

APPENDIX 4

2006 Residents' Survey

Background to October 2006 Survey

Gosford City Council has a strong commitment to ensuring the views and perceptions of the community it serves are fully accounted for in its planning processes. As part of this commitment, Council initially commissioned the Hunter Valley Research Foundation in July 1997 to undertake a survey of residents' perceptions and opinions about Council and the facilities and services it provides. A survey was then carried out each year from 1999 to 2003 and then in 2004 and 2006. It is due to be carried out again in October 2008. In October 2006 the Hunter Valley Research Foundation conducted a telephone survey of 500 randomly selected residents within the Local Government Area. Issues covered were community attitudes towards:

- Core attributes of the Gosford City Council area as a place to live;
- Importance attached by the community to the services provided by Council;
- Satisfaction of the community with these services
- Quality of contact between Council staff and the community.

The questionnaire was based on that used for the 2004 survey to enable comparison of the results between the two periods. To ensure the survey was statistically valid, the data was weighted by household size and then by respondent age and gender so as to match the demographic profile of the City. (A sample size of 500 respondents provides an accuracy level of approximately +/- 4.5%. While an increased sample size will bring about a tighter range of accuracy, above 500 respondents the gains in accuracy for each additional 100 respondents becomes increasingly smaller. Therefore a sample size of 500 respondents represents an optimal balance between accuracy and cost).

The survey received considerable response from participants (81%) which compared favourably with that achieved in 2004 (83%).

Results of the 2006 Resident Survey

Respondents were presented with a five-point scale for the assessment of the importance of, and satisfaction with, Council services.

Service Importance

With regard to importance of a service, a rating of:

- 1 indicated that the service was *not important*;
- 2 indicated that the service was *somewhat important*;
- 3 indicated that the service was *moderately important*;
- 4 indicated that the service was *quite important*, and
- 5 indicated that the service was *very important*.

The survey showed that all but 3 of the 35 services included in the survey received importance scores of 4 or above, placing them within the *quite important* to *very important* range. (In the 2004 survey, there were 5 services that were rated as *not important*).

The most important services to residents were:

- Quality and reliability of water supply (importance scores of 4.9 each)
- Water conservation initiatives (importance score of 4.9)
- Garbage collection and disposal (importance score of 4.8)
- Recycling and waste reduction (importance score of 4.8)
- Developing and maintaining the road network (importance score of 4.8)
- Long-term planning and vision (importance score of 4.7)
- Regulating traffic flow (importance score of 4.7)
- Sewerage service (importance score of 4.7)
- Environmental monitoring and protection (importance score of 4.6)
- Parks and recreation areas (importance score of 4.6)
- Maintenance and control of beaches and beach facilities (importance score of 4.6)
- Footpath networks (importance score of 4.6)

The services that were considered to be the most unimportant to residents were:

- Arts, entertainment and cultural facilities (importance score of 3.9)
- Theatres (importance score of 3.9)
- Regional Art Gallery (importance score of 3.5)

Service Satisfaction Level

With regard to resident satisfaction with the level of service provided by Council, a rating of:

- 1 indicated that residents were *very dissatisfied* with a service;
- 2 indicated that residents were *dissatisfied* with a service;
- 3 indicated that residents were *neither dissatisfied nor satisfied* with a service;
- 4 indicated that residents were *satisfied* with a service, and
- 5 indicated that residents were *very satisfied* with a service.

Residents were asked to indicate their satisfaction with Council's provision of each of the 35 services and facilities specified. While most residents were prepared to rate the importance of the services and facilities, they were less able to rate their satisfaction with some of the items, because they (the services) are relevant to specific population sub-groups and some people may have no reason to access them. In particular, a relatively high proportion could not rate their satisfaction with facilities for children, the aged, youth, as well as the Regional Art Gallery.

On balance, residents were satisfied with the provision of 27 of the 35 services surveyed, providing mean satisfaction ratings ranging between 3.1 and 4.3 out of 5.

The survey indicated that residents were most satisfied with the following services which all received ratings above 3.5:

- Garbage collection and disposal (satisfaction rating of 4.3)
- Library services (satisfaction rating of 4.1)
- Recycling and waste reduction (satisfaction rating of 4.0)
- Sewerage service (satisfaction rating of 4.0)
- Maintenance and control of beaches and beach facilities (satisfaction rating of 3.8)
- Managing the main shopping areas (satisfaction rating of 3.6)
- Parks and recreation areas (satisfaction rating of 3.6)
- Swimming facilities (satisfaction rating of 3.6)
- Child care centres and services (satisfaction rating of 3.6)
- Senior citizens centres (satisfaction rating of 3.6)
- Theatres (satisfaction rating of 3.6)
- Community centres (satisfaction rating of 3.6)

Residents were most dissatisfied with the following services, which all received mean scores of less than 3 out of 5:

- Long-term planning and vision (satisfaction rating of 2.9)
- Footpath networks (satisfaction rating of 2.9)
- Developing and maintaining the road network (satisfaction rating of 2.8)
- Water conservation initiatives (satisfaction rating of 2.7)

An examination of the importance and satisfaction scores allows specific insight into trends. However, considering the combination of these scores enables a greater global view of the performance and policy implications. In the table below, items have been compared by both importance and satisfaction scores and graded into one of the four quadrants.

IMPORTANCE	PRIMARY POLICY FOCUS	SECONDARY POLICY FOCUS
HIGHER	High Importance Low Satisfaction URGENT ATTENTION REQUIRED	High Importance High Satisfaction MAINTAIN PRESENT PRACTICE
	Quality of the water supply Reliability of the water supply Water conservation initiatives Developing and maintaining the road network Long-term planning and vision Regulating traffic flow Environmental monitoring and protection Footpath networks	Garbage collection and disposal Recycling and waste reduction Sewerage services Parks and recreation areas Maintenance and control of beaches and beach facilities
LOWER	Low Importance Low Satisfaction MEDIUM-TERM ACTION	Low Importance High Satisfaction ASSESS PRESENT PRACTICE
	Managing residential development Transport services and networks Informing residents about Council activities The way Council employees deal with the public Council's performance OVERALL Greening and tree preservation Encouraging industry and business Community involvement in Council's decision-making Youth services Managing Gosford CBD appearance and layout Promotion of tourism Cycleways	Library services Managing the main shopping areas Swimming facilities Child care centres and services Sporting fields and buildings Senior citizens centres Community centres Arts, entertainment and cultural facilities Theatres Regional Art Gallery

APPENDIX 5

Glossary of Terms

ABEF: Australian Business Excellence Framework. Originally developed in 1987, this is Australia's Framework for innovation, improvement and long-term success, applicable to all organisations, large and small, private and public, whatever their purpose. The Framework has been developed to assist organisations to measure current performance and build a pathway to long-term success.

AEP: Annual Exceedance Probability. The result produced from the analysis of data and the use of statistical theory enabling an estimate to be made of the probability that a particular event will be equalled or exceeded at a particular place and over any given period of time.

AHS: Affordable Housing Strategy. Provides a framework for addressing housing issues across the City of Gosford. The document presents research and consultation findings highlighting a range of issues relating to the availability of affordable housing. The document also includes a strategy table setting out actions for Council in response to the identified issues.

ATSIC: Aboriginal and Torres Strait Islander Commission.

BASIX: Building Sustainability Index. Introduced by the NSW Government this index ensures homes are designed to use less potable water and can be responsible for fewer greenhouse gas emissions by setting energy and water reduction targets for house and units. The Certifying Authority requires a BASIX certificate to be attached to the development application before it can be processed.

BID: A Business Improvement District usually refers to a defined commercial area in which commercial property owners and business operators work together to provide extra services, over and above those provided by a Council. These extra services often include cleaning, security, event promotion and marketing, and improving streetscapes.

BIS: Business Information System.

BSC: Balanced Scorecard. A multi-dimensional framework for developing, implementing and assessing performance at all levels of an enterprise by linking goals, initiatives and measures to an organisation's strategy.

BWPoM: Brisbane Water Plan of Management. Provides detailed management guidelines for development within the Brisbane Water Estuary.

CARES: Community and Roads Education Scheme. Involves the establishment of a purpose built facility staffed by the NSW Police service at which young bicycle riders can be educated in road safety skills in a safe environment.

CBD: Central Business District.

CGGRS: Corporate Greenhouse Gas Reduction Strategy. Identifies energy conservation measures to be implemented by Council to reduce its energy consumption and thus greenhouse gas emissions.

CGGRS¹: Community Greenhouse Gas Reduction Strategy. A strategy for Council to assist the community to reduce their energy consumption, waste generations and fuel consumption and thus their greenhouse gas emissions.

CIS: Refers to Council's Civic Infrastructure Strategy. It is a set of 54 projects across the entire Gosford LGA to meet the outcomes of the extensive community consultation carried out in the development of Vision 2025. These projects relate to sports, the environment, roads and traffic, culture and many more important areas of concern across the region. It is expected that their completion will provide a catalyst for sustainable economic, social and community development into the future that will benefit future generations.

City Centre: The City Centre comprises the area of Gosford bounded by Racecourse Road to the west, Brisbane Waters to the south, Dwyer Street to the north and the ridgeline in Rumbalara Reserve to the east.

Corporate Plan: The Corporate Plan describes how Council will aim to achieve its Corporate Vision and Mission through various projects, studies and strategies over the next four years.

COSS: A network of Council owned and other public land that has been protected for its unique scenic quality, recreational and environmental values. Development is restricted in these areas. These lands are an important feature of the Gosford City.

CP: Contributions Plan. The formal plan whereby Council collects contributions under Section 94 of the Environmental Planning and Assessment Act and identifies what works and services will be provided where, and an estimated cost to cater for the needs of future development.

CSP: Community Safety Plan. Developed in partnership with key agencies and community representatives to develop a safer and more cohesive community.

CSS: Customer Service Strategy. Sets out the principles, strategies and actions for the development of a team, processes and systems that will support enhanced customer contact across Council inclusive of payments and phone calls.

Cultural Plan: Council has prepared a Cultural Plan that reviews Council's current role in arts and culture and sets out priorities for further enhancing opportunities for participation in arts and cultural activities in the City. It identifies a vision for the future of cultural development and proposes actions and approaches to realise that vision.

CWB: Capital Works Budget. Council's adopted four-year program for the provision of capital projects and other major initiatives. New recurrent activities are included in the capital works Budget for the first year of their operation.

DA: Development Application. A document that facilitates consent from Council to carry out development.

DBMS: Draft Biodiversity Management Strategy. Provides an action plan to implement Council's Biodiversity Policy.

DCP: Development Control Plan. Sets out detailed guidelines on how development should occur. This is not a statutory document like an LEP.

Disability Action Plan: A statement of Council's commitment to improve access for people with disabilities to all of its services and facilities over the next five years and on an ongoing basis. It details how Council continues to address the barriers people with disabilities face when accessing services and facilities, both environmental and attitudinal. It is based on the Disability Discrimination Act of 1992 and is lodged with the Human Rights and Equal Opportunity Commission. With good planning and design it will be possible for Council to move from a complaints based scheme of modifications to a proactive approach to inclusion.

DLEP: Draft Local Environment Plan. A draft statutory environmental planning instrument prepared under the Environmental Planning and Assessment Act by Council to guide whether development is permissible or prohibited, outline objectives for areas, and provide critical development standards, amongst other matters. This plan remains a draft until either the Minister approves it and has it made by a notice in the Government Gazette or declines to make the plan.

DOP: Department of Planning, the state government's planning authority.

eCommerce: Transactions, generally of a commercial nature, previously performed via counter enquiry, fax or phone, performed via the Internet and other electronic means.

EEO: Equal Employment Opportunity. Is the right to fair and unbiased conduct, practices and decisions in all employment-related activities.

EES: Environmental Education Strategy. Sets out for Council the requirements for environmental education (it's focuses and priorities) both internally and externally (in the community), whilst developing a process of environmental education in the LGA in the light of regional, state, national and international objectives that provide a context and direction that has a local, as well as a global, focus.

EP: Environmental Policy. The objective of Council's Environmental Policy is to effectively integrate the principles of ESD into all Council and community functions so as to achieve a clean, healthy and ecologically sustainable environment for the City of Gosford. The Policy outlines a range of strategies

to be implemented to achieve this objective including the implementation of an environmental management system, integration of the principles of ecologically sustainability onto all Council policies and programs and monitoring of environmental performance and ongoing environmental education.

EPA: Environmental Protection Authority.

ESD: Ecologically Sustainable Development. Development that does not reduce the quality of the existing environment and will not compromise the ability of future generations to meet their needs. The principles of ESD call for a balance between future development and the need to not delay measures to prevent irreversible damage to the environment; ensure that the health, diversity and productivity of the environment is maintained/enhanced for future generations, conserve biological diversity and ecological integrity and improve valuation and pricing of environmental resources.

ESRP: Ecologically Sustainable Research Project. Council funds projects each year through the Ecologically Sustainable Research Committee that will assist Council in managing its natural resources and achieving Ecologically Sustainable Development.

Financial Strategy: In 1997 Gosford City Council commenced a comprehensive provision of community facilities for residents of Gosford. This \$70 million project was the most extensive strategy in the history of the City. The concept incorporates new and upgrading works throughout the City. Approximately \$70 million was spent on sporting and cultural facilities, town centre upgrades, environment projects and community facilities. The project is nearing its completion date.

Flooding Policy: Aims to protect existing and future development from stormwater flooding. This involves setting standards for new development and in carrying out mitigation and maintenance works.

Floodplain Management: A range of works, measures and policies designed to manage activities within a floodplain with a view to reducing potential damages.

Footpath Program: Is an element of the Capital Works Budget whereby funding is provided on an annual basis for the extension of the overall network of footpaths for Gosford LGA, to provide safe and convenient pedestrian and disabled access to such community infrastructure as shopping centres, schools, recreational facilities, railway stations and residential areas.

GCC: Gosford City Council.

GCCN: Gosford City Cycleway Network. Council has a citywide plan for a network of on-road and off-road cycleways to meet the business, recreational and general needs of cyclists throughout the City. It is being implemented on a priority basis in accordance with funding availability from the Roads and Traffic Authority.

GCCTTS: Gosford City Centre Traffic and Transport Study. Prepared as part of the Gosford City Centre Local Environment Plan 2004 review. Involved an assessment of the transportation requirements resulting from proposed increases in urban and residential densities in the town centre.

IMS: Integrated Management System. Council's IMS integrates occupational health, safety and environmental management. The IMS is a tool that Council has developed to ensure that its plans and policies for occupational health, safety and environmental management come to fruition by offering a structured and integrated approach across all of Council's operations.

Infrastructure: Council assets such as roads, drains, parks and community facilities.

Iplan: A NSW Government initiative to make the NSW planning system fully electronic in order that planning information and services will be available via the internet.

LEP: Local Environmental Plan. See DLEP.

LGA: Local Government Area.

LHCCREMS: Lower Hunter and Central Coast Regional Environmental Management Strategy. An initiative of the Local Governments of Gosford, Wyong, Lake Macquarie, Newcastle, Port Stephens, Cessnock and Maitland. LHCCREMS was developed to assist, support and resource local government to more efficiently develop and implement environmental management programs. It seeks to facilitate a regional approach to improved environmental management throughout the Lower Hunter and Central Coast by actively encouraging greater cooperation between member Councils, other authorities, industry and community groups.

MAA: Motor Accidents Authority.

NAISDA: The National Aboriginal Islander Skills Development Association Inc, evolved from a scheme known as the Aboriginal Islander Skills Development Scheme (AISDS). NAISDA has a philosophy which integrates Aboriginal and Torres Strait Islander studies into a dance arts course in which performance is fundamental. It is a professional dance training course that makes every effort to address and meet the bi-cultural needs of the Aboriginal and Torres Strait Island student in order that each person be successful in the school, work force and in Aboriginal and Torres Strait Islander communities.

QOL: The 'Quality of Life Strategy'. Formerly known as the Community Plan 2001. Provides an overview of community issues, how Council is responding to those issues and outlines the opportunities for other groups to get involved.

RTA: Roads and Traffic Authority.

Section 94: This section of the Environmental Planning and Assessment Act allows Council to require developers to contribute to the cost of infrastructure required by future population/development via the preparation of a Contributions Plan.

SEPP: State Environmental Planning Policy. Statutory environmental planning instruments that are prepared and gazetted by the State Government (Minister Infrastructure, Planning and Natural Resources) and apply across the State, relating to State-wide planning issues.

SR: Supplementary Sustainability Report 2007. A monitoring and reporting tool that can assist in environmental decision making, partly through the presentation of available data and partly through its monitoring and assessment of progress of particular actions or outcomes. Council has a legislative requirement to produce an annual Sustainability Report.

UFVC: Urban Fringe Very Large Comparison. The Hunter Valley Research Foundation has developed a benchmark measure of resident satisfaction with key local government services and facilities. Council's performance can be compared with that of groups of similar sized councils. The grouping of like councils is based upon the Australian Classification of Local Governments (1994) system. Gosford has been compared to the Australian Classification of Local Governments (1994) system's Urban Fringe Very Large (UFV) group for NSW, which is comprised of the local government areas of Baulkham Hills, Campbelltown, Gosford, Hornsby, Liverpool, Penrith and Wyong.

WaterPlan 2050: A long-term water supply strategy developed by the Gosford/Wyong Joint Water Authority to secure and sustain the water supply system on the Central Coast until the year 2050.

HOW TO CONTACT COUNCIL

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- 49 Mann Street, Gosford
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- Web address: www.gosford.nsw.gov.au
- Email: gocity@gosford.nsw.gov.au
- Call Centre: Phone 4325 8222

Depots

- Erina Depot: Phone 4325 8480
- Mangrove Mountain Depot: Phone 4374 1278
- Woy Woy Depot: Phone 4325 8300

Garbage Information

- General information: Phone 4325 8841

Council Service Centres

Council Service Centres are located within the libraries at Erina, Woy Woy and Kincumber:

- **Erina**

Erina Fair

Erina Centre & Library

Erina Fair Hive (Bus Terminus)

- **Woy Woy**

Cnr Blackwall Road & Oval Avenue

Woy Woy

- **Kincumber**

Bungoona Road

Kincumber

FEEDBACK FORM (CAN BE PHOTOCOPIED)

Council is interested in finding out what your thoughts are about this year's Corporate Plan. Your feedback will help with future publications.

Please complete this form and send to Gosford City Council, Corporate Planning Officer, PO Box 21, GOSFORD NSW 2250.

Please tick appropriate box:

Overall Appearance:	Poor	<input type="checkbox"/>	Average	<input type="checkbox"/>	Good	<input type="checkbox"/>	Excellent	<input type="checkbox"/>
Content:	Poor	<input type="checkbox"/>	Average	<input type="checkbox"/>	Good	<input type="checkbox"/>	Excellent	<input type="checkbox"/>
Readability	Poor	<input type="checkbox"/>	Average	<input type="checkbox"/>	Good	<input type="checkbox"/>	Excellent	<input type="checkbox"/>
How much of the plan did you read?	None	<input type="checkbox"/>	Half	<input type="checkbox"/>	Most	<input type="checkbox"/>	All	<input type="checkbox"/>

Suggestions for Improvement:

Structure of the document: _____

Tables: _____

Performance Indicators: _____

Expenditure Statement (graph): _____

General Comments: _____



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