



North Sydney Council Customer Satisfaction Study

Prepared for North Sydney Council



May 2016

Research Design

This study was quantitative in nature, involving telephone (CATI) interviewing amongst both business and residential customers.

Residential customers

- A total of n=400 fixed telephone / mobile interviews were conducted
- Respondents were residents of the North Sydney LGA (both owners and renters) aged 18+
- Potential respondents were drawn randomly from Australia on Disk 2015 and Sample Pages
- The sample was weighted to ensure the total is representative of the LGA in terms of age

Business customers

- A total of n=200 telephone interviews were conducted
- Potential respondents were drawn randomly from Australia on Disk (Business) 2015 as well as business listings from the electronic White Pages
- Quotas were set for business type in accordance with total listings in North Sydney

Research Objectives

The primary objective of this study was to understand the importance and satisfaction North Sydney Council's residents and businesses place on a variety of Council areas.

In a more detailed sense, the research considered;

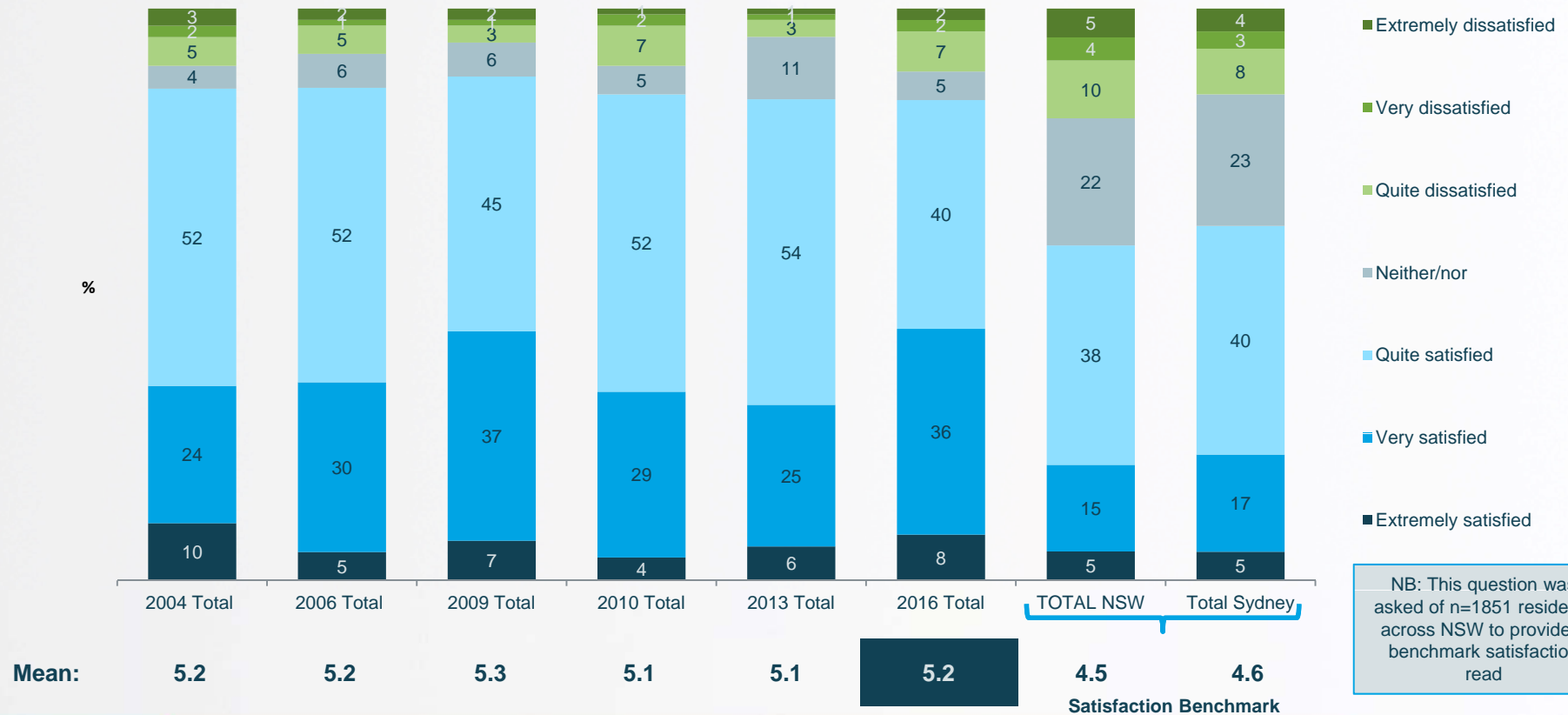
- The level importance placed on a range of services offered by the council;
- Overall satisfaction with the council, and the services it offers;
- Current usage of key facilities;
- Awareness of, and satisfaction with, the council's strategic 10 year plan;
- Satisfaction with council's communication and community engagement; and
- Feedback on aspects the council could focus on moving forward.

Residential Component: *Satisfaction with Council*



OVERALL SATISFACTION WITH NORTH SYDNEY COUNCIL

On average satisfaction with Council has increased



NB: This question was asked of n=1851 residents across NSW to provide a benchmark satisfaction read

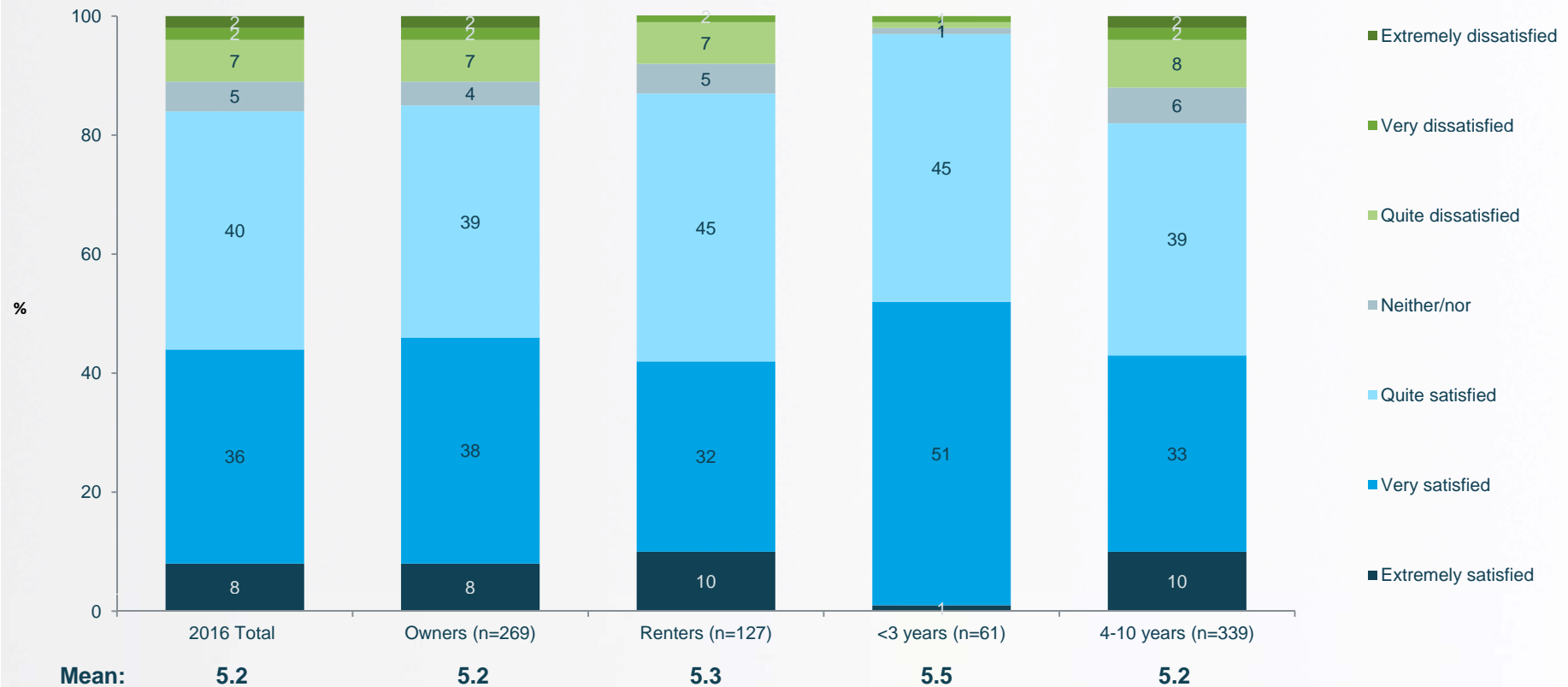
Q1. Now, thinking about all the services your council provides, overall how satisfied have you been with your council over the last 12 months? That is have you been satisfied or dissatisfied with North Sydney Council's performance?

Base: All Residential respondents (n=400)



OVERALL SATISFACTION WITH NORTH SYDNEY COUNCIL – BY RESIDENT TYPE

Satisfaction is highest amongst renters and residents who have lived in the area for three years or less

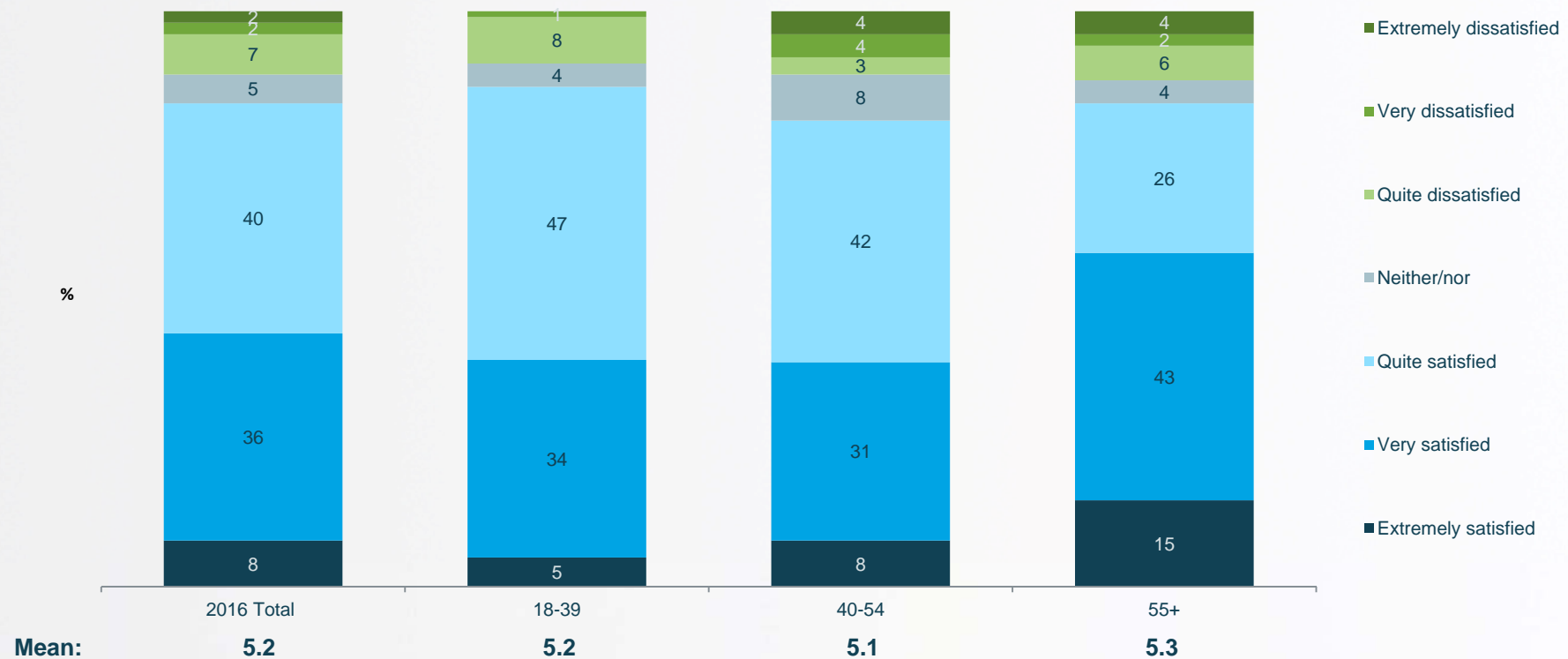


Q1. Now, thinking about all the services your council provides, overall how satisfied have you been with your council over the last 12 months? That is have you been satisfied or dissatisfied with North Sydney Council's performance?

Base: All Residential respondents (n=400)

OVERALL SATISFACTION WITH NORTH SYDNEY COUNCIL – BY AGE

Younger residents (18-39) had the highest level of satisfaction with the Council

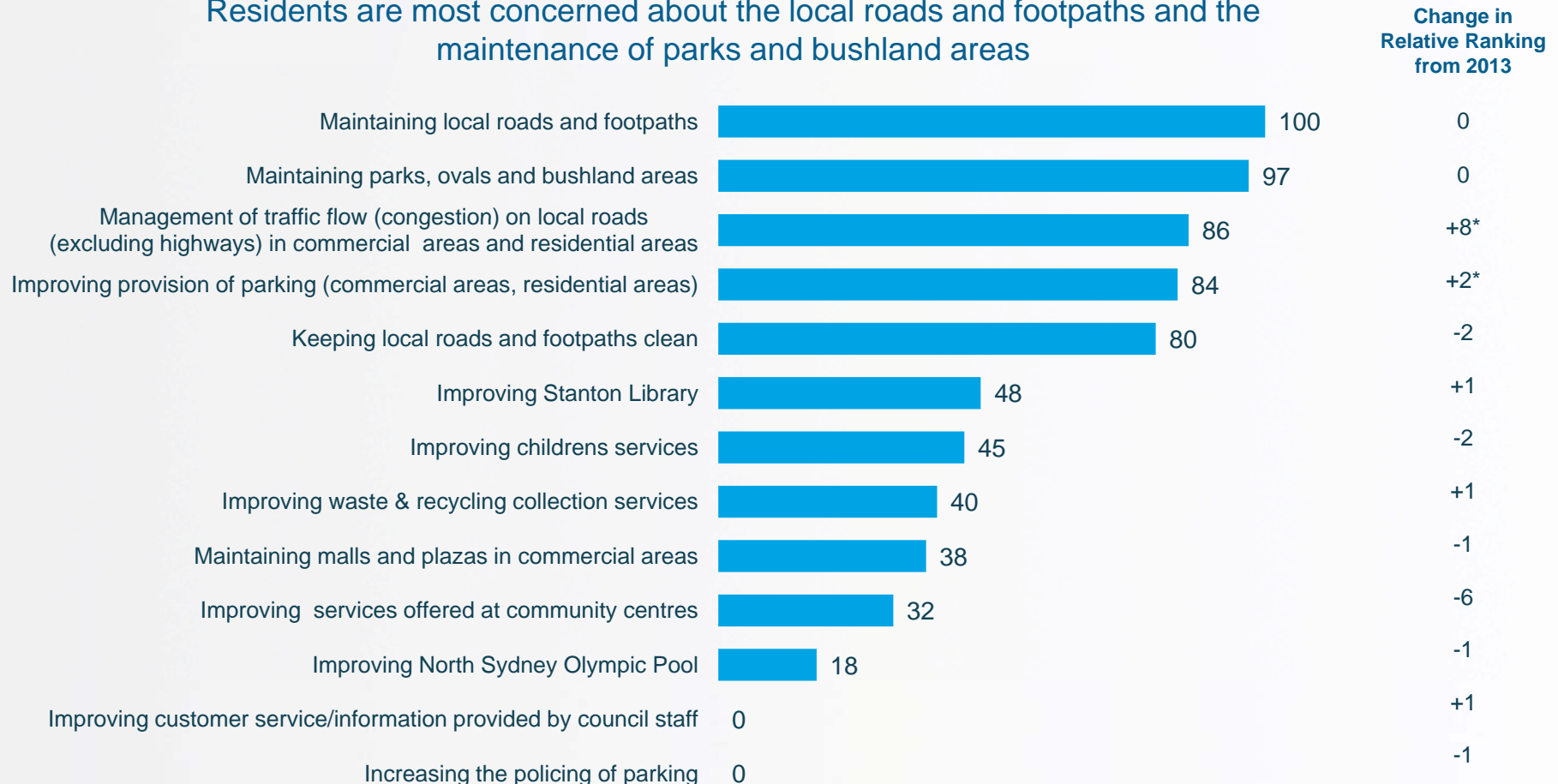


Q1. Now, thinking about all the services your council provides, overall how satisfied have you been with your council over the last 12 months? That is have you been satisfied or dissatisfied with North Sydney Council's performance?

Base: All Residential respondents (n=400)

RELATIVE IMPORTANCE OF COUNCIL AREAS

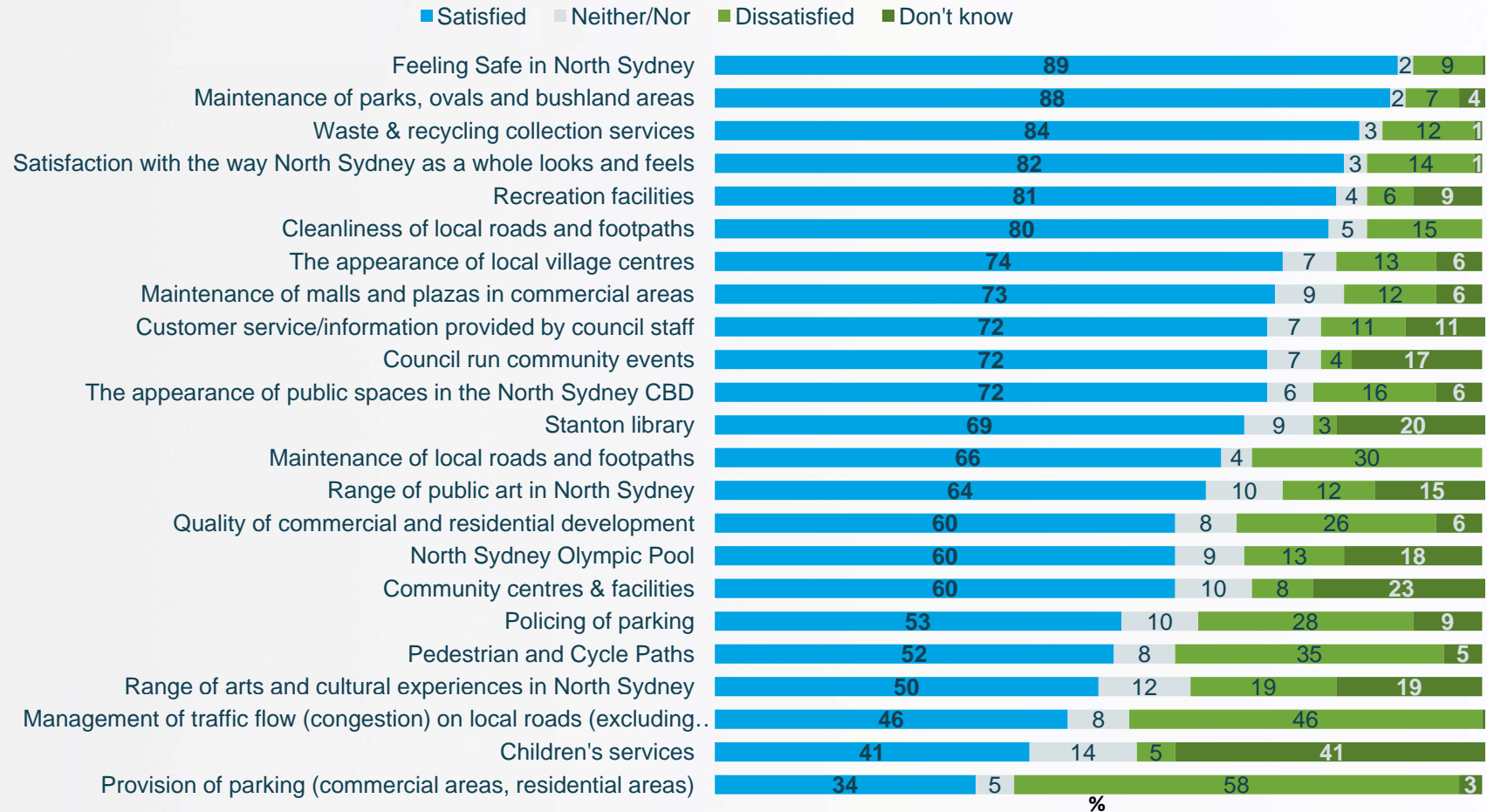
Residents are most concerned about the local roads and footpaths and the maintenance of parks and bushland areas



Q2. Each year North Sydney Council needs to decide where they should allocate their funds. For example, they need to decide how much they should spend on up-grading and maintaining local parks or providing community support programs and so on. I am now going to read out, in pairs, some of the areas they could spend money and I would like you to tell me which of the two areas you would like to see the council spend more money on this year. Taking the first pair.... **(INSERT)**... Which would you like them to spend more on...Or...? That is, would you like them to spend "a lot more" or "a little more" on that area or the same amount on both?

Base: All Residential respondents (n=400) * NEW QUESTIONS WORDING

OVERALL SATISFACTION WITH KEY COUNCIL AREAS

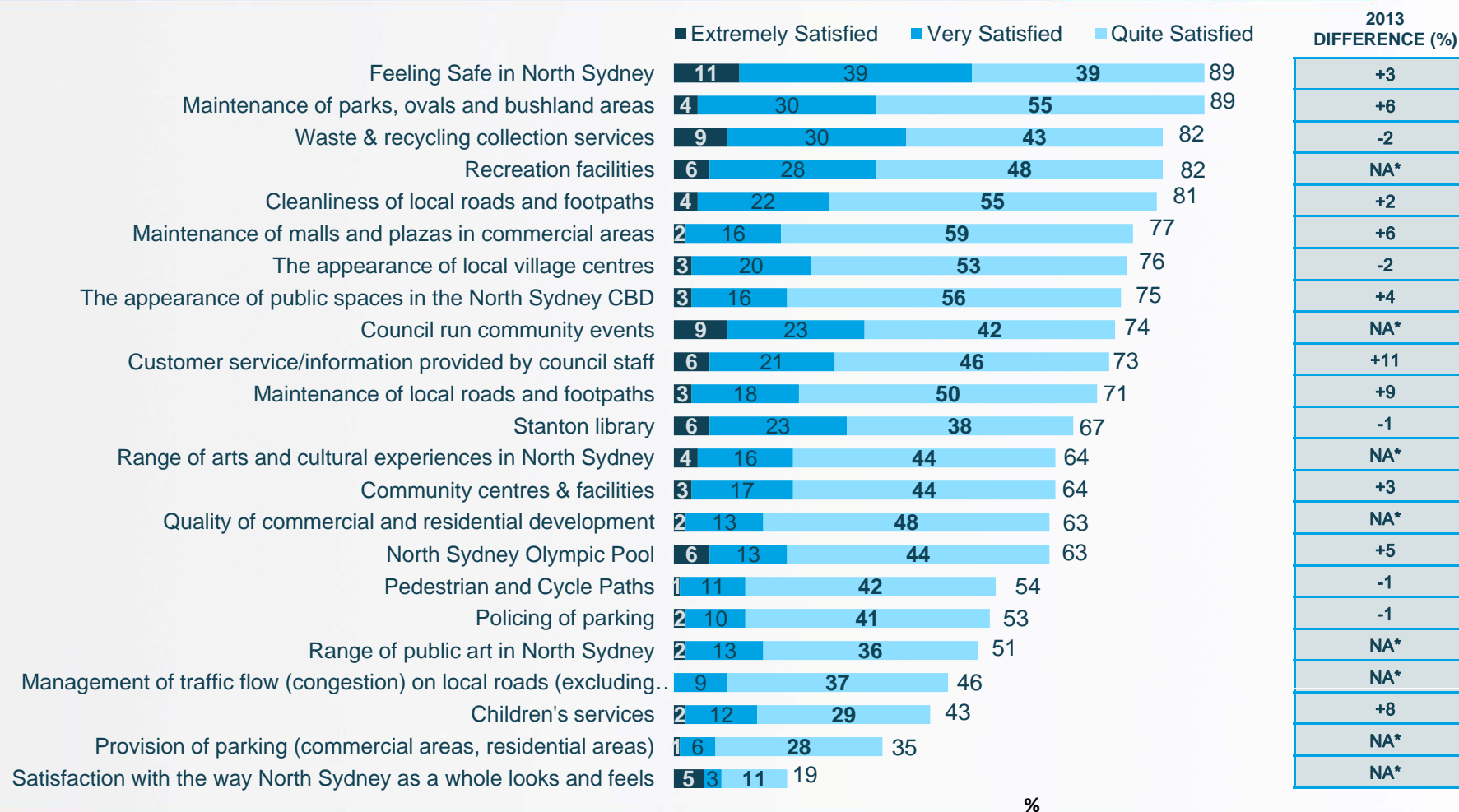


Q3. I am now going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.

Base: All Residential respondents (n=400)

*Question introduced in 2016

SATISFACTION WITH KEY COUNCIL AREAS



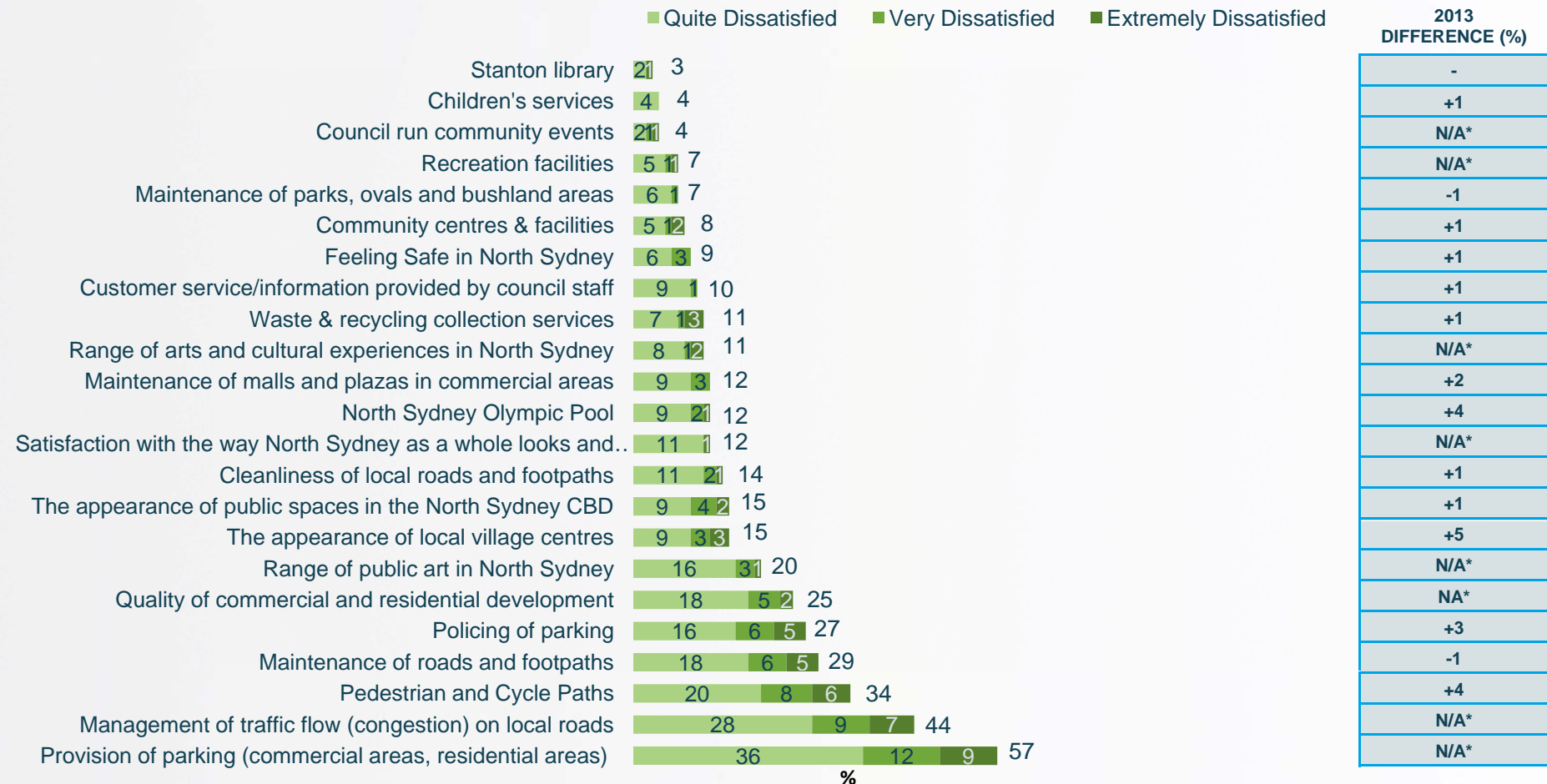
%

Q3. I am now going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.

Base: All Residential respondents (n=400)

*Question introduced/or re-worded in 2016

DISSATISFACTION WITH KEY COUNCIL AREAS



Q3. I am now going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.

Base: All Residential respondents (n=400)
*Question introduced/or re-worded in 2016

REASONS FOR DISSATISFACTION – FEELING SAFE IN NORTH SYDNEY



Q3. I am now going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.

Q4. What particular aspects of ... do you find unsatisfactory?

Base: Q3. Respondents who answered (n=400) Users (n=30) Q4. Respondents who were dissatisfied (n=34)

REASONS FOR DISSATISFACTION – MAINTENANCE OF PARKS, OVALS, & BUSHLAND AREAS



	Dissatisfied Respondents (n=29)* %
These areas are not maintained regularly \ or very well	44
They are \ it is very dirty\there is rubbish lying around	18
The parks need more equipment \ e.g. benches, gym equipment	7
Mowing is done very badly\leaves a mess\ not done often enough	4
There are no\ not enough public garbage bins nowhere to put rubbish	4
These areas should be more family\kid orientated	14
There are too many weeds\they need to be eradicated	4
Trees\shrubs\grass overhang need cutting back	7
Footpaths\surfaces are cracked\broken up\uneven	7
Other	25
Don't know	4

Q3. I am now going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.

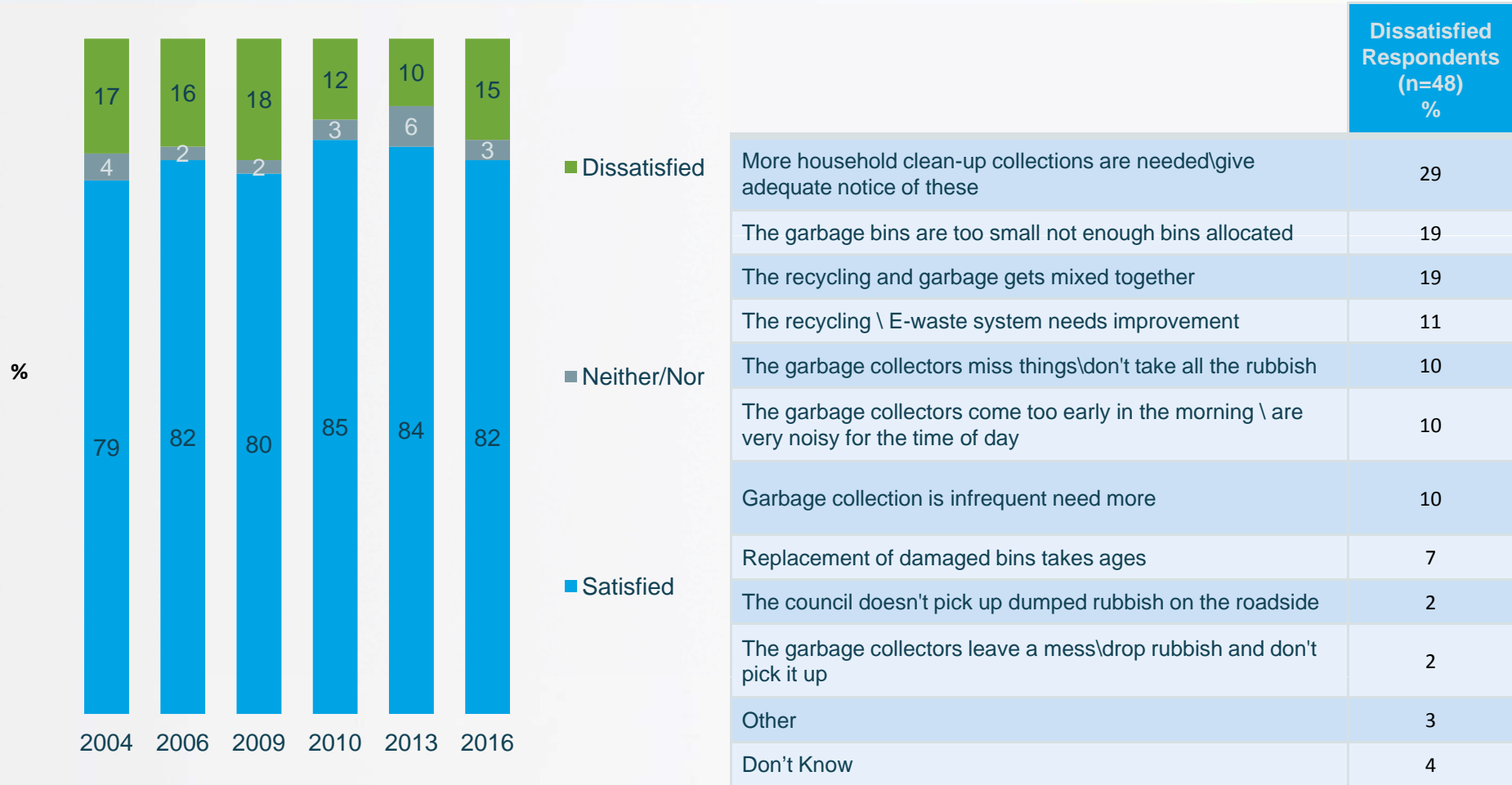
Q4. What particular aspects of ... do you find unsatisfactory?

Base: Q3. All respondents (n=400), Q4. Respondents who were dissatisfied (n=29)

*CAUTION: SMALL BASE SIZE



REASONS FOR DISSATISFACTION – WASTE AND RECYCLING COLLECTION SERVICES

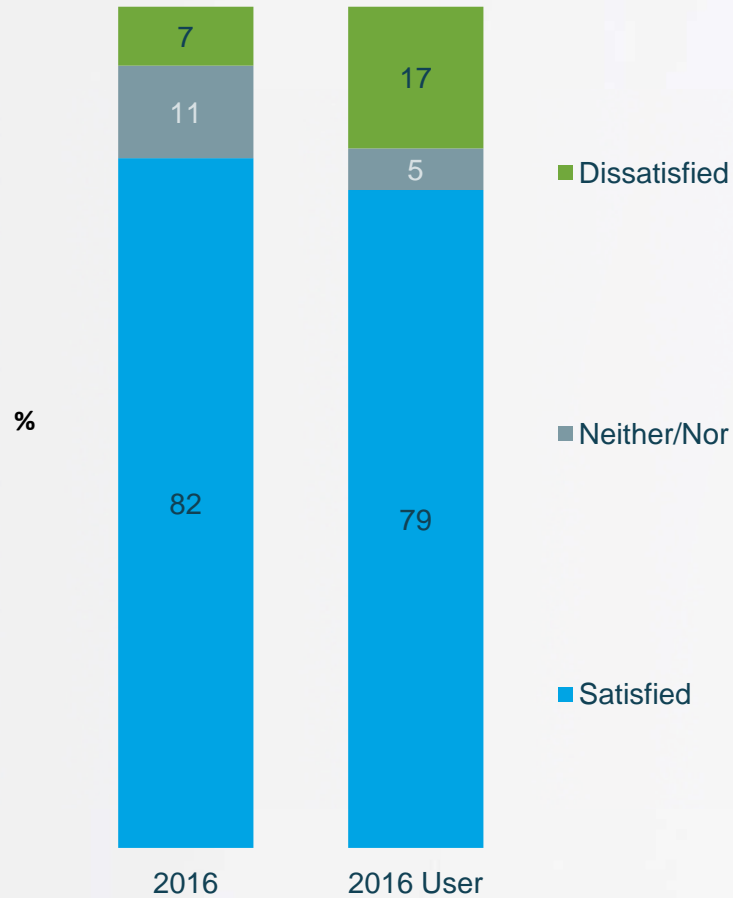


Q3. I am now going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.

Q4. What particular aspects of ... do you find unsatisfactory?

Base: Q3. Respondents who answered (n=400) Q4. Respondents who were dissatisfied (n=48)

REASONS FOR DISSATISFACTION – RECREATION FACILITIES



	Dissatisfied Respondents (n=23)* %
We need more sporting facilities e.g. soccer nets, basketball courts	31
There is not enough of them	23
There isn't any info about them \ not promoted	18
They are not clean \ maintenance of them is poor	13
We need more park areas	10
Don't know	13
Macallum pool, is not cleaned \ maintained properly	5
Other	5

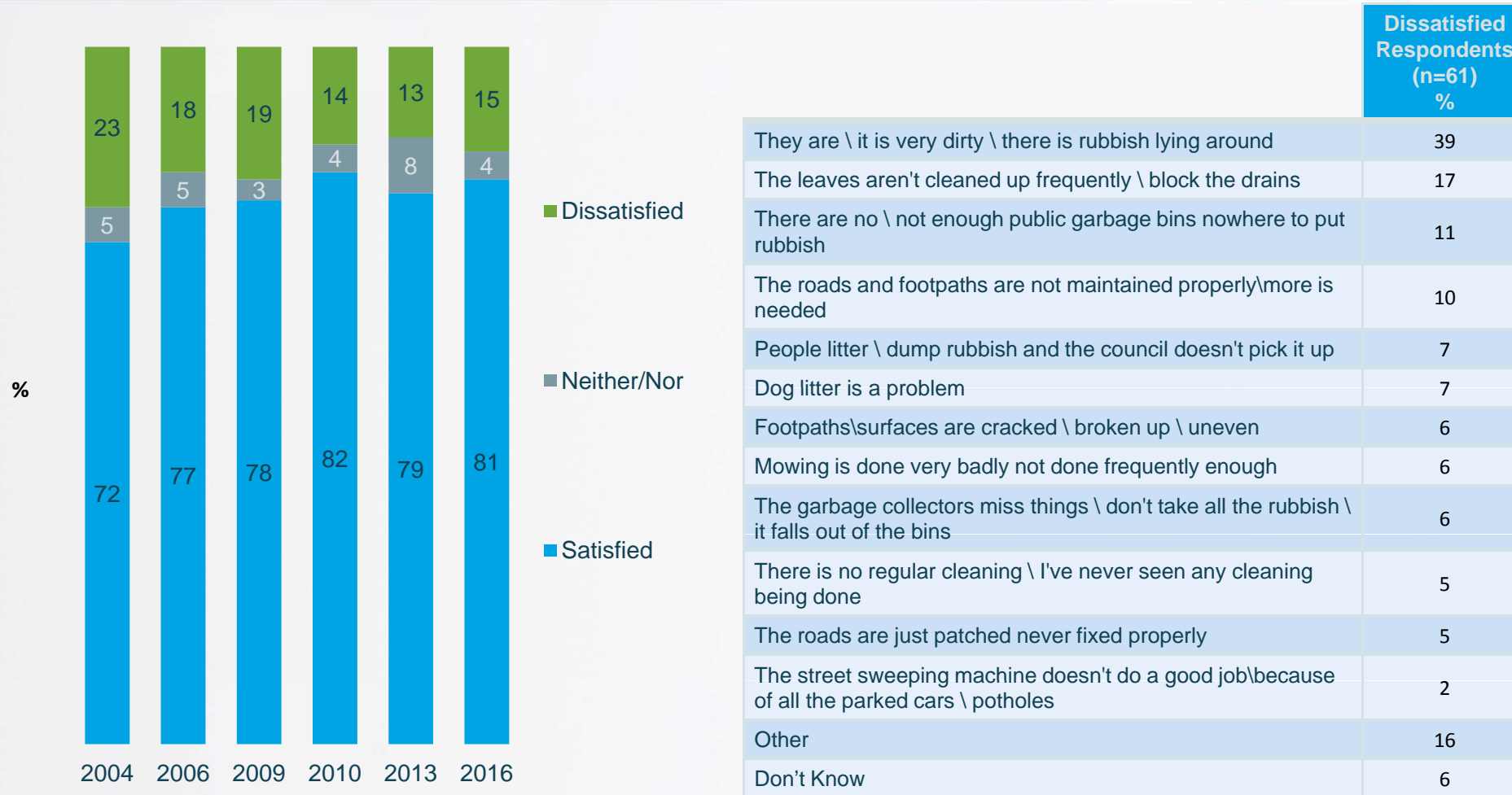
Q3. I am now going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.

Q4. What particular aspects of ... do you find unsatisfactory?

Base: Q3. Respondents who answered (n=400) Q4. Respondents who were dissatisfied (n=23)*

*CAUTION: Small base size

REASONS FOR DISSATISFACTION – CLEANLINESS OF THE LOCAL ROADS AND FOOTPATHS

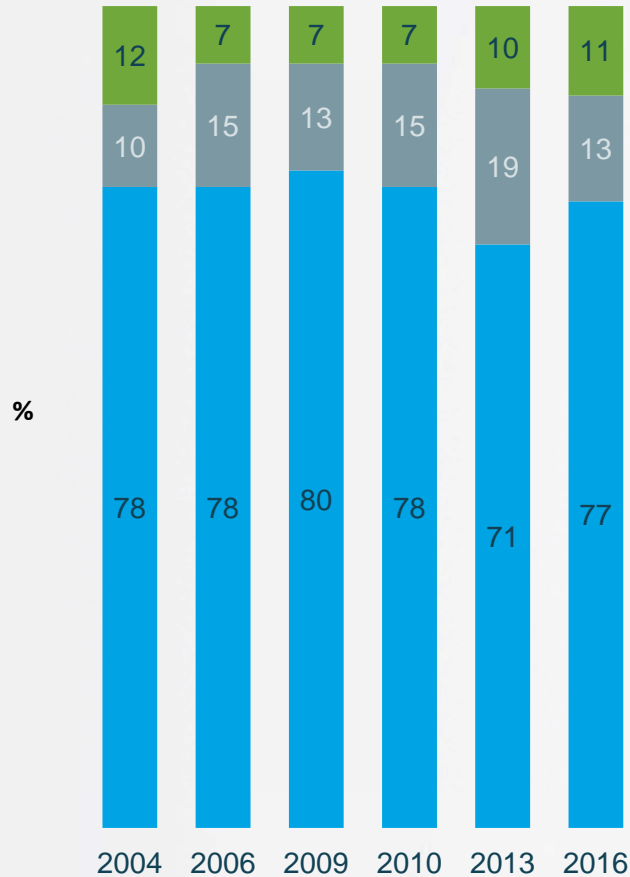


Q3. I am now going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.

Q4. What particular aspects of ... do you find unsatisfactory?

Base: Q3. Respondents who answered (n=400) Q4. Respondents who were dissatisfied (n=61)

REASONS FOR DISSATISFACTION – MAINTENANCE OF MALLS AND PLAZAS IN COMMERCIAL AREAS



	Dissatisfied Respondents (n=46) %
■ Dissatisfied	
They are very dirty \ there is rubbish lying around	39
They look old and rundown need refurbishment	38
These areas are boring \ ugly not aesthetic	8
They don't attract people into the area	11
The malls are closed on Sundays \ close too early \ like a ghost town	6
■ Neither/Nor	
The facilities aren't very good not enough seating\ toilets hard to find etc.	6
These areas are not maintained properly\more is needed	8
There is graffiti which should be cleaned off regularly	6
They just don't have much going on \ poor variety of shops \ traders don't seem interested	6
■ Satisfied	
There is always construction going on\it is noisy\messy	6
Footpaths/Surfaces are cracked/broken up/ uneven	5
There are no \ not enough public garbage bins nowhere to put rubbish	3
Other	5
Don't know	6

Q3. I am now going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.

Q4. What particular aspects of ... do you find unsatisfactory?

Base: Q3. Respondents who answered (n=400) Q4. Respondents who were dissatisfied (n=46)

REASONS FOR DISSATISFACTION – APPEARANCE OF LOCAL VILLAGE CENTRES



	Dissatisfied Respondents (n=52) %
They need updating \ looking shabby	52
They look messy \ dirty	16
The character of the areas could be improved \ they are bland	11
I don't see a lot being done to make them like villages \ they just look like shops to me	15
There's hardly any shops open in them \ especially on the weekend	10
They aren't pleasant \ not inviting	6
There isn't much variety of shops	7
They need more trees	3
They are not maintained properly \ more is needed	3
Some of them don't even have seating	3
Access is difficult \ traffic flow \ parking \ pedestrian access are all hard	3
Being split in two by Military Rd is an issue	3
Other	4
Don't know	2

Q3. I am now going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.

Q4. What particular aspects of ... do you find unsatisfactory?

Base: Q3. Respondents who answered (n=400) Q4. Respondents who were dissatisfied (n=52)

REASONS FOR DISSATISFACTION – APPEARANCE OF PUBLIC SPACES IN NORTH SYDNEY CBD



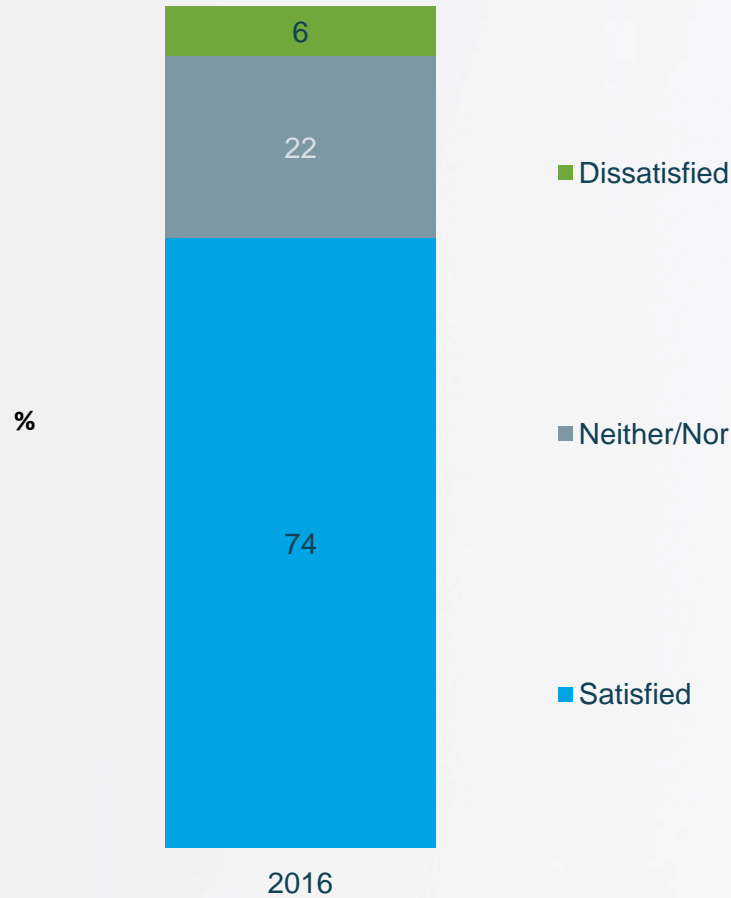
	Unsatisfied Respondents (n=64) %
It needs refurbishment\looks old and tired	29
There are not enough green spaces \ not enough trees	19
They are not inviting areas\so people don't use them	22
Its dull \ empty \ like a wasteland	14
They are \ it is very dirty \ there is rubbish lying around	10
There is no overall design or planning in them	9
There needs to be things going on in the spaces \ e.g. markets, good cafes etc.	8
There aren't enough public spaces\what there is too small	5
The designs are ugly	4
There is so much construction going on \ makes the area look messy, dusty	4
The look of the spaces needs improvement	6
These areas are not maintained properly\more is needed	4
There is not enough parking	4
Other	17
Don't Know	4

Q3. I am now going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.

Q4. What particular aspects of ... do you find unsatisfactory?

Base: Q3. Respondents who answered (n=400) Q4. Respondents who were dissatisfied (n=64)

REASONS FOR DISSATISFACTION – COUNCIL RUN COMMUNITY EVENTS



	Dissatisfied Respondents (n=16)* %
The events are poorly advertised \ I Don't know of any	40
The cancelling of the markets is very disappointing	20
More variety of events is needed	10
Other	35

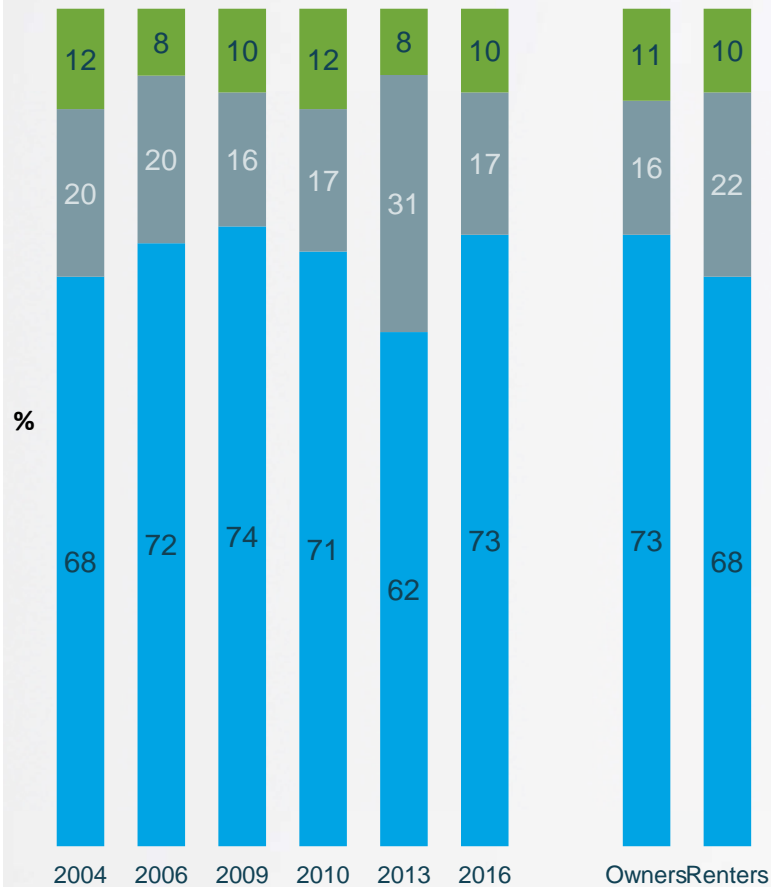
Q3. I am now going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.

Q4. What particular aspects of ... do you find unsatisfactory?

Base: Q3. Respondents who answered (n=400) Q4. Respondents who were dissatisfied (n=16)*

*CAUTION: Small base size

REASONS FOR DISSATISFACTION – CUSTOMER SERVICE / INFORMATION PROVIDED BY COUNCIL STAFF



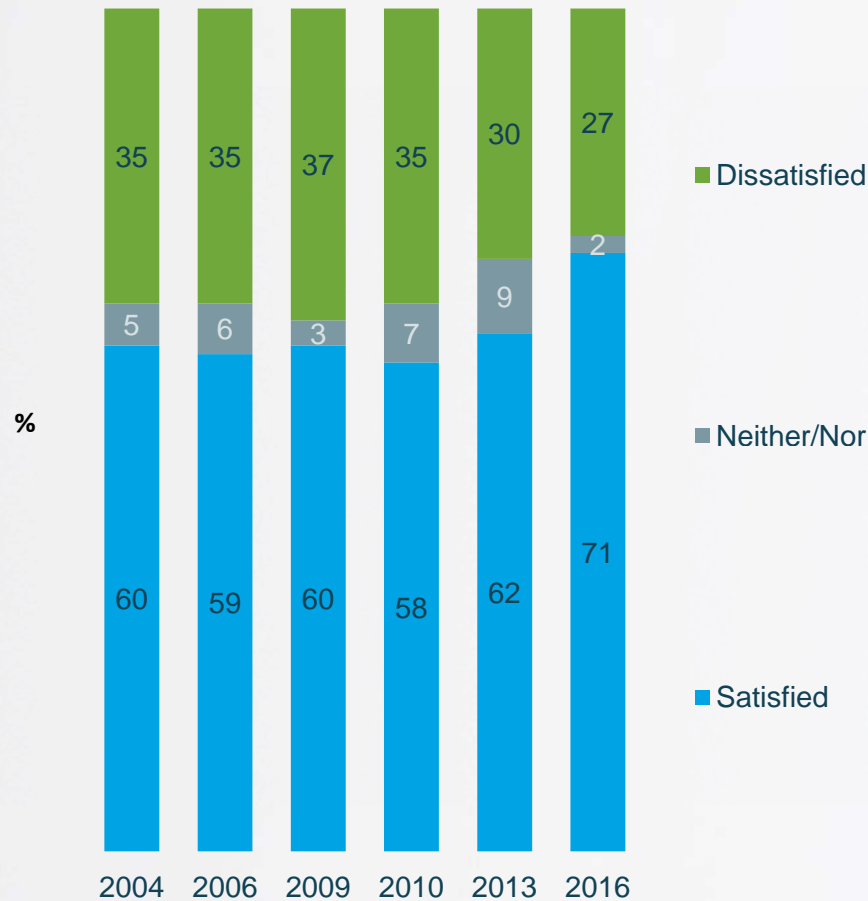
	Dissatisfied Respondents (n=44) %
Information available is very poor \ they don't communicate\ information is hard to come by	44
They are very rude\unhelpful	14
They are unwilling to accommodate rate payers \ disinterested	14
They seem to be totally unresponsive \ I've never had any satisfaction from them	13
They don't police things \ check out what the complaint is	10
Residential development are slow and onerous to try to get through	10
You can only call between certain restrictive hours	7
There seems to be a failure to take responsibility of issues	6
They are very slow to return calls\don't return calls \ letters	6
Its very hard to get through to someone on the phone	5
They are overly bureaucratic in their approach	5
They are caught up with trivia	3
Other	20
Don't know	8

Q3. I am now going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.

Q4. What particular aspects of ... do you find unsatisfactory?

Base: Q3. Respondents who answered (n=400) Q4. Respondents who were dissatisfied (n=44)

REASONS FOR DISSATISFACTION – MAINTENANCE OF THE LOCAL ROADS AND FOOTPATHS



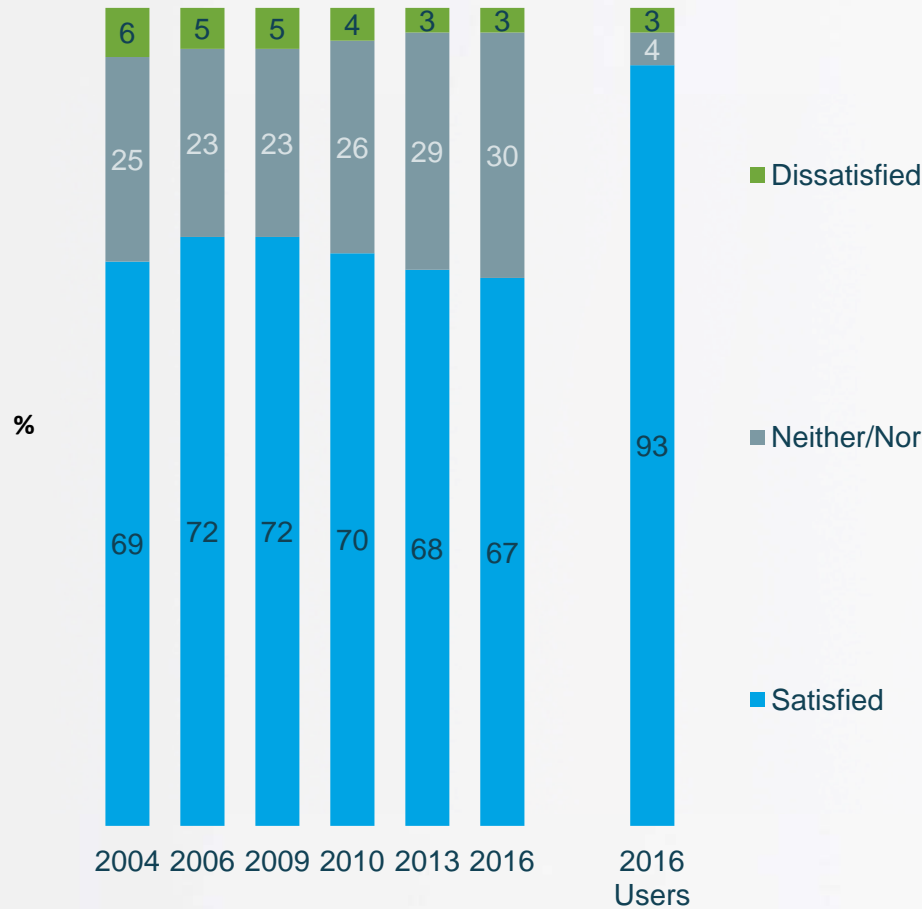
	Dissatisfied Respondents (n=119) %
Footpaths\surfaces are cracked\broken up \ uneven \ trip hazard	42
There are many potholes	38
The roads are just patched never fixed properly\road surfaces bad	10
The roads and footpaths are not maintained properly\more is needed	9
They are slow to fix the potholes \ unevenness	9
Builders \ utility covers encroach on the footpaths \ dig them up and do not restore them	5
It's hard to walk around the area with a pram \ wheelchair	5
They are very dirty \ there is rubbish lying around	4
Trees \ shrubs \ grass overhang need cutting back	3
The leaves aren't cleaned up frequently\block the drains	2
Drainage is bad \ makes footpaths wet \ slimy \ flooded	2
Other	9
Don't know	5

Q3. I am now going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.

Q4. What particular aspects of ... do you find unsatisfactory?

Base: Q3. Respondents who answered (n=400) Q4. Respondents who were dissatisfied (n=119)

REASONS FOR DISSATISFACTION – STANTON LIBRARY



	Dissatisfied Respondents (n=13)* %
The books need to be updated \ the books aren't current	31
The facilities need improvement \ kids space updated, nicer meeting area	37
There is not enough parking there	21
Other	26

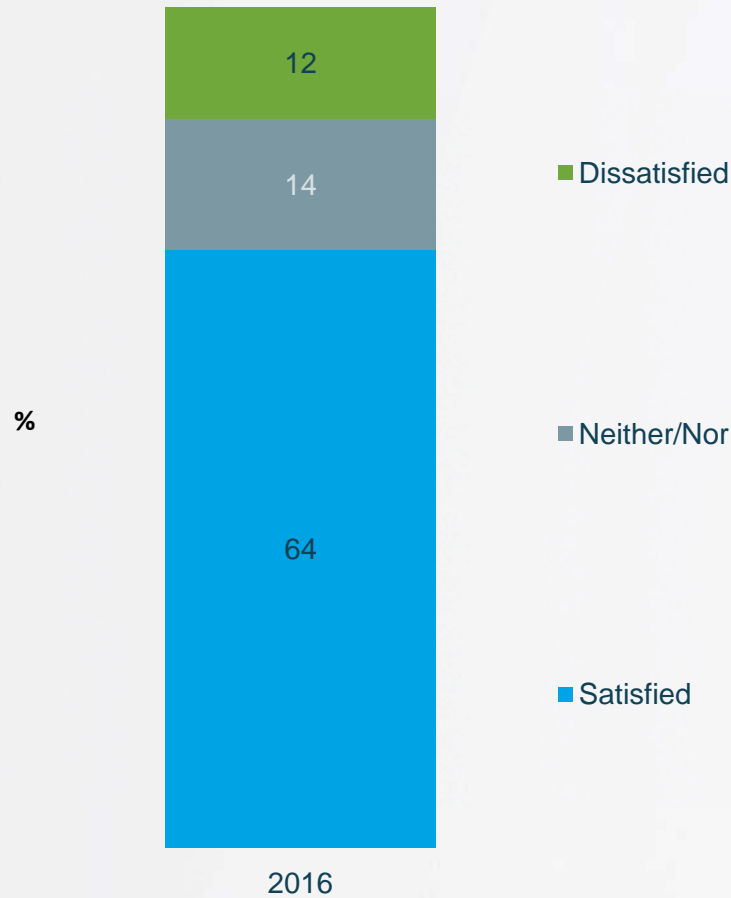
Q3. I am now going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.

Q4. What particular aspects of ... do you find unsatisfactory?

Base: Q3. Respondents who answered (n=400) Q3. Respondents who are users (n=54) Q4. Respondents who were dissatisfied (n=13)

*CAUTION: Small base size

REASONS FOR DISSATISFACTION – RANGE OF ARTS AND CULTURAL EXPERIENCE IN NORTH SYDNEY



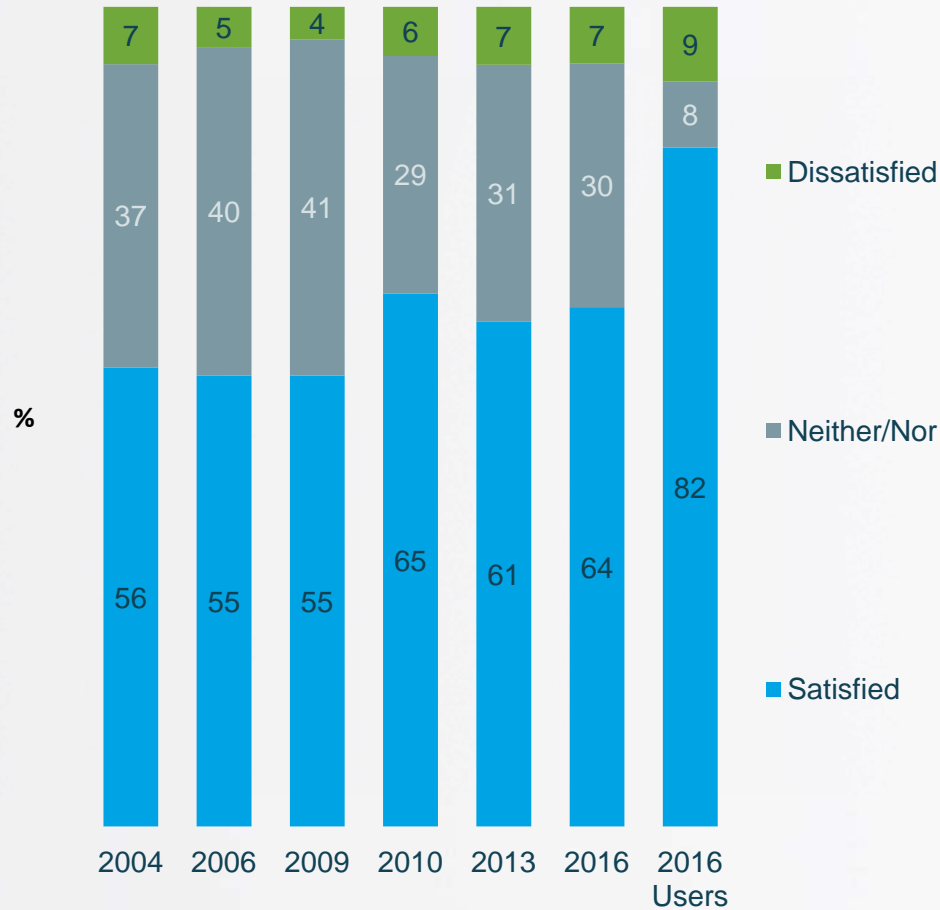
	Dissatisfied Respondents (n=47) %
There aren't many \ we need more	25
What experiences there are aren't advertised	17
There's not enough variety \ a greater range would be good	17
There are no arts and cultural experiences that I know of	13
We need more art exhibitions \ galleries	7
Other councils do much more in this area than Nth Sydney	3
Other	31

Q3. I am now going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.

Q4. What particular aspects of ... do you find unsatisfactory?

Base: Q3. Respondents who answered (n=400) Q4. Respondents who were dissatisfied (n=47)

REASONS FOR DISSATISFACTION – COMMUNITY CENTRES AND FACILITIES



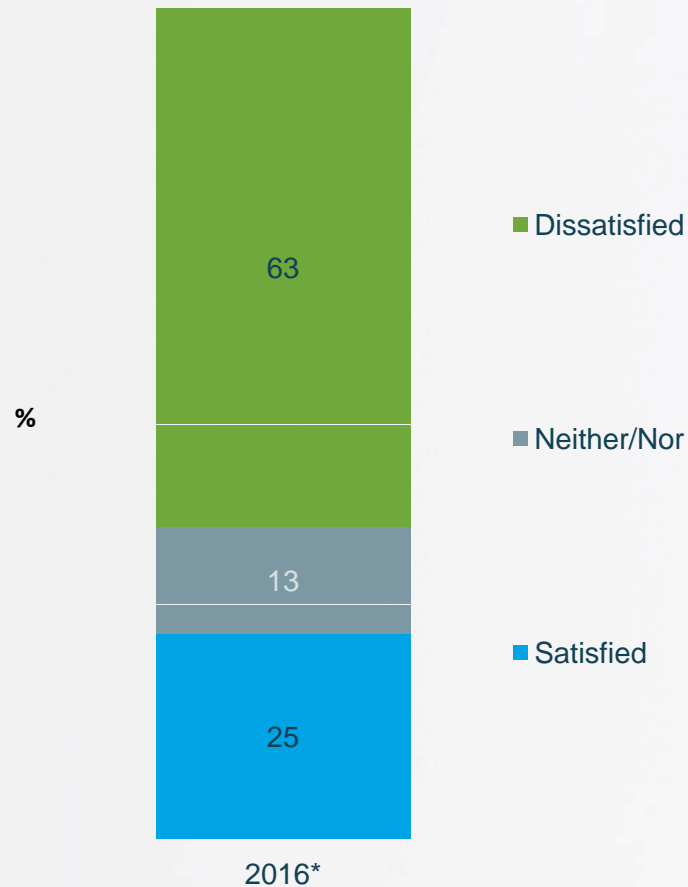
	Dissatisfied Respondents (n=32) %
More information about services available is needed	24
Community centres are under resourced \ suffer from lack of money	22
There are very few community centres \ should be more	21
Many of the facilities are rundown \ unclean	14
There are not enough child care places\facilities	10
There should be more services for the elderly	7
Staffing needs improvement \ it is inconsistent	5
There should be more discussion groups \ workshops \ courses	5
These areas are boring \ ugly not aesthetic\ dark	2
Don't know	5
Other	12

Q3. I am now going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.

Q4. What particular aspects of ... do you find unsatisfactory?

Base: Q3. Respondents who answered (n=400) Q4. Respondents who were dissatisfied (n=32)

REASONS FOR DISSATISFACTION – QUALITY OF COMMERCIAL AND RESIDENTIAL DEVELOPMENT



	Dissatisfied Respondents (n=105) %
There is too much development\ high rise	26
A lot of the new buildings \ commercial buildings are terribly ugly	14
The infrastructure cant keep up with the surge of population	13
Beautiful homes are being demolished for ugly development not in keeping \ encroaching on residential	11
There isn't enough parking \ room on the road for all the new cars coming with the high rises	12
They don't take enough notice of objections \ no consultation	6
The needs of the residents are ignored\pay more attention to developers	6
The standards of a lot of the new developments are very poor \ e.g. poor materials used	5
All the development means we are losing the community feel of the area	5
Development Applications are very difficult for residents to get approved	5
They must do something to attract tenants\business back into the area\its a ghost town after hours	5
Construction road management \ road closures are very disruptive	3
Other	23
Don't know	5

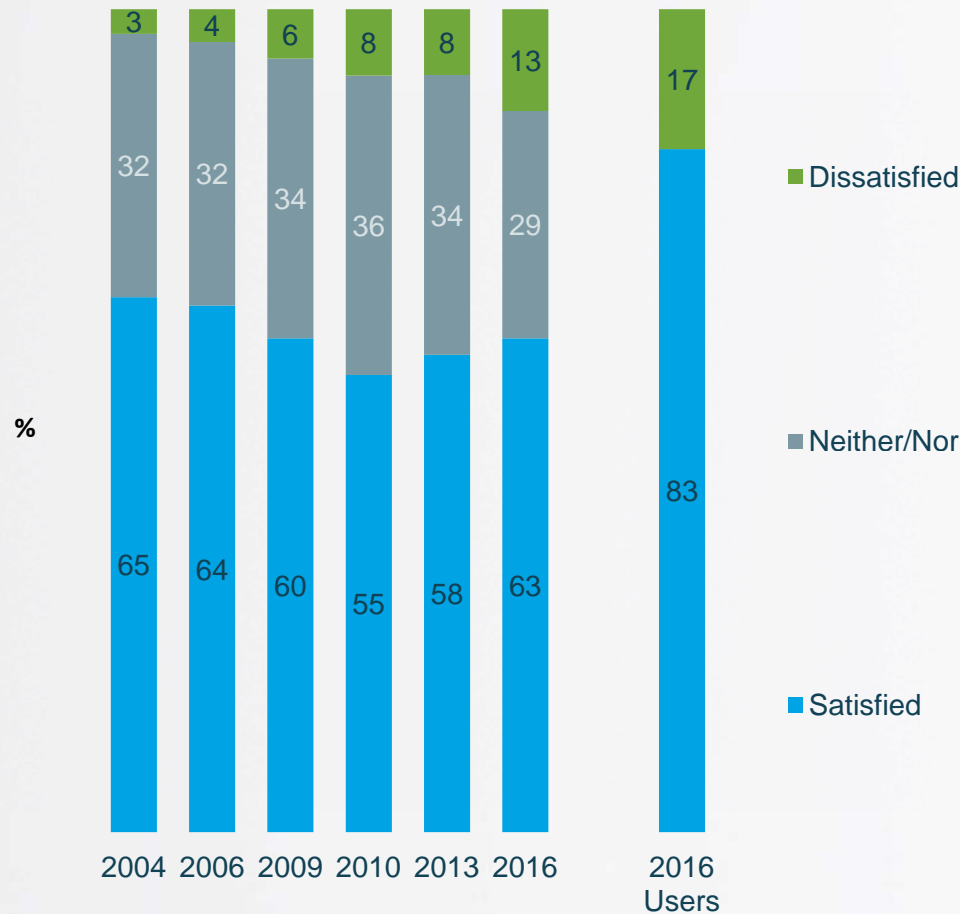
Q3. I am now going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.

Q4. What particular aspects of ... do you find unsatisfactory?

Base: Q3. Respondents who answered (n=400) Q4. Respondents who were dissatisfied (n=105)

*New Question in 2016

REASONS FOR DISSATISFACTION – NORTH SYDNEY OLYMPIC POOL



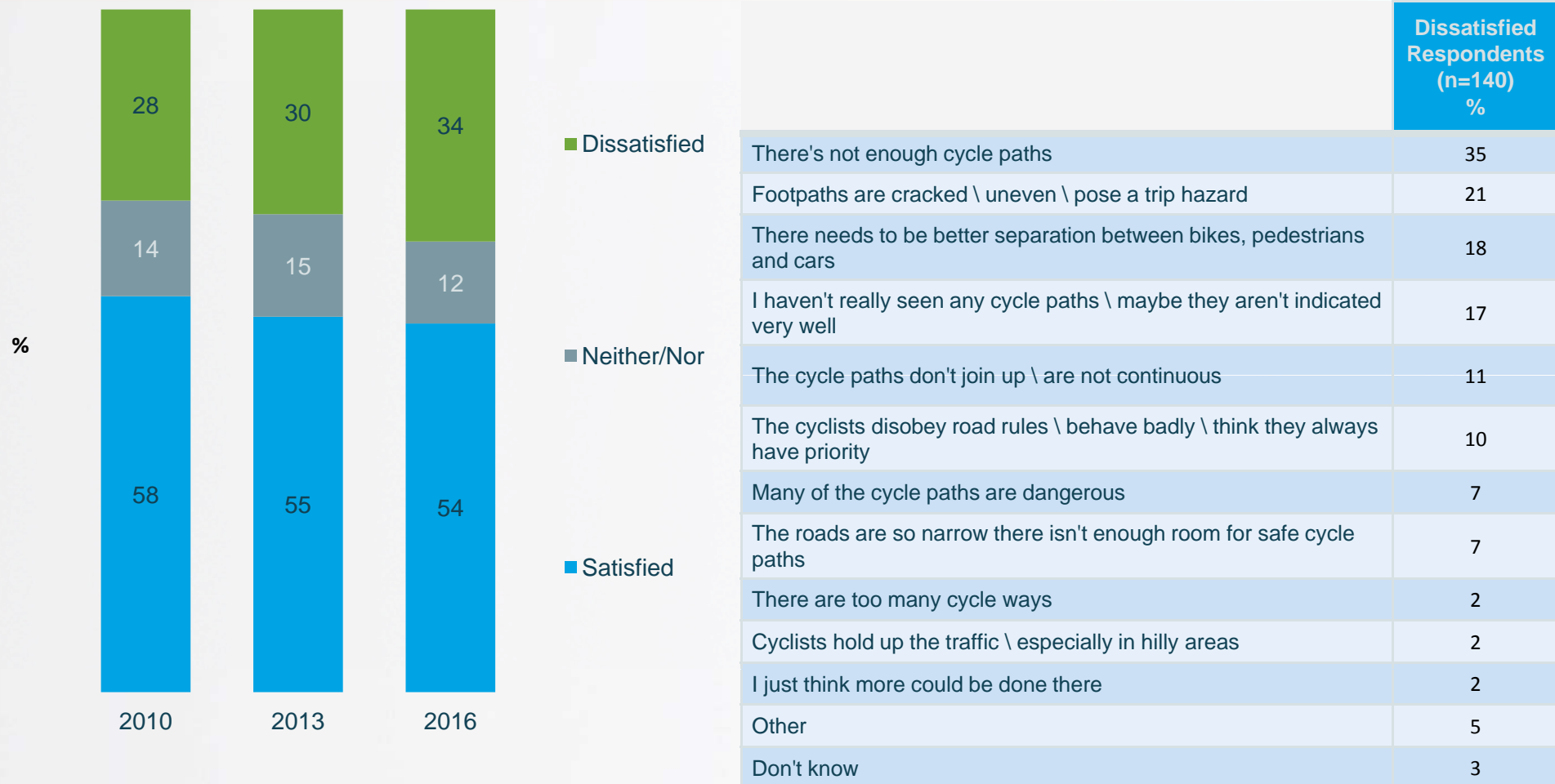
	Dissatisfied Respondents (n=50) %
It needs refurbishment\looks old and tired \ it isn't a good symbol of the area	56
The general maintenance is poor \ its dirty	13
The downstairs \ change room facilities are very old	20
We don't know what the plans for it are \ concerned plans not in keeping with heritage	13
Entry is too expensive \ having to pay for a shower is outrageous	13
There isn't enough parking there\it is expensive	8
There is too much salt \ chlorine	3
Access \ disabled access is difficult	2
Other	15
Don't know	5

Q3. I am now going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.

Q4. What particular aspects of ... do you find unsatisfactory?

Base: Q3. Respondents who answered (n=400) Q3. Respondents who are users (n=81) Q4. Respondents who were dissatisfied (n=50)

REASON FOR DISSATISFACTION – PEDESTRIAN AND CYCLE PATHS

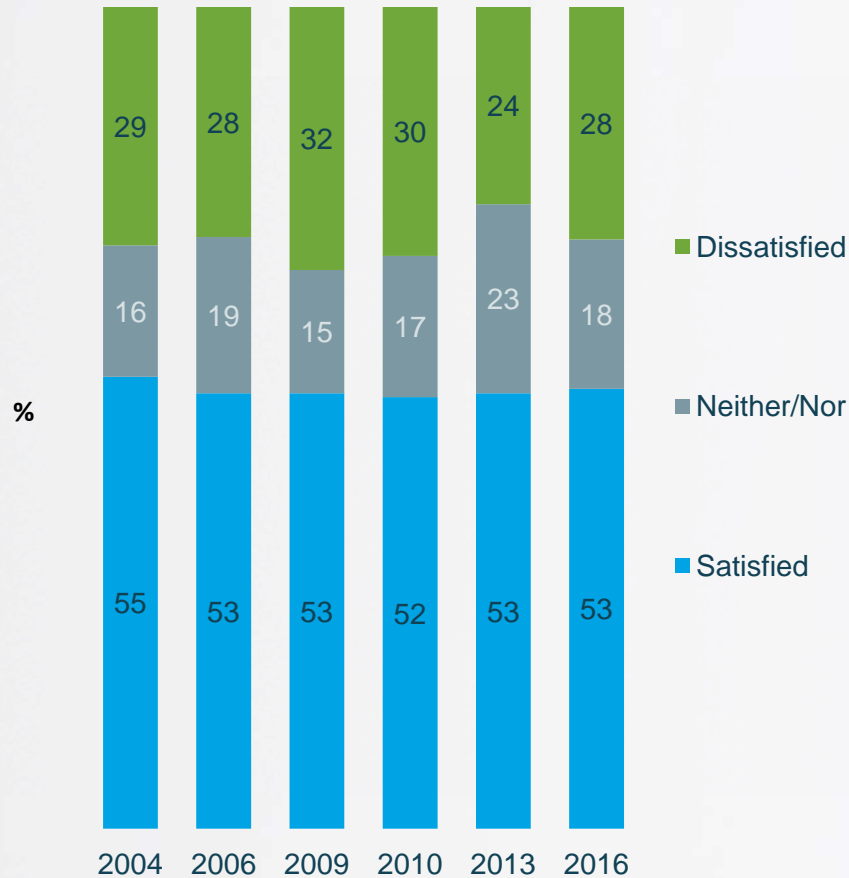


Q3. I am now going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.

Q4. What particular aspects of ... do you find unsatisfactory?

Base: Q3. Respondents who answered (n=400) Q4. Respondents who answered (n=140)

REASONS FOR DISSATISFACTION – POLICING OF PARKING



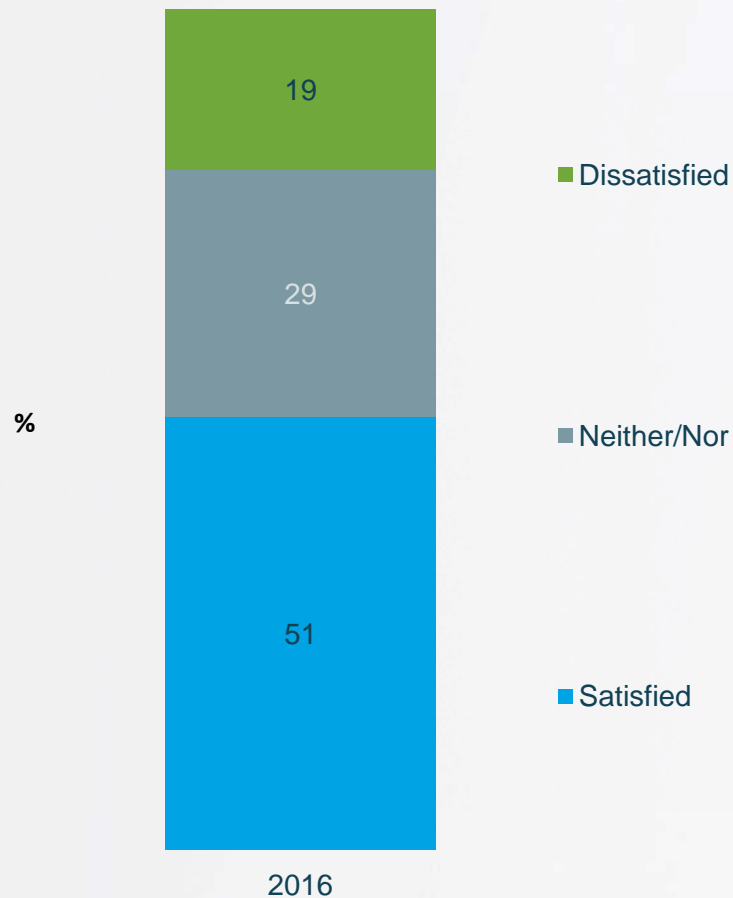
	Dissatisfied Respondents (n=112) %
Parking is over policed \ they need a bit more common-sense	37
Parking is not policed \ still a lot of illegal parking going on	18
There just is insufficient parking	18
It is becoming difficult to live life in the area \ cant park to shop \ library \ 5 mins over and you're fined	16
Its revenue raising rather than consideration for the community	12
Parking is too expensive	12
There is not enough parking for residents \ its taken up by non residents \ commuters	11
There are too many parking restrictions	9
The parking enforcement is very inconsistent\hit some areas hard, ignore others	9
We need more unmetered parking\off street parking	9
It is almost impossible for my visitors\clients to park	7
You can only get a permit for 1 car per household \ makes it difficult	7
I am often blocked off in my driveway by cars parked over it	5
Other	18
Don't Know	2

Q3. I am now going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.

4b. What particular aspects of Policing of parking do you find unsatisfactory?

Base: Q3. Respondents who answered (n=400) Q4. Respondents who were dissatisfied (n=112)

REASONS FOR DISSATISFACTION – RANGE OF PUBLIC ART IN NORTH SYDNEY



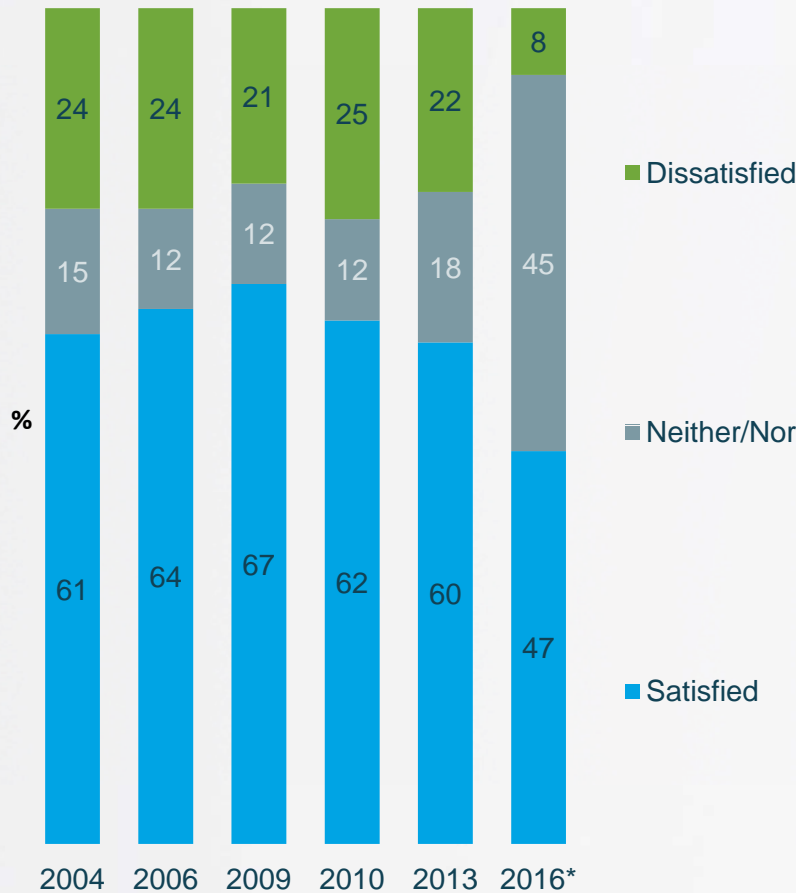
	Dissatisfied Respondents (n=76) %
There isn't any \ I haven't noticed much	48
There should be more	22
Sculptures \ and installations would be good	12
I don't like most of it \ its not to my taste	5
Could be improved in range \ variety	3
It isn't prominent enough \ the locations aren't great	5
Things to showcase local \ emerging artists would be great	5
Murals would make the place look interesting	5
I would rather they spent the money on useful things	3
Other	7
Don't know	5

Q3. I am now going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.

Q4. What particular aspects of ... do you find unsatisfactory?

Base: Q3. Respondents who answered (n=400) Q4. Respondents who were dissatisfied (n=76)

REASONS FOR DISSATISFACTION - MANAGEMENT OF TRAFFIC FLOW (CONGESTION) ON LOCAL ROADS (EXCLUDING HIGHWAYS)



	Dissatisfied Respondents (n=182) %
The roads just aren't coping with the traffic \ traffic flow is terrible \ roads aren't keeping up with the population	18
There isn't enough parking \ cars park in difficult places adds to the problem	15
Military Rd is especially bad \ just at a standstill in peak hour	15
Traffic lights need better coordination	10
There is too much traffic	12
Congestion around schools is terrible	5
The amount of construction \ roadworks that go on is making it worse	5
There needs to be an overall plan for traffic \ well thought out	5
If the parking was better controlled, it would help traffic flow	5
A lot of the intersections are confusing \ chaotic \ people don't obey the law	5
There are unsafe pedestrian crossings \ nowhere safe to cross the road	3
People speed on the side streets \ we need better control	3
Access from side roads onto the main roads is very bad	4
Other	23
Don't Know	4

Q3. I am now going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.

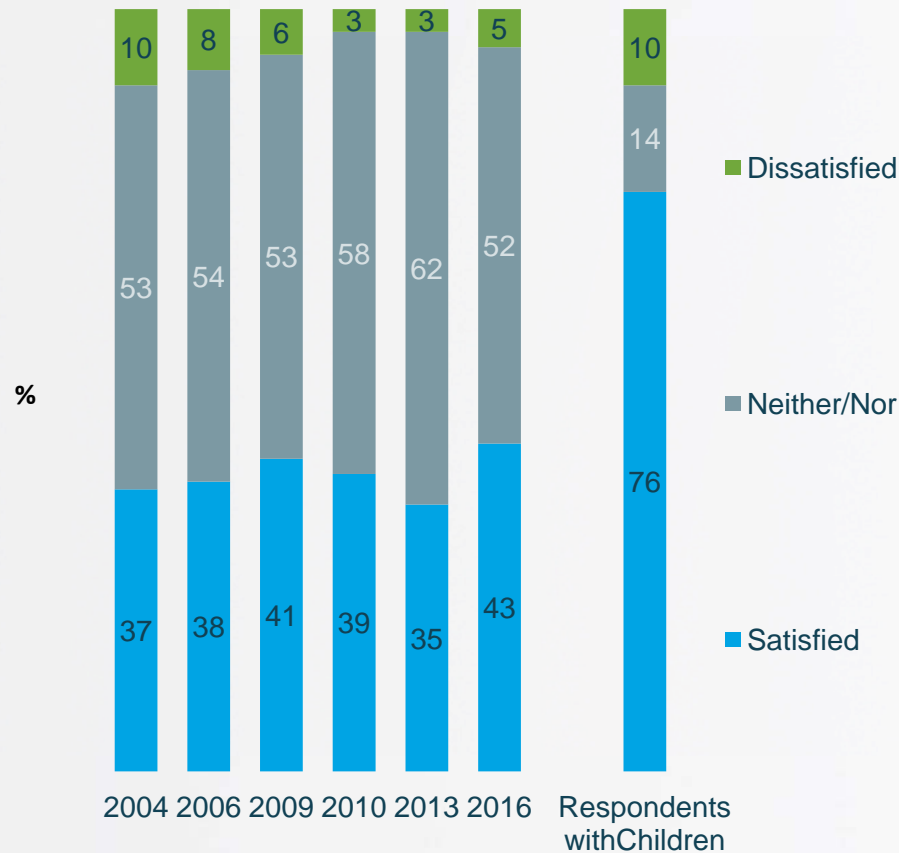
Q4. What particular aspects of ... do you find unsatisfactory?

Base: Q3. Respondents who answered (n=400) Q4. Respondents who were dissatisfied (n=182)

*Revised Question in 2016



REASONS FOR DISSATISFACTION – CHILDREN’S SERVICES



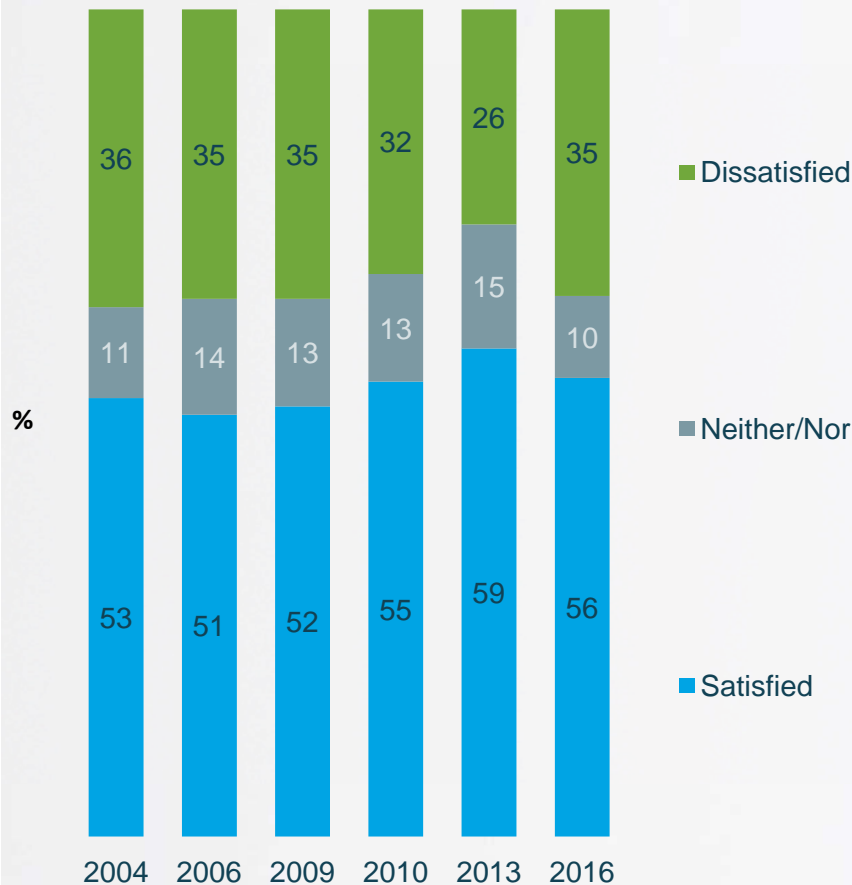
	Dissatisfied Respondents (n=18)* %
There are not enough child care places\facilities	30
More parks with play equipment are needed \ adventure playgrounds	20
There is a lack of information about \ about what is available	13
The children's facilities are rundown\unclean	10
There are not enough children's services	9
Childcare is very expensive	3
There is a lack of facilities\under resourced	3
There aren't enough parks	3
Not enough libraries \ selection of books for kids is poor	3
Other	3
Don't know	27

Q3. I am now going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.
Q4. What particular aspects of ... do you find unsatisfactory?

Base: Q3. Respondents who answered (n=400), With Children (n=80) Q4. Respondents who were dissatisfied (n=18)
*CAUTION: SMALL BASE SIZE



REASONS FOR DISSATISFACTION – PROVISION OF PARKING



	Dissatisfied Respondents (n=233) %
There isn't enough parking \ you can't find a park	46
There is insufficient parking for residents \ and their visitors \ I can't park outside my own house	15
Parking is too expensive	12
Lack of parking means its hard to \ we don't shop \ do business in the local area	11
There are too many restrictions \ too many meters	12
There aren't enough longer duration parking spaces	8
Street parks are being used by commuters \ workers \ they are desperate	6
The new developments aren't providing enough off street parking	4
There aren't enough resident permits \ stickers allocated \ we have to pay for them	4
Parking is under policed \ people still park illegally	5
There should be more free parking \ especially on weekends \ at night	4
Boats \ trailers etc. parked in the street take up a lot of space	2
Other	33
Don't know	3

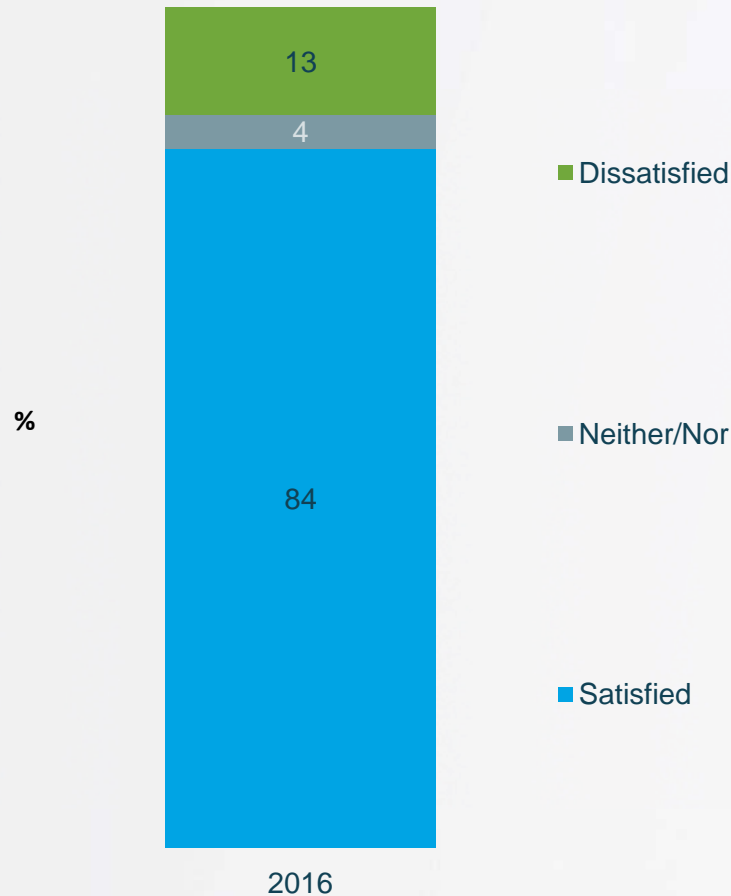
Q3. I am now going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.

4b. What particular aspects of Provision of parking (commercial areas, residential areas) do you find unsatisfactory?

Base: Q3. Respondents who answered (n=400) Q4. Respondents who were dissatisfied (n=233)

REASONS FOR DISSATISFACTION

– THE WAY NORTH SYDNEY AS A WHOLE LOOKS AND FEELS



	Dissatisfied Respondents (n=55) %
It looks untidy \ scruffy \ outdated	16
Maintenance isn't good \ broken paths, lots of things that need repair	15
It needs more of a community focus \ something to do that isn't just nightclubs	13
Its too crowded \ over populated \ over developed \ looks like Hong Kong	13
It is developing into a commercially oriented CBD rather than residential	10
It needs to be more vibrant and more of a hub \ e.g. with cafes, tree lined streets	10
It's a ghost town on the weekend	10
The council itself \ disorganised \ having tiffs	9
Development needs to be more mixed \ encourage businesses \ more variety	8
The high rises are terrible \ overshadow everything \ make it feel unfriendly	6
There should be more greenery around	6
Other	12
Don't know	12

Q3. I am now going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.

Q4. What particular aspects of ... do you find unsatisfactory?

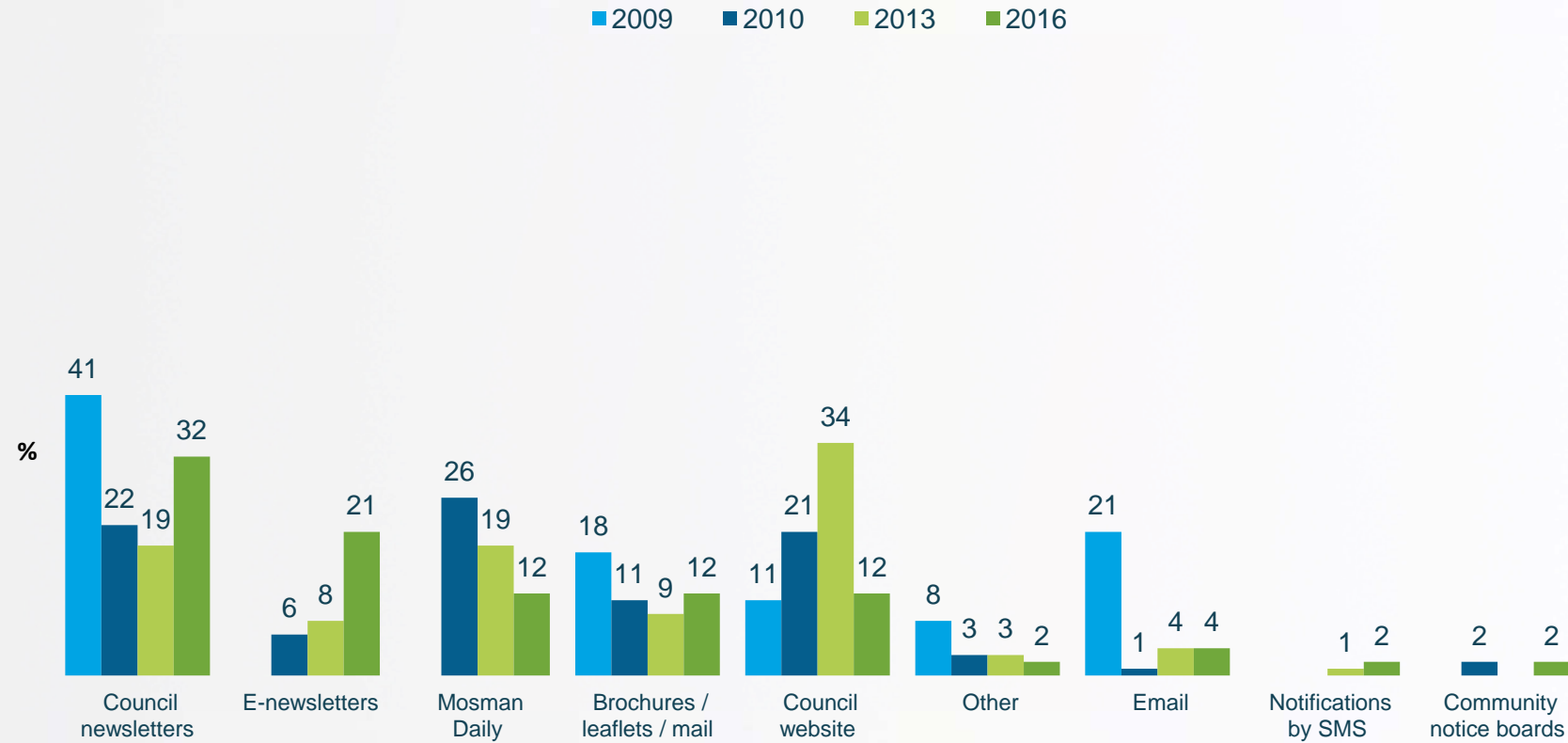
Base: Q3. Respondents who answered (n=400) Q4. Respondents who answered (n=55)

Residential Component

Council Communication and Engagement



PREFERRED SOURCES OF INFORMATION - OVER TIME



Q9a. What is your preferred source of information relating to what North Sydney Council does?

Base: All Residential respondents (n=400)

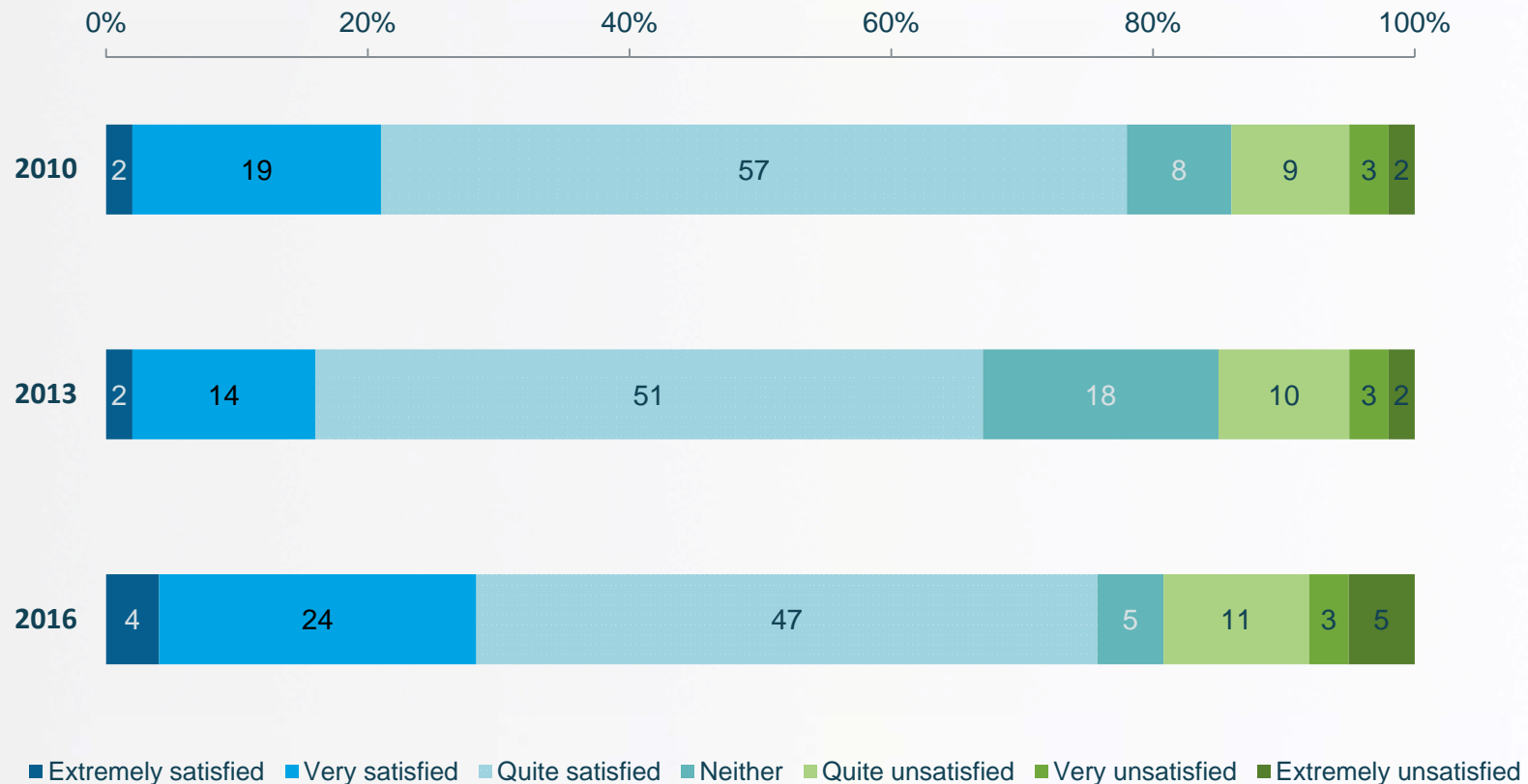
PREFERRED SOURCES OF INFORMATION - KEY SEGMENTS

	Total (n=400)	18-39 (n=150)	40-54 (n=115)	55+ (n=135)
Preferred Sources of Information (%)				
Council newsletter	32	31	29	36
E-newsletters	21	29	16	10
Mosman Daily	12	6	14	22
Council Website	12	11	13	10
Brochures / leaflets	12	11	16	9
Community noticeboards	2	2	2	2
Notifications by SMS	2	2	1	2
Email	4	4	5	1
Other	2	2	1	2
Don't know	0	-	1	1

Q10. What is your preferred source of information relating to what North Sydney Council does?

Base: All Residential respondents (n=400)

SATISFACTION WITH CURRENT COUNCIL COMMUNICATIONS

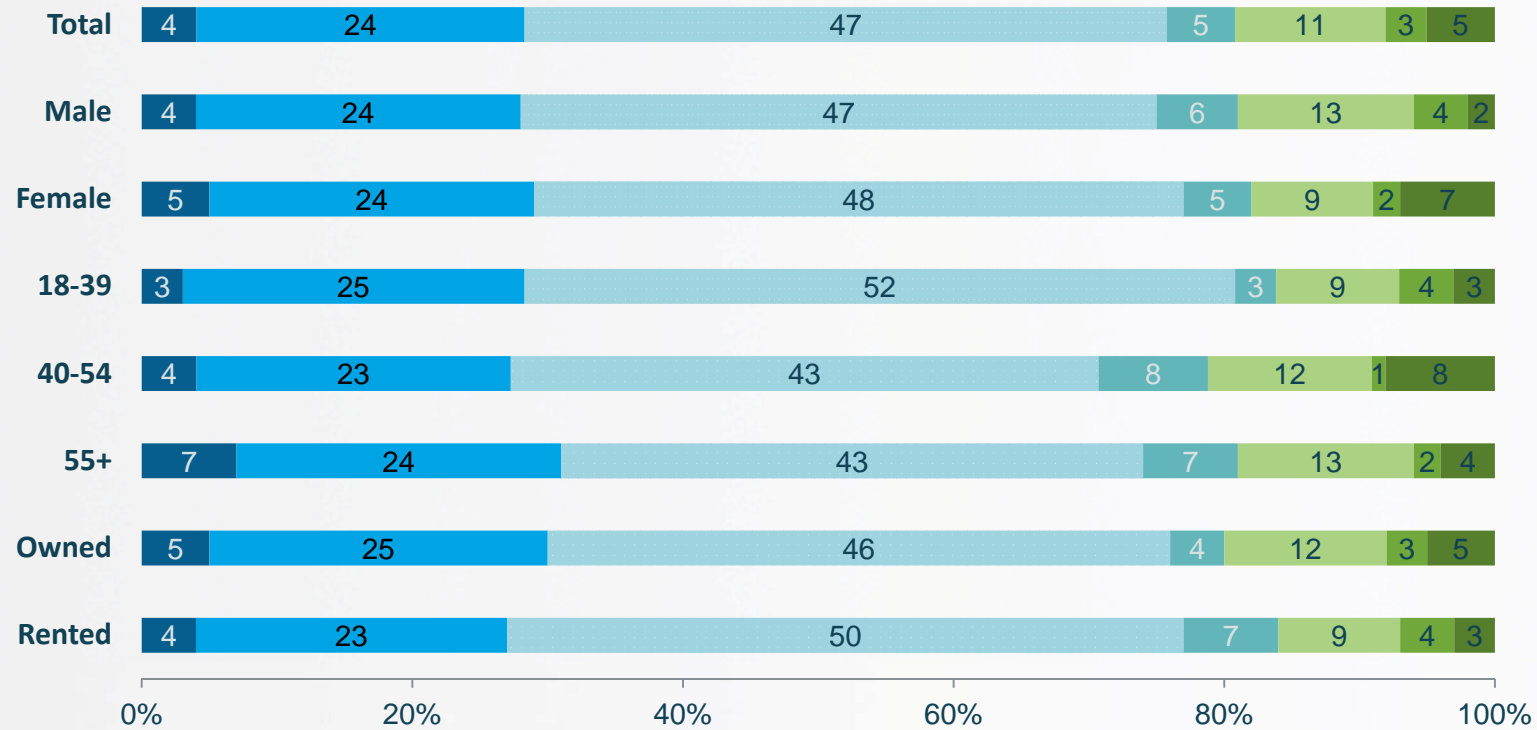


Q6. Generally speaking, how satisfied are you with the way that North Sydney Council communicates with its residents?
Would you say that you were...

Base: All Residential respondents (n=400)

SATISFACTION WITH CURRENT COUNCIL COMMUNICATIONS

■ Extremely satisfied ■ Very satisfied ■ Quite satisfied ■ Neither ■ Quite unsatisfied ■ Very unsatisfied ■ Extremely unsatisfied

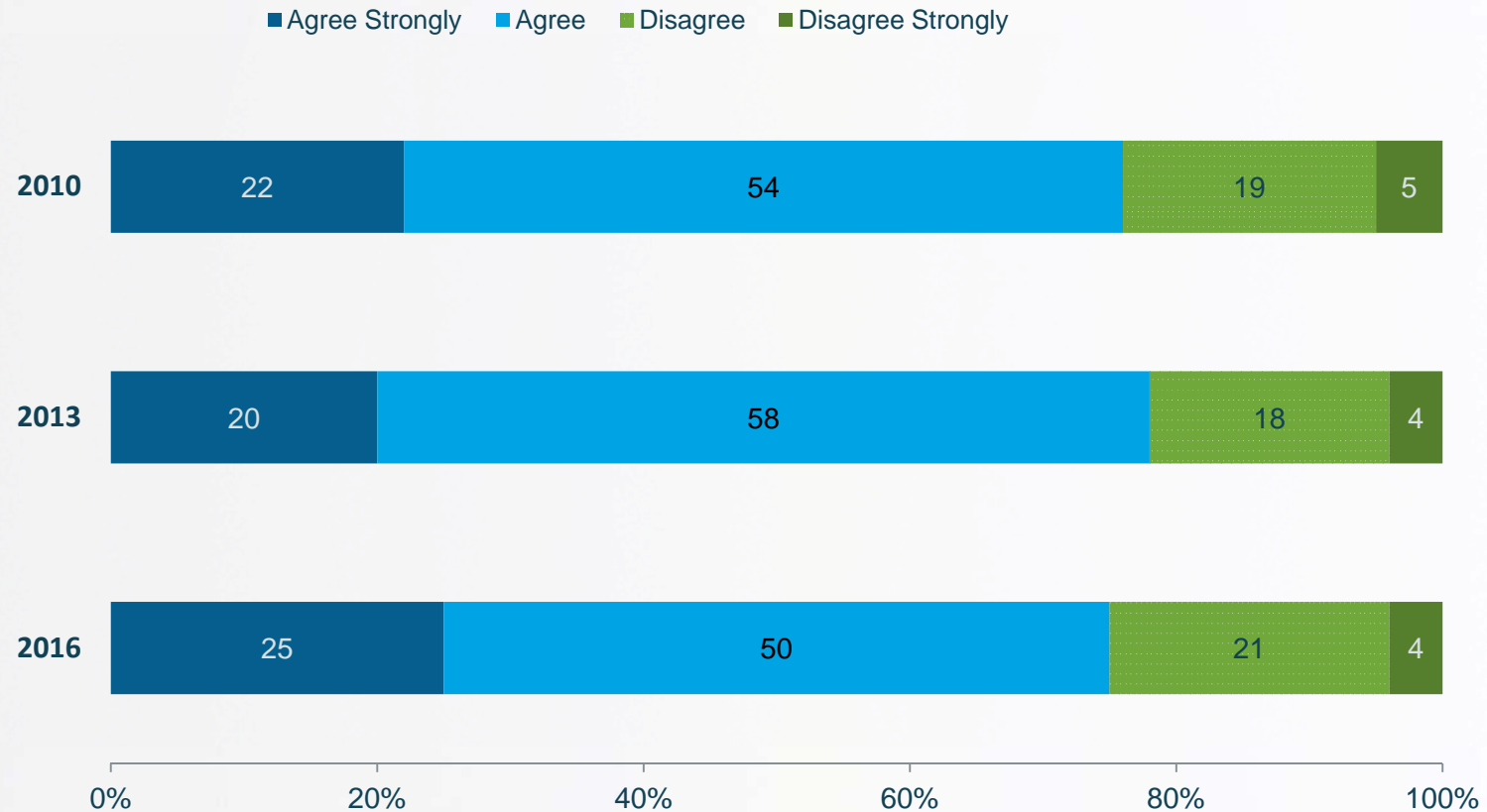


Q6. Generally speaking, how satisfied are you with the way that North Sydney Council communicates with its residents?
Would you say that you were...

Base: All Residential respondents (n=400)



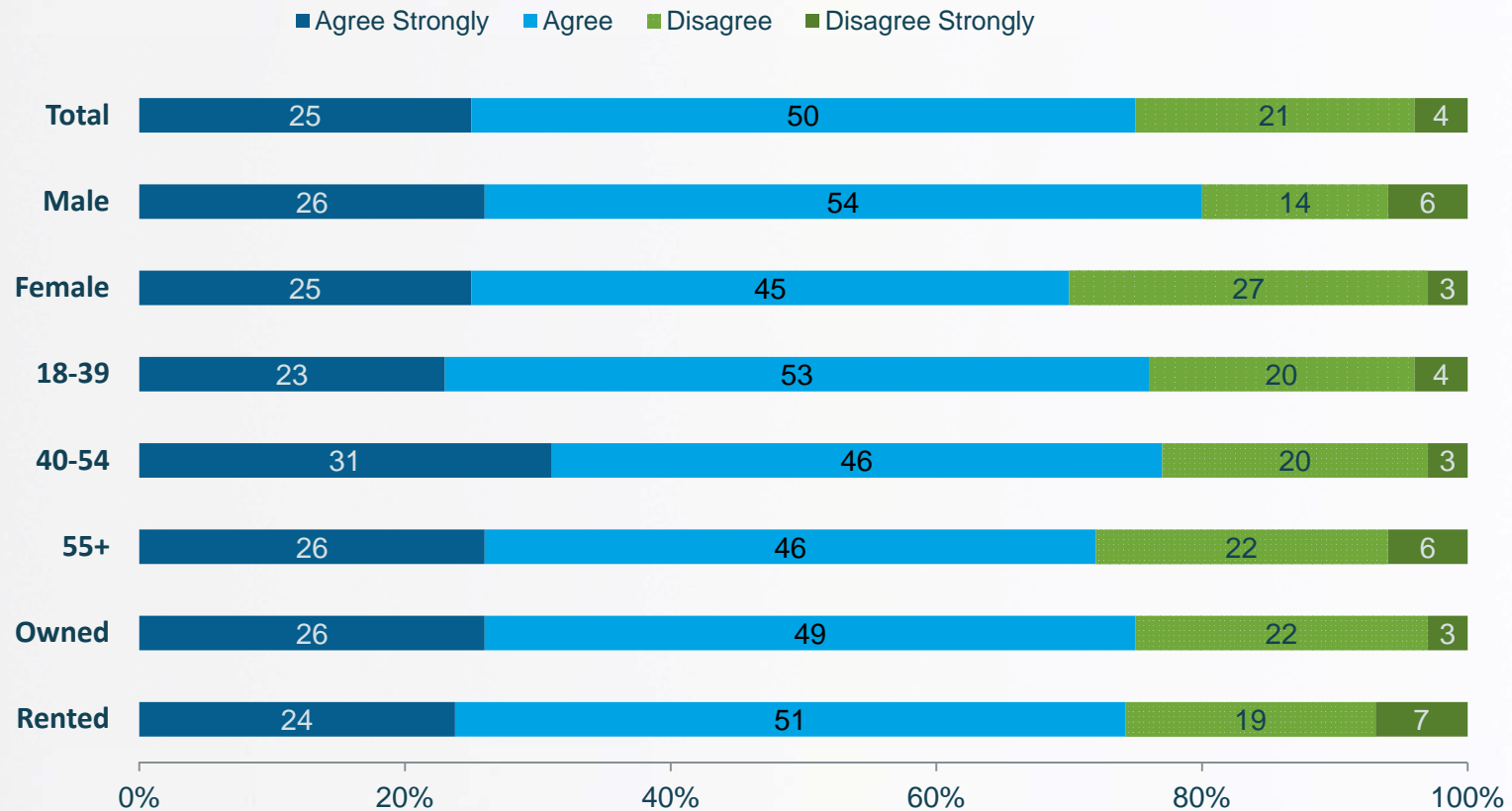
PERCEIVED SENSE OF COMMUNITY - OVER TIME



Q12. Do you agree or disagree that North Sydney as a whole has a strong sense of community?

Base: All Residential respondents (n=400)

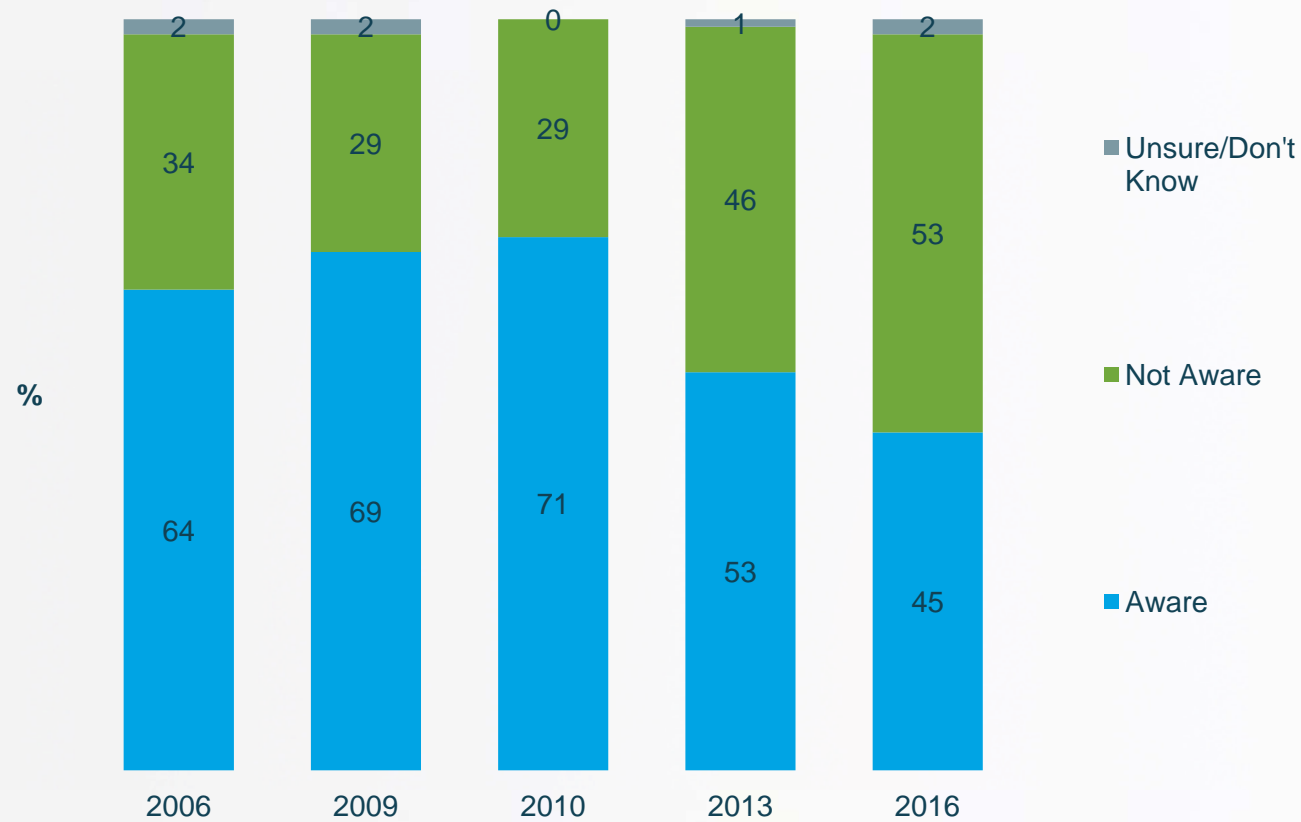
PERCEIVED SENSE OF COMMUNITY - OVER TIME



Q12. Do you agree or disagree that North Sydney as a whole has a strong sense of community?

Base: All Residential respondents (n=400)

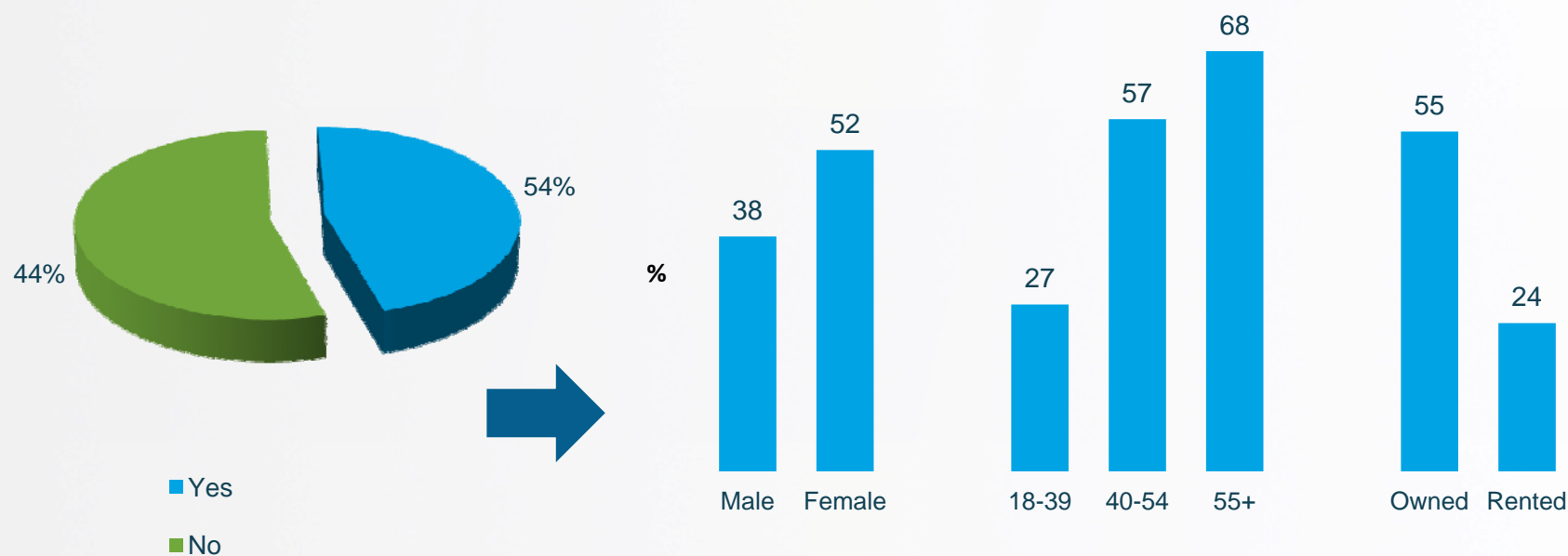
AWARENESS OF 'PRECINCT COMMITTEES' - OVER TIME



Q9. The North Sydney Council area is split into 24 'Precinct Committees' and within each of these 'precincts' residents, students, workers and businesses are given the opportunity to become involved with decisions that affect their local area. Prior to me telling you this, were you aware that you had a local Precinct Committee?

Base: All Residential respondents (n=400)

AWARENESS OF 'PRECINCT COMMITTEES' - OVER TIME

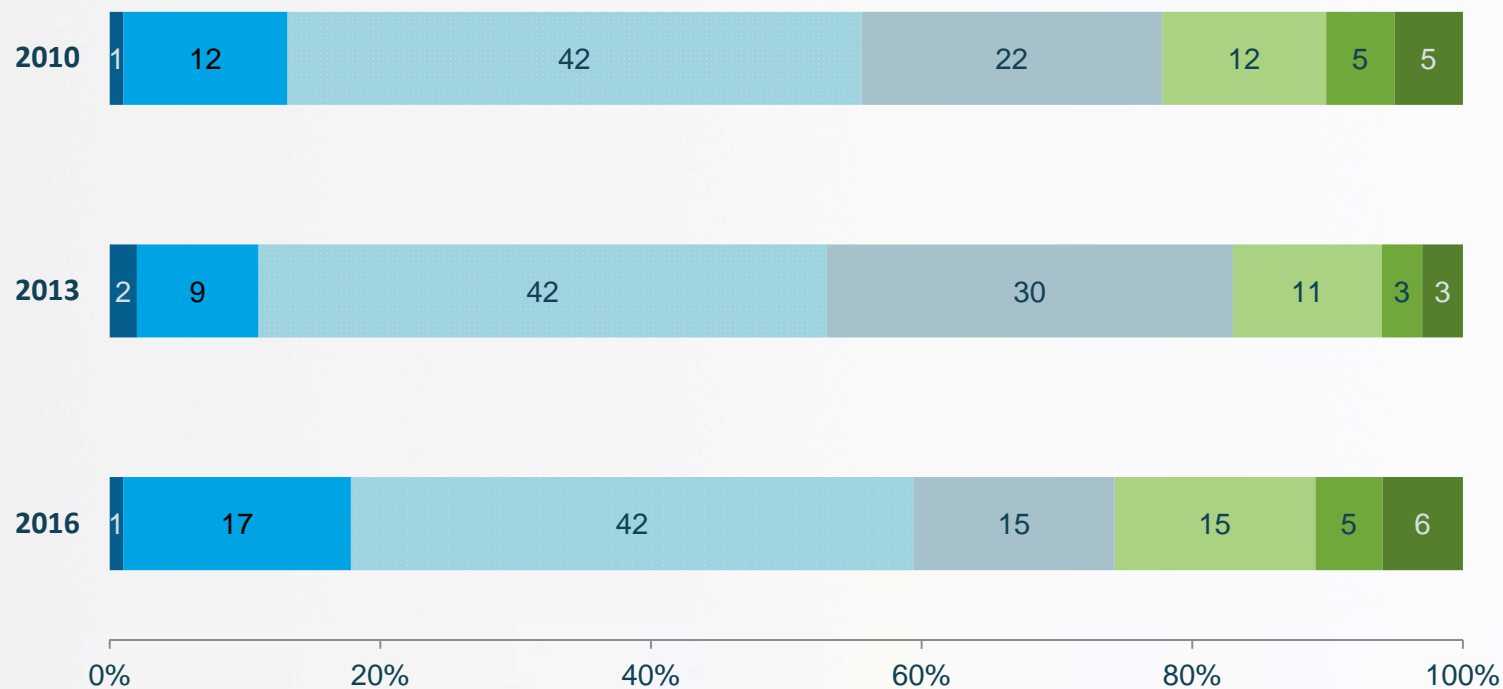


Q9. The North Sydney Council area is split into 24 'Precinct Committees' and within each of these 'precincts' residents, students, workers and businesses are given the opportunity to become involved with decisions that affect their local area. Prior to me telling you this, were you aware that you had a local Precinct Committee?

Base: All Residential respondents (n=400)

SATISFACTION WITH CURRENT COUNCIL ENGAGEMENT - OVER TIME

■ Extremely satisfied ■ Very satisfied ■ Quite satisfied ■ Neither ■ Quite unsatisfied ■ Very unsatisfied ■ Extremely unsatisfied

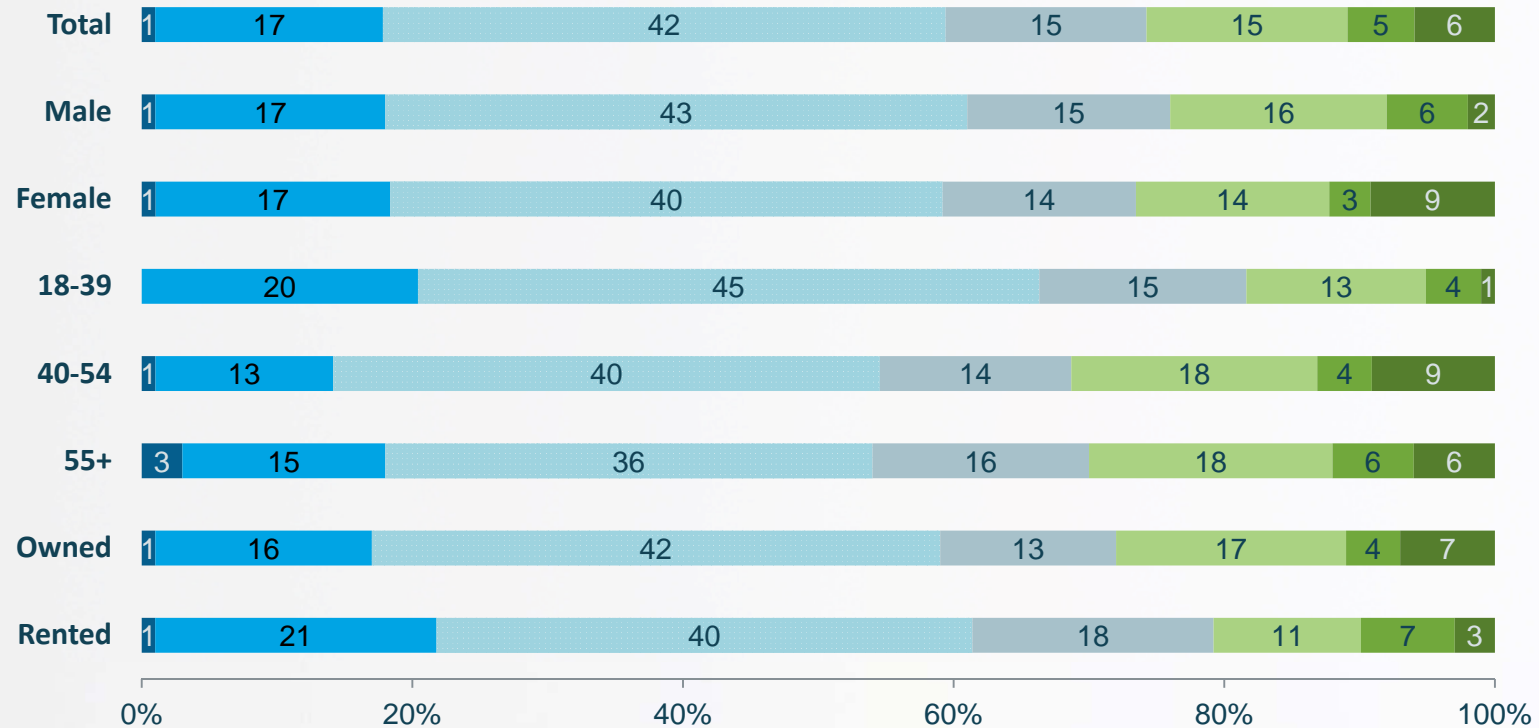


Q7. How satisfied are you with the way North Sydney Council consults with and engages residents in decision making processes.

Base: All Residential respondents (n=400)

SATISFACTION WITH CURRENT COUNCIL ENGAGEMENT - OVER TIME

■ Extremely satisfied ■ Very satisfied ■ Quite satisfied ■ Neither ■ Quite unsatisfied ■ Very unsatisfied ■ Extremely unsatisfied



Q7. How satisfied are you with the way North Sydney Council consults with and engages residents in decision making processes.

Base: All Residential respondents (n=400)

NORTH SYDNEY FOCUS AREAS – RESIDENTIAL FEEDBACK

	Total (n=400)	18-39 (n=200)	40-54 (n=92)	55+ (n=108)
Unprompted Suggestions for Council Prioritisation (%)				
More parking \ cheaper parking	26	26	27	25
Traffic \ too much traffic \ traffic management	20	21	20	18
Maintenance \ development of parks \ bushland	18	21	18	12
Maintaining the roads	11	6	13	17
Maintain \ improve garbage collection \ recycling	13	18	8	7
Ensure development is carefully planned and managed	5	5	5	5
Maintain the Olympic pool	10	10	10	7
Stop internal council fighting \ politics	6	2	7	12
Footpaths \ uneven \ need repaving \ maintenance	8	9	4	10
Childcare \ children's services	7	9	9	2
Improve the CBD \ so people will use it at night \ on the weekend	5	2	10	5
More communication \ engagement with the community	5	3	6	6
Public transport	5	5	5	4
More \ better bike paths	8	10	8	2
Creating a sense of community \ by hold more community events	6	8	4	4
Cleaning rubbish \ litter \ graffiti	3	2	4	6
Library \ improving the library	5	5	5	3
The merger \ amalgamation	3	1	6	5
Resident parking	4	4	6	2
Continue to develop sporting \ recreational facilities	6	8	4	1
Other	42	39	51	42
Nothing	4	6	3	2
Don't know \ NA	24	22	19	32

Q11. And can you tell me three areas that you personally feel North Sydney Council should concentrate their efforts on over the next few years?

Base: All Residential respondents (n=400)



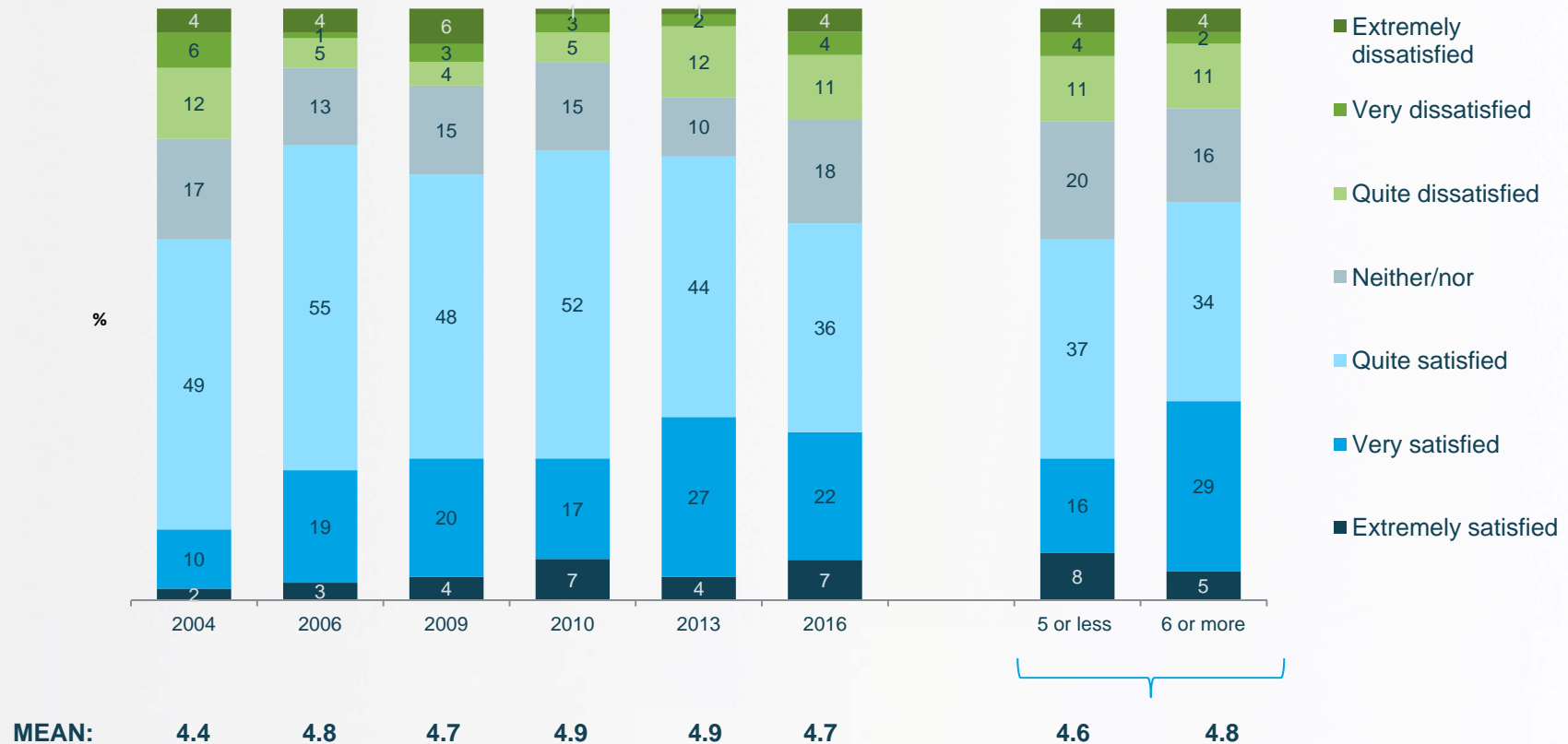
Business Component

Satisfaction with Council



OVERALL SATISFACTION WITH NORTH SYDNEY COUNCIL

There has been a decline in satisfaction with Council amongst businesses

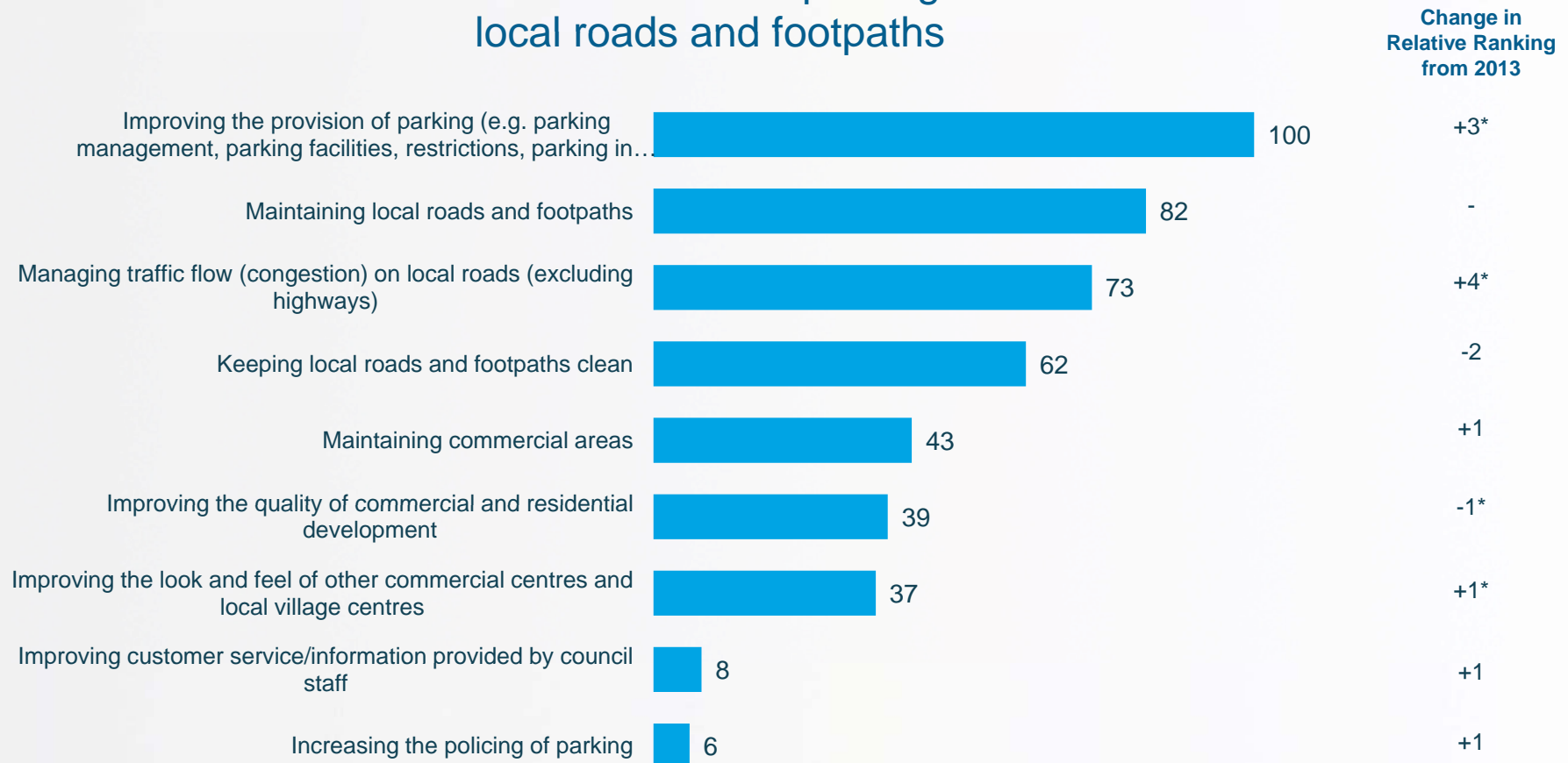


Q1. Now, thinking about all the services your council provides, overall how satisfied have you been with your council over the last 12 months? That is have you been satisfied or dissatisfied with North Sydney Council's performance?

Base: All Business respondents (n=200)

RELATIVE IMPORTANCE OF COUNCIL AREAS

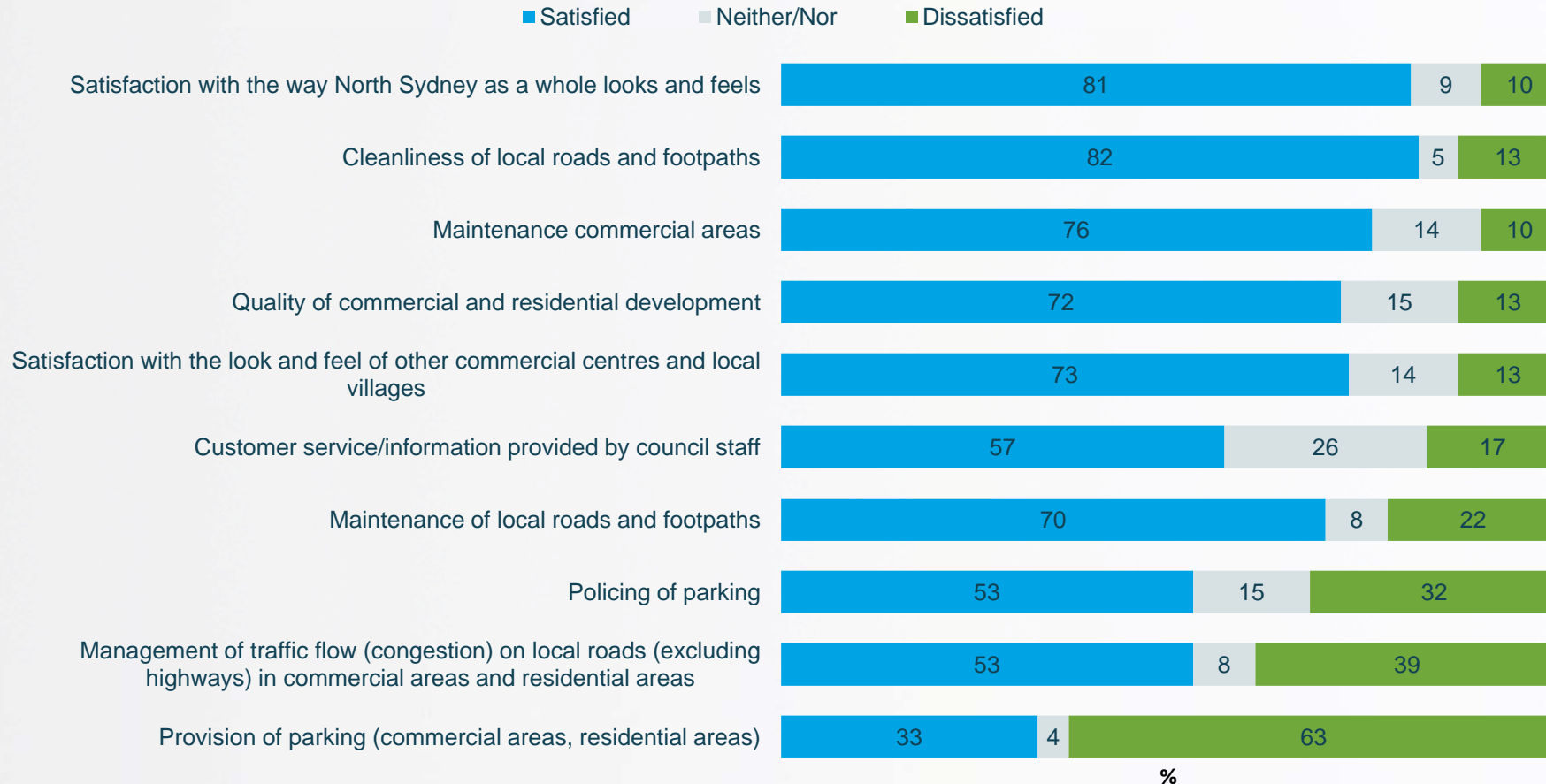
Businesses are most concerned over parking and maintenance of local roads and footpaths



Q2. Each year North Sydney Council needs to decide where they should allocate their funds. For example, they need to decide how much they should spend on upgrading and maintaining local parks or providing community support programs and so on. I am now going to read out, in pairs, some of the areas they could spend money and I would like you to tell me which of the two areas you would like to see the council spend more money on this year. Taking the first pair... (INSERT)... Which would you like them to spend more on...Or...? That is, would you like them to spend "a lot more" or "a little more" on that area or the same amount on both?

Base: All Business respondents (n=200) *NEW QUESTION WORDING

OVERALL SATISFACTION WITH KEY COUNCIL AREAS

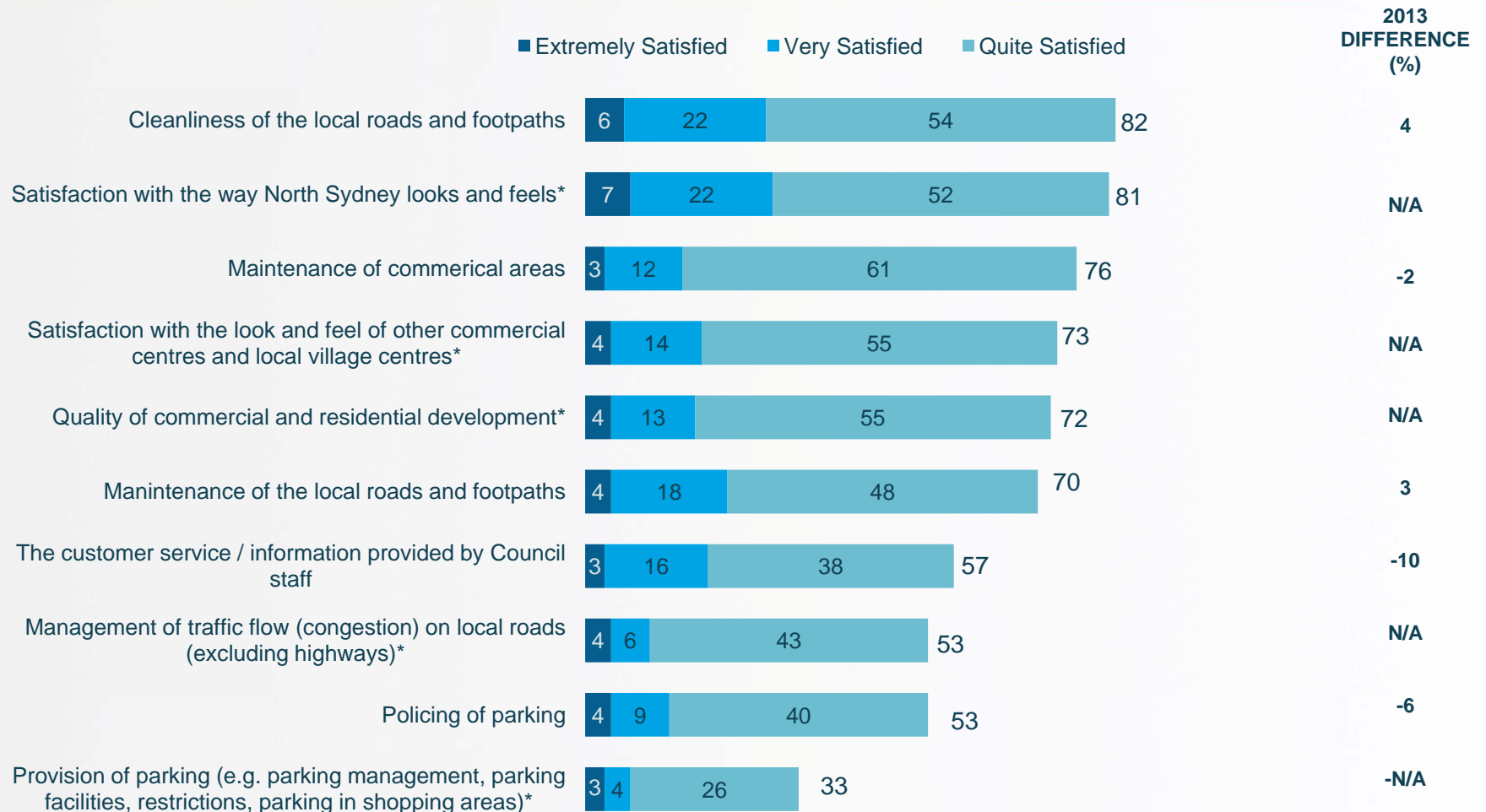


Q3. I am now going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.

Base: All Residential respondents (n=400)

*Question introduced in 2016

SATISFACTION IN RELATION TO KEY AREAS – POSITIVE

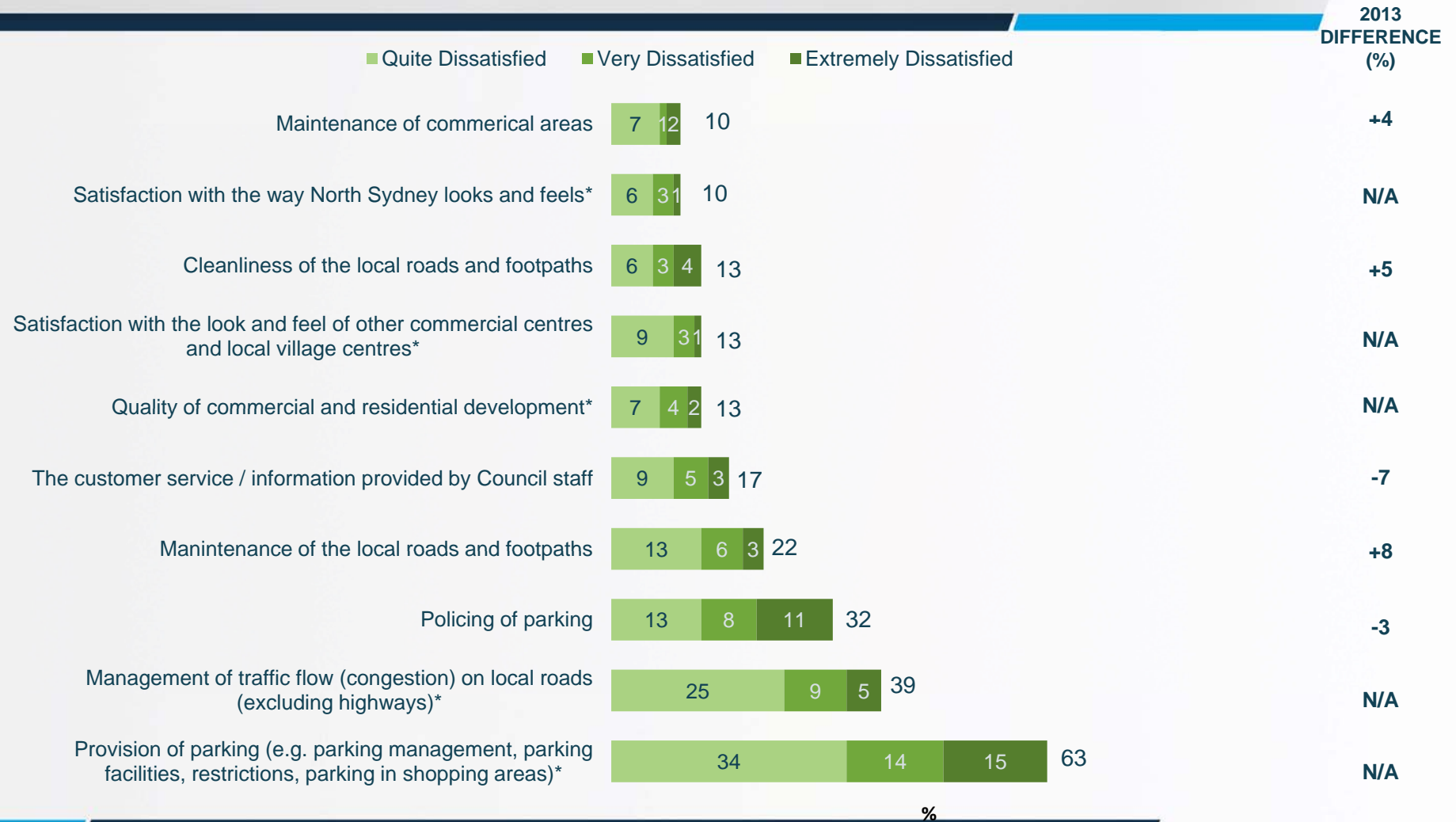


Q3. I am now going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area. %

Base: All Business respondents (n=200)

*Question revised in 2016

SATISFACTION IN RELATION TO KEY AREAS - NEGATIVE

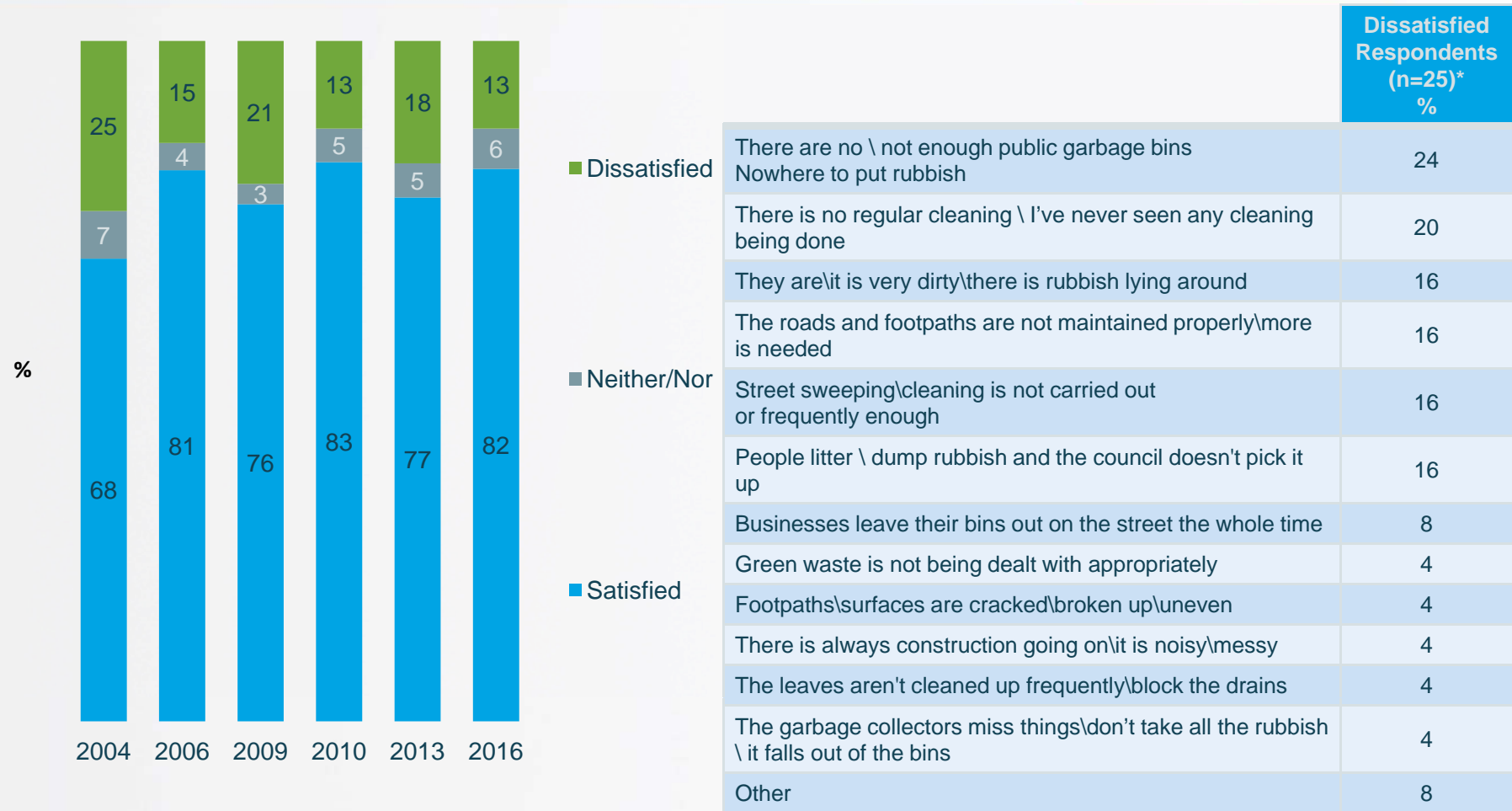


Q3. I am now going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.

Base: All Business respondents (n=200)

*Question revised in 2016

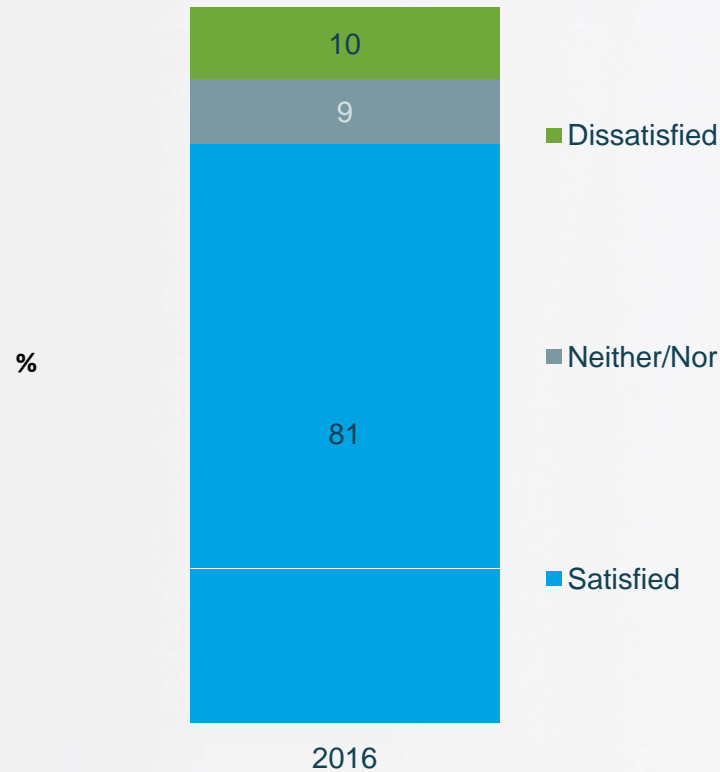
REASONS FOR DISSATISFACTION – CLEANLINESS OF LOCAL ROADS AND FOOTPATHS



Q3. I am now going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.
Q4. What particular aspects of ... do you find unsatisfactory?

Base: All Business respondents (n=200)
*CAUTION: SMALL BASE SIZE

REASONS FOR DISSATISFACTION – SATISFACTION WITH THE WAY NORTH SYDNEY LOOKS AND FEELS

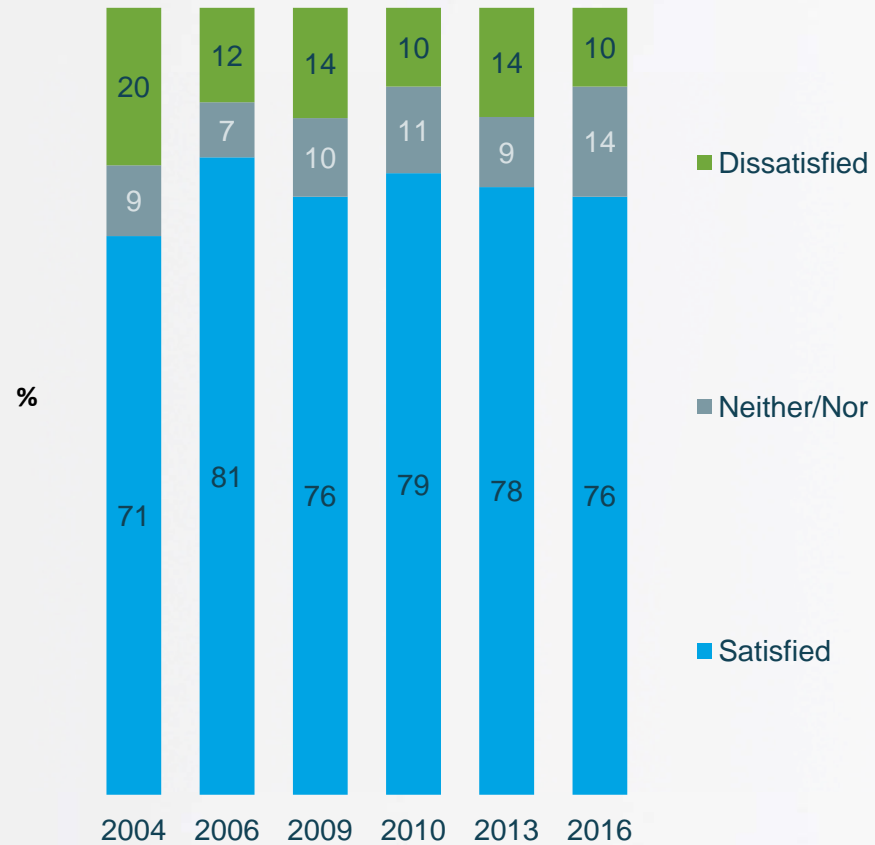


	Dissatisfied Respondents (n=17)* %
The amount of construction going on makes the place look bad	24
Some areas are like ghost towns \ deserted \ empty shops	24
Its variable \ some parts are fine, others awful	18
For the amount of revenue they are getting, the place should look great	6
Maintenance of buildings needs improvement	6
The whole area is just a corridor for traffic	6
Its all bad	6
Other	18

Q3. I am now going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.
Q4. What particular aspects of ... do you find unsatisfactory?

Base: All Business respondents (n=200)
*CAUTION: SMALL BASE SIZE NB: New Question in 2016

REASONS FOR DISSATISFACTION – MAINTENANCE OF COMMERCIAL AREAS

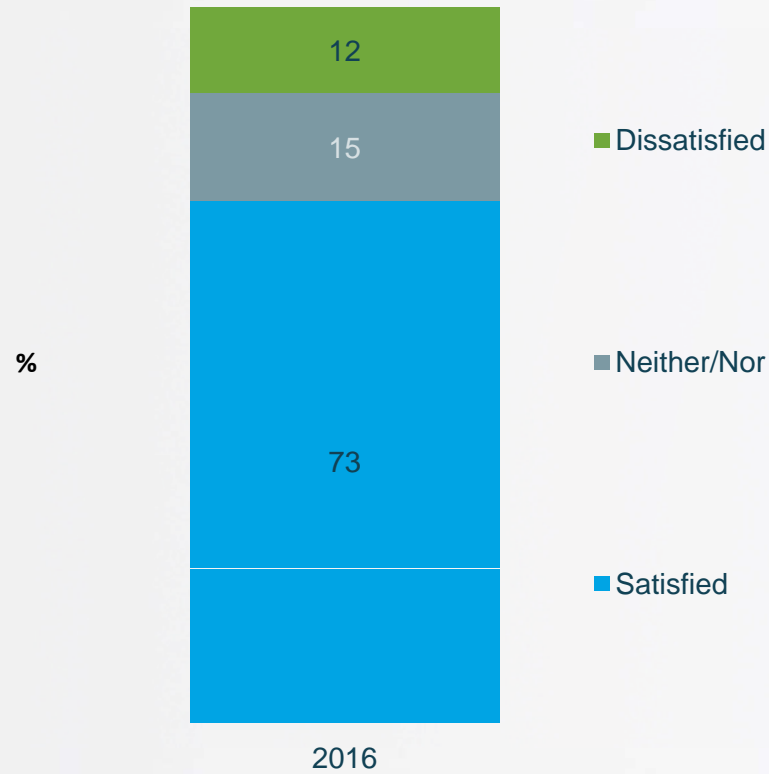


	Dissatisfied Respondents (n=19)* %
General cleanliness / tidiness	37
Landmarks / historical locations need to be maintained	16
Want greater availability of local businesses	11
Need greater collection of rubbish / litter	5
Parks / trees / flowerbeds need to be better maintained	5
Need greater availability of public bins	5
Gutters need to be kept clearer	5
Roads / Streets need to be better maintained	5
Waste material from road maintenance needs to be better contained	5
Footpaths need to be better maintained	5
Other	5

Q3. I am now going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.
Q4. What particular aspects of ... do you find unsatisfactory?

Base: All Business respondents (n=200)
*CAUTION: SMALL BASE SIZE

REASONS FOR DISSATISFACTION – WITH THE LOOK AND FEEL OF OTHER COMMERCIAL CENTRES AND LOCAL VILLAGE CENTRES

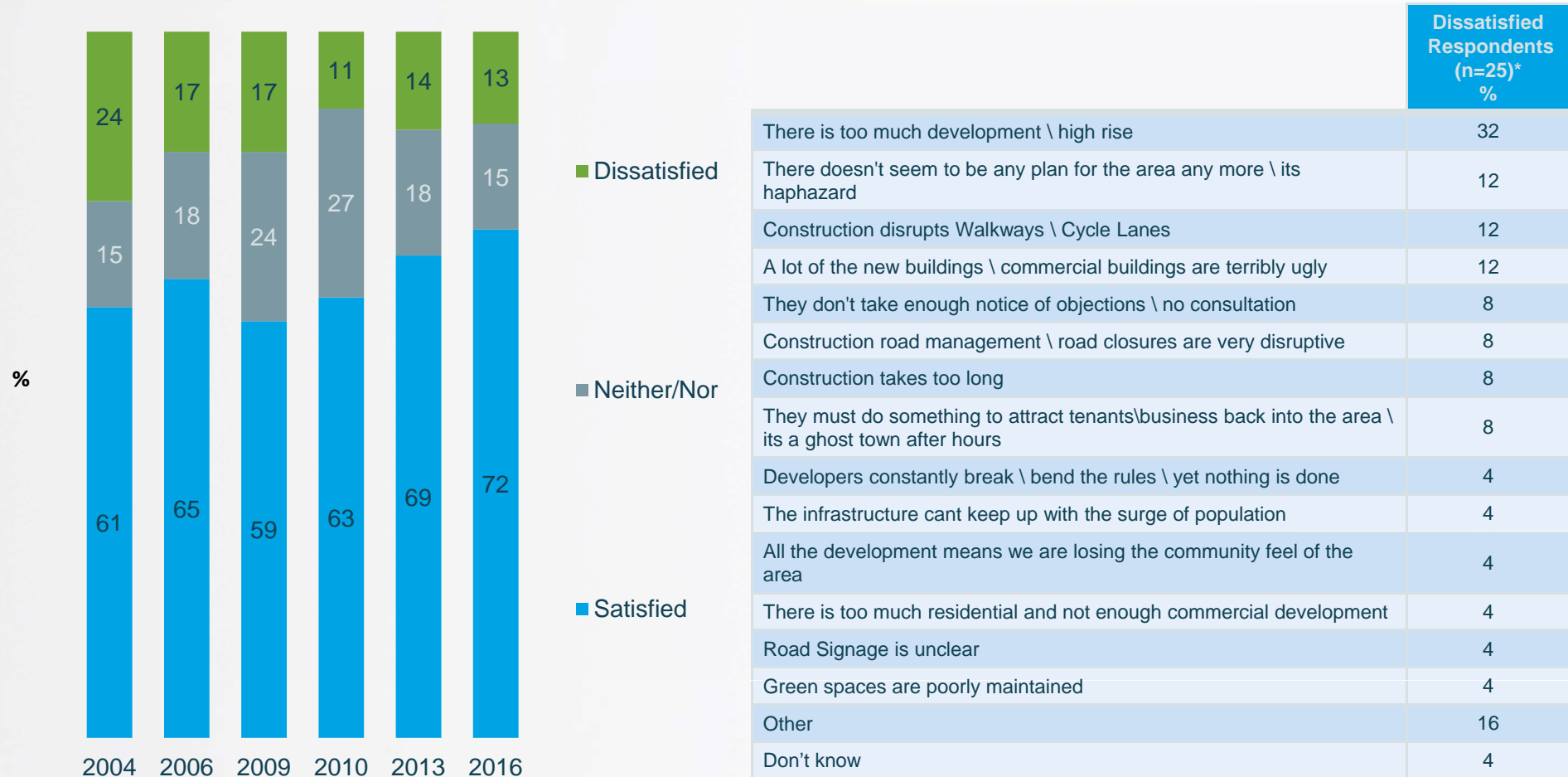


	Dissatisfied Respondents (n=24)* %
There are too many closed businesses/vacant lots	21
Commercial areas need to be beautified	21
Commercial centres are generally untidy/dirty	17
New commercial developments/skyscrapers are changing the look and feel	13
There is a lack of consistency or style in look and feel	8
There are not enough features provided for comfort/relaxation	8
Some areas seem to be overly-prioritised	4
Business hours are not long enough	4
Other	8
Don't know \ NA	4

Q3. I am now going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.
Q4. What particular aspects of ... do you find unsatisfactory?

Base: All Business respondents (n=200)
*CAUTION: SMALL BASE SIZE

REASONS FOR DISSATISFACTION – QUALITY OF COMMERCIAL AND RESIDENTIAL DEVELOPMENT

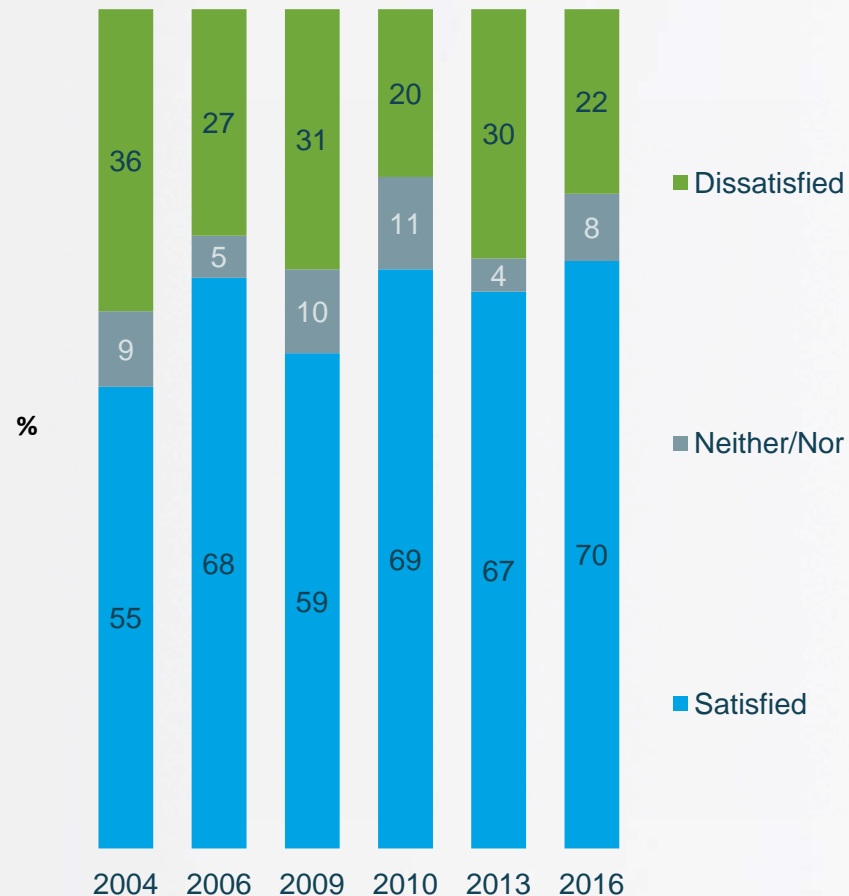


Q3. I am now going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.
Q4. What particular aspects of ... do you find unsatisfactory?

Base: All Business respondents (n=200)
*CAUTION: SMALL BASE SIZE



REASONS FOR DISSATISFACTION – MAINTENANCE OF THE LOCAL ROADS AND FOOTPATHS

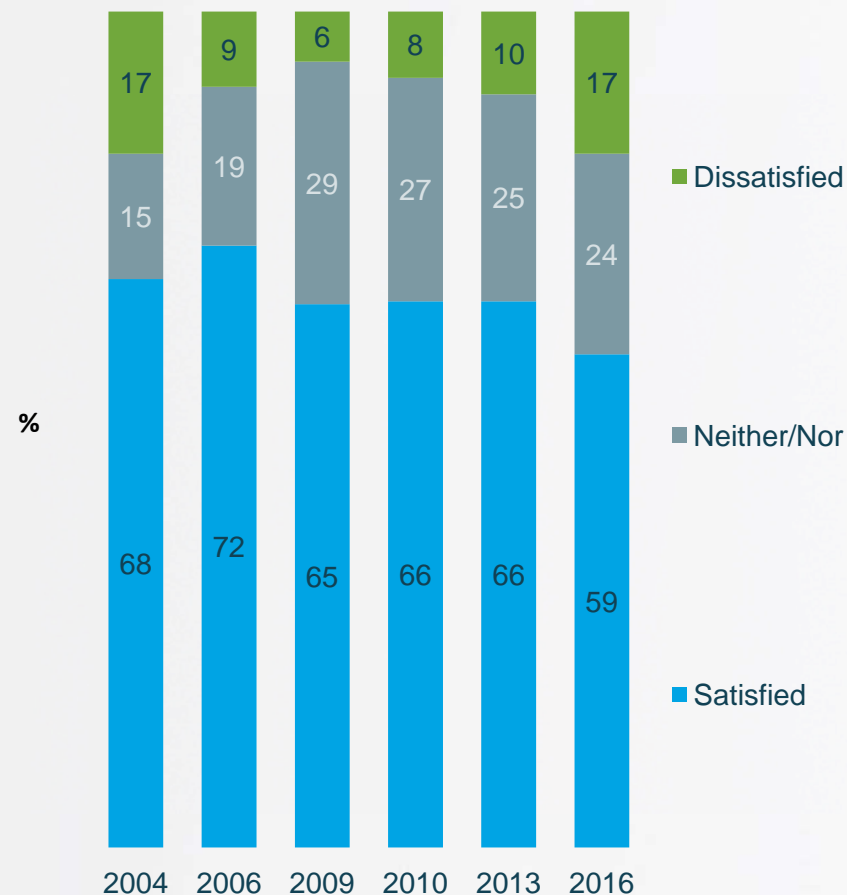


	Dissatisfied Respondents (n=43) %
Footpaths\surfaces are cracked \ broken up \ uneven \ trip hazard	33
They are slow to fix the potholes \ unevenness	16
There are many potholes	14
The roads and footpaths are not maintained properly \ more is needed	14
A lot of money has been wasted on inappropriate \ poorly planned work	12
There is always construction going on\it is noisy\messy	7
The leaves aren't cleaned up frequently\block the drains	7
Builders \ utility workers encroach on the footpaths \ dig them up and do not restore them	7
Other	19

Q3. I am now going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.
Q4. What particular aspects of ... do you find unsatisfactory?

Base: All Business respondents (n=200)

REASONS FOR DISSATISFACTION – CUSTOMER SERVICE PROVIDED BY THE LOCAL COUNCIL

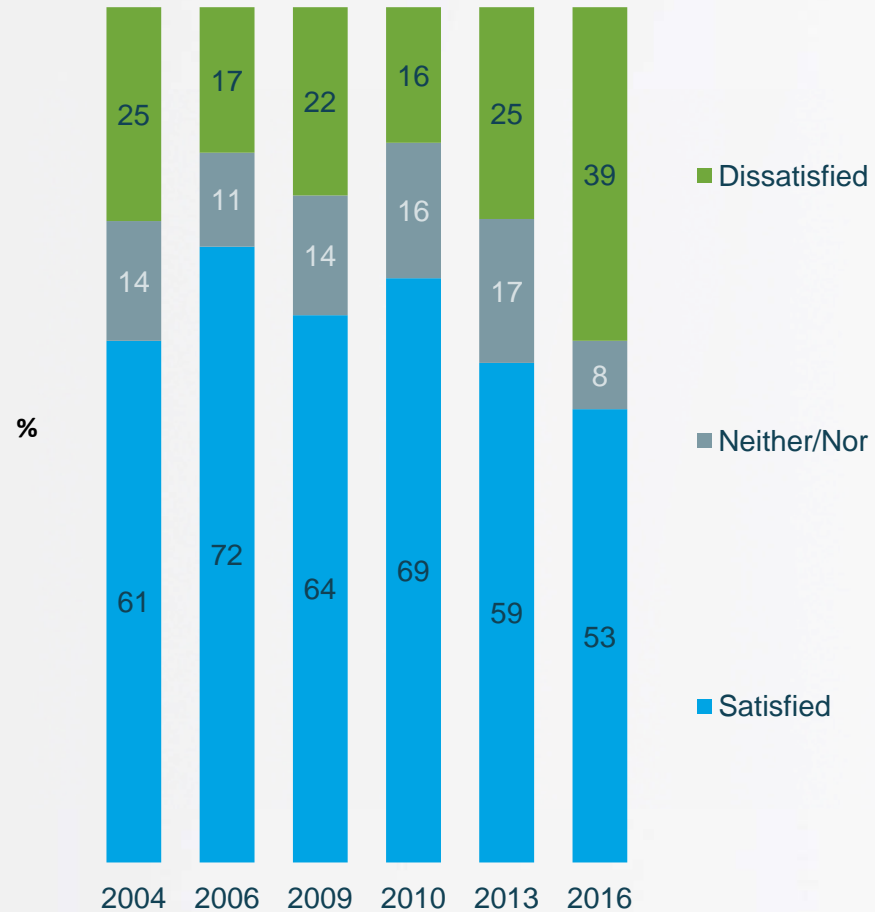


	Total (n=31) %
Never received a response to an inquiry/request	23
Were given little to no information from the council	19
The customer service is generally poor	16
I have had council representatives speak very rudely to me	13
Found the speed of council response to be lacking	10
Found that it was difficult to speak to the right person	10
Website was lacking functionality/information	3
Would like greater resources in order to inform themselves, rather than directly contact council	3
Other	10
Don't know \ not answered	10

Q3. I am now going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.
Q4. What particular aspects of ... do you find unsatisfactory?

Base: All Business respondents (n=200)

REASONS FOR DISSATISFACTION – MANAGEMENT OF TRAFFIC FLOW (CONGESTION) ON LOCAL ROADS (EXCLUDING HIGHWAYS)

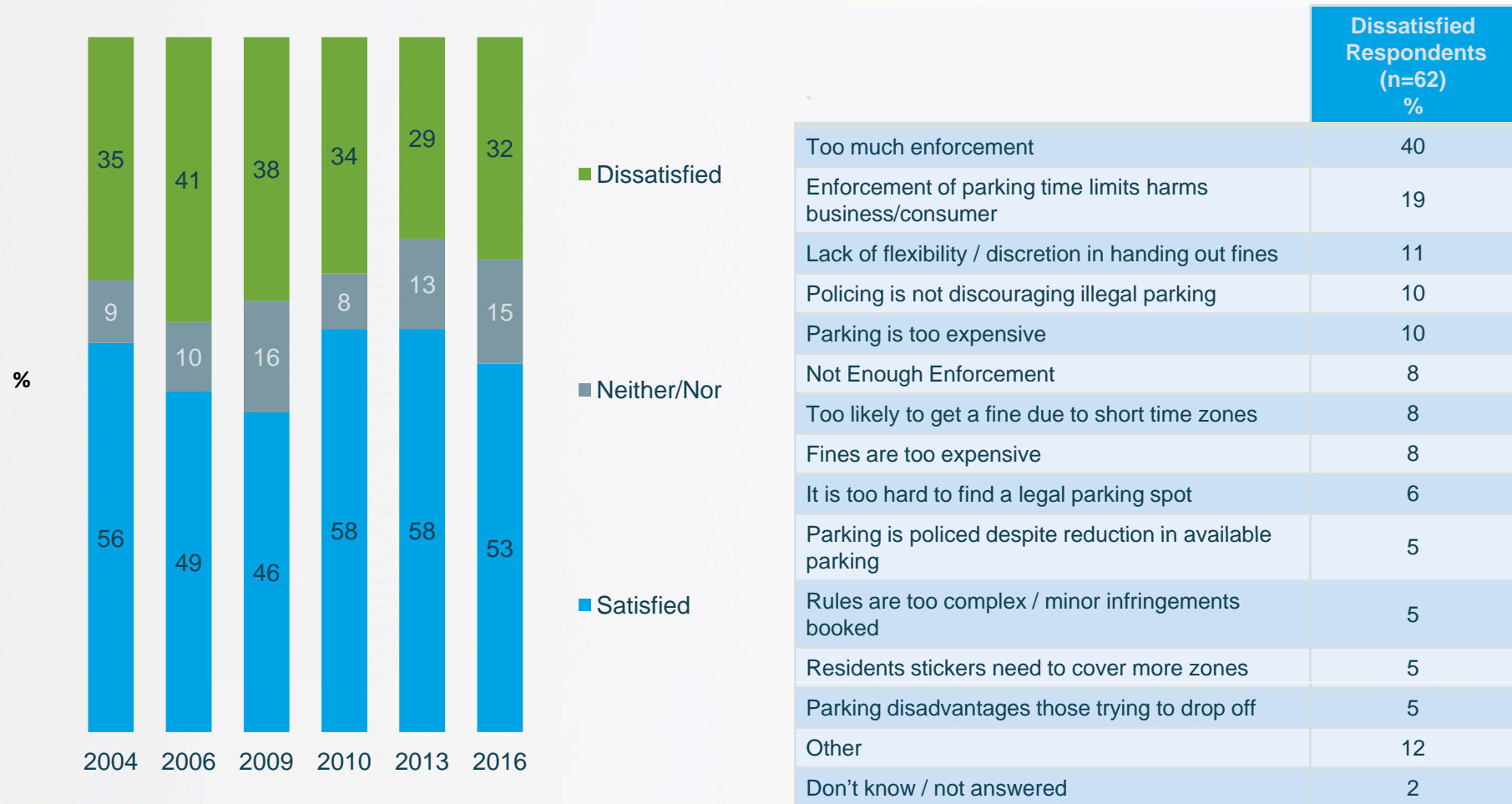


	Dissatisfied Respondents (n=77) %
Bottlenecks / Poor road management lead to congestion	21
Main arterial roads are overly congested	12
Peak hour times result in too much congestion	12
There are too many cars on the road	12
Development / tradespeople cause delays	9
Roadworks and maintenance take too long/cause delays	9
The phasing/planning of traffic lights causes congestion	8
There is over management of traffic / roundabouts etc. slow and block traffic flow	5
Lack of road law enforcement makes it dangerous for pedestrians / cyclists	4
Street parking uses potential driving space	4
Other	20

Q3. I am now going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.
Q4. What particular aspects of ... do you find unsatisfactory?

Base: All Business respondents (n=200)

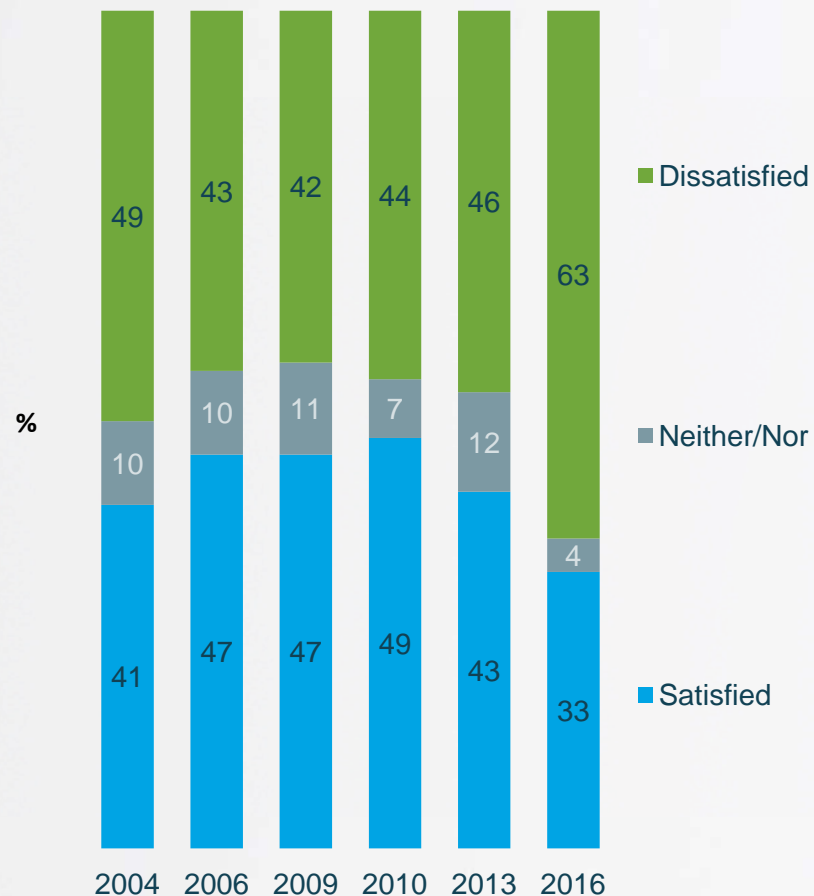
REASONS FOR DISSATISFACTION – POLICING OF PARKING



Q3. I am now going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.
Q4. What particular aspects of ... do you find unsatisfactory?

Base: All Business respondents (n=200)

REASONS FOR DISSATISFACTION – PROVISION OF PARKING



	Dissatisfied Respondents (n=125) %
Lack of available parking	60
Local businesses and customers need more parking	23
Parking time limits should be increased	21
The council should try to increase available parking	18
Parking should be less expensive	14
Would like new purpose-built parking facilities	6
Need parking permits for locals	5
There should be less metered parking	5
policing of parking should be decreased	5
Parking areas should be better laid-out/signed	4
Residential developments should have self-contained parking	2
Parking is taken up by development/tradespeople	2
Non-Residents \ my customers need more parking	2
Commuters take available parking from locals	2
Feel that parking availability is declining	2
Lack of parking impacts on accessibility for disabled \ less-mobile	2
Other	11

Q3. I am now going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.
Q4. What particular aspects of ... do you find unsatisfactory?

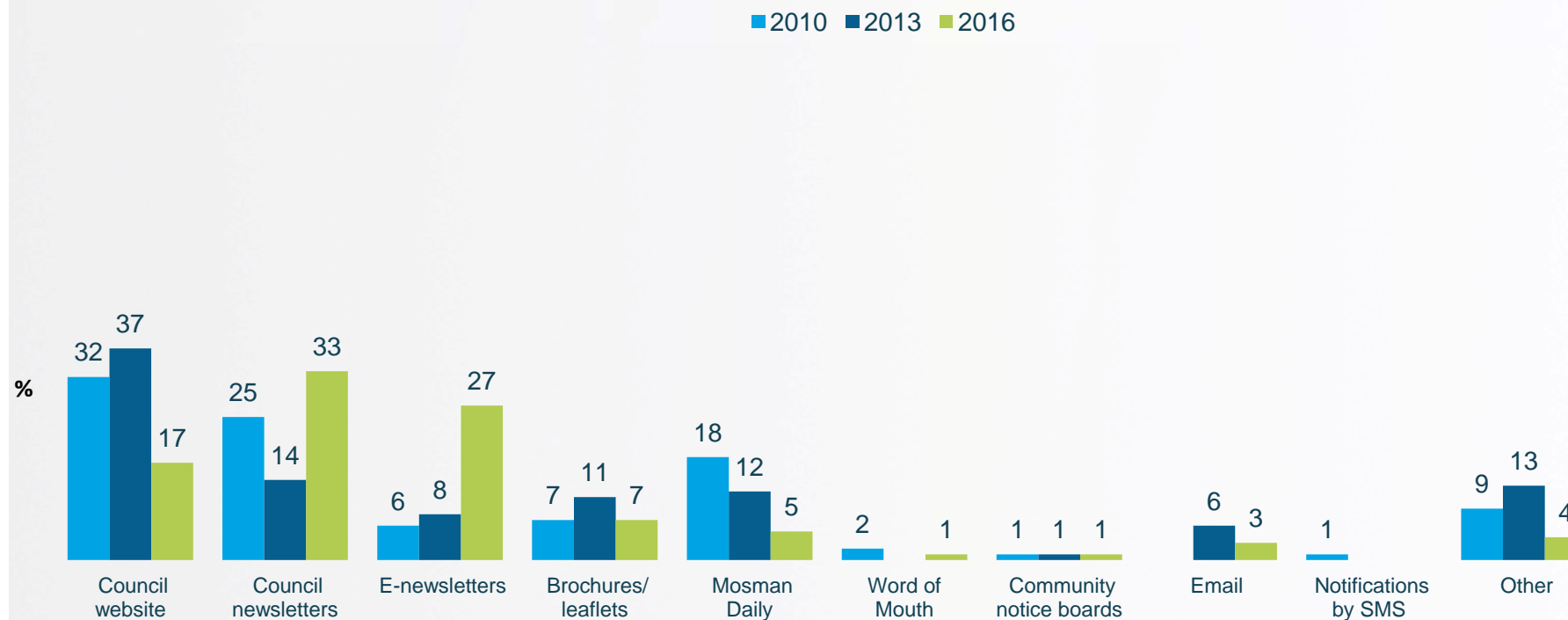
Base: All Business respondents (n=200)



Business Component
Council Communication and Engagement



PREFERRED SOURCES OF INFORMATION - OVER TIME



Q12. What is your preferred source of information relating to what North Sydney Council does? **SR**

Base: All Business respondents (n=200)

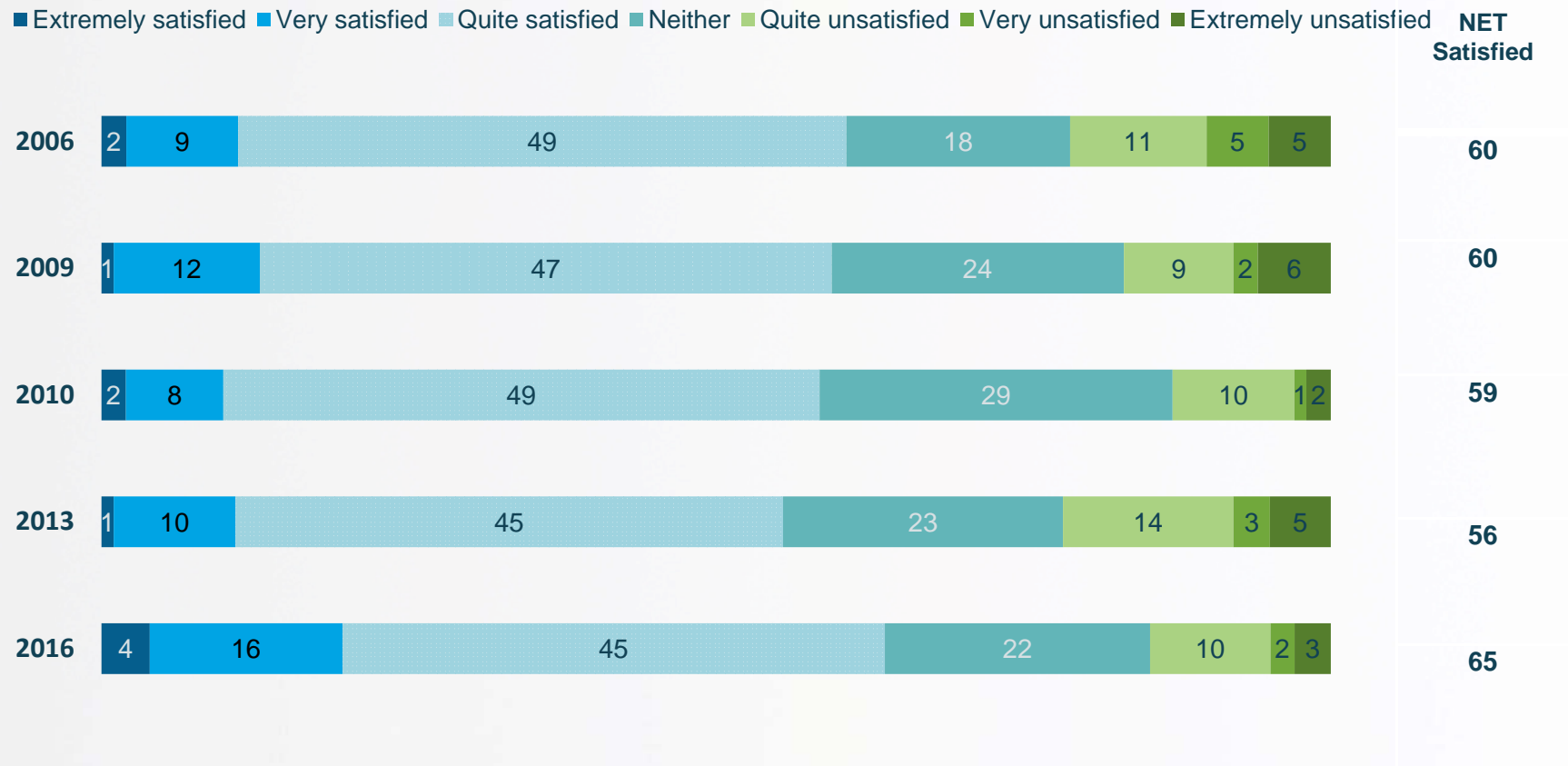
PREFERRED SOURCES OF INFORMATION BY KEY SEGMENTS

	Total Business Respondents (n=200)	Less than 5 employees (n=117)	More than 5 employees (n=83)
Preferred Sources of Information (%)			
Council newsletters	33	38	27
E-newsletters	27	21	36
Council website	17	19	14
Brochures/leaflets	7	5	10
Mosman Daily	5	7	2
Email	3	2	4
Call the council	1	1	1
Post	1	1	-
Community notice boards	1	1	1
Other	4	5	2

Q8a. What is your preferred source of information relating to what North Sydney Council does? SR

Base: All Business respondents (n=200)

SATISFACTION WITH CURRENT COUNCIL COMMUNICATIONS - OVER TIME

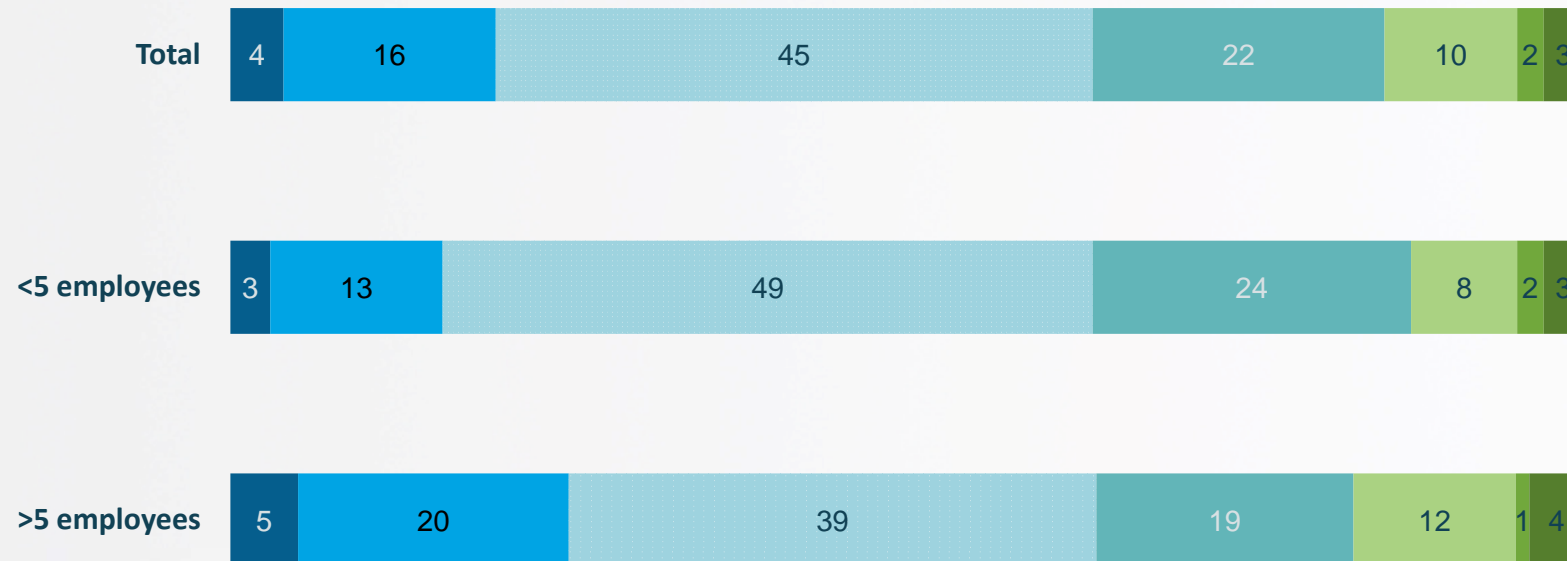


6. Generally speaking, how satisfied are you with the way that North Sydney Council communicates with business' in the area... Would you say that you were...

Base: All Business respondents (n=200)

SATISFACTION WITH CURRENT COUNCIL COMMUNICATIONS

■ Extremely satisfied ■ Very satisfied ■ Quite satisfied ■ Neither ■ Quite unsatisfied ■ Very unsatisfied ■ Extremely unsatisfied

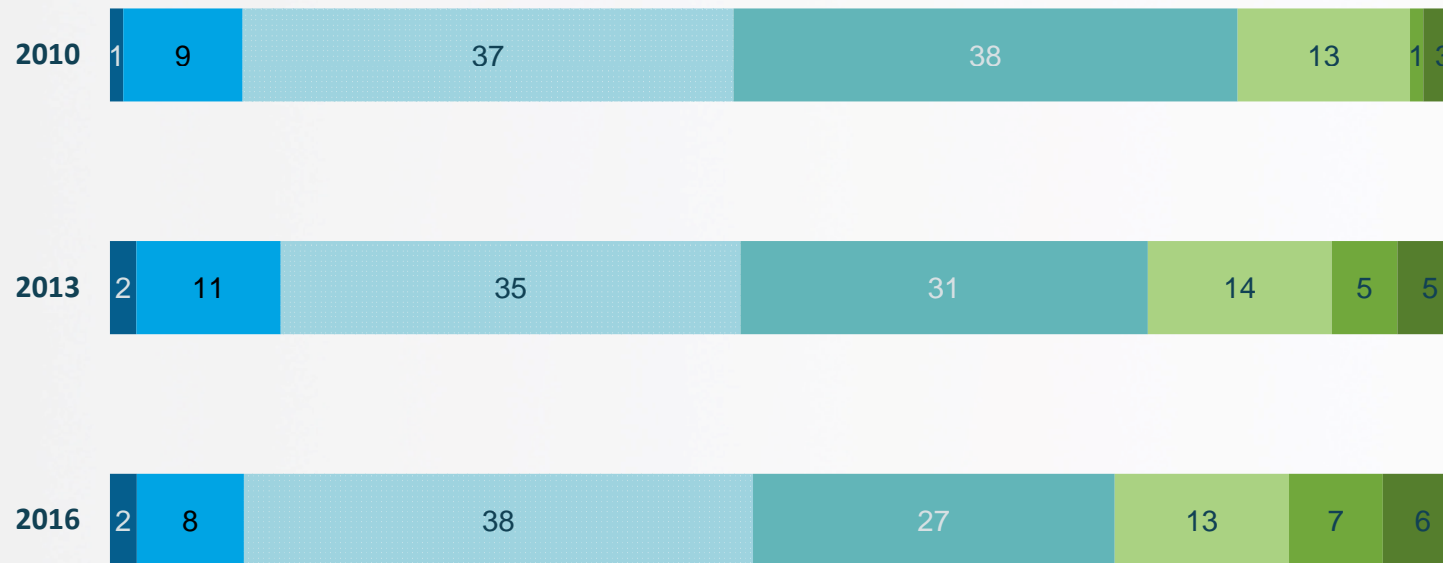


Q6. Generally speaking, how satisfied are you with the way that North Sydney Council communicates with business' in the area... Would you say that you were...

Base: All Business respondents (n=200)

SATISFACTION WITH CURRENT COUNCIL ENGAGEMENT - OVER TIME

■ Extremely satisfied ■ Very satisfied ■ Quite satisfied ■ Neither ■ Quite unsatisfied ■ Very unsatisfied ■ Extremely unsatisfied

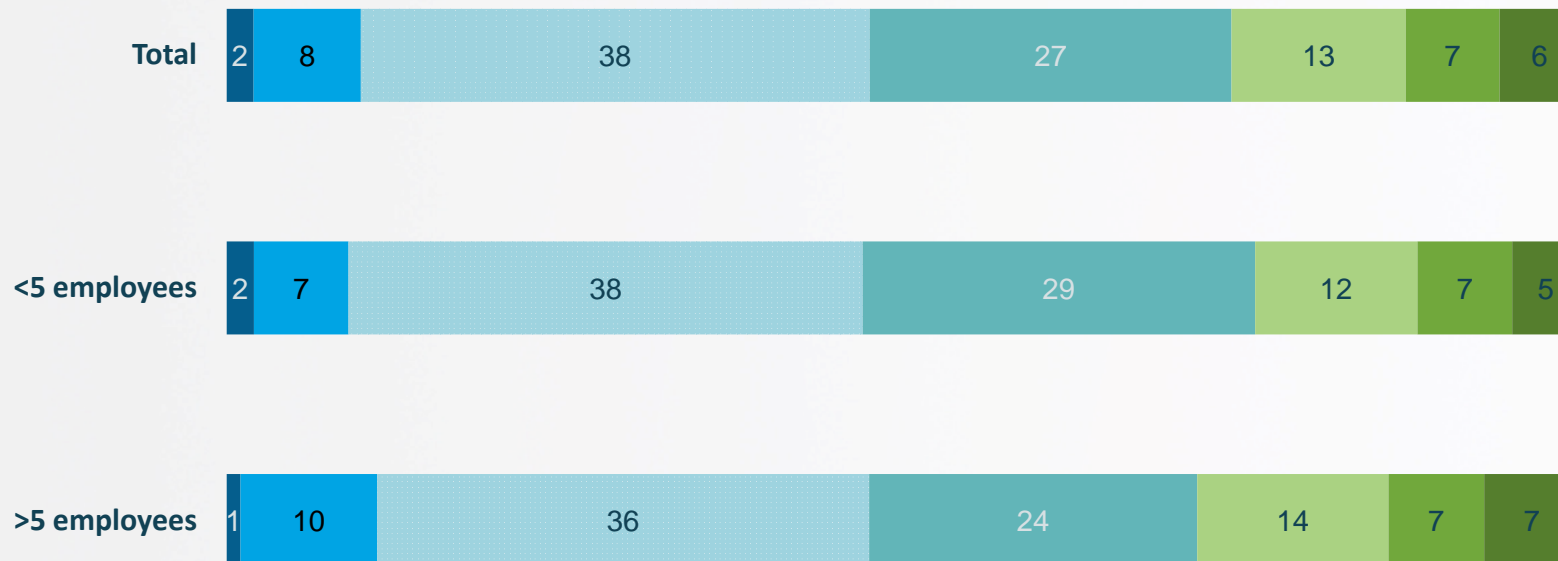


Q7. How satisfied are you with the way North Sydney Council consults with and engages businesses in decision making processes.

Base: All Business respondents (n=200)

SATISFACTION WITH CURRENT COUNCIL ENGAGEMENT -EMPLOYEE SIZE

■ Extremely satisfied ■ Very satisfied ■ Quite satisfied ■ Neither ■ Quite unsatisfied ■ Very unsatisfied ■ Extremely unsatisfied

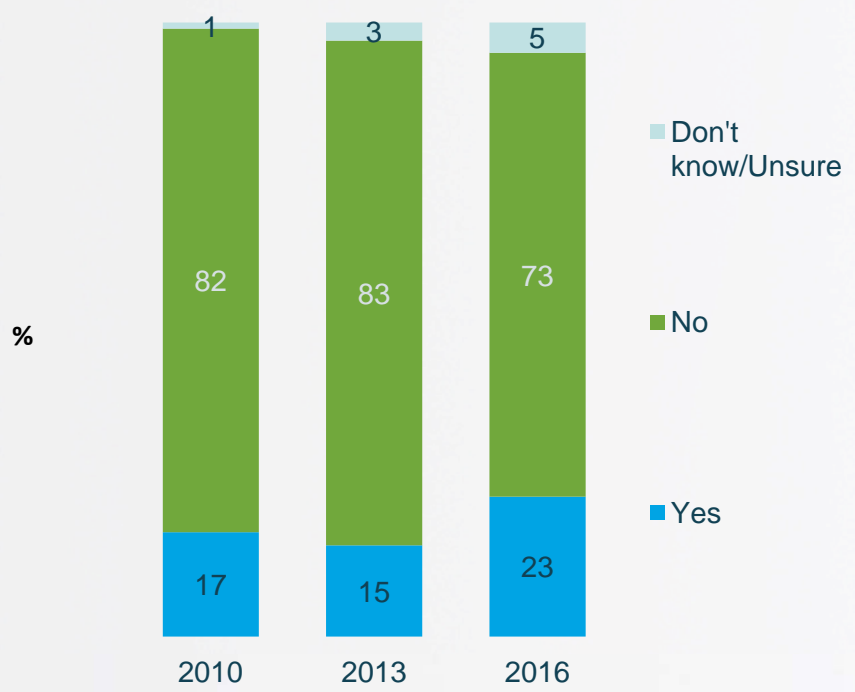


Q7. How satisfied are you with the way North Sydney Council consults with and engages businesses in decision making processes.

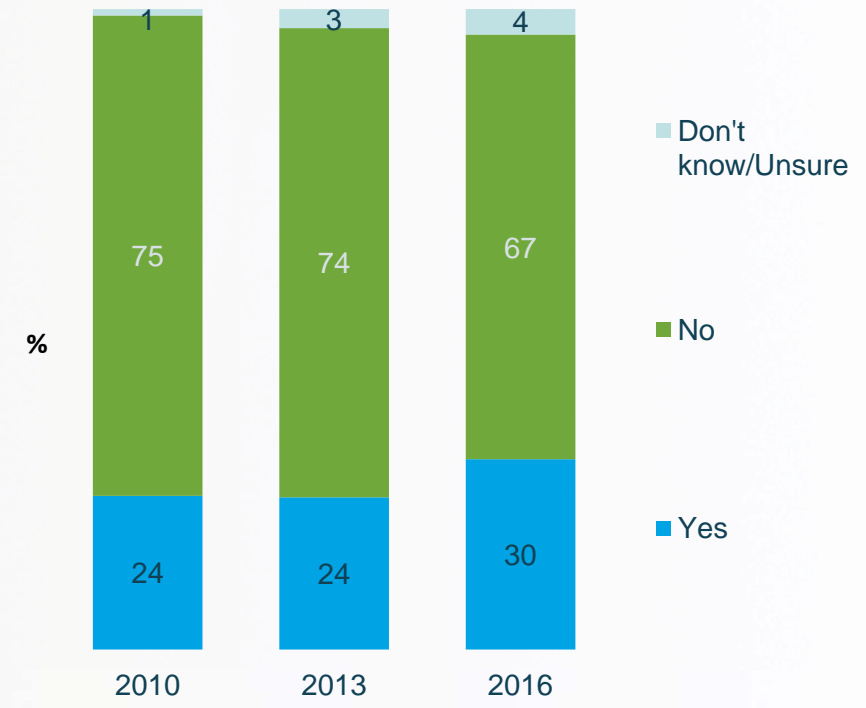
Base: All Business respondents (n=200)

AWARENESS OF 'STREETSCAPE' AND 'PRECINCT' COMMITTEES - OVER TIME

Awareness of Local 'Streetscape' Committee



Awareness of Local Precincts



Q8. The North Sydney local government area is split into 6 'Streetscape Committees' and within each of these committees residents and businesses are given the opportunity to become involved with decisions that affect their local shopping area. Each Streetscape Committee holds meetings on a regular basis. Prior to me telling you this, were you aware that you had a local Streetscape Committee?

Q11. The North Sydney Council area is split into 24 'Precinct Committees' and within each of these 'precincts' residents, students, workers and businesses are given the opportunity to become involved with decisions that affect their local area. Prior to me telling you this, were you aware that you had a local Precinct Committee?

Base: All Business respondents (n=200)



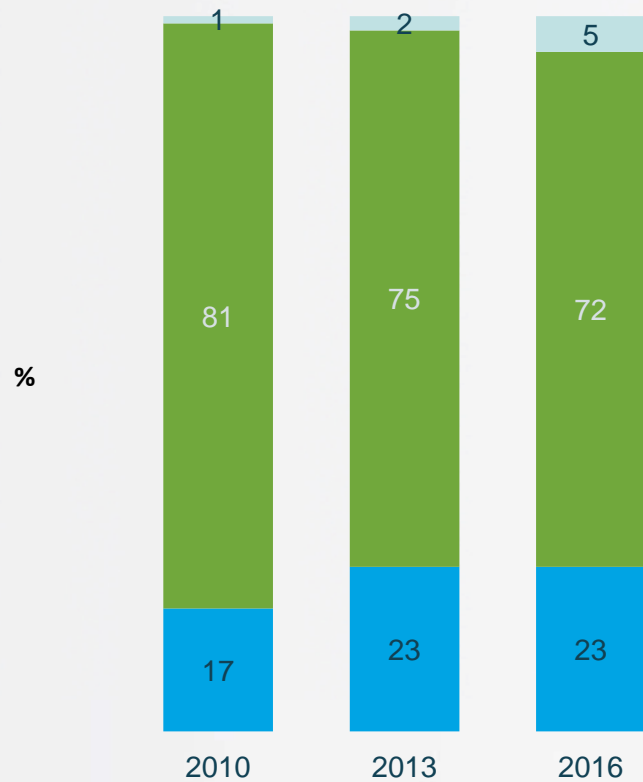


Residential & Business *The 10 Year Vision*

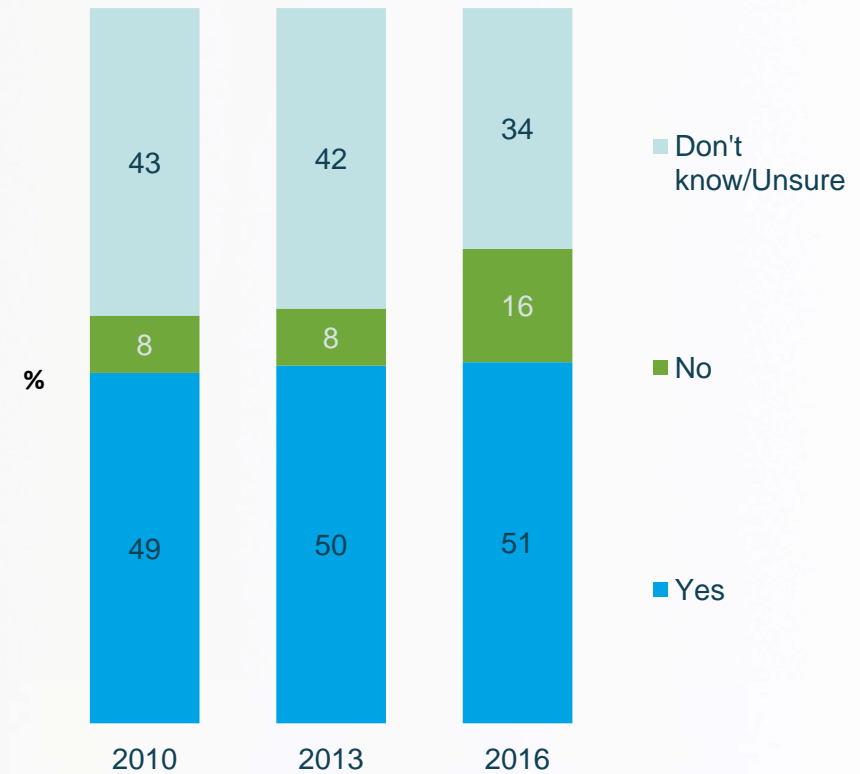


AWARENESS OF THE 10 YEAR VISION AND SATISFACTION WITH THE STRATEGIC DIRECTION OF NORTH SYDNEY - RESIDENTS

Aware of 10 Year Vision



Satisfied with North Sydney Council Direction

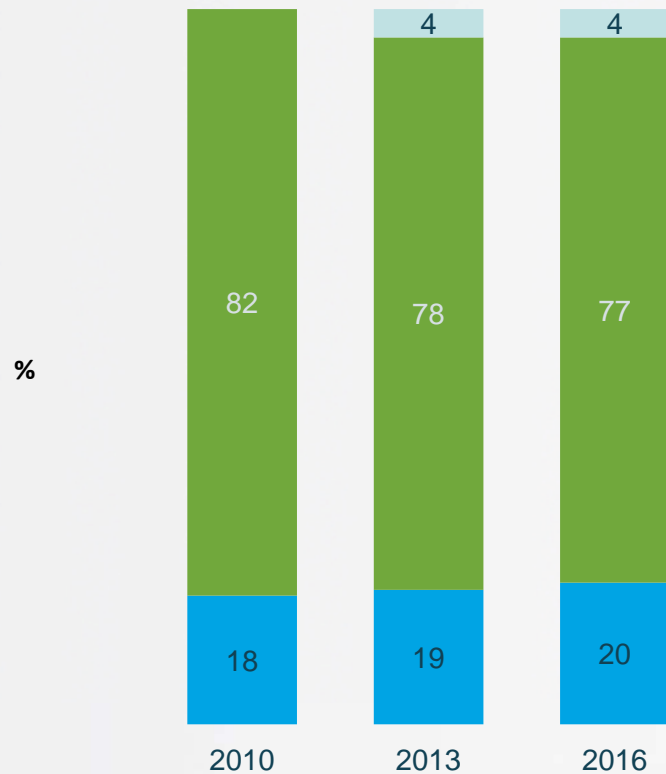


Q8. Are you aware of the North Sydney Community Strategic Plan?
 Q5. Are you satisfied with North Sydney's strategic direction?

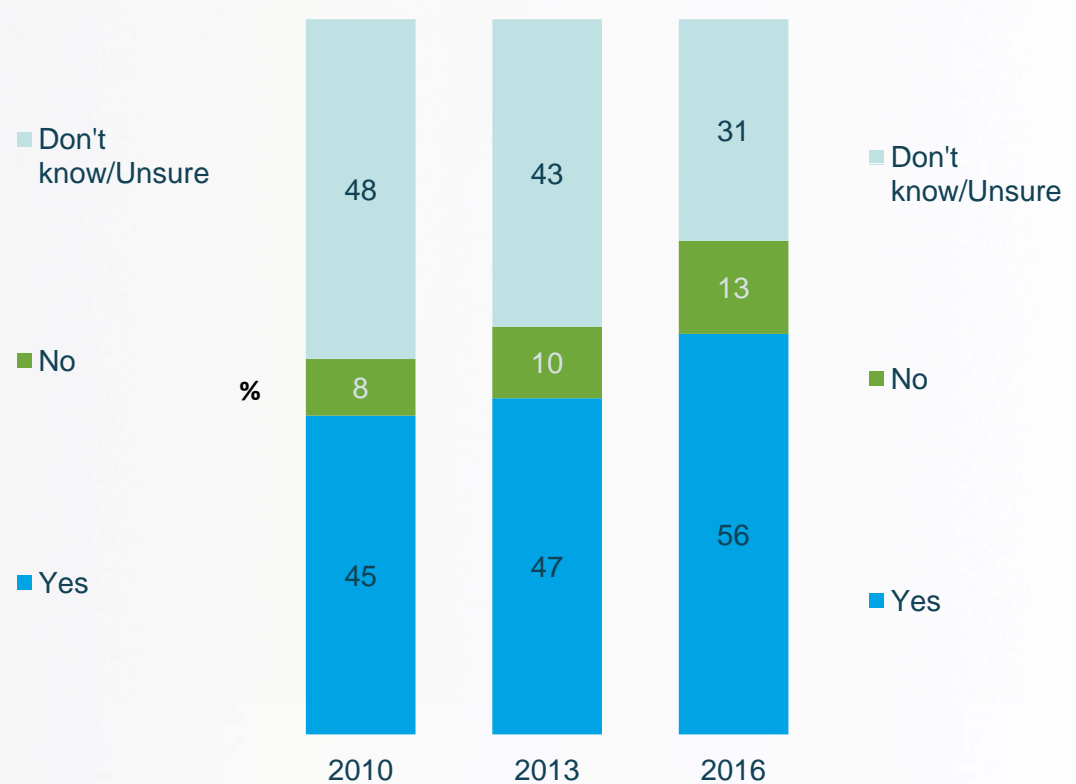
Base: All Residential respondents (n=400)

AWARENESS OF THE 10 YEAR VISION AND SATISFACTION WITH THE STRATEGIC DIRECTION OF NORTH SYDNEY - BUSINESSES

Aware of 10 Year Vision



Satisfied with North Sydney Council Direction



Q10. Are you aware of the North Sydney Community Strategic Plan?
 Q5. Are you satisfied with North Sydney's strategic direction?

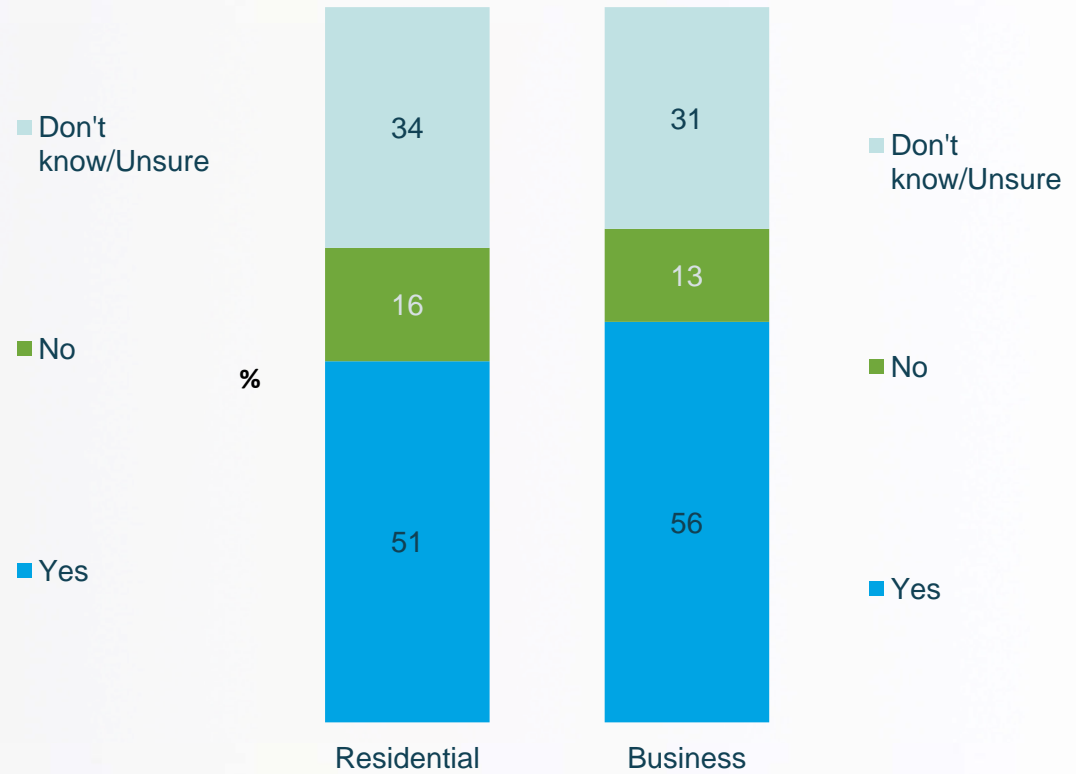
Base: All Business respondents (n=200)

AWARENESS OF THE AWARE OF 10 YEAR VISION AND SATISFACTION WITH THE STRATEGIC DIRECTION OF NORTH SYDNEY

Aware of 10 Year Vision



Satisfied with North Sydney Council Direction



Q10. Are you aware of the North Sydney Community Strategic Plan?
 Q5. Are you satisfied with North Sydney's strategic direction?

Base: All Business respondents (n=200)
 All Residential respondents (n=400)

NORTH SYDNEY FOCUS AREAS – BUSINESS FEEDBACK

	Total (n=200) %	5 or less staff (n=117) %	6 or more staff (n=83) %
Unprompted suggestions for council prioritisation (%)			
Increase parking availability	51	50	53
Traffic flow management	29	23	36
Maintenance of trees/parks/gardens	14	14	13
Support for local business/commerce	13	11	14
Maintenance/construction of roads	12	8	18
Greater control over planning and development	12	11	12
Maintenance/construction of footpaths	10	10	10
Improving general tidiness/cleanliness	10	9	11
More beautification of the areas/buildings	9	9	7
Better communication from council (newsletter/emails/phone calls etc.)	7	9	4
Greater community engagement	6	5	7
More support for recycling	6	5	7
Improve council services	5	3	7
Councils customer service	4	2	6
More Public Bins/removal of rubbish	4	3	5
Other	27	26	29
Don't Know	9	11	6

Q11. And can you tell me three areas that you personally feel North Sydney Council should concentrate their efforts on over the next few years?

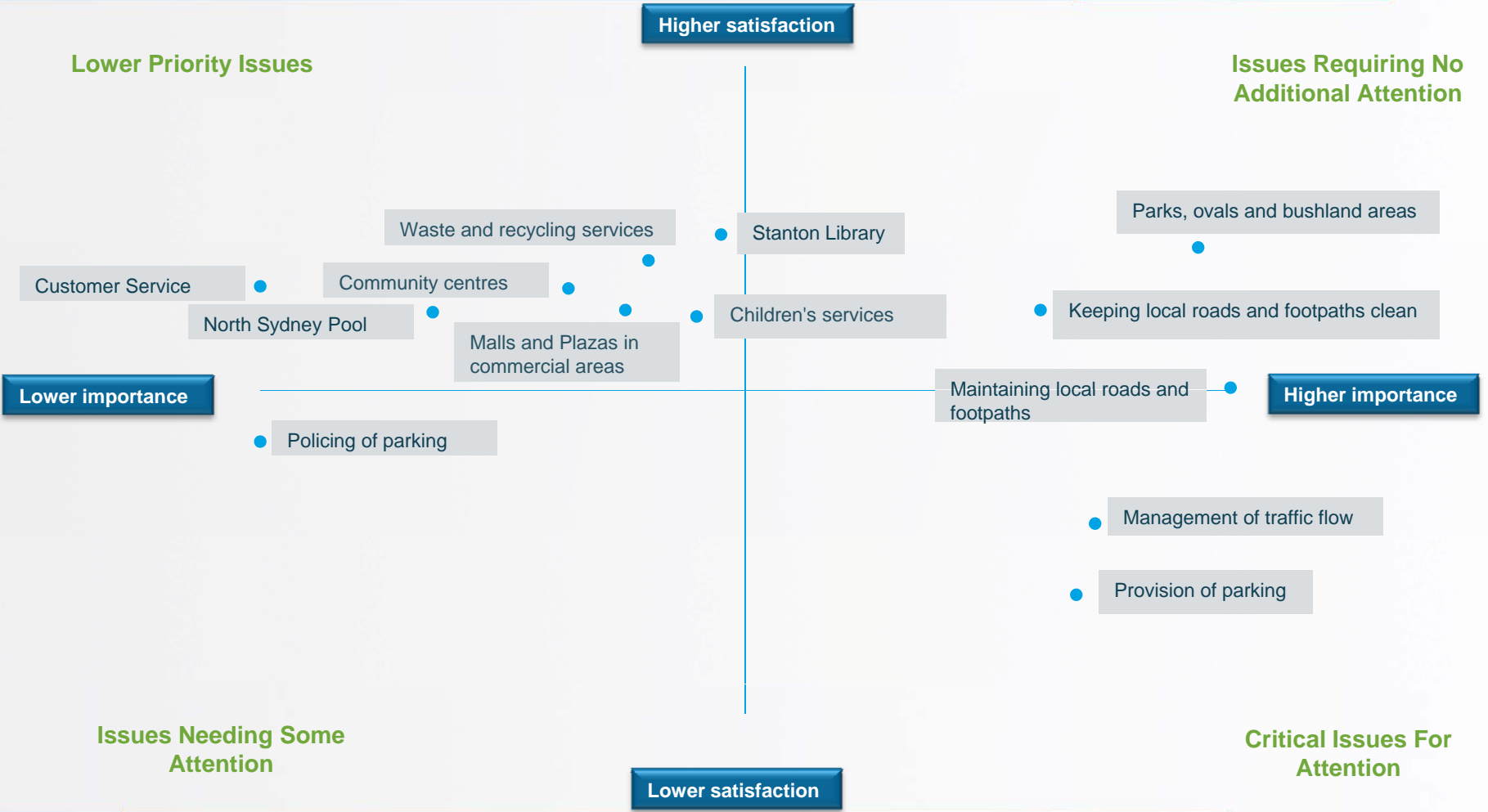
Base: All Residential respondents (n=400)



Summary of Findings



RELATIVE IMPORTANCE FOR FUNDING (INDEXED) VS. SATISFACTION MATRIX - RESIDENTIAL



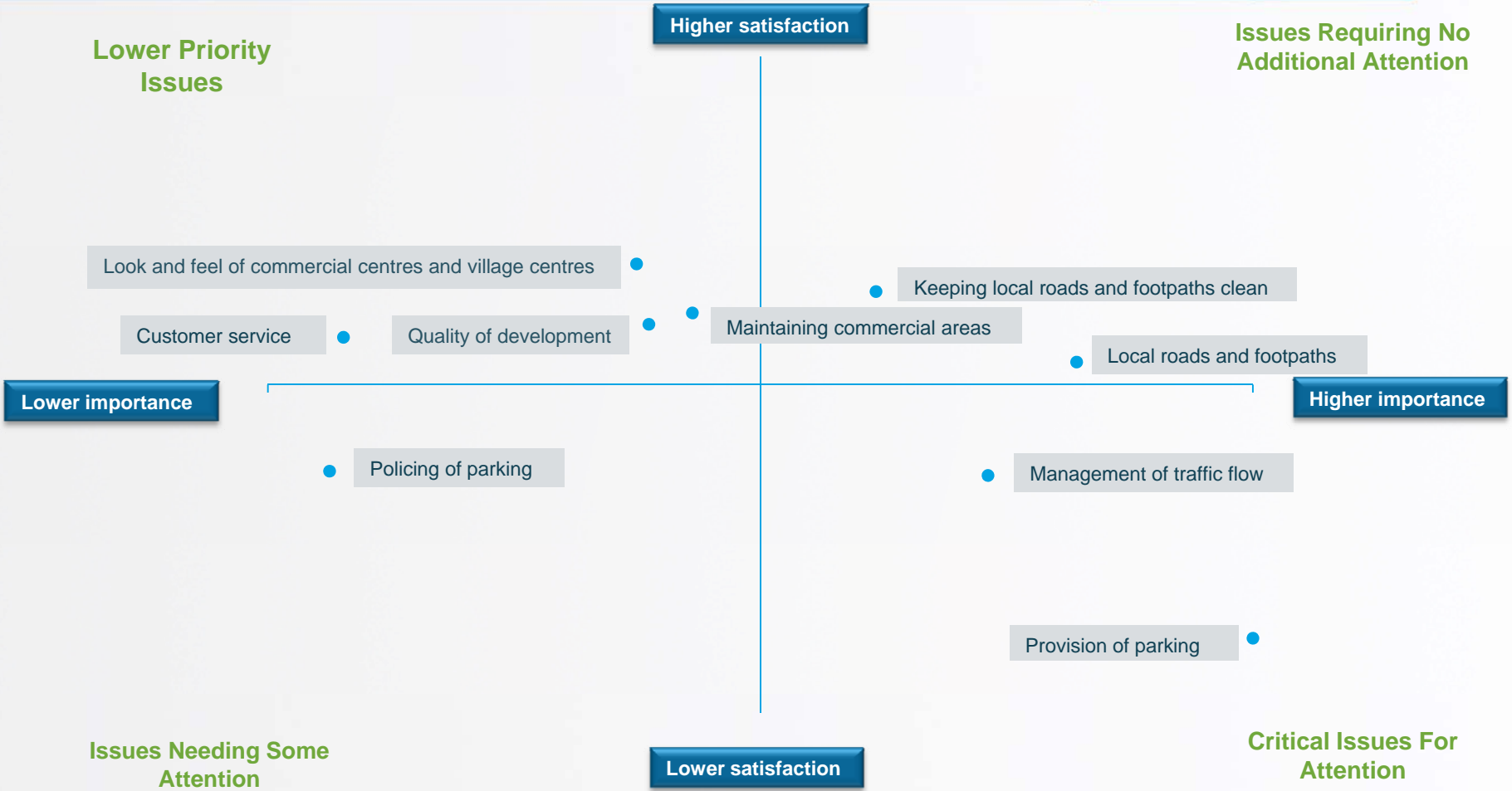
KEY PRIORITY AREAS FOR ADDITIONAL FUNDING - RESIDENTIAL

Critical areas requiring additional attention	Reasons
Provision of Parking	<ul style="list-style-type: none"> • There isn't enough parking \ you can't find a park • There is insufficient parking for residents \ and their visitors \ I can't park outside my own house • Parking is too expensive • Lack of parking means it's hard to \ we don't shop \ do business in the local area
Management of traffic flow (congestion) on local roads (excluding highways)	<ul style="list-style-type: none"> • The roads just aren't coping with the traffic \ traffic flow is terrible \ roads aren't keeping up with the population • There isn't enough parking \ cars park in difficult places adds to the problem • Military Rd is especially bad \ just at a standstill in peak hour • Traffic lights need better coordination
Local roads and footpaths	<ul style="list-style-type: none"> • Footpaths\surfaces are cracked\broken up\uneven\ trip hazard • There are many potholes • The roads are just patched never fixed properly\road surfaces bad • The roads and footpaths are not maintained properly\more is needed

KEY PRIORITY AREAS FOR ADDITIONAL FUNDING - RESIDENTIAL

Other areas requiring additional attention	Reasons
Policing of parking	<ul style="list-style-type: none">• Parking is over policed \ they need a bit more common-sense• Parking is not policed \ still a lot of illegal parking going on• There just is insufficient parking• It is becoming difficult to live life in the area \ can't park to shop \ library \ 5 mins over and you're fined• It's revenue raising rather than consideration for the community• Parking is too expensive• There is not enough parking for residents \ it is taken up by non residents \ commuters

RELATIVE IMPORTANCE FOR FUNDING (INDEXED) VS. SATISFACTION MATRIX - BUSINESS



KEY PRIORITY AREAS FOR ADDITIONAL FUNDING - BUSINESS

Critical areas requiring additional attention	Reasons
Provision of Parking	<ul style="list-style-type: none">• Lack of available parking• Local business and customer need more parking• Parking time limits should be increased• The council should try to increase available parking• Parking should be less expensive
Management of traffic flow (congestion) on local roads (excluding highways)	<ul style="list-style-type: none">• Bottlenecks/poor road management leads to congestion• Main arterial roads are overly congested• Peak hour times result in too much congestion• There are too many cars on the road

KEY PRIORITY AREAS FOR ADDITIONAL FUNDING - BUSINESS

Other areas requiring additional attention	Reasons
Policing of Parking	<ul style="list-style-type: none">• Too much enforcement• Enforcement of parking limits harms businesses / consumers• Lack of flexibility / discretion in handing out fine• Policing is not discouraging illegal parking• Parking is too expensive