



Waitaki District Council

Annual Residents Survey (NZCPM)

Report | August 2016



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Background, objectives and methodology

Background

- 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

Research objectives

- Provide a robust measure of satisfaction with the Council's performance in relation to service delivery
- Determine performance drivers and assist Council to identify the best opportunities to further improve satisfaction, including satisfaction among defined groups within the district
- Assess changes in satisfaction over time and measure progress towards the long term objectives

Methodology

- A statistically robust survey conducted by telephone with a sample of 402 residents across the Waitaki District Council area
- Data collection was managed to quota targets by age, ward and ethnicity and post data collection the sample has been weighted so it is aligned with known population distributions as contained in the Census 2013
- At an aggregate level the sample has an expected 95% confidence interval (margin of error) of +/- 4.9%
- Interviewing took place between 25 July and 14 August 2016

Notes

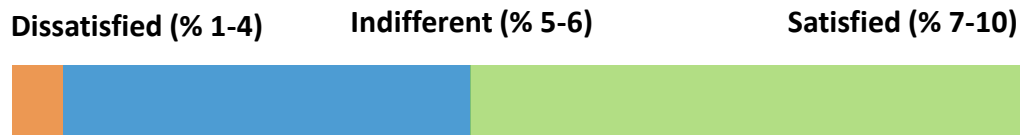
- Due to rounding, percentages may add to just over or under (+/- 1%) totals

Benefits and rationale for moving to a ten-point scale

Background

- Historically the measurement of residents' satisfaction with the Waitaki District Council has used a five point scale; 'Very dissatisfied', 'Dissatisfied', 'Neither', 'Satisfied' and 'Very satisfied'. Reporting has combined the total of the top two boxes; 'Satisfied' and 'Very satisfied'
- In order to make the research more actionable and sensitive to changes, we needed to undertake a greater level of analysis and this has necessitated moving to a broader scale

The ten-point scale



Results have been summarised as illustrated. Bars with a higher proportion of green (%7-10) means more residents are satisfied

Benefits

- Improved precision since residents can provide greater granularity with their responses
- Greater sensitivity to changes in satisfaction over time because there is wider scope for different responses
- The wider range of responses means we can apply more advanced statistical procedures to understand drivers of satisfaction
- Results on a ten-point scale can be directly used to assess probabilities, where conversion from other scales is less accurate

Executive summary

1

Waitaki District residents are generally satisfied with the various services, infrastructure and facilities that are provided and maintained by Council, with the percentage of satisfied residents remaining at similar levels as obtained in 2015

2

Overall, Waitaki District residents were satisfied with many of the district's amenities with satisfaction being particularly high for: Oamaru Opera House, Parks and Reserves, Libraries and the Aquatic Centre

3

Lower resident satisfaction was evident for Waste Services (landfills and transfer stations), as well as the Rooding Network with unsealed roads, measured for the first time this year, having high levels of dissatisfaction

4

While satisfaction with services and facilities is high, residents are not recognising that rates represent value for money or recognising the quality of Council's financial management. Value for money has a high impact on overall perceptions and demonstrating value, and quality of financial management has potential to further improve overall perceptions and council reputation

5

The Waitaki District Council has a particularly strong reputation profile with 57% of residents classified as 'Champions' having a positive emotional connection and recognising that Council is doing a good job. Those within the Waihemo ward are noted for having a less positive perception

6

Satisfaction levels with the performance of the Mayor and Councillors remain relatively stable while Council consultation with the community had lower resident satisfaction. A significant 'Don't Know' component for the latter presents an area that the Council may wish to consider further

7

The Waitaki District Council has a particularly strong reputation with an overall benchmark score of 83 where results above 80 are considered to be 'excellent'



Summary of Key Performance Indicators

Key results summary and comparison to previous years

Page	Question	2016 Sample (n=)	2014 Satisfied (%4-5)	2015 Satisfied (%4-5)	2016 Satisfied (%7-10)	% point change (2015-16)
27	Opera House - visitor	195	96	96	94	-2
19	Waitaki District is generally a safe place to be	402	94	94	91	-3
29	Parks and reserves in the Waitaki District - user	262	85	90	91	+1
23	Services at any of the libraries in the Waitaki District - visitor	209	92	95	91	-4
37	Aquatic Centre – user/visitor	146	90	89	90	+1
13	Water supply provided by Council in Oamaru	186	86	87	89	+2
39	Cemeteries in the Waitaki District – user/visitor	160	92	89	87	-2
33	Sports fields and facilities in the Waitaki District - visitor	185	89	89	84	-5
25	Archive services - user	17	not asked	not asked	76	-
31	Waitaki District Council Lakes camping ground - user	47	93	79	76	-3
15	Water supply provided by Council in Waihemo (2016 includes Stoneburn)	57	56	81	72	-9
35	Public toilets – user	255	75	75	69	-6
41	Performance of the mayor and Councillors	402	56	69	65	-4
49	Civil Defence Emergency Management – user (2014:n=34; 2015:n=7)	13	91	86	62	-24
51	Time of the response from Council for roads or footpaths request – user	53	40	48	51	+3
9	Sealed roading network in the Waitaki District (2015 = Standard of roads)	402	42	54	46	-8
43	Performance of Ahuriri Community Board members	36	86	39	45	+6
45	Performance of Waihemo Community Board members	69	69	50	45	-5
47	Council’s consultation with the community	402	49	50	42	-8
17	Waste services provided by Council: landfills and transfer stations	402	42	38	39	+1
21	Level of information provided about the redevelopment of the gallery and museum	402	not asked	not asked	28	-
11	Unsealed roading network in the Waitaki District	402	not asked	not asked	24	-

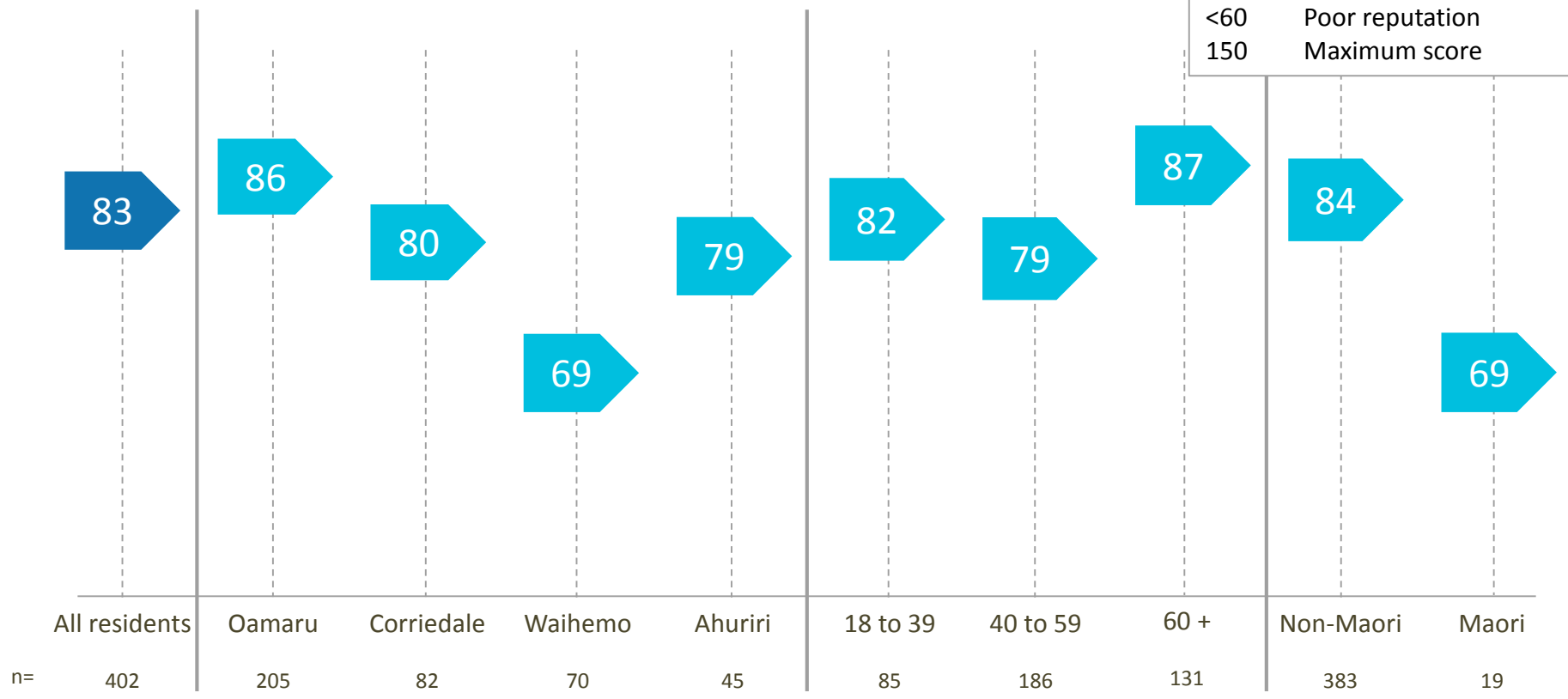
NOTES:

1. Sample: 2014 n=400, 2015 n=407, 2016 n=402

The Waitaki District Council has a particularly strong reputation with an overall benchmark score of 83 where results above 80 are considered to be 'excellent'

Reputation benchmarks

Key:
 >80 Excellent reputation
 60-79 Acceptable reputation
 <60 Poor reputation
 150 Maximum score



NOTES:
 1. Sample n=402; don't know n=27
 2. OVREP. So everything considered, leadership, trust, financial management and quality of services provided, how would you rate the Wa taki District Council for its overall reputat on?
 3. The benchmark is calculated by re-scaling the overall reputation measure to a new scale between -50 and +150 to improve granularity for the purpose of benchmarking



Satisfaction with services provided

Less than half (46%) of residents are satisfied (%7-10) with the sealed roading network with the Waihemo ward having the most dissatisfied residents

Sealed roading network



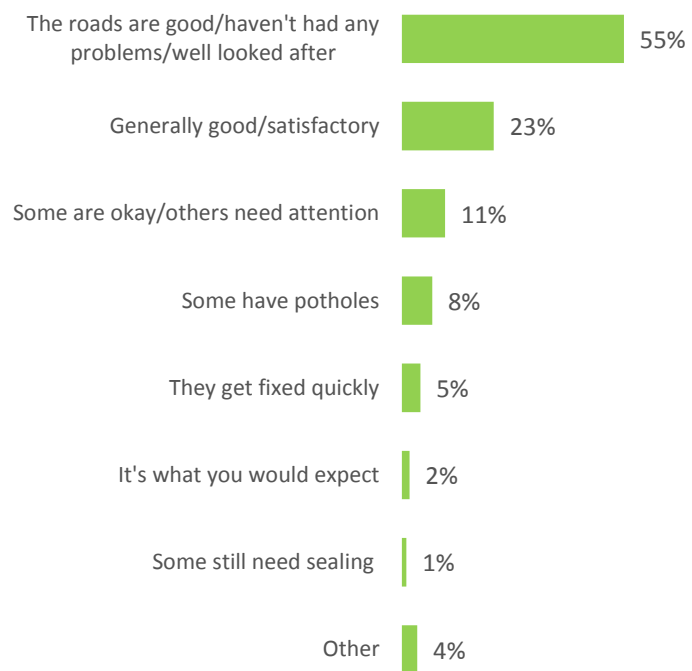
NOTES:

1. Total sample: n=402
2. Q4: How satisfied are you with the sealed roading network in the Waitaki District? (Note: This does not include state highways)
- * 2015: How satisfied are you with the standard of local roads in the Waitaki District?

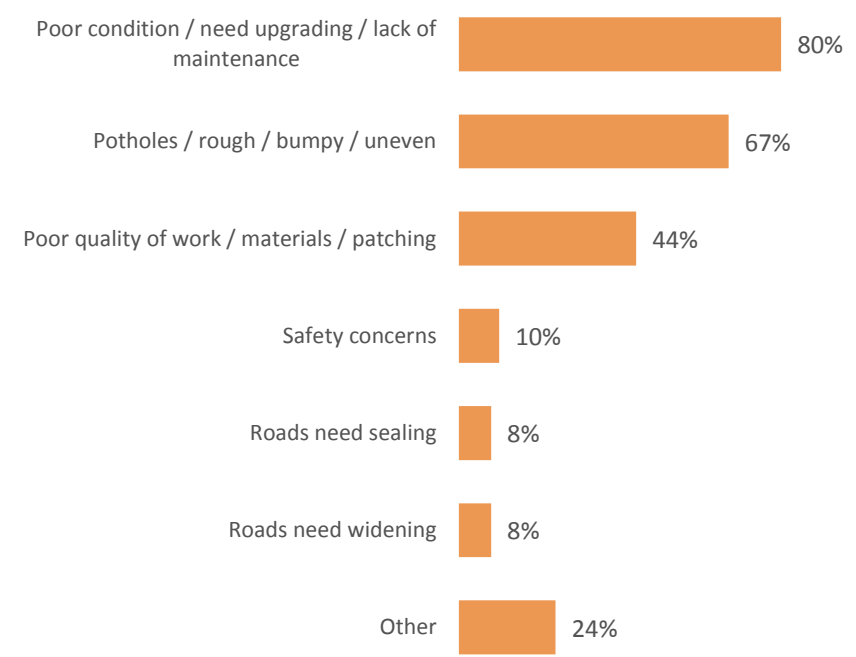
Poor condition and lack of maintenance followed by potholes are the two top reasons for dissatisfaction with Council's sealed roads

Sealed roading network

Reasons for satisfaction
(n=110)



Reasons for dissatisfaction
(n=58)



NOTES:
1. Q4: Can you tell me why you were not satisfied / satisfied w th the sealed roading network in the Waitaki District? (Note: This does not include state highways)

Nearly six in ten residents (57%) in the Waihemo ward are dissatisfied with the unsealed roading network

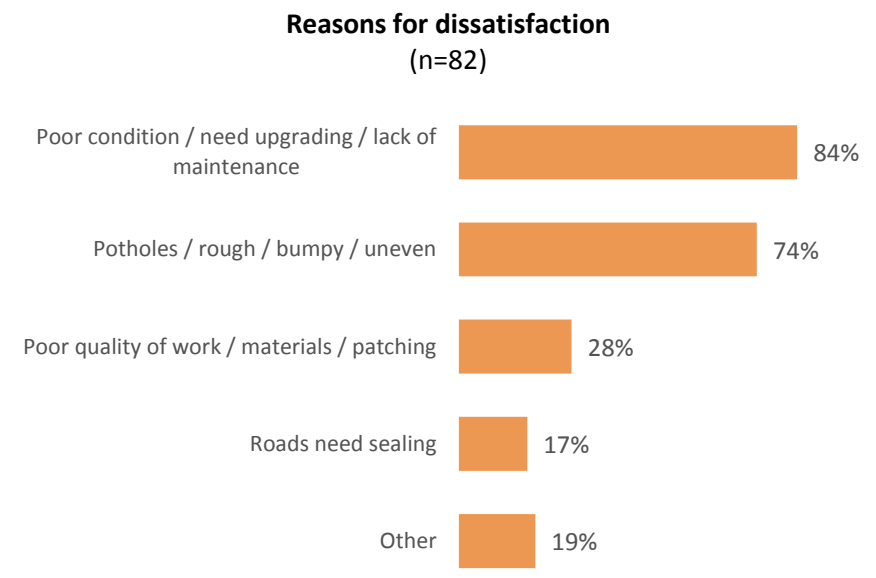
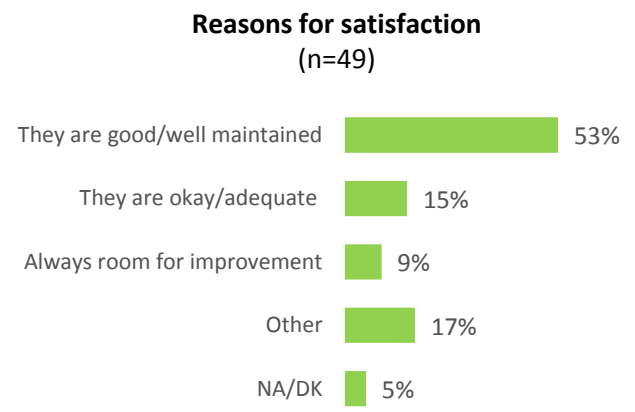
Unsealed roading network



NOTES:
 1. Total sample: n=402
 2. Q5: How satisfied are you with the unsealed roading network in the Waitaki District?
 3. Not asked in 2015

As with sealed roads, poor condition and lack of maintenance followed by potholes are the two top reasons for dissatisfaction with Council’s unsealed roads

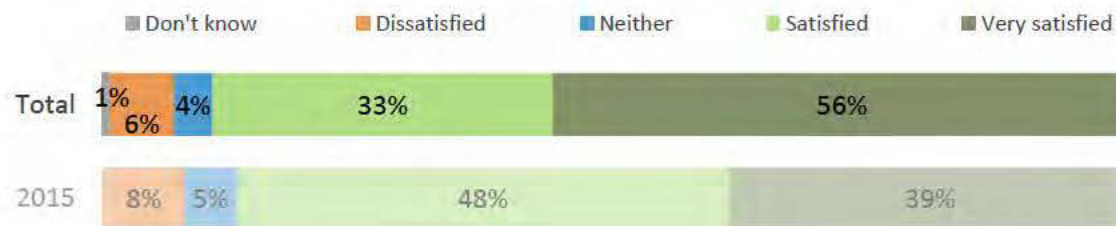
Unsealed roading network



NOTES:
1. Q5: Can you tell me why you were not satisfied / satisfied w th the unsealed roading network in the Waitaki Distr ct?

The number of satisfied residents that receive their water from the Oamaru supply has increased slightly to 89% from 87% in 2015

Oamaru water supply



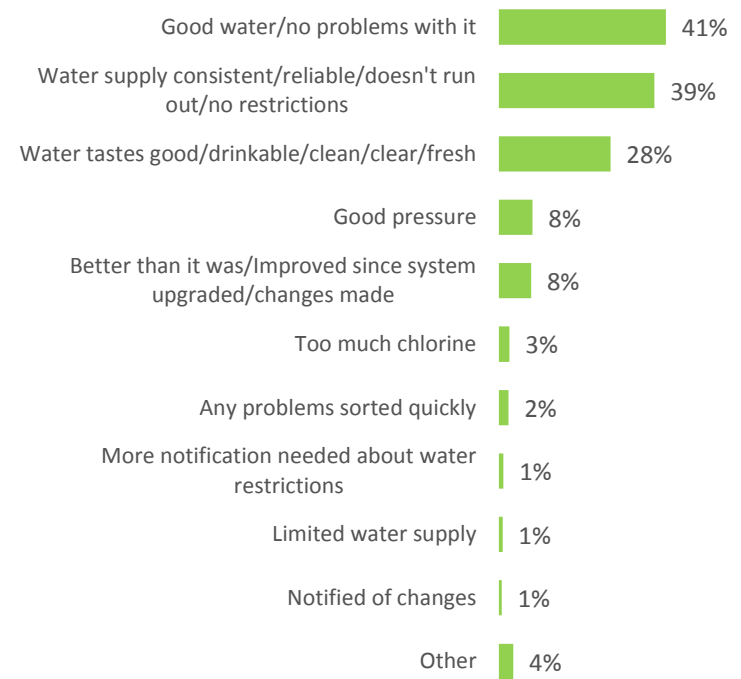
2016 % Satisfied (7-10)	2015 % Satisfied
89%	87%

- NOTES:
1. Total sample: n=186
 2. Q6: Which water supply are you connected to?
 3. Q6a: How satisfied are you with the water supply provided by the Waitaki District Council?
 4. 2015: Reported by Ward; 2016: Reported by water supply connected to

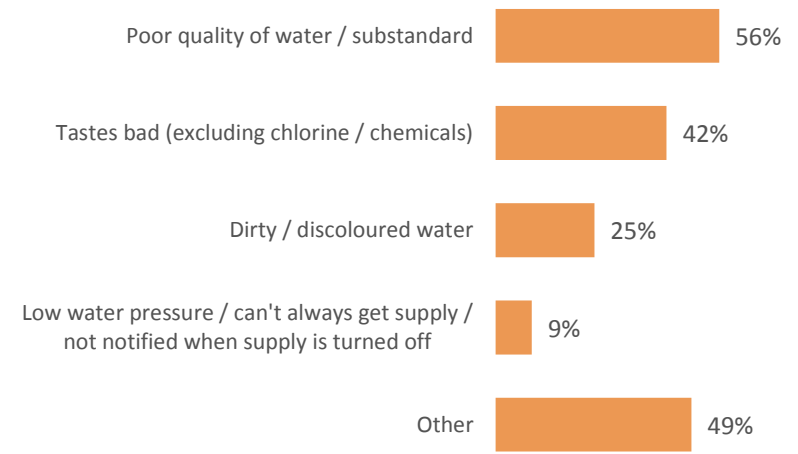
From the small number of dissatisfied residents with the Oamaru water supply, poor water quality was the top reason for their dissatisfaction

Oamaru water supply

Reasons for satisfaction
(n=160)



Reasons for dissatisfaction
(n=8)



NOTES:
1. Q6: Can you tell me why you were not satisfied / satisfied w th the water supply provided by the Waitaki District Council?

The number of satisfied residents that receive their water from the Waihemo supply has decreased from 81% in 2015 to 72%, although the level of dissatisfaction has also decreased

Waihemo water supply



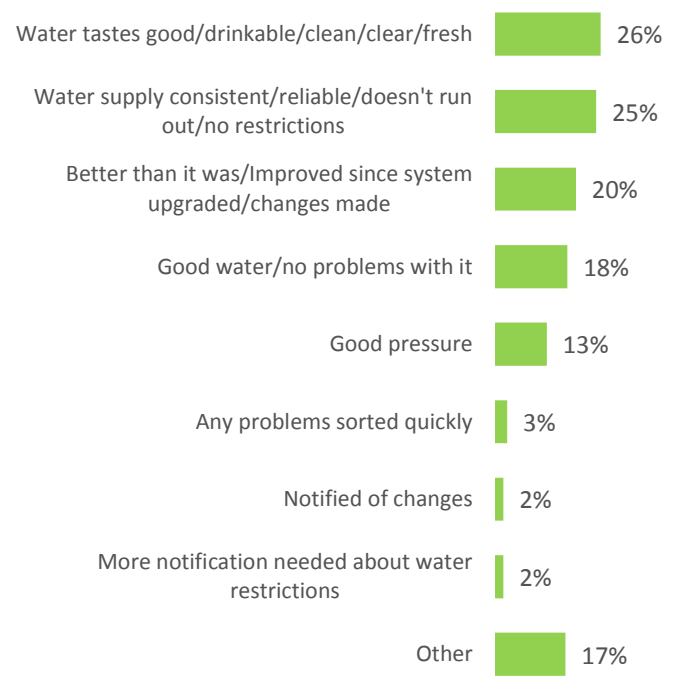
2016 % Satisfied (7-10)	2015 % Satisfied
72%	81%

- NOTES:
1. Total sample: n=57
 2. Q6: Which water supply are you connected to?
 3. Q6b: How satisfied are you with the water supply provided by the Waitaki District Council?
 4. The area of Stoneburn was included in 2016
 5. 2015: Reported by Ward; 2016: Reported by water supply connected to

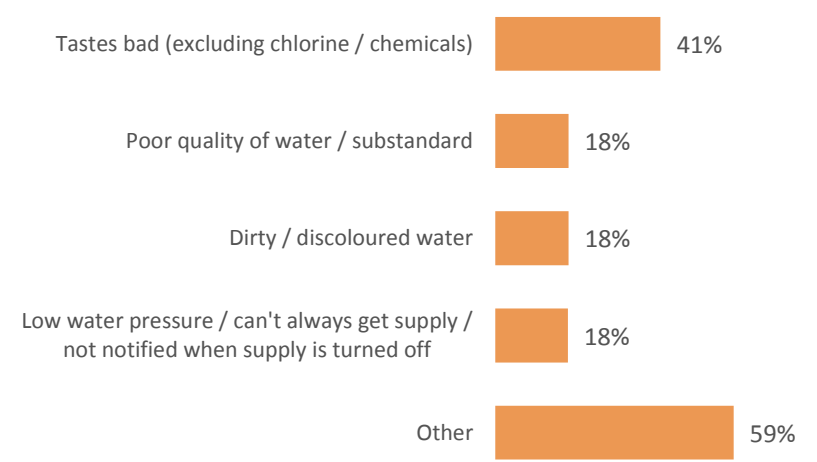
Good drinkable water with a reliable and consistent supply are top reasons that residents are satisfied with the Waihemo water supply

Waihemo water supply

Reasons for satisfaction
(n=33)



Reasons for dissatisfaction
(n=5)



NOTES:
1. Q6: Can you tell me why you were not satisfied / satisfied w th the water supply provided by the Waitaki District Council?

The overall number of residents satisfied with the landfill and transfer station waste services has remained similar to 2015 (39%) with fewer residents having used these services in 2016

Waste services: landfills and transfer stations

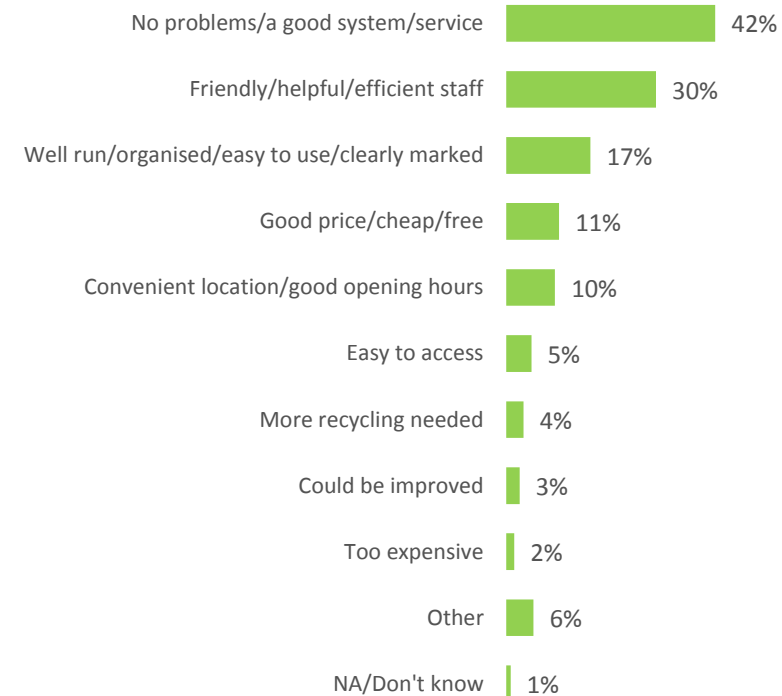


NOTES:
1. Total sample: n=402
2. Q7: How satisfied are you with waste services provided by Council: landfills and transfer stations?

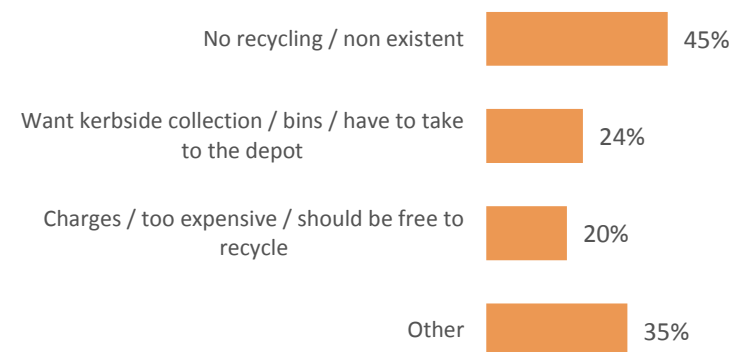
The biggest reason for dissatisfaction with waste services was the lack of recycling

Waste services: landfills and transfer stations

Reasons for satisfaction
(n=130)



Reasons for dissatisfaction
(n=12)

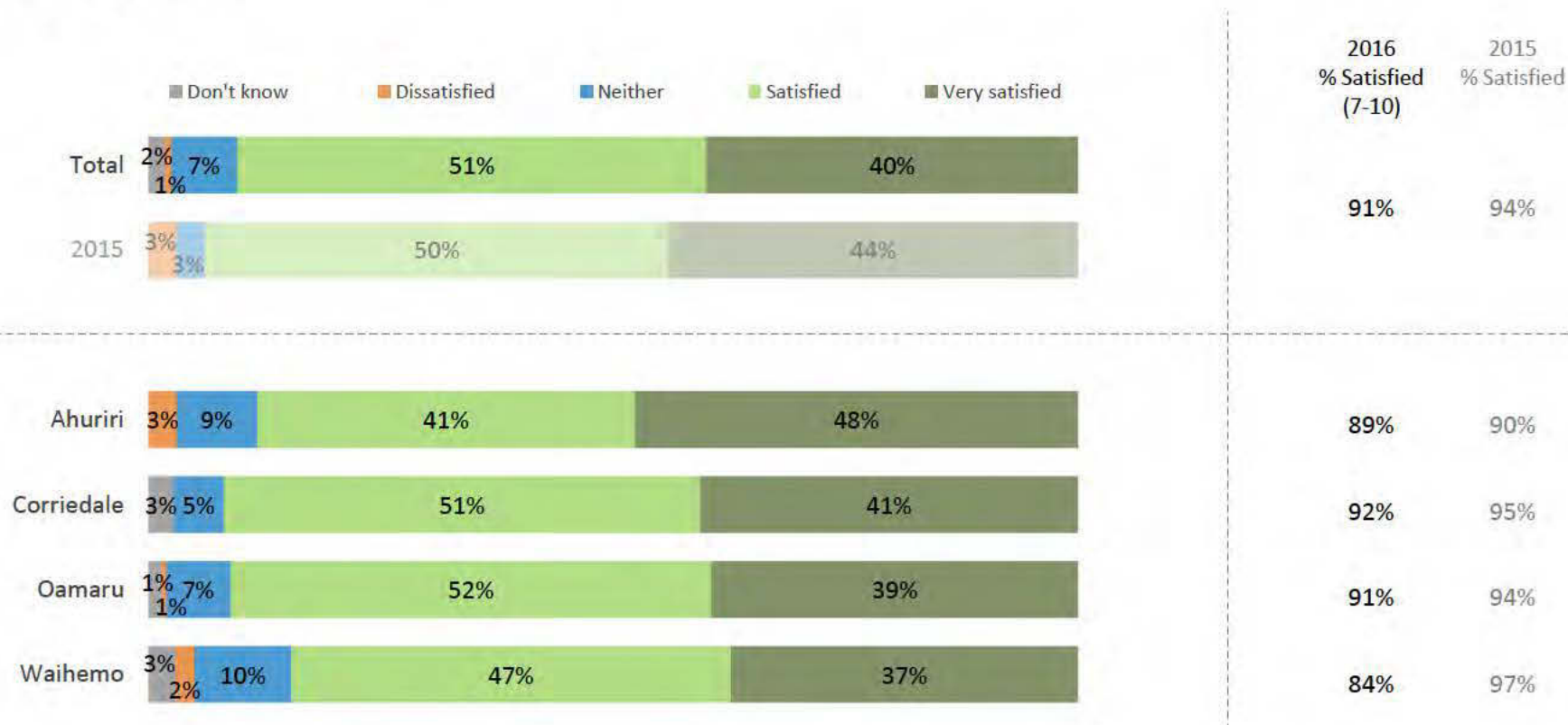


NOTES:

1. Q7: Can you tell me why you were not satisfied / satisfied with waste services provided by Council: landfills and transfer stations?

Just over nine in ten (91%) residents are satisfied that the Waitaki District is generally a safe place to be with fewer satisfied residents in the Waihemo ward (84%)

A safe place to be

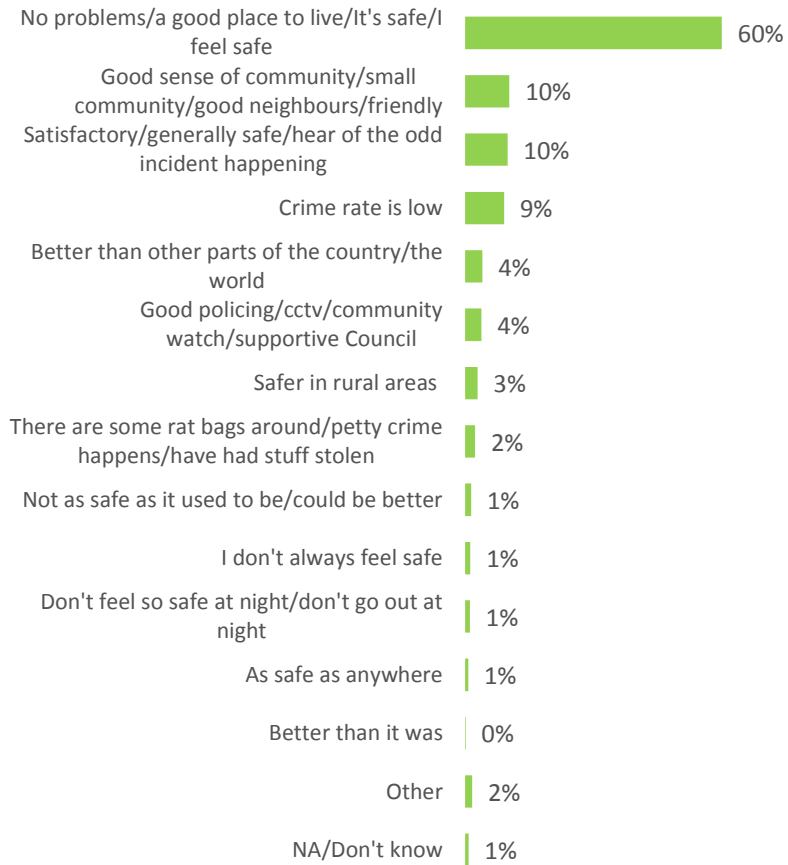


NOTES:
1. Total sample: n=402
2. Q8: How satisfied are you that the Waitaki District is generally a safe place to be?

The two comments received from residents dissatisfied with the Waitaki District being a safe place to be, were with regard to road safety

A safe place to be

Reasons for satisfaction (n=298)



Reasons for dissatisfaction (n=2)

Pedestrian crossings are not well marked, and the traffic travel well over the 50km limit From Redcastle road to Mahino - it needs policing property . There are 2 schools and a rest home and elderly people on mobility scooter need to cross the road for the New World

Roads are not safe

NOTES:
1. Q8: Can you tell me why you were not satisfied / satisfied that the Wa taki District is generally a safe place to be?

A large number of residents (34%) didn't know or were unaware of any information on the development of the gallery and museum

Information on the redevelopment of the gallery and museum



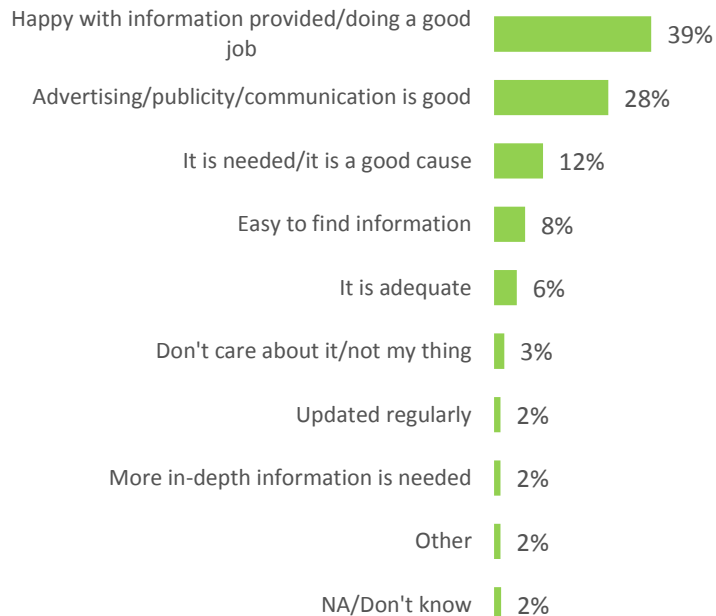
NOTES:

1. Total sample: n=402
2. Q9: How satisfied are you with the level of information provided about the redevelopment of the gallery and museum?

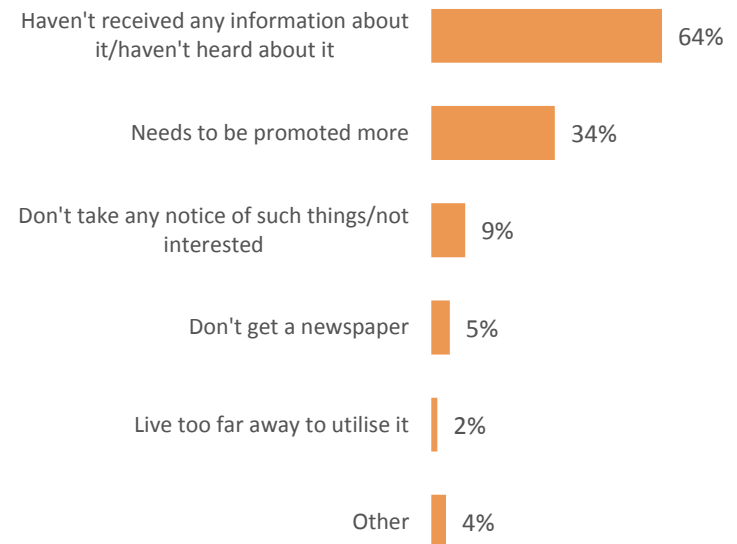
Many residents haven't heard about or received information about the redevelopment of the gallery and museum

Information on the redevelopment of the gallery and museum

Reasons for satisfaction
(n=75)



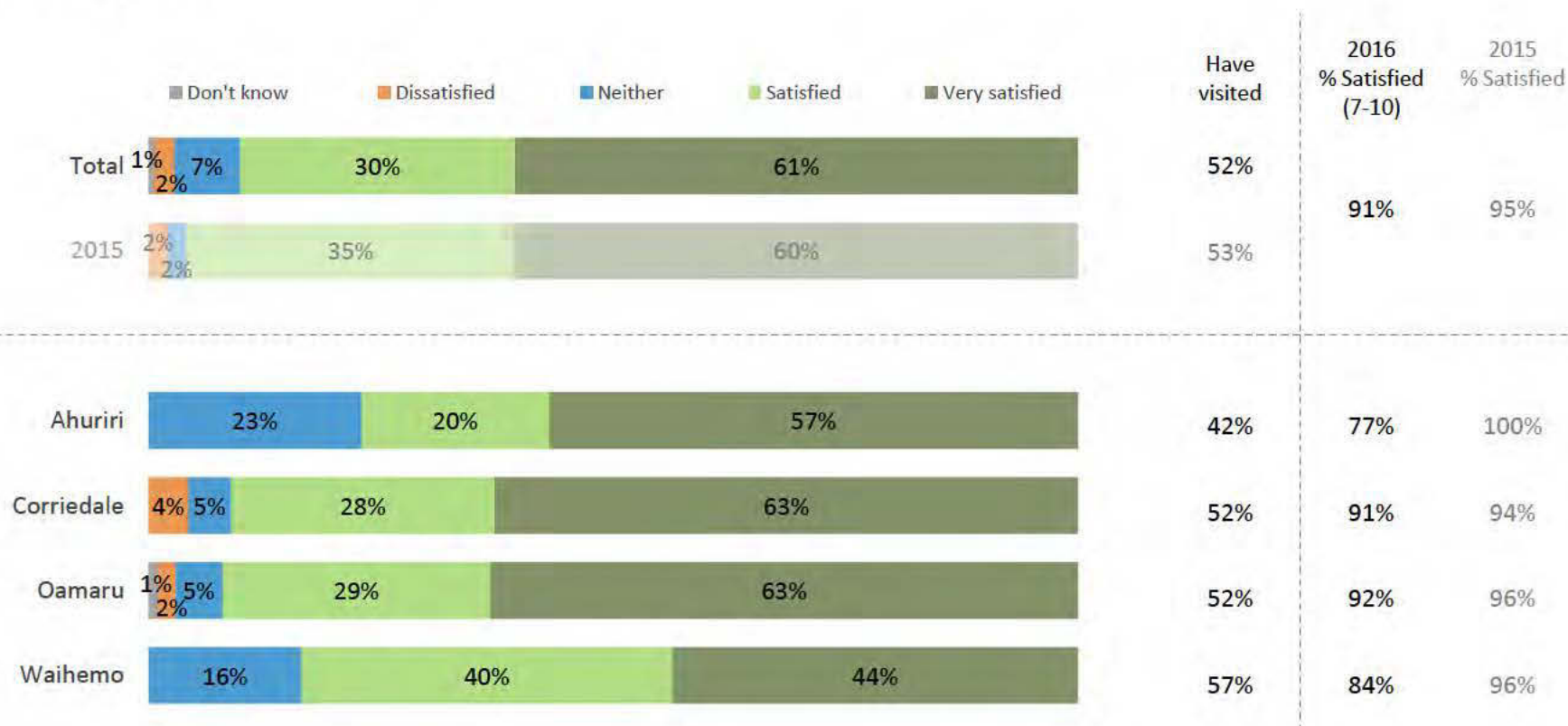
Reasons for dissatisfaction
(n=62)



NOTES:
1. Q9: Can you tell me why you were not satisfied / satisfied with the level of information provided about the redevelopment of the gallery and museum?

Of the 52% of residents that have visited a library in the last 12 months, just over nine in ten (91%) are satisfied (%7-10)

Library services

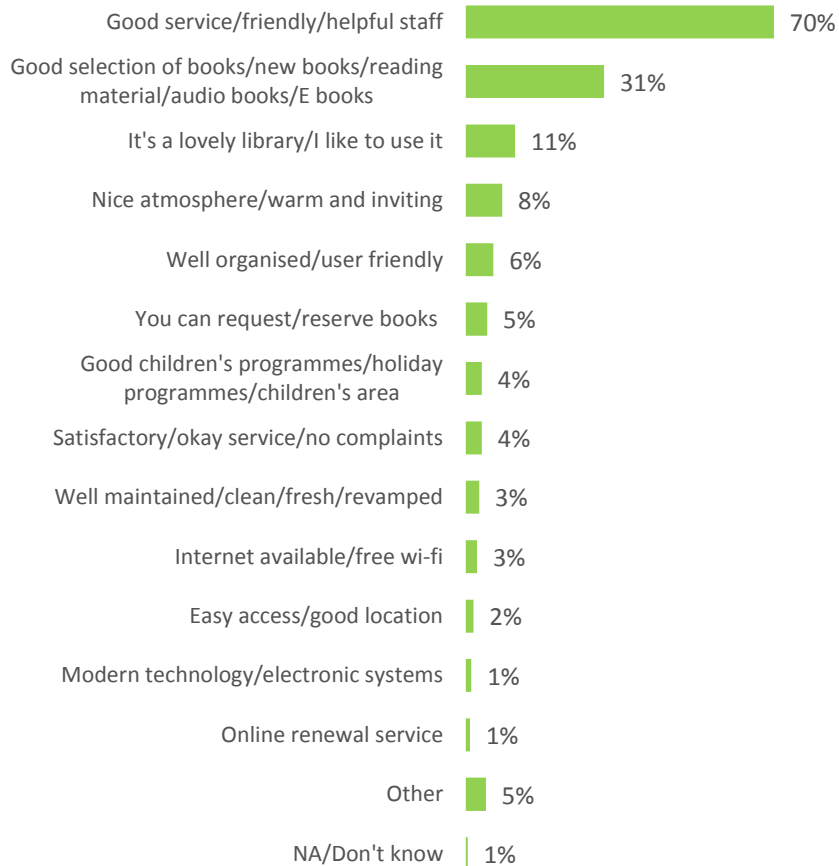


NOTES:
 1. Total sample: n=209
 2. Q10: How satisfied are you with services at any of the libraries in the Waitaki District?

The majority of residents are satisfied with the friendly service and helpful staff at the libraries

Library services

Reasons for satisfaction (n=172)



Reasons for dissatisfaction (n=3)

The books are getting old, not very clean eg. Oamaru library

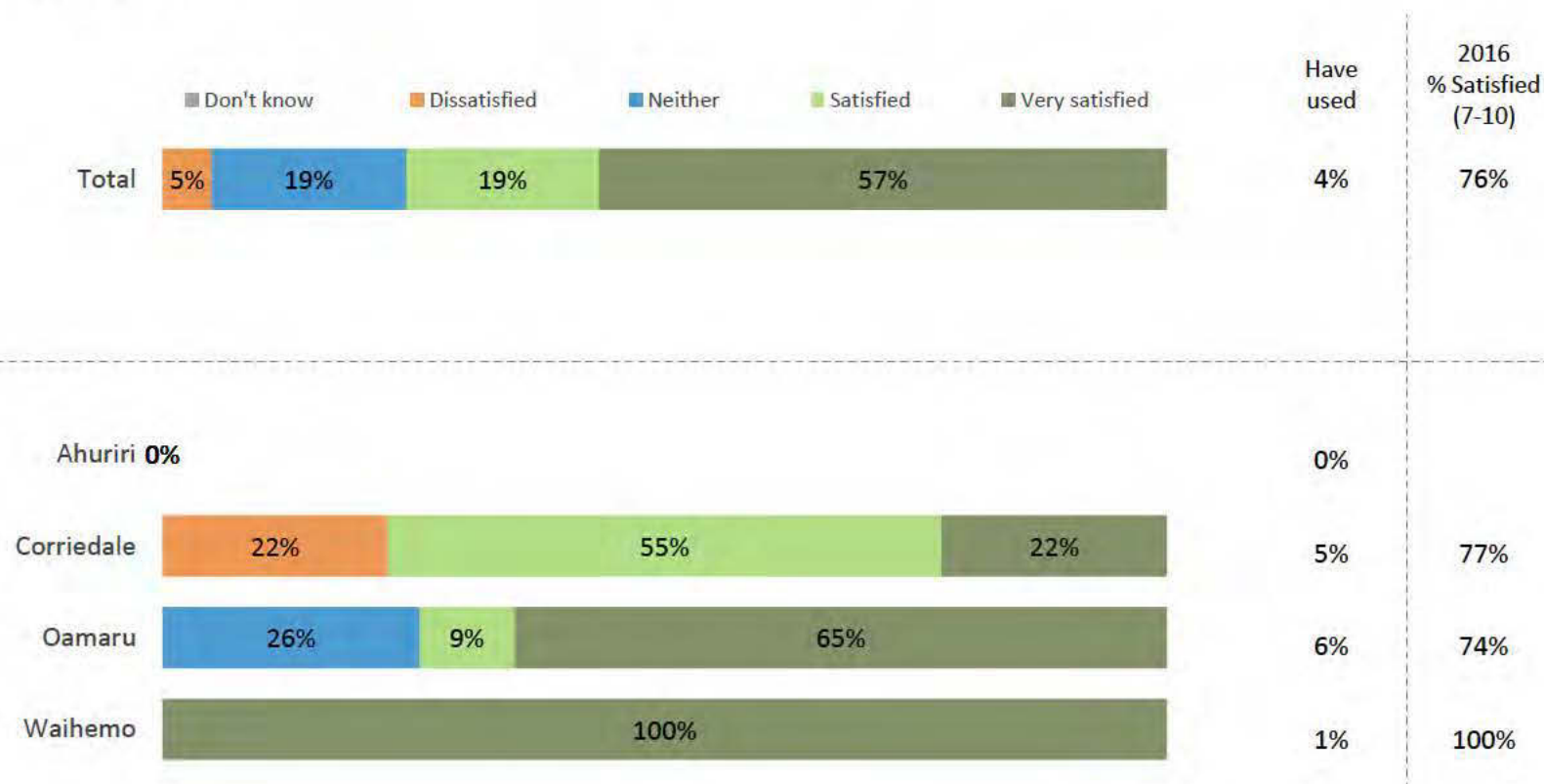
The staff hadn't known the answers to my questions or where to find information to do with genealogy. We need more general pop fiction, recent publications, eg. Authors George Friedman, James Riikard, Ian Wishart, non fiction, Robert Kaplan, Fiction Lee Charles, Wilbur Smith books

They charge for magazines. There is no flexibility with late returns

NOTES:
1. Q10: Can you tell me why you were not satisfied / satisfied with services at any of the libraries in the Waitaki District?

From the total sample, only 4% (n=17) of residents have used the Archive services in the last 12 months with three quarters (76%) of them being satisfied

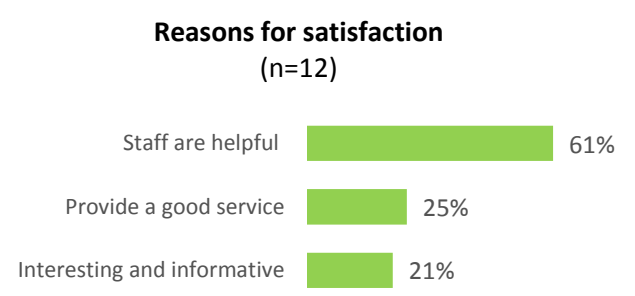
Archive services



NOTES:
1. Total sample: n=17
2. Q11: How satisfied have you been with the Archive services over the past 12 months?

More than half (61%) of those satisfied with the Archive services find the staff to be helpful

Archive services



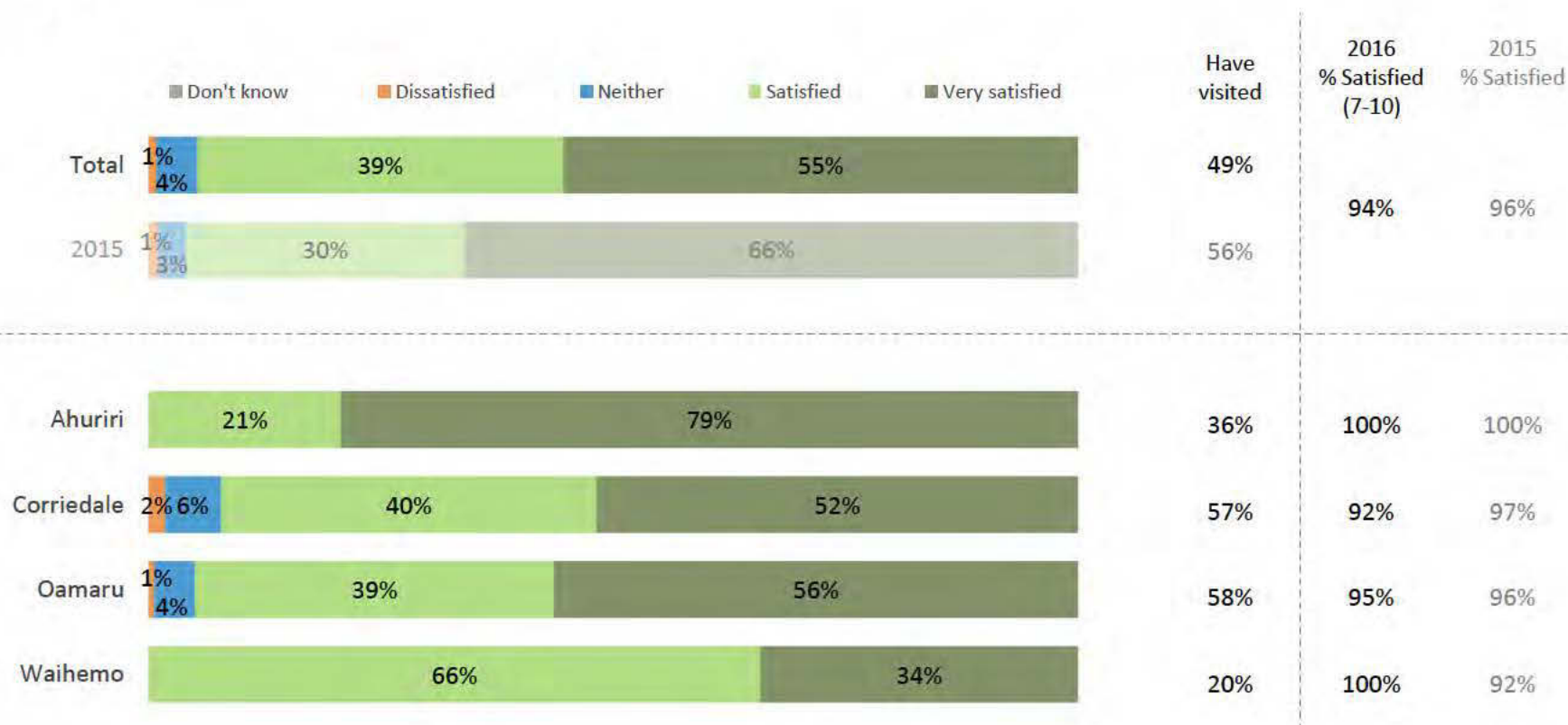
Reasons for dissatisfaction
(n=1)

They didn't know what I was talking about, I was doing a family tree. I went to Gisborne they had everything I needed microfiche record, old newspapers and knew where to look for information

NOTES:
1. Q11: Can you tell me why you were not satisfied / satisfied with the Archive services over the past 12 months?

Of the almost half (49%) of residents that have visited the Opera house, 94% are satisfied compared to 96% in 2015

Opera house



NOTES:

1. Total sample: n=195
2. Q12: How satisfied are you with the Opera House?

The two reasons given for dissatisfaction with the Opera house related to random technical faults

Opera house



Reasons for dissatisfaction (n=2)

Heating went out and they had to bring out blankets to keep us warm

The terminal was down when we went to book and it was down the week before, should be fixed quickly

NOTES:
1. Q12: Can you tell me why you were not satisfied / satisfied with the Opera House?

There has been a very slight increase in the number of satisfied residents with the parks and/or reserves at 91% compared to 90% in 2015

Parks and reserves

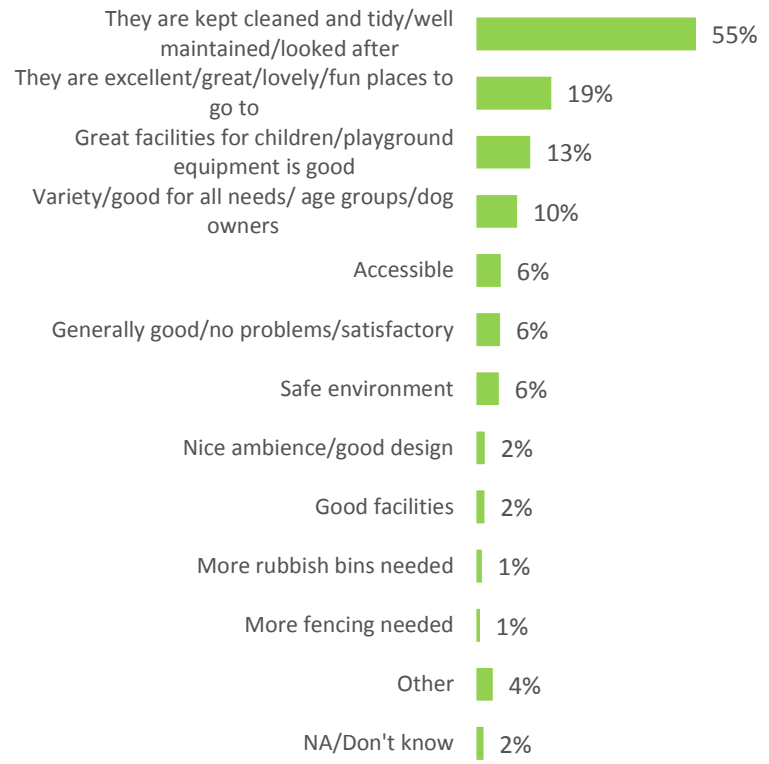


NOTES:
1. Total sample: n=262
2. Q13: How satisfied are you with the parks and/or reserves in the Waitaki District?

Over half (55%) of the residents satisfied with parks and reserves state that they are kept clean and tidy and are well maintained

Parks and reserves

Reasons for satisfaction
(n=186)



Reasons for dissatisfaction
(n=4)

There are not many places you can take our dogs without a car

Need BBQ's going at different parks. Need seating areas for birthday parties like a pergola. They need to upmarket the parks and better fun facilities for children

Hampden beach, Katiki rest stops, the rubbish bins need to be emptied more often. There is toilet paper lying around and general rubbish lying around

Less equipment for kids they need more

NOTES:
1. Q13: Can you tell me why you were not satisfied / satisfied with the parks and/or reserves in the Wa taki District?

The least number of satisfied residents with the Waitaki Lakes camping ground are from the Ahuriri ward (57%) which has seen a drop from 83% the previous year

Waitaki Lakes camping ground



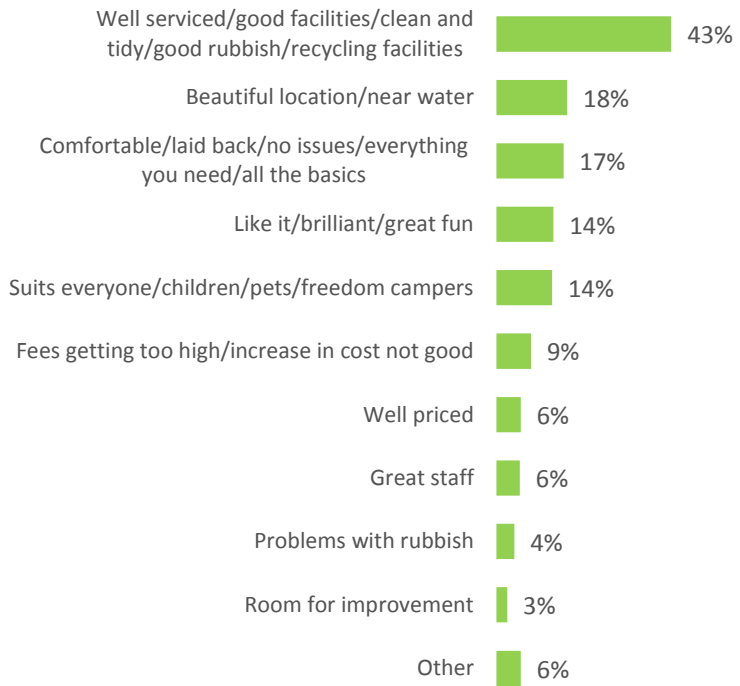
NOTES:

1. Total sample: n=47
2. Q14: How satisfied are you with the Waitaki District Council Lakes camping ground over the past 12 months?

Unclean toilet facilities at the Waitaki Lakes camping ground received two mentions for dissatisfaction

Waitaki Lakes camping ground

Reasons for satisfaction
(n=31)



Reasons for dissatisfaction
(n=2)

Ohau toilets very old, smells, we need a new facility, it was meant to have been redone

The lack of services, unclean water supply, regulation of refuse collection, bins not keeping up with demand, unclean toilets, boat ramp fees

NOTES:
1. Q14: Can you tell me why you were not satisfied / satisfied with the Waitaki District Council Lakes camping ground over the past 12 months?

There are less satisfied residents in Corriedale and Waihemo than before with sports fields and facilities in the Waitaki District

Sports fields and facilities

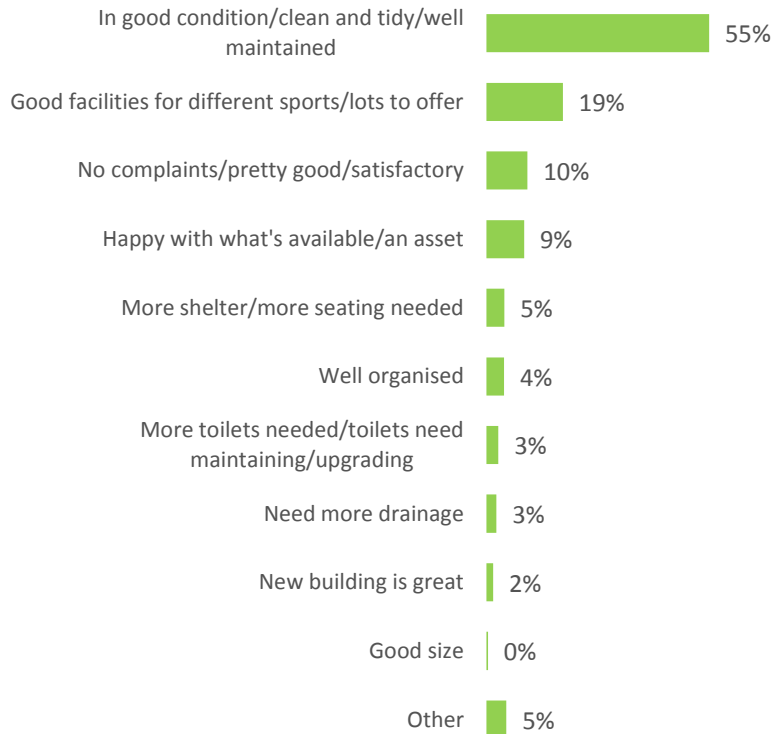


NOTES:
1. Total sample: n=185
2. Q15: How satisfied are you with sports fields and facilities in the Waitaki District?

The sports fields and facilities being kept clean and tidy and in good condition are the main reason for satisfaction given by residents

Sports fields and facilities

Reasons for satisfaction (n=105)



Reasons for dissatisfaction (n=1)

That the state of the AMP Grounds in Oamaru is appalling and this is what I have based it on

NOTES:
1. Q15: Can you tell me why you were not satisfied / satisfied with sports fields and facilities in the Waitaki District?

The number of satisfied residents with the public toilets has decreased to 69% from 75% in 2015

Public toilets



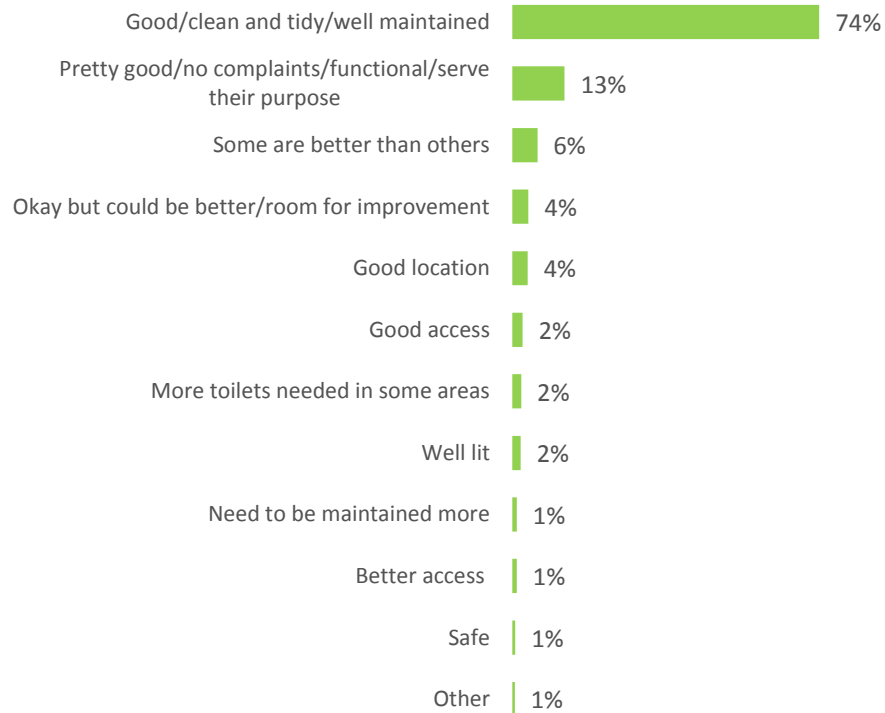
NOTES:

1. Total sample: n=255
2. Q16: How satisfied are you with the public toilets?

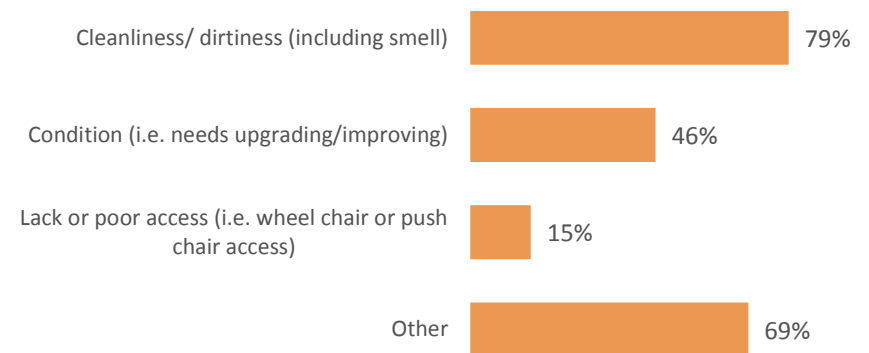
Reasons for dissatisfaction with the public toilets relate to their cleanliness

Public toilets

Reasons for satisfaction
(n=120)



Reasons for dissatisfaction
(n=17)



NOTES:
1. Q16: Can you tell me why you were not satisfied / satisfied with the public toilets?

The high level of satisfaction with the Aquatic Centre has remained similar to the previous year

Aquatic Centre



NOTES:

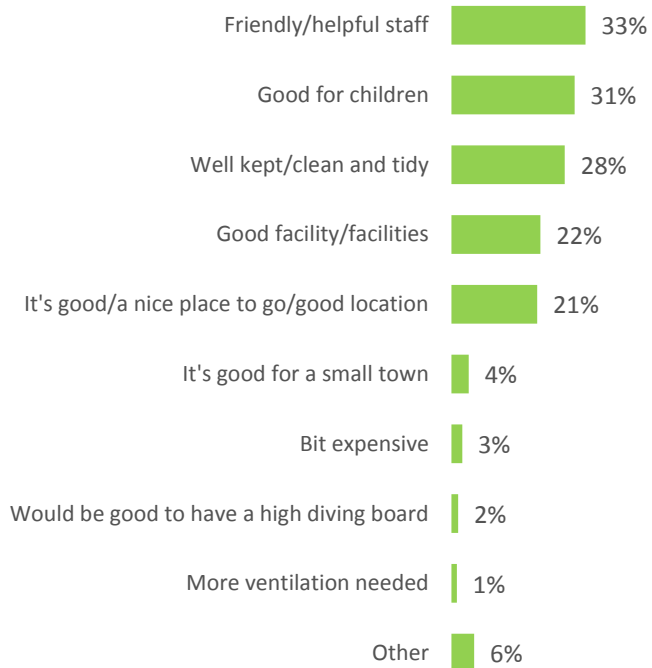
1. Total sample: n=146
2. Q17: How satisfied are you with the Aquatic Centre?

Friendly and helpful staff and being good for children are top reasons given for satisfaction with the Aquatic Centre

Aquatic Centre

Reasons for satisfaction
(n=112)

Reasons for dissatisfaction
(n=1)

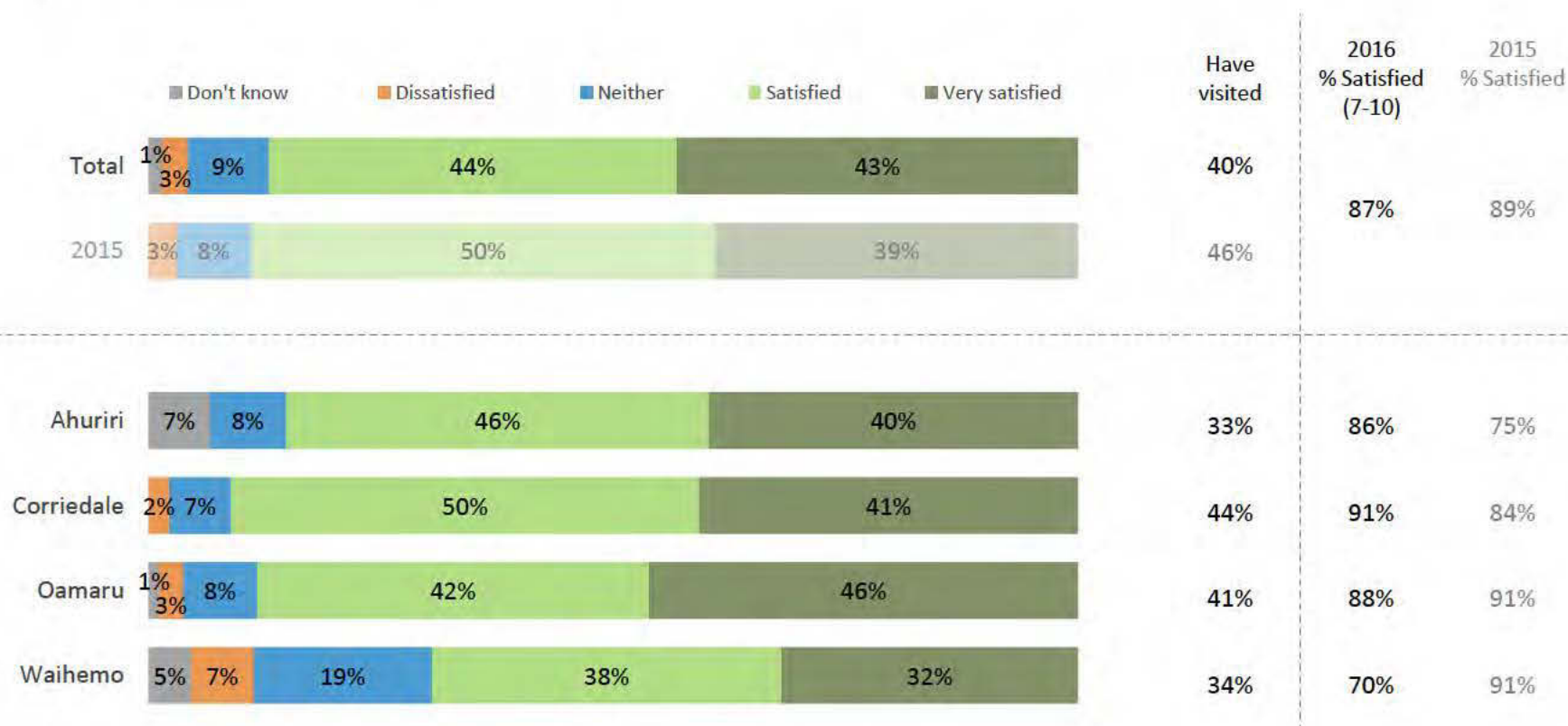


They were not clean, not enough maintenance and they need to update the changing rooms and shower curtains

NOTES:
1. Q17: Can you tell me why you were not satisfied / satisfied with the Aquatic Centre?

Nearly nine in ten (87%) residents that have visited a cemetery in the past 12 months are either satisfied or very satisfied (%7-10)

Cemeteries



NOTES:

1. Total sample: n=160
2. Q18: How satisfied are you with cemeteries in the Waitaki District?

The majority of residents that had visited a cemetery were satisfied with them being clean and tidy and well maintained

Cemeteries

Reasons for satisfaction
(n=116)



Reasons for dissatisfaction
(n=5)

- Nobody empties the rubbish bins frequently*
- The headstones were falling over, grave sites need to be fixed, better presentation as shabby Maheo cemetery*
- I recently buried my father and we were rushed to complete the service at the graveside at 3.30pm in the afternoon because the sexton had to have the grave filled in by a certain time, and the whole service was rushed through so that this could be done and we felt that this was totally unacceptable behaviour from the staff*
- Although it may be maintained they don't do more to make it visually appealing*
- Poor condition / need upgrading / lack of maintenance*

NOTES:
1. Q18: Can you tell me why you were not satisfied / satisfied with cemeteries in the Wa taki District?

There are a number of residents (12%) who were either unable or unwilling to provide a satisfaction score for the performance of the Mayor and Councillors

Performance of the Mayor and Councillors



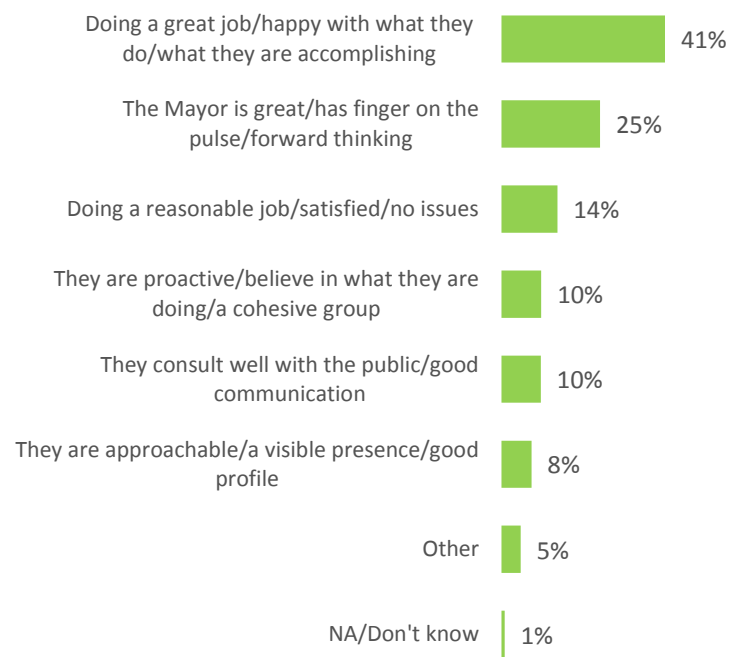
NOTES:

1. Total sample: n=402
2. Q19: How satisfied are you with the performance of the mayor and Councillors over the last 12 month period?

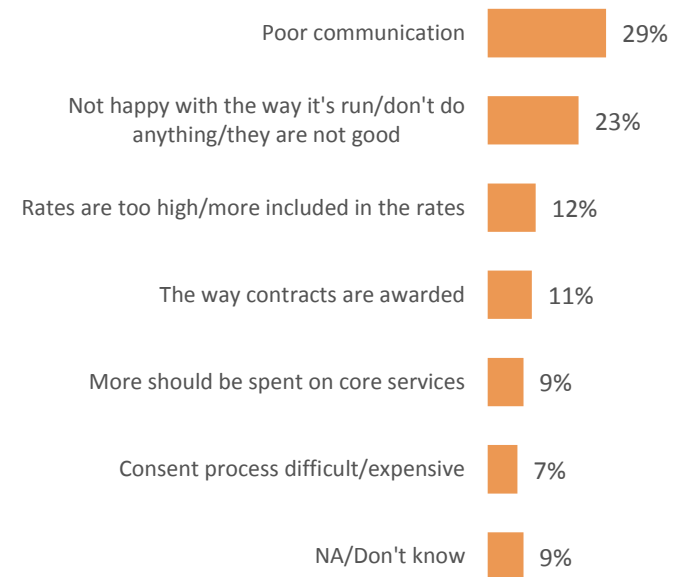
Of the residents that are satisfied with the performance of the Mayor and Councillors, four in ten (41%) are happy with what they are doing and with what is being accomplished

Performance of the Mayor and Councillors

Reasons for satisfaction
(n=174)



Reasons for dissatisfaction
(n=12)

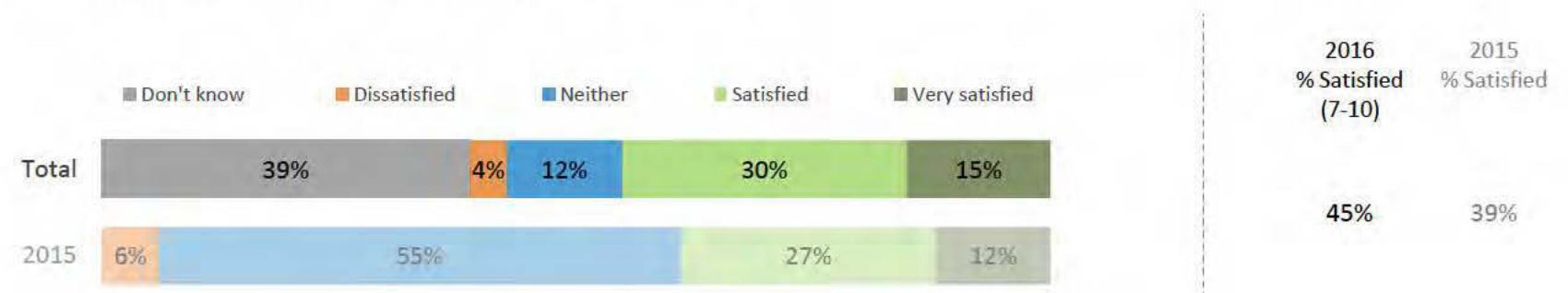


NOTES:

1. Q19: Can you tell me why you were not satisfied / satisfied with the performance of the mayor and Councillors over the last 12 month period?

There are a large number (39%) of residents in Ahuriri who were undecided with regard to the performance of their local Community Board members

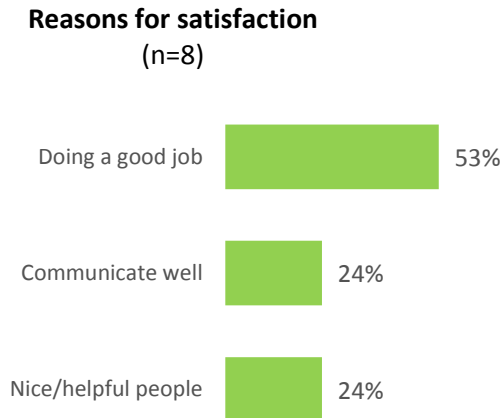
Performance of Ahuriri Community Board members



NOTES:
 1. Total sample: n=36
 2. Q20: How satisfied are you with the performance of Ahuriri Community Board members?

Residents of Ahuriri that are satisfied with the performance of their local Community Board members felt that they were doing a good job

Performance of Ahuriri Community Board members

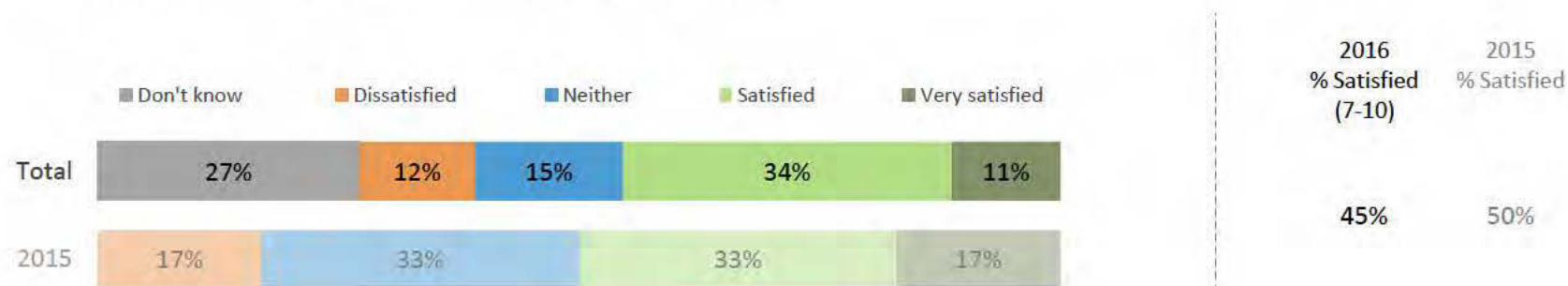


NOTES:

1. Q20: Can you tell me why you were not satisfied / satisfied with the performance of Ahuriri Community Board members?

Similarly there is also a large number (27%) of residents in Waihemo who are undecided with regard to the performance of their local Community Board members

Performance of Waihemo Community Board members

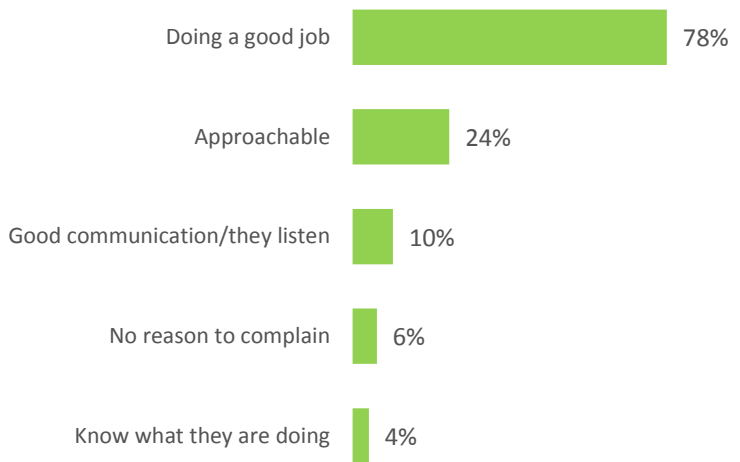


NOTES:
 1. Total sample: n=69
 2. Q21: How satisfied are you with the performance of Waihemo Community Board members?

As with the residents of Ahuriri those from the Waihemo ward that are satisfied with the performance of their local Community Board members felt that they were doing a good job

Performance of Waihemo Community Board members

Reasons for satisfaction
(n=14)



Reasons for dissatisfaction
(n=4)

Lack of consultation. On new bus stop site and the redevelopment of the shopping area in Palmeston

They just cost money and don't produce any reports or results

You don't often hear about what community work that they do. Maybe they do do it but whatever it is I don't know anything about it

NOTES:
1. Q21: Can you tell me why you were not satisfied / satisfied with the performance of Waihemo Community Board members?

There has been a decline in the number of satisfied residents with Council's consultation with the community

Council's consultation with the community

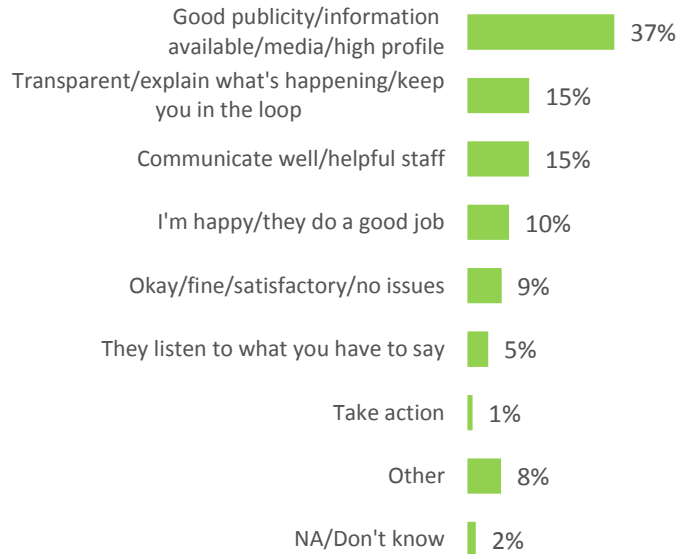


NOTES:
1. Total sample: n=402
2. Q22: How satisfied are you with Council's consultation with the community?

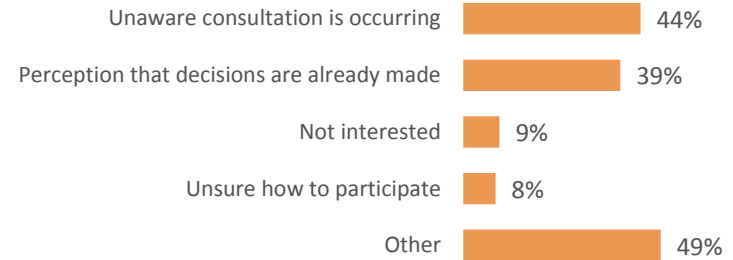
The main reasons given for satisfaction with Council’s consultation with the community are; good publicity, information being available and a high profile and media presence

Council’s consultation with the community

Reasons for satisfaction
(n=97)



Reasons for dissatisfaction
(n=24)



The old mayor was good and I knew him personally but I have not met the new one

Maybe, not so sure that everything is listened too

Going through the process, bound by law to get expressions of interest

NOTES:
1. Q22: Can you tell me why you were not satisfied / satisfied with Council’s consultation with the community?

From the significantly small number of residents that have made contact with Council regarding Civil Defence Management, fewer are satisfied (62%) compared to 2015 (86%)

Civil Defence Emergency Management



NOTES:

1. Total sample: 2016 n=13; 2015 n=7
2. Q23: How satisfied are you with Civil Defence Emergency Management?

From the small number of residents that have experience with Civil Defence Emergency Management, those that are satisfied find them helpful and knowledgeable

Civil Defence Emergency Management

Reasons for satisfaction (n=5)

Good, knowledgeable and in touch with community

It's voluntary community very involved and important to us

We are kept up to date with what is happening

They are helpful and informative

Very good, they have contacted me about it too

Reasons for dissatisfaction (n=2)

They are trying to disband the organisation in a little settlement

NOTES:

1. Q23: Can you tell me why you were not satisfied / satisfied with Civil Defence Emergency Management?

There has been a slight increase in the number of satisfied residents with the time of response from Council when lodging a request regarding roads and footpaths

Time of response from Council: roads and footpaths request



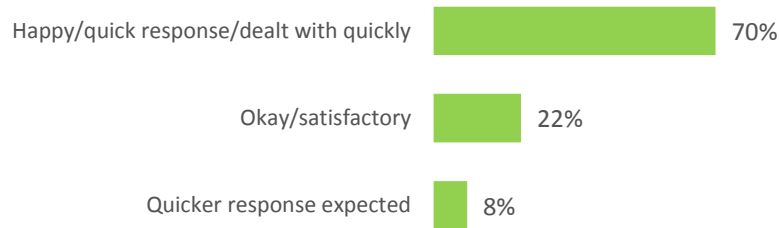
NOTES:

1. Total sample: n=53
2. Q24: Have you lodged a customer request to Council over the past 12 months regarding roads or footpaths?
3. Q24a: If yes, were you satisfied with the time of the response from Council?

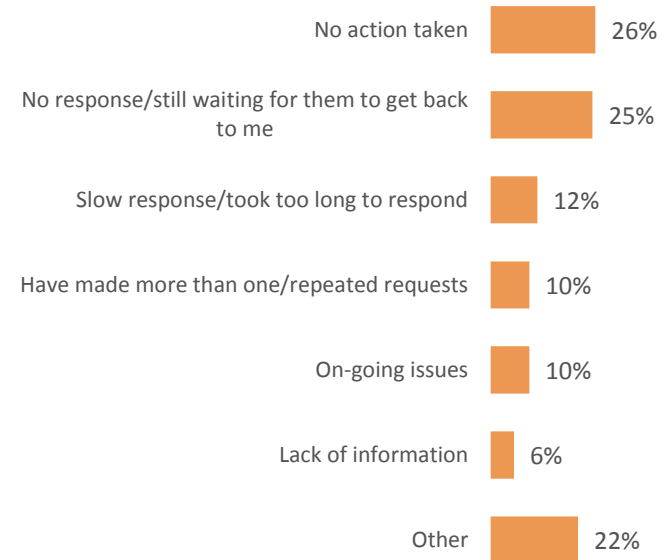
Top reasons given by dissatisfied residents with the response time are; no action taken or no response received

Time of response from Council: roads and footpaths request

Reasons for satisfaction
(n=15)



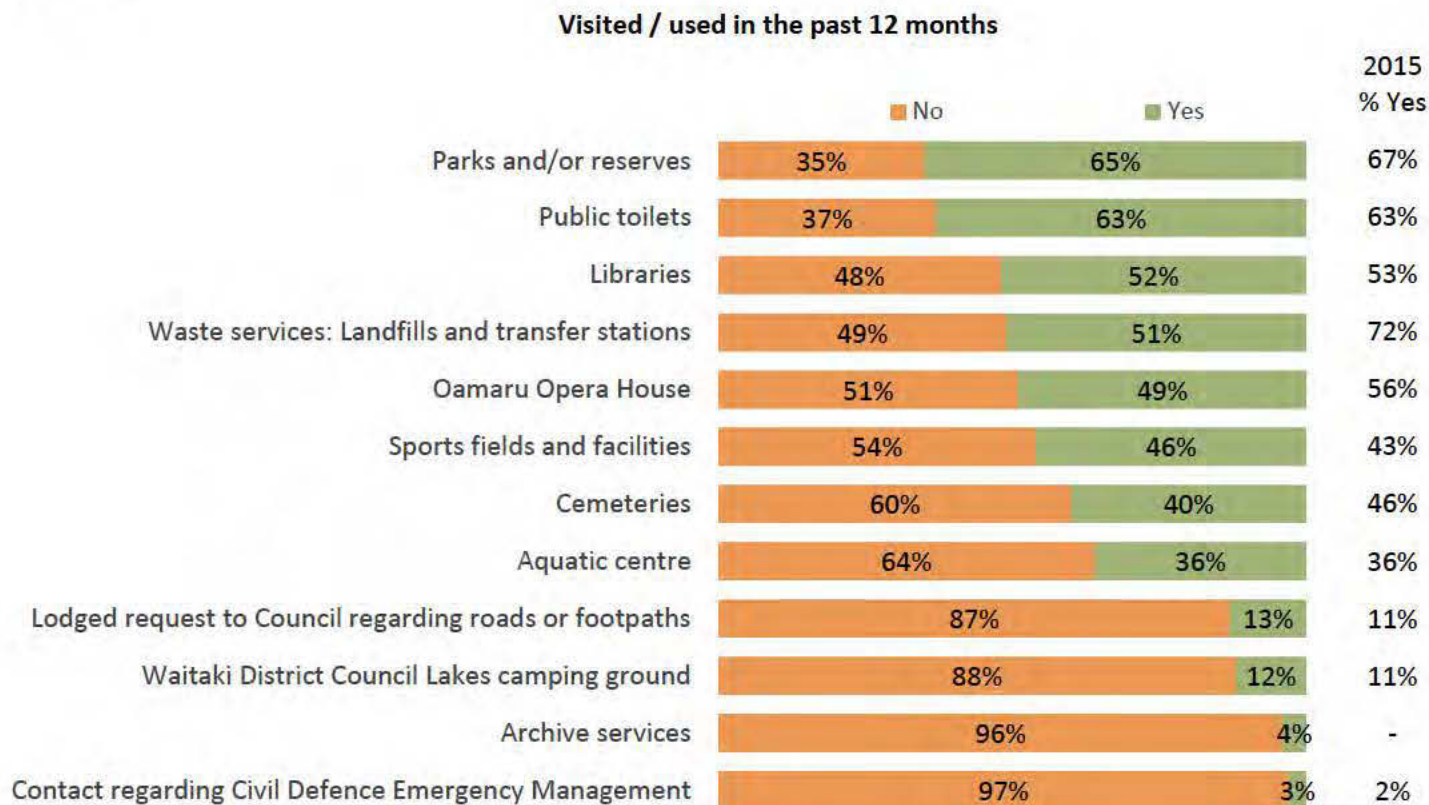
Reasons for dissatisfaction
(n=18)



NOTES:
1. Q24: Can you tell me why you were not satisfied / satisfied with the time of the response from Council?

Visitation and usage of services provided by Council has remained similar to 2015 with the exception of a decrease in waste services usage from 72% to 51%

Frequency of use



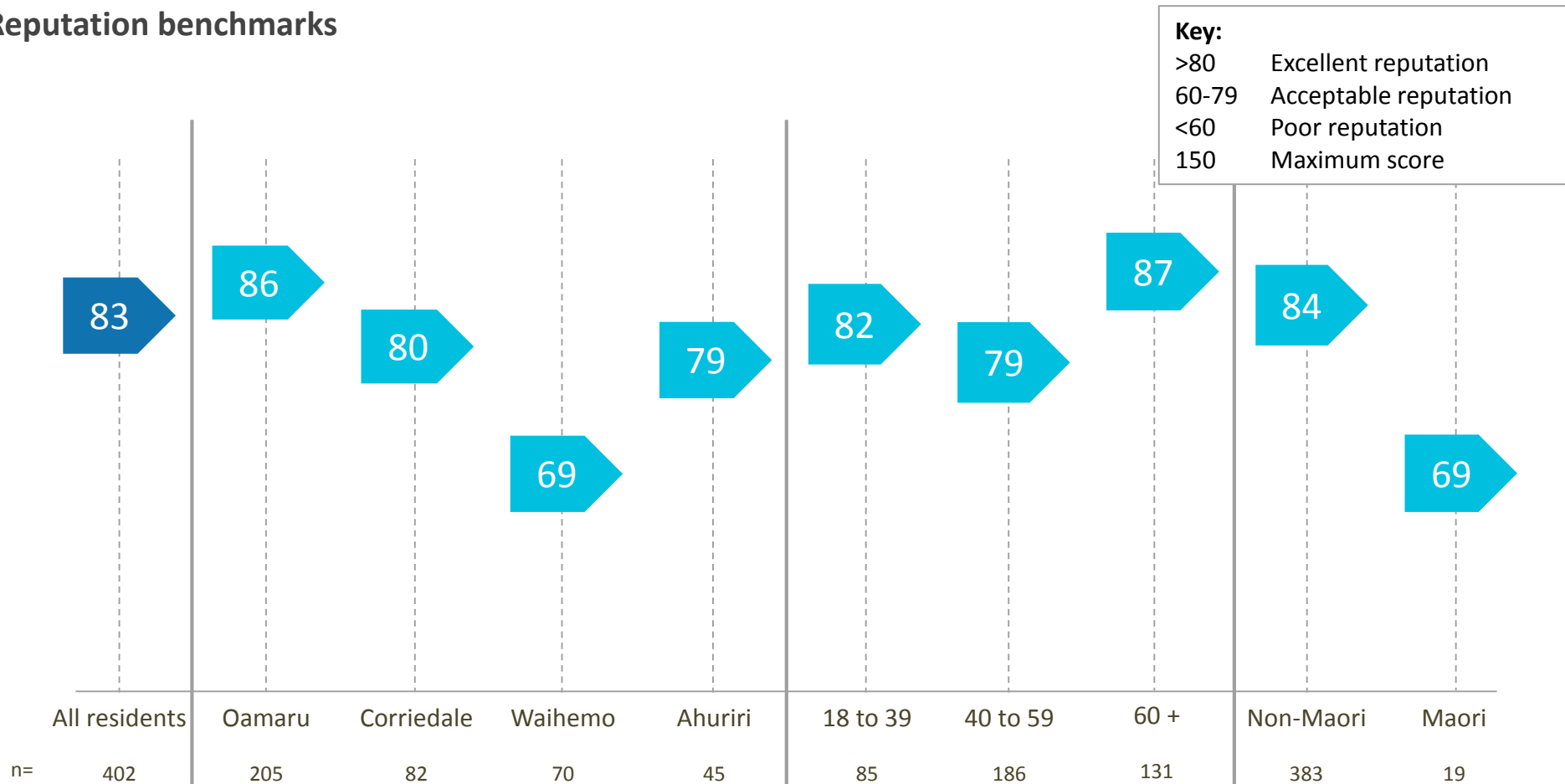
NOTES:
 1. Total sample: n=402
 2. Q: In the last 12 months, have you visited or used the following services provided by Council...



Understanding reputation

The Waitaki District Council has a particularly strong reputation with an overall benchmark score of 83 where results above 80 are considered to be *'excellent'*

Reputation benchmarks



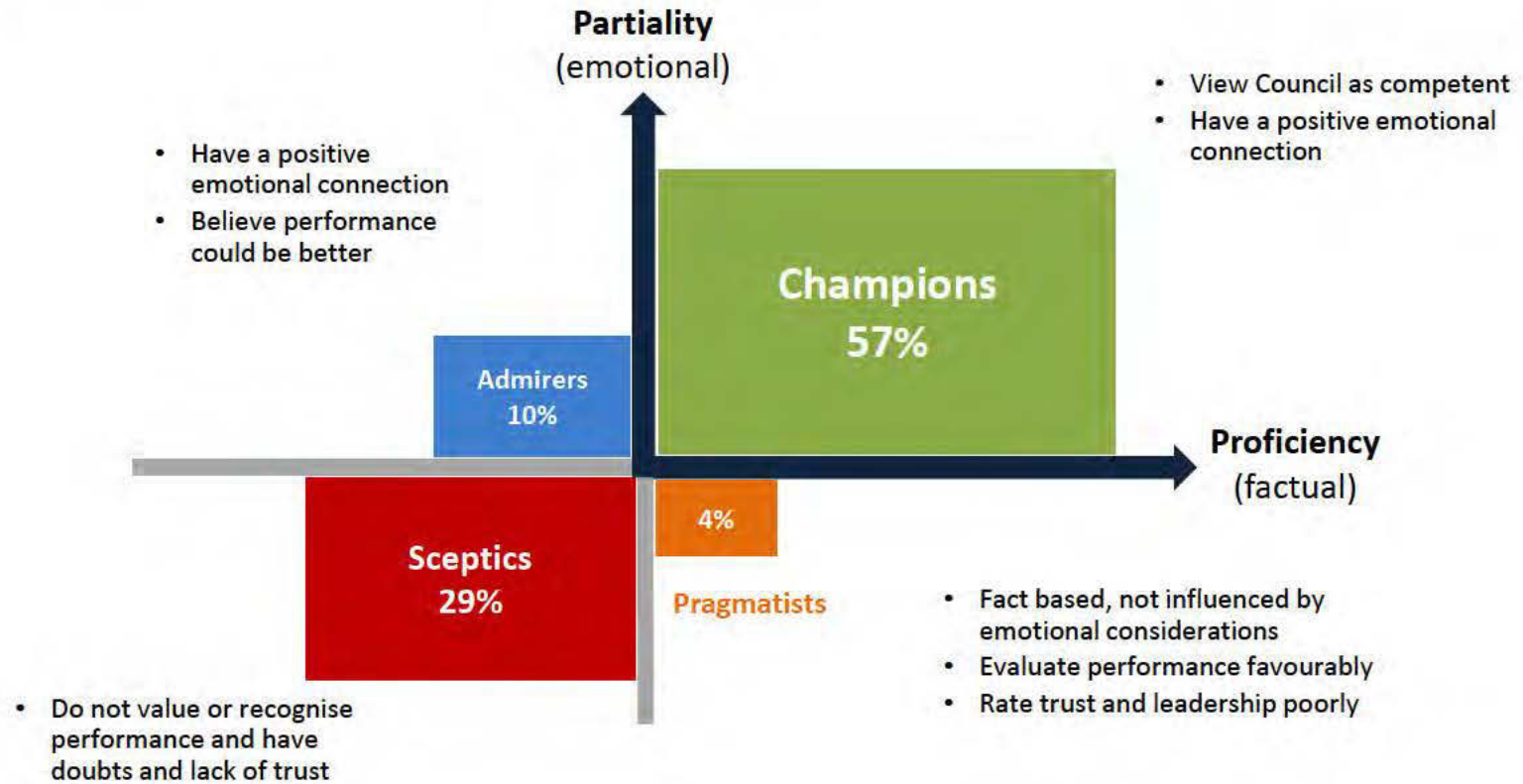
Key:
 >80 Excellent reputation
 60-79 Acceptable reputation
 <60 Poor reputation
 150 Maximum score

NOTES:

1. Sample n=402; don't know n=27
2. OVREP. So everything considered, leadership, trust, financial management and quality of services provided, how would you rate the Wa taki District Council for its overall reputat on?
3. The benchmark is calculated by re-scaling the overall reputation measure to a new scale between -50 and +150 to improve granularity for the purpose of benchmarking

The Waitaki District Council has a high proportion of ‘Champions’ with 57% of residents believing that Council is doing a good job and have a positive emotional connection

Reputation profile

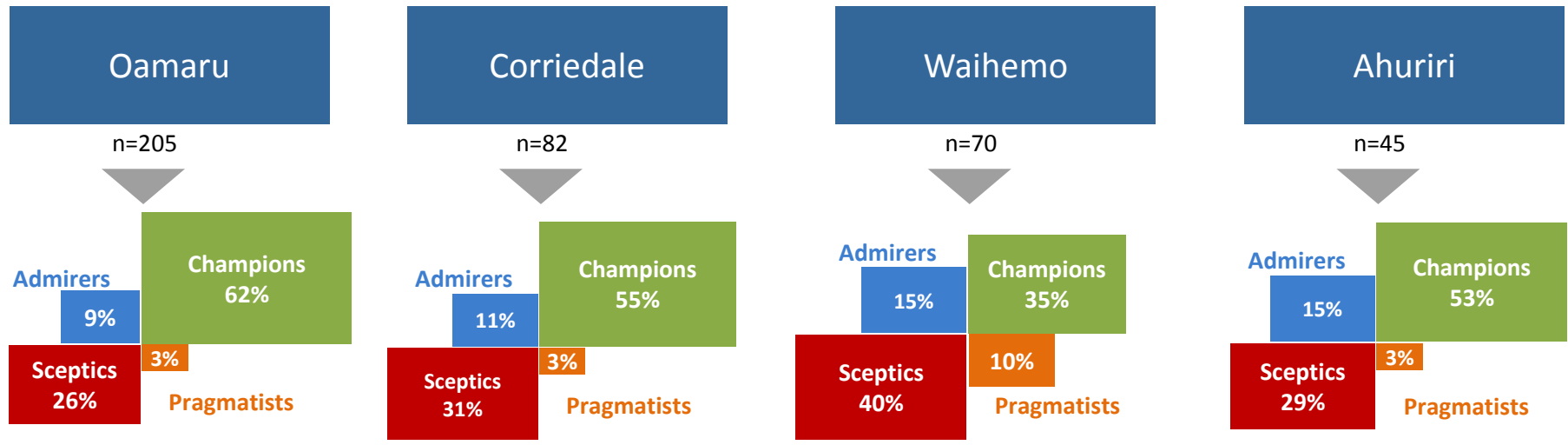


Sample: n=402

1. Segments have been determined using the results from a set of five overall level questions
2. REP1 leadership, REP2 trust, REP3 financial management, REP4 quality of deliverables, REP5 overall reputation

There are less *'champions'* in the Waihemo ward where residents have doubts and mistrust in the Council and are more likely to be sceptical

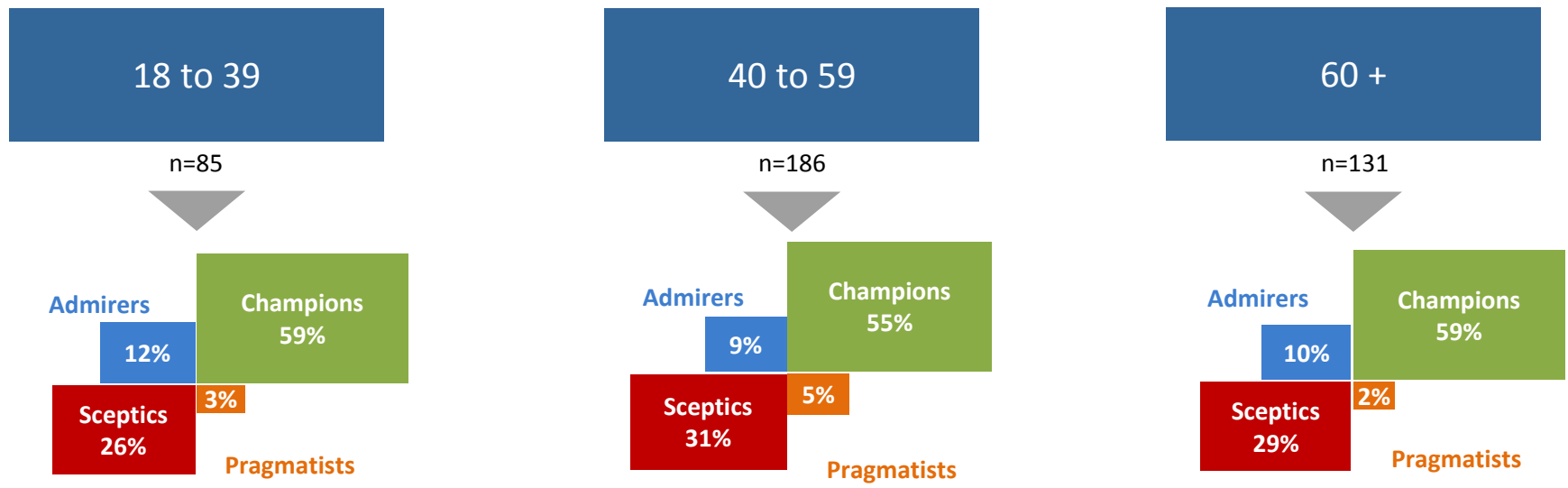
Reputation profile: Wards



1. Segments have been determined using the results from a set of five overall level questions
 2. REP1 leadership, REP2 trust, REP3 financial management, REP4 quality of deliverables, REP5 overall reputation

The middle aged group show a slightly lower level of ‘Champions’ compared to the younger and older age groups

Reputation profile: Age



1. Segments have been determined using the results from a set of five overall level questions
 2. REP1 leadership, REP2 trust, REP3 financial management, REP4 quality of deliverables, REP5 overall reputation



Drivers of Overall Satisfaction

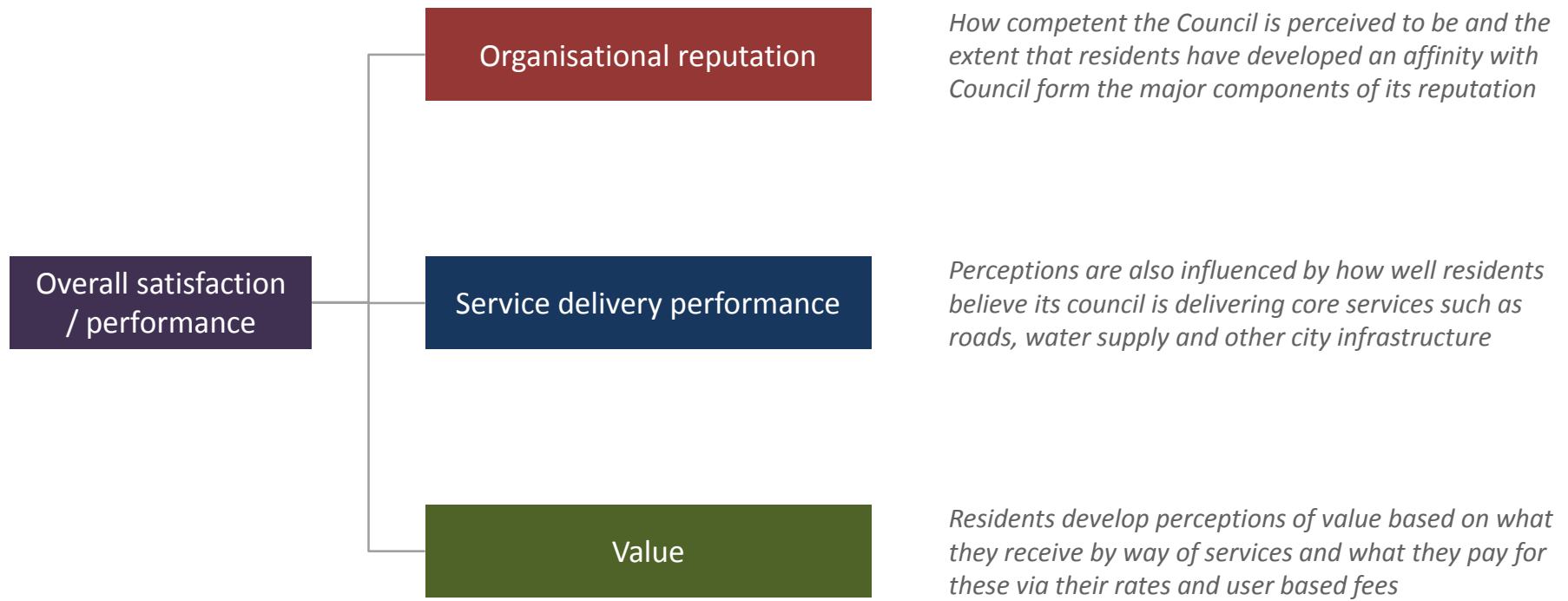
The foundation of the framework used is to determine how the various reputation, service and value elements impact residents overall evaluation of Council

Overview



Top level attribute to measure

Rationale

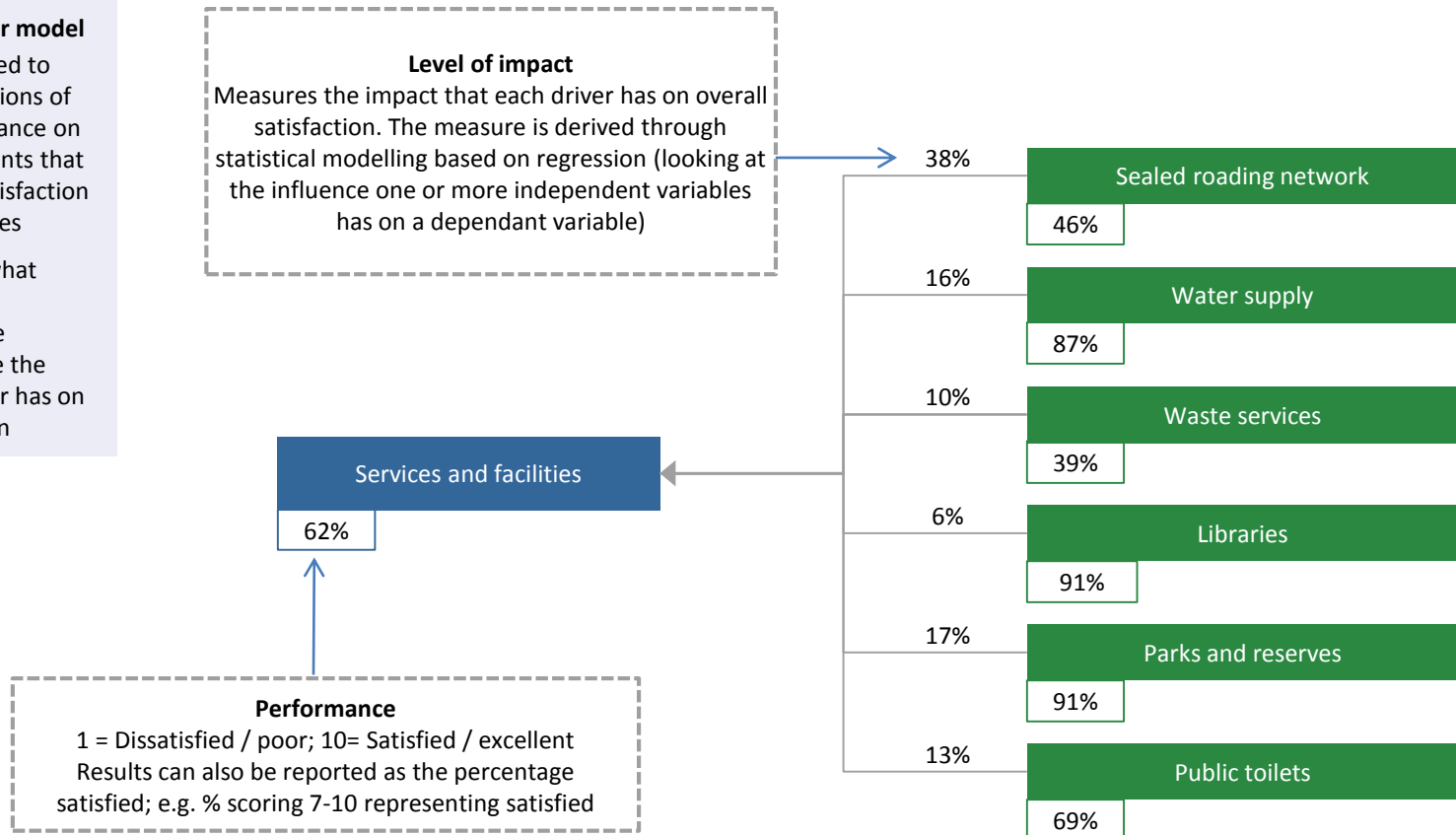


The sealed roading network has been calculated as having the highest impact (38%) on residents perceptions of service and facilities performance

Services and facilities performance

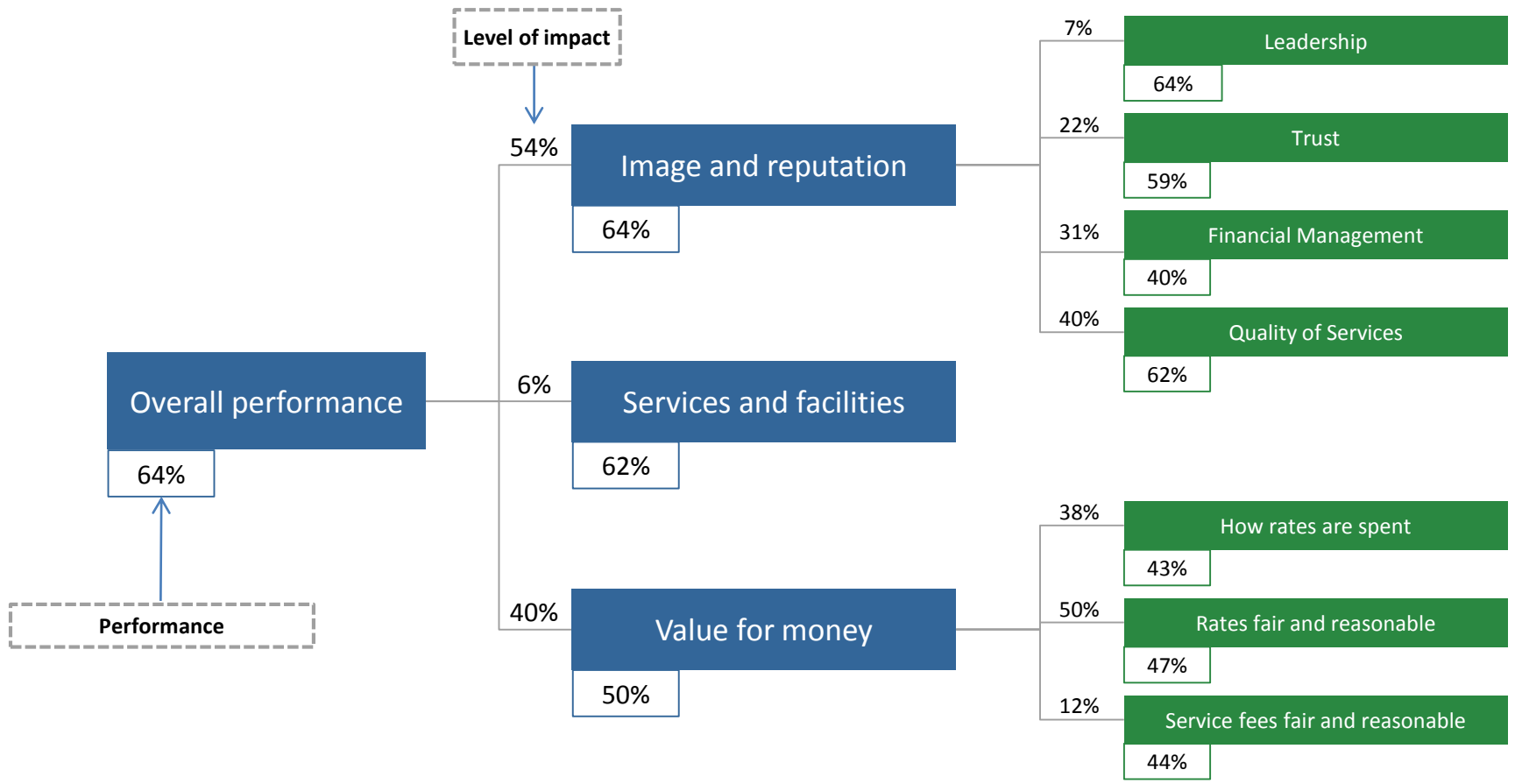
Overview of our driver model

- Residents are asked to rate their perceptions of council's performance on the various elements that impact overall satisfaction with public facilities
- Rather than ask what residents think is important, we use statistics to derive the impact each driver has on overall satisfaction



The overall performance evaluation is influenced more by image and reputation and value for money and less so by services and facilities

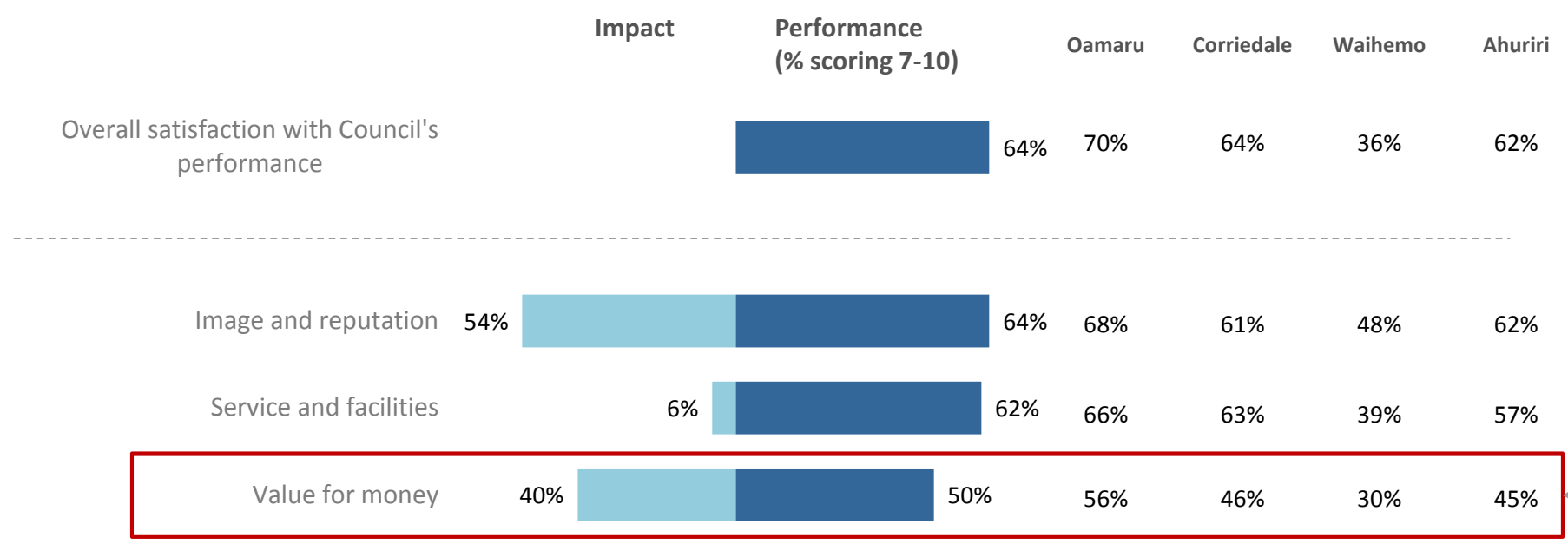
Overall performance



NOTES:
1. Sample: n=402

Perceptions of value for money has a high influence on overall perceptions of Council and as the evaluation is not the highest, focus in this area represents an opportunity for Council

Driver analysis: Overall level drivers

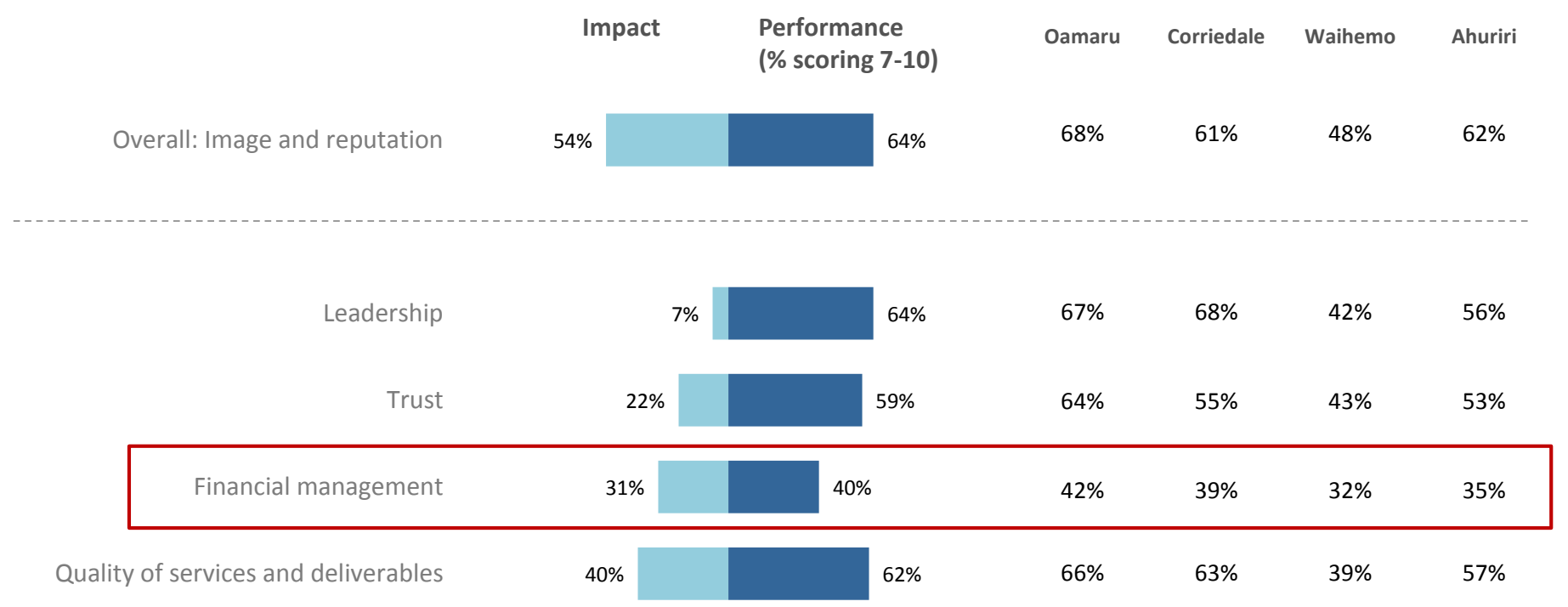


Council could possibly focus on value for money since performance is lower compared to other areas and impact on overall performance is high

NOTES:
 1. Sample: n=402
 2. 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?
 3. REP5: So considering, leadership, trust, financial management and quality of services provided, how would you rate the Council for its overall reputation?
 4. 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?
 5. VM2: Considering all the services and facilities that the Council provides. Overall how satisfied are you that you receive good value for the money you spend in rates and other fees?

The perception of financial management has the greatest impact on image and reputation. The result indicates an opportunity exists to improve overall image and reputation

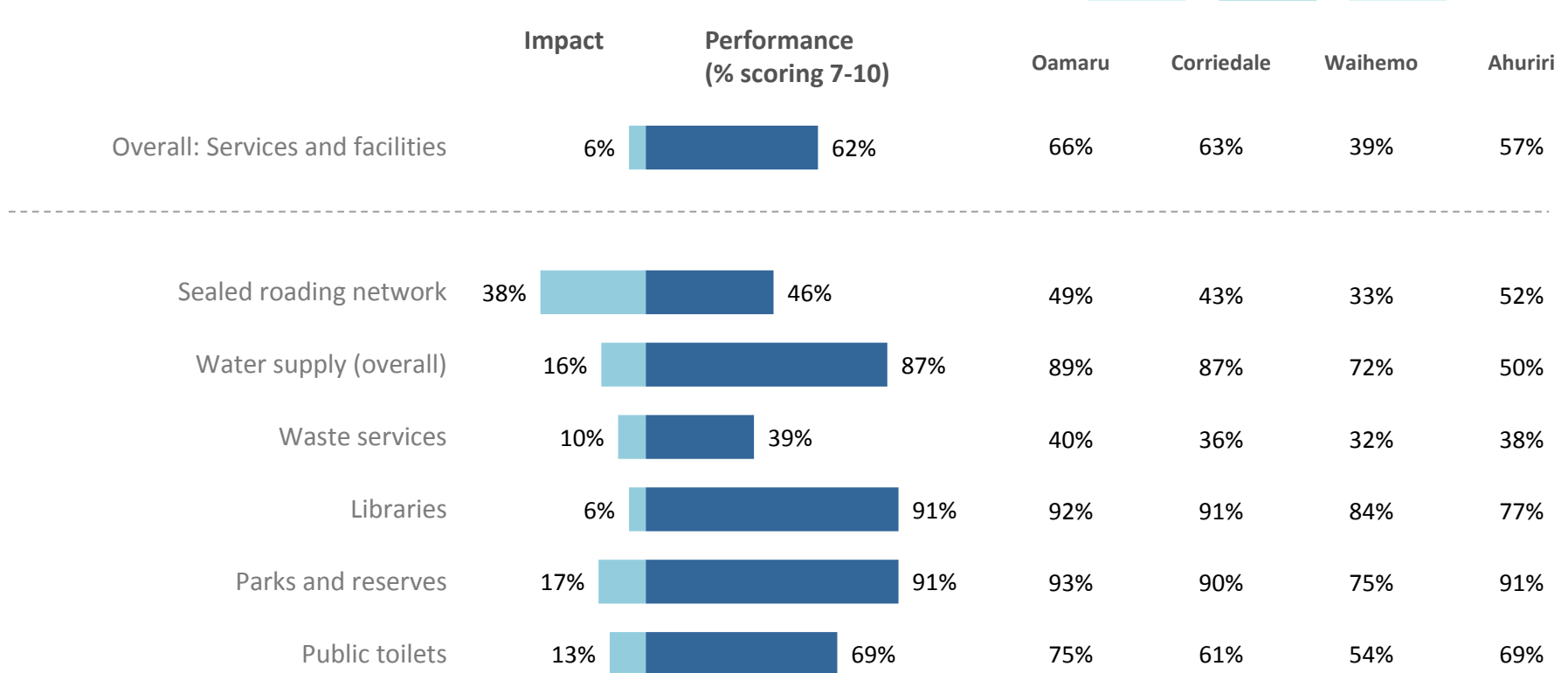
Driver analysis: Image and reputation



NOTES:
 1. Sample: n=402
 2. REPT: 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?
 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?
 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?
 6. REP5: So considering, leadership, trust, financial management and quality of services provided, how would you rate the Council for its overall reputation?

Other than roading, all areas have little to no impact on the overall results. This suggests that perceptions of performance in all areas other than roading is at an appropriate level

Driver analysis: Services and Facilities

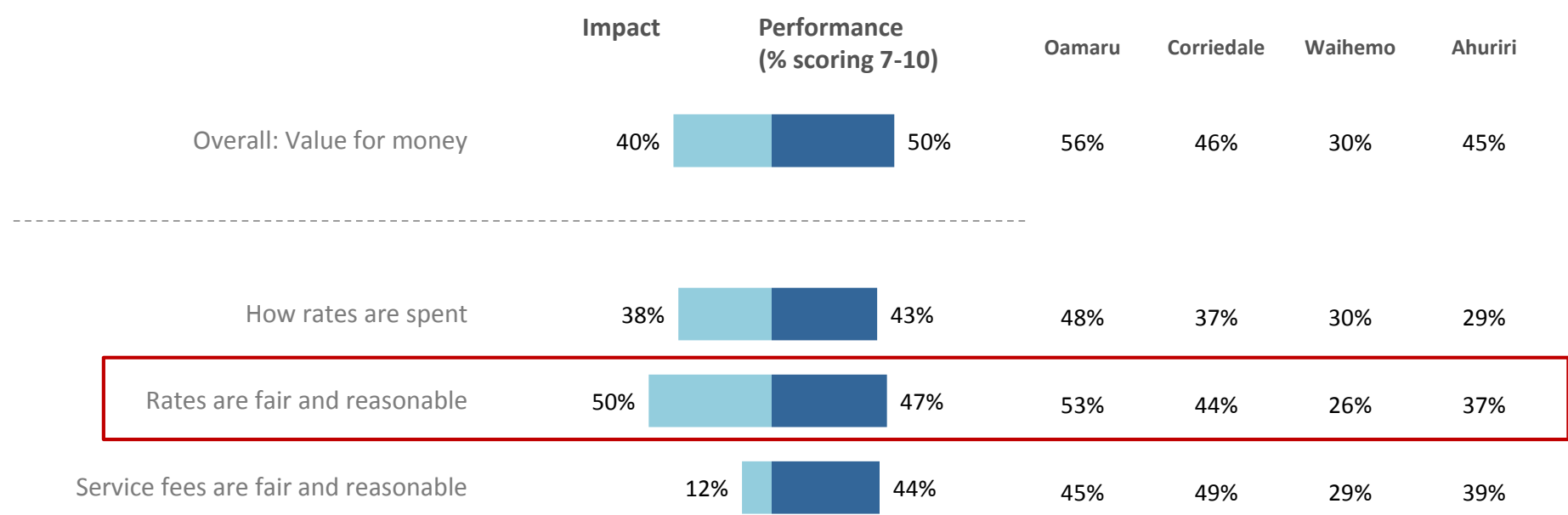


NOTES:

1. Sample: n=402
2. 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?

Rates being considered fair and reasonable has the most impact on overall perceptions of value for money

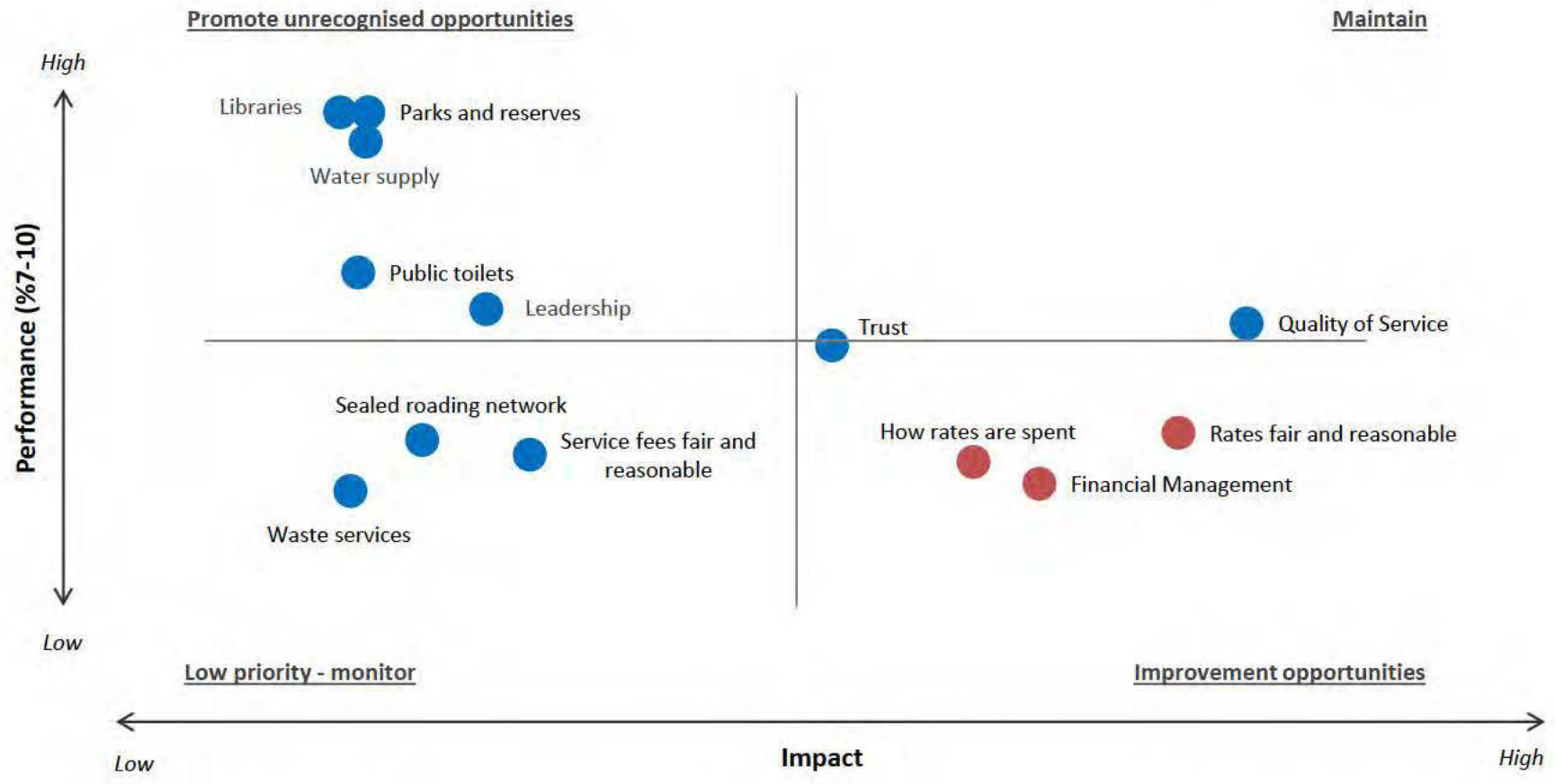
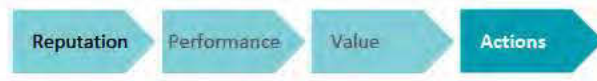
Driver analysis: Value for money



NOTES:
 1. Sample: n=402
 2. VM1.A: How would you rate your satisfaction with the Council for how rates are spent on services and facilities?
 3. VM1.B: How would you rate your satisfaction with the Council for rates being fair and reasonable?
 4. VM1.C: How would you rate your satisfaction with the Council for fees for other services being fair and reasonable?
 5. VM2: Considering all the services and facilities that the Council provides. Overall how satisfied are you that you receive good value for the money you spend in rates and other fees?

Opportunities for improving perception exist around rating (being fair and reasonable and transparency with how rates are spent), and financial management

Improvement opportunity evaluation and prioritisation

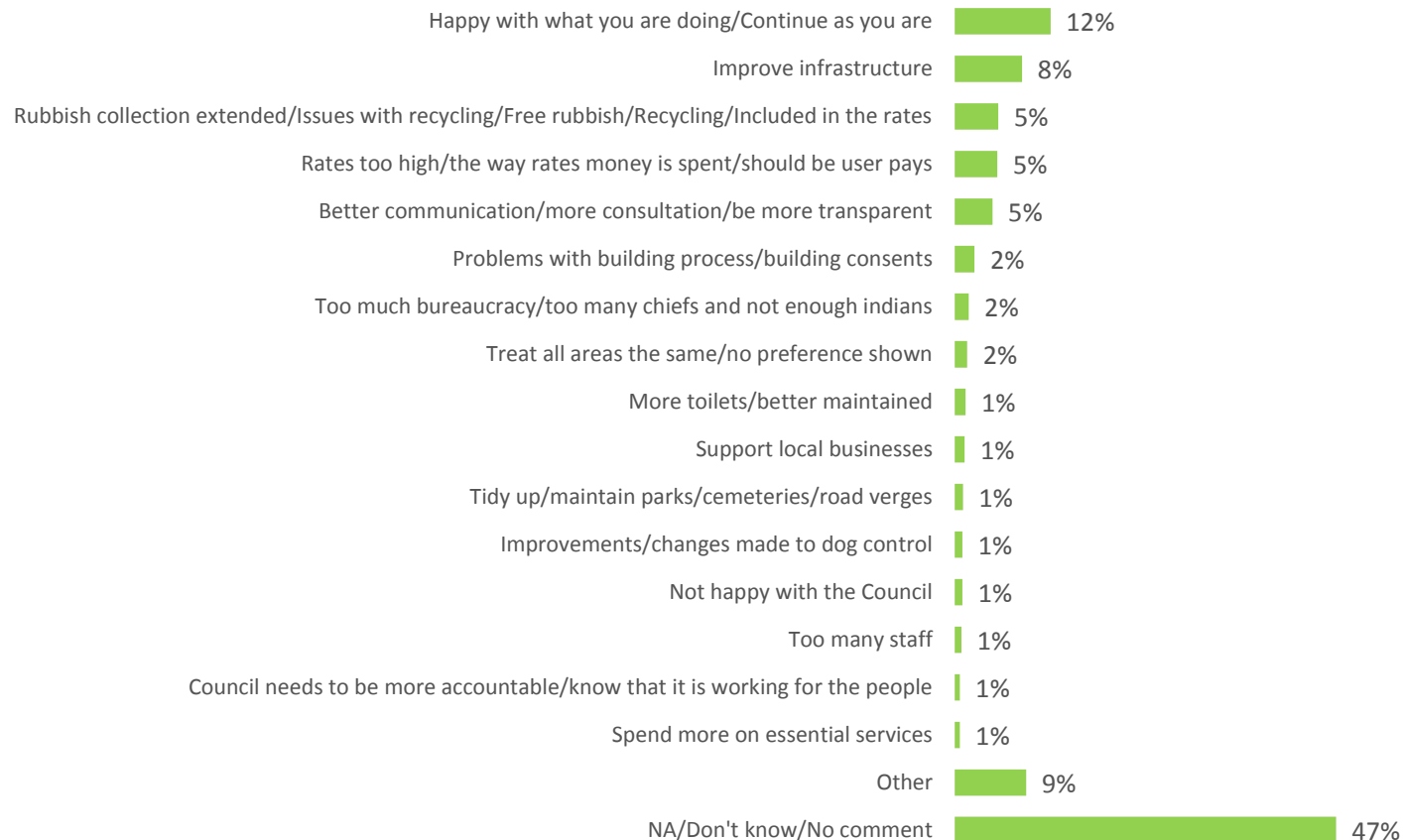




General Comments

General comments received from just over half of the residents surveyed are summarised in the chart provided

General comments

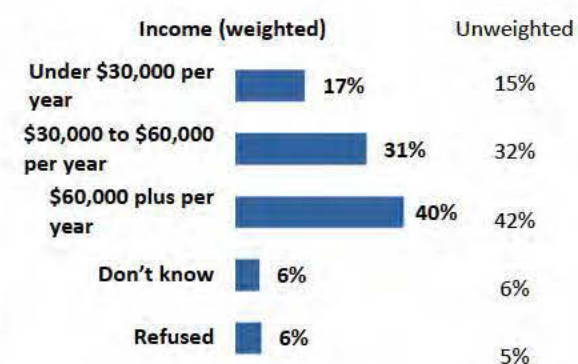
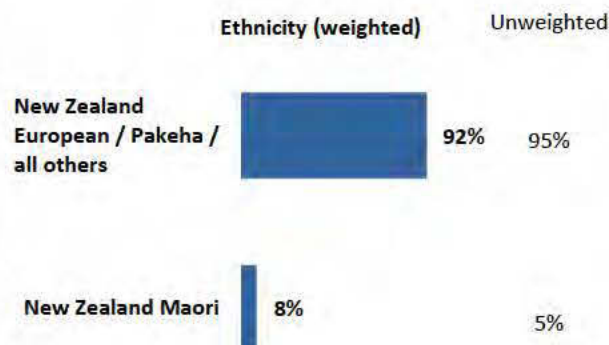
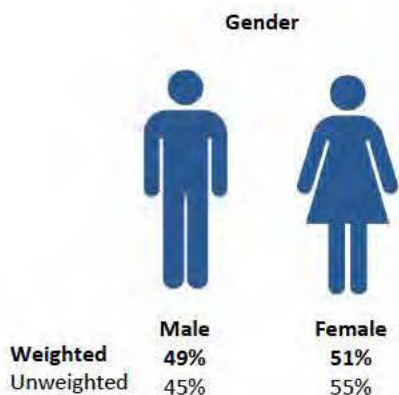
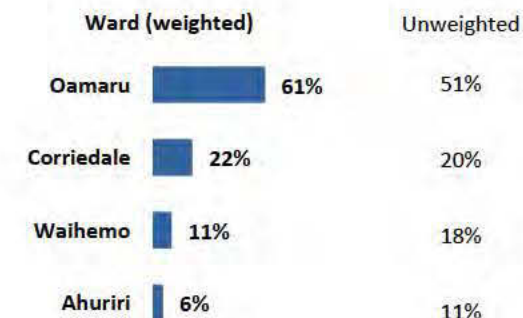
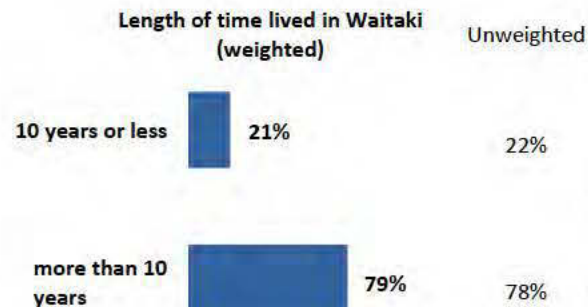
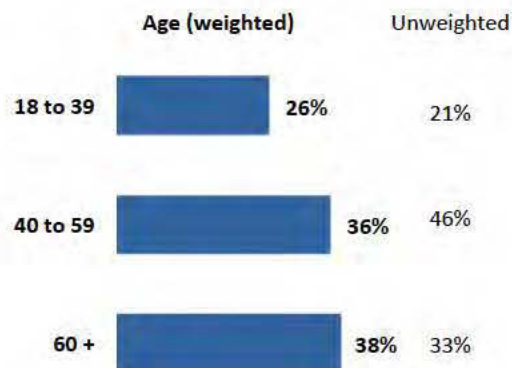


NOTES:
1. GEN: Are there any other comments that you would like to make about the Waitaki District Council?
2. Sample: n=402



Sample profile

Demographic Profile



NOTES:
1. Sample: n=402



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Please make full use of the resources at our website, and call us at any time for fact sheets and advice or input into your next project.