



# Cowra Shire Council

## Community Satisfaction Survey 2020

**Final Report**

Prepared for  
Cowra Shire Council

Prepared by  
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# KEY FINDINGS

## Cowra Shire Council's performance in service delivery

- ▶ **Fifty-five percent (55%)** of residents were satisfied overall with Cowra Shire Council as an organisation over the past 12 months.
- ▶ Council recorded a medium average satisfaction rating of **3.46** out of 5. This result has declined since 2018, down 0.2 pts from 3.7.
- ▶ **Sixty-six percent (66%)** of residents were satisfied overall with the services and facilities provided by Council.
- ▶ For this measure Council recorded a medium average rating of **3.72** out of 5. This result has also declined since 2018, down 0.3 pts from 4.0.
- ▶ Four out of eight Council services recorded **high** average satisfaction ratings (above 3.75).
- ▶ Council's best performing service was **provision of appropriate street or directional signage** (4.1). This was followed by **provision of sewer services** (3.9).
- ▶ All seven Council facilities recorded **high** average satisfaction ratings.
- ▶ Council's best performing facilities were **Cowra Regional Library** (4.3), **Cowra Regional Art Gallery** (4.3) and **parks and gardens** (4.3).
- ▶ Residents rated **strategies about supporting business** and **water infrastructure** as the areas which deserve the most focus in Council's future strategies.
- ▶ One in three (33%) ratepayers would consider paying higher rates towards Council's future priorities.
- ▶ Fifty-five percent (55%) of residents contacted Council at least once in the past 12 months. On average, they made contact 4.0 times per year, up from 2.2 times per year in 2018.

## Residents hold strong perceptions of liveability in the Cowra Shire

- ▶ **Eighty-one percent (81%)** of residents would recommend living in the Cowra region to other. Half (50%) of residents provided the highest rating of 5.
- ▶ Residents strongly agreed they can call on a neighbour or local relative if they need assistance and had high perceptions of safety, affordability, sense of belonging and community friendliness.

## INTRODUCTION

IRIS Research was commissioned by Cowra Shire Council to conduct a Community Satisfaction Survey which tracks Council's performance in the delivery of services and facilities, analyses Council's communication strategies and measures the perceptions of residents regarding Council's future strategies and the liveability of Cowra Shire. This research builds on the previous Cowra Shire Council Community Satisfaction Surveys conducted in 2016 and 2018.

The objectives for the Community Satisfaction Survey process were to:

1. Measure and track the performance of Council in delivering services and facilities.
2. Uncover Council's areas of improvement and priorities for the near future.
3. Understand community perceptions regarding Council's customer services and communication.
4. Understand community perceptions regarding Cowra's liveability.

*This project was carried out in compliance with  
ISO 20252 – Market, Opinion and Social Research Management.*

Certificate No. 93003080500M



## SUMMARY OF FINDINGS

The Cowra Shire Council Community Satisfaction Survey 2020 collected 400 completed responses by telephone from residents of the Cowra Shire Council area aged 18 years and over.

An independent telephone survey of a random sample of residents that is representative of the area and its population is the most robust method of gauging and measuring community opinion. This method reaches unengaged residents who are unlikely to participate in Council-driven community engagement.

### Overall satisfaction with Cowra Shire Council as an organisation

- ▶ In total, 55 percent of residents agreed they were satisfied overall with Cowra Shire Council as an organisation, with 22 percent providing the highest rating of 5.
- ▶ Twenty percent (20%) of residents were dissatisfied with Council as an organisation.
- ▶ The results combined for a medium average agreement rating of **3.46** out of 5.
- ▶ There has been a statistically significant decrease in average agreement since 2018, down 0.2 pts from 3.7 to 3.5.
- ▶ Residents aged 65 plus years were more satisfied with Council compared to other age groups.

### Overall satisfaction with services and facilities provided by Council

- ▶ In total, 66 percent of residents were satisfied overall with the services and facilities provided by Council, with 19 percent providing the highest rating of 5.
- ▶ Nine percent (9%) of residents were dissatisfied with Council's services and facilities.
- ▶ These results combined for a medium average satisfaction rating of **3.72** out of 5.
- ▶ This has been a statistically significant decrease in average satisfaction since 2018, down 0.3 pts from 4.0 to 3.7.

## Performance of Key Service Areas

Respondents were asked to rate their satisfaction with eight Council services and seven Council facilities using a five-point scale where 1 meant 'very dissatisfied' and 5 meant 'very satisfied'. Only residents that used a Council facility in the past year were asked to rate their satisfaction with that facility.

The tables for Council services and facilities in this summary contain several measures:

- ▶ **Satisfied** refers to the proportion of residents who provided a satisfaction rating of 4 or 5.
- ▶ **Average** refers to the average satisfaction rating from the Community Satisfaction Survey 2020.
- ▶ **Facility Usage Rate** refers to the proportion of residents that used a Council facility at least once in the past 12 months.
- ▶ **Internal Benchmarks** refers to whether there was a statistically significant change in average satisfaction since the last Community Satisfaction Survey in 2018.
- ▶ **Strategic Location** refers to the location in the performance / importance quadrant [see Section 3.1]. The different classifications include:
  - **Strategic Advantage:** An above-average performing service that has a strong impact on creating overall satisfaction with Council.
  - **Differentiator:** A service that performs above average but does not have a strong relationship with overall satisfaction.
  - **Key Vulnerability:** A below-average performing service that has a strong impact on overall satisfaction. Improvement in these services will have a positive impact on overall satisfaction.
  - **Second Order Issue:** A below-average performing service that does not have a strong relationship with overall satisfaction. Improvement in these services will not result in a strong increase in overall satisfaction with Council.



## Council Services

- ▶ Four of eight Council services recorded **high** average satisfaction ratings [above 3.75].
- ▶ The best performing service was **provision of appropriate street or directional signage** [4.1], with 78 percent of residents satisfied with this service.
- ▶ Council's **Strategic Advantages** are **provision of appropriate street or directional signage** and **provision of waste management [garbage and recycling] facilities**. These services were high performing and are strong drivers of overall satisfaction with Council.
- ▶ There have been statistically significant declines in average satisfaction with **provision of sewer services, provision of waste management [garbage and recycling] facilities** and **quality of water services** since 2018.
- ▶ Council's **Key Vulnerabilities** are **provision of footpaths, quality of water services** and **condition of rural road surfaces**. Improvement in the performance of these services will have a strong, positive impact on overall satisfaction with Council.

**Table 1 Summary of Council Services**

Council Services	Satisfied	Average	Internal Benchmark	Strategic Location
Provision of appropriate street or directional signage	78%	4.1	↔	Strategic Advantage
Provision of sewer services	58%	3.9	↓	Differentiator
Provision of waste management [garbage and recycling] facilities	64%	3.8	↓	Strategic Advantage
Recreational areas along Lachlan River	58%	3.8	↔	Differentiator
Provision of footpaths	52%	3.5	↔	Key Vulnerability
Quality of water services	49%	3.4	↓	Key Vulnerability
Condition of urban road surfaces	44%	3.2	↔	Second Order Issue
Condition of rural road surfaces	25%	2.8	↔	Key Vulnerability

## Council Facilities

- ▶ Facility Usage Rate is the proportion of residents that have used the facility at least once a year. Only users of facilities were asked to rate their satisfaction of that facility.
- ▶ Council's facilities were highly regarded by their users with all seven facilities recording **high** average satisfaction ratings.
- ▶ There have been statistically significant declines in average satisfaction with **sporting fields and sporting amenities** and **Cowra Aquatic Centre** since 2018.

**Table 2 Summary of Council Facilities**

Council Facilities	Facility Usage Rate	Satisfied [users]	Average [users]	Internal Benchmark
Cowra Regional Library	40%	82%	4.3	↔
Cowra Regional Art Gallery	37%	83%	4.3	↔
Parks and gardens	82%	85%	4.3	↔
Cowra Peace Precinct (inc. POW Campsite)	69%	84%	4.3	↔
Sporting fields and sporting amenities	54%	82%	4.2	↓
Cowra Aquatic Centre	43%	75%	4.0	↓
Cowra Civic Centre	50%	74%	4.0	↔

## Customer Experience

- ▶ Fifty-five percent (55%) of residents have contacted Council at least once in the past 12 months.
- ▶ These customers are contacting Council more frequently, which has driven the average contact frequency from 2.2 times per year to 4.0 times per year.
- ▶ The most common reasons for contacting Council are **building/planning enquiries** [16%], **rates** [15%] and **water** [11%].
- ▶ Most customers contacted Council **on the phone** [57%] while 24 percent visited in person at **Council's customer service centre**.
- ▶ The majority of customers agreed that Council's staff were **courteous** [84%], **helpful** [75%], **knowledgeable** [72%] and **prompt** [64%].

## Communication

- ▶ The three most preferred sources of receiving information on Council services and information were:
  1. **Pamphlet or letterbox drop [43%]**
  2. **Email [33%]**
  3. **Quarterly newsletter [20%]**
- ▶ In total, 52 percent of residents agreed they were satisfied with the way Council communicates with them, with 21 percent providing the highest rating of 5.
- ▶ Twenty percent [20%] were dissatisfied with Council's communication.
- ▶ These results combined for a medium average agreement rating of **3.44** out of 5.
- ▶ There has been a statistically significant decline in average agreement since 2018, down 0.2 pts from 3.6 to 3.4.
- ▶ Sixty-six percent [66%] of residents agreed they are **interested in the information shared by Council**.
- ▶ About half of residents agreed that **information communicated is accurate** [51%], **adequate** [50%] and **communicated regularly** [49%].

## Community Strategic Plan

- ▶ Residents were asked to rate their agreement with which areas Council's future strategies should focus on.
- ▶ Seven of ten areas recorded **high** average agreement ratings [above 4.00].
- ▶ The areas with the highest levels of support were **strategies about supporting business** (4.3) and **water infrastructure** (4.3).
- ▶ The lowest rated areas including **strategies about the environment** (3.8) and **cultural facilities** (3.8) still saw most residents provide a high rating. This highlights the breadth of expectations residents hold regarding Council's future strategic planning.
- ▶ One in three ratepayers (33%) would consider paying higher rates towards these priorities. This result was higher among ratepayers from Cowra Township (37%) compared to those from rural areas (20%).

## Liveability

- ▶ In total, 81 percent of residents agreed they would recommend living in the Cowra region to others, with half (50%) of residents providing the highest rating of 5.
- ▶ Seven percent (7%) of residents disagreed.
- ▶ These results combined for a **high** average agreement rating of **4.19** out of 5. This result is in-line with previous survey results.
- ▶ Nine of 12 statements relating to living in the Cowra Shire recorded **high** average agreement ratings.
- ▶ Residents strongly agreed they can **call on a neighbour or local relative if they need assistance** (4.4) and had high perceptions of safety, affordability, sense of belonging and the friendliness of the Cowra region.
- ▶ About one in three (32%) of residents disagreed that **there are a range of employment and business opportunities**. Thirty-one percent (31%) of residents agreed with this statement. While this was the lowest rated statement, average agreement recorded a statistically significant increase since 2018, up 0.2 pts from 2.8 to 3.0.

## RESEARCH DESIGN

The Cowra Shire Council Community Satisfaction Survey 2020 aimed to collect 400 completed responses from a random sample of residents in the Cowra Shire Council local government area. The reported results have a margin of error of  $\pm 4.8$  percent at the 95 percent confidence level. This means that if we repeated the survey 100 times, in 95 times the results will be within 4.8 percent of the true population value.

An independent telephone survey of a random sample of residents that is representative of the area is the most robust method of gauging and measuring community opinion. This method reaches unengaged residents who are unlikely to participate in Council-driven community engagement.

### Computer-Aided Telephone Interviews

**A telephone based [CATI] survey was used to secure a response from 400 residents throughout the local government area.** 151 responses were collected from mobile phones [38 percent of the total sample].

The survey unit was residents of the Cowra Shire Council local government area. To qualify for an interview, respondents had to be permanent residents aged 18 years or older that have lived in the area for at least six months and not be employees or elected Councillors of Cowra Shire Council. The 2016 Census was used to establish quotas to ensure a good distribution of responses by age and gender.

Interviews were conducted between 12 October to 19 October 2020. Calls were made between 4.30pm and 8.30pm during weekdays. Eighteen interviewers conducted interviews over the course of the data collection period. The survey was implemented under Interviewer Quality Control Australia [IQCA] quality guidelines.

**Table 3 Final Telephony Sample**

Telephony	%	#
Landlines	62%	249
Mobiles	38%	151
<b>Total</b>		<b>400</b>

## Online Survey

A version of the survey was made available online for all residents to complete. The survey was available from 12 October to 26 October 2020 and **79 completed responses were collected**. Online results have been provided to Council in a separate report.

## Survey Weighting

The collected data often cannot mirror the exact age/sex distribution of a region. To allow for this, the collected dataset is weighted to bring it back to the ideal age/sex distribution.

Table 4 reports the sample weighting factors. Using a high number of mobile phone numbers resulted in better access to young respondents and weighting factors that are well within accepted industry standards for community surveys.

**Table 4 Data Weighting Factors**

Age	Population		Ideal		Actual		Weights	
	Male	Female	Male	Female	Male	Female	Male	Female
18 to 34	1,009	1,003	41	41	14	11	2.91	3.68
35 to 49	1,003	1,066	41	43	21	25	1.93	1.72
50 to 64	1,332	1,340	54	54	48	54	1.12	1.00
65 plus	1,504	1,601	61	65	91	134	0.67	0.48
<b>Total</b>	<b>4,848</b>	<b>5,010</b>	<b>197</b>	<b>203</b>	<b>174</b>	<b>224</b>		

Note: Two respondents did not disclose their gender and were allocated a weighting of 1.00.

## Sample Profile

In order to obtain a clear view of the sample's profile and to conduct comparison tests, demographic characteristics including gender, age, area, ratepayer status, time lived in Cowra LGA and household size were collected. Table 5 details the weighted sample profile for this survey.

**Table 5 Sample Profile**

Gender	%	#	Ratepayer Status	%	#
Male	49%	196	Pay Council rates ourselves	84%	338
Female	51%	202	Landlord pays Council rates	16%	62
Other	0.5%	2			
Age	%	#	Length of time lived in Cowra	%	#
18 to 34 years	20%	81	6 months to 1 year	0.7%	3
35 to 49 years	21%	84	1 to 5 years	6%	23
50 to 64 years	27%	110	6 to 10 years	11%	44
65 plus years	31%	125	11 to 15 years	6%	26
			More than 15 years	76%	304
Area	%	#	Household Size	%	#
Cowra Township	74%	296	1 person	19%	74
Woodstock	5%	21	2 people	43%	174
Gooloogong	4%	15	3 people	13%	51
Darbys Falls	4%	14	4 people	16%	64
Billimari	2%	10	5 people	6%	26
Wattamondara	1%	6	More than 5 people	3%	11
Wyangala	1%	6			
Other	8%	32			

Base: All respondents (n=400)



## Subgroups

Comparison tests are used to test whether there are statistically significant differences in survey results based on the demographic profile of respondents. Appendix 1 (pp. 47-63) contains full subgroup analysis **for all questions** contained in the Community Satisfaction Survey 2020.

Subgroup analysis was conducted using the following demographic questions:

- ▶ Gender
- ▶ Age
- ▶ Ratepayer Status
- ▶ Household Size
- ▶ Area [Cowra Township compared to other areas]
- ▶ Years lived in Cowra LGA [+/- 15 years].

## Internal Benchmarks

Where possible, comparisons have been made with previous survey results to track how Cowra Shire Council is progressing in all aspects measured in the Community Satisfaction Survey 2020.



# 1 OVERALL SATISFACTION

This section of the report covers residents' overall satisfaction with Cowra Shire Council as an organisation and overall satisfaction with Council's services and facilities. It includes subgroup analysis and comparisons with previous results [internal benchmarks].

## 1.1 Overall satisfaction with Council as an organisation

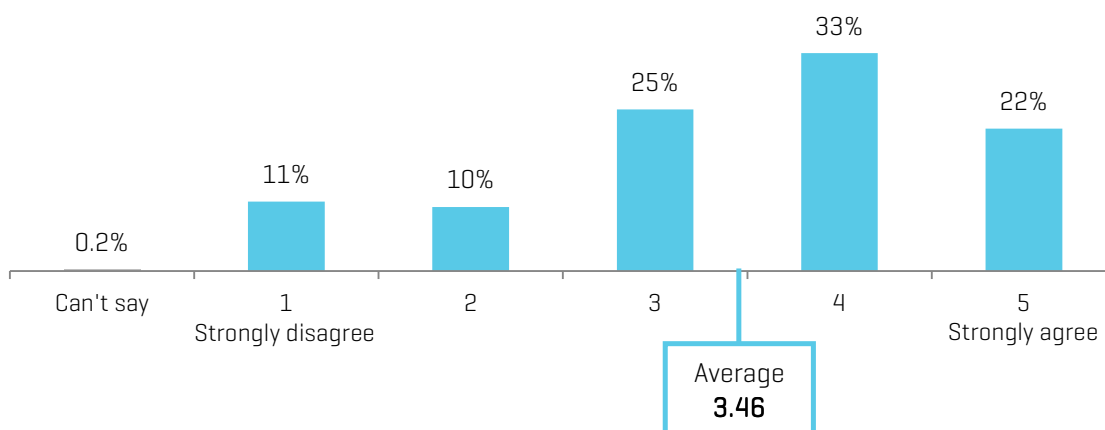
Most residents agreed they were satisfied overall with Cowra Shire Council as an organisation.

In total, 55 percent of residents agreed with the statement, with 22 percent providing the highest rating of 5. Twenty percent [20%]<sup>1</sup> were dissatisfied while 25 percent provided a neutral rating of 3.

These results combined for a medium average agreement score of 3.46.

Figure 1.1 Overall satisfaction with Council as an organisation

*'I am satisfied overall with Cowra Shire Council as an organisation.'*



Base: All respondents (n=400)

Q: Using a five-point scale where 1 means 'strongly disagree' and 5 means 'strongly agree, to what extent do you agree with the following statements?

<sup>1</sup>Result is 20% due to rounding [1 – 10.6%; 2 – 9.7%]

Table 1.1 Overall satisfaction with Council as an organisation – Subgroup Analysis

Subgroup	Significant Differences
Gender	Nil
Age	- Residents aged 65 plus years were significantly more satisfied overall [3.7] compared to residents aged 35 to 49 years [3.1] and 50 to 64 years [3.3].
Ratepayer Status	- Renters were significantly more satisfied overall [3.8] compared to ratepayers [3.4].
Household Size	Nil
Area	Nil
Years lived in Cowra	Nil

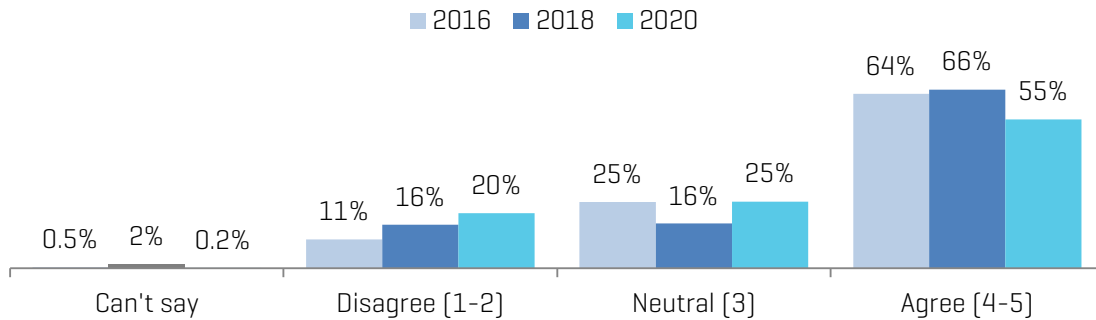
### Internal Benchmarks

Figure 1.2 compares the breakdown of satisfaction ratings with previous survey results.

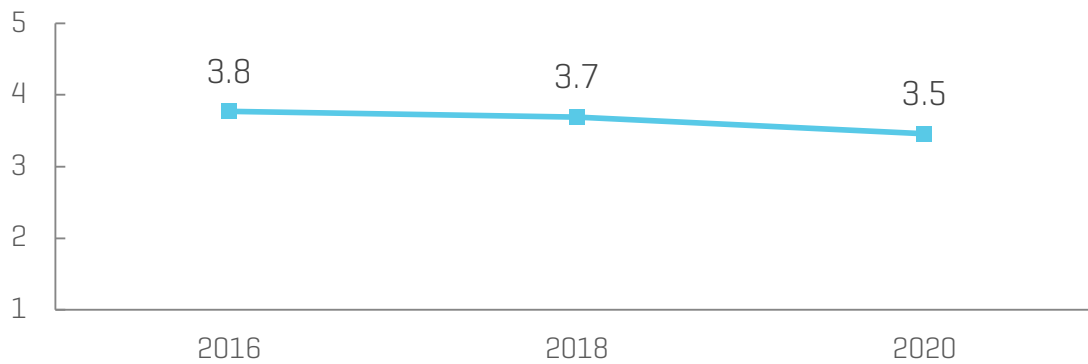
There has been a decrease [-11% pts] in the proportion of satisfied residents over the past two years, now sitting at 55 percent. This change was primarily driven by an increase in the proportion of neutral ratings [+9% pts]. The number of dissatisfied residents also increased to 20 percent [+4% pts].

Figure 1.3 compares the average overall satisfaction rating for 2020 with the previous survey results. Average overall satisfaction with Council as an organisation has recorded a statistically significant decline since 2018, down 0.2 pts to 3.5.

**Figure 1.2 Overall satisfaction – Comparison of Ratings**



**Figure 1.3 Overall satisfaction – Internal Benchmarks**



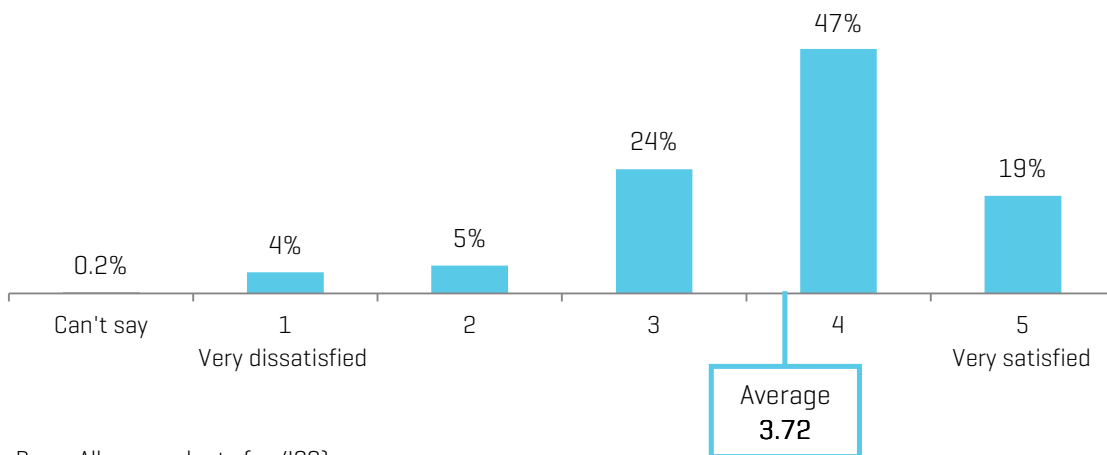
## 1.2 Overall satisfaction with Council’s services and facilities

Most residents were satisfied overall with the services and facilities provided by Cowra Shire Council.

In total, 66 percent of residents were satisfied overall with Council’s services and facilities, with 19 percent providing the highest rating of 5. Nine percent [9%] were dissatisfied while 24 percent provided a neutral rating of 3.

These results combined for a medium average satisfaction score of 3.72.

Figure 1.4 Overall satisfaction with Council’s services and facilities



Base: All respondents (n=400)

Q: Given all the services and facilities you have scored, how would you rate your overall satisfaction with services and facilities provided by Council?

Table 1.2 Overall satisfaction with services and facilities – Subgroup Analysis

Subgroup	Significant Differences
<b>Gender</b>	Nil
<b>Age</b>	- Residents aged 65 plus years were significantly more satisfied (4.0) compared to residents aged 30 to 49 years (3.5) and 50 to 64 years (3.5)
<b>Ratepayer Status</b>	Nil
<b>Household Size</b>	Nil
<b>Area</b>	- Residents from Cowra Township were significantly more satisfied overall (3.8) compared to residents from other areas.
<b>Years lived in Cowra</b>	Nil

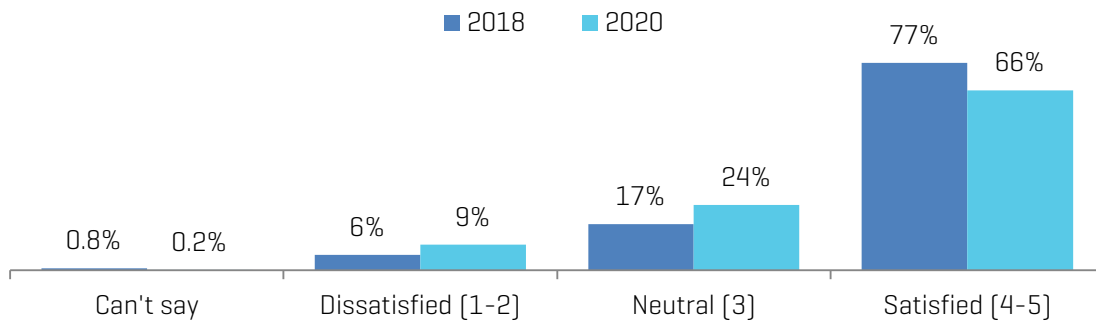
### Internal Benchmarks

Figure 1.5 compares the breakdown of satisfaction ratings with previous results from 2018.

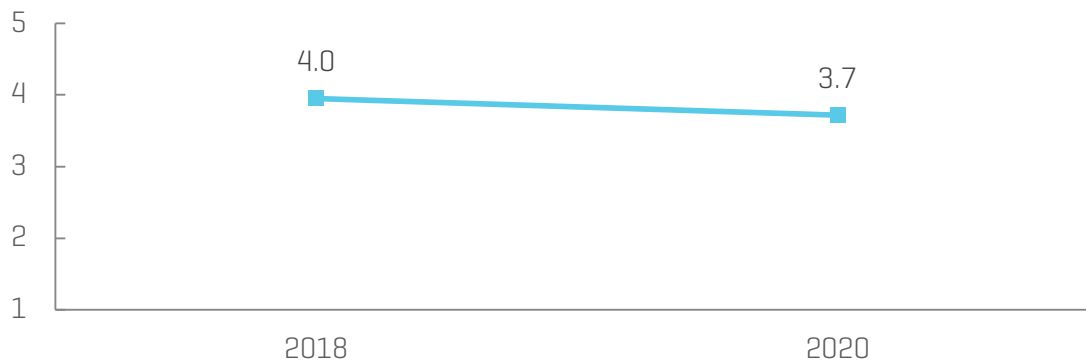
There has been decrease [-11% pts] in the proportion of satisfied residents over the past two years, now sitting at 66 percent. This change was driven by an increase in the proportion of residents that provided a neutral rating [+7% pts]. The number of dissatisfied residents also increased [+3% pts].

Figure 1.6 compares the average overall satisfaction rating for 2020 with the previous survey result from 2018. Average overall satisfaction with Council services and facilities has recorded a statistically significant decline since 2018, down 0.3 pts to 3.7.

**Figure 1.5 Overall satisfaction with services and facilities – Comparison of Ratings**



**Figure 1.6 Overall satisfaction with services and facilities – Internal Benchmarks**



## 2 COUNCIL SERVICES & FACILITIES

This section reports on the services and facilities provided by Cowra Shire Council. Residents were asked to rate their satisfaction with eight services provided by Council using a five-point scale where 1 meant 'very dissatisfied' and 5 meant 'very satisfied'.

Residents were asked how many times they used seven Council facilities. Residents were asked to rate their satisfaction with the facilities used using the same five-point scale.

**Table 2.1 Council Services & Facilities**

### Council Services

Condition of rural road surfaces  
Condition of urban road surfaces  
Provision of appropriate street or directional signage  
Provision of footpaths  
Provision of sewer services  
Provision of waste management (garbage and recycling) facilities  
Quality of water services  
Recreational areas along Lachlan River

### Council Facilities

Cowra Aquatic Centre  
Cowra Civic Centre  
Cowra Peace Precinct (inc. POW Campsite)  
Cowra Regional Art Gallery  
Cowra Regional Library  
Parks and gardens  
Sporting fields and sporting amenities

## 2.1 Council Services

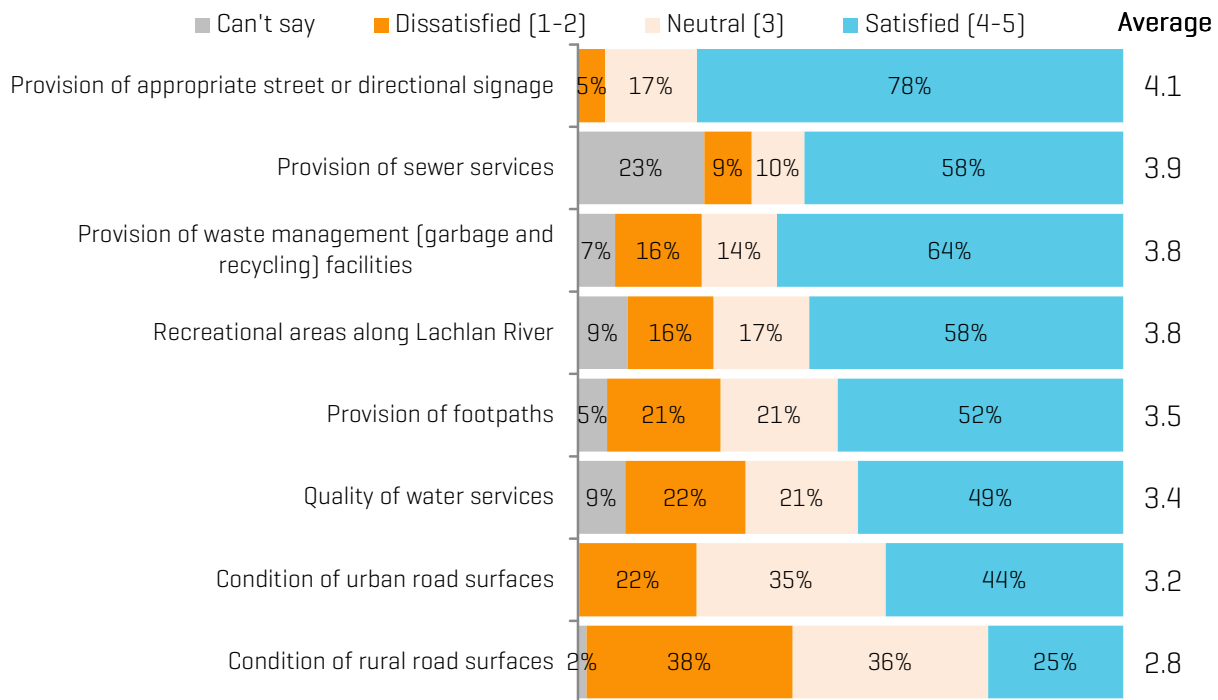
Residents were asked to rate their satisfaction with eight Council services.

Four of eight Council services recorded **high** average satisfaction ratings (above 3.75). These include:

- ▶ Provision of appropriate street or directional signage [4.1]
- ▶ Provision of sewer services [3.9]
- ▶ Provision of waste management (garbage and recycling) facilities [3.8]
- ▶ Recreational areas along Lachlan River [3.8].

**Condition of rural road surfaces** recorded a low average rating of 2.8, with 38 percent of residents dissatisfied with this service.

**Figure 2.1 Council Services – Satisfaction**



Base: All respondents (n=400)

Q: Now I will read out a list of services and ask you to rate your satisfaction with each service. This will involve a five-point scale, where 1 means you are 'very dissatisfied' and 5 means you are 'very satisfied'.

Table 2.2 lists significant differences in average satisfaction with Council services among subgroups. Differences in average satisfaction were generally related to age and area. There were no significant differences by gender, ratepayer status or years lived in Cowra.

**Table 2.2 Council Services – Subgroup Analysis**

Subgroup	Significant Differences
Gender	Nil
Age	<ul style="list-style-type: none"> <li>- Residents aged 65 plus years were more satisfied with <b>provision of waste management (garbage and recycling) facilities</b> compared to those aged 35 to 49 years and 50 to 64 years.</li> <li>- Residents aged 65 plus years were more satisfied with <b>recreational areas along Lachlan River</b> compared to all residents.</li> <li>- Residents aged 65 plus years were more satisfied with <b>condition of rural road services</b> compared to those aged 35 to 49 years.</li> </ul>
Ratepayer Status	Nil
Household Size	<ul style="list-style-type: none"> <li>- Single-person households were more satisfied with <b>recreational areas along Lachlan River</b> compared to those with four or more in the household.</li> </ul>
Area	<ul style="list-style-type: none"> <li>- Residents that live in Cowra Township were more satisfied than other residents with the following services:               <ul style="list-style-type: none"> <li>- <b>Provision of sewer services</b></li> <li>- <b>Recreational areas along Lachlan River</b></li> <li>- <b>Quality of water services</b></li> <li>- <b>Condition of rural road services</b></li> </ul> </li> </ul>
Years lived in Cowra	Nil

Table 2.3 compares the average satisfaction ratings for Council services for 2020 with previous survey results.

There were statistically significant declines in average satisfaction with three services since 2018.

These include:

- ▶ Provision of sewer services
- ▶ Provision of waste management (garbage and recycling) facilities
- ▶ Quality of water services

**Table 2.3 Council Services – Internal Benchmarks**

Council Services	2016	2018	2020	Significant change since 2018
Provision of appropriate street or directional signage	4.1	4.2	4.1	↔
Provision of sewer services	4.1	4.1	3.9	↓
Provision of waste management (garbage and recycling) facilities	4.3	4.2	3.8	↓
Recreational areas along Lachlan River	4.1	3.9	3.8	↔
Provision of footpaths	3.6	3.4	3.5	↔
Quality of water services	3.5	3.7	3.4	↓
Condition of urban road surfaces	3.4	3.3	3.2	↔
Condition of rural road surfaces	3.0	2.7	2.8	↔



## 2.2 Council Facilities

### Facility Usage

The facility usage rate [see Table 2.4] is the proportion of residents that use each facility at least once a year.

The facilities used by the highest proportion of residents are **parks and gardens**.

Eighty-two percent [82%] of residents use these facilities at least once a year, with 34 percent using parks and gardens more than 10 times a year.

Other facilities used by more than half of residents at least once a year include **Cowra Peace Precinct (inc. POW Campsite)** [69%], **sporting fields and sporting amenities** [54%] and **Cowra Civic Centre** [50%].

The relationship between satisfaction and usage is examined in Section 3.2 – Facility Utilisation.

**Table 2.4 Facility Usage**

Facilities	Facility Usage Rate
Parks and gardens	82%
Cowra Peace Precinct (inc. POW Campsite)	69%
Sporting fields and sporting amenities	54%
Cowra Civic Centre	50%
Cowra Aquatic Centre	43%
Cowra Regional Library	40%
Cowra Regional Art Gallery	37%

**Table 2.5 Facility Usage Frequency**

Facilities	1 to 5 times	6 to 10 times	More than 10 times	Never
Parks and gardens	36%	13%	34%	18%
Cowra Peace Precinct (inc. POW Campsite)	42%	10%	18%	31%
Sporting fields and sporting amenities	20%	8%	27%	46%
Cowra Civic Centre	44%	3%	2%	50%
Cowra Aquatic Centre	22%	5%	17%	57%
Cowra Regional Library	29%	6%	6%	60%
Cowra Regional Art Gallery	32%	4%	1%	63%

Base: All respondents (n=400)

Q: Can you indicate how many times you have used or attended the following facilities in the last 12 months?

Table 2.6 lists statistically significant differences in usage rate for facilities across subgroups. Significant differences in facility usage are mostly related to age, household size and area.

**Table 2.6 Facility Usage – Subgroup Analysis**

Facility Usage Rate	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Parks and gardens	82%	81%	84%	100%	91%	75%	72%
Cowra Peace Precinct (inc. POW Campsite)	69%	66%	72%	77%	78%	57%	68%
Sporting fields and sporting amenities	54%	58%	50%	84%	69%	43%	36%
Cowra Civic Centre	50%	48%	51%	57%	55%	43%	47%
Cowra Aquatic Centre	43%	43%	43%	62%	64%	30%	29%
Cowra Regional Library	40%	36%	43%	44%	47%	26%	44%
Cowra Regional Art Gallery	37%	32%	41%	40%	26%	31%	47%

Facility Usage Rate	Total	Ratepayer Status		Household Size			
		Ratepayer	Landlord pays rates	1	2	3 to 4	More than 4
Parks and gardens	82%	81%	91%	75%	77%	93%	89%
Cowra Peace Precinct (inc. POW Campsite)	69%	69%	72%	70%	68%	70%	72%
Sporting fields and sporting amenities	54%	53%	60%	43%	41%	74%	79%
Cowra Civic Centre	50%	48%	59%	52%	43%	55%	60%
Cowra Aquatic Centre	43%	43%	45%	31%	33%	60%	65%
Cowra Regional Library	40%	44%	19%	32%	38%	44%	48%
Cowra Regional Art Gallery	37%	38%	33%	32%	42%	34%	31%

Facility Usage Rate	Total	Area		Time lived in Cowra	
		Cowra Township	Rural	Less than 10 years	More than 10 years
Parks and gardens	82%	85%	74%	88%	81%
Cowra Peace Precinct (inc. POW Campsite)	69%	74%	54%	66%	70%
Sporting fields and sporting amenities	54%	58%	43%	47%	56%
Cowra Civic Centre	50%	55%	35%	54%	49%
Cowra Aquatic Centre	43%	46%	35%	57%	40%
Cowra Regional Library	40%	40%	38%	46%	38%
Cowra Regional Art Gallery	37%	39%	32%	41%	36%

Positive Negative Statistically significant difference at the 95% confidence level.

Table 2.7 compares facility usage rates for 2020 with previous survey results from 2018. Table 2.8 compares the full breakdown of results with 2018.

The proportions of residents that use facilities at least once a year in 2020 were similar to results from 2018. There were increases in the proportions of residents that used **parks and gardens** [+3% pts], **Cowra Peace Precinct (inc. POW Campsite)** [+3% pts], **Cowra Regional Library** [+2% pts] and **Cowra Regional Art Gallery** [+3%].

**Table 2.7 Facility Usage Rate – Comparison with 2018**

Facility Usage Rate	2018	2020	Change since 2018
Parks and gardens	79%	82%	+3%
Cowra Peace Precinct (inc. POW Campsite)	66%	69%	+3%
Sporting fields and sporting amenities	56%	54%	-2%
Cowra Civic Centre	53%	50%	-3%
Cowra Aquatic Centre	44%	43%	-1%
Cowra Regional Library	38%	40%	+2%
Cowra Regional Art Gallery	34%	37%	+3%

**Table 2.8 Facility Usage – Comparison with 2018**

Facility Usage	2018				2020			
	1 to 5 times	6 to 10 times	More than 10 times	Never	1 to 5 times	6 to 10 times	More than 10 times	Never
Parks and gardens	33%	14%	32%	21%	36%	13%	34%	18%
Cowra Peace Precinct (inc. POW Campsite)	47%	7%	13%	34%	42%	10%	18%	31%
Sporting fields and sporting amenities	21%	8%	27%	44%	20%	8%	27%	46%
Cowra Civic Centre	44%	4%	5%	47%	44%	3%	2%	50%
Cowra Aquatic Centre	18%	5%	21%	56%	22%	5%	17%	57%
Cowra Regional Library	25%	4%	9%	62%	29%	6%	6%	60%
Cowra Regional Art Gallery	27%	3%	4%	66%	32%	4%	1%	63%

### Impact of COVID-19 on facility usage

Residents were asked whether COVID-19 and lockdown restrictions increased, decreased or caused no change to their usage of facilities. For all facilities the majority of residents indicated that COVID-19 and lockdown restrictions did not change their usage. Residents whose usage was impacted by COVID-19 generally used facilities fewer times.

**Table 2.9 Impact of COVID-19 on facility usage**

Facilities	Increased	No change	Decreased
Parks and gardens	5%	77%	19%
Cowra Peace Precinct (inc. POW Campsite)	4%	85%	10%
Sporting fields and sporting amenities	2%	74%	25%
Cowra Civic Centre	1%	73%	26%
Cowra Aquatic Centre	1%	82%	17%
Cowra Regional Library	1%	78%	21%
Cowra Regional Art Gallery	-	81%	19%

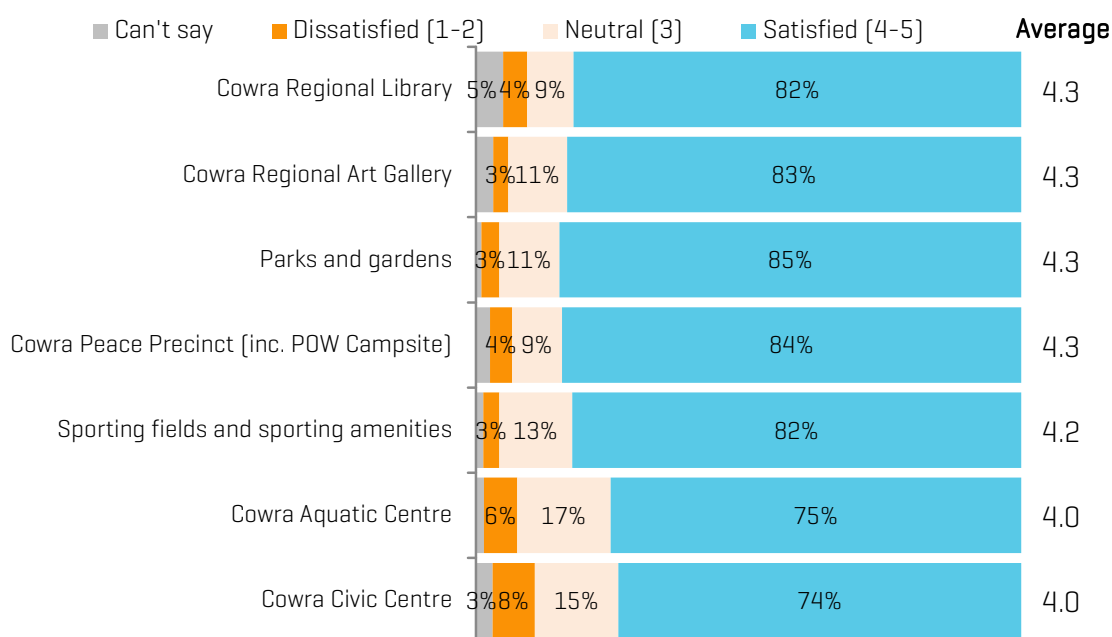
## Satisfaction with Facilities

Residents that used a Council facility at least once in the last 12 months were asked to rate their satisfaction with that facility.

All facilities were highly regarded by their users. All facilities recorded **high** average satisfaction ratings [above 3.75].

Residents were most satisfied with **Cowra Regional Library, Cowra Regional Art Gallery, parks and gardens** and **Cowra Peace Precinct (inc. POW Campsite)**, with all of these facilities recording average satisfaction ratings of 4.3.

**Figure 2.2 Council Facilities – Satisfaction**



Base: All respondents (n=400)

Q: And using the same 1 to 5 scale, please rate your satisfaction with the facilities you have used in the last 12 months.

**Table 2.10 Council Facilities – Subgroup Analysis**

Subgroup	Significant Differences
<b>Gender</b>	- Female residents were more satisfied with <b>Cowra Regional Art Gallery</b> compared to male residents.
<b>Age</b>	Nil
<b>Ratepayer Status</b>	- Renters were more satisfied with <b>Cowra Regional Library</b> and <b>Cowra Civic Centre</b> compared to ratepayers.
<b>Household Size</b>	Nil
<b>Area</b>	Nil
<b>Years lived in Cowra</b>	- Residents that have lived in the Cowra Shire for more than 10 years were more satisfied with <b>Cowra Regional Art Gallery</b> . - Residents that have lived in the Cowra Shire for less than 10 years were more satisfied with <b>Cowra Aquatic Centre</b> .

Table 2.11 compares the average satisfaction ratings for Council facilities for 2020 with previous survey results.

There were statistically significant declines in average satisfaction with two facilities since 2018.

These include:

- ▶ **Sporting fields and sporting amenities**
- ▶ **Cowra Aquatic Centre**

**Table 2.11 Council Facilities – Internal Benchmarks**

Council Facilities	2016	2018	2020	Significant change since 2018
Cowra Regional Library	4.3	4.4	4.3	↔
Cowra Regional Art Gallery	4.3	4.4	4.3	↔
Parks and gardens	4.5	4.4	4.3	↔
Cowra Peace Precinct (inc. POW Campsite)	4.3	4.2	4.3	↔
Sporting fields and sporting amenities	4.4	4.4	4.2	↓
Cowra Aquatic Centre	4.1	4.2	4.0	↓
Cowra Civic Centre	3.7	4.0	4.0	↔

## 3 PRIORITISING SERVICES & FACILITIES

This section of the report aims to identify the key drivers of resident satisfaction via a deeper analysis of the relationship between overall satisfaction with Cowra Shire Council's services and facilities and satisfaction with individual services and facilities as reported in the previous section.

### 3.1 Quadrant Analysis

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

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

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

Figure 3.1 [over-page] is Council's performance/importance quadrant.

1. The upper right quadrant [high importance and high satisfaction] represents current service strengths or 'Strategic Advantages'.
2. The upper left quadrant [high importance but low satisfaction] denotes services where satisfaction should be improved or 'Key Vulnerabilities'.
3. The lower left quadrant [relatively lower importance and relatively lower satisfaction] represents lower priority service dimensions or 'Second Order Issues'.
4. The lower right quadrant [relatively lower importance and high satisfaction] represent Council's 'Differentiators'.

Figure 3.1 Quadrant Analysis

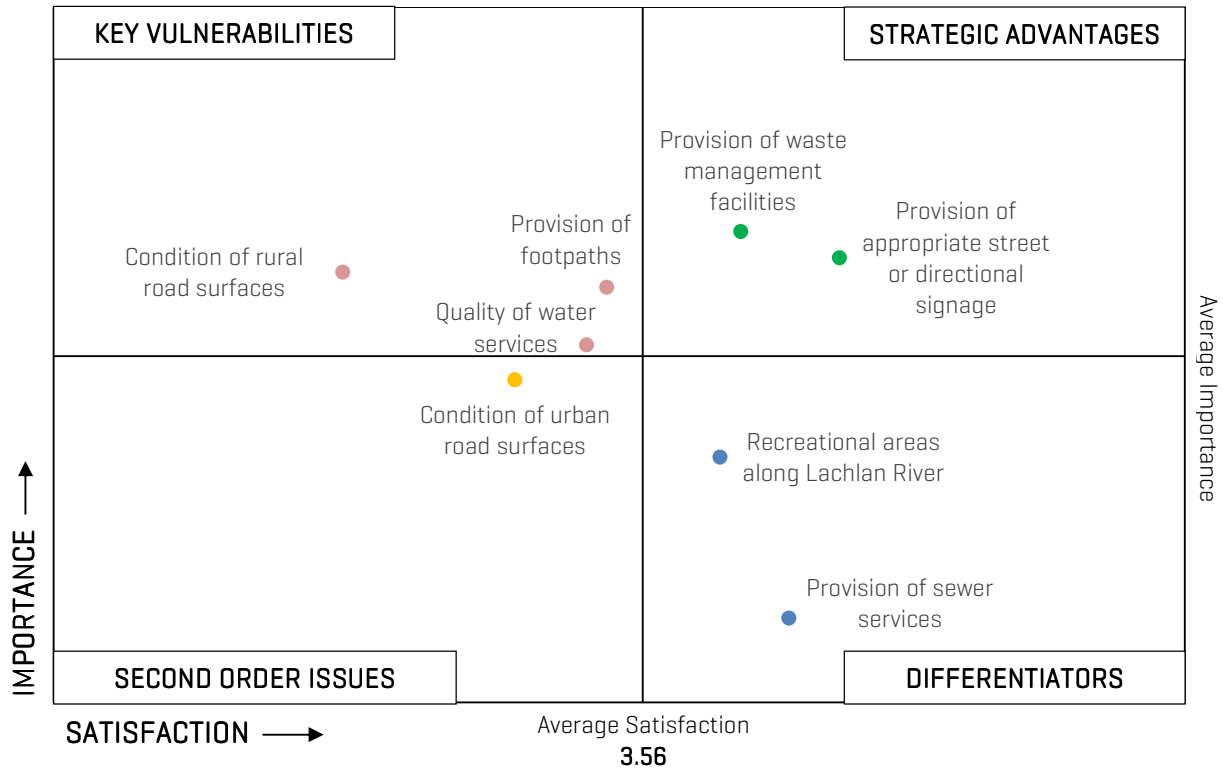



Table 3.1 Quadrant Analysis

KEY VULNERABILITIES	STRATEGIC ADVANTAGES
<ul style="list-style-type: none"> <li>▶ Condition of rural road surfaces</li> <li>▶ Provision of footpaths</li> <li>▶ Quality of water services</li> </ul>	<ul style="list-style-type: none"> <li>▶ Provision of waste management facilities</li> <li>▶ Provision of appropriate street or directional signage</li> </ul>
SECOND ORDER ISSUES	DIFFERENTIATORS
<ul style="list-style-type: none"> <li>▶ Condition of urban road surfaces</li> </ul>	<ul style="list-style-type: none"> <li>▶ Recreational areas along Lachlan River</li> <li>▶ Provision of sewer services</li> </ul>





Services in the upper right quadrant are **Strategic Advantages** – these have an important impact on creating overall satisfaction with Cowra Shire Council and their performance is above average.

Council's two **Strategic Advantages** include:

- ▶ Provision of waste management facilities
- ▶ Provision of appropriate street or directional signage

Services in the upper left quadrant are **Key Vulnerabilities** – services which have an important impact on creating overall satisfaction but are performing below average. These services are regarded as Council's **foremost** priorities.

Council's three **Priorities for Council** include:

- ▶ Condition of rural road services
- ▶ Provision of footpaths
- ▶ Quality of water services

All other services are classified as **Differentiators** or **Second Order Issues** based on whether they are performing above or below average, respectively. Improvement in the performance of these services will not have a large, significant impact on overall satisfaction with Council.

### 3.2 Satisfaction with Council services by overall satisfaction rating

Table 3.2 compares average satisfaction with Council services and facilities across groups of residents that provided low, neutral and high overall satisfaction ratings. The three highest and lowest performing services for each level have been highlighted in order to show which services are high and low performing among all residents and which are high and low performing among particular overall satisfaction rating groups.

The top two performing services and facilities were consistent across all residents regardless of their overall satisfaction rating. These key service strengths include:

- ▶ **Provision of appropriate street or directional signage**
- ▶ **Provision of sewer services**

The lowest two performing services were consistent across all residents. These include:

- ▶ **Condition of urban road surfaces**
- ▶ **Condition of rural road surfaces**

**Provision of footpaths** was also one of the lowest performing services among dissatisfied residents. Improvement in the performance of these services will aid in converting dissatisfied residents into neutral and satisfied residents and thus improve overall satisfaction with Council.

**Table 3.2 Satisfaction with Council services by overall satisfaction rating**

Council Services & Facilities	Overall Satisfaction Rating		
	Dissatisfied [1-2]	Neutral [3]	Satisfied [4-5]
Provision of appropriate street or directional signage	3.7	3.7	4.3
Provision of sewer services	3.3	3.5	4.2
Provision of waste management (garbage and recycling) facilities	2.8	3.2	4.1
Recreational areas along Lachlan River	2.8	3.3	4.1
Provision of footpaths	2.4	3.0	3.8
Quality of water services	2.6	2.6	3.8
Condition of urban road surfaces	2.3	2.9	3.5
Condition of rural road surfaces	1.8	2.4	3.0

 Top three (green) and lowest three (red) performing services.

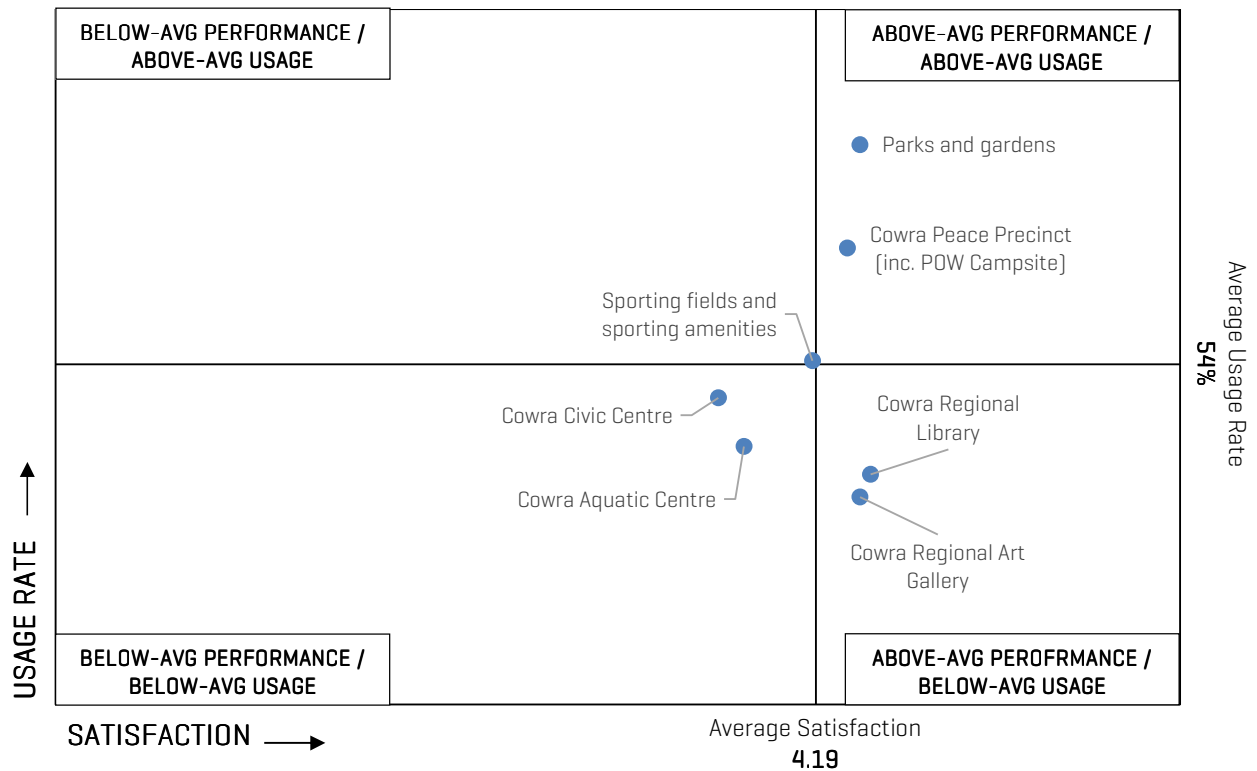
### 3.3 Facility Utilisation

Figure 3.2 displays the relationship between usage rate and satisfaction. The average satisfaction rating for facilities (4.19) was higher than the average for Council’s services (3.56), highlighting the strong performance of Council’s facilities. It is important to note that while some facilities were below the [high] average, there were no ‘low’ performing facilities.

The facilities that are used by the most residents recorded above-average satisfaction. This includes **parks and gardens** and **Cowra Peace Precinct (inc. POW Campsite)**.

**Cowra Regional Library** and **Cowra Regional Art Gallery** were highly regarded by the residents that use these facilities. However, these facilities saw the fewest residents use them at least once a year.

Figure 3.2 Facility Utilisation



Note: The average satisfaction score includes the facilities in the quadrant.

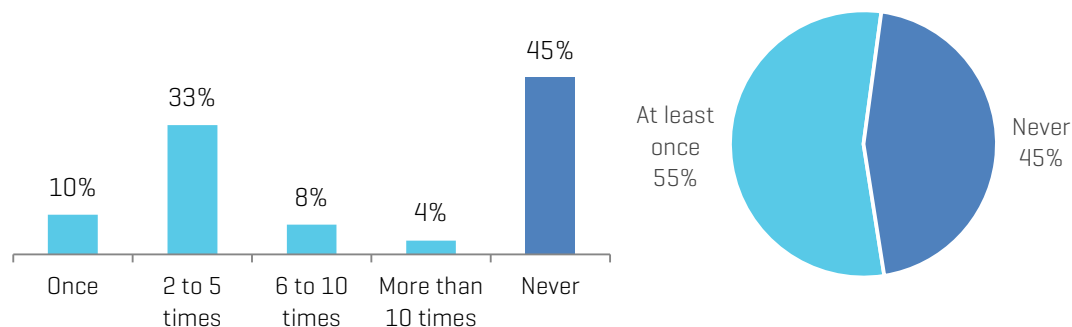
## 4 CUSTOMER EXPERIENCE

This section of the report covers Cowra Shire Council’s customer services. It includes how customers make contact, their reasons for contact and customer perceptions regarding the quality of customer services.

### 4.1 Contact Frequency

Fifty-five percent [55%] of residents have contacted Council at least once in the past 12 months. Most of these residents [hereafter referred to as ‘customers’] contacted Council two to five times in the past year [33%].

Figure 4.1 Recent contact with Council



Base: All respondents (n=400)

Q: In the past 12 months, how many times have you contacted Council?

Table 4.1 Recent contact with Council – Subgroup Analysis

Subgroup	Significant Differences
Gender	- A higher number of male residents contacted Council <b>6 to 10 times</b> .
Age	- A higher proportion of residents aged 18 to 34 years have not contacted Council in the past 12 months compared to those aged 35 to 49 years.
Ratepayer Status	- A higher proportion of renters have not contacted Council in the past 12 months compared to ratepayers.
Household Size	- A higher proportion of single-person households have not contacted Council compared to those with two to four persons in their household.
Area	Nil
Years lived in Cowra	Nil

Table 4.2 compares results for contact frequency for 2020 with previous survey results. While there has been a steady number of residents contacting Council at least once a year, these customers are making contact more frequently.

This has driven the average contact frequency from 2.2 times per year to 4.0 times per year.

**Table 4.2 Contact Frequency – Comparison with previous results**

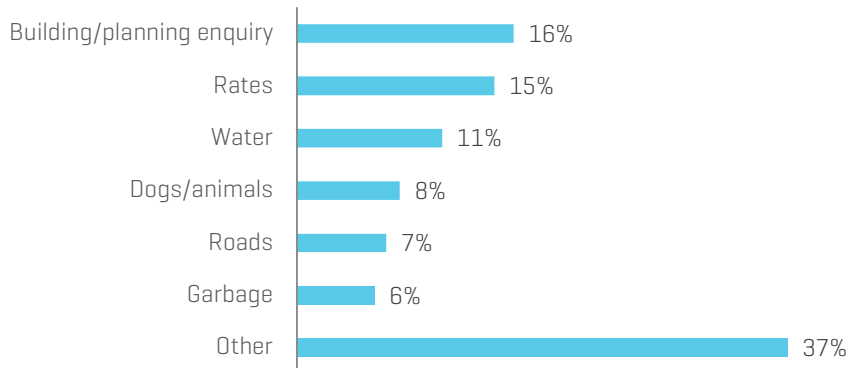
Contact Frequency	2016	2018	2020
More than 10 times	13%	6%	10%
6 to 10 times	7%	5%	33%
2 to 5 times	27%	30%	8%
Once	9%	13%	4%
Never	43%	46%	45%
<b>Average</b>	<b>3.0 times</b>	<b>2.2 times</b>	<b>4.0 times</b>

## 4.2 Reason for Contact

The most common reason for contacting Council was to make a **building/planning enquiry** [16%]. The next most common reasons were **rates** [15%] and **water** [11%].

Thirty-seven percent [37%] of customers provided a reason other than those listed. These responses included a range of enquires, complaints and requests for information or services such as tree pruning and removal, community meetings and grants.

**Figure 4.2 Most recent reason for contact**



Base: Customers (n=219)

Q: What was the most recent reason you contacted Council?

**Table 4.3 Most recent reason for contact – Subgroup Analysis**

Subgroup	Significant Differences
<b>Gender</b>	Nil
<b>Age</b>	<ul style="list-style-type: none"> <li>- Significantly fewer residents aged 65 plus years contacted regarding <b>building/planning enquiries</b> compared to other residents.</li> <li>- Residents aged 65 plus years were significantly more likely to contact regarding <b>rates</b> compared to those aged 18 to 34 years.</li> </ul>
<b>Ratepayer Status</b>	Nil
<b>Household Size</b>	- Single-person households were significantly more likely to contact regarding <b>rates</b> compared to households with two to four people.
<b>Area</b>	- Significantly fewer residents from Cowra Township contacted regarding <b>roads</b> compared to residents from rural areas.
<b>Years lived in Cowra</b>	Nil

Table 4.4 compares reason for contact for 2020 with previous survey results. There has been a continual decline in the proportions of customers contacting Council regarding **rates** and **water** since 2016.

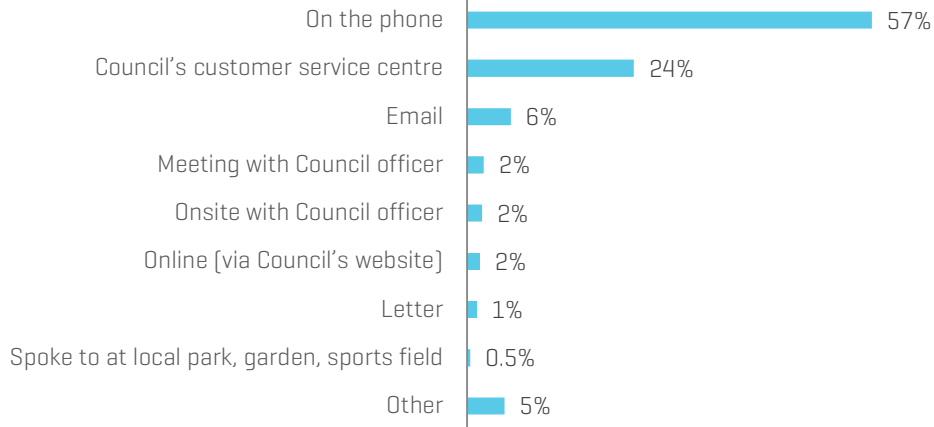
**Table 4.4 Most recent reason for contact – Comparison with previous results**

Most recent reason for contact	2016	2018	2020
Building/planning enquiry	10%	18%	16%
Rates	22%	12%	15%
Water	23%	13%	11%
Dogs/animals	12%	10%	8%
Roads	8%	8%	7%
Garbage	10%	8%	6%
Other	51%	36%	37%

### 4.3 Method of Contact

More than half [57%] of customers contacted Council **on the phone** [57%]. About one in four [24%] customers visited in person at **Council’s customer service centre** [24%].

**Figure 4.3 Most recent method of Contact**



Base: Customers (n=219)

Q: How did you make your most recent contact with Council?

**Table 4.5 Most recent method of Contact – Subgroup Analysis**

Subgroup	Significant Differences
<b>Gender</b>	Nil
<b>Age</b>	- Residents aged 35 to 49 years were more likely to make contact <b>on the phone</b> compared to residents aged 65 plus years.
<b>Ratepayer Status</b>	- Renters were more likely to make contact <b>on the phone</b> compared to ratepayers.
<b>Household Size</b>	- Single-person households were more likely to visit in person at <b>Council’s customer service centre</b> compared to those with four or more persons in the household.
<b>Area</b>	- Residents from rural areas were more likely to contact Council <b>on the phone</b> compared to residents from Cowra Township.
<b>Years lived in Cowra</b>	- Long-term residents [more than 10 years] were more likely to visit <b>Council’s customer service centre</b> . - More recent residents [less than 10 years] were more likely to make contact by <b>email</b> .



Table 4.6 compares method of contact for 2020 with previous survey results from 2018. There has been a shift away from customers visiting in person with more customers making contact **on the phone** and by **email**.

**Table 4.6 Most recent method of contact – Comparison with previous results**

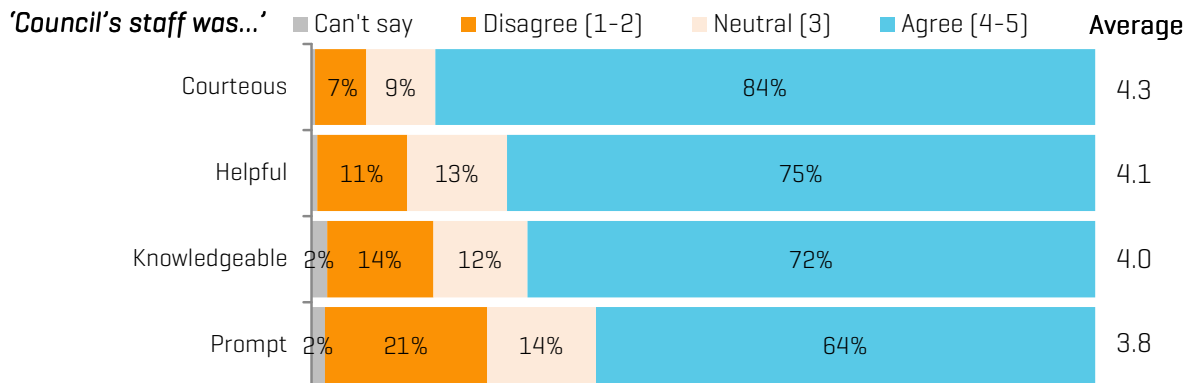
Most recent method of contact	2018	2020
On the phone	53%	57%
Council's customer service centre	33%	24%
Email	4%	6%
Meeting with Council officer	5%	2%
Onsite with Council officer	2%	2%
Online (via Council's website)	0.5%	2%
Letter	2%	1%
Spoke to at local park, garden, sports field	-	0.5%
Other	2%	5%

## 4.4 Perceptions of customer services

Customers were highly satisfied with Council’s customer services and their staff. Customers were most satisfied with the **courteousness** of Council’s staff, recording an average agreement rating of 4.5 with 84 percent of customers providing a high rating.

One in five customers [21%] disagreed that Council’s staff was **prompt**, with this attribute recording the lowest rating of 3.8.

**Figure 4.4 Perceptions of customer services**



Base: Customers (n=219)

Q: Still thinking about your most recent contact with Council, how would you rate your agreement with the following? Please use a five-point scale where 1 means you 'strongly disagree' and 5 means you 'strongly agree'.

**Table 4.7 Perceptions of customer services – Subgroup Analysis**

Subgroup	Significant Differences
Gender	Nil
Age	Nil
Ratepayer Status	- Renters agreed that Council’s staff was <b>helpful, knowledgeable</b> and <b>prompt</b> significantly more than ratepayers.
Household Size	Nil
Area	Nil
Years lived in Cowra	Nil

Table 4.8 compares average agreement ratings for 2020 with previous survey results. There has been a statistically significant decline in the average agreement rating for **prompt**, down 0.2 pts to 3.8.

**Table 4.8 Perceptions of customer services – Internal Benchmarks**

Perceptions of customer services	2016	2018	2020	Significant change since 2018
Courteous	4.5	4.4	4.3	↔
Helpful	4.3	4.2	4.1	↔
Knowledgeable	4.3	4.1	4.0	↔
Prompt	4.2	4.0	3.8	↓

## 5 COMMUNICATION

This section of the report covers Cowra Shire Council’s communication strategies with its residents. This includes preferred methods and community perceptions of Council’s communication.

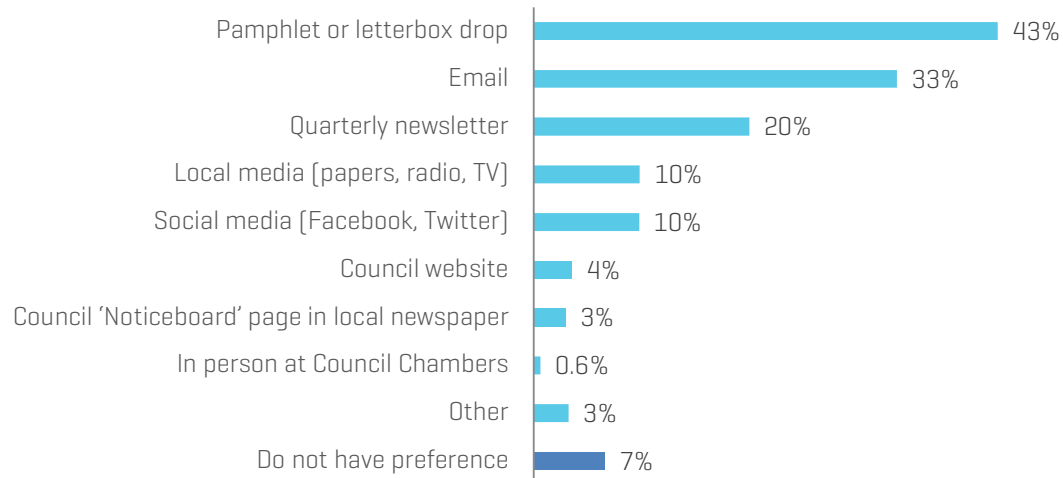
### 5.1 Preferred sources of receiving Council information

Residents were asked from which sources they would like to receive information on Council services and information. They were not read out the available options and were able to select multiple responses, thus the percentages in Figure 5.1 do not sum to 100 percent.

The most preferred source of receiving Council information is through a **pamphlet or letterbox drop** (43%). This is followed by **email** (33%) and the **quarterly newsletter** (20%).

Table 5.1 (over page) lists statistically significant differences in preferred sources of receiving Council information among subgroups.

**Figure 5.1 Preferred sources of receiving Council information**



Base: All respondents (n=400)

Q: How would you like to receive information on Council services and activities? **[DO NOT READ OUT]**  
**[MULTIPLE CHOICE]**

**Table 5.1 Preferred sources of receiving Council information – Subgroup Analysis**

Preferred sources of receiving Council information	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Pamphlet or letterbox drop	43%	41%	45%	45%	35%	35%	52%
Email	33%	33%	34%	32%	43%	41%	21%
Quarterly newsletter	20%	19%	21%	8%	11%	23%	30%
Local media (papers, radio, TV)	10%	11%	8%	4%	4%	11%	17%
Social media (Facebook, Twitter)	10%	6%	14%	13%	20%	8%	2%
Council website	4%	3%	4%	4%	6%	4%	1%
Council 'Noticeboard' page in local newspaper	3%	3%	3%	-	-	5%	5%
In person at Council Chambers	0.6%	1%	0.2%	-	-	-	2%
Other	3%	4%	3%	-	-	4%	7%
Do not have preference	7%	11%	2%	14%	7%	4%	4%

Preferred sources of receiving Council information	Total	Ratepayer Status		Household Size			
		Ratepayer	Landlord pays rates	1	2	3 to 4	More than 4
Pamphlet or letterbox drop	43%	40%	55%	62%	42%	35%	31%
Email	33%	38%	8%	18%	30%	45%	41%
Quarterly newsletter	20%	20%	16%	21%	23%	17%	12%
Local media (papers, radio, TV)	10%	10%	6%	7%	13%	6%	12%
Social media (Facebook, Twitter)	10%	9%	13%	5%	9%	15%	5%
Council website	4%	3%	5%	-	2%	3%	18%
Council 'Noticeboard' page in local newspaper	3%	3%	1%	4%	5%	0.9%	-
In person at Council Chambers	0.6%	0.7%	-	2%	0.8%	-	-
Other	3%	3%	4%	7%	4%	0.9%	-
Do not have preference	7%	6%	7%	5%	9%	2%	13%

Preferred sources of receiving Council information	Total	Area		Time lived in Cowra	
		Cowra Township	Rural	Less than 10 years	More than 10 years
Pamphlet or letterbox drop	43%	45%	37%	44%	42%
Email	33%	33%	35%	44%	31%
Quarterly newsletter	20%	20%	19%	13%	21%
Local media (papers, radio, TV)	10%	10%	9%	8%	10%
Social media (Facebook, Twitter)	10%	12%	4%	4%	11%
Council website	4%	4%	2%	5%	3%
Council 'Noticeboard' page in local newspaper	3%	3%	3%	-	4%
In person at Council Chambers	0.6%	0.8%	-	-	0.8%
Other	3%	2%	6%	3%	3%
Do not have preference	7%	4%	13%	1%	8%

Positive Negative Statistically significant difference at the 95% confidence level.

Table 5.2 compares preferences for 2020 with previous survey results. There has been an increase in preference for **pamphlet or letterbox drops** and a decrease in preference for the **quarterly newsletter**.

The proportion of residents that prefer to receive Council information through **email** has continued to increase over time.

**Table 5.2 Preferred sources of receiving Council information – Comparisons**

Preferred sources of receiving Council information	2016	2018	2020
Pamphlet or letterbox drop	38%	28%	43%
Email	19%	24%	33%
Quarterly newsletter	28%	48%	20%
Local media (papers, radio, TV)	60%	16%	10%
Social media (Facebook, Twitter)	5%	8%	10%
Council website	21%	4%	4%
Council 'Noticeboard' page in local newspaper	1%	0.2%	3%
In person at Council Chambers	11%	0.2%	0.6%
Other	6%	3%	3%
Do not have preference	2%	8%	7%

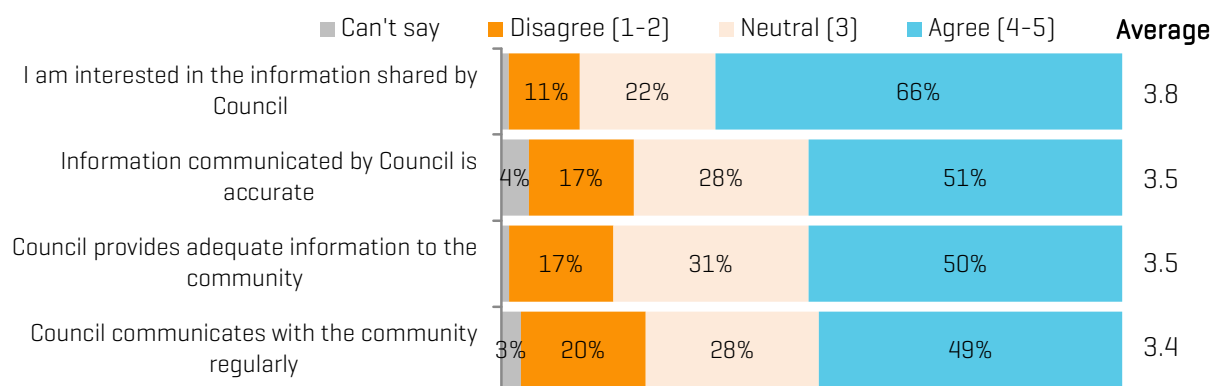
## 5.2 Perceptions of Council communication

Residents were asked to rate their agreement with four statements relating to Council communication using a five-point scale.

Most residents [66%] agreed that **they are interested in the information shared by Council**. About half of residents agreed that **information communicated is accurate** [51%], **adequate** [50%] and **communicated regularly** [49%].

All statements recorded medium average agreement ratings.

**Figure 5.2 Perceptions of customer services**



Base: All respondents (n=400)

Q: Using a five-point scale where 1 means 'strongly disagree' and 5 means 'strongly agree', to what extent do you agree with the following statements?

**Table 5.3 Perceptions of Council communication – Subgroup Analysis**

Subgroup	Significant Differences
<b>Gender</b>	Nil
<b>Age</b>	<ul style="list-style-type: none"> <li>- Residents aged 65 plus years agreed with the following statements significantly more compared to residents aged 30 to 49 years:               <ul style="list-style-type: none"> <li>- <b>Information communicated by Council is accurate</b></li> <li>- <b>Council communicates with the community regularly</b></li> </ul> </li> <li>- Residents aged 35 to 49 years agreed that <b>Council provides adequate information to the community</b> significantly less compared to other residents.</li> </ul>
<b>Ratepayer Status</b>	<ul style="list-style-type: none"> <li>- Renters agreed with the following statements significantly more compared to ratepayers:               <ul style="list-style-type: none"> <li>- <b>Information communicated by Council is accurate</b></li> <li>- <b>Council provides adequate information to the community</b></li> </ul> </li> </ul>
<b>Household Size</b>	Nil
<b>Area</b>	<ul style="list-style-type: none"> <li>- Residents that live in Cowra Township agreed with the following statements significantly more compared to residents that live in rural areas:               <ul style="list-style-type: none"> <li>- <b>Information provided by Council is consistent</b></li> <li>- <b>Council communicates with the community regularly</b></li> </ul> </li> </ul>
<b>Years lived in Cowra</b>	Nil

Table 5.4 compares average agreement ratings for 2020 with previous survey results from 2018. There was a statistically significant decrease in average agreement with the statement **Council communicates with the community regularly**, down 0.2 pts to 3.4 since 2018.

**Table 5.4 Perceptions of Council communication – Internal Benchmarks**

Perceptions of Council communication	2018	2020	Significant change since 2018
I am interested in the information shared by Council	3.8	3.8	↔
Information communicated by Council is accurate	3.6	3.5	↔
Council provides adequate information to the community	3.6	3.5	↔
Council communicates with the community regularly	3.6	3.4	↓



### 5.3 Overall satisfaction with Council communication

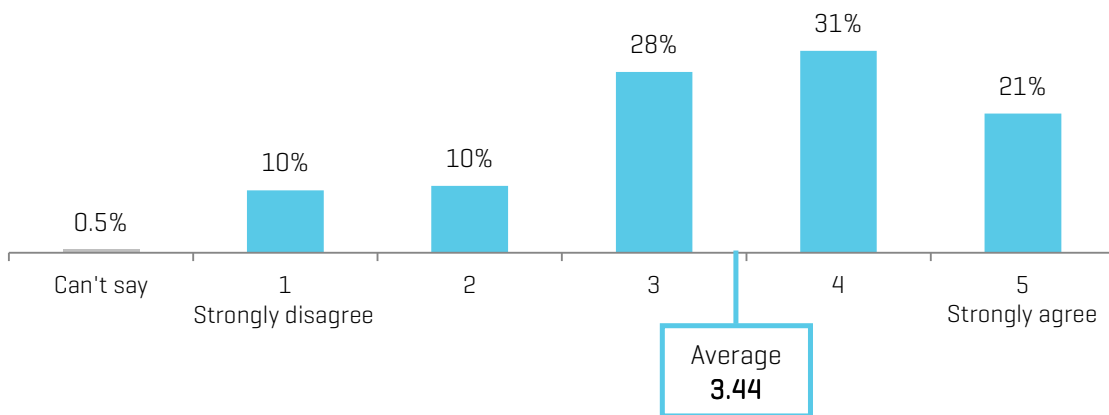
Most residents were satisfied overall with Council’s communication.

In total, 52 percent of residents were satisfied overall with Council’s communication, with 21 percent providing the highest rating of 5. Twenty percent (20%) were dissatisfied while 28 percent provided a neutral rating of 3.

These results combined for a medium average agreement score of 3.44.

Figure 5.3 Overall satisfaction with Council communication

*‘I am satisfied with the way Council communicates with me.’*



Base: All respondents (n=400)

Q: Using a five-point scale where 1 means ‘strongly disagree’ and 5 means ‘strongly agree’, to what extent do you agree with the following statements?

Table 5.5 Overall satisfaction with Council communication – Subgroup Analysis

Subgroup	Significant Differences
Gender	Nil
Age	- Residents aged 65 plus years were significantly more satisfied overall [3.6] compared to residents aged 30 to 49 years [3.0].
Ratepayer Status	Nil
Household Size	Nil
Area	- Residents from Cowra Township were significantly more satisfied overall [3.6] compared to residents from rural areas [3.1].
Years lived in Cowra	Nil

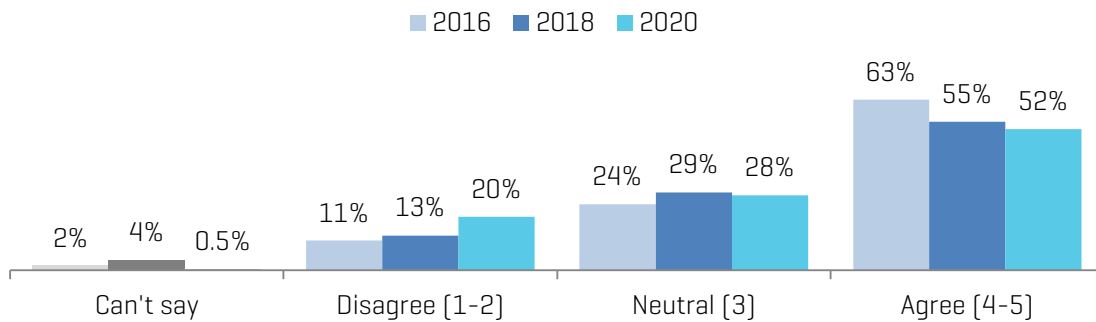
### Internal Benchmarks

Figure 5.4 compares the breakdown of satisfaction ratings with previous results.

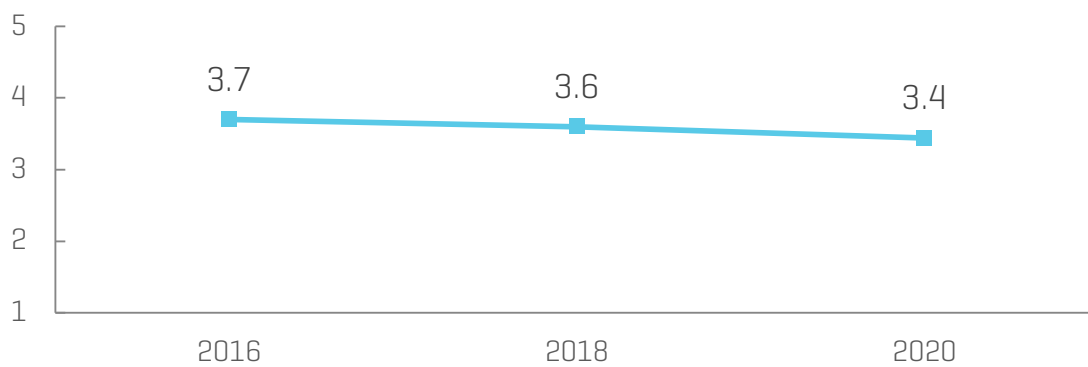
There has been a decrease [-3% pts] in the proportion of residents that provided a high agreement rating [4-5] over the past two years, now sitting at 52 percent. This change has contributed to an increase [+7% pts] in the proportion of residents that provided a low rating [1-2].

Figure 1.3 Figure 5.5 compares the average overall satisfaction rating for 2020 with the previous survey results. Average overall satisfaction with Council communication has declined since 2018, down 0.2 pts to 3.4.

**Figure 5.4 Overall satisfaction with Council communication – Comparison of Ratings**



**Figure 5.5 Overall satisfaction with Council communication – Internal Benchmarks**



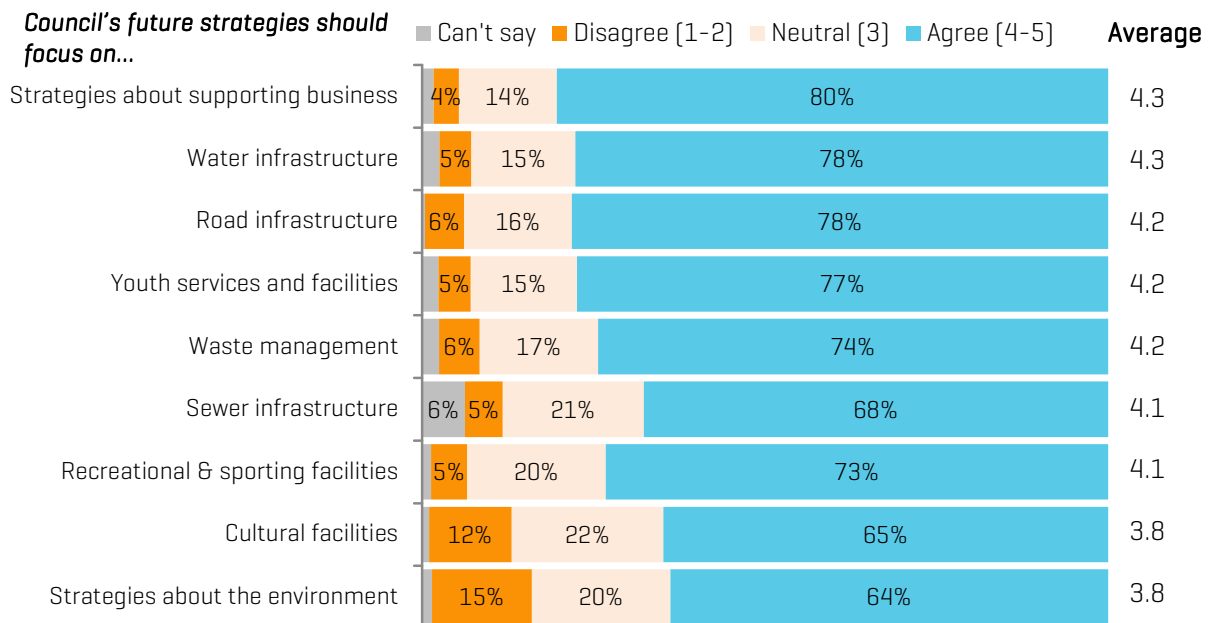
## 6 COMMUNITY STRATEGIC PLAN

Residents were asked to rate their agreement with what areas Council’s future strategies should focus on using a five-point scale.

Seven of ten areas recorded **high** average agreement ratings [above 4.00]. Council’s future focus areas with the highest levels of support were **strategies about supporting business** (4.3) and **water infrastructure** (4.3). Following these areas were **road infrastructure** (4.2), **youth services and facilities** (4.2) and **waste management** (4.2).

The lower rated areas such as **strategies about the environment** and **cultural facilities** still saw a majority of residents agree that Council’s future strategies should focus on these areas.

**Figure 6.1 Council’s future strategies**



Base: All respondents (n=400)

Q: Using the same scale please rate your agreement with the following statements about Council’s strategies for services and infrastructure.

Table 6.1 lists significant differences in average agreement among subgroups. Most significant differences were related to area with residents of Cowra Township providing higher average ratings for a range of future focus areas.

**Table 6.1 Council’s future strategies – Subgroup Analysis**

Subgroup	Significant Differences
<b>Gender</b>	- Female residents agreed that future strategies should focus on <b>cultural facilities</b> and <b>strategies about the environment</b> significantly more than male residents.
<b>Age</b>	- Residents aged 35 to 49 years agreed that future strategies should focus on <b>strategies about supporting business</b> significantly more than residents aged 50 to 64 years.
<b>Ratepayer Status</b>	Nil
<b>Household Size</b>	Nil
<b>Area</b>	- Residents from Cowra Township agreed that future strategies should focus on the following areas significantly more than rural areas: <ul style="list-style-type: none"> <li>- <b>Strategies about supporting business</b></li> <li>- Water infrastructure</li> <li>- <b>Youth services and facilities</b></li> <li>- <b>Sewer infrastructure</b></li> <li>- <b>Cultural facilities</b></li> </ul>
<b>Years lived in Cowra</b>	Nil

Table 6.2 compares average agreement ratings for 2020 with previous survey results. There have been no statistically significant differences in average agreement ratings since 2018.

**Table 6.2– Internal Benchmarks**

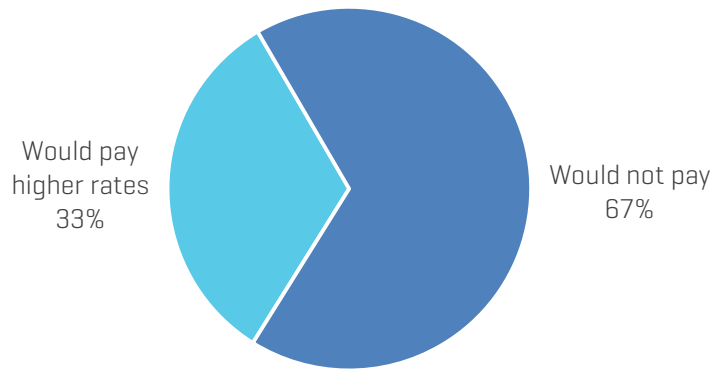
Council’s future strategies	2018	2020	Significant change since 2018
Strategies about supporting business	4.2	4.3	↔
Water infrastructure	4.2	4.3	↔
Road infrastructure	4.2	4.2	↔
Youth services and facilities	4.1	4.2	↔
Waste management	4.2	4.2	↔
Sewer infrastructure	4.0	4.1	↔
Recreational & sporting facilities	4.2	4.1	↔
Cultural facilities	3.9	3.8	↔
Strategies about the environment	3.7	3.8	↔

### Consideration of paying higher rates

Ratepayers were asked whether they would pay higher rates to direct towards any of these future priorities.

Thirty-three percent [33%] of ratepayers indicated they would consider paying higher rates towards these priorities. This result was higher among ratepayers from Cowra Township [37%] compared to ratepayers from rural areas [20%].

Figure 6.2 Consideration of paying higher rates



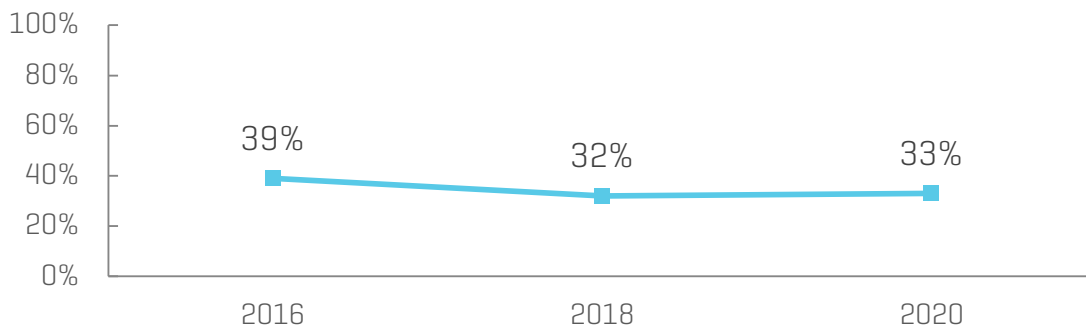
Base: Ratepayers [n=338]

Q: Would you consider paying higher rates to direct towards any of these priorities?

Table 6.3 Consideration of paying higher rates – Subgroup Analysis

Subgroup	Significant Differences
Gender	Nil
Age	Nil
Ratepayer Status	Nil
Household Size	Nil
Area	- A significantly higher number of ratepayers from Cowra Township would pay higher rates to direct towards these priorities [37%] compared to ratepayers from rural areas [20%].
Years lived in Cowra	Nil

Figure 6.3 Consideration of paying higher rates – Comparison with previous results



## 7 LIVEABILITY

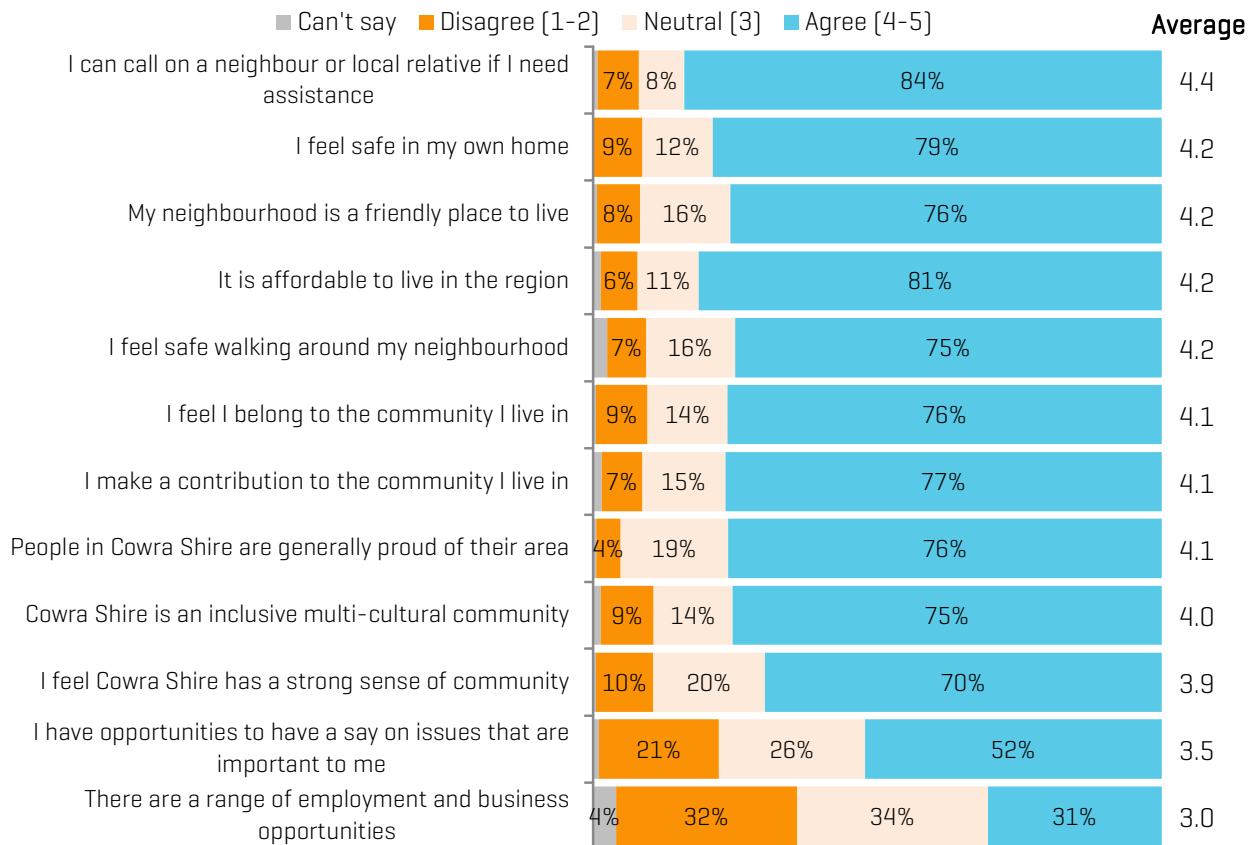
Residents were asked to rate their agreement with 12 statements relating to living in the Cowra Shire using a five-point scale.

Nine of 12 statements recorded **high** average agreement ratings [above 4.00]. The statement that recorded the highest average agreement rating was **I can call on a neighbour or local relative if I need assistance** [4.4], with 84 percent of residents providing a high agreement rating of 4 or 5.

Residents also had high perceptions of safety, affordability, sense of belonging and the friendliness of the Cowra region and their neighbourhood.

Almost one in three [32%] of residents disagreed that **there are a range of employment and business opportunities** [3.0]. This was the lowest rated statement and was the only statement where less than half of residents agreed [31%].

**Figure 7.1 Liveability**



Base: All respondents [n=400]

Q: Again, using the same 1 to 5 scale, please rate your agreement with the following statements about your neighbourhood as a place to live.

Table 7.1 lists significant differences in average agreement ratings across subgroups. Most significantly differences were related to age, household size and area.

**Table 7.1 Liveability – Subgroup Analysis**

Subgroup	Significant Differences
Gender	- Female residents agreed they <b>make a contribution to the community they live in</b> significantly more than male residents.
Age	<ul style="list-style-type: none"> <li>- Residents in the 50 to 64 years and 65 plus years age groups agreed that they <b>feel safe in their own home</b> significantly more than residents aged 18 to 34 years.</li> <li>- Residents aged 65 plus years agreed with the following statements significantly more than those aged 35 to 49 years and 50 to 64 years:               <ul style="list-style-type: none"> <li>- <b>It is affordable to live in the region</b></li> <li>- <b>I feel I belong to the community I live in</b></li> <li>- <b>I feel Cowra Shire has a strong sense of community</b></li> </ul> </li> <li>- Residents aged 65 plus years agreed that <b>people in Cowra Shire are generally proud of their area</b> compared to all other residents.</li> <li>- Residents aged 65 plus years agreed that they <b>have opportunities to have a say on issues that are important to them</b> significantly more than residents aged 35 to 49 years.</li> </ul>
Ratepayer Status	- Ratepayers agreed they <b>feel safe in their own homes</b> significantly more than renters.
Household Size	<ul style="list-style-type: none"> <li>- Residents that live in households with more than four persons agreed that <b>they feel they belong to the community they live in</b> and <b>people in Cowra Shire are generally proud of their area</b> significantly less compared to residents from households with one or two persons.</li> <li>- Residents that live in households with more than four persons agreed they <b>have opportunities to have a say on issues that are important to them</b> significantly less than all other residents.</li> <li>- Residents from households with two people agreed <b>there are a range of employment and business opportunities</b> significantly more than residents from households with more than four people.</li> </ul>
Area	<ul style="list-style-type: none"> <li>- Residents from Cowra Township agreed with the following statements significantly more compared to residents from rural areas:               <ul style="list-style-type: none"> <li>- <b>It is affordable to live in the region</b></li> <li>- <b>People in Cowra Shire are generally proud of their area</b></li> <li>- <b>Cowra Shire is an inclusive multi-cultural community</b></li> </ul> </li> </ul>
Years lived in Cowra	Nil

Table 7.2 compares average agreement ratings for 2020 with previous survey results. There has been a statistically significant increase in average agreement for the lowest rated statement: **there are a range of employment and business opportunities**, up 0.2 pts to 3.0.

Conversely, there has been a significant decline in average agreement for the statement **I feel Cowra Shire has a strong sense of community**, down 0.2 pts to 3.9.

**Table 7.2 Liveability – Internal Benchmarks**

Liveability	2016	2018	2020	Significant change since 2018
I can call on a neighbour or local relative if I need assistance	4.6	4.4	4.4	↔
I feel safe in my own home	4.5	4.4	4.2	↓
My neighbourhood is a friendly place to live	4.5	4.3	4.2	↔
It is affordable to live in the region	-	4.3	4.2	↔
I feel safe walking around my neighbourhood	4.4	4.2	4.2	↔
I feel I belong to the community I live in	4.4	4.3	4.1	↓
I make a contribution to the community I live in	4.0	4.1	4.1	↔
People in Cowra Shire are generally proud of their area	4.1	4.0	4.1	↔
Cowra Shire is an inclusive multi-cultural community	-	3.9	4.0	↔
I feel Cowra Shire has a strong sense of community	4.2	4.1	3.9	↓
I have opportunities to have a say on issues that are important to me	-	3.6	3.5	↔
There are a range of employment and business opportunities	-	2.8	3.0	↑



## 7.1 Recommendation of Cowra as a place to live

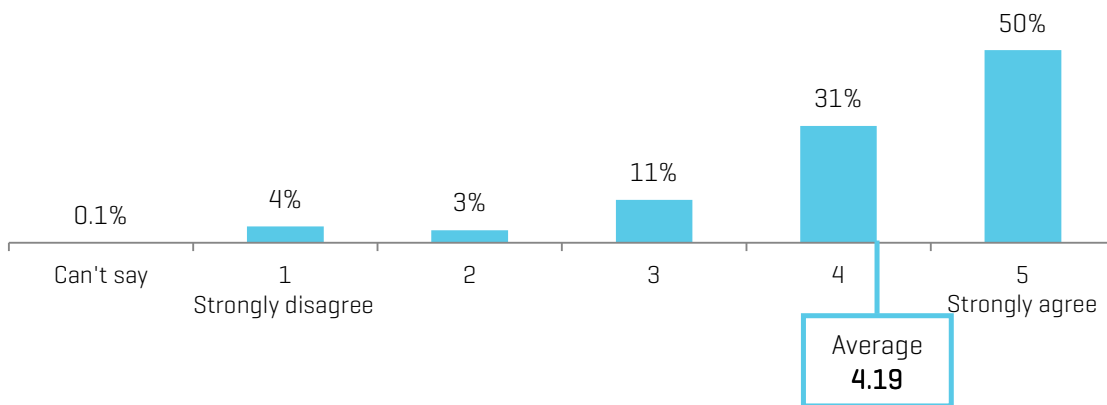
Most residents would recommend the Cowra region to others as a place to live.

In total, 81 percent of residents agreed they would recommend living in the Cowra region to others, with half of residents [50%] providing the highest rating of 5. Seven percent [7%] disagreed while 11 percent provided a neutral rating of 3.

These results combined for a high average agreement score of 4.19.

Figure 7.2 Recommendation of Cowra as a place to live

*'I would recommend the Cowra region to others as a good place to live.'*



Base: All respondents (n=400)

Q: Again, using the same 1 to 5 scale, please rate your agreement with the following statements about your neighbourhood as a place to live.

Table 7.3 Recommendation of Cowra as a place to live – Subgroup Analysis

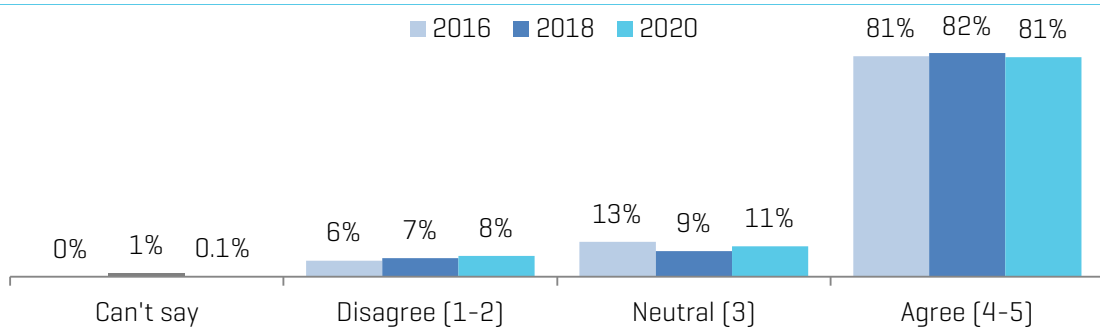
Subgroup	Significant Differences
Gender	Nil
Age	- Residents aged 65 plus years agreed with the statement significantly more than all other residents [4.5].
Ratepayer Status	Nil
Household Size	Nil
Area	Nil
Years lived in Cowra	Nil

### Internal Benchmarks

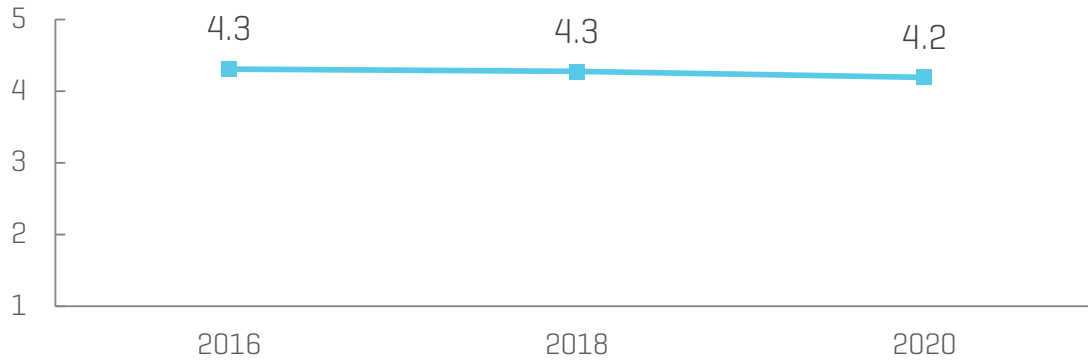
Figure 7.3 compares the breakdown of satisfaction ratings with previous survey results. There have been minimal shifts in the breakdown of ratings compared to the past two survey periods.

Figure 7.4 compares the average overall satisfaction rating for 2020 with the previous survey results. The average agreement rating remains high, in-line with previous results.

**Figure 7.3 Recommendation of Cowra as a place to live – Comparison of Ratings**



**Figure 7.4 Recommendation of Cowra as a place to live – Internal Benchmarks**



## APPENDIX 1 – SUBGROUP ANALYSIS

### Overall Satisfaction

'I am satisfied overall with Cowra Shire Council as an organisation.'

Overall satisfaction with Council as an organisation	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Disagree (1-2)	20%	20%	21%	8%	35%	25%	14%
Neutral (3)	25%	28%	21%	38%	17%	28%	18%
Agree (4-5)	55%	51%	58%	54%	48%	47%	67%
Can't say	0.2%	0.3%	-	-	-	-	0.5%
<b>Average Agreement</b>	<b>3.5</b>	<b>3.4</b>	<b>3.5</b>	<b>3.7</b>	<b>3.1</b>	<b>3.3</b>	<b>3.7</b>

Overall satisfaction with Council as an organisation	Total	Ratepayer Status		Household Size			
		Ratepayer	Landlord pays rates	1	2	3 to 4	More than 4
Disagree (1-2)	20%	22%	11%	21%	17%	21%	31%
Neutral (3)	25%	25%	22%	16%	26%	29%	21%
Agree (4-5)	55%	53%	67%	62%	57%	50%	48%
Can't say	0.2%	0.2%	-	0.9%	-	-	-
<b>Average Agreement</b>	<b>3.5</b>	<b>3.4</b>	<b>3.8</b>	<b>3.6</b>	<b>3.5</b>	<b>3.4</b>	<b>3.0</b>

Overall satisfaction with Council as an organisation	Total	Area		Time lived in Cowra	
		Cowra Township	Rural	Less than 10 years	More than 10 years
Disagree (1-2)	20%	19%	25%	11%	22%
Neutral (3)	25%	22%	32%	34%	23%
Agree (4-5)	55%	59%	43%	55%	55%
Can't say	0.2%	0.2%	-	-	0.2%
<b>Average Agreement</b>	<b>3.5</b>	<b>3.5</b>	<b>3.2</b>	<b>3.6</b>	<b>3.4</b>

Positive Negative Statistically significant difference at the 95% confidence level.

## Overall satisfaction with Council services and facilities

Overall satisfaction with Council services and facilities	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Dissatisfied [1-2]	9%	9%	10%	-	20%	13%	5%
Neutral [3]	24%	26%	21%	32%	22%	27%	18%
Satisfied [4-5]	66%	64%	69%	68%	58%	60%	76%
Can't say	0.2%	0.3%	-	-	-	-	0.5%
<b>Average Agreement</b>	<b>3.7</b>	<b>3.7</b>	<b>3.8</b>	<b>3.8</b>	<b>3.5</b>	<b>3.5</b>	<b>4.0</b>

Overall satisfaction with Council services and facilities	Total	Ratepayer Status		Household Size			
		Ratepayer	Landlord pays rates	1	2	3 to 4	More than 4
Dissatisfied [1-2]	9%	10%	5%	11%	9%	12%	-
Neutral [3]	24%	25%	17%	17%	26%	21%	40%
Satisfied [4-5]	66%	64%	78%	72%	65%	67%	60%
Can't say	0.2%	0.2%	-	-	0.4%	-	-
<b>Average Agreement</b>	<b>3.7</b>	<b>3.7</b>	<b>4.0</b>	<b>3.8</b>	<b>3.7</b>	<b>3.7</b>	<b>3.7</b>

Overall satisfaction with Council services and facilities	Total	Area		Time lived in Cowra	
		Cowra Township	Rural	Less than 10 years	More than 10 years
Dissatisfied [1-2]	9%	8%	13%	4%	11%
Neutral [3]	24%	19%	39%	33%	22%
Satisfied [4-5]	66%	73%	48%	63%	67%
Can't say	0.2%	-	0.6%	-	0.2%
<b>Average Agreement</b>	<b>3.7</b>	<b>3.8</b>	<b>3.4</b>	<b>3.7</b>	<b>3.7</b>

## Council Services & Facilities

### Council Services

Council Services	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Provision of appropriate street or directional signage	4.1	4.0	4.1	4.3	4.1	3.9	4.1
Provision of sewer services	3.9	3.9	4.0	4.1	3.8	3.8	4.1
Provision of waste management (garbage and recycling) facilities	3.8	3.9	3.7	3.6	3.6	3.7	4.2
Recreational areas along Lachlan River	3.8	3.8	3.8	3.4	3.3	3.8	4.3
Provision of footpaths	3.5	3.5	3.5	3.9	3.5	3.3	3.3
Quality of water services	3.4	3.4	3.5	3.2	3.4	3.3	3.7
Condition of urban road surfaces	3.2	3.3	3.2	3.4	2.9	3.2	3.4
Condition of rural road surfaces	2.8	2.8	2.7	2.7	2.5	2.7	3.0

Council Services	Total	Ratepayer Status		Household Size			
		Ratepayer	Landlord pays rates	1	2	3 to 4	More than 4
Provision of appropriate street or directional signage	4.1	4.0	4.3	4.2	4.0	4.2	4.0
Provision of sewer services	3.9	3.9	4.0	4.3	4.0	3.8	3.6
Provision of waste management (garbage and recycling) facilities	3.8	3.8	3.8	4.0	4.0	3.7	3.5
Recreational areas along Lachlan River	3.8	3.8	3.9	4.2	3.8	3.7	3.0
Provision of footpaths	3.5	3.4	3.7	3.2	3.4	3.7	3.5
Quality of water services	3.4	3.4	3.5	3.8	3.4	3.3	3.0
Condition of urban road surfaces	3.2	3.2	3.2	3.5	3.1	3.3	3.2
Condition of rural road surfaces	2.8	2.7	3.0	3.0	2.7	2.7	2.7

Council Services	Total	Area		Time lived in Cowra	
		Cowra Township	Rural	Less than 10 years	More than 10 years
Provision of appropriate street or directional signage	4.1	4.1	3.9	4.1	4.1
Provision of sewer services	3.9	4.1	3.1	3.9	4.0
Provision of waste management (garbage and recycling) facilities	3.8	3.9	3.5	3.8	3.8
Recreational areas along Lachlan River	3.8	3.9	3.4	3.7	3.8
Provision of footpaths	3.5	3.5	3.3	3.6	3.4
Quality of water services	3.4	3.6	2.9	3.5	3.4
Condition of urban road surfaces	3.2	3.3	3.0	3.1	3.2
Condition of rural road surfaces	2.8	2.9	2.3	2.9	2.7

## Facility Usage Rate

Facility Usage Rate	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Parks and gardens	82%	81%	84%	100%	91%	75%	72%
Cowra Peace Precinct (inc. POW Campsite)	69%	66%	72%	77%	78%	57%	68%
Sporting fields and sporting amenities	54%	58%	50%	84%	69%	43%	36%
Cowra Civic Centre	50%	48%	51%	57%	55%	43%	47%
Cowra Aquatic Centre	43%	43%	43%	62%	64%	30%	29%
Cowra Regional Library	40%	36%	43%	44%	47%	26%	44%
Cowra Regional Art Gallery	37%	32%	41%	40%	26%	31%	47%

Facility Usage Rate	Total	Ratepayer Status		Household Size			
		Ratepayer	Landlord pays rates	1	2	3 to 4	More than 4
Parks and gardens	82%	81%	91%	75%	77%	93%	89%
Cowra Peace Precinct (inc. POW Campsite)	69%	69%	72%	70%	68%	70%	72%
Sporting fields and sporting amenities	54%	53%	60%	43%	41%	74%	79%
Cowra Civic Centre	50%	48%	59%	52%	43%	55%	60%
Cowra Aquatic Centre	43%	43%	45%	31%	33%	60%	65%
Cowra Regional Library	40%	44%	19%	32%	38%	44%	48%
Cowra Regional Art Gallery	37%	38%	33%	32%	42%	34%	31%

Facility Usage Rate	Total	Area		Time lived in Cowra	
		Cowra Township	Rural	Less than 10 years	More than 10 years
Parks and gardens	82%	85%	74%	88%	81%
Cowra Peace Precinct (inc. POW Campsite)	69%	74%	54%	66%	70%
Sporting fields and sporting amenities	54%	58%	43%	47%	56%
Cowra Civic Centre	50%	55%	35%	54%	49%
Cowra Aquatic Centre	43%	46%	35%	57%	40%
Cowra Regional Library	40%	40%	38%	46%	38%
Cowra Regional Art Gallery	37%	39%	32%	41%	36%

## Council Facilities

Council Facilities	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Cowra Regional Library	4.3	4.2	4.4	4.2	4.3	4.3	4.5
Cowra Regional Art Gallery	4.3	4.0	4.5	4.4	4.2	4.1	4.4
Parks and gardens	4.3	4.2	4.4	4.2	4.1	4.3	4.5
Cowra Peace Precinct (inc. POW Campsite)	4.3	4.2	4.3	4.2	4.2	4.2	4.4
Sporting fields and sporting amenities	4.2	4.1	4.3	4.0	4.1	4.3	4.4
Cowra Aquatic Centre	4.0	4.0	4.1	4.0	3.9	4.0	4.3
Cowra Civic Centre	4.0	3.9	4.0	4.3	3.9	3.7	4.0

Council Facilities	Total	Ratepayer Status		Household Size			
		Ratepayer	Landlord pays rates	1	2	3 to 4	More than 4
Cowra Regional Library	4.3	4.3	4.8	4.4	4.3	4.5	3.6
Cowra Regional Art Gallery	4.3	4.3	4.4	4.4	4.3	4.3	3.9
Parks and gardens	4.3	4.3	4.4	4.4	4.4	4.2	4.0
Cowra Peace Precinct (inc. POW Campsite)	4.3	4.3	4.3	4.3	4.4	4.2	3.8
Sporting fields and sporting amenities	4.2	4.2	4.3	4.3	4.3	4.1	4.1
Cowra Aquatic Centre	4.0	4.0	4.3	4.4	4.1	3.9	3.7
Cowra Civic Centre	4.0	3.9	4.5	4.2	3.9	4.0	3.7

Council Facilities	Total	Area		Time lived in Cowra	
		Cowra Township	Rural	Less than 10 years	More than 10 years
Cowra Regional Library	4.3	4.3	4.3	4.2	4.3
Cowra Regional Art Gallery	4.3	4.3	4.2	3.9	4.4
Parks and gardens	4.3	4.3	4.4	4.2	4.3
Cowra Peace Precinct (inc. POW Campsite)	4.3	4.3	4.2	4.1	4.3
Sporting fields and sporting amenities	4.2	4.2	4.3	3.9	4.2
Cowra Aquatic Centre	4.0	4.0	4.3	4.4	3.9
Cowra Civic Centre	4.0	4.0	3.8	4.0	4.0

## Customer Experience

### Contact frequency in past 12 months

Contact frequency in past 12 months	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Once	10%	7%	13%	7%	11%	12%	10%
2 to 5 times	33%	34%	32%	23%	48%	31%	32%
6 to 10 times	8%	11%	4%	4%	9%	8%	9%
More than 10 times	4%	3%	4%	-	2%	7%	4%
Never	45%	44%	47%	66%	31%	43%	44%

Contact frequency in past 12 months	Total	Ratepayer Status		Household Size			
		Ratepayer	Landlord pays rates	1	2	3 to 4	More than 4
Once	10%	11%	3%	8%	11%	13%	5%
2 to 5 times	33%	35%	25%	23%	35%	38%	31%
6 to 10 times	8%	9%	2%	3%	9%	5%	18%
More than 10 times	4%	4%	0.8%	2%	6%	3%	-
Never	45%	41%	69%	64%	40%	41%	46%

Contact frequency in past 12 months	Total	Area		Time lived in Cowra	
		Cowra Township	Rural	Less than 10 years	More than 10 years
Once	10%	10%	9%	16%	9%
2 to 5 times	33%	30%	41%	39%	32%
6 to 10 times	8%	9%	5%	8%	8%
More than 10 times	4%	4%	4%	4%	3%
Never	45%	47%	41%	33%	48%



## Reason for contact

Reason for contact	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Building/planning enquiry	16%	19%	13%	34%	22%	17%	4%
Rates	15%	12%	18%	-	9%	18%	23%
Water	11%	13%	9%	-	16%	10%	12%
Dogs/animals	8%	9%	7%	10%	9%	5%	8%
Roads	7%	9%	5%	10%	3%	5%	10%
Garbage	6%	6%	6%	10%	6%	7%	3%
Other	37%	33%	42%	34%	34%	38%	40%

Reason for contact	Total	Ratepayer Status		Household Size			
		Ratepayer	Landlord pays rates	1	2	3 to 4	More than 4
Building/planning enquiry	16%	17%	15%	11%	16%	17%	23%
Rates	15%	16%	-	34%	15%	9%	6%
Water	11%	10%	19%	9%	12%	8%	19%
Dogs/animals	8%	8%	10%	4%	5%	15%	-
Roads	7%	6%	18%	-	12%	3%	-
Garbage	6%	5%	15%	6%	6%	7%	-
Other	37%	38%	24%	37%	33%	40%	52%

Reason for contact	Total	Area		Time lived in Cowra	
		Cowra Township	Rural	Less than 10 years	More than 10 years
Building/planning enquiry	16%	18%	12%	12%	18%
Rates	15%	16%	12%	17%	14%
Water	11%	11%	12%	6%	12%
Dogs/animals	8%	9%	3%	3%	9%
Roads	7%	3%	16%	9%	6%
Garbage	6%	7%	4%	11%	4%
Other	37%	36%	41%	40%	36%

## Method of contact

Method of contact	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
On the phone	57%	55%	60%	55%	76%	56%	43%
Council's customer service centre	24%	25%	21%	24%	12%	24%	33%
Email	6%	7%	5%	10%	3%	7%	7%
Meeting with Council officer	2%	2%	2%	-	-	2%	6%
Onsite with Council officer	2%	3%	1%	-	-	2%	5%
Online (via Council's website)	2%	-	4%	-	6%	-	0.7%
Letter	1%	3%	-	-	-	4%	1%
Spoke to at local park, garden, sports field	0.5%	-	0.9%	-	-	2%	-
Other	5%	5%	6%	10%	3%	5%	5%

Method of contact	Total	Ratepayer Status		Household Size			
		Ratepayer	Landlord pays rates	1	2	3 to 4	More than 4
On the phone	57%	55%	79%	36%	54%	67%	65%
Council's customer service centre	24%	25%	10%	43%	24%	21%	-
Email	6%	7%	-	4%	6%	4%	15%
Meeting with Council officer	2%	3%	-	4%	4%	-	-
Onsite with Council officer	2%	2%	3%	7%	2%	1%	-
Online (via Council's website)	2%	2%	-	-	0.5%	5%	-
Letter	1%	1%	3%	-	2%	-	6%
Spoke to at local park, garden, sports field	0.5%	0.5%	-	-	1%	-	-
Other	5%	5%	3%	5%	6%	0.7%	15%

Method of contact	Total	Area		Time lived in Cowra	
		Cowra Township	Rural	Less than 10 years	More than 10 years
On the phone	57%	52%	70%	62%	56%
Council's customer service centre	24%	25%	20%	8%	28%
Email	6%	7%	5%	18%	3%
Meeting with Council officer	2%	2%	3%	-	3%
Onsite with Council officer	2%	2%	2%	1%	2%
Online (via Council's website)	2%	2%	-	5%	1%
Letter	1%	2%	-	-	2%
Spoke to at local park, garden, sports field	0.5%	0.6%	-	-	0.6%
Other	5%	7%	0.8%	7%	5%

## Perceptions of customer services

Perceptions of customer services	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Courteous	4.3	4.3	4.4	3.7	4.4	4.5	4.3
Helpful	4.1	4.1	4.1	3.5	3.9	4.3	4.3
Knowledgeable	4.0	4.0	4.1	3.9	4.0	4.1	4.1
Prompt	3.8	3.9	3.8	3.3	3.8	4.0	3.9

Perceptions of customer services	Total	Ratepayer Status		Household Size			
		Ratepayer	Landlord pays rates	1	2	3 to 4	More than 4
Courteous	4.3	4.3	4.5	4.5	4.4	4.5	3.1
Helpful	4.1	4.0	4.6	4.2	4.2	4.2	2.9
Knowledgeable	4.0	4.0	4.7	4.0	4.0	4.2	3.4
Prompt	3.8	3.7	4.5	3.9	3.9	4.1	2.6

Perceptions of customer services	Total	Area		Time lived in Cowra	
		Cowra Township	Rural	Less than 10 years	More than 10 years
Courteous	4.3	4.4	4.1	4.4	4.3
Helpful	4.1	4.2	3.8	4.3	4.0
Knowledgeable	4.0	4.1	3.9	4.2	4.0
Prompt	3.8	3.9	3.5	4.1	3.8

## Communication

### Preferred sources of receiving Council information

Preferred sources of receiving Council information	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Pamphlet or letterbox drop	43%	41%	45%	45%	35%	35%	52%
Email	33%	33%	34%	32%	43%	41%	21%
Quarterly newsletter	20%	19%	21%	8%	11%	23%	30%
Local media [papers, radio, TV]	10%	11%	8%	4%	4%	11%	17%
Social media [Facebook, Twitter]	10%	6%	14%	13%	20%	8%	2%
Council website	4%	3%	4%	4%	6%	4%	1%
Council 'Noticeboard' page in local newspaper	3%	3%	3%	-	-	5%	5%
In person at Council Chambers	0.6%	1%	0.2%	-	-	-	2%
Other	3%	4%	3%	-	-	4%	7%
Do not have preference	7%	11%	2%	14%	7%	4%	4%

Preferred sources of receiving Council information	Total	Ratepayer Status		Household Size			
		Ratepayer	Landlord pays rates	1	2	3 to 4	More than 4
Pamphlet or letterbox drop	43%	40%	55%	62%	42%	35%	31%
Email	33%	38%	8%	18%	30%	45%	41%
Quarterly newsletter	20%	20%	16%	21%	23%	17%	12%
Local media [papers, radio, TV]	10%	10%	6%	7%	13%	6%	12%
Social media [Facebook, Twitter]	10%	9%	13%	5%	9%	15%	5%
Council website	4%	3%	5%	-	2%	3%	18%
Council 'Noticeboard' page in local newspaper	3%	3%	1%	4%	5%	0.9%	-
In person at Council Chambers	0.6%	0.7%	-	2%	0.8%	-	-
Other	3%	3%	4%	7%	4%	0.9%	-
Do not have preference	7%	6%	7%	5%	9%	2%	13%

Preferred sources of receiving Council information	Total	Area		Time lived in Cowra	
		Cowra Township	Rural	Less than 10 years	More than 10 years
Pamphlet or letterbox drop	43%	45%	37%	44%	42%
Email	33%	33%	35%	44%	31%
Quarterly newsletter	20%	20%	19%	13%	21%
Local media [papers, radio, TV]	10%	10%	9%	8%	10%
Social media [Facebook, Twitter]	10%	12%	4%	4%	11%
Council website	4%	4%	2%	5%	3%
Council 'Noticeboard' page in local newspaper	3%	3%	3%	-	4%
In person at Council Chambers	0.6%	0.8%	-	-	0.8%
Other	3%	2%	6%	3%	3%
Do not have preference	7%	4%	13%	1%	8%

## Perceptions of Council communication

Perceptions of Council communication	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
I am interested in the information shared by Council	3.8	3.7	4.0	3.7	3.6	3.8	4.0
Information communicated by Council is accurate	3.5	3.4	3.6	3.7	3.1	3.4	3.7
Council provides adequate information to the community	3.5	3.4	3.6	3.7	3.0	3.4	3.7
Council communicates with the community regularly	3.4	3.3	3.5	3.4	3.0	3.4	3.6

Perceptions of Council communication	Total	Ratepayer Status		Household Size			
		Ratepayer	Landlord pays rates	1	2	3 to 4	More than 4
I am interested in the information shared by Council	3.8	3.8	3.7	3.8	3.8	3.8	3.9
Information communicated by Council is accurate	3.5	3.4	3.9	3.8	3.4	3.5	3.1
Council provides adequate information to the community	3.5	3.4	3.8	3.7	3.5	3.4	3.1
Council communicates with the community regularly	3.4	3.3	3.6	3.5	3.5	3.3	3.0

Perceptions of Council communication	Total	Area		Time lived in Cowra	
		Cowra Township	Rural	Less than 10 years	More than 10 years
I am interested in the information shared by Council	3.8	3.9	3.7	3.8	3.8
Information communicated by Council is accurate	3.5	3.6	3.1	3.7	3.4
Council provides adequate information to the community	3.5	3.5	3.3	3.6	3.5
Council communicates with the community regularly	3.4	3.5	3.1	3.5	3.4

'I am satisfied overall with the way Council communicates with me.'

Overall satisfaction with Council communication	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Disagree (1-2)	20%	21%	19%	12%	35%	16%	18%
Neutral (3)	28%	31%	24%	39%	24%	32%	19%
Agree (4-5)	52%	48%	57%	50%	41%	51%	62%
Can't say	0.5%	0.3%	0.7%	-	-	0.9%	0.9%
<b>Average Agreement</b>	<b>3.4</b>	<b>3.4</b>	<b>3.5</b>	<b>3.5</b>	<b>3.0</b>	<b>3.4</b>	<b>3.6</b>

Overall satisfaction with Council communication	Total	Ratepayer Status		Household Size			
		Ratepayer	Landlord pays rates	1	2	3 to 4	More than 4
Disagree (1-2)	20%	21%	13%	23%	17%	18%	31%
Neutral (3)	28%	27%	29%	13%	25%	38%	37%
Agree (4-5)	52%	51%	58%	62%	58%	44%	31%
Can't say	0.5%	0.6%	-	2%	0.4%	-	-
<b>Average Agreement</b>	<b>3.4</b>	<b>3.4</b>	<b>3.6</b>	<b>3.7</b>	<b>3.5</b>	<b>3.4</b>	<b>2.8</b>

Overall satisfaction with Council communication	Total	Area		Time lived in Cowra	
		Cowra Township	Rural	Less than 10 years	More than 10 years
Disagree (1-2)	20%	17%	29%	13%	21%
Neutral (3)	28%	29%	25%	34%	26%
Agree (4-5)	52%	54%	46%	53%	52%
Can't say	0.5%	0.6%	0.5%	-	0.7%
<b>Average Agreement</b>	<b>3.4</b>	<b>3.6</b>	<b>3.1</b>	<b>3.6</b>	<b>3.4</b>

## Community Strategic Plan

### Council's future strategies

Council's future strategies	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Strategies about supporting business	4.3	4.3	4.3	4.3	4.5	4.1	4.3
Water infrastructure	4.3	4.3	4.2	4.2	4.2	4.2	4.3
Road infrastructure	4.2	4.3	4.2	4.2	4.2	4.2	4.2
Youth services and facilities	4.2	4.1	4.3	4.3	4.3	4.1	4.1
Waste management	4.2	4.2	4.1	4.1	3.9	4.2	4.3
Sewer infrastructure	4.1	4.1	4.0	4.1	3.8	4.0	4.3
Recreational & sporting facilities	4.1	4.1	4.0	4.0	4.0	4.0	4.2
Cultural facilities	3.8	3.6	4.0	3.9	3.8	3.7	3.9
Strategies about the environment	3.8	3.6	4.0	3.9	3.6	3.7	3.8

Council's future strategies	Total	Ratepayer Status		Household Size			
		Ratepayer	Landlord pays rates	1	2	3 to 4	More than 4
Strategies about supporting business	4.3	4.3	4.2	4.3	4.2	4.3	4.5
Water infrastructure	4.3	4.3	4.1	4.1	4.3	4.3	4.3
Road infrastructure	4.2	4.2	4.1	4.1	4.2	4.3	4.1
Youth services and facilities	4.2	4.2	4.1	4.1	4.1	4.3	4.3
Waste management	4.2	4.2	4.1	4.2	4.3	4.0	4.0
Sewer infrastructure	4.1	4.1	3.9	4.1	4.1	4.1	3.8
Recreational & sporting facilities	4.1	4.1	4.1	4.2	4.1	4.1	3.6
Cultural facilities	3.8	3.8	4.0	3.9	3.7	3.9	3.9
Strategies about the environment	3.8	3.8	4.0	3.7	3.8	3.8	4.0

Council's future strategies	Total	Area		Time lived in Cowra	
		Cowra Township	Rural	Less than 10 years	More than 10 years
Strategies about supporting business	4.3	4.4	4.1	4.3	4.3
Water infrastructure	4.3	4.4	3.9	4.2	4.3
Road infrastructure	4.2	4.3	4.1	4.3	4.2
Youth services and facilities	4.2	4.3	4.0	4.3	4.2
Waste management	4.2	4.2	4.0	4.2	4.1
Sewer infrastructure	4.1	4.2	3.7	4.1	4.1
Recreational & sporting facilities	4.1	4.1	3.9	4.0	4.1
Cultural facilities	3.8	3.9	3.6	3.8	3.8
Strategies about the environment	3.8	3.8	3.8	3.9	3.8

**Would you consider paying higher rates to direct towards any of these priorities?**

Consideration of paying higher rates	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Would pay higher rates	33%	37%	28%	30%	44%	30%	29%

Consideration of paying higher rates	Total	Household Size			
		1	2	3 to 4	More than 4
Would pay higher rates	33%	31%	32%	33%	42%

Consideration of paying higher rates	Total	Area		Time lived in Cowra	
		Cowra Township	Rural	Less than 10 years	More than 10 years
Would pay higher rates	33%	37%	20%	41%	31%

Note: Ratepayer Status is not included as only ratepayers were asked this question.



## Liveability

### Community perceptions of liveability

Community perceptions of liveability	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
I can call on a neighbour or local relative if I need assistance	4.4	4.4	4.5	4.4	4.5	4.4	4.5
I feel safe in my own home	4.2	4.2	4.3	3.7	4.1	4.3	4.6
My neighbourhood is a friendly place to live	4.2	4.1	4.3	4.0	4.1	4.2	4.4
It is affordable to live in the region	4.2	4.1	4.2	3.9	4.1	4.2	4.5
I feel safe walking around my neighbourhood	4.2	4.3	4.1	4.0	4.0	4.1	4.4
I feel I belong to the community I live in	4.1	4.1	4.2	3.9	4.0	4.1	4.5
I make a contribution to the community I live in	4.1	4.0	4.3	4.1	4.1	4.1	4.1
People in Cowra Shire are generally proud of their area	4.1	4.0	4.1	3.8	4.0	4.0	4.3
Cowra Shire is an inclusive multi-cultural community	4.0	3.9	4.1	4.2	3.9	3.8	4.1
I feel Cowra Shire has a strong sense of community	3.9	3.8	4.1	3.9	3.7	3.8	4.2
I have opportunities to have a say on issues that are important to me	3.5	3.4	3.5	3.2	3.2	3.6	3.8
There are a range of employment and business opportunities	3.0	3.0	2.9	3.0	2.6	3.0	3.1

Community perceptions of liveability	Total	Ratepayer Status		Household Size			
		Ratepayer	Landlord pays rates	1	2	3 to 4	More than 4
I can call on a neighbour or local relative if I need assistance	4.4	4.4	4.4	4.4	4.5	4.4	4.4
I feel safe in my own home	4.2	4.3	3.8	4.1	4.4	4.2	3.5
My neighbourhood is a friendly place to live	4.2	4.2	4.2	4.3	4.3	4.1	3.7
It is affordable to live in the region	4.2	4.2	4.1	4.4	4.2	4.2	3.5
I feel safe walking around my neighbourhood	4.2	4.2	3.8	4.1	4.3	4.2	3.7
I feel I belong to the community I live in	4.1	4.1	4.1	4.3	4.3	4.1	3.3
I make a contribution to the community I live in	4.1	4.1	4.2	4.0	4.2	4.1	4.1
People in Cowra Shire are generally proud of their area	4.1	4.1	4.1	4.2	4.2	4.0	3.6
Cowra Shire is an inclusive multi-cultural community	4.0	4.0	4.1	4.1	4.0	4.1	3.7
I feel Cowra Shire has a strong sense of community	3.9	3.9	4.1	4.0	4.0	3.9	3.3
I have opportunities to have a say on issues that are important to me	3.5	3.5	3.3	3.4	3.7	3.5	2.6
There are a range of employment and business opportunities	3.0	3.0	2.9	3.0	3.1	2.9	2.3

Community perceptions of liveability	Total	Area		Time lived in Cowra	
		Cowra Township	Rural	Less than 10 years	More than 10 years
I can call on a neighbour or local relative if I need assistance	4.4	4.4	4.5	4.2	4.5
I feel safe in my own home	4.2	4.2	4.4	4.1	4.3
My neighbourhood is a friendly place to live	4.2	4.2	4.2	4.1	4.2
It is affordable to live in the region	4.2	4.3	3.9	4.3	4.2
I feel safe walking around my neighbourhood	4.2	4.1	4.4	4.2	4.2
I feel I belong to the community I live in	4.1	4.2	4.1	4.0	4.2
I make a contribution to the community I live in	4.1	4.1	4.2	4.0	4.1
People in Cowra Shire are generally proud of their area	4.1	4.1	3.9	4.0	4.1
Cowra Shire is an inclusive multi-cultural community	4.0	4.1	3.8	4.0	4.0
I feel Cowra Shire has a strong sense of community	3.9	4.0	3.7	3.9	3.9
I have opportunities to have a say on issues that are important to me	3.5	3.5	3.4	3.2	3.5
There are a range of employment and business opportunities	3.0	3.0	2.9	2.9	3.0

'I would recommend the Cowra region to others as a good place to live.'

Recommendation of Cowra as a place to live	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Disagree [1-2]	8%	8%	8%	15%	9%	7%	2%
Neutral [3]	11%	13%	9%	11%	17%	13%	6%
Agree [4-5]	81%	79%	83%	74%	74%	79%	92%
Can't say	0.1%	-	0.2%	-	-	-	0.4%
<b>Average Agreement</b>	<b>4.2</b>	<b>4.2</b>	<b>4.2</b>	<b>3.9</b>	<b>4.0</b>	<b>4.2</b>	<b>4.5</b>

Recommendation of Cowra as a place to live	Total	Ratepayer Status		Household Size			
		Ratepayer	Landlord pays rates	1	2	3 to 4	More than 4
Disagree [1-2]	8%	8%	6%	5%	7%	8%	18%
Neutral [3]	11%	12%	8%	11%	6%	15%	24%
Agree [4-5]	81%	80%	85%	84%	87%	77%	58%
Can't say	0.1%	0.1%	-	-	-	0.4%	-
<b>Average Agreement</b>	<b>4.2</b>	<b>4.2</b>	<b>4.2</b>	<b>4.4</b>	<b>4.3</b>	<b>4.1</b>	<b>3.4</b>

Recommendation of Cowra as a place to live	Total	Area		Time lived in Cowra	
		Cowra Township	Rural	Less than 10 years	More than 10 years
Disagree [1-2]	8%	5%	14%	6%	8%
Neutral [3]	11%	12%	10%	15%	10%
Agree [4-5]	81%	83%	75%	79%	81%
Can't say	0.1%	-	0.5%	-	0.1%
<b>Average Agreement</b>	<b>4.2</b>	<b>4.3</b>	<b>3.9</b>	<b>4.1</b>	<b>4.2</b>