



Insight for
Business & Government

The Hills Shire Council Community Survey 2010/11

Management Report

Prepared for



Prepared by
IRIS Research

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EXECUTIVE SUMMARY

This report presents the results of the Hills Shire Council Community Survey 2010/11. IRIS Research was commissioned by Council to conduct a comprehensive telephone based survey among the area's residents. The survey sought a range of resident attitudes and opinions as input to Council's ongoing strategic planning and quality improvement process.

The 2010/11 survey instrument very much mirrored that of the 2007/08 survey. A total of 986 interviews were conducted with residents from the Hills Shire Local Government Area (LGA) during the month of November. To qualify for an interview, respondents had to have been a resident of the Council area for at least the last 6 months and aged 18 years or older.

The main findings of the 2010/11 survey are summarised under the key report headings over the next few pages.

OVERALL SATISFACTION [PGS 7-12]

More than half of all Hills Shire residents (56.1%) are satisfied with Council's overall performance. This is a stronger result than the previous survey, where 52.4% of respondents reported satisfaction. The share of dissatisfied residents fell from 8.0% to 5.2%. A mean satisfaction score of 3.56 out of 5 was achieved.

According to the IRIS database of local government surveys, the Hills Shire Council again outperformed the average benchmark for metropolitan councils with an index score of 64 out of 100.

Table E-1 Overall Satisfaction – External Benchmark Comparisons

Area	% 'low' satisfaction (1-2)	% 'medium' satisfaction (3)	% 'high' satisfaction (4-5)	Index Score
The Hills Shire	5.2%	37.9%	56.1%	64
Metropolitan average	-	-	-	60
NSW – best	3.0%	20.7%	76.2%	78
NSW - worst	44.3%	33.4%	21.7%	39

Close to nine in ten residents (87.4%) are satisfied with the Hills Shire as a place to live, work and spend time. Compared with the 2008/09 survey, more residents are now 'very satisfied' (up from 35.9% to 39.2%).

INDIVIDUAL COUNCIL SERVICES & FACILITIES [PGS 13-37]

The results of this survey show that many of the key services and facilities rated as being highly important by the Hills Shire residents are being delivered at least a satisfactory level. However, a number of the services and facilities that received a statistically high importance rating received a relatively low satisfaction rating. The services in question have been listed in Table E-2 as priority areas for improvement.

Table E-2 Top Priorities for Improvement

Priority Rank	Service/Facility	Identified as not meeting resident expectations in...	
		Quadrant Analysis	Gap Analysis
		(Higher importance/Lower satisfaction)	(Higher than average gap b/w importance & satisfaction)
1	Condition of residential road surfaces	X	X
2	Public Toilets		X
3	Council's decision-making e.g. objectivity, balanced decisions	X	X
4	Preparing for future issues or changes in the Shire	X	X
5	Opportunities to have a 'real say' on issues that affect your life	X	X
6	Council's financial management approach	X	X
7	Provision of footpaths & cycle ways	X	X
8	Lighting of public areas	X	X
9	Council's level of communication & access to information	X	X
10	Preservation of permanent open space & sensitive environmental areas		X
11	Generating local employment opportunities		X
12	Council's conduct as a professional organisation		X

ENVIRONMENTAL BEHAVIOUR [PG 38-39]

The majority of Hills Shire residents (90.0%) live in a free standing house. When it comes to environmental behaviours at home, most (92.7%) use reusable shopping bags while approximately nine in ten Hills Shire residents (91.9%) use energy saving light globes or other energy saving devices. The number of home using solar power has risen from 7.2% in the 2008/09 survey to 17.1% in the current survey.

THREE BIN WASTE SYSTEM [PG 40-41]

85.7% of Hills Shire households are satisfied with their recycling collection, resulting in a high mean satisfaction rating of 4.3 out of 5, while 81.4% were satisfied with the collection of their domestic waste. Three quarters of Hills Shire residents (75.3%) were satisfied with Council's collection of garden organics.

The on call kerbside clean up service received the lowest mean score of the Council's waste management systems, at 3.72.

ACCESS TO SERVICES [PGS 42-44]

When asked about access to various services and facilities around the Hills Shire, only 3.4% of respondents find it difficult to get to schools. This resulted in a 'high' mean agreement score of 4.23 out of 5. Almost four out of five Hills residents (79.3%) find it easy to access their local shops and another 80.6% agreed that it is easy to get to parks and open spaces.

In contrast, three in ten Hills Shire residents (28.6%) think it is easy to get to public transport compared to 43.3% that find it difficult. A 'low' mean score of 2.76 out of 5 was attained.

SAFETY [PGS 45-46]

Over ninety percent of survey participants (91.6%) stated that they feel safe in the Hills Shire during the day. However a much lower 53.4% feel the same at night. This resulted in mean agreement scores of 4.51 and 3.57 respectively. Overall, around four fifths of Hills Shire residents (83.2%) believe that their neighbourhood has a friendly atmosphere.

Encouragingly, only 4.9% of residents stated that in an emergency a family member or friend would not be available to assist them.

HEALTHY LIFESTYLES [PGS 47-51]

Just under four fifths of those surveyed (78.7%) said they engage in physical activity. The most popular form of physical activity undertaken by residents of the Hills Shire was walking (63.6%). Three out of ten residents (30.0%) who regularly engage in physical activity either visit the gym or attend exercise classes. Soccer (7.3%) is the most common team sport cited by Hills Shire residents as a form of physical activity.

Almost half of the respondents who do engage in physical activity (48.4%) spend between 2 and 5 hours exercising each week. The majority of people (61.7%) who do not participate in any form of physical activity cited a lack of time as the main reason for this.

COMMUNITY INVOLVEMENT [PGS 52]

Half of the residents surveyed (49.7%) had visited a cultural attraction. Of these, one in ten (10.0%) did so monthly and two thirds (66.0%) visited attractions outside of the Hills Shire. Meanwhile 45.6% of residents have attended community events or festivals and 35.0% of Hills Shire residents stated that they had acted as a volunteer.

WORK IN THE SHIRE [PGS 53-56]

Nearly half (45.8%) of Hills Shire residents work outside of the Hills Shire, compared to 29.2% that work locally. Most often, those who work outside of the Hills Shire area do so because they are employed at a company that isn't based in the area (56.6%).

Two in five residents who work outside the Hills Shire (40.1%) take between half an hour and an hour to reach their place of work. Another 41.1% of these respondents said average trip to work takes longer than one hour.

45.1% of residents who work outside of the Hills Shire stated that they would use the proposed metro system.

DEALINGS WITH COUNCIL [PGS 57-58]

Three in five respondents (62.4%) said they preferred to conduct council business online while another 29.7% said they preferred to do so at the Administration Centre.

Rates notices continue to be the most common source of Council information, at 69.2% of residents. While the share getting information from the local newspaper remains steady at 20.8%, there has been a notable increase in the volume of residents using the Council website (up from 10.4% to 16.4%).

1 INTRODUCTION

1.1 BACKGROUND

This study was commissioned by the Hills Shire Council with the intention of monitoring and evaluating community needs, aspirations and satisfaction with Council performance. Such input is considered critical to good local government.

Council recognises the importance of seeking feedback on all aspects of Council's activities. The Community Strategic Direction Hill 2026 – Looking Towards the Future explicitly states that one of the outcomes sought is that 'Council works together with the community'. If Council wishes to most effectively service local residents, it is imperative that residents are involved in the planning and decision making process.

As part of this objective to 'keep its finger on the pulse' of community needs, Council conducts regular resident satisfaction surveys. This report presents the results of the next wave of that survey.

The overall aim of the project is to provide useful answers and insight into these issues in the context of monitoring Council performance, prioritising the allocation of resources, and uncovering the key drivers of overall satisfaction with Council.

1.2 STUDY OBJECTIVES

The specific objectives for the Community Survey were to:

- Identify how residents feel about the Hills Shire as a place to live;
- Determine the perceptions of the community towards Council;
- Measure residents' perceived satisfaction with Council's services and facilities;
- Understand changes in community needs;
- Undertake internal benchmarking;
- Where possible, provide performance comparisons against external benchmarks;
- Enable the community to have input into the Community Strategic Plan;
- Understand the lifestyles of the Hills Shire residents

1.3 ATTITUDE MEASUREMENT

The three separate attitude scales used in this survey are shown below: they are used by survey respondents to rate importance, satisfaction and agreement.

In the 2010/11 survey, residents were presented with a list of 41 Council services and facilities, and asked to provide a satisfaction rating for each. These ratings allow Council to not only assess its performance in delivering services and facilities, but also to determine if there has been any change in resident satisfaction over time.

Five-point scales were employed for each measure, as shown below.

<i>Importance scale</i>	<i>Satisfaction scale</i>	<i>Agreement Scale</i>
1 ... Not at all important	1 ... Very dissatisfied	1... Strongly disagree
2 ...	2 ...	2...
3 ...	3 ...	3...
4 ...	4 ...	4...
5 ... Very important	5 ... Very satisfied	5... Strongly agree

For all rating scales, those respondents who could not provide a rating, either because the question did not apply to them or they had no opinion, were coded as a non-response (i.e. 6 = 'can't say').

1.4 DATA ANALYSIS

Results have been presented in a standardised way in this report. Rating scale results have generally been presented in two basic forms. Firstly, the numeric values recorded for each attribute have been converted into an overall mean score out of five. To derive the mean score for an attribute, all respondents' answers are 'averaged' to produce an overall rating that conveniently expresses the result of scale items in a single numeric figure. The mean score makes data interpretation considerably easier when comparing multiple services and facilities.

On the whole, a mean score is a good measure of the overall agreement, importance or satisfaction measured in the sample group. However, two services with the same mean score could have vastly different dispersions of opinion, leading to a gap in any interpretation of results. This potential problem can be avoided by considering the collapsed frequency distribution tables presented in this report, which serve to highlight possible differences between seemingly similar mean scores. Hence, in this report the results have also been summarised into collapsed frequency distributions as shown in the table below.

Table 1-1 Reporting collapsed frequency distributions

Scale Type	Scale Values		
	1-2	3	4-5
Importance	Low	Medium	High
Satisfaction	Low	Medium	High
Agreement	Disagree	Neutral	Agree

Analysis of the survey results was carried out by IRIS using SPSS statistical analysis software. Frequency counts, cross tabulations and charts have been used to present basic descriptive results in most sections of the report. Other statistical procedures were used to conduct significance tests. Where proportions have been reported for groups of respondents (e.g. males 65% vs. females 75%) Pearson’s Chi-Square was the test statistic used to determine whether group results were indeed significantly different. When comparing mean scores for interval data (e.g. Ward A = 5.40, Ward B = 5.60 & Ward C = 5.80) analysis of variance (ANOVA) was the primary statistical test used to investigate whether results were significantly different. Post-hoc tests highlight exactly which groups have differing results where more than two groups are being compared.

1.5 COMPARING RESULTS

1.5.1 Previous Surveys

Where possible, results from the 2010/11 survey have been compared with previous survey results. The results of this survey will be presented in the same manner as those of the 2006/07 and 2008/09 surveys, making comparisons between like questions relatively simple.

Previous reports presented results in terms of the percentage of respondents that indicated a ‘low’, ‘neutral’ or ‘high’ ratings for each items. Where possible, comparisons have been made between these waves of the survey.

1.5.2 External Benchmarks

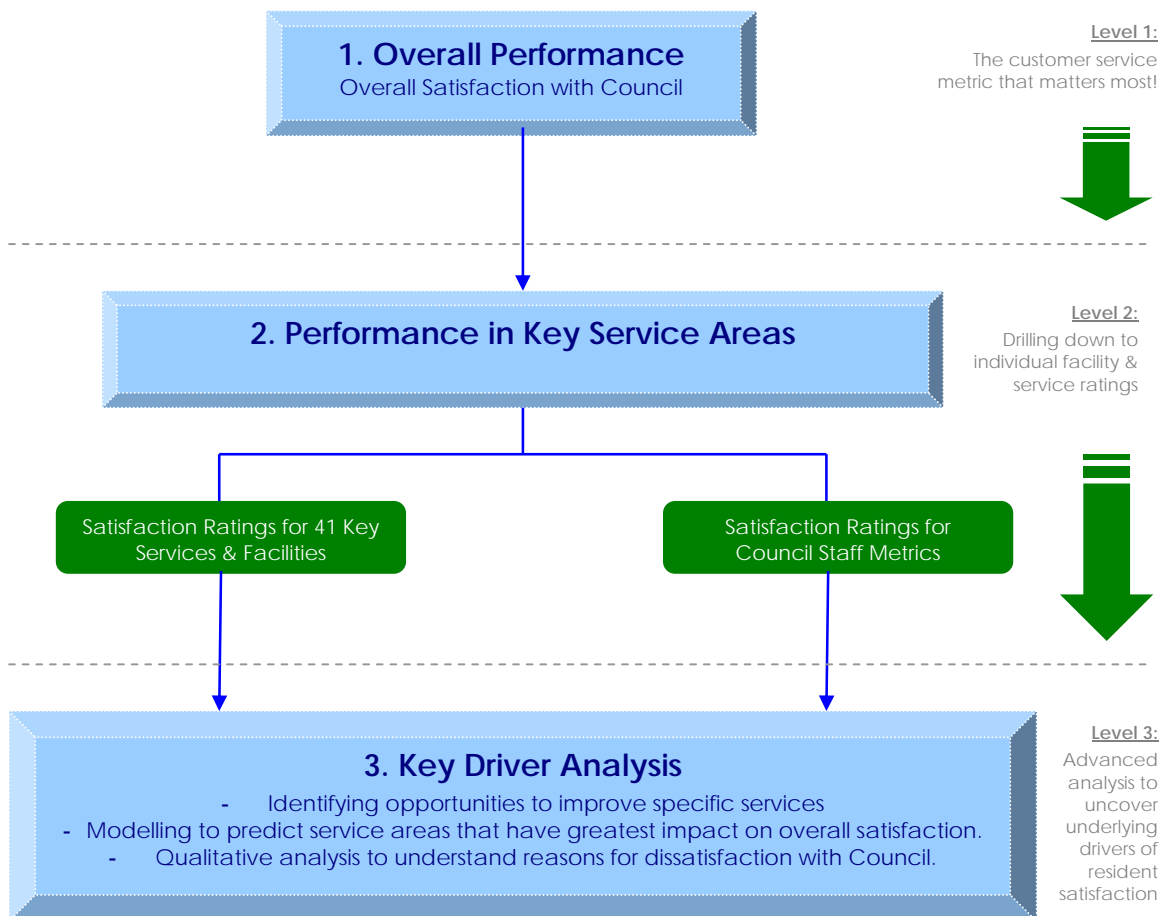
The Hills Shire’s results are also compared to the results from other NSW councils using the IRIS database of local government survey results. IRIS classifies councils using the Australian Classification of Local Government (ACLG). This database collated the results of community surveys conducted by IRIS for several dozen councils across the state to allow benchmarking analysis.

As different councils tend to use different rating scales, all mean scores have been converted to an index score out of 100. This allows a more accurate comparison of the performance of multiple councils.

1.6 MEASURING PERCEPTIONS OF PERFORMANCE

To gain true insight into how Council is performing relative to resident expectations, the best approach is to use a 'top down' analytical approach. As Figure 1-1 illustrates, the IRIS analytical framework is logical and sequential: first overall performance metrics (big picture); then specific aspects of Council performance in delivering key services (operational); and finally, advanced analytical techniques to uncover key drivers (diagnostic).

Figure 1-1 Performance Measurement – the IRIS Analytical Framework



1.7 SURVEY RESPONSE

A total of 986 completed surveys were collected from a random sample of residents throughout the Hills Shire Local Government Area. Strict sampling procedures ensured that characteristics of selected respondents mirrored those of the overall adult population of the area (based on Census data). Table 1-2 provides an overview of the distribution of key respondent characteristics.

Table 1-2 Sample Respondent Characteristics

Characteristic	Proportion of Area (%)				
	Central	West	East	North	Overall
Gender					
Male	55.1%	45.5%	44.7%	49.2%	48.6%
Female	44.9%	54.5%	55.3%	50.8%	51.3%
Age Group					
18-29 yrs	22.8%	15.1%	23.9%	19.9%	20.6%
30-39 yrs	15.6%	20.7%	12.9%	25.7%	19.1%
40-49 yrs	19.3%	21.7%	22.1%	22.3%	21.3%
50-59 yrs	18.9%	22.3%	20.0%	17.3%	19.4%
Over 60 years	23.3%	20.2%	21.2%	14.8%	19.6%
Length of Residence					
6mths-1yr	0.0%	0.5%	2.5%	2.3%	1.4%
1-5 yrs	20.2%	11.5%	12.8%	16.4%	15.7%
6-10 yrs	14.7%	29.1%	24.0%	23.8%	22.9%
11-20 yrs	28.2%	26.5%	24.2%	23.1%	25.1%
Over 20 yrs	37.0%	32.3%	35.8%	34.1%	34.6%
Dwelling Tenure					
Own or purchasing	86.8%	93.7%	91.3%	90.3%	89.8%
Renting	11.4%	6.3%	7.9%	9.7%	9.4%

Note: Some totals may not add to 100% as option to 'refuse' to answer question was given.

Please refer to Appendix 1 for a detailed description of the survey methodology.

SURVEY RESULTS

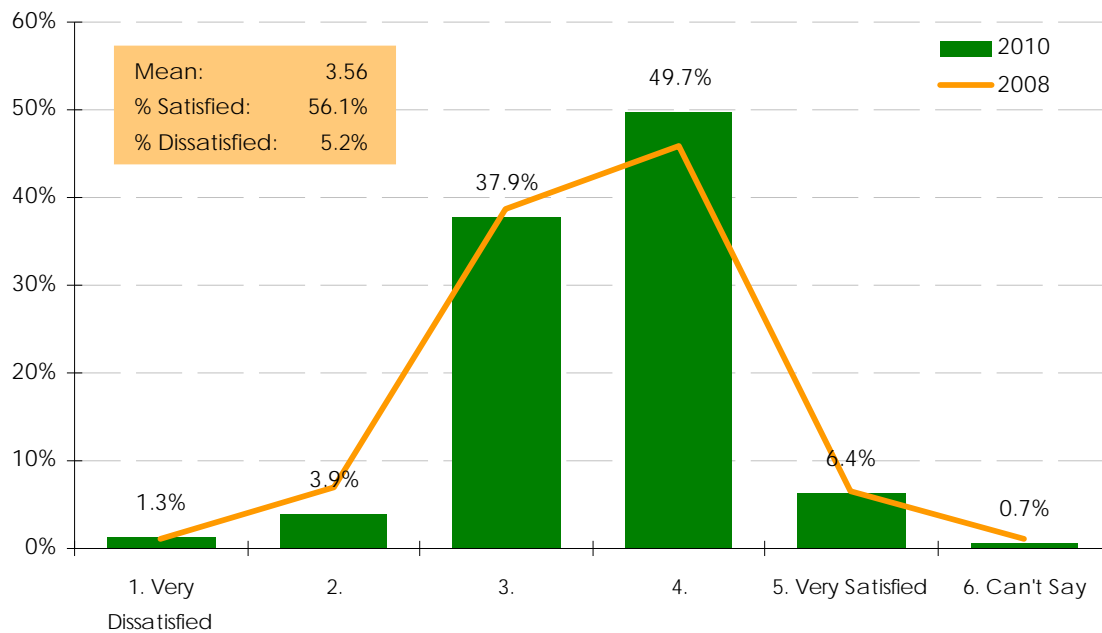
2 OVERALL SATISFACTION

2.1 COUNCIL PERFORMANCE

To gauge the overall performance of the Hills Shire Council in providing services to residents, survey respondents were asked to rate their level of satisfaction with Council's overall performance across all areas of responsibility.

The results are displayed in Figure 2-1, which shows the distribution of responses on a 5-point scale.

Figure 2-1 Distribution of Overall Satisfaction Ratings for Council Performance



Key Results:

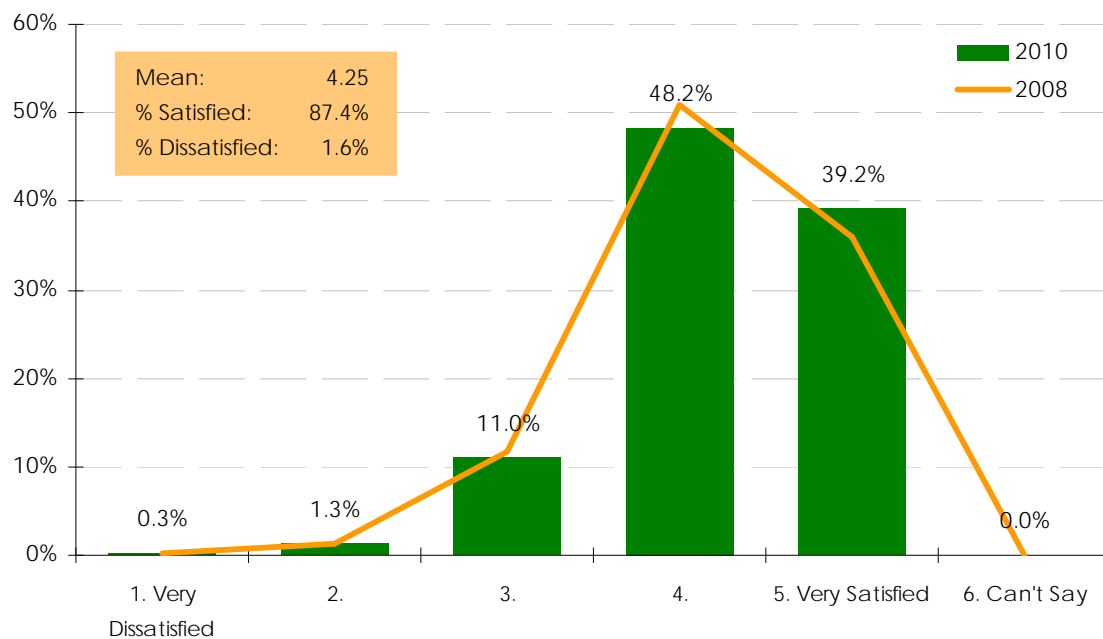
- More than half of all Hills Shire residents (56.1%) are satisfied with Council's overall performance, compared to 52.4% satisfaction in the 2008/09 survey.
- Meanwhile, one in twenty residents (5.2%) suggested that they were dissatisfied.
- This resulted in a 'medium' range mean satisfaction score of 3.56 out of 5.
- ANOVA testing revealed only one statistical significant difference across demographic variables: residents aged 18-39 years were generally more satisfied than those aged 50-59 years.

2.2 THE HILLS SHIRE AS A PLACE TO LIVE, WORK & SPEND TIME

2.2.1 Overall Satisfaction with The Hills Shire

Respondents were also asked to rate their overall satisfaction with the Hills Shire as a place to live, work and spend time. Again they were asked to rate their level of satisfaction on a 5-point scale.

Figure 2-2 Distribution of Overall Satisfaction Ratings for the Hills Shire



Key Results:

- Close to nine in ten residents (87.4%) are satisfied with the Hills Shire as a place to live, work and spend time, with an increasing number saying that they are 'very satisfied' (from 35.9% in 2008/09 to 39.2% in 2010/11).
- In contrast, only 1.6% of residents indicated that they were dissatisfied.
- Overall, a mean satisfaction score of 4.25 out of 5 was attained.
- Statistical testing revealed some significant differences across demographic groups:
 - Residents of the north and west wards had a tendency to be more satisfied than residents of the east ward.
 - Home owners were more likely to be satisfied than renters.

2.2.2 Reasons for Level of Satisfaction with the Hills Shire

Respondents were then asked to explain the reason behind their satisfaction rating of the Hills Shire as a place to live, work, and spend time.

Table 2-1 Reasons for level of satisfaction with The Hills Shire

Reason	Percent of sub sample	Percent of sample
Satisfaction		
Environment/ natural beauty	16.2%	14.2%
Friendly/ community/ family oriented	15.7%	13.8%
It is a good place to live	14.0%	12.3%
It is a safe place	8.9%	7.8%
I have lived here for a long time	7.7%	6.7%
There are good services & facilities/ cleanliness	6.9%	6.0%
It is a good location	6.2%	5.4%
It is a quiet place	4.2%	3.8%
There is a good mix of rural and residential areas	3.0%	2.6%
It has a good atmosphere	2.6%	2.2%
Good lifestyle/ comfortable	2.6%	2.2%
Good council	1.9%	1.6%
Lack of public transportation	1.7%	1.5%
There is room for improvement	1.5%	1.3%
Bad traffic	0.7%	0.6%
It's too over crowded/ overdeveloped	0.4%	0.5%
Council's poor management/poor communication	0.4%	0.3%
Lack of employment opportunities	0.4%	0.3%
Other	0.7%	-
Non response	4.3%	-
Neither satisfied nor dissatisfied		
Lack of public transportation	26.6%	2.9%
There is room for improvement	9.0%	1.0%
It's too over crowded/ overdeveloped	8.6%	0.9%
Council's poor management/poor communication	8.4%	0.9%
Bad traffic	7.0%	0.8%
Environment/ natural beauty	3.0%	0.3%
Friendly/ community/ family oriented	2.8%	0.3%
Good lifestyle/ comfortable	2.7%	0.3%
It is a good place to live	2.5%	0.3%
Lack of employment opportunities	2.0%	0.2%
It is a safe place	1.9%	0.2%
There are good services & facilities/ cleanliness	1.6%	0.2%
There is a good mix of rural and residential areas	0.9%	0.1%
Too far from water	0.6%	0.1%
Other	13.2%	-
Non response	9.2%	-

Dissatisfaction		
Council's poor management/poor communication	42.7%	0.7%
Too far from water	16.9%	0.3%
Lack of public transportation	15.2%	0.2%
Lack of employment opportunities	8.3%	0.1%
Bad traffic	4.3%	0.1%
It is a good place to live	4.3%	0.1%
Other	8.3%	-

Key Results:

- The three main sources of satisfaction with the Hills Shire were the environment and natural beauty including the presence of open space (16.2%), the friendly, community spirit and family oriented nature of the Shire (15.7%) and the general feeling that the Hills Shire is a good place to live (14.0%).
- Of those who were neither satisfied nor dissatisfied, 26.6% said that the lack of public transportation was their primary reason for feeling this way.
- Council's poor communication and/or management was the most commonly cited source of dissatisfaction with life in the Hills Shire, provided by two fifths (42.7%) of the respondents who said they were dissatisfied.

2.3 TRENDS

Table 2-2 below shows the results of the two overall satisfaction questions from the last five waves of the Hills Shire Council Community Survey.

Table 2-2 Comparison of Overall Satisfaction Over Time

Survey	Satisfied %		Dissatisfied %	
	The Hills Shire as place to live, work & spend time	Council performance	The Hills Shire as place to live, work & spend time	Council performance
2005/06	67%	34%	4%	16%
2006/07	60%	40%	6%	16%
2007/08	77%	48%	4%	11%
2008/09	87%	52%	1%	8%
2010/11	87%	56%	2%	5%

Key Results:

- Satisfaction with the Hills Shire as a place to live, work and spend time has remained on par with the last wave of the survey, conducted in 2008/09.
 - 87.4% of residents provided a 'high' satisfaction score while just 1.6% indicated that they were dissatisfied.
- Meanwhile, the upward trend in satisfaction with Council's performance overall has continued.
 - The proportion of residents satisfied has increased substantially over the last few years, from one third in 2005/06 to more than half (56.1%) in 2010/11.
 - Dissatisfaction amongst residents is less than a third of the level reported in 2005/06, with a significant decline since last year's result of 8.0% to 5.2% this year.

2.4 EXTERNAL BENCHMARK COMPARISONS

Figure 2-3 and Table 2-3 compare the 2010 the Hills Shire Council results to those from other NSW councils using the IRIS database of local government survey results. These results are compiled from the community surveys that IRIS has conducted for several dozen councils across the state and is regularly updated as new surveys are completed. Specifically, the Hills Shire is compared with comparative metropolitan councils of NSW (DLG groups 2 & 3), as well as the highest and lowest performing in the database.

Figure 2-3 Overall Satisfaction – External Benchmark Comparisons

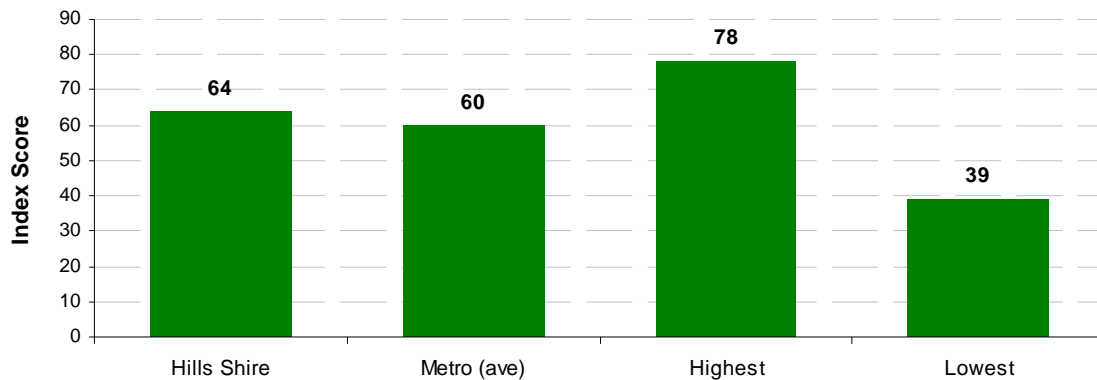


Table 2-3 Overall Satisfaction – External Benchmark Comparisons

Area	% 'low' satisfaction (1-2)	% 'medium' satisfaction (3)	% 'high' satisfaction (4-5)	Index Score (out of 100)
The Hills Shire	5.2%	37.9%	56.1%	64
Metropolitan average	-	-	-	60
NSW – best	3.0%	20.7%	76.2%	78
NSW - worst	44.3%	33.4%	21.7%	39

Key Results:

- The Hills Shire has again performed well compared to other councils in NSW.
- With 56.1% of residents providing a 'high' satisfaction rating, the Hills' index score of 64 sits above the average metropolitan comparator of 60.
- While this is below highest scoring council, it should be noted that this is for a rural council and so not directly comparable to the Hills Shire's performance.
- Importantly, satisfaction with the Hills Shire is well above that of the lowest scoring council, which was also a council classified in the DLG groups 2&3.

3 KEY SERVICE AREAS

In the 2007/08 survey respondents were asked to rate the importance they place on a number of key services and facilities provided by the Hills Shire Council, and then to rate their satisfaction with Council's provision of these services and facilities.

The 2010/11 survey asked residents to indicate their level of satisfaction with these services and facilities to see if there has been any improvement in resident perceptions over the last 12 months. Most of the individual services and facilities presented to respondents this year were those that were dealt with in the last survey, which allows for comparisons over time.

These 41 services and facilities have been grouped under key service area headings which are in line with the main themes of Hills 2026 community strategic plan. These five key service areas are:

1. **Vibrant Communities** (eg. recreational facilities, emergency services)
2. **Protected Environment** (eg. water quality, bush land regeneration)
3. **Balanced Urban Growth** (eg. road surfaces, streetscape, zoning)
4. **Modern Local Economy** (eg. commercial developments, jobs)
5. **Resilient Leadership** (eg. professionalism, decision-making,)

Ratings have been analysed at two levels: a) the broad key service area level, as displayed above; and b) at the individual services or facility level. At the broader level, composite scores have been derived for each key service area by calculating the mean score for all services and facilities rated under that heading.

Section 3.1 recaps the 2007/08 results for the importance placed on these services and facilities by residents (as these were not collected in this wave of the survey). Section 3.2 assesses Council performance this year in terms of resident satisfaction with the provision of 41 services and facilities. Finally, section 3.3 attempts to prioritise these services and facilities using these importance and satisfaction ratings, giving Council actionable information that can be used to allocate resources and make informed policy decisions.

A more detailed break down of importance and satisfaction ratings by ward, sex, age and dwelling tenure is provided in Appendix 2.

3.1 IMPORTANCE RATINGS

In the 2007/08 survey, respondents were asked to rate the importance of a number of Council services and facilities on a scale of 1 to 5, where 1 means 'not at all important' and 10 means 'extremely important'. Table 3-1 recaps the 2007/08 importance scores for the services and facilities that will be compared against this year's satisfaction ratings.

Table 3-1 Importance Ratings for Individual Services & Facilities 2007/08

Service / facility (rank order)	Importance Rating (%)				Mean Score (out of 5)
	N/R	Low (1-2)	Medium (3)	High (4-5)	
Water quality	0.9%	0.9%	6.0%	92.2%	4.66
Condition of residential road services	0.8%	1.5%	8.5%	89.2%	4.50
Emergency services	2.1%	3.0%	10.8%	84.1%	4.48
Air quality	1.1%	3.9%	11.5%	83.5%	4.38
Lighting of public areas	1.1%	2.1%	12.2%	84.5%	4.38
Preservation of open space & sensitive environment	1.0%	3.7%	13.0%	82.4%	4.34
Quality of parks & gardens	0.8%	2.1%	12.9%	84.2%	4.31
Provision of footpaths & cycle ways	0.9%	2.9%	14.6%	81.6%	4.24
Council's conduct as a professional organisation	1.5%	4.0%	15.5%	79.0%	4.23
Consultation with community (reworded in 2008/09)	1.5%	4.2%	18.0%	76.3%	4.19
Council's decision-making	1.7%	4.5%	17.5%	76.3%	4.17
Preparing for future issues or changes in the Shire	1.5%	3.0%	18.7%	76.8%	4.17
Council's communication & access to information	1.2%	3.7%	18.9%	76.2%	4.16
Council's financial management approach	2.0%	4.2%	18.6%	75.2%	4.16
Management of noise pollution	0.8%	5.5%	18.6%	75.2%	4.12
Streetscape appearance	0.8%	4.6%	18.3%	76.3%	4.11
Ovals & sporting facilities	0.9%	4.3%	18.7%	76.1%	4.11
Bush land regeneration & weed control	0.8%	5.8%	18.5%	74.8%	4.09
Range of shopping facilities	0.9%	4.4%	20.1%	74.6%	4.06
Provision of playgrounds/ play equipment	1.5%	6.0%	20.7%	71.8%	4.05
Public toilets	1.1%	6.6%	20.7%	71.6%	4.02
Generating local employment opportunities	1.1%	6.6%	20.9%	71.3%	4.02
Library services	1.7%	10.7%	17.5%	70.2%	3.99
Overall zoning & presentation of the Shire	1.0%	5.8%	24.3%	68.9%	3.97
Town centres & village atmosphere	1.1%	6.8%	24.7%	67.4%	3.92
Image & presentation of Council information	1.2%	6.5%	27.6%	64.7%	3.87
Services & facilities for older people	5.2%	12.0%	19.8%	63.0%	3.86
Protection of heritage values & buildings	1.0%	11.1%	24.3%	63.5%	3.85
Low density housing developments	1.4%	10.6%	25.2%	62.7%	3.84
Pet & animal management/control	1.4%	11.1%	25.0%	62.6%	3.80
Support for volunteer organisations	2.8%	10.6%	27.0%	59.6%	3.75
Provision of community centres & halls	1.9%	12.5%	26.1%	59.5%	3.71
Youth services & facilities	3.9%	15.2%	22.9%	58.1%	3.69
Commercial building developments	1.1%	10.7%	28.8%	59.4%	3.68
Council provision of local events	1.6%	13.4%	30.2%	54.7%	3.57
Traffic parking enforcement	1.1%	24.3%	29.7%	44.8%	3.30
Medium density housing developments	1.2%	32.9%	29.3%	36.5%	3.03

3.2 SATISFACTION RATINGS

Respondents were again asked this year to rate their satisfaction with 41 Council services and facilities on a scale of 1 to 5, where 1 means 'very dissatisfied' and 5 means 'very satisfied'. Section 3.2.1 provides an overview of the key service areas, whilst sections 3.2.2 to 3.2.6 give a more detailed account of satisfaction ratings for individual services and facilities. Section 3.2.7 provides a comparison of the levels of satisfaction reported in this wave of the survey to the results from previous surveys.

3.2.1 Overview of Key Service Areas

Table 3-2 Composite Satisfaction Ratings for Key Service Areas

Key Service Area (rank order)	Satisfaction Rating (%)*			Mean Score (out of 5)
	Low (1-2)	Medium (3)	High (4-5)	
Protected Environment	9.1%	45.6%	45.4%	3.81
Vibrant Communities	12.5%	56.0%	31.6%	3.66
Modern Local Economy	15.5%	48.6%	35.9%	3.52
Balanced Urban Growth	15.8%	60.3%	23.9%	3.52
Resilient Leadership	30.2%	50.7%	19.0%	3.25

Key Results:

- Again residents appear to be most satisfied with Council's delivery of the services and facilities falling within the banner of *Protected Environment*, achieving a mean composite satisfaction score of 3.81 out of 5.
- Around a third of residents provided 'high' composite satisfaction ratings for the *Vibrant Communities* and *Modern Local Economy* key service areas (KSA).
- A mean composite satisfaction score of 3.52 was attained for service delivery in both the *Modern Local Economy* and *Balanced Urban Growth* KSAs.
- *Resilient Leadership* remains the KSA that residents are least satisfied with. While 30.2% of residents provided a 'low' composite satisfaction score, its mean of 3.25 is still within the range of 'medium satisfaction'.

3.2.2 Vibrant Communities

Table 3-3 Satisfaction Ratings for Vibrant Communities

Service / facility (rank order)	Satisfaction Rating (%)				Mean Score (out of 5)
	N/R	Low (1-2)	Medium (3)	High (4-5)	
Emergency services e.g. SES & Rural Fire Service	23.0%	1.1%	12.8%	63.1%	4.19
Library Services	20.6%	2.9%	13.7%	62.8%	4.12
Ovals & sporting facilities	5.7%	5.2%	17.5%	71.6%	4.01
Quality of Parks & Gardens	1.3%	4.0%	20.7%	73.9%	3.95
Provision of playgrounds/play equipment	11.1%	8.6%	20.8%	59.5%	3.80
Support for volunteer organisations	38.4%	3.2%	22.2%	36.3%	3.75
Provision of community centres & community halls	27.7%	3.8%	24.8%	43.7%	3.71
Council provision of local community events	18.5%	6.1%	28.6%	46.8%	3.65
Lighting of public areas	5.6%	14.6%	32.0%	47.8%	3.49
Services & facilities for older people	54.0%	6.1%	18.3%	21.6%	3.48
Aquatic Centres	26.4%	14.2%	21.3%	38.1%	3.43
Recreation/Performing Arts Centre	34.8%	10.0%	25.1%	30.1%	3.39
Provision of footpaths & cycle ways	2.1%	23.4%	29.4%	45.1%	3.30
Youth services & facilities eg) HYPE	49.9%	8.2%	22.4%	19.6%	3.30
Public Toilets	22.8%	27.4%	30.2%	19.6%	2.87

Key Results:

- Services and facilities falling under the KSA banner of *Vibrant Communities* registered mean satisfaction scores ranging from 4.19 ('high') to 2.87 ('low').
- Emergency services rose to the number one position, with 63.1% of respondents providing a 'high' satisfaction rating, overtaking library services which recorded a mean of 4.12.
- Seven out of ten respondents indicated that they were satisfied with ovals & sporting facilities (4.01) and the quality of parks & gardens (3.95).
- Meanwhile public toilets again ranked lowest in terms of satisfaction with only 19.6% of residents providing a 'high' satisfaction score, making it the only service or facility to record a 'low' satisfaction score within this KSA.

- Relatively lower levels of satisfaction were also reported for youth services (3.30) and the provision of footpaths & cycle ways (3.30).
- Statistically significant differences in satisfaction ratings were identified across the following demographic grouping:
 - Females displayed a higher level of satisfaction with Council's provision of local community events than males.
 - Younger residents (18-29yrs) were more likely to be satisfied with youth services & facilities, the provision of playground equipment, ovals & sporting facilities, the provision of foot paths & cycle ways and the quality of parks & gardens.
 - Meanwhile, residents aged 60 years and older were inclined to provide higher satisfaction ratings for emergency services and support for volunteer organisations.
 - Residents of the central ward were generally more satisfied with library services and aquatic centres than residents of the north ward.
 - The north and central wards had a tendency to be more satisfied with emergency services than the west ward.
 - When it came to the Recreation/Performing Arts Centre, it was residents of the west ward that were more satisfied than those from the north ward.
 - Residents that rent displayed higher levels of satisfaction with library services, the provision of parks & playgrounds and the provision of foot paths & cycle ways than those that own their homes.
- Reasons for dissatisfaction with services and facilities falling under the *Vibrant Communities* key service area were elicited from respondents:
 - Residents that were dissatisfied with local library services cited the limited services/branches in their area and the need for better parking/public transport access to existing facilities.
 - Reasons that residents gave for dissatisfaction with the provision of community centres & halls included the lack of such facilities in the area, the cost, their small size, the closure of HYPE and a general lack of awareness.
 - Dissatisfaction with youth services was largely due to the lack of these services in their local area, the closure of HYPE and a shortage of things for

young people to do. There was also mention that local youth want/need a skate park in Rouse Hill.

- Residents who were dissatisfied with services & facilities for older people explained that they felt there were not enough services and facilities of this kind (public transport was mentioned in particular) and that they simply were not aware of any such services or facilities.
- The only reason cited for dissatisfaction with emergency services was a bad experience had by that particular resident.
- The few residents that were very dissatisfied with support for volunteer organisations blamed a general lack of support for these groups.
- The reasons provided for dissatisfaction with Council's provision of local community events ranged from the lack of such events and the disappearance of the Orange Blossom Festival to the lack of cultural sponsorship and support for volunteers that run such events.
- Dissatisfaction with the provision of playgrounds/play equipment was attributed to the lack of such facilities in local neighbourhoods, the inappropriate or unsafe nature of such equipment and the poor maintenance of parks and playgrounds.
- Residents very dissatisfied with local ovals & sporting fields stated that there were not enough and that they were poorly maintained, under-utilised and not available for public use.
- The relatively long list of reasons for dissatisfaction with the provision of footpaths & cycle ways centred on the general issues of a lack of footpaths and cycle ways in local areas, the need for paths of both sides of some roads and the state of disrepair that some are in.
- Dissatisfaction with the lighting of public areas stemmed from poor lighting in streets and parks, as well as broken lights in some areas.
- Residents who were dissatisfied with public toilets described these facilities as lacking, dirty, broken, unsafe and locked from public use.
- The few residents very dissatisfied with the quality of parks & gardens cited the lack of parks and gardens in their local area and the poor maintenance of those that currently exist.

-
- A number of residents indicated that they were very dissatisfied with aquatic centres as they felt there needed to be more than one in the Shire, the existing facilities needed to be upgraded, there was a lack of available lanes in pools due to swim squads etc. and that they were expensive.
 - Dissatisfaction with the Recreation/Performing Arts Centre was due to it being too small, old and over-priced, a lack of quality cultural entertainment/functions, difficulty in booking the centre and the lack of similar facilities throughout the Shire.

3.2.3 Protected Environment

Table 3-4 Satisfaction Ratings for Protected Environment

Service / facility (rank order)	Satisfaction Rating (%)				Mean Score (out of 5)
	N/R	Low (1-2)	Medium (3)	High (4-5)	
Air Quality	2.0%	2.8%	13.5%	81.6%	4.16
Water Quality	4.7%	3.7%	12.9%	78.8%	4.13
Preservation of plants & animals in their natural habitat	8.4%	6.7%	21.9%	63.0%	3.83
Management of noise pollution	4.7%	9.6%	24.7%	61.1%	3.75
Bush land regeneration & weed control	8.6%	12.2%	23.8%	55.4%	3.64
Pet & animal management/control	19.2%	8.6%	27.2%	45.0%	3.59
Preservation of permanent open space & sensitive environmental areas	9.3%	11.5%	29.9%	49.3%	3.54

Key Results:

- The services and facilities within the *Protected Environment* KSA again performed quite strongly in terms of satisfaction.
- Satisfaction with air quality and water quality improved, with ‘high’ satisfaction scores of 4.16 and 4.13 respectively.
- While less than half of Hills residents were satisfied with pet & animal management/control (3.59), this service rose from the lowest ranking within this KSA which this year went to the preservation of permanent open space and sensitive environmental areas (3.54)
- Statistical testing revealed a number of significant differences across demographic groups:
 - The only statistically significant difference between the sexes within this KSA was that females had a tendency to be more satisfied with bush land regeneration & weed control than males.
 - Residents aged 18-29 years displayed significantly higher satisfaction with water quality, air quality, management of noise pollution and the preservation of plants & animals in their natural habitat.
 - The north ward was generally more satisfied with air quality than the west ward.

- Residents from the central and east wards were more likely to be satisfied with bush land regeneration & weed control than those from the north ward.
- Renters showed a notably higher level of satisfaction with pet & animal management/control.
- Respondents that indicated they were very dissatisfied with any of the *Protected Environment* services were asked to explain why:
 - Reasons for dissatisfaction with the preservation of permanent open space & sensitive environmental areas included urban development encroaching on open spaces, poor maintenance of open spaces, damage to eco systems and a lack of open spaces. A few residents felt that restrictions were too strict.
 - Dissatisfaction with pet & animal control arose from issues such as feral animals (particularly rabbits) and a poor response to animal attacks and barking dogs, as well as a lack of leash-off areas for dogs.
 - One resident complained that they still do not have access to town water after 25 years.
 - While most dissatisfaction with local area quality was due to traffic pollution from the M2, there was also one mention of the Shell Chemical Refinery.
 - While traffic noise (particularly on the M2) was the main source of dissatisfaction with Council's management of noise pollution, other sources included urban/rural interfaces, industrial work on weekends, barking dogs, the development of the air base and frogs at the neighbour of one local resident.
 - Reasons for dissatisfaction with the preservation of plant & animals in their natural habitat included the clearing of land for development, wild rabbits and foxes, dumping in natural areas and creeks, and a general lack of preservation effort.
 - Residents very dissatisfied with bush regeneration & weed control cited various reserves, parks and creeks throughout the Shire that are overrun with weeds (including lantana, privet and blackberry) and don't see much action from Council to deal with them.

3.2.4 Balanced Urban Growth

Table 3-5 Satisfaction Ratings for Balanced Urban Growth

Service / facility (rank order)	Satisfaction Rating (%)				Mean Score (out of 5)
	N/R	Low (1-2)	Medium (3)	High (4-5)	
Range of shopping facilities	0.7%	3.6%	11.8%	84.0%	4.22
Overall zoning & presentation of the Shire	1.9%	8.9%	25.5%	63.7%	3.71
Protection of heritage values & buildings	16.7%	7.0%	24.2%	52.1%	3.70
Streetscape appearance	1.9%	6.8%	30.7%	60.6%	3.68
Low density housing developments e.g. single houses, villas	6.8%	14.9%	28.7%	49.7%	3.51
Condition of residential road surfaces	0.7%	23.3%	36.2%	39.8%	3.22
Traffic parking enforcement	12.2%	21.5%	33.9%	32.4%	3.15
Medium density housing developments e.g. apartments	7.9%	31.6%	33.9%	26.6%	2.94

Key Results:

- The KSA of *Balanced Urban Growth* recorded mean satisfaction scores ranging from 4.22 ('high') to 2.94 ('low').
- On the whole residents of the Hills Shire continue to be satisfied with the range of shopping facilities in the area, with 84.0% providing a 'high' score.
- Other Council services to score well include the overall zoning & presentation of the Shire (3.71) and the protection of heritage values & buildings (3.70).
- While there was a marginal increase in mean satisfaction with medium density housing developments, it continues to score well below other services in this KSA with only a quarter of residents providing a 'high' rating.
- Significant differences in satisfaction ratings were identified for the following groups:
 - Females were generally more satisfied with the range of shopping facilities in the Hills Shire than males.
 - Residents aged 18-39 years displayed significantly higher levels of satisfaction with medium density housing development than those aged 40 years or older.
 - Meanwhile residents aged 18-29 years were more satisfied with streetscape appearance than those aged 50 years or older.

- The east ward had a tendency to be more satisfied with the condition of residential road surfaces than the north ward.
- Renters were significantly more likely to be satisfied with medium density housing development and streetscape appearance than home owners.
- Residents that indicated they were very dissatisfied with any of the *Balanced Urban Growth* services and facilities were asked to explain why:
 - Dissatisfaction with the condition of residential road surfaces stemmed from pot holes, narrow roads, rough road surfaces, poor maintenance and a general inability of many residential roads to handle the volume of traffic using them.
 - Residents who indicated that they were very dissatisfied with traffic parking enforcement suggested that there was not enough parking, rangers were overzealous and inconsistent, limits are too strict, many streets were too narrow for parking, parked cars were blocking access to driveways and near schools, and that more enforcement was needed.
 - Reasons for dissatisfaction with the overall zoning & presentation of the Shire included too many high-rise developments, the need for larger rural blocks to be subdivided, unfair handling of development applications and a growing population that exceeds the capacity of the Shire.
 - Dissatisfied residents were divided as to whether the protection of heritage values was too strict or not strict enough, although many did point out the derelict state of a number of buildings in the Shire.
 - The few residents who were very dissatisfied with the range of shopping facilities in the Shire cited the closing of shops in the mall, a lack of variety and difficulties accessing shops.
 - There was little agreement among residents as to the main source of dissatisfaction with low density housing developments: complaints included too many single houses, not enough single houses, too many units, not enough villas, too small residential blocks and a general mismanagement of developments.
 - Residents very dissatisfied with medium density housing development felt that there were too many high-rise units/apartments, too much traffic associated with these developments, that these developments were

spoiling the look of the Shire, there is a lack of required infrastructure and there is poor planning/management of these developments.

- Dissatisfaction with streetscape appearance was largely due to streets with rubbish and potholes, too many high rise buildings, newer developments that don't suit surroundings, too many inappropriate native plants and grasses, and poorly maintained grass fields and median strips.

3.2.5 Modern Local Economy

Table 3-6 Satisfaction Ratings for Modern Local Economy

Service / facility (rank order)	Satisfaction Rating (%)				Mean Score (out of 5)
	N/R	Low (1-2)	Medium (3)	High (4-5)	
Town centre & village atmosphere	2.7%	10.3%	29.9%	57.1%	3.64
Commercial building developments e.g. industry, shopping centres, offices	6.0%	7.6%	34.2%	52.1%	3.62
Generating local employment opportunities	21.9%	16.3%	31.2%	30.6%	3.24

Key Results:

- With the satisfaction scores for the services within the *Modern Local Economy* banner on par with the 2008/9 survey, this KSA continued to perform reasonably well with all services achieving ‘medium’ satisfaction means.
- Town centre & village atmosphere and commercial building developments continue to sit closely together at the top of the list, with mean satisfaction scores of 3.64 and 3.62 respectively.
- In comparison, less than one third of residents provided a ‘high’ satisfaction rating for Council’s generation of local employment opportunities, resulting in a mean score of 3.24.
- Statistical testing uncovered a number of significant differences in satisfaction ratings for the following groups:
 - On average, females, residents of the north ward and residents aged 18-39 years all displayed higher levels of satisfaction with the town centre & village atmosphere.
 - Residents of the north ward were also significantly more likely to be satisfied with commercial building developments than those of the east ward.
- The following reasons for dissatisfaction with services and facilities falling under the *Modern Local Economy* key service area were elicited from respondents:
 - Most of the residents very dissatisfied with the town centre & village atmosphere stated that they felt there simply wasn’t such an atmosphere. Others also highlighted a number of areas in need of a facelift/upgrade,

such as local shopping centres, Kellyville village and Baulkham Hills Junction.

- The few residents that were very dissatisfied with commercial building developments provided various reasons for this: from not enough commercial developments to too many, poor parking access and the perceived unattractiveness of the development at Newline Road.
- The overwhelming consensus among residents very dissatisfied with the generation of local employment opportunities was that there simply is a shortage of such opportunities. Other comments referred to a lack of public transport to local jobs, the relatively lower pay of local jobs and the need for more commercial development to stimulate job growth.

3.2.6 Resilient Leadership

Table 3-7 Satisfaction Ratings for Resilient Leadership

Service / facility (rank order)	Satisfaction Rating (%)				Mean Score (out of 5)
	N/R	Low (1-2)	Medium (3)	High (4-5)	
Council's conduct as a professional organisation	10.7%	9.2%	31.9%	48.1%	3.55
Image & presentation of Council information e.g. on services	8.9%	7.7%	36.9%	46.5%	3.55
Council's level of communication & access to information	7.0%	16.9%	34.8%	41.3%	3.35
Council's financial management approach	34.5%	11.0%	33.4%	21.1%	3.22
Opportunities to have a 'real say' on issues that affect your life	13.1%	20.8%	36.6%	29.4%	3.13
Preparing for future issues or changes in the Shire	20.2%	18.3%	36.7%	24.9%	3.10
Council's decision-making e.g. objectivity, balanced decisions	15.9%	19.5%	40.7%	24.0%	3.07
Availability of your Local Representative	26.8%	23.4%	27.7%	22.1%	2.97

Key Results:

- Services in the *Resilient Leadership* KSA achieved satisfaction scores ranging from 3.55 ('medium') to 2.97 ('low').
- Around half of the Hills Shire's residents were satisfied with Council's conduct as a professional organisation and the image & presentation of Council information, with both recording mean scores of 3.55 and sitting at the top of the rankings for this KSA.
- While most of these services attained mean satisfaction scores very similar to their 2008/9 levels, satisfaction with the availability of a local representative (2.97) has moved into last place.
- Statistically significant differences in satisfaction ratings were uncovered for the following groups:
 - When it came to *Resilient Leadership*, males were more likely to be satisfied with Council's financial management approach than females.
 - Residents aged 18-29 years showed significantly higher levels of satisfaction with Council's conduct as a professional organisation and preparations for future issues or changes in the Shire.

- Meanwhile, residents aged 50-59 years had a tendency to display the lower levels of satisfaction with Council's decision-making.
- Renters were generally more satisfied with Council's conduct as a professional organisation and Council's decision-making than home owners.
- Respondents who were very dissatisfied with services that fall under the banner of *Resilient Leadership* were asked to explain why:
 - Reasons given for dissatisfaction with Council's conduct as professional organisation included expensive rates and poorly spent money, political agendas, poor customer service and Councillors/staff not listening to residents.
 - Residents who were very dissatisfied with the opportunities to have a 'real say' on issues that affect their life felt that Council does not listen and/or respond to residents, major problems such as traffic have not been addressed, Councillors have pre-determined decisions and political agendas, and that there are either no opportunities to have a say on issues such as development or Council simply does not communicate these opportunities well enough.
 - Dissatisfaction with Council's decision-making resulted from a lack of community consultation and involvement, bad decisions with regards to developments and traffic, decisions made according to self-interest and political agendas, and slow decision-making in general.
 - Residents who were very dissatisfied with Council's level of communication & access to information basically said that there was little/no information given, Council does not communicate well as to how information can be accessed and that you have to actively pursue Council to get information.
 - The main reasons for dissatisfaction with Council's financial management approach included bad publicity about poorly used funds, wasted funds, problems such as development hold-ups and poor parking at new developments arising from poor financial management, and the use of rate-payers funds for travel.
 - Dissatisfaction with Council's preparations for future issues & changes in the Shire stemmed from insufficient infrastructure to deal with new

developments and an increasing population, continued traffic problems, poor communication/consultation, a need for better youth services, and a general lack of long term planning.

- The reasons given for dissatisfaction with the image & presentation of Council information ranged from residents not receiving any information and no knowledge about Council services and facilities to money being wasted on brochures and other printed materials.
- Most of the residents that indicated they were very dissatisfied with the availability of their local representative said that they don't even know who their elected representative is. Others stated that their elected representative failed to respond to their attempts at contact and that it is hard to get their support/assistance.

3.2.7 Trends

Table 3-8 Trends in Satisfaction Ratings for Council Services & Facilities

Service / facility (rank order)	Number of Valid Respondents					% Valid Responses Satisfied				
	2010/1	2008/9	2007/8	2006/7	2005/6	2010/1	2008/9	2007/8	2006/7	2005/6
Range of shopping facilities	979	1001	983	870	1071	85%	87%	65%	62%	67%
Air quality	966	996	965	840	1014	83%	78%	58%	50%	58%
Water quality	940	970	972	830	1014	83%	79%	63%	59%	58%
Emergency services	759	853	953	670	783	82%	76%	71%	64%	69%
Library services	783	843	950	740	864	79%	73%	65%	69%	73%
Ovals & sporting facilities	930	952	971	840	1037	76%	74%	57%	60%	62%
Quality of Parks & Gardens	973	996	987	880	1060	75%	71%	60%	57%	58%
Provision of playgrounds/play equipment	877	903	956	810	979	67%	62%	52%	49%	49%
Overall zoning & presentation of the Shire	967	980	967	870	1014	65%	67%	44%	40%	42%
Management of noise pollution	940	982	966	810	991	64%	66%	47%	41%	43%
Protection of heritage values & buildings	821	905	936	820	968	63%	57%	46%	40%	46%
Streetscape & appearance	968	1000	990	880	1071	62%	58%	55%	51%	45%
Bush land regeneration & weed control	901	942	964	840	1002	61%	57%	48%	43%	41%
Provision of community centres & community halls	713	808	941	660	795	60%	51%	55%	48%	52%
Town centre & village atmosphere	959	974	976	850	1014	59%	65%	46%	41%	47%
Support for volunteer organisations	608	711	894	650	737	59%	51%	48%	43%	48%
Council provision of local community events	804	862	950	760	945	57%	52%	54%	53%	49%
Pet & animal management/control	797	856	927	780	933	56%	56%	53%	51%	44%
Commercial building developments	927	983	967	850	1037	56%	66%	49%	45%	42%
Preservation of open space & sensitive environments	894	942	976	850	1025	54%	56%	55%	49%	46%
Council's conduct as a professional organisation	880	933	965	820	968	54%	49%	35%	33%	30%
Low density housing developments	919	967	964	850	1002	53%	51%	42%	39%	34%
Image & presentation of Council information	898	947	971	820	956	51%	48%	39%	39%	33%
Lighting of public areas	930	969	988	870	1048	51%	47%	45%	44%	36%

Table 3-8 cont. Trends in Satisfaction Ratings for Council Services & Facilities

Service / facility (rank order)	Number of Valid Respondents					% Valid Responses Satisfied				
	2010/1	2008/9	2007/8	2006/7	2005/6	2010/1	2008/9	2007/8	2006/7	2005/6
Services & facilities for older people	454	588	844	580	703	47%	39%	50%	40%	36%
Provision of footpaths & cycle ways	966	985	987	870	1048	46%	45%	48%	44%	40%
Council's communication & access to information	917	958	974	820	968	44%	44%	35%	37%	32%
Condition of residential road surfaces	979	1003	991	890	1083	40%	44%	41%	36%	32%
Generating local employment opportunities	770	858	923	770	876	39%	46%	38%	30%	29%
Youth services & facilities	494	617	888	560	680	39%	32%	45%	36%	30%
Traffic parking enforcement	866	917	944	810	968	37%	40%	41%	37%	33%
Opportunities to have a 'real say' on issues that affect your life	857	932	959	810	945	34%	33%	30%	31%	21%
Council's financial management approach	646	781	943	790	887	32%	31%	32%	25%	18%
Preparing for future issues or changes in the Shire	787	905	959	810	933	31%	34%	31%	30%	22%
Medium density housing developments	908	957	961	850	991	29%	29%	31%	26%	20%
Council's decision-making	829	900	963	800	933	29%	27%	31%	26%	21%
Public toilets	761	824	948	790	922	25%	19%	33%	27%	15%

Key Results:

- There has been a notable increase in the proportion of residents satisfied with a number of Council's services and facilities, particularly those at the top of the list. These include air quality, water quality, emergency services, library services, provision of playgrounds/play equipment, support for volunteer organisations and protection of heritage values & buildings.
- Substantial improvements have also been made by some of the services and facilities that residents are generally less satisfied with, such as public toilets, youth services & facilities and services & facilities for older people.
- However, services and facilities that have reported a decline in satisfaction since 2008/9 include town centre & village atmosphere, commercial building developments, and generating local employment opportunities.

3.3 IDENTIFYING PRIORITIES FOR IMPROVEMENT

Given the many dimensions of customer service that need to be managed, it can often be a difficult task to prioritise where improvement is most needed. The sheer number of service dimensions can diffuse focus and distract attention away from the areas of critical importance to improving resident satisfaction. This section of the report aims to identify the key drivers of resident satisfaction via a deeper analysis of the opportunities for improvement that surface from the individual service dimensions reported in the previous section.

3.3.1 Quadrant Analysis

A simple analytical technique known as quadrant analysis is a useful way of simultaneously analysing the stated importance a service holds for residents against their satisfaction with the provision of that service. To do this, mean satisfaction scores are plotted against mean importance scores for each customer service dimension measured in the survey.

In order to form the quadrant chart (or opportunity matrix, as it is sometimes called) combined mean importance and satisfaction scores were calculated for the entire set of services. The mean Importance score, which is carried over from the 2007/08 survey, was 4.06 out of 5. The mean satisfaction score this year was 3.50 out of 5. So, for example, services with a mean satisfaction score of less than 3.50 (i.e. a score lower than the overall mean satisfaction score), were classified as having 'lower' satisfaction. Conversely, services with a mean score above 3.50 were classified as having 'higher' satisfaction.

The results of the quadrant analysis are displayed in Figure 3.1.

Figure 3-1 Quadrant Analysis



Each of the four quadrants in Figure 3.1 has a specific interpretation:

1. The **upper right** quadrant (high importance and high satisfaction) represents current service strengths.
2. The **lower right** quadrant (high importance but relatively lower satisfaction) denotes services where satisfaction should be improved.
3. The **lower left** quadrant (relatively lower importance and relatively lower satisfaction) represents lower priority service dimensions.
4. The **upper left** quadrant (relatively lower importance and high satisfaction) is sometimes interpreted as representing 'over-delivery'.

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

Key Results:

- Service where Council is performing well (high importance/high satisfaction) are:
 - Emergency services e.g. SES and Rural Fire Service.
 - Ovals and sporting facilities.
 - Quality of parks and gardens.
 - Preservation of permanent open space and sensitive environmental areas.
 - Water Quality.
 - Air Quality.
 - Management of noise pollution.
 - Bush land regeneration and weed control.
 - Streetscape appearance.
 - Council's conduct as a professional organisation.
- Priority service areas for improvement (high importance/low satisfaction) are:
 - Provision of footpaths and cycle ways
 - Lighting public areas
 - Residential road surfaces
 - Opportunities to have 'real say' on issues that affect your life
 - Council's decision-making
 - Council's communication & info
 - Council's financial mgmt
 - Preparing for future.

3.3.2 Gap Analysis

Despite its usefulness, quadrant analysis is not a complete priority assessment tool. Its key limitation is that it does not explicitly quantify the gap between importance and satisfaction. So, it is feasible that a large gap could exist between importance and satisfaction for any given service, even though that service may have appeared in the 'high importance and high satisfaction' quadrant. The problem is, even if a service achieves a high satisfaction score relative to other services measured, this is relatively meaningless if it still falls well short of the priority placed on that service by the respondent (measured via the stated importance score). This gap between performance and importance is often referred to as the 'expectation gap'.

Gap analysis is designed to identify those expectation gaps, and is a useful tool for supplementing the traditional quadrant analysis when prioritising services. Gap analysis simply measures the difference between expectations and delivery by subtracting the mean satisfaction score from the mean importance score for each service attribute. The larger the gap between importance and satisfaction, the larger the gap between Council's performance in provision of a service and residents' expectations.

Gap scores are presented in Table 3.9. The table ranks services and facilities from highest gaps to lowest gaps. Statistical testing was used to help categorise services as high, medium and lower priority for improvement (the larger the gap, the higher the priority). Those services with a gap score significantly above the overall mean gap score ($\mu = 0.45$) were given top priority (i.e. a rating of 1). Services with a gap score statistically equal to the overall mean gap score were given second priority (rating of 2). Services with a gap score that was found to be significantly below the overall mean gap score were given third priority (rating of 3).

Table 3-9 Performance Gap for Council Services & Facilities

Council services & facilities	Performance Gap*	Priority level	
Condition of residential road surfaces	1.28	1	Higher than average gap scores
Public Toilets	1.15	1	
Council's decision-making e.g. objectivity, balanced decisions	1.09	1	
Preparing for future issues or changes in the Shire	1.07	1	
Opportunities to have a 'real say' on issues that affect your life	1.06	1	
Council's financial management approach	0.94	1	
Provision of footpaths & cycle ways	0.94	1	
Lighting of public areas	0.89	1	
Council's level of communication & access to information	0.81	1	
Preservation of permanent open space & sensitive environmental areas	0.80	1	
Generating local employment opportunities	0.77	1	
Council's conduct as a professional organisation	0.68	1	
Bush land regeneration & weed control	0.45	2	Average gap scores
Streetscape appearance	0.44	2	
Water Quality	0.42	2	
Youth services & facilities (eg HYPE)	0.40	2	
Services & facilities for older people	0.38	2	
Management of noise pollution	0.37	2	
Quality of Parks & Gardens	0.36	2	
Low density housing developments e.g. single houses, villas	0.33	3	Lower than average gap scores
Image & presentation of Council information e.g. on services	0.32	3	
Emergency services e.g. SES & Rural Fire Service	0.30	3	
Town centre & village atmosphere	0.29	3	
Overall zoning & presentation of the Shire	0.26	3	
Provision of playgrounds/play equipment	0.26	3	
Air Quality	0.21	3	
Pet & animal management/control	0.21	3	
Traffic parking enforcement	0.15	3	
Protection of heritage values & buildings	0.15	3	
Ovals & sporting facilities	0.10	3	
Medium density housing developments e.g. apartments	0.10	3	
Commercial building developments	0.06	3	
Support for volunteer organisations	0.01	3	
Provision of community centres & community halls	0.00	3	
Council provision of local community events	-0.08	3	
Library Services	-0.14	3	
Range of shopping facilities	-0.16	3	

Key Results:

- The gap analysis revealed that resident expectations are furthest from being met in the following areas:
 - Condition of residential road surfaces
 - Public toilets
 - Council's decision-making e.g. objectivity, balanced decisions
 - Preparing for future issues or changes in the Shire
 - Opportunities to have a 'real say' on issues that affect your life
 - Council's financial management approach
 - Provision of footpaths & cycle ways
 - Lighting of public areas
 - Council's level of communication & access to information
 - Preservation of permanent open space & sensitive environmental areas
 - Generating local employment opportunities
 - Council's conduct as a professional organisation.

4 HOME & ENVIRONMENT

4.1 TYPE OF HOME

This year residents were asked to select which option from a list of categories best described their home. The results are presented in Table 4-1 below.

Table 4-1 Type of Home

Type of Home	Percent
Free standing house	90.0%
Town house	4.3%
Rural dwelling	2.3%
Flat/unit	1.6%
Villa	1.5%
Self care retirement complex	0.3%
Other	0.0%

Key Results:

- The majority of residents (90.0%) live in a free standing house.
- The next more popular dwelling was town houses at 4.3% with a further 2.3% residing in rural dwellings.

4.2 ENVIRONMENTALLY FRIENDLY BEHAVIOUR

Survey participants were next presented with a list of environmentally friendly products and behaviours, and asked which they utilise at their house. The results are shown in Table 4-2.

Table 4-2 Environmental Behaviour

Environmental Behaviour	House	Town House	Flat/Unit /Villa	Rural	Other	Total Percent
Reusable shopping bags	92.3%	100.0%	95.4%	92.9%	80.8%	92.7%
Energy saving light globes or other devices	92.7%	87.1%	81.3%	84.8%	79.8%	91.9%
Bulk buying to reduce package waste	50.2%	65.5%	36.2%	37.1%	0.0%	49.9%
Compost or worm farm	35.1%	10.5%	11.4%	47.6%	39.4%	33.6%
Recycled water	32.3%	18.1%	9.1%	50.5%	0.0%	31.3%
Water tank	22.0%	13.5%	2.3%	56.4%	19.2%	21.8%
Solar power	17.6%	10.7%	4.6%	25.1%	0.0%	17.1%
None	0.5%	0.0%	2.3%	4.2%	0.0%	0.6%

Key Results:

- A significant proportion of respondents (92.7%) use reusable shopping bags, with all respondents living in town houses using these bags.
- Approximately nine in ten Hills Shire residents (91.9%) use energy saving light globes or other energy saving devices.
- Half of the residents surveyed (49.9%) stated that they buy in bulk to reduce the waste created by packaging.
- The number of homes using solar power has risen from 7.2% in the 2008/09 survey to 17.1% in the current survey, however it remains the least common environmentally friendly behaviour.
- Compost or worm farms, recycled water, water tanks and solar power are more prevalent among those who live in rural dwellings compared to all other dwelling types (houses, town houses and flats, units or villas).

5 COUNCIL PROVIDED SERVICES

5.1 WASTE MANAGEMENT SYSTEM

Respondents were asked to rate their level of satisfaction with the council's waste management systems. The results are displayed in Figure 5-1.

Table 5-1 Satisfaction with the Waste Management System

Service (rank order)	Satisfaction Rating (%)				Mean Score (out of 5)
	N/R	Low (1-2)	Medium (3)	High (4-5)	
Recycling collection (yellow top bin)	0.1%	5.2%	9.0%	85.7%	4.31
Garden organics collection (green top bin)	10.0%	5.5%	9.3%	75.3%	4.24
Domestic garbage collection (red top bin)	0.1%	6.9%	11.6%	81.4%	4.20
On call kerbside clean up service	14.7%	15.1%	16.7%	53.5%	3.72

Key Results:

- 85.7% of Hills Shire households are satisfied with their recycling collection, resulting in a high mean satisfaction rating of 4.31 out of 5. The main reason for dissatisfaction with recycling collection was that the bin is collected fortnightly, while the residents believe it should be collected on a weekly basis.
- Three quarters of Hills Shire residents (75.3%) were satisfied with Council's collection of garden organics. Meanwhile, 5.5% of residents were dissatisfied, with the main reason being that the respondent did not have one of these bins.
- Four fifths of residents (81.4%) were satisfied with the collection of their domestic waste. Most respondents who were dissatisfied (6.9%) with domestic garbage collection indicated this was because the bin is too small.
- The on call kerbside clean up service received the lowest mean score of the Council's waste management systems, with 3.72 out of 5. Most respondents who were dissatisfied with this service stated that they preferred the previous system of collection.

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- Further analysis of various demographic variables revealed:
 - Respondents aged 60 or older were significantly more satisfied with domestic garbage collection than younger respondents of all ages.
 - When it came to satisfaction with recycling collection, residents aged 40 and older were more satisfied compared to residents aged in their 30s.
 - Hills Shire residents from the north ward displayed lower levels of satisfaction with garden organics collection compared to residents from the east and central wards.
 - Residents who were aged 30-39 years were significantly less likely to be satisfied with the collection of their garden organic waste than all other residents.

5.2 ACCESS TO SERVICES

The next section of the survey explored the issue of access to services and facilities. Using a scale of 1 to 5, where 1 means 'strongly disagree' and 5 means 'strongly agree', respondents were asked to indicate whether they agree that it is easy to get to a range of services and facilities in the Hills Shire. The results are shown in Table 5-2.

Table 5-2 Perceived Accessibility to Services and Facilities

Service / facility (rank order)	Agreement Rating (%)				Mean Score (out of 5)
	N/R	Low (1-2)	Medium (3)	High (4-5)	
Schools	25.7%	3.4%	9.7%	61.2%	4.23
Local shops	0.2%	7.3%	13.2%	79.3%	4.18
Parks & open spaces	1.2%	3.9%	14.2%	80.6%	4.16
Natural areas (eg bushland)	1.7%	6.6%	17.4%	74.3%	4.07
Major shopping centres	0.4%	10.8%	17.1%	71.6%	3.95
Child care	54.1%	3.5%	11.5%	30.9%	3.90
Health & medical services	0.9%	9.0%	22.5%	67.6%	3.89
Sporting facilities	9.7%	7.2%	29.7%	53.4%	3.69
Community or neighbourhood centres	17.4%	9.5%	28.5%	44.7%	3.60
Senior citizen's centres	60.6%	8.6%	13.6%	17.2%	3.37
Entertainment & cultural facilities	4.5%	21.6%	38.4%	35.5%	3.19
Work	17.1%	31.3%	19.2%	32.5%	3.04
Tertiary institutions (TAFE or University)	28.3%	28.7%	21.8%	21.2%	2.86
Public transport	5.6%	43.3%	22.5%	28.6%	2.76

Key Results:

- Only 3.4% of residents find it difficult to get to schools, resulting in the high mean agreement score of 4.23 out of 5.
- Almost four out of five Hills residents (79.3%) find it easy to access their local shops.
- 80.6% of those surveyed agreed that it is easy to get to parks and open spaces & 74.3% believed that it is easy to get to natural areas such as bushland.

- In contrast, a lesser three in ten Hills Shire residents (28.6%) thought it was easy to get to public transport while 43.3% found it difficult, resulting in a 'low' mean score of 2.76.
- One third of residents (32.5%) suggested that it is easy to get to their place of work, while 31.3% disagreed.
- Statistical testing revealed significant differences across the following demographic groups:
 - Females were more likely than males to agree that it is easy to access schools, child care, work and public transportation.
 - Respondents residing in the east ward found easier to access local shops and parks & open spaces compared to those from the other three wards.
 - Parks & open spaces were also considered much easier to access by respondents aged 18-29 years than those aged 40 years or older.
 - Meanwhile, residents of the east ward were significantly less likely to find accessing natural areas such as bushland easy.
 - Sporting facilities were believed to be more difficult to access by those from the north ward than those from the east and west wards.
 - However the east and west wards appear to have better access to community or neighbourhood centres the north and central wards.
 - The north ward was significantly less likely to agree that there is good access to senior citizen's centres than all other wards.
 - People from the central and west wards were more likely to agree that entertainment or cultural facilities are easy to access than residents from the north ward.
 - East ward residents were more likely to agree that it is easy to access work compared to those from the north ward.
 - Respondents aged 60 years or older were found greater difficulty accessing work compared to all other age groups).
 - People from the north and east wards had a tendency to more strongly agree that it was easy to access tertiary institutions such as TAFE or university.

-
- Those aged between 18-29 years and 60 or more years were significantly more likely to believe it is easy to access public transport than those in all other age brackets.
 - Renters also found accessing public transport much easier than those who own or are paying off their home.
 - However, residents from the north ward were significantly less likely to agree that accessing public transport is easy compared to residents of other wards.

6 HEALTH & SAFETY

To learn more about the lifestyles and needs of residents, survey respondents were asked a series of questions about their health and safety in the Shire.

6.1 SAFETY & SUPPORT

Respondents were first presented with a series of statements addressing the issues of their perceived safety and support in the local area. Respondents were asked to rate their level of agreement with these statements using a scale of 1 to 5, where 1 means 'strongly disagree' and 5 means 'strongly agree'. The results are outlined in Table 6-1.

Table 6-1 Perceived Safety and Support

Service / facility (rank order)	Agreement Rating (%)				Mean Score (out of 5)
	N/R	Low (1-2)	Medium (3)	High (4-5)	
I feel safe moving about in public places in the Hills Shire during the day.	0.3%	1.5%	6.6%	91.6%	4.51
In an emergency a family member or friend is available to assist me.	0.6%	4.9%	10.9%	83.7%	4.34
My neighbourhood has a friendly atmosphere	0.3%	2.6%	13.9%	83.2%	4.29
I feel safe moving about public spaces in the Hills Shire at night.	3.5%	16.4%	26.7%	53.4%	3.57

Key Results:

- The vast majority of residents (91.6%) stated that they feel safe moving about the Hills Shire during the day, however only half (53.4%) feel the same at night.
 - However, this is a substantial improvement on the 46.5% of residents that feel unsafe at night during the 2008/09 survey period.
- Encouragingly, only one in twenty respondents (4.9%) stated that in an emergency a family member or friend would not be available to assist them, resulting in a 'high' mean agreement score of 4.34.
- More than four fifths of Hills Shire residents (83.2%) believe that their neighbourhood has a friendly atmosphere.

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- Statistical testing across demographic categories revealed the following significant differences:
 - Females were significantly less likely to feel safe moving about in public places in the Hills Shire at night.
 - Older residents (aged 60 years and over) were more likely to feel unsafe moving about the Hills Shire during the day and at night, than those aged 18-39 years and 50-59 years.
 - Younger residents aged 18-39 years were more likely to agree that someone would be able to assist them in an emergency compared to residents aged 40-49.
 - Respondents aged 18-29 years and 40-49 years both gave higher agreement scores than those aged 60 or older, when asked whether their neighbourhood has a friendly atmosphere.
 - Hills Shire residents who own or are paying off their own home are significantly more likely to agree that their neighbourhood has a friendly atmosphere than renters.

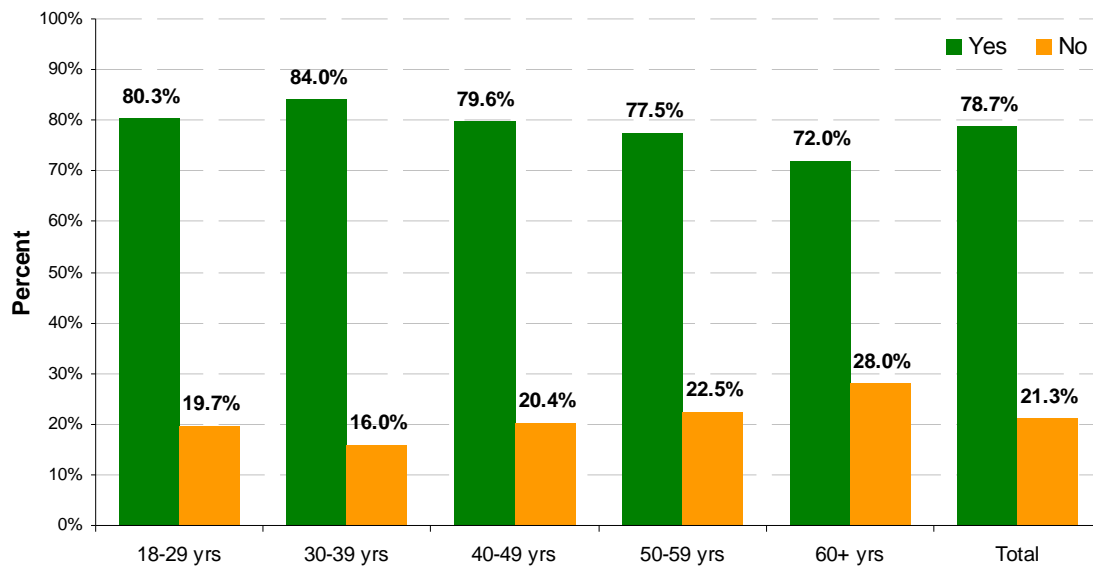
6.2 HEALTHY LIFESTYLES

The survey also delved into the issue of engagement in physical activity.

6.2.1 Participation in Physical Activity

The first question asked was whether respondents regularly participate in physical activity, either organised or informal. The results are presented below.

Figure 6-1 Participation in Physical Activity (n=986)



Key Results:

- Just under four fifths of those surveyed (78.7%) said they engage in physical activity.
- The lowest incidence of participation in physical activity is among those aged 60 or older, while those aged 30-39 had the highest incidence.

6.2.2 Type of Physical Activity

Those that do engage in regular physical activity were asked what forms of physical activity they participate in. Respondents were allowed to provide more than one answer. The results are shown in Table 6-3.

Table 6-2 Form of Physical Activity (n=790)

Form	18-29 yrs	30-39 yrs	40-49 yrs	50-59 yrs	60+ yrs	Total Percent
Walking	49.0%	53.5%	65.2%	76.7%	75.8%	63.6%
Gym/Exercise classes	41.2%	37.7%	28.3%	26.6%	13.6%	30.0%
Jogging/Running	27.7%	14.1%	14.5%	6.8%	2.9%	13.6%
Swimming	16.3%	13.5%	15.4%	11.1%	10.2%	13.4%
Cycling	9.2%	17.6%	11.4%	4.2%	2.9%	9.3%
Tennis	9.0%	8.5%	9.2%	8.9%	8.7%	8.8%
Soccer	18.2%	5.6%	8.5%	2.0%	0.5%	7.3%
Football	11.4%	7.0%	6.7%	1.3%	0.0%	5.5%
Golf	0.0%	0.0%	0.7%	11.3%	11.1%	4.3%
Netball	9.6%	2.9%	5.1%	0.5%	0.0%	3.8%
Basketball	8.9%	2.8%	1.8%	0.0%	0.0%	2.8%
Pilates/Yoga	2.8%	1.4%	3.6%	2.5%	3.9%	2.8%
Gardening	0.0%	0.0%	0.0%	1.6%	11.1%	2.3%
Squash/ Badminton/ Table tennis	1.3%	3.5%	4.2%	1.1%	0.5%	2.2%
Cricket	2.5%	2.8%	2.7%	1.3%	0.5%	2.0%
Dancing	0.0%	1.4%	1.6%	0.0%	2.4%	1.1%
Lawn bowls/ Bowling	0.0%	0.0%	0.7%	0.0%	5.3%	1.1%
Athletics	2.7%	0.7%	1.3%	0.0%	0.5%	1.1%
Horse riding	2.8%	0.0%	0.7%	1.6%	0.0%	1.0%
Martial Arts	2.7%	1.4%	0.0%	0.0%	0.5%	0.9%
Baseball/ Softball	1.3%	0.0%	2.0%	0.5%	0.0%	0.8%
Volleyball	0.0%	2.8%	0.7%	0.0%	0.0%	0.7%
Waterskiing	0.0%	1.4%	0.4%	1.3%	0.0%	0.6%
Other	6.6%	6.4%	5.1%	4.6%	3.9%	5.5%

Key Results:

- The most popular form of physical activity undertaken by residents of The Hills Shire was walking, at residents (63.6%).
- Three out of ten residents (30.0%) who regularly engage in physical activity either visit the gym or attend exercise classes.
- Jogging or running (13.6%), swimming (13.4%), cycling (9.3%) and tennis (8.8%) are also fairly popular forms of physical activity.
- Soccer (7.3%) is the most common team sport cited by Hills Shire residents.
- Statistically significant differences in participation in the various sports were identified between different age groups:
 - Older persons aged 60 years or older were significantly more likely to engage in more passive activities such as walking, playing golf or gardening, compared to respondents aged 18 to 29.
 - Younger participants were more likely than those aged 50 years and older to attend the gym or exercise classes, jog or run, cycle, play tennis, play soccer, play football, play netball or play basketball.

6.2.3 Time Allocated to Physical Activity

Respondents that do regularly engage in physical activity were lastly asked to estimate how long, on average, they spend participating in these forms of physical activity each week. Table 6-4 displays the results.

Table 6-3 Time Allocated Physical Activity (n=790)

Length of Time	Percent
Less than 1 hour	1.7%
1-2 hours	9.5%
2-3 hours	16.0%
3-4 hours	16.8%
4-5 hours	15.6%
5-10 hours	29.3%
10-15 hours	8.4%
15 hours or more	2.7%

Key Results:

- Almost half of the respondents who do engage in physical activity (48.4%) spend between 2 and 5 hours exercising each week.
- Three in ten respondents (29.3%) spend between 5 and 10 hours participating in physical activity each week.
- Encouragingly, only 1.7% of residents that do engage in physical activities do so for less than one hour a week.

6.2.4 Reason for Not Participating in Physical Activity

The last question of this section of the survey focused on residents that do not participate in any physical activity. These respondents were asked why they are not engaging in regular physical activity. The results are displayed in the table below.

Table 6-4 Reason for Not Participating in Physical Activity (n=215)

Reason	Percent
Time	61.7%
Poor health/ disability	9.7%
Do not enjoy it	9.1%
Old age	7.7%
No motivation/lazy	5.4%
Because of work or travelling	0.8%
I'm not interested	0.7%
Not sure where/how to	0.7%
Lack of skill	0.6%
Transport	0.4%
Other	3.2%

Key Results:

- The majority of locals (61.7%) who do not participate in any form of physical activity cited a lack of time as the main reason.
- 9.7% of the residents who do not engage in physical activity said that the reason for this was poor health or disability, while 7.7% cited old age.

7 Community Involvement

This section of the 2010 survey looked at the issue of community involvement. Respondents were asked whether they had been involved in a range of events, attractions and community groups. Those that answered in the affirmative were probed further to find out how often they participated and the location of this involvement. The results are outlined in Table 7-1 below.

Table 7-1 Community Involvement

Activity	Participate	Frequency				Location		
		Weekly	Monthly	Few times a year	Once a year	In HS	Outside HS	Inside & outside HS
Visited cultural attraction (eg. art gallery, theatre)	49.7%	2.1%	10.0%	62.1%	25.8%	19.7%	66.0%	14.4%
Attended community festival or event	45.6%	4.4%	7.0%	65.6%	23.0%	60.0%	19.4%	20.7%
Acted as volunteer	35.0%	38.9%	16.4%	32.3%	12.4%	64.0%	22.7%	13.3%
Part of committee or local community group	23.9%	33.4%	43.7%	17.8%	5.1%	74.3%	18.6%	7.0%
Involved in arts, crafts or hobby groups/events	18.7%	32.7%	23.2%	35.1%	9.0%	54.4%	34.3%	11.3%
Attended Council focus group, work shop or meeting	4.9%	1.4%	9.0%	39.5%	50.1%	92.0%	5.6%	2.3%

Key Results:

- Half of those surveyed (49.7%) had visited a cultural attraction. Of those that had, most did so a few times a year (62.1%) and two thirds (66.0%) visited attractions outside of the Hills Shire.
- 45.6% of respondents had attended community events or festivals. Again, most of these residents (65.6%) attend a few each year, with three in five (60.0%) attending community events or festivals within the Hills Shire.
- 35.0% of Hills Shire residents stated that they had acted as a volunteer, with almost two fifths (38.9%) of these respondents volunteering weekly.

8 WORK IN THE HILLS SHIRE

The 2010 survey also dealt with the issue of employment in the Hills Shire. Respondents were asked whether they work in the local area or not. Those that did not were questioned further.

8.1 LOCATION OF WORK

Respondents were first asked whether they work in the Hills Shire or not. The results are presented in Table 8-1.

Table 8-1 Location of Work (n=986)

Location	Percent
In the Hills Shire	29.2%
Outside the Hills Shire	45.8%
Not working	25.0%

Key Results:

- Close to half (45.8%) of the Hills Shire's residents work outside of the Hills Shire area.
- That compares to the 29.2% of residents that do work within the Hills Shire.
- Meanwhile, a quarter of the survey respondents stated they were currently not working. This could be due a variety of reasons, including unemployment and retirement.
- These figures are largely unchanged from the 2008/09 survey.

8.2 REASON FOR WORKING OUTSIDE THE HILLS SHIRE

Respondents who indicated that they do not work in the Hills Shire were next probed as to why that is the case. Table 8-2 below displays the results.

Table 8-2 Reason for Working Outside of the Hills Shire (n=452)

Location	Percent
Company based outside of local area	56.6%
Jobs in my industry/specialisation not available locally	17.2%
No jobs available locally	16.2%
Retained old job when moved to the Hills Shire	3.7%
Prefer to work outside of the Hills Shire	2.5%
Work in various locations (e.g. tradesmen)	1.6%
Family commitments	0.7%
Self employed	0.4%
Other	1.2%

Key Results:

- In over half of cases, those who work outside of the Hills Shire area do so because they are employed at a company that is not based locally (56.6%).
- Similarly, 17.2% of those who work outside of the Hills Shire reported that jobs in their industry or specialisation were not available locally.
- A further 16.0% stated that there were no jobs in general available locally.

8.3 COMMUTE TIME

Survey respondents that do not work in the Hills Shire were asked how long, on average, they spend travelling each way to their current work place. Table 8-3 shows the results.

Table 8-3 Commute Time (n=452)

Length of Time	Percent
Less than 30 min	16.6%
30 min – 1 hour	40.1%
1-2 hours	33.0%
2-3 hours	6.3%
3 hours or more	1.8%
Non response	2.2%

Key Results:

- Travel times for locals working outside of the Hills Shire have barely changed since the last survey.
- Two in five residents who work outside the Hills Shire (40.1%) take between half an hour and an hour to reach their place of work.
- While 16.4% of respondents who work outside of the local area indicated that their commute is 30 minutes or less, a much larger 41.1% reported that their average trip to work takes longer than one hour.

8.4 METRO RAIL LINK

The Hills Shire was planned to be connected to the city via an underground metro rail system. In order to gauge the level of interest that existed in the project, respondents who did not work in the Hills Shire were asked whether they would utilise this train system to travel to work. The results are presented below.

Table 8-4 Utilisation of Proposed Metro System (n=452)

Utilisation	Percent
Yes	45.1%
No	45.7%
Maybe	7.2%
Can't Say	2.0%

Key Results:

- 45.1% of residents who work outside of the Hills Shire stated that they would use the proposed metro system, on par with the 45.7% that said they would not use it.
- A further 7.2% were undecided.

9 DEALINGS WITH COUNCIL

As community interactions are an important part of Council's daily business, the 2010/11 survey contained questions that addressed the issues of dealings and communication with Council.

9.1 CONDUCTING COUNCIL BUSINESS

Respondents were first asked where is their preferred location to conduct Council related business such as paying rates. Table 9-1 presents the results.

Table 9-1 Preferred Location to Conduct Council Business

Location	Percent
Online	62.4%
Administration Centre (Showground Rd Castle Hill)	29.7%
Library (Castle Hill, Rouse Hill, Baulkham Hills, Carlingford)	7.8%

Key Results:

- As was the case in the 2008/09 survey, three in five respondents (62.4%) said they preferred to conduct council business online.
- The Administration Centre was the preferred place to conduct council business by 29.7% of respondents.

9.2 COUNCIL COMMUNICATION

Respondents were lastly asked how they usually receive information from Council. Multiple responses were allowed. The results are shown in Table 9-2.

Table 9-2 Source of Council Information

Source	Own/ Paying	Rent	Total 2010	Total 2008
Sent with rates notice	72.1%	44.5%	69.2%	76.1%
Local newspaper	20.8%	18.1%	20.8%	20.5%
Council website	16.6%	15.7%	16.4%	14.8%
Mail/ Letterbox drop	15.0%	22.6%	15.7%	10.2%
Newsletters, flyers, etc	5.8%	6.8%	5.8%	3.5%
Word of mouth	4.7%	4.8%	4.9%	2.2%
Personal enquiry	5.1%	0.8%	4.6%	2.1%
Library	2.1%	0.8%	2.0%	1.8%
Email	1.2%	5.9%	1.6%	1.4%
Radio	0.4%	1.2%	0.4%	1.2%
Community noticeboards	0.4%	0.0%	0.3%	0.2%
Television	0.1%	0.0%	0.1%	0.2%
None/Don't get information	0.8%	7.4%	1.4%	0.8%
Other	1.3%	1.5%	1.3%	2.1%

Key Results:

- With their rates notice continues to be residents' most common source of Council information, although this year's result of 69.2% is down on the 76.1% reported in 2008/09.
- While the share getting information from the local newspaper remains steady at 20.8%, there has been an increase in the volume of residents using the Council website (up from 14.8% to 16.4%) and mail/letterbox drops (up from 10.2% to 15.7%).
- Home owners were generally more likely to access Council information through their rates notice or by personal enquiry, while renters had a greater tendency to receive this information from mail/letterbox drops and email.

APPENDIX 1: Survey Methodology

Sample Design

A telephone-based survey aiming to secure a response from approximately 1000 residents from throughout the Hills Shire LGA was used. The survey unit was permanent residents of the Hills Shire area. Respondents also had to be aged 18 years or older to qualify for an interview. The 2006 Census was used to establish quotas to ensure a good distribution of response by age and sex.

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

Once the potential universe of numbers had been generated, a computer program was used to randomise the database. Following this, a sequential sample (eg. every 110th number) was extracted from the database. The sample was geographically stratified and evenly distributed within strata. This process gave a very even distribution of potential numbers across the whole survey area. Every household therefore had an equal and known chance of selection and every part of the survey area received a fair proportional representation in the final sample drawn.

Data Collection

During the survey process, the person from the selected household who had the most recent birthday was interviewed. This method eliminated respondent self-selection bias and is considered an important step in random sample surveys. If the selected person was not at home, call-backs were scheduled for a later time or day. Unanswered numbers were retried five times throughout the period of the survey. These procedures ensure a good sampling process from the sample frame used. Interviews were conducted on weekday evenings between 4.30 p.m. and 8.30 p.m.

Following the close of the main survey period, additional interviews were conducted, according to need, in those age groups that were under represented. During this part of the sampling process, a quota sampling procedure was employed to ensure that adequate numbers in all age groups were selected for interview. This eliminated the need for heavily weighting the survey data. Non-private numbers and faxes reached during the selection process were excluded from the sample. The survey was implemented under IQCA quality guidelines. Interviews were conducted using our computer-aided telephone interviewing (CATI) system. Continuous interviewer monitoring was used and post interview validations were conducted within five days of the close of the survey.

Response

At the end of the survey period, 986 completed interviews had been collected. Table 0-1 shows that a completion rate of 57% was achieved.

Table 0-1 Survey Response Outcomes

Response sequence	Outcome
Completed Interviews	986
Refusals & terminated interviews	738
Valid contacts (Excludes disqualified – businesses, out of area, under 16yrs etc)	1,724
Completion rate	57.2%

Given the level of response to the survey and the fact that it represents a good random cross-section of the area the findings presented in this report provide a good basis for gauging community opinion.

WEIGHTING ADJUSTMENT

The final results have been weighted by the age and sex distribution of the population, as this provides the most accurate reflection of overall resident opinions. Table 0-2 shows the weighting factor applied to the final data and its effect on the distribution of the sample across sub-groups.

Table 0-2 Weights applied to final data

	2006 Census Adult Population			Sample Achieved			Weighted Factors		Overall Final Weighted Sample		
	Male (No.)	Female (No.)	Total (%)	Male (No.)	Female (No.)	Total (%)	Male	Female	Male (No.)	Female (No.)	Total (%)
18-29	12,035	12,051	20.6%	49	44	9.4%	2.0644	2.3021	101	101	20.6%
30-39	10,483	11,896	19.1%	40	88	13.0%	2.2028	1.1362	88	100	19.1%
40-49	12,052	12,968	21.3%	90	146	24.0%	1.1255	0.7466	101	109	21.3%
50-59	11,129	11,621	19.4%	97	145	24.6%	0.9643	0.6736	94	98	19.4%
60+	11,256	11,699	19.6%	144	142	29.0%	0.6570	0.6928	95	98	19.6%
Total	56,955	60,235	100.0%	420	565	100.0%	1.1398	0.8961	479	506	100.0%

1. Final sample was 986.

2. Weighting is based on age and geographic distribution of population, as recorded in the 2006 Census.

The proportions and frequency counts in this report are based on a combination of the above sex weights and an age weighting. Using weighted results means that, whilst large enough sub-samples have been achieved to make statistically valid comparisons between sub-groups, all sub-groups will contribute to the total sample result in proportion to their characteristics.

SURVEY ACCURACY

When analysing results for the entire sample, the maximum error rate will be about $\pm 3.2\%$ at the 95% confidence level, assuming a proportional response of 50%. Put another way, we can be confident that if the survey were to be repeated there would be a 95% chance that the new result would lie within $\pm 3.2\%$ of the result achieved in this survey.

Appendix 2: Detailed Service Ratings

Figure 0-1 Breakdown of Satisfaction Ratings by Key Respondent Characteristics

Characteristic Sub-group Base	Ward				Gender		Age					Tenure		Overall
	Central	West	East	North	Male	Female	18-29	30-39	40-49	50-59	60+	Own	Rent	
	208	221	254	283	479	506	202	188	210	191	193	884	93	
Service / Facility														
Vibrant Communities														
Library Services	4.27	4.20	4.05	4.01	4.06	4.18	3.97	4.25	4.13	4.09	4.21	4.10	4.33	4.12
Provision of community centres & community halls	3.65	3.73	3.75	3.70	3.67	3.75	3.65	3.79	3.73	3.66	3.73	3.70	3.83	3.71
Youth services & facilities eg) HYPE	3.16	3.40	3.31	3.27	3.35	3.24	3.56	3.18	3.25	2.98	3.38	3.30	3.28	3.30
Services & facilities for older people	3.53	3.57	3.48	3.29	3.42	3.52	3.41	3.49	3.32	3.41	3.71	3.45	3.64	3.48
Emergency services e.g. SES & Rural Fire Service	4.29	4.04	4.12	4.26	4.16	4.22	4.21	4.15	4.08	4.19	4.34	4.19	4.16	4.19
Support for volunteer organisations	3.76	3.61	3.67	3.85	3.71	3.78	3.85	3.56	3.64	3.69	3.92	3.73	3.86	3.74
Council provision of local community events	3.70	3.64	3.63	3.59	3.49	3.79	3.77	3.70	3.53	3.57	3.66	3.64	3.67	3.65
Provision of playgrounds/play equipment	3.68	3.85	3.83	3.79	3.78	3.82	3.99	3.80	3.76	3.68	3.74	3.77	4.00	3.80
Ovals & sporting facilities	3.98	4.01	4.01	4.00	3.97	4.05	4.17	4.04	3.90	3.92	4.01	4.00	4.09	4.01
Provision of footpaths & cycle ways	3.20	3.42	3.14	3.38	3.29	3.31	3.62	3.29	3.22	3.16	3.18	3.27	3.57	3.30
Lighting of public areas	3.46	3.48	3.52	3.47	3.53	3.45	3.62	3.50	3.42	3.40	3.51	3.48	3.54	3.49
Public Toilets	2.88	2.95	2.77	2.88	2.87	2.88	2.93	2.91	2.87	2.75	2.89	2.87	2.90	2.87
Quality of Parks & Gardens	3.93	3.94	3.90	3.98	3.93	3.97	4.15	3.92	3.84	3.93	3.91	3.96	3.85	3.95
Aquatic Centres	3.62	3.43	3.41	3.24	3.39	3.46	3.46	3.31	3.49	3.31	3.57	3.42	3.53	3.43
Recreation/Performing Arts Centre	3.41	3.52	3.46	3.19	3.39	3.40	3.39	3.27	3.40	3.41	3.49	3.37	3.58	3.39
Environment														
Preservation of open space & environmental areas	3.59	3.55	3.58	3.43	3.53	3.55	3.63	3.60	3.52	3.47	3.47	3.53	3.58	3.54
Pet & animal management/control	3.65	3.54	3.57	3.57	3.56	3.62	3.76	3.59	3.55	3.52	3.52	3.57	3.84	3.59
Water Quality	4.21	4.11	4.13	4.09	4.13	4.13	4.30	4.12	4.06	4.03	4.15	4.13	4.13	4.13
Air Quality	4.22	4.03	4.11	4.27	4.20	4.14	4.37	4.20	4.07	3.99	4.19	4.18	4.03	4.16
Management of noise pollution	3.74	3.74	3.67	3.81	3.70	3.80	3.99	3.73	3.78	3.53	3.72	3.75	3.79	3.75
Preservation of plants & animals in their natural habitat	3.84	3.68	3.86	3.90	3.81	3.85	4.03	3.89	3.81	3.68	3.72	3.83	3.84	3.83
Bush land regeneration & weed control	3.81	3.58	3.72	3.47	3.52	3.77	3.78	3.73	3.59	3.49	3.62	3.64	3.71	3.64

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

Figure 0-1 Breakdown of Satisfaction Ratings by Key Respondent Characteristics cont.

Characteristic Sub-group Base	Ward				Gender		Age					Tenure		Overall
	Central	West	East	North	Male	Female	18-29	30-39	40-49	50-59	60+	Own	Rent	
	208	221	254	283	479	506	202	188	210	191	193	884	93	
Service / Facility														
Balanced Urban Growth														
Condition of residential road surfaces	3.13	3.20	3.38	3.12	3.23	3.21	3.37	3.19	3.22	3.09	3.23	3.21	3.29	3.22
Traffic parking enforcement	3.14	3.08	3.22	3.13	3.17	3.13	3.31	3.19	3.17	3.00	3.05	3.14	3.24	3.15
Overall zoning & presentation of the Shire	3.71	3.71	3.69	3.71	3.67	3.75	3.90	3.86	3.62	3.55	3.60	3.69	3.81	3.71
Protection of heritage values & buildings	3.61	3.78	3.71	3.67	3.68	3.72	3.82	3.80	3.68	3.59	3.61	3.69	3.80	3.70
Range of shopping facilities	4.27	4.25	4.09	4.25	4.16	4.27	4.24	4.20	4.18	4.20	4.27	4.23	4.15	4.22
Low density housing developments	3.53	3.48	3.51	3.48	3.58	3.45	3.61	3.59	3.53	3.39	3.43	3.51	3.47	3.51
Medium density housing developments	2.86	2.83	2.92	3.08	2.96	2.91	3.32	3.03	2.84	2.79	2.71	2.90	3.31	2.94
Streetscape appearance	3.65	3.65	3.65	3.72	3.66	3.69	3.89	3.73	3.66	3.50	3.59	3.66	3.85	3.68
Modern Local Economy														
Town centre & village atmosphere	3.50	3.53	3.51	3.92	3.55	3.72	3.83	3.75	3.57	3.46	3.55	3.64	3.64	3.64
Commercial building developments	3.65	3.64	3.47	3.68	3.61	3.62	3.66	3.74	3.57	3.56	3.56	3.62	3.57	3.62
Generating local employment opportunities	3.29	3.27	3.07	3.30	3.25	3.24	3.13	3.30	3.22	3.27	3.33	3.25	3.18	3.24
Resilient Leadership														
Council's conduct as a professional organisation	3.50	3.62	3.63	3.46	3.52	3.58	3.76	3.59	3.46	3.39	3.58	3.53	3.77	3.55
Opportunities to have 'real say' on issues that affect you	3.21	3.18	3.07	3.07	3.10	3.16	3.21	3.17	3.16	2.92	3.19	3.12	3.21	3.13
Council's decision-making	3.14	3.09	3.06	2.99	3.05	3.09	3.21	3.14	3.06	2.82	3.11	3.05	3.32	3.07
Council's communication & access to information	3.30	3.36	3.35	3.32	3.35	3.34	3.40	3.30	3.36	3.21	3.46	3.36	3.24	3.35
Council's financial management approach	3.21	3.22	3.21	3.19	3.33	3.11	3.37	3.27	3.09	3.08	3.28	3.22	3.16	3.22
Preparing for future issues or changes in the Shire	3.18	3.06	3.13	3.02	3.13	3.06	3.41	3.08	2.93	2.91	3.11	3.10	3.08	3.10
Image & presentation of Council information	3.63	3.57	3.51	3.50	3.52	3.58	3.69	3.60	3.51	3.45	3.50	3.55	3.55	3.55
Availability of your Local Representative	3.05	2.93	2.82	3.02	2.93	3.01	2.96	3.02	2.98	2.87	3.03	2.97	2.97	2.97
Overall Satisfaction														
Council's performance.	3.59	3.58	3.58	3.55	3.60	3.56	3.69	3.67	3.51	3.44	3.61	3.58	3.59	
Baulkham Hills Shire as a place	4.31	4.22	4.11	4.33	4.24	4.25	4.22	4.28	4.23	4.21	4.28	4.27	4.05	

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

Figure 0-2 Breakdown of Agreement Ratings by Key Respondent Characteristics

Characteristic	Ward				Gender		Age					Tenure		Overall
	Central	West	East	North	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	Own	Rent	
Base	208	221	254	283	479	506	202	188	210	191	193	884	93	986
Service / Facility														
Access to Services														
Work	3.07	3.09	3.17	2.85	2.93	3.15	3.17	3.23	3.08	2.92	2.48	3.03	3.14	3.04
Local Shops	4.14	4.13	4.33	4.13	4.17	4.20	4.21	4.30	4.19	4.11	4.12	4.19	4.14	4.18
Major Shopping Centres	3.95	3.86	4.05	3.91	3.91	3.99	4.00	4.01	3.97	3.85	9.93	3.95	4.00	3.95
Health and Medical Services	3.98	3.86	3.95	3.80	3.85	3.94	3.79	3.95	3.86	3.88	4.00	3.91	3.80	3.89
Child Care	3.78	3.92	4.00	3.88	3.72	4.08	3.90	4.04	3.84	3.78	3.72	3.90	3.90	3.90
Schools	4.19	4.13	4.33	4.27	4.15	4.31	4.22	4.23	4.27	4.19	4.24	4.25	4.12	4.23
Tertiary institutions (TAFE or university).	3.22	3.06	2.80	2.50	2.86	2.86	2.70	2.97	2.82	2.91	3.02	2.84	2.99	2.86
Public Transport	2.88	2.74	3.07	2.35	2.65	2.88	2.97	2.68	2.58	2.61	3.00	2.73	3.11	2.76
Sporting Facilities	3.66	3.79	3.75	3.54	3.67	3.71	3.74	3.74	3.69	3.64	3.61	3.67	3.82	3.69
Entertainment or cultural facilities	3.31	3.29	3.18	3.01	3.16	3.22	3.18	3.21	3.22	3.14	3.21	3.18	3.23	3.19
Natural areas (eg bushland).	4.09	3.80	3.34	4.02	4.06	4.09	4.09	4.13	4.10	4.08	3.96	4.08	3.93	4.07
Parks and open spaces	4.08	4.13	4.29	4.11	4.14	4.19	4.33	4.20	4.14	4.09	4.05	4.17	4.09	4.16
Community or neighbourhood centres	3.48	3.76	3.70	3.49	3.53	3.67	3.59	3.71	3.65	3.47	3.57	3.61	3.57	3.60
Senior Citizen's Centres	3.48	3.38	3.60	3.00	3.28	3.46	3.45	3.46	3.34	3.21	3.38	3.35	3.61	3.37
Safety														
I feel safe moving about in public spaces in BHS during the day.	4.53	4.45	4.48	4.56	4.53	4.50	4.63	4.57	4.45	4.52	4.38	4.52	4.42	4.51
I feel safe moving about in public spaces in BHS at night.	3.52	3.51	3.54	3.70	3.72	3.43	4.04	3.85	3.41	3.54	2.98	3.58	3.61	3.58
My neighbourhood has a friendly atmosphere.	4.30	4.24	4.27	4.37	4.27	4.31	4.41	4.28	4.34	4.26	4.17	4.32	4.05	4.29
In an emergency a family member or friend is available to assist me	4.33	4.29	4.31	4.38	4.30	4.37	4.50	4.43	4.19	4.26	4.32	4.33	4.33	4.34
Waste Management														
Domestic garbage collection (red top bin)	4.27	4.19	4.24	4.10	4.17	4.24	4.03	4.05	4.09	4.26	4.59	4.21	4.12	4.20
Recycling collection (yellow top bin)	4.32	4.30	4.31	4.30	4.29	4.33	4.20	4.13	4.27	4.37	4.57	4.31	4.31	4.31
Garden organics collection (green top bin)	4.33	4.17	4.37	4.09	4.22	4.26	4.29	4.02	4.22	4.28	4.39	4.26	4.04	4.24
On call kerbside clean up service	3.75	3.70	3.59	3.80	3.68	3.75	3.68	3.80	3.79	3.67	3.62	3.72	3.69	3.72

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

Appendix 3: Questionnaire

INTRODUCTION

Hello, my name is ...We are conducting a survey on behalf of The Hills Shire Council and we are interested in the views of a person in your household.

May I please speak to the person in this household who had the most recent birthday and who is aged 18 years and over?

Just to give you some background, the information provided by respondents is completely confidential and will help Council to better understand and meet the diverse needs of its residents. Before we start, I just have to make sure you qualify for an interview. Firstly, is this household in the Hills Shire Council area? [IF NOT TERMINATE] And have you lived in this Council area for more than 6 months? [IF NOT TERMINATE]

The information you provide will only be used for research purposes and is completely confidential. I also have to inform you that my supervisor may monitor this call for quality control purposes. WILL NOT READ SUPPLIED INFORMATION.

HILLS 2026 COMMUNITY LIFESTYLES

The Hills Shire Council recently adopted a Community Strategic Direction called 'Hills 2026 Looking Towards the Future'. The purpose of this direction is to ensure our community continues to be a great place to live. Council needs information about your lifestyle to plan for the future needs of the Shire.

Firstly I would like to ask you the following questions about your home and access to services....

Q1

Which of the following best describes your home?

- Free standing house
- Villa
- Town house
- Flat/unit
- Self Care Retirement complex
- Rural dwelling
- Other

Q2

Which of the following do you have or use at your house?

- A. Energy saving light globes or other devices.
- B. Compost or worm farm.
- C. Water tank.
- D. Recycle water.
- E. Solar power.
- F. Reusable shopping bags.
- G. Bulk buying to reduce package waste.
- H. None of the above [DO NOT ASK- INTERVIEWER TO FILL IN]

Q3

I would like you to use a scale of 1 to 5, where 1 means 'strongly disagree' and 5 means 'strongly agree', to indicate to what extent to you agree or disagree with the following statements?

1. Strongly disagree
2. .
3. .
4. .
5. Strongly agree
6. Can't Say

In The Hills Shire I find it easy to get to...

- A. Work.
- B. Local shops.
- C. Major shopping centres.
- D. Health and medical services.
- E. Child care.
- F. Schools.
- G. Tertiary institutions (TAFE or university).
- H. Public transport.
- I. Sporting facilities.
- J. Entertainment or cultural facilities.
- K. Natural areas (eg bushland).
- L. Parks and open spaces.
- M. Community or neighbourhood centres.
- N. Senior citizen's centres

Now I would like to ask you some questions about safety and health...

I would now like you to indicate the extent to which you agree with the following statements. Please use a scale of 1 to 5, where 1 means strongly disagree and 5 means strongly agree.

Q5.1

I feel safe moving about in public spaces in The Hills during the day.

1. Strongly disagree
2. .
3. .
4. .
5. Strongly agree
6. Can't Say

Q5.2

I feel safe moving about in public spaces in The Hills during at night.

1. Strongly disagree
2. .
3. .
4. .
5. Strongly agree
6. Can't Say

Q5.3

My neighbourhood has a friendly atmosphere.

1. Strongly disagree
2. .
3. .
4. .
5. Strongly agree
6. Can't Say

Q5.4

Please indicate to what extent you agree or disagree with the following statements:

"In an emergency a family member or friend is available to assist me"

1. Strongly disagree
2. .
3. .
4. .
5. Strongly agree
6. Can't Say

Q6.1

Do you participate in regular physical activity, whether organised or informal (eg walking, tennis, football)?

- Yes
- No
- Can't Say

Q6.2 [DO NOT PRESENT IF Q8.1=NO]

What forms of physical activity do you participate in? [MULTIPLE RESPONSE]

- A. Walking.
- B. Jogging/Running.
- C. Tennis.
- D. Football (eg Rugby, Australian Rules).
- E. Soccer.
- F. Swimming.
- G. Athletics.
- H. Pilates/Yoga/etc
- I. Gym/Exercise classes.
- J. Cricket.
- K. Netball.
- L. Basketball.
- M. Other (please specify).

Q6.3 [DO NOT PRESENT IF Q8.1=NO]

In minutes, on average how long would you spend participating in these forms of physical activity each week?

Q6.4 [DO NOT PRESENT IF Q8.1=YES or CAN'T SAY]

What is the main reason that you do not participate in physical activity?

- A. Time.
- B. Cost.
- C. Lack of skill.
- D. Transport.
- E. Don't enjoy it.
- F. Not sure where/how to.
- G. Poor health/disability.
- H. Old age
- I. Other (please specify)

Q7.1

In the last 12 months have you done any of the following:

- A. Attended in a Community festival or event
- B. Visited a cultural attraction such as an art gallery or theatre
- C. Been involved in arts, crafts or hobby groups or events
- D. Acted as a volunteer
- E. Been part of a committee or local community group
- F. Attended a Council focus group, workshop or Council Meeting

Q7.2

FOR EACH ANSWERED YES: Please indicate how often (weekly, monthly, few times a year, less than once a year) and whether it was located in or outside the BHS.

I would now like to ask you some questions about your work life...

Q8.1

Do you work in The Hills Shire?

- Yes
- No
- Not working

Q8.2 [DO NOT PRESENT IF Q.7.1 = NO]

What is the main reason why you do not work locally?

- A. Unemployed.
- B. Company based outside of local area.
- C. No jobs available locally.
- D. Job in my industry/specialisation not available locally
- E. Family commitments.
- F. Retained old job when moved into The Hills Shire.
- G. Prefer to work outside of The Hills Shire.
- H. Other [please specify]

Q8.3 [DO NOT PRESENT IF Q.7.1 = NO or NOT WORKING]

On average, how long in minutes does it take you to travel each way to your current work place?

Q8.4 [DO NOT PRESENT IF Q.7.1 = NOT WORKING]

As you may be aware, the NSW State Government has proposed an underground metro rail system that will link Rouse Hill to the Sydney CBD. Do you think that you would utilise this metro train to travel to work?

- Yes
- No
- Maybe
- Can't Say

COUNCIL PROVIDED SERVICES

Q9

I would like you to rate your level of satisfaction with Council's waste management system. Please use a scale of 1 to 5, where 1 means very dissatisfied and 5 means very satisfied.

How satisfied are you with...

- A. Domestic garbage collection (red top bin)
 - B. Recycling collection (yellow top bin)
 - C. Garden organic collection (green top bin)
 - D. On call kerbside clean up service
-
- 1. Very dissatisfied
 - 2. .
 - 3. .
 - 4. .
 - 5. Very satisfied
 - 6. Can't Say

Q12

How would you prefer to conduct your Council related business:

- E. Administration Centre (Showground Rd Castle Hill)
- F. Library (Castle Hill, Rouse Hill, Dural, Baulkham Hills, Carlingford)
- G. On-line

Q13

How do you usually receive information from Council? (multiple response)

- A. Word of mouth.
- B. Sent with rates notice.
- C. Local newspaper.
- D. Television.
- E. Radio.
- F. Library.
- G. Council website.
- H. Personal enquiry.
- I. Community noticeboards.
- J. Other (Please specify)

SATISFACTION WITH SERVICES PROVIDED IN THE HILLS SHIRE

Q16

Irrespective of whether you have used or benefited from each service, please rate your level of satisfaction with Services provided in the Hills Shire:

Scale:

1 2 3 4 5 6

- 1 Very Dissatisfied
- 5 Extremely Satisfied
- 6 N/A

Vibrant Communities

1. Library services
2. Provision of community centres and community halls
3. Youth services and facilities eg) HYPE
4. Services and facilities for older people
5. Emergency services e.g. SES and Rural Fire Service
6. Support for volunteer organisations
7. Council provision of local community events
8. Provision of playgrounds/play equipment
9. Ovals and sporting facilities
10. Provision of footpaths and cycle ways
11. Lighting of public areas
12. Public toilets
13. Quality of Parks and Gardens
14. Aquatic Centres
15. Recreation/Performing Arts Centre

Protected Environment

16. Preservation of permanent open space and sensitive environmental areas
17. Pet and animal management/control
18. Water Quality
19. Air Quality
20. Management of noise pollution
21. Preservation of plants and animals in their natural habitat
22. Bush land regeneration and weed control

Balanced Urban Growth

23. Condition of residential road surfaces
24. Traffic parking enforcement
25. Overall zoning and presentation of the Shire
26. Protection of heritage values and buildings
27. Range of shopping facilities
28. Low density housing developments e.g. single houses, villas
29. Medium density housing developments e.g. apartments
30. Streetscape appearance

Modern Local Economy

31. Town centre and village atmosphere
32. Commercial building developments e.g. industry, shopping centres, offices
33. Generating local employment opportunities

Resilient Leadership

34. Council's conduct as a professional organisation
35. Opportunities to have a 'real say' on issues that affect your life
36. Council's decision-making e.g. objectivity, balanced decisions
37. Council's level of communication and access to information
38. Council's financial management approach
39. Preparing for future issues or changes in the Shire
40. Image and presentation of Council information e.g. on services
41. Availability of your Local Representative

FOR ITEMS RATED 1 in SATISFACTION: PROGRAM

Why are you dissatisfied with

OVERALL SATISFACTION WITH COUNCIL

Q17

How do you rate your overall satisfaction with the performance of Council across all areas of responsibility?

Please use a scale of 1 to 5, where this time 1 means 'very dissatisfied' and 5 means 'very satisfied'.

1. Very dissatisfied
2. .
3. .
4. .
5. Very satisfied
6. Can't Say

Q18

Using that same scale, how do you rate your overall satisfaction with the Hills Shire as a place to live, work and spend time.

1. Strongly disagree
2. .
3. .
4. .
5. Strongly agree
6. Can't Say

In just a few words, what is the main reason for you feeling that way?

DEMOGRAPHICS

Gender

- a. Male
- b. Female

Age Group

- | | |
|------------|----------------|
| a. 18 – 24 | e. 55 - 64 |
| b. 25 - 34 | f. 65 - 74 |
| c. 35 - 44 | g. 75 - 84 |
| d. 45 – 54 | h. 85 and over |

In which suburb do you live?

- Castle Hill
- Baulkham Hills
- Bella Vista
- West Pennant Hills
- North Rocks
- Northmead

Oatlands
Carlingford
Wisemans Ferry
Lower Portland
Leets Vale
Maroota
Sackville North
South Marrota
Cattai
Glenmore
Maraylya
Box Hill
Rouse Hill
Annagrove
Kenthurst
Middle Dural
Dural
Glenhaven
Kellyville
Beamont Hills

How long have you been a resident of the Hills Shire?

- a. Less than 1 year
- b. 1 – 5 years
- c. 6 – 10 years
- d. 11 – 20 years
- e. Over 20 years

Do you own or rent your dwelling?

- a. Own
- b. Rent