



# Hawkesbury City Council

## Community Research

Prepared by: Micromex Research

Date: October 2021

# Background & Methodology

## Objectives (Why?)

- Identify the community's overall level of satisfaction with Council performance
- Assess and establish the community's priorities and satisfaction in relation to Council activities, services, and facilities
- Identify methods of communication and engagement with Council
- Identify the community's level of agreement with prompted statements surrounding safety/housing suitability

## Sample (How?)

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

## Timing (When?)

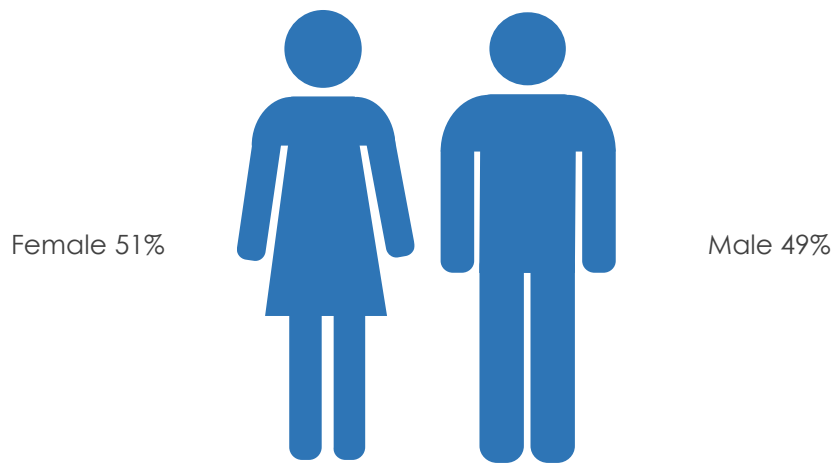
- Implementation 27<sup>th</sup> July –10<sup>th</sup> August 2021



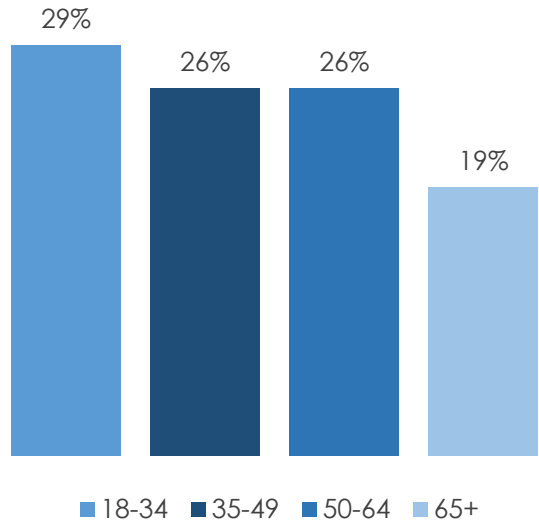
# Sample Profile

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

## Gender



## Age

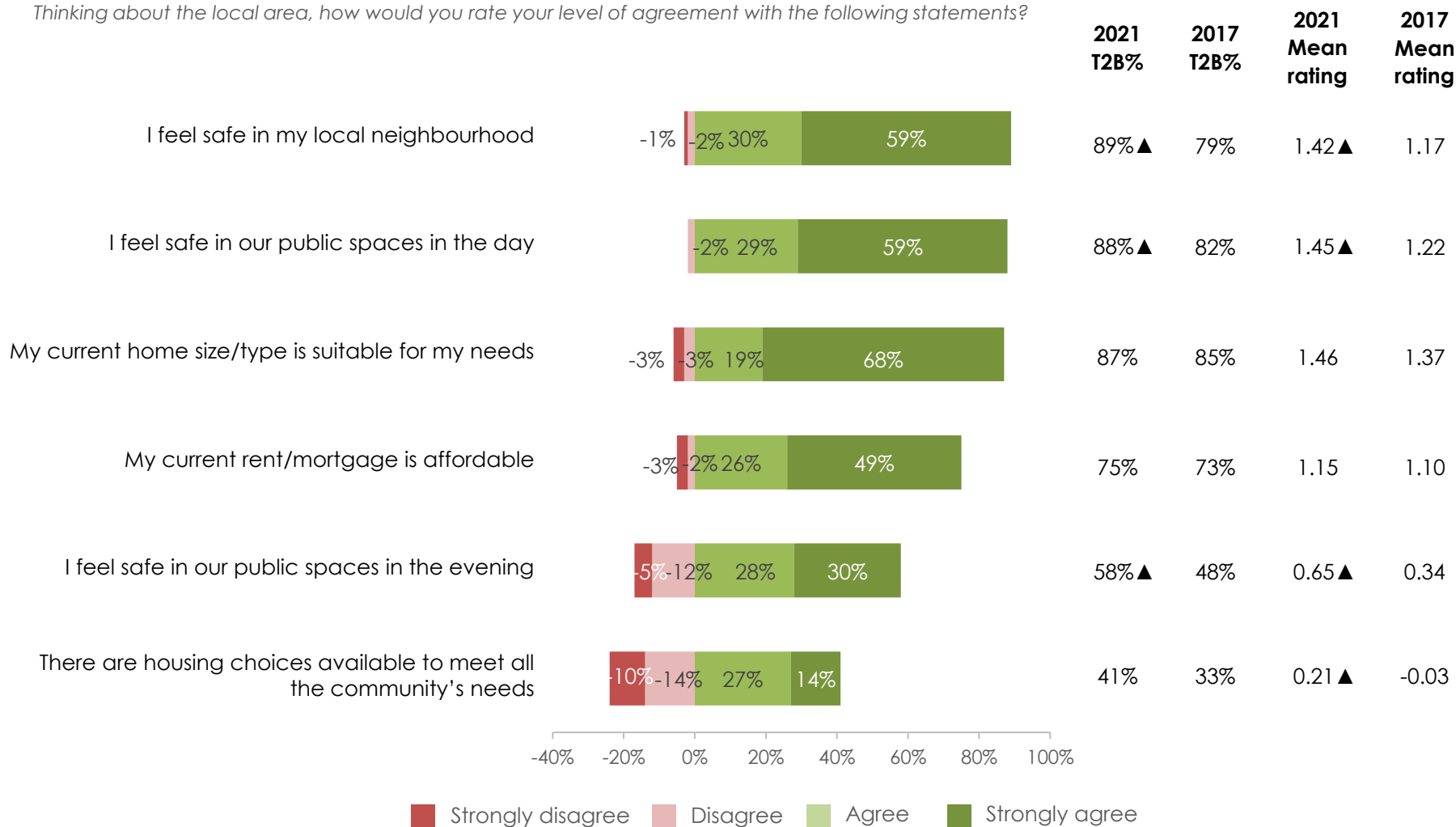


# Living In Hawkesbury LGA



# Agreement Statements

Q11. Thinking about the local area, how would you rate your level of agreement with the following statements?



Scale: -2 = strongly disagree, 2 = strongly agree

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

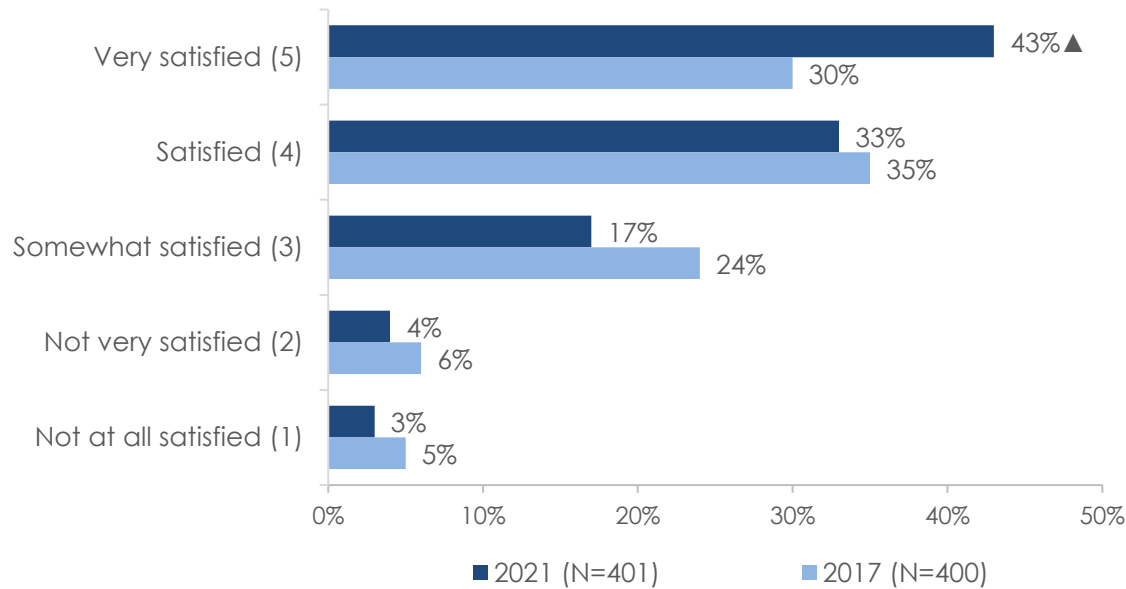
Base: N=401

**The majority of residents feel safe in their local neighbourhood and feel safe in public spaces during the day, with significantly higher levels of agreement about safety since 2017. Housing suitability and affordability remains on par with 2017 levels, while housing choices to suit the needs of everyone in the community has seen improvement.**

# Satisfaction with the Hawkesbury's Rural Character

Q12. How satisfied are you with the rural character of the Hawkesbury LGA?

	2021	2017	2015	Male	Female	18-34	35-49	50-64	65+
Mean rating	4.10▲	3.80	3.97	4.06	4.14	4.29	4.04	4.06	3.96
Base	401	400	401	196	205	117	106	103	76



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

**93% of residents are at least 'somewhat satisfied' with the rural character of the Hawkesbury area, a significant increase since 2017. This increase in satisfaction is largely driven by residents aged 18-49.**



# Contact, Consultation and Communication

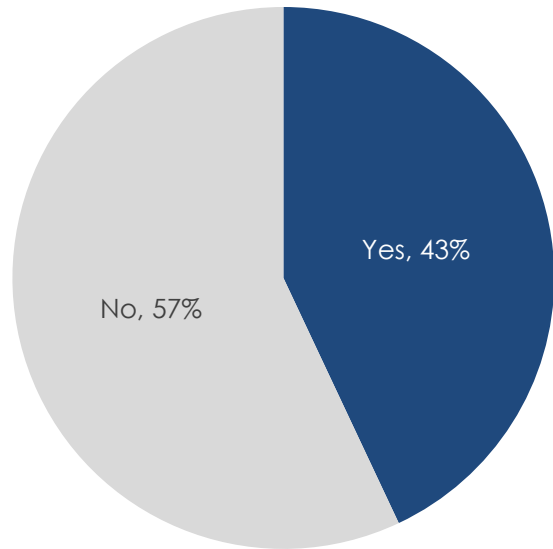
# Contact with Council

Q9a. Have you contacted Hawkesbury City Council in the last 12 months?

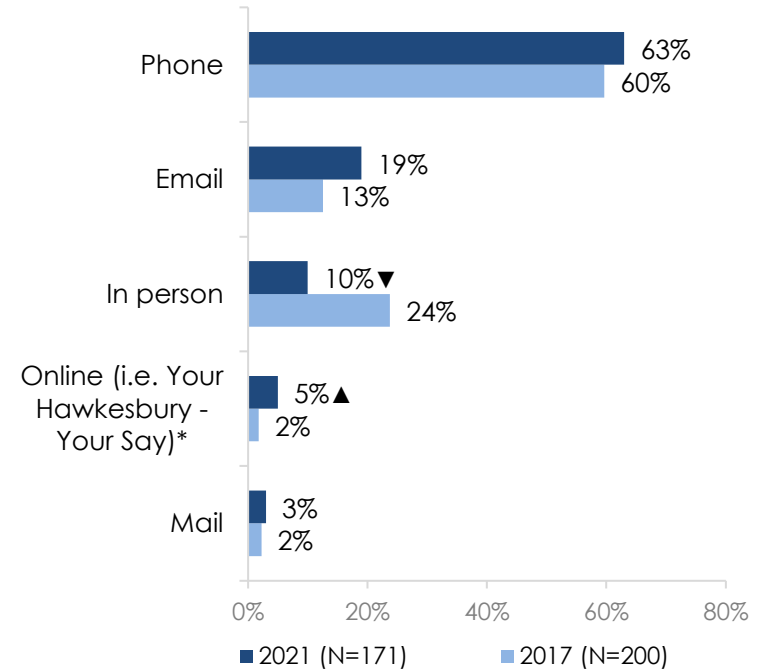
Q9b. When you last made contact with Council, was it by:

	2021	2017	2015	2013	2011	Male	Female	18-34	35-49	50-64	65+
Yes %	43%	50%	54%	52%	48%	44%	41%	30%▼	56%▲	43%	44%
Base	401	402	401	400	400	196	205	117	106	103	76

**Proportion of Residents Who Contacted Council in the Last 12 Months**



**Method of Contacting Council**



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

\*Online (i.e. Your Hawkesbury – Your Say) in 2021 compared to 'Online' in 2020

Base: N=401

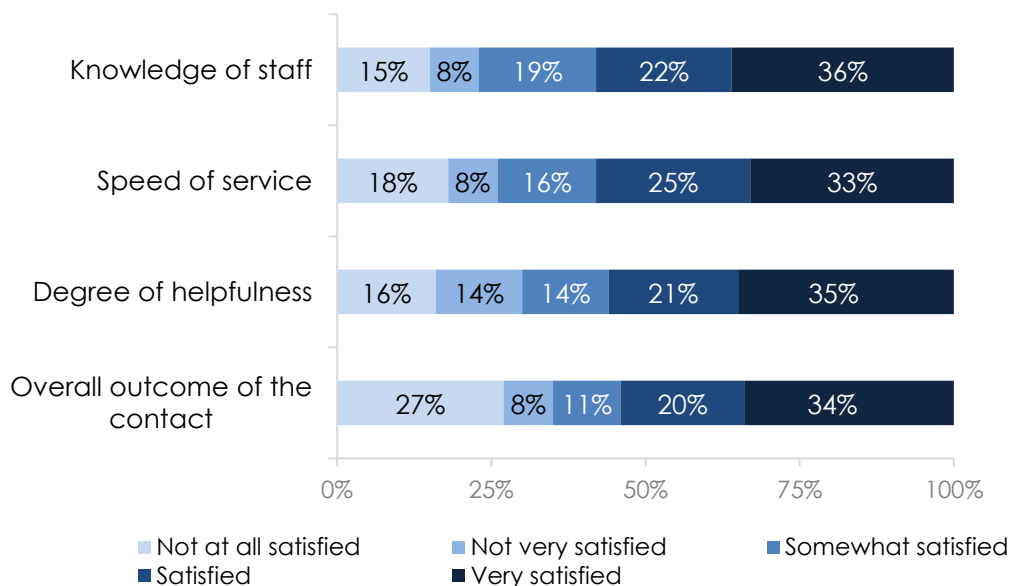
**43% of residents have contacted Council in the last 12 months, a slight decrease since previous years. Residents aged 35-49 have significantly higher levels of contact. Contacts by phone, email and online have increased since 2017, while in person visits have decreased - most likely due to COVID-19.**



# Satisfaction of Contact with Council

Q9c. How satisfied were you with the way your contact was handled in terms of the following?

Satisfaction Mean Scores	2021	2017	2015	2013	Male	Female	18-34	35-49	50-64	65+
Knowledge of staff	3.55	3.61	3.53	3.25	3.66	3.44	3.88	3.40	3.45	3.61
Speed of service	3.47	3.63	3.54	3.28	3.40	3.54	3.82	3.29	3.41	3.52
Degree of helpfulness	3.46	3.53	3.46	3.29	3.41	3.51	3.66	3.26	3.47	3.58
Overall outcome of the contact	3.25	3.50	3.25	3.09	3.13	3.38	3.23	3.01	3.42	3.50



## Satisfaction by Method of Contact

Satisfaction Mean Scores	Q9b. Method of contact			
	Phone N=107	Email N=31-33	In person N=16	Online N=9
Knowledge of staff	3.57	3.82	3.07	3.66
Speed of service	3.53	3.67	2.81	3.41
Degree of helpfulness	3.50	3.85	2.69▼	3.35
Overall outcome of the contact	3.32	3.61	2.13▼	3.26

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

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

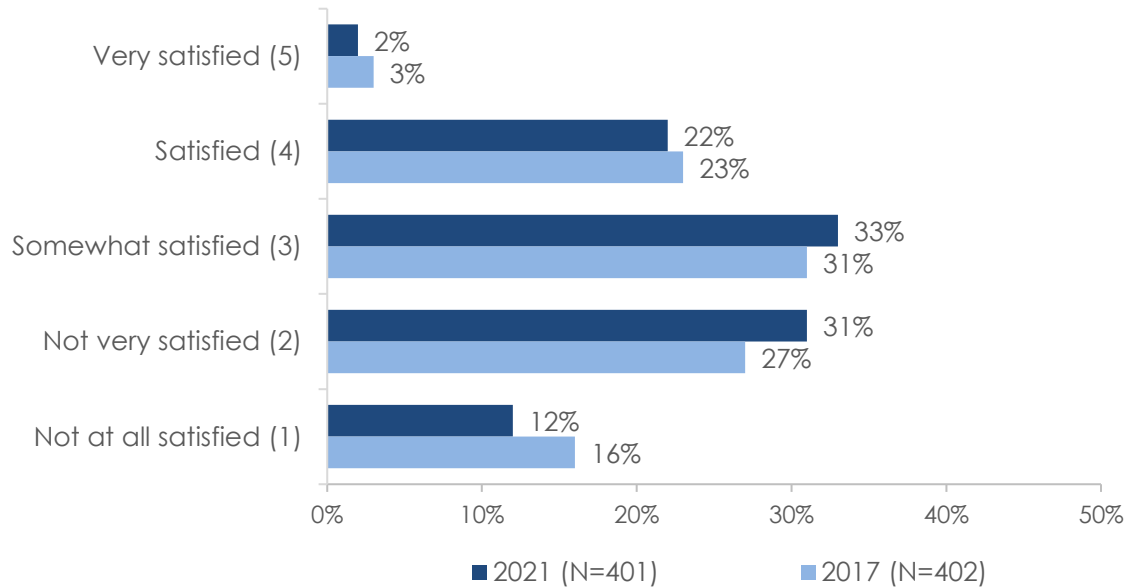
Base: N=170-171

**Satisfaction with knowledge of staff, speed of service, degree of helpfulness and overall outcome have softened slightly since 2017. Satisfaction is generally higher for email and phone contacts and lower for contacts made in person. In person contacts are rated significantly lower for helpfulness and overall outcome.**

# Satisfaction with Community Consultation

Q6. Thinking overall, how satisfied are you with the way Council consults with the community?

	2021	2017	2015	2013	2011	Male	Female	18-34	35-49	50-64	65+
Mean rating	2.70	2.70	2.86	2.94	3.13	2.68	2.72	2.74	2.71	2.62	2.75
Base	401	402	401	400	400	196	205	117	106	103	76



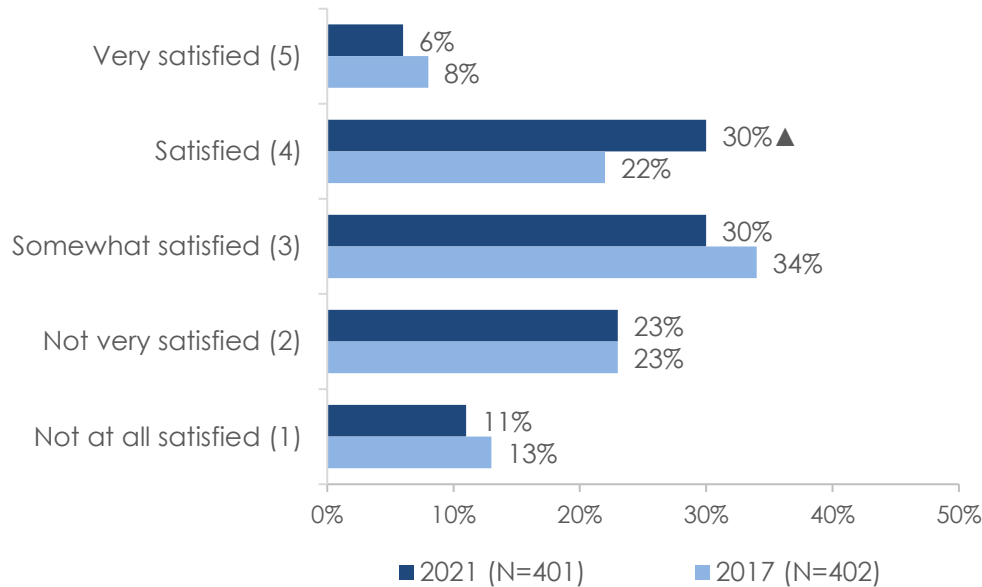
Scale: 1 = not at all satisfied, 5 = very satisfied  
 ▲ ▼ = A significantly higher/lower level of satisfaction (by year/group)

**Satisfaction with the way Council consults with the community is on par with 2017 levels, however, is somewhat lower than satisfaction in previous years (from 2011-2015).**

# Satisfaction with Level of Communication

Q5. Overall, how satisfied are you with the level of communication Council currently has with the community?

	2021	2017	2015	Male	Female	18-34	35-49	50-64	65+
Mean rating	2.95	2.90	2.95	2.93	2.98	2.97	2.89	2.80	3.23▲
Base	401	402	401	196	205	117	106	103	76



	Hawkesbury City Council	Micromex LGA Benchmark - Metro	Micromex LGA Benchmark - Regional
Mean rating	2.95↓	3.46	3.32
T3 Box	66%↓	85%	80%
Base	401	15,649	14,365

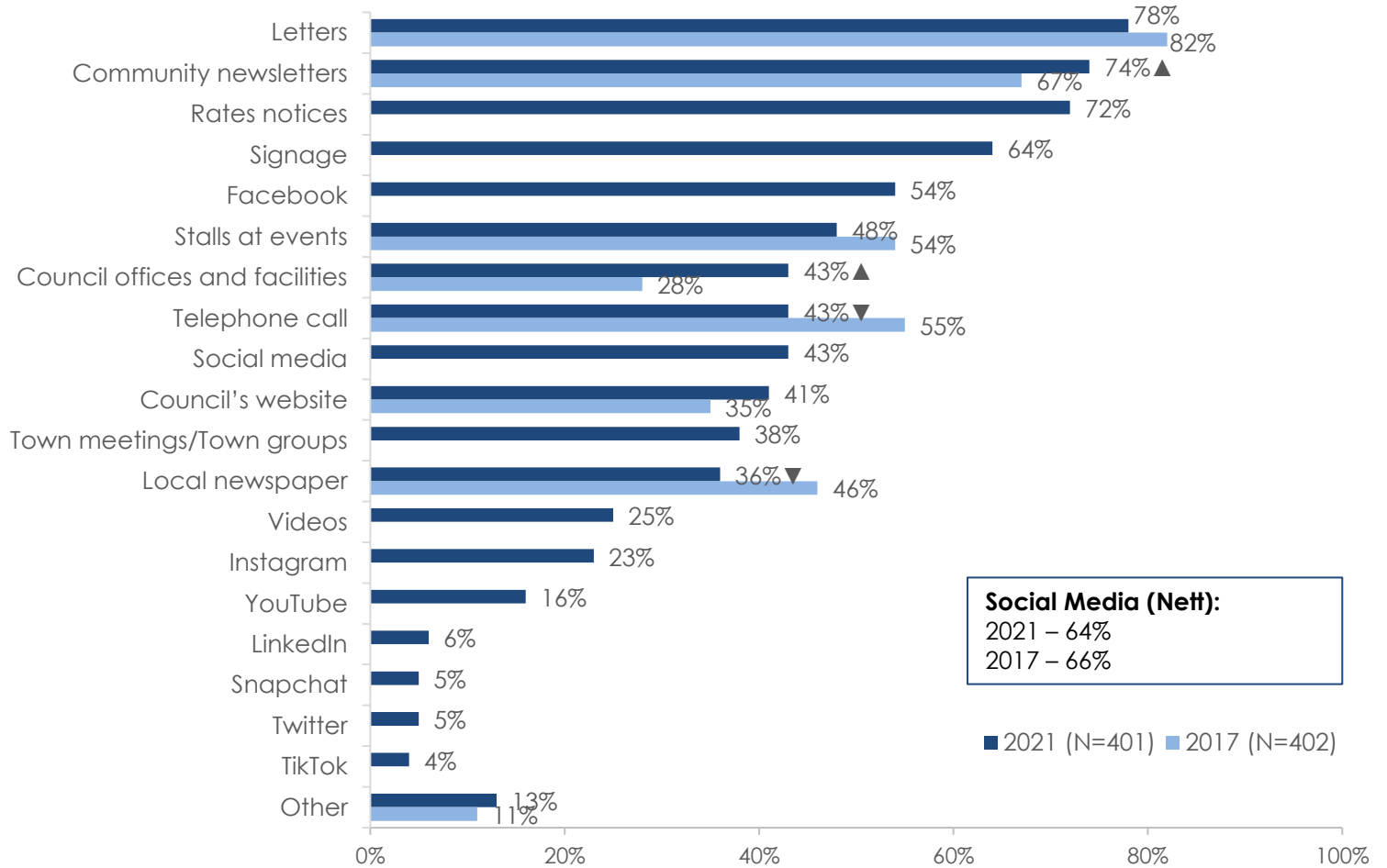
↑↓ = A significantly higher/lower level of satisfaction (compared to the Benchmark)

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

**Satisfaction with the level of communication Council has with the community has slightly increased since 2017. However, only 2 in 3 (66%) are at least 'somewhat satisfied' with the level of communication indicating a need to further understand resident expectations in this area.**

# Effective Communication Methods

Q8. When Council is trying to inform or engage you on local issues, which of the following methods would be the most effective in communicating with you?



**Social Media (Nett):**  
2021 – 64%  
2017 – 66%

■ 2021 (N=401) ■ 2017 (N=402)

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

\*'Stalls at events' compared to 'Pop up stores at shops and transport hubs' in 2017  
Social Media (Nett) includes Facebook, Social Media, Instagram, YouTube, LinkedIn, Snapchat, Twitter and TikTok

Please see Appendix A for other specified responses

**Letters and community newsletters continue to be the most effective methods of communication, closely followed by rates notices. Signage, social media (Nett) including Facebook, stalls and Council offices/facilities are also effective tools for communicating with residents.**

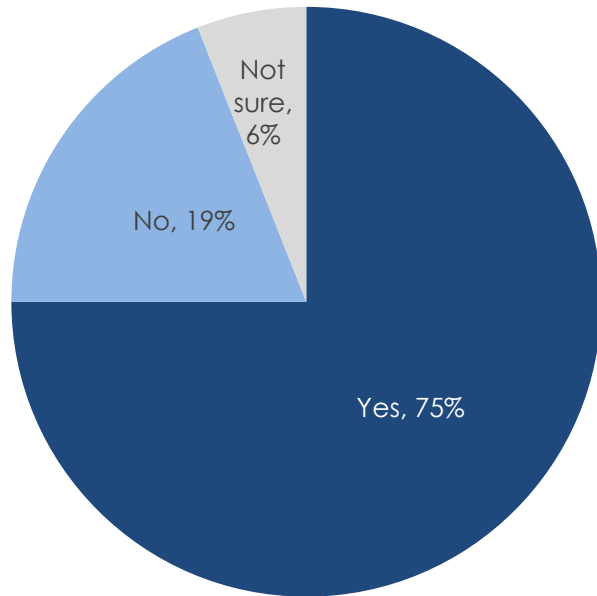
# Council's Emergency Response

Q13a. Do you think Council responded well to the 2021 Flood and 2019/2020 Bushfire?

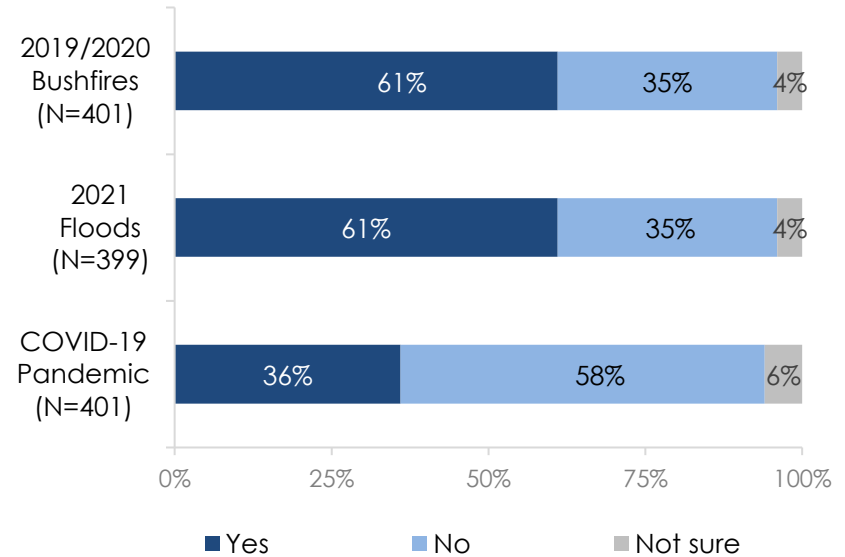
Q13b. Do you think Council helped you stay informed about the following:

	Overall	Male	Female	18-34	35-49	50-64	65+
Yes %	75%	76%	75%	77%	72%	75%	79%
Base	401	196	205	117	106	103	76

**Council Responded Well to the 2021 Flood and 2019/2020 Bushfire**



**Council Helped Residents Stay Informed**



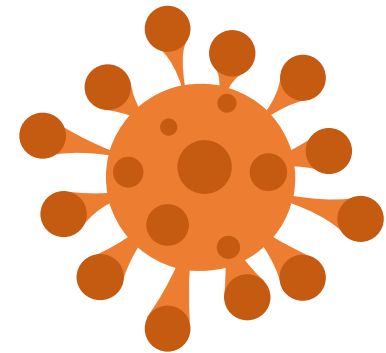
Base: N=401

**75% of residents say that Council responded well to the 2019/2020 Bushfires and 2021 Floods. 61% feel Council helped them stay informed during these events, however, only 36% believe Council kept them informed during the COVID-19 Pandemic.**

# Helping Residents Stay Informed

Q13b. Do you think Council helped you stay informed about the following:

Yes %	Overall	Male	Female	18-34	35-49	50-64	65+
2019/2020 Bushfires	61%	64%	59%	78%▲	56%	54%	54%
2021 Floods	61%	62%	60%	73%▲	58%	56%	52%
COVID-19 Pandemic	36%	33%	39%	56%▲	31%	27%▼	27%▼
Base	399-401	195-196	204-205	117	106	101-103	76

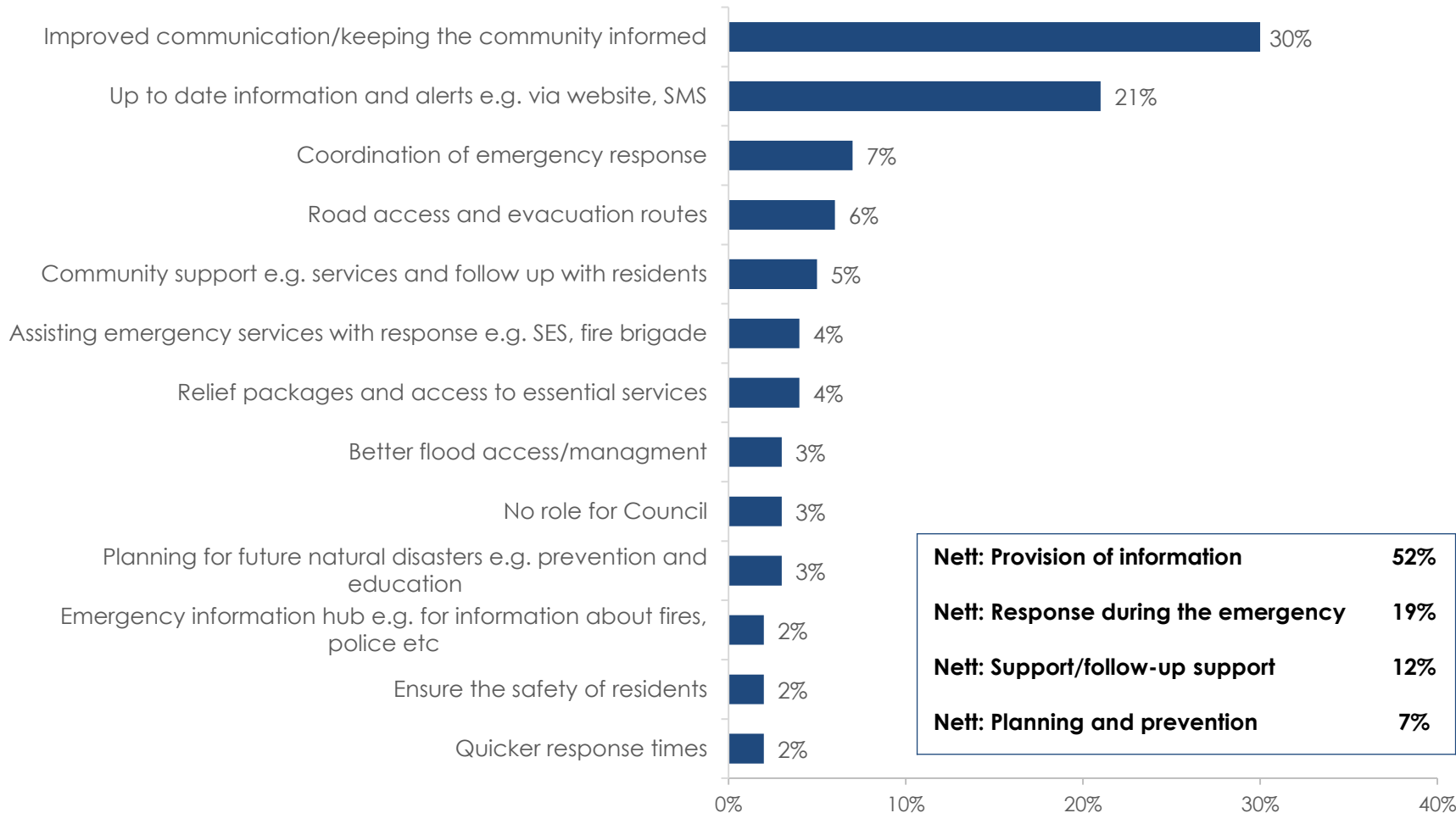


▲ ▼ = A significantly higher/lower percentage (by group)

**Residents aged 18-34 are significantly more likely to agree that Council kept them informed for all 3 events, while residents aged 50+ are significantly less likely to say that Council helped them stay informed during the COVID-19 Pandemic.**

# Most Important Role for Council in Future Emergencies

Q13c. What would you consider to be the most important role for Council in any future emergency such as the COVID-19 pandemic or major bushfires affecting the local area?



Base: N=401  
Please see Appendix A for full list of responses and classification of Netts

**30% say keeping the community informed is the most important role for Council in future emergencies, with a further 21% relying on Council for up to date information and alerts. Residents also believe Council has a role in coordinating the response – working with emergency services, maintaining road access/evacuation routes and providing support services for the community.**

# Organisational Performance

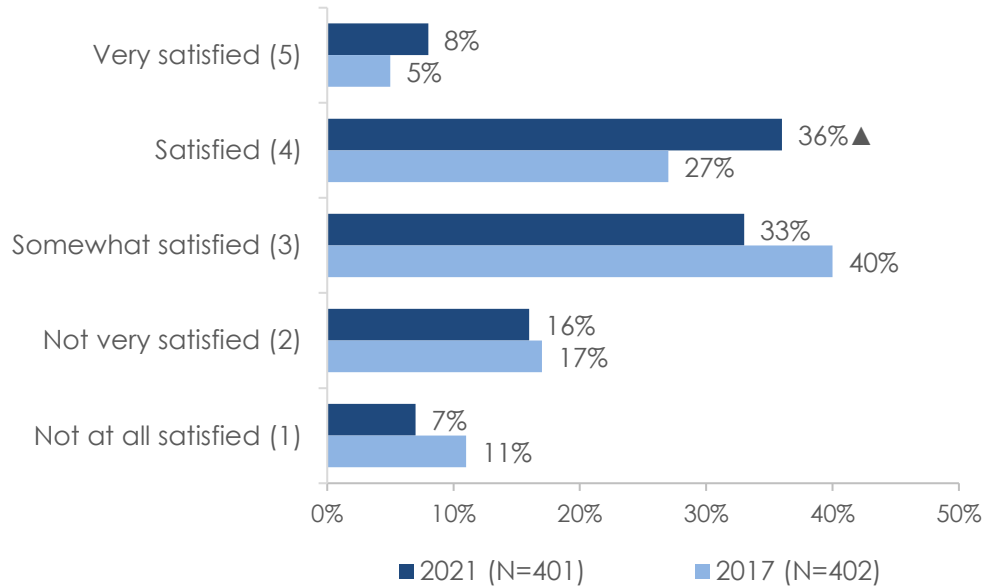




# Overview – Overall Satisfaction

Q4. Overall, for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues, but across all responsibility areas?

	2021	2017	2015	2013	2011	Male	Female	18-34	35-49	50-64	65+
Mean rating	3.22▲	2.97	3.11	3.09	3.31	3.16	3.27	3.47	3.00▼	3.09	3.30
Base	401	402	401	400	400	196	205	117	106	103	76



	Hawkesbury City Council	Micromex LGA Benchmark - Metro	Micromex LGA Benchmark - Regional
Mean rating	3.22	3.55↑	3.35
T3 Box	77%	89%	83%
Base	401	37,950	37,746

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

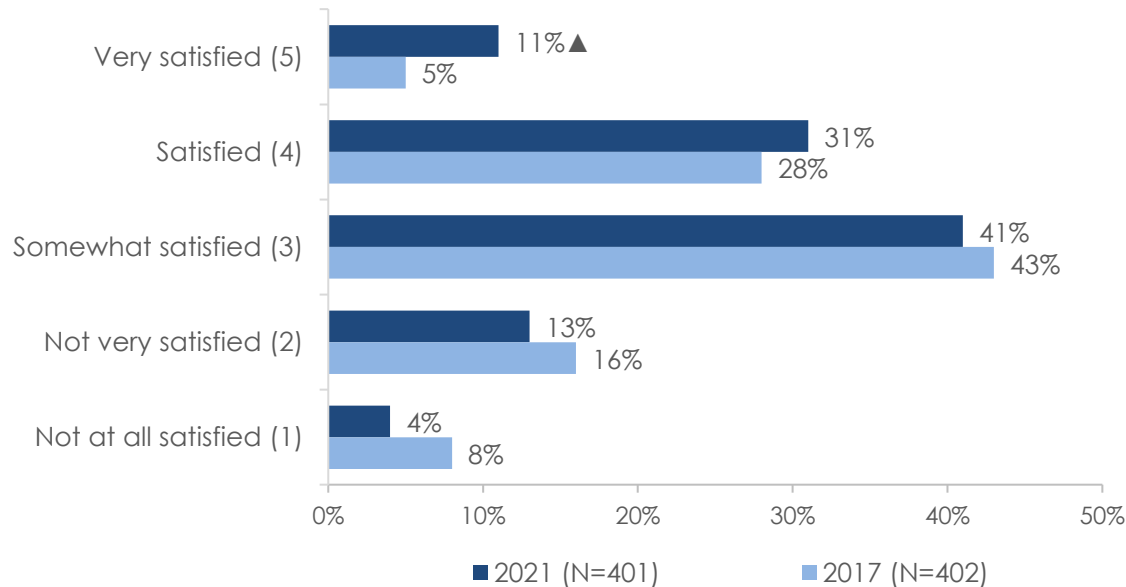
Scale: 1 = not at all satisfied, 5 = very satisfied  
▲▼ = A significantly higher/lower level of satisfaction (by year/group)

**Overall 77% of residents are at least 'somewhat satisfied' with the performance of Council. Resident satisfaction has significantly increased since 2017.**

# Overview – Satisfaction with Services

Q2. Thinking specifically about all the services that Council provides, how satisfied are you with the services provided by Council?

	2021	2017	2015	Male	Female	18-34	35-49	50-64	65+
Mean rating	3.31 ▲	3.07	3.23	3.26	3.36	3.51	3.15 ▼	3.16	3.43
Base	401	402	401	196	205	117	106	103	76



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

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

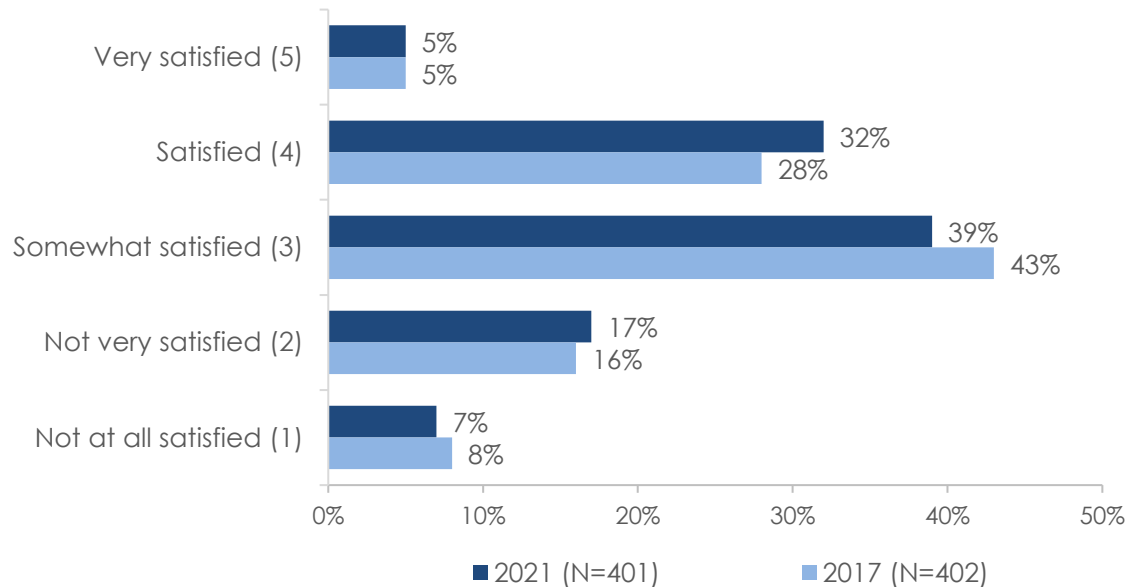
\*Note: Satisfaction with services and infrastructure was asked as a combined measure in 2015 and 2017

**Residents express stronger satisfaction with services provided by Council, with residents more likely to say they are 'very satisfied' or 'satisfied' compared to the combined satisfaction rating of infrastructure and services in 2017.**

# Overview – Satisfaction with Infrastructure

Q3. Thinking specifically about all the infrastructure that Council provides, how satisfied are you with the infrastructure provided by Council?

	2021	2017	2015	Male	Female	18-34	35-49	50-64	65+
Mean rating	3.12	3.07	3.23	3.11	3.13	3.35▲	2.96	2.98	3.18
Base	401	402	401	196	205	117	106	103	76



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

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

\*Note: Satisfaction with services and infrastructure was asked as a combined measure in 2015 and 2017

**76% of Hawkesbury residents are at least 'somewhat satisfied' with the infrastructure provided by Council overall.**

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

## Importance

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

Higher importance	T2 Box	Mean
Road maintenance	95%	4.79
Emergency services planning (including flood and fire)	93%	4.74
Road safety	93%	4.70
Kerbside waste service (red or black lidded bin)	90%	4.60
Kerbside recycling service (yellow lidded bin)	90%	4.60
Improved services and infrastructure (generally)	90%	4.56

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

Lower importance	T2 Box	Mean
Gallery/Museum	49%	3.49
Programs for people from diverse cultures (including Indigenous Australians)	57%	3.70
Community events and festivals	61%	3.78
Libraries	63%	3.81
Senior centres and programs	64%	3.87

## Satisfaction

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

Higher satisfaction	T3 Box	Mean
Libraries	98%	4.26
Gallery/Museum	92%	3.96
Kerbside recycling service (yellow lidded bin)	90%	4.13
Companion animal shelter (pound) services	90%	3.78
Kerbside waste service (red or black lidded bin)	89%	4.06
Childcare centres	89%	3.87
Management of sewerage waste (pump out)	89%	3.83
Public swimming pools	89%	3.74

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

Lower satisfaction	T3 Box	Mean
Road maintenance	49%	2.51
Public toilets	62%	2.87
Long term planning for the future	63%	2.95
Footpaths and cycle ways	64%	3.00
Improved services and infrastructure (generally)	66%	2.89
Road safety	66%	3.07

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

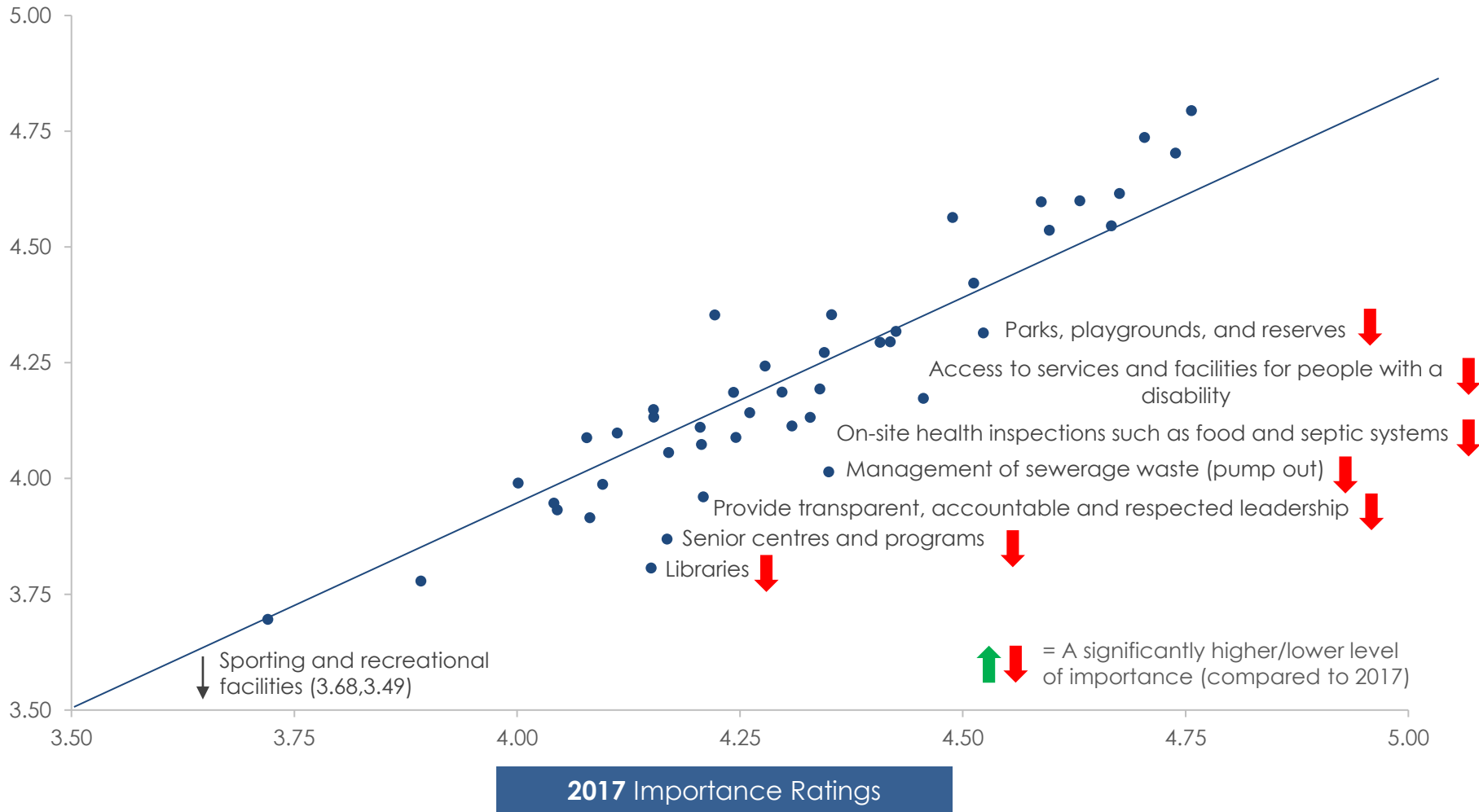
T3B = somewhat satisfied/satisfied/very satisfied  
Scale: 1 = not at all satisfied, 5 = very satisfied

**A core element of this community survey was the rating of 45 facilities/services in terms of Importance and Satisfaction. The above analysis identifies the highest and lowest rated services/facilities in terms of importance and satisfaction.**

# 2.1 Services and Facilities – Importance

## – Comparison by Year

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

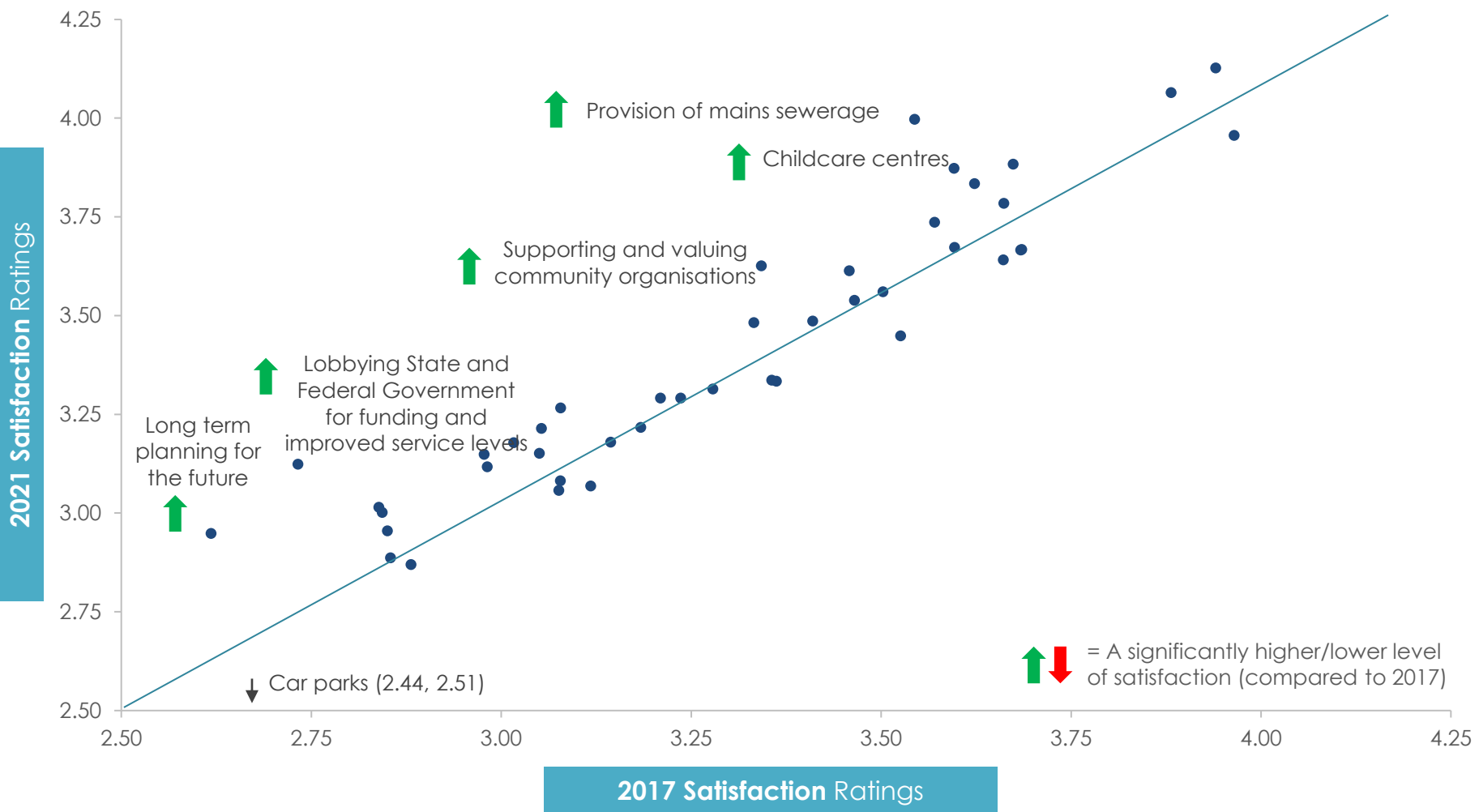


The above chart compares the mean importance ratings for 2021 vs 2017. Importance significantly decreased for 7 of the 45 comparable services and facilities.

# 2.1 Services and Facilities – Satisfaction

## – Comparison by Year

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



The above chart compares the mean satisfaction ratings in 2021 vs 2017. Satisfaction increased for 5 of the 45 comparable services and facilities.

## 2.3. Performance Gap Analysis

When we examine the largest performance gaps, we can identify that all of the services or facilities have been rated as high to extremely high in importance, whilst resident satisfaction for all of these areas is between 49% and 83%.

The largest gaps in performance relate to the maintenance and safety of roads as well as general improvements to services and infrastructure.

Service Area	Service/Facility	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance – Satisfaction)
Our Economy	Road maintenance	95%	49%	46%
Our Community	Road safety	93%	66%	27%
Our Community	Improved services and infrastructure (generally)	90%	66%	24%
Our Leadership	Long term planning for the future	86%	63%	23%
Our Environment	Healthy and sustainable Hawkesbury River and waterways	88%	71%	17%
Our Leadership	Engaging the community in making decisions	80%	68%	12%
Our Community	Footpaths and cycleways	75%	64%	11%
Our Leadership	Emergency services planning (including flood and fire)	93%	83%	10%
Our Leadership	Lobbying State and Federal Government for funding and improved service levels	80%	70%	10%
Our Economy	Promoting local employment opportunities	82%	73%	9%
Our Economy	Helping to create thriving town centres	78%	69%	9%

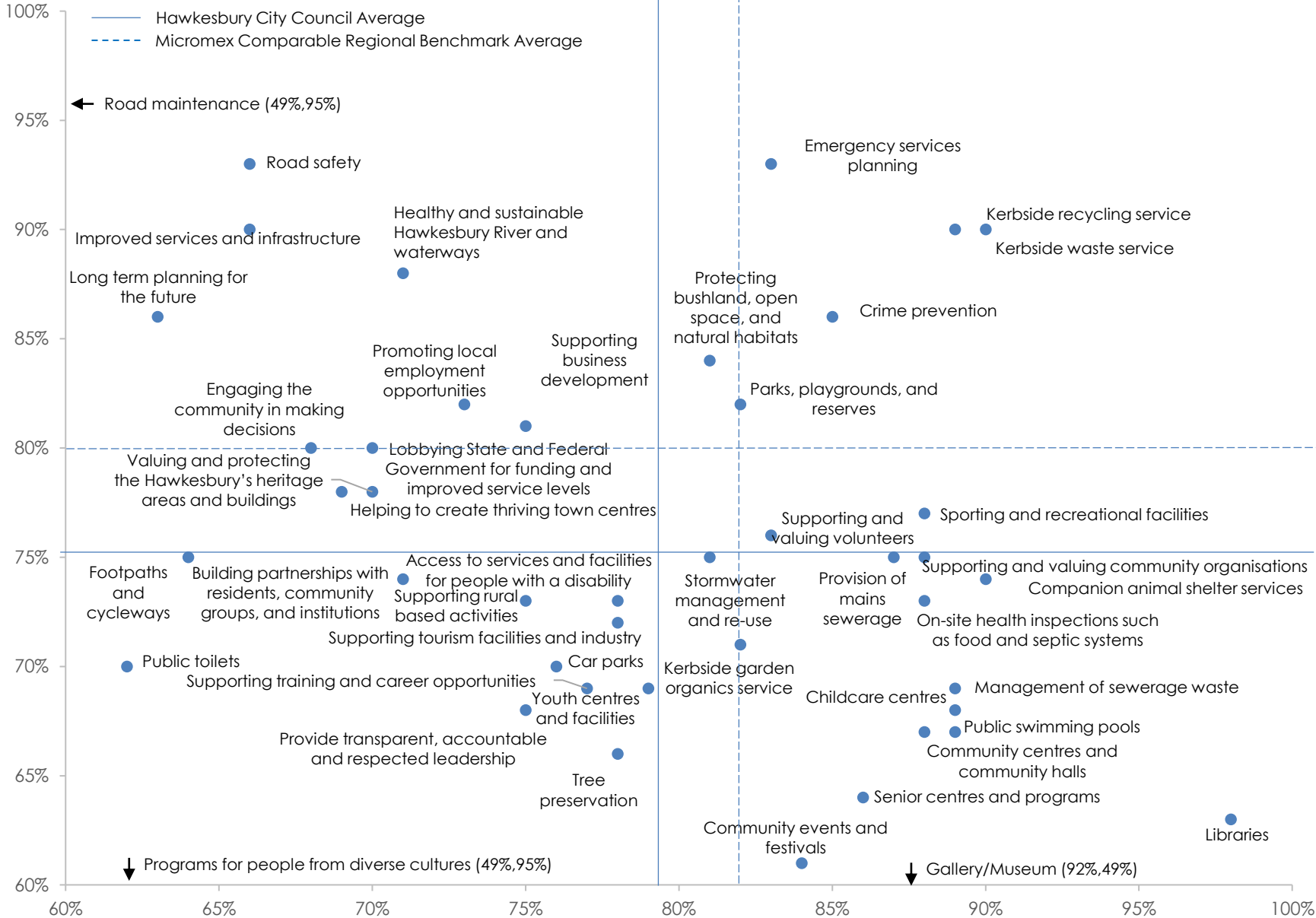
**Note:** Performance gap is the first step in the process, we now need to identify comparative ratings across all services and facilities to get an understanding of relative importance and satisfaction at an LGA level. This is when we undertake step 2 of the analysis.



**Improve**  
Higher importance, lower satisfaction

**Maintain**  
Higher importance, higher satisfaction

Importance



**Niche**  
Lower importance, lower satisfaction

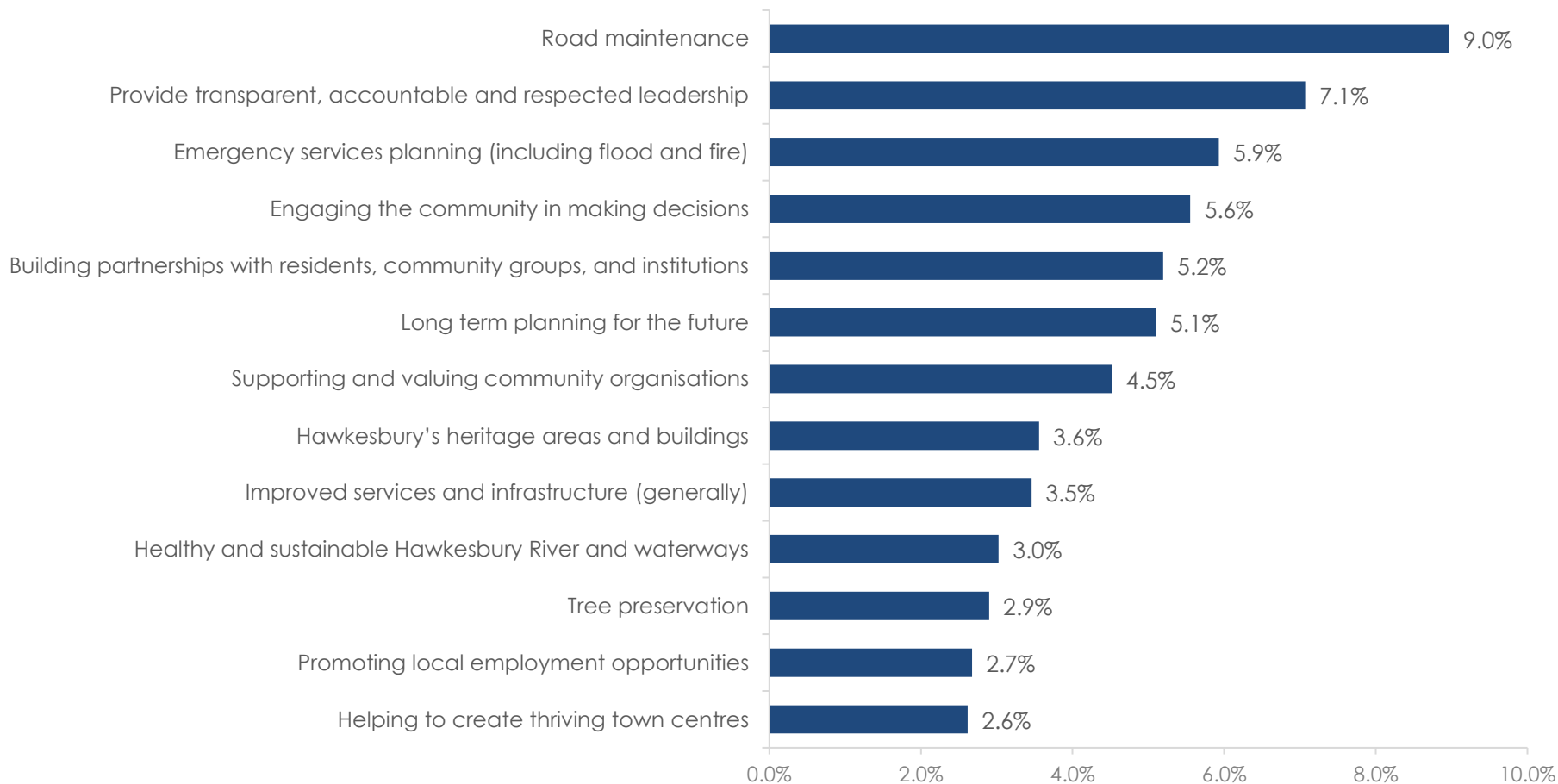
**Satisfaction**

**Social Capital**  
Lower importance, higher satisfaction



# 2.5. Key Drivers of Overall Satisfaction with Council

**Dependent variable: Q4. Overall, for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues, but across all responsibility areas?**



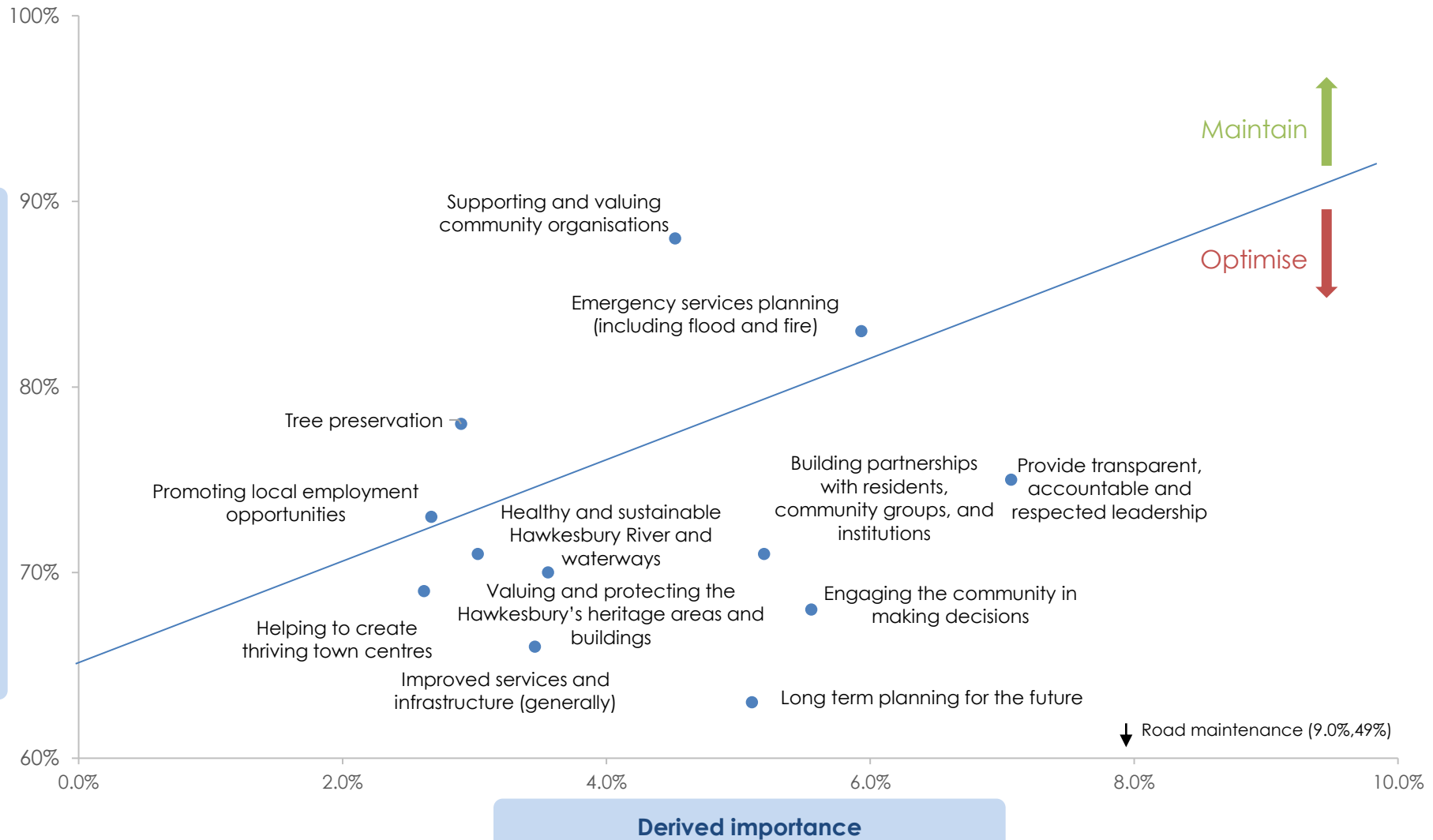
Barriers R<sup>2</sup> value = 42.65  
Optimisers R<sup>2</sup> value = 36.07

See Barriers and Optimisers on page 31

Note: Please see Appendix A for complete list

**If Council can increase satisfaction in these areas it will improve overall community satisfaction.**

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

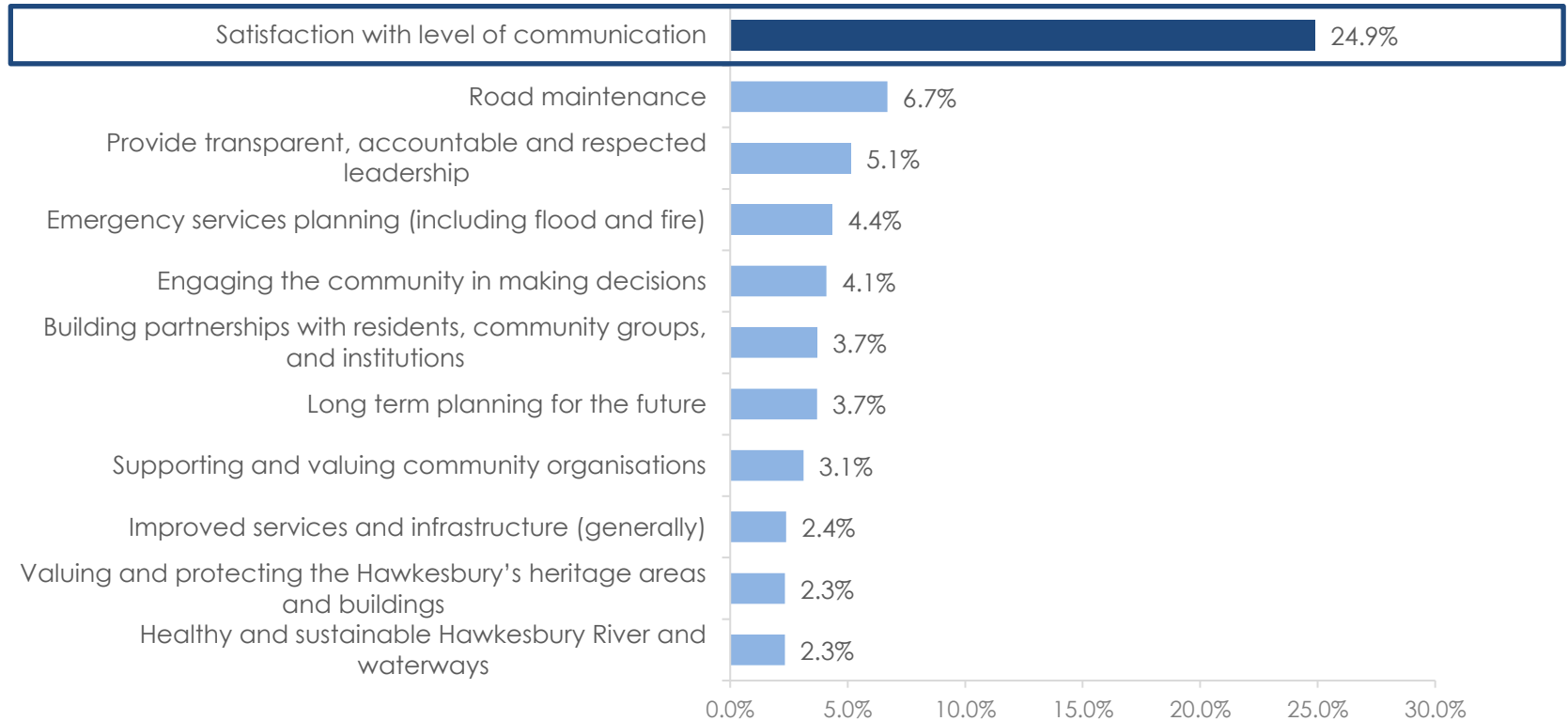


The above chart looks at the relationship between stated satisfaction (top 3 box) and derived importance (Regression result) to identify the level of contribution of each measure.

# Impact of Communication on Overall Satisfaction

*Dependent variable: Overall for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues but across all responsibility areas?*

The below chart is a re-run of the key drivers contributing to overall satisfaction, but with the inclusion of the question 'How satisfied are you with the level of communication Council currently has with the community?'.



Barriers R<sup>2</sup> value = 52.21  
Optimisers R<sup>2</sup> value = 42.77

**Here, communication from Council is shown to have a substantial impact on the satisfaction of overall performance of Council. Thereby, focusing on communication and engagement with the community will likely increase their satisfaction of key service areas, and overall.**

# Effective Communication Methods

Q8. When Council is trying to inform or engage you on local issues, which of the following methods would be the most effective in communicating with you?

	Overall	Male	Female	18-34	35-49	50-64	65+
Letters	78%	78%	78%	80%	69%▼	82%	83%
Community newsletters	74%	76%	71%	82%	64%▼	74%	74%
Rates notices	72%	73%	70%	65%	68%	78%	80%
Signage	64%	63%	65%	72%	63%	62%	54%▼
<b>Social Media (Nett)</b>	64%	56%	72%▲	90%▲	76%▲	47%▼	30%▼
Facebook	54%	45%	61%▲	78%▲	67%▲	35%▼	22%▼
Social media	42%	37%	47%	61%▲	51%▲	29%▼	20%▼
Instagram	23%	16%	29%▲	51%▲	20%	6%▼	3%▼
YouTube	16%	20%	11%	19%	20%	14%	6%▼
LinkedIn	6%	6%	6%	13%▲	5%	3%	1%▼
Snapchat	5%	5%	6%	11%▲	5%	1%▼	2%
Twitter	5%	5%	4%	8%	6%	2%	1%
TikTok	4%	4%	3%	6%	4%	2%	2%
Stalls at events	48%	45%	50%	58%	49%	42%	39%
Council offices and facilities i.e. Libraries, pools, community centres, etc.	43%	44%	42%	42%	40%	42%	50%
Telephone call	43%	42%	44%	35%	42%	52%	46%
Council's website	41%	44%	38%	45%	40%	42%	34%
Town meetings/Town groups	38%	43%	33%	29%	33%	47%▲	44%
Local newspaper	36%	39%	33%	34%	26%▼	36%	52%▲
Videos	25%	24%	26%	41%▲	21%	20%	14%▼
Other	13%	14%	13%	14%	12%	15%	13%
Base	401	196	205	117	106	103	76

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

\*Social Media (Nett) includes Facebook, Social Media, Instagram, YouTube, LinkedIn, Snapchat, Twitter and TikTok






**Social media is most effective among female residents and those aged 18-49, while residents aged 65+ are more likely to suggest local newspapers as an effective form of communication. Town meetings/town groups is significantly higher among those aged 50-64.**



# Key Findings

# Summary Council Report Card

## OVERALL INDICATORS

	Overall Satisfaction		Satisfaction with Services		Satisfaction with Infrastructure		Satisfaction with Level of Comms		Satisfaction with Consultation
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### OUR LEADERSHIP

-  Provide transparent, accountable and respected leadership
-  Supporting and valuing community organisations
-  Engaging the community in making decisions
-  Long term planning for the future
-  Lobbying State and Federal Government for funding and improved service levels
-  Building partnerships with residents, community groups, and institutions
-  Emergency services planning

### OUR ECONOMY

-  Promoting local employment opportunities
-  Supporting business development
-  Supporting rural based activities
-  Supporting tourism facilities and industry
-  Helping to create thriving town centres
-  Supporting training and career opportunities
-  Road maintenance
-  Car parks

### OUR COMMUNITY

- |  |  |
|--|--|
|  Senior centres and programs  |  Parks, playgrounds, and reserves                 |
|  Access to services and facilities for people with a disability       |  Public toilets                                   |
|  Programs for people from diverse cultures                            |  Libraries  |
|  Supporting and valuing volunteers                                    |  Gallery/Museum                                   |
|  Community events and festivals                                       |  Sporting and recreational facilities             |
|  Crime prevention   |  Public swimming pools                            |
|  Road safety  |  Community centres and community halls            |
|  Valuing and protecting the Hawkesbury's heritage areas and buildings |  Childcare centres                                |
|  Companion animal shelter (pound) services                            |  Youth centres and facilities                     |
|  Footpaths and cycleways  |  Improved services and infrastructure (generally) |

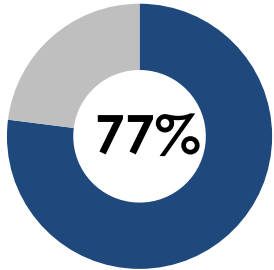
### OUR ENVIRONMENT

- |  |  |
|--|--|
|  Healthy and sustainable Hawkesbury River and waterways      |  Kerbside recycling service        |
|  Protecting bushland, open space, and natural habitats      |  Kerbside garden organics service |
|  Tree preservation  |  Management of sewerage waste     |
|  On-site health inspections such as food and septic systems |  Provision of mains sewerage      |
|  Kerbside waste service                                     |  Stormwater management and re-use |

	<b>Good performance</b> (T3B sat score ≥80%)		<b>Monitor</b> (T3B sat score 60%-79%)		<b>Improve</b> (T3B sat score <60%)
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# Key Findings – Summary

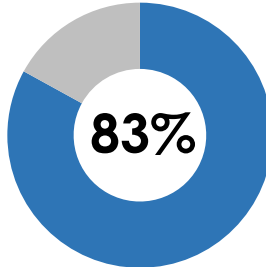
## Overall Satisfaction



of Hawkesbury residents are at least somewhat satisfied with the performance of Council over the last 12 months

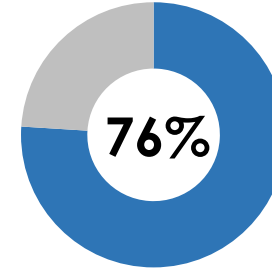
(vs 72% in 2017)

## Services



of Hawkesbury residents are at least somewhat satisfied with the services that Council provides\*

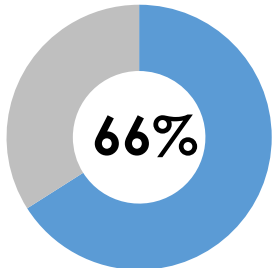
## Infrastructure



of Hawkesbury residents are at least somewhat satisfied with the services that Council provides\*

\*vs 76% in 2017 with satisfaction of services and infrastructure as a combined measure

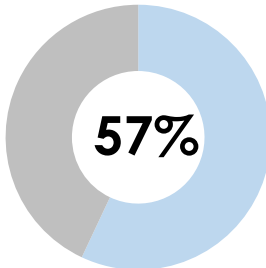
## Level of Communication



of Hawkesbury residents are at least somewhat satisfied with the level of communication Council has with the community

(vs 64% in 2017)

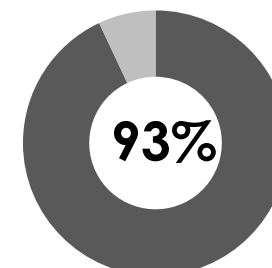
## Community Consultation



of Hawkesbury residents are at least somewhat satisfied with the way Council consults the community

(vs 57% in 2017)

## Rural Character



of Hawkesbury residents are at least somewhat satisfied with the rural character of the Hawkesbury

(vs 89% in 2017)

## Drivers of Overall Satisfaction



Road maintenance



Provide transparent, accountable and respected leadership



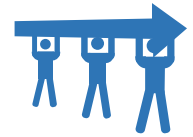
Emergency services planning



Engaging the community in making decisions



Building partnerships with residents, community groups, and institutions



Long term planning for the future



# Next Steps

## ***As next steps Council could:***

- 1. Conduct further research to investigate community preferences and expectations regarding the level and type of communication they expect to see from Council*
- 2. Continue to engage residents across a wide variety of issues and encourage all members of the community to participate in decision making where possible*
- 3. Inform and engage residents around long term planning and upgrades to services/infrastructure, particularly road maintenance and emergency services planning*



The logo for micromex research features the word "micromex" in a white, lowercase, sans-serif font. A stylized compass rose is positioned over the letter 'o', with a red arrow pointing upwards. Below "micromex", the word "research" is written in a smaller, grey, lowercase, sans-serif font. The background of the entire image is a scenic view of a river or lake with a dense line of green trees on the far bank under a clear blue sky.

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