

# Residents' Satisfaction Survey 2020-21



**Waitaki**  
DISTRICT COUNCIL  
TE KAUNIHERA A ROHE O WAITAKI

Report | July 2021



**KEYRESEARCH**

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## Background, objectives and methodology

### Introduction

The Waitaki District Council has an ongoing need to measure how satisfied residents are with resources, facilities and services provided by the Council, and to prioritise improvement opportunities that will be valued by the community. Key Research has developed a comprehensive mechanism for providing this service.

### Research Objectives

- To provide a robust measure of satisfaction with Council's performance in relation to services and Council assets
- To determine performance drivers and assist Council to identify the best opportunities to further improve satisfaction
- To measure how Council's reputation is evaluated by its residents
- To assess changes in satisfaction over time and measure progress against the Long-Term Plan

### Method

- The methodology involved a telephone survey measuring the performance of Waitaki District Council with an achieved sample of n=401 residents
- Data collection was managed to defined quota targets based on age, gender, ward and ethnicity. Post data collection the sample was weighted so it is exactly representative of key population demographics based on the 2018 Census
- At an aggregate level the survey has an expected 95% confidence interval (margin of error) of  $\pm 4.8\%$
- Interviewing was conducted in four waves: 15 October to 4 November 2020 (n=100), 21 January to 2 February 2021 (n=100), 26 March to 30 April 2021 (n=101), and 23 May to 21 June 2021 (n=100 residents)

### Notes

Due to rounding, percentages may add to just over or under (+/- 1%) totals.





# Executive summary



## Key Findings

1

Overall satisfaction with *Waitaki District Council's performance* slightly declined to 66% satisfied residents (scoring 7 to 10 out of 10) in 2021 from 69% in 2020. *Council's reputation benchmark score* remains at a high level (+81). *Overall reputation* is the main driver of perceptions of *Council's performance*, followed by *Value for money*.

2

Satisfaction with the maintenance of the district's *Sealed and Unsealed roading networks* has declined over the past year with 44% and 22% satisfied residents, respectively.

3

User satisfaction for the following public facilities has increased: *Resource recovery park, Cemeteries, Aquatic centre, and Sports fields and facilities*. Perceptions of Council's provision of *Water supply* has been slightly more favourable in 2021 than in 2020.

4

Satisfaction with the *Performance of the Mayor and Councillors* and *Waihemo Community Board members* has declined while satisfaction with the *Performance of Ahuriri Community Board members* has improved in the last 12 months.

5

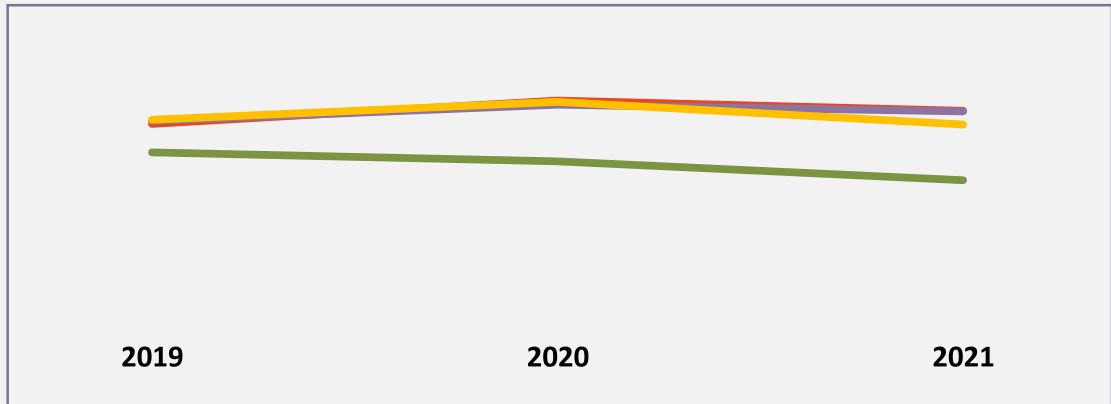
The key priorities for improvement for Waitaki District Council overall relate to: *Financial management, How rates are spent on services and facilities, Rates being fair and reasonable* and *Service fees being fair and reasonable*.

6

Satisfaction with Council's *Civil Defence Emergency Management* has increased from 70% in 2020 to 73% in 2021. Fewer than two in ten residents (18%) have lodged a roading request with Council and this proportion is at a similar level compared with a year ago (17%).

## Summary of Key Performance Indicators

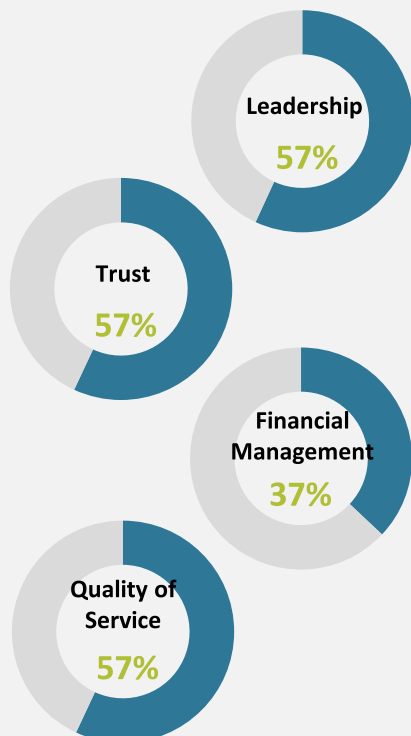
### OVERALL MEASURES



- Overall satisfaction
- Value for money
- Overall reputation
- Overall quality of services and facilities

### Reputation

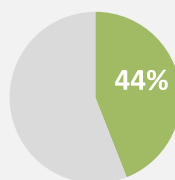
7-10%



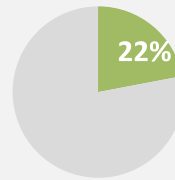
### Other important measures

7-10%

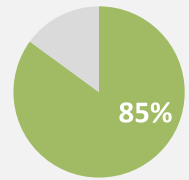
#### Sealed Roding Network



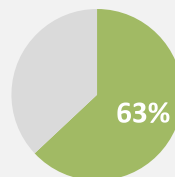
#### Unsealed Roding Network



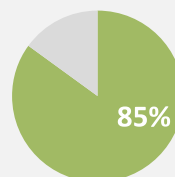
#### Parks and Reserves



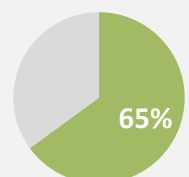
#### Lakes camping grounds



#### Sport fields and facilities



#### Public toilet-Availability



## Overall Measures-Satisfied/Very satisfied (%7-10)

The table below lists the 2019 to 2021 results for all identified key performance measures in the survey.

Q	Performance indicators	% point increase / decrease (2020-2019)	Percentage of respondents satisfied, or very satisfied		
			2021	2020	2019
@29A	Resource recovery park	13%	88%	75%	84%
@20	Performance of Ahuriri Community Board members	7%	45%	38%	55%
@18A	Cemeteries in the Waitaki District – user/visitor	6%	86%	80%	82%
@6A	Water supply provided by Council – Waihemo	5%	78%	73%	76%
@17A	Aquatic Centre – user/visitor	4%	85%	81%	77%
@15A	Sports fields and facilities in the Waitaki District - visitor	3%	85%	82%	80%
@6A	Water supply provided by Council – Oamaru	1%	89%	88%	89%
@16A	Public toilets – user	-1%	77%	77%	74%
@16D_1	Availability of public toilets in the Waitaki District	-1%	65%	66%	67%
@10A	Library services in the Waitaki District - visitor	-1%	87%	88%	89%
VM1_2	Rates being fair and reasonable	-1%	42%	43%	43%
@13A	Parks and reserves in the Waitaki District - user	-2%	85%	87%	84%
Q8	Waitaki District is generally a safe place to be	-2%	86%	88%	85%
REP5	Overall reputation	-3%	65%	68%	62%
Q4	Sealed roading network in the Waitaki District	-2%	44%	46%	41%
OVERALL	Overall performance	-3%	66%	69%	62%
@12A	Opera House - visitor	-3%	94%	97%	96%
REP2	Trust	-3%	57%	60%	53%
VM1_3	Fees for other services being fair and reasonable	-4%	43%	47%	48%
VM2	Overall value for the money	-6%	44%	50%	52%
VM1_1	How rates are spent on services and facilities	-7%	41%	48%	46%
REP4	Quality of the services	-7%	61%	68%	63%
@22	Council's consultation with the community	-9%	42%	51%	47%
REP3	Financial management	-9%	37%	46%	43%
REP1	Vision and leadership	-10%	57%	67%	60%
Q5	Unsealed roading network in the Waitaki District	-11%	22%	33%	28%
@21	Performance of Waihemo Community Board members	-13%	42%	54%	39%
@14A	Council-owned Lakes camping grounds - user	-15%	63%	78%	71%
@19	Performance of the Mayor and Councillors	-15%	57%	72%	64%





# Overall satisfaction with Waitaki District Council

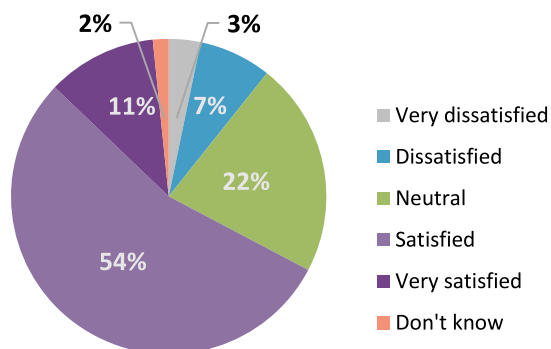


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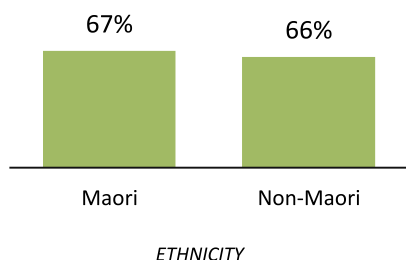
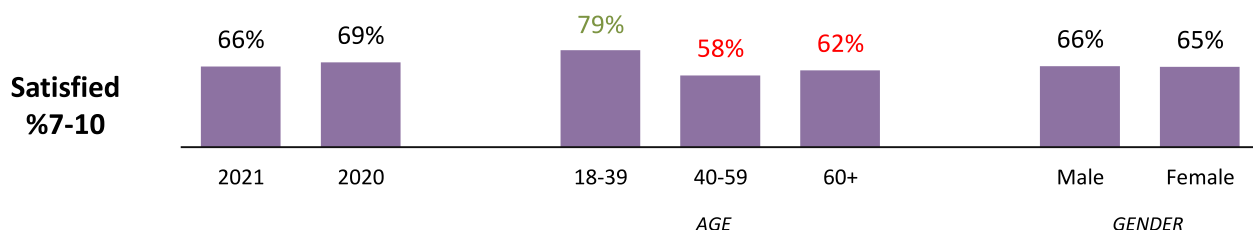


## Overall Performance

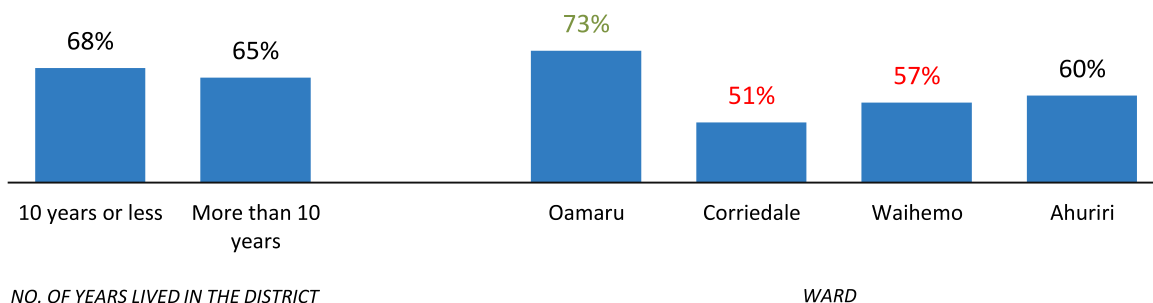


Satisfaction with Council's performance slightly declined year on year (from 69% in 2020 to 66% in 2021).

Residents from the younger age group are more likely to be satisfied with Council's performance than older residents. There is no significant difference in satisfaction by gender, ethnicity and years of residence in the district.



Satisfaction amongst Oamaru ward residents is significantly higher than that amongst Corriedale and Waihemo ward residents.

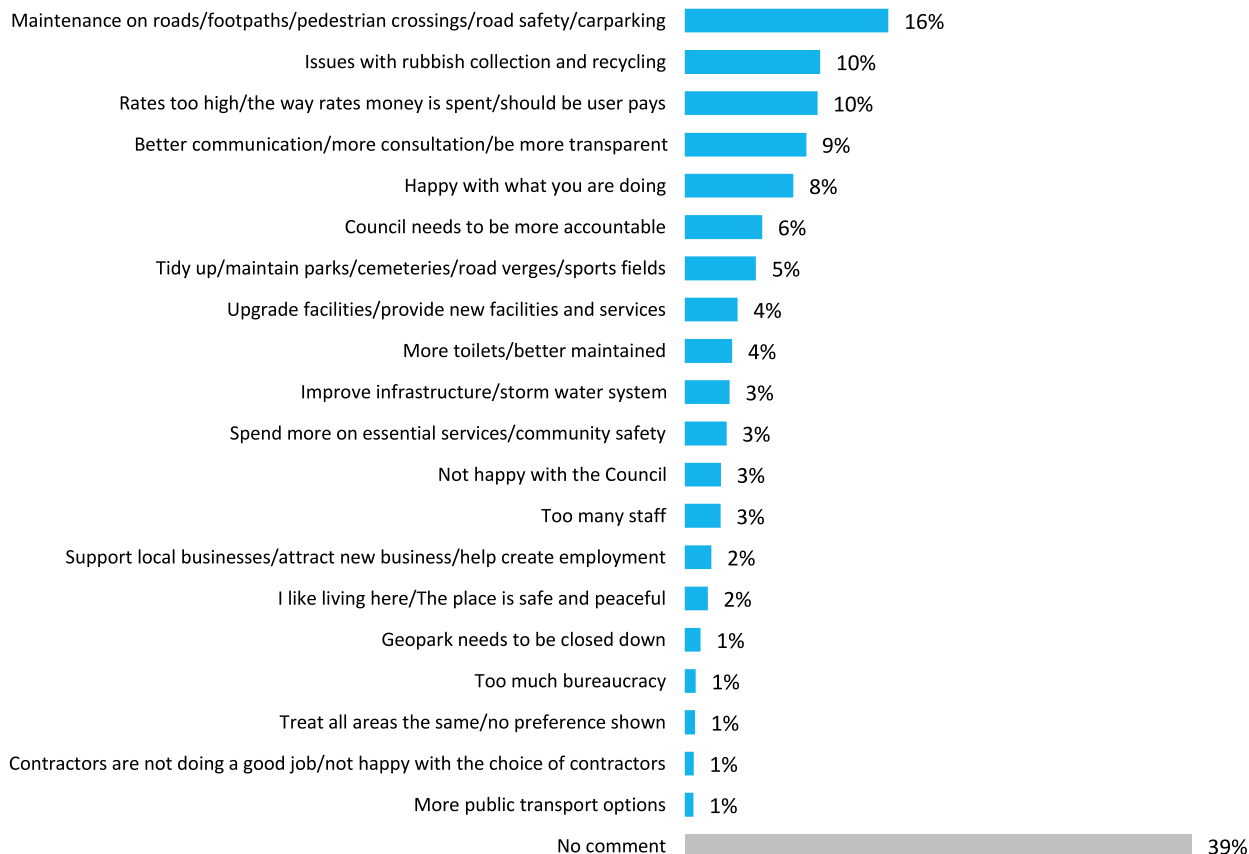


### NOTES:

- Sample: 2021 n=401, 2020 n=401; 18-39 n=62; 40-59 n=159; 60+ n=180; Male n=187; Female n=214; Maori n=31; All Others n=370, Oamaru n=205, Corriedale n=98, Waihemo n=58, Ahuriri n=40
- OVERALL: Now considering everything we have covered with regard to the Waitaki District Council; all the services they provide, their reputation and value for money, how satisfied are you with the overall performance of the Council? n=401

Between demographics  
Significantly higher  
Significantly lower

## General Comments



- If they want people to shop in town, they should provide free parking. Places like Mitre 10 have free parking, and it is one of the reasons it is so popular. More people would shop in the CBD if it was free parking in town.
- They could spend more on footpaths, every street should have a footpath in the Kurow area.
- Rubbish collection. We have no recycling in Otamatata and we have to independently take our recyclables to the dump. It is a real effort to take recycling to the dump especially for an aging population it can be impossible. When we had a crib here there used to be a collection on a trailer, but for some reason health and safety stopped that. For paying \$2000 in rates its not a big ask, to have recycling collected.
- The rates are expensive. We do not get value for money.



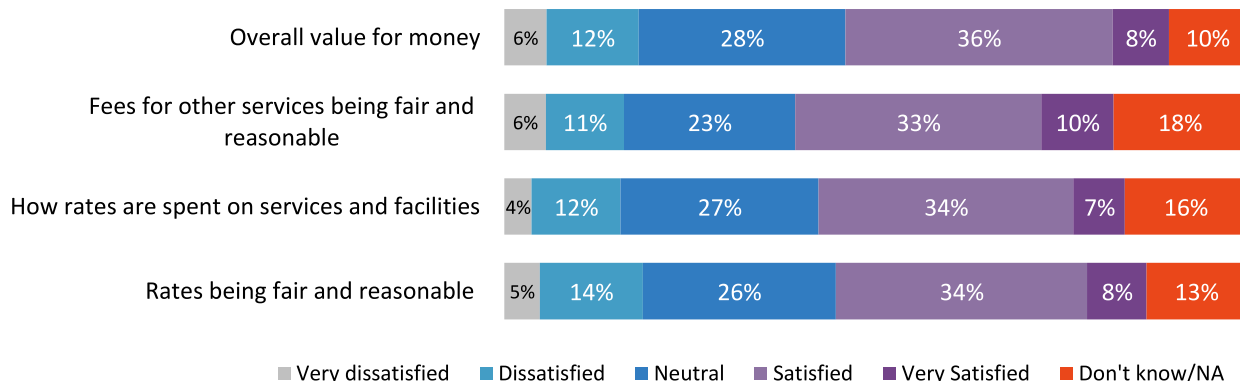
- I think they are doing a very good job.
- We moved here seven years ago, and we have found it has been really good, scored them highly and do not have any problems. They are moving in the right direction, great place to live.
- I find the Council staff are very friendly and good to talk to.
- The Council provides good facilities for the area considering the resources available.
- This year the Christmas tree was absolutely beautiful. All ornaments have had it, but some had been replaced and it was a beautiful tree. For the year that we have been through it was quite refreshing to see.
- I enjoy the help the Council give me like the rates rebate. They do a good job.

### NOTES:

1. Sample: Total 2021 n=401
2. GEN: Are there any other comments that you would like to make about the Waitaki District Council? n=398
3. Results with less than 1% are not shown.



## Value for Money



Scores with % 7-10	2021	2020	18 to 39 y/o	40 – 59 y/o	60+ y/o
Overall value for money	44%	50%	42%	37%	50%
How rates are spent on services and facilities	41%	48%	34%	40%	48%
Rates being fair and reasonable	42%	43%	35%	38%	50%
Fees for other services being fair and reasonable	43%	47%	47%	37%	45%

Scores with % 7-10	Oamaru	Corriedale	Waihemo	Ahuriri
Overall value for money	51%	30%	39%	30%
How rates are spent on services and facilities	47%	32%	41%	25%
Rates being fair and reasonable	48%	30%	40%	35%
Fees for other services being fair and reasonable	48%	31%	44%	40%

Satisfaction with *Value for money* has declined across all attributes with *How rates are spent on services and facilities* having the highest percentage point decrease (-7). Older residents are more likely to be satisfied with the *Value they get for the rates they pay* than younger residents. Residents living in the Oamaru ward are more likely to be satisfied with *Value for money* than other residents.



# Satisfaction with services provided



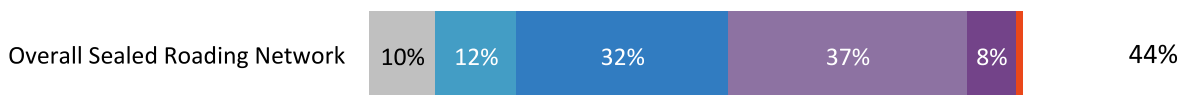
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## Sealed roading network

Satisfied (%7-10)

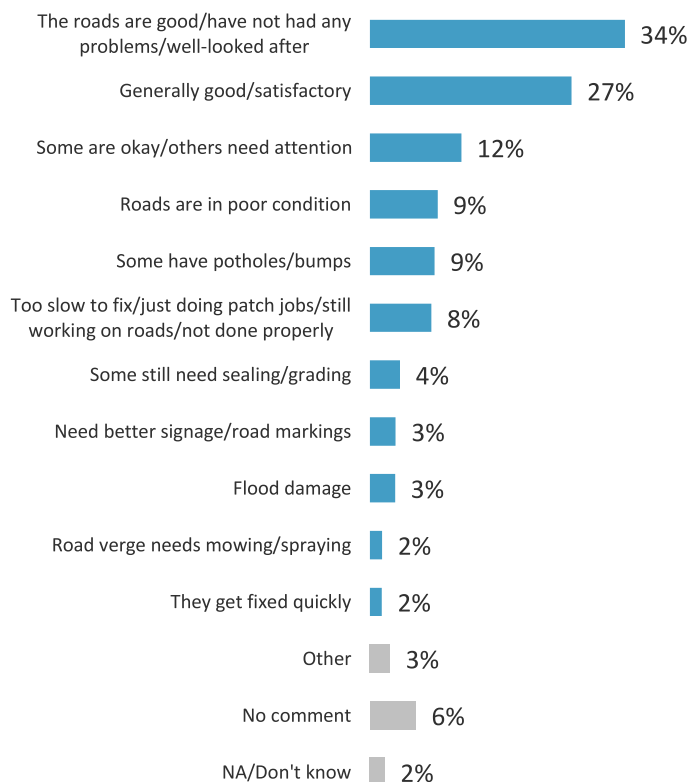


■ Very dissatisfied ■ Dissatisfied ■ Neutral ■ Satisfied ■ Very Satisfied ■ Don't Know

Scores with % 7-10	2021	2020	18 to 39 y/o	40 – 59 y/o	60+ y/o
Sealed roading network	44%	46%	52%	39%	76%

Scores with % 7-10	Oamaru	Corriedale	Waihemo	Ahuriri
Sealed roading network	48%	39%	39%	37%

### Reasons for Satisfaction (n=98)



More than four in ten residents (44%) are satisfied with the *Sealed roading network* in the district. This percentage is slightly lower compared with 2020 (46%). Younger residents are significantly more likely to be satisfied with the *Sealed roading network* than residents in the 40-59 age group.

Residents think that *Roads are good and well-looked after* (34%) while a few (9%) feel that *Roads are in poor condition*, and *Some have potholes/bumps*.

#### NOTES:

1. Total sample: 2021 n=401
2. Q4: Using a scale of 1-10 where 1 is very dissatisfied and 10 is very satisfied, how satisfied are you with the sealed roading network in the Waitaki District? n=401
3. Q4a: If satisfied, why is that?

Between demographics

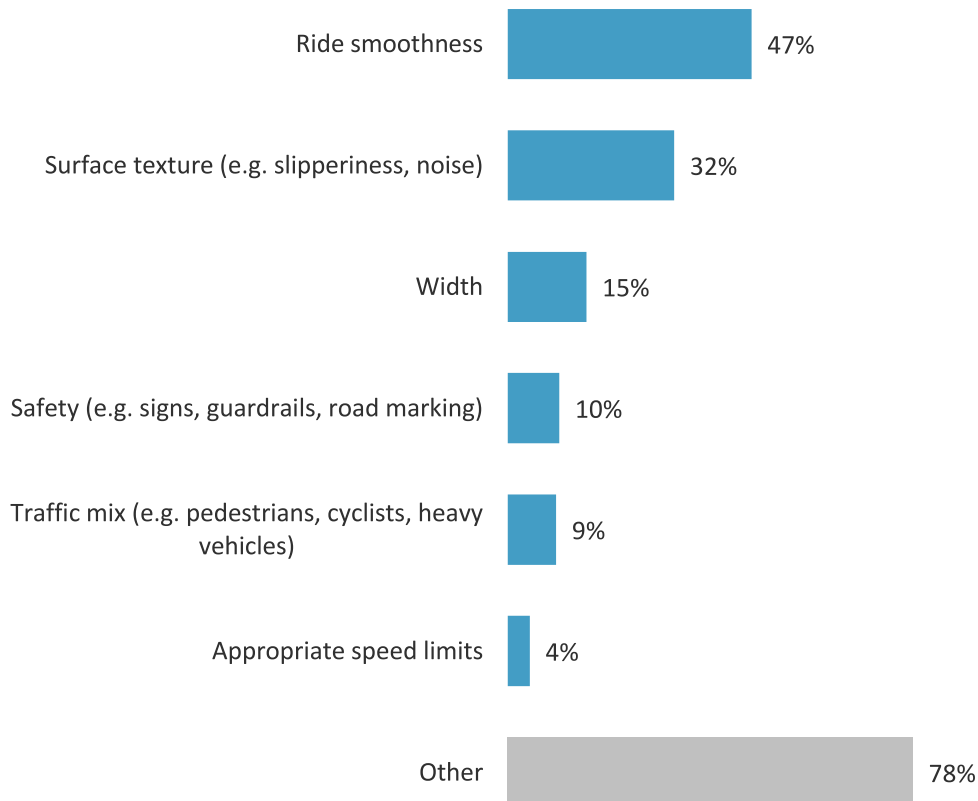
Significantly higher

Significantly lower



## Sealed roading network (Dissatisfaction)

### Reasons for Dissatisfaction (n=69)



*Ride smoothness* is the top reason for dissatisfaction with *the Sealed roading network*, followed by *Surface texture*.

Other reasons include:

- *Not enough maintenance/roads are in bad condition/potholes/erosion (63%)*
- *The road works don't last long/not done properly/has to be redone regularly (36%)*
- *Road works take too long/road works not getting completed/nothing getting done (14%)*
- *Needs more frequent grading/sealing (12%)*
- *Problems with flooding/slips/from rain (10%)*

#### NOTES:

1. Total sample: 2021 n=401
2. Q4b: Using a scale of 1-10 where 1 is very dissatisfied and 10 is very satisfied, how satisfied are you with the sealed roading network in the Waitaki District? If dissatisfied, why is that?

## Unsealed roading network

Satisfied (%7-10)

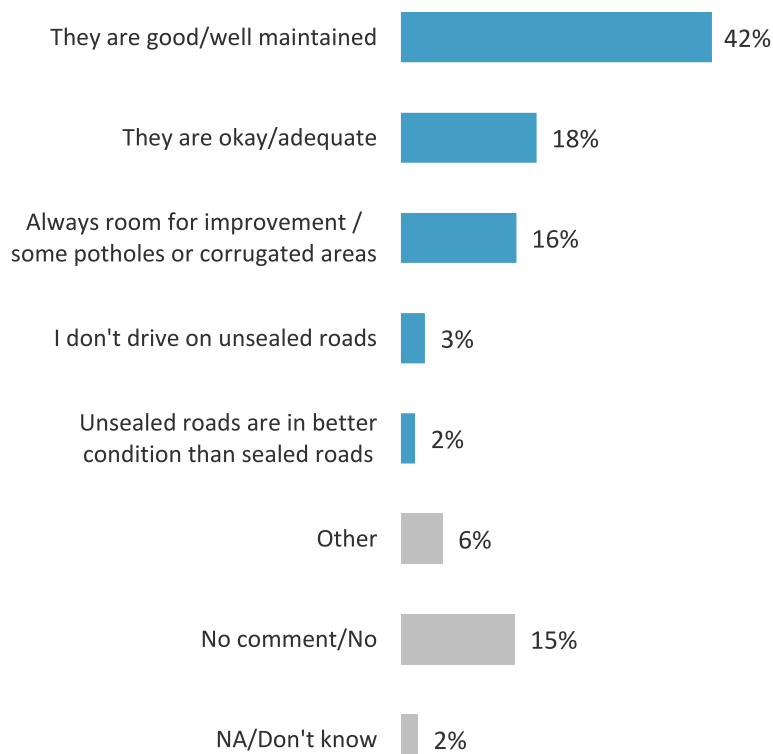


Very dissatisfied Dissatisfied Neutral Satisfied Very Satisfied Don't Know

Scores with % 7-10	2021	2020	18 to 39 y/o	40 – 59 y/o	60+ y/o
Unsealed roading network	22% ▼	33%	27%	26%	14%

Scores with % 7-10	Oamaru	Corriedale	Waihemo	Ahuriri
Unsealed roading network	25%	14%	18%	20%

### Reasons for Satisfaction (n=41)



There is a significant decrease in satisfaction with the *Unsealed roading network* with 22% of the residents satisfied (33% in 2020).

Younger residents and those residing in the Oamaru ward are more likely to be satisfied with the *Unsealed roading network* than other residents.

#### NOTES:

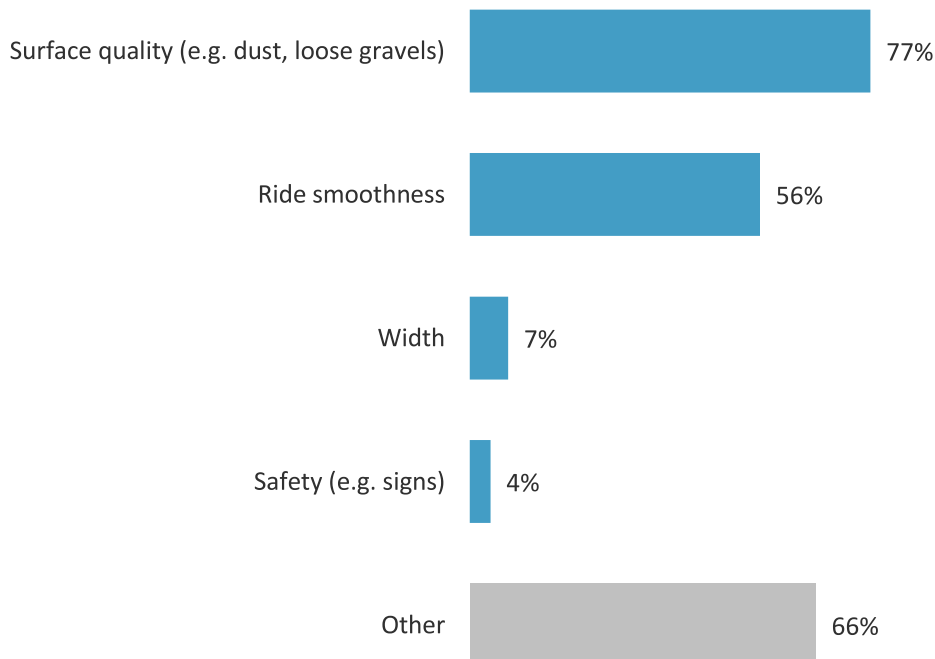
- Total sample: 2021 n=401
- Q5: Using the same 1-10 scale, how satisfied are you with the unsealed roading network in the Waitaki District? n=401
- Q5a: If satisfied, why is that?

**Year-on-year**  
▲ Significantly higher  
▼ Significantly lower

**Between demographics**  
▲ Significantly higher  
▼ Significantly lower

## Unsealed roading network (Dissatisfaction)

### Reasons for Dissatisfaction (n=83)



*Surface quality* is the main reason for dissatisfaction with *Unsealed roading network*, followed by *Ride smoothness*.

Other reasons include:

- *Not enough maintenance/roads are in bad condition/potholes/erosion/corrugated (66%)*
- *The roads are not sealed/gravel roads not graded (51%)*
- *Problems with flooding/water pooling/mud (19%)*
- *The roadworks do not last long/not done properly/has to be redone regularly (16%)*
- *Roads are dangerous - narrow, slippery (14%)*
- *Roadworks take too long/roadworks not getting completed/nothing getting done (7%)*

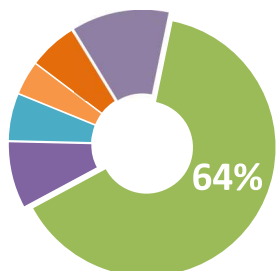
#### NOTES:

1. Total sample: 2021n=401
2. Q5b: Using the same 1-10 scale, how satisfied are you with the unsealed roading network in the Waitaki District? If dissatisfied, why is that?

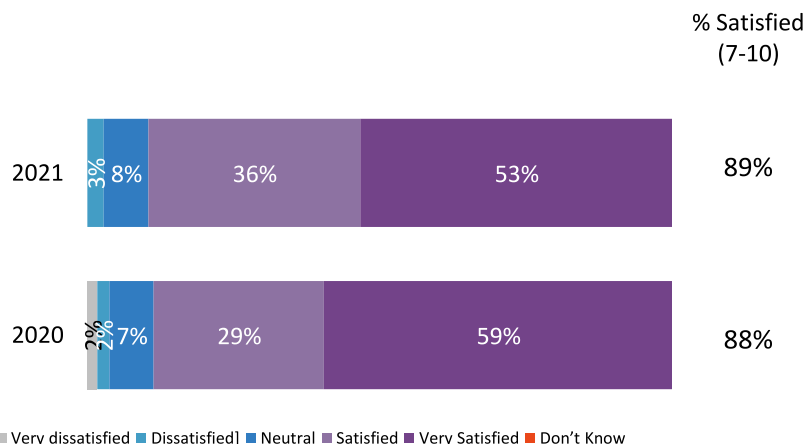


## Oamaru water supply connection

Which water supply are you connected to?

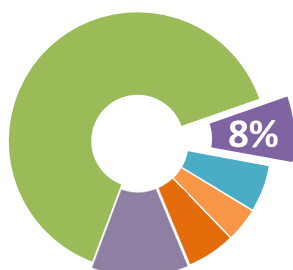


Ahuriri Corriedale Oamaru  
Waihemo None Don't know

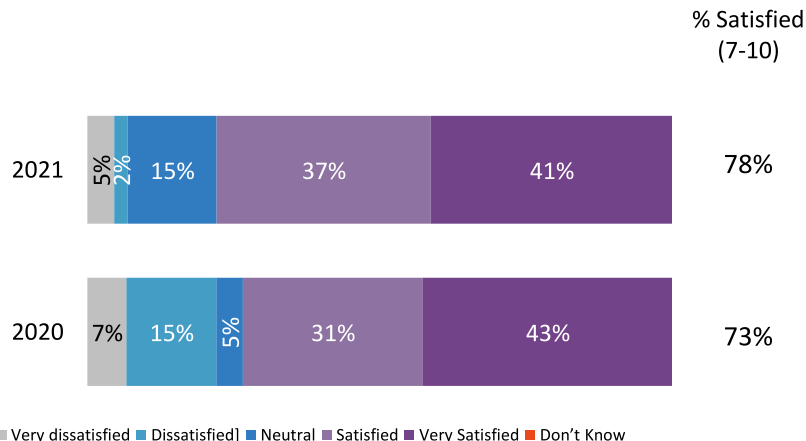


## Waihemo water supply connection

Which water supply are you connected to?



Ahuriri Corriedale Oamaru  
Waihemo None Don't know



Perceptions of the Oamaru and Waihemo *Water supply connection* have improved over the last year.

A few of the comments made about their *Water supply connection*:

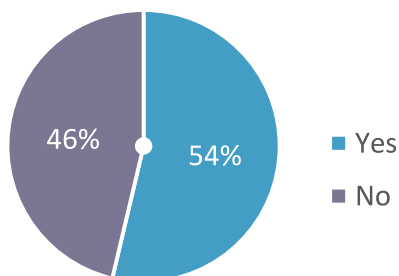
- *The new system that Hampden is connected to where it comes from the main river is a whole lot better and the water quality is a lot better.*
- *Water is excellent. Our supply is good, and I drink it.*
- *It tastes good and I am told it has not got fluoride, so I am happy with both of those.*

### NOTES:

1. Total sample: 2021 n=401
2. Q6: Which water supply are you connected to? Oamaru n=229, Waihemo n=44
3. Q6a: How satisfied are you with the water supply provided by the Waitaki District Council? Oamaru n=192, Waihemo n=42
4. Q6b: If satisfied, why is that? Oamaru n=159, Waihemo n=29

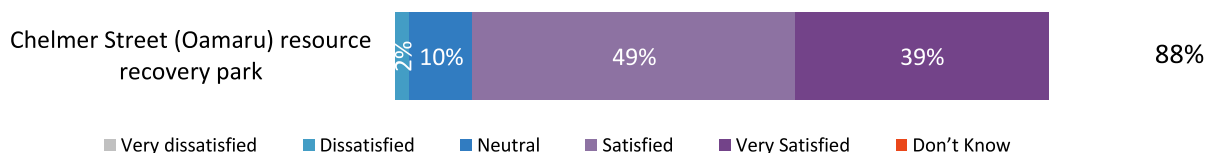
## Chelmer Street (Oamaru) Resource Recovery Park

Used the resource park in the last 12 months



Have used (2020): 57%

Satisfied (%7-10)



Scores with % 7-10

	2021	2020	18 to 39 y/o	40 – 59 y/o	60+ y/o
Chelmer Street (Oamaru) Resource recovery park	88%▲	75%	88%	87%	89%

Scores with % 7-10

	Oamaru	Corriedale	Waihemo*	Ahuriri*
Chelmer Street (Oamaru) Resource recovery park	88%	86%	80%	100%

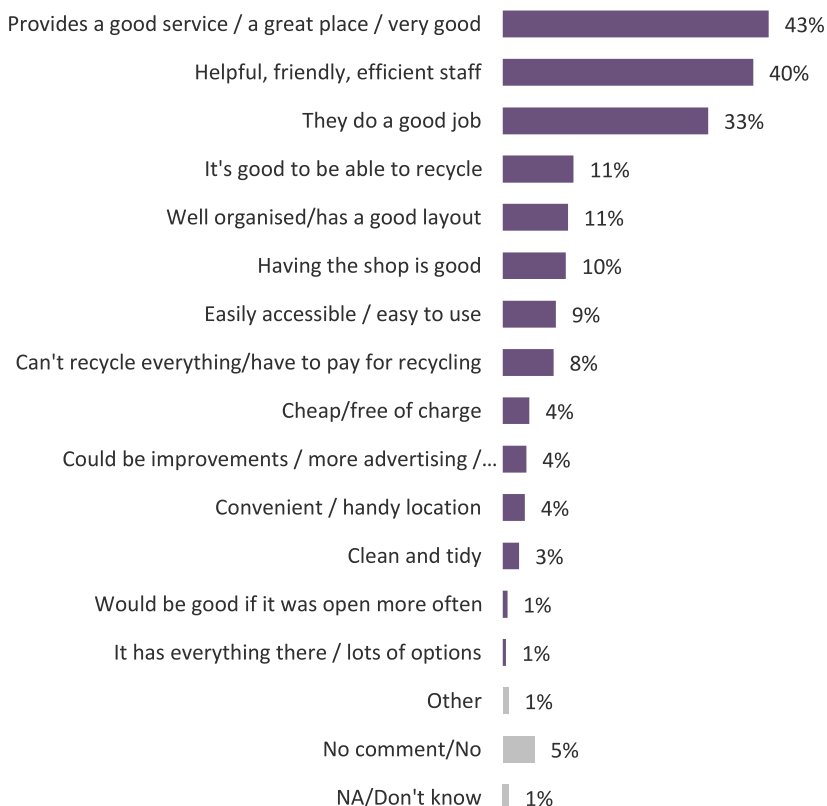
Visitor satisfaction with the *Chelmer Street Resource Recovery Park* has significantly increased in the last 12 months (from 75% in 2020 to 88%). There is no significant difference in satisfaction by age and ward.

- NOTES:
1. Total sample: 2021 n=401
  2. Q29: Have you used the Chelmer Street (Oamaru) resource recovery park in the past 12 months? Yes n=214
  3. Q29a: How satisfied are you with the resource recovery park? n=214
  4. \* Caution: Small sample size (n<30)

Year-on-year  
▲ Significantly higher  
▼ Significantly lower

## Chelmer Street (Oamaru) Resource Recovery Park

### Reasons for satisfaction (n=162)



Residents think that the *Oamaru Resource Recovery Park Provides good service* (43%) and has *Helpful, friendly, and efficient staff* (40%).

#### Reasons for dissatisfaction (n=3):

- They have stopped accepting a lot of the things we want to recycle. For e.g., paper isn't recycled anymore.
- They don't take what they used to. They are basically charging more to cover the costs and poor people are unable to take their stuff there.
- Too expensive for green waste.

#### NOTES:

1. Total Sample 2021 n=401
2. Q29b: If satisfied (with the Chelmer Street resource recovery park), why is that?
3. Q29c: If dissatisfied, why is that?

## Waitaki District as a safe place to be

Satisfied (%7-10)



■ Very dissatisfied ■ Dissatisfied ■ Neutral ■ Satisfied ■ Very Satisfied ■ Don't Know

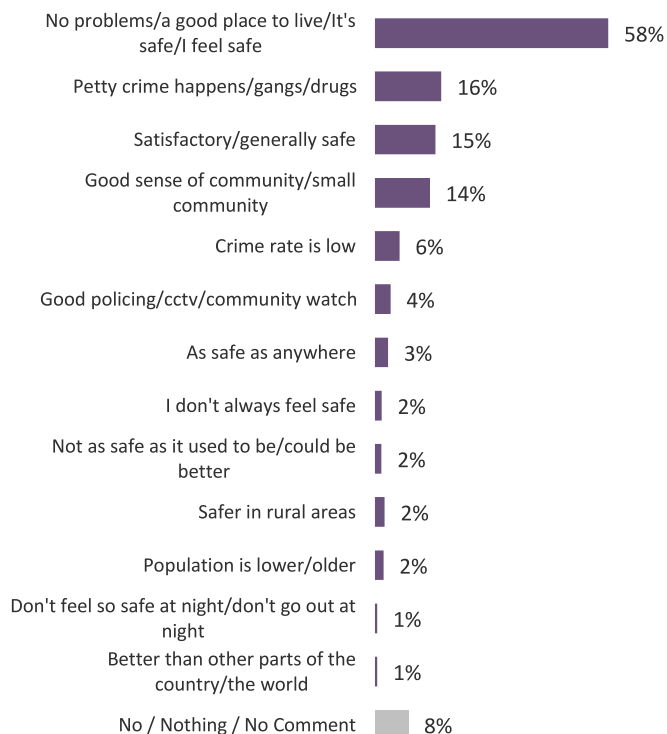
### Scores with % 7-10

	2021	2020	18 to 39 y/o	40 – 59 y/o	60+ y/o
Satisfaction with safety in the district	86%	88%	87%	82%	88%

### Scores with % 7-10

	Oamaru	Corriedale	Waihemo	Ahuriri
Satisfaction with safety in the district	86%	84%	83%	92%

### Reasons for satisfaction (n=284)



Satisfaction with *Safety* in the district has slightly declined by 2 percentage points from 88% in 2020 to 86% in 2021.

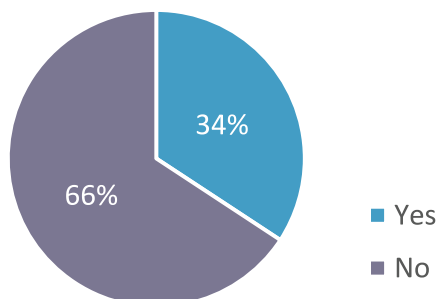
Most of the residents who have provided comments feel that *The district is a good place to live in* and that they *feel safe*.

#### NOTES:

1. Total sample: 2021 n=401
2. Q7: How satisfied are you that the Waitaki district is generally a safe place to be? n=401
3. Q8a: If satisfied, why is that?

## Libraries

Visited any of the libraries in the last 12 months



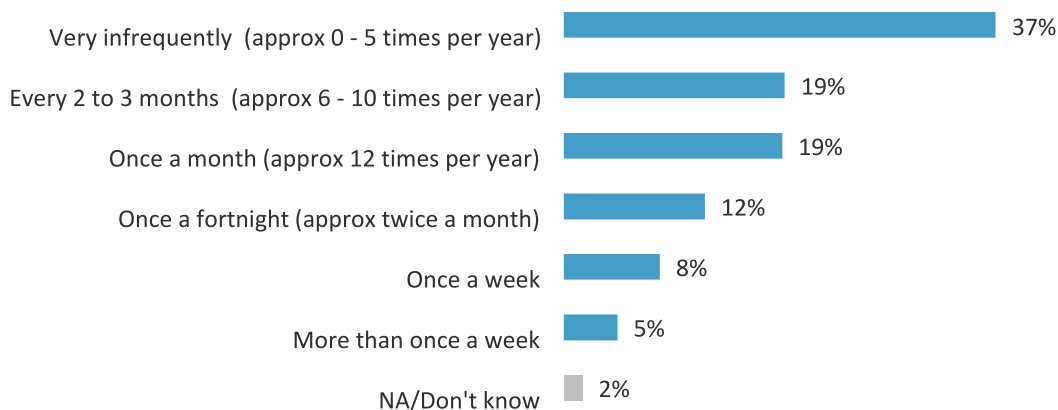
Have used (2020): 48%

The usage of *Library* services has decreased in the last 12 months from 48% in 2020 to 34% in 2021.

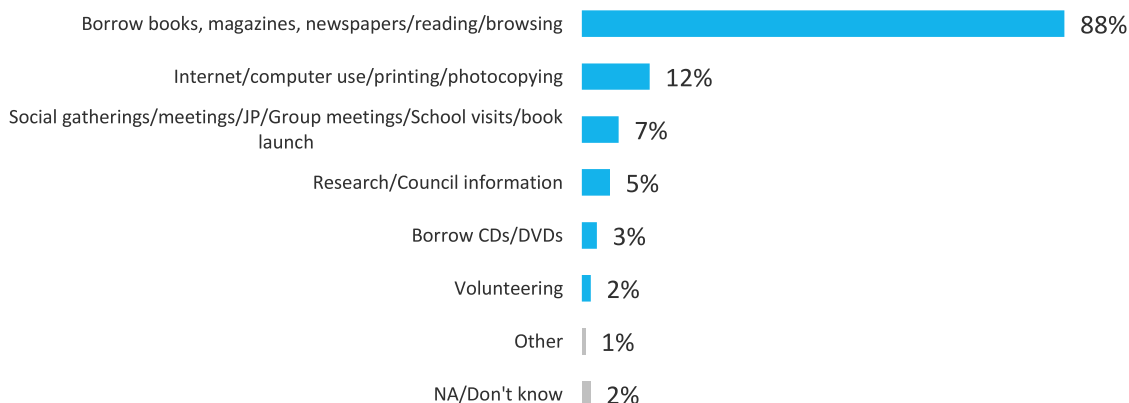
Only a few visit a district library *once a week* (8%).

*Borrowing books, magazines, newspapers and other reading materials* is the main reason why residents visit a library.

How many times have you attended the library in the last 12 months



Purpose for visiting the library

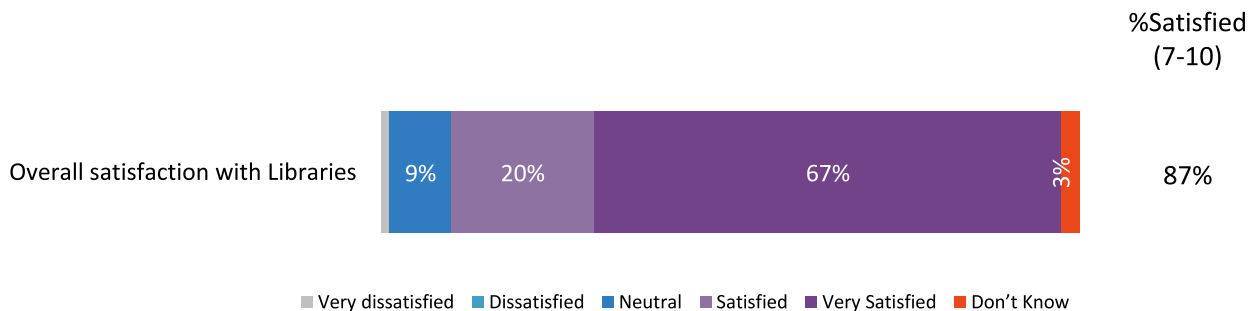


### NOTES:

1. Total sample: 2021 n=401
2. Q10: Have you visited any of the libraries in the Waitaki District in the past 12 months? Yes n=146
3. 10d: How often have you visited the library in the last 12 months? n=146
4. 10e: What was the purpose of your purpose of your visit to the library? n=146



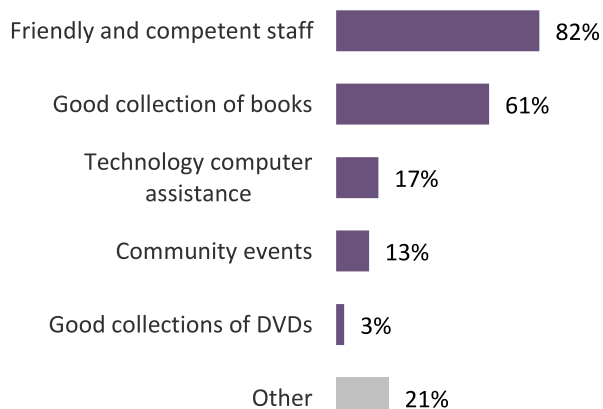
## Libraries



Scores with % 7-10	2021	2020	18 to 39 y/o	40 – 59 y/o	60+ y/o
Libraries	87%	88%	81%	88%	90%

Scores with % 7-10	Oamaru	Corriedale	Waihemo	Ahuriri
Libraries	92%	83%	86%	72%

### Reasons for satisfaction (n=118)



Satisfaction with *Libraries* is almost at a similar level as last year.

Oamaru ward residents and older residents are considerably more likely to be satisfied with *Libraries* than other residents.

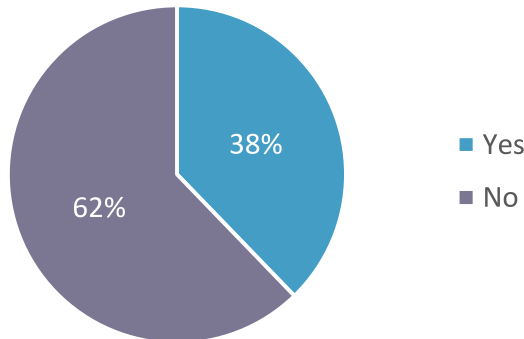
Most users think that the district *Libraries* have *Friendly and competent staff* and *Good collection of books*.

#### NOTES:

1. Total sample: 2021n=401
2. Q10a: How satisfied are you with the library services in the Waitaki district? n=146
3. Q10b: If satisfied, why is that?

## Oamaru Opera House

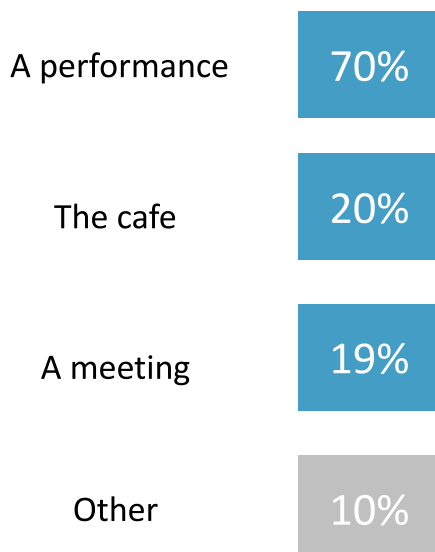
Visited the Oamaru Opera House in the last 12 months



*Have used (2020): 47%*

	18-39	40-59	60+	Female	Male
Visited the Oamaru Opera House	37%	39%	38%	41%	34%

### Reason for visiting the Oamaru Opera House



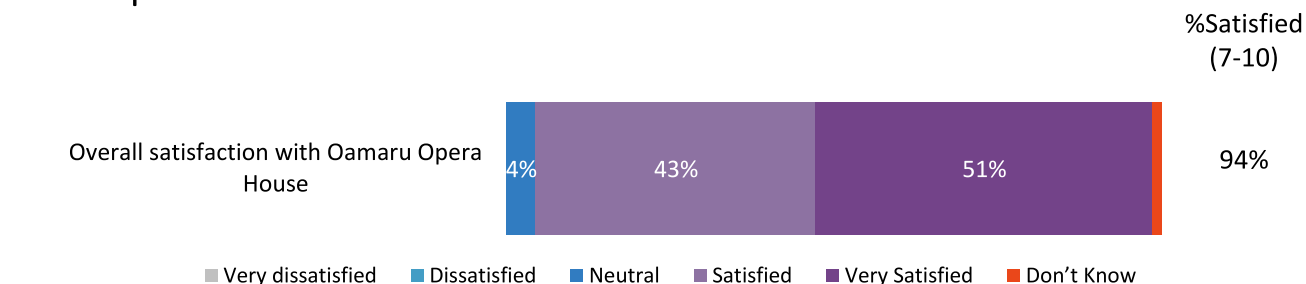
In 2020, the percentage of residents who have visited the *Oamaru Opera House* has significantly declined to 38% from 47% in 2020.

*Watching a performance* remains as the top purpose of visit as indicated by seven in ten users (70%), followed by *Visiting the café* (20%).

#### NOTES:

1. Total sample: 2021 n=401
2. Q12: Have you visited the Oamaru Opera House in the last 12 months? Yes n=149
3. Q12d: What was the reason for visiting the Oamaru Opera House? A performance n=104, The café n=31, A meeting n=32, Other n=14

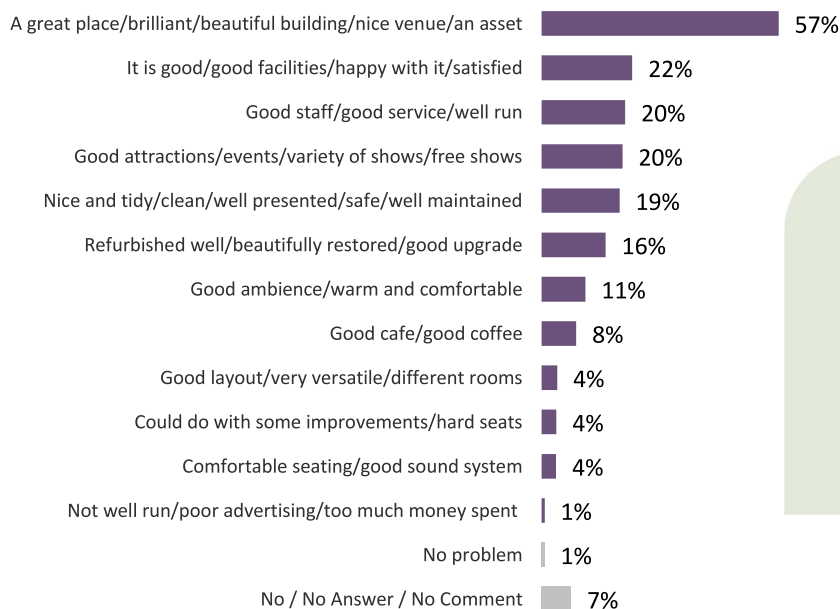
## Oamaru Opera House



Scores with % 7-10	2021	2020	18 to 39 y/o	40 – 59 y/o	60+ y/o
Oamaru Opera House	94%	97%	93%	93%	95%

Scores with % 7-10	Oamaru	Corriedale	Waihemo*	Ahuriri*
Oamaru Opera House	93%	98%	67%	100%

### Reasons for satisfaction (n=125)



Satisfaction with the *Oamaru Opera House* continues to be at a very high level (94%).

Visitors from the Corriedale ward are more likely to be satisfied with the facility than those from the Waihemo ward.

#### NOTES:

1. Total sample: 2021 n=401
2. Q12a: How satisfied are you with the Oamaru Opera House? n=149
3. Q12b: If satisfied, why is this?
4. \* Caution: small sample size (n<30)

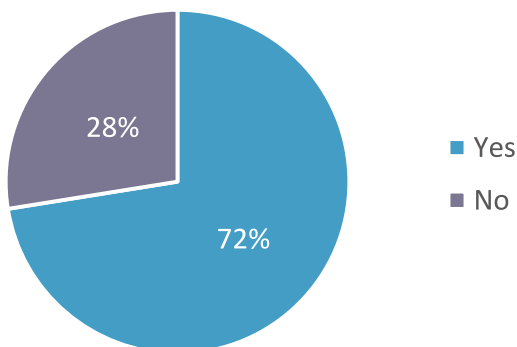
Between demographics

Significantly higher

Significantly lower

## Parks and reserves

Visited any of the Parks and Reserves in the last 12 months



Have visited (2020): 72%

	18-39	40-59	60+	Female	Male
Visited Parks and Reserves	90%	72%	61%	75%	70%

	Oamaru	Corriedale	Waihemo	Ahuriri
Visited Parks and Reserves	78%	69%	57%	63%

The proportion of residents who have visited *Parks and reserves* remains at 72%. Younger residents and Oamaru dwellers are more likely to have visited a park or reserve in the district than other residents.

### NOTES:

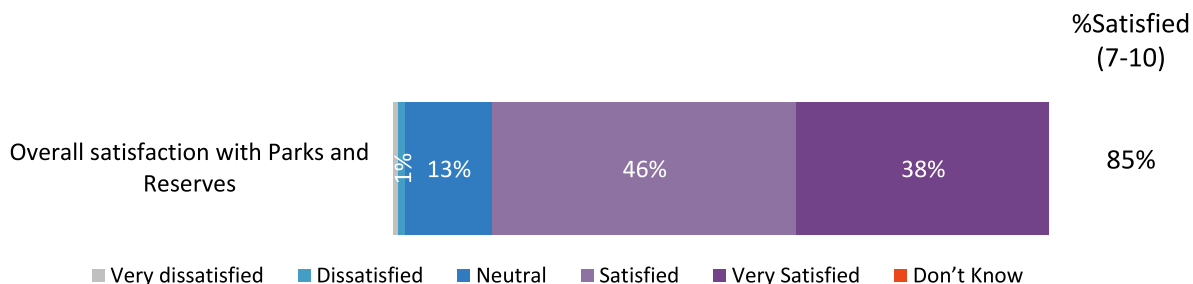
1. Total sample: 2021 n=401
2. Q13: Have you used any of the parks or reserves in the Waitaki district in the past 12 months? Yes n=276

Between demographics

Significantly higher

Significantly lower

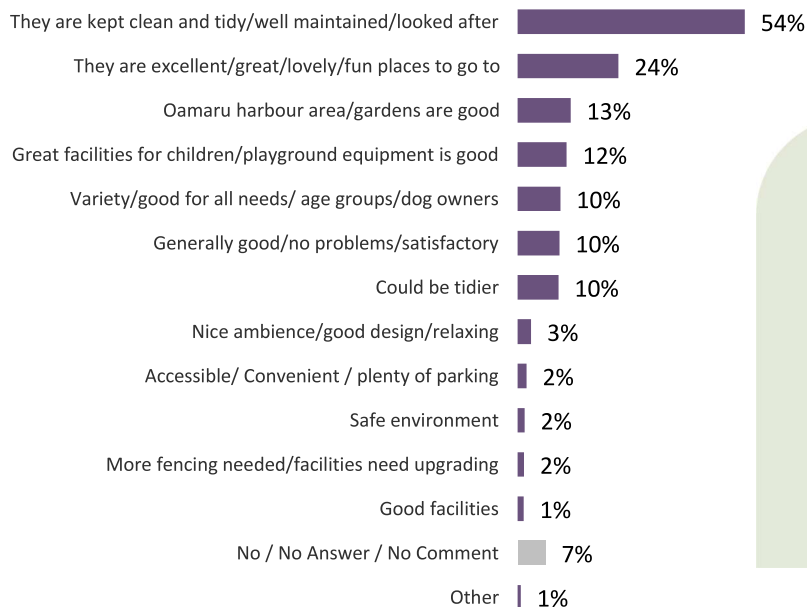
## Parks and reserves



Scores with % 7-10	2021	2020	18 to 39 y/o	40 – 59 y/o	60+ y/o
Parks and Reserves	85%	87%	78%	88%	89%

Scores with % 7-10	Oamaru	Corriedale	Waihemo	Ahuriri
Parks and Reserves	84%	91%	74%	86%

### Reasons for satisfaction (n=193)



There is a slight decline in visitor satisfaction for *Parks and reserves* (87% in 2020 to 85% in 2021) with older residents being more likely to be satisfied than younger residents.

Most users think that *Parks* in the district are *Kept clean, tidy and well-maintained*.

#### NOTES:

1. Total sample: 2021 n=401
2. Q13a: How satisfied are you with parks and reserves in the Waitaki District? n=276
3. Q13b: If satisfied, why is that?

Between demographics

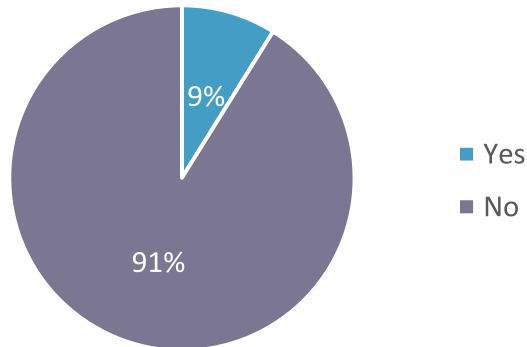
Significantly higher

Significantly lower



## Lakes Camping Grounds

Visited any of the Lakes Camping grounds in the last 12 months



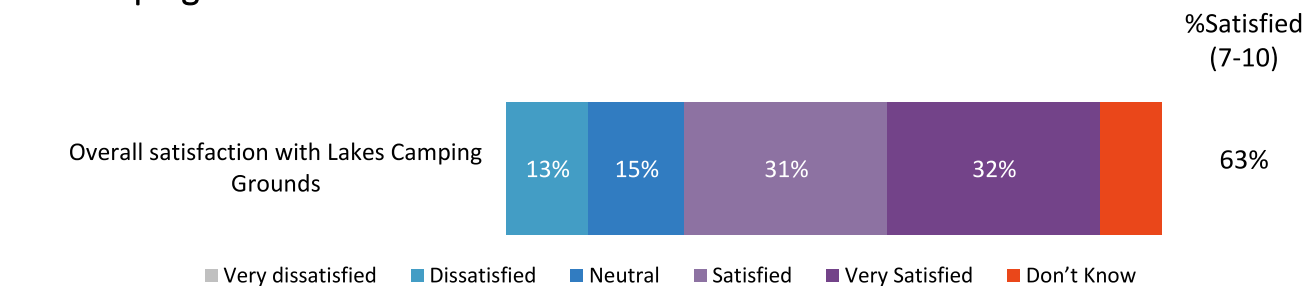
*Have visited (2020): 15%*

	18-39	40-59	60+	Female	Male
Visited Lakes Camping Grounds	14%	11%	3%	9%	9%

	Oamaru	Corriedale	Waihemo	Ahuriri
Visited Lakes Camping Grounds	10%	7%	3%	11%

Council-owned *Lakes camping grounds* have been visited by fewer people in 2021 than in the past year with younger residents being more likely to have visited these facilities than older residents.

## Lakes Camping Grounds



Scores with % 7-10	2021	2020	18 to 39 y/o	40 – 59 y/o	60+ y/o
Lakes Camping Grounds	63%	77%	59%	70%	57%

Scores with % 7-10	Oamaru*	Corriedale*	Waihemo*	Ahuriri*
Lakes Camping Grounds	63%	67%	100%	44%

Out of all those who have visited and used the *Council-owned Lakes camping grounds*, less than two thirds (63%) are satisfied with these facilities.

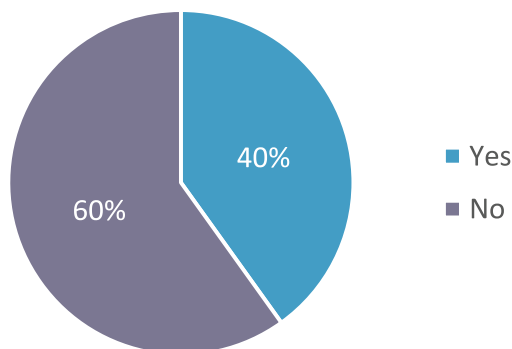
Users from the middle age group are more likely to be satisfied with the camping grounds than other residents.

### NOTES:

1. Total sample: 20210n=401
2. Q14a: How satisfied are you with the quality of the Council-owned Lakes camping grounds? n=32
3. Q14b: If satisfied, why is that?
4. \*Caution: small sample size (n<30)

## Sport fields and facilities

Visited any of the Sport fields and facilities in the last 12 months



Have visited (2020): 31%

	18-39	40-59	60+	Female	Male
Visited Sports fields and facilities	52%	47%	25%	42%	38%

	Oamaru	Corriedale	Waihemo	Ahuriri
Visited Sports fields and facilities	43%	43%	25%	30%

More residents have visited or used *Sports fields and facilities* in 2021 than in the previous year.

There are more users from the younger age groups than from the older age group. Also, there are more users in the Oamaru ward than in the Waihemo ward.

### NOTES:

1. Total sample: 2021 n=401
2. Q15: Have you used any Waitaki District sport fields and facilities in the past 12 months? Yes n=153

Between demographics

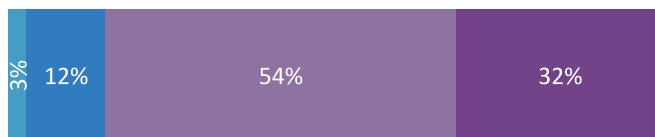
Significantly higher

Significantly lower

## Sport fields and facilities

%Satisfied  
(7-10)

Overall satisfaction with Sports fields  
and facilities



■ Very dissatisfied ■ Dissatisfied ■ Neutral ■ Satisfied ■ Very Satisfied ■ Don't Know

Scores with % 7-10

	2021	2020	18 to 39 y/o	40 – 59 y/o	60+ y/o
Sports fields and facilities	85%	82%	88%	84%	83%

Scores with % 7-10

	Oamaru	Corriedale	Waihemo	Ahuriri
Sports fields and facilities	88%	87%	67%	73%

### Reasons for satisfaction (n=101)



More than eight in ten users (85%) are satisfied with the district's *Sports fields and facilities*. This is an improvement from last year's proportion of satisfied users (82%).

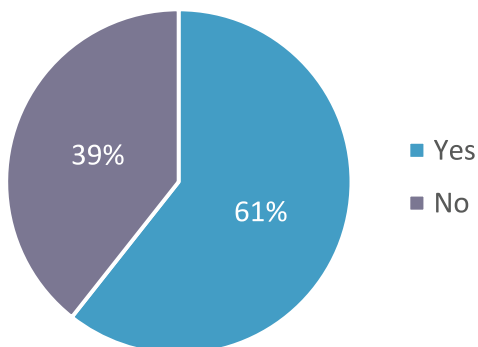
Some of the comments about these facilities refer to them being *In good condition, clean, tidy and well-maintained*. More than a quarter of users (28%) are *Happy with what is available*.

#### NOTES:

1. Total sample: 2021 n=401
2. Q15a: How satisfied are you with Waitaki's sport fields and facilities? n=153
3. Q15b: If satisfied, why is that?

## Public toilets

Used any of the Public toilets in the last 12 months



Have visited (2020): 67%

	18-39	40-59	60+	Female	Male
Used any public toilet	49%	70%	61%	62%	60%

	Oamaru	Corriedale	Waihemo	Ahuriri
Used any public toilet	56%	67%	60%	74%

More than six in ten residents (61% have used a *Public toilet* in the last 12 months with older residents being more likely to have used this facility than younger residents.

### NOTES:

1. Total sample: 2021 n=401
2. Q16: Have you used a public toilet in the past 12 months? n=254

Between demographics

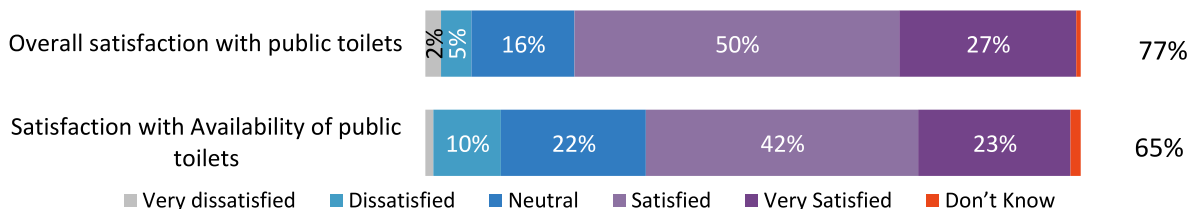
Significantly higher

Significantly lower



## Public toilets

%Satisfied  
(7-10)



Scores with % 7-10	2021	2020	18 to 39 y/o	40 – 59 y/o	60+ y/o
Public toilets	77%	77%	55%	80%	86%
Availability of public toilets	65%	66%	65%	68%	61%

Scores with % 7-10	Oamaru	Corriedale	Waihemo	Ahuriri
Public toilets	75%	76%	92%	71%
Availability of public toilets	67%	62%	62%	65%

Satisfaction with *Public toilets* and their *Availability* are at similar levels compared with 2020.

Older residents are more likely to be satisfied with these facilities than younger residents. Satisfaction amongst Waihemo ward residents is high with more than nine in ten users (92%) satisfied.

### NOTES:

1. Total sample: 2021 n=401
2. Q16a: If yes, how satisfied are you with the public toilets? n=254
3. Q16d: How satisfied are you with the availability of public toilets in the Waitaki District? n=254

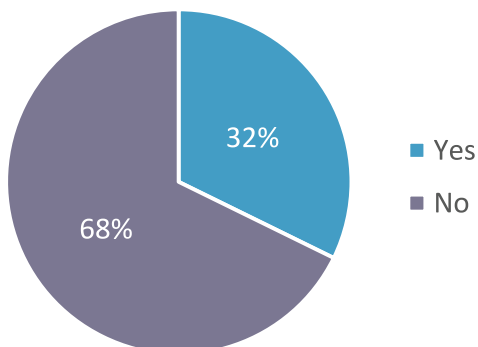
Between demographics

Significantly higher

Significantly lower

## Aquatic Centre

Used or visited the Aquatic Centre in the last 12 months



Have visited (2020): 34%

	18-39	40-59	60+	Female	Male
Visited the Aquatic Centre	39%	36%	24%	40%	25%

	Oamaru	Corriedale	Waihemo	Ahuriri
Visited the Aquatic Centre	40%	28%	10%	20%

Fewer than one third of the residents (32%) have used or visited the *Aquatic Centre* in the past year. Male residents, Oamaru residents and younger residents are more likely to have visited the centre than other residents.

### NOTES:

1. Total sample: 2021 n=401
2. Q17: Have you used or visited the Aquatic Centre in the past 12 months? Yes n=123

Between demographics

Significantly higher

Significantly lower

## Aquatic Centre

%Satisfied  
(7-10)

Overall satisfaction with the Aquatic Centre



■ Very dissatisfied ■ Dissatisfied ■ Neutral ■ Satisfied ■ Very Satisfied ■ Don't Know

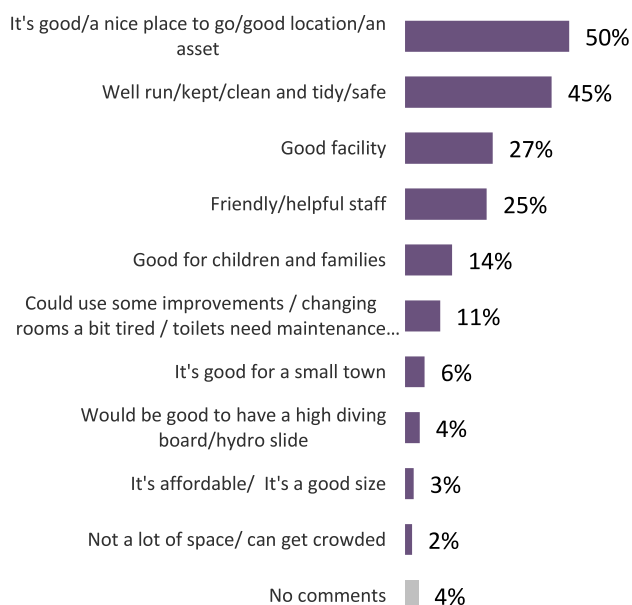
Scores with % 7-10

	2021	2020	18 to 39 y/o	40 – 59 y/o	60+ y/o
Aquatic Centre	85%	81%	82%	79%	95%

Scores with % 7-10

	Oamaru	Corriedale	Waihemo*	Ahuriri*
Aquatic Centre	84%	80%	100%	100%

### Reasons for satisfaction (n=90)



User perceptions of the Aquatic Centre have improved in 2021 with more than eight in ten users (85%) satisfied. Almost all users from the older age group (95%) are satisfied.

Half of the users who have provided comments said that the Aquatic Centre is *a Nice place to be, and it is in a good location*. Some think that the facility is well-run and kept clean and tidy.

#### NOTES:

1. Total sample: 2021 n=401
2. Q17a: How satisfied are you with Aquatic Centre? n=123
3. Q17b: If satisfied, why is that?
4. \*Caution: small sample size (n<30)

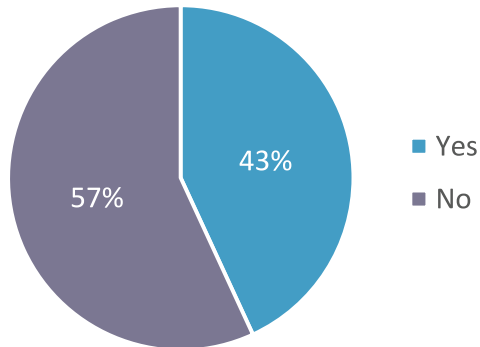
Between demographics

Significantly higher

Significantly lower

## Cemeteries

Used or visited a Cemetery in the last 12 months



Have visited (2020): 47%

	18-39	40-59	60+	Female	Male
Visited a Cemetery	31%	41%	53%	44%	42%

	Oamaru	Corriedale	Waihemo	Ahuriri
Visited a Cemetery	44%	41%	46%	36%

Fewer residents have visited a *Cemetery* in the last year with older residents being more likely to have visited this facility than younger residents.

NOTES:

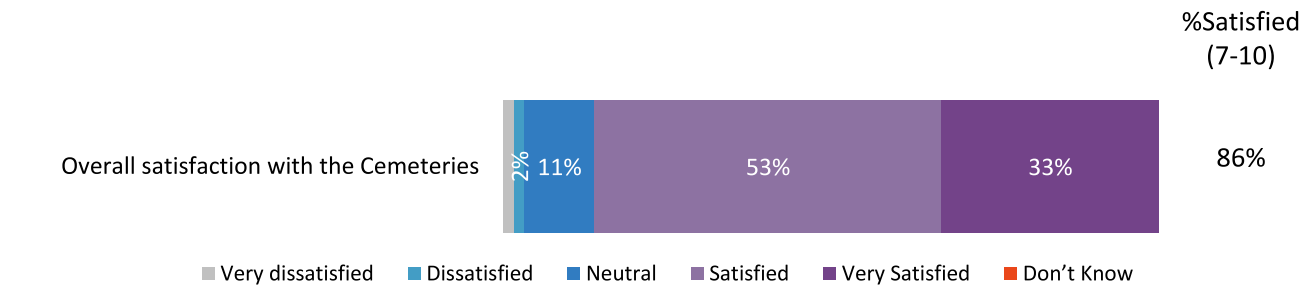
1. Total sample: 2021 n=401
2. Q18: Have you visited a cemetery in the Waitaki district in the past 12 months? Yes n=180

Between demographics

Significantly higher

Significantly lower

## Cemeteries



Scores with % 7-10	2021	2020	18 to 39 y/o	40 – 59 y/o	60+ y/o
Cemeteries	86%	80%	89%	85%	85%

Scores with % 7-10	Oamaru	Corriedale	Waihemo*	Ahuriri*
Cemeteries	89%	78%	72%	100%

Perceptions of the district's *Cemeteries* have considerably improved over the last 12 months with almost nine in ten users (86%) satisfied.

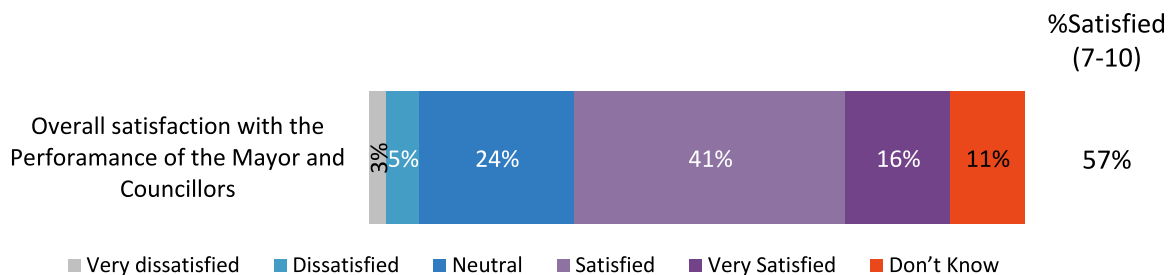
Visitors from the Oamaru ward are more likely to be satisfied with these facilities than users from the Corriedale ward.

### NOTES:

1. Total sample: 2021 n=401
2. Q18a: How satisfied are you with cemeteries in the Waitaki District? n=180
3. \*Caution: small sample size (n<30)



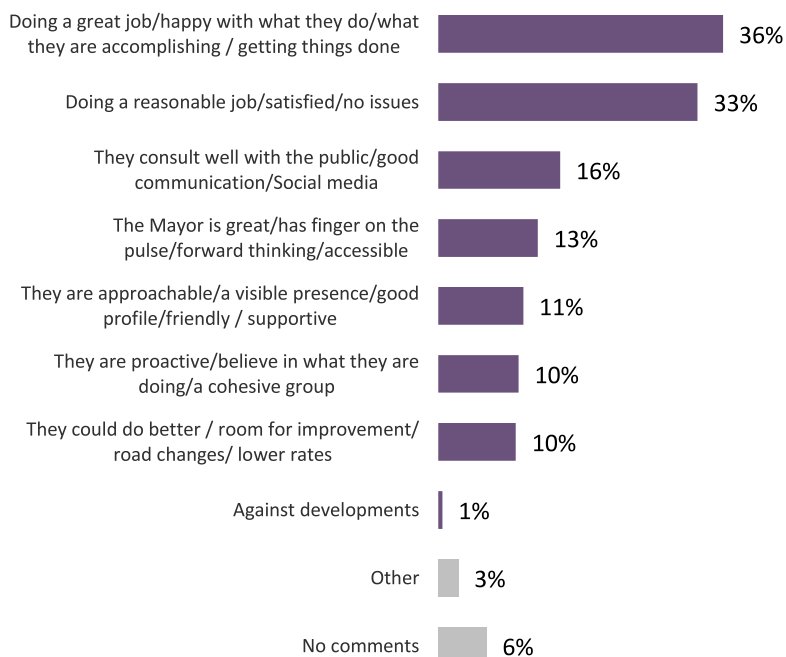
## Performance of the Mayor and Councillors



Scores with % 7-10	2021	2020	18 to 39 y/o	40 – 59 y/o	60+ y/o
Performance of the Mayor and Councillors	57% ▼	72%	55%	56%	60%

Scores with % 7-10	Oamaru	Corriedale	Waihemo	Ahuriri
Performance of the Mayor and Councillors	62%	50%	52%	50%

### Reasons for satisfaction (n=155)



Overall satisfaction with the *Performance of the Mayor and Councillors* has significantly declined to less than three in five residents (57%) satisfied. The percentage of neutrals is significantly higher than last year (24% vs. 13%).

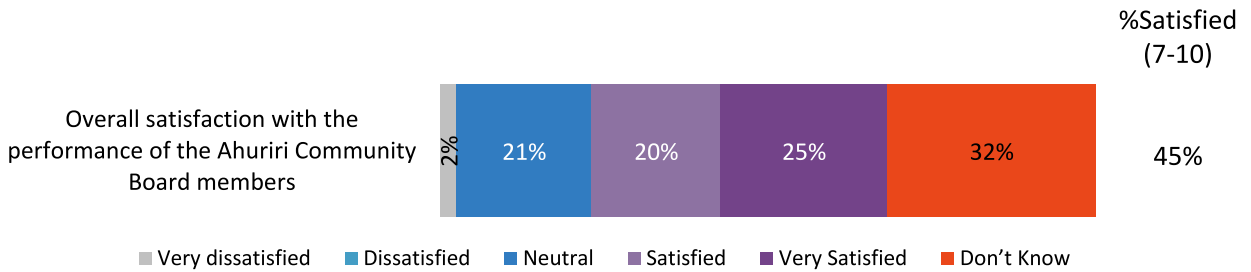
Oamaru residents are more likely to have favourable perceptions of the *Performance of the Mayor and Councillors* than other residents.

Some of the comments provided pertain to the Mayor and Councillors *Doing a good job and getting things done*.

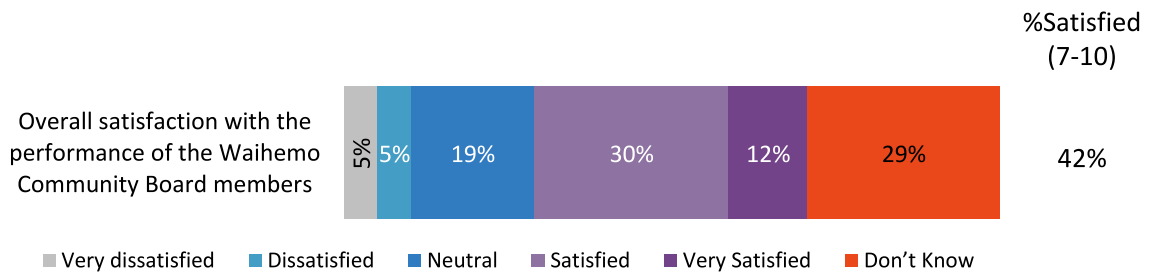
#### NOTES:

1. Total sample: 2021 n=401
2. Q19: How satisfied are you with the performance of the Mayor and Councillors over the last 12 month period? n=401
3. Q19a: If satisfied, why is that?

## Performance of Community Board members



Scores with % 7-10	2021	2020	18 to 39 y/o	40 – 59 y/o	60+ y/o
Ahuriri Community Board members	45%	38%	57%	31%	49%



Scores with % 7-10	2021	2020	18 to 39 y/o	40 – 59 y/o	60+ y/o
Waihemo Community Board members	42%	54%	-	44%	43%

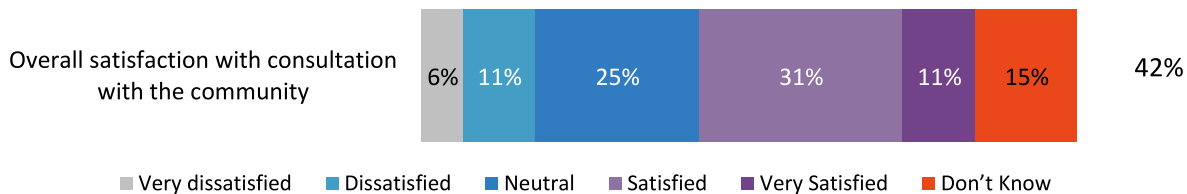
Satisfaction with the *Ahuriri Community Board members* has increased from 38% satisfied residents in 2020 to 45% satisfied residents in 2021. However, satisfaction with the *Waihemo Community Board members* has decreased with more than four in ten residents (42%) satisfied.

### NOTES:

1. Total sample: 2021 n=401
2. Q20: How satisfied are you with the performance of Ahuriri Community Board members? n=39
3. Q21: How satisfied are you with the performance of Waihemo Community Board members? n=58

## Council's consultation with the community

%Satisfied  
(7-10)



Scores with % 7-10	2021	2020	18 to 39 y/o	40 – 59 y/o	60+ y/o
Consultation with the community	42% ▼	51%	41%	41%	44%

Scores with % 7-10	Oamaru	Corriedale	Waihemo	Ahuriri
Consultation with the community	45%	35%	38%	44%

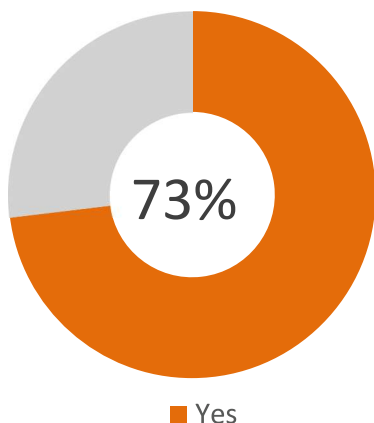
In 2021, residents are significantly less satisfied with *Council's community consultation* than in 2020 with Oamaru and Ahuriri ward residents being more likely to be satisfied than other residents. There is no significant difference in satisfaction amongst age groups.

### NOTES:

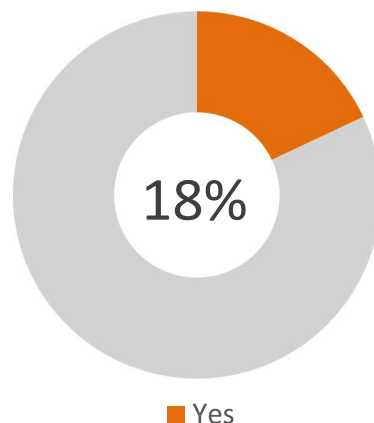
1. Total sample: 2021 n=401
2. Q22: How satisfied are you with Council's consultation with the community? n=401

## Civil Defence Emergency Management and roading request

**Proportion of residents satisfied with Civil Defence Emergency Management**



**Lodged a customer request to Council over the past 12 months regarding roads or footpaths**



	2021	2020	18 to 39 y/o	40 – 59 y/o	60+ y/o
Satisfied with Civil Defence and Emergency Management	73%	70%	76%	73%	72%
Lodged a customer request regarding roading or footpaths	18%	17%	7%	23%	22%

	Oamaru	Corriedale	Waihemo	Ahuriri
Satisfied with Civil Defence and Emergency Management	80%	61%	60%	74%
Lodged a customer request regarding roading or footpaths	12%	26%	33%	16%

Perceptions of Council's *Civil Defence Emergency Management* are slightly more favourable this year than in 2020. Oamaru residents are significantly more satisfied with this service than Corriedale and Waihemo residents.

In 2021, fewer than two in ten residents (18%) have lodged a customer request to Council regarding roads or footpaths.

### NOTES:

1. Total sample: 2021 n=401
2. Q23: Are you satisfied with Civil Defence Emergency Management? n=401
3. Q24: Have you lodged a customer request to Council over the past 12 months regarding roads or footpaths? Yes n=81

### Between demographics

Significantly higher  
Significantly lower



# Understanding Reputation

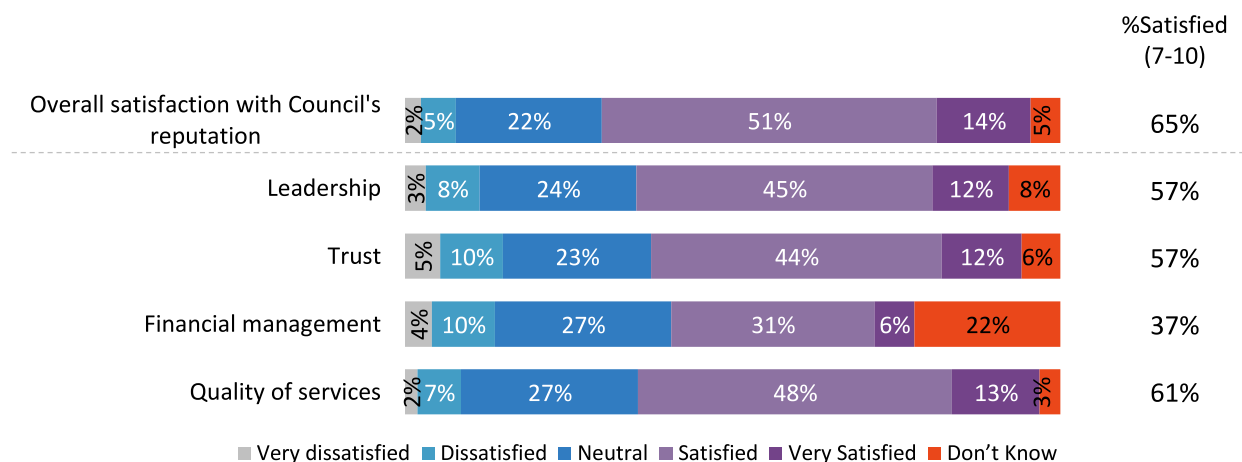


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## Overall reputation



	2021	2020	18 to 39 y/o	40 – 59 y/o	60+ y/o
Overall reputation	65%	68%	71%	59%	67%
Leadership	57% ▼	67%	62%	52%	58%
Trust	57%	60%	61%	53%	56%
Financial management	37% ▼	46%	32%	38%	40%
Quality of services	61% ▼	68%	65%	60%	60%

	Oamaru	Corriedale	Waihemo	Ahuriri
Overall reputation	74%	49%	60%	56%
Leadership	65%	45%	40%	53%
Trust	61%	46%	55%	53%
Financial management	43%	26%	34%	31%
Quality of services	68%	54%	37%	61%

Satisfaction with *Overall reputation* and its attributes has declined compared with 2020.

Just under two thirds of the residents (65%) are satisfied *with Overall reputation*. There are significant declines in satisfaction regarding *Leadership*, *Financial management* and *Quality of services*.

### NOTES:

1. Total sample: 2021 n=401, 2020 n=401
2. REP1: Being committed to creating a great district, how it promotes economic development, being in touch with the community and setting clear direction... overall how would you rate the Council for its vision and leadership in these areas? n=401
3. REP2: Next, I'd like you to think about how open and transparent Council is, how council can be relied on to act honestly and fairly, and their ability to work in the best interests of the District. Overall how would you rate the Council in terms of the faith and trust you have in them to be open and transparent, act honestly and fairly, and work in the best interests of the district? n=401
4. REP3: Now thinking about the Council's financial management – how appropriately it invests in the district, how wisely it spends and avoids waste, and its transparency around spending. How would you rate the Council overall for its financial management?
5. REP4: And thinking about all the services and infrastructure the Council provides, how would you rate them for the quality of the services they provide? n=401
6. REP5: So, considering leadership, trust, financial management and quality of services provided, how would you rate the Council for its overall reputation? n=401

▲ Year-on-year  
 Significantly higher  
 ▼ Significantly lower

Between demographics  
 Significantly higher  
 Significantly lower

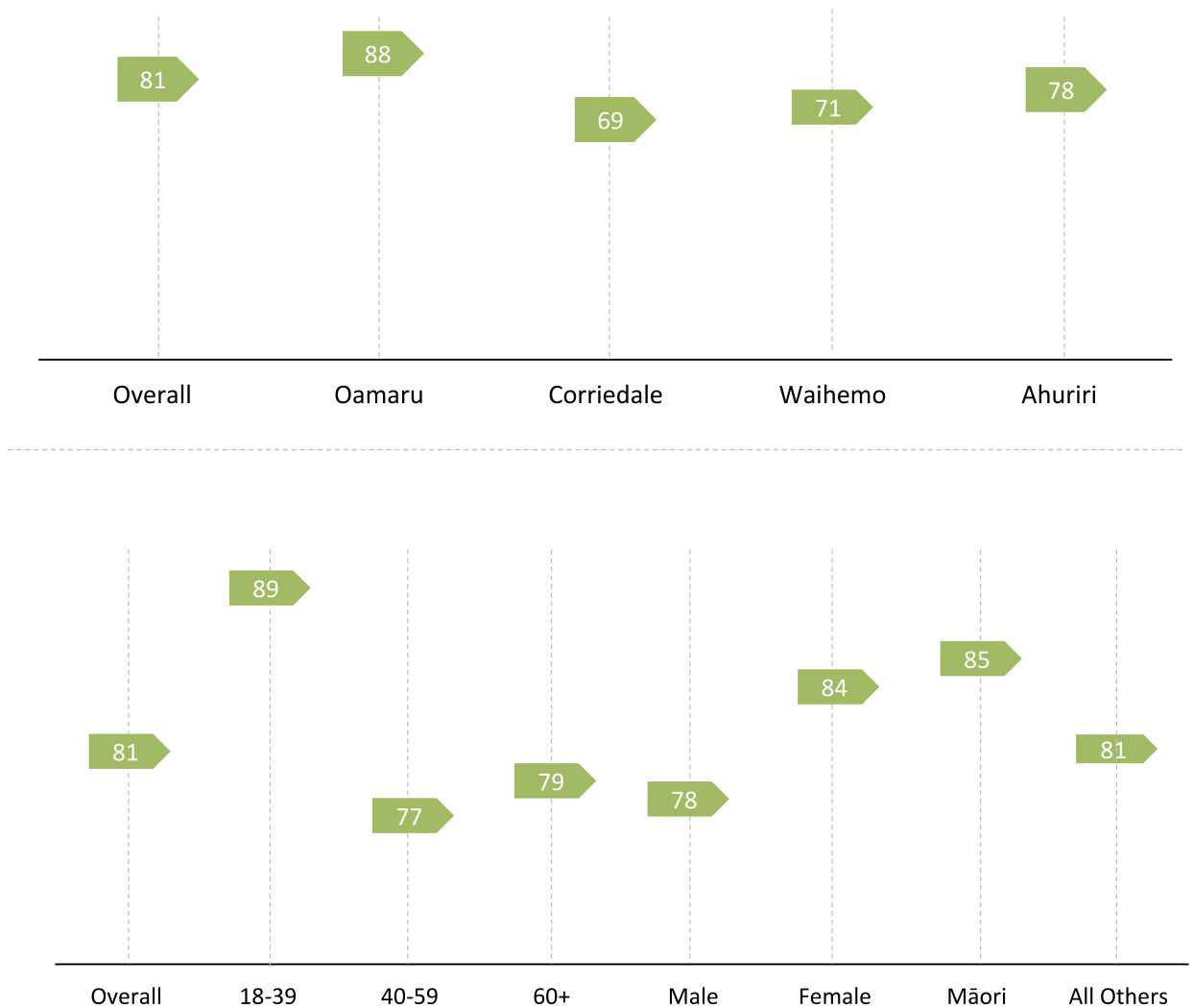


## Reputation Benchmarks

The Waitaki District Council has an *excellent overall reputation benchmark score* of +81. Residents in the Oamaru ward and those in the younger age group have more positive views of Council's reputation than the other residents.

**Key:**

≥80	Excellent reputation
60 -79	Acceptable reputation
<60	Poor reputation
150	Maximum score

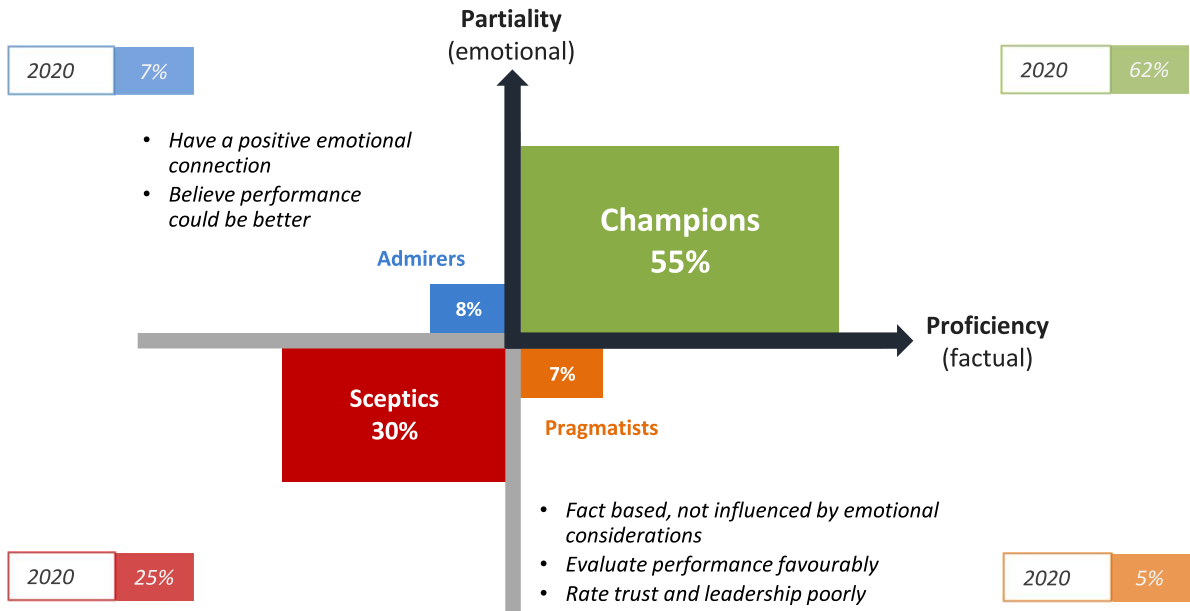


**NOTES:**

1. Total sample: 2021 n=401
2. The benchmark is calculated by rescaling the overall reputation measure to a new scale between -50 and +150 to improve granularity for the purpose of benchmarking



## Reputation Profile



The Waitaki District Council has a good proportion of 'Champions' who see Council as competent. However, this proportion is smaller than that in 2020 (62%). Three in ten residents are 'Sceptics' and they do not value or recognize Council's performance.

Oamaru and Ahuriri ward residents and younger residents are more likely to be 'Champions' than other residents.

Non-Māori residents are more likely to be 'Sceptics' than Māori residents (31% vs. 15%).

### NOTES:

1. Sample: 2021 n=401; 2020 n=401.
2. Segments have been determined using the results from a set of five overall level questions
3. REP1\_1 leadership, REP1\_2 trust, REP1\_3 financial management, REP1\_4 quality of deliverables, REP2\_1 overall reputation



# Drivers of Overall Satisfaction

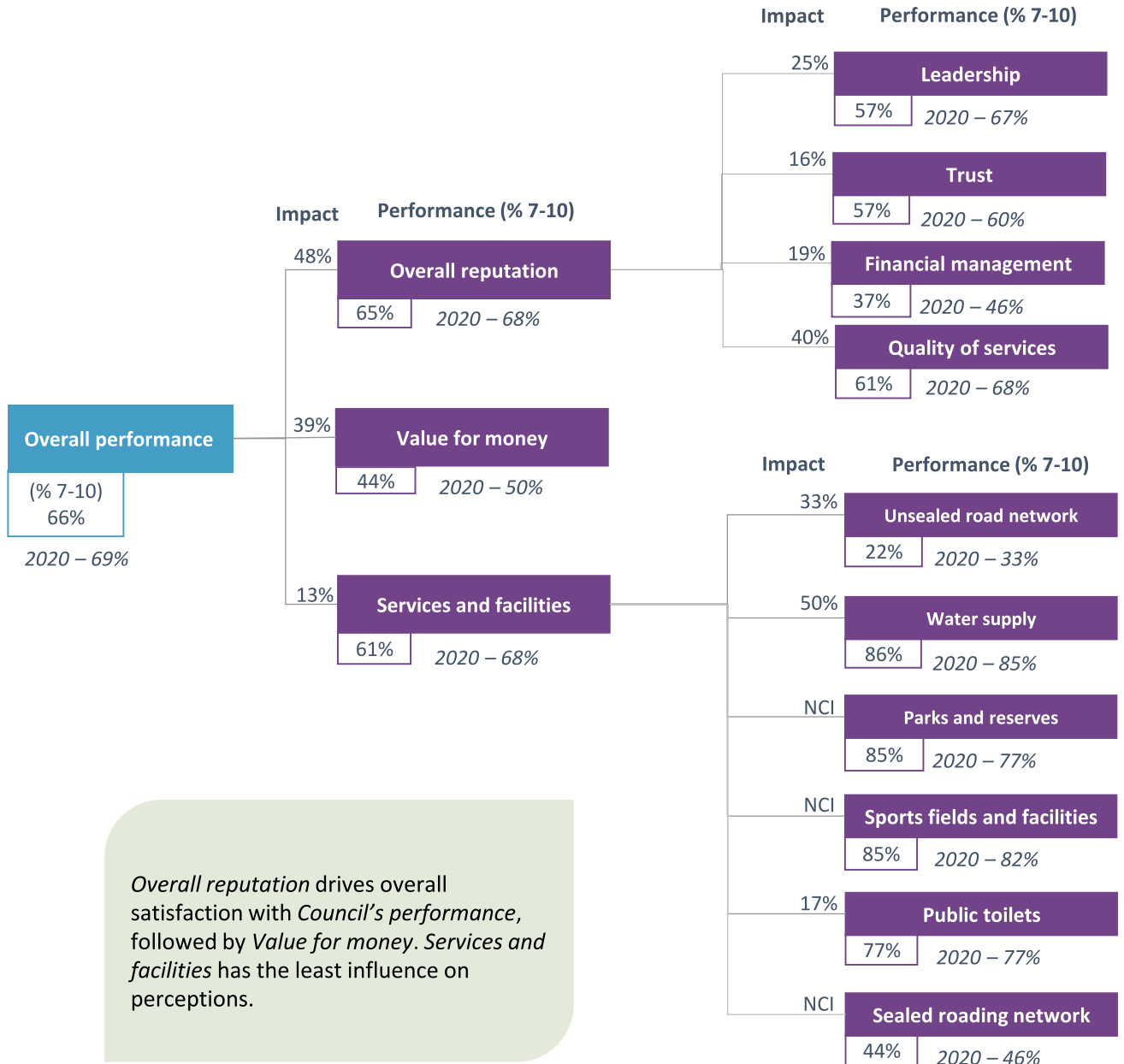


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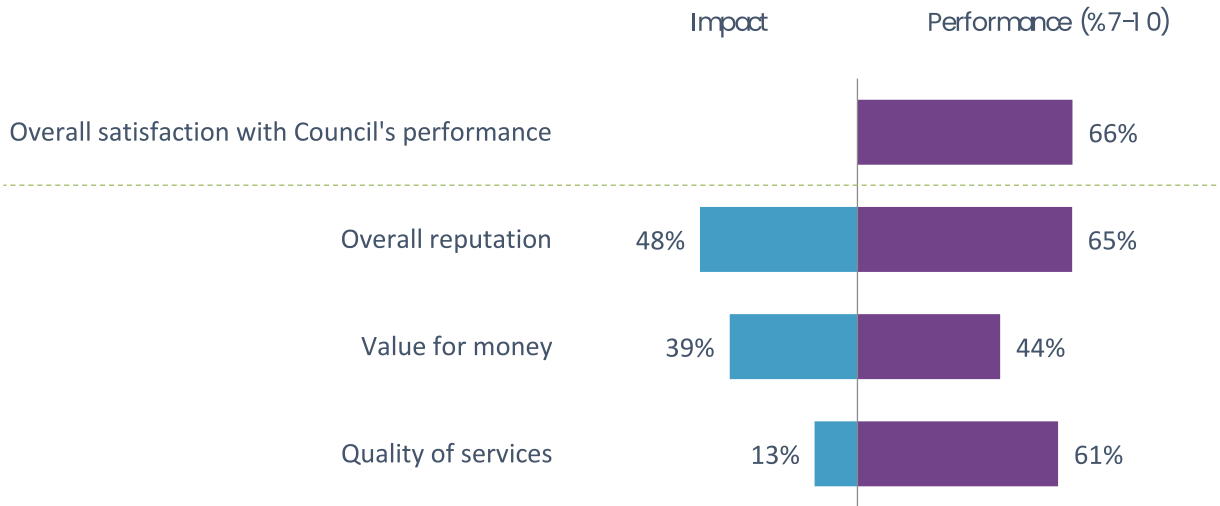
## Drivers of Perceptions



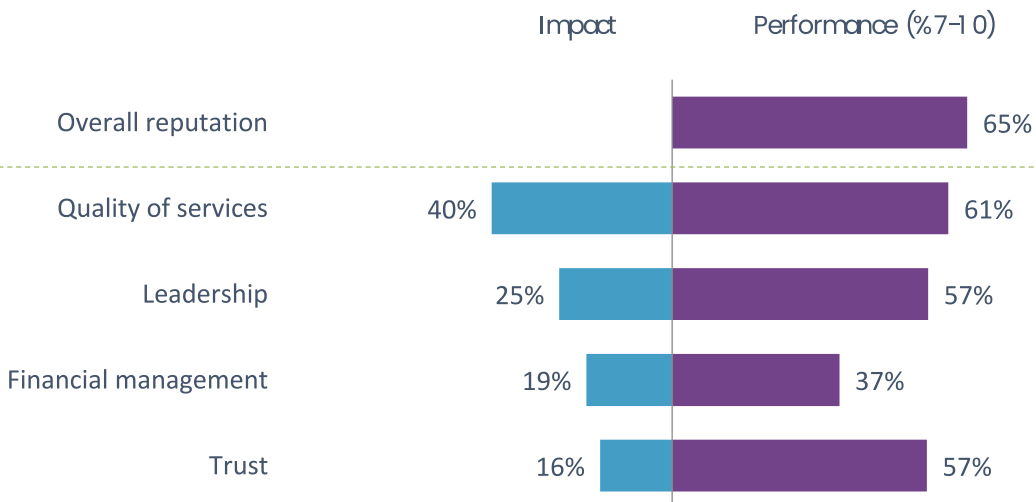
NOTES:

1. Sample: 2021 n=401
2. NCI – No current impact

## Driver Analysis

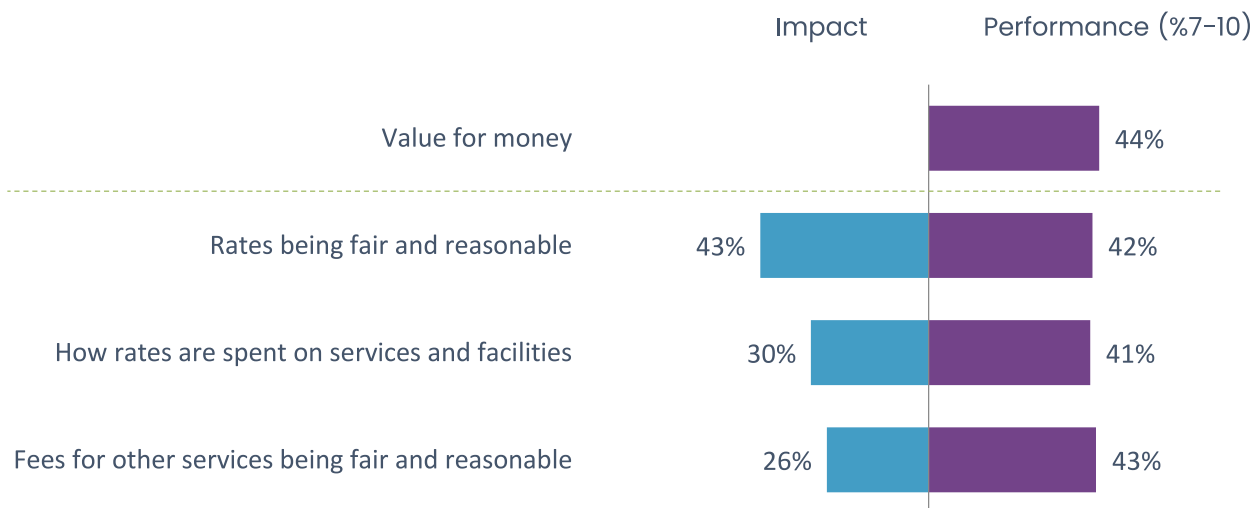


*Overall reputation* has the greatest impact on the residents' evaluation of Council's *Overall performance*. *Value for money* has a moderate impact level and given its relatively lower satisfaction score, this aspect is a key area for improvement.

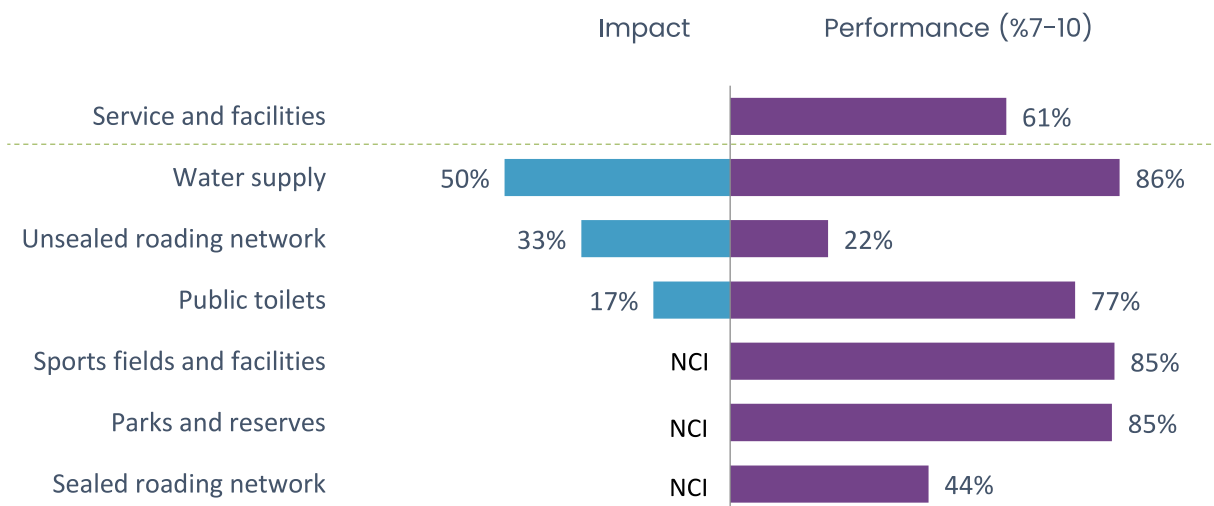


The *Quality of services* highly influences satisfaction with Council's *Overall reputation*. Due to Council's relatively good performance in this area, current service levels should be maintained. An area for improvement is *Financial management* due to moderate impact level and relatively low satisfaction rating.

## Driver Analysis



*Rates being fair and reasonable* is the main driver of perceptions of *Value for money*. All three aspects of *Value for money* have low satisfaction ratings, thus, performance in these areas should be improved.



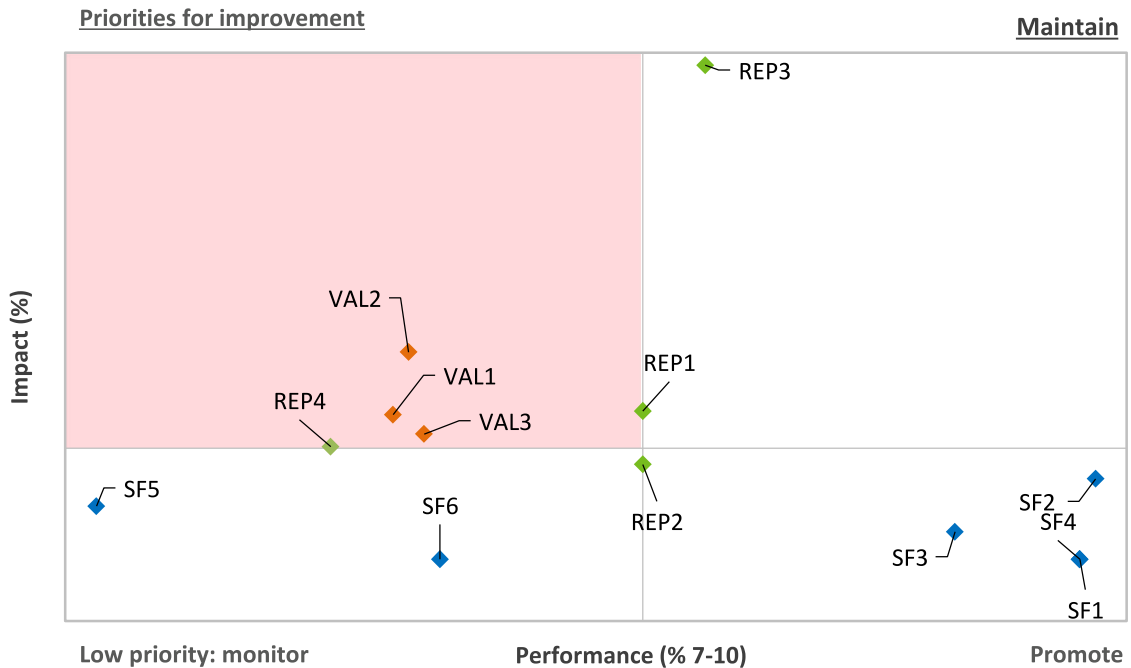
*Water supply* is the main driver of satisfaction with Council's *Services and facilities*. Given a high satisfaction score, performance in this service area should be maintained. Focus should be given to the district's *Unsealed roading network* since it moderately influences perceptions of *Services and facilities* and has a low satisfaction rating.

### NOTES:

1. Sample: 2021 n=401
2. NCI – No current impact

Reputation  
Services and facilities  
Value

## Priorities for improvement



### Keys

REP1	Leadership	VAL1	How rates are spent	SF2	Water supply
REP2	Trust	VAL2	Rates are fair and reasonable	SF3	Public toilets
REP3	Quality of services and deliverables	VAL3	Service fees are fair and reasonable	SF4	Sports fields and facilities
REP4	Financial management	SF1	Parks and reserves	SF5	Unsealed roading network
				SF6	Sealed roading network

The key priorities for improving overall perceptions of Council's performance are: *Financial management, How rates are spent on services and facilities, Rates being fair and reasonable and Service fees being fair and reasonable*. Council should monitor its performance regarding the *Sealed and Unsealed roading networks*.

### NOTES:

1. Sample: 2021 n=401
2. NCI – No current impact





## Sample profile



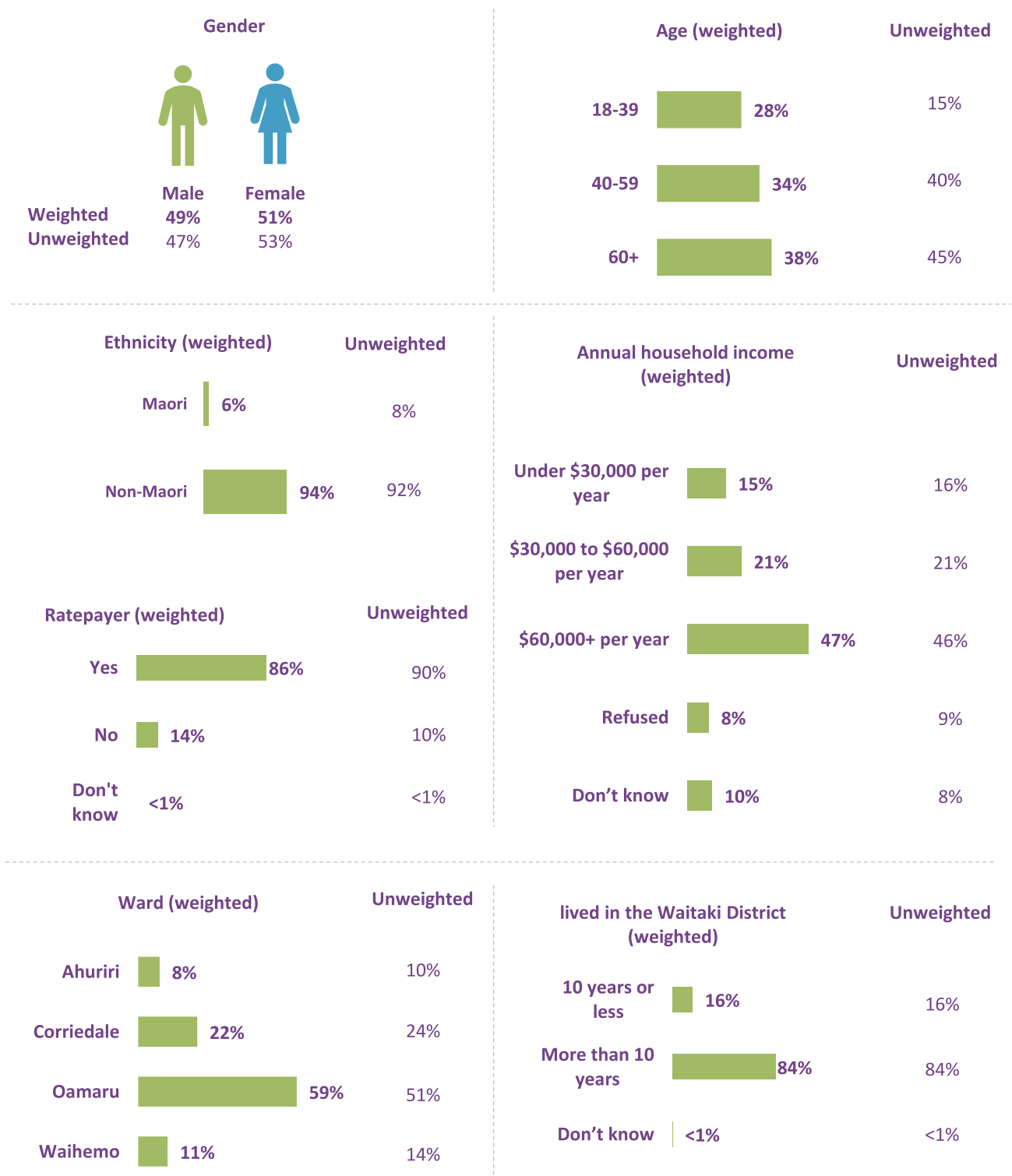
**Waitaki**  
DISTRICT COUNCIL  
TE KAUNIHERA Ā ROHE O WAITAKI

Report | July 2021





## Sample profile



### NOTES:

1. Total sample: n=401

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