

OWL



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Research Report

Results of a
Community Engagement Survey
amongst a cross-section of residents of
Hornsby Local Government Area

Part One of a
Community Engagement Strategy
designed to inform the preparation of a
Community Strategic Plan

Prepared for: Julie Williams
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Contents

Introduction	1
Executive Summary	2
Objectives and Outcomes	5
Methodology and Sample size	6
<u>The Results in Detail</u>	
Awareness of The Bushland Shire News	9
Readership of The Bushland Shire News	11
Methods preferred to receive The Bushland Shire News	12
Most effective ways to find out about Hornsby Shire news, events, activities/programs	14
Participation in Council competitions since July 2008	16
Awareness of the name of any local Councillor	17
Degree to which members of the general public should contribute to Council decisions	19
Degree to which respondents wish to be involved/informed about Council decisions	26
Best methods of communication between residents and Council	28
Methods by which residents would like to hear about Council decisions	33
Broad areas Council has to think about when making decisions.	37
Areas of most interest to have input into	40
Aspects most valued about living in the Hornsby Shire	43
Local newspapers read/look through regularly	51
<u>Demographics</u>	
Renting/Buying home	54
Years lived in the Hornsby Shire	55
Paid work within the Hornsby Shire	56
Voluntary work within the Hornsby Shire	56
Household status	58
Respondent age groups	61
Ward	62
Willingness to participate in Focus Group Discussions	63
The Focus Group Report	64
The Questionnaires	73

Introduction

In line with the expectations of the Department of Local Government (DLG) Integrated Planning and Reporting Options Paper (November 2006), Hornsby Shire Council (Council) wished to undertake a Community Engagement Survey amongst a representative cross-section of residents. The purpose of this survey is to provide a basis for future engagement and consultation and is seen as a first step in a Community Engagement Strategy which will eventually inform the development of a Community Strategic Plan.

OWL Research and Marketing Pty Ltd (OWL) were engaged to conduct this study for Council during the months of May and June 2009.

To ensure broad and representative responses, OWL used a mix of investigative methods including:

- * A Telephone Survey (amongst representative, yet randomly-selected residents)
- * An Email survey (engaging with Council's 700+ panel members)
- * A range of Focus Group Discussions (speaking with recruited residents from across the LGA)
- * A follow-up 'On line' Forum ('Bang the Table')

The following report details the findings of this study and is accompanied (under separate cover) by the two data analysis files.

Questions for 'Bang the Table' forum have not been concluded at time of writing this report, but will be finalised with the Manager, Corporate Strategy during August of this year.

Executive Summary

A total of 857 residents were interviewed for this study with 500 telephone interviews being conducted with a cross section of residents across the Shire, together with 312 on-line questionnaires being received from resident panel members known to Council. In addition, 6 focus groups were conducted, two groups in each ward.

Communication:

The Bushland Shire News.

This publication was widely known throughout the Shire, (74% of general public, 92% of panel members being aware) and was seen as a good vehicle of communication between Council and residents. It was perceived primarily as a 'good news' publication, with interesting historical news and a useful calendar of events listing. There was some criticism that this publication should also carry more controversial articles i.e. be more 'honest' with residents as to what exactly was happening within council. There was also the suggestion by some, that the layout of this publication be re-designed into 'chapters' one for each ward.

Local Newspapers.

The Hornsby Advocate, the Northern District Times and the Hills Shire News were the major newspapers read by these residents. Each newspaper was seen as being important for immediate news (unlike the Bushland Shire News), however the Mayor's Column was not read by many as it was perceived to be political and once again to contain biased 'good news' rather than the whole truth.

Residents wanted Council pages to be expanded, to contain more news 'warts and all' as well as containing information regarding future planning and reports on consultations with other bodies such as State Government, RTA etc.

Council's website.

The current website was generally regarded as being a good site. Residents found this site easy to navigate and to contain a wealth of information. Several were surprised as to the range of information it contained.

Council as an organisation

Unfortunately only 44% of the general public interviewed and 69% of panel members interviewed claimed to know the name of their local Councillor. The name most recalled by respondents was that of the current mayor, Nick Berman.

Of those respondents who had had occasion to interact with council over the past 12 months, almost all found the experience to be a positive one. Staff were polite, helpful and returned phone calls within a reasonable time frame.

The only area of difficulty experienced by some, was the diversity of information given between that from the council officer and that from the printed leaflet/form. This was most apparent in the Planning Department and the Environment Department.

Aspects liked and valued about Hornsby Shire.

Almost all respondents spoke about the trees, the bushland, the open spaces and the waterways. Added to this was the affordable land and housing, the proximity to the City, freeways, major shopping centres, sporting ovals and good schools.

For some, there was also the benefit of living in a village like atmosphere, amongst people with similar values, especially in areas such as Beecroft, Cherrybrook, Arcadia etc.

Degree of involvement by General Public

Respondents considered the general public should be involved in Council decisions as follows: -

Contribute a significant amount	<i>(GP = 51% Online = 75%)</i>
Contribute only somewhat	<i>(GP = 37% Online = 24%)</i>
Leave the decisions up to Council	<i>(GP = 13% Online = 0%)</i>

Desired degree of involvement by this study's respondents

Respondents were asked to what degree they personally would like to become involved with Council processes.

Yes –Involved in Council processes	<i>(GP = 44%, Online = 76%)</i>
Not involved in Council processes, but kept informed	<i>(GP = 48%, Online = 22%)</i>
Not involved at all, leave the Council to get on with things.	<i>(GP = 8%, Online = 2%)</i>

Major issues respondents want to have input into

Respondents were asked to rank which issues they would like to have most input into.

Issues in their local area	<i>(GP = 65%, Online = 60%)</i>
Issues/topics throughout the Shire	<i>(GP = 22%, Online = 29%)</i>
The Business of Council	<i>(GP = 12%, Online = 8%)</i>

Future Vision up to the year 2020

When asked (during the focus groups) to visualise their Shire up to the year 2020, respondents nominated the following: -

Positives:

The natural beauty of the area will always be there

The Shire is big enough to accommodate some future growth

Concerns:

Council loosing control – being dominated by State Government

Encroaching high and medium density housing

Concern re: sound financial planning within Council in deploying funds for "the right decisions"

Areas needing more action from Council: -

- | | |
|--|--------------------------|
| 1. Infrastructure | (GP = 45%, Online = 49%) |
| 2. Social environment (but not necessarily cultural) | (GP = 20%, Online = 16%) |
| 3. Natural environment | (GP = 16%, Online = 14%) |

The value of an increase in Rates

During the focus groups only, it was suggested to respondents that a rate increase was inevitable between 2009 and 2020. (No specific amount of money was mentioned). Respondents were asked how they would like the spending of this increase to best be allotted.

The increase needs to be positioned as 'an increase' and not 'a levy' (*as per the Quarry*)

The increased money should be used for *specific projects which impact on the whole Shire* i.e. improved roads, better/greater recycling, community transport etc. The money should NOT be designated towards specific projects which are either Ward specific or interest specific such as a library in Galston or a sports oval in Carlingford or a swimming pool in Hornsby.

Objectives and Outcomes

Key Objectives for this study included:

- 1) To ascertain the types of follow-up engagement desired by the community.
- 2) To understand the perspectives/issues of diverse groups that make up the Hornsby community fabric.
- 3) To determine the aspirations for the future desired by the various groups.
- 4) To provide a reasonable statistical representation of gender and adult (18 years +) age groupings resident in the Shire.
- 5) To gain an understanding of the level and type of future engagement desired by the Hornsby community in order for future engagement strategies to be devised.
- 6) To gain an understanding of the current issues considered important by various sectors of the community.
- 7) To gain an appreciation of people's aspirations for the future.

Methodology and Sample Size

The Telephone Survey

After initial meetings with Council to prepare the final questionnaire, OWL commissioned Ekas who have conducted previous surveys for Hornsby Council, to undertake the telephone fieldwork. All interviews were conducted during late afternoons, evenings and weekends to ensure a representative sample of working and non-working residents from different ethnic and social backgrounds were interviewed.

A total of 500 telephone interviews were completed to provide an accuracy level of +/- 4.4% amongst the population of 150,000.

Prior to conducting an interview, screening questions ensured:

- * All respondents were aged 18 years or over.
- * The sample was split approximately 50/50 male-female (with a maximum latitude of 45:55 either way).
- * All respondents were confirmed as living within the Hornsby Council area.
- * All those interviewed had to have lived in the area for at least 6 months.
- * None of the respondents worked for Council, the media, or the market research industry.

The Email Survey

Again, after initial meetings with Council to prepare the final questionnaire, OWL engaged the company Research Now, a company specialising in on-line surveys, to manage this study of 700 panel members on behalf of Council. This questionnaire was accessed through Council's own website. Panel members were made aware of its existence after Council emailed these residents, inviting them to participate.

A total of 312 useable responses (a 45% response rate) were received and returned to OWL for analysis and report writing.

The Focus Groups

6 focus groups were recruited by OWL staff or each comprising 6 - 10 people. 2 groups were held in each of the three wards due to the diverse population of Hornsby (from concentrated urban to semi-rural), ensuring a wide selection of residents were recruited. 3 groups were held during the daytime and 3 groups during the early evening

The Results in Detail

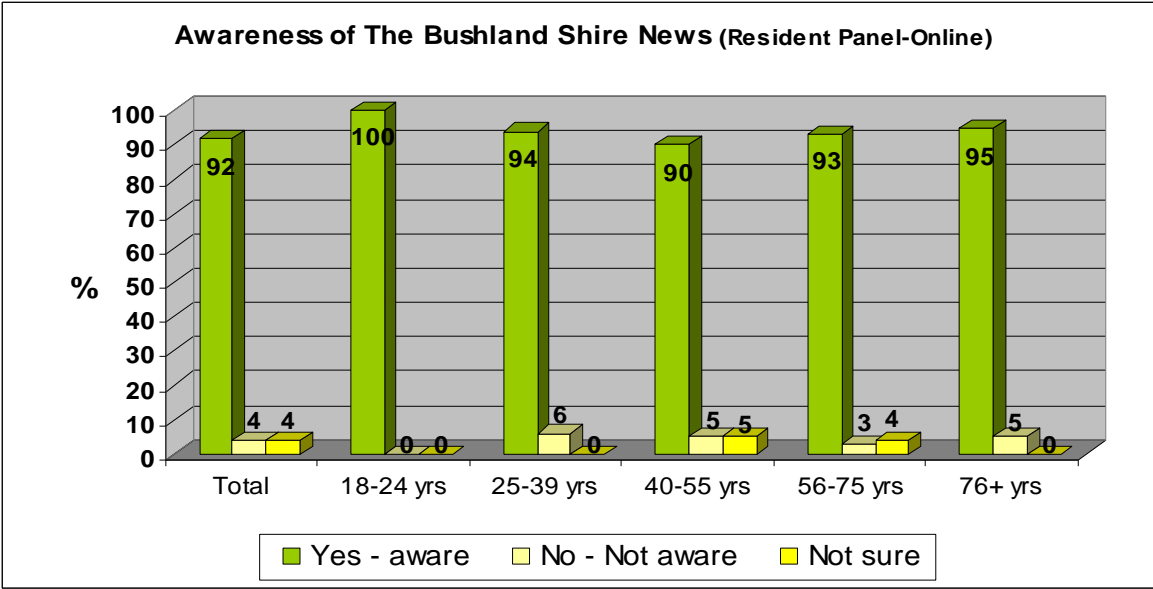
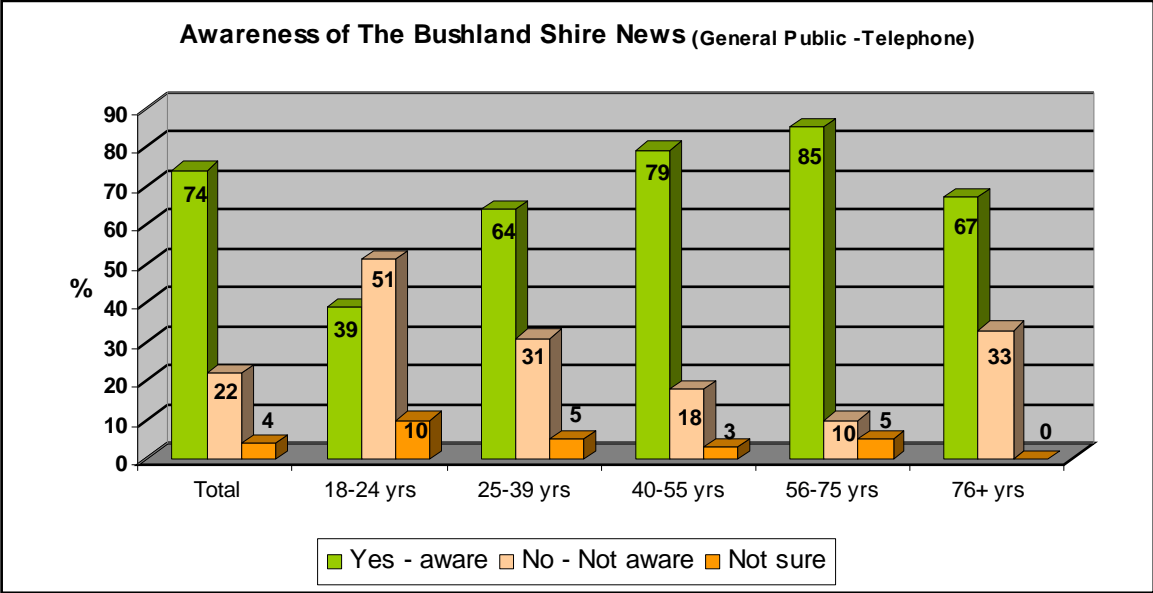
Q.4. Are you aware of Council's Quarterly Newsletter called The Bushland Shire News?

Telephone Study – General Public

	Total	Degree of Involvement with Council			Age of Respondent				
		No involvement, but informed	Yes want to be involved	No involvement at all	18-24 years	25-39 years	40-55 years	56-75 years	76+ years
No of respondents	500	239	220	41	31	73	183	143	70
	%	%	%	%	%	%	%	%	%
Yes – aware	74	73	79	61	39	64	79	85	67
No – not aware	22	23	19	37	51	31	18	10	33
Not sure	4	4	2	2	10	5	3	5	-

On-Line Study – Resident Panel

	Total	Degree of Involvement with Council			Age of Respondent				
		No involvement, but informed	Yes want to be involved	No involvement at all	18-24 years	25-39 years	40-55 years	56-75 years	76+ years
No of respondents	312	70	237	5	2	31	113	146	20
	%	%	%	%	%	%	%	%	%
Yes – aware	92	93	92	100	100	94	90	93	95
No – not aware	4	1	5	-	-	6	5	3	5
Not sure	4	6	3	-	-	-	5	4	-



Q.5. Have you read/looked through this publication which is delivered into every letter box each quarter?
(asked only of the 372 respondents who were aware of this publication)

Telephone Study – General Public

	Total	Degree of Involvement with Council			Age of Respondent				
		No involvement, but informed	Yes want to be involved	No involvement at all	18-24 years	25-39 years	40-55 years	56-75 years	76+ years
No of respondents	372	174	173	25	12	47	144	122	47
	%	%	%	%	%	%	%	%	%
Yes	90	87	92	88	50	85	92	95	85
No	8	9	7	12	50	11	8	2	9
Can't recall	2	4	1	-	-	4	-	3	6

(asked only of the 288 respondents who were aware of this publication)

On-Line Study – Resident Panel

	Total	Degree of Involvement with Council			Age of Respondent				
		No involvement, but informed	Yes want to be involved	No involvement at all	18-24 years	25-39 years	40-55 years	56-75 years	76+ years
No of respondents	288	65	218	5	2	29	102	136	19
	%	%	%	%	%	%	%	%	%
Yes	96	98	95	100	100	86	97	96	100
No	3	2	4	-	-	10	2	3	-
Can't Recall	1	-	1	-	-	4	1	1	-

Both awareness and readership of the Bushland Shire News is very high amongst all people over 25 years of age. (Figures ranged between 64% and 95% for awareness and between 85% to 100% for readership). Even 39% of those 18-24 years in the telephone study claim to be aware of the publication and of those more than half read it. This is very good result for Council and shows the preparation and delivery of the publication every 3 months is a valuable and effective communications exercise.

Q. 6 How would you prefer to receive The Bushland Shire News each Quarter?

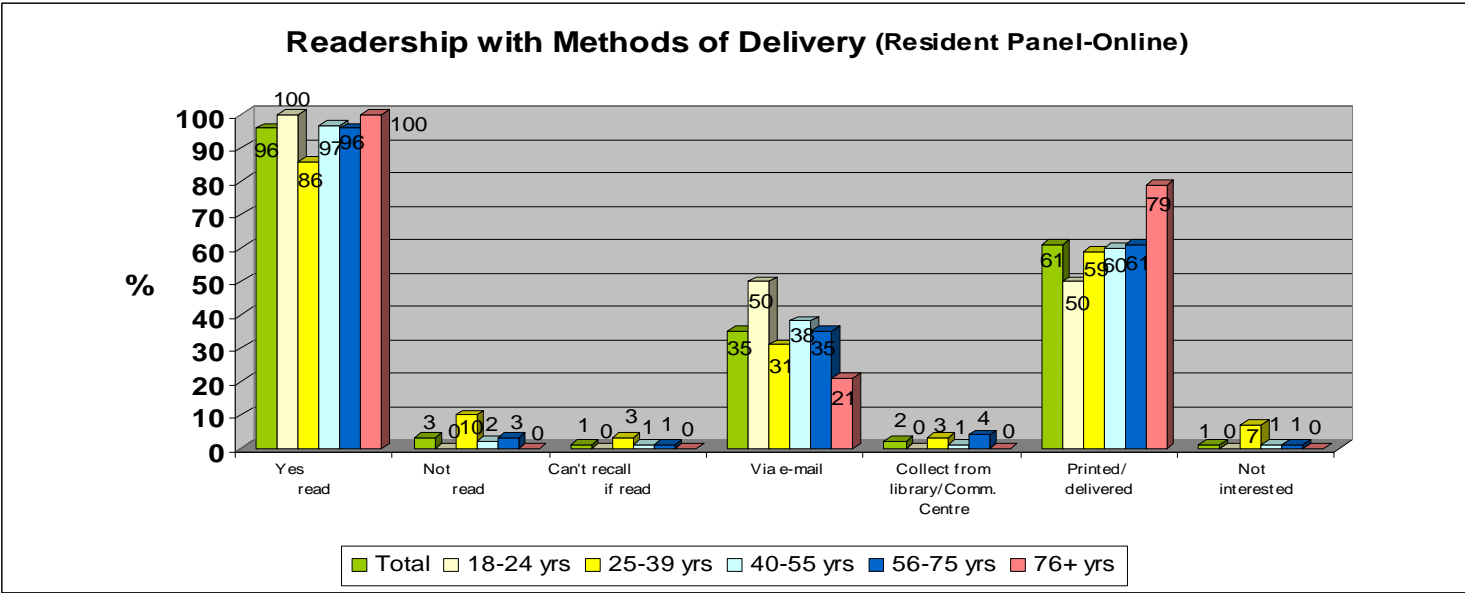
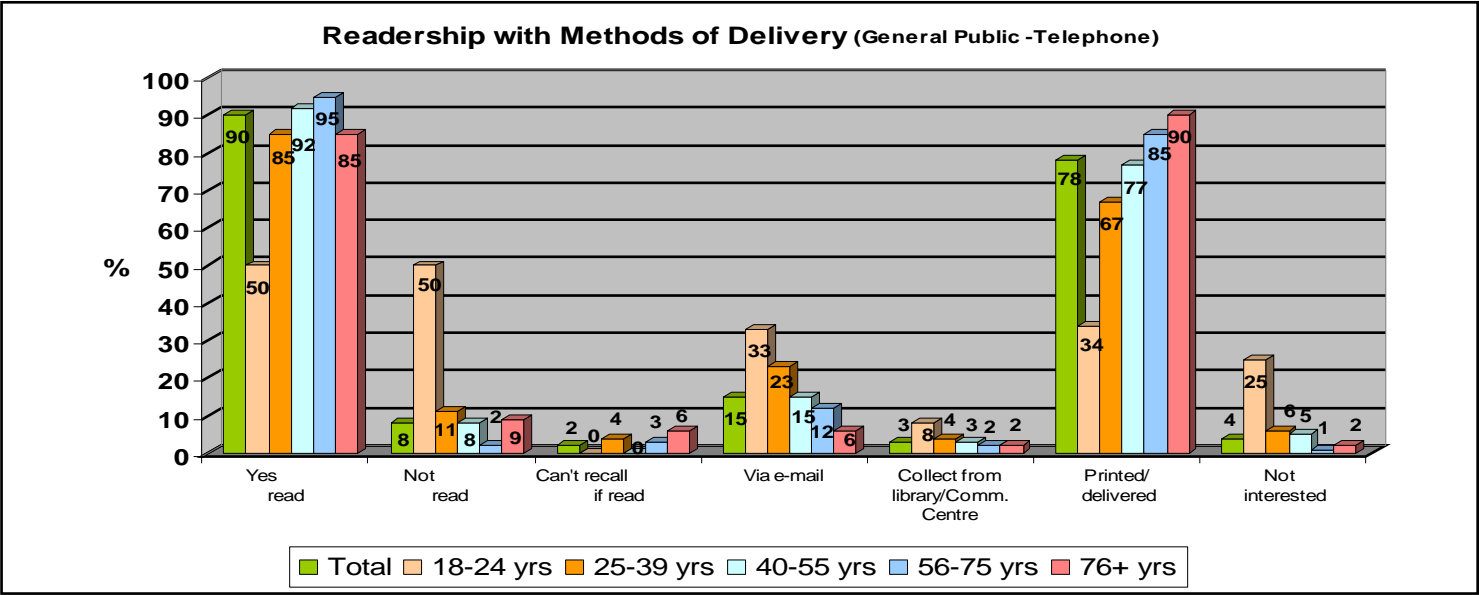
Telephone Study – General Public

	Total	Age of Respondent					Ward		
		18-24 years	25-39 years	40-55 years	56-75 years	76+ years	Ward A	Ward B	Ward C
No of respondents	372	12	47	144	122	47	116	148	108
	%	%	%	%	%	%	%	%	%
Via e-mail	15	33	23	15	12	6	12	18	13
Collect it from a local library/Community Centre etc	3	8	4	3	2	2	4	3	1
Printed and delivered to the letterbox	78	34	67	77	85	90	82	72	84
Not interested in reading this newsletter	4	25	6	5	1	2	2	7	2

On-Line Study – Resident Panel

	Total	Age of Respondent					Ward		
		18-24 years	25-39 years	40-55 years	56-75 years	76+ years	Ward A	Ward B	Ward C
No of respondents	288	2	29	102	136	19	110	97	80
	%	%	%	%	%	%	%	%	%
Via e-mail	35	50	31	38	34	21	33	32	40
Collect it from a local library/Community Centre etc	2	-	3	1	4	-	3	1	4
Printed and delivered to the letterbox	61	50	59	60	61	79	63	65	55
Not interested in reading this newsletter	2	-	7	1	1	-	1	2	1

Whilst it might be expected that a fairly high proportion of the 18-24 year olds and also those in the 25-39 would like to receive the publication via e-mail (33% - 50%) the vast majority of residents (61% to 78%) still prefer to have the Bushland Shire News delivered to their letterbox.



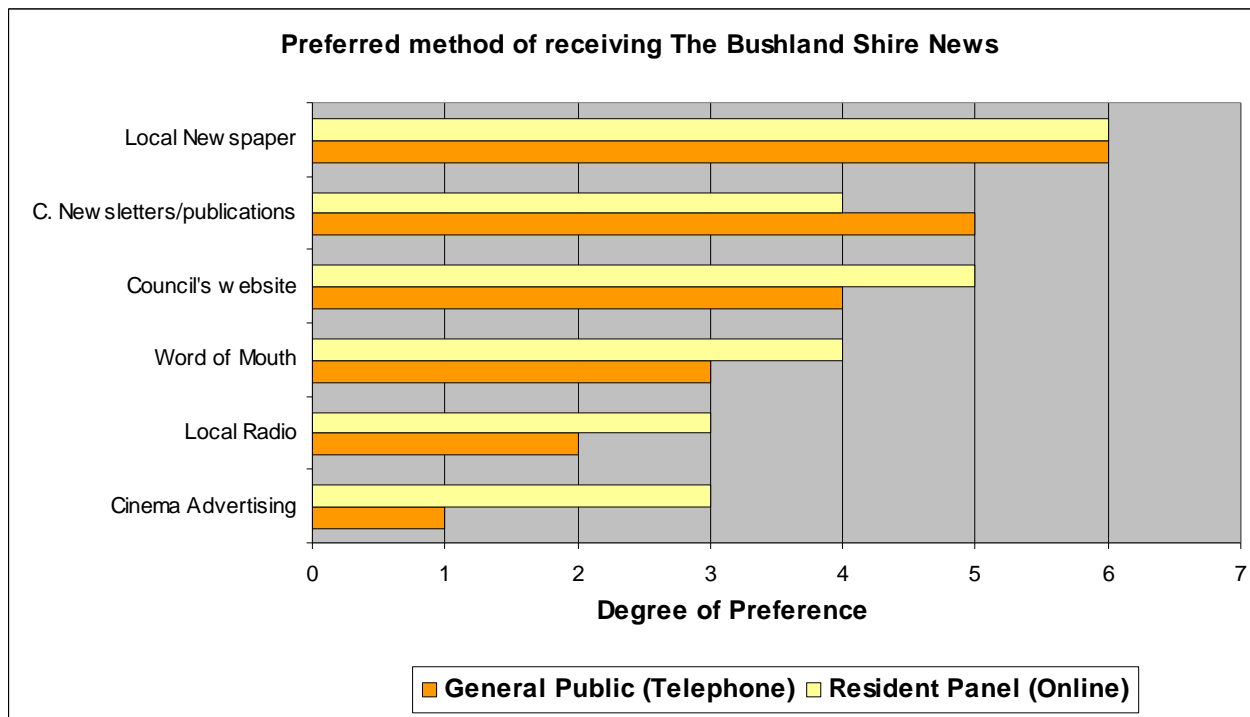
Q.7.From the list below, please rank from 1 – 6, the most effective ways for you to find out about Hornsby Shire news, events, activities and programs.(1 = least effective 6 = most effective) **Note – the format of the online questionnaires was such that respondents graded their answers in the reverse direction to those respondents from the telephone survey. Hence telephone responses are 1 = the best, 6 = the least favoured and online responses 6 = the best and 1 = the least favoured.**

Telephone Study – General Public

	Total	Age of Respondent					Ward		
		18-24 years	25-39 years	40-55 years	56-75 years	76+ years	Ward A	Ward B	Ward C
No of respondents	500	31	73	183	143	70	150	200	150
Mean Scores <i>(the closer the number is to 1 – the better)</i>									
Local newspaper	1.73	2.66	1.81	1.69	1.62	1.55	1.57	1.79	1.79
Council Newsletters/ publications	2.34	3.93	2.66	2.39	1.94	1.90	2.18	2.56	2.21
Council's website	3.43	3.26	2.94	3.30	3.74	4.54	3.43	3.51	3.31
Word of mouth	3.54	3.68	3.76	3.64	3.51	2.88	3.40	3.64	3.54
Local radio	4.18	3.04	4.59	4.15	4.48	3.68	4.31	4.04	4.27
Cinema advertising	4.76	3.50	4.81	4.99	4.80	4.78	5.05	4.46	4.94

On-Line Study – Resident Panel

	Total	Age of Respondent					Ward		
		18-24 years	25-39 years	40-55 years	56-75 years	76+ years	Ward A	Ward B	Ward C
No of respondents	312	2	31	113	146	20	118	108	85
Mean Scores <i>(the closer the number is to 6 – the better)</i>									
Local newspaper	3.7	2.5	3.8	3.6	3.7	4.3	3.4	3.8	4.0
Council's website	3.6	4.0	3.9	3.5	3.6	3.5	3.6	3.6	3.6
Council Newsletters/ publications	3.5	4.0	3.2	3.4	3.6	3.9	3.4	3.8	3.4
Word of mouth	3.5	3.5	3.8	3.5	3.4	3.6	3.5	3.5	3.6
Local radio	3.3	3.0	3.0	3.6	3.2	2.7	3.5	3.1	3.3
Cinema advertising	3.3	4.0	3.3	3.3	3.4	3.1	3.6	3.3	3.2



The tables above show that amongst those who were telephoned, the local newspaper, followed by Council newsletters and publications were the preferred sources of information for all age groups. Panel members who completed the study on-line also liked to receive their news from local newspapers and Council newsletters, however the under 40 year olds were more in favour of hearing news via Council's website, but the over 40 year olds still liked the printed versions.

Q.8. Have you or anyone from your household, participated in any of the following Council competitions since July last year? (multiple responses)

Telephone Study – General Public

	Total	Age of Respondent					Ward		
		18-24 years	25-39 years	40-55 years	56-75 years	76+ years	Ward A	Ward B	Ward C
No of respondents	500	31	73	183	143	70	150	200	150
	%	%	%	%	%	%	%	%	%
Garden competition	1	-	-	1	1	1	1	1	1
Photo competition	1	-	-	1	2	-	1	2	-
Great Debate (high school)	<1	-	1	1	-	-	1	1	-
Christmas Cheer	<1	-	-	1	1	-	-	1	-
None of these	98	100	99	97	97	99	98	96	99

On-Line Study – Resident Panel

	Total	Age of Respondent					Ward		
		18-24 years	25-39 years	40-55 years	56-75 years	76+ years	Ward A	Ward B	Ward C
No of respondents	312	2	31	113	146	20	118	108	85
	%	%	%	%	%	%	%	%	%
Photo competition	3	-	3	4	2	-	3	2	2
Garden competition	2	-	-	3	2	-	1	4	1
Christmas Cheer	1	-	-	2	1	-	-	3	-
Great Debate (high school)	<1	-	-	1	-	-	-	1	-
None of these	96	100	97	94	96	100	97	94	96

Despite Council's efforts to involve the community through competitions, none of those promotions so far devised seem to have caught the interest of the respondents to this study, regardless of their age.

Q.9. Are you aware of the name of any local Councillor?

Telephone Study – General Public

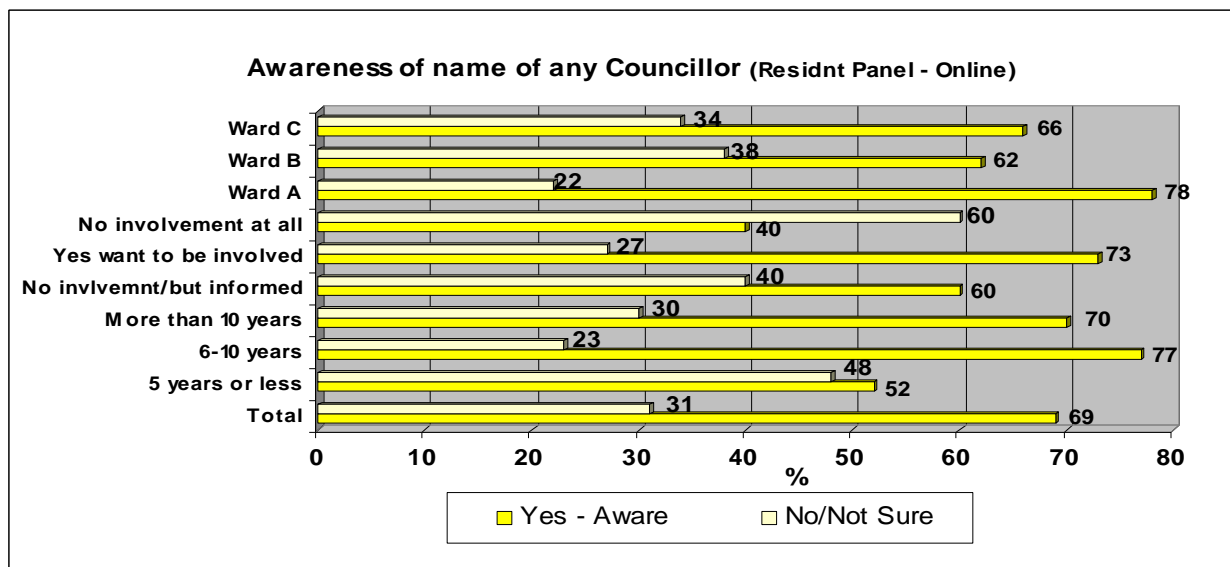
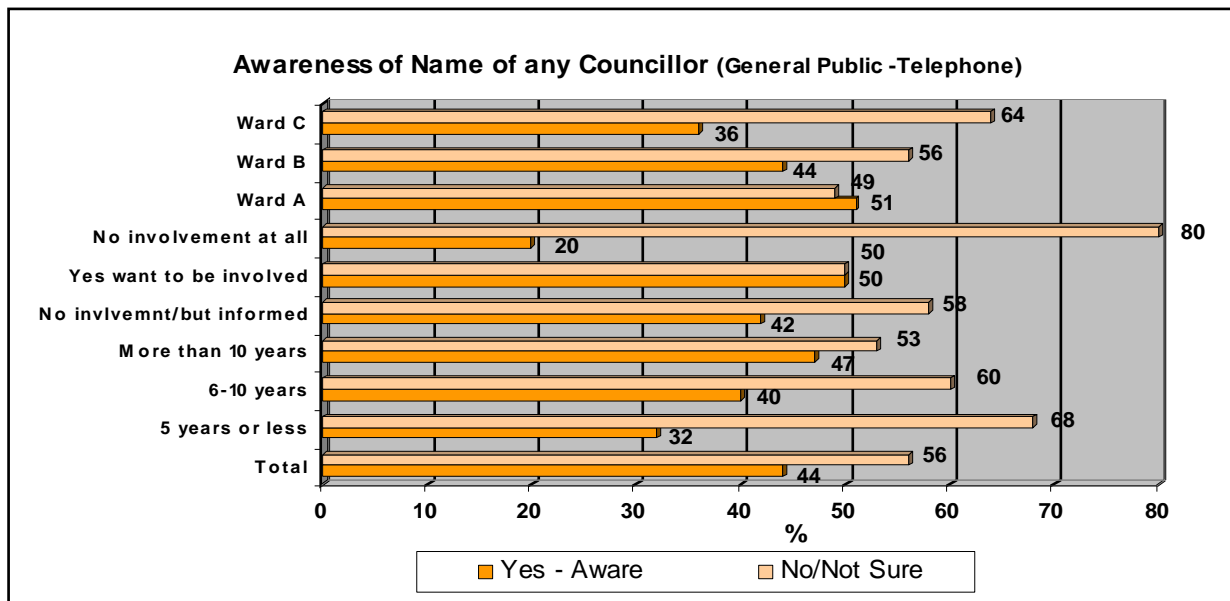
	Total	Number of years lived in the Shire			Degree of Involvement with Council			Ward		
		5 years or less	6-10 years	More than 10 years	No involvement, but informed	Yes want to be involved	No involvement at all	Ward A	Ward B	Ward C
No of respondents	500	60	107	333	239	220	41	150	200	150
	%	%	%	%	%	%	%	%	%	%
Yes - Aware	44	32	40	47	42	50	20	51	44	36
No/Not Sure	56	68	60	53	58	50	80	49	56	64

On-Line Study – Resident Panel

	Total	Number of years lived in the Shire			Degree of Involvement with Council			Ward		
		5 years or less	6-10 years	More than 10 years	No involvement, but informed	Yes want to be involved	No involvement at all	Ward A	Ward B	Ward C
No of respondents	312	31	53	228	70	237	5	118	108	85
	%	%	%	%	%	%	%	%	%	%
Yes - Aware	69	52	77	70	60	73	40	78	62	66
No/Not Sure	31	48	23	30	40	27	60	22	38	34

These figures need to be read with some caution, as they do not match the responses given from the focus groups (when the same question was asked face to face). In the groups respondents were unable to name any Councillors (with only the exception of a few mentions of the Nick Berman – the Mayor).

In the telephone study, general awareness of any local Councillor's name averaged around 44%, however 69% of panel members claimed to be able to name a Councillor.. As might be expected, there was a slightly higher awareness amongst those who wish to be involved in future Council consultations (73% of panel respondents).



Hornsby Shire Council continually has to make decisions which impact and influence the wellbeing, and lifestyle of the people who live and/or work in the Shire.

Q.10. To what degree do you think members of the general public should contribute to these decisions?

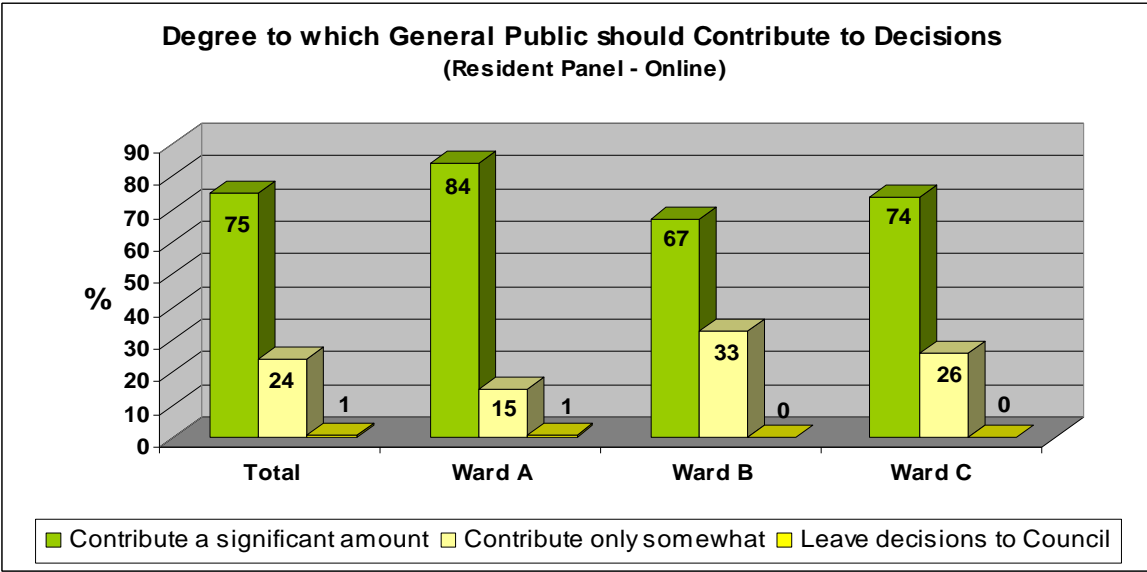
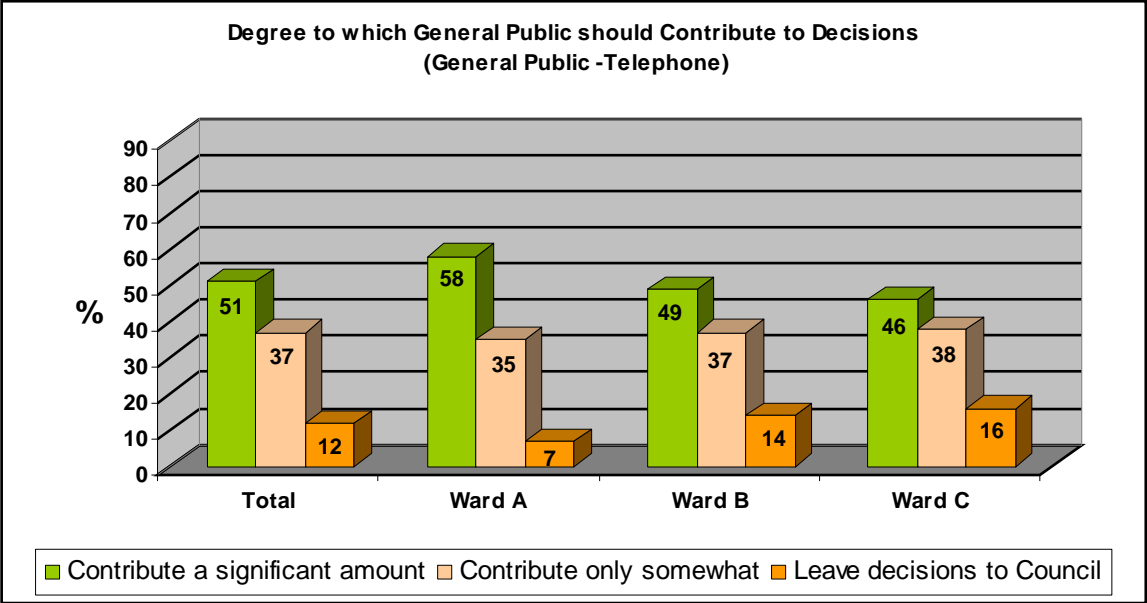
Telephone Study – General Public

	Total	Number of years lived in the Shire			Degree of Involvement with Council			Ward		
		5 years or less	6-10 years	More than 10 years	No involvement, but informed	Yes want to be involved	No involvement at all	Ward A	Ward B	Ward C
No of respondents	500	60	107	333	239	220	41	150	200	150
	%	%	%	%	%	%	%	%	%	%
Contribute a significant amount	51	57	44	52	43	66	12	58	49	46
Contribute only somewhat	37	37	45	34	43	30	32	35	37	38
Leave the decisions up to Council	12	6	11	14	14	4	56	7	14	16

On-Line Study – Resident Panel

	Total	Number of years lived in the Shire			Degree of Involvement with Council			Ward		
		5 years or less	6-10 years	More than 10 years	No involvement, but informed	Yes want to be involved	No involvement at all	Ward A	Ward B	Ward C
No of respondents	312	31	53	228	70	237	5	118	108	85
	%	%	%	%	%	%	%	%	%	%
Contribute a significant amount	75	81	81	73	61	81	20	84	67	74
Contribute only somewhat	24	19	19	27	38	19	80	15	33	26
Leave the decisions up to Council	1	-	-	-	1	-	-	1	-	-

As anticipated, the desire to contribute towards Council decision-making was higher amongst on-line panel members (up to 75%) however of those telephoned at random, 51% said the general public should contribute a significant amount. Residents in Ward A (in both surveys) outperformed those in the other two wards.



Q.11. Why do you say that? (multiple responses)

Reasons given as to why the public should be involved

Telephone Study – General Public

	Total	Years lived in the Shire			Degree of Involvement with Council			Ward		
		5 years or less	6-10 years	More than 10 years	No involvement, but informed	Yes want to be involved	No involvement at all	Ward A	Ward B	Ward C
No of respondents	500	60	107	333	239	220	41	150	200	150
	%	%	%	%	%	%	%	%	%	%
Public/should have a say/be involved	18	20	18	17	22	14	15	18	18	17
Live in area/local resident	16	28	15	14	16	19	5	21	13	16
C. decisions affect us/our lives/community	14	15	17	13	12	18	5	10	12	14
C. should consult with residents/listen	14	17	15	13	13	16	7	9	15	17
Differing opinions/council doesn't always make right decisions/not in best interest	9	7	7	10	8	12	-	8	13	6
Its good to know what's going on	7	7	7	7	7	7	5	5	8	7
C. is there for our benefit/ to represent us/decisions are made on our behalf	6	8	4	6	6	7	-	8	4	7
Concerned /high rise/ Development issues/buildings /housing/zoning	6	5	7	6	5	8	-	9	5	4
Concerned about roads/ traffic/traffic noise/public transport/parking	5	2	7	5	5	5	7	8	5	3
Ratepayers/ money	5	3	3	6	3	7	2	7	4	5
C's don't listen /do what want	5	-	3	6	4	5	5	4	6	3
Decisions should reflect majority view/shouldn't be left to one group	4	2	8	4	4	5	2	5	5	3
Don't trust Councilors/ politically motivated/ influenced lobby groups/ developers/special interest	4	2	5	4	2	7	-	4	5	3
Local people know what's happening/needed	4	8	5	3	4	5	2	7	2	4
Should have a say/be consulted in major decisions	4	2	6	4	5	4	-	4	4	5
In everybody's interest/ benefits everybody/	4	3	4	4	3	5	-	3	4	4

Reasons given as to why the public should NOT be involved
Telephone Study – General Public

	Total	Number of years lived in the Shire			Degree of Involvement with Council			Ward		
		5 years or less	6-10 years	More than 10 years	No involvement, but informed	Yes want to be involved	No involvement at all	Ward A	Ward B	Ward C
No of respondents	500	60	107	333	239	220	41	150	200	150
	%	%	%	%	%	%	%	%	%	%
That's what they are elected/paid to do	9	15	10	7	12	3	20	7	10	8
Councilors should know what they are doing/have the expertise	5	5	4	6	5	4	12	3	5	7
Don't have time/interest to get involved	4	3	4	4	3	2	15	3	4	4
Elected members stand for what most people want/reflects the ratepayer's opinions/having my say is actually voting	3	3	4	3	4	3	5	1	5	4
They should be free to make decisions/allowed to do their job/issues should be driven by council	3	7	2	3	4	1	12	1	5	4
Public don't always know all the facts/know what they are doing/not aware of wider interests	3	2	1	4	4	2	2	3	4	3
If too many people are involved processes get bogged down/can't reach agreement/make a decision	3	5	-	3	4	1	2	1	5	1
We don't need to be involved in everything/depends on issues	3	7	5	1	3	2	2	3	2	3
Need to trust the Council	2	5	2	1	3	1	-	1	2	3
Vocal minority groups/don't reflect common view	2	2	2	2	2	1	-	3	1	2
They do a good job	2	2	-	2	1	1	5	1	2	2

Key reasons included: a belief that the public should be involved (18%) because they live in the area (16%), are aware that decisions affect the community (14%) and that Council should be exposed to differing opinions (14%). Those in Ward C felt slightly more strongly than those in other wards that Council should consult with and listen to residents (17%). High-rise developments was a stronger issue (9%) amongst those living in Ward A, than it was amongst those from the other two wards.

Analysis of comments to Q11 of the On-Line survey

Coding and analysis of some 250 comments from those who wished to contribute significantly in answer to this question, revealed 7 areas of major interest, which in order of preference were: *(number of responses given in brackets at end of each comment category)*

1. Residents have to "live with" decisions too often made by those who do not live in the area. (51)
2. How can Council know what is important to residents without consultation? (34)
3. We should have both regular input and regular feedback. (29)
4. It's our money (rates), so we should have some say in how it is spent. (26)
5. Councillors are elected to represent us and our views/wishes. (25)
6. There are too many vested/business interests with loud voices. (14)
7. It's what democracy and local government is all about - local consultation. (14)

A sample of comments from the 51 responses referring to having to "live with" Council decisions:

"Councils come and go, but the residents have to live with a lifetime of Council decisions, so we should have input into the process."

"Too many decisions are made by Council officers who do not live in the area and therefore don't have to live with the outcomes"

"Those who live here know what we really need."

"People who live in the area should have a say in how things are run."

"We live here, work here, sleep here, shop here, send our kids to school here, and we elect the Council, so they should listen to those who make up this community."

A sample of comments made by the 34 who felt Councillors needed more input to know what local residents considered important.

"Elected officials too often lose touch with the grass roots and need to be reminded of what the people think, want and value.:

"Because consultation is the only way Councillors can't know what residents want and need to hear their opinions. This should help Councillors decide on more relevant and effective solutions to Shire problems."

"Councillors should have access to the widest range of resident's options on a variety of issues, prior to make decisions which potentially affect most of us."

A sample of comments made by the 29 who felt they should have regular input and regular feedback

"It will encourage all residents to understand that each is responsible for the way the community operates; to take pride in good decisions."

"I think it is important that Council takes into account the views of the residents of Hornsby Shire."

"For any major decisions there is a necessity for public consultation. The Council is only a representation of the public."

"I think it is important for Councillors to have access to the widest range of residents' opinions about a range of issues."

A sample of comments made by the 26 who referred to how their money (rates) were spent:-

"It is our rates which fund these decisions, so we have a right to contribute thoughts on how OUR money is being spent."

"How else can Council know what ratepayers are thinking."

"People who pay the rates should have an influence on the decisions made."

"I think residents should have more influence on council decisions because we are the ratepayers and it's our money which is used to fund those decisions."

A sample of comments made by the 25 who wished to make the point that Councillors are elected to represent the people:

"Councillors should reflect the opinions of the general public who elected them."

"Council should make decisions based on input from those they represent."

"Councillors are elected to represent the views of their local residents, so they need to gather those views in order to be informed"

"Council is elected to work on our behalf. They need to know what we are thinking."

"Without input from the community, how will Council know what is needed?"

A sample of comments made by the 14 who were concerned about vested interests:

"There are too many vested interests with loud voices and who make representations to Council, so consulting the local community provides some balance and allows us to get our views heard as well."

"Business interests often over-ride community concerns. We need to be heard too."

"Because some Councillors appear to run agendas which are influenced by party/political direction which are often out of step with the majority views of the people they purport to represent."

A sample of comment from the 14 who believed consultation was part of democracy in local government:

"Local Government is closer to the people than other levels of government and therefore offers the greatest opportunities to reflect and respond to community views."

"This is what Open Government is supposed to be about. Consulting with those who elected them."

"Local government is the best level to have community participation."

OWL also coded and analysed the 60 comments from those who only wished to contribute somewhat to Council decision-making. It revealed 5 areas of possible interest, which in order of preference were: *(number of responses given in brackets at end of each comment category)*

1. We need some consultation, but not too much. (13)
2. Supposedly Council have employed professionals who are able to provide good advice. (10)
3. The community should have some say, then Council makes the final decision. (7)
4. Residents' views are important, but if there's too much consultation, nothing will get done. (6)
5. Some issues are too complicated to be answered by a survey. (5)

Q.12. Which of the following statements do you consider is most applicable to you personally?

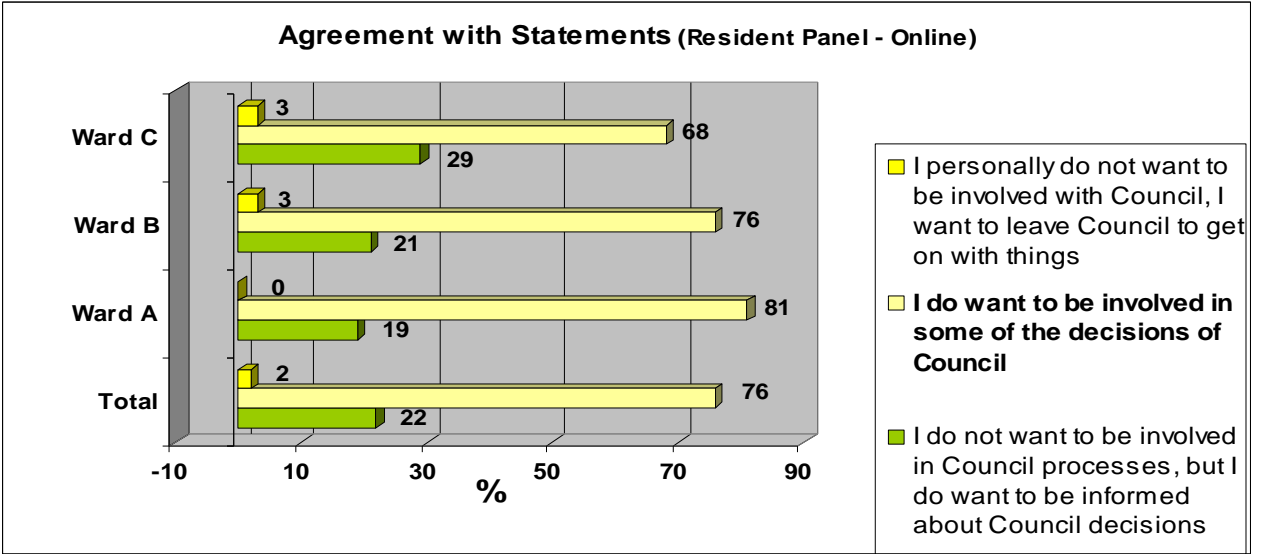
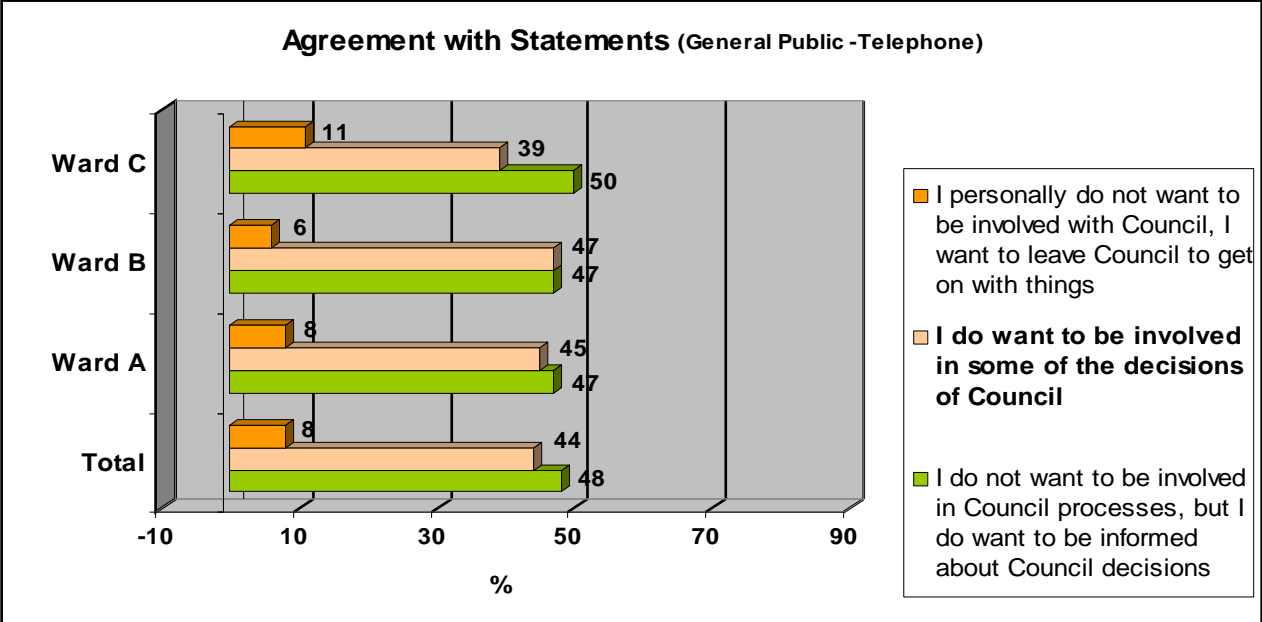
Telephone Study – General Public

	Total	Years lived in the Shire			Age of Respondent					Ward		
		5 years or less	6-10 years	More than 10 years	18-24 years	25-39 years	40-55 years	56-75 years	76+ years	Ward A	Ward B	Ward C
No of respondents	500	60	107	333	31	73	183	143	70	150	200	150
	%	%	%	%	%	%	%	%	%	%	%	%
I do not want to be involved in Council processes, but I do want to be informed about Council decisions	48	48	51	47	58	51	42	46	59	47	47	50
I do want to be involved in some of the decisions of Council	44	45	43	44	39	42	54	43	26	45	47	39
I personally do not want to be involved with Council, I want to leave Council to get on with things	8	7	6	9	3	7	4	11	15	8	6	11

On-Line Study – Resident Panel

	Total	Years lived in the Shire			Age of Respondent					Ward		
		5 years or less	6-10 years	More than 10 years	18-24 years	25-39 years	40-55 years	56-75 years	76+ years	Ward A	Ward B	Ward C
No of respondents	312	31	53	228	2	31	113	146	20	118	108	85
	%	%	%	%	%	%	%	%	%	%	%	%
I do not want to be involved in Council processes, but I do want to be informed about Council decisions	22	26	25	21	-	26	20	23	30	19	21	29
I do want to be involved in some of the decisions of Council	76	71	74	77	100	74	77	76	70	81	76	68
I personally do not want to be involved with Council, I want to leave Council to get on with things	2	3	1	1	-	-	3	1	-	-	3	3

These tables measure the degree of involvement desired by respondents. On-line panel respondents are keen to be involved (76%) while of those telephoned, 44% want to be involved. 48% of the general public and 22% of the on-line panel respondents said they would prefer to simply be kept informed of Council's decisions. The spread of interest was similar across the 3 wards.



Q.13.If Council were to ask you personally to contribute to some of their decision making, what method(s) of communication between you and Council would suit you best?

First Responses

Telephone Study – General Public

(Asked only of 220 respondents who wanted to be involved in some of the Council decisions)

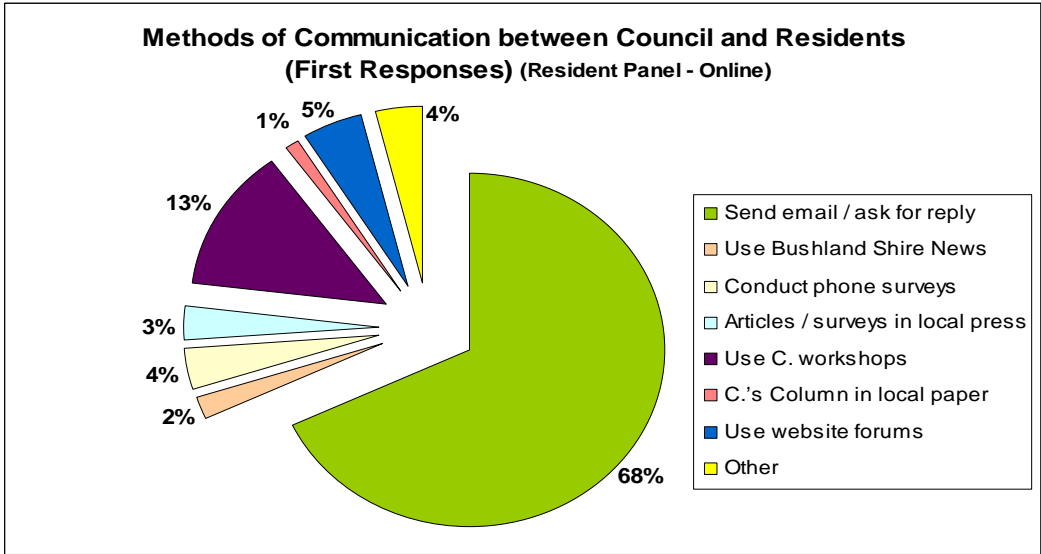
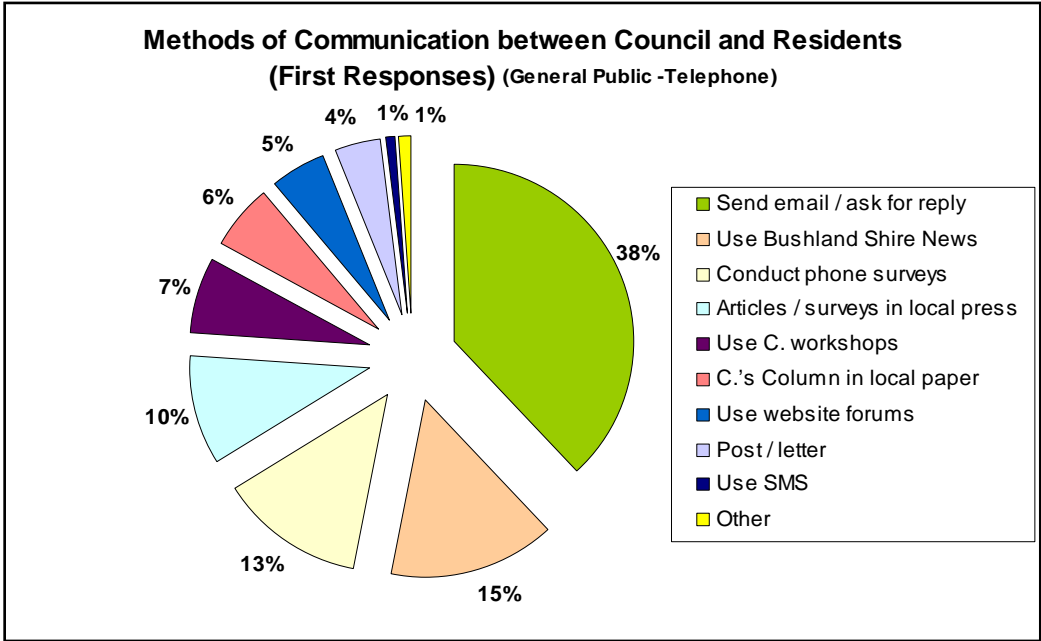
	Total	Age of Respondent					Ward		
		18-24 years	25-39 years	40-55 years	56-75 years	76+ years	Ward A	Ward B	Ward C
No of respondents	220	12	31	98	61	18	68	93	59
	%	%	%	%	%	%	%	%	%
To send you an email outlining the issues and asking you to reply via email	38	50	65	40	26	17	38	43	31
Place articles/survey questions in The Bushland Shire News	15	8	6	11	21	19	16	12	14
To conduct telephone surveys such as this to ask your opinions on specific issues	13	17	10	8	18	24	16	11	14
Place articles/survey questions in the local newspaper	10	8	-	15	7	11	7	10	14
To regularly invite you to attend Council workshops	7	8	10	7	7	6	7	8	7
Via Council's Column in the local paper	6	9	-	7	7	6	9	5	3
Communicate with you via website forums	5	-	9	7	3	-	4	4	8
By post/letter	4	-	-	2	8	11	1	4	7
Communicate with you via SMS	1	-	-	2	2	-	1	1	1
Other	1	-	-	1	1	6	1	2	1

First Responses
On-Line Study – Resident Panel

(Asked only of 237 respondents who wanted to be involved in some of the Council decisions)

	Total	Age of Respondent					Ward		
		18-24 years	25-39 years	40-55 years	56-75 years	76+ years	Ward A	Ward B	Ward C
No of respondents	237	2	23	87	111	14	96	82	58
	%	%	%	%	%	%	%	%	%
To send you an email outlining the issues and asking you to reply via email	68	50	70	69	66	71	70	67	64
To regularly invite you to attend Council workshops	13	-	4	14	14	21	14	9	19
Communicate with you via website forums	5	-	13	7	2	8	1	11	3
To conduct telephone surveys such as this to ask your opinions on specific issues	4	-	-	5	5	-	3	4	5
Place articles/survey questions in the local newspaper	3	50	4	2	4	-	3	2	5
Place articles/survey questions in The Bushland Shire News	2	-	9	-	3	-	3	2	-
Via Council's Column in the local paper	1	-	-	1	2	-	2	1	-
Other	4	-	-	2	6	-	4	4	4

Of those members of the general public who expressed an interest in being involved/consulted, 38% wished to participate via email, 15% wished to receive information and be surveyed through Bushland Shire News and 13% said they would be happy to participate through a telephone survey. On-line panel member respondents primarily want to be communicated with via email (68%) with 13% wanting to regularly attend Council workshops



Q.13.If Council were to ask you personally to contribute to some of their decision making, what method(s) of communication between you and Council would suit you best? (Asked only of 220 respondents who wanted to be involved in some of the Council decisions) (multiple responses)
(Continued)

Other Responses
Telephone Study – General Public

	Total	Age of Respondent					Ward		
		18-24 years	25-39 years	40-55 years	56-75 years	76+ years	Ward A	Ward B	Ward C
No of respondents	220	12	31	98	61	18	68	93	59
	%	%	%	%	%	%	%	%	%
Place articles/survey questions in the local newspaper	22	25	19	19	25	28	26	16	25
Place articles/survey questions in The Bushland Shire News	18	-	10	15	28	22	13	20	19
To send you an email outlining the issues and asking you to reply via email	17	8	16	23	11	6	18	12	24
To conduct telephone surveys such as this to ask your opinions on specific issues	16	17	13	17	16	11	16	16	15
To regularly invite you to attend Council workshops	14	8	13	16	15	6	13	15	14
Communicate with you via website forums	14	25	23	14	8	6	7	18	14
Via Council's Column in the local paper	13	17	13	6	23	11	15	10	15
Communicate with you via SMS	10	33	23	5	10	-	13	11	5
By post/letter	2	-	-	3	3	-	4	2	-
Direct phone call	1	-	-	-	3	-	1	1	-
Other	1	-	-	1	2	6	1	1	2

Other Responses

On-Line Study – Resident Panel

(Asked only of 237 respondents who wanted to be involved in some of the Council decisions- multiple responses)

	Total	Age of Respondent					Ward		
		18-24 years	25-39 years	40-55 years	56-75 years	76+ years	Ward A	Ward B	Ward C
No of respondents	237	2	23	87	111	14	96	82	58
	%	%	%	%	%	%	%	%	%
Place articles/survey questions in the local newspaper	41	-	48	41	41	36	44	37	43
Place articles/survey questions in The Bushland Shire News	39	50	43	30	45	43	43	37	38
Communicate with you via website forums	34	50	39	30	35	36	38	33	29
To regularly invite you to attend Council workshops	28	50	17	25	34	14	31	30	21
To conduct telephone surveys such as this to ask your opinions on specific issues	28	-	13	29	32	21	33	20	31
Via Council's Column in the local paper	27	-	26	22	31	36	30	29	19
To send you an email outlining the issues and asking you to reply via email	24	50	22	24	25	21	25	22	28
Communicate with you via SMS	4	-	4	6	3	7	6	2	3
Other	3	50	4	3	1	-	2	1	5
None	1	-	-	-	3	-	2	1	-

Q.14. Although you do not want to be involved in any of the decision making processes, how would you like to hear about what decisions have been made at Council? (Asked only of 239 respondents who did not want to be involved in Council decisions)

First Responses Telephone Study – General Public

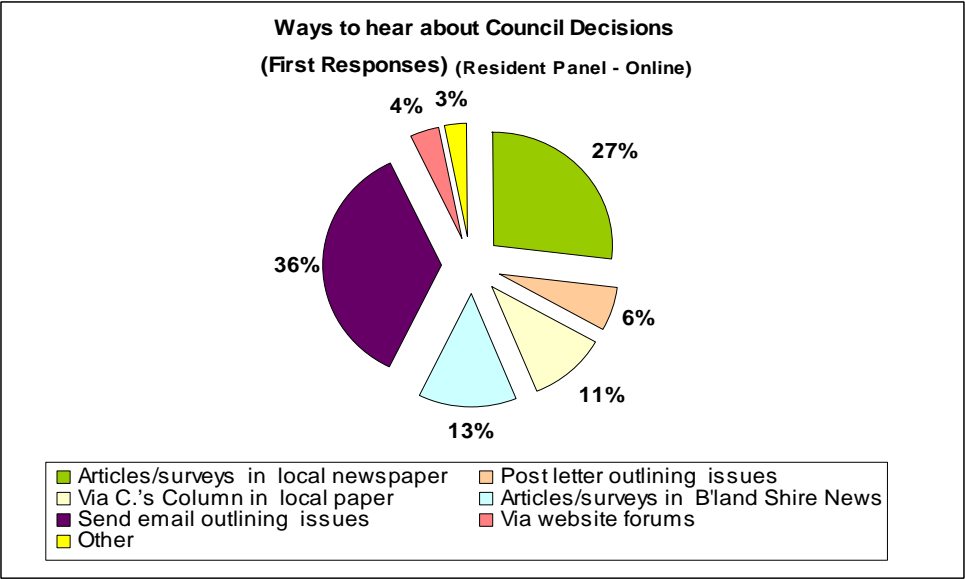
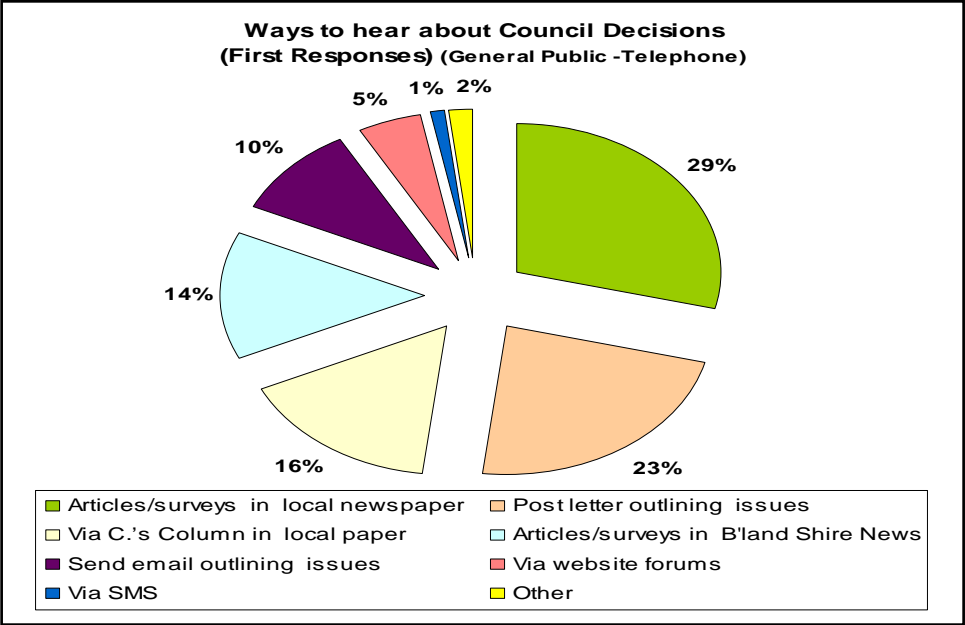
	Total	Age of Respondent					Ward		
		18-24 years	25-39 years	40-55 years	56-75 years	76+ years	Ward A	Ward B	Ward C
No of respondents	239	18	37	77	66	41	71	93	75
	%	%	%	%	%	%	%	%	%
Place articles/survey questions in the local newspaper	29	11	27	28	26	43	25	26	33
Post you a letter outlining the issues	23	38	13	32	18	15	23	23	24
Via C's Column in the local paper	16	28	16	9	14	30	18	13	19
Place articles/survey questions in The Bushland Shire News	14	-	14	10	27	7	18	16	8
To send you an email outlining the issues	10	11	16	12	9	5	8	11	12
Via website forums	5	6	14	5	3	-	3	9	3
Communicate with you via SMS	1	6	-	-	2	-	1	1	-
Other	2	-	-	4	1	-	4	1	1

First Responses On-Line Study – Resident Panel

(Asked only of 70 respondents who did not want to be involved in Council decisions)

	Total	Age of Respondent					Ward		
		18-24 years	25-39 years	40-55 years	56-75 years	76+ years	Ward A	Ward B	Ward C
No of respondents	70	0	8	23	33	6	22	23	25
	%	%	%	%	%	%	%	%	%
Send you an email outlining the issues and asking you to reply	36	x	50	35	33	33	27	39	40
Place articles/survey questions in the local newspaper	27	x	24	18	31	50	41	18	24
Place articles/survey questions in The Bushland Shire News	13	x	-	17	12	17	14	13	12
Via C's Column in the local paper	11	x	13	13	12	-	5	9	20
Post a letter outlining the issues	6	x	-	9	6	-	5	13	-
Via website forums	4	x	13	4	3	-	5	4	4
Other	3	x	-	4	3	-	3	4	-

Of those who did not wish to be involved in the decision-making process, the majority of panel respondents (36%) wanted to be sent an email outlining issues, or to read articles in the local newspaper (27%). Amongst those telephoned articles in the local newspaper was the preferred form of communication at 29%.



Q.14. Although you do not want to be involved in any of the decision making processes, how would you like to hear about what decisions have been made at Council? (Asked only of 239 respondents who did not want to be involved in Council decisions) (multiple responses)
(Continued)

Other Responses
Telephone Study – General Public

	Total	Age of Respondent					Ward		
		18-24 years	25-39 years	40-55 years	56-75 years	76+ years	Ward A	Ward B	Ward C
No of respondents	239	18	37	77	66	41	71	93	75
	%	%	%	%	%	%	%	%	%
Place articles/survey questions in the local newspaper	28	28	24	26	32	32	25	28	32
Post you a letter outlining the issues	23	22	32	19	24	22	32	23	16
Via Council's Column in the local paper	21	-	24	19	23	27	20	24	19
Place articles/survey questions in The Bushland Shire News	21	-	19	26	21	22	25	18	20
To send you an email outlining the issues	10	22	19	8	8	2	11	9	9
Communicate with you via website forums	9	39	8	6	9	2	7	10	11
Communicate with you via SMS	1	-	5	-	-	-	-	-	3
Other	3	-	-	6	3	2	1	6	1
Nothing/no other way	3	6	3	4	3	2	3	3	4

Other Responses

On-Line Study – Resident Panel

(Asked only of 70 respondents who did not want to be involved in Council decisions – multiple responses)

	Total	Age of Respondent					Ward		
		18-24 years	25-39 years	40-55 years	56-75 years	76+ years	Ward A	Ward B	Ward C
No of respondents	70	0	8	23	33	6	22	23	25
	%	%	%	%	%	%	%	%	%
Via Council's Column in the local paper	40	X	25	30	48	50	50	35	36
Place articles/survey questions in The Bushland Shire News	39	X	25	39	39	50	36	48	32
Place articles/survey questions in the local newspaper	36	X	50	35	33	33	14	48	44
To send you an email outlining the issues and asking you to reply via email	21	X	25	26	21	-	23	22	20
Post a letter outlining the issues	20	X	25	13	21	33	9	26	24
Communicate with you via website forums	11	X	25	4	15	-	5	9	20
Communicate with you via SMS	1	X	-	-	3	-	-	4	-
None	1	X	-	-	3	-	-	-	4

Q.15. Considering the broad areas that Council has to think about when make decisions, which two of the following areas do you think are most important? (Asked only of 220 respondents who wanted to be involved in some of the Council decisions)

First Response

Telephone Study – General Public

	Total	Age of Respondent					Ward		
		18-24 years	25-39 years	40-55 years	56-75 years	76+ years	Ward A	Ward B	Ward C
No of respondents	220	12	31	98	61	18	68	93	59
	%	%	%	%	%	%	%	%	%
Infrastructure and services	44	58	58	46	43	22	44	46	46
The Social and cultural wellbeing of residents	20	9	13	23	18	28	22	17	22
The Natural environment	16	25	10	12	21	22	12	17	19
The Local economy and use of resources	12	8	16	11	8	22	16	10	10
The Business of Council	6	-	3	7	8	-	4	9	3
Welfare of the public	1	-	-	-	2	-	1	-	-
Other	1	-	-	1	-	6	1	1	-

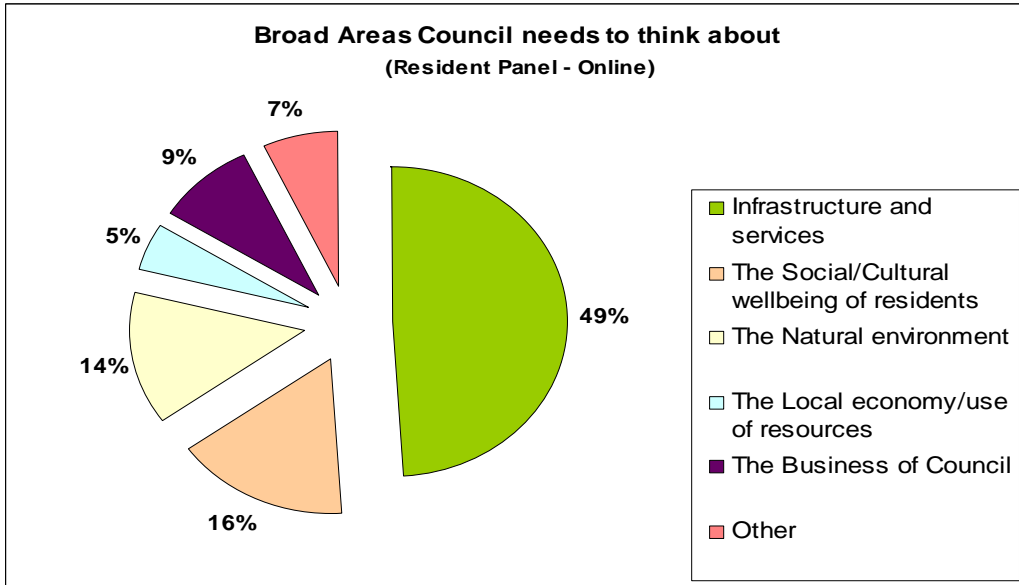
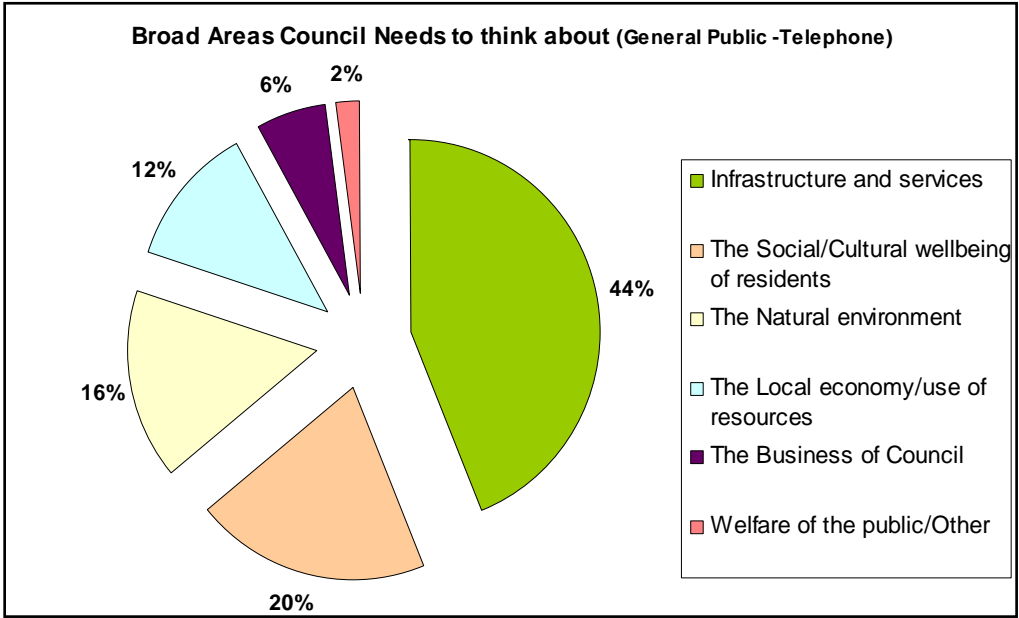
First Response

On-Line Study – Resident Panel

(Asked only of 242 respondents who wanted to be involved in some of the Council decisions)

	Total	Age of Respondent					Ward		
		18-24 years	25-39 years	40-55 years	56-75 years	76+ years	Ward A	Ward B	Ward C
No of respondents	242	2	23	90	113	14	96	85	60
	%	%	%	%	%	%	%	%	%
Infrastructure and services	49	-	48	51	50	29	50	51	45
The Social and cultural wellbeing of residents	16	-	22	17	15	15	16	14	20
The Natural environment	14	50	22	18	11	7	10	15	20
The Business of Council	9	-	-	7	12	21	9	13	4
The Local economy and use of resources	5	50	-	4	4	7	6	4	3
Other	7	-	8	3	8	21	9	3	8

Key issues of concern to residents included infrastructure and services (44% general public and 49% panel), the social and cultural wellbeing of residents (20% general public - 16% panel and the natural environment (16% general public- 14% panel). Those over 76 years of age were those most concerned about the local economy and the business of Council.



Q.15. Considering the broad areas that Council has to think about when make decisions, which two of the following areas do you think are most important? (Asked only of 220 respondents who wanted to be involved in some of the Council decisions) (Continued) (multiple responses)

Second Responses

Telephone Study – General Public

	Total	Age of Respondent					Ward		
		18-24 years	25-39 years	40-55 years	56-75 years	76+ years	Ward A	Ward B	Ward C
No of respondents	220	12	31	98	61	18	68	93	59
	%	%	%	%	%	%	%	%	%
The Social and cultural wellbeing of residents	28	17	19	35	26	17	34	24	27
The Natural environment	27	50	29	26	21	39	25	29	27
Infrastructure and services	19	8	19	21	16	22	22	20	14
The Local economy and use of resources	16	25	29	11	18	11	13	17	19
The Business of Council	8	-	3	6	16	6	6	8	12
Welfare of the public	<1	-	-	1	-	-	-	-	2
Other	1	-	-	-	2	6	-	2	-

Second Response

On-Line Study – Resident Panel

(Asked only of 242 respondents who wanted to be involved in some of the Council decisions)

	Total	Age of Respondent					Ward		
		18-24 years	25-39 years	40-55 years	56-75 years	76+ years	Ward A	Ward B	Ward C
No of respondents	242	2	23	90	113	14	96	85	60
	%	%	%	%	%	%	%	%	%
The Social and cultural wellbeing of residents	31	100	30	32	27	43	32	28	33
The Natural environment	26	-	30	27	28	7	28	27	23
Infrastructure and services	22	-	26	21	21	29	18	26	23
The Local economy and use of resources	13	-	9	16	11	21	16	12	8
The Business of Council	5	-	4	3	7	-	3	5	8
Other	1	-	-	1	2	-	1	1	2
None	2	-	-	-	4	-	2	1	2

Q.16. And which of the following would interest you most to have input into? (Asked only of 220 respondents who wanted to be involved in some of the Council decisions) (multiple responses)

First Response

Telephone Study – General Public

	Total	Age of Respondent					Ward		
		18-24 years	25-39 years	40-55 years	56-75 years	76+ years	Ward A	Ward B	Ward C
No of respondents	220	12	31	98	61	18	68	93	59
	%	%	%	%	%	%	%	%	%
Issues in your local area	65	33	61	69	66	67	75	58	64
Issues and topics throughout the Shire	22	33	23	21	21	17	18	28	17
The business of Council (i.e. the way Council conducts itself as an organisation)	12	33	13	8	13	11	7	13	15
None of these	1	-	3	1	-	6	-	1	3

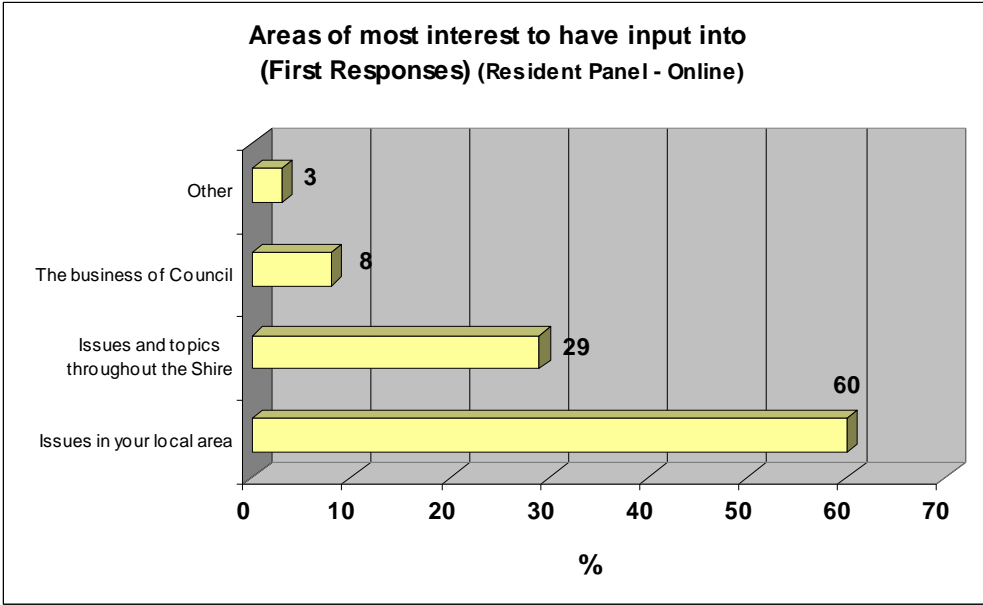
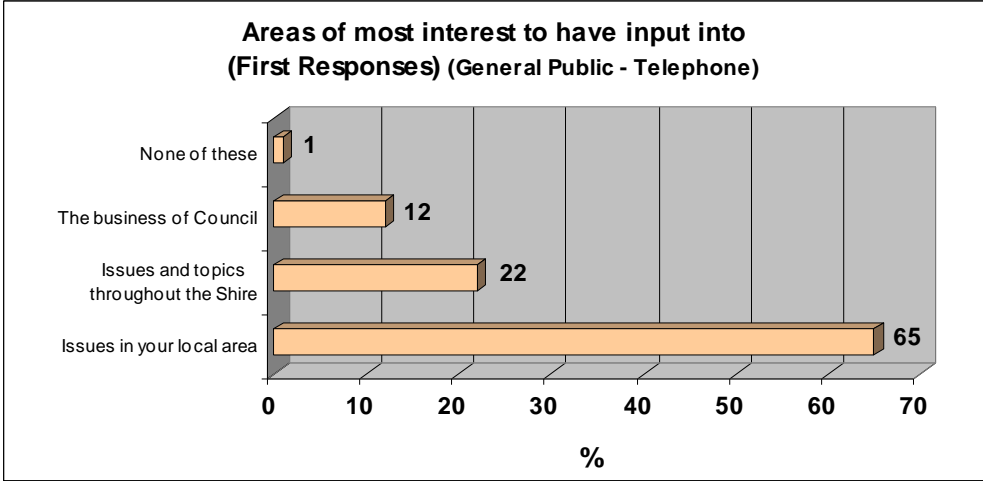
First Response

On-Line Study – Resident Panel

(Asked only of 307 respondents who wanted to be involved in some of the Council decisions)

	Total	Age of Respondent					Ward		
		18-24 years	25-39 years	40-55 years	56-75 years	76+ years	Ward A	Ward B	Ward C
No of respondents	307	2	31	110	144	20	118	105	83
	%	%	%	%	%	%	%	%	%
Issues in your local area	60	100	61	67	58	25	61	56	61
Issues and topics throughout the Shire	29	-	32	25	29	50	28	33	27
The business of Council (i.e. the way Council conducts itself as an organisation)	8	-	6	5	9	20	8	10	7
Other	3	-	-	2	4	5	3	1	5

Amongst those who wished to be involved with Council decision-making, issues in the local area rated very highly amongst all age groups above 25 years of age (61% up to 69%), particularly amongst those living in Ward A: - (75% general public) and Ward C: - (64% on-line panel).



Other Responses

Telephone Study – General Public

	Total	Age of Respondent					Ward		
		18-24 years	25-39 years	40-55 years	56-75 years	76+ years	Ward A	Ward B	Ward C
No of respondents	220	12	31	98	61	18	68	93	59
	%	%	%	%	%	%	%	%	%
Issues and topics throughout the Shire	45	33	45	45	51	28	50	41	44
Issues in your local area	24	50	26	19	25	22	15	27	29
The business of Council (i.e. the way Council conducts itself as an organisation)	21	33	16	20	20	28	21	23	19
Other	2	-	-	4	-	-	1	2	2
None of these	12	-	13	12	8	28	16	10	10

Other Responses

On-Line Study – Resident Panel

(Asked only of 307 respondents who wanted to be involved in some of the Council decisions – multiple responses)

	Total	Age of Respondent					Ward		
		18-24 years	25-39 years	40-55 years	56-75 years	76+ years	Ward A	Ward B	Ward C
No of respondents	307	2	31	110	144	20	118	105	83
	%	%	%	%	%	%	%	%	%
Issues and topics throughout the Shire	49	50	48	48	51	35	47	50	47
Issues in your local area	29	-	29	26	28	55	27	31	30
The business of Council (i.e. the way Council conducts itself as an organisation)	21	50	35	17	22	20	24	22	18
Other	5	-	3	5	6	-	6	3	5
None	5	-	-	9	3	-	6	4	5

Q.17. As a local resident, what do you value most about living in the Hornsby Shire? (multiple responses)

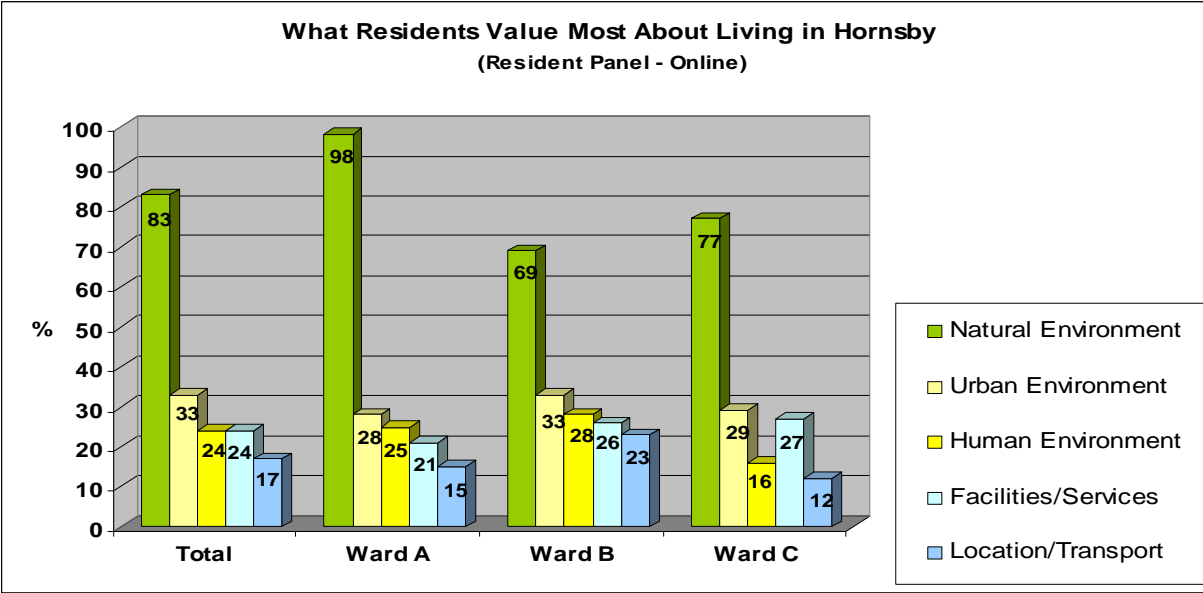
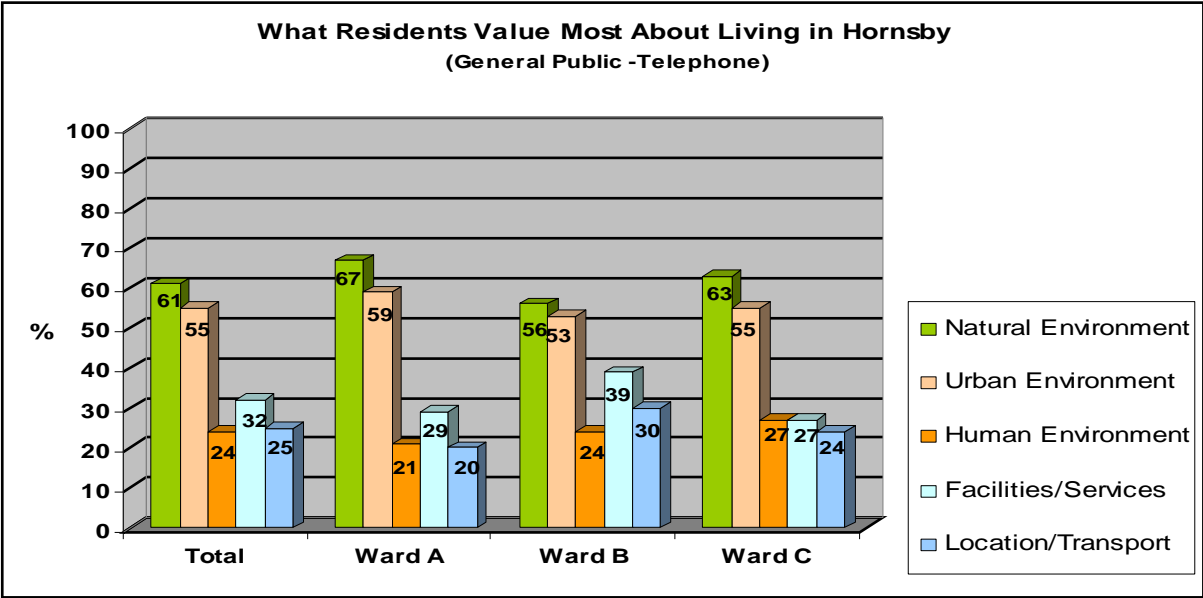
Category Results Telephone Study – General Public

	Total	No. of years in Shire			Involvement with Council			Age of Respondent					Ward		
		5 years or less	6-10 years	More than 10 years	No involvement, but informed	Yes want to be involved	No involvement at all	18-24 years	25-39 years	40-55 years	56-75 years	76+ years	Ward A	Ward B	Ward C
No of respondents	500	60	107	333	239	220	41	31	73	183	143	70	150	200	150
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Natural Environment	61	58	60	62	58	68	44	26	64	67	64	51	67	56	63
Urban Environment	55	57	62	53	58	52	61	74	51	59	50	53	59	53	55
Human Environment	24	20	30	23	24	24	24	26	32	25	20	21	21	24	27
Facilities/ Amenities/Sevices	32	32	35	32	31	33	39	13	26	34	41	24	29	39	27
Location/Trnsport	25	28	21	26	27	23	24	16	22	24	32	20	20	30	24

Most telephoned residents between 25 and 75 years of age value Hornsby's natural environment (64% to 67%), ahead of issues associated with the urban environment (50% to 59%) or the human environment (20% to 32%). By contrast the 18-24 year olds valued the urban environment (74%) ahead of the natural and human environment (both 26%).

Category Results On-Line Study – Resident Panel

	Total	No. of years in Shire			Involvement with Council			Age of Respondent					Ward		
		5 years or less	6-10 years	More than 10 years	No involvement, but informed	Yes want to be involved	No involvement at all	18-24 years	25-39 years	40-55 years	56-75 years	76+ years	Ward A	Ward B	Ward C
No of respondents	312	31	53	228	70	237	5	2	31	113	146	20	118	108	85
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Natural Environment	83	90	80	82	77	85	40	50	87	82	85	60	98	69	77
Urban Environment	33	45	43	29	25	35	40	50	35	22	25	30	28	33	29
Human Environment	24	26	21	24	19	25	-	-	32	27	21	15	25	28	16
Facilities/ Amenities/Sevices	24	23	19	25	25	24	20	-	29	23	22	35	21	26	27
Location/Trnsport	17	23	11	17	11	17	60	-	19	13	19	20	15	23	12



Q.17. As a local resident, what do you value most about living in the Hornsby Shire? (*multiple responses*) (Continued)

Detailed Results
Telephone Study – General Public

	Total	No. of years lived in Shire			Degree of Involvement with Council			Age of Respondent					Ward		
		5 years or less	6-10 years	More than 10 years	No involvement, but informed	Yes want to be involved	No involvement at all	18-24 years	25-39 years	40-55 years	56-75 years	76+ years	Ward A	Ward B	Ward C
No of respondents	500	60	107	333	239	220	41	31	73	183	143	70	150	200	150
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Natural Environment															
Bushland/proximity	33	30	28	35	34	34	15	-	34	38	36	24	39	28	33
Trees	14	7	15	16	14	16	10	6	12	14	20	10	10	11	23
Natural environment	9	12	7	10	7	13	2	-	11	11	10	4	9	8	12
Parks	8	7	12	8	10	9	-	3	11	10	6	7	5	8	12
Open spaces	8	3	7	9	7	9	5	3	8	8	5	14	11	5	9
Semi-rural/country feel/proximity	8	7	7	8	6	9	7	13	3	10	8	4	11	8	3
Green/greenery	6	8	8	5	5	8	5	3	7	10	5	-	3	6	9
Clean/fresh air	4	2	4	4	3	4	7	-	3	3	5	6	5	4	3
National parks/reserves	3	2	2	4	2	5	2	-	1	4	3	3	5	2	3
Preservation/consideration of environment	3	-	7	2	3	4	-	-	3	4	4	-	4	3	2
Birds/wildlife	2	-	2	2	3	1	-	-	-	2	3	3	3	1	2
Close to waterways/Bobbin Head/Berowra waters/Hawkesbury complex	1	-	2	2	1	2	-	-	1	2	1	1	4	-	1

Detailed Results Telephone Study – General Public

	Total	No. of years lived in Shire			Degree of Involvement with Council			Age of Respondent					Ward		
		5 years or less	6-10 years	More than 10 years	No involvement, but informed	Yes want to be involved	No involvement at all	18-24 years	25-39 years	40-55 years	56-75 years	76+ years	Ward A	Ward B	Ward C
No of respondents	500	60	107	333	239	220	41	31	73	183	143	70	150	200	150
Urban Environment															
Quiet/peaceful/atmosphere	17	17	20	16	17	17	17	23	12	19	16	17	21	17	13
Safe/Security/low crime	12	15	11	11	13	10	12	45	10	14	6	6	10	11	14
Not overcrowded/overdeveloped/low density housing	10	12	11	9	10	10	7	3	14	14	8	3	14	7	10
Good environment	9	10	9	9	7	13	7	3	10	13	8	4	7	11	10
Like area/nice area to live in	9	7	10	10	12	6	12	6	3	10	11	13	5	11	12
Clean/garbage collection/recycling	6	5	11	4	5	5	10	6	5	5	6	7	6	6	5
Beautiful area	4	3	6	3	5	2	5	3	1	4	5	3	3	4	3
Not too many high rise/units	3	3	4	3	3	4	-	-	1	4	4	3	4	4	2
Privacy/Solitude/Seclusion	3	2	3	3	3	2	10	6	4	2	2	3	5	3	1
Less traffic congestion/busy roads	2	-	5	2	2	2	5	-	1	3	1	3	2	2	3
Heritage buildings/history/nice houses	2	2	2	2	1	2	2	-	1	2	3	-	2	1	3
Large blocks of land/gardens	2	2	-	2	2	1	-	-	-	-	3	6	2	1	2
Village atmosphere	1	-	-	2	2	1	-	-	-	2	2	1	3	1	1

The proximity to the bushland was the most frequently mentioned feature amongst all people 25 years of age and over, However the younger respondents 18 - 24 years of age who had rated the urban environment as their top priority claimed safety and security (45%) and a quiet, peaceful atmosphere (23%) as their major reasons for liking the area.

Detailed Results
Telephone Study – General Public

	Total	No. of years lived in Shire			Degree of Involvement with Council			Age of Respondent					Ward		
		5 years or less	6-10 years	More than 10 years	No involvement, but informed	Yes want to be involved	No involvement at all	18-24 years	25-39 years	40-55 years	56-75 years	76+ years	Ward A	Ward B	Ward C
No of respondents	500	60	107	333	239	220	41	31	73	183	143	70	150	200	150
Human Environment															
Community/feeling/spirit/involvement	12	10	17	10	8	16	5	19	14	14	10	3	10	11	14
Friendly	6	5	8	5	6	5	10	10	5	5	7	4	7	4	7
Lived here all my life/long time/grew up here	4	-	2	6	6	2	10	3	5	2	6	9	3	6	5
Friends/family live here/know people here	3	-	2	4	3	4	2	6	4	1	4	4	3	4	3
Good/nice people/like the people	3	3	4	2	3	3	-	3	1	5	1	1	3	2	3
Good neighbours	2	2	3	2	3	<1	2	6	1	1	2	3	1	2	3
Family atmosphere/environment/good for families	2	3	6	<1	1	2	2	-	8	2	-	-	1	2	2

Detailed Results
Telephone Study – General Public

	Total	No. of years lived in Shire			Degree of Involvement with Council			Age of Respondent					Ward		
		5 years or less	6-10 years	More than 10 years	No involvement, but informed	Yes want to be involved	No involvement at all	18-24 years	25-39 years	40-55 years	56-75 years	76+ years	Ward A	Ward B	Ward C
No of respondents	500	60	107	333	239	220	41	31	73	183	143	70	150	200	150
Facilities/Amenities/Services															
Shops/Shopping	13	13	7	14	15	9	15	6	4	13	20	10	16	15	7
Good facilities/amenities/services	10	12	11	9	9	12	7	6	12	10	10	9	7	17	5
Schools	6	10	7	6	6	7	7	-	11	8	6	1	5	8	6
Council well run/effective/doing good job/looks after area well	5	2	7	5	3	6	15	-	3	4	8	6	5	6	5
Sporting facilities/ovals	3	2	1	4	3	5	-	-	3	5	3	1	1	5	3
Other facilities/amenities /services	3	2	3	3	3	2	2	3	4	3	1	3	2	5	1
Hospitals/Medical/ Health care facilities	3	3	1	3	3	3	2	-	1	2	5	3	3	4	1
Library	3	2	2	3	3	2	5	-	1	2	5	3	2	2	4
Council helpful/ communicative/ keeps us informed	2	-	3	2	2	1	2	-	-	2	2	1	1	1	3
Children's playgrounds/ facilities	2	2	4	1	2	1	-	-	3	3	1	-	2	2	1
Infrastructure	1	2	3	1	<1	2	2	3	-	2	1	1	1	2	2
Social/recreational facilities	1	2	-	2	2	1	-	-	-	3	1	-	-	3	1

Detailed Results
Telephone Study – General Public

	Total	No. of years lived in Shire			Degree of Involvement with Council			Age of Respondent					Ward		
		5 years or less	6-10 years	More than 10 years	No involvement, but informed	Yes want to be involved	No involvement at all	18-24 years	25-39 years	40-55 years	56-75 years	76+ years	Ward A	Ward B	Ward C
No of respondents	500	60	107	333	239	220	41	31	73	183	143	70	150	200	150
Location/Transport															
Public transport access	15	22	5	17	16	14	15	10	11	10	22	17	13	18	13
Central/location/convenient/close to everything	6	3	9	6	6	6	7	-	5	8	9	1	7	6	7
Close to City	4	2	5	5	5	4	2	3	4	5	5	-	3	6	3
Away from City	2	3	2	2	2	2	2	6	3	1	2	1	1	4	1
Roads/highways/freeway	2	2	2	2	2	1	2	-	1	2	2	1	1	2	3
Nothing	2	2	4	1	3	1	-	-	-	1	1	6	1	2	1
Other	6	5	7	5	5	7	-	3	10	7	3	4	6	7	5

Detailed Results
On-Line Study – Resident Panel

	Total	No. of years lived in Shire			Degree of Involvement with Council			Age of Respondent					Ward		
		5 years or less	6-10 years	More than 10 years	No involvement, but informed	Yes want to be involved	No involvement at all	18-24 years	25-39 years	40-55 years	56-75 years	76+ years	Ward A	Ward B	Ward C
No of respondents	312	31	53	228	70	237	5	2	31	113	146	20	118	108	85
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Natural Environment															
Green environment/ Bushland/	66	71	72	63	64	67	40	50	71	67	65	55	71	61	64
Safe area/ peaceful	10	13	6	11	7	11	-	-	13	8	12	5	13	6	11
Rural environment	4	-	-	6	3	5	-	-	3	3	6	-	9	-	2
Waterways	3	6	2	2	3	3	-	-	-	4	2	-	5	2	-
Urban Environment															
Close to amenities /shopping centres /libraries	22	26	26	21	14	24	40	50	26	18	24	25	18	28	21
Residential dwelling/low density/not busy	8	16	9	6	10	7	-	-	6	13	4	5	7	10	6
Good schools	2	-	4	2	1	2	-	-	6	1	1	5	2	4	-
Affordable housing	1	3	4	-	-	2	-	-	3	3	-	-	1	1	2
Human Environment															
People share similar values/ commnty/lifestyle	21	23	19	21	19	22	-	-	29	23	19	15	20	26	16
Cultural diversity	3	3	2	3	-	3	-	-	3	4	2	-	5	2	-
Facilities/Amenities/Services															
Access to open space/recreational activities	16	13	15	16	9	18	20	-	26	19	12	10	15	18	15
Responsible council staff	8	10	4	9	16	6	-	-	3	4	10	25	6	8	12
Location/Transport															
Good transport/ not far from city	17	23	11	17	11	17	60	-	19	13	19	20	15	23	12

Q.18. Which local newspapers do you read/look through regularly (that is at least 1 in every 3 issues)?

Telephone Study – General Public

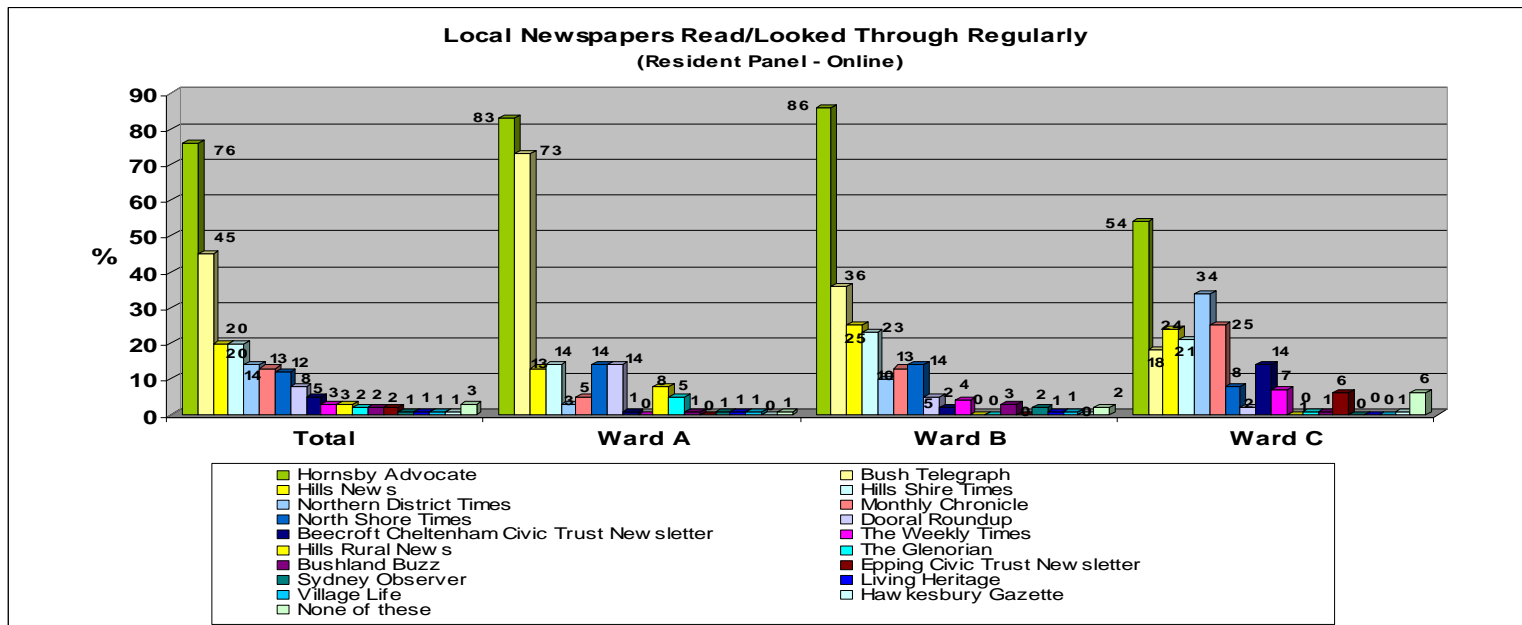
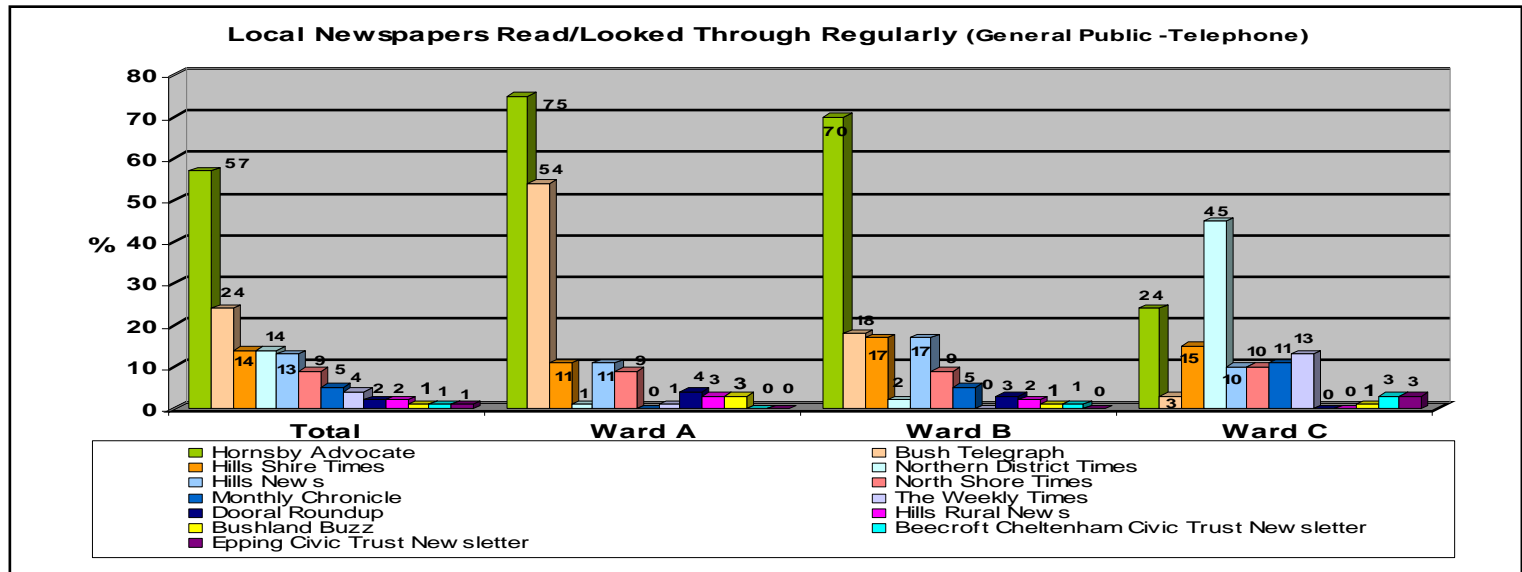
	Total	Age of Respondent					Ward		
		18-24 years	25-39 years	40-55 years	56-75 years	76+ years	Ward A	Ward B	Ward C
No of respondents	500	31	73	183	143	70	150	200	150
	%	%	%	%	%	%	%	%	%
Hornsby Advocate	57	32	59	56	63	59	75	70	24
Bush Telegraph	24	6	22	25	29	21	54	18	3
Hills Shire Times	14	16	22	16	12	7	11	17	15
Northern District Times	14	10	8	17	15	16	1	2	45
Hills News	13	10	14	11	16	11	11	17	10
North Shore Times	9	6	11	9	11	6	9	9	10
Monthly Chronicle	5	3	3	5	8	4	-	5	11
The Weekly Times	4	-	1	4	4	9	1	-	13
Dooral Roundup	2	3	3	3	1	-	4	3	-
Hills Rural News	2	6	1	2	1	-	3	2	-
Bushland Buzz	1	-	3	3	-	-	3	1	1
Beecroft Cheltenham Civic Trust Newsletter	1	-	1	1	1	3	-	1	3
Epping Civic Trust Newsletter	1	3	3	1	1	-	-	-	3
Hawkesbury Courier	1	-	1	1	-	-	1	1	-
The Glenorian	1	-	-	1	1	-	2	1	1
Living Heritage	1	-	-	2	-	-	1	1	-
Sydney Observer	<1	-	-	-	1	-	-	1	-
Hawkesbury Gazette	<1	-	-	1	-	-	1	-	-
Village Life	<1	-	-	1	-	-	1	-	-
None of these	11	35	11	10	3	16	8	13	10

Local papers appear to be well read in Hornsby Shire, with the Hornsby Advocate read by 57% of those telephoned and 76% of those interviewed on line. Readership of the Advocate was particularly high in Ward A (75%) and Ward B (70%) and by all people aged over 25 years (56% to 63%). The Bush Telegraph was also well read by those in Ward A (54%), while the Northern District Times polled well at 45% of residents living in Ward C .

Of the on-line panel respondents 76% regularly read the Advocate, 45% the Bush Telegraph but only 14% read the Northern District Times.

On-Line Study – Resident Panel

	Total	Age of Respondent					Ward		
		18-24 years	25-39 years	40-55 years	56-75 years	76+ years	Ward A	Ward B	Ward C
No of respondents	312	2	31	113	146	20	118	108	85
	%	%	%	%	%	%	%	%	%
Hornsby Advocate	76	100	77	75	77	70	83	86	54
Bush Telegraph	45	50	39	42	47	50	73	36	18
Hills News	20	-	13	25	21	5	13	25	24
Hills Shire Times	20	-	13	23	20	10	14	23	21
Northern District Times	14	-	10	14	14	25	3	10	34
Monthly Chronicle	13	-	10	13	15	10	5	13	25
North Shore Times	12	50	3	16	11	10	14	14	8
Dooral Roundup	8	-	-	4	13	-	14	5	2
Beecroft Cheltenham Civic Trust Newsletter	5	-	-	4	8	-	1	2	14
The Weekly Times	3	-	3	4	3	5	-	4	7
Hills Rural News	3	-	-	3	4	-	8	-	-
The Glenorian	2	-	-	-	5	-	5	-	1
Bushland Buzz	2	-	-	2	1	5	1	3	1
Epping Civic Trust Newsletter	2	-	-	1	3	-	-	-	6
Sydney Observer	1	-	-	1	1	-	1	2	-
Living Heritage	1	-	-	-	1	-	1	1	-
Village Life	1	-	-	-	1	-	1	1	-
Hawkesbury Gazette	<1	-	-	1	-	-	-	-	1
None of these	3	-	6	2	3	-	1	2	6



Demographics:

Ownership status:

Telephone Study – General Public

	Total	Degree of Involvement with Council			Ward		
		No involvement, but informed	Yes want to be involved	No involvement at all	Ward A	Ward B	Ward C
No of respondents	500	239	220	41	150	200	150
	%	%	%	%	%	%	%
Renting	14	18	10	7	15	13	14
Buying/Own your home	86	82	90	93	85	87	86

On-Line Study – Resident Panel

	Total	Degree of Involvement with Council			Ward		
		No involvement, but informed	Yes want to be involved	No involvement at all	Ward A	Ward B	Ward C
No of respondents	312	70	237	5	118	108	85
	%	%	%	%	%	%	%
Renting	4	4	5	-	4	5	5
Buying/Own your home	96	96	95	100	96	95	95

Length of time lived in Hornsby Shire:

Telephone Study – General Public

	Total	Degree of Involvement with Council			Ward		
		No involvement, but informed	Yes want to be involved	No involvement at all	Ward A	Ward B	Ward C
No of respondents	500	239	220	41	150	200	150
	%	%	%	%	%	%	%
5 years or less	12	12	12	10	9	16	10
6 – 10 years	21	23	21	15	22	22	21
More than 10 years	67	65	67	75	69	62	69

On-Line Study – Resident Panel

	Total	Degree of Involvement with Council			Ward		
		No involvement, but informed	Yes want to be involved	No involvement at all	Ward A	Ward B	Ward C
No of respondents	312	70	237	5	118	108	85
	%	%	%	%	%	%	%
5 years or less	10	11	9	20	8	13	9
6 – 10 years	17	19	16	20	13	18	21
More than 10 years	73	70	75	60	79	69	70

Q.21. Do you do any paid work within the Hornsby Shire?

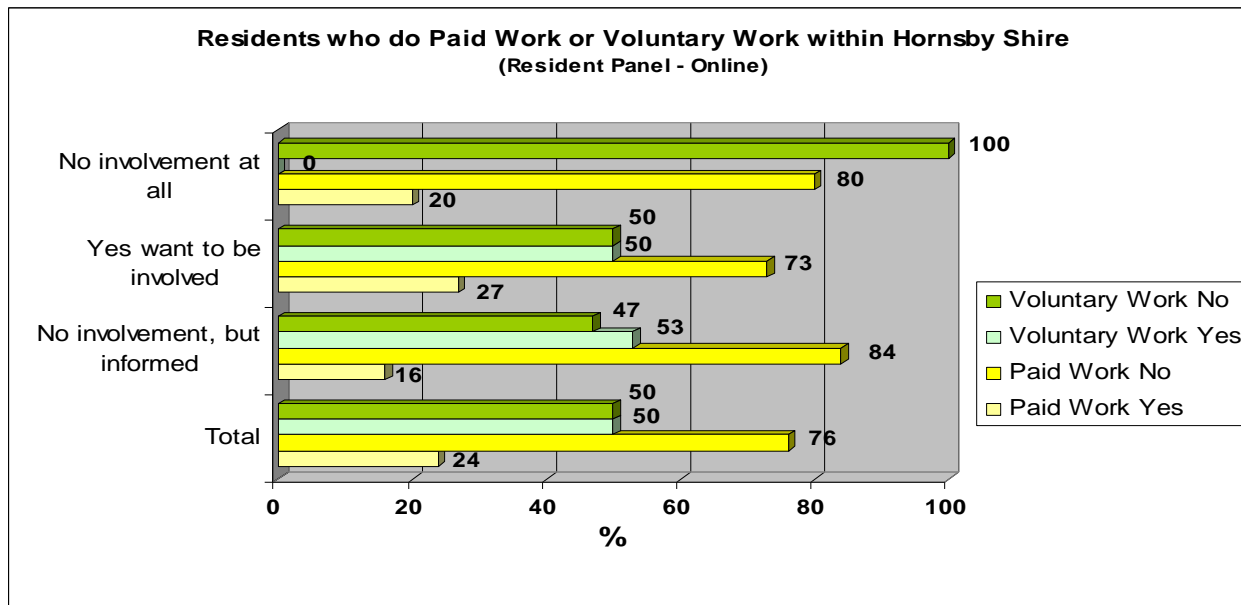
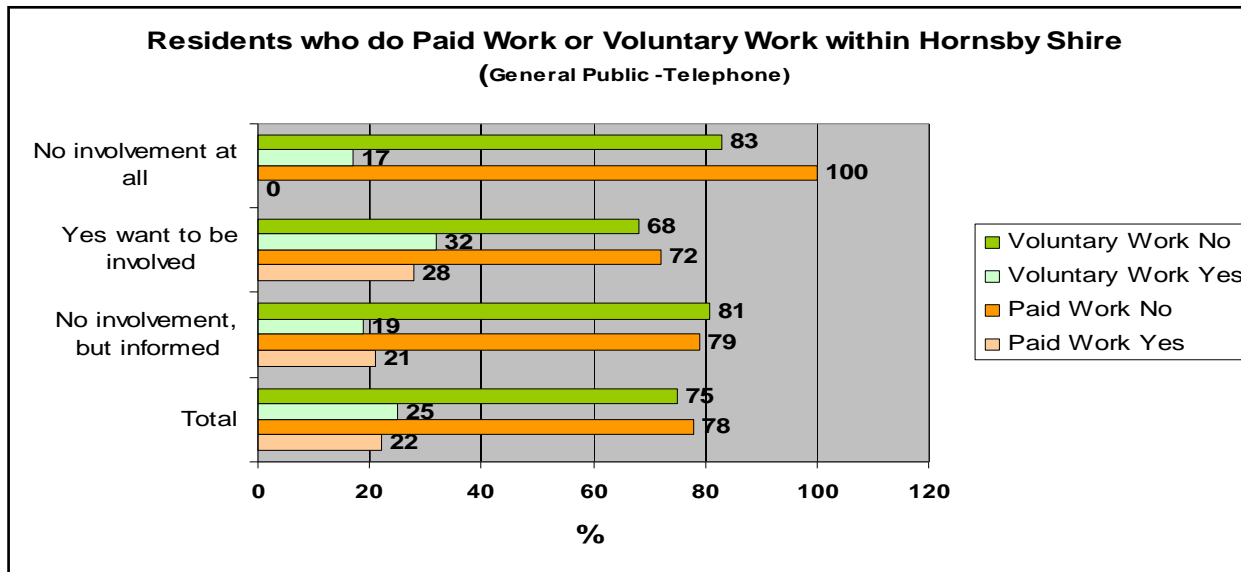
Q.22. Do you do any voluntary work in the Hornsby Shire in your spare time?

Telephone Study – General Public

	Total	Degree of Involvement with Council			Ward		
		No involvement, but informed	Yes want to be involved	No involvement at all	Ward A	Ward B	Ward C
No of respondents	500	239	220	41	150	200	150
	%	%	%	%	%	%	%
Paid work in the Shire							
Yes	22	21	28	-	32	21	14
No	78	79	72	100	68	79	86
Voluntary work in the Shire							
Yes	25	19	32	17	24	24	27
No	75	81	68	83	76	77	73

On-Line Study – Resident Panel

	Total	Degree of Involvement with Council			Ward		
		No involvement, but informed	Yes want to be involved	No involvement at all	Ward A	Ward B	Ward C
No of respondents	312	70	237	5	118	108	85
	%	%	%	%	%	%	%
Paid work in the Shire							
Yes	24	16	27	20	31	16	25
No	76	84	73	80	69	84	75
Voluntary work in the Shire							
Yes	50	53	50	-	54	43	53
No	50	47	50	100	46	57	47



Household Status:

Telephone Study – General Public

	Total	Degree of Involvement with Council			Ward		
		No involvement, but informed	Yes want to be involved	No involvement at all	Ward A	Ward B	Ward C
No of respondents	500	239	220	41	150	200	150
	%	%	%	%	%	%	%
Single (18-30 years) living alone/with others not related	4	4	3	10	3	6	3
Young Couple – no children	2	1	4	2	3	3	1
Family with majority of children under 12 years	21	22	23	10	24	20	21
Family with majority of children over 12 years/adult children	30	27	34	22	28	30	31
Mature couple/Single – no children/children left home	43	46	36	56	42	41	44

On-Line Study – Resident Panel

	Total	Degree of Involvement with Council			Ward		
		No involvement, but informed	Yes want to be involved	No involvement at all	Ward A	Ward B	Ward C
No of respondents	312	70	237	5	118	108	85
	%	%	%	%	%	%	%
Single (18-30 years) living alone/with others not related	1	-	1	-	1	-	1
Young Couple – no children	2	4	2	-	2	3	2
Family with majority of children under 12 years	18	14	19	20	17	16	21
Family with majority of children over 12 years/adult children	29	26	29	40	29	33	22
Mature couple/Single – no children/children left home	50	56	49	40	51	48	54

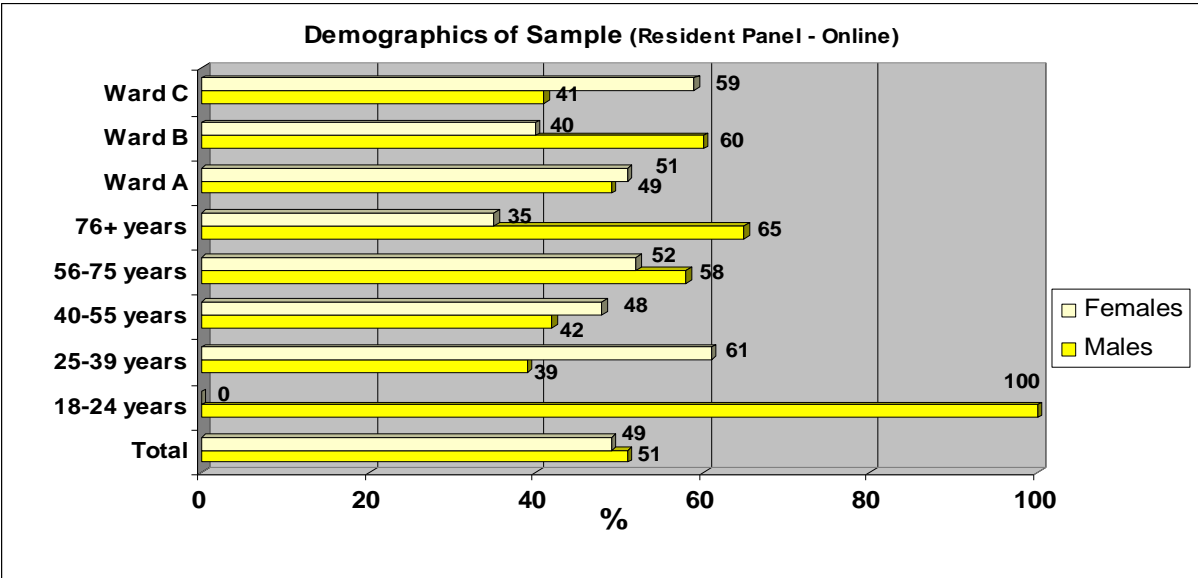
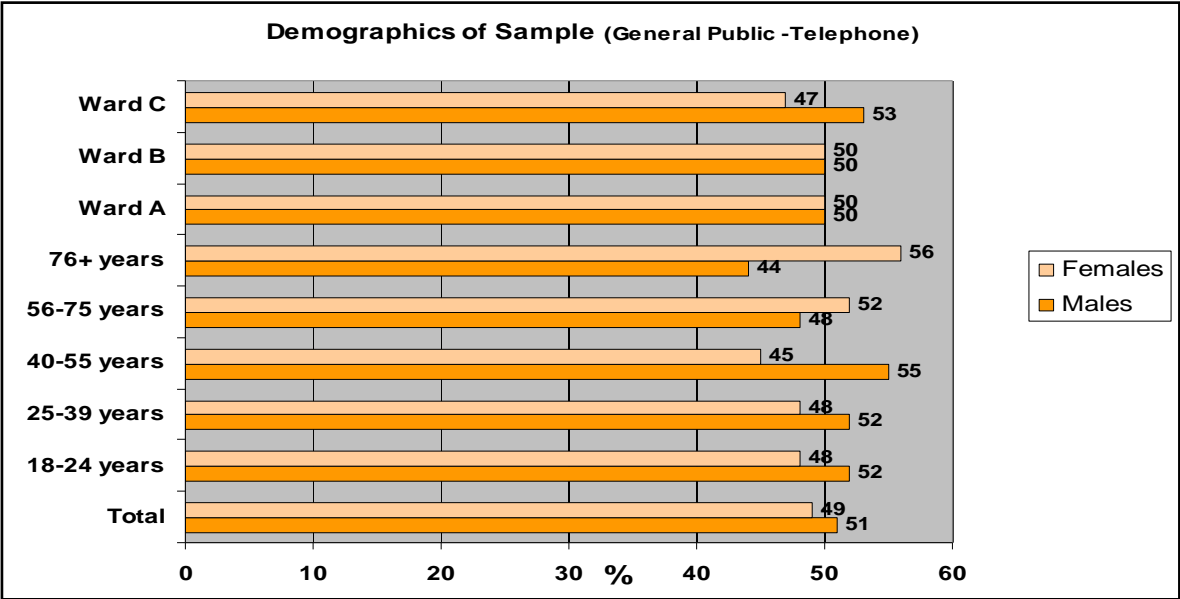
Gender

Telephone Study – General Public

	Total	Degree of Involvement with Council			Age of Respondent					Ward		
		No involvement, but informed	Yes want to be involved	No involvement at all	18-24 years	25-39 years	40-55 years	56-75 years	76+ years	Ward A	Ward B	Ward C
No of respondents	500	239	220	41	31	73	183	143	70	150	200	150
	%	%	%	%	%	%	%	%	%	%	%	%
Male	51	46	55	56	52	52	55	48	44	50	50	53
Female	49	54	45	44	48	48	45	52	56	50	50	47

On-Line Study – Resident Panel

	Total	Degree of Involvement with Council			Age of Respondent					Ward		
		No involvement, but informed	Yes want to be involved	No involvement at all	18-24 years	25-39 years	40-55 years	56-75 years	76+ years	Ward A	Ward B	Ward C
No of respondents	312	70	237	5	2	31	113	146	20	118	108	85
	%	%	%	%	%	%	%	%	%	%	%	%
Male	51	41	53	80	100	39	42	58	65	49	60	41
Female	49	59	47	20	-	61	58	42	35	51	40	59



Age bracket:

Telephone Study – General Public

	Total	Degree of Involvement with Council			Ward		
		No involvement, but informed	Yes want to be involved	No involvement at all	Ward A	Ward B	Ward C
No of respondents	500	239	220	41	150	200	150
	%	%	%	%	%	%	%
18-24 years	6	8	5	2	4	9	5
25 – 39 years	15	15	14	12	17	15	12
40 – 55 years	37	32	45	20	42	33	37
56 – 75 years	29	28	28	39	27	28	32
76+ years	13	17	8	27	10	15	14

On-Line Study – Resident Panel

	Total	Degree of Involvement with Council			Ward		
		No involvement, but informed	Yes want to be involved	No involvement at all	Ward A	Ward B	Ward C
No of respondents	312	70	237	5	118	108	85
	%	%	%	%	%	%	%
18-24 years	1	-	1	-	2	-	-
25 – 39 years	10	11	10	-	7	14	9
40 – 55 years	36	33	37	60	32	36	41
56 – 75 years	47	47	47	40	53	44	42
76+ years	6	9	5	-	6	6	8

Ward:

Telephone Study – General Public

	Total	No of years lived in the Shire			Degree of Involvement with Council			Age of Respondent				
		5 years or less	6-10 years	More than 10 years	No involvement, but informed	Yes want to be involved	No involvement at all	18-24 years	25-39 years	40-55 years	56-75 years	76+ years
No of respondents	500	60	107	333	239	220	41	31	73	183	143	70
	%	%	%	%	%	%	%	%	%	%	%	%
Ward A	30	22	31	31	30	31	27	19	34	34	28	23
Ward B	40	53	40	38	39	42	34	55	41	36	38	47
Ward C	30	25	29	31	31	27	39	26	25	30	34	30

On Line Study – Resident Panel

	Total	No of years lived in the Shire			Degree of Involvement with Council			Age of Respondent				
		5 years or less	6-10 years	More than 10 years	No involvement, but informed	Yes want to be involved	No involvement at all	18-24 years	25-39 years	40-55 years	56-75 years	76+ years
No of respondents	312	31	53	228	70	237	5	2	31	113	146	20
	%	%	%	%	%	%	%	%	%	%	%	%
Ward A	26	16	19	29	16	29	-	50	13	21	30	35
Ward B	16	13	13	17	13	16	20	-	10	15	17	20
Ward C	20	16	26	19	26	18	40	-	13	22	21	15
Don't Know	38	55	42	35	45	37	40	50	64	42	32	30

Willingness to be part of future Focus Groups:

Telephone Study – General Public

	Total	Degree of Involvement with Council			Age of Respondent					Ward		
		No involvement, but informed	Yes want to be involved	No involvement at all	18-24 years	25-39 years	40-55 years	56-75 years	76+ years	Ward A	Ward B	Ward C
No of respondents	500	239	220	41	31	73	183	143	70	150	200	150
	%	%	%	%	%	%	%	%	%	%	%	%
Yes – want to be part of focus group	61	49	80	22	55	53	70	69	31	65	57	63
No – not interested	39	51	20	78	45	47	30	31	69	35	43	37

On-Line Study – Resident Panel

	Total	Degree of Involvement with Council			Age of Respondent					Ward		
		No involvement, but informed	Yes want to be involved	No involvement at all	18-24 years	25-39 years	40-55 years	56-75 years	76+ years	Ward A	Ward B	Ward C
No of respondents	312	70	237	5	2	31	113	146	20	118	108	85
	%	%	%	%	%	%	%	%	%	%	%	%
Yes – want to be part of focus group	64	36	73	-	100	55	58	71	55	67	64	60
Maybe	29	50	23	40	-	35	33	25	40	27	31	32
No – not interested	7	14	4	60	-	10	9	4	5	6	5	8

Whilst this particular form of contribution was not canvassed in any detail in the body of the research, when asked as the end of the survey of the respondent was willing to be part of a focus group discussion, 61% of those telephone and 64% of those surveyed on line said they wanted to be included in this form of consultation. This result applied equally across all age groups (including a very high 55% of 18-24 year olds) and across all three wards.

Hornsby Community Engagement Study – Focus Group Report

Communication:

Bushland Shire News:

All respondents were shown a recent copy of the Bushland Shire News and asked whether they recognised this publication and whether or not they received it on a regular basis.

Whilst almost all respondents were aware of this publication, approximately only two-thirds of them were confident they received it on a regular basis if at all. Those respondents who did not recall receiving The Bushland Shire News frequently stated they lived in 'pockets' of the Shire or they lived in a small cul-de-sac and therefore frequently did not receive several pieces of communication.

This publication was described as a "feel good" publication. It was certainly professionally presented, but generally was perceived to contain only positive stories or articles that were merely of general background interest – it was not a controversial newsletter. In this regard, residents were critical of this newsletter, claiming they wanted more 'warts and all' stories to be included.

It leaves out all things controversial – its all just 'feel good' stories.

We also want to know what is going wrong in the place – should be warts and all.

I'd like to see it monthly and really tell me what is going on with developments which are going ahead and why others are not going ahead. More of the nitty gritty areas.

It was a good communication medium for Council, in that it did allow them to broadcast general news to the community, as well as providing a valuable list of 'Events in the Shire' centre page. Generally the population glanced through this publication, rather than read it thoroughly.

In terms of suggesting improvements to The Bushland Shire News, the major suggestions centred around segmenting the publication in various ways. As not all articles were of interest to all readers, it was suggested that the publication could be divided into 'chapters' or 'Ward news' following an overall general page up front. In this way items and articles of particular relevance to any one district could be easily seen and read, creating more impact on the

reader. It is important however to maintain the general 'Events in the Shire' page as residents like to know about all events across the whole area.

Not enough information in there relates to Cherrybrook – I'm only partially interested in news from elsewhere.

It would be better in chapters – one for each ward.

Local Newspapers

Whilst a variety of newspapers, newsletters and other local publications were read by respondents across these focus groups – the three major papers were The Hornsby Advocate, The Hills Shire Times and The Northern District Times. The Hornsby Advocate was positioned very much as the local Hornsby paper, serving the CBD and suburbs immediately around this. The northern part of the Shire did not receive the Advocate and therefore their major newspaper was the Hills Shire times – with the consequence they were far more aware of Baulkham Hills news than they were about Hornsby. Residents of Epping, Pennant Hills were more aware of Parramatta and Ryde news than they were of Hornsby news via the Northern District Times.

Because of the size of the Hornsby Shire, residents in the north and those in the south/west were inclined to describe themselves as 'orphans' in terms of hearing about Hornsby Council news or of being included in many of the communications. Hornsby Council was seen to be 'Advocate centric', consequently many residents claimed to have great difficulty in finding out what was going on in their own areas.

The local newspaper was seen as a vital vehicle for Council to communicate ongoing and immediate news to all residents because these papers were weekly. Many residents wanted to see Council's page expanded to include articles as well as notifications. Council's page also needed to be continually upgraded and given a 'fresh' look to draw it to people's attention.

The Mayor's Column was not considered a point of interest to respondents, with only a few reading this section of the paper – and then only occasionally. The Mayor's Column was perceived to be grandstanding, political and only stating what the Mayor wanted people to hear about – i.e. not real news or anything controversial. It should be re-stated however, that these opinions were from people who did not read this column but had merely formed this judgment superficially.

Adshell Advertising.

For Council to use Adshell/Bus shelter advertising as a means of communication was seen to have very limited appeal and impact. Adshell posters were seen by respondents as being only

suitable for 'quick/short/sharp' communications i.e. an upcoming concert or the launch of a new foodstuff. Council's communications needed to be more detailed and long term. The only possibility of using bus shelter advertising might be to advertise an upcoming Council Event i.e. the Fair at Fagan Park or to advertise Council's website as a source for more detailed community information.

Local Cinema Advertising.

Cinema advertising was regarded as being quite unsuitable for Council communication. Cinema audiences were discussed as being too young to be interested in Council matters, the cinema situation was not conducive to Council communication and it would not be a suitable way for Council to be seen spending ratepayer funds.

Community Events:

Whilst almost all respondents were aware of the various Council Events nominated, only very few had attended any of them. These events obviously did not engender sufficient interest for respondents to want to participate and no respondents could nominate any other Council Event other than those mentioned by the researcher. (Fair at Fagan Park, Movies under the stars, One World in Hornsby Mall, Australia Day Celebrations)

In one focus group mention was made of The Lantern Festival, organised by the local Chinese Community, which was described as being a good festival. Other events receiving some mentions were those put together by the local Chamber of Commerce or Church organisations.

Unfortunately, no fresh ideas were forthcoming as to what other/new events Council may like to stage.

Council's Website

Several focus group respondents had visited Council's website over the past 12 – 18 months, with all who had done so – using the site to search for a particular piece of information i.e. a form, a ruling on tree preservation, progress on a D.A etc. None had used the site for general browsing. Respondents were pleased with this site. They found it easy to navigate, they did not have major problems in locating exactly what they were looking for and they were surprised about how much information was available to them on this site. No respondents had used the site to look for events – probably because they were unaware such information was on this website.

Only one respondent thought he had received The Bushland Shire News via Council's website, but none were aware of any other council online events newsletters.

Council's website is THE most important communication tool it has.

They need to expand the information in there.

Quite a good site.

Problem is you have to go there to get the information – whereas a local paper comes to you.

Council as a an organisation:

Each group of respondents was asked how they would rate Hornsby Council as an organization after having interacted with them on a specific matter. The overall consensus was a positive one, with respondents claiming telephone calls had been returned promptly and the members of staff they had dealt with, to be very helpful. Added to this, as mentioned previously Council's website had been efficient and provided what was required.

The only area of difficulty experienced (from both the Planning Department and the Environment Department) by some respondents, was the difference in information provided. This had not occurred in all cases, but 5 respondents spoke of confusion when a Council Officer had verbalized some information, but when a form or pamphlet was later supplied, the written instructions stipulated different information. These examples had related to tree preservation, and D.A. requirements.

Overall, Council was not seen as being overly bureaucratic, however there were some respondents who were a little concerned that Council had sufficient "visionaries" within the organization to take the Shire forward towards 2020. This concern over forward thinking primarily covered areas of development, infrastructure and to a lesser extent, preservation of the natural environment.

What do you like and value about Hornsby Shire

The most frequent response during this part of each discussion centred around the natural environment within the Shire. Respondents spoke about the trees, the bushland, walking tracks, creeks, waterways, and the overall natural geography of the area.

Coupled with these natural assets, respondents clearly felt privileged to be able to live amongst these assets. Several spoke of finding the area affordable (compared to other areas

of Sydney's North Shore) with home blocks of land being large when compared to the majority of inner suburbs of Sydney.

Other advantages of the living in this Shire, was the proximity of major arteries to be able to drive to the Central Coast, The Blue Mountains or The Southern Highlands, as well as having two suburban train lines with direct links to the City and Western Suburbs.

The availability of several good schools was another benefit. There were many excellent private schools close by, as well as many 'better quality' public schools.

Many areas within the Hornsby Shire had developed a 'village-like atmosphere'. Respondents spoke of Cherrybrook, Asquith, Berowra, Beecroft amongst others, as having gained a community feel amongst the local residents. This was comforting as residents felt they were living amongst 'like-minded' people who fostered cooperation within the area.

Hornsby Shire was discussed as being a safe area. It was fortunate that this Shire did not seem to have the same degree of security or racial problems encountered elsewhere in Sydney. It was therefore easier and more secure to walk around the area, both for adults and children.

Built facilities that were also mentioned and appreciated were the recreation ovals, the skateboard parks, the dog exercise areas and Westfield Shopping Centre.

Future Vision

Each focus group was asked to think ahead to the year 2020, and discuss what visions they saw for their Shire by this time. Not surprisingly, discussions fell into both positive and negative categories, with respondents more clearly being able to verbalize about what they did not want to see and what they wanted corrected, rather than any new ideas about what they could visualize for the future.

Respondents were also unable to distinguish between what Council could do or provide for them and what was the responsibility of other authorities e.g. the RTA or State Rail. Overall however, when other authorities were mentioned, residents wanted their local Council to be a far stronger body in terms of 'standing up' to these other organisations. It was frequently said that as any local council was the representative of the people, this was the only way by which the people could be heard. Residents want their council to be strong but cooperative, and to not be seen to back-down to these larger instrumentalities.

Council is the largest voice in this area – they should stand up to the State Government – to the RTA – Dept of Railways etc.

When talking about specifics, the following issues were raised which residents either wanted 'corrected' or developed by Council. They are not listed in any definite order.

Council:

1. Council must have good fiscal management - rate rises must be seen to be spent wisely and for long term.
2. Council must employ more visionaries. People or companies who can design for the future (similar to the National Capital Development Commission)
3. Must prepare and implement plans to curb the urban sprawl which is diminishing the natural assets of the area i.e. the bushland.

We don't get enough information from Council about their long term planning and what visions they see for the future of this Shire. What they have funding for – what plans they have put in to State Govt – what is approved, what has been knocked back.

Traffic/Parking:

1. Greater parking enforcements, especially around shopping centres and at the beginning of cycle paths.
2. More parking to be made available at train stations – especially Hornsby station (multi-story car park required for commuters)
3. More bike paths to be built across the Shire
4. Galston shops – traffic situation haphazard and ugly. Provide traffic management, proper parking and reduce speed limit.
5. Better public transport, especially at night.
6. Provide more commuter parking at strategic bus stops
7. Provide small local buses for short runs to and from shops, train stations etc. Continuous loop service with small fare.
8. Implement plans in conjunction with the RTA to deal with Pennant Hills Road.
9. Improve/increase the road and parking at Pennant Park (only one road in/out – dangerous)

Streetscape:

1. Lose high tension cables for visual and bushfire reasons
2. Street trees to be regularly trimmed and stumps removed
3. All service poles to be placed underground
4. Kerb and gutter more areas within existing suburbs
5. Create more footpaths in existing suburbs

Recreation Facilities:

1. Mow and whipper snipper around trees in parks and nature strips
2. Increase weed control in both parks and bushland areas
3. A new swimming pool in Hornsby, preferably as part of a complex (general fitness + cafes etc)

Cultural:

1. Re-locate and re-model Galston Library closer to shops
2. Create a Men's Shed using existing Council owned buildings
3. Liaise with Chamber of Commerce to provide greater range of Men's groups
4. Create more historical/heritage displays, exhibition spaces describing and representing the history of different areas e.g. orcharding at Fagan Park,

Development:

1. Less high rise development in the Shire.
2. If development has to happen (to comply with State Govt.) make it low rise development to be in harmony with the environment
3. Cherrybrook does not lend itself to high rise – too many hills in the area
4. A support business centre – similar to Norwest Business Park
5. Have a plan for extending the sewer to outlying areas
6. Develop the 'old side' of Hornsby CBD
7. Develop/upgrade Asquith Shopping Centre (very run down)

The way Council is going now – we are going to be turned into a mini Chatswood – with all the development around here.

Other:

1. Enforce domestic dog controls (noise, barking etc)
2. Enforce dog clean up regulations
3. Create and enforce more stringent litter patrols (both street and park)
4. Increase security patrols in Hornsby Mall during evenings (teenagers hanging about)

Reporting Methods:

Respondents were generally not aware of, or interested in, reading lengthy documents put out by Council. Whilst all claimed they wanted to be made aware of issues such as proposed developments, management strategies, budget allocations etc – all of this information had to be supplied in bite-sized pieces in either the local newspapers or a specific Council newsletter.

If more in-depth information was required by anyone, that individual could obtain a copy of the document or read it on Council's website, but the general public were happy to leave the small details up to Council. Documents such as State of the Environment Report, the Annual Report, the Management Plan etc were of little interest to these respondents.

Name a Councillor

Each focus group was asked whether or not they were able to name their own local Councillor or any of the Councillors from Hornsby Shire. Unfortunately only a handful were able to nominate any names at all, with the mayor Nick Berman being named by approximately 12 of the 48 respondents and Nan Horne (retired) by 2 respondents. No other Councillors were named.

An increase in rates

At each focus group, the researcher introduced the subject of a rate increase by suggesting this would be inevitable, in all councils over the next 3 – 5- 10 years. A specific amount of increase was deliberately not mentioned, as this would entail a different discussion centering around affordability and value for money. Instead, the subject was discussed 'in principle ' and how respondents would like to see any increase spent.

I'm skeptical our levies actually go into that fund. I'd rather they gave a list of next year's projects – the big priorities and this one is less so – so that my money is going towards something specific in a general sense across the whole area. I'd like to know where my money is going but according to Council's list of priorities – they should know best.

All residents were aware of the current levy imposed upon them "to pay for the quarry" and this was seen as a relatively short term arrangement which did have an end point. The quarry was a retrospective issue which now had to be paid for, however future rate increases were seen to be for future projects and/or ongoing council business.

It was generally agreed upon, that respondents wanted to see their rates (and any increases) spent across a range of areas and not allocated to any one specific project. The problem with allocating any future rate rise to a specific project (i.e. a swimming pool, a library, a sports oval, a youth centre) was that many of the residents of the Shire would a) not agree with the project proposed b) would not use the facility and c) it was not in 'their' ward.

Residents did however, want to know (in general terms) how their rates and increases were going to be spent – ward by ward. In this way they felt their money was going to be spent locally and would have some benefit to themselves or their neighbours.

They did want to be informed that their rate increase was going to be allocated to local footpaths, or local roads or local community centres etc. It was agreed that Council should continue to draw up a list of priorities each year and allocate funds accordingly within each local area. In this way, residents were relying on the greater knowledge of Council whilst at the same time feeling their money was being spent somewhat for their own benefit.

Respondents also wanted to be told exactly why their rates were being increased, was this due to administrative cost increases, increased demand on a facility, general maintenance requirements etc.

END OF REPORT

18th May 2009
Job No: 109

Community Engagement Study
Telephone Questionnaire – FINAL

INTRODUCTION: Hello, my name is Hornsby Shire Council has asked Fieldworks, a market research company to speak to residents to find out how much the local community would like to be involved in some of the decisions that Council has to make, and they would like to include your opinions. This survey will take about 9 or 10 minutes to complete depending on your answers. This telephone number has been selected at random from the local population so to make sure we have a representative spread of people. I need to talk to the male/female (check quota) in your household over 18 who last had a birthday.

IF RESPONDENT HAS QUERIES REGARDING THIS SURVEY & WISHES TO SPEAK TO HORNSBY COUNCIL: please call Julie Williams at Council Monday to Friday 8.30am – 5.00pm on 9847-6790

RECRUIT RESPONDENT OR ARRANGE CALL-BACK TIME.

SCREENER:

Q.1. Before we start, can I just check whether or not you or any other member of your family is a Councillor or works for:

Hornsby Council	1		
A market research firm	2	The media	3

IF RESPONDENT ANSWERS YES TO ANY OF THE ABOVE – THANK AND TERMINATE

Q.2. And have you lived in the Hornsby local government area for more than 6 months?

Yes	1	No	2 - Terminate
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INTERVIEWER CHECK WARD AND GENDER QUOTAS BEFORE PROCEEDING.

Male	1	Female	2
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Q.3. Can I please confirm your age bracket:

Under 18 years	1 Terminate	40 – 55 years	4
18 - 24 years	2	56 – 75 years	6
25 – 39 years	3	76+ years	7

Q.4. Are you aware of Council's Quarterly Newsletter called The Bushland Shire News?

Yes	1	No	2 Skip to Q. 7	Not Sure	3 Skip to Q. 7
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Q.5. Have you read/looked through this publication which is delivered into every letter box each quarter?

Yes	1	No	2	Can't Recall	3
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Q. 6 How would you prefer to receive The Bushland Shire News each Quarter? READ OUT

Via e-mail	1
Collect it from a local library/Community Centre etc	2
Printed and delivered to your letterbox	3
Not interested in reading this newsletter	4

Q.7. From the list below, please rank from 1 – 6, the most effective ways for you to find out about Hornsby Shire news, events, activities and programs. READ OUT

(1 = least effective 6 = most effective) RANK (DIFFERENT NUMBER FOR EACH OPTION)

Local Radio	0
Local Newspaper	0
Word of mouth	0
Council Newsletters/publications	0
Council's website	0
Cinema advertising	0

Q.8. Have you or anyone from your household, participated in any of the following Council competitions since July last year?

READ OUT

Garden Competition	1
Photo Competition	2
Great Debate (high school)	3
Christmas Cheer	4
None of these	5

Q.9. Are you aware of the name of any local Councillor?

Yes	1	No/Not sure	2
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Q.10. READ OUT: Hornsby Shire Council continually has to make decisions which impact and influence the wellbeing, and lifestyle of the people who live and/or work in the Shire. To what degree do you think members of the general public should contribute to these decisions?

READ OUT

Contribute a significant amount	1
Contribute only somewhat	2
Leave the decisions up to Council	3

Q.11. Why do you say that? PROBE FULLY

Q.12. Which of the following statements do you consider is most applicable to you personally?

READ OUT: ROTATE STATEMENTS:

- a) I do not want to be involved in Council processes, but I do want to be informed about Council decisions. 1 Skip to Q.14
- b) I do want to be involved in some of the decisions of Council 2 Go to Q.13
- c) I personally do not want to be involved with Council, I want to leave Council to get on with things 3 Skip to Q17

READ OUT: As I said in my introduction to you, this survey is trying to gauge to what degree residents of the Hornsby Shire would like to become involved in some of the decisions made by Council.

Q.13. INTERVIEWER CHECK RESPONSE TO Q.12 - IF CODE 2 SAY: If Council were to ask you personally to contribute to some of their decision making, what method(s) of communication between you and Council would suit you best? (MR)

READ OUT - ROTATE OPTIONS

	<u>First Response</u>	<u>Other Responses</u>
To send you an email outlining the issues and asking you to reply via email	1	1
To regularly invite you to attend Council workshops	2	2
To conduct telephone surveys such as this to ask your opinions on specific issues	3	3
Communicate with you via SMS	4	4
Communicate with you via website forums	5	5
Place articles/survey questions in The Bushland Shire News	6	6
Place articles/survey questions in the local newspaper	7	7
Via Council's Column in the local paper	8	8
Other (Specify) _____	9	9

Now go to Q.15

Q.14. INTERVIEWER CHECK RESPONSE TO Q.12 -IF CODES 1 OR 3 SAY Although you do not want to be involved in any of the decision making processes, how would you like to hear about what decisions have been made at Council?

READ OUT - ROTATE OPTIONS

	<u>First</u> <u>Response</u>	<u>Other</u> <u>Responses</u>
Post you a letter outlining the issues	1	1
Send you an email outlining the issues	2	2
Communicate with you via SMS	3	3
Communicate with you via website forums	4	4
Place articles/survey questions in The Bushland Shire News	5	5
Place articles/survey questions in the local newspaper	6	6
Via Council's Column in the local paper	7	7
Other (Specify) _____	8	8

Now go to Q.17

Q.15. Considering the broad areas that Council has to think about when make decisions, which two of the following areas do you think are most important? (MR)

READ OUT ROTATE OPTIONS

	<u>First</u> <u>Response</u>	<u>Second</u> <u>Response</u>
The Natural environment (i.e. trees, parks, open spaces etc)	1	1
The Local economy and use of resources (i.e. jobs, Council buildings etc)	2	2
The Social and cultural wellbeing of residents (i.e. pre-schools, libraries, community halls etc)	3	3
Infrastructure and services(i.e. communications, roads, buildings etc)	4	4
The Business of Council (i.e. the way Council conducts itself as an organisation)5	5	5
Other (Specify) _____	6	6

Q.16. And which of the following would interest you most to have input into? (MR)

READ OUT ROTATE OPTIONS

	<u>First</u> <u>Response</u>	<u>Other</u> <u>Responses</u>
Issues in your local area	1	1
Issues and topics throughout the Shire	2	2
The Business of Council (i.e. the way Council conducts itself as an organisation)3	3	3
Other (Specify) _____	4	4

Q.17. As a local resident, what do you value most about living in the Hornsby Shire?

PROBE FULLY

Q.18. Which local newspapers do you read/look through regularly (that is at least 1 in every 3 issues)? DO NOT READ OUT. Prompt: Any others?

Beecroft Cheltenham Civic Trust Newsletter	1	Hornsby Advocate	12
Bush Telegraph	2	Living Heritage	13
Bushland Buzz	3	Monthly Chronicle	14
Dooral Roundup	4	North Shore Times	15
Epping Civic Trust Newsletter	5	Northern District Times	16
Forgotten Valley Views	6	Sydney Observer	17
Hawkesbury Courier	7	The Glenorian	18
Hawkesbury Gazette	8	The Weekly Times	19
Hills News	9	Village Life	20
Hills Rural News	10	None of these	21
Hills Shire Times	11		

READ OUT: Thank you very much for taking the time to give me your opinions. Now just before we finish a few questions about yourself just to make sure we have spoken to a cross section of the Hornsby population. Please tell me: -

Q.19. Are you Renting 1 Buying/Own your home 2

Q.20. How many years have you lived in the Hornsby Shire Area
5 years or Less 1
6 - 10 years 2
More than 10 years 3

Q.21. Do you do any paid work within the Hornsby Shire?
Yes 1 No 2

Q.22. Do you do any voluntary work in the Hornsby Shire in your spare time?
Yes 1 No 2

Q.23. Would you describe your household as: READ OUT
Single (18-30 years) living alone/with others not related 1
Young couple - no children 2
Family with majority of children under 12 3
Family with majority of children over 12/adult children 4
Mature couple/Single - no children/children left home 5

Q.24. And lastly, would you be willing to participate in a Focus Group Discussion to talk about the future of the Shire in more detail if they were held at a convenient time for you?
Yes 1 No 2 Maybe 3

RESPONDENT NAME _____

RESPONDENT DAY PHONE _____

ASK ONLY IF RESPONDENT DOES NOT WANT TO BE IN A GROUP:-
Just in case my supervisor wishes to check any of these details may I please have your name:

Mr/Mrs/Ms _____ First Name _____

Telephone No: _____

THANK YOU VERY MUCH FOR YOUR TIME TODAY

INTERVIEWER TO COMPLETE:

Ward: A Ward 1 B Ward 2 C Ward 3

Declaration: I certify that this is a true, accurate and complete interview, conducted in accordance with IQCA standards and the ICC/ESOMAR International Code of conduct. I will not disclose to any other person the content of this questionnaire or any other information relating to this project.

Interviewer Name: _____ Interviewer Number _____

Interviewer Signature: _____ Date: _____

Community Engagement Study
e-mail Questionnaire – FINAL

INTRODUCTION: Hornsby Shire Council wishes to find out how much the local community would like to be involved in some of the decisions that Council has to make. As you have previously indicated you are willing to participate in Council surveys, they would like to include your opinions.

This survey will take about 10 minutes to complete depending on your answers.

Q.1. Before we start, are you or any other member of your family a Councillor or works for:

Hornsby Council	1		
A market research firm	2	The media	3
			TERMINATE

Q.2. Have you lived in the Hornsby local government area for more than 6 months?

Yes	1	No	2 - TERMINATE
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Q.3a. Are you: Male 1 Female 2

Q.3b. Please indicate your age bracket:

Under 18 years	1	Terminate	40 – 55 years	4
18 - 24 years	2		56 – 75 years	6
25 – 39 years	3		76+ years	7

Q.4. Are you aware of Council's Quarterly Newsletter "The Bushland Shire News"?

Yes	1	No	2 Skip to Q. 7	Not Sure	3 Skip to Q. 7
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Q.5. Have you read/looked through this publication which is delivered into every letter box each quarter?

Yes	1	No	2	Can't Recall	3
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Q. 6 How would you prefer to receive The Bushland Shire News each Quarter? LIST

Via e-mail	1
Collect it from a local library/Community Centre etc	2
Printed and delivered to your letterbox	3
I'm not interested in reading this newsletter	4

Q.7. From the list below, please rank from 1 – 6, the most effective ways for you to find out about Hornsby Shire news, events, activities and programs. READ OUT

(1 = least effective 6 = most effective) RANK (DIFFERENT NUMBER FOR EACH OPTION)

Local Radio	0
Local Newspaper	0
Word of mouth	0
Council Newsletters/publications	0
Council's website	0
Cinema advertising	0

Q.8. Have you or anyone from your household, participated in any of the following Council competitions since July last year? LIST

Garden Competition	1
Photo Competition	2
Great Debate (high school)	3
Christmas Cheer	4
None of these	5

Q.9. Are you aware of the name of any local Councillor?

Yes	1	No/Not sure	2
-----	---	-------------	---

Q.10. Hornsby Shire Council continually has to make decisions which impact and influence the wellbeing, and lifestyle of the people who live and/or work in the Shire. To what degree do you think members of the general public should contribute to these decisions? LIST

- | | |
|-----------------------------------|---|
| Contribute a significant amount | 1 |
| Contribute only somewhat | 2 |
| Leave the decisions up to Council | 3 |

Q.11. Why do you say that?

Q.12. Which of the following statements do you consider is most applicable to you personally? LIST/ ROTATE STATEMENTS: ACCEPT ONE ANSWER ONLY

- a) I do not want to be involved in Council processes, but I do want to be informed about Council decisions. 1 Skip to Q.14
- b) I do want to be involved in some of the decisions of Council 2 Go to Q.13
- c) I personally do not want to be involved with Council, I want to leave Council to get on with things 3 Skip to Q15
and then take these respondents to Q.17

As mentioned previously this survey is trying to gauge to what degree residents of the Hornsby Shire would like to become involved in some of the decisions made by Council.

Q.13. CHECK RESPONSE TO Q.12 - IF CODE 2 =: If Council were to ask you personally to contribute to some of their decision making, what method(s) of communication between you and Council would suit you best? (MR)

LIST/ ROTATE OPTIONS	First Response	Other Responses
To send you an email outlining the issues and asking you to reply via email	1	1
To regularly invite you to attend Council workshops	2	2
To conduct telephone surveys such as this to ask your opinions on specific issues	3	3
Communicate with you via SMS	4	4
Communicate with you via website forums	5	5
Place articles/survey questions in The Bushland Shire News	6	6
Place articles/survey questions in the local newspaper	7	7
Via Council's Column in the local paper	8	8
Other (Specify) _____	9	9

Now go to Q.15

Q.14. CHECK RESPONSE TO Q.12 -IF CODES 1 OR 3 = Although you do not want to be involved in any of the decision making processes, how would you like to hear about what decisions have been made at Council?

LIST/ ROTATE OPTIONS	First Response	Other Responses
Post you a letter outlining the issues	1	1
Send you an email outlining the issues	2	2
Communicate with you via SMS	3	3
Communicate with you via website forums	4	4
Place articles/survey questions in The Bushland Shire News	5	5
Place articles/survey questions in the local newspaper	6	6
Via Council's Column in the local paper	7	7
Other (Specify) _____	8	8

Now go to Q.17

Q.15. Considering the broad areas that Council has to think about when make decisions, which two of the following areas do you think are most important? (MR)

LIST / ROTATE OPTIONS

	<u>First Response</u>	<u>Second Response</u>
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The Business of Council (i.e. the way Council conducts itself as an organisation)	5	5
Other (Specify) _____	6	6

Q.16. And which of the following would interest you most to have input into? (MR)

LIST

	<u>First Response</u>	<u>Other Responses</u>
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Thank you very much for taking the time to give Council your opinions. Before we finish a few questions about yourself to make sure we have spoken to a cross section of the Hornsby population.

Q.19a. Are you Renting 1 Buying/Own your home 2

Q.19b Which Ward do you live in?

A Ward 1 B Ward 2 C Ward 3 Don't Know 4

Q.19c Which suburb do you live in : -----

Q.20. How many years have you lived in the Hornsby Shire Area

5 years or Less	1
6 - 10 years	2
More than 10 years	3

Q.21. Do you do any paid work within the Hornsby Shire? Yes 1 No 2

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Q.24. And lastly, would you be willing to participate in a Focus Group Discussion to talk about the future of the Shire in more detail if they were held at a convenient time for you?
Yes 1 No 2 Maybe 3

YOUR NAME _____

YOUR DAY PHONE _____

THANK YOU VERY MUCH FOR YOUR TIME TODAY