



## RESEARCH REPORT

# COMMUNITY SATISFACTION SURVEY 2021

## Bathurst Regional Council

July 2021





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Prepared by: James Parker

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## 1. EXECUTIVE SUMMARY



Bathurst Regional Council (BRC) commissioned Jetty Research to conduct its 2021 Community Satisfaction Survey, as a random and representative telephone survey of 400+ adults living within the BRC LGA. Surveying was conducted from May 10<sup>th</sup> to 20<sup>th</sup>. Sampling error is +/- 4.8% at the 95% confidence level.

### Among the major findings:

- In relation to what residents valued most about living in the Bathurst region, key attributes raised were the strong sense of community, good facilities and infrastructure, country living and clean air, and proximity to Sydney. Terms such as quiet and friendly were also mentioned frequently.
- In relation to satisfaction with specific Council facilities and services, satisfaction was highest in relation to ovals and sport grounds (79% satisfied against just 4% dissatisfied), parks and playgrounds (76% vs. 8%), Visitor Information Centre (74% vs. 5%), Bathurst Regional Library (70% vs. 6%), the Aquatic Centre (68% vs. 7%), and recycling/waste management (65% vs. 15%).
- Satisfaction was also extremely high for a range of Council-run or supported museums and entertainment facilities. These included the Australian Fossil and Mineral Museum (76% satisfied), the Bathurst Memorial Entertainment Centre (72%), Mt Panorama (67%), the National Motor Racing Museum (65%) and the Bathurst Rail Museum (60%).
- Those facilities and services rated most poorly included maintaining local rural roads (16% satisfied vs. 51% dissatisfied), opportunity to participate in Council decisions (17% vs. 43%), Council decisions reflecting community opinion (17% vs. 47%), renewable energy (17% vs. 32%), availability of all-day car parking (17% vs. 55%) and climate change (18% vs. 26%).
- Those facilities and services showing an increase in mean satisfaction scores since this survey was last conducted in 2018 included ovals and sportsgrounds (up 6%), parks and playgrounds (up 4%), maintaining footpaths and street lighting (up 2% each).
- Among services showing decreases of 10+ % in mean satisfaction scores, these included: opportunity to participate in Council decision-making (down 14%), Council decision-making reflecting community opinion (down 13%), planning and development (also down 13%), financial management (down 12%) and availability of all-day parking, maintaining local rural roads and long-term planning for the region (all down 11%).
- When satisfaction scores were ranked against derived importance (the degree to which satisfaction with specific facilities and services influences overall satisfaction), key priorities for Council comprised:
  - Climate change and renewable energy policy
  - Planning and development
  - Opportunity to participate in Council decision-making
  - Council decision-making reflecting community opinion
  - Provision of Council information to the community; and
  - Long-term planning for the region.

## 1. EXECUTIVE SUMMARY



- When asked what they felt Council's future priorities should be, the major issues raised by residents included improved roads and parking (suggested unprompted by 23% of respondents), business growth and job creation (14%), water security (13%) and improved aged/health/childcare and/or social services (10%). A further 10% requested improved entertainment and/or recreational facilities and activities.
- In terms of infrastructure and facilities, BRC was comparable or superior to the majority of 25 NSW regional Councils on most measures – and the top-rated for stormwater drainage. It was slightly below the overall satisfaction mean for water supply.
- In terms of services, BRC scored significantly better than its regional peers for enforcement of local building regulations, flood management and arts, culture and entertainment facilities. It was slightly above other regional councils for economic development, youth facilities, and appearance of public spaces, and slightly below for opportunities to participate in Council decision-making, informing the community, and planning and development. The car-parking rating was the lowest for all regional councils.
- Just over 60% of respondents had contacted Council within the past 12 months (for a reason other than paying rates) – compared with 72% in 2018. Customer service scores were consistent with 2018 results, the exception being "Knowledgeable", which was down 9% survey-to-survey.
- In relation to events, 98% of respondents claimed awareness of the Bathurst Winter Festival – with some 72% having attended. Awareness was also high for events such as the New Years' Eve Party in the Park (90% aware, 22% attending), Australia Day celebrations (91% and 21%), Sustainable Living Expo (64% and 19%), the Inland Sea of Sound (85% and 15%) and the Penrith Panthers NRL match (94% and 14%). Awareness of all nine events cited had risen since 2018. And satisfaction with Council-run events remained high, with 94% satisfied (against just 6% dissatisfied).
- 78% of respondents said their quality of life was very good or excellent – almost identical to the score recorded in 2018.
- In 2021, there was extremely strong agreement to statements such as "You feel safe during the day:" (88% agreement), "Living in the Bathurst region gives you a sense of living in a community" (75%), "Sporting facilities in the area meet your needs" (69%) and "The cost of living in the Bathurst region is affordable to you" (68%).
- However there was little agreement with statements such as "Council adequately considers community concerns and views in making decisions (26%), "Planning for local economic growth and development is adequate (27%). "Information about Council and its decisions are clear and accessible (30%) and "Bathurst is a safe area for cyclists" (also 30%).
- Agreement fell for most statements offered, with statistically significant changes on statements such as "Planning for local economic growth and development is adequate" (down 15%), "Council plans well to help secure the community's long-term future (also down 15%), "Council adequately considers community concerns and views in making decisions" (down 13%), "traffic systems provide for safe and efficient travel flow" (down 13%) and "The natural environment is respected and protected" (also down 13%).

## 2. BACKGROUND AND METHODOLOGY



### 2.1. BACKGROUND AND OBJECTIVES

In February 2021, Bathurst Regional Council (hereafter BRC, or Council) commissioned Jetty Research 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 going forward.

As in 2018, Council also used the 2021 survey to measure a range of quality-of-life issues, and to see how attitudes had changed to a wide range of issues affecting local residents.

### 2.2. METHODOLOGY

The survey was conducted using a random fixed line (40%) and mobile (60%) telephone poll of residents aged 18+. Respondents were selected at random from a verified random sample residential telephone database of 4,641 telephone numbers within the LGA. The survey form was designed collaboratively between Jetty Research and BRC to ensure comparability with 2018 data (see Appendix 1).

Polling was conducted from May 10<sup>th</sup> to 20<sup>th</sup> (inclusive) from Jetty Research's Coffs Harbour CATI<sup>1</sup> centre. A team of eight researchers called Bathurst 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 on up to five occasions at different times of the afternoon or evening.

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, had lived within the BRC LGA for at least 12 months, and were not councillors or permanent Council employees.

A total sample of 417 was achieved. Survey time averaged 19.4 minutes.

Results have been post-weighted by age and gender to match the demographic profile of the BRC LGA adult population as per 2016 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 a number of demographic and attitudinal characteristics. Only where differences by groups were statistically significant they are mentioned in the report commentary.

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<sup>1</sup> Computer-assisted telephone interviewing



## 2. BACKGROUND AND METHODOLOGY

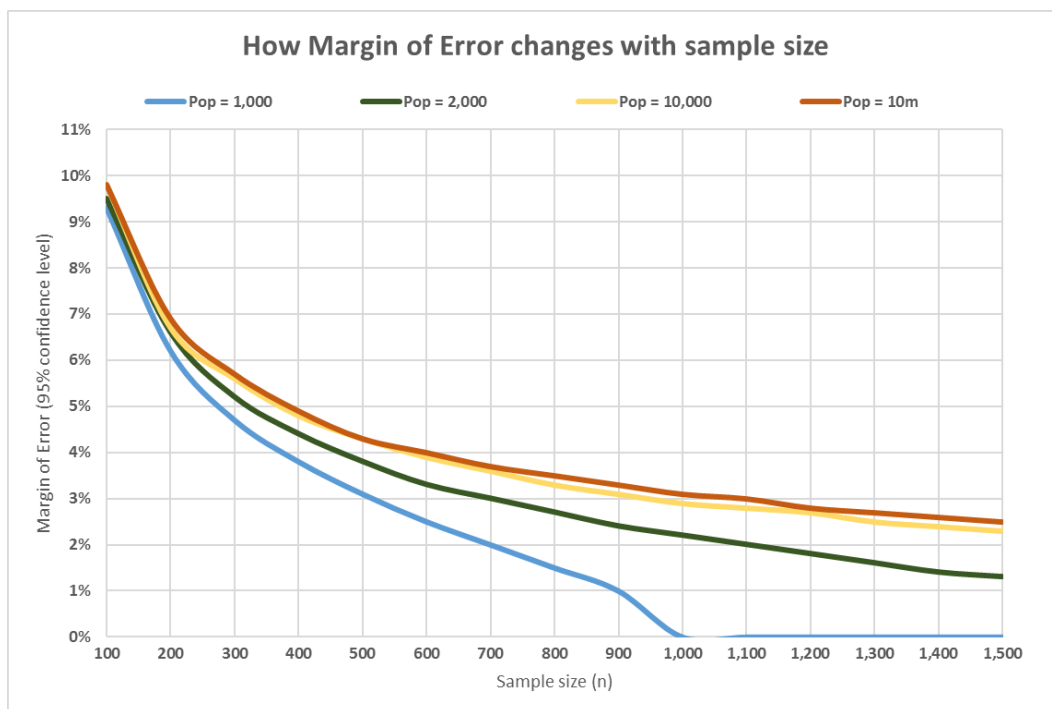


### 2.3. SAMPLING ERROR

According to the 2016 ABS Census (Usual Resident Profile) the total adult population (aged 18+ years) of the BRC LGA was 31,457. Based on this latter survey population, a random sample of 417 adult residents implies a margin for error of  $\pm 4.8\%$  at the 95% confidence level. (This means in effect that if we conducted a similar poll twenty times, results should reflect the views and behaviour of the overall survey population to within a  $\pm 4.8\%$  margin in 19 of those 20 surveys.)

As Graph i shows, margin for error falls as sample size rises. Hence cross-tabulations or sub-groups within the overall sample will typically create much higher margins for error than the overall sample. For example using the above population sizes, a sample size of 100 exhibits a margin for error of  $\pm 9.8\%$  (again at the 95% confidence level).

**Graph i: How sampling error varies with sample and population size**



In addition to the random sampling error, above, there may also be some forms of non-random sampling error which may have affected results. These include unreachable respondents, the proportion of non-respondents (refusals, no answers etc.) and/or imperfections in the survey database. However, steps have been taken at each stage of the research process to minimise non-random sampling error wherever possible.

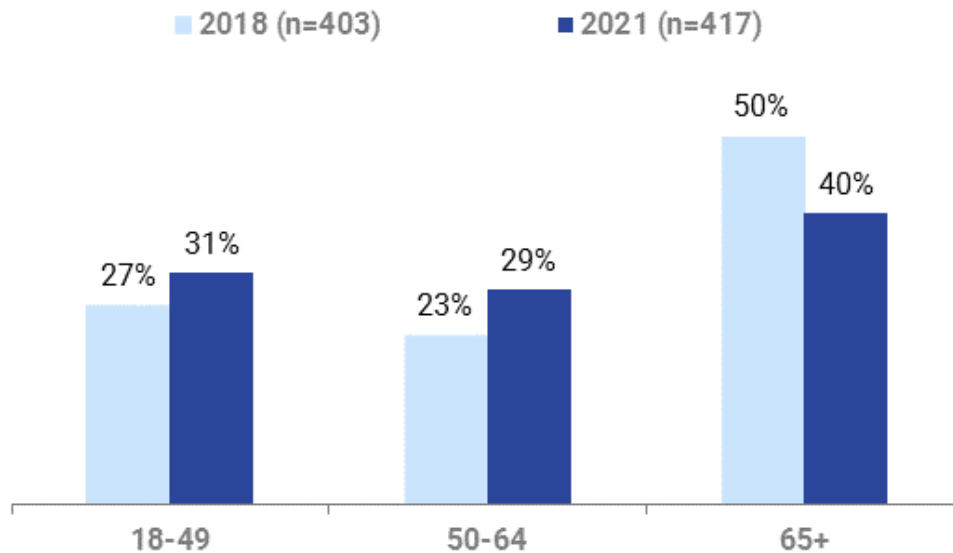
## 2. BACKGROUND AND METHODOLOGY



### 2.4. SAMPLE CHARACTERISTICS

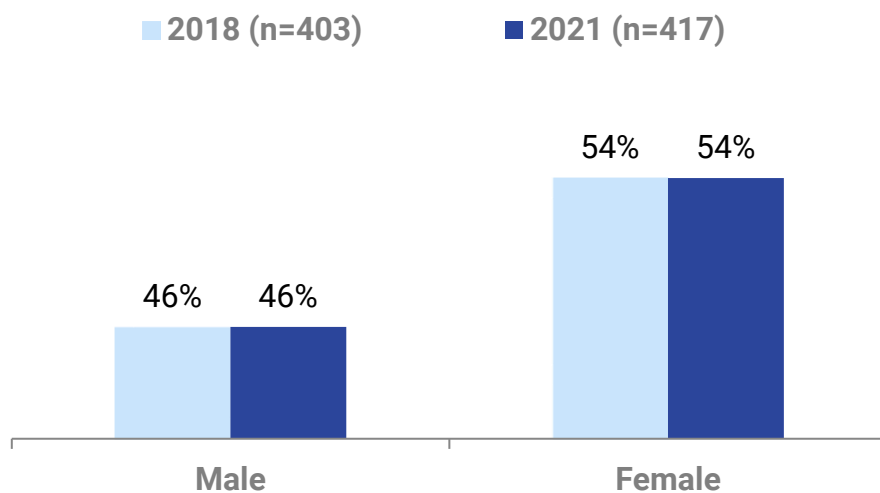
The following breaks down the survey sample by age, gender, place of residence, and owner/renter status:

**Figure 1: Sample by age (unweighted)**



Although the sample was skewed slightly to older residents, this bias was less pronounced than in 2018 with higher proportions of residents aged 18-49 and 50-64.

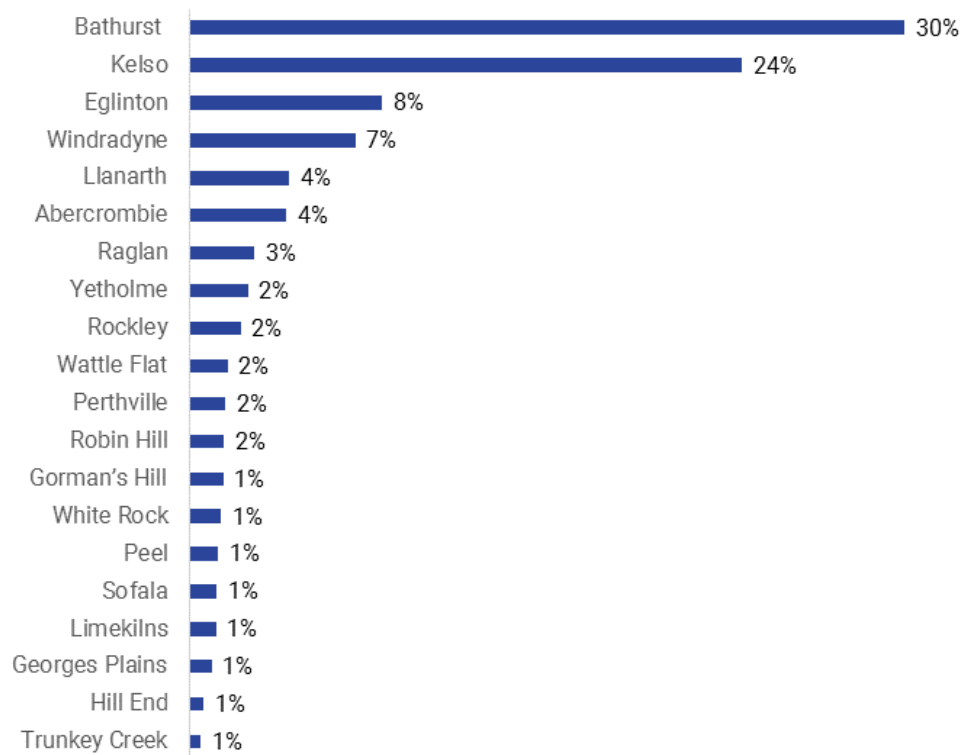
**Figure 2: Sample by gender (unweighted)**



As in 2018, the sample was slightly biased to females. As with age, this has been corrected through post-weighting according to 2016 Census data for the LGA.

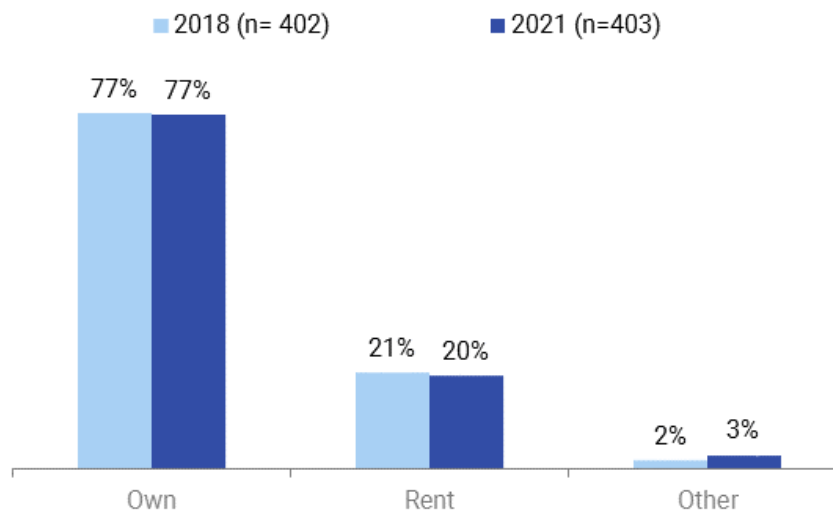


**Figure 3: Sample by place of residence**



Around two-thirds of residents resided in Bathurst and surrounding suburbs.

**Figure 4: Sample by owner/renter status**



As in 2018, slightly over three-quarters of respondents owned or part-owned their current place of residence.

### 3. OVERALL QUALITY OF LIFE



The survey commenced with residents being asked (in an unprompted question) what they valued most about living in the local area. Responses have been formed into a Word Cloud, with the size of each word equating to the number of times it was used.

**Table 1: What people value most about living in the Bathurst region**



Q1: can you briefly tell me what you value most about living in the Bathurst region? (n=403)

Key attributes raised were the strong sense of community (mentioned 56 times), good facilities and infrastructure (36 times), country living/clean air etc. (collectively 77 times), and proximity to Sydney (36 times). Quiet and friendly (18 times each) were also mentioned frequently.

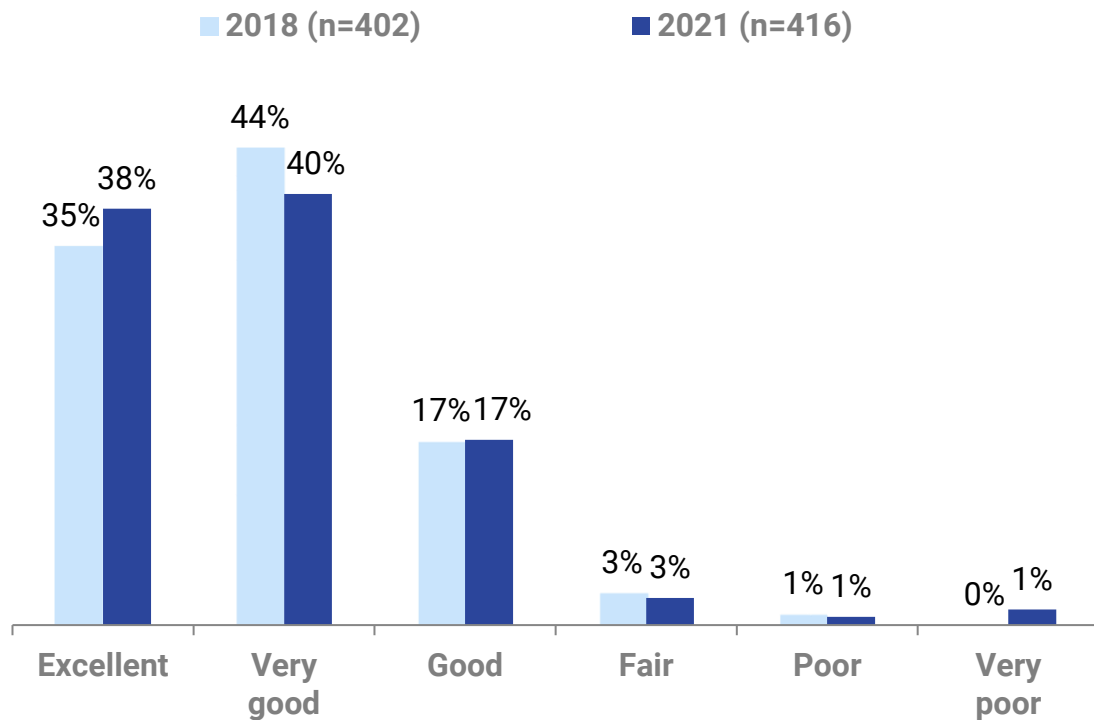
Respondents were then asked to rate their overall quality of life, using a six-point prompted scale from excellent to very poor. The results are shown in Figure 5, next page:



### 3. OVERALL QUALITY OF LIFE



Figure 5: Overall quality of life (2018 and 2021)



Q2: Overall, how would you rate the quality of life you have in the Bathurst region? (n=416)

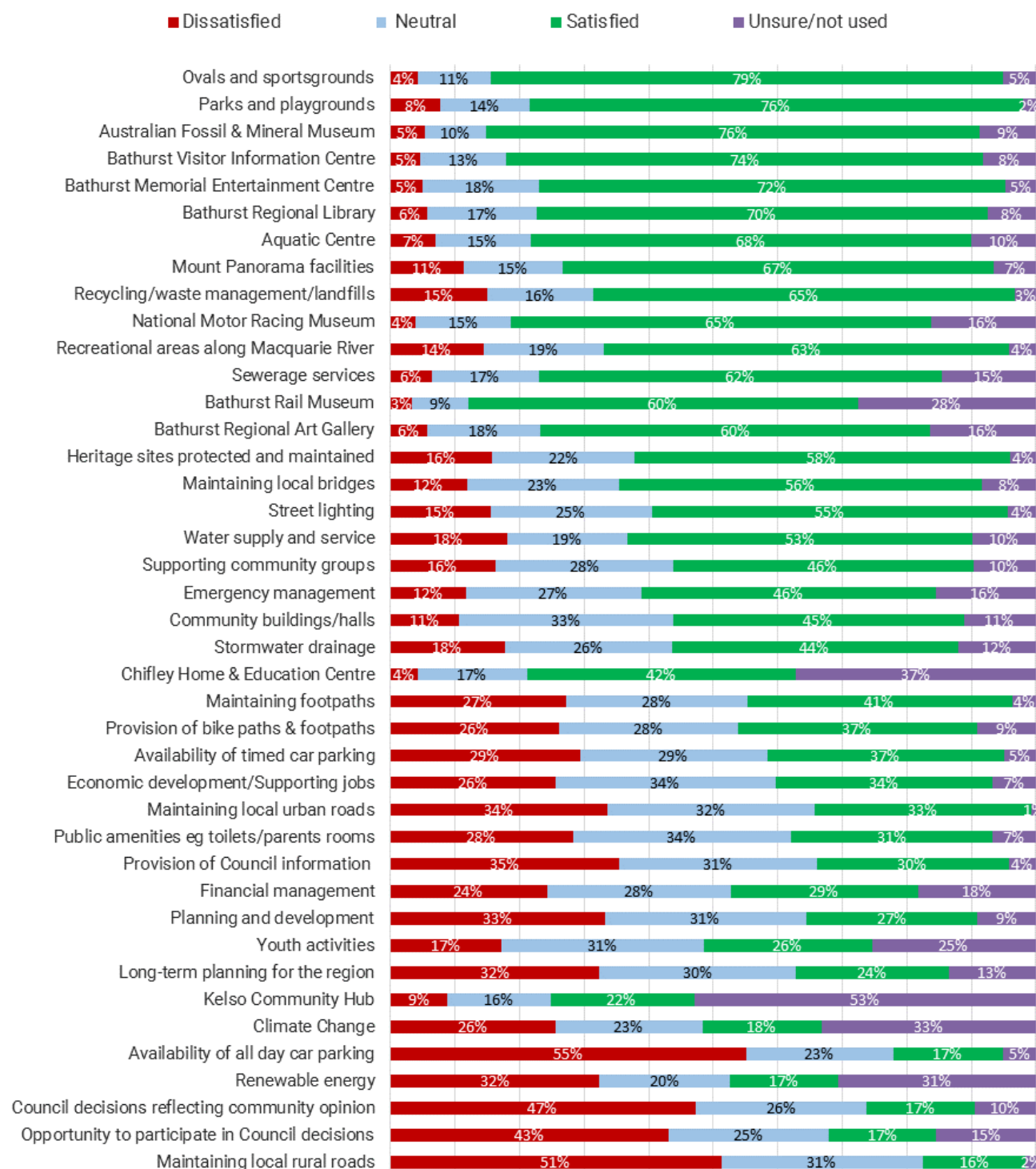
Findings were extremely similar in this latest survey, with 78% of respondents claiming their quality of life to be excellent or very good – against 79% in 2018. Likewise only 2% of residents said their quality of life was poor or very poor, against 1% in 2018.

Mean quality of life was identical to 2018, at 5.08 on a 1-6 scale. There were no differences in results by age, gender, location (i.e. Bathurst vs. other) or whether the respondent owned or rented.

## 4. COMMUNITY SATISFACTION

The survey next asked residents to rate their satisfaction with selected Council facilities and services, using a 5-point satisfaction scale (where 1 = extremely dissatisfied, 3 = neutral and 5 = extremely satisfied). Responses are ranked from highest to lowest satisfaction:

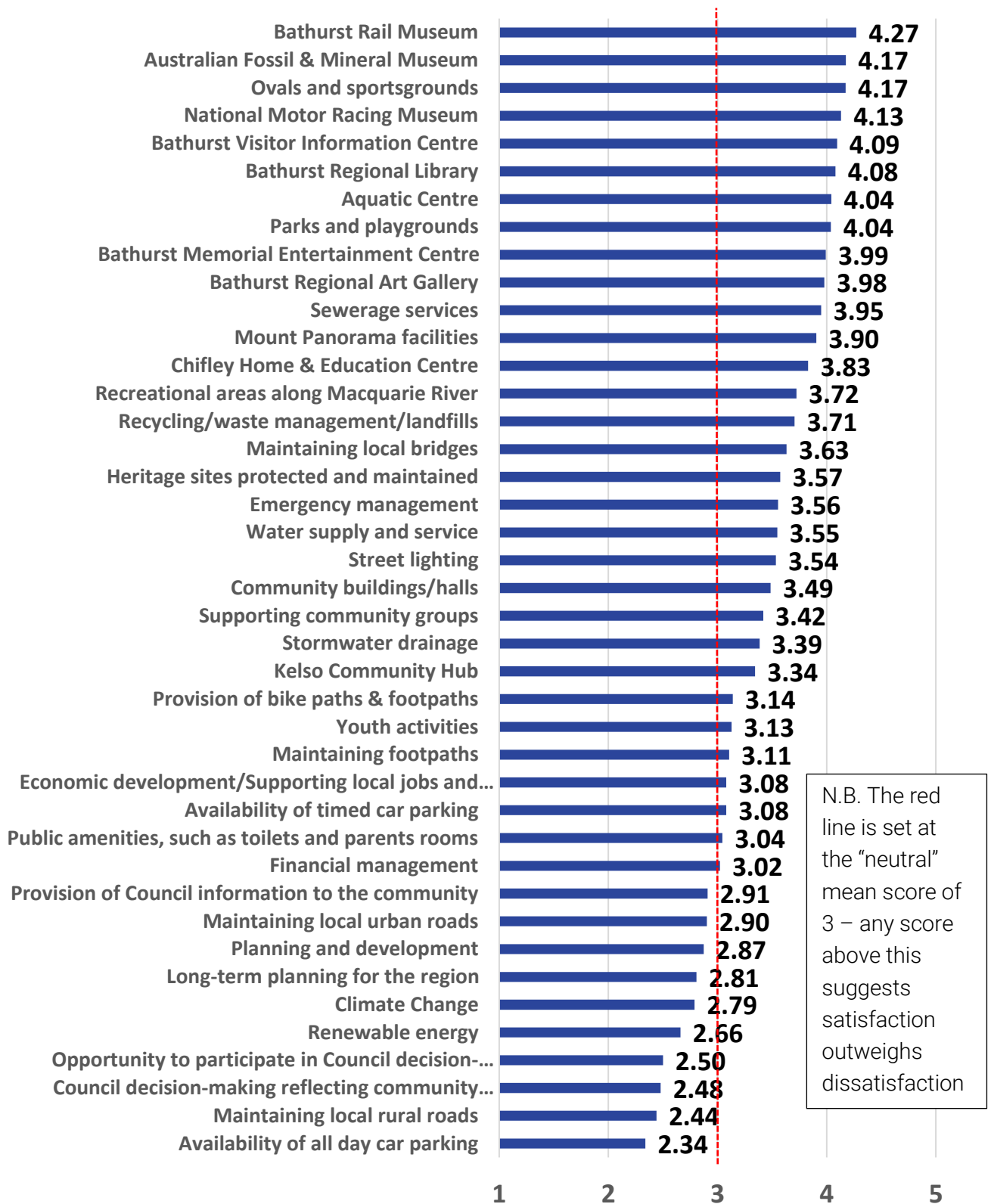
**Figure 6: Satisfaction with Council facilities and services (2021 only)**



## 4. COMMUNITY SATISFACTION



Figure 7: Mean satisfaction with Council facilities and services (2021 only)



Q3: I'm going to read out different Council facilities or services. For each one could you tell me your level of satisfaction with Council's performance or service delivery. The scale is from 1-5, where 1 is low satisfaction and 5 is high satisfaction. If you don't know just say so and we'll move onto the next one. (n=416)

## 4. COMMUNITY SATISFACTION



Table 2: Satisfaction mean scores, 2018 and 2021

Bathurst Regional Council Services	2018	2021	% difference
Ovals and sportsgrounds	3.95	4.17	6%
Parks and playgrounds	3.87	4.04	4%
Maintaining footpaths	3.04	3.11	2%
Street lighting	3.48	3.54	2%
Aquatic Centre	4.04	4.04	0%
Recreational areas along Macquarie River	3.73	3.72	0%
Recycling/waste management/landfills	3.74	3.71	-1%
Availability of timed car parking	3.11	3.08	-1%
Bathurst Visitor Information Centre	4.14	4.09	-1%
Water supply and service	3.60	3.55	-1%
Australian Fossil & Mineral Museum	4.27	4.17	-2%
Mount Panorama facilities	4.00	3.90	-2%
Provision of bike paths & footpaths	3.22	3.14	-2%
Supporting community groups	3.52	3.42	-3%
Sewerage services	4.09	3.95	-3%
Chifley Home & Education Centre	3.97	3.83	-3%
National Motor Racing Museum	4.30	4.13	-4%
Bathurst Memorial Entertainment Centre	4.16	3.99	-4%
Maintaining local bridges	3.79	3.63	-4%
Bathurst Regional Art Gallery	4.15	3.98	-4%
Bathurst Regional Library	4.26	4.08	-4%
Public amenities, such as toilets and parents rooms	3.19	3.04	-4%
Stormwater drainage	3.59	3.39	-6%
Maintaining local urban roads	3.09	2.90	-6%
Community buildings/halls	3.72	3.49	-6%
Heritage sites protected and maintained	3.83	3.57	-7%
Renewable energy	2.89	2.66	-8%
Provision of Council information to the community	3.18	2.91	-9%
Economic development/Supporting local jobs and businesses	3.38	3.08	-9%
Youth activities	3.44	3.13	-9%
Climate Change	3.10	2.79	-10%
Emergency management	3.97	3.56	-10%
Long-term planning for the region	3.15	2.81	-11%
Maintaining local rural roads	2.74	2.44	-11%
Availability of all day car parking	2.63	2.34	-11%
Financial management	3.44	3.02	-12%
Planning and development	3.29	2.87	-13%
Council decision-making reflecting community opinion	2.86	2.48	-13%
Opportunity to participate in Council decision-making	2.91	2.50	-14%
Bathurst Rail Museum	N/A	4.27	N/A
Kelso Community Hub	N/A	3.34	N/A



## 4. COMMUNITY SATISFACTION



Figures 6 and 7 suggests high community satisfaction with local recreational and cultural facilities. Ovals and sportsgrounds, parks and playgrounds, and local museums, information centres and entertainment facilities all ranked highly, as did waste, recycling and sewage services.

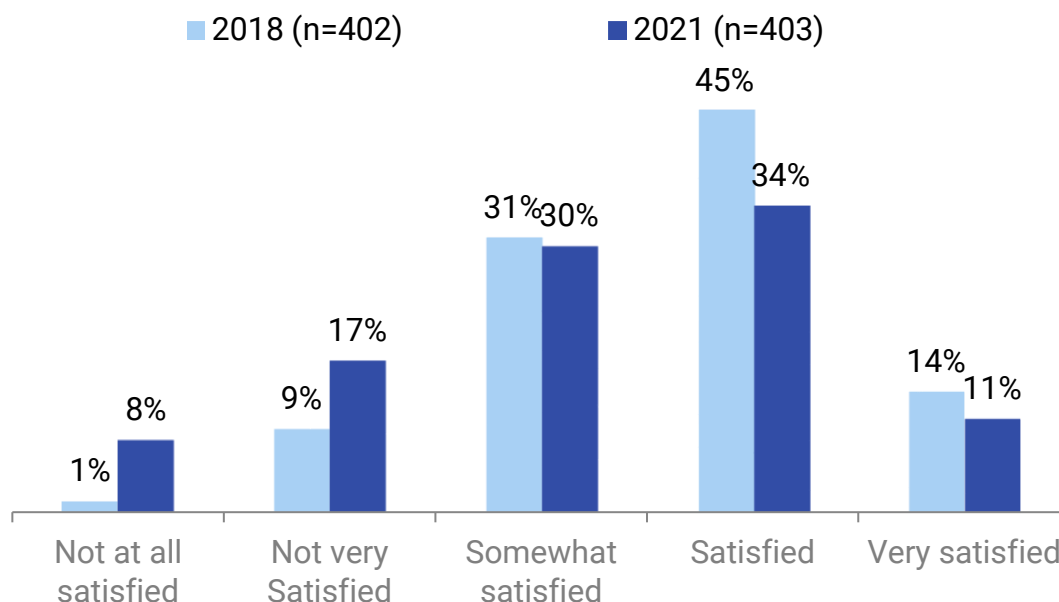
Those services encountering lower satisfaction scores included (response to) climate change, availability of all day parking, renewable energy, Council decision-making reflecting community opinion, opportunity to participate in Council decision-making, and maintaining local roads – all of which saw less than 20% of respondents satisfied.

Mean (i.e. average) satisfaction scores tell a similar story. However in this case local rural roads and availability of all day parking were the poorest-ranked services.

Scores were relatively consistent by age, gender, location and home ownership status.

Table 2 shows how satisfaction mean scores (on a 1-5 scale) have changed since 2018. (Those showing a statistically significant increase are highlighted in blue, and those showing a significantly significant decrease shown in red.) This indicates that only one facility or services – ovals and sportsgrounds – has shown increased satisfaction survey-to-survey. Meanwhile 15 have fallen in satisfaction – from community halls and heritage sites to climate change, emergency management, maintaining local roads and financial management.

**Figure 8: Overall satisfaction with Council (2018 and 2021)**



**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? (n=403)**

Overall satisfaction also fell in this latest survey, with 75% somewhat satisfied or higher (against 90% in 2018). Likewise the proportion of those not at all satisfied or not very satisfied rose from 10% to 25%.

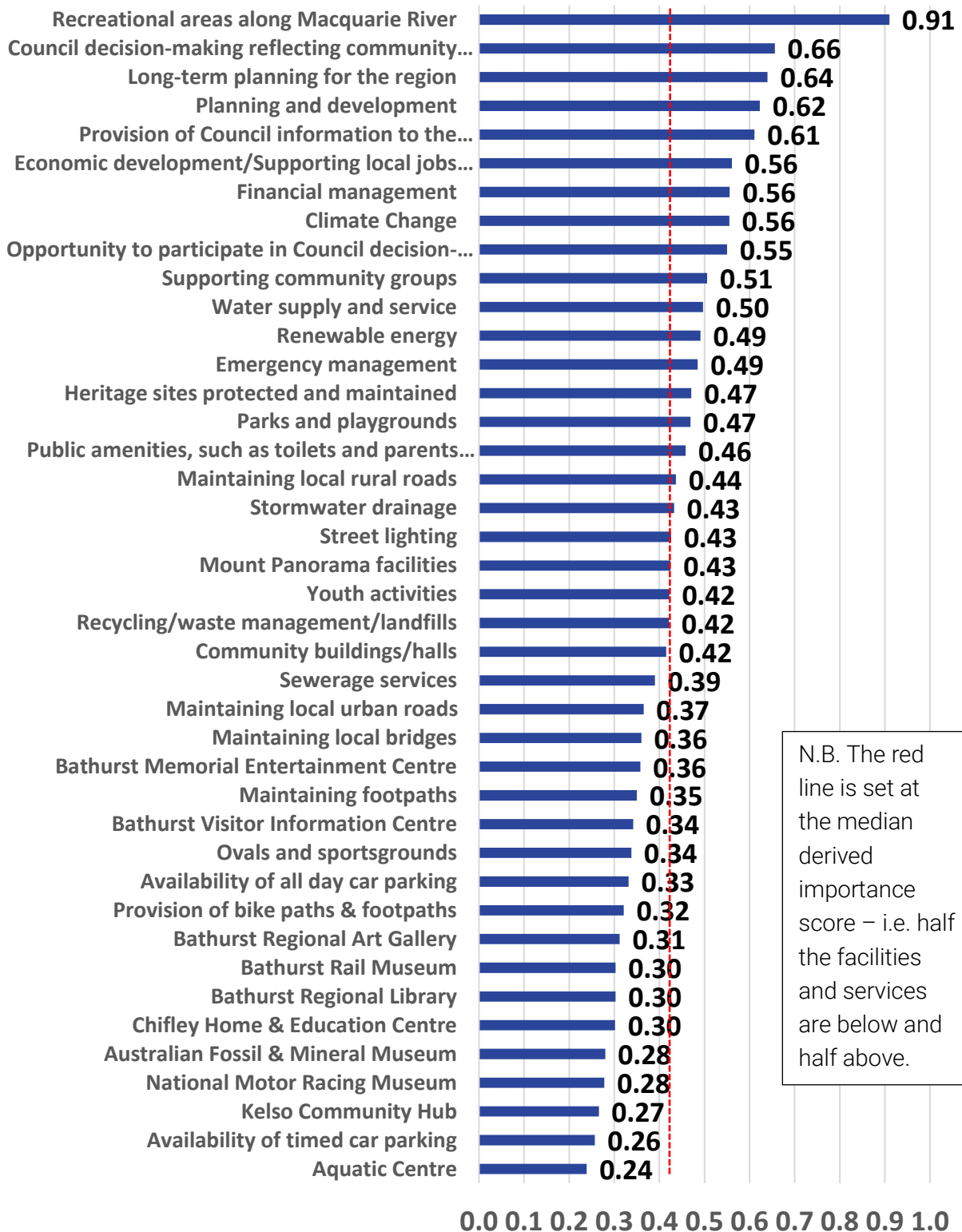
Results were consistent by age, gender, location and home ownership status.

## 4. COMMUNITY SATISFACTION



Figure 9 (below) shows derived importance for Council facilities and services – essentially a correlation between the individual facilities and services, and overall satisfaction with Council. (Or put another way: the higher the correlation, the more likely this facility or service is to influence a resident's overall satisfaction score.)

**Figure 9: Derived importance scores for Council facilities and services (2021 only)**



## 4. COMMUNITY SATISFACTION

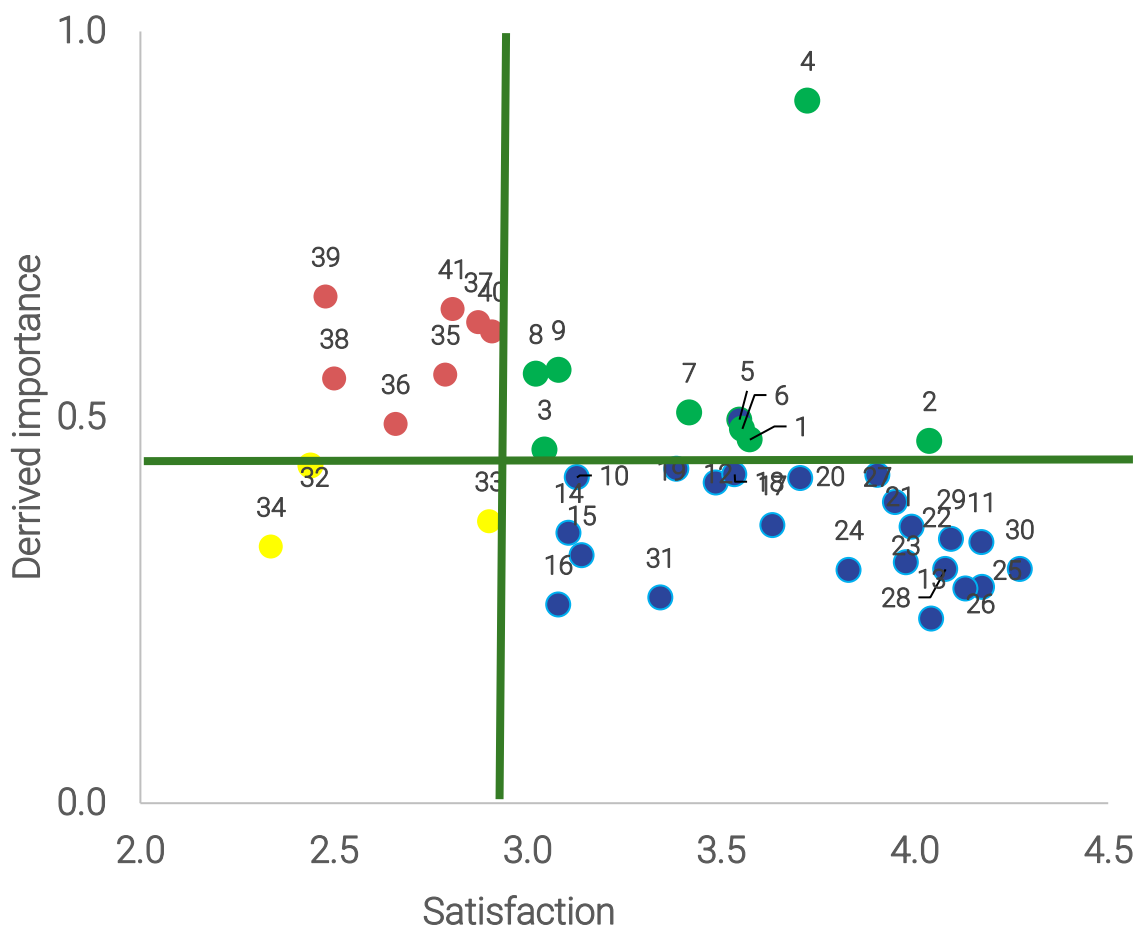


This suggests that the state of recreational facilities along the Macquarie River is likely to have a huge influence on overall satisfaction (with an unusually high correlation of 91%, or 0.91 on a 0-1 scale). Other key influences include Council decision-making reflecting community opinion, long-term planning for the region, planning and development, provision of Council information to the community, economic development/supporting local jobs and businesses, and financial management.

Conversely, the most criticised service - availability of timed parking - appears to have little relationship to overall satisfaction scores. This perhaps suggests low levels of expectation that Council can satisfactorily address the timed parking issue.

Figure 10 and Table 3, below and next page, show how satisfaction and derived importance are aligned:

**Figure 10: Satisfaction/importance matrix**



## 4. COMMUNITY SATISFACTION



**Table 3: Satisfaction/Importance Quadrant**

PRIORITIES FOR COUNCIL	STRENGTHS TO MAINTAIN
35 Climate Change 36 Renewable energy 37 Planning and development 38 Opportunity to participate in Council decision-making 39 Council decision-making reflecting community opinion 40 Provision of Council information to the community 41 Long-term planning for the region	1 Heritage sites protected and maintained 2 Parks and playgrounds 3 Public amenities, such as toilets and parents rooms 4 Recreational areas along Macquarie River 5 Water supply and service 6 Emergency management 7 Supporting community groups 8 Financial management 9 Economic development/Supporting local jobs and businesses
SECOND ORDER ISSUES	OPPORTUNITIES
32 Maintaining local rural roads 33 Maintaining local urban roads 34 Availability of all day car parking	10 Youth activities 11 Ovals and sportsgrounds 12 Community buildings/halls 13 Aquatic Centre 14 Maintaining footpaths 15 Provision of bike paths & footpaths 16 Availability of timed car parking 17 Maintaining local bridges 18 Street lighting 19 Stormwater drainage 20 Recycling/waste management/landfills 21 Sewerage services 22 Bathurst Memorial Entertainment Centre 23 Bathurst Regional Art Gallery 24 Chifley Home & Education Centre 25 Australian Fossil & Mineral Museum 26 National Motor Racing Museum 27 Mount Panorama facilities 28 Bathurst Regional Library 29 Bathurst Visitor Information Centre 30 Bathurst Rail Museum 31 Kelso Community Hub

- The upper right quadrant (high importance and high satisfaction) represents current service strengths or '**Strengths to Maintain**'.
- The upper left quadrant (high importance but low satisfaction) denotes services where satisfaction should be improved or '**Priorities for Council**'.
- The lower left quadrant (relatively lower importance and relatively lower satisfaction) represents lower priority service dimensions or '**Second Order Issues**'.
- The lower right quadrant (relatively lower importance and high satisfaction) represent Council's '**Opportunities**'. These are services with higher satisfaction but which are not currently driving overall satisfaction. By highlighting achievements in these areas, Council may be able to increase the link between the two.

This indicates that Council requires continued focus (keeping in mind that this relates to both service delivery *and* external promotion of achievements in these areas) in reacting to climate change, renewable energy policies, planning and development, opportunities to participate in Council decision-making, Council decision-making reflecting community opinion, provision of Council information to the community, and long-term planning for the region.



## 4. COMMUNITY SATISFACTION



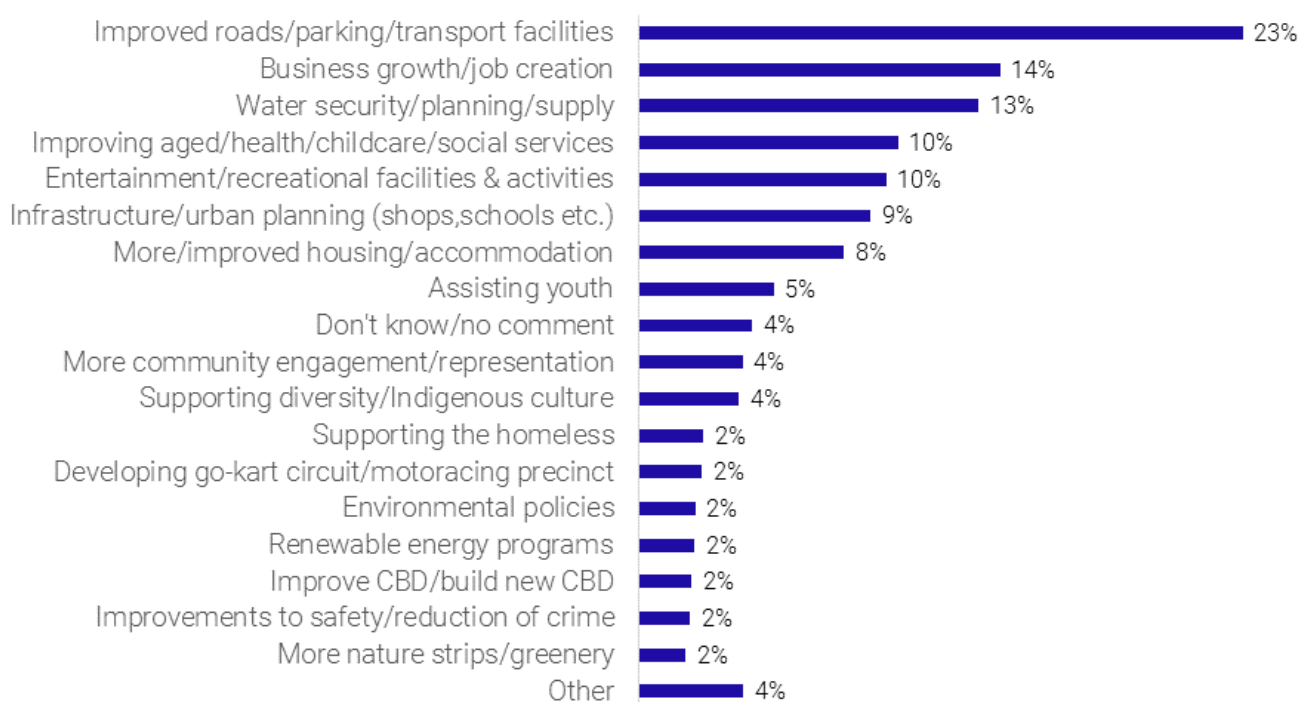
**Table 4: Mean (average) scores for five attitudinal statements (2018 and 2021)**

Satisfaction with....			
	2018	2021	% difference
<b>Council's performance as a professional organisation</b>	<b>3.62</b>	<b>3.20</b>	<b>-12%</b>
<b>Council's management of financial matters</b>	<b>3.53</b>	<b>3.12</b>	<b>-12%</b>
<b>The way in which Council responds to community concerns</b>	<b>3.19</b>	<b>2.86</b>	<b>-10%</b>
<b>The appearance of the Bathurst CBD</b>	<b>3.82</b>	<b>3.60</b>	<b>-6%</b>
<b>The overall appearance of the Bathurst region</b>	<b>4.05</b>	<b>3.90</b>	<b>-4%</b>

Q5: What score would you give the Council out of 5 for each of the following, where 1 is the worst score and 5 is the best? (n=403)

Meanwhile scores fell (from 2018 to 2021 surveys) in relation to five attitudinal statements about Council and the appearance of Bathurst CBD and the region as a whole. In the case of the first three statements shown above, this difference is regarded as statistically significant.

**Figure 11: Future Council priorities (2021 only)**



Q6: Thinking of the next ten years, what do you believe should be the highest priority issue within the Bathurst region? (n=403)

Predictably, when asked what should be the highest priorities over the next ten years, a substantial proportion of residents defaulted to roads, parking and other transport-related issues (mentioned unprompted by 23% of respondents). Business and jobs growth was also a popular theme (14%) as was water security and planning (13%), improving health services (10%) and improved entertainment and recreational options (also 10%).

(A full list of comments is supplied separately to this report.)

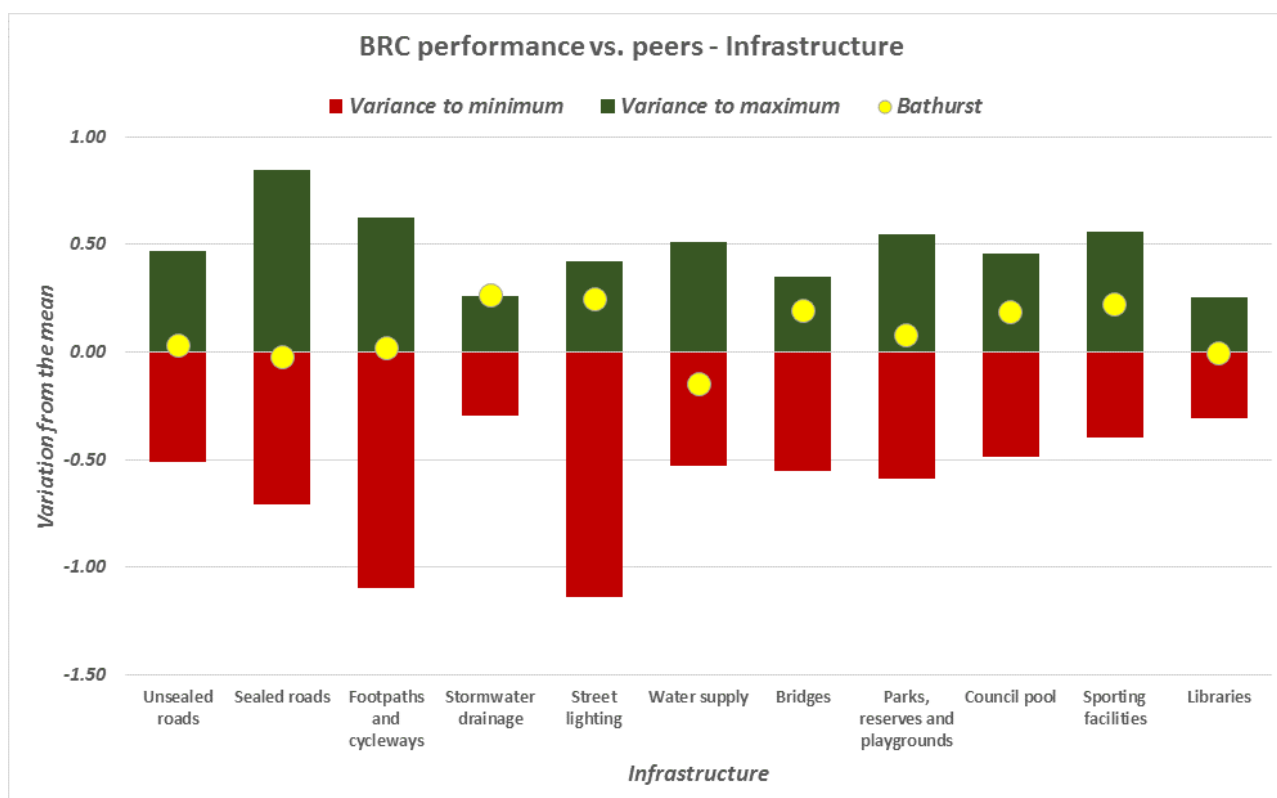
## 5. BENCHMARKS AGAINST OTHER COUNCILS



Jetty Research and its partners Taverner and IRIS Research maintain a database of satisfaction scores for over 25 NSW regional councils. Figures 12-14 show how Bathurst Regional Council satisfaction scores compared with their regional peers. In each case the length of green and red lines show the degree of variance in satisfaction scores between different councils: so for example, in Figure 12 there is a much higher variation in street lighting scores than there is for stormwater drainage.

BRC's satisfaction score is shown in yellow, relative to the overall mean for that facility or service. So for unsealed roads, the BRC mean score mirrors that of the mean for all Councils combined.

**Figure 12: BRC benchmark for infrastructure/facilities (2021 only)**

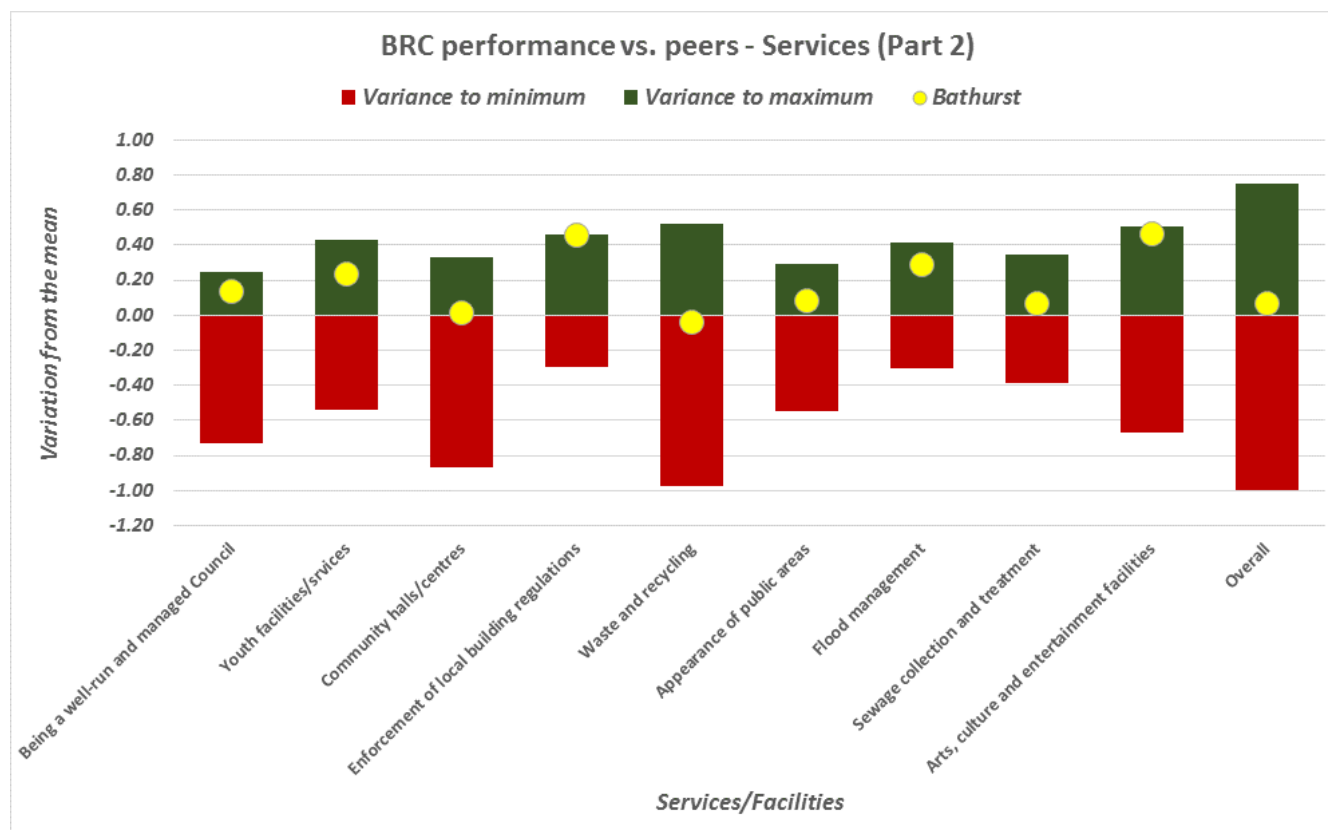
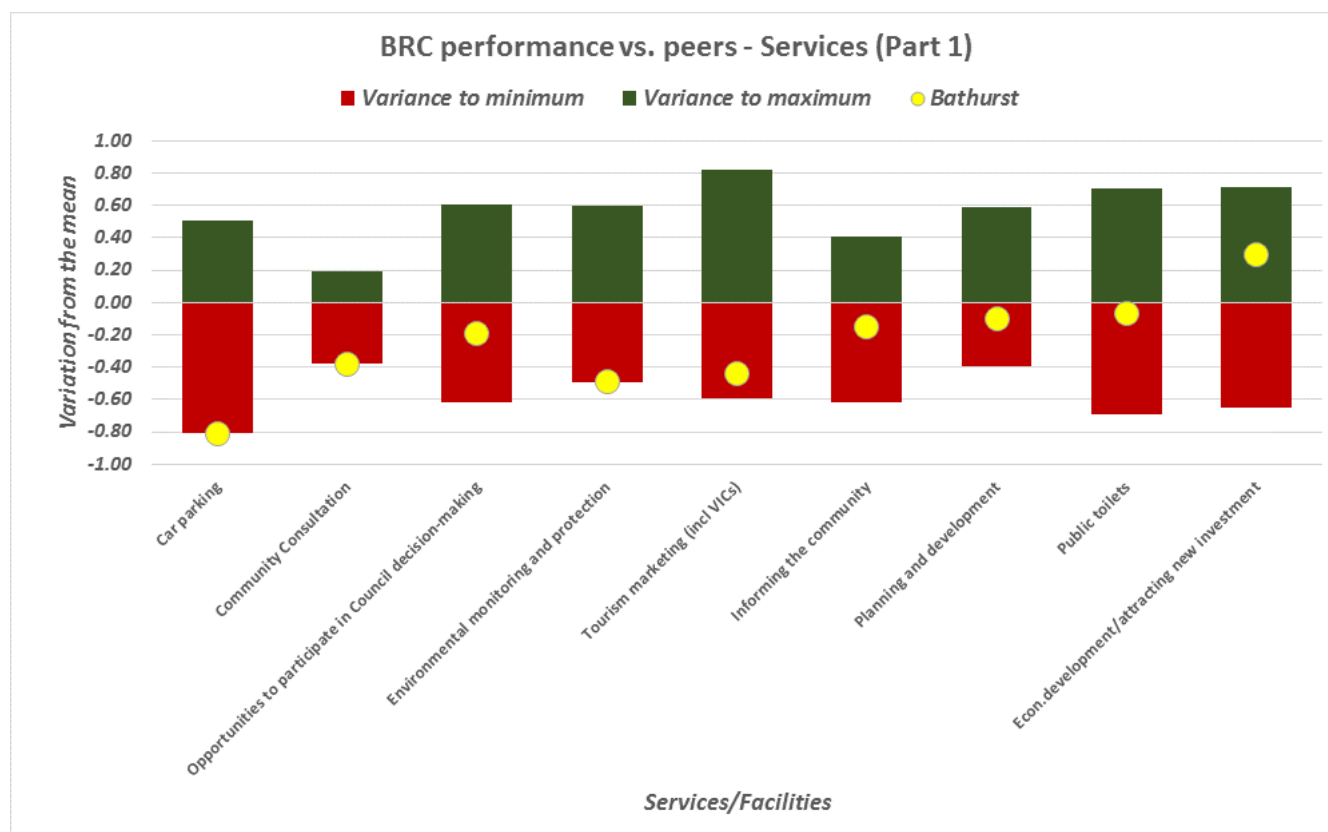


In terms of infrastructure and facilities, BRC is comparable or superior to the majority of Councils on most measures – and is “top of the class” for stormwater drainage. However it is slightly below the overall satisfaction mean for water supply.

## 5. BENCHMARKS AGAINST OTHER COUNCILS



Figures 13 and 14: BRC benchmark for services



## 5. BENCHMARKS AGAINST OTHER COUNCILS



In terms of services, BRC scores significantly better than its regional peers for enforcement of local building regulations, flood management and arts, culture and entertainment facilities.

It is slightly above other regional councils for economic development, youth facilities, and appearance of public spaces, and slightly below for opportunities to participate in Council decision-making, informing the community, and planning and development. However the car-parking rating was the lowest for all regional councils.

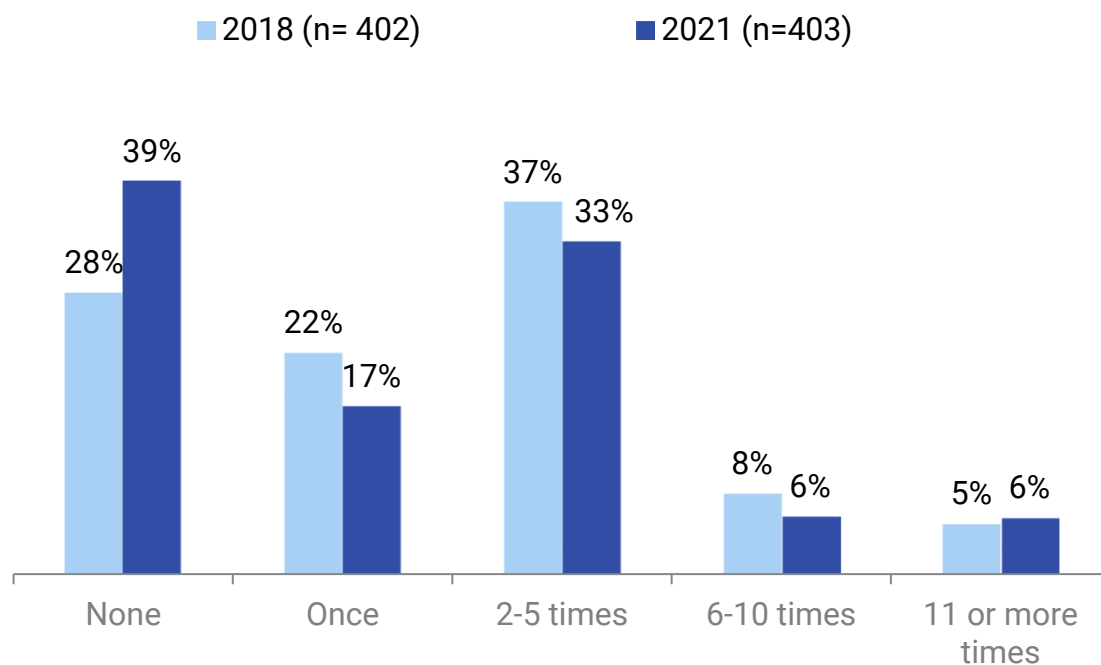
In respect to all other services, Council was at or close to “par” with its peers.

## 6. CUSTOMER SERVICE



The next few questions covered levels of customer service for specific inquiries.

**Figure 14: Frequency of customer service contact (2018 and 2021)**



Q7 Excluding paying rates, how many times have you contacted the Council in the past 12 months? (n=403)

Just over 60% of respondents had contacted Council (for a reason other than paying rates) over the previous 12 months – down on the 72% recorded in 2018. Of those contacting Council, frequencies were in line with the previous survey.

**Table 5: Mean satisfaction scores (2018 and 2021)**

Satisfaction with Council's customer service			
	2018	2021	% difference
<b>Courteous</b>	<b>4.41</b>	<b>4.30</b>	<b>-3%</b>
<b>Responsive</b>	<b>3.84</b>	<b>3.58</b>	<b>-7%</b>
<b>Helpful</b>	<b>4.23</b>	<b>3.94</b>	<b>-7%</b>
<b>Knowledgeable</b>	<b>4.13</b>	<b>3.75</b>	<b>-9%</b>

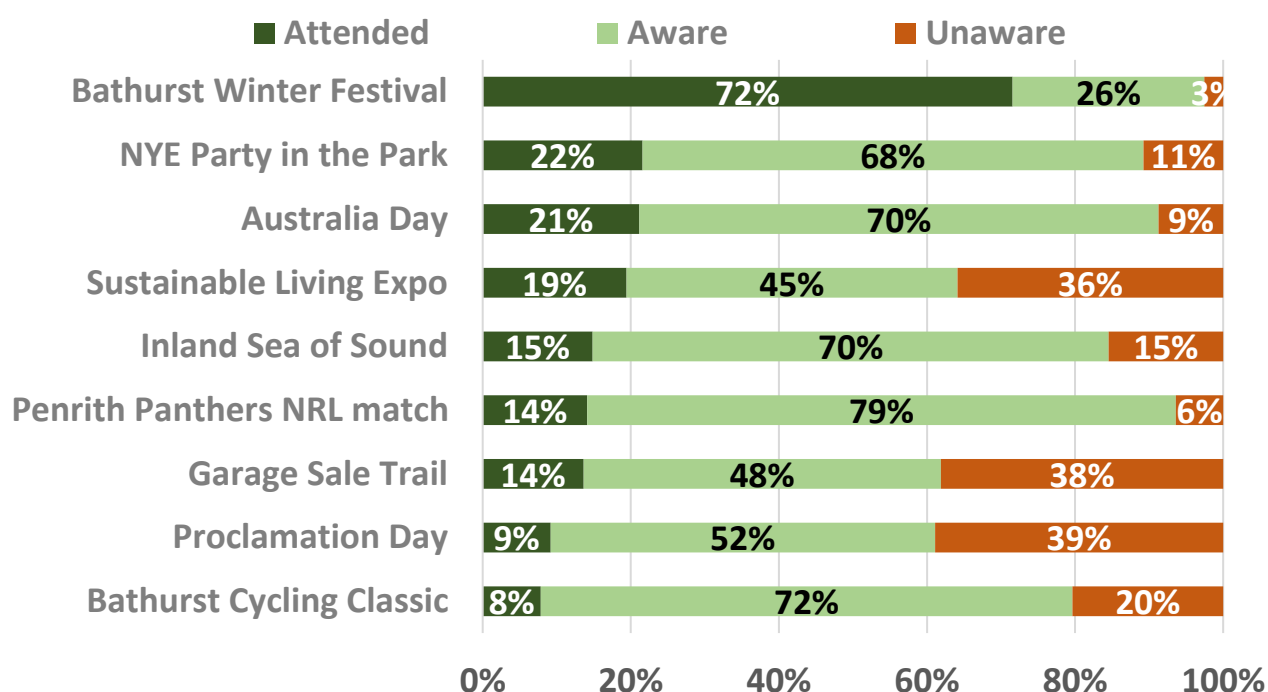
Q8: Please rate your satisfaction with customer service at Council on the following, using a 1-5 scale, where 1 is not at all satisfied and 5 is very satisfied (n=403)

Mean satisfaction scores were broadly consistent with 2018 results. The exception was "Knowledgeable", which was down 9% survey-to-survey.

## 7. EVENTS

Council was also keen to understand awareness of, and attitudes towards a range of Council-organised or sponsored events.

**Figure 15: Awareness and attendance at Council-assisted events (2021 only)**



Q9 Which, if any, of the following Council events are you aware of or have attended in the last 2 years? Please answer "Attended", "aware" or "unaware" as I read each one (n=403)

This indicates extremely high attendance at the Bathurst Winter Festival, and high awareness of most events (with even the least recalled events such as Garage Sale Trail and Proclamation Day enjoying 60+ per cent attendance and/or awareness).

**Table 6: Changes in awareness and attendance of events between 2018 and 2021**

Event	2018			2021			% change from 2018		
	Attended	Aware	Total	Attended	Aware	Total	Attended	Aware	Total
Australia Day	50%	45%	95%	21%	70%	91%	-29%	25%	-4%
Bathurst Winter Festival	79%	19%	98%	72%	26%	97%	-7%	7%	-1%
Proclamation Day	23%	37%	60%	9%	52%	61%	-14%	15%	1%
NYE Party in the Park	44%	40%	84%	22%	68%	89%	-22%	28%	5%
Sustainable Living Expo	21%	35%	56%	19%	45%	64%	-2%	10%	8%
Inland Sea of Sound	11%	60%	71%	15%	70%	85%	4%	10%	14%
Penrith Panthers NRL match	24%	54%	78%	14%	79%	94%	-10%	25%	16%
Bathurst Cycling Classic	13%	50%	63%	8%	72%	80%	-5%	22%	17%
Garage Sale Trail	N/A	N/A	N/A	14%	48%	62%	N/A	N/A	N/A

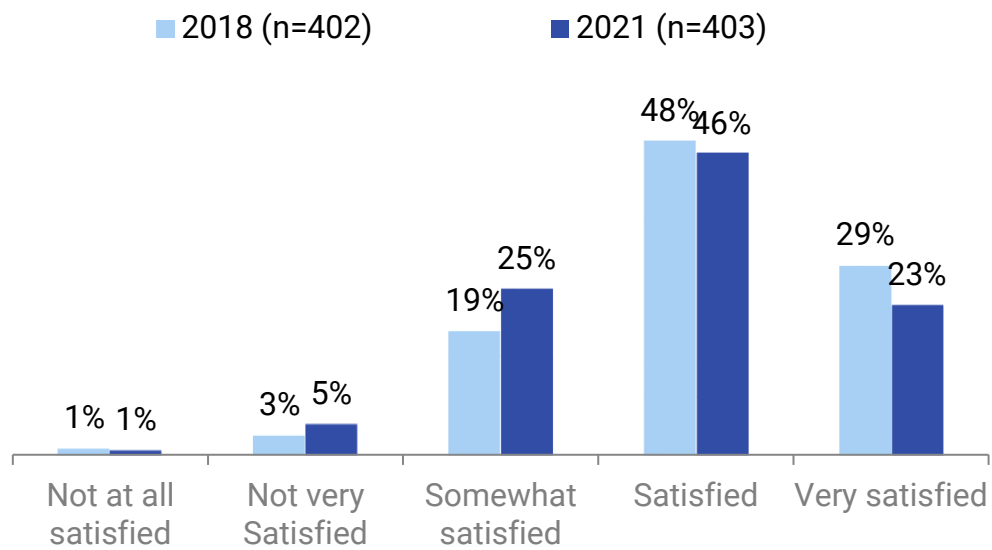
Pleasingly, awareness of ALL events has risen since the 2018 survey – in some cases by more than 20%. While attendance at some events has fallen, this may be at least partially COVID-related.



## 7. EVENTS



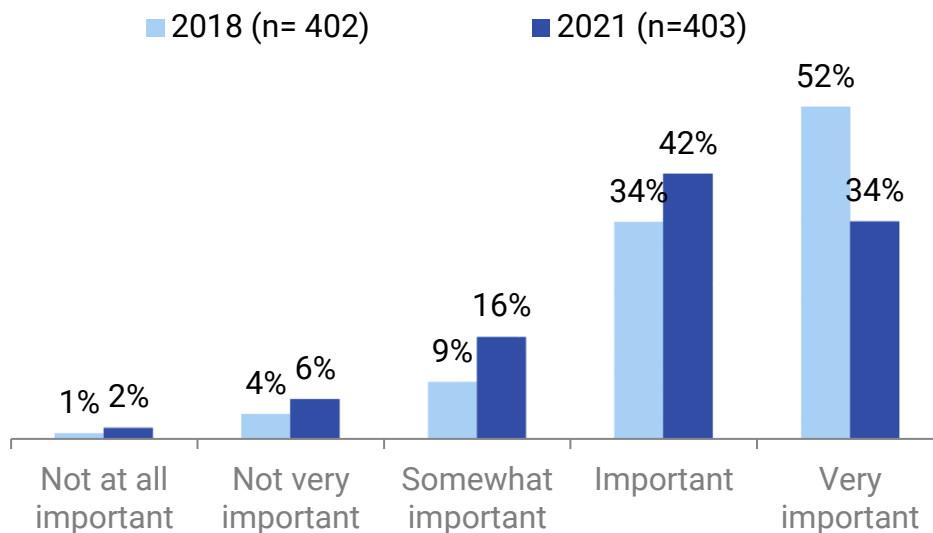
**Figure 16: Satisfaction with events run by Council (2018 and 2021)**



Q10 How satisfied are you with the range of events run by Council? (n=403)

Satisfaction with Council-run events remained high in this latest, with 94% somewhat to very satisfied, against just 6% dissatisfied. The proportion of residents' satisfied or very satisfied fell 8% in this latest survey.

**Figure 17: Importance of Council staging events in CBD (2018 and 2021)**



Q11 How important is it that Council stages events in the CBD/Town Square precinct? (n=403)

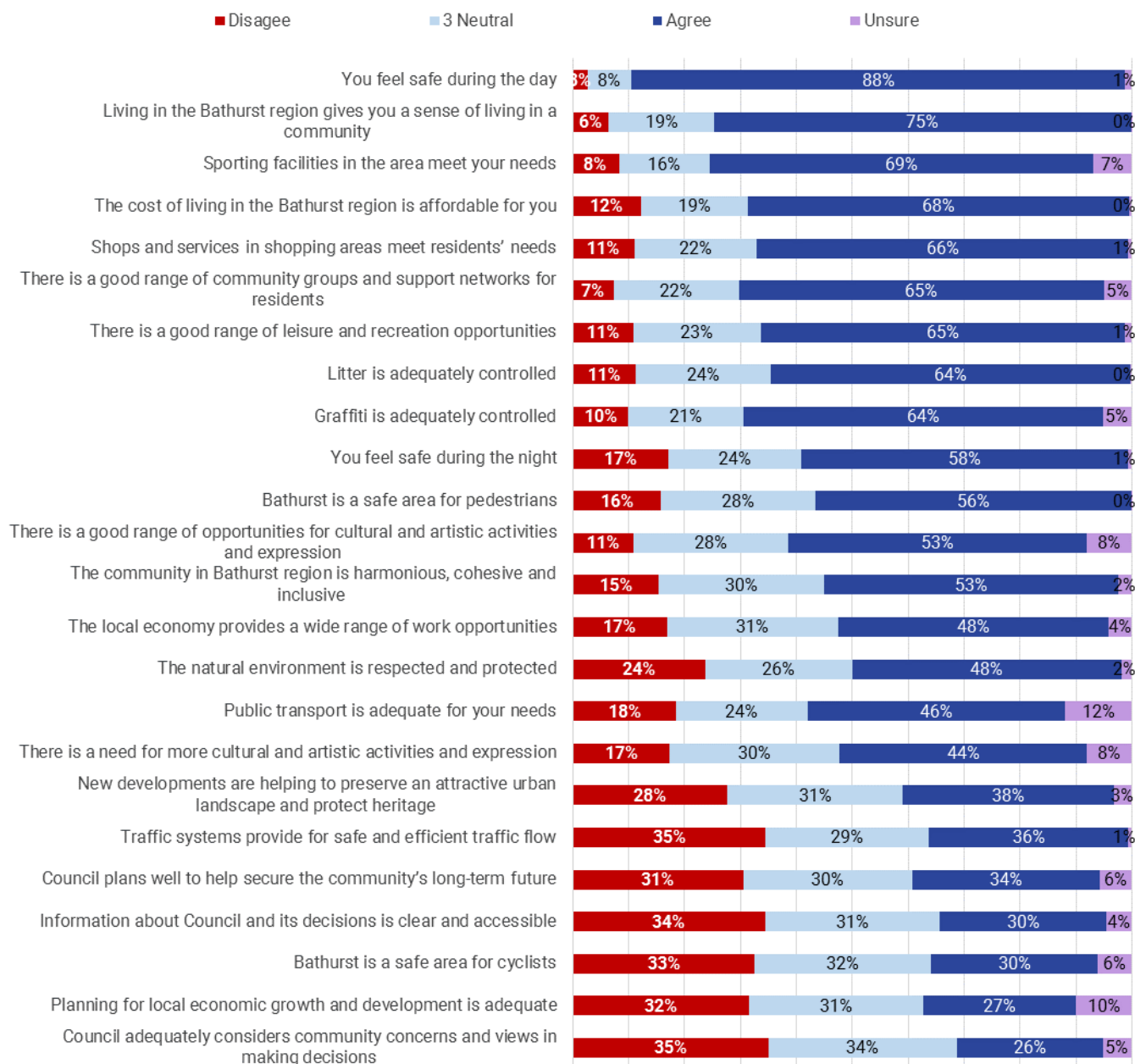
There was also a sharp decline in the proportion of respondents believing that it was "very important" for Council to stage CBD/Town Square events (from 52% in 2018 to 34% in 2021). This may be due to COVID making such events less commonplace (and hence expected). That said, 92% still believed it was somewhat or more important for Council to stage such events.

## 8. COMMUNITY ATTITUDES



The survey concluded with respondents asked a series of agree/disagree questions (again using a 1-5 Likert scale) around a series of community-based statements. In Figure 19, they are ranked from highest to lowest agreement, while in Table 7 (next page), the mean agreement scores for 2018 and 2021 are compared.

**Figure 18: Community attitudes to a series of statements (2021 only)**



Q12: For each of these could you please indicate your level of agreement with each statement? The scale is from 1 to 5, where 1 is strongly disagree and 5 is strongly agree. (n=418)

## 8. COMMUNITY ATTITUDES



Table 7: Community attitudes to a series of statements (2018 and 2021)

Statement	2018 (n=403)	2021 (n=418)	% change
There is a need for more cultural and artistic activities and expression	3.31	3.42	3%
Graffiti is adequately controlled	3.69	3.79	3%
The cost of living in the Bathurst region is affordable for you	3.86	3.81	-1%
You feel safe during the day	4.50	4.43	-1%
Sporting facilities in the area meet your needs	4.10	4.02	-2%
Litter is adequately controlled	3.80	3.72	-2%
Bathurst is a safe area for pedestrians	3.61	3.52	-3%
Living in the Bathurst region gives you a sense of living in a community	4.19	4.04	-4%
There is a good range of leisure and recreation opportunities	3.91	3.76	-4%
Public transport is adequate for your needs	3.57	3.44	-4%
The local economy provides a wide range of work opportunities	3.60	3.46	-4%
There is a good range of community groups and support networks for residents	4.06	3.88	-4%
You feel safe during the night	3.79	3.62	-5%
Shops and services in shopping areas meet residents' needs	4.02	3.79	-6%
There is a good range of opportunities for cultural and artistic activities and expression	3.91	3.65	-6%
The community in Bathurst region is harmonious, cohesive and inclusive	3.74	3.48	-7%
Bathurst is a safe area for cyclists	3.21	2.97	-7%
New developments are helping to preserve an attractive urban landscape and protect heritage	3.45	3.13	-9%
Information about Council and its decisions is clear and accessible	3.32	2.93	-12%
The natural environment is respected and protected	3.79	3.31	-13%
Traffic systems provide for safe and efficient traffic flow	3.44	3.00	-13%
Council adequately considers community concerns and views in making decisions	3.26	2.84	-13%
Council plans well to help secure the community's long-term future	3.56	3.03	-15%
Planning for local economic growth and development is adequate	3.48	2.94	-15%

In 2021, there was extremely strong agreement to statements such as "You feel safe during the day:" (88% agreement), "Living in the Bathurst region gives you a sense of living in a community" (75%), "Sporting facilities in the area meet your needs" (69%) and "The cost of living in the Bathurst region is affordable to you" (68%).

However at the other end of the scale there was little agreement to statements such as "Council adequately considers community concerns and views in making decisions (26%), "Planning for local economic growth and development is adequate (27%). "Information about Council and its decisions are clear and accessible (30%) and "Bathurst is a safe area for cyclists" (also 30%).

As shown in Table 7, agreement scores have generally trended downwards since 2018. In most instances the differences are small. However in nine cases (highlighted red) the change is statistically significant, suggesting that they are unlikely to have been caused by chance alone.

## 9. APPENDIX 1: QUESTIONNAIRE

Ask all, single choice

**S1 Good afternoon/evening, my name is (name) and I'm calling from Jetty Research on behalf of Bathurst Regional Council. Council is conducting a satisfaction survey of its residents, and you've been chosen at random to take part. The survey should take no longer than 15 minutes, all responses are confidential, and there is no selling involved. Would you be willing to assist Council by answering a few questions this afternoon/evening?**

Yes

No

If no, try to arrange callback. Otherwise see if there is someone else in the household willing to assist. If not, thank and terminate.

**S2 (If S1=1) Thanks so much. Can I just confirm you live in the Bathurst Regional Council area?**

1. Yes

2. No      Thank and terminate

Ask all, single choice

**S3 What suburb or village do you live in or nearest to?**

(Unprompted – if none of these, ask which other town or village they live nearby. If still none of these, 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
17. Robin Hill
18. Rockley
19. Sofala
20. Sunny Corner
21. Trunkey Creek
22. Wattle Flat
23. White Rock
24. Windradyne
25. Yetholme
26. None of these (Thank and terminate)

## 9. APPENDIX 1: QUESTIONNAIRE



Ask all, single choice

**S4 And do you or an immediate family member work for Bathurst Regional Council?**

(This includes Councillors. Immediate family is anyone living in the same household)

1. Yes **Thank and terminate**
2. No

Ask all, single choice

**D1 Into which of the following age ranges would you fall? (Prompted)**

1. Under 18
2. 18-34
3. 35-49
4. 50-64
5. 65 or over

**D2 Gender (don't ask)**

1. Male
2. Female

Ask all

**D3 And could I just have your first name for the survey please?**

Ask all

**Q1 Thanks so much (name). To kick things off, can you briefly tell me what you value most about living in the Bathurst region? (open answer)**

Ask all, single choice

**Q2 Overall, how would you rate the quality of life you have living in the Bathurst region? (Prompted)**

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

Ask all, single choice per line

**Q3 In this next section I'm going to read out different Council facilities or services. For each one could you tell me your level of satisfaction with Council's performance or service delivery. The scale is from 1-5, where 1 is low satisfaction and 5 is high satisfaction. If you don't know just say so and we'll move onto the next one. So firstly, on a scale of 1-5, how would you rate your satisfaction with Council's performance in relation to...**

(1-5scale for each. Plus 666 = unsure)

01. Youth activities
02. Heritage sites protected and maintained
03. Parks and playgrounds
04. Ovals and sportsgrounds
05. Community buildings/halls
06. Aquatic Centre
07. Public amenities, such as toilets and parents rooms

## 9. APPENDIX 1: QUESTIONNAIRE



08. Maintaining local rural roads
09. Maintaining local urban roads
10. Maintaining footpaths
11. Provision of bike paths & footpaths
12. Availability of all day car parking
13. Availability of timed car parking
14. Maintaining local bridges
15. Street lighting
16. Recreational areas along Macquarie River
17. Water supply and service
18. Stormwater drainage
19. Recycling/waste management/landfills
20. Sewerage services
21. Climate Change
22. Renewable energy
23. Emergency management
24. Economic development/Supporting local jobs and businesses
25. Planning and development
26. Opportunity to participate in Council decision-making
27. Council decision-making reflecting community opinion
28. Provision of Council information to the community
29. Long-term planning for the region
30. Supporting community groups
31. Financial management
32. Bathurst Regional Art Gallery
33. Chifley Home & Education Centre
34. Bathurst Memorial Entertainment Centre
35. Australian Fossil & Mineral Museum
36. National Motor Racing Museum
37. Mount Panorama facilities
38. Bathurst Regional Library
39. Bathurst Visitor Information Centre
40. Bathurst Rail Museum
41. Kelso Community Hub

Ask all, single choice

**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? (Prompted)**

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



## 9. APPENDIX 1: QUESTIONNAIRE



Ask all, single choice per line

**Q5 What score would you give the Council out of 5 for each of the following, where 1 is the worst score and 5 is the best?**

**(5-point scale for each: 1 = “worst” and 5 = “best”, plus 666=Unsure)**

- A. Its performance as a professional organisation
- B. Its management of financial matters
- C. The way in which it responds to community concerns
- D. The overall appearance of the Bathurst region
- E. The appearance of the Bathurst CBD

Ask all

**Q6 Thinking of the next ten years, what do you believe should be the highest priority issue within the Bathurst region? (open answer)**

Ask all, single choice

**Q7 Excluding paying rates, how many times have you contacted the Council in the past 12 months? (DO NOT AID)**

- 1. None Skip to Q9
- 2. Once
- 3. 2-5 times
- 4. 6-10 times
- 5. 11 or more times

Ask all (except where Q7=1), single choice per line

**Q8 (D3) Please rate your satisfaction with customer service at Council on the following. We'll again use a 1-5 scale, where 1 is not at all satisfied and 5 is very satisfied**

**(5-point scale for each, plus 666=Unsure))**

- A. Courteous
- B. Helpful
- C. Knowledgeable
- D. Responsive

Ask all, single choice per line

**Q9 Which, if any, of the following Council events are you aware of or have attended in the last 2 years?**

**Please answer “Attended”, “aware” or “unaware” as I read each one.**

**(Matrix, single response per line, options are “attended”, “aware”, “unaware”)**

- A. Bathurst Winter Festival
- B. Penrith Panthers NRL match
- C. Bathurst Cycling Classic
- D. NYE Party in the Park
- E. Garage Sale Trail
- F. Sustainable Living Expo
- G. Inland Sea of Sound
- H. Proclamation Day
- I. Australia Day

## 9. APPENDIX 1: QUESTIONNAIRE



Ask all, single choice

**Q10 How satisfied are you with the range of events run by Council? (Prompted)**

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

Ask all, single choice

**Q11 How important is it that Council stages events in the CBD/Town Square precinct? (Prompted)**

1. Not at all important
2. Not very important
3. Somewhat important
4. Important
5. Very important

Ask all, single choice per line

**Q12 (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 from 1 to 5, where 1 is strongly disagree and 5 is strongly agree. I can't put comments in this section, so if you could please give numbers when prompted we can get through this section quickly.**

(1-5 scale for each. Plus 666 = unsure)

- A. Public transport is adequate for your needs
- B. Bathurst is a safe area for pedestrians
- C. Bathurst is a safe area for cyclists
- D. Traffic systems provide for safe and efficient traffic flow
- E. You feel safe during the day
- F. You feel safe during the night
- G. Graffiti is adequately controlled
- H. Shops and services in shopping areas meet residents' needs
- I. New developments are helping to preserve an attractive urban landscape and protect heritage
- J. The natural environment is respected and protected
- K. Litter is adequately controlled
- L. There is a good range of leisure and recreation opportunities
- M. Sporting facilities in the area meet your needs
- N. Living in the Bathurst region gives you a sense of living in a community
- O. There is a good range of community groups and support networks for residents
- P. The cost of living in the Bathurst region is affordable for you
- Q. The community in Bathurst region is harmonious, cohesive and inclusive
- R. There is a good range of opportunities for cultural and artistic activities and expression
- S. There is a need for more cultural and artistic activities and expression
- T. Council adequately considers community concerns and views in making decisions
- U. Information about Council and its decisions is clear and accessible
- V. Council plans well to help secure the community's long-term future
- W. Planning for local economic growth and development is adequate
- X. The local economy provides a wide range of work opportunities

## 9. APPENDIX 1: QUESTIONNAIRE



Ask all, single choice

**D4. And finally (name), do you own or rent the home you are currently living in?**

1. Own
2. Rent
3. Other

**Q13 Thanks so much (D3), that's the end of the survey. Bathurst Regional Council greatly appreciates your feedback today. Did you have any questions?**

(ISO and conclude)

## 9. APPENDIX 1: QUESTIONNAIRE



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## 10. APPENDIX 2: 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).

## 10. APPENDIX 2: DETAILED FINDINGS



Theme		Measurement	Total	Gender		Age			Location	
				Male	Female	18-49	50-64	65+	Bathurst	Other
Quality of life	Overall		5.08	5.09	5.08	4.99	5.19	5.17	5.15	4.98
Council services	Youth activities		3.27	3.11	3.14	2.96	3.17	3.56	3.11	3.15
	Heritage sites protected and maintained		3.68	3.53	3.62	3.60	3.59	3.49	3.61	3.52
	Parks and playgrounds		3.96	4.07	4.01	3.98	4.12	4.08	4.02	4.07
	Ovals and sportsgrounds		4.08	4.20	4.14	4.11	4.19	4.31	4.14	4.23
	Community buildings/halls		3.59	3.39	3.58	3.40	3.55	3.62	3.54	3.40
	Aquatic Centre		4.04	4.00	4.08	3.97	4.01	4.25	4.06	4.01
	Public amenities, such as toilets and parents rooms		3.11	3.00	3.09	2.97	3.04	3.24	3.06	3.02
	Maintaining local rural roads		2.59	2.36	2.52	2.29	2.49	2.76	2.55	2.27
	Maintaining local urban roads		2.99	2.87	2.94	2.81	2.94	3.09	2.93	2.85
	Maintaining footpaths		3.07	3.23	2.99	3.25	2.99	2.88	3.07	3.17
	Provision of bike paths & footpaths		3.17	3.23	3.06	3.16	3.08	3.15	3.18	3.07
	Availability of all day car parking		2.47	2.50	2.18	2.29	2.35	2.46	2.33	2.35
	Availability of timed car parking		3.09	2.98	3.17	3.14	2.97	3.06	3.15	2.96
	Maintaining local bridges		3.71	3.53	3.74	3.76	3.51	3.42	3.75	3.45
	Street lighting		3.51	3.58	3.49	3.53	3.48	3.62	3.54	3.52
	Recreational areas along Macquarie River		3.73	3.64	3.80	3.59	3.87	3.88	3.72	3.73
	Water supply and service		3.57	3.62	3.47	3.55	3.58	3.51	3.61	3.43
	Stormwater drainage		3.48	3.39	3.38	3.41	3.38	3.33	3.55	3.11
	Recycling/waste management/landfills		3.72	3.72	3.69	3.70	3.72	3.67	3.85	3.46
	Sewerage services		4.02	3.97	3.93	3.93	3.93	4.00	4.09	3.69
	Climate Change		2.94	2.83	2.75	2.71	3.10	2.65	2.82	2.74
	Renewable energy		2.77	2.59	2.73	2.51	2.82	2.79	2.70	2.60
	Emergency management		3.77	3.57	3.54	3.57	3.50	3.56	3.60	3.48
	Economic development/Supporting local jobs and businesses		3.23	3.08	3.08	3.04	3.08	3.18	3.15	2.97
	Planning and development		3.08	2.88	2.87	2.84	2.91	2.89	2.89	2.84
	Opportunity to participate in Council decision-making		2.69	2.48	2.52	2.36	2.66	2.64	2.49	2.52
	Council decision-making reflecting community opinion		2.66	2.50	2.46	2.47	2.57	2.41	2.45	2.52
	Provision of Council information to the community		3.04	3.00	2.81	2.84	3.03	2.91	2.89	2.93
	Long-term planning for the region		2.98	2.81	2.80	2.84	2.80	2.72	2.81	2.80
	Supporting community groups		3.47	3.40	3.44	3.33	3.54	3.49	3.50	3.29
	Financial management		3.24	3.23	2.81	2.91	3.19	3.10	2.99	3.07
	Bathurst Regional Art Gallery		4.05	3.80	4.13	3.95	3.96	4.06	3.99	3.96
	Chifley Home & Education Centre		3.90	3.72	3.94	3.87	3.73	3.86	3.88	3.74
	Bathurst Memorial Entertainment Centre		4.07	3.87	4.10	3.95	3.99	4.11	3.98	4.01
	Australian Fossil & Mineral Museum		4.22	4.11	4.23	4.21	4.10	4.16	4.15	4.21
	National Motor Racing Museum		4.21	4.09	4.17	4.14	4.11	4.14	4.10	4.19
	Mount Panorama facilities		3.95	3.93	3.87	3.88	4.03	3.80	3.89	3.92
	Bathurst Regional Library		4.16	3.94	4.21	3.99	4.11	4.25	4.12	4.02
	Bathurst Visitor Information Centre		4.12	3.99	4.19	4.02	4.10	4.26	4.14	4.03
	Bathurst Rail Museum		4.27	4.17	4.37	4.23	4.26	4.37	4.26	4.29
	Kelso Community Hub		3.34	3.15	3.52	3.36	3.24	3.42	3.34	3.34
Total satisfaction	Overall		3.41	3.20	3.24	3.22	3.33	3.11	3.22	3.22



## 10. APPENDIX 2: DETAILED FINDINGS



Theme	Measurement	Total	Gender		Age			Location	
			Male	Female	18-49	50-64	65+	Bathurst	Other
Performance of Council	Its performance as a professional organisation	3.20	3.20	3.19	3.19	3.27	3.13	3.20	3.19
	Its management of financial matters	3.12	3.17	3.06	3.00	3.30	3.18	3.11	3.14
	The way in which it responds to community concerns	2.86	2.85	2.86	2.84	2.96	2.78	2.88	2.81
	The overall appearance of the Bathurst region	3.90	3.88	3.92	3.89	3.91	3.91	3.95	3.82
	The appearance of the Bathurst CBD	3.60	3.56	3.64	3.70	3.50	3.47	3.58	3.63
Customer satisfaction	Courteous	4.30	4.21	4.39	4.18	4.33	4.52	4.39	4.17
	Helpful	3.94	3.79	4.10	3.73	4.02	4.30	4.06	3.74
	Knowledgeable	3.75	3.59	3.93	3.50	3.90	4.13	3.83	3.63
	Responsive	3.58	3.25	3.93	3.36	3.74	3.84	3.70	3.40
Range of events	Overall	3.86	3.84	3.87	3.84	3.94	3.80	3.89	3.80
Statements	Public transport is adequate for your needs	3.44	3.54	3.33	3.42	3.43	3.47	3.51	3.31
	Bathurst is a safe area for pedestrians	3.52	3.57	3.48	3.50	3.46	3.64	3.50	3.55
	Bathurst is a safe area for cyclists	2.97	3.03	2.91	2.90	3.09	3.00	3.00	2.92
	Traffic systems provide for safe and efficient traffic flow	3.00	2.92	3.07	2.96	3.03	3.05	2.97	3.05
	You feel safe during the day	4.43	4.45	4.41	4.41	4.47	4.47	4.42	4.45
	You feel safe during the night	3.62	3.89	3.37	3.50	3.71	3.84	3.61	3.64
	Graffiti is adequately controlled	3.79	3.86	3.73	3.83	3.71	3.77	3.82	3.73
	Shops and services in shopping areas meet residents' needs	3.79	3.92	3.66	3.73	3.77	3.95	3.82	3.73
	New developments are helping to preserve an attractive urban landscape and protect heritage	3.13	3.18	3.08	3.14	3.12	3.10	3.16	3.09
	The natural environment is respected and protected	3.31	3.32	3.31	3.22	3.49	3.34	3.36	3.23
	Litter is adequately controlled	3.72	3.65	3.78	3.76	3.69	3.65	3.79	3.60
	There is a good range of leisure and recreation opportunities	3.76	3.87	3.66	3.58	3.90	4.07	3.78	3.73
	Sporting facilities in the area meet your needs	4.02	3.99	4.06	3.96	3.99	4.23	4.11	3.89
	Living in the Bathurst region gives you a sense of living in a community	4.04	3.99	4.09	4.00	3.95	4.26	4.11	3.92
	There is a good range of community groups and support networks for residents	3.88	3.87	3.89	3.69	3.94	4.26	3.90	3.86
	The cost of living in the Bathurst region is affordable for you	3.81	3.85	3.77	3.73	3.80	4.02	3.87	3.72
	The community in Bathurst region is harmonious, cohesive and inclusive	3.48	3.50	3.47	3.40	3.41	3.76	3.56	3.36
	There is a good range of opportunities for cultural and artistic activities and expression	3.65	3.78	3.54	3.48	3.72	4.00	3.69	3.59
	There is a need for more cultural and artistic activities and expression	3.42	3.13	3.70	3.54	3.17	3.41	3.53	3.25
	Council adequately considers community concerns and views in making decisions	2.84	2.85	2.83	2.78	2.92	2.89	2.88	2.77
	Information about Council and its decisions is clear and accessible	2.93	2.96	2.91	2.86	2.99	3.04	2.97	2.87
	Council plans well to help secure the community's long-term future	3.03	2.96	3.09	2.97	3.10	3.08	2.96	3.12
	Planning for local economic growth and development is adequate	2.94	2.79	3.09	2.93	2.89	3.02	2.91	2.98
	The local economy provides a wide range of work opportunities	3.46	3.51	3.41	3.37	3.49	3.66	3.47	3.43

## 10. APPENDIX 2: DETAILED FINDINGS



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