RESEARCH REPORT

Community Satisfaction Survey
Bathurst Regional Council

December 2024

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Front cover pic: New shade sails at Centennial Park playground, Bathurst.
Photo courtesy of Council Facebook page

1. EXECUTIVE SUMMARY

Bathurst Regional Council has commissioned Taverner Research Group to conduct its 2024 Community Satisfaction Survey, a predominantly telephone-based survey of 400 adult residents. The survey was conducted in October/November 2024, and random sampling error is +/- 4.9% at the 95% confidence level.

Among the major findings:

Overall satisfaction

Overall satisfaction fell significantly in the latest survey, from a mean (on a 1-5 scale) of 3.34 in 2023 to 2.75 in 2024. Overall, 23% of residents were satisfied against 37% dissatisfied.

While declines of +/- 10% have been common among 2023/2024 regional NSW-based satisfaction surveys conducted by Taverner, the extent of this decline (-18%) suggest other, more locally sourced forces are at play such as community opposition to the proposed Special Rate Variation (discontinued during the community consultation phase).

As further evidence of this, the "average" satisfaction rating across all 37 facilities and services rated was a reasonably high 3.41 (again on a 1-5 scale). This strongly suggests that issues other than the facilities and services themselves have materially impacted 2024 results.

The 2.75 out of 5 overall satisfaction mean score is the second lowest among 30 regional NSW councils measured over the past four years by Taverner Research.

Satisfaction with facilities and services

Highest satisfaction scores were recorded for:

- The Bathurst Visitor Information Centre (87% satisfied)

- The Regional Art Gallery, and Fossil and Mineral Museum (84% each)

- The National Motor Racing Museum and Bathurst Regional Library (82% each)

- Rail Museum (81%)

- Memorial Entertainment Centre (80%)

Lowest satisfaction scores were recorded for:

- Provision of Council information to the community (26% satisfied)

- Economic development (24%)

- Maintaining rural roads (22%)

- Opportunity to participate in Council decision-making (20%)

- Planning and development (19%)

- Long-term planning for the region (18%)

- Financial management (14%)

- Council decision-making reflecting community opinion (12%)

In terms of **changes to 2023 results**:

- Stormwater drainage and Provision of bike paths and footpaths both rose 9% survey-to-survey, while the Aquatic Centre rose 5%

- Financial management fell 32%. Other significant declines were in Council decision-making reflecting community opinion (-16%), Economic development (-14%), Planning and development and Long-term planning for the region (both -12%) and Opportunity to participate in Council decision-making (-11%).

1. EXECUTIVE SUMMARY

Benchmarks

Despite the low overall satisfaction score, **many of the satisfaction benchmark scores (as measured against 29 other regional NSW scores) were above average**. This suggests residents were able to "see past" the major issue/s causing concern – which in this case clearly appears to revolve around perceptions of poor financial management – and score Council favourably on a wide selection of facilities and services.

Of 27 benchmarkable facilities and services, Council scored above average in 11. They were close to average in a further 7, and below-average in 9.

Customer Service

Some 68% of residents claimed they contacted Council within the past 12 months, well above the 50% or so recorded by most regional Councils. And 14% of respondents – one in seven - had contacted Council six or more times.

Customer service satisfaction scores were generally high – again suggesting that residents were able to compartmentalise their dissatisfaction with one aspect of Council when rating other areas of its operations. Some 78% were satisfied with courteousness of Council staff, 60% with helpfulness, 68% with knowledge and 57% with responsiveness.

While most scores were relatively stable, the helpfulness mean score fell 11% survey-to-survey (from 4.04 to a still-high 3.60).

Community attitudes

Residents were relatively positive on a range of quality-of-life attributes, including feeling a sense of community (63% agreement), agreeing that local sporting facilities met their needs (61%), feeling Bathurst is a safe area for pedestrians (58%) and believing there is a good range of leisure and recreation opportunities (56%).

However, there were very low levels of agreement that new developments are helping to preserve an attractive urban landscape and protect heritage (23% agreement), that planning for economic growth and development is adequate (19%), that Council pans well to secure the community's long-term future (also 19%) and that Council adequately considers community concerns and views in making decisions (18%).

Again, this feeds into the narrative that while residents are happy with many aspects of both Council operations/service levels and quality of life indicators, they have specific concerns about planning and finances that have heavily and negatively influenced their overall attitude to Council.

2. INTRODUCTION

2.1. BACKGROUND AND OBJECTIVES

In October 2024, Bathurst Regional Council (BRC, or Council) commissioned Taverner Research Group (TRG) to conduct a random and statistically representative telephone survey of 400 adult residents to measure their satisfaction with Council service levels. The survey was designed to largely replicate a baseline survey conducted in 2018, to provide for longitudinal (i.e. time-based) comparisons.

As in previous years, Council also used the 2024 survey to measure a range of quality-of-life issues, and to see how attitudes had changed to a wide range of issues affecting residents.

2.2. METHODOLOGY

Taverner Research randomly interviewed 400 adult BRC residents by telephone and online panel from a random sample of adult residents in the Bathurst Regional Council Local Government Area (excluding BRC councillors and employees). The reported results have a margin of error of +/-4.9% at the 95% confidence level. This means that if the survey was repeated 100 times, in 95 times the results will be within 4.9% of true population value. This is a robust sample and reliable for Council's planning and reporting activities.

Results have been post-weighted by age and gender to match the demographic profile of the BRC LGA adult population as per 2021 ABS Census data.

Please note that due to the nature of the survey, not all respondents answered every question. The number of respondents answering each question is marked as "n = XXX" in the graph accompanying that question. Caution should be taken in analysing some questions due to the small sample size.

Where differences in this report are classed as significant, this implies they are statistically significant based on independent sample t-scores or other analysis of variation (or ANOVA) calculations. In statistical terms, significant differences are unlikely to have been caused by chance alone. Cross analysis was undertaken by several demographic and attitudinal characteristics. Only where differences by groups were statistically significant are they mentioned in the report commentary.

Computer-Assisted Telephone Interviews

The survey was conducted using a random fixed line (37%) and mobile (63%) telephone poll of residents aged 18+. Respondents were selected at random from a verified random sample residential telephone database of 7,870 telephone numbers within the LGA. The survey form was designed collaboratively between TRG and BRC to ensure comparability with previous years' data (see APPENDIX 2: Telephone Questionnaire).

2. INTRODUCTION

Polling was conducted from October 28th to November 18th (inclusive) from TRG's CATI[1] centres. A team of 26 researchers called BRC residents on weekday evenings from 3.30 to 8pm and on weekends from midday to 5pm. Where phones went unanswered, were engaged or diverted to answering machines, researchers phoned up to five occasions at different times of the day.

The poll was conducted on a purely random basis, other than ensuring an adequate mix of respondents across different sub-regions. Respondents were screened to ensure they were aged 18 or over and were not councillors or Council employees. Interview time averaged 17 mins 54 secs.

Online Panel

An online survey was used to secure a response from 35 residents throughout the BRC local government area. The same questionnaire and qualifiers were employed.

A randomly sampled, reputable panel (https://www.pureprofile.com/) was engaged, to improve participation by younger cohorts (and resulting in smaller weight factors in 2024 than previous years). Panellists answered from October 28th to November 14th, inclusive.

The 5% of online respondents who completed in the fastest time (hence the least likely to be giving sufficient consideration to the questions) were removed to improve overall data quality.

2.3. HOW TO READ THIS REPORT

Statistical Differences

Differences between groups are described as significant differences if they reached statistical significance using an error rate of a=0.05. This means that if repeated independent random samples of similar size were obtained from a population in which there was no actual difference, less than 5% of the samples would show a difference as large or larger than the one obtained.

Statistical significance is more often compared between sub-groups, however in some situations statistical significance is measured between response items within the total sample. This is clearly noted in the commentary.

The use of the term 'significant' in this report indicates statistical significance. The report may also use the terms 'more likely' and 'less likely' to indicate statistically significant differences. Percentages and means coloured red are significantly lower, and coloured blue are significantly higher.

Subgroups

Comparison tests are used to test if there are statistically significant differences in survey results based on the demographic profile of respondents.

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[1] Computer-assisted telephone interviewing

2. INTRODUCTION

Subgroup analysis was conducted using the following demographic questions:

- Gender
- Age
- More populous towns
- Length of time lived in the LGA
- Ratepayer status

Sub-group commentary is shown in italics throughout the report, to differentiate it from other findings.

The Effect of Rounding

Note that where two or more responses have been combined the sum of the combination may be different (+/- 1%) to the sum of the individual items due to rounding.

Benchmarks

Where possible, comparisons have been made with previous survey results (2018-2023) to track progress in all aspects measured in the Community Satisfaction Survey 2024.

Where possible, results for the 2024 survey have been benchmarked and compared with regional NSW councils in the Taverner database. This analysis highlights areas where Bathurst Regional Council is outperforming, underperforming, or performing in-line with comparable councils.

2.4. SAMPLE PROFILE

To obtain a clear view of the sample's profile and to conduct comparison tests, demographic characteristics were sought. The following tables detail the unweighted profile of samples (the 2021 report showed these details as weighted, so are restated here).

Table 1 Sample Profile – Gender

	2018	2021	2023	2024
Male	46%	46%	44%	41%
Female	54%	54%	56%	59%

Table 2 Sample Profile – Age

	2018	2021	2023	2024
18-49	27%	31%	43%	31%
50-64	23%	29%	23%	27%
65+	50%	40%	34%	42%

2. INTRODUCTION

Table 3 Sample Profile – Ratepayer Status

	2018	2021	2023	2024
Own/mortgage	77%	77%	78%	85%
Renter	21%	20%	22%	15%
Other	2%	3%	-	-

Table 4 Sample Profile – Length of Time Lived in LGA

	2023	2024
Less than 2 years	<1%	1%
2-5 years	5%	3%
6-10 years	11%	9%
11-20 years	16%	19%
More than 20 years	68%	69%

Table 5 Sample Profile – Main Suburbs/Villages

	2021	2023	2024
Bathurst	30%	31%	31%
Kelso	24%	19%	19%
Eglinton	8%	7%	8%
Windradyne	7%	8%	8%
Llanarth	4%	3%	7%
Abercrombie	4%	3%	3%
Raglan	3%	4%	3%
Yetholme	2%	1%	2%
Other	18%	23%	19%

3. LIVING IN BATHURST AREA

Respondents were first asked to rate their overall quality of life, on a 6-point scale. Around three in five (58%) described their overall quality of life as very good or excellent, against 70% in 2023. However, the proportion describing their quality of life as very poor or poor remained unchanged at just 3%.

When expressed as a mean, with Excellent=6 and Very poor=1, the mean overall health has declined from 5.08 out of 6 in both 2018 and 2021 to 4.91 in 2023 and 4.63 in 2024 (a significant decrease). While the cause of answer was not sought, cost of living and/or affordable housing pressures have impacted quality of life scores significantly in other regions. So, it is reasonable to assume that this is at least part of the reason for decline here as well.

Figure 1 Overall Quality of Life

Q2. How would you rate the overall quality of life you have living in the Bathurst LGA?
Base: All respondents 2018 (n=402), 2021 (n=416), 2023 (n=401), 2024 (n=400)

2018 Mean = 5.08
2021 Mean = 5.08
2023 Mean = 4.91
2024 Mean = 4.63
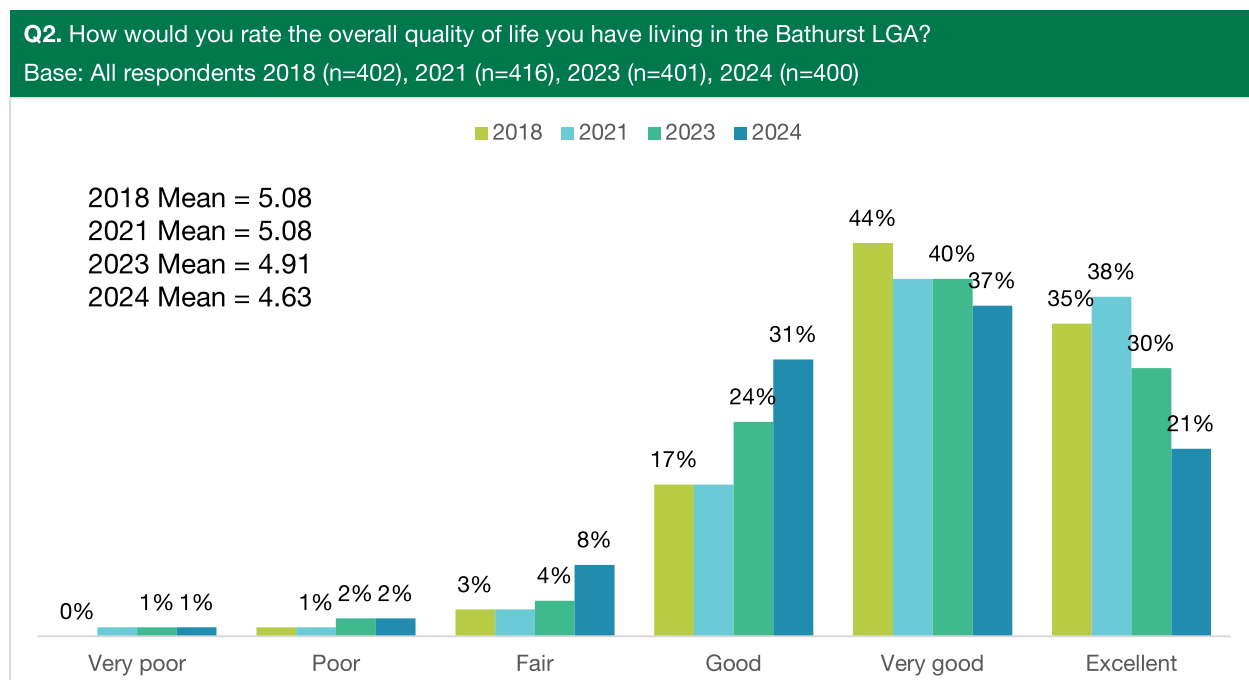
Residents surveyed in 2024 aged 65+ had significantly higher mean (higher quality of life) than those younger. Ratepayers (those who own or are paying off their residence) had higher quality of life than non-ratepayers (renters).

Near the end of the questionnaire, some respondents were asked a random pick of four open ended questions. As shown in **Figure 2** (next page), what loved about the Bathurst region was perhaps a fusion of rural lifestyle with proximity to Sydney/facilities. As shown in **Figure 3** (next page), the challenges of the Bathurst region seem to be perceived as managing population growth, to ensure services and facilities are not overwhelmed. If **Figure 4** (two pages down) is to be considered a wish-list, perhaps hospital services are high on this. When asked what needs to change in the region, **Figure 5** prominently shows 'roads' and 'council' as two items, but also 'nothing'.

All verbatim comments have been provided to Council in a separate spreadsheet.

3. LIVING IN BATHURST AREA

Figure 2 Love about Bathurst and our Villages - Word cloud

Figure 3 Challenges for the Bathurst area - Word cloud

3. LIVING IN BATHURST AREA

Figure 4 Like to See in Bathurst in 10 years - Word cloud

Figure 5 What Needs to Change in the Bathurst Region - Word cloud

4. IMPORTANCE OF SERVICES AND FACILITIES

Respondents were next asked to rate the importance of a wide range of Council-managed facilities and services. Roads and related infrastructure dominated the largest high-importance ratings (see **Figure 6** below).

Figure 6 Council Services and Facilities Importance 1

Q3a-f. Please rate your opinion of the importance of the service/facility to you, on a sliding scale where 1 means 'low importance' and 5 means 'high importance'.
Base: All respondents 2024 (n=400)

Service/Facility	Bottom 2	Neutral	Top 2
Long-term planning for the region	4%	11%	86%
Maintaining local urban roads	4%	11%	85%
Maintaining local bridges	6%	10%	84%
Maintaining local rural roads	5%	11%	84%
Financial management	5%	11%	84%
Water supply and service	11%	6%	83%
Overall condition of the local sealed road network	8%	9%	83%
Supporting local jobs and businesses	6%	12%	82%
Sewerage services	10%	10%	81%
Council decision-making reflecting community opinion	9%	11%	80%
Carparking	10%	11%	79%
Provision of Council information to the community	9%	13%	78%
Recycling/waste management/landfills	6%	16%	77%
Parks and playgrounds	9%	14%	77%
Planning and development	8%	15%	77%
Maintaining footpaths	6%	20%	74%
Economic development	10%	17%	73%
Public amenities, such as toilets and parents' rooms	10%	17%	72%
Stormwater drainage	10%	19%	71%

■ Bottom 2 ■ Neutral ■ Top 2

4. IMPORTANCE OF SERVICES AND FACILITIES

Museums and the art gallery recorded the lowest proportions of high-importance ratings in 2024 (see the bottom of **Figure 7** below).

Figure 7 Council Services and Facilities Importance 2

Q3a-f. Please rate your opinion of the importance of the service/facility to you, on a sliding scale where 1 means 'low importance' and 5 means 'high importance'.

Base: All respondents 2024 (n=400)

Service/Facility	Bottom 2	Neutral	Top 2
Bathurst Regional Library	11%	19%	70%
Bathurst Memorial Entertainment Centre	9%	24%	67%
Opportunity to participate in Council decision-making	15%	22%	64%
Ovals and sportsgrounds	17%	21%	63%
Heritage sites protected and maintained	17%	20%	62%
Bathurst Visitor Information Centre	17%	21%	62%
Aquatic Centre	22%	18%	60%
Provision of bike paths and footpaths	17%	24%	59%
Mount Panorama facilities	18%	23%	59%
Youth activities	21%	21%	58%
Festival and events program	19%	25%	56%
Australian Fossil & Mineral Museum	17%	28%	54%
Community buildings/halls	19%	30%	51%
Council's response to Climate Change	30%	24%	47%
Bathurst Rail Museum	25%	30%	45%
Bathurst Regional Art Gallery	27%	29%	44%
Chifley Home & Education Centre	25%	33%	42%
National Motor Racing Museum	33%	25%	42%

Legend: ■ Bottom 2 ■ Neutral ■ Top 2

4. IMPORTANCE OF SERVICES AND FACILITIES

The only increase in importance means between 2023 and 2024 was for Bathurst Regional Library (see **Table 8** below). The largest decreases in importance were for the National Motor Racing Museum and the Bathurst Rail Museum (see **Table 9** next page).

Table 6 Council Services and Facilities Importance over Time – Means 1

	2018	2023	2024	Change 2023 to 2024
Long-term planning for the region	4.65	4.66	4.35	-7%
Maintaining local urban roads	4.67	4.63	4.41	-5%
Maintaining local bridges	4.46	4.61	4.34	-6%
Maintaining local rural roads	4.73	4.77	4.38	-8%
Financial management	4.34	4.36	4.45	+2%
Water supply and service	4.67	4.65	4.31	-7%
Overall condition of the local sealed road network	4.47	4.56	4.25	-7%
Supporting local jobs and businesses	4.77	4.71	4.32	-8%
Sewerage services	4.44	4.54	4.24	-7%
Council decision-making reflecting community opinion	4.41	4.38	4.23	-3%
Carparking	-	-	4.11	-
Provision of Council information to the community	4.43	4.46	4.19	-6%
Recycling/waste management/landfills	4.47	4.54	4.13	-9%
Parks and playgrounds	4.46	4.38	4.12	-6%
Planning and development	4.47	4.52	4.09	-10%
Maintaining footpaths	4.45	4.39	4.14	-6%
Economic development	4.36	4.32	3.97	-8%
Public amenities, such as toilets and parents' rooms	4.43	4.40	4.02	-9%
Stormwater drainage	4.33	4.46	3.98	-11%
Bathurst Regional Library	3.76	3.69	3.97	+7%
Bathurst Memorial Entertainment Centre	4.34	4.28	3.91	-9%
Opportunity to participate in Council decision-making	4.12	3.95	3.77	-5%
Ovals and sportsgrounds	4.02	4.06	3.76	-7%
Heritage sites protected and maintained	4.06	3.90	3.7	-5%
Bathurst Visitor Information Centre	4.38	4.27	3.67	-14%
Aquatic Centre	3.98	4.00	3.63	-9%
Provision of bike paths and footpaths	3.98	3.90	3.64	-7%

4. IMPORTANCE OF SERVICES AND FACILITIES

Table 7 Council Services and Facilities Importance over Time – Means 2

	2018	2023	2024	Change 2023 to 2024
Mount Panorama facilities	4.38	4.27	3.67	-14%
Youth activities	3.68	3.65	3.55	-3%
Festival and events program	4.13	4.18	3.56	-15%
Australian Fossil & Mineral Museum	4.12	4.02	3.54	-12%
Community buildings/halls	3.89	3.79	3.46	-9%
Council's response to Climate Change	3.83	3.79	3.26	-14%
Bathurst Rail Museum	-	3.89	3.25	-16%
Bathurst Regional Art Gallery	3.76	3.69	3.31	-10%
Chifley Home & Education Centre	3.72	3.50	3.26	-7%
National Motor Racing Museum	3.90	3.83	3.13	-18%

Residents surveyed in 2024 living in Kelso attributed lower importance to heritage sites being protected and maintained. Those aged 50-64 years attributed lower importance to Council's response to Climate Change. Those under 50 years attributed lower importance to the Bathurst Visitor Information Centre, and National Motor Racing Museum. Those living in areas outside Bathurst and Kelso attributed lower importance to water supply and service, and sewerage services.

Those who had lived in the LGA 20+ years reported higher importance for supporting local jobs and businesses, the Bathurst Memorial Entertainment Centre, and community buildings/halls. Those in Bathurst reported higher importance for stormwater drainage, the Australian Fossil & Mineral Museum, Council's response to Climate Change, and the Chifley Home & Education Centre.

Non-ratepayers reported higher importance for water supply and service, supporting local jobs and businesses, sewerage services, carparking, and the Australian Fossil & Mineral Museum. Those aged 65+ considered the Bathurst Regional Library, heritage sites being protected and maintained, the Australian Fossil & Mineral Museum, community buildings/halls, the Bathurst Rail Museum, the Bathurst Regional Art Gallery, and the Chifley Home & Education Centre to be of higher importance.

Female residents surveyed in 2024 had higher importance ratings than males for:

- *Maintaining local bridges*
- *Maintaining local rural roads*
- *Supporting local jobs and businesses*
- *Council decision-making reflecting community opinion*
- *Carparking*

4. IMPORTANCE OF SERVICES AND FACILITIES

- *Provision of Council information to the community*
- *Recycling/waste management/landfills*
- *Maintaining footpaths*
- *Economic development*
- *Public amenities, such as toilets and parents' rooms*
- *Stormwater drainage*
- *Bathurst Regional Library*
- *Bathurst Memorial Entertainment Centre*

- *Opportunity to participate in Council decision-making*
- *Bathurst Visitor Information Centre*
- *Provision of bike paths and footpaths*
- *Festival and events program*
- *Australian Fossil & Mineral Museum*
- *Community buildings/halls*
- *Council's response to Climate Change*
- *Bathurst Rail Museum*
- *Bathurst Regional Art Gallery*
- *Chifley Home & Education Centre*

Figure 8 below has less than the total base, as partway through the fieldwork each respondent was randomly assigned to be asked either Q8 or Q9-10, to reduce the length of interview.

Slightly more than a quarter of those asked (26% answering 4-5 out of five) were supportive of paying more for services such as mowing or libraries, and a third were supportive of this for infrastructure. All three statements had mean scores closer to "1 Not at all supportive" than to "5 Very supportive" (services 2.57, facilities 2.55, infrastructure 2.77).

Figure 8 Items Willing to Pay More for

Q10. Thinking of the level of services, facilities and infrastructure in your local area, how supportive would you be to pay more via rates and charges to support improved:
Base: Random selection of respondents 2024 (n=276)

	1 Not at all supportive	2	3	4	5 Very supportive	Mean
Services such as mowing, or library services	30%	19%	24%	17%	9%	2.57
Facilities such as playgrounds and sporting fields	27%	26%	20%	20%	7%	2.55
Infrastructure such as roads and bridges	24%	18%	25%	23%	10%	2.77
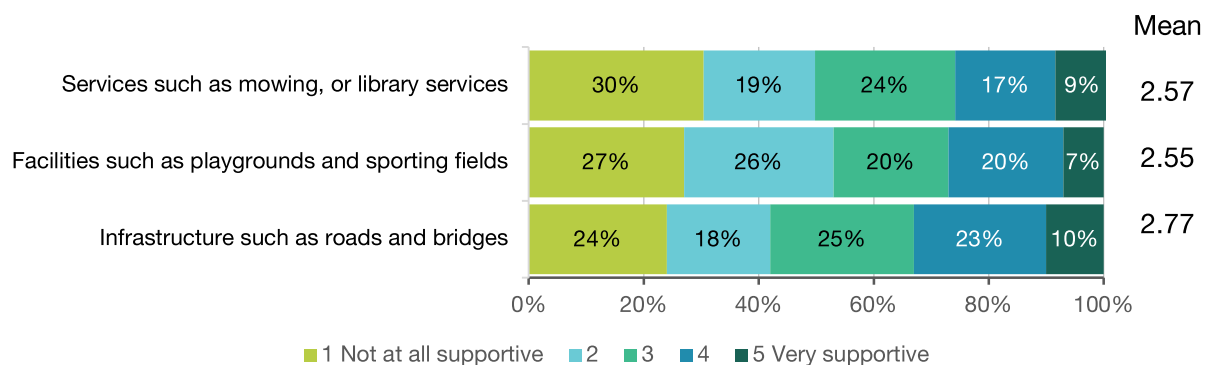
Residents surveyed in 2024 living in Bathurst were more supportive of paying more for services, than those living in Kelso or elsewhere. Non-ratepayers were more supportive than ratepayers for all three of these.

5. SATISFACTION WITH SERVICES AND FACILITIES

For those facilities and services rated as 3 or above in importance, residents were next asked to rate their satisfaction (again on a 1-5 scale) with these same facilities and services. As shown in **Figure 9** below, the many museums in the Bathurst Regional Council LGA attracted the greatest satisfaction (except for the Chifley Home & Education Centre).

Figure 9 Council Services and Facilities Satisfaction 1

Q3g-l. Please rate your level of satisfaction with Council's performance/delivery of that service, again using a sliding scale where 1 means 'low satisfaction' and 5 means 'high satisfaction'.

Base: Rated a statement 4-5 out of five for Importance 2024 (n=181-345)

Service/Facility	N/A	Bottom 2	Neutral	Top 2
Bathurst Visitor Information Centre	2%	3%	9%	87%
Bathurst Regional Art Gallery	4%	2%	10%	84%
Australian Fossil & Mineral Museum	3%	4%	10%	84%
National Motor Racing Museum		7%	11%	82%
Bathurst Regional Library	2%	1%	15%	82%
Bathurst Rail Museum	8%	1%	10%	81%
Bathurst Memorial Entertainment Centre	1%	3%	15%	80%
Aquatic Centre	2%	3%	19%	76%
Sewerage services	4%	4%	20%	72%
Ovals and sportsgrounds	2%	8%	21%	69%
Festival and events program	1%	7%	24%	67%
Mount Panorama facilities	4%	9%	21%	66%
Recycling/waste management/landfills	1%	12%	22%	65%
Parks and playgrounds	2%	8%	26%	63%
Chifley Home & Education Centre	14%	8%	15%	63%
Water supply and service	4%	14%	25%	57%
Community buildings/halls	2%	11%	32%	55%
Heritage sites protected and maintained	6%	12%	27%	55%
Maintaining local bridges	3%	14%	28%	55%

Legend: ■ N/A ■ Bottom 2 ■ Neutral ■ Top 2

5. SATISFACTION WITH SERVICES AND FACILITIES

As shown in **Figure 10**, measures that focussed on Council central administration had the highest levels of dissatisfaction in 2024.

Figure 10 Council Services and Facilities Satisfaction 2

Q3g-l. Please rate your level of satisfaction with Council's performance/delivery of that service, again using a sliding scale where 1 means 'low satisfaction' and 5 means 'high satisfaction'.

Base: Rated a statement 4-5 out of five for Importance 2024 (n=181-345)

Measure	N/A	Bottom 2	Neutral	Top 2
Stormwater drainage	6%	13%	27%	54%
Provision of bike paths and footpaths	5%	20%	33%	42%
Public amenities, such as toilets and parents' rooms	1%	19%	40%	40%
Maintaining footpaths	2%	25%	35%	39%
Overall condition of the local sealed road network		36%	30%	33%
Supporting local jobs and businesses	7%	27%	33%	33%
Youth activities	7%	31%	30%	33%
Maintaining local urban roads		39%	30%	31%
Carparking	1%	35%	33%	31%
Council's response to Climate Change	10%	34%	28%	28%
Provision of Council information to the community	1%	43%	30%	26%
Economic development	6%	31%	39%	24%
Maintaining local rural roads	3%	46%	29%	22%
Opportunity to participate in Council decision-making	3%	48%	29%	20%
Planning and development	5%	43%	33%	19%
Long-term planning for the region	5%	45%	31%	18%
Financial management	6%	62%	18%	14%
Council decision-making reflecting community opinion	2%	57%	29%	12%

5. SATISFACTION WITH SERVICES AND FACILITIES

The largest increases in satisfaction mean scores between 2023 and 2024 were for stormwater drainage, provision of bike paths and footpaths, and maintaining local rural roads, and the largest decrease was for financial management (see **Table 8** below and **Table 9** next page).

Table 8 Council Services and Facilities Satisfaction over Time – Means 1

	2018	2021	2023	2024	Change 2023 to 2024
Bathurst Visitor Information Centre	4.14	4.09	4.11	4.22	+3%
Bathurst Regional Art Gallery	4.14	3.98	4.24	4.30	+1%
Australian Fossil & Mineral Museum	4.26	4.17	4.22	4.26	+1%
National Motor Racing Museum	4.30	4.13	4.35	4.24	-3%
Bathurst Regional Library	4.27	4.08	4.27	4.30	+1%
Bathurst Rail Museum	-	4.27	4.22	4.28	+1%
Bathurst Memorial Entertainment Centre	4.15	3.99	4.07	4.11	+1%
Aquatic Centre	4.04	4.04	3.84	4.04	+5%
Sewerage services	4.10	3.95	4.20	4.02	-4%
Ovals and sportsgrounds	3.96	4.17	3.85	3.87	+1%
Festival and events program	3.98	-	3.80	3.81	0%
Mount Panorama facilities	4.00	3.90	3.94	3.88	-2%
Recycling/waste management/landfills	3.74	3.71	3.71	3.71	0%
Parks and playgrounds	3.87	4.04	3.76	3.80	+1%
Chifley Home & Education Centre		3.83	4.05	3.96	-2%
Water supply and service	3.61	3.55	3.56	3.66	+3%
Community buildings/halls	3.72	3.49	3.64	3.64	0%
Heritage sites protected and maintained	3.83	3.57	3.63	3.58	-1%
Maintaining local bridges	3.80	3.63	3.42	3.51	+3%
Stormwater drainage	3.60	3.39	3.32	3.62	+9%
Provision of bike paths and footpaths	3.23	3.14	2.99	3.27	+9%
Public amenities, such as toilets and parents' rooms	3.18	3.04	3.16	3.25	+3%
Maintaining footpaths	3.03	3.11	3.14	3.13	0%
Overall condition of the local sealed road network	3.15	-	2.80	2.89	+3%
Supporting local jobs and businesses	3.39	3.08	3.34	3.06	-8%
Youth activities	3.43	3.13	3.22	3.00	-7%
Maintaining local urban roads	3.09	2.90	2.81	2.84	+1%
Carparking	-	-	-	2.91	-

5. SATISFACTION WITH SERVICES AND FACILITIES

Table 9 Council Services and Facilities Satisfaction over Time – Means 2

	2018	2021	2023	2024	Change 2023 to 2024
Council's response to Climate Change	3.09	2.79	3.11	2.83	-9%
Provision of Council information to the community	3.19	2.91	3.01	2.69	-10%
Economic development	3.49	3.08	3.38	2.89	-14%
Maintaining local rural roads	2.75	2.44	2.34	2.56	+9%
Opportunity to participate in Council decision-making	2.93	2.50	2.83	2.52	-11%
Planning and development	3.30	2.87	3.01	2.64	-12%
Long-term planning for the region	3.15	2.81	2.94	2.59	-12%
Financial management	3.44	3.02	3.12	2.12	-32%
Council decision-making reflecting community opinion	2.87	2.48	2.78	2.33	-16%

Male residents surveyed in 2024 were more satisfied than females with youth activities, carparking, stormwater drainage, and sewerage services. Those in Bathurst were more satisfied than other areas of the LGA with maintaining local rural roads, recycling/waste management/landfills, Council decision-making reflecting community opinion, and financial management. Those in Kelso were more satisfied with the Bathurst Visitor Information Centre than residents in the remainder of the LGA. Those who had lived in the LGA less than 20 years were more satisfied with carparking.

Non-ratepayers were more satisfied than ratepayers with:

- *Ovals and sportsgrounds*
- *Community buildings/halls*
- *Public amenities, such as toilets and parents' rooms*
- *Maintaining local bridges*
- *Water supply and service*
- *Stormwater drainage*
- *Council's response to Climate Change*

- *Economic development*
- *Supporting local jobs and businesses*
- *Planning and development*
- *Council decision-making reflecting community opinion*
- *Provision of Council information to the community*
- *Long-term planning for the region*
- *Financial management*

5. SATISFACTION WITH SERVICES AND FACILITIES

Residents aged 65+ were more satisfied with all services and facilities measured, **except** *the below (which did not have any significant differences based on age):*

- *Public amenities, such as toilets and parents' rooms*

- *Maintaining footpaths*

- *Provision of bike paths and footpaths*

- *Maintaining local bridges*

- *Carparking*

- *Water supply and service*

- *Stormwater drainage*

- *Council's response to Climate Change*

- *Opportunity to participate in Council decision-making*

- *Bathurst Regional Art Gallery*

- *Chifley Home & Education Centre*

- *Bathurst Memorial Entertainment Centre*

- *Australian Fossil & Mineral Museum*

- *National Motor Racing Museum*

- *Bathurst Visitor Information Centre*
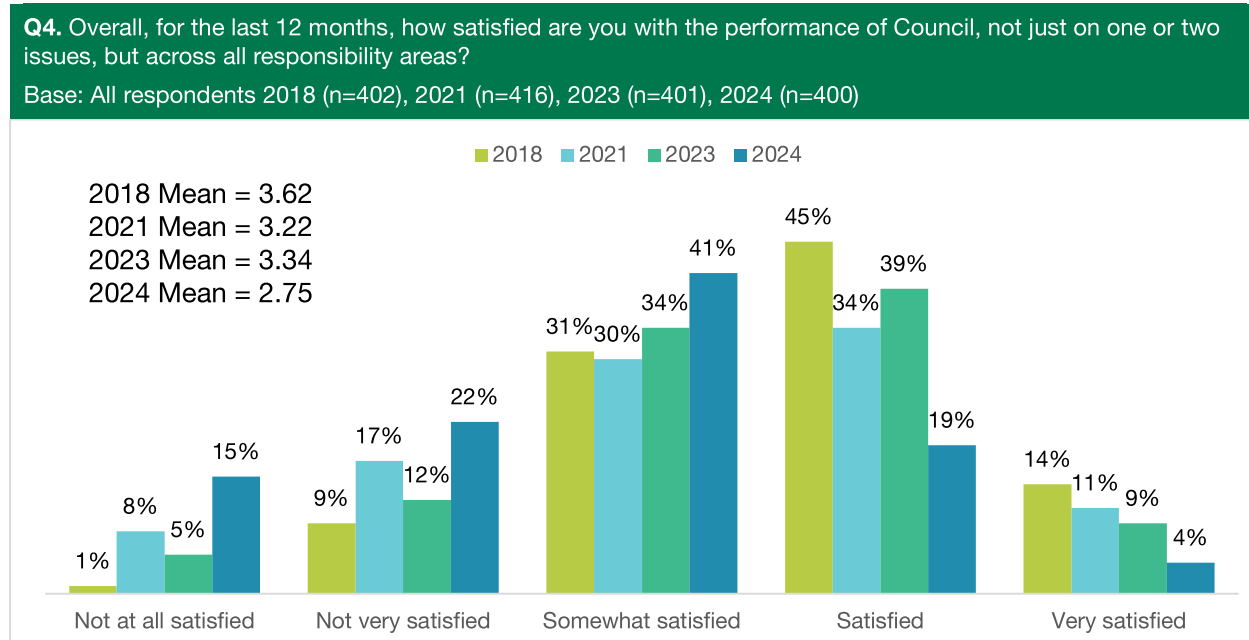
- *Bathurst Rail Museum*

6. OVERALL SATISFACTION WITH COUNCIL

Respondents were next asked how satisfied they were with Council, "not just on one or two issues, but across all responsibility areas".

As shown in **Figure 11** below, there were significant decreases in both of the two 'satisfied' options between 2023 and 2024, and significant increases in the two 'dissatisfied' options over this period.

Figure 11 Overall Satisfaction with Council

Q4. Overall, for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues, but across all responsibility areas?
Base: All respondents 2018 (n=402), 2021 (n=416), 2023 (n=401), 2024 (n=400)

2018 Mean = 3.62
2021 Mean = 3.22
2023 Mean = 3.34
2024 Mean = 2.75

The 2024 mean for overall satisfaction (2.75) was significantly lower than the result for 2023 (3.34), and the NSW regional councils average (3.17) (see **Figure 12** below).

Figure 12 Overall Satisfaction – Benchmarks
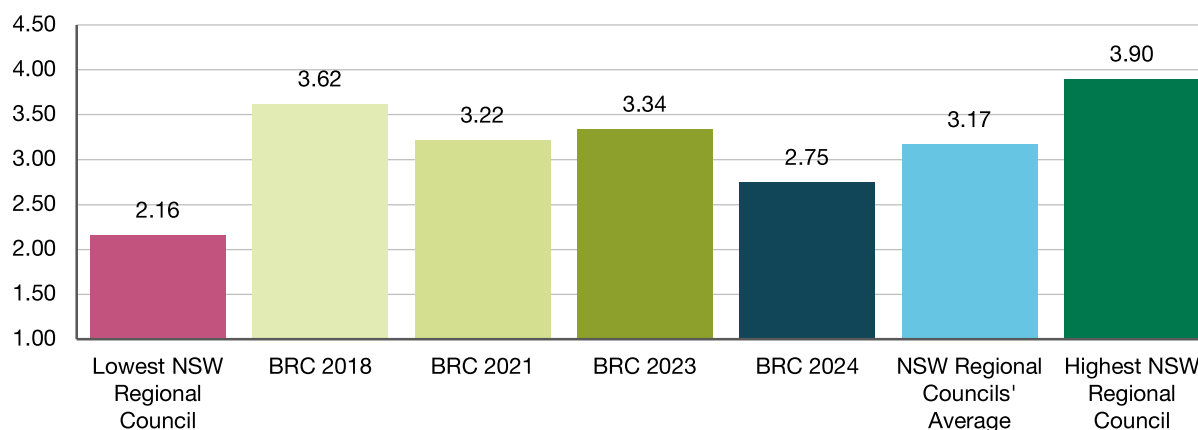
The only significant difference between subgroups in 2024 was for age- residents surveyed aged 65 and over had a higher mean score (were more satisfied) overall.

6. OVERALL SATISFACTION WITH COUNCIL

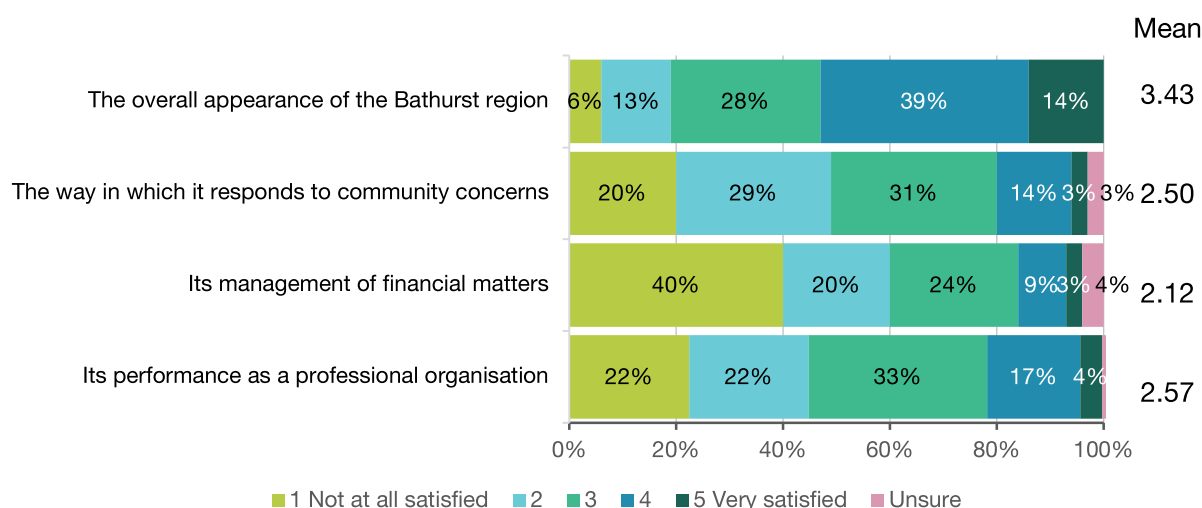Residents were next asked to rank their satisfaction with four specific aspects of Council performance: overall appearance of the region, the way it responds to community concerns, financial management and performance as a professional organisation.

Figure 13 Satisfaction with Organisational Skills

Q5. What score would you give Council out of 5 for each of the following? The scale again is 1-5, where 1 is 'not at all satisfied' and 5 is 'very satisfied'.
Base: All respondents 2024 (n=400)

	Mean
The overall appearance of the Bathurst region	3.43
The way in which it responds to community concerns	2.50
Its management of financial matters	2.12
Its performance as a professional organisation	2.57

Legend: ■ 1 Not at all satisfied ■ 2 ■ 3 ■ 4 ■ 5 Very satisfied ■ Unsure

As shown in **Table 10**, below, all mean scores declined in the latest survey. And the mean satisfaction score for Council's management of financial matters declined by a third between 2023 and 2024.

Table 10 Satisfaction with Organisational Skills over Time – Means

	2018	2021	2023	2024	Change 2023 to 2024
Its performance as a professional organisation	3.62	3.20	3.40	2.57	-24%
Its management of financial matters	3.53	3.12	3.18	2.12	-33%
The way in which it responds to community concerns	3.19	2.86	2.99	2.50	-17%
The overall appearance of the Bathurst region	4.05	3.90	3.77	3.43	-9%

Residents surveyed in 2024 who were aged 65+ were more satisfied than other age groups for each of the four organisational skills statements. Non-ratepayers were more satisfied than ratepayers with three of the statements (except "The overall appearance of the Bathurst region").

7. PRIORITISATION OF SERVICES AND FACILITIES

7.1. QUADRANT ANALYSIS

This section of the report aims to identify the key drivers of resident satisfaction via a deeper analysis of the relationship between overall satisfaction with Bathurst Regional Council and satisfaction with services and facilities (as reported in the previous section).

Quadrant analysis simultaneously analyses the importance of a service in terms of driving overall satisfaction and the performance of services in terms of resident satisfaction. To do this, mean satisfaction scores are plotted against importance scores for each Council service.

To form quadrants, the average importance score and average satisfaction score across all services and facilities were calculated. Services and facilities with a mean satisfaction score less than the overall average were classified as 'lower' performing while those with a mean score above the average were classified as 'higher' performing. Similarly, services and facilities have 'higher' or 'lower' importance depending on their position above or below the overall average.

These scores do not suggest the facility or service is not important in the personal lives of residents. It strictly relates to *relative* importance in creating overall satisfaction with Council.

Figure 14, (over-page) is Council's performance/importance quadrant.

1. The upper right quadrant (high importance and high satisfaction) represents current service strengths or '**Strengths to maintain**'.

2. The upper left quadrant (high importance but low satisfaction) denotes services where satisfaction should be improved or '**Priorities for Council**'.

3. The lower left quadrant (relatively lower importance and relatively lower satisfaction) represents lower priority service dimensions or '**Second order issues**'.

4. The lower right quadrant (relatively lower importance and high satisfaction) represents Council's '**Opportunities**'. These are higher performing services that are not yet having a strong impact on creating overall satisfaction with Council.

The numbers shown in **Table 11** (over-page) match the services and facilities shown in **Figure 14**. (Note that services and facilities listed in are not in order of importance/satisfaction, but rather listed in numeric order as per the numbering shown in **Figure 14** for ease of reference.)

As shown in **Figure 14** (next page), in 2024 financial management stood out at the top left (the interaction of the highest importance and lowest satisfaction). Beyond it (with slightly lower importance, and somewhat better satisfaction) was an arc of long-term planning for the region, maintaining local rural roads, and Council decision-making reflecting community opinion.

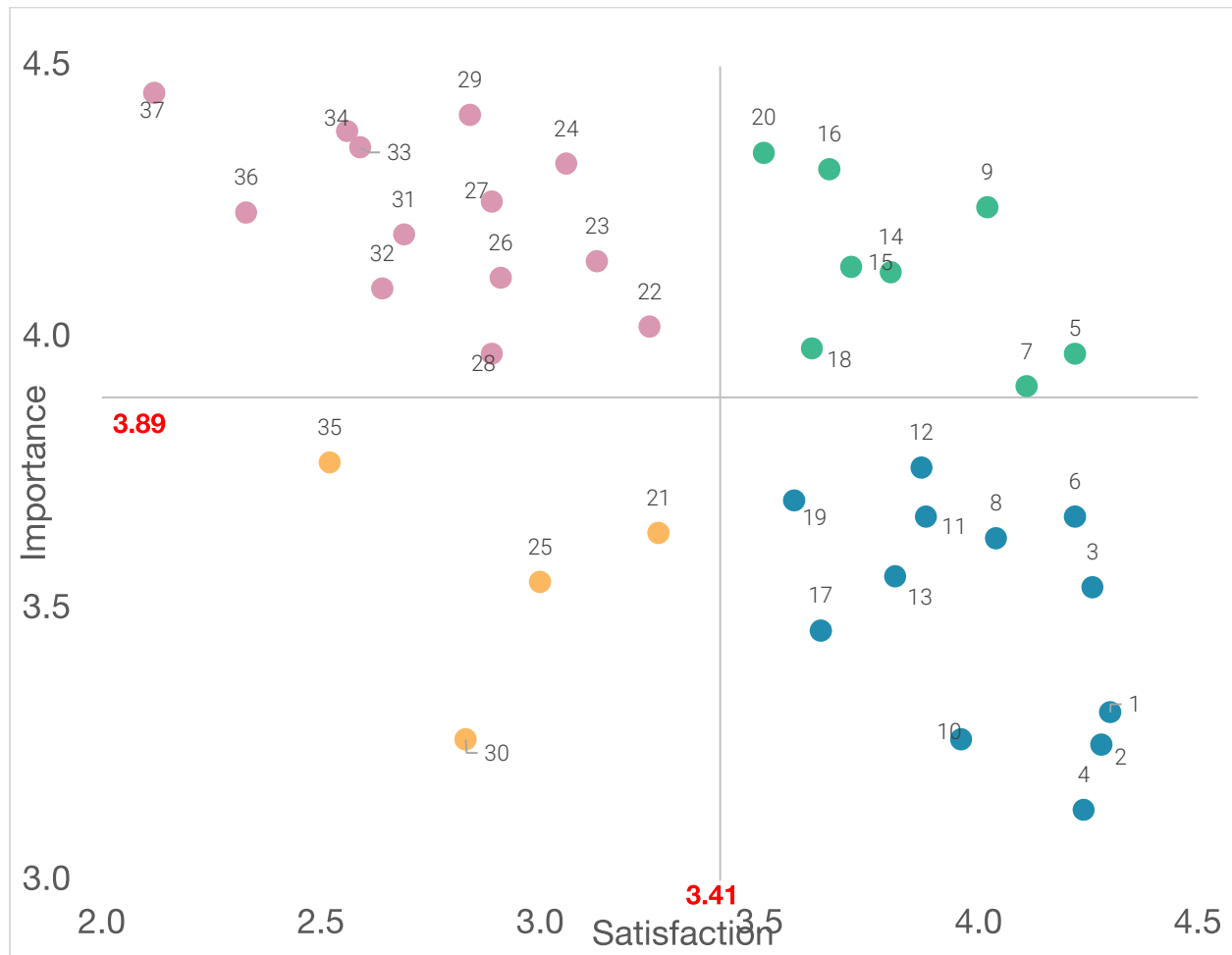# 7. PRIORITISATION OF SERVICES AND FACILITIES

Figure 14 Quadrant Matrix

Table 11 Summary of Quadrant Analysis

PRIORITIES FOR COUNCIL	STRENGTHS TO MAINTAIN
22 Public amenities, such as toilets and parents' rooms	5 Bathurst Regional Library
23 Maintaining footpaths	7 Bathurst Memorial Entertainment Centre
24 Supporting local jobs and businesses	9 Sewerage services
26 Carparking	14 Parks and playgrounds
27 Overall condition of the local sealed road network	15 Recycling/waste management/landfills
28 Economic development	16 Water supply and service
29 Maintaining local urban roads	18 Stormwater drainage
31 Provision of Council information to the community	20 Maintaining local bridges
32 Planning and development	
33 Long-term planning for the region	
34 Maintaining local rural roads	
36 Council decision-making reflecting community opinion	
37 Financial management	
SECOND ORDER ISSUES	**OPPORTUNITIES**
21 Provision of bike paths and footpaths	1 Bathurst Regional Art Gallery
25 Youth activities	2 Bathurst Rail Museum
30 Council's response to Climate Change	3 Australian Fossil & Mineral Museum
35 Opportunity to participate in Council decision-making	4 National Motor Racing Museum
	6 Bathurst Visitor Information Centre
	8 Aquatic Centre
	10 Chifley Home & Education Centre
	11 Mount Panorama facilities
	12 Ovals and sportsgrounds
	13 Festival and events program
	17 Community buildings/halls
	19 Heritage sites protected and maintained

7. PRIORITISATION OF SERVICES AND FACILITIES

7.2. DRIVERS OF SATISFACTION

Table 12 (below) shows derived importance for Council services and facilities – a correlation[2] between satisfaction with the individual measures, and overall satisfaction with Council. The higher the correlation, the more likely that this facility or service will influence a resident's overall satisfaction score (with a correlation above 0.60 considered useful). The top five of the 37 measures that respondents rated in 2024 are shown.

The top correlated measures were all surrounding Council administration (rather than around roads, as is often seen).

Table 12 Top Drivers of Satisfaction

Measure	Correlation coefficient
Council decision-making reflecting community opinion	0.667
Provision of Council information to the community	0.643
Financial management	0.640
Planning and development	0.618
Long-term planning for the region	0.605

[2] Pearson's correlation https://wiki.q-researchsoftware.com/wiki/Pearson%27s_Product_Moment_Correlation

8. BENCHMARKS AGAINST OTHER COUNCILS

Taverner Research Group maintains a database of satisfaction scores for 30 regional NSW councils. Below shows how BRC's performance compares to its regional peers. In each case, the length of the bar shows the amount of variance from best to worst Council score, while the orange dot shows where BRC fits within that range of mean satisfaction scores.

As shown in **Figure 15** (below), **Figure 16** (next page) and **Figure 17** (two pages down), Bathurst Regional Council in 2024 was the best in class for its art gallery, and visitor information centre. BRC had the lowest scores recorded for three of the 27 facilities and services compared (Council's response to climate change, opportunities to participate in Council decision-making, and financial management).

Figure 15 Services and Facilities – Comparison to Regional NSW Benchmarks 1
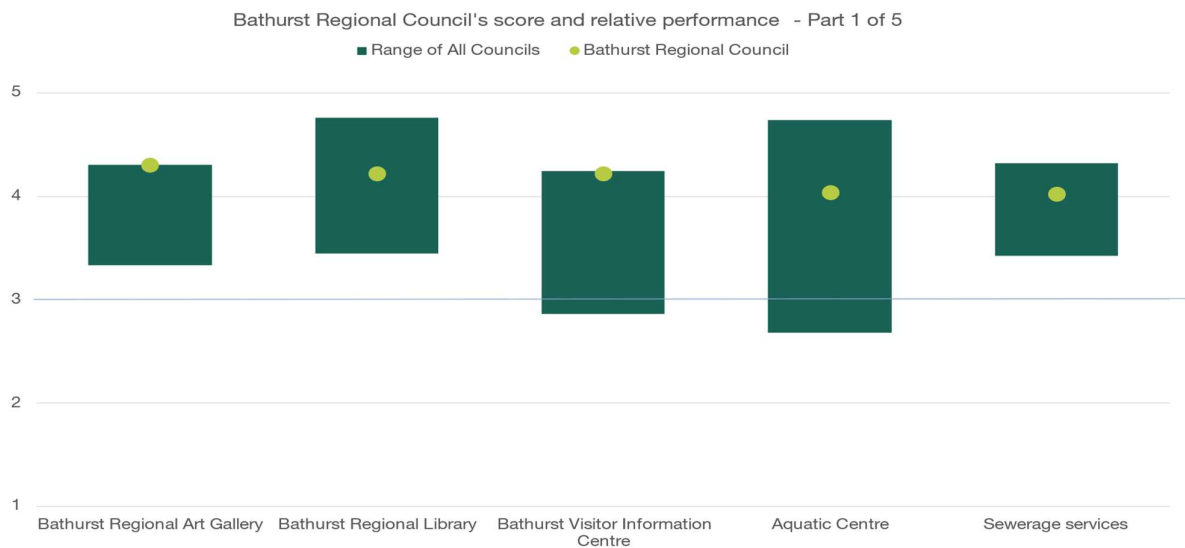
8. BENCHMARKS AGAINST OTHER COUNCILS

Figure 16 Services and Facilities – Comparison to Regional NSW Benchmarks 2

Bathurst Regional Council's score and relative performance - Part 2 of 5

- Range of All Councils   - Bathurst Regional Council

Bathurst Regional Council's score and relative performance - Part 3 of 5

- Range of All Councils   - Bathurst Regional Council
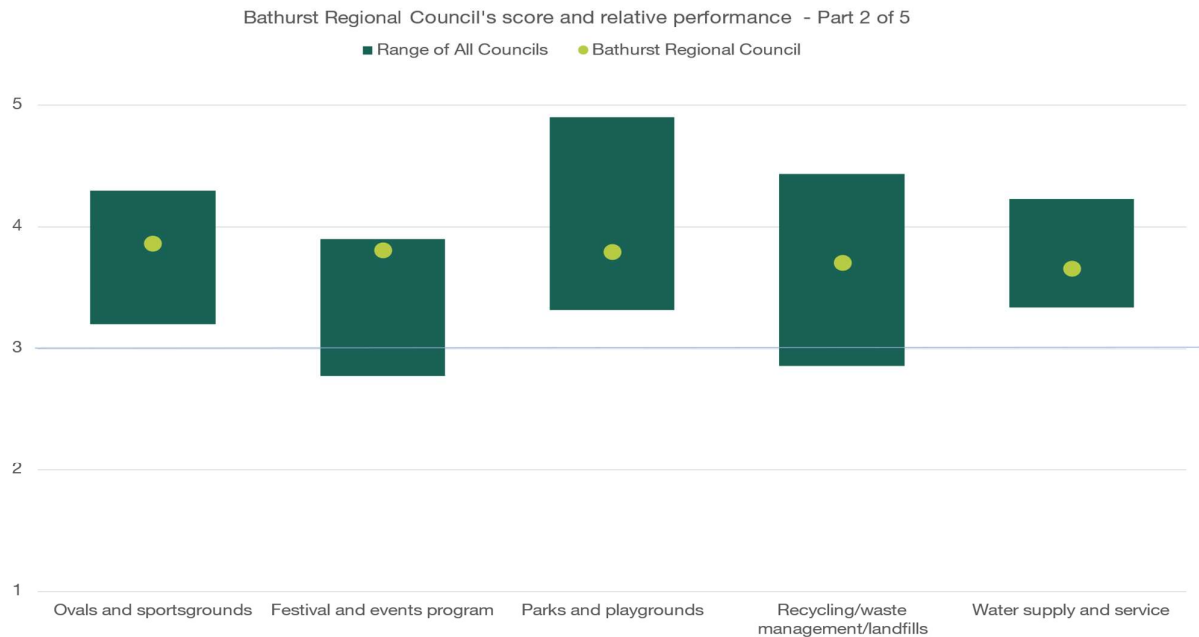
8. BENCHMARKS AGAINST OTHER COUNCILS

Figure 17 Services and Facilities – Comparison to Regional NSW Benchmarks 3

Bathurst Regional Council's score and relative performance – Part 4 of 5

■ Range of All Councils   ● Bathurst Regional Council

Bathurst Regional Council's score and relative performance – Part 5 of 5

■ Range of All Councils   ● Bathurst Regional Council
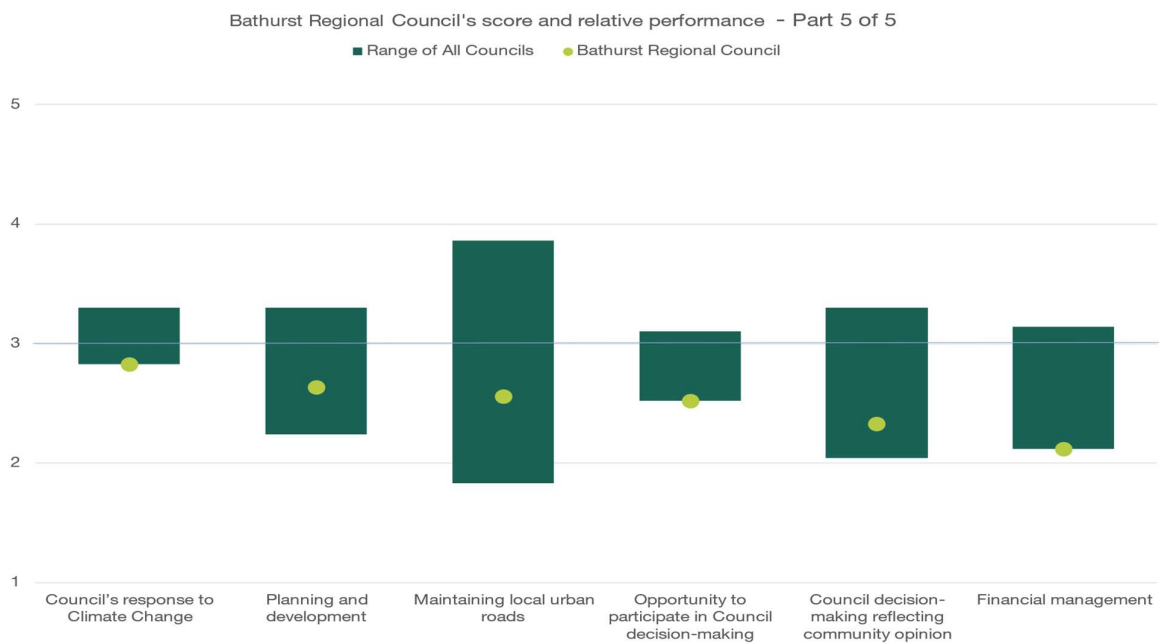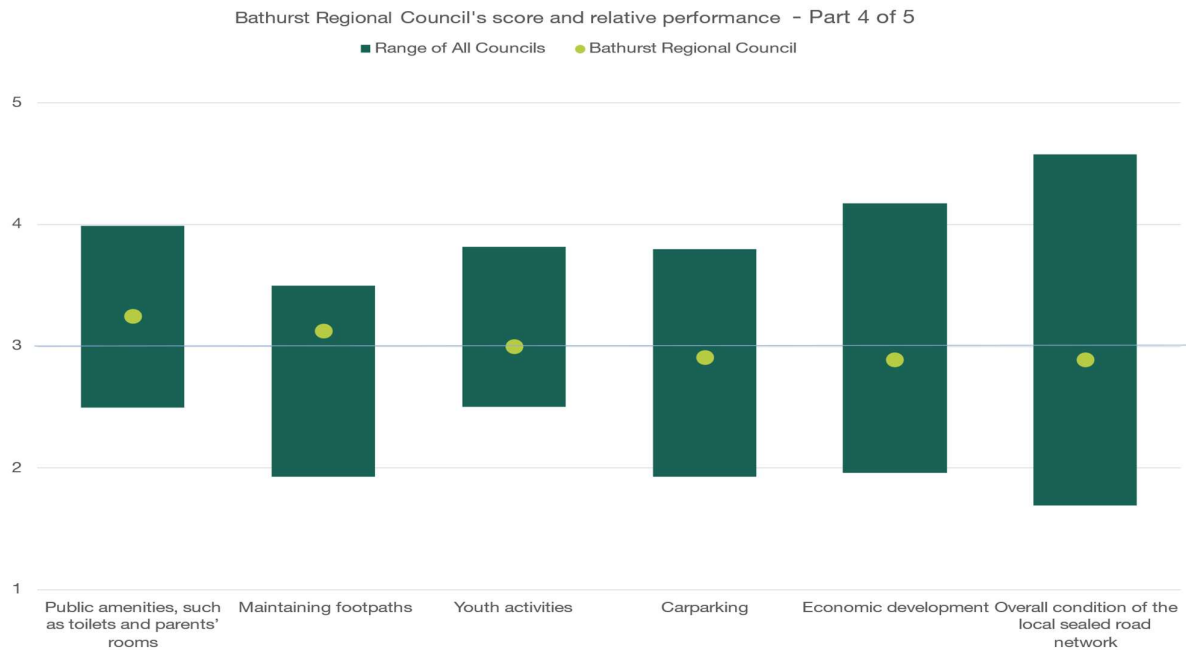
9. CUSTOMER SERVICE

Respondents were asked about recent contact with Council customer service. Sixty-eight percent (68%) of residents surveyed in 2024 had contacted Council in the past 12 months (see **Figure 18** below). This compares to an average of 49% recently for regional NSW.

Figure 18 Number of times Contact Council

Q6. How many times have you contacted the Council in the past 12 months?
Base: All respondents 2018 (n=402), 2021 (n=416), 2023 (n=401), 2024 (n=400)
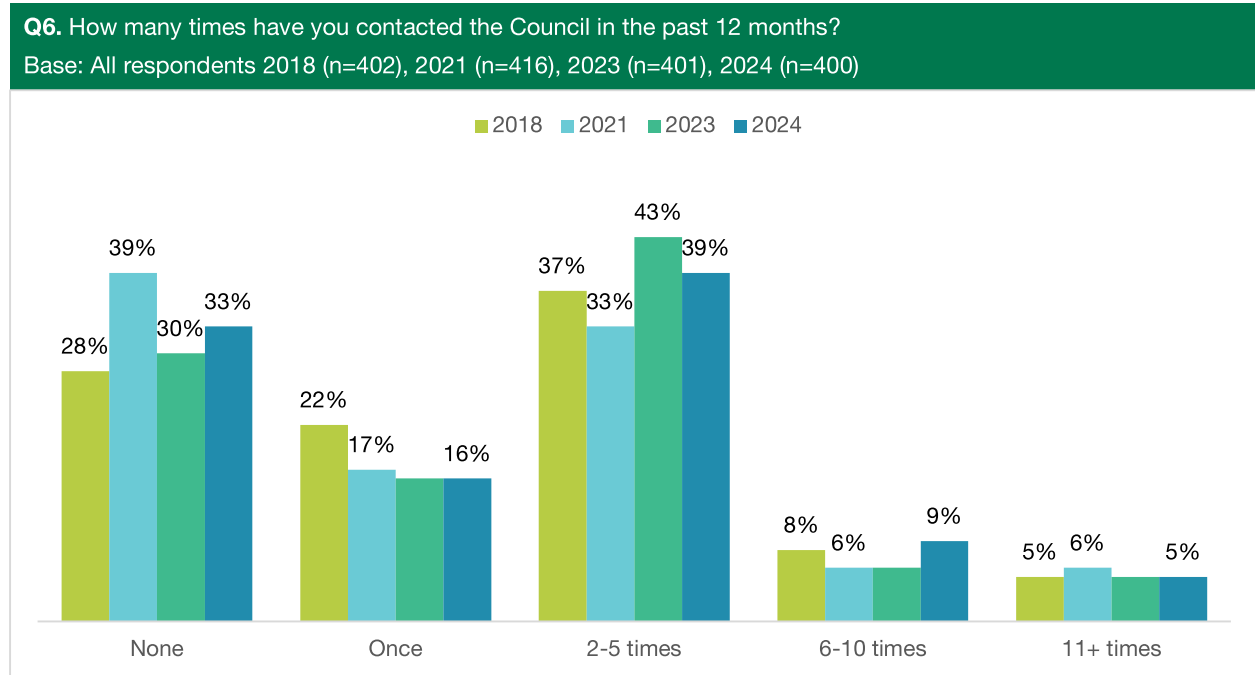
Residents surveyed in 2024 aged under 50 years, and non-ratepayers, were more likely to say None. Females were more likely to say Once. Ratepayers were more likely to say 6-10 times.

Figure 19 Satisfaction with Customer Service

Q7. Thinking about your most recent contact, please rate your satisfaction with customer service at Council on the following. The scale is 1-5, where 1 is 'not at all satisfied' and 5 is 'very satisfied'.
Base: Contacted Council in past 12 months 2024 (n=278)

	Mean
Courteous	4.05
Helpful	3.60
Knowledgeable	3.67
Responsive	3.43
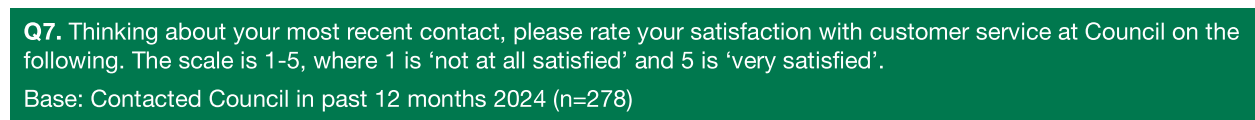
9. CUSTOMER SERVICE

As shown in **Table 13** below, all four customer service metrics remained very solid, with satisfaction means well above the 3.0 "neutral" rating. However, the "helpful" customer service metric had a significantly lower mean score in 2024 than in 2023.

Table 13 Satisfaction with Customer Service over Time – Means

	2018	2021	2023	2024	Change 2023 to 2024
Courteous	4.41	4.30	4.31	4.05	-6%
Helpful	4.23	3.94	4.04	3.60	-11%
Knowledge	4.13	3.75	3.82	3.67	-4%
Responsive	3.84	3.58	3.51	3.43	-2%

Residents surveyed in 2024 who had lived in the LGA 20+ years had higher satisfaction mean scores for courteous, and helpful. Those aged 65+ had higher satisfaction for responsive.
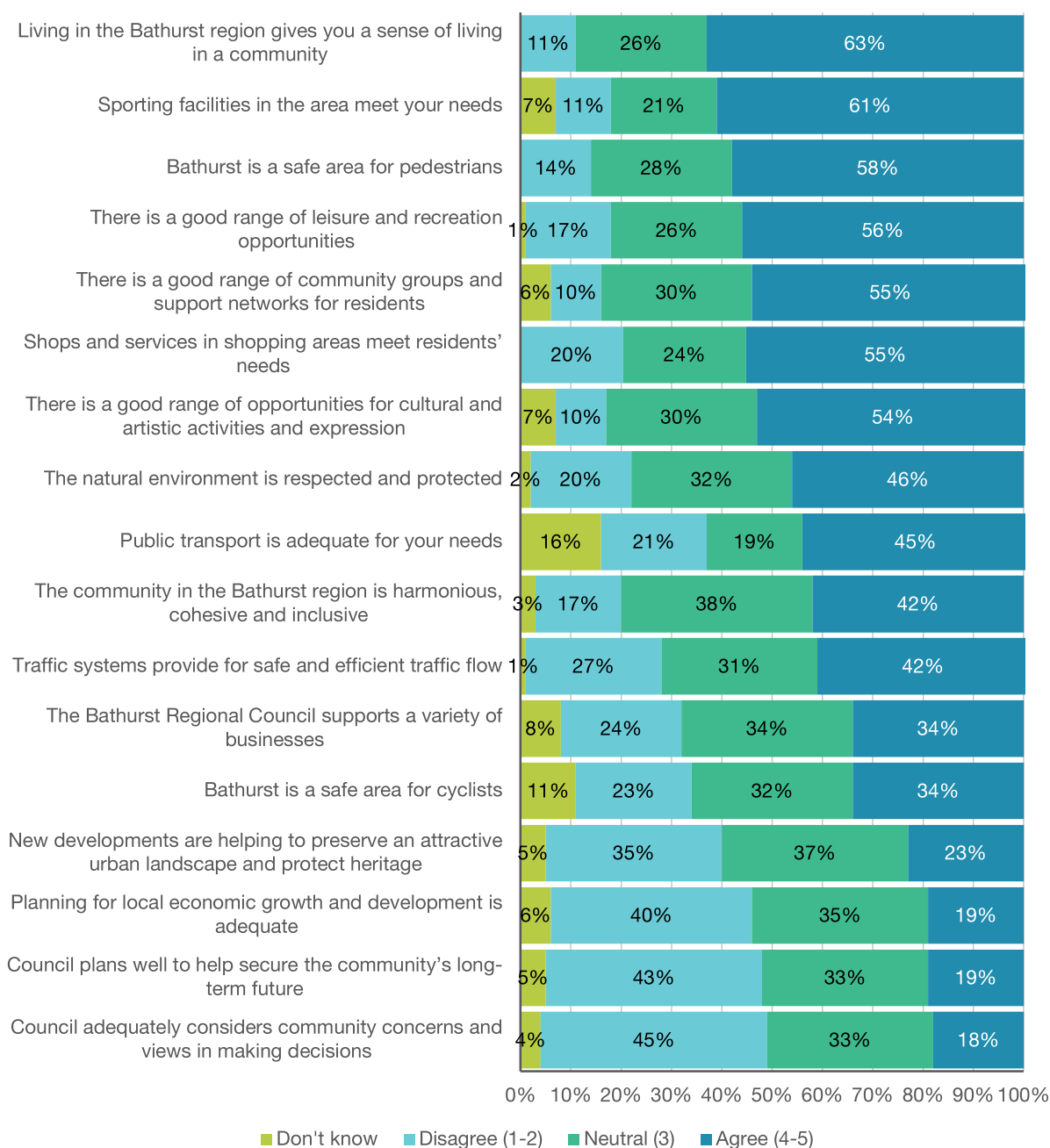
10. COMMUNITY ATTITUDES

Finally, respondents were asked to indicate their level of agreement (again on a 1-5 scale) with the series of statements relating to life in the Bathurst region. The graph below shows scores ranked in three bands: agree (scores of 4 or 5), neutral (score of 3) and disagree (scores of 1 or 2). The statements are arranged from highest to lowest levels of agreement.

Figure 20 Community Attitude Statements

Q8a-f. For each of these could you please indicate your level of agreement with each statement? The scale is 1-5, where 1 is 'strongly disagree' and 5 is 'strongly agree'.

Base: Random selection of respondents 2024 (n=292)

Statement	Don't know	Disagree (1-2)	Neutral (3)	Agree (4-5)
Living in the Bathurst region gives you a sense of living in a community		11%	26%	63%
Sporting facilities in the area meet your needs	7%	11%	21%	61%
Bathurst is a safe area for pedestrians		14%	28%	58%
There is a good range of leisure and recreation opportunities	1%	17%	26%	56%
There is a good range of community groups and support networks for residents	6%	10%	30%	55%
Shops and services in shopping areas meet residents' needs		20%	24%	55%
There is a good range of opportunities for cultural and artistic activities and expression	7%	10%	30%	54%
The natural environment is respected and protected	2%	20%	32%	46%
Public transport is adequate for your needs	16%	21%	19%	45%
The community in the Bathurst region is harmonious, cohesive and inclusive	3%	17%	38%	42%
Traffic systems provide for safe and efficient traffic flow	1%	27%	31%	42%
The Bathurst Regional Council supports a variety of businesses	8%	24%	34%	34%
Bathurst is a safe area for cyclists		11%	23%	32%	34%
New developments are helping to preserve an attractive urban landscape and protect heritage	5%	35%	37%	23%
Planning for local economic growth and development is adequate	6%	40%	35%	19%
Council plans well to help secure the community's long-term future	5%	43%	33%	19%
Council adequately considers community concerns and views in making decisions	4%	45%	33%	18%

Legend: ■ Don't know ■ Disagree (1-2) ■ Neutral (3) ■ Agree (4-5)

10. COMMUNITY ATTITUDES

As shown by red in **Table 14** below, there were nine statements (out of total 17) with significant decreases in agreement, and as shown by blue there was one statement with a significant increase. The largest differences were for "Council plans well to help secure the community's long-term future" and "Council adequately considers community concerns and views in making decisions".

Table 14 Community Attitude Statements over Time – Means

	2018	2021	2023	2024	Change 2023 to 2024
Living in the Bathurst region gives you a sense of living in a community	4.19	4.04	4.02	3.74	-7%
Sporting facilities in the area meet your needs	4.10	4.02	3.89	3.80	-2%
Bathurst is a safe area for pedestrians	3.61	3.52	3.54	3.52	-1%
There is a good range of leisure and recreation opportunities	3.91	3.76	3.53	3.53	0%
There is a good range of community groups and support networks for residents	4.06	3.88	3.86	3.65	-5%
Shops and services in shopping areas meet residents' needs	4.02	3.79	3.89	3.50	-10%
There is a good range of opportunities for cultural and artistic activities and expression	3.91	3.65	3.62	3.61	0%
The natural environment is respected and protected	3.79	3.31	3.38	3.29	-3%
Public transport is adequate for your needs	3.57	3.44	3.40	3.44	+1%
The community in the Bathurst region is harmonious, cohesive and inclusive	3.74	3.48	3.50	3.29	-6%
Traffic systems provide for safe and efficient traffic flow	3.44	3.00	3.05	3.19	+5%
The Bathurst Regional Council supports a variety of businesses	-	-	3.48	3.15	-9%
Bathurst is a safe area for cyclists	3.21	2.97	3.00	3.10	+3%
New developments are helping to preserve an attractive urban landscape and protect heritage	3.45	3.13	3.17	2.80	-12%
Planning for local economic growth and development is adequate	3.48	2.94	3.05	2.71	-11%
Council plans well to help secure the community's long-term future	3.56	3.03	3.15	2.61	-17%
Council adequately considers community concerns and views in making decisions	3.26	2.84	3.05	2.57	-16%

10. COMMUNITY ATTITUDES

Male residents surveyed in 2024 had higher agreement that shops and services in shopping areas meet residents' needs.

Residents living in Kelso had higher agreement that there is a good range of community groups and support networks for residents.

Residents who had lived in the LGA 20+ years had higher agreement that Bathurst is a safe area for pedestrians, and that public transport is adequate for their needs.

Non-ratepayers were more likely to agree that the Bathurst Regional Council supports a variety of businesses, new developments are helping to preserve an attractive urban landscape and protect heritage, and planning for local economic growth and development is adequate.

Residents aged under 50 years were more likely to agree that shops and services in shopping areas meet residents' needs, and new developments are helping to preserve an attractive urban landscape and protect heritage. Residents aged 65+ had higher agreement for:

- *Living in the Bathurst region gives you a sense of living in a community*

- *Sporting facilities in the area meet your needs*

- *There is a good range of leisure and recreation opportunities*

- *There is a good range of community groups and support networks for residents*

- *The community in the Bathurst region is harmonious, cohesive and inclusive*

- *Planning for local economic growth and development is adequate*

- *Council plans well to help secure the community's long-term future*

12. APPENDIX 1: DETAILED FINDINGS

The following tables show key results broken down by age, gender and location (Bathurst vs. other). Any statistically significant differences are highlighted in blue (above overall mean) and red (below overall mean).

12. APPENDIX 1: DETAILED FINDINGS

Theme	Measurement	Total	Gender		Age			Location	
			Male	Female	18-49	50-64	65+	Bathurst	Other
Quality of life	Overall	4.63	4.61	4.64	4.55	4.55	4.91	4.76	4.58
Council services	Public amenities, such as toilets and parents' rooms	3.25	3.37	3.16	3.20	3.20	3.49	3.36	3.21
	Festival and events program	3.81	3.91	3.74	3.81	3.60	4.06	3.85	3.79
	Aquatic Centre	4.04	4.04	4.03	3.95	4.00	4.31	4.17	3.98
	Community buildings/halls	3.64	3.68	3.61	3.62	3.46	3.84	3.68	3.63
	Ovals and sportsgrounds	3.87	3.80	3.94	3.72	3.86	4.25	3.72	3.92
	Parks and playgrounds	3.80	3.88	3.72	3.70	3.73	4.10	3.91	3.75
	Heritage sites protected and maintained	3.58	3.64	3.53	3.66	3.31	3.70	3.60	3.57
	Youth activities	3.00	3.21	2.82	2.94	2.86	3.38	3.08	2.98
	Carparking	2.91	3.19	2.66	2.89	2.78	3.10	3.05	2.86
	Maintaining local bridges	3.51	3.61	3.41	3.56	3.36	3.53	3.58	3.48
	Overall condition of the local sealed road network	2.89	3.01	2.79	2.85	2.74	3.18	3.18	2.79
	Provision of bike paths and footpaths	3.27	3.35	3.21	3.42	3.01	3.20	3.33	3.24
	Maintaining footpaths	3.13	3.20	3.07	3.11	3.07	3.21	3.13	3.12
	Maintaining local urban roads	2.84	2.89	2.79	2.79	2.66	3.17	3.09	2.75
	Maintaining local rural roads	2.56	2.61	2.52	2.46	2.39	3.06	2.91	2.43
	Council's response to Climate Change	2.83	2.99	2.73	2.74	2.73	3.17	2.84	2.83
	Sewerage services	4.02	4.19	3.85	3.97	3.90	4.25	4.11	3.98
	Recycling/waste management/landfills	3.71	3.80	3.62	3.66	3.56	3.95	3.93	3.61
	Stormwater drainage	3.62	3.83	3.44	3.66	3.46	3.67	3.68	3.59
	Water supply and service	3.66	3.78	3.54	3.59	3.57	3.90	3.66	3.65
	Supporting local jobs and businesses	3.06	3.02	3.10	3.01	2.87	3.44	3.22	3.00
	Economic development	2.89	2.88	2.90	2.90	2.59	3.18	2.97	2.86
	Financial management	2.12	2.21	2.03	2.07	1.94	2.47	2.59	1.98
	Long-term planning for the region	2.59	2.58	2.60	2.62	2.24	2.92	2.80	2.51
	Provision of Council information to the community	2.69	2.70	2.68	2.53	2.72	3.02	2.84	2.63
	Council decision-making reflecting community opinion	2.33	2.28	2.38	2.29	2.18	2.64	2.58	2.24
	Opportunity to participate in Council decision-making	2.52	2.54	2.50	2.46	2.43	2.76	2.53	2.51
	Planning and development	2.64	2.60	2.67	2.62	2.46	2.88	2.92	2.54
	Bathurst Rail Museum	4.28	4.26	4.29	4.33	4.23	4.23	4.27	4.28
	Bathurst Visitor Information Centre	4.22	4.16	4.27	4.10	4.26	4.39	4.20	4.23
	Bathurst Regional Library	4.22	4.14	4.28	4.13	4.17	4.45	4.35	4.17
	Mount Panorama facilities	3.88	3.85	3.90	3.73	3.95	4.15	4.10	3.81
	National Motor Racing Museum	4.24	4.17	4.30	4.19	4.24	4.33	4.34	4.20
	Australian Fossil & Mineral Museum	4.26	4.33	4.22	4.24	4.19	4.36	4.31	4.24
	Bathurst Memorial Entertainment Centre	4.11	4.08	4.14	4.16	3.94	4.20	4.13	4.11
	Chifley Home & Education Centre	3.96	3.93	3.98	3.79	4.14	4.13	4.02	3.92
	Bathurst Regional Art Gallery	4.30	4.36	4.28	4.36	4.12	4.35	4.31	4.30
Total satisfaction	Overall	2.75	2.63	2.86	2.67	2.68	3.02	2.86	2.70

12. APPENDIX 1: DETAILED FINDINGS

Theme	Measurement	Total	Gender		Age			Location	
			Male	Female	18-49	50-64	65+	Bathurst	Other
Performance of Council	The overall appearance of the Bathurst region	3.43	3.36	3.50	3.29	3.46	3.76	3.63	3.36
	The way in which it responds to community concerns	2.50	2.48	2.52	2.39	2.41	2.88	2.59	2.46
	Its management of financial matters	2.12	2.12	2.12	2.07	1.95	2.43	2.26	2.07
	Its performance as a professional organisation	2.57	2.54	2.61	2.53	2.40	2.89	2.72	2.52
Customer satisfaction	Responsive	3.43	3.39	3.47	3.24	3.48	3.84	3.60	3.37
	Knowledgeable	3.67	3.64	3.70	3.66	3.57	3.87	3.74	3.64
	Helpful	3.60	3.56	3.64	3.46	3.66	3.87	3.71	3.56
	Courteous	4.05	4.00	4.09	3.91	4.15	4.26	3.97	4.08
Statements	Traffic systems provide for safe and efficient traffic flow	3.19	3.10	3.27	3.17	3.23	3.22	3.19	3.19
	Bathurst is a safe area for cyclists	3.10	3.14	3.06	3.09	3.05	3.17	2.98	3.14
	Bathurst is a safe area for pedestrians	3.52	3.54	3.50	3.54	3.35	3.63	3.51	3.52
	Public transport is adequate for your needs	3.44	3.59	3.29	3.47	3.45	3.38	3.36	3.47
	New developments are helping to preserve an attractive urban landscape and prot	2.80	2.88	2.74	2.96	2.46	2.79	2.78	2.81
	Shops and services in shopping areas meet residents' needs	3.50	3.67	3.36	3.67	3.16	3.46	3.48	3.51
	The natural environment is respected and protected	3.29	3.38	3.22	3.24	3.38	3.34	3.16	3.35
	There is a good range of opportunities for cultural and artistic activities and expres	3.61	3.65	3.57	3.52	3.56	3.86	3.54	3.63
	The community in the Bathurst region is harmonious, cohesive and inclusive	3.29	3.27	3.31	3.19	3.28	3.57	3.21	3.32
	There is a good range of community groups and support networks for residents	3.65	3.72	3.59	3.46	3.65	4.07	3.46	3.73
	Living in the Bathurst region gives you a sense of living in a community	3.74	3.75	3.73	3.70	3.52	4.06	3.87	3.68
	Sporting facilities in the area meet your needs	3.80	3.81	3.79	3.66	3.80	4.21	3.62	3.87
	There is a good range of leisure and recreation opportunities	3.53	3.59	3.48	3.39	3.45	3.96	3.54	3.53
	plans well to help secure the community's long-term future	2.61	2.64	2.58	2.55	2.45	2.92	2.62	2.60
	adequately considers community concerns and views in making decisions	2.57	2.62	2.54	2.56	2.44	2.75	2.44	2.62
	The Bathurst Regional Council supports a variety of businesses	3.15	3.18	3.12	3.15	2.95	3.34	3.14	3.15
	Planning for local economic growth and development is adequate	2.71	2.78	2.65	2.78	2.41	2.89	2.74	2.70

13. APPENDIX 2: TELEPHONE QUESTIONNAIRE

Q1. Good afternoon/evening, my name is ………………… and I'm calling from Taverner Research on behalf of Bathurst Regional Council. We are conducting a survey about services provided by the Council. The information provided is confidential and help Council to better understand and meet the diverse needs of its residents.

The survey takes about 15 minutes and everyone in the community aged 18 years or over is encouraged to participate. Would now be a good time to share your opinions?

Try to arrange a callback. If still no, try to speak to another member of the household. If still no, thank and terminate.

This call will be recorded and/or monitored for quality assurance and training purposes.

S1. First, we need to ask a few questions to make sure you qualify for an interview.

Is this household in the Bathurst Regional Council area?

DO NOT AID

1. Yes
2. No   Thank and terminate

S2. Do you work for Bathurst Regional Council, either as an employee or a Councillor?

DO NOT AID

1. Yes   Thank and terminate
2. No

SINGLE RESPONSE

D1. Which suburb/village do you live in?

INTERVIEWER NOTE: IF NOT ON LIST THANK AND TERMINATE

1. Abercrombie
2. Bathurst (includes Bathurst South and West)
3. Eglinton
4. Evans Plains
5. Georges Plains
6. Gorman's Hill
7. Hill End
8. Kelso

9. Laffing Waters
10. Limekilns
11. Llanarth
12. Mitchell
13. Mt Rankin
14. Peel
15. Perthville
16. Raglan

13. APPENDIX 2: TELEPHONE QUESTIONNAIRE

17. Robin Hill

18. Rockley

19. Sofala
20. Sunny Corner

21. Trunkey Creek

22. Wattle Flat

23. White Rock
24. Windrayne

25. Yetholme
99. None of these   [THANK AND TERMINATE]

D2. Please stop me when I read out your age group.

READ OUT   SINGLE RESPONSE

1. 18-34 years
2. 35-49 years
3. 50-64 years
4. 65 years and over

99. (Prefer not to say)

D3. And could I please have your first name for the survey please? (Open-ended)

IF NECESSARY, EXPLAIN THIS IS JUST SO YOU KNOW WHAT TO CALL THEM. IF THEY DECLINE TO GIVE YOU A NAME, JUST TYPE IN NA.

D4. GENDER (determine by voice and/or name)

1. Male
2. Female

Q2. Thanks so much [D3]. To kick us off, how would you rate the overall quality of life you have living in the Bathurst LGA?

READ OUT   SINGLE RESPONSE

1. Excellent
2. Very good
3. Good
4. Fair
5. Poor
6. Very poor

13. APPENDIX 2: TELEPHONE QUESTIONNAIRE

SERVICES & FACILITIES

I will now read out a list of services and facilities provided by the Council.

Q3a. Please rate your opinion of the importance of the service/facility to you, on a sliding scale where 1 means 'low importance' and 5 means 'high importance'.

READ OUT   SINGLE RESPONSE

COLUMNS

1. 1 Low importance

2. 2

3. 3

4. 4

5. 5 High importance

ROWS   PLEASE RANDOMISE

1. Youth activities

2. Heritage sites protected and maintained

3. Parks and playgrounds

4. Ovals and sportsgrounds

5. Community buildings/halls

6. Aquatic Centre

7. Festival and events program

8. Public amenities, such as toilets and parents' rooms

Q3b.

READ OUT   SINGLE RESPONSE

COLUMNS

1. 1 Low importance

2. 2

3. 3

4. 4

5. 5 High importance

13. APPENDIX 2: TELEPHONE QUESTIONNAIRE

ROWS PLEASE RANDOMISE

1. Maintaining local rural roads

2. Maintaining local urban roads

3. Maintaining footpaths

4. Provision of bike paths and footpaths

5. Overall condition of the local sealed road network

6. Maintaining local bridges

7. Carparking

Q3c.

READ OUT   SINGLE RESPONSE

COLUMNS

1. 1 Low importance

2. 2

3. 3

4. 4

5. 5 High importance

ROWS PLEASE RANDOMISE

1. Water supply and service

2. Stormwater drainage

3. Recycling/waste management/landfills

4. Sewerage services

5. Council's response to Climate Change

Q3d.

READ OUT   SINGLE RESPONSE

COLUMNS

1. 1 Low importance

2. 2

13. APPENDIX 2: TELEPHONE QUESTIONNAIRE

3. 3

4. 4

5. 5 High importance

ROWS PLEASE RANDOMISE

1. Economic development

2. Supporting local jobs and businesses

Q3e.

READ OUT   SINGLE RESPONSE

COLUMNS

1. 1 Low importance

2. 2

3. 3

4. 4

5. 5 High importance

ROWS PLEASE RANDOMISE

1. Planning and development

2. Opportunity to participate in Council decision-making

3. Council decision-making reflecting community opinion

4. Provision of Council information to the community

5. Long-term planning for the region

6. Financial management

Q3f.

READ OUT   SINGLE RESPONSE

COLUMNS

1. 1 Low importance

2. 2

13. APPENDIX 2: TELEPHONE QUESTIONNAIRE

3. 3

4. 4

5. 5 High importance

ROWS PLEASE RANDOMISE

1. Bathurst Regional Art Gallery

2. Chifley Home & Education Centre

3. Bathurst Memorial Entertainment Centre

4. Australian Fossil & Mineral Museum

5. National Motor Racing Museum

6. Mount Panorama facilities

7. Bathurst Regional Library

8. Bathurst Visitor Information Centre

9. Bathurst Rail Museum

NOTE FOR QUESTIONS 3G TO 3L, ONLY ASK THOSE SERVICES AND FACILITIES WHERE IMPORTANCE IN 3A TO 3F WAS RATED AS A 4 OR A 5 OUT OF 5

[D3], I will now read out the same list of services and facilities provided by the Council.

Q3g. Please rate your level of satisfaction with Council's performance/delivery of that service, again using a sliding scale where 1 means 'low satisfaction' and 5 means 'high satisfaction'.

READ OUT   SINGLE RESPONSE

COLUMNS

1. 1 Low satisfaction

2. 2

3. 3

4. 4

5. 5 High satisfaction

6. (Not applicable)

ROWS   PLEASE RANDOMISE   ONLY SHOW IF RATED 4-5 AT Q3A

1. Youth activities

2. Heritage sites protected and maintained

3. Parks and playgrounds

4. Ovals and sportsgrounds

13. APPENDIX 2: TELEPHONE QUESTIONNAIRE

5. Community buildings/halls

6. Aquatic Centre

7. Festival and events program

8. Public amenities, such as toilets and parents' rooms

Q3h. Please rate your level of satisfaction with Council's performance/delivery of that service, again using a sliding scale where 1 means 'low satisfaction' and 5 means 'high satisfaction'.

READ OUT   SINGLE RESPONSE

COLUMNS

1. 1 Low satisfaction

2. 2

3. 3

4. 4

5. 5 High satisfaction

6. (Not applicable)

ROWS PLEASE RANDOMISE   ONLY SHOW IF RATED 4-5 AT Q3B

1. Maintaining local rural roads

2. Maintaining local urban roads

3. Maintaining footpaths

4. Provision of bike paths and footpaths

5. Overall condition of the local sealed road network

6. Maintaining local bridges

7. Carparking

Q3i. Please rate your level of satisfaction with Council's performance/delivery of that service, again using a sliding scale where 1 means 'low satisfaction' and 5 means 'high satisfaction'.

READ OUT   SINGLE RESPONSE

COLUMNS

1. 1 Low satisfaction

13. APPENDIX 2: TELEPHONE QUESTIONNAIRE

2. 2

3. 3

4. 4

5. 5 High satisfaction

6. (Not applicable)

ROWS PLEASE RANDOMISE   ONLY SHOW IF RATED 4-5 AT Q3C

1. Water supply and service

2. Stormwater drainage

3. Recycling/waste management/landfills

4. Sewerage services

5. Council's response to Climate Change

Q3j. Please rate your level of satisfaction with Council's performance/delivery of that service, again using a sliding scale where 1 means 'low satisfaction' and 5 means 'high satisfaction'.

READ OUT   SINGLE RESPONSE

COLUMNS

1. 1 Low satisfaction

2. 2

3. 3

4. 4

5. 5 High satisfaction

6. (Not applicable)

13. APPENDIX 2: TELEPHONE QUESTIONNAIRE

ROWS PLEASE RANDOMISE   ONLY SHOW IF RATED 4-5 AT Q3D

1. Economic development

2. Supporting local jobs and businesses

Q3k. Please rate your level of satisfaction with Council's performance/delivery of that service, again using a sliding scale where 1 means 'low satisfaction' and 5 means 'high satisfaction'.

READ OUT   SINGLE RESPONSE

COLUMNS

1. 1 Low satisfaction

2. 2

3. 3

4. 4

5. 5 High satisfaction

6. (Not applicable)

ROWS PLEASE RANDOMISE   ONLY SHOW IF RATED 4-5 AT Q3E

1. Planning and development

2. Opportunity to participate in Council decision-making

3. Council decision-making reflecting community opinion

4. Provision of Council information to the community

5. Long-term planning for the region

6. Financial management

13. APPENDIX 2: TELEPHONE QUESTIONNAIRE

Q3I. Please rate your level of satisfaction with Council's performance/delivery of that service, again using a sliding scale where 1 means 'low satisfaction' and 5 means 'high satisfaction'.

READ OUT   SINGLE RESPONSE

COLUMNS

1. 1 Low satisfaction
2. 2
3. 3
4. 4
5. 5 High satisfaction
6. (Not applicable)

ROWS PLEASE RANDOMISE   ONLY SHOW IF RATED 4-5 AT Q3F

1. Bathurst Regional Art Gallery
2. Chifley Home & Education Centre
3. Bathurst Memorial Entertainment Centre
4. Australian Fossil & Mineral Museum
5. National Motor Racing Museum
6. Mount Panorama facilities
7. Bathurst Regional Library
8. Bathurst Visitor Information Centre
9. Bathurst Rail Museum

Q4. Overall, for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues, but across all responsibility areas?

READ OUT   SINGLE RESPONSE

1. Very satisfied
2. Satisfied
3. Somewhat satisfied
4. Not very satisfied
5. Not at all satisfied

13. APPENDIX 2: TELEPHONE QUESTIONNAIRE

Q5. What score would you give Council out of 5 for each of the following? The scale again is 1-5, where 1 is 'not at all satisfied' and 5 is 'very satisfied'.

READ OUT   SINGLE RESPONSE

COLUMNS

1. 1 Not at all satisfied

2. 2

3. 3

4. 4

5. 5 Very satisfied

99. (Not applicable)

ROWS PLEASE RANDOMISE

1. Its performance as a professional organisation

2. Its management of financial matters

3. The way in which it responds to community concerns

4. The overall appearance of the Bathurst region

Q6. Now [D3], how many times have you contacted the Council in the past 12 months?

READ OUT   SINGLE RESPONSE

1. Once

2. 2-5 times

3. 6-10 times

4. 11+ times

5. None   [GO TO Q8A]

13. APPENDIX 2: TELEPHONE QUESTIONNAIRE

ASK IF 1-4 AT Q6. 5 AT Q6 GO TO Q8A

Q7. Thinking about your most recent contact, please rate your satisfaction with customer service at Council on the following. The scale is 1-5, where 1 is 'not at all satisfied' and 5 is 'very satisfied'.

READ OUT   SINGLE RESPONSE

COLUMNS

1. 1 Not at all satisfied

2. 2

3. 3

4. 4

5. 5 Very satisfied

99. (Not applicable)

ROWS   PLEASE RANDOMISE

1. Courteous

2. Helpful

3. Knowledgeable

4. Responsive

Q8a. [D3], in this section I will read out a number of statements. For each of these could you please indicate your level of agreement with each statement? The scale is 1-5, where 1 is 'strongly disagree' and 5 is 'strongly agree'. I can't put comments in this section, so could you please give numbers when prompted we can get through this section quickly.

READ OUT   SINGLE RESPONSE

COLUMNS

1. 1 Strongly disagree

2. 2

3. 3

4. 4

5. 5 Strongly agree

6. 99. (Don't know)

13. APPENDIX 2: TELEPHONE QUESTIONNAIRE

ROWS PLEASE RANDOMISE

1. Public transport is adequate for your needs

2. Bathurst is a safe area for pedestrians

3. Bathurst is a safe area for cyclists

4. Traffic systems provide for safe and efficient traffic flow

Q8b.

READ OUT   SINGLE RESPONSE

COLUMNS

1. 1 Strongly disagree

2. 2

3. 3

4. 4

5. 5 Strongly agree

99. (Don't know)

ROWS PLEASE RANDOMISE

1. Shops and services in shopping areas meet residents' needs

2. New developments are helping to preserve an attractive urban landscape and protect heritage

Q8c.

READ OUT   SINGLE RESPONSE

COLUMNS

1. 1 Strongly disagree

2. 2

3. 3

4. 4

5. 5 Strongly agree

99. (Don't know)

13. APPENDIX 2: TELEPHONE QUESTIONNAIRE

ROWS

1. The natural environment is respected and protected

Q8d.

READ OUT   SINGLE RESPONSE

COLUMNS

1. 1 Strongly disagree
2. 2
3. 3
4. 4
5. 5 Strongly agree
99. (Don't know)

ROWS PLEASE RANDOMISE

1. There is a good range of leisure and recreation opportunities
2. Sporting facilities in the area meet your needs
3. Living in the Bathurst region gives you a sense of living in a community
4. There is a good range of community groups and support networks for residents
5. The community in the Bathurst region is harmonious, cohesive and inclusive
6. There is a good range of opportunities for cultural and artistic activities and expression

Q8e.

READ OUT   SINGLE RESPONSE

COLUMNS

1. 1 Strongly disagree
2. 2
3. 3
4. 4
5. 5 Strongly agree
99. (Don't know)

13. APPENDIX 2: TELEPHONE QUESTIONNAIRE

ROWS PLEASE RANDOMISE

1. Council adequately considers community concerns and views in making decisions
2. Council plans well to help secure the community's long-term future

Q8f.

READ OUT   SINGLE RESPONSE

COLUMNS

1. 1 Strongly disagree
2. 2
3. 3
4. 4
5. 5 Strongly agree
99. (Don't know)

ROWS PLEASE RANDOMISE

1. Planning for local economic growth and development is adequate
2. The Bathurst Regional Council supports a variety of businesses

FOR Q9A TO 9D, RANDOMLY ASK TWO OF THESE QUESTIONS TO EACH RESPONDENT

Q9a. What do you love about Bathurst and our villages?

PROBE FULLY   RECORD VERBATIM   CONTROL THE CALL

Q9b. What do you believe are the challenges for the Bathurst area?

PROBE FULLY   RECORD VERBATIM   CONTROL THE CALL

Q9c. Imagine Bathurst 10 years from now, what would you like to see?

PROBE FULLY   RECORD VERBATIM   CONTROL THE CALL

13. APPENDIX 2: TELEPHONE QUESTIONNAIRE

Q9d. What needs to change in the Bathurst region?

PROBE FULLY   RECORD VERBATIM   CONTROL THE CALL

Q10. And [D3], thinking of the level of services, facilities and infrastructure in your local area, how supportive would you be to pay more via rates and charges to support improved:

READ OUT   SINGLE RESPONSE

COLUMNS

1. 1 Not at all supportive
2. 2
3. 3
4. 4
5. 5 Very supportive

ROWS PLEASE RANDOMISE

1. Services such as mowing, or library services
2. Facilities such as playgrounds and sporting fields
3. Infrastructure such as roads and bridges

Q12. Finally, just a couple of demographic questions. Firstly, which of the following best describes the dwelling where you are currently living?

READ OUT   SINGLE RESPONSE

1. I/we currently own/are currently buying this property
2. I/we currently rent this property

13. APPENDIX 2: TELEPHONE QUESTIONNAIRE

Q13. And how long have you lived in the Bathurst area?

READ OUT   SINGLE RESPONSE

1. Less than 2 years
2. 2-5 years
3. 6-10 years
4. 11-20 years
5. More than 20 years

OUTRO: Thanks so much [D3], that completes our interview. As this is market research, you can be assured that it is carried out in full compliance with the Privacy Act and the information you provided is used for research purposes only.

Again, my name is …. If you have any questions about this survey, you can call Therese Ryan at Bathurst Regional Council on 02 6333 6202.

Thank you for your time.

ISO and close