



ANNEXURES

**Ordinary Council Meeting
Under Separate Cover
Wednesday, 9 April 2025**

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10.14 Community Satisfaction Survey

Annexure 1 Coonamble Community Satisfaction Survey 2024 Final Report 4



RESEARCH REPORT

Community Satisfaction Survey

Coonamble Shire Council

January 2025

COONAMBLE
SHIRE COUNCIL

Taverner 
RESEARCH GROUP



Community Satisfaction Survey Coonamble Shire Council

January 2025

Prepared by: Craig Stuchbury and James Parker

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Taverner Research Group | T +61 2 9212 2900 | W www.taverner.com.au

A Level 2, 88 Foveaux Street, Surry Hills, NSW 2010, Australia |

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1. EXECUTIVE SUMMARY



This research study was commissioned by Coonamble Shire Council (CSC) to better understand key issues, community needs and priorities regarding the services and facilities provided by the Council.

Among the key findings:

Overall Satisfaction

The 2024 CSC overall satisfaction mean score of 2.70 was lower than both CSC in 2019 (3.24) and the average across 35 regional NSW councils in the Taverner database (3.16). Issues with Councillors/staff and poor roads/footpaths were the leading reasons cited by those giving a dissatisfied overall satisfaction rating.

Services & Facilities Satisfaction

In 2024, 25 service/facility measures had their satisfaction scored. Of these, 15 recorded mean satisfaction scores below the neutral 3.0 point (on a scale of 1-5).

The highest-rated measures were:

- Libraries (mean 4.25)
- Council pools (mean 4.13)

The lowest-rated measures were:

- Unsealed roads (mean 1.82)
- Economic development and attracting new investment (mean 2.24)

Services & Facilities Importance

The service/facility measures had their importance asked of respondents (again on a scale of 1-5). The highest-rated measures were:

- Sealed roads (mean 4.53)
- Water supply (mean 4.29)

The lowest-rated measures were:

- Online services (mean 3.01)
- Community halls (mean 3.20)

Priorities

When plotted as a two-dimensional matrix, those services in the “red flag” (higher importance, lower satisfaction) quadrant comprised roads, waste and recycling, and economic development/attracting new investment.

Customer Service

Significantly more residents surveyed in 2024 had contacted Council in the past 12 months (56%) compared to 2019 (38%). Overall satisfaction by customers was a mean of 2.67 out of five in 2024, down from 2.93 in 2019.

Communication

In 2024, as in 2019, the top two preferences for being informed by Council was the local newspaper and monthly residents' newsletter. When asked about five types of potential interactions with Council, online was the most preferred channel for most types in other regional NSW councils - CSC in 2024 instead had phone as the leading channel for two types of interaction and face to face as the leading channel for two types.



2. INTRODUCTION



2.1. BACKGROUND AND OBJECTIVES

In October 2024, Coonamble Shire Council (CSC, or Council) commissioned Taverner Research (TRG) to conduct a survey of adult residents living within the local government area (LGA) to assess satisfaction with, and priorities towards different Council-managed facilities and services. The survey was also designed to measure satisfaction of those having direct contact with Council, and to understand resident values and ideas for the Shire.

2.2. METHODOLOGY

Two separate approaches were employed in the Coonamble Shire Council Community Satisfaction Survey 2024 – a telephone poll, and an opt-in web survey. These two sources have been combined in reporting, as they comprise an exhaustive attempt to contact every Shire resident.

The telephone fieldwork collected 131 completed responses from all available phone numbers of adult residents in the Coonamble Local Government Area. An additional 40 completed responses were collected via an online questionnaire. Only permanent residents who had lived in the area for at least a year and were not an elected Councillor or employee with Council were eligible. The reported results have a margin of error of +/-7.3% at the 95% confidence level. This means that if the survey was repeated 100 times, in 95 times the results will be within 7.3% of true population value.

Computer-Assisted Telephone Interviews

In total, 86 responses were collected from mobile phones (66% of the total telephone interviews). Interviews were conducted from 25 November to 19 December 2024 inclusive. Calls were made between 4.30pm and 8.30pm during weekdays, and on Saturdays from midday to 5pm. Four interviewers from Taverner's Wollongong phone room conducted interviews over the course of the data collection period. The survey was implemented under Interviewer Quality Control Australia (IQCA) quality guidelines.

Median length of the telephone interviews was 16 minutes and 47 seconds.

Opt-In Survey

A version of the survey was made available online for all residents who met the survey criteria to complete. The survey was available from 25 November to 19 December inclusive and 40 responses were collected. It was promoted via:

- Article in *Coonamble Times* 24th November 2024 (including QR code to the web survey)
- Appearance of web survey URL on Council website and Facebook page
- Facebook post 25th November 2024



2. INTRODUCTION



2.3. HOW TO READ THIS REPORT

Statistical Differences

Differences between groups are described as significant differences if they reached statistical significance using an error rate of $\alpha=0.05$. This means that if repeated independent random samples of similar size were obtained from a population in which there was no actual difference, less than 5% of the samples would show a difference as large or larger than the one obtained.

Statistical significance is more often compared between sub-groups, however in some situations statistical significance is measured between response items within the total sample. In tables, percentages and means in **red** are significantly lower, and those in **blue** are significantly higher. Up/down black arrows are used in figures.

The use of the term 'significant' throughout this report indicates statistical significance. The report may also use the terms 'more likely' and 'less likely' to indicate statistically significant differences.

Subgroups

Comparison tests are used to test if there are statistically significant differences in survey results based on the demographic profile of respondents.

Subgroup analysis was conducted using 2024 bases grouped from all the of the demographic questions, as listed in section Sample Profile (see next two pages).

Sub-group commentary is shown in italics throughout the report, to differentiate it from other findings.

The Effect of Rounding

Note that where two or more responses have been combined the sum of the combination may be different (+/- 1%) to the sum of the individual items due to rounding.

Internal Benchmarks

Where possible, comparisons have been made with previous survey results (2019) to track progress of some aspects measured in the Community Satisfaction Survey 2024.

External Benchmarks

Where possible, results for the Community Satisfaction Survey 2024 have been benchmarked and compared with regional NSW councils in the Taverner database. This analysis highlights areas where Coonamble Shire Council is outperforming, underperforming, or performing in-line with comparable councils.

2. INTRODUCTION



2.4. SAMPLE PROFILE

To obtain a clear view of the sample's profile and to conduct comparison tests, demographic characteristics were sought. The following tables detail the profile of the 2019 and 2024 samples.

Table 1 Sample Profile – Gender

	2019	2024
Male	36%	37%
Female	64%	63%

Table 2 Sample Profile – Age

	2019	2024
18-39	10%	14%
40-59	29%	32%
60+	61%	54%

Table 3 Sample Profile – Setting

	2019	2024
Urban	46%	41%
Rural	46%	44%
Village	8%	15%

Table 4 Sample Profile – Nearest Town

	2019	2024
Coonamble	76%	74%
Gulargambone	19%	18%
Quambone	3%	2%
Other	2%	6%

Table 5 Sample Profile – Children 14 years or under in Household

	2019	2024
Yes	15%	18%
No/refused	85%	82%



2. INTRODUCTION



Table 6 Sample Profile – First Nations

	2019	2024
Yes	14%	22%
No	86%	78%

Table 7 Sample Profile – Time Lived in LGA

	2019	2024
1-5 years	3%	6%
6-10 years	8%	4%
11-20 years	9%	11%
More than 20 years	81%	79%

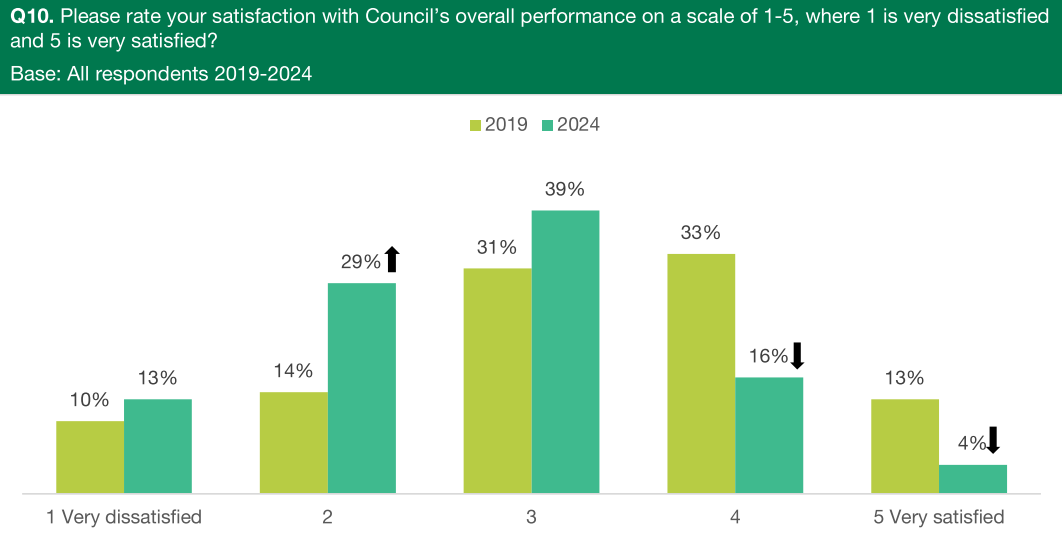


3. OVERALL SATISFACTION

Residents were asked to rate their satisfaction with Council's overall performance using a five-point scale where 1 meant 'very dissatisfied' and 5 meant 'very satisfied'.

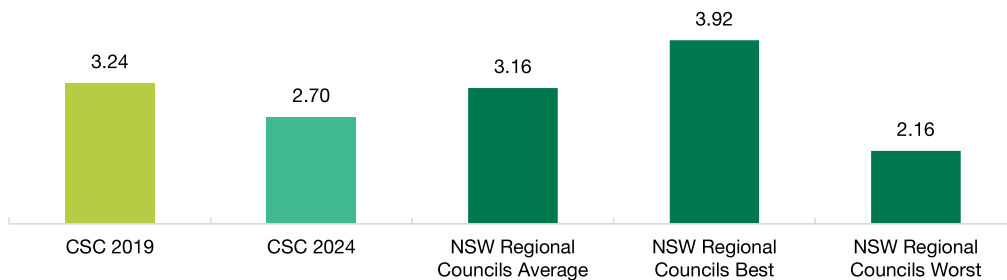
As shown by the arrows in **Figure 1** (below), in 2024 there were significantly more responses of 2 out of 5 than in 2019, and significantly less responses of 4 and 5 out of 5. As a net (responses of top two scores, minus response of bottom two scores), 2024 was -22, where 2019 was +22.

Figure 1 Overall Satisfaction



Coonamble Shire Council in 2024 had an overall satisfaction mean score significantly lower than the average for regional NSW councils, and its 2019 result (see **Figure 2** below).

Figure 2 Overall Satisfaction – Benchmarks



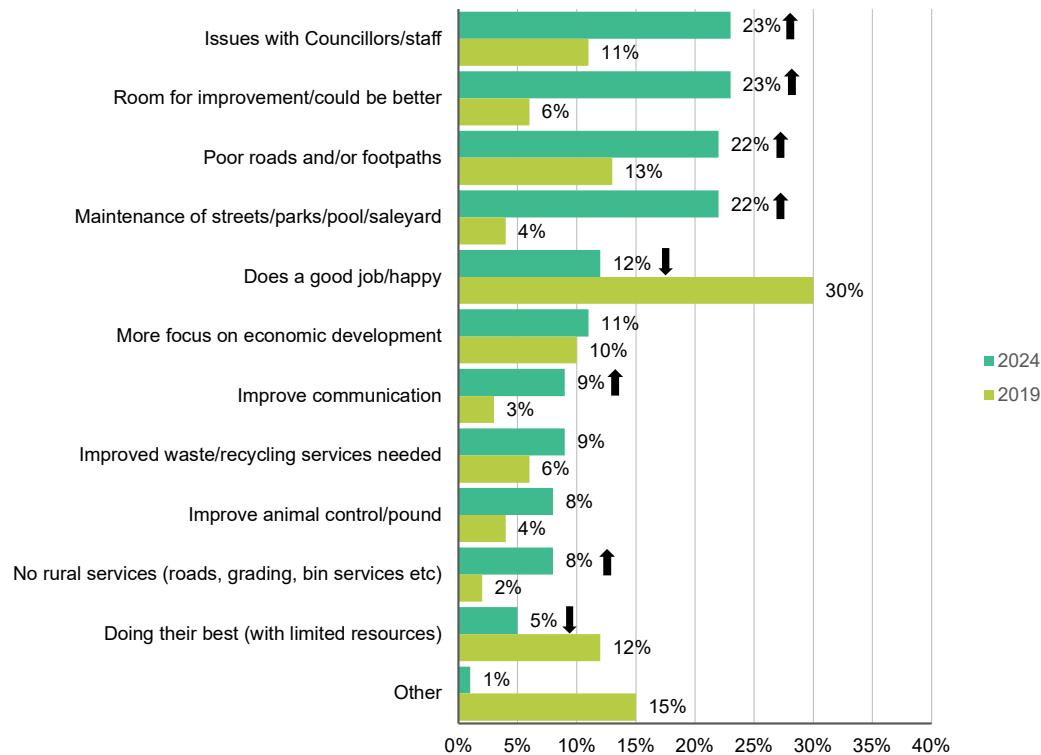
3. OVERALL SATISFACTION



Respondents were asked to provide a reason for their overall satisfaction rating. This was an open-ended question. A full list of verbatim responses has been provided to Council in a separate delivery. As shown by the arrows in **Figure 3** below, residents surveyed in 2024 had a substantial amount more to say in 2024 than in 2019.

Figure 3 Reasons Gave Overall Rating

Q11. What can you briefly explain why you gave that rating?
Base: All respondents 2019-2024



Male residents surveyed were more likely than females, and those in Coonamble town were more likely than those outside Coonamble town, to speak of Issues with Councillors/staff. Females and those in an urban setting were more likely to say Room for improvement/could be better. Those under 60 years of age were more likely to cite Poor roads and/or footpaths.

Those living in a rural or village setting were more likely to speak of No rural services (roads, grading, bin services). Residents with children aged 14 or under in their household, and those who identified as First Nations, were more likely to say Improved waste/recycling services needed.

3. OVERALL SATISFACTION



Table 8 (below) shows some quotes for some of the themes tagged in Figure 3 (previous page).

Table 8 Verbatims from Reasons for Overall Satisfaction Rating

Code applied	Respondent's comment
Issues with Councillors/staff	I've made numerous contacts with Council over a couple of issues, and no one gets back to you. Those issues are simple things such as water supply or dead trees on the footpaths. Can't get a response or jobs done. Anything that needs to be done is not done. They implemented a staff to main street beautification, and they can't maintain it.
	The dirt roads are atrocious, and you can't talk to anybody, they don't know how to repair the roads. The second part, the quarry, they are unable to purchase product. The lack of ability to progress the town by not persevering with the government to allow for small blocks to increase the town's population which in town increases the income for the Council as they have no other means of increasing income for the town. And also, the lack of judgement with the Council's purchase of real estate.
	Despite many attempts to get services carried, always the answer is "not in the budget". Rather than dealing with the public face to face, a culture of anonymity and avoidance seems to take priority.
	They've done things in town they shouldn't have - bought the old pub in Coonamble then sold it to development crowd and made 200,000-dollar loss. They went ahead with things like putting new toilets, spent half a million dollars on them, imported them over from New Zealand and its totally a waste of money, hardly get used. Lately the toilets have been vandalised.
	They put up our rates, we get nothing in return, they've started charging us for water, they said they were going to put new pipes in, there's pipes leaking all over town and nothing's been done. No new footpaths, nothing to help the community. They're pretty good at robbing Paul to pay Peter, they were given money to do up the police stables at the museum, it was put into a trust and now no one knows where it's at.
	I was born and bred in this area, moved away came back 5 years ago and I think the Council has overindulged in buying properties and telling us things are gonna happen which aren't happening. Bore baths been waiting on it for 10 years, they've got housing development on the go that's been put to a halt. I think the Council is playing a game at the moment.
Improve communication	The roads are not in good order as we use them every day they are falling apart. I contacted a few times on their website, and they haven't gotten back to me as I think it is not monitored. I do not like their weed control they are encroaching into the paddocks of the rural people Baradine Road.
	They are terrible at replying to any email to do with anything no matter which sector it's dealing with.
	Communication with residents and ratepayers has been very poor. Letters and emails go unanswered, even when sent two or three times. Phone calls are avoided or not returned. Senior staff are often absent and unavailable to meet with anyone. I know it's not just me, people of all backgrounds talk about it. No one in Council is responsible for anything. Local businesses and commercial building owners especially are treated as if they don't exist. They are not consulted properly on Council projects or policies that affect them. Many decisions are made behind closed doors and without clear explanation. Many key staff are invisible in the community. It is impossible to notify of issues or ideas re facilities, infrastructure or services when you can't communicate with the people responsible. Council generates lots of information but it's all one-way traffic. There are some great staff who could work well in tandem with their community if the general Council approach were not so inward-looking, uncontactable and defensive against the community. Please return your calls, emails and letters and listen to what people are telling you.



4. FACILITIES AND SERVICES SATISFACTION

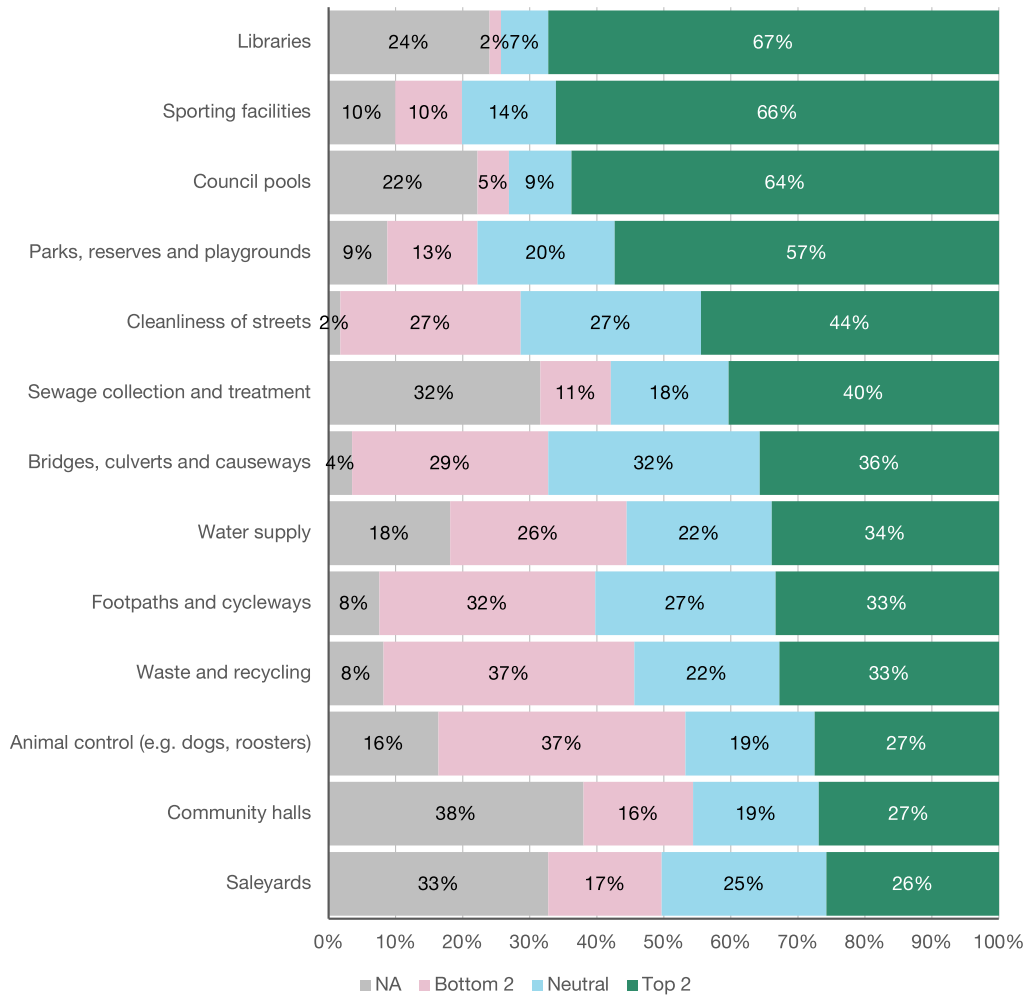
This section covers residents' satisfaction with 25 facilities and services provided by Coonamble Shire Council.

As shown in **Figure 4** below, two thirds of residents surveyed in 2024 rated Libraries and Sporting facilities with either 4 or 5 out of five. Conversely, as shown on **Figure 5** (next page), more than ten times as many residents rated their satisfaction with Unsealed roads low (1-2) as high (4-5).

Figure 4 Council Facilities and Services Satisfaction 1

Q8. Please rate your satisfaction with the following Council facilities and services. We'll use a scale of 1-5, where 1 means you think it's very poor and 5 is excellent. If you haven't used this service within the past 12 months, just say so and I'll move to the next one.

Base: All respondents 2024 (n=171)

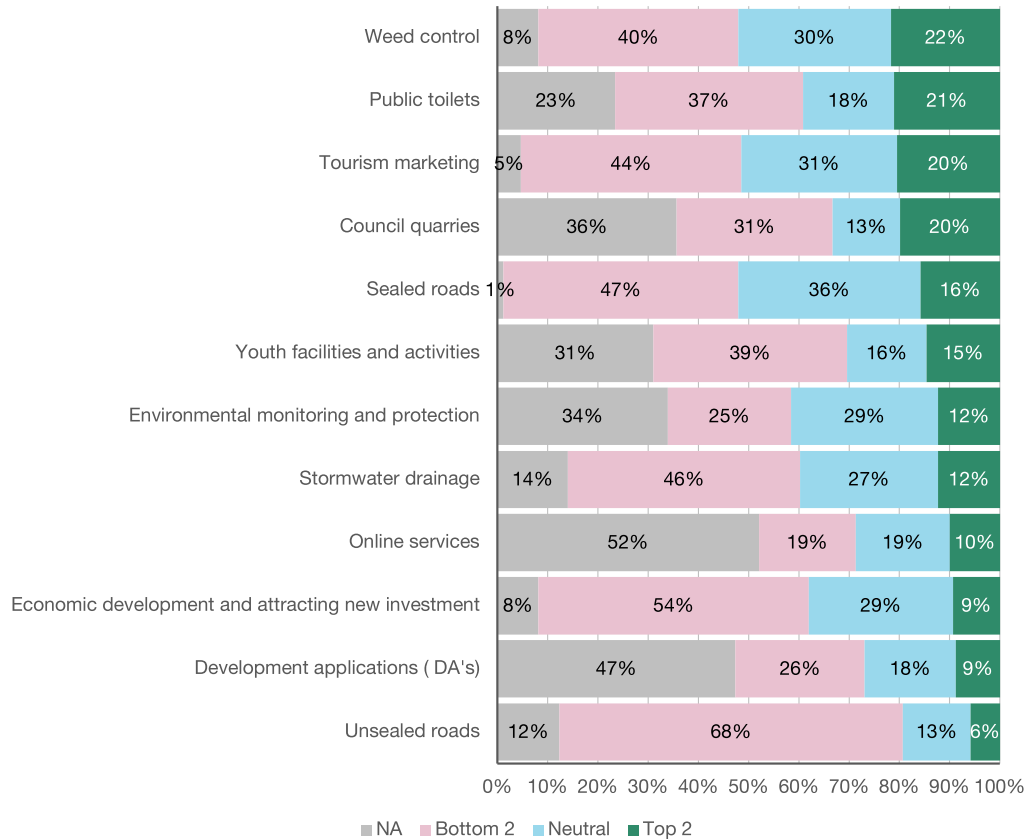


4. FACILITIES AND SERVICES SATISFACTION



Figure 5 Council Facilities and Services Satisfaction 2

Q8. Please rate your satisfaction with the following Council facilities and services. We'll use a scale of 1-5, where 1 means you think it's very poor and 5 is excellent. If you haven't used this service within the past 12 months, just say so and I'll move to the next one.
Base: All respondents 2024 (n=171)



Male residents surveyed in 2024 were more satisfied than females with Waste and recycling. Those aged 60+, and those without children aged 14 or under in their household, were more satisfied with Parks, reserves and playgrounds.

Those aged 60+, those who did not identify as First Nations, and those without children aged 14 or under in their household, were more satisfied with Sporting facilities. Those outside Coonamble town were more satisfied with Council pools.

Those in a rural or village setting were more satisfied with Animal control, and Public toilets. Outside Coonamble town, and those in a rural/village setting, were more satisfied with Saleyards, and Cleanliness of streets.

4. FACILITIES AND SERVICES SATISFACTION



External Benchmarks

Taverner Research maintains a database of satisfaction scores for 35 regional NSW councils. The next two pages show how CSC's performance compares to its peers. At each service/facility that could be compared, the bar shows the mean scores of these councils on the 1 to 5 scale, best through to the worst performing, and the dot shows where Coonamble Shire Council 2024 sat in comparison. The longer bars are facilities/services with a higher degree of variance between best and worst performing regional NSW councils (and/or that were asked about by more councils.)

Figure 6 Comparisons to Regional NSW Benchmarks 1

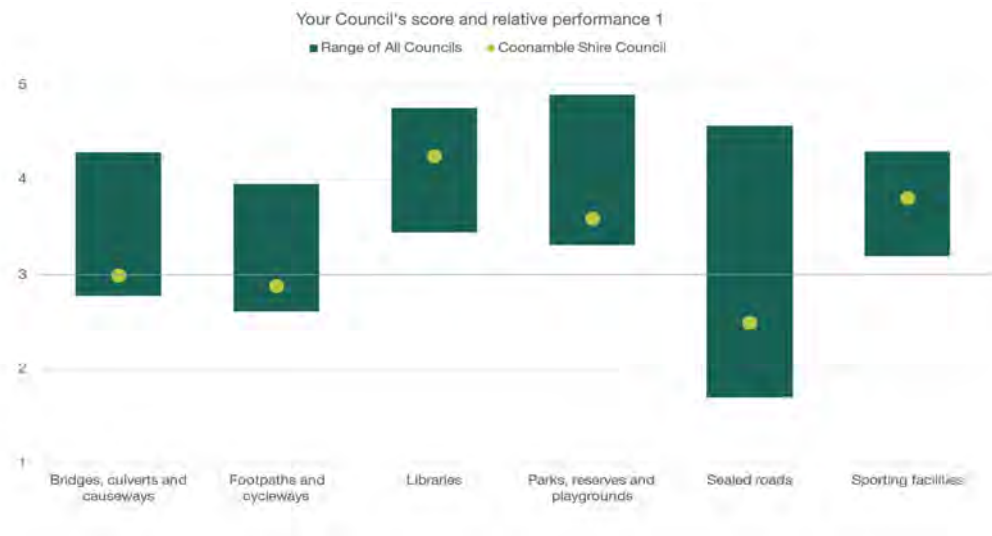


Figure 7 Comparisons to Regional NSW Benchmarks 2



4. FACILITIES AND SERVICES SATISFACTION



Unfortunately, Coonamble Shire Council was not the top performing council for any of the 23 services and facilities that could be benchmarked in 2024 and was the lowest performing for eight.

Figure 8 Comparisons to Regional NSW Benchmarks 3

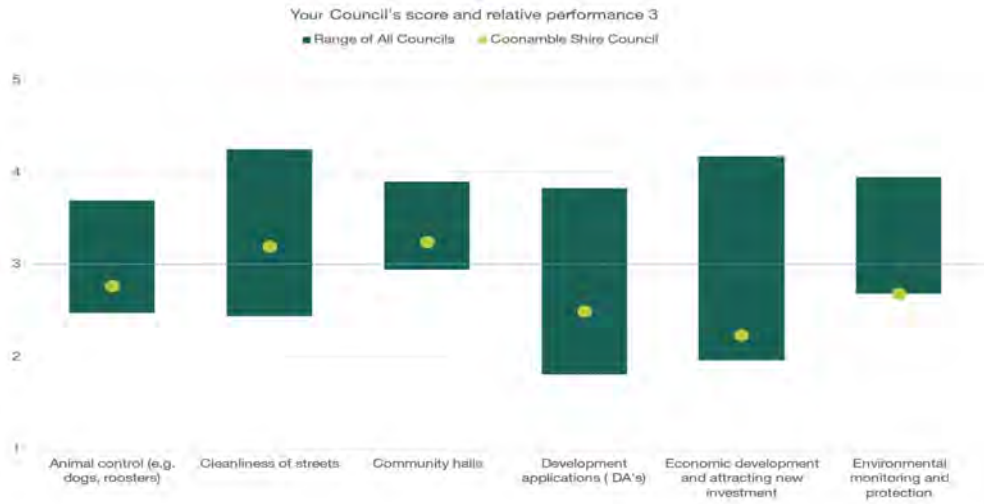
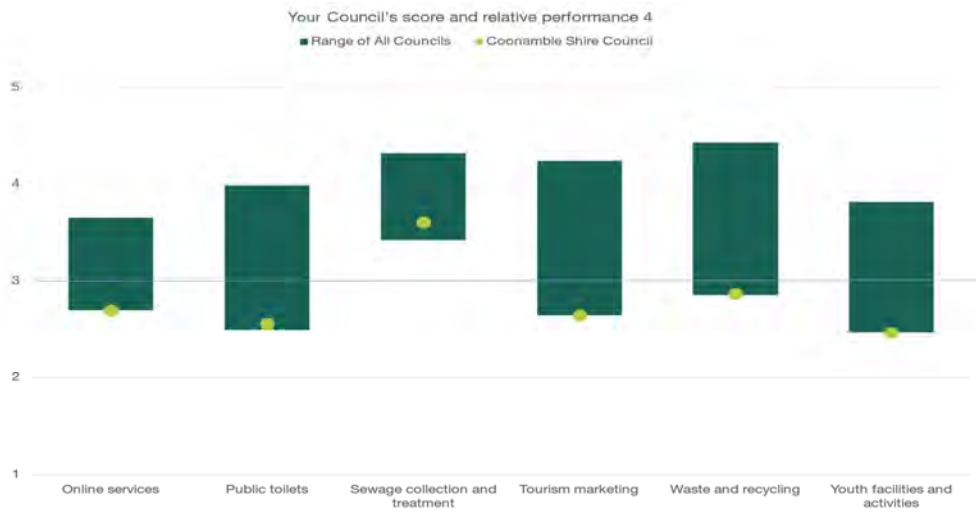


Figure 9 Comparisons to Regional NSW Benchmarks 4



5. FACILITIES AND SERVICES IMPORTANCE

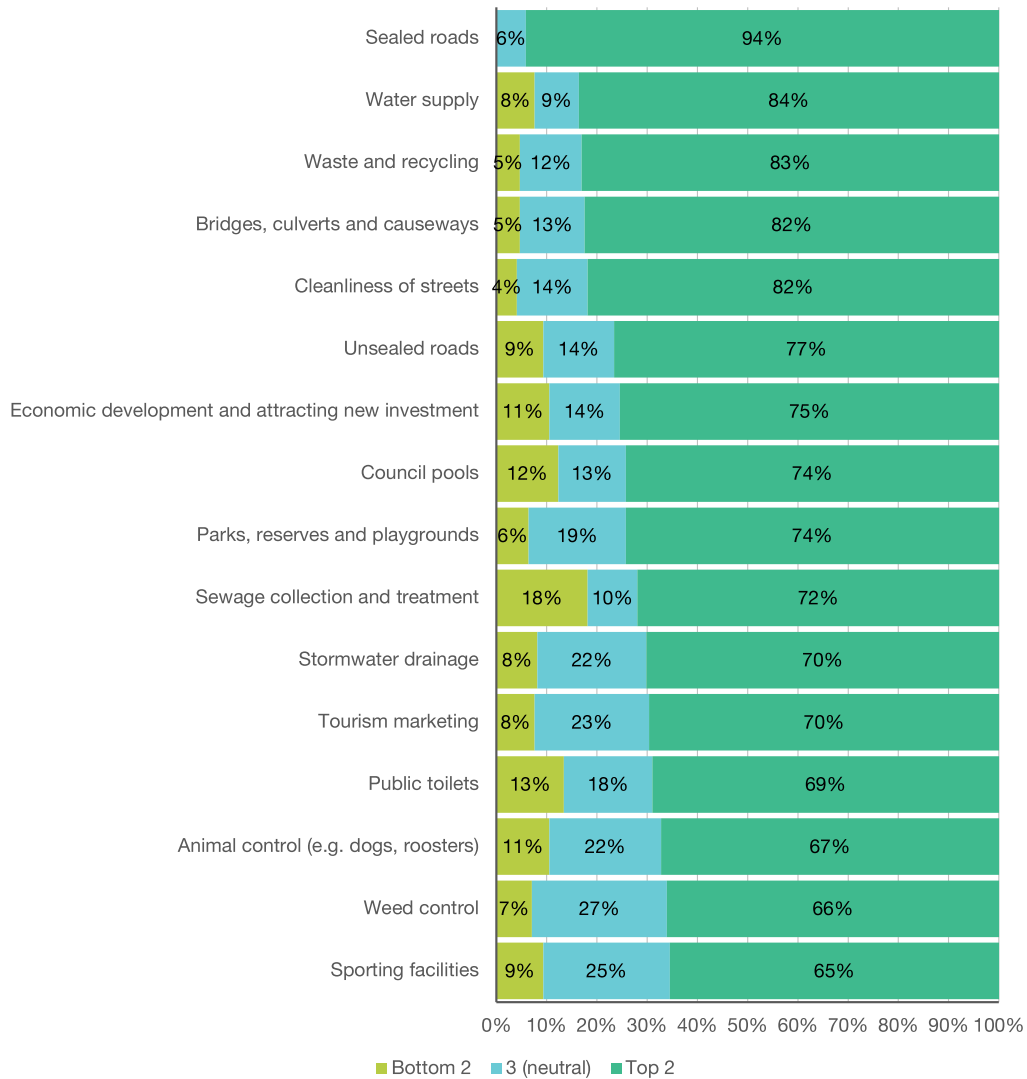
This section covers the relative importance that residents attach to 25 facilities and services.

As shown in **Figure 10** below, while most services and facilities attract high importance ratings, Economic development, and Tourism marketing, were higher than some traditional local government responsibilities.

Figure 10 Council Facilities and Services Importance 1

Q9. I'm now going to read the list to you again, but this time please rate how important these Council facilities or services are to you or your family. We'll use a scale of 1-5, where 1 means you think its unimportant, 4 is very important and 5 is critical.

Base: All respondents 2024 (n=171)



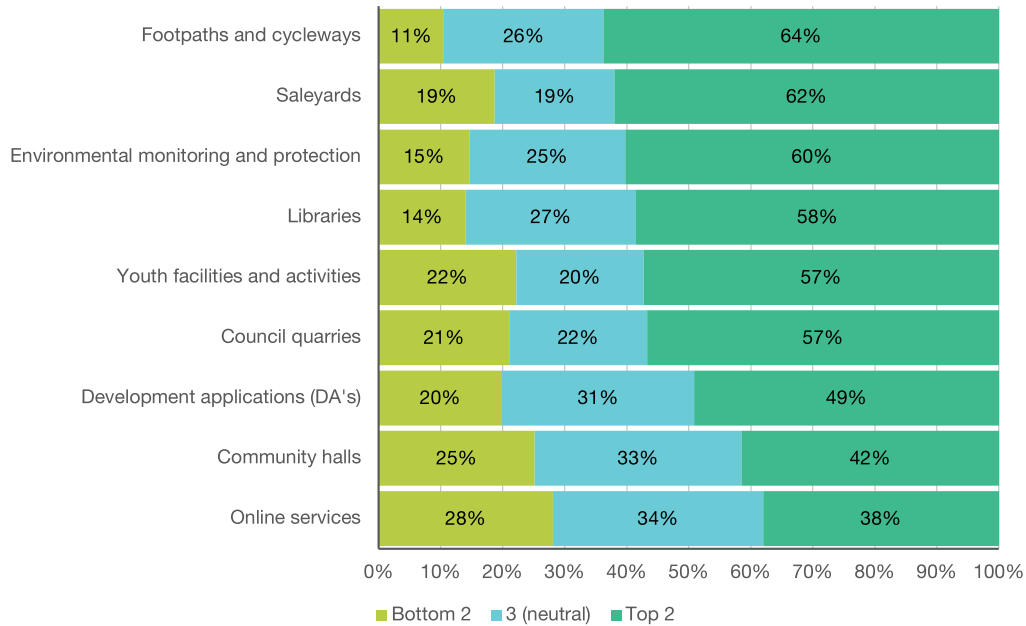
5. FACILITIES AND SERVICES IMPORTANCE



Figure 11 Council Facilities and Services Importance 2

Q9. I'm now going to read the list to you again, but this time please rate how important these Council facilities or services are to you or your family. We'll use a scale of 1-5, where 1 means you think its unimportant, 4 is very important and 5 is critical.

Base: All respondents 2024 (n=171)



Significantly higher importance scores were given by males and those in a rural/village setting for Saleyards; females, and those in an urban setting, for Footpaths and cycleways; females, and those living outside Coonamble town, for Libraries; males, and those who had lived in the Shire 20+ years, for Council quarries; and males, those under 60 years, those in a rural/village setting, and those with children 14 or under in their household, for Unsealed roads.

Significantly higher importance scores were given by those in an urban setting, and in Coonamble town, for Water supply; those in an urban setting for Sewage collection and treatment; those in a rural/village setting for Bridges, culverts and causeways; and those in a rural/village setting, and those with children 14 years or under, for Sealed roads.

Significantly higher importance scores were given by those who identified as First Nations for Waste and recycling, Council pools, Youth facilities and activities, and Parks, reserves and playgrounds; those with children 14 or under in household, and those who identified as First Nations, for Public toilets; and those under 60 years of age, those with children 14 or under in their household, and those who identified as First Nations for Sporting facilities.

Residents surveyed in 2024 aged under 60 years gave a higher importance rating for Online services than those aged 60+.

5. FACILITIES AND SERVICES IMPORTANCE



Table 9 below shows the “gap” between mean scores for Satisfaction and Importance. This is usually a number higher than zero (for Importance assigned a higher score than Satisfaction), though for some services and facilities (Libraries, Council pools, Community halls and Sporting facilities) it can go below zero, should Satisfaction be relatively high or Importance relatively low.

The largest change in gaps between 2019 and 2024 was for Council quarries, due to a big increase in Importance ascribed and a big decrease in its Satisfaction rating over that period.

Table 9 Gap Analysis

	2024 SAT	2024 IMP	2024 DIFF	2019 DIFF
Unsealed roads	1.82	4.07	+2.25	+1.26
Sealed roads	2.50	4.53	+2.03	+1.34
Economic development and attracting new investment	2.24	3.99	+1.75	+1.23
Stormwater drainage	2.44	3.89	+1.45	+0.41
Waste and recycling	2.87	4.19	+1.32	+1.02
Weed control	2.60	3.92	+1.32	+0.70
Public toilets	2.56	3.82	+1.26	+0.76
Tourism marketing	2.65	3.89	+1.24	+0.92
Water supply	3.07	4.29	+1.22	+0.74
Bridges, culverts and causeways	3.00	4.16	+1.16	+0.76
Youth facilities and activities	2.47	3.49	+1.02	+0.52
Animal control (e.g. dogs, roosters)	2.77	3.78	+1.01	+0.97
Environmental monitoring and protection	2.69	3.63	+0.94	+0.63
Cleanliness of streets	3.20	4.12	+0.92	+0.41
Council quarries	2.65	3.54	+0.89	-0.85
Footpaths and cycleways	2.89	3.77	+0.88	+0.60
Development applications (DA's)	2.50	3.38	+0.88	+0.13
Saleyards	3.10	3.66	+0.56	+0.22
Parks, reserves and playgrounds	3.60	3.93	+0.33	-0.13
Online services	2.70	3.01	+0.31	-0.71
Sewage collection and treatment	3.61	3.85	+0.24	-0.18
Sporting facilities	3.82	3.81	-0.01	-0.28
Community halls	3.25	3.20	-0.05	+0.05
Council pools	4.13	3.93	-0.20	-0.44
Libraries	4.25	3.60	-0.65	-0.58

6. PRIORITISING FACILITIES AND SERVICES



6.1. QUADRANT ANALYSIS

This section of the report aims to identify the key drivers of resident satisfaction via a deeper analysis of the relationship between overall satisfaction with Coonamble Shire Council and satisfaction with services and facilities (as reported in the previous section).

Quadrant analysis simultaneously analyses the importance of a service in terms of driving overall satisfaction and the performance of services in terms of resident satisfaction. To do this, mean satisfaction scores are plotted against importance scores for each Council service/facility.

To form quadrants, the average importance score and average satisfaction score across all services and facilities were calculated. Services and facilities with a mean satisfaction score less than the overall average were classified as 'lower' performing while those with a mean score above the average were classified as 'higher' performing. Similarly, services and facilities have 'higher' or 'lower' importance depending on their position above or below the overall average.

These scores do not suggest the facility or service is not important in the personal lives of residents. It strictly relates to *relative* importance in creating overall satisfaction with Council.

Figure 12, (over-page) is Council's performance/importance quadrant.

1. The upper right quadrant (high importance and high satisfaction) represents current service strengths or '**Strengths to maintain**'.
2. The upper left quadrant (high importance but low satisfaction) denotes services where satisfaction should be improved or '**Priorities for Council**'.
3. The lower left quadrant (relatively lower importance and relatively lower satisfaction) represents lower priority service dimensions or '**Second order issues**'.
4. The lower right quadrant (relatively lower importance and high satisfaction) represents Council's '**Opportunities**'. These are higher performing services that are not yet having a strong impact on creating overall satisfaction with Council.

The numbers shown in **Table 10** (over-page) match the services and facilities shown in **Figure 12**. (Note that services and facilities listed in are not in order of importance/satisfaction, but rather listed in numeric order as per the numbering shown in **Figure 12** for ease of reference.)

As shown in **Figure 12** (next page), in 2024 Council's road network were an arc across the top left (the interaction of the highest importance and lowest satisfaction). Sealed roads (20) were of much higher importance, but Unsealed roads (25) had lower satisfaction.



6. PRIORITISING FACILITIES AND SERVICES



Figure 12 Quadrant Matrix

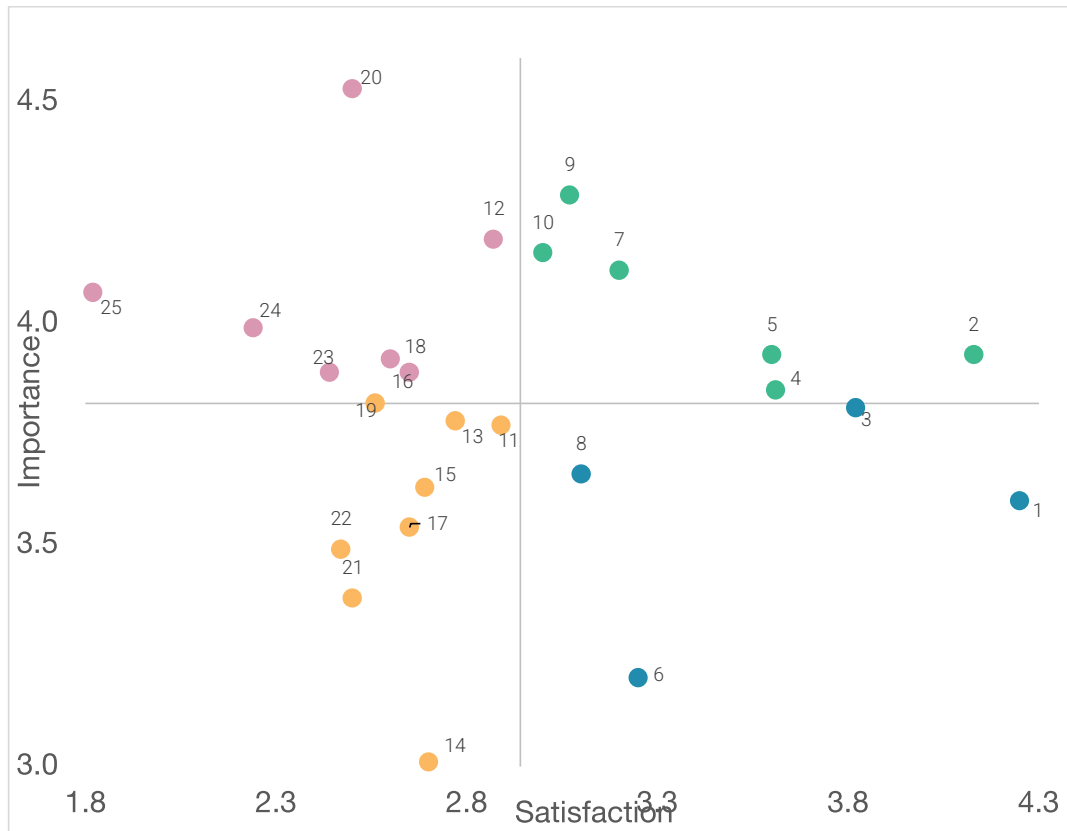


Table 10 Summary of Quadrant Analysis

PRIORITIES FOR COUNCIL	STRENGTHS TO MAINTAIN
12 Waste and recycling	2 Council pools
16 Tourism marketing	4 Sewage collection and treatment
18 Weed control	5 Parks, reserves and playgrounds
20 Sealed roads	7 Cleanliness of streets
23 Stormwater drainage	9 Water supply
24 Economic development and attracting new investment	10 Bridges, culverts and causeways
25 Unsealed roads	
SECOND ORDER ISSUES	OPPORTUNITIES
11 Footpaths and cycleways	1 Libraries
13 Animal control (e.g. dogs, roosters)	3 Sporting facilities
14 Online services	6 Community halls
15 Environmental monitoring and protection	8 Saleyards
17 Council quarries	
19 Public toilets	
21 Development applications (DA's)	
22 Youth facilities and activities	



6. PRIORITISING FACILITIES AND SERVICES



6.2. DRIVERS OF SATISFACTION

Table 11 (below) shows derived importance for Council services and facilities – a correlation¹ between satisfaction with the individual measures, and overall satisfaction with Council. The higher the correlation, the more likely that this facility or service will influence a resident’s overall satisfaction score (it expresses as a fraction between 0 and 1, with a correlation above 0.60 considered useful). The top five of the 25 measures that respondents rated in 2024 are shown.

None of the 25 services and facilities measured had a big impact on overall satisfaction (the correlation coefficients in **Table 11** below are all below 0.60). However, this might be of use as a ranking tool- Economic development and attracting new investment was considered more important than Sealed roads, though the inverse was shown in stated importance (**Figure 13**, next page down), highlighting the difference between what people say are the most important things to them compared to what subconsciously drives them.

Table 11 Top Drivers of Satisfaction

Measure	Correlation coefficient
Economic development and attracting new investment	0.556
Sealed roads	0.518
Council quarries	0.516
Bridges, culverts and causeways	0.487
Online services	0.475

¹ Pearson's correlation https://wiki.q-researchsoftware.com/wiki/Pearson%27s_Product_Moment_Correlation

6. PRIORITISING FACILITIES AND SERVICES

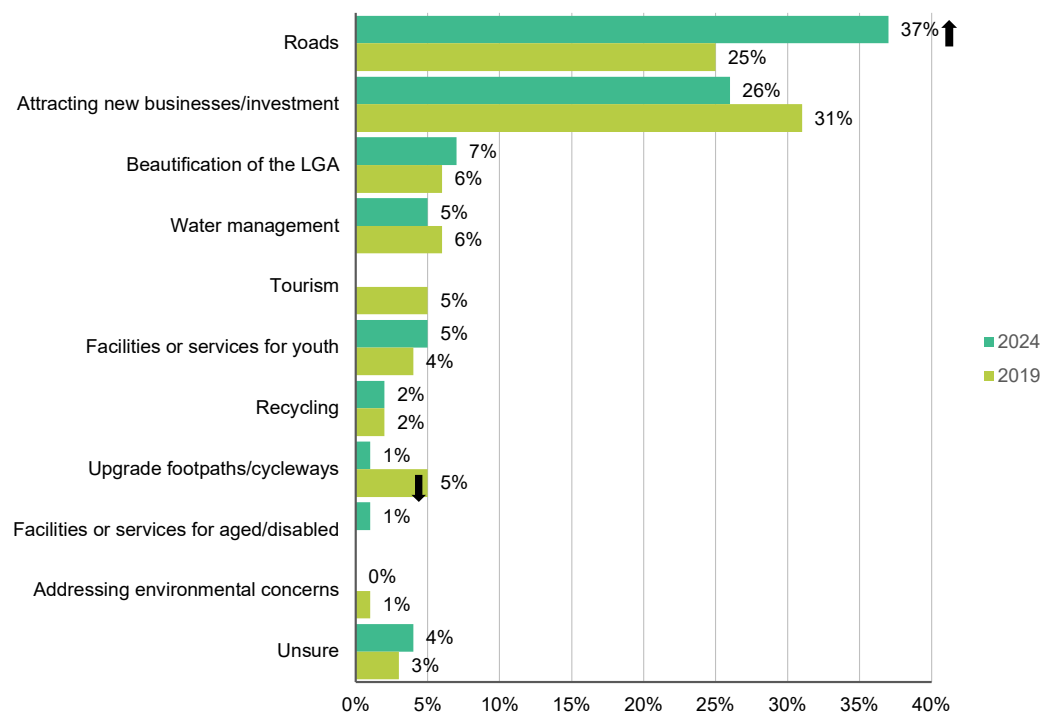


6.3. PRIORITY AS ASKED

As shown by the arrows in **Figure 13** (below), significantly more residents surveyed in 2024 than in 2019 felt that Roads should be the number one priority, and significantly less wanted to Upgrade footpaths/cycleways.

Figure 13 Number One Priority for Next Three to Five Years

Q12. Thinking about Council services and infrastructure as a whole, what do you think Council's number one priority should be over the next three to five years?
Base: All respondents 2019-2024



Roads were more likely to be mentioned by males, those in a rural/village setting, and those outside Coonamble town. Attracting new business/investment was more likely to be mentioned by those in an urban setting, and those in Coonamble town. Beautification of the LGA was more likely to be mentioned by those aged 60+.

Facilities or services for youth were more likely to be mentioned by those aged under 60, those with children aged 14 years or under in their household, and those who identified as First Nations. Water/bore baths were more likely to be mentioned by those aged under 60, and those with children aged 14 years or under in their household.



7. CUSTOMER SERVICES

In this section, residents who had contacted Council customer service were asked about their experience.

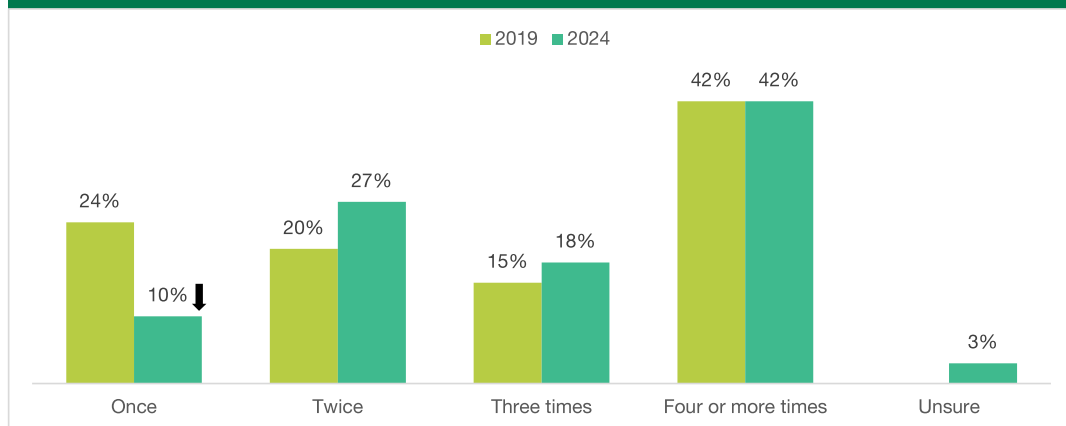
Fifty-six percent of residents surveyed in 2024 had contacted Council in the past 12 months other than to make a payment, compared to 38% in 2019 and 49% in regional NSW (last two years).

Those aged under 60, and those with children aged 14 years or under in their household, were more likely to have contacted Council.

Figure 14 How Many Times Contacted Council in 12 Months

Q14. Could you please tell me approximately how many times you have contacted Council during this time?

Base: All customers (those who had contacted Council in 12 months) 2019 (n=96) and 2024 (n=96)



Customers surveyed in 2024 who lived in a rural/village setting were more likely to have contacted Council once.

As shown by the arrows in **Figure 15** (next page) there was a significant increase in contacts regarding Garbage/waste management/recycling/tips between 2019 and 2024, and significant decreases for Ranger matters and Community services.

In 2024, Road and footpath improvements were more likely to have been the reason for those living in a rural/village setting, those who did not identify as First Nations, and those who lived in the Shire 20+ years. Water billing was more likely to have been the reason for those who identified as First Nations. Building inspection inquiries was more likely to have been the reason for those who had lived in the Shire less than 20 years.

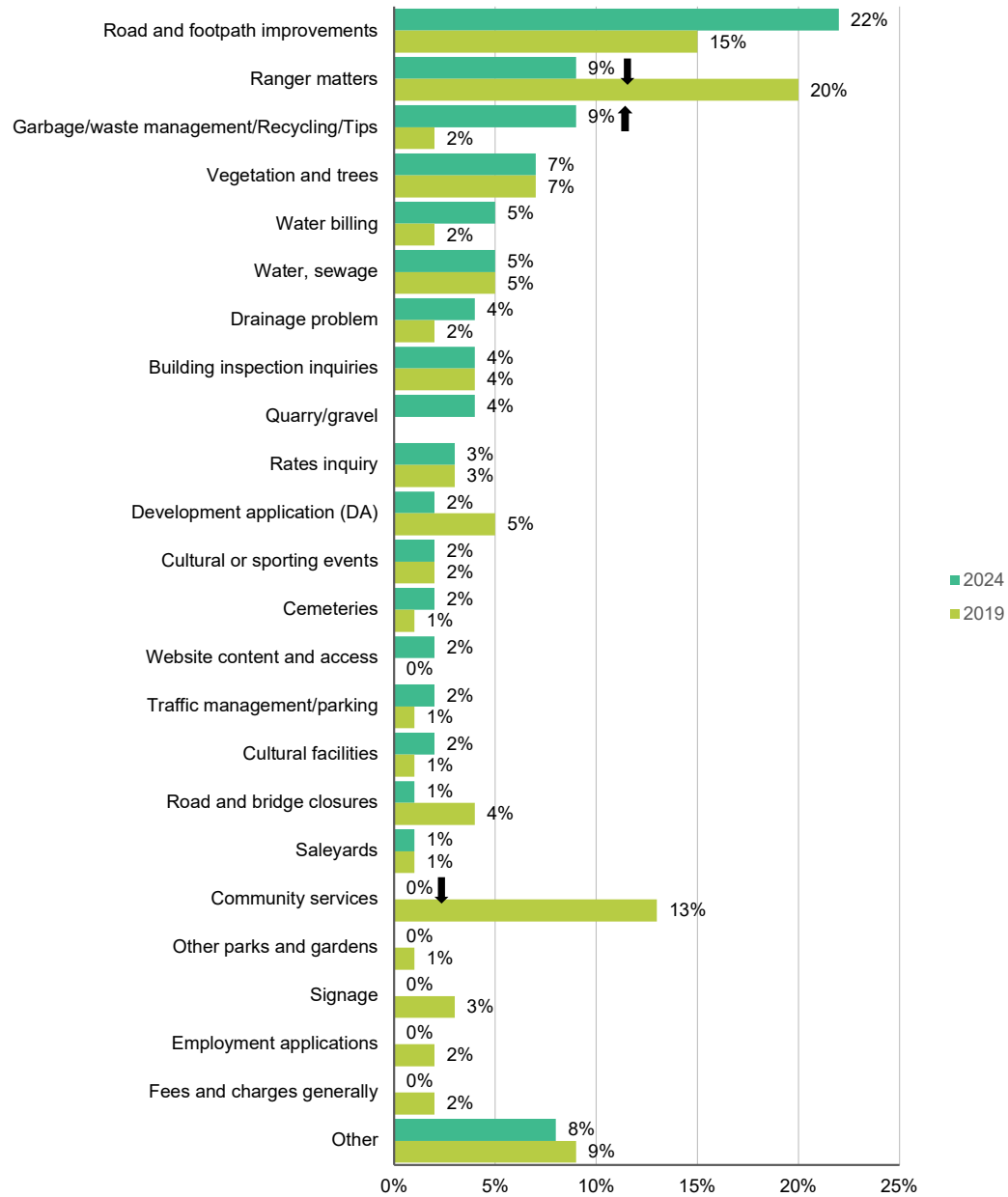
Development applications was more likely to have been the reason for those with children 14 years or under in their household, and those who identified as First Nations. Traffic management/parking was more likely to have been the reason for males, those with children 14 or under in their household, and those who had lived in the Shire less than 20 years. Website content and access was more likely to have been the reason for those living outside Coonamble town.

7. CUSTOMER SERVICES



Figure 15 Reason for Most Recent Inquiry

Q15. Thinking about your most recent inquiry, what was that contact regarding?
 Base: All customers 2019-2024

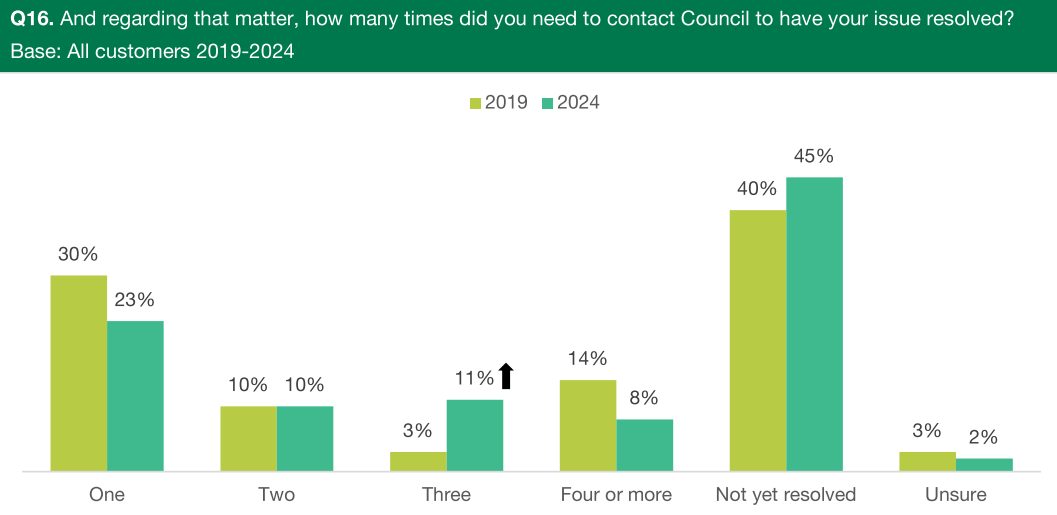


7. CUSTOMER SERVICES



Significantly more customers in 2024 than in 2019 needed to contact Council three times to have their issue resolved (see **Figure 16** below).

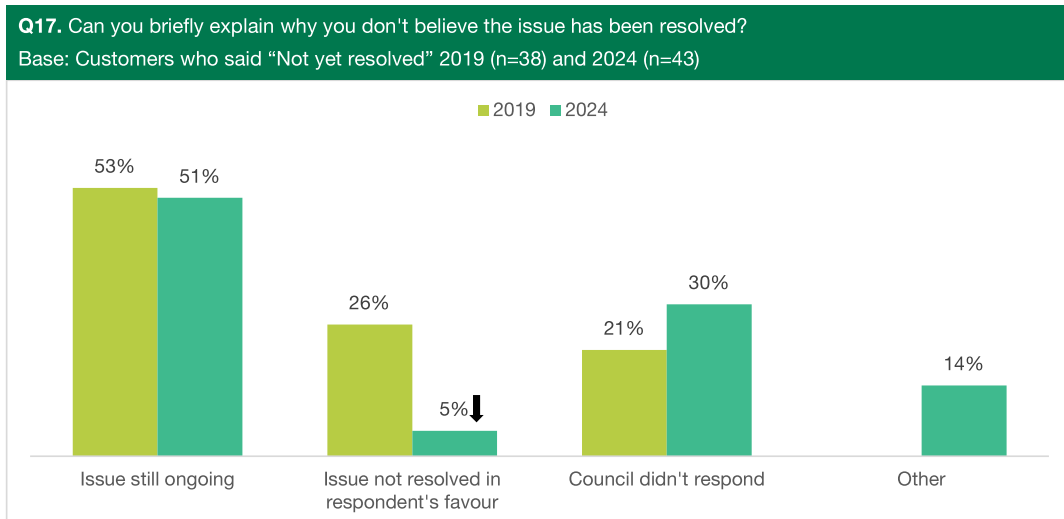
Figure 16 How Many Times Contacted Council to Resolve Most Recent Issue



Customers surveyed in 2024 who identified as First Nations were more likely to have had to contact Council two times to get their issue resolved.

As shown by the arrow, significantly less customers surveyed in 2024 whose issue had not been resolved felt it was not in their favour, compared to 2019 (**Figure 17**).

Figure 17 Why Hasn't Issue been Resolved

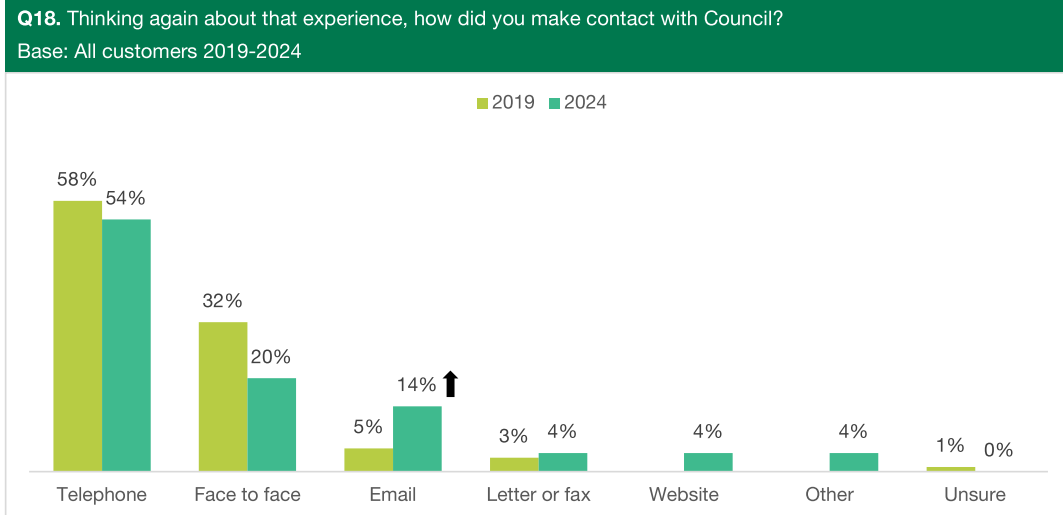


7. CUSTOMER SERVICES



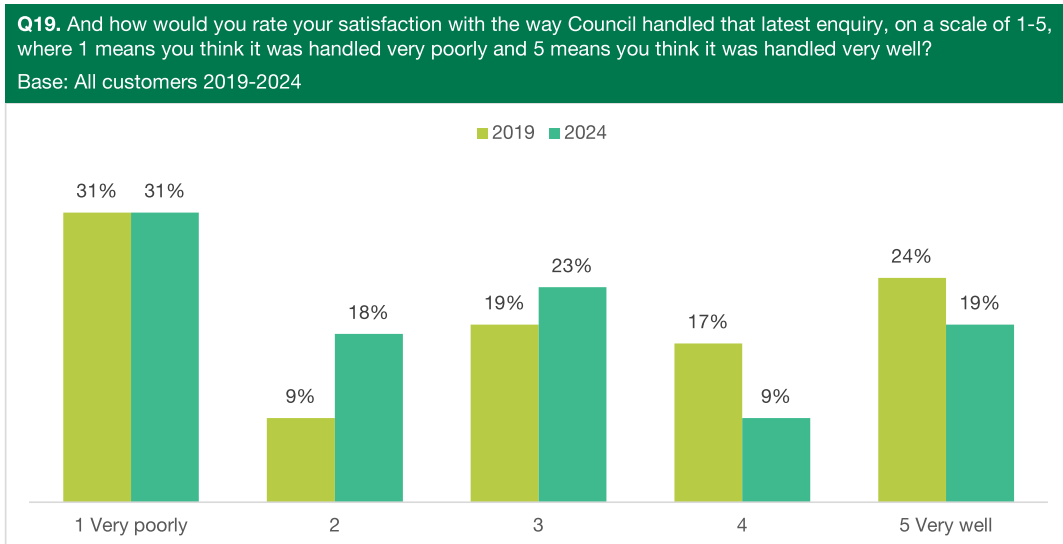
As shown by the arrow, significantly more customers contacted Council via Email in 2024 than in 2019 (see **Figure 18** below).

Figure 18 How Contact Council



When expressed as a mean, 2024 customer satisfaction was 2.67 (compared to 2.93 in 2019). When expressed as a net (percentage giving a 'top two' score, minus the percentage giving a 'bottom two' score), 2024 customer satisfaction was -21 (2019 was +1) (**Figure 19**, below).

Figure 19 Customer Service Satisfaction



Customers surveyed in 2024 aged under 60 years had a significantly higher satisfaction mean (2.96) than those aged 60+ (2.32).

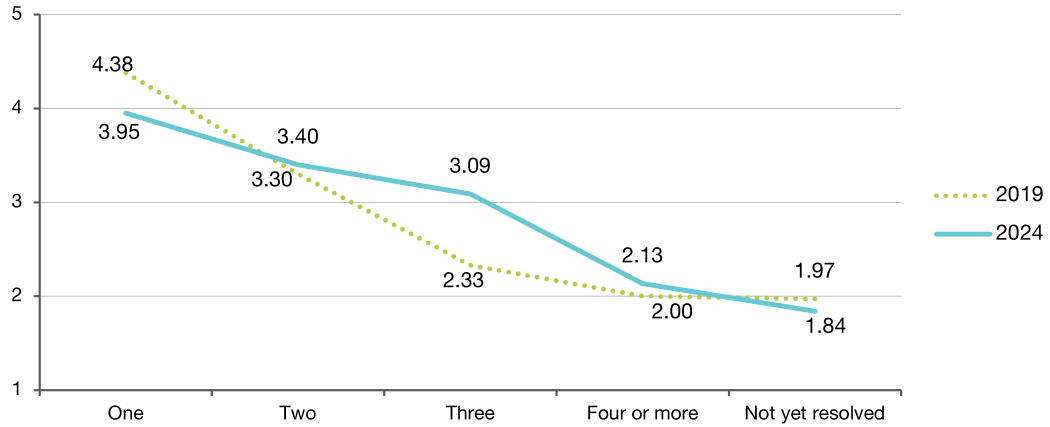


7. CUSTOMER SERVICES



As shown in **Figure 20** below, the number of contacts a customer had to make to resolve their issue had a major impact on their rating of how Council handled their enquiry, though with a substantially faster deterioration in 2019 than in 2024.

Figure 20 Customer Service Satisfaction, by Number of Contacts



8. COMMUNICATION



This section covers the residents' communications to and from Council.

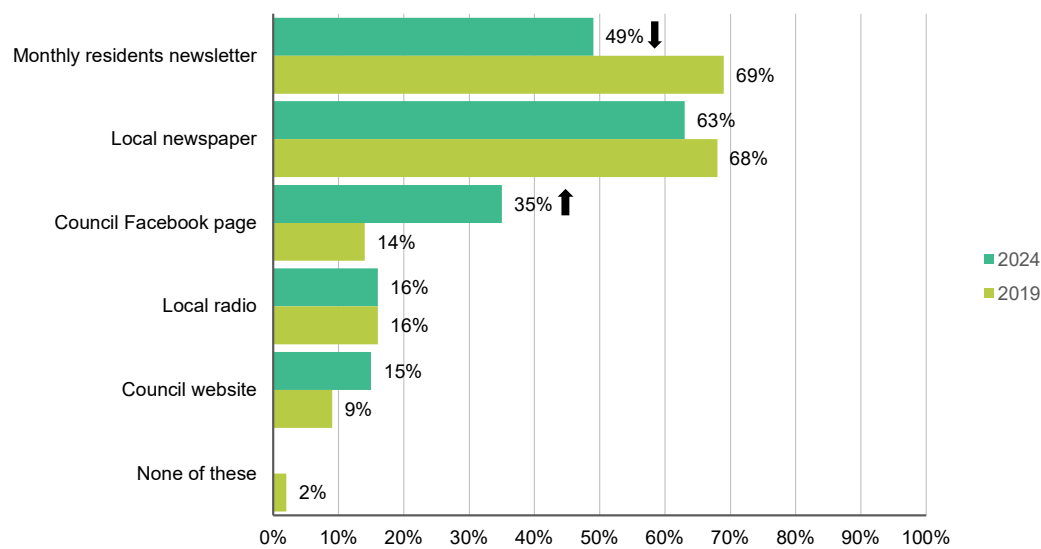
8.1. PREFERENCES

When asked to nominate up to two ways they'd prefer to be informed of changes from Council, residents surveyed in 2024 mentioned the Council Facebook page more than twice as much as in 2019 (see **Figure 21** below).

Figure 21 How Prefer to be Informed about Changes at Council

Q20. How would you prefer to be informed about any changes to Council services, policies or activities? I'll give you five options, and you can pick up to two.

Base: All respondents 2019-2024



The local newspaper was preferred by those in Coonamble town significantly more than those outside the town, those without children aged 14 years or under in their household, and by those who had lived in the Shire 20+ years.

The monthly residents' newsletter was preferred by those aged 60+, and those who lived outside Coonamble town. Council Facebook page was preferred by those aged under 60, those with children aged 14 years or under, those who identified as First Nations, and those who had lived in the Shire less than 20 years.

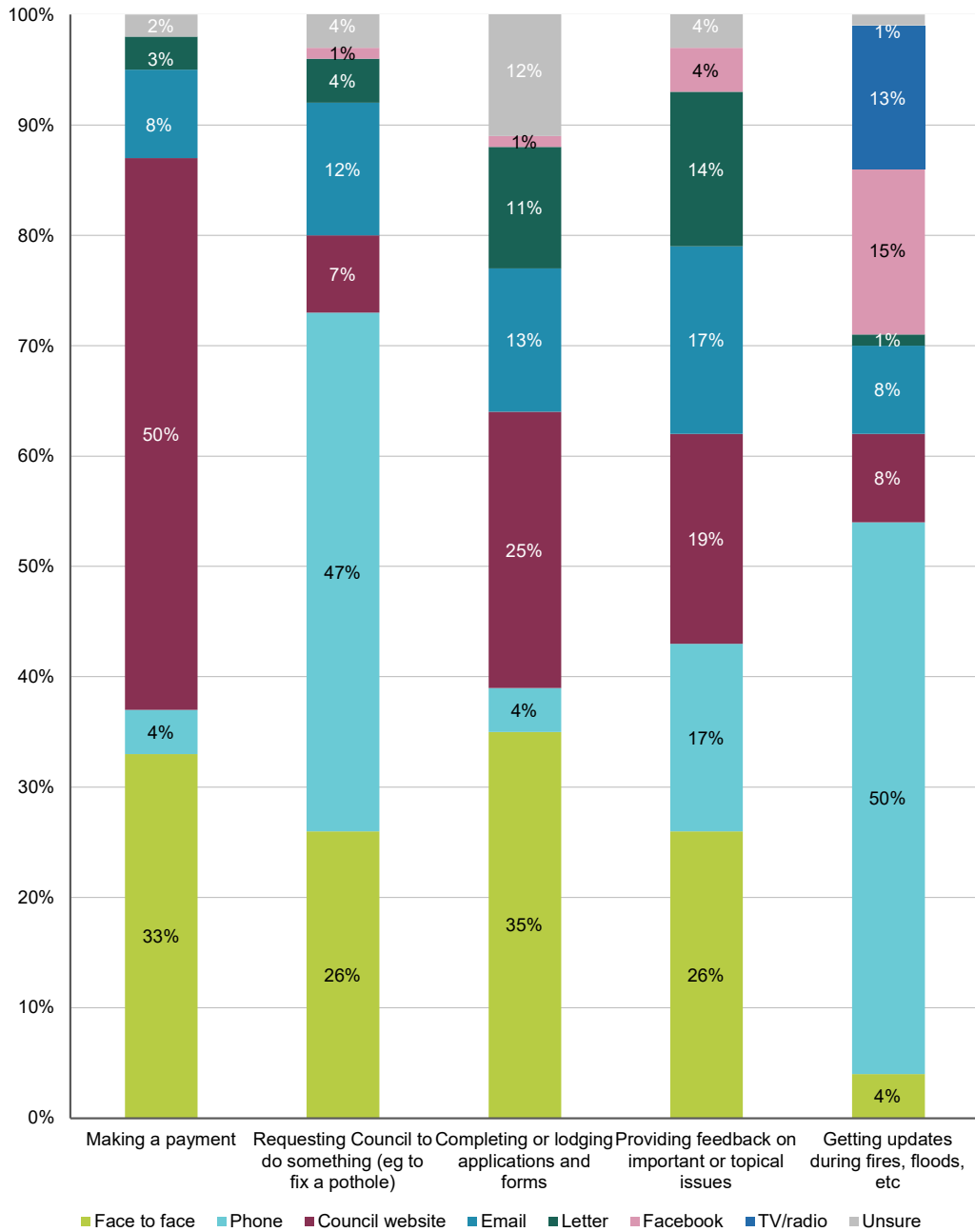
Residents were next asked their preferred method for conducting five different types of business with Council. As shown in **Figure 22** (next page), online was the greatest preference for Making a payment, phone was for Requesting Council to do something, and Getting updates during emergencies, and face to face was the greatest preference for Lodging applications and Providing feedback. This is quite fragmented compared to other regional NSW councils (where online dominates these transactions).

8. COMMUNICATION



Figure 22 Channel Prefer

Q21. And in your dealings with Council, how would you prefer to conduct the following?
Base: All respondents 2024 (n=171)



8. COMMUNICATION

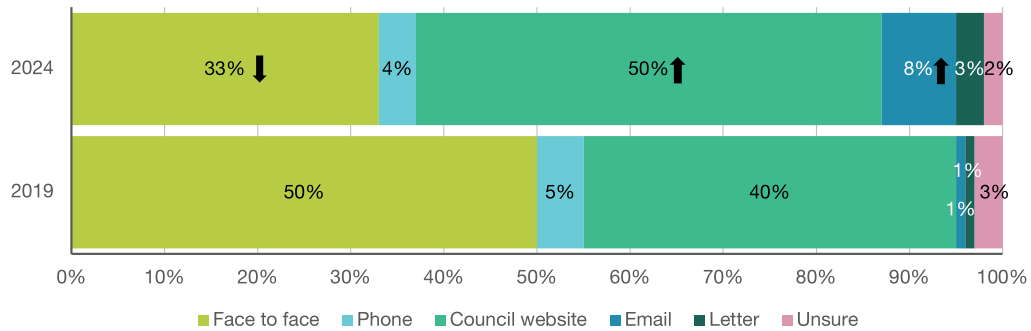


Internal Benchmarks

Between 2019 and 2024 there was a significant decrease in the preference for Face to face when making a payment, and significant increases for Council website and Email. (Figure 23, below)

Figure 23 Method Prefer - Making a Payment

Q21. And in your dealings with Council, how would you prefer to conduct the following...Making a payment
Base: All respondents 2019-2024

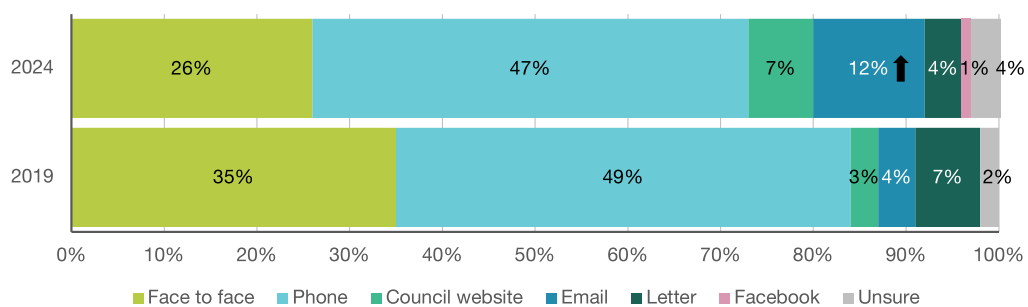


In 2024, Face to face was more preferred by those aged 60+, those without children aged 14 years or under, and those who had lived in the Shire 20+ years. The Council website was preferred more by those aged under 60, those with children aged 14 years or under in their household, and those who had lived in the Shire less than 20 years.

There was a significant increase between 2019 to 2024 of residents preferring Email when requesting Council to do something (Figure 24 below).

Figure 24 Method Prefer - Requesting Council to Do Something

Q21. In your dealings with Council, what method would you prefer to conduct or find out about the following...Requesting Council to do something (e.g. fix a pothole)
Base: All respondents 2019-2024



8. COMMUNICATION

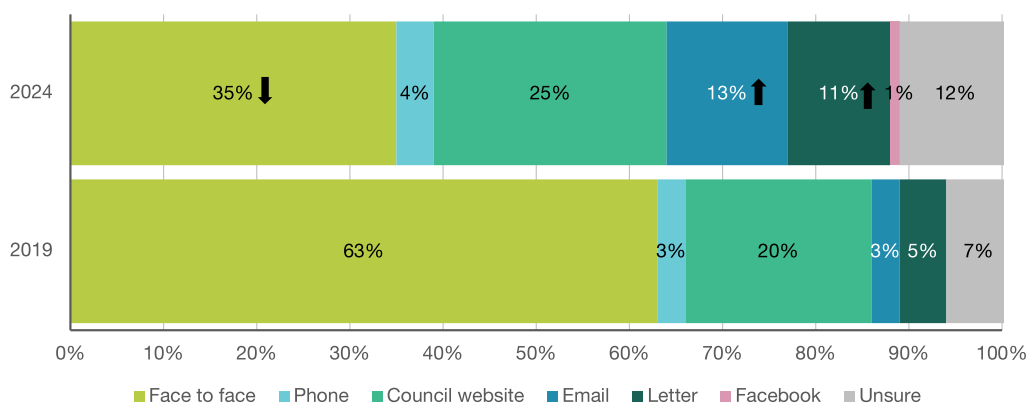


Males were more likely to prefer Face to face for requesting Council to do something. Those aged under 60 were more likely to prefer Council website. Those aged under 60, those with children aged 14 or under in their household, and those who had lived in the Shire less than 20 years were more likely to prefer Email.

As shown in **Figure 25** below, there was a significant decrease between 2019 and 2024 in the preference for Face to face when completing or lodging application and forms, and significant increases in preferences for Email and Letter.

Figure 25 Method Prefer – Completing or Lodging Applications and Forms

Q21. In your dealings with Council, what method would you prefer to conduct or find out about the following...Completing or lodging applications and forms
Base: All respondents 2019-2024



Residents surveyed in 2024 aged 60+ showed greater preference for Face to face when completing or lodging applications and forms. Those living in a rural/village setting, and those who identified as First Nations, were more likely to prefer Phone. Those aged under 60 and those with children aged 14 or under in their household were more likely to prefer Council website. Those in an urban setting, and those who had lived in the Shire less than 20 years, were more likely to prefer Email. Those in an urban setting were more likely to prefer Letter.

The methods preferred in 2024 for providing feedback on important or topical issues showed a significant decrease in Face to face compared to 2019 (**Figure 26**, next page).

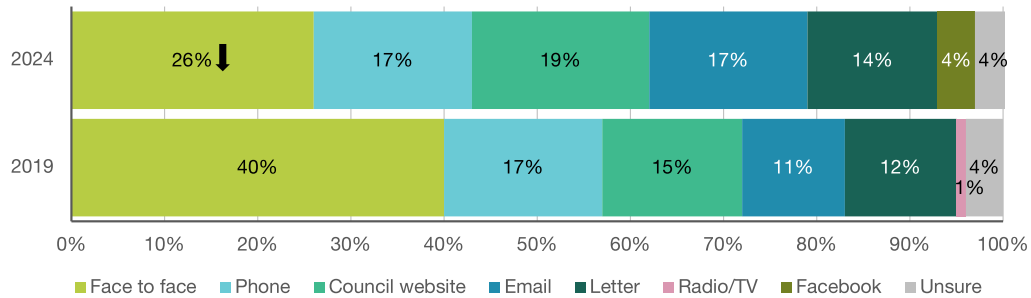


8. COMMUNICATION



Figure 26 Method Prefer - Providing Feedback on Important or Topical Issues

Q21. In your dealings with Council, what method would you prefer to conduct or find out about the following...Providing feedback on important or topical issues
Base: All respondents 2019-2024

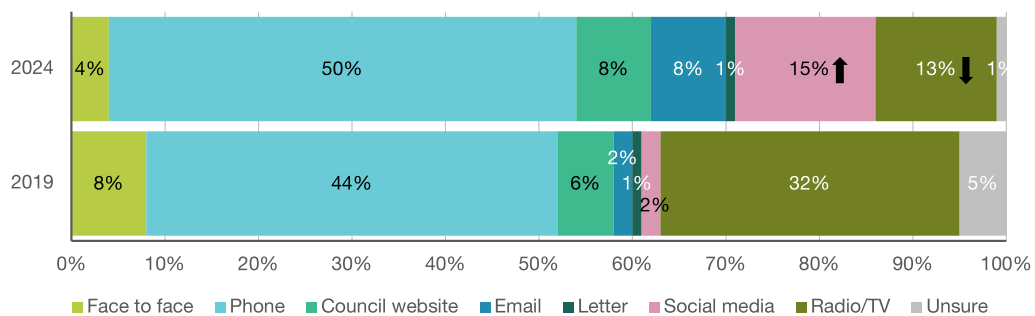


Males were more likely to prefer Face to face in 2024. Females, those living outside Coonamble town, those who identified as First Nations, and those who had lived in the Shire 20+ years were more likely to prefer Phone. Those aged under 60 years, and those who had lived in the less than 20 years, were more likely to prefer Council website. Those aged 60+, and those without children aged 14 or under in their household, were more likely to prefer Letter. Those in an urban setting were more likely to prefer Facebook.

Social media/Facebook was preferred by significantly more residents surveyed in 2024 than in 2019, and Radio/TV was preferred by significantly less (Figure 27, below).

Figure 27 Method Prefer – Getting Updates during Fires, Floods, etc

Q21. In your dealings with Council, what method would you prefer to conduct or find out about the following... Getting updates during fires, floods, etc
Base: All respondents 2019-2024



8. COMMUNICATION



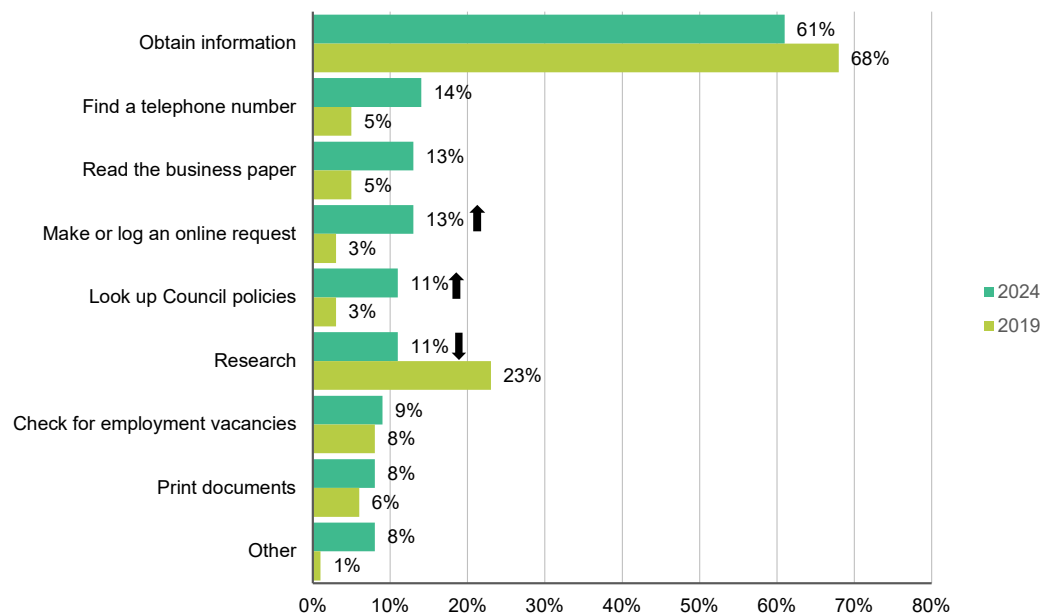
Females had higher preference in 2024 than males for getting emergency updates via Phone. Those who had lived in the Shire less than 20 years had higher preference for getting updates via Email. Those aged under 60 had higher preference for Facebook/social media. Males, and those aged 60+, had higher preference for Radio/TV.

8.2. WEBSITE

Fifty-one percent of residents surveyed in 2024 had used the Council website, significantly more than the 31% in 2019. As shown in **Figure 28** below, significantly more website users in 2024 visited to Look up Council policies, or to Make or log a request than in 2019, and significantly less visited for Research.

Figure 28 What Use Council Website for

Q23. What did you use it for?
Base: All website users 2019 (n=78) and 2024 (n=88)



There were no significant differences between demographic subgroups in 2024, due to the low base sizes.



8. COMMUNICATION

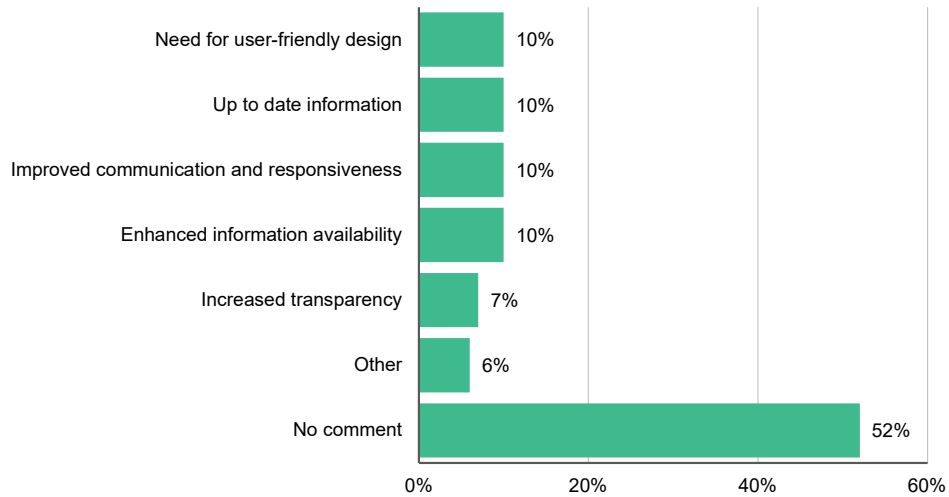


Website users were asked for suggestions to improve it, this was an open-ended question. A full list of verbatim responses has been provided to Council in a separate delivery. More than half of 2024 website users could not say anything specific they wanted improved (**Figure 29**).

Figure 29 Suggested Improvements to Council Website

Q24. Do you have any suggestions on how it could be improved?

Base: All website users 2024 (n=88)



Website users in 2024 from a rural/village setting were more likely to see the Need for user-friendly design. Those who had lived in the Shire 20+ years were more likely to seek Up to date information.



9. OTHER ISSUES



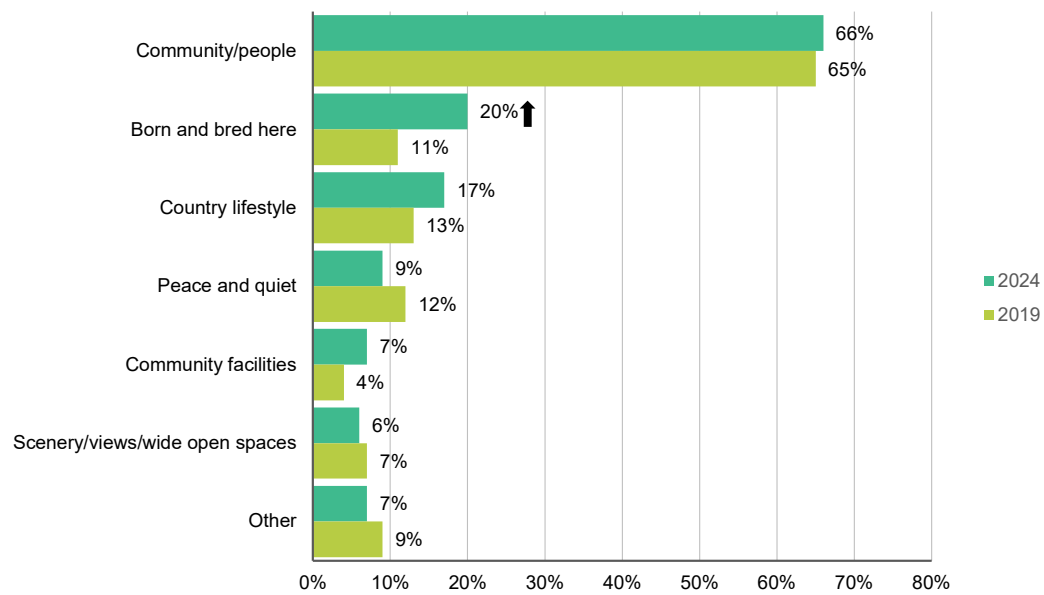
This final section covers two open ended questions asking residents what they value about living in the Shire, and what could add to the quality of life there. A full list of verbatim responses has been provided to Council in a separate delivery.

Far and away the greatest response in 2024, as it was in 2019, was appreciation of the people and community spirit (two-thirds of residents mentioning this). There was a significant increase between 2019 and 2024 in valuing the comfort of familiarity and history (“Born and bred here”) (Figure 30, below).

Figure 30 Value Most about Living in Coonamble Shire

Q25. What do you value most about living in the Coonamble Shire?

Base: All respondents 2019-2024



In 2024, Community/people was more likely to be called out by those in an urban setting. Males, those aged 60+, those without children aged 14 or under living in their household, and those who had lived in the Shire 20+ years, were more likely to say they were Born and bred here. Those living outside Coonamble town were more likely to cite Scenery/views/wide open spaces.



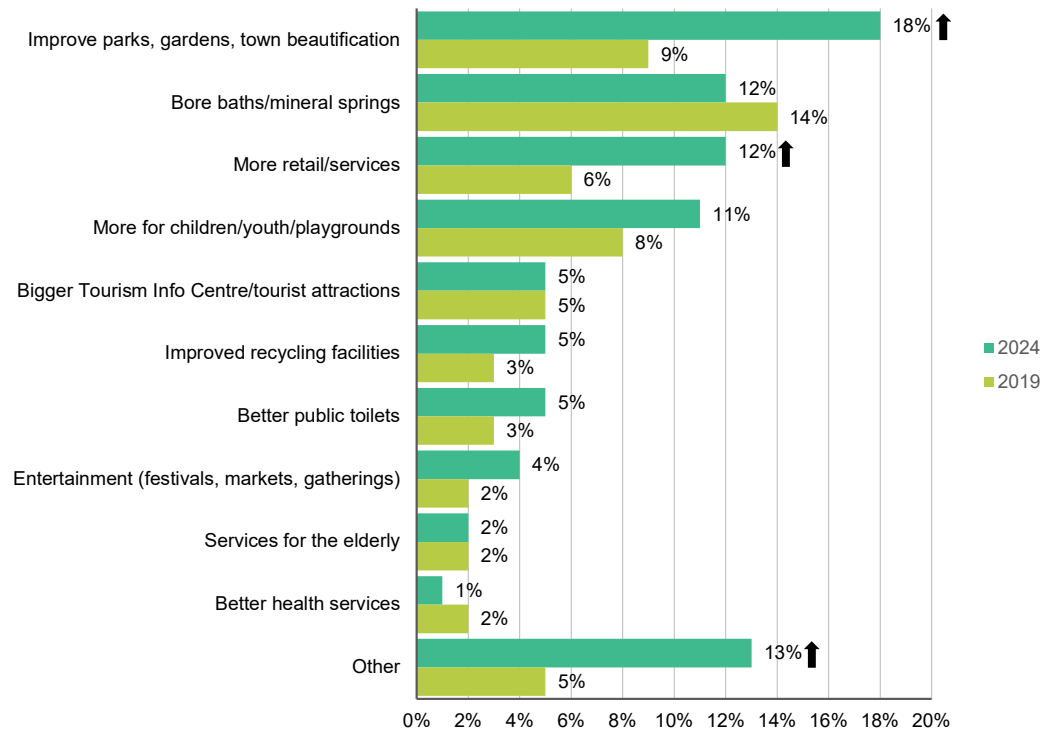
9. OTHER ISSUES



Not shown in **Figure 31** below are the 48% in 2019 and 27% in 2024 who said “Nothing”. This was an open-ended question, and a full list of verbatims responses has been provided to Council in a separate delivery (where the specifics of the one-offs that make up ‘other’ can be seen).

Figure 31 Add to the Quality of Life in Coonamble

Q26. And conversely, have you seen anything when travelling to other places that you think would work well in Coonamble, or add to the quality of life in your region?
 Base: All respondents 2019-2024



Females were more likely to seek Improved parks, gardens, town beautification. Those who lived in Coonamble town were more likely to seek Bore baths/mineral springs. Those who lived in Coonamble town, and those who identified as First Nations, were more likely to seek More for children, youth, playgrounds.

Those who lived outside Coonamble town were more likely to want Improved recycling facilities, and Better public toilets. Those who lived in an urban setting were more likely to want Entertainment (festivals, markets, gatherings).

10. APPENDIX: MEAN SCORES OF SUBGROUPS

Over the following two pages are mean scores of all services and facilities, broken out by demographic subgroups.

Significant differences between compared bases (in responses in each row) are highlighted **blue** for significantly higher, and **red** for significantly lower. Where a larger difference is shown that does not rise to the level of significance, this is usually due to the base size/s not being large enough.



10. APPENDIX: MEAN SCORES OF SUBGROUPS

Table 12 Services and Facilities Satisfaction Means by Demographic Subgroups 2024

Satisfaction	Total	Age *2		Gender		U/R		Area		Do you identify as an Aboriginal or Torres Strait Islander?	
		Under 60	60 and over	Male	Female	Urban	Rural	Coonamble	OTHER	Yes	No
Libraries	4.25	4.16	4.31	4.14	4.30	4.27	4.23	4.25	4.23	4.21	4.25
Sporting facilities	3.82	3.61	4.03	3.87	3.80	3.92	3.75	3.92	3.51	3.44	3.94
Council pools	4.13	4.00	4.24	4.17	4.10	3.98	4.23	4.02	4.42	4.23	4.10
Parks, reserves and playgrounds	3.60	3.40	3.77	3.66	3.57	3.60	3.60	3.62	3.54	3.36	3.68
Cleanliness of streets	3.20	3.27	3.13	3.34	3.11	2.80	3.48	2.98	3.84	3.16	3.21
Sewage collection and treatment	3.61	3.54	3.67	3.64	3.58	3.61	3.61	3.53	3.92	3.69	3.58
Bridges, culverts and causeways	3.00	3.00	3.00	3.10	2.94	3.00	3.00	2.95	3.13	3.00	3.00
Water supply	3.07	3.05	3.09	3.16	3.02	3.03	3.11	2.99	3.38	3.00	3.09
Footpaths and cycleways	2.89	2.97	2.82	3.12	2.76	2.69	3.06	2.88	2.92	2.94	2.88
Waste and recycling	2.87	2.85	2.88	3.14	2.71	3.07	2.71	2.97	2.54	2.68	2.93
Animal control (e.g. dogs, roosters)	2.77	2.91	2.66	2.85	2.72	2.53	2.97	2.77	2.76	2.74	2.78
Community halls	3.25	3.19	3.30	3.13	3.33	3.07	3.37	3.13	3.55	3.52	3.17
Saleyards	3.10	3.23	3.00	3.00	3.19	2.74	3.32	2.99	3.52	3.23	3.08
Weed control	2.60	2.79	2.44	2.77	2.49	2.44	2.71	2.53	2.80	2.71	2.57
Public toilets	2.56	2.55	2.56	2.82	2.40	2.23	2.78	2.49	2.74	2.25	2.64
Tourism marketing	2.65	2.79	2.53	2.55	2.71	2.61	2.68	2.60	2.80	2.78	2.61
Council quarries	2.65	2.73	2.56	2.46	2.79	2.44	2.76	2.60	2.80	2.58	2.66
Sealed roads	2.50	2.44	2.56	2.62	2.43	2.55	2.47	2.40	2.80	2.61	2.47
Youth facilities and activities	2.47	2.31	2.64	2.50	2.46	2.43	2.51	2.39	2.75	2.38	2.51
Stormwater drainage	2.44	2.42	2.45	2.53	2.38	2.25	2.59	2.43	2.47	2.52	2.41
Environmental monitoring and protection	2.69	2.76	2.63	2.78	2.63	2.57	2.78	2.66	2.77	2.96	2.62
Online services	2.70	2.70	2.69	2.78	2.65	2.43	2.85	2.68	2.73	2.95	2.62
Economic development and attracting new investment	2.24	2.25	2.24	2.18	2.28	2.10	2.35	2.18	2.44	2.38	2.20
Development applications (DA's)	2.50	2.65	2.34	2.49	2.51	2.45	2.54	2.40	2.89	2.82	2.42
Unsealed roads	1.82	1.80	1.84	1.84	1.80	1.86	1.79	1.83	1.79	1.86	1.81

10. APPENDIX: MEAN SCORES OF SUBGROUPS

Table 13 Services and Facilities Importance Means by Demographic Subgroups 2024

Importance	Total	Age *2		Gender		U/R		Area		Do you identify as an Aboriginal or Torres Strait Islander?	
		Under 60	60 and over	Male	Female	Urban	Rural	Coonamble	OTHER	Yes	No
Sealed roads	4.53	4.63	4.45	4.59	4.50	4.41	4.61	4.51	4.60	4.54	4.53
Unsealed roads	4.07	4.31	3.87	4.35	3.91	3.77	4.28	4.03	4.18	4.08	4.07
Bridges, culverts and causeways	4.16	4.14	4.18	4.30	4.08	3.99	4.29	4.13	4.27	3.86	4.25
Footpaths and cycleways	3.77	3.71	3.83	3.48	3.94	4.07	3.56	3.81	3.67	3.89	3.74
Cleanliness of streets	4.12	4.18	4.08	3.97	4.21	4.14	4.11	4.07	4.27	4.24	4.09
Online services	3.01	3.21	2.84	2.81	3.12	2.97	3.03	2.94	3.18	3.19	2.96
Animal control (e.g. dogs, roosters)	3.78	3.77	3.78	3.70	3.82	3.89	3.70	3.74	3.89	4.00	3.72
Stormwater drainage	3.89	3.99	3.81	3.78	3.95	3.96	3.84	3.93	3.78	3.89	3.89
Public toilets	3.82	3.92	3.74	3.87	3.80	3.71	3.90	3.77	3.98	4.14	3.74
Weed control	3.92	3.83	4.00	3.86	3.96	3.74	4.05	3.81	4.24	3.84	3.95
Waste and recycling	4.19	4.22	4.16	4.16	4.20	4.20	4.18	4.15	4.29	4.41	4.13
Water supply	4.29	4.35	4.24	4.35	4.25	4.59	4.08	4.41	3.93	4.41	4.25
Sewage collection and treatment	3.85	3.94	3.77	4.05	3.73	4.21	3.59	3.95	3.56	3.95	3.82
Sporting facilities	3.81	4.00	3.66	3.97	3.72	3.91	3.74	3.81	3.82	4.24	3.69
Parks, reserves and playgrounds	3.93	3.92	3.94	3.98	3.90	4.00	3.88	3.90	4.02	4.32	3.82
Council pools	3.93	3.95	3.91	3.76	4.03	3.97	3.90	3.88	4.07	4.32	3.82
Libraries	3.60	3.46	3.72	3.37	3.74	3.60	3.60	3.50	3.89	3.84	3.54
Community halls	3.20	3.14	3.26	3.29	3.16	3.20	3.21	3.13	3.42	3.32	3.17
Youth facilities and activities	3.49	3.63	3.38	3.56	3.45	3.59	3.43	3.47	3.56	3.92	3.37
Economic development and attracting new investment	3.99	4.04	3.95	4.08	3.94	4.17	3.86	3.96	4.07	4.00	3.99
Tourism marketing	3.89	3.83	3.94	3.86	3.91	3.97	3.83	3.90	3.84	4.03	3.85
Development applications (DA's)	3.38	3.40	3.37	3.60	3.25	3.43	3.35	3.49	3.07	3.08	3.46
Saleyards	3.66	3.77	3.57	4.02	3.45	3.39	3.85	3.64	3.71	3.54	3.69
Environmental monitoring and protection	3.63	3.56	3.68	3.68	3.59	3.51	3.70	3.56	3.82	3.57	3.64
Council quarries	3.54	3.71	3.40	3.89	3.33	3.31	3.69	3.56	3.47	3.38	3.58

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Taverner Research Group
T +61 2 9212 2900 | W www.taverner.com.au
A Level 2, 88 Foveaux Street, Surry Hills, NSW 2010 |
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