



REPORT

Community Perceptions Survey 2023

Mackay Regional Council

May 2023



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1. EXECUTIVE SUMMARY

Mackay Regional Council's Overall Performance

- ▶ Sixty-eight percent (68%) of residents surveyed were satisfied overall with the performance of Mackay Regional Council over the past 12 months.
- ▶ The average overall satisfaction rating currently stands at 6.4 out of 10. This is down marginally from 2018 by 0.2 points.
- ▶ Kerbside wheelie bin collection was the best performing service with an average satisfaction rating of 8.5, followed by Mackay Regional Botanic Gardens (8.3).
- ▶ The condition of unsealed local roads was the worst performing service, with an average satisfaction rating of 4.8. Similarly low ratings were recorded for the condition of local sealed roads (5.1) and the planning assessment application process (5.0).
- ▶ Demographically, Mackay residents in the subgroup of 35 to 54 years tended to record lower average satisfaction scores across a large number and wide range of Council service and performance elements.

Key Strengths, Improvements and Community Priorities for Council

Applying regression analysis to the data enabled the strengths and vulnerabilities for Council to be revealed. These have a direct impact on community satisfaction levels, overall, and with respect to the individual elements of Council's service delivery.

Strategic Advantages

Six services and facilities proved to have an important impact on overall satisfaction and are above average performers. The performance of these services and facilities should be maintained and their importance should be communicated regularly. To be noted:

- ▶ *Operation of library services, management of emergency events and Council's community festivals and events* are the best performing strategic advantages.
- ▶ *Provision of three dump vouchers every six months and bikeways and walkways* are the services which are closest to average in performance and warrant monitoring.

- ▶ *Bikeways and walkways* and the *condition of local swimming pools* are the services which are closest to average in importance and warrant monitoring.

Key Vulnerabilities

Eleven services and facilities emerged as key vulnerabilities for Council. All have a high impact on overall satisfaction, but have performed below average. To be noted:

- ▶ *The planning assessment application process* and the *condition of local sealed roads* are the lowest performing services with a high impact on overall satisfaction. These services are top priorities for Council.
- ▶ *The appearance of streets across the region, informing the community of Council services, facilities and events, Council's encouragement and support for local industry and business* and the *provision of youth services and facilities* are close to average performance and ranked well above average in importance. A boost to performance will turn these services into strategic advantages.
- ▶ *Planning for the region's future growth and development* and *consultation and engagement with the community* are the services recording the highest level of importance, yet below average performance. These are the services within the group of 'key vulnerabilities' with the highest impact on overall satisfaction. Stronger performance in these services will have a strong, positive impact on overall satisfaction.

Potential Vulnerabilities

Nine services emerged as potential vulnerabilities for Council. Both the performance and importance of these services are below average. To be noted:

- ▶ *Condition of unsealed local roads* is the lowest performing service, yet not the highest of the services in importance. Low performing services close to average importance are *support for the city centre in Mackay, mosquito control* and the *condition of footpaths*. These need attention from Council lest they become key vulnerabilities.
- ▶ *Maintenance of stormwater drains* and the *condition of public toilets* are other services within this group performing below average.

- ▶ *Maintenance of parks and playgrounds, provision of community centres and halls and control and management of dogs* are the highest performing services within this group. A further boost in performance can transform these services into differentiators over time.

Potential Differentiators

These services differentiate Council with its service provision. They are ranked below average in importance, but are high performers and may become strategic advantages over time. However, given their low importance ranking, and their consequent low impact on overall satisfaction, making investment to improve performance further may lead to overinvestment. Their performance should be conserved after higher priorities, such as key and potential vulnerabilities for Council, achieve higher performance.

There were thirteen services and facilities in this category. To be noted:

- ▶ *Sewerage system, operation of Mackay Entertainment and Convention Centre and Mackay Regional Botanic Gardens* are close to becoming strategic advantages if there is an elevation in perceptions regarding the importance of these services.
- ▶ *Blue Water Lagoon* is a good performer but has the lowest impact on overall satisfaction. This is likely due to it being relevant to a relatively smaller number of Mackay residents (32% of whom said 'can't say' when asked to give a satisfaction score).
- ▶ Of all 39 services, *kerbside wheelie bin collection* was the strongest in terms of average performance, but scored well below average in importance.
- ▶ *Beach foreshore protection and promotion of tourism and the region* are close to average performance. A small decrease in performance will cause this service to become a potential vulnerability.
- ▶ *Operation of art galleries and museums* is close to average performance. However, this service is also close to average importance. Attention to this service is warranted to prevent it becoming a key vulnerability.

Strategic Location of Services and Facilities

Below are the 39 services and facilities placed according to their strategic location.

KEY VULNERABILITIES	KEY STRATEGIC ADVANTAGES
(39) The planning assessment application process (1) Condition of local sealed roads (26) Support for business centres in Sarina and Pioneer Valley (38) Planning for the region's future growth and development (21) Consultation and engagement with the community (17) Environmental protection (28) Provision of youth services and facilities (23) Council's encouragement and support for local industry and business (27) Attracting major concerts and events to the region (22) Informing the community of Council services, facilities and events (19) Appearance of streets across the region	(34) Operation of library services (20) Management of emergency events (37) Council's community festivals and events (13) Condition of local swimming pools (9) Provision of three dump vouchers every six months (32) Bikeways and walkways
POTENTIAL VULNERABILITIES	DIFFERENTIATORS
(2) Condition of unsealed local roads (25) Support for the city centre in Mackay (18) Mosquito control (3) Maintenance of stormwater drains (4) Condition of footpaths (5) Condition of public toilets (16) Control and management of dogs (29) Provision of community centres and halls (11) Maintenance of parks and playgrounds	(8) Kerbside wheelie bin collection (14) Mackay Regional Botanic Gardens (7) Sewerage system (35) Operation of Mackay Entertainment and Convention Centre (6) Water supply and quality (36) Operation of Sarina Sugar Shed (31) Support for multicultural, Indigenous and Australian South Sea Islander groups (10) Operation of waste facilities (12) Blue Water Lagoon (30) Support of community sport and recreation groups (33) Operation of art galleries and museums (24) Promotion of tourism and the region (15) Beach foreshore protection

Community Perceptions of Top Priorities for Council

Mackay residents were given the opportunity to directly state what they thought should be Council's top priorities for the region over the next three years. Roads/ bridges were mentioned most frequently by far. Other responses centred on planning/ infrastructure/ development, employment growth/ business development, housing/ homeless services, events and entertainment, tourism, and affordable rates.

Council's Corporate Plan

Close to one quarter of residents (24%) were aware of Council's Corporate Plan. The majority were unaware, or could not say (76% in total). There is a case for wider promotion of the Plan and its objectives to raise community awareness of Council's strategies to enhance living and working in the Mackay region.

In response to seven 'liveability' statements related to the Plan's objectives and using a scale from 0 to 10, residents were most likely to agree that Mackay Regional Council has improved community relationships with its Traditional Custodians of our land in the past 12 months, with 70% providing an agreement score of 6 to 10. Given that support for multicultural, Indigenous and Australian South Sea Islander groups emerged as a key differentiator for Council in the satisfaction ratings, this is a positive finding.

The lowest proportion of respondents agreed with the statement that it is easier to travel around the Mackay region than it was in the previous 12 months (50%).

In short, all statements prompted agreement by one half or more of the respondents, from 50% up to 70%, indicating that residents generally perceive an improvement in the past 12 months in each of the seven aspects of Mackay's 'liveability' that were to be tested against objectives of Council's Corporate Plan.

Council's Customer Services

Community Contact and Satisfaction

Close to one half of respondents confirmed that they had contacted Council's customer services within the last 12 months (47%).

Among this sample, most had contacted Council by phone (68%), although this was down from 2018 (80%). There were marginal increases in contact by *email* (13%, up from 11% in 2018) and *via Council's website* (9%, up from 3%).

Using a 10-point scale, where a 0 score meant 'very dissatisfied' and 10 meant 'very satisfied', most respondents were satisfied with Council's customer services, with 77% providing a rating of 6 out of 10 or above. This figure was in line with that recorded in 2018, and there was no change in the average 7.3 satisfaction rating.

Support for an Online Council Service

Close to three quarters (74%) of Mackay residents confirmed that they liked the idea of the online service. Of these, 95% stated they would use the service if it were available. Overall, about two thirds (68%) of Mackay residents would use this service based on these preferences.

The results in 2023 were closely in line with those recorded in 2018, indicating that support for an online service has remained consistently strong. Moreover, support for the online service was at a high level across all the subgroups of age, gender and length of residency in Mackay.

Support for Quarterly Rates and Water Notices

Residents were also asked whether they would prefer to receive their rates and water notices quarterly instead of every six months. On removing the respondents who had no preference or were not ratepayers, 52% of the remaining residents were in support of this change, in line with the response in 2018. Support was highest among respondents aged 18 to 54 years (61% in total), compared to those aged 55 years and over (37%).

Council's Communication

Usual and Preferred Communication Methods

In order to gain data to help inform Mackay Regional Council's communication strategies with its residents, they were asked how they usually received information on events and projects from Council (unprompted), and then how they would prefer to receive such information (prompted).

Council's Facebook page emerged clearly as the most 'usual' method of receiving information, as well as the most 'preferred', by 33% of residents in each case.

Local television news (19%) and mail (16%) were the next most usual methods of receiving information. The least usual methods were LinkedIn (nil respondents), personal visits to Council (0.2%), by phone (0.4%) and the Connecting Mackay engagement website (0.6%).

Following Council's Facebook Page (33%), the most preferred methods of receiving information were by mail (25%) and via Council e-newsletters/ e-mail (21%). The least preferred methods of receiving information from Council were LinkedIn (0.2%), personal visits to Council (1%) and the Connecting Mackay engagement website (1%).

The differences between the usual methods and the preferred methods, indicate for Council that the communication preferences among residents, now and potentially into the future, are chiefly via Council's Facebook page (= in use and preference), Council e-newsletters/ e-mail (+10 points in preference over current use) and by mail (+9 points in preference over current use).

In matching the communication preferences to varying resident subgroups, comparison tests showed that respondents ages 18 to 54 years were significantly more likely to prefer receiving information via Council's Facebook page (42% in total), whereas those aged 55 years or over were significantly more likely to prefer local television news (35%) and mail (24%).

Overall, the two most frequently nominated communication preferences remained the same across both the 2018 and 2023 research rounds: namely, in first and second position were Council's Facebook page and mail.

The most notable shifts were the rise in 2023 of Council e-newsletters/ e-mail to third place, and the fall of the Daily Mercury newspaper to tenth place.

Council Connect

Thirty-seven percent (37%) of residents confirmed that they were aware of Council Connect. The awareness level in 2023 showed a significant decrease from that recorded in 2018 (51%).

Among those aware, 31% confirmed having seen the Council Connect newspaper features. In 2018, respondents were also asked if they could recall seeing the Council Connect television segments. In 2023, this was not applicable. The relatively low awareness levels of Council Connect in 2023 may be attributable to the television segments no longer being shown.

Situational Context

Throughout, the community survey findings in this report should be framed within the extraordinary context of events of the past three years. Since Council's last community survey in 2018, the people of Mackay have faced down COVID-19, the current cost of living crisis, historically high rising interest rates, as well as the change of Council's CEO due to the ill-health of Michael Thomson in May 2022.

COVID-19

Australians experienced unprecedented change and challenge during this global pandemic, with waves of lockdowns from March 2020 for two years forcing thousands out of work, the collapse of businesses, the isolation of communities, working from home, home-schooling, and the fear of the unknown. Communities were tested to their limits and residual impacts of the pandemic continue to be felt in even the most resilient communities.

Cost of living

The rising cost of living continues to be at the forefront of media reporting across the country, and as such has framed the outcomes in this survey. Rising household non-discretionary and discretionary purchase prices, and an RBA decision on 02 May 2023 to deliver its 11th interest rate rise in 12 months, have ensured that cost pressures remain firmly at the forefront of the minds of survey participants.

2. BACKGROUND

Enterprise Marketing and Research Services (EMRS), part of C|T Group, was commissioned by Mackay Regional Council to conduct a Community Perceptions Survey in 2023, which tracks Council's performance in service delivery, identifies priority areas, evaluates Council's customer services and communication, and tests aspects of Council's Corporate Plan.

The objectives for the Community Perceptions Survey were to:

1. Measure overall satisfaction with Council's performance over the past 12 months;
2. Measure satisfaction with the services and facilities provided by Council;
3. Compare levels of satisfaction for Council's services and facilities with previous results;
4. Assist Council in identifying service priorities for the community;
5. Identify future priorities for Council to focus on;
6. Evaluate Council's customer services and communication; and
7. Test awareness of and key aspects of Council's Corporate Plan.

***This project was carried out in compliance with
EMRS' Quality Standard certified to ISO 20252:2019,
certificate number 888027.***

3. RESEARCH DESIGN

The Mackay Regional Council Community Perceptions Survey 2023 aimed to collect 400 completed responses from a random sample of adult residents in the Mackay local government area. The reported results have a margin of error of ± 4.99 percentage points at the 95% confidence level. This means that if we repeated the survey 100 times, in 95 times the results would be within ± 4.99 percentage points of the true population value. This was consistent with the 2021 Mackay Regional Council Community Survey sample.

Computer-Aided Telephone Interviews (CATI)

A telephone based (CATI) survey was used to secure a response from 405 residents throughout the Mackay local government area. There were 305 responses collected from mobile phones (75% of the total telephone interviews). The survey unit was residents of the Mackay local government area aged 18 years or older. The 2021 ABS Census was used to establish quotas to ensure a good distribution of responses by age and gender. To qualify for a survey residents had to have lived in the Mackay local government area for more than six months and not be an employee or Councillor with Mackay Regional Council.

Interviews were conducted between 20 April and 4 May 2023. Calls were made between 4.30pm and 8.30pm during weekdays, and 12.00pm and 5.00pm on Saturday and Sunday. Fifty-two interviewers conducted interviews over the course of the data collection period. The survey was implemented according to ISO 20252 standards. Continuous interviewer monitoring was used to check for quality control. The survey questionnaire was provided in a separate document titled ‘6244-23 Mackay Regional Council Corporate Plan Community Survey 2023 Questionnaire v5.docx’.

Table 1 Telephone Sample

TELEPHONE	%	n=
Mobiles	75%	305
Landlines	25%	100
TOTAL		405

RESEARCH DESIGN

Online Survey

A version of the survey was made available online for all residents to self-complete. The survey was available from 20 April to 8 May 2023 and 32 completed responses were collected. The online survey results are to be shared with Council in a separate report.

Survey Weighting

The collected data often cannot mirror the exact age/sex distribution of a region. To allow for this, the collected data set is weighted to bring it back to the ideal age/sex distribution based on the population of the Mackay local government area.

Table 2 reports the weighting factors for the sample. Using a high number of mobile phone numbers resulted in better access to young respondents. Successful data collection and age targeting led to minimal data weighting factors which were well within accepted statistical standards.

Table 2 Survey Weighting*

AGE	POPULATION		IDEAL		ACTUAL		WEIGHTS	
	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
18 to 34	12,477	12,719	54	55	26	30	2.1	1.5
35 to 54	16,329	16,289	71	71	78	91	1.0	0.7
55 plus	17,368	17,213	75	75	73	104	1.1	0.7
TOTAL	46,174	46,221	200	201	177	225		

*The n=3 respondents who declined to disclose their age are not included in this table.

RESEARCH DESIGN

Sample Profile

In order to obtain a clear view of the sample’s profile and to conduct comparison tests, demographic characteristics including gender, age, and time lived in the Mackay local government area were established.

Table 3 details the weighted sample profile for this survey.

Table 3 Sample Profile

GENDER	%	n=
Male	52%	178
Female	48%	226
Prefer not to say	0%	1
AGE	%	n=
18-34 years	25%	56
35-54 years	35%	169
55 years or over	39%	177
Prefer not to say	1%	3
LENGTH OF RESIDENCY IN MACKAY	%	n=
6 months to 1 year	0%	1
2 to 5 years	3%	10
6 to 10 years	9%	30
11 to 15 years	12%	49
More than 15 years	76%	315
BASE: All respondents		n=405

RESEARCH DESIGN

How To Read This Report

This report provides the results of the telephone survey component of the Mackay Regional Council Community Perceptions Survey 2023.

Terminology

The term 'residents' is used to describe the respondents of the survey. These respondents are permanent residents of the Mackay local government area aged 18 years and over.

'Average' is used to denote the mean score for rating scale questions, calculated after excluding respondents who were unable to provide a score. For example, 'average satisfaction' refers to the mean satisfaction score. This applies for questions using satisfaction and agreement scales.

Commentary for rating scale questions uses the following terminology:

- 'Satisfied' refers to the proportion of residents that rated their satisfaction 6 to 10 on the 11-point scale. 'Dissatisfied' refers to the proportion that rated their satisfaction 0 to 4 on the 11-point scale.
- 'Agreed' refers to the proportion of residents that rated their agreement 6 to 10 on the 11-point scale. 'Disagreed' refers to the proportion that rated their agreement 0 to 4 on the 11-point scale.
- 'Support' refers to the proportion of residents that rated their support 6 to 10 on the 11-point scale. 'Not important' refers to the proportion that rated their support 0 to 4 on the 11-point scale.

RESEARCH DESIGN

Statistically significant differences

Throughout the report differences between groups are described as significant differences if they reached statistical significance using an error rate of $\alpha=0.05$. This means that if repeated independent random samples of similar size were obtained from a population in which there was no actual difference, less than five percent (5%) of the samples would show a difference as large or larger than the one obtained.

Statistically significant differences are referred to as following:

- Significantly more satisfied or significantly less satisfied
- More satisfied or less satisfied
- Agreed significantly more or agreed significantly less
- Agreed more or agreed less
- Significantly more supportive or significantly less supportive
- More supportive or less supportive

Appendix 1 – Subgroup Analysis (p.46) contains full analysis of statistically significant differences among the subgroups.

Notes on data aggregation

Aggregated data reporting in the commentary may be different (± 1 percentage point) to the sum of the individual components shown in a chart or commentary due to rounding. The sum of the displayed results for single response questions may not add to 100 percent due to rounding of the individual responses.

The sum of the displayed results for the individual responses will not add to 100 in the case of questions where multiple responses were possible.

Instances of the above will be noted wherever applicable.

4. OVERALL SATISFACTION WITH THE PERFORMANCE OF MACKAY REGIONAL COUNCIL

A key objective of the Community Perceptions Survey 2023 was to measure satisfaction with Council's performance in delivering individual services and facilities, plus overall satisfaction with the performance of Council, and compare the results with those of the previous community satisfaction surveys in 2014 and 2018.

4.1 Current Overall Satisfaction with the Performance of Council

Residents were asked to rate their overall satisfaction with Council's performance over the past 12 months using a 0 to 10 scale, where 0 meant 'very dissatisfied' and 10 meant 'very satisfied' (see **Figure 1** over page).

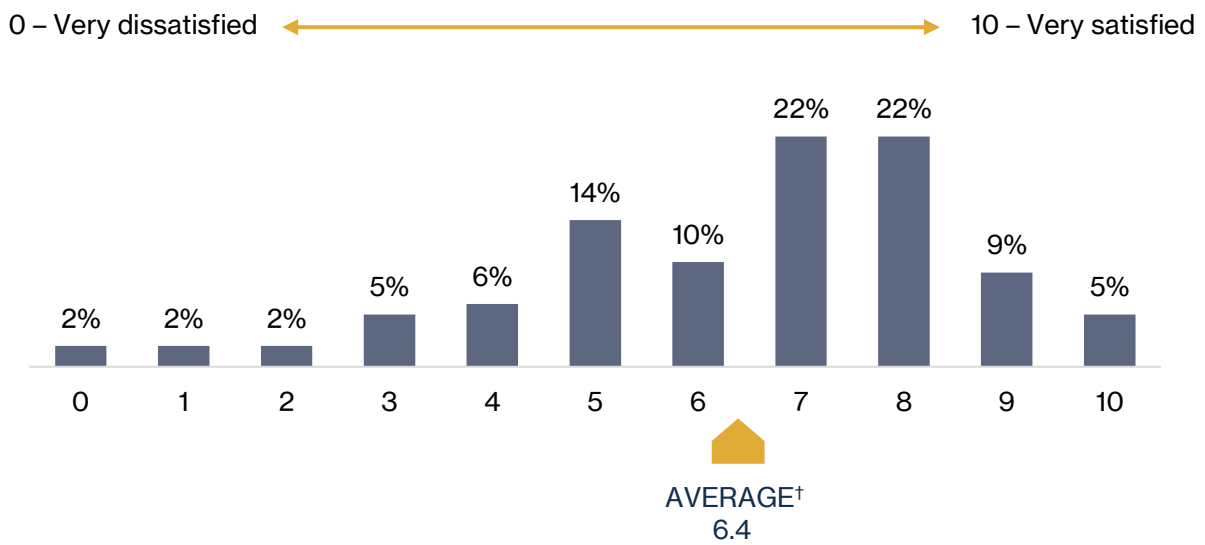
- ▶ Sixty-eight percent (68%) of residents surveyed in 2023 were satisfied overall with the performance of Mackay Regional Council over the past 12 months, providing scores of 6 to 10 out of 10.
- ▶ The average overall satisfaction rating currently stands at 6.4 out of 10. This is a medium level satisfaction score.
- ▶ Overall satisfaction with the performance of Council has recorded a decrease of 0.2 points from the 6.6 pts out of 10 average rating recorded in the 2018 Community Satisfaction Survey.
- ▶ There were currently no statistically significant differences in average satisfaction among the subgroups of gender and length of residency in the Mackay government area.
- ▶ By age, respondents in the subgroup of 55 years and over recorded a significantly higher overall average satisfaction score (6.9 out of 10 currently), compared to those aged 35 to 54 years (5.8).

OVERALL SATISFACTION WITH THE PERFORMANCE OF MACKAY REGIONAL COUNCIL

Figure 1 Overall Satisfaction with the Performance of Mackay Regional Council

QS1. Using the [10-point scale, where 0 means you are 'very dissatisfied' and 10 means you are 'very satisfied'], how satisfied are you with the performance of Mackay Regional Council over the past 12 months?

Base: All respondents providing a satisfaction score (n=404)



[†] Calculated on the basis of the percentages of 0 to 10 ratings, after excluding the n=1 respondent who said "can't say".

OVERALL SATISFACTION WITH THE PERFORMANCE OF MACKAY REGIONAL COUNCIL

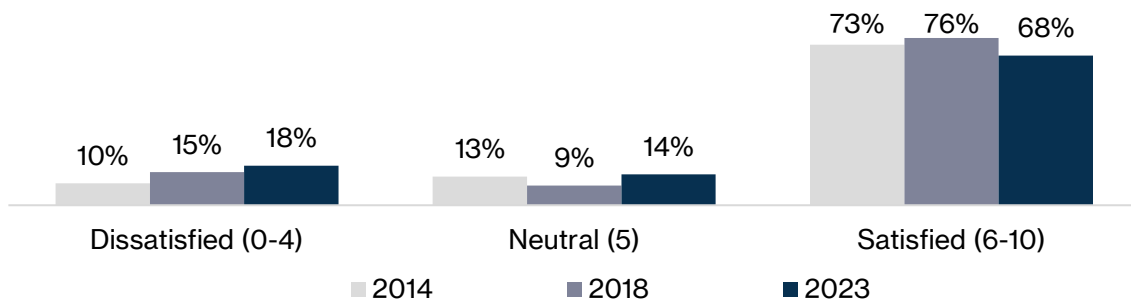
4.2 Internal Benchmarking

Figure 2 (below) compares the breakdown of satisfaction ratings with the previous 2014 and 2018 results.¹ There has been a decrease of 8 percentage points in the proportion of satisfied respondents since 2018. This decrease is mostly attributable to a rise in the proportion of respondents who gave a neutral rating of 5.² The proportion of dissatisfied residents stood at 18% currently, compared to 15% in 2018.

¹ NOTE: In the 2021 survey, respondents were not asked to rate their overall satisfaction with Council's performance.

² The drift from satisfied to neutral responses in 2023 compared to 2018 needs to be interpreted with caution due to external factors that may have affected the results, such as current cost of living pressures, interest rate rises and pressures on mortgagees.

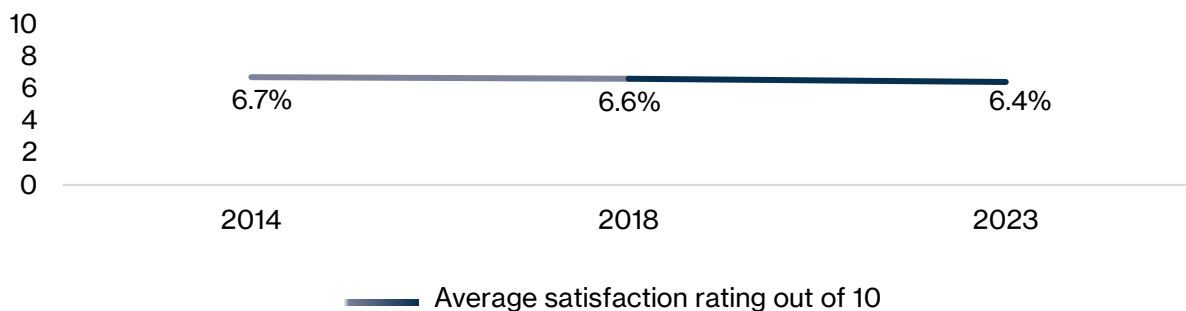
Figure 2 Overall Satisfaction over Time (2014-2023) †



† Percentages calculated after excluding respondents who said “can’t say”.

Figure 3 (below) provides a comparison of the average satisfaction ratings recorded in the three rounds. Overall satisfaction in 2023 has recorded a decrease compared to both rounds. It is down marginally by 0.2 points to 6.4 compared to 6.6 in 2018.

Figure 3 Overall Satisfaction – Internal Benchmarks †



† Calculated on the basis of the percentages of 0 to 10 ratings, after excluding respondents who said “can’t say”.

5. SERVICE PROVISION

5.1 Services and Facilities

Residents were asked to rate their satisfaction with the following individual services and facilities provided by Council.

Table 4 Services and Facilities Provided by Mackay Regional Council

Infrastructure and Basic Services	Economy
Condition of local sealed roads	Council's encouragement and support for local industry and business
Condition of unsealed local roads	Promotion of tourism and the region
Maintenance of stormwater drains	Support for the city centre in Mackay
Condition of footpaths	Support for business centres in Sarina and Pioneer Valley
Condition of public toilets	Attracting major concerts and events to the region
Water supply and quality	Social
Sewerage system	Provision of youth services and facilities (e.g. skate parks and youth groups)
Kerbside wheelie bin collection – recycling and general waste	Provision of community centres and halls
Provision of three dump vouchers every six months	Support of community sport and recreation groups
Operation of waste facilities – e.g. transfer stations and Paget waste facility	Support for multicultural, Indigenous and Australian South Sea Islander groups
Maintenance of parks and playgrounds	Bikeways and walkways
Blue Water Lagoon	Culture
Condition of local swimming pools	Operation of art galleries and museums
Mackay Regional Botanic Gardens	Operation of library services
Environment	Operation of Mackay Entertainment and Convention Centre
Beach foreshore protection	Operation of Sarina Sugar Shed
Control and management of dogs	Council's community festivals and events
Environmental protection – e.g. revegetation, weed and pest control	Planning
Mosquito control	Planning for the region's future growth and development
Appearance of streets across the region – street sweeping	The planning assessment application process
Management of emergency events – such as, cyclones and floods	
Communication	
Consultation and engagement with the community	
Informing the community of Council services, facilities and events	

SERVICE PROVISION

5.2 Satisfaction with Infrastructure and Basic Services

Residents were asked to rate their satisfaction with 14 individual infrastructure and basic services provided by Council, using the 0 to 10 scale where 0 meant 'very dissatisfied' and 10 meant 'very satisfied' (see **Figure 4** over page).

Four of the 14 infrastructure and basic services recorded high average satisfaction ratings in a range from 8.0 up to 8.5 out of 10. These included:

- ▶ Kerbside wheelie bin collection – recycling and general waste (8.5)
- ▶ Mackay Regional Botanic Gardens (8.3)
- ▶ Sewerage system (8.1)
- ▶ Water supply and quality (8.0)

Eight of the remaining services recorded medium average satisfaction ratings, between 5.9 and 7.4 out of 10.

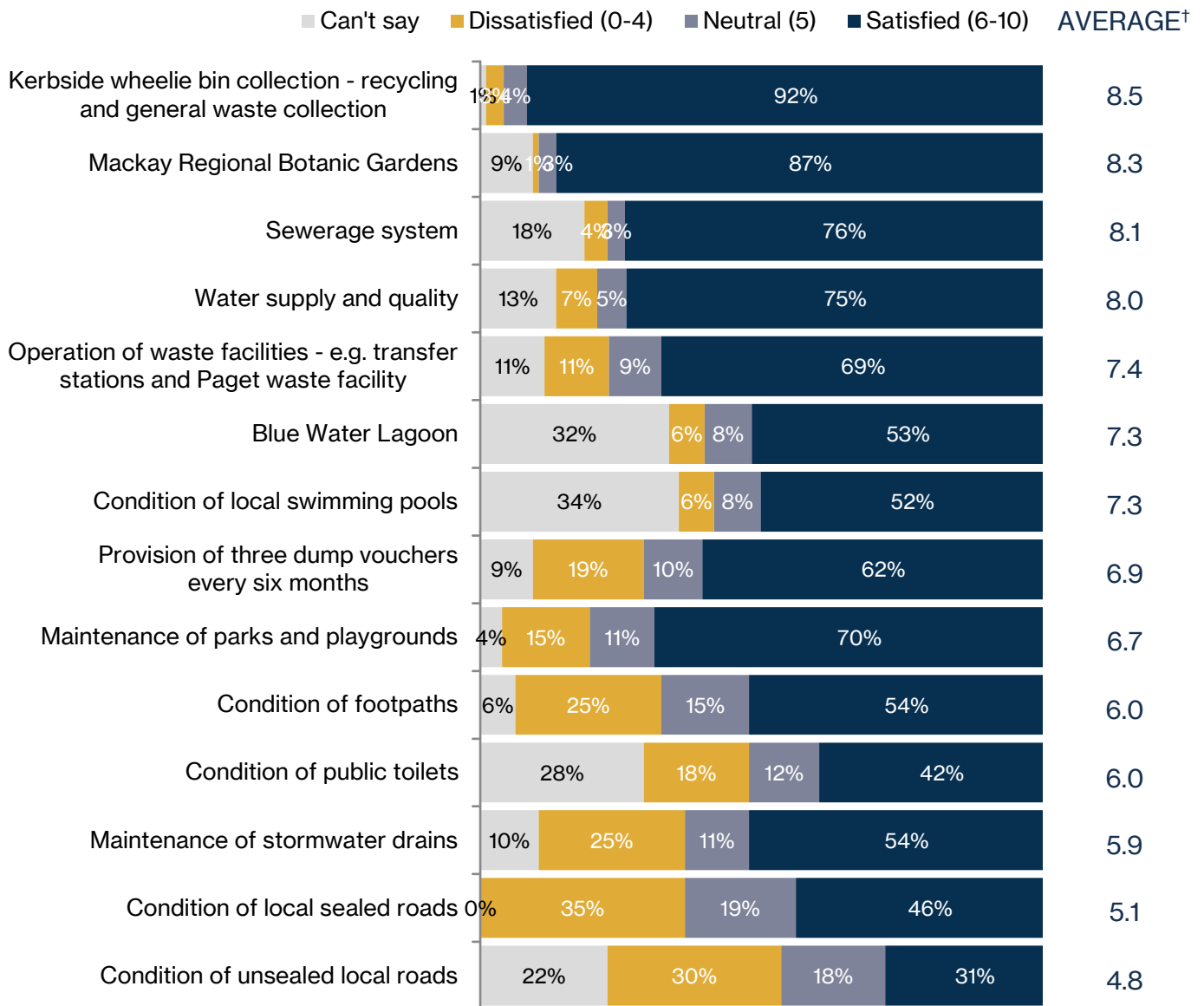
In 2023, the two lowest ratings were related to roads: the condition of unsealed local roads (4.8), and the condition of local sealed roads (5.1).

SERVICE PROVISION

Figure 4 Satisfaction with Infrastructure and Basic Services

QCS1. I am going to read out a list of services and facilities and will ask you to rate your satisfaction with each. This will involve a 10-point scale, where 0 means you are 'very dissatisfied' and 10 means you are 'very satisfied'.

Base: All respondents (n=405)*



* Percentages may not sum to 100 due to rounding.

[†] Calculated on the basis of the percentages of 0 to 10 scores given for each element, after excluding the "can't say" responses.

SERVICE PROVISION

Satisfaction with Infrastructure and Basic Services – Internal Benchmarks

Table 5 (over page) provides the average satisfaction ratings for 11 benchmark Council infrastructure and basic services to be compared with previous survey results.

There were statistically significant improvements in average satisfaction with 5 services, namely:

- ▶ Kerbside wheelie bin collection – recycling and general waste
- ▶ Mackay Regional Botanic Gardens and Queens Park¹
- ▶ Sewerage system
- ▶ Operation of waste facilities – e.g. transfer stations and Paget waste facility
- ▶ Aquatic facilities including swimming pools and Blue Water Lagoon²

There were statistically significant falls in average satisfaction with 3 services:

- ▶ Maintenance of parks and playgrounds
- ▶ Condition of footpaths and bikeways³
- ▶ Maintenance of stormwater drains

¹ In the previous survey rounds, 'Queens Park' was included as part of this element. In 2023, 'Mackay Regional Botanic Gardens' was the sole component.

² In 2023, this element was divided into two, 'Blue Water Lagoon' and the 'condition of local swimming pools'.

³ In the previous survey rounds, 'bikeways' was included as part of this element. In 2023, 'footpaths' was the sole component.

SERVICE PROVISION

Table 5 Satisfaction with Infrastructure and Basic Services – Internal Benchmarks

INFRASTRUCTURE AND BASIC SERVICES	2014	2018	2021	2023	SIGNIFICANT CHANGE SINCE 2021
Kerbside wheelie bin collection (recycling and general waste)	8.1	8.2	8.2	8.5	↑
Mackay Regional Botanic Gardens and Queens Park¹	7.6	8.1	8.1	8.3	↑
Sewerage system	8.3	7.7	7.7	8.1	↑
Water supply and quality	7.2	7.5	8.0	8.0	=
Operation of waste facilities (e.g. transfer stations and Paget waste facility)	6.5	7.2	7.0	7.4	↑
Aquatic facilities including swimming pools and Bluewater Lagoon²	-	-	7.1	7.3	↑
Maintenance of parks and playgrounds	7.1	7.0	7.3	6.7	↓
Condition of footpaths and bikeways³	6.0	6.3	6.3	6.0	↓
Maintenance of stormwater drains	6.0	6.1	6.4	5.9	↓
Condition of local sealed roads	5.2	5.4	5.0	5.1	=
Condition of unsealed local roads	5.0	4.8	4.8	4.8	=

¹ In the previous survey rounds, 'Queens Park' was included as part of this element. In 2023, 'Mackay Regional Botanic Gardens' was the sole component. Therefore, caution should be exercised in comparing the results.

² In 2023, this element was divided into two, 'Blue Water Lagoon' and the 'condition of local swimming pools', each of which recorded average satisfaction scores of 8.3.

³ In the previous survey rounds, 'bikeways' was included as part of this element. In 2023, 'footpaths' was the sole component. Therefore, caution should be exercised in comparing the results.

SERVICE PROVISION

5.3 Satisfaction with Environment Elements

Residents were asked to rate their satisfaction with six environment elements provided by Council, using the 0 to 10 scale where 0 meant 'very dissatisfied' and 10 meant 'very satisfied' (see **Figure 5** over page).

Currently, one of the six environment elements recorded a high average satisfaction rating, namely:

- ▶ Management of emergency events – such as, cyclones and floods (7.6)

The remaining five elements recorded medium average satisfaction ratings in 2023:

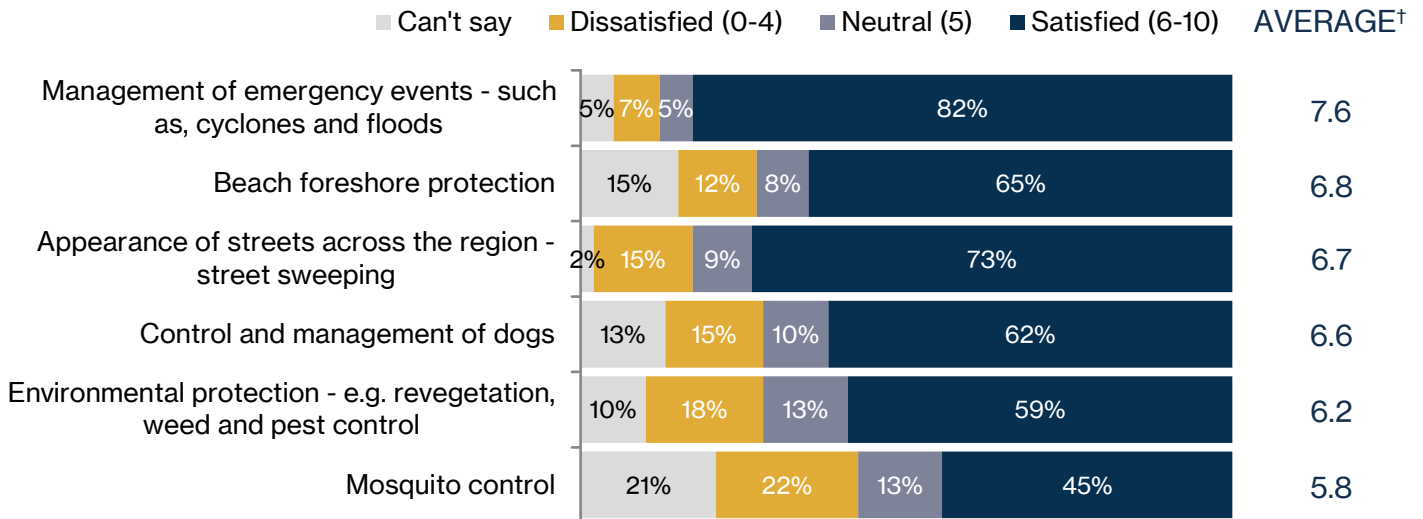
- ▶ Beach foreshore protection (6.8)
- ▶ Appearance of streets across the region – street sweeping (6.7)
- ▶ Control and management of dogs (6.6)
- ▶ Environmental protection – e.g. revegetation, weed and pest control (6.2)
- ▶ Mosquito control (5.8)

SERVICE PROVISION

Figure 5 Satisfaction with Environment Elements

QCS1. I am going to read out a list of services and facilities and will ask you to rate your satisfaction with each. This will involve a 10-point scale, where 0 means you are 'very dissatisfied' and 10 means you are 'very satisfied'.

Base: All respondents (n=405)*



* Percentages may not sum to 100 due to rounding.

† Calculated on the basis of the percentages of 0 to 10 scores given for each element, after excluding the "can't say" responses.

Satisfaction with Environment Elements – Internal Benchmarks

Table 6 (over page) provides the average satisfaction ratings for 4 benchmark Council environment elements to be compared with previous survey results.

There was a significant decrease in average satisfaction with respect to one element, namely:

- ▶ Environmental protection – e.g. revegetation, weed and pest control

Minimal variations were recorded with respect to management of emergency events – such as, cyclones and floods; control and management of dogs; and mosquito control.

SERVICE PROVISION

Table 6 Satisfaction with Environment Elements – Internal Benchmarks

ENVIRONMENT ELEMENTS	2014	2018	2021	2023	SIGNIFICANT CHANGE SINCE 2021
Management of emergency events – such as, cyclones and floods	7.6	7.3	7.5	7.6	=
Control and management of dogs	6.2	6.3	6.5	6.6	=
Environmental protection – e.g. revegetation, weed and pest control	6.7	6.3	6.7	6.2	↓
Mosquito control	6.4	5.7	5.8	5.8	=

SERVICE PROVISION

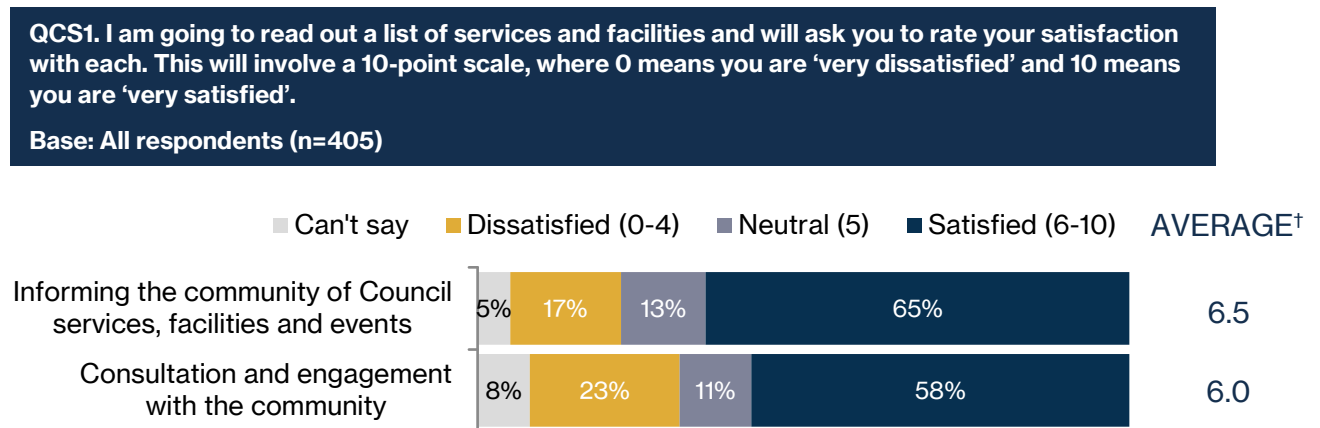
5.4 Satisfaction with Communication Elements

Residents were asked to rate their satisfaction with two communication elements provided by Council, using the 0 to 10 scale where 0 meant 'very dissatisfied' and 10 meant 'very satisfied' (see **Figure 6** below).

Currently, both communication elements recorded a medium average satisfaction rating out of 10:

- ▶ Informing the community of Council services, facilities and events (6.5)
- ▶ Consultation and engagement with the community (6.0)

Figure 6 Satisfaction with Communication Elements



[†] Calculated on the basis of the percentages of 0 to 10 scores given for each element, after excluding the "can't say" responses.

SERVICE PROVISION

Satisfaction with Communication Element – Internal Benchmark

Table 7 (below) provides the average satisfaction rating for the 1 benchmark Council communication element to be compared with previous survey results.

There was minimal variation in satisfaction with this element in 2023.

Table 7 Satisfaction with Communication Element – Internal Benchmark

COMMUNICATION ELEMENT	2014	2018	2021	2023	SIGNIFICANT CHANGE SINCE 2021
Consultation and engagement with the community	6.1	6.1	6.1	6.0	=

SERVICE PROVISION

5.5 Satisfaction with Economy Elements

Residents were asked to rate their satisfaction with five economy elements provided by Council, using the 0 to 10 scale where 0 meant 'very dissatisfied' and 10 meant 'very satisfied' (see **Figure 7** below).

Currently, four of the five economy elements recorded medium average satisfaction ratings in a range from 5.6 to 6.8 out of 10. These were:

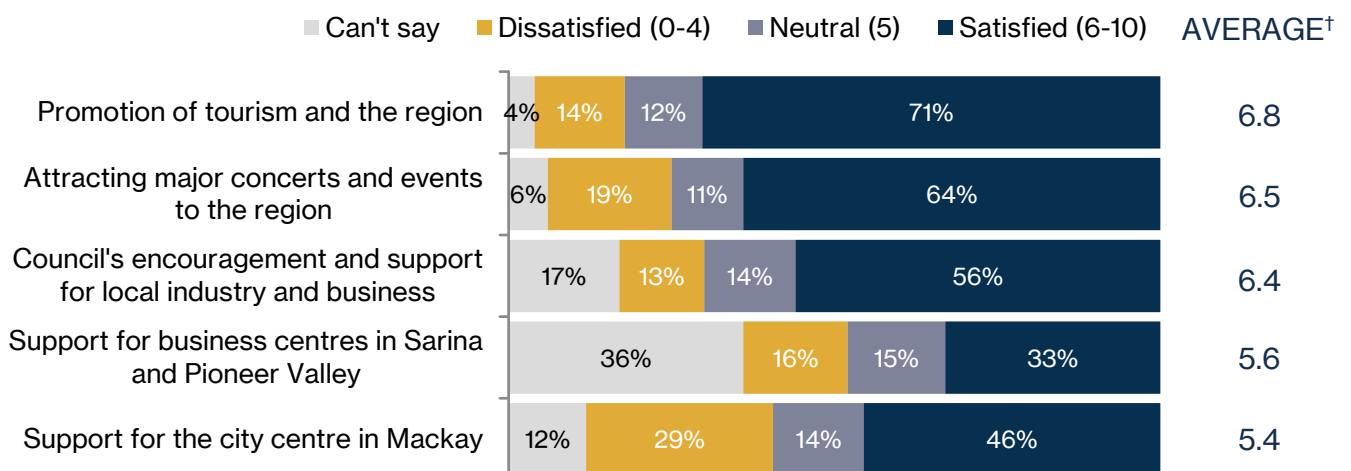
- ▶ Promotion of tourism and the region (6.8)
- ▶ Attracting major concerts and events to the region (6.5)
- ▶ Council's encouragement and support for local industry and business (6.4)
- ▶ Support for business centres in Sarina and Pioneer Valley (5.6)

The remaining element recorded a low average satisfaction rating in 2023, namely: support for the city centre in Mackay (5.4).

Figure 7 Satisfaction with Economy Elements

QCS1. I am going to read out a list of services and facilities and will ask you to rate your satisfaction with each. This will involve a 10-point scale, where 0 means you are 'very dissatisfied' and 10 means you are 'very satisfied'.

Base: All respondents (n=405)*



* Percentages may not sum to 100 due to rounding.

[†] Calculated on the basis of the percentages of 0 to 10 scores given for each element, after excluding the "can't say" responses.

SERVICE PROVISION

Satisfaction with Economy Elements – Benchmarks

In the 2021 Corporate Plan Community Survey, respondents were not asked to rate their satisfaction with the five economy elements. The results gained in the 2023 survey will serve as benchmarks for future research rounds to track the performance of Council in supporting these key aspects of the Mackay region over time.

SERVICE PROVISION

5.6 Satisfaction with Social Elements

Residents were asked to rate their satisfaction with five social elements provided by Council, using the 0 to 10 scale where 0 meant ‘very dissatisfied’ and 10 meant ‘very satisfied’ (see **Figure 8** below).

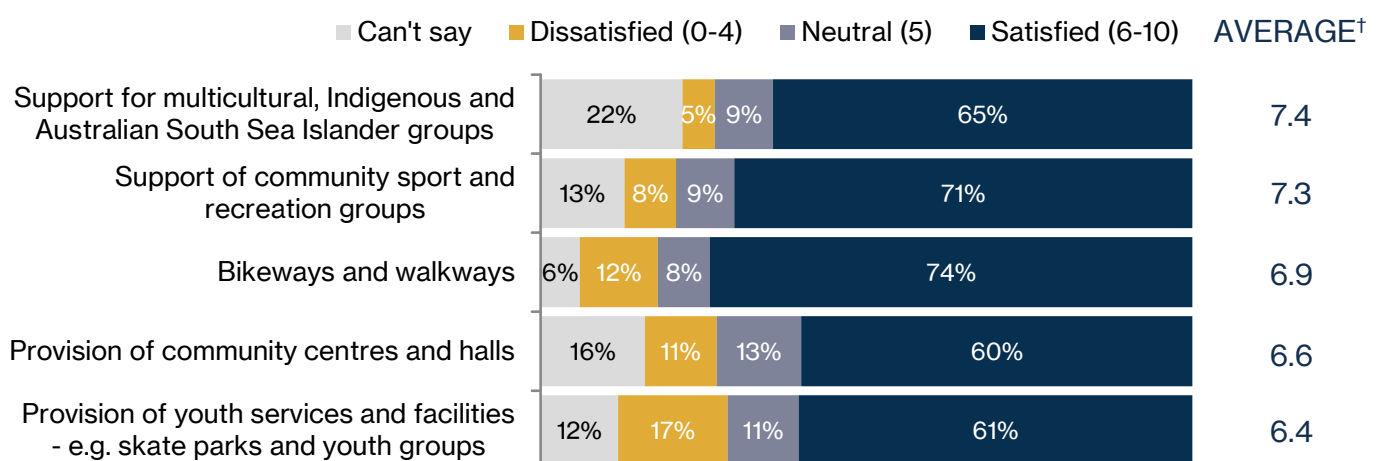
Currently, all five social elements recorded medium average satisfaction ratings in a range from 6.4 up to 7.4 out of 10. These were:

- ▶ Support for multicultural, Indigenous and South Sea Islander groups (7.4)
- ▶ Support of community sport and recreation groups (7.3)
- ▶ Bikeways and walkways (6.9)
- ▶ Provision of community centres and halls (6.6)
- ▶ Provision of youth services and facilities – e.g. skate parks and youth groups (6.4)

Figure 8 Satisfaction with Social Elements

QCS1. I am going to read out a list of services and facilities and will ask you to rate your satisfaction with each. This will involve a 10-point scale, where 0 means you are ‘very dissatisfied’ and 10 means you are ‘very satisfied’.

Base: All respondents (n=405)*



* Percentages may not sum to 100 due to rounding.

[†] Calculated on the basis of the percentages of 0 to 10 scores given for each element, after excluding the “can't say” responses.

SERVICE PROVISION

Satisfaction with Social Elements – Internal Benchmarks

Table 8 (below) provides the average satisfaction ratings for 3 benchmark Council social elements to be compared with previous survey results.

There was a statistically significant decrease in average satisfaction with one element, namely:

- ▶ Provision of community centres and halls

The remaining elements showed no change since 2021.

Table 8 Satisfaction with Social Elements – Internal Benchmarks

SOCIAL ELEMENTS	2014	2018	2021	2023	SIGNIFICANT CHANGE SINCE 2021
Support for multicultural, Indigenous and South Sea Islander groups	6.9	7.2	7.4	7.4	=
Provision of community centres and halls	6.9	6.9	7.1	6.6	↓
Provision of youth services and facilities – e.g. skate parks and youth groups	6.4	6.4	6.4	6.4	=

SERVICE PROVISION

5.7 Satisfaction with Culture Elements

Residents were asked to rate their satisfaction with five culture elements provided by Council, using the 0 to 10 scale where 0 meant 'very dissatisfied' and 10 meant 'very satisfied' (see **Figure 9** below).

In 2023, three of the five culture elements recorded high average satisfaction ratings in a range from 7.9 up to 8.0 out of 10. These were:

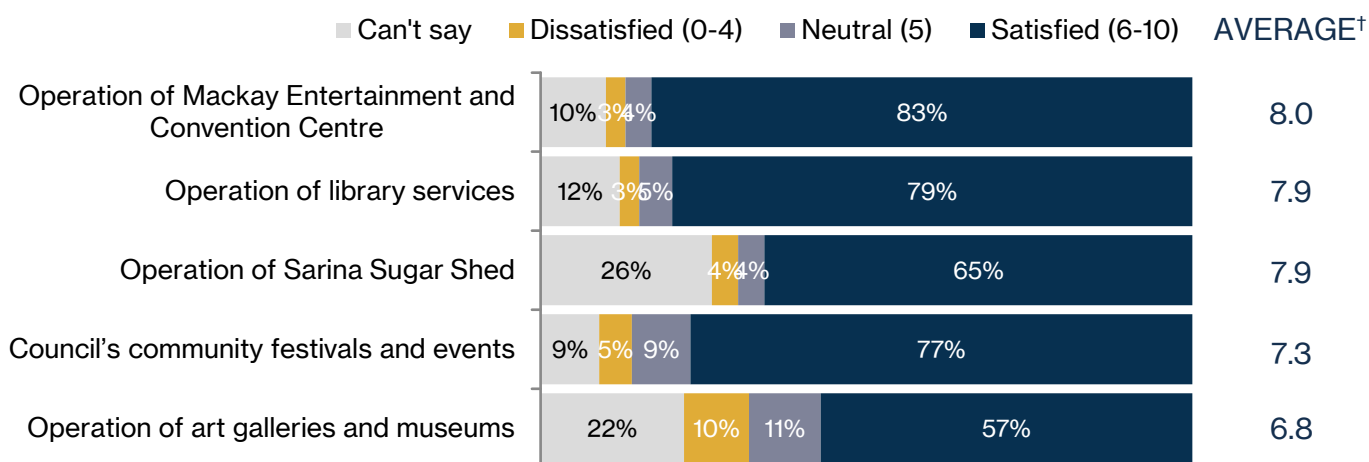
- ▶ Operation of Mackay Entertainment and Convention Centre (8.0)
- ▶ Operation of library services (7.9)
- ▶ Operation of Sarina Sugar Shed (7.9)

The remaining elements recorded medium average satisfaction rating, namely: Council's community festivals and events (7.3); and operation of art galleries and museums (6.8).

Figure 9 Satisfaction with Culture Elements

QCS1. I am going to read out a list of services and facilities and will ask you to rate your satisfaction with each. This will involve a 10-point scale, where 0 means you are 'very dissatisfied' and 10 means you are 'very satisfied'.

Base: All respondents (n=405)*



* Percentages may not sum to 100 due to rounding.

† Calculated on the basis of the percentages of 0 to 10 scores given for each element, after excluding the "can't say" responses.

SERVICE PROVISION

Satisfaction with Culture Elements – Internal Benchmarks

Table 9 (below) provides the average satisfaction ratings for all 5 benchmark Council culture elements to be compared with previous survey results.

There was a statistically significant decrease in average satisfaction with one element, namely:

- ▶ Operation of art galleries and museums

There were no or minimal variations with respect to the remaining elements.

Table 9 Satisfaction with Culture Elements – Internal Benchmarks

CULTURE ELEMENTS	2014	2018	2021	2023	SIGNIFICANT CHANGE SINCE 2021
Operation of Mackay Entertainment and Convention Centre	7.7	7.7	7.9	8.0	=
Operation of library services	7.9	7.9	8.0	7.9	=
Operation of Sarina Sugar Shed	7.5	7.7	7.9	7.9	=
Council's community festivals and events	7.1	7.3	7.3	7.3	=
Operation of art galleries and museums	6.9	7.3	7.0	6.8	↓

SERVICE PROVISION

5.8 Satisfaction with Planning Elements

Residents were asked to rate their satisfaction with 2 planning elements provided by Council, using the 0 to 10 scale where 0 meant 'very dissatisfied' and 10 meant 'very satisfied' (see **Figure 10** below).

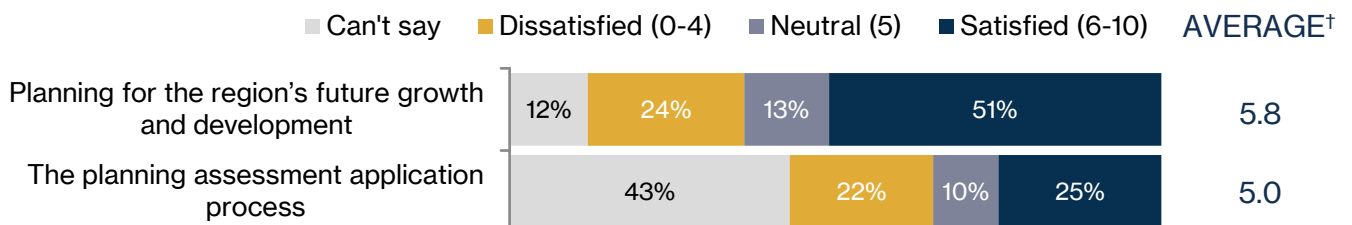
Currently, one planning element recorded a medium average satisfaction rating, and one a low rating, respectively:

- ▶ Planning for the region's future growth and development (5.8)
- ▶ The planning assessment application process (5.0)

Figure 10 Satisfaction with Planning Elements

QCS1. I am going to read out a list of services and facilities and will ask you to rate your satisfaction with each. This will involve a 10-point scale, where 0 means you are 'very dissatisfied' and 10 means you are 'very satisfied'.

Base: All respondents (n=405)



[†] Calculated on the basis of the percentages of 0 to 10 scores given for each element, after excluding the "can't say" responses.

Satisfaction with Planning Elements – Benchmarks

In the 2021 Corporate Plan Community Survey, respondents were not asked to rate their satisfaction with the 2 planning elements. The results gained in the 2023 survey will serve as benchmarks for future research rounds to track the performance of Council in supporting these aspects.

6. PRIORITISING SERVICES AND FACILITIES

6.1 Quadrant Analysis

Quadrant analysis is used to further understand community satisfaction and to assist in prioritising services and facilities provided by Council.

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

To form quadrants, the average derived importance scores and average satisfaction scores recorded in 2023 across all services and facilities were calculated. Services and facilities with a mean satisfaction score less than the overall average were classified as 'low' performing', while those with a mean score above the average were classified as 'high' performing'. Similarly, services and facilities have 'high' or 'low' importance depending on their position above or below the overall average.

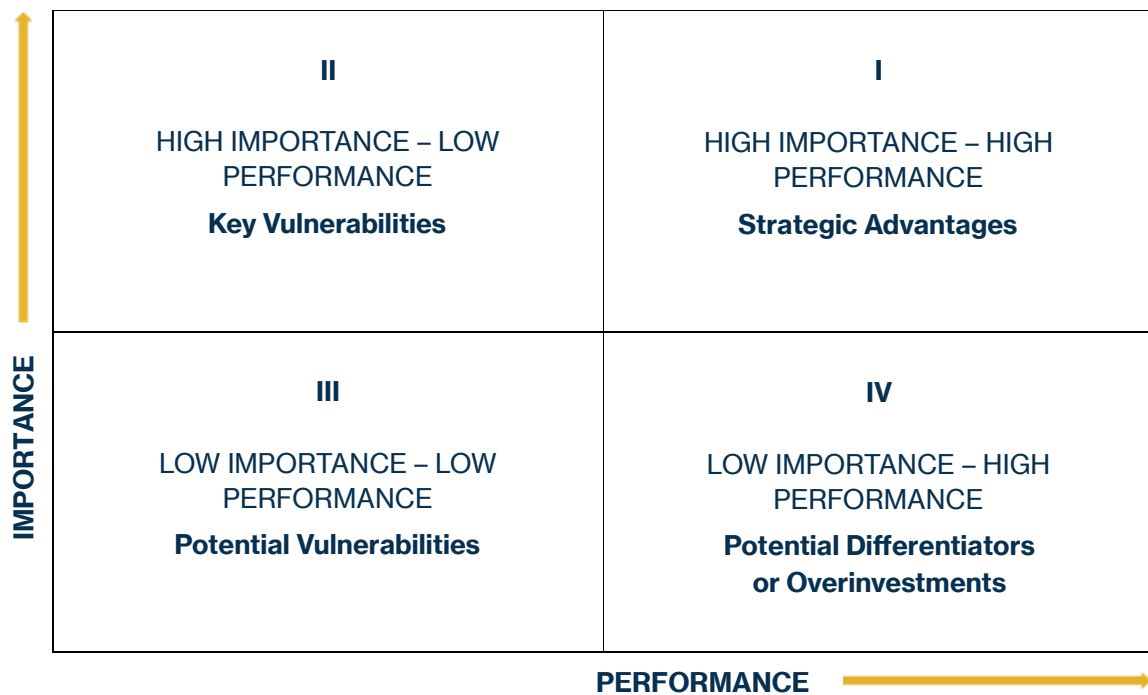
The four quadrants have specific interpretations (see **Figure 11** over page):

- ▶ Services and facilities within the 'High importance – High performance' quadrant are strategic advantages, which should be maintained. These services and facilities have important impact on overall satisfaction and Council performs higher than the average in providing these services and facilities.
- ▶ Those in the 'High importance – Low performance' quadrant are key vulnerabilities, which should be considered as top priorities for improvement. These services and facilities are important in terms of driving higher community satisfaction yet Council performs below average in satisfying community needs.
- ▶ Services and facilities in the 'Low importance – Low performance' quadrant are potential vulnerabilities. These services and facilities do not have an important impact in creating higher community satisfaction. Moreover, Council's performance in providing these services and facilities is below average. Improvement of these services should be considered after key vulnerabilities.

PRIORITISING SERVICES AND FACILITIES

- ▶ Those in the ‘Low importance – High performance’ quadrant are potential differentiators. These services do not have significant impact on satisfaction, yet Council shows above average performance. These services differentiate Council with its service provision. These high performers may become strategic advantages over time. However, making investment to improve the performance further may lead to overinvestment. Therefore, their performance should be conserved after potential priorities achieve higher performance.

Figure 11 Interpretation of Quadrants



PRIORITISING SERVICES AND FACILITIES

Figure 12 Quadrant Analysis

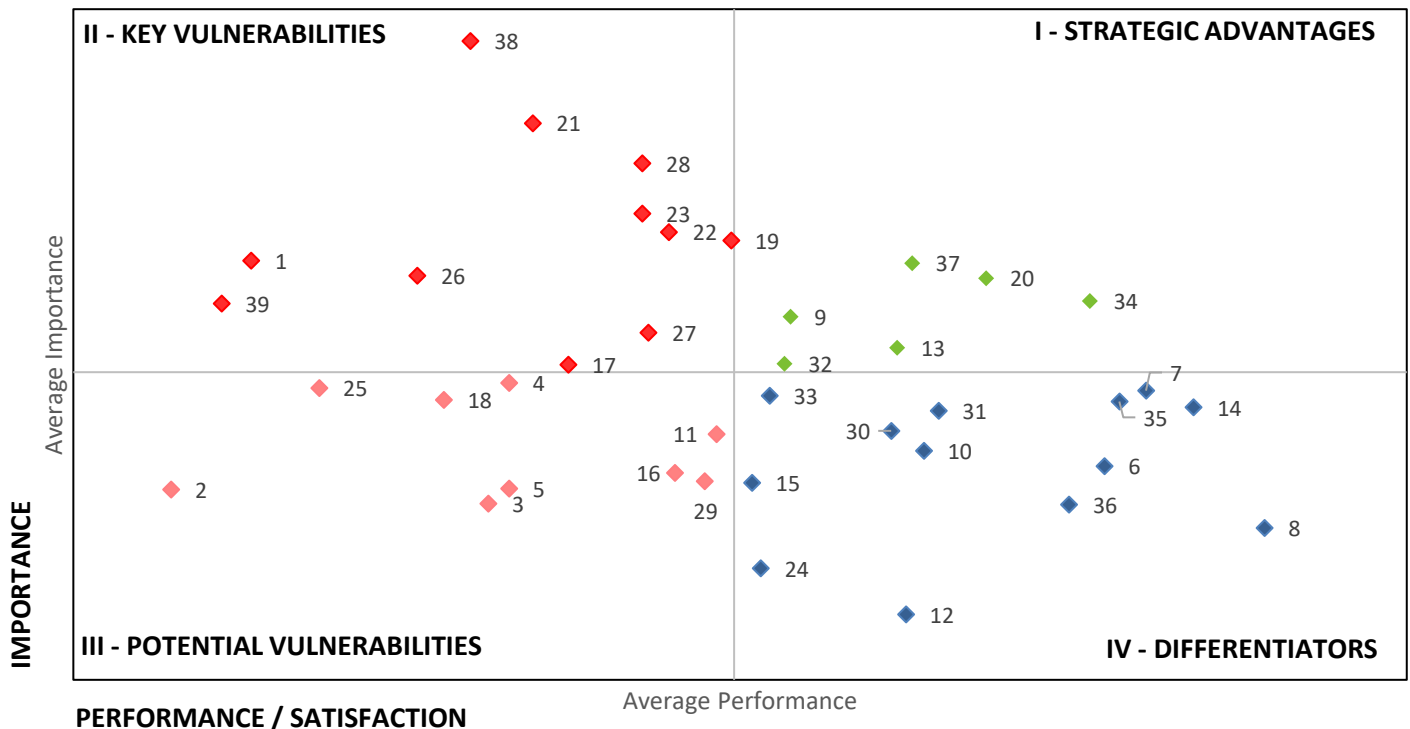


Figure 13 Strategic Location of Services and Facilities

KEY VULNERABILITIES	KEY STRATEGIC ADVANTAGES
(39) The planning assessment application process (1) Condition of local sealed roads (26) Support for business centres in Sarina and Pioneer Valley (38) Planning for the region's future growth and development (21) Consultation and engagement with the community (17) Environmental protection (28) Provision of youth services and facilities (23) Council's encouragement and support for local industry and business (27) Attracting major concerts and events to the region (22) Informing the community of Council services, facilities and events (19) Appearance of streets across the region	(34) Operation of library services (20) Management of emergency events (37) Council's community festivals and events (13) Condition of local swimming pools (9) Provision of three dump vouchers every six months (32) Bikeways and walkways
POTENTIAL VULNERABILITIES	DIFFERENTIATORS
(2) Condition of unsealed local roads (25) Support for the city centre in Mackay (18) Mosquito control (3) Maintenance of stormwater drains (4) Condition of footpaths (5) Condition of public toilets (16) Control and management of dogs (29) Provision of community centres and halls (11) Maintenance of parks and playgrounds	(8) Kerbside wheelie bin collection (14) Mackay Regional Botanic Gardens (7) Sewerage system (35) Operation of Mackay Entertainment and Convention Centre (6) Water supply and quality (36) Operation of Sarina Sugar Shed (31) Support for multicultural, Indigenous and Australian South Sea Islander groups (10) Operation of waste facilities (12) Blue Water Lagoon (30) Support of community sport and recreation groups (33) Operation of art galleries and museums (24) Promotion of tourism and the region (15) Beach foreshore protection

PRIORITISING SERVICES AND FACILITIES

Figure 12 (previous page) is Council's performance/importance quadrant. Services and facilities have been numbered according to their quadrant. **Figure 13** (previous page) displays the names of Council's services and facilities according to their strategic location.

6.2 Strategic Advantages

These six services and facilities have an important impact on overall satisfaction and are above average performers. The performance of these services and facilities should be maintained and their importance should be communicated regularly.

- ▶ *Operation of library services, management of emergency events and Council's community festivals and events* are the best performing strategic advantages.
- ▶ *Provision of three dump vouchers every six months and bikeways and walkways* are the services which are closest to average performance.
- ▶ *Bikeways and walkways and the condition of local swimming pools* are the services which are closest to average importance.

6.3 Key Vulnerabilities

These eleven services and facilities have a high impact on overall satisfaction, but have performed below average.

- ▶ *The planning assessment application process and the condition of local sealed roads* are the lowest performing services with a high impact on overall satisfaction. These services are top priorities for Council.
- ▶ *The appearance of streets across the region, informing the community of Council services, facilities and events, Council's encouragement and support for local industry and business and the provision of youth services and facilities* are close to average performance and ranked well above average in importance. A boost to performance will turn these services into strategic advantages.

PRIORITISING SERVICES AND FACILITIES

- ▶ *Planning for the region's future growth and development and consultation and engagement with the community* are the services recording the highest level of importance, yet below average performance. These are the services within the group of 'key vulnerabilities' with the highest impact on overall satisfaction. Stronger performance in these services will have a strong, positive impact on overall satisfaction.

6.4 Potential Vulnerabilities

Both the performance and importance of these nine services are below average.

- ▶ *Condition of unsealed local roads* is the lowest performing service, yet not the highest of the services in importance. Low performing services close to average importance are *support for the city centre in Mackay, mosquito control* and the *condition of footpaths*. These need attention from Council lest they become key vulnerabilities.
- ▶ *Maintenance of stormwater drains* and the *condition of public toilets* are other services within this group performing below average.
- ▶ *Maintenance of parks and playgrounds, provision of community centres and halls* and *control and management of dogs* are the highest performing services within this group. A further boost in performance can transform these services into differentiators over time.

6.5 Potential Differentiators

These thirteen services and facilities are above-average performers but have a low impact on overall satisfaction.

- ▶ *Sewerage system, operation of Mackay Entertainment and Convention Centre* and *Mackay Regional Botanic Gardens* are close to becoming strategic advantages if there is an elevation in perceptions regarding the importance of these services.

PRIORITISING SERVICES AND FACILITIES

- ▶ *Blue Water Lagoon* is a good performer but has the lowest impact on overall satisfaction. This is likely due to it being relevant to a relatively smaller number of Mackay residents (32% of whom said 'can't say' when asked to give a satisfaction score).
- ▶ Of all 39 services, *kerbside wheelie bin collection* was the strongest in terms of average performance, but scored well below average in importance.
- ▶ *Beach foreshore protection and promotion of tourism and the region* are close to average performance. A small decrease in performance will cause this service to become a potential vulnerability.
- ▶ *Operation of art galleries and museums* is close to average performance. However, this service is also close to average importance. Attention to this service is warranted to prevent it becoming a key vulnerability.

7. COUNCIL CUSTOMER SERVICES

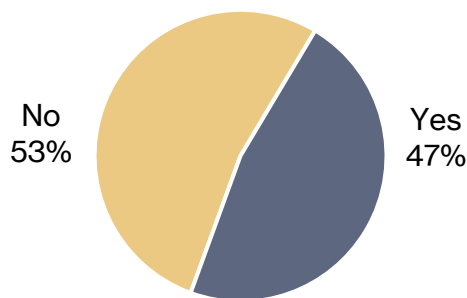
This section of the report covers Council's customer services. This includes method of contact, customer satisfaction and preferences regarding possible changes to Council's customer services strategies.

7.1 Recent Contact with Council

Respondents were asked whether they had contacted Council's customer services within the last 12 months. Close to one half confirmed that they had.

Figure 14 Recent Contact with Council

K1. Have you contacted Mackay Regional Council's customer services within the last 12 months?
Base: All respondents (n=405)



According to comparison tests:

- ▶ Female residents were somewhat more likely to have contacted Council's customer services (52%), compared to males (41%).
- ▶ There were no statistically significant variations according to age or length of residency in Mackay.

7.2 Method of Contact with Council

Respondents who had contacted Council's customer services within the last 12 months were asked to indicate, unprompted, via which method. **Table 10** (over page) reveals that most in 2023 had done so by *phone* (68%), but this was down from the result recorded in 2018 (80%).

There were marginal increases in contact by *email* (13%, up from 11% in 2018) and *via Council's website* (9%, up from 3%).

COUNCIL CUSTOMER SERVICES

Table 10 Method of Contacting Council

K2. How did you make contact with Council?	
Base: All respondents who had contacted Council (n=197)	
CONTACT METHOD	2023
By phone	68%
By email	13%
Via Council's website	9%
Personal visits to a Council officer	6%
Via a councillor or Mayor	1%
Through Council's social media platforms	1%
Other	2%

7.3 Satisfaction with Council's Customer Services

Residents who had contacted Council were asked to rate their satisfaction with its customer services using a 10-point scale, where a 0 score meant 'very dissatisfied' and 10 meant 'very satisfied'.

Figure 15 (over page) shows that most Mackay residents were satisfied with Council's customer services in 2023. Over three quarters (77%) gave a satisfaction rating of 6 or above. 17% were dissatisfied, while 6% provided a neutral score of 5, resulting in an average satisfaction rating of 7.3.

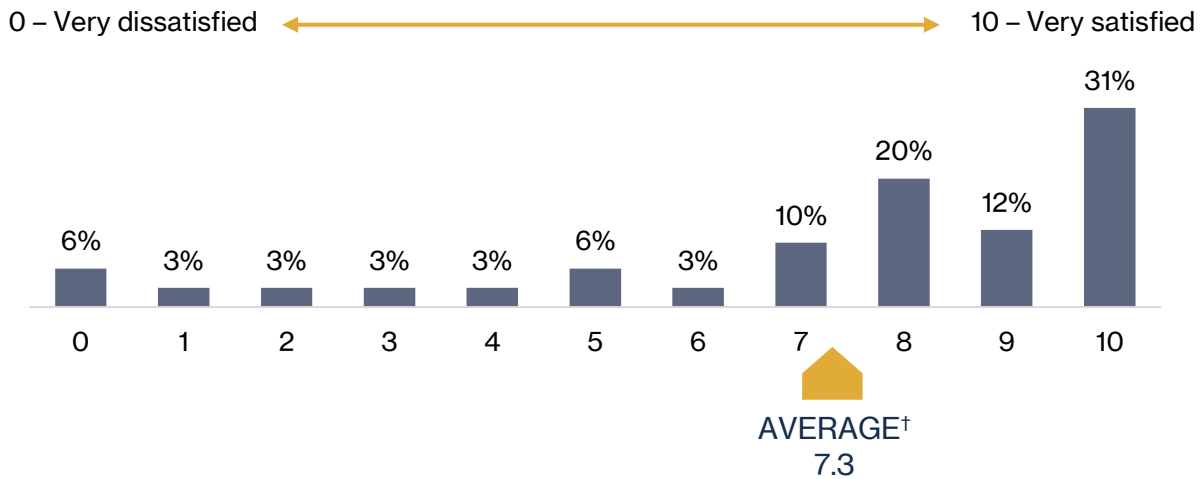
The percentage figures were in line with those recorded in 2018, and the average 7.3 satisfaction rating showed no change from previously.

Any variations across the subgroups were marginal, indicating Council's customer services are generally well received among all who have recently accessed it, regardless of their demographic profile.

COUNCIL CUSTOMER SERVICES

Figure 15 Satisfaction with Council's Customer Services

K3. Using a 10-point scale, how satisfied were you with Council's customer service?
Base: All respondents who had contacted Council and who provided a satisfaction score (n=194)*



* Percentages do not sum to 100 due to rounding.

† Calculated on the basis of the percentages of 0 to 10 satisfaction scores given for Council's customer service, after excluding the 1% (n=3) "can't say" responses.

7.4 Customer Preferences

7.4.1 Online Council Service

Respondents were asked whether they liked the idea of an online service where they could access information such as rates notices, water bills and pet registration.

As shown in **Figure 16** (over page), close to three quarters (74%) of Mackay residents confirmed that they liked the idea of the online service. Of these, 95% stated they would use the service if it were available.

Overall, about two thirds (68%) of Mackay residents would use this service based on these preferences.

The results in 2023 were closely in line with those recorded in 2018, indicating that support for an online service has remained consistently strong.

COUNCIL CUSTOMER SERVICES

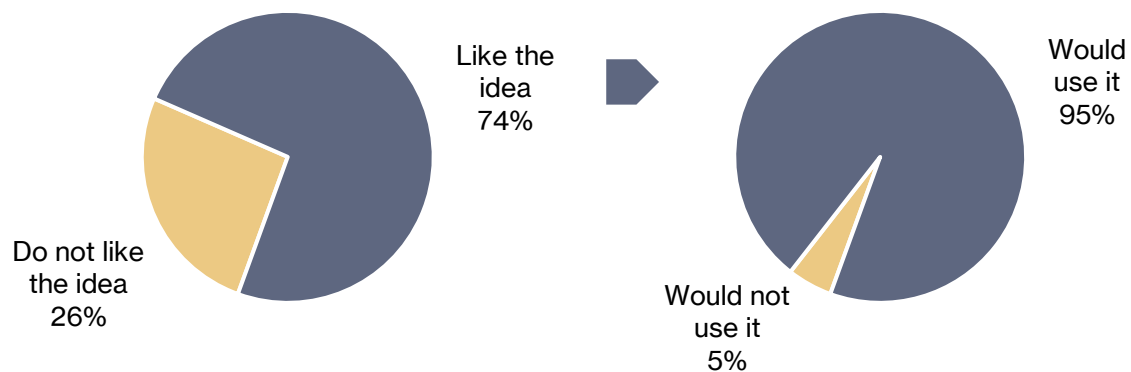
Figure 16 Support for the Online Council Service

K4a. Do you like the idea of an online service where you could access your rates notices, water bills, pet registration and other information relating to Council?

Base: All respondents (n=405)

K4b. Would you use it?

Base: All respondents liking the idea of an online service (n=290)



According to comparison tests:

- ▶ Younger residents aged 18 to 34 were more likely to confirm that they would use the service (100%), when compared to those aged 55 years or over (91%).
- ▶ Nonetheless, looking at the above, plus the 95% of residents aged 35 to 54 who said they would use it, confirmed that support for the online Council service was at a high level across all age cohorts.
- ▶ There were no statistically significant variations according to gender or length of residency in Mackay.

COUNCIL CUSTOMER SERVICES

7.4.2 Support for Quarterly Rates and Water Notices

Mackay LGA ratepayers currently receive their rates and water notices every six months. Respondents were asked whether they would prefer to receive them quarterly instead.

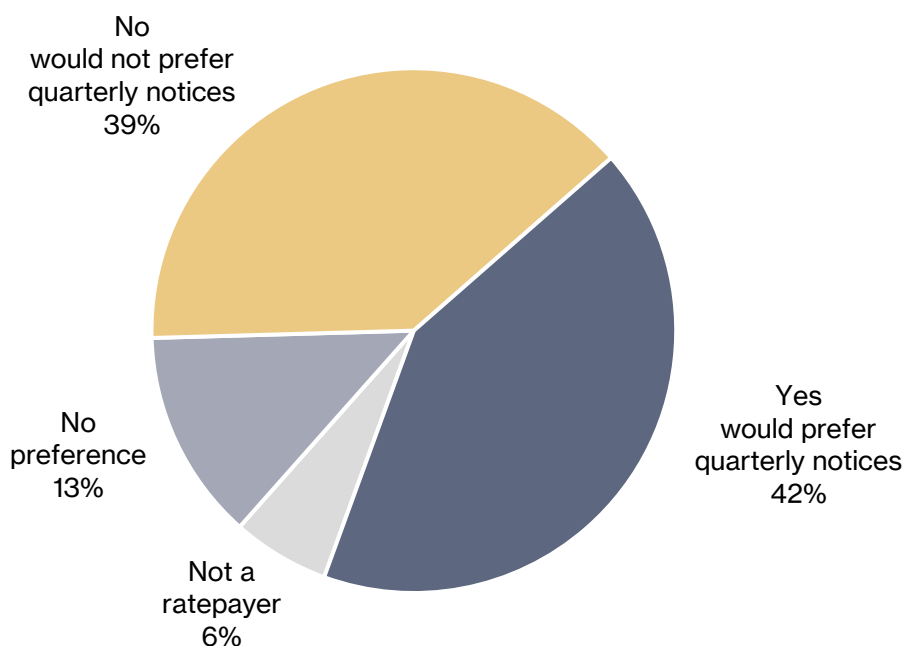
Figure 17 (below) shows the level of support for this change. Overall in 2023, 42% of Mackay residents confirmed that they would prefer to receive their rates and water notices quarterly, 39% would prefer not to do so, while 13% had no preference.

In the current round, there was an increase both in those stating they preferred quarterly notices (up from 35% in 2018) and those stating they did not (33% in 2018), while there was a fall in those who had no preference (down from 26% in 2018).

Figure 17 Support for Quarterly Rates and Water Notices (full sample)

K5. Mackay ratepayers currently receive their rates and water notices every six months. Would you prefer to receive them quarterly instead?

Base: All respondents (n=405)



COUNCIL CUSTOMER SERVICES

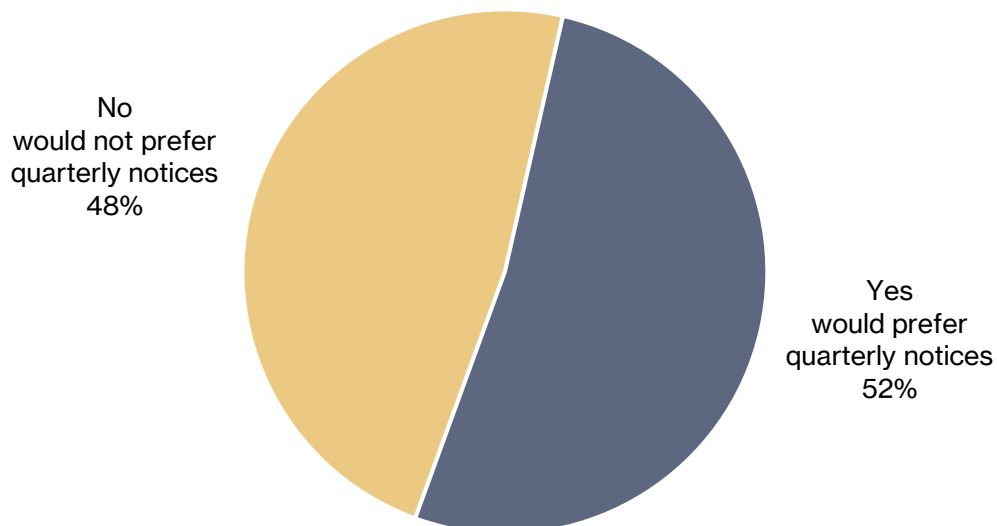
Figure 18 (below) shows the level of support for the change to quarterly notices once the 'no preference' and 'not a ratepayer' responses are removed.

The variation in the responses was marginal, with no clear preference emerging.

Figure 18 Support for Quarterly Rates and Water Notices (sample with a preference)

K5. Mackay ratepayers currently receive their rates and water notices every six months. Would you prefer to receive them quarterly instead?

Base: All respondents excluding those with 'no preference' and 'not a ratepayer' (n=333)



Applying comparison tests:

- ▶ Younger residents aged 18 to 34 were more likely to confirm that “yes”, they would prefer to receive their rates and water notices quarterly (66%), particularly when compared to those aged 55 years or over (37%).
- ▶ Among respondents aged 35 to 54 years, 59% supported the change to quarterly notices, confirming the preference being strongest among residents aged less than 55 years.
- ▶ There were no statistically significant variations according to gender or length of residency in Mackay.

8. COMMUNICATION

This section provides data to help inform Mackay Regional Council's communication strategies with its residents.

Firstly, the most common methods for residents to receive information from Council are compared against resident preferences. Secondly, awareness levels of Council Connect and its newspaper features are examined.

8.1 Methods of Receiving Information

Respondents were asked how they usually received information on events and projects from Council (unprompted), and then how they would prefer to receive such information (prompted). **Table 11** (p.35) presents the findings.

Council's Facebook page emerged clearly as the most 'usual' method of receiving information, as well as the most 'preferred', by 33% of residents in each case.

Local television news (19%) and *mail* (16%) were the next most usual methods of receiving information. The least usual methods were *LinkedIn* (nil respondents), *personal visits to Council* (0.2%), *by phone* (0.4%) and the *Connecting Mackay engagement website* (0.6%).

Following *Council's Facebook Page* (33%), the most preferred methods of receiving information from Council were *by mail* (25%) and via *Council e-newsletters/ e-mail* (21%). The least preferred methods of receiving information from Council were *LinkedIn* (0.2%), *personal visits to Council* (1%) and the *Connecting Mackay engagement website* (1%).

The differences between the usual methods and the preferred methods, highlighted in bold and in green in **Table 11**, indicate for Council that the communication preferences among residents, now and potentially into the future, are chiefly via *Council's Facebook page* (=), *Council e-newsletters/ e-mail* (+10) and *by mail* (+9).

COMMUNICATION

Regarding usual methods of communication, comparison tests showed:

- ▶ A significantly higher proportion of residents aged 18 to 54 years used *Council's Facebook page* (42% in total), compared to residents aged 55 years or over (19%).
- ▶ The 55 years or over cohort of residents were significantly more likely to receive information
 - Via *local television news* (35%), compared to those aged 18 to 54 years (9%), and
 - *By mail* (24%), compared to those aged 18 to 54 years (12%).
- ▶ The 55 years or over residents were somewhat less likely to use *local media's Facebook page* (4%), and somewhat more likely to use *newspapers – in general* (3%).
- ▶ There were no significant variations to be noted according to gender and length of residency in Mackay.

Regarding preferred methods of communication, comparison tests showed:

- ▶ A significantly higher proportion of residents aged 18 to 54 years preferred to receive information via *Council's Facebook page* (42% in total), compared to residents aged 55 years or over (21%).
- ▶ The younger 18 to 54 cohort were less likely to prefer *local television news* (10%).

COMMUNICATION

Table 11 Usual and Preferred Methods of Receiving Information from Council

C1. How do you usually receive information on events and projects from Mackay Regional Council?
C2. How would you prefer to receive information on events and projects from Mackay Regional Council?

Base: All respondents (n=405)*

METHOD OF RECEIVING INFORMATION	Usual	Preferred	Difference [†] (percentage points)
Council's Facebook page	33%	33%	=
Local television news	19%	14%	-5
By mail	16%	25%	+9
Local radio	14%	12%	-2
Word of mouth	12%	6%	-6
Council e-newsletters/ e-mail	11%	21%	+10
Local media's Facebook page	8%	7%	-1
Council's website	7%	7%	=
Daily Mercury newspaper	4%	5%	+1
Instagram	3%	5%	+2
Council libraries	1.4%	2%	+0.6
The Connecting Mackay engagement website	0.6%	1.1%	+0.5
By phone	0.4%	2%	+1.6
Personal visits to Council	0.2%	0.6%	+0.4
LinkedIn	-	0.2%	+0.2
Other	9%	8%	-1
Never/ no preference	8%	6%	-2
Don't know/ unsure	-	0.4%	+0.4

* Percentages do not sum to 100 due to multiple responses being possible.

† Table 11 lists the methods of communication in order of use. The proportions of residents who receive information via these methods are compared against the proportions that would prefer to receive information via these methods. Differences where preference exceeds use by more than 1 percentage point have been coloured green, while differences where use exceeds preference have been coloured red.

COMMUNICATION

Table 12 (below) compares the communication methods the residents nominated in 2023 with those recorded in 2018, each in order of preference.

Table 12 Preferred Methods of Receiving Information from Council (2018 and 2023)

2018	2023
1. Council's Facebook page	1. Council's Facebook page
2. By mail	2. By mail
3. Local television news	3. Council e-newsletters/ e-mail
4. Daily Mercury newspaper	4. Local television news
5. Local radio	5. Local radio
6. Council e-newsletters/ e-mail	6. Council's website
7. Council's website	7. Local media's Facebook page
8. Word of mouth	8. Word of mouth
9. Local media's Facebook page	9. Instagram
10. Instagram	10. Daily Mercury newspaper
11. The Connecting Mackay engagement website	11. By phone
12. Council libraries	12. Council libraries
13. By phone	13. The Connecting Mackay engagement website
14. Personal visits to Council	14. Personal visits to Council
15. LinkedIn	15. LinkedIn

The two most frequently nominated communication preferences remained the same across both rounds: namely, in first and second position were *Council's Facebook page* and *by mail*.

The most notable shifts were the rise in 2023 of *Council e-newsletters/ e-mail* to third place, and the fall of the *Daily Mercury newspaper* to tenth place.

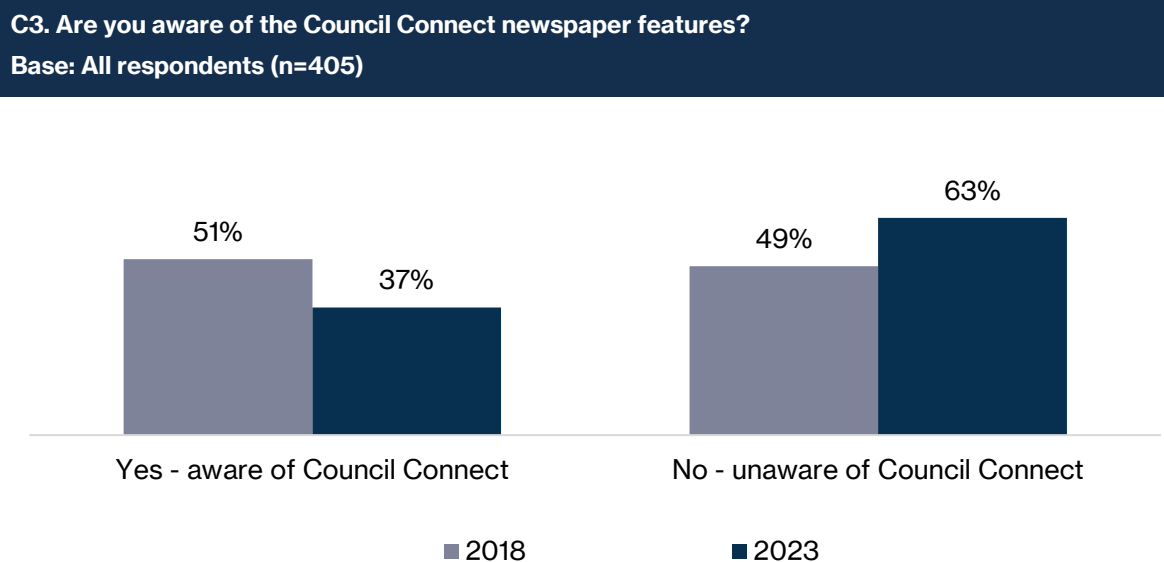
COMMUNICATION

8.2 Awareness of Council Connect

Council Connect is a multiplatform communication strategy that delivers news relating to Mackay Regional Council. Both awareness of Council Connect and recall of the Council Connect newspaper features were measured in the Community Perceptions Survey 2023.

As shown in **Figure 19** (below), 37% of residents confirmed that they were aware of Council Connect. The majority were not (63%). The awareness level in 2023 showed a significant decrease from that recorded in 2018 (51%).

Figure 19 Awareness of Council Connect (2018 and 2023)



Comparison tests in 2023, as in 2018, showed that there were no significant differences across the resident subgroups. This suggests that awareness of Council Connect does not depend on gender, age, or length of time lived in Mackay.

COMMUNICATION

Figure 20 (below) shows the proportion of respondents recalling the Council Connect newspaper features. Thirty-one percent (31%) confirmed having seen them. The majority had not (69%).

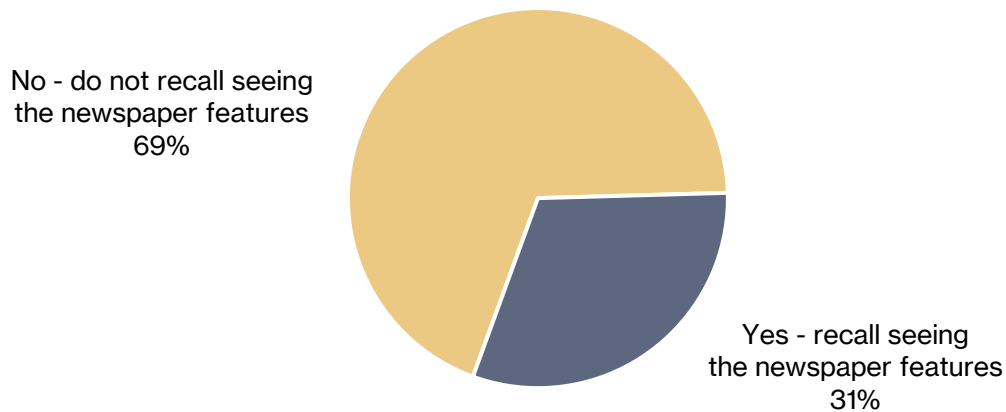
In 2018, respondents were also asked if they could recall seeing the Council Connect television segments. In 2023, this was not applicable. The relatively low awareness levels of Council Connect in 2023 may be attributable to the television segments no longer being shown.

On applying comparison tests, there were no significant variations to emerge across the resident subgroups of gender, age, and length of residency in Mackay.

Figure 20 Recall of Seeing the Council Connect Newspaper Features

C3. Do you recall seeing...?

Base: All respondents aware of the Council Connect newspaper features (n=154)



9. COUNCIL'S TOP PRIORITIES

Respondents were asked an open-ended question asking them to record what they thought should be Council's top priority for the region over the next three years.

Definitive responses were provided by 372 residents (the remainder of the sample stating 'don't know/ unsure' or 'nothing'). **Table 13** (over page) shows that the priorities mentioned were numerous and wide-ranging and presents them according to rate of mention.

Roads/ bridges were perceived by 32% of residents as the top priority for Council, and mentioned most frequently by far. *Footpaths/ walkways* were specified by a further 4%.

Planning/ infrastructure/ development and *employment growth/ business development* recorded relatively high rates of mention, by 8% and 6% respectively.

Housing/ homeless services were a further significant priority mentioned by 8%, while *facilities/ services for families or youth* were mentioned by 4%.

Events and entertainment and *tourism* figured strongly, mentioned by 7% and 6% respectively.

At 6%, *affordable rates* also stood relatively high in the ranking of mentions.

On applying comparison tests, the only significant finding to emerge was the higher rate of mention of *events and entertainment* among residents aged 18 to 34 years (17%). There were no key variations to be noted according to gender and length of residency in Mackay.

COUNCIL'S TOP PRIORITIES

Table 13 Council's Top Priorities for the Region in the Next Three Years

S2. Thinking about the next three years, what should be Council's top priority for the region?

Base: All respondents providing a definitive response (n=372)*

COUNCIL PRIORITY	2023
Roads/ bridges	32%
Planning/ infrastructure/ development	8%
Housing/ homeless services	8%
Events and entertainment	7%
Tourism	6%
Affordable rates	6%
Employment growth/ business development	6%
Cleanliness/ presentation – urban	5%
Facilities/ services for family or youth	4%
Footpaths/ walkways	4%
Sporting facilities/ Olympics preparation	4%
Parks and recreation	3%
Road access to Northern Beaches	3%
Water services – incl. drainage	3%
Community consultation	3%
Waterfronts / waterways / boat ramps	3%
Vegetation maintenance or removal	3%
Other	24%

* Percentages do not sum to 100 due to multiple responses being possible.

'Other' responses mentioned by 2% (n=9) respondents or less included: *Shopping/ developing the CBD, Population growth (2% in each case); Money management, Disability services, Beaches, Rubbish services – non-specific, Climate change – increased emphasis, Heritage/ conservation, Reduced over-management/ bureaucracy, Pumped hydro project – against it, Bike tracks/ walking tracks, Local amenities – non-specific, Community cohesion/ equity, Disaster awareness/ management, Sewerage services – not drainage, Security/ safety/ police/ crime, Recycling/ FOGO, Parking facilities, Cost-of-living assistance, Health services (1% in each case); Effective communication/ correspondence, Facilities/ services for older people (n=2 in each case); Public transport, Traffic congestion, More council staff (n=1 in each case).*

10. COUNCIL'S CORPORATE PLAN

A key objective of the Community Perceptions Survey 2023 was to measure residents' perceptions of living and working in the Mackay region in the past 12 months against the pillars of Council's five-year Corporate Plan, 2022-2027, and its vision statement 'to become the best region for liveability and livelihood'.

Residents were asked whether they were aware of Council's Corporate Plan, and then the degree to which they agreed with seven elements associated with realising key objectives of the Plan's vision statement.

10.1 Awareness of Council's Corporate Plan

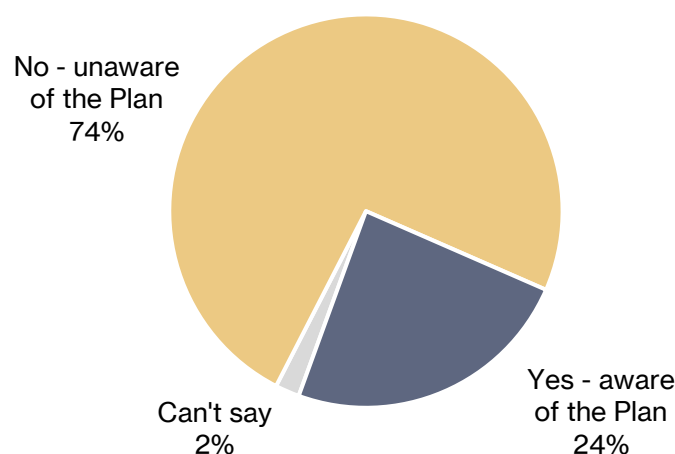
Figure 21 (below) shows that close to one quarter of residents (24%) were aware of Council's Corporate Plan. The majority were unaware, or could not say (76% in total).

Comparison tests revealed that residents aged 35 to 54 years were the most likely to state that 'no', they were unaware of Council's Corporate Plan (82%), compared to those aged 18 to 34 years (66%) and those aged 55 years or over (71%). No significant variations emerged across the subgroups of gender and length of residency in Mackay.

Figure 21 Awareness of Council's Corporate Plan

CP1. Are you aware that Mackay Regional Council has a five-year Corporate Plan, 2022-2027, to guide its work in delivering services and facilities to the community in a financially responsible manner?

Base: All respondents (n=405)



COUNCIL'S CORPORATE PLAN

10.2 Agreement with Key Elements of Council's Corporate Plan

Figure 22 (over page) shows the residents' levels of agreement with each of the seven statements that they were read about living and working in the Mackay region in the past 12 months. They responded using a 0 to 10 scale, where 0 meant 'strongly disagree' and 10 meant 'strongly agree'.

Medium average agreement ratings were recorded for all seven statements, in a range from 5.7 up to 6.6:

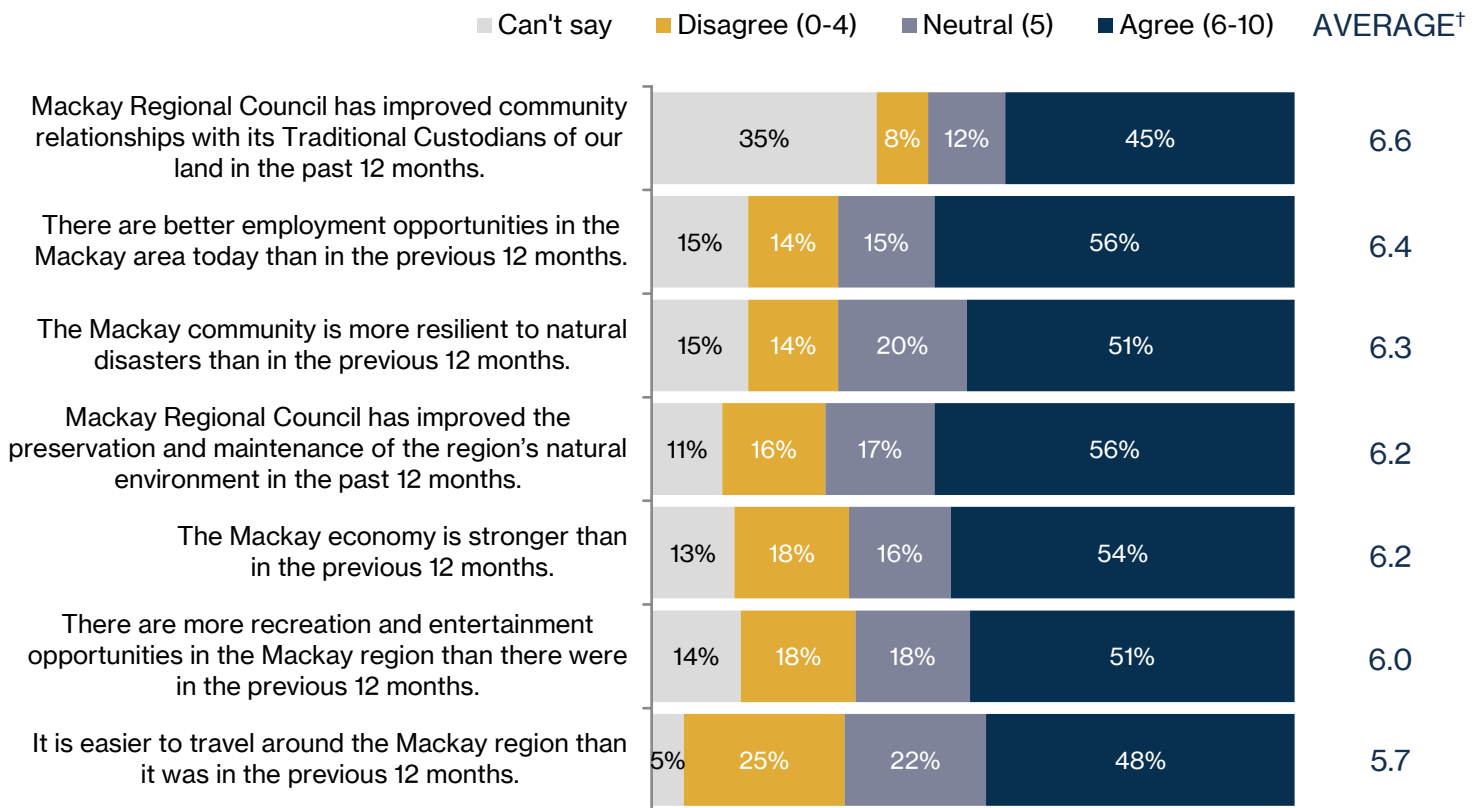
- ▶ Mackay Regional Council has improved community relationships with its Traditional Custodians of our land in the past 12 months. (6.6)
- ▶ There are better employment opportunities in the Mackay area today than in the previous 12 months. (6.4)
- ▶ The Mackay community is more resilient to natural disasters than in the previous 12 months. (6.3)
- ▶ Mackay Regional Council has improved the preservation and maintenance of the region's natural environment in the past 12 months. (6.2)
- ▶ The Mackay economy is stronger than in the previous 12 months. (6.2)
- ▶ There are more recreation and entertainment opportunities in the Mackay region than there were in the previous 12 months. (6.0)
- ▶ It is easier to travel around the Mackay region than it was in the previous 12 months. (5.7)

COUNCIL'S CORPORATE PLAN

Figure 22 Agreement with Key Elements of Council's Corporate Plan

CP2. I am going to read out a list of statements about whether living and working in the Mackay region has improved recently and would again like you to rate your agreement with the following statements using the same 0 to 10 point scale.

Base: All respondents (n=405)*



* Percentages may not sum to 100 due to rounding.

† Calculated on the basis of the percentages of 0 to 10 scores given for each element, after excluding the "can't say" responses.

COUNCIL'S CORPORATE PLAN

Table 14 (below) shows the rankings of the statements according to the combined total agreement percentages (scores 6-10) after excluding the 'can't say' responses.

Table 14 Agreement Rankings of Key Elements of Council's Corporate Plan

STATEMENT	TOTAL AGREEMENT (% GIVING 6-10 SCORES) [†]
Mackay Regional Council has improved community relationships with its Traditional Custodians of our land in the past 12 months.	70%
There are better employment opportunities in the Mackay area today than in the previous 12 months.	66%
Mackay Regional Council has improved the preservation and maintenance of the region's natural environment in the past 12 months.	63%
The Mackay economy is stronger than in the previous 12 months.	61%
The Mackay community is more resilient to natural disasters than in the previous 12 months.	60%
There are more recreation and entertainment opportunities in the Mackay region than there were in the previous 12 months.	59%
It is easier to travel around the Mackay region than it was in the previous 12 months.	50%

[†] Percentages of 6 to 10 scores given for each statement, after excluding the "can't say" responses.

All seven statements prompted agreement by one half or more of the Mackay residents surveyed, from 50% up to a high 70%.

On applying comparability tests, the agreement levels (after excluding 'can't say responses) varied as follows:

- ▶ Respondents aged 18 to 34 years were significantly more likely to agree that, *There are better employment opportunities in the Mackay area today than in the previous 12 months* (79%), compared to those aged 35 to 54 years (56%).

COUNCIL'S CORPORATE PLAN

- ▶ Respondents aged 35 to 54 years were significantly less likely to agree that, *The Mackay economy is stronger than in the previous 12 months* (51%), compared to those aged 18 to 34 (70%) and those aged 55+ years (67%).

A key finding here is that 35 to 54 year-olds have a more pessimistic perception of the current employment and economic conditions in the Mackay region.

- ▶ Respondents aged 18 to 34 years were significantly more likely to agree that, *It is easier to travel around the Mackay region than it was in the previous 12 months* (65%), compared to those aged 35 to 54 (41%).

There were no further significant findings to be noted across the age subgroups, nor across the subgroups according to gender and length of residency in Mackay.

APPENDIX 1 – SUBGROUP ANALYSIS

The following tables present the survey results segmented according to the subgroups of gender, age, and length of residency in the Mackay LGA.

The results presented are those after excluding the ‘can’t say’ responses and have been weighted for age and gender to reflect the profile of the Mackay adult population.

Green cells indicate a significantly higher percentage or numerical figure within the subgroup, and red cells a significantly lower figure.

Overall Satisfaction

Overall Satisfaction – percentage figures and average satisfaction scores (gender and age)

Satisfaction level	TOTAL	Gender		Age		
		Male	Female	18 to 34	35 to 54	55+
Dissatisfied (0-4)	18%	18%	18%	18%	26%	11%
Neutral (5)	14%	14%	14%	15%	15%	12%
Satisfied (6-10)	68%	68%	68%	67%	59%	77%
Average	6.4	6.4	6.4	6.4	5.8	6.9

Overall Satisfaction – percentage figures and average satisfaction scores (residency in Mackay)

Satisfaction level	TOTAL	Length of residency in Mackay				
		½ – 1 year	2 – 5 years*	6 – 10 years	11 – 15 years	More than 15 years
Dissatisfied (0-4)	18%	-	9%	12%	25%	18%
Neutral (5)	14%	-	34%	8%	13%	14%
Satisfied (6-10)	68%	100%	58%	80%	62%	68%
Average	6.4	7.0	7.0	6.9	6.3	6.3

* The percentages here do not sum to 100 due to rounding.

Service Provision

Infrastructure & Basic Services – average satisfaction scores (gender and age)

Element	TOTAL	Gender		Age		
		Male	Female	18 to 34	35 to 54	55+
Kerbside wheelie bin collection	8.5	8.4	8.7	8.8	8.2	8.7
Mackay Regional Botanic Gardens	8.3	8.2	8.4	8.5	8.0	8.4
Sewerage system	8.1	8.1	8.1	8.2	8.1	8.1
Water supply and quality	8.0	8.0	8.0	8.1	7.5	8.3
Operation of waste facilities	7.4	7.1	7.7	7.6	6.9	7.7
Blue Water Lagoon	7.3	7.2	7.4	7.4	6.9	7.9
Condition of local swimming pools	7.3	7.2	7.4	7.4	7.1	7.4
Provision of three dump vouchers every six months	6.9	6.7	7.2	7.1	6.2	7.6
Maintenance of parks and playgrounds	6.7	6.7	6.6	7.0	6.2	6.9
Condition of footpaths	6.0	6.0	5.9	6.3	5.9	5.8
Condition of public toilets	6.0	6.1	5.9	6.0	5.6	6.4
Maintenance of stormwater drains	5.9	5.9	5.9	6.4	5.5	5.9
Condition of local sealed roads	5.1	5.1	5.0	5.1	4.4	5.7
Condition of unsealed local roads	4.8	4.9	4.8	5.5	4.5	4.7

Infrastructure & Basic Services – average satisfaction scores (residency in Mackay)

Element	TOTAL	Length of residency in Mackay				
		½ – 1 year*	2 – 5 years	6 – 10 years	11 – 15 years	More than 15 years
Kerbside wheelie bin collection	8.5	9.0	9.3	8.3	8.3	8.6
Mackay Regional Botanic Gardens	8.3	-	8.6	8.6	8.0	8.3
Sewerage system	8.1	-	8.6	8.2	8.5	8.0
Water supply and quality	8.0	-	8.6	9.3	9.2	8.9
Operation of waste facilities	7.4	9.0	8.0	7.8	6.7	7.4
Blue Water Lagoon	7.3	8.0	7.3	8.0	6.8	7.3
Condition of local swimming pools	7.3	8.0	6.9	8.5	7.3	7.2
Provision of three dump vouchers every six months	6.9	10.0	6.9	6.7	6.8	7.0
Maintenance of parks and playgrounds	6.7	8.0	8.2	7.7	7.4	7.7
Condition of footpaths	6.0	8.0	6.3	6.1	6.1	5.9
Condition of public toilets	6.0	8.0	6.4	6.4	5.9	5.9
Maintenance of stormwater drains	5.9	7.0	5.3	6.8	6.7	5.7
Condition of local sealed roads	5.1	6.0	4.8	5.6	4.8	5.1
Condition of unsealed local roads	4.8	7.0	5.4	5.5	4.1	4.8

* The n=1 respondent who had resided in the Mackay region for 6 months – 1 year gave a 'can't say' response for some elements.

Environment Elements – average satisfaction scores (gender and age)

Element	TOTAL	Gender		Age		
		Male	Female	18 to 34	35 to 54	55+
Management of emergency events, such as cyclones and floods	7.6	7.5	7.7	8.2	7.2	7.6
Beach foreshore protection	6.8	6.6	7.0	7.4	6.3	6.8
Appearance of streets across the region (street sweeping)	6.7	6.7	6.8	7.4	6.0	6.9
Control and management of dogs	6.6	6.4	6.8	7.4	6.1	6.5
Environmental protection (e.g. revegetation, weed and pest control)	6.2	6.2	6.2	6.8	5.8	6.2
Mosquito control	5.8	5.6	6.0	5.9	5.3	6.2

Environment Elements – average satisfaction scores (residency in Mackay)

Element	TOTAL	Length of residency in Mackay				
		½ – 1 year*	2 – 5 years	6 – 10 years	11 – 15 years	More than 15 years
Management of emergency events, such as cyclones and floods	7.6	8.0	8.9	7.8	7.5	7.5
Beach foreshore protection	6.8	8.0	7.3	7.6	6.5	6.7
Appearance of streets across the region (street sweeping)	6.7	8.0	7.8	6.9	6.8	6.6
Control and management of dogs	6.6	8.0	5.7	6.2	6.9	6.6
Environmental protection (e.g. revegetation, weed and pest control)	6.2	7.0	6.7	6.5	5.9	6.2
Mosquito control	5.8	-	5.5	5.8	5.7	5.8

* The n=1 respondent who had resided in the Mackay region for 6 months – 1 year gave a 'can't say' response for one element.

Communication Elements – average satisfaction scores (gender and age)

Element	TOTAL	Gender		Age		
		Male	Female	18 to 34	35 to 54	55+
Informing the community of Council services, facilities and events	6.5	6.4	6.6	7.2	5.9	6.5
Consultation and engagement with the community	6.0	5.9	6.1	6.5	5.4	6.3

Communication Elements – average satisfaction scores (residency in Mackay)

Element	TOTAL	Length of residency in Mackay				
		½ – 1 year	2 – 5 years	6 – 10 years	11 – 15 years	More than 15 years
Informing the community of Council services, facilities and events	6.5	7.0	7.5	7.1	6.2	6.4
Consultation and engagement with the community	6.0	7.0	7.5	6.9	5.2	6.0

Economy Elements – average satisfaction scores (gender and age)

Element	TOTAL	Gender		Age		
		Male	Female	18 to 34	35 to 54	55+
Promotion of tourism and the region	6.8	6.7	7.0	6.8	6.5	7.1
Attracting major concerts and events to the region	6.5	6.4	6.6	6.1	6.2	6.9
Council's encouragement and support for local industry and business	6.4	6.5	6.3	6.6	5.8	7.0
Support for business centres in Sarina and Pioneer Valley	5.6	5.8	5.5	6.0	5.1	6.0
Support for the city centre in Mackay	5.4	5.3	5.4	5.8	4.8	5.5

Economy Elements – average satisfaction scores (residency in Mackay)

Element	TOTAL	Length of residency in Mackay				
		½ – 1 year*	2 – 5 years	6 – 10 years	11 – 15 years	More than 15 years
Promotion of tourism and the region	6.8	7.0	6.4	7.3	6.5	6.8
Attracting major concerts and events to the region	6.5	6.0	6.3	6.8	5.9	6.5
Council's encouragement and support for local industry and business	6.4	8.0	6.5	6.6	6.3	6.4
Support for business centres in Sarina and Pioneer Valley	5.6	-	6.3	6.0	5.2	5.7
Support for the city centre in Mackay	5.4	6.0	5.9	6.1	5.3	5.2

* The n=1 respondent who had resided in the Mackay region for 6 months – 1 year gave a 'can't say' response for one element.

Social Elements – average satisfaction scores (gender and age)

Element	TOTAL	Gender		Age		
		Male	Female	18 to 34	35 to 54	55+
Support for multicultural, Indigenous and Australian South Sea Islander groups	7.4	7.4	7.5	7.7	7.1	7.6
Support of community sport and recreation groups	7.3	7.2	7.3	7.7	6.8	7.4
Bikeways and walkways	6.9	6.9	7.0	7.0	6.4	7.3
Provision of community centres and halls	6.6	6.7	6.6	7.0	6.1	6.9
Provision of youth services and facilities (e.g. skate parks and youth groups)	6.4	6.5	6.3	6.9	6.0	6.5

Social Elements – average satisfaction scores (residency in Mackay)

Element	TOTAL	Length of residency in Mackay				
		½ – 1 year	2 – 5 years	6 – 10 years	11 – 15 years	More than 15 years
Support for multicultural, Indigenous and Australian South Sea Islander groups	7.4	9.0	7.3	7.9	7.2	7.4
Support of community sport and recreation groups	7.3	8.0	7.2	7.9	7.0	7.2
Bikeways and walkways	6.9	9.0	7.8	7.1	6.6	6.9
Provision of community centres and halls	6.6	8.0	6.8	7.1	6.4	6.6
Provision of youth services and facilities (e.g. skate parks and youth groups)	6.4	6.0	6.8	6.8	6.0	6.4

Culture Elements – average satisfaction scores (gender and age)

Element	TOTAL	Gender		Age		
		Male	Female	18 to 34	35 to 54	55+
Operation of Mackay Entertainment and Convention Centre	8.0	7.8	8.3	8.3	7.8	8.1
Operation of library services	7.9	7.6	8.3	8.0	7.7	8.1
Operation of Sarina Sugar Shed	7.9	7.8	8.0	7.8	7.5	8.2
Council's community festivals and events	7.3	7.2	7.5	7.5	7.0	7.5
Operation of art galleries and museums	6.8	6.6	7.1	6.7	6.5	7.3

Culture Elements – average satisfaction scores (residency in Mackay)

Element	TOTAL	Length of residency in Mackay				
		½ – 1 year*	2 – 5 years	6 – 10 years	11 – 15 years	More than 15 years
Operation of Mackay Entertainment and Convention Centre	8.0	8.0	8.4	8.2	8.1	8.0
Operation of library services	7.9	8.0	8.1	8.4	7.9	7.9
Operation of Sarina Sugar Shed	7.9	-	8.0	8.2	7.3	7.9
Council's community festivals and events	7.3	8.0	7.6	7.3	6.9	7.4
Operation of art galleries and museums	6.8	-	7.1	6.4	6.7	6.9

* The n=1 respondent who had resided in the Mackay region for 6 months – 1 year gave a 'can't say' response for some elements.

Planning Elements – average satisfaction scores (gender and age)

Element	TOTAL	Gender		Age		
		Male	Female	18 to 34	35 to 54	55+
Planning for the region's future growth and development	5.8	6.0	5.7	6.2	5.1	6.2
The planning assessment application process	5.0	4.9	5.1	5.4	4.2	5.5

Planning Elements – average satisfaction scores (residency in Mackay)

Element	TOTAL	Length of residency in Mackay				
		½ – 1 year*	2 – 5 years	6 – 10 years	11 – 15 years	More than 15 years
Planning for the region's future growth and development	5.8	6.0	5.9	6.4	5.6	5.8
The planning assessment application process	5.0	-	3.8	5.3	4.9	5.0

* The n=1 respondent who had resided in the Mackay region for 6 months – 1 year gave a 'can't say' response for one element.

Council's Customer Services

Contacted Council in the Last 12 Months – percentage figures (gender and age)

	TOTAL	Gender		Age		
		Male	Female	18 to 34	35 to 54	55+
Contacted Council customer services in the last 12 months	47%	41%	52%	38%	54%	46%

Contacted Council in the Last 12 Months – percentage figures (residency in Mackay)

Element	TOTAL	Length of residency in Mackay				
		½ – 1 year*	2 – 5 years	6 – 10 years	11 – 15 years	More than 15 years
Contacted Council customer services in the last 12 months	47%	100%	44%	37%	54%	46%

* n=1 respondent.

Satisfaction with Council's Customer Services – percentage figures and average satisfaction scores (gender and age)

Satisfaction level	TOTAL	Gender		Age		
		Male	Female	18 to 34	35 to 54	55+
Dissatisfied (0-4)	17%	20%	14%	24%	19%	11%
Neutral (5)	6%	6%	6%	4%	7%	6%
Satisfied (6-10)	77%	74%	80%	72%	74%	83%
Average	7.3	6.9	7.7	7.3	7.1	7.6

Satisfaction with Council's Customer Services – percentage figures and average satisfaction scores (residency in Mackay)

Satisfaction level	TOTAL	Length of residency in Mackay				
		½ – 1 year*	2 – 5 years	6 – 10 years	11 – 15 years**	More than 15 years
Dissatisfied (0-4)	17%	-	20%	12%	18%	17%
Neutral (5)	6%	-	-	19%	7%	5%
Satisfied (6-10)	77%	100%	80%	69%	74%	78%
Average	7.3	10.0	7.4	7.8	7.7	7.2

* n=1 respondent.

** The percentages here do not sum to 100 due to rounding.

Support for Council Online Service – percentage figures (gender and age)

	TOTAL	Gender		Age		
		Male	Female	18 to 34	35 to 54	55+
Like the idea of an online service	74%	73%	75%	91%	76%	61%
Do not like the idea of an online service	26%	27%	25%	9%	24%	39%

Support for Council Online Service – percentage figures (residency in Mackay)

	TOTAL	Length of residency in Mackay				
		½ – 1 year*	2 – 5 years	6 – 10 years	11 – 15 years	More than 15 years
Like the idea of an online service	74%	100%	88%	87%	77%	71%
Do not like the idea of an online service	26%	-	12%	13%	23%	29%

* n=1 respondent.

Use of a Council Online Service – percentage figures (gender and age)

	TOTAL	Gender		Age		
		Male	Female	18 to 34	35 to 54	55+
Would use an online service	95%	95%	96%	100%	95%	91%
Would not use an online service	5%	5%	4%	-	5%	9%

Use of a Council Online Service – percentage figures (residency in Mackay)

	TOTAL	Length of residency in Mackay				
		½ – 1 year*	2 – 5 years	6 – 10 years	11 – 15 years	More than 15 years
Would use an online service	95%	100%	100%	100%	97%	94%
Would not use an online service	5%	-	-	-	3%	6%

* n=1 respondent.

Support for Quarterly Council Rates and Water Notices – percentage figures (gender and age)

	TOTAL	Gender		Age		
		Male	Female	18 to 34	35 to 54	55+
Would like quarterly notices	52%	53%	50%	66%	59%	37%
Would not like quarterly notices	48%	47%	50%	34%	41%	63%

Support for Quarterly Council Rates and Water Notices – percentage figures (residency in Mackay)

	TOTAL	Length of residency in Mackay				
		½ – 1 year*	2 – 5 years	6 – 10 years	11 – 15 years	More than 15 years
Would like quarterly notices	74%	100%	73%	53%	65%	48%
Would not like quarterly notices	26%	-	27%	47%	35%	52%

* n=1 respondent.

Communication

Preferred Methods of Receiving Information from Council – percentage figures
(gender and age)

Preferred Method	TOTAL	Gender		Age		
		Male	Female	18 to 34	35 to 54	55+
Council's Facebook page	33%	28%	39%	45%	40%	21%
By mail	25%	28%	21%	20%	25%	28%
Council e-newsletters/ e-mail	21%	19%	24%	21%	19%	24%
Local television news	14%	17%	11%	8%	11%	21%
Local radio	12%	12%	12%	11%	13%	12%
Local media's Facebook page	7%	9%	4%	9%	8%	4%
Council's website	7%	6%	8%	7%	6%	8%
Word of mouth	6%	6%	6%	4%	7%	6%
Daily Mercury newspaper	5%	3%	6%	2%	2%	8%
Instagram	5%	6%	4%	9%	5%	3%
Council libraries	2%	2%	1.2%	-	2%	3%
By phone	2%	1.0%	4%	1.5%	2%	3%
The Connecting Mackay engagement website	1.1%	1.4%	0.8%	-	1.9%	1.2%
Personal visits to Council	0.6%	0.5%	0.8%	-	0.5%	1.2%
LinkedIn	0.2%	-	0.4%	-	-	0.5%
Never/ no preference	6%	8%	3%	4%	5%	8%

Preferred Methods of Receiving Information from Council – percentage figures
(length of residency)

Preferred Method	TOTAL	Length of residency in Mackay				
		½ – 1 year*	2 – 5 years	6 – 10 years	11 – 15 years	More than 15 years
Council's Facebook page	33%	100%	23%	40%	41%	32%
By mail	25%	-	42%	27%	23%	25%
Council e-newsletters/ e-mail	21%	-	15%	19%	24%	22%
Local television news	14%	-	14%	13%	9%	15%
Local radio	12%	-	6%	20%	14%	11%
Local media's Facebook page	7%	-	8%	13%	8%	6%
Council's website	7%	100%	17%	3%	4%	7%
Word of mouth	6%	-	-	2%	9%	6%
Daily Mercury newspaper	5%	-	14%	8%	-	5%
Instagram	5%	-	-	6%	15%	4%
Council libraries	2%	-	-	2%	-	2%
By phone	2%	-	9%	8%	-	2%
The Connecting Mackay engagement website	1.1%	-	-	3%	-	1.2%
Personal visits to Council	0.6%	-	-	3%	-	0.5%
LinkedIn	0.2%	-	-	-	-	0.2%
Never/ no preference	6%	-	-	9%	6%	6%

*n=1 respondent.

Awareness of Council Connect – percentage figures (gender and age)

	TOTAL	Gender		Age		
		Male	Female	18 to 34	35 to 54	55+
Yes – aware of Council Connect	37%	36%	39%	35%	34%	42%

Awareness of Council Connect – percentage figures (residency in Mackay)

	TOTAL	Length of residency in Mackay				
		½ – 1 year	2 – 5 years	6 – 10 years	11 – 15 years	More than 15 years
Yes – aware of Council Connect	37%	-	32%	40%	29%	39%

Recall of Council Connect Newspaper Features – percentage figures (gender and age)

	TOTAL	Gender		Age		
		Male	Female	18 to 34	35 to 54	55+
Yes – recall newspaper features	31%	29%	34%	31%	34%	30%

Recall of Council Connect Newspaper Features – percentage figures (residency in Mackay)

	TOTAL	Length of residency in Mackay				
		½ – 1 year	2 – 5 years*	6 – 10 years	11 – 15 years	More than 15 years
Yes – recall newspaper features	31%	-	81%	26%	46%	29%

*n=2 out of 3 respondents.

Council's Corporate Plan

Awareness of Council's Corporate Plan – percentage figures (gender and age)

	TOTAL	Gender		Age		
		Male	Female	18 to 34	35 to 54	55+
Yes – aware of the Corporate Plan	24%	24%	25%	34%	17%	26%

Awareness of Council's Corporate Plan – percentage figures (residency in Mackay)

Element	TOTAL	Length of residency in Mackay				
		½ – 1 year	2 – 5 years	6 – 10 years	11 – 15 years	More than 15 years
Yes – aware of the Corporate Plan	24%	-	23%	32%	20%	25%

Agreement with Key Elements of Council's Corporate Plan – average agreement scores
(gender and age)

Element	TOTAL	Gender		Age		
		Male	Female	18 to 34	35 to 54	55+
Mackay Regional Council has improved community relationships with its Traditional Custodians of our land in the past 12 months.	6.6	6.7	6.6	7.2	6.1	6.8
There are better employment opportunities in the Mackay area today than in the previous 12 months.	6.4	6.5	6.4	7.1	6.0	6.5
The Mackay community is more resilient to natural disasters than in the previous 12 months.	6.3	6.3	6.2	6.8	5.8	6.5
Mackay Regional Council has improved the preservation and maintenance of the region's natural environment in the past 12 months.	6.2	6.3	6.1	6.8	5.7	6.2
The Mackay economy is stronger than in the previous 12 months.	6.2	6.5	6.0	6.8	5.7	6.4
There are more recreation and entertainment opportunities in the Mackay region than there were in the previous 12 months.	6.0	6.1	5.8	6.4	5.6	6.0
It is easier to travel around the Mackay region than it was in the previous 12 months.	5.7	5.7	5.8	6.4	5.2	5.8

Agreement with Key Elements of Council's Corporate Plan – average agreement scores
(residency in Mackay)

Element	TOTAL	Length of residency in Mackay				
		½ – 1 year*	2 – 5 years	6 – 10 years	11 – 15 years	More than 15 years
Mackay Regional Council has improved community relationships with its Traditional Custodians of our land in the past 12 months.	6.6	-	6.7	7.6	6.4	6.5
There are better employment opportunities in the Mackay area today than in the previous 12 months.	6.4	7.0	6.5	6.8	6.6	6.4
The Mackay community is more resilient to natural disasters than in the previous 12 months.	6.3	7.0	6.5	6.7	6.5	6.2
Mackay Regional Council has improved the preservation and maintenance of the region's natural environment in the past 12 months.	6.2	6.0	7.0	6.8	5.9	6.1
The Mackay economy is stronger than in the previous 12 months.	6.2	6.0	5.6	6.2	6.4	6.2
There are more recreation and entertainment opportunities in the Mackay region than there were in the previous 12 months.	6.0	6.0	6.0	6.4	6.0	5.9
It is easier to travel around the Mackay region than it was in the previous 12 months.	5.7	8.0	6.0	6.4	5.7	5.6

* The n=1 respondent who had resided in the Mackay region for 6 months – 1 year gave a 'can't say' response for one element.