



RESEARCH REPORT

Community Satisfaction Survey Greater Hume Council

July 2024



Greater
Hume
Council

Taverner
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July 2024

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1. EXECUTIVE SUMMARY

Greater Hume Council (GHC) commissioned Taverner Research Group (TRG) to conduct its 2024 Community Satisfaction Survey, as a random and representative telephone survey of 300 adult residents.

Among the key findings:

Overall Satisfaction

The 2024 GHC mean for overall satisfaction (3.22) was significantly lower than for 2019 (3.53) but was in-line with the average regional NSW result in recent years.

The decline reflects a wider fall of +/- 10% experienced across most NSW LGAs since the floods of March-May 2022 – which we believe were driven mainly by concerns over the post-flood condition of road surfaces.

Services & Facilities

In 2024, 27 service/facility measures had satisfaction asked about, of which all but nine achieved mean scores above the neutral 3.0 point (on a scale of 1-5).

The highest-rated measures were:

- Food safety in local eateries and restaurants (mean 3.95)
- Provision and maintenance of sporting fields (3.91)
- Provision and maintenance of public swimming pools (3.89)

The lowest-rated measures were:

- Maintaining unsealed roads (mean 2.29)
- Maintaining sealed rural roads (2.43)
- Town planning and timely processing of building applications (2.59)

Residents 65+ were repeatedly the most satisfied, and those aged 35-49 were the least satisfied.

When all services and facilities were separated into a quadrant, "Council leadership and

advocacy" and "Town planning and timely processing of building applications" were at the interaction of the highest importance and lowest satisfaction.

Drivers of Satisfaction

All five of the Customer Services & Communication measures were in the top six drivers of satisfaction. The three Community & Lifestyle Services measures that made it into the top ten surrounded local prosperity.

Performance of Staff

Overall satisfaction with Council staff (mean 3.65) was lower than what achieved in 2019 (3.91) but was in-line with the average regional NSW result in recent years.

Image Perceptions of Greater Hume

The highest agreement with 13 statements about living in the Greater Hume Shire was "I feel safe where I live" (mean 4.4 out of 5) and the lowest agreement was with "Residents have the opportunity to have a say on important issues" (mean 3.1).

Major Issues of Concern

In 2024 (as in 2019), the top issue residents cited was "Maintenance of roads" (27% in 2019, 31% in 2024). There were significant increases between 2019 and 2024 in mentions of "Planning for population growth" (8% in 2019, 17% in 2024) and "Housing" (2% in 2019, 13% in 2024).

Council Communication

With the sources residents use to receive Council information, there were significant decreases between 2019 and 2024 for "Community newsletters" (82% in 2019, 64% in



1. EXECUTIVE SUMMARY

2024), "Letterbox drops" (70% in 2019, 52% in 2024) and "Border Mail" (57% in 2019, 44% in 2024). There was a significant increase in use of "Social media" (44% in 2019, 58% in 2024).

In 2024, the preferred mode for "Making a payment" was online (66%). The preferred mode for "Requesting Council to do something" was phone (40%). The preferred mode for "Completing or lodging applications or forms" was online (41%). The preferred mode for "Providing feedback on important or topical issues" was quite fragmented (online 31%, email and face-to-face both 21%). The preferred mode for "Getting updates on road closures etc during disasters" was SMS (26%), followed by social media (18%).

The 2024 satisfaction with information received (mean 3.29 out of 5) was significantly lower than in 2019 (3.65).

Importance of Services & Facilities

Ninety-nine percent (99%) of residents believed Maintenance of public toilets was a responsibility of local government, but only 52% believed Food safety in local eateries and restaurants was.

Thirty-nine percent (39%) of residents would only travel less than 15 minutes to access a public swimming pool, compared to 47% of residents would be willing to travel less than 15 minutes to access waste facilities.

Nearly twice as many residents would spend a state government general use grant on footpaths and cycleways (40%) as on the second highest response (refurbishing community halls, 21%).



2. INTRODUCTION

2.1. BACKGROUND & OBJECTIVES

Greater Hume Council commissioned Taverner Research to conduct its Community Satisfaction Survey in 2024. The survey tracks Council's performance in service delivery, identifies priority areas and evaluates Council's customer services, communication, and community priorities.

The objectives for the Community Satisfaction Survey 2024 process were:

- Measuring the GHC community's overall satisfaction level of Council's performance, decisions made in the interests of the community, and Councillors' representations
- Measuring community satisfaction in relation to services and facilities, and ratings on additional aspects of service experience
- Measuring the community's preferred means for communication and engagement
- Understanding how results for the above differ by factors such as age, gender, location or length of residence

2.2. METHODOLOGY

The Greater Hume Council Community Satisfaction Survey 2024 collected 300 completed responses by telephone from a random sample of adult residents in the Greater Hume Local Government Area. The reported results have a margin of error of +/-5.6% at the 95% confidence level. This means that if the survey was repeated 100 times, in 95 times the results will be within 5.6% of true population value. This is a robust sample and reliable for Council's planning and reporting activities.

Computer-Assisted Telephone Interviews

A telephone-based (CATI) survey was used to secure a response from 300 adult residents throughout Greater Hume Shire.

In total, 197 responses were collected from mobile phones (66% of the total telephone interviews). Interviews were conducted from 17 June to 2 July 2024 inclusive. Calls were made between 3.30pm and 8.30pm during weekdays, and on Saturdays from midday to 5pm. Nine interviewers from Taverner's Coffs Harbour phone room conducted interviews over the course of the data collection period. The survey was implemented under Interviewer Quality Control Australia (IQCA) quality guidelines.

Median length of the telephone interviews was 19 minutes and 25 seconds.



2. INTRODUCTION

Sample Weighting to Population Proportions

The collected data often cannot mirror the exact age/gender distribution of a region. To allow for this, the collected dataset was weighted by age to reflect the actual adult population of Greater Hume Shire as per the ABS Population Estimates by LGA 2021.

The maximum 2024 weighting was applied for male residents aged 18-34 (at 3.83), while the minimum weighting was for female residents aged 65+ (at 0.55). This compares to 4.79 for males 18-34 and 0.48 for females 65+ in the 2019 study.

Internal Benchmarks

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

External Benchmarks

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

Statistically Significance Differences

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

These are expressed as **red** (significantly lower) and **blue** (significantly higher) text, or up/down arrows, where the 2024 results reached this threshold compared to 2019 results.

Subgroups

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

Subgroup analysis was conducted using the following demographic questions:

- Gender
- Age
- Ratepayer status
- Live in a town or rural property
- Length of time lived in the LGA



2. INTRODUCTION

2.3. SAMPLE PROFILE

To obtain a clear view of the sample's profile and to conduct comparison tests, demographic characteristics were sought. The following tables detail the unweighted profile of samples (the 2019 report showed these details as weighted, so are restated here).

Table 1 Sample Profile – Gender

	2019	2024
Male	41%	43%
Female	59%	55%
Other	0%	1%
Prefer not to say	0%	1%

Table 2 Sample Profile – Age

	2019	2024
18 to 34	4%	5%
35 to 49	19%	20%
50 to 64	33%	29%
65 and over	44%	46%
Prefer not to say	0%	0%

Table 3 Sample Profile – Ratepayer

	2019	2024
Own	93%	93%
Rent	7%	7%

Table 4 Sample Profile – Area

	2019	2024
Town	58%	56%
Rural	42%	44%



2. INTRODUCTION

Table 5 Sample Profile – Town Lived Nearest

	2019	2024
Jindera	18%	20%
Holbrook	17%	19%
Culcairn	15%	12%
Henty	12%	15%
Walla Walla	10%	7%
Burrumbuttock	7%	3%
Gerogery/Gerogery West	6%	7%
Woomargama	3%	3%
Brocklesby	2%	1%
Walbundrie	1%	1%
Morven	1%	1%
Talmalmo	-	2%
Other	7%	7%

Table 6 Sample Profile – How long lived in LGA

	2019	2024
Less than 5 years	9%	4%
6 to 10 years	12%	9%
11 to 15 years	8%	13%
More than 15 years	71%	75%



3. OVERALL SATISFACTION

This section of the report covers overall satisfaction with Greater Hume Council and perceptions of value for money among residents. The section includes subgroup analysis, comparisons with previous results (internal benchmarks) and comparisons with councils with similar characteristics to Greater Hume Council (external benchmarks).

3.1. SATISFACTION WITH PERFORMANCE OF GREATER HUME COUNCIL

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

In total, 40% of residents were satisfied with Council, with 8% providing the highest rating of 5. Twenty-one percent (21%) were dissatisfied while 38% provided a neutral rating of 3.

These results combined for a medium average overall satisfaction rating of 3.22 out of 5.

Figure 1 Overall Satisfaction with Greater Hume Council

Q2. How would you rate your overall satisfaction with Greater Hume Shire Council as an organisation?
 Base: All respondents (n=300)

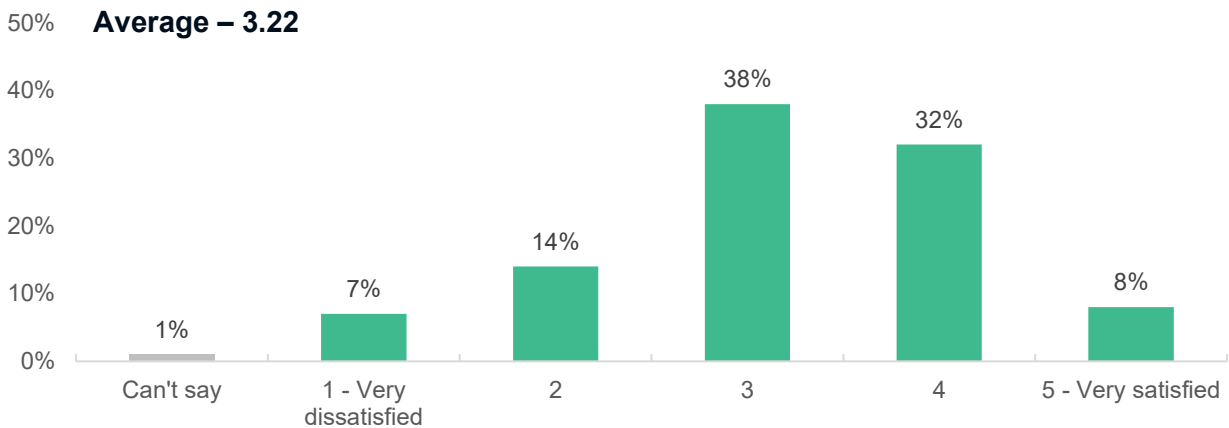


Table 7 Overall Satisfaction with Greater Hume Council – 2024 Subgroup Analysis

Subgroup	Significant differences
Gender	Nil.
Age	Residents aged 65+ (mean 3.49) were more satisfied overall than those 35-49 (2.85) and 50-64 (3.08).
Location	Residents who lived in towns had higher overall satisfaction (mean 3.38, compared to 3.02 for those who lived on a rural property).
Length of time lived in Greater Hume LGA	Nil.
Ratepayer status	Nil.



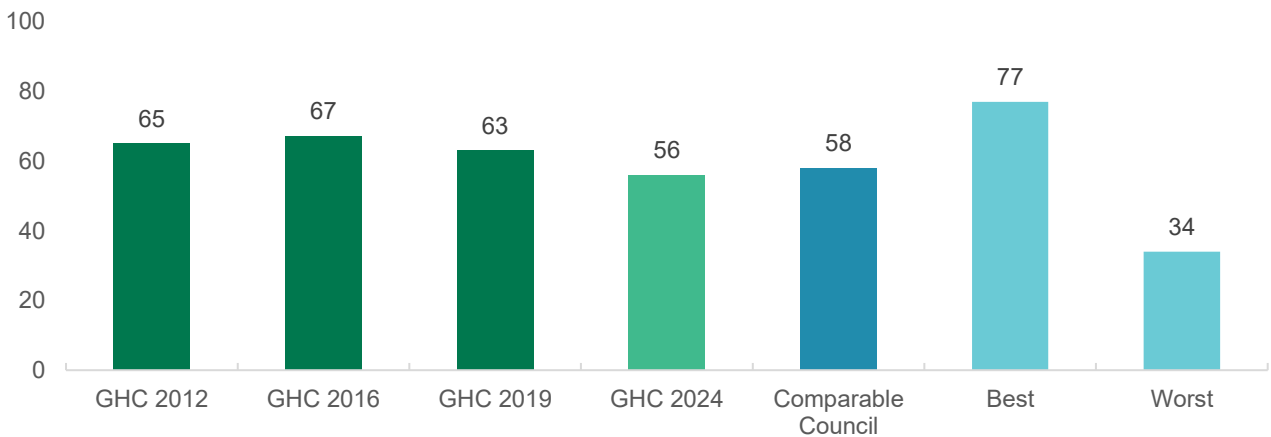
3. OVERALL SATISFACTION

Figure 2 below compares the benchmarked result (out of 100) for overall satisfaction with Council with an average of comparable councils in NSW as well as the best and worst results on the Taverner benchmark database.

Overall satisfaction with Greater Hume Council in 2024 performed in-line with comparable councils in NSW but was significantly lower than in 2019.

Figure 2 Overall Satisfaction with Council – Benchmarks

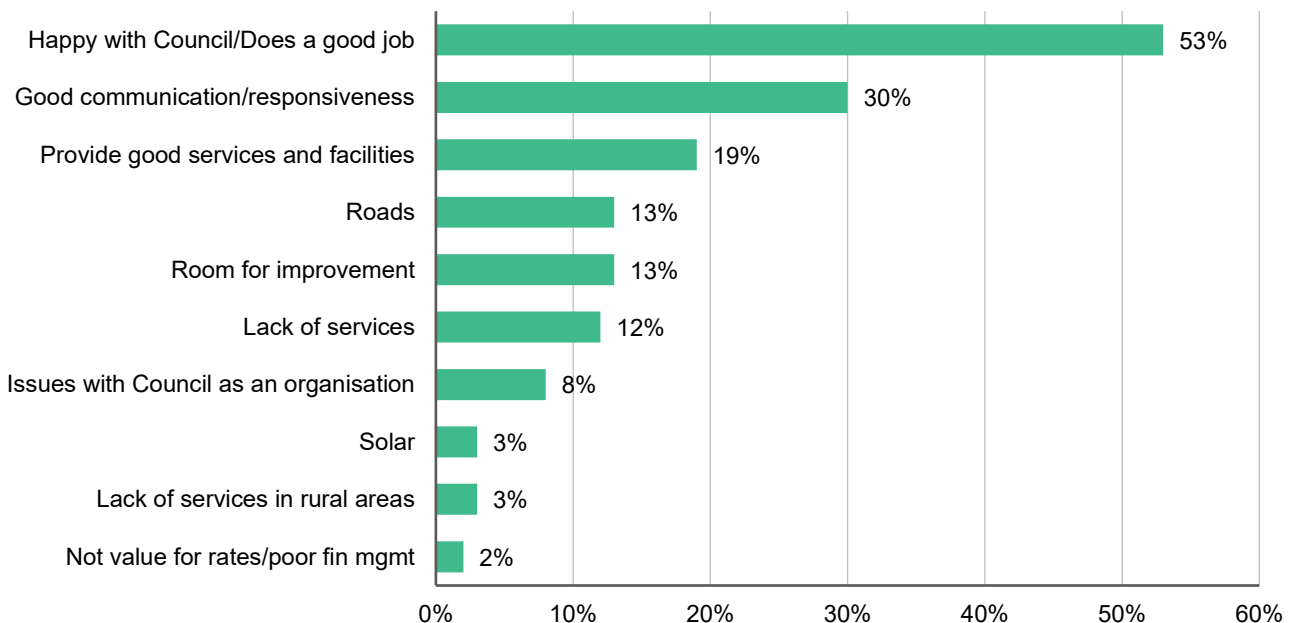
Q2. How would you rate your overall satisfaction with Greater Hume Shire Council as an organisation?
Base: All respondents



Respondents were asked to provide a reason for their overall satisfaction rating. This was an open-ended response. A full list of open-ended responses has been provided to Council separately.

Figure 3 Reasons for High Overall Satisfaction with Council

Q3. Can you briefly explain why you gave this score?
Base: Rated overall satisfaction high (4-5) 2024 (n=129)





3. OVERALL SATISFACTION

Figure 4 Reasons for Neutral Overall Satisfaction with Council

Q3. Can you briefly explain why you gave this score?
Base: Rated overall satisfaction neutral (3) or can't say 2024 (n=110)

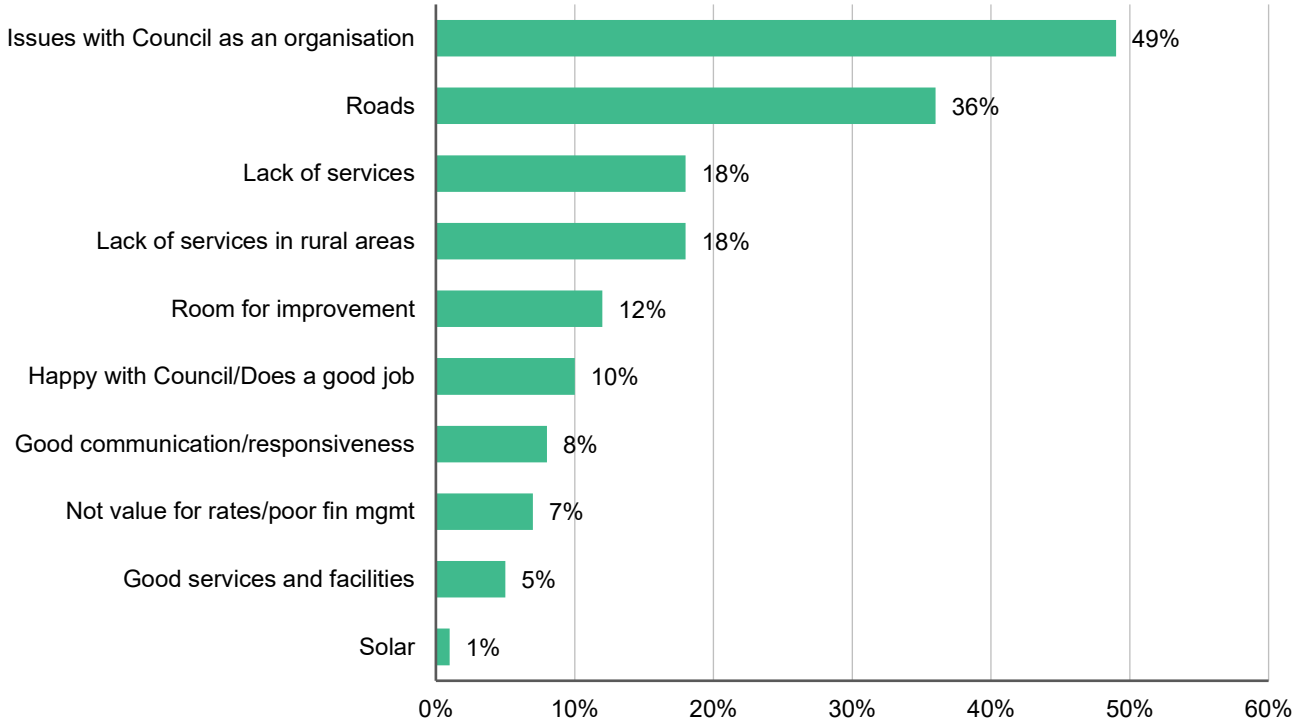
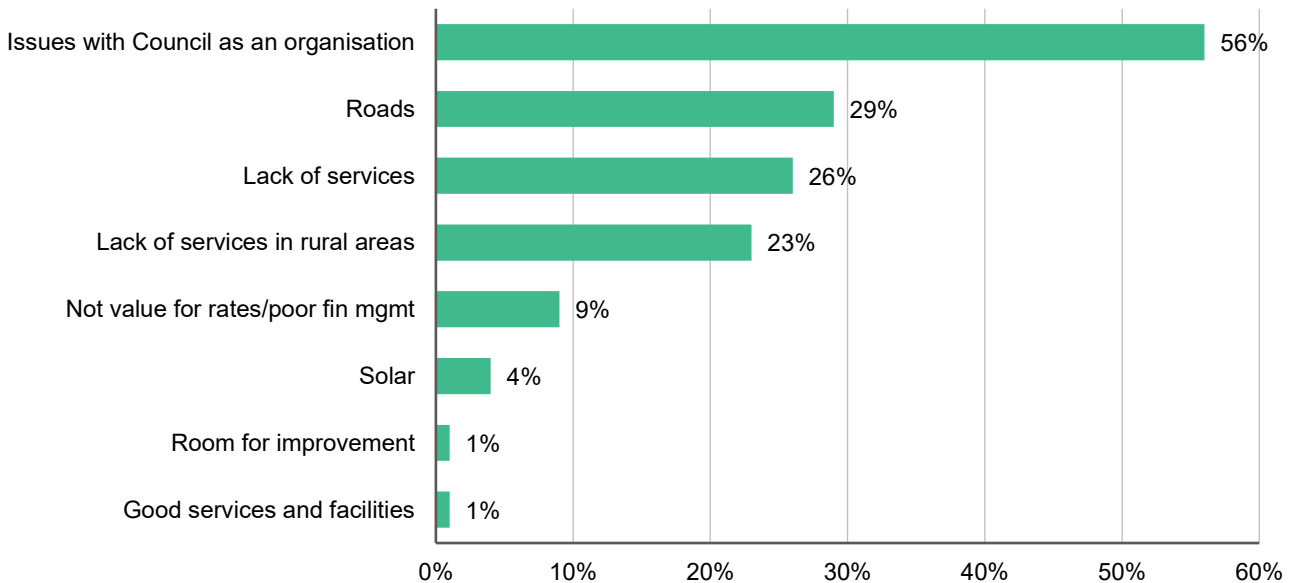


Figure 5 Reasons for Low Overall Satisfaction with Council

Q3. Can you briefly explain why you gave this score?
Base: Rated overall satisfaction low (1-2) 2024 (n=61)





3. OVERALL SATISFACTION

This question was asked of all respondents in 2024, but in 2019 was only asked of those who gave a negative rating (hence no comparisons to 2019 for **Figure 3** and **Figure 4** on previous pages).

Figure 6 Reasons for Low Overall Satisfaction with Council (2019 v 2024)

Q3. Can you briefly explain why you gave this score?
 Base: Rated overall satisfaction low (1-2) (2019 n=44, 2024 n=61)

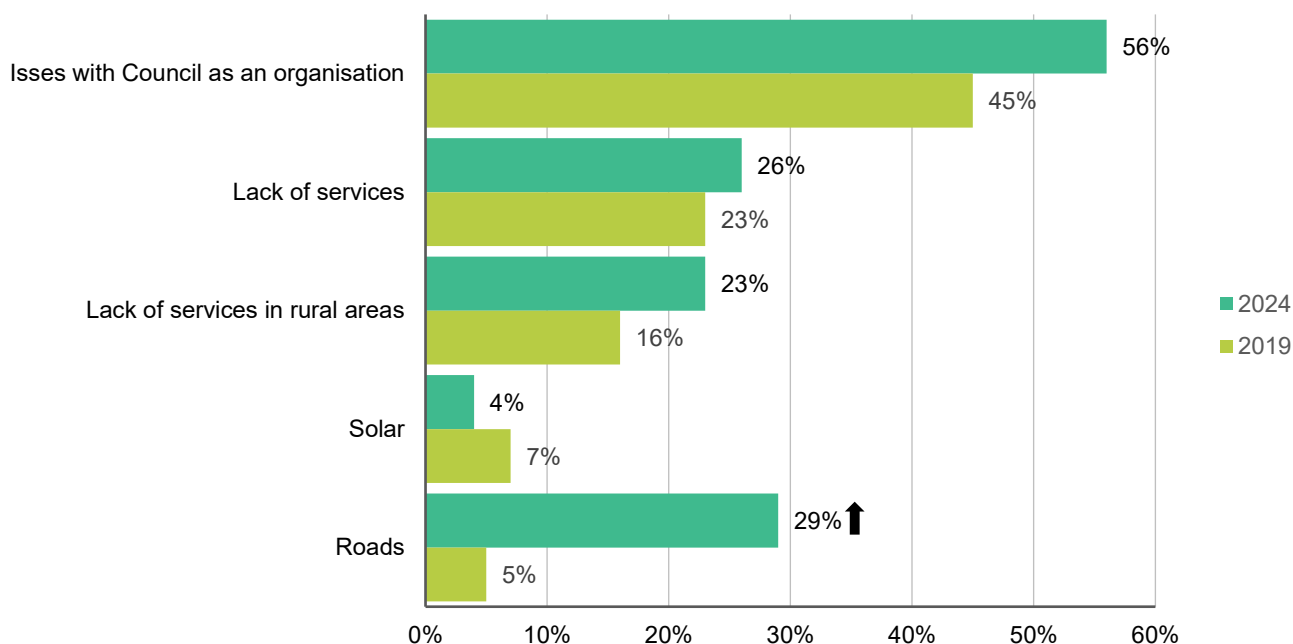


Table 8 below lists statistically significant differences among subgroups for all 2024 responses (n=300).

Table 8 Reasons for Satisfaction – 2024 Subgroup Analysis

Subgroup	Significant differences
Gender	Nil.
Age	Residents aged 35-49 years had higher responses for Lack of services in rural areas (19%, compared to 6% of those 65+).
Location	Residents who lived in towns had higher responses for Lack of services (22%, compared to 12% of those who lived on a rural property). Residents who lived on a rural property had higher responses for Roads (35%, compared to 17% of those who lived in towns).
Length of time lived in Greater Hume LGA	Residents who had lived in the Shire more than 15 years had higher responses for Lack of services in rural areas (16%, compared to 3% for those who had lived there 10 years or less).
Ratepayer status	Homeowners had higher responses of Good communication/responsiveness (17%, compared to 2% of renters). Renters had higher responses of Roads (52%, compared to 23% of homeowners).



3. OVERALL SATISFACTION

3.2. PERCEPTIONS OF VALUE FOR MONEY

Residents were asked if they felt the services and facilities provided by Council are value for money.

In 2024, 60% considered the services and facilities provided by Council to be good value for money, significantly lower than the 68% who felt that way in 2019. Significantly more residents who lived in towns in 2024 (68%) considered Council’s services and facilities to be value for money compared to those who lived on rural properties (50%).

Residents who felt that these services and facilities were not good value for money were asked why not. These were open-ended responses, with the major themes coded in **Figure 7**. A full list of open-ended responses has been provided to Council in a separate delivery.

Figure 7 Reasons why Council not Value for Money (2019 v 2024)

Q5. Can you briefly explain why not?

Base: Q4 said services and facilities not value for money (2019 n=111, 2024 n=108) and could comment

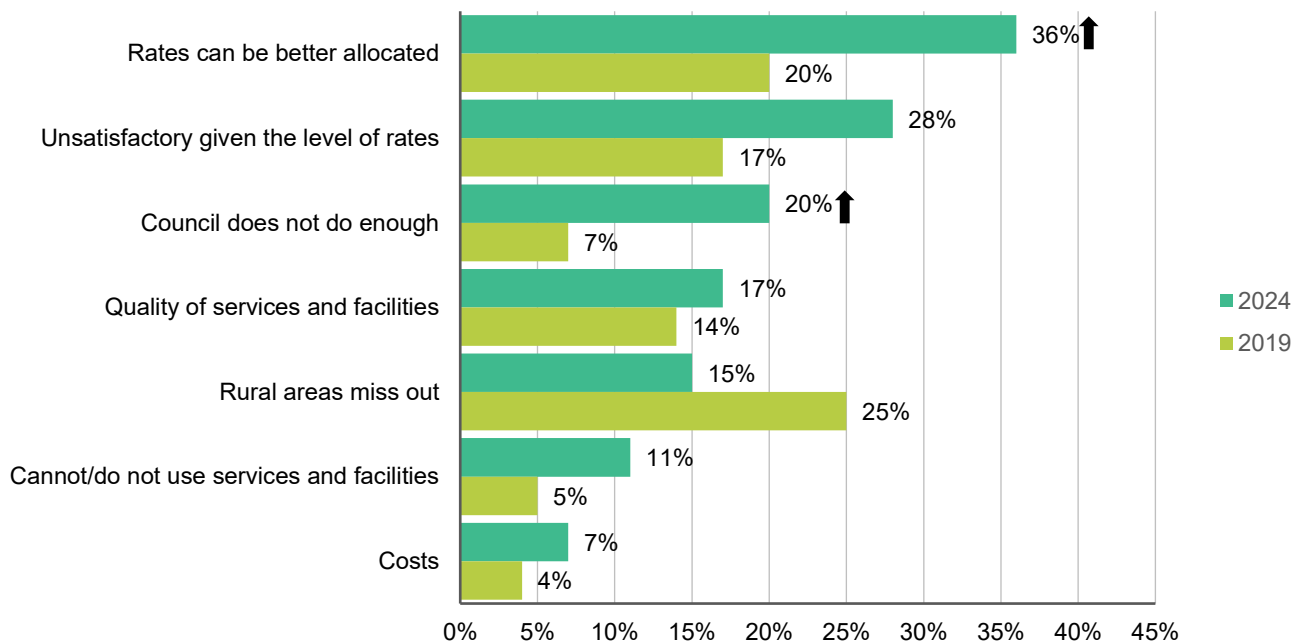


Table 9 Reasons why Council not Value for Money – 2024 Subgroup Analysis

Subgroup	Significant differences
Gender	Male residents were more likely to say Rural areas miss out (21%, compared to 15% of females).
Age	Residents aged 65+ (12%) were more likely to say Costs than those aged 50-64 (0%).
Location	Residents who lived in towns were more likely to say Council does not do enough (30%, compared to 13% of those who lived on a rural property).
Length of time lived in Greater Hume LGA	Nil.
Ratepayer status	Nil.



4. COUNCIL SERVICES & FACILITIES

This section reports on the services and facilities provided by Greater Hume Council. Respondents were asked to rate their satisfaction with 27 measures of Council's performance.

COMMUNITY & LIFESTYLE SERVICES

1. Food safety in local eateries and restaurants.
2. Maintenance of public toilets.
3. Promoting economic development.
4. Promotion of tourism.
5. Protection of heritage values and buildings.
6. Protection of wetlands, natural environment, and wildlife.
7. Provision and maintenance of parks, playgrounds, and reserves.
8. Provision and maintenance of public swimming pools.
9. Provision and maintenance of sporting fields.
10. Provision of community buildings and halls.
11. Provision of footpaths and walking paths.
12. Provision of library services.
13. Provision of services and facilities for older people.
14. Provision of services and facilities for youth.
15. Town planning and timely processing of building applications.
16. Provision of children's services.

INFRASTRUCTURE & BASIC SERVICES

1. Appearance of towns and villages.
2. Maintaining sealed rural roads.
3. Maintaining town roads.
4. Maintaining unsealed rural roads.
5. Noxious weeds management and control on public land.
6. Waste collection.

CUSTOMER SERVICE & COMMUNICATION

1. Customer service provided to residents by Council staff.
2. Informing the community of Council decisions.
3. Consulting with the community.
4. Council responsiveness to community needs.
5. Council leadership and advocacy.



4. COUNCIL SERVICES & FACILITIES

4.1. COMMUNITY & LIFESTYLE SERVICES

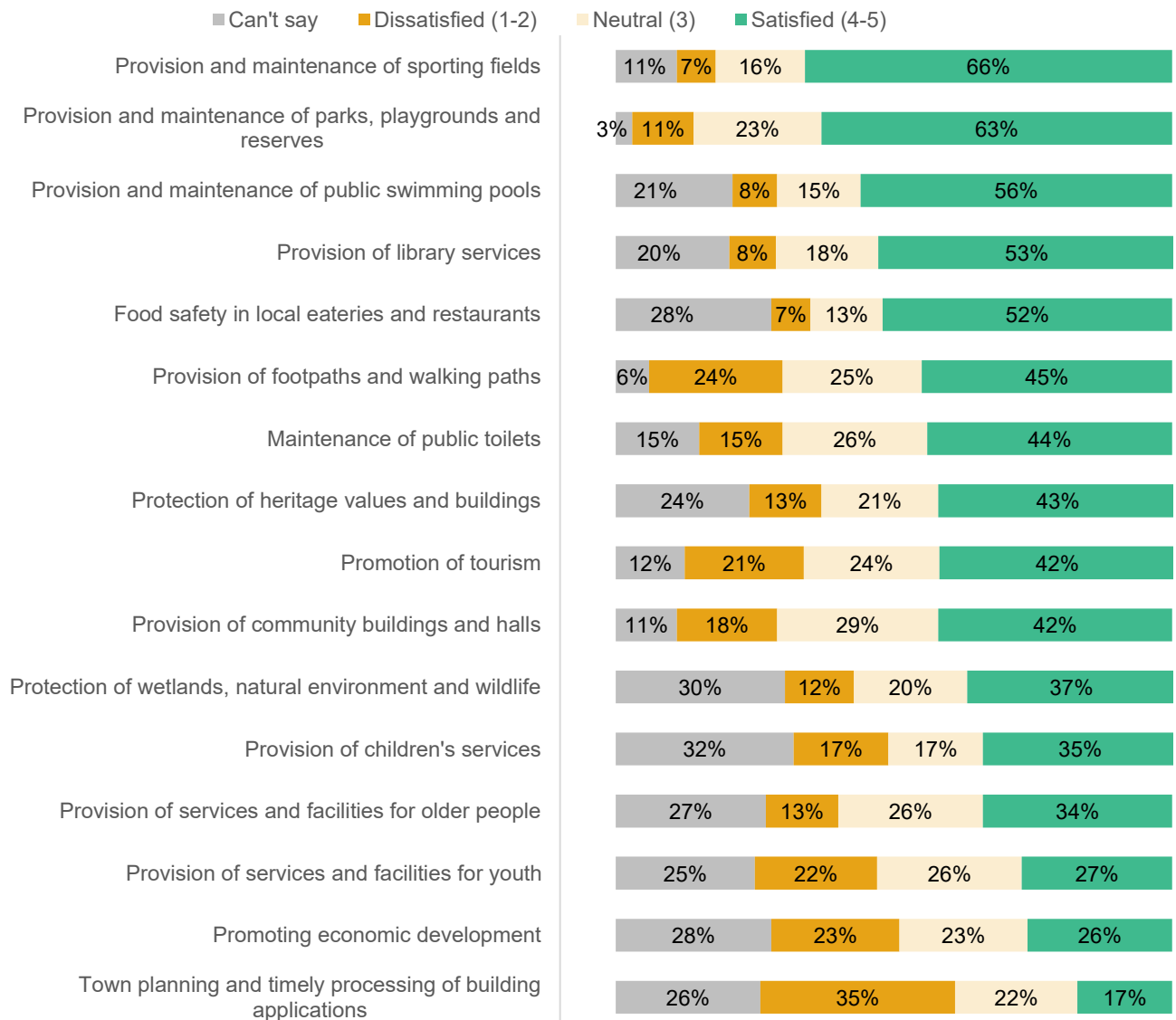
Residents were asked to rate their satisfaction with 16 services within this category using a 1 to 5 scale. **Figure 8** below displays the satisfaction results for Community & Lifestyle Services.

Services and facilities for physical recreation had the highest percentages of residents satisfied- Provision and maintenance of sporting fields (66%), Provision and maintenance of parks, playgrounds and reserves (63%), and Provision and maintenance of public swimming pools (56%). Residents were more satisfied with Promotion of tourism (42%) specifically than Promoting economic development (26%) generally.

Figure 8 Community & Lifestyle Services Satisfaction

Q1a. Please rate your satisfaction with the following Council services and facilities using a 5-point scale where 1 means you are 'very dissatisfied' and 5 means you are 'very satisfied'. If you are unsure or do not use the service, just say so and we'll move onto the next one.

Base: All respondents 2024 (n=300)





4. COUNCIL SERVICES & FACILITIES

As shown by arrows in **Table 10** below, seven of the 15 measures that could be compared to 2019 results had significantly lower means in 2024, with no measures significantly higher.

Table 10 Community & Lifestyle Services Satisfaction – Internal Benchmarks

	2012	2016	2019	2024	Significant change since 2019
Provision and maintenance of sporting fields	4.0	3.9	3.8	3.9	↔
Provision and maintenance of parks, playgrounds, and reserves	4.0	3.9	3.8	3.7	↔
Provision and maintenance of public swimming pools	-	3.8	3.9	3.9	↔
Provision of library services	4.1	4.0	4.1	3.8	↓
Food safety in local eateries and restaurants	3.9	3.9	3.8	3.9	↔
Provision of footpaths and walking paths	3.3	3.4	3.4	3.3	↔
Maintenance of public toilets	3.7	3.7	3.7	3.5	↓
Protection of heritage values and buildings	3.8	3.8	3.6	3.5	↔
Promotion of tourism	3.5	3.4	3.4	3.3	↔
Provision of community buildings and halls	3.6	3.7	3.7	3.4	↓
Protection of wetlands, natural environment, and wildlife	3.6	3.8	3.7	3.5	↓
Provision of children's services	-	-	-	3.3	-
Provision of services and facilities for older people	3.7	3.8	3.6	3.4	↓
Provision of services and facilities for youth	2.9	3.1	3.1	3.1	↔
Promoting economic development	3.3	3.4	3.3	3.0	↓
Town planning and timely processing of building applications	3.2	3.5	3.1	2.6	↓



4. COUNCIL SERVICES & FACILITIES

As shown in **Table 11** below, Age was the leading differentiator, with residents aged 65+ often more satisfied and those 35-49 often less satisfied.

Table 11 Community & Lifestyle Services Satisfaction – 2024 Subgroup Analysis

Subgroup	Significant differences
Gender	Female residents (4.0) had higher satisfaction with Provision of library services, compared to male residents (3.7).
Age	<p>Residents aged 18-34 were more satisfied with Provision of footpaths and walking paths (4.0) than those 35-49 (2.9), 50-64 (3.1) and 65+ (3.3).</p> <p>Residents aged 35-49 were less satisfied with Provision and maintenance of public swimming pools (3.5) than those aged 18-34 (4.4) and 65+ (4.0).</p> <p>Residents aged 65+ were more satisfied with:</p> <ul style="list-style-type: none"> • Promoting economic development (3.3) than those 35-49 (2.7) and 50-64 (2.9) • Provision of footpaths and walking paths (3.3) than those 35-49 (2.9) • Provision of children's services (3.8) than those 35-49 and 50-64 (both 3.1) • Provision of services and facilities for youth (3.4) than those 50-64 (2.8)
Location	<p>Residents who lived in towns had higher satisfaction for:</p> <ul style="list-style-type: none"> • Provision of library services (4.0), compared to 3.6 for those who lived on a rural property • Provision of services and facilities for older people (3.5), compared to 3.2 for those who lived on a rural property
Length of time lived in Greater Hume LGA	Nil.
Ratepayer status	<p>Renters were more satisfied with:</p> <ul style="list-style-type: none"> • Protection of wetlands, natural environment, and wildlife (4.1) versus homeowners (3.4) • Provision of services and facilities for older people (3.8) versus homeowners (3.3)

External Benchmarks

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

As shown in **Figure 9**, **Figure 10** and **Figure 11** (over next two pages), GHC in 2024 was not best in class for any of the Community & Lifestyle Services measures, but also not the lowest performing for any.

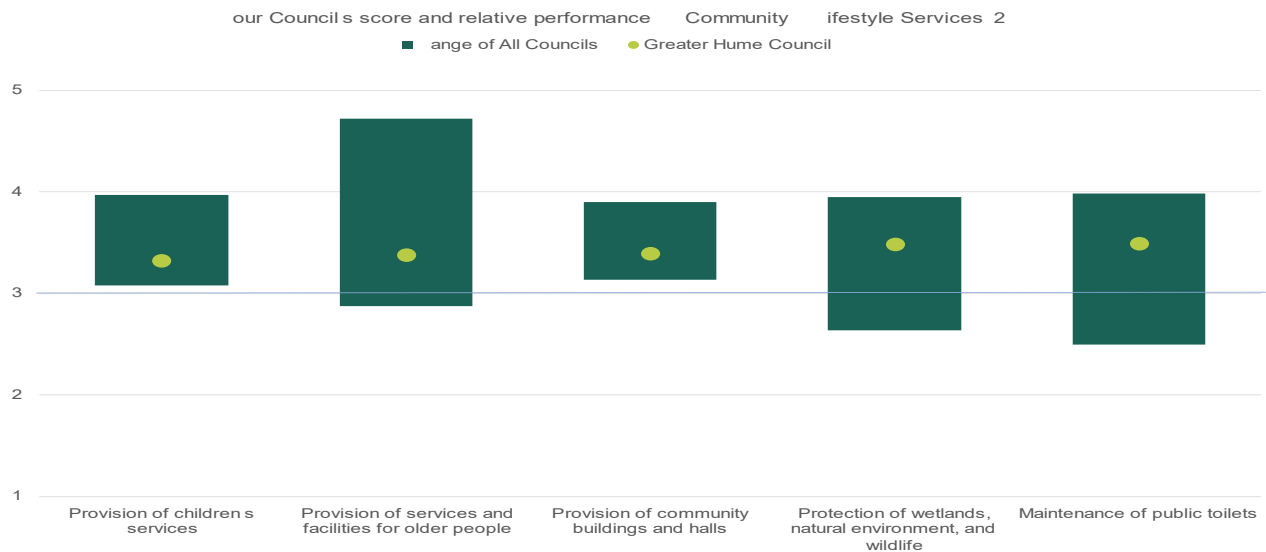


4. COUNCIL SERVICES & FACILITIES

Figure 9 Community & Lifestyle Services Satisfaction - External Benchmarks 1



Figure 10 Community & Lifestyle Services Satisfaction - External Benchmarks 2





4. COUNCIL SERVICES & FACILITIES

Figure 11 Community & Lifestyle Services Satisfaction - External Benchmarks 3



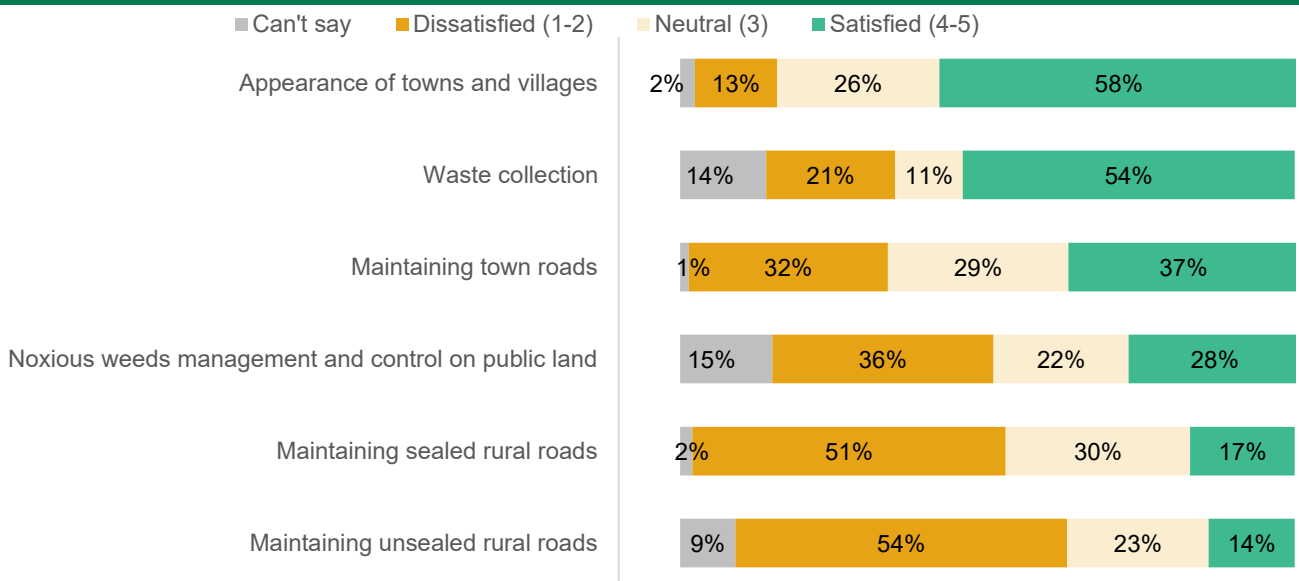
4.2. INFRASTRUCTURE & BASIC SERVICES

Residents were asked to rate their satisfaction with six services within this category using a 1 to 5 scale. **Figure 12** below displays the satisfaction results for Infrastructure & Basic Services.

Figure 12 Infrastructure & Basic Services Satisfaction

Q1b. Please rate your satisfaction with the following Council services and facilities using a 5-point scale where 1 means you are 'very dissatisfied' and 5 means you are 'very satisfied'. If you are unsure or do not use the service, just say so and we'll move onto the next one.

Base: All respondents 2024 (n=300)



As shown by arrows in **Table 12** below, all six Infrastructure & Basic Services Satisfaction measures had significantly lower means in 2024 than in 2019.



4. COUNCIL SERVICES & FACILITIES

Table 12 Infrastructure & Basic Services Satisfaction – Internal Benchmarks

	2012	2016	2019	2024	Significant change since 2019
Appearance of towns and villages	3.8	3.7	3.9	3.6	↓
Waste collection	4.1	4.0	3.8	3.5	↓
Maintaining town roads	3.0	3.2	3.2	3.0	↓
Noxious weeds management and control on public land	-	3.1	3.1	2.8	↓
Maintaining sealed rural roads	2.9	3.0	2.8	2.4	↓
Maintaining unsealed rural roads	2.7	2.7	2.6	2.3	↓

As shown in **Table 13** below, town residents were more satisfied than those living on a rural property with four of the six Infrastructure & Basic Services measures.

Table 13 Infrastructure & Basic Services Satisfaction – 2024 Subgroup Analysis

Subgroup	Significant differences
Gender	Female residents (3.7) had higher satisfaction with Appearance of towns and villages compared to male residents (3.5).
Age	Residents aged 65+ were more satisfied with: <ul style="list-style-type: none"> Waste collection (4.0) than those 35-49 (3.3) Maintaining town roads (3.3) than those 35-49 (2.7) and 50-64 (2.8) Maintaining sealed rural roads (2.9) than those 35-49 (2.0) and 50-64 (2.3) Maintaining unsealed rural roads (2.6) than those 35-49 (2.0) and 50-64 (2.1)
Location	Residents who lived in towns had higher satisfaction for: <ul style="list-style-type: none"> Appearance of towns and villages (3.7), compared to 3.4 for those who lived on a rural property Maintaining sealed rural roads (2.7), compared to 2.2 for those who lived on a rural property Noxious weeds management and control on public land (3.3), compared to 2.3 for those who lived on a rural property Waste collection (3.9), compared to 3.0 for those who lived on a rural property
Length of time lived in Greater Hume LGA	Nil.
Ratepayer status	Nil.

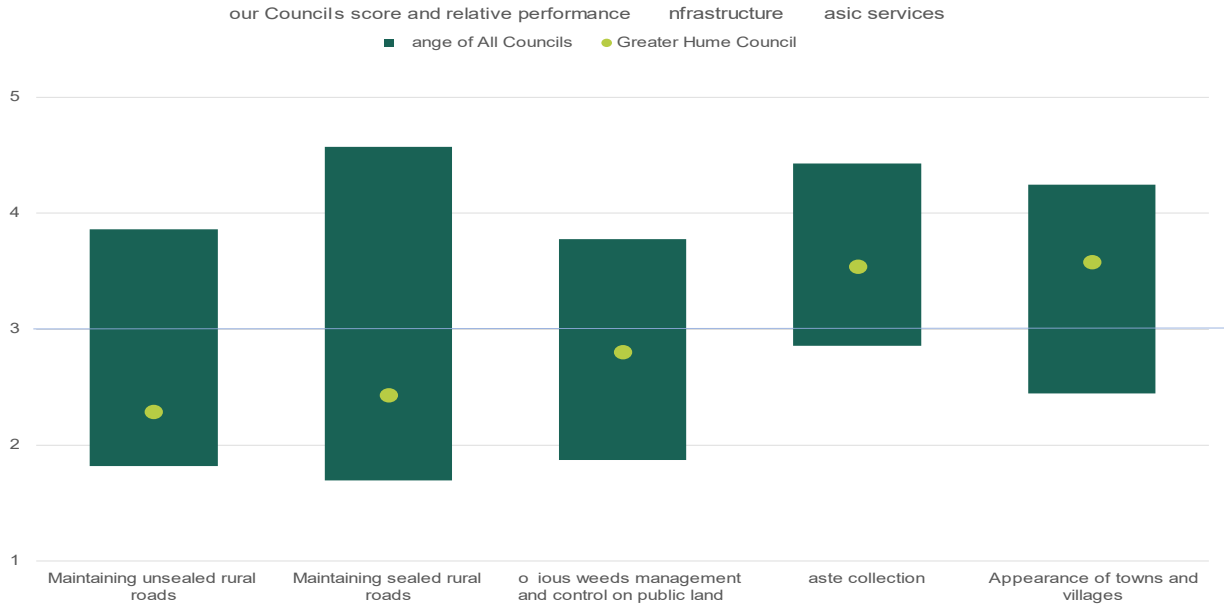
External Benchmarks

As shown in **Figure 13** below, GHC in 2024 was not best in class for any of the Infrastructure & Basic Services measures, but also not the lowest performing for any.



4. COUNCIL SERVICES & FACILITIES

Figure 13 Infrastructure & Basic Services Satisfaction - External Benchmarks



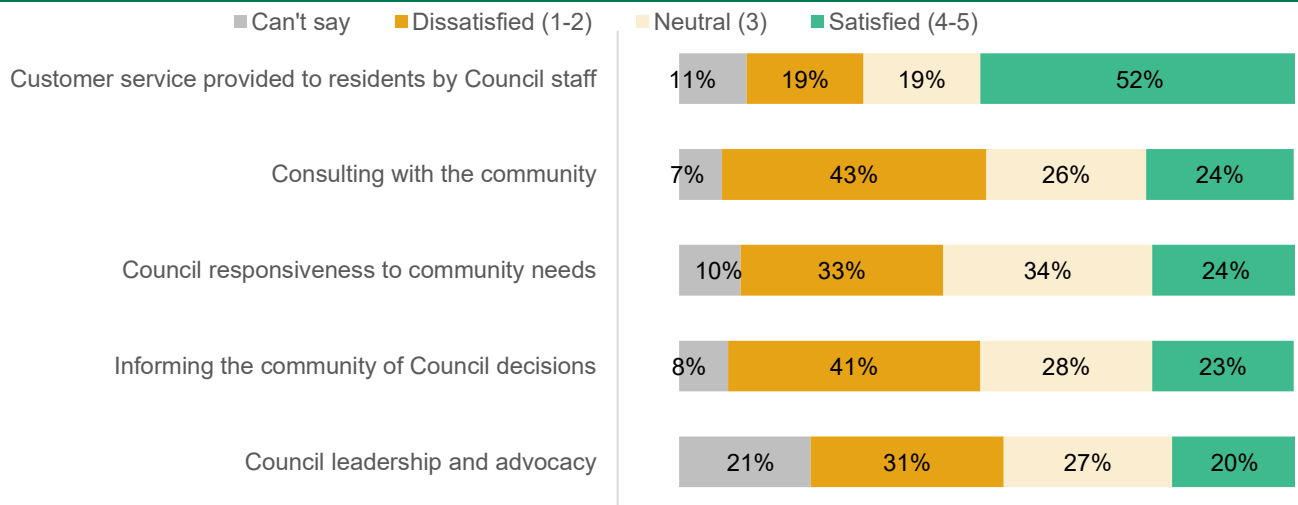
4.3. CUSTOMER SERVICE & COMMUNICATION

Residents were asked to rate their satisfaction with five measures within this category using a 1 to 5 scale. **Figure 14** below displays the satisfaction results for Customer Service & Communication.

Figure 14 Customer Service & Communication Satisfaction

Q1c. Please rate your satisfaction with the following Council services and facilities using a 5-point scale where 1 means you are 'very dissatisfied' and 5 means you are 'very satisfied'. If you are unsure or do not use the service, just say so and we'll move onto the next one.

Base: All respondents 2024 (n=300)



As shown by arrows in **Table 14** below, all five measures had significantly lower means in 2024 than in 2019. With 80% of the Customer Service & Communication measures having a mean score below a neutral 3.0, this group of measures was the lowest performing in 2024 (compared to Community & Lifestyle Services, and Infrastructure & Basic Services).



4. COUNCIL SERVICES & FACILITIES

Table 14 Customer Service & Communication Satisfaction – Internal Benchmarks

	2012	2016	2019	2024	Significant change since 2019
Customer service provided to residents by Council staff	3.8	3.9	3.8	3.5	↓
Consulting with the community	3.4	3.4	3.2	2.7	↓
Council responsiveness to community needs	3.3	3.3	3.3	2.8	↓
Informing the community of Council decisions	3.5	3.6	3.2	2.7	↓
Council leadership and advocacy	3.5	3.5	3.3	2.7	↓

As shown in **Table 15** below, four out of the total five measures showed residents 65+ significantly more satisfied than residents aged 35-49 years, and Age was the only differentiating demographic.

Table 15 Customer Service & Communication Satisfaction – 2024 Subgroup Analysis

Subgroup	Significant differences
Gender	Nil.
Age	Residents aged 65+ were more satisfied with: <ul style="list-style-type: none"> • Informing the community of Council decisions (3.0) than those 35-49 (2.4) • Consulting with the community (3.0) than those 35-49 (2.4) • Council responsiveness to community needs (3.1) than those 35-49 (2.6) • Council leadership and advocacy (2.9) than those 35-49 (2.3)
Location	Nil.
Length of time lived in Greater Hume LGA	Nil.
Ratepayer status	Nil.



4. COUNCIL SERVICES & FACILITIES

External Benchmarks

As shown in **Figure 15** below, GHC in 2024 was close to the lowest performing regional NSW council for Customer service provided to residents by Council staff, though few councils measured this.

Figure 15 Customer Service & Communication Satisfaction - External Benchmarks





5. PRIORITISING SERVICES & FACILITIES

5.1. QUADRANT ANALYSIS

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

Quadrant analysis simultaneously analyses the importance of a service in terms of driving overall satisfaction and the performance of services in terms of resident satisfaction. To do this, mean satisfaction scores are plotted against derived importance scores for each Council service. Importance scores are derived from regression analysis and are basically a factor of the relationship between satisfaction score for individual services, and overall satisfaction with Council.

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

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

Figure 16, (over-page) is Council's performance/importance quadrant.

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

The numbers shown in **Table 16** (over-page) match the services and facilities shown in **Figure 16**. (Note that services and facilities listed in **Table 16** are *not* in order of importance/satisfaction, but rather listed in numeric order as per the numbering shown in **Figure 16** for ease of reference.)

As shown in **Figure 16** (next page), in 2024 Council leadership and advocacy, Consulting with the community, and Town planning and timely processing of building applications were an arc across the top left (the interaction of the highest importance and lowest satisfaction). Inset slightly from that first arc was Council responsiveness to community needs; and Informing the community of Council decisions.



5. PRIORITISING SERVICES & FACILITIES

Figure 16 Quadrant Matrix



Table 16 Summary of Quadrant Analysis

PRIORITIES FOR COUNCIL	STRENGTHS TO MAINTAIN
18 Promoting economic development	3 Provision and maintenance of public swimming pools
19 Maintaining town roads	6 Appearance of towns and villages
20 Council responsiveness to community needs	8 Customer service provided to residents by Council staff
22 Council leadership and advocacy	10 Maintenance of public toilets
23 Informing the community of Council decisions	16 Promotion of tourism
24 Consulting with the community	
25 Town planning and timely processing of building applications	
SECOND ORDER ISSUES	OPPORTUNITIES
17 Provision of services and facilities for youth	1 Food safety in local eateries and restaurants
21 Noxious weeds management and control on public land	2 Provision and maintenance of sporting fields
26 Maintaining sealed rural roads	4 Provision of library services
27 Maintaining unsealed rural roads	5 Provision and maintenance of parks, playgrounds, and reserves
	7 Waste collection
	9 Protection of heritage values and buildings
	11 Protection of wetlands, natural environment, and wildlife
	12 Provision of community buildings and halls
	13 Provision of services and facilities for older people
	14 Provision of children's services
	15 Provision of footpaths and walking paths



5. PRIORITISING SERVICES & FACILITIES

5.2. DRIVERS OF SATISFACTION

Table 17 (below) shows derived importance for Council services and facilities – a correlation¹ between satisfaction with the individual measures, and overall satisfaction with Council. The higher the correlation, the more likely that this facility or service will influence a resident's overall satisfaction score (with a correlation above 0.60 considered useful). The top ten of the 27 measures that respondents rated in 2024 are shown.

All five of the Customer Services & Communication measures were in the top six drivers of satisfaction. The three Community & Lifestyle Services measures that made it into the top ten surrounded local prosperity.

Table 17 Top Drivers of Satisfaction 2024

Theme	Measure	Correlation coefficient
Customer Service & Communication	Council leadership and advocacy	0.699
Customer Service & Communication	Council responsiveness to community needs	0.662
Customer Service & Communication	Customer service provided to residents by Council staff	0.617
Customer Service & Communication	Consulting with the community	0.613
Community & Lifestyle Services	Promoting economic development	0.593
Customer Service & Communication	Informing the community of Council decisions	0.584
Infrastructure & Basic Services	Appearance of towns and villages	0.544
Community & Lifestyle Services	Town planning and timely processing of building applications	0.539
Infrastructure & Basic Services	Maintaining town roads	0.537
Community & Lifestyle Services	Promotion of tourism	0.534

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



6. PERFORMANCE OF STAFF

This section of the report covers residents’ interactions with Greater Hume Council staff.

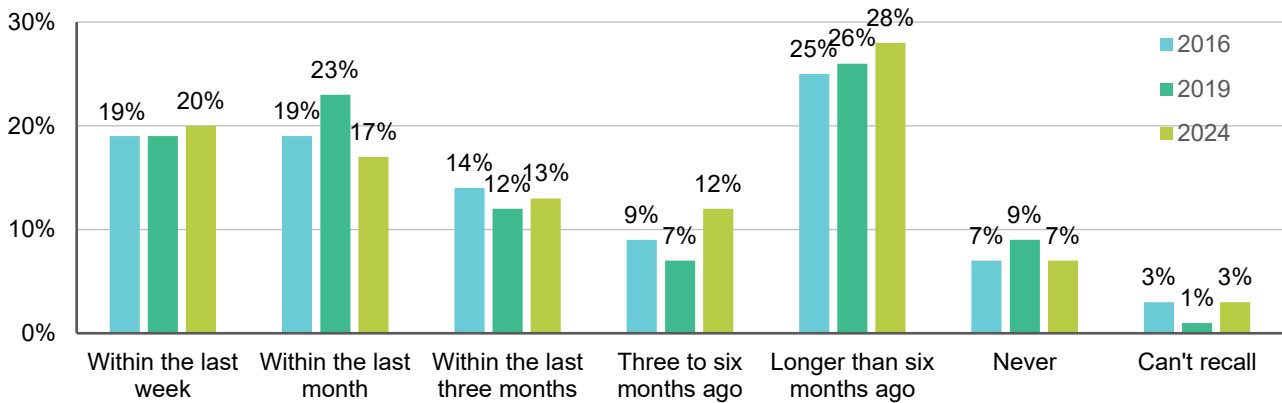
Respondents were first asked how long ago they last had contact with someone from GHC. As shown in **Figure 17** below, the proportions have varied little over the most recent waves of this study.

The only significant differences between demographic subgroups in 2024 were those who had lived in the Shire 10 or fewer years were more likely to say Never (24%) than those who had lived there 11 to 15 years (2%) or more than 15 years (4%); and renters were more likely to say Can’t recall (14%) than homeowners (2%).

Figure 17 Last Time Contacted

Q6. When was the last time you had contact with a Council staff member?

Base: All respondents 2016-2024

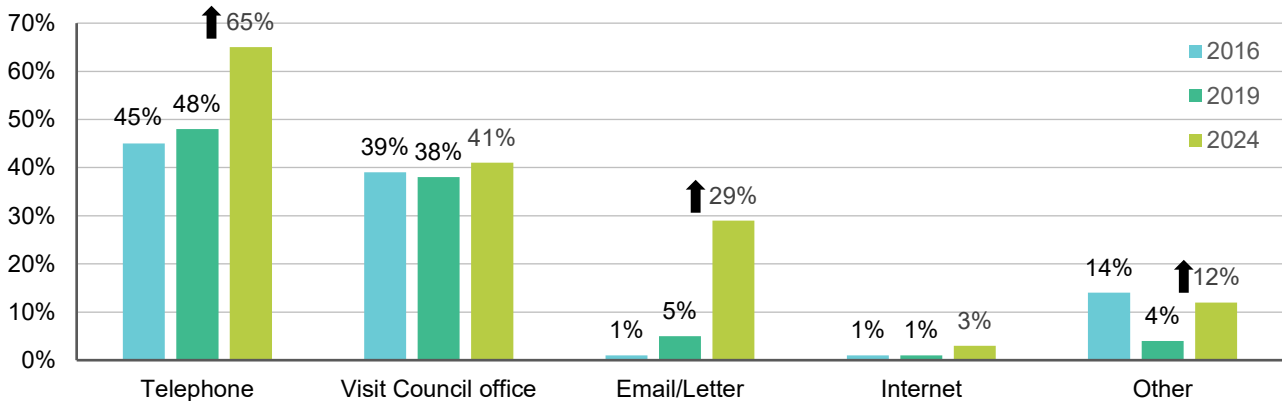


Respondents were then asked their usual method of contacting Council. The proportions between 2016 and 2019 varied little (see **Figure 18** below), but three methods had significantly higher responses in 2024 than 2019 (in 2016 and 2019, this was a single response question, but in 2024 multiple responses were permitted, which heavily diminishes comparability). The massive uptick of Email/Letter in 2024 shows perhaps that while it was not the top method of many residents, as would be required for answering in 2016/2019, it was still a preferred method (secondary/latent).

Figure 18 How Normally Contact Council

Q7. How do you normally make contact with Council?

Base: All respondents 2016-2024, except those who had never contacted Council





6. PERFORMANCE OF STAFF

Table 18 How Normally Contact Council – 2024 Subgroup Analysis

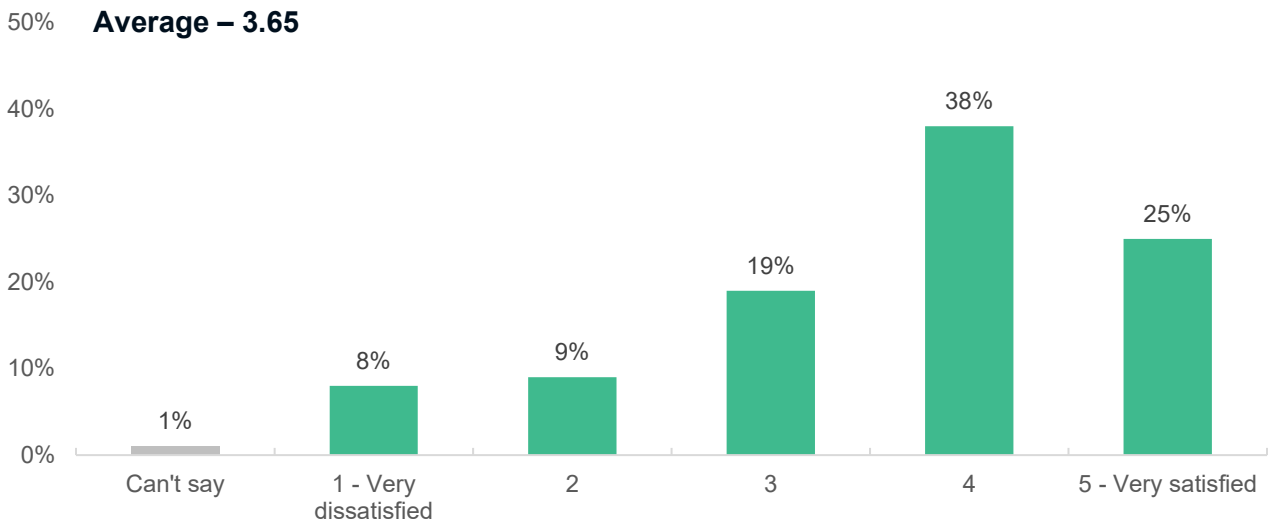
Subgroup	Significant differences
Gender	Nil.
Age	Residents aged 35-49 were more likely to use Email (45%) compared to those 65+ (22%). Residents aged 65+ were more likely to Visit Council offices (51%) compared to those 35-49 (28%).
Location	Residents who lived on a rural property were more likely to use Email (37%) compared to those in towns (21%). Residents who lived in towns were more likely to Visit Council offices (49%) compared to those who lived on a rural property (33%).
Length of time lived in Greater Hume LGA	Nil.
Ratepayer status	Homeowners were more likely to use Email (31%) than renters (6%).

Residents were asked to rate their overall satisfaction with the performance of staff in dealing with their enquiries using a five-point scale where 1 meant 'Very Dissatisfied' and 5 meant 'Very Satisfied'.

Figure 19 Overall Satisfaction with Council Staff

Q8. Using a 1 to 5 scale, how satisfied are you with the overall performance of Council's staff in dealing with your enquiries?

Base: All respondents 2024, except those who had never contacted Council (n=284)



There were no significant differences detected between means of demographic subgroups in 2024 at this question.



6. PERFORMANCE OF STAFF

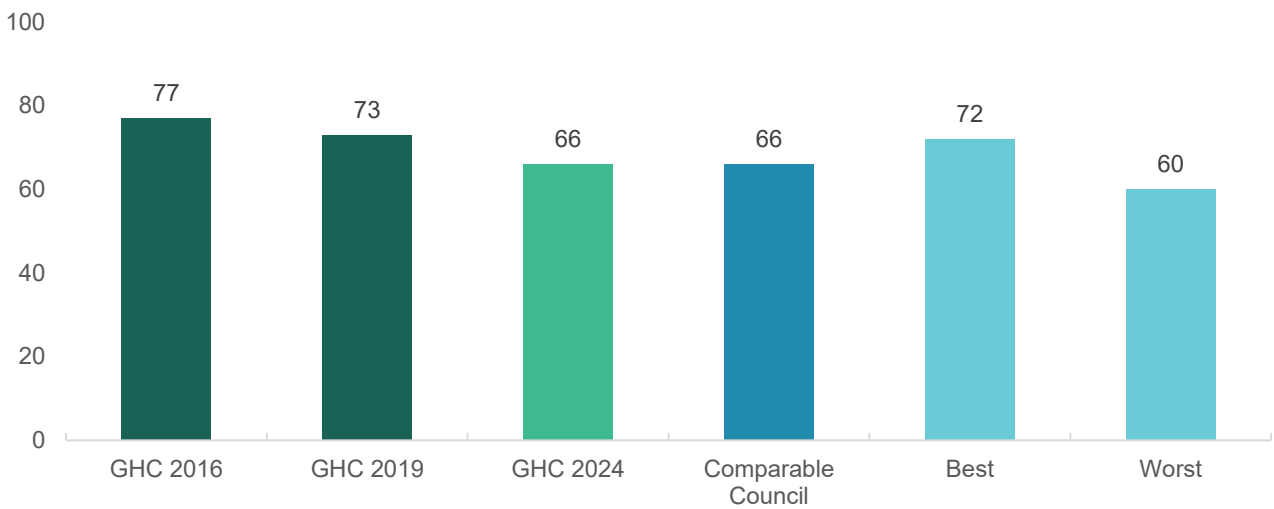
Figure 20 below compares the benchmarked result (out of 100) for overall satisfaction with Council’s staff in dealing with enquiries with an average of comparable councils in NSW as well as the best and worst results on the Taverner benchmark database.

Overall satisfaction with Greater Hume Council in 2024 performed in-line with comparable councils in NSW but was significantly lower than in 2019.

Figure 20 Overall Satisfaction with Council Staff – Benchmarks

Q8. Using a 1 to 5 scale, how satisfied are you with the overall performance of Council’s staff in dealing with your enquiries?

Base: All respondents 2016-2024, except those who had never contacted Council





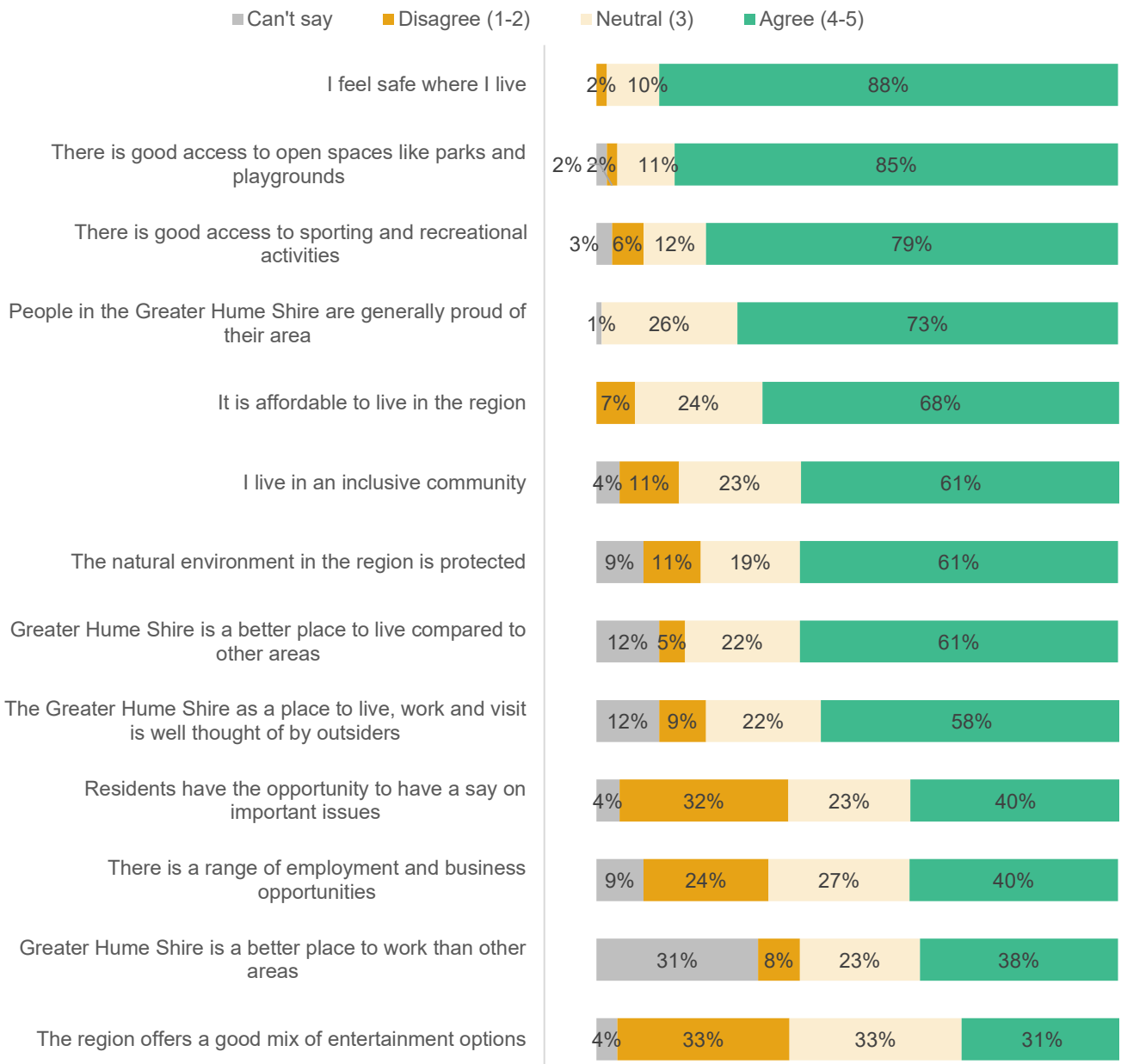
7. IMAGE PERCEPTIONS OF GREATER HUME

This section of the report covers the perceptions of the Greater Hume Shire area among residents.

Residents were asked to rate their agreement with 13 statements about the Greater Hume Shire area as a place to live, work and do business using a five-point scale where 1 meant ‘Strongly Disagree’ and 5 meant ‘Strongly Agree’. (This was asked only in the first half of the interviews- to lower the length of interview, this question was removed at that point.)

Figure 21 Image Statements Agreement

Q9. Using a 1 to 5 scale please rate your agreement with the following statements.
Base: Early respondents 2024 (n=158)





7. IMAGE PERCEPTIONS OF GREATER HUME

Five of the 13 statements recorded **high** average agreement ratings (4.0 or above), all other statements recorded medium/average agreement ratings (see **Table 19** below). As shown by the arrows, two statements had 2024 mean scores significantly lower than in 2019.

Table 19 Image Statements Agreement – Internal Benchmarks

	2012	2016	2019	2024	Significant change since 2019
People in the Greater Hume Shire are generally proud of their area	4.3	4.2	4.2	4.1	↔
The Greater Hume Shire as a place to live, work and visit is well thought of by outsiders	3.8	3.8	3.8	3.8	↔
Greater Hume Shire is a better place to live compared to other areas			4.1	4.0	↔
Greater Hume Shire is a better place to work compared to other areas			3.6	3.5	↔
I feel safe where I live			4.4	4.4	↔
There is a range of employment and business opportunities			3.1	3.2	↔
It is affordable to live in the region			4.1	3.8	↓
The region offers a good mix of entertainment options			3.1	3.0	↔
The natural environment in the region is protected			3.7	3.7	↔
There is good access to open spaces like parks and playgrounds			4.3	4.3	↔
I live in an inclusive community			3.8	3.7	↔
There is good access to sporting and recreational activities			4.1	4.1	↔
Residents have the opportunity to have a say on important issues			3.6	3.1	↓



7. IMAGE PERCEPTIONS OF GREATER HUME

Table 20 Image Statements Agreement – 2024 Subgroup Analysis

Subgroup	Significant differences
Gender	Male residents (4.6) had higher agreement that they felt safe compared to female residents (4.3).
Age	Residents aged 18-34 years (3.9) had higher agreement that there is a range of employment and business opportunities compared to those 35-49 (2.9), 50-64 (3.0) and 65+ (3.1).
Location	Nil.
Length of time lived in Greater Hume LGA	Nil.
Ratepayer status	<p>Homeowners (4.1) had higher agreement than renters (3.3) for Greater Hume Shire is a better place to live compared to other areas.</p> <p>Renters (4.1) had higher agreement than homeowners (3.7) for the natural environment in the region is protected.</p>



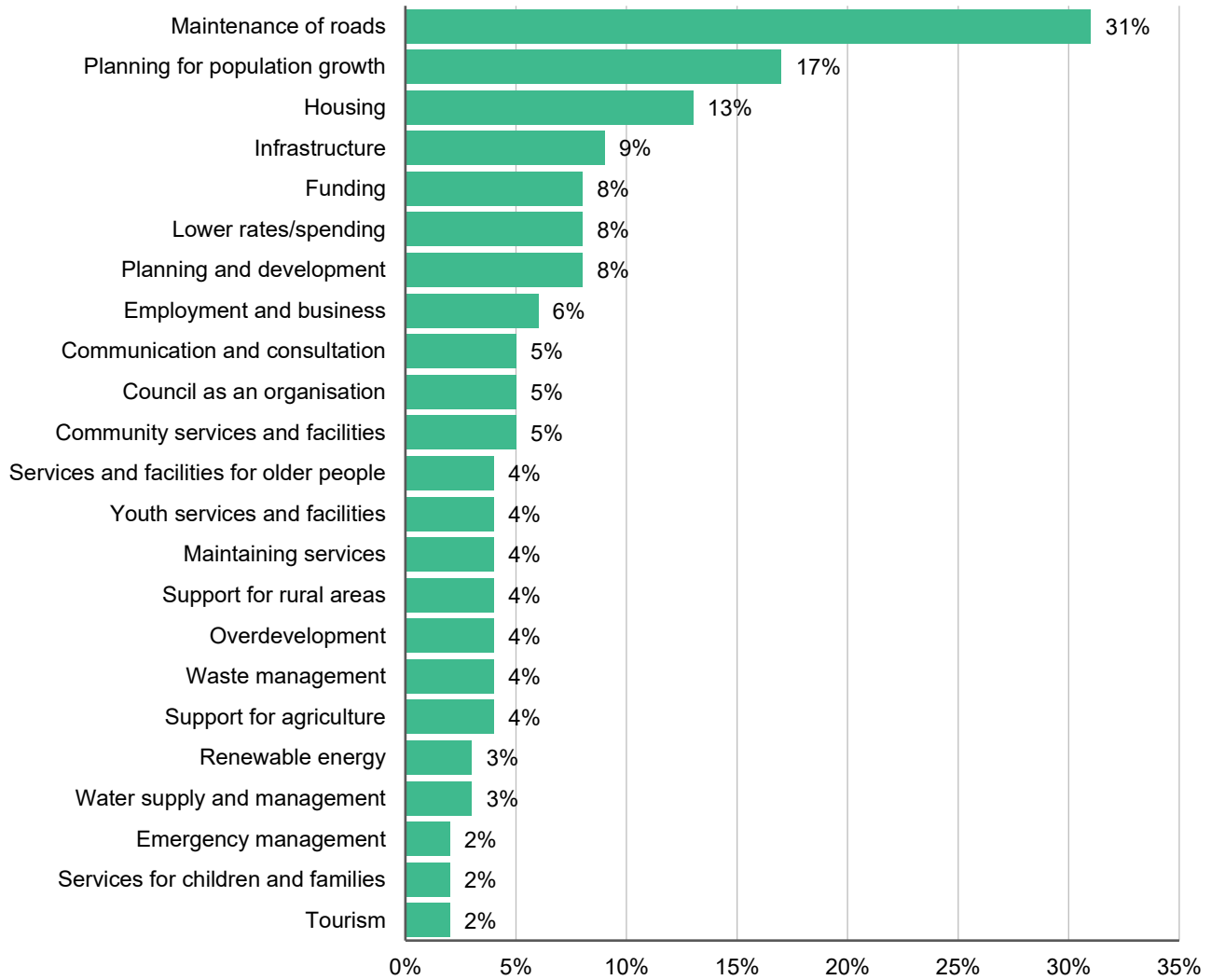
8. MAJOR ISSUES OF CONCERN

Residents were asked to name what they believe is the **one top issue** facing Greater Hume Council over the next five to ten years. All responses have been provided to Council separately. Thematic analysis was used to categorise into key themes. **Figure 22** below lists the categories of responses.

Figure 22 Top Issue (2024)

Q10. What is the one top issue facing Council over the next five to ten years?

Base: All respondents 2024 that could comment (n=273)



Resident statements about Housing were split between comments about supply and affordability. Statements about Renewable energy was sometimes a desire for conversion of electricity usage to renewable sources, but often it was dislike of solar farms. Statements about Council as an organisation sometimes spoke of leadership and staff performance, but most regularly with negativity towards the longevity of Councillors.

A balance in tagging the themes had to be struck between Lower rates/spending (where the comment was about the effect on ratepayer) versus Funding (where the comment was about the effect on Council’s ability to pay for their operations). A balance in tagging the themes around viability had to be



8. MAJOR ISSUES OF CONCERN

struck between Funding (where the comment focussed on finances) versus Maintaining services (where the comment focussed on service delivery). Statements tagged as Funding also included concern over state government support, that spending was “spread too thin” geographically, and a belief that the future held an ageing ratepayer base.

Table 21 Top Issue – 2024 Subgroup Analysis

Subgroup	Significant differences
Gender	<p>Male residents were more likely to say:</p> <ul style="list-style-type: none"> • Lower rates/spending (11%, compared to 5% of females) • Employment and business (9%, compared to 2% of females) • Support for agriculture (6%, compared to 1% of females) <p>Female residents were more likely to say:</p> <ul style="list-style-type: none"> • Youth services and facilities (7%, compared to 1% of males) • Services and facilities for children and families (4%, compared to 0% of males)
Age	<p>Residents aged 18-34 (25%) were more likely to say Infrastructure than those aged 50-64 and 65+ (both 5%).</p> <p>Residents aged 18-34 (10%) and 35-49 (9%) were more likely to say Youth services and facilities than those aged 50-64 and 65+ (both 1%).</p> <p>Residents aged 50-64 years (11%) were more likely to say Support for rural areas than those 35-49 (0%) and 65+ (1%).</p> <p>Residents aged 65+ (14%) were more likely to say Lower rates/spending than those aged 18-34 (0%).</p>
Location	<p>Residents who lived in towns were more likely to say Emergency management (4%, compared to 0% of those who lived on a rural property).</p> <p>Residents who lived on a rural property were more likely to say:</p> <ul style="list-style-type: none"> • Communication and consultation (9%, compared to 2% of those who lived in towns) • Support for rural areas (6%, compared to 1% of those who lived in towns) • Renewable energy (7%, compared to 0% of those who lived in towns)
Length of time lived in Greater Hume LGA	<p>Residents who had lived in the Shire less than 10 years were more likely to say:</p> <ul style="list-style-type: none"> • Tourism (9%, compared to 1% of those who had lived there 11 to 15 years, and 0% of those who had lived there longer than 15 years) • Public transport and traffic (3%, compared to 1% of those who had lived there 11 to 15 years, and 0% of those who had lived there longer than 15 years) <p>Residents who had lived in the Shire 11 to 15 years were more likely to say Youth services and facilities (18%, compared to 2% of those who had lived there more than 15 years).</p>
Ratepayer status	<p>Renters were more likely to say:</p> <ul style="list-style-type: none"> • Maintenance of roads (60%, compared to 28% of homeowners) • Public transport and traffic (4%, compared to 0% of homeowners)

The arrows in **Figure 23** below, which show nine themes with significantly higher responses in 2024 compared to 2019 but zero themes with significantly lower responses, indicates that there were more statements made by residents in 2024.

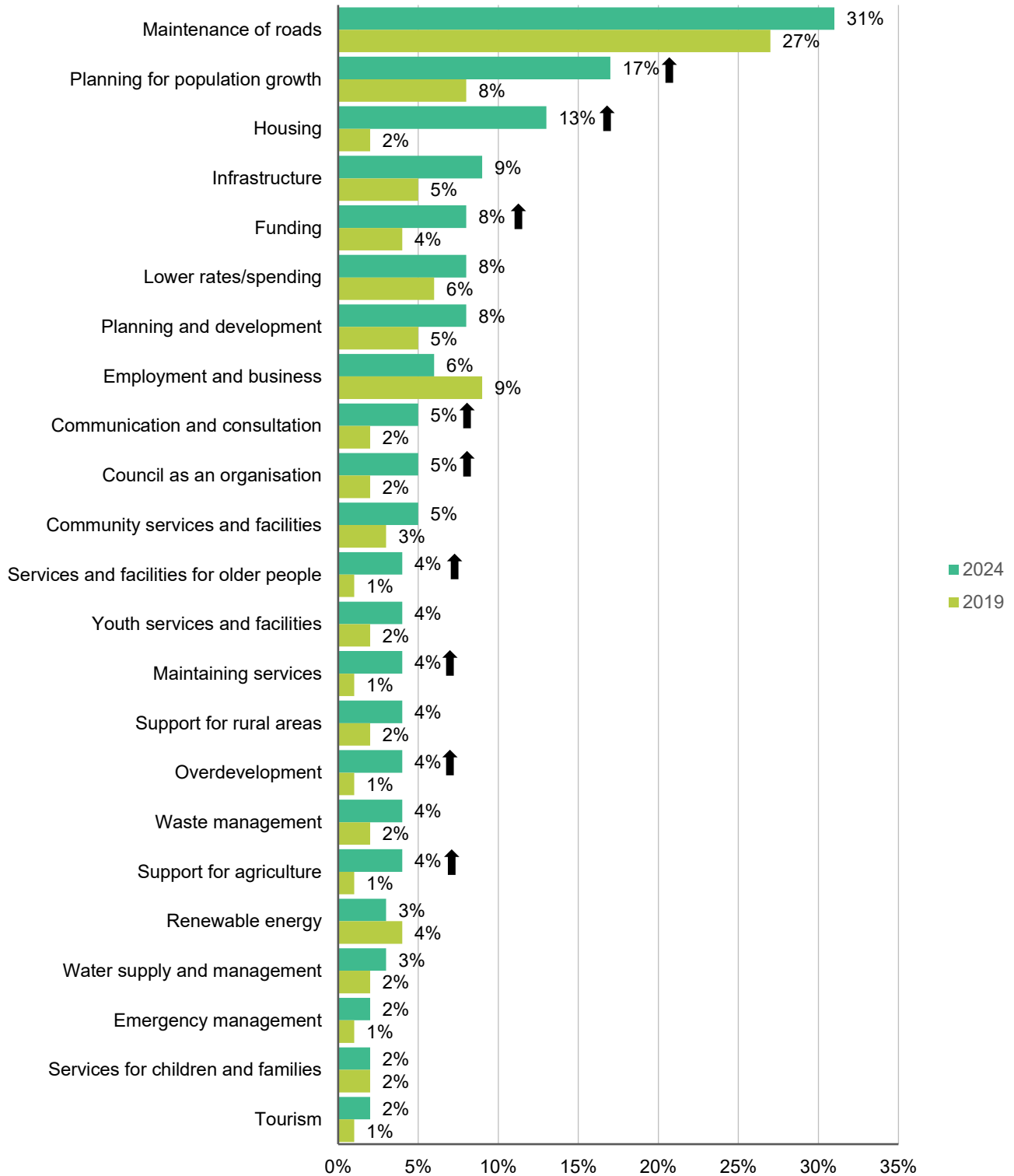


8. MAJOR ISSUES OF CONCERN

Figure 23 Top Issue (2019 v 2024)

Q10. What is the one top issue facing Council over the next five to ten years?

Base: All respondents 2019, 2024 that could comment





9. COUNCIL COMMUNICATION

This section of the report examines the most used sources of receiving information relating to Council services and facilities, preferred methods of doing specific types of business, and satisfaction with receiving information.

Figure 24 Usually Receive Information

Q11. Which of the following sources do you usually use to receive information regarding Council activities?
 Base: All respondents 2024 (n=300)

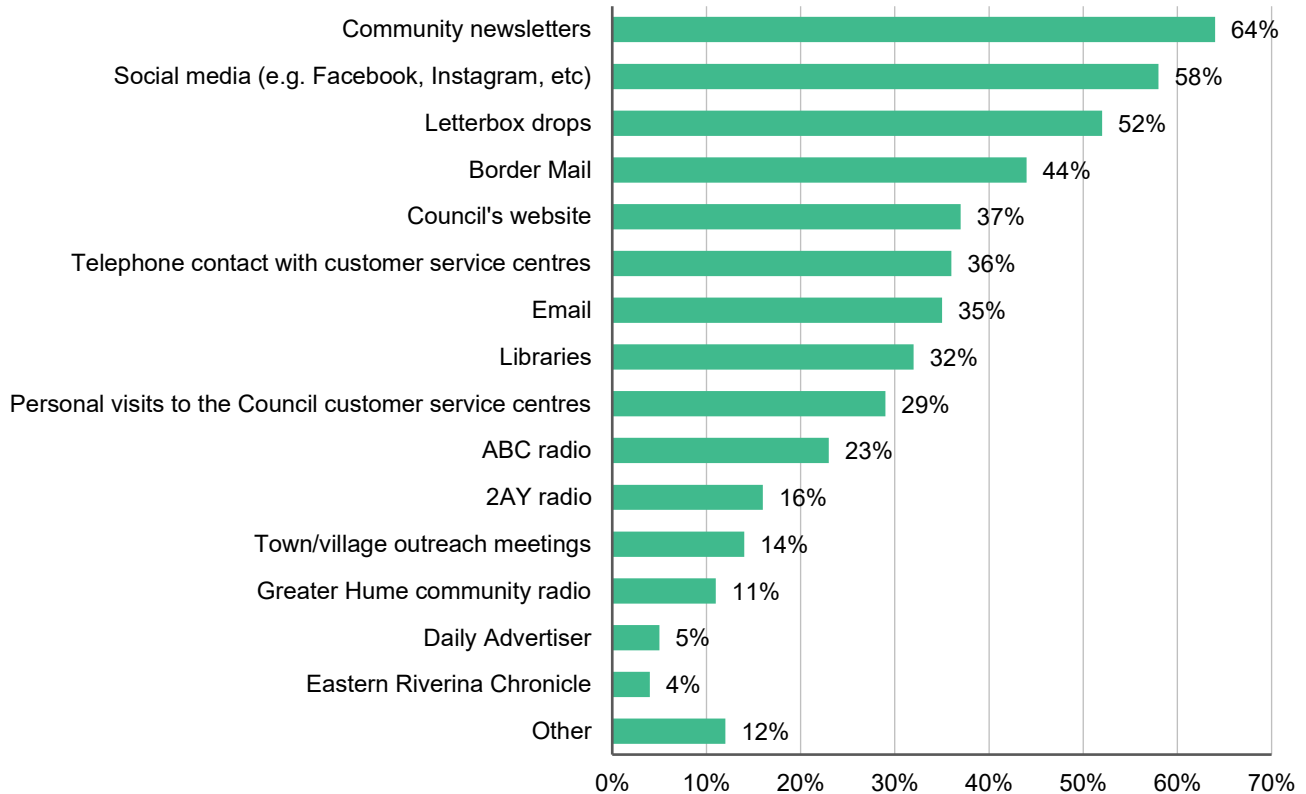


Table 22 Usually Receive Information – 2024 Subgroup Analysis

Subgroup	Significant differences
Gender	Male residents were more likely to nominate 2AY (21%) than female residents (11%).
Age	Residents aged 50-64 (69%) and 65+ (79%) years were more likely to nominate Community newsletters, compared to those 18-34 (35%). Residents aged 65+ were less likely to nominate Social media (33%) than those 18-34 (80%), 35-49 (74%) and 50-64 (57%).
Location	Residents who lived in a town were more likely to nominate Libraries (39%) than those who lived on a rural property (24%).
Length of time lived in Greater Hume LGA	Nil.
Ratepayer status	Homeowners were more likely to nominate Email (37%, compared to 9% for renters) and ABC radio (25%, compared to 5% for renters). Renters (80%) were more likely to nominate Social media than homeowners (56%).

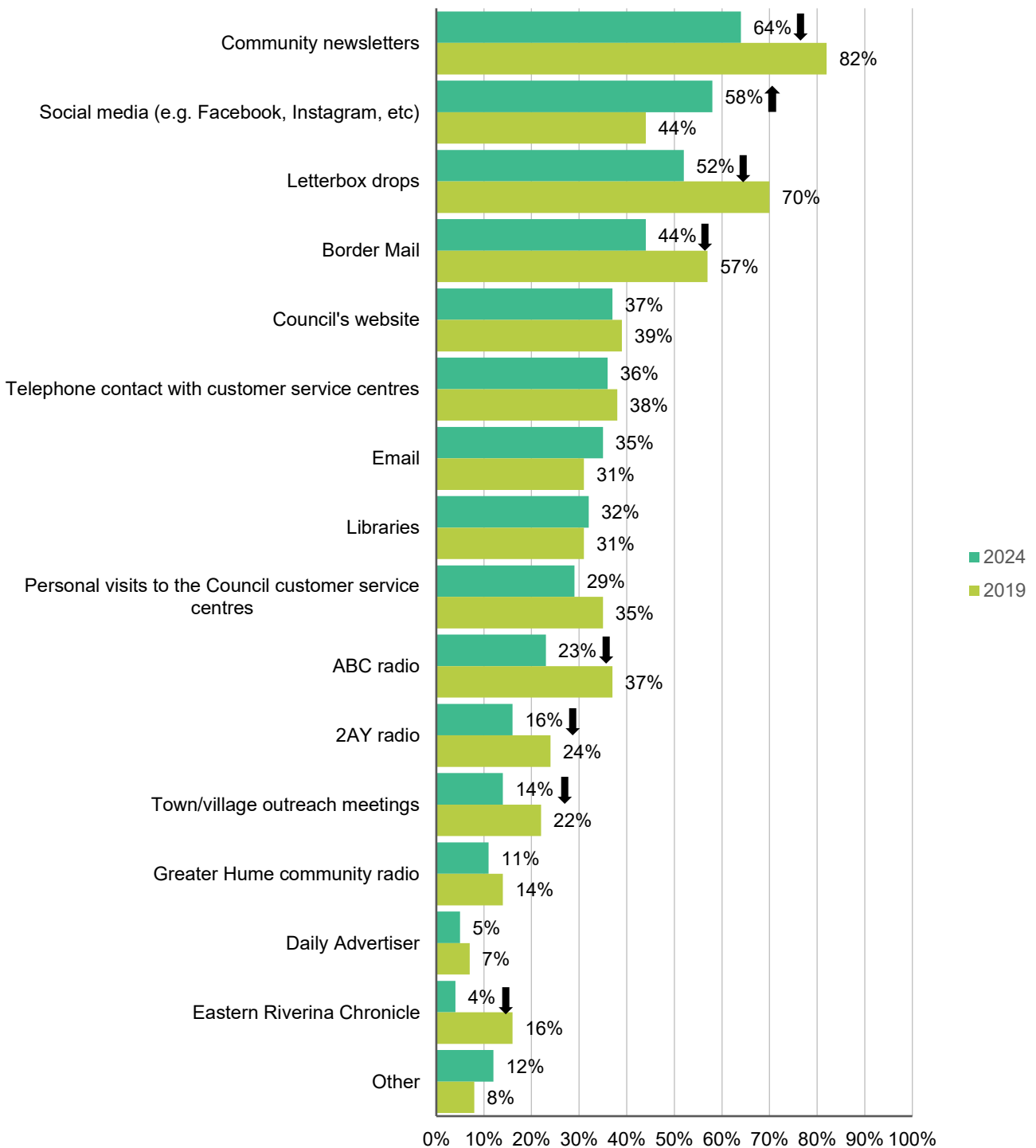


9. COUNCIL COMMUNICATION

As shown in **Figure 25** below, Social media was mentioned significantly more in 2024 than in 2019. There were significant decreases in responses of many print and radio channels, the greatest proportion being the Eastern Riverina Chronicle. The many more decreases compared to increases points to a marked decline in the number of information sources that residents use.

Figure 25 Usually Receive Information (2019 v 2024)

Q11. Which of the following sources do you usually use to receive information regarding Council activities?
 Base: All respondents 2019 (n=402), 2024 (n=300)



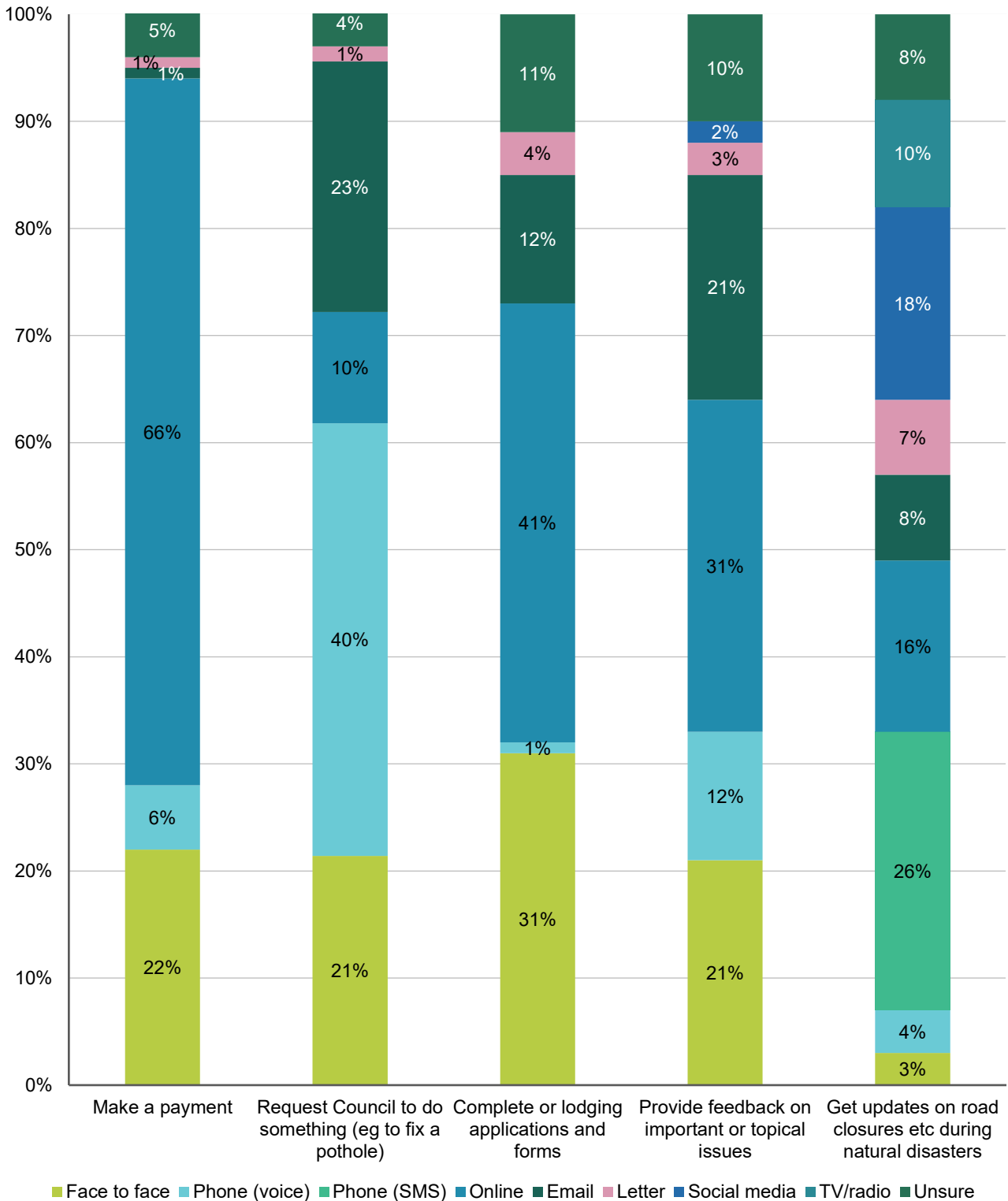


9. COUNCIL COMMUNICATION

Residents were next asked their preferred method for conducting five different types of business with Council.

Figure 26 Channel Prefer

Q12. In your dealings with Council, how would you prefer to conduct the following?
 Base: All respondents 2024 (n=300)





9. COUNCIL COMMUNICATION

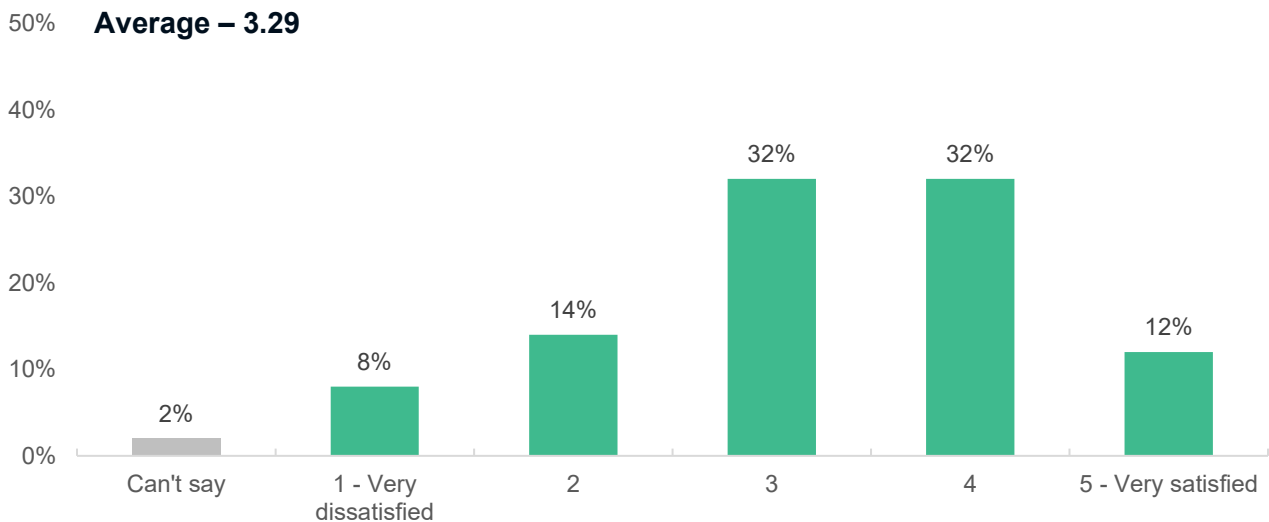
As shown in **Figure 26** (previous page), Online was the highest response for three of the five types of interaction, and particularly dominant for Making a payment. Phone was preferred by 40% when Requesting Council to do something e.g., fix a pothole. SMS and Social media only really came through for Getting updates on service disruptions during natural disasters. The response “TV/radio” was only available for Getting updates during natural disasters, as it could not be applicable to other interactions.

Residents were then asked to rate their overall satisfaction with the information received using a five-point scale where 1 meant ‘Very Dissatisfied’ and 5 meant ‘Very Satisfied’ (see **Figure 27** below).

Figure 27 Satisfaction with Information Received

Q13. Using a 1 to 5 scale, how satisfied are you with the information you receive from Council about services, facilities and upcoming events?

Base: All respondents 2024 (n=300)



The only significant difference detected between means of demographic subgroups in 2024 was residents aged 65+ (mean 3.5) were more satisfied than those 35-49 (3.0). The 2024 overall mean (3.29) was significantly lower than in 2019 (3.65).



9. COUNCIL COMMUNICATION

The satisfaction mean scores for all usual information sources were lower in 2024 than in 2019, except for The Daily Advertiser (though this had a very small base size of n=14) (see **Table 23** below).

Table 23 Mean Satisfaction by Usual Methods – Internal Benchmarks

	2019	2024
Community newsletters	3.7	3.4
Letter box drops	3.8	3.4
Border Mail	3.8	3.4
Social media	3.6	3.3
Council's website	3.7	3.4
Telephone contact with customer service centres	3.7	3.4
ABC radio	3.7	3.4
Personal visits to the Council customer service centres	3.8	3.4
Email	3.7	3.5
Libraries	3.9	3.5
2AY radio	3.7	3.4
Town/village outreach meetings	3.9	3.5
Eastern Riverina Chronicle	3.8	3.5
Greater Hume community radio	3.7	3.4
Daily Advertiser	3.8	4.3



10. IMPORTANCE OF SERVICES & FACILITIES

New questions in 2024 asked about the importance that residents attached to specific services.

10.1. RESPONSIBILITY OF LOCAL GOVERNMENT

The first 158 respondents were asked if they believed nine specific services/facilities were a local government responsibility. As this is a form of ‘awareness’ question, it was asked before satisfaction ratings of the services and facilities that GHC does provide.

Figure 28 Local Government Responsibility

Q14. Some people are unsure which services and facilities are the responsibility of local government, as opposed to other levels of government or government agencies. Answering yes, no, or unsure, can you tell me which of the following services you believe are wholly or partly the responsibility of your local council.
Base: Early respondents 2024 (n=158)

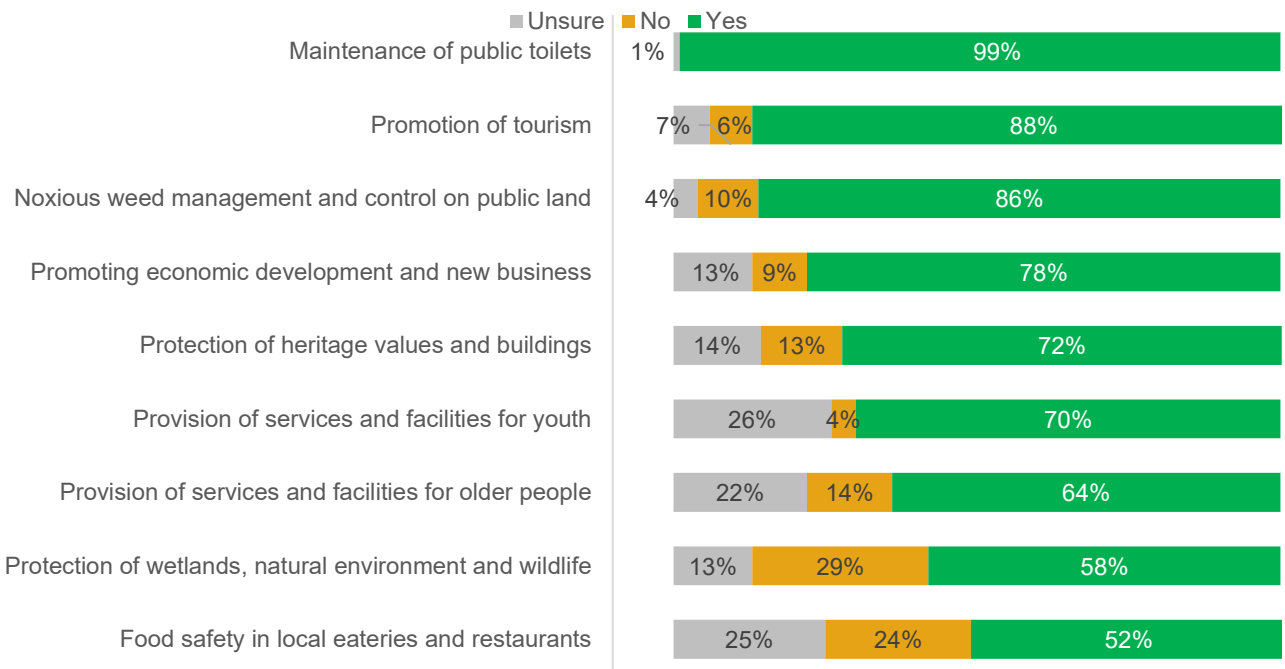


Table 24 Local Government Responsibility – 2024 Subgroup Analysis

Subgroup	Significant differences
Gender	Nil.
Age	Nil.
Location	Nil.
Length of time lived in Greater Hume LGA	Residents who had lived in LGA for more than 15 years (71%) had more of a belief that Provision of services and facilities for older people was a responsibility of local government, versus 27% for those who had lived there 11 to 15 years.
Ratepayer status	Homeowners had greater belief that local government is responsible for: <ul style="list-style-type: none"> Provision of services and facilities for older people (68%), versus 30% of renters Provision of services and facilities for youth (74%), versus 33% of renters



10. IMPORTANCE OF SERVICES & FACILITIES

10.2. TIME WILLING TO TRAVEL

All 2024 respondents were asked how far they would be willing to travel to access three specific services. The responses for library and swimming pool were similar to each other.

Figure 29 Time Willing to Travel

Q15. On a different note, how far would you be prepared to drive to access the following services?
 Base: All respondents 2024 (n=300)

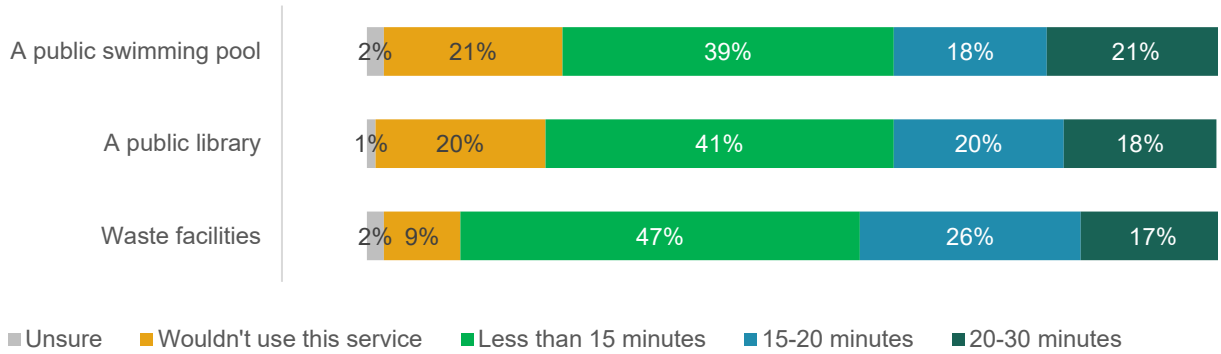


Table 25 Time Willing to Travel – 2024 Subgroup Analysis

Subgroup	Significant differences
Gender	Nil.
Age	Residents aged 65+ had higher responses of wouldn't use this service for: <ul style="list-style-type: none"> A public swimming pool (30%), compared to those 35-49 (10%) Waste facilities (14%), compared to those 18-34 (0%)
Location	Residents who lived in towns had higher responses of Less than 15 minutes for: <ul style="list-style-type: none"> A public library (54%), compared to those who lived on rural property (21%) A public swimming pool (54%), compared to those who lived on rural property (25%) Waste facilities (54%), compared to those who lived on rural property (39%)
Length of time lived in Greater Hume LGA	Nil.
Ratepayer status	Nil.



10. IMPORTANCE OF SERVICES & FACILITIES

10.3. BEST USE OF A STATE GOVERNMENT GRANT

Residents were presented with five options for how to spend a hypothetical grant, for them to choose one. Two out of five preferred footpaths/cycleways to the other options (see **Figure 30** below).

Figure 30 Most Like to See Money Spent on

Q16. If Council had access to a \$250,000 general use grant from the State government, which of the following facilities or services would you MOST like to this money spent on?

Base: All respondents 2024

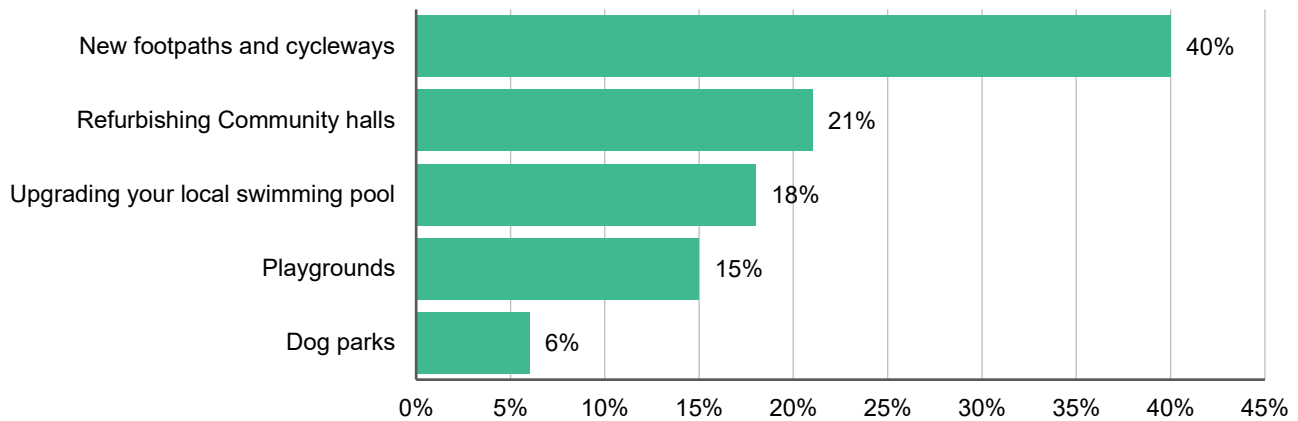


Table 26 Most Like to See Money Spent on – 2024 Subgroup Analysis

Subgroup	Significant differences
Gender	Nil.
Age	Residents aged 18-34 (33%) and 35-49 (20%) were more likely to cite Playgrounds than those 50-64 (9%) and 65+ (6%).
Location	Nil.
Length of time lived in Greater Hume LGA	Residents who had lived in the Shire up to 10 years (17%) were more likely to cite Dog parks than those who had lived there more than 15 years (4%).
Ratepayer status	Renters (41%) were more likely to cite Playgrounds than homeowners (13%).

Respondents were then asked if there was something apart from the five specific options listed above that they feel such a grant should be spent on. Sixty-two percent (62%) felt there was (males at 72% were significantly more likely to say this, compared to 52% of females).

Significantly more males (48%, compared to 27% of females) and those on rural properties (51%, compared to 28% of those living in towns) wanted it spent on Roads and infrastructure. Significantly more residents aged 35-49 (48%, compared to 15% of those 65+) wanted it spent on Sports and recreation. Significantly more residents living in towns (12%, compared to 2% of those on rural property) wanted it spent on Beautifying the town/town maintenance.

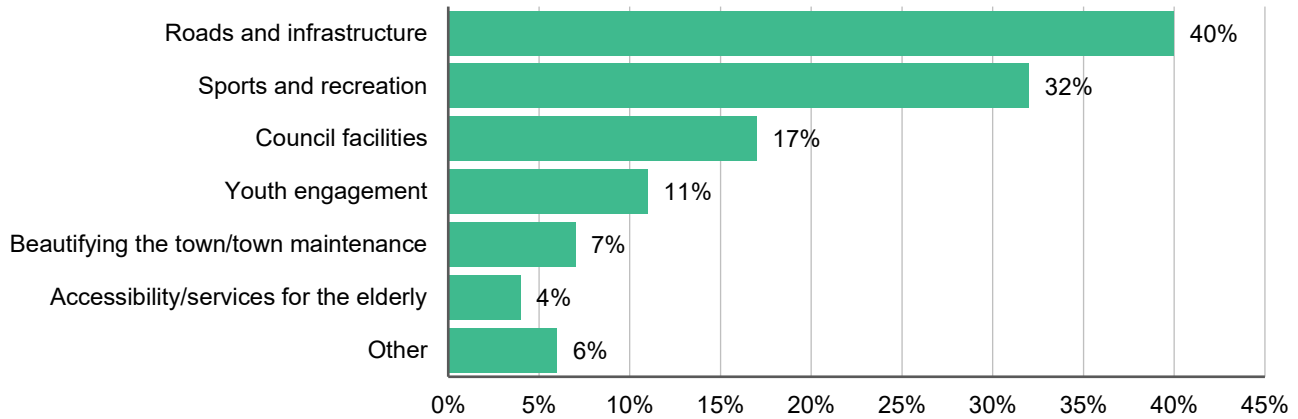


10. IMPORTANCE OF SERVICES & FACILITIES

Figure 31 Something Better to Spend Grant Money on

Q17. And is there anything else you think the money should be spent on apart from those we have just mentioned?

Base: Felt there was something else better to spend on 2024 (n=181)



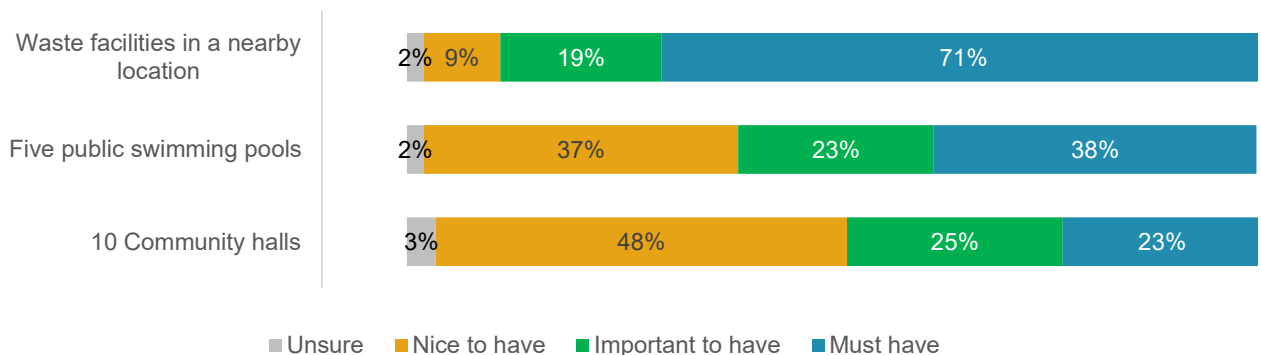
The final question asked was the importance residents attach to three specific types of facilities. As shown in **Figure 32** below, 90% felt that waste facilities in a nearby location was important or ‘must have’, whereas more than twice as many felt that the 10 Community halls were ‘nice to have’ (48%) than ‘must have’ (23%).

There were no significant differences detected between demographic subgroups in 2024 at this question, for any of the responses.

Figure 32 Importance of Facilities

Q18. Like all councils, Greater Hume is always trying to manage and maintain competing priorities. Thinking about the following facilities or services, do you think these are “must have”, “important to have” or “nice to have”?

Base: All respondents 2024 (n=300)



11. APPENDIX: TELEPHONE QUESTIONNAIRE

Good afternoon/evening, my name is and I'm calling from Taverner Research on behalf of Greater Hume Council. We are conducting a survey on behalf of Council with community members aged 18 years and over and your feedback will provide valuable information about services they provide in your area.

The survey takes about 12 minutes to complete. Would now be a good time to share your opinions?

Try to arrange a callback. If still no, try to speak to another member of the household. If still no, thank and terminate.

This call will be recorded and/or monitored for quality assurance and training purposes.

S1. Do you live in the Greater Hume Shire Council local government area?

SINGLE RESPONSE UNPROMPTED

- 5. Yes
- 6. No **Thank and terminate**

S2. Are you a Councillor or permanent Council employees with Greater Hume Council?

SINGLE RESPONSE UNPROMPTED

- 1. Yes **Thank and terminate**
- 2. No

S4. How long have you lived in the Greater Hume Shire area? DO NOT AID

- 1. Less than 6 months **Thank and terminate**
- 2. 6 months to 1 year
- 3. 1 to 5 years
- 4. 6 to 10 years
- 5. 11 to 15 years
- 6. More than 15 years
- 7. Don't know

ASK S4a IF 2 OR 3 AT S4



11. APPENDIX: TELEPHONE QUESTIONNAIRE

S4a. Can you briefly explain why you moved to the area? PROBE FULLY

RECORD VERBATIM CONTROL THE CALL

S3. May I just have your first name for the survey? [RECORD NAME FOR INTERVIEW PURPOSES ONLY]

D1. Do you live in a town or on a rural farm or property? DO NOT AID

1. Town
2. Rural farm or property

D2. What is the town or rural area where you live? DO NOT AID

1. Brocklesby
2. Burrumbuttock
3. Culcairn
4. Gerogery/Gerogery West
5. Henty
6. Holbrook
7. Jindera
8. Morven
9. Walbundrie
10. Walla Walla
11. Woomargama
12. Other (please specify)



11. APPENDIX: TELEPHONE QUESTIONNAIRE

D3. What is your gender? DO NOT AID

1. Male
2. Female
3. Other (specify)
4. Prefer not to say

D4. Please stop me when I read out your age group. READ OUT

1. Under 18 years If fixed line, try for adult in household. Else thank and terminate
2. 18-34
3. 35-49
4. 50-64
5. 65+
6. (Declined to answer)

D5. Do you or your family pay Council rates or does your landlord? DO NOT AID

1. Pay Council rates ourselves.
2. Landlord pays Council rates.

Q14. (S3) Some people are unsure which services and facilities are the responsibility of local government, as opposed to other levels of government or government agencies. Answering yes, no, or unsure, can you tell me which of the following services you believe are wholly or partly the responsibility of your local Council?

GRID PLEASE RANDOMISE

Answer options are: yes, no or unsure

1. Food safety in local eateries and restaurants
2. Maintenance of public toilets
3. Promoting economic development and new businesses
4. Promotion of tourism
5. Protection of heritage values and buildings
6. Protection of wetlands, natural environment, and wildlife



11. APPENDIX: TELEPHONE QUESTIONNAIRE

7. Provision of services and facilities for older people
8. Provision of services and facilities for youth
9. Noxious weeds management and control on public land

Q1a. Community & Lifestyle Services

Please rate your satisfaction with the following Council services and facilities using a 5-point scale where 1 means you are 'very dissatisfied' and 5 means you are 'very satisfied'. If you are unsure or don't use the service, just say so and we'll move onto the next one.

SINGLE RESPONSE PROMPTED

GRID COLUMNS

1. 1 - Very dissatisfied
2. 2
3. 3
4. 4
5. 5 - Very satisfied
99. (Can't say)

ROWS PLEASE RANDOMISE

1. Food safety in local eateries and restaurants.
2. Maintenance of public toilets.
3. Promoting economic development.
4. Promotion of tourism.
5. Protection of heritage values and buildings.
6. Protection of wetlands, natural environment, and wildlife.
7. Provision and maintenance of parks, playgrounds, and reserves.
8. Provision and maintenance of public swimming pools.
9. Provision and maintenance of sporting fields.
10. Provision of community buildings and halls.
11. Provision of footpaths and walking paths.
12. Provision of library services.
13. Provision of services and facilities for older people.
14. Provision of services and facilities for youth.



11. APPENDIX: TELEPHONE QUESTIONNAIRE

15. Town planning and timely processing of building applications.

16. Provision of children's services.

Q1b. Infrastructure & Basic Services

SINGLE RESPONSE **PROMPTED**

GRID COLUMNS

[SAME AS Q1A]

ROWS **PLEASE RANDOMISE**

1. Appearance of towns and villages.
2. Maintaining sealed rural roads.
3. Maintaining town roads.
4. Maintaining unsealed rural roads.
5. Noxious weeds management and control on public land.
6. Waste collection.

Q1c. Customer service & Communication

SINGLE RESPONSE **PROMPTED**

GRID COLUMNS

[SAME AS Q1A]

ROWS PLEASE RANDOMISE

1. Customer service provided to residents by Council staff.
2. Informing the community of Council decisions.
3. Consulting with the community.
4. Council responsiveness to community needs.
5. Council leadership and advocacy.

Q2. How would you rate your overall satisfaction with Greater Hume Shire Council as an organisation? AID IF NECESSARY



11. APPENDIX: TELEPHONE QUESTIONNAIRE

[SAME CODEFRAME AS Q1A]

Q3. Can you briefly explain why you gave this score? PROBE FULLY

RECORD VERBATIM CONTROL THE CALL

ASK ALL

Q4. Do you think the services and facilities provided by Council are value for money?

1. Yes
2. No

ASK Q5 IF 2 AT Q4

Q5. Can you briefly explain why not? PROBE FULLY

RECORD VERBATIM CONTROL THE CALL

ASK ALL

Q6. (S3) When was the last time you had contact with a Council staff member? DO NOT AID

1. Within the last week
2. Within the last month
3. Within the last three months
4. Three to six months ago
5. Longer than six months ago
6. Never
7. Can't recall



11. APPENDIX: TELEPHONE QUESTIONNAIRE

ASK Q7 if Q6=1-5,7

Q7. How do you normally make contact with Council?

DO NOT AID MULTI-RESPONSE

1. Telephone
2. Internet
3. Email
4. Fax
5. Letter
6. Visit Council office
7. Other (please specify)
8. Have never contacted Council
9. don't know [EXCLUSIVE]

ASK Q8 if Q6=1-5,7

Q8. Using a 1 to 5 scale, how satisfied are you with the overall performance of Council's staff in dealing with your enquiries?

DO NOT AID SINGLE RESPONSE

[SAME CODEFRAME AS Q1A]

Q9. Agreement

Using a 1 to 5 scale please rate your agreement with the following statements.

SINGLE RESPONSE PROMPTED

GRID COLUMNS

1. 1 – Strongly disagree
2. 2
3. 3
4. 4
5. 5 – Strongly agree
99. (Can't say)



11. APPENDIX: TELEPHONE QUESTIONNAIRE

ROWS PLEASE RANDOMISE

1. People in the Greater Hume Shire are generally proud of their area.
2. The Greater Hume Shire as a place to live, work and visit is well thought of by outsiders.
3. Greater Hume Shire is a better place to live compared to other areas.
4. Greater Hume Shire is a better place to work compared to other areas.
5. I feel safe where I live.
6. There is a range of employment and business opportunities.
7. It is affordable to live in the region.
8. The region offers a good mix of entertainment options.
9. The natural environment in the region is protected.
10. There is good access to open spaces like parks and playgrounds.
11. I live in an inclusive community.
12. There is good access to sporting and recreational activities.
13. Residents have the opportunity to have a say on important issues.

ASK ALL

Q10. (S3) What is the one top issue facing Council over the next five to ten years?

PROBE FULLY RECORD VERBATIM CONTROL THE CALL

Q11. Which of the following sources do you usually use to receive information regarding Council activities?

MULTI RESPONSE READ OUT

1. Eastern Riverina Chronicle
2. Border Mail
3. Daily Advertiser
4. 2AY radio
5. ABC radio
6. Greater Hume community radio
7. Council's website
8. Social media (e.g. Facebook, Instagram, etc.)
9. Community newsletters



11. APPENDIX: TELEPHONE QUESTIONNAIRE

10. Letter box drops
11. Email
12. Town/village outreach meetings
13. Personal visits to the Council customer service centres
14. Telephone contact with customer service centres
15. Libraries
16. Other (please specify)
17. don't receive information regarding Council activities [EXCLUSIVE]
18. don't know [EXCLUSIVE]

Q12. In your dealings with Council, how would you prefer to conduct the following?

UNPROMPTED (Unless absolutely necessary) SINGLE RESPONSE

COLUMNS

1. Face to face
2. Phone (voice)
3. Phone (SMS)
4. Online/via website
5. Email
6. Letter
7. Social media (Facebook etc.)
8. TV/radio [ONLY FOR UPDATES ON DISRUPTIONS]
9. Unsure

ROWS

1. Making a payment
2. Requesting Council to do something (e.g. fix a pothole)
3. Completing or lodging applications and forms
4. Providing feedback on important or topical issues
5. Getting updates on service disruptions or road closures during natural disasters

Q13. Using a 1 to 5 scale, how satisfied are you with the information you receive from Council about services, facilities and upcoming events? AID IF NECESSARY



11. APPENDIX: TELEPHONE QUESTIONNAIRE

[SAME CODEFRAME AS Q1A]

Q15. On a different note, how far would you be prepared to drive to access the following services? The options are less than 15 minutes, 15-20 minutes, or 20-30 minutes? If you wouldn't use this service just say so and we'll move to the next one:

GRID **PLEASE RANDOMISE statements**

ANSWER OPTIONS ARE: less than 15 MINUTES, 15-20 MINUTES, 20-30 MINUTES, WON'T USE THIS SERVICE, unsure

1. A public swimming pool
2. A public library
3. Waste facilities

Q16. If Council had access to a \$250,000 general use grant from the State government, which of the following facilities or services would you MOST like to see this money spent on?

READ OUT **SINGLE RESPONSE** **PLEASE RANDOMISE**

1. Refurbishing Community halls
2. Upgrading your local swimming pool
3. New footpaths and cycleways
4. Playgrounds
5. Dog parks

Q17. And is there anything else you think the money should be spent on apart from those we have just mentioned?

1. No
2. Yes (specify)



11. APPENDIX: TELEPHONE QUESTIONNAIRE

Q18. Finally (S3), like all Councils, Greater Hume is always trying to manage and maintain competing priorities. Thinking about the following facilities or services, do you think these are “must have”, “important to have”, or “nice to have?”

GRID PLEASE RANDOMISE statements

Answer options are: must have, important to have, nice to have, unsure

1. Five public swimming pools.
2. 10 Community halls.
3. Waste facilities in a nearby location.

OUTRO: Thank, ISO and close



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