

COMMUNITY SATISFACTION SURVEY 2021

Hornsby Shire Council

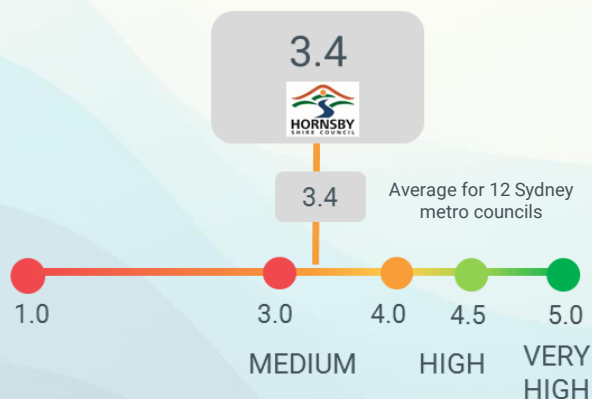


Summary Report
May 2021
JETTY RESEARCH

OVERALL SATISFACTION



52% of residents are satisfied with Hornsby Shire Council overall (against 11% dissatisfied)



SERVICE & FACILITY PERFORMANCE

Top 5 Services & Facilities

1. Library services
2. Domestic waste and recycling collection service
3. Aquatic Centre/s
4. Cleaning and appearance of villages and town centres
5. Parks and recreation areas (including playgrounds)

Bottom 5 Services & Facilities

25. Condition of local roads
26. Managing parking
27. Condition of public toilets
28. Bike paths
29. Development approvals process

STRENGTHS & PRIORITIES*

Strengths to Maintain

- Cleaning and appearance of villages and town centres
- Sporting fields and amenities
- Community centres
- Litter control and rubbish dumping
- Environmental sustainability
- Information on Council services
- Managing and protecting creeks, lagoons and waterways

Opportunities

- Library services
- Domestic waste and recycling collection service
- Aquatic Centre/s
- Parks and recreation areas (including playgrounds)
- Trails and tracks
- Managing natural bushland
- Community events and festivals
- Wharves and boat ramps

Priorities for Council

- Management of trees
- Condition of Footpaths
- Consultation and engagement/communication with the community by Council
- Encouraging local industry, businesses and tourism
- Condition of local roads
- Managing parking
- Development approvals process

Second Order Issues

- Environmental protection & regulation
- Facilities and services for older people
- Facilities and services for youth
- Facilities and services for people with disabilities
- Arts and cultural facilities
- Condition of public toilets
- Bike paths

* For category definitions, see bottom of next page

SERVICE & FACILITY PERFORMANCE – FULL RESULTS

Rank	Service/ Facility	Performance	External Benchmark*	Strategic Location
1	Library services	4.0	↔	Opportunities
2	Domestic waste and recycling collection service	4.0	↔	Opportunities
3	Aquatic Centre/s	3.9	↑	Opportunities
4	Cleaning and appearance of villages and town centres	3.8	↑	Strengths to maintain
5	Parks and recreation areas (including playgrounds)	3.8	↔	Opportunities
6	Sporting fields and amenities	3.8	↑	Strengths to maintain
7	Trails and tracks	3.8	-	Opportunities
8	Managing natural bushland	3.7	↔	Opportunities
9	Community centres	3.6	↔	Strengths to maintain
10	Litter control and rubbish dumping	3.5	↔	Strengths to maintain
11	Wharves and boat ramps	3.5	-	Opportunities
12	Environmental sustainability	3.4	↔	Strengths to maintain
13	Information on Council services	3.4	-	Strengths to maintain
14	Community events and festivals	3.4	↔	Opportunities
15	Managing and protecting creeks, lagoons and waterways	3.4	↔	Strengths to maintain
16	Environmental protection & regulation	3.3	↔	Second order issues
17	Facilities and services for older people	3.3	↔	Second order issues
18	Facilities and services for youth	3.2	↔	Second order issues
19	Management of trees	3.2	↔	Priorities for Council
20	Facilities and services for people with disabilities	3.2	↔	Second order issues
21	Condition of Footpaths	3.1	↑	Priorities for Council
22	Arts and cultural facilities	3.1	↓	Second order issues
23	Consultation and engagement	3.1	-	Priorities for Council
24	Encouraging local industry, businesses and tourism	3.1	↔	Priorities for Council
25	Condition of local roads	3.0	↔	Priorities for Council
26	Managing parking	2.9	↔	Priorities for Council
27	Condition of public toilets	2.8	↔	Second order issues
28	Bike paths	2.8	-	Second order issues
29	Development approvals process	2.6	↓	Priorities for Council

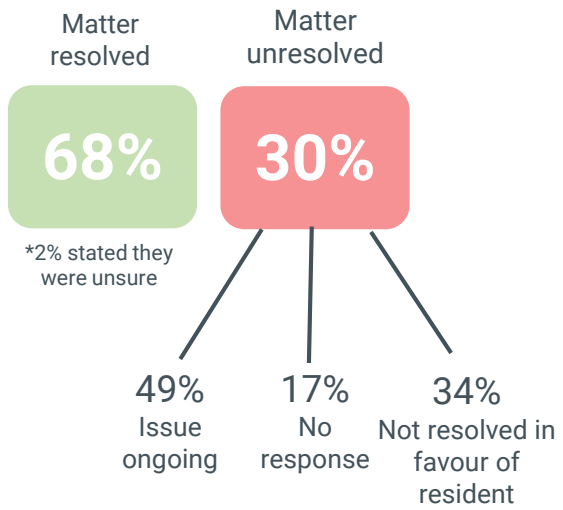
- ▶ **Strengths to Maintain:** An above-average performing service that has a strong impact on creating overall satisfaction with Council.
- ▶ **Priorities for Council:** A below-average performing service that has a strong impact on overall satisfaction. Improvement in these services will have a positive impact on overall satisfaction.
- ▶ **Opportunities:** A service that performs above average but does not currently have a strong relationship with overall satisfaction.
- ▶ **Second Order Issue:** A below-average performing service that does not have a strong relationship with overall satisfaction. Improvement in these services will not result in a strong increase in overall satisfaction with Council

* External benchmark against 12 other Sydney metro Councils (noting major differences)

CUSTOMER SERVICE

39%







of residents contacted Council in the past 12 month



Satisfaction with Customer Service (1-5 satisfaction scale)

	Way you were treated	3.9
	Timeliness of response	3.5
	Process	3.4
	Outcome	3.3

PREFERRED METHOD OF COMMUNICATIONS

Making a payment	Requesting Council to do something	Finding out about Council	Completing or lodging applications or forms	Providing feedback on important topical issues	Getting updates on road closures etc.
					
ONLINE/ WEBSITE	PHONE or ONLINE/ WEBSITE	ONLINE/ WEBSITE	ONLINE/ WEBSITE	ONLINE/ WEBSITE	PHONE or ONLINE/ WEBSITE

PRIORITIES FOR THE FUTURE

Suggested improvements for the future

1



More/faster/more transparent communication (17%)

2



Improved roads/ footpaths/traffic management (17%)

3



More balanced tree management policy on private property (7%)




OVERVIEW

Jetty Research was commissioned by Hornsby Shire Council to conduct a Community Satisfaction Survey in 2021 which tracks Council's performance in service delivery, identifies priority areas and evaluates Council's customer services, communication and community priorities.

The Hornsby Shire Council Community Satisfaction Survey 2021 aimed to collect 400 completed responses from a random sample of residents in the Hornsby Shire Council local government area. The reported results have a margin of error of $\pm 4.9\%$ at the 95% confidence level. This means that if the survey was repeated 100 times, in 95 times the results will be within 4.9 percent of the true population value. This is a highly robust sample and reliable for Council's planning and reporting activities.

DEFINITION

- ▶ **Service & Facility Performance:** Average satisfaction rating. Respondents were asked to rate their satisfaction with services and facilities using a 5-point scale where 1 meant 'very dissatisfied' and 5 meant 'very satisfied'.
- ▶ **Strategic Location:** This refers to the location in the performance / importance quadrant from the analysis. The different classifications include:
 - ▶ **Strengths to Maintain:** An above-average performing service that has a strong impact on creating overall satisfaction with Council.
 - ▶ **Priorities for Council:** A below-average performing service that has a strong impact on overall satisfaction. Improvement in these services will have a positive impact on overall satisfaction.
 - ▶ **Opportunities:** A service that performs above average but does not currently have a strong relationship with overall satisfaction.
 - ▶ **Second Order Issue:** A below-average performing service that does not have a strong relationship with overall satisfaction. Improvement in these services will not result in a strong increase in overall satisfaction with Council.
- ▶ **External Benchmark:** This refers to how Council is comparing to an amalgamation of comparable New South Wales councils, for applicable services. Benchmark ratings are as follows:

	Average
	Above average
	Below average
--	No benchmark available

