



# Northern Beaches Council

## Community Research

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Date: March 2022



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# Background & Methodology

## Objectives (Why?)

- Understand and identify community priorities for the Northern Beaches LGA
- Identify the community's overall level of satisfaction with Council performance
- Explore and understand resident experiences contacting Council
- Identify the community's level of agreement with statements regarding pride and connectedness in the area

## Sample (How?)

- Telephone survey (landline and mobile) to N = 600 residents
- 93 acquired through number harvesting
- We use a 5 point scale (e.g. 1 = not at all satisfied, 5 = very satisfied)
- Greatest margin of error +/- 4.0%

## Timing (When?)

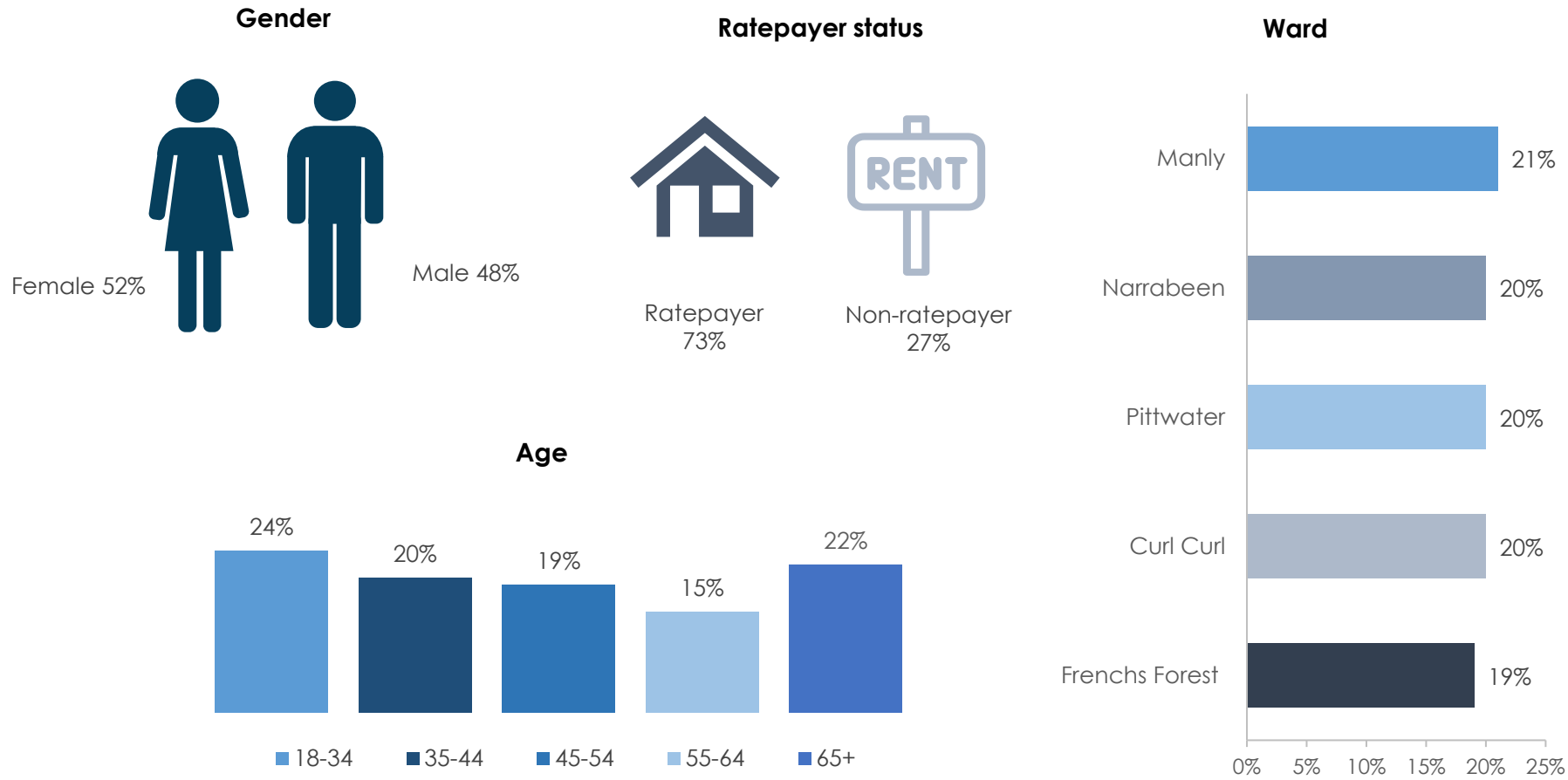
- Implementation 21<sup>st</sup> February – 1<sup>st</sup> March 2022

Note: Please see Appendix A for Detailed Background & Methodology



# Sample Profile

The sample was weighted by age and gender to reflect the 2016 ABS community profile of Northern Beaches Council.



Base: N = 600



# Summary and Next Steps



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# Summary Results



99%

## Quality of Life

99% of residents rated their quality of life living in the Northern Beaches as good to excellent (62% rating 'excellent') – a significant increase for the mean rating from 2019.



88%

## Satisfaction with Performance

88% of residents at least somewhat satisfied with Council's performance over the last 12 months – a significant increase in the mean rating from 2019

95% of residents are in agreement that people on the Northern Beaches are generally proud of their area

### Highest rated in Importance:



Parks and recreation areas

Beaches, headlands and rock pools

Domestic waste

Litter control/rubbish dumping

Importance

### Highest rated in Satisfaction:



Lifeguards

Libraries

Food safety

Warringah & Manly aquatic centres

Satisfaction

# Summary Focus Areas

## Connectivity

- Roads, parking and traffic all in largest performance gaps, bottom 5 satisfaction ratings and identified as key priorities for the next 4 years
- Traffic and roads in top 9 drivers of satisfaction



## Development & Planning

- A quarter stated development and planning is a key priority area for next 4 years
- Managing development is lowest in terms of satisfaction, a key driver of satisfaction and 15% performance gap



## Key Areas of Focus

Every interaction with Council is an opportunity to increase satisfaction levels  
Residents are responding positively to the importance of digital services as an opportunity area moving forward.

## Environment

- A quarter stated environment and sustainability is a key priority area for next 4 years
- Areas to monitor and maintain performance levels include litter control, protecting waterways, tree management and management of local flooding



## Leading

- Key drivers of satisfaction include consultation with the community, encouraging local industry and businesses, operating in an environmentally friendly way, information on services and lobbying on behalf of community



# Summary Scorecard: Satisfaction



**Good performance**  
(T3B sat score  $\geq 80\%$ )



**Monitor**  
(T3B sat score 60%-79%)



**Needs improvement**  
(T3B sat score  $< 60\%$ )

Community and Belonging	Housing, Places and Spaces	Environmental Sustainability
Provision of childcare services	Arts and cultural facilities	Litter control and rubbish dumping
Facilities and services for youth	Community Centres	Cleaning of villages and town centres
Facilities and services for older people	Condition of public toilets	Council operates in an environmentally friendly way
Facilities and services for people with Disabilities	Parks and recreation areas	Environmental education programs and facilities
Food safety standards of retail food outlets	Sporting fields and amenities	Domestic waste collection service
Companion animal management	Warringah and Manly Aquatic Centres	Household bulky items collections
Library services	Managing development	
Provision of lifeguards on beaches	<b>Protection of the Environment</b>	
<b>Good Governance, Participation and Partnerships</b>	Protecting native plants & animals	
Consultation with the community by Council	Restoring natural bushland	<b>Transport, Technology and Connectivity</b>
Information on Council services	Controlling feral animals	Condition of local roads
Lobbying on behalf of the community	Managing and protecting creeks, lagoons and waterways	Footpaths
	Management of local flooding	Bike paths
<b>Vibrant Local Economy</b>	Environmental protection & regulation	Bus shelters
Encouraging local industry and business	Management of trees	Parking
Keeping town centres and villages vibrant	Trails and tracks	Traffic management
	Maintenance of beaches, headlands and rock pools	Wharves and boat ramps





# Detailed Results



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# 1. Community Pride and Connectedness



## Detailed Results

- 1. Community Pride and Connectedness**
2. Priorities and Performance
3. Summary of Council Services and Facilities
4. New Technology
5. Service Area Analysis



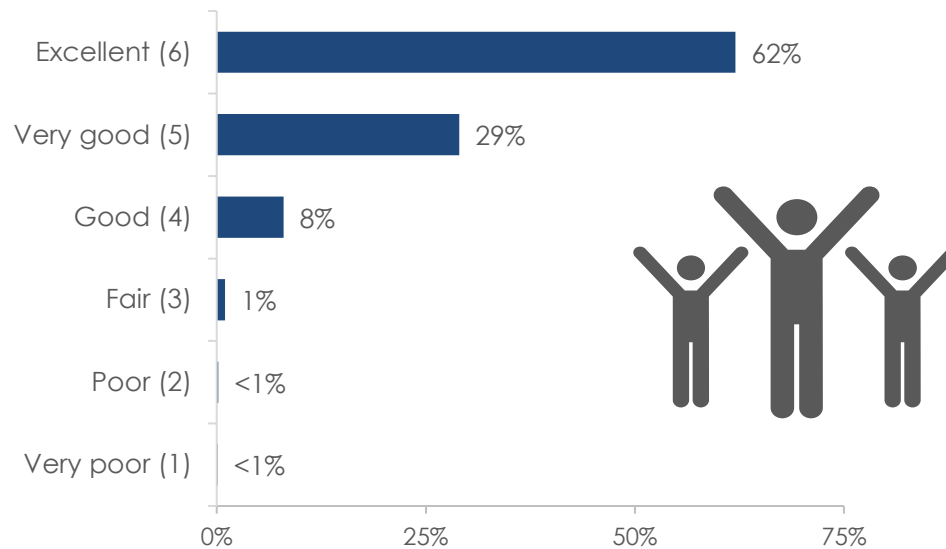
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# Quality of Life

Q5b. Overall, how would you rate the quality of life you have living on the Northern Beaches?

	2022	2019	2018	2017	Micromex Metro Benchmark
Top 3 Box	99%	98%	98%	99%	92%↓
Mean rating	5.51▲	5.43	5.42	5.53	4.90↓
Base	599	753	757	755	6,843



Base: N = 599

▲▼ = A significantly higher/lower rating (compared to 2019)

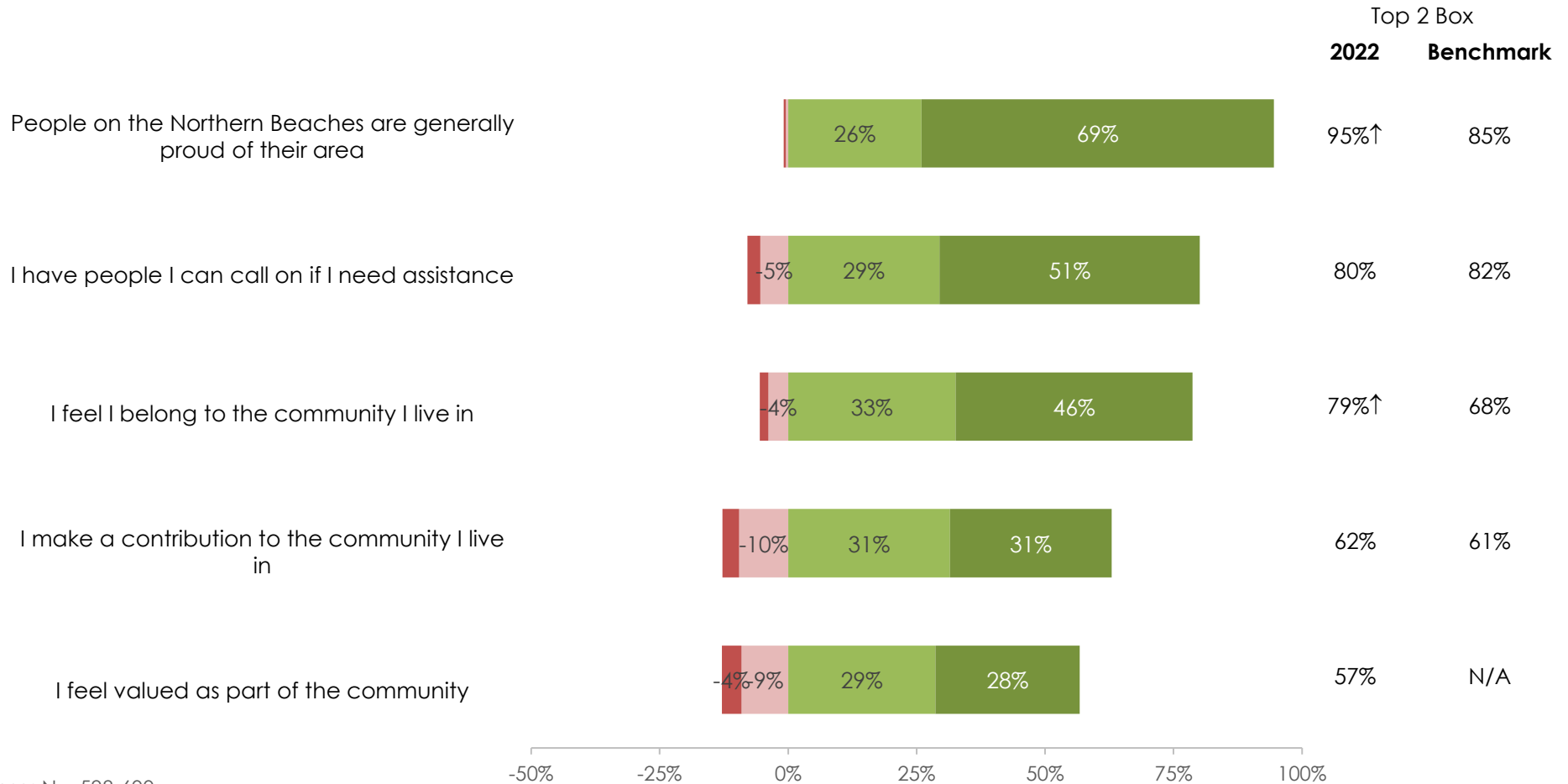
Scale: 1 = very poor, 6 = excellent

↑↓ = A significantly higher/lower rating (compared to Benchmark)

**62% of residents rated their quality of life living in the Northern Beaches as 'excellent'.  
Quality of life ratings are significantly higher than our Metro benchmarks.**

# Agreement with Connectedness Statements

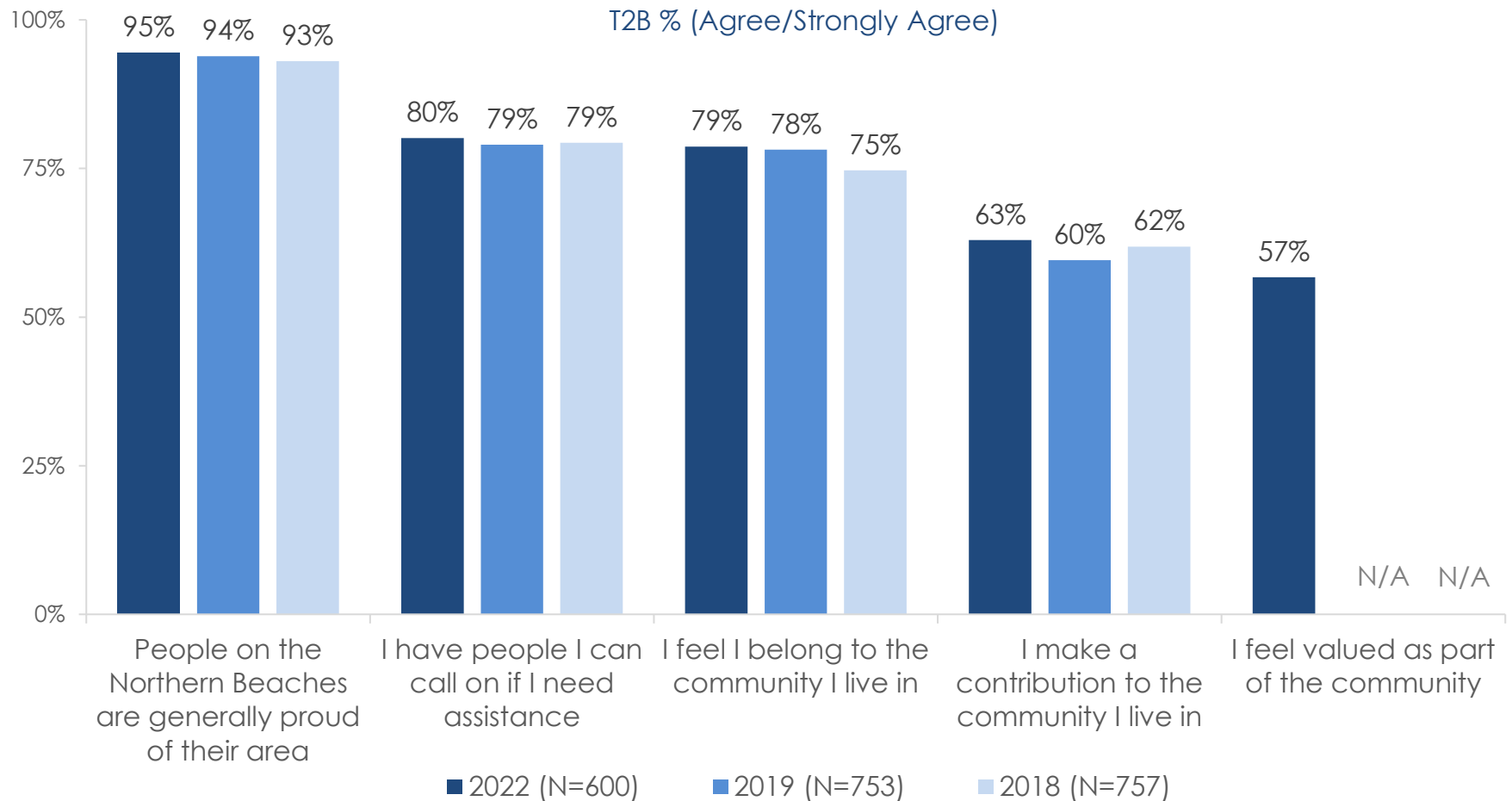
Q5a. I'm going to read out some statements and I'd like you to rate them on a scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree.



**Extremely high agreement for pride in the area and the sense of belonging is significantly higher than our norms. Lower levels of agreement for feeling valued in the community, however approximately 6 in 10 agree with this.**

# Agreement with Connectedness Statements

Q5a. I'm going to read out some statements and I'd like you to rate them on a scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree.



Note: 1 respondent refused to answer 'people on the Northern Beaches are generally proud of their area' and 2 refused to answer 'I make a contribution to the community I live in'

**For the most part agreement with connectedness statements is consistent – very positive considering recent events the community has been through.**

## 2. Priorities and Performance



### Detailed Results

1. Community Pride and Connectedness
- 2. Priorities and Performance**
3. Summary of Council Services and Facilities
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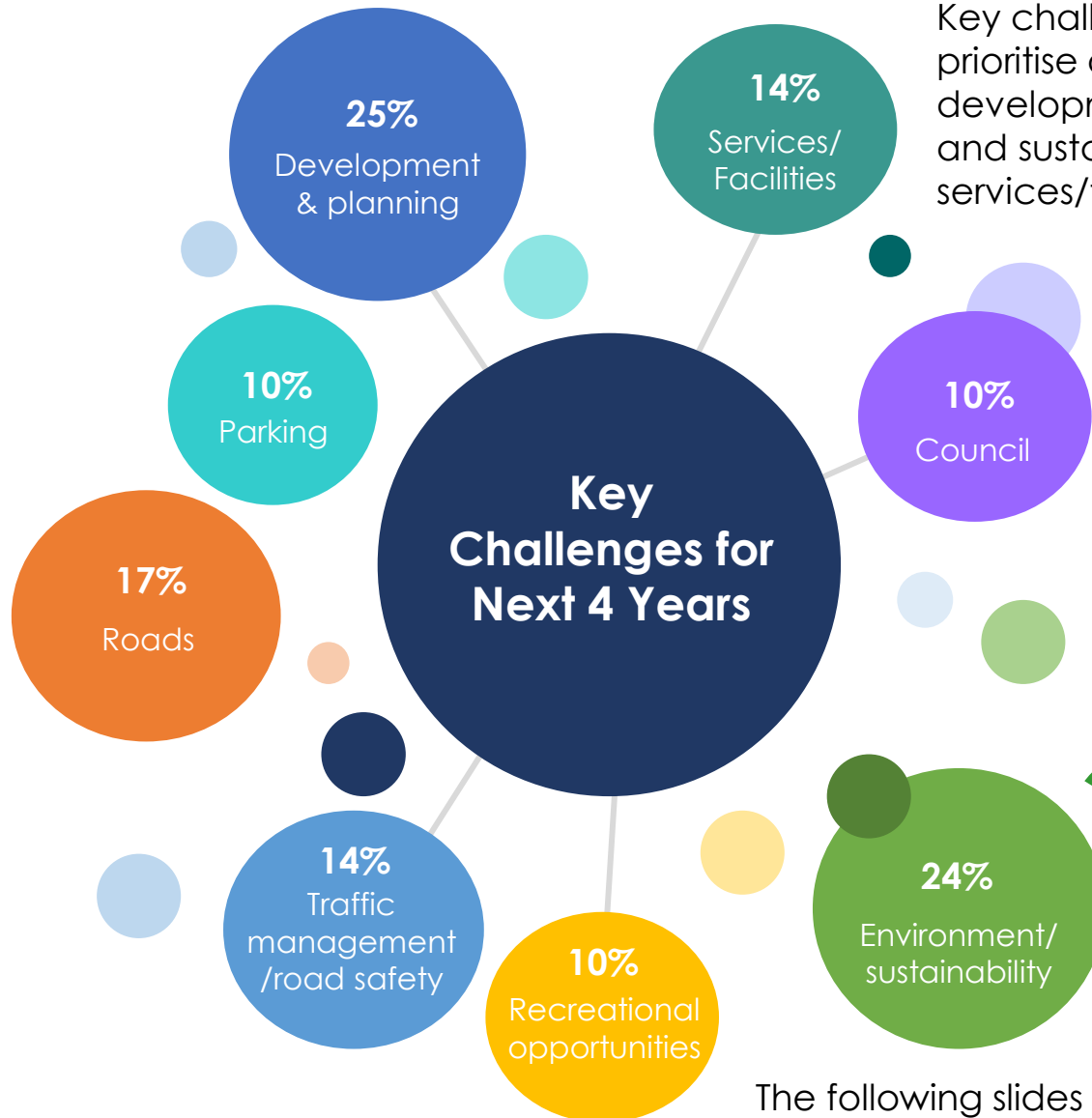


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# Top Priority Areas for Council to Focus On

Q2. Thinking about the Northern Beaches and the key challenges for the area, what do you think Council's priority should be over the next four years?



Key challenges for the area for Council to prioritise over the next 4 years focused on development and planning, the environment and sustainability, connectivity and services/facilities.



The following slides provides verbatim responses for results of 10% or more

# Top Priority Areas for Council to Focus On

Q2. Thinking about the Northern Beaches and the key challenges for the area, what do you think Council's priority should be over the next four years?

## Development & Planning (25%)

"Better planning and communication with resident around spit bridge and tunnel e.g. about long-term impacts"

"Managing the infrastructure for the influx of people"

"Stop overdevelopment and stop developer-driven planning - it should be community-driven"

"Sustainable urban development"

"Managing development i.e. inappropriate development out of character of the area and environment"

"Managing development in keeping with the environment i.e. considering erosion and building complimentary to the environment and built environment"

"Over population"

"Indigenous heritage sites being destroyed for development, this should never be allowed let alone considered"

"Maintaining a balance between open spaces and high rise developments"

## Environment/Sustainability (24%)

"Environment e.g. reduce waste, reuse, continue planting trees, more community awareness of ways we can look after the environment"

"Coastline erosion"

"Wetland weed management e.g. they're overrun by weeds"

"Lead the community towards sustainable energy e.g. make it readily available, strata blocks incorporate more solar energy, better wiring for buildings"

"Maintaining parks and local wildlife areas"

"Rock pools are being smashed by thugs this needs to be looked at immediately"

"Encouraging sustainable energy in the LGA e.g. solar panels"

"Increase environmental protection"

"The environment, primarily coastal waterways. marine environment and native animals"

"Better maintenance of parks, playgrounds and green spaces"



# Top Priority Areas for Council to Focus On

Q2. Thinking about the Northern Beaches and the key challenges for the area, what do you think Council's priority should be over the next four years?

## Roads (17%)

"Road maintenance and upgrades"

"Widening the roads, more clear ways"

"Repairing potholes"

"New reflective yellow casters on road have made residential streets noisy"

"Tunnel under Spit Bridge"

"Better roads e.g. resurfacing, drain management since they overflow"

"Potholes being fixed not being patched"

"Roads - finish road works because its too disruptive to the local people"

## Improve/Maintain/More Services and Facilities (14%)

"Improve healthcare services"

"Upgrade and clean up public toilets, and lighting"

"Lack of infrastructure and transport to handle new development"

"Kindergartens so that women can work"

"More community places especially for youth, like pools, halls, board games at community halls, skate parks, dance halls etc."

"Improving cultural centres"

"More facilities and amenities for every age group e.g. more and better playgrounds for kids, more outlets for seniors such as coffee shops not just community centres"

## Traffic Management/ Road Safety (14%)

"Better road safety is needed within the area"

"Improving traffic flow in the LGA"

"The traffic and lack of pedestrian crossings"

"Dee Why speed limit controls, maybe have speed limiting solar signage"

"Road signage can be confusing for cars"

"Poorly lit roads at night, traffic management and parking (especially in Freshwater)"

"Pedestrian crossings or traffic lights at schools that need them e.g. Mona Vale road development"

"Traffic management improvement"

# Top Priority Areas for Council to Focus On

Q2. Thinking about the Northern Beaches and the key challenges for the area, what do you think Council's priority should be over the next four years?

## Council (10%)

"Better communication and consultation with residents e.g. so they know about what's going on in the area"

"Council customer service"

"Consultation with local communities and recreational users of the areas rather than business stakeholders for South Narrabeen seawall"

"Council needs to consider the community input/views more"

"More transparency to the community when it comes to councils decisions"

"Streamlining council processes and approvals"

"Follow up on submission enquiries"

"Lots of letters in the mail. Need to be more environmentally friendly the way they communicate to the residence"

## Parking (10%)

"Parking - not enough parking in the local area, especially around public transport"

"Parking for people in residential areas"

"Parking at sporting venues - very hard. Resident access to parking the area. It has been changed. It makes living here very frustrating and unsatisfying"

"Rebuild some carparks, currently carparks are badly built"

"Improve beach parking"

"More motorcycle parking"

"More parking and restricted/resident only parking"

"Parking of boats caravans and trailers in residential areas should not be allowed due to safety"

## Recreational Opportunities (10%)

"More community events and festivals"

"More dog-friendly, off-leash places"

"Developing and protecting public spaces, recreational and tourist outdoor activities"

"Complete the coastal walk from one end to the other"

"Encourage use of recreational spaces by upgrading"

"Walking track and trails in parks and reserves"

"Outdoor recreation, perhaps a bike park"

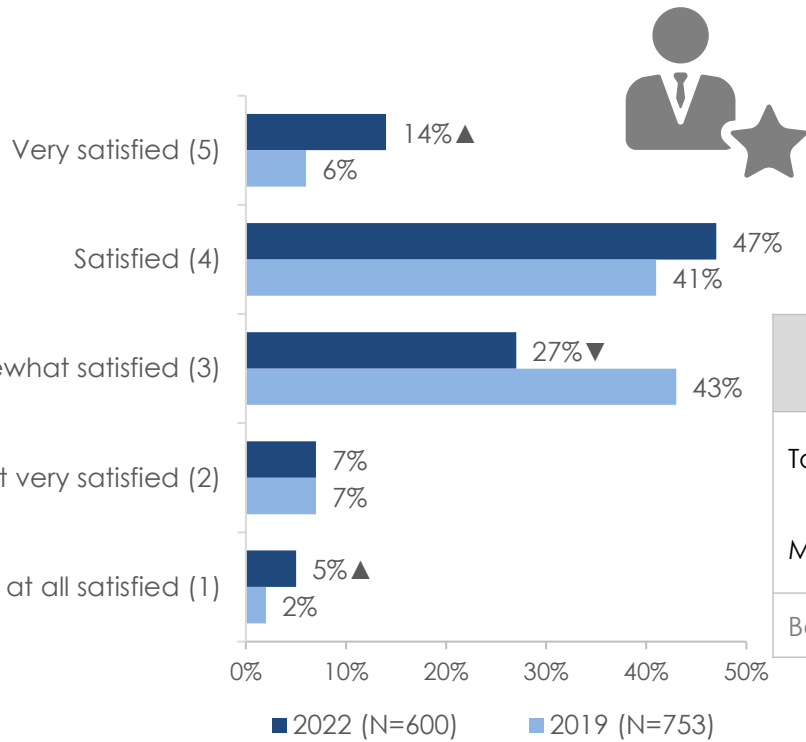
"Better maintaining of mountain bike trails, build more"

"More activities especially around night time such as night markets for the community"

# Overall Satisfaction

Q4. How would you rate the overall performance of Council as an organisation over the past 12 months?

	Overall	Male	Female	18-34	35-44	45-54	55-64	65+	Ratepayer	Non-ratepayer
Mean ratings	3.58	3.56	3.59	3.72▲	3.55	3.50	3.41	3.62	3.55	3.67
Base	600	288	312	147	118	116	88	131	435	160



Ward:	Manly	Curl Curl	Frenchs Forest	Narrabeen	Pittwater
Mean ratings	3.57	3.80▲	3.63	3.47	3.41▼
Base	123	120	113	123	121

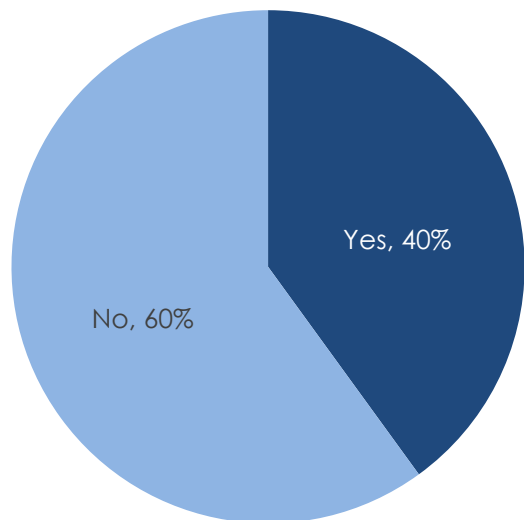
	2022	2019	2018	2017	Micromex Metro Benchmark
Top 3 Box	88%	90%	86%	88%	89%
Mean rating	3.58▲	3.41	3.38	3.56	3.55
Base	600	753	756	752	37,950

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

**88% of residents were at least somewhat satisfied with the performance of Council over the last 12 months. A significantly higher level of commitment to the top box 'very satisfied' compared to 2019. Those aged 18-34 and those located in the Curl Curl Ward were significantly more satisfied, whilst residents in the Pittwater Ward was significantly less satisfied.**

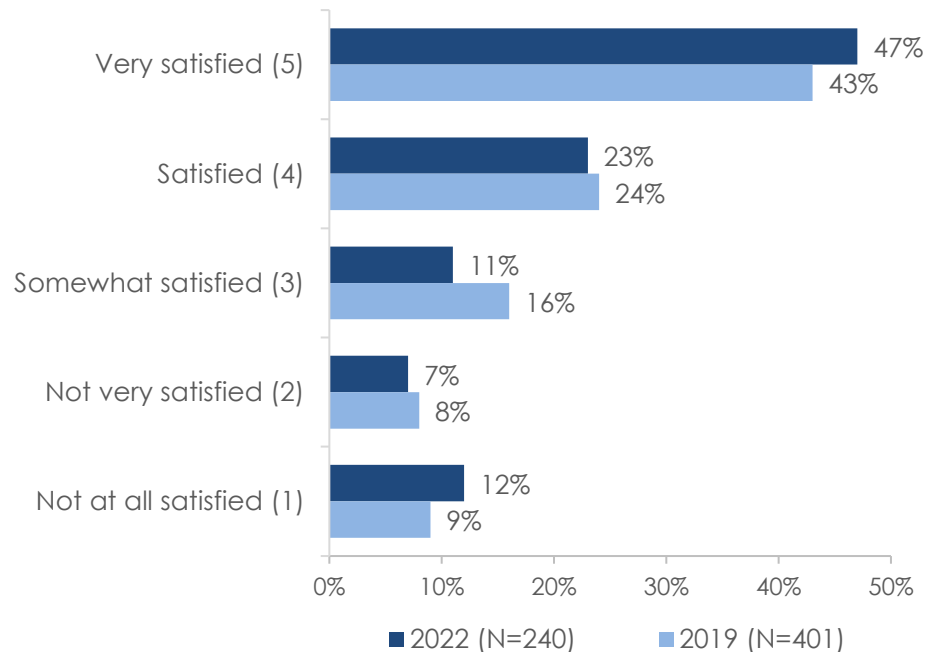
# Contact with Council

Q3a. Have you had contact with a Council staff member in the past 12 months?



	2022	2019	2018	2017
Yes %	40%▼	53%	51%	52%
Base	600	753	757	756

Q3b. (If yes), How satisfied were you with the performance of staff in dealing with your enquiry?



	2022	2019	2018	2017
Means	3.85	3.83	3.91	3.88
Base	240	401	390	392

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

▲ ▼ = A significantly higher/lower percentage (compared to 2019)

Please see Appendix A for results by demographics

**Contact with a Council staff member has significantly decreased this year (40% compared to 53% in 2019). However, of those that have been in contact, satisfaction remains on par with previous years, with 81% at least somewhat satisfied with the staff in dealing with their enquiry.**

# 3. Summary of Council Services and Facilities



## Detailed Results

1. Community Pride and Connectedness
2. Priorities and Performance
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# Council Services and Facilities

A major component of the 2022 Community Survey was to assess perceived Importance of, and Satisfaction with 43 Council-provided services and facilities – the equivalent of 86 separate questions!

We have utilised the following techniques to summarise and analyse these 86 questions:

2.1. Highlights and Comparison with 2019 and 2018 Results

2.2. Comparison with Micromex Benchmarks

2.3. Performance Gap Analysis

2.4. Quadrant Analysis

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

# 2.1. Importance & Satisfaction – Highest/Lowest Rated Services/Facilities

## Importance

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

Higher importance	T2 Box	Mean
Parks and recreation areas	95%	4.71
Maintenance of beaches, headlands and rock pools	95%	4.68
Domestic waste collection service	93%	4.68
Litter control and rubbish dumping	93%	4.68
Condition of local roads	92%	4.64
Managing and protecting creeks, lagoons and waterways	92%	4.65
Provision of lifeguards on beaches	92%	4.65

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

Lower importance	T2 Box	Mean
Provision of childcare services	37%	2.63
Wharves and boat ramps	44%	3.26
Community centres	53%	3.47
Facilities and services for youth	56%	3.45
Arts and cultural facilities	56%	3.59

## Satisfaction

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

Higher satisfaction	T3 Box	Mean
Provision of lifeguards on beaches	99%	4.50
Library services	96%	4.25
Food safety standards of retail food outlets	96%	3.94
Warringah and Manly Aquatic Centres	95%	4.02
Parks and recreation areas	94%	4.00

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

Lower satisfaction	T3 Box	Mean
Managing development (land-use planning)	64%	2.87
Parking	66%	2.93
Condition of local roads	67%	3.01
Bike paths	68%	3.03
Traffic management	73%	3.07
Footpaths	73%	3.15

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

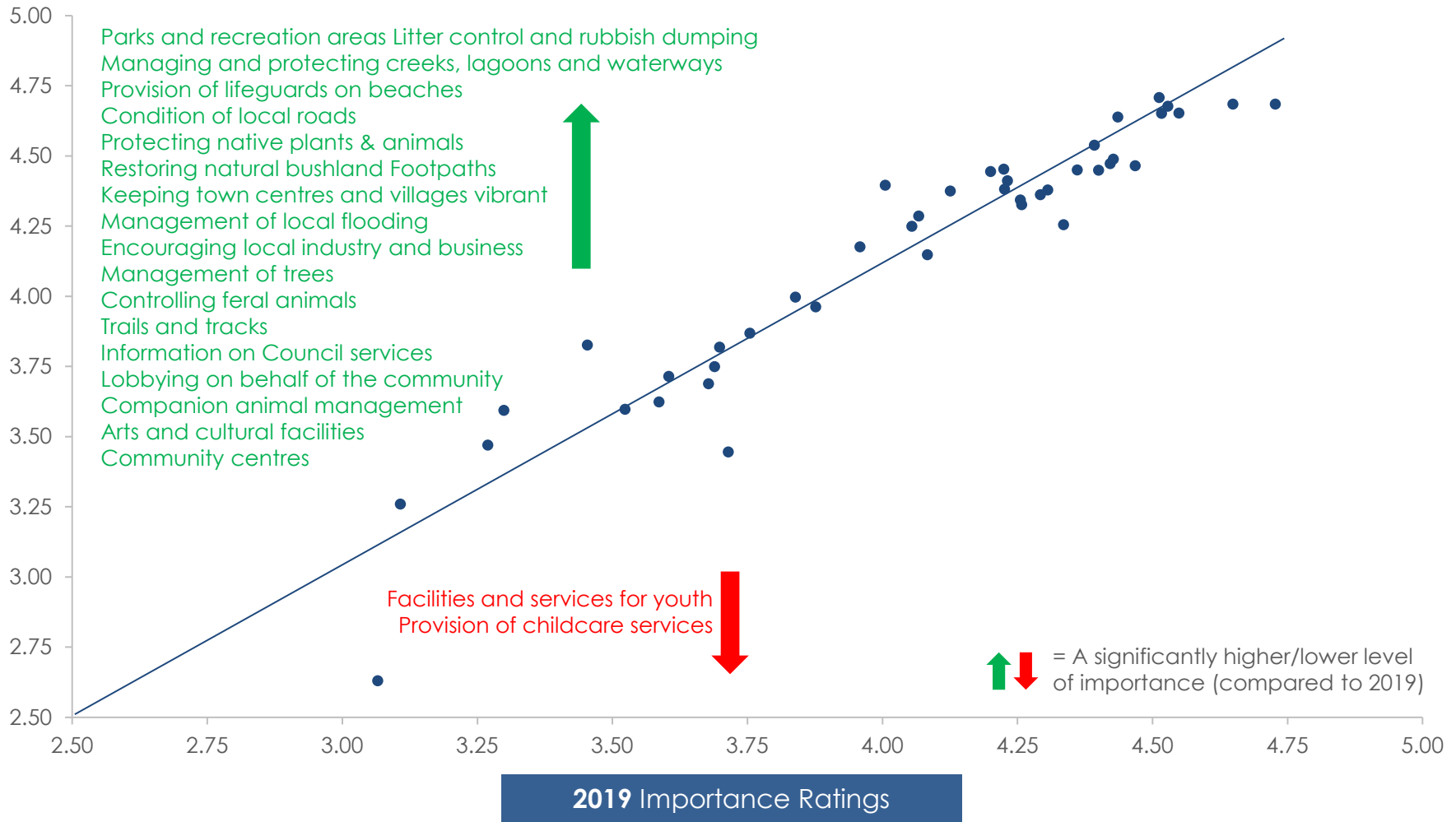
T3B = somewhat satisfied/satisfied/very satisfied  
Scale: 1 = not at all satisfied, 5 = very satisfied

**A core element of this community survey was the rating of 43 facilities/services in terms of Importance and Satisfaction. The above analysis identifies the highest and lowest rated services/facilities in terms of importance and satisfaction.**

# 2.1 Services and Facilities – Importance

## – Comparison by Year

Q1. Please indicate your level of importance with the following over the last 12 months.



The above chart compares the mean importance ratings for 2022 vs 2019.

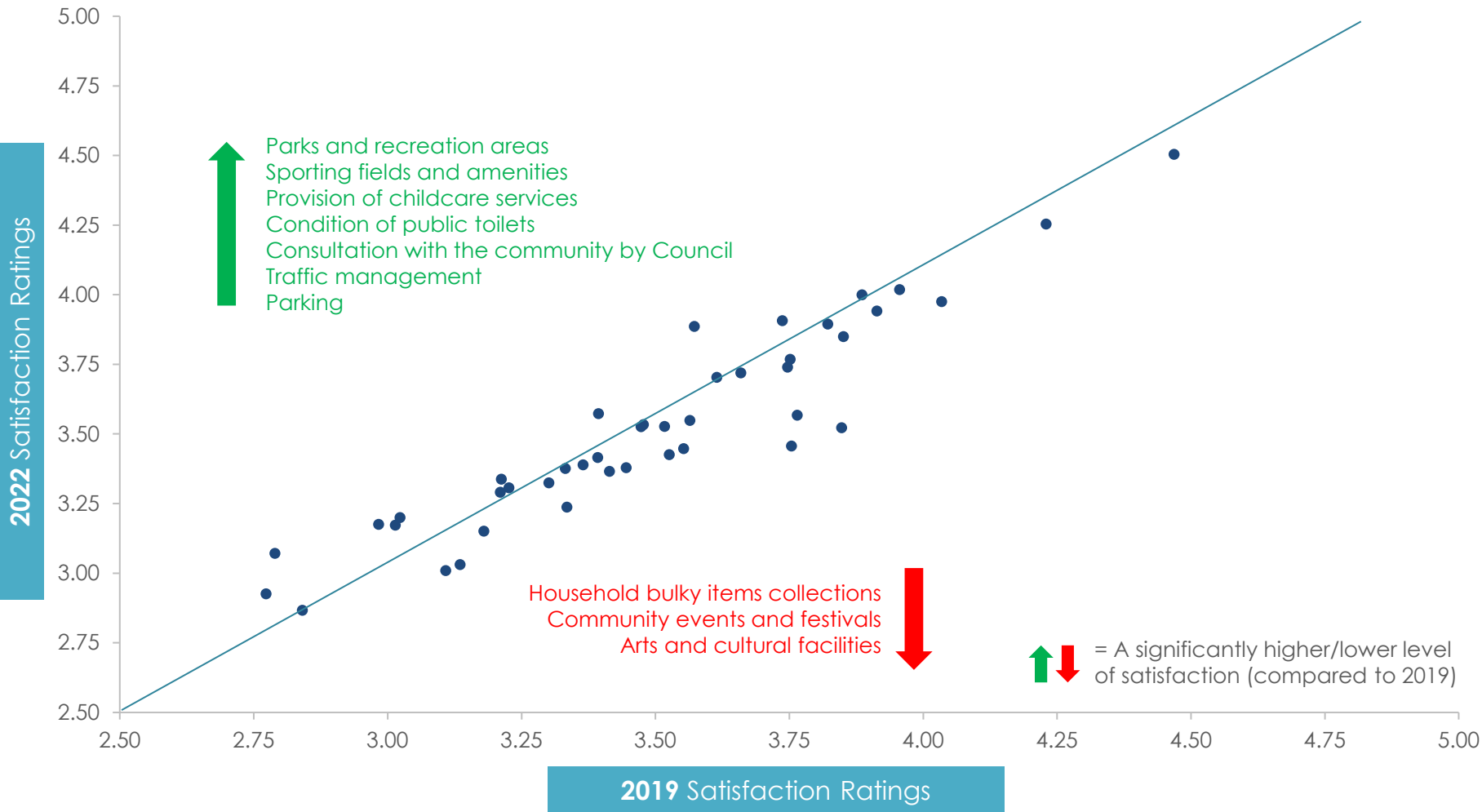
Importance significantly increased for 19 of the 43 comparable services and facilities (shown in green above), and significantly decreased for youth and childcare services.



# 2.1 Services and Facilities – Satisfaction

## – Comparison by Year

Q1. Please indicate your level of satisfaction with the following over the last 12 months.



The above chart compares the mean satisfaction ratings in 2022 vs 2019.

Satisfaction significantly increased for 7 of the 43 comparable services and facilities. There were also 3 measures that experienced a significant decrease in resident satisfaction from previous research.

# Comparison to Previous Research

Please note: this year satisfaction was only asked of those who rated a service/facility important/very important. 2019 is compared only to 2022 and 2018 is compared only to 2022

Service/Facility	Importance			Satisfaction		
	2022	2019	2018	2022	2019	2018
Provision of childcare services	37%	47%▲	64%▲	92%	87%	85%▼
Facilities and services for youth	56%	63%▲	81%▲	80%	79%	82%
Facilities and services for older people	59%	60%	85%▲	86%	87%	86%
Facilities and services for people with disabilities	60%	57%	86%▲	82%	73%▼	80%
Community centres	53%	46%▼	77%▲	89%	90%	91%
Community events and festivals	62%	56%	70%▲	84%	94%▲	93%▲
Arts and cultural facilities	56%	46%▼	60%	83%	89%	90%▲
Library services	62%	61%	79%▲	96%	97%	95%
Provision of lifeguards on beaches	92%	88%▼	95%▲	99%	99%	99%
Litter control and rubbish dumping	93%	90%	96%▲	81%	86%▲	83%
Cleaning of villages and town centres	88%	88%	91%▲	91%	95%▲	93%
Council operates in an environmentally friendly way	86%	85%	88%	88%	89%	90%
Environmental education programs and facilities	70%	66%	74%	83%	78%	85%
Domestic waste collection service	93%	95%	97%▲	87%	87%	90%
Household bulky items collections	81%	80%	86%	80%	83%	82%
Consultation with the community by Council	76%	75%	83%▲	74%	69%	73%
Information on Council services	78%	72%▼	83%▲	82%	86%	84%
Lobbying on behalf of the community	71%	64%▼	73%	78%	73%	79%
Food safety standards of retail food outlets	87%	86%	91%▲	96%	96%	95%
Companion animal management (including dogs)	65%	49%▼	67%	86%	78%▼	86%
Condition of public toilets	87%	87%	89%	75%	69%	68%▼
Parks and recreation areas (including playgrounds)	95%	91%▼	92%▼	94%	95%	94%

T2B = important/very important. T3B = somewhat satisfied/satisfied/very satisfied

▲▼ = A significantly higher/lower level of importance/satisfaction (by year)

# Comparison to Previous Research

Please note: this year satisfaction was only asked of those who rated a service/facility important/very important. 2019 is compared only to 2022 and 2018 is compared only to 2022

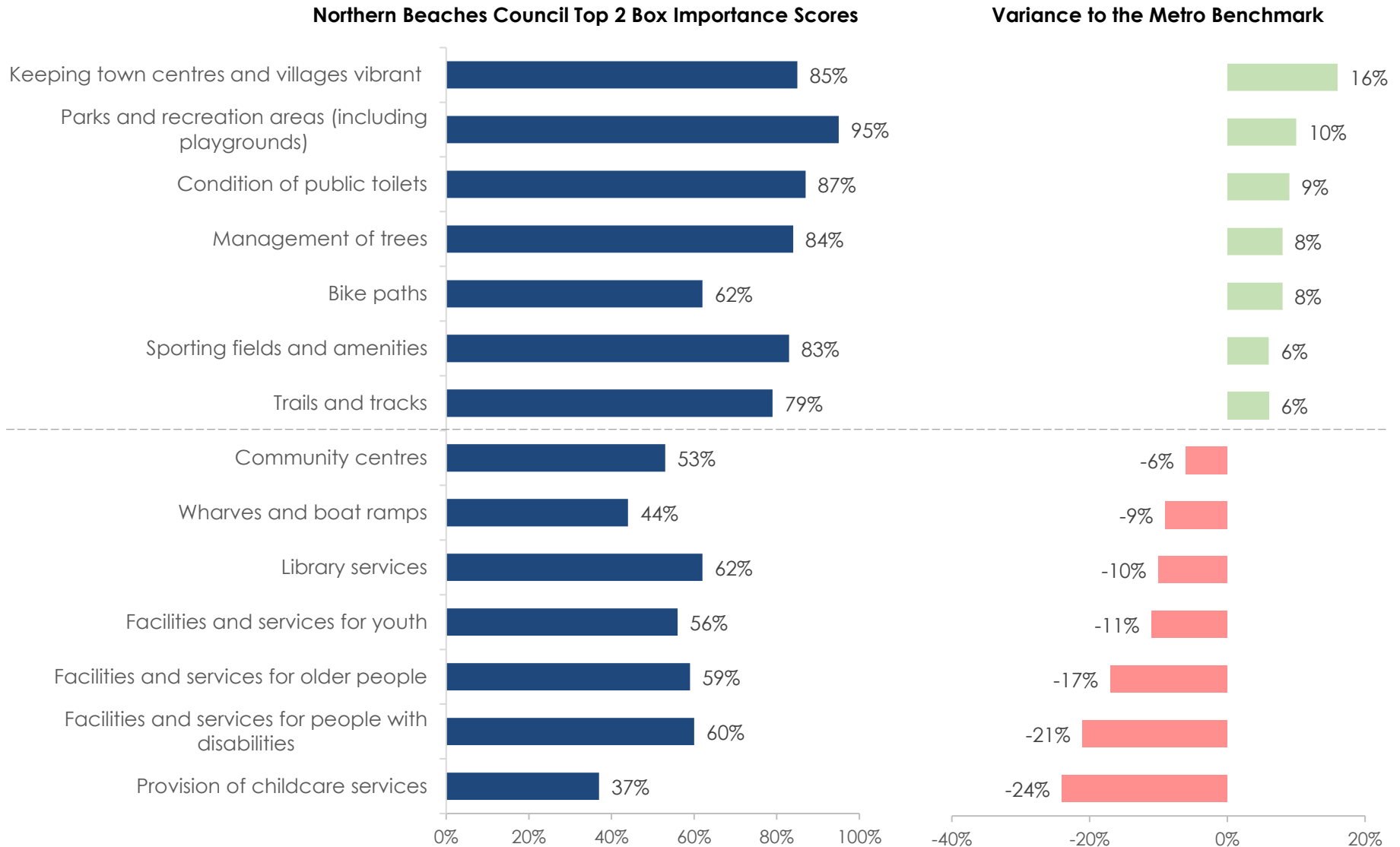
Service/Facility	Importance (T2B)			Satisfaction (T3B)		
	2022	2019	2018	2022	2019	2018
Sporting fields and amenities	83%	82%	84%	92%	91%	92%
Warringah and Manly Aquatic Centres	66%	62%	69%	95%	93%	93%
Managing development (land-use planning)	79%	82%	89%▲	64%	64%	62%
Protecting native plants & animals	86%	85%	87%	83%	87%	89%▲
Restoring natural bushland	86%	80%▼	84%	86%	86%	85%
Controlling feral animals	79%	72%▼	83%▲	81%	80%	79%
Managing and protecting creeks, lagoons and waterways	92%	91%	95%▲	82%	85%	83%
Management of local flooding	83%	71%▼	83%	76%	80%	84%▲
Environmental protection & regulation	86%	85%	89%	86%	84%	88%
Management of trees	84%	74%▼	84%	78%	79%	77%
Trails and tracks	79%	73%▼	77%	93%	94%	90%
Maintenance of beaches, headlands and rock pools	95%	93%	96%	93%	98%▲	93%
Condition of local roads	92%	87%▼	93%	67%	74%▲	66%
Footpaths	86%	78%▼	88%	73%	77%	66%▼
Bike paths	62%	61%	62%	68%	72%	63%
Bus shelters	65%	62%	77%▲	91%	91%	87%
Parking	84%	81%	92%▲	66%	59%	65%
Traffic management	84%	80%	92%▲	73%	59%▼	56%▼
Wharves and boat ramps	44%	39%	50%	92%	91%	90%
Encouraging local industry and business	84%	80%	82%	82%	76%	86%
Keeping town centres and villages vibrant	85%	80%	87%	85%	87%	85%

T2B = important/very important. T3B = somewhat satisfied/satisfied/very satisfied

▲ ▼ = A significantly higher/lower level of importance/satisfaction (by year)

# 2.2 Importance Compared to the Micromex Benchmark

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



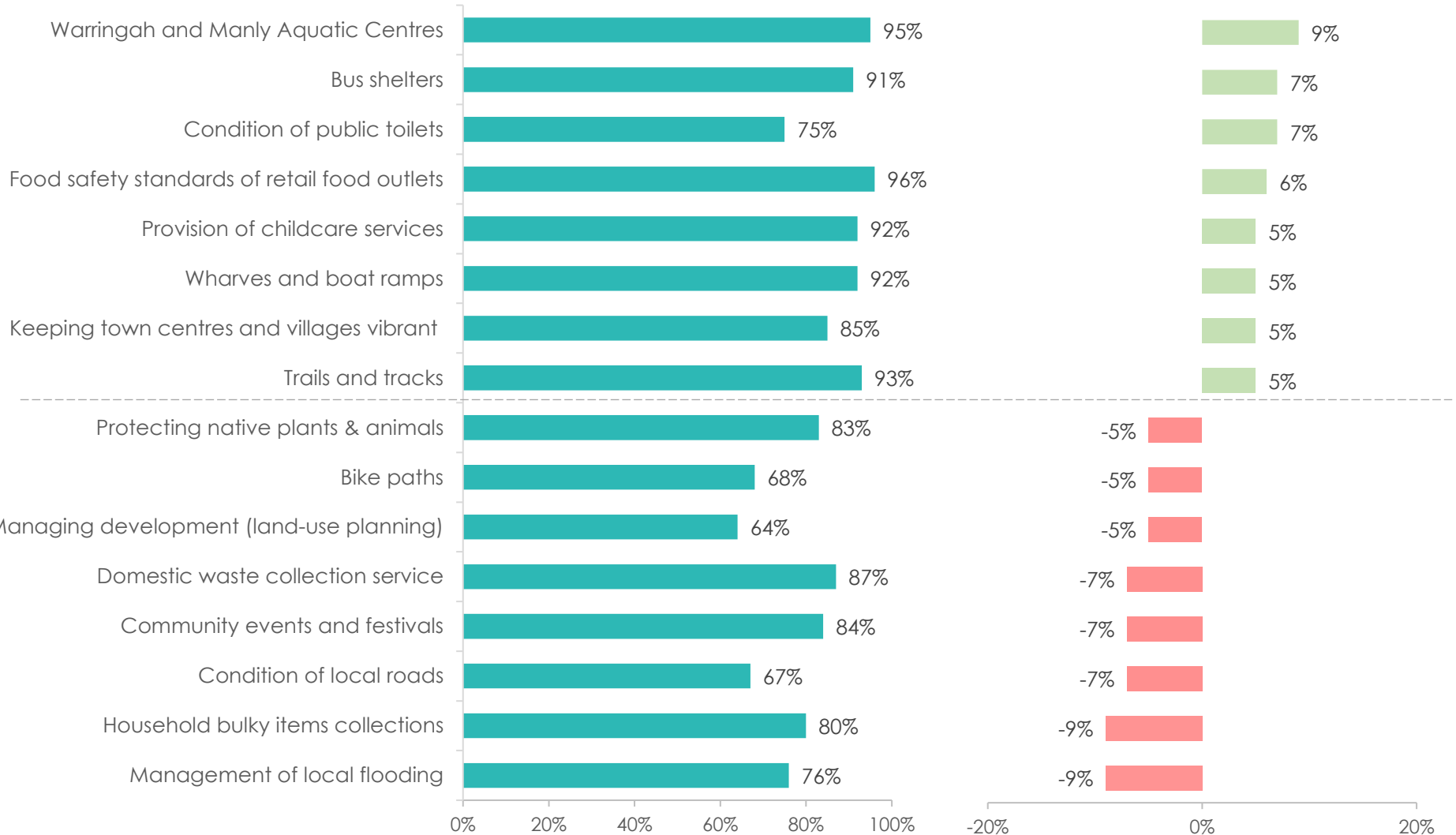
Note: Only services/facilities with a variance of +/- 5% to the Benchmark have been shown above. Please see Appendix A for detailed list

# 2.2 Satisfaction Compared to the Micromex Benchmark

The chart below shows the variance between Northern Beaches Council top 3 box satisfaction scores and the Micromex Benchmark. Services/facilities shown in the below chart highlight larger positive and negative gaps.

**Northern Beaches Council Top 3 Box Satisfaction Scores**

**Variance to the Metro Benchmark**



Note: Our Benchmarks do not currently reflect the recent impact of floods

Note: Only services/facilities with a variance of +/- 5% to the Benchmark have been shown above. Please see Appendix A for detailed list

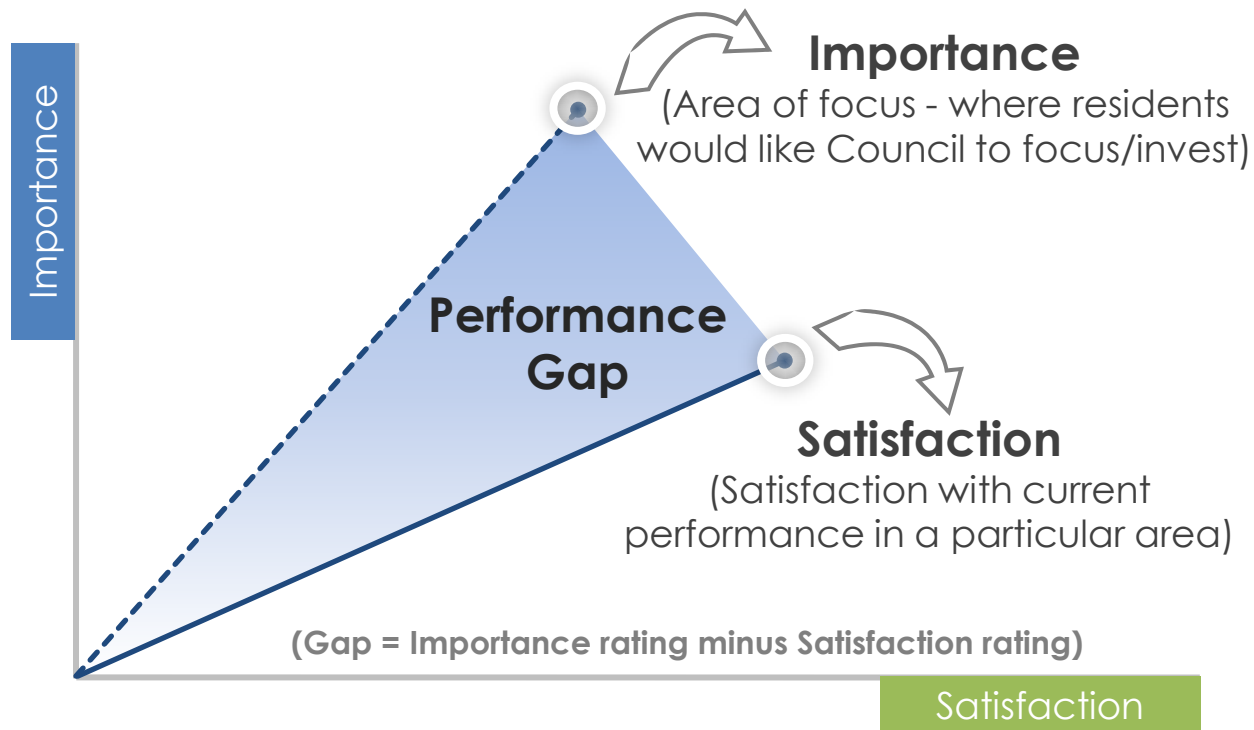
## 2.3. Performance Gap Analysis

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 Northern Beaches 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.



## 2.3. 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 to very high in importance, whilst resident satisfaction for all of these areas is between 64% and 82%.

Service Area	Service/Facility	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance – Satisfaction)
Transport, Technology and Connectivity	Condition of local roads	92%	67%	25%
Transport, Technology and Connectivity	Parking	84%	66%	18%
Housing, Places and Spaces	Managing development (land-use planning)	79%	64%	15%
Transport, Technology and Connectivity	Footpaths	86%	73%	13%
Environmental Sustainability	Litter control and rubbish dumping	93%	81%	12%
Housing, Places and Spaces	Condition of public toilets	87%	75%	12%
Transport, Technology and Connectivity	Traffic management	84%	73%	11%
Protection of the Environment	Managing and protecting creeks, lagoons and waterways	92%	82%	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.

# 2.4. Quadrant Analysis

## Step 2. 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, Northern Beaches residents rated services/facilities equally as important as our Benchmark, and their satisfaction was on par with our Benchmark.

	Northern Beaches Council	Micromex Comparable Metro Benchmark
Average Importance	77%	77%
Average Satisfaction	84%	84%

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 'maintenance of beaches, headlands and rock pools', 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 'condition of local 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 'facilities and services for youth', 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 'provision of childcare services', 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.

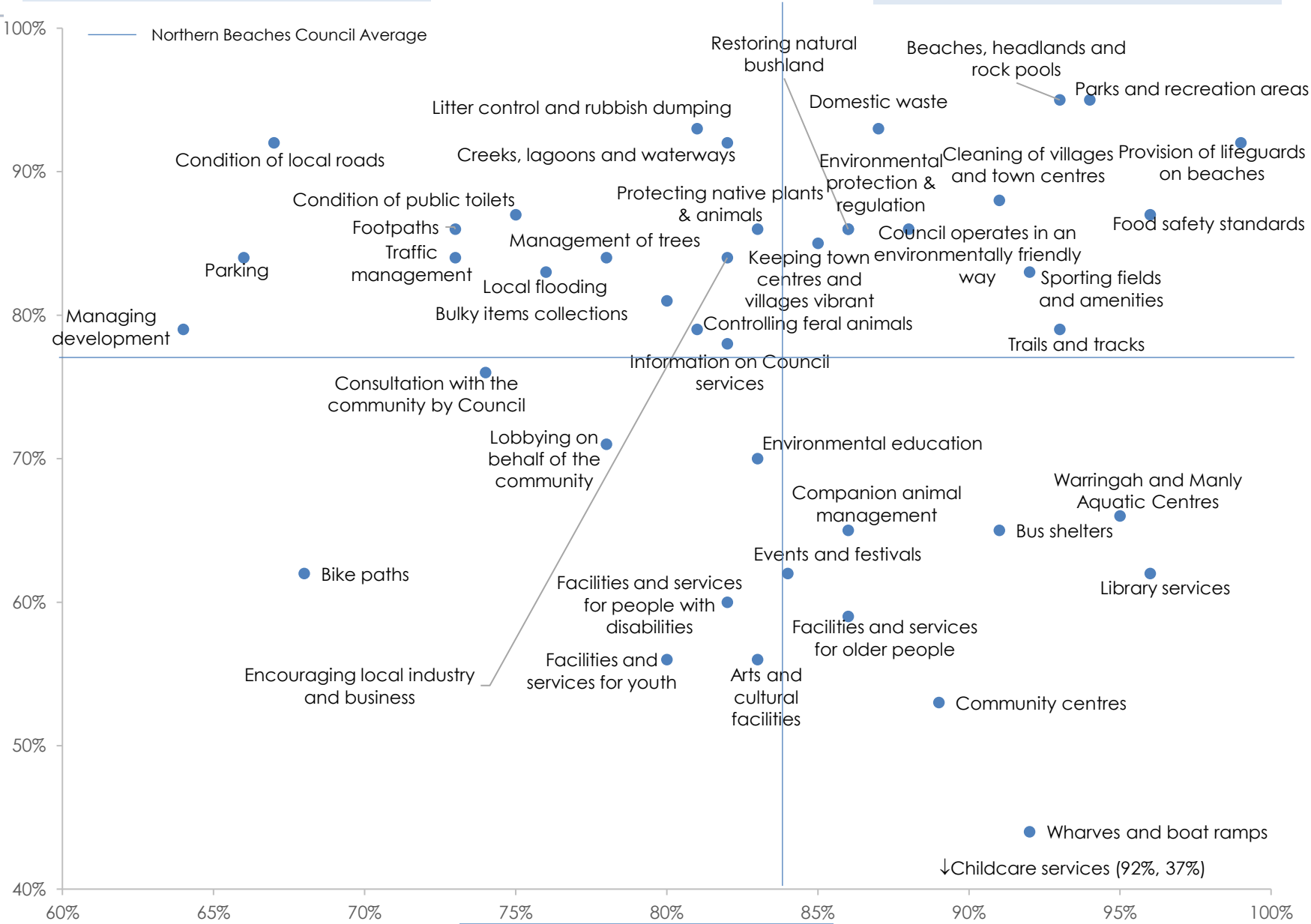




**Improve**  
Higher importance, lower satisfaction

**Maintain**  
Higher importance, higher satisfaction

Importance



**Niche**  
Lower importance, lower satisfaction

**Satisfaction**

**Social Capital**  
Lower importance, higher satisfaction

## 2.5. Advanced 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 'condition of local 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 Northern Beaches 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.

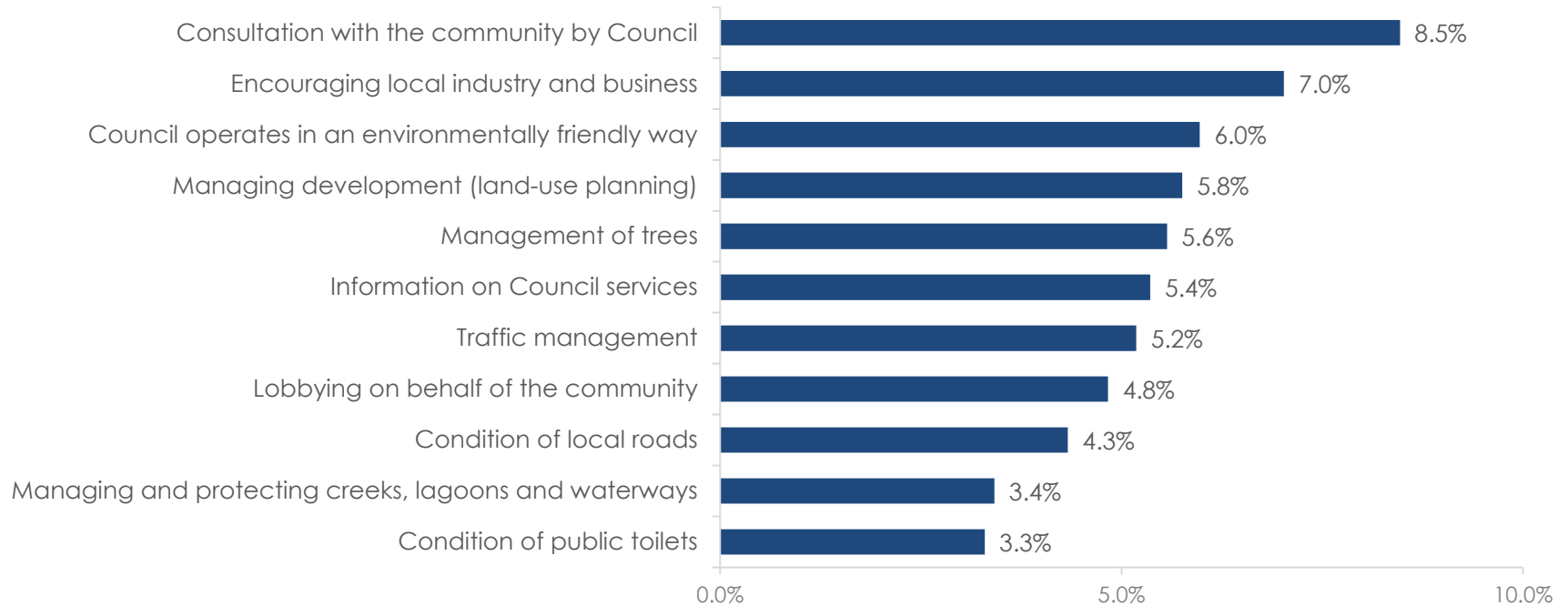
### What Does This Mean?

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'.



## 2.5. Key Drivers of Overall Satisfaction with Council

**Dependent variable: Q4. How would you rate the overall performance of Council as an organisation over the past 12 months?**



The results in the chart above 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.

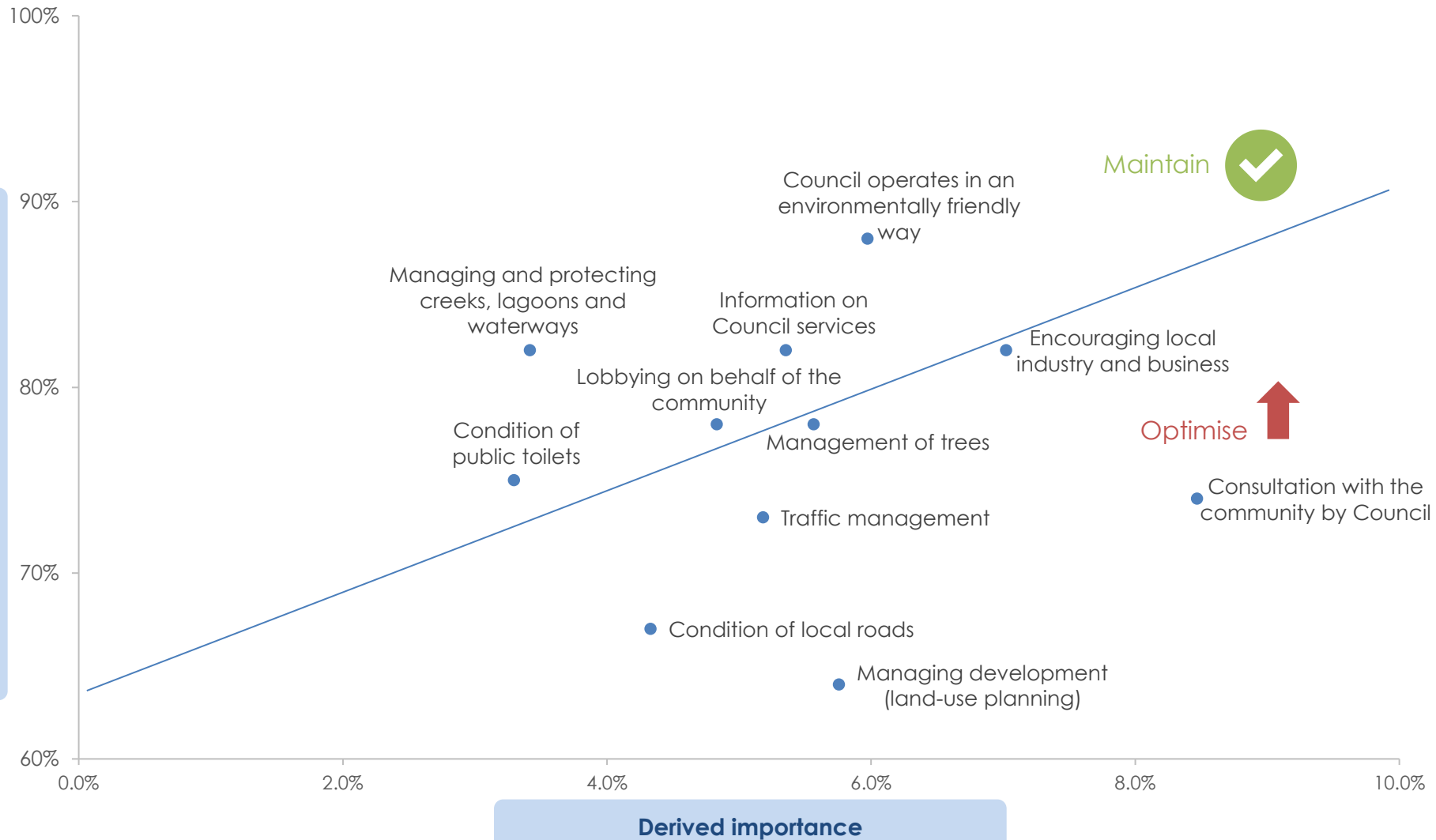
These top 11 services/facilities (so 26% of the 43 services/facilities) account for almost 60% of the variation in overall satisfaction. Therefore, whilst all 43 services/facilities are important, only a number of them are potentially significant drivers of satisfaction (at this stage, the other 32 services/facilities have less impact on satisfaction – although if resident satisfaction with them was to suddenly change they may have more immediate impact on satisfaction).

Barriers  $R^2$  value = 36.06  
Optimisers  $R^2$  value = 33.17

Note: Please see Appendix A for complete list

**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.**

## 2.5. Mapping Stated Satisfaction and Derived Importance Identifies the Community Priority Areas



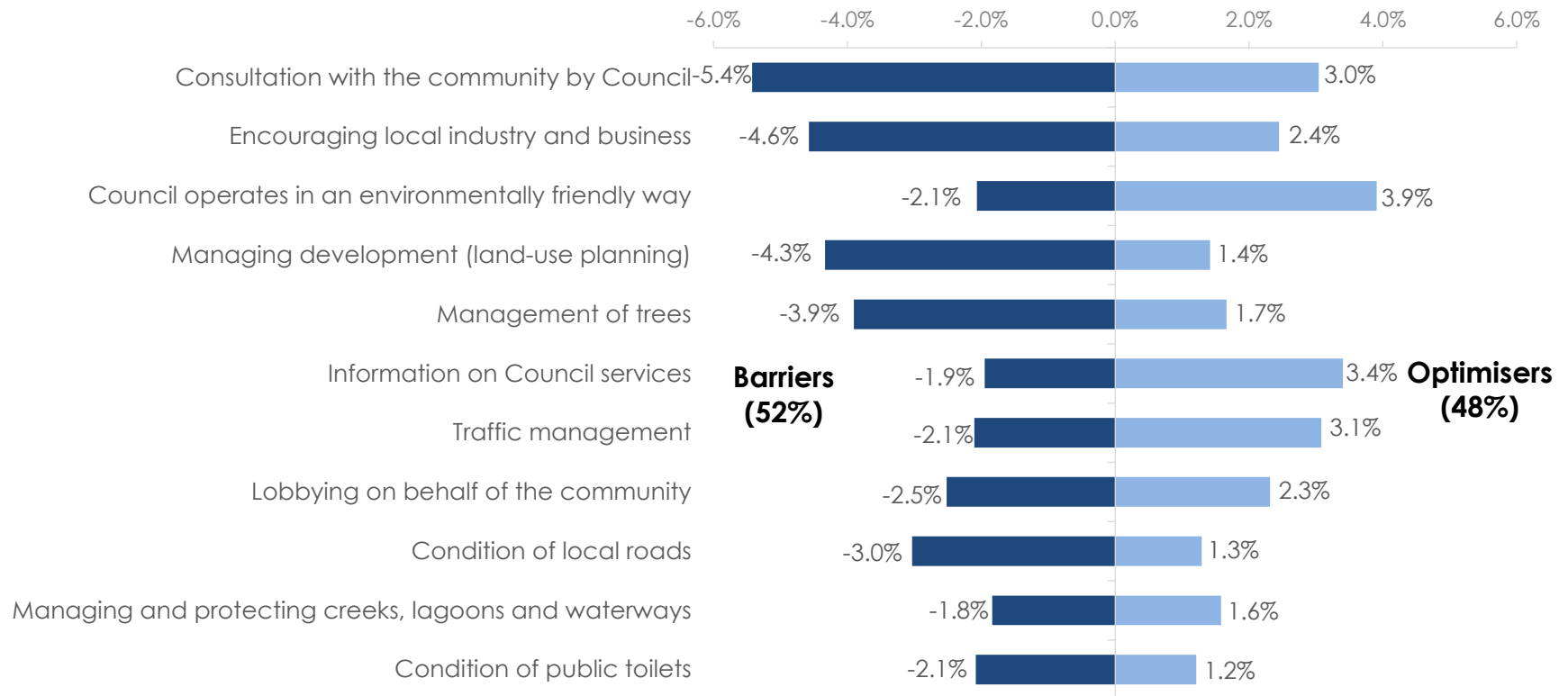
The above chart looks at the relationship between stated satisfaction (top 3 box) and derived importance (Regression result) to identify the level of contribution of each measure. Any services/facilities below the blue line (shown above) could potentially be benchmarked to target in future research to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

## 2.5. Key Contributors to Barriers/Optimisers

The chart below illustrates the positive/negative contribution the key drivers provide towards overall satisfaction. Some drivers can contribute both negatively and positively depending on the overall opinion of the residents.

The scores on the negative indicate the contribution the driver makes to impeding transition towards satisfaction. If Council can address these areas, they should see a lift in future overall satisfaction results, as they positively transition residents who are currently not at all satisfied to being satisfied with Council performance.

The scores on the positive indicate the contribution the driver makes towards optimising satisfaction. If Council can improve scores in these areas, they will see a lift in future overall satisfaction results, as they will positively transition residents who are currently already 'somewhat satisfied', towards being more satisfied with Council's overall performance.

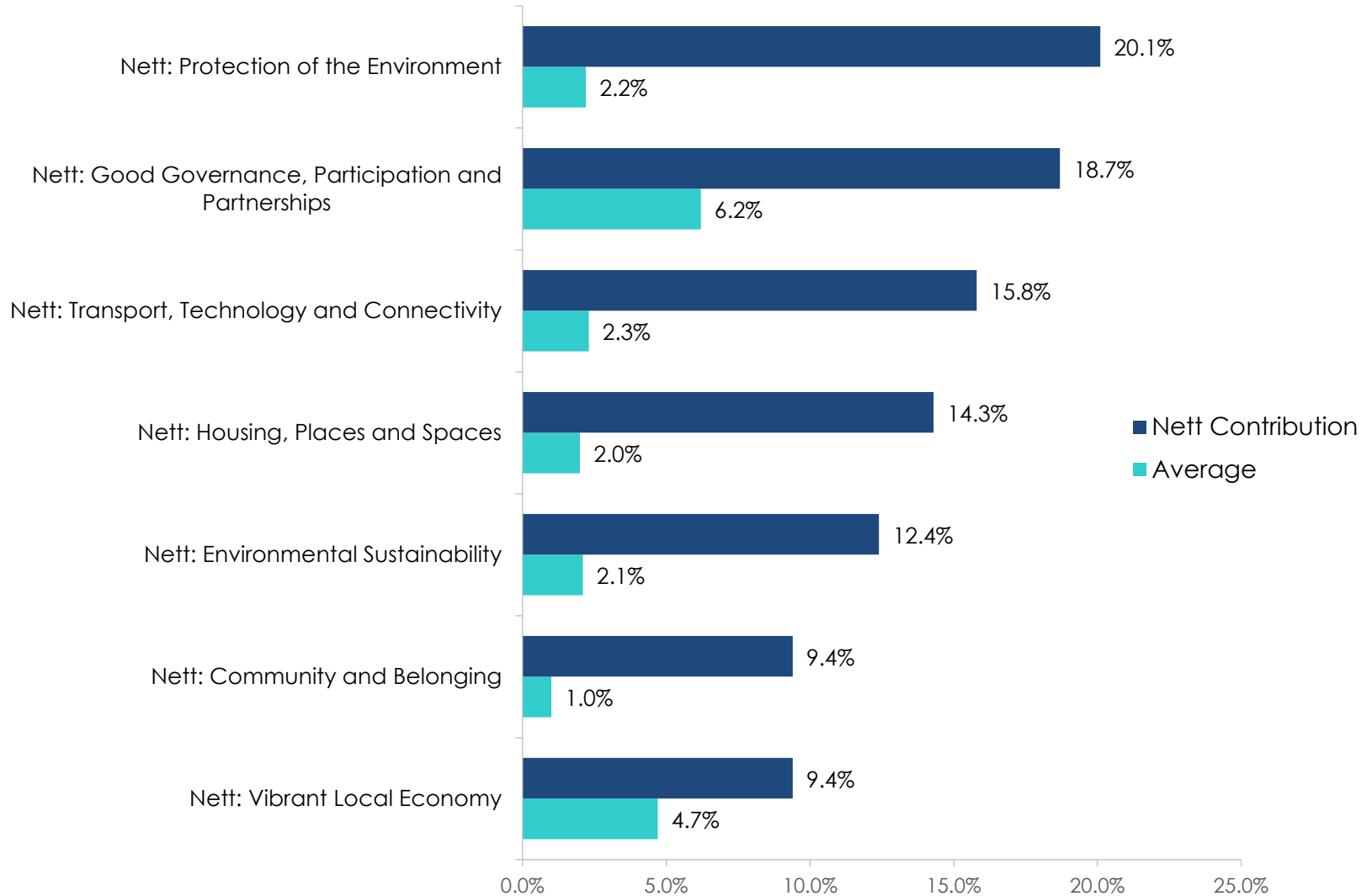


Different levers address the different levels of satisfaction across the community



# 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. 'Protection of the Environment' (20%) is the key contributor toward overall satisfaction with Council's performance.

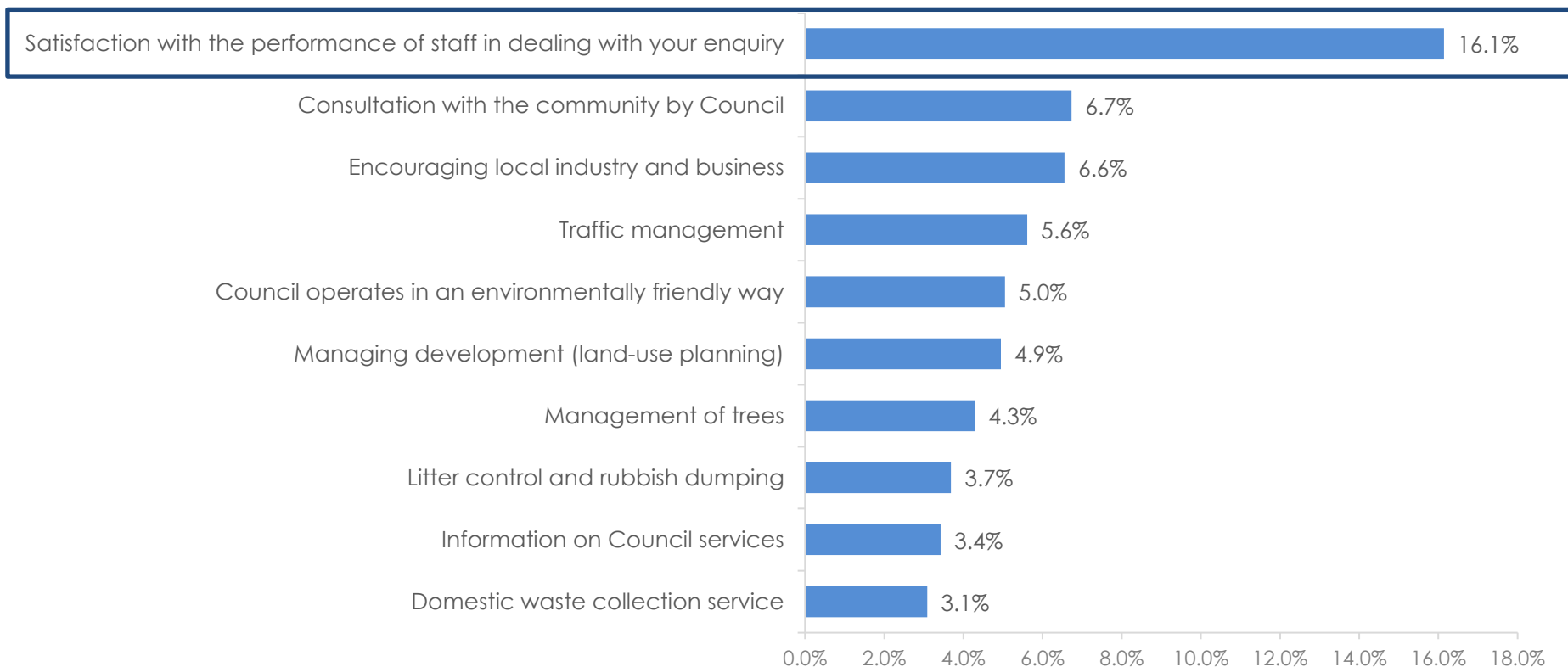


# Impact of Contact with Council on Overall Satisfaction

Dependent variable: Q4. How would you rate the overall performance of Council as an organisation over the past 12 months?

The below chart is a re-run of the key drivers contributing to overall satisfaction, but with the inclusion of an additional question and filtered to those who have had contact with Council in the last 12 months:

## Q3b. How satisfied were you with the performance of staff in dealing with your enquiry?

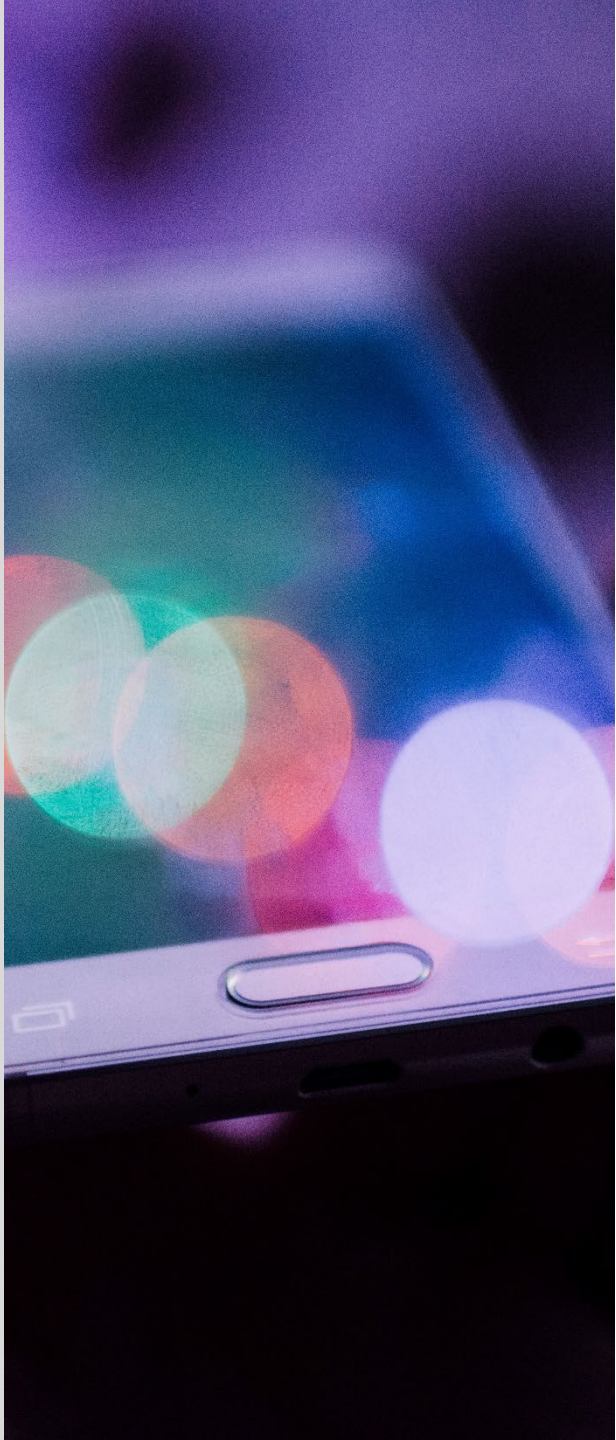


Barriers R<sup>2</sup> value = 55.54  
Optimisers R<sup>2</sup> value = 46.55

**Satisfaction with the performance of staff when contacting Council is shown to have a substantial impact on overall satisfaction with the performance of Council, more than twice the contribution of any individual service/facility.**

**Every interaction is an opportunity to improve satisfaction.**

# 4. New Technology



## Detailed Results

1. Community Pride and Connectedness
2. Priorities and Performance
3. Summary of Council Services and Facilities
- 4. New Technology**
5. Service Area Analysis



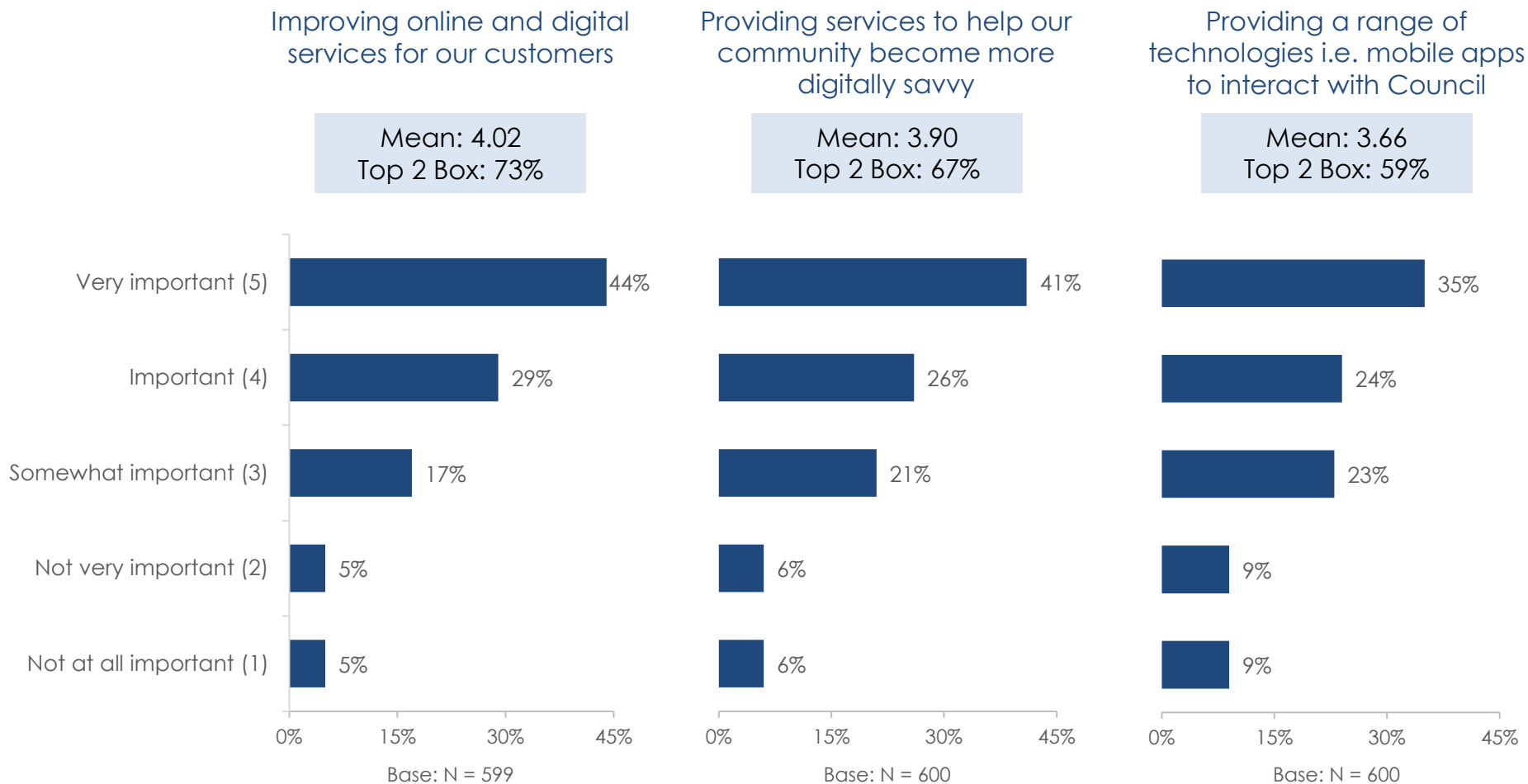
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# Importance of Council Progressing Digital Solutions

Q6. Thinking about the role of Council in progressing digital solutions in the future how important are the following?



Please see Appendix A for results by demographics

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

**A moderate to high level of importance placed on all 3 areas to progress and improve technology options, with 73% believing it is important/very important for Council to improve online and digital services for customers. Manly residents rated all 3 areas more important (see Appendix A).**

# 5. Service Area Analysis



## An Explanation

### *Importance*

For the stated importance ratings, residents were asked to rate how important each of the criteria was to them, on a scale of 1 to 5.

### *Satisfaction*

Any resident who had rated the importance of a particular criterion a 4 or 5 was then asked how satisfied they were with the performance of Council for that service or facility. There was an option for residents to answer 'don't know' to satisfaction, as they may not have personally used a particular service or facility.

## Detailed Results

1. Community Pride and Connectedness
2. Priorities and Performance
3. Summary of Council Services and Facilities
4. New Technology

## 5. Service Area Analysis

This section explores Council's performance in detail, in terms of importance and satisfaction ratings for 43 services/facilities.



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# Service Areas

A core element of this community survey was the rating of 43 facilities/services in terms of Importance and Satisfaction. Each of the 43 facilities/services were grouped into service areas as detailed below:

Community and Belonging	Housing, Places and Spaces	Environmental Sustainability
<p>Provision of childcare services</p> <p>Facilities and services for youth</p> <p>Facilities and services for older people</p> <p>Facilities and services for people with disabilities</p> <p>Food safety standards of retail food outlets</p> <p>Companion animal management (including dogs)</p> <p>Library services</p> <p>Provision of lifeguards on beaches</p>	<p>Arts and cultural facilities</p> <p>Community Centres</p> <p>Condition of public toilets</p> <p>Parks and recreation areas (including playgrounds)</p> <p>Sporting fields and amenities</p> <p>Warringah and Manly Aquatic Centres</p> <p>Managing development (land use planning)</p>	<p>Litter control and rubbish dumping</p> <p>Cleaning of villages and town centres</p> <p>Council operates in an environmentally friendly way</p> <p>Environmental education programs and facilities (e.g. Coastal Environment Centre, Manly Environment Centre)</p> <p>Domestic waste collection service (e.g. garbage removal, recycling, vegetation and electronic waste)</p> <p>Household bulky items collections</p>
Good Governance, Participation and Partnerships	Protection of the Environment	Transport, Technology and Connectivity
<p>Consultation with the community by Council</p> <p>Information on Council services</p> <p>Lobbying on behalf of the community</p>	<p>Protecting native plants &amp; animals</p> <p>Restoring natural bushland (removing weeds, bush regeneration programs)</p> <p>Controlling feral animals</p> <p>Managing and protecting creeks, lagoons and waterways</p> <p>Management of local flooding</p> <p>Environmental protection &amp; regulation</p> <p>Management of trees</p> <p>Trails and tracks</p> <p>Maintenance of beaches, headlands and rock pools</p>	<p>Condition of local roads</p> <p>Footpaths</p> <p>Bike paths</p> <p>Bus shelters</p> <p>Parking</p> <p>Traffic management</p> <p>Wharves and boat ramps</p>
Vibrant Local Economy		
<p>Encouraging local industry and business</p> <p>Keeping town centres and villages vibrant (e.g. activities, mixed uses, landscaping)</p>		

# Service Area 1: Protection of the Environment

## Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	T2B	Mean rating	Base
Protecting native plants & animals	1%	2%	11%	15%	71%	86%	4.54	600
Restoring natural bushland	1%	3%	10%	21%	65%	86%	4.45	600
Controlling feral animals	1%	5%	15%	21%	58%	79%	4.29	600
Managing and protecting creeks, lagoons and waterways	1%	1%	6%	16%	76%	92%	4.65	600
Management of local flooding	3%	2%	11%	19%	64%	83%	4.40	600
Environmental protection & regulation	1%	2%	11%	23%	63%	86%	4.45	600
Management of trees	2%	3%	11%	24%	60%	84%	4.38	600
Trails and tracks	3%	3%	14%	24%	55%	79%	4.25	600
Maintenance of beaches, headlands and rock pools	1%	<1%	4%	19%	76%	95%	4.68	600

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



# Service Area 1: Protection of the Environment

## Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	T3B	Mean rating	Base
Protecting native plants & animals	5%	12%	29%	31%	23%	83%	3.55	498
Restoring natural bushland	5%	10%	33%	33%	20%	86%	3.53	491
Controlling feral animals	8%	11%	34%	28%	19%	81%	3.39	429
Managing and protecting creeks, lagoons and waterways	7%	11%	35%	33%	14%	82%	3.37	531
Management of local flooding	9%	15%	34%	28%	14%	76%	3.24	482
Environmental protection & regulation	3%	11%	39%	35%	12%	86%	3.42	487
Management of trees	7%	16%	31%	31%	16%	78%	3.32	495
Trails and tracks	2%	5%	23%	41%	29%	93%	3.89	467
Maintenance of beaches, headlands and rock pools	2%	5%	18%	44%	31%	93%	3.98	565

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



# Service Area 2: Environmental Sustainability

## Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	T2B	Mean rating	Base
Litter control and rubbish dumping	1%	1%	5%	16%	77%	93%	4.68	600
Cleaning of villages and town centres	1%	2%	10%	25%	63%	88%	4.47	600
Council operates in an environmentally friendly way	2%	2%	10%	22%	64%	86%	4.45	600
Environmental education programs and facilities	6%	5%	20%	27%	43%	70%	3.96	600
Domestic waste collection service	1%	1%	6%	15%	78%	93%	4.68	600
Household bulky items collections	2%	3%	14%	24%	57%	81%	4.33	600

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



# Service Area 2: Environmental Sustainability

## Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	T3B	Mean rating	Base
Litter control and rubbish dumping	5%	14%	26%	32%	23%	81%	3.53	554
Cleaning of villages and town centres	2%	6%	26%	43%	22%	91%	3.77	521
Council operates in an environmentally friendly way	4%	9%	36%	34%	18%	88%	3.53	487
Environmental education programs and facilities	5%	12%	37%	31%	15%	83%	3.38	376
Domestic waste collection service	4%	9%	19%	35%	33%	87%	3.85	557
Household bulky items collections	7%	13%	24%	28%	28%	80%	3.57	485

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



# Service Area 3: Community and Belonging

## Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	T2B	Mean rating	Base
Provision of childcare services	47%	7%	10%	10%	27%	37%	2.63	600
Facilities and services for youth	20%	5%	19%	21%	35%	56%	3.45	600
Facilities and services for older people	16%	6%	19%	18%	41%	59%	3.62	600
Facilities and services for people with disabilities	19%	5%	16%	17%	43%	60%	3.60	600
Food safety standards of retail food outlets	1%	2%	9%	20%	67%	87%	4.49	600
Community events and festivals	7%	8%	24%	30%	32%	62%	3.71	600
Companion animal management (including dogs)	10%	7%	19%	21%	44%	65%	3.83	600
Library services	9%	12%	17%	24%	38%	62%	3.69	600
Provision of lifeguards on beaches	3%	1%	5%	12%	80%	92%	4.65	600

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





# Service Area 3: Community and Belonging

## Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	T3B	Mean rating	Base
Provision of childcare services	4%	4%	27%	30%	35%	92%	3.89	178
Facilities and services for youth	7%	13%	38%	27%	15%	80%	3.29	289
Facilities and services for older people	4%	11%	39%	30%	17%	86%	3.45	288
Facilities and services for people with disabilities	4%	14%	39%	29%	14%	82%	3.34	282
Food safety standards of retail food outlets	2%	3%	25%	41%	30%	96%	3.94	483
Community events and festivals	5%	12%	25%	43%	16%	84%	3.52	363
Companion animal management (including dogs)	7%	8%	27%	38%	21%	86%	3.57	356
Library services	1%	2%	10%	42%	44%	96%	4.25	365
Provision of lifeguards on beaches	1%	1%	8%	30%	61%	99%	4.50	544

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



# Service Area 4: Housing, Places and Spaces

## Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	T2B	Mean rating	Base
Arts and cultural facilities	9%	8%	26%	26%	30%	56%	3.59	600
Community centres	13%	9%	24%	24%	29%	53%	3.47	600
Condition of public toilets	3%	1%	9%	21%	66%	87%	4.47	600
Parks and recreation areas (including playgrounds)	1%	1%	3%	16%	79%	95%	4.71	600
Sporting fields and amenities	3%	4%	10%	21%	62%	83%	4.34	600
Warringah and Manly Aquatic Centres	10%	7%	18%	23%	43%	66%	3.82	600
Managing development (land-use planning)	4%	3%	13%	21%	58%	79%	4.26	600

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



# Service Area 4: Housing, Places and Spaces

## Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	T3B	Mean rating	Base
Arts and cultural facilities	4%	13%	32%	37%	14%	83%	3.46	330
Community centres	2%	9%	27%	41%	21%	89%	3.70	308
Condition of public toilets	7%	19%	34%	32%	9%	75%	3.17	513
Parks and recreation areas (including playgrounds)	1%	6%	20%	40%	34%	94%	4.00	567
Sporting fields and amenities	2%	6%	19%	46%	27%	92%	3.91	493
Warringah and Manly Aquatic Centres	2%	4%	19%	41%	35%	95%	4.02	373
Managing development (land-use planning)	13%	24%	34%	24%	6%	64%	2.87	464

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



# Service Area 5: Vibrant Local Economy

## Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	T2B	Mean rating	Base
Encouraging local industry and business	2%	3%	11%	22%	62%	84%	4.38	600
Keeping town centres and villages vibrant	2%	2%	11%	22%	63%	85%	4.41	600

## Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	T3B	Mean rating	Base
Encouraging local industry and business	5%	13%	40%	30%	12%	82%	3.31	465
Keeping town centres and villages vibrant	5%	10%	40%	33%	12%	85%	3.38	504

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

T2B = important/very important/ T3B = Somewhat satisfied/satisfied/very satisfied



# Service Area 6: Transport, Technology and Connectivity

## Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	T2B	Mean rating	Base
Condition of local roads	1%	1%	6%	18%	74%	92%	4.64	600
Footpaths	1%	3%	10%	23%	63%	86%	4.44	600
Bike paths	10%	8%	20%	22%	40%	62%	3.75	600
Bus shelters	6%	6%	23%	24%	41%	65%	3.87	600
Parking	3%	2%	12%	23%	61%	84%	4.38	600
Traffic management	2%	2%	12%	25%	59%	84%	4.36	600
Wharves and boat ramps	17%	13%	26%	17%	27%	44%	3.26	600

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



# Service Area 6: Transport, Technology and Connectivity

## Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	T3B	Mean rating	Base
Condition of local roads	9%	23%	34%	23%	10%	67%	3.01	554
Footpaths	10%	18%	33%	27%	13%	73%	3.15	516
Bike paths	12%	20%	33%	24%	11%	68%	3.03	365
Bus shelters	5%	5%	29%	37%	25%	91%	3.72	382
Parking	12%	22%	34%	24%	8%	66%	2.93	504
Traffic management	11%	17%	37%	26%	10%	73%	3.07	501
Wharves and boat ramps	1%	8%	32%	36%	24%	92%	3.74	254

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



# Service Area 7: Good Governance, Participation and Partnerships

## Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	T2B	Mean rating	Base
Consultation with the community by Council	4%	6%	14%	23%	53%	76%	4.15	600
Information on Council services	2%	4%	16%	30%	48%	78%	4.18	600
Lobbying on behalf of the community	6%	4%	18%	27%	44%	71%	4.00	600

## Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	T3B	Mean rating	Base
Consultation with the community by Council	10%	16%	34%	26%	14%	74%	3.17	436
Information on Council services	4%	13%	34%	33%	15%	82%	3.43	460
Lobbying on behalf of the community	9%	12%	39%	28%	11%	78%	3.20	397

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

T2B = important/very important/ T3B = Somewhat satisfied/satisfied/very satisfied





# Appendix A: Additional Analyses



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# Quality of Life

Q5b. Overall, how would you rate the quality of life you have living on the Northern Beaches?

	Overall	Male	Female	18-34	35-44	45-54	55-64	65+	Ratepayer	Non-ratepayer
Mean ratings	5.51	5.46	5.55	5.47	5.52	5.52	5.47	5.55	5.55▲	5.37
Base	599	287	312	147	118	115	88	131	434	160

Ward:	Manly	Curl Curl	Frenchs Forest	Narrabeen	Pittwater
Mean ratings	5.56	5.47	5.39	5.49	5.60
Base	123	120	113	123	120

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



# Top Priority Areas for Council to Focus On

Q2. Thinking about the Northern Beaches and the key challenges for the area, what do you think Council's priority should be over the next four years?

Priority Area	N = 600	Priority Area	N = 600
Development and planning	25%	Tree maintenance/management	4%
Environment/sustainability	24%	Village atmosphere/town centres/vibrancy	4%
Roads	17%	Disability access/services/facilities	3%
Improve/maintain services and facilities	14%	Flood management/drainage	3%
Traffic management/road safety	14%	Affordable housing/living costs	2%
Council	10%	Animal control	2%
Parking	10%	Aged services/facilities	1%
Recreational opportunities e.g. events, outdoor recreation areas, walking trails, dog-friendly areas, etc.	10%	Continue doing what they are currently doing	1%
Footpaths/cycleways	9%	Education/schools	1%
Supporting local business	9%	Rules/regulation/enforcement	1%
Sportsfields/parks/playgrounds/green spaces	8%	Safety of the area	1%
Transport	8%	Technology infrastructure	1%
Waste management and collection/litter control	7%	Utilities e.g. sewerage, water, etc.	1%
Community support/services	6%	Beach safety	<1%
Maintenance of the area	6%	Bushfire management	<1%
Youth services/facilities	5%	Don't know/nothing	3%

# Top Priority Areas for Council to Focus On

Q2. Thinking about the Northern Beaches and the key challenges for the area, what do you think Council's priority should be over the next four years?

	Overall	Manly Ward	Narrabeen Ward	Pittwater Ward	Curl Curl Ward	Frenchs Forest Ward
Development and planning	25%	18%▼	23%	37%▲	17%▼	32%
Environment/sustainability	24%	24%	27%	24%	21%	24%
Roads	17%	11%▼	19%	19%	16%	22%
Improve/maintain services and facilities	14%	15%	14%	13%	12%	15%
Traffic management/road safety	14%	13%	12%	9%	22%▲	14%
Council	10%	13%	10%	7%	9%	9%
Parking	10%	17%▲	8%	5%	13%	4%▼
Recreational opportunities e.g. events, outdoor recreation areas, walking trails, dog-friendly areas, etc.	10%	12%	8%	15%▲	8%	5%
Footpaths/cycleways	9%	10%	12%	6%	7%	9%
Supporting local business	9%	15%▲	8%	7%	7%	6%
Sportfields/parks/playgrounds/green spaces	8%	10%	5%	9%	8%	9%
Transport	8%	10%	10%	4%	7%	8%
Waste management and collection/litter control	7%	5%	6%	5%	13%▲	8%
Maintenance of the area	6%	7%	6%	9%	6%	4%
Community support/services	6%	8%	6%	6%	3%	6%
Youth services/facilities	5%	4%	4%	10%▲	3%	5%
Base	600	123	123	121	120	113

Note: Only overall responses of 5% or more are shown above

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

# Contact with Council

Q3a. Have you had contact with a Council staff member in the past 12 months?

	Overall	Male	Female	18-34	35-44	45-54	55-64	65+	Ratepayer	Non-ratepayer
Yes %	40%	38%	42%	24%▼	45%	41%	48%	47%▲	47%▲	23%
Base	600	288	312	147	118	116	88	131	435	160

Ward:	Manly	Curl Curl	Frenchs Forest	Narrabeen	Pittwater
Yes %	43%	46%	27%▼	34%	49%▲
Base	123	120	113	123	121

Q3b. (If yes), How satisfied were you with the performance of staff in dealing with your enquiry?

	Overall	Male	Female	18-34	35-44	45-54	55-64	65+	Ratepayer	Non-ratepayer
Mean ratings	3.85	3.87	3.84	4.07	3.97	3.80	3.59	3.86	3.84	3.92
Base	240	110	130	35	54	48	42	62	204	36

Ward:	Manly	Curl Curl	Frenchs Forest	Narrabeen	Pittwater
Mean ratings	3.64	3.88	3.88	3.95	3.94
Base	53	55	31	42	59

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

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



# Agreement with Connectedness Statements

Q5a. I'm going to read out some statements and I'd like you to rate them on a scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree.

T2B % (Agree/Strongly agree)	Overall	Male	Female	18-34	35-44	45-54	55-64	65+	Ratepayer	Non-ratepayer
People on the Northern Beaches are generally proud of their area	95%	93%	95%	97%	94%	93%	91%	96%	95%	93%
I have people I can call on if I need assistance	80%	77%	83%	86%	80%	78%	74%	80%	81%	79%
I feel I belong to the community I live in	79%	77%	80%	76%	76%	78%	75%	86%▲	80%	75%
I make a contribution to the community I live in	62%	63%	63%	65%	65%	57%	60%	66%	63%	63%
I feel valued as part of the community	57%	53%	60%	60%	53%	54%	45%▼	67%▲	56%	58%
Base	600	286	311	147	116	116	88	131	435	158

Note: 1 respondent refused to answer 'people on the Northern Beaches are generally proud of their area' and 2 refused to answer 'I make a contribution to the community I live in'

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



# Agreement with Connectedness Statements

Q5a. I'm going to read out some statements and I'd like you to rate them on a scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree.

Ward T2B % (Agree/Strongly agree)	Overall	Manly	Curl Curl	Frenchs Forest	Narrabeen	Pittwater
People on the Northern Beaches are generally proud of their area	95%	94%	95%	94%	94%	97%
I have people I can call on if I need assistance	80%	77%	79%	77%	82%	85%
I feel I belong to the community I live in	79%	79%	72%	76%	78%	88%▲
I make a contribution to the community I live in	62%	63%	67%	55%▼	65%	65%
I feel valued as part of the community	57%	57%	56%	57%	48%▼	66%▲
Base	600	123	119	113	121	121

Note: 1 respondent refused to answer 'people on the Northern Beaches are generally proud of their area' and 2 refused to answer 'I make a contribution to the community I live in'

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



# Comparison to Previous Research

Please note: this year satisfaction was only asked of those who rated a service/facility important/very important. 2019 is compared only to 2022 and 2018 is compared only to 2022. Previously reported data has been updated to reflect new changes to allow for like for like comparisons

Service/Facility	Importance			Satisfaction		
	2022	2019	2018	2022	2019	2018
Provision of childcare services	2.63	3.07▲	3.63▲	3.89	3.57▼	3.46▼
Facilities and services for youth	3.45	3.71▲	4.18▲	3.29	3.21	3.31
Facilities and services for older people	3.62	3.59	4.34▲	3.45	3.55	3.39
Facilities and services for people with disabilities	3.60	3.52	4.45▲	3.34	3.21	3.24
Community centres	3.47	3.27▼	4.14▲	3.70	3.61	3.63
Community events and festivals	3.71	3.60	3.97▲	3.52	3.85▲	3.80▲
Arts and cultural facilities	3.59	3.30▼	3.71	3.46	3.75▲	3.60
Library services	3.69	3.68	4.18▲	4.25	4.23	4.14
Provision of lifeguards on beaches	4.65	4.52▼	4.78▲	4.50	4.47	4.51
Litter control and rubbish dumping	4.68	4.53▼	4.73	3.53	3.48	3.49
Cleaning of villages and town centres	4.47	4.47	4.53	3.77	3.75	3.74
Council operates in an environmentally friendly way	4.45	4.40	4.48	3.53	3.47	3.62
Environmental education programs and facilities	3.96	3.88	4.09▲	3.38	3.33	3.42
Domestic waste collection service	4.68	4.73	4.80▲	3.85	3.85	3.93
Household bulky items collections	4.33	4.26	4.43▲	3.57	3.76▲	3.70
Consultation with the community by Council	4.15	4.08	4.31▲	3.17	3.01▼	3.12
Information on Council services	4.18	3.96▼	4.30▲	3.43	3.53	3.48
Lobbying on behalf of the community	4.00	3.84▼	4.05	3.20	3.02	3.19
Food safety standards of retail food outlets	4.49	4.43	4.57	3.94	3.91	3.90
Companion animal management (including dogs)	3.83	3.45▼	3.90	3.57	3.39	3.63
Condition of public toilets	4.47	4.42	4.50	3.17	2.98▼	2.98▼
Parks and recreation areas (including playgrounds)	4.71	4.51▼	4.56▼	4.00	3.89▼	3.82▼

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

# Comparison to Previous Research

Please note: this year satisfaction was only asked of those who rated a service/facility important/very important. 2019 is compared only to 2022 and 2018 is compared only to 2022. Previously reported data has been updated to reflect new changes to allow for like for like comparisons

Service/Facility	Importance			Satisfaction		
	2022	2019	2018	2022	2019	2018
Sporting fields and amenities	4.34	4.26	4.30	3.91	3.74▼	3.77▼
Warringah and Manly Aquatic Centres	3.82	3.70	3.86	4.02	3.96	3.96
Managing development (land-use planning)	4.26	4.34	4.53▲	2.87	2.84	2.82
Protecting native plants & animals	4.54	4.39▼	4.43▼	3.55	3.56	3.70▲
Restoring natural bushland	4.45	4.22▼	4.39	3.53	3.52	3.53
Controlling feral animals	4.29	4.07▼	4.34	3.39	3.36	3.32
Managing and protecting creeks, lagoons and waterways	4.65	4.55▼	4.70	3.37	3.41	3.42
Management of local flooding	4.40	4.01▼	4.32	3.24	3.33	3.43▲
Environmental protection & regulation	4.45	4.36	4.47	3.42	3.39	3.50
Management of trees	4.38	4.13▼	4.36	3.32	3.30	3.31
Trails and tracks	4.25	4.05▼	4.16	3.89	3.82	3.77
Maintenance of beaches, headlands and rock pools	4.68	4.65	4.72	3.98	4.03	3.94
Condition of local roads	4.64	4.44▼	4.63	3.01	3.11	2.89
Footpaths	4.44	4.20▼	4.50	3.15	3.18	2.97▼
Bike paths	3.75	3.69	3.75	3.03	3.14	2.94
Bus shelters	3.87	3.75	4.14▲	3.72	3.66	3.63
Parking	4.38	4.31	4.58▲	2.93	2.77▼	2.89
Traffic management	4.36	4.29	4.59▲	3.07	2.79▼	2.72▼
Wharves and boat ramps	3.26	3.11	3.34	3.74	3.75	3.70
Encouraging local industry and business	4.38	4.23▼	4.33	3.31	3.23	3.37
Keeping town centres and villages vibrant	4.41	4.23▼	4.44	3.38	3.45	3.41

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



## 2.2 Importance Compared to the Micromex Benchmark

Service/Facility	Northern Beaches T2 box importance score	Micromex LGA Benchmark – Metro T2 box importance score	Variance
Keeping town centres and villages vibrant	85%▲	69%	16%
Parks and recreation areas (including playgrounds)	95%▲	85%	10%
Condition of public toilets	87%	78%	9%
Management of trees	84%	76%	8%
Bike paths	62%	54%	8%
Sporting fields and amenities	83%	77%	6%
Trails and tracks	79%	73%	6%
Maintenance of beaches, headlands and rock pools	95%	91%	4%
Managing and protecting creeks, lagoons and waterways	92%	88%	4%
Cleaning of villages and town centres	88%	84%	4%
Arts and cultural facilities	56%	52%	4%
Litter control and rubbish dumping	93%	90%	3%
Condition of local roads	92%	90%	2%
Protecting native plants & animals	86%	84%	2%
Restoring natural bushland	86%	84%	2%
Parking	84%	82%	2%
Management of local flooding	83%	81%	2%
Community events and festivals	62%	61%	1%
Encouraging local industry and business	84%	83%	1%
Footpaths	86%	86%	0%

**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.

## 2.2 Importance Compared to the Micromex Benchmark

Service/Facility	Northern Beaches T2 box importance score	Micromex LGA Benchmark – Metro T2 box importance score	Variance
Warringah and Manly Aquatic Centres	66%	67%	-1%
Environmental protection & regulation	86%	87%	-1%
Food safety standards of retail food outlets	87%	88%	-1%
Companion animal management	65%	67%	-2%
Consultation with the community by Council	76%	78%	-2%
Domestic waste collection service	93%	95%	-2%
Lobbying on behalf of the community	71%	73%	-2%
Provision of lifeguards on beaches	92%	94%	-2%
Bus shelters	65%	67%	-2%
Environmental education programs and facilities	70%	73%	-3%
Household bulky items collections	81%	85%	-4%
Information on Council services	78%	82%	-4%
Managing development (land-use planning)	79%	83%	-4%
Traffic management	84%	88%	-4%
Community centres	53%	59%	-6%
Wharves and boat ramps	44%	53%	-9%
Library services	62% ▼	72%	-10%
Facilities and services for youth	56% ▼	67%	-11%
Facilities and services for older people	59% ▼	76%	-17%
Facilities and services for people with disabilities	60% ▼	81%	-21%
Provision of childcare services	37% ▼	61%	-24%

**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.

## 2.2 Satisfaction Compared to the Micromex Benchmark

Service/Facility	Northern Beaches T3 box satisfaction score	Micromex LGA Benchmark – Metro T3 box satisfaction score	Variance
Warringah and Manly Aquatic Centres	95%	86%	9%
Bus shelters	91%	84%	7%
Condition of public toilets	75%	68%	7%
Food safety standards of retail food outlets	96%	90%	6%
Provision of childcare services	92%	87%	5%
Trails and tracks	93%	88%	5%
Wharves and boat ramps	92%	87%	5%
Keeping town centres and villages vibrant	85%	80%	5%
Cleaning of villages and town centres	91%	87%	4%
Parks and recreation areas (including playgrounds)	94%	91%	3%
Environmental education programs and facilities	83%	80%	3%
Management of trees	78%	75%	3%
Parking	66%	63%	3%
Library services	96%	94%	2%
Information on Council services	82%	80%	2%
Litter control and rubbish dumping	81%	79%	2%
Provision of lifeguards on beaches	99%	98%	1%
Sporting fields and amenities	92%	91%	1%
Lobbying on behalf of the community	78%	77%	1%
Traffic management	73%	72%	1%
Maintenance of beaches, headlands and rock pools	93%	93%	0%

**Note:** Benchmark differences are based on assumed variants of +/- 10%, with variants beyond +/- 10% more likely to be significant

## 2.2 Satisfaction Compared to the Micromex Benchmark

Service/Facility	Northern Beaches T3 box satisfaction score	Micromex LGA Benchmark – Metro T3 box satisfaction score	Variance
Community centres	89%	90%	-1%
Companion animal management	86%	87%	-1%
Environmental protection & regulation	86%	87%	-1%
Consultation with the community by Council	74%	75%	-1%
Footpaths	73%	74%	-1%
Restoring natural bushland	86%	88%	-2%
Facilities and services for older people	86%	88%	-2%
Arts and cultural facilities	83%	86%	-3%
Encouraging local industry and business	82%	85%	-3%
Facilities and services for people with disabilities	82%	85%	-3%
Managing and protecting creeks, lagoons and waterways	82%	85%	-3%
Facilities and services for youth	80%	83%	-3%
Protecting native plants & animals	83%	88%	-5%
Bike paths	68%	73%	-5%
Managing development (land-use planning)	64%	69%	-5%
Domestic waste collection service	87%	94%	-7%
Community events and festivals	84%	91%	-7%
Condition of local roads	67%	74%	-7%
Household bulky items collections	80%	89%	-9%
Management of local flooding	76%	85%	-9%

**Note:** Benchmark differences are based on assumed variants of +/- 10%, with variants beyond +/- 10% more likely to be significant

# 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

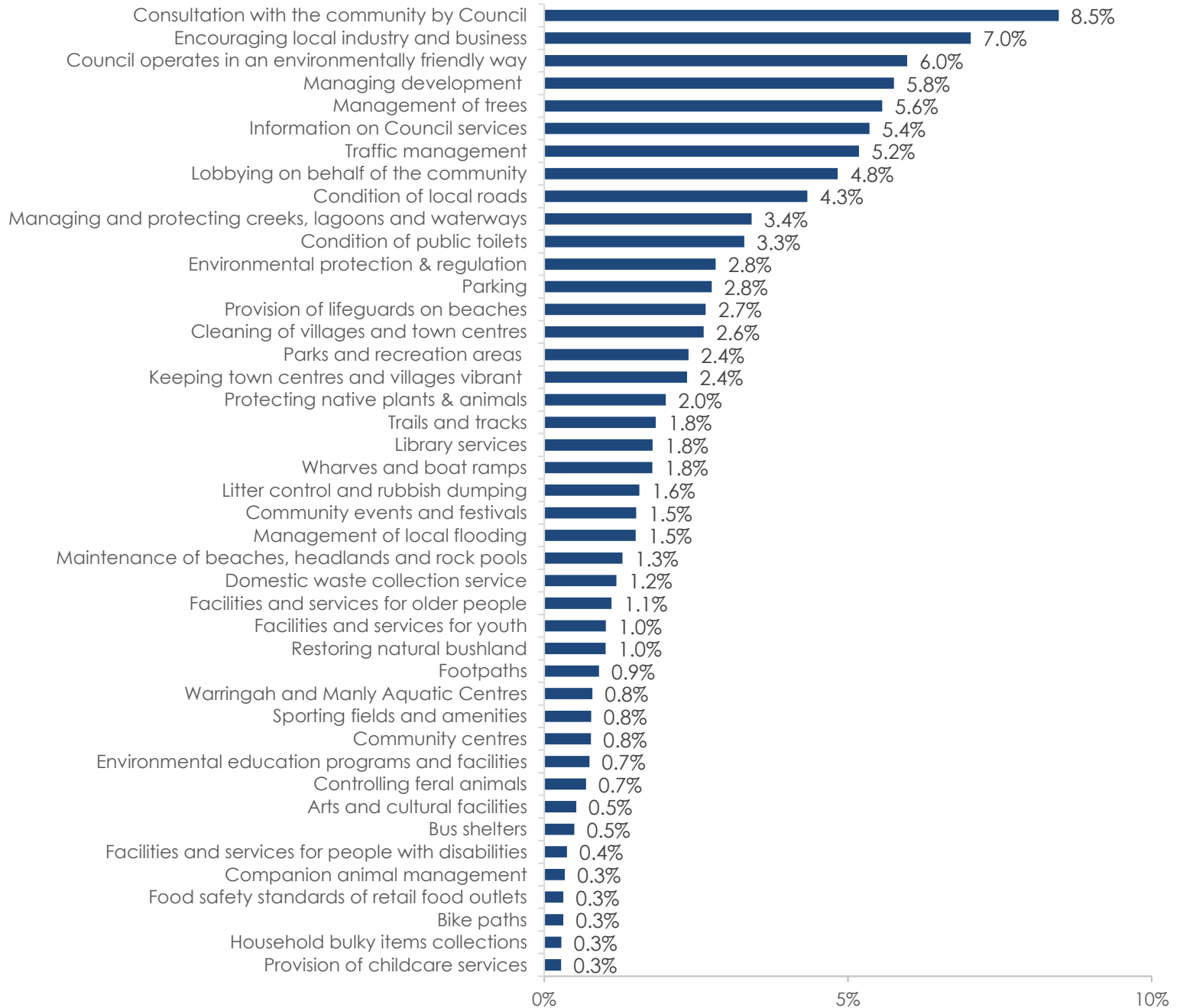
Service/Facility	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance – Satisfaction)
Condition of local roads	92%	67%	25%
Parking	84%	66%	18%
Managing development (land-use planning)	79%	64%	15%
Footpaths	86%	73%	13%
Litter control and rubbish dumping	93%	81%	12%
Condition of public toilets	87%	75%	12%
Traffic management	84%	73%	11%
Managing and protecting creeks, lagoons and waterways	92%	82%	10%
Management of local flooding	83%	76%	7%
Domestic waste collection service	93%	87%	6%
Management of trees	84%	78%	6%
Protecting native plants & animals	86%	83%	3%
Maintenance of beaches, headlands and rock pools	95%	93%	2%
Encouraging local industry and business	84%	82%	2%
Consultation with the community by Council	76%	74%	2%
Parks and recreation areas (including playgrounds)	95%	94%	1%
Household bulky items collections	81%	80%	1%
Restoring natural bushland	86%	86%	0%
Environmental protection & regulation	86%	86%	0%
Keeping town centres and villages vibrant	85%	85%	0%
Council operates in an environmentally friendly way	86%	88%	-2%
Controlling feral animals	79%	81%	-2%

# Performance Gap Analysis

## Performance Gap Ranking Continued...

Service/Facility	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance – Satisfaction)
Cleaning of villages and town centres	88%	91%	-3%
Information on Council services	78%	82%	-4%
Bike paths	62%	68%	-6%
Provision of lifeguards on beaches	92%	99%	-7%
Lobbying on behalf of the community	71%	78%	-7%
Food safety standards of retail food outlets	87%	96%	-9%
Sporting fields and amenities	83%	92%	-9%
Environmental education programs and facilities	70%	83%	-13%
Trails and tracks	79%	93%	-14%
Companion animal management (including dogs)	65%	86%	-21%
Community events and festivals	62%	84%	-22%
Facilities and services for people with disabilities	60%	82%	-22%
Facilities and services for youth	56%	80%	-24%
Bus shelters	65%	91%	-26%
Arts and cultural facilities	56%	83%	-27%
Facilities and services for older people	59%	86%	-27%
Warringah and Manly Aquatic Centres	66%	95%	-29%
Library services	62%	96%	-34%
Community centres	53%	89%	-36%
Wharves and boat ramps	44%	92%	-48%
Provision of childcare services	37%	92%	-55%

# Influence on Overall Satisfaction



The chart to the right summarises the influence of the 43 facilities/services on overall satisfaction with Council's performance, based on the Advanced Regression analysis.

# Importance of Council Progressing Digital Solutions

Q6. Thinking about the role of Council in progressing digital solutions in the future how important are the following?

## Improving online and digital services for our customers

	2022	2019	2018	Male	Female	18-34	35-44	45-54	55-64	65+	Ratepayer	Non-ratepayer
Mean ratings	4.02	3.93	4.09	4.05	4.00	4.16	4.19	4.06	3.88	3.80▼	3.98	4.13
Base	599	753	757	288	311	147	117	116	88	131	435	159

Ward:	Manly	Curl Curl	Frenchs Forest	Narrabeen	Pittwater
Mean ratings	4.19▲	3.79▼	4.09	4.07	3.98
Base	123	120	113	122	121

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





# Importance of Council Progressing Digital Solutions

Q6. Thinking about the role of Council in progressing digital solutions in the future how important are the following?

Providing services to help our community become more digitally savvy

	2022	2019	2018	Male	Female	18-34	35-44	45-54	55-64	65+	Ratepayer	Non-ratepayer
Mean ratings	3.90▲	3.60	3.87	3.82	3.98	4.08	3.79	3.91	3.71	3.94	3.83	4.09▲
Base	600	753	757	288	312	147	118	116	88	131	435	160

Ward:	Manly	Curl Curl	Frenchs Forest	Narrabeen	Pittwater
Mean ratings	4.00	3.79	3.85	3.98	3.90
Base	123	120	113	123	121

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



# Importance of Council Progressing Digital Solutions

Q6. Thinking about the role of Council in progressing digital solutions in the future how important are the following?

Providing a range of technologies i.e. mobile apps to interact with Council

	2022	2019	2018	Male	Female	18-34	35-44	45-54	55-64	65+	Ratepayer	Non-ratepayer
Mean ratings	3.66	3.52	3.65	3.73	3.59	3.74	3.79	3.76	3.51	3.45▼	3.63	3.69
Base	600	753	757	288	312	147	118	116	88	131	435	160

Ward:	Manly	Curl Curl	Frenchs Forest	Narrabeen	Pittwater
Mean ratings	3.88▲	3.50	3.67	3.50	3.72
Base	123	120	113	123	121

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





# Appendix B: Background & Methodology



northern  
beaches  
council

micromex  
research

# Background & Methodology

## Sample selection and error

A total of 600 resident interviews were completed. 507 of the 600 respondents were chosen by means of a computer based random selection process using the Australian marketing lists and SamplePages. The remaining 93 respondents were 'number harvested' via face-to-face intercept at several locations around the Northern Beaches LGA, i.e. Dee Why Beach, Manly Wharf, Warringah Mall, Bungan Court and Forestville shops.

A sample size of 600 residents provides a maximum sampling error of plus or minus 4.0% at 95% confidence. This means that if the survey was replicated with a new universe of N=600 residents, 19 times out of 20 we would expect to see the same results, i.e. +/- 4.0%.

For the survey under discussion the greatest margin of error is 4.0%. This means, for example, that an answer such as 'yes' (50%) to a question could vary from 46% to 54%.

The sample was weighted by age and gender to reflect the 2016 ABS Census data for Northern Beaches LGA.

## Interviewing

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

## Prequalification

Participants in this survey were pre-qualified as being over the age of 18, and not working for, nor having an immediate family member working for, Northern Beaches LGA.

## Data analysis

The data within this report was analysed using Q Professional.

Within the report, ▲▼ are used to identify statistically significant differences between groups, i.e., gender, age, ratepayer status and residential location.

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.



# Background & Methodology

## 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.

## Percentages

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

## Micromex LGA Benchmark

Micromex has developed Community Satisfaction Benchmarks using normative data from over 60 unique councils, more than 130 surveys and over 75,000 interviews since 2012.



# Councils Used to Create the Micromex Metro Benchmark

**The Metro Benchmark was composed from the Council areas listed below:**

Auburn City Council

Blacktown City Council

Burwood Council

Campbelltown City Council

Canterbury-Bankstown Council

City of Canada Bay Council

Cumberland City Council

Devonport City Council

Fairfield City Council

Georges River Council

Holroyd Council

Inner West Council

Ku-ring-gai Council

City of Playford

City of Ryde

Liverpool City Council

Marrickville Council

Northern Beaches Council

Penrith City Council

Randwick City Council

Rockdale Council

Sutherland Shire Council

The Hills Shire Council

Waverley Council

Woollahra Municipal Council





# Appendix C: Questionnaire



northern  
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**Northern Beaches Council  
Community Survey  
February 2022**

Good morning/afternoon/evening, my name is \_\_\_\_\_ from Micromex Research and we are conducting a survey on behalf of Northern Beaches Council on services and facilities they provide.

The information provided by respondents is completely confidential and will help Council to better understand and meet the diverse needs of its residents.

**E1. Before we start, I would like to check whether you work for Council?**

- Yes (If yes, terminate survey)  
 No

**E2. Which suburb do you live in? (terminate if outside area)  
This ward listing is from south to north:**

**Manly Ward – Quota 120**

- Balgowlah  
 Balgowlah Heights  
 Clontarf  
 Fairlight  
 Manly  
 Manly Vale  
 North Balgowlah  
 Seaforth

**Curl Curl Ward – Quota 120**

- Brookvale  
 Curl Curl/south Curl Curl  
 Dee Why  
 Freshwater  
 Narraweena  
 North Curl Curl  
 North Manly  
 Queenscliff

**Frenchs Forest – Quota 120**

- Allambie/allambie Heights  
 Beacon Hill  
 Belrose  
 Davidson  
 Forestville  
 Frenchs Forest  
 Killarney Heights

**Narrabeen Ward – Quota 120**

- Collaroy  
 Collaroy Plateau  
 Cromer  
 Elanora Heights  
 Ingleside  
 Narrabeen  
 North Narrabeen  
 Oxford Falls  
 Warriewood  
 Wheeler Heights

**Pittwater Ward – Quota 120**

- Avalon  
 Bayview  
 Bilgola  
 Bilgola Plateau  
 Careel Bay  
 Church Point  
 Clareville  
 Coasters Retreat  
 Cottage Point  
 Currawong Beach  
 Duffys Forest  
 Elvina Bay  
 Great Mackerel Beach  
 Lovett Bay  
 McCarrs Creek  
 Mona Vale  
 Morning Bay  
 Newport  
 Palm Beach  
 Scotland Island  
 Terrey Hills  
 The Basin  
 Whale Beach



**Section 1 – Council Services and Facilities**

**Q1.** In this first section I will read out a list of services and facilities provided by Council. For each of these could you please rate the importance of the following services/facilities to you, and in the second part, your level of satisfaction with the performance of that service/facility? The scale is from 1 to 5, where 1 is not at all important and not at all satisfied and 5 is very important or very satisfied.

(Note: ASK SAT if IMP is 4/5)

**Community and Belonging Prompt**

	Importance					Satisfaction					DK
	1	2	3	4	5	1	2	3	4	5	
Provision of childcare 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"/>
Facilities and services for youth	<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"/>
Facilities and services for older people	<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"/>
Facilities and services for people with disabilities	<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 centres	<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 events and festivals	<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"/>
Arts and cultural facilities (e.g. Glen St Theatre, Manly Art Gallery and 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"/>
Library 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"/>
Provision of lifeguards on beaches	<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"/>

**Environment Sustainability Prompt**

	Importance					Satisfaction					DK
	1	2	3	4	5	1	2	3	4	5	
Litter control and rubbish dumping	<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"/>
Cleaning of villages and town centres	<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 operates in an environmentally friendly way	<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"/>
Environmental education programs and facilities (e.g. Coastal Environment Centre, Manly Environment 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"/>
Domestic waste collection service (e.g. garbage removal, recycling, vegetation and electronic waste)	<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"/>
Household bulky items collections	<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"/>

**Good Governance, Participation and Partnerships Prompt**

	Importance					Satisfaction					DK
	1	2	3	4	5	1	2	3	4	5	
Consultation with the community by Council	<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"/>
Information on Council 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"/>
Lobbying on behalf of 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"/>

**Places for People Prompt**

	Importance					Satisfaction					DK
	1	2	3	4	5	1	2	3	4	5	
Food safety standards of retail food outlets	<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"/>
Companion animal management (including dogs)	<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"/>
Condition of public toilets	<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 recreation areas (including 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"/>
Sporting fields and amenities	<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"/>
Warringah and Manly Aquatic Centres	<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"/>
Managing development (landuse planning)	<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"/>

**Protection of the Environment Prompt**

	Importance					Satisfaction					DK
	1	2	3	4	5	1	2	3	4	5	
Protecting native plants & animals	<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"/>
Restoring natural bushland (removing weeds, bush regeneration 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"/>
Controlling feral animals	<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"/>
Managing and protecting creeks, lagoons and waterways	<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"/>
Management of local flooding	<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"/>
Environmental protection & regulation	<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"/>
Management of trees	<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"/>
Trails and tracks	<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"/>
Maintenance of beaches, headlands and rock pools	<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"/>

**Transport, Infrastructure and Connectivity Prompt**

	Importance					Satisfaction					DK
	1	2	3	4	5	1	2	3	4	5	
Condition of local 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"/>
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"/>
Bike paths	<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"/>
Bus shelters	<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"/>
Parking	<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"/>
Traffic 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"/>
Wharves and boat ramps	<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"/>

**Vibrant Local Economy Prompt**

	Importance					Satisfaction					DK
	1	2	3	4	5	1	2	3	4	5	
Encouraging local industry and business	<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"/>
Keeping town centres and villages vibrant (e.g. activities, mixed uses, landscaping)	<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"/>

**Section 2 – Priorities & Performance**

**Q2. Thinking about the Northern Beaches and the key challenges for the area, what do you think Council's priority should be over the next four years?**

.....

**Q3a. Have you had contact with a Council staff member in the past 12 months?**

- Yes
- No (If no, go to Q4)

**Q3b. How satisfied were you with the performance of staff in dealing with your enquiry? Prompt**

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

**Q4. How would you rate the overall performance of Council as an organisation over the past 12 months? Prompt**

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

**Section 3 – Community Pride and Connectedness**

In this section I'd like to ask you a number of questions about your perceptions of your neighbourhood and your area as a place to live.

**Q5a. I'm going to read out some statements and I'd like you to rate them on a scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree. Prompt**

	Strongly disagree			Strongly agree	
	1	2	3	4	5
I feel I belong to the community I live in	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel valued as part of the community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have people I can call on if I need assistance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I make a contribution to the community I live in	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People on the Northern Beaches are generally proud of their area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Q5b. Overall, how would you rate the quality of life you have living on the Northern Beaches? Prompt**

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

**Section 4 – New Technology**

**Q6. Thinking about the role of Council in progressing digital solutions in the future how important are the following? Prompt**

	Not at all important			Very important	
	1	2	3	4	5
Providing a range of technologies, i.e. mobile apps to interact with Council	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improving online and digital services for our customers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Providing services to help our community become more digitally savvy (i.e. capable)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Section 5 – Demographics**

**D1. Please stop me when I read out your age group. Prompt**

- 18 – 24
- 25 – 34
- 35 – 44
- 45 – 54
- 55 – 64
- 65 – 74
- 75+
- Refused

**D2. 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

**D3. 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 in this and other consultation coming up in the future.

R1. Would you be interested in registering your interest?

- Yes
- No (If no, go to end)

R2. (If yes), May I please confirm your contact details?

Title (Mr/Mrs/Ms etc) .....  
First name .....  
Surname .....  
Email .....  
Mobile .....  
Home telephone .....  
Street address .....  
Suburb .....  
Postcode .....

Thank you. You will receive a regular update from Council.

That completes our interview. Thank you very much for your time, enjoy the rest of your day/evening.

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. The research has been conducted by Micromex Research (02 4352 2388) on behalf of Northern Beaches Council (Michael McDermid 02 8495 6456).

The information contained herein is believed to be reliable and accurate, however, no guarantee is given as to its accuracy and reliability, and no responsibility or liability for any information, opinions or commentary contained herein, or for any consequences of its use, will be accepted by Micromex Research, or by any person involved in the preparation of this report.



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