



Insight for
Business & Government

Townsville City Council Community Survey 2011

Management Report

Prepared for



Prepared by
IRIS Research Ltd

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IRIS Research ABN 16 002 278 793

Level 1, IC Central, Innovation Campus, Squires Way, Fairy Meadow

Postal address: Northfields Ave, Wollongong NSW 2522. Telephone: (02) 4285 4446 Fax: (02) 4285 4448

Net: <http://www.iris.org.au> Email: research@iris.org.au

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Executive summary

This report presents the results of the Townsville City Council Community Survey, 2011. IRIS Research was commissioned by Council to conduct a comprehensive telephone-based survey among the area's residents. The survey sought a range of resident attitudes and opinions as input to Council's ongoing strategic planning and quality improvement process.

The 2011 survey was conducted on the IRIS Computer-Assisted Telephone Interviewing (CATI) system during July. A total of 1003 interviews were conducted with residents from the Townsville Local Government Area (LGA). To qualify for an interview, respondents had to have been a resident in the Council area for at least the last 6 months and aged 18 or older. The survey achieved a completion rate of 62%, which is considered a good response for a telephone survey.

The main findings of the 2011 survey are summarised under the key report headings over the next few pages.

OVERALL SATISFACTION

Over half (55.3%) of all Townsville residents were highly satisfied with Council's delivery of community services and facilities in the past 12 months. Close to one third of residents (32.4%) provided a medium satisfaction rating, while only 12.2% of residents expressed some level of dissatisfaction with Council's performance in delivering these key services and facilities. The mean score of 3.51 out of 5 was considered to be a 'medium' level satisfaction score.

When looking at the results for different groups of people, residents who have lived in the Townsville City area for less than 10 years were more satisfied with Council's performance compared to those who have lived in the area for 15 years or more. Additionally, Townsville residents aged either 18 to 29 years or 65 plus expressed higher satisfaction than those aged 30 to 64 years.

INDIVIDUAL COUNCIL SERVICES AND FACILITIES

An in-depth analysis of importance and satisfaction ratings for Council services and facilities has highlighted the priority areas for improvement. Table E-1 outlines the services and facilities that were identified as not meeting resident expectations in either quadrant or gap analysis. Initially there were 52 services and facilities measured in this survey, however after applying both forms of analysis the results highlighted 26. These 26 were subsequently filtered down to 13 services or facilities that Council should focus on first on the basis that they were identified in both forms of analysis. If a service or facility has a tick in both the quadrant analysis box and the gap analysis box, it is a good confirmation that this area should be given priority. These services and facilities requiring immediate attention include: 'Condition and safety of local roads', 'Providing information regarding water pricing changes', 'Community safety programs', 'Consulting and engaging the Community', 'Attracting new businesses to the city', 'Supporting local industry and business', 'Planning for residential development', 'Protection of bush land and wildlife', 'Collection of roadside litter', 'Availability of street lighting', 'Construction and maintenance of drains', 'Council environmental initiatives', and 'Informing the Community about Council services and facilities'.

When asked about their level of support towards Council increasing rates in order to fund improvements or increases to Council services, a small proportion of residents (14.2%) were either supportive or highly supportive. However, close to half of all Townsville residents (48.7%) were not at all supportive of the idea.

Graph E.1.1: Quadrant analysis for all services and facilities

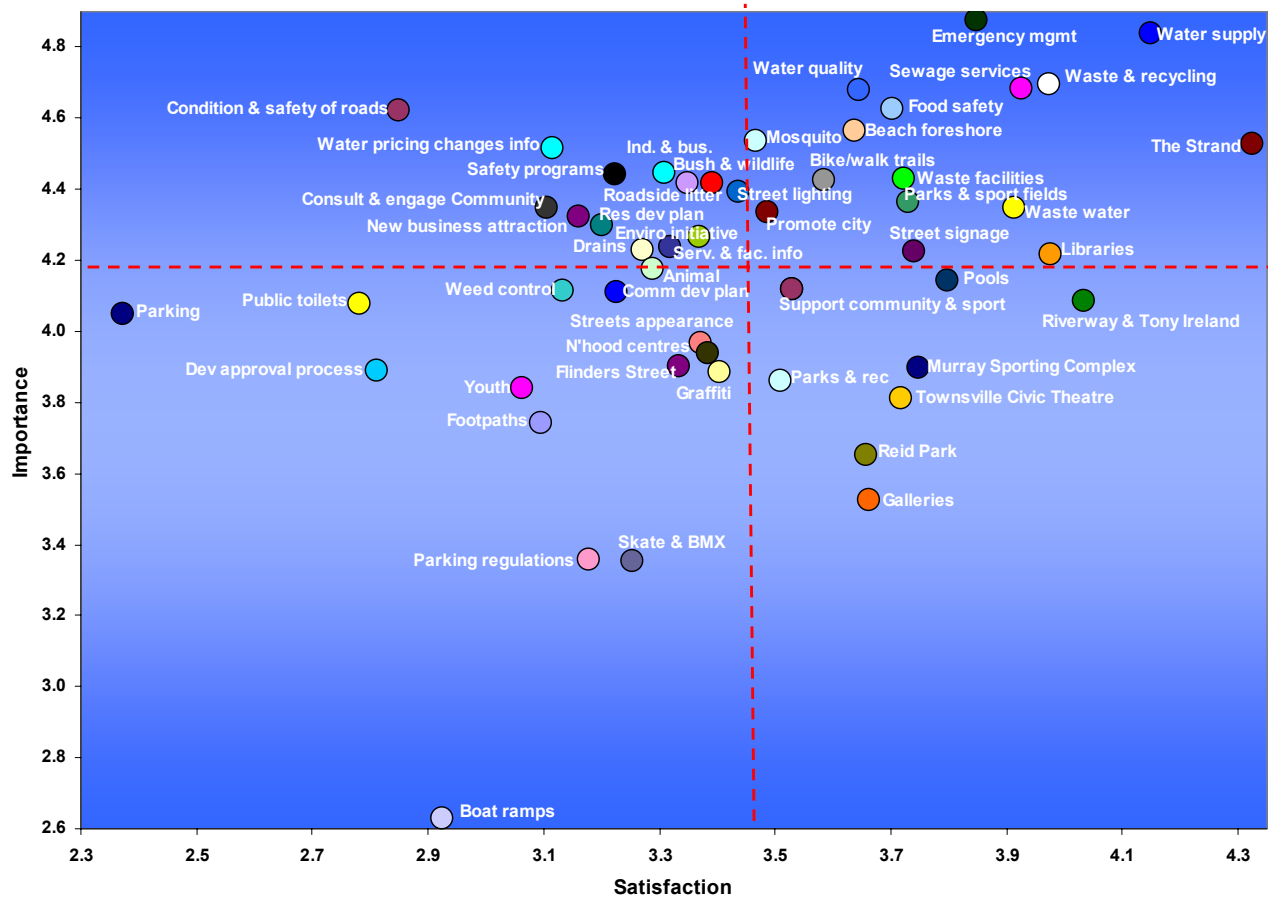


Table E.1.1: Opportunities Matrix for Council Services and Facilities

2. HIGHER IMPORTANCE LOWER SATISFACTION	1. HIGHER IMPORTANCE HIGHER SATISFACTION
<ul style="list-style-type: none"> ▪ Condition and safety of local roads ▪ Construction and maintenance of drains ▪ Availability of street lighting ▪ Supporting local industry and business ▪ Attracting new businesses to the city ▪ Planning for residential development ▪ Protection of bush land and wildlife ▪ Council environmental initiatives ▪ Informing the Community about Council services and facilities ▪ Consulting and engaging the Community ▪ Community safety programs ▪ Collection of roadside litter ▪ Providing information regarding water pricing changes 	<ul style="list-style-type: none"> ▪ Street signage ▪ Promoting the city ▪ Mosquito control ▪ Food safety in local eateries ▪ Protection of beach foreshore ▪ Water quality in our water ways ▪ Libraries ▪ Removal and treatment of waste water from your property ▪ Bike paths and walking trails ▪ Maintenance of parks and sporting fields ▪ Management of emergency events such as cyclones and floods ▪ General waste collection and recycling ▪ Management of waste facilities ▪ Quality and reliability of water supply ▪ Repairs and maintenance of water and sewage services ▪ The Strand
3. LOWER IMPORTANCE LOWER SATISFACTION	4. LOWER IMPORTANCE HIGHER SATISFACTION
<ul style="list-style-type: none"> ▪ Condition of footpaths ▪ Appearance of streets ▪ Availability of boat ramps ▪ Car parking in the city ▪ Development approval process ▪ Provision of youth facilities and services ▪ Public toilets ▪ Planning for commercial development ▪ Animal control ▪ Graffiti removal ▪ Enforcing parking regulations ▪ Weed control ▪ Skate parks and BMX tracks ▪ Community and neighbourhood centres ▪ Flinders Street 	<ul style="list-style-type: none"> ▪ Facilities in local parks and recreation areas ▪ Townsville Civic Theatre ▪ Local galleries ▪ Public swimming facilities ▪ Council's support for local community and sporting groups ▪ Riverway Precinct and Tony Ireland Stadium ▪ Murray Sporting Complex ▪ Reid Park

Table E.1.2: Gap and quadrant analysis – areas for improvement

	Identified as not meeting resident expectations in ...	
	Quadrant Analysis (Higher importance / lower satisfaction)	Gap Analysis (Higher than average gap between importance and satisfaction)
Condition and safety of local roads	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Providing information regarding water pricing changes	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Community safety programs	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Consulting and engaging the Community	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Attracting new businesses to the city	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Supporting local industry and business	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Planning for residential development	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Protection of bush land and wildlife	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Collection of roadside litter	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Availability of street lighting	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Construction and maintenance of drains	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Council environmental initiatives	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Informing the Community about Council services & facilities	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Car parking in the city		<input checked="" type="checkbox"/>
Public toilets		<input checked="" type="checkbox"/>
Water quality in our water ways		<input checked="" type="checkbox"/>
Development approval process		<input checked="" type="checkbox"/>
Mosquito control		<input checked="" type="checkbox"/>
Weed control		<input checked="" type="checkbox"/>
Management of emergency events eg cyclones and floods		<input checked="" type="checkbox"/>
Protection of beach foreshore		<input checked="" type="checkbox"/>
Food safety in local eateries		<input checked="" type="checkbox"/>
Animal control		<input checked="" type="checkbox"/>
Planning for commercial development		<input checked="" type="checkbox"/>
Provision of youth facilities and services		<input checked="" type="checkbox"/>
Bike paths and walking tracks		<input checked="" type="checkbox"/>

CUSTOMER SERVICE

Slightly under half of all residents (49.8%) had contacted Council in the past 12 months. Half of those that contacted Council (50.8%) made contact via telephone, with a further quarter (24.4%) visiting in person.

SATISFACTION WITH HOW CONTACT WAS HANDLED

Two thirds of the residents that contacted Council (66.5%) were satisfied with the way their interaction was handled. Residents were asked for suggestions regarding how Council's customer service could have been improved, the main suggestion was to improve responses, specifically through the time taken to respond, ensuring the correct response and the certainty that staff always get back to customers.

COMMUNICATION

Results showed that half of the residents have called Council directly (50.4%) or visited the Council website (48.7%). Supplementary questioning revealed that around seven in ten residents who had visited Council's website (70.3%) were satisfied with the services and information available. Of those that indicated they were dissatisfied, over half (52.6%) said this was because the website was difficult to navigate (this represents 2.8% of those that had visited the website).

EMERGENCIES

Results showed that almost all residents (97.9%) have taken at least one step to prepare for an emergency. Nine in ten residents (91.5%) had checked the condition of their property and performed repairs. Over half of all residents surveyed (54.8%) obtain their information about preparing for emergencies from the television or radio. The next two most prominent sources of information to prepare for emergencies were the Council website (20.0%) and the local newspaper (18.2%).

1 Introduction

Background

A comprehensive telephone based community survey was commissioned by Townsville City Council in order to evaluate and analyse the provision of its services and facilities that it provides to local residents.

Study Objectives

The broad objectives for the community survey process were to:

- measure the importance of and satisfaction with services and facilities provided by Council;
- Assist Council by identifying the priority issues for the community;
- Identify key drivers of resident dissatisfaction;
- Evaluate the consumption and satisfaction with Council's communications.

Attitude Measurement

In the first section of the survey, a series of 52 Council services and facilities were read out to respondents. For each, respondents were asked to give both an importance and satisfaction rating. Results from these ratings form the basis of much of the analysis in this report. The importance and satisfaction rating scales used in the survey are exhibited below:

Importance scale

1 = Not at all important
2 ...
3 ...
4 ...
5 = Very important

Satisfaction scale

1 = Not at all satisfied
2 ...
3 ...
4 ...
5 = Very satisfied

For all rating scales, those respondents who could not provide a rating, either because the question did not apply to them or they had no opinion, were

entered as a 'Can't say' or a rating of 6. Rating scale results have generally been presented in two basic forms. Firstly, the results have been presented in terms of the proportion (%) of respondents giving a particular rating for a specific service or facility. These results are presented in collapsed category tables, where proportions have been assigned to one of the following categories:

Table 1.3.1: Collapsed rating scores

	Can't say	Low importance / satisfaction	Medium importance / satisfaction	High importance / satisfaction
Rating score given	6	1 & 2	3	4 & 5

Secondly, the numeric values recorded for each attribute have been converted into an overall mean score out of five. To derive the mean score for an attribute, all respondents' answers are 'averaged' to produce an overall rating that conveniently expresses the result of scale items in a single numeric figure. This makes data interpretation considerably easier when comparing multiple services and facilities. The mean score excludes those respondents who could not give a valid rating (i.e. 'Can't Say').

Given that IRIS undertakes many community surveys such as this; we are able to benchmark mean scores. As such, mean importance and satisfaction scores can be further classified as being a low, medium or high score based on this experience. Table 1.3.2 highlights the mean classifications.

Table 1.3.2: Classification of mean scores – The IRIS Mean Score Classification Index

Mean importance scores		Mean satisfaction scores	
0 – 2.99	Low	0 – 2.99	Low
3.00 – 3.99	Medium	3.00 – 3.74	Medium
4.00 – 5.00	High	3.75 – 5.00	High

Survey Response

A total of 1003 completed interviews were collected from a random sample of residents throughout the Townsville City Local Government Area. Strict sampling procedures ensured that characteristics of selected respondents mirror those of

the overall adult population of the area. For a detailed description of the survey methodology refer to Appendix 8.1.

Benchmark Comparison Database

IRIS has compiled data on the performance of an extensive list of Councils it has worked with on a series of services and facilities for benchmark comparisons. Where appropriate results include how your particular Council compares with the (1) worst performing Council (2) best performing Council and (3) comparable Councils. The services and facilities where comparisons can be made have been highlighted with an * in the tables found in sections 3.12 to 3.22. For a service or facility to be considered significantly different to the benchmark IRIS recommends a 10 percentage point differential be present. In addition the proportion of your residents that rated their satisfaction as being high (rating points 4 and 5), medium (rating point 3) and low (rating point 1 and 2) is provided as a summary measure.

On occasions individual Councils use variations on the 5 point rating scale including 7 and 11 point scales. In order to facilitate ease of comparison the benchmark data has been standardised to a score out of 100.

Survey Results

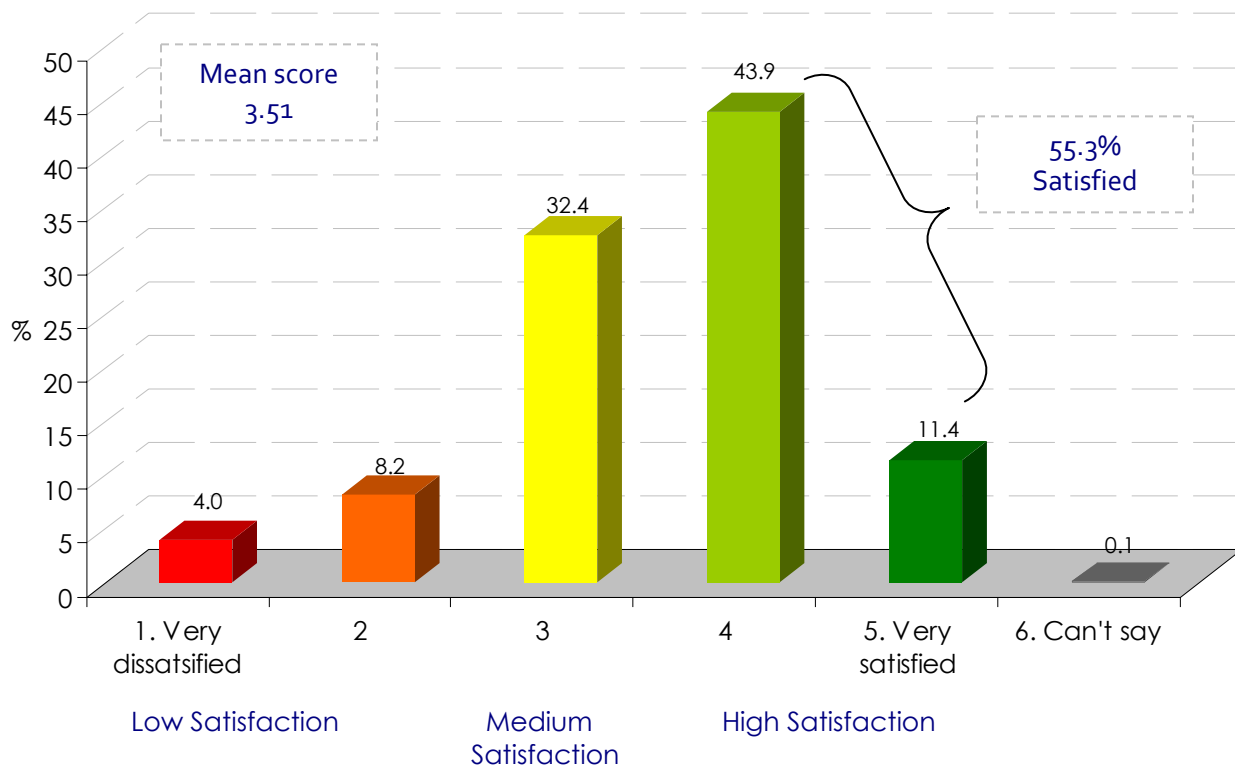
2 Overall Satisfaction with Council

To gauge the overall performance of Council in providing services and facilities to residents, Townsville residents were asked to rate their level of satisfaction overall.

2.1 Overall Satisfaction with Council Services and Facilities

Question: How would you rate your overall satisfaction with Council services and facilities over the past 12 months?

Graph 2.1.1: Overall satisfaction with Council services and facilities *



* Please see 9.6.1 for benchmark data

Over half (55.3%) of all residents were either satisfied (43.9%) or very satisfied (11.4%) with Council's services and facilities in the past 12 months.

One third of all residents (32.4%) provided a medium satisfaction rating for Council's services and facilities in the past 12 months, while 12.2% of residents expressed some level of overall dissatisfaction.

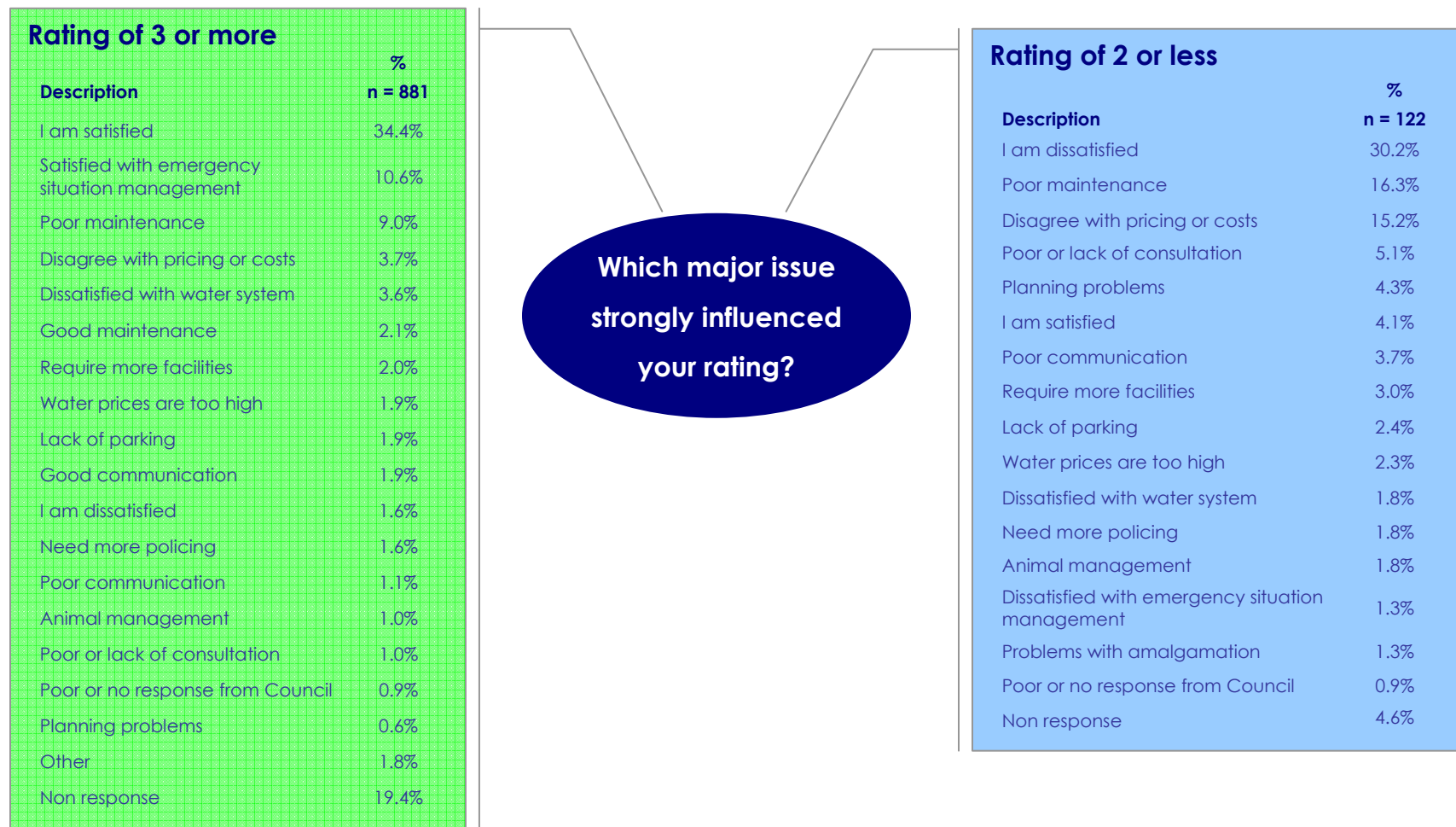
The mean satisfaction score of 3.51 out of 5 is considered to be a 'medium' level satisfaction score.

When looking at the results for different groups of people, residents who have lived in the Townsville City area for less than 10 years were significantly more likely to be satisfied with Council's performance compared to those who have lived in the area for 15 years or more.

Additionally, Townsville residents aged either 18 to 29 years or 65 plus expressed higher satisfaction than those aged 30 to 64 years.

2.2 Reasons for Satisfaction and Dissatisfaction

When residents were asked to describe the major issue that strongly influenced their dissatisfied rating, residents were most likely to mention that they were simply dissatisfied in general (30.2%). Poor maintenance (16.3%), as well as a disagreement with pricing or costs also featured strongly (15.2%). Those residents that provided a rating of 3 or higher out of 5 were most likely to comment that they simply were satisfied with council's services and facilities (34.4%).



3 Council Services and Facilities

3.1 Importance

This section presents the importance levels amongst residents towards 52 key services and facilities provided by Townsville City Council.

Residents were asked to rate the importance of each of the 52 Council services and facilities on a scale of 1 to 5, where 1 = 'not at all important' and 5 = 'very important'.

3.1.1 Importance – Infrastructure

Table 3.1.1: Infrastructure – Importance

Sample size = 1003	% Importance				
	Can't say	(1 & 2) Low importance	(3) Medium importance	(4 & 5) High importance	Mean
Condition and safety of local roads	0.1%	2.1%	6.2%	91.7%	4.62
Availability of street lighting	0.2%	4.0%	9.3%	86.5%	4.39
Construction and maintenance of drains	0.8%	6.6%	14.0%	78.6%	4.23
Street signage	0.0%	5.9%	15.3%	78.8%	4.22
Public toilets	0.7%	9.1%	14.8%	75.4%	4.08
Car parking in the city	1.4%	12.5%	11.9%	74.2%	4.05
Appearance of streets	0.3%	7.2%	21.0%	71.6%	3.97
Facilities in local parks and recreation areas	0.9%	11.4%	21.0%	66.8%	3.86
Provision of youth facilities and services	4.9%	14.9%	15.2%	65.0%	3.84
Condition of footpaths	0.8%	13.2%	24.1%	61.9%	3.74
Availability of boat ramps	4.3%	50.9%	12.2%	32.7%	2.63

More than nine out of ten Townsville LGA residents (91.7%) considered the 'condition and safety of local roads' to be of high importance to them; this was closely followed by the 'availability of street lighting' with 86.5% of residents

providing a score of 4 or 5 out of 5. The results also showed that about three in every four residents rated the 'construction and maintenance of drains' (78.6%), 'street signage' (78.8%) and 'public toilets' (75.4%) as facilities or services that are of high importance.

The 'availability of boat ramps' ranked as the least important issue, with half of all residents (50.9%) identifying this as of low importance to them.

Based on the IRIS Council services classification index, 6 of the key Infrastructure facilities and services were considered to have mean scores that fall into the 'high' importance range; 'construction and safety of local roads' (4.62), 'availability of street lighting' (4.39), 'construction and maintenance of drains' (4.23), 'street signage' (4.22), 'public toilets' (4.08) and 'car parking in the city' (4.05).

All significant variations in the importance of issues related to regulation and health are demonstrated in Appendix 9.2.

3.1.2 Importance – Economic Development

Table 3.1.2: Economic Development – Importance

Sample size = 1003	% Importance				
	Can't say	(1 & 2) Low importance	(3) Medium importance	(4 & 5) High importance	Mean
Supporting local industry and business	1.4%	3.2%	9.6%	85.8%	4.45
Promoting the city	1.2%	4.4%	13.8%	80.7%	4.34
Attracting new businesses to the city	1.0%	5.6%	9.8%	83.5%	4.32

It was evident that economic development issues, such as supporting local industry and business, promoting the city and attracting new businesses to the city were all issues of high importance to residents; these items attracted mean scores greater than 4.

Overall, however, supporting local industry and business was slightly more important in the minds of residents than other aspects of economic development, with 85.8% of residents providing a high importance rating.

All significant variations in the importance of issues related to regulation and health are demonstrated in Appendix 9.2.

3.1.3 Importance – Planning and Development

Table 3.1.3: Planning and Development – Importance

Sample size = 1003	% Importance				
	Can't say	(1 & 2) Low importance	(3) Medium importance	(4 & 5) High importance	Mean
Planning for residential development	1.4%	4.6%	13.5%	80.5%	4.30
Planning for commercial development	2.4%	7.0%	15.5%	75.1%	4.11
Development approval process	11.6%	12.5%	14.4%	61.5%	3.89

Townsville residents placed a high level of importance on both residential development planning (4.30 out of 5) and commercial development planning (4.11 out of 5).

The 'development approval process', with a mean score of 3.89 out of 5 was considered to be of medium level importance to Townsville LGA residents.

All significant variations in the importance of issues related to regulation and health are demonstrated in Appendix 9.2.

3.1.4 Importance – Regulatory and Health

Table 3.1.4: Regulatory and Health – Importance

Sample size = 1003	% Importance				
	Can't say	(1 & 2) Low importance	(3) Medium importance	(4 & 5) High importance	Mean
Food safety in local eateries	0.8%	1.5%	6.3%	91.4%	4.63
Mosquito control	0.4%	2.3%	8.5%	88.9%	4.54
Animal control	1.0%	7.0%	14.4%	77.5%	4.18
Graffiti removal	1.0%	11.9%	21.2%	65.9%	3.88
Enforcing parking regulations	1.5%	24.9%	25.7%	47.8%	3.36

Food safety in local eateries emerged as the most important issue in the area of Regulatory and Health, with 9 in 10 residents (91.4%) describing it as of high importance to them.

Mosquito control (4.54) and Animal control (4.18) were also considered to be of high importance to residents.

Enforcing parking regulations was the least important Regulatory and Health item, with a mean importance rating of 3.36 out of 5.

All significant variations in the importance of issues related to regulation and health are demonstrated in Appendix 9.2.

3.1.5 Importance – Environment

Table 3.5: Environment – Importance

Sample size = 1003	% Importance				
	Can't say	(1 & 2) Low importance	(3) Medium importance	(4 & 5) High importance	Mean
Water quality in our water ways	0.5%	1.0%	4.2%	94.3%	4.68
Protection of our beach foreshore	0.4%	1.5%	6.2%	92.0%	4.57
Protection of bush land and wildlife	0.8%	3.2%	9.4%	86.6%	4.42
Council environmental initiatives	2.6%	3.6%	13.8%	80.1%	4.27
Weed control	1.2%	5.5%	19.4%	73.9%	4.11

All environmental issues achieved mean scores that placed them into the 'high' importance category, however 'water quality in our water ways' and 'protection of our beach foreshore' were the top two most important issues for residents, attaining mean scores of 4.68 and 4.57 out of 5 respectively.

All significant variations in the importance of issues related to the environment are demonstrated in Appendix 9.2.

3.1.6 Importance – Culture

Table 3.1.6: Culture – Importance

Sample size = 1003	% Importance				
	Can't say	(1 & 2) Low importance	(3) Medium importance	(4 & 5) High importance	Mean
Libraries	1.4%	8.3%	10.5%	79.8%	4.22
Townsville Civic Theatre	2.2%	13.8%	20.6%	63.4%	3.81
Local galleries	3.2%	19.7%	22.1%	55.0%	3.53

'Libraries' was the highest rating service or facility within culture, with a mean importance score of 4.22 out of 5, which IRIS considers to be a 'high' importance score.

Compared to 'libraries', residents considered the 'Townsville Civic Theatre' (3.81) and 'local galleries' (3.53) to be of lesser importance.

All significant variations in the importance of issues related to culture are demonstrated in Appendix 9.2.

3.1.7 Importance – Sporting and Recreation

Table 3.1.7: Sporting and Recreation – Importance

Sample size = 1003	% Importance				
	Can't say	(1 & 2) Low importance	(3) Medium importance	(4 & 5) High importance	Mean
Bike paths and walking trails	0.7%	1.7%	9.7%	88.0%	4.43
Maintenance of parks and sporting fields	0.3%	2.3%	11.3%	86.1%	4.36
Public swimming facilities	1.2%	7.4%	15.1%	76.4%	4.14
Skate parks and BMX tracks	3.5%	26.6%	19.1%	50.8%	3.35

The top two most important services within Sporting and Recreation was 'bike paths and walking trails' (4.43 out of 5) and 'maintenance of parks and sporting fields' (4.36 out of 5). The mean scores attributed to these two services were considered 'high' importance scores and statistically are considered to be of equal importance.

'Public swimming facilities', also with a mean score that placed it in the 'high' importance range (4.14 out of 5) was statistically of lesser importance than the top two services.

The only service in this area that received a medium importance rating were 'skate parks and BMX tracks' with a mean importance score of 3.35 out of 5.

All significant variations in the importance of issues related to sport and recreation are demonstrated in Appendix 9.2.

3.1.8 Importance – Supporting Communities

Table 3.1.8: Supporting Communities – Importance

Sample size = 1003	% Importance				
	Can't say	(1 & 2) Low importance	(3) Medium importance	(4 & 5) High importance	Mean
Management of emergency events such as cyclones and floods	0.1%	0.5%	0.7%	98.6%	4.88
Community safety programs	0.4%	2.3%	9.5%	87.8%	4.44
Consulting and engaging the community	1.6%	3.1%	12.4%	82.9%	4.35
Informing the community about Council services and facilities	0.3%	3.1%	15.7%	80.9%	4.24
Council's support for local community and sporting groups	1.6%	6.0%	17.5%	75.0%	4.12
Community and neighbourhood centres	3.3%	10.1%	19.0%	67.6%	3.94

The number one most important issue within 'Supporting Communities' is the 'management of emergency events such as cyclones and floods', with 98.6% of Townsville LGA residents providing a 'high' importance rating.

Residents also placed a 'high' level of importance on 'community safety programs' and 'consulting and engaging the community', while 'informing the community about Council services and facilities' and 'Council's support for local community and sporting groups' also attained mean scores placing them in the 'high' importance range.

Of the 6 services and facilities measured in this group, results did show that Townsville residents consider 'community and neighbourhood centres' to be of medium level importance (3.94 out of 5).

All significant variations in the importance of issues related to supporting communities are demonstrated in Appendix 9.2.

3.1.9 Importance – Waste Management

Table 3.1.9: Waste Management – Importance

Sample size = 1003	% Importance				
	Can't say	(1 & 2) Low importance	(3) Medium importance	(4 & 5) High importance	Mean
General waste collection and recycling	0.3%	0.7%	3.4%	95.6%	4.70
Collection of roadside litter	0.3%	2.0%	11.1%	86.6%	4.42
Management of waste facilities	3.2%	2.3%	7.9%	86.6%	4.43

Townsville residents consider all areas of Waste Management as highly important. General waste collection and recycling received the highest importance rating of 4.70 out of 5.

The Collection of roadside litter and the Management of waste facilities were both rated with high importance by 86.6% of residents.

All significant variations in the importance of issues related to waste management are demonstrated in Appendix 9.2.

3.1.10 Importance – Utilities

Table 3.1.10: Utilities – Importance

Sample size = 1003	% Importance				
	Can't say	(1 & 2) Low importance	(3) Medium importance	(4 & 5) High importance	Mean
Quality and reliability of water supply	0.1%	0.7%	1.8%	97.4%	4.84
Repairs and maintenance of water and sewage services	2.2%	2.6%	2.9%	92.3%	4.68
Providing information regarding water pricing changes	2.6%	4.0%	5.6%	87.9%	4.51
Removal and treatment of waste water from your property	7.3%	9.2%	5.0%	78.5%	4.35

All services and facilities within the area of 'Utilities' were considered to be of 'high' importance, with mean scores for each service being greater than 4 out of 5. The top two highest rating services were 'quality and reliability of water supply' (4.84), with 97.4% of residents providing a high rating and 'repairs and maintenance of water and sewage services' (4.68), where 92.3% provided a high rating.

All significant variations in the importance of issues related to utilities are demonstrated in Appendix 9.2.

3.1.11 Importance – Community Facilities

Table 3.1.11: Community Facilities – Importance

Sample size = 1003	% Importance				
	Can't say	(1 & 2) Low importance	(3) Medium importance	(4 & 5) High importance	Mean
The Strand	0.4%	3.9%	6.1%	89.7%	4.53
Riverway Precinct and Tony Ireland Stadium	2.5%	10.5%	13.8%	73.2%	4.09
Flinders Street	1.9%	11.4%	20.3%	66.4%	3.90
Murray Sporting Complex	7.6%	14.5%	14.1%	63.8%	3.90
Reid Park	7.5%	18.2%	20.2%	54.1%	3.65

'The Strand' received the highest mean importance rating of all Community Facilities with 4.53 (out of 5). 'Riverway Precinct and Tony Ireland Stadium' also attained a high importance rating (4.09).

All other services and facilities within Community Facilities attained medium level mean importance ratings; Flinders Street (3.90), Murray Sporting Complex (3.90) and Reid Park (3.65).

All significant variations in the importance of issues related to community facilities are demonstrated in Appendix 9.2.

3.2 Satisfaction

This section presents the satisfaction levels amongst residents towards 52 key services and facilities provided by Townsville City Council.

Residents were asked to provide their level of satisfaction with the provision of each of these services; this was again done on a scale of 1 to 5, where 1 = 'not at all satisfied' and 5 = 'very satisfied'.

3.2.1 Satisfaction – Infrastructure

Table 3.2.1: Infrastructure – Satisfaction

Sample size = 1003	% Satisfied				Mean
	Can't say	(1 & 2) Low satisfaction	(3) Medium satisfaction	(4 & 5) High satisfaction	
Street signage	0.3%	9.7%	27.1%	62.9%	3.74
Facilities in local parks and recreation areas*	5.3%	14.0%	30.7%	49.9%	3.51
Availability of street lighting*	0.6%	16.3%	34.1%	49.1%	3.44
Appearance of streets	0.6%	14.7%	41.2%	43.6%	3.37
Construction and maintenance of drains	3.2%	23.4%	30.7%	42.6%	3.27
Condition of footpaths*	3.4%	26.1%	34.2%	36.3%	3.09
Provision of youth facilities and services*	19.5%	17.5%	40.9%	22.2%	3.06
Availability of boat ramps	35.7%	20.2%	27.9%	16.1%	2.92
Condition and safety of local roads	0.1%	36.9%	36.0%	27.0%	2.85
Public toilets*	7.3%	35.8%	36.4%	20.5%	2.78
Car parking in the city*	6.1%	53.3%	27.6%	13.0%	2.37

* Please see appendix 9.6 for benchmark comparisons

'Street signage' (62.9%) was the only service or facility within Infrastructure where more than half of all residents provided a 'high' satisfaction rating.

Based on the IRIS Council services classification index, 'street signage' (3.74), 'facilities in local parks and recreation areas' (3.51), 'availability of street lighting' (3.44), 'appearance of streets' (3.37), 'construction and maintenance of drains' (3.27), 'condition of footpaths' (3.09) and 'provision of youth facilities and services' (3.06) were the services and facilities within Infrastructure that had a mean scores in the 'medium' satisfaction range.

Satisfaction with 'car parking in the city' emerged as a key issue for residents, with one in two residents (53.3%) indicating a low level of satisfaction with the provision of this service.

A large proportion of residents were unable to comment on their level of satisfaction with the 'availability of boat ramps' and 'provision of youth facilities and services', indicating overall lower levels of usage or exposure to these services and facilities.

Residents who expressed a low level of satisfaction with any issues in the area of Infrastructure were asked to outline the main reasons for their dissatisfaction.

Issues regarding car parking and local roads were a focal point of dissatisfaction for residents. Comments regarding the condition and safety of local roads focused on poor maintenance. Meanwhile, low satisfaction with car parking in the city was primarily driven by the lack of parking. The full list of responses to dissatisfaction with all issues related to infrastructure can be found in Appendix 9.5 to this document.

3.2.2 Satisfaction – Economic Development

Table 3.2.2: Economic Development – Satisfaction

Sample size = 1003	% Satisfied				Mean
	Can't say	(1 & 2)Low satisfaction	(3)Medium satisfaction	(4 & 5)High satisfaction	
Promoting the city*	3.6%	11.3%	37.8%	47.2%	3.49
Supporting local industry and business	10.6%	12.0%	42.3%	35.1%	3.31
Attracting new businesses to the city	8.9%	17.3%	45.8%	28.0%	3.16

* Please see appendix 9.6 for benchmark comparisons

Mean scores for all of the key issues in this area revealed a 'medium' level of satisfaction amongst residents with the current approach to Townsville's economic development.

Townsville LGA residents displayed the highest levels of satisfaction towards 'promoting the city', with 47.2% feeling 'highly' satisfied.

All significant variations in the satisfaction of issues related to economic development are demonstrated in Appendix 9.3.

Comments from residents who had low satisfaction with Council's approach to economic development tended to believe that council was not doing enough (E.g. Not enough support for local industry and business, not enough incentives to attract new businesses to the city and not enough promotion of the city). The full list of responses to dissatisfaction with all issues related to economic development can be found in Appendix 9.5 to this document.

3.2.3 Satisfaction – Planning and Development

Table 3.2.3: Planning and Development – Satisfaction

Sample size = 1003	% Satisfied				
	Can't say	(1 & 2) Low satisfaction	(3) Medium satisfaction	(4 & 5) High satisfaction	Mean
Planning for commercial development *	10.2%	15.2%	43.1%	31.5%	3.23
Planning for residential development *	5.7%	19.7%	39.9%	34.6%	3.20
Development approval process*	24.2%	26.3%	33.2%	16.3%	2.81

* Please see appendix 9.6 for benchmark comparisons

Based on the IRIS Council services classification index, mean satisfaction scores for services and facilities within Planning and Development ranged from 'medium' levels of satisfaction for 'planning for commercial development' (3.23) and 'planning for residential development' (3.20) thru to a 'low' level of satisfaction for 'development approval process' (2.81).

All significant variations in the satisfaction of issues related to planning and development are demonstrated in Appendix 9.3.

The main reason for dissatisfaction with planning for residential or commercial development was insufficient planning or a lack of consultation. The main reason for dissatisfaction towards the development approval process was that it is time consuming. The full list of responses to dissatisfaction with all issues related to planning and development can be found in Appendix 9.5 to this document.

3.2.4 Satisfaction – Regulatory and Health

Table 3.2.4: Regulatory and Health – Satisfaction

Sample size = 1003	% Satisfied				
	Can't say	(1 & 2)Low satisfaction	(3)Medium satisfaction	(4 & 5)High satisfaction	Mean
Food safety in local eateries *	4.4%	7.7%	29.0%	58.8%	3.70
Mosquito control	3.2%	14.6%	31.8%	50.4%	3.47
Graffiti removal	3.9%	13.5%	38.3%	44.3%	3.40
Animal control*	4.4%	20.8%	32.6%	42.2%	3.29
Enforcing parking regulations	6.1%	19.9%	40.5%	33.5%	3.18

* Please see appendix 9.6 for benchmark comparisons

According to the IRIS Council services classification index, all mean scores for services and facilities within Regulatory and Health were found to be 'medium' level satisfaction scores.

Over half of all residents displayed high levels of satisfaction towards 'food safety in local eateries' (58.8%) and 'mosquito control' (50.4%), while residents were less satisfied with 'enforcing parking regulations', with only one third (33.5%) providing a satisfied or very satisfied rating.

Enforcing parking regulations was a key Regulatory and Health issue, the main reasons for dissatisfaction with this issue were about the lack of parking, lack of free parking and over zealous parking officers. The full list of responses to dissatisfaction with all issues related to planning and development can be found in Appendix 9.5 to this document.

3.2.5 Satisfaction – Environment

Table 3.2.5: Environment – Satisfaction

Sample size = 1003	% Satisfied				Mean
	Can't say	(1 & 2) Low satisfaction	(3) Medium satisfaction	(4 & 5) High satisfaction	
Water quality in our water ways*	2.7%	8.5%	32.6%	56.2%	3.65
Protection of our beach foreshore	2.3%	9.4%	31.7%	56.6%	3.64
Council environmental initiatives	6.5%	13.6%	40.6%	39.3%	3.37
Protection of bush land and wildlife	4.3%	16.3%	36.2%	43.3%	3.35
Weed control	5.3%	20.3%	42.2%	32.2%	3.13

* Please see appendix 9.6 for benchmark comparisons

Results showed that Townsville LGA residents displayed the same level of satisfaction statistically with 'water quality in our water ways' (3.65 out of 5) and 'protection of our beach foreshore' (3.64 out of 5) with around 56% of residents indicating they were 'highly' satisfied.

'Weed control' attained the lowest mean satisfaction score of the 5 services and facilities within Environment (3.13 out of 5).

All environmental items were rated with 'medium' levels of satisfaction based on the IRIS Council services classification index.

All significant variations in the satisfaction of environmental issues are in Appendix 9.3.

Dissatisfaction with environmental issues was usually driven by perceptions of Council inaction (E.g. weeds are out of control, more attention is required to protect our bushland and wildlife, not enough maintenance of our beach foreshore, waterways are polluted). The range of comments regarding reasons for low satisfaction with all issues in this area can be found in Appendix 9.5.

3.2.6 Satisfaction – Culture

Table 3.2.6: Culture – Satisfaction

Sample size = 1003	% Satisfied				Mean
	Can't say	(1 & 2) Low satisfaction	(3) Medium satisfaction	(4 & 5) High satisfaction	
Libraries*	8.3%	4.2%	22.3%	65.2%	3.98
Townsville Civic Theatre	7.4%	7.8%	28.9%	55.9%	3.72
Local galleries	12.7%	5.4%	34.0%	47.9%	3.66

* Please see appendix 9.6 for benchmark comparisons

Two thirds (65.2%) of all Townsville LGA residents were either satisfied or very satisfied with Council's provision of 'libraries'. The mean score of 3.98 out of 5 is considered to be a 'high' level satisfaction score.

The mean satisfaction scores attributed to the 'Townsville Civic Theatre' (3.72 out of 5) and 'local galleries' (3.66 out of 5) were 'medium' level scores based on the IRIS Council services classification index.

All significant variations in the satisfaction of issues related to culture are in Appendix 9.3.

The full list of responses to dissatisfaction with all issues related to cultural facilities can be found in Appendix 9.5 to this document.

3.2.7 Satisfaction – Sporting and Recreation

Table 3.2.7: Sporting and Recreation – Satisfaction

Sample size = 1003	% Satisfied				Mean
	Can't say	(1 & 2) Low satisfaction	(3) Medium satisfaction	(4 & 5) High satisfaction	
Public swimming facilities*	5.0%	7.4%	26.1%	61.5%	3.80
Maintenance of parks and sporting fields*	2.3%	7.9%	30.0%	59.8%	3.73
Bike paths and walking trails	3.1%	11.9%	30.7%	54.2%	3.59
Skate parks and BMX tracks	19.0%	15.2%	35.2%	30.5%	3.25

* Please see appendix 8.6 for benchmark comparisons

While three of the four services and facilities within Sporting and Recreation received 'medium' level satisfaction ratings, 'public swimming facilities' achieved a 'high' satisfaction rating with 3.80 out of 5.

Residents were least satisfied with 'skate parks and BMX tracks', achieving a mean satisfaction score of 3.25 out of 5 (medium level satisfaction). It should be noted that about one in five residents (19.0%) were unable to comment on this aspect of Sporting and Recreation indicating low exposure or usage of these facilities.

All significant variations in the satisfaction of issues related to sporting and recreation are in Appendix 9.3.

When asked about the source of dissatisfaction, the main reason was that there are not enough sporting and recreation facilities. The full list of responses to dissatisfaction with all issues related to sporting and recreation can be found in Appendix 9.5 to this document.

3.2.8 Satisfaction – Supporting Communities

Table 3.2.8: Supporting Communities – Satisfaction

Sample size = 1003	% Satisfied				Mean
	Can't say	(1 & 2) Low satisfaction	(3) Medium satisfaction	(4 & 5) High satisfaction	
Management of emergency events such as cyclones and floods	0.7%	11.0%	20.9%	67.4%	3.85
Council's support for local community and sporting groups	10.7%	6.5%	40.7%	42.2%	3.53
Community and neighbourhood centres*	12.5%	8.3%	44.4%	34.8%	3.38
Informing the Community about Council's services and facilities*	1.8%	17.4%	40.6%	40.1%	3.32
Community safety programs	5.0%	19.2%	40.5%	35.3%	3.22
Consulting and engaging the community*	3.5%	22.9%	43.3%	30.2%	3.11

* Please see appendix 9.6 for benchmark comparisons

As demonstrated by the mean satisfaction scores, residents expressed a 'medium' level of satisfaction with all but one service within Supporting Communities, that being 'management of emergency events such as cyclones and floods', in which residents were found to be 'highly' satisfied with (3.85 out of 5).

Residents were found to be the least satisfied with 'consulting and engaging the community', where almost one in four residents (22.9%) were either dissatisfied or very dissatisfied with Council's performance in this area.

All significant variations in the satisfaction of issues related to supporting communities are in Appendix 9.3.

When asked to explain why they were dissatisfied with the issues associated with supporting communities; the responses were varied. Consulting and engaging the Community emerged as a source of frustration with residents, the three main reasons provided for this were: not enough consultation or engagement of the Community, I need more communication or more information, Council don't listen. The full list of responses to dissatisfaction with all issues related to supporting communities can be found in Appendix 9.5 to this document.

3.2.9 Satisfaction – Waste Management

Table 3.2.9: Waste Management – Satisfaction

Sample size = 1003	% Satisfied				Mean
	Can't say	(1 & 2) Low satisfaction	(3) Medium satisfaction	(4 & 5) High satisfaction	
General waste collection and recycling	0.5%	9.9%	17.9%	71.7%	3.97
Management of waste facilities	8.0%	8.2%	26.0%	57.8%	3.72
Collection of roadside litter	1.7%	19.9%	31.6%	46.7%	3.39

Results showed that residents were most satisfied with 'general waste collection and recycling' of the three services and facilities measured within Waste Management. A total of 7 in 10 ten residents (71.7%) demonstrated a high level of satisfaction with this service, which resulted in a 'high' level mean satisfaction score of 3.97 out of 5.

Residents displayed 'medium' levels of satisfaction towards the 'management of waste facilities' and 'the collection of roadside litter'. It should be noted that one in five residents (19.9%) provided a 'low' level satisfaction rating with the 'collection of roadside litter'.

All significant variations in the satisfaction of issues related to waste management are in Appendix 9.3.

The range of comments regarding reasons for low satisfaction with all issues in this area can be found in Appendix 9.5.

3.2.10 Satisfaction – Utilities

Table 3.2.10: Utilities – Satisfaction

Sample size = 1003	% Satisfied				Mean
	Can't say	(1 & 2) Low satisfaction	(3) Medium satisfaction	(4 & 5) High satisfaction	
Quality and reliability of water supply	0.7%	4.6%	16.5%	78.3%	4.15
Repairs and maintenance of water and sewage services	8.2%	5.0%	22.4%	64.4%	3.93
Removal and treatment of waste water from your property	14.5%	6.4%	19.2%	59.9%	3.91
Providing information regarding water pricing changes	5.3%	28.9%	28.9%	36.8%	3.12

As demonstrated by the mean scores, residents expressed 'high' levels of satisfaction with all utility aspects except 'providing information regarding water pricing changes', which received a 'medium' level satisfaction rating of 3.12 out of 5.

The highest level of satisfaction was expressed for the 'quality and reliability of water supply' with 78.3% of residents indicating that they were 'highly' satisfied with this service.

Residents were least satisfied with the provision of information regarding water pricing changes with three in ten residents (28.9%) indicating a 'low' level of satisfaction.

All statistically significant variations are in Appendix 9.3.

The full list of responses to dissatisfaction with all issues related to utilities can be found in Appendix 9.5 to this document.

3.2.11 Satisfaction – Community Facilities

Table 3.2.11: Community Facilities – Satisfaction

Sample size = 1003	% Satisfied				Mean
	Can't say	(1 & 2) Low satisfaction	(3) Medium satisfaction	(4 & 5) High satisfaction	
The Strand	1.1%	3.2%	12.3%	83.4%	4.32
Riverway Precinct and Tony Ireland Stadium	8.0%	5.1%	20.6%	66.3%	4.03
Murray Sporting Complex	17.5%	5.3%	29.1%	48.1%	3.75
Reid Park	14.8%	9.6%	28.6%	47.0%	3.66
Flinders Street	6.8%	19.0%	34.0%	40.2%	3.33

'The Strand', 'Riverway Precinct and Tony Ireland Stadium' and 'Murray Sporting Complex' earned 'high' level mean satisfaction scores, while residents expressed 'medium' levels of satisfaction towards both 'Reid Park' and 'Flinders Street'.

A significantly higher level of satisfaction was reported for 'The Strand' compared to the other facilities within Community Facilities, with over four in five residents (83.4%) indicating that they were highly satisfied with this facility.

In contrast, residents were least satisfied with 'Flinders Street' with around one in five residents (19.0%) indicating low satisfaction with this area.

All significant variations in the satisfaction of community facilities are in Appendix 9.3.

The full list of responses to dissatisfaction with all issues related to utilities can be found in Appendix 9.5 to this document.

4 Prioritising Services and Facilities

Given the diverse range of services and facilities Council has to manage, it can often be a difficult task to prioritise. The sheer number of services and facilities under management can diffuse focus and distract attention away from the areas of critical importance to improving resident satisfaction. This section of the report aims to identify the key drivers of resident satisfaction via a deeper analysis of the importance and satisfaction scores presented in the previous section.

4.1 Quadrant Analysis

Quadrant analysis is a useful way of simultaneously analysing the stated importance a service holds for residents against their satisfaction with the provision of that service. To do this, mean satisfaction scores are plotted against mean importance scores for each Council service or facility. In order to form the quadrants (or opportunity matrix) that separate higher and lower level priority services combined mean importance and satisfaction scores were calculated for the entire set of 52 council services and facilities. These scores were: *Importance score = 4.19 and Satisfaction score = 3.46*. Thus, for example, services or facilities with a mean importance score of less than 4.19 (i.e. a score lower than the overall mean importance score), were classified as having 'lower' importance. Conversely, services or facilities with a mean score above 4.19 were classified as having 'higher' importance. The results of the quadrant analysis are displayed in Graph and Table 4.1.1.

Each of the four quadrants has a specific interpretation:

1. The upper right quadrant (high importance and high satisfaction) represents current council service strengths.
2. The upper left quadrant (high importance but relatively lower satisfaction) denotes services where satisfaction should be improved.
3. The lower left quadrant (relatively lower importance and relatively lower satisfaction) represents lower priority services.
4. The lower right quadrant (relatively lower importance and high satisfaction) is often interpreted as representing 'overkill' services where effort exceeds expectations.

The attributes in the upper left quadrant are all candidates for immediate attention. Residents placed a high importance on these attributes but also reported relatively lower satisfaction.

Graph 4.1.1: Quadrant analysis for all services and facilities

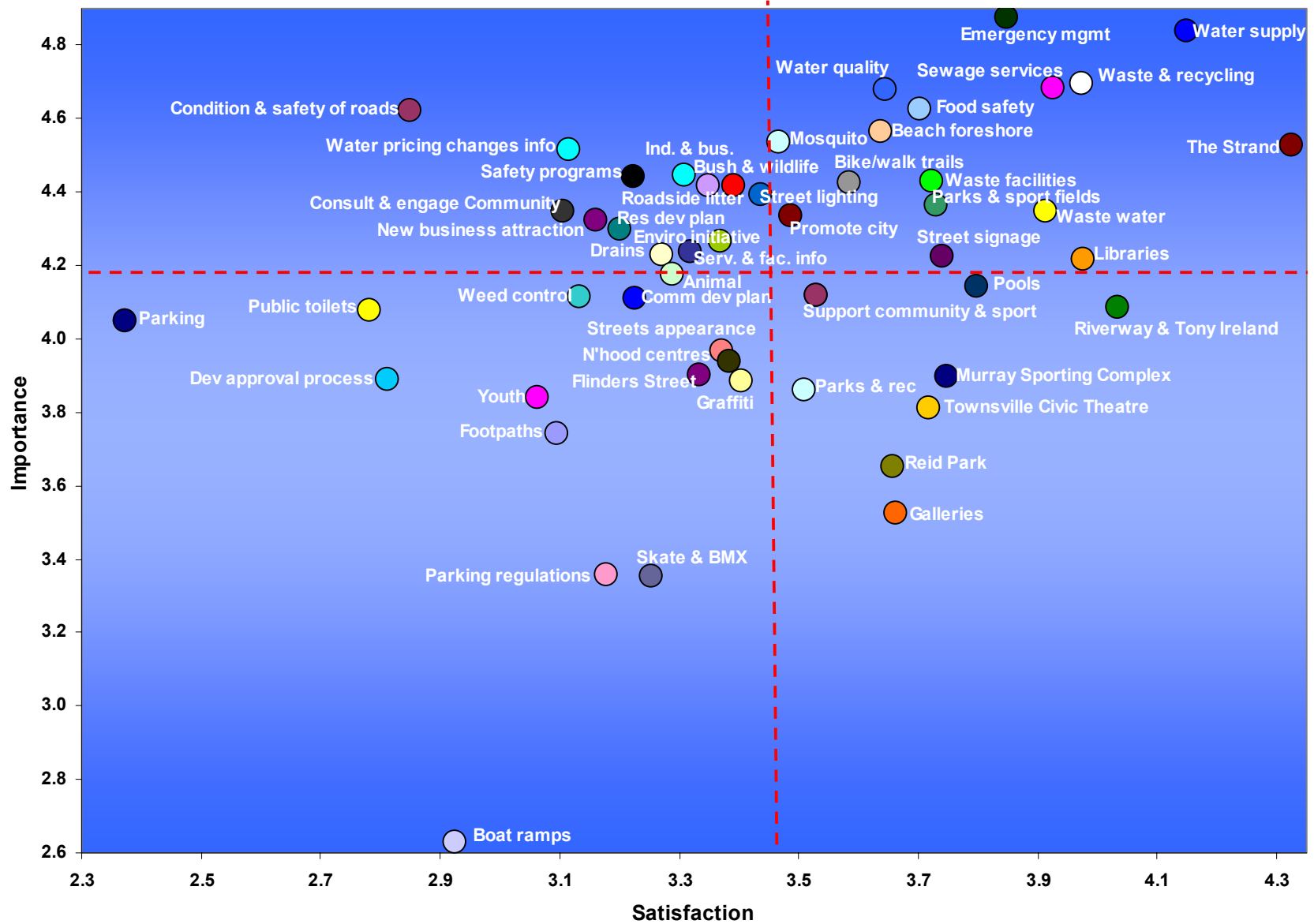


Table 4.1.1: Opportunities Matrix for Council Services and Facilities

2. HIGHER IMPORTANCE LOWER SATISFACTION	1. HIGHER IMPORTANCE HIGHER SATISFACTION
<ul style="list-style-type: none"> ▪ Condition and safety of local roads ▪ Construction and maintenance of drains ▪ Availability of street lighting ▪ Supporting local industry and business ▪ Attracting new businesses to the city ▪ Planning for residential development ▪ Protection of bush land and wildlife ▪ Council environmental initiatives ▪ Informing the Community about Council services and facilities ▪ Consulting and engaging the Community ▪ Community safety programs ▪ Collection of roadside litter ▪ Providing information regarding water pricing changes 	<ul style="list-style-type: none"> ▪ Street signage ▪ Promoting the city ▪ Mosquito control ▪ Food safety in local eateries ▪ Protection of beach foreshore ▪ Water quality in our water ways ▪ Libraries ▪ Removal and treatment of waste water from your property ▪ Bike paths and walking trails ▪ Maintenance of parks and sporting fields ▪ Management of emergency events such as cyclones and floods ▪ General waste collection and recycling ▪ Management of waste facilities ▪ Quality and reliability of water supply ▪ Repairs and maintenance of water and sewage services ▪ The Strand
3. LOWER IMPORTANCE LOWER SATISFACTION	4. LOWER IMPORTANCE HIGHER SATISFACTION
<ul style="list-style-type: none"> ▪ Condition of footpaths ▪ Appearance of streets ▪ Availability of boat ramps ▪ Car parking in the city ▪ Development approval process ▪ Provision of youth facilities and services ▪ Public toilets ▪ Planning for commercial development ▪ Animal control ▪ Graffiti removal ▪ Enforcing parking regulations ▪ Weed control ▪ Skate parks and BMX tracks ▪ Community and neighbourhood centres ▪ Flinders Street 	<ul style="list-style-type: none"> ▪ Facilities in local parks and recreation areas ▪ Townsville Civic Theatre ▪ Local galleries ▪ Public swimming facilities ▪ Council's support for local community and sporting groups ▪ Riverway Precinct and Tony Ireland Stadium ▪ Murray Sporting Complex ▪ Reid Park

4.2 Gap Analysis

Despite its usefulness, quadrant analysis is not a complete priority assessment tool. For example, it does not explicitly identify the gaps between importance and satisfaction. It is possible that a large gap could exist between importance and satisfaction, even though a service or facility appeared in the 'high importance and high satisfaction' quadrant.

Consequently, gap analysis was used as the second component in analysing the results. Gap measures were calculated by subtracting the mean satisfaction score from the mean importance score for each attribute. It should be pointed out that if a respondent rated a service or facility's importance, but failed to provide a satisfaction rating i.e. 'Can't say / Don't know' they were excluded from the gap analysis. Usually, ***the larger the gap between importance and satisfaction, the larger the gap between Council's performance in provision of a service and residents' expectations***

Gap scores are presented in Table 4.2.1. The table ranks services and facilities from highest gaps to lowest gaps. Those services with a gap score significantly above the mean gap score for all services ($\xi=0.8036$) were given top priority (i.e. a rating of 1).

These are services that should be addressed by management first as the importance of that service far outweighs the satisfaction that residents have with its provision.

Services with a gap score statistically equal to the mean gap were given second priority (rating of 2) and services with a gap score significantly below the mean gap were given third priority (rating of 3).

Table 4.2.1 Performance gaps for Council services and facilities

Council Services & Facilities	Performance Gap*	Priority Level
Condition and safety of Local Roads	1.771	1
Car parking in the city	1.771	1
Providing information regarding water pricing changes	1.442	1
Public toilets	1.398	1
Community safety programs	1.254	1
Consulting and engaging the Community	1.245	1
Attracting new businesses to the city	1.205	1
Supporting local industry and business	1.157	1
Planning for residential development	1.120	1
Water quality in our water ways	1.037	1
Development approval process	1.216	1
Mosquito control	1.072	1
Protection of bush land and wildlife	1.077	1
Management of emergency events such as cyclones and floods	1.030	1
Collection of roadside litter	1.040	1
Weed control	1.010	1
Protection of beach foreshore	0.949	1
Availability of street lighting	0.961	1
Food safety in local eateries	0.927	1
Construction and maintenance of drains	0.975	1
Council environmental initiatives	0.923	1
Informing the Community about Council services and facilities	0.922	1
Animal control	0.934	1
Planning for commercial development	0.923	1
Provision of youth facilities and services	0.948	1
Bike paths and walking tracks	0.878	1
Promoting the city	0.871	2
Repairs and maintenance of water and sewage services	0.792	2
Condition of footpaths	0.701	2
Management of waste facilities	0.733	2
General waste collection and recycling	0.730	3
Quality and reliability of water supply	0.701	3
Maintenance of parks and sportings fields	0.674	3
Council's support for local community and sporting groups	0.658	3
Community and neighbourhood centres	0.640	3
Flinders Street	0.627	3
Appearance of streets	0.604	3
Removal and treatment of waste water from your property	0.551	3
Graffiti removal	0.516	3
Availability of boat ramps	0.259	3
Street signage	0.491	3
Facilities in local parks and recreation areas	0.429	3
Skate parks and BMX tracks	0.282	3
Public swimming facilities	0.402	3
Murray Sporting Complex	0.304	3
Enforcing parking regulations	0.249	3
Libraries	0.317	3
Townsville Civic Theatre	0.179	3
Reid Park	0.135	3
Riverway Precinct and Tony Ireland Stadium	0.130	3
The Strand	0.221	3
Local galleries	-0.009	3

Table 4.2.2 outlines the services and facilities that were identified as not meeting resident expectations in either quadrant or gap analysis. Initially there were 52 services and facilities measured in this survey, however after applying both forms of analysis the results highlighted 26. These 26 can then be filtered down to 13 services or facilities that Council should focus on first. If a service or facility has a tick in both the quadrant analysis box and the gap analysis box, it is confirmation that this area should be given priority.

Table 4.2.2 Quadrant and Gap analysis summary – Areas that need improving

	Identified as not meeting resident expectations in ...	
	Quadrant Analysis (Higher importance / lower satisfaction)	Gap Analysis (Higher than average gap between importance and satisfaction)
Condition and safety of local roads	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Providing information regarding water pricing changes	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Community safety programs	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Consulting and engaging the Community	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Attracting new businesses to the city	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Supporting local industry and business	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Planning for residential development	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Protection of bush land and wildlife	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Collection of roadside litter	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Availability of street lighting	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Construction and maintenance of drains	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Council environmental initiatives	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Informing the Community about Council services & facilities	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Car parking in the city		<input checked="" type="checkbox"/>
Public toilets		<input checked="" type="checkbox"/>
Water quality in our water ways		<input checked="" type="checkbox"/>
Development approval process		<input checked="" type="checkbox"/>
Mosquito control		<input checked="" type="checkbox"/>
Weed control		<input checked="" type="checkbox"/>

	Identified as not meeting resident expectations in ...	
	Quadrant Analysis (Higher importance / lower satisfaction)	Gap Analysis (Higher than average gap between importance and satisfaction)
Management of emergency events such as cyclones and floods		<input checked="" type="checkbox"/>
Protection of beach foreshore		<input checked="" type="checkbox"/>
Food safety in local eateries		<input checked="" type="checkbox"/>
Animal control		<input checked="" type="checkbox"/>
Planning for commercial development		<input checked="" type="checkbox"/>
Provision of youth facilities and services		<input checked="" type="checkbox"/>
Bike paths and walking tracks		<input checked="" type="checkbox"/>

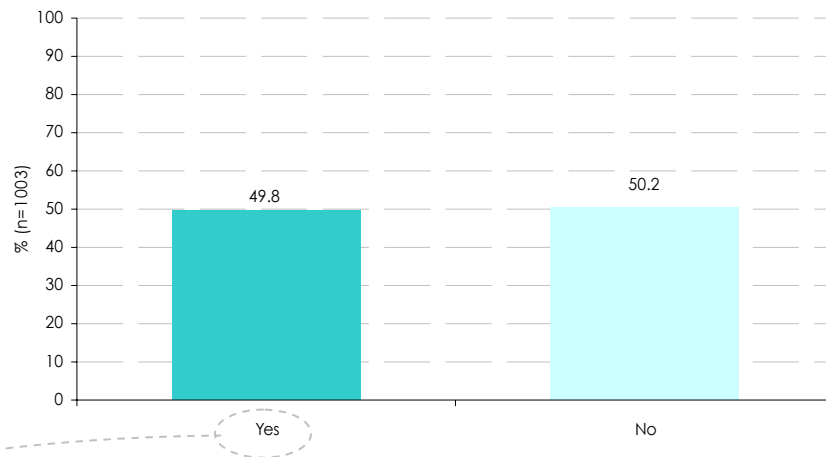
5 Customer service

This section of the report deals with resident interactions with Council over the past 12 months and identifies how they made contact and how satisfied they were with their interaction.

5.1 Contact with Council

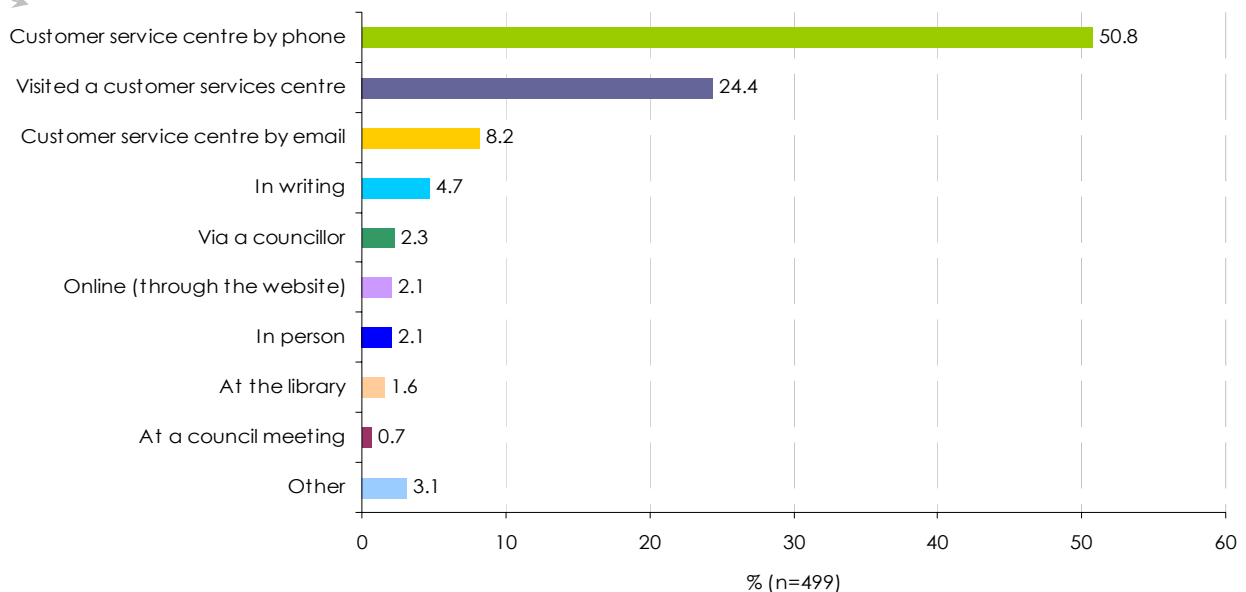
Question: Have you had any contact with Council in the past 12 months?

Graph 5.1.1: Contact with Council in past 12 months



Question: How was contact made?

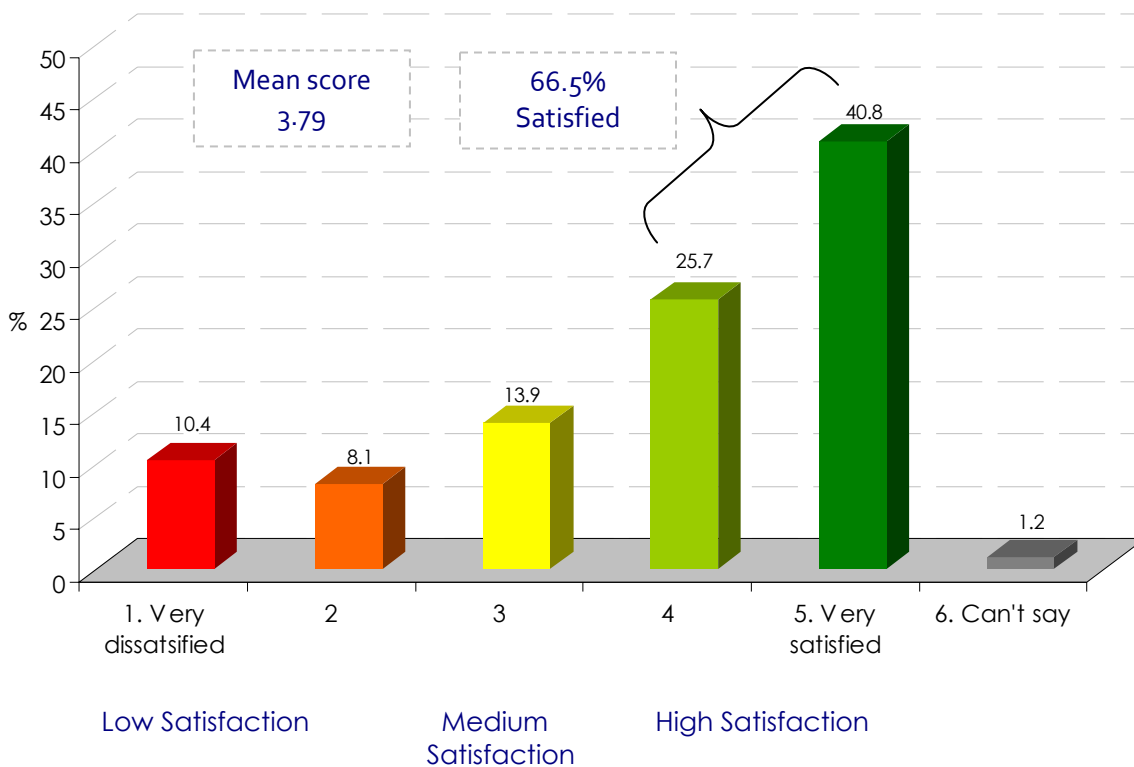
Graph 5.1.2: How Council was contacted



Half of the residents (50.8%) who had contacted Council in the past 12 months had made contact with the customer service centre by phone. An additional quarter (24.4%) had visited a customer service centre in person. A smaller number of residents were utilising email (8.2%) or other online methods, that is through the website (2.1%) to contact Council.

Question: How satisfied were you with how your contact was handled?

Graph 5.1.3: Satisfaction with how contact was handled



Two thirds of the residents who had contacted Council (66.5%) were satisfied with the way their interaction was handled. Residents were asked for suggestions regarding how Council's customer service could have been improved, the main suggestion was to improve responses, specifically through the time taken to respond, ensuring the correct response and the certainty that staff always get back to customers.

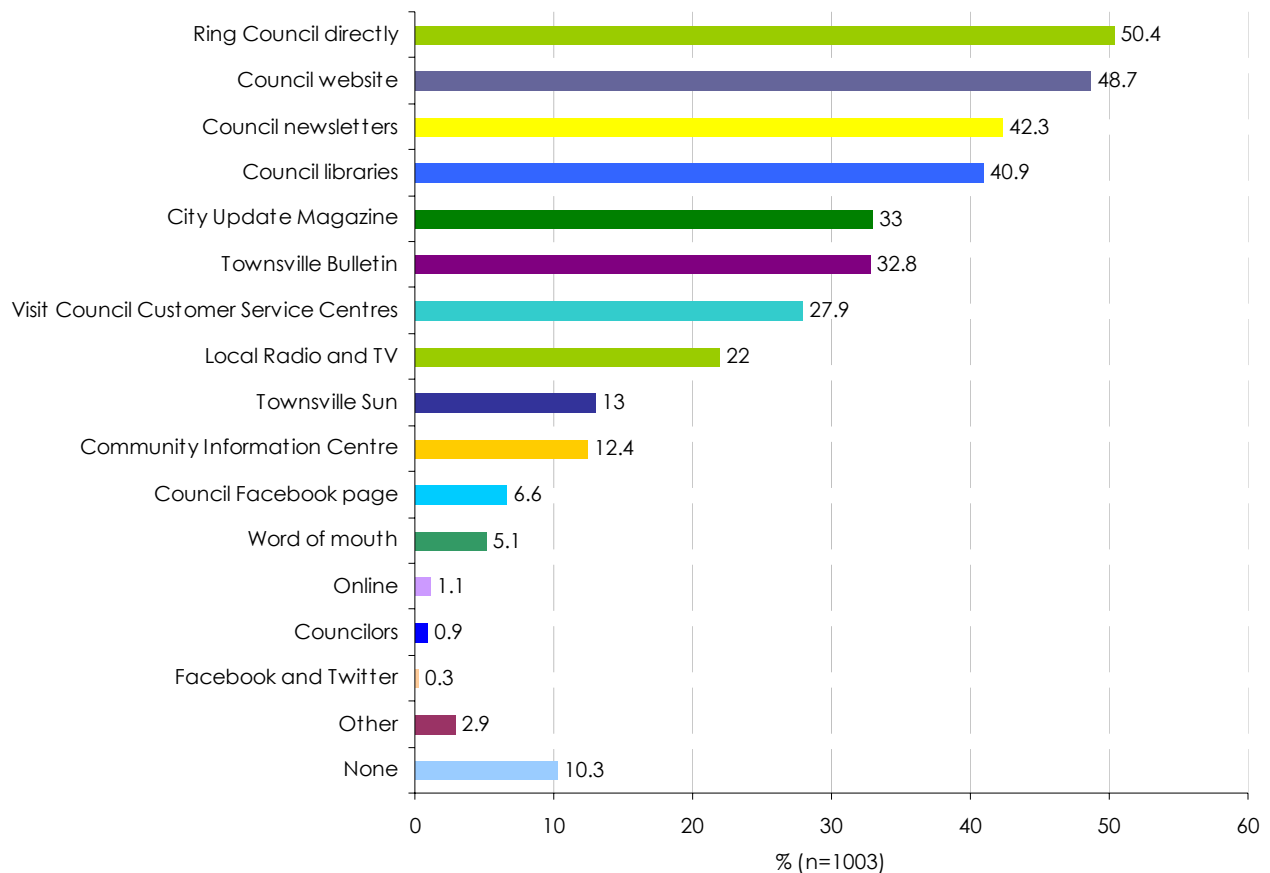
6 Communication

Section 6 of this report examines the various ways that Townsville City Council communicates with the community and endeavours to identify the most popular forms of communication.

6.1 Council's services and activities information sources

Question: Do you use any of the following sources to obtain information or updates on Council's services and activities?

Graph 6.1.1: Council's services and activities information sources

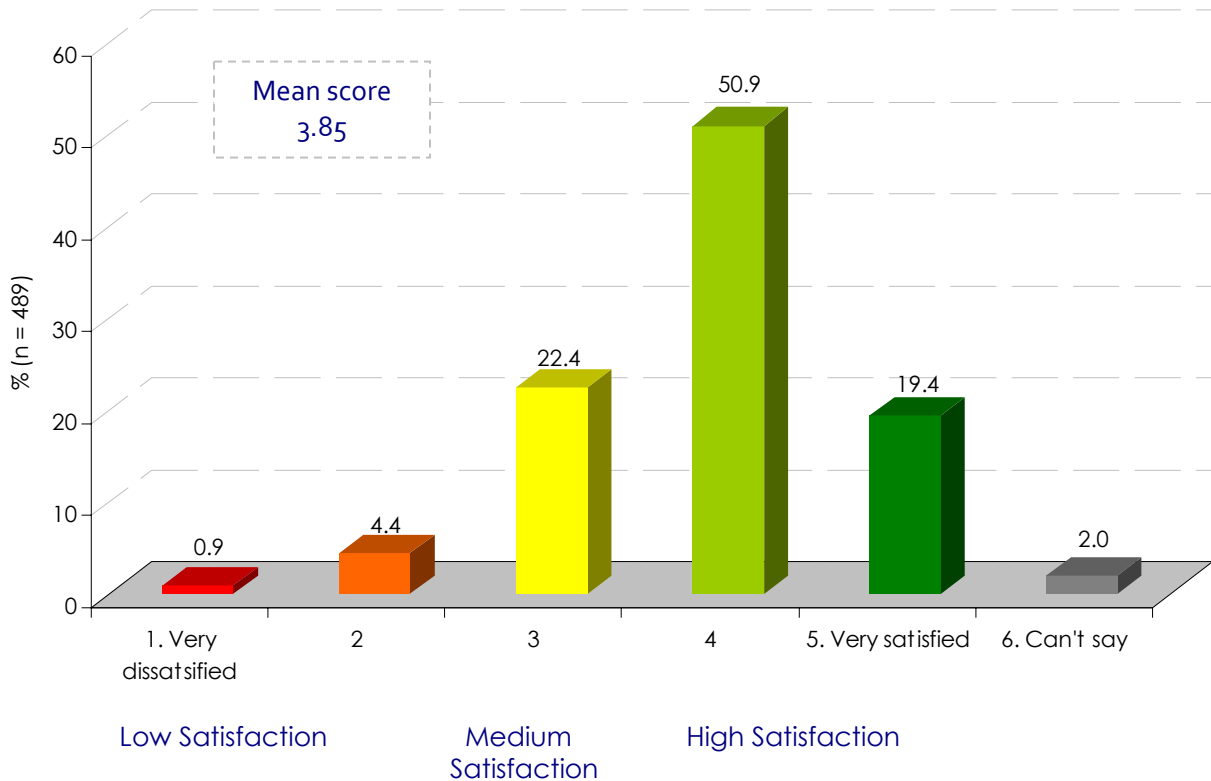


Results showed that half of the residents have called Council directly (50.4%) or visited the Council website (48.7%). The next two most commonly used sources of information on Council's services and facilities were found to be Council newsletters (42.3%) and Council libraries (40.9%).

6.2 Satisfaction with the services and information available on Council's website

Question: How would you rate your overall satisfaction with the services and information available on Council's website?

Graph 6.2.1: Satisfaction with the services and information on Council's website



Results showed that around seven in ten residents who had visited Council's website (70.3%) were satisfied with the services and information available. This resulted in a mean satisfaction score of 3.85 out of 5, which is a 'high' level satisfaction score.

Of those that indicated they were dissatisfied, over half (52.6%) said this was because the website was difficult to navigate (this represents 2.8% of those that had visited the website). More than a quarter (27.2%) stated that there was a problem with the information on the website, either because it was outdated, incorrect, too basic or confusing (this represents 1.4% of those that had visited the website).

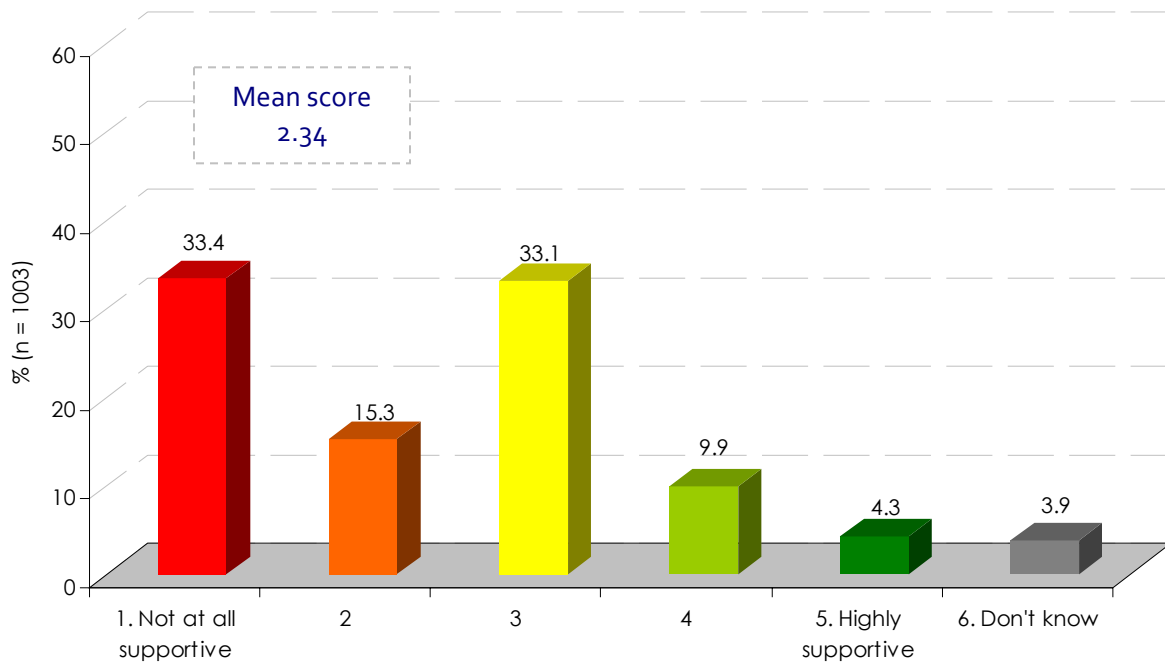
7 Rates Increase

This section aims to gauge Townsville residents' support for paying more in order to receive better council services and facilities.

7.1 Support for Increasing Rates to Fund Improvements or Increase Services

Question: How supportive are you for Townsville Council to fund improvements or increases to its services by increasing rates?

Graph 7.1.1: Support for Increasing Rates



There are a small proportion of residents (14.2%) that either support or highly support Council increasing rates in order to fund improvements or increases to Council services. Close to half of all Townsville residents (48.7%) were not supportive of the idea.

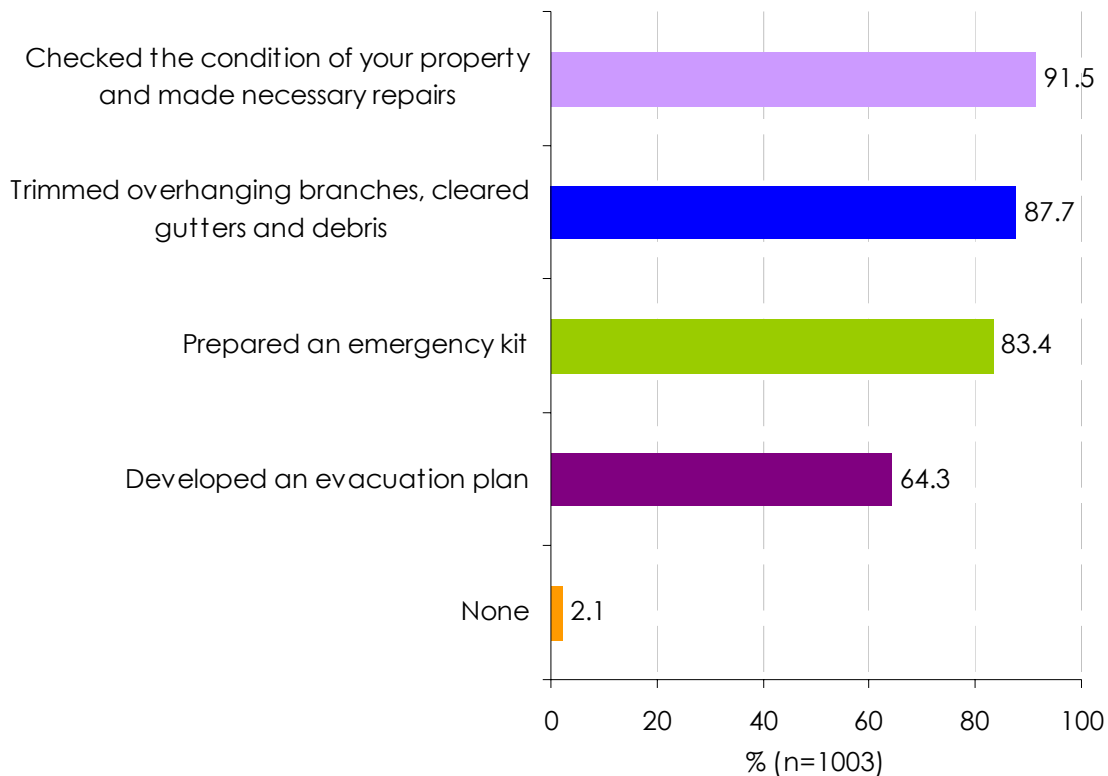
8 Emergencies

In light of the unfortunate events of early 2011, section 8 of this report examines what Townsville City Council residents have done to prepare for emergency situations and how they obtain information about emergencies.

8.1 Household Emergency Preparation

Question: Have you undertaken any of the following steps to prepare your household for an emergency such as floods or cyclones?

Graph 8.1.1: Household Emergency Preparation Steps



Results showed that almost all residents (97.9%) have taken at least one step to prepare for an emergency. Nine in ten residents (91.5%) had checked the condition of their property and performed repairs. In contrast, one third (35.7%) have not developed an evacuation plan, while 16.6% have not prepared an emergency kit.

Males were more likely than females to have prepared an emergency kit and females were more likely to have not done anything to prepare for an emergency.

Residents aged 18 to 29 years and 65 years or older were significantly less likely to have prepared an emergency kit, checked the condition of their property and made the necessary repairs and trimmed overhanging branches, cleared gutters and debris compared to those aged 30 to 64 years.

50 to 64 year olds were less likely than 18 to 29 year olds to have developed an evacuation plan.

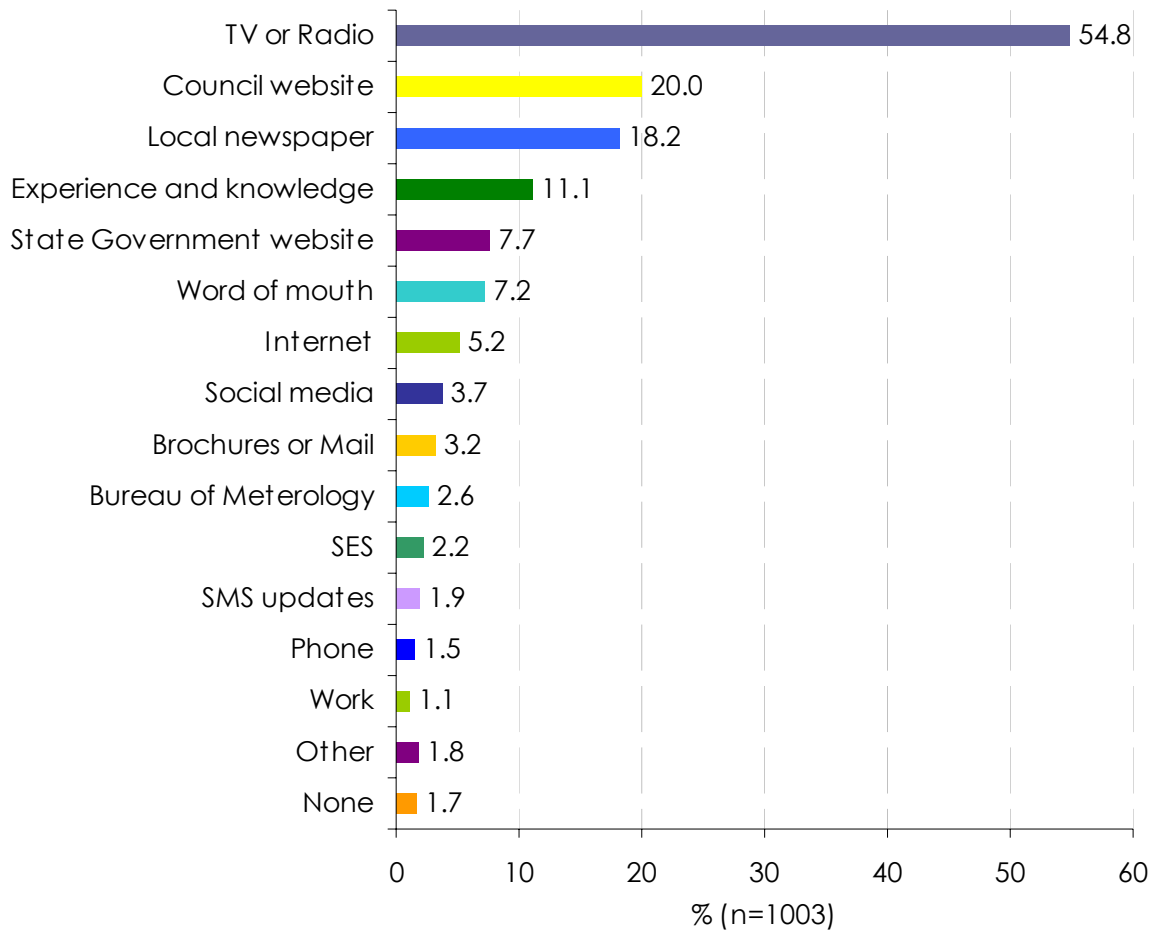
Residents aged 65 years or older were more likely than 30 to 49 year olds to have done none of the listed emergency preparation steps.

A significantly higher proportion of those who have resided in the Townsville area for under 5 years have not prepared an emergency kit compared to those who have been in the area for greater than 5 but less than 15 years.

8.2 Emergency Information Sources

Question: Where do you generally obtain information to prepare your household for an emergency?

Graph 8.2.1: Emergency Information Sources



Over half of all residents surveyed (54.8%) obtain their information about preparing for emergencies from the television or radio. The next two most prominent sources of information to prepare for emergencies were the Council website (20.0%) and the local newspaper (18.2%). 11.1% of residents said that to prepare for emergencies they used their experience, their knowledge or commonsense.

Female Townsville residents were significantly more likely to receive their emergency information from the local newspaper compared to males.

Additionally, residents aged 50 years or older were more likely than 18 to 29 years to obtain emergency information from the local newspaper.

Those aged 30 to 49 years were more likely to get their information from the Council website or a State Government website than those aged 50 or older.

30 to 49 year olds were more likely to use social media as a source of information compared to 50 to 64 year olds.

Those aged 65 or older were more likely to cite knowledge and experience as a source of information compared to those in the 18 to 29 years age bracket.

Furthermore, residents who have been in the Townsville area for 15 years or more were more likely than those who have been in the area for less than 5 years to use their experience and knowledge.

18 to 29 year olds were more likely to obtain information from word of mouth or “the internet” than those aged 50 years or older.

9 Appendix

9.1 Methodology

Sample Design

A telephone-based survey aiming to secure a response from approximately 1000 residents from throughout the Townsville LGA was used. The survey unit was permanent residents of the Townsville City Local Government Area who had lived there for 6 months or longer. Respondents also had to be aged 18 years or older to qualify for an interview. The 2006 Census was used to establish quotas to ensure a good distribution of responses by age and sex.

The sample base for the survey was the electronic White Pages. This sample is known to be sub optimal, as the churn of telephone numbers due to people moving and new numbers being added as dwellings are occupied affects about 12% to 15% of possible numbers. Furthermore, from previous research we know that the proportion of silent numbers is increasing and can be as high as 25-30% in some areas. To deal with these issues, IRIS uses a technique that starts with the population of numbers listed in the telephone book and adds new and unlisted numbers using the 'half open' method. In this method, all numbers were incremented by five to create new numbers in the 'gaps' between the listed numbers. The resultant universe of numbers was then de-duplicated to remove any numbers that may be repeated. This process was replicated five times to create a new theoretical universe of telephone numbers. This provided the opportunity for all potential numbers to be selected in the sample. This equal and known opportunity for selection is the first criterion of good random sampling.

Once the potential universe of numbers had been generated, a computer program was used to randomise the database. Following this, a sequential sample (e.g. every 110th number) was extracted from the database. The sample

was geographically stratified and evenly distributed within strata. This process gave a very even distribution of potential numbers across the whole survey area. Every household therefore had an equal and known chance of selection and every part of the survey area received a fair proportional representation in the final sample drawn.

Data Collection

Interviews were conducted over 8 evenings commencing from the 22nd July 2011 and concluding on the 1st August 2011. Calls were made between 4.30 and 8.30 p.m. If the selected person was unavailable at that time to do the survey, call backs were scheduled for a later time or day. Unanswered numbers were retried three times throughout the period of the survey. These procedures ensure a good sampling process from the sample frame used so that statistical inferences could be made about the entire resident population.

Non-private numbers and faxes reached during the selection process were excluded from the sample.

The survey was implemented under IQCA quality guidelines. Interviews were conducted using our computer-aided telephone interviewing (CATI) system. Continuous interviewer monitoring was used and post interview validations were conducted within five days of the close of the survey.

Response Performance

At the end of the survey period, 1003 completed interviews had been collected. The table below shows the compliance rate achieved for the entire sample. The compliance rate is the number of refusals as a proportion of completed surveys plus refusals. A compliance rate of 62% is a very good result.

Table 9.1.1 Survey compliance rate



Response sequence	Outcome
Interviews	1003
Refusals	609
<i>Valid contacts (Excludes disqualified – businesses, out of area, under 16yrs etc)</i>	1612
Compliance rate	62%

Survey Accuracy



When analysing results for the entire sample, the maximum error rate will be about $\pm 3.1\%$ at the 95% confidence level, assuming a proportional response of 50%. Put another way, we can be confident that if the survey were to be repeated there would be a 95% chance that the new result would lie within $\pm 3.1\%$ of the result achieved in this survey.

9.2 ANOVA Tables – Importance of Services and Facilities

Characteristic Sub-group	Sex		Age				Years of Residence				Overall	
	Male	Female	18 to 29	30 to 49	50 to 64	65+	< 5	> 5 < 10	> 10 < 15	15+		
	Base	506	497	276	388	214	125	175	144	123		560
Service / Facility												
Condition of footpaths	3.59	3.90	3.66	3.70	3.81	3.95	3.84	3.83	3.78	3.68	3.74	
Condition and safety of local roads	4.52	4.73	4.58	4.68	4.71	4.39	4.60	4.59	4.56	4.65	4.62	
Construction and Maintenance of drains	4.14	4.32	3.85	4.31	4.48	4.39	4.19	4.10	4.10	4.31	4.23	
Facilities in local parks and recreation areas (eg playground equipment, picnic tables, BBQs)	3.70	4.02	3.62	3.99	3.91	3.90	3.89	3.94	3.95	3.81	3.86	
Street signage	4.12	4.32	4.14	4.13	4.37	4.44	4.30	4.08	4.15	4.25	4.22	
Appearance of streets	3.88	4.06	3.62	3.97	4.23	4.29	4.03	3.85	4.07	3.96	3.97	
Availability of street lighting	4.28	4.51	4.27	4.33	4.55	4.60	4.39	4.45	4.14	4.43	4.39	
Availability of boat ramps	2.80	2.46	2.40	2.67	2.79	2.73	2.07	2.89	2.64	2.73	2.63	
Car parking in the city	3.94	4.16	3.98	3.97	4.26	4.08	3.97	3.98	4.09	4.09	4.05	
Provision of youth facilities and services	3.80	3.88	3.60	3.99	3.88	3.84	3.82	3.85	4.02	3.80	3.84	
Public toilets	3.94	4.22	3.89	4.09	4.22	4.21	4.10	4.11	4.08	4.06	4.08	
Supporting local industry and business	4.47	4.43	4.45	4.45	4.46	4.42	4.56	4.31	4.32	4.48	4.45	
Attracting new businesses to the city	4.36	4.29	4.22	4.35	4.39	4.36	4.34	4.30	4.37	4.31	4.32	
Promoting the city	4.37	4.30	4.25	4.28	4.49	4.45	4.38	4.31	4.37	4.32	4.34	
Planning for residential development	4.36	4.24	4.07	4.33	4.53	4.32	4.18	4.29	4.26	4.35	4.30	
Planning for commercial development	4.25	3.97	3.87	4.13	4.33	4.20	3.99	4.05	4.19	4.15	4.11	
Development approval process	3.94	3.83	3.35	4.01	4.24	4.12	3.64	3.91	3.79	3.98	3.89	
Mosquito control	4.48	4.60	4.32	4.58	4.65	4.69	4.52	4.59	4.52	4.53	4.54	
Animal Control (eg dog and cat registration, animal re-homing)	4.08	4.27	4.08	4.13	4.27	4.37	4.17	4.02	4.08	4.24	4.18	
Graffiti removal	3.90	3.87	3.50	3.86	4.19	4.30	3.80	3.87	3.87	3.92	3.88	
Food safety in local eateries	4.57	4.68	4.57	4.60	4.73	4.63	4.69	4.58	4.57	4.63	4.63	
Enforcing parking regulations	3.25	3.47	3.14	3.23	3.57	3.89	3.42	3.32	3.28	3.36	3.36	
Protection of bush land and wildlife	4.35	4.49	4.34	4.39	4.53	4.50	4.37	4.44	4.34	4.45	4.42	
Protection of beach foreshore	4.53	4.60	4.47	4.54	4.67	4.69	4.58	4.58	4.52	4.57	4.57	
Water quality in our water ways	4.63	4.73	4.59	4.68	4.77	4.73	4.65	4.69	4.68	4.69	4.68	
Weed control	4.09	4.14	3.66	4.16	4.43	4.47	3.85	4.06	4.06	4.22	4.11	



 Cells with sig. higher scores relative to yellow cells.
 Cells with sig. lower scores relative to green cells.

Characteristic Sub-group	Sex		Age				Years of Residence				Overall
	Male	Female	18 to 29	30 to 49	50 to 64	65+	< 5	> 5 < 10	> 10 < 15	15+	
Base	506	497	276	388	214	125	175	144	123	560	1003
Service / Facility											
Council environmental initiatives (eg revegetation, city solar)	4.22	4.31	4.16	4.28	4.34	4.33	4.19	4.32	4.17	4.30	4.27
Townsville Civic Theatre	3.66	3.96	3.54	3.70	4.02	4.39	3.71	3.61	3.89	3.87	3.81
Libraries	4.13	4.31	4.01	4.18	4.35	4.59	4.22	4.33	4.27	4.18	4.22
Local Galleries	3.31	3.75	3.25	3.47	3.78	3.93	3.61	3.39	3.64	3.51	3.53
Skate parks and BMX tracks	3.38	3.32	2.92	3.61	3.42	3.41	3.44	3.18	3.38	3.36	3.35
Bike paths and walking trails	4.41	4.44	4.34	4.44	4.51	4.45	4.50	4.41	4.43	4.41	4.43
Public swimming facilities	4.13	4.15	3.97	4.20	4.12	4.40	4.29	4.20	4.05	4.10	4.14
Maintenance of parks and sporting fields	4.35	4.38	4.26	4.39	4.34	4.57	4.39	4.32	4.30	4.38	4.36
Management of emergency events such as cyclones and floods	4.86	4.89	4.87	4.86	4.90	4.88	4.90	4.89	4.89	4.86	4.88
Community and neighbourhood centres	3.86	4.02	3.72	3.96	4.02	4.23	3.94	4.03	3.79	3.94	3.94
Council's support for local community and sporting groups	4.10	4.14	4.02	4.17	4.08	4.26	4.12	4.08	4.13	4.13	4.12
Informing the Community about Council services and facilities	4.17	4.30	4.11	4.21	4.30	4.47	4.33	4.25	4.12	4.23	4.23
Consulting and engaging the Community	4.29	4.41	4.10	4.33	4.53	4.60	4.33	4.37	4.30	4.36	4.35
Community Safety programs (eg CCTV cameras, security guards)	4.40	4.48	4.44	4.39	4.47	4.55	4.51	4.46	4.30	4.45	4.44
General waste collection and recycling	4.68	4.71	4.60	4.70	4.75	4.81	4.60	4.71	4.72	4.72	4.70
Collection of roadside litter	4.38	4.46	4.29	4.41	4.52	4.57	4.46	4.52	4.28	4.41	4.42
Management of waste facilities (eg transfer stations)	4.44	4.42	4.28	4.46	4.52	4.53	4.36	4.58	4.27	4.45	4.43
Quality and reliability of water supply	4.85	4.84	4.76	4.85	4.89	4.89	4.77	4.86	4.76	4.87	4.84
Removal and treatment of waste water from your property	4.32	4.38	4.11	4.43	4.43	4.51	4.41	4.27	4.30	4.36	4.35
Repairs and maintenance of water and sewage services	4.68	4.69	4.59	4.68	4.73	4.82	4.67	4.69	4.56	4.71	4.68
Providing information regarding water pricing changes	4.43	4.60	4.34	4.51	4.69	4.62	4.40	4.58	4.48	4.54	4.51
The Strand	4.42	4.64	4.28	4.60	4.64	4.68	4.57	4.46	4.62	4.51	4.53
Riverway Precinct and Tony Ireland Stadium	3.95	4.22	3.91	4.16	4.13	4.17	4.21	4.22	4.27	3.97	4.09
Murray Sporting Complex	3.91	3.88	3.69	3.94	3.93	4.13	3.65	3.79	3.91	3.99	3.90
Reid Park	3.70	3.61	3.72	3.68	3.55	3.59	3.79	3.59	3.75	3.60	3.65
Flinders Street	3.81	3.99	3.91	3.74	4.00	4.21	3.97	3.87	3.86	3.90	3.90



 Cells with sig. higher scores relative to yellow cells.
 Cells with sig. lower scores relative to green cells.

9.3 ANOVA Tables – Satisfaction with Services and Facilities

Characteristic Sub-group	Sex		Age				Years of Residence				Overall
	Male	Female	18 to 29	30 to 49	50 to 64	65+	< 5	> 5 < 10	> 10 < 15	15+	
Base	506	497	276	388	214	125	175	144	123	560	1003
Service / Facility											
Condition of footpaths	3.15	3.04	3.31	3.10	2.80	3.09	3.17	3.15	3.21	3.03	3.09
Condition and safety of local roads	2.86	2.84	2.98	2.72	2.75	3.14	2.88	2.83	2.94	2.83	2.85
Construction and Maintenance of drains	3.35	3.19	3.46	3.25	3.01	3.34	3.42	3.12	3.26	3.27	3.27
Facilities in local parks and recreation areas (eg playground equipment, picnic tables, BBQs)	3.49	3.52	3.49	3.44	3.49	3.82	3.71	3.58	3.63	3.40	3.51
Street signage	3.70	3.78	3.74	3.75	3.62	3.93	3.58	3.84	3.70	3.77	3.74
Appearance of streets	3.41	3.34	3.56	3.33	3.14	3.48	3.47	3.43	3.52	3.30	3.37
Availability of street lighting	3.42	3.45	3.43	3.39	3.41	3.67	3.49	3.36	3.51	3.42	3.44
Availability of boat ramps	2.92	2.93	3.14	2.89	2.64	3.00	3.20	2.91	3.01	2.84	2.92
Car parking in the city	2.34	2.40	2.56	2.33	2.14	2.50	2.62	2.54	2.41	2.24	2.37
Provision of youth facilities and services	3.09	3.04	3.21	2.98	2.96	3.17	3.38	2.86	3.22	2.97	3.06
Public toilets	2.79	2.77	2.97	2.75	2.58	2.82	3.11	2.66	2.95	2.67	2.78
Supporting local industry and business	3.27	3.35	3.42	3.27	3.21	3.35	3.44	3.51	3.34	3.21	3.31
Attracting new businesses to the city	3.12	3.21	3.27	3.14	3.01	3.24	3.28	3.12	3.26	3.11	3.16
Promoting the city	3.48	3.49	3.73	3.36	3.34	3.60	3.68	3.40	3.44	3.46	3.49
Planning for residential development	3.19	3.21	3.54	3.10	2.93	3.22	3.36	3.20	3.26	3.14	3.20
Planning for commercial development	3.27	3.18	3.42	3.20	3.02	3.21	3.28	3.31	3.31	3.17	3.23
Development approval process	2.72	2.91	3.08	2.76	2.59	2.77	2.98	2.99	2.85	2.70	2.81
Mosquito control	3.44	3.50	3.52	3.48	3.38	3.47	3.66	3.42	3.55	3.40	3.47
Animal Control (eg dog and cat registration, animal re-homing)	3.28	3.29	3.49	3.27	3.15	3.12	3.39	3.37	3.44	3.20	3.29
Graffiti removal	3.37	3.44	3.52	3.40	3.26	3.38	3.49	3.28	3.46	3.39	3.40
Food safety in local eateries	3.72	3.69	3.82	3.68	3.61	3.66	3.74	3.64	3.76	3.70	3.70
Enforcing parking regulations	3.18	3.17	3.42	3.14	2.96	3.11	3.37	3.26	3.26	3.08	3.18
Protection of bush land and wildlife	3.33	3.37	3.44	3.34	3.21	3.43	3.62	3.40	3.37	3.24	3.35
Protection of beach foreshore	3.65	3.62	3.71	3.63	3.47	3.78	3.83	3.63	3.71	3.56	3.64
Water quality in our water ways	3.64	3.65	3.74	3.61	3.52	3.74	3.86	3.59	3.74	3.57	3.65
Weed control	3.17	3.10	3.22	3.13	2.95	3.28	3.25	3.00	3.18	3.12	3.13

 Cells with sig. higher scores relative to yellow cells.
 Cells with sig. lower scores relative to green cells.

Characteristic Sub-group Base	Sex		Age				Years of Residence				Overall
	Male	Female	18 to 29	30 to 49	50 to 64	65+	< 5	> 5 < 10	> 10 < 15	15+	
Service / Facility											
Base	506	497	276	388	214	125	175	144	123	560	1003
Council environmental initiatives (eg revegetation, city solar)	3.34	3.41	3.49	3.31	3.27	3.46	3.43	3.35	3.34	3.36	3.37
Townsville Civic Theatre	3.62	3.81	3.60	3.67	3.73	4.11	3.62	3.58	3.79	3.76	3.72
Libraries	3.85	4.11	3.81	3.94	4.06	4.32	3.92	3.98	4.02	3.99	3.98
Local Galleries	3.55	3.78	3.62	3.59	3.73	3.92	3.66	3.64	3.77	3.65	3.66
Skate parks and BMX tracks	3.21	3.31	3.43	3.20	3.12	3.24	3.43	3.20	3.43	3.17	3.25
Bike paths and walking trails	3.57	3.60	3.59	3.59	3.51	3.72	3.72	3.51	3.65	3.55	3.59
Public swimming facilities	3.77	3.82	3.81	3.76	3.72	4.03	3.97	3.72	3.80	3.76	3.80
Maintenance of parks and sporting fields	3.65	3.82	3.79	3.64	3.64	4.06	3.96	3.67	3.73	3.68	3.73
Management of emergency events such as cyclones and floods	3.74	3.96	3.84	3.87	3.74	4.01	3.93	3.83	4.00	3.80	3.85
Community and neighbourhood centres	3.36	3.41	3.33	3.41	3.34	3.53	3.43	3.44	3.41	3.35	3.38
Council's support for local community and sporting groups	3.50	3.56	3.52	3.49	3.48	3.77	3.55	3.49	3.60	3.51	3.53
Informing the Community about Council services and facilities	3.23	3.41	3.37	3.25	3.24	3.55	3.54	3.33	3.20	3.28	3.32
Consulting and engaging the Community	3.05	3.17	3.35	3.01	2.87	3.31	3.27	2.98	3.07	3.09	3.11
Community Safety programs (eg CCTV cameras, security guards)	3.11	3.35	3.17	3.21	3.17	3.50	3.24	3.17	3.26	3.22	3.22
General waste collection and recycling	3.99	3.95	4.04	3.89	3.91	4.19	4.07	3.93	3.99	3.95	3.97
Collection of roadside litter	3.40	3.38	3.53	3.38	3.22	3.41	3.59	3.52	3.44	3.28	3.39
Management of waste facilities (eg transfer stations)	3.78	3.66	3.76	3.69	3.65	3.87	3.81	3.87	3.79	3.64	3.72
Quality and reliability of water supply	4.18	4.12	4.12	4.14	4.10	4.33	4.17	4.09	4.18	4.15	4.15
Removal and treatment of waste water from your property	3.96	3.86	4.01	3.90	3.82	3.85	3.96	3.99	3.82	3.90	3.91
Repairs and maintenance of water and sewage services	4.00	3.85	4.00	3.87	3.89	4.00	3.99	3.81	4.00	3.92	3.93
Providing information regarding water pricing changes	3.07	3.16	3.30	3.03	3.02	3.15	3.07	3.19	3.19	3.09	3.12
The Strand	4.25	4.40	4.19	4.35	4.32	4.54	4.22	4.27	4.43	4.35	4.32
Riverway Precinct and Tony Ireland Stadium	3.97	4.10	4.05	4.05	3.94	4.12	4.12	4.05	4.24	3.95	4.03
Murray Sporting Complex	3.71	3.79	3.56	3.75	3.77	4.15	3.67	3.60	3.91	3.77	3.75
Reid Park	3.65	3.66	3.83	3.66	3.56	3.36	3.76	3.63	3.73	3.62	3.66
Flinders Street	3.32	3.35	3.56	3.18	3.23	3.48	3.31	3.31	3.39	3.34	3.33

 Cells with sig. higher scores relative to yellow cells.
 Cells with sig. lower scores relative to green cells.

9.4 ANOVA Tables – Overall Satisfaction

Characteristic	Sex		Age				Years of Residence				Overall
	Male	Female	18 to 29	30 to 49	50 to 64	65+	< 5	> 5 < 10	> 10 < 15	15+	
Sub-group											
Base	506	497	276	388	214	125	175	144	123	560	1003
Service / Facility											
Overall satisfaction with Council services and facilities	3.49	3.53	3.64	3.45	3.35	3.65	3.69	3.62	3.55	3.41	3.51



Cells with sig. higher scores relative to yellow cells.

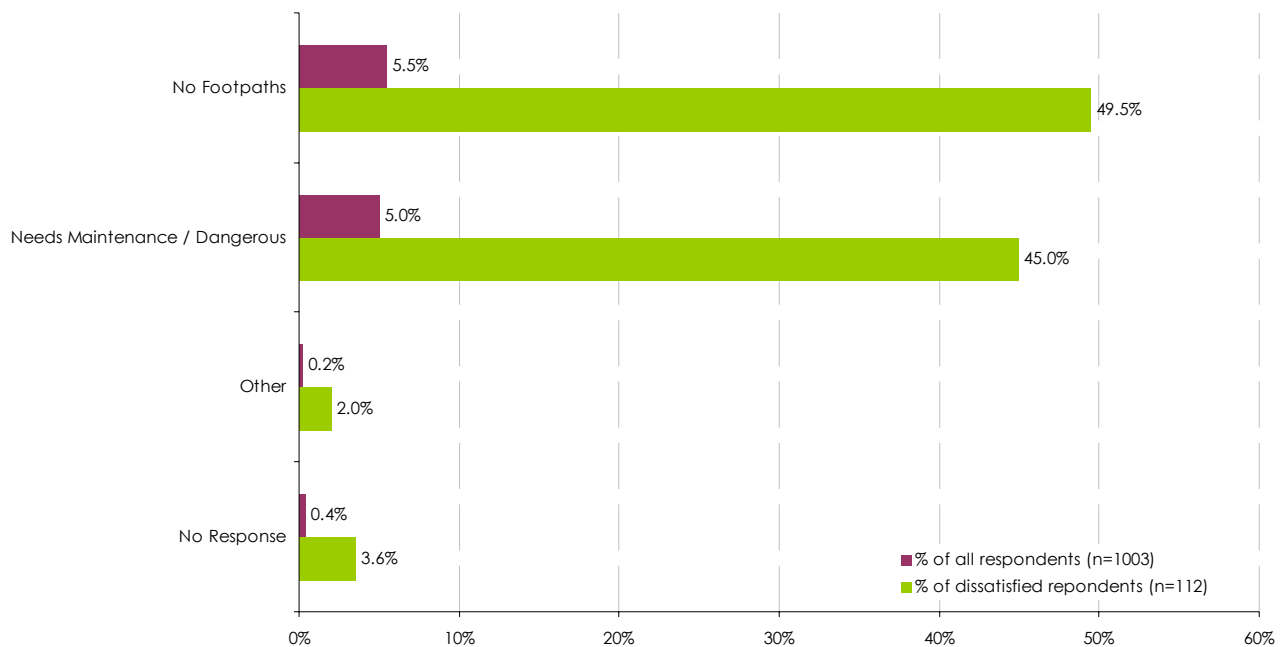
Cells with sig. lower scores relative to green cells.

9.5 Reasons for Low Satisfaction with Council services and facilities

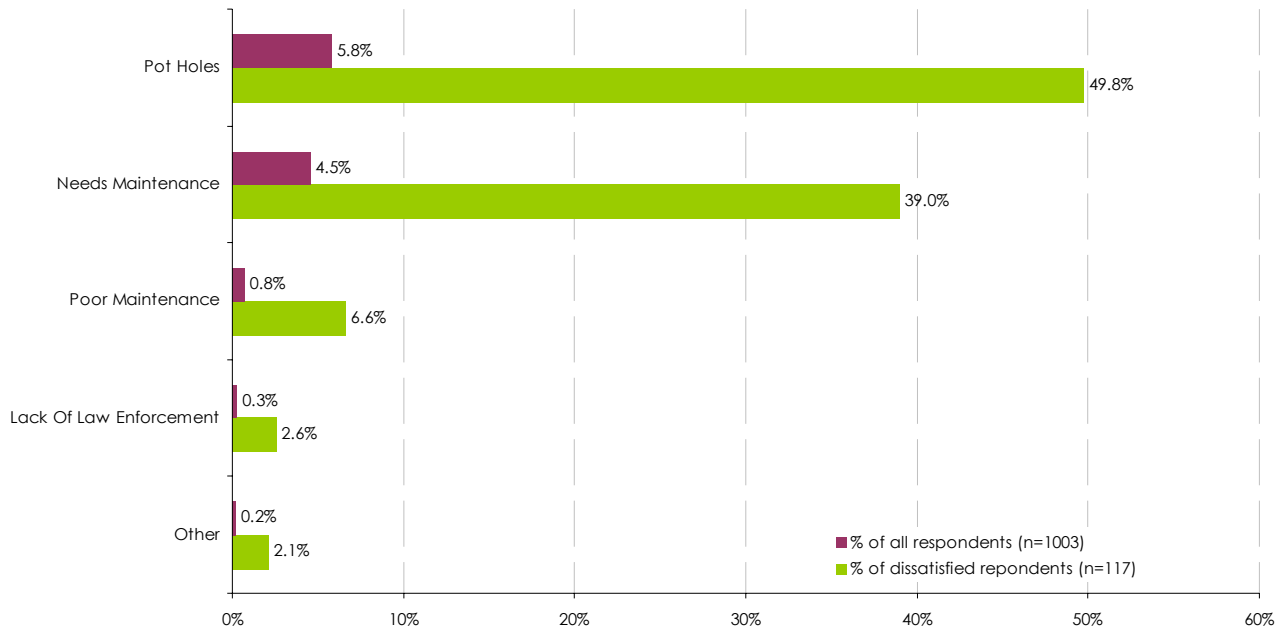
Where a sufficient number of responses was received, main reasons for low satisfaction with key council services and infrastructure are demonstrated in the following charts. Correspondingly, those with low numbers of responses have not been included in this appendix.

Infrastructure

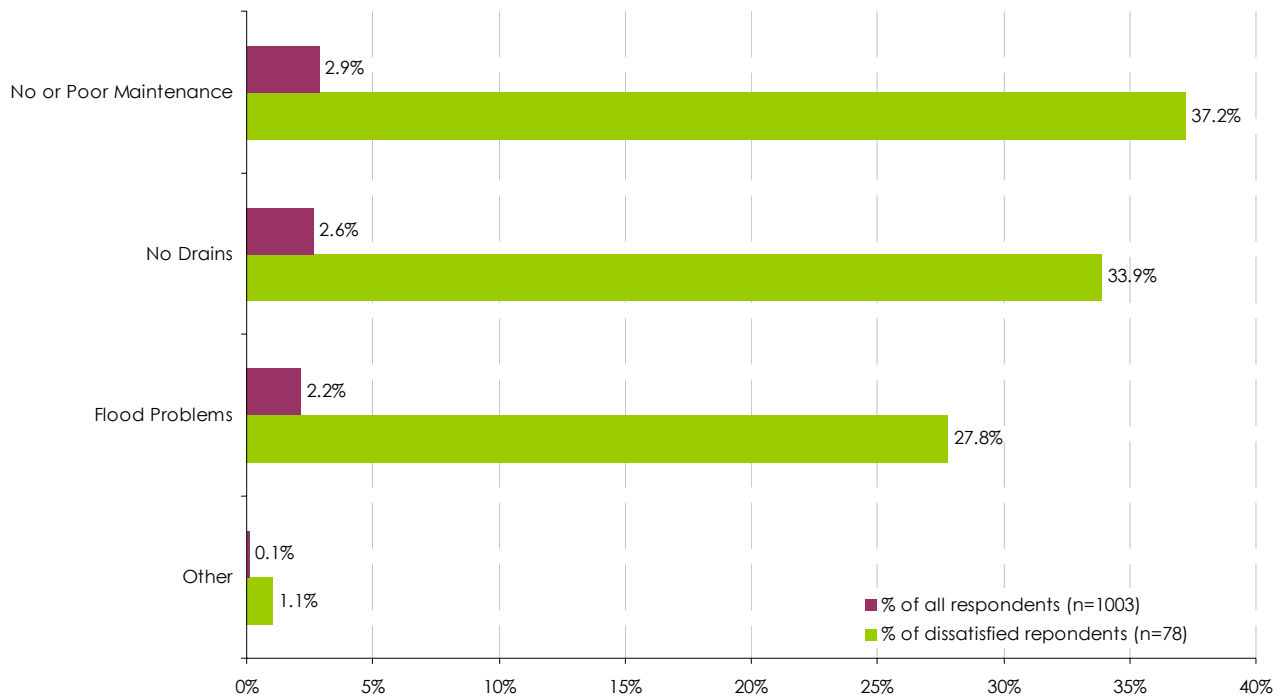
9.5.1 Reasons for Low Satisfaction with Condition of Footpaths



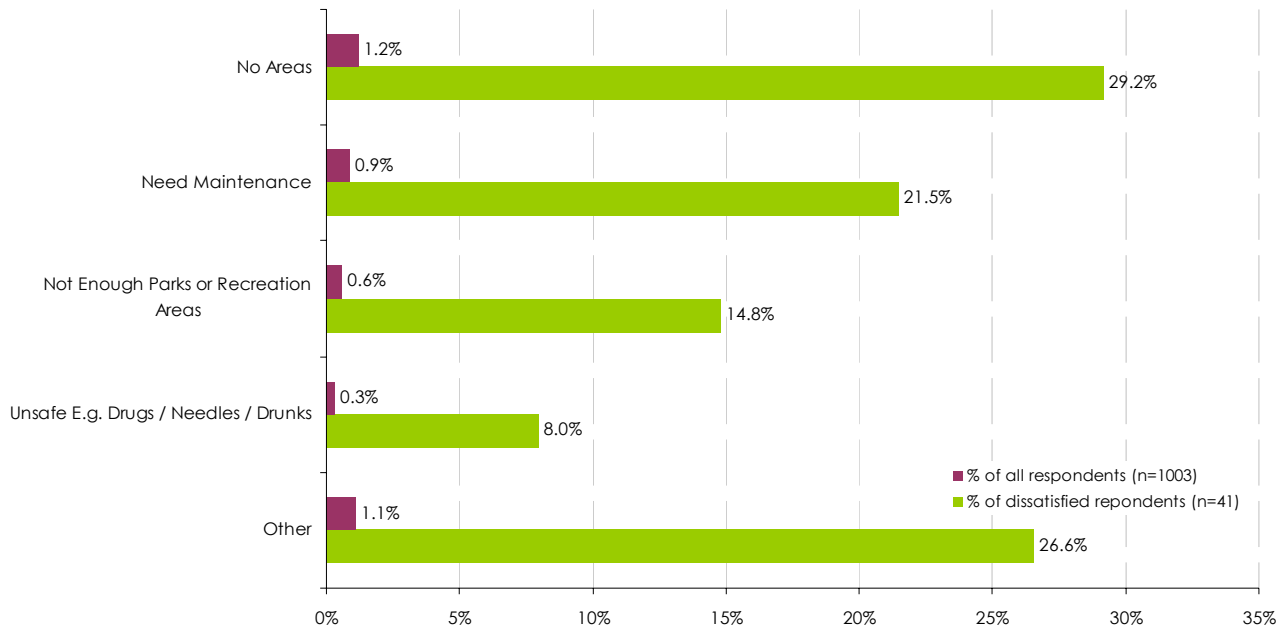
9.5.2 Reasons for Low Satisfaction with Condition and Safety of Local Roads



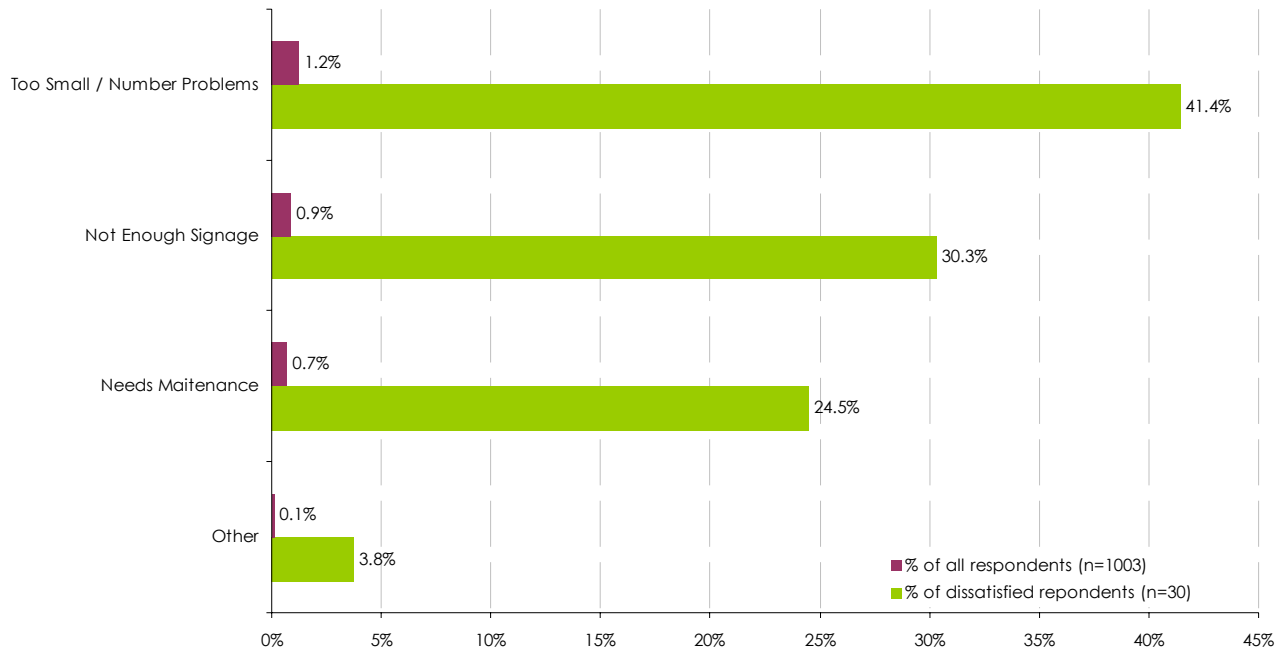
9.5.3 Reasons for Low Satisfaction with Construction and Maintenance of Drains



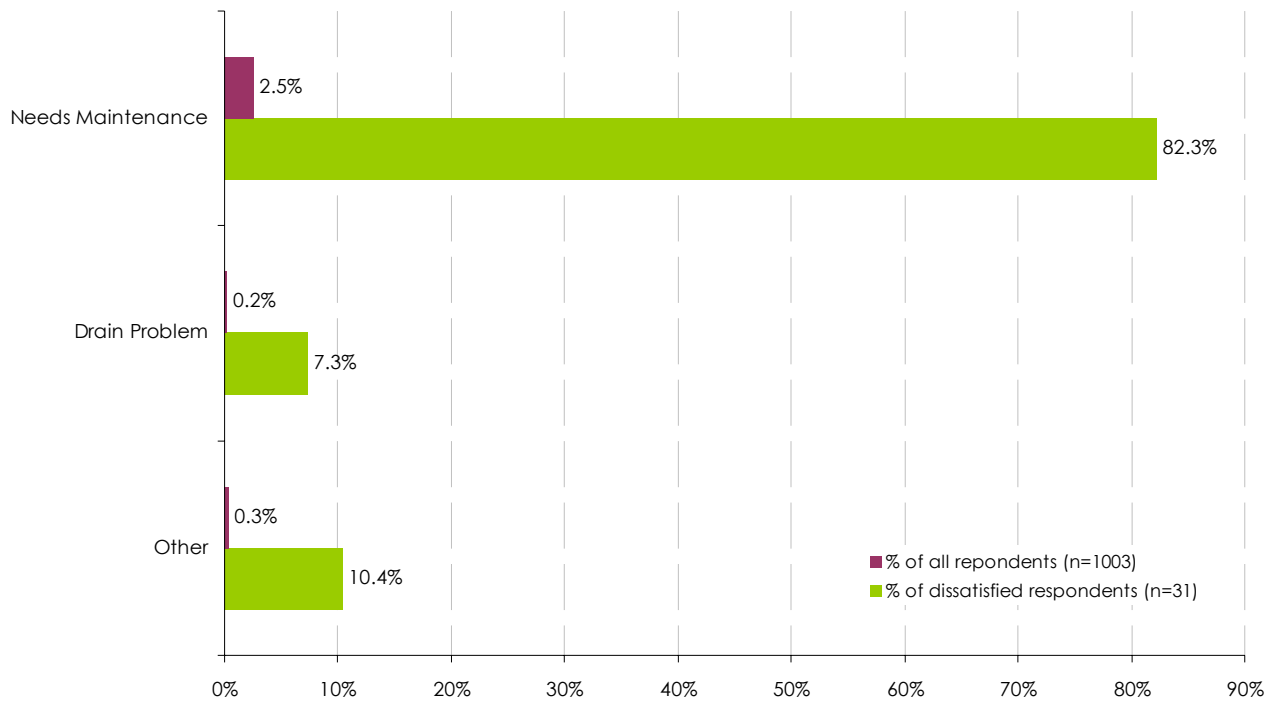
9.5.4 Reasons for Low Satisfaction with Facilities in Local Parks and Recreation Areas



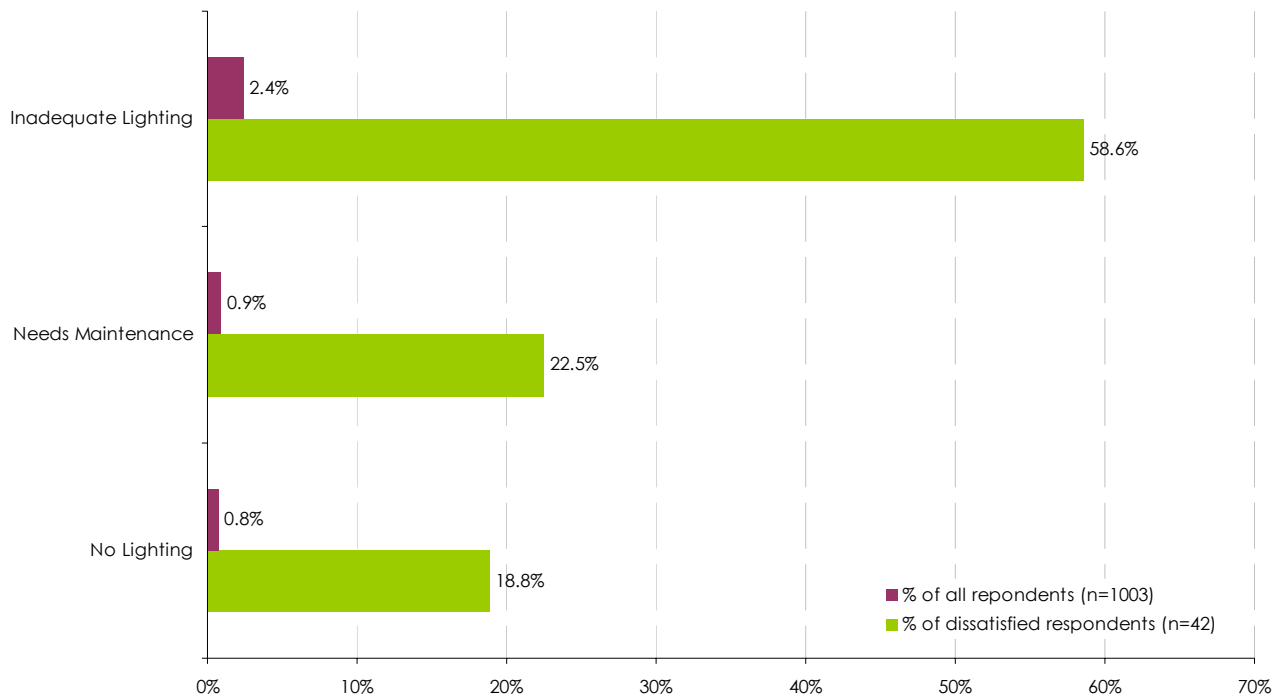
9.5.5 Reasons for Low Satisfaction with Street Signage



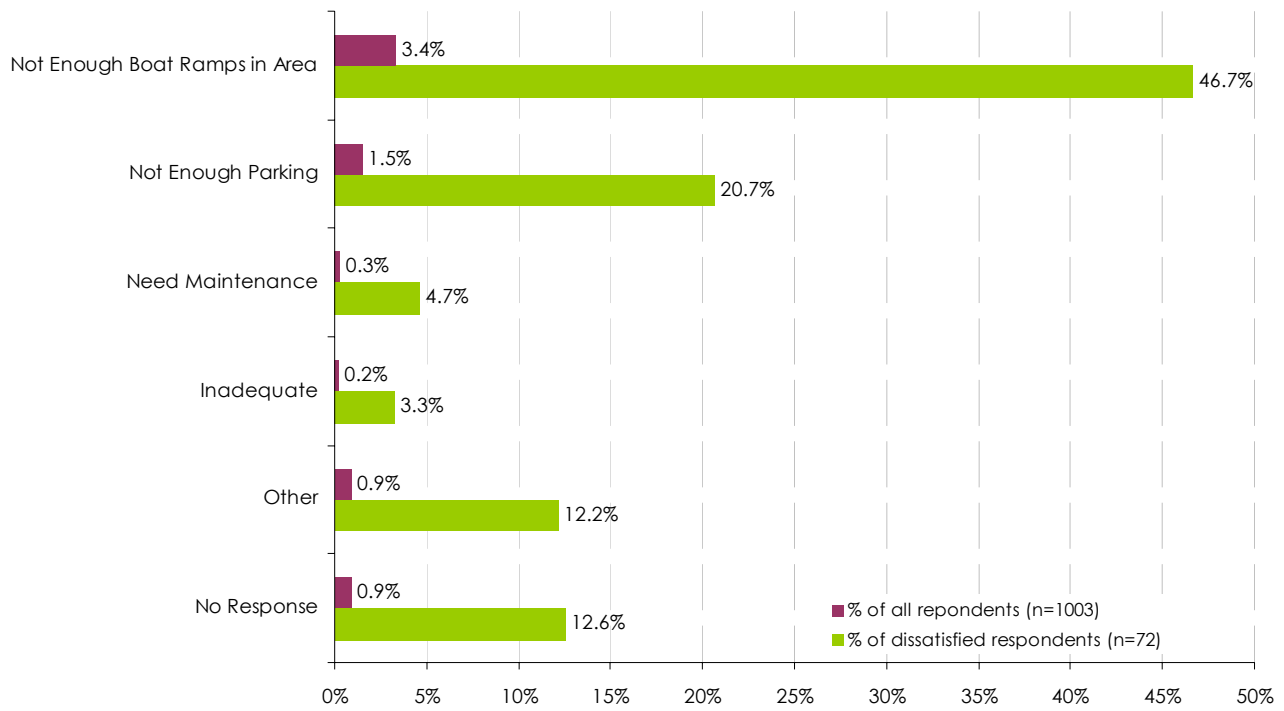
9.5.6 Reasons for Low Satisfaction with Appearance of Streets



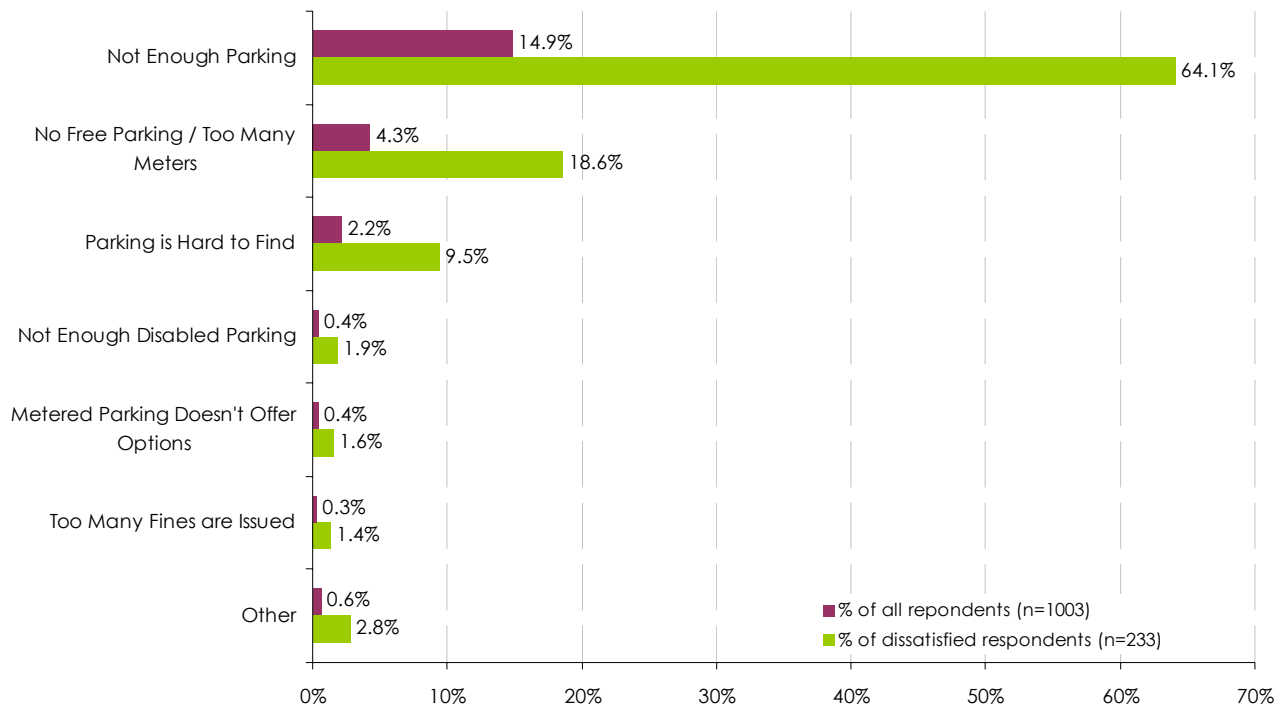
9.5.7 Reasons for Low Satisfaction with Availability of Street Lighting



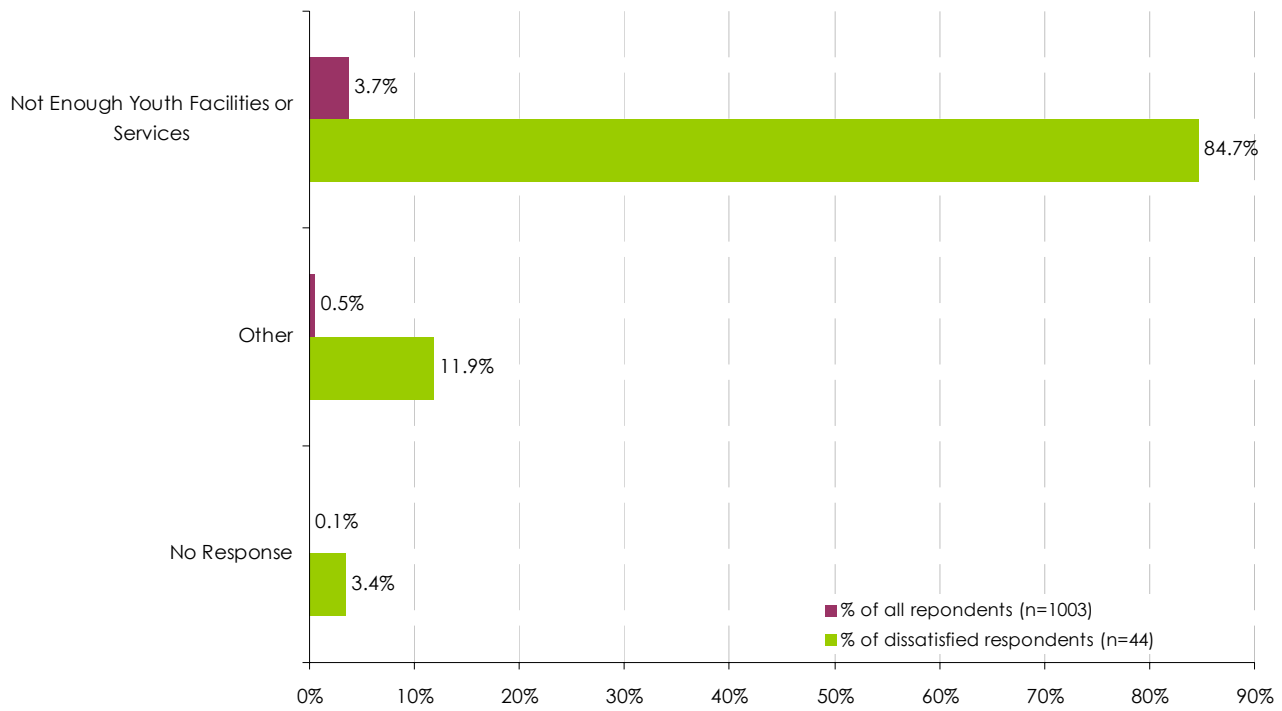
9.5.8 Reasons for Low Satisfaction with Availability of Boat Ramps



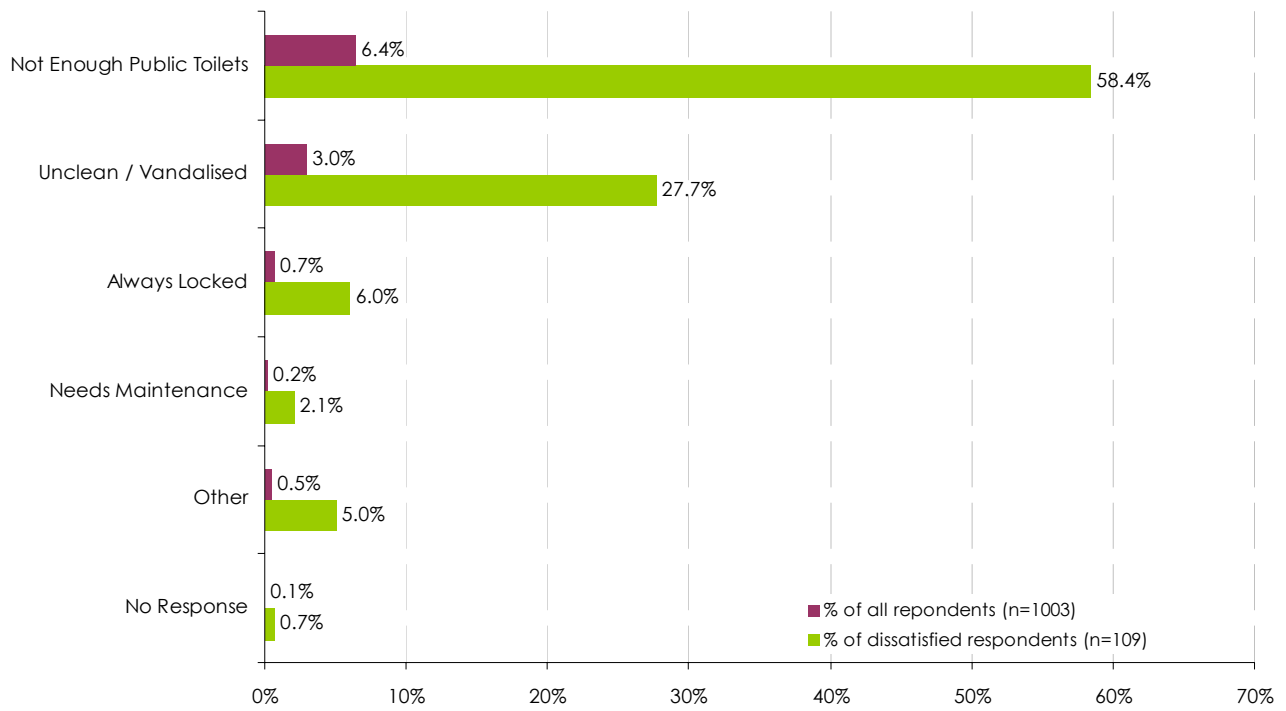
9.5.9 Reasons for Low Satisfaction with Car Parking in the City



9.5.10 Reasons for Low Satisfaction with Provision of Youth Facilities and Services

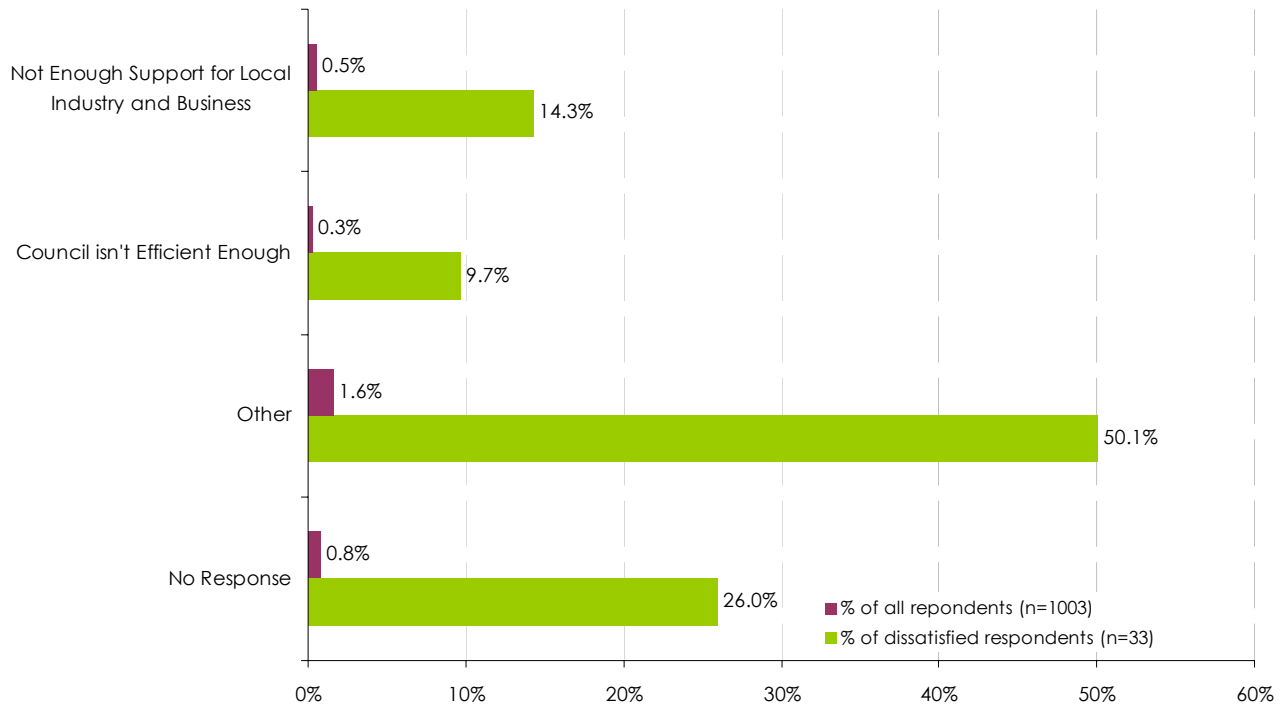


9.5.11 Reasons for Low Satisfaction with Public Toilets

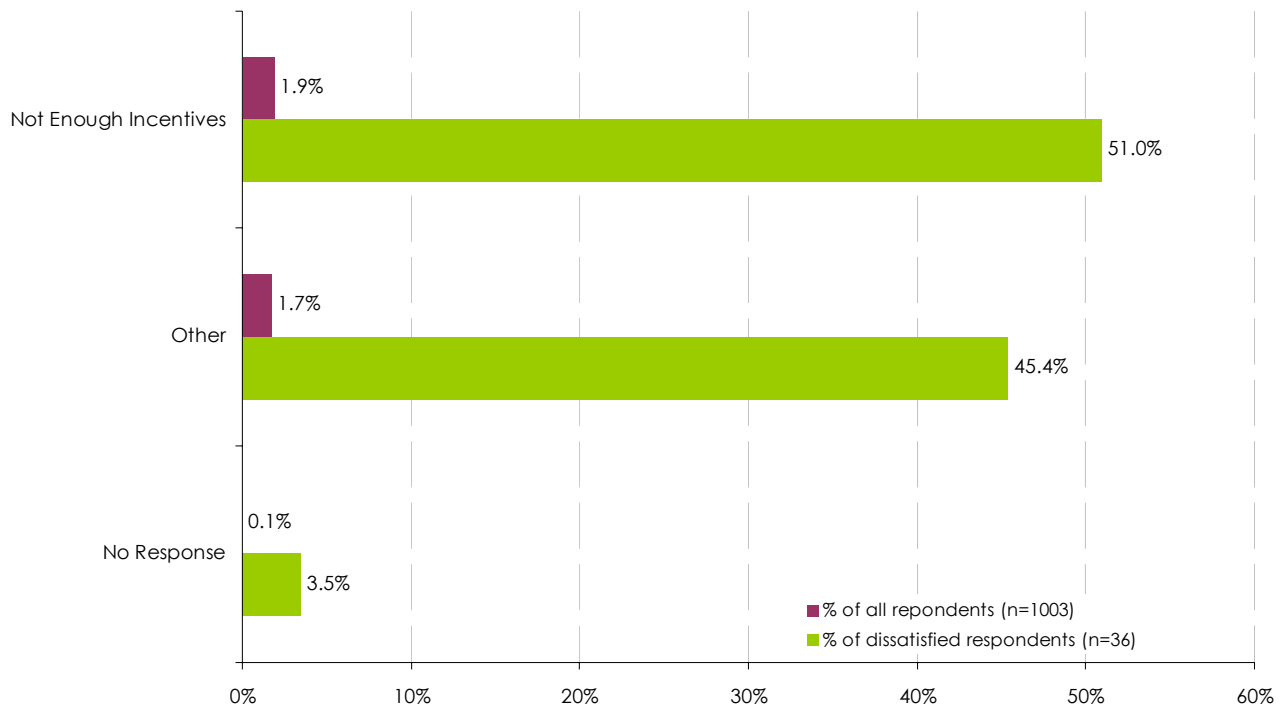


Economic Development

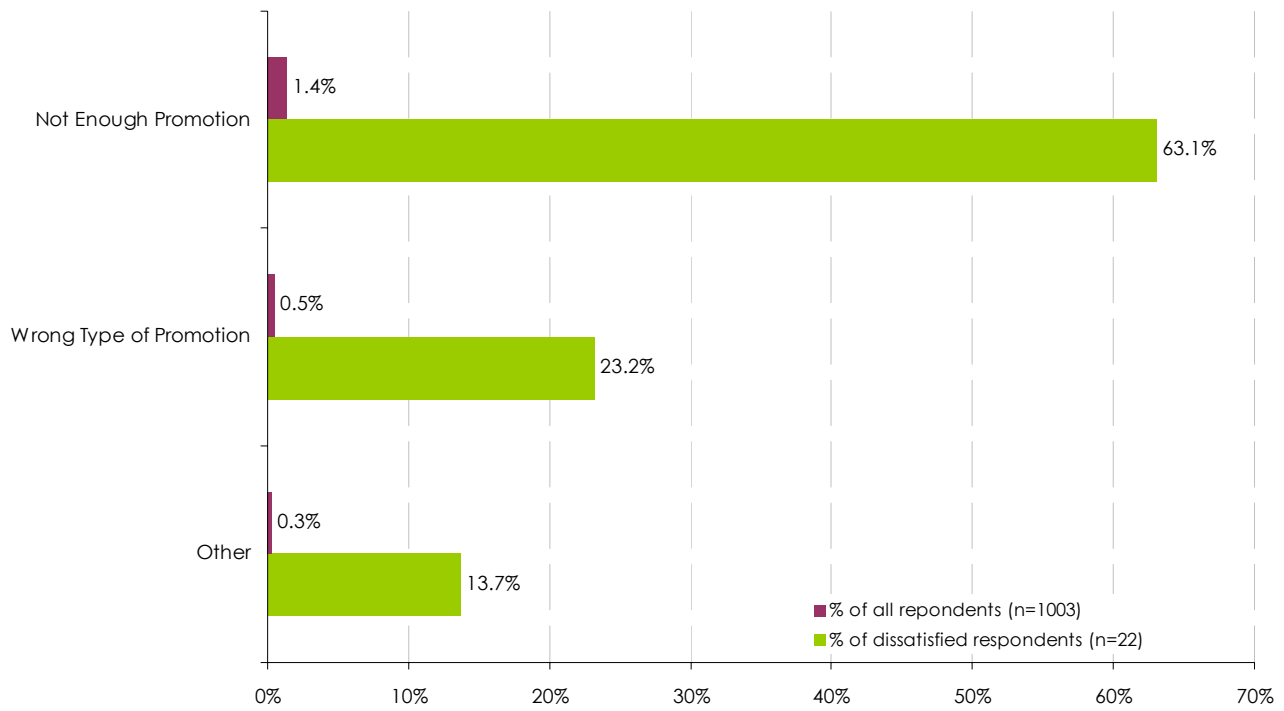
9.5.12 Reasons for Low Satisfaction with Supporting Local Industry and Business



9.5.13 Reasons for Low Satisfaction with Attracting New Business to the City

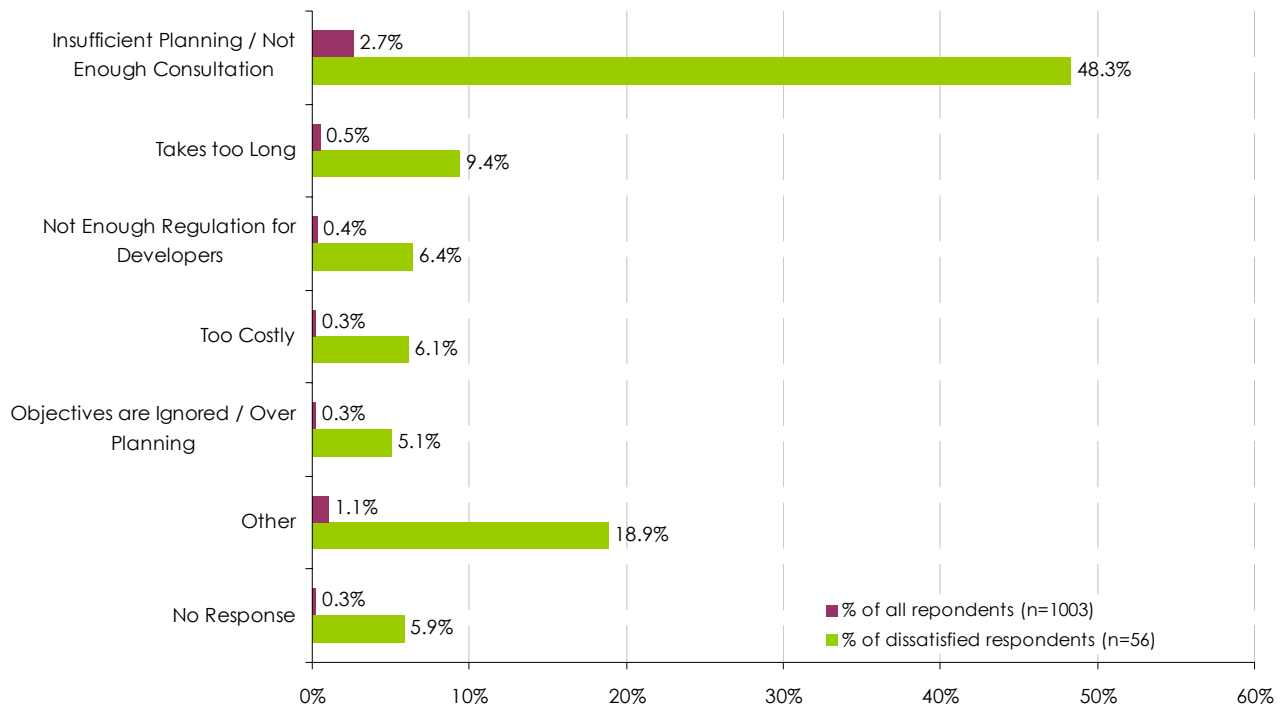


9.5.14 Reasons for Low Satisfaction with Promoting the City

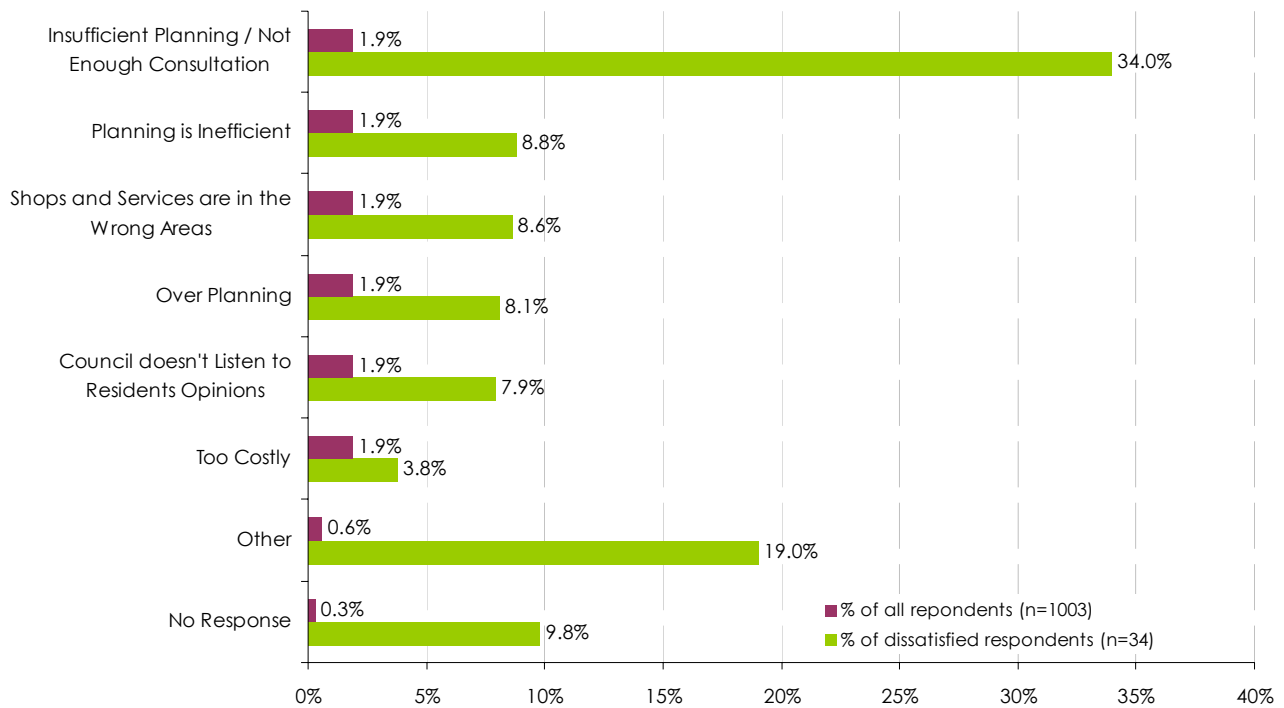


Planning and Development

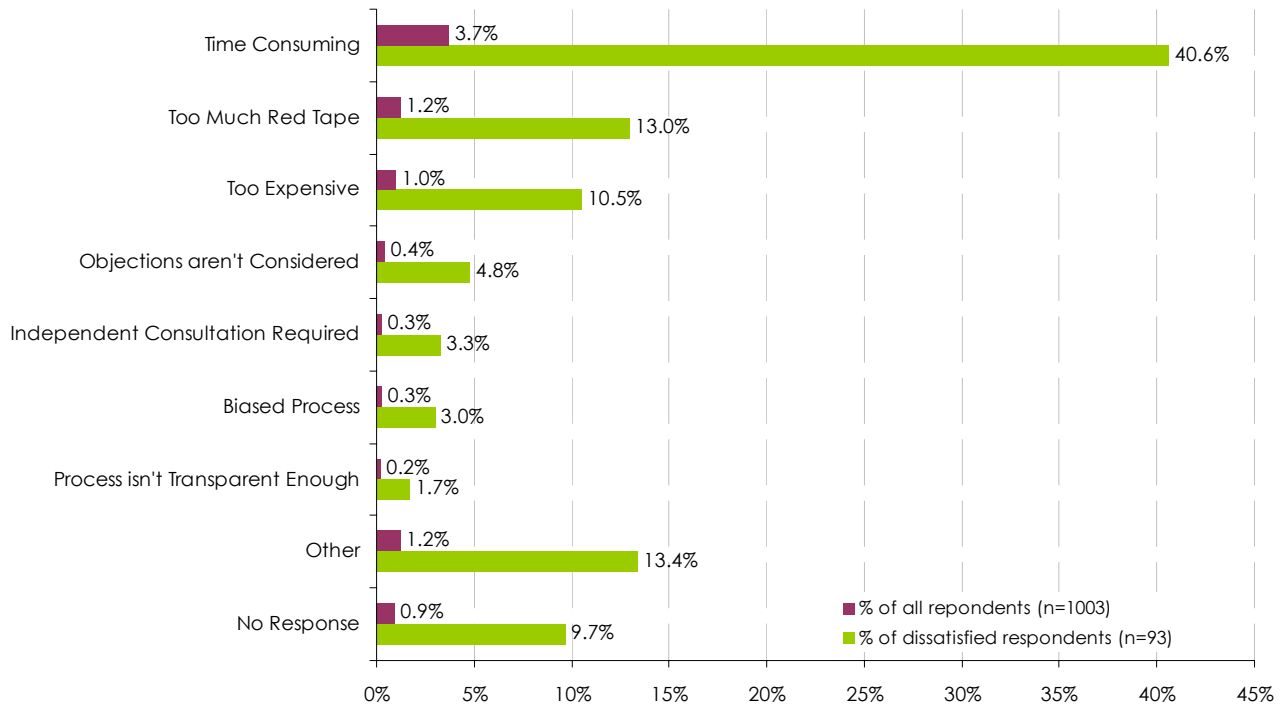
9.5.15 Reasons for Low Satisfaction with Planning for Residential Development



9.5.16 Reasons for Low Satisfaction with Planning for Commercial Development

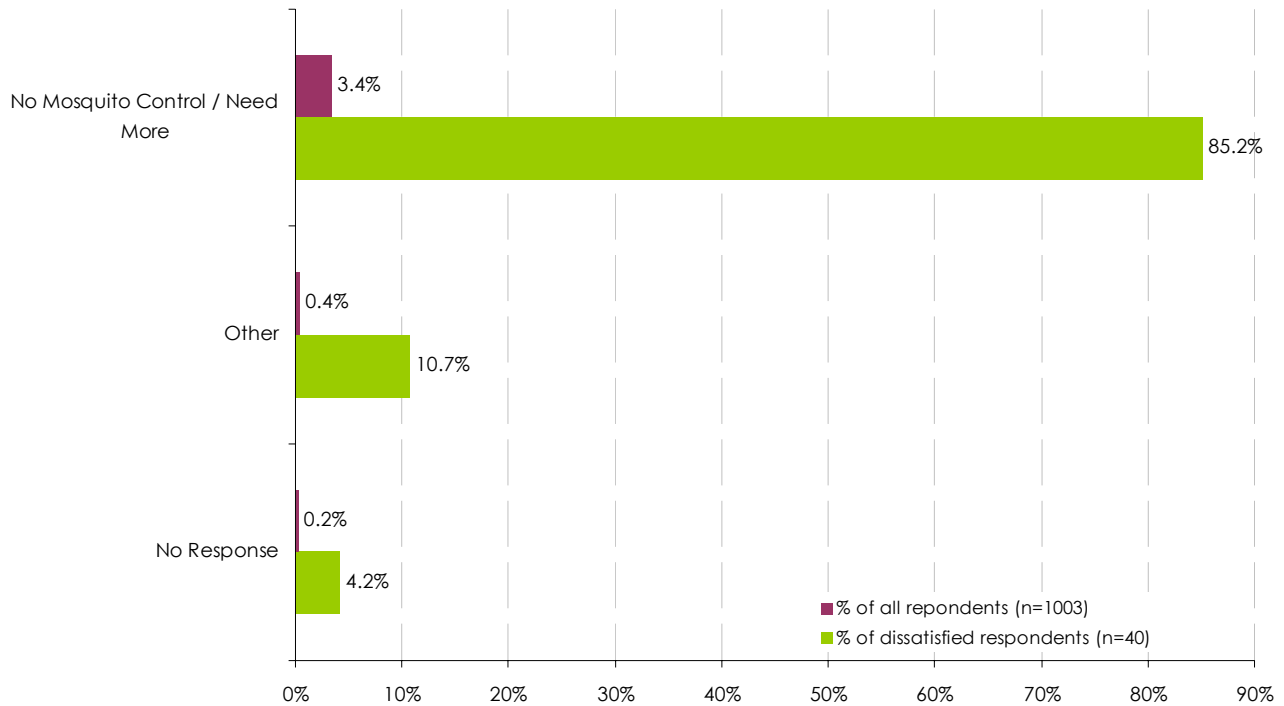


9.5.17 Reasons for Low Satisfaction with Development Approval Process

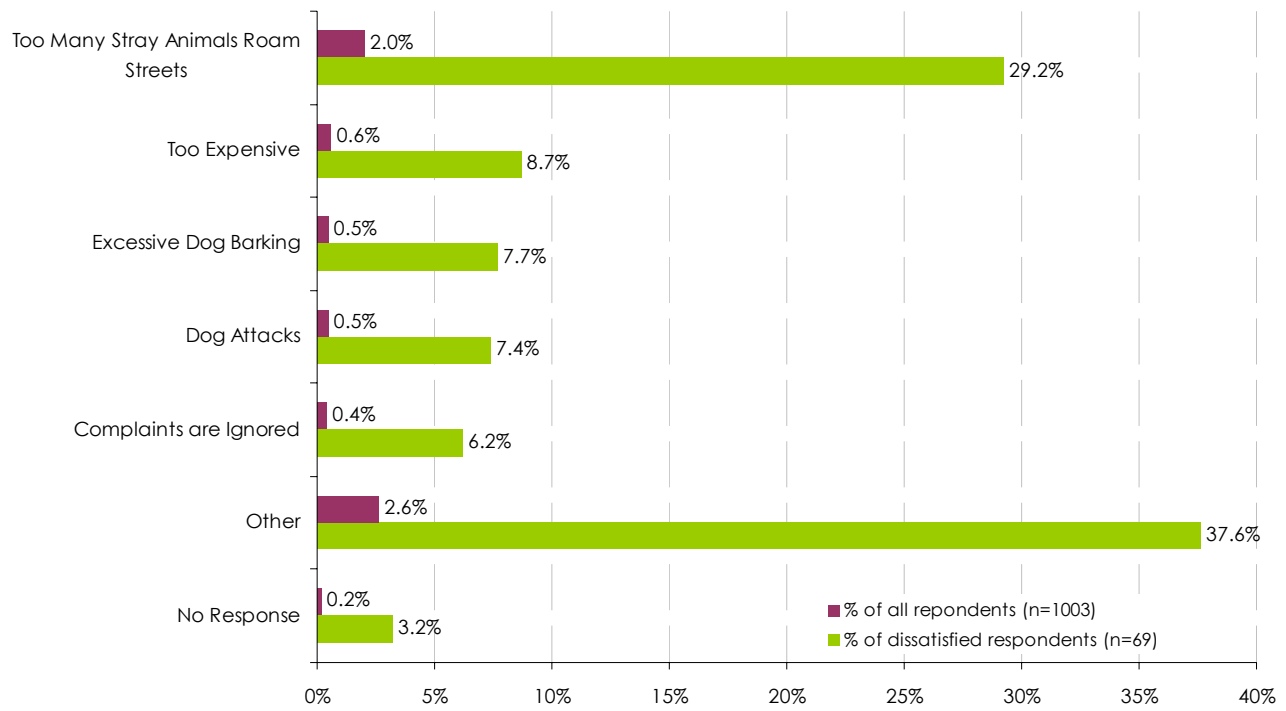


Regulatory and Health

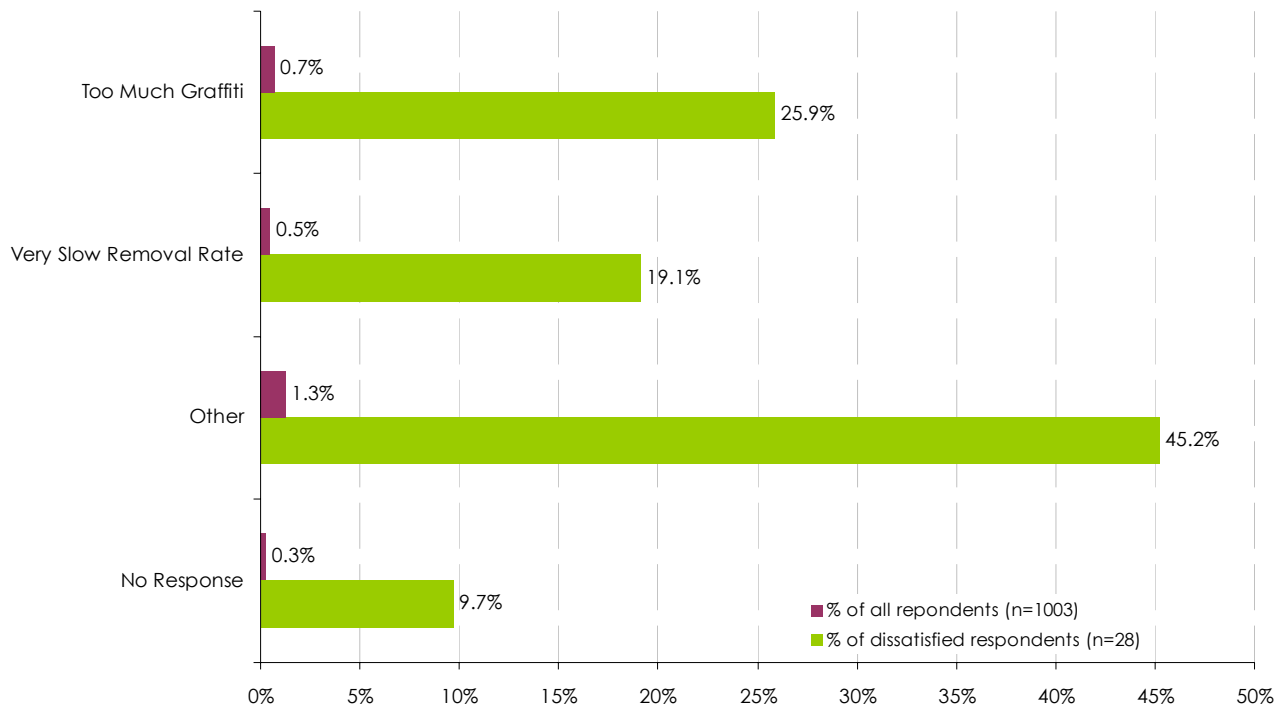
9.5.18 Reasons for Low Satisfaction with Mosquito Control



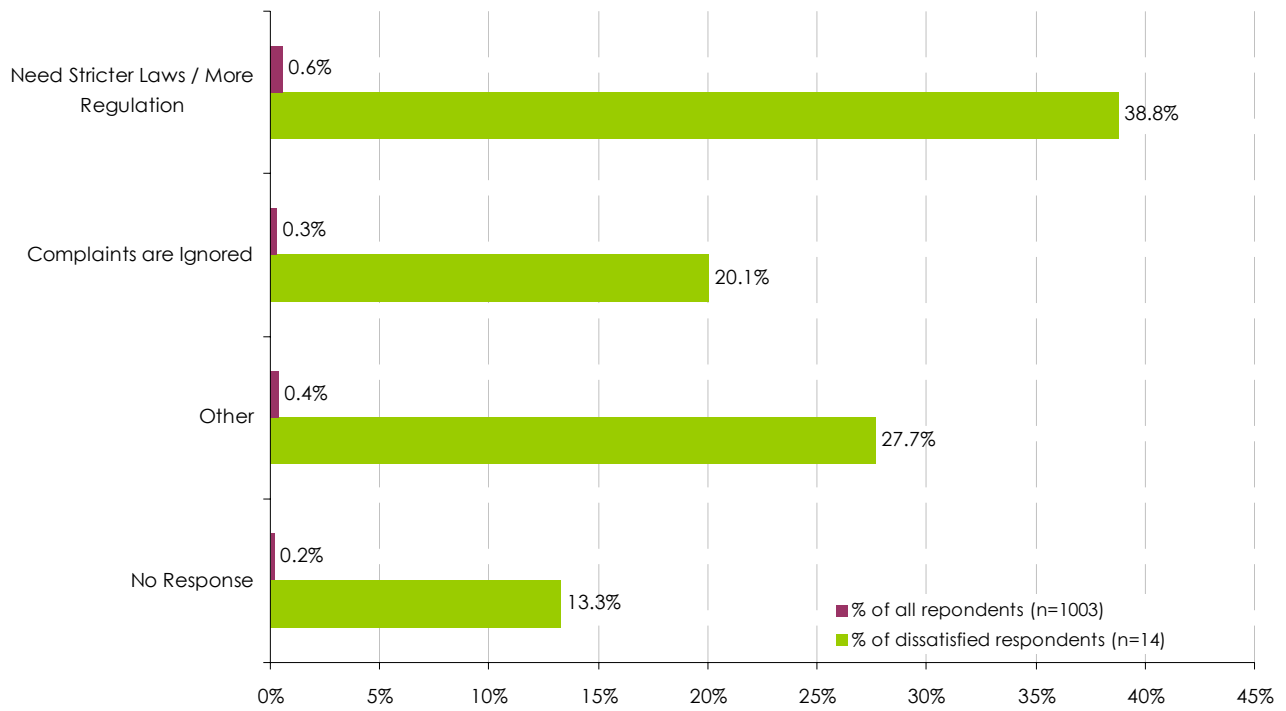
9.5.19 Reasons for Low Satisfaction with Animal Control



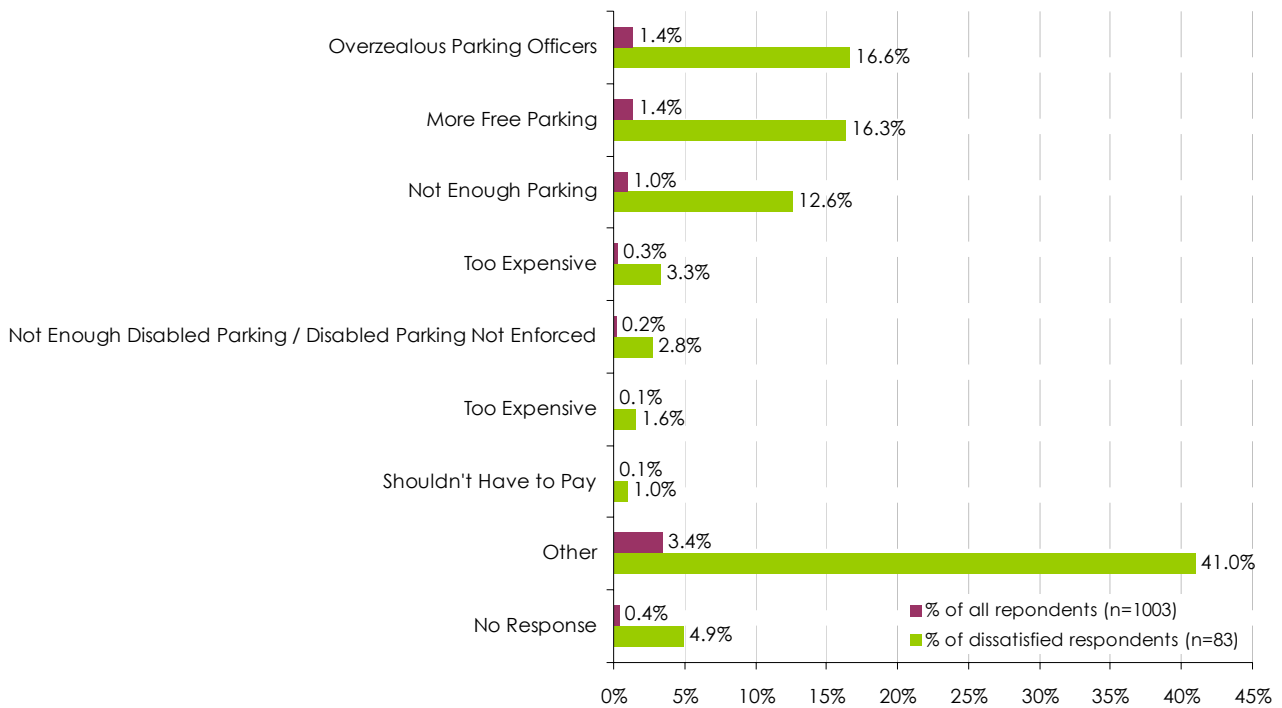
9.5.20 Reasons for Low Satisfaction with Graffiti Removal



9.5.21 Reasons for Low Satisfaction with Food Safety in Local Eateries

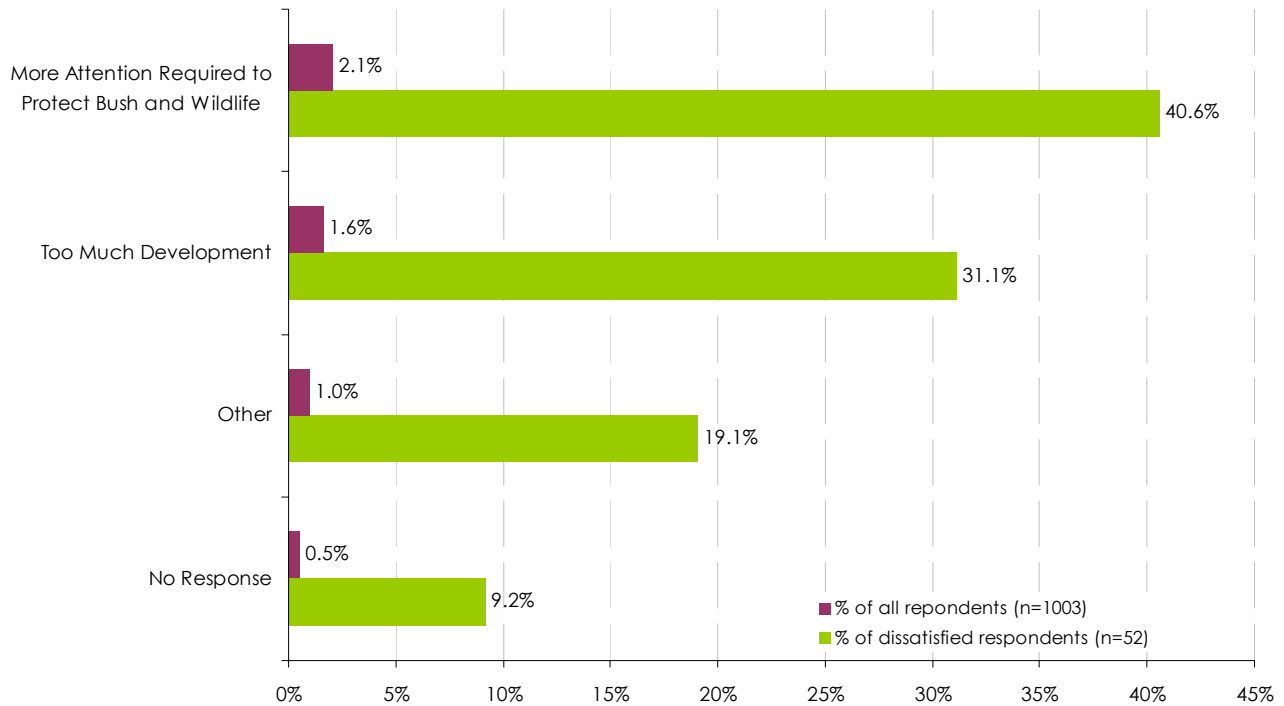


9.5.22 Reasons for Low Satisfaction with Enforcing Parking Regulations

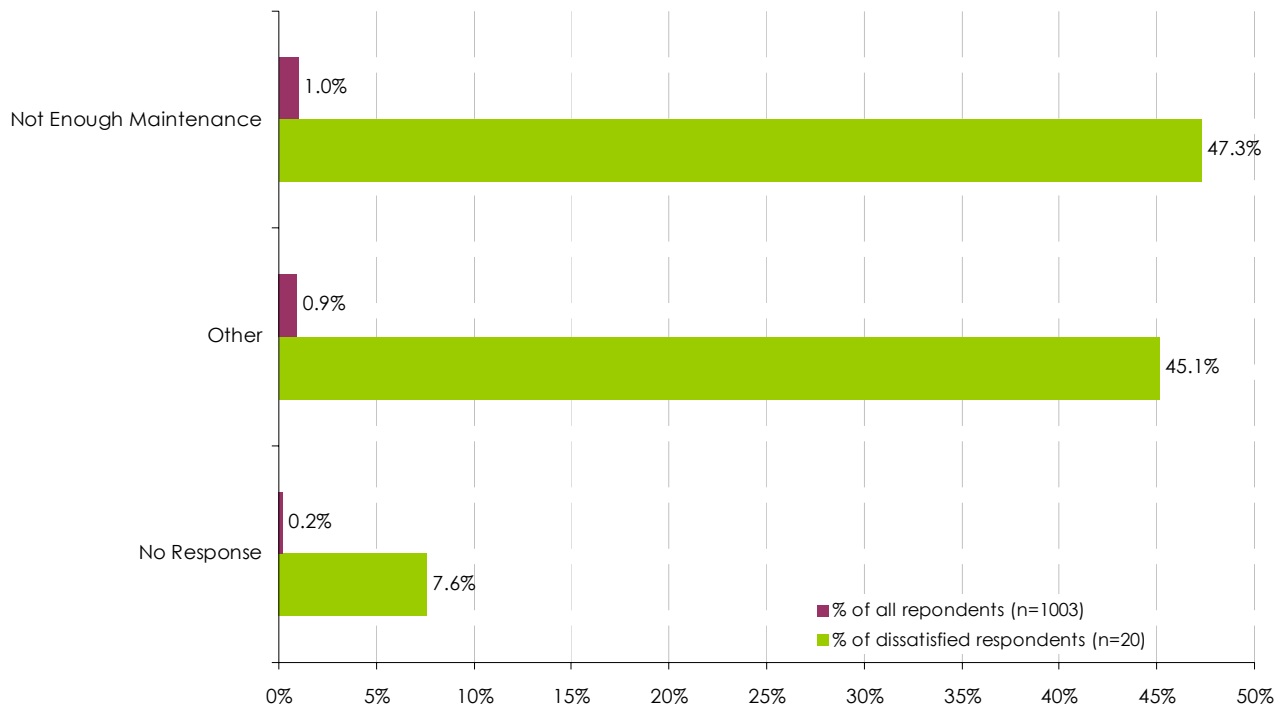


Environment

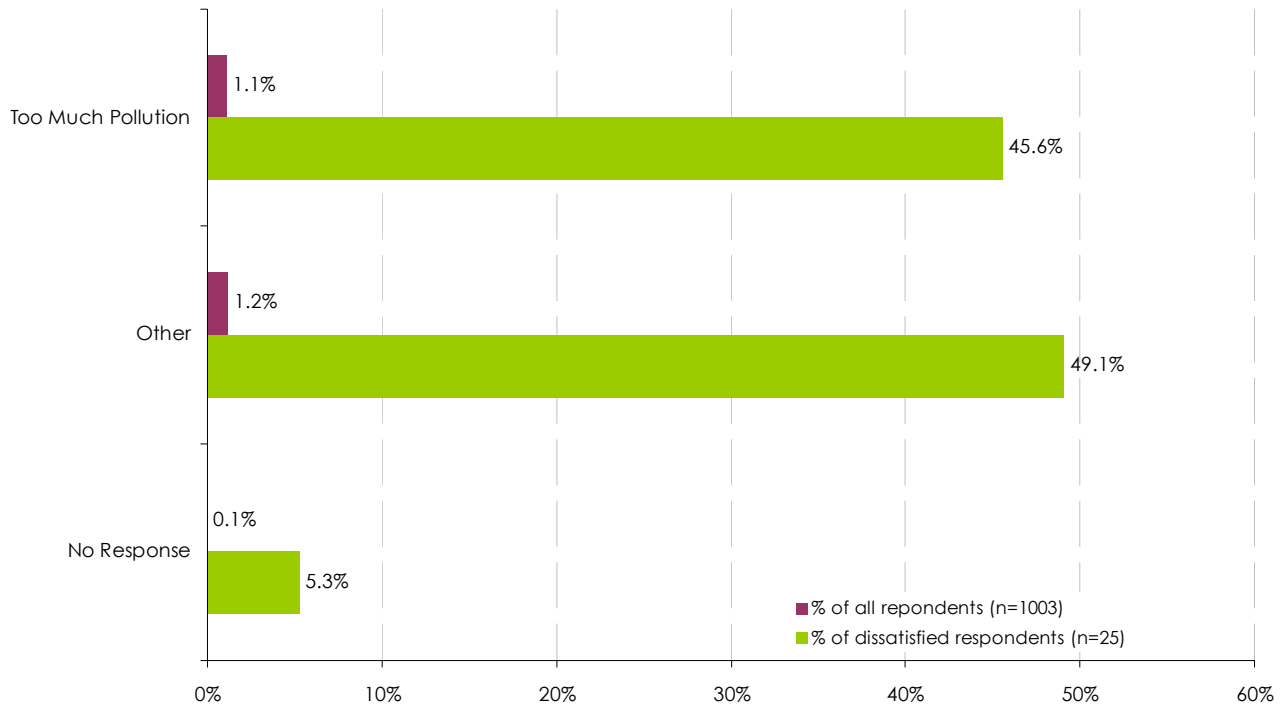
9.5.23 Reasons for Low Satisfaction with Protection of Bush Land and Wildlife



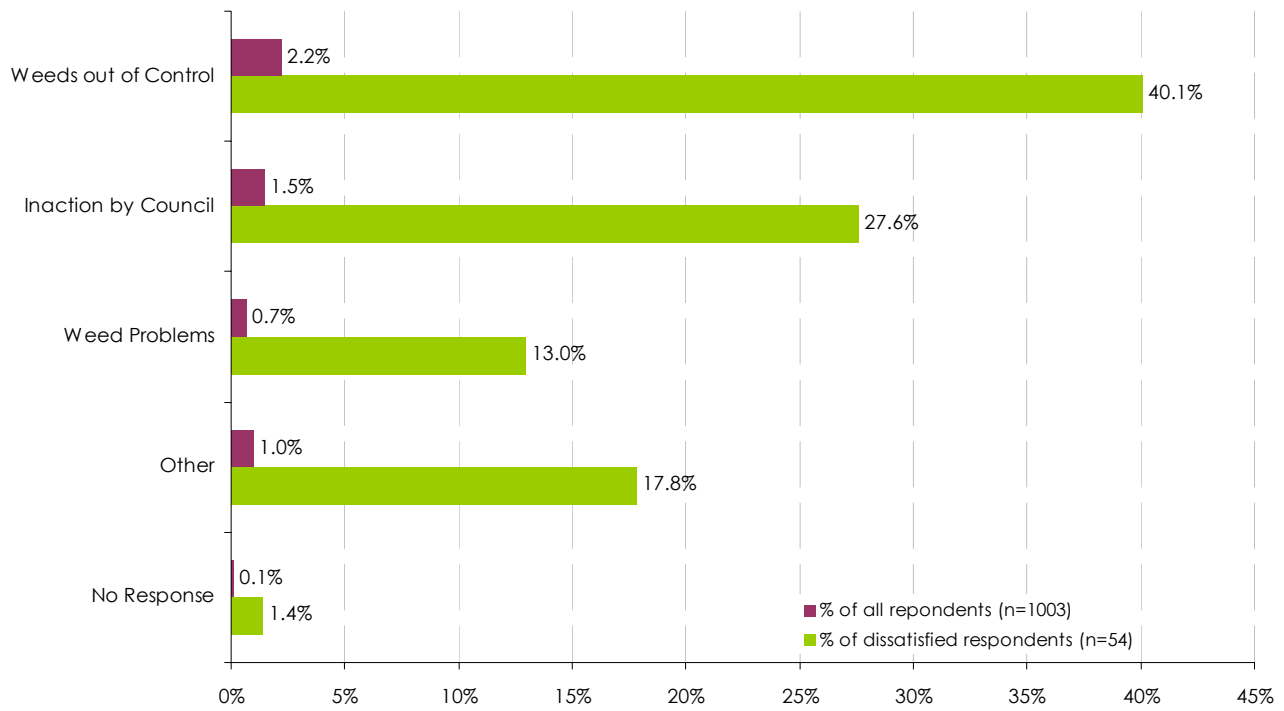
9.5.24 Reasons for Low Satisfaction with Protection of Beach Foreshore



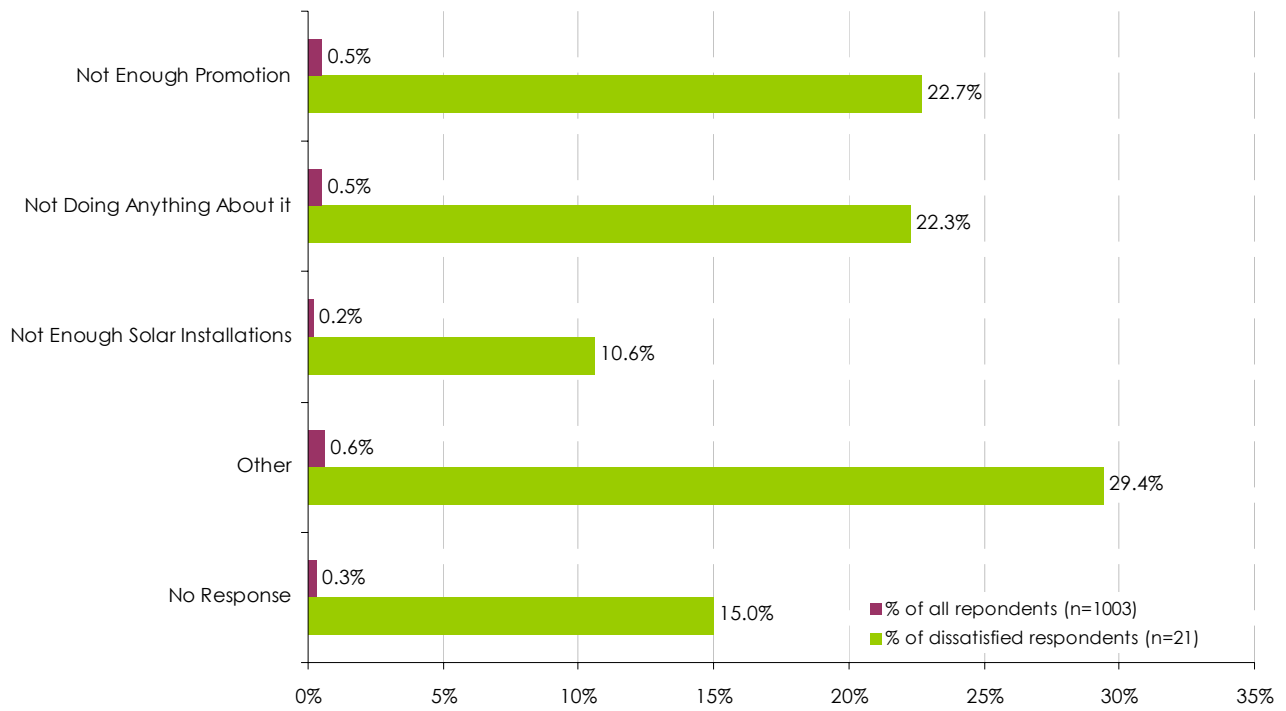
9.5.25 Reasons for Low Satisfaction with Water Quality in our Waterways



9.5.26 Reasons for Low Satisfaction with Weed Control

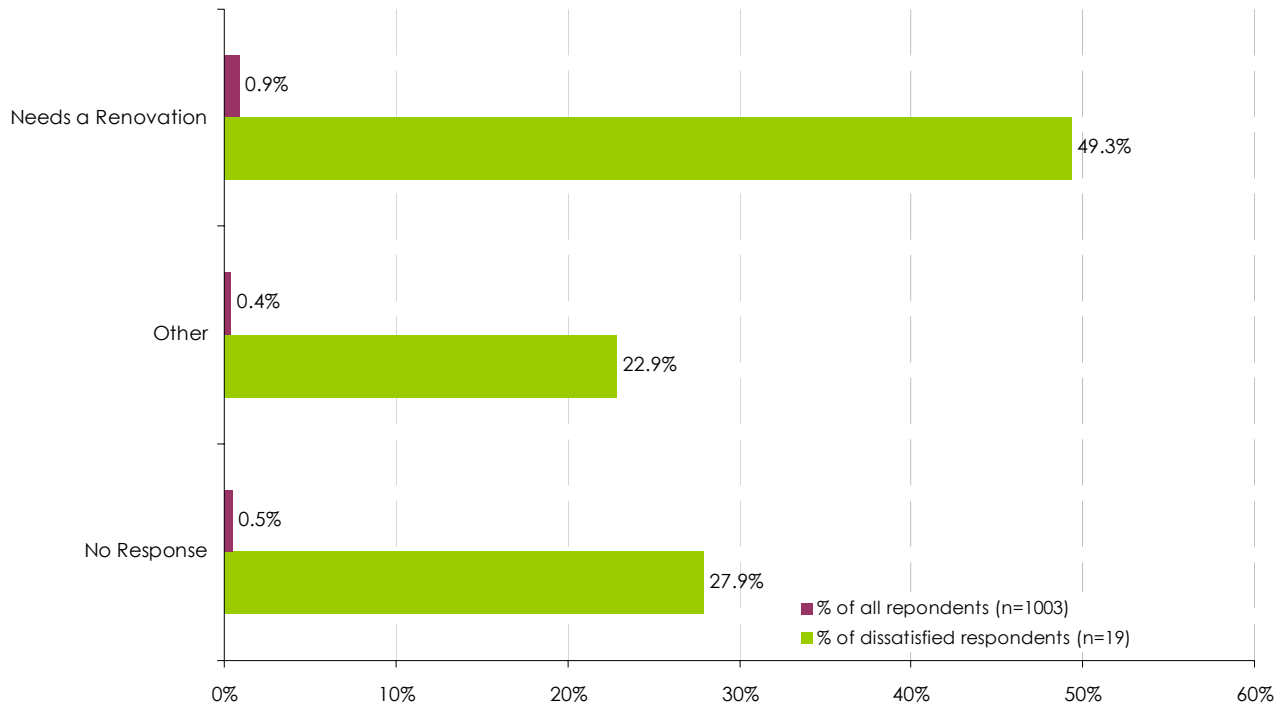


9.5.27 Reasons for Low Satisfaction with Council Environmental Initiatives

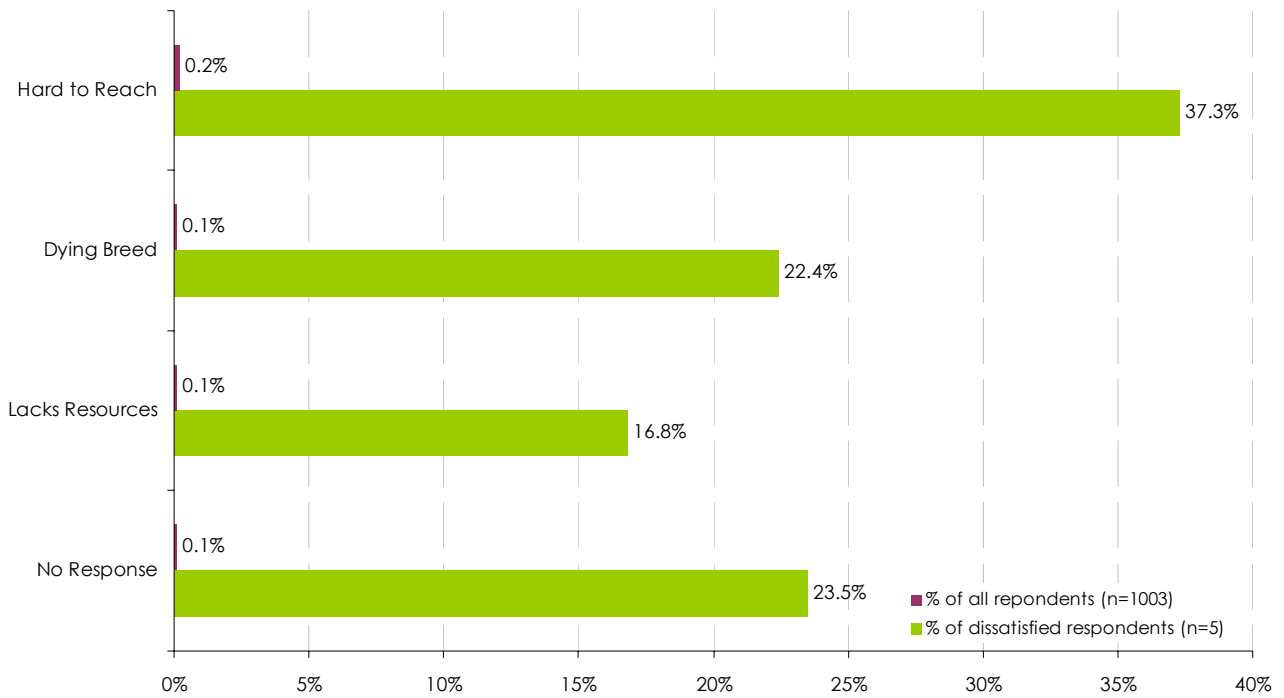


Culture

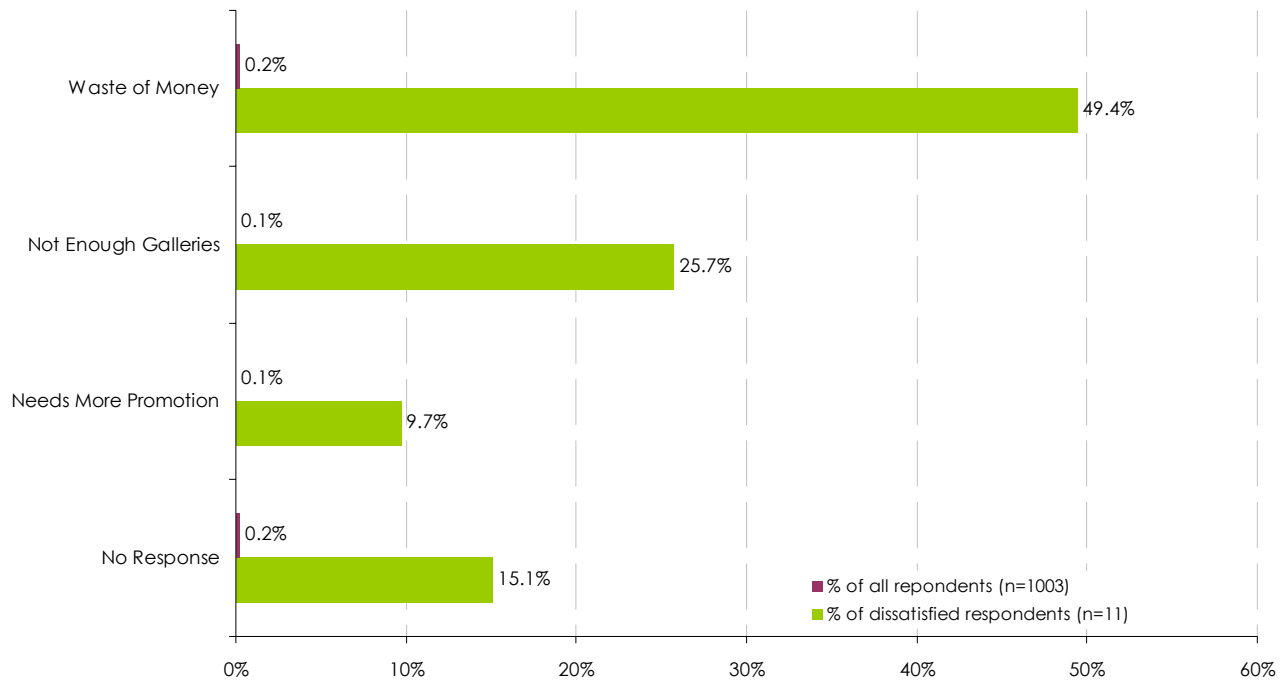
9.5.28 Reasons for Low Satisfaction with Townsville Civic Theatre



9.5.29 Reasons for Low Satisfaction with Libraries

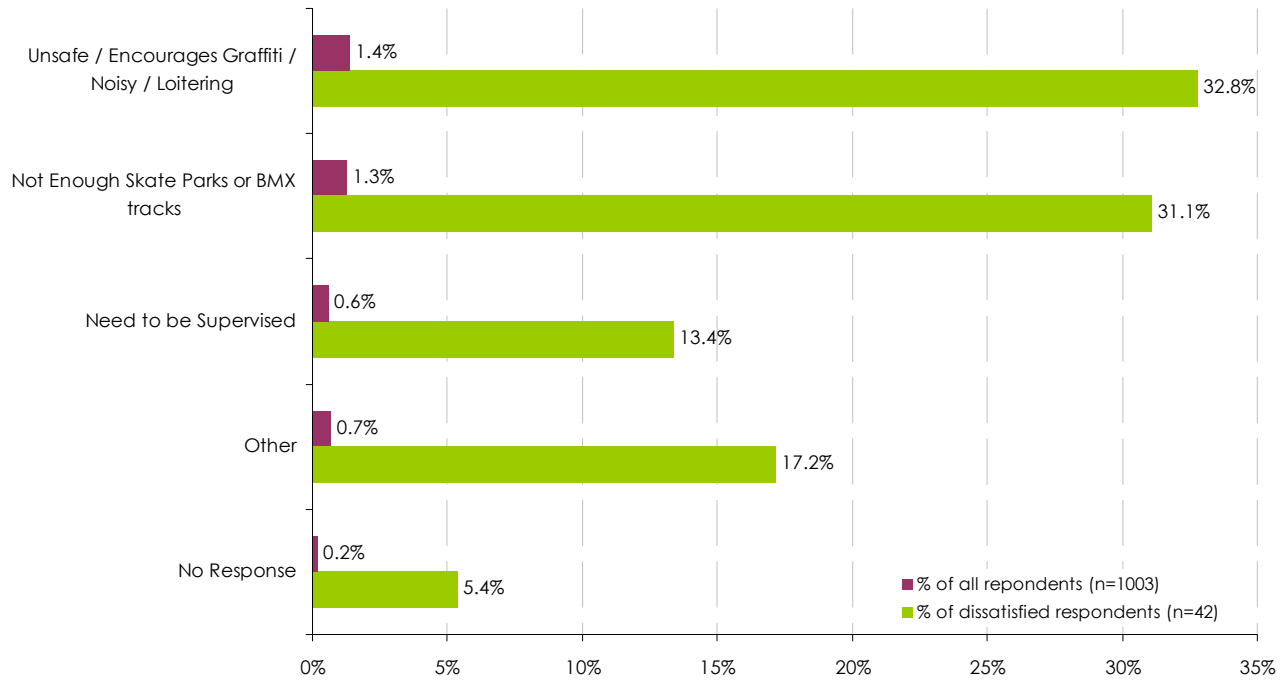


9.5.30 Reasons for Low Satisfaction with Local Galleries

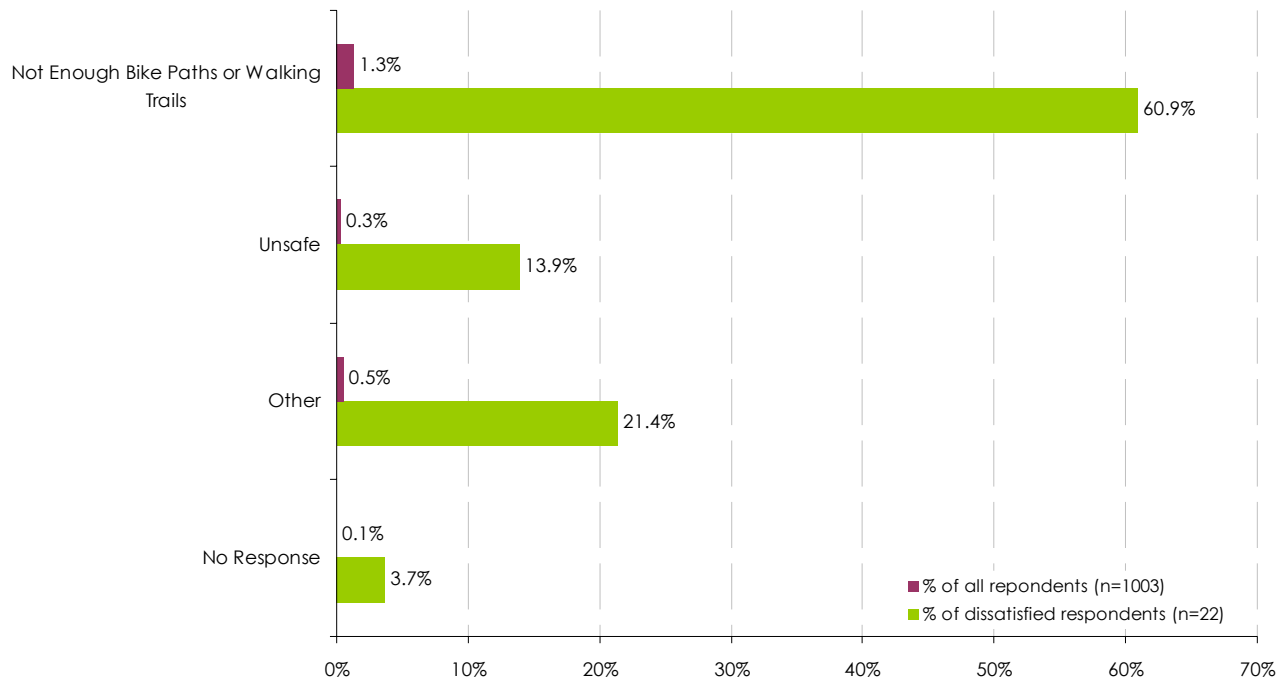


Sporting and Recreational

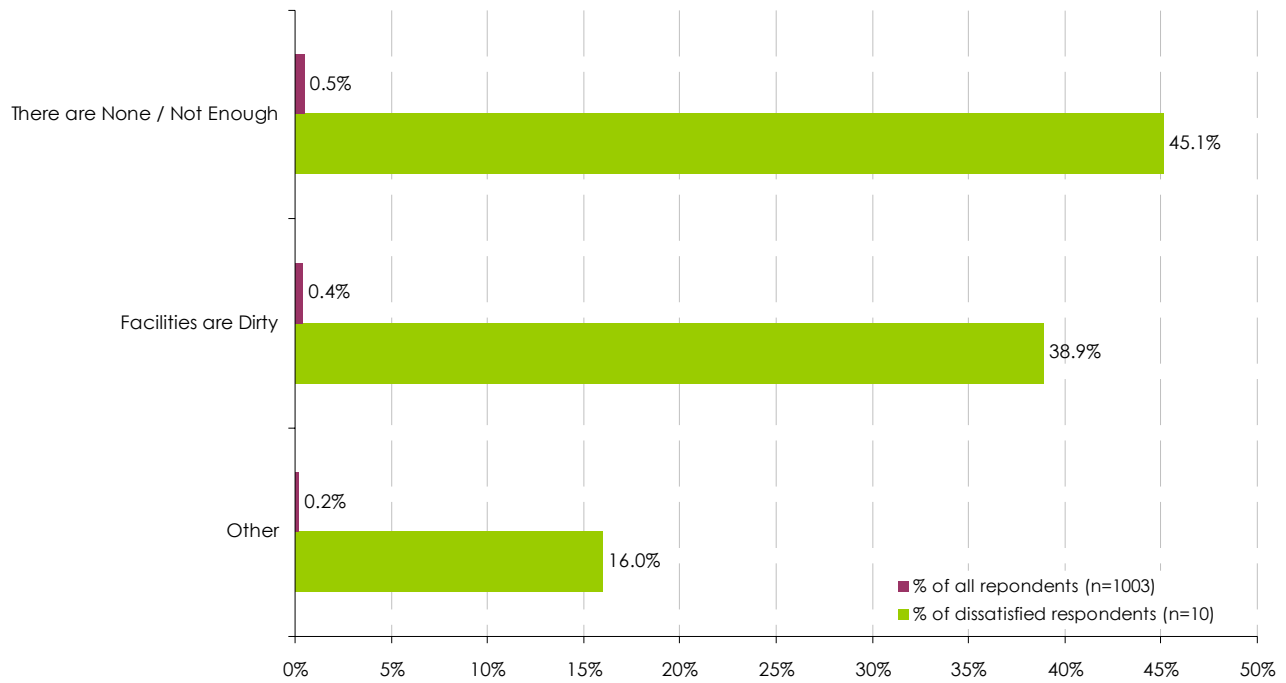
9.5.31 Reasons for Low Satisfaction with Skate Parks and BMX Tracks



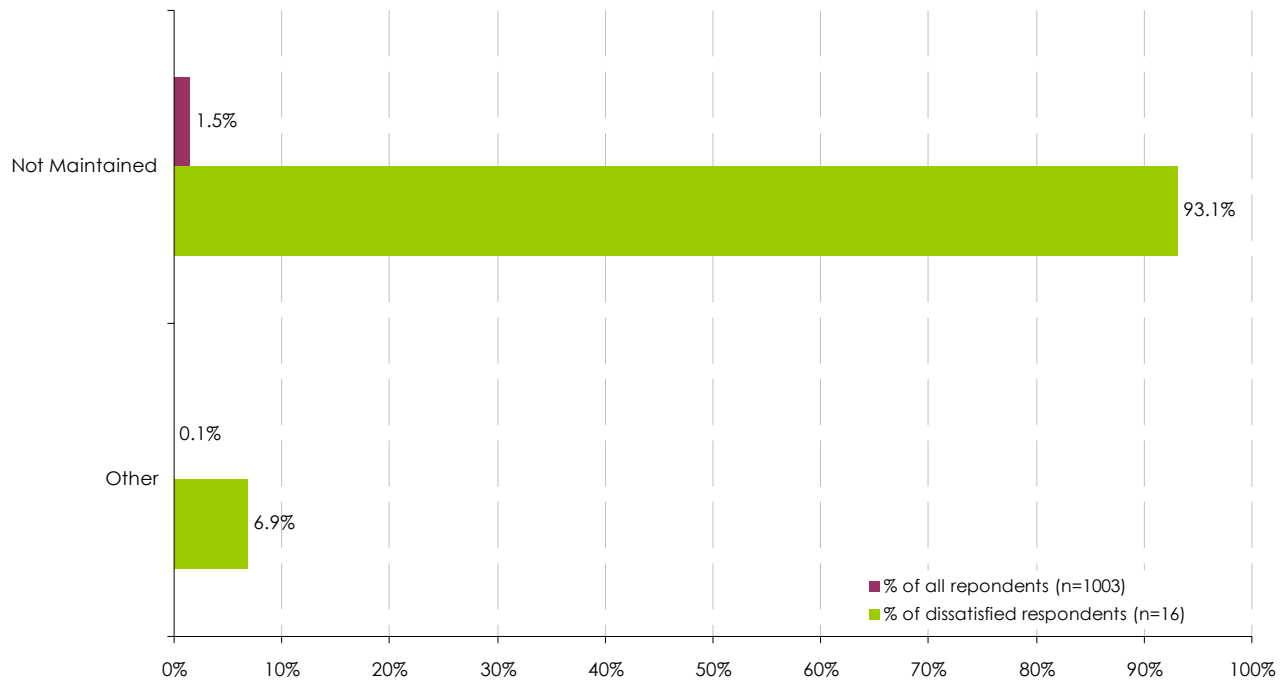
9.5.32 Reasons for Low Satisfaction with Bike Paths and Walking Trails



9.5.33 Reasons for Low Satisfaction with Public Swimming Facilities

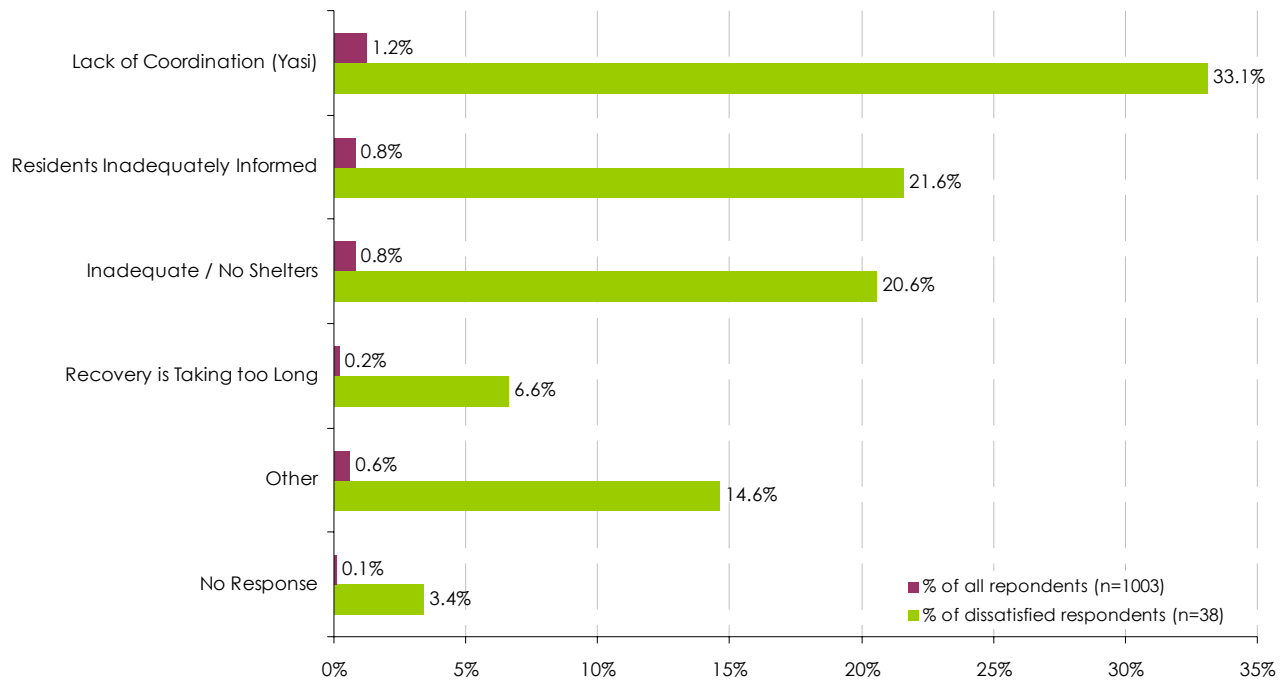


9.5.34 Reasons for Low Satisfaction with Maintenance of Parks and Sporting Fields

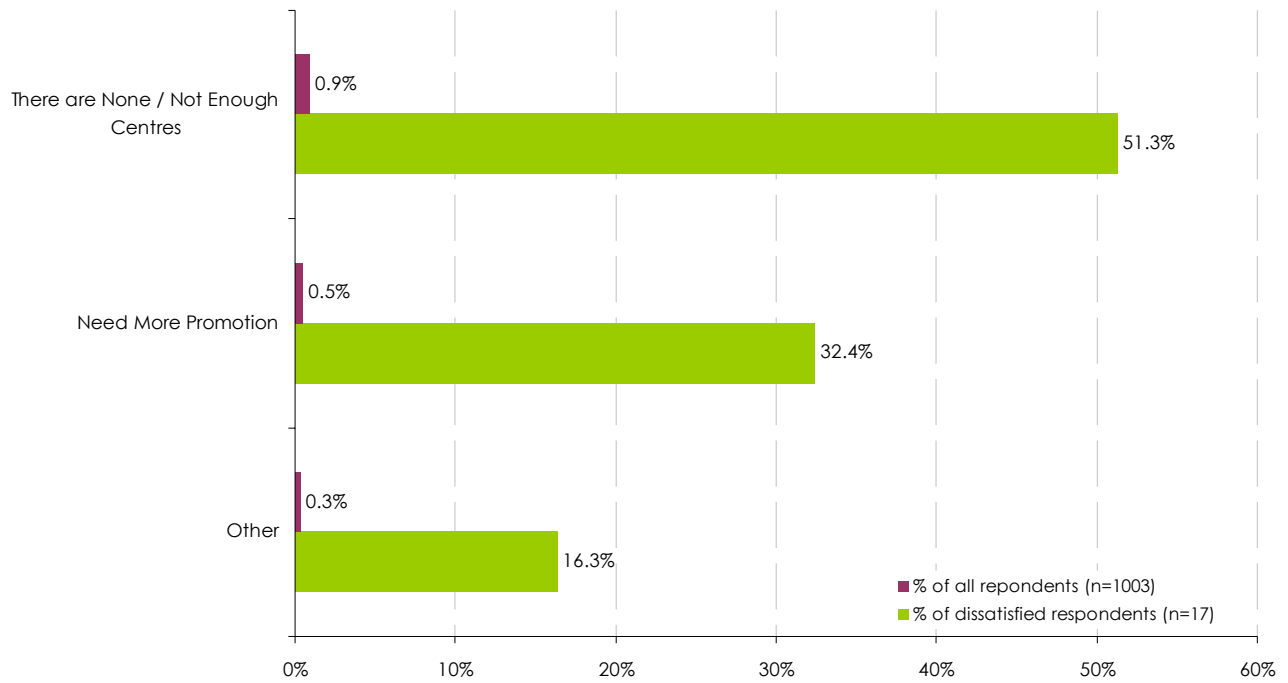


Supporting Communities

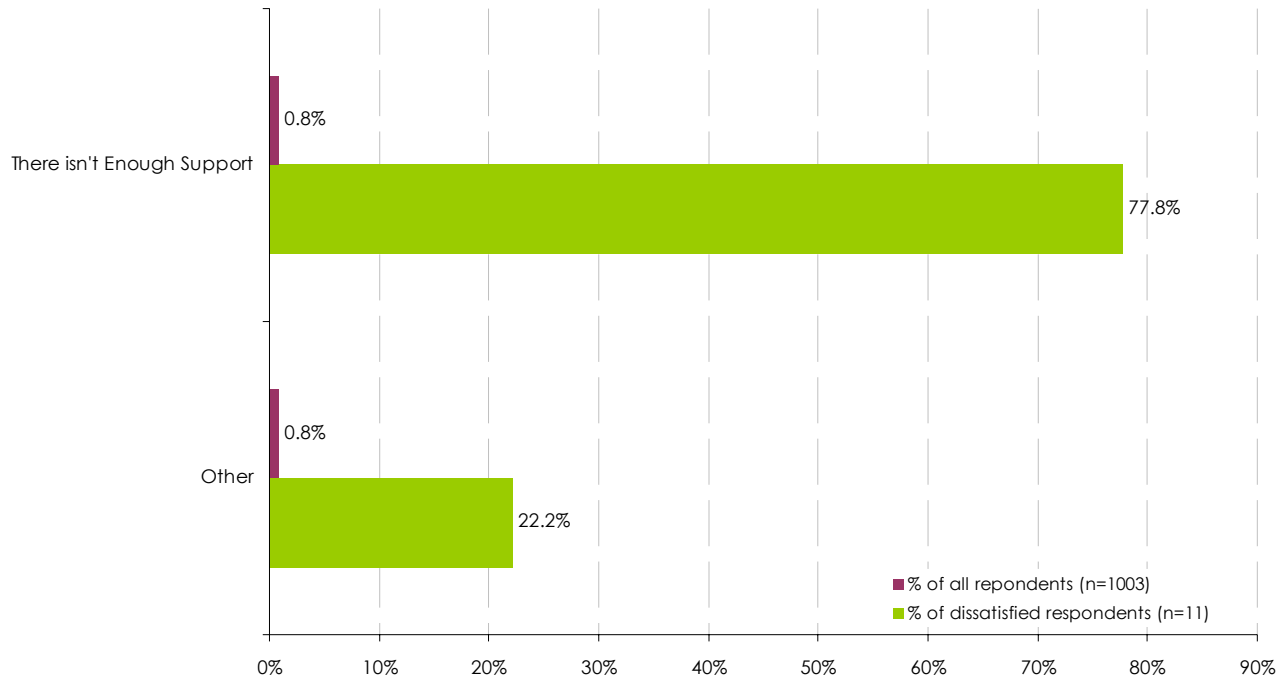
9.5.35 Reasons for Low Satisfaction with Management of Emergency Events Such as Cyclones and Floods



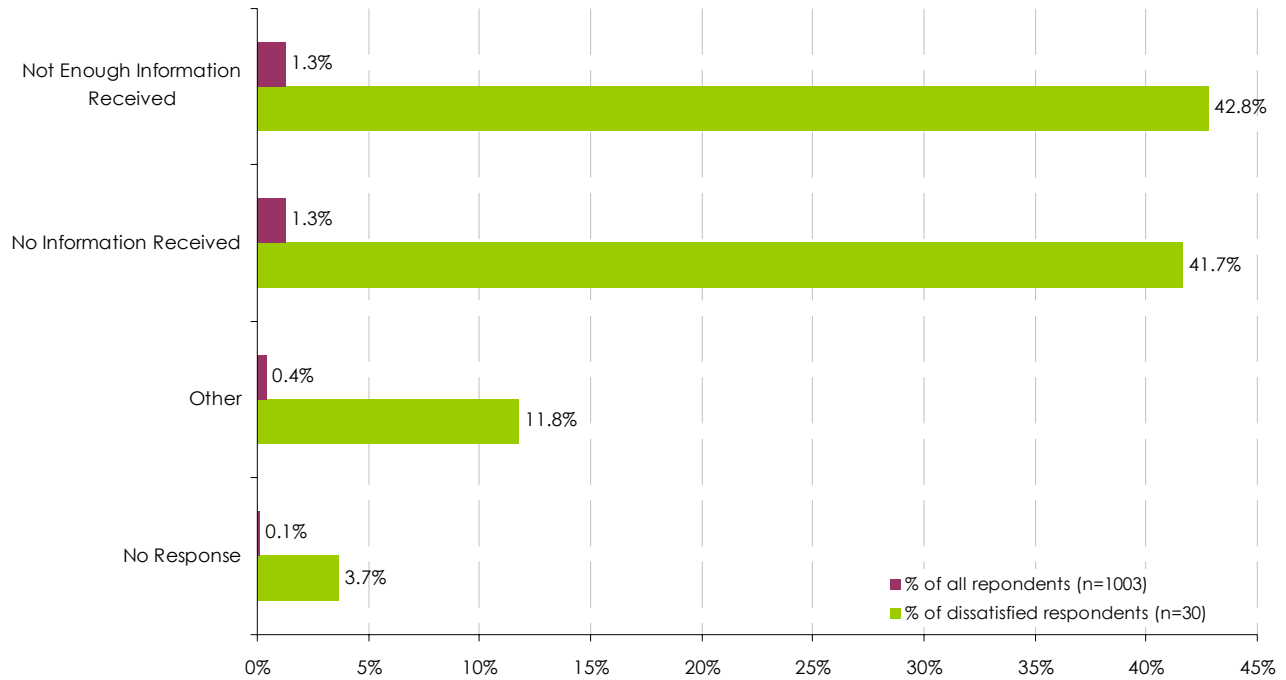
9.5.36 Reasons for Low Satisfaction with Community and Neighbourhood Centres



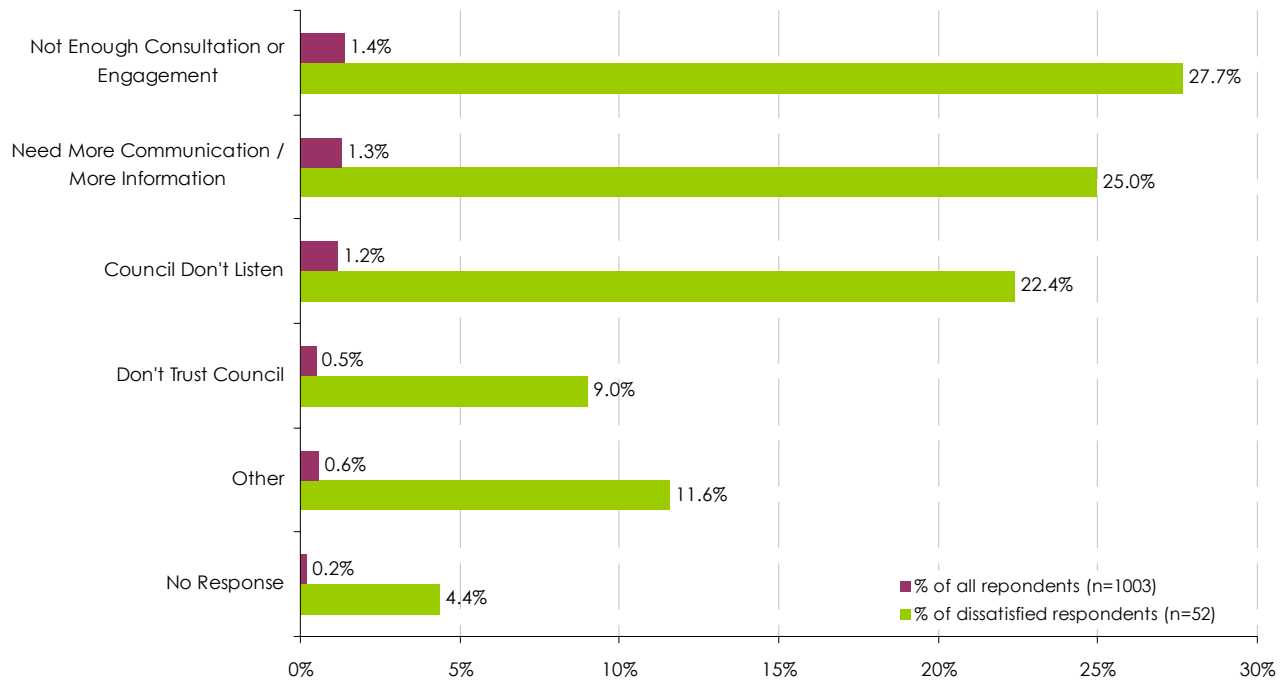
9.5.37 Reasons for Low Satisfaction with Council's Support for Local Community and Sporting Groups



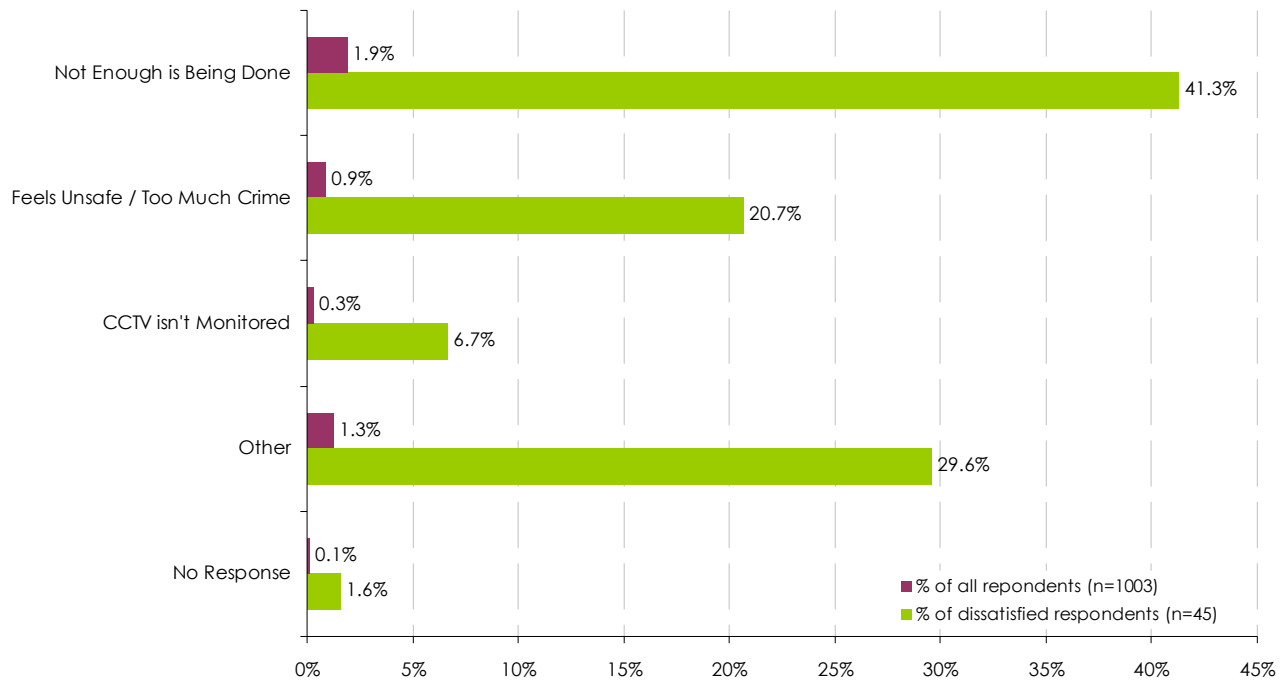
9.5.38 Reasons for Low Satisfaction with Informing the Community about Council Services and Facilities



9.5.39 Reasons for Low Satisfaction with Consulting and Engaging the Community

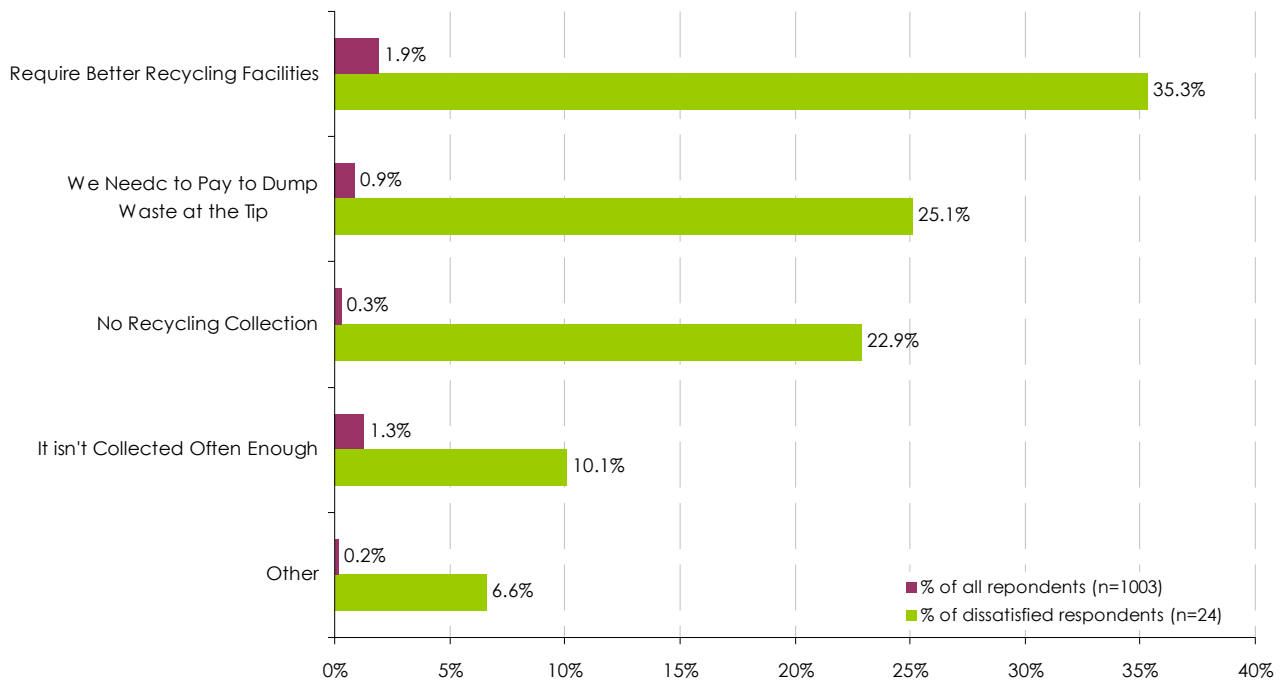


9.5.40 Reasons for Low Satisfaction with Community Safety Programs

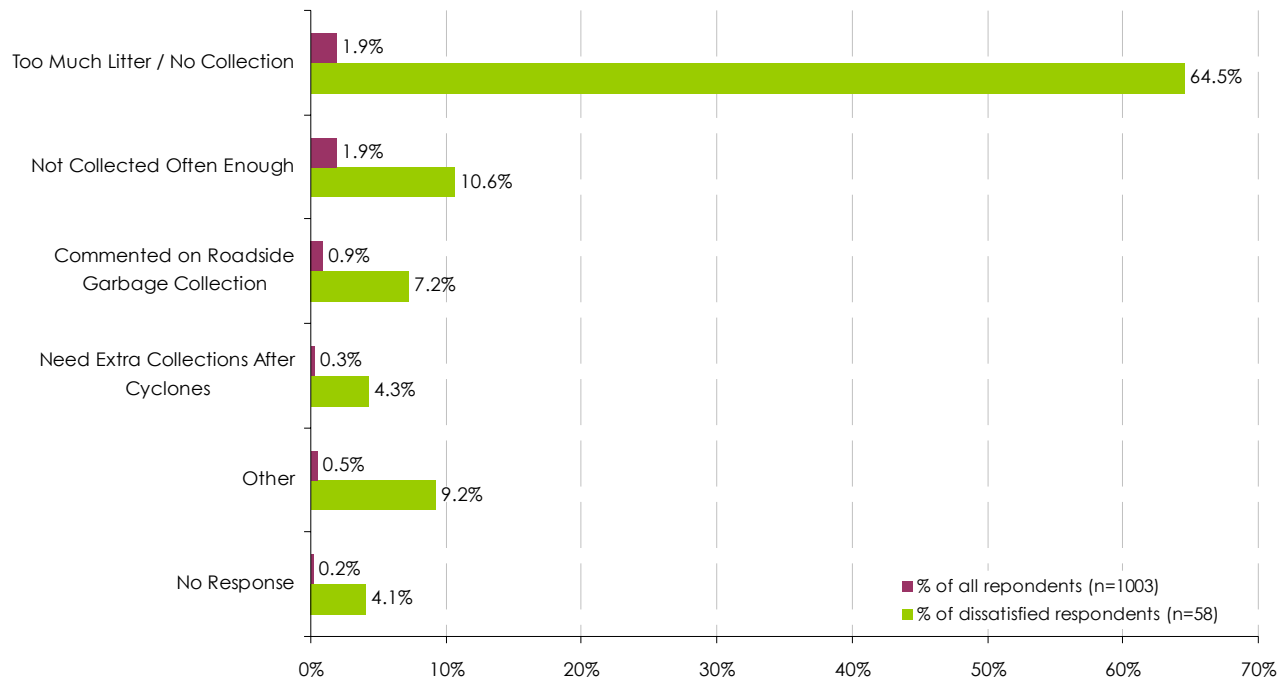


Waste Management

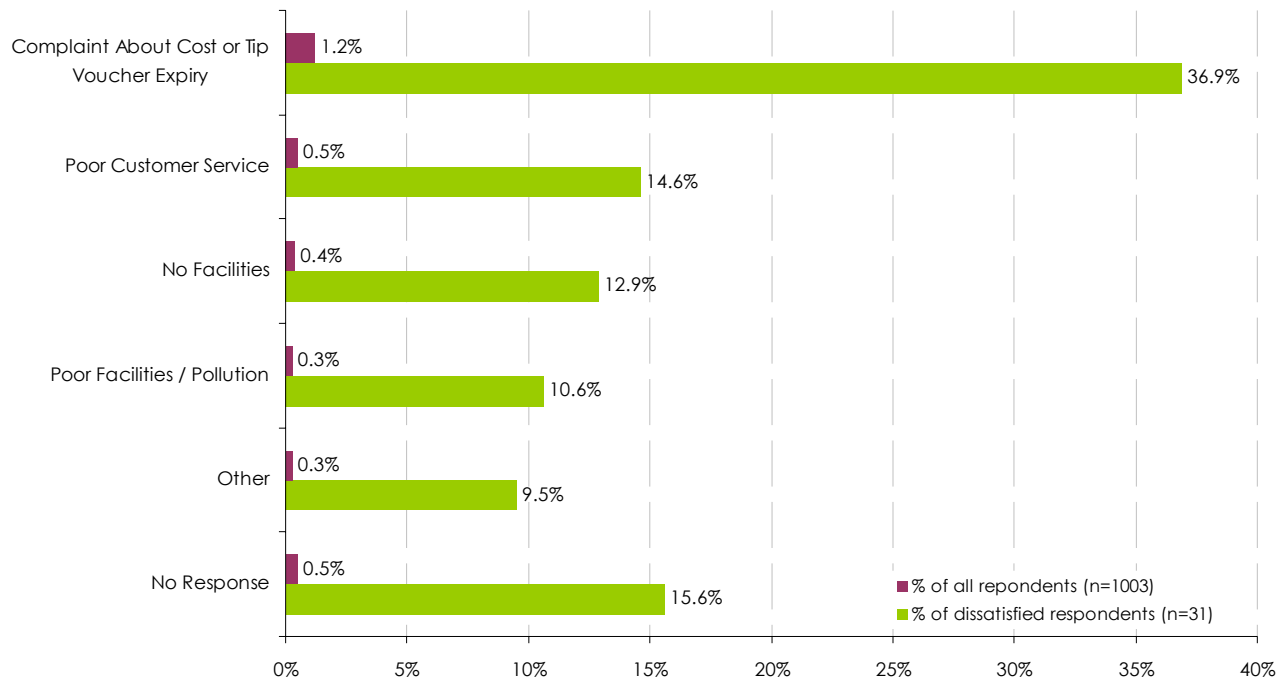
9.5.41 Reasons for Low Satisfaction with General Waste Collection and Recycling



9.5.42 Reasons for Low Satisfaction with Collection of Roadside Litter

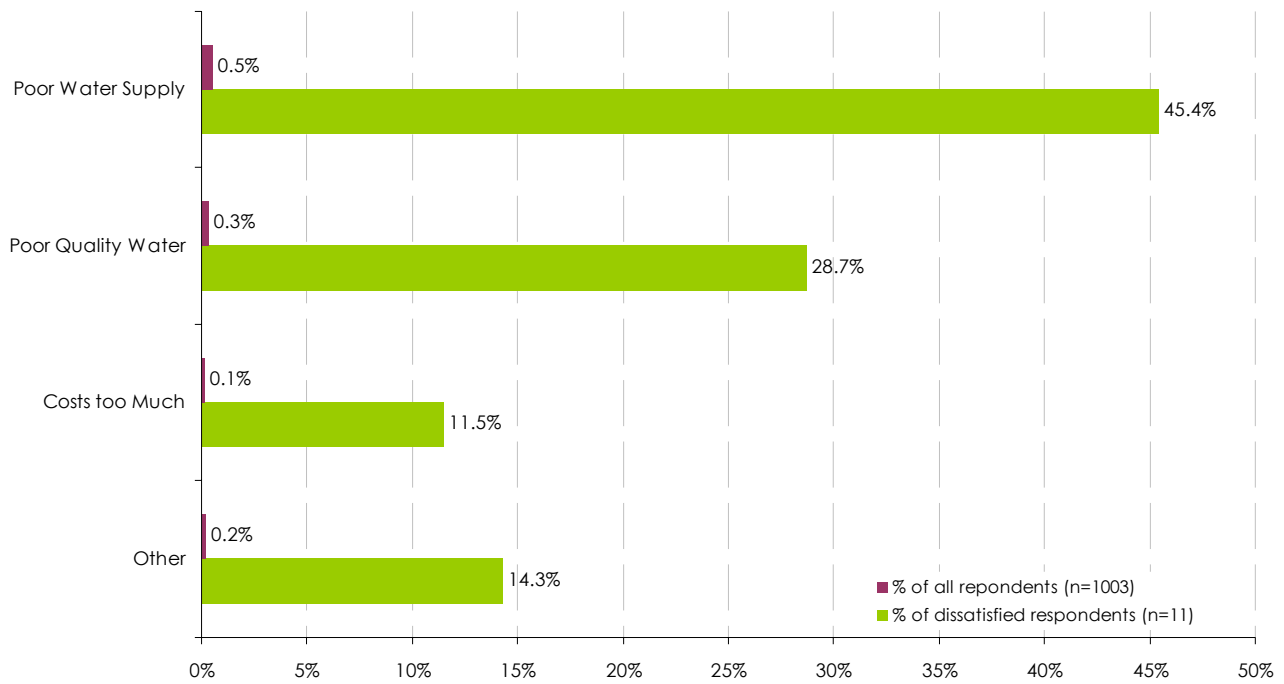


9.5.43 Reasons for Low Satisfaction with Management of Waste Facilities

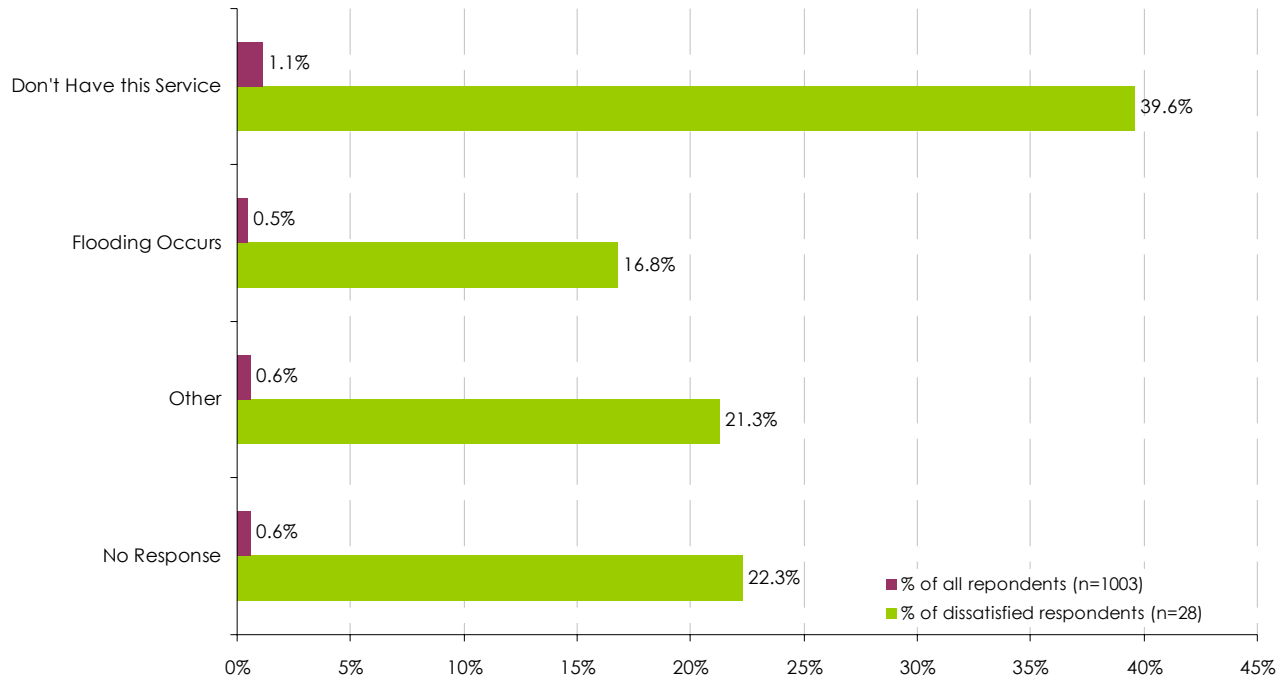


Utilities

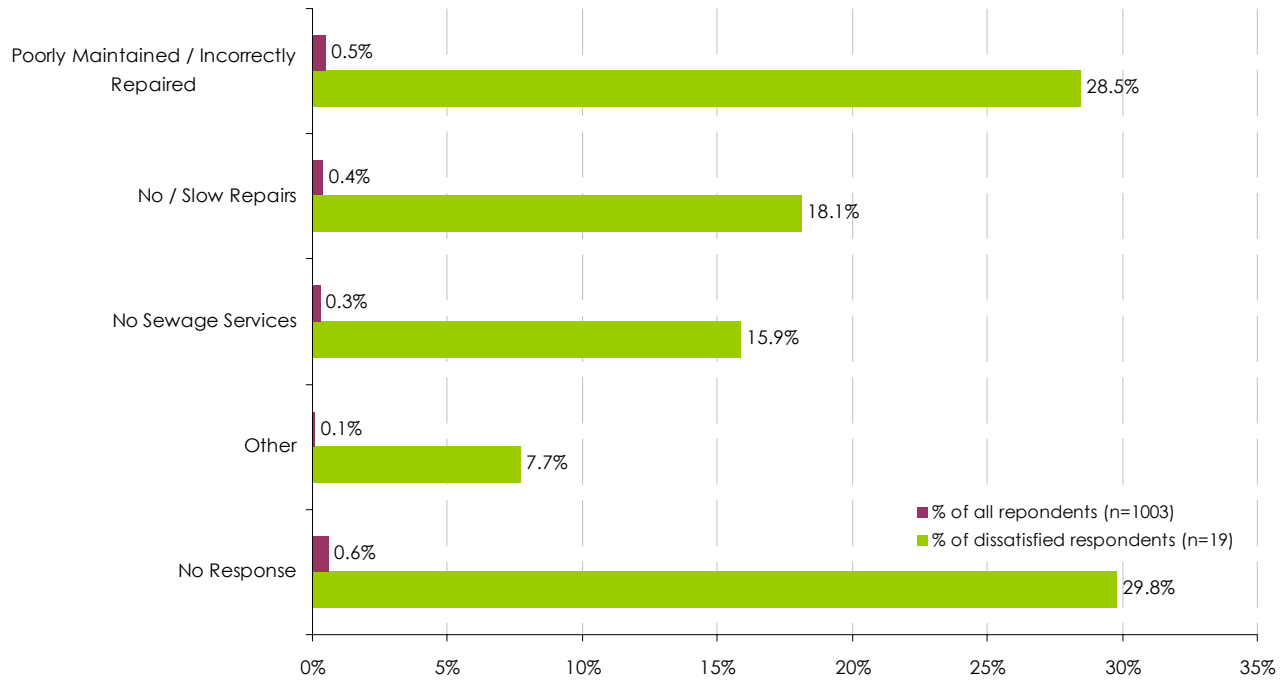
9.5.44 Reasons for Low Satisfaction with Quality and Reliability of Water Supply



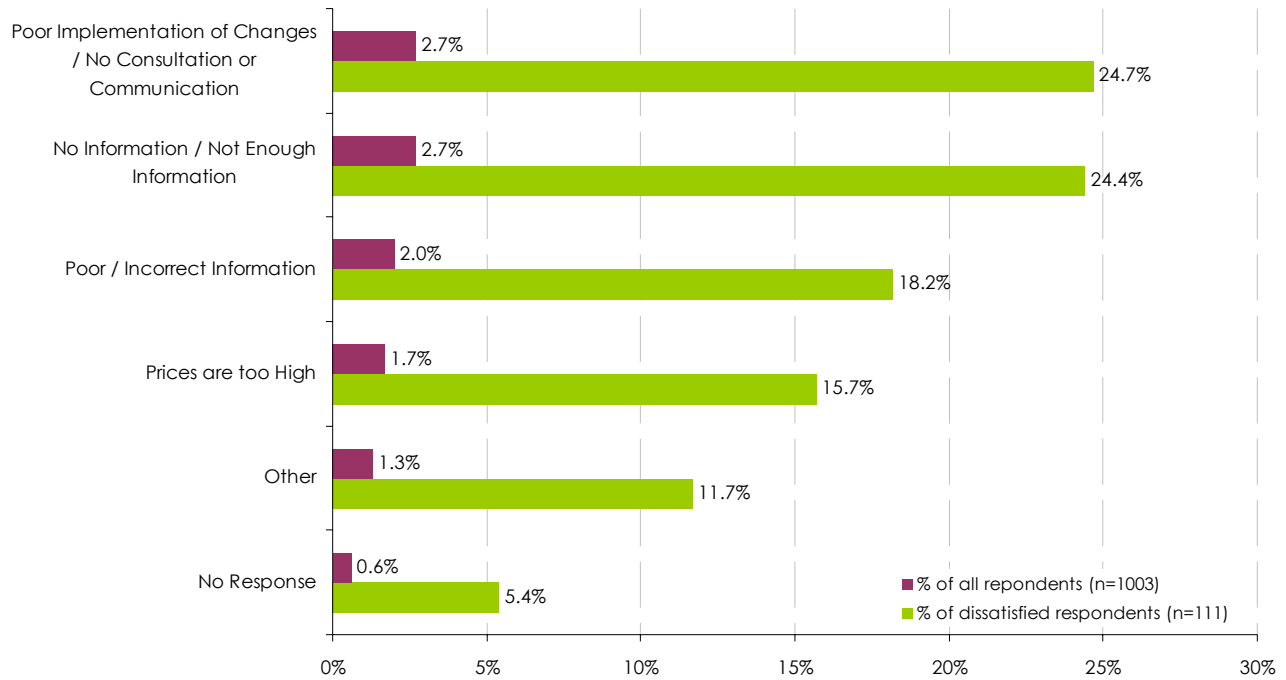
9.5.45 Reasons for Low Satisfaction with Removal and Treatment of Waste Water From Your Property



9.5.46 Reasons for Low Satisfaction with Repairs and Maintenance of Water and Sewage Services

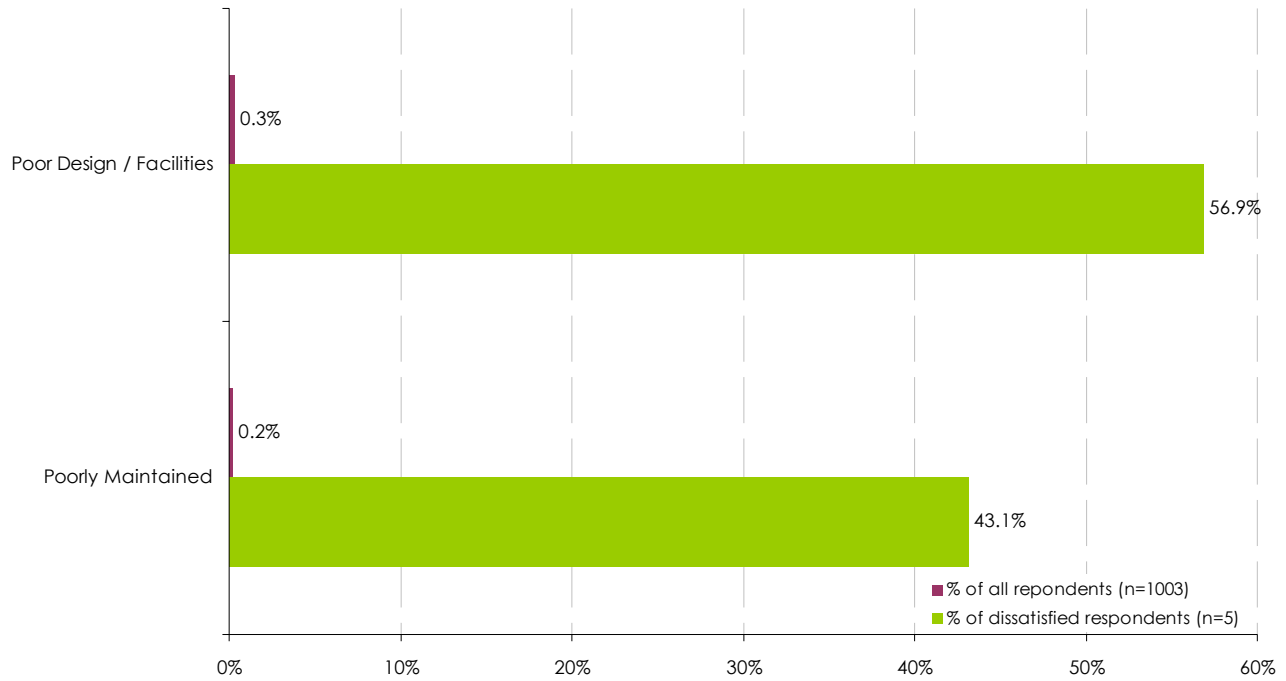


9.5.47 Reasons for Low Satisfaction with Providing Information Regarding Water Pricing Changes

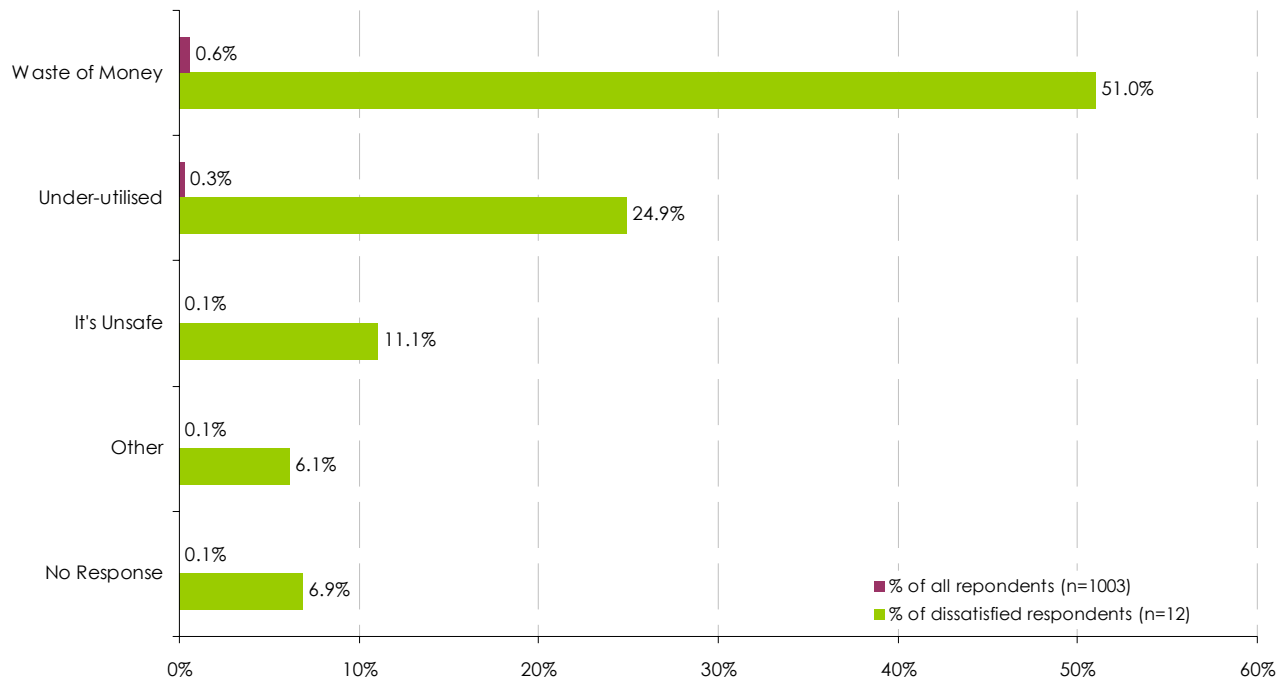


Community Facilities

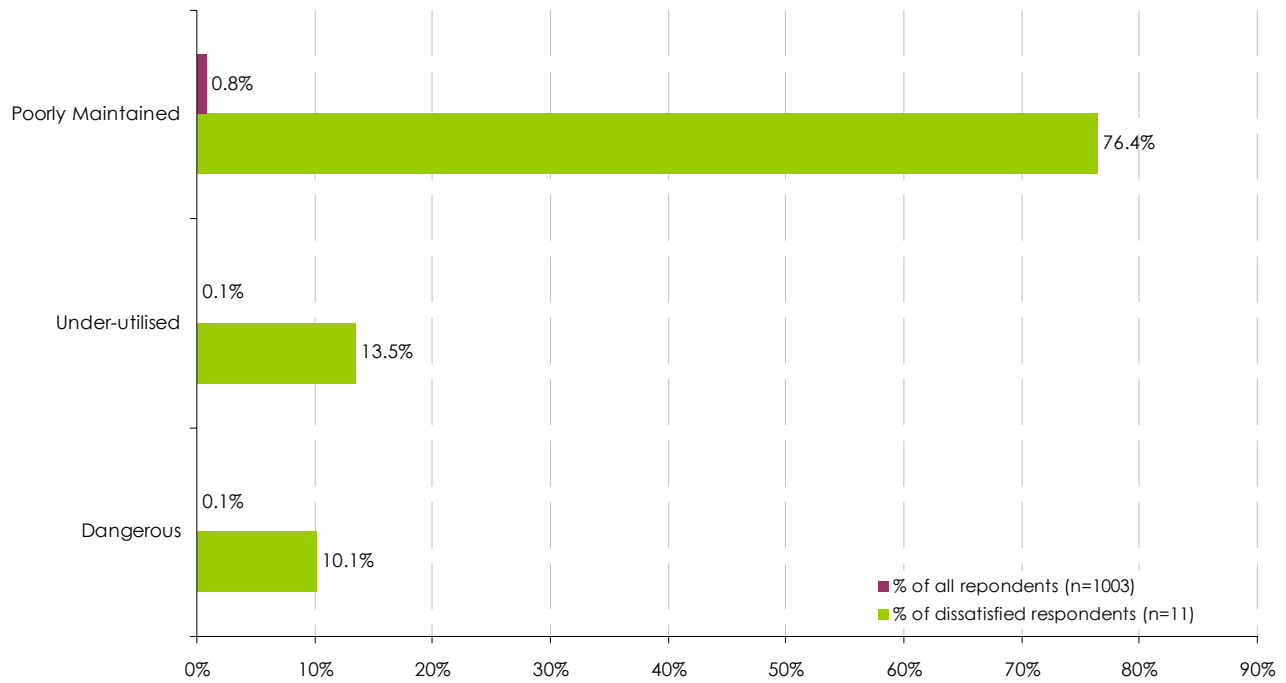
9.5.48 Reasons for Low Satisfaction with The Strand



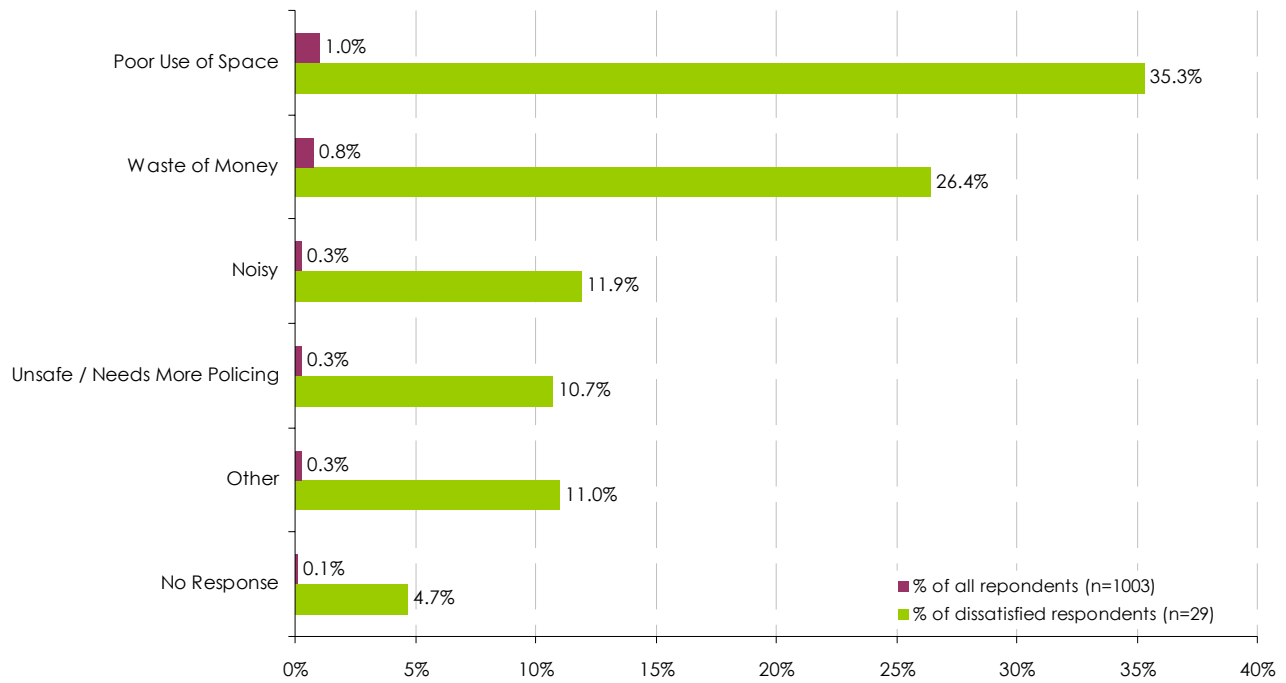
9.5.49 Reasons for Low Satisfaction with Riverway Precinct and Tony Ireland Stadium



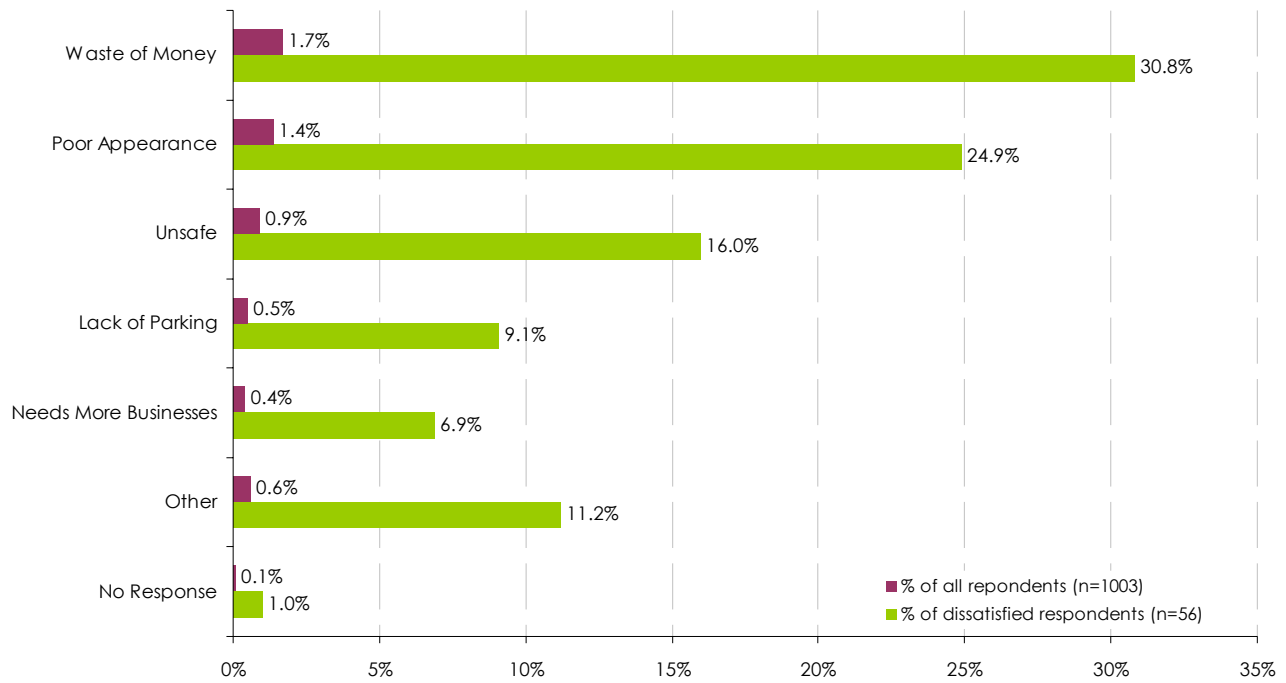
9.5.50 Reasons for Low Satisfaction with Murray Sporting Complex



9.5.51 Reasons for Low Satisfaction with Reid Park

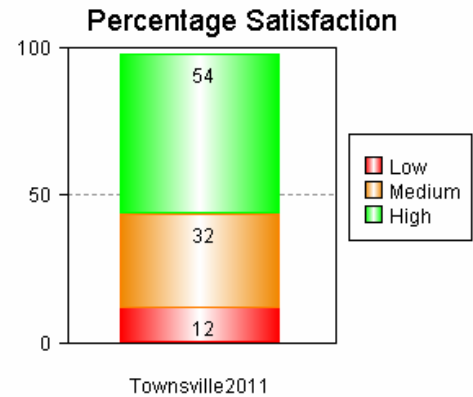
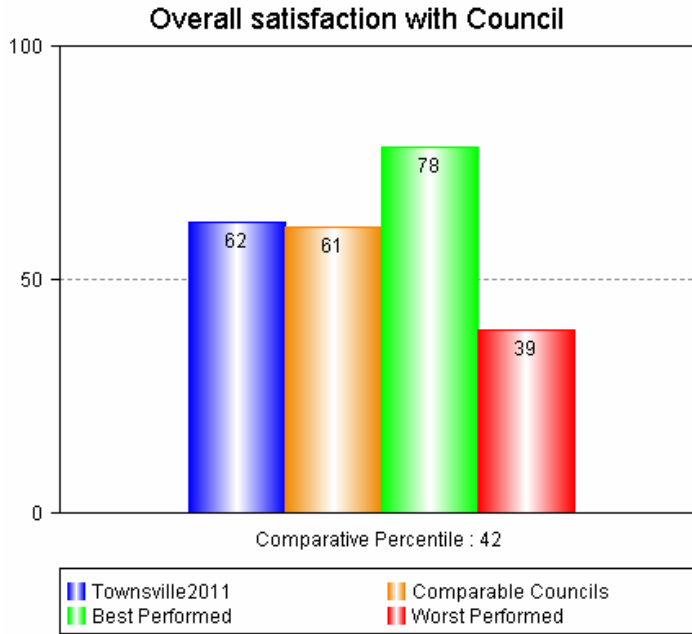


9.5.52 Reasons for Low Satisfaction with Flinders Street

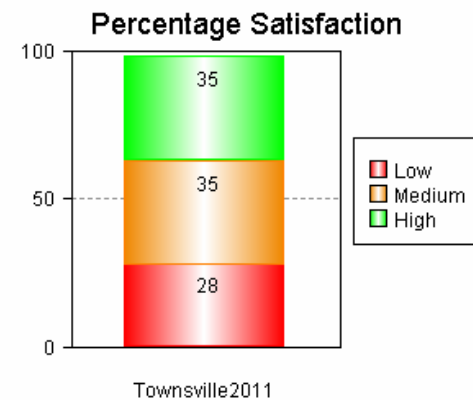
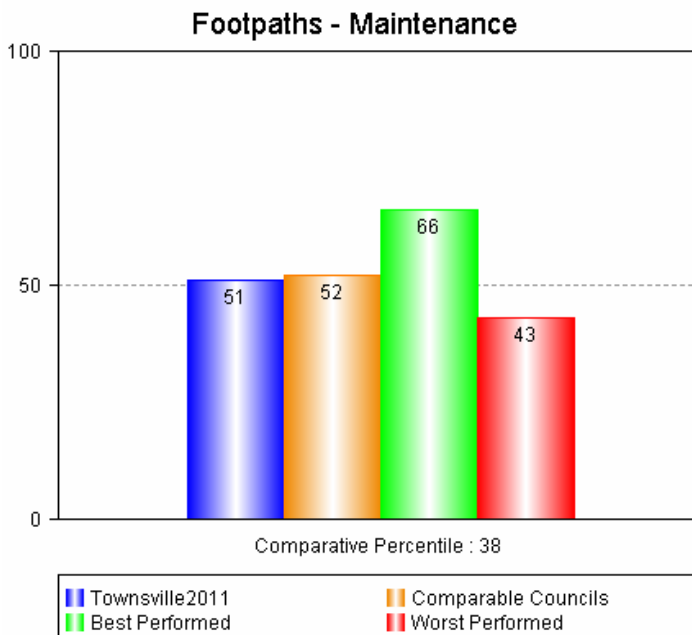


9.6 Benchmarking Data

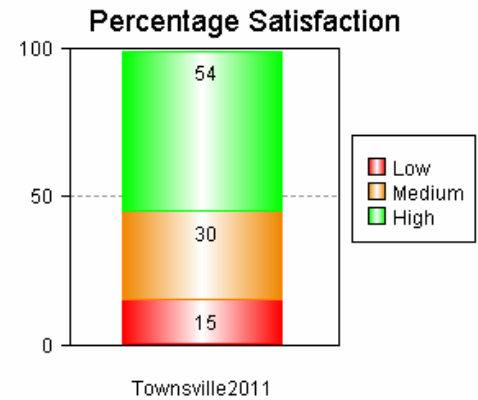
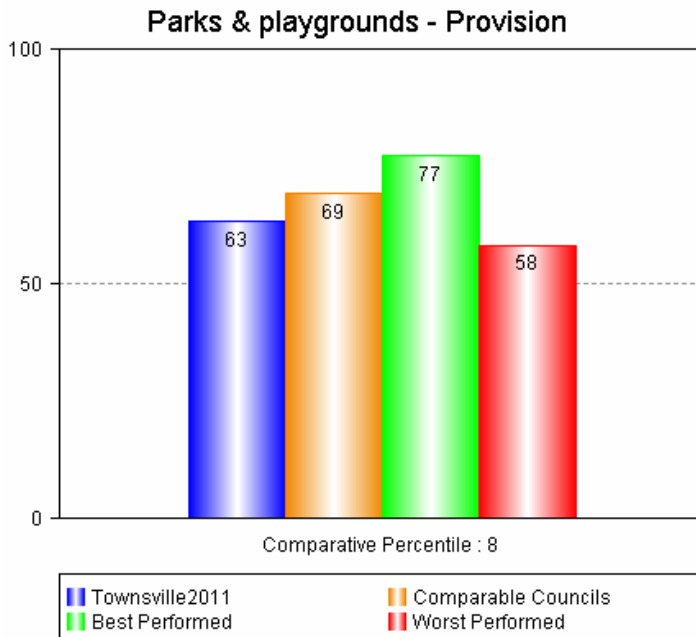
9.6.1 Overall Satisfaction with Council Services and Facilities



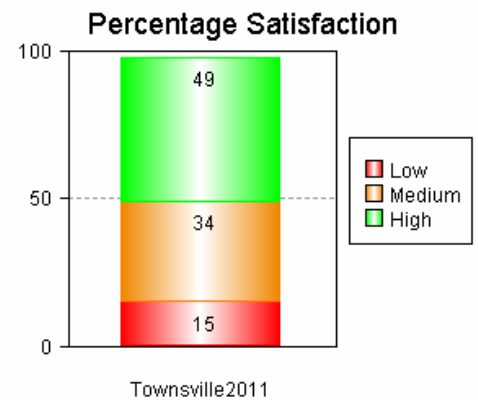
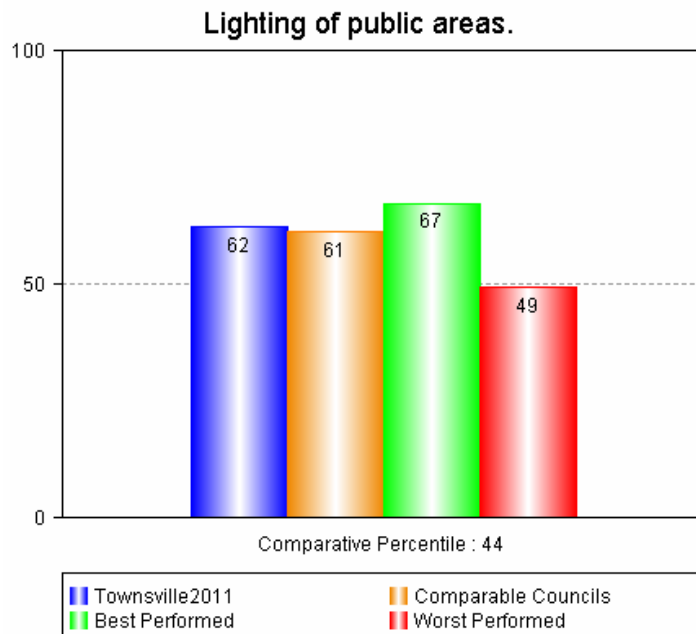
9.6.2 Satisfaction with the Condition of Footpaths



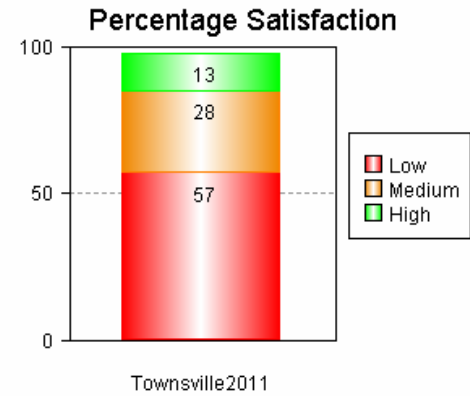
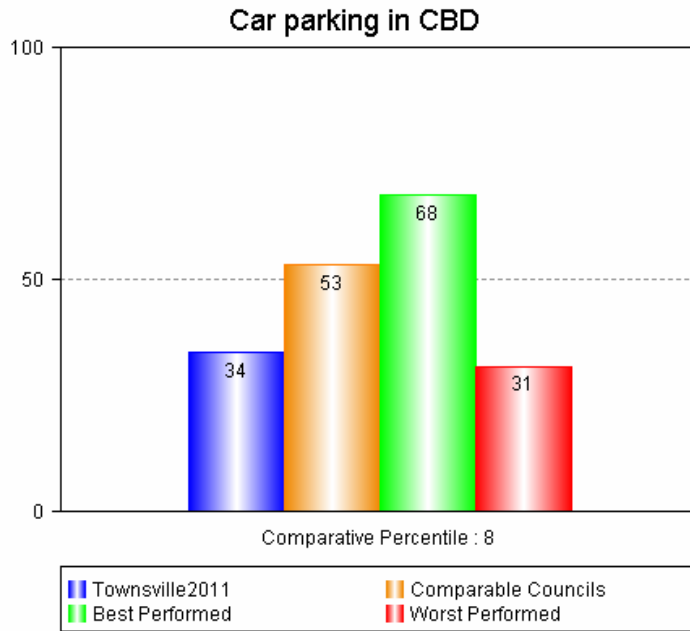
9.6.3 Satisfaction with Facilities in Local Parks and Recreation Areas



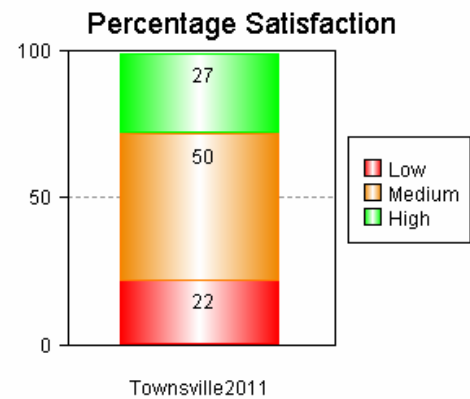
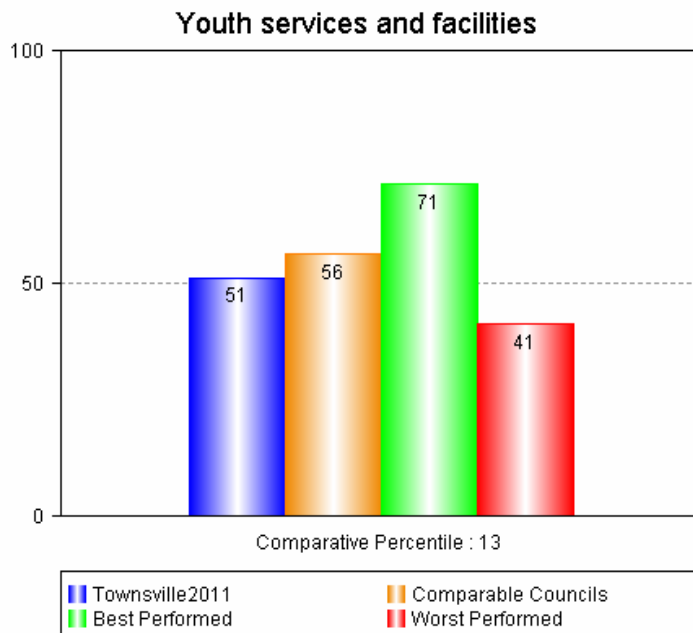
9.6.4 Satisfaction with the Availability of Street Lighting



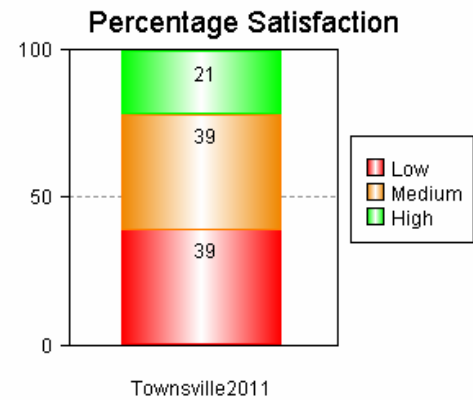
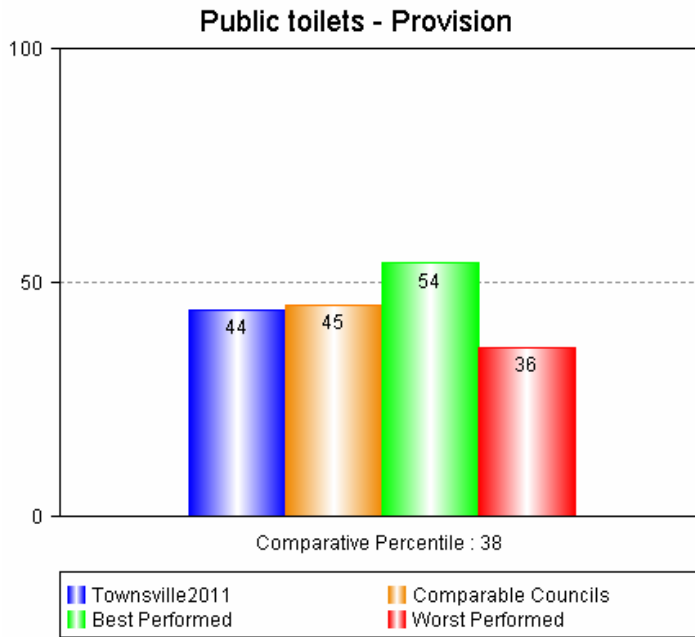
9.6.5 Satisfaction with Car Parking in the City



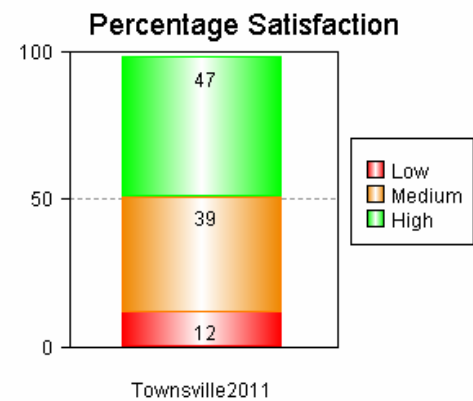
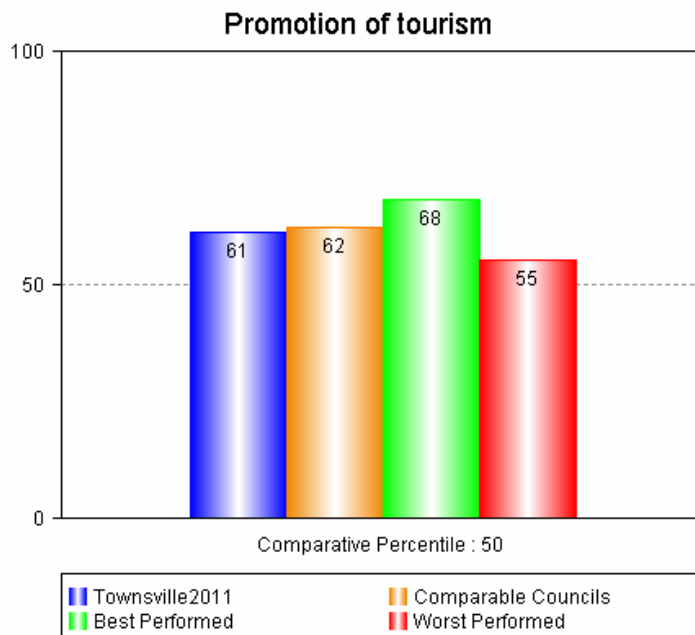
9.6.6 Satisfaction with the Provision of Youth Facilities and Services



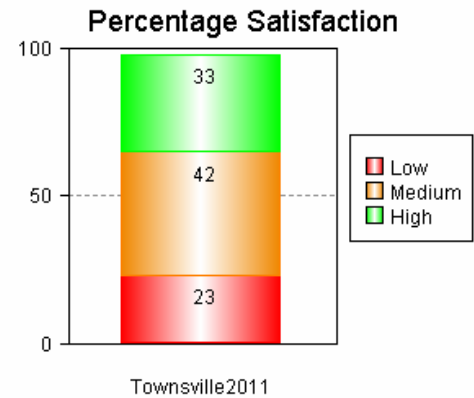
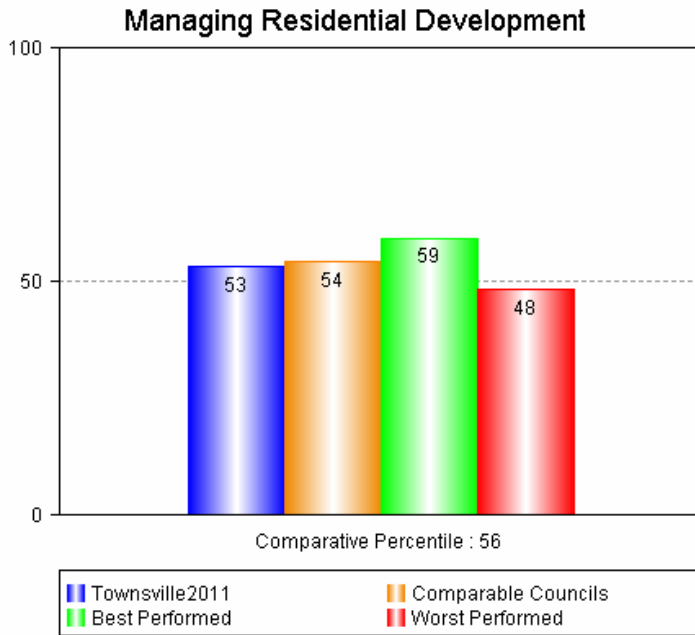
9.6.7 Satisfaction with Public Toilets



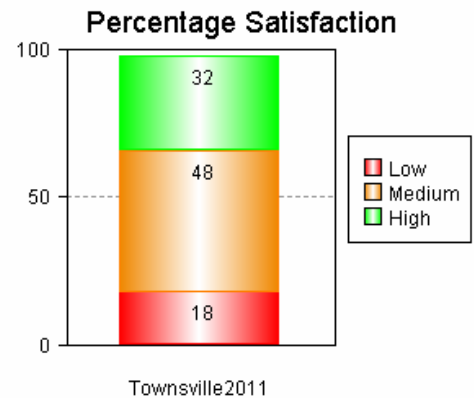
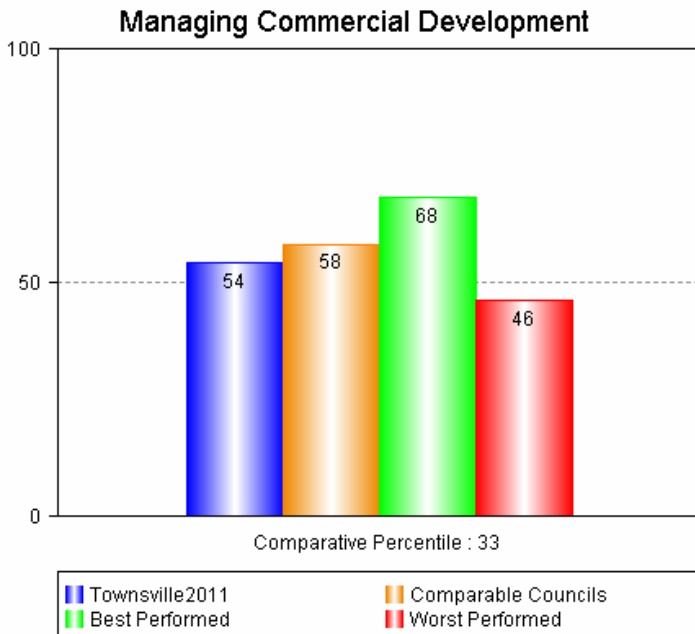
9.6.8 Satisfaction with Promoting the City



9.6.9 Satisfaction with Planning for Residential Development

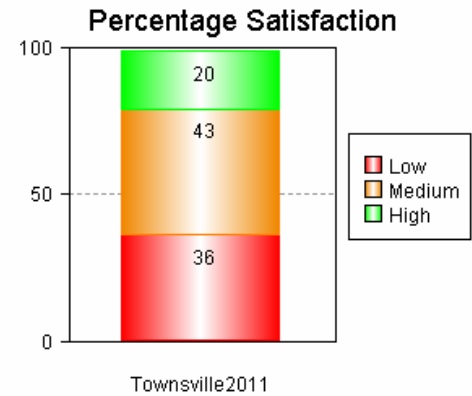
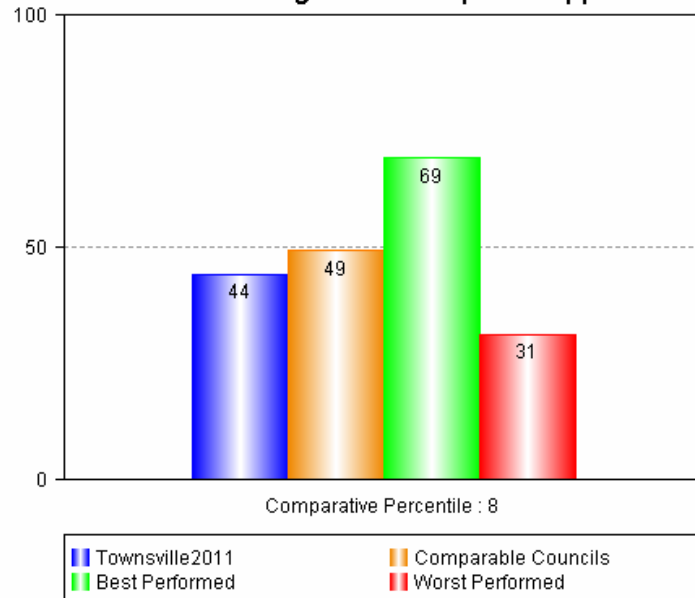


9.6.10 Satisfaction with Planning for Commercial Development

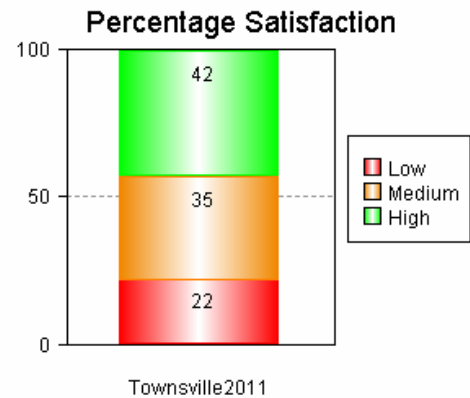
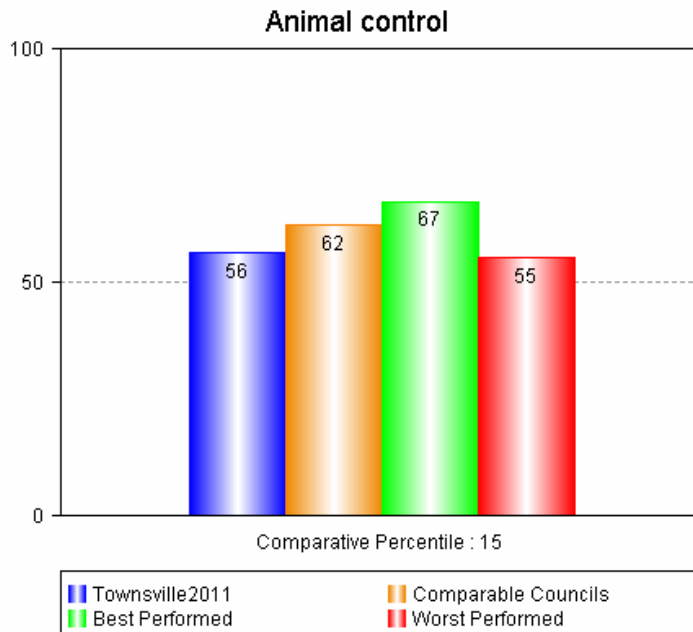


9.6.11 Satisfaction with the Development Approval Process

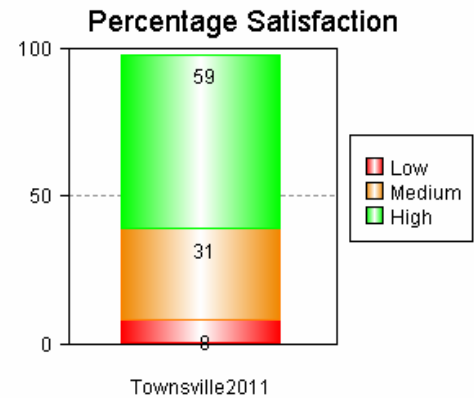
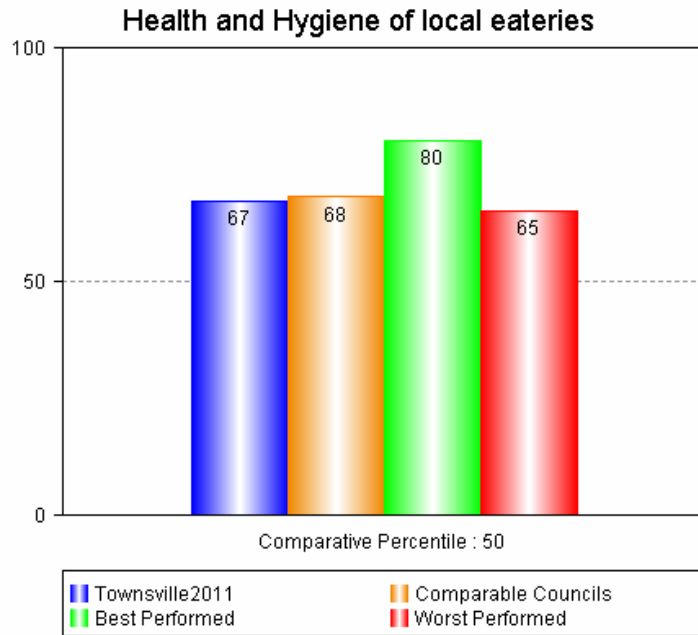
Assessment of building and development applications



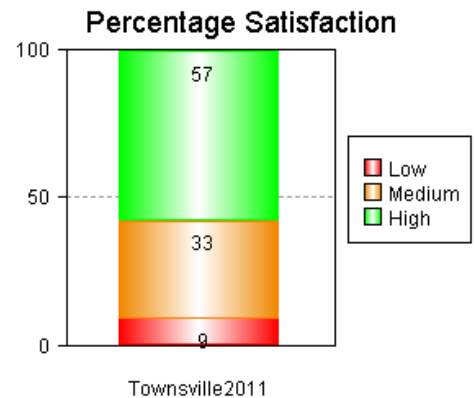
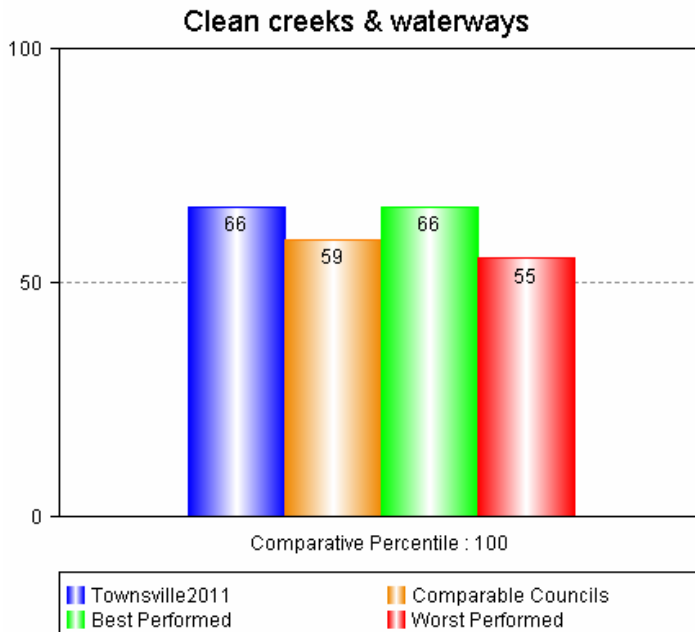
9.6.12 Satisfaction with Animal Control



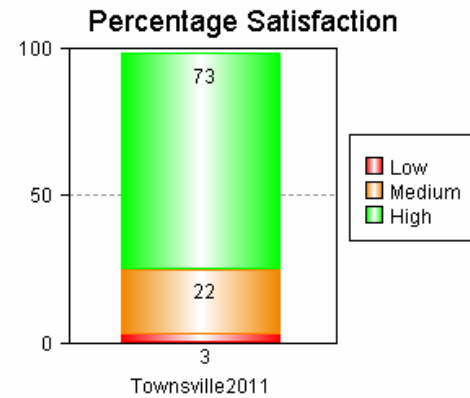
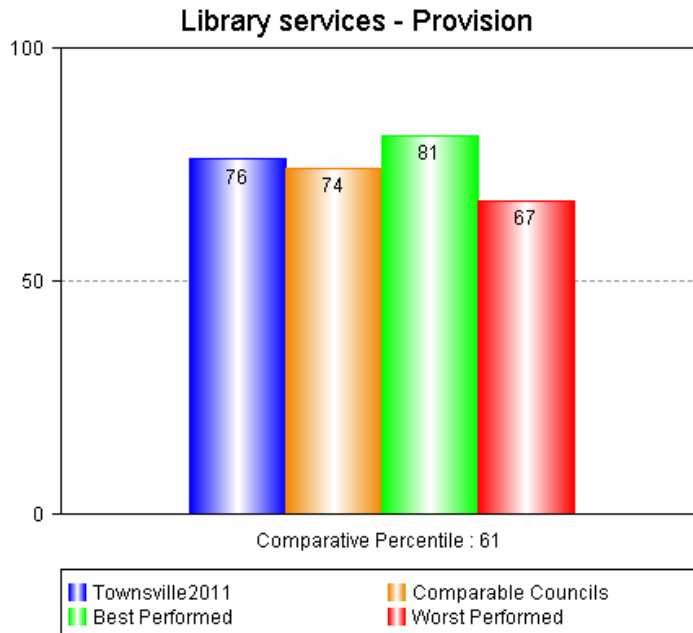
9.6.13 Satisfaction with Food Safety in Local Eateries



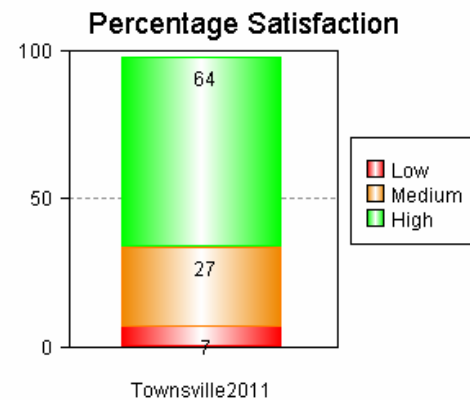
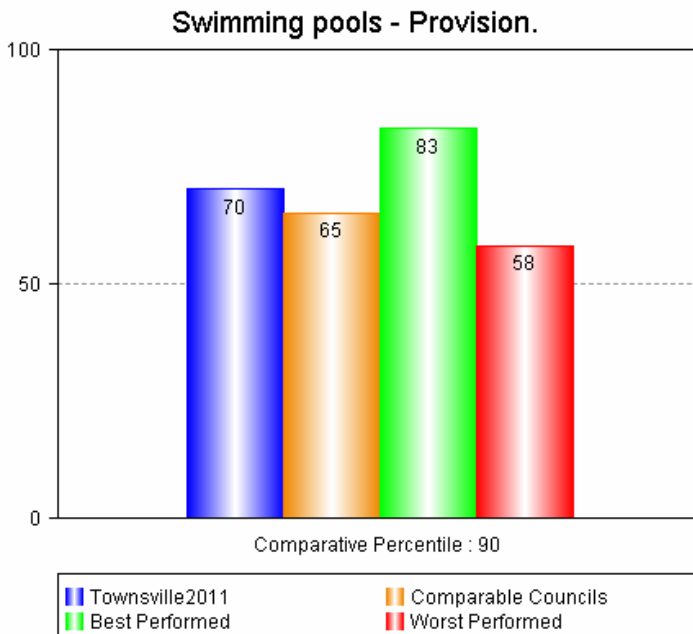
9.6.14 Satisfaction with the Water Quality in our Water Ways



9.6.15 Satisfaction with Libraries

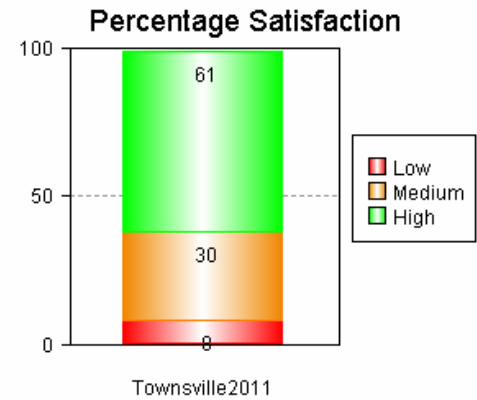
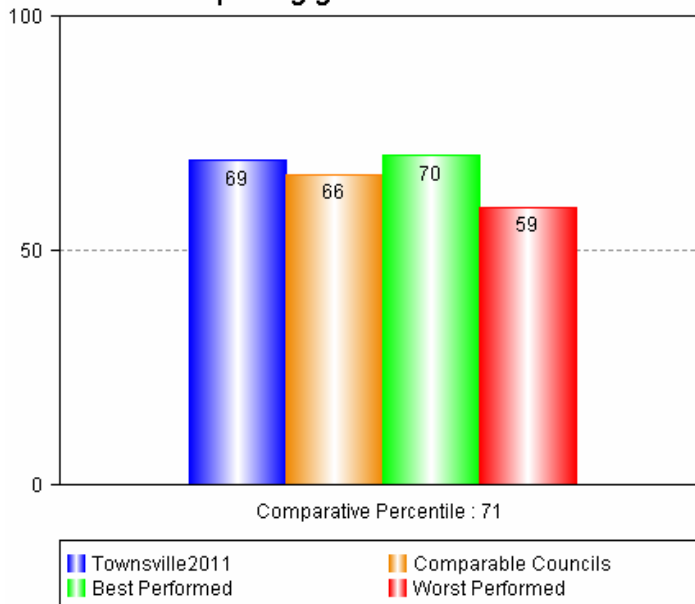


9.6.16 Satisfaction with Public Swimming Facilities



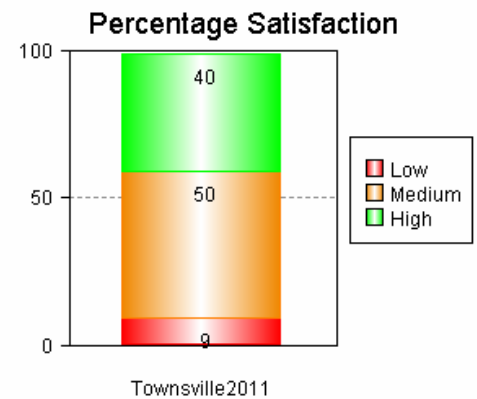
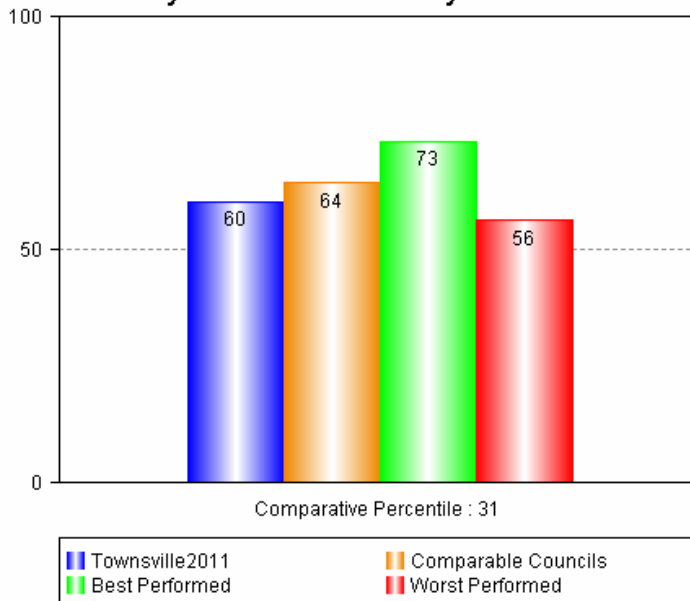
9.6.17 Satisfaction with the Maintenance of Parks and Sporting Fields

Ovals & sporting grounds - Maintenance.

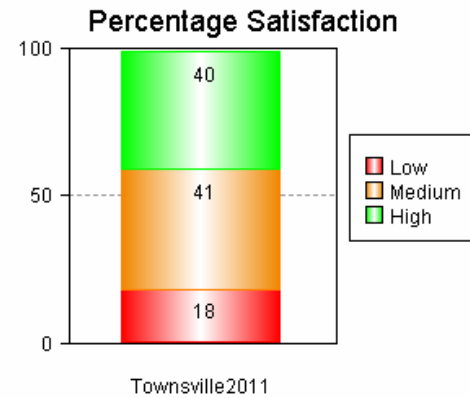
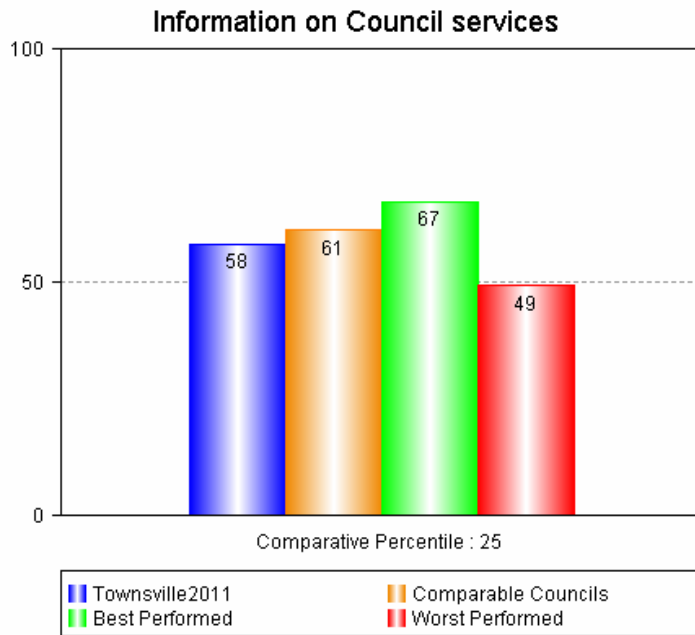


9.6.18 Satisfaction with Community and Neighbourhood Centres

Community centres & community halls - Provision



9.6.19 Satisfaction with the Informing the Community about Council Services and Facilities



9.6.20 Consulting and Engaging the Community

