



# WAITAKI DISTRICT COUNCIL

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## Background, Objectives and Method

### 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

- To measure residents' satisfaction with the Waitaki District Council's performance
- To provide insights into how the Council can best invest its resources to improve residents' satisfaction with its overall performance

### Method

- A statistically robust survey conducted by telephone with a sample of 412 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 over four waves between 9-26 October 2018 (n=111), 22 January to 13 February 2019 (n=101), 27 March to 16 April 2019 (n=100) and 30 May to 24 June 2019 (n=100).

### Notes

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

## Executive Summary

1

Waitaki District Council has an *Acceptable Reputation* index of 77. *Trust*, that is being open and transparent and working in the best interest of the district, has the greatest impact on *Overall Reputation*. As only around half of the residents (53%) are satisfied with *Trust*, this presents an opportunity for improvement.

2

Overall, *Oamaru ward* residents are more likely to be satisfied with Council's *Image and Reputation, Services and facilities* and *Value for Money* than *Waihemo ward* residents.

3

Satisfaction with various services, facilities and infrastructure has improved, particularly with regard to *Lakes camping grounds, Sealed roading network, Opera House and Water supply*. However, perceptions around *Unsealed roading network, Resource recovery park, Parks and reserves, Library services, Cemeteries, and Sports fields and facilities* have slightly declined since 2018.

4

While satisfaction with services and facilities is high among the drivers of satisfaction, *Value for money*, on the other hand, has a relatively low performance. Demonstrating *How rates are spent* and that they are *Fair and reasonable* are potential areas for improvement.

5

Satisfaction level with *Community consultation* has increased to 47% from its previous level of 39% in 2018. This is influenced by a significant increase in satisfaction from *Oamaru ward* residents.

6

Perceptions regarding the performance of the *Mayor and Councillors* have improved from 56% in 2018 to 64% in 2019. Satisfaction with the *Community Boards* has increased among *Ahuriri ward* residents but decreased among residents in *Waihemo*.



# Summary of Key Performance Indicators

## Key results summary and comparison to previous years

Page	Question	2019 Sample (n=)	2017 Satisfied (%7-10)	2018 Satisfied (%7-10)	2019 Satisfied (%7-10)	% point change (2018-19)
42	Performance of Ahuriri Community Board members	49	49	44	55	+11
40	Performance of the Mayor and Councillors	400	57	56	64	+8
46	Council's consultation with the community	412	43	39	47	+8
29	Council-owned Lakes camping grounds - user	43	66	64	71	+7
9	Sealed roading network in the Waitaki District	412	47	35	41	+6
13	Water supply provided by Council in Oamaru	251	86	84	89	+5
15	Water supply provided by Council in Waihemo	50	69	72	76	+4
25	Opera House - visitor	212	95	92	96	+4
33	Public toilets – user	282	74	73	74	+1
11	Unsealed roading network in the Waitaki District	412	27	29	28	-1
19	Waitaki District is generally a safe place to be	412	90	87	85	-2
17	Resource recovery park	247	88	86	84	-2
27	Parks and reserves in the Waitaki District - user	264	85	87	84	-3
22	Library services in the Waitaki District - visitor	200	95	93	89	-4
38	Cemeteries in the Waitaki District – user/visitor	200	83	86	82	-4
31	Sports fields and facilities in the Waitaki District - visitor	107	84	84	80	-4
36	Aquatic Centre – user/visitor	140	87	85	77	-8
44	Performance of Waihemo Community Board members	60	46	49	39	-10

NOTES:

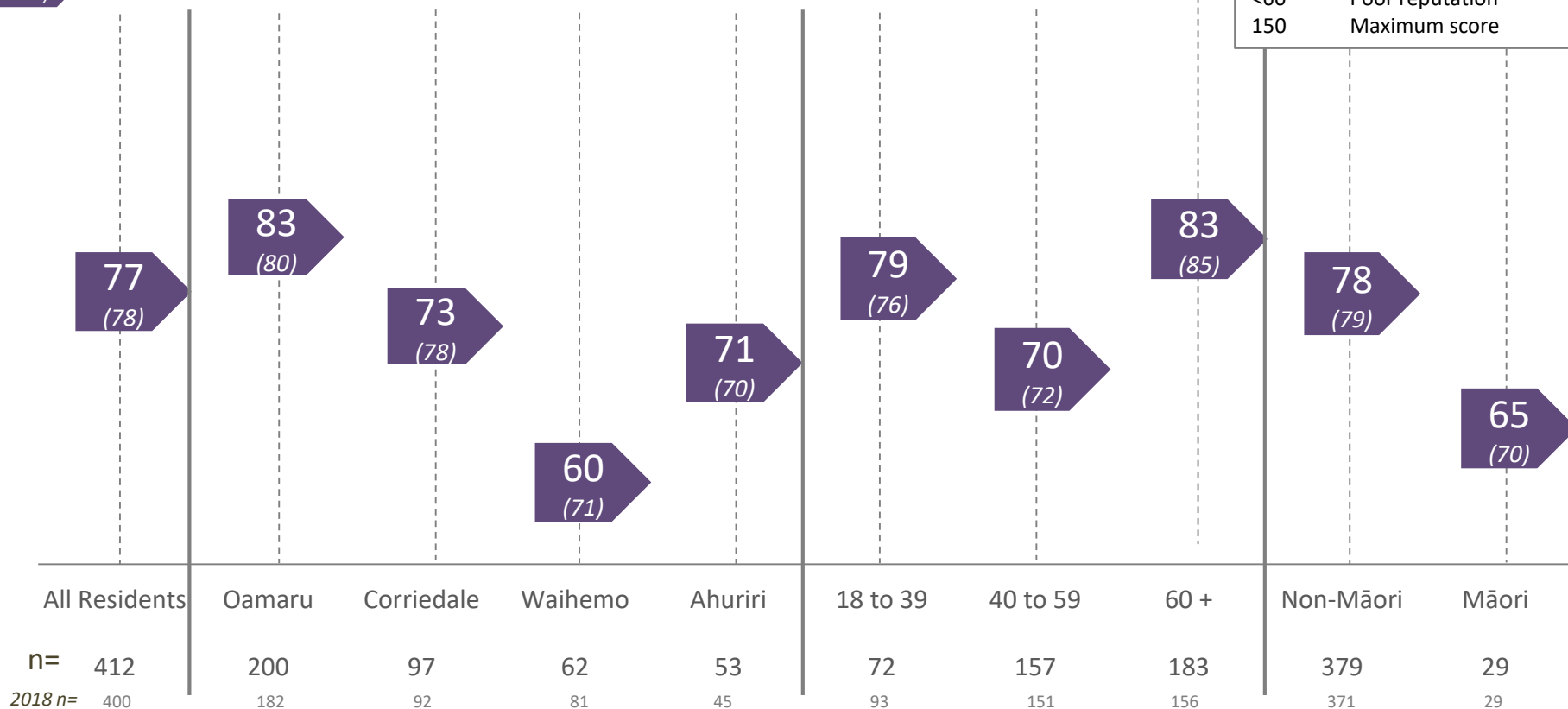
1. Sample: 2017 n=400, 2018 n=400, 2019 n=412

Waitaki District Council has an *Acceptable reputation* across all ages, ethnicities and wards. Residents from *Oamaru ward* and *older age group (60+)* feel especially positive about the Council and rated the Council's reputation as *Excellent (83)*.

## Reputation benchmarks

2019  
(2018)

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



NOTES:  
 1. Total Sample n=412  
 2. REPS. So considering 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



**Waitaki**

DISTRICT COUNCIL

TE KAUNIHERA Ā ROHE O WAITAKI

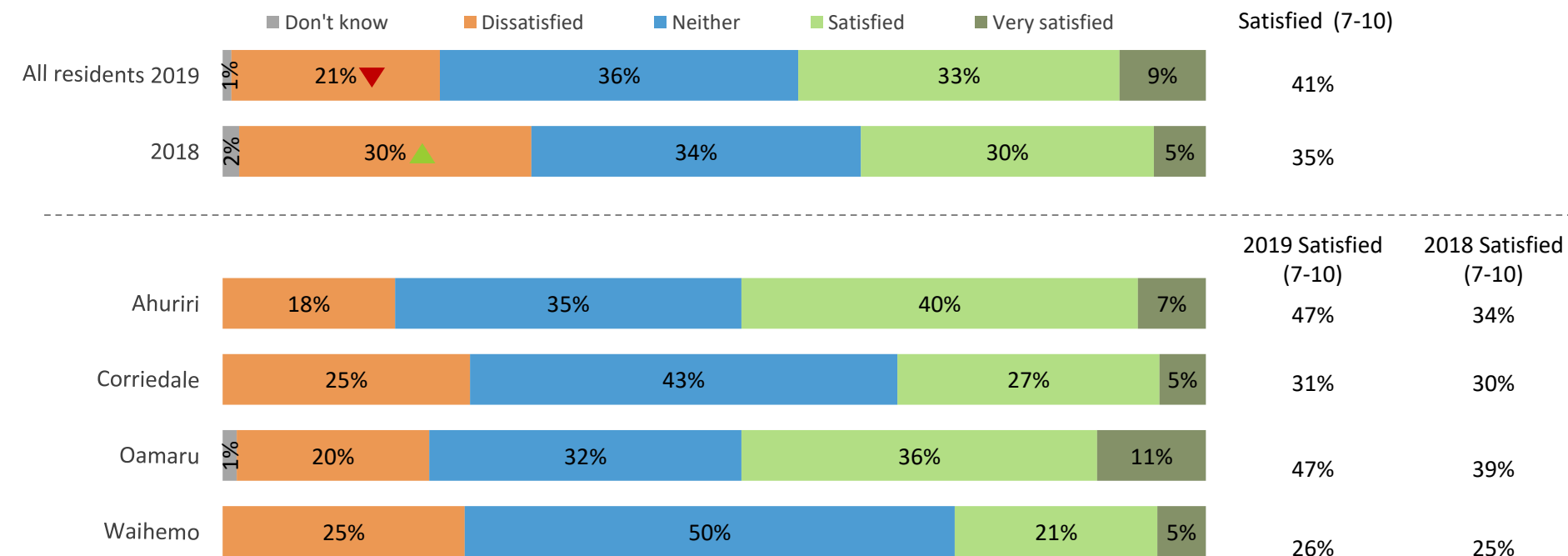


**KEYRESEARCH**



About four out of ten residents (41%) are satisfied with *the Sealed roading network* with almost half of the residents from *Ahuriri ward* and *Oamaru ward* (47%) being satisfied. Overall, there are significantly less residents dissatisfied with the *Sealed roading* than in 2018.

## Sealed roading network



NOTES:

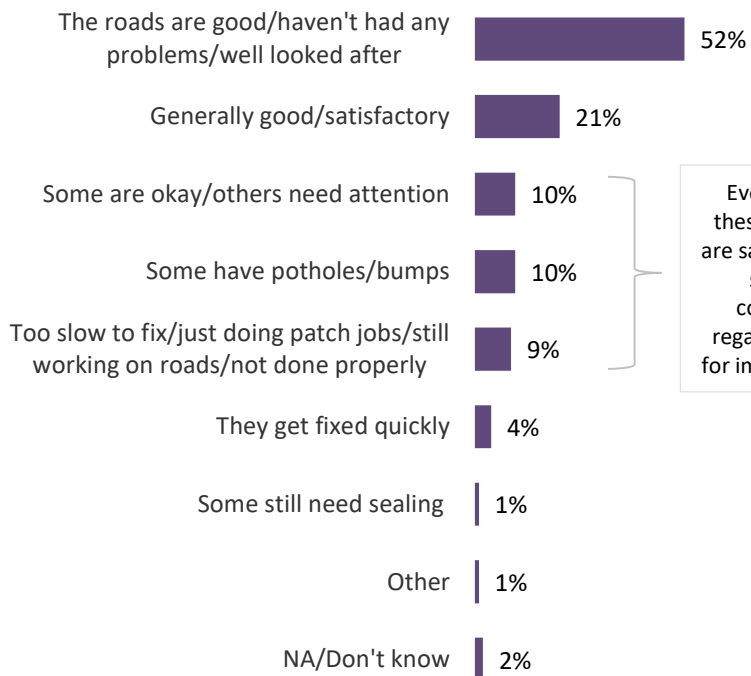
- Total sample: n=412
- Q4: How satisfied are you with the sealed roading network in the Waitaki District? (Note: This does not include state highways)

▲ Significantly higher  
▼ Significantly lower

Around six out of ten residents who are dissatisfied with the *Sealed roading network* mention *Surface texture* and *Ride smoothness* as the main reasons for dissatisfaction.

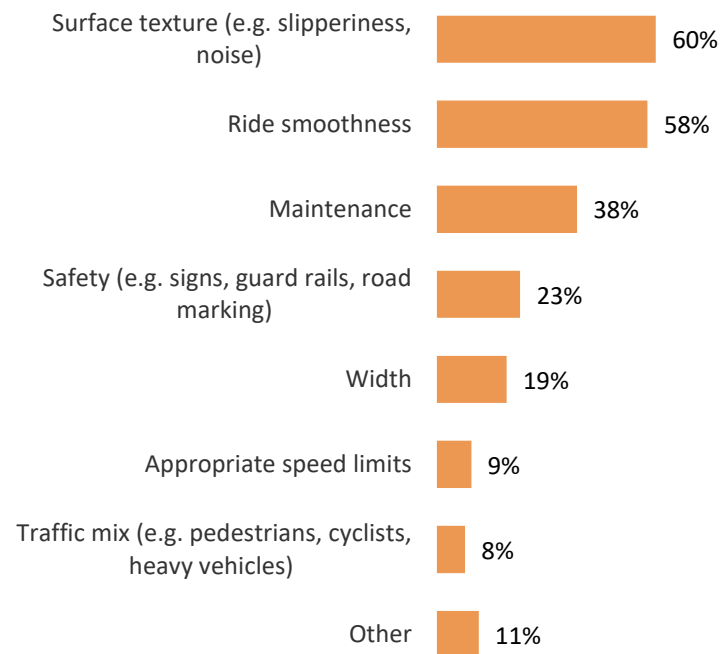
## Sealed roading network

**Reasons for satisfaction**  
(n=99)



Even though these residents are satisfied, they still had comments regarding areas for improvement.

**Reasons for dissatisfaction**  
(n=86)

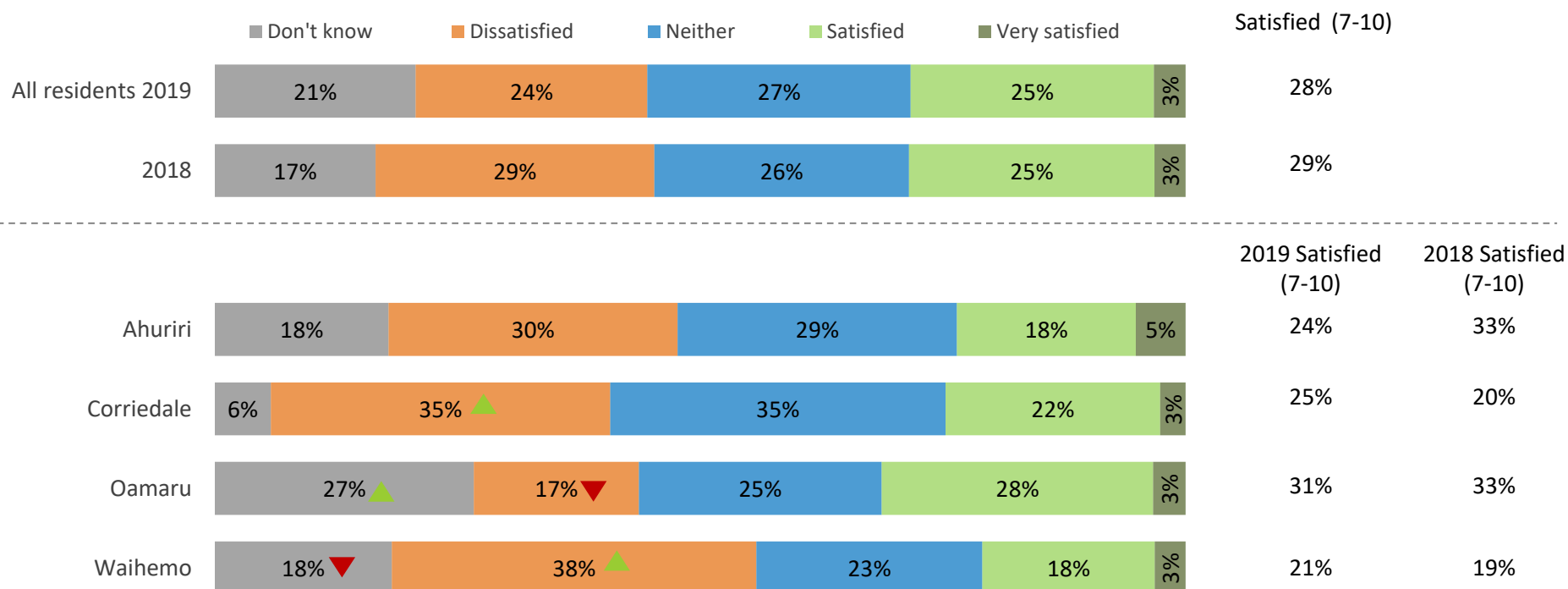


**NOTES:**

- Total Sample n=412
- Q4a&b: 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)

Nearly three out of ten residents (28%) in *Waitaki District* are satisfied with *Unsealed roading network* which is similar to its level in 2018 (%29). *Corriedale ward* and *Waihemo ward* have significantly more dissatisfied locals than in *Oamaru ward*.

## Unsealed roading network



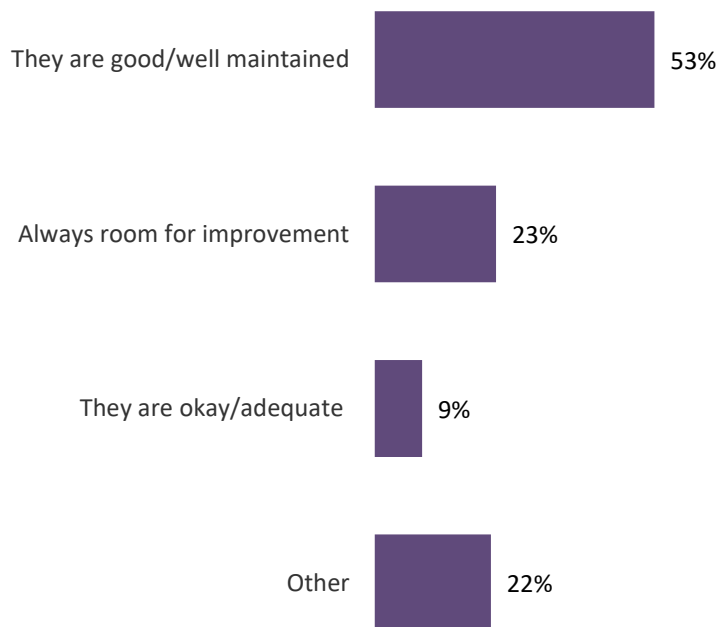
NOTES:  
1. Total sample: n=412  
2. Q5: How satisfied are you with the unsealed roading network in the Waitaki District?

▲ Significantly higher  
▼ Significantly lower

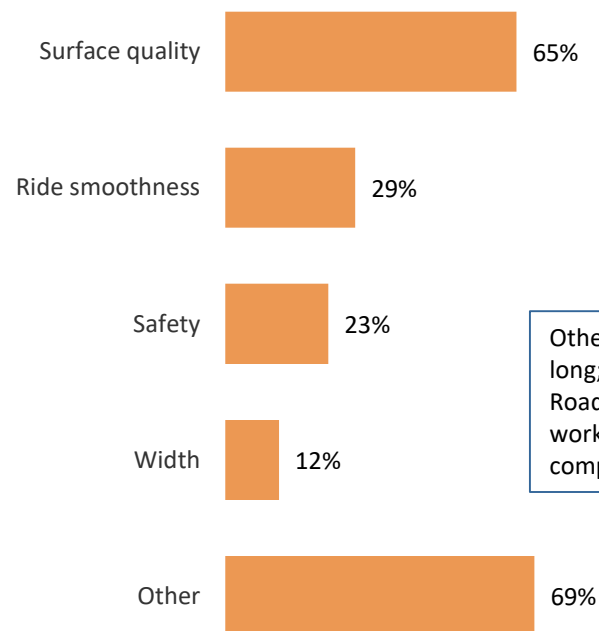
As with sealed roads, *Surface quality* (65%) and *Ride smoothness* (29%) are the two top reasons for dissatisfaction with Council's unsealed roads.

## Unsealed roading network

**Reasons for satisfaction**  
(n=57)



**Reasons for dissatisfaction**  
(n=73)



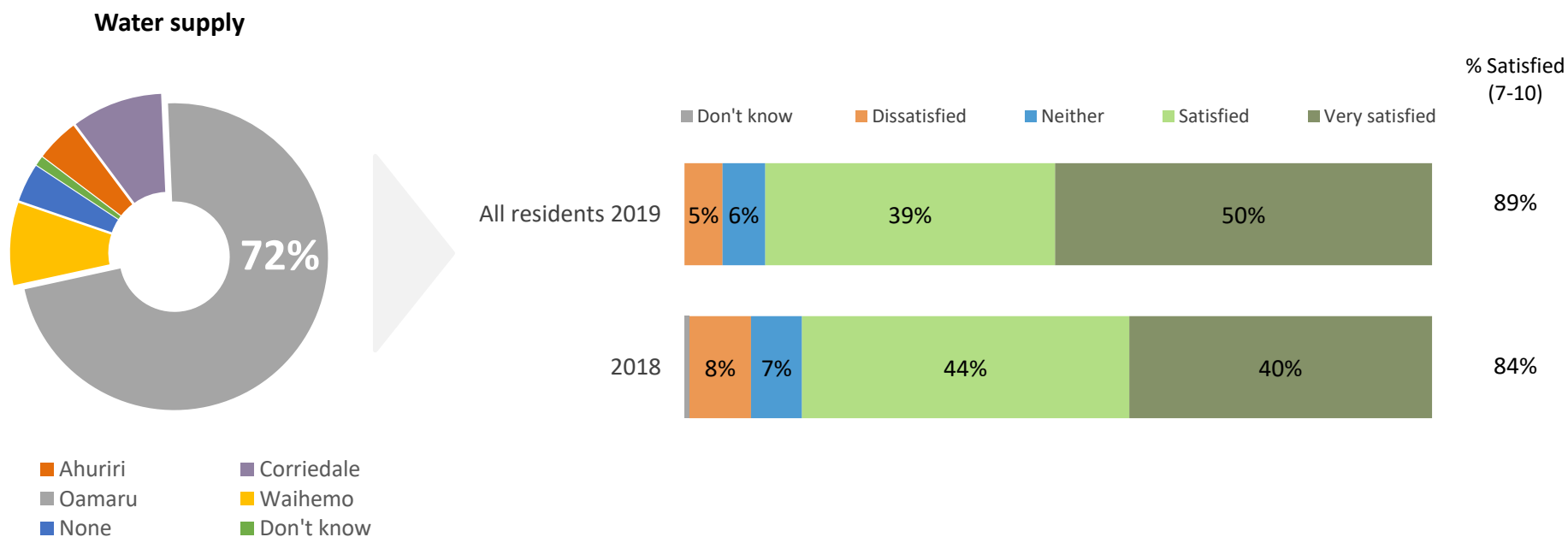
Other: Road works don't last long; Roads are not sealed; Roads are dangerous; Road works take too long/not getting completed/nothing gets done.

**NOTES:**

1. Total Sample n=412
2. Q5a&b: Can you tell me why you were not satisfied / satisfied with the unsealed roading network in the Waitaki District?

Around seven out of ten residents (72%) in Waitaki district are connected to the *Oamaru water supply* with almost nine out of ten residents (89%) satisfied with the connection and 5% dissatisfied with their water supply.

## Oamaru water supply



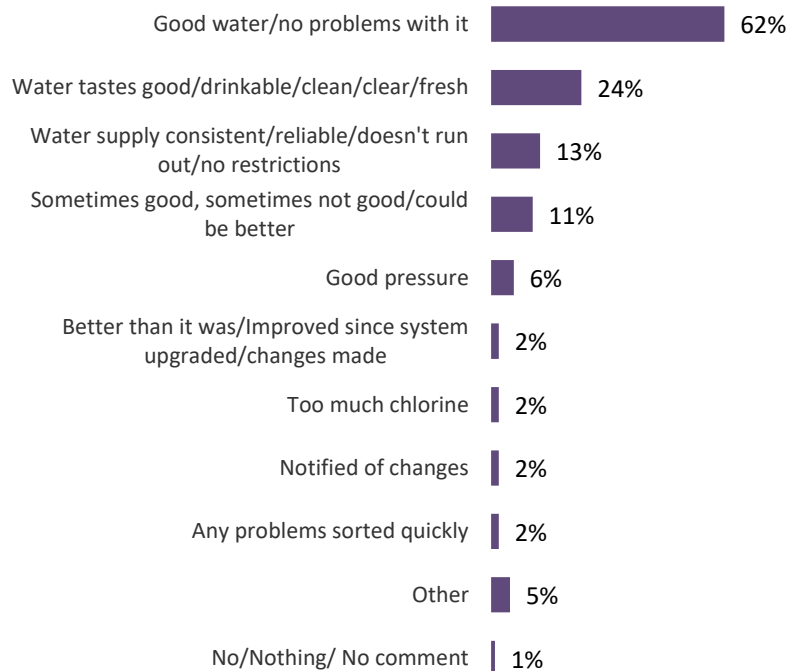
NOTES:

1. Total sample: n=412
2. Q6: Which water supply are you connected to?; There are 251 respondents who answered this question and are connected to the Oamaru water supply.
3. Q6a: How satisfied are you with the water supply provided by the Waitaki District Council?

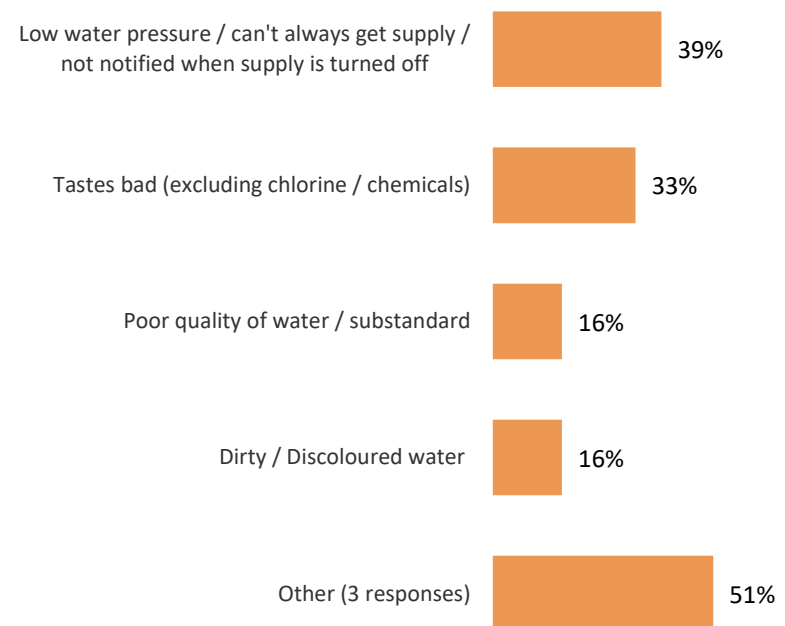
From the small number of dissatisfied residents with the Oamaru water supply, *Low pressure/supply interruption* is the top reason for their dissatisfaction.

## Oamaru water supply

**Reasons for satisfaction**  
(n=155)



**Reasons for dissatisfaction**  
(n=11)

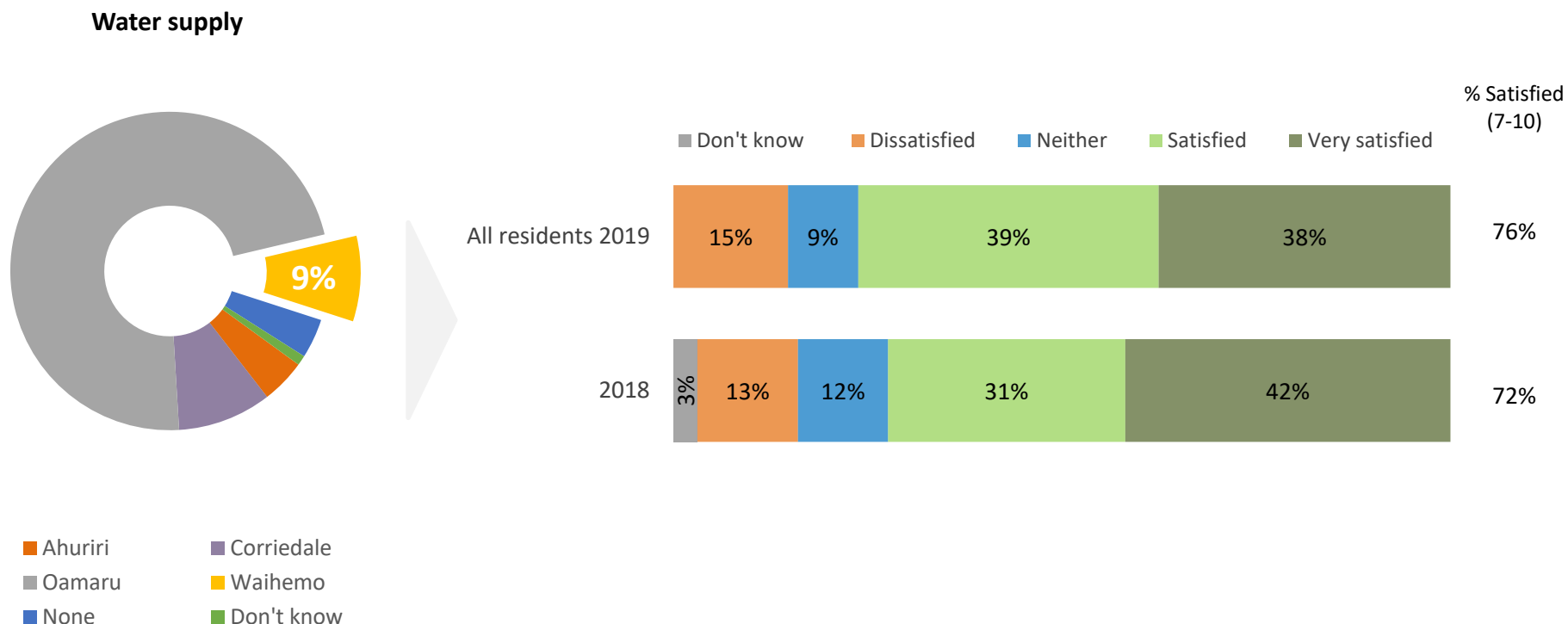


**NOTES:**

1. Total Sample n=412
2. Q6b&c: 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 connected to the *Waihemo water supply* has slightly increased since 2018 and reached 76%.

## Waihemo water supply



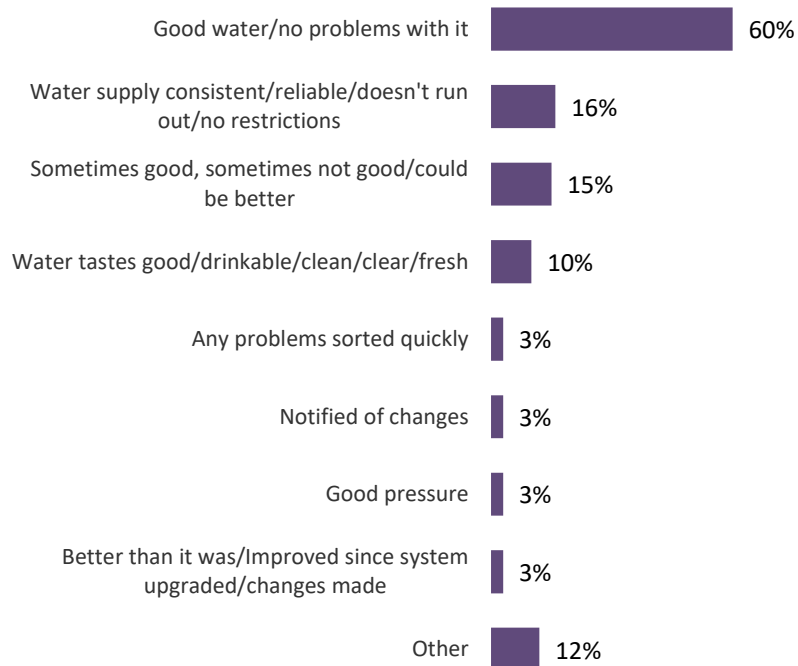
NOTES:

1. Total sample: n=412;
2. Q6: Which water supply are you connected to?; There are 50 respondents who answered this question and are connected to the Waihemo water supply.
3. Q6a: How satisfied are you with the water supply provided by the Waitaki District Council?

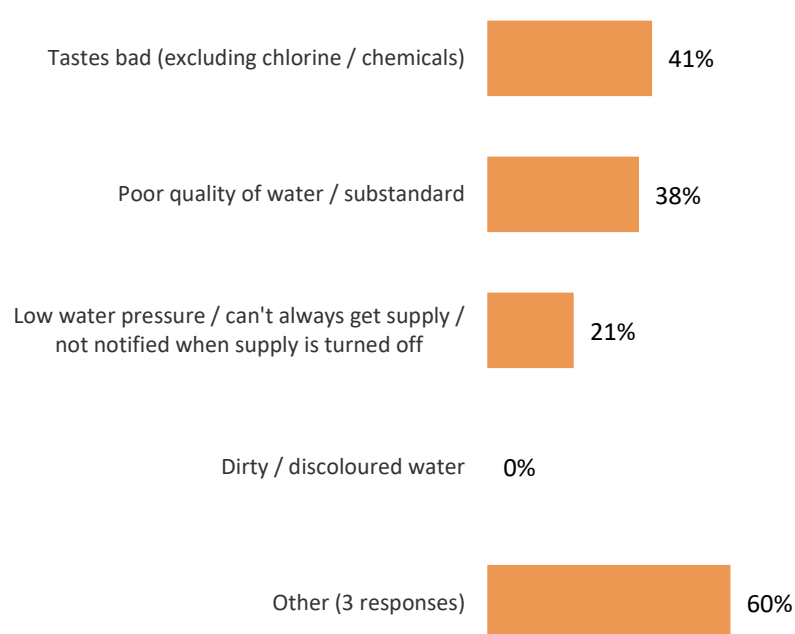
*Good water, consistent and reliable water supply are the top reasons why residents are satisfied with the Waihemo water supply.*

## Waihemo water supply

**Reasons for satisfaction**  
(n=33)



**Reasons for dissatisfaction**  
(n=8)



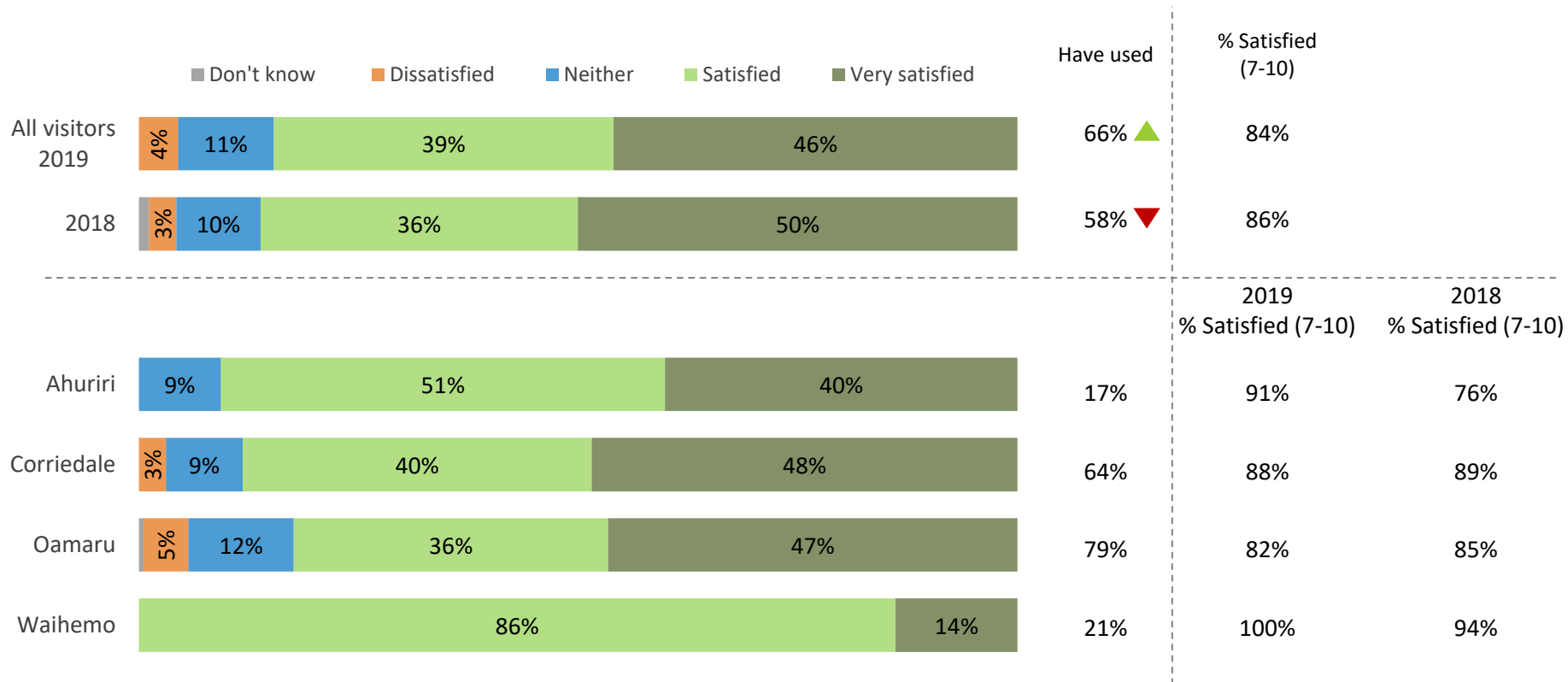
**NOTES:**

1. Sample n=412
2. Q6b&c: Can you tell me why you were not satisfied / satisfied with the water supply provided by the Waitaki District Council?



In 2019, there are significantly more residents who visited *Chelmer Street Resource recovery park* than in the previous year. Over eight out of ten residents (84%) are satisfied with the park.

### Chelmer Street (Oamaru) Resource recovery park



NOTES:

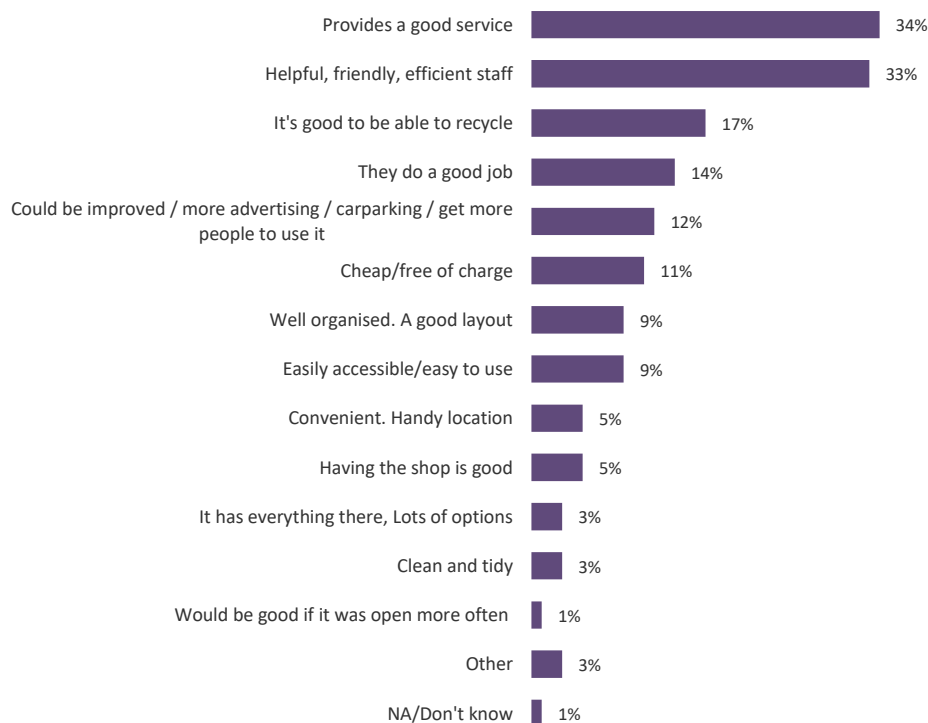
1. Total sample: n=412
2. Q29. Have you used the Chelmer Street (Oamaru) resource recovery park in the past 12 months?
3. Q29a: How satisfied are you with the resource recovery park? Have used n=247; Have not used n=165

▲ Significantly higher  
▼ Significantly lower

*Good service, helpful, friendly and efficient staff are the main reasons for satisfaction with the Chelmer Street Resource recovery park.*

## Chelmer Street (Oamaru) Resource recovery park

### Reasons for satisfaction (n=298)



### Reasons for dissatisfaction (n=7)

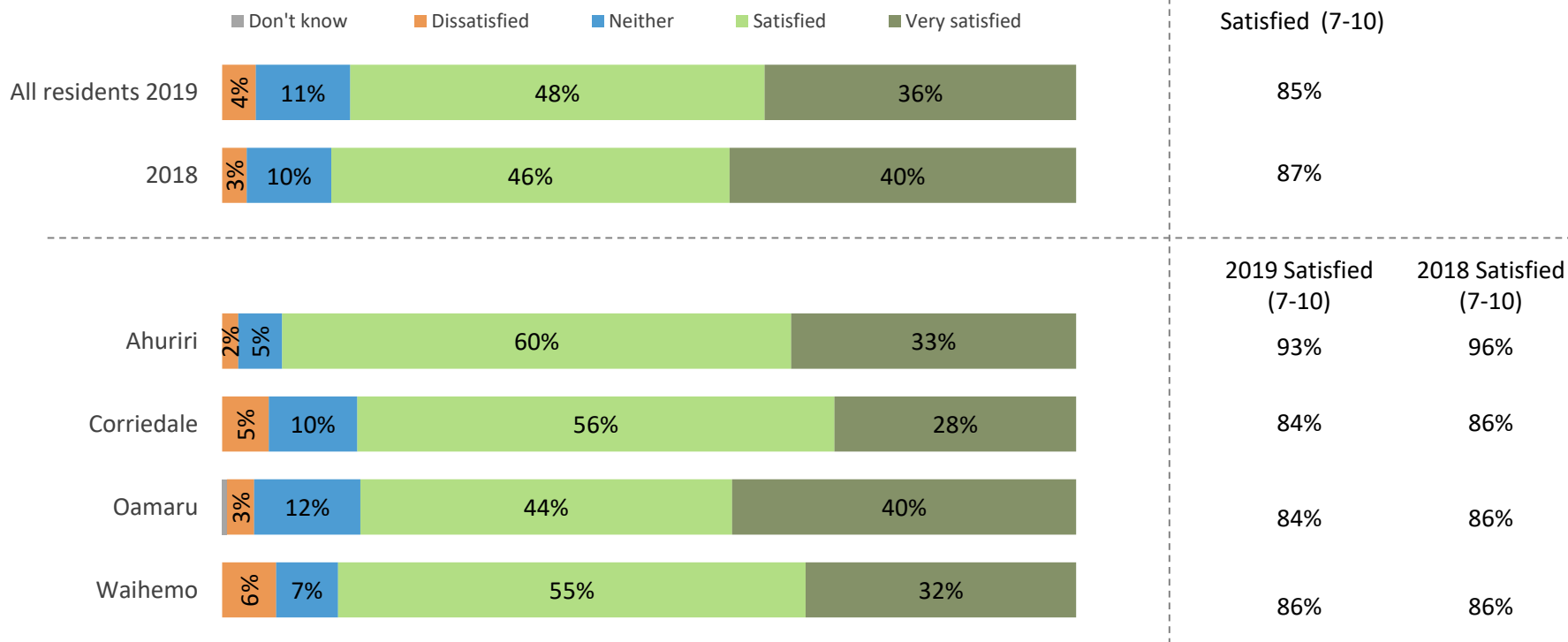
- *They should have Kerb side recycling. When going there your car gets covered in mud. They have started charging us for our recycling*
- *At the resource recovery park, they won't take certain plant products like Flax, Ivy and many others they should be able to treat. When I dropped off a bag of plant product I accidentally left an expensive item in it and I went in to get it, but they said they put it in the shop and sold it. It is not honest they should hold onto things that are left accidentally for a couple of days*
- *It is too expensive to go to*
- *Prices for recycling are too much.*
- *It seems like shambles with rough roads and very poor condition. And in the wrong place away from the town.*
- *It was overloaded with recyclable stuff*
- *Far too expensive.*

**NOTES:**

1. Total Sample n=412
2. Q29b. (If satisfied) why is that?
3. Q29c. (If very dissatisfied or dissatisfied) why is that?

More than eight out of ten residents (85%) are satisfied that *Waitaki District is a safe place to be*. Among the district wards, *Ahuriri* ward has the largest proportion of satisfied residents (93%).

## Waitaki District as a safe place to be

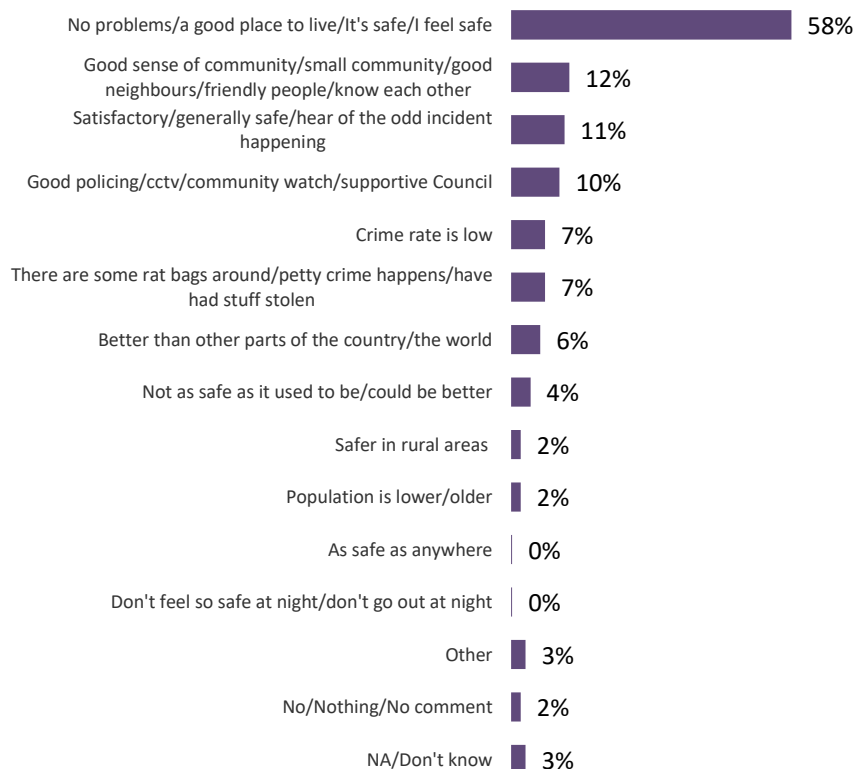


NOTES:  
1. Total sample: n=412  
2. Q8: How satisfied are you that the Waitaki District is generally a safe place to be?

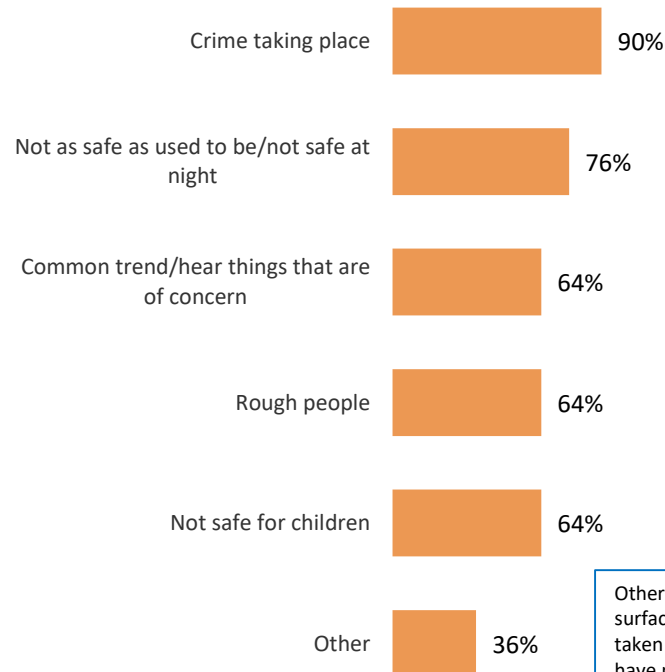
The majority of residents generally feel safe and think that the *Waitaki District is a good place to live*. Other reasons for satisfaction include *Good sense of community, Good policing and community watch*.

### A safe place to be

**Reasons for satisfaction**  
(n=370)



**Reasons for dissatisfaction**  
(n=21)



Other: Unsafe roads surfaces; The mob has taken over Oamaru and have made their presence very clear; Druggies from town

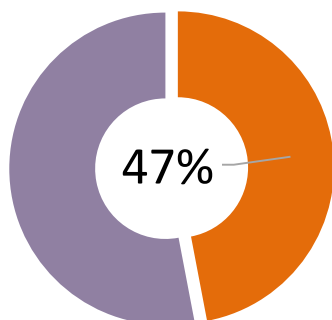
**NOTES:**

1. Total Sample n=412
2. Q8a&b: Can you tell me why you were not satisfied / satisfied that the Waitaki District is generally a safe place to be?1

Almost half of residents (47%) have visited a library in the last 12 months. The main reason for visits to the library is to *Borrow books, magazines or newspapers*, followed by *Internet/computer use*.

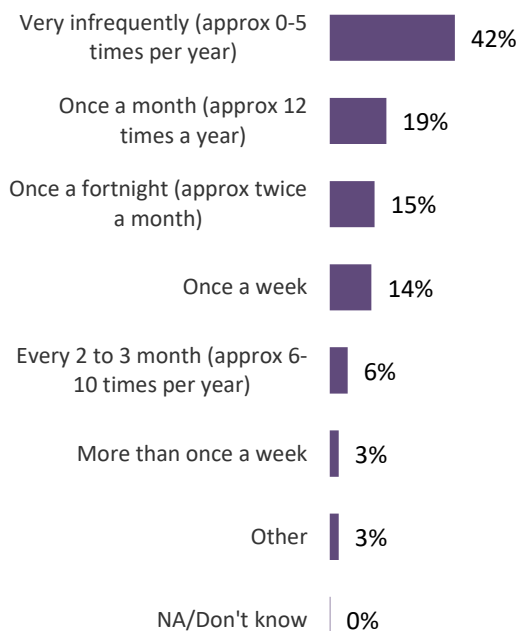
## Library services

### Have visited any library

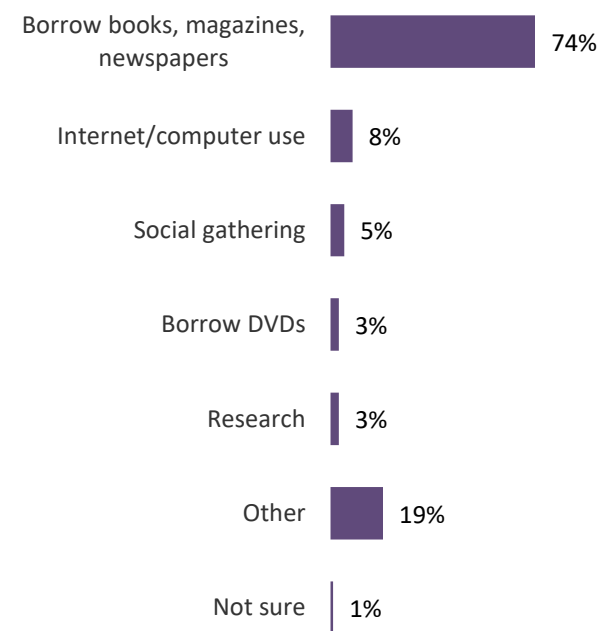


Yes No

### Frequency of visit (n=200)



### Purpose of visit (n=225)

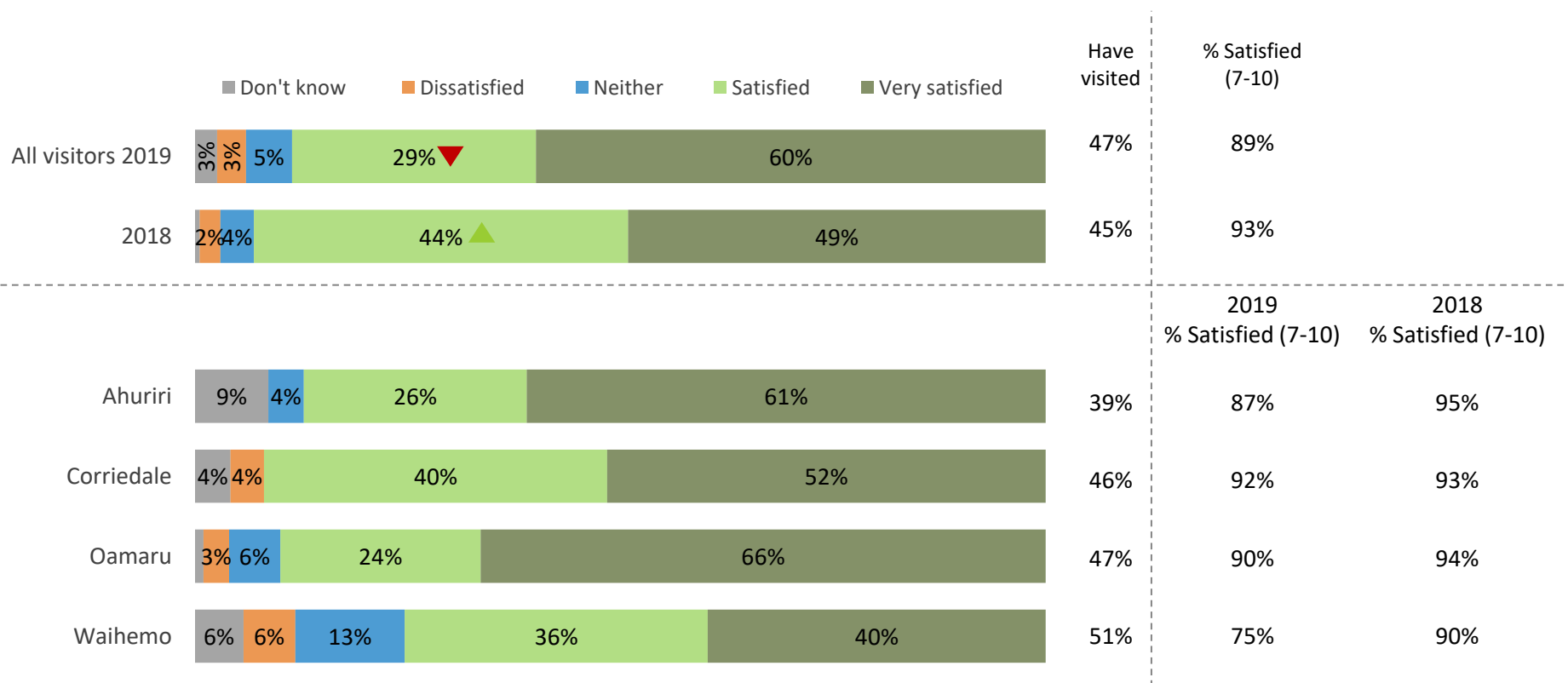


#### NOTES:

1. Q10. Have you visited any of the libraries in the Waitaki District in the past 12 months? Have visited n=200. Have not visited n=212.
2. Q10d: How often have you visited a library in the Waitaki District in the last 12 months?
3. Q10e. What was the purpose of your visit to the library?

There are slightly more residents who visited a *Library* in 2019 compared to 2018. The lowest visitors' rate is in *Ahuriri ward* with nearly two out of five residents (39%). Satisfaction is still high with almost nine out of ten residents (89%) being satisfied with the services.

## Library services

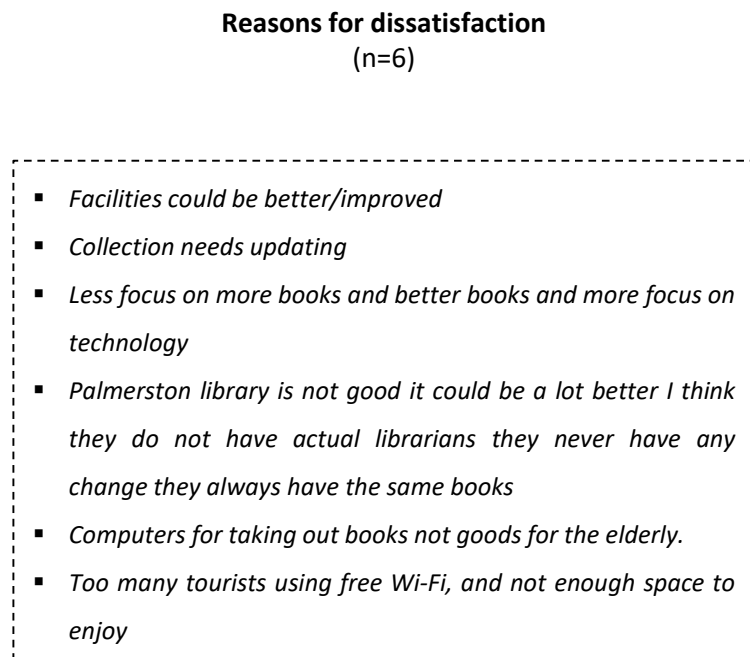
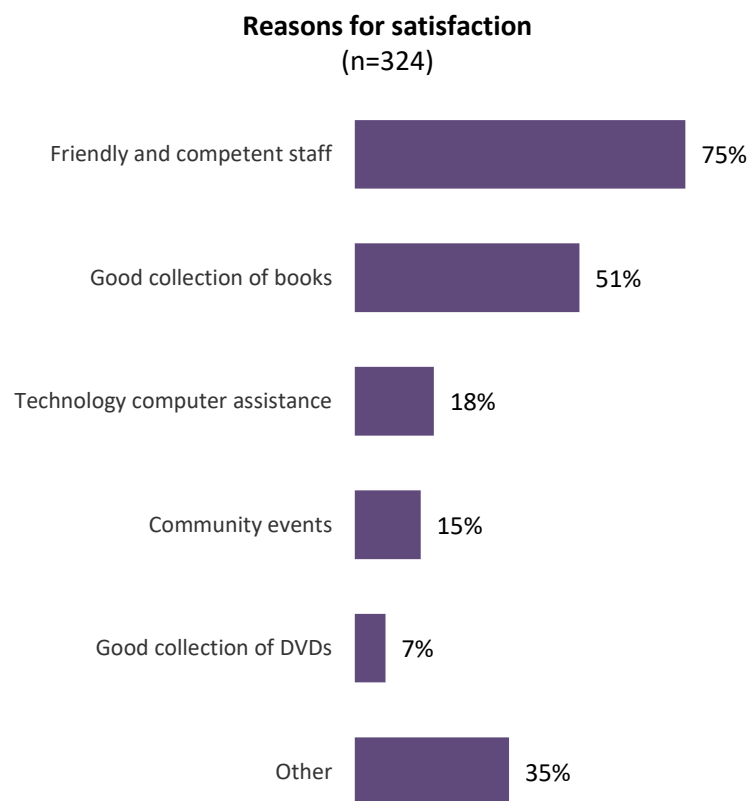


NOTES:  
 1. Total sample: n=412  
 2. Q10. Have you visited any of the libraries in the Waitaki District in the past 12 months?  
 3. Q10a: How satisfied are you with library services in the Waitaki District?

▲ Significantly higher  
 ▼ Significantly lower

Satisfaction with library services is mainly due to *Friendly service and competent staff* and *Good collection of books*.

## Library services

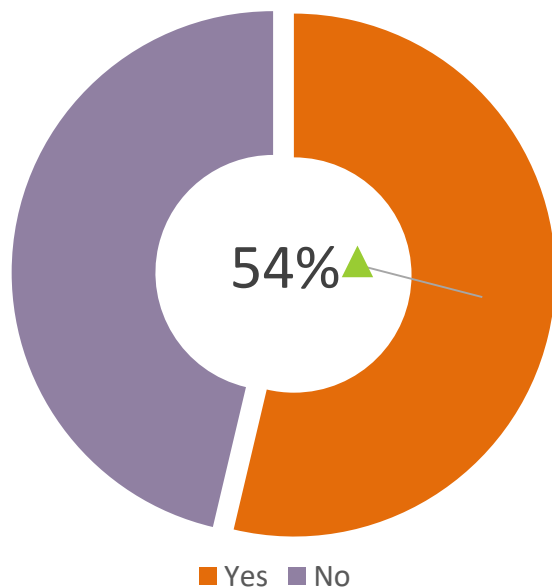


NOTES:  
1. Total Sample n=412  
2. Q10b&c: Can you tell me why you were not satisfied / satisfied with services at any of the libraries in the Waitaki District?

In 2019, significantly more people have visited the *Oamaru Opera House* than in 2018. For most of them (84%), the main reason for their visit is to *watch A performance*. Other popular reasons for visiting include *The café* (18%) and *Having a meeting* (17%).

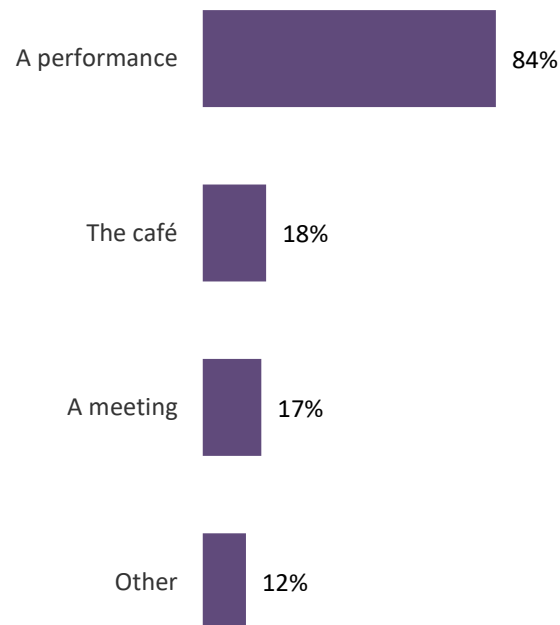
## Oamaru Opera House

Have visited Oamaru Opera House in the past 12 months



2018: Yes - 43% ▼

Reason for visiting



NOTES:

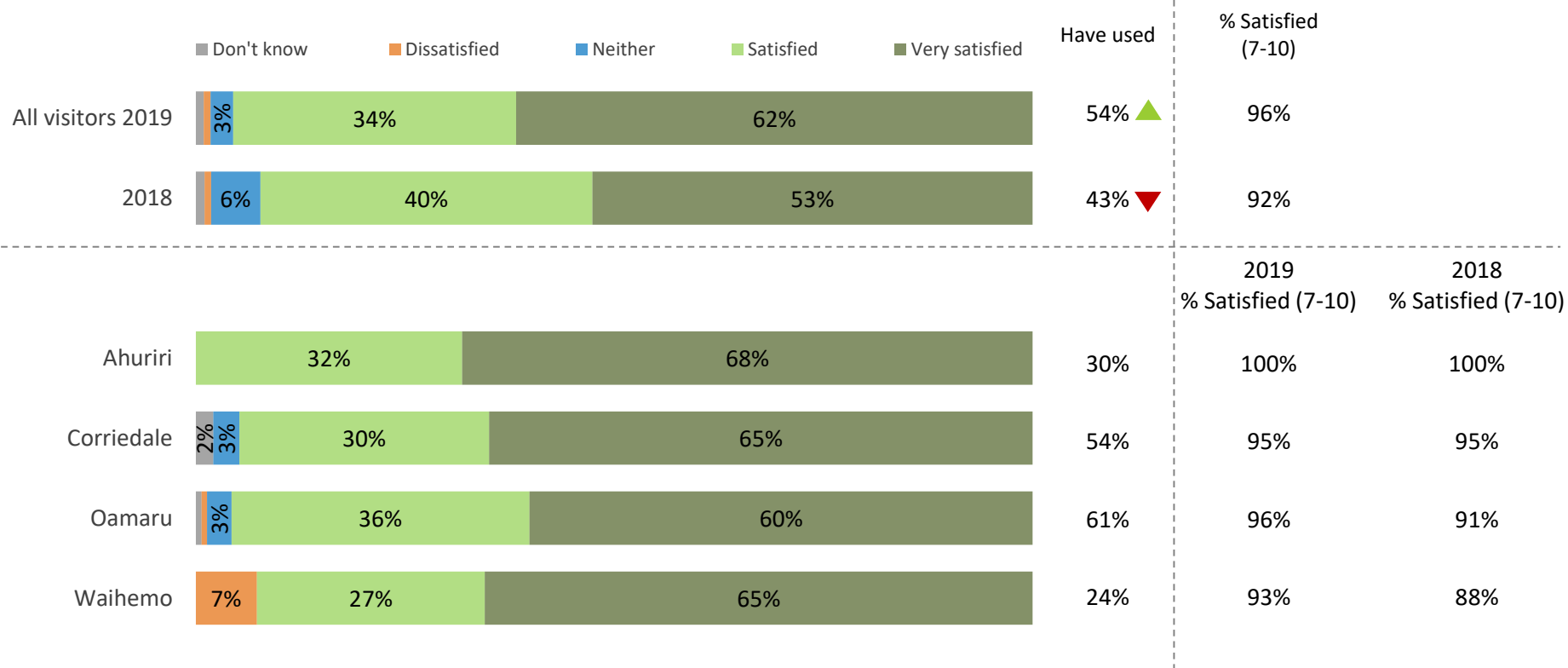
1. Total sample: n=412; Have visited n=212; Have not visited n=200
2. Q12: have you visited the Oamaru Opera House in the past 12 month?
3. Q12d: What was the reason for visiting the Oamaru Opera House?

▲ Significantly higher  
▼ Significantly lower



With more people visiting the *Oamaru Opera House*, residents' satisfaction has also increased with almost everyone (96%) being satisfied with the facility.

## Oamaru Opera House



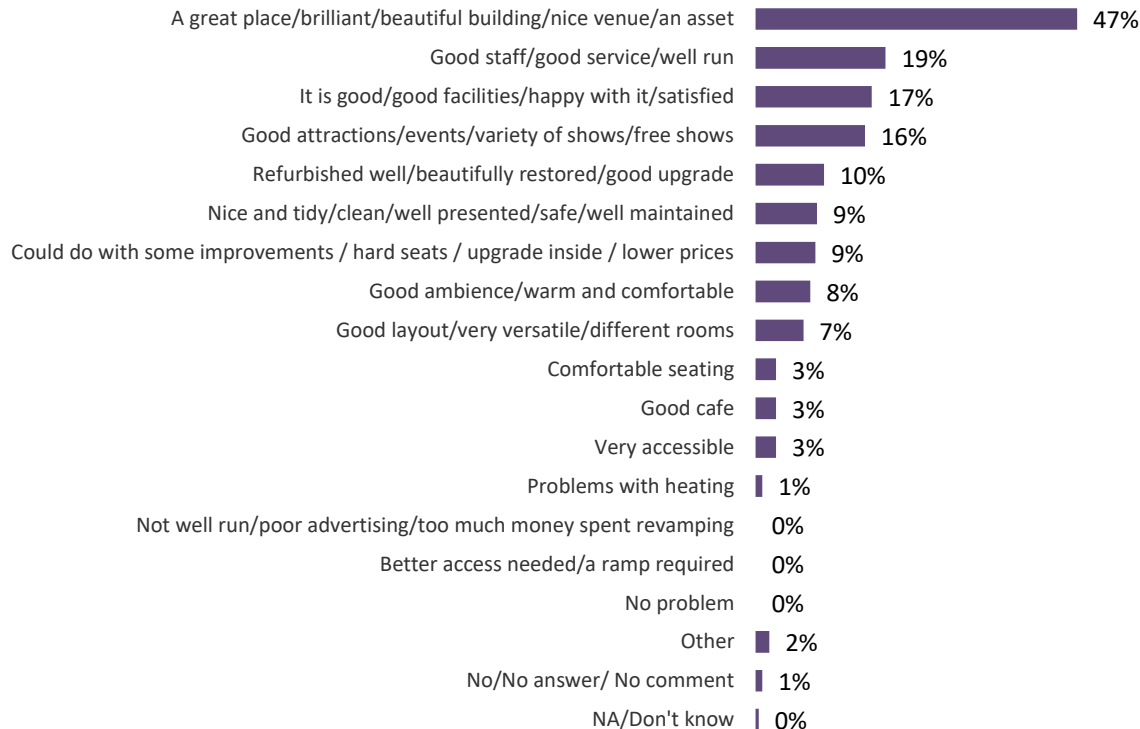
NOTES:  
1. Total sample: n=412  
2. Q12a: How satisfied are you with the Opera House? Have visited n=212; Have not visited n=200

▲ Significantly higher  
▼ Significantly lower

Out of everyone who visited the *Opera House*, only 1% were dissatisfied with the facility. The people who left comments state personal reasons for having negative experience in the Opera House

## Oamaru Opera House

### Reasons for satisfaction (n=273)



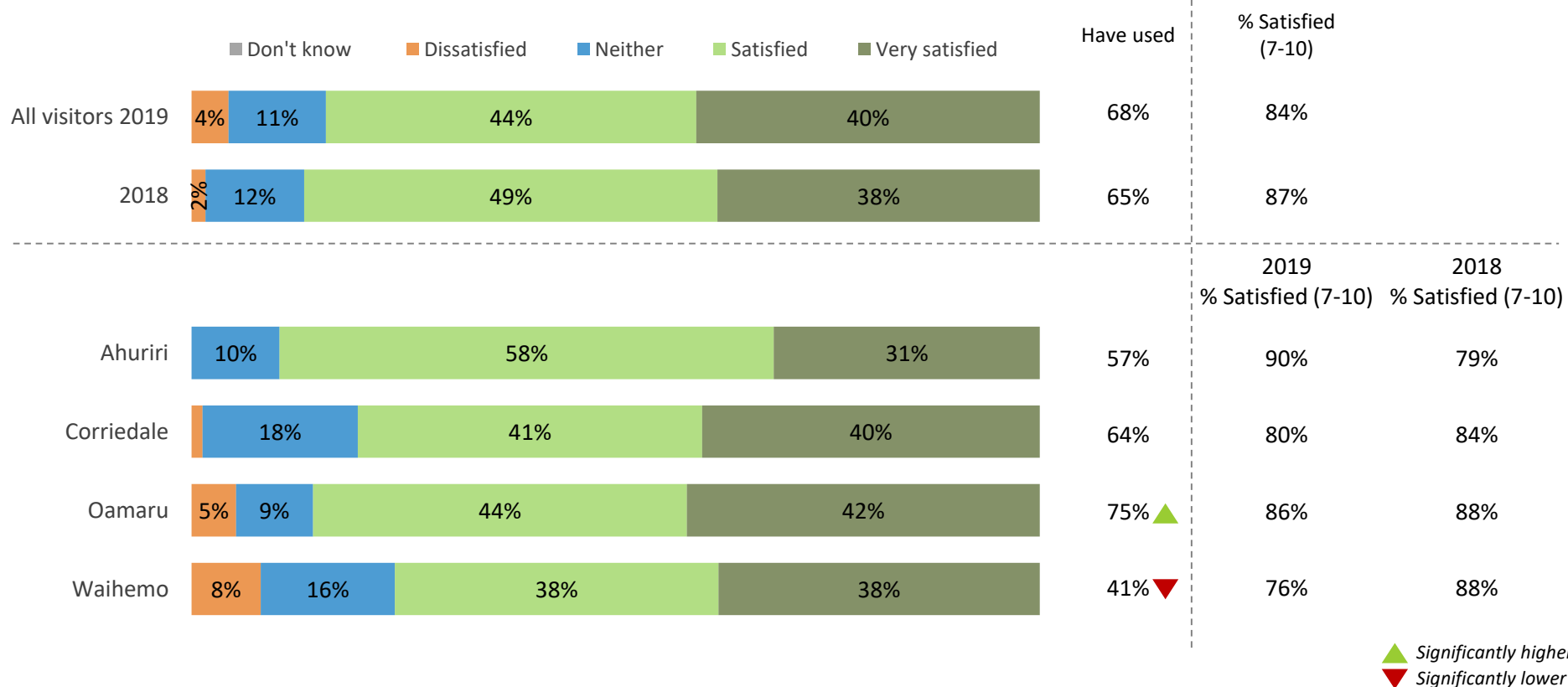
### Reasons for dissatisfaction (n=2)

- *After donating early memorabilia as I am an antique collector. I didn't get any thanks back.*
- *I was seated right at the end right under an air conditioning unit and it was freezing. They shouldn't sell tickets from the seats where the air conditioning is right above, that needs to be looked into.*

NOTES:  
1. Total Sample n=412  
2. Q12b&c: Can you tell me why you were not satisfied / satisfied with the Opera House?

In 2019, there are slightly more people who visited *Parks and reserves* than in the previous year. Residents in the *Ahuriri ward* are more likely to be satisfied with *Parks and reserves* than *Waihemo ward* residents.

## Parks and reserves

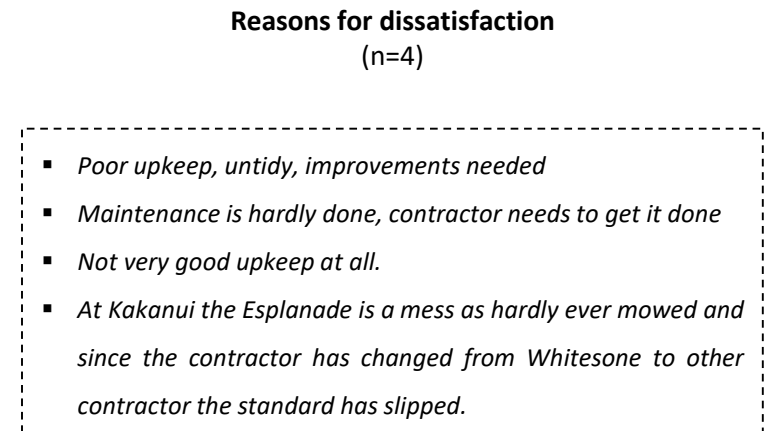
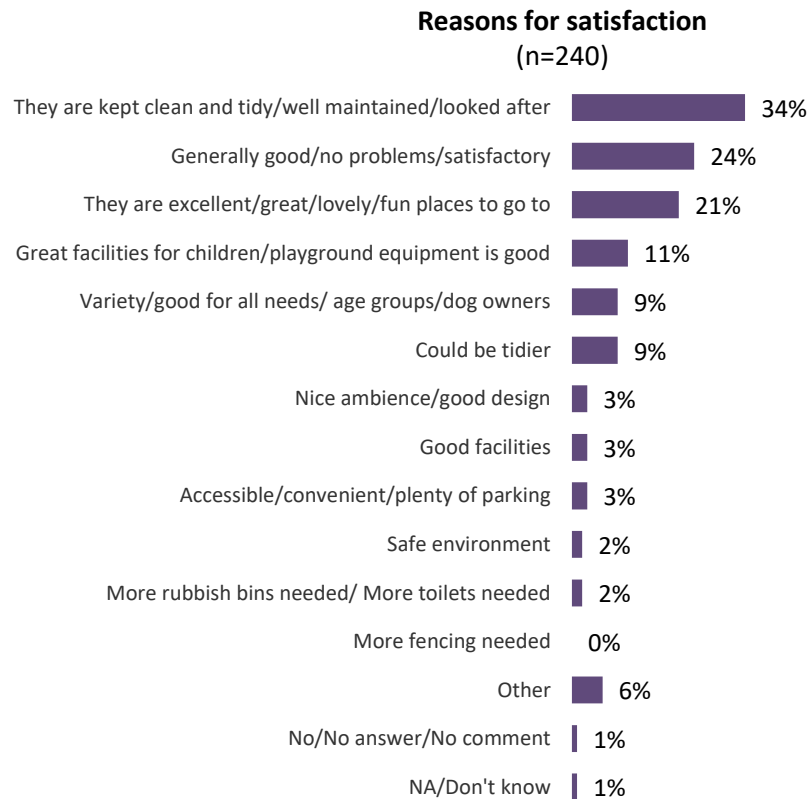


NOTES:

1. Total sample: n=412
2. Q13. Have you used any of the parks or reserves in the Waitaki District in the past 12 months? Have visited n=264; Have not visited n=148
3. Q13a: How satisfied are you with the parks and reserves in the Waitaki District?

The residents dissatisfied with *Parks and reserves* mention *Poor upkeep* and *Needed maintenance* as reasons for dissatisfaction.

## Parks and reserves



NOTES:  
1. Total Sample n=412  
2. Q13b&c: Can you tell me why you were not satisfied / satisfied with the parks and reserves in the Waitaki District?

More than one out of ten residents (11%) have visited *Council-owned Lakes camping grounds* in the past 12 months. *Corriedale* residents are the least satisfied with these facilities.

## Council-owned Lakes camping grounds



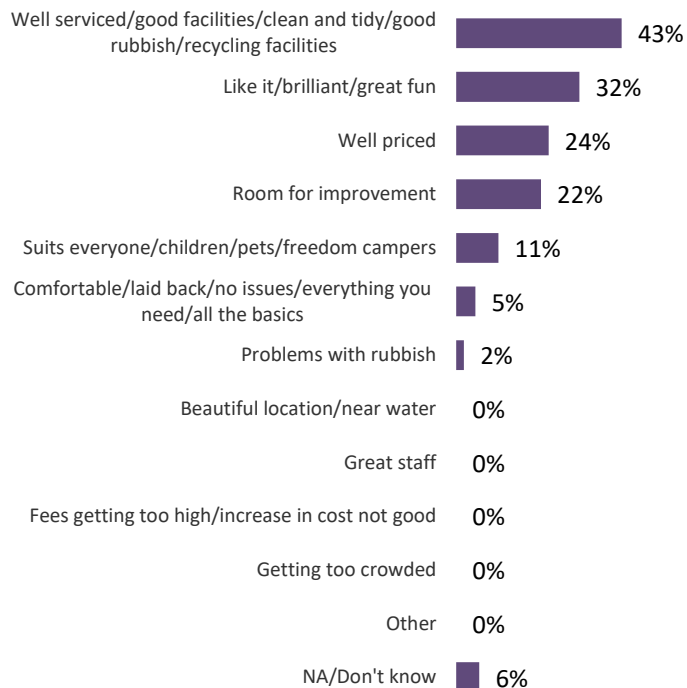
NOTES:

1. Total sample: n=412
2. Q14. Have you used the Council-owned Lakes camping grounds over the past 12 months? Have used n=43; Have not used n=369
3. Q14a: How satisfied are you with the Council-owned Lakes camping grounds over the past 12 months?

*Being well-serviced, with good facilities, and cleanliness are the top reasons for satisfaction with Council-owned Lakes camping grounds.*

## Council-owned Lakes camping grounds

**Reasons for satisfaction**  
(n=33)



**Reasons for dissatisfaction**  
(n=2)

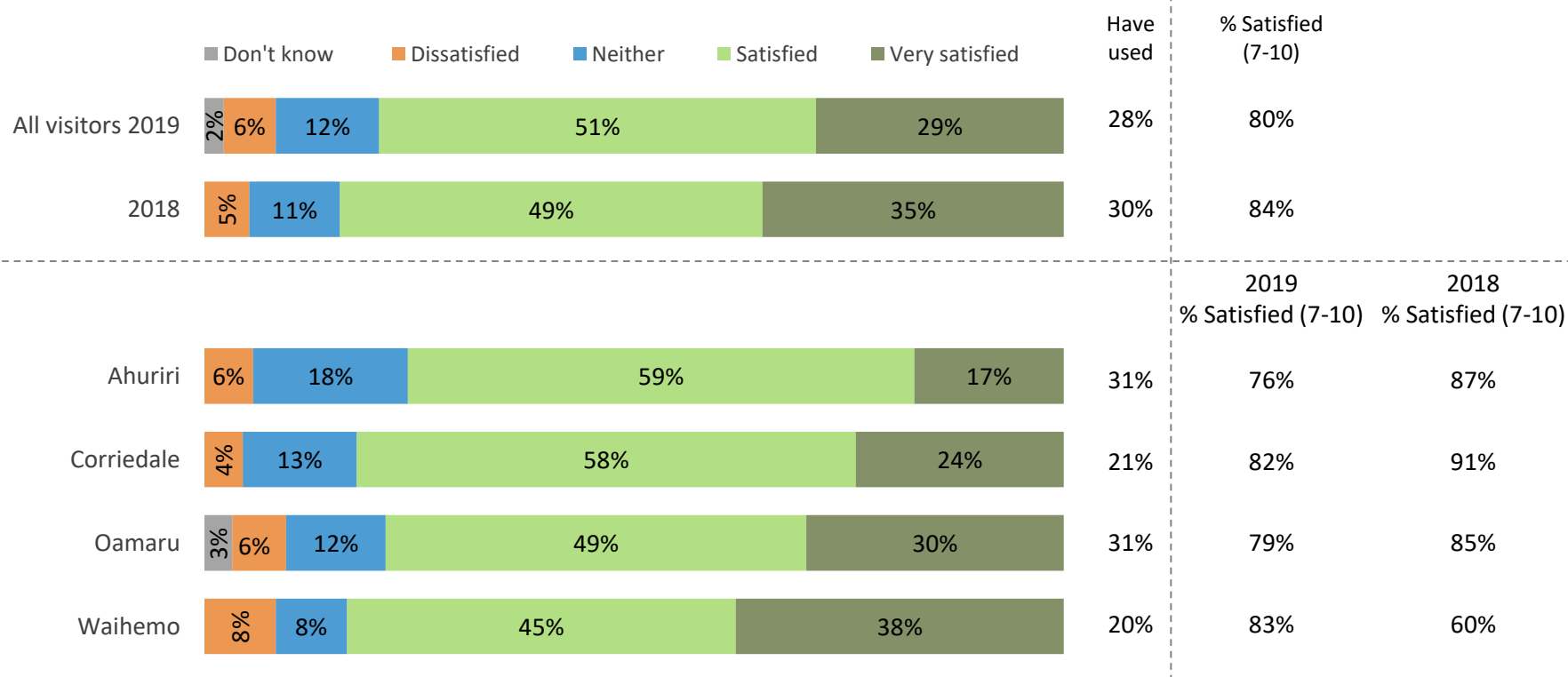
- *Fees are too high*
- *Lack of toilets, lawns aren't mowed, track is too "rough".  
Need to pay for boat ramp, Don't maintain the boat ramp.*

**NOTES:**

1. Total Sample n=412
2. Q14b&c: Can you tell me why you were not satisfied / satisfied with the Waitaki District Council Lakes camping ground over the past 12 months?

Just under three out of ten *Waitaki residents* (28%) have used *Sports fields* and other facilities in the last 12 months. Satisfaction level in the *Waihemo ward* increased significantly compared to its level in 2018.

## Sports fields and facilities

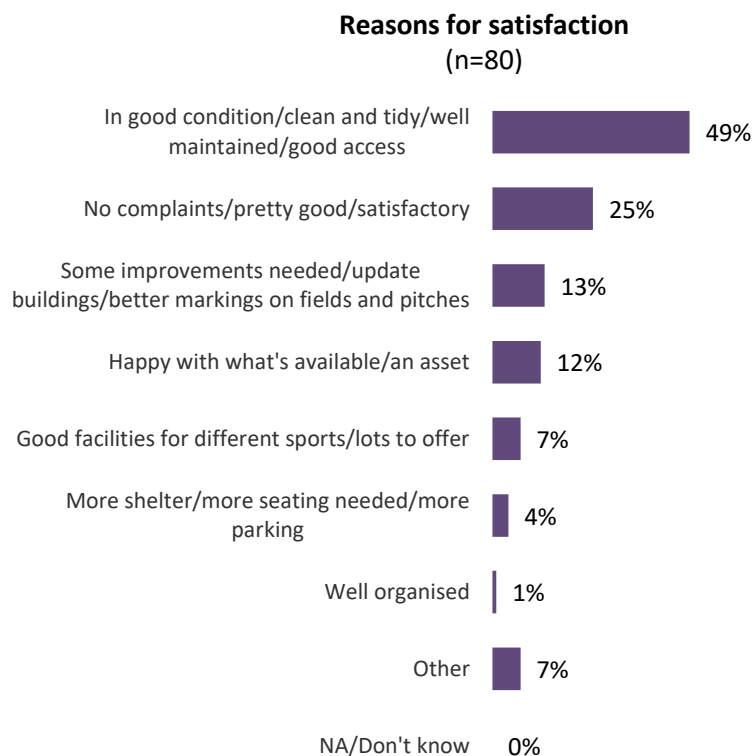


**NOTES:**

1. Total sample: n=412
2. Q15: Have you used any Waitaki District sports fields or facility in the past 12 months? Have visited n= 107, have not visited = 305
3. Q15a: How satisfied are you with sports fields or facilities in the Waitaki District?

The *Sports fields and facilities* being kept *Clean and tidy, in good condition and well-maintained* are the main reasons for satisfaction by residents. Over one in ten satisfied residents (13%) cite that *Some improvements and better markings on fields and pitches* are needed.

## Sports fields and facilities



**Reasons for dissatisfaction**  
(n=2)

- *It's always cold in the Palmerston centre, birds are there, toilets and kitchen needs to be refurbished*
- *No seating for elderly*

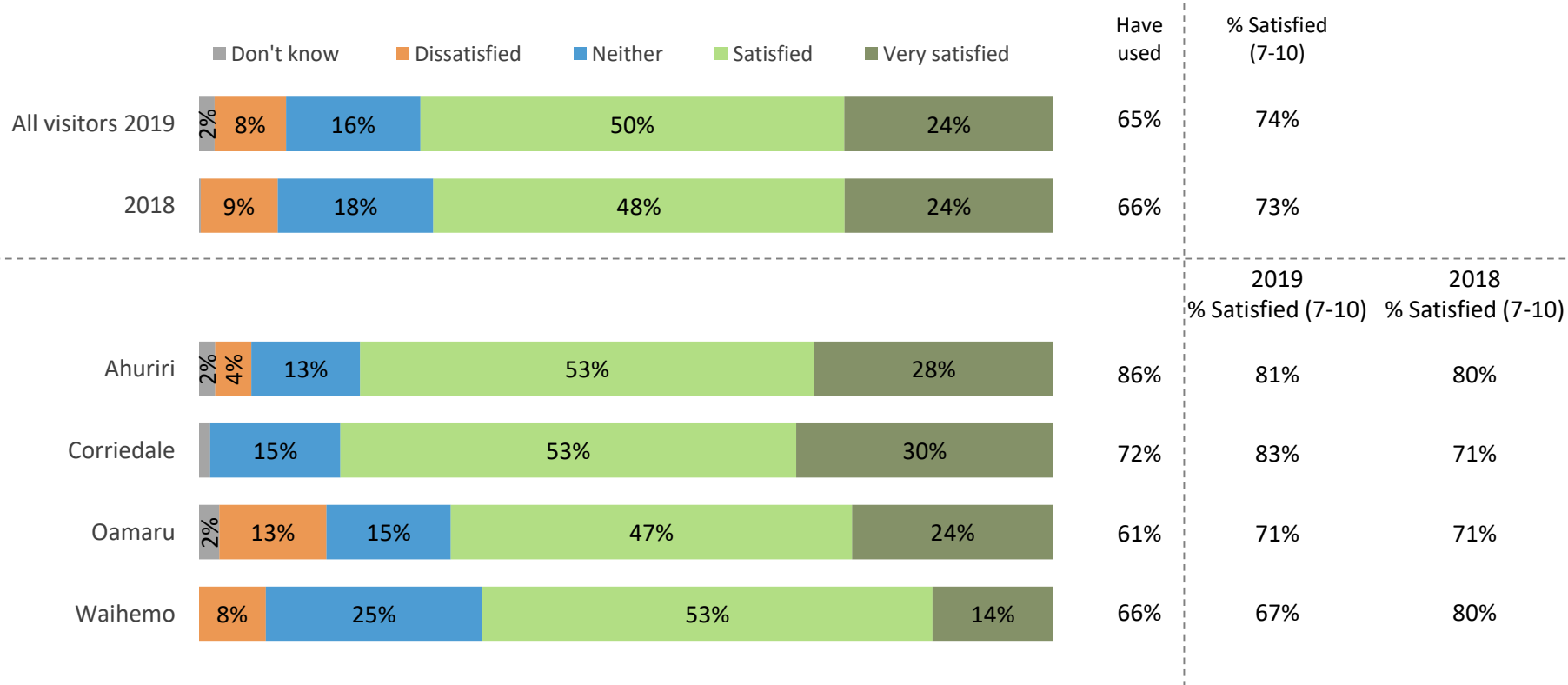
NOTES:

1. Total Sample n=412
2. Q15b&c: Can you tell me why you were not satisfied / satisfied with sports fields or facilities in the Waitaki District?



Usage and satisfaction with *Public toilets* in the District remain on the same levels compared to 2018 with *Waihemo* residents being least satisfied with the facilities.

## Public toilets



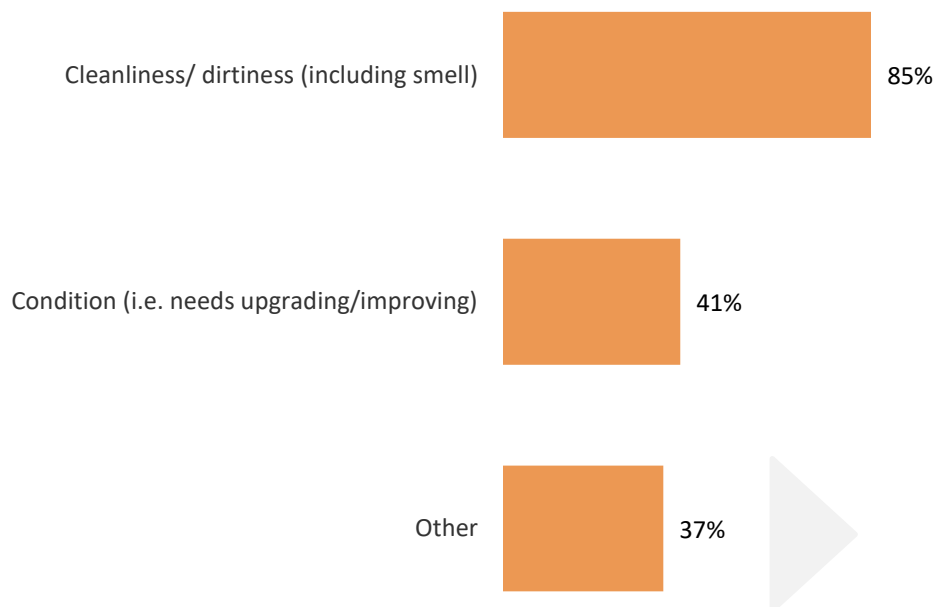
NOTES:

1. Total sample: n=412
2. Q16: Have you used a public toilet in the past 12 months? Have visited n= 282. Have not visited n=130
3. Q16a: How satisfied are you with the public toilets?

Main reasons for dissatisfaction with *Public Toilets* relate to *Cleanliness* and *Condition* of the facilities.

## Public toilets

**Reasons for dissatisfaction**  
(n=18)



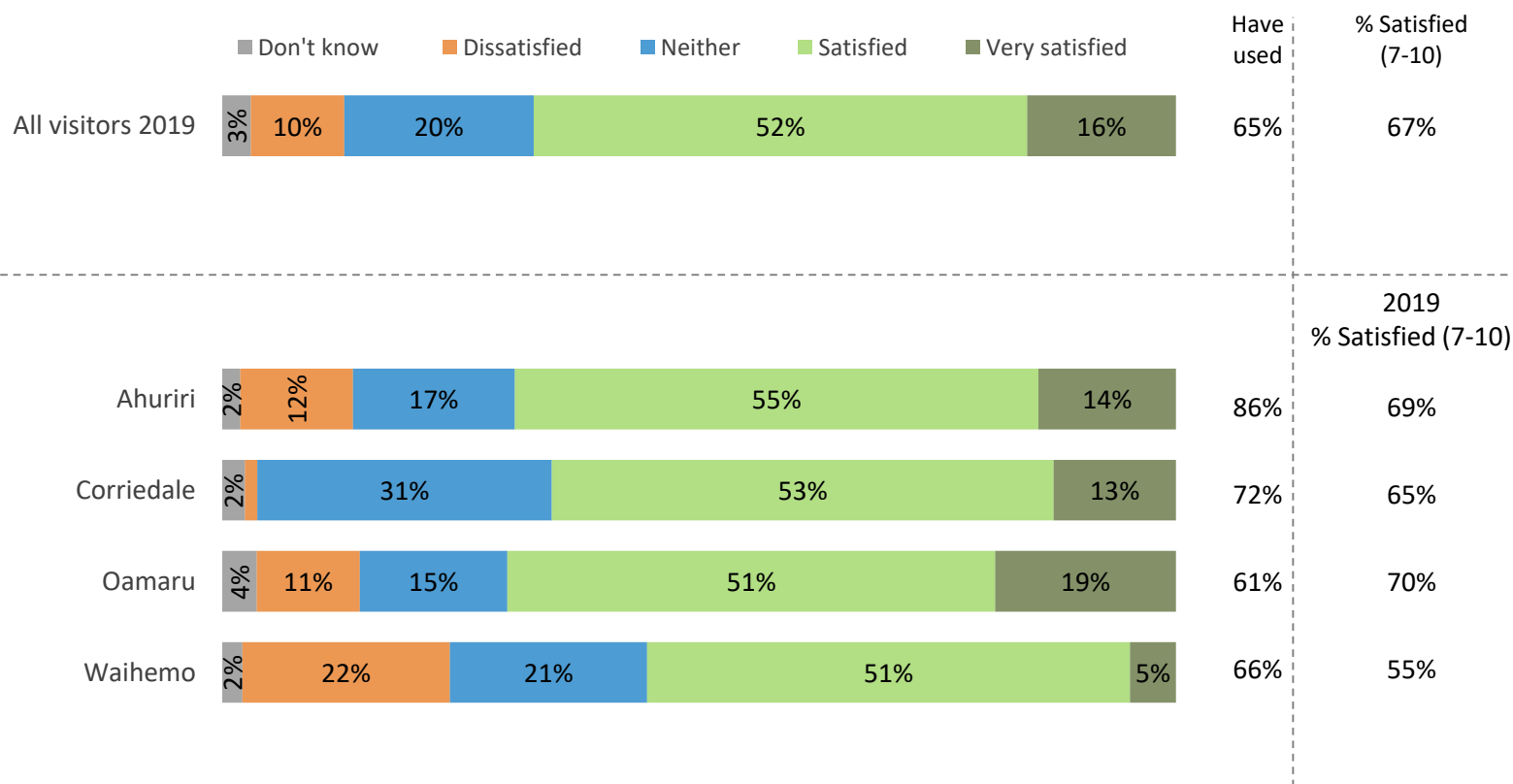
- *They would rather build new ones instead of clean old ones*
- *Public toilets are gross*
- *Phoned cell phone number because there was faeces everywhere.*
- *Too small*
- *After dark they are locked.*

**NOTES:**

1. Total Sample n=412
2. Q16: Can you tell me why you were not satisfied with the public toilets?

On the *Availability of Public toilets* in the District, *Waihemo* residents are the least satisfied (55%). Overall, almost seven out of ten Waitaki residents (67%) feel satisfied with the availability of these facilities.

### Public toilets - Availability

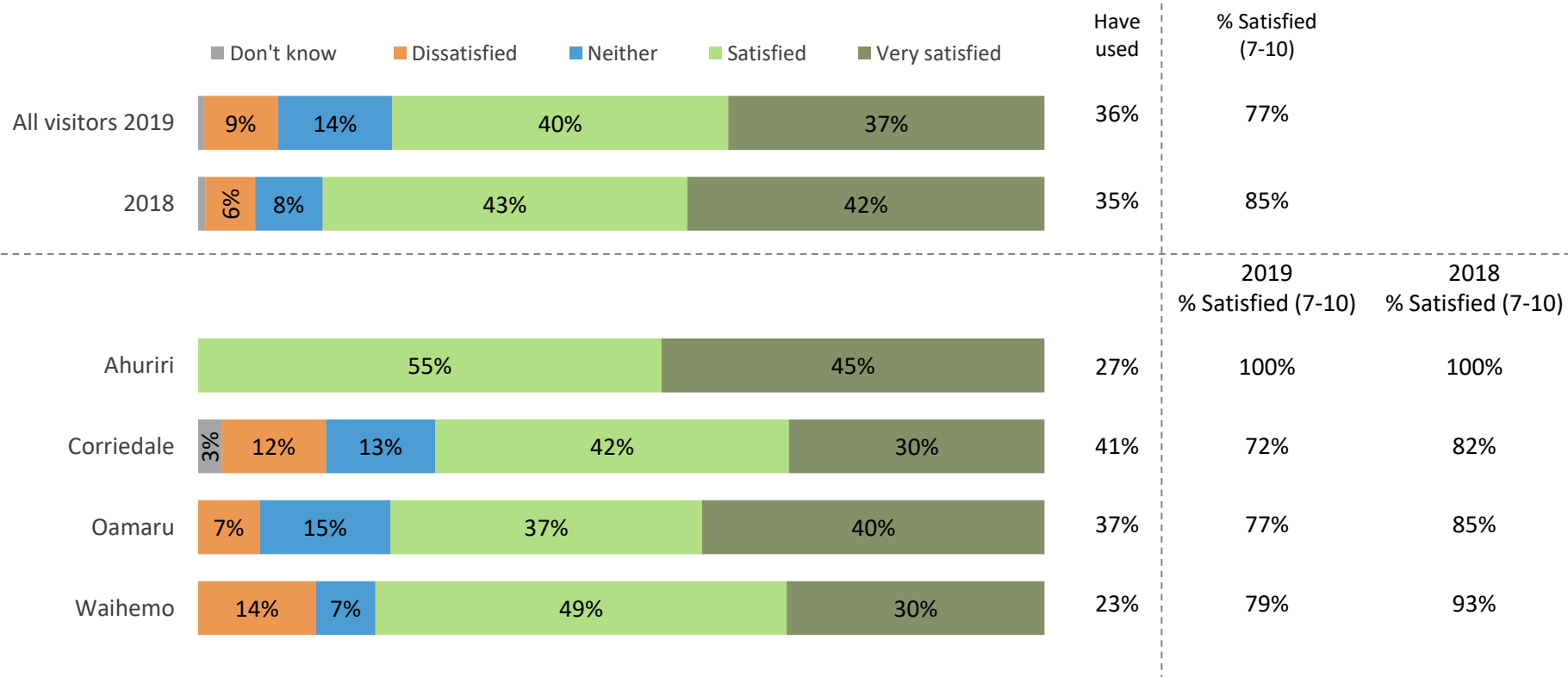


NOTES:

1. Total sample: n=282
2. Q16d: How satisfied are you with availability of public toilets?

There is a slight increase in visits to the *Aquatic Centre* in 2019. However, there is a slight drop in satisfaction across the *Corriedale*, *Oamaru* and *Waihemo* wards.

## Aquatic Centre



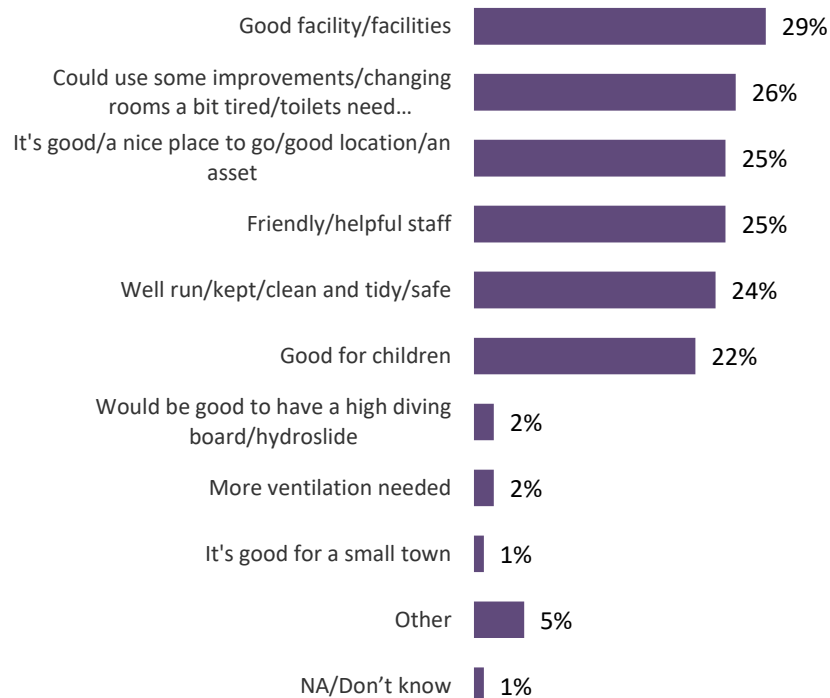
NOTES:

1. Total sample: n=412
2. Q17: Have you used or visited the Aquatic Centre in the past 12 months? Have visited n=140. Have not visited n=272
3. Q17a: How satisfied are you with the Aquatic Centre?

Around one in four residents mention that the *Aquatic centre* has *Good facilities*, is a *Nice place to be*, *Well-run and kept*, and with *Friendly and helpful staff*.

## Aquatic Centre

### Reasons for satisfaction (n=154)



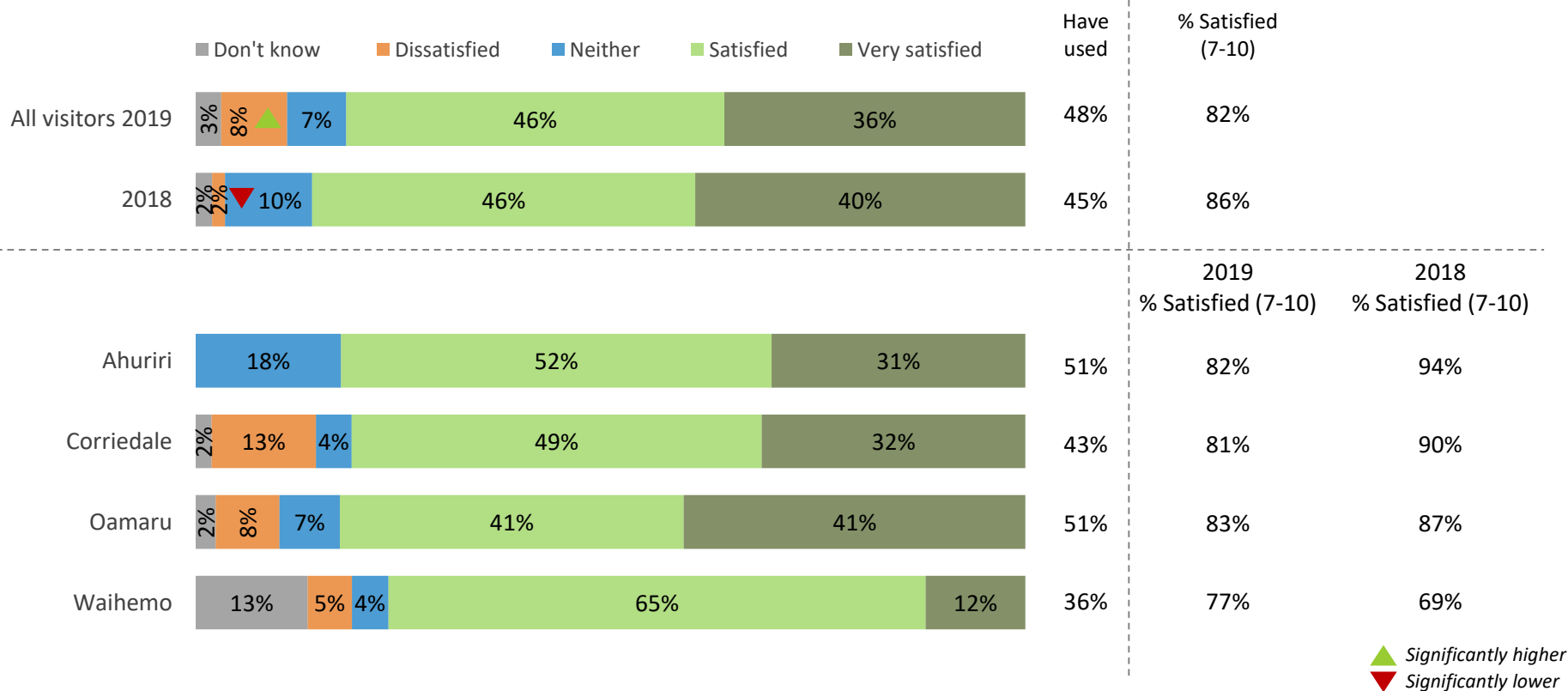
### Reasons for dissatisfaction (n=10)

- *Access (wheelchair or pushchair access)*
- *Staff service*
- *Too strong chlorine is used and to use you inhaler because of the fumes.*
- *It needs to be refurbished. It is really run down inside. The changing facilities are mouldy and old and falling apart. The pool itself is good.*
- *Need to have an adult time for swimming as kids make it hard for adults with a disability .*
- *Lack of swim lanes for adults*
- *Availability of public sessions it is always filled with private swimmers about only 1 lane to swim in*
- *Lanes are always blocked-off for classes I take my disabled mother and children there but there is really no place to swim. The pool is not really a public pool more on income for revenue not only do we have to pay for the pool through taxes we have to pay again to get in*
- *Need an upgrade, it's pretty dated there's nothing like hydroslides or tidal waves*

NOTES:  
1. Total Sample n=412  
2. Q17b&c: Can you tell me why you were not satisfied / satisfied with the Aquatic Centre?

Satisfaction with *Cemeteries* have declined compared to its level in 2018.

## Cemeteries



NOTES:

1. Total sample: n=412
2. Q18: Have you visited a cemetery in the Waitaki District in the past 12 months? Have visited n=200. Have not visited n=212
3. Q18a: How satisfied are you with cemeteries in the Waitaki District?

All of the respondents who were dissatisfied with the *Cemeteries* mentioned *Poor condition, Lack of maintenance, and the Need for upgrading as the main reasons.*

## Cemeteries

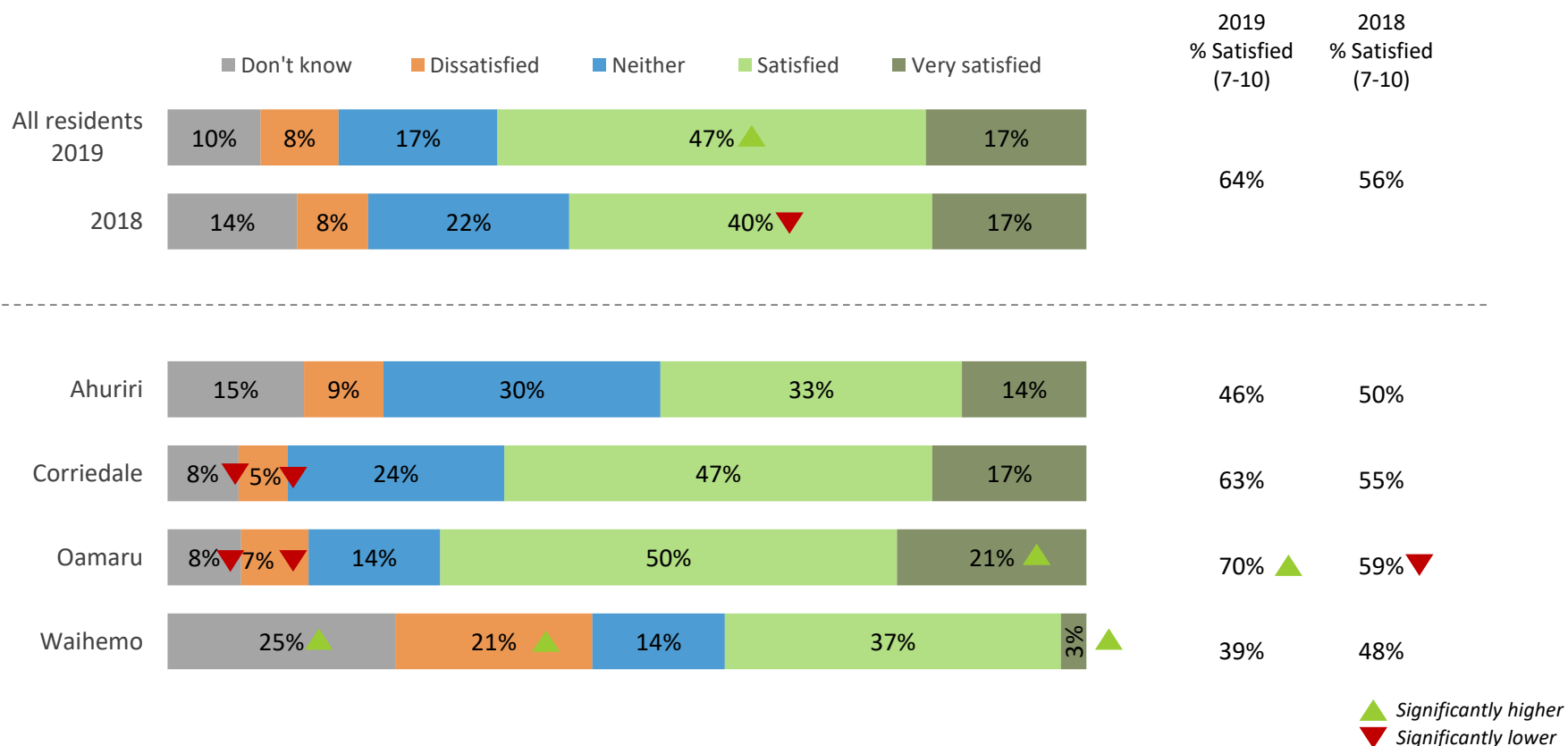
### Reasons for dissatisfaction (n=10)

- *Poor condition/need upgrading/lack of maintenance*
- *Lack of rubbish removal facilities*
- *grass cut without catcher, piled up and wet, grass growing up headstones*
- *Graves slumped over, someone tripped over.*

NOTES:  
1. Total Sample n=412  
2. Q18c: Can you tell me why you were not satisfied with cemeteries in the Waitaki District?

Overall satisfaction with *Mayor and Councillors* has increased. In *Oamaru ward*, seven out of ten residents (70%) are satisfied with their performance, which is significantly higher compared to 2018. *Waihemo ward* residents feel least satisfied with local leadership.

## Performance of the Mayor and Councillors



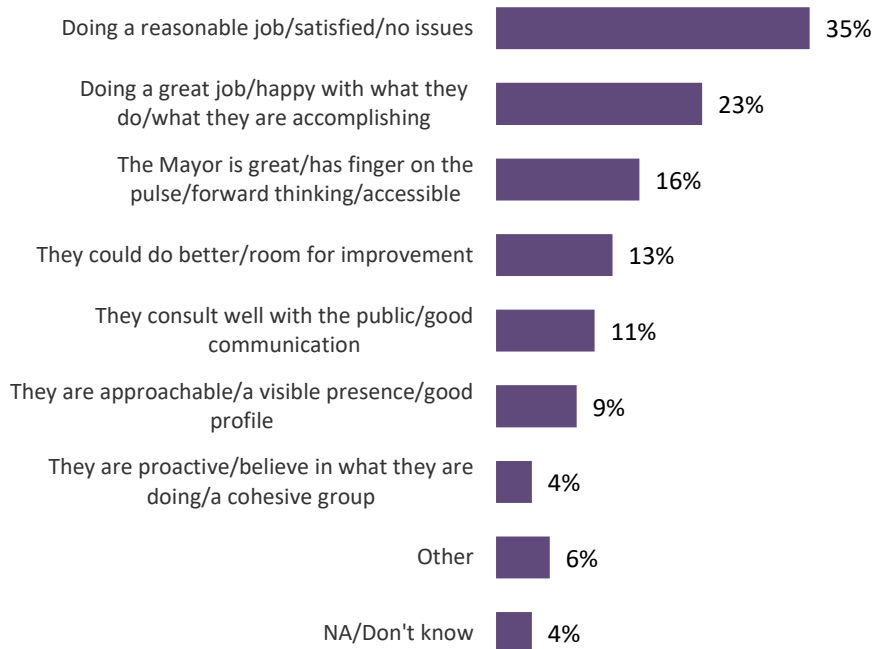
NOTES:  
1. Total sample: n=412  
2. Q19: How satisfied are you with the performance of the Mayor and Councillors over the last 12 month period?



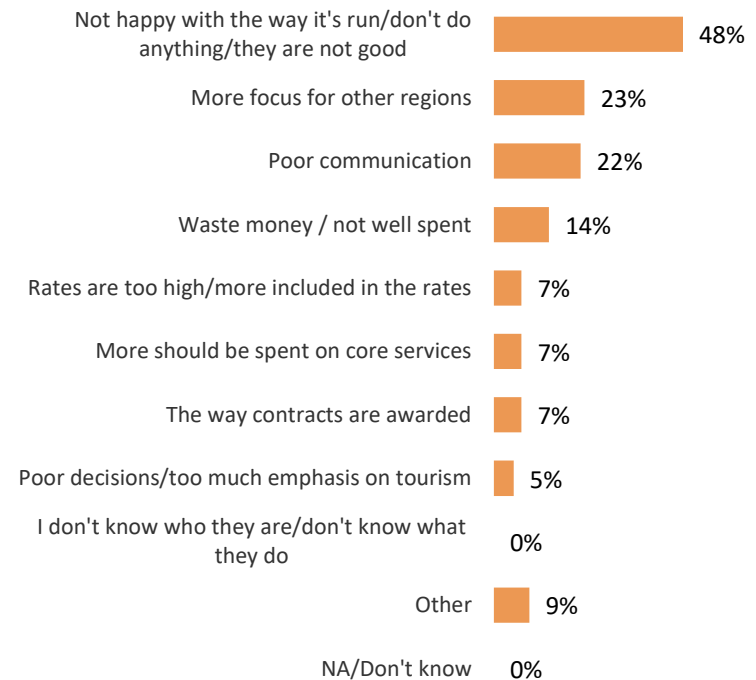
Of the residents that are satisfied with the performance of the *Mayor and Councillors*, around one in three (35%) feel they are *Doing a reasonable job and have no issues*.

## Performance of the Mayor and Councillors

**Reasons for satisfaction**  
(n=206)



**Reasons for dissatisfaction**  
(n=34)



**NOTES:**

1. Sample n=412
2. Q19a&b: 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 is an increase in satisfied residents (55% in 2019 as against 44% in 2018) with the *Performance of Ahuriri Community board members*.

## Performance of Ahuriri Community Board members



NOTES:  
1. Total sample: n=412  
2. Q20: How satisfied are you with the performance of Ahuriri Community Board members?

Out of all of the collected responses, there is a very positive and supportive attitude towards the *Performance of Ahuriri Community Board members*. Most of the residents state that the board members are *Doing a very good job and are Looking after their community*.

## Performance of Ahuriri Community Board members

### Reasons for satisfaction (n=22)

- *They are doing a good job*
- *The information provided lately is good, do well*
- *They are trying to do their best for us, it doesn't always happen*
- *They do their very best, essentially an unpaid role and they juggle with everything else - do a good job*
- *Members are known and look after our community*
- *They pick up issues and do their best to resolve them*
- *Can see them doing good a good job and advocating for the community in our area. They are pushing for more toilets in the freedom camping areas which is quite good*
- *Seem to be quite proactive. We are informed of what's going on*
- *It's great*
- *They get things done*

### Reasons for dissatisfaction (n=1)

- *Have issues that she feels that they aren't helping with*

NOTES:

1. Total Sample n=412
2. Q20a&b: Can you tell me why you were not satisfied / satisfied with the performance of Ahuriri Community Board members?

One third of the residents (33%) from *Waihemo ward* are unaware of the activities of their local *Community board*. This number has increased since last year (19%).

### Performance of Waihemo Community Board members



NOTES:  
1. Total sample: n=60  
2. Q21: How satisfied are you with the performance of Waihemo Community Board members? n=

Satisfied residents mention that *members of Waihemo Community Board* are *Very helpful, Responsive and attend to concerns of the community*. On the other hand, the reasons for dissatisfaction include *Not being informed about their activities*.

## Performance of Waihemo Community Board members

### Reasons for satisfaction (n=24)

- *They do a great job and are very proactive*
- *All seem very helpful when asked something*
- *We have a wonderful community board members who fight for us*
- *They are there for the community*
- *They are responsive and do attend to matters*
- *They deal with issues with motor home park and dumps, like the communication with residents and are included in meetings*
- *If I approach they normally come round and fix the problem or at least inspect it*

### Reasons for dissatisfaction (n=5)

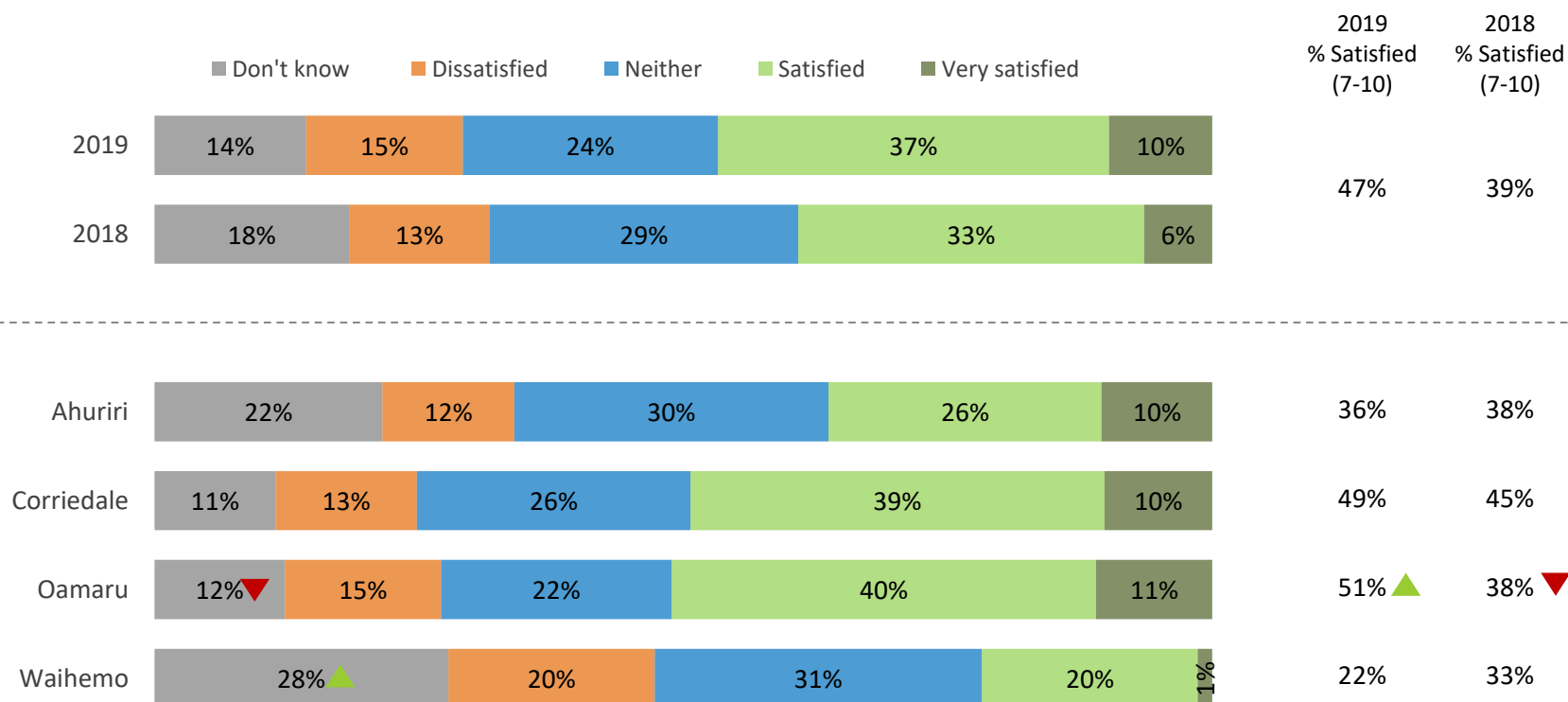
- *I don't know anything about them. They don't do enough for consultation*
- *They could do a lot more for the Waihemo area/Palmerston*
- *They are all the same, do not do anything for us*
- *Useless don't do anything, we aren't informed*
- *Never see or hear of them, no communication of what they're doing*

#### NOTES:

1. Total Sample n=412
2. Q21a&b: Can you tell me why you were not satisfied / satisfied with the performance of Waihemo Community Board members?

The number of residents satisfied with *Council's consultation with the community* has increased since last year. A significant rise can be noted in *Oamaru ward*, where over half of the residents now feel satisfied compared to 38% in 2018.

### Council's consultation with the community



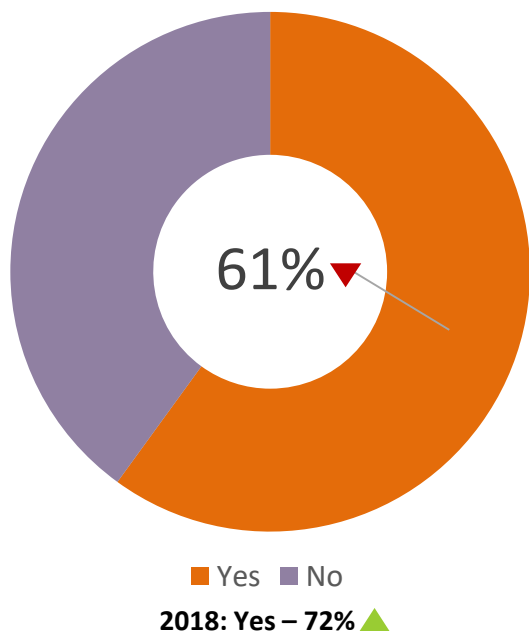
NOTES:  
1. Total sample: n=412  
2. Q22: How satisfied are you with Council's consultation with the community?

▲ Significantly higher  
▼ Significantly lower

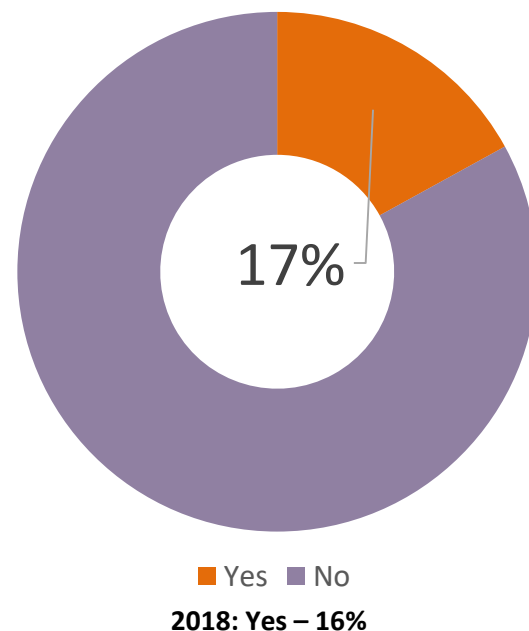
More than three out of five residents (61%) are satisfied with *Civil Defence Emergency Management* and around one in six (17%) have lodged a request to Council regarding roads and footpaths in the past 12 months .

## Civil Defence and Roading request

Proportion of residents satisfied with Civil Defence Emergency Management



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



NOTES:

1. Total sample: n=412
2. Q23: Are you satisfied with Civil Defence Emergency Management?
3. Q24: Have you lodged a customer request to Council over the past 12 months regarding roads or footpaths?

▲ Significantly higher  
▼ Significantly lower

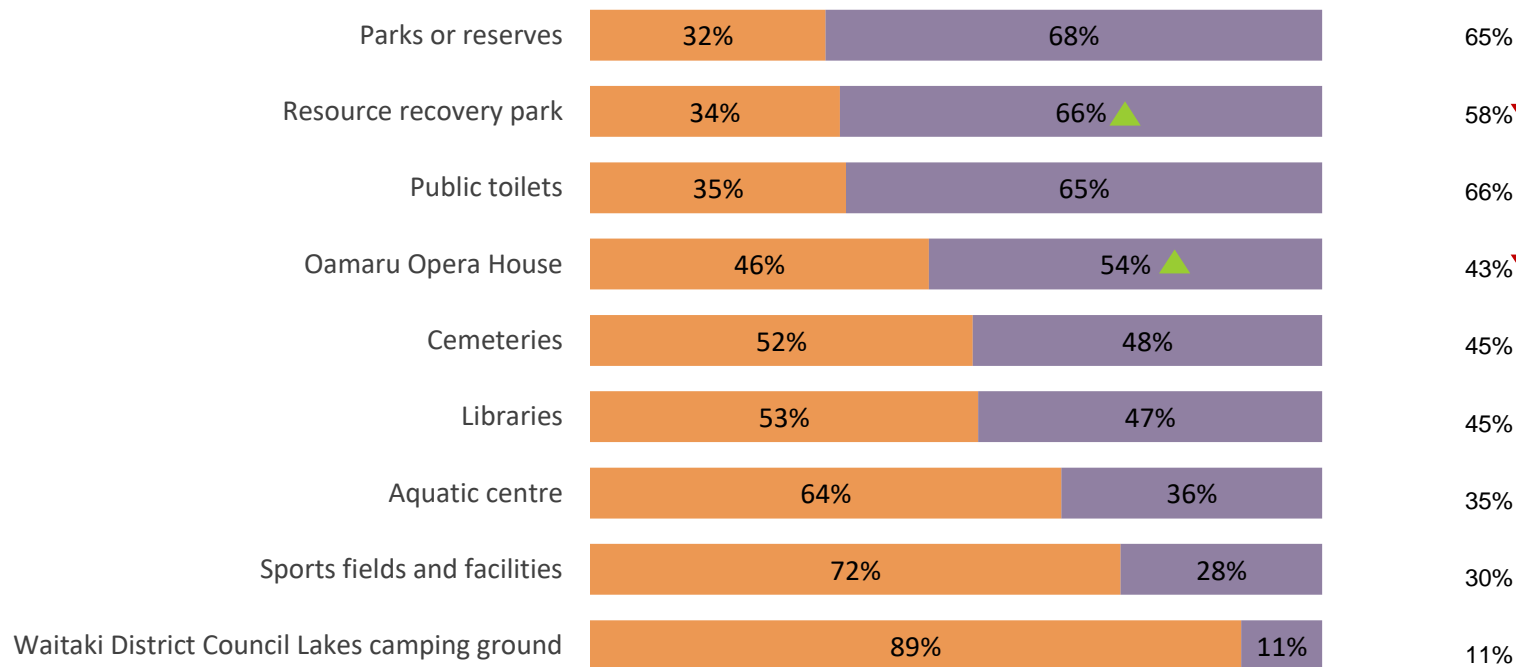
*Parks or reserves* still remain the most visited Council-maintained facilities in 2019. Compared to 2018, significantly more people visited *Chelmer (Oamaru) Resource recovery park* and *Oamaru Opera House*.

## Frequency of use of or visit to facilities

### Visited / used in the past 12 months

■ No ■ Yes

2018  
% Yes



NOTES:

1. Total sample: n=412
2. Q: Have you visited or used any of the following facilities in the Waitaki District in the past 12 months?

▲ Significantly higher  
▼ Significantly lower





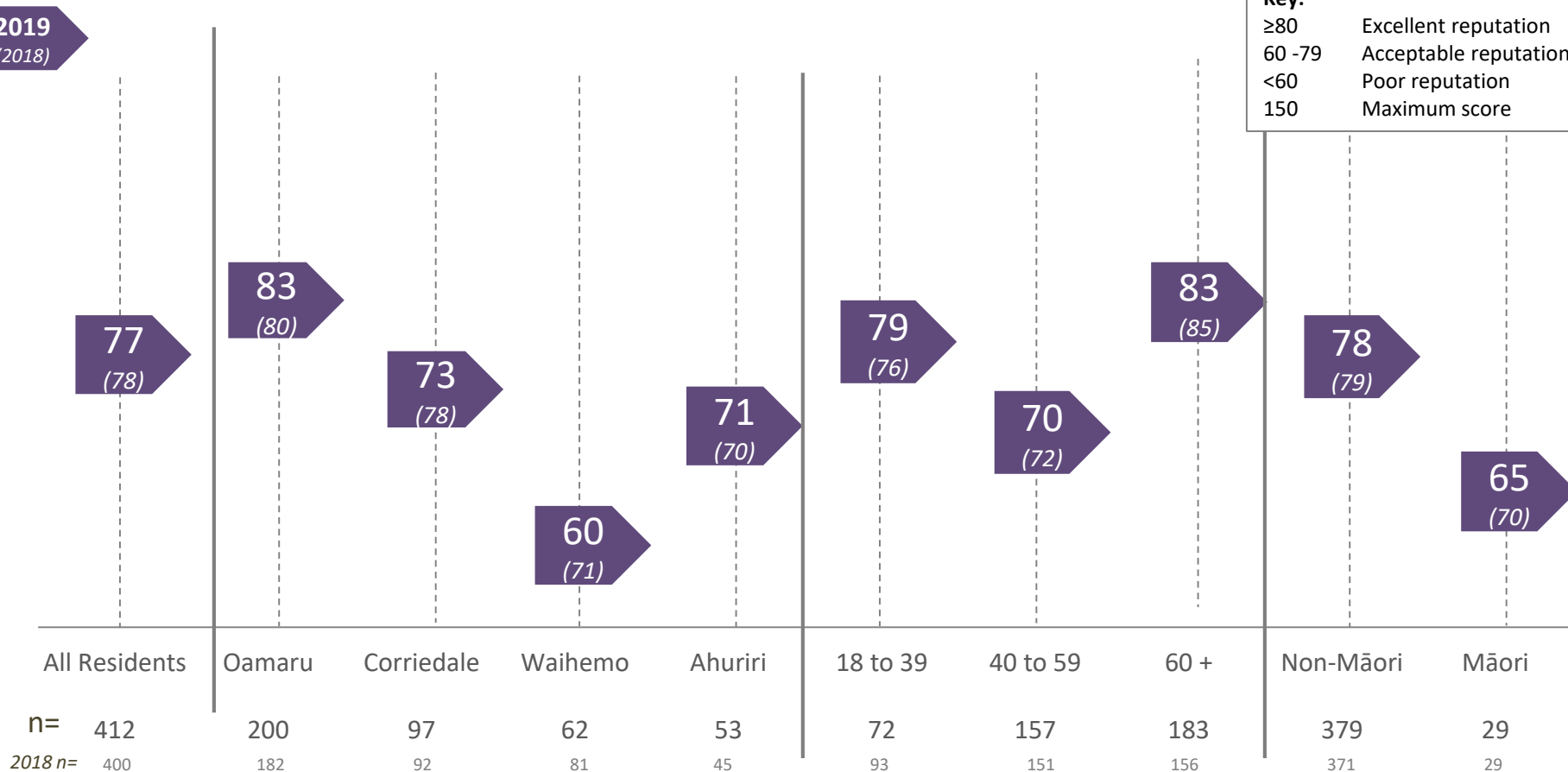
# Understanding Reputation

Waitaki District Council continues to have an *Acceptable reputation* across all ages, ethnicities and wards.

## Reputation benchmarks

2019  
(2018)

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

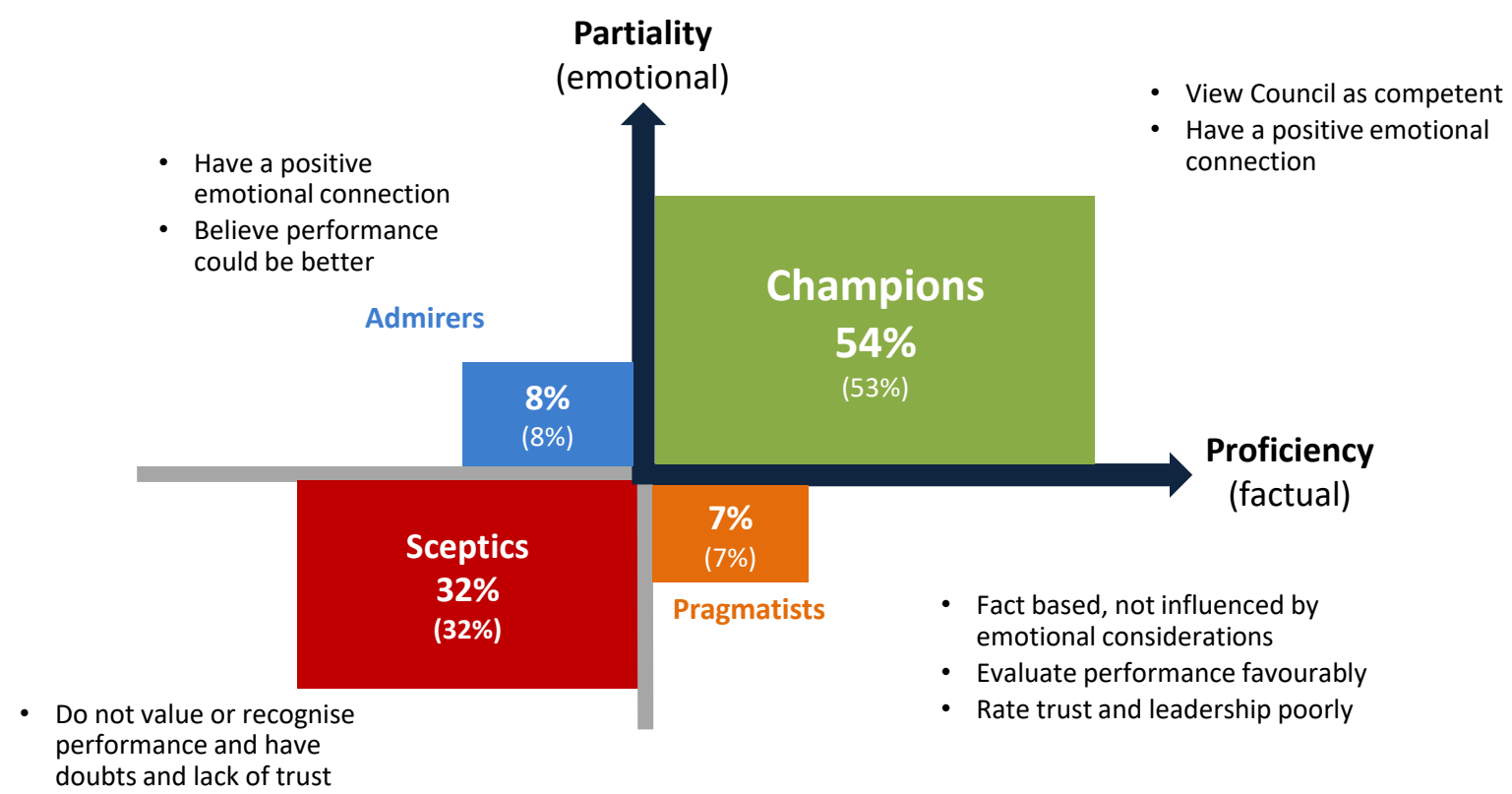


NOTES:  
 1. Sample n=412  
 2. REPS. So considering leadership, trust, financial management and quality of services provided, how would you rate the Waitaki District Council for its overall reputation?  
 3. The benchmark is calculated by re-scaling the overall reputation measure to a new scale between -50 and +150 to improve granularity for the purpose of benchmarking

Overall, there is a high proportion of *Champions* (54%) in *Waitaki District*. There are more residents who have trust in the Council and support decisions of the Council than those who do not value or recognise Council's performance.

## Reputation profile

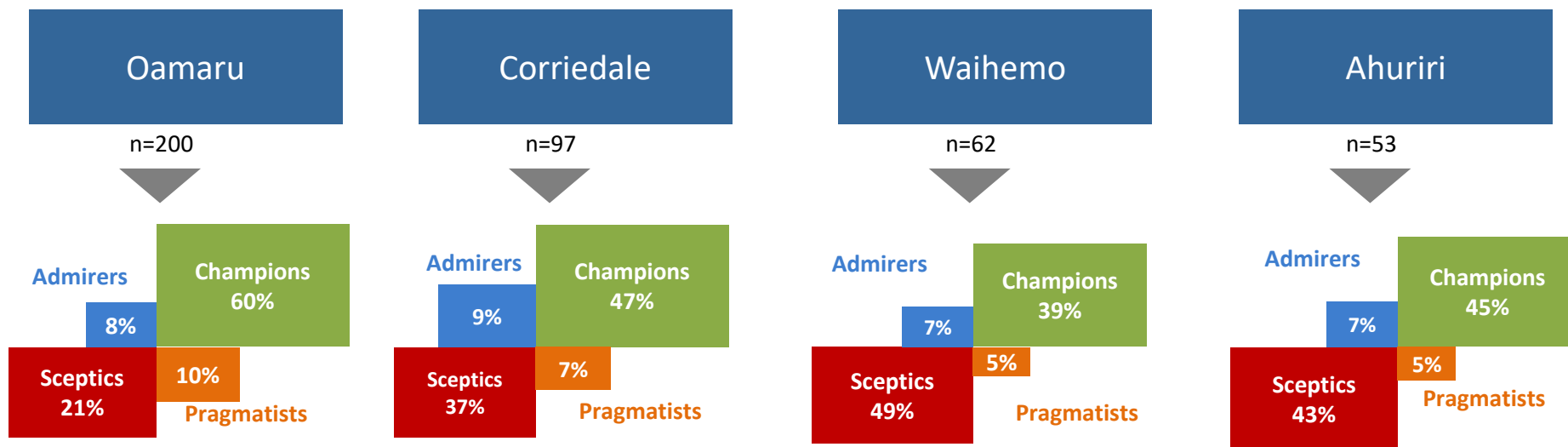
**2019**  
(2018)



NOTES:  
 1. Sample n=412  
 2. Segments have been determined using the results from a set of five overall level questions  
 3. REP1 leadership, REP2 trust, REP3 financial management, REP4 quality of deliverables, REP5 overall reputation  
 4. Due to rounding, percentages may add to just over or under (+/- 1%) totals.

*Oamaru ward* has the highest proportion of *Champions* and the lowest percentage of *Sceptics*. Residents from this area are more supportive of the Council. On the contrary, residents from *Waihemo ward* have less trust in the Council and have the highest portion of *Sceptics*.

## Reputation profile: Wards



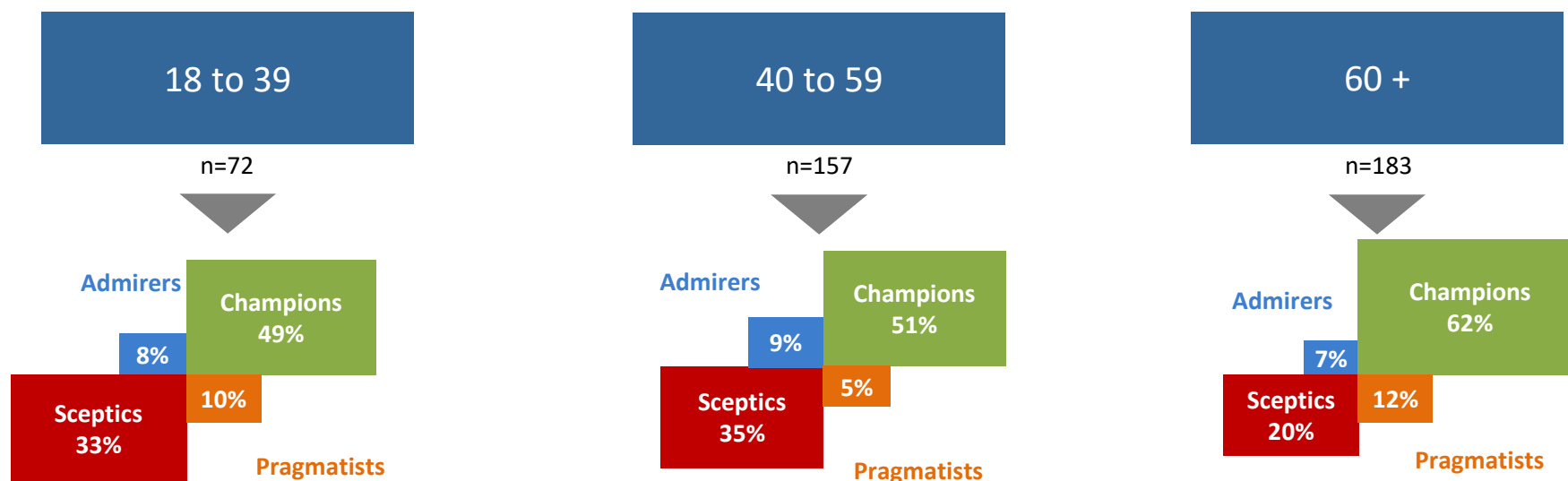
### 2018

	Oamaru	Corriedale	Waihemo	Ahuriri
Admirers	7%	8%	11%	9%
Champions	55%	56%	43%	48%
Pragmatists	7%	6%	8%	3%
Sceptics	31%	30%	38%	40%

- NOTES:
1. Sample n=412
  2. Segments have been determined using the results from a set of five overall level questions
  3. REP1 leadership, REP2 trust, REP3 financial management, REP4 quality of deliverables, REP5 overall reputation
  4. Due to rounding, percentages may add to just over or under (+/- 1%) totals.

The *older age group (60+)* are more likely to be *Champions* (62%) with a lower portion of *Sceptics* (20%). Residents *aged 40-59* have the highest portion of *Sceptics* (35%), but it is the *youngest group (18-39)* who are the least likely to be *Champions* (49%).

## Reputation profile: Age



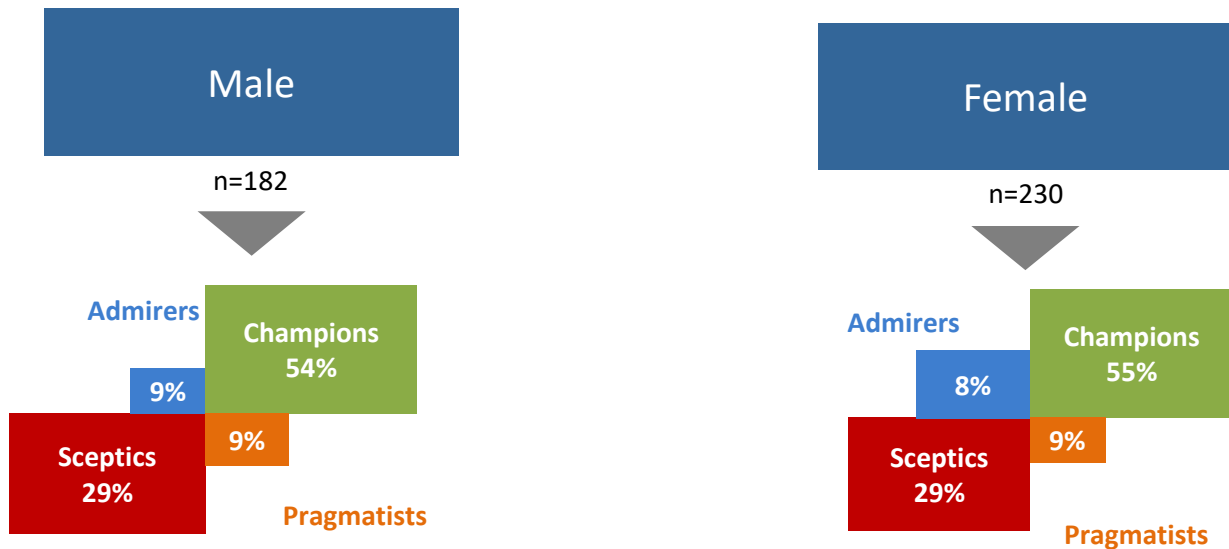
### 2018

Admirers	6%	14%	4%
Champions	47%	45%	65%
Pragmatists	7%	6%	7%
Sceptics	40%	35%	24%

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

Profiles across genders are similar with just over half (54% and 55%) are more likely to be *Champions*.

## Reputation profile: Gender



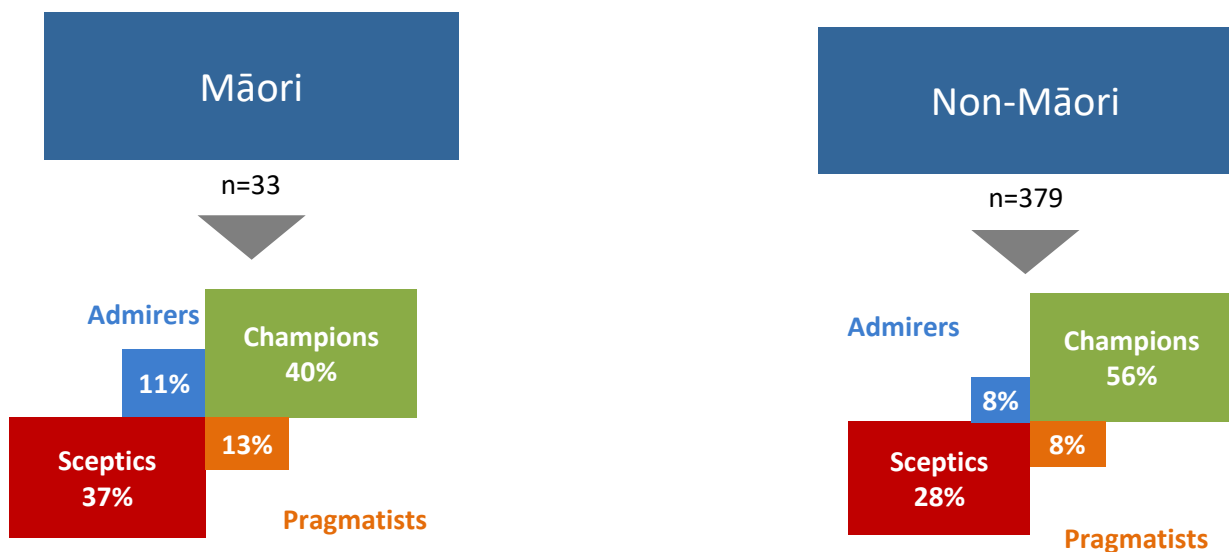
### 2018

Admirers	6%	10%
Champions	53%	55%
Pragmatists	6%	7%
Sceptics	35%	29%

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

*Māori residents in Waitaki District have less trust in the Council with the higher portion of Sceptics and lower portion of Champions than other ethnicities .*

## Reputation profile: Ethnicity



### 2018

Admirers	14%	7%
Champions	39%	55%
Pragmatists	6%	7%
Sceptics	41%	31%

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



# Drivers of Overall Satisfaction



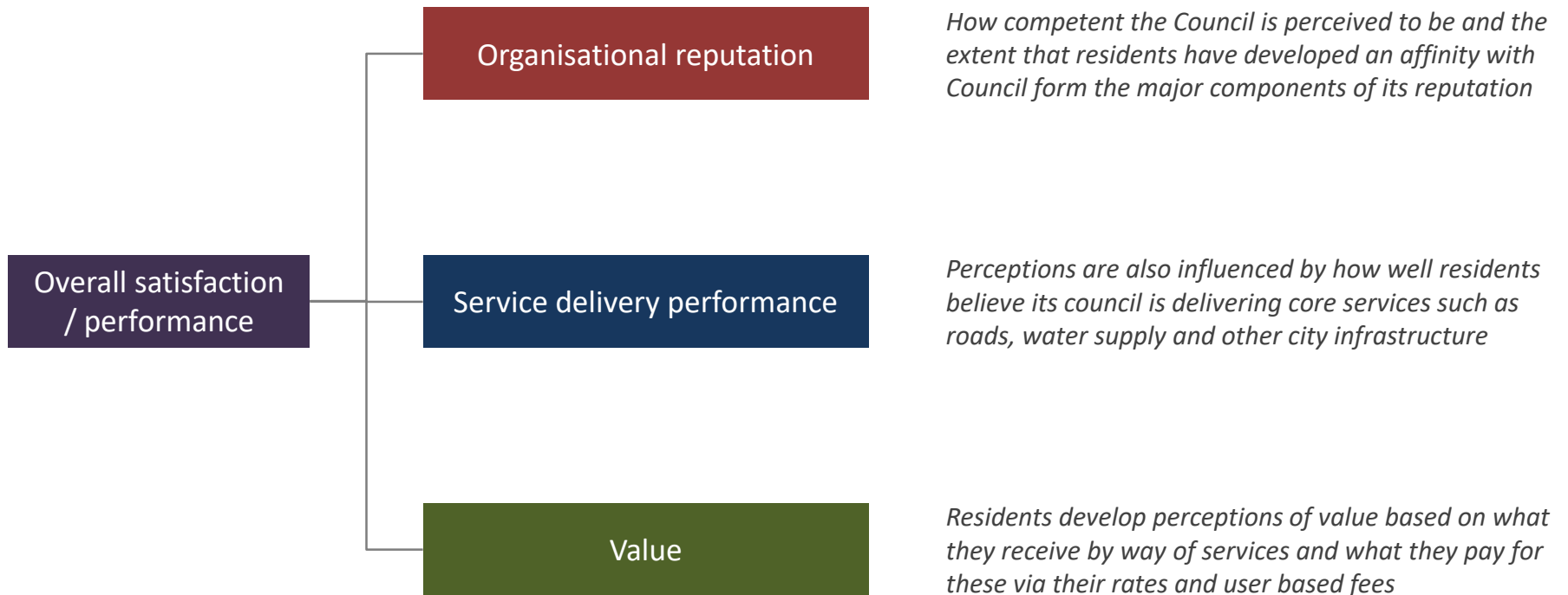
The framework below determines how the various reputation, service and value elements impact community members overall evaluation of Council.

**Overview**



*Top level attribute to measure*

*Rationale*



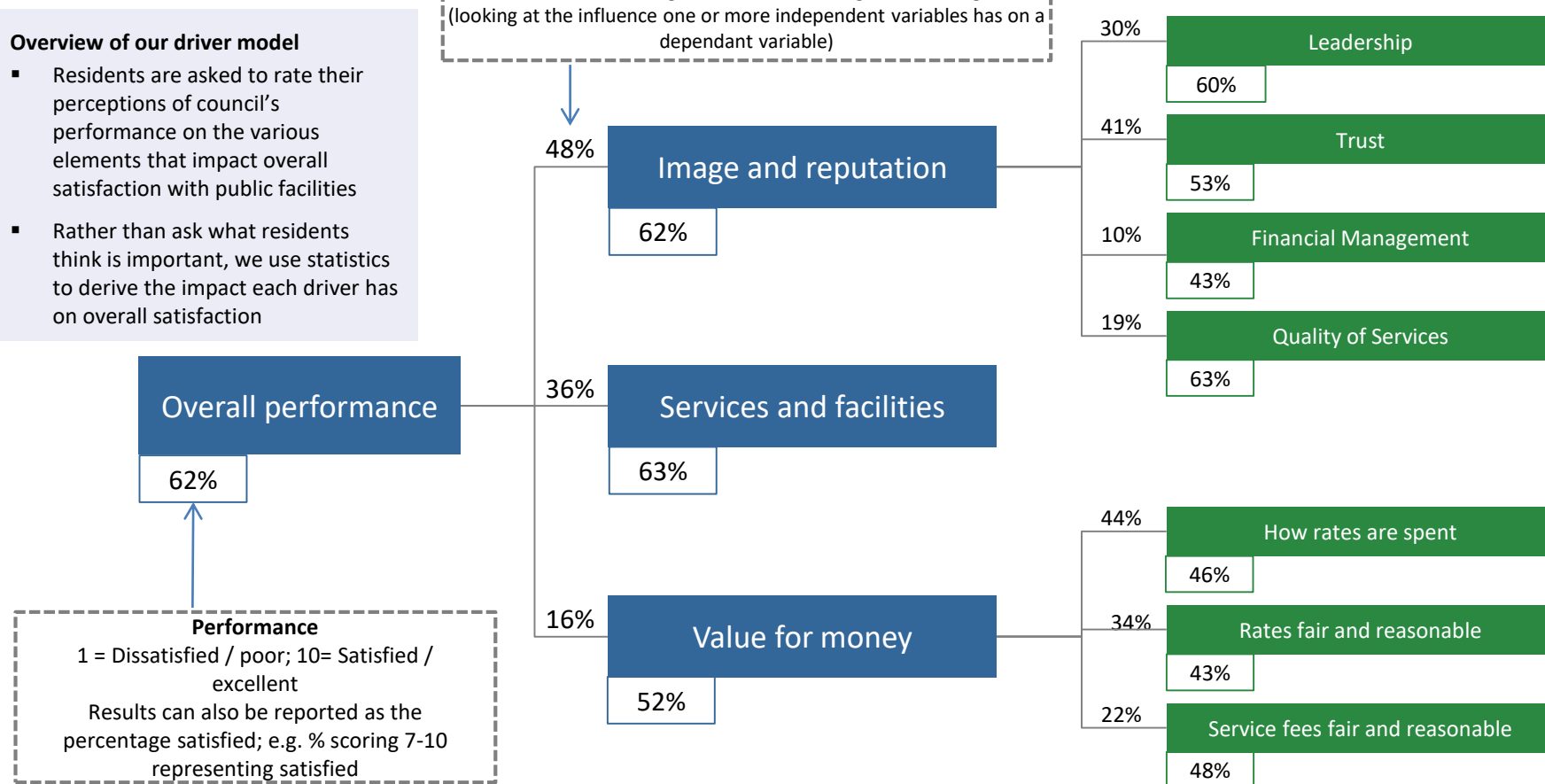
To improve *Overall satisfaction with Council's performance*, it would be recommended to improve such areas as *Trust* that residents have towards the Council. Also, *Overall performance* can be improved by addressing residents' concerns on *How rates are spent*.

## Overall 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

**Level of impact**  
Measures the impact that each driver has on overall satisfaction. The measure is derived through statistical modelling based on regression (looking at the influence one or more independent variables has on a dependant variable)

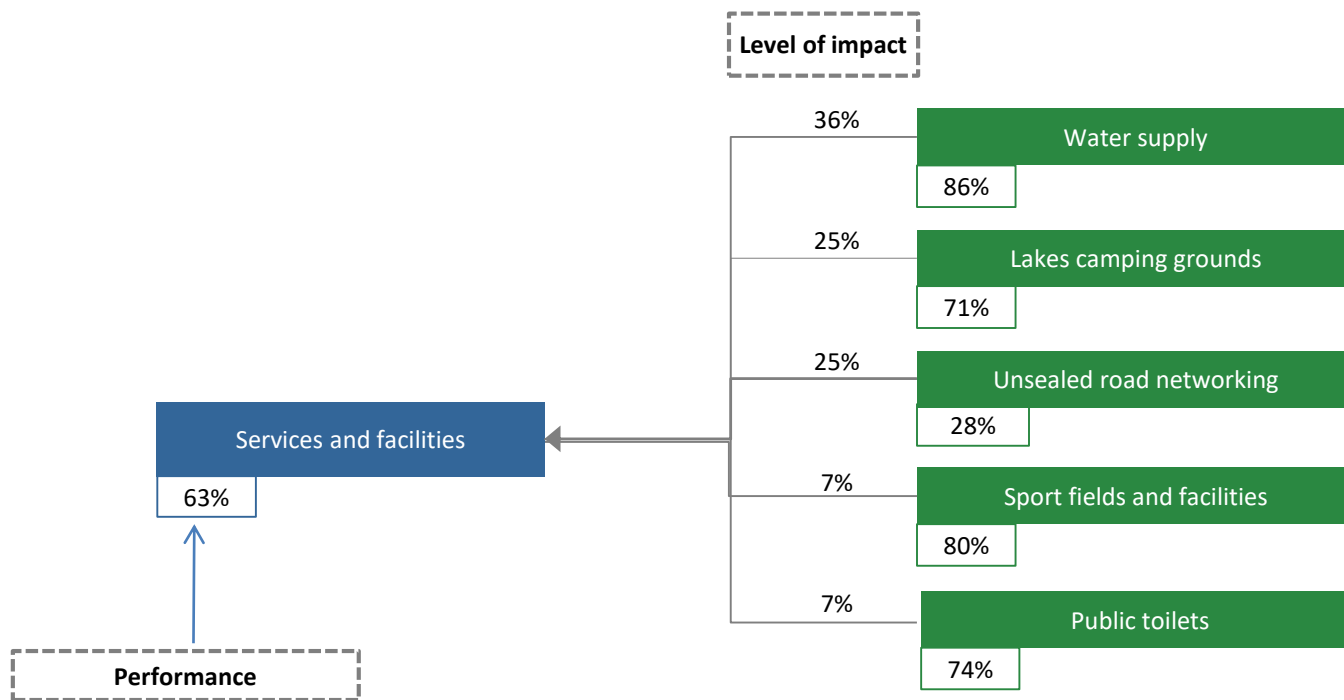


**Performance**  
1 = Dissatisfied / poor; 10= Satisfied / excellent  
Results can also be reported as the percentage satisfied; e.g. % scoring 7-10 representing satisfied

NOTES:  
1. Sample: n=412

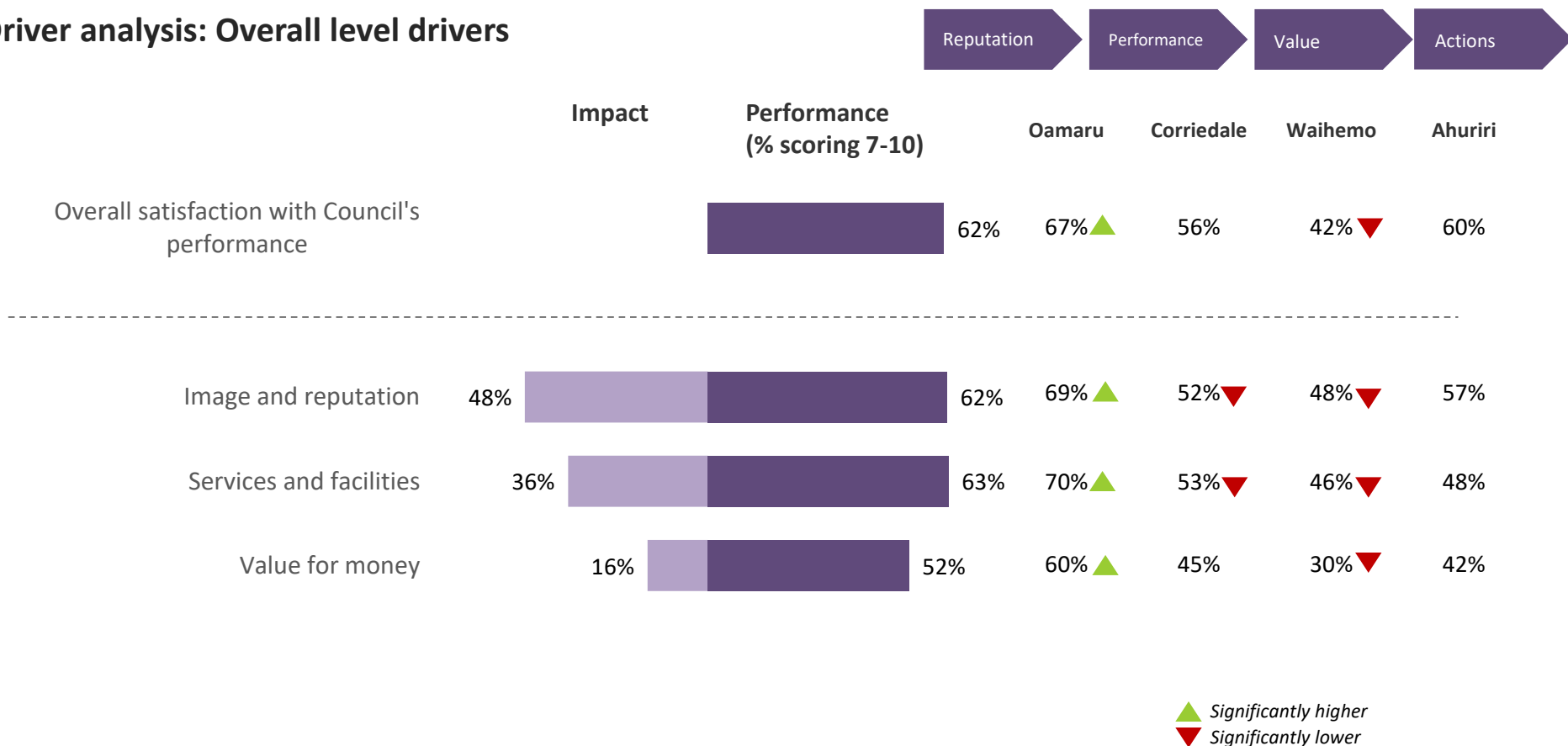
Satisfaction with *Water supply, Lakes camping grounds* and *Unsealed roading network* have the highest impact on perception of Council-managed *Services and facilities*. Improving *Unsealed road network* will have the most influence on residents' overall perception where satisfaction level is at the lowest.

## Services and facilities performance



*Image and reputation* have the highest influence on perception of *Overall Council's performance*. *Value for money* has the lowest satisfaction level, so making improvements in this area will positively impact residents' Overall satisfaction.

### Driver analysis: Overall level drivers

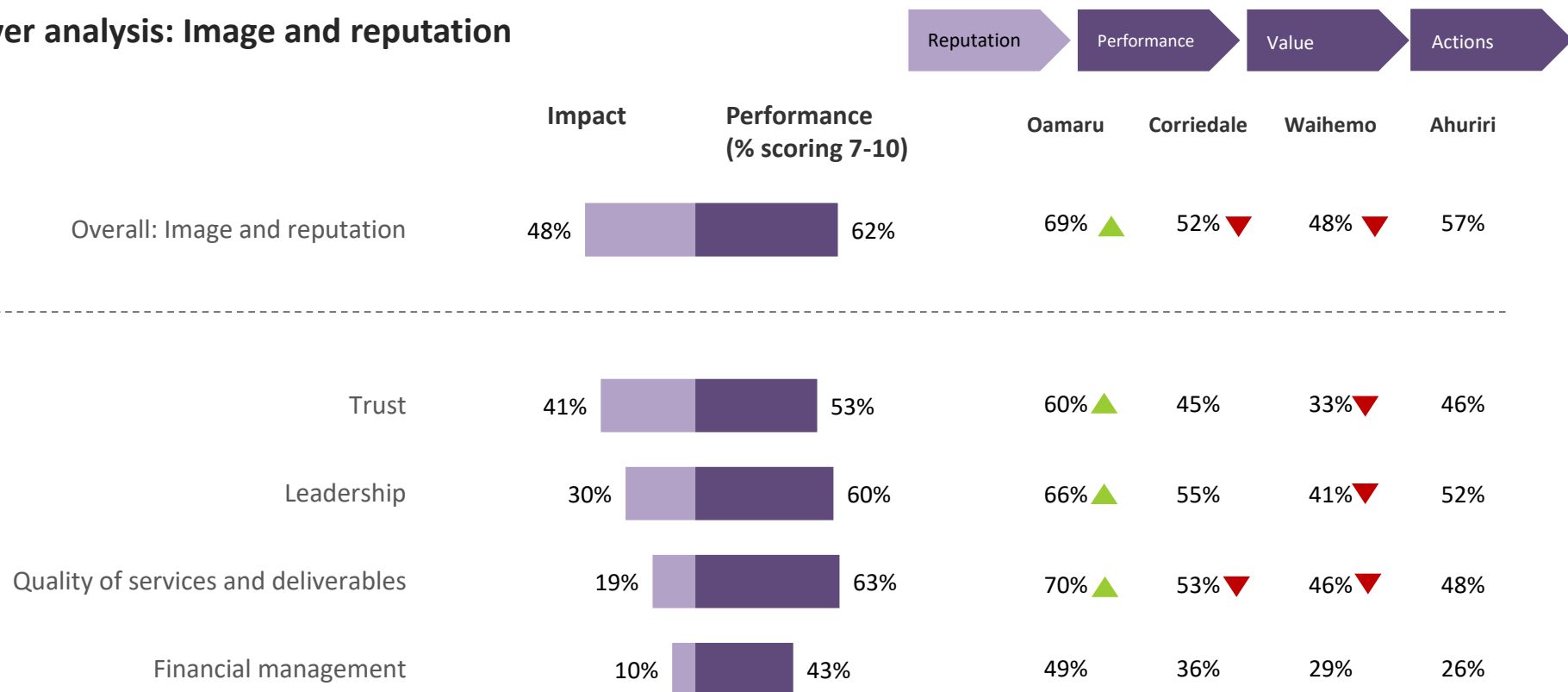


NOTES:

- Sample: n=412
- 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?
- REP5: So considering, leadership, trust, financial management and quality of services provided, how would you rate the Council for its overall reputation?
- 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?
- 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?

*Trust* has the highest impact on perception of *Council's Image and reputation* but with only five out of ten residents (53%) having good trust in the Council. *Oamaru ward* has higher levels of satisfaction across all areas than others.

### Driver analysis: Image and reputation



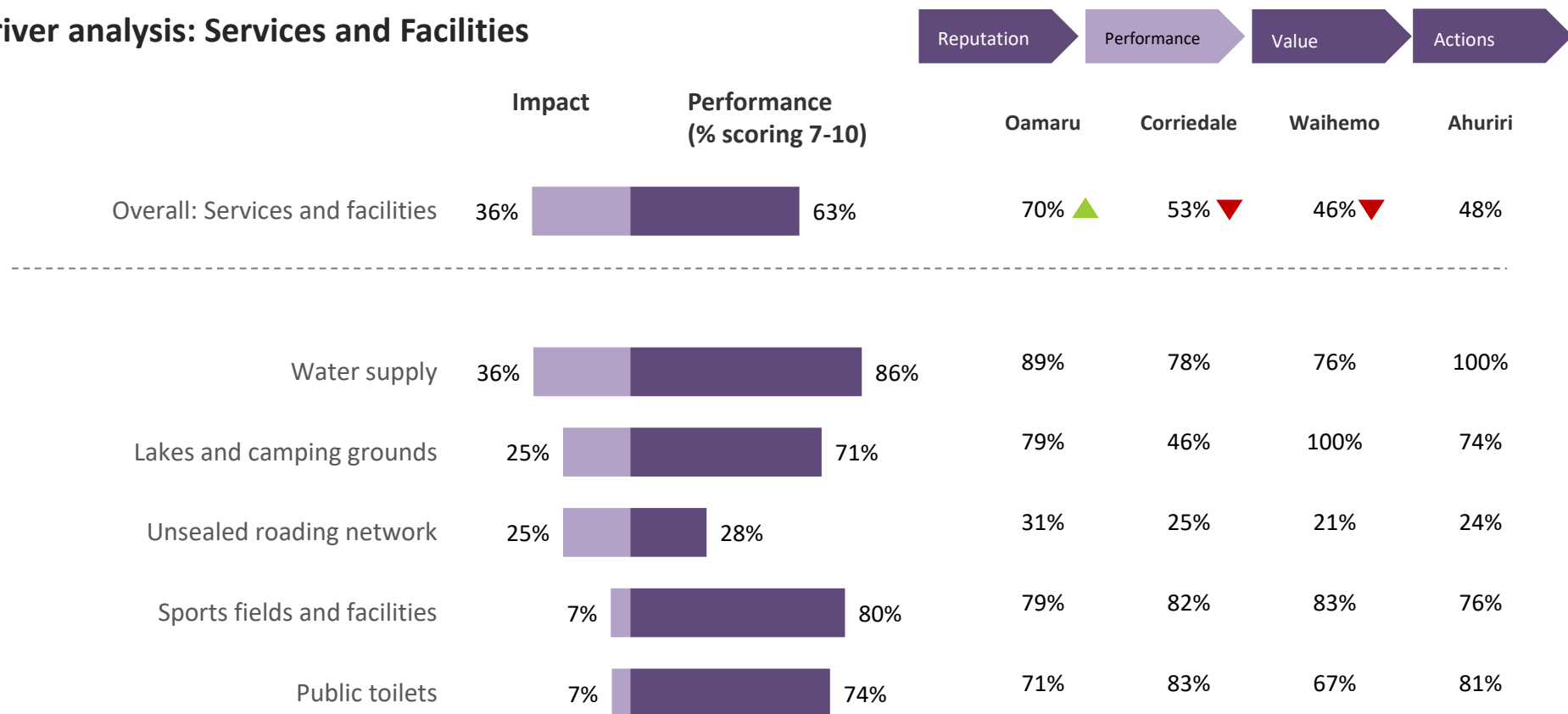
NOTES:

1. Sample: n=412
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?

▲ Significantly higher  
▼ Significantly lower

*Unsealed roading network* has a relatively high impact (25%) on *Overall perception of Services and facilities*. With less than three out of ten residents (28%) being satisfied with *Unsealed roading*, making improvements in this area is highly recommended.

### Driver analysis: Services and Facilities



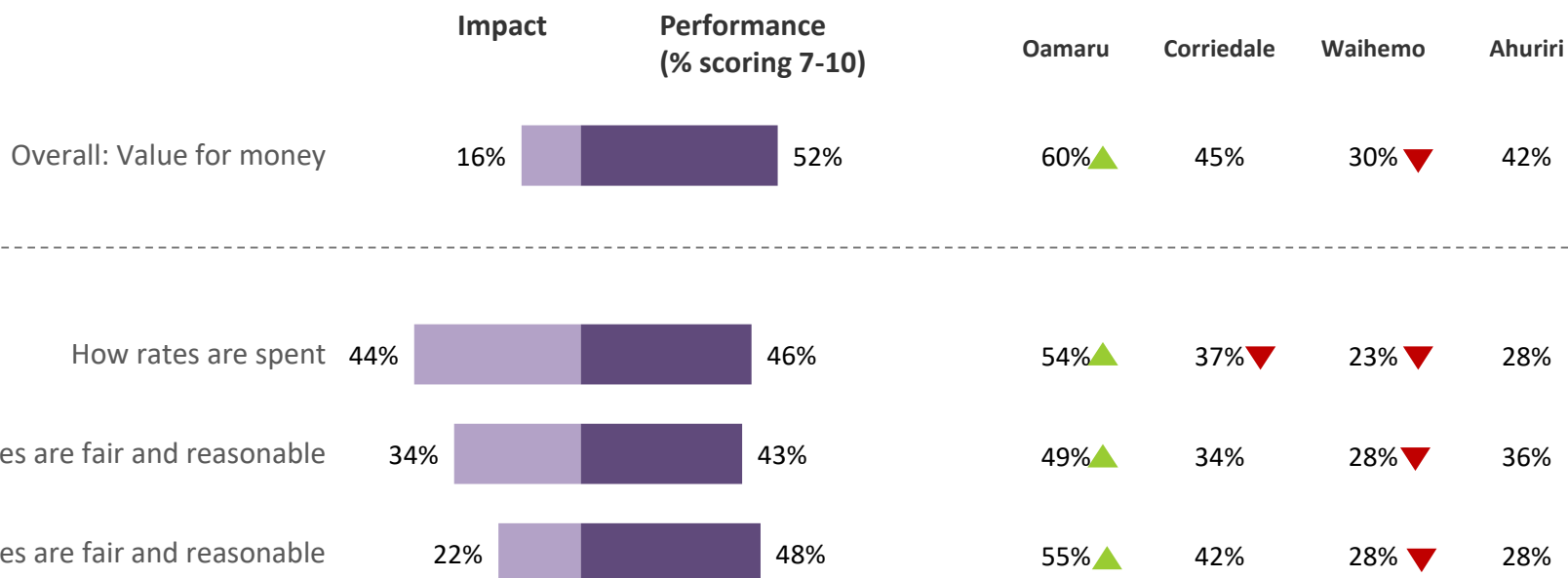
NOTES:

1. Sample: n=412
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?
3. Q5. How satisfied are you with the unsealed roading network in the Waitaki District?
4. 6a. How satisfied are you with the water supply provided by the Waitaki District Council?
5. 14a. How satisfied are you with the quality of the Council-owned Lakes camping grounds?
6. 15a. How satisfied are you with Waitaki's sports fields and facilities?
7. 16a. How satisfied are you with the public toilets?

▲ Significantly higher  
▼ Significantly lower

Residents' perception of *How rates are spent* and *Rates being fair and reasonable* have relatively high impact on satisfaction with *Overall Value for money*. Residents in *Waihemo ward* are least satisfied, with only two out of ten residents (23%) showing satisfaction with *How rates are spent*.

## Driver analysis: Value for money



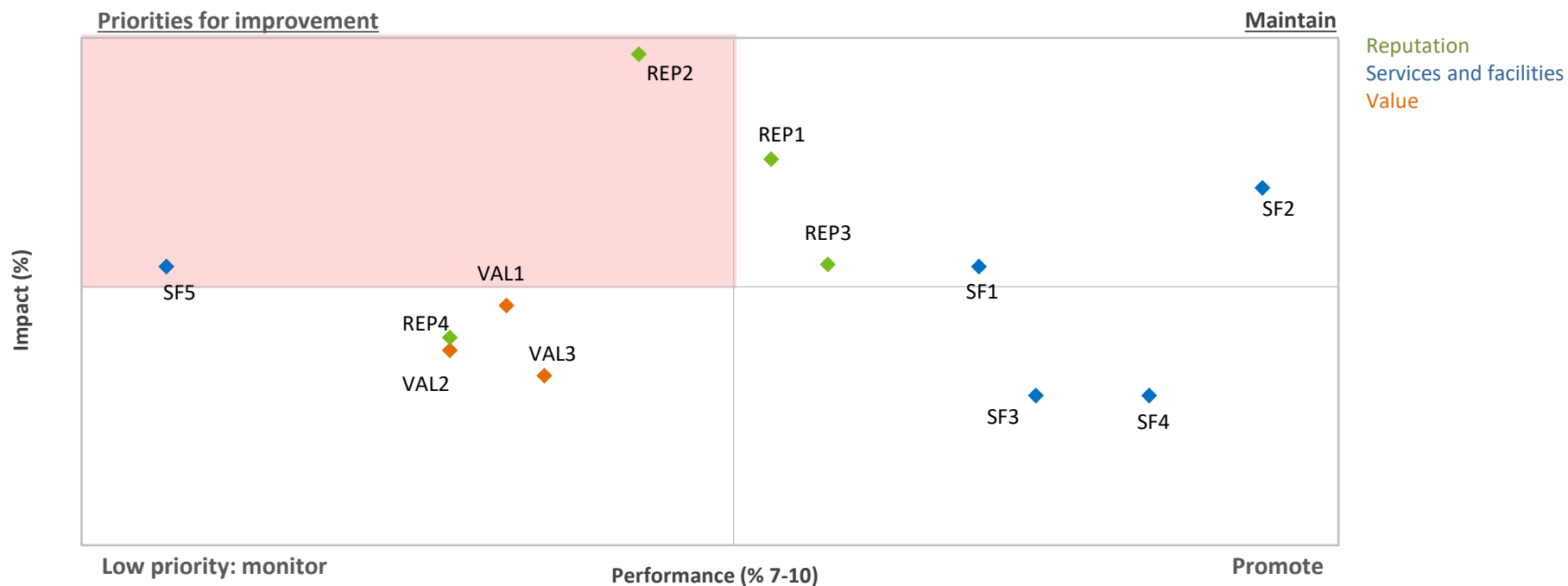
NOTES:

1. Sample: n=412
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?

▲ Significantly higher  
▼ Significantly lower

Opportunities for improving perceptions exist around reputational *Trust and Unsealed roading network*. Council should maintain performance around *Leadership, Quality of services and deliverables, Lakes camping grounds and Water supply*.

### Improvement opportunity evaluation and prioritisation



#### Keys

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

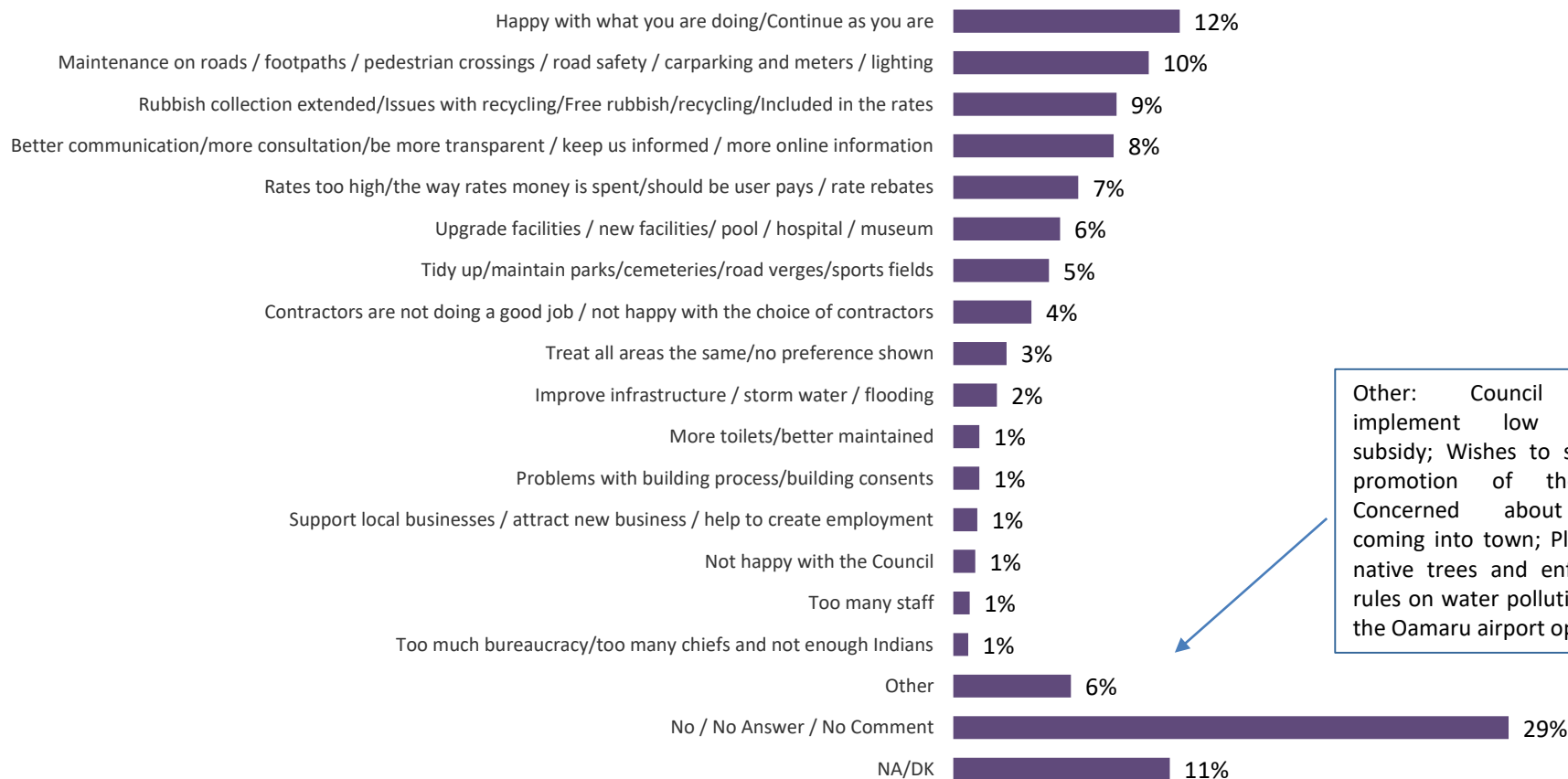




# General Comments

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

## General comments



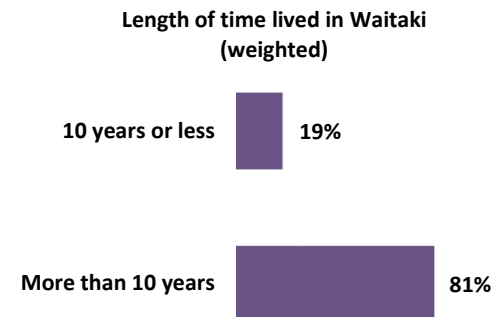
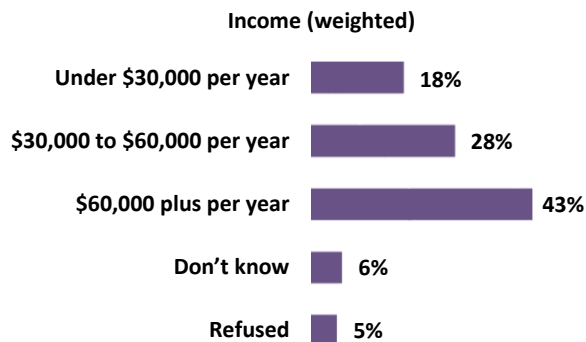
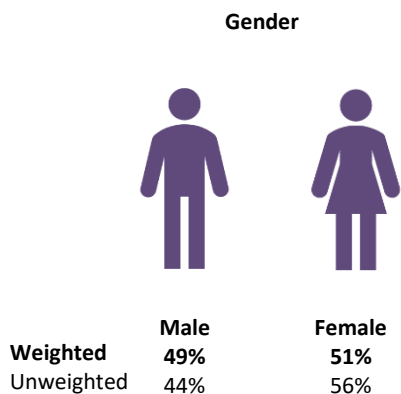
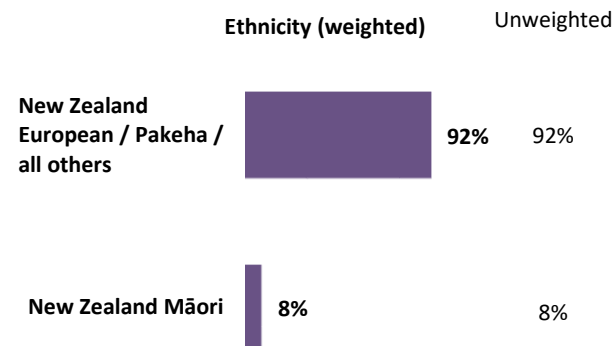
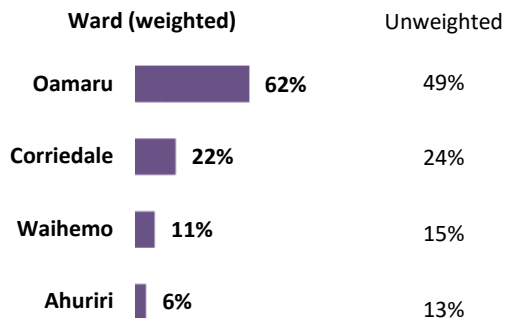
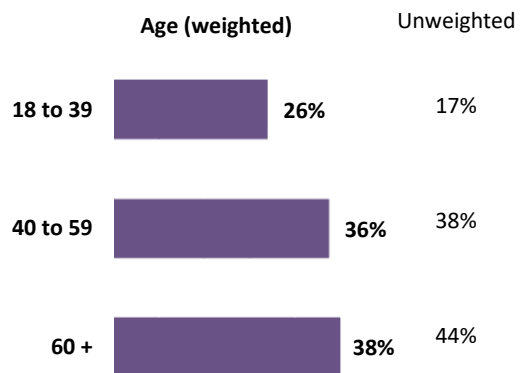
Other: Council should implement low inflation subsidy; Wishes to see more promotion of the area; Concerned about gangs coming into town; Plant more native trees and enforce the rules on water pollution; Want the Oamaru airport open

NOTES:  
1. Total Sample: n=412  
2. GEN: Are there any other comments that you would like to make about the Waitaki District Council?



# Sample Profile

## Demographic Profile



NOTES:

1. Sample: n=412



## Head Office

Telephone: + 64 7 575 6900

Address: Level 1, 247 Cameron Road  
PO Box 13297  
Tauranga 3141

Website: [www.keyresearch.co.nz](http://www.keyresearch.co.nz)

# Contact Us

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.