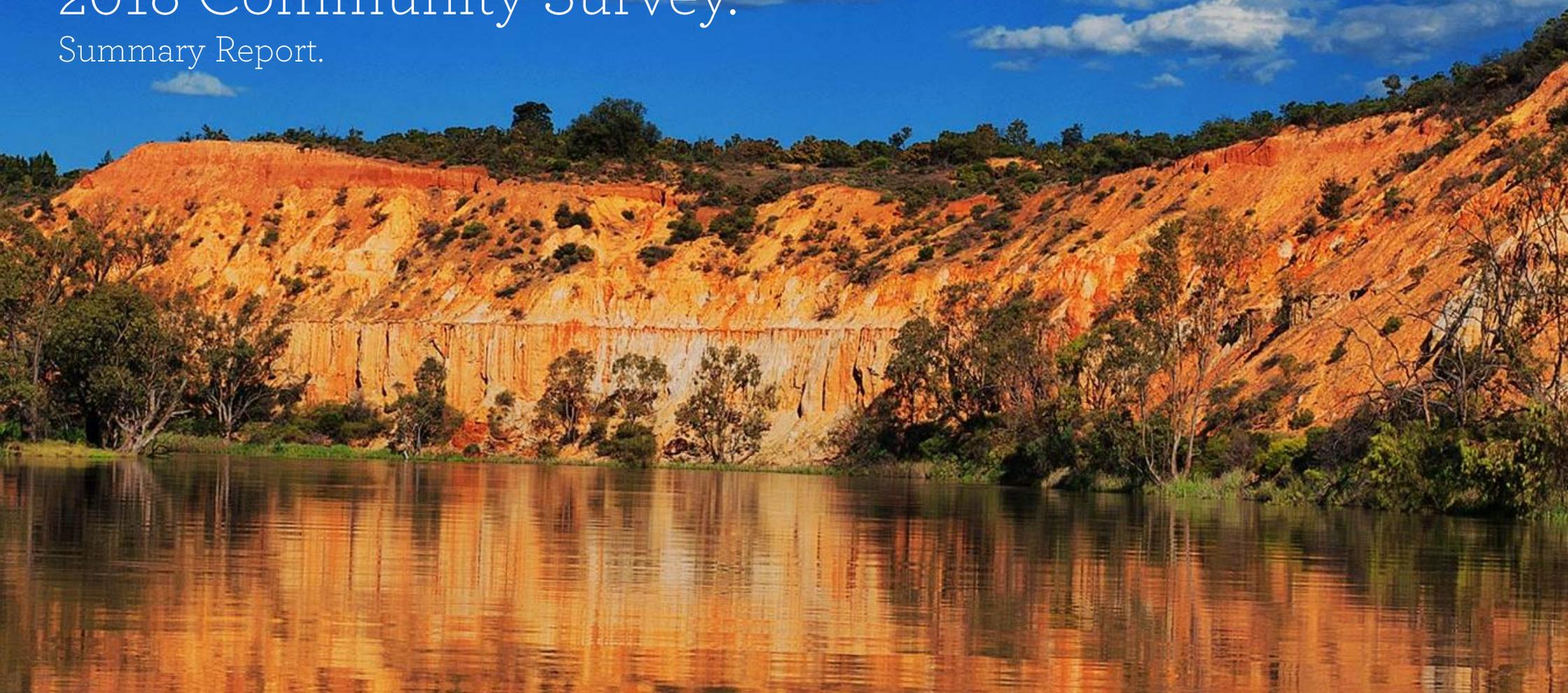




Renmark Paringa Council.

2018 Community Survey.

Summary Report.





Contents.

| | |
|---|----|
| Executive Summary | 3 |
| Introduction | 10 |
| Methodology | 13 |
| Interpreting this report | 16 |
| Key findings | 20 |
| Overall Performance | 21 |
| Strategic Objectives | 26 |
| Community Consultation | 27 |
| Council Services | 28 |
| Quality of Life | 29 |
| Public access to information | 30 |
| Assets and Infrastructure | 31 |
| Safety and Security | 32 |
| Customer service and information delivery | 33 |
| Tourism, Business Development and Growth | 35 |
| Demographics | 36 |



Executive Summary.



From 2010 – 2018, we listened and acted upon...

Providing waste disposal and recycling services

Community feedback has shown an improvement in performance in this area from 2010 to 2018, moving from 5.88 out of 10 in 2010, to 8.36 out of 10 in 2018. This area was also rated among the most important services Council provides.

What have we done in this area?

- Developed a Waste Education Strategy
- Rolled out new kerbside waste collection system promoting waste reduction
- Built a new Waste Transfer Station
- Commenced promotion of free e-waste and hazardous waste 'dumping' days
- Introduced monthly DrumMuster collection day
- Waste collection calendars updated and distributed annually
- Developed fact sheets and promotional material encouraging reducing waste to landfill



From 2010 – 2018, we listened and acted upon...

Providing economic development services

Community feedback has shown an increase in performance from 2010 to 2018, moving from 5.95 out of 10 in 2010 to 6.43 out of 10 in 2018.

What have we done in this area?

- Developed a Council focused Economic Development Strategy
- Underpin the emerging priorities in the Economic Development Strategy by employing an Economic Development Officer
- Focus on emerging priority projects including
 - Calperum Industrial Estate
 - Jane Eliza Masterplan
 - Houseboat Industry
 - Renmark Airport



From 2010 – 2018, we listened and acted upon...

Providing libraries and library services to the community

has shown a slight improvement, moving from 8.15 out of 10 in 2010, to 8.49 out of 10 in 2018. This area was the highest performing overall, and the area where Council's performance is closest to community expectations.

What have we done in this area?

- Undertook \$235,000 Library Building Renewal Project resulting in a modern and energy efficient environment
- Joined the 'one card' state wide library network resulting in a 98% increase in reservations and 25% increase in visitors (Max can you check this number)
- Implemented a Home Delivery Service
- Introduced the Radio-frequency identification (RFID) technology to increase library efficiency



In 2018, we asked...

The Renmark Paringa Council has been measuring the way their community view Council's performance since 2002 through a representative telephone survey. The aim of this survey is to understand community expectations of Council across the breadth of services Council offers to the community. Community expectation (the importance the community place on a particular area) is tested, along with also measuring the community's views on Council's performance in each of these areas.

In 2018, the Renmark Paringa Council engaged Colmar Brunton to undertake this survey of residents on Council's behalf. Colmar Brunton reviewed the existing survey instrument and then conducted the fieldwork in August 2018. The 400 completed surveys, and therefore the dataset collected, was representative of the Renmark Paringa community in terms of age and gender.

We asked the community to provide their feedback in the following areas:

- Councils' objective setting, and the extent to which the community is involved with planning and decision making
- Councils services including health, planning, animals, waste collection and libraries
- Quality of life and their feelings of personal safety, along with Council's influence over these areas
- Council's physical assets including footpaths, stormwater, buildings and reserves
- The customer service Council provides, and access to documents and information; and
- The way Council acts to attract business, tourism and events to the area.



In 2018, you told us...

Overall

Overall, 82% of people in the community rated Council's overall performance as either Good or Excellent, resulting in an overall score of 7.63 out of 10. This has been a steady increase since 2010.

Further analysis revealed that the following three areas have the biggest impact on satisfaction, and doing these well can improve the overall performance result.

- Supporting local crime prevention
- Providing safe public places
- Providing health services to the community

Where we've done well.

Areas where the community rated Council's performance highest were Libraries (8.5 out of 10), waste disposal and recycling (8.4 out of 10) and sporting facilities, parks, gardens and playgrounds (8 out of 10).

Where we could do better.

Areas that received the lowest performance ratings included obtaining community input into strategic objectives (6.1 out of 10) and Council conducting quality, timely community consultation (6.2 out of 10).



In 2018, you told us...

Where we need to focus on to improve performance overall.

Further analysis revealed that there are three areas that have the biggest impact on overall performance, and that doing these well can improve the overall performance result. These areas are:

- Supporting local crime prevention
- Providing safe public places (eg. lighting, signage AND the location of public places)
- Providing health services to the community (e.g. food and health inspections)

What matters most to the community?

The area that was most important to the community included Council's provision of waste disposal and recycling (9.5 out of 10).

- Council provides waste disposal & recycling services (9.49 out of 10)
- Council provides & maintains storm drainage facilities (9.14 out of 10)
- Council provides & maintains sporting facilities, parks, gardens & playgrounds (9.13 out of 10)
- Council encourages tourism to and within the Renmark Paringa Council area (9.13 out of 10)



Introduction.



Background.

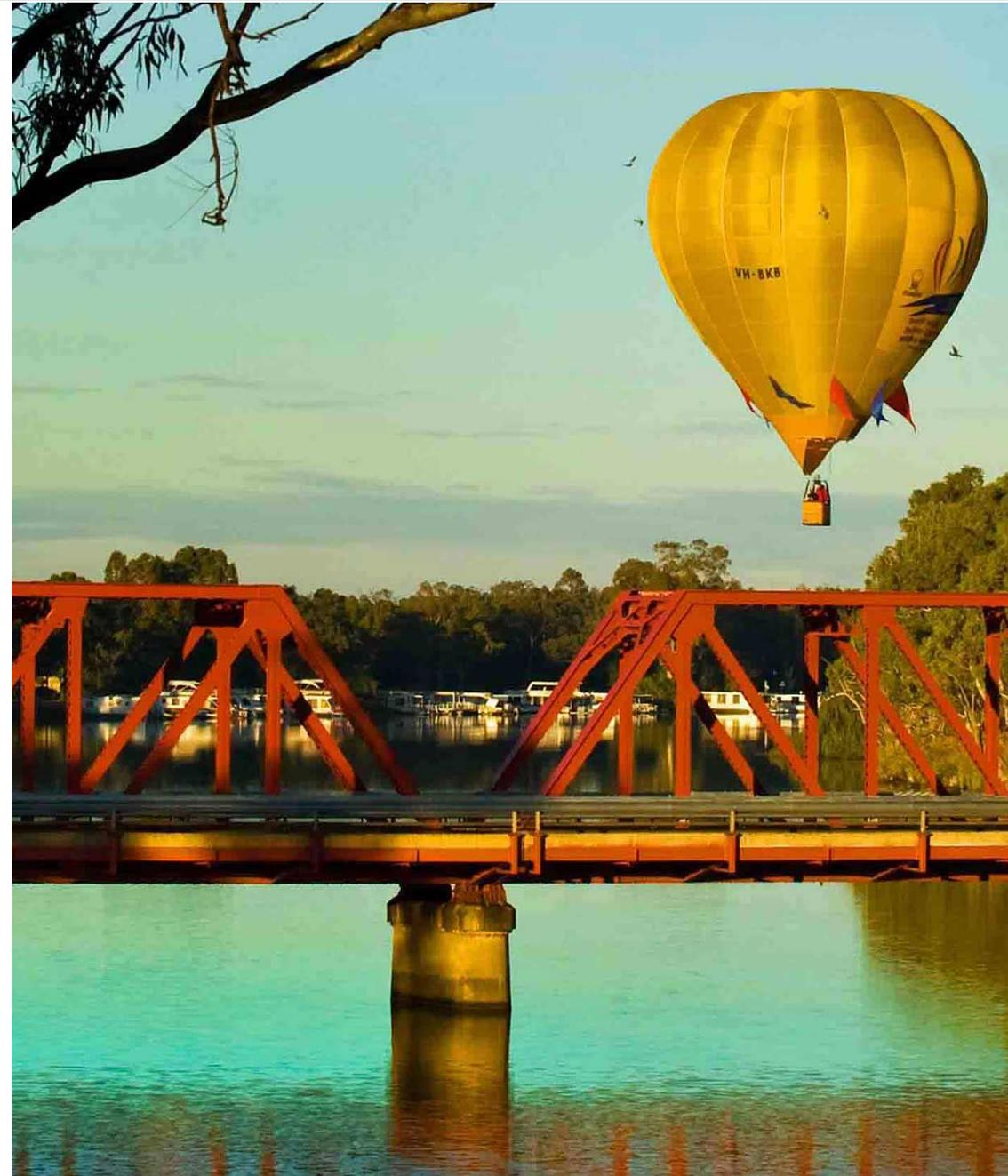
The Renmark Paringa Council is a Local Government Area located in the Riverland, South Australia. The area is known for viticulture, almond and fruit production, and is set on the edges of the Murray River.

The Council area spans over 400 square kilometres and is home to approximately 10,000 residents. Tourism is a critical industry in the Renmark Paringa Council area, boasting attractions to suit families, couples and solo travellers.

Council has conducted a Community Survey regularly since 2002. The survey is an important way for Council to understand how the community views their overall performance. Over time, the survey questions have remained as consistent as possible to ensure comparability of results over time.

Council engaged Colmar Brunton to conduct 400 Computer Assisted Telephone Interview's (CATI) on its behalf in September 2018. Residents were randomly selected to participate, with quotas placed on age and gender to ensure a representative sample was achieved.

This document presents the results for the 2018 Community Survey. The report also makes comparison, where possible, to data collected since 2002.





Objectives.

Ultimately, the objective of this research is to provide Council with a measure of overall performance over time.

The research also seeks to identify areas where Council service delivery is meeting the needs of the community, along with where opportunities exist to improve service delivery in order to meet community expectations.

The survey has been designed to track community expectation vs. Council's performance over time in relation to the following areas:

- Strategic objectives;
- Community consultation;
- Council services;
- Quality of life;
- Public access to information;
- Asset and infrastructure management;
- Safety and security;
- Customer service;
- Information delivery; and
- Tourism and growth.





Methodology.



Methodology.

To achieve the robust and representative sample required for such an important piece of research (and ensure consistency in reporting between years), we conducted a Computer Assisted Telephone Interviewing (CATI) approach to data collection for the 2018 Community Survey.

We used Random Digit Dialling (RDD), the electronic white pages and a mobile sample to source participants for the research and all were asked specific demographic questions aimed at ensuring we achieved a total sample that was representative of the broader Renmark Paringa resident population. This included questions regarding age and gender.

The following table outlines the overall sample that was achieved, along with the relevant error margin:

| Target audience | Sample size | Error margin |
|--|-------------|--------------|
| Residents of the Renmark Paringa Council | 400 | ±4.9% |





Sampling.

We also set and achieved age and gender breakdown for this research, to ensure a representative sample was achieved. They were as follows:

Gender breakdown

Based on the LGA breakdown as per the 2016 census data, we captured a sample made up of 51% males (n=204) and 49% females (n=196).

Age breakdown

The following spread of ages was achieved, which is representative of the Renmark Paringa population:

| Age | % of population | Sample to be achieved |
|--------------|-----------------|-----------------------|
| 18-24 | 9% | 34 |
| 25 - 39 | 21% | 82 |
| 40 - 54 | 27% | 108 |
| 55 + | 44% | 174 |
| Total | 100% | 400 |

All telephone interviewing was conducted by ISO20252 accredited telephone research interviewers based in South Australia, and the research was carried out in compliance with the Privacy Act.

The survey used for this research can be found in Appendix A.





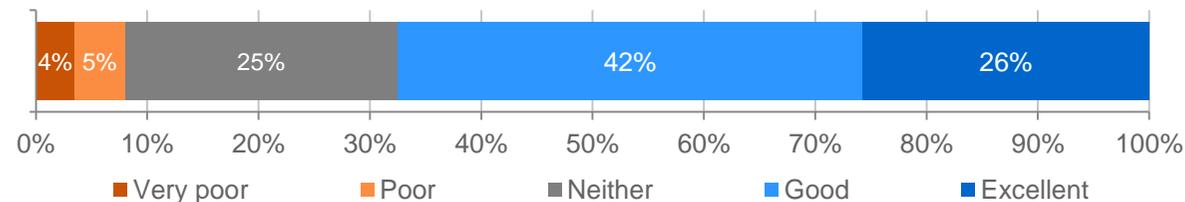
Interpreting this report.



Understanding terminology and graph features.

In each section of this report, the survey results are firstly presented at an overall level. This is followed by a comparison to data as far back as 2002 where possible.

For questions involving scales, all scales throughout the report use an 11 point scale, from 0 up to 10 and scores are grouped into categories, e.g. 0-1 very poor, 2-3 poor, 4-6 Neither, 7-8 good and 9-10 Excellent. In the report we may refer to a top-2-box (or T2B) result. This is calculated by adding the proportion that provided an 'Excellent' rating, with the proportion that provided a 'Good' rating, so for example the T2B result in the chart below is 68%.



The most effective way of understanding Council's performance in a particular area is by observing the 'gap' or difference between the level of importance the community places on a particular area, against the community's perception of Council's performance in that particular area. The smaller the gap, the closer Council's performance is to the community's expectations and therefore the more effective the performance.

It's important to note that some of the gaps are driven by larger neutral scores rather than larger scores of poor performance.

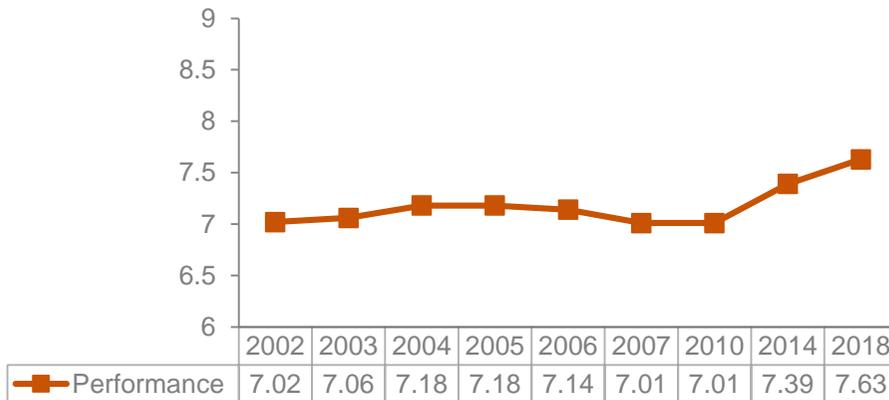
To assess performance, the key below has been used:

| |
|---------------------------------------|
| Gap is under 1.0 = Excellent |
| Gap is between 1.0 and 1.5 = Good |
| Gap is between 1.5 and 2.0 = Moderate |
| Gap is between 2.0 and 2.5 = Poor |
| Gap is over 2.5 = Very poor |



Understanding terminology and graph features (continued).

Figure 1: Example of graph with 'mean scores'

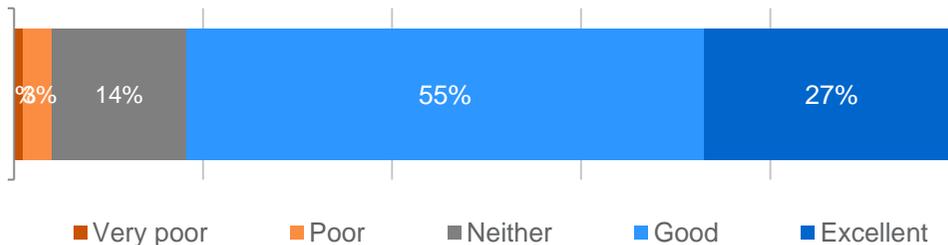


Graphs similar to these are used in this report.

In Figure 1 the results are shown as a 'mean' score, or average, which shows that for example performance was rated on average at 7.63 out of 10 in 2018.

In Figure 2, the results are shown in percentages (%). This shows that 27% rated Council's performance as Excellent and 55% rated it as Good in 2018.

Figure 2: Example of graph with 'percentages'





Understanding terminology and graph features (continued).

Charts and rounding:

When looking at the charts in this report, for single response questions, percentages (%) may add up to between 99% and 101%. This is due to rounding.

National Benchmarks:

National benchmarks have been provided in the overall satisfaction section of this report. This has been drawn from averaging data publically available from the websites from other Councils across Australia. Approximately 21 Councils are included in these National Benchmarks, therefore it does not represent all Councils. Also, different Councils will ask questions in different ways, which limits the ability to benchmark areas other than overall satisfaction, which is a common question asked across most Councils.



Key findings.



Overall performance.

*We asked...
How well is Council performing overall?*

- Council's performance overall is trending up, with a gradual increase being noticed since 2007
- The result in 2018 is a score of 7.63 out of 10
- 82% rated Council's performance as **Good** or **Excellent**
- **This is the highest result achieved since the research started in 2002**
- This result is also higher than State and National benchmarks (the national benchmark is 65%, the national regional benchmark is 65% and the South Australian benchmark is 71%).

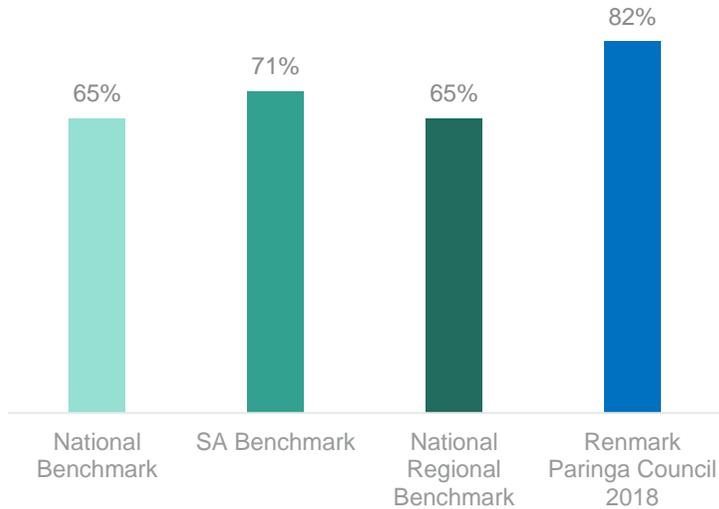




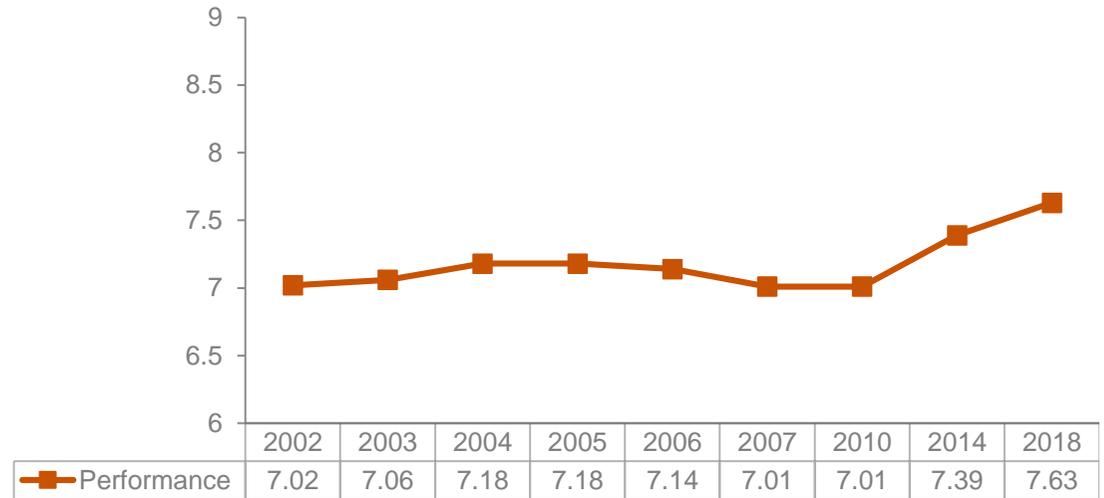
Overall performance.



Benchmarks

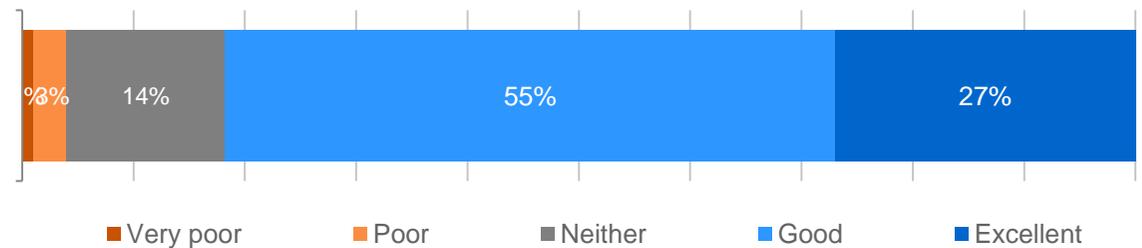


Overall performance



Note – due to the varying ways that Councils across Australia ask questions of their communities, this limits the benchmarks that can be provided across other questions in the survey. A consistent question however is around evaluating Council performance overall, and therefore this benchmark is able to be provided.

Performance 2018



Q55 On a 1 to 10 scale, where 1 means very poor and 10 means excellent. How well has your council performed in...
Providing services and facilities for the community overall?

Base: All Respondents, N=400.



Drivers of satisfaction.

Regression analysis was undertaken to identify the measures that will have the largest impact on overall performance. If Council focuses on building community satisfaction with Council's performance in these areas, they'll likely increase overall satisfaction.

Based on the regression analysis, the areas that have the biggest influence on overall performance are as follows:

- Supporting local crime prevention
- Providing safe public places (eg. lighting, signage and the location of public places)
- Providing health services to the community (e.g. food and health inspections)

Therefore, by increasing the support for local crime prevention, providing safe public places and by continuing to provide health services to the community, Council can have a more significant impact on their overall performance result.



Overall Council Scorecard 2018.

The most effective way of understanding Council's performance in a particular area is by observing the 'gap' or difference between the level of importance the community places on a particular area, against the community's perception of Council's performance in that particular area. The smaller the gap, the closer Council's performance is to the community's expectations and therefore the more effective the performance. It's important to note that some of the larger gaps are driven by larger neutral scores rather than larger scores of poor performance. To assess performance, the following key has been used:

| |
|---------------------------------------|
| Gap is under 1.0 = Excellent |
| Gap is between 1.0 and 1.5 = Good |
| Gap is between 1.5 and 2.0 = Moderate |
| Gap is between 2.0 and 2.5 = Poor |
| Gap is over 2.5 = Very poor |

Further through this report, we will be able to assess trends of improvement from 2002 to 2018.

| | Importance | Performance | Gap |
|---|------------|-------------|------|
| Strategic Objectives | | | |
| Making the community aware of strategic objectives | 8.42 | 6.23 | 2.19 |
| Obtaining community input into the development of Long Term or Strategic Objectives | 8.57 | 6.10 | 2.47 |
| Community Consultation | | | |
| Conducting quality, timely and accurate consultation with the community | 8.36 | 6.16 | 2.20 |
| Council Services | | | |
| Providing waste disposal and recycling services | 9.49 | 8.36 | 1.13 |
| Providing community and cultural activities | 8.39 | 7.04 | 1.35 |
| Providing environmental management services to the community | 8.45 | 7.09 | 1.36 |
| Providing economic development services | 8.51 | 6.43 | 2.08 |
| Providing planning and development controls | 8.60 | 6.85 | 1.75 |
| Providing dog, cat, pest control and feral animal management | 8.70 | 7.14 | 1.56 |
| Providing health services to the community | 8.97 | 7.16 | 1.81 |
| Providing libraries and library services to the community | 9.09 | 8.49 | 0.60 |
| Quality of Life | | | |
| Council's influence over improving quality life over past year | 8.10 | 6.26 | 1.84 |
| Providing help to improve the quality of life in the community | 8.58 | 6.99 | 1.59 |
| Public Access to Information | | | |
| Providing community access to council information, documents and meetings | 8.37 | 6.51 | 1.86 |
| Asset / Infrastructure Management | | | |
| Providing and maintaining roads, footpaths and cycle tracks | 9.04 | 6.74 | 2.30 |
| Providing and maintaining storm drainage facilities | 9.14 | 7.11 | 2.03 |
| Providing and maintaining sporting facilities, parks, gardens, playgrounds, reserves and swimming pools | 9.13 | 7.92 | 1.21 |
| Providing and maintaining community halls and cultural buildings | 8.62 | 7.22 | 1.40 |
| Providing and maintaining facilities for the aged, disabled and special needs groups | 9.03 | 7.05 | 1.98 |
| Safety and Security | | | |
| Council's influence in improving safety and security | 7.92 | 5.33 | 2.59 |
| Providing safe public places | 9.09 | 7.33 | 1.76 |
| Support for local crime prevention | 8.99 | 7.15 | 1.84 |
| Tourism, Business Development and Growth | | | |
| Encouraging tourism and events in the area | 9.13 | 7.74 | 1.39 |
| Sponsoring local events and tourism activities | 8.71 | 7.48 | 1.23 |
| Inspiring confidence in retail and commercial growth and development | 8.66 | 6.23 | 2.43 |



Uncovering the key findings.

What is most important to the community?

By looking at the 'importance' data, we have found that the most important areas to the community are:

- Council provides waste disposal & recycling services (9.49 out of 10)
- Council provides & maintains storm drainage facilities (9.14 out of 10)
- Council provides & maintains sporting facilities, parks, gardens & playgrounds (9.13 out of 10)
- Council encourages tourism to and within the Renmark Paringa Council area (9.13 out of 10)

Where is the largest gap between importance and performance?

The largest gap between importance and performance comes from the following areas:

- Council's influence in improving safety and security (2.59 gap)
- Obtaining community input into the development of Long Term or Strategic Objectives (2.47 gap)
- Inspiring confidence in retail and commercial growth and development (2.43 gap)

Where is the smallest gap between importance and performance?

The smallest gap between importance and performance (representing the areas Council is meeting community expectation) comes from the following areas:

- Providing libraries and library services to the community (0.6 gap)
- Council provides waste disposal & recycling services (1.13 gap)
- Providing and maintaining sporting facilities, parks, gardens, playgrounds, reserves and swimming pools (1.21 gap)



Strategic objectives.

We asked...

*Are you aware of Council's Long Term or Strategic Objectives?
How important is it that the community is aware of these strategic objectives, and have input into their development?
How is Council performing in these areas?*

| | | Importance | Performance | Gap |
|---|------|------------|-------------|------|
| Making the community aware of strategic objectives | 2018 | 8.42 | 6.23 | 2.19 |
| | 2014 | 8.43 | 5.85 | 2.58 |
| | 2010 | 8.41 | 5.71 | 2.7 |
| Obtaining community input into the development of Long Term or Strategic Objectives | 2018 | 8.57 | 6.10 | 2.47 |
| | 2014 | 8.50 | 5.99 | 2.51 |
| | 2010 | 8.44 | 5.68 | 2.76 |

Statistically significant differences:

- People aged 18-24 were less likely to be aware of Council's Strategic Objectives, and those aged 55+ were more likely to be aware of this compared to other age groups.
- People who had lived in the area for 20+ Years were more likely to be aware of this compared to others.
- People aged 55+ gave higher performance ratings here compared to people aged under 55.





Community consultation.

We asked...

*How important is it that the community is consulted by Council?
How is Council performing in this area?*

In each of these areas, importance has decreased from 2010 to 2018, while performance has increased, resulting in a smaller gap.

| | | Importance | Performance | Gap |
|---|------|------------|-------------|------|
| Conducting quality, timely and accurate consultation with the community | 2018 | 8.36 | 6.16 | 2.2 |
| | 2014 | 8.47 | 6.10 | 2.37 |
| | 2010 | 8.63 | 5.63 | 3.0 |





Council services.

We asked...
How important is it that Council provide these services?
How is Council performing in these area?

| | | Importance | Performance | Gap |
|--|------|------------|-------------|------|
| Providing waste disposal and recycling services | 2018 | 9.49 | 8.36 | 1.13 |
| | 2014 | 9.3 | 8.53 | 0.77 |
| | 2010 | 9.07 | 5.88 | 3.19 |
| Providing community and cultural activities | 2018 | 8.39 | 7.04 | 1.35 |
| | 2014 | 7.98 | 7.16 | 0.82 |
| | 2010 | 8.33 | 6.62 | 1.71 |
| Providing environmental management services to the community | 2018 | 8.45 | 7.09 | 1.36 |
| | 2014 | 8.17 | 6.95 | 1.22 |
| | 2010 | 8.51 | 6.30 | 2.21 |
| Providing economic development services | 2018 | 8.51 | 6.43 | 2.08 |
| | 2014 | 8.42 | 6.09 | 2.33 |
| | 2010 | 8.54 | 5.95 | 2.59 |
| Providing planning and development controls | 2018 | 8.60 | 6.85 | 1.75 |
| | 2014 | 8.44 | 6.58 | 1.86 |
| | 2010 | 8.47 | 6.44 | 2.03 |
| Providing dog, cat, pest control and feral animal management | 2018 | 8.70 | 7.14 | 1.56 |
| | 2014 | 8.55 | 6.86 | 1.69 |
| | 2010 | 8.58 | 6.62 | 1.96 |
| Providing health services to the community | 2018 | 8.97 | 7.16 | 1.81 |
| | 2014 | 8.84 | 7.06 | 1.78 |
| | 2010 | 8.93 | 6.63 | 2.3 |
| Providing libraries and library services to the community | 2018 | 9.09 | 8.49 | 0.60 |
| | 2014 | 8.68 | 8.55 | 0.13 |
| | 2010 | 8.97 | 8.15 | 0.82 |





Quality of life.

*We asked...
How much influence should Council have over your quality of life?
How much influence do they have?*

| | | Influence should have | Influence Council have | Gap |
|--|------|--------------------------|---------------------------|------|
| Council's influence over improving quality life over past year | 2018 | 8.10 | 6.26 | 1.84 |
| | 2014 | 7.9 | 5.95 | 1.95 |
| | 2010 | 8.02 | 5.95 | 2.07 |
| Providing help to improve the quality of life in the community | 2018 | 8.58 | 6.99 | 1.59 |
| | 2014 | 8.53 | 6.73 | 1.8 |
| | 2010 | 8.64 | 6.40 | 2.24 |





Public access to information.

*We asked...
How important is this area? How well does Council perform?*

Importance has decreased between 2010 to 2018, while performance has increased, resulting in a reduced gap, a positive result.

| | | Importance | Performance | Gap |
|---|------|------------|-------------|------|
| Providing community access to council information, documents and meetings | 2018 | 8.37 | 6.51 | 1.86 |
| | 2014 | 8.38 | 6.32 | 2.06 |
| | 2010 | 8.55 | 6.11 | 2.44 |





Assets and infrastructure.

*We asked...
How important are these areas to you?
How well does Council perform in these areas?*

| | | Importan ce | Performan ce | Gap |
|---|------|----------------|-----------------|------|
| Providing and maintaining roads, footpaths and cycle tracks | 2018 | 9.04 | 6.74 | 2.30 |
| | 2014 | 9.13 | 7.01 | 2.12 |
| | 2010 | 9.32 | 6.81 | 2.51 |
| Providing and maintaining storm drainage facilities | 2018 | 9.14 | 7.11 | 2.03 |
| | 2014 | 9.26 | 6.83 | 2.77 |
| | 2010 | 9.28 | 6.59 | 2.69 |
| Providing and maintaining sporting facilities, parks, gardens, playgrounds, reserves and swimming pools | 2018 | 9.13 | 7.92 | 1.21 |
| | 2014 | 9.02 | 8.08 | 0.94 |
| | 2010 | 9.06 | 7.76 | 1.3 |
| Providing and maintaining community halls and cultural buildings | 2018 | 8.62 | 7.22 | 1.40 |
| | 2014 | 8.37 | 7.20 | 1.17 |
| | 2010 | 8.56 | 7.08 | 1.48 |
| Providing and maintaining facilities for the aged, disabled and special needs groups | 2018 | 9.03 | 7.05 | 1.98 |
| | 2014 | 8.97 | 6.92 | 2.05 |
| | 2010 | 9.05 | 6.73 | 2.32 |





Safety and security.

We asked...

What influence should Council have in this area?

What influence have they had?

How important is the provision of safe public places and support for local crime prevention? How has Council performed in these areas?

| | | Importance | Performance | Gap |
|--|------|------------|-------------|------|
| Council's influence in improving safety and security | 2018 | 7.92 | 5.33 | 2.59 |
| | 2014 | 7.63 | 5.27 | 2.36 |
| | 2010 | 7.63 | 4.91 | 2.72 |
| Providing safe public places | 2018 | 9.09 | 7.33 | 1.76 |
| | 2014 | 8.96 | 7.32 | 1.64 |
| | 2010 | 9.05 | 6.78 | 2.27 |
| Support for local crime prevention | 2018 | 8.99 | 7.15 | 1.84 |
| | 2014 | 8.80 | 7.27 | 1.53 |
| | 2010 | 9.04 | 6.82 | 2.22 |





Customer service and information delivery.

We asked...

*How would you rate Council's customer service performance?
Have you contacted Council? How?*

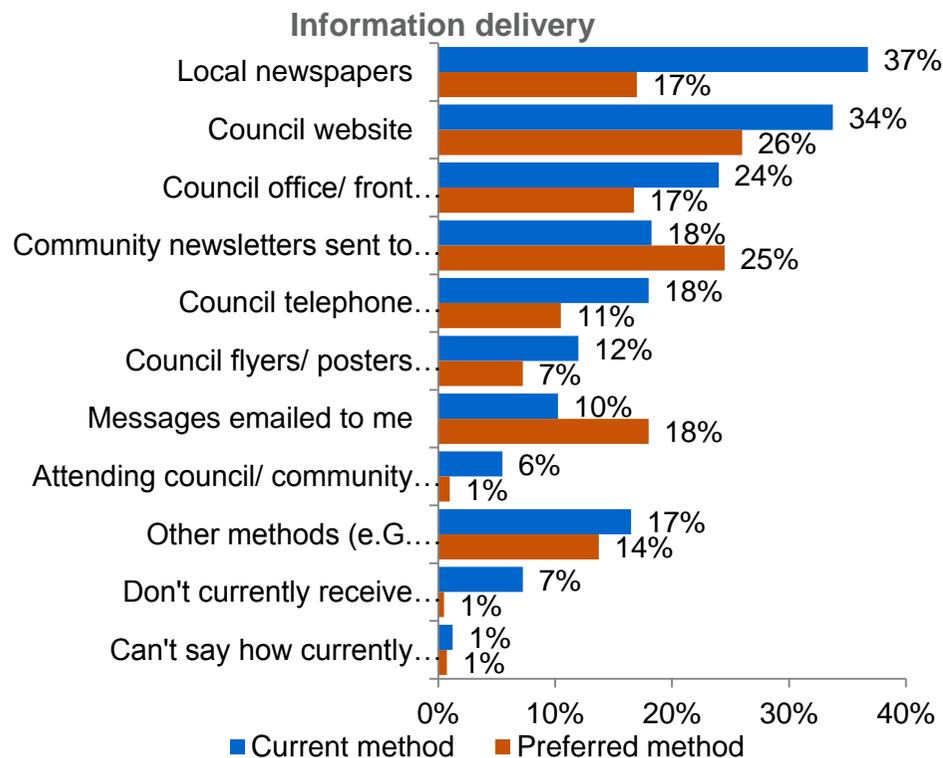
- Customer service performance has continued to increase in 2018, moving from 6.8 in 2014 to 7.01 in 2018.
- 65% of people rated Council's customer service performance as good or excellent.
- 48% of people had contacted Council,
- Methods of communication was in person (67%), followed by Phone (53%) and email (23%)





Customer service and information delivery.

We asked...
How do you currently find out information about Council? How would you like to find out information about Council?



Current methods include the Council website and newspapers, yet community would prefer a balance between Council's website, newsletters and emails.





Tourism, business development and growth.

*We asked...
How important are these things?
How has Council performed in these areas?*

Importance for 'Encouraging tourism and events in the area' is in the top 5 services for community and performance is high.

| | | Importance | Performance | Gap |
|--|------|------------|-------------|------|
| Encouraging tourism and events in the area | 2018 | 9.13 | 7.74 | 1.39 |
| | 2014 | 8.91 | 7.27 | 1.64 |
| Sponsoring local events and tourism activities | 2018 | 8.71 | 7.48 | 1.23 |
| | 2014 | 8.46 | 7.26 | 1.2 |
| Inspiring confidence in retail and commercial growth and development | 2018 | 8.66 | 6.23 | 2.43 |
| | 2014 | 8.82 | 5.58 | 3.24 |





Demographics.

*We asked...
Tell us a little bit about yourself...*

- Age and gender results are in line with the overall demographic breakdown.
- Most people (60%) had lived in the area for 20 years or more.
- 9% have lived in the area for up to 5 years.
- 43% of those surveyed weren't working, with 41% working full time and 17% working part time.
- In most households, there were 2 people living there, and the most common household income was over \$52,000.



