



RESEARCH FINDINGS:

Customer Satisfaction Survey

PREPARED FOR:

North Sydney Council

NOVEMBER 2010

woolcott research



CONTACTS: Karyn Wong (kwong@woolcott.com.au), David Walker (dwalker@woolcott.com.au)



Survey Objectives

In broad terms the survey is designed to

- **Determine overall satisfaction with the performance of North Sydney Council**
- **Determine satisfaction with Council in relation to key service areas**
- **Benchmark performance against previous results - 2004, 2006 and 2009**
- **Allow for input into the prioritisation of funding allocation to council activities**



Research Design

The study was quantitative in nature, involving telephone (CATI) interviewing amongst both business and residential customers.

RESIDENTIAL CUSTOMERS

- A total of n=400 telephone interviews were conducted,
- Respondents were residents of the North Sydney LGA (both owners and renters) aged 18+,
- Potential respondents were drawn randomly from electronic White Pages listings.

BUSINESS CUSTOMERS

- A total of n=200 telephone interviews were conducted,
- Respondents were responsible for contacting North Sydney Council, should the need arise,
- Potential respondents were drawn randomly from business listings in the electronic White Pages,
- Quotas were set for business type in accordance with total listings in North Sydney.



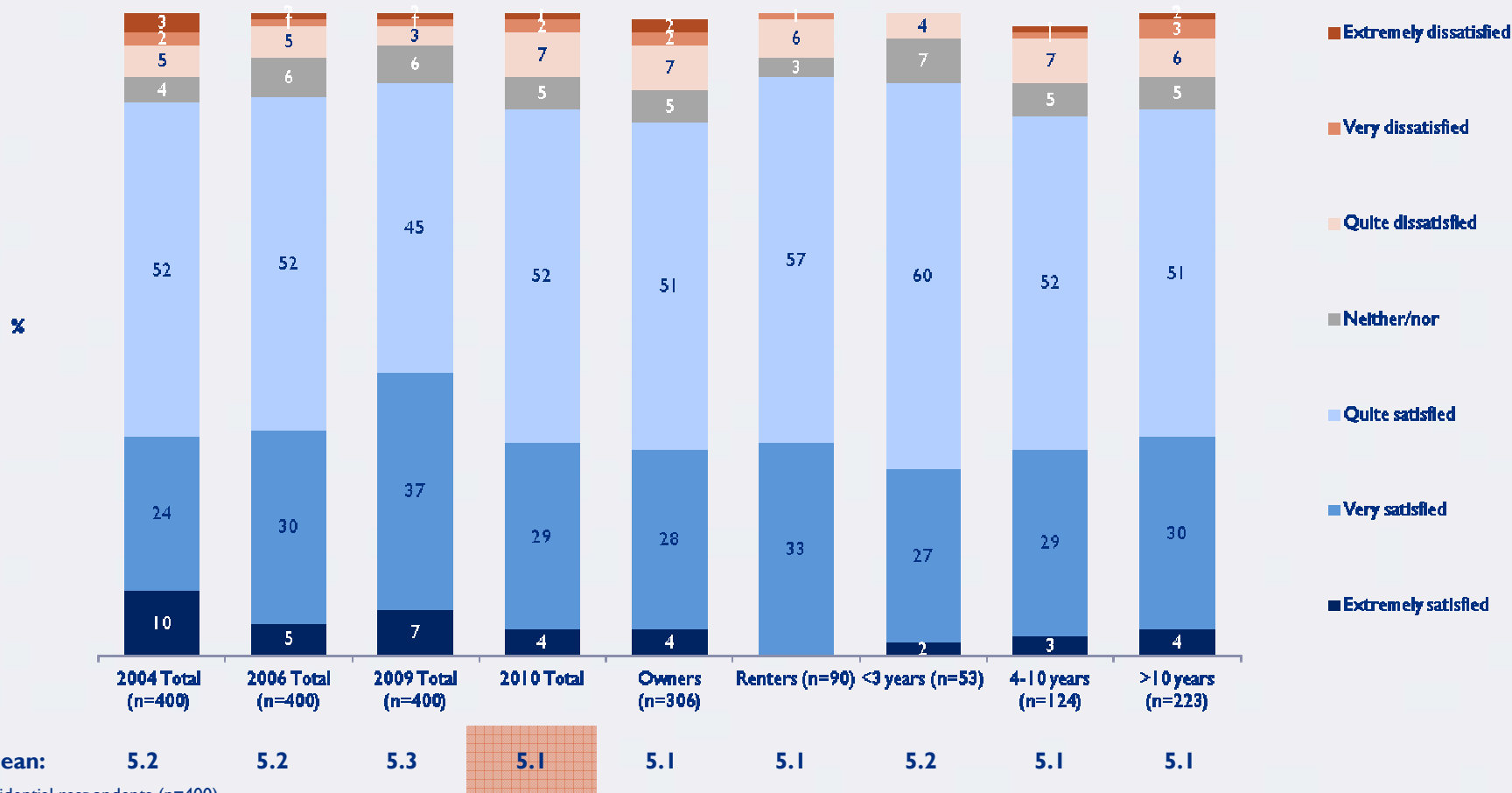
RESIDENTIAL COMPONENT

woolcott research





Overall Satisfaction with North Sydney Council

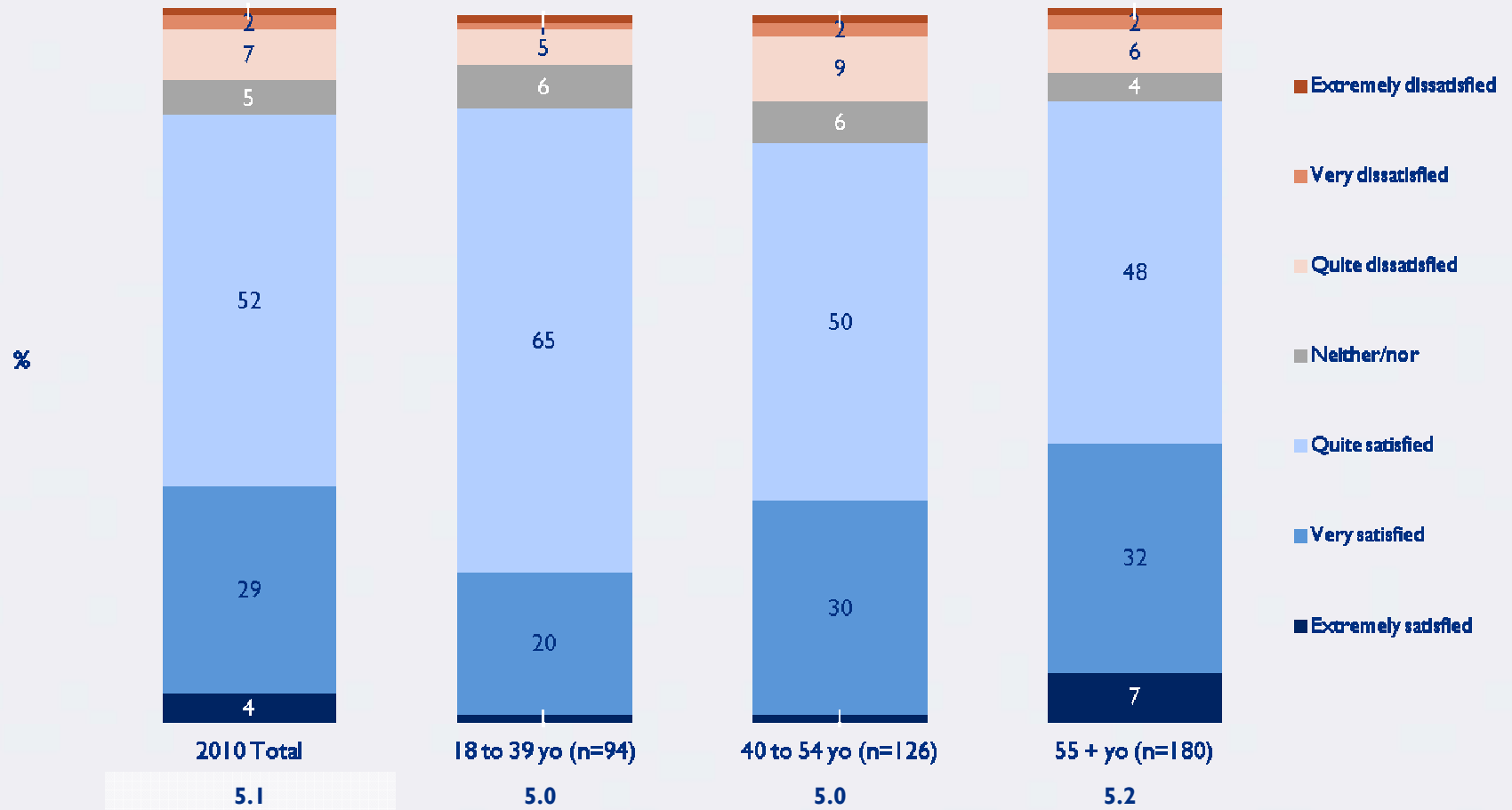


Base: All residential respondents (n=400),

Q1. Now, thinking about all the services your council provides, overall how satisfied have you been with your council over the last 12 months? That is have you been satisfied or dissatisfied with North Sydney Council's performance? **IF SATISFIED:** Would you say you have been extremely satisfied, very satisfied or quite satisfied? **IF DISSATISFIED:** Would you say you have been extremely dissatisfied, very dissatisfied, or quite dissatisfied with the service?



Overall Satisfaction with North Sydney Council - Breakdown by Age



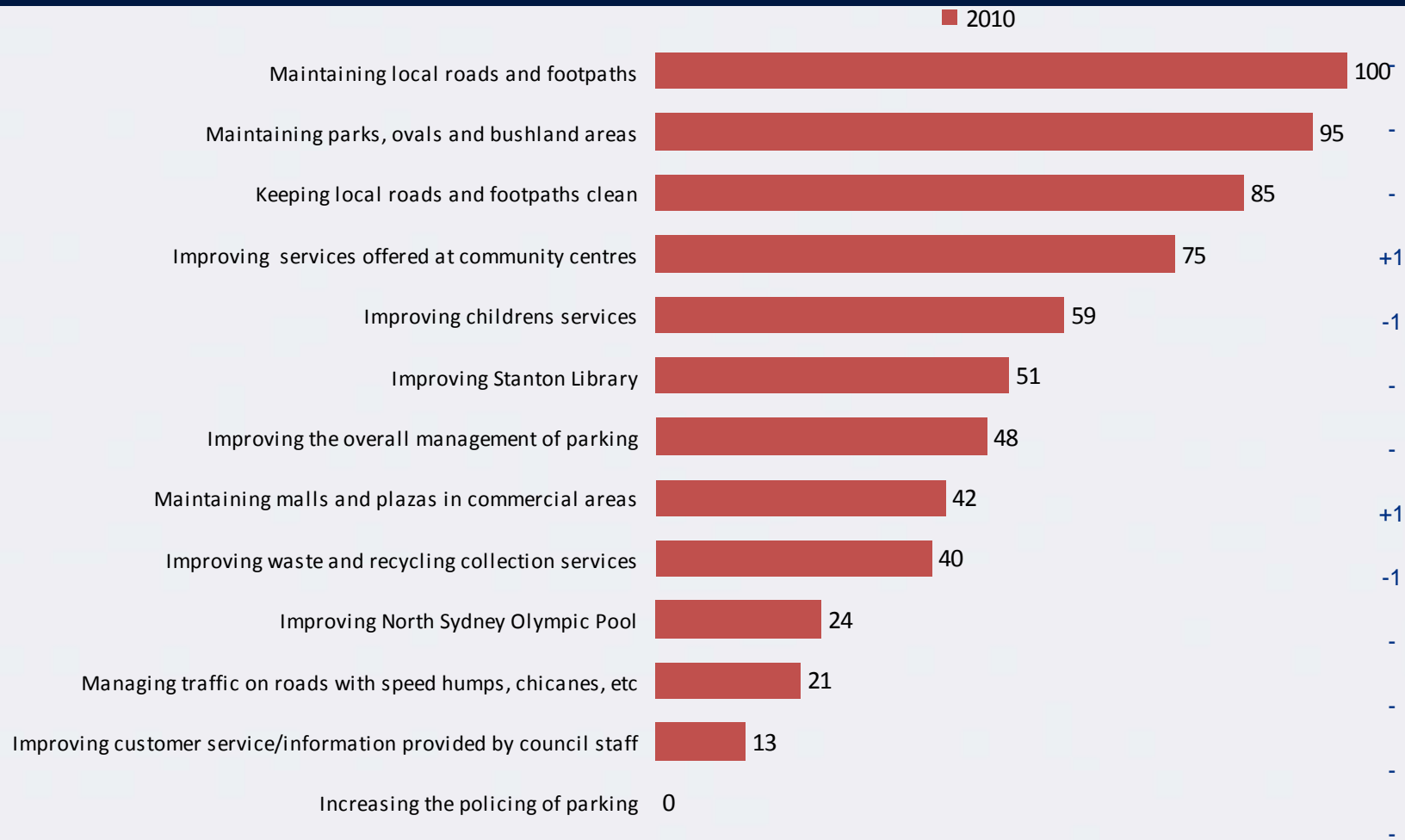
Base: All residential respondents (n=400),

Q1. Now, thinking about all the services your council provides, overall how satisfied have you been with your council over the last 12 months? That is have you been satisfied or dissatisfied with North Sydney Council's performance? **IF SATISFIED:** Would you say you have been extremely satisfied, very satisfied or quite satisfied? **IF DISSATISFIED:** Would you say you have been extremely dissatisfied, very dissatisfied, or quite dissatisfied with the service?



Relative Importance of Key Areas

Change in
Relative Ranking
from 2009

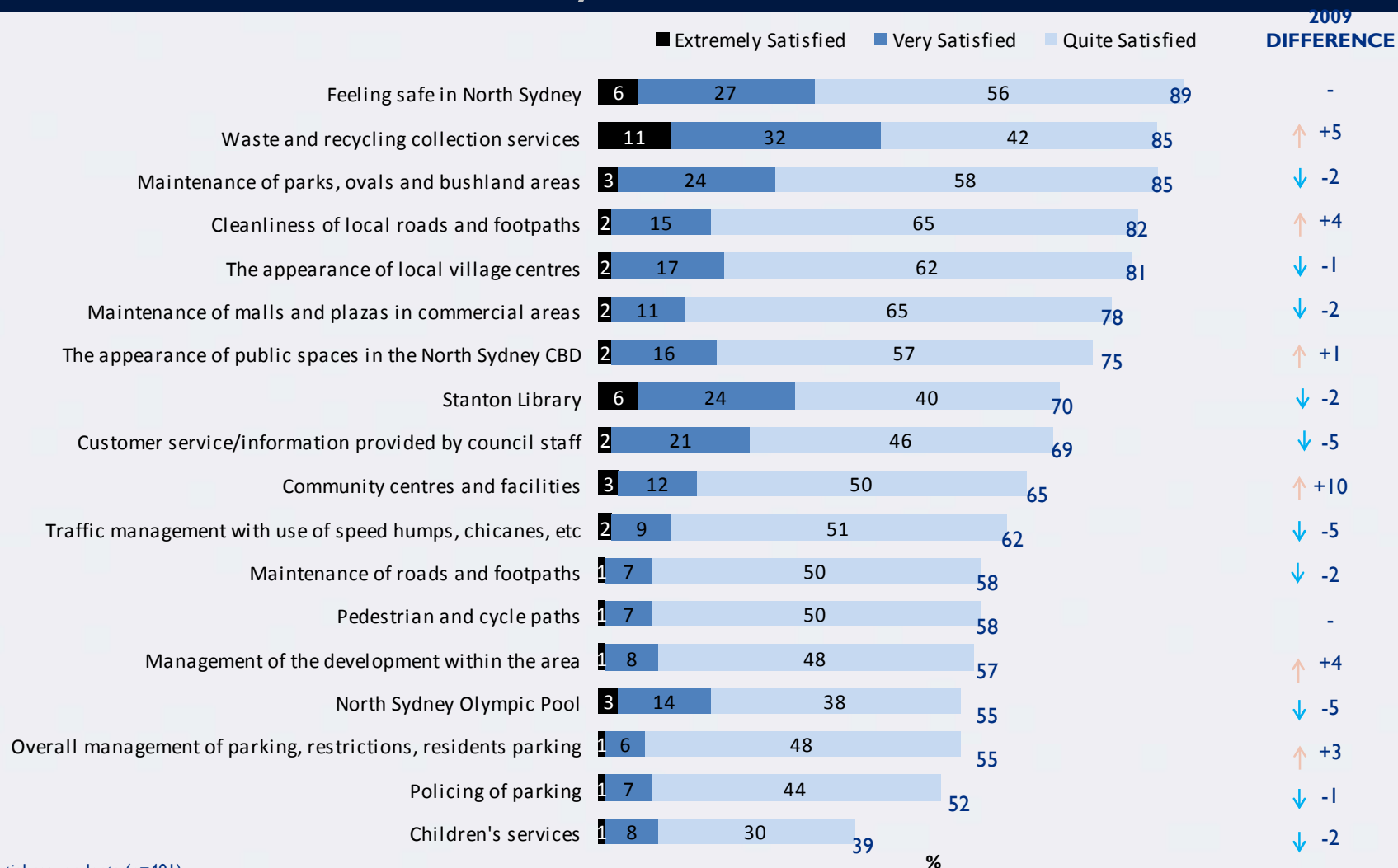


Base: All residential respondents (n=400),

Q2. Each year North Sydney Council needs to decide where they should allocate their funds. For example, they need to decide how much they should spend on up-grading and maintaining local parks or providing community support programs and so on. I am now going to read out, in pairs, some of the areas they could spend money and I would like you to tell me which of the two areas you would like to see the council spend more money on this year. Taking the first pair.... (INSERT)... Which would you like them to spend more on...Or...? That is, would you like them to spend "a lot more" or "a little more" on that area or the same amount on both?



Satisfaction in Relation to Key Service Areas - Positive

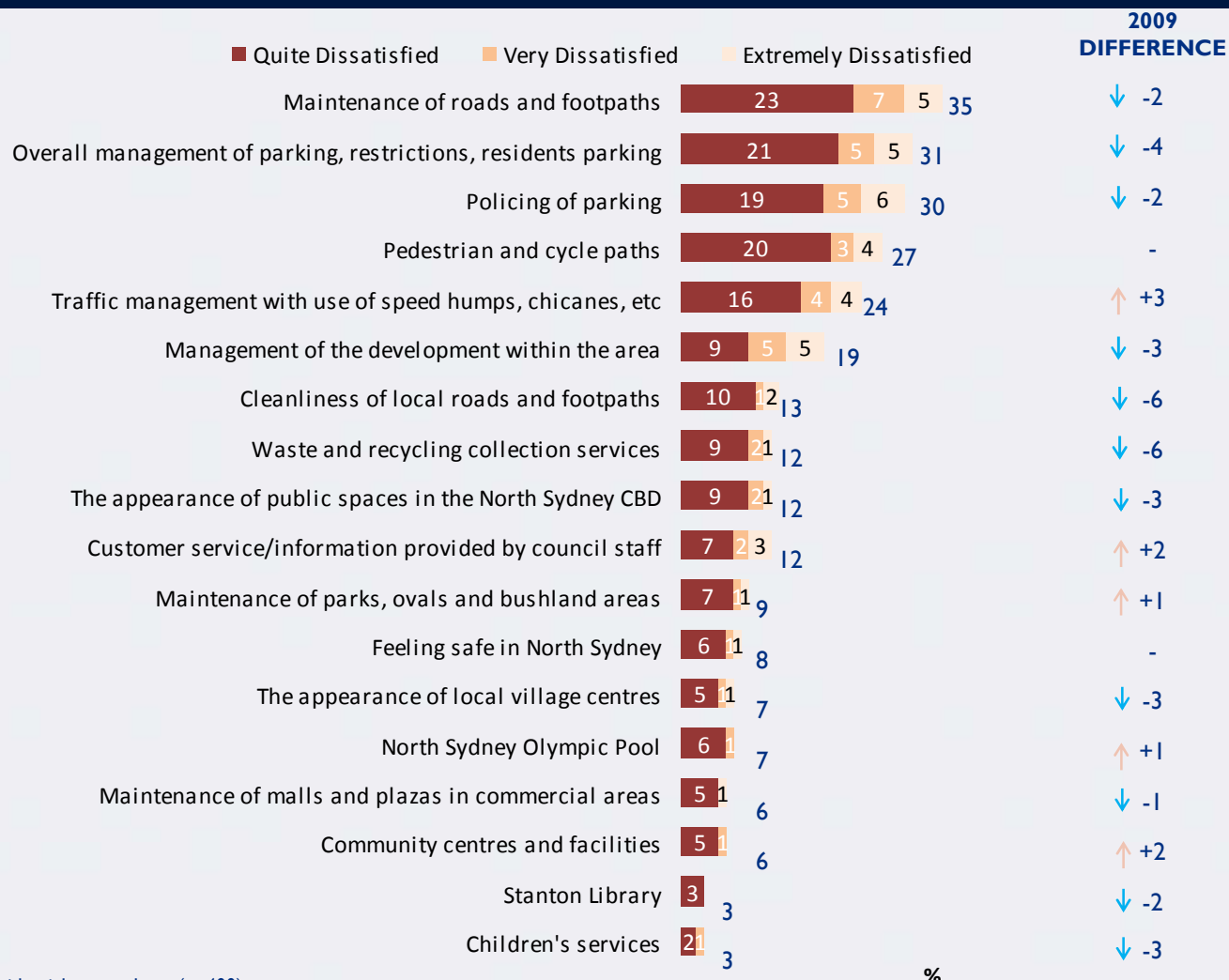


Base: All residential respondents (n=401),

Q3. I am now going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area. Using the same scale as before, how satisfied would you say you are with the... **READ OUT**... in your local area?



Satisfaction in Relation to Key Service Areas - Negative



Base: All residential respondents (n=400),

%

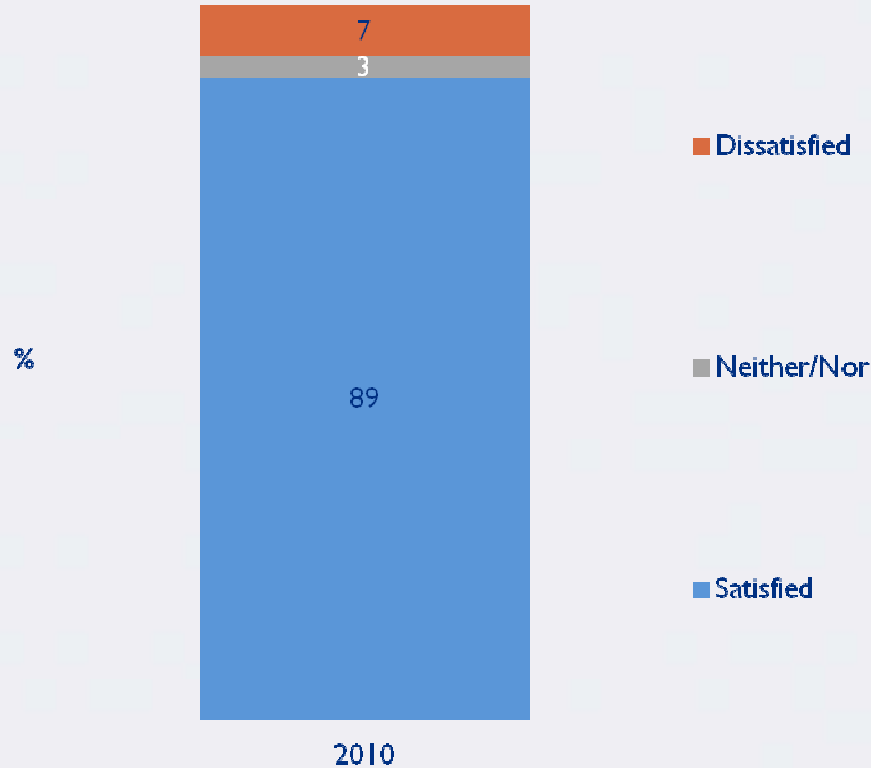
Q3. I am now going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area. Using the same scale as before, how satisfied would you say you are with the... **READ OUT**... in your local area?



Reasons for Dissatisfaction - *Feeling Safe in North Sydney: crime, road safety, pedestrians, cyclists, street lighting etc.*

- Q3. I am going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.
- Q4. What particular aspects of ... do you find unsatisfactory?

Satisfaction/ Dissatisfaction



	n=30 %
I don't feel safe because the lighting is poor	37
We need more police presence	23
Better access / conditions are needed for cyclists	13
Pedestrians are unsafe in some places in the area /can't cross roads safely	13
I have nearly been knocked over by cyclists on the footpaths	10
There is crime everywhere these days	10
The footpaths can be hazardous / potholes, branches etc.	7
Other	10

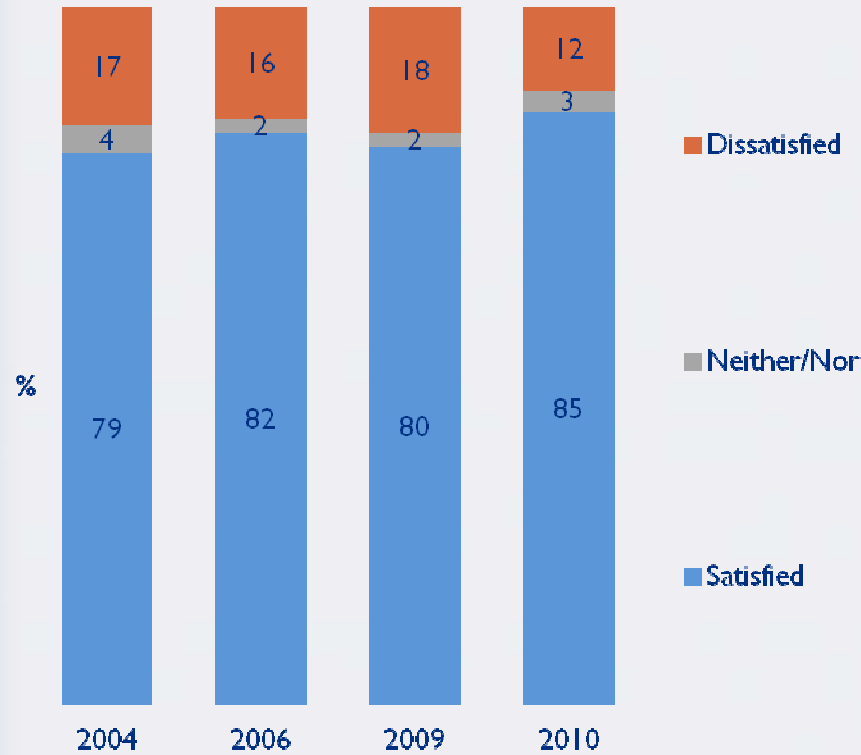
Base: All residential respondents (n=401), Q3, Q4
Question not asked in 2004, 2006, 2009



Reasons for Dissatisfaction - Waste and Recycling Collection Services*

- Q3. I am going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.
- Q4. What particular aspects of ... do you find unsatisfactory?

Satisfaction/ Dissatisfaction



Base: All residential respondents (n=401), Q3, Q4

	n=47 %
The recycling / green waste system needs improvement	17
The new bins are too large to manage on steps / hard to store	15
The garbage bins are too small / not enough bins allocated	13
The timetable changes all the time / we don't know when they are coming	9
I wish the trucks wouldn't come at peak hour / they block my road	6
The garbage collectors leave a mess / drop rubbish and don't pick it up	6
More household clean-up collections are needed/ give adequate notice of these	6
The garbage collectors throw the bins around and break them	4
The council doesn't pick up dumped rubbish on the roadside	4
There is only one garbage collection per week	2
Other	19
Don't know	2

* NOTE: Recycling added to statement in 2010

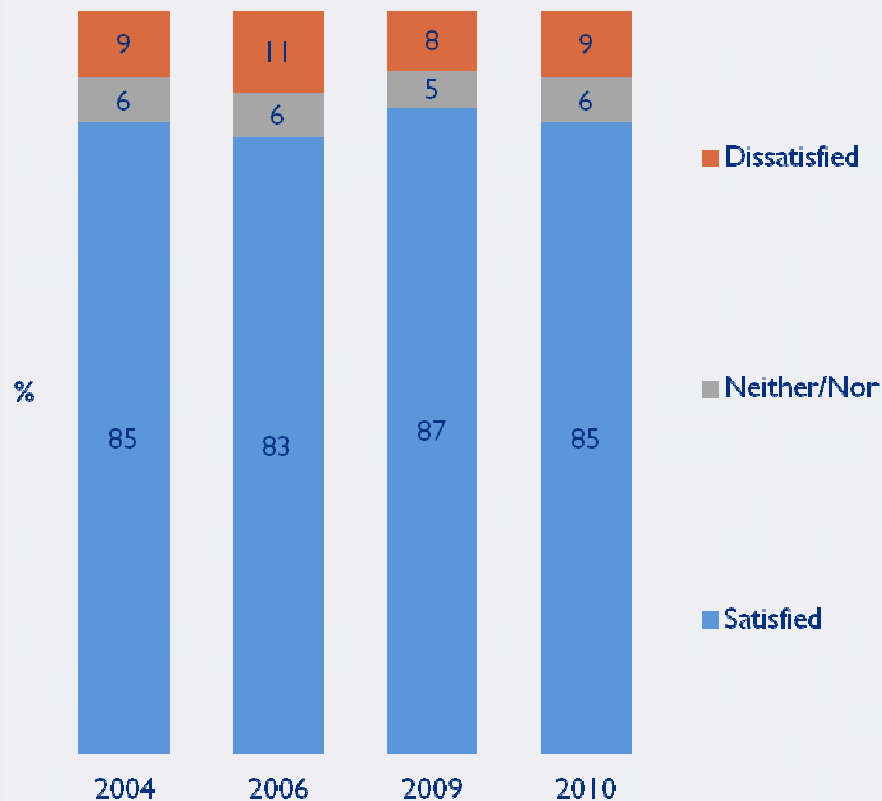


Reasons for Dissatisfaction - Maintenance of Parks, Ovals and Bushland Areas

Q3. I am going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.

Q4. What particular aspects of ... do you find unsatisfactory?

Satisfaction/ Dissatisfaction



	n=37 %
These areas are not maintained properly / more is needed	43
There are too many weeds / they need to be eradicated	14
They are dirty / there is rubbish lying around	11
Sports field in particular need more maintenance	11
The parks need more equipment / development	8
Trees / shrubs / grass overhang, need cutting back	5
There are no / not enough public garbage bins, nowhere to put rubbish	5
Policing / security needs to be upgraded here	5
More shrubs are needed / trees and shrubs	3
Other	8

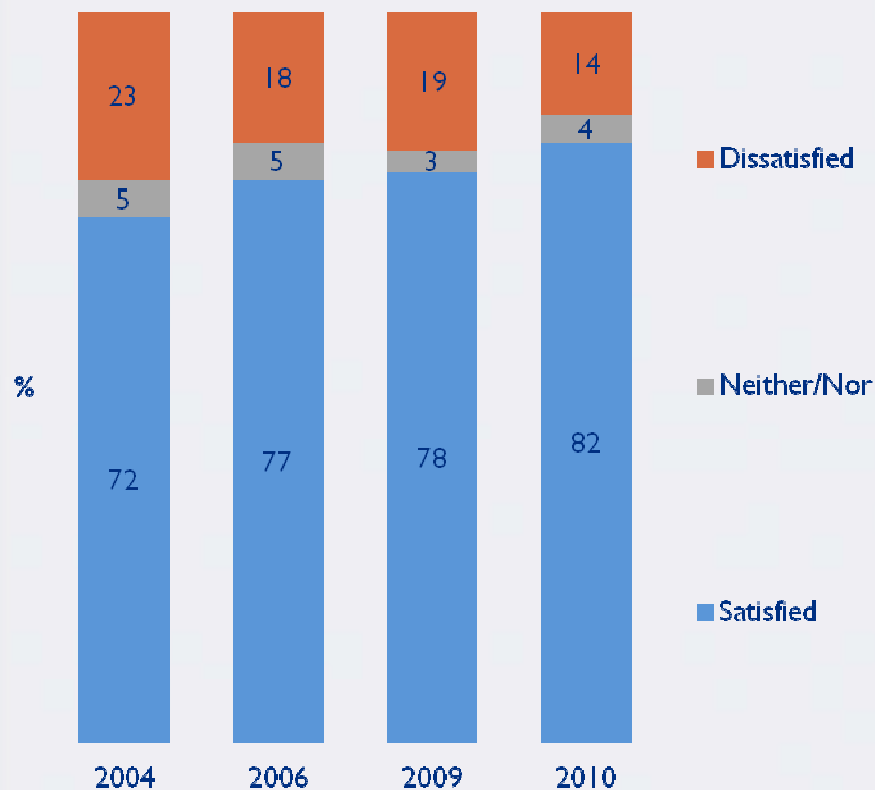
Base: All residential respondents (n=401), Q3, Q4



Reasons for Dissatisfaction - Cleanliness of the Local Roads and Footpaths

- Q3. I am going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.
- Q4. What particular aspects of ... do you find unsatisfactory?

Satisfaction/ Dissatisfaction



Base: All residential respondents (n=401), Q3, Q4

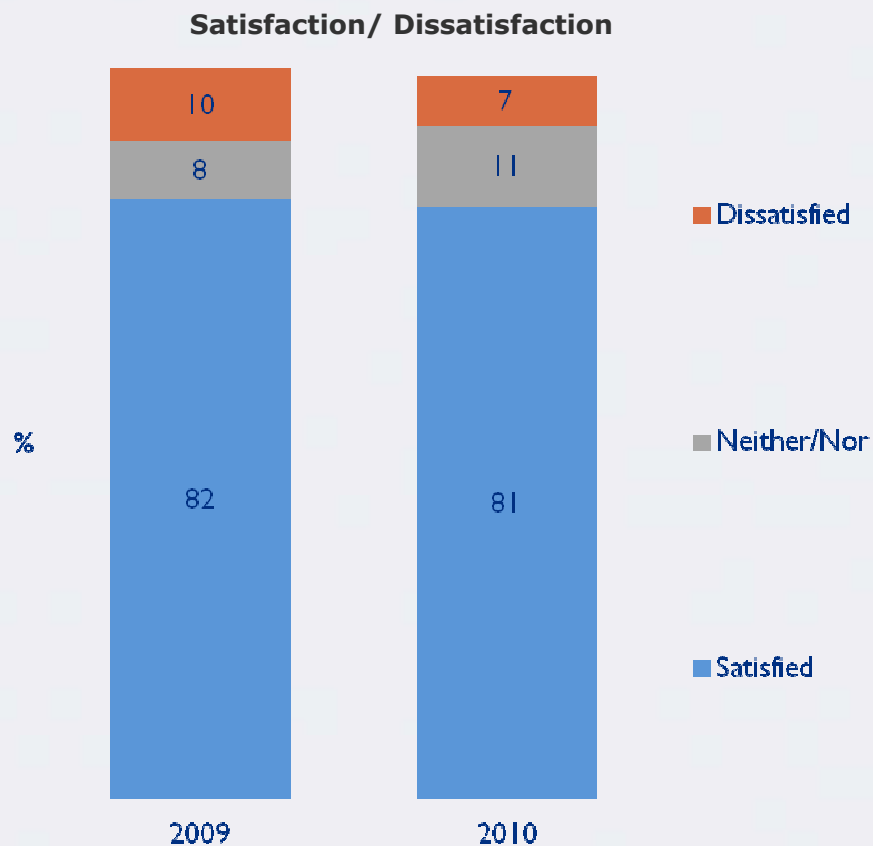
	n=56 %
They are dirty / there is rubbish lying around	34
Street sweeping / cleaning is not carried out frequently enough	14
The leaves aren't cleaned up frequently / block drains	13
People litter / dump rubbish and the council doesn't pick it up	13
There are no / not enough public garbage bins / nowhere to put rubbish	11
The roads and footpaths are not maintained properly / more is needed	9
The street sweeping machine doesn't do a good job / because of all the parked cars	7
Footpaths / surfaces are cracked / broken up	5
Mowing is done very badly / not done frequently enough	5
Trees / shrubs / grass overhang / need cutting back	2
More cleaning should be done after public events e.g. New Years Eve	2
Other	2
Don't Know	5



Reasons for Dissatisfaction - Appearance of Local Village Centres

Q3. I am going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.

Q4. What particular aspects of ... do you find unsatisfactory?



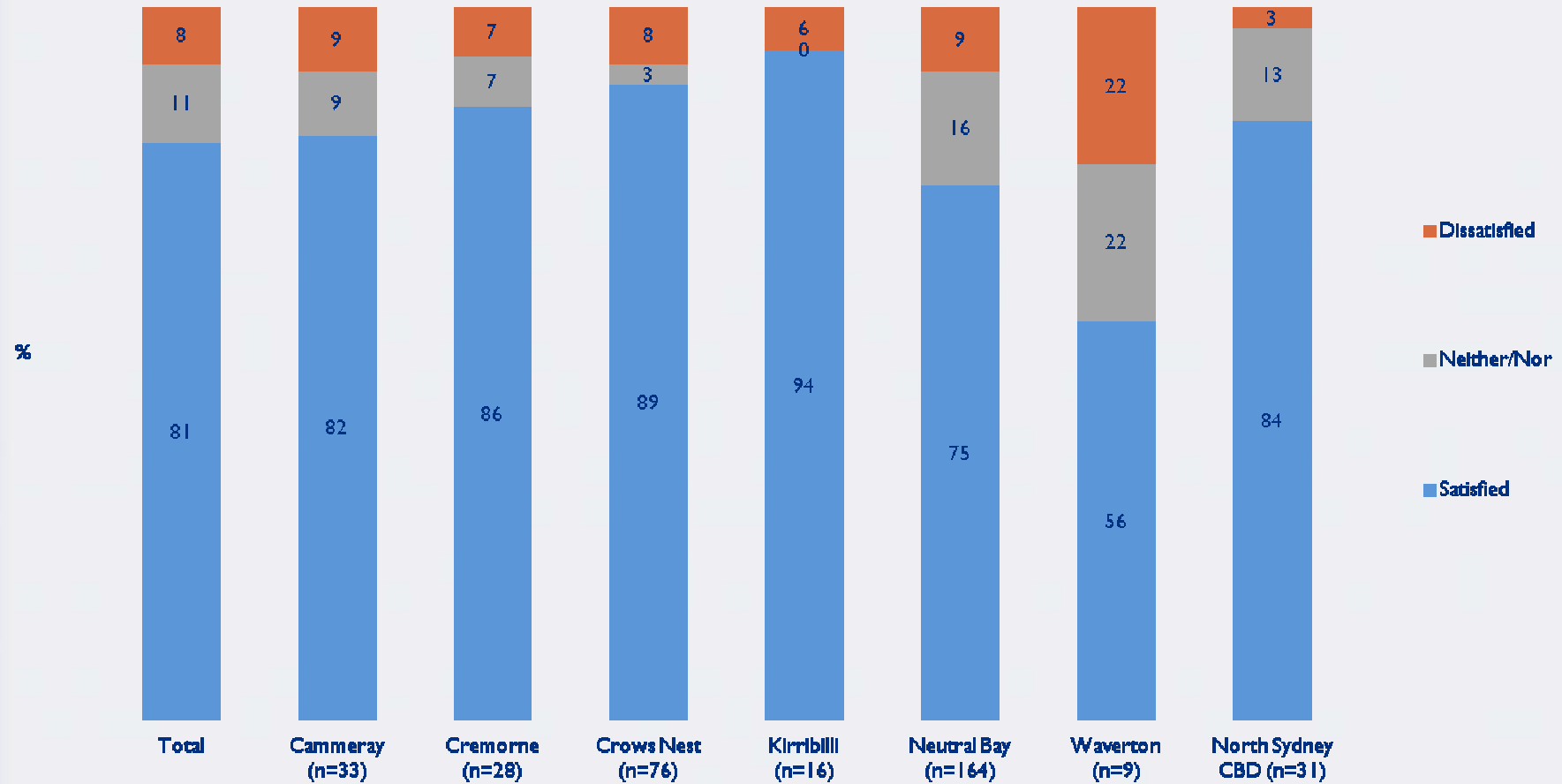
Base: All residential respondents (n=401), Q3, Q4

	n=51 %
There are not enough green spaces / not enough trees	24
It's dull / empty / like a wasteland	20
They are dirty / there is rubbish lying around	14
They are not inviting areas / so people don't use them	10
Waste management needs to be improved	8
It needs refurbishment / looks old and tired	8
There is not enough parking	6
Money has been wasted on fancy / inappropriate paving	6
The designs are ugly	4
These areas are not maintained properly / more is needed	4
There are no public garbage bins / nowhere to put rubbish	4
Graffiti isn't cleaned off	2
There is too much development / high rise	2
Other	6
Don't know	10



Satisfaction / Dissatisfaction - The Appearance of Local Village Centres

Satisfaction/ Dissatisfaction



Base: All residential respondents (n=401)
Q3. Satisfaction with the appearance of local village centres

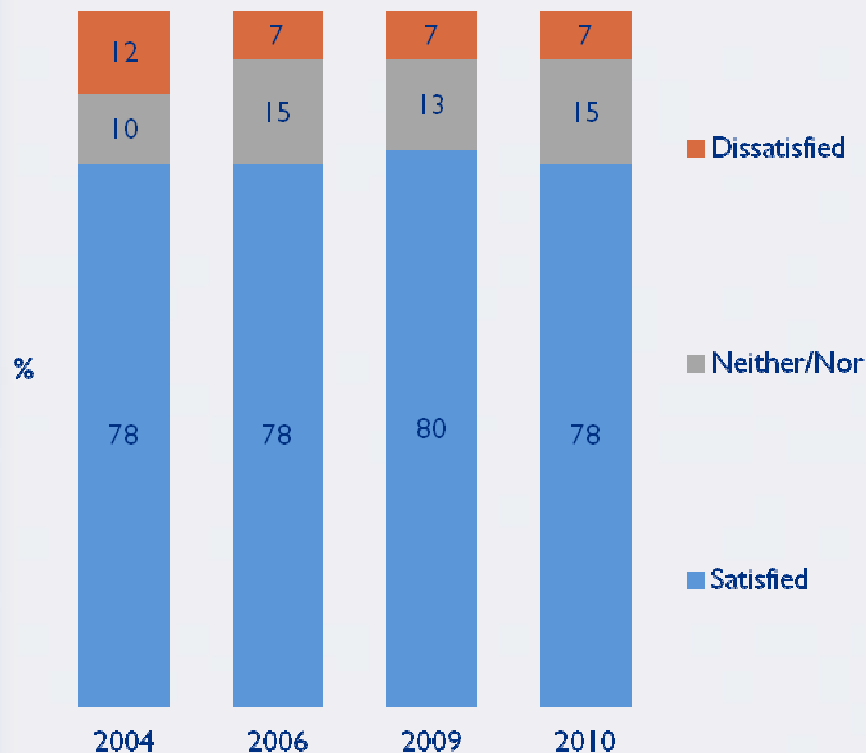


Reasons for Dissatisfaction - Maintenance of Malls and Plazas in Commercial Areas

Q3. I am going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.

Q4. What particular aspects of ... do you find unsatisfactory?

Satisfaction/ Dissatisfaction



	n=27 %
They are dirty / there is rubbish lying around	30
They look old and rundown / need refurbishment	19
They don't attract people to the area	19
There are no / not enough public garbage bins, nowhere to put rubbish	15
The malls are closed on Sundays / like a ghost town	11
Graffiti should be cleaned off regularly	7
They aren't maintained properly / more is needed	7
Parking is over policed	7
Footpaths / surfaces are cracked / broken up / uneven	4
They should be more fun / kid orientated	4
These areas are boring / ugly	4
Other	15
Don't know	4

Base: All residential respondents (n=401), Q3, Q4

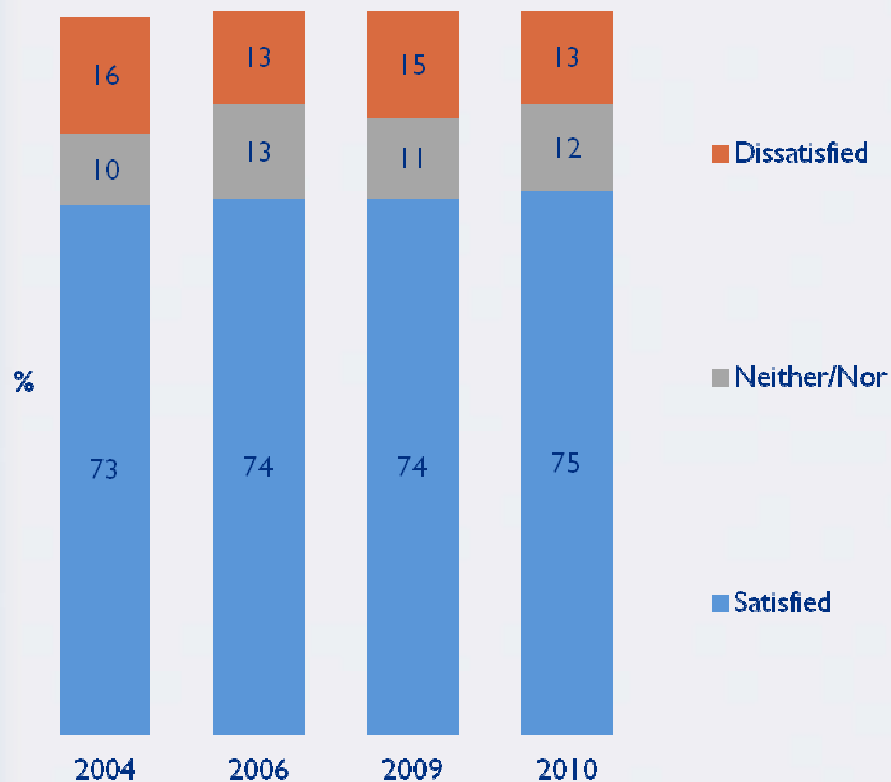


Reasons for Dissatisfaction - *The Appearance of Public Spaces in the North Sydney CBD*

Q3. I am going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.

Q4. What particular aspects of ... do you find unsatisfactory?

Satisfaction/ Dissatisfaction



Base: All residential respondents (n=401), Q3, Q4

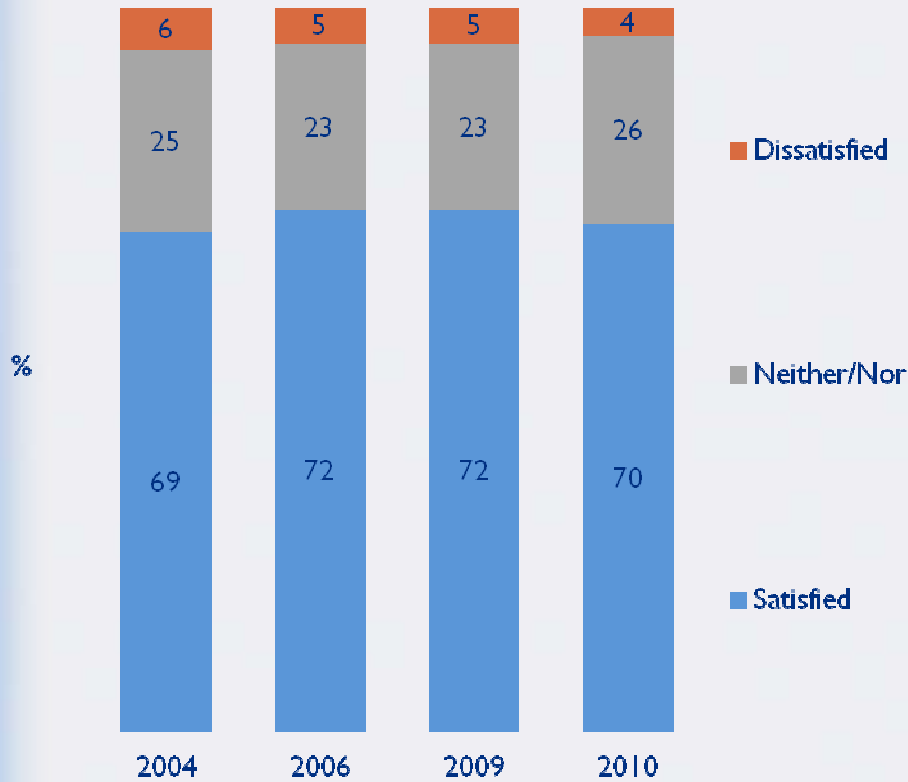
	n=51 %
There are not enough green spaces / not enough trees	24
Its dull / empty / like a wasteland	20
There are / it is very dirty / there is rubbish lying around	14
They are not inviting areas / so people don't use them	10
Waste management needs to be improved	8
It needs refurbishment / looks old and tired	8
There is not enough parking	6
Money has been wasted on fancy / inappropriate paving	6
The designs are ugly	4
These areas and not maintained properly/ more is needed	4
There are no public garbage bins / nowhere to put rubbish	4
Graffiti isn't cleaned off	2
Other	8
Don't know	10



Reasons for Dissatisfaction - Stanton Library

- Q3. I am going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.
- Q4. What particular aspects of ... do you find unsatisfactory?

Satisfaction/ Dissatisfaction



	n=15 %
It needs refurbishment / looks old and tired	27
Its small, needs more funding / to offer more material	27
It needs more children's material	13
Its online/ computer services are not very good / old fashioned / is limited	13
It needs longer opening hours / open on public holidays	7
Other	13
Don't know	13

Base: All residential respondents (n=401), Q3, Q4

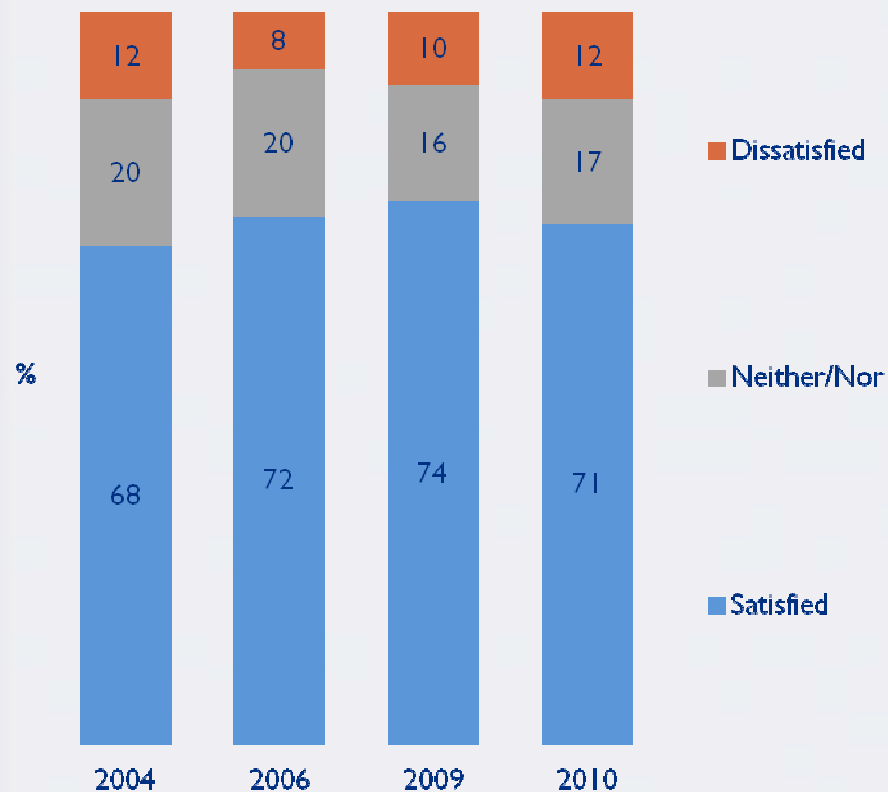


Reasons for Dissatisfaction - Customer Service / Information Provided by Council Staff

Q3. I am going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.

Q4. What particular aspects of ... do you find unsatisfactory?

Satisfaction/ Dissatisfaction



Base: All residential respondents (n=401), Q3, Q4

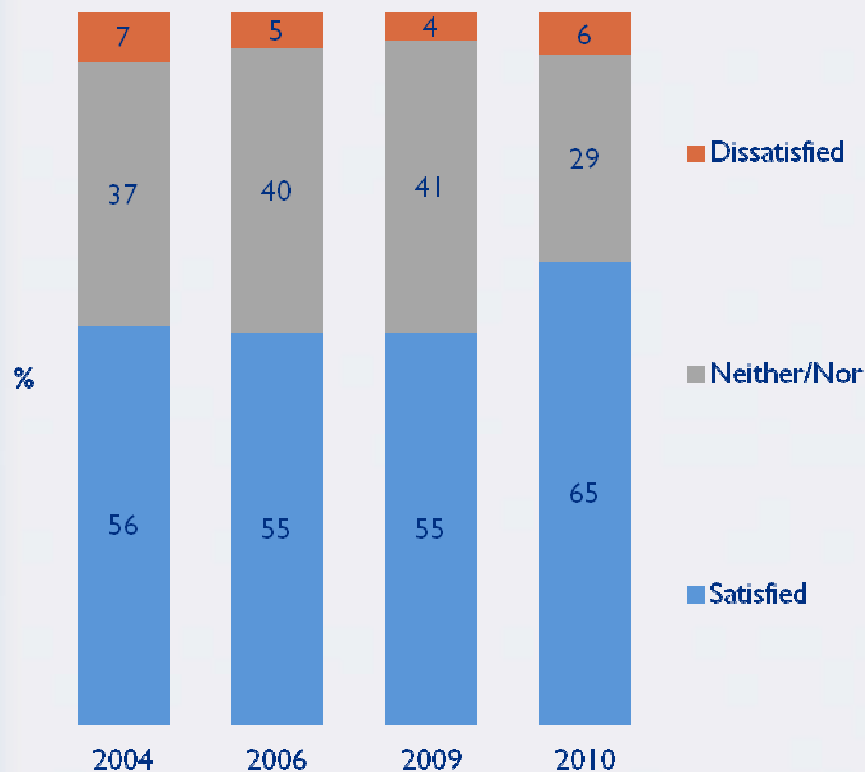
	n=50 %
Information available is very poor / they don't communicate / can't get answer	26
They give out incorrect information / don't know what they're talking about	14
They're overly bureaucratic in their approach	14
They are very rude / unhelpful	12
They are very slow to return calls / don't return calls / letters	12
They seem to be totally unresponsive / I've never had any satisfaction from them	10
Its hard to get through to someone on the phone	10
You are constantly transferred on to someone else	8
You can only call between certain hours	6
Its hard to get anything done / slow to act	2
Residential development is slow and onerous to try and get through	2
They planning department isn't helpful / caught up with trivial things	2
Other	10
Don't know	6



Reasons for Dissatisfaction - Community Centres and Facilities*

- Q3. I am going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.
- Q4. What particular aspects of ... do you find unsatisfactory?

Satisfaction/Dissatisfaction



	n=24 %
Many of the facilities are rundown / unclean	21
There are very few community centres / should be more	17
Community centres are under resourced / suffer from lack of money	17
We need more services for the homeless	17
There should be more services for the elderly	13
There isn't much information about facilities available	8
I would like some community activities for working people	4
Other	17
Don't know	4

Base: All residential respondents (n=401), Q3, Q4

* NOTE: Prior to 2010 the question read 'community services offered at community centres'. Changed because NSC does not provide services/programs from the community centres

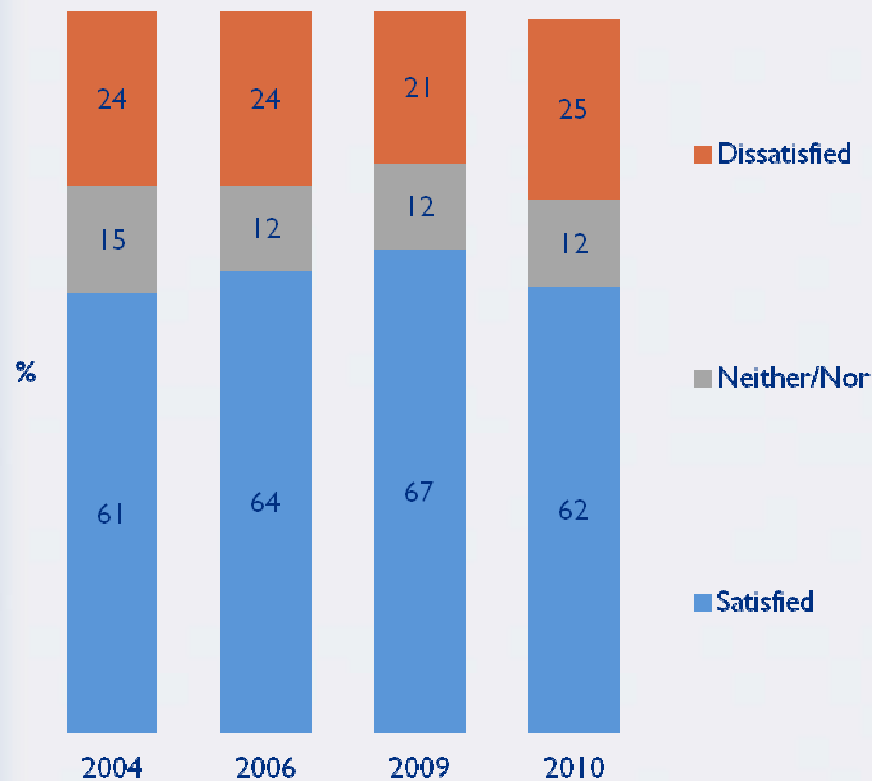


Reasons for Dissatisfaction - Traffic Management (speed humps, chicanes, etc.)

Q3. I am going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.

Q4. What particular aspects of ... do you find unsatisfactory?

Satisfaction/ Dissatisfaction



Base: All residential respondents (n=401), Q3, Q4

	n=100 %
There are too many speed humps / chicanes	17
I don't want speed humps / get them out / they ruin your car	15
I don't think speed humps / chicanes are a good way of slowing the traffic	14
There aren't enough speed humps / need more	11
People still speed / we need better control	10
There needs to be an overall plan for traffic / well thought out	8
They just inhibit the flow of traffic / make things slower / more congested	7
Some of the speed humps pose a hazard / e.g. to cyclists, people try to avoid them	7
The chicanes / speed humps are badly designed / in the wrong places	7
There is too much traffic	5
Council needs to consult with local residents / see what is wanted in each area	4
Other	13
Don't know	5

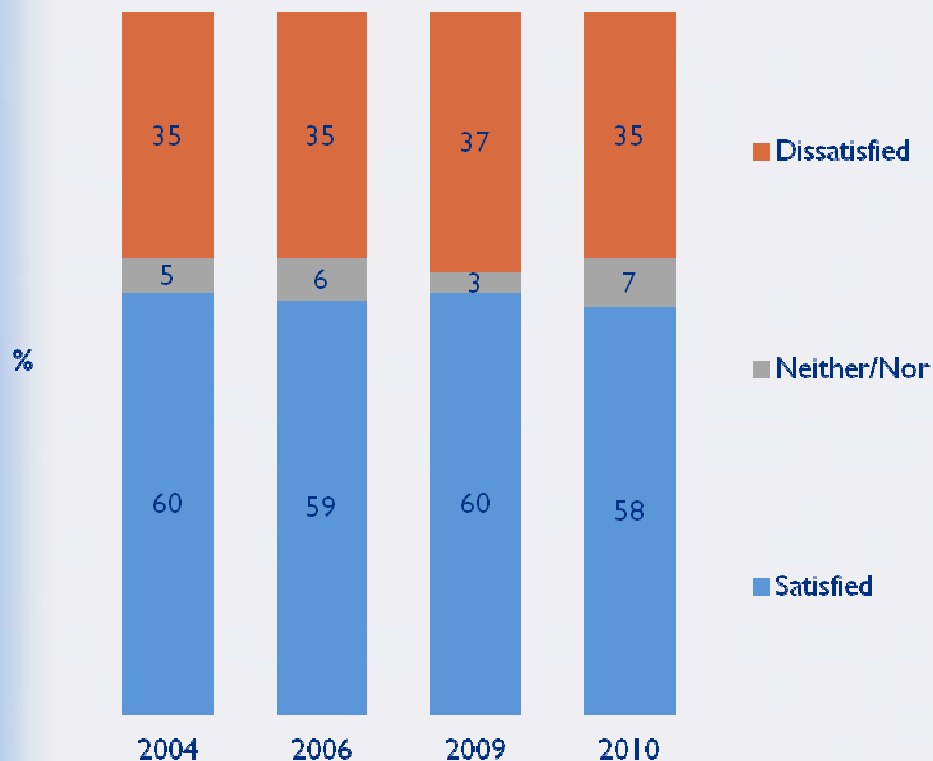


Reasons for Dissatisfaction - Maintenance of the Local Roads and Footpaths

Q3. I am going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.

Q4. What particular aspects of ... do you find unsatisfactory?

Satisfaction/ Dissatisfaction



Base: All residential respondents (n=401), Q3, Q4

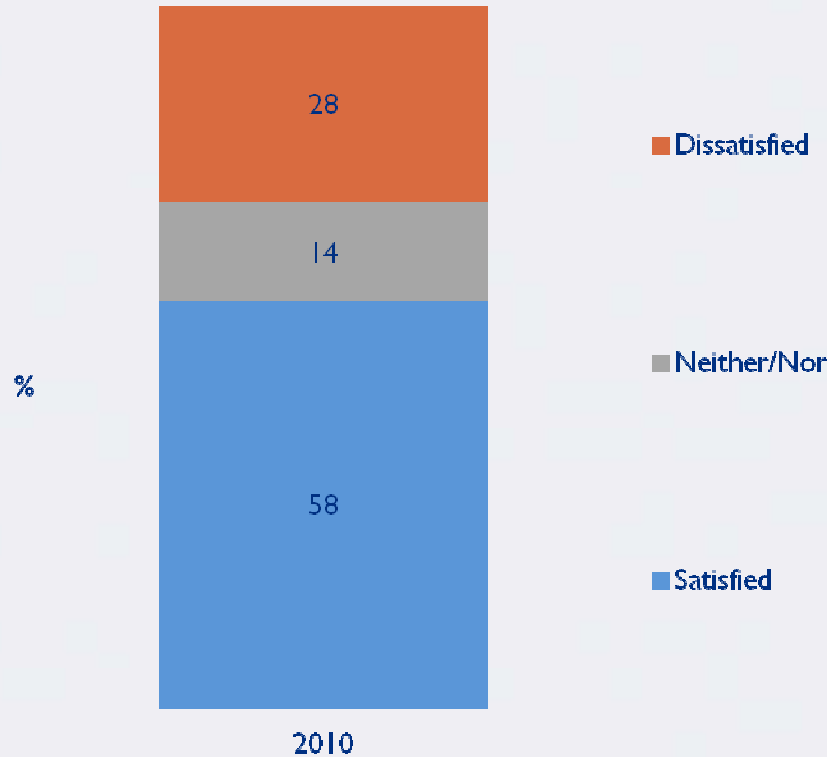
	n=139 %
Footpaths / surfaces are cracked / broken up / uneven / trip hazard	30
There are too many potholes	28
The roads and footpaths are not maintained properly / more is needed	23
They are slow to fix the potholes / unevenness	9
Mowing is done very badly / leaves a mess / not done frequently enough	9
The roads are just patched not fixed properly	7
Trees / shrubs / grass needs cutting back	6
They are very dirty / there is rubbish lying around	5
Leaves aren't cleaned frequently / block drains	5
There doesn't seem to be any plan to the maintenance / its haphazard	5
A lot of money has been wasted on inappropriate / poorly planned work	4
Some of the roads / traffic management devices are so poorly designed they are creating a hazard	3
Other	14
Don't know	1



Reasons for Dissatisfaction - Pedestrian and Cycle Paths

- Q3. I am going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.
- Q4. What particular aspects of ... do you find unsatisfactory?

Satisfaction/ Dissatisfaction



N=113
%

There aren't enough cycle paths	17
Many of the cycle paths are dangerous	15
The cyclists disobey road rules / behave badly / think they always have priority	13
There needs to be better separation between bikes, pedestrians and cars	13
Footpaths are cracked / uneven / pose a trip hazard	12
I haven't really seen any cycle paths / maybe they aren't indicated very well	11
They cycle ways are under used / waste of money and space	7
Pedestrians are being ignored in favour of traffic flow	7
Cycle paths don't join up / aren't continuous	6
I just think more could be done there	4
Cyclists hold up the traffic / especially in hilly areas	3
There aren't enough pedestrians paths	2
Other	7
Don't know	1

Base: All residential respondents (n=401), Q3, Q4
Question not asked in 2004, 2006, 2009.

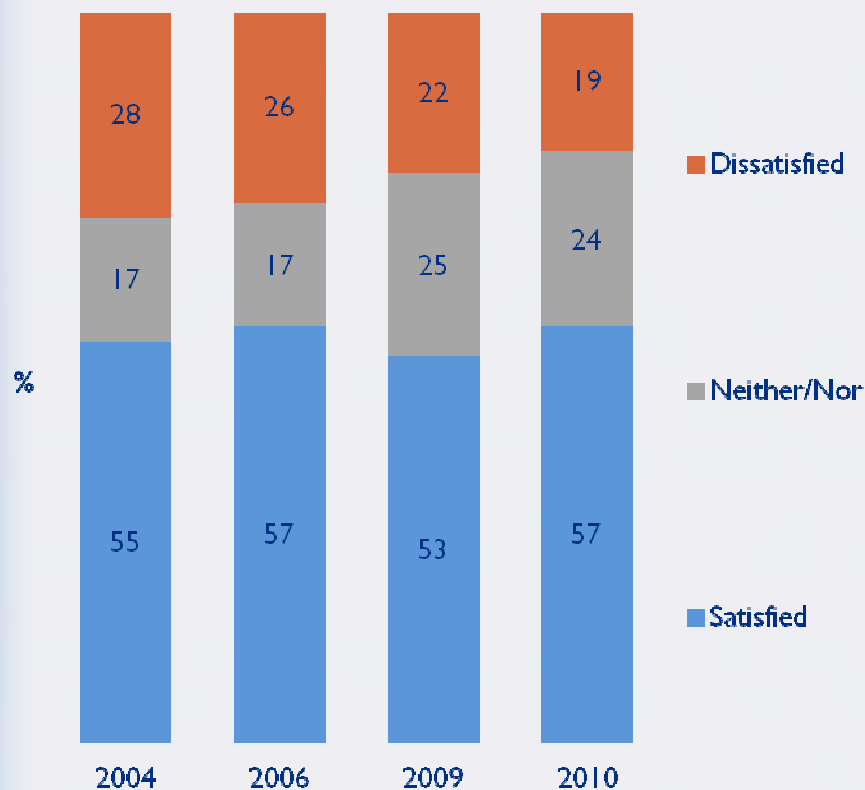


Reasons for Dissatisfaction - Management of the development within the North Sydney LGA

Q3. I am going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.

Q4. What particular aspects of ... do you find unsatisfactory?

Satisfaction/ Dissatisfaction



Base: All residential respondents (n=401), Q3, Q4

	n=75 %
There is too much development	29
The timeframe for DA's is ridiculous	13
Development Applications are very difficult for residents to get approved	9
There is not enough parking / infrastructure for the number of units being built	8
Beautiful homes are being demolished for ugly development	8
The needs of the residents are ignored / pay more attention to developers	8
There is no consistency in approvals / ad hoc approvals	8
There doesn't seem to be any plan for the area any more / its haphazard	7
They don't take enough notice of objections / no consultation	7
Too much credence is given to objections	7
Its difficult to understand anything provided by the council / they aren't interested in making things clear	5
Regulations are overly restrictive	5
Other	20
Don't Know	5

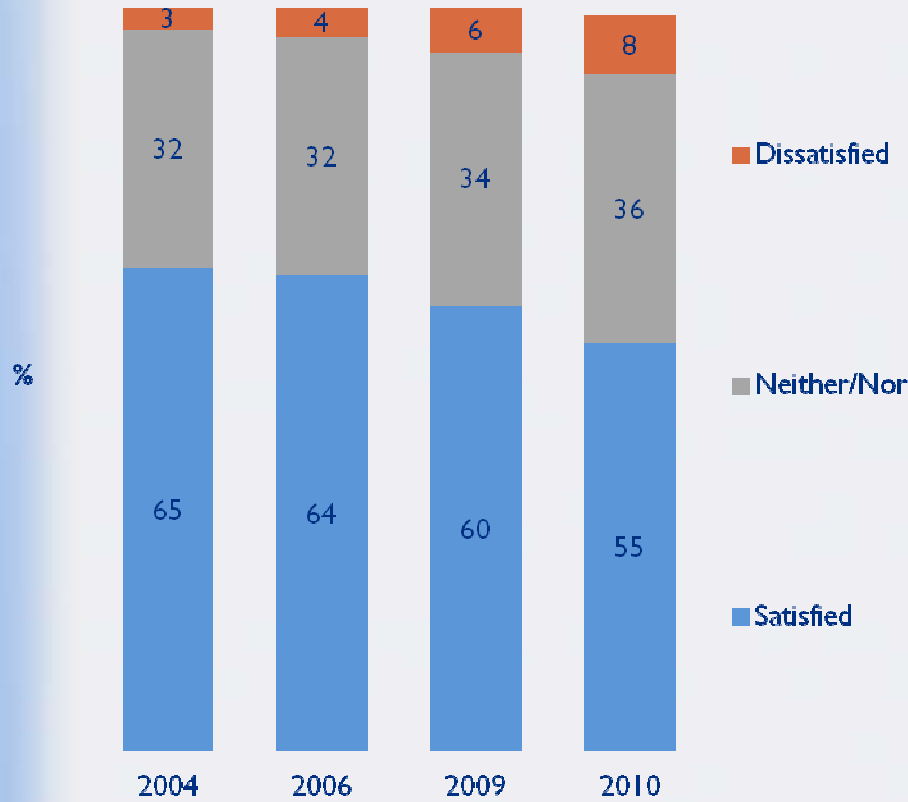


Reasons for Dissatisfaction - North Sydney Olympic Pool

Q3. I am going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.

Q4. What particular aspects of ... do you find unsatisfactory?

Satisfaction/ Dissatisfaction



	n=34 %
The downstairs / change room facilities are very old	26
The general maintenance is poor / its dirty	24
It needs refurbishment / looks old and tired	24
Entry is too expensive	24
There isn't enough parking there / the parking is expensive	18
The staff are rude / not courteous	9
Other	13

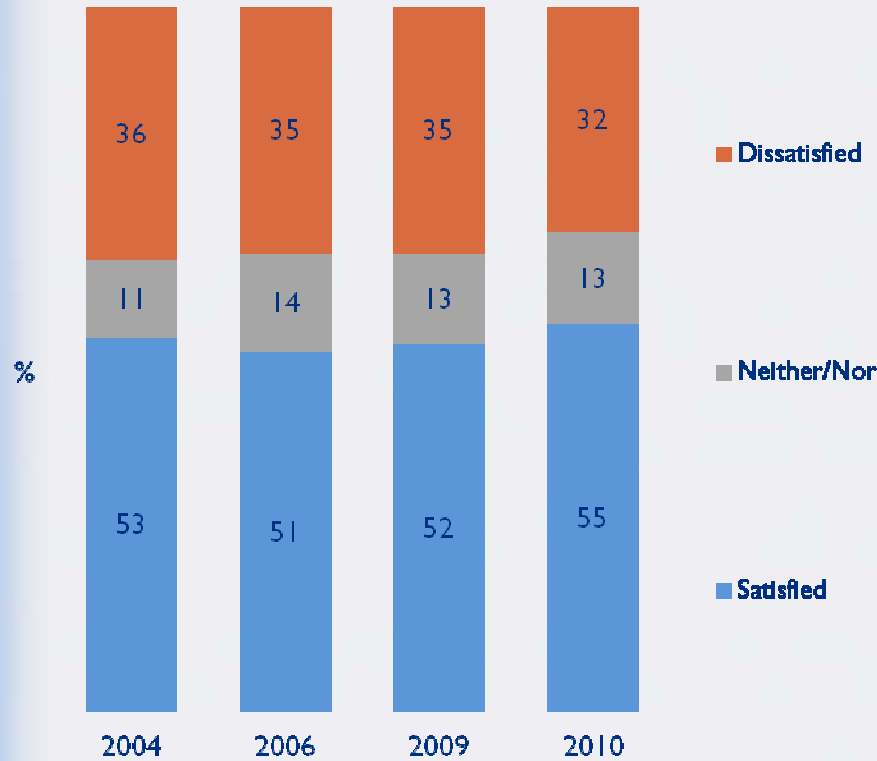
Base: All residential respondents (n=401), Q3, Q4



Reasons for Dissatisfaction - Overall Management of Parking

- Q3. I am going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.
- Q4. What particular aspects of ... do you find unsatisfactory?

Satisfaction/ Dissatisfaction



	n=139 %
There are too many restrictions	21
There isn't enough parking	19
There is insufficient parking for residents	16
Parking is too expensive	11
There aren't enough resident permits	8
Parking is under-policed	8
It has become a revenue raising exercise	7
There should be more free parking	6
Lack of longer term parking / problems with parking make it hard for local businesses	6
Some of the signage is confusing / not clear	5
It takes so long to get parking permits	5
I don't think the situation is managed at all	3
Other	11
Don't Know	5

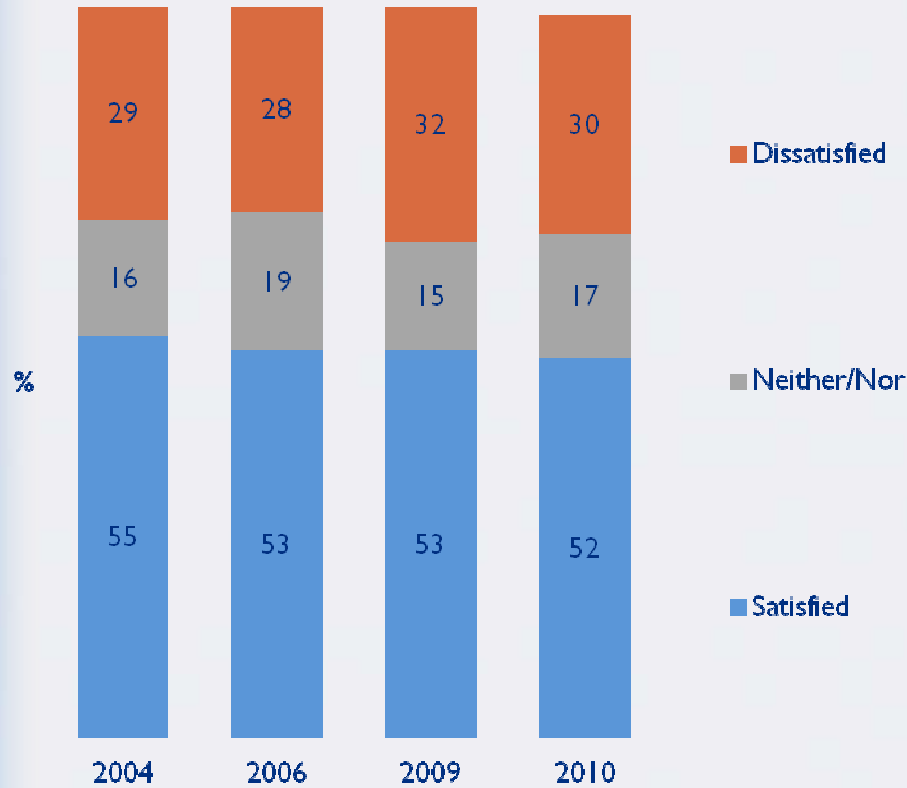
Base: All residential respondents (n=401), Q3, Q4



Reasons for Dissatisfaction - Policing of Parking

- Q3. I am going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.
- Q4. What particular aspects of ... do you find unsatisfactory?

Satisfaction/ Dissatisfaction



n=122
%

Parking is over policed	29
There are too many parking restrictions / times allowed are too short	19
Parking is not policed / still a lot of illegal parking going on	16
Its revenue raising rather than consideration for the community	11
Parking is too expensive	11
The parking enforcement is very inconsistent / hit some areas hard, ignore others	8
There is not enough parking for residents / its taken up by non residents / commuters	7
Its is becoming difficult park for shopping	7
We need more unmetered parking	5
There is just insufficient parking	5
It is almost impossible for visitors to park	4
The rangers are overly zealous around schools	2
Other	11

Base: All residential respondents (n=401), Q3, Q4

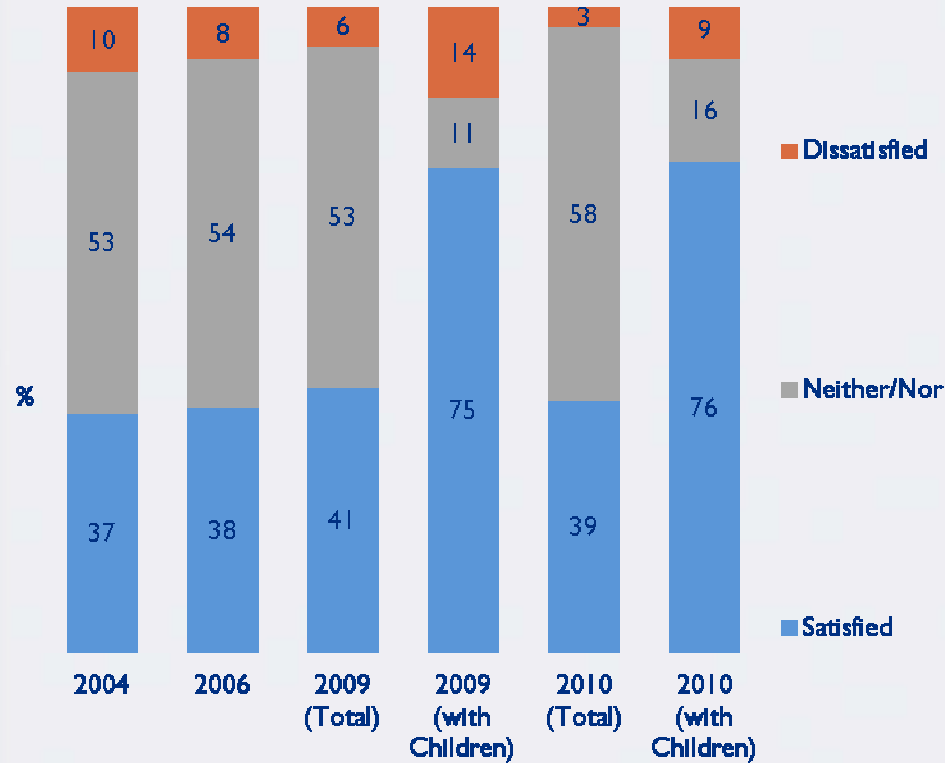


Reasons for Dissatisfaction - Children's Services

Q3. I am going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.

Q4. What particular aspects of ... do you find unsatisfactory?

Satisfaction/ Dissatisfaction



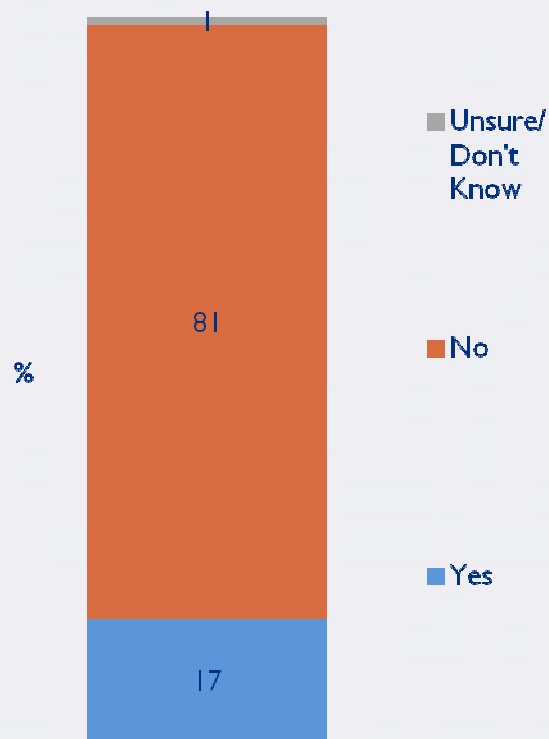
	n=13 %
There are not enough child care places / facilities / they have shut down	38
There aren't enough parks	31
There are not enough children's services	23
There is a lack of facilities / under resourced	23
More parks with play equipment are needed / adventure playgrounds	15
Other	8
Don't know	8

Base: All residential respondents (n=401), Q3, Q4

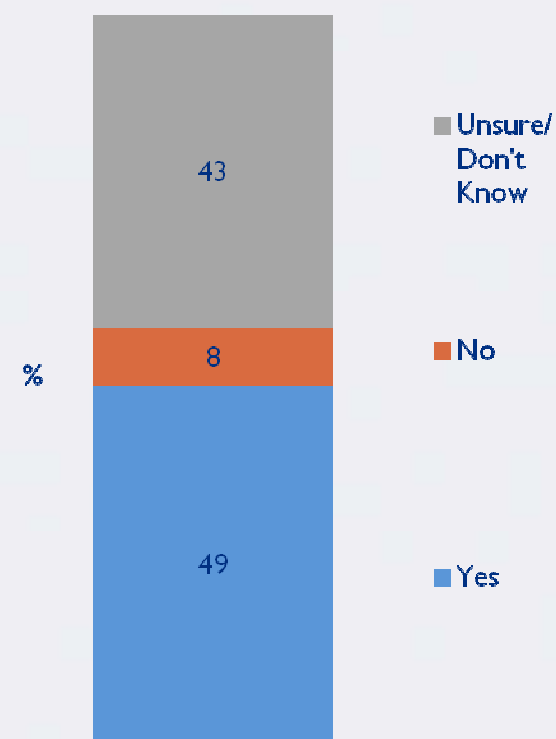


Residential Community awareness of North Sydney Council's Strategic Direction

Aware of 2020 Vision, Community Strategic Plan



Satisfied with North Sydney Council's strategic direction



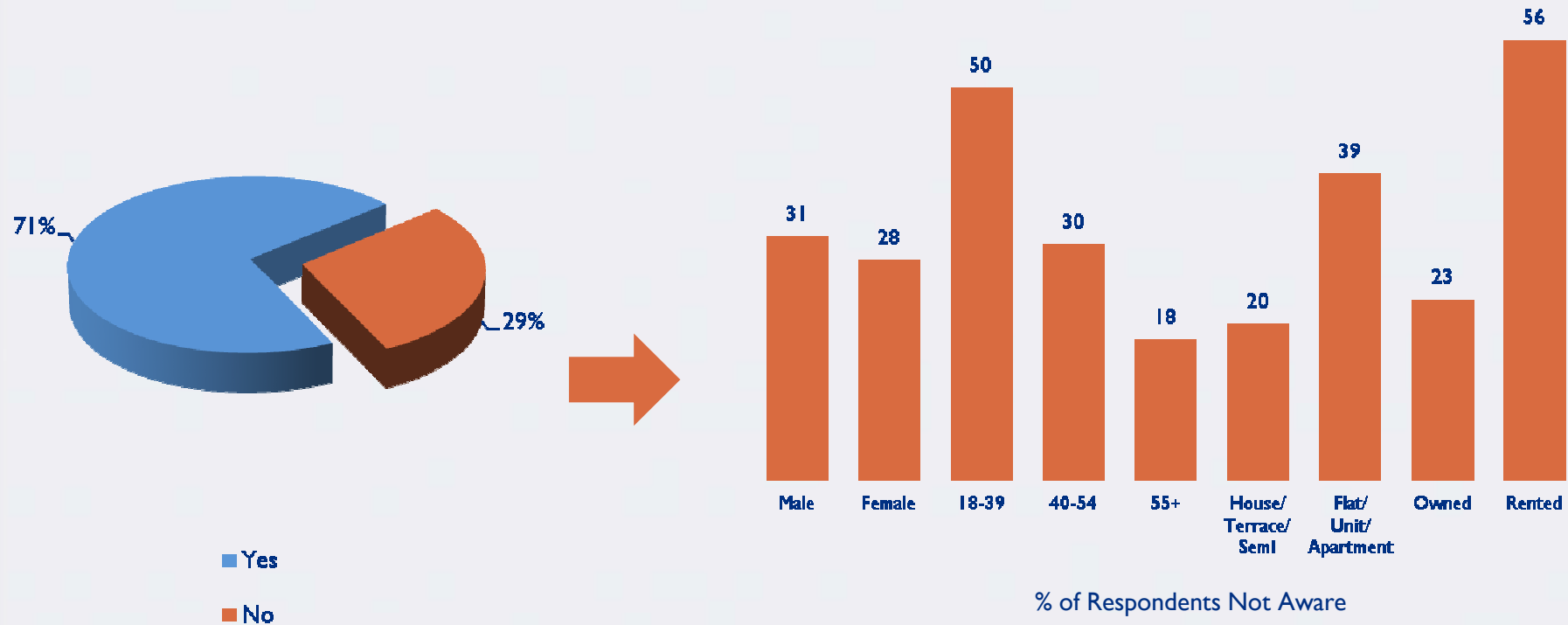
Base: All residential respondents (n=401)

Q5. Are you aware of the 2020 Vision, North Sydney Community Strategic Plan? (Use prompt as required: The 2020 Vision is a 10 year plan outlining the community's shared long term vision for North Sydney).

Q6. Are you satisfied with where North Sydney is heading in the future? (Use prompt as required: i.e. it's strategic direction.)



Awareness of North Sydney Precincts

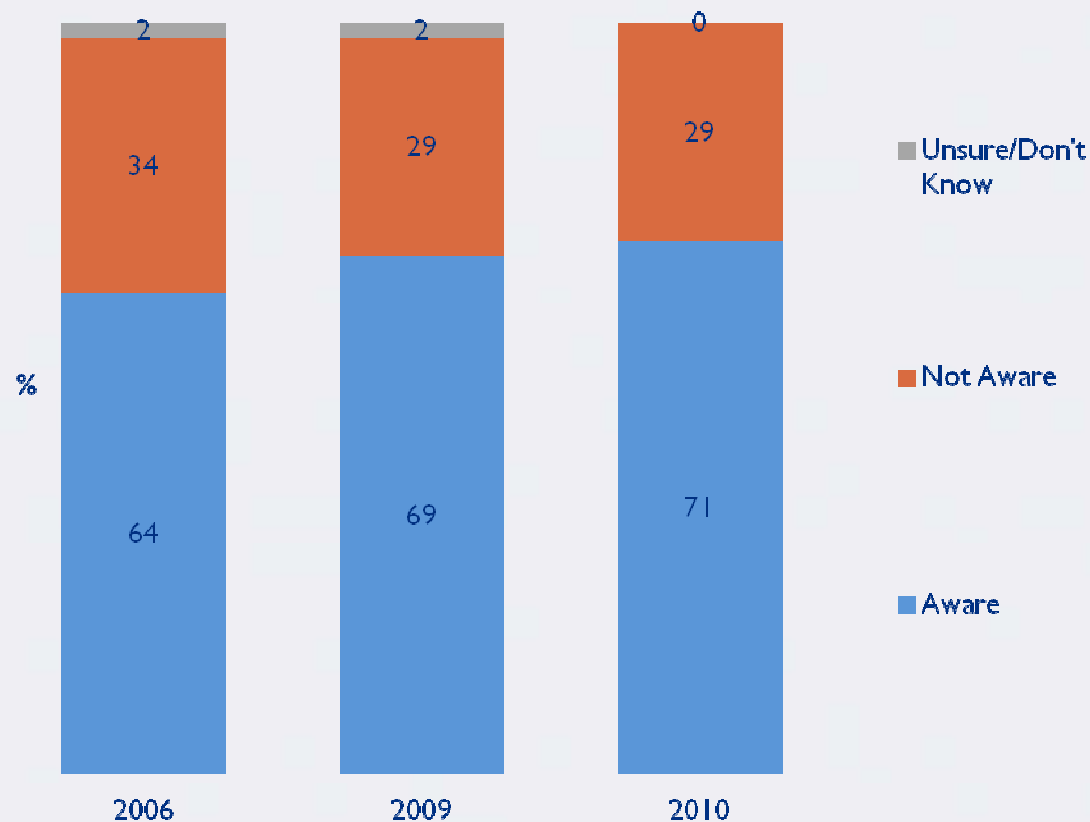


Base: All residential respondents (n=401)

Q10. The North Sydney Council area is split into 24 'Precinct Committees' and within each of these 'precincts' residents, students, workers and businesses are given the opportunity to become involved with decisions that affect their local area. Prior to me telling you this, were you aware that you had a local Precinct?



Awareness of North Sydney Precincts – Over Time

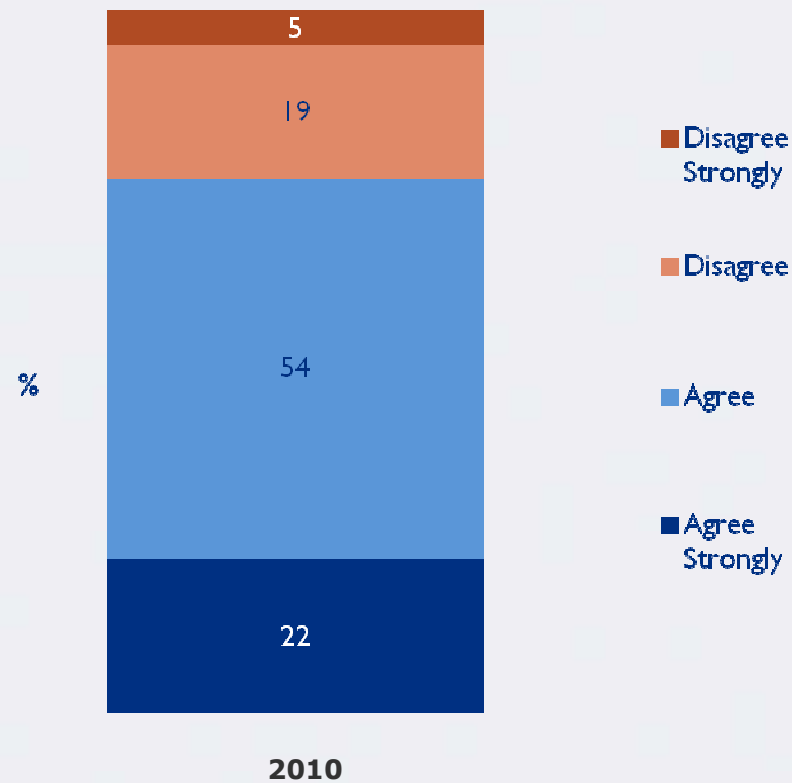


Base: All residential respondents (n=401)

Q10. The North Sydney Council area is split into 24 'Precinct Committees' and within each of these 'precincts' residents, students, workers and businesses are given the opportunity to become involved with decisions that affect their local area. Prior to me telling you this, were you aware that you had a local Precinct?



Sense of Community in North Sydney LGA

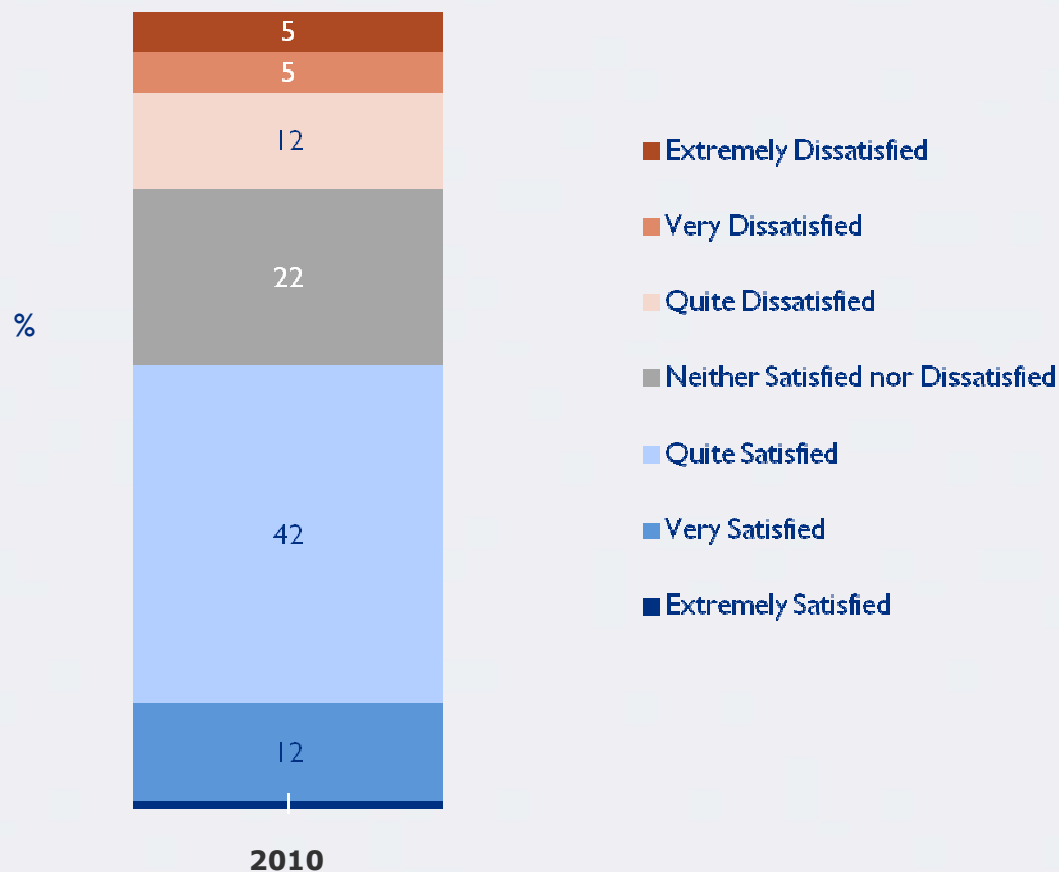


Base: All residential respondents (n=401)

Q7. Do you agree or disagree that North Sydney as a whole has a strong sense of community? (Use prompt as required: A 'Sense of Community' focuses on the experience of community or sense of belonging; rather than its structure, formation, setting or features etc.)



Satisfaction with Current Level of Engagement with North Sydney Council

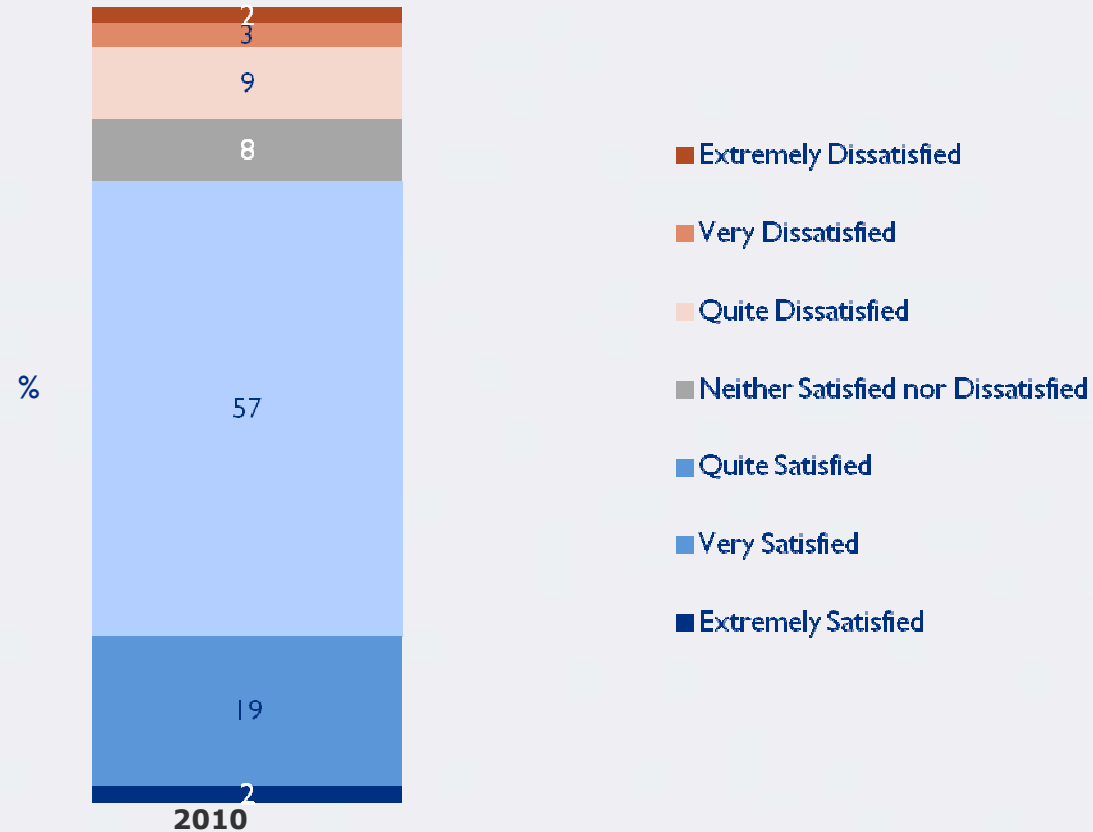


Base: All residential respondents (n=401)

Q9. How satisfied are you with the way North Sydney Council consults with and engages residents in decision making processes.



Satisfaction with Current Level of Communication from North Sydney Council



Base: All residential respondents (n=401)

Q8b. Generally speaking, how satisfied are you with the way that North Sydney Council communicates with its residents? Would you say that you were...



Preferred Sources of Information

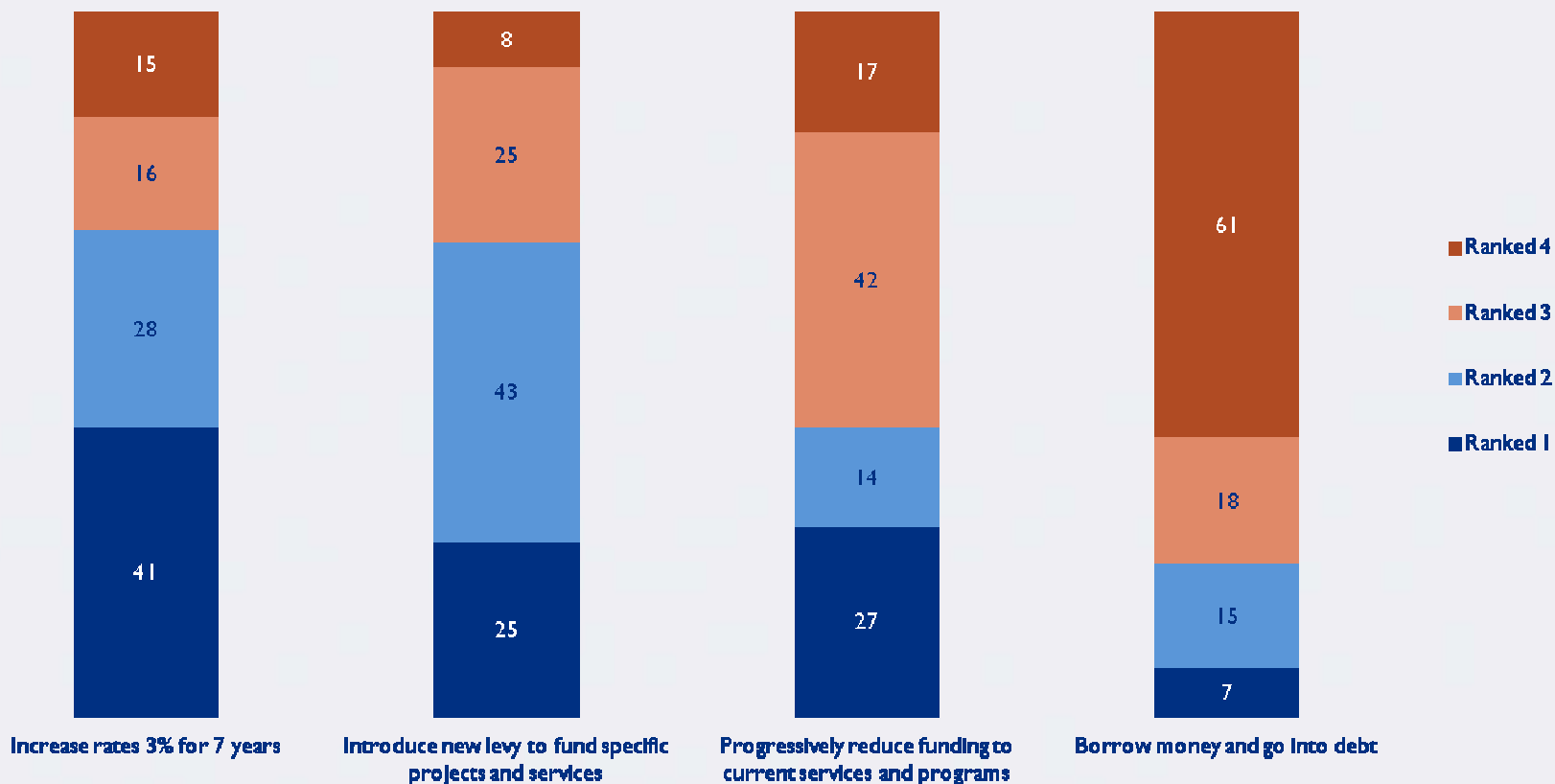
	Total (n=401) %	18 to 39 y.o. (n=80) %	40 to 54 y.o. (n=141) %	55+ y.o. (n=180) %
Mosman Daily	26	16	21	34
Council Newsletters (North Sydney News)	22	15	26	23
Council Website	21	36	28	9
Council Brochures	11	10	9	13
E-newsletters	6	9	8	3
Community Notice Boards	2	3	1	2
Precinct Meetings	1	0	0	3
North Shore Times	1	1	1	1
Neighbours / Word of mouth	1	1	1	1
Email	1	1	4	0
Local Newspaper NFI	1	0	1	2
Speak to Councillors	1	0	1	1
Notification by SMS	0	0	0	0
Other	1	1	0	2
Don't Know	1	1	0	1
None	2	3	1	3

Base: All residential respondents (n=401)

Q8a. What is your preferred source of information relating to what North Sydney Council does



Ranking of Various Options to Increase Revenue - Most Preferred (=1)



Base: Residential rate payers (n=324)

Q11. North Sydney Council needs to increase its income in order to continue infrastructure maintenance and service delivery at the levels expected by the North Sydney community. Please rank the following four options in your order of preference to achieve this. Please give a '1' to the option you prefer the most, through to a '4' for the option you prefer the least. The options are.....



Respondent Profile

	Total % (n=401)
Gender	
Male	36
Female	64
Age	
18-39 years	20
40-54 years	35
55+ years	45
Children at Home Under 12	
Yes	17
No	83
Main Language Spoken at Home	
English	96
Cantonese	2
Japanese	1
Other	1

	Total % (n=401)
Time Spent Living in Current Area	
Under a year	2
1 to 3 years	9
4 to 6 years	8
7 to 10 years	15
Over 10 years	66
Property Type	
Separate house	32
Semi-detached house	9
Row / Terrace	3
Townhouse	9
Flat, Unit or Apartment	46
Other	1

Base: All residential respondents (n=401)
Qi, Qii, Qiii, Qiv, Qv, Qvii



Respondent Profile ...cont

	Total % (n=401)
Local Shopping Area	
Cammeray	6
Cremorne	7
Crows Nest	19
Kirribilli	4
Neutral Bay	41
Waverton	2
North Sydney CBD	8
Northbridge	3
Chatswood	3
Other	6



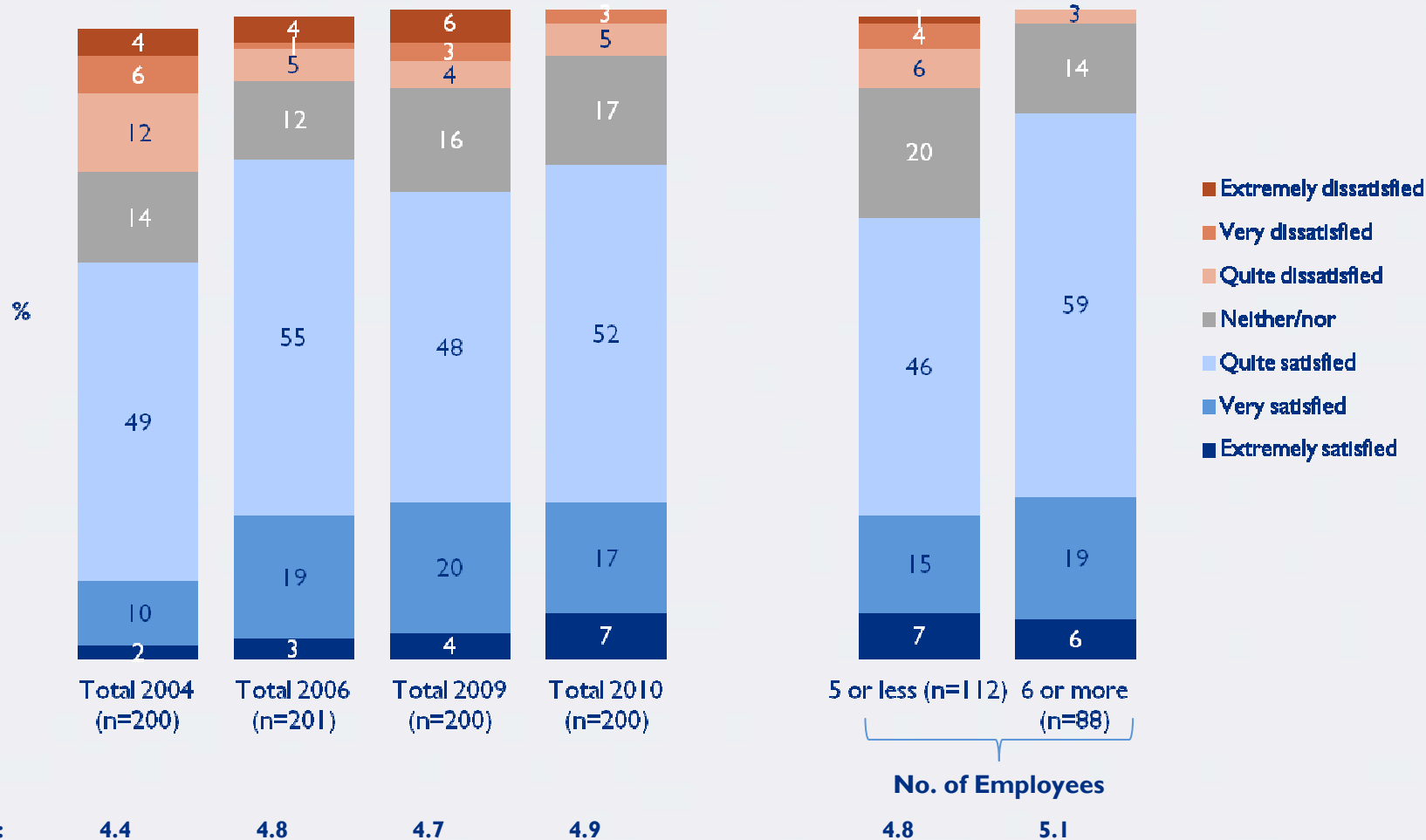
BUSINESS COMPONENT

woolcott research





Overall Satisfaction with North Sydney Council



Base: All business respondents (n=200)

Q1. Now, thinking about all the services North Sydney Council provides, overall how satisfied have you been with them over the last 12 months? That is have you been satisfied or dissatisfied with your local council's performance?



Relative Importance of Key Areas

Change in Relative Ranking from 2009

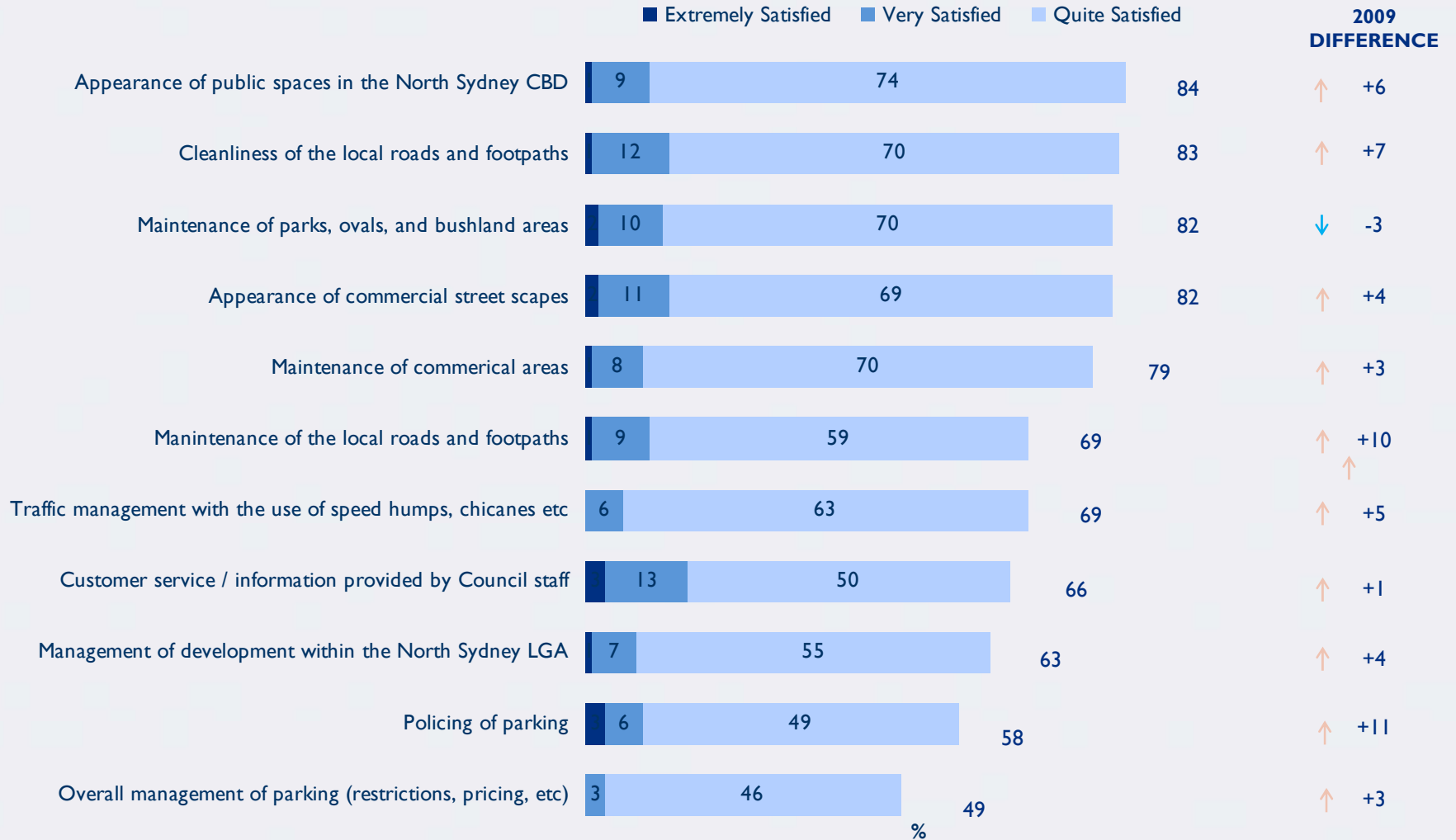


Base: All business respondents (n=200)

Q1. Now, thinking about all the services North Sydney Council provides, overall how satisfied have you been with them over the last 12 months? That is have you been satisfied or dissatisfied with your local council's performance?



Satisfaction in Relation to Key Service Areas - Positive

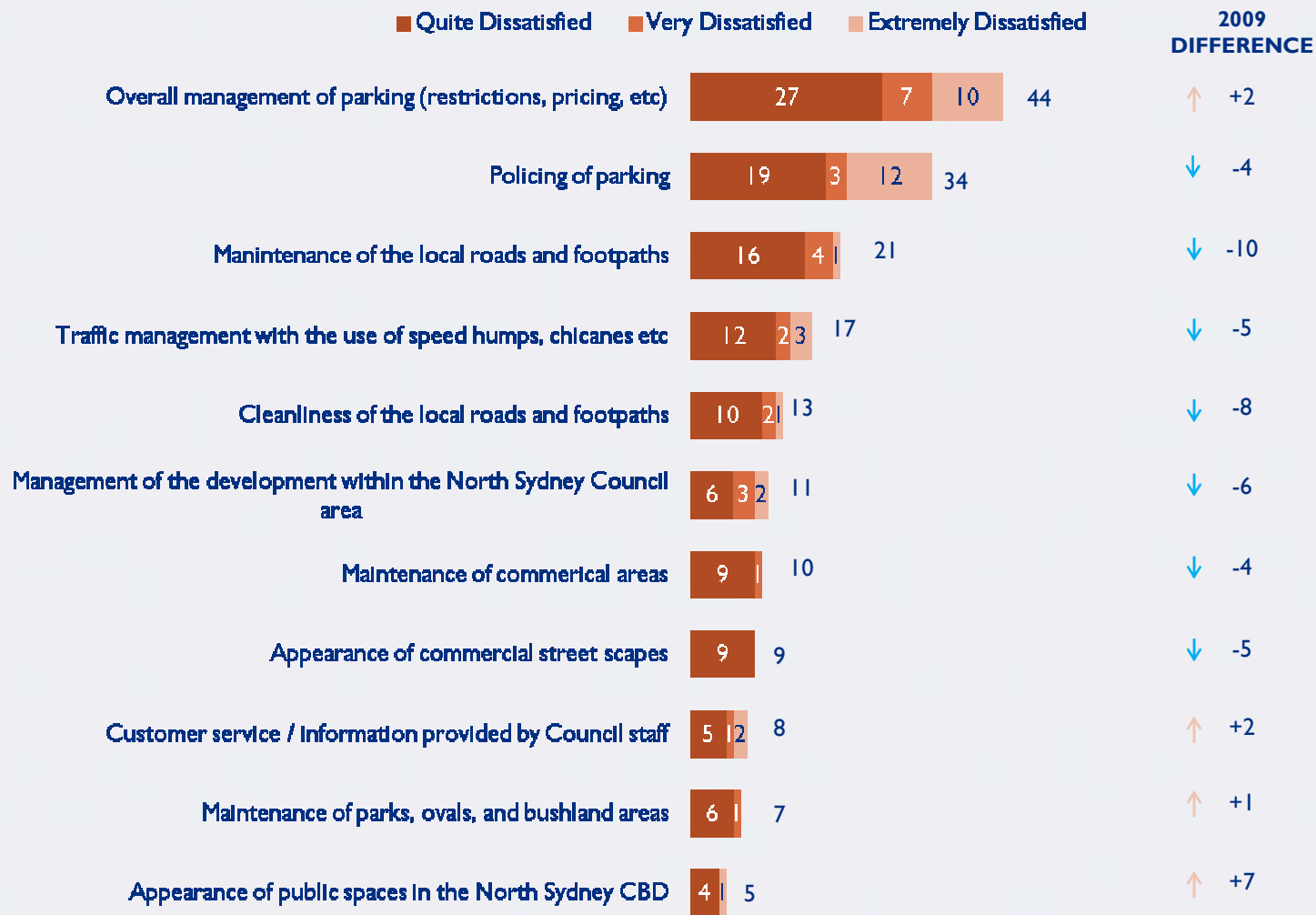


Base: All business respondents (n=200),

Q3. I am now going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area. Using the same scale as before, how satisfied would you say you are with the... **READ OUT**... in your local area?



Satisfaction in Relation to Key Service Areas - Negative



Base: All business respondents (n=200),

%

Q3. I am now going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area. Using the same scale as before, how satisfied would you say you are with the... READ OUT... in your local area?

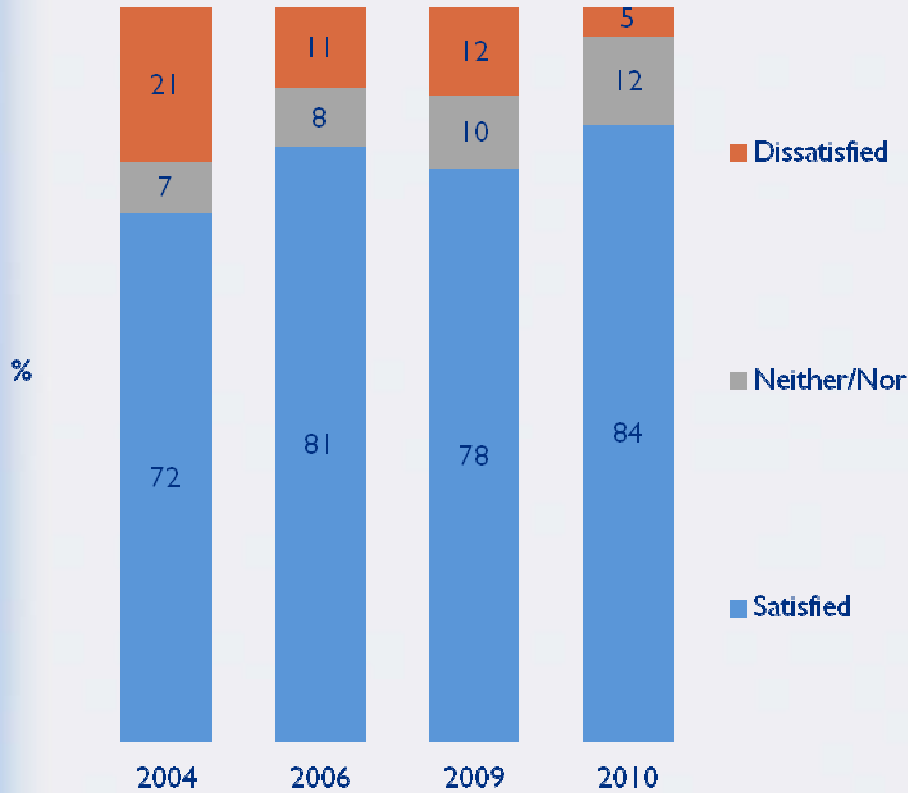


Reasons for Dissatisfaction - Appearance of public spaces within North Sydney CBD

Q3. I am going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.

Q4. What particular aspects of ... do you find unsatisfactory?

Satisfaction/ Dissatisfaction



	n=9 %
It is very dirty / there is rubbish lying around	44
These areas are boring / ugly / no aesthetics	22
There are not enough green spaces	11
Other	11
Don't Know	11

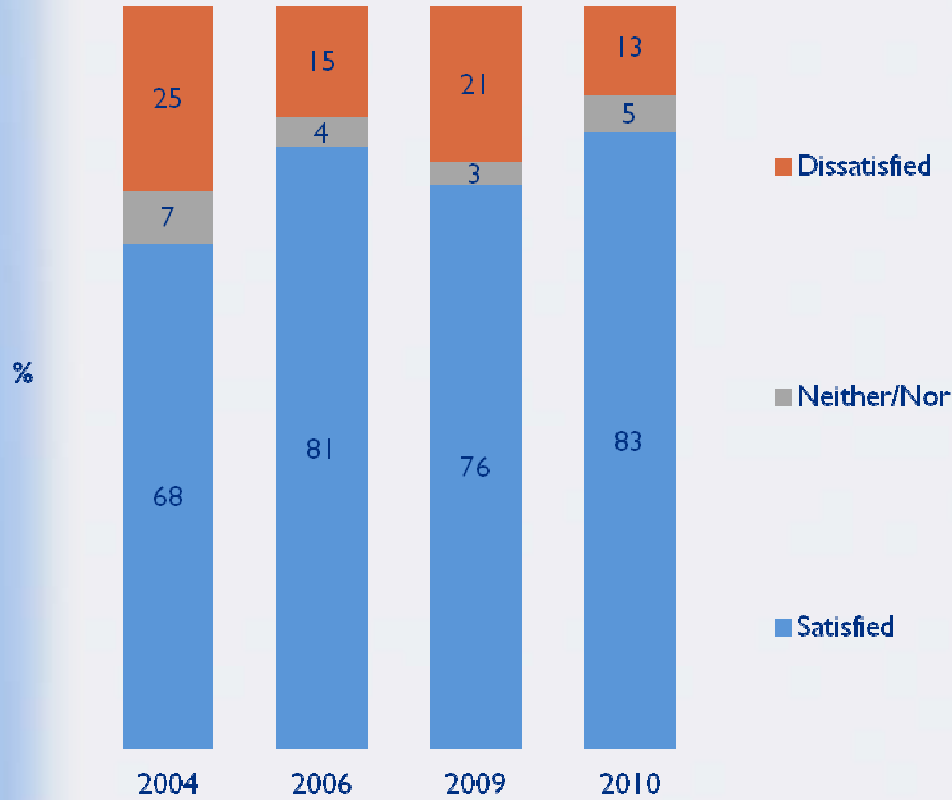
Base: All business respondents (n=200), Q3, Q4



Reasons for Dissatisfaction - Cleanliness of local roads and footpaths

- Q3. I am going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.
- Q4. What particular aspects of ... do you find unsatisfactory?

Satisfaction/ Dissatisfaction



	n=26 %
The are / it is very dirty / there is rubbish lying around	54
There are no public garbage bins / nowhere to put rubbish	38
The leaves aren't cleaned up frequently / block the drains	15
Street sweeping / cleaning is not carried out / not frequently enough	15
Other	4

Base: All business respondents (n=200), Q3, Q4

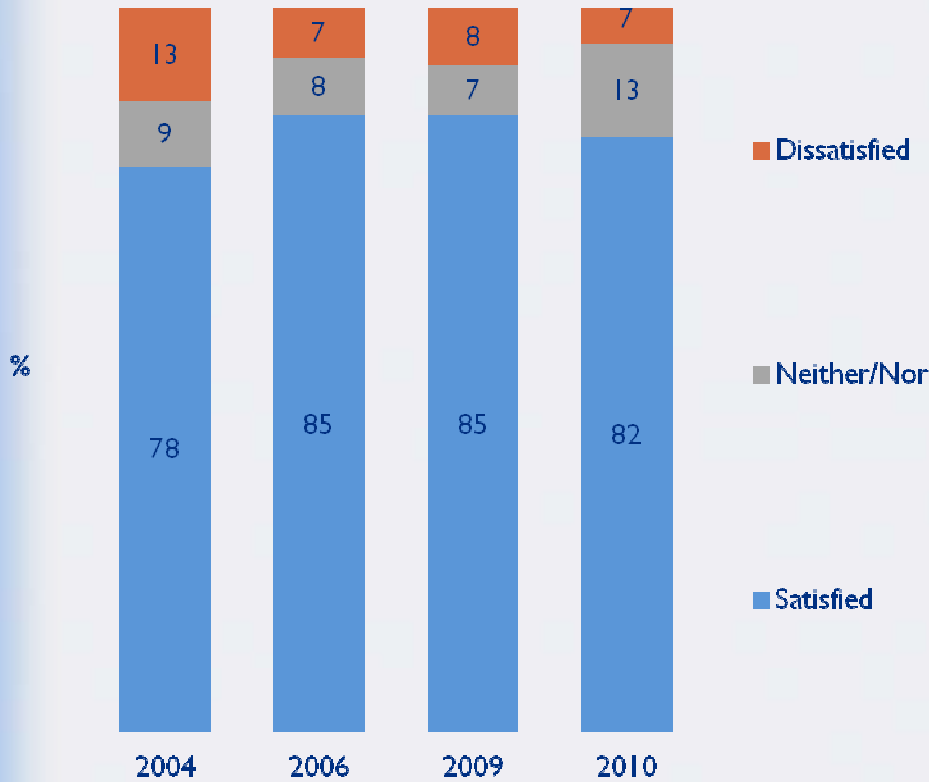


Reasons for Dissatisfaction - Maintenance of parks, ovals and local bushland areas

Q3. I am going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.

Q4. What particular aspects of ... do you find unsatisfactory?

Satisfaction/ Dissatisfaction



	n=13 %
There are / it is very dirty / there is rubbish lying around	38
These areas are not maintained properly / more is needed	38
There's not enough parks / green spaces	8
Other	15

Base: All business respondents (n=200), Q3, Q4

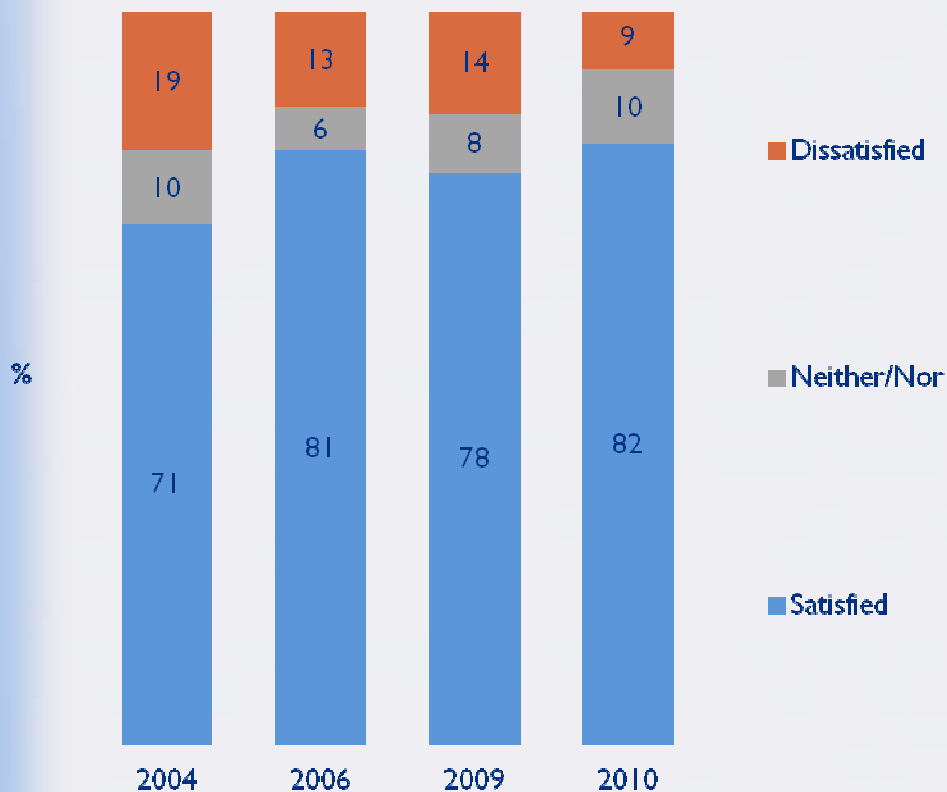


Reasons for Dissatisfaction - Appearance of commercial street scapes

Q3. I am going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.

Q4. What particular aspects of ... do you find unsatisfactory?

Satisfaction/ Dissatisfaction



	n=18 %
These areas are not clean / are littered / have graffiti / need more cleaning	22
A lot of buildings are looking old / run down	22
There isn't enough greenery in these areas / need trees / plants	17
There's too much signage / it looks ugly	17
The areas are unattractive / tatty	11
There needs to be some design / coordination / planning of development	11
Work needs to be done on these areas / a little investment / effort	6
The areas are not pedestrian friendly	6
It could be improved	6
Other	11

Base: All business respondents (n=200), Q3, Q4

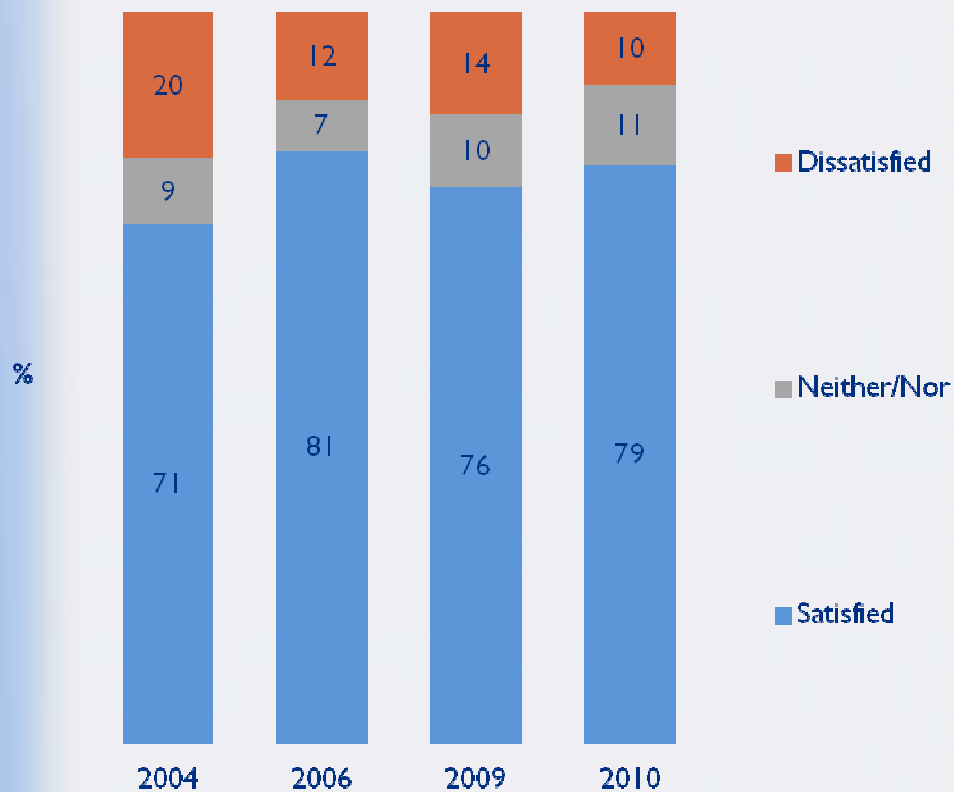


Reasons for Dissatisfaction - Maintenance of commercial areas

Q3. I am going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.

Q4. What particular aspects of ... do you find unsatisfactory?

Satisfaction/ Dissatisfaction



	n=20 %
These areas are not clean / more littered / need more cleaning	45
The areas are unattractive / tatty	25
A lot of the buildings are empty / make the areas look bad	10
There should be garbage bins in these areas	5
The footpaths are uneven and broken up	5
Work needs to be done on these areas / a little investment / effort	5
Other	10
Don't know	5

Base: All business respondents (n=200), Q3, Q4

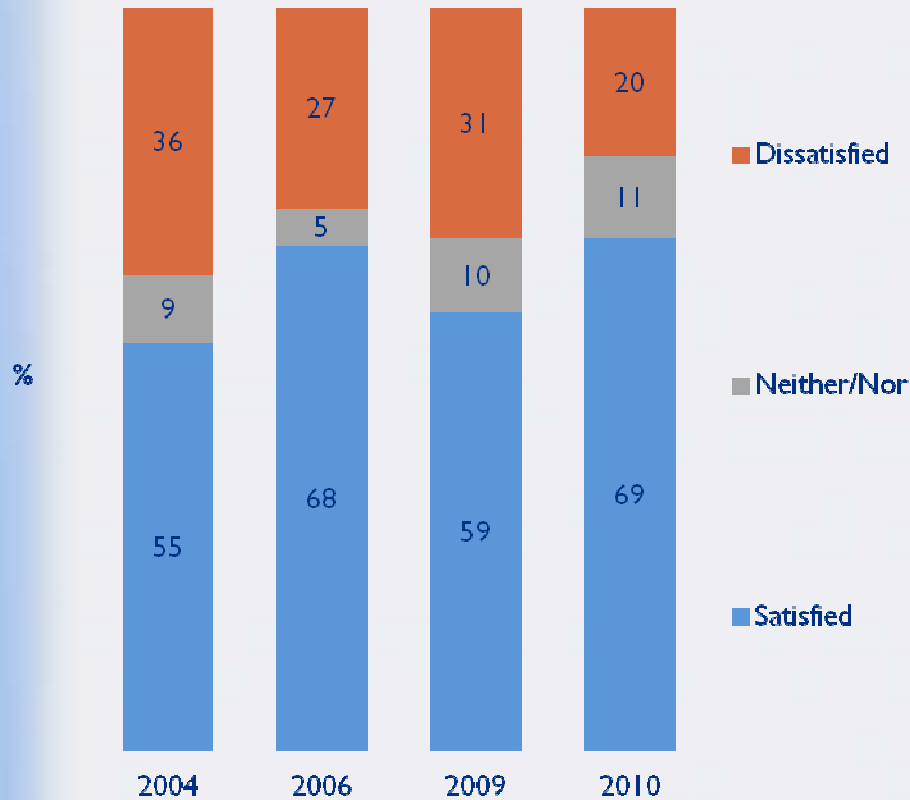


Reasons for Dissatisfaction – Maintenance of the local roads and footpaths

Q3. I am going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.

Q4. What particular aspects of ... do you find unsatisfactory?

Satisfaction/ Dissatisfaction



Base: All business respondents (n=200), Q3, Q4

	N=40 %
Footpaths / surfaces are cracked / broken / uneven	35
There are lots of potholes / roads are very bumpy	23
The roads and footpaths are not maintained properly	18
I don't like the sandstone / it won't wear well	8
Street sweeping / cleaning isn't frequently enough	8
They take far too long to fix potholes and cracks	8
They seem to be constantly digging roads / footpaths up	5
There isn't enough parking / not enough allocated	5
The roads are just patched, never fixed properly	5
There is too much traffic	3
Mowing is done very badly / not frequently enough	3
The leaves aren't cleaned up frequently / block the drains	3
They don't pick up dumped rubbish	3
Other	3
Don't know	3

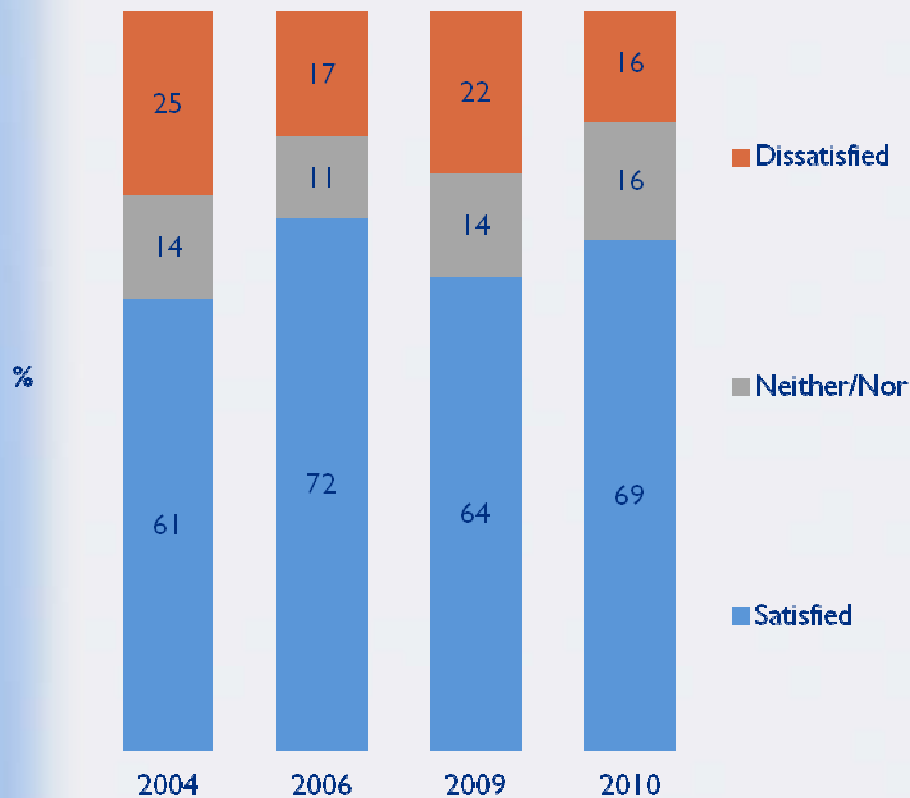


Reasons for Dissatisfaction - Traffic management

Q3. I am going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.

Q4. What particular aspects of ... do you find unsatisfactory?

Satisfaction/ Dissatisfaction



Base: All business respondents (n=200), Q3, Q4

	n=31 %
The chicanes / speed humps are badly designed / in the wrong places	19
They just inhibit the flow of traffic / make things slower / more congested	16
There are too many speed humps / chicanes	16
There aren't enough speed humps / need more	16
There is too much traffic	13
People still speed	10
I don't want speed humps / take them out	6
There needs to be an overall plan for traffic / well thought out	3
I don't think speed humps / chicanes are a good way of slowing the traffic	3
Other	6
Don't know	6

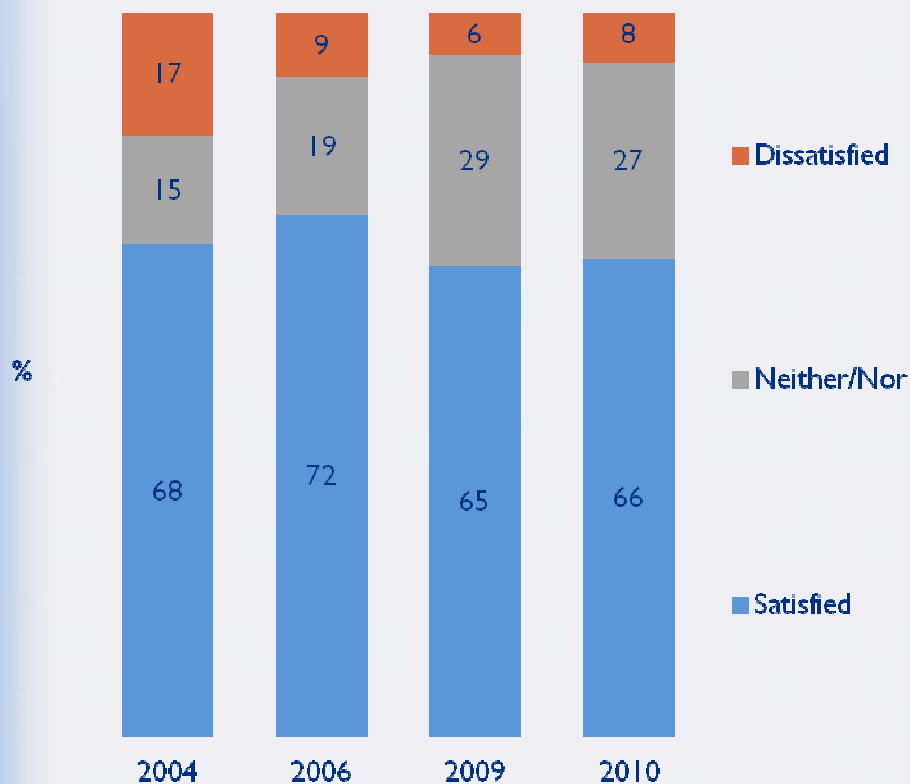


Reasons for Dissatisfaction - Customer service provided by the Council

Q3. I am going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.

Q4. What particular aspects of ... do you find unsatisfactory?

Satisfaction/ Dissatisfaction



	n=15 %
You don't get any response / they don't call / email you back	40
They are very slow in getting to you / doing anything	27
The person who could answer your query isn't available / their phone hours are restricted	20
Not enough information is given / they don't give you all the info you need	13
They are unhelpful / rude / bullies	13
Other	13
Don't know	7

Base: All business respondents (n=200), Q3, Q4

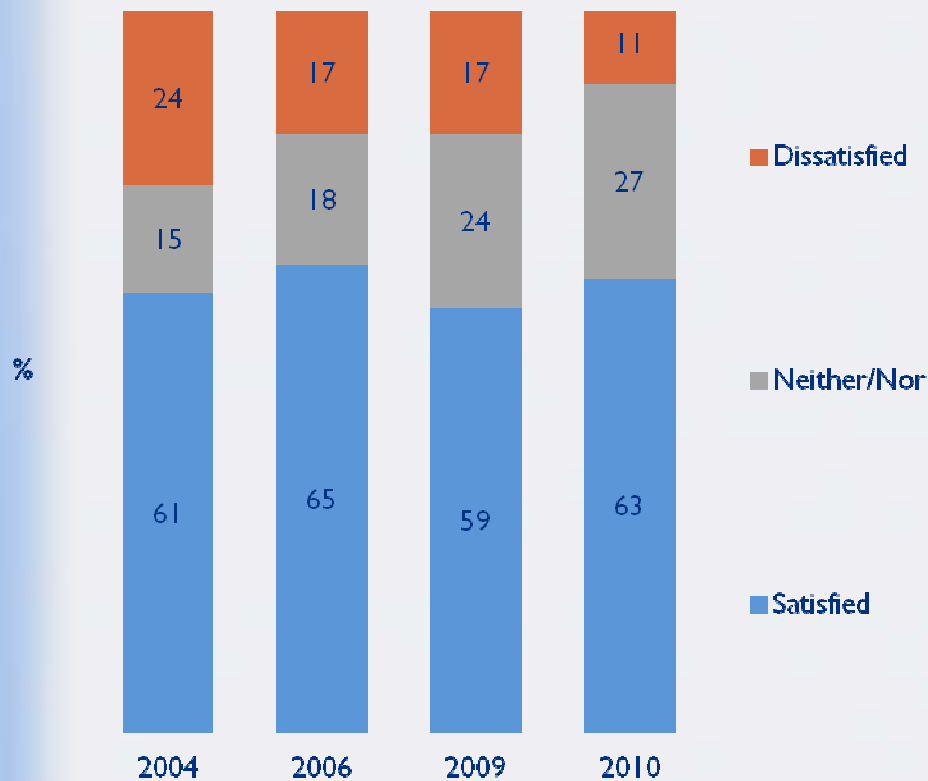


Reasons for Dissatisfaction - Management of development within North Sydney LGA

Q3. I am going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.

Q4. What particular aspects of ... do you find unsatisfactory?

Satisfaction/ Dissatisfaction



Base: All business respondents (n=200), Q3, Q4

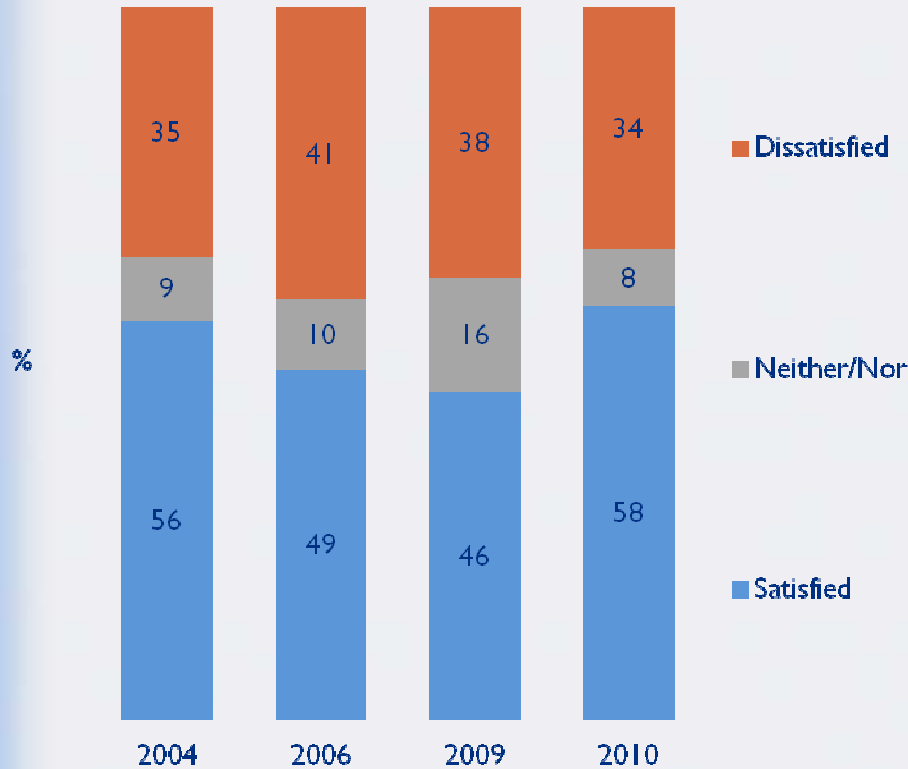
	n=22 %
There is too much development / high rise	56
There is general mishandling of development issues, needs improvement	14
There isn't enough parking	9
They are driving customers / business out of the area / it is dying, especially after hours	9
They should try hard to keep the State Govt. out of it / planning laws are a problem	9
The time frame for D.A.s is ridiculous	5
D.A.s are very difficult to get approved	5
Regulations are overly restrictive	5
There aren't any / not enough public spaces	5
There needs to be an overall harmonious plan for the area	5
They are jeopardising development for the needs of residents / stifling needed for development	5
Other	18
Don't know	5



Reasons for Dissatisfaction - Policing of parking

- Q3. I am going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.
- Q4. What particular aspects of ... do you find unsatisfactory?

Satisfaction/ Dissatisfaction



	n=65 %
Parking is over-policed / not flexibility	58
There isn't enough parking / especially long term / its all 2 hours	23
There is no management of parking / its just revenue raising	14
Parking is too expensive	12
Parking is under-policed / people still park illegally	9
They are driving customers / business out of the area	6
The lack of parking is making deliveries to businesses a struggle	3
Other	5
Don't know	3

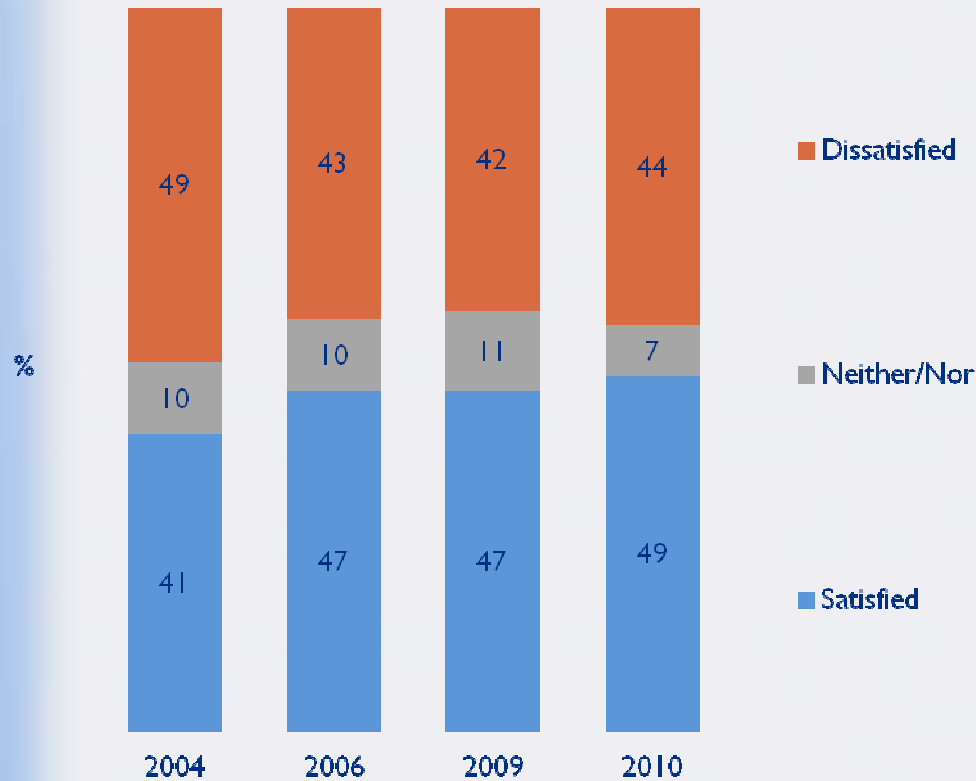
Base: All business respondents (n=200), Q3, Q4



Reasons for Dissatisfaction - Overall management of parking

- Q3. I am going to read out a number of areas your council is responsible for, and I would like you to tell me how satisfied you have personally been with their performance in that area.
- Q4. What particular aspects of ... do you find unsatisfactory?

Satisfaction/ Dissatisfaction



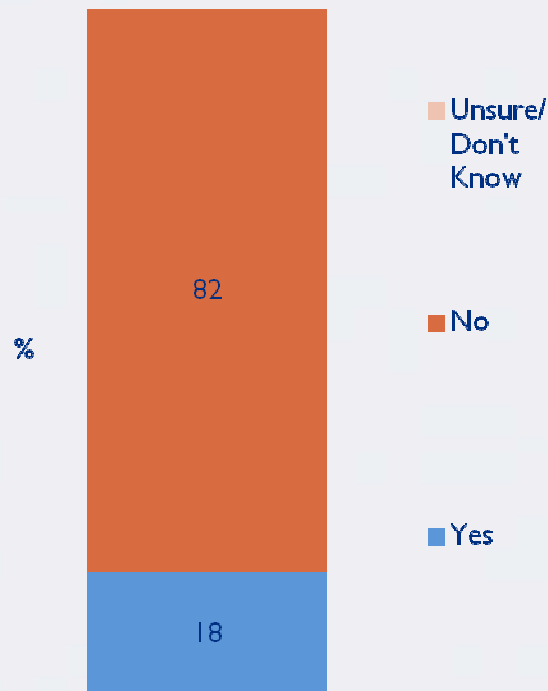
	n=88 %
Parking is too expensive	45
The time allowances are too short for most things people want to do	27
There isn't enough parking	22
There should be more free parking	7
There is too much meter parking	6
The signage is misleading / hard to understand	6
Parking / loading zones are needed for deliveries	3
Parking is over-policed	3
There is no management of parking / its just revenue raising	3
Parking is under-policed / people still park illegally	1
They are driving customers / business out of the area	1
Other	7
Don't know	5

Base: All residential respondents (n=200), Q3, Q4

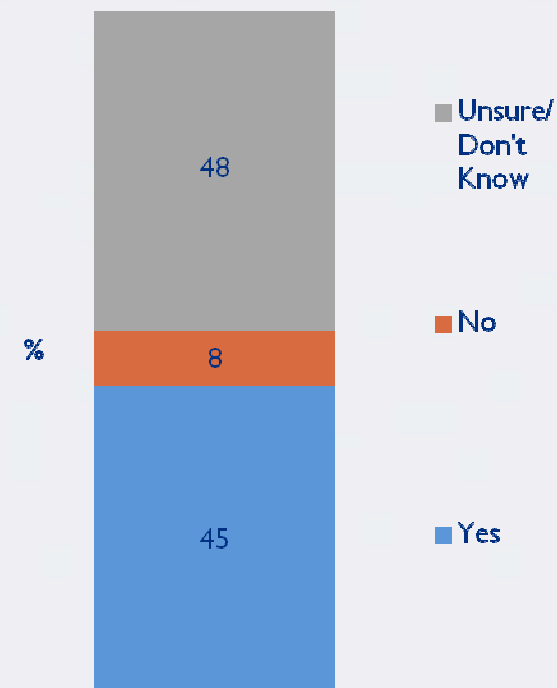


Business Community awareness of North Sydney Council's Strategic Direction

Aware of 2020 Vision, Community Strategic Plan



Satisfied with North Sydney Council's strategic direction



Base: All business respondents (n=200)

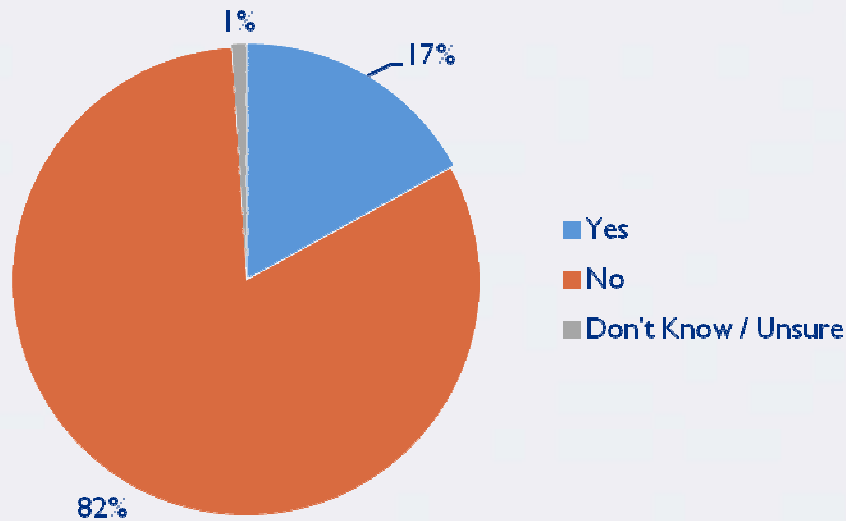
Q5. Are you aware of the 2020 Vision, North Sydney Community Strategic Plan? (Use prompt as required: The 2020 Vision is a 10 year plan outlining the community's shared long term vision for North Sydney).

Q6. Are you satisfied with where North Sydney is heading in the future? (Use prompt as required: i.e. it's strategic direction.)

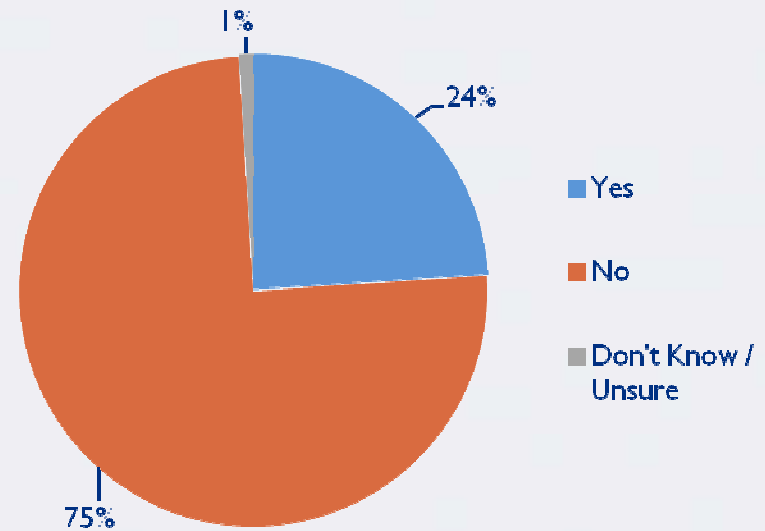


Awareness of Streetscape Committee & Precinct System

Aware of Local 'Streetscape' Committee



Aware of Local Precinct Committees



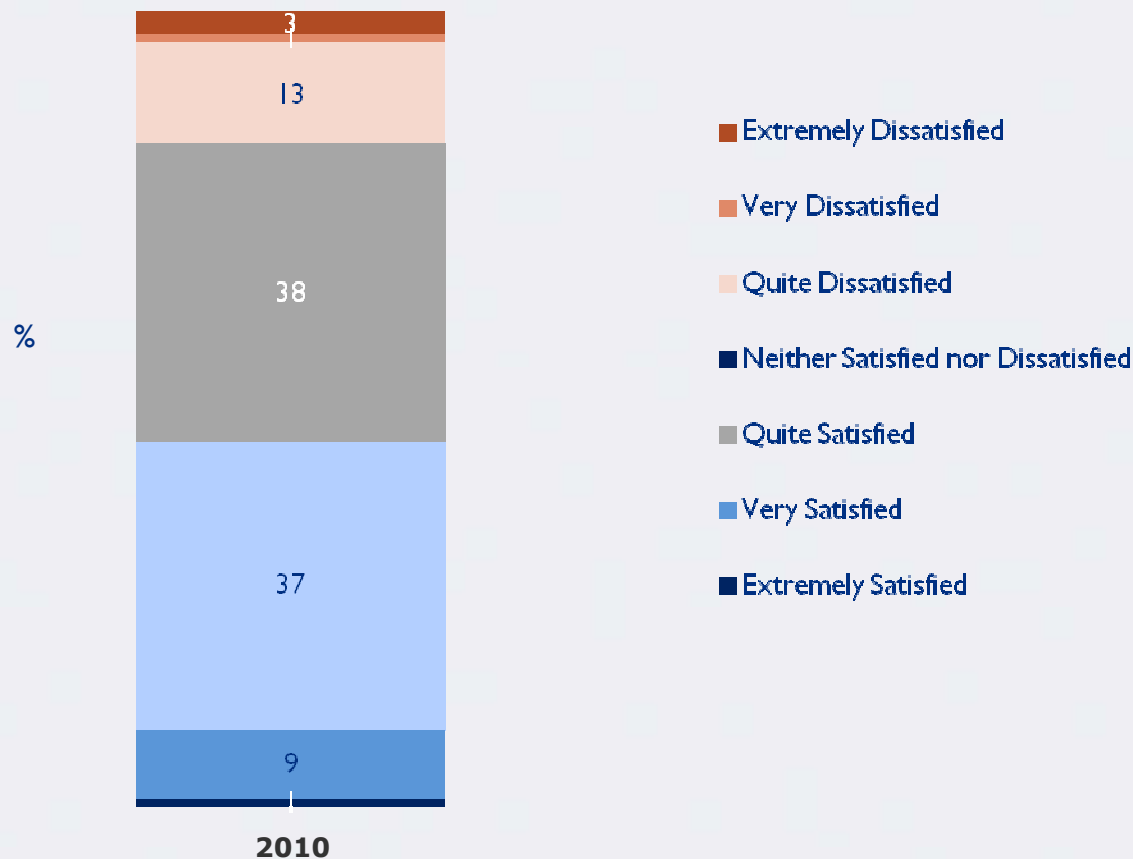
Base: All business respondents (n=200)

Q8. Are you aware that you had a local Streetscape Committee?

Q9. Are you aware that you had a local Precinct?



Satisfaction with Current Level of Engagement with North Sydney Council

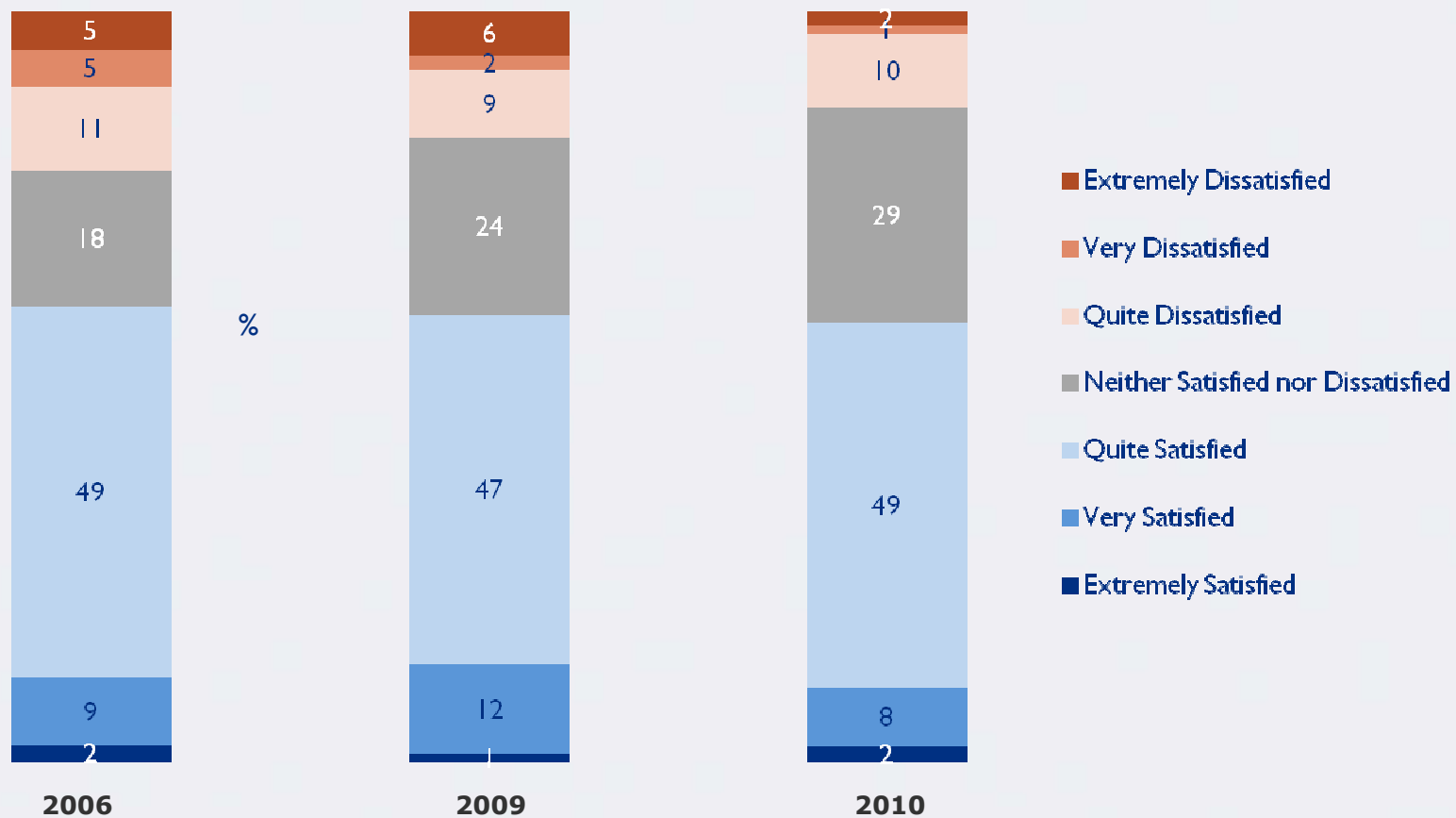


Base: All business respondents (n=200)

Q8. How satisfied are you with the way North Sydney Council consults with and engages residents in decision making processes.



Satisfaction with Current Level of Communication from North Sydney Council



Base: All business respondents (n=200)

Q7b. Generally speaking, how satisfied are you with the way that North Sydney Council communicates with businesses? Would you say that you were...



Preferred Sources of Information

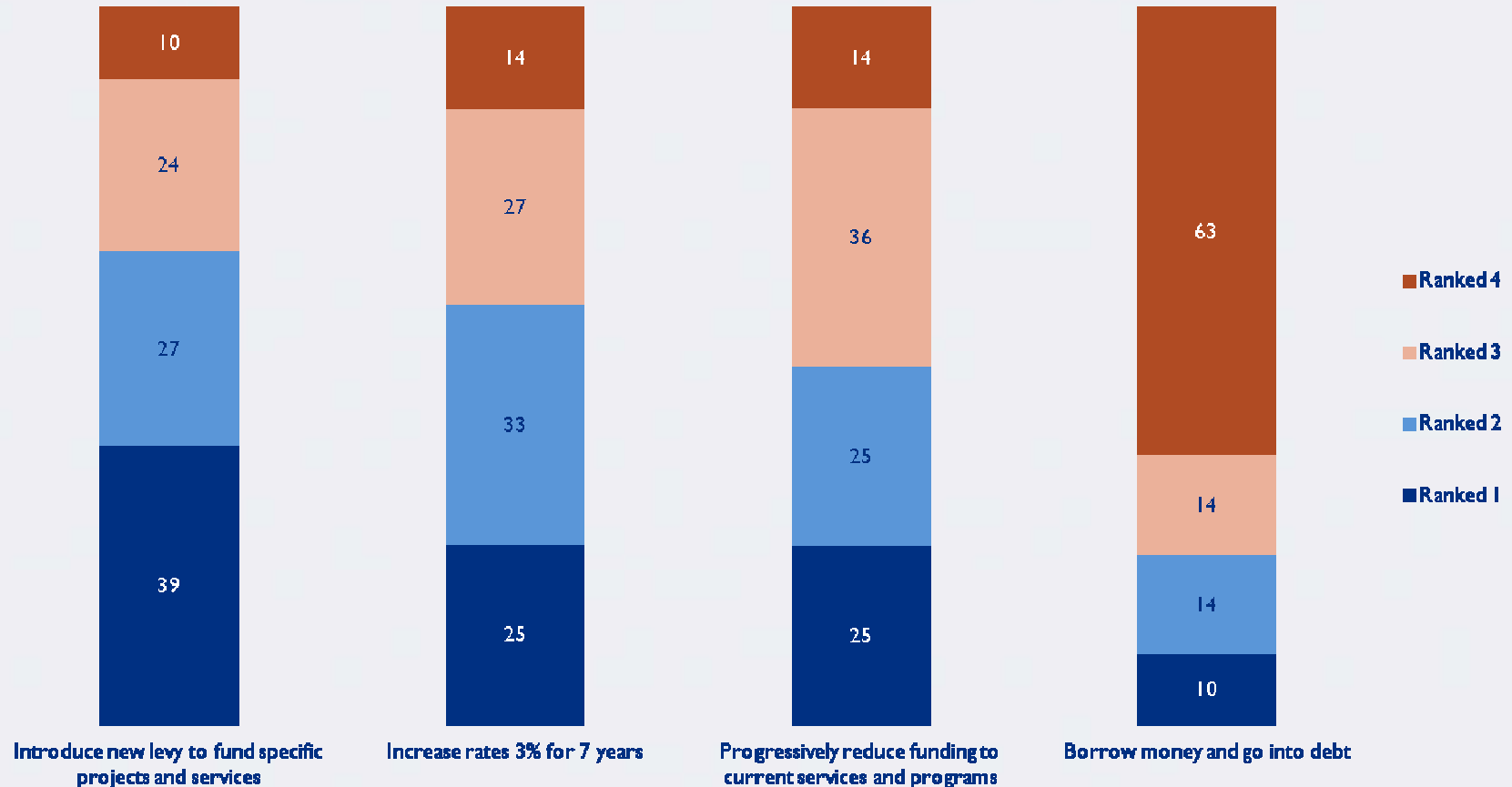
	Preferred Source %
Council Website	32
Council Newsletters (North Sydney News)	25
Mosman Daily	18
Council Brochures	7
E-newsletters	6
Internet NFI	2
Word of Mouth	2
Notification by SMS	1
Community Notice Boards	1
Other	2
None	5
Don't Know	1

Base: All business respondents (n=200)

Q7a. What is your preferred source of information relating to what North Sydney Council does



Ranking of Various Options to Increase Revenue - *Ranking of Most Agreeable (=1)*



Base: Business respondents who own premises (n=51)

Q10. North Sydney Council needs to increase its income in order to continue infrastructure maintenance and service delivery at the levels expected by the North Sydney community. Please rank the following four options in your order of preference to achieve this. Please give a '1' to the option you prefer the most, through to a '4' for the option you prefer the least. The options are.....



Respondent Profile

	Total % (n=200)
Number of Employees	
Sole trader	12
1-5 employees	45
6-10 employees	21
11-20 employees	13
More than 20 employees	10
Location of Business	
Cammeray	4
Cremorne	3
Crows Nest	14
Kirribilli	5
Neutral Bay	10
Waverton	2
North Sydney CBD	41
St Leonards	4
Milsons Point	3
McMahons Point	1
Other	5

	Total % (n=200)
Industry	
Property & Business services	28
Finance & Insurance	21
Manufacturing	14
Accommodation, Cafes & Restaurants	14
Personal & Other services	14
Transport & Storage	3
Communication services	3
Health & Community services	3

Base: All business respondents (n=200)
Qi, Qii



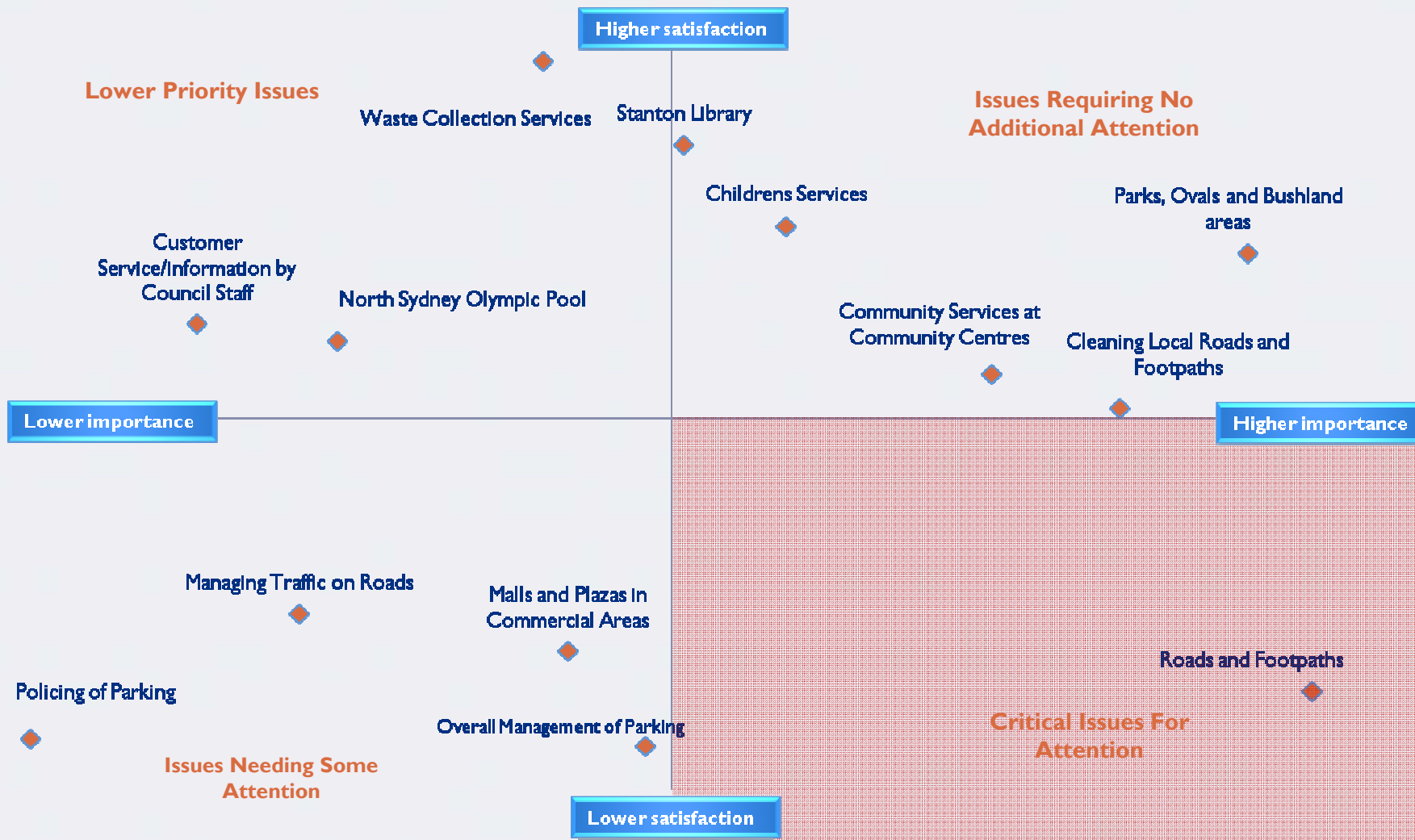
SUMMARY OF FINDINGS

woolcott research





Relative Importance for Funding (Indexed) vs. Satisfaction Matrix - Residential





Key Priority Areas for Additional Funding - Residential

- *The critical areas for funding was seen to be:*

Roads and Footpaths



- *Footpaths are cracked/broken/uneven.*
- *There are too many potholes.*
- *Roads and footpaths are not maintained properly.*

- *Other areas requiring some attention were:*

Overall Management of Parking



- *Too many restrictions.*
- *Not enough parking available.*

Malls and Plazas in Commercial Areas



- *They are dirty/look old and run down.*

Managing Traffic on Roads



- *Too many speed humps.*
- *Don't like them/not good for the car.*

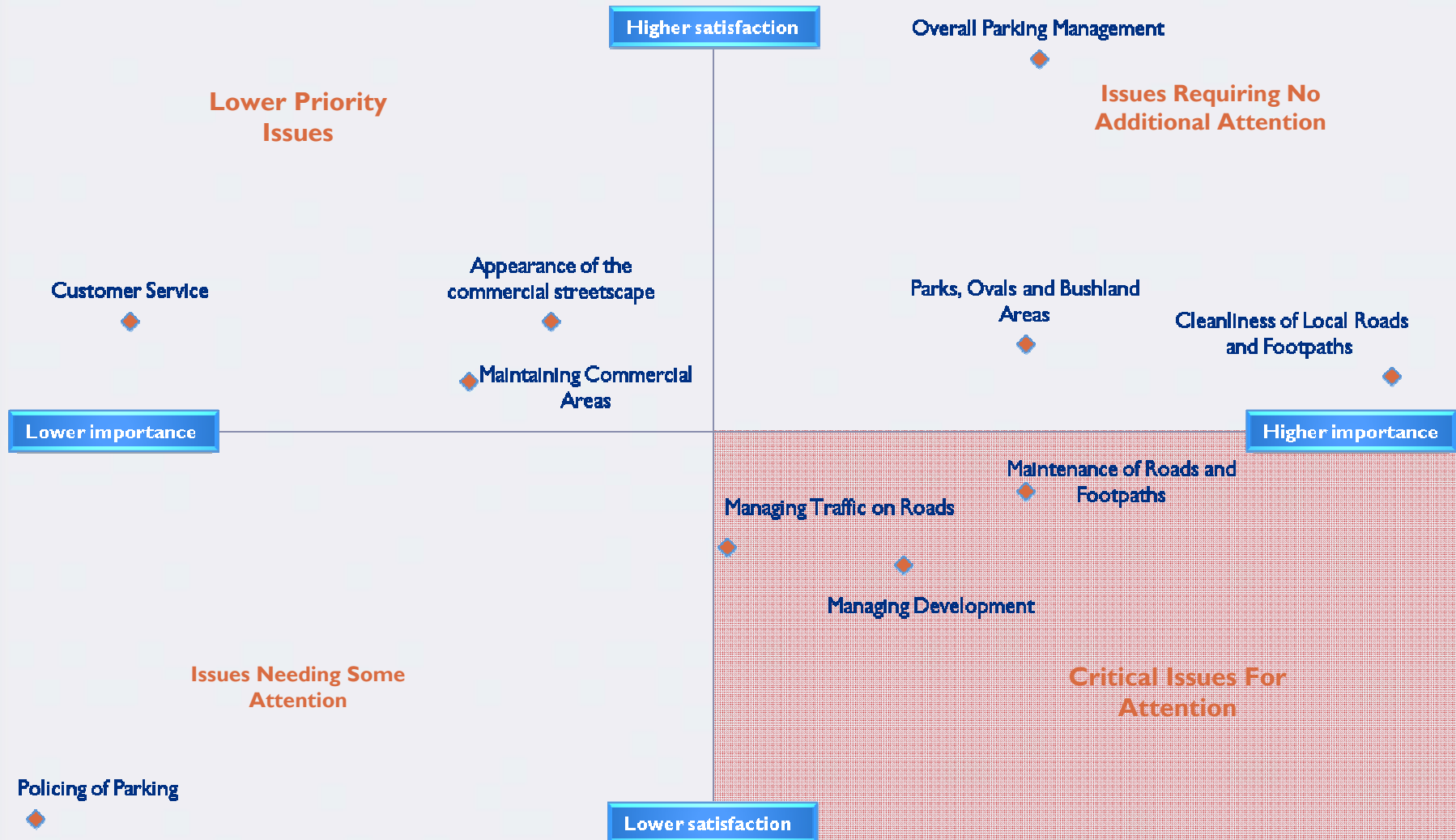
Policing of Parking



- *Over-policed/too many restrictions.*
- *Under-policed.*



Relative Importance for Funding (Indexed) vs. Satisfaction Matrix - Business





Key Priority Areas for Additional Funding - Business

- *The critical areas for funding was seen to be:*

Maintenance of Roads & Footpaths



- *Footpaths are cracked/broken/uneven.*
- *There are too many potholes/roads are bumpy.*
- *Roads and footpaths are not maintained properly.*

Development Management



- *Too much development/high rise.*
- *Mishandling of development issues/could be improved.*

Managing Traffic on Roads



- *They're in the wrong places/inhibit flow/increase congestion.*
- *Too many speed humps/chicanes.*
- *Not enough speed humps/chicanes.*

- *Other areas requiring some attention were:*

Policing of Parking



- *Parking is over-policed/not flexible.*
- *There's not enough parking/longer term parking.*



Summary of Other Aspects

- There was a relatively low awareness level of the 2020 Vision, North Sydney Community Strategic Plan
 - 17% amongst residents, and 18% amongst businesses.
- There was also a quite low level of dissatisfaction with the strategic direction being taken
 - 8% amongst both residents and businesses.
- In addition, there were reasonably low levels of dissatisfaction in terms of:
 - Community Engagement (22% amongst residents and 17% amongst businesses); and
 - Communication (14% amongst residents and 13% amongst businesses).