

**DECISION OF 3625th COUNCIL ASSESSMENTS MEETING
HELD ON 29 APRIL 2013**

240. G04: Governance Committee Minutes - 15 April 2013

2. G01: Customer Satisfaction Survey Findings 2013

Report of Jenny Gleeson, Manager Corporate Planning and Governance

This report presents the key findings of the 2013 Customer Satisfaction Survey regarding the community's satisfaction with Council's key service areas.

The mean score of residents' overall satisfaction with Council's performance was 5.1 (85%). There was no change from 2010, however is still slightly lower than 2009 (mean 5.3 or 89%).

The mean score of business overall satisfaction with Council's performance was 4.9 (72%). There was no change from 2010, however this is a 5% increase compared to 2004 (baseline, 4.4 mean or 61%).

The 2013 findings should be considered in relation to services and any new projects recommended for inclusion in the Draft Delivery Program 2013/14-2016/17, including financial estimates.

Recommending:

1. THAT the Customer Satisfaction Survey Findings 2013 be received.

Resolved to recommend:

1. THAT the Customer Satisfaction Survey Findings 2013 be received.

The Motion was moved by Councillor Marchandean and seconded by Councillor Carr.

Voting was as follows:

Unanimous

Councillor	Yes	No	Councillor	Yes	No
Gibson	Y		Morris	Absent	
Reymond	Absent		Clare	Absent	
Carr			Baker	Y	
Bevan	Y		Robertson	Y	
Butcher	Y		Marchandean	Y	
Burke	Absent		Beregi	Absent	
Barbour	Y				

**Report to General Manager**

Attachments:

1. Customer Satisfaction Survey Findings 2013
2. Q12 Verbatim 'Other' Responses

SUBJECT: Customer Satisfaction Survey Findings 2013**AUTHOR:** Jenny Gleeson, Manager Corporate Planning and Governance**EXECUTIVE SUMMARY:**

This report presents the key findings of the 2013 Customer Satisfaction Survey regarding the community's satisfaction with Council's key service areas.

The mean score of residents' overall satisfaction with Council's performance was 5.1 (85%). There was no change from 2010, however is still slightly lower than 2009 (mean 5.3 or 89%).

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The 2013 findings should be considered in relation to services and any new projects recommended for inclusion in the Draft Delivery Program 2013/14-2016/17, including financial estimates.

RECOMMENDATION:

1. **THAT** the Customer Satisfaction Survey Findings 2013 be received.

Signed: _____

Endorsed by: _____
Director Corporate Services

LINK TO DELIVERY PROGRAM

The relationship with the Delivery Program is as follows:

Direction: 5. Our Civic Leadership

Goal: 5.4 Ensure that the organisation is effective and efficient

BACKGROUND

Independent community-wide surveys are undertaken on a periodic basis to measure the community's satisfaction with Council services and to obtain information on the importance of those services to the community. This assists with the prioritisation of funding of Council activities. Customer Satisfaction Surveys were conducted in 2002, 2004, 2006, 2009, 2010 and the latest survey was completed in March 2013.

The 2010 findings were received by Council at its meeting of 14 February 2011. Council resolved the report be received and the recommendations therein be adopted, subject to it being noted that future survey questions include whether or not the participant uses the subject facilities. Council resolved:

THAT information be provided to identify the areas in which people who were dissatisfied with the following lived:

- (a) Maintenance of public space; streetscapes*
- (b) Maintenance of roads and footpaths*

Additional information was provided in a report to the Resources Allocation Committee meeting of 24 March 2011, regarding identification on a locality basis of the services that residents/businesses were dissatisfied with. Council at its meeting of 4 April 2011 resolved, in part:

THAT in future customer satisfaction surveys, questions that can identify specific areas of dissatisfaction be included.

Council at its meeting of 27 November 2012 resolved, in part, that specific questioning be asked of young adults (aged 18 to 39 years) regarding what services or events they would like Council to offer. These findings are included within the body of the report.

A report detailing feedback obtained through the 2013 survey for the review of the Community Strategic Plan (CSP) was reported to Council at its meeting of 8 April 2013 as part of the Community Consultation Summary.

SUSTAINABILITY STATEMENT

The sustainability implications are of a minor nature and as such did not warrant a detailed assessment. Implications will be articulated in related reports e.g. Draft Delivery Program.

DETAIL

1. Methodology

The Customer Satisfaction Survey was conducted on Council's behalf by Woolcott Research Pty Ltd. The survey is quantitative in nature, involving telephone (CATI) interviewing amongst both businesses and residential customers. The survey sample consists of:

- a) Residential customers - a total of 400 telephone interviews were conducted. Respondents were residents of the North Sydney local government area (both owners and renters) aged 18 years and over. Respondents were drawn randomly from electronic White Pages listings.
- b) Business customers - a total of 200 telephone interviews were conducted. Respondents were drawn randomly from electronic White Pages listings. Quotas were set for business type in accordance with total listings in North Sydney.

The North Sydney residential population as per the 2011 Census is 62,289 people. A sample of 400 residents has a 4.88% margin of error¹, at the industry standard 95% confidence level. Note: Woolcott Research has advised that as a general rule of thumb, a difference of greater than 5% would be needed in order to be considered statistically significant at the 95% confidence interval. However, the difference required does alter slightly depending on what the percentages are (slightly more is required around the 50% range, and slightly less for percentages around 90% and 10% respectively).

In response to the above noted previous resolutions of Council, the 2013 survey also sought the following information:

- whether or not the participant uses the subject facilities;
- identification of location(s) which user was dissatisfied; and
- topical questioning for young adults (aged 18 to 39 years).

2. Findings

Refer to Attachment 1: Customer Satisfaction Survey Results 2013 - Research Findings for full results and survey questions.

In summary the key findings were:

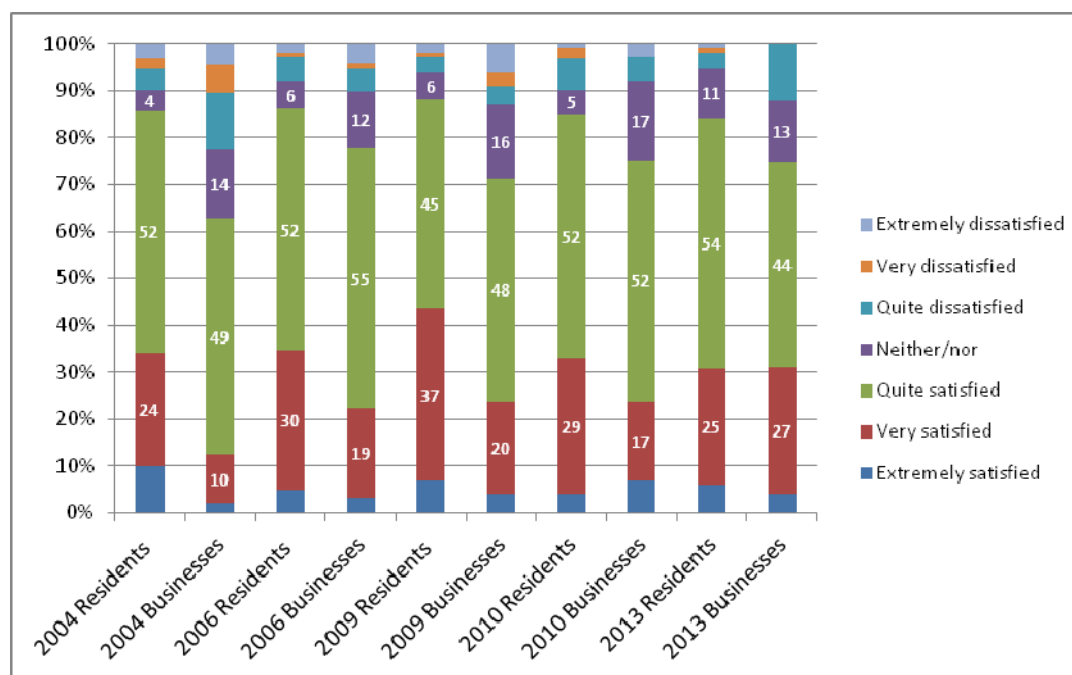
2.1 Overall Satisfaction

The mean score of residents' overall satisfaction with Council's performance was 5.1 (85%), same as 2010; overall satisfaction remains slightly lower than 2009 (mean 5.3 or 89%).

The mean score of business overall satisfaction with Council's performance was 4.9 (76%), same as 2010; this is a 5% increase compared to 2004 (baseline, 4.4 mean or 61%).

The following graph compares overall satisfaction by residents and businesses between 2004 and 2013. The graph correlates with slide 5 and slide 47 in Attachment 1.

¹ calculator used - www.rasoft.com/samplesize.html



Graph: Satisfaction Comparison Residents and Businesses 2004 to 2013

2.2 Relative Importance of Services

The following table shows the top four key service areas of relative importance for residents and businesses in 2013. Three of the top four (75%) key areas of relative importance were the same for both residents and businesses; this was the same in 2010:

Ranking	Residents	% 2013	% change compared to previous	Business	% 2013	% change compared to previous
1	maintaining roads and footpaths	100	no change 2010	maintaining roads and footpaths	100	no change 2010
2	maintaining parks, ovals and bushland areas	93	no change 2010; 2% decrease 2009	keeping local roads and footpaths clean	78	1% increase 2010
3	keeping local roads and footpaths clean	86	no change 2010; 1% increase 2009	maintaining parks, ovals and bushland areas	73	1% increase 2010
4	improving services offered at community centres	67	no change 2010; 8% decrease 2009	improving the overall management of parking	58	2% decrease 2010

For residents, the only service area to slightly increase in relative importance was maintaining malls and plazas in commercial areas (1% increase compared to 2010). The only area service area to slightly decrease in relative importance was improving Stanton Library (1% decrease compared to 2010).

The three service areas to slightly increase in relative importance compared to 2010 were managing development in the area (2% increase), improving the appearance of commercial streetscapes (1% increase) and improving customer service/information provided by Council staff (1% increase).

2.3 Satisfaction with Key Services

For residents, satisfaction was highest with the following four service areas:

- feeling safe in North Sydney 86% (3% decrease from 2010)
- waste and recycling collection services 84% (1% decrease from 2010)
- maintenance of parks, ovals and bushland areas 84% (2% decrease from 2010)
- cleanliness of local roads and footpaths 78% (3% decrease from 2010)

For residents, dissatisfaction was highest with the following four service areas:

Service Area	% dissatisfied	2010 change	Top reasons for dissatisfaction
pedestrian and cycle paths	30%	2% increase	Of the 128 (32%) unsatisfied respondents the top 3 reasons given were: a) not enough cycle paths (40%); b) cyclists disobey road rules/ behave badly/think they always have priority (14%); and c) footpaths are cracked/ uneven/ pose a trip hazard (11%).
maintenance of roads and footpaths	30%	5% decrease	Of the 123 (31%) unsatisfied respondents the top 3 reasons given were: a) footpaths/surfaces are cracked/ broken/uneven/trip hazard (37%); b) many potholes (28%); and c) not maintained properly/more needed (19%).
overall management of parking, restrictions, residents parking	26%	6% decrease	Of the 104 (26%) unsatisfied respondents the top 3 reasons given were: a) isn't enough parking/can't find a park (36%); b) insufficient parking for residents/ and their visitors (30%); and c) too many restrictions/too many meters (18%).
policing of parking	24%	6% decrease	Of the 99 (25%) unsatisfied respondents the top 3 reasons given were: a) parking is over policed (26%); b) parking is not policed/ still a lot of illegal parking (23%); and c) insufficient parking (17%).

For businesses, satisfaction was highest with the following four service areas:

- appearance of commercial streetscapes 82% (no change from 2010)
- maintenance of parks, ovals and bushland areas 82% (no change from 2010)
- appearance of public spaces in the North Sydney CBD 80% (4% decrease from 2010)
- maintenance of commercial areas 78% (1% decrease from 2010)

For businesses dissatisfaction was highest with the following four service areas:

Service Area	% dissatisfied	2010 change	Top reasons for dissatisfaction
overall management of parking (restrictions, pricing etc.)	46%	2% increase	Of the 91 (45.5%) unsatisfied respondents the top 3 reasons given were: a) parking is too expensive (45%); b) there isn't enough parking (35%); and c) time allowances are too short for most things people want to do/ too many restrictions (13%).
maintenance of roads and footpaths	30%	10% increase	Of the 59 (29.5%) unsatisfied respondents the top 3 reasons given were: d) footpaths/ surfaces are cracked/ broken/ uneven/ trip hazard (27%); e) not maintained properly/ more needed (25%); and f) too many potholes/roads very bumpy (15%).
policing of parking	30%	4% increase	Of the 58 (29%) unsatisfied respondents the top 3 reasons given were: a) parking is over policed/ no flexibility (55%); b) isn't enough parking/ especially longer term/ all 2 hours (19%); and c) driving customers/ business out of the area (16%).
traffic management with the use of speed humps, chicanes etc.	25%	9% increase	Of the 49 (24.5%) unsatisfied respondents the top 3 reasons given were: a) inhibit traffic flow / make things slower/ more congested (20%); b) chicanes/speed bumps are badly designed/in the wrong places (16%); and c) too many speed humps/ chicanes (12%).

The following table indexes residents' relevant importance for funding against satisfaction. The table correlates with slide 76 in Attachment 1.

Low Importance - High Satisfaction - Lower priority issues <ul style="list-style-type: none"> • Stanton Library* • Waste collection services 	High Importance - High Satisfaction - issues requiring no additional attention <ul style="list-style-type: none"> • Maintaining parks, ovals and bushland areas
Low Importance - Low Satisfaction - Issues needing some attention <ul style="list-style-type: none"> • North Sydney Olympic Pool* • Customer service/information by Council staff • Malls and plazas in commercial areas • Policing of parking 	High Importance - Low Satisfaction - Critical issues for attention <ul style="list-style-type: none"> • Community services at Community Centres*² • Cleanliness local roads and footpaths • Childrens services* • Maintaining roads and footpaths • Improving overall management of parking

* satisfaction amongst users

² Council does not provide direction service delivery from its community centres

The following table indexes business' relevant importance for funding against satisfaction. The table correlates with slide 79 in Attachment 1.

<p>Low Importance - High Satisfaction - Lower priority issues</p> <ul style="list-style-type: none"> • Appearance of commercial streetscapes • Managing commercial areas • Managing traffic on roads • Customer Service/Information by Council staff 	<p>High Importance - High Satisfaction - issues requiring no additional attention</p> <ul style="list-style-type: none"> • Maintaining parks, ovals and bushland areas • Cleanliness local roads and footpaths • Maintenance local roads and footpaths • Managing development in the area
<p>Low Importance - Low Satisfaction - Issues needing some attention</p> <ul style="list-style-type: none"> • Policing of parking 	<p>High Importance - Low Satisfaction - Critical issues for attention</p> <ul style="list-style-type: none"> • Maintaining roads and footpaths • Managing traffic on roads • Overall management of parking Parks, Ovals and Bushland areas

Note: Woolcott Research has advised that the matrix tables above do not graph absolute satisfaction. Instead they index the satisfaction scores, so the various levels of dissatisfaction and satisfaction are accounted for (i.e. the 'extremely' levels get a higher weighting than the 'very' or 'quite'). As such, an attribute can perform well on overall satisfaction, but still be lower in the index if the dissatisfaction levels are relatively high (particularly in terms of being 'extremely' dissatisfied).

Locality based information (as verbatim responses) was also obtained through the survey regarding user dissatisfaction for each service area. This information will be analysed and treated as service requests where appropriate.

2.4 Topical Questioning

a) Resident and Business satisfaction with North Sydney's strategic direction:

- i) For the second time both residents and businesses were asked how satisfied they were with the strategic direction of North Sydney. In 2010 only 17% of residents were aware of the Community Strategic Plan (CSP), while 81% were not aware; in 2013 this increased to 23% of residents aware, while 75% were not aware. There were similar findings amongst the business community; for businesses only 19% were aware of the CSP (1% increase from 2010), while 78% were not aware (4% decrease from 2010).
- ii) 49% of residents were satisfied with North Sydney's future direction, with only 8% were not satisfied (and 43% unsure/don't know) in 2010. Similarly, in 2010, 45% of businesses were satisfied, 8% were not aware and 48% were unsure/don't know. In 2013, 50% of residents were satisfied with North Sydney's future direction (1% increase), 8% remained not satisfied and 42% were unsure/don't know. While 47% of businesses were satisfied (2% increase), 10% were not (2% increase) and 43% were unsure/don't know.

These findings tell us that increased promotion of the CSP is needed to actively engage both residents and businesses in North Sydney's strategic direction.

b) Resident and Business awareness of the North Sydney Community Precinct System - in 2013, 53% of residents are aware of their local Precinct Committee while 46% are not aware; this is an 18% decrease/17% increase in awareness compared to the 2010 findings. Only 24% of businesses were aware of their local Precinct Committee, while 74% were not aware in 2013; this is consistent with the 2010 findings expect for the small (2%) shift to don't know/unsure. The residential findings represent a significant decrease in awareness of the Precinct System. This information will be used to inform recommendations to Council in response to community feedback received to the Precinct System Discussion Paper, which was recently on public exhibition for 120 days³.

c) Business awareness of Council's Streetscape Committees - 83% of businesses were not aware, compared to 15% who were aware. This is a small (3%) shift towards don't know/unsure compared to 2010. Increased awareness and promotion, by Council, of the business community's eligibility to participate in both their local Streetscape Committee is required.

d) Sense of community - for the third time residents (only) were asked whether they agreed or disagreed if North Sydney has a strong 'sense of community' - 20% agreed strongly, whilst more than half (54%) agreed, 18% who disagreed and 4% who strongly disagreed.

e) Resident and business satisfaction with the way Council communicates - Notably there was a decrease in residential satisfaction compared to 2010, while 51% of respondents are quite satisfied (6% decrease), only 14% were very satisfied (5% decrease) and there was an increase (10%) in 10% increase in the 'neither' responses. There was also a decrease in businesses satisfaction compared to 2010. 45% of businesses respondents were quite satisfied and 10% were very satisfied with the way Council communicates; however there was a 9% (combined) increase in dissatisfaction.

f) Resident and business preferred source of information about Council - residents top three preferred sources were the Council website (34%), advertisement in Mosman Daily (19%) and Council's periodic newsletter, North Sydney News (19%), which is distinct from the various e-newsletter subscriptions (8%). The top three preferred sources for businesses were the same as residents - Council website (37%), North Sydney News (14%) and Mosman Daily (13%). Whilst there has been a significant increase in website utilisation and a push for increased online communication by Council, comparison of the preferred sources between 2010 and 2013 indicate a preference for hard copy sources over online sources for both residents and businesses. This is an area for improvement in conjunction with improvements to Council's community engagement processes, as 'inform' is one level of engagement.

g) Young Adults - feedback has been collected from 'young adults' living in North Sydney, aged 18 to 39 years of age. As outlined in a recent Mayoral Minute, the 2011 Census data shows that approximately 45% of the North Sydney population is aged between 18 and 39 years. Whether they are single, in a relationship or starting a family, this group makes a significant contribution to the economic vibrancy and life of our community. As stated in the Mayoral Minute "it is therefore concerning that residents in this group are much less likely to be satisfied with Council's services than residents of other age groups. Council's 2010 Customer Satisfaction Survey found that only 21% of young adults were extremely/very satisfied with Council services, compared to 31% of residents aged 40 to 54 years and 39% of residents aged 55 or over".

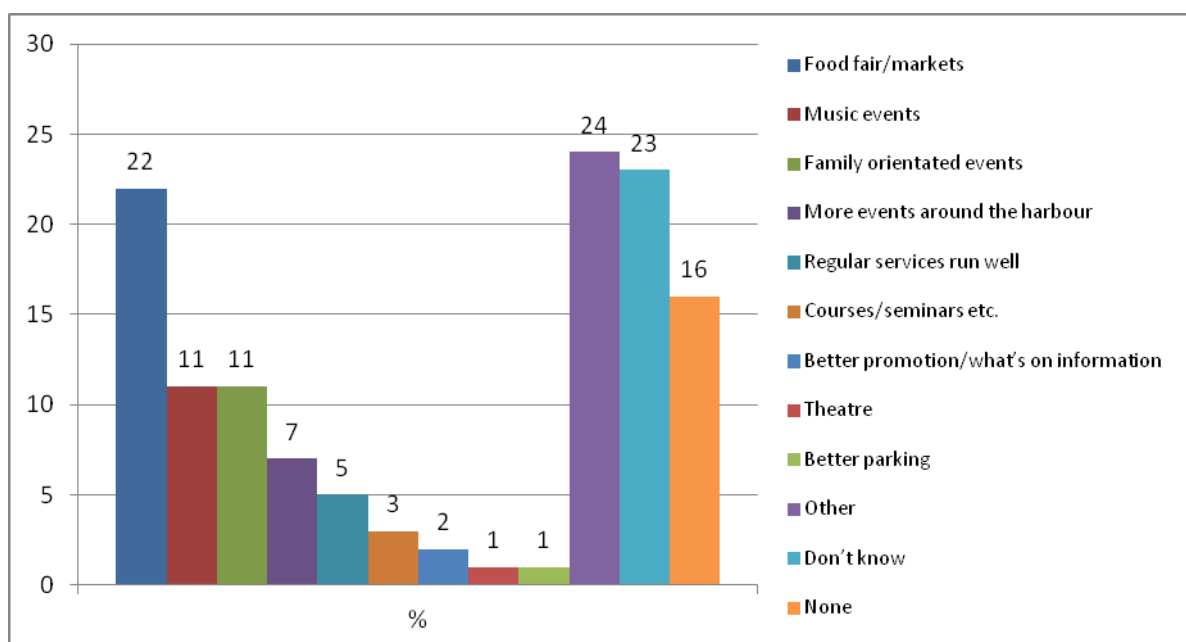
³ Note: Exhibition period extended from 11 April to 17 April 2013.

Including topical questions in the 2013 survey enabled Council to seek (open ended) feedback from 150 young adults (37.5% of total residential sample) regarding what services or events this demographic group would like Council to offer, as well as to provide feedback on how likely they would be to participate/use suggested services/events.

In summary, of the 150 young adults surveyed:

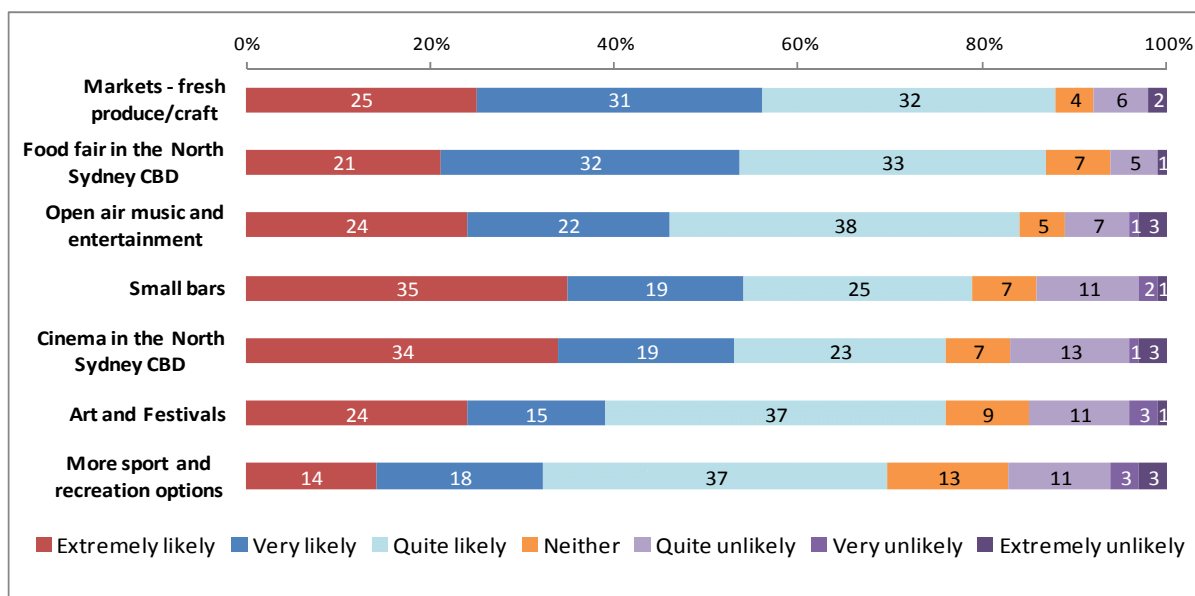
- 60% were female and 40% were male.
- 69% did not have children under 12 years of age.
- 47% had lived in North Sydney for more than 10 years, 15% for 7 to 10 years, 19% for 4 to 6 years, 14% for 1 to 3 years and 6% for under a year.
- 51% own their own home, while 47% rent and 2% reside in alternative accommodation.

Firstly an open ended question asking respondents to identify the services or events they would like Council to offer was asked. The unprompted list of suggestions is summarised in the following graph (as percentages). The graph correlates with slide 42 in Attachment 1. Attachment 2 lists the verbatim responses give as categorised by 'other' in the graph. Note: respondents may have given more than one suggestion; 39% of did not provide a suggestion (i.e. don't know' or 'none').



Graph: Unprompted suggestions - Young Adults topical question (1% = 2 comments)

Secondly, respondents were asked to consider a list of services, facilities and events which Council is considering specifically for young adults, and to identify how likely (ranging from extremely likely to extremely unlikely) they would be to use/attend these. The findings are summarised in the following graph. The graph correlates with slide 44 in Attachment 1.



Graph: Prompted suggestions - Young Adults topical question

h) CSP Review - the 2013 survey was also used to obtain feedback regarding the review of the CSP from a random sample of residents and businesses regarding. These findings have been reported to Council separately via the Community Consultation Summary, which was presented to Council at its meeting of 8 April 2013.

Overall the survey findings provide insight into residents' and businesses' perceptions about the value of current Council services. The findings of the 2013 survey in general, including the CSP review and young adult specific questioning, are consistent with the key priorities areas outlined Community Consultation Summary for the CSP Review and will be used to inform the preparation of the new draft plan. This information has also been taken into consideration in the preparation of the draft four-year Delivery Program 2013/14 - 2016/17 (including the draft 2013/14 Operational Plan/budget). It has also been used in deciding actions and allocations of resources regarding the annual review of Council's Resourcing Strategy, including the Long Term Financial Plan.

The 2013 summary of research findings will be made available on Council's website.

2.5 Comparison of recent survey results with other local government areas

Not all councils conduct satisfaction surveys. Of the councils that do regularly conduct such surveys the survey methodology differs significantly. The latest results of neighbouring local government area satisfaction surveys were sourced and where possible comparisons have been made. The following table lists the overall percentage satisfied with services for each council. Note: North Sydney's overall resident satisfaction was 89% (2013).

LGA	% overall satisfied with Council services
Lane Cove	2012 - 66.8% satisfaction with overall performance (6.68 out of 10). Conducted in house.
Mosman	2010 - 65.3% satisfaction with overall performance (6.53 out of 10). Conducted by IRIS Research.
Sydney	2012 - 82% satisfaction with overall performance. Survey conducted by Woolcott Research. Next due 2014.
Willoughby	2012 - 73.6% satisfaction with overall performance.

North Sydney Council Customer Satisfaction Survey 2013 -Findings

Prepared for:



March 2013

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Research Design

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

RESIDENTIAL CUSTOMERS

- A total of n=400 telephone interviews were conducted,
- Respondents were residents of the North Sydney LGA (both owners and renters) aged 18+,
- Potential respondents were drawn randomly from electronic White Pages listings.

BUSINESS CUSTOMERS

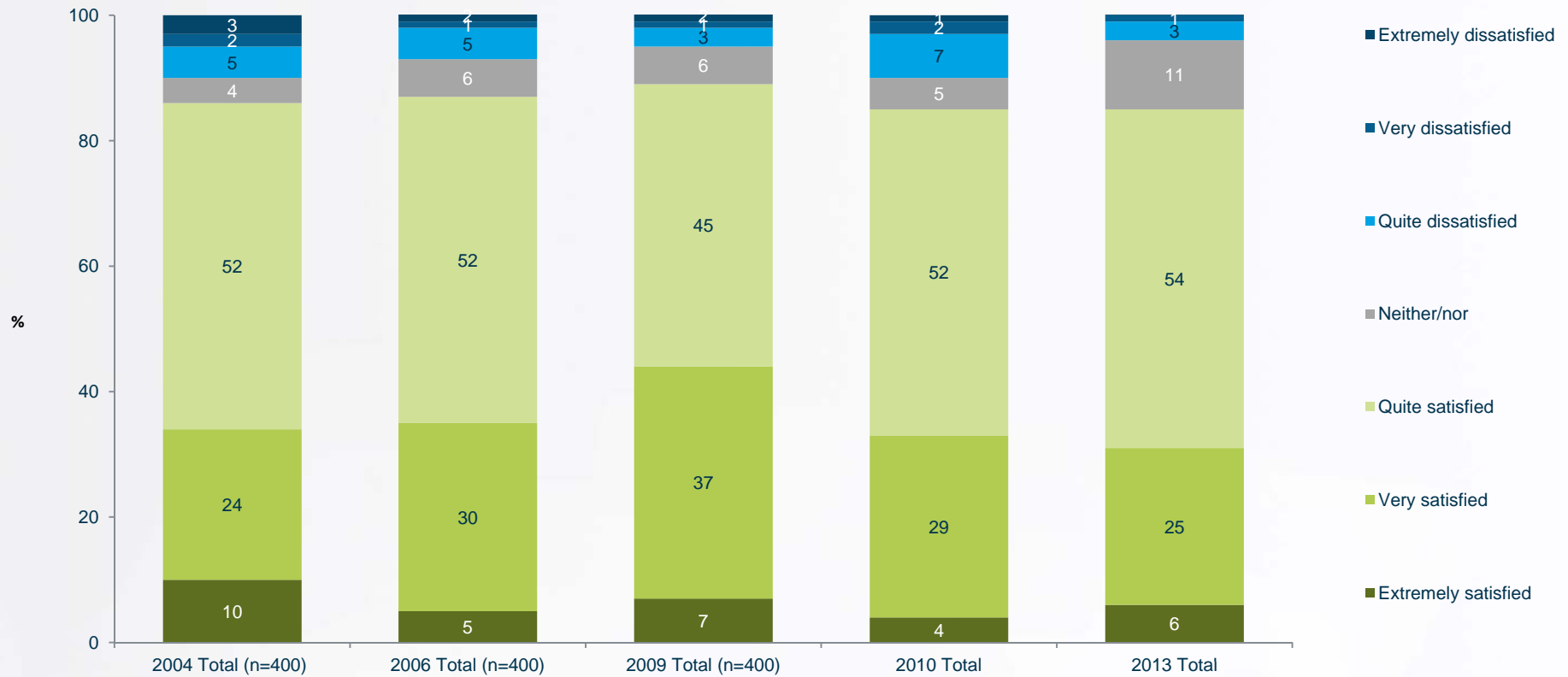
- A total of n=200 telephone interviews were conducted,
- Respondents were responsible for contacting North Sydney Council, should the need arise,
- Potential respondents were drawn randomly from business listings in the electronic White Pages,
- Quotas were set for business type in accordance with total listings in North Sydney.



Residential Component

Residential Component: *Satisfaction with Council*

Overall Satisfaction with North Sydney Council



Mean:

5.2

5.2

5.3

5.1

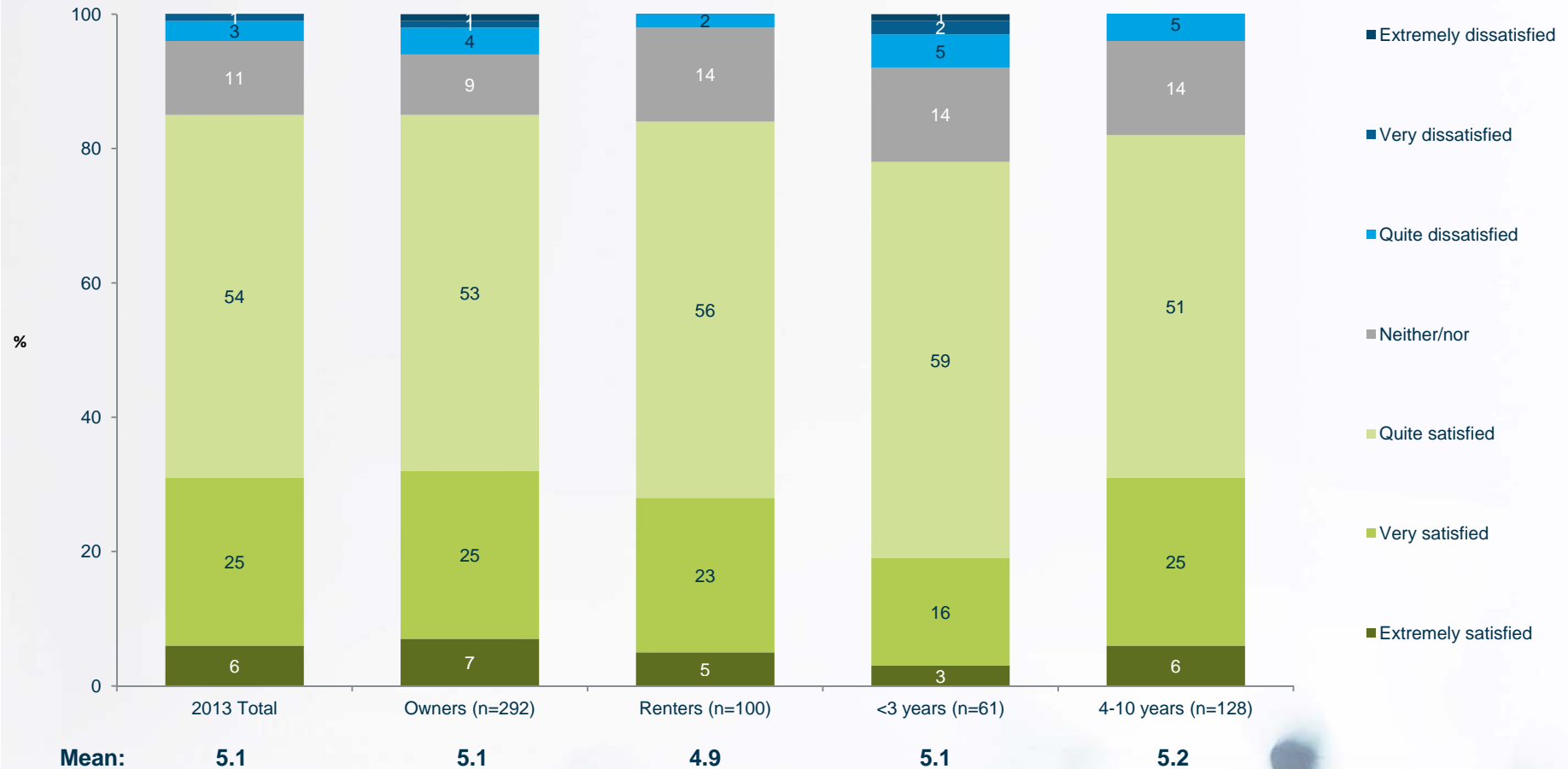
5.1

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

Breakdown by residency type

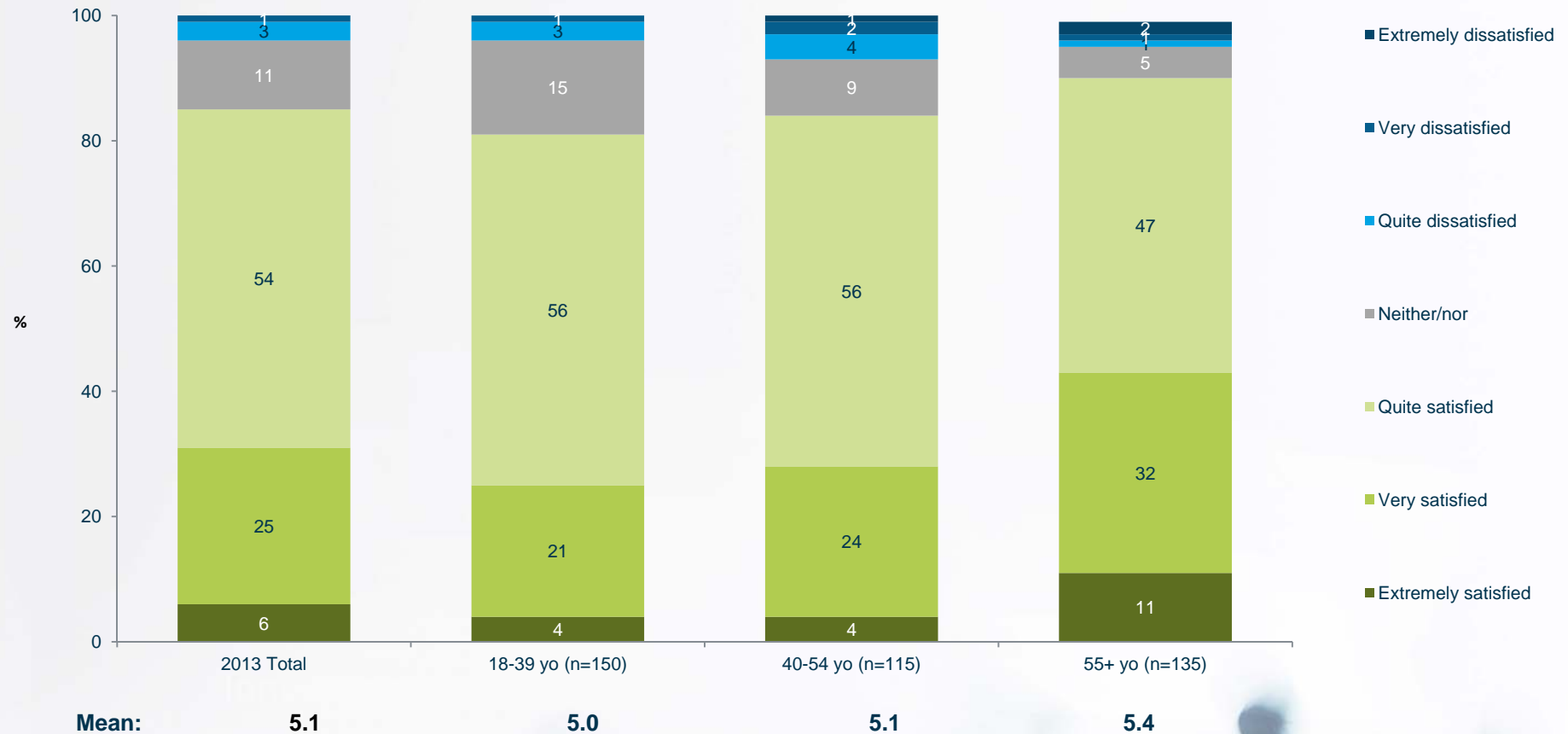


Q1. Now, thinking about all the services your council provides, overall how satisfied have you been with your council over the last 12 months?
That is have you been satisfied or dissatisfied with North Sydney Council's performance?

Base: All Residential respondents (n=400)

Overall Satisfaction with North Sydney Council

Breakdown by age



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)

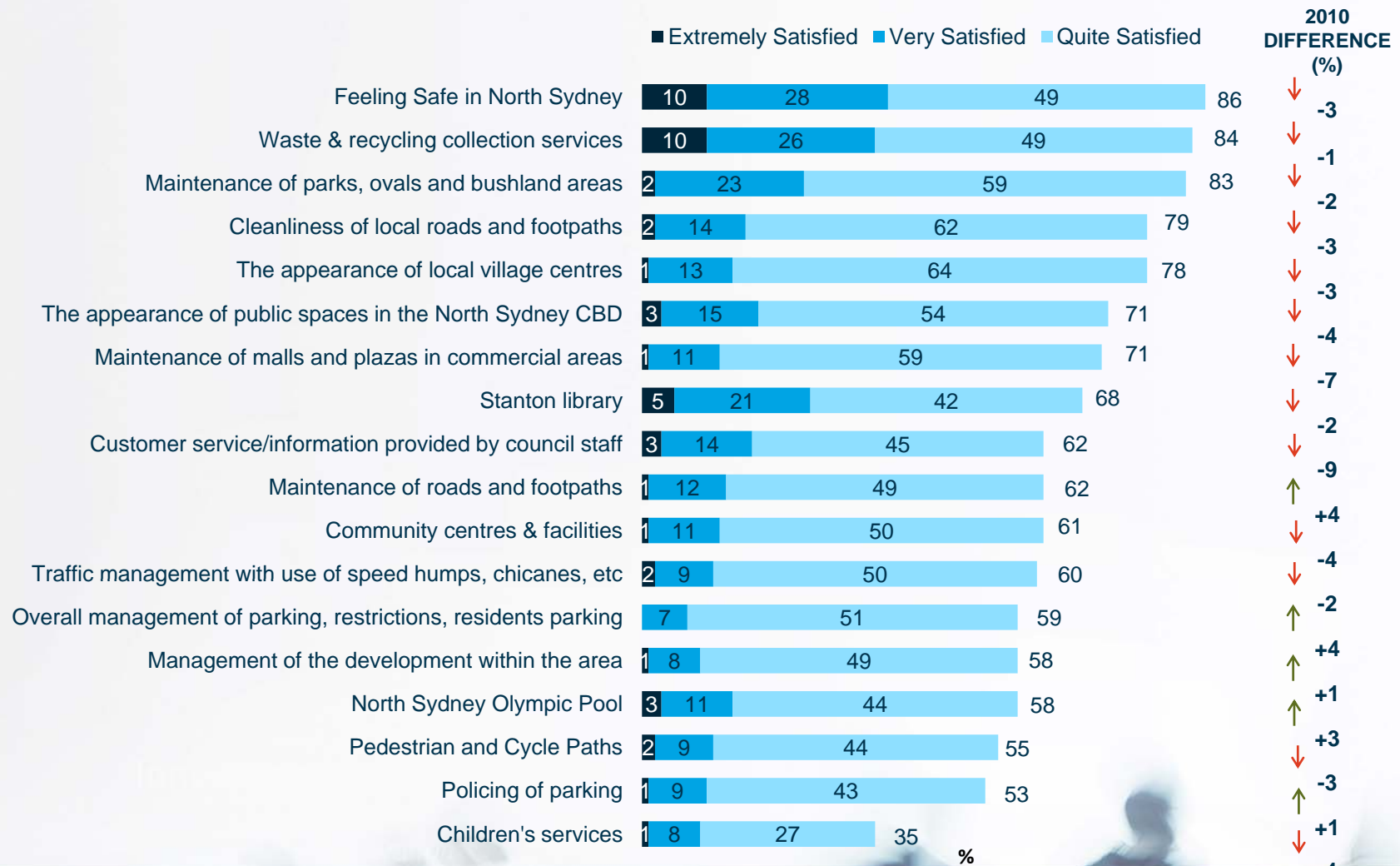
Relative Importance of Key Service Areas

Change in
Relative Ranking
from 2010



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?

Satisfaction in Relation to Key Service 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 Residential respondents (n=400)

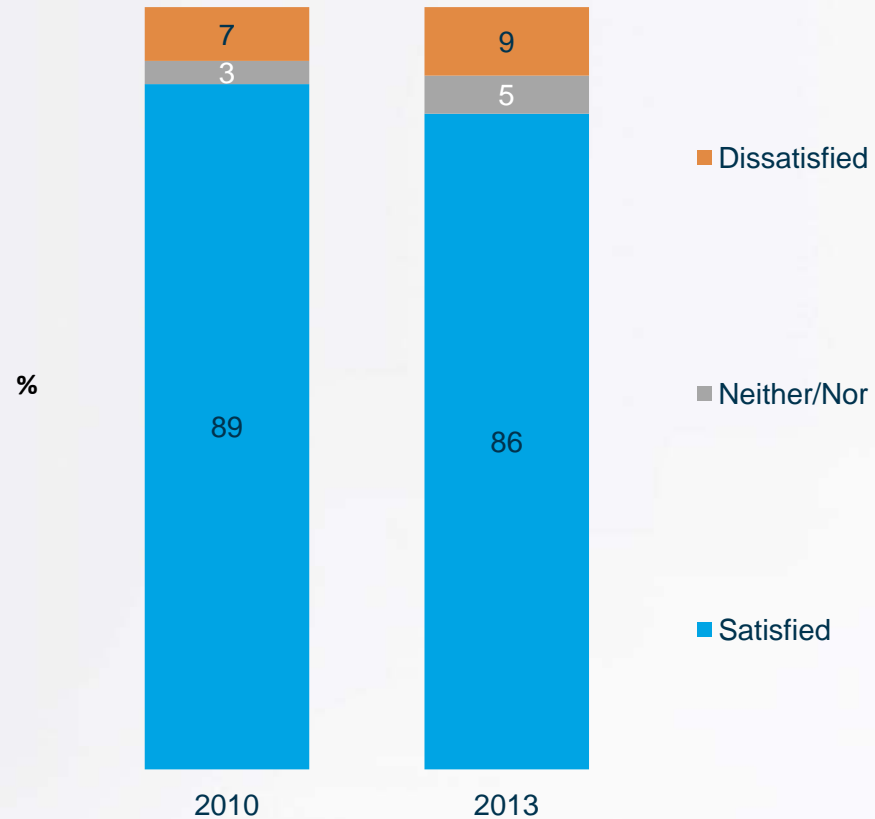
Satisfaction in Relation to Key Service Areas - *Negative*



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 Residential respondents (n=400)

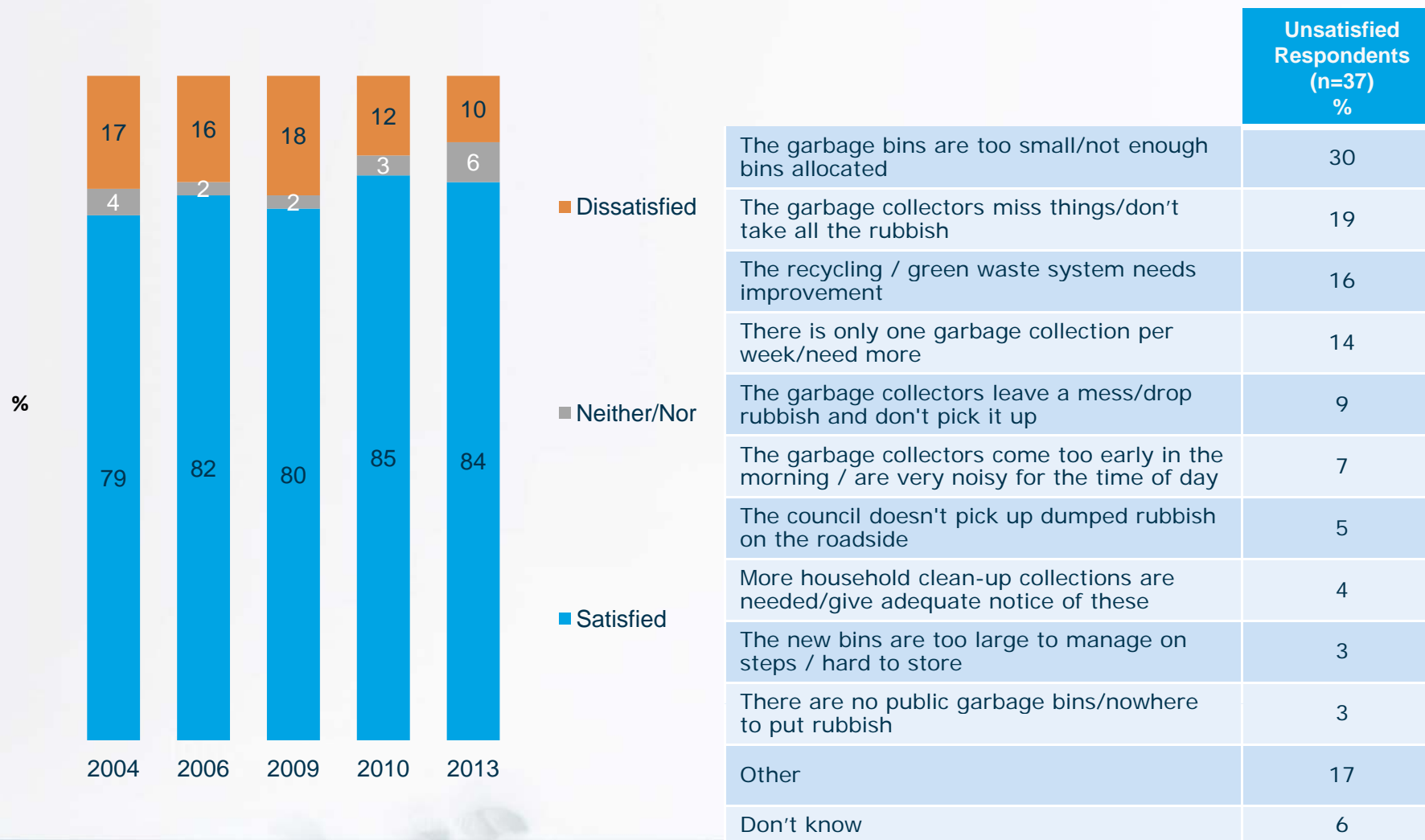
Reasons for Dissatisfaction - *Feeling Safe in North Sydney (crime, road safety, pedestrians, cyclists, street lighting etc.)*



	Unsatisfied Respondents (n=36) %
Street lighting needs improvement	27
I don't feel safe because the lighting is very poor	23
Pedestrians are unsafe in some places in the area / cant cross roads safely	16
I have nearly been knocked over by cyclists on the footpaths	12
There is crime everywhere these days	11
We need more police presence	11
Better access / conditions are needed for cyclists	11
Cyclists need policing / they are breaking the law	9
Other	11
Don't know	9

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.
Q4a. What particular aspects of ... do you find unsatisfactory?

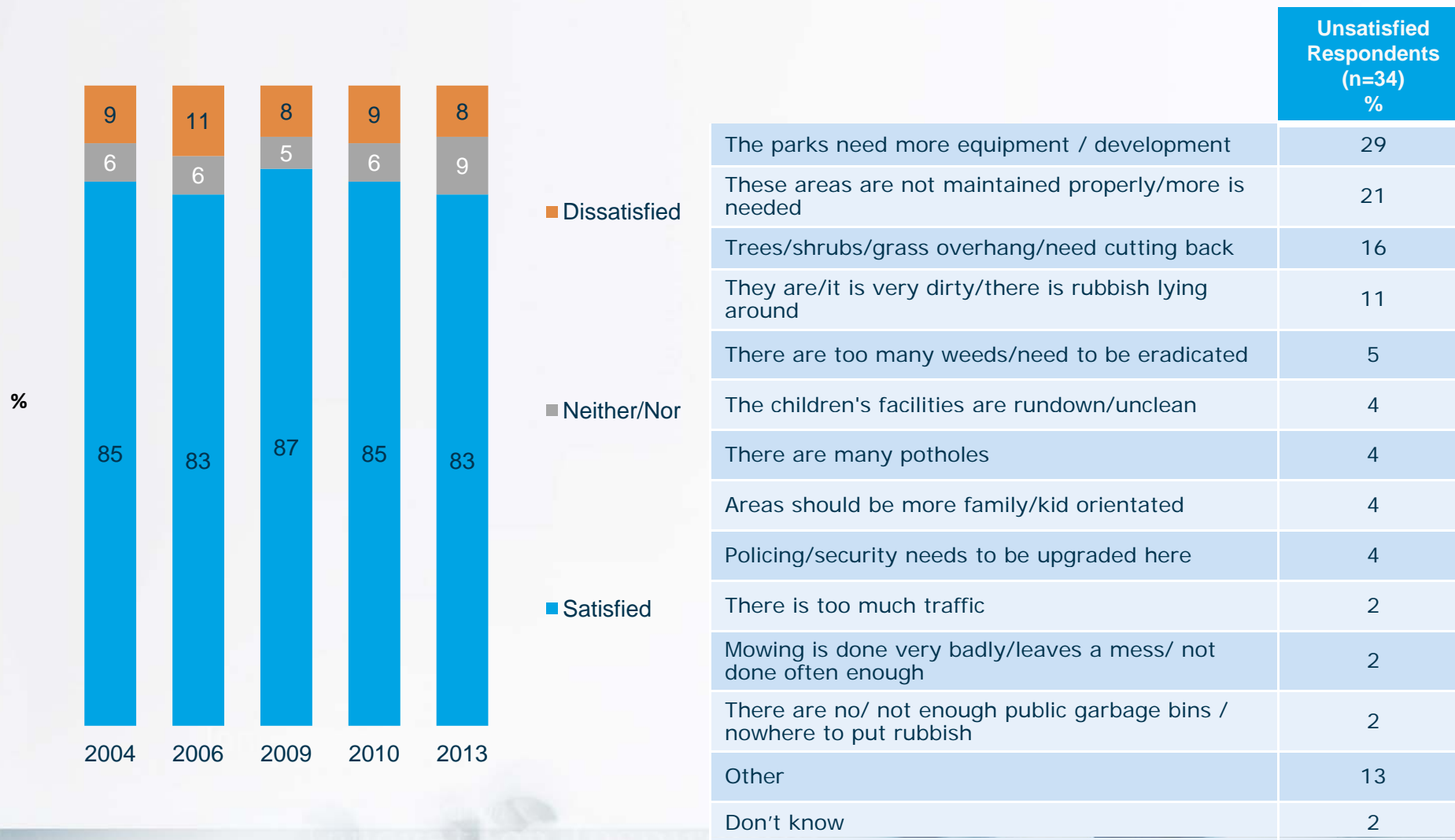
Reasons for Dissatisfaction — Waste and Recycling Collection Services



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: All Residential respondents (n=400)

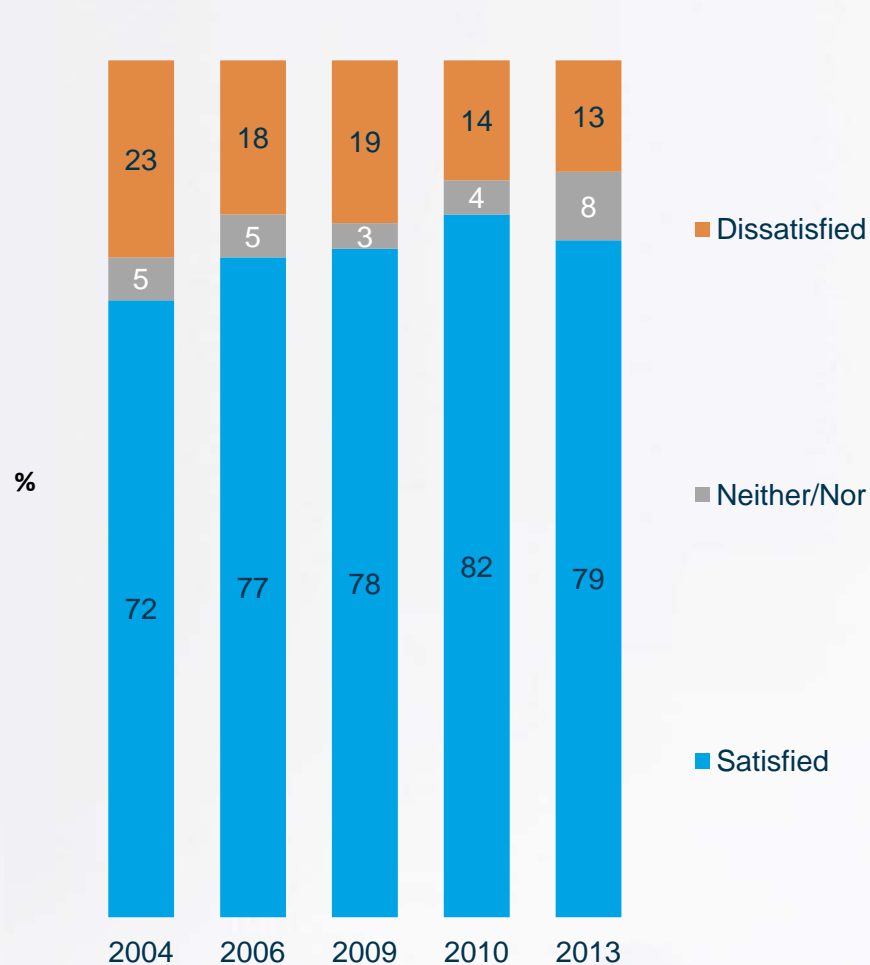
Reasons for Dissatisfaction - Maintenance of parks, ovals, & bushland areas



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

Base: All Residential respondents (n=400)

Reasons for Dissatisfaction - Cleanliness of the local roads and footpaths

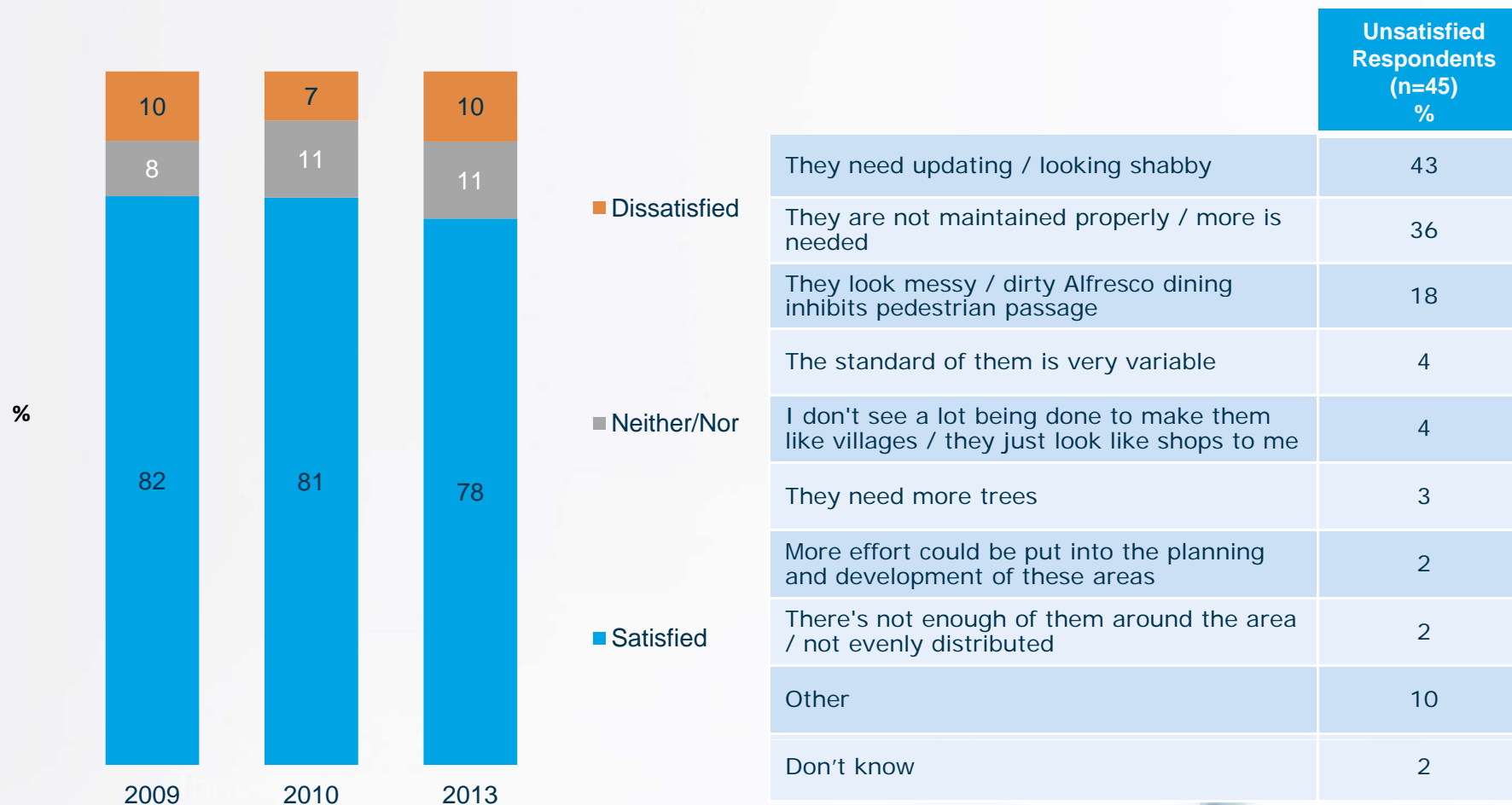


	Unsatisfied Respondents (n=57) %
They are/it is very dirty/there is rubbish lying around	35
The leaves aren't cleaned up frequently/block the drains	15
The street sweeping machine doesn't do a good job/because of all the parked cars / potholes	12
The roads and footpaths are not maintained properly/more is needed	12
Street sweeping/cleaning is not carried out / not frequently enough	11
Trees/shrubs/grass overhang/need cutting back	10
Footpaths/surfaces are cracked/broken up/uneven	9
People litter / dump rubbish and the council doesn't pick it up	6
There are no / not enough public garbage bins / nowhere to put rubbish	3
Roads are just patched / never fixed properly	3
Other	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?

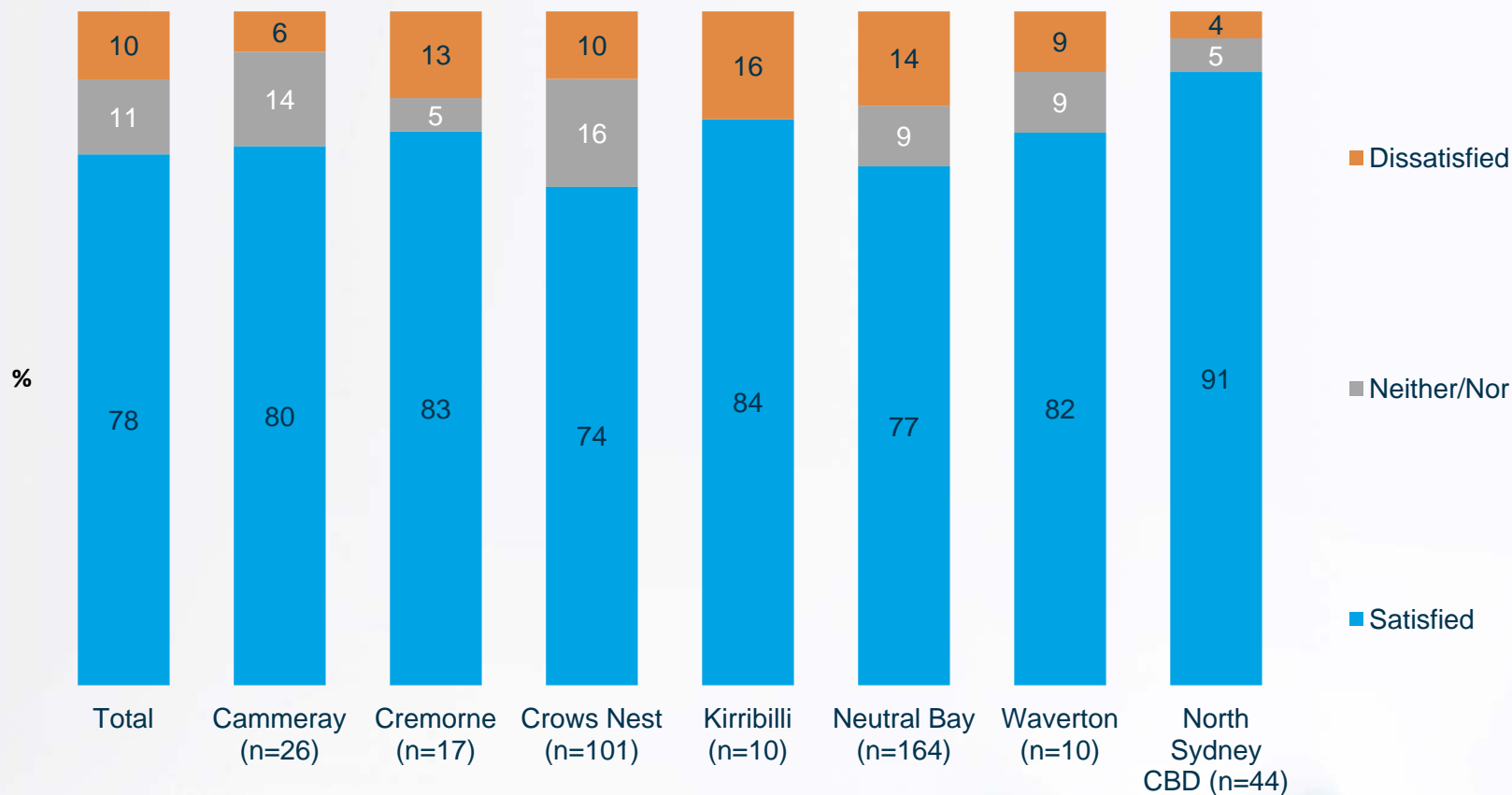
Base: All Residential respondents (n=400)

Reasons for Dissatisfaction - *Appearance of local village centres*



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?

Satisfaction/Dissatisfaction - *Appearance of local village centres*



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?

Reasons for Dissatisfaction - Appearance of public spaces in North Sydney CBD

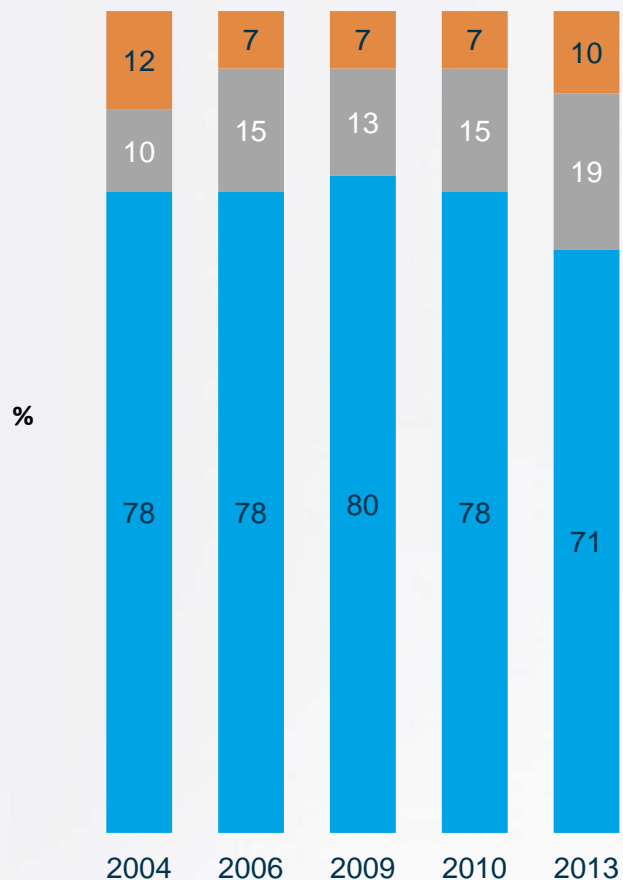


	Unsatisfied Respondents (n=58) %
It needs refurbishment/looks old and tired	29
They are/it is very dirty/there is rubbish lying around	16
These areas are not maintained properly/more is needed	16
They're not inviting/so people don't use them	14
Its dull / empty / like a wasteland	9
The designs are ugly	5
There are not enough green spaces / not enough trees	5
There aren't enough public spaces/what there is too small	5
There aren't any / enough places to sit	4
Graffiti isn't cleaned off	4
There are no public garbage bins / nowhere to put rubbish	3
There is too much development/high rise	3
Money has been wasted on fancy / inappropriate paving	3
Other	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 Residential respondents (n=400)

Reasons for Dissatisfaction - *Maintenance of malls and plazas in commercial areas*



■ Dissatisfied

■ Neither/Nor

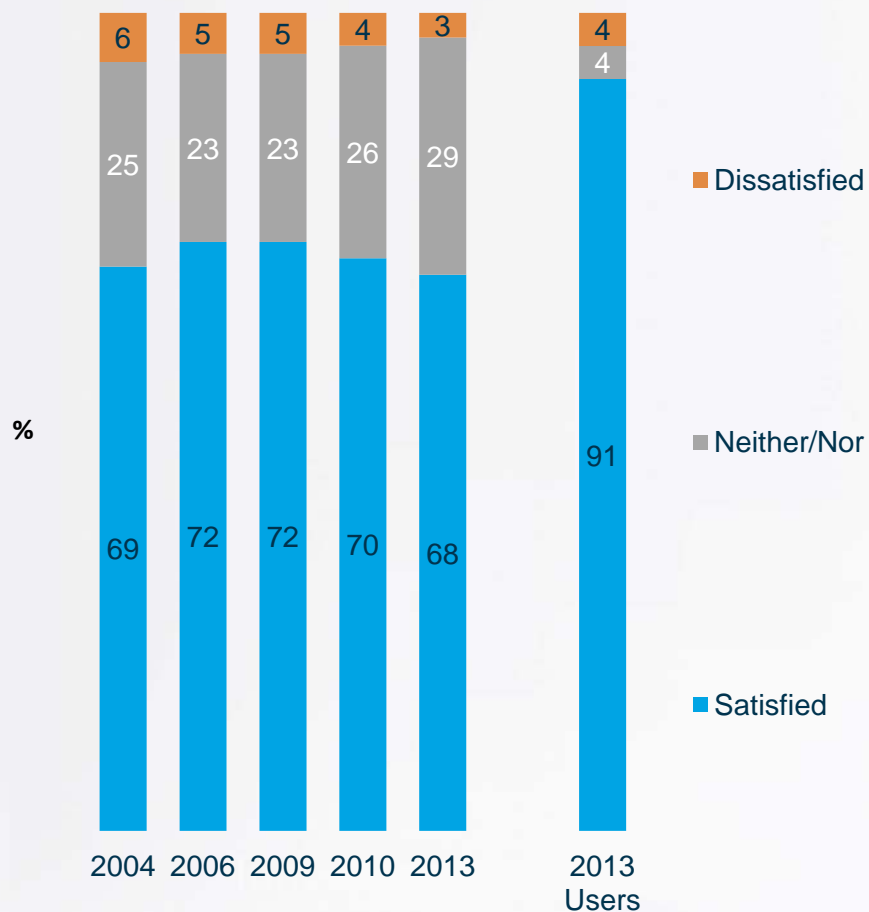
■ Satisfied

	Unsatisfied Respondents (n=41) %
They are/it is very dirty/there is rubbish lying around	45
They look old and rundown / need refurbishment	23
These areas are not maintained properly/more is needed	18
These areas are boring/ugly / not aesthetic	18
There is graffiti which should be cleaned off regularly	7
There are no / not enough public garbage bins / nowhere to put rubbish	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: All Residential respondents (n=400)

Reasons for Dissatisfaction - Stanton Library

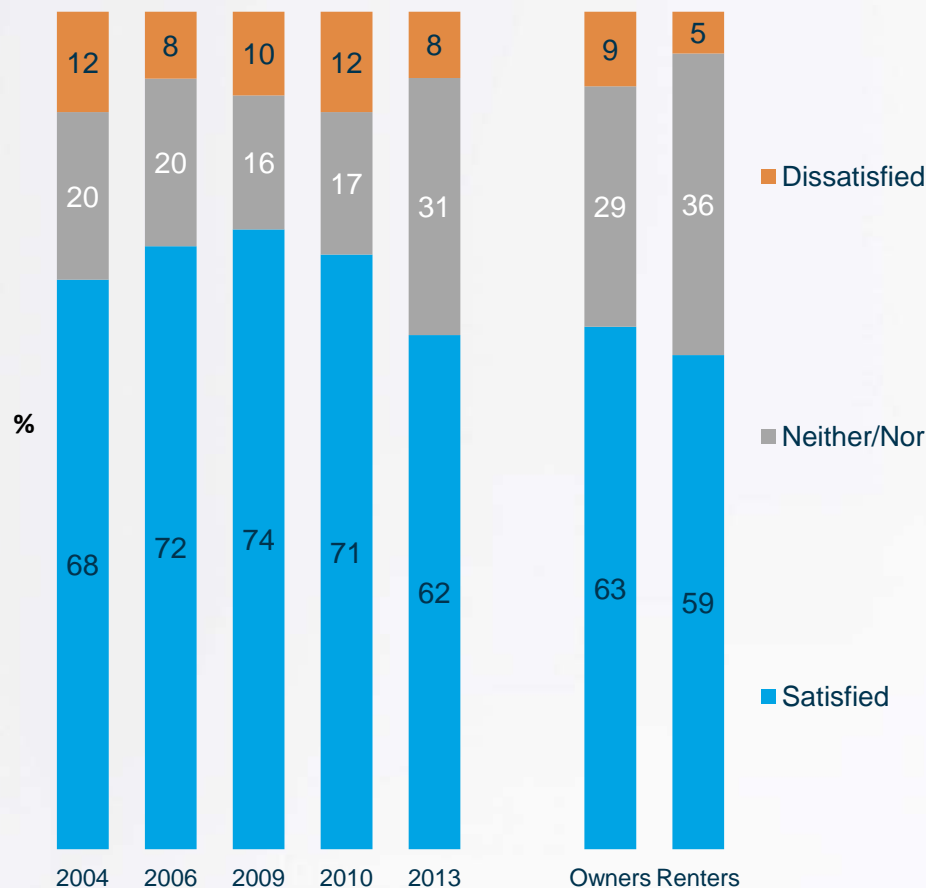


	Unsatisfied Respondents (n=14) %
Its small / need more funding/to offer more material	35
It needs a greater variety of books	19
It needs refurbishment/looks old and tired	10
Other	46
Don't know	6

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: All Residential respondents (n=400)
Residential Library users (n=208)

Reasons for Dissatisfaction – Customer Service / Information Provided by Council Staff

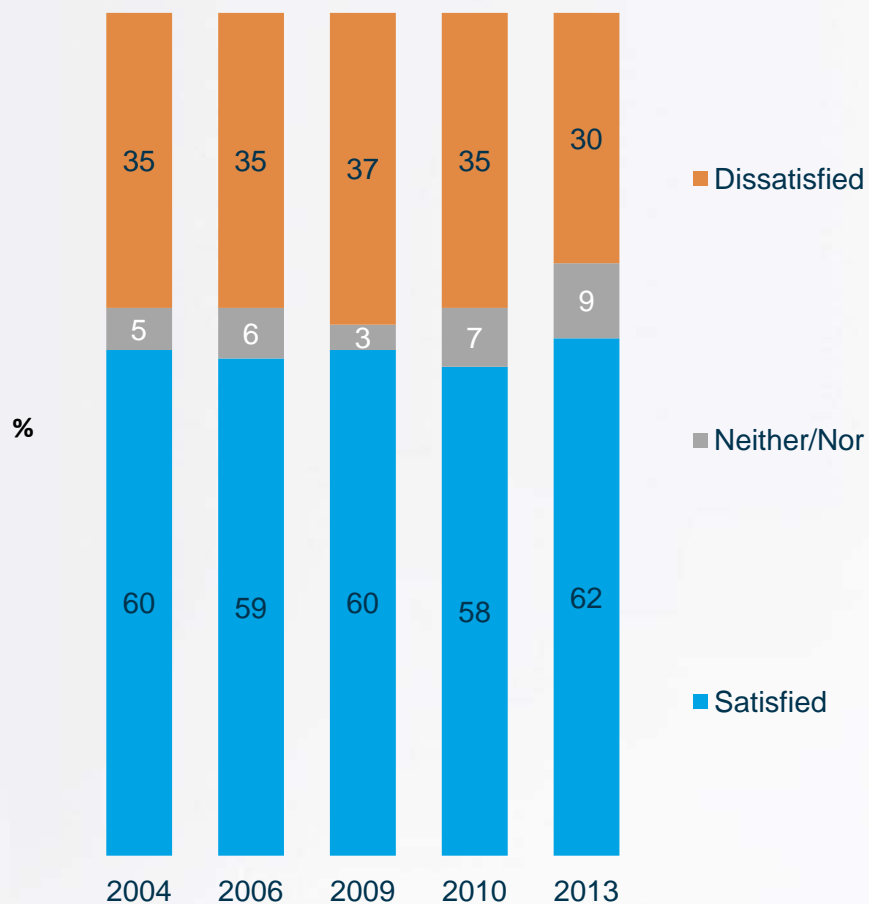


	Unsatisfied Respondents (n=30) %
They are very rude/unhelpful	25
They seem to be totally unresponsive / I've never had any satisfaction from them	24
Information available is very poor/they don't communicate/cant get answer	21
They are very slow to return calls/ don't return calls / letters	14
Its very hard to get through to someone on the phone	10
They give out incorrect information/ don't know what they're talking about	10
Residential development are slow and onerous to try to get through	9
Other	25

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 Residential respondents (n=400)

Reasons for Dissatisfaction – Maintenance of the Local Roads and Footpaths

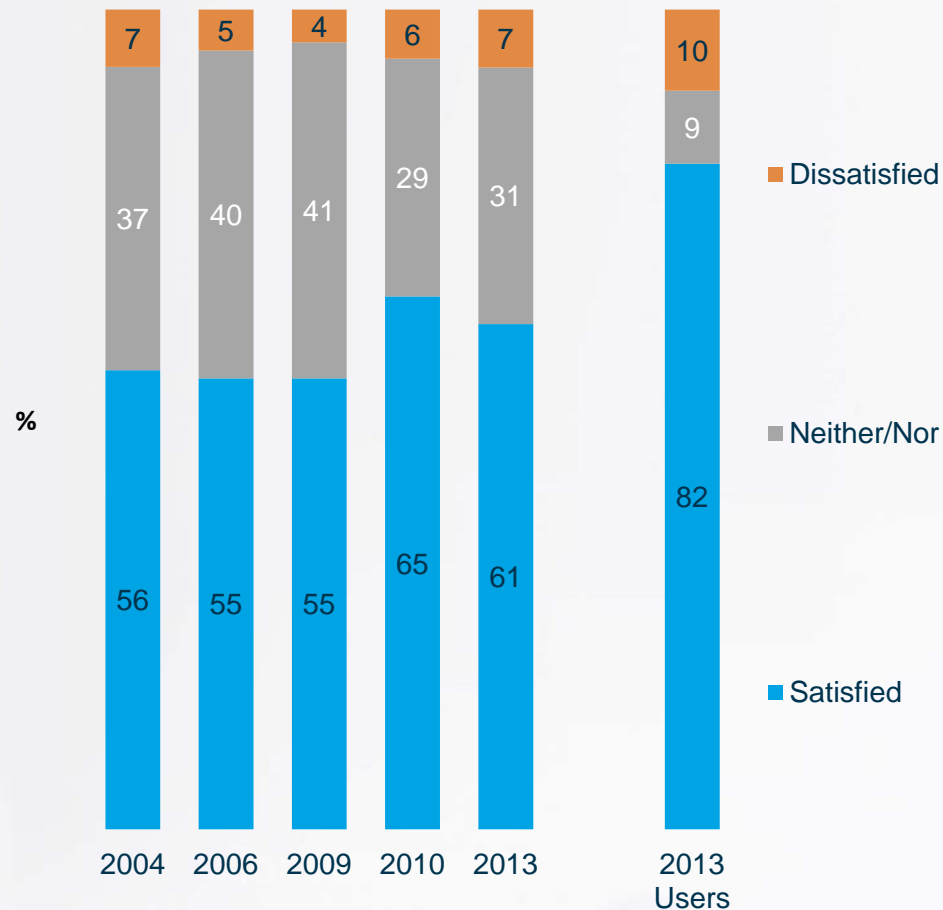


	Unsatisfied Respondents (n=123) %
Footpaths/surfaces are cracked/broken up/uneven/ trip hazard	37
There are many potholes	28
The roads and footpaths are not maintained properly/more is needed	19
The roads are just patched / never fixed properly/road surfaces bad	9
They are/it is very dirty/there is rubbish lying around	7
They are slow to fix the potholes / unevenness	6
Hard to walk around the area with a pram / wheelchair	5
There is insufficient lighting on the streets / footpaths	4
Trees/shrubs/grass overhang / need cutting back	3
It is hard to drive around the area	2
Mowing is done very badly/leaves a mess/ not done frequently enough	2
No public garbage bins/ nowhere to put rubbish	2
Leaves aren't cleaned up frequently/block the drains	2
Drainage is bad/makes footpaths wet/slimy/flooded	1
Other	12
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: All Residential respondents (n=400)

Reasons for Dissatisfaction – Community Centres and Facilities*



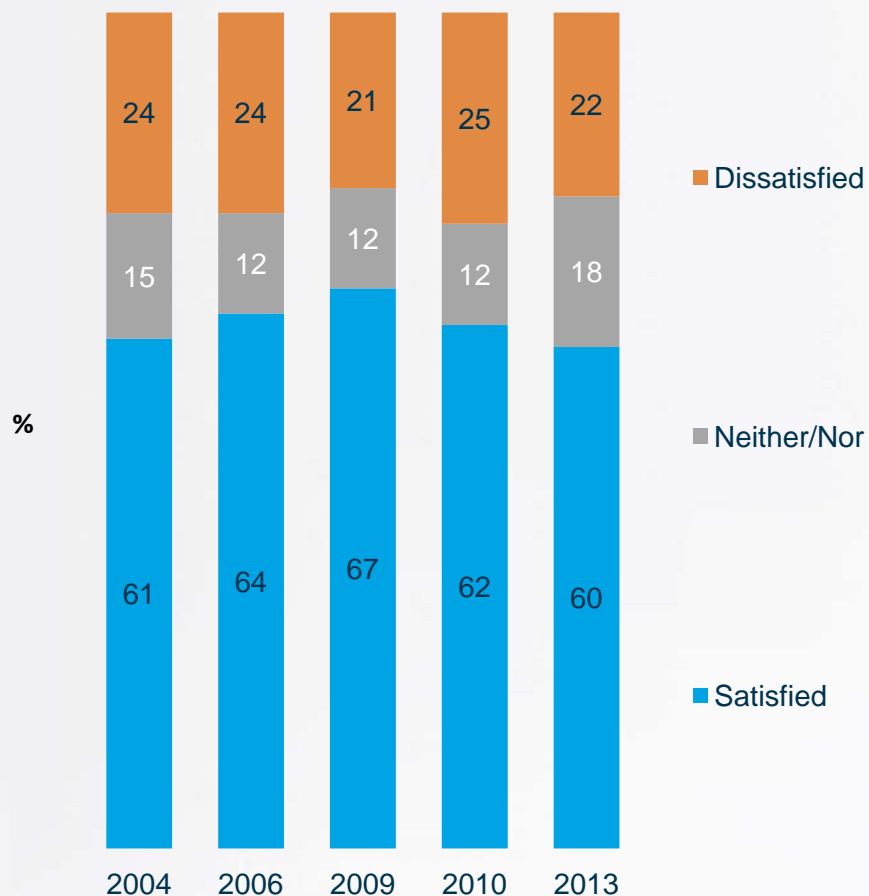
	Unsatisfied Respondents (n=28) %
There are very few community centres / should be more	26
Community centres are under resourced/suffer from lack of money	22
There are not enough child care places/facilities	16
These areas are not maintained properly/more is needed	10
There isn't much information about facilities available	8
There should be more services for the elderly	5
Other	40

*NOTE: Prior to 2010, community services offered at community centres'

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 Residential respondents (n=400)
Residential Community Centre users (n=137)

Reasons for Dissatisfaction - *Traffic management (speed humps, chicanes etc.)*

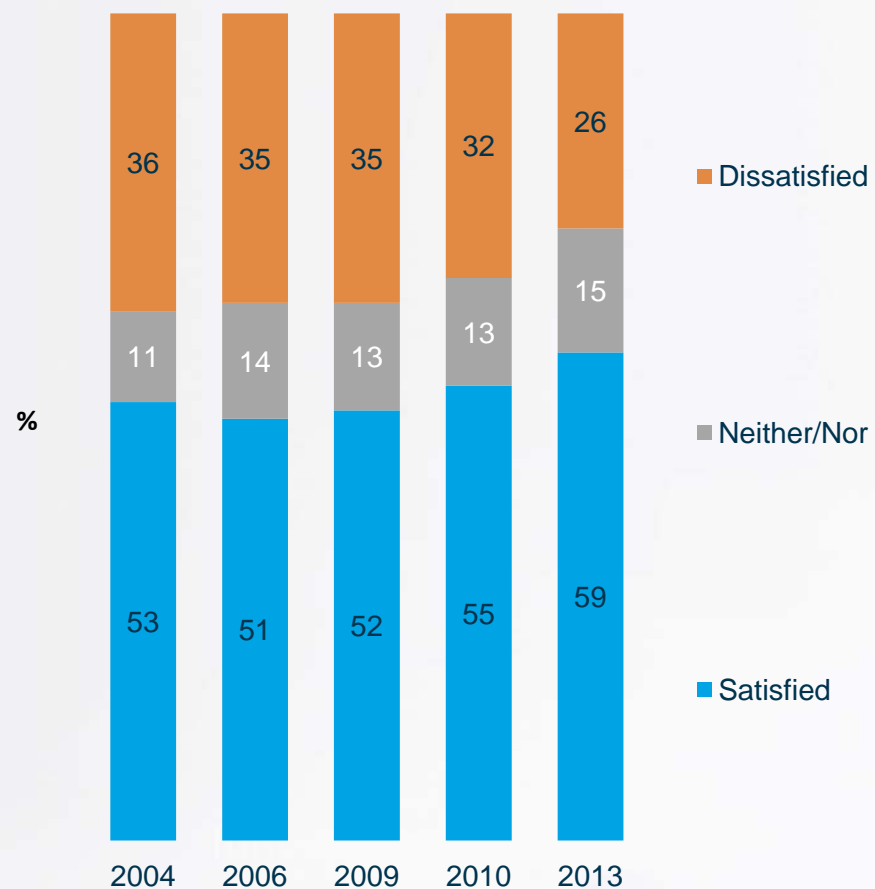


	Unsatisfied Respondents (n=89) %
There aren't enough speed humps / need more	17
I don't want speed humps/take them out/ they ruin your car	17
There are too many speed humps/chicanes	14
No need for them / we have enough / don't waste money putting in more	12
I don't think speed humps / chicanes are a good way of slowing the traffic	10
People still speed / we need better control	8
They just inhibit the flow of traffic / make things slower / more congested	5
There are unsafe pedestrian crossings	4
The chicanes/speed bumps are badly designed/in the wrong places	3
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: All Residential respondents (n=400)

Reasons for Dissatisfaction – Overall Management of Parking

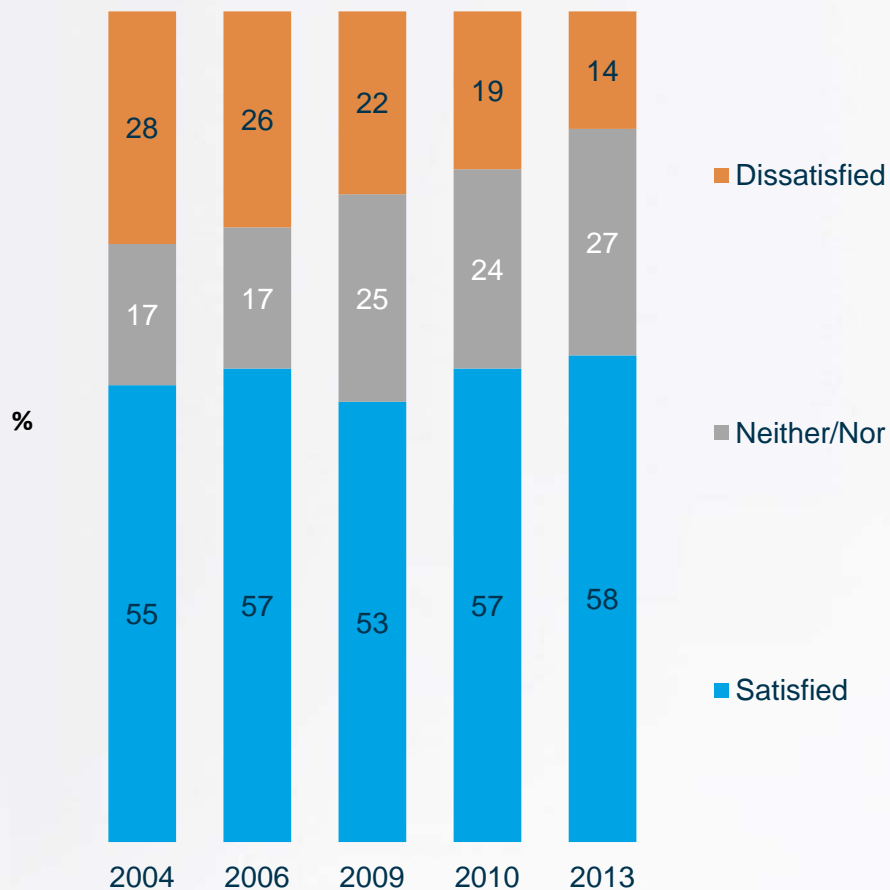


	Unsatisfied Respondents (n=104) %
There isn't enough parking / you cant find a park	36
There is insufficient parking for residents / and their visitors	30
There are too many restrictions / too many meters	18
There aren't enough longer duration parking spaces	15
Parking is too expensive	10
There aren't enough resident permits / stickers allocated / we have to pay for them	9
Parking is under policed / people still park illegally	6
Parking is over policed	3
I don't think the situation is really managed at all / no overall plan	3
It takes so long to get parking permits its ridiculous	3
Boats / trailers etc. parked in the street take up a lot of space	2
Other	13

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 Residential respondents (n=400)

Reasons for Dissatisfaction — *Management of the Development within the North Sydney Council Area*

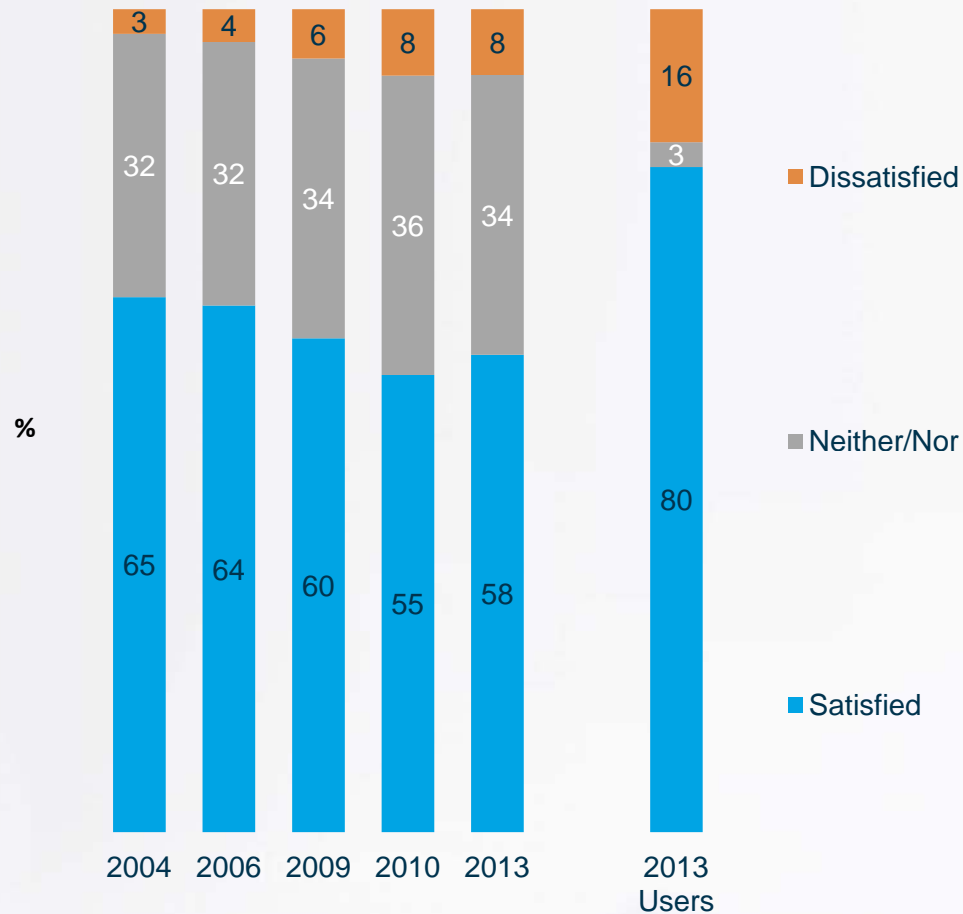


	Unsatisfied Respondents (n=63) %
Developers constantly break / bend the rules / yet nothing is done	13
There is too much development/high rise	11
There is no consistency in approvals/ad hoc approvals	10
They must do something to attract tenants/business back into the area/its a ghost town after hours	10
Nothing has happened / its stagnant / not much has been developed	10
Their doesn't seem to be any plan for the area any more / its haphazard	6
The cost / process of a DA prohibits improvements / good architecture	6
Beautiful homes are being demolished for ugly development / not in keeping/encroaching on residential	5
Other	46

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 Residential respondents (n=400)

Reasons for Dissatisfaction - North Sydney Olympic Pool

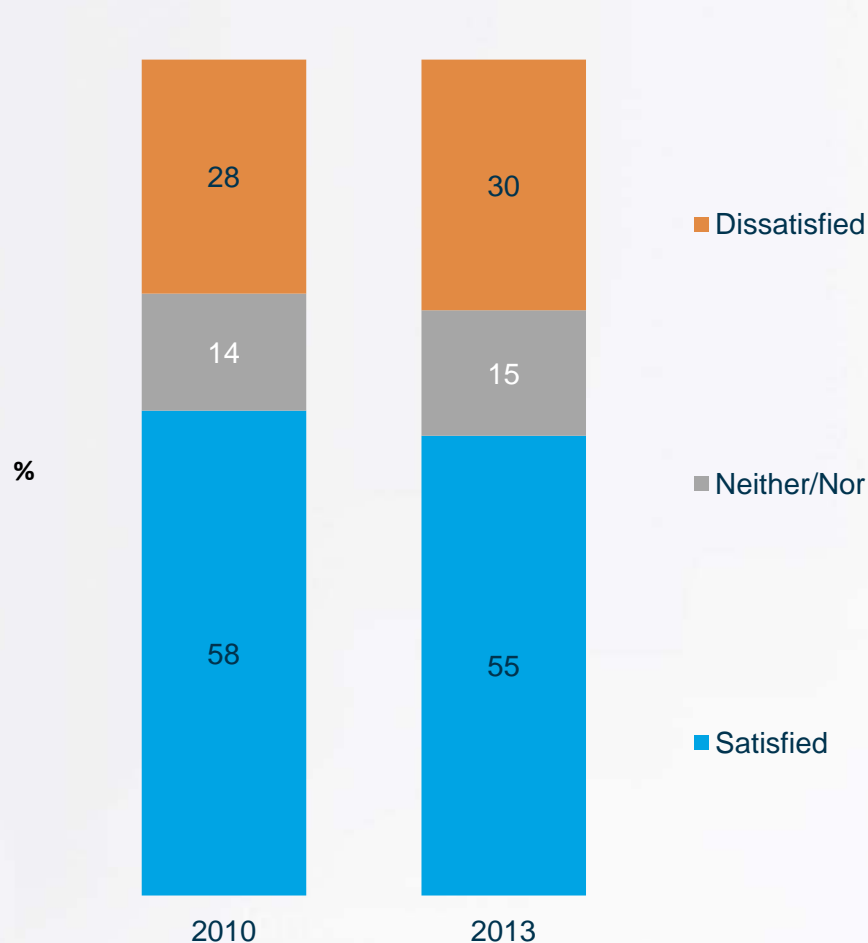


	Unsatisfied Respondents (n=32) %
It needs refurbishment/looks old and tired	41
The general maintenance is poor / its dirty	33
The tiles are filthy	22
The downstairs / change room facilities are very old	17
Entry is too expensive	9
There isn't enough parking there/it is expensive	3
Other	13

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 Residential respondents (n=400)
Residential Pool users (n=143)

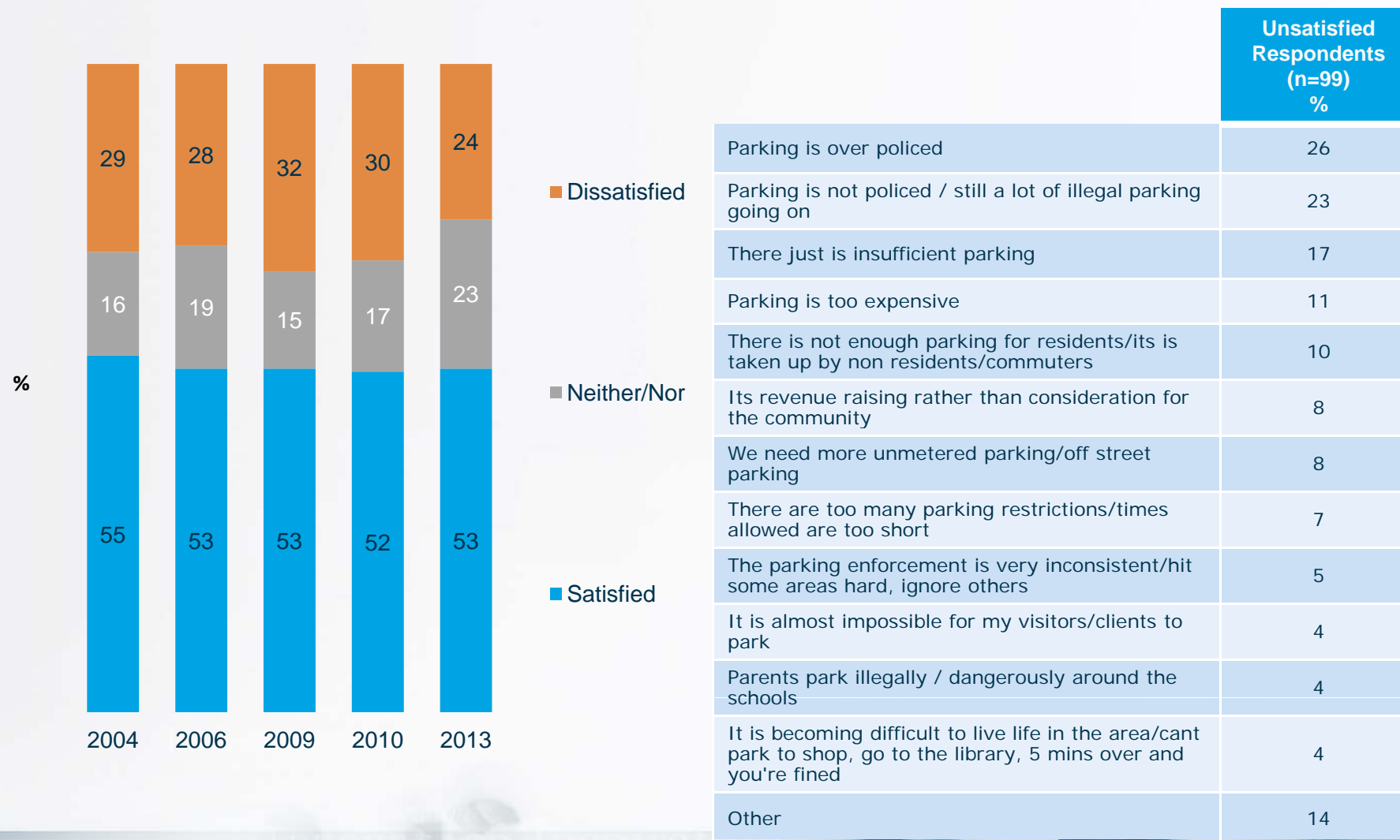
Reasons for Dissatisfaction - *Pedestrian and cycle paths*



	Unsatisfied Respondents (n=128) %
There are not enough cycle paths	40
The cyclists disobey road rules / behave badly / think they always have priority	14
Footpaths are cracked / uneven / pose a trip hazard	11
There needs to be better separation between bikes, pedestrians and cars	9
Many of the cycle paths are dangerous	8
The cycle ways are under used / waste of money / and space	7
I haven't really seen any cycle paths / maybe they aren't indicated very well	7
I just think more could be done there	6
There's not enough pedestrian paths	5
The cycle paths don't join up / are not continuous	5
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?

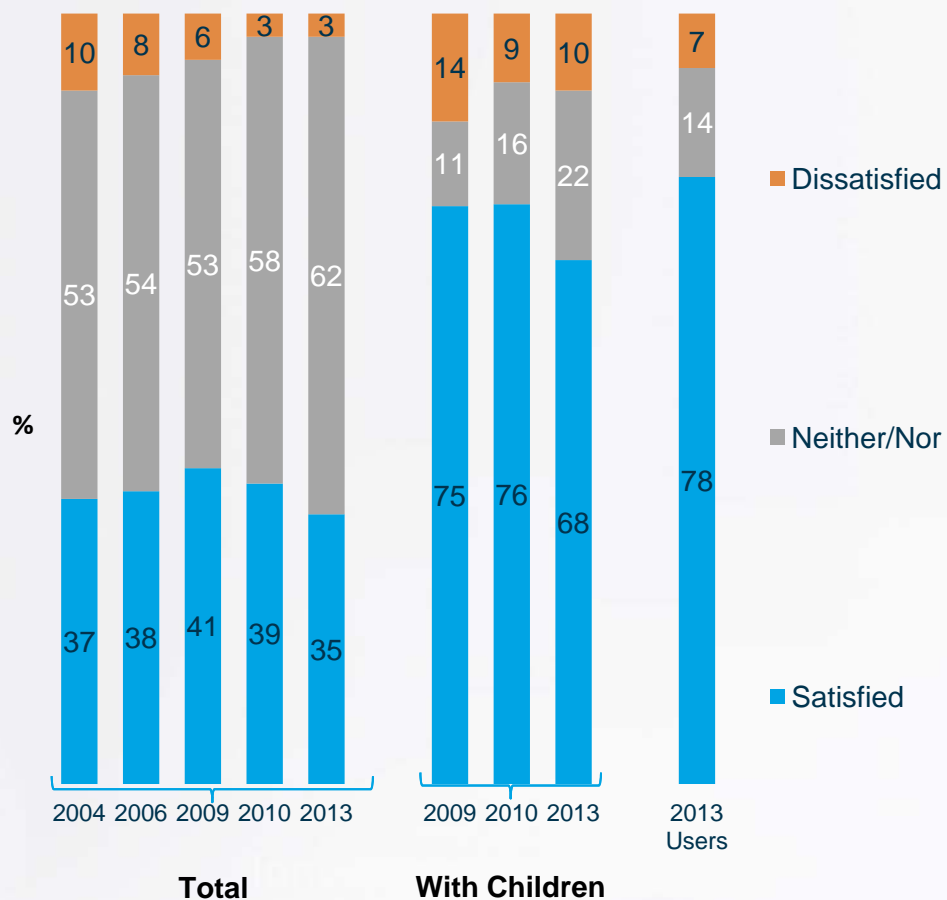
Reasons for Dissatisfaction - *Policing of parking*



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 Residential respondents (n=400)

Reasons for Dissatisfaction - *Children's services*



	Unsatisfied Respondents (n=11) %
There are not enough child care places/facilities/ they have shut down	56
The children's facilities are rundown/unclean	12
There is a lack of facilities/under resourced	12
More parks with play equipment are needed / adventure playgrounds	12
There aren't enough parks	12
Childcare is very expensive	7
There are not enough children's services	7
Other	23
Don't know	19

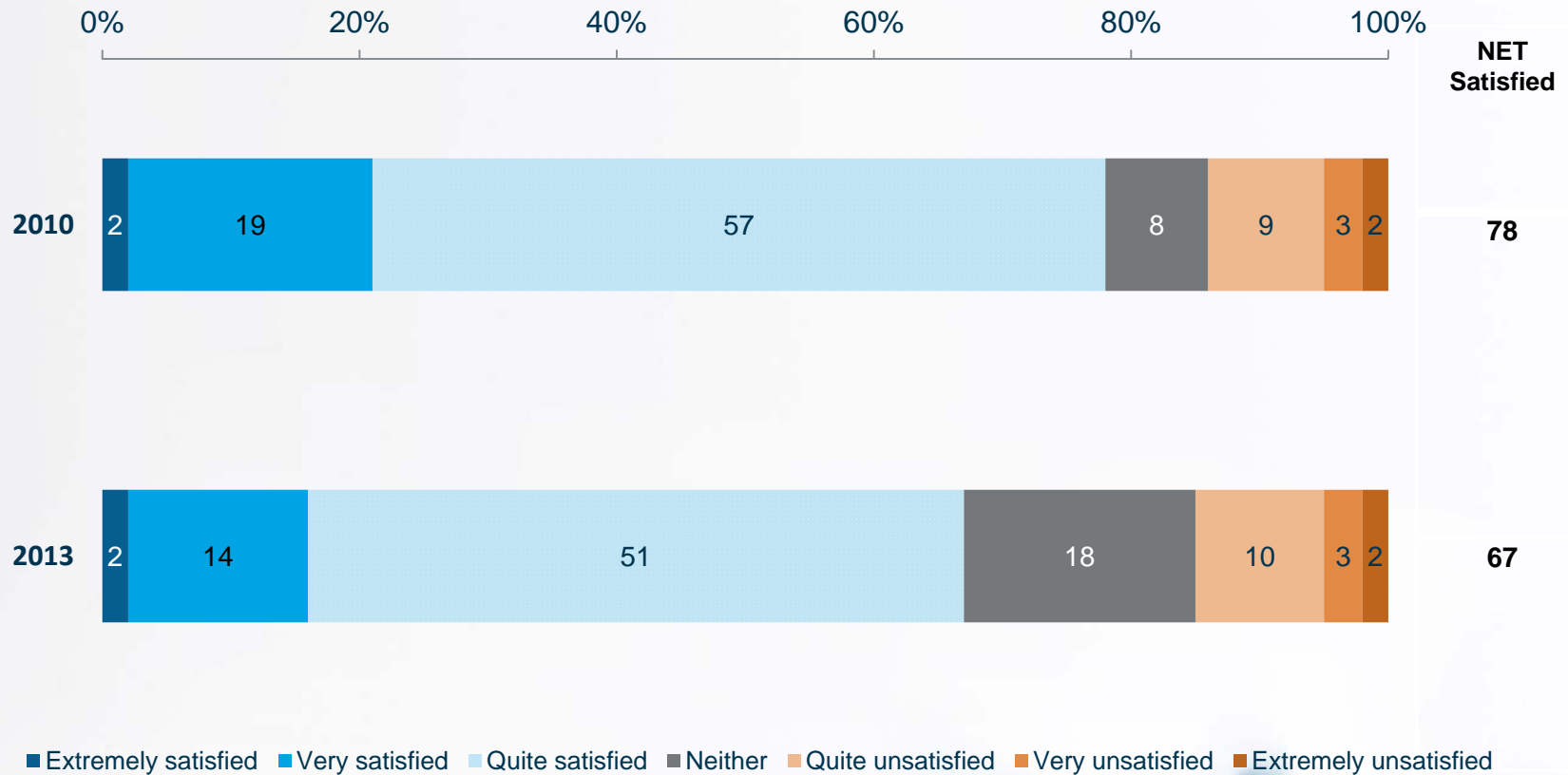
Q3. I am now going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.
Q4. What particular aspects of ... do you find unsatisfactory?

Base: All Residential respondents (n=400)
Residential children's services users (n=66)

Residential Component

Council Communication and Engagement

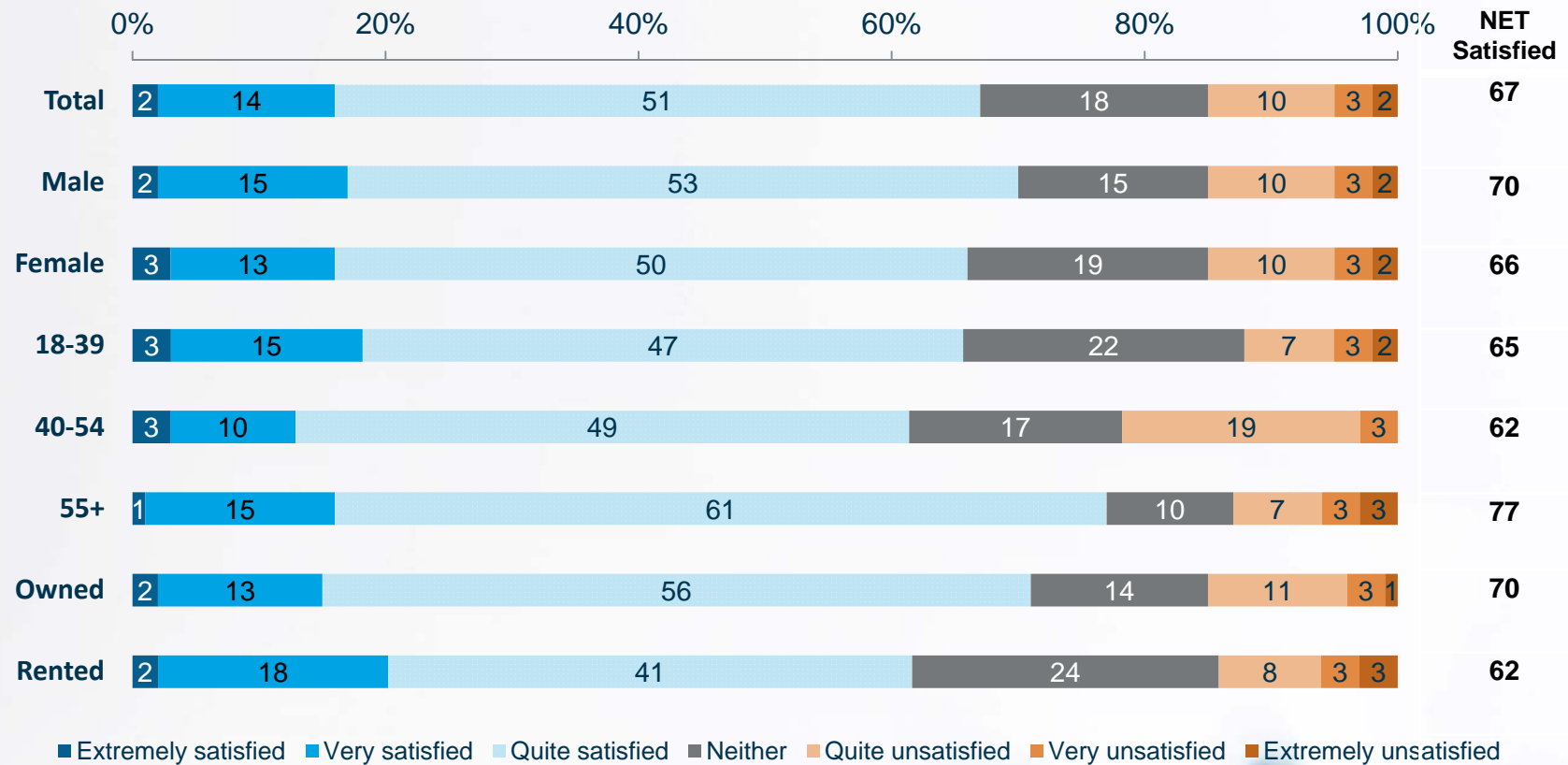
Satisfaction with Current Council Communications



Q9b. 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



Q9b. 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)

Preferred Sources of Information 2013 *by Key Segments*

	Total Residential Respondents (n=400)	18-39 (n=150)	40-54 (n=115)	55+ (n=135)
Preferred Sources of Information (%)				
Council website	34	42	34	21
Mosman Daily	19	17	15	27
Council newsletters	19	15	24	23
Brochures/leaflets	9	8	7	11
E-newsletters	8	9	9	4
Email	4	2	8	3
Notifications by SMS	1	1	1	-
Neighbours / Word of Mouth	1	1	-	1
Local Newspapers NFI*	1	-	1	3
Speak to councillors	1	-	1	4
Community notice boards	-	-	-	1
Other	3	4	5	1

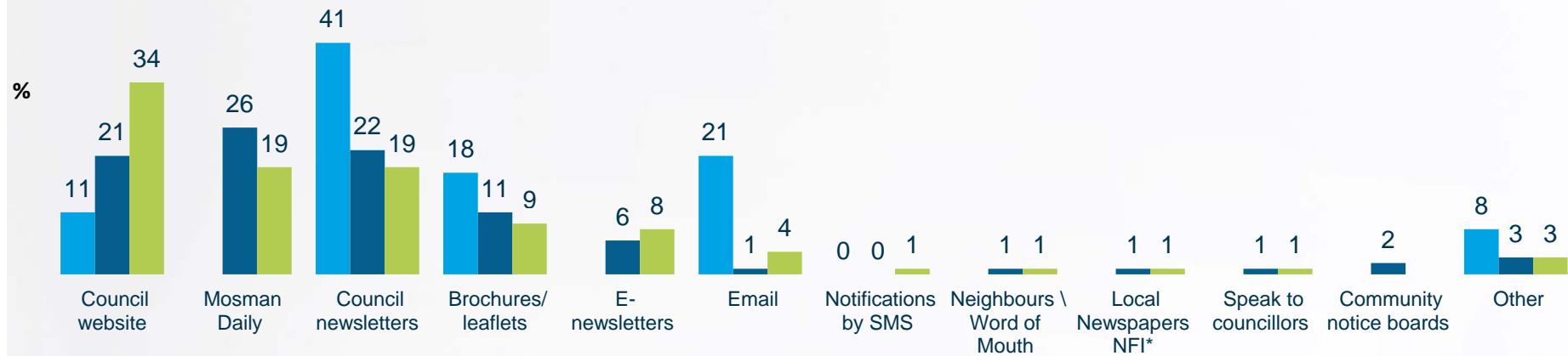
Q9a. What is your preferred source of information relating to what North Sydney Council does? **SR**

Base: All Residential respondents (n=400)

*NFI: No further information

Preferred Sources of Information *Over Time*

■ 2009 ■ 2010 ■ 2013

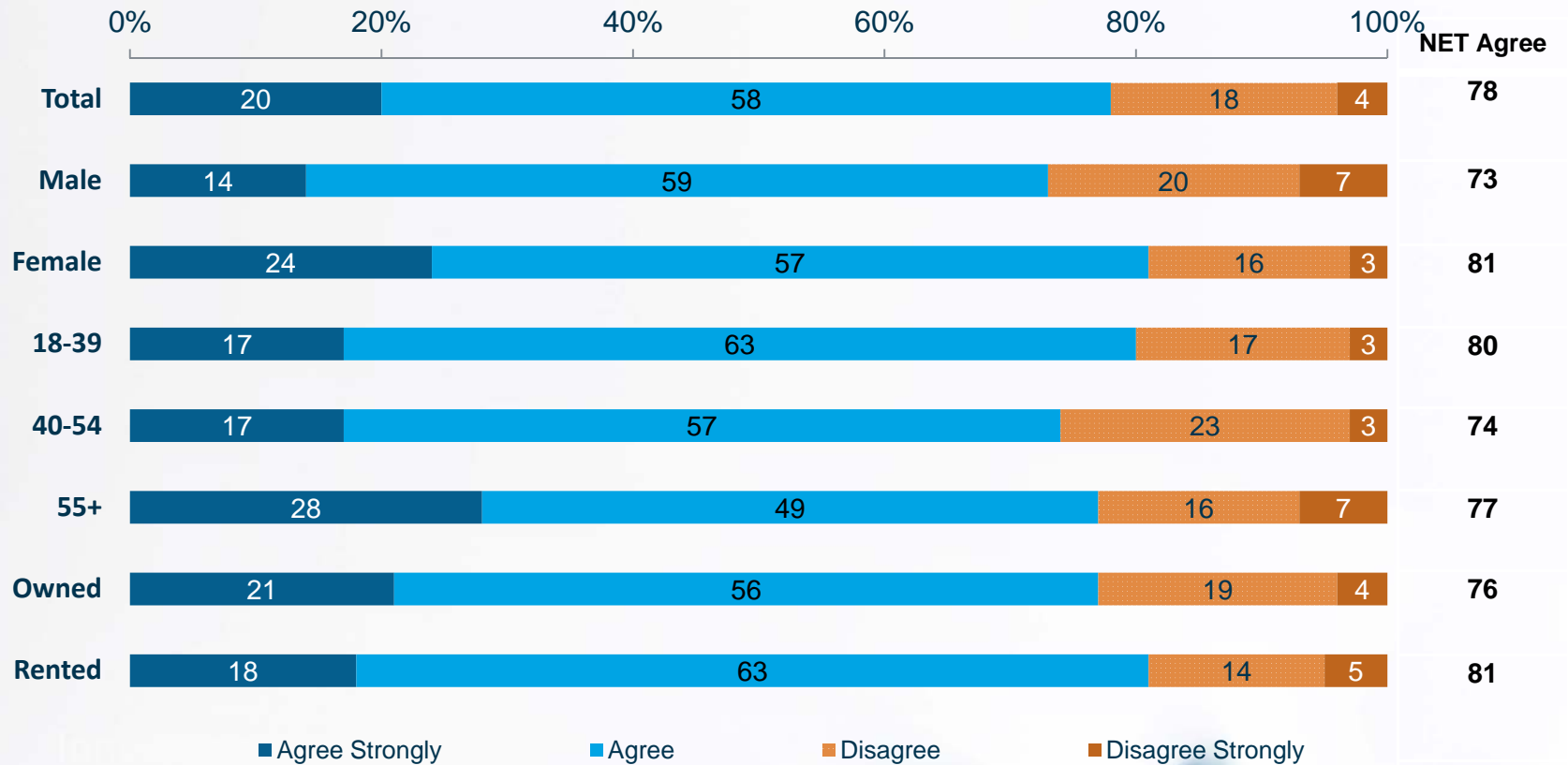


Q9a. What is your preferred source of information relating to what North Sydney Council does? **SR**

Base: All Residential respondents (n=400)

*NFI: No further information

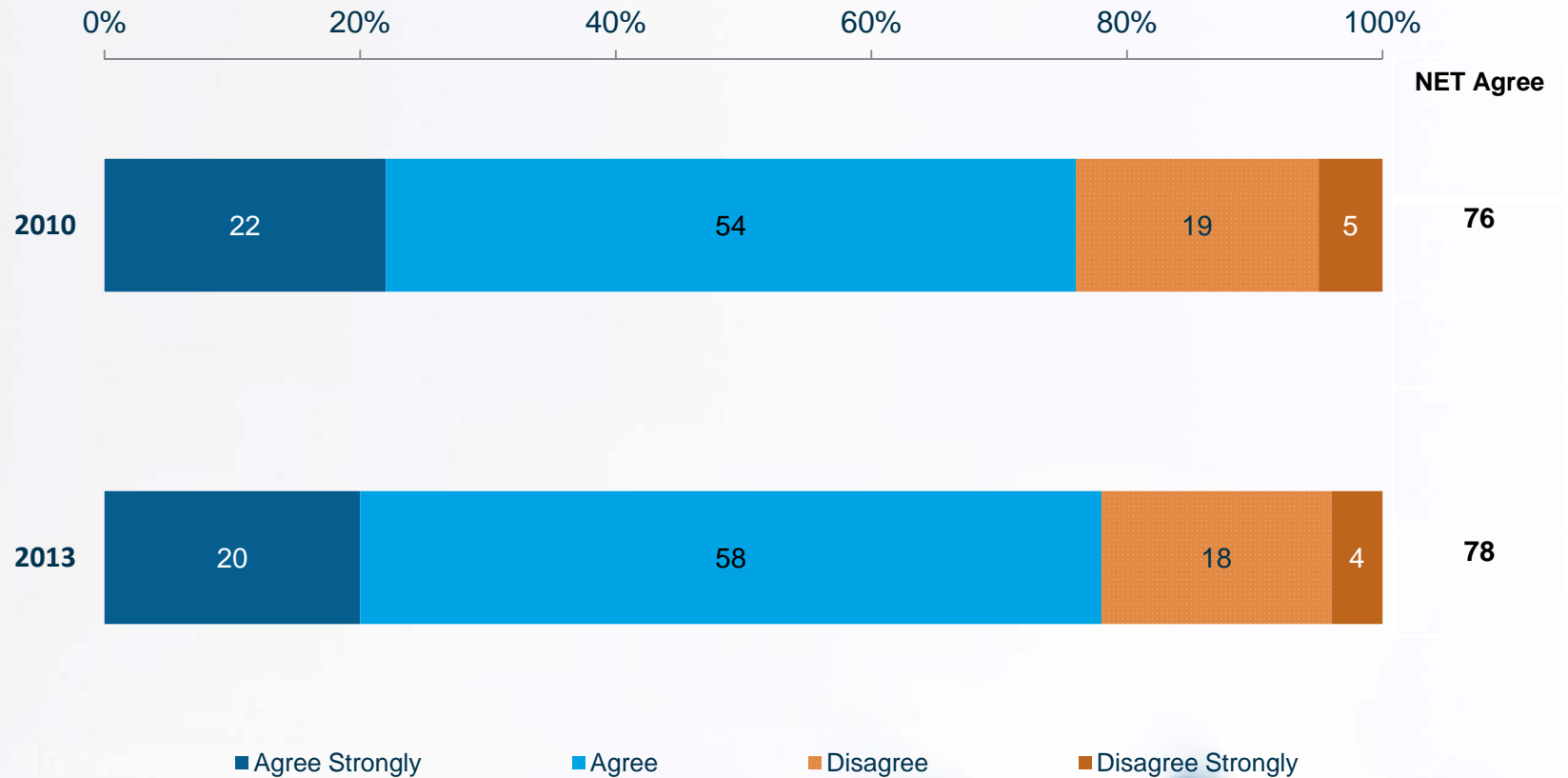
Perceived Sense of Community 2013



Q8. Do you agree or disagree that North Sydney as a whole has a strong sense of community?

Base: All Residential respondents (n=400)

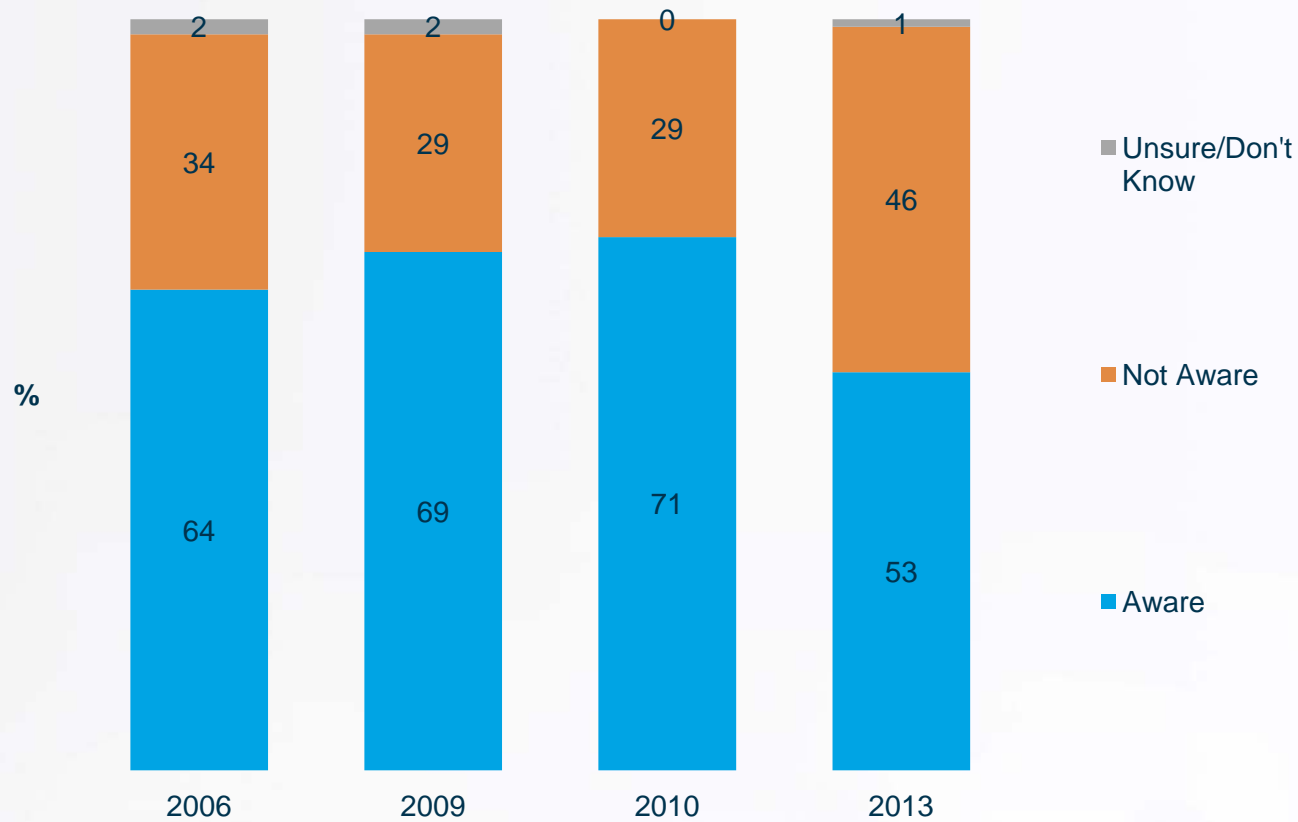
Perceived Sense of Community Over Time



Q8. Do you agree or disagree that North Sydney as a whole has a strong sense of community?

Base: All Residential respondents (n=400)

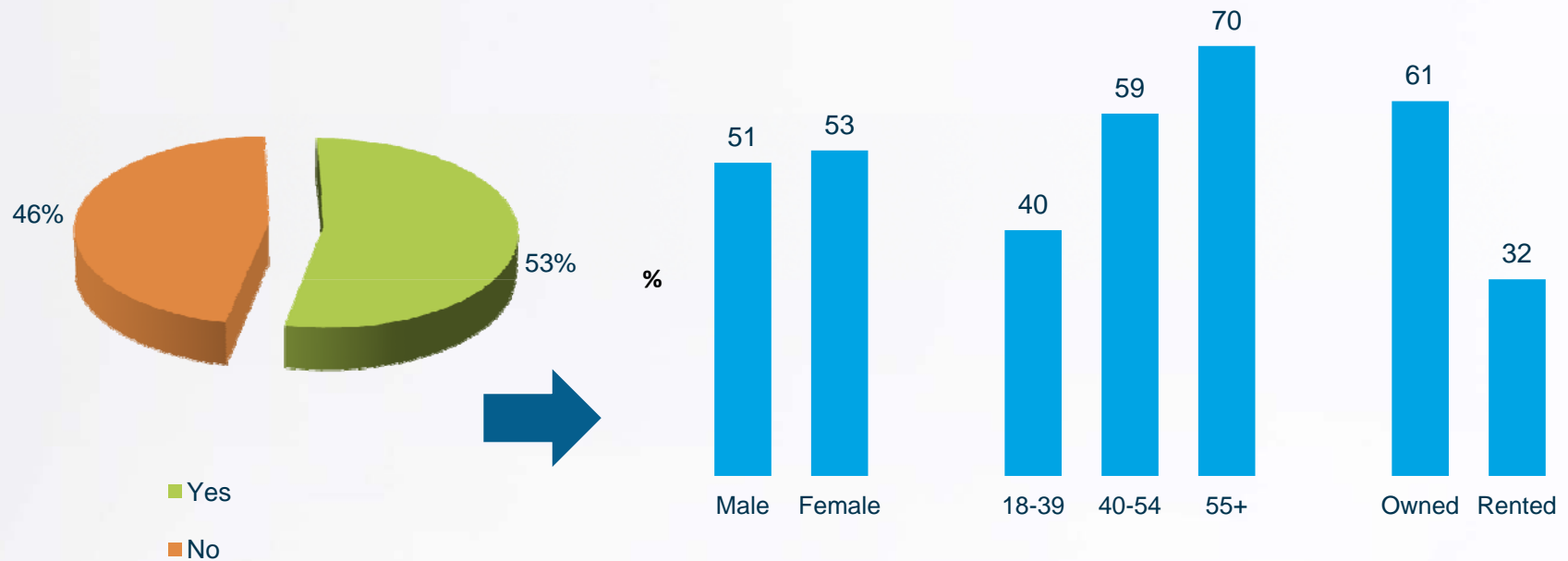
Awareness of 'Precinct Committees' Over Time



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 Residential respondents (n=400)

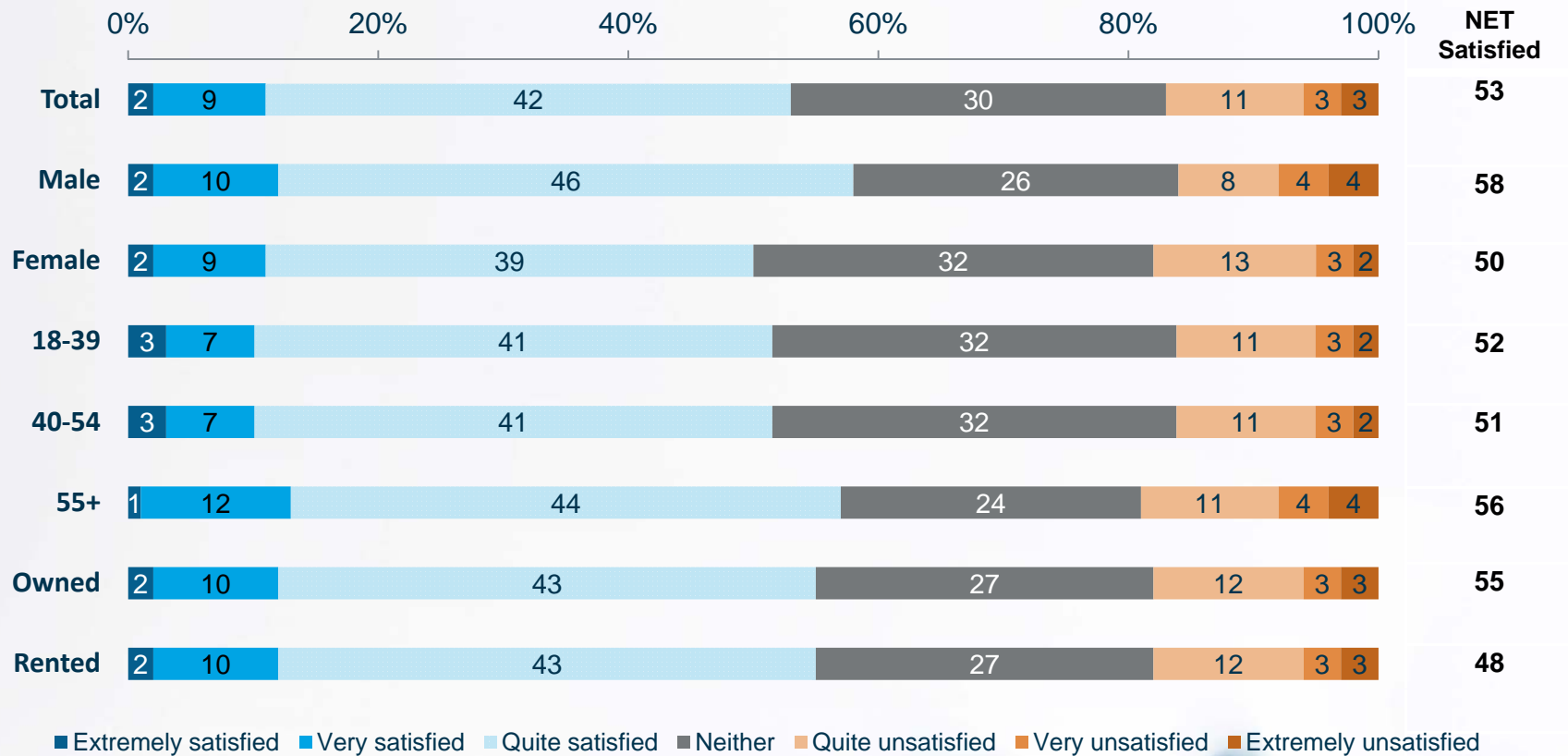
Awareness of 'Precinct Committees' 2013



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 Residential respondents (n=400)

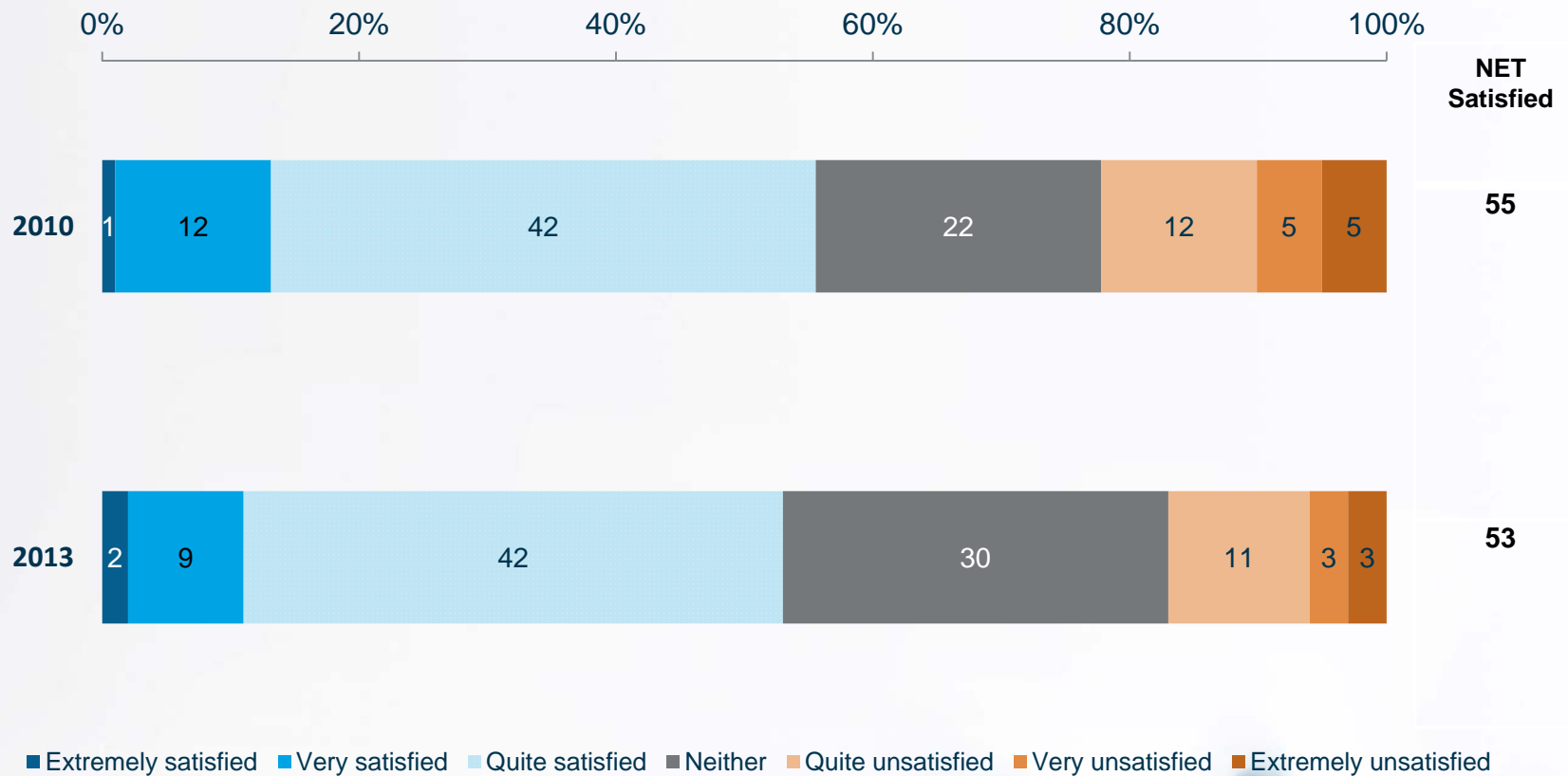
Satisfaction with Current Council Engagement



Q10. 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*



Q10. 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)

Residential Component *Events and Services for Young Adults (18 to 39 years)*

Unprompted Suggestions for Local Services and Events

Young Adults
ages 18-39
(n=150)

Unprompted Suggestions for Local Services and Events (%)	
Food fair / markets	22
Music events	11
Family orientated events	11
More events around the harbour	7
Just the regular services well run	5
Courses / seminars etc.	3
Better promotion / info on what is on	2
Theatre	1
Better parking	1
Other	24
Don't know	23
None	16

Q12. North Sydney Council is reviewing their mix of services and events, and want to ensure that young adults like you are being considered and catered for. What services or events would you like Council to offer?

Base: All young adult respondents ages 18-39 (n=150)

Selected Verbatims

“The **new bar** in Kirribilli is a **good start** there's probably room for more things like that.”

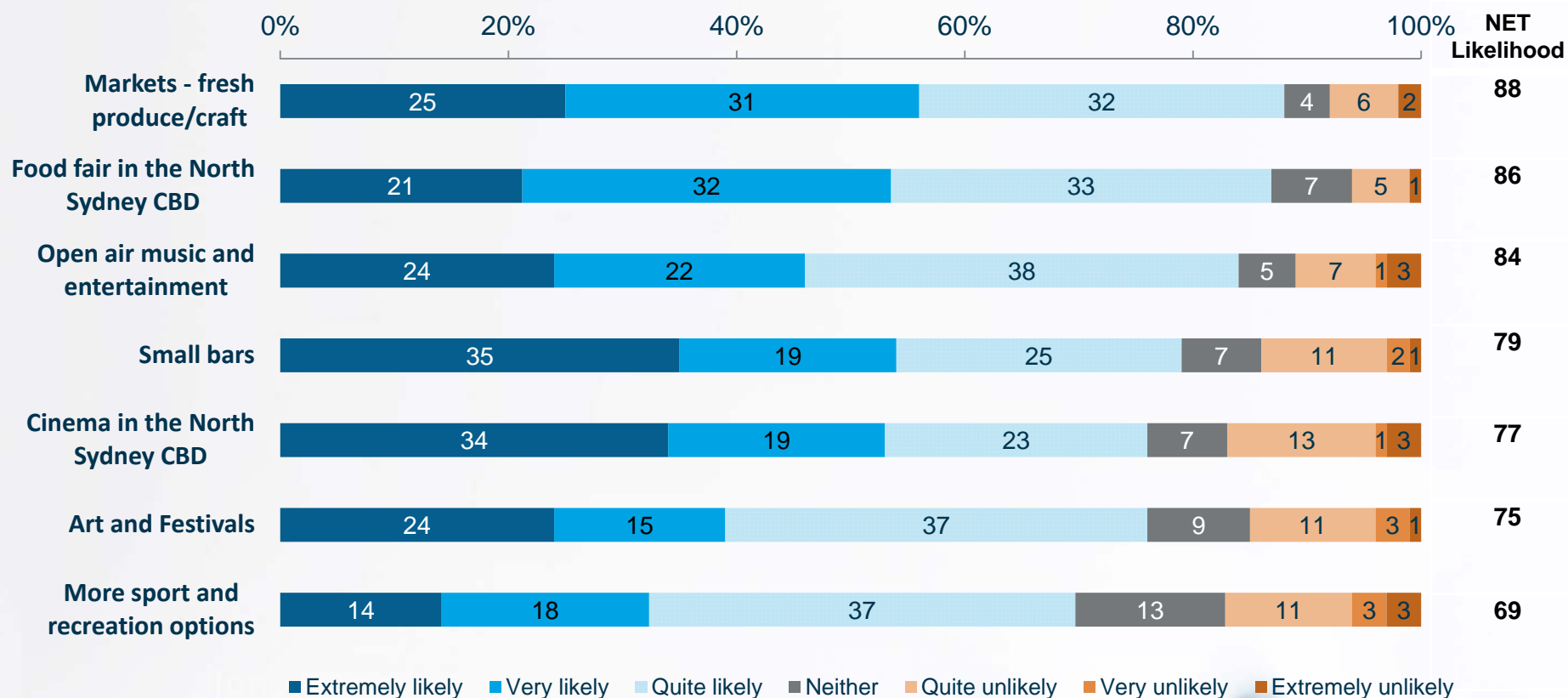
“**Activities** that are **family friendly -as long as we know that they're happening**, like markets, music events, food festivals, those sort of things that the whole family can go to.”

“**More knowledge on events / food fairs.** These are significantly under advertised.”

“An **art gallery/space** offering exhibitions classes etc. for all ages more community events, more restaurants or small bars in CBD to **attract people at night and weekends** -other events/attractions to **get people into the CBD.**”

“More of a **cafe atmosphere** and less trouble coming from local pubs and bars.”

Likelihood to Interact with Proposed Local Services and Events



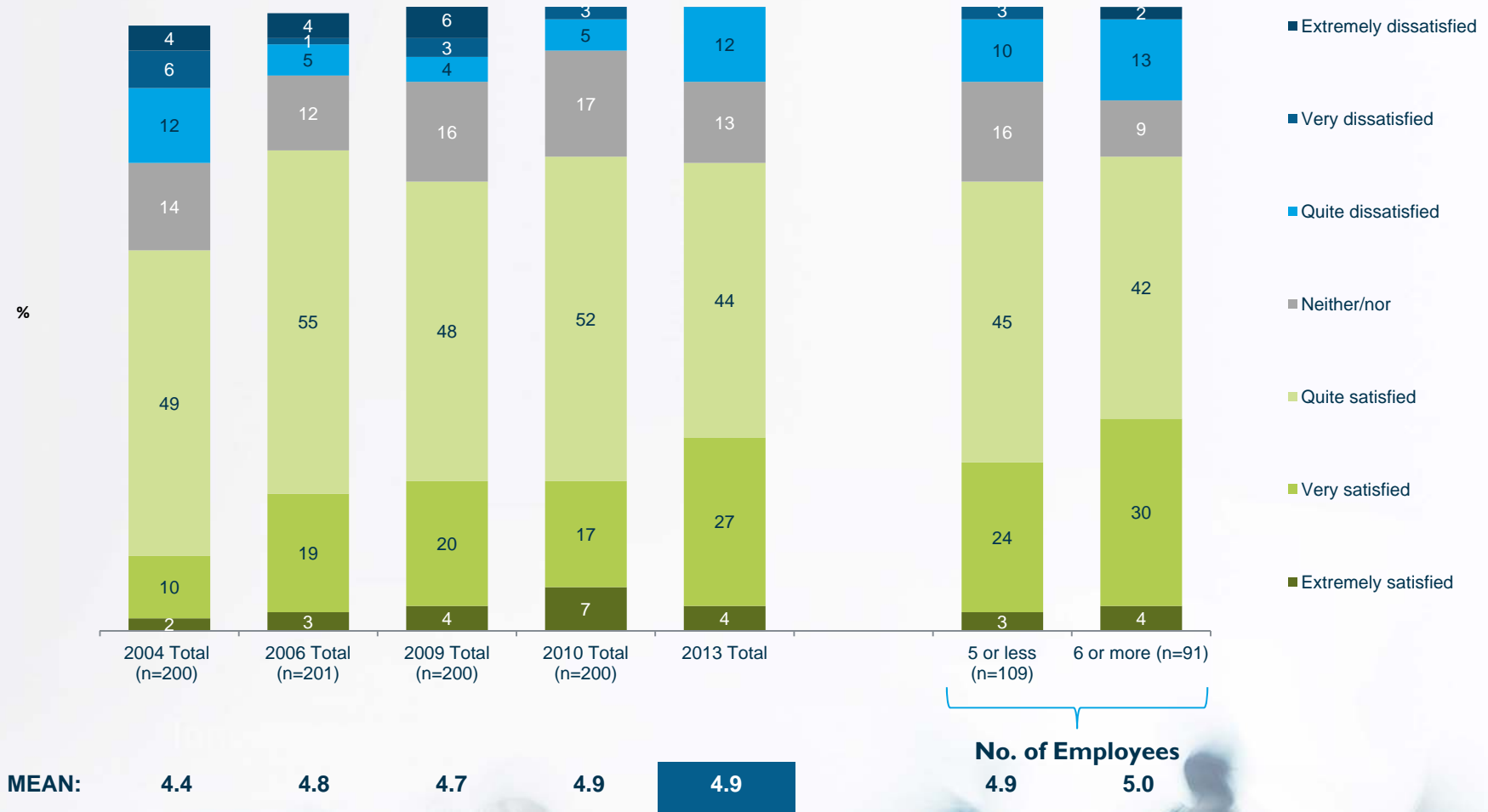
Q13. Council is considering a number of services and events specifically targeted at young adults. I'll read these out to you now, and for each, can you please tell me how likely you would be to interact with the service or event, Firstly...

Base: All young adult respondents ages 18-39 (n=150)

Business Component

Business Component *Satisfaction with Council*

Overall Satisfaction with North Sydney 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 Business respondents (n=200)

Relative Importance of Key Service Areas

Change in
Relative Ranking
from 2010



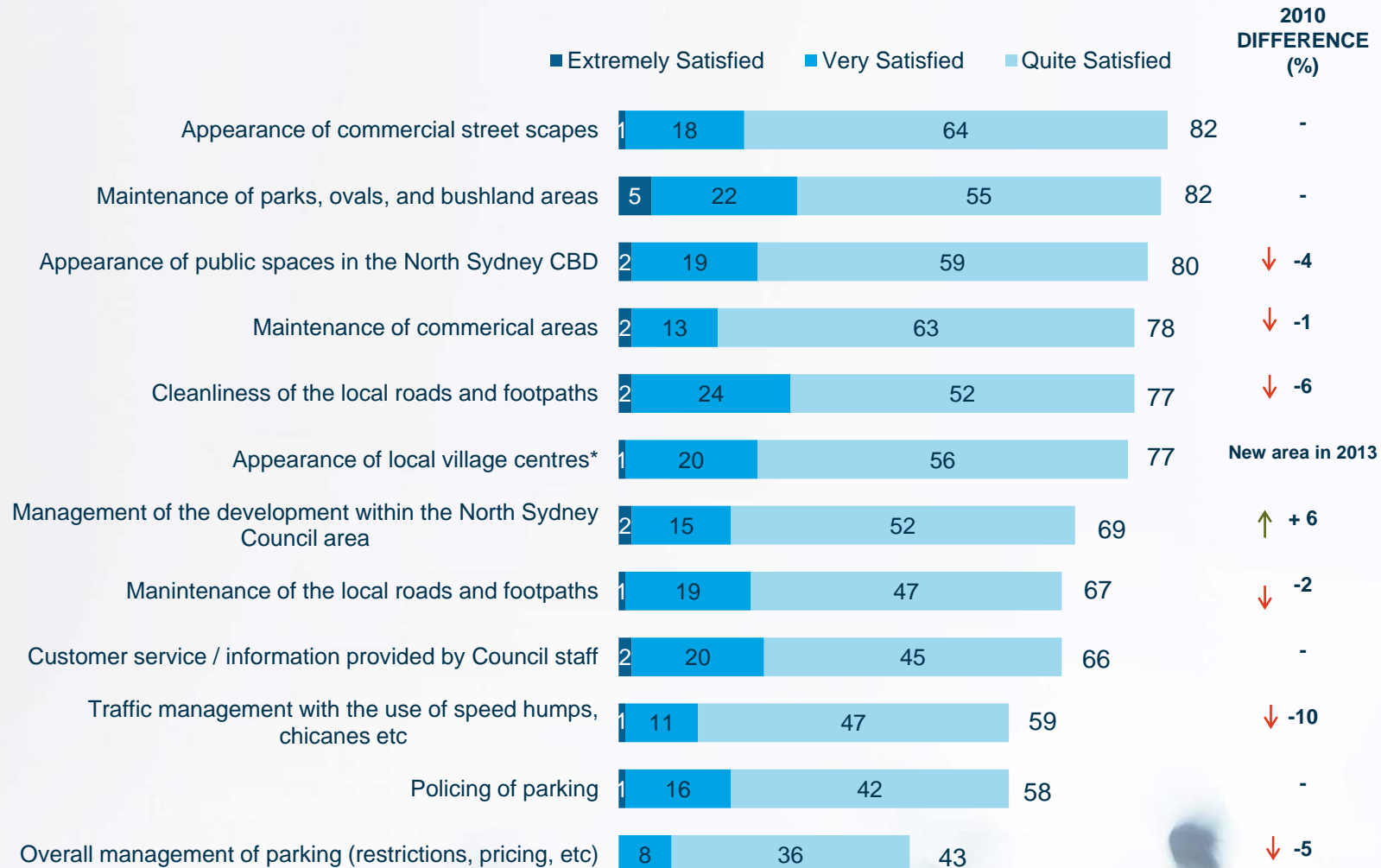
Q2. Each year North Sydney Council needs to decide where they should allocate their funds. For example, they need to decide how much they should spend on up-grading and maintaining local parks or providing community support programs and so on. I am now going to read out, in pairs, some of the areas they 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 Business respondents (n=200)

*New code in 2013

[^]Changed from 'Maintaining' to 'Improving' in 2013

Satisfaction in Relation to Key Service Areas - *Positive*

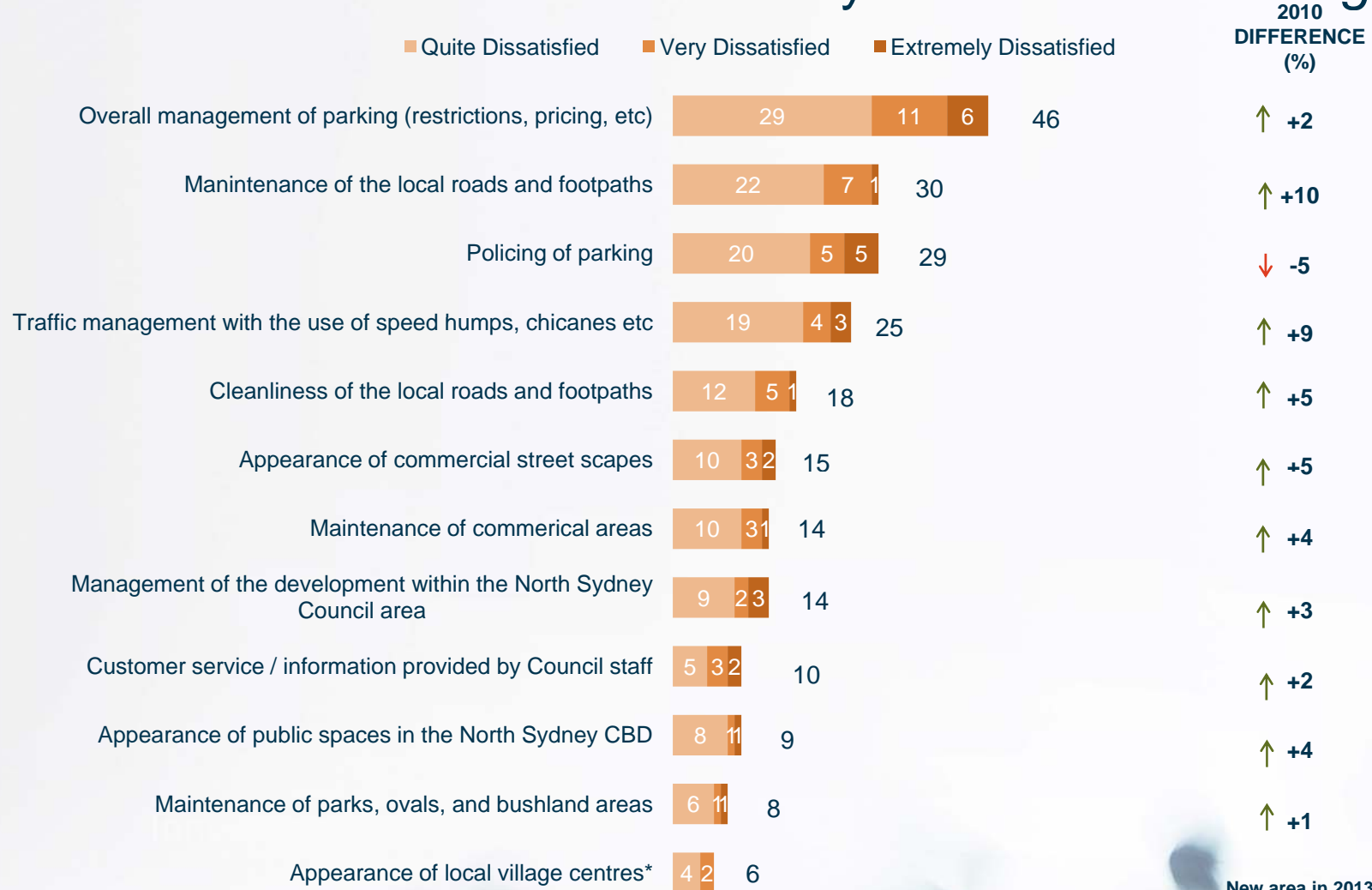


Q3. I am now going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.

Base: All Business respondents (n=200)

*New code in 2013

Satisfaction in Relation to Key Service Areas - *Negative*



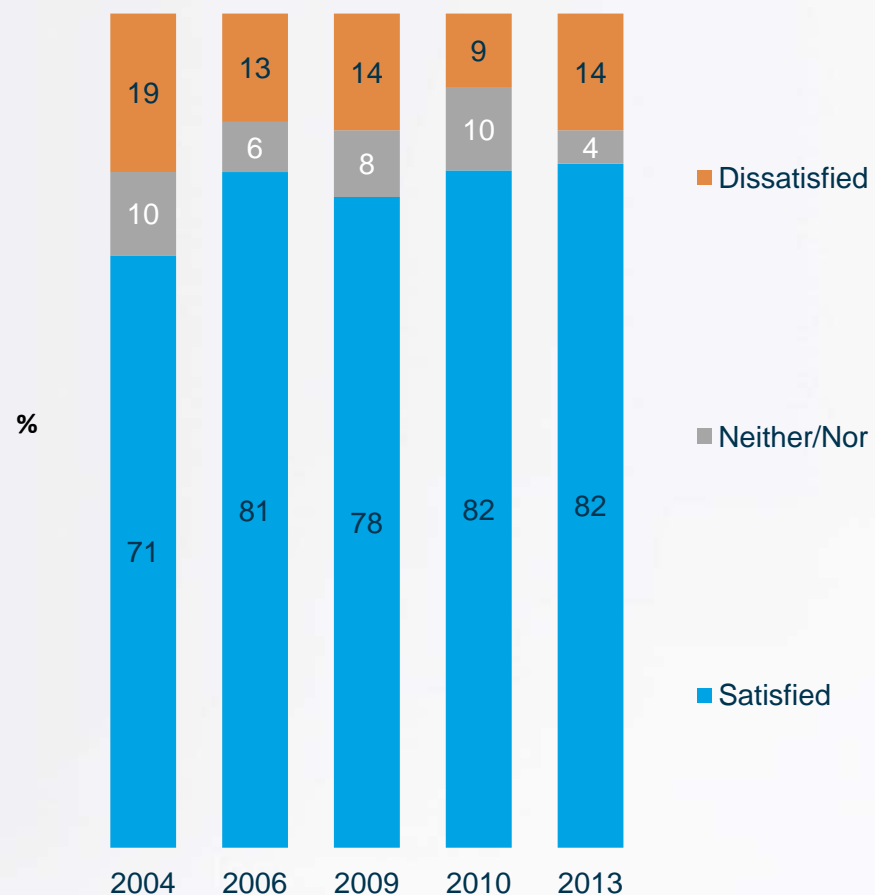
New area in 2013

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)

*New code in 2013

Reasons for Dissatisfaction - *Appearance of commercial streetscapes*

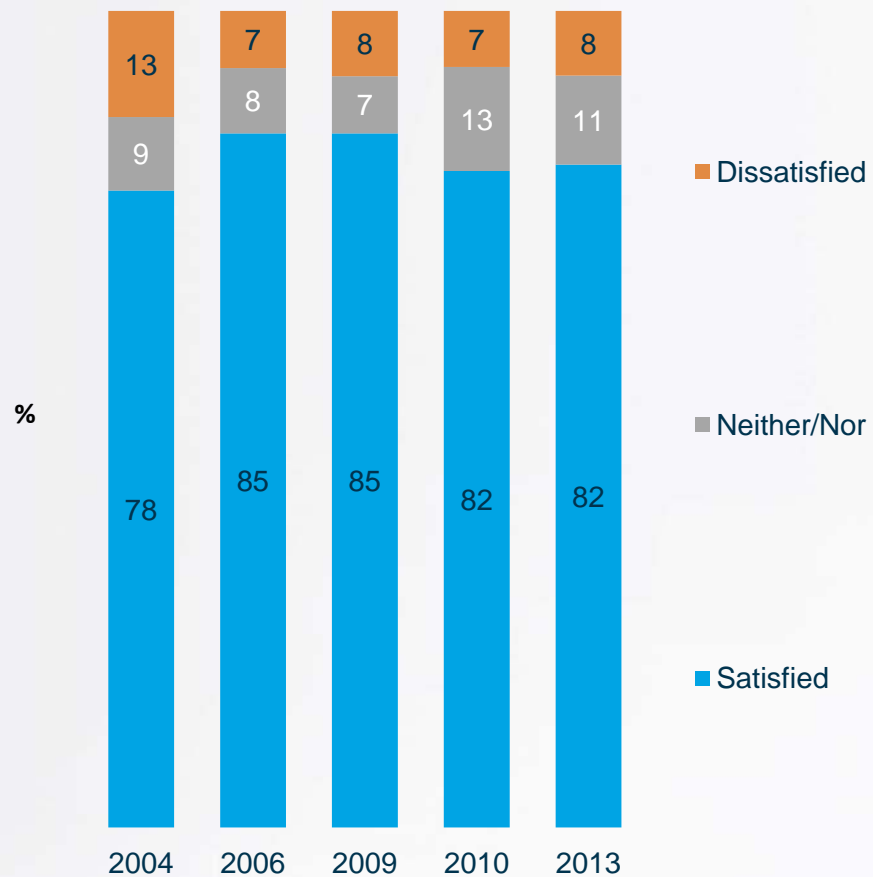


	Unsatisfied Respondents (n=28) %
The areas are unattractive/tatty	25
It just could be improved	21
These areas are not clean/are littered/have graffiti / need more cleaning	11
There isn't enough greenery in these areas / need trees/plants	11
The trees that are there are unsuitable for the area / drop leaves / pull up footpaths	11
Work needs to be done on these areas/a little investment/effort	7
A lot of buildings are looking old / run down	7
Other	14

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 - *Maintenance of parks, ovals and local bushland areas*



	Unsatisfied Respondents (n=16) %
These areas are not maintained properly/more is needed	50
They are/it is very dirty/there is rubbish lying around	13
There's not enough parks/green spaces	6
Other	44
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: All Business respondents (n=200)

Reasons for Dissatisfaction - Appearance of public spaces within North Sydney CBD

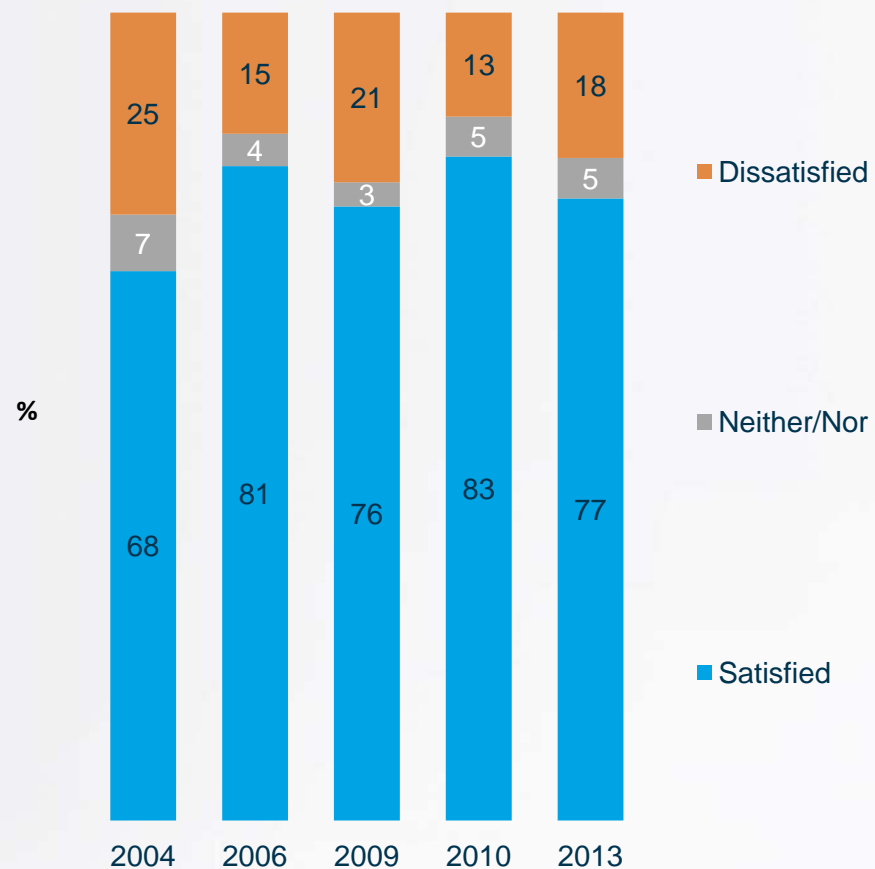


	Unsatisfied Respondents (n=17) %
These areas are boring/ugly / not aesthetic	35
The area is tired / not vibrant / no life	35
There are not enough green spaces	24
They are/it is very dirty/there is rubbish lying around	18
Street collectors / hawkers should be banned	12
Other	6
Don't know	6

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: All Business respondents (n=200)

Reasons for Dissatisfaction - *Cleanliness of local roads and footpaths*



	Unsatisfied Respondents (n=36) %
They are/it is very dirty/there is rubbish lying around	42
The roads and footpaths are not maintained properly/more is needed	28
There are no public garbage bins / nowhere to put rubbish	19
Footpaths/surfaces are cracked/broken up/uneven	6
Street sweeping/cleaning is not carried out / not frequently enough	6
Other	25

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 - *Maintenance of commercial areas*

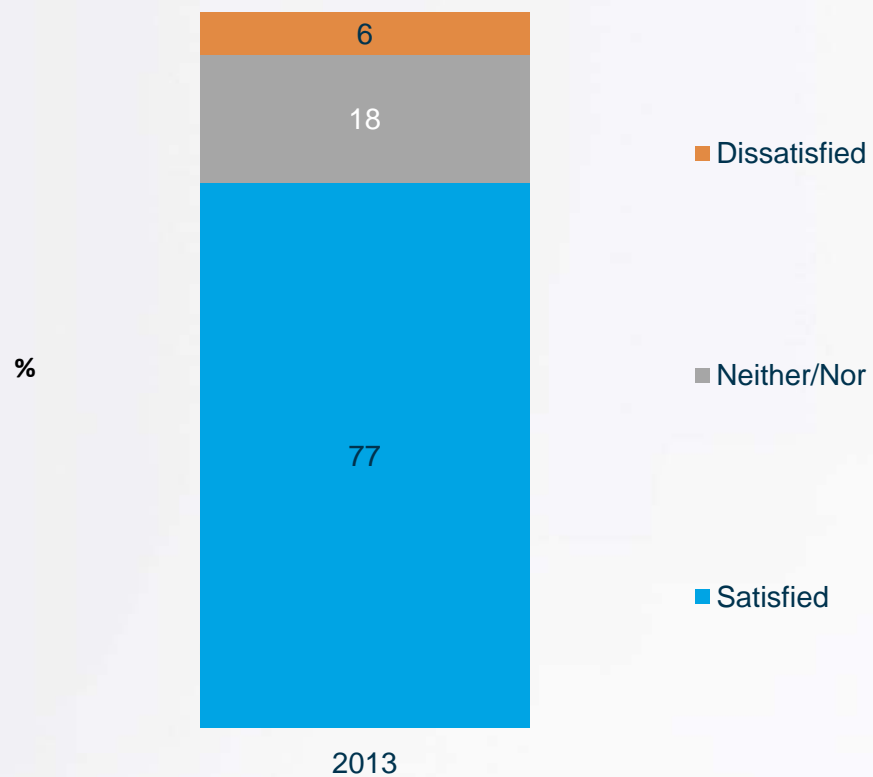


	Unsatisfied Respondents (n=28) %
These areas are not clean/are littered / need more cleaning	36
Work needs to be done on these areas/a little investment/effort	25
The areas are unattractive/tatty	14
The footpaths are uneven and broken up	11
There needs to be some design/coordination/planning of development	4
The areas are not pedestrian friendly	4
Other	14
Don't know	7

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 - *Appearance of local village centres**



	Unsatisfied Respondents (n=11) %
The area needs attention / improvement	45
Do some maintenance / e.g. water the trees / stop leaving mess behind when something has been worked on	18
Other	36

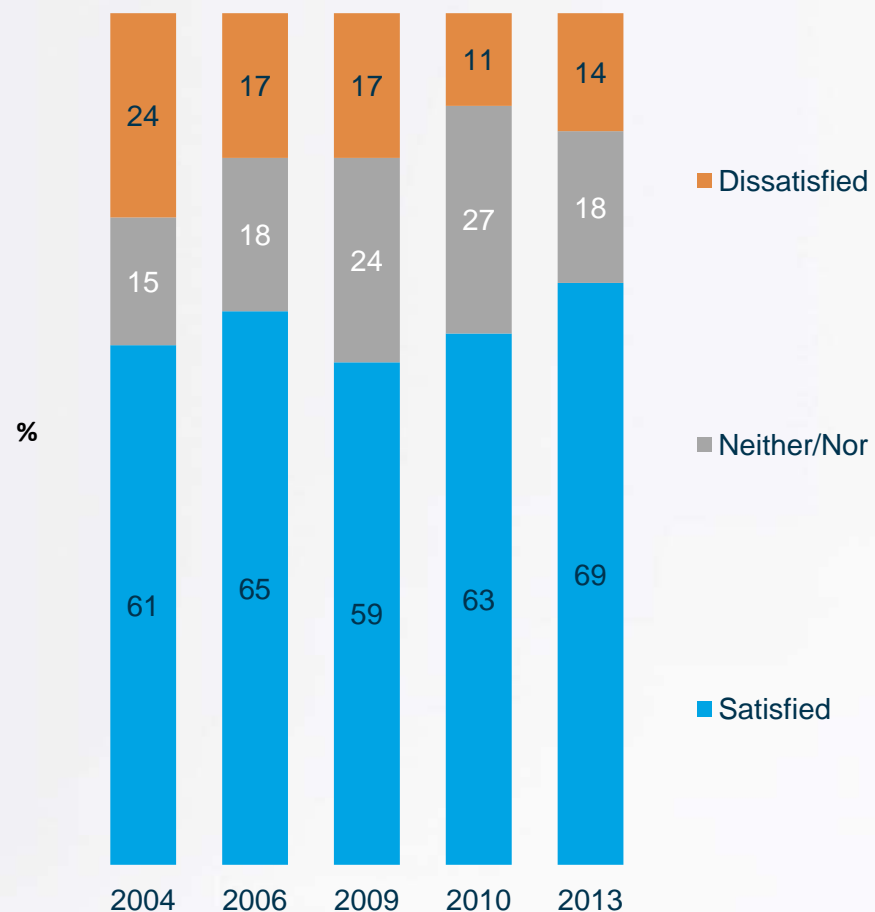
Q3. I am now going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.

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

Base: All Business respondents (n=200)

*New code in 2013

Reasons for Dissatisfaction - *Management of development within North Sydney LGA*

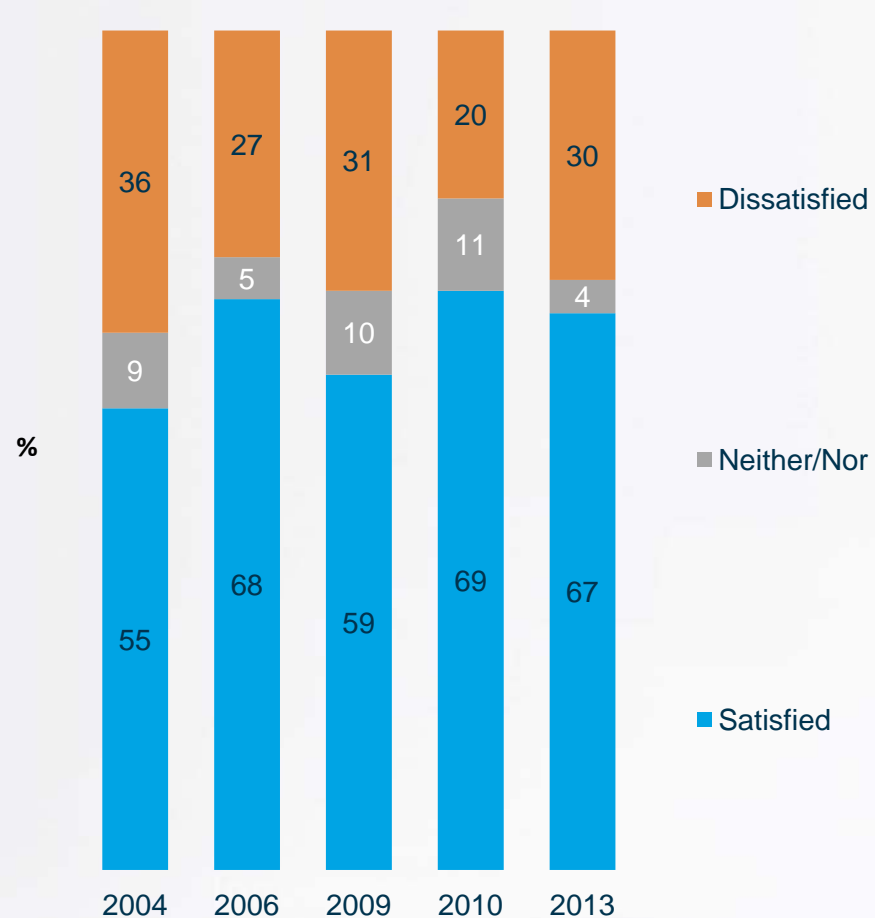


	Unsatisfied Respondents (n=27) %
There is hardly any development going on at all / they don't support new development	19
The time frame for Development Applications is ridiculous	15
All the construction going on is noisy / dusty / disruptive	15
A lot more management needs to be done / control / maintenance	11
More communication / feedback is needed / on what can and cant be done	11
There are any building developments which are unsightly	7
Council needs to take stronger action to ensure compliance	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 - *Maintenance of the local roads and footpaths*

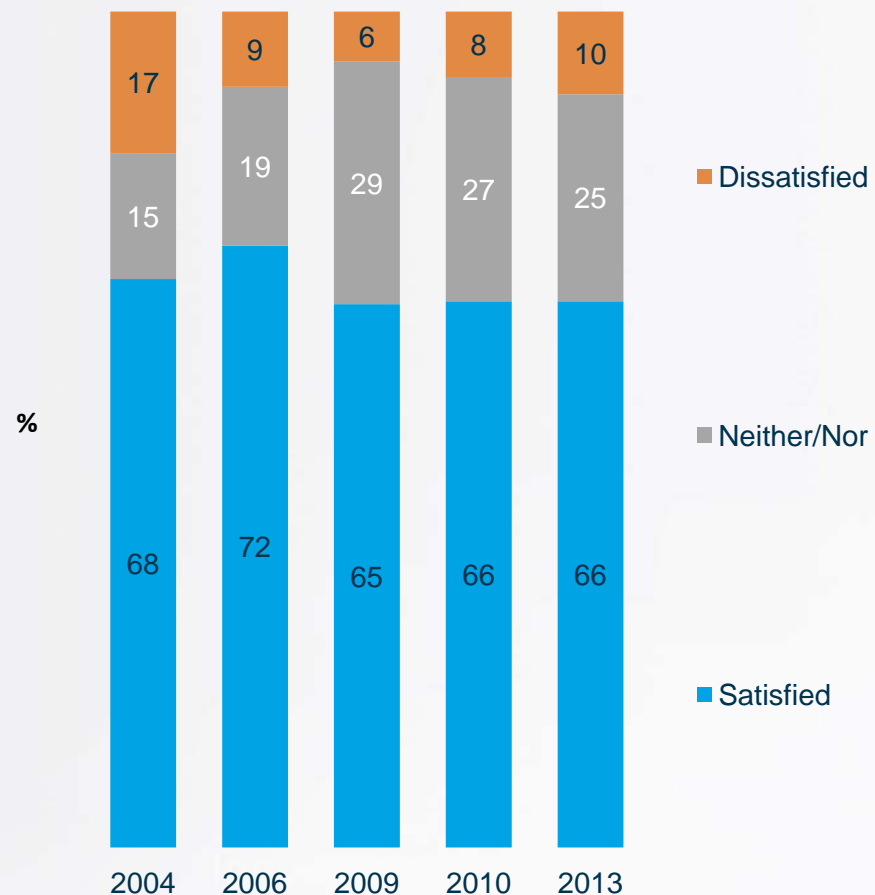


	Unsatisfied Respondents (n=59) %
Footpaths/surfaces are cracked/broken up/uneven/ people are falling over	27
The roads and footpaths are not maintained properly/more is needed	25
There are many potholes / roads are very bumpy	15
They are/it is very dirty/there is rubbish lying around	10
The roads are just patched ever fixed properly	10
They seem to be constantly digging roads / footpaths up	8
They take far too long to fix any pot holes and cracks	7
There isn't enough parking / not enough area allocated for parking	5
I don't like the sandstone being used / it wont wear well	3
Other	15

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 Council*

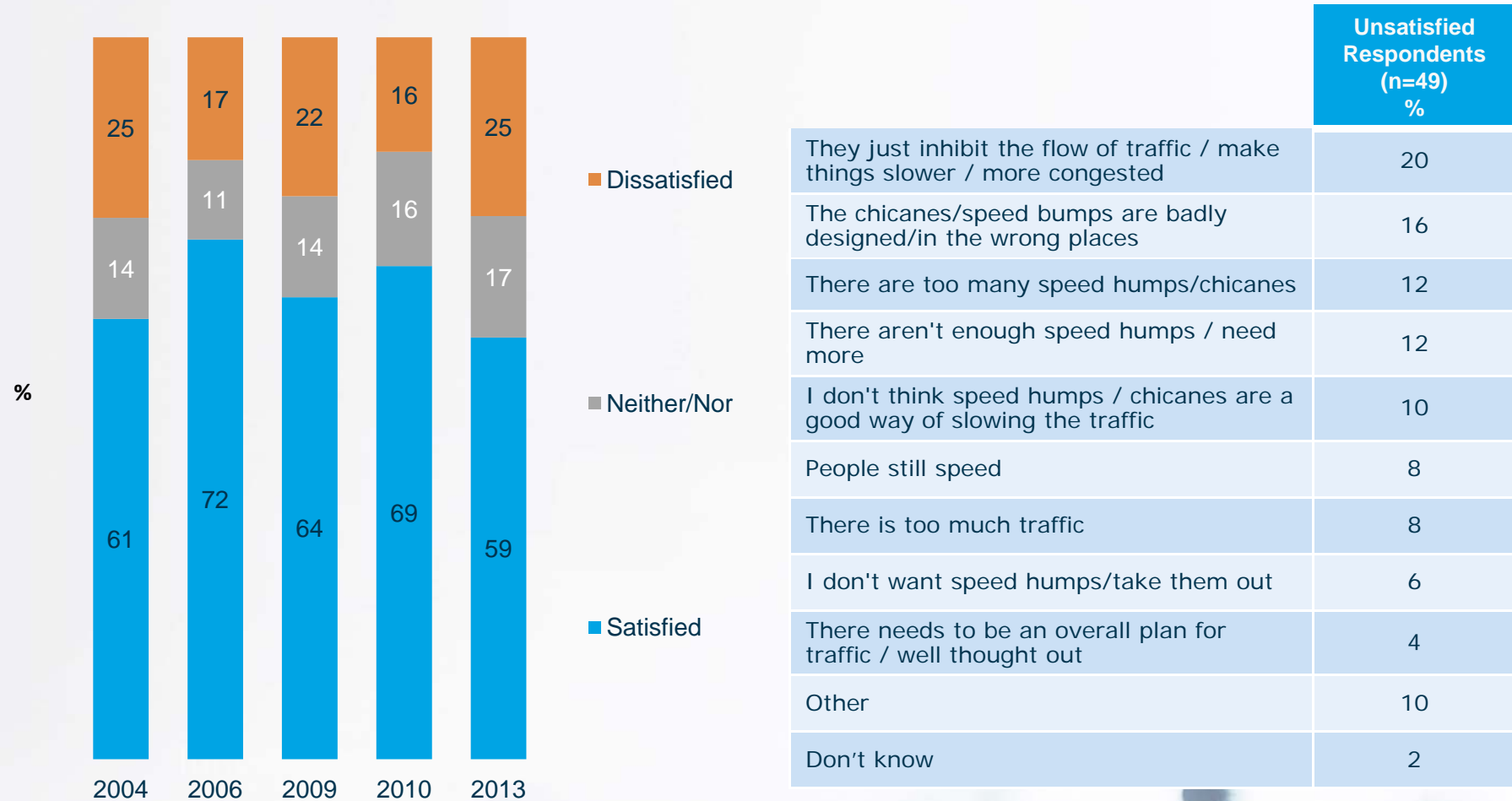


	Unsatisfied Respondents (n=19) %
Not enough information is given/they don't give you all the info you need	32
When you call, the person who could answer your query isn't available / their phone hours are restricted	21
They are very slow in getting to you / doing anything	11
You don't get any response / they don't call / email you back	11
They are unhelpful / rude / bullies	5
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: All Business respondents (n=200)

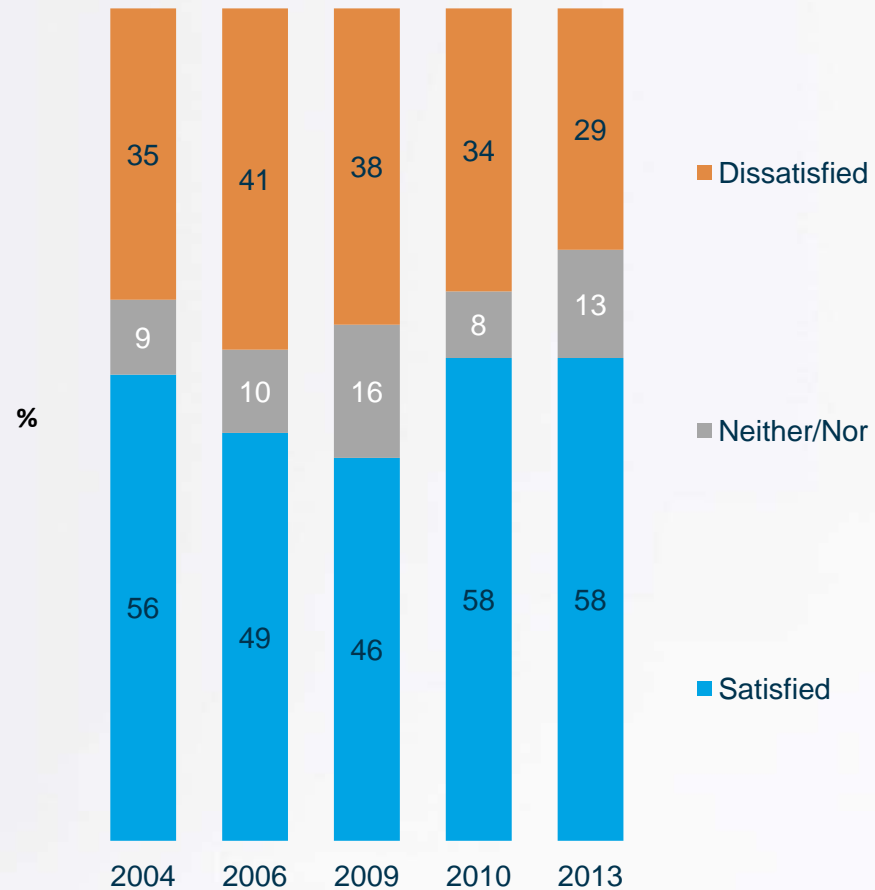
Reasons for Dissatisfaction - *Traffic management*



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



	Unsatisfied Respondents (n=58) %
Parking is over policed / no flexibility	55
There isn't enough parking / especially longer term / its all 2 hours	19
They are driving customers/business out of the area	16
There is no management of parking/its just revenue raising	10
Parking is under policed/people still park illegally	9
Parking is too expensive	7
The lack of parking is making deliveries to businesses a struggle	2
There is not enough parking for residents/it is taken up by non residents	2
Other	7

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 - Overall management of parking



	Unsatisfied Respondents (n=91) %
Parking is too expensive	45
There isn't enough parking	35
The time allowances are too short for most things people want to do / too many restrictions	13
There should be more free parking	11
Parking is over policed	7
It drives customers/business out of the area	7
The signage is misleading/hard to understand	4
Parking is under policed/people still park illegally	4
Something needs to be done for businesses / eg parking stickers, allowance	4
There is too much metered parking	3
Parking on weekends / nights should be unrestricted / free	3
There is not enough parking for residents/it is taken up by non residents	3
There is no management of parking/its just revenue raising	3
The situation needs improvement / its poor	3
Other	12

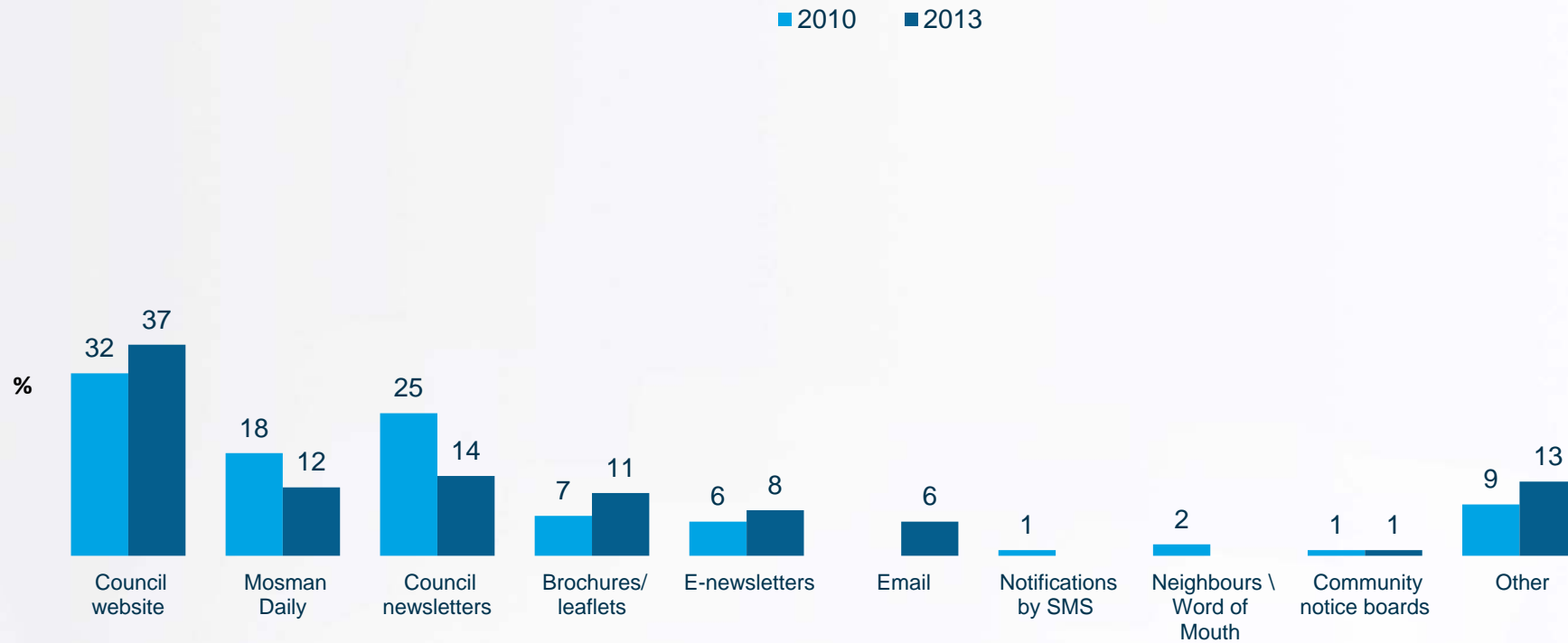
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Q4. What particular aspects of ... do you find unsatisfactory?

Base: All Business respondents (n=200)

Business Component

Council Communication and Engagement

Businesses - Preferred Sources of Information *Over Time*



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

Base: All Business respondents (n=200)

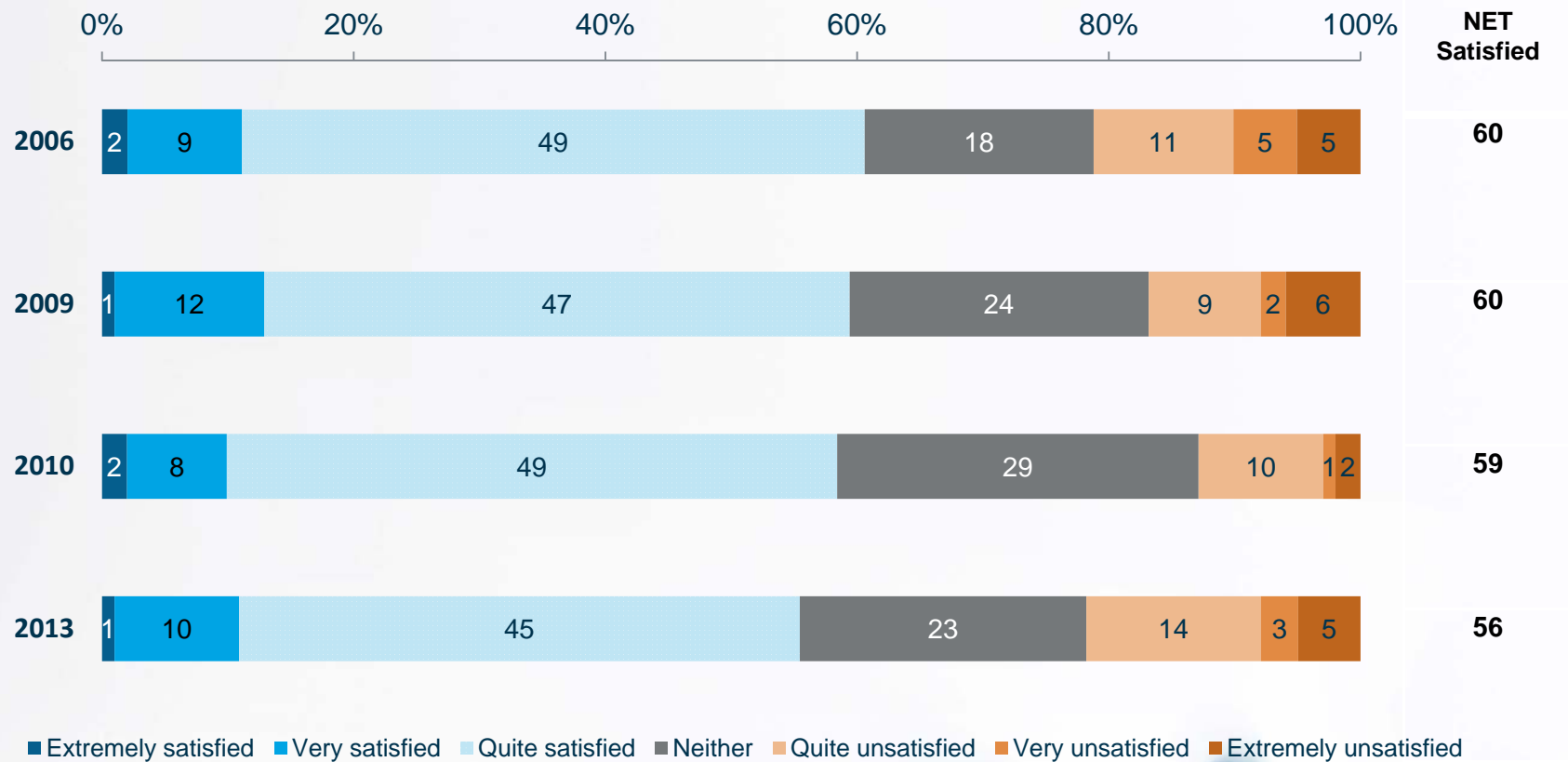
Preferred Sources of Information *by Key Segments*

	Total Business Respondents (n=200)	Less than 5 employees (n=109)	More than 5 employees (n=91)
Preferred Sources of Information (%)			
Council website	37	34	40
Council newsletters	14	16	11
Mosman Daily	12	15	8
Brochures/leaflets	11	11	10
E-newsletters	8	8	8
Email	6	4	9
Post/written letters	3	2	3
Community notice boards	1	-	1
Other	11	11	11

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

Base: All Business respondents (n=200)

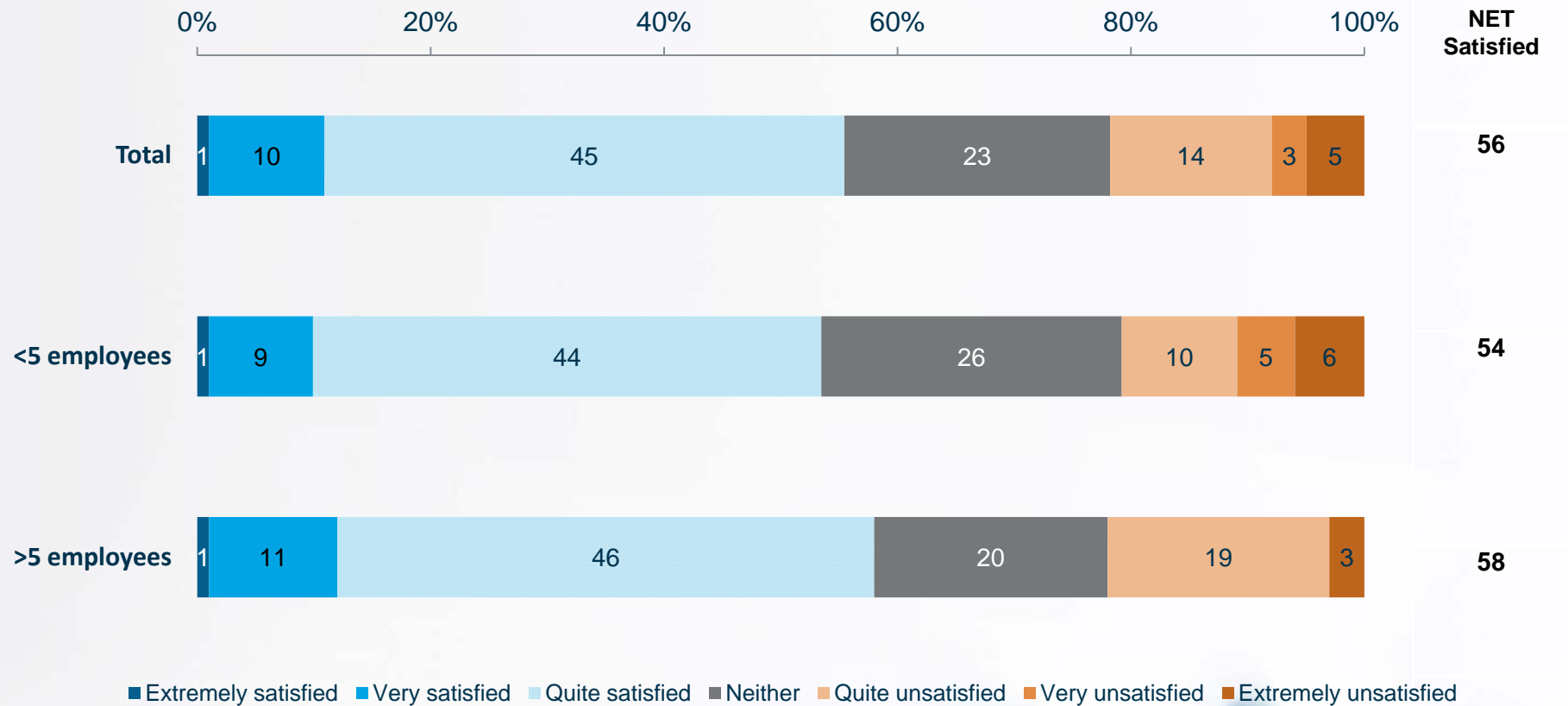
Satisfaction with Current Council Communications *Over Time*



Q8b. 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)

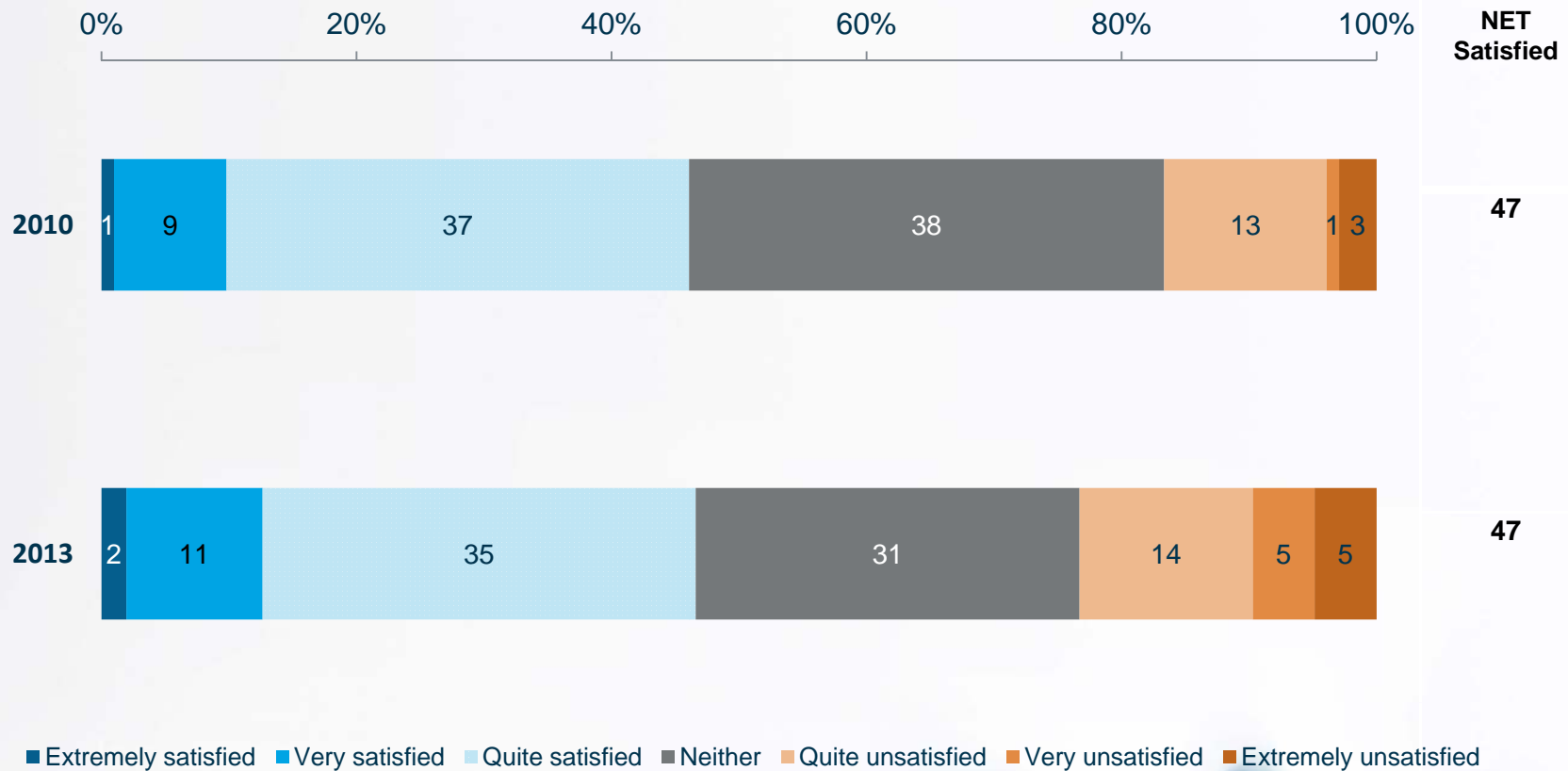
Satisfaction with Current Council Communications



Q8b. 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)

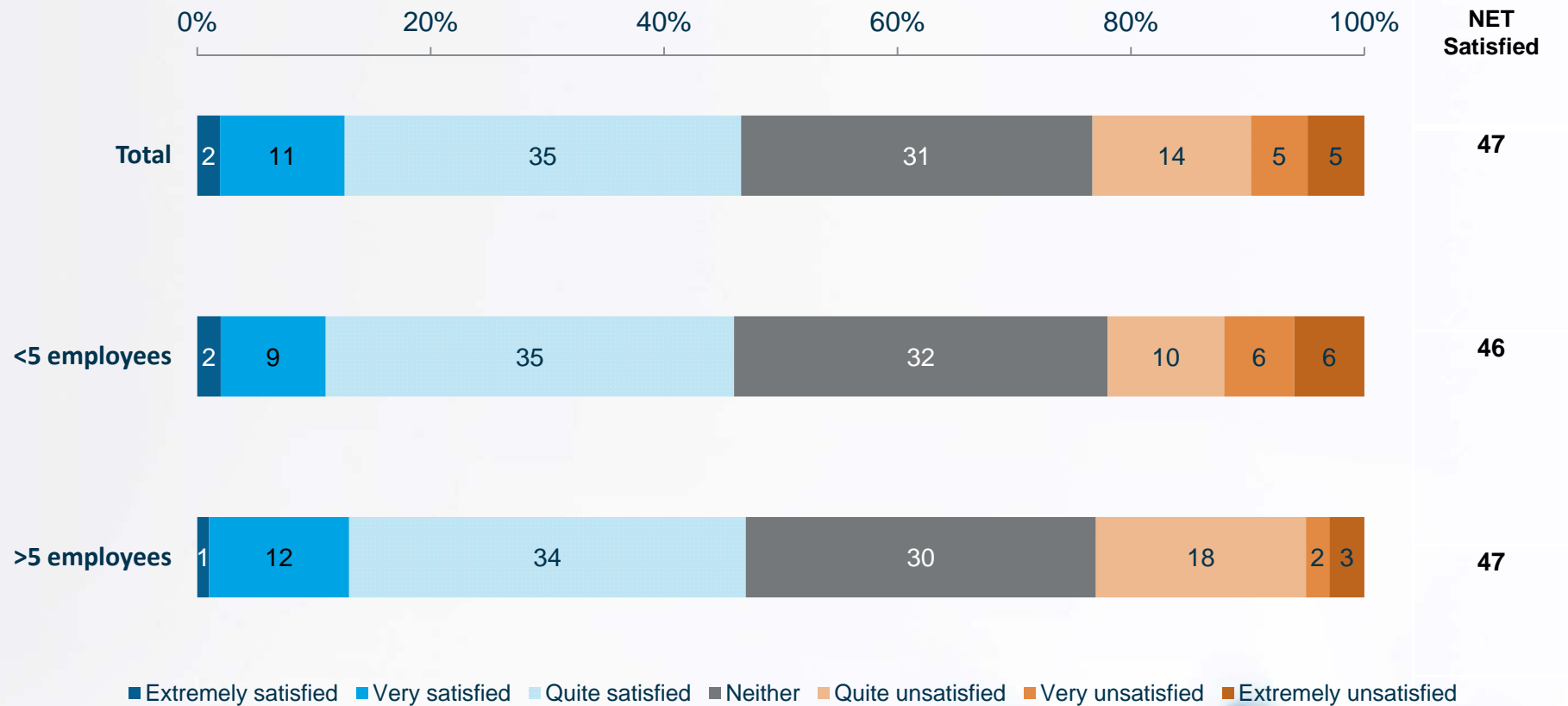
Satisfaction with Current Council Engagement *Over Time*



North Sydney Council has long been committed to community engagement and the principles of 'open government' i.e. involving the community in its decision making. 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

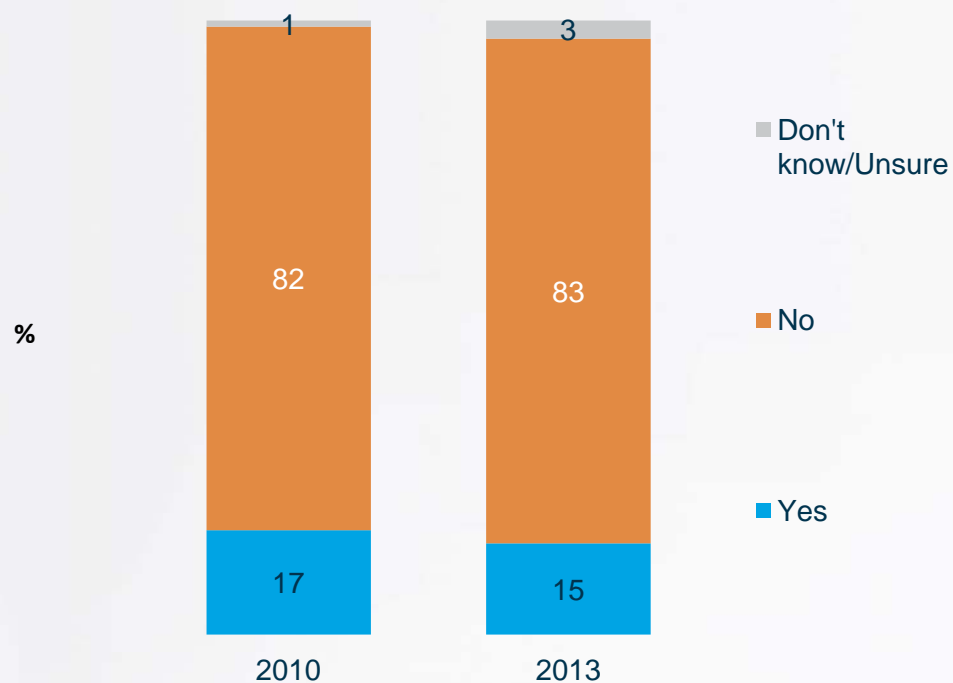


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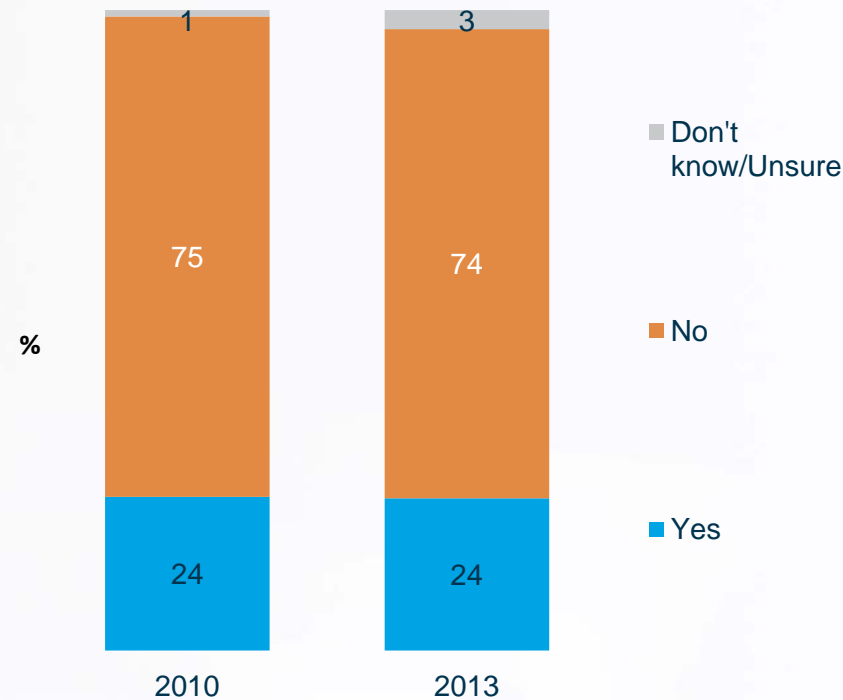
Base: All Business respondents (n=200)

Awareness of 'Streetscape' and 'Precinct' Committees Over Time

Aware of Local 'Streetscape' Committee



Aware of Local Precincts

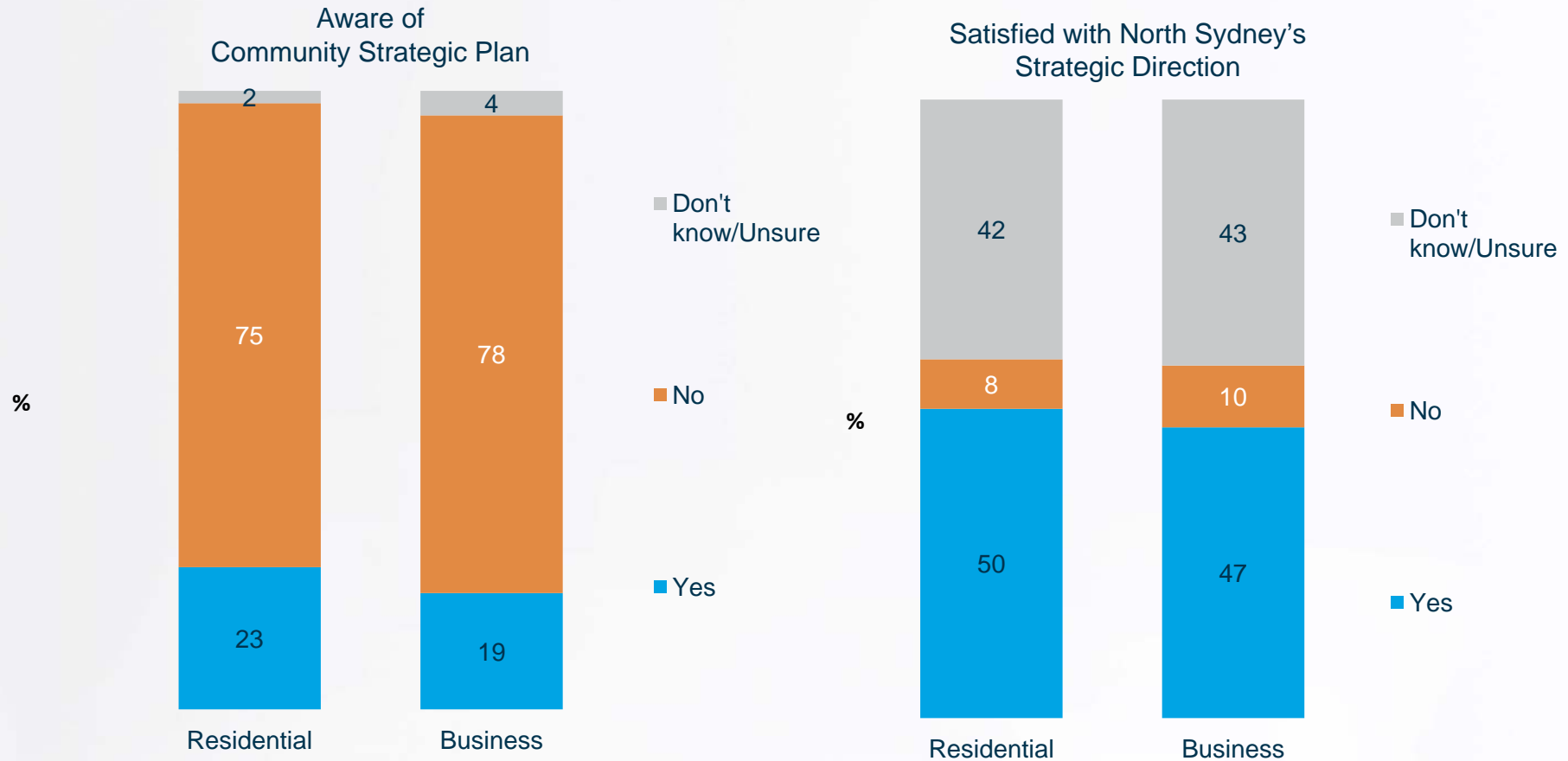


Q10. The North Sydney local government area is split into 6 'Streetscape Committees' and within each of these committees residents and businesses are given the opportunity to become involved with decisions that affect their local shopping area. Each Streetscape Committee holds meetings on a regular basis. 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?

Residential and Business *Awareness of North Sydney's strategic direction*

Awareness of Community Strategic Plan *and* Satisfaction with North Sydney's Strategic Direction

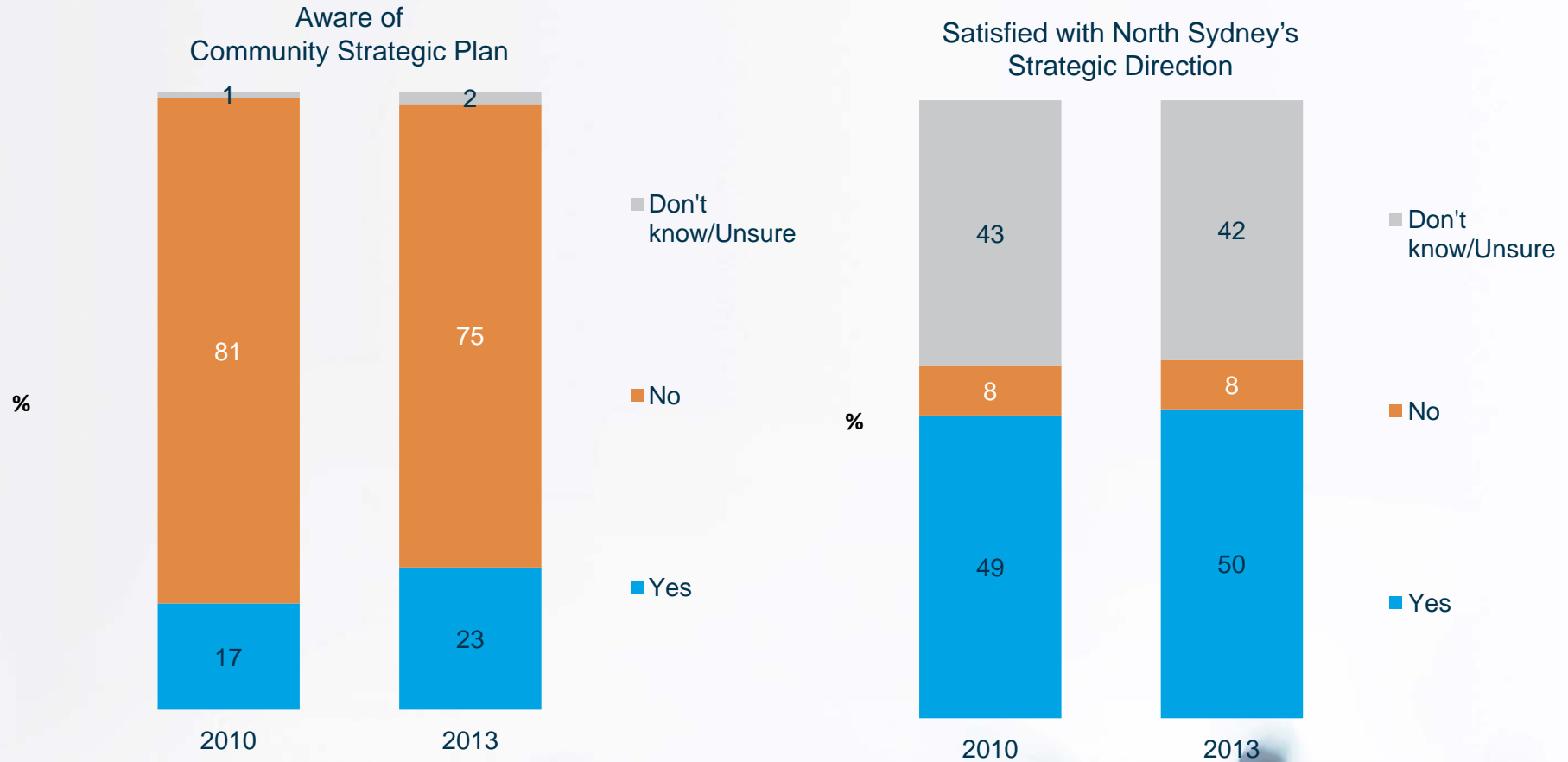


Q5. Are you aware of the 2020 Vision, North Sydney Community Strategic Plan? (Use prompt as required: The 2020 Vision is a 10 year plan outlining the community's shared long term vision for North Sydney).

Q6. Are you satisfied with where North Sydney is heading in the future? (Use prompt as required: i.e. it's strategic direction.)

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

Awareness of Community Strategic Plan *and* Satisfaction with North Sydney's Strategic Direction - amongst Residents

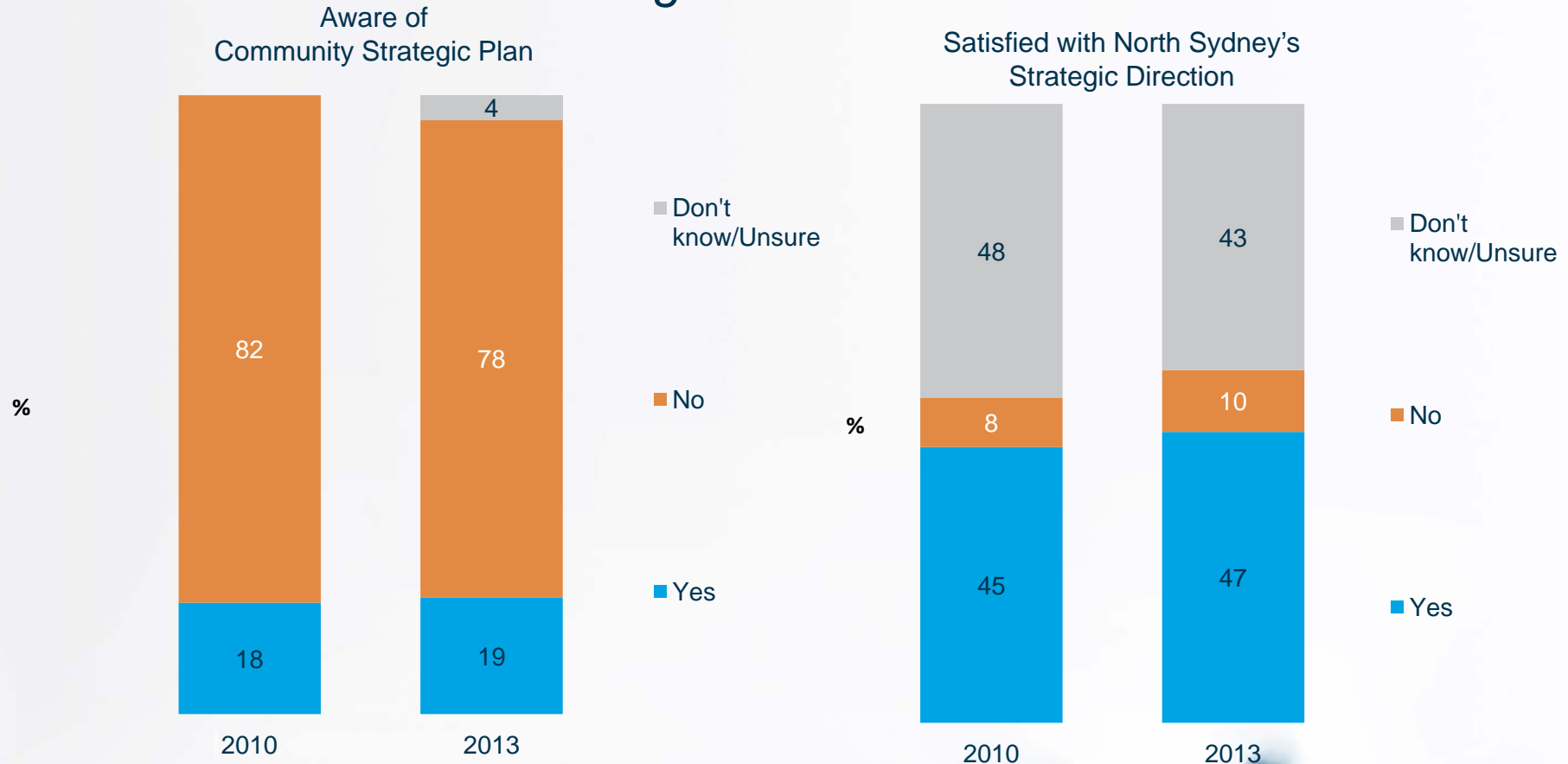


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Q6. Are you satisfied with where North Sydney is heading in the future? (Use prompt as required: i.e. it's strategic direction.)

Base: All Residential respondents (n=400)

Awareness of Community Strategic Plan *and* Satisfaction with North Sydney's Strategic Direction *- amongst Businesses*



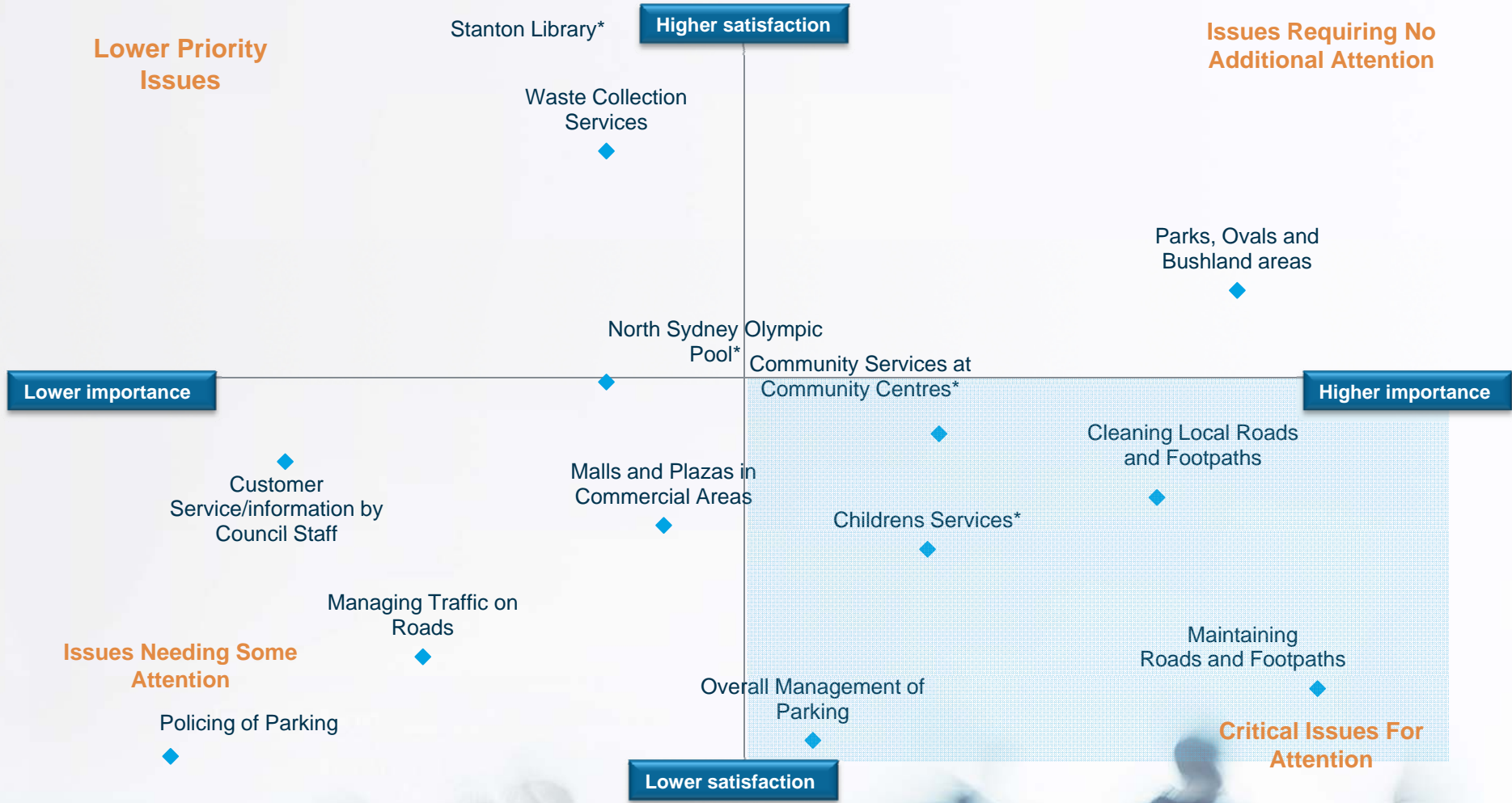
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Q6. Are you satisfied with where North Sydney is heading in the future? (Use prompt as required: i.e. it's strategic direction.)

Base: All Business respondents (n=200)

Summary of Findings

Relative Importance for Funding (Indexed) vs. Satisfaction Matrix - Residential



Base: All Residential respondents (n=400)

*Satisfaction amongst users

Key Priority Areas for Additional Funding - *Residential*

- *The critical areas for funding was seen to be:*

Roads and Footpath Maintenance and Cleanliness



- *Footpaths are cracked/broken/uneven.*
- *There are too many potholes/roads are bumpy.*
- *Roads and footpaths are not maintained properly.*
- *There is a lot of rubbish lying around.*
- *Leaves frequently block drains*

Parking Management



- *Not enough parking, especially for residents/visitors*
- *Too many restrictions*
- *Parking is expensive and aren't long enough in duration*

Children's Services



- *There aren't enough childcare facilities*
- *Current facilities are under resourced*

Community Services



- *There are very few Community Centres*
- *Current Community Centres are under resourced*
- *There are not enough childcare facilities*

Key Priority Areas for Additional Funding - *Residential*

- *Other areas requiring some attention were:*

Malls & Plazas in Commercial Areas



- *They seem unclean*
- *They look rundown and unmaintained*

Managing Traffic on Roads



- *They cause congestion/inhibit the flow of traffic*
- *Too many speed humps/chicanes.*
- *Not enough speed humps/chicanes.*

Policing of Parking



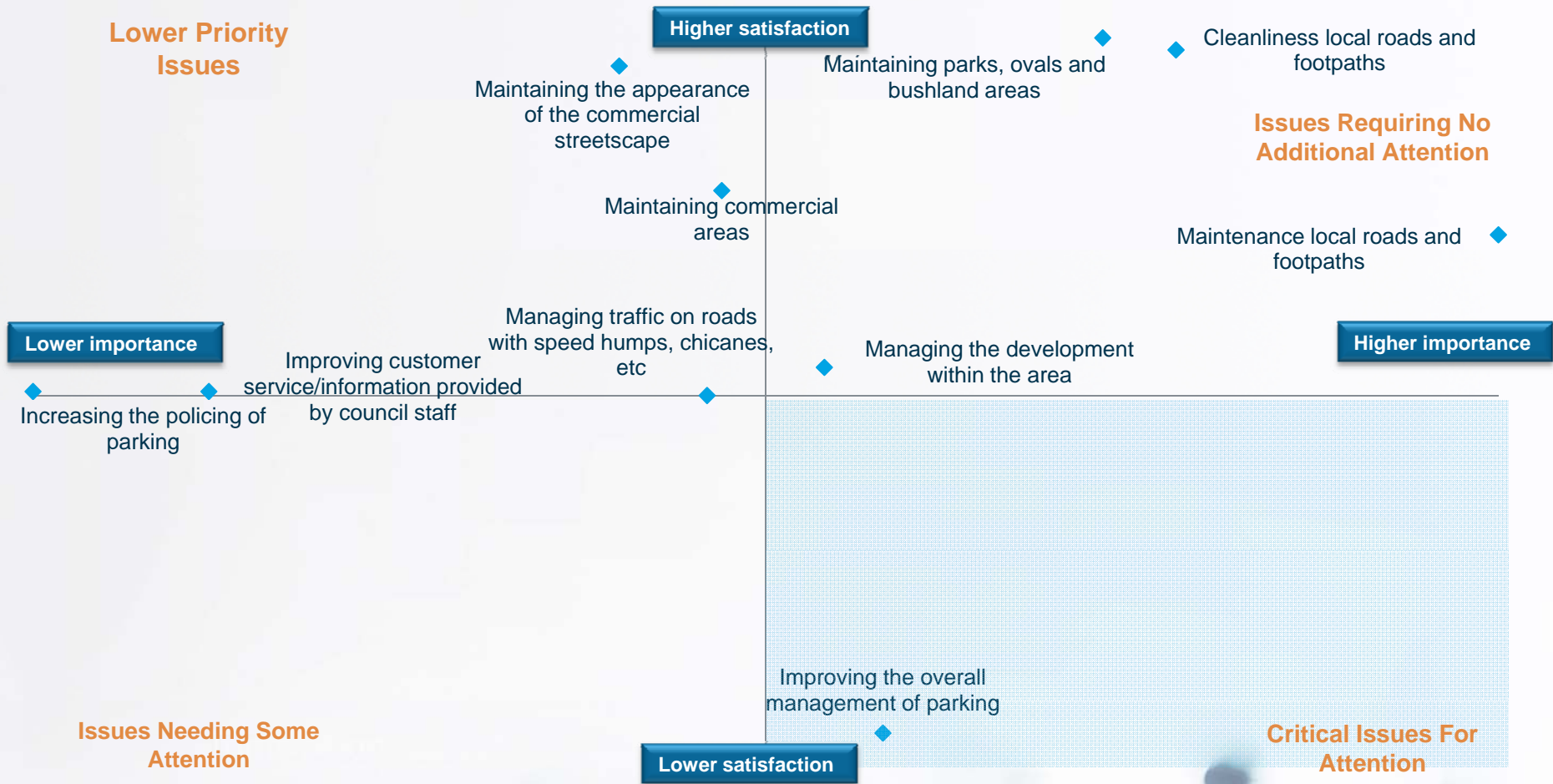
- *Parking is over-policed/not flexible.*
- *There's not enough parking, especially long term.*

Customer Service/Information



- *The staff are rude, unhelpful and/or unresponsive*
- *Phone calls are not returned and it is difficult to get through to someone*

Relative Importance for Funding (Indexed) vs. Satisfaction Matrix - *Business*



Base: All Business respondents (n=200)

Key Priority Areas for Additional Funding - *Business*

- The critical areas for funding was seen to be:

Improving the overall management of parking



- Parking is too expensive/should be free*
- There isn't enough parking*
- There are too many restrictions*

- Other areas requiring some attention were:

Managing Traffic on Roads



- They're a waste of money*
- Too many speed humps/chicanes.*
- Not enough speed humps/chicanes.*

Improving Customer Service/Info



- They are rude/unhelpful/unsatisfactory.*
- It's hard to get through to someone and they don't return your calls..*

Policing of Parking



- Parking is over-policed/not flexible.*
- There's not enough parking/parking is too expensive.*

Attachment 2: Q12. Verbatim 'Other' responses - What services or events would you like Council to offer?

18 to 39 years topical questioning

- Running tracks and maps of local parks and facilities. Free BBQs.
- More of a cafe atmosphere and less of trouble coming from local pubs and bars.
- Care for people around you, be a better man.
- Better service from justice of peace - the officer there is very rude.
- All the community centres activities are based in Mosman, nothing really near Lavender Bay.
- Networking session for singles.
- Paid forum to residents to voice their opinions.
- More community events throughout the year for the community to attend e.g. Woollahra has a great 'street party' every year for local families and businesses to come together for an all-day event. Hold trivia nights in the library for e.g. promote health and exercise in the area. Start a running group at North Sydney Oval. Have a walking group around the lovely walking tracks in the area. Bring together crafty types for an evening - create for charity? Have elderly residents share skills and knowledge with younger residents. I often have little idea what is happening in the area unless I search for it. Get local businesses - especially cafes - involved in your efforts, they are the more likely to connect with the rest of the community face to face and spread the word organically than junk mail!
- Hugs.
- Give proper advice for people. Sometimes should send letters to residents for some special things.
- Women's services like I mentioned before/accommodating for women in regards to shelters and domestic violence.
- Free access to the pool.
- Art events.
- I think in my case I would like if there was guidance on job seeking.
- There are quite a number of events for families probably a little bit more targeted towards teenagers.
- Maybe greater focus on the oval for larger events.
- A McDonalds.
- maybe some introduction to where cycle paths are in my area coz I don't know

- We want a track like Homebush to be built down the prim bottom road, park to accommodate growing sporty boys in the area, especially for races and ride bikes/need a BMX club!/make a decision about Coles Crows Nest to improve the facilities on the block of the Council car park and Crows Nest Woolworths ASAP! In order to avoid stuffiness/this need to be sorted as it gone on too long and these shopping malls and car parks are disgusting due to smells of urine, dark and dingy and dangerous areas.
- Maybe around Australia Day they could do more stuff/ like Milsons Point had a food fair and barely any food so they could do better. A free bus that could travel from neutral bay to crows nest and other areas etc would be good.
- More library service especially for the university students. Facilities could be better.
- More after hour activities.
- Moonlight Cinema longer season.
- Sport.
- I don't know if this exists already but how about being able to borrow e-books remotely like borrow a book by going on their website without having to go to the library.
- Competitions on a whole would be well received.
- Provide improved bike riding areas for families
- Kids days and parking out the front of my house.
- Education and child care services.
- Free food and bbq's.
- Make it easy to lease that area of the park.
- Kiribilli more single life.
- Booze bus and pubs.
- Rave party/gingerbread house making.