



Waitaki
DISTRICT COUNCIL
TE KAUNIHERA Ā ROHE O WAITAKI

Waitaki District Council

Annual Residents Survey (NZCPM)

Report | July 2017



KEYRESEARCH

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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 400 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 27 September 2016 and 6 June 2017

Notes

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

Executive summary

1

The Waitaki District Council has maintained a particularly strong reputation profile with 58% of residents classified as 'Champions', having a positive emotional connection and recognising that Council is doing a good job. The overall benchmark reputation score is 80 where results above 80 are considered to be 'excellent'

2

Waitaki District residents are generally satisfied with the various services, infrastructure, facilities and amenities that are provided and maintained by Council, with the percentage of satisfied residents remaining at similar levels as obtained in 2016

3

While satisfaction with services and facilities is high, residents are not recognising that rates represent value for money or 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 improve overall perceptions of reputation

4

Lower resident satisfaction remains in specific activities including, the Roding Network and largely reflects fundamental challenges linked to available funding, community expectations and use of the network

5

Satisfaction levels with Council community consultation remains stable with the overall result influenced by a high 'don't know' component. In addition dissatisfaction is higher for consultation with the rural communities

6

Satisfaction with the Mayor and Councillor performance has decreased which could be explained by a similar increase in the 'don't know' component. Satisfaction with the Community Boards remains stable with the overall result also influenced by a significant 'don't know' component

7

Waste Services (landfills and transfer stations) is another activity where the low satisfaction level is heavily influenced by the 'don't know' component



Summary of Key Performance Indicators

Key results summary and comparison to previous years

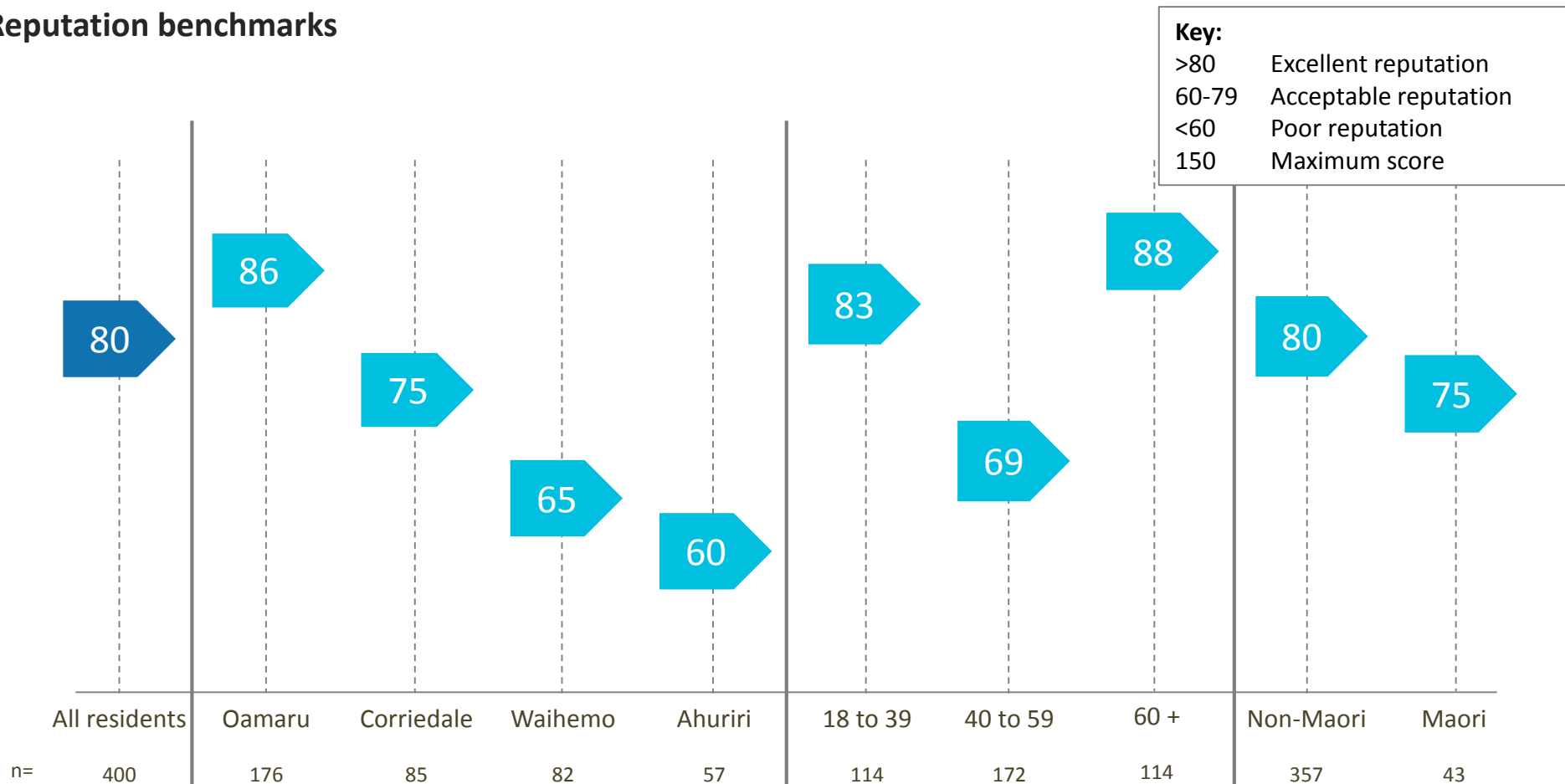
Page	Question	2017 Sample (n=)	2015 Satisfied (%4-5)	2016 Satisfied (%7-10)	2017 Satisfied (%7-10)	% point change (2016-17)
27	Opera House - visitor	183	96	94	95	+1
23	Services at any of the libraries in the Waitaki District - visitor	189	95	91	95	+4
19	Waitaki District is generally a safe place to be	400	94	91	90	-1
37	Aquatic Centre – user/visitor	129	89	90	87	-3
13	Water supply provided by Council in Oamaru	162	87	89	86	-3
29	Parks and reserves in the Waitaki District - user	268	90	91	85	-6
33	Sports fields and facilities in the Waitaki District - visitor	179	89	84	84	-
39	Cemeteries in the Waitaki District – user/visitor	169	89	87	83	-4
35	Public toilets – user	289	75	69	74	+5
15	Water supply provided by Council in Waihemo (2016 includes Stoneburn)	59	81	72	69	-3
31	Waitaki District Council Lakes camping ground - user	43	79	76	66	-10
49	Civil Defence Emergency Management – user	16	86	62	63	+1
25	Archive services - user	7	not asked	76	57	-19
41	Performance of the mayor and Councillors	400	69	65	57	-8
51	Time of the response from Council for roads or footpaths request – user	62	48	51	49	-2
43	Performance of Ahuriri Community Board members	56	39	45	49	+4
9	Sealed roading network in the Waitaki District (2015 = Standard of roads)	400	54	46	47	+1
45	Performance of Waihemo Community Board members	81	50	45	46	+1
47	Council’s consultation with the community	400	50	42	43	+1
17	Waste services provided by Council: landfills and transfer stations	400	38	39	35	-4
11	Unsealed roading network in the Waitaki District	400	not asked	24	27	+3
21	Level of information provided about the redevelopment of the gallery and museum	400	not asked	28	25	-3

NOTES:

1. Sample: 2015 n=407, 2016 n=402, 2017 n=400

The Waitaki District Council has a particularly strong reputation in Oamaru with an overall benchmark score of 86 where results above 80 are considered to be 'excellent'

Reputation benchmarks



NOTES:

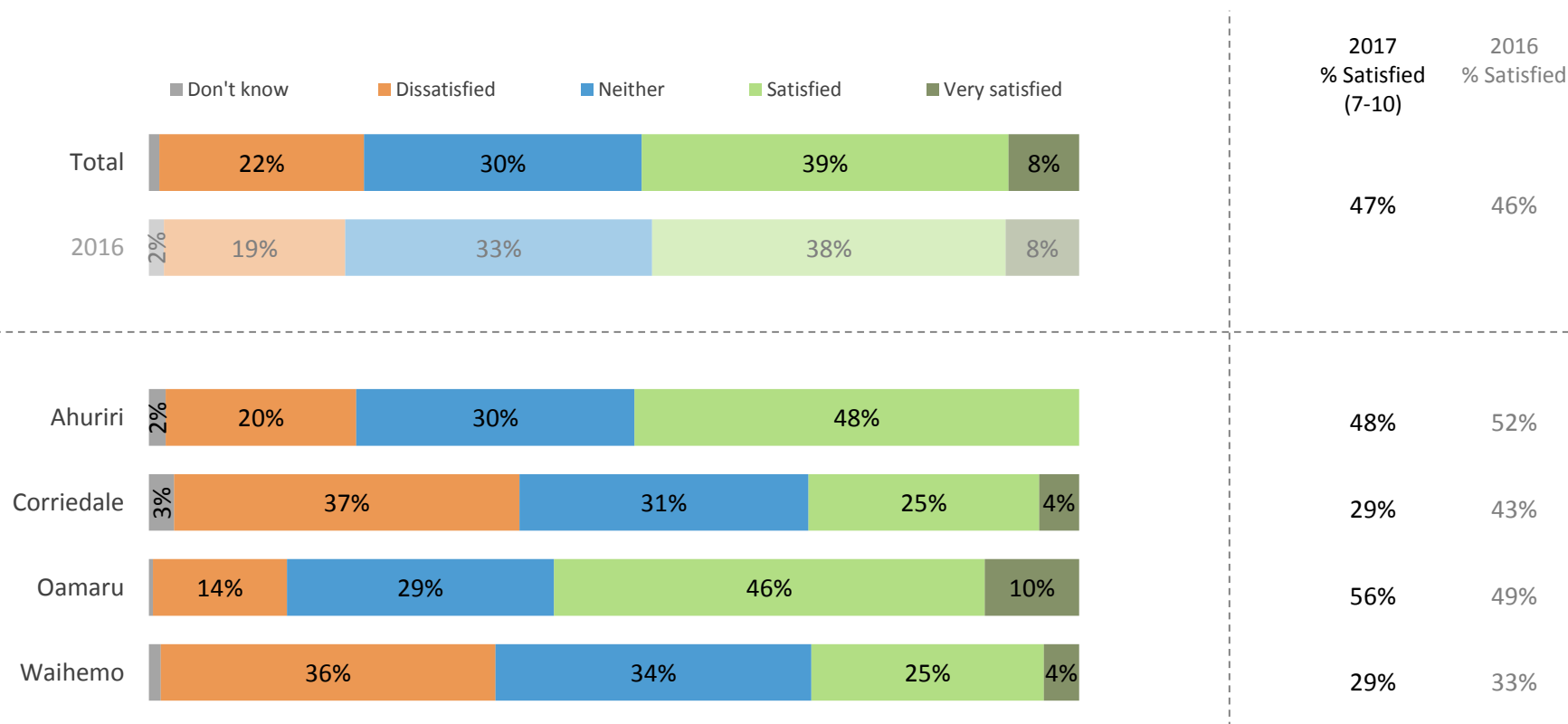
1. Sample n=400
2. OVREP. So everything considered, leadership, trust, financial management and quality of services provided, how would you rate the Waitaki District Council for its overall reputation?
3. The benchmark is calculated by re-scaling the overall reputation measure to a new scale between -50 and +150 to improve granularity for the purpose of benchmarking



Satisfaction with services provided

Just under half (47%) of residents are satisfied (%7-10) with the sealed roading network, with the Waihemo and Corriedale wards having the most dissatisfied residents

Sealed roading network



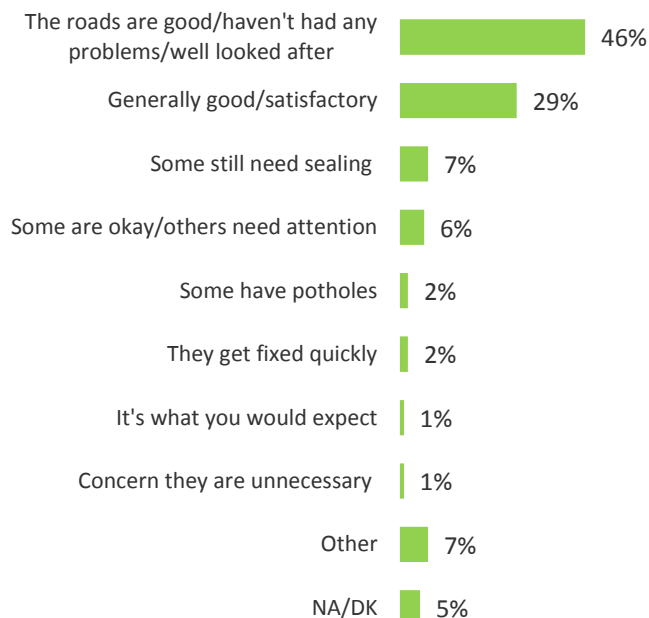
NOTES:

1. Total sample: n=400
2. Q4: How satisfied are you with the sealed roading network in the Waitaki District? (Note: This does not include state highways)

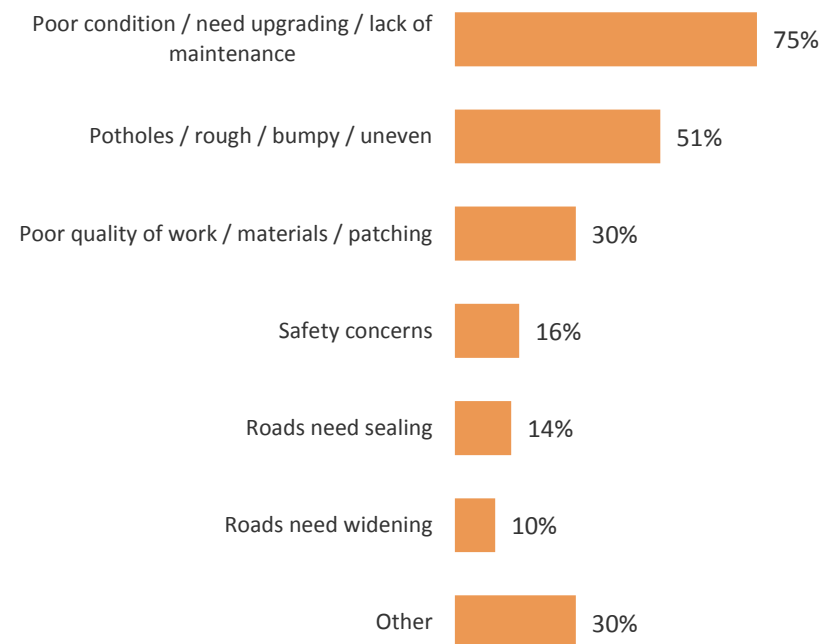
Poor condition and lack of maintenance followed by potholes are the top two reasons for dissatisfaction with Council's sealed roads

Sealed roading network

Reasons for satisfaction
(n=100)



Reasons for dissatisfaction
(n=76)

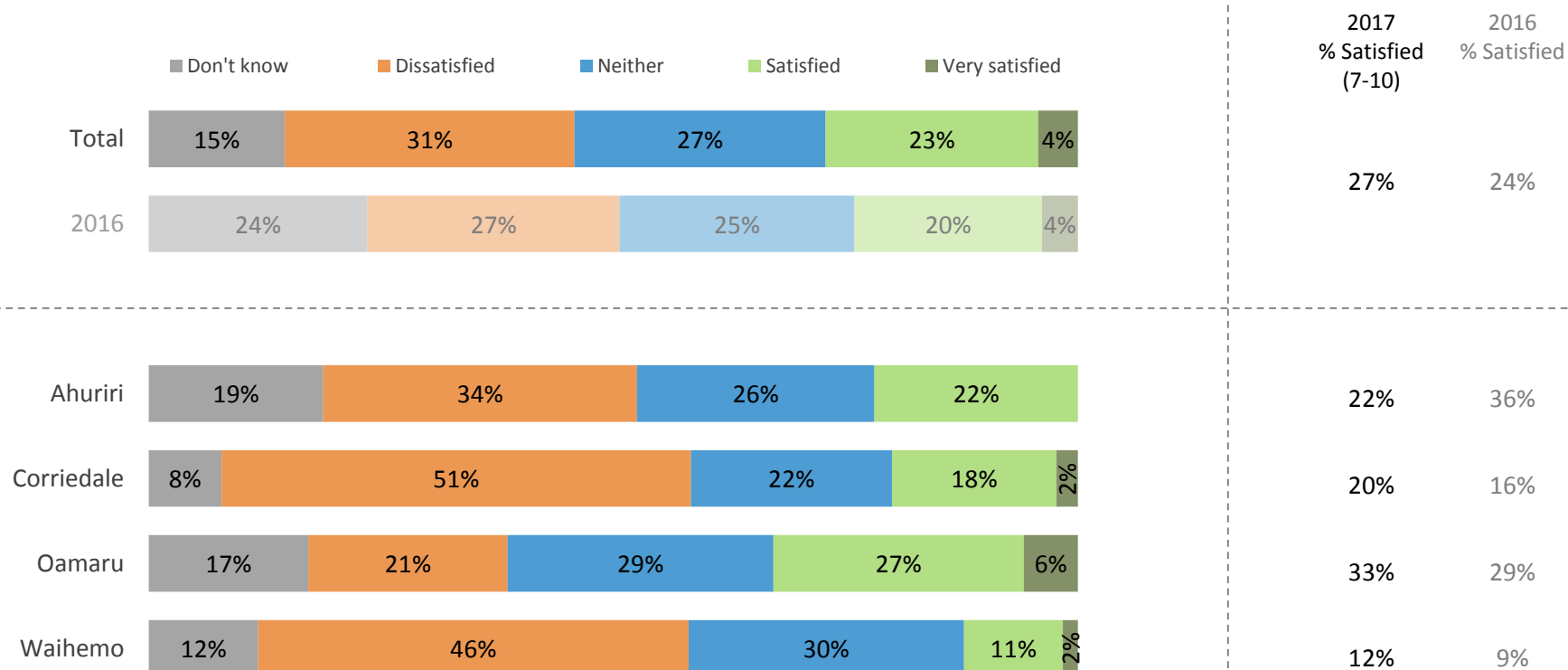


NOTES:

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

Just over one quarter (27%) of residents are satisfied (%7-10) with the unsealed roading network, with residents in the Waihemo ward not as satisfied

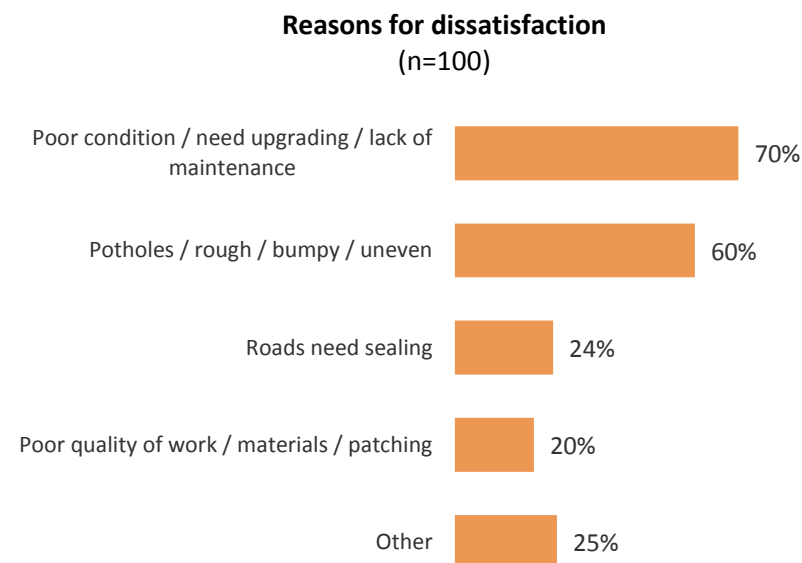
Unsealed roading network



NOTES:
1. Total sample: n=400
2. Q5: How satisfied are you with the unsealed roading network in the Waitaki District?

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

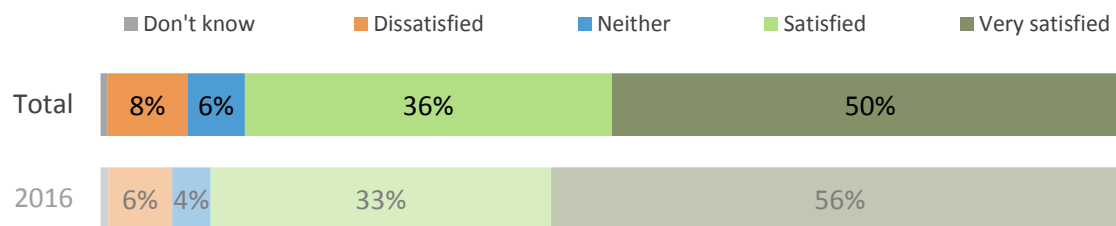


NOTES:

1. Q5: Can you tell me why you were not satisfied / satisfied with the unsealed roading network in the Waitaki District?

The number of satisfied residents that receive their water from the Oamaru supply has decreased slightly to 86% from 89% in 2016

Oamaru water supply



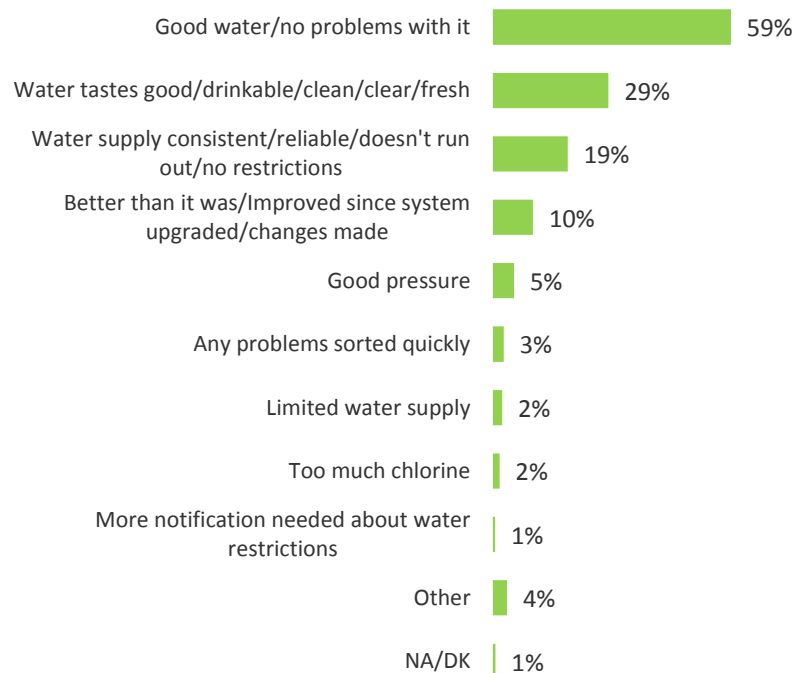
2017 % Satisfied (7-10)	2016 % Satisfied
86%	89%

NOTES:
 1. Total sample: n=162
 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?

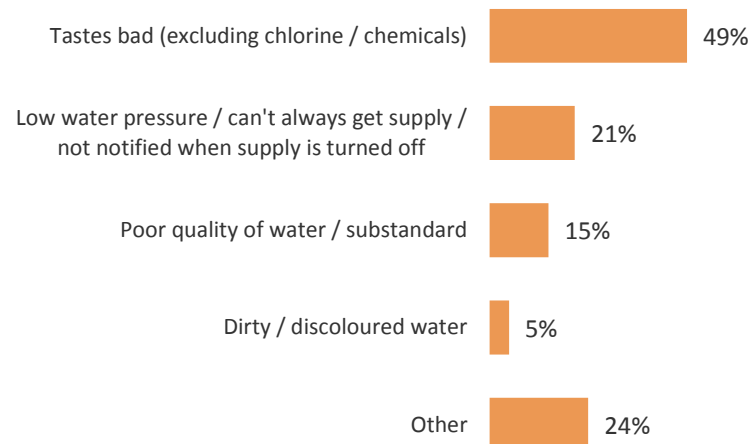
From the small number of dissatisfied residents with the Oamaru water supply, a bad taste was the top reason for their dissatisfaction

Oamaru water supply

Reasons for satisfaction
(n=190)



Reasons for dissatisfaction
(n=12)

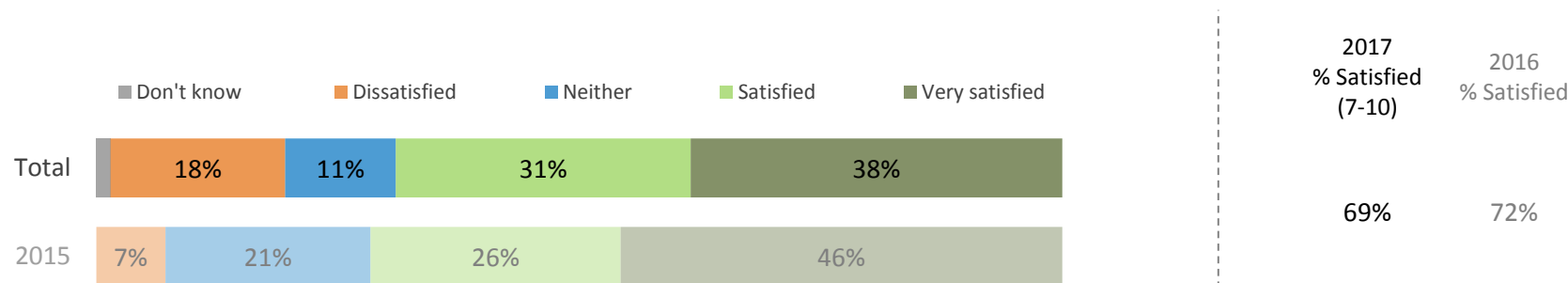


NOTES:

1. Q6: Can you tell me why you were not satisfied / satisfied with 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 72% in 2016 to 69%, while the percentage of dissatisfied has more than doubled

Waihemo water supply



- NOTES:
1. Total sample: n=59
 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

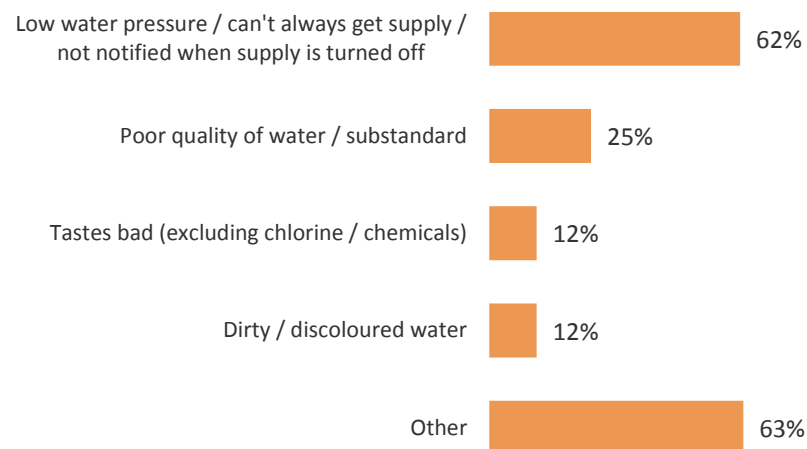
Good drinkable water with a reliable and consistent supply are top reasons that residents are satisfied with the Waihemo water supply

Waihemo water supply

Reasons for satisfaction
(n=42)



Reasons for dissatisfaction
(n=8)

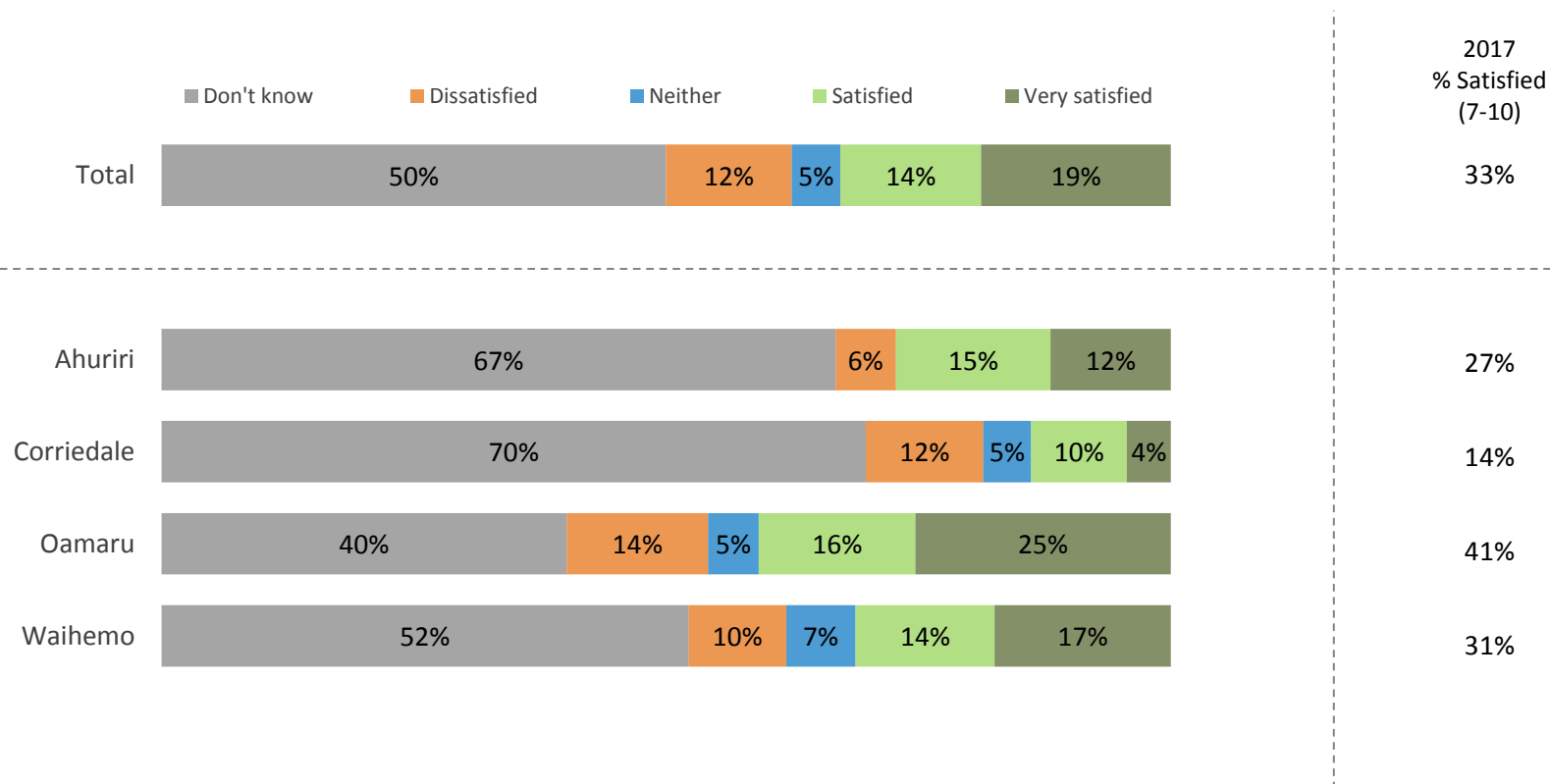


NOTES:

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

While only one in three residents are satisfied with their kerbside collection service, this is greater than number of dissatisfied, as approximately half of residents do not know

Kerbside collection service



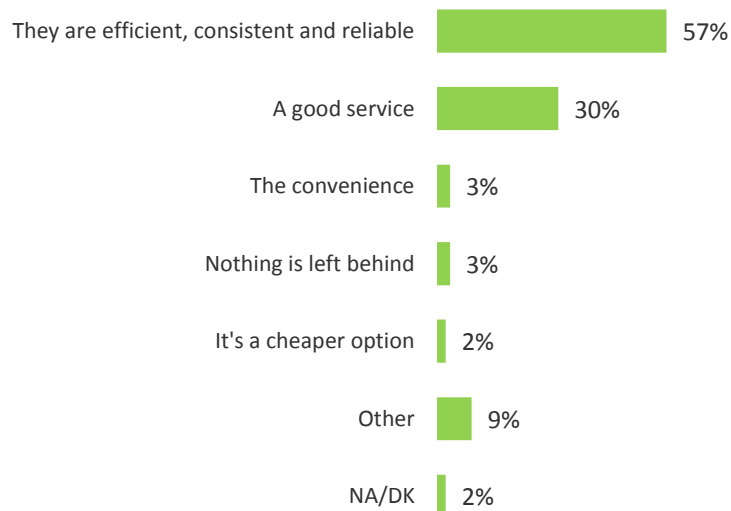
NOTES:

1. Q28: How satisfied are you with your kerbside collection service?
2. Not asked in 2016

The biggest reason for dissatisfaction with kerbside collection service was not having one provided by the council

Kerbside collection service

Reasons for satisfaction
(n=93)



Reasons for dissatisfaction
(n=37)

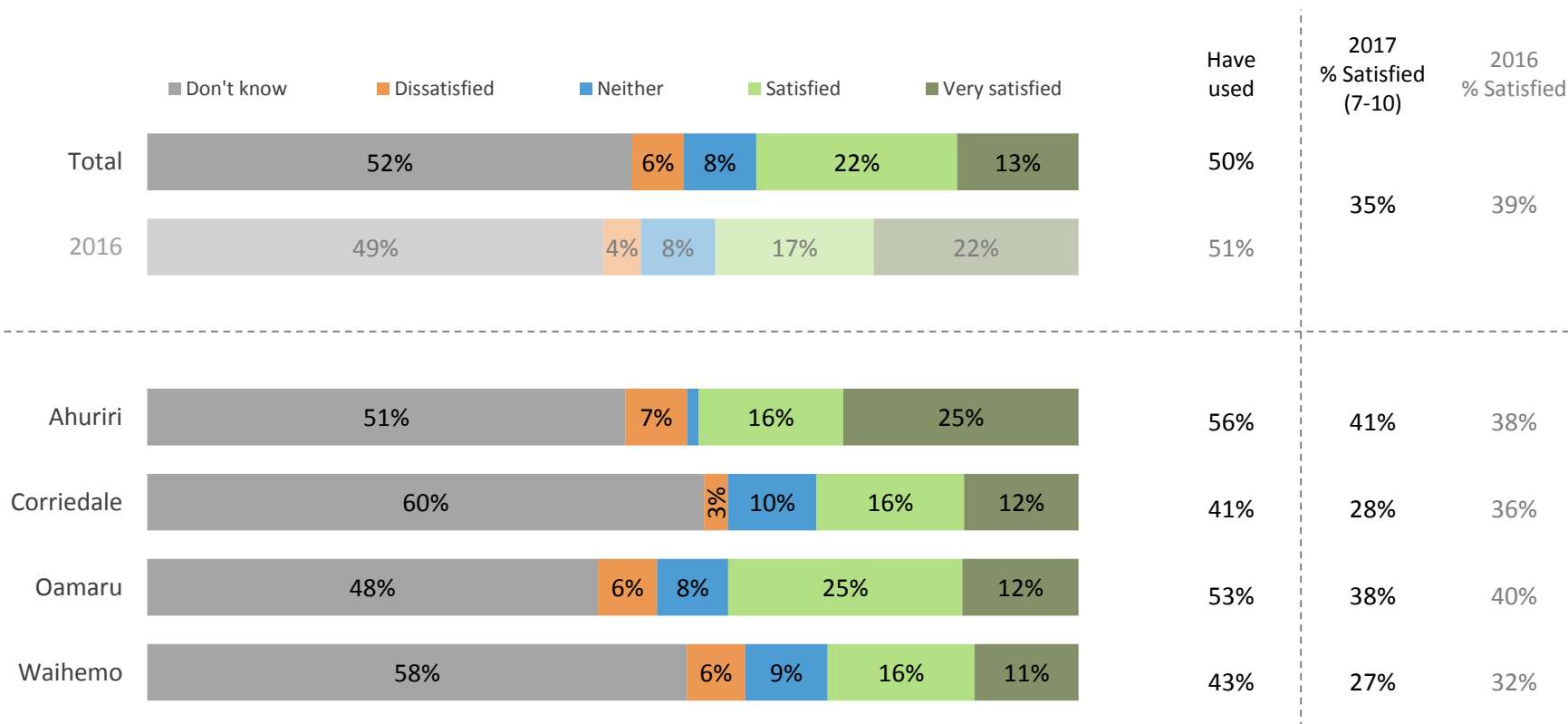


NOTES:

1. Q28b. (If satisfied) why is that?
2. Q28c. (If very dissatisfied or dissatisfied) why is that?

Satisfaction with landfills and transfer stations is highest in Ahuriri ward, along with having the highest usage

Waste services: landfills and transfer stations



NOTES:

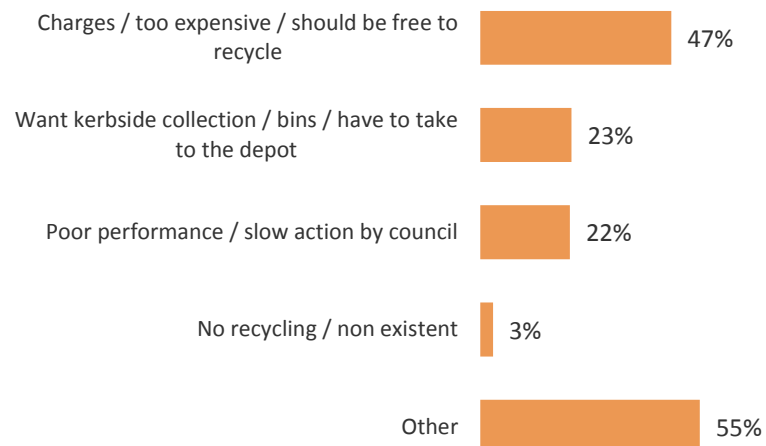
1. Total sample: n=400
2. Q7: How satisfied are you with landfills and transfer stations?

The biggest reason for dissatisfaction with waste services was the cost and an inability to recycle for free

Waste services: landfills and transfer stations

Reasons for satisfaction
(n=108)

Reasons for dissatisfaction
(n=21)

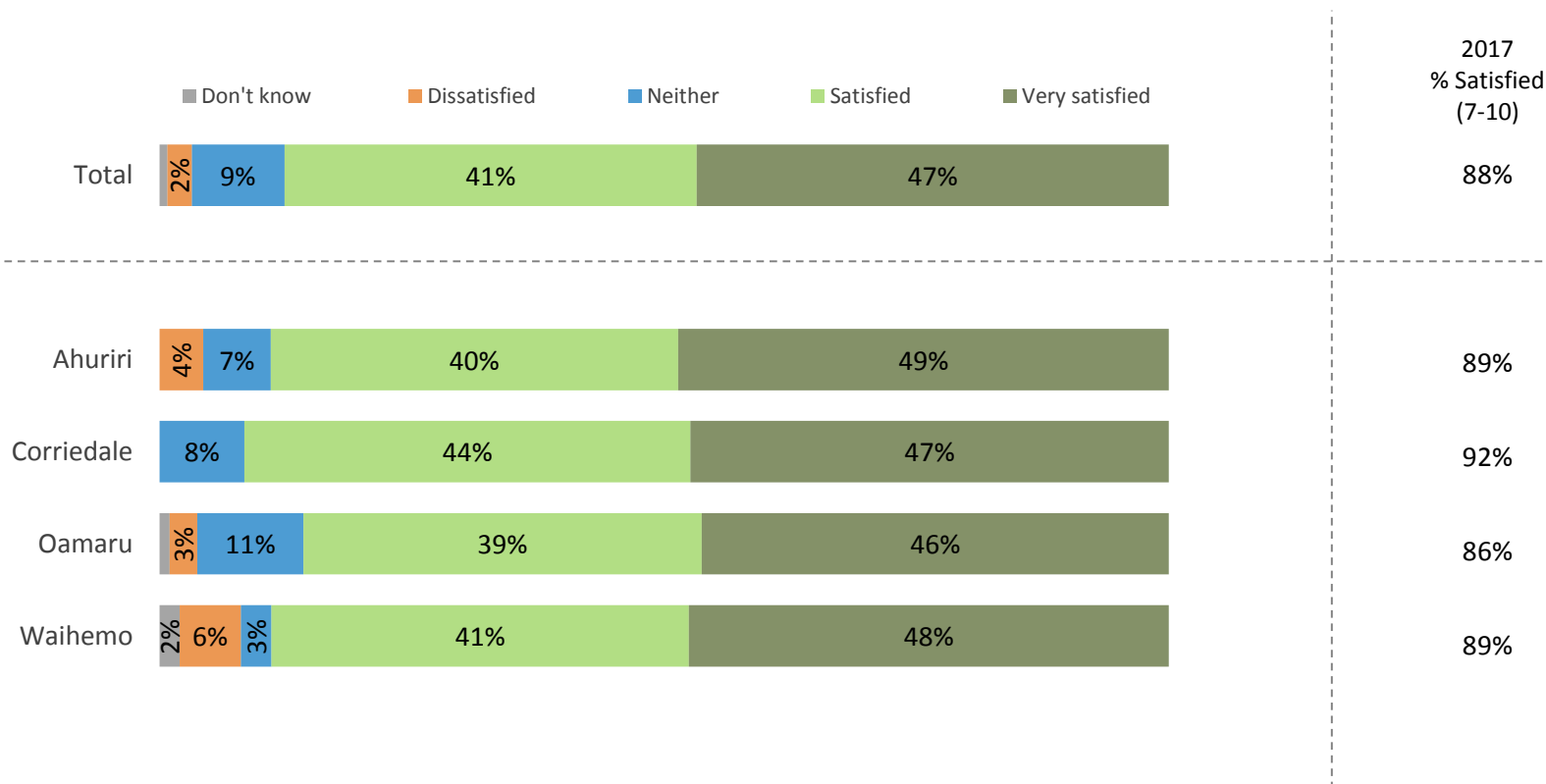


NOTES:

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

A large number of residents (88%) are satisfied with the resource recovery park from across all wards, with Oamaru having the lowest level at 86%

Resource recovery park



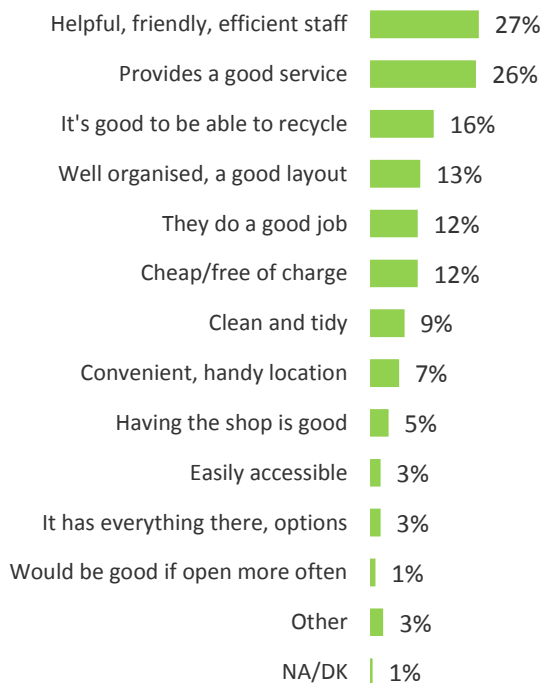
NOTES:

1. Total sample: n=210
2. Q29a: How satisfied are you with the resource recovery park?
3. Not asked in 2016

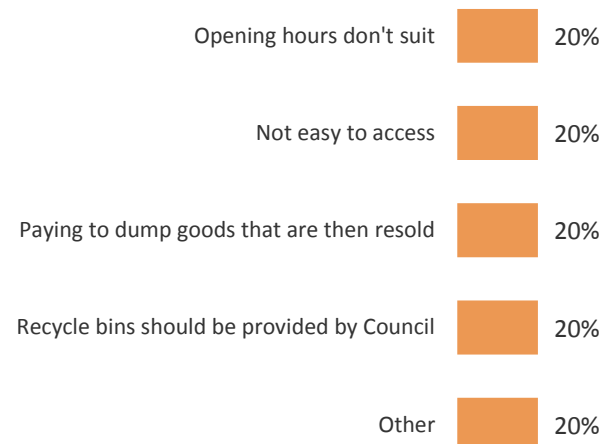
Helpful, friendly, efficient staff and providing a good service, are top reasons that residents are satisfied with the resource recovery park

Resource recovery park

Reasons for satisfaction
(n=152)



Reasons for dissatisfaction
(n=5)

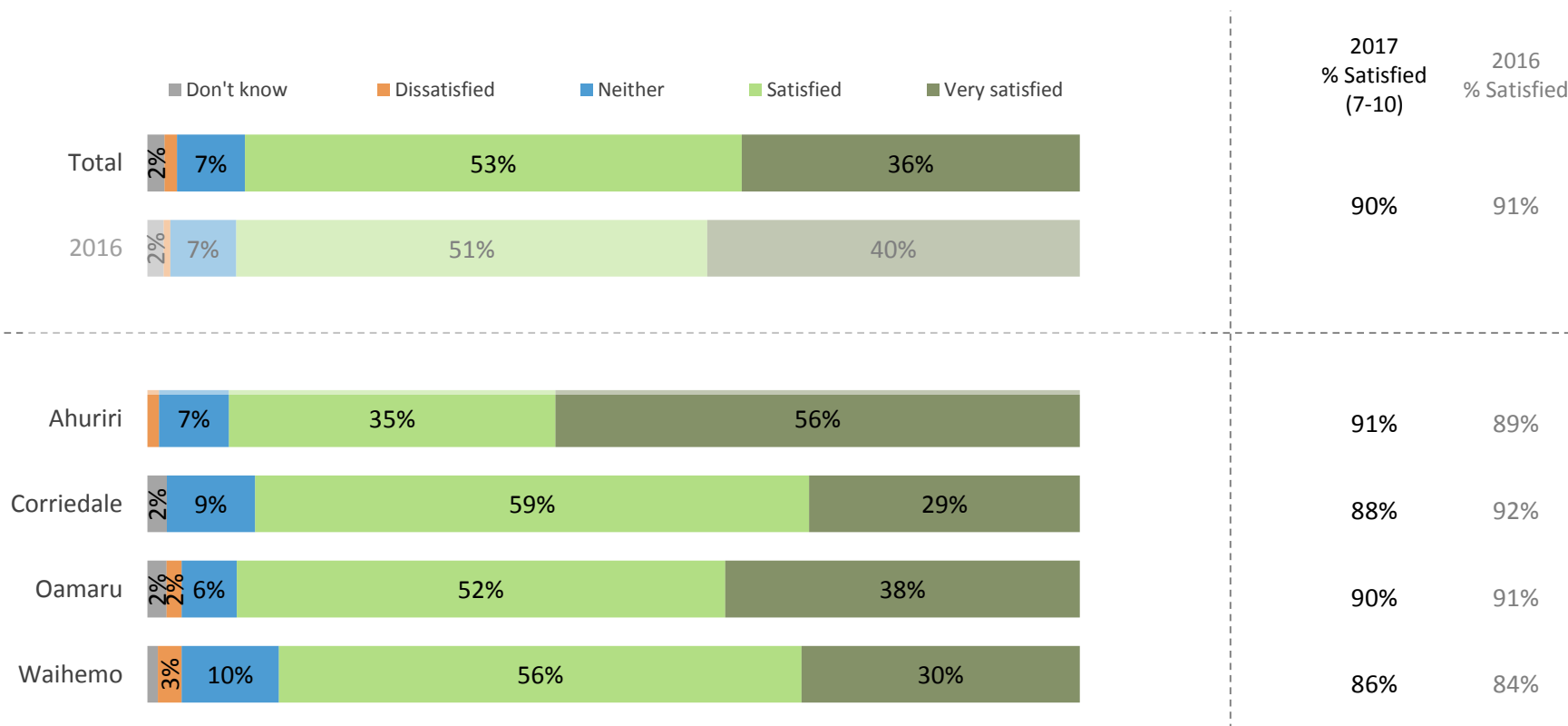


NOTES:

1. Q29b. (If satisfied) why is that?
2. Q29c. (If very dissatisfied or dissatisfied) why is that?

Nine in ten (90%) residents are satisfied that the Waitaki District is generally a safe place to be with slightly fewer satisfied residents in the Waihemo ward (86%)

A safe place to be

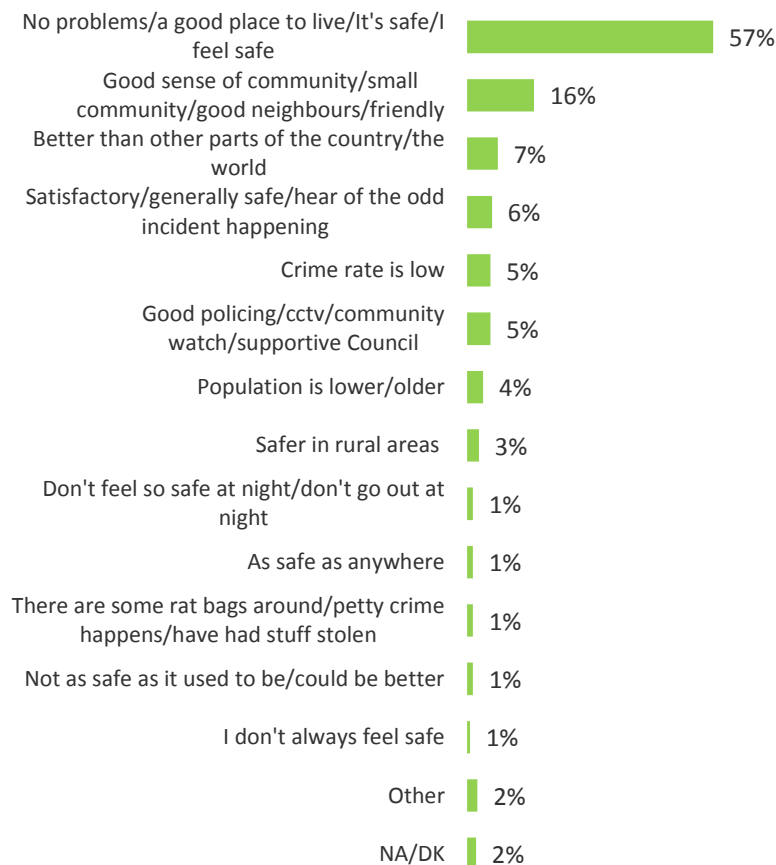


NOTES:
1. Total sample: n=400
2. Q8: How satisfied are you that the Waitaki District is generally a safe place to be?

Residents who were dissatisfied with the level of safety mentioned not feeling safe walking about by themselves, increasing drugs in the area, along with freedom campers and poachers

A safe place to be

Reasons for satisfaction (n=294)



Reasons for dissatisfaction (n=5)

Do not feel safe walking around by myself, only in the North end

Drug rate increasing over the last 12 years and increasing numbers of teenager running amok.

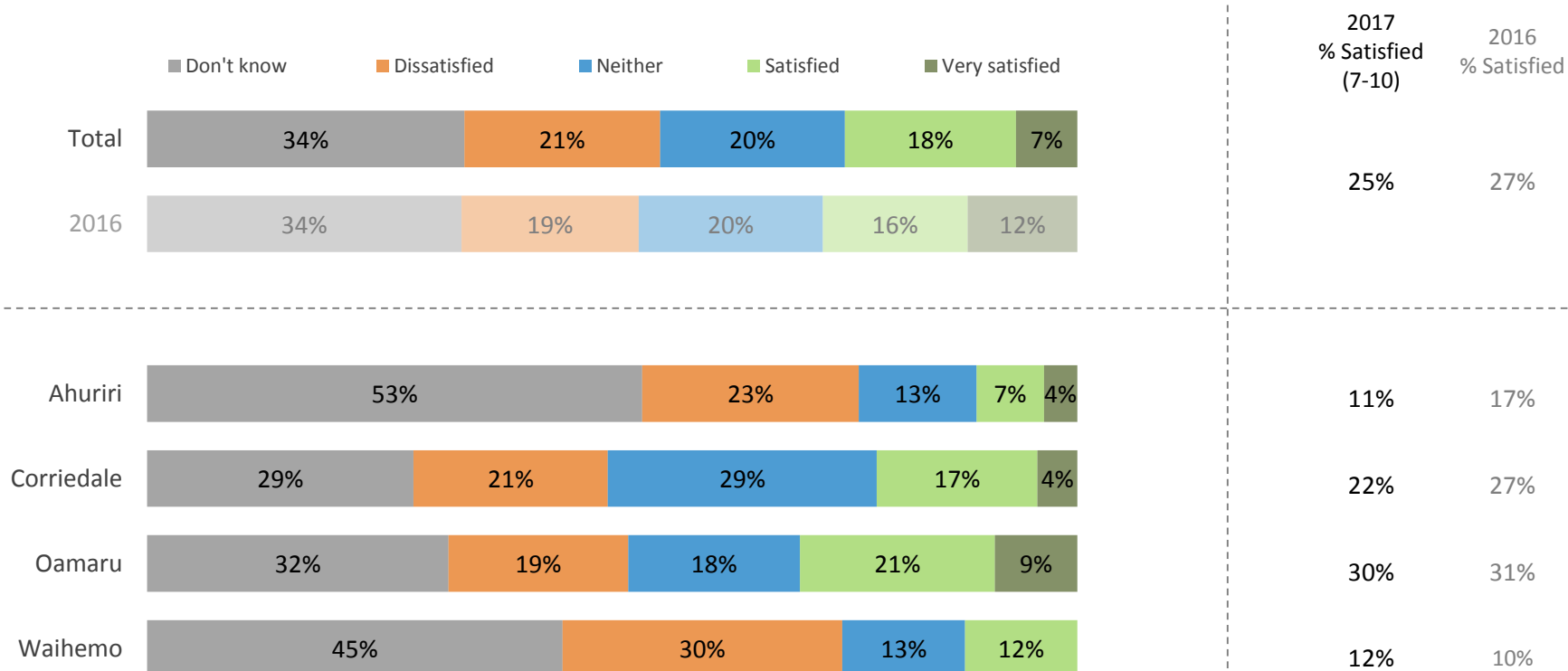
Freedom campers. Increase in tourism and you don't know who the lights are. Poachers came in the middle of the night. Not nice.

NOTES:

1. Q8: Can you tell me why you were not satisfied / satisfied that the Waitaki 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, particularly in Ahuriri (53%) and Waihemo (45%)

Information on the redevelopment of the gallery and museum



NOTES:

1. Total sample: n=400
2. Q9: How satisfied are you with the level of information provided about the redevelopment of the gallery and museum?

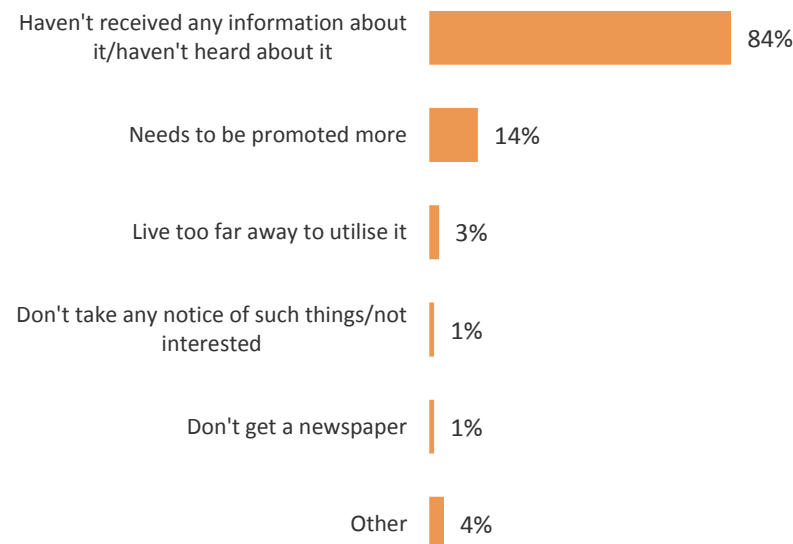
Many residents hadn't heard about or received information about the redevelopment of the gallery and museum causing them to be dissatisfied

Information on the redevelopment of the gallery and museum

Reasons for satisfaction
(n=54)



Reasons for dissatisfaction
(n=74)

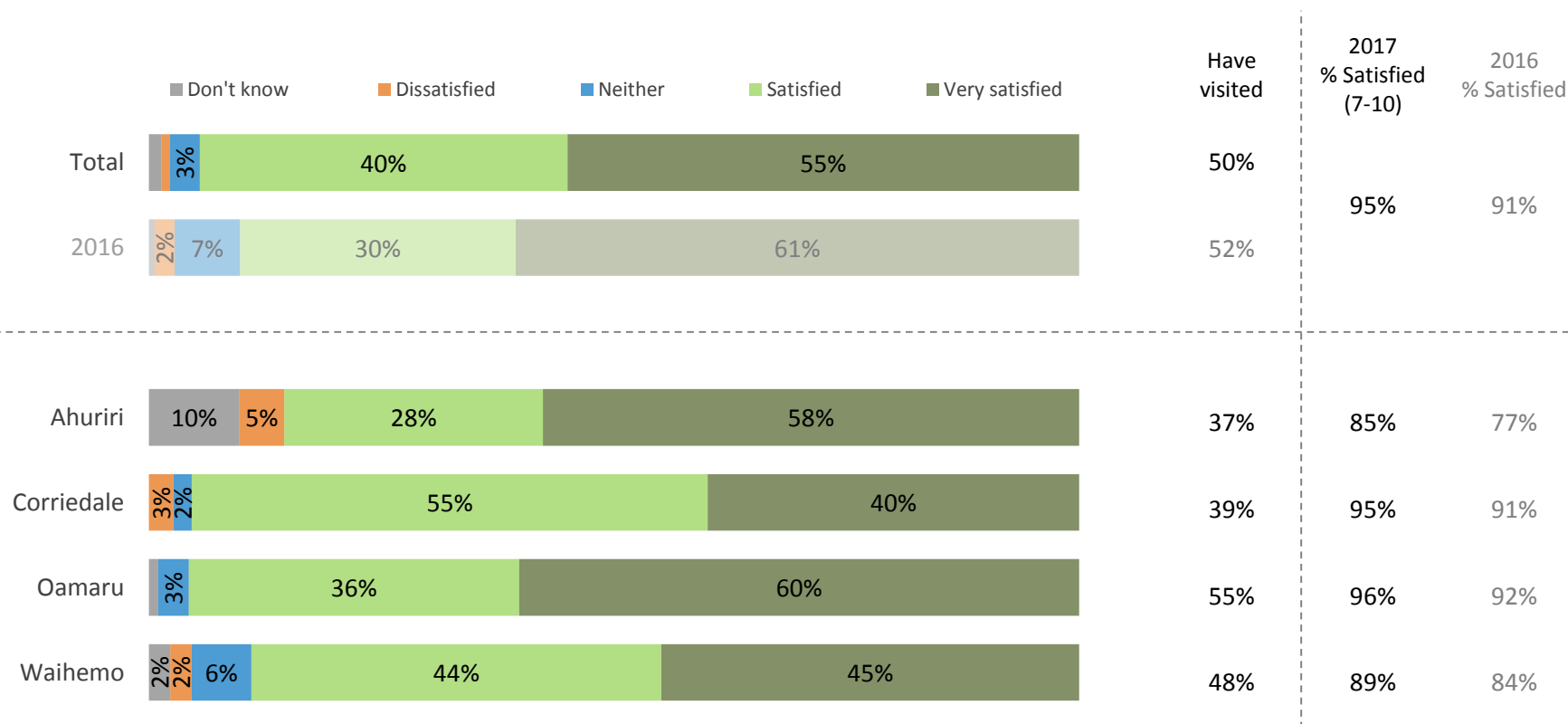


NOTES:

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?

Visitation rates for library services are lowest in Ahuriri, while residents appear to be very satisfied with this service (95% satisfied)

Library services

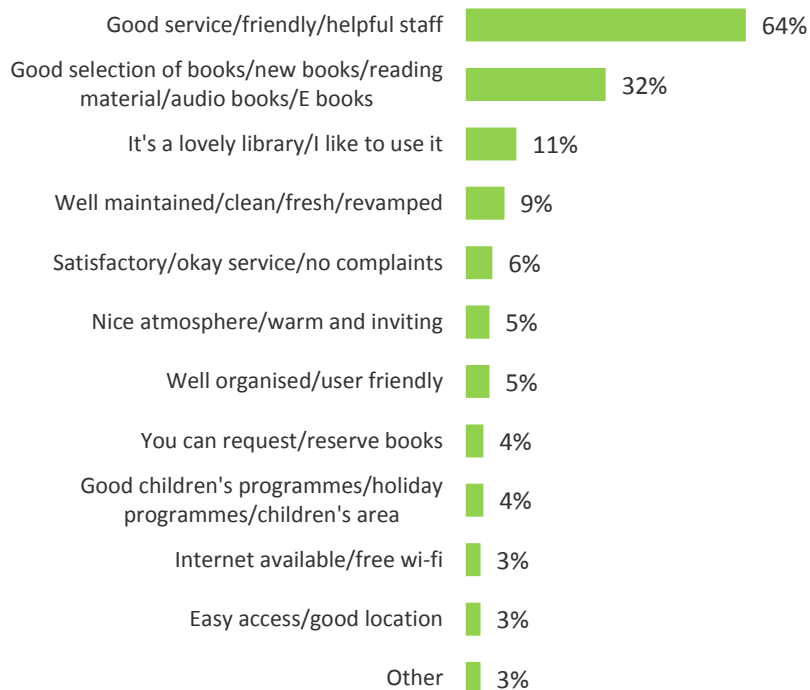


NOTES:
1. Total sample: n=189
2. Q10: How satisfied are you with services at any of the libraries in the Waitaki District?

Nearly two thirds of residents satisfied with library services are satisfied due to the friendly service and helpful staff

Library services

Reasons for satisfaction (n=148)



Reasons for dissatisfaction (n=2)

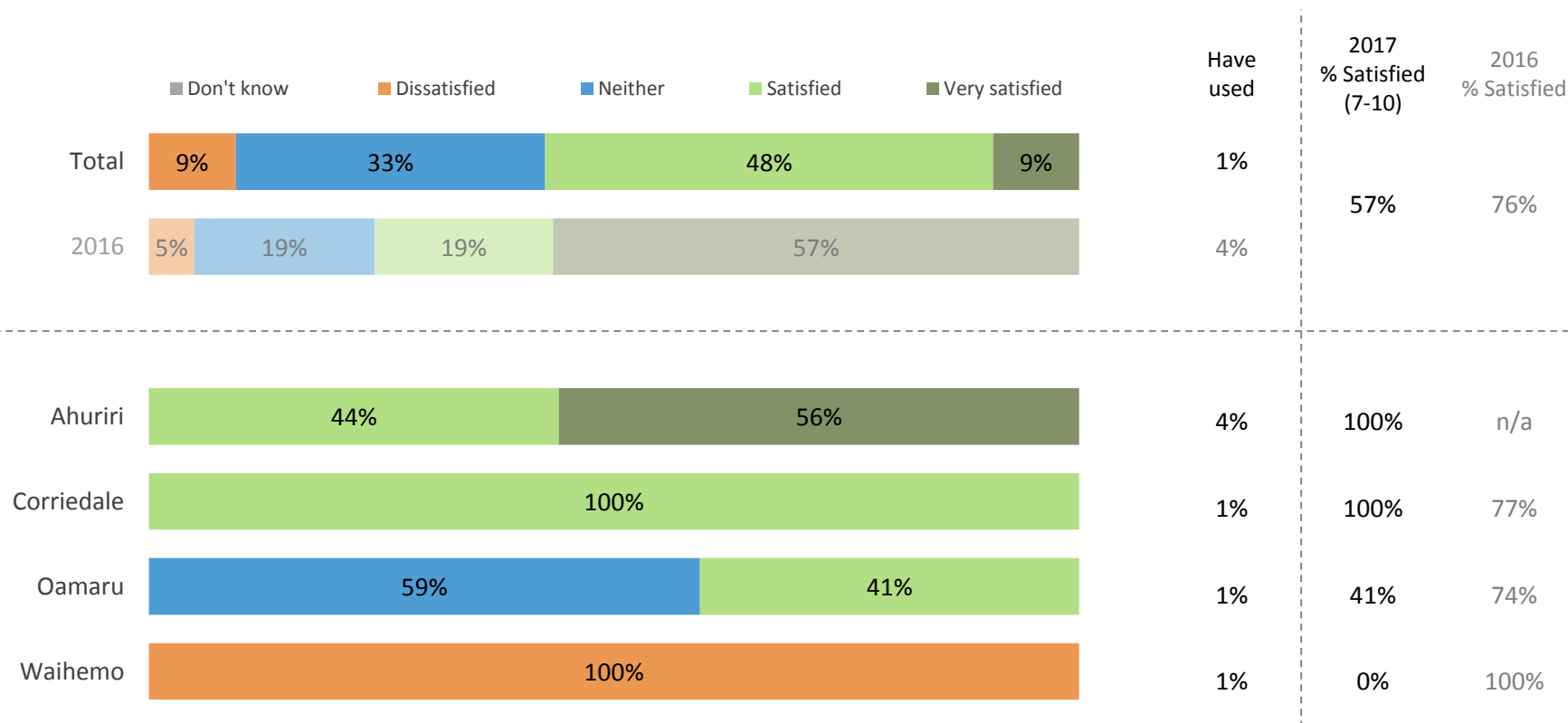
She is a regular user who goes there all the time, and she's not happy there is not enough books and she is not happy that the library is not a quiet place for peace, and quiet and she hates it as it should be a place to go there for peace and quiet and mixed of nationality, going there using Wi-Fi and chatting and making the library a happy chatty place and it shouldn't be like that so they should have a separate, room for those who goes there to use the Wi-Fi.

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 1% (n=7) of residents have used the Archive services in the last 12 months with just over half (57%) of them being satisfied

Archive services



NOTES:
1. Total sample: n=7
2. Q11: How satisfied have you been with the Archive services over the past 12 months?

Reasons for satisfaction related to having the information they needed, along with staff being helpful

Archive services

Reasons for satisfaction (n=2)

Well, they have provided me with the information that I need

They are very helpful, found what I needed

Reasons for dissatisfaction (n=1)

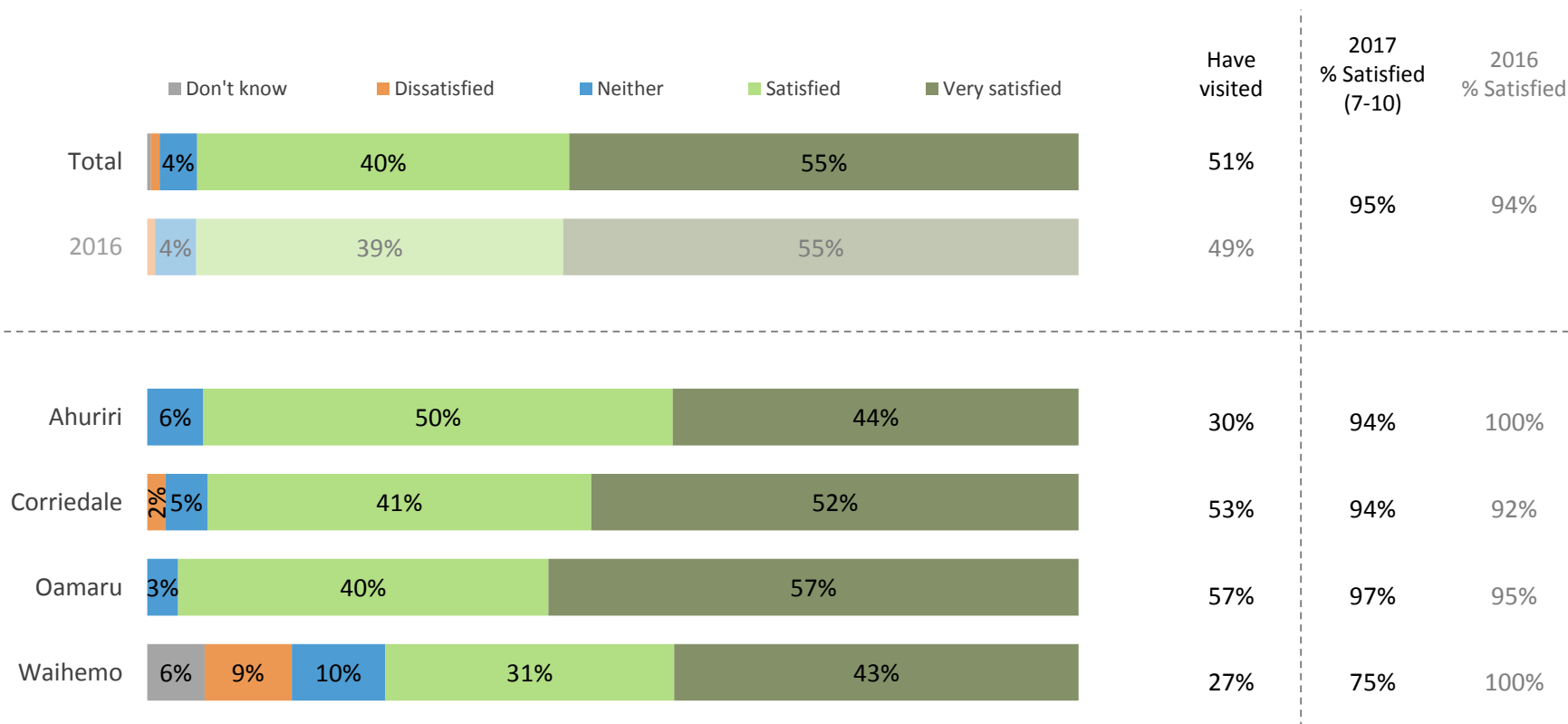
Because they have become orientated with Chinese tourists and also the freedom campers with free Wi-Fi. Not targeting the biggest users that are using the information centre

NOTES:

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

Of the just over half (51%) of residents that have visited the Opera house, 95% are satisfied compared to 94% in 2016

Opera house



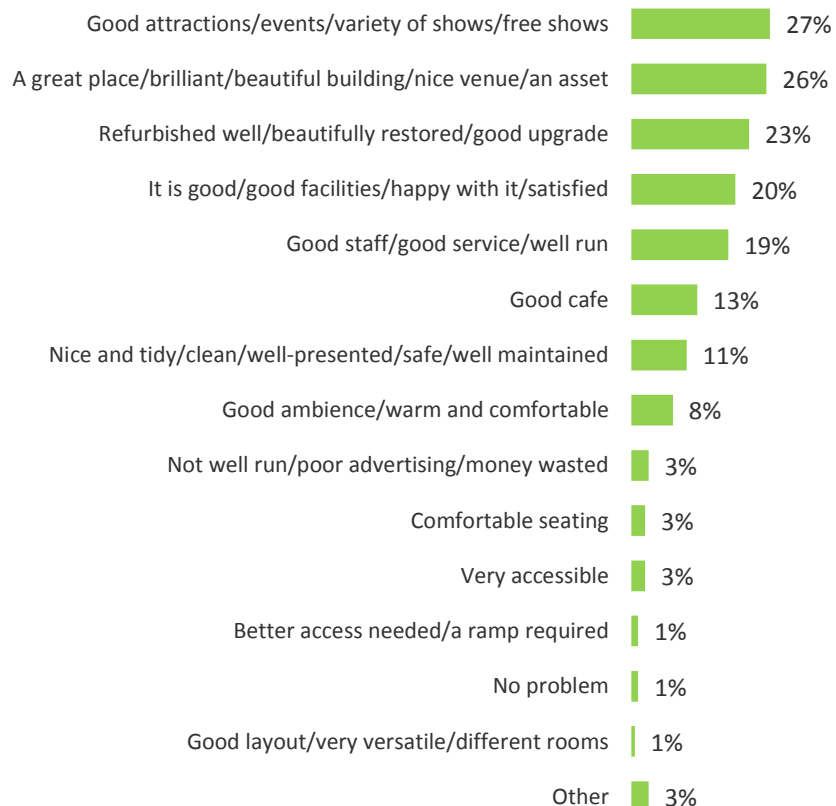
NOTES:

1. Total sample: n=183
2. Q12: How satisfied are you with the Opera House?

The top two reasons given for satisfaction with the Opera house related to hosting a variety of attractive events, and the place being aesthetically pleasing

Opera house

Reasons for satisfaction (n=148)



Reasons for dissatisfaction (n=2)

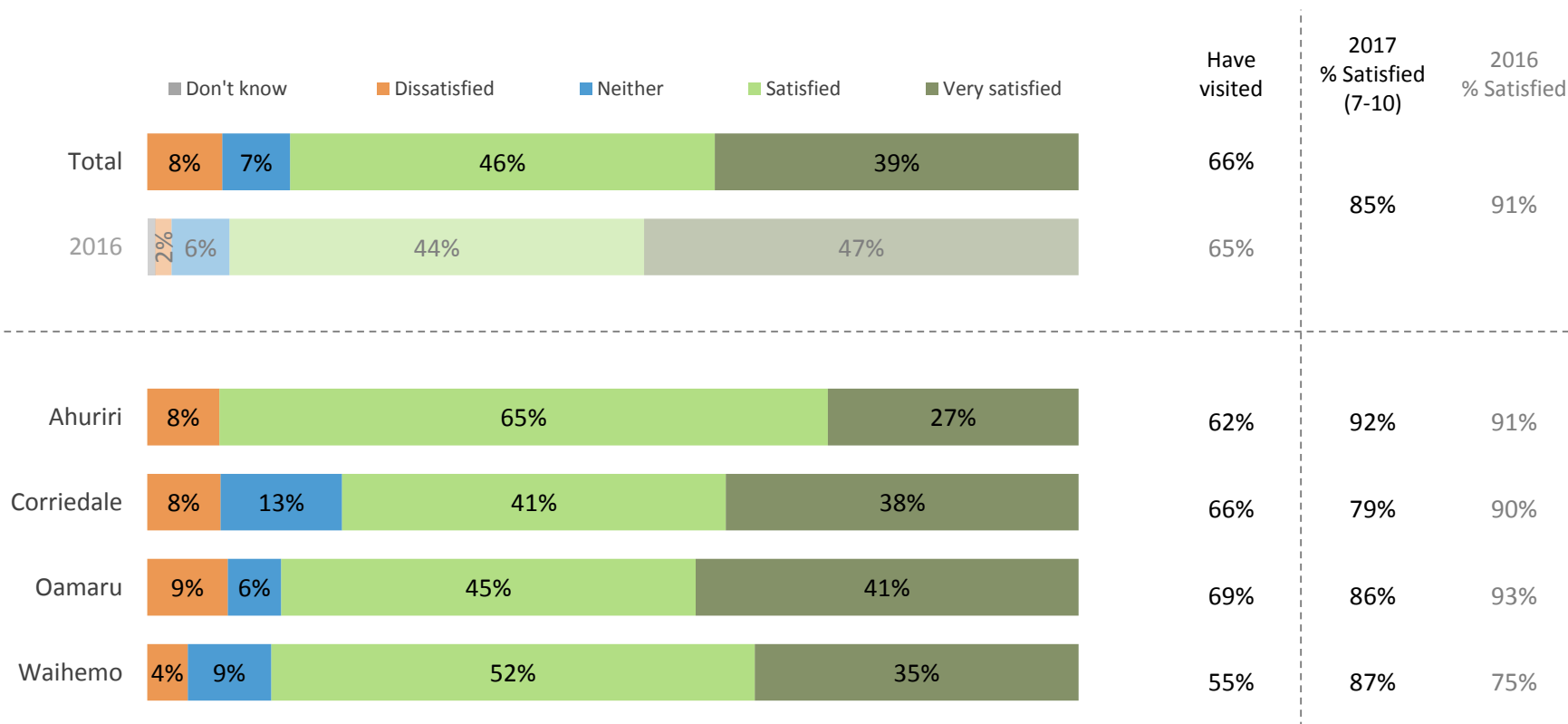
Some of the goods that are available such as the wine being under measured

On the money that's been spent there and the fact that there's near three people employed there that weren't there before. And it's paid for out of our rates. It was paying its way it would be alright, but if not...

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

There has been a very slight decrease in the number of satisfied residents with the parks and/or reserves at 85% compared to 91% in 2016

Parks and reserves

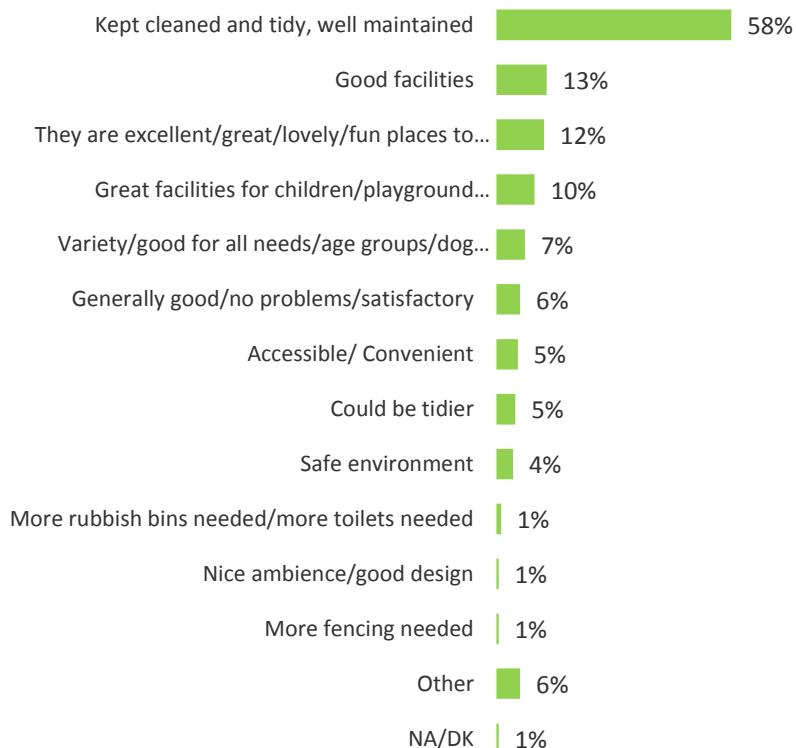


NOTES:
1. Total sample: n=268
2. Q13: How satisfied are you with the parks and/or reserves in the Waitaki District?

Over half (58%) 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=168)



Reasons for dissatisfaction (n=11)

She goes to the gardens every day , the standard of the garden is very poor , no trim and gardens aren't been looked after

Really upset about the level of weeding, the grass clippings weren't picked up, the weeds on the driveway weren't cut..

Potholes are getting bigger at the beach reserve, due to lack of maintenance, the beach reserve is very popular

Not very dog friendly

Not happy with things that been paid for that their rates go to

Not enough dog parks in the north end of Oamaru

Mowing dog park needed

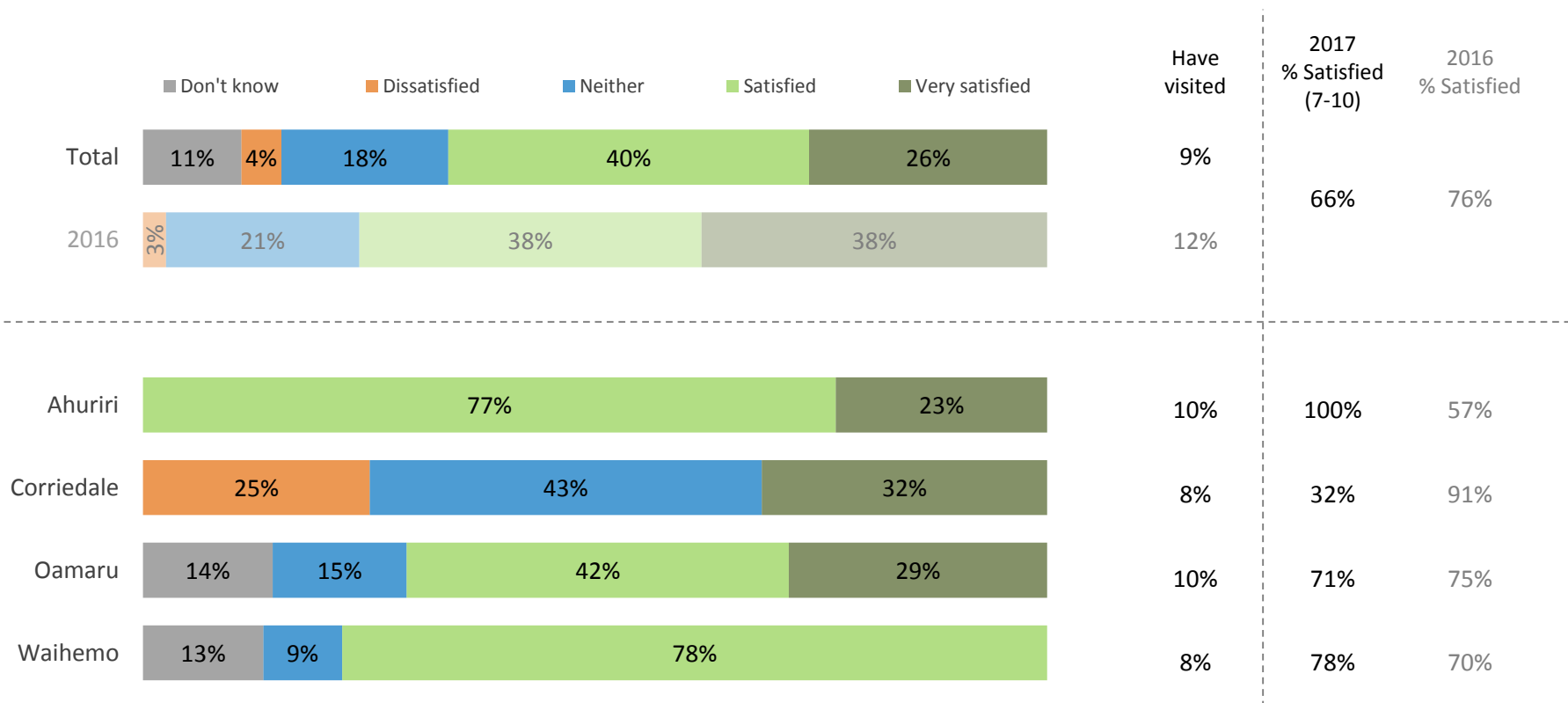
It's just the silly health and safety regulations that if you want to hire one you have to have a traffic management plan, it's all to do with the health and safety; it's over the top

NOTES:

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

The least number of satisfied residents with the Waitaki Lakes camping ground are from the Corriedale ward (32%) which has seen a drop from 91% the previous year

Waitaki Lakes camping ground



NOTES:

1. Total sample: n=43
2. Q14: How satisfied are you with the Waitaki District Council Lakes camping ground over the past 12 months?

Well serviced, good facilities that are clean and tidy was the most common reason for satisfaction at the Waitaki Lakes camping ground

Waitaki Lakes camping ground

Reasons for satisfaction (n=19)



Reasons for dissatisfaction (n=2)

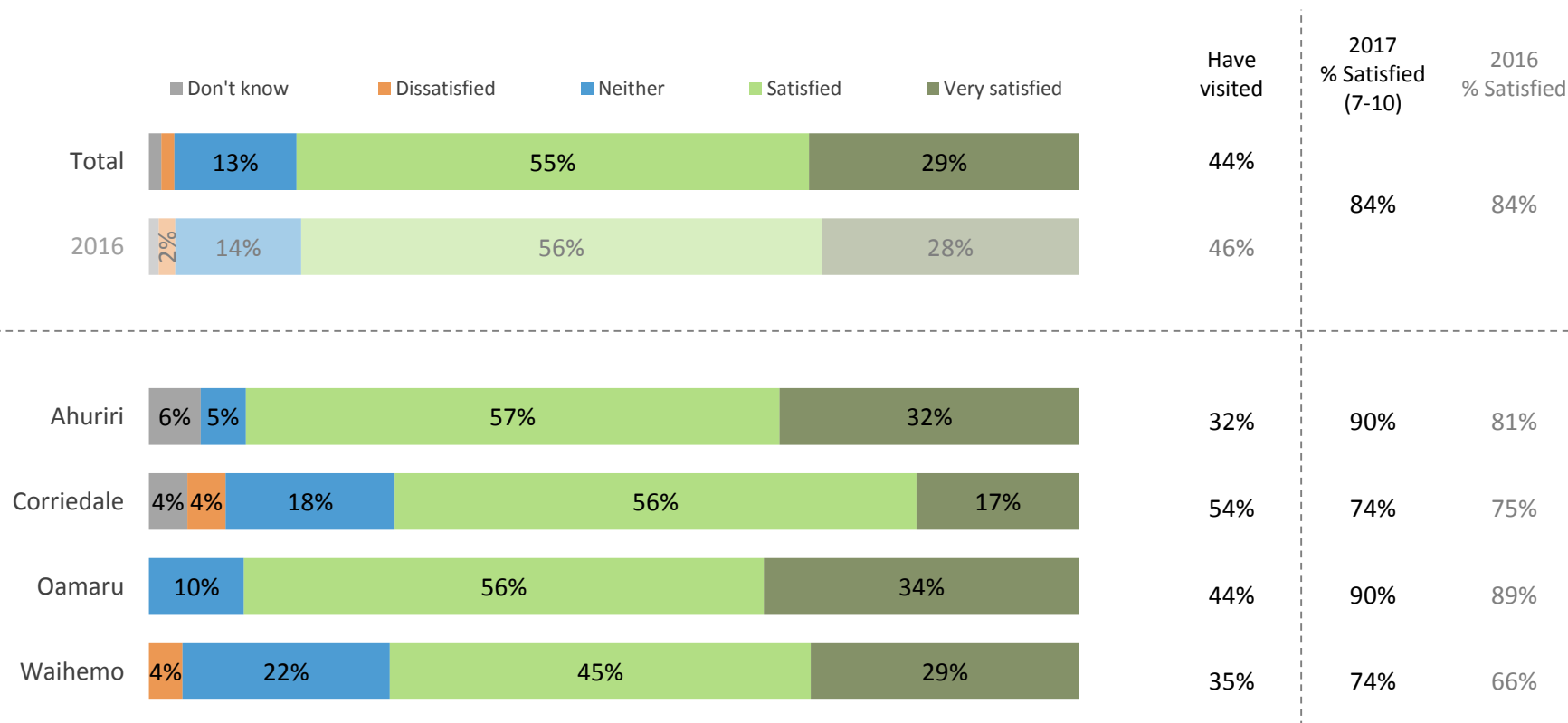
Not enough rubbish bins and cant freedom camp and camp for free.

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?

Corriedale and Waihemo residents continue to be the least satisfied with sports fields and facilities, although satisfaction overall remains relatively high (84%)

Sports fields and facilities

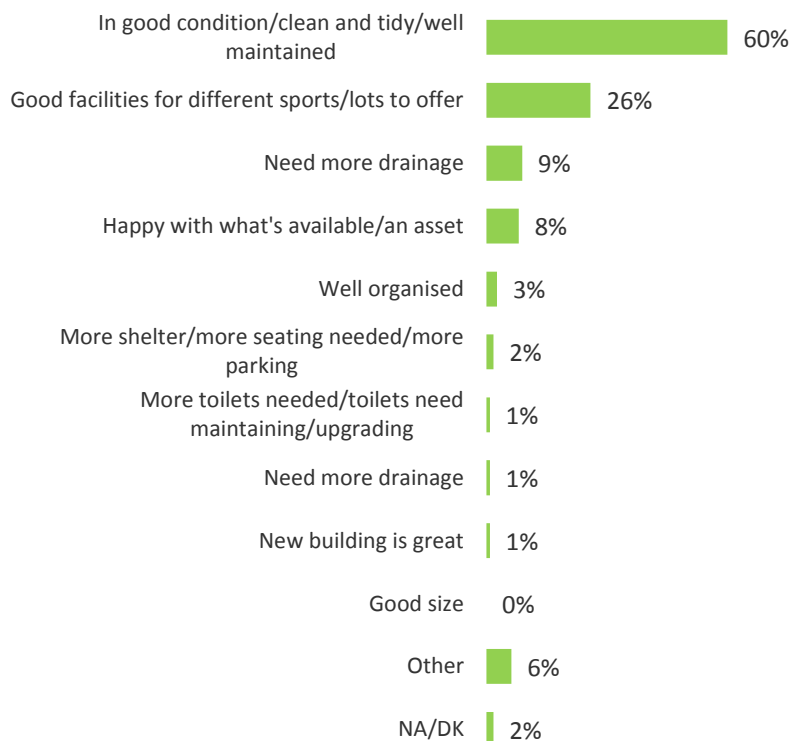


NOTES:
1. Total sample: n=179
2. Q15: How satisfied are you with sports fields and facilities in the Waitaki District?

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=112)



Reasons for dissatisfaction (n=2)

When building a new facility that they are talking about they need to do it right to make sure that it caters to all sports

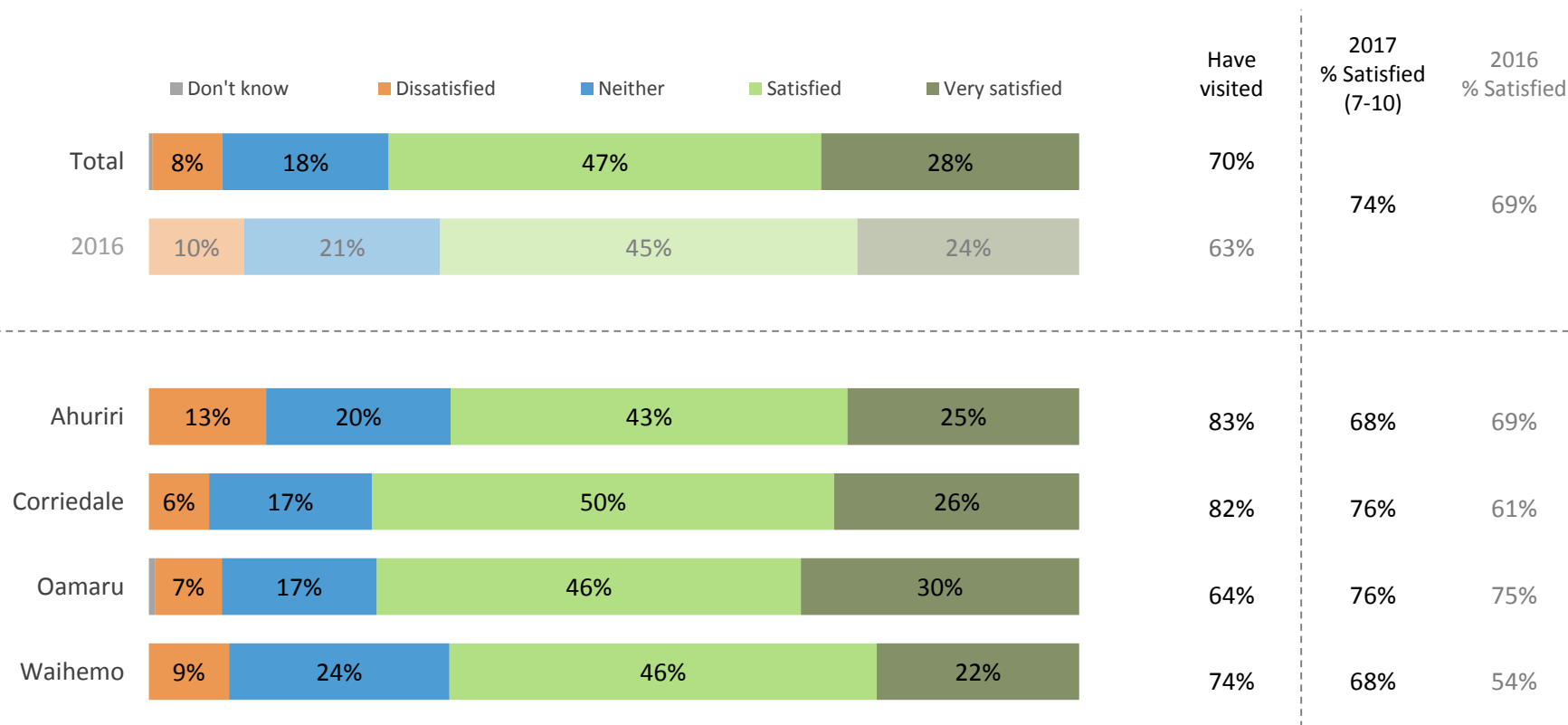
Lack of facilities and poor maintenance of the grounds

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 increased to 74% from 69% in 2016

Public toilets



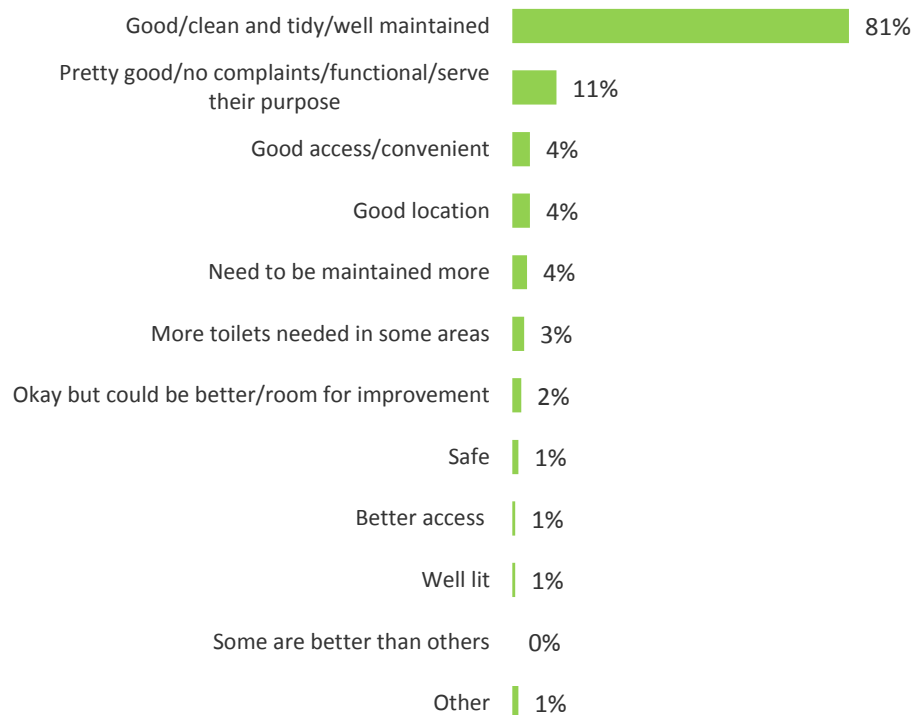
NOTES:

1. Total sample: n=289
2. Q16: How satisfied are you with the public toilets?

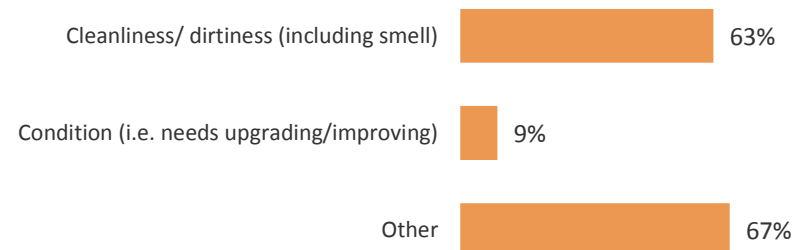
Reasons for satisfaction (120 responses) and dissatisfaction (16 responses) with the public toilets primarily relate to their level of cleanliness

Public toilets

Reasons for satisfaction
(n=120)



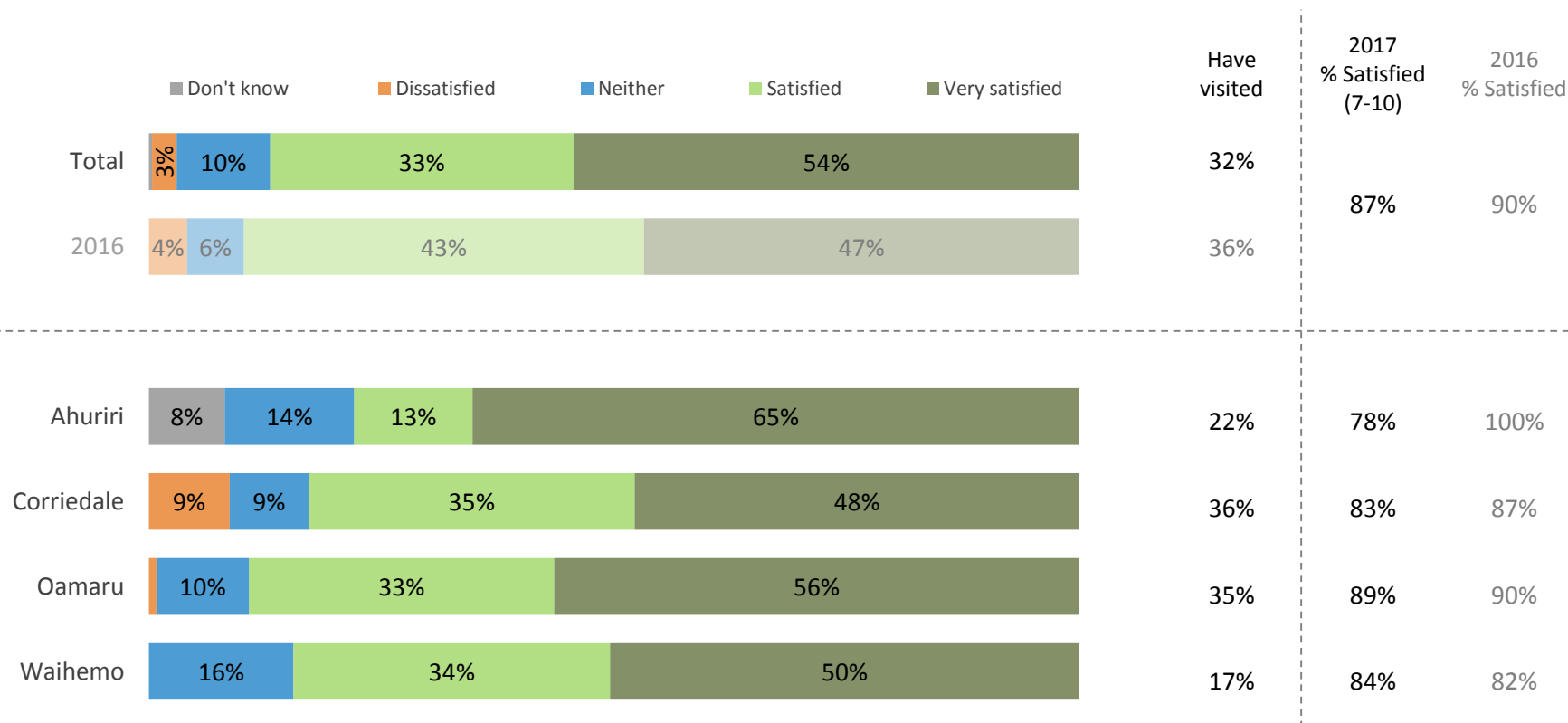
Reasons for dissatisfaction
(n=16)



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; while visitation rates have fallen from 36% in 2016 to 32%

Aquatic Centre



NOTES:

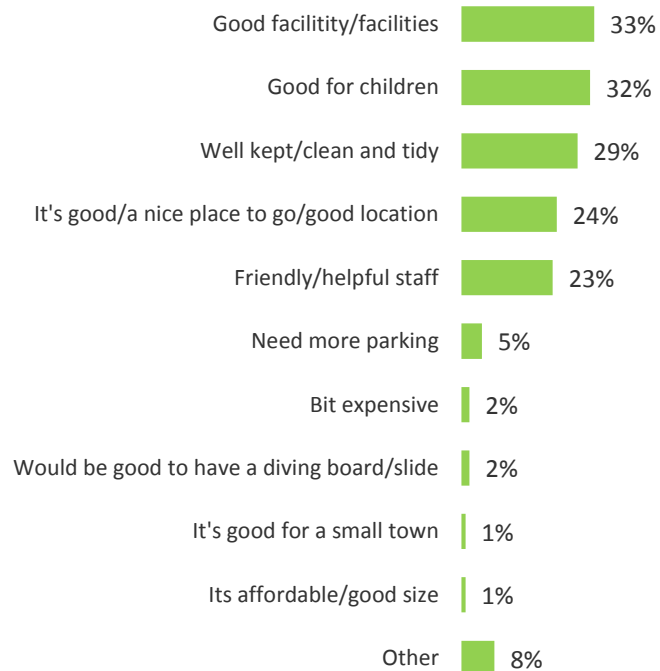
1. Total sample: n=129
2. Q17: How satisfied are you with the Aquatic Centre?

Good facilities and being good for children are top reasons given for satisfaction with the Aquatic Centre

Aquatic Centre

Reasons for satisfaction (n=97)

Reasons for dissatisfaction (n=3)



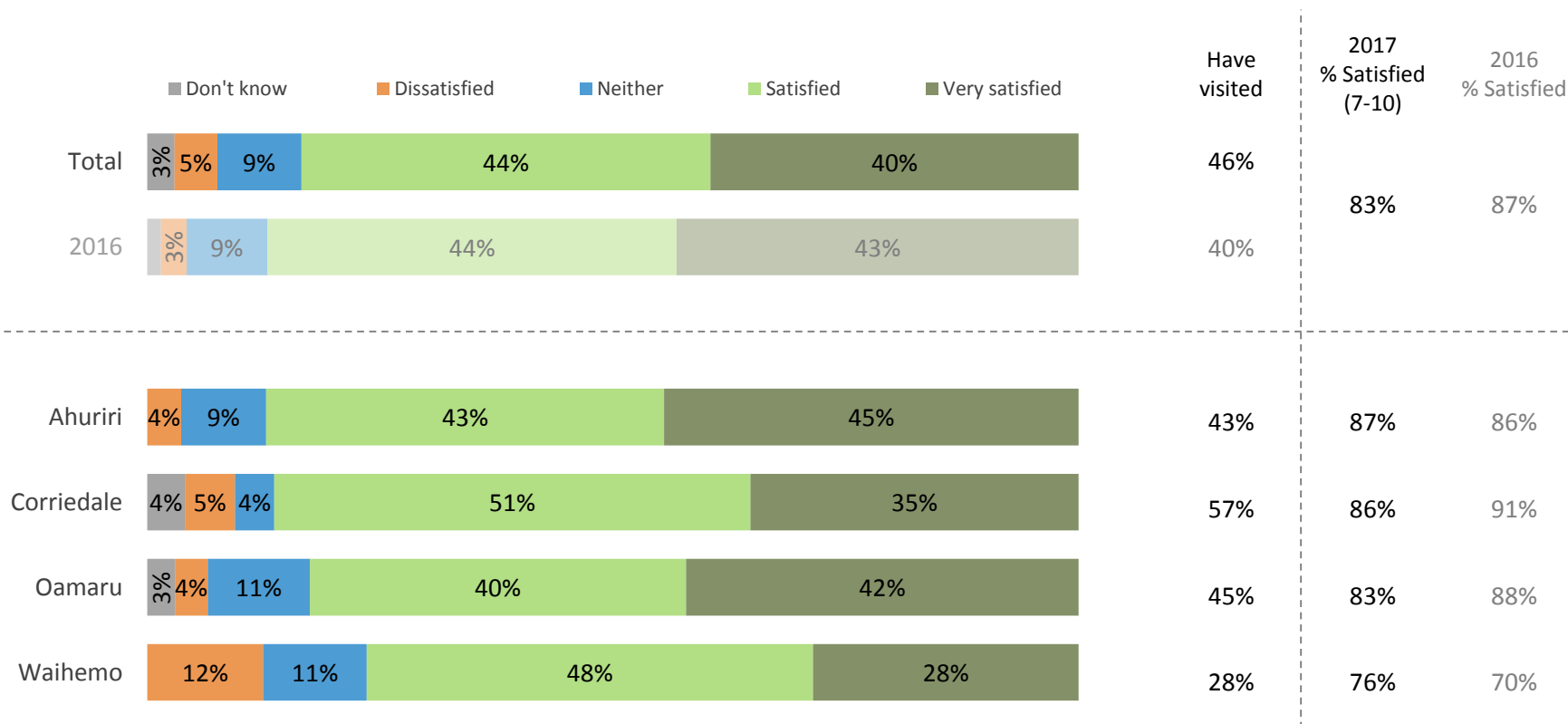
Too much chlorine in the water

Lack of public lane swimming, children's play or room for public to aquatic jog while squad is on. Pricing is wrong

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

Nearly half of all residents (46%) have visited a cemetery in the past year, with a large number of these satisfied with the service (83%)

Cemeteries



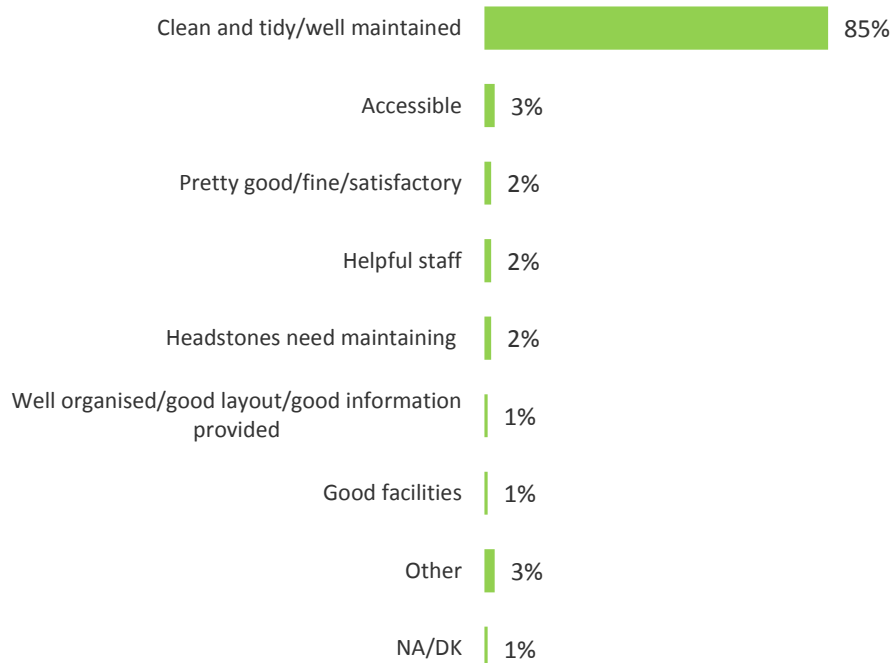
NOTES:

1. Total sample: n=169
2. Q18: How satisfied are you with cemeteries in the Waitaki District?

A large number 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=3)

Too many rabbits

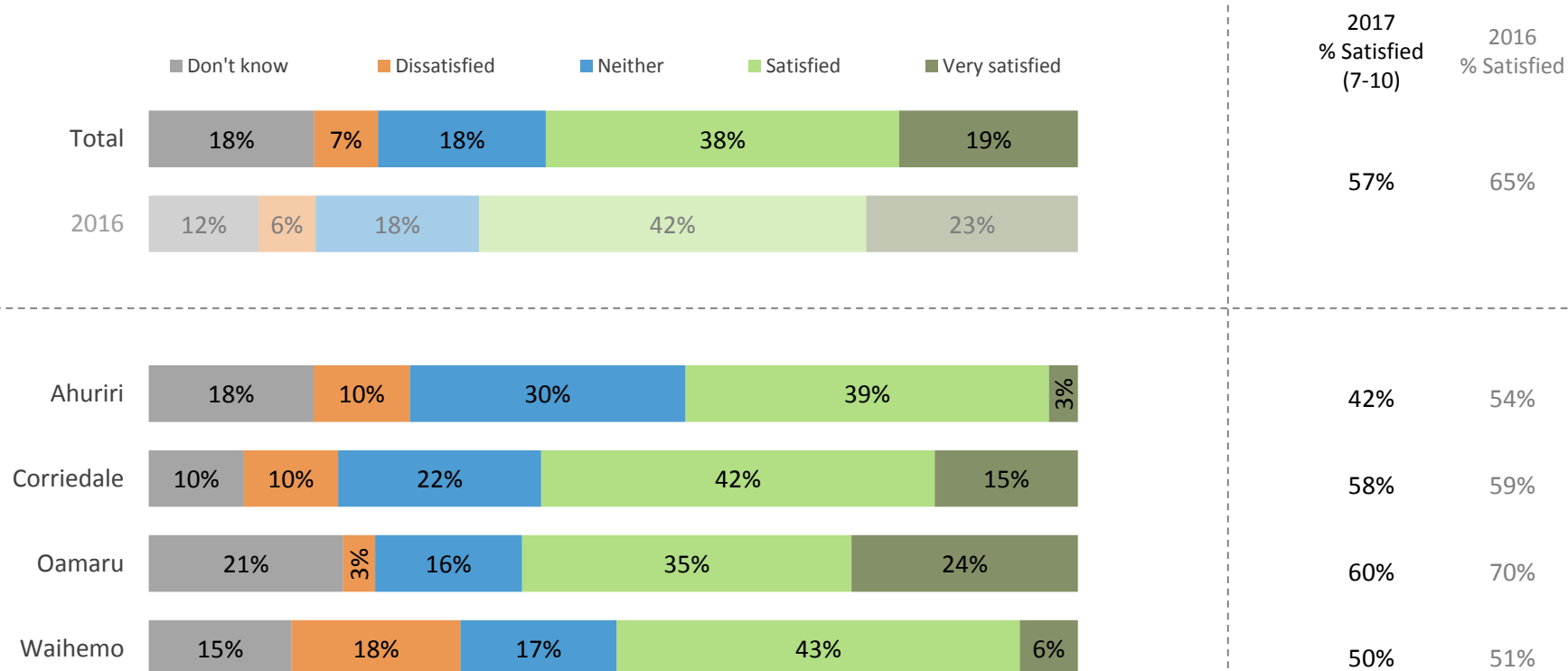
The old cemetery is bare and neglected looking. Headstones are broken

Damage done from contractors

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

There are a number of residents (18%, up from 12% in 2016) 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



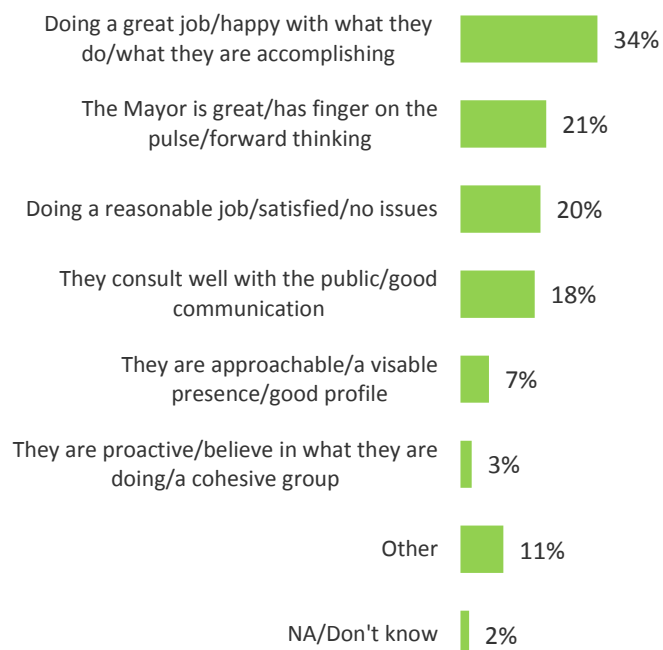
NOTES:

1. Total sample: n=400
2. Q19: How satisfied are you with the performance of the mayor and Councillors over the last 12 month period?

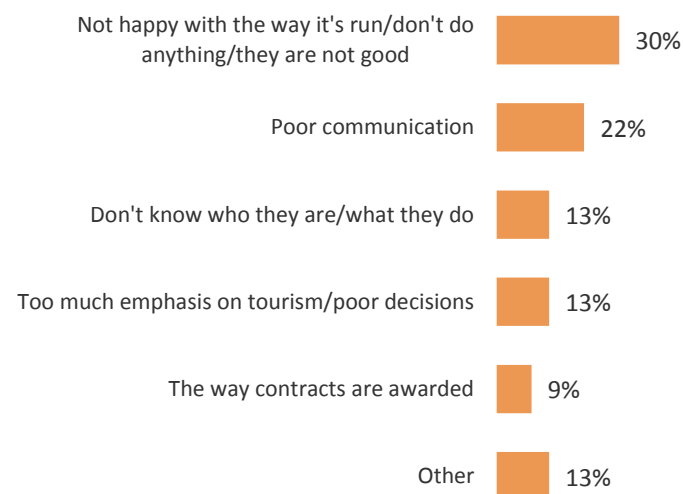
Of the residents that are satisfied with the performance of the Mayor and Councillors, one in three (34%) are happy with what they are doing and with what is being accomplished

Performance of the Mayor and Councillors

Reasons for satisfaction
(n=141)



Reasons for dissatisfaction
(n=23)

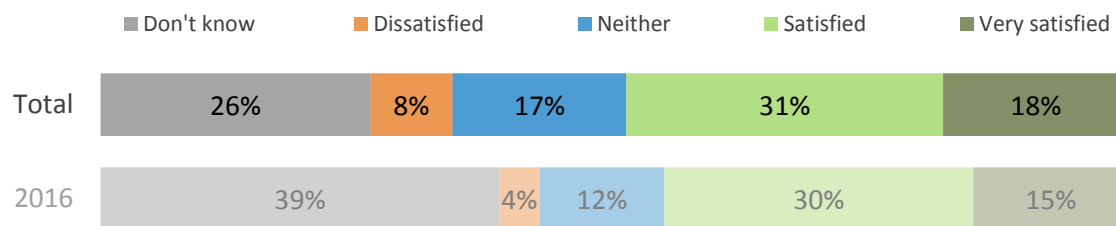


NOTES:

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 (26%) of residents in Ahuriri who remain undecided with regard to the performance of their local Community Board members

Performance of Ahuriri Community Board members

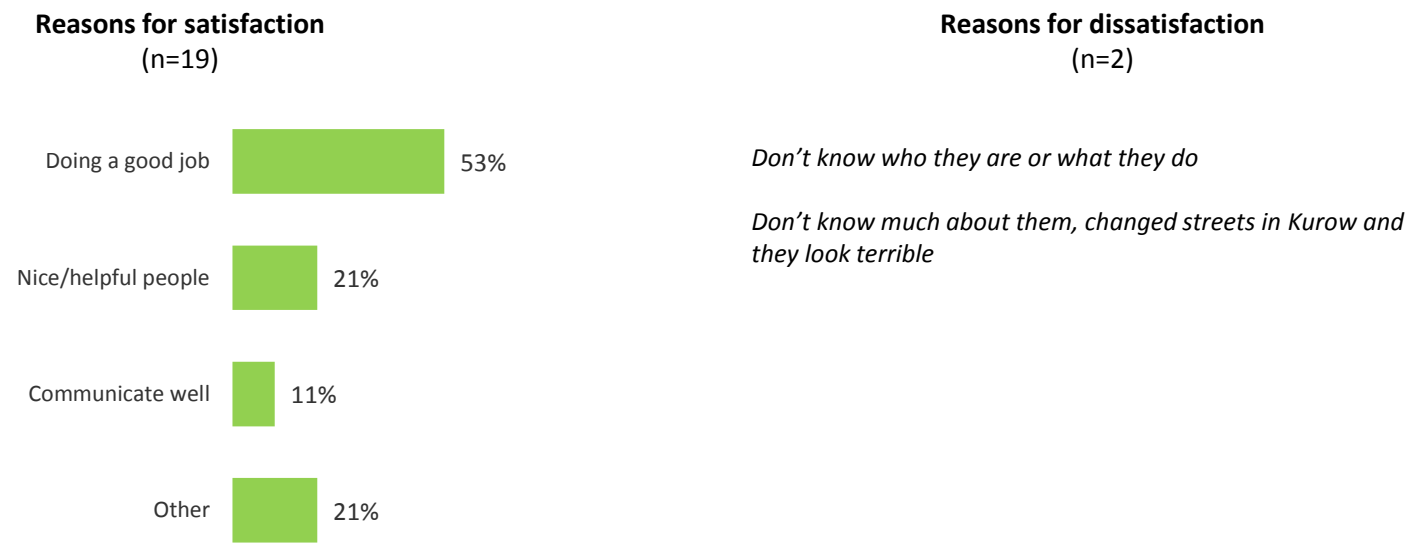


2017 % Satisfied (7-10)	2016 % Satisfied
49%	45%

NOTES:
1. Total sample: n=56
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

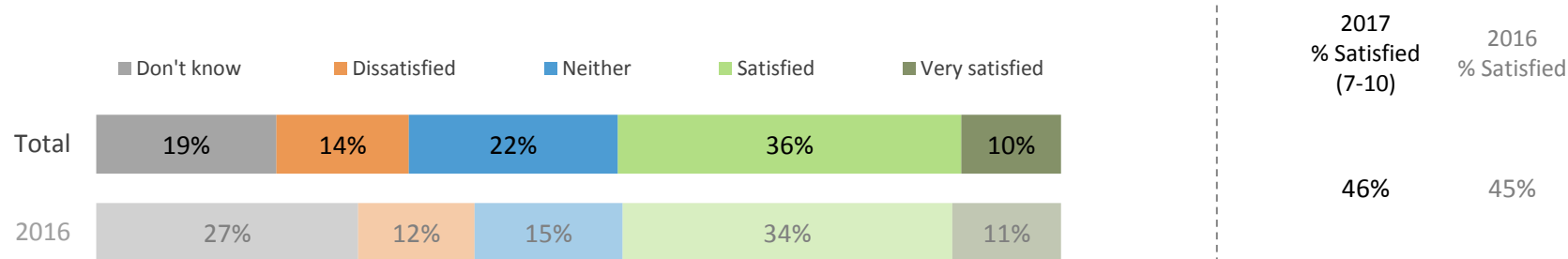
Performance of Ahuriri Community Board members



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

There is also a large number (19%) of residents in Waihemo who are undecided with regard to the performance of their local Community Board members, although this number has reduced

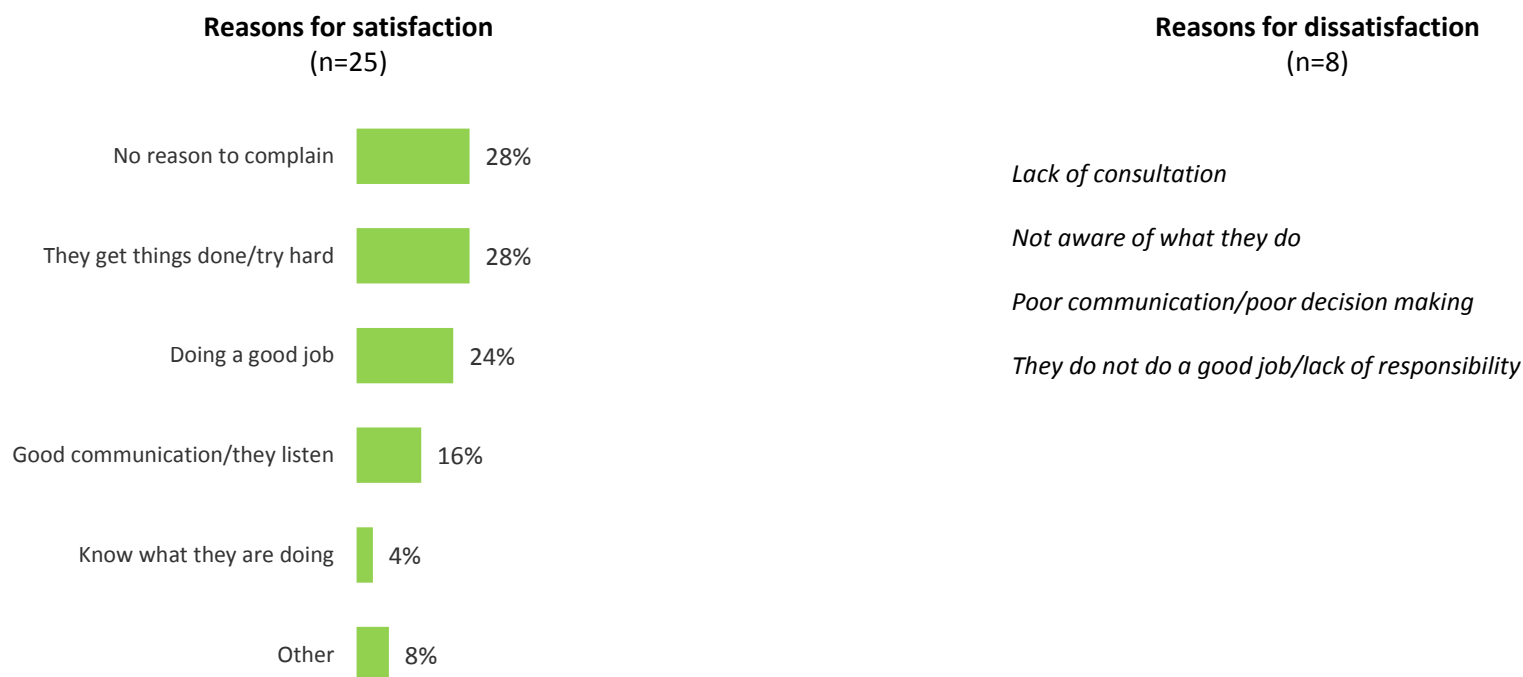
Performance of Waihemo Community Board members



NOTES:
1. Total sample: n=81
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 had no reason to complain

Performance of Waihemo Community Board members

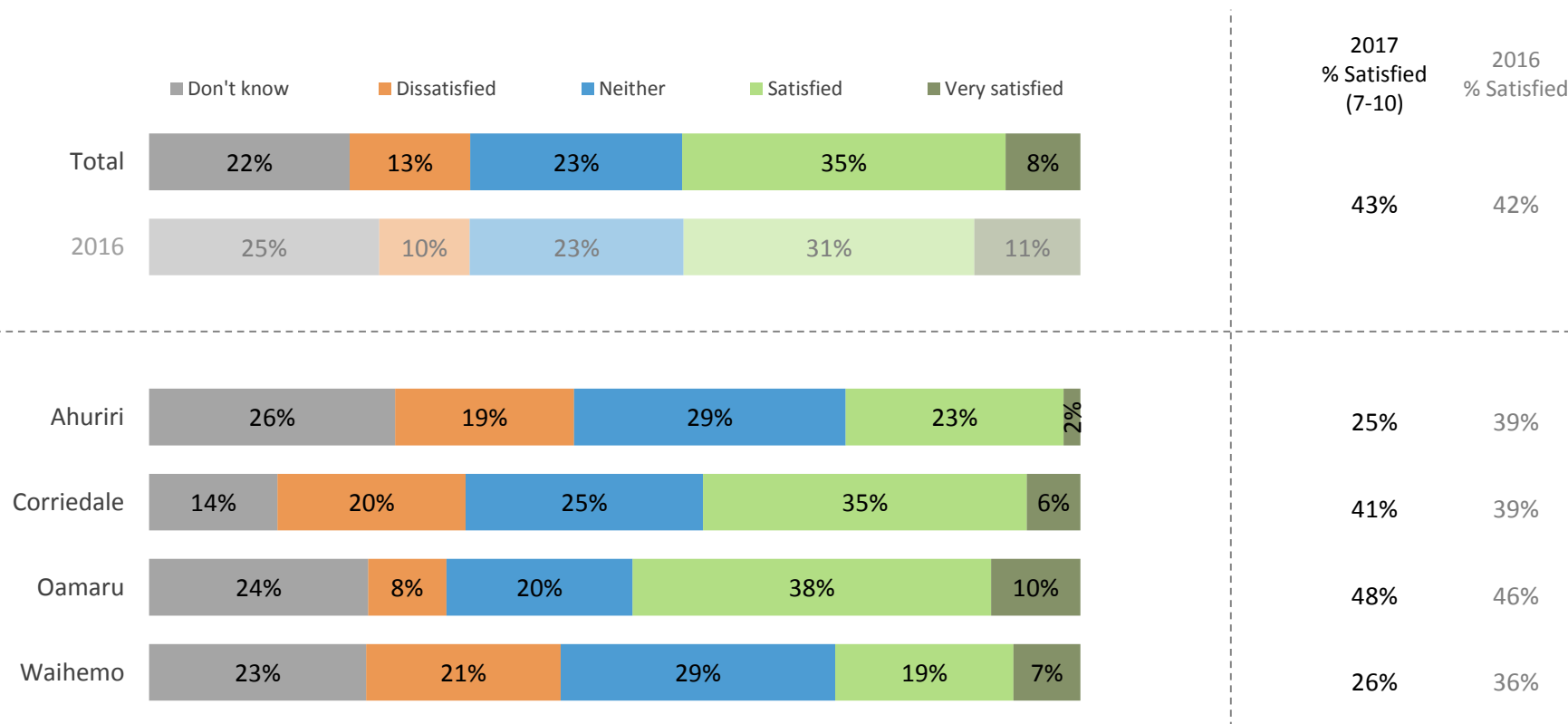


NOTES:

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

In relation to Council consultation, there has been a decline in the number of satisfied residents in the Ahuriri and Waihemo wards, but this was offset by an increase in Oamaru and Corriedale

Council's consultation with the community



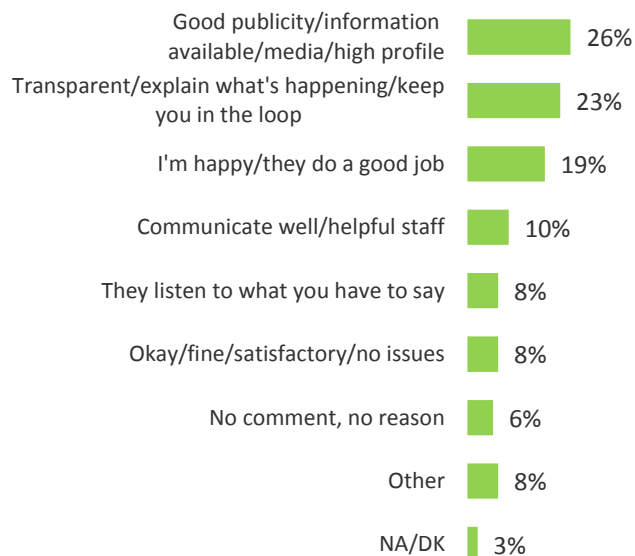
NOTES:

1. Total sample: n=400
2. Q22: How satisfied are you with Council's consultation with the community?

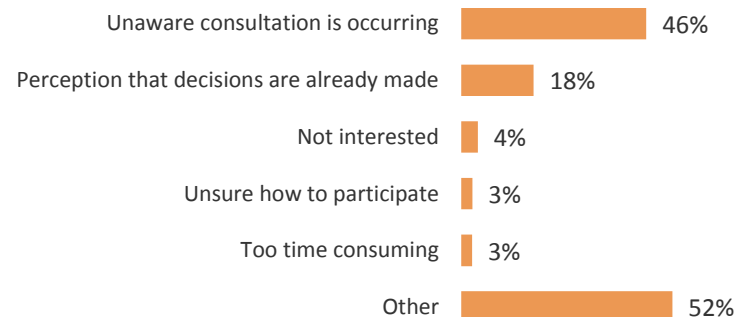
The main reasons given for satisfaction with Council’s consultation with the community are; good publicity, information being available and a high profile and media presence

Council’s consultation with the community

Reasons for satisfaction
(n=78)



Reasons for dissatisfaction
(n=48)

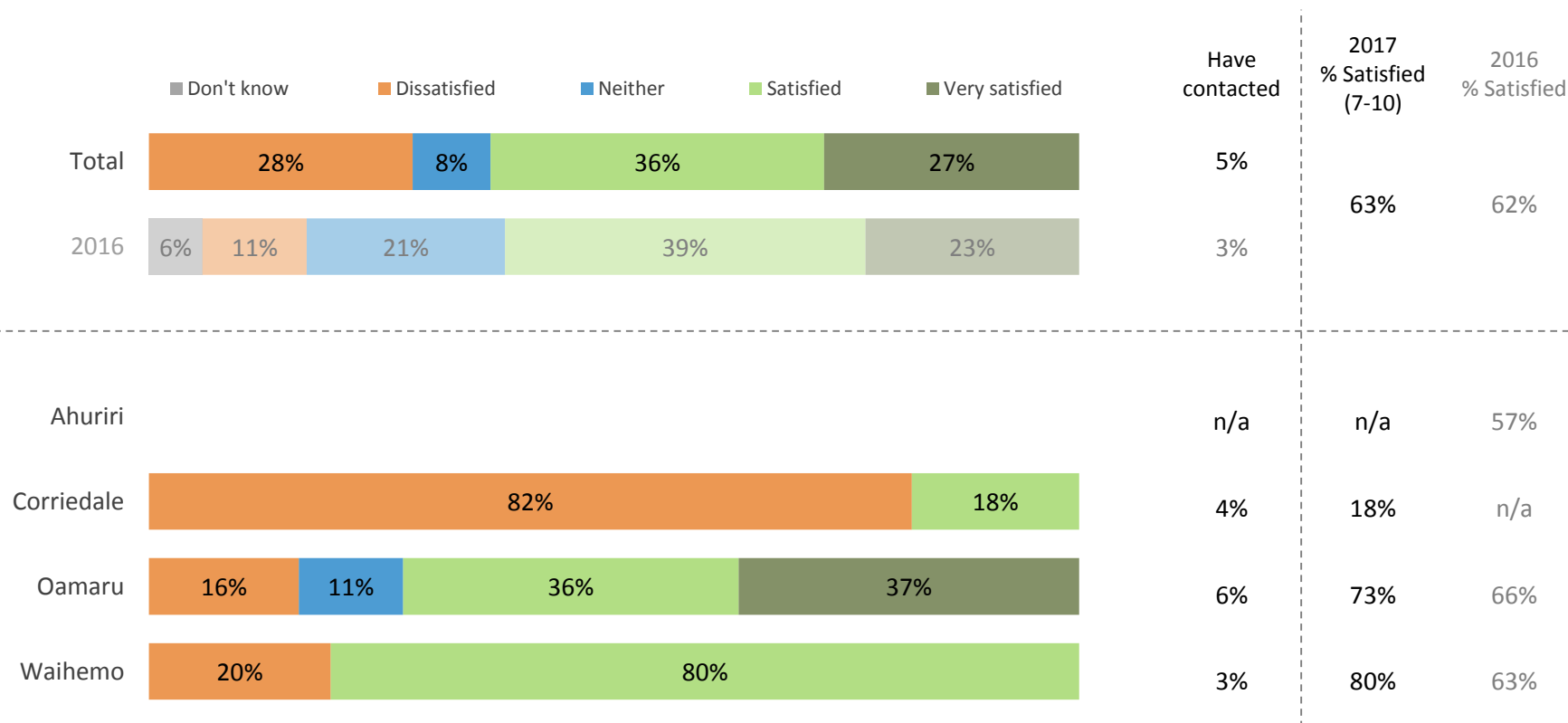


NOTES:

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, satisfaction levels remained similar (63% in 2017, 62% in 2016)

Civil Defence Emergency Management



NOTES:

1. Total sample: 2017 n=16; 2016 n=13
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 positive

Civil Defence Emergency Management

Reasons for satisfaction (n=4)

They do notify people which is helpful

They are really helpful ,very clear, very positive

It has gotten a lot better; it has not run well in the past

A school teacher and they came and spoke to the kids.

Reasons for dissatisfaction (n=3)

Poor communication in recent times due to the changes made and things being disbanded which has frustrated the hard work put in by volunteers

No response at all after leaving name 3 times. I am an industrial paramedic

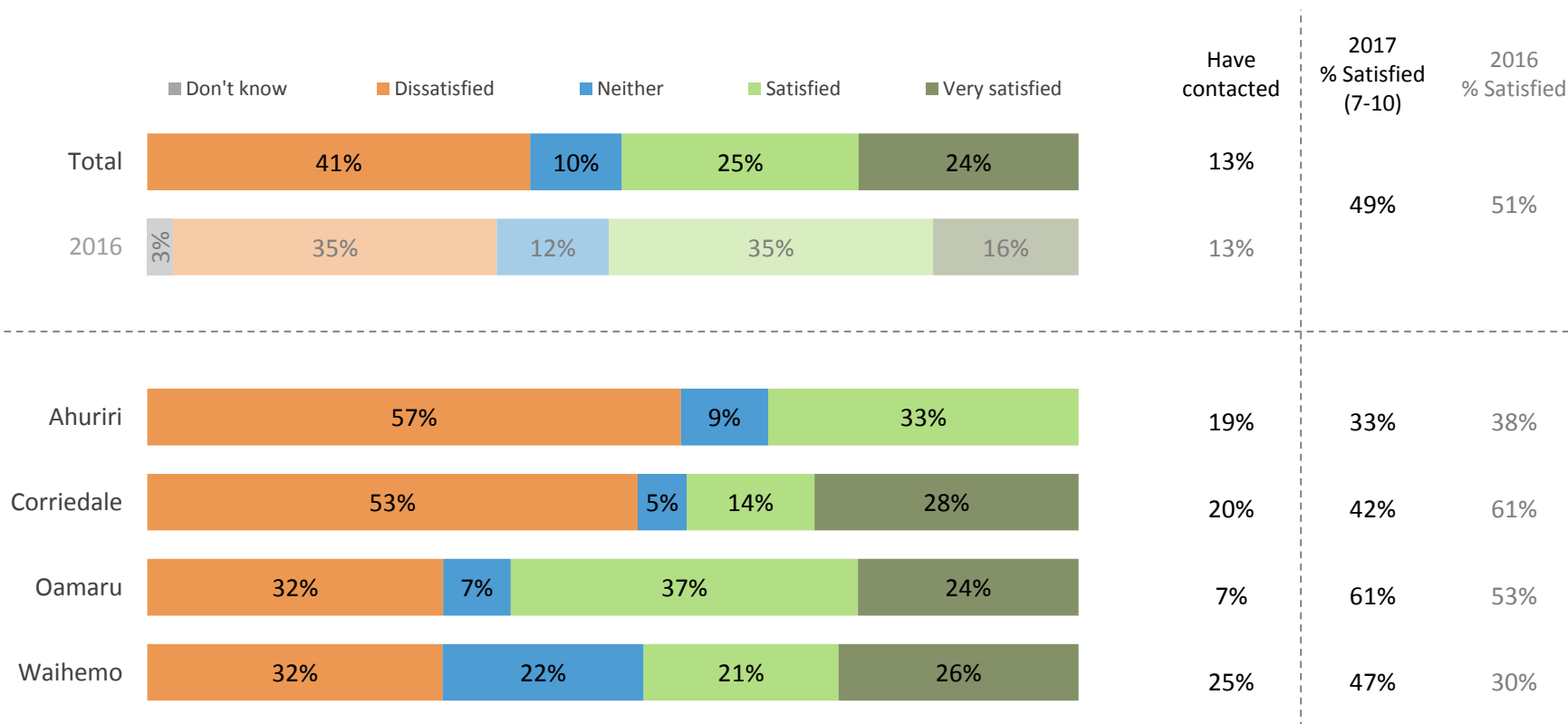
Found them arrogant and hard to deal with. Dismissive of average people

NOTES:

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

There has been a slight decrease 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



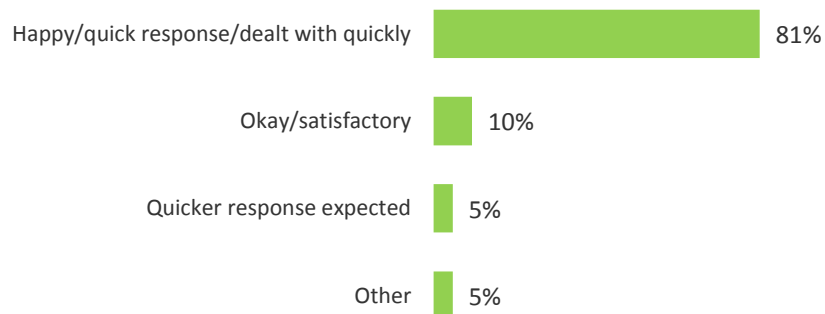
NOTES:

1. Total sample: n=62
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?

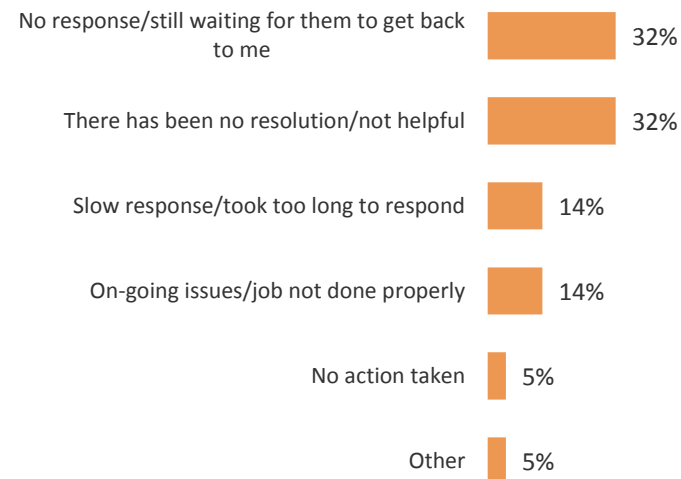
Top reasons given by dissatisfied residents with the response time are; no or poor response, and no resolution

Time of response from Council: roads and footpaths request

Reasons for satisfaction
(n=21)



Reasons for dissatisfaction
(n=22)



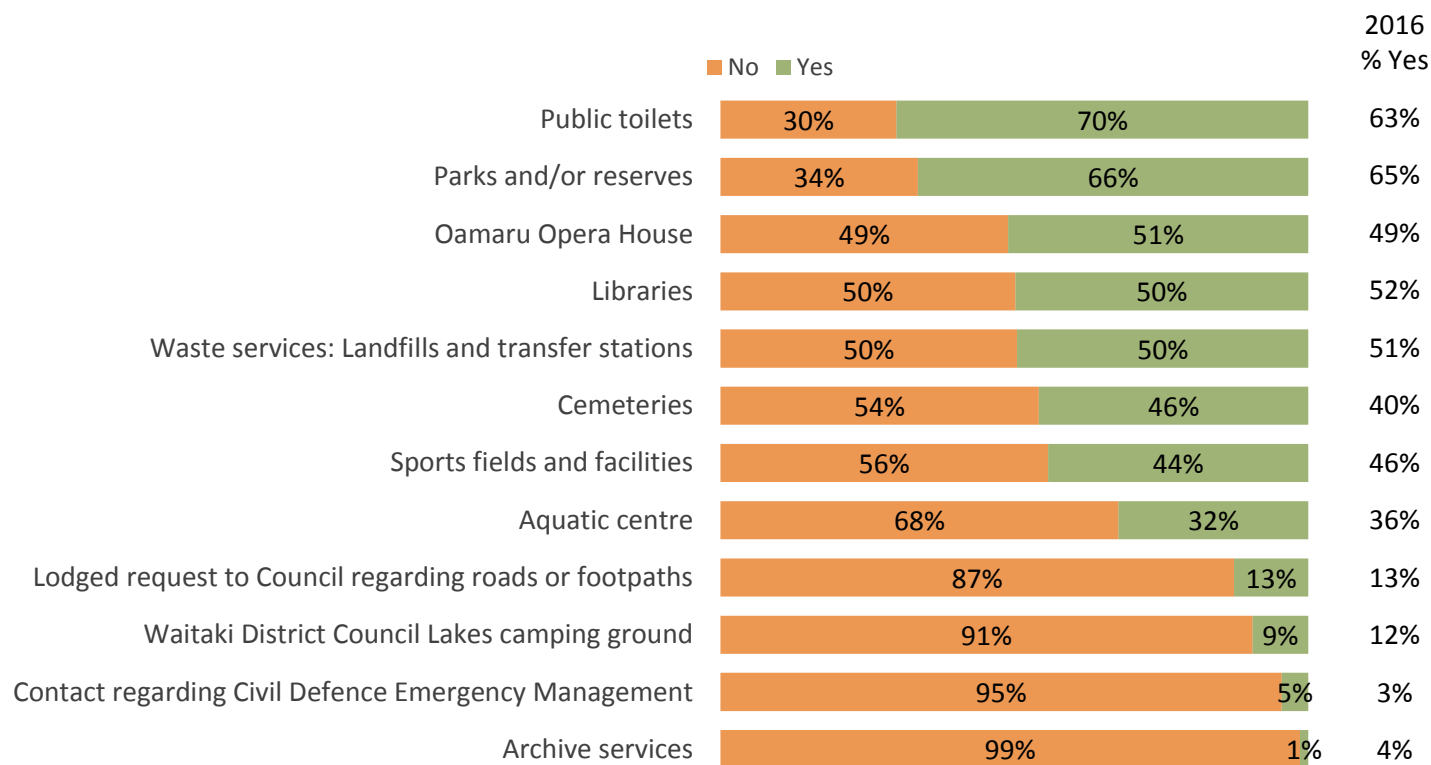
NOTES:

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 2016 with the exception of a increase in waste services usage from 63% to 70%

Frequency of use

Visited / used in the past 12 months



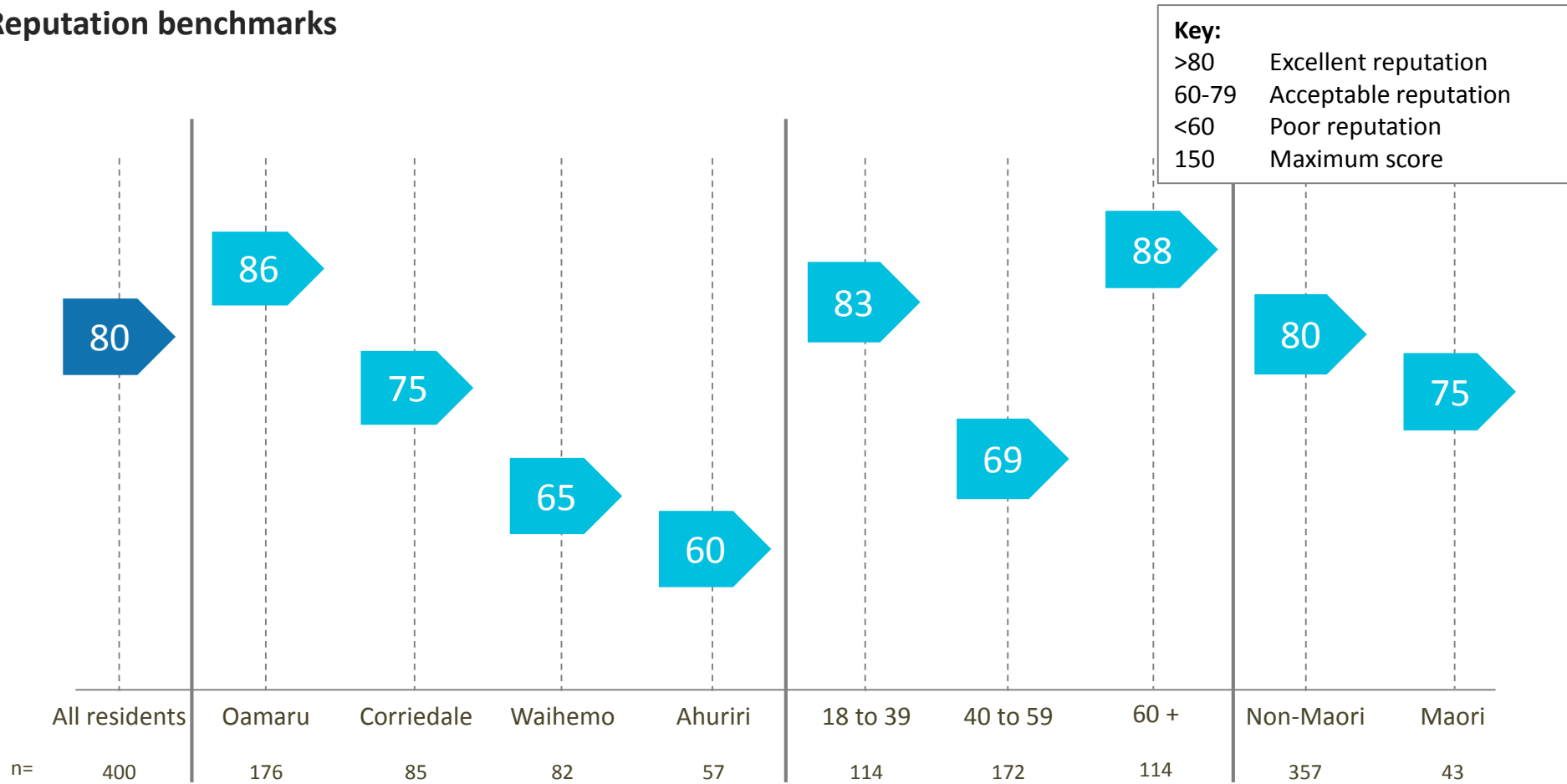
NOTES:
1. Total sample: n=400
2. Q: In the last 12 months, have you visited or used the following services provided by Council...



Understanding reputation

The Waitaki District Council has a particularly strong reputation in Oamaru with an overall benchmark score of 86 where results above 80 are considered to be 'excellent'

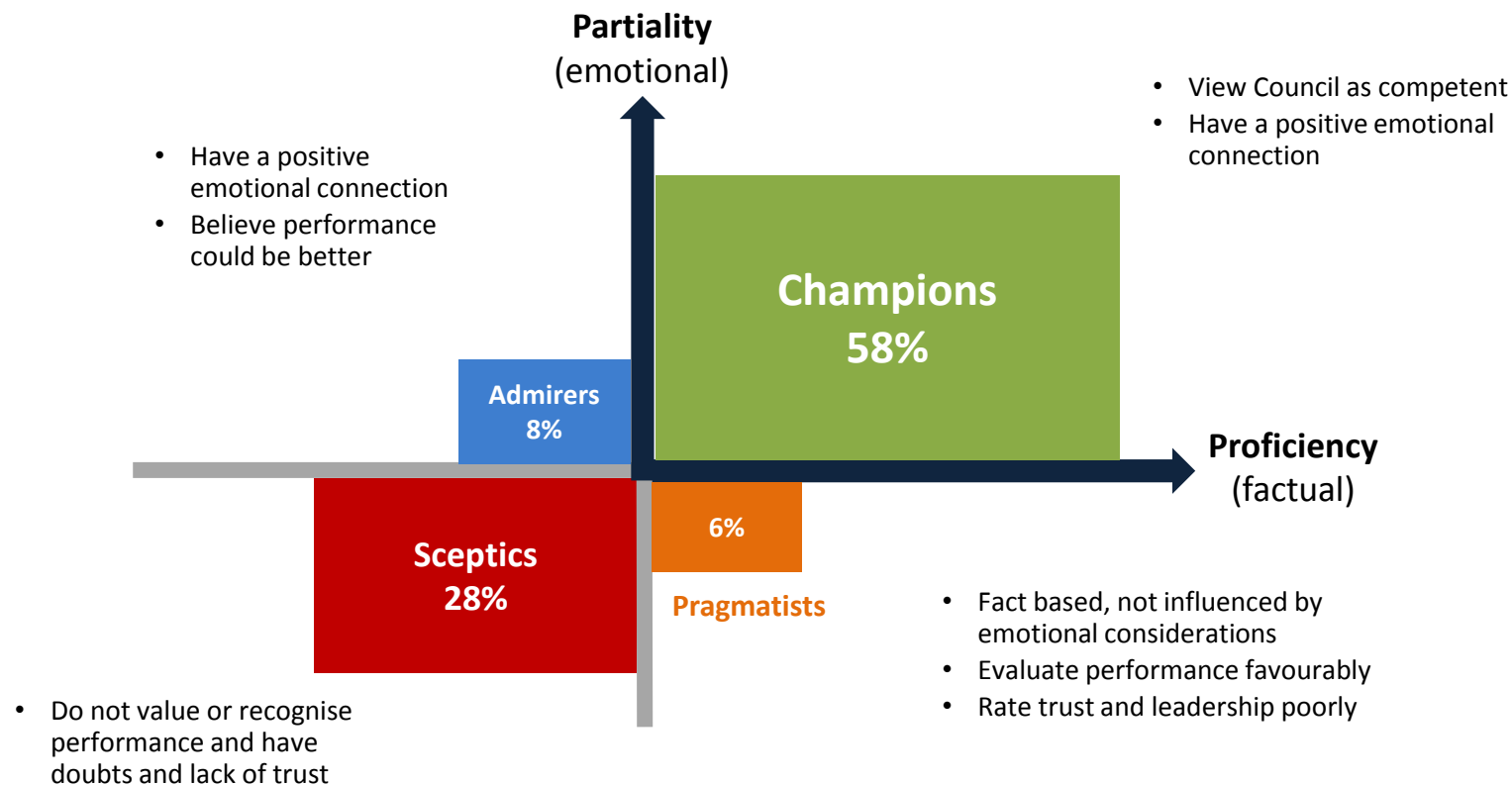
Reputation benchmarks



NOTES:
 1. Sample n=400
 2. OVREP. So everything considered, leadership, trust, financial management and quality of services provided, how would you rate the Waitaki District Council for its overall reputation?
 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 58% of residents believing that Council is doing a good job and have a positive emotional connection

Reputation profile

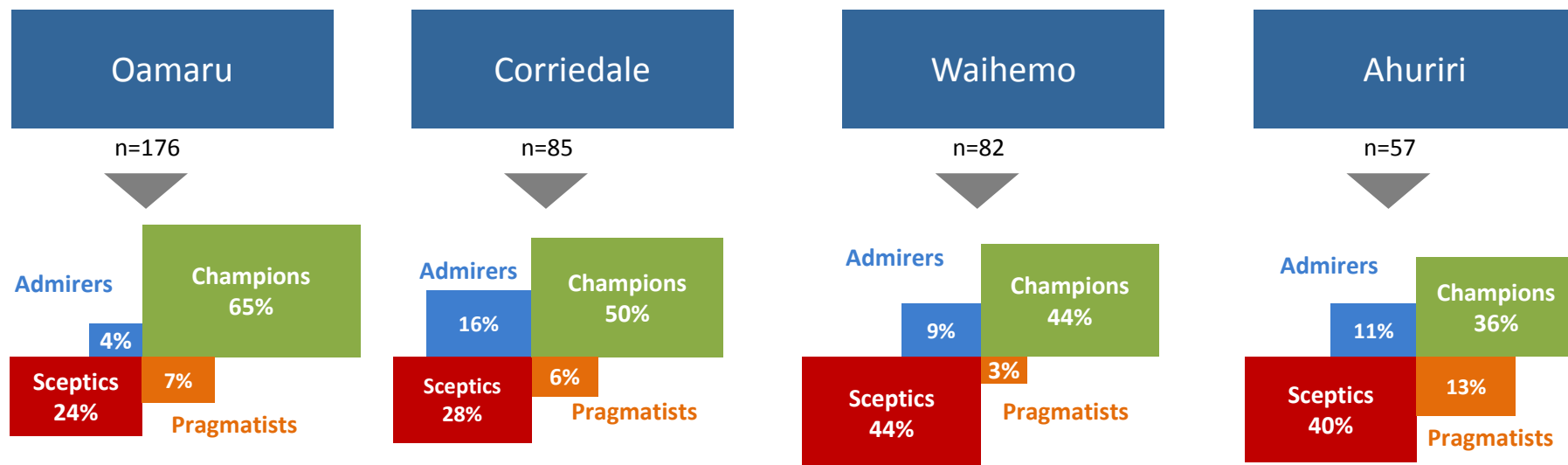


Sample: n=400

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 Ahuriri ward where residents have doubts and mistrust in the Council and are more likely to be sceptical

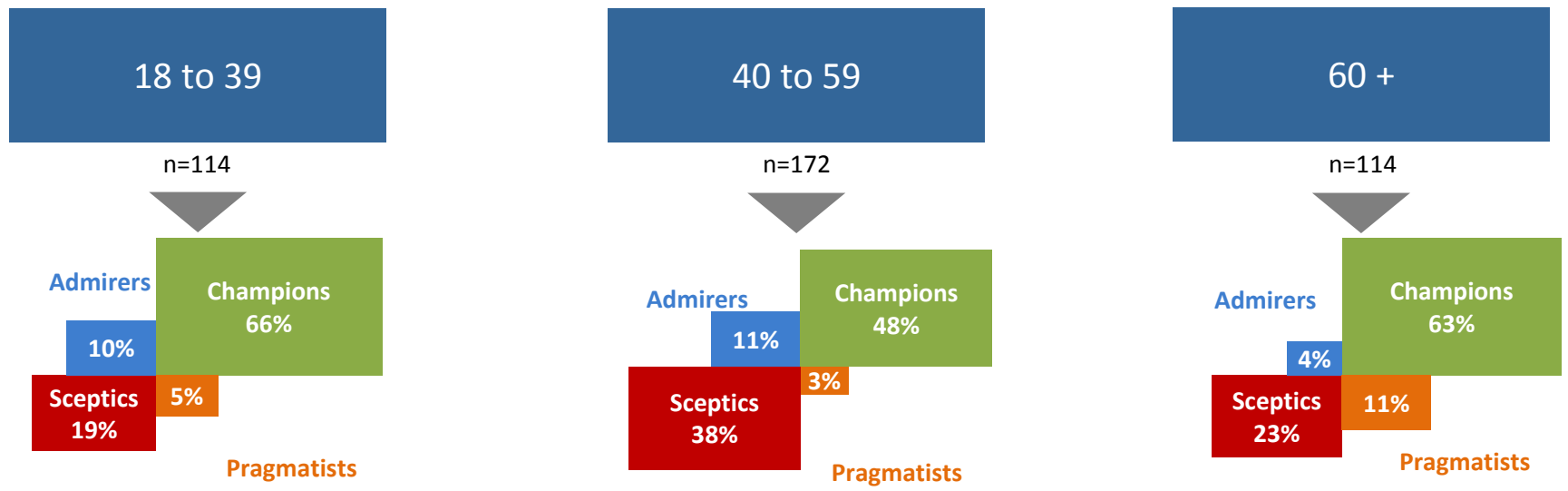
Reputation profile: Wards



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 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

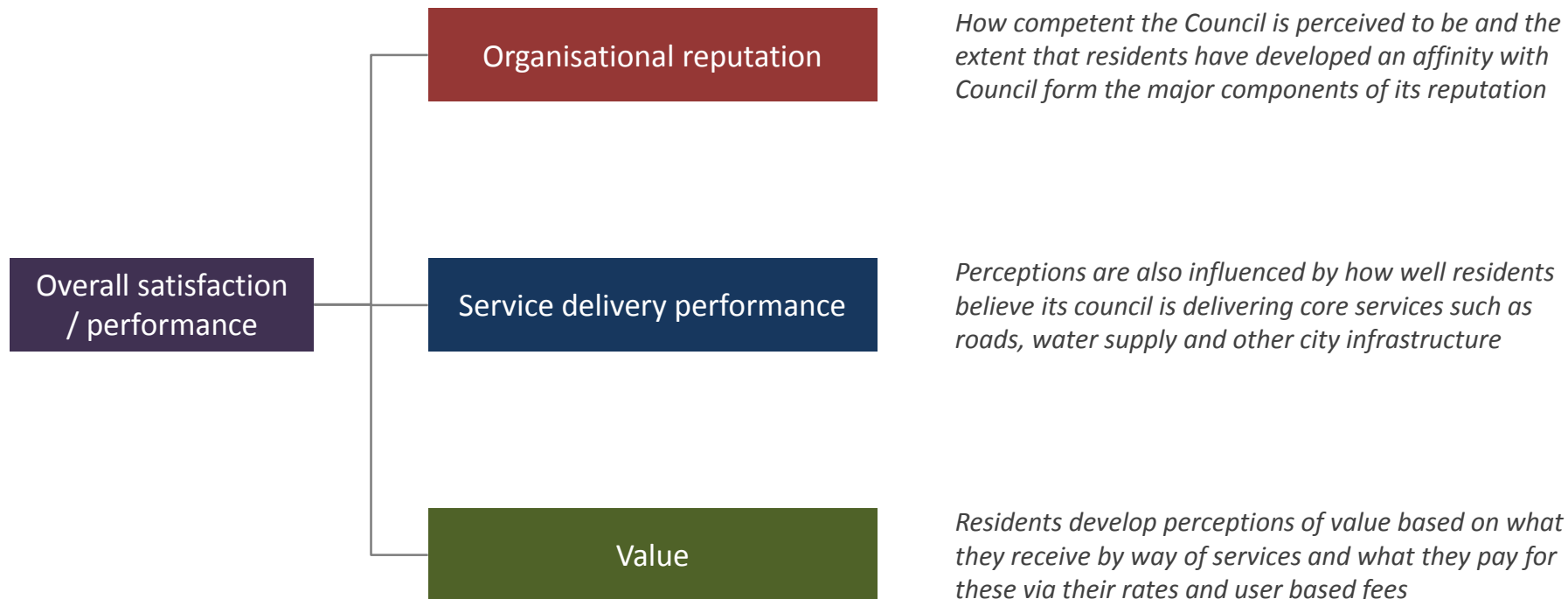
The foundation of the framework used is to determine how the various reputation, service and value elements impact residents overall evaluation of Council

Overview



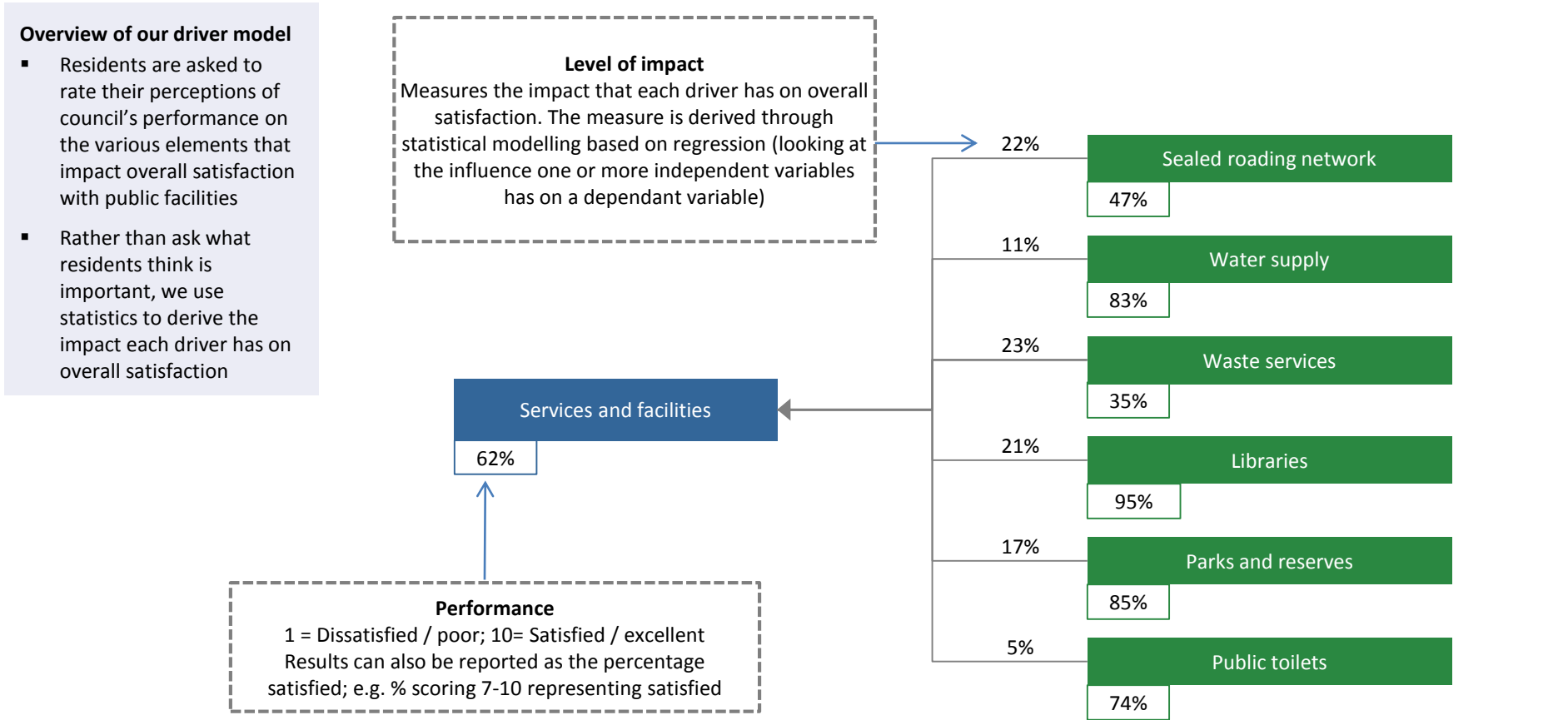
Top level attribute to measure

Rationale



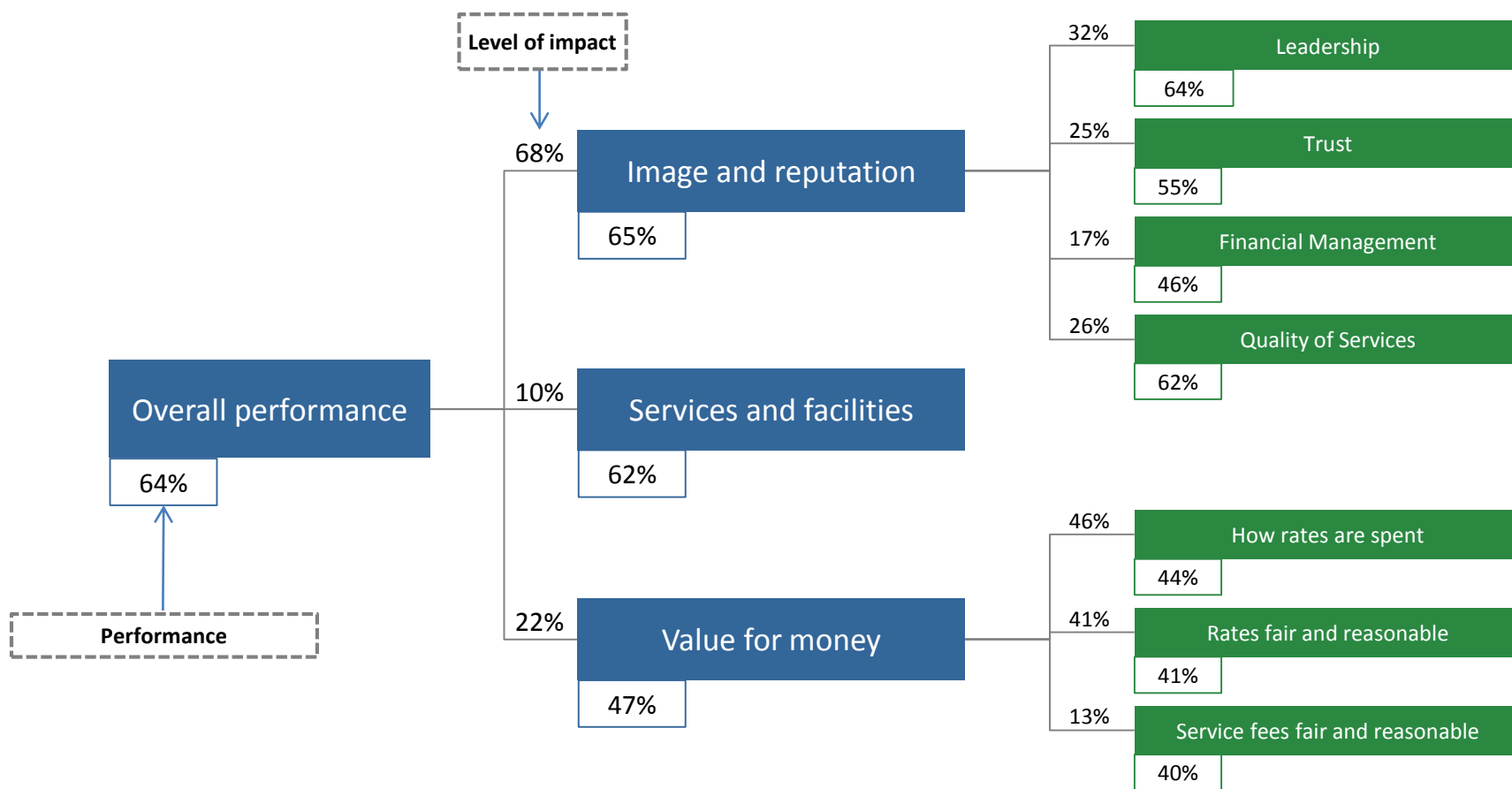
Waste Services has been calculated as having the highest impact (23%) on residents perceptions of service and facilities performance, followed by the sealed roading network (22%)

Services and facilities performance



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

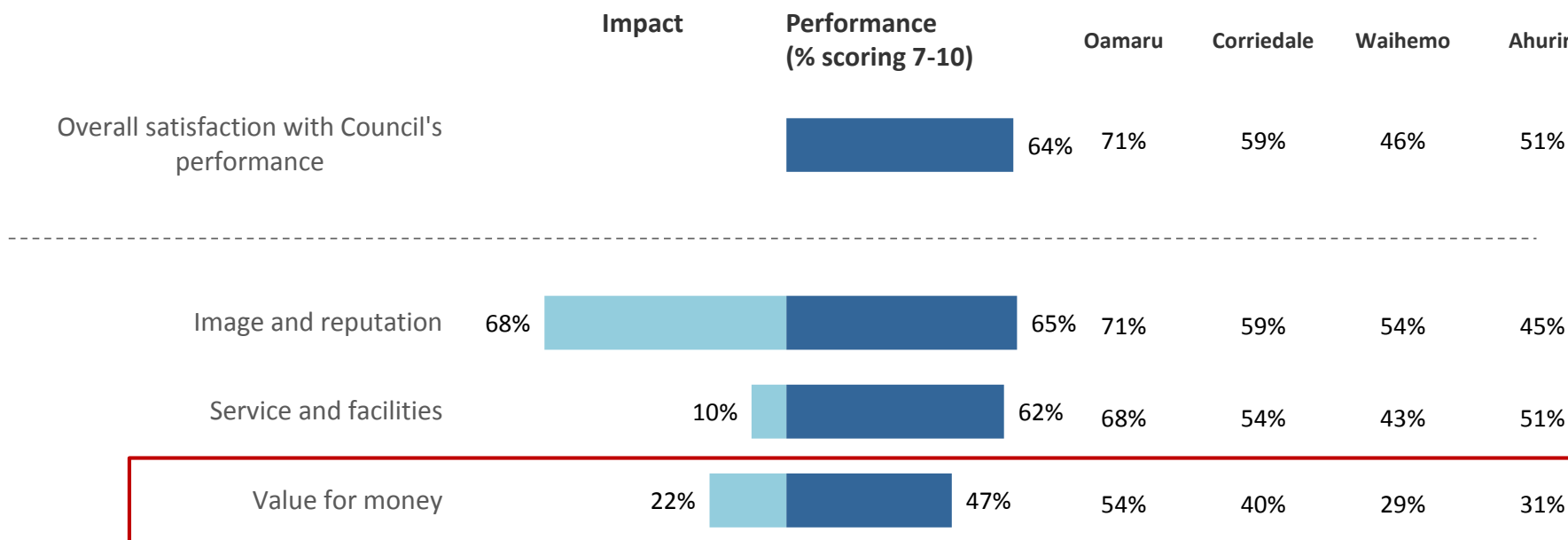
Overall performance



NOTES:
1. Sample: n=400

Perceptions of value for money has a moderate 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

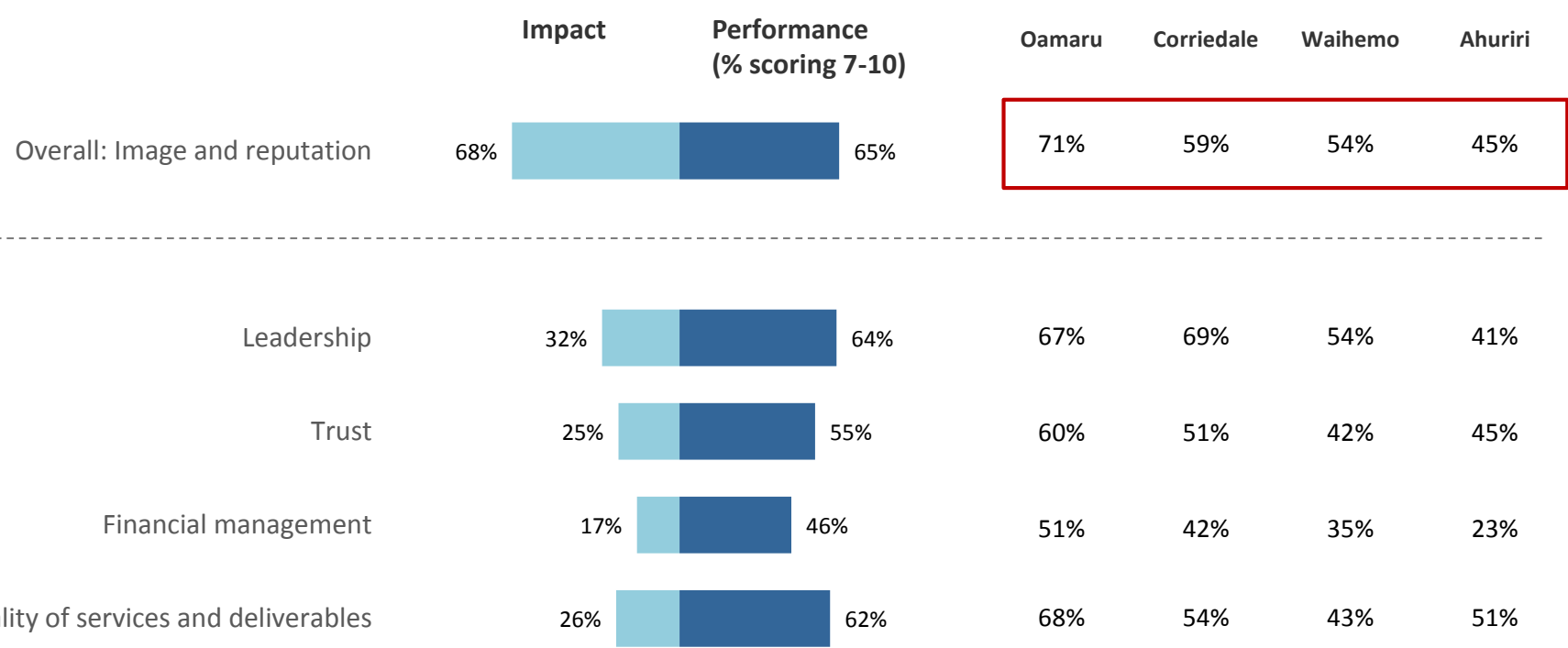


Council could possibly focus on value for money since performance is lower compared to other areas and impact on overall performance is higher than for Services and Facilities

NOTES:
 1. Sample: n=400
 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?

Oamaru residents have the most positive view of the Waitaki District Council reputation (71% satisfied), while residents in other wards, are less satisfied

Driver analysis: Image and reputation



NOTES:
 1. Sample: n=400
 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?
 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?

Satisfaction levels with waste services are low, while this service has a large impact on the overall service and facilities score, presenting the best opportunity to improve

Driver analysis: Services and Facilities



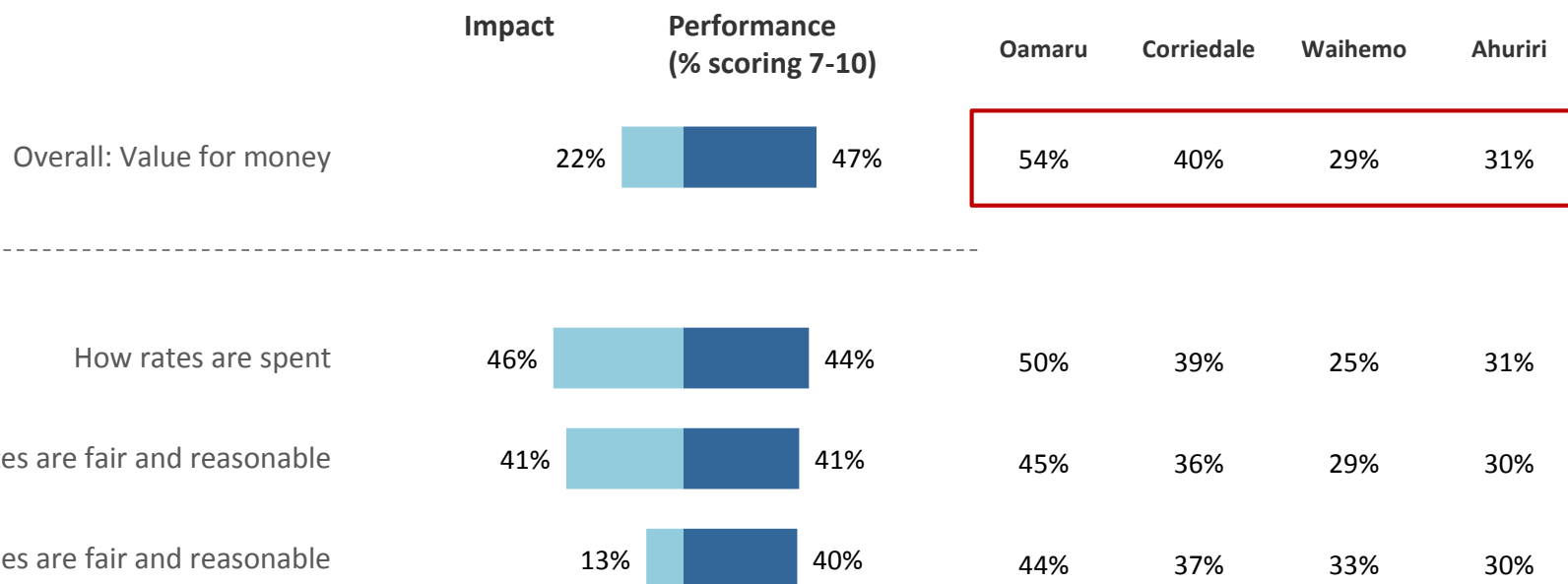
	Impact	Performance (% scoring 7-10)	Oamaru	Corriedale	Waihemo	Ahuriri
Overall: Services and facilities	10%	62%	68%	54%	43%	51%
Sealed roading network	22%	47%	56%	29%	29%	48%
Water supply (overall)	11%	83%	86%	81%	69%	46%
Waste services	23%	35%	38%	28%	27%	41%
Libraries	21%	95%	96%	95%	89%	85%
Parks and reserves	17%	85%	86%	79%	87%	92%
Public toilets	5%	74%	76%	76%	68%	68%

NOTES:

1. Sample: n=400
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?

More than half of Oamaru residents (54%) are satisfied with how Council is spending their rates, compared with less than one in three residents in Waihemo (29%) and Ahuriri (31%)

Driver analysis: Value for money

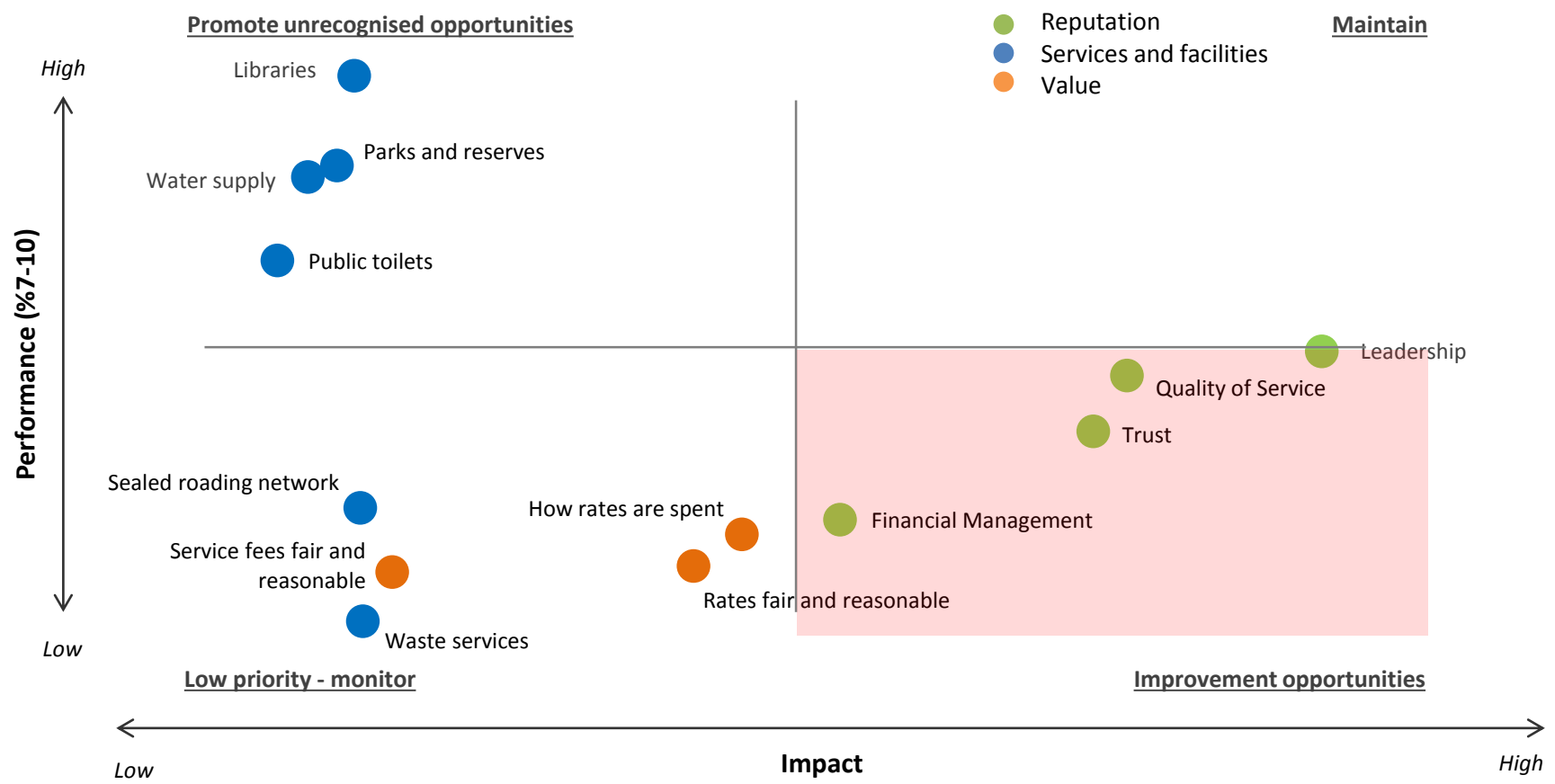


NOTES:

1. Sample: n=400
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 reputation (financial management, trust, quality of services and leadership)

Improvement opportunity evaluation and prioritisation

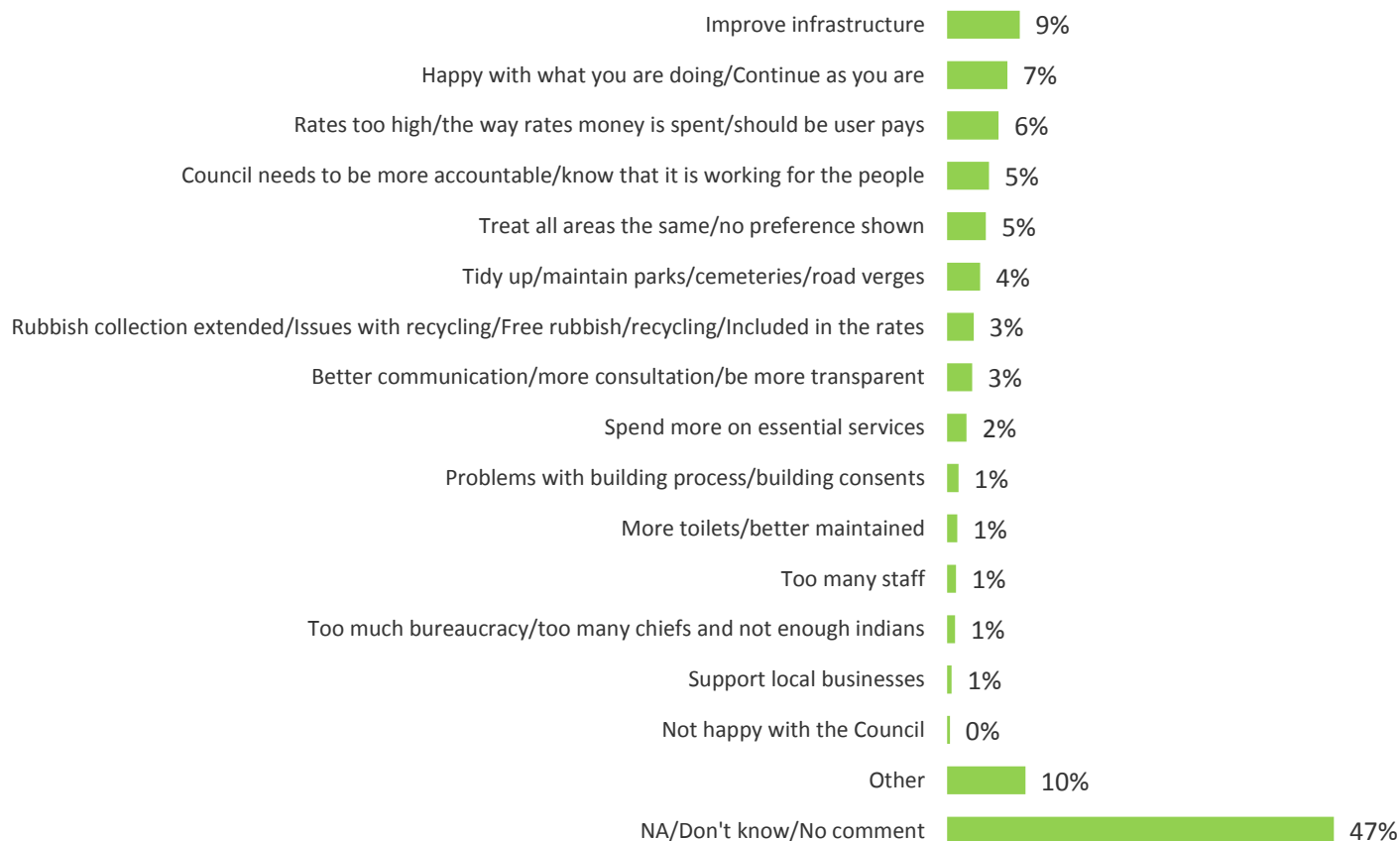




General Comments

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

General comments

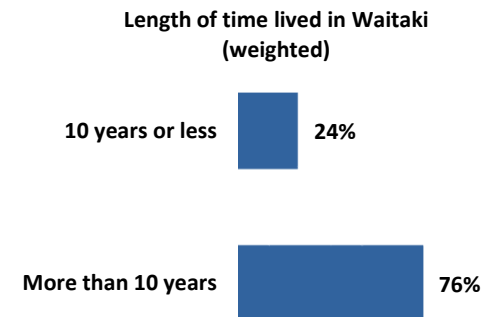
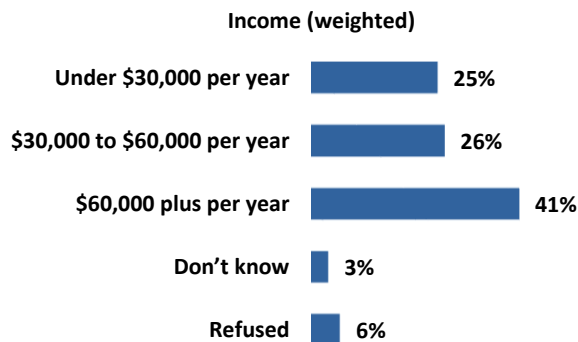
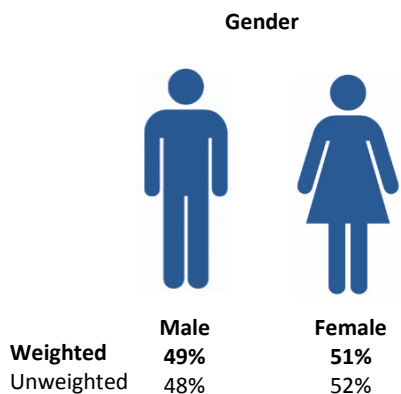
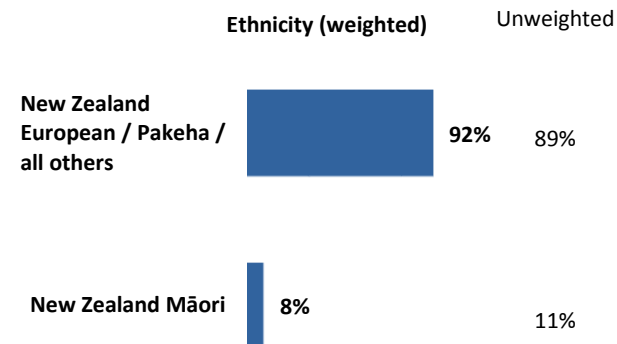
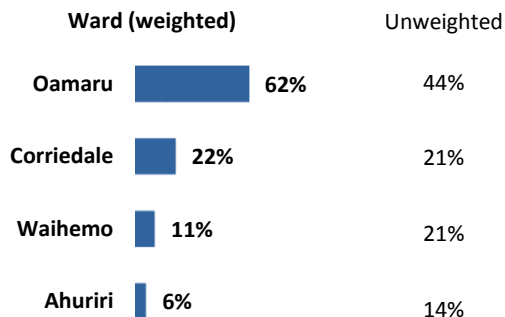
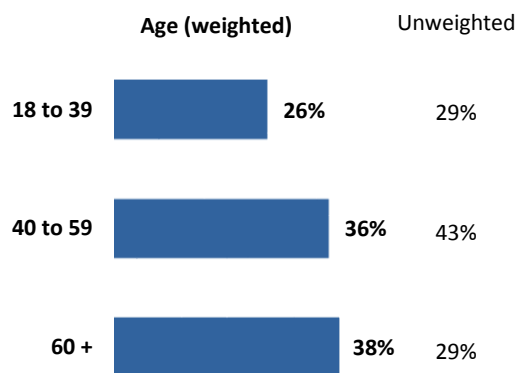


NOTES:
1. GEN: Are there any other comments that you would like to make about the Waitaki District Council?
2. Sample: n=400



Sample profile

Demographic Profile



NOTES:
1. Sample: n=400



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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.