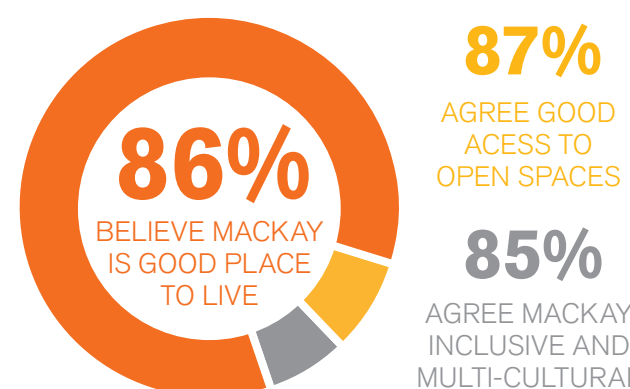


# 'We're living here cause we love it'

The results of our third Community Attitude Survey are in and residents rate Mackay's liveability highly

AN insight into what residents think of council services has confirmed one of the region's worst-kept secrets — Mackay is a top place to live.

Hot on the heels of being named Wotif's Town of the Year for 2018, Mackay's liveability has again rated highly in council's latest Community Attitude Survey.



Asked to rate their agreement with 11 statements relating to liveability, the survey showed residents are generally content with life in Mackay.

Mayor Greg Williamson said residents rated access to sporting and recreation activities highly.

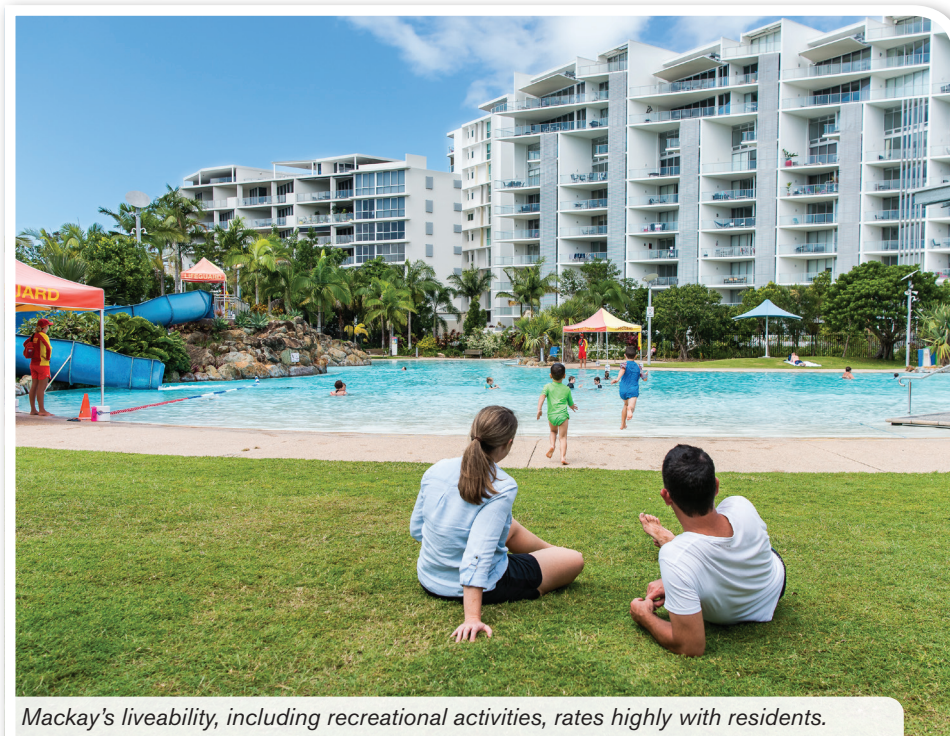
to help generate a positive, vibrant region. These results show we're heading in the right direction."

Overall, 86 per cent of residents agreed with the statement "I believe Mackay is a good place to live", with just seven per cent disagreeing, resulting in a rating of 7.8 out of 10.

He said about 85 per cent also labelled Mackay as an inclusive, multi-cultural community.

The survey did highlight affordability remained an issue in the region.

"Cost of living pressures in Mackay are something council is acutely aware of," said Cr Williamson.



Mackay's liveability, including recreational activities, rates highly with residents.

"We're trying to do our bit by always looking for cost efficiencies in council's operations," he said. "For example, we recently granted a \$2 million tender to install solar power on 21 council facilities which will save \$17 million in electricity costs over the next two decades."

on behalf of Mackay Regional Council, with the previous two being undertaken in 2009 and 2014.

This was the first year a separate section of questions relating to liveability were included.

In the latest survey, a total of 1064 random interviews were conducted across the region.

Overall, satisfaction with council services was on a par with the previous two surveys, with six out of every 10 residents, or 61.6 per cent, highly satisfied with council's overall performance.

"The survey highlighted some areas we are doing well in and some other areas we need to pay more attention to," said Cr Williamson.

>> View the full Mackay Regional Council Community Attitude Survey report at [mackay.qld.gov.au/survey](http://mackay.qld.gov.au/survey)

## Wheelie bin collection tops ratings

KERBSIDE wheelie bin collection is one of the council services residents are most happy with.

In the 2018 Community Attitude Survey, residents were asked to rate their satisfaction with nearly 40 council services and functions on a scale of zero to 10.

Any rating of 7.5 or better was considered a high satisfaction rating.

Deputy Mayor Amanda Camm said kerbside wheelie bin collection topped the satisfaction ratings, with a score of 8.2.

Other services and facilities in the top seven scores included Mackay Regional Botanic Gardens (8.1), library services (7.9), Bluewater Lagoon (7.8), sewerage system (7.7) and operation of



Kylie Rogers puts out her kerbside wheelie bins for collection.

the MECC and Sarina Sugar Shed (both 7.7).

"Kerbside wheelie bin collection consistently rated at the top in all three surveys done since 2009," Cr Camm said.

"The biggest mover in the 2018 survey was the Mackay

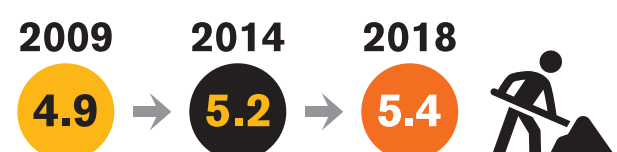
Regional Botanic Gardens, moving from a score of 7.6 in 2014 to 8.1."

Cr Camm said the region's water supply also scored well with 7.5, up from 7.2 in 2014.

She said management of emergency events scored 7.3, down from 7.6 in 2014.

"This is still a good score and the fact the impact of last year's Cyclone Debbie is still firmly in the minds of many residents may have impacted the 2018 score.

"Our community festivals and events also scored well with a 7.3 rating, up from 7.1 in 2014."



## Council making inroads

INVESTMENT in the region's road network is not going unnoticed by residents.

The Community Attitude Survey satisfaction rating for sealed roads has improved steadily across the past three surveys.

It has risen from 4.9 in 2009, to 5.2 in 2014 and 5.4 in the latest survey.

Chief executive officer Craig Doyle said the slight increase in satisfaction ratings was pleasing but the latest score showed there was still plenty of room for improvement.

"The satisfaction rating for unsealed roads was even lower, so there is also some

work to do in this area," he said.

One of the reassuring findings from the 2018 survey is council is on the same page when it comes to priorities over the next three years.

"Residents want a greater focus on the region's roads and for council to encourage tourism in the area and continue to attract new business and support local industry," Mr Doyle said.

"They are also key areas for us. We've just appointed a new capital works director and have initiatives like our Invest Mackay Events Attraction Program and Facilitating Development policy."

# What our community thinks at a glance



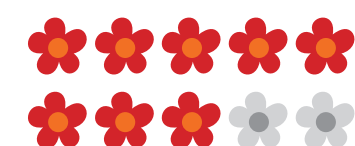
KERBSIDE WHEELIE BIN COLLECTION



CUSTOMER SERVICE HIGHLY SATISFIED

**HIGHLY SATISFIED**

**8.1** BOTANIC GARDENS  
**7.9** LIBRARY SERVICES  
**7.8** BLUEWATER LAGOON



**EMERGENCY MANAGEMENT**



DOWN FROM 7.6 IN 2014

**MAIN THINGS REGION LACKS**

**2** ENTERTAINMENT /TOURISM

**JOBS / YOUTH ACTIVITIES**

**TOP PRIORITIES SHOULD BE**

- ROADS MAINTENANCE
- ENCOURAGING TOURISM
- ATTRACTING NEW BUSINESS

**CONTACTING COUNCIL**

**80%** PHONE REMAINS MOST POPULAR METHOD

**NEED TO IMPROVE**

**5.4** SEALED ROADS  
**4.8** UNSEALED ROADS

## How we stack up against similar size councils

COMMUNITY Attitude Survey results for four comparable councils have provided Mackay Regional Council with handy external benchmarks in relation to the services it provides.

Mackay's overall satisfaction rating was slightly higher than comparable councils, with 66 compared to 65.

However, it was much higher in some key areas. For example, kerbside wheelie bin

collection's rating in Mackay was 82, compared to 76.

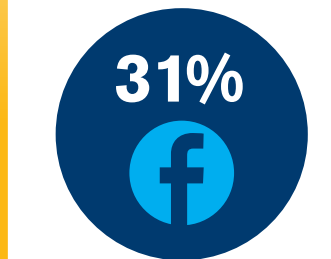
Examples of other significantly higher ratings in Mackay compared to the comparable councils' score include: Condition of footpaths 63 (54); condition of public toilets 62 (49); support for local industry and business 65 (53); bikeways and walkways 69 (57); community festivals and events 73 (66); and informing the community 66 (62).

**1046** RESIDENTS INTERVIEWED

> Overall satisfaction 6.6 out of 10 - on a par with 6.7 in 2014 and 6.5 in 2009.  
> 76% satisfied with performance in past year



EXTERNAL BENCHMARKS	MRC	OTHERS
Overall Satisfaction	66	65
<b>BASIC SERVICES &amp; INFRASTRUCTURE</b>		
Kerbside wheelie bin collection	82	76
Sewerage system	77	73
Water supply and quality	75	73
Condition of local swimming pools	72	67
Maintenance of parks and playgrounds	70	68
Condition of footpaths	63	54
Condition of public toilets	62	49
Condition of local sealed roads	54	53
Condition of unsealed local roads	48	47
<b>ENVIRONMENT</b>		
Control and management of dogs	63	64
<b>ECONOMY</b>		
Promotion of tourism and the region	67	64
Council's encouragement /support for local industry/business	65	53
<b>SOCIAL SERVICES</b>		
Bikeways and walkways	69	57
Provision of community centres and halls	69	65
Provision of youth services and facilities	64	57
<b>CULTURAL SERVICES</b>		
Operation of library services	79	77
Council's community festivals and events	73	66
<b>PLANNING</b>		
Planning for the region's future growth and development	61	58
The planning assessment application process	55	52
<b>COMMUNICATION</b>		
Informing the community of council services, facilities, events	66	62
Consultation and engagement with the community	61	56



## Residents 'like' our Facebook

RESIDENTS love Facebook when it comes to receiving information about council.

Council's Facebook page, which has more than 22,600 followers, was the number one go-to source for residents to receive information.

In the survey, 31 per cent of residents said they received their council information from Facebook. It was the big mover in the communication section of the survey, doubling from 2014.

Other main sources of council information included television (29 per cent), newspaper (24 per cent), radio 20 per cent, mail 20 per cent and council's website 12 per cent.

Keeping our community informed continues to be a priority. A total of 70 per cent of residents were satisfied with council communication, slightly up on 2014.

Consulting with the community is an area residents would like to see an improvement in.

In terms of contacting council, phone remains the most common method for residents at 80 per cent.

Residents also have a strong interest in doing more council business online. Two-thirds of residents like the idea of an online portal to access council payments, such as rates and water notices and pet registration renewals.