

Circular Head Council Community Survey Report

December 2016



Insync Surveys Pty Ltd

Melbourne Phone: +61 3 9909 9209 • Fax: +61 3 9614 4460

Sydney Phone: +61 2 8081 2000 • Fax: +61 2 9955 8929

Address PO Box 16107, Collins St West, VIC 8007, Australia

Website www.insyncsurveys.com.au

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1. Detailed report

Introduction

Survey objectives

Insync was engaged by Circular Head Council to conduct a Community Survey in September-November 2016, with the purpose of measuring community member's views, ideas and suggestions. This is the second survey of its kind conducted by Council, the first was conducted in 2014.

The objectives of the Community Survey are to:

- Provide the community with the opportunity to communicate openly and candidly with the Management Team & Council staff of Circular Head Council
- Identify key issues for Circular Head Council's residents
- Measure performance across key areas for Circular Head Council
- Use the information from the community survey in a meaningful way to build a stronger and more satisfied community

Survey Process

Circular Head community members were given the opportunity to participate in the survey in late 2016. Participation in the survey was completely anonymous, thus improving the potential for community members concerns to be captured and identified. The survey was distributed in a number of ways with the following aims:

- To reach as many community members as possible during a defined time period, to maximise the reliability of the data
- To reflect the diversity of the community members that Circular Head Council serves – across a range of demographics

The survey was emailed to respondents, shared via an open link and distributed in hard copy format.

Overall 210 responses were received which represents an increase since the last survey (166 in 2014.) As Circular Head has an overall population size of around 8,000 this is a satisfactory sample which allows for confidence in interpreting the results; the reader can have a 95% level of confidence (with a 10% margin of error) that results of this survey can be generalised to the overall population.

The Survey comprised of eight sections:

Section 1, 3 and 5 asked community members to rate how **important** each of the statements is to them, on a scale of 1 to 7, where 1=Low and 7=High. Community members were then asked to rate (on the same scale) how they felt Circular Head Council was **performing** with regard to each statement.

Section 2 asked community members to respond to questions in relation to how they interact with the Council.

Section 4 asked community members to respond to questions in regard to themselves and their community.

Section 6 asked community members about their preferred source of information.

Section 7 asked community members to provide open (free-text) comments regarding Circular Head Council and to highlight any general concerns and suggestions for improvement that they might have for the Council along with any commendations.

Section 8 asked community members to provide some broad demographic information; including locality, gender, age, computer access, access and employment status.

Response information

The following table details the number of responses received from each demographic group. A number of community members did not specify their demographic information, and these forms have consequently been classified as 'unspecified'.

Insync received a total of 210 completed forms. Readers of this report should be mindful of the characteristics of the respondent profile when interpreting data:

- Around half of the respondents are from Smithton (50%)
- Approximately 46% of respondents are in the 50-69 years old age bracket while 22% of respondents are in the 35-49 years old bracket
- The gender ratio of respondents is somewhat unequal with 58% female and 39% male
- With regard to employment status, a significant proportion of respondents are working full time (40%) or retired (27%)
- Under half of the community members indicated that they have internet access at home (41%)

Circular Head Council Community Survey Results, October 2016	
Response statistics	
Total	210
Suburb/Locality/Village	
Smithton	106
Stanley	18
Forest	8
Marrawah/Redpa	7
Rocky Cape/Detention River/Hellyer Beach	25
Irishtown	5
Edith Creek	2
Other rural	26
Unspecified	13
Employment status	
Full time	83
Part time	38
Student	3
Household	9
Retired	57
Other	13
Unemployed	3
Unspecified	4
Gender	
Female	122
Male	82
Unspecified	6
Do you have access to the internet?	
At home	87
At work	8
At home and work	82
None	27
Unspecified	6
Age	
less than 19 years old	0
19-24 years old	2
25-34 years old	14
35-49 years old	47
50-69 years old	96
Over 69 years old	47
Unspecified	4

Executive summary

Here are some key findings from the 2016 survey:

- Overall, 210 responses were captured with the majority of responses being from Smithton (50%), followed by 'Other Rural' areas (12%).
- Areas of high importance to residents relate to *Council's financial management*, *Appearance of your neighbourhood/district* and *Council reporting to the community through publications and meetings*.
- However, the areas in which Council are perceived to be performing most strongly are a little different and include *Friendliness of staff at the council*, *Knowledge and experience of staff at the Council* and *Ease in contacting the right person at the council*.
- Three significant gap scores were found in this section, these indicate areas of frustration for residents due to the difference between what they feel is important and how Council is performing in this area. They are *Council's financial management*, *Appearance of your neighbourhood/district* and *Opportunities for the community to participate in decision making*.
- The majority of respondents indicated that they are satisfied with Council (57%).
- A high proportion of community members contact the Council in person (74%) or by phone (67%). Around a fifth indicated that they have used the Visitor Information Centre in the last 12 months (22%), this is a similar result to 2014.
- With regards to council facilities and services Circular Head residents prioritise the *Kerbside garbage & recycling collection service*, *Rural sealed roads*, *Waste transfer station*, *Public toilets / amenities* and *Roadside management-rural (e.g. trees, slashing litter)*. Of these *Rural sealed roads* and *Roadside management* were two of the lowest performing items, corresponding gap scores indicating that they are an issue to residents along with *Rural unsealed roads*.
- Regarding Circular Head's 8 key roles for their 10 year strategic plan, residents expressed that the three areas of greatest importance are *Service delivery and asset management*, *Economic development* and *Representation and cooperation*. Residents think that they are performing most strongly with regards to *Representation and cooperation*.
- The majority of community members preferred to receive information from the Council through *The Chronicle* (61%), or via newsletter (52%). Only 6% of respondents perceive media coverage of Council activities to be very negative, but this is a slight increase since 2014 (3%).
- The comments provided by the Circular Head community added context and depth to the survey data.

Section 1: What is on your mind and how are we doing?

What the community feel is important

The five highest ranked importance variables for Circular Head community members (listed in descending priority order) for **Section 1** are reported in the table below, alongside the results from 2014.

October 2016 Top 5 importance	2016	September-October 2014 Top 5 importance	2014
Council's financial management	6.41	Council's financial management	6.40
Appearance of your neighbourhood/district	6.28	Council support of local industry and business	6.25
Council reporting to the community through publications and meetings	6.21	Knowledge and experience of staff at the Council	6.16
Consistency of information provided by Council staff	6.21	Timeliness/responsiveness to customer enquiries or requests	6.12
Knowledge and experience of staff at the Council	6.20	Friendliness of staff at the Council	6.12

Items shaded in grey are common to both surveys

Council's financial management continues to be of paramount importance to community members as it appears as top priority in both surveys. *Knowledge and experience of staff at the Council* also remains an important area for community members in 2016.

All five statements attracted mean importance scores above six from a possible score of seven.

How the community feel Circular Head Council is performing

The table below reports, in descending order, the five variables ranked highest in performance by Circular Head community members for **Section 1**, against those results from 2014.

October 2016 Top 5 performance	2016	September-October 2014 Top 5 performance	2014
Friendliness of staff at the Council	5.28	Friendliness of staff at the Council	5.25
Knowledge and experience of staff at the Council *	4.66	Traffic movement throughout the municipal area	4.82
Ease in contacting the right person at the Council	4.66	Council reporting to the community through publications and meetings	4.70
Continuity of Council staff (Same Council officer handling your issue)	4.65	Ease in contacting the right person at the Council	4.58
Traffic movement throughout the municipal area	4.60	Knowledge and experience of staff at the Council*	4.57

Items shaded in grey are common to both surveys

Items marked (*) were also found in the top 5 importance list

The top five performance list contains one variable from the top five importance list, *Knowledge and experience of staff at the Council*, this therefore represents a real area of strength - as it was in 2014. Once again council staff are perceived to be friendly and although this no longer appears on the top 5 importance list it should be noted that it again scored above 5 on performance.

(Scores of five and above on a seven-point scale identify areas of particularly high performance.)

At the other end of the scale are the lowest performing variables. The below table shows the five variables given the lowest rankings by Circular Head community members in 2016 for **Section 1**, against the 2014 results. Please note that the lowest performing variable appears first on the list.

October 2016 Lowest 5 performance	2016	September-October 2014 Lowest 5 performance	2014
Opportunities for the community to participate in decision-making	3.92	Urban and rural land use planning	3.39
Council's financial management *	3.94	Opportunities for the community to participate in decision-making	3.71
Urban and rural land use planning	3.94	Council's financial management *	3.86
Elected member (councillor) representation of community issues	4.00	Elected member (councillor) representation of community issues	3.99
Appearance of your neighbourhood/district *	4.09	Appearance of your neighbourhood/district	4.12

Items shaded in grey are common to both surveys

Items marked (*) were also found in the top 5 importance list

The lowest five performing areas have all remained the same as in the 2014 survey, with their scores remaining relatively unchanged. *Council's financial management* and *Appearance of your neighbourhood/district* were found to be low performing and also in the top 5 importance list. They may therefore be considered key areas to focus on in terms of improvement.

Where community members feel Circular Head Council can improve

In identifying factors for improvement, Insync analyses the perceived difference – or “gap” – between the importance and performance score for each variable. These gaps indicate areas of frustration or dissatisfaction for community members and thus represent improvement opportunities. Based on our research, gaps of or above 2.00 are considered significant, with a gap score of 3.00 or higher generally pointing to widespread dissatisfaction. For the purpose of business improvement, it is important to keep in mind that a larger gap does not indicate a larger problem, rather it indicates an increase in certainty that the variable is indeed of some level of concern.

October 2016 Top 5 gaps	2016	September-October 2014 Top 5 gaps	2014
Council's financial management *	2.47	Council's financial management *	2.54
Appearance of your neighbourhood/district *	2.20	Urban and rural land use planning	2.50
Opportunities for the community to participate in decision-making	2.04	Opportunities for the community to participate in decision-making	1.99
Elected member (councillor) representation of community issues	1.99	Appearance of your neighbourhood/district	1.95
Council's leadership within the community	1.86	Consistency of information provided by Council staff	1.88

Items shaded in grey are common to both surveys

Items marked (*) were also found in the top 5 importance list

A review of the results across all variables identified three gap scores of 2.00 or higher which were identified as *Council's financial management*, *Appearance of your neighbourhood/district* and *Opportunities for the community to participate in decision-making*. As the first two of these were also on the top 5 importance list the results indicate that they both represent improvement opportunities in the eyes of the community.

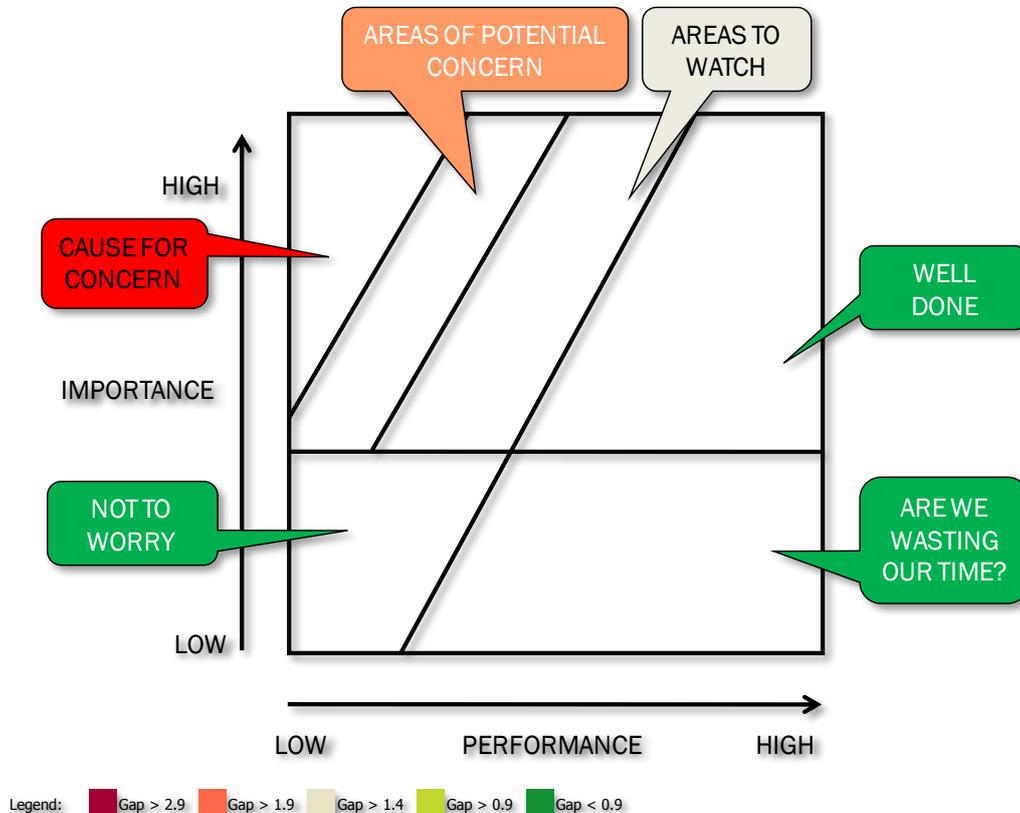
Prioritising improvement opportunities – gap grid analysis

Analysis of these gaps enables Circular Head Council to prioritise strategies for improvement, in terms of those factors considered most pressing by community members.

For an issue to be considered in need of attention, it must have both a gap score above 2.00 and be of high importance. A significant gap score together with a low importance score does not indicate an issue for community members. Conversely, a significant gap score together with a high importance score suggests an area of concern.

It is important to note that a larger gap does not indicate a larger problem. It rather indicates an increase in certainty that the variable is indeed of some level of concern.

This information is calculated by and reported in the gap grid. It is a unique visual tool that allows you to see several key pieces of information within the one diagram. For each survey variable it shows the performance score (horizontal axis), the importance score (vertical axis) and the gap score (colour coded). The gap grid is a highly effective tool at an aggregate level and also at a specific demographic level.

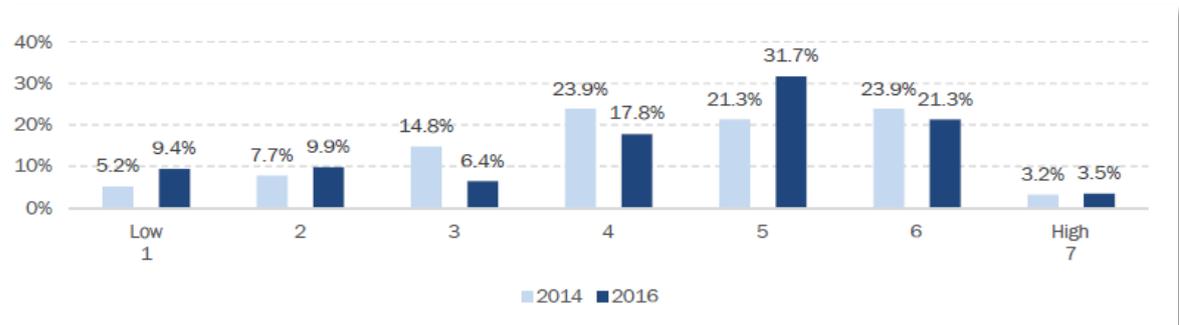


Using this information, the factors that should be prioritised as improvement opportunities can be identified. The gap grid is a highly effective tool at an aggregate level and also at a specific demographic level. Please see the detailed data report.

Overall satisfaction with Council

The following graph illustrates the community’s overall satisfaction with the Council, where 1 = Low, and 7 = High.

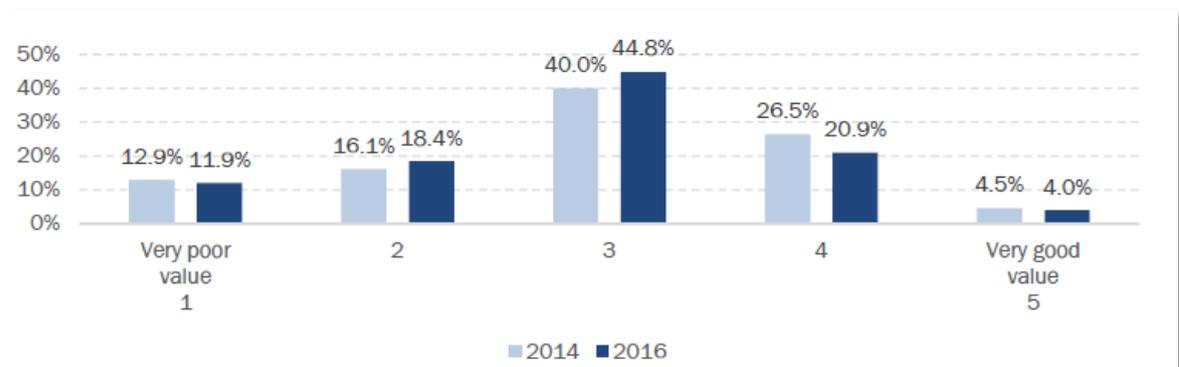
Approximately 57% of respondents indicated that overall, they are satisfied with Council (rated 5, 6 or 7)



Thinking about what your household pays on rates and other council charges, how would you rate the services provided by Council in terms of value for money?

Community members were asked to indicate whether the services and amenities provided by the Council were good value for the rates paid, where 1= very poor value, and 5 = very good value.

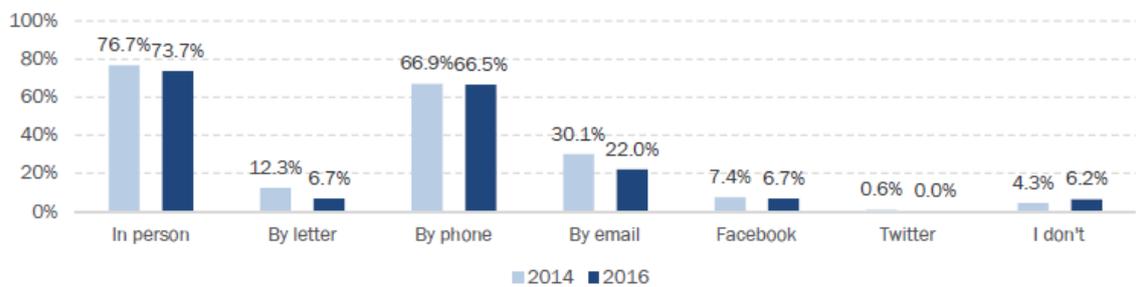
As can be observed by the graph below, the scores are quite spread, with the highest amount of scores lying in the middle (45%).



Section 2: How do you interact with Council?

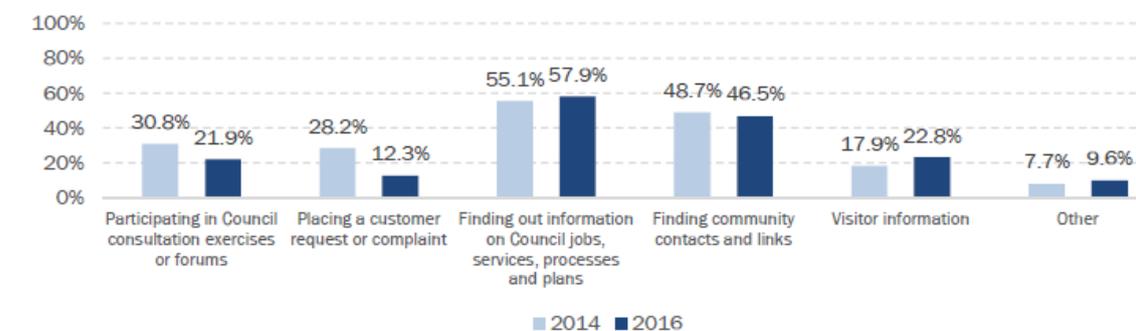
How do you currently contact Council?

Community members were asked to identify which mode(s) of contact were currently utilised to contact the Council. As can be seen from the below graph, the vast majority of community members contact the Council in person (74%), or by phone (67%). These trends haven't changed significantly since 2014, although there appears to have been a decrease in email contact between community members and Council.



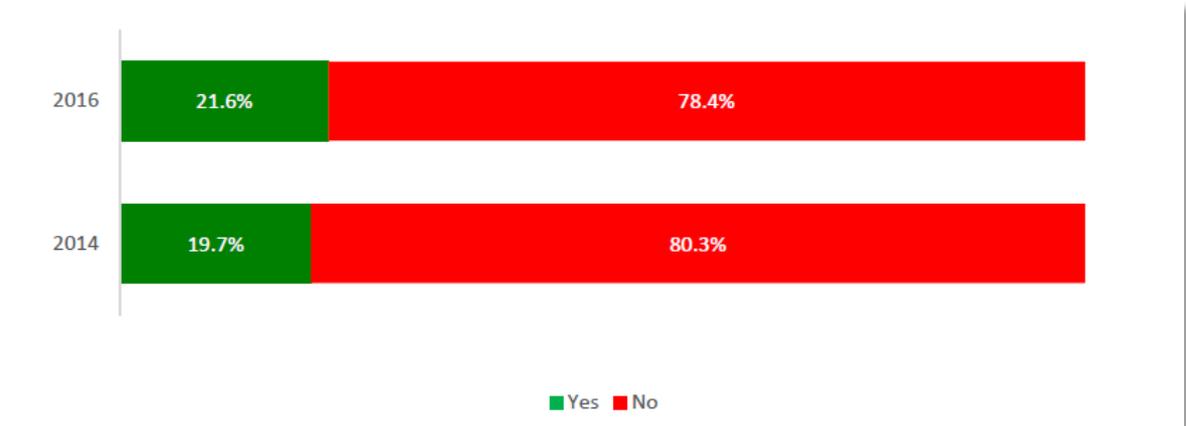
Would you use Council's website for any of the following services?

Approximately 58% of residents indicated that they use the Council website for information on Council jobs, services, processes and plans, while 47% indicated that they use the council website for finding community contacts and links. These were clearly the most common reasons for visiting the website.



Have you used Visitor Information Centre within Circular Head in the last 12 months?

Community members were asked to indicate whether they had used the Visitor Information Centre in the last year. As in 2014 only around a fifth, a relatively small proportion of members have used this facility.



Section 3: Council facilities and services

What the community feel is important

The five highest ranked **importance** variables for Circular Head residents for **Section 3** (listed in descending priority order) are reported in the table below, alongside the results from the 2014 study.

October 2016 Top 5 importance	2016	September-October 2014 Top 5 importance	2014
Kerbside garbage & recycling collection service	6.33	Kerbside garbage & recycling collection service	6.28
Rural sealed roads	6.18	Rural sealed roads	6.16
Waste transfer station	6.14	Roadside management-rural (e.g. trees, slashing litter)	6.04
Public toilets / amenities	6.14	Urban roads	6.01
Roadside management-rural (e.g. trees, slashing litter)	6.12	Waste transfer station	6.00

Items shaded in grey are common to both surveys

Areas of high importance for Circular Head community members relate to the *Kerbside garbage & recycling collection service*, *Rural sealed roads*, *Waste transfer station*, *Public toilets / amenities* and *Roadside management-rural (e.g. trees, slashing litter)*. Four of the top 5 importance variables were found to be the same as in 2014.

All five statements attracted mean importance scores above five from a possible score of seven, indicating high levels of importance for community members.

How the community feel Circular Head Council is performing

The table below reports, in descending order, the five facilities and services ranked highest in performance by Circular Head community members for **Section 3**, against those highest ranked variables in 2014.

October 2016 Top 5 performance	2016	September-October 2014 Top 5 performance	2014
Waste transfer station *	5.77	Waste transfer station	5.59
Cemeteries	5.62	Cemeteries	5.57
Twilight on the Duck	5.45	Physical access to Council buildings (ramps, stairs, handrails)	5.47
Physical access to Council buildings (ramps, stairs, handrails)	5.30	Twilight on the Duck	5.46
Kerbside garbage & recycling collection service *	5.20	Kerbside garbage & recycling collection service *	5.44

Items shaded in grey are common to both surveys

Items marked (*) were also found in the top 5 importance list

The highest performing areas relate to *Waste transfer station*, *Cemeteries*, *Twilight on the Duck*, *Physical access to Council buildings (ramps, stairs, handrails)*, and *Kerbside garbage & recycling collection service*. These have remained the top 5 performing items since 2014, which indicates consistently high delivery. This is backed up by the fact that they have all again scored over 5 out of 7 on the 7 point rating scale.

The top five performance list contains two variables from the top five importance list which are *Waste transfer station* and *Kerbside garbage & recycling collection service*. These areas can be seen as strengths of the Council, with community members identifying them as both important **and** performing better than the remaining variables.

At the other end of the scale are the lowest performing variables. This table shows the five variables given the lowest rankings by Circular Head community members in 2016, alongside the results from the 2014 survey for comparison.

October 2016 Lowest 5 performance	2016	September-October 2014 Lowest 5 performance	2014
Rural unsealed roads	3.52	Swimming pool facility	3.80
Rural sealed roads *	3.93	Building, land use planning & environmental health services	3.89
Roadside management–rural (e.g. trees, slashing litter) *	4.12	Rural unsealed roads	3.93
Weed control	4.18	Weed control	4.10
Animal management including dog control	4.29	Roadside management–rural (e.g. trees, slashing litter)	4.17

Items shaded in grey are common to both surveys

Items marked (*) were also found in the top 5 importance list

Three of the lowest five performing areas are the same as in 2014 and community members raised many points relating to these themes. For a full transcript of verbatim comments please refer to the separate data report.

The lowest five performance list contains two variables from the top five importance list, namely:

- *Rural sealed roads*
- *Roadside management–rural (e.g. trees, slashing litter)*

Where community members feel Circular Head Council can improve

In identifying factors for improvement, Insync analyses the perceived difference – or “gap” – between the importance and performance score for each variable. These gaps indicate areas of frustration or dissatisfaction for community members and thus represent improvement opportunities. Based on our research, gaps of or above 2.00 are considered significant, with a gap score of 3.00 or higher generally pointing to widespread dissatisfaction. For the purpose of business improvement, then it is important to keep in mind that a larger gap does not indicate a larger problem, rather it indicates an increase in certainty that the variable is indeed of some level of concern.

The table below reports the five variables with the highest gap scores for **Section 3** of the 2016 survey, with comparative results from the 2014 survey.

October 2016 Top 5 gaps	2016	September-October 2014 Top 5 gaps	2014
Rural unsealed roads	2.44	Rural unsealed roads	1.96
Rural sealed roads *	2.25	Building, land use planning & environmental health services	1.91
Roadside management–rural (e.g. trees, slashing litter) *	2.00	Roadside management–rural (e.g. trees, slashing litter)*	1.88
Weed control	1.72	Rural sealed roads*	1.80
Urban Roads	1.71	Swimming pool facility	1.54

Items shaded in grey are common to both surveys

Items marked (*) were also found in the top 5 importance list

In 2014 there were no gap scores over 2.0, however this year there were 3, Council might therefore wish to investigate these areas further.

The top five improvement opportunities list contains two variables from the top five importance list. These areas represent the Council with possible improvement opportunities as they are important to community members, but are not perceived to be performing as well as other areas:

- *Roadside management – rural (e.g. trees, slashing, litter)*
- *Rural sealed roads*

Section 4: You and your community

Statements in relation to Circular Head community

The table below shows community members responses to ten statements about their community. The percentages of Yes and No responses to each question were recorded.

Survey Variables	Yes	No	Yes	No
	Oct 2016	Oct 2016	Sep-Oct 2014	Sep-Oct 2014
Do you consider Circular Head to be a progressive municipal area?	61%	39%	58%	42%
Do you think land and housing in Circular Head is affordable?	84%	16%	76%	24%
Do you think public transport is adequate to meet your needs?	35%	64%	44%	56%
Do you think Circular Head is a safe place to live and work?	89%	12%	92%	8%
Do you think Circular Head is a healthy community?	59%	41%	57%	44%
Do you think there are enough jobs available in Circular Head?	17%	83%	15%	85%
Do you think there is a good choice and availability of housing options in Circular Head?	70%	30%	71%	29%
Do you feel that you are a part of your local community?	79%	21%	85%	15%
Are you a member of a community group?	56%	44%	62%	38%
Would you recommend Circular Head as a place to live?	83%	17%	88%	12%

Many Circular Head community members agreed with the statements above with eight of the ten statements receiving greater than 50% Yes responses. This is a positive result for the Council.

Conversely, the majority of respondents disagreed with the following statements: *Do you think there are enough jobs available in Circular Head?* and *Do you think public transport is adequate to meet your needs?*

Section 5: About our strategies and goals

What the community feel is important for Circular Head Council

Council identified 8 key roles for Local Government in the Circular Head Strategic Plan (over the next 10 years). The **importance** rating of each factor is reported in the table below, alongside the results from the 2014 study.

Importance	October 2016 Mean	September-October 2014 Mean
Service delivery and asset management	6.18	6.13
Economic development	5.98	6.03
Representation and cooperation	5.95	5.83
Community engagement	5.94	5.92
Strategic leadership	5.88	5.83
Legislation and by-laws	5.79	5.77
Land-use planning	5.74	5.95
Sense of place	5.65	5.75

Service delivery and asset management obtained the highest importance rating of all the 8 key roles with an average importance score of 6.18 out of seven.

Moreover, all 8 key roles received an importance rating of over 5.00 out of a possible 7.00. This is a positive result for Council as it suggests that all 8 key roles identified by Council are also considered to be important by residents.

How the community feel Circular Head Council are performing in regards to their strategies and goals

The table below reports in descending order, the **performance** of the 8 key roles as outlined by Circular Head community members, alongside the results from the 2014 study.

Performance	2016	2014
Representation and cooperation	4.49	4.51
Sense of Place	4.27	4.46
Legislation and by-laws	4.22	4.33
Community engagement	4.09	4.23
Service delivery and asset management	3.94	4.04
Strategic leadership	3.94	3.99
Economic development	3.88	3.77
Land-use planning	3.85	3.53

Representation and cooperation recorded the highest performance ranking with a performance score of 4.5 out of seven. The lowest performance score was 3.85; obtained by *Land-use planning*, a similar result to the 2014 survey.

Service delivery and asset management, *Strategic leadership*, *Economic development* and *Land-use planning* recorded scores less than 4.00, indicating areas of lower performance.

Where the community feel Circular Head Council can improve

In identifying factors for improvement, Insync analyses the perceived difference – or ‘gap’ – between the importance and performance score for each variable. These gaps indicate areas of frustration or dissatisfaction for community members and thus represent improvement opportunities. Based on our research, gaps of or above 2.00 are considered significant. It is important to keep in mind that a larger gap does not indicate a larger problem, rather it indicates an increase in certainty that the variable is indeed of some level of concern.

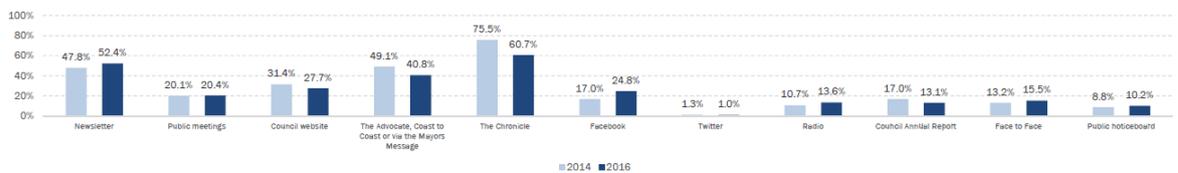
The table below reports the seven ‘Future Directions’ and their respective gap scores, compared against the respective scores from the 2014 study.

Gaps	2016	2014
Service delivery and asset management	2.24	2.09
Economic development	2.09	2.26
Strategic leadership	1.94	1.85
Land-use planning	1.89	2.42
Community engagement	1.86	1.68
Legislation and by-laws	1.57	1.44
Representation and cooperation	1.46	1.32
Sense of place	1.38	1.29

Two of the 8 key roles recorded significant gap scores (over 2.00) indicating areas of concern. These were *Service delivery and Asset management* and *Economic development*. In 2014 *Land use planning* was top of the list but it hasn’t recorded a significant gap score this year.

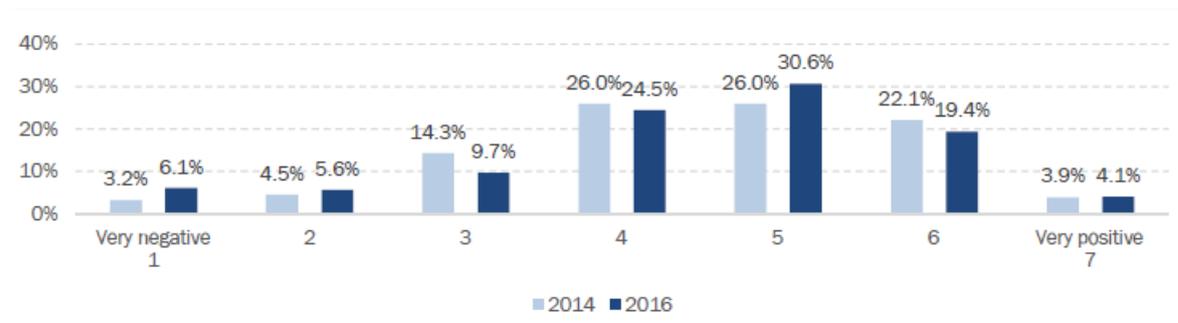
Section 6: Source of information

What is your preferred method of receiving information through Circular Head Council?



Once again the majority of residents identified The Chronicle as their preferred method of receiving information (61%). This is followed by the Newsletter (52%) and the Advocate, Coast to Coast or via the Mayors Message (41%).

How do you perceive coverage of Council activities in the media?



The majority of respondents (54%) found the media coverage to be positive (scored 5, 6 or 7). Conversely, a much lower proportion found the coverage to be negative (21% scored it at a 1, 2 or 3).

Section 7: Resident written comments

A large number of residents who completed the survey also provided written comments about at least one of the questions posed. Despite the qualitative comments being potentially biased and subjective, the quantitative results are largely supported by the written comments received. A sample of the comments are found below for review. A full transcript of comments can be found in the data report.

What could Council do to improve?

Overall, the comments in this section were varied and covered a range of issues including, but not restricted to, financial management, appearance, upkeep and maintenance of the roads/environment, infrastructure upgrades and development, community consultation, recycling and development of the swimming.

A sample of comments of some of the main themes are presented below:

Financial management and economic viability

“By not wasting ratepayer’s money and not running up more debts.”

“Fiscal management. Too much spent on residents with, or near dairy farms.”

“Financial budgeting. There seems like excess pricing when council quotes come in.”

“Encourage Smithton as a very liveable town, sell our assets like education, health, aged care. More promotion on tv for Smithton as the municipalities’ CBD and a great place to do business.”

Appearance, upkeep and maintenance of the neighbourhood

“The Smithton cbd looks pretty shabby and tired. Can the Council have a role in lifting the presentation of the town?”

“Get DIER to remove excess signage – spoiling tourist photo opportunities.”

“The area of Havelock Street, along the Hockey / Little Athletics is always full of litter - it is disgusting at times and should be cleaned regularly.”

“General appearance on the main CBD, town features.”

“Spend/borrow to develop recreational and commercial areas around the Duck rivers as well as the port of Stanley. King Island and Beauty Point have recently announced that the stunning mega yacht/cruise ship L’Austral will dock in their areas in early 2018 and Circular Head (particularly the Port of Stanley) should be strongly canvassed as a viable destination too....”

Consultation/communication with the community

“How do we find out how elected councilors are representing us? It would be great to have more of what the individual members are striving for on the council’s Facebook page - this is the main way I follow what is going on within the council. I have really appreciated the surveys/opinion options that have been online as I don’t buy the paper - this helps me feel I can participate in decision making.”

“Make sure consistent and accurate information is provided to customers. Continuing engagement with community on issues that may affect them.”

“Listen to what the Community wants and needs. Council needs to separate personal preferences for themselves and vote what’s best for the Community. Be more transparent.”

Thinking of the list we have just gone through, and anything else that comes to mind, what is ONE area of Council activity where you think improvement is MOST NEEDED?

Respondents identified a variety of issues when asked what area of council activity most needs improvement – many of the themes mirrored those identified under improvement opportunities. Consistent with the results of the quantitative component of the survey there was a strong focus on improvement of roads and roadside management. The swimming pool was also received many comments from community members.

Roads

“Road maintenance”

“Rural road sealing”

“Rural roads – support local issues to do with remote access.”

“Fix Montague road within town boundary. It’s a disgrace!”

Roadside management

“Trimming off Ti-tree at Neson Street park to improve the river view. Trimming of gum tress at Massey Street look-out – the scenery is one of our biggest tourism assets.”

Swimming pool

"To get the swimming pool up and going ASAP. Younger people are missing out on the important opportunity to learn to swim. This is paramount!!"

"We need a pool."

"In regard to the whole pool issue, it was a blatant case of making up their minds and only pretending to listen to the community."

"In regard to the whole issue of the swimming pool, it seems incredible that regular maintenance and upgrading wasn't done on ongoing basis to avoid the closure of the pool. \$12 million seems an obscene amount to spend on a new facility when a fraction of that over time could have seen the old one constantly upgraded to meet standards."

What TWO areas of activity do you think Council should make a priority over the next two years?

A large portion of the comments in this section were in agreement that the swimming pool should be a priority over the next two years. Roads, beautification of the area and supporting economic development were often raised. Tourism was frequently referenced as an opportunity for improvement.

Supporting economic development

"Create employment, promote tourism..."

"Economic growth.."

"Keep costs to businesses level,. Help facilitate new business."

"Working with investors into the area.."

"Job creation and support of community businesses."

"Economic development and public facilities."

"Supporting primary industry, local businesses and tourism."

Tourism

"The two main streets in this town are absolutely dead on the week-end. I feel the council needs to find the things that define this town (or create more things happening every week-end regularly other than sport and church) and market it better to increase tourism."

“Work with the relevant parties / authorities to acquire and develop the port of Stanley to allow cruise ships to dock or anchor offshore. Recent examples of positive Councils have been King Island and NE Tasmania.”

“Like King Island and Beauty point, liaise with relevant authorities to have cruise ships dock at Stanley to promote a more positive image of Circular Head as a tourism destination.”

“Town upgrade for tourism – the Look-out is a necessity.”

“Develop the Smithton airport.”

What is ONE thing you think Council is currently doing well?

Many community members declined to comment on areas in which they think that council are performing well. That said the praise for Council was diverse and was sometimes contrary to general opinion for example some people acknowledged that the council does maintain the area and roads well. A selection of comments is included below:

“Trying to keep rates as low as possible.”

“Roads”

“General appearance of the district inclosing parks and recreational facilities is exceptional.”

“Maintaining the cemeteries.”

“Listening to the community voice.”

“Twilight on the Duck.”

“Good communication.”

“Kerbside garbage collection.”

“Cleanliness of the town.”

Next steps for Council

It is important that Circular Head Council involve the community in discussing the results of this study to develop actions for improvement. Furthermore, Council should use these discussions to highlight positive aspects at Circular Head, and to also help identify and understand key community issues, but nevertheless, celebrate what Council is doing well. This also provides Council with an opportunity to improve community engagement and improve community perception in the process. Planning for improvement is not limited to the findings discussed above. A number of other areas also require consideration. For instance, there may be areas that the community have identified as low in importance but are high priority in the Council's strategy. As well as examining the overall results, it is also important to consider issues unique to different demographics, e.g. location, age, employment status etc. When prioritising issues for action, it is recommended that a combination of the provided analyses, comments and focus groups be used to gain a more in-depth understanding of that which underpins or drives community concerns. This study has highlighted some key areas that the council is currently performing well in and also areas that the council can definitely improve on.

This study can be used as a benchmark for following community surveys and comparative data will be used from this study to monitor the performance of the council in the eyes of the community over time.

Report glossary

Gap Grid: The gap grid is a unique visual tool that allows you to see several key pieces of information within the one diagram. For each survey variable it shows the performance score (horizontal axis), the importance score (vertical axis) and the gap score (colour coded). The gap grid is a highly effective tool at an aggregate level and also at a specific demographic level.

Mean: The mean is the term used to describe the average. The mean is defined as the total of the scores divided by the number of scores.

Median: Defined as the value that lies in the middle of the distribution when the data is arranged in numerical order – in other words, it is the value that divides the distribution in half.

Significance: Refers to a gap score above 2.00, yet does not dictate true statistical 'significance'.