



Bathurst Regional Council

Community Research – 2023

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Date: April 2023

Report Outline

Research Objectives and Sample	<u>3</u>
Summary Findings	<u>6</u>
Detailed Results	
1. Performance Of Council	<u>9</u>
2. Priority Issues	<u>14</u>
3. Contact With Council	<u>20</u>
4. Agreement Statements	<u>24</u>
5. Future Planning	<u>29</u>
6. Summary of Council Services/Facilities	<u>40</u>
Appendix 1: Additional Analyses	<u>56</u>
Appendix 2: Questionnaire	<u>69</u>



Research Objectives

In March 2023 , Bathurst Regional Council commissioned Micromex Research to conduct a random telephone survey with residents living in the Bathurst Local Government Area (LGA).

Why?

- Understand and identify community priorities for the Bathurst Regional Council LGA
- Identify the community's overall level of satisfaction with Council performance
- Assess and establish the community's priorities and satisfaction in relation to Council activities, services, and facilities
- Determine community priorities for the future of the LGA

How?

- Telephone survey (landline and mobile) to N=401 residents
- We use a 5 point scale (e.g. 1 = not at all satisfied, 5 = very satisfied)
- Greatest margin of error +/- 4.9%

When?

- Implementation 3rd – 12th April 2023

Methodology and Sample



Sample selection and error

A total of 401 resident interviews were completed (131 landline and 270 mobile). Respondents were selected by means of a computer based random selection process using Australian marketing lists.

A sample size of 401 residents provides a maximum sampling error of plus or minus 4.9% at 95% confidence. This means that if the survey was replicated with a new universe of N=401 residents, 19 times out of 20 we would expect to see the same results, i.e. +/- 4.9%.

For the survey under discussion the greatest margin of error is 4.9%. This means, for example, that an answer such as 'yes' (50%) to a question could vary from 45% to 55%.

Interviewing

Interviewing was conducted in accordance with The Research Society Code of Professional Behaviour.

Data analysis

The data within this report was analysed using Q Professional.

Within the report, ▲▼ and blue and red font colours are used to identify statistically significant differences between groups, i.e., gender, age, etc.

Significance difference testing is a statistical test performed to evaluate the difference between two measurements. To identify the statistically significant differences between the groups of means, 'One-Way Anova tests' and 'Independent Samples T-tests' were used. 'Z Tests' were also used to determine statistically significant differences between column percentages.

Note: All percentages are calculated to the nearest whole number and therefore the total may not exactly equal 100%.

Ratings questions

The Unipolar Scale of 1 to 5 was used in all rating questions, where 1 was the lowest importance or satisfaction and 5 the highest importance or satisfaction.

This scale allowed us to identify different levels of importance and satisfaction across respondents.

Top 2 (T2) Box: refers to the aggregate percentage (%) score of the top two scores for importance. (i.e. important & very important)

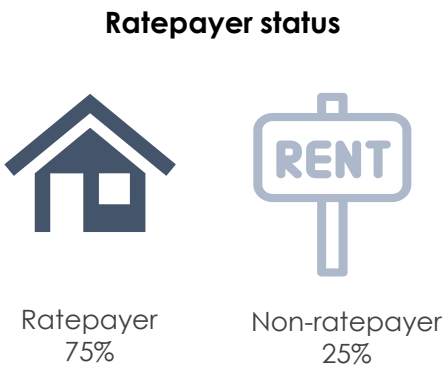
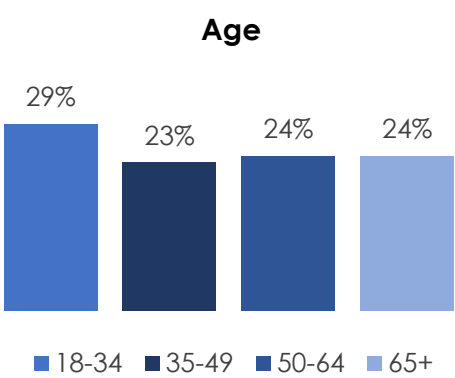
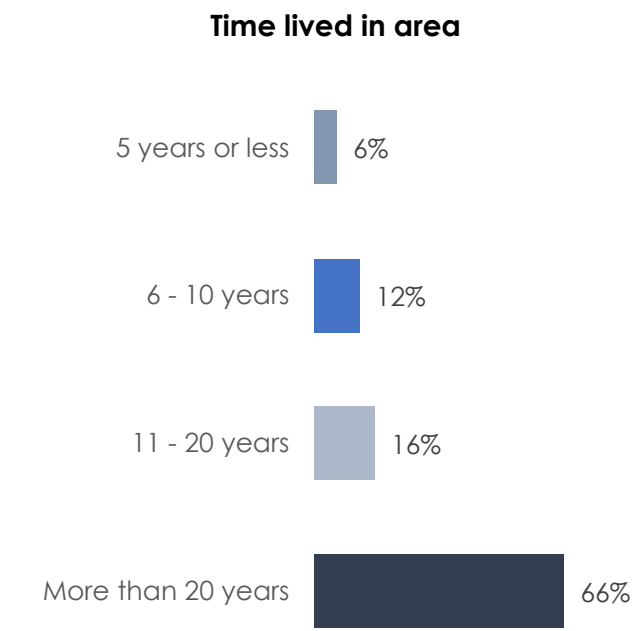
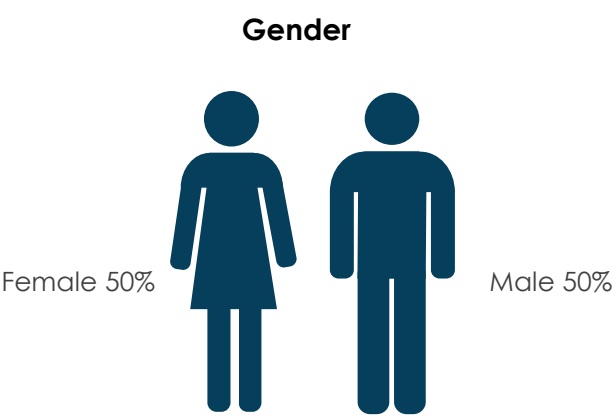
Note: Only respondents who rated services/facilities a 4 or 5 in importance were asked to rate their satisfaction with that service/facility.

Top 3 (T3) Box: refers to the aggregate percentage (%) score of the top three scores for satisfaction or support. (i.e. somewhat satisfied, satisfied & very satisfied)

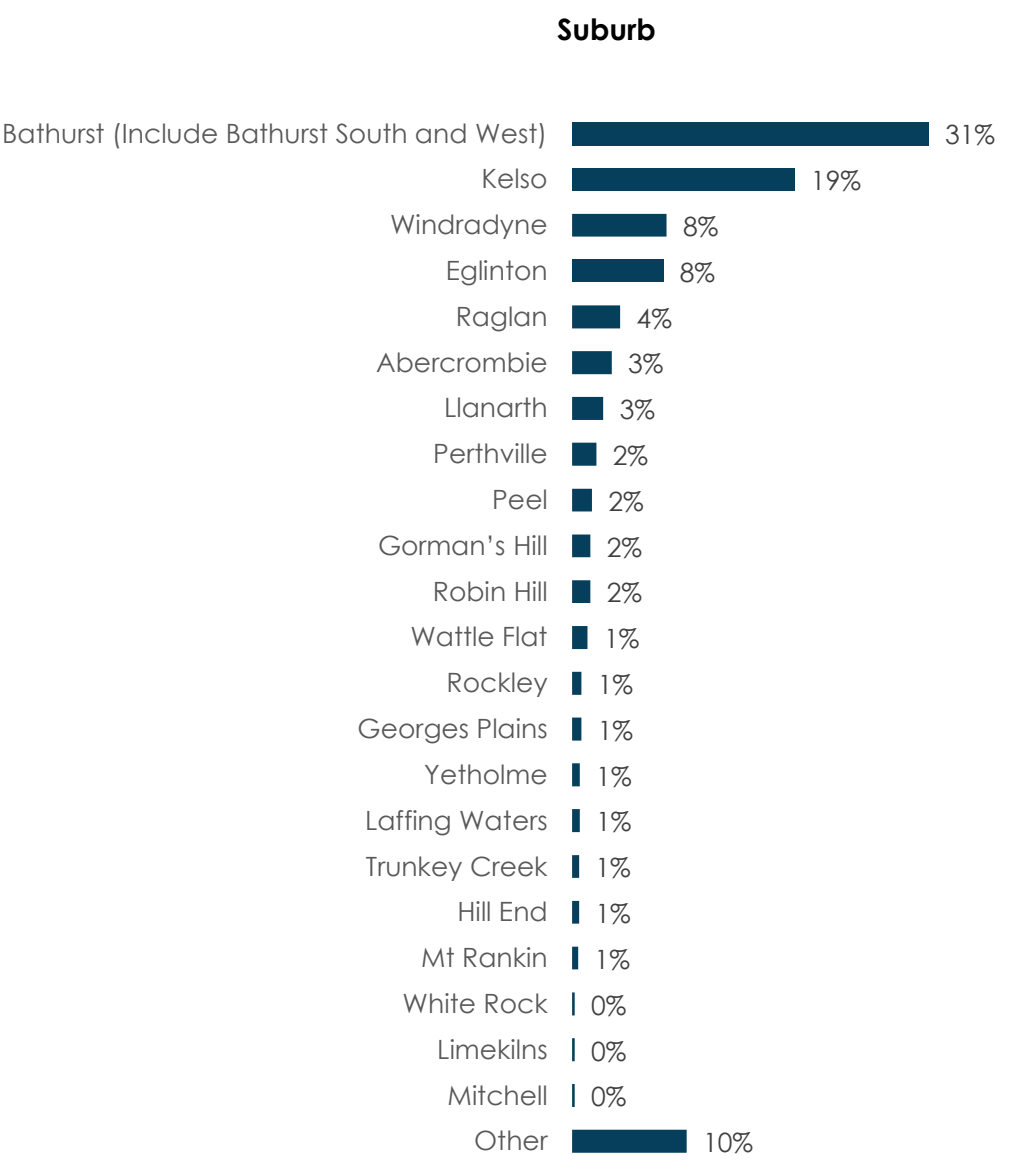
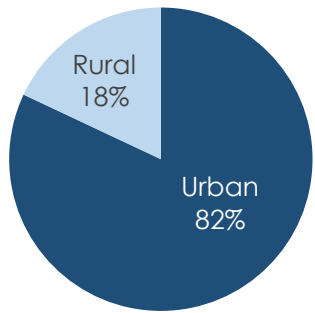
We refer to T3 Box Satisfaction in order to express moderate to high levels of satisfaction in a non-discretionary category. We only report T2 Box Importance in order to provide differentiation and allow us to demonstrate the hierarchy of community priorities.

Micromex LGA Benchmark

Micromex has developed Community Satisfaction Benchmarks using normative data from 75 unique councils, more than 175 surveys and over 93,000 interviews since 2012.



Location: urban or rural?



Summary Findings



Where are we now?

Bathurst Regional Council has faced many challenges over the past 2 years. The impacts of external stressors, including Covid, natural disasters, the cost of living, and skill shortages have no doubt impacted community perceptions, and as a likely result, Council's overall performance has softened from pre-Covid performance. Positively, residents rated their quality of life in the area as very high.

Results show that the biggest gaps in resident expectations and Council's performance are clearly centered around the condition/ maintenance of local roads (urban and rural) and Council's decision making, planning and development, long term planning, and provision of Council information to the community.

Further analysis, using a regression model, shows that the latter of those areas mentioned above are key drivers of satisfaction with the performance of Council. 'Council decision-making reflecting community opinion' (the top driver) is a clear tension point for residents: it has the second lowest satisfaction score of all areas and was significantly lower in satisfaction than the Regional LGA benchmark. Furthermore, only 34% of residents agreed with the statement 'Council adequately considers community concerns and views in making decisions'.

Moving forward, Council should seek to further understand resident opinions and expectations, especially when regarding long term planning for the region, and planning and development.

Key Measures:

Overall satisfaction

Overall, 82% of residents are at least somewhat satisfied with the performance of Council over the last 12 months.



Quality of Life in the LGA

94% of residents rate their quality of life as 'good' to 'excellent' in the Bathurst LGA.



Key Drivers:

Below are key drivers of overall satisfaction that have been identified by our regression analysis:

- #1.** Council decision-making reflecting community opinion
- #2.** Youth activities
- #3.** Provision of Council information to the community
- #4.** Opportunity to participate in Council decision making
- #5.** Long-term planning for the region
- #6.** Planning and development

Satisfaction Scorecard

25 of the 40 services/facilities received a satisfaction rating of 80% or more. Rural roads and Council decision-making reflecting community opinion are areas of lowest relative satisfaction.



Good performance
(T3B sat score ≥80%)



Monitor
(T3B sat score 60%-79%)



Needs improvement
(T3B sat score <60%)

Proud Place, Great Lifestyle	Our Places and Spaces	A Prosperous and Vibrant Region
Youth activities	Maintaining local rural roads	Economic development
Heritage sites protected and maintained	Maintaining local urban roads	Supporting local jobs and businesses
Parks and playgrounds	Maintaining footpaths	Community Cultural Facilities Bathurst Regional Art Gallery Chifley Home & Education Centre Bathurst Memorial Entertainment Centre Australian Fossil & Mineral Museum National Motor Racing Museum Mount Panorama facilities Bathurst Regional Library Bathurst Visitor Information Centre Bathurst Rail Museum Kelso Community Hub
Ovals and sportsgrounds	Provision of bike paths & footpaths	
Community buildings/halls	Overall condition of the local sealed road network	
Aquatic Centre	Maintaining local bridges	
Festival and events programs	Street lighting	
Public amenities, such as toilets and parents rooms	Connected and Collaborative Community Leaders	
Our Natural Environment	Planning and development	
Water supply and service	Opportunity to participate in Council decision-making	
Stormwater drainage	Council decision-making reflecting community opinion	
Recycling/waste management/landfills	Provision of Council information to the community	
Sewerage services	Long-term planning for the region	
Climate change	Supporting community groups	
Emergency management	Financial management	



Section 1:

Performance Of Council

This section outlines resident's overall satisfaction with the performance of Council and additionally looks at how residents rate Council on a few key areas.

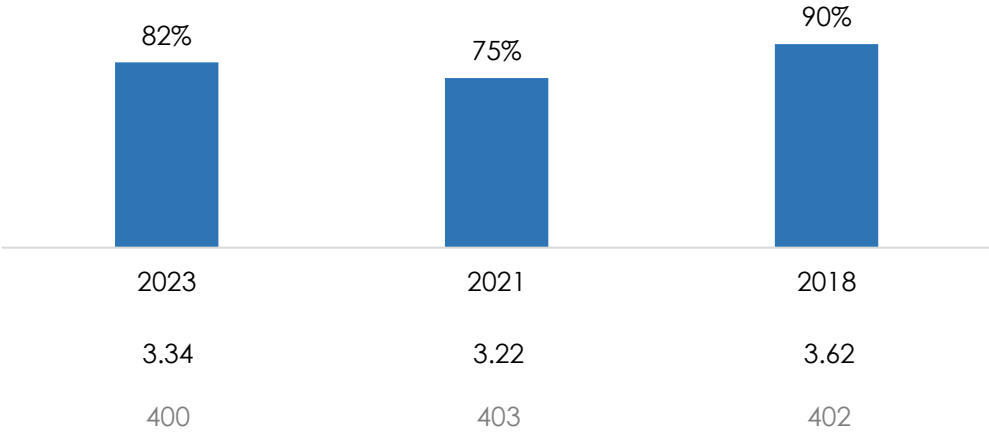
Section One

Overall Satisfaction

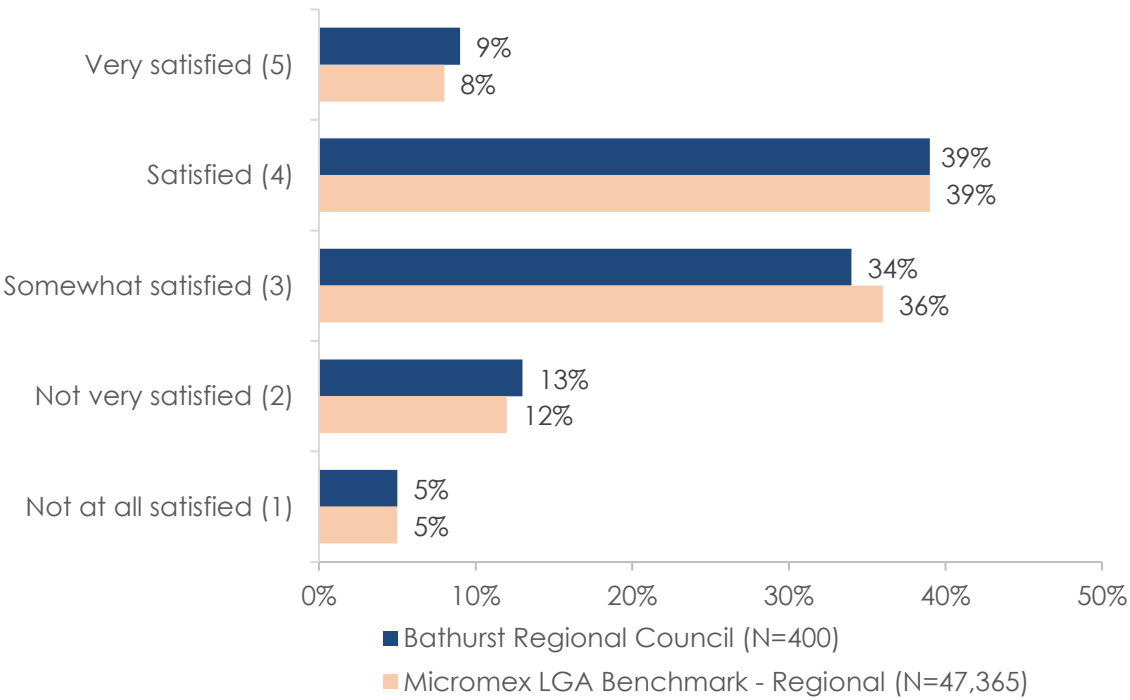
Overall, 82% of residents are at least somewhat satisfied with the performance of Council over the last 12 months. Results have increased significantly since 2021, however, have not returned to the level seen in 2018.

Bathurst Regional Council are on par with Micromex's Regional benchmark.

Top 3 Box Satisfaction Scores by Year
(Somewhat satisfied to Very satisfied)



Satisfaction Compared To Benchmark



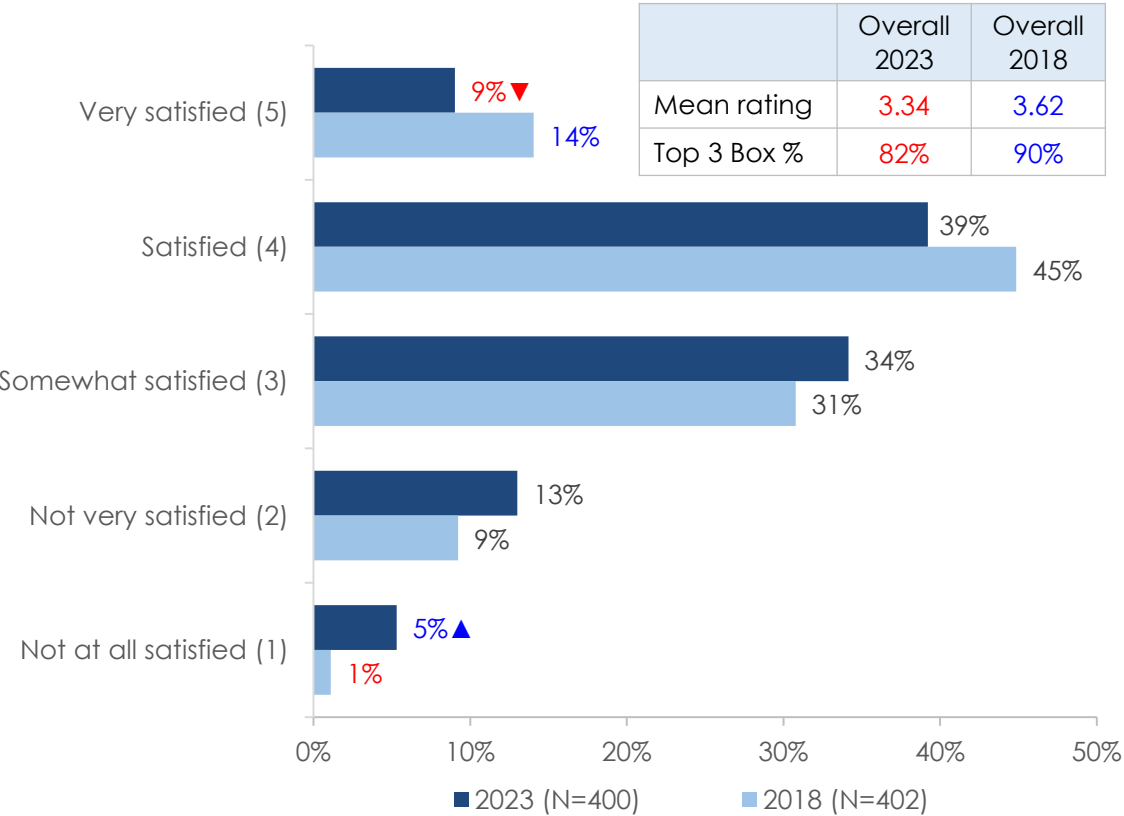
	Bathurst Regional Council	Micromex LGA Benchmark – Regional
Mean rating	3.34	3.33
T3 Box	82%	83%
Base	400	47,365

Scale: 1 = not at all satisfied, 5 = very satisfied

Overall Satisfaction – In Detail

The main difference between 2023 and 2018 results was a significant decline in the number of residents stating they were ‘very satisfied’ and an increase in those stating ‘not at all satisfied’.

Satisfaction Compared To 2018



Non-ratepayers (renters) are significantly less likely to be satisfied with Council's performance, while those who live in rural areas are significantly more likely to be satisfied.

Satisfaction Compared By Demographics

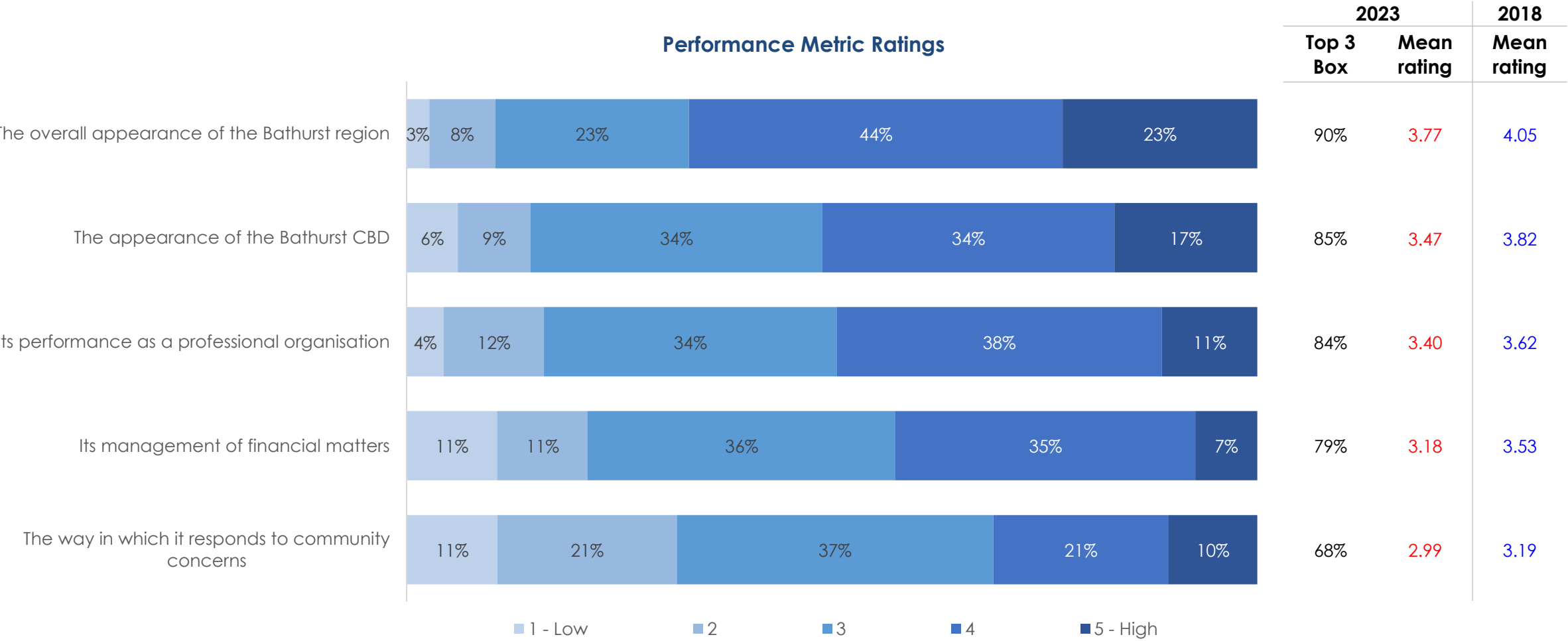
	Overall 2023	Gender		Age			
		Male	Female	18–34	35–49	50–64	65+
Mean rating	3.34	3.34	3.35	3.26	3.15	3.45	3.53
Top 3 Box %	82%	83%	81%	76%	82%	88%	86%
Base	400	200	201	115	93	96	96

	Ratepayer Status		Location		Time lived in area	
	Ratepayer	Non-ratepayer	Urban	Rural	<20 years	>20 years
Mean rating	3.45	3.04	3.30	3.55	3.30	3.37
Top 3 Box %	87%	68%	80%	91%	79%	84%
Base	299	102	327	74	137	263

Scale: 1 = not at all satisfied, 5 = very satisfied
▲ ▼ = A significantly higher/lower level of satisfaction (by year/group)

Performance Metrics

90% of residents rated the overall appearance of the Bathurst region 3 out of 5 or higher, followed by 85% for the appearance of the Bathurst CBD.



Performance Metrics

Older residents and those who live rurally were more likely to rate all statements higher, significantly so for Council's performance as a professional organisation, management of financial matters, and the way in which it responds to community concerns.

Mean Ratings By Demographics

	Overall	Gender		Age				Ratepayer Status		Location		Time lived in area	
		Male	Female	18 – 34	35 – 49	50 – 64	65+	Ratepayer	Non-ratepayer	Urban	Rural	<20 years	>20 years
The overall appearance of the Bathurst region	3.77	3.74	3.80	3.70	3.68	3.75	3.94	3.82	3.62	3.73	3.94	3.86	3.72
The appearance of the Bathurst CBD	3.47	3.48	3.47	3.64	3.39	3.27	3.55	3.51	3.36	3.44	3.61	3.55	3.43
Its performance as a professional organisation	3.40	3.44	3.36	3.33	3.30	3.40	3.58	3.44	3.27	3.35	3.62	3.43	3.39
Its management of financial matters	3.18	3.28	3.08	3.14	2.84	3.34	3.42	3.26	2.95	3.10	3.55	3.19	3.17
The way in which it responds to community concerns	2.99	3.04	2.94	2.96	2.81	2.90	3.30	3.05	2.82	2.92	3.31	3.08	2.94
Base	370-400	187-200	180-200	105-115	89-93	91-96	84-96	279-299	91-102	306-327	64-74	128-138	241-262



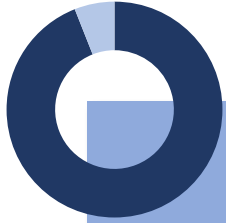
Section 2:

Priority Issues

This section explores what residents most value about the area, what they believe is the highest priority issue for Bathurst in the long term, and residents' current quality of life.

Section Two

Section Summary: Communication



94%

Rated their quality of life living in the Bathurst LGA as good to excellent. Ratepayers and rural residents rated their QoL significantly higher.



Most Valued Aspect About Living In Bathurst

- A good sense of community/ friendly community remains the most valued aspect of living in the Bathurst region.
- Other top aspects of the area were; convenience of travel to within the area and to Sydney, and the country/rural/small town atmosphere/open spaces.

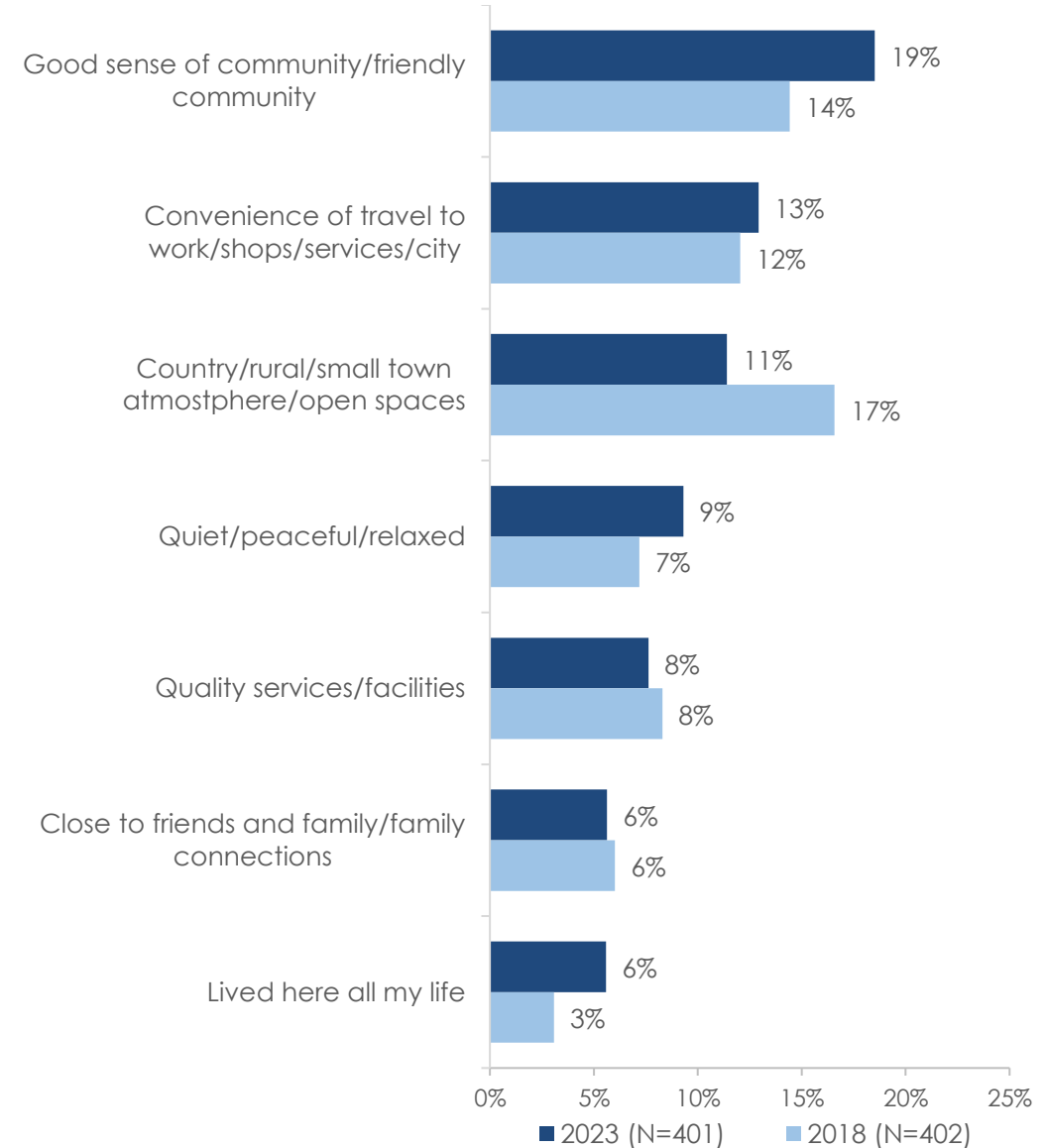


Highest Priority Issues

- Currently 39% of residents identified 'roads/traffic management/bridges' as the highest priority issue for Bathurst in the next 10 years, a significant increase from 24% in 2018.
- This was followed by priority for adequate healthcare facilities/specialists, and Improvements to infrastructure/ensuring infrastructure adequately services the growing population.

Most Valued Aspect About Living in the Area

A good sense of community/friendly community remains the most valued aspect of living in the Bathurst region. This was followed by convenience of travel to work/shops/services/city and the country/rural/small town atmosphere/open spaces.



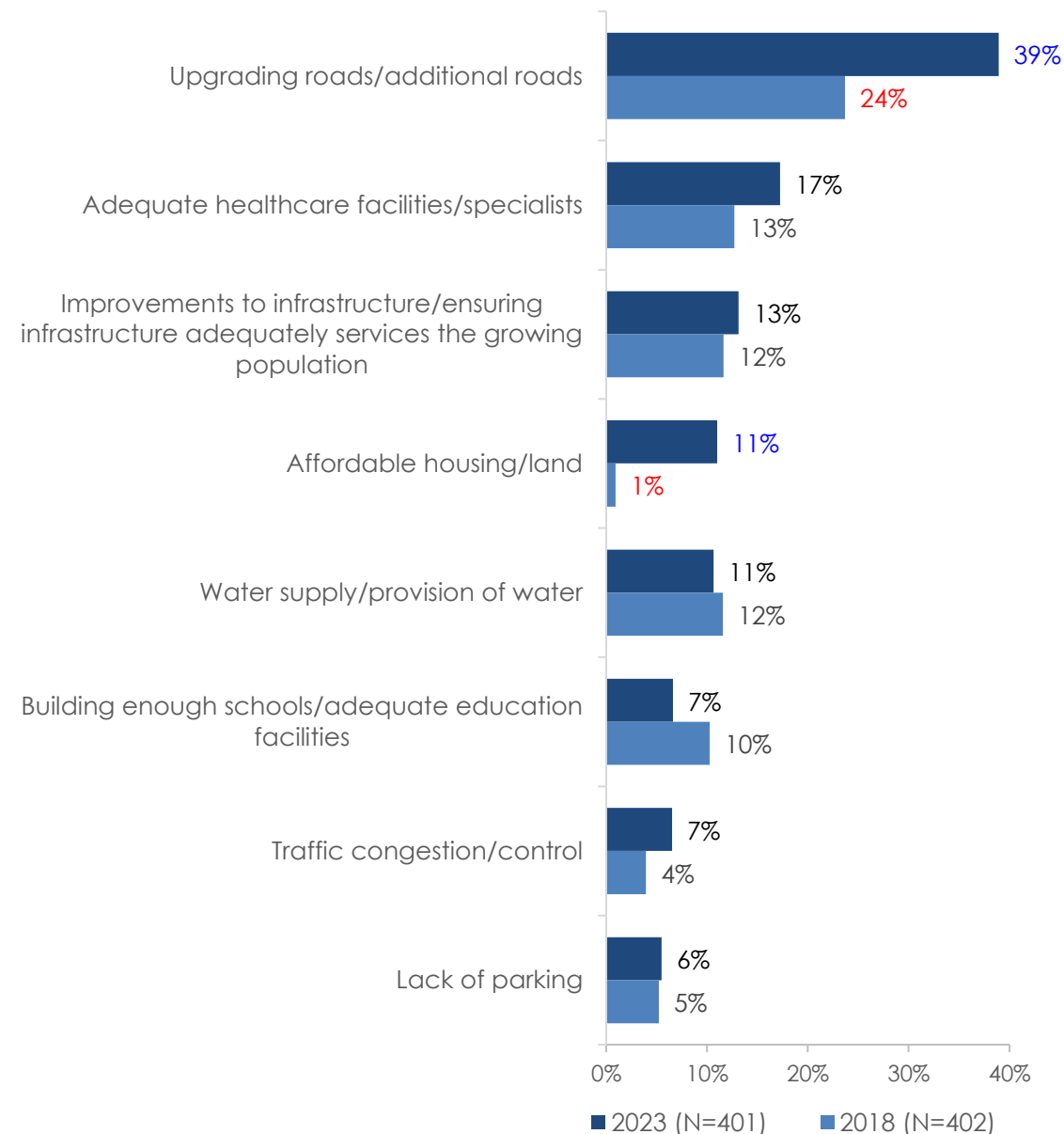
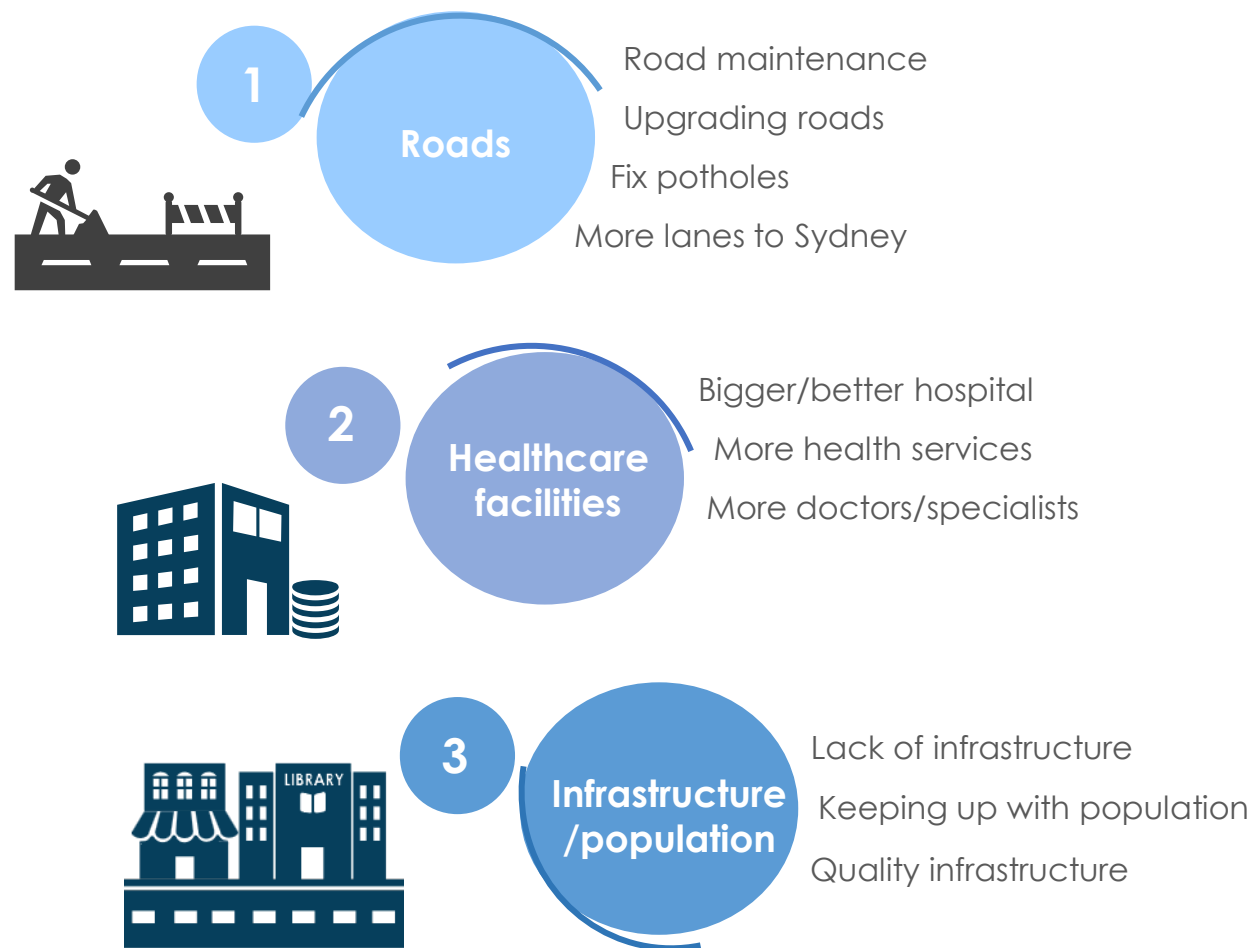
Base: N = 401

Q1a. What do you value most about living in the Bathurst region?

Please see Appendix 1 for full list of results

Highest Priority Issue

Currently 39% of residents identified 'roads/traffic management/bridges' as the highest priority issue for Bathurst in the next 10 years, a significant increase from 24% in 2018.



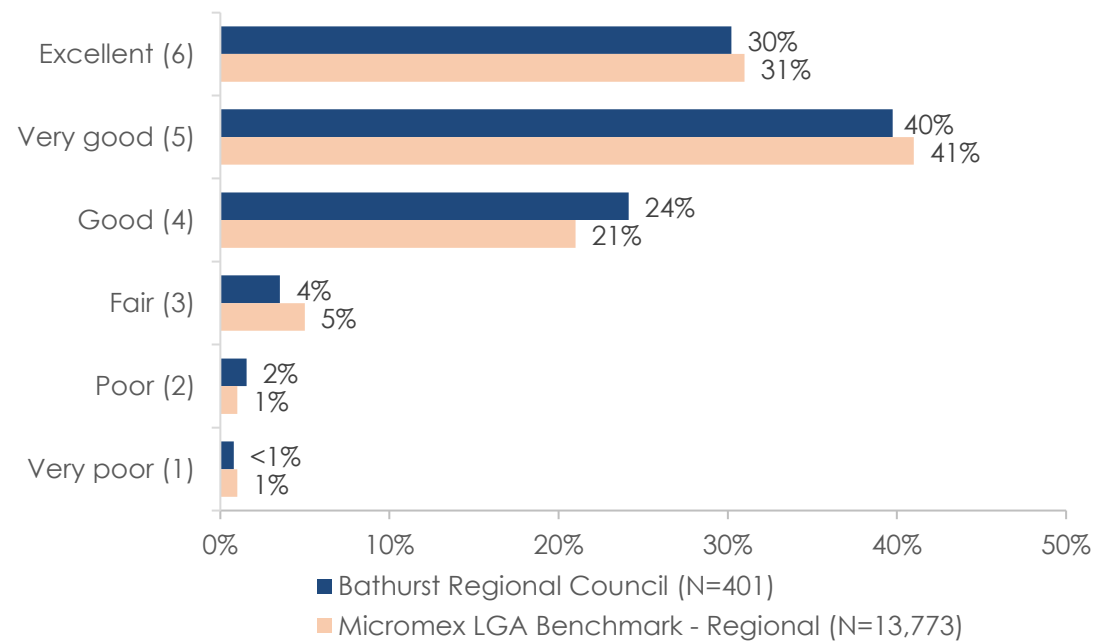
A significantly higher/lower percentage (by year)
Please see Appendix 1 for full list of results

Quality of Life

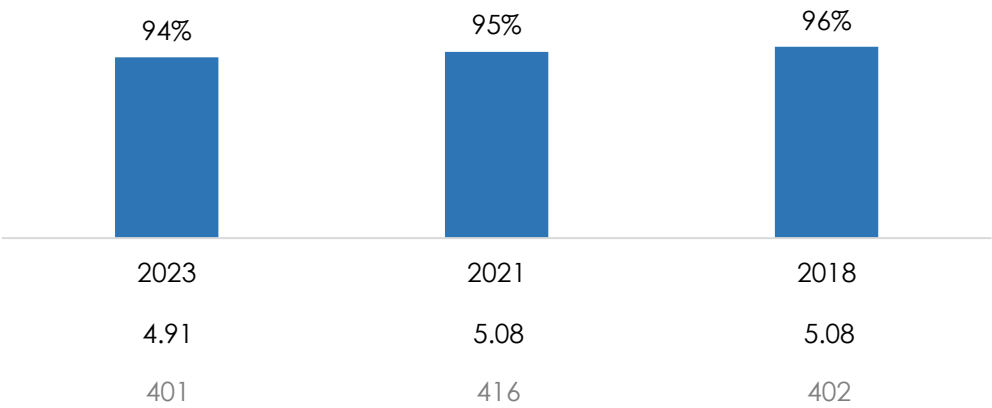
Quality of life in the Bathurst LGA has remained high, with 94% of residents rating their quality of life as good to excellent, declining marginally from 2021 and 2018.

Bathurst Regional Council results for quality of life are on par with our Regional LGA benchmark.

Quality Of Life Compared To Benchmark



Top 3 Box Quality of Life Scores by Year (Excellent to Good)



	Bathurst Regional Council	Micromex LGA Benchmark – Regional
Mean rating	4.91	4.95
T3 Box	94%	94%
Base	401	13,773

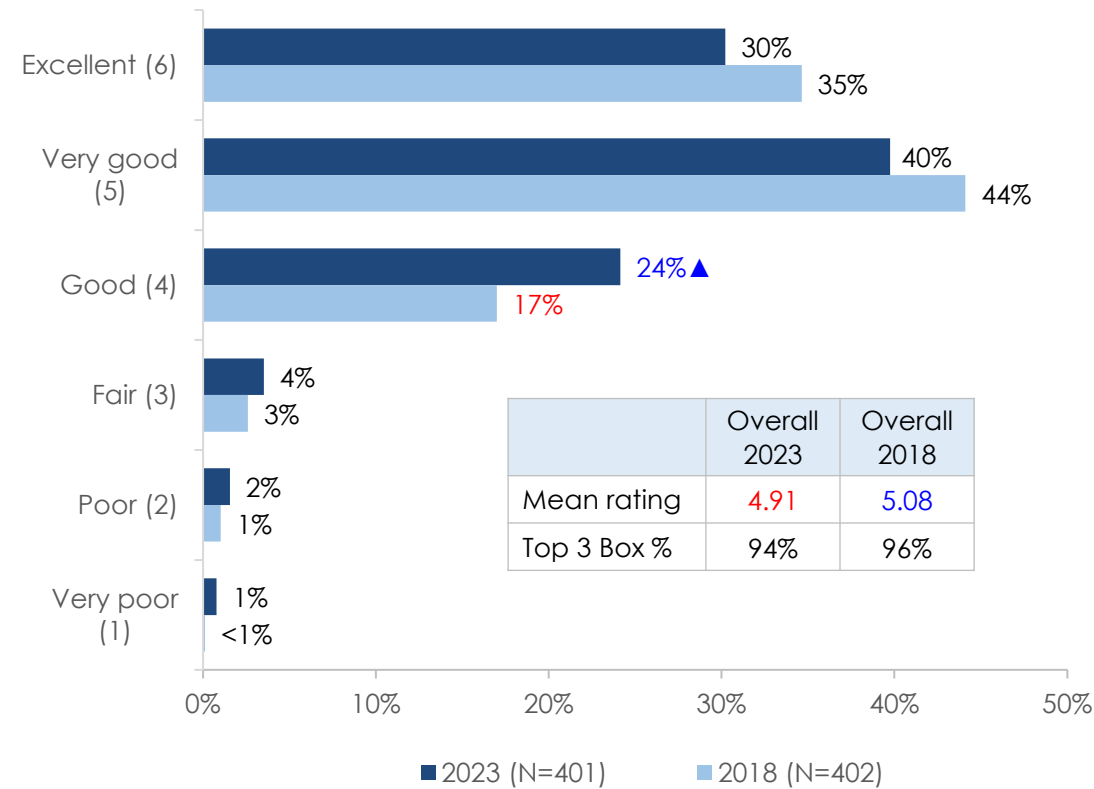
Scale: 1 = very poor, 6 = excellent

Quality of Life – In Detail

The decline seen since 2018 is mostly driven by a shift by residents from higher levels of quality of life down to 'good'.

Residents aged 65+, ratepayers and those living rurally were significantly more likely to rate their quality of life 'good' to 'excellent'.

Quality Of Life Compared To 2018



Quality Of Life Compared By Demographics

	Overall 2023	Gender		Age			
		Male	Female	18–34	35–49	50–64	65+
Mean rating	4.91	4.96	4.86	4.83	4.83	4.86	5.14
Top 3 Box %	94%	95%	93%	93%	90%	95%	98%
Base	401	200	201	115	93	96	96

	Ratepayer Status		Location		Time lived in area	
	Ratepayer	Non-ratepayer	Urban	Rural	<20 years	>20 years
Mean rating	5.03	4.55	4.86	5.13	4.86	4.94
Top 3 Box %	96%	88%	94%	96%	95%	93%
Base	299	102	327	74	137	263

Scale: 1 = very poor, 6 = excellent
▲ ▼ = A significantly higher/lower rating (by group)



Section 3:

Contact with Council

In this section we explore how often residents contact Council and how they rate that contact on a few simple metrics.

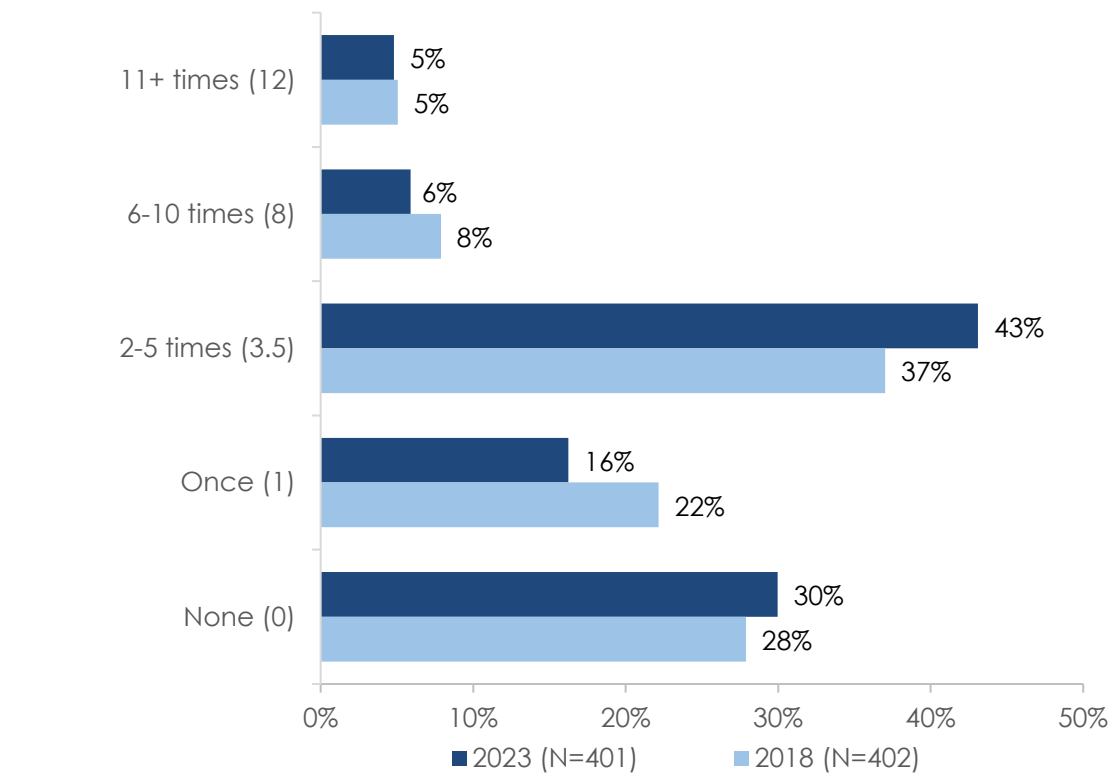
Section Three



Contact with Council

70% of residents have made contact with Bathurst Regional Council in the last 12 months, remaining stable since 2018, but an increase from 2021. Females and non-ratepayers are less likely to have made contact.

How many times have you contacted the Council in the past 12 months?



Note: numbers in brackets indicate value used to determine average
Base: N = 401

Q6. How many times have you contacted the Council in the past 12 months?

Contacts with Council by demographics

	Overall 2023	Overall 2021	Overall 2018
At least once %	70%	61%	72%
Average	2.72	2.45	2.75
Base	401	403	402

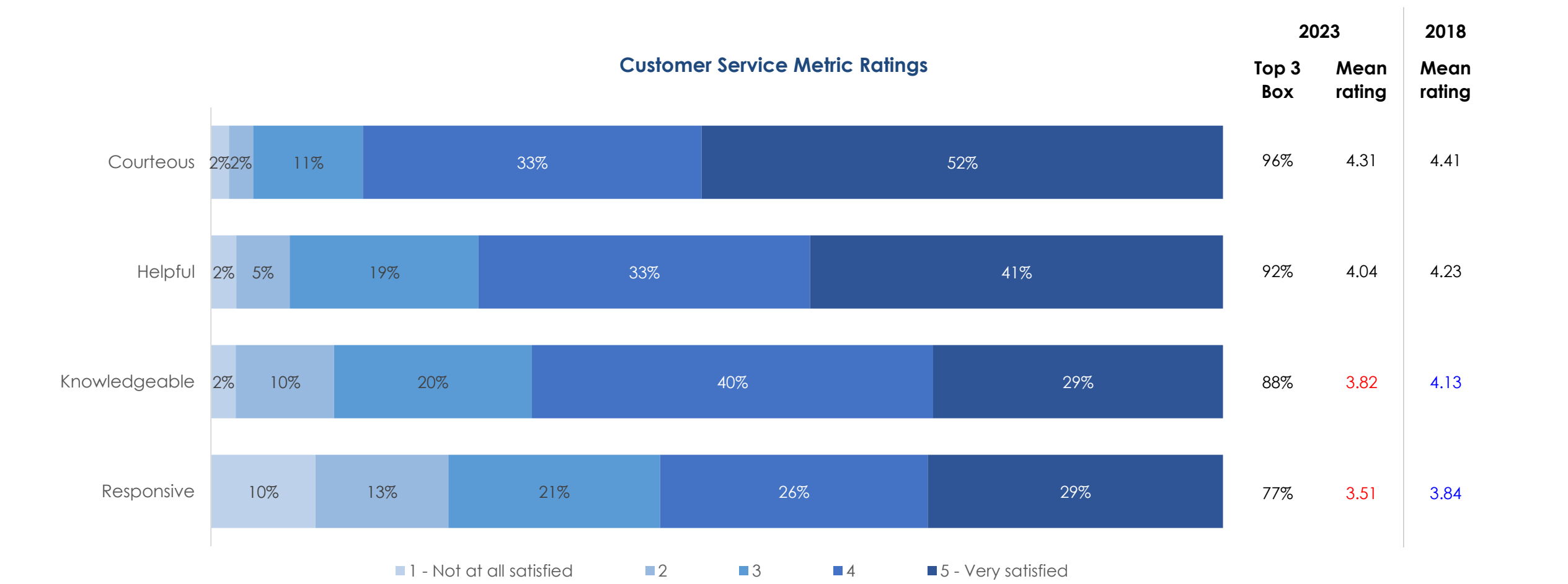
	Gender		Age			
	Male	Female	18–34	35–49	50–64	65+
At least once %	75%	66%	62%	72%	79%	69%
Average	3.14	2.31	2.27	2.97	2.81	2.93
Base	200	201	115	93	96	96

	Ratepayer Status		Location		Time lived in area	
	Ratepayer	Non-ratepayer	Urban	Rural	<20 years	>20 years
At least once %	75%	55%	69%	74%	72%	69%
Average	2.98	1.96	2.64	3.08	2.83	2.66
Base	299	102	327	74	138	263

A significantly higher/lower percentage (by group)

Customer Service Metrics

96% of residents that had contact with Council were at least somewhat satisfied with how courteous Council's customer service was. Of the four metrics, residents were least satisfied with responsiveness of Council's customer service.



Customer Service Metrics

Satisfaction with responsiveness and knowledge of customer service staff is significantly lower with younger residents and non-ratepayers. Looking at number of contacts, those who contacted 11 or more time were significantly less likely to be satisfied with courteousness.

Customer Service Metric Ratings By Demographic

	Overall	Gender		Age				Ratepayer Status		Location		Time lived in area	
		Male	Female	18 – 34	35 – 49	50 – 64	65+	Ratepayer	Non-ratepayer	Urban	Rural	<20 years	>20 years
Courteous	96%	98%	94%	94%	96%	96%	98%	97%	91%	96%	95%	95%	96%
Helpful	92%	94%	90%	91%	90%	95%	92%	93%	88%	92%	94%	92%	92%
Knowledgeable	88%	87%	88%	84%	80%	93%	94%	90%	77%	86%	93%	87%	88%
Responsive	77%	78%	75%	61%	72%	86%	87%	81%	59%	74%	85%	79%	75%
Base	280	148	132	72	67	74	66	224	56	225	54	99	181

Customer Service Metric Ratings By Number Of Contacts Q6

	Overall	Q6. How many contacts with Council			
		Once	2-5 times	6-10 times	11+ times
Courteous	96%	99%	96%	96%	85%
Helpful	92%	94%	92%	96%	84%
Knowledgeable	88%	90%	88%	91%	76%
Responsive	77%	86%	75%	72%	66%
Base	280	65	172	24	19



Section 4:

Agreement Statements

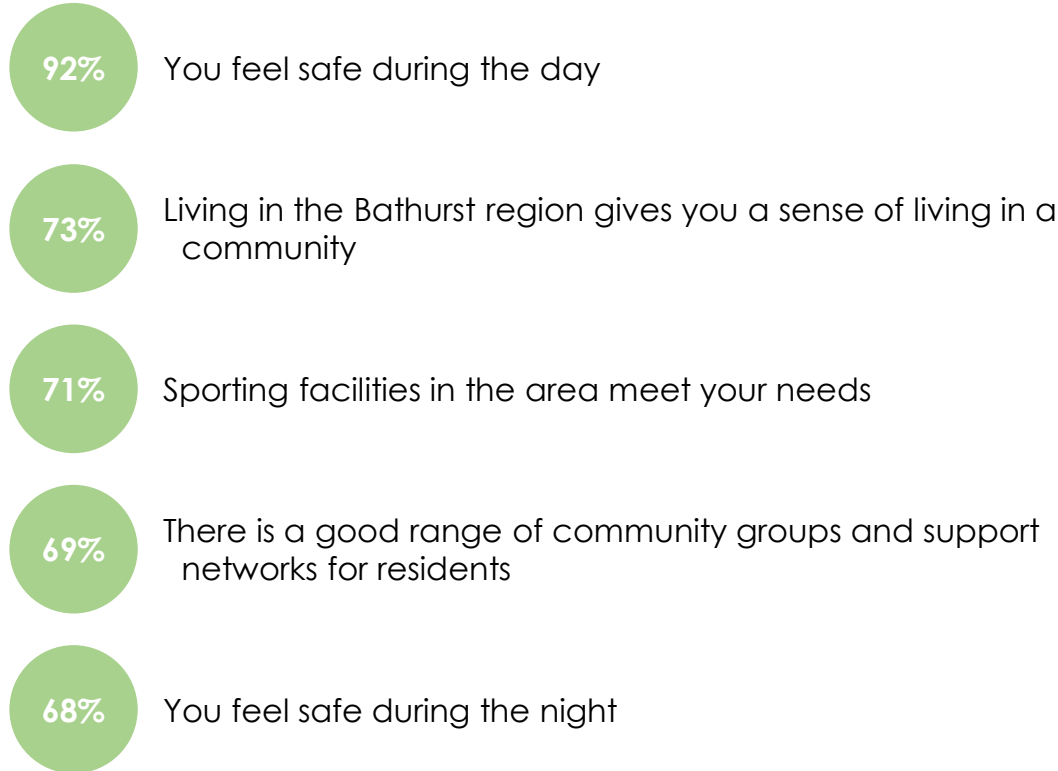
This section looks at residents' agreement with a variety of statements about Bathurst Regional Council LGA.

Section Four

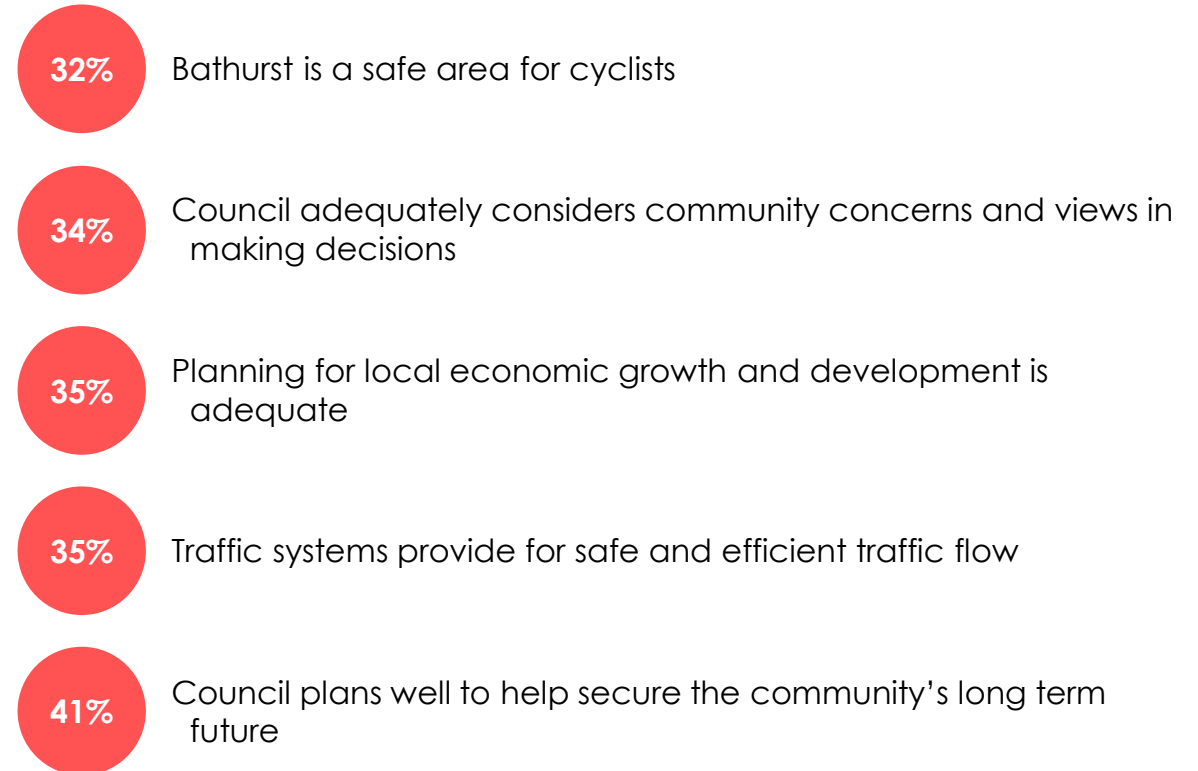
Local Area Indicators – Agreement Statements Summary

Almost all residents agreed that they feel safe during the day, and agreement was very high for 'living in the Bathurst region gives you a sense of living in a community'. Agreement was lowest for 'Bathurst is a safe area for cyclists', followed by statements regarding Council consideration of community concerns/views, long term planning, and traffic systems. See the following slides for detailed results.

Top 5 (%Agree/Strongly Agree)



Bottom 5 (%Agree/Strongly Agree)

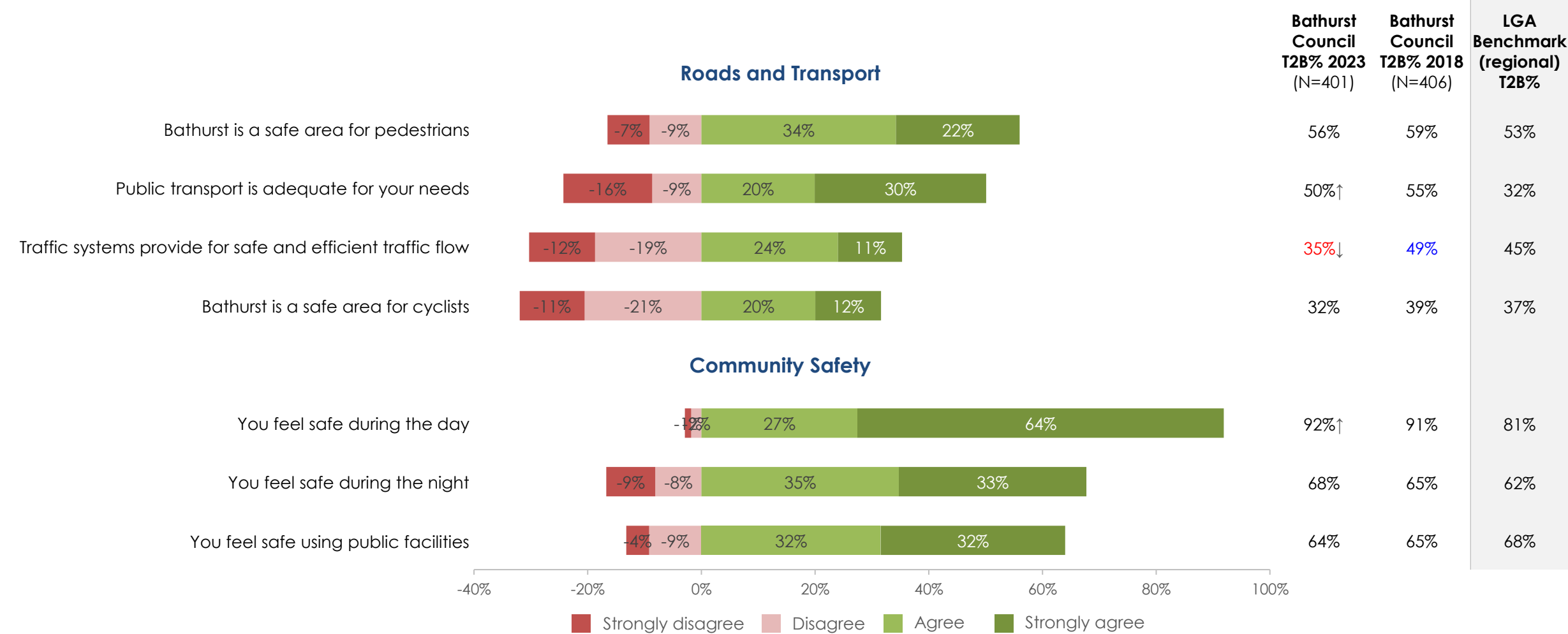


See Appendix 1 for all results by demographics

Q8. 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?

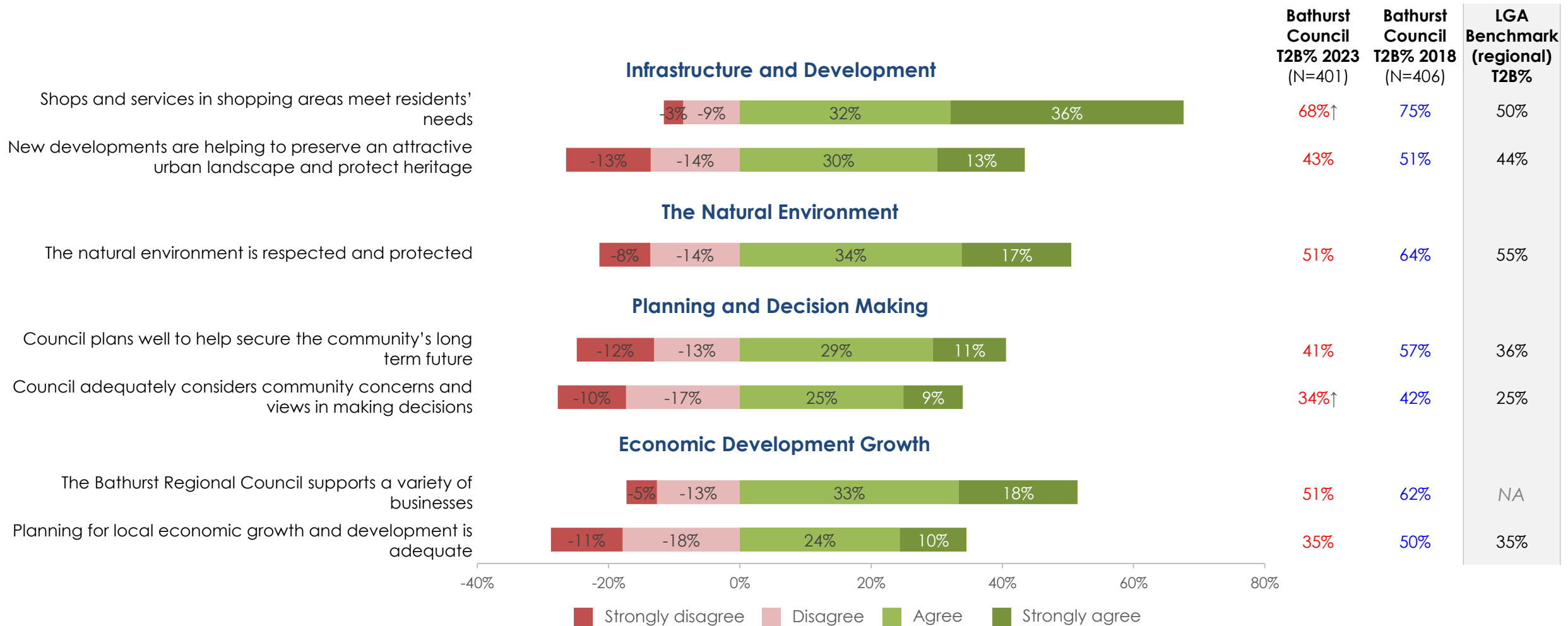
Local Area Indicators – Agreement Statements

56% of residents agree that Bathurst is a safe area for pedestrians, declining slightly since 2018, but still above the Regional Benchmark. Compared to 2018, significantly less residents agreed that traffic systems provide for safe and efficient traffic flow, falling below the Regional Benchmark.



Local Area Indicators – Agreement Statements

Agreement declined for all statements regarding: infrastructure/development, the natural environment, planning and decision making, and economic growth. However, all agreement levels were either significantly greater than, or not significantly different to, the Regional Benchmark.



Base: N = 401

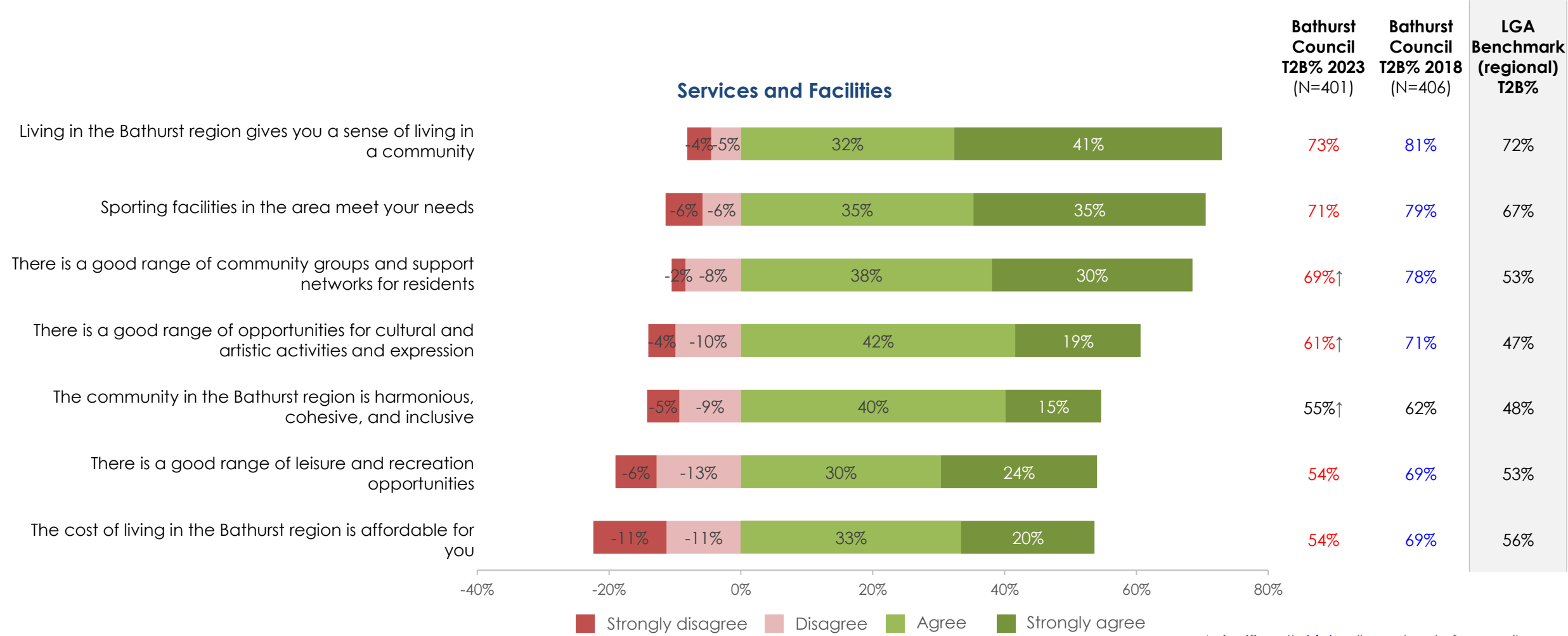
Q8. In this section I will read out a number of statements. For each of these could you please indicate your level of agreement with each statement?

A significantly higher/lower level of agree (by year)

↑↓ = A significantly higher/lower level of agreement (compared to the Benchmark)

Local Area Indicators – Agreement Statements

All services and facilities statements declined in agreement since 2018, significantly so for all but one. However, all agreement levels were either significantly greater than, or not significantly different to, the Regional Benchmark.



A significantly higher/lower level of agree (by year)

↑↓ = A significantly higher/lower level of agreement (compared to the Benchmark)



Section 5:

Future Planning

This section explores priorities for future resourcing, level of investment for certain service areas and where residents believe Council should focus their efforts and resources.

Section Five

Section Summary: Future Planning

Priority & Investment

Highest Priority:

1. Roads, bridges and transport
2. Financial management
3. Community communication/engagement
4. Community services
5. Waste management
6. Natural resource management

More Investment:

1. Roads, bridges and transport
2. Community services
3. Stormwater and drainage
4. Community communication/engagement
5. Natural resource management



Support For Increased Rates For Increased Services

- 'Infrastructure' had the highest level of support for increased rates to support better services, with 65% at least somewhat supporting an increase in rates.
- 'Facilities' was just behind 'infrastructure', with 63% of residents at least somewhat supporting.
- Lastly, 50% of residents were at least somewhat supportive of increased rates for better 'services'.



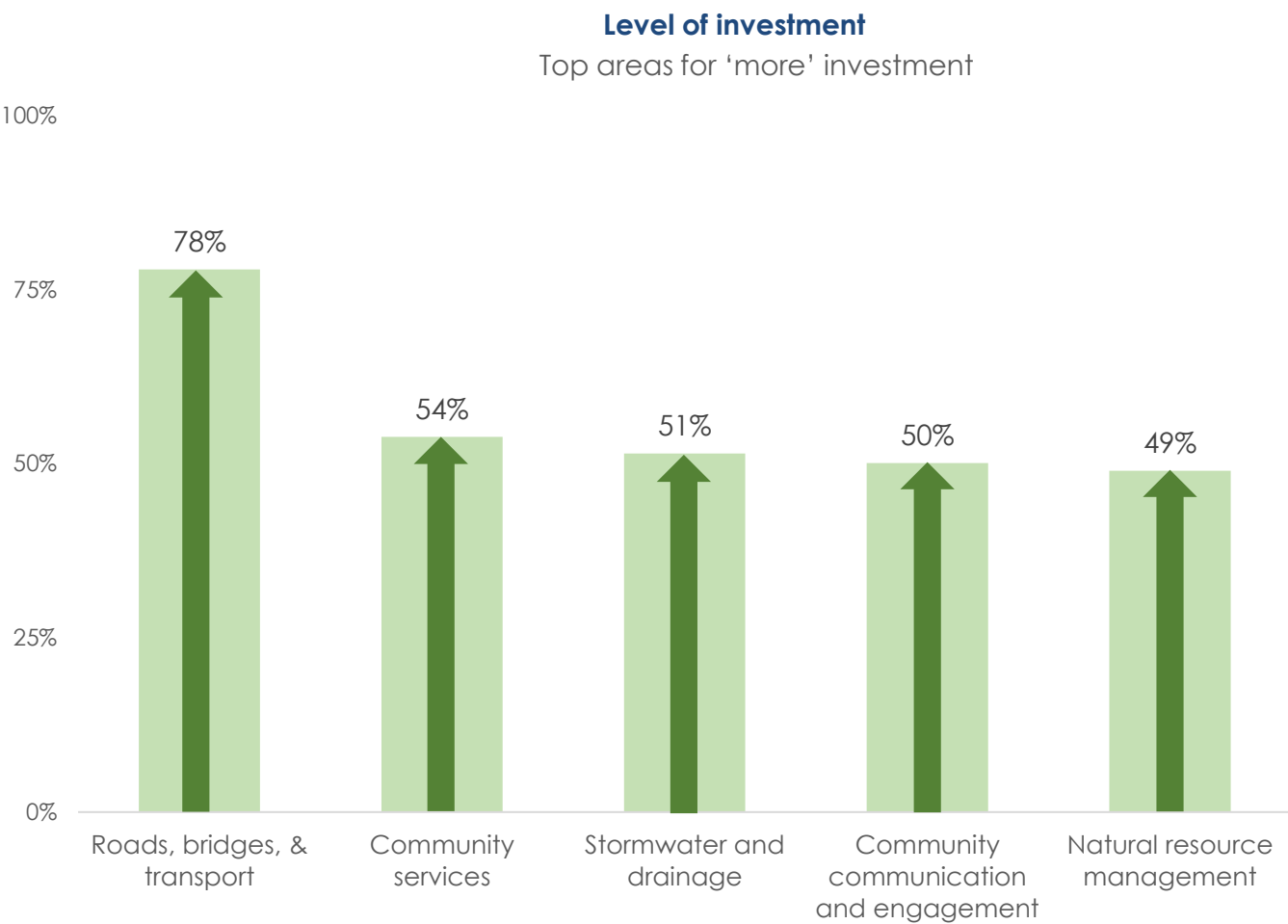
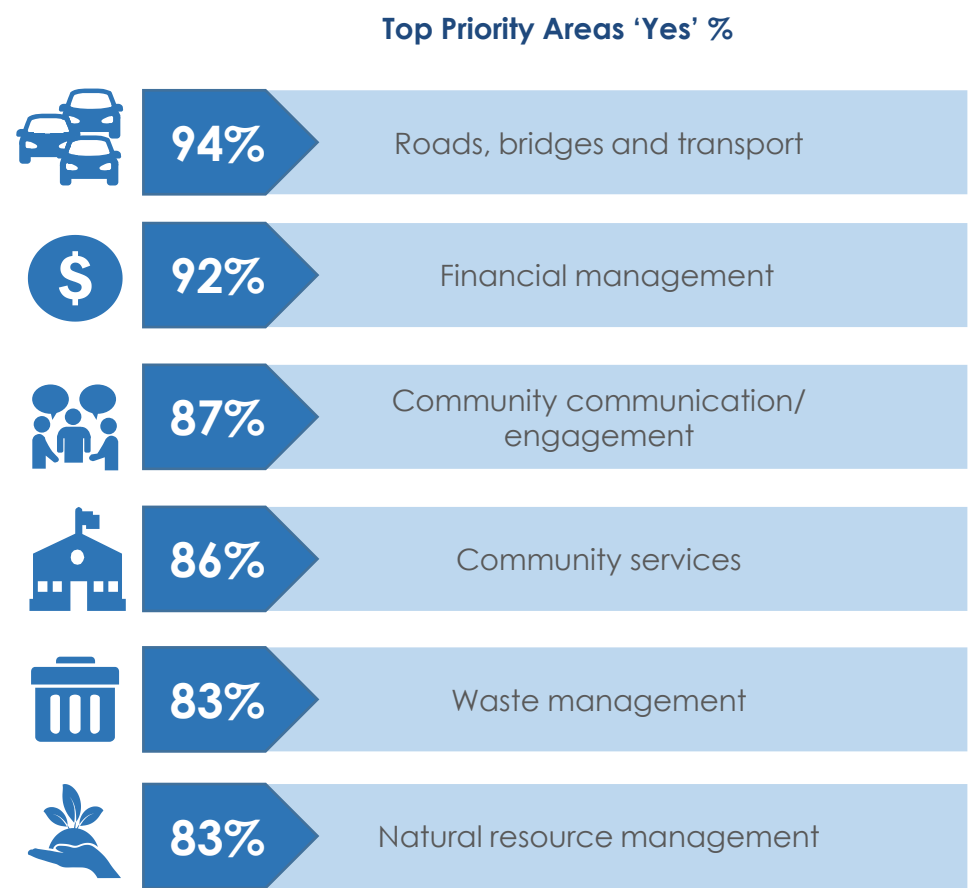
Resourcing Preference

- A majority of residents (54%) stated they would prefer Council to focus more on maintaining current assets regarding roads, bridges and drainage (compared to the choice to focus on providing new assets).
- When looking at the resourcing preference for recreation facilities, there was no significant preference in this case, with only a slightly more residents preferring that Council focus more on providing a greater number of more basic facilities.



Priority & Investment – Summary

Overall, residents place a very high priority on 'roads, bridges and transport', with 94% stating this area is a priority for the local area and 78% would like to see Council invest more money into this area. Other high priority areas include; financial management, community communication/engagement, community services, and waste management. All areas had more than half of residents state it as a priority.

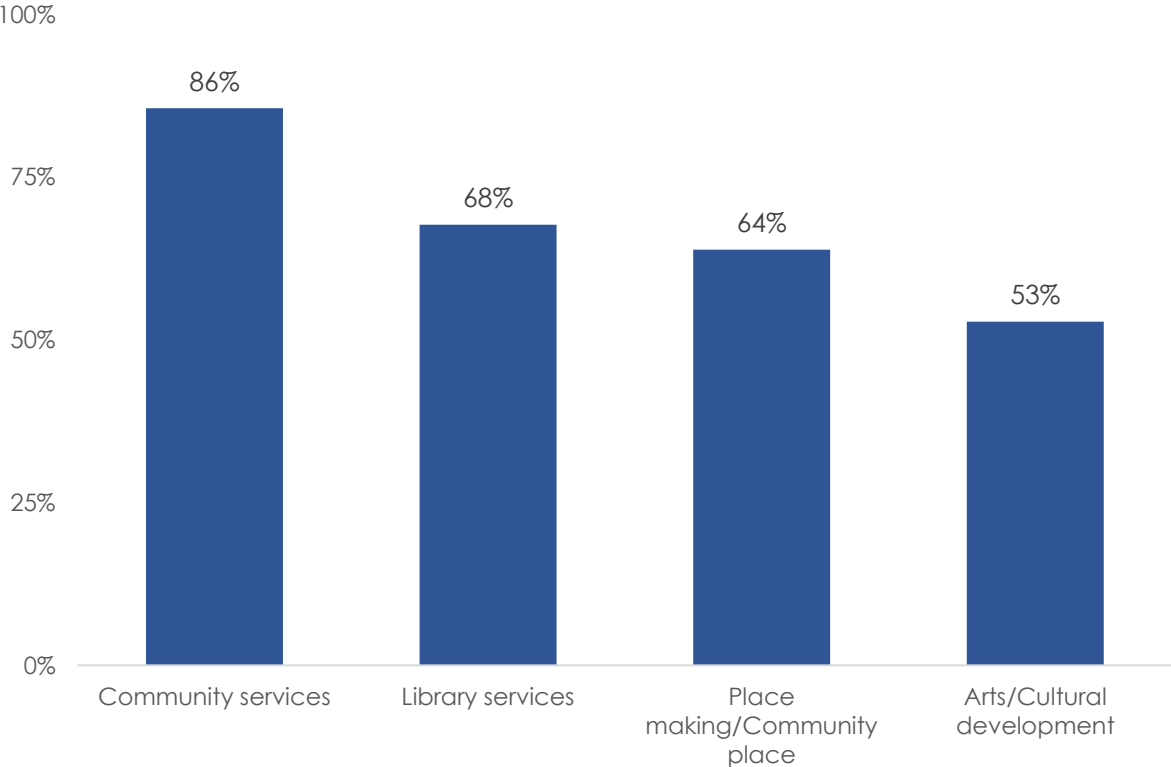


Base: N = 401
Q10a. Is this a priority?
Q10b. Do you believe Council's level of investment (i.e., resourcing/financial) into that area should be?

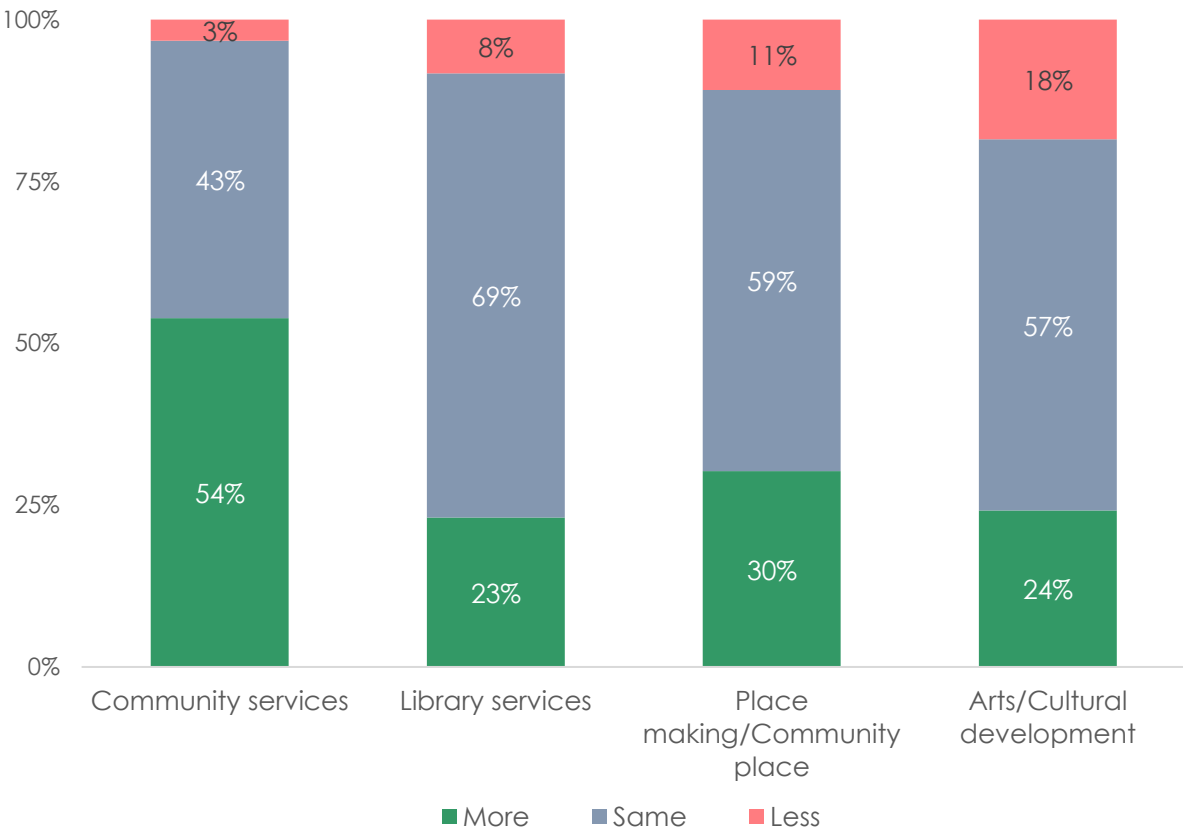
Priority & Investment – Community

Under the Community Pillar, 'community services' is the highest priority by a significant margin. Additionally, 54% of residents also believing it should have greater resourcing or financial investment.

Priority 'Yes' %



Level of investment

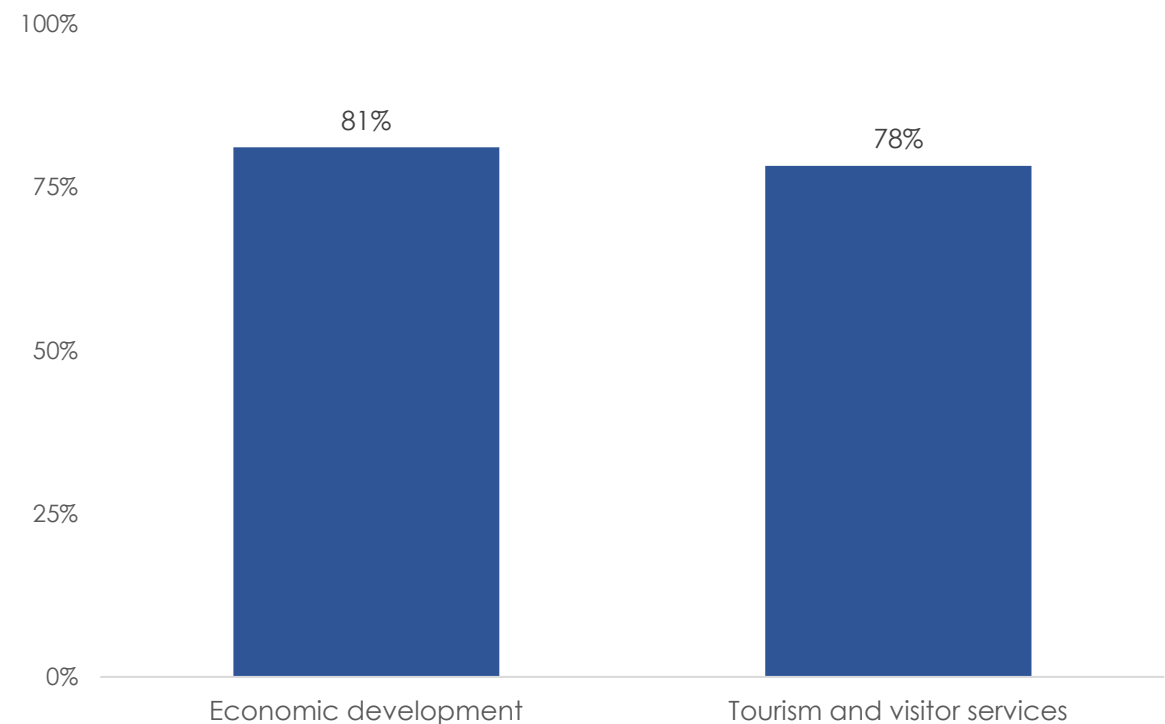


Base: N = 401
Q10a. Is this a priority?
Q10b. Do you believe Council's level of investment (i.e., resourcing/financial) into that area should be?

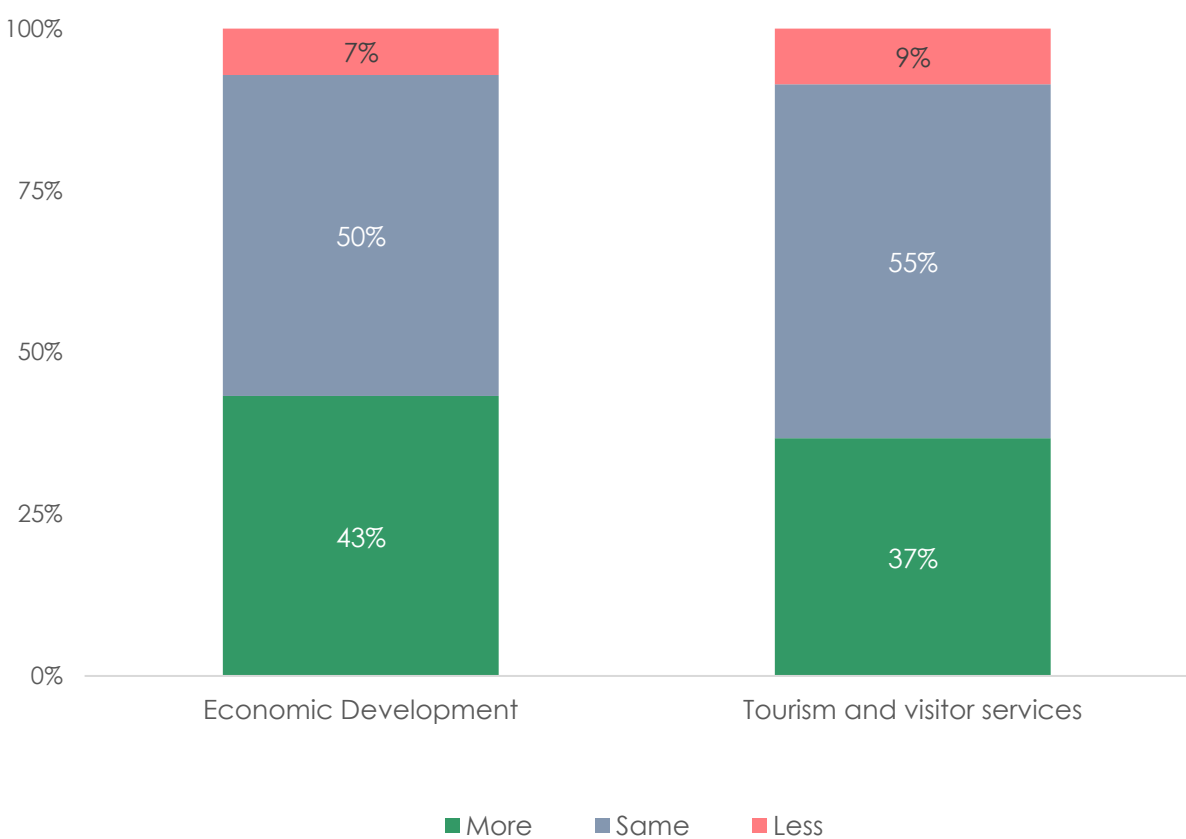
Priority & Investment – Economy

Both 'economic development' and 'tourism and visitor services' have high levels of priority. Regarding investment, 43% of residents believe 'economic development' should have more investment, with 'tourism and visitor services' not far behind.

Priority 'Yes' %



Level of investment

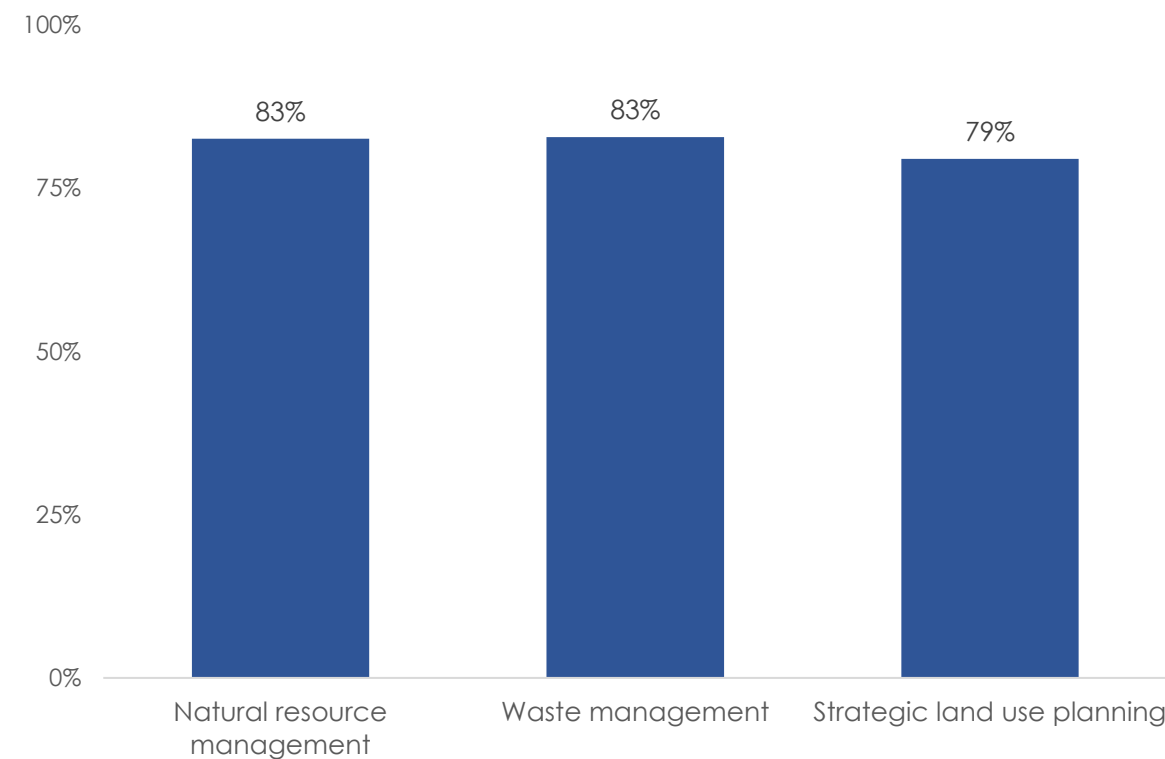


Base: N = 401
Q10a. Is this a priority?
Q10b. Do you believe Council's level of investment (i.e., resourcing/financial) into that area should be?

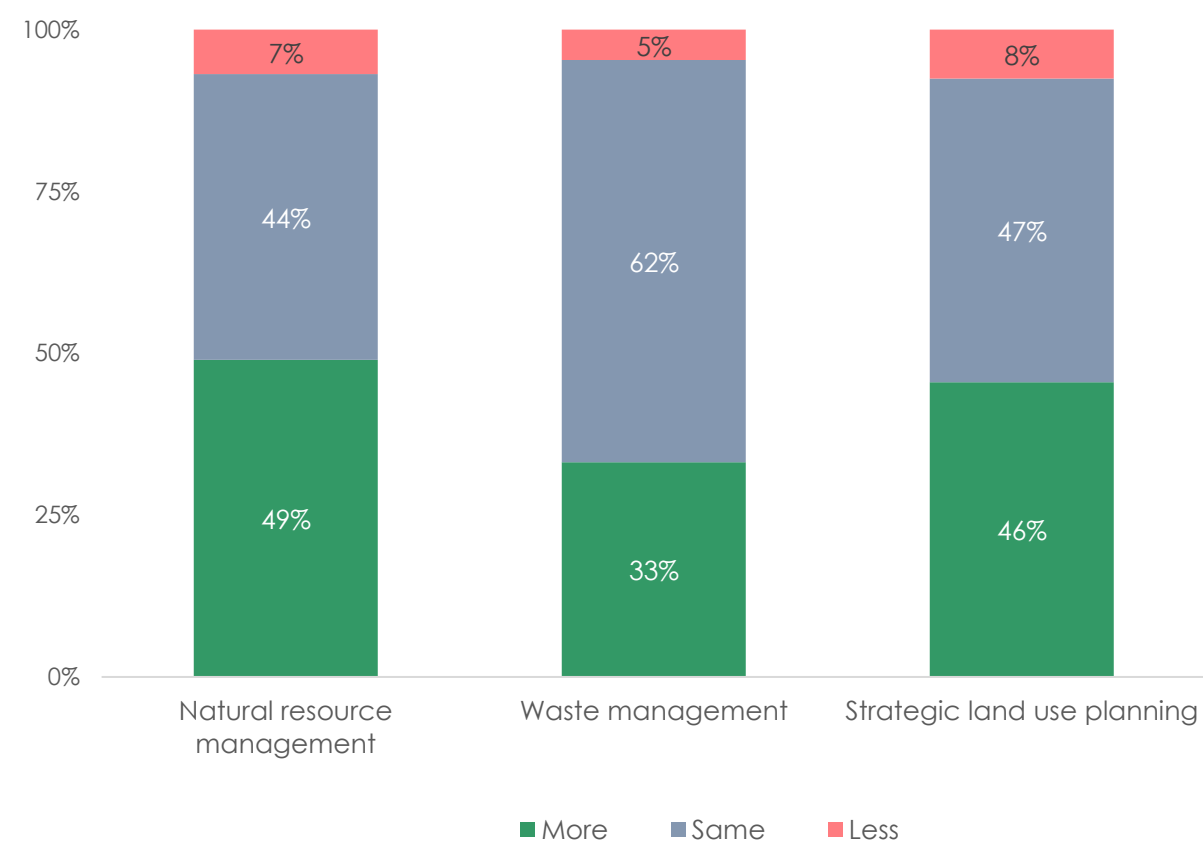
Priority & Investment – Environment

All environment topic areas have very high levels of priority. Almost half of residents believe Council should invest more in 'natural resource management', while 'waste management' had the majority of residents state investment should remain the same.

Priority 'Yes' %



Level of investment



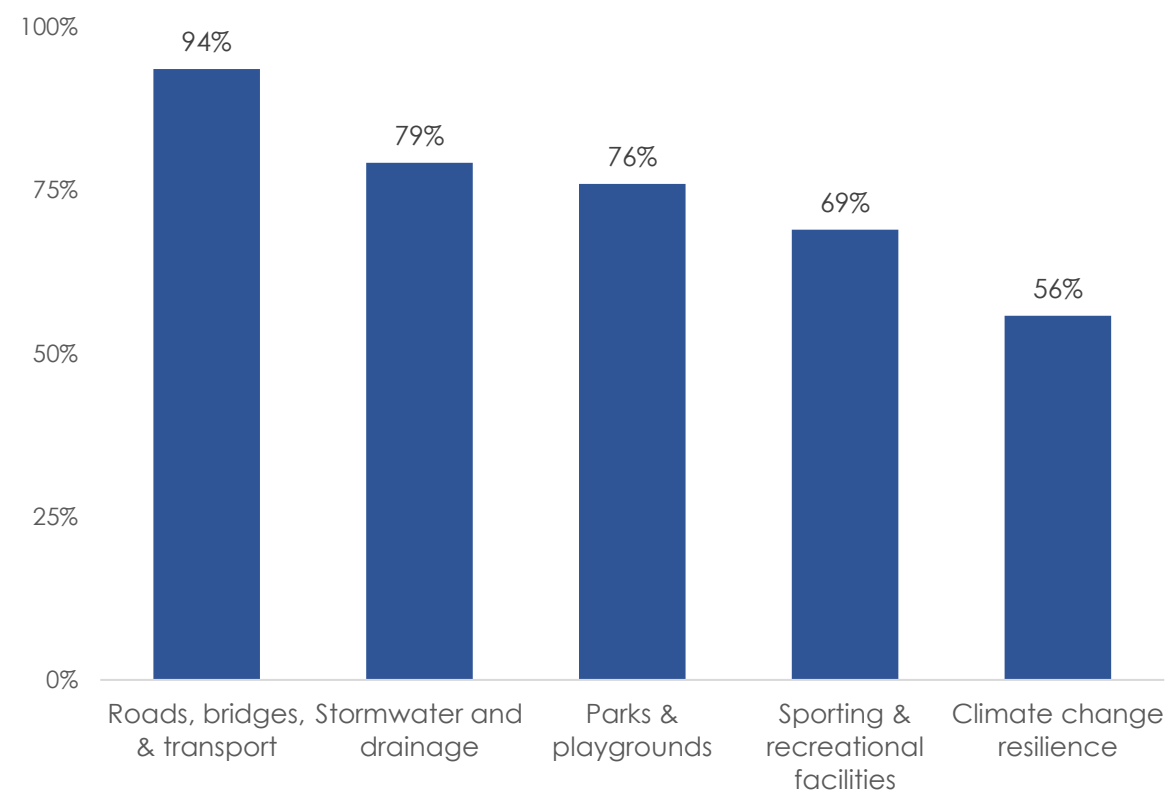
More Same Less

Base: N = 401
Q10a. Is this a priority?
Q10b. Do you believe Council's level of investment (i.e., resourcing/financial) into that area should be?

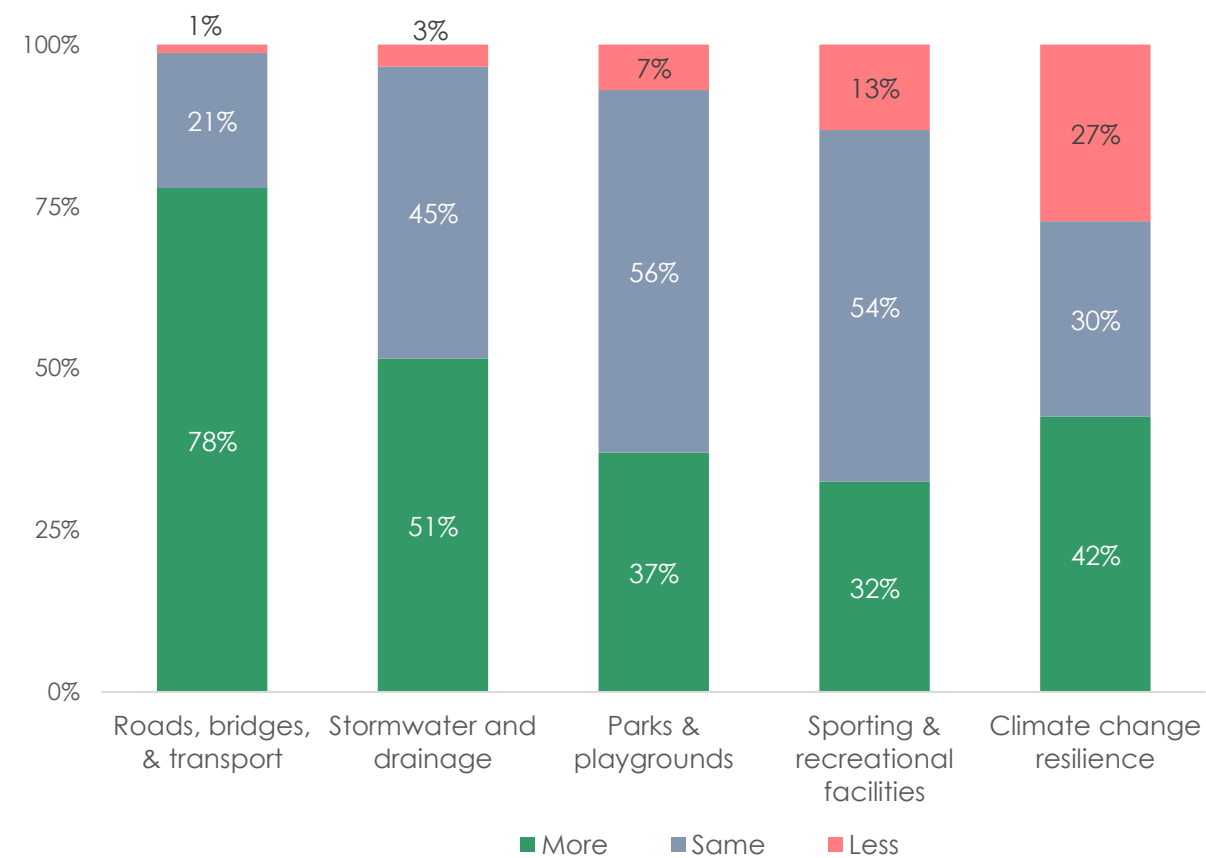
Priority & Investment – Infrastructure

Almost all residents believe ‘roads, bridges & transport’ are a priority, and 78% believe there should be more investment in this area, the highest level of any area. ‘Stormwater and drainage’ also has a very high level of priority (79%) and just over half of residents believe this area should have more investment, the third highest level of any area (after ‘community services’).

Priority ‘Yes’ %



Level of investment

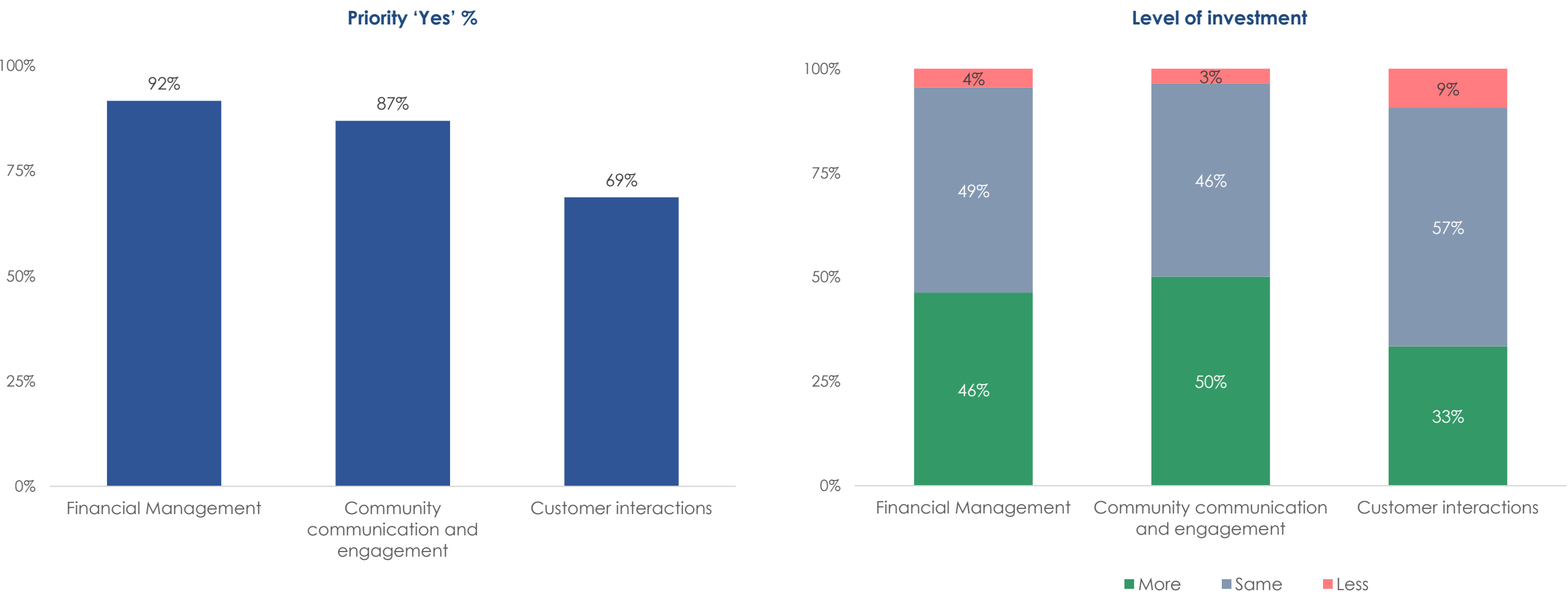


More Same Less

Base: N = 401
Q10a. Is this a priority?
Q10b. Do you believe Council's level of investment (i.e., resourcing/financial) into that area should be?

Priority & Investment – Governance

Both 'financial management' and 'community communication and engagement' have high levels of priority, and although financial management is slightly higher in priority, community communication and engagement has a larger proportion of residents wanting more investment.



Base: N = 401
Q10a. Is this a priority?
Q10b. Do you believe Council's level of investment (i.e., resourcing/financial) into that area should be?

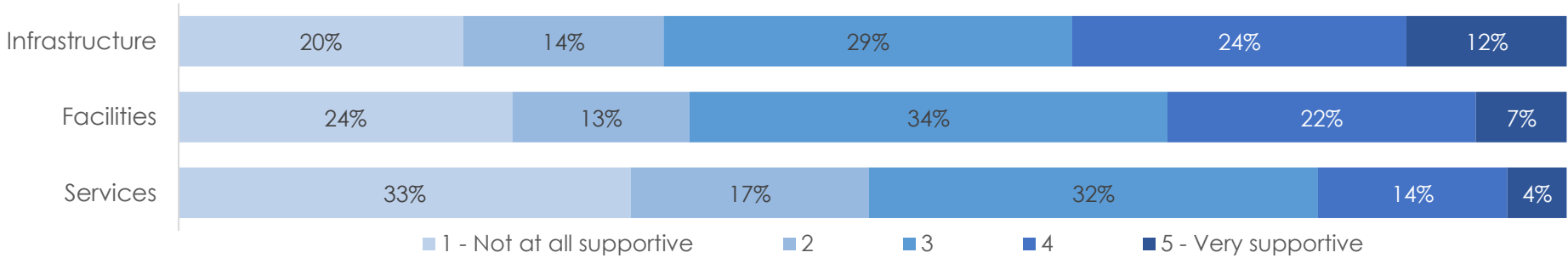
Support For Increased Rates For Better Services/Facilities

'Infrastructure' had the most support among the three options for increased rates, however, all options had a higher proportion of not at all/ not very supportive compared to supportive/ very supportive. By demographic, males were more likely to be supportive of more rates for infrastructure, while non-ratepayers were more supportive for all three services and facilities.

Support to pay more rates and charges for to support better:

Mean
rating

Top 3
Box



Support to pay more rates and charges – by demographic

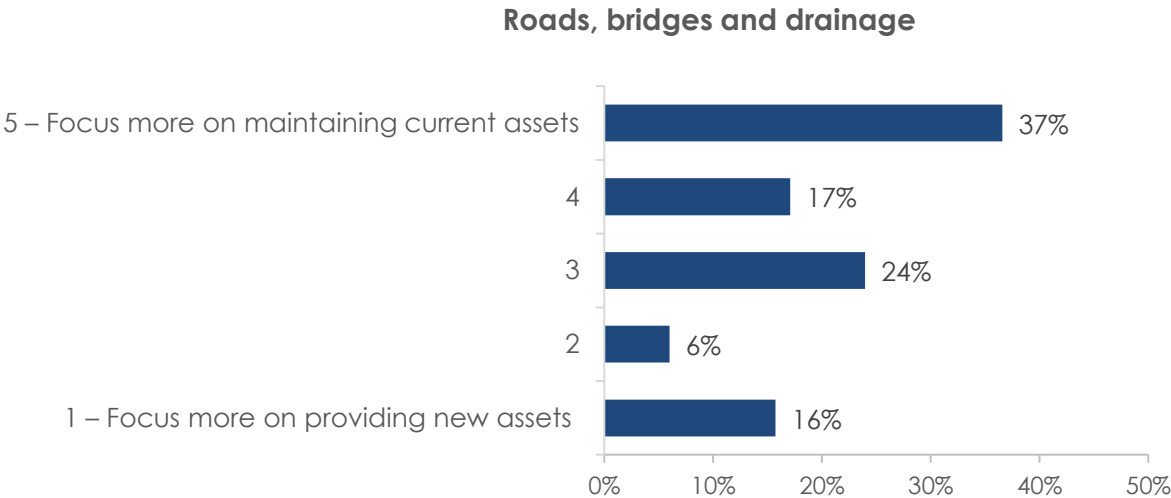
	Overall 2023	Gender		Age				Ratepayer Status		Location		Time lived in area	
		Male	Female	18 – 34	35 – 49	50 – 64	65+	Ratepayer	Non-ratepayer	Urban	Rural	<20 years	>20 years
Infrastructure	2.92	3.06	2.77	3.12	2.88	2.78	2.85	2.82	3.21	2.88	3.10	3.00	2.87
Facilities	2.74	2.78	2.71	3.02	2.72	2.60	2.58	2.64	3.06	2.73	2.81	2.86	2.68
Services	2.40	2.42	2.38	2.59	2.39	2.27	2.31	2.29	2.72	2.42	2.31	2.56	2.32
Base	401	200	201	115	93	96	96	299	102	327	74	138	263

A significantly higher/lower level of agree (by group)
Scale: 1 = Not at all supportive, 5 = Very supportive

Resourcing Preference: Road, Bridges And Drainage

A majority of residents (54%) stated they would prefer Council to focus more on maintaining current assets regarding roads, bridges and drainage.

Residents aged over 65 were significantly more likely to state they prefer Council to focus more on maintaining current assets regarding roads, bridges and drainage.

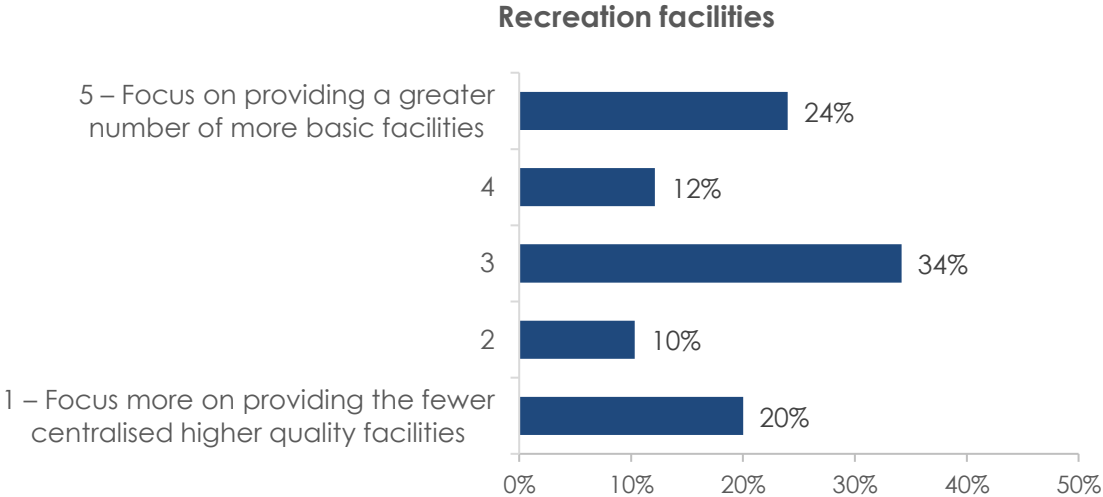


	Overall 2023	Gender		Age				Ratepayer Status		Location		Time lived in area	
		Male	Female	18 – 34	35 – 49	50 – 64	65+	Ratepayer	Non-ratepayer	Urban	Rural	<20 years	>20 years
Maintaining current assets (5/4)	54%	49%	58%	47%	49%	54%	66%	53%	56%	55%	50%	54%	54%
Neutral (3)	24%	27%	21%	25%	26%	24%	20%	25%	21%	23%	30%	22%	25%
Providing new assets (1/2)	22%	23%	21%	28%	25%	22%	14%	22%	23%	23%	20%	24%	21%
Mean rating	3.52	3.42	3.62	3.38	3.43	3.50	3.81	3.48	3.65	3.54	3.45	3.53	3.52
Base	401	200	201	115	93	96	96	299	102	327	74	138	263

Resourcing Preference: Recreation Facilities

There is a slightly stronger preference for providing a greater number of more basic recreation facilities, but there is no statistically significant preference and results vary across demographics.

Residents over 65 have a much stronger preference for a greater number of more basic facilities, when compared to other residents. Interestingly, while preference was very dependent on age, it does not vary by gender.



	Overall 2023	Gender		Age				Ratepayer Status		Location		Time lived in area	
		Male	Female	18 – 34	35 – 49	50 – 64	65+	Ratepayer	Non-ratepayer	Urban	Rural	<20 years	>20 years
Providing a greater number of more basic facilities (5/4)	36%	35%	36%	27%	33%	35%	48%	37%	30%	34%	42%	31%	38%
Neutral (3)	34%	33%	35%	31%	37%	35%	35%	34%	33%	35%	32%	33%	35%
Providing fewer centralised higher quality facilities (1/2)	30%	32%	29%	42%	29%	31%	17%	28%	36%	31%	26%	36%	28%
Mean rating	3.09	3.06	3.11	2.85	3.03	3.00	3.51	3.13	2.96	3.04	3.29	2.95	3.16
Base	401	200	201	115	93	96	96	299	102	327	74	138	263

▲ ▼ = A significantly higher/lower percentage (by group)



Section 6

Summary of Council Services/Facilities

This section summarises the importance and satisfaction ratings for the 40 services and facilities. In this section we explore trends to past research and comparative norms.

Section Six



Section Summary: Communication

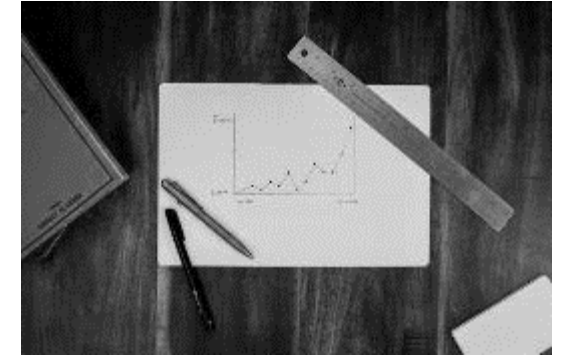
IMPORTANCE

Highest rated importance:

1. Maintaining local rural roads
2. Supporting local jobs and businesses
3. Long-term planning for the area
4. Emergency management
5. Financial management

But what drives their overall satisfaction?

1. Council decision-making reflecting community opinion
2. Youth Activities
3. Provision of Council information to the community
4. Opportunity to participate in Council decision-making
5. Long-term planning for the area

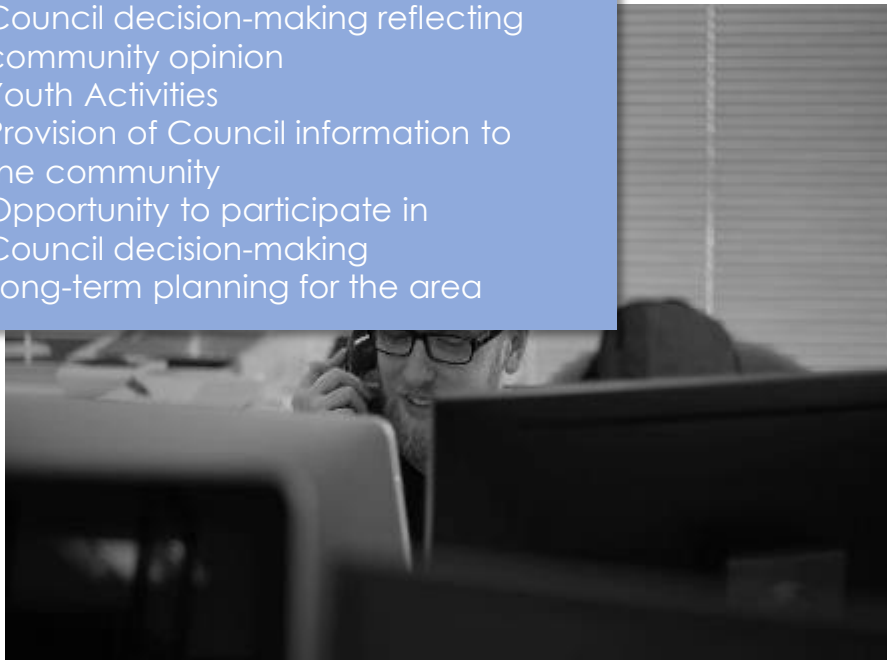


SATISFACTION

- There were no significant increases for satisfaction for any measures, significant decline in satisfaction since 2018 for:
 - Connectivity measures (roads, traffic, bridges, cycleways)
 - Emergency management and stormwater and drainage.
 - Planning and development, long-term planning for the region, and heritage sites protected and maintained.
 - Aquatic Centre

SATISFACTION (Benchmarks)

- Satisfaction was significantly higher than the Micromex Regional LGA benchmark for:
 - Economic development
 - Overall condition of the local sealed road network
 - Maintaining footpaths
 - Supporting local jobs and businesses
- And significantly lower for:
 - Opportunity to participate in Council decision-making
 - Provision of Council information to the community
 - Maintaining local rural roads
 - Provision of bike paths & footpaths



Council Services and Facilities

A major component of the 2023 Community Survey was to assess perceived Importance of, and Satisfaction with 40 Council-provided services and facilities – the equivalent of 80 separate questions!

We have utilised the following techniques to summarise and analyse these 80 questions:

Highlights and Comparison with 2018 Results



Performance Gap Analysis



Quadrant Analysis



Regression Analysis (i.e.: determine the services/
facilities that drive overall satisfaction with Council)



Comparison with Micromex Benchmarks



Importance & Satisfaction – Highest/Lowest Rated Services/Facilities

A core element of this community survey was the rating of 40 facilities/services in terms of Importance and Satisfaction. The analysis below identifies the highest and lowest rated services/facilities in terms of importance and satisfaction.

Importance

The following services/facilities received the highest T2 box importance ratings:

Higher importance	T2 Box	Mean
Maintaining local rural roads	95%	4.77
Supporting local jobs and businesses	94%	4.71
Long-term planning for the region	93%	4.66
Emergency management	92%	4.67
Financial management	92%	4.62

The following services/facilities received the lowest T2 box importance ratings:

Lower importance	T2 Box	Mean
Chifley Home & Education Centre	51%	3.50
Kelso Community Hub	53%	3.50
Bathurst Regional Art Gallery	59%	3.69
Youth activities	61%	3.65
Climate change	62%	3.79

T2B = important/very important
Scale: 1 = not at all important, 5 = very important

Satisfaction

The following services/facilities received the highest T3 box satisfaction ratings:

Higher satisfaction	T3 Box	Mean
National Motor Racing Museum	98%	4.35
Bathurst Regional Library	98%	4.27
Chifley Home & Education Centre	98%	4.05
Bathurst Regional Art Gallery	98%	4.24
Bathurst Rail Museum	97%	4.22

The following services/facilities received the lowest T3 box satisfaction ratings:

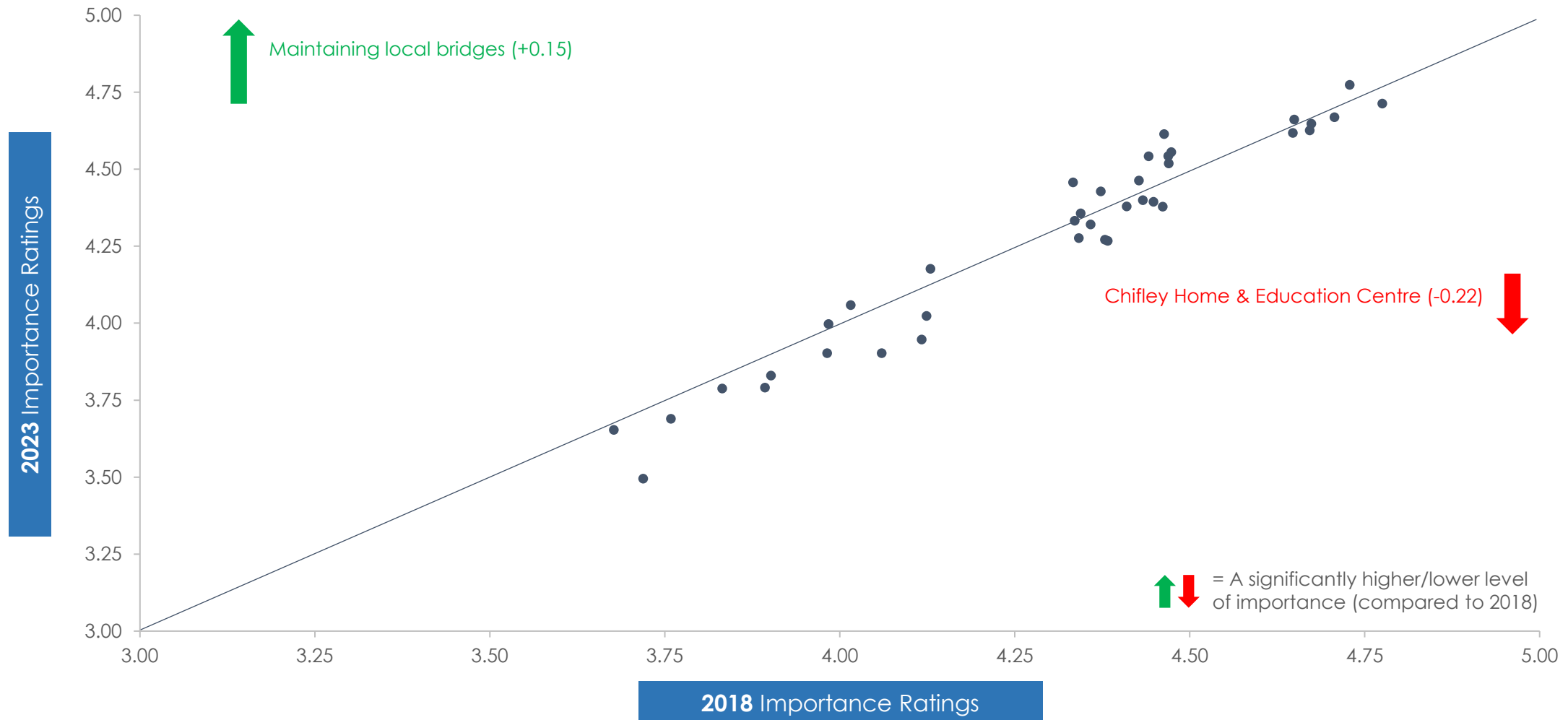
Lower satisfaction	T3 Box	Mean
Maintaining local rural roads	44%	2.34
Council decision-making reflecting community opinion	60%	2.78
Maintaining local urban roads	60%	2.81
Opportunity to participate in Council decision-making	61%	2.83
Overall condition of the local sealed road network	65%	2.80

T3B = somewhat satisfied/satisfied/very satisfied
Scale: 1 = not at all satisfied, 5 = very satisfied

Services and Facilities – Importance: Comparison by Year

The below chart compares the mean importance ratings for 2023 vs 2018.

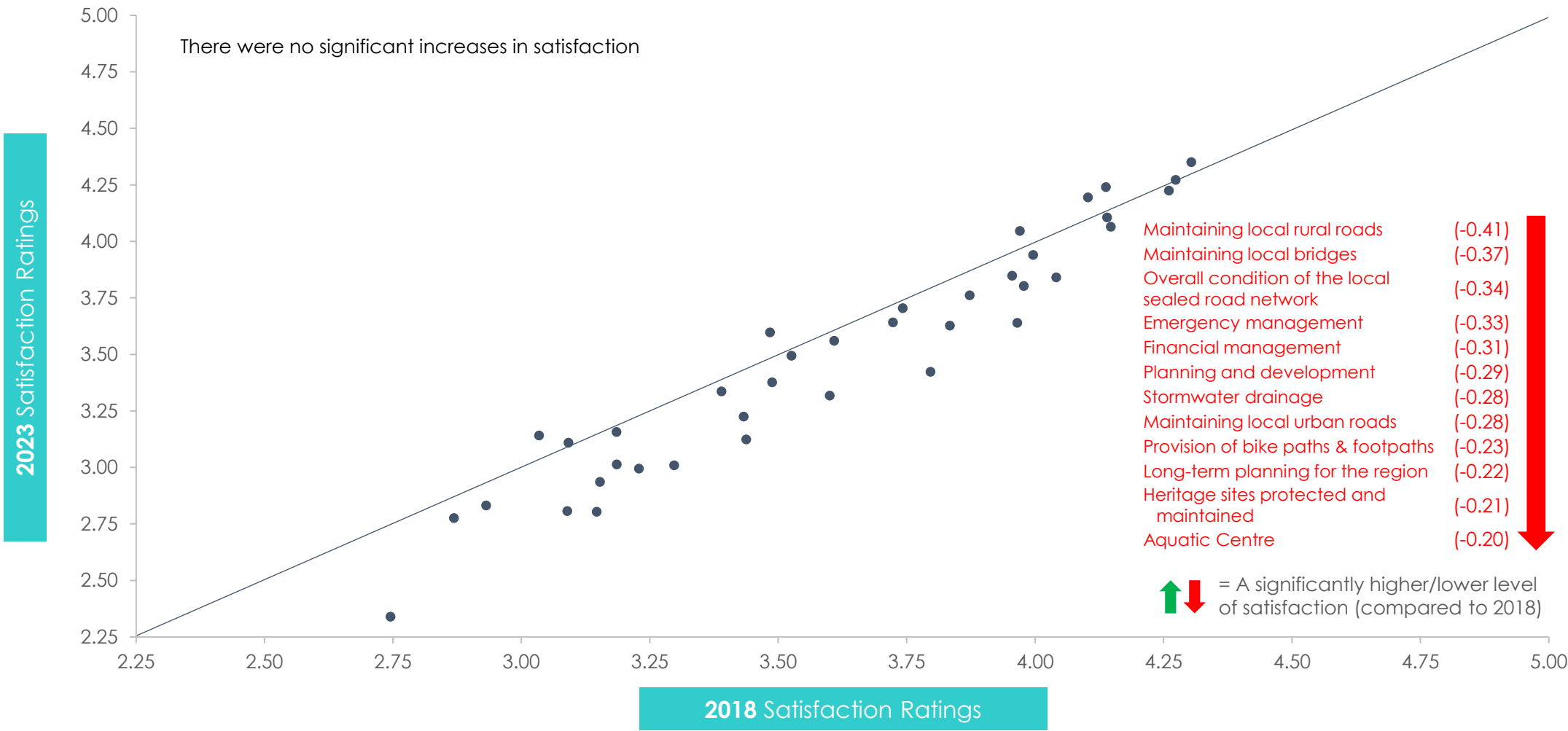
Importance significantly increased for 1 of the 40 comparable services and facilities, there were also significant decreases in importance for 1 of the 40 services and facilities.



Services and Facilities – Satisfaction: Comparison by Year

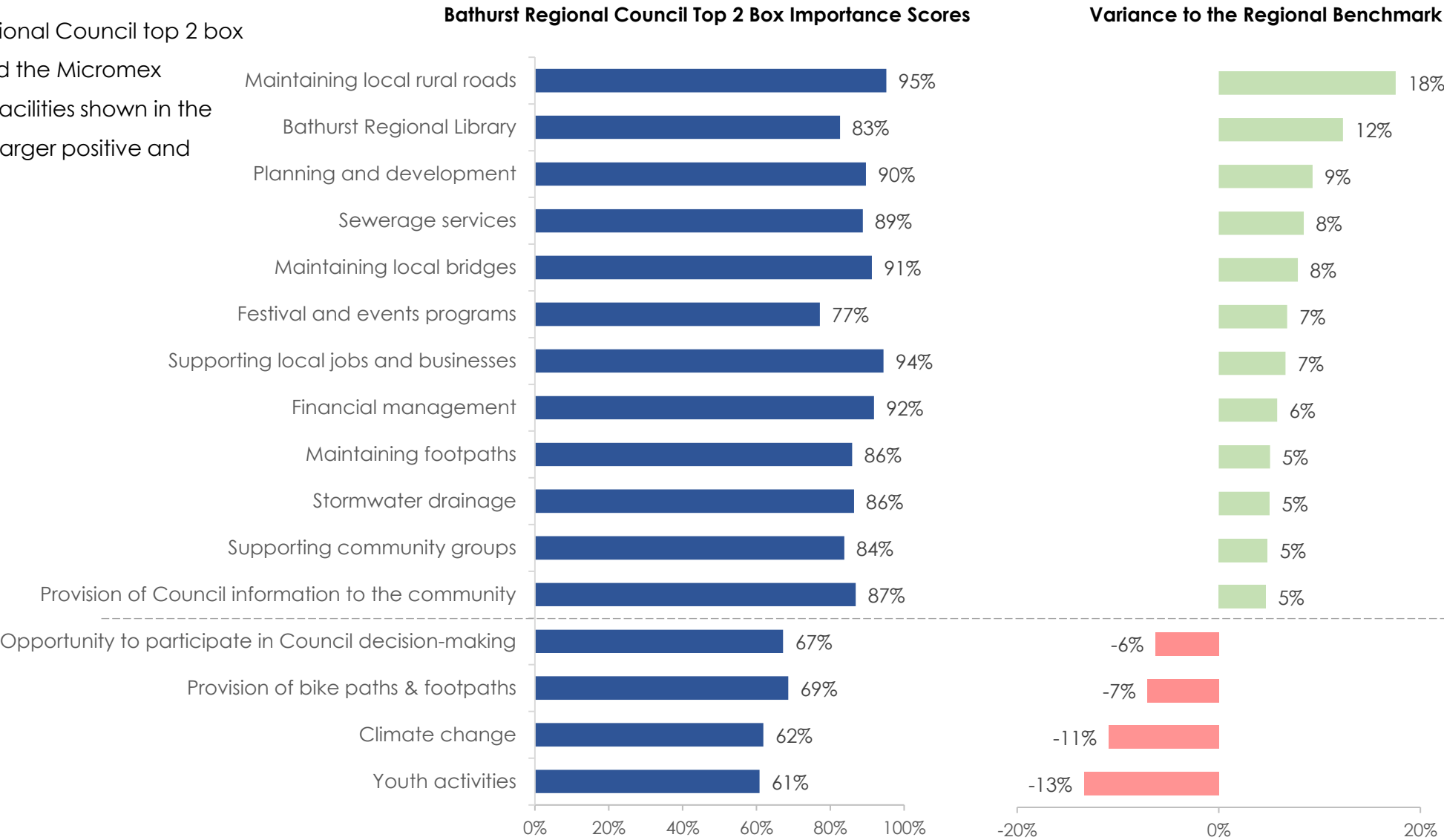
The below chart compares the mean satisfaction ratings for 2023 vs 2018.

Satisfaction did not significantly increase for any of the services and facilities, while there was significant decreases in satisfaction for 12 of the 40 services and facilities.



Summary Importance Comparison to the Micromex Benchmark

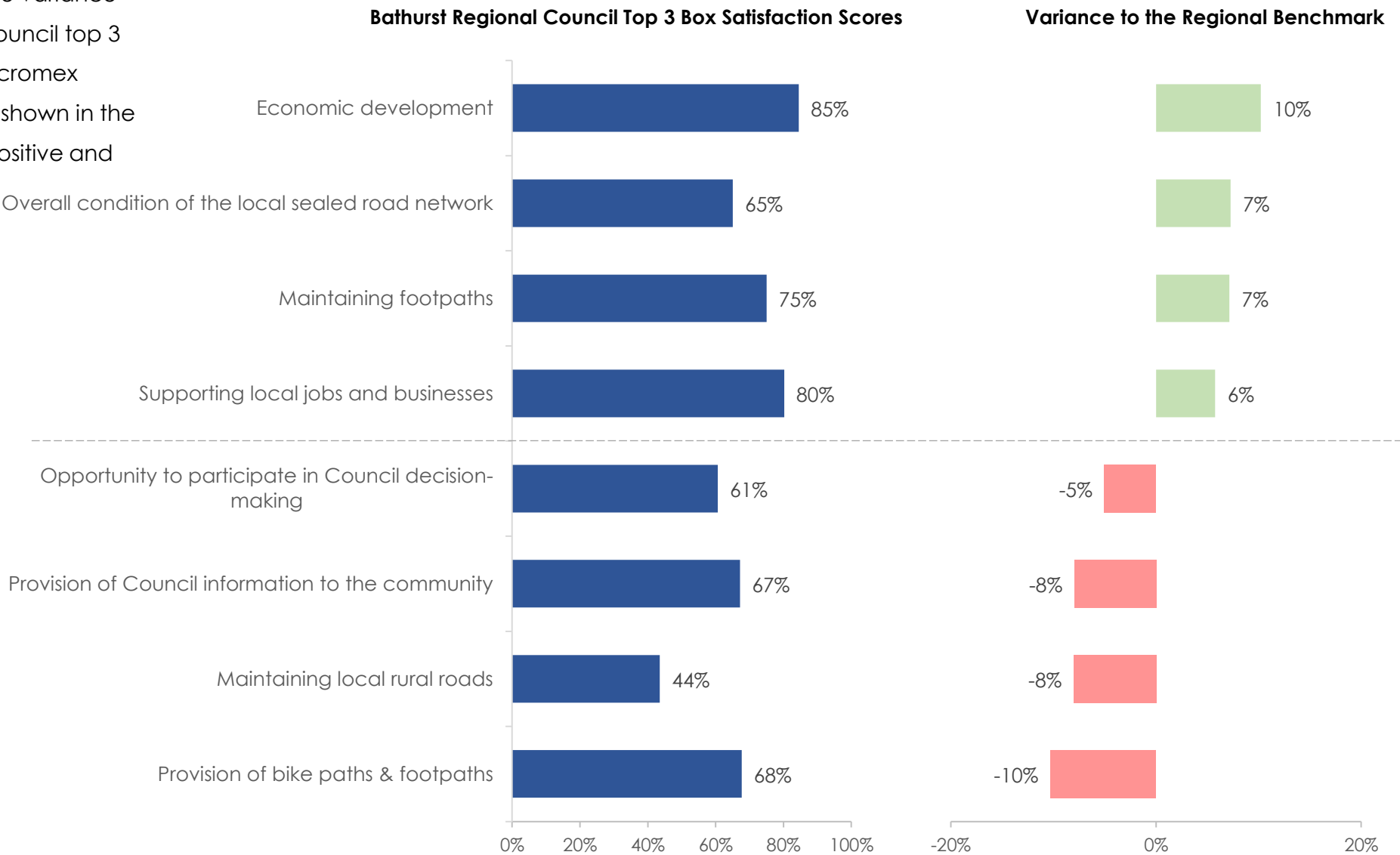
The chart to the right shows the variance between Bathurst Regional Council top 2 box importance scores and the Micromex Benchmark. Services/facilities shown in the below chart highlight larger positive and negative gaps.



Note: Only services/facilities with a variance of +/- 5% to the Benchmark have been shown above. Please see Appendix 1 for detailed list
Top 2 box = important/very important

Summary Satisfaction Comparison to the Micromex Benchmark

The chart to the right shows the variance between Bathurst Regional Council top 3 satisfaction scores and the Micromex Benchmark. Services/facilities shown in the below chart highlight larger positive and negative gaps.



Note: Only services/facilities with a variance of +/- 5% to the Benchmark have been shown above. Please see Appendix 1 for detailed list
Top 3 box = at least somewhat satisfied

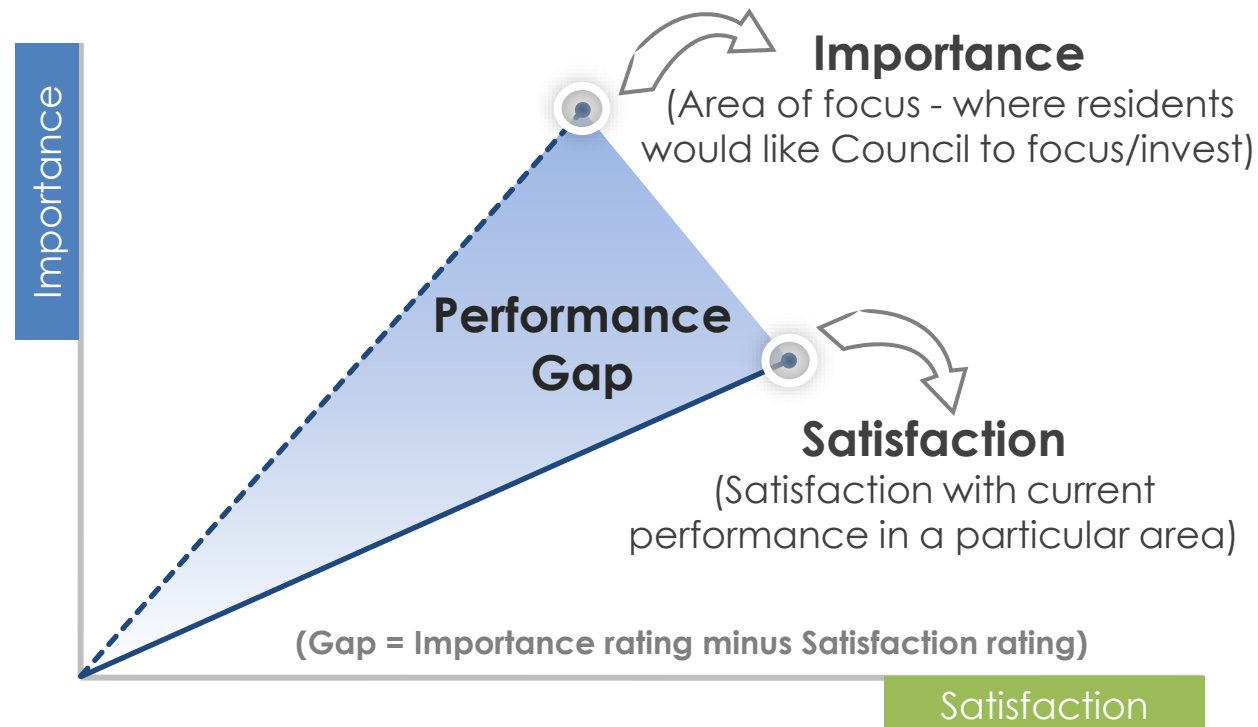
Performance Gap Analysis

PGA establishes the gap between importance and satisfaction. This is calculated by subtracting the top 3 satisfaction score from the top 2 importance score. In order to measure performance gaps, respondents are asked to rate the importance of, and their satisfaction with, each of a range of different services or facilities on a scale of 1 to 5, where 1 = low importance or satisfaction and 5 = high importance or satisfaction. These scores are aggregated at a total community level.

The higher the differential between importance and satisfaction, the greater the difference is between the provision of that service by Bathurst Regional Council and the expectation of the community for that service/facility.

In the table on the following page, we can see the services and facilities with the largest performance gaps.

When analysing the performance gaps, it is expected that there will be some gaps in terms of resident satisfaction. Those services/facilities that have achieved a performance gap of greater than 20% may be indicative of areas requiring future optimisation.



Performance Gap Analysis

When we examine the largest performance gaps, we can identify that all of the services or facilities have been rated as high in importance, whilst resident satisfaction for all of these areas is between 44% and 81%.

Local rural and urban roads have the largest performance gap, followed by community leadership measures related to decision making, planning, provision of information, and financial management.

Service Area	Service/Facility	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance – Satisfaction)
Our Places and Spaces	Maintaining local rural roads	95%	44%	52%
Our Places and Spaces	Maintaining local urban roads	90%	60%	30%
Our Places and Spaces	Overall condition of the local sealed road network	90%	65%	25%
Connected and Collaborative Community Leaders	Council decision-making reflecting community opinion	84%	60%	24%
Connected and Collaborative Community Leaders	Long-term planning for the region	93%	69%	24%
Connected and Collaborative Community Leaders	Planning and development	90%	68%	22%
Connected and Collaborative Community Leaders	Provision of Council information to the community	87%	67%	20%
Connected and Collaborative Community Leaders	Financial management	92%	74%	17%
A Prosperous and Vibrant Region	Supporting local jobs and businesses	94%	80%	14%
Proud Place, Great Lifestyle	Public amenities, such as toilets and parents rooms	85%	74%	11%
Our Places and Spaces	Maintaining footpaths	86%	75%	11%
Our Places and Spaces	Maintaining local bridges	91%	81%	10%
Our Natural Environment	Water supply and service	91%	81%	10%

Note: Performance gap is the first step in the process, we now need to identify comparative ratings across all services and facilities to get an understanding of relative importance and satisfaction at an LGA level. This is when we undertake step 2 of the analysis.

Quadrant Analysis

Quadrant analysis is often helpful in planning future directions based on stated outcomes. It combines the stated importance of the community and assesses satisfaction with delivery in relation to these needs.

This analysis is completed by plotting the variables on x and y axes, defined by stated importance and rated satisfaction. We aggregate the top 2 box importance scores and top 3 satisfaction scores for stated importance and rated satisfaction to identify where the facility or service should be plotted.

On average, insert Council here residents rated services/facilities more important than our Benchmark, and their satisfaction was, on average, higher.

	Bathurst Regional Council	Micromex Comparable Regional Benchmark
Average Importance	79%	81%
Average Satisfaction	82%	77%

Note: Micromex comparable benchmark only refers to like for like measures

Explaining the 4 quadrants (overleaf)

Attributes in the top right quadrant, **MAINTAIN**, such as 'emergency management', are Council's core strengths, and should be treated as such. Maintain, or even attempt to improve your position in these areas, as they are influential and address clear community needs.

Attributes in the top left quadrant, **IMPROVE**, such as 'maintaining local urban roads' are key concerns in the eyes of your residents. In the vast majority of cases you should aim to improve your performance in these areas to better meet the community's expectations.

Attributes in the bottom left quadrant, **NICHE**, such as 'provision of bike paths & footpaths', are of a relatively lower priority (and the word 'relatively' should be stressed – they are still important). These areas tend to be important to a particular segment of the community.

Finally, attributes in the bottom right quadrant, **SOCIAL CAPITAL**, such as 'Chifley Home & Education Centre', are core strengths, but in relative terms they are considered less overtly important than other directly obvious areas. However, the occupants of this quadrant tend to be the sort of services and facilities that deliver to community liveability, i.e. make it a good place to live.

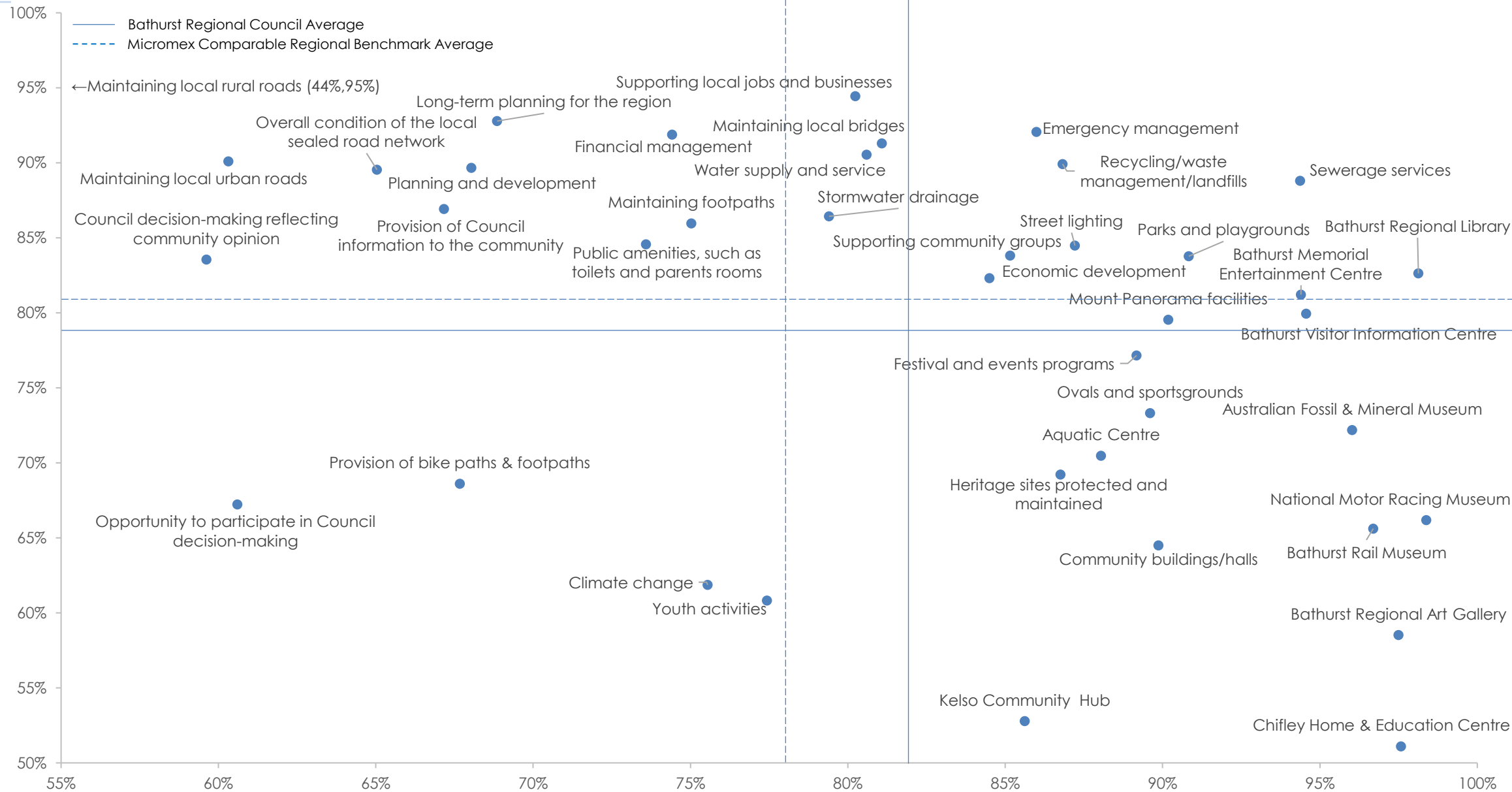
Recommendations based only on stated importance and satisfaction have major limitations, as the actual questionnaire process essentially 'silos' facilities and services as if they are independent variables, when they are in fact all part of the broader community perception of council performance.



Improve
Higher importance, lower satisfaction

Maintain
Higher importance, higher satisfaction

Importance



Niche
Lower importance, lower satisfaction

Satisfaction

Social Capital
Lower importance, higher satisfaction

Regression Analysis

The outcomes identified in stated importance/satisfaction analysis often tend to be obvious and challenging. No matter how much focus a council dedicates to 'maintaining local rural roads', it will often be found in the **IMPROVE** quadrant. This is because, perceptually, the condition of local roads can always be better.

Furthermore, the outputs of stated importance and satisfaction analysis address the current dynamics of the community, they do not predict which focus areas are the most likely agents to change the community's perception of Council's overall performance.

Therefore, in order to identify how Bathurst Regional Council can actively drive overall community satisfaction, we conducted further analysis

Explanation of Analysis

Regression analysis is a statistical tool for investigating relationships between dependent variables and explanatory variables. Using a regression, a category model was developed. The outcomes demonstrated that increasing resident satisfaction by actioning the priorities they stated as being important would not necessarily positively impact on overall satisfaction.

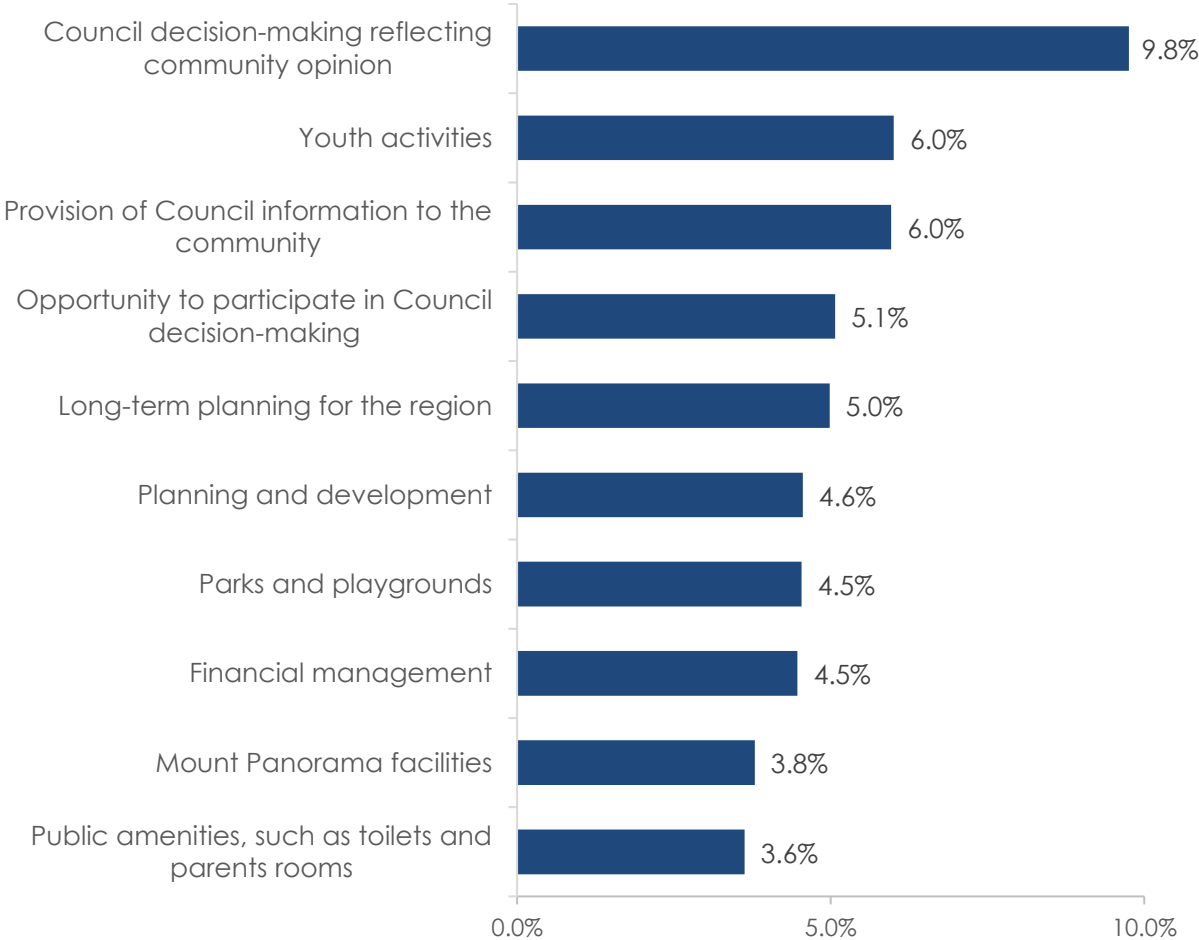
What Does This Mean?

The learning is that if we only rely on the stated community priorities, we will not be allocating the appropriate resources to the actual service attributes that will improve overall community satisfaction. Using regression analysis, we can identify the attributes that essentially build overall satisfaction. We call the outcomes 'derived importance'.



Key Drivers of Overall Satisfaction with Council

The score assigned to each area indicates the percentage of influence each attribute contributes to overall satisfaction with Council. If Council can increase satisfaction in these areas it will improve overall community satisfaction.

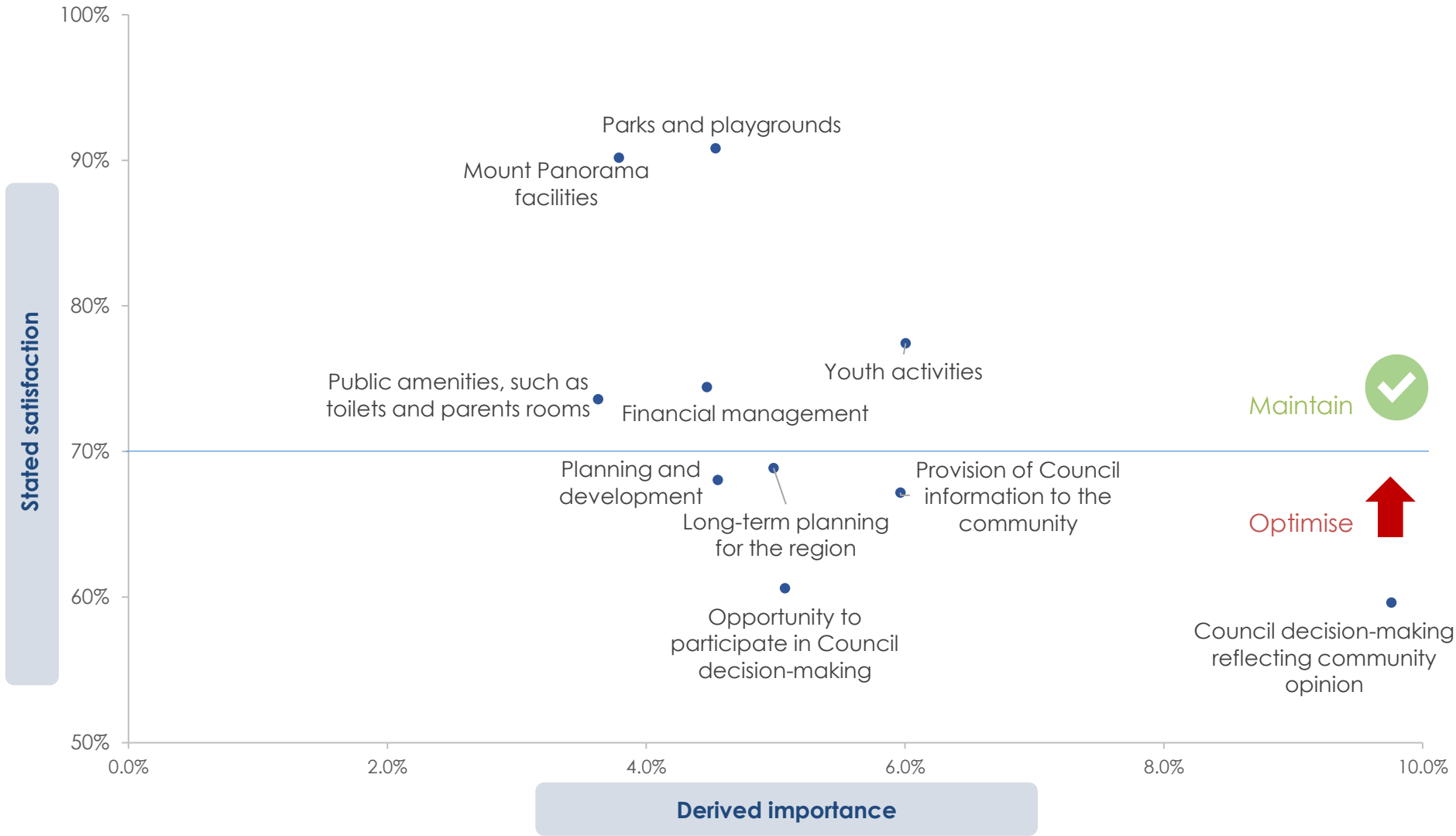


The results in the chart to the left identify which services/facilities contribute most to overall satisfaction. If Council can improve satisfaction scores across these services/facilities, they are likely to improve their overall satisfaction score.

These top 10 services/facilities (so 25% of the 40 services/facilities) account for over 52% of the variation in overall satisfaction. Therefore, whilst all 40 services/facilities are important, only a number of them are potentially significant drivers of satisfaction (at this stage, the other 30 services/facilities have less impact on satisfaction – although if resident satisfaction with them was to suddenly change they may have more immediate impact on satisfaction).

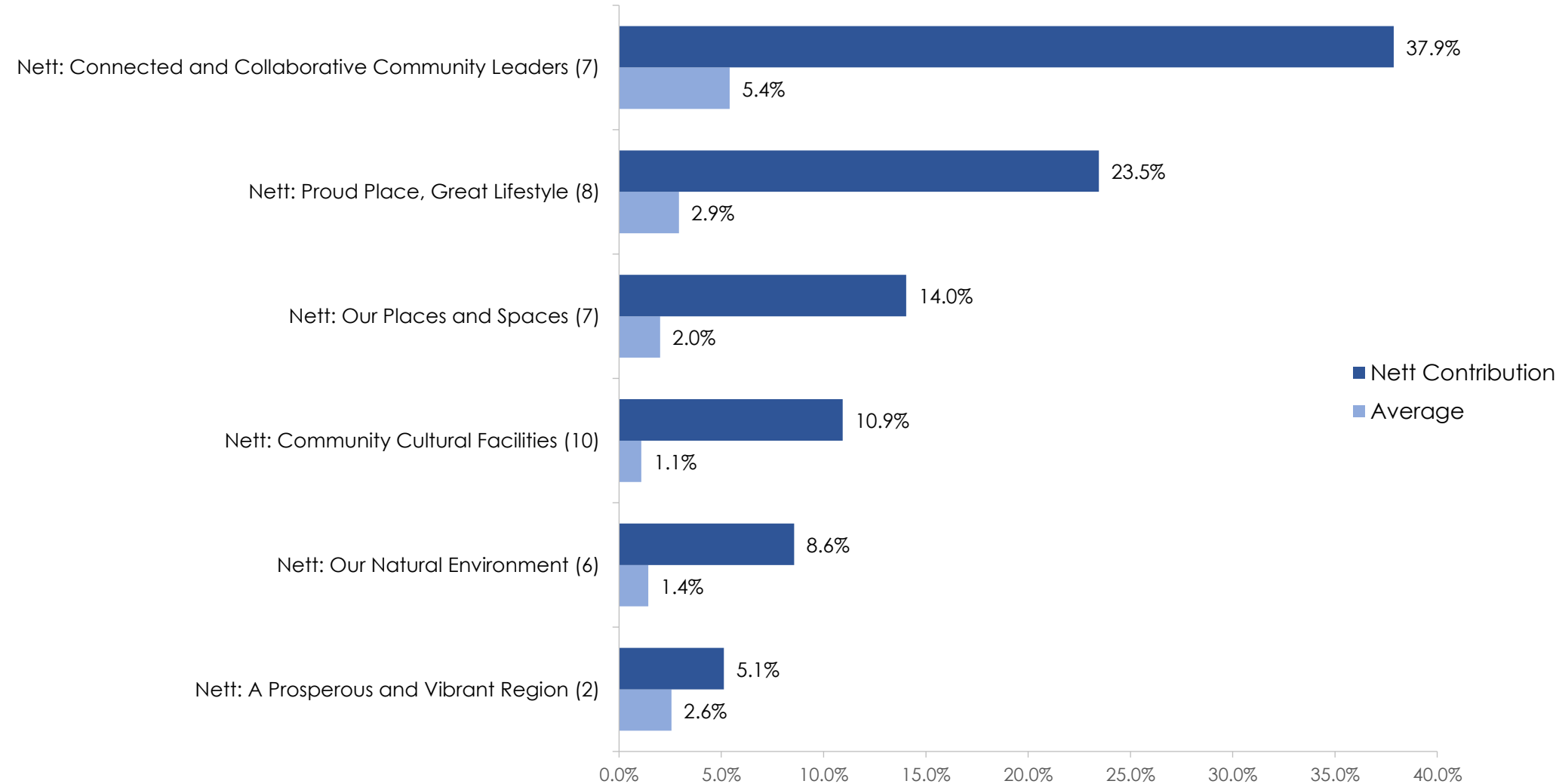
Mapping Stated Satisfaction and Derived Importance Identifies the Community Priority Areas

The below chart looks at the relationship between stated satisfaction (top 3 box) and derived importance (Regression result) to identify the level of contribution of each measure. Any services/facilities below the blue line could potentially be benchmarked to target in future research to elevate satisfaction levels in these areas.



Contribution to Overall Satisfaction with Council's Performance

By combining the outcomes of the regression data, we can identify the derived importance of the different Nett Priority Areas.
'Connected and Collaborative Community Leaders' (37.9%) is the key contributor toward overall satisfaction with Council's performance.



Note: the number in brackets denotes how many statements in the NETT



Appendix 1:

Additional Analyses

Appendix 1

Comparison to Previous Research

Service/Facility	Importance		Satisfaction		Service/Facility	Importance		Satisfaction	
	2023	2018	2023	2018		2023	2018	2023	2018
Youth activities	3.65	3.68	3.22	3.43	Emergency management	4.67	4.71	3.64	3.97
Heritage sites protected and maintained	3.90	4.06	3.63	3.83	Economic development	4.32	4.36	3.38	3.49
Parks and playgrounds	4.38	4.46	3.76	3.87	Supporting local jobs and businesses	4.71	4.77	3.34	3.39
Ovals and sportsgrounds	4.06	4.02	3.85	3.96	Planning and development	4.52	4.47	3.01	3.30
Community buildings/halls	3.79	3.89	3.64	3.72	Opportunity to participate in Council decision-making	3.95	4.12	2.83	2.93
Aquatic Centre	4.00	3.98	3.84	4.04	Council decision-making reflecting community opinion	4.38	4.41	2.78	2.87
Festival and events programs	4.18	4.13	3.80	3.98	Provision of Council information to the community	4.46	4.43	3.01	3.19
Public amenities, such as toilets and parents rooms	4.40	4.43	3.16	3.18	Long-term planning for the region	4.66	4.65	2.94	3.15
Maintaining local rural roads	4.77	4.73	2.34	2.75	Supporting community groups	4.36	4.34	3.49	3.53
Maintaining local urban roads	4.63	4.67	2.81	3.09	Financial management	4.62	4.65	3.12	3.44
Maintaining footpaths	4.39	4.45	3.14	3.03	Bathurst Regional Art Gallery	3.69	3.76	4.24	4.14
Provision of bike paths & footpaths	3.90	3.98	2.99	3.23	Chifley Home & Education Centre	3.50	3.72	4.05	3.97
Overall condition of the local sealed road network	4.56	4.47	2.80	3.15	Bathurst Memorial Entertainment Centre	4.28	4.34	4.07	4.15
Maintaining local bridges	4.61	4.46	3.42	3.80	Australian Fossil & Mineral Museum	4.02	4.12	4.22	4.26
Street lighting	4.43	4.37	3.60	3.48	National Motor Racing Museum	3.83	3.90	4.35	4.30
Water supply and service	4.65	4.67	3.56	3.61	Mount Panorama facilities	4.27	4.38	3.94	4.00
Stormwater drainage	4.46	4.33	3.32	3.60	Bathurst Regional Library	4.33	4.34	4.27	4.27
Recycling/waste management/landfills	4.54	4.47	3.71	3.74	Bathurst Visitor Information Centre	4.27	4.38	4.11	4.14
Sewerage services	4.54	4.44	4.20	4.10	Bathurst Rail Museum	3.89	NA	4.22	NA
Climate change	3.79	3.83	3.11	3.09	Kelso Community Hub	3.50	NA	3.57	NA

Importance Compared to the Micromex Benchmark

Service/Facility	Bathurst Regional Council T2 box importance score	Micromex LGA Benchmark – Regional T2 box importance score	Variance
Maintaining local rural roads	95%	78%	18%▲
Bathurst Regional Library	83%	70%	12%▲
Planning and development	90%	80%	9%
Sewerage services	89%	80%	8%
Maintaining local bridges	91%	83%	8%
Festival and events programs	77%	70%	7%
Supporting local jobs and businesses	94%	88%	7%
Financial management	92%	86%	6%
Maintaining footpaths	86%	81%	5%
Stormwater drainage	86%	81%	5%
Supporting community groups	84%	79%	5%
Provision of Council information to the community	87%	82%	5%
Long-term planning for the region	93%	89%	3%
Economic development	82%	80%	3%
Street lighting	84%	82%	3%
Water supply and service	91%	88%	3%
Public amenities, such as toilets and parents rooms	85%	82%	2%
Council decision-making reflecting community opinion	84%	83%	1%
Parks and playgrounds	84%	83%	1%
Emergency management	92%	91%	1%
Recycling/waste management/landfills	90%	90%	0%
Aquatic Centre	70%	71%	0%
Maintaining local urban roads	90%	93%	-3%
Overall condition of the local sealed road network	90%	93%	-3%
Ovals and sportsgrounds	73%	76%	-3%
Heritage sites protected and maintained	69%	73%	-3%
Community buildings/halls	65%	68%	-3%
Opportunity to participate in Council decision-making	67%	74%	-6%
Provision of bike paths & footpaths	69%	76%	-7%
Climate change	62%	73%	-11%▼
Youth activities	61%	74%	-13%▼

Note: Benchmark differences are based on assumed variants of +/- 10%, with variants beyond +/- 10% more likely to be significant
▲/▼ = positive/negative difference equal to/greater than 10% from Benchmark.

Note: T2 = important/very important 58

Satisfaction Compared to the Micromex Benchmark

Service/Facility	Bathurst Regional Council T3 box satisfaction score	Micromex LGA Benchmark – Regional T3 box satisfaction score	Variance
Economic development	85%	74%	10%▲
Overall condition of the local sealed road network	65%	58%	7%
Maintaining footpaths	75%	68%	7%
Supporting local jobs and businesses	80%	74%	6%
Parks and playgrounds	91%	86%	4%
Sewerage services	94%	90%	4%
Bathurst Regional Library	98%	94%	4%
Youth activities	77%	74%	4%
Financial management	74%	71%	3%
Aquatic Centre	88%	85%	3%
Maintaining local urban roads	60%	58%	3%
Stormwater drainage	79%	77%	2%
Heritage sites protected and maintained	87%	85%	2%
Festival and events programs	89%	87%	2%
Community buildings/halls	90%	88%	2%
Public amenities, such as toilets and parents rooms	74%	72%	2%
Street lighting	87%	86%	1%
Planning and development	68%	68%	0%
Ovals and sportsgrounds	90%	90%	0%
Recycling/waste management/landfills	87%	87%	-1%
Supporting community groups	85%	86%	-1%
Council decision-making reflecting community opinion	60%	61%	-1%
Emergency management	86%	87%	-1%
Climate change	76%	78%	-2%
Long-term planning for the region	69%	72%	-3%
Maintaining local bridges	81%	84%	-3%
Water supply and service	81%	85%	-4%
Opportunity to participate in Council decision-making	61%	66%	-5%
Provision of Council information to the community	67%	75%	-8%
Maintaining local rural roads	44%	52%	-8%
Provision of bike paths & footpaths	68%	78%	-10%▼

Note: Benchmark differences are based on assumed variants of +/- 10%, with variants beyond +/- 10% more likely to be significant
▲/▼ = positive/negative difference equal to/greater than 10% from Benchmark.

Note: T3 = at least somewhat satisfied 59

Performance Gap Analysis

When analysing performance gap data, it is important to consider both stated satisfaction and the absolute size of the performance gap.

Performance Gap Ranking

Service/Facility	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance – Satisfaction)
Maintaining local rural roads	95%	44%	52%
Maintaining local urban roads	90%	60%	30%
Overall condition of the local sealed road network	90%	65%	25%
Council decision-making reflecting community opinion	84%	60%	24%
Long-term planning for the region	93%	69%	24%
Planning and development	90%	68%	22%
Provision of Council information to the community	87%	67%	20%
Financial management	92%	74%	17%
Supporting local jobs and businesses	94%	80%	14%
Public amenities, such as toilets and parents rooms	85%	74%	11%
Maintaining footpaths	86%	75%	11%
Maintaining local bridges	91%	81%	10%
Water supply and service	91%	81%	10%
Stormwater drainage	86%	79%	7%
Opportunity to participate in Council decision-making	67%	61%	7%
Emergency management	92%	86%	6%
Recycling/waste management/landfills	90%	87%	3%
Provision of bike paths & footpaths	69%	68%	1%
Supporting community groups	84%	85%	-1%
Economic development	82%	85%	-2%

Note: T2 = important/very important
T3 = at least somewhat satisfied

Performance Gap Analysis

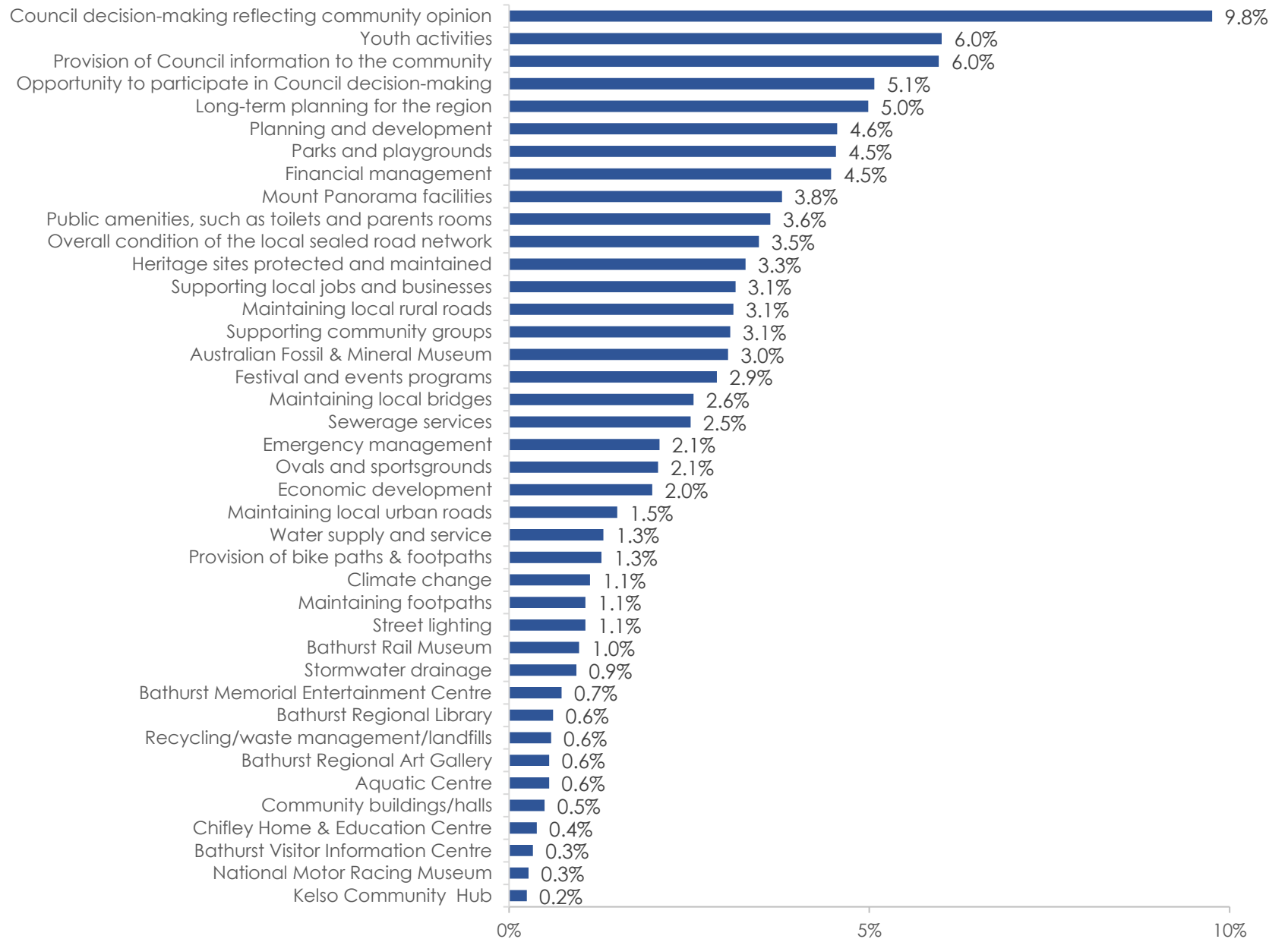
Performance Gap Ranking – Continued...

Service/Facility	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance – Satisfaction)
Street lighting	84%	87%	-3%
Sewerage services	89%	94%	-6%
Parks and playgrounds	84%	91%	-7%
Mount Panorama facilities	80%	90%	-11%
Festival and events programs	77%	89%	-12%
Bathurst Memorial Entertainment Centre	81%	94%	-13%
Climate change	62%	76%	-14%
Bathurst Visitor Information Centre	80%	95%	-15%
Bathurst Regional Library	83%	98%	-15%
Ovals and sportsgrounds	73%	90%	-16%
Youth activities	61%	77%	-17%
Heritage sites protected and maintained	69%	87%	-18%
Aquatic Centre	70%	88%	-18%
Australian Fossil & Mineral Museum	72%	96%	-24%
Community buildings/halls	65%	90%	-25%
Bathurst Rail Museum	66%	97%	-31%
National Motor Racing Museum	66%	98%	-32%
Kelso Community Hub	53%	86%	-33%
Bathurst Regional Art Gallery	59%	98%	-39%
Chifley Home & Education Centre	51%	98%	-46%

Note: T2 = important/very important
T3 = at least somewhat satisfied

Regression Analysis – Influence on Overall Satisfaction

The chart to the right summarises the influence of the 40 facilities/ services on overall satisfaction with Council's performance, based on the Regression analysis.



Council's Used to Create the Micromex Regional Benchmark

The Regional Benchmark was composed from the Council areas listed below:		
AlburyCity Council	Great Lakes Council	Narrandera Shire Council
Ballina Shire Council	Hawkesbury City Council	Parkes Shire Council
Bathurst Regional Council	Kempsey Shire Council	Port Macquarie-Hastings Council
Bland Shire Council	Lachlan Shire Council	Richmond Valley Council
Blue Mountains City Council	Lake Macquarie City Council	Singleton Shire Council
Byron Shire Council	Leeton Shire Council	Tamworth Regional Council
Cabonne Shire Council	Lismore City Council	Tenterfield Shire Council
Central Coast Council	Lithgow City Council	Tweed Shire Council
Cessnock City Council	Liverpool Plains Shire Council	Upper Hunter Shire Council
Coffs Harbour City Council	Maitland City Council	Wagga Wagga City Council
Devonport City Council	MidCoast Council	Walgett Shire Council
Dungog Shire Council	Mid-Western Regional Council	Weddin Shire Council
Eurobodalla Shire Council	Moree Plains Shire Council	Wingecaribee Shire Council
Forbes Shire Council	Murray River Council	Wollondilly Shire Council
Glen Innes Severn Shire Council	Murrumbidgee Shire Council	Yass Valley Council
Gosford (Central Coast Council)	Narrabri Shire Council	

Local Area Indicators – Agreement Statements – By Demographics

%Agree/Strongly Agree	Overall 2023	Gender		Age				Ratepayer Status		Location		Time lived in area	
		Male	Female	18–34	35–49	50–64	65+	Ratepayer	Non-ratepayer	Urban	Rural	<20 years	>20 years
You feel safe during the day	92%	95%	89%	91%	94%	87%	95%	94%	85%	92%	93%	92%	92%
Living in the Bathurst region gives you a sense of living in a community	73%	73%	73%	65%	66%	80%	82%	77%	61%	71%	80%	72%	73%
Sporting facilities in the area meet your needs	71%	78%	62%	63%	69%	73%	79%	75%	59%	69%	79%	66%	73%
There is a good range of community groups and support networks for residents	69%	73%	64%	56%	66%	73%	81%	75%	50%	66%	80%	67%	69%
You feel safe during the night	68%	80%	56%	66%	72%	66%	68%	72%	55%	65%	79%	71%	66%
Shops and services in shopping areas meet residents' needs	68%	73%	62%	68%	66%	58%	79%	70%	59%	65%	80%	65%	69%
You feel safe using public facilities	64%	75%	53%	62%	69%	56%	69%	69%	50%	62%	75%	67%	62%
There is a good range of opportunities for cultural and artistic activities and expression	61%	64%	57%	52%	55%	63%	74%	65%	47%	57%	77%	56%	63%
Bathurst is a safe area for pedestrians	56%	66%	46%	50%	57%	51%	67%	60%	45%	53%	68%	60%	54%
The community in the Bathurst region is harmonious, cohesive, and inclusive	55%	60%	49%	50%	50%	52%	68%	59%	43%	52%	68%	54%	55%
There is a good range of leisure and recreation opportunities	54%	62%	46%	43%	46%	53%	77%	59%	39%	49%	77%	53%	55%
The cost of living in the Bathurst region is affordable for you	54%	58%	49%	39%	46%	60%	72%	62%	30%	50%	71%	50%	56%
The Bathurst Regional Council supports a variety of businesses	51%	53%	50%	54%	45%	49%	57%	53%	48%	50%	58%	54%	50%
The natural environment is respected and protected	51%	55%	46%	52%	54%	46%	51%	48%	58%	50%	54%	51%	50%
Public transport is adequate for your needs	50%	54%	46%	38%	51%	54%	61%	54%	39%	49%	54%	43%	54%
New developments are helping to preserve an attractive urban landscape and protect heritage	43%	45%	42%	49%	39%	42%	43%	41%	51%	42%	48%	44%	43%
plans well to help secure the community's long term future	41%	43%	38%	44%	31%	40%	47%	41%	38%	38%	52%	43%	39%
Traffic systems provide for safe and efficient traffic flow	35%	35%	36%	36%	34%	31%	40%	36%	34%	32%	51%	46%	30%
Planning for local economic growth and development is adequate	35%	40%	29%	42%	28%	30%	37%	33%	38%	33%	40%	35%	34%
Council adequately considers community concerns and views in making decisions	34%	39%	29%	30%	28%	32%	47%	36%	28%	31%	48%	31%	35%
Bathurst is a safe area for cyclists	32%	39%	24%	29%	41%	20%	38%	31%	32%	29%	42%	33%	31%
Base	401	200	201	115	93	96	96	299	102	327	74	138	263

A significantly higher/lower percentage (by group)

Future Planning – Priority By Demographics

Priority (%Yes)	Overall 2023	Gender		Age				Ratepayer Status		Location		Time lived in area	
		Male	Female	18 – 34	35 – 49	50 – 64	65+	Ratepayer	Non-ratepayer	Urban	Rural	<20 years	>20 years
Roads, bridges, & transport	94%	94%	93%	92%	98%	90%	95%	94%	93%	93%	95%	95%	93%
Financial Management	92%	91%	92%	91%	89%	93%	93%	93%	88%	90%	97%	92%	91%
Community communication and engagement	87%	83%	91%	87%	87%	89%	85%	85%	93%	87%	84%	89%	86%
Community services	86%	77%	94%	83%	90%	82%	88%	85%	87%	85%	87%	90%	83%
Waste management	83%	82%	83%	80%	81%	84%	86%	81%	87%	82%	84%	85%	82%
Natural resource management	83%	82%	83%	80%	82%	87%	82%	82%	85%	81%	87%	83%	82%
Economic development	81%	81%	81%	76%	84%	85%	81%	83%	75%	80%	86%	81%	81%
Strategic land use planning	79%	83%	76%	76%	77%	84%	82%	80%	77%	79%	84%	84%	77%
Stormwater and drainage	79%	78%	81%	78%	76%	81%	81%	78%	82%	81%	72%	83%	77%
Tourism and visitor services	78%	80%	76%	69%	81%	80%	84%	82%	67%	78%	81%	77%	79%
Parks & playgrounds	76%	72%	80%	79%	73%	74%	77%	76%	75%	76%	75%	79%	75%
Sporting & recreational facilities	69%	67%	71%	72%	69%	64%	71%	69%	68%	69%	71%	74%	66%
Customer interactions	69%	65%	72%	52%	71%	75%	81%	67%	73%	66%	81%	71%	67%
Library services	68%	65%	71%	64%	66%	61%	80%	67%	70%	67%	70%	70%	66%
Place making/Community place	64%	60%	68%	61%	67%	65%	63%	63%	67%	63%	68%	66%	63%
Climate change resilience	56%	47%	65%	61%	48%	53%	60%	52%	67%	56%	54%	58%	55%
Arts/Cultural development	53%	46%	59%	51%	45%	54%	61%	51%	58%	52%	56%	57%	51%
Base	401	200	201	115	93	96	96	299	102	327	74	138	263

Base: N = 401

Q10a. Is this a priority?

A significantly higher/lower percentage (by group)

Future Planning – Investment (More) By Demographics

%More	Overall 2023	Gender		Age				Ratepayer Status		Location		Time lived in area	
		Male	Female	18 – 34	35 – 49	50 – 64	65+	Ratepayer	Non-ratepayer	Urban	Rural	<20 years	>20 years
Roads, bridges, & transport	78%	76%	80%	73%	86%	75%	79%	77%	81%	78%	79%	78%	78%
Community services	54%	47%	61%	60%	59%	45%	50%	47%	73%	57%	39%	60%	51%
Stormwater and drainage	51%	50%	53%	52%	46%	50%	58%	49%	59%	54%	41%	54%	50%
Community communication and engagement	50%	43%	57%	55%	56%	46%	43%	46%	61%	52%	43%	55%	48%
Natural resource management	49%	46%	52%	51%	44%	55%	45%	47%	54%	50%	45%	52%	47%
Financial Management	46%	41%	52%	50%	50%	46%	38%	42%	60%	49%	35%	49%	45%
Strategic land use planning	46%	47%	44%	42%	42%	54%	44%	46%	44%	45%	47%	46%	45%
Economic development	43%	40%	47%	43%	48%	45%	37%	42%	47%	44%	41%	47%	42%
Climate change resilience	42%	37%	48%	46%	38%	39%	46%	39%	52%	45%	33%	42%	43%
Parks & playgrounds	37%	32%	41%	48%	38%	30%	30%	36%	40%	40%	22%	39%	36%
Tourism and visitor services	37%	38%	35%	34%	34%	38%	42%	36%	39%	37%	37%	38%	36%
Customer interactions	33%	29%	37%	23%	35%	42%	35%	30%	44%	32%	41%	30%	35%
Waste management	33%	33%	33%	28%	34%	38%	34%	32%	37%	33%	33%	31%	35%
Sporting & recreational facilities	32%	30%	34%	38%	38%	26%	28%	31%	36%	33%	32%	39%	29%
Place making/Community place	30%	25%	35%	33%	34%	20%	34%	26%	43%	32%	21%	33%	29%
Arts/Cultural development	24%	22%	26%	26%	17%	29%	24%	22%	31%	25%	21%	25%	23%
Library services	23%	20%	26%	28%	15%	17%	31%	21%	28%	24%	19%	21%	24%
Base	401	200	201	115	93	96	96	299	102	327	74	138	263

Base: N = 401

A significantly higher/lower percentage (by group)

Q10b. Do you believe Council's level of investment (i.e., resourcing/financial) into that area should be?

Most Valued Aspect About Living in the Area

	N=401		N=401
Good sense of community/friendly community	19%	Quality schools/education facilities	3%
Convenience of travel to work/shops/services/city	13%	Mt Panorama race track	2%
Country/rural/small town atmosphere/open spaces	11%	Safe/secure area to live	2%
Quiet/peaceful/relaxed	9%	Family environment	1%
Quality services/facilities	8%	Fresh air/no pollution	1%
Close to friends and family/family connections	6%	History/heritage buildings	1%
Lived here all my life	6%	Affordable	1%
Good place to live/quality of life/lifestyle	5%	Community events/entertainment/activities	1%
Don't know/nothing	5%	That it is a growing area	1%
Comfortable weather/climate/seasonal conditions	3%	Quality public transport/access to Sydney	1%
Beautiful, natural environment	3%	Diverse population/industry	<1%
Adequate work opportunities	3%	Big roads	<1%
Parks/gardens/open spaces	3%	Other	1%

Base: N = 401

Q1a. What do you value most about living in the Bathurst region?

Highest Priority Issue

	N=401		N=401
Upgrading roads/additional roads	39%	Preserving the rural atmosphere	2%
Adequate healthcare facilities/specialists	17%	Natural disasters e.g flooding	2%
Improvements to infrastructure/ensuring infrastructure adequately services the growing population	13%	Relocation of Council/efficiencies within Council	2%
Affordable housing/land	11%	Housing availability	1%
Water supply/provision of water	11%	Rates/cost of living	1%
Building enough schools/adequate education facilities	7%	Access/availability of sporting facilities	1%
Traffic congestion/control	7%	Protecting heritage buildings	1%
Lack of parking	6%	Services for the homeless/dedicated homeless shelter	1%
Availability/lack of public transport/access to Sydney	5%	Aged care facilities/support for elderly	1%
Access to range of shops/major shopping centres/services	5%	Climate control/adapting to climate change	1%
Access to recreational activities and facilities for children/youth	5%	Maintaining a clean environment	1%
Provision of bike paths/footpaths	4%	Support for the Indigenous community/provision of cultural facilities	1%
Maintenance/upgrade of parks and gardens	4%	Sustainability/renewable energy	1%
Events/Festivals/Activities/Entertainment	3%	Improving waste services/introduction of a bulky waste service	<1%
Council transparency	3%	Disability access	<1%
Managing development	3%	Attracting people/industry to the area	<1%
Tourism	3%	Council listening to the community	<1%
Protecting the environment/wildlife	3%	Improving art/library/cultural facilities	<1%
Reducing crime and drug use/keeping the area safe	3%	Other	4%
Population growth	3%	Nothing/don't know	5%
Lack of employment opportunities	3%		

Base: N = 401

Q1b. Thinking of the next 10 years, what do you believe should be the highest priority issues within the Bathurst region?



Appendix 2:

Questionnaire

Appendix 2

**Bathurst Regional Council
Community Survey
March 2023**

Good morning/afternoon/evening, my name is and I'm calling on behalf of Bathurst Regional Council from a company called Micromex. We are conducting a survey on a range of local issues – the survey will take about 15 minutes, would you be able to assist us please?

QA1. Before we start, can I please confirm that you do live in the Bathurst Council area?

- ☐ Yes **Continue**
☐ No **Terminate** (Unfortunately you are not eligible for the research, thank you for your time)

QA2. Which suburb/village do you live in?

- ☐ Abercrombie
☐ Bathurst (includes Bathurst South and West)
☐ Eglinton
☐ Evans Plains
☐ Georges Plains
☐ Gorman's Hill
☐ Hill End
☐ Kelso
☐ Laffing Waters
☐ Limekilns
☐ Llanarth
☐ Mitchell
☐ Mt Rankin
☐ Peel
☐ Perthville
☐ Raglan
☐ Robin Hill
☐ Rockley
☐ Solala
☐ Sunny Corner
☐ Trunkey Creek
☐ Wattle Flat
☐ White Rock
☐ Windradyne
☐ Yetholme
☐ Other (please specify).....

Section A – Priority Issues

Q1a. What do you value most about living in the Bathurst region?

.....

Q1b. Thinking of the next 10 years, what do you believe should be the highest priority issues within the Bathurst region?

.....

Q2. Overall, how would you rate the quality of life you have living in the Bathurst LGA?

- ☐ Excellent
☐ Very good
☐ Good
☐ Fair
☐ Poor
☐ Very poor

Section B – Importance of, and satisfaction with, Council services

Q3. In this section I will read out different Council services or facilities. For each one could you please rate your opinion of the importance of the service/facility to you, and your level of satisfaction with Council's performance/delivery of that service. The scale is from 1 to 5, where 1 = low importance and 5 = high importance and where 1 = low satisfaction and 5 = high satisfaction. Prompt

ASK SATISFACTION IF IMPORTANCE 4/5

Proud Place, Great Lifestyle

	Importance					Satisfaction					N/A
	Low				High	Low				High	
	1	2	3	4	5	1	2	3	4	5	
Youth activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Heritage sites protected and maintained	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parks and playgrounds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ovals and sportsgrounds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community buildings/halls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aquatic Centre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Festival and events programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public amenities, such as toilets and parents rooms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Our Places and Spaces

	Importance					Satisfaction					N/A
	Low				High	Low				High	
	1	2	3	4	5	1	2	3	4	5	
Maintaining local rural roads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maintaining local urban roads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maintaining footpaths	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provision of bike paths & footpaths	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall condition of the local sealed road network	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maintaining local bridges	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Street lighting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Our Natural Environment

	Importance					Satisfaction					N/A
	Low				High	Low				High	
	1	2	3	4	5	1	2	3	4	5	
Water supply and service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stormwater drainage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recycling/waste management/landfills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sewerage services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Climate Change	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Emergency management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

A Prosperous and Vibrant Region

	Importance					Satisfaction					N/A
	Low		High			Low		High			
	1	2	3	4	5	1	2	3	4	5	
Economic development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supporting local jobs and businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Connected and Collaborative Community Leaders

	Importance					Satisfaction					N/A
	Low		High			Low		High			
	1	2	3	4	5	1	2	3	4	5	
Planning and development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Opportunity to participate in Council decision-making	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Council decision-making reflecting community opinion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provision of Council information to the community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Long-term planning for the region	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supporting community groups	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Financial management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Community Cultural Facilities

Community General Facilities	Importance					Satisfaction					N/A
	Low		High			Low		High			
	1	2	3	4	5	1	2	3	4	5	
Bathurst Regional Art Gallery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chifley Home & Education Centre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bathurst Memorial Entertainment Centre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Australian Fossil & Mineral Museum	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
National Motor Racing Museum	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mount Panorama facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bathurst Regional Library	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bathurst Visitor Information Centre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bathurst Rail Museum	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kelso Community Hub	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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? Prompt

- ☐ Very satisfied
☐ Satisfied
☐ Somewhat satisfied
☐ Not very satisfied
☐ Not at all satisfied

Q5. What score would you give the Council out of 5 for each of the following, where 1/5 is low and 5/5 is high: Prompt

	1/5	2/5	3/5	4/5	5/5	N/A
Its performance as a professional organisation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Its management of financial matters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The way in which it responds to community concerns	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The overall appearance of the Bathurst region	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The appearance of the Bathurst CBD	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Section C – Customer Satisfaction

Q6. How many times have you contacted the Council in the past 12 months? Prompt

- ☐ Once
☐ 2-5 times
☐ 6-10 times
☐ 11+ times
☐ None (If none, go to Q8)

Q7. 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. Prompt

	Not at all satisfied			Very satisfied		N/A
	1	2	3	4	5	
Courteous	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helpful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Knowledgeable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Responsive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q8. 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 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. Prompt

Roads and Transport

	Strongly disagree			Strongly agree		DK
	1	2	3	4	5	
Public transport is adequate for your needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bathurst is a safe area for pedestrians	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bathurst is a safe area for cyclists	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Traffic systems provide for safe and efficient traffic flow	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Community Safety

	Strongly disagree			Strongly agree		DK
	1	2	3	4	5	
You feel safe during the day	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You feel safe during the night	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You feel safe using public facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Infrastructure and Development

Shops and services in shopping areas meet residents' needs
New developments are helping to preserve an attractive urban landscape and protect heritage

Strongly disagree	1	2	3	4	Strongly agree	5	DK
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The Natural Environment

The natural environment is respected and protected

Strongly disagree	1	2	3	4	Strongly agree	5	DK
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Services and Facilities

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

Strongly disagree	1	2	3	4	Strongly agree	5	DK
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Planning and Decision Making

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

Strongly disagree	1	2	3	4	Strongly agree	5	DK
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Economic Development Growth

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

Strongly disagree	1	2	3	4	Strongly agree	5	DK
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q9. Thinking of the quality of services, facilities and infrastructure in your local area, how supportive would you be to pay more via rates and charges to support better: *Prompt*

	Not at all supportive	1	2	3	4	Very supportive	5
Services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Infrastructure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

PART D - Future Planning

Q10a. In order to develop a delivery program that addresses current community needs and future community goals, Council is looking to understand what the community perceives to be the priority areas for the local area. I will read out a list of different topic areas and would like you to nominate the ones you think should be prioritised by Council, you can say as many or a few as you like?

Prompt
RANDOMISE PILLARS

Q10b. Do you believe Council's level of investment (i.e. resourcing/financial) into that area should be?

Community	Priority	Investment		
		More	Same	Less
Community services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Place making/Community place	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Arts/Cultural development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Library services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Economy	Priority	Investment		
		More	Same	Less
Economic development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tourism and visitor services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Environment	Priority	Investment		
		More	Same	Less
Natural resource management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Waste management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strategic land use planning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Infrastructure	Priority	Investment		
		More	Same	Less
Stormwater and drainage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q11a. Thinking generally about Infrastructure, such as roads, bridges and drainage.

On a scale of 1 to 5 where 1 means you prefer to see Council focus more on providing new assets and 5 means you would prefer for Council to focus more on maintaining current assets, how would you rate your position on this area?

- ☐ 1 – Focus more on providing new assets
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5 – Focus more on maintaining current assets

Q11b. Thinking generally about facilities, such as recreation facilities.

On a scale of 1 to 5 where 1 means you prefer to see Council focus more on providing the community fewer centralised higher quality facilities and 5 means you would prefer for Council to focus on providing the community a greater number of more basic facilities, how would you rate your position on this area?

- ☐ 1 – Focus more on providing the fewer centralised higher quality facilities
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5 – Focus on providing a greater number of more basic facilities

Section E – Demographic & Profiling Questions

Q12a. Please stop me when I read out your age group: Prompt

- ☐ 18 – 34
- ☐ 35 – 49
- ☐ 50 – 64
- ☐ 65 years and over

Q12b. Which of the following best describes the dwelling where you are currently living? Prompt

- ☐ I/We own/are currently buying this property
- ☐ I/We currently rent this property

Q12c. How long have you lived in the Bathurst area? Prompt

- ☐ Less than 2 years
- ☐ 2 – 5 years
- ☐ 6 – 10 years
- ☐ 11 – 20 years
- ☐ More than 20 years

Q12d. Gender (determine by voice):

- ☐ Male
- ☐ Female

As a participant in this research, you may be invited to participate in further community consultation, such as focus groups, about specific issues.

At this stage we are developing a register of interest for future consultations.

Q13a. Would you be interested in registering your interest?

- ☐ Yes
- ☐ No (If no, go to end)

Q13b. May I please confirm your contact details?

First name.....
Surname.....
Email.....
Telephone.....

Thank you for your time and assistance. This market research is carried out in compliance with the Privacy Act, and the information you provided will be used only for research purposes. Just to remind you, I am calling from Micromex Research on behalf of Bathurst Regional Council (if respondent wants our number, it is - Council Contact is Therese Ryan, Manager Corporate Communication on (02) 6333 6111.

A person wearing a hat and a blue shirt is riding a red riding mower across a lush green golf course. The mower is moving from the foreground towards the background, leaving a trail of cut grass. The golf course is surrounded by large, mature trees, and the scene is bathed in the warm, golden light of late afternoon. The overall atmosphere is peaceful and professional.

micromex
research

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