Circular Head Council
Community Satisfaction Survey

Results Summary
July 2019

Contents

1. Introduction

1.1. Survey objectives

Circular Head Council engaged Insync to conduct the Community Survey in March 2019, with the purpose of measuring community members' views, ideas and suggestions. This is the third survey of its kind conducted by Council. The previous surveys ran in 2014 and 2016.

The objectives of the Community Survey are to:

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

1.2. Survey process

Circular Head Council community members were given the opportunity to participate in the survey in June 2019. In order to maximise the potential for community member's concerns to be captured and identified, the survey was anonymous and distributed via email, open link and in hard copy. These methods of delivery were chosen with the following aims:

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

Overall, 434 responses were received. This represents a notable increase from 2016 and 2014 when 210 and 166 responses were received respectively. With an overall population size of around 8,000 this is a satisfactory sample which allows for confidence in interpreting the results; the reader can have a 90% level of confidence (with a 3.9% margin of error) that results in this survey can be generalised to the overall population.

The survey was comprised of six sections:

Section 1, 2 and 3 asked community members to rate how **important** each of the items is to them, on a scale of 1 to 7, where 1=Low and 7=High. Community members were then asked to rate (on the same scale) how they felt Circular Head Council was **performing** with regard to each item.

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

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

Section 5 asked community members to provide open (free-text) comments regarding the areas that needed improving at Circular Head Council and to highlight two areas of activity that should be a priority for Council in the next two years. Community members were also asked to where they feel council is doing well in.

Section 6 asked community members to provide some broad demographic information; they were locality, gender, age, internet access and employment status.

1.3.   Respondent characteristics

The table on the following page details the number of responses received from each demographic group. Please note, a number of community members did not specify their demographic information.

Insync received a total of 434 surveys (164 paper surveys, 138 email responses and the remainder via the open link). Readers of this report should be mindful of the characteristics of the respondent profile when interpreting data:

- The majority of the respondents were from Smithton (41%)
- Approximately 39% of respondents were in the 50-69 years old age bracket, 23% of respondents were aged 35-49 and 19% were aged 69 years and over
- The gender ratio of respondents is somewhat unequal with 51% female and 36% male
- Just over a third (35%) of the respondents reported working full time, 25% were retired and 14% were part time
- 9% of the respondents reported not having any internet access

Note, the high proportion of online responses received this year is reflected in the respondent characteristics. Namely, they are more likely to have internet access, work fulltime or part time and have internet access than in previous years.

Circular Head Community Survey Results 2019		
Response statistics		
	n	%
Total	434	100%
Suburb/Locality/Village		
Smithton	179	41%
Stanley	59	14%
Forest	22	5%
Marrawah/Redpa	16	4%
Rocky Cape/Detention River/Hellyer Beach	32	7%
Irishtown	20	5%
Edith Creek	3	1%
Other rural	41	9%
Unspecified	62	14%
Employment status		
Full time	154	35%
Part time	61	14%
Student	3	1%
Household	14	3%
Retired	110	25%
Other	28	6%
Unemployed	6	1%
Unspecified	58	13%
Gender		
Female	220	51%
Male	155	36%
Unspecified	59	14%
Do you have access to the internet?		
At home	160	37%
At work	8	2%
At home and work	169	39%
None	40	9%
Unspecified	57	13%
Age		
Less than 19 years old	1	0%
19-24 years old	7	2%
25-34 years old	27	6%
35-49 years old	98	23%
50-69 years old	169	39%
over 69 years old	83	19%
Unspecified	49	11%

2. Summary of results

Overall Circular Head has received similar results to those recorded in 2016. The scores for performance have not shifted by more than 0.5. Overall satisfaction with Council has remained relatively the same. Value for money remained consistent at 2.9. The largest improvement in performance scores was for the appearance of Smithton CBD and largest decrease was seen in the survey item asking respondents about the ease of contacting the right person at Council.

Youth programs and events, physical access to council buildings and boat ramps/wharfs have risen in importance the most (between 0.5 and 0.4). The aspect to have decreased in importance the most albeit slightly is Council reporting to the community through publications and meetings.

How you're doing

The Council is perceived to be performing well with regards to the friendliness of staff and well as with the appearance of the two CBDs. The friendliness of staff is of especial significance as it is the aspect considered most important by respondents. Traffic movement and continuity of Council staff were also in the top list of highest performance.

The Council is not perceived to be doing as well with regards to Urban and rural land use, involving the community in decision making, financial management, after hours service and Council's support for local businesses. Of this list a particular area for focus is the community's perceptions on Council's financial management as it is on the top 5 list of most important aspects and has the highest gap score between importance and performance.

The areas of highest importance to respondents were:

- Friendliness of staff at the Council
- Council's financial management
- Knowledge and experience of staff at the Council
- Timeliness/responsiveness to customer enquiries or requests
- Consistency of information provided by Council staff

The areas of highest performance included[1]:

- Friendliness of staff at the Council*
- Appearance of Stanley CBD
- Traffic movement throughout the municipal area
- Appearance of Smithton CBD
- Continuity of Council staff (Same Council officer handling your issue)

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[1] Items marked (*) were also found in the top 5 importance list for that section.

The areas of lowest performance included:

- Urban and rural land use planning
- Opportunities for the community to participate in decision-making
- Council's financial management*
- After hours service provision by Council
- Council support of local industry and business

The largest gaps between importance and performance included:

- Council's financial management*
- Opportunities for the community to participate in decision-making
- Urban and rural land use planning
- Council support of local industry and business
- Timeliness/responsiveness to customer enquiries or requests*

Facilities and services

Rural sealed/unsealed roads, roadside management, weed control and Building, land use planning & environmental health services were the areas of lowest performance. Rural sealed/unsealed roads along with roadside management also had the largest gap scores between importance and performance. Urban roads and rural sealed roads which appear in lowest performing list are areas for focus as they are of importance to residents.

Council is performing the best waste transfer station which of significance since it is also an aspect that is in the top five most important list.

The areas of highest importance to respondents were:

- Kerbside garbage & recycling collection service
- Public toilets / amenities
- Waste transfer station
- Rural sealed roads
- Urban Roads

The areas of highest performance included:

- Waste transfer station*
- Cemeteries
- Physical access to Council buildings (ramps, stairs, handrails)
- Twilight on the Duck
- Sports grounds & facilities

The areas of lowest performance included:

- Rural unsealed roads
- Rural sealed roads*
- Roadside management – rural (e.g. trees, slashing, litter)
- Weed control
- Building, land use planning & environmental health services

The largest gaps between importance and performance included:

- Rural unsealed roads
- Rural sealed roads*
- Roadside management – rural (e.g. trees, slashing, litter)
- Urban Roads*
- Stormwater drainage system

The community

Four of the nine survey items in this section have of 80% of participants answering 'Yes' and six items have shown an improvement in score. The highest score was for the survey item asking respondents if Circular Head is a safe place. The score has improved from 89% in 2016. 90% of the respondents said that they would recommend Circular Head as a place to live. This score had increased by 7% since 2016. The percentage of people who agreed that they feel part of the local community has also increased.

The aspect that scored the lowest was regarding job availability which scored 26% but this has improved from 17% in 2016. The largest decrease in scores was in relation to the choice and availability of housing options down to 55% from 70%.

For comprehensive data reporting (including demographic filtering), see the online results portal provided by Insync.

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

What the community feel is important

The five highest ranked importance variables for Circular Head community members (listed in descending priority order) for **Section 1** are reported in the table below, alongside a comparison from 2016.

June 2019 Top 5 importance	2019	October 2016 Top 5 importance	2016
Friendliness of staff at the Council	6.15	Council's financial management	6.41
Council's financial management	6.14	Appearance of your neighbourhood/district	6.28
Knowledge and experience of staff at the Council	6.06	Council reporting to the community through publications and meetings	6.21
Timeliness/responsiveness to customer enquiries or requests	6.04	Consistency of information provided by Council staff	6.21
Consistency of information provided by Council staff	6.03	Knowledge and experience of staff at the Council	6.20

Areas of high importance for Circular Head community members relate to *Friendliness of staff at the Council, Council's financial management, Knowledge and experience of staff at the Council, Timeliness/responsiveness to customer enquiries or requests,* and *Consistency of information provided by Council staff*. Three of the top five importance scores were the same as in 2016.

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

How the community feel Circular Head Council is performing

The table below reports, in descending order, the five variables ranked highest in performance by Circular Head community members for **Section 1** of the survey.

June 2019 Top 5 performance	2019	October 2016 Top 5 performance	2016
Friendliness of staff at the Council*	5.15	Friendliness of staff at the Council	5.28
Appearance of Stanley CBD	4.97	Knowledge and experience of staff at the Council *	4.66
Traffic movement throughout the municipal area	4.74	Ease in contacting the right person at the Council	4.66
Appearance of Smithton CBD	4.72	Continuity of Council staff (Same Council officer handling your issue)	4.65
Continuity of Council staff (Same Council officer handling your issue)	4.60	Traffic movement throughout the municipal area	4.60

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

The top five performance list contains one item from the top five importance list – *Friendliness of staff at the Council*. Community members identified this item as both important **and** performing better than any of the other items. Furthermore, *Friendliness of staff at the Council* was rated above a score of 5, identifying that this is an area of particular high performance for Circular Head Council. Three of the top five performance areas are the same as in 2016. The appearance of Stanley and Smithton are the two new aspects in the top five in 2019.

At the other end of the scale are the lowest performing variables. The below table shows the five variables given the lowest rankings by Circular Head community members in 2019, alongside the results from 2016 for **Section 1**. Please note that the lowest performing variable appears first on the list.

June 2019 Lowest 5 performance	2019	October 2016 Lowest 5 performance	2016
Urban and rural land use planning	3.84	Opportunities for the community to participate in decision-making	3.92
Opportunities for the community to participate in decision-making	3.84	Council's financial management*	3.94
Council's financial management*	3.91	Urban and rural land use planning	3.94
After hours service provision by Council	4.11	Elected member (councillor) representation of community issues	4.00
Council support of local industry and business	4.19	Appearance of your neighbourhood/district*	4.09

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

The lowest five performing areas are diverse in terms of subject area. Several are also consistent with low performing areas in 2016; as detailed above the lowest scores pertain to *Urban and rural land use planning, Opportunities for the community to participate in decision-making, Council's financial management, After hours service provision by Council,* and *Council support of local industry and business*.

Furthermore, *Council's financial management* is within the lowest performance list as well as the top five importance list. This variable could be considered as a key focus area for improvement.

Where community members feel Circular Head Council can improve

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

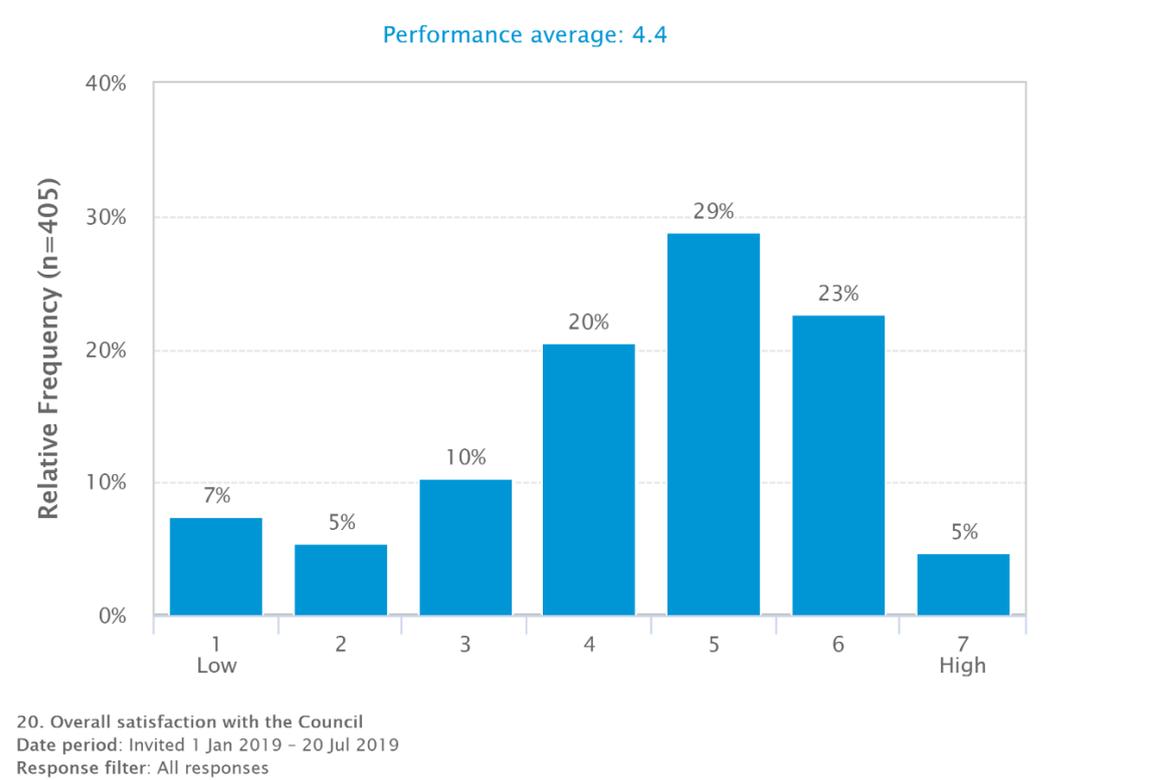| June 2019 Top 5 gaps	2019	October 2016 Top 5 gaps	2016
Council's financial management*	2.23	Council's financial management*	2.47
Opportunities for the community to participate in decision-making	2.01	Appearance of your neighbourhood/district*	2.20
Urban and rural land use planning	1.91	Opportunities for the community to participate in decision-making	2.04
Council support of local industry and business	1.83	Elected member (councillor) representation of community issues	1.99
Timeliness/responsiveness to customer enquiries or requests*	1.80	Council's leadership within the community	1.86

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

A review of the results across all items found that there were no gap scores of 3.00 or higher. The gap scores have also decreased this year, indicating a smaller discrepancy between importance and performance. In addition, only two of the items are over 2.0, indicating these as areas for focus.

Overall satisfaction with Council

The following graph illustrates the community's overall satisfaction with the Council, where 1 = Low, and 7 = High. The average satisfaction rating was 4.4, compared to 4.3 in 2016.

Approximately 57% of respondents indicated that they are satisfied overall, providing ratings between five and seven. This represented no change in the overall satisfaction score from 2016, which was also 57%.

Performance average: 4.4

20. Overall satisfaction with the Council
Date period: Invited 1 Jan 2019 – 20 Jul 2019
Response filter: All responses

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

Community members were asked to indicate whether the services and amenities provided by the Council were good value for the rates paid, where 1= very poor value, and 5 = very good value. As can be observed from the graph below, there is a wide spread I scores, with the highest number of scores lying in the middle/neutral zone (40%). This represents a similar pattern to 2016.

Performance average: 2.9
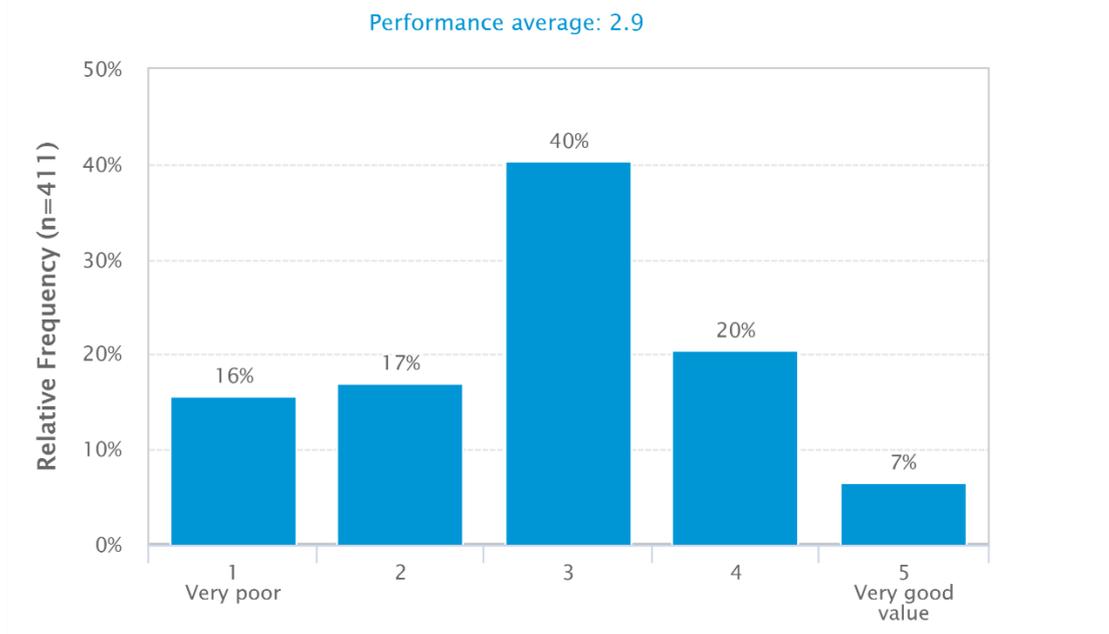
21. Thinking about what your household pays on rates and other Council charges, how would you rate the services provided by Council in terms of value for money?
Date period: Invited 1 Jan 2019 – 20 Jul 2019
Response filter: All responses

Section 2: How do you interact with Council?

## How do you currently contact Council?

Community members were asked to identify which mode(s) of contact they utilised to contact the Council. The majority of community members contact the Council in person (75%), or by phone (66%).
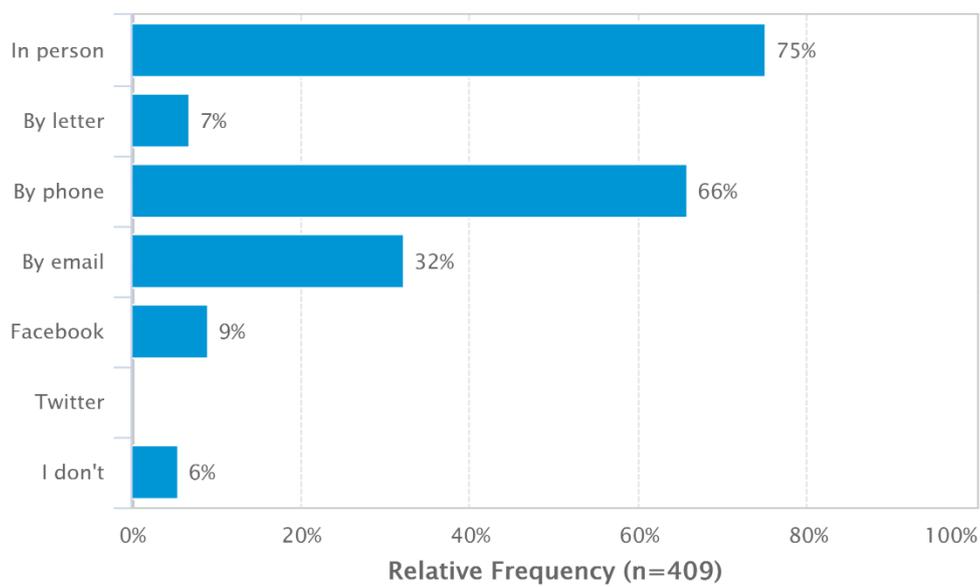
23. How do you currently contact Council?
Date period: Invited 1 Jan 2019 – 20 Jul 2019
Response filter: All responses

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

As in 2016, close to 60% of responses indicated that community members would use the Council website for information on Council jobs, services, processes and plans. To a lesser extent it is also utilised for finding community contacts and links (50%) and placing a customer request or complaint (20%).
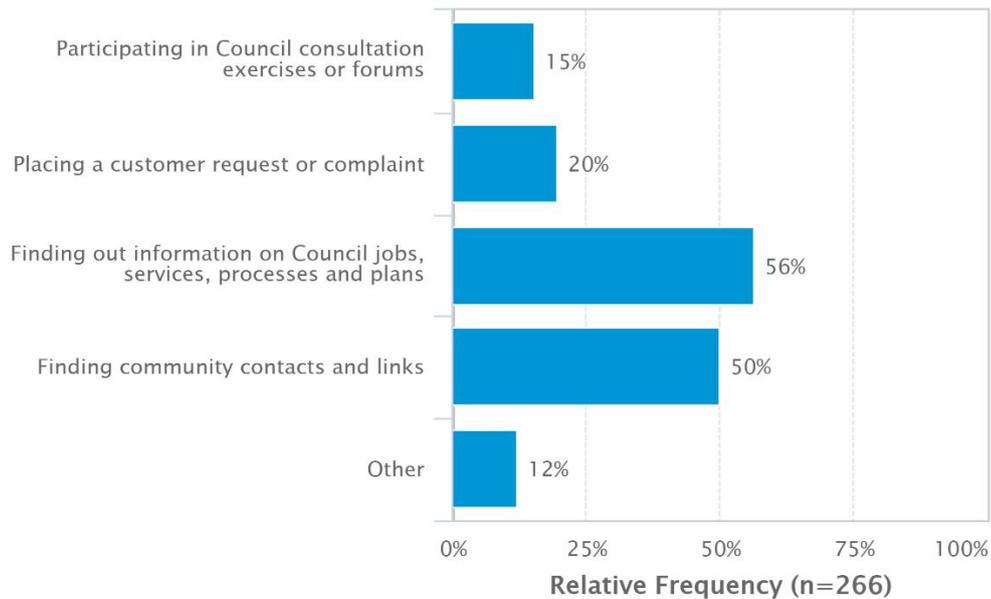
24. Do you use the website for any of the following services?
Date period: Invited 1 Jan 2019 – 20 Jul 2019
Response filter: All responses

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

The majority of community members (83%) have not used the Visitor Information Centre within Circular Head in the last 12 months. This represents a slight decrease in the proportion of respondents who used the centre in 2016 (22%).
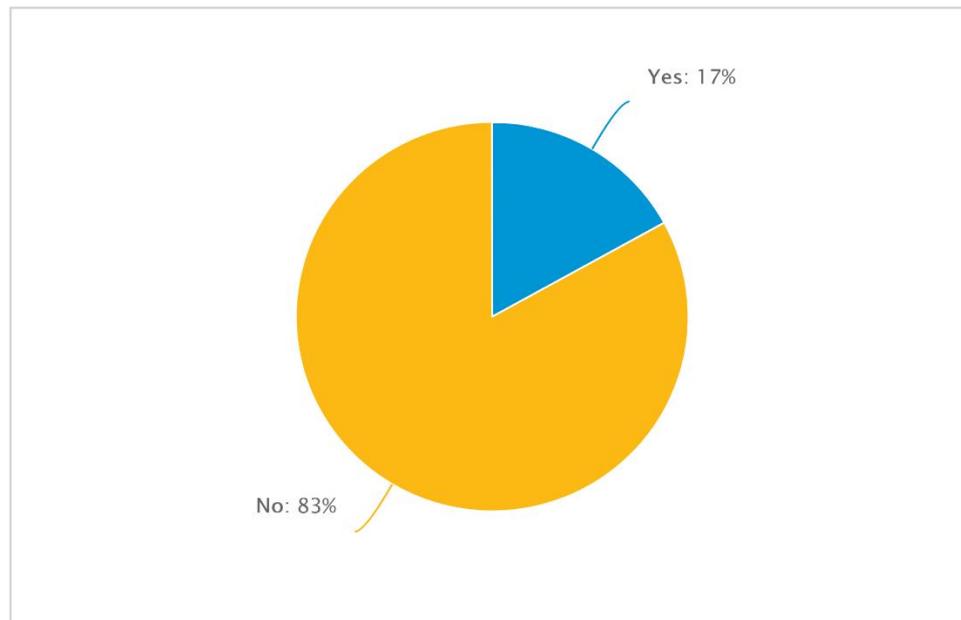
25. Have you used a Visitor Information Centre within Circular Head in the last 12 months?
Date period: Invited 1 Jan 2019 – 20 Jul 2019
Response filter: All responses

What is your preferred method of receiving information from the council?

As in 2016, The Chronicle is the most preferred method of receiving information through the Council (47%). This was followed closely by the Council Newsletter as a source of information (42%). Usage of Facebook also increased from 25% in 2016 to 40% in 2019.
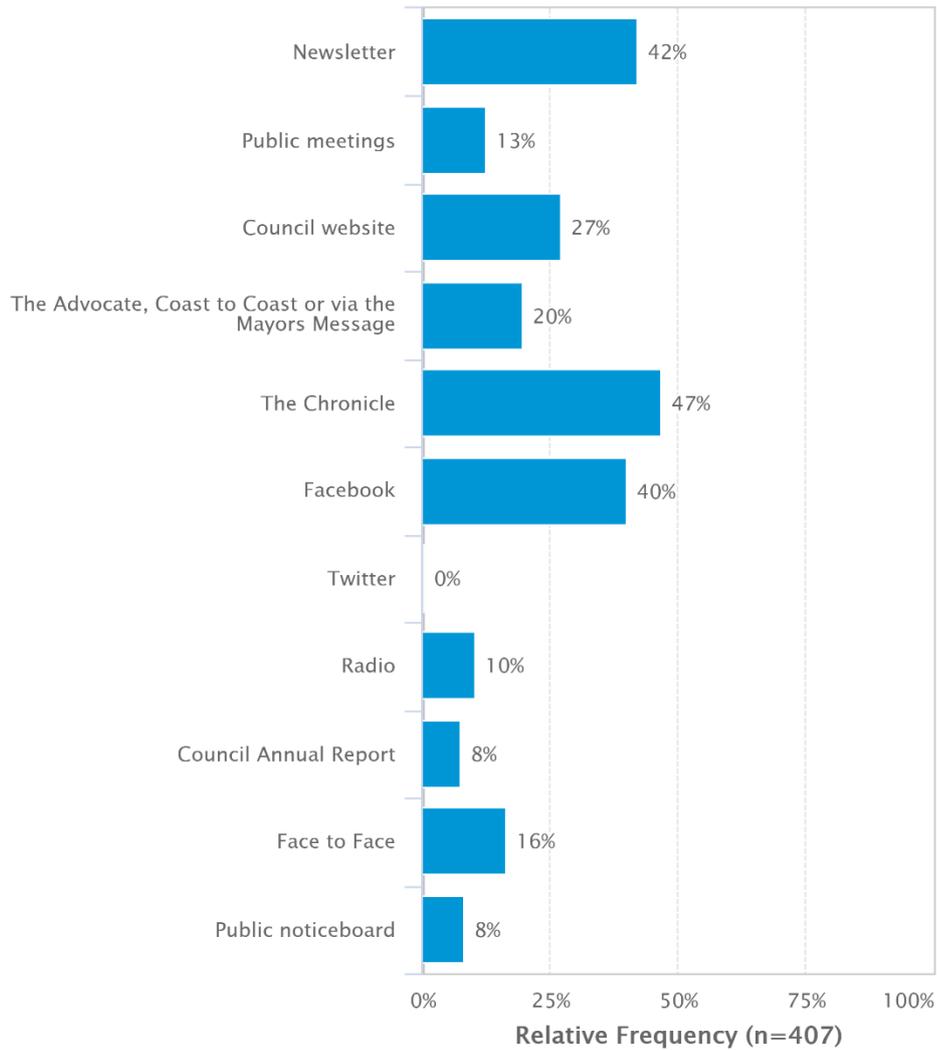
26. What is your preferred method of receiving information from the council?
Date period: Invited 1 Jan 2019 – 20 Jul 2019
Response filter: All responses

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

As shown in the chart below, the perception of media coverage of Council's activities in the media is largely neutral. The proportion of respondents who provided a negative rating (1 or 2) has remained steady, decreasing slightly from 12% in 2016 to 10% in 2019.

Performance average: 4.4
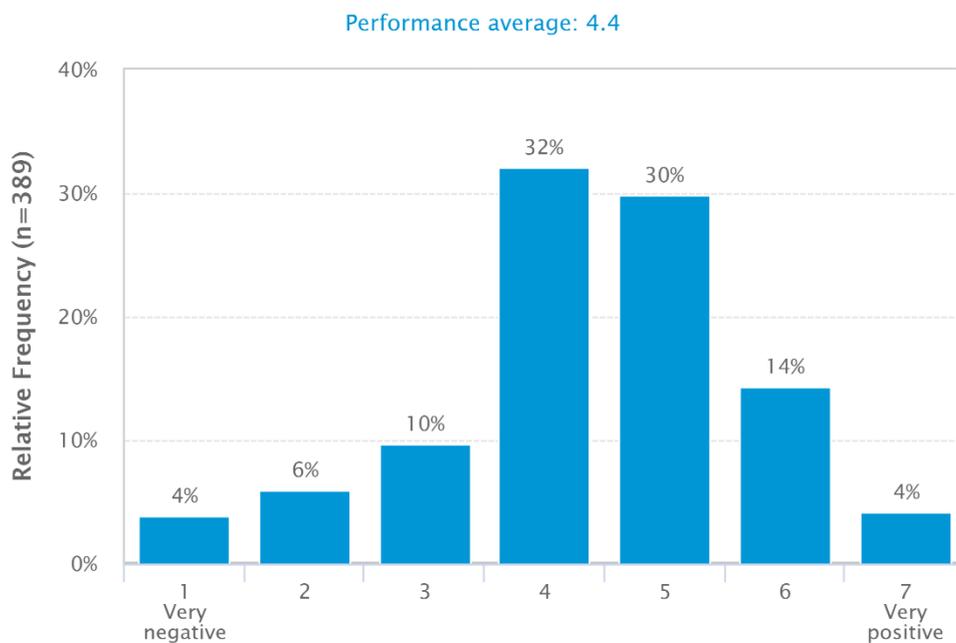
27. How do you perceive coverage of Council activities in the media?
Date period: Invited 1 Jan 2019 – 20 Jul 2019
Response filter: All responses

Section 3: Council facilities and services

What the community feel is important

The five highest ranked **importance** items for Circular Head residents for **Section 3** (listed in descending priority order) are reported in the table below and shown alongside the 2016 results.

June 2019 Top 5 importance	2019	October 2016 Top 5 importance	2016
Kerbside garbage & recycling collection service	6.44	Kerbside garbage & recycling collection service	6.33
Public toilets / amenities	6.24	Rural sealed roads	6.18
Waste transfer station	6.24	Waste transfer station	6.14
Rural sealed roads	6.22	Public toilets / amenities	6.14
Urban roads	6.15	Roadside management–rural (e.g. trees, slashing litter)	6.12

Kerbside garbage & recycling collection service continue to be the area of highest importance to respondents in 2019. Four of the five items are the same as those on the 2016 list.

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

How the community feel Circular Head Council is performing

The table below reports, in descending order, the five facilities and services ranked highest in performance by Circular Head community members **(Section 3)**, against those highest ranked items in 2016.

June 2019 Top 5 performance	2019	October 2016 Top 5 performance	2016
Waste transfer station *	5.60	Waste transfer station *	5.77
Cemeteries	5.45	Cemeteries	5.62
Physical access to Council buildings (ramps, stairs, handrails)	5.35	Twilight on the Duck	5.45
Twilight on the Duck	5.34	Physical access to Council buildings (ramps, stairs, handrails)	5.30
Sports grounds & facilities	5.24	Kerbside garbage & recycling collection service *	5.20

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

As in 2016, the highest performing areas relate to the *Waste transfer station, Cemeteries, Physical access to Council buildings (ramps, stairs, handrails),* and *Twilight on the Duck*. These four areas have continued to be the highest performing areas indicating consistently high performance. Further evidence of strong performance is the fact that they have all consistently scored above 5 on the 7 point rating scale.

In 2019, *Kerbside garbage & recycling collection service* has dropped out of the top five performance list and been replaced with *Sports grounds & facilities*.

The top five performance list also contains one variable from the top five importance list – the *Waste Transfer station*. This area is a strength for Council, with community members identifying this item as both important **and** performing better than any of the other variables.

At the other end of the scale are the lowest performing variables. The table below shows the five variables given the lowest rankings by Circular Head community members in 2019, alongside those from 2016.

June 2019 Lowest 5 performance	2019	October 2016 Lowest 5 performance	2016
Rural unsealed roads	3.47	Rural unsealed roads	3.52
Rural sealed roads *	3.90	Rural sealed roads *	3.93
Roadside management – rural (e.g. trees, slashing litter)	3.94	Roadside management – rural (e.g. trees, slashing litter) *	4.12
Weed control	4.13	Weed control	4.18
Building, land use planning & environmental health services	4.17	Animal management including dog control	4.29

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

The bottom four lowest performing items have remained the same since 2016. The scores for all four have further decreased.

Rural sealed roads was rated as one of the top five importance areas, and is the second lowest performing item in the 2019 results. This suggests that this is an area for focus for Council.

Where community members feel Circular Head Council can improve

The table below reports the five variables with the highest gap scores for **Section 3** of the 2019 survey, with a comparison alongside the 2016 survey.

June 2019 Top 5 gaps	2019	October 2016 Top 5 gaps	2016
Rural unsealed roads	2.54	Rural unsealed roads	2.44
Rural sealed roads*	2.32	Rural sealed roads *	2.25
Roadside management – rural (e.g. trees, slashing litter)	2.17	Roadside management – rural (e.g. trees, slashing litter) *	2.00
Urban Roads*	1.92	Weed control	1.72
Stormwater drainage system	1.82	Urban Roads	1.71

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

Four of the five areas with the largest gap scores have remained the same since 2016. The gap scores for all four areas have further increased indicating a greater discrepancy between community expectations and Council performance.

The top five gap scores also include two items from the top five importance list. These are *Rural sealed roads* and urban road. They are an area of opportunity for Council.

Section 4: You and your community

Items in relation to Circular Head community

The table below shows community members responses to items about their community. The percentages of *Yes* and *No* responses to each question were recorded. Items that have decreased since 2016 have been highlighted in red, while those that have increased are shown in green.

Survey Variables	Yes	No	Yes	No	Yes	No
	2019	2019	2016	2016	2014	2014
Do you think land and housing in Circular Head is affordable?	81%	19%	84%	16%	76%	24%
Do you think public transport is adequate to meet your needs?	40%	60%	35%	64%	44%	56%
Do you think Circular Head is a safe place to live and work?	93%	7%	89%	12%	92%	8%
Do you think Circular Head is a healthy community?	59%	41%	59%	41%	57%	44%
Do you think there are enough jobs available in Circular Head?	26%	74%	17%	83%	15%	85%
Do you think there is a good choice and availability of housing options in Circular Head?	55%	45%	70%	30%	71%	29%
Do you feel that you are a part of your local community?	83%	17%	79%	21%	85%	15%
Are you a member of a community group?	59%	41%	56%	44%	62%	38%
Would you recommend Circular Head as a place to live?	90%	10%	83%	17%	88%	12%

Levels of agreement with the above items was generally high, however two of the nine items show a decrease in *yes* ratings, and one of the above items show no change. *Choice and availability of housing options* has seen the greatest drop, from 70% in 2016 to just 55% in 2019. Results for *housing affordability* were similar to the last survey result, with 84% saying *yes* in 2016 to 81% in 2019.

Section 5: General/written comments

The majority of survey respondents provided written comments about at least one of the questions posed. The quantitative results are largely supported by the comments received. All comments can be found on the comprehensive data portal, where they can be filtered by location, age, employment status, gender and access to internet.

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

Roads and road maintenance

"Road safety - damaged roads especially Redpa/Marrawah area. Gravel roads need more frequent upkeep. Something needs doing about entire unsafe road to Marrawah"

"Pot hole fill gravel roads before they get to the poor condition they are now in (Harcus River Rd)."

"The roads such as those leading to Nelson Bay/Couta Rock etc should be taken over by the council and maintained to a proper standard. Parks and wildlife are hopeless at doing this."

"Roads sealed and unsealed rural roads need more attention. Road side management slashing, weed control and litter management."

"More money on roads not just patch jobs. "Roads""

"Roads for sure. An accident will happen on unsealed roads with extremely bad potholes. The road to Marrawah is terrible."

Cleanliness and tidiness

"Tidy up "Old Butter Factory" next to the council buildings."

"Council are not maintaining areas e.g. parks, foreshore areas, recreation ground (Stanley) and lookout areas, that they have taken responsibility for. If it wasn't for the local general public picking up rubbish, unblocking drains and weeding designated areas, the place would look very untidy."

"The roads in the town centre and the general visual amenity is unattractive. It looks as if no one cares about the town. It is depressing to drive into a town that is shabby. I am embarrassed to call Smithton the hub/town centre of the community. There is rubbish on land that is visible to tourists as they drive around the municipality."

"Ensuring ALL areas of Circular Head are neat and tidy and doing more to fix up litter and graffiti throughout the entire area, not just the CBD."

Community Consultation

"Listening to what the people say."

"Listen to feedback of the community e.g. swimming pool is great but there is no bloody car parks."

"Listening to the local communities."

"Listen to the community more as a WHOLE not just the clicky groups because believe it or not the normal everyday people of this community matter as well not just the high achievers and the "in" crowd so to speak"

"To listen to rate payers. 2 years we have asked for numbers NOT to be painted on road in grant street for Xmas parade. Looks disgraceful having 3 years of painted numbers still on the road. But NOBODY listens"

Recycling

"Recycling at NO cost EVERYWHERE in Circular Head."

"Recycling should be available within town boundary"

"Recycling bottles and cans as they do on the mainland will make circular head even more beautiful"

"Recycling I live at Mauds rd upper scotchtown and we don't have an option to Have our recycling collecte"

Public Transport

"Even once a week transport for seniors to get out town - as our driving skills lessen and we reach the age - eyes failing we are willing to pay and use."

"Transport to from Smithon during day to Marrawah/Stanley etc."

"More options for elderly, so we are not so lonely: Find better transport. Another option other than CST. A small bus at Hellyer once or twice a week would be nice. Something that gets back around 3pm."

"Public transport for rural areas for teens."

"Public transport, however I understand the amount of people living here restricts buses and I acknowledge school transport is very good."

Public toilets

"More public toilets."

"A toilet block up near old guide hall as there is no toilet up the main st anyway. Now the one behind IGA is gone and its hard for my parents in their 80s to get to the one in Smith st"

"More accessible public toilets in Smithton business area especially parking for disable close by."

"Could us little old ladies have a lower door on the public toilet doors to hand our bags on please."

"Public toilets (Baby change station/feeding area) That is clean and friendly"

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

Roads and road maintenance

"Fixing gravel roads because they are a disgrace"

"Roads Smithton - Marrawah."

"Widening the Stanley HWY - very dangerous in parts with tourists and trucks - if Petuna go ahead - more trucks!!"

"Ensuring ALL roads are safe to drive on."

"Work with state and Federal Governments to improve major roads and highways."

"Upgrade the roads, seal Upper Scotchtown Rd to Irestown etc."

"Widening of rural roads - of roads much used by large heavy vehicles."

"Widen the road into Stanley from the turn off or lower speed limit"

Cleanliness and tidiness

"Maybe green waste and hard rubbish pick up day."

"Why can't the rubbish man on Friday's in Stanley do the main street first. It is just a bottle neck at 9:30 etc down near Breakfast Bar and Post Office, in fact dangerous."

"Fix and get owners to fix old decrepit buildings such as the butter factory etc, looks like an old run down English village."

"Tidying up litter, graffiti and untidy buildings."

"Cleaning streets. More litter bins in Stanley business area."

Walking tracks / Footpaths

"Walking tracking on the by-pass (Bass H'way) would be good"

"Walking track from Tall Timber's roundabout to Armour H/ware. Public toilets in Forest."

"More walking tracks around town."

"Upgrade roads and footpaths."

"Improving some older footpaths that are damaged or are hazardous near driveways."

Promoting tourism

"Promote tourism for the whole area not just Stanley"

"Developing a strategic plan to attract tourism. Get the major shareholders in Stanley to start working together."

"Focus on big picture jobs and long term sustainable prosperity for the region particularly tourism rather than short term focus on short term job opportunities offered by destructive unsustainable industries dominated by overseas corporations."

"Tourism promotion of our unique region as THE cleanest, greenest and most bio-diverse destination in our state… in Australia!"

"Treat tourism more seriously- it creates as many jobs if not more than traditional industries."

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

Maintaining the appearance of the community

"The general appearance and maintenance in and around the historic township of Stanley."

"Parks and cemeteries always look good."

"The community looks great neat town. Well done!! Keep up the good work."

"The gardens and streetscape are looking great."

The new pool and the 'SWIRL' complex

"Great job on the swimming pool."

"The new swimming complex is excellent!"

"Overall I think the council is amazing and the new Swirl complex is a shining example of this."

"New SWIRL pool is an amazing addition to the community"

"SWIRL! Absolutely wonderful; - such a magnificent facility and this will increase the use of the Sports Centre as well. Great for the health and well-being of our community."

3. Next steps for Council

The current set of results highlights the areas in which Circular Head Council is performing very well, and those areas that require focus.

Financial management is the area that has the highest gap score hence it is a clear area for focus. Although Council is doing well in terms of the friendliness of staff, responsiveness to enquiries is a clear opportunity to further boost perceptions about the customer service that council offers. It would also be advisable to involve the community in addressing some of the issues raised in the results. This is even more important because 'opportunities for the community to participate in decision making' was the area that had the 2nd highest gap score.

As well as examining the overall results, it is also important to consider issues unique to different demographics, e.g. location, age, employment status etc. These demographic differences can be explored using the comprehensive online results portal provided.

When prioritising issues for action, it is recommended that a combination of the provided analyses, comments and focus groups be used to gain a more in-depth understanding of that which underpins or drives community concerns. This course of action represents best practice.