



# City of Newcastle

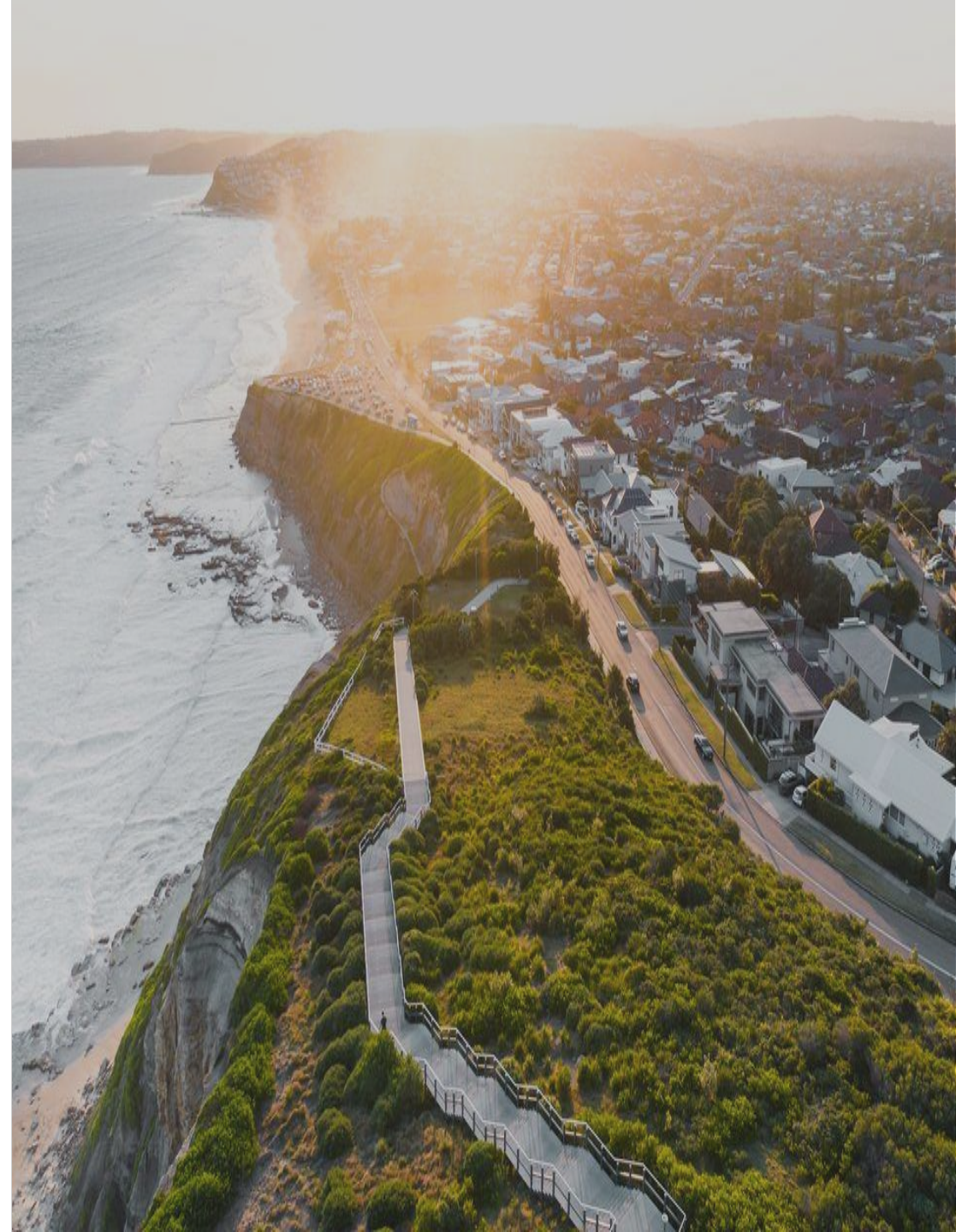
## Community Satisfaction Research – 2023

Prepared by: Micromex Research  
Date: July 14, 2023



# Report Outline

<u>Research Objectives and Sample</u>	3
<u>Summary Findings</u>	6
Detailed Results	
<u>1. Satisfaction &amp; Future Priorities</u>	10
<u>2. Summary of Services/Facilities</u>	15
<u>3. Communications</u>	28
<u>Appendix 1: Additional Analyses</u>	32
<u>Appendix 2: Questionnaire</u>	40







## Research Objectives

In May 2023, City of Newcastle commissioned Micromex Research to conduct a random telephone survey with residents living in the Newcastle Local Government Area (LGA).

### Why?

- Understand and identify community priorities for the City of Newcastle LGA
- Identify the community's overall level of satisfaction with City of Newcastle performance
- Assess and establish the community's satisfaction in relation to City of Newcastle activities, services, and facilities
- Determine the community's preferred methods of contact and channels of information

### How?

- Telephone survey (landline and mobile) to N=402 residents
- We use a 5 point scale (e.g. 1 = not at all satisfied, 5 = very satisfied)
- Greatest margin of error +/- 4.9% at the 95% confidence level

### When?

- Fieldwork conducted 13<sup>th</sup> – 20<sup>th</sup> June 2023

# Methodology and Sample

## Sample selection and error

A total of 402 resident interviews were completed, 46 landline and 356 mobile. 381 of the 402 respondents were chosen by means of a computer based random selection process using the Australian marketing lists, SamplePages, and Lead Lists. The remaining 21 respondents were 'number harvested' via face-to-face intercept at several locations around the Newcastle City LGA, i.e. Wallsend, Civic, and Hamilton.

Quotas of approximately 100 per Ward were set to ensure a good spread of interviews across the LGA.

A sample size of 402 residents provides a maximum sampling error of plus or minus 4.9% at 95% confidence. This means that if the survey was replicated with a new universe of N=402 residents, 19 times out of 20 we would expect to see the same results, i.e. +/- 4.9%.

## Interviewing

Interviewing was conducted in accordance with The Research Society Code of Professional Behaviour.

## Data analysis

The data within this report was analysed using Q Professional.

Within the report, ▲▼ and blue and red font colours are used to identify statistically significant differences between groups, i.e., gender, age, etc.



Significance difference testing is a statistical test performed to evaluate the difference between two measurements. To identify the statistically significant differences between the groups of means, 'One-Way Anova tests' and 'Independent Samples T-tests' were used. 'Z Tests' were also used to determine statistically significant differences between column percentages.

Note: All percentages are calculated to the nearest whole number and therefore the total may not exactly equal 100%.

## Ratings questions

The Scale of 1 to 5 was used in all rating questions, where 1 was 'very dissatisfied' and 5 was 'very satisfied'

This scale allowed us to identify different levels of satisfaction across respondents.

**Top 2 (T2) Box:** refers to the aggregate percentage (%) score of the top two scores for satisfaction or support. (i.e. satisfied & very satisfied)

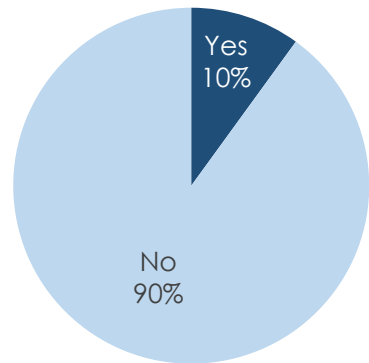
## Micromex LGA Benchmark

Micromex has developed Community Satisfaction Benchmarks using normative data from 75 unique councils, more than 175 surveys and over 93,000 interviews since 2012.

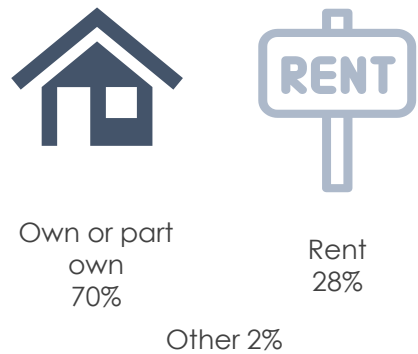
Please note: The Micromex Benchmark satisfaction norms are based on a uni-polar scale, and only those rating importance as 4 or higher were asked to rate their satisfaction. City of Newcastle residents were all asked to rate satisfaction, regardless of importance score – and they used a bi-polar scale. Thus, the benchmark data provided in this report should be considered as indicative only.

# Sample Profile

## Speak a Language Other Than English at Home



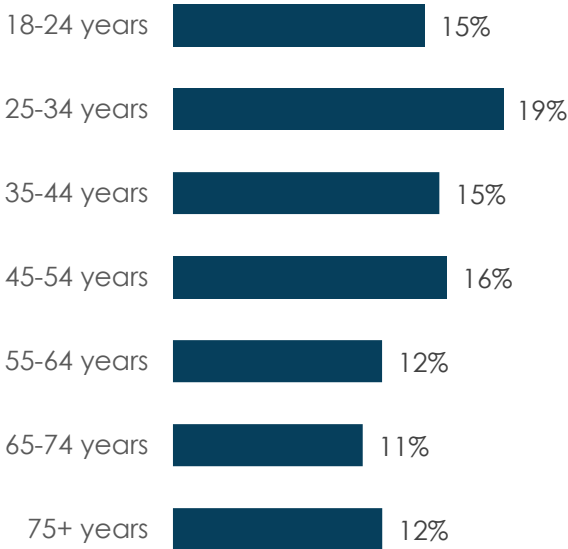
## Ratepayer status



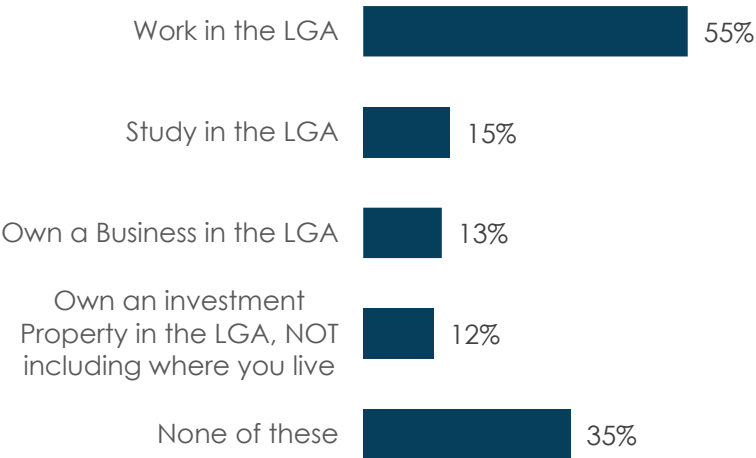
## Gender



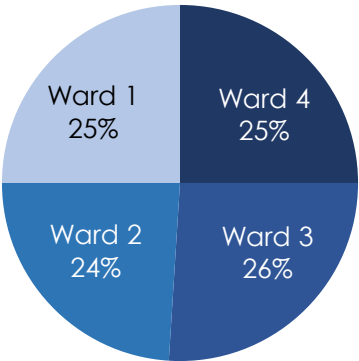
## Age



## Relationship to LGA



## Ward







## Summary Findings

The following page outlines key results, insights, drivers for improving satisfaction, and recommendations for what City of Newcastle should focus on moving into the future.

# Summary – Satisfaction Scorecard

17 of the 45 services/facilities received a satisfaction rating of 50% or more, while 6 were below 30%.



**Good performance**  
(T2B sat score ≥50%)



**Monitor**  
(T2B sat score 30%-49%)



**Needs improvement**  
(T2B sat score <30%)

Arts & Culture	Community	Infrastructure and transport
Library services and programs	Informing the community about City of Newcastle activities and services	Footpaths
Art Gallery and programs	Response to community needs	Local neighbourhood roads
Entertainment and events	Community involvement in Council decision making	Street and commercial area cleansing
Museum and programs	Community halls and centres	Regulating traffic flow on our local roads
Civic Services including Civic Theatre, City Hall and Visitors Information Centre	Cemeteries	Cycling facilities
Public art and monuments	Online services such as the website	Parking in the Newcastle CBD
Economic development	Coastal and aquatics	Stormwater drainage
Promotion of Newcastle (tourism)	Beaches and beach facilities	Public amenities
City innovation	Swimming Pools	Public domain - e.g. bus stop, street furniture
Economic development	Ocean Baths and facilities	Parks and recreation
Environment	Lifeguards	Playground equipment available
Environmental programs	Coastal management	Sporting facilities
Climate actions	Planning and development	Parks and recreation areas (including public parks, skate parks and dog parks)
Environmental monitoring and protection	Heritage conservation	Waste
Greening and tree preservation	Management of residential development	Green waste collection
City's bushland and waterways	Long-term planning and vision for the City	Recycling services and programs
City's wetlands and estuary	Flood planning	Garbage collection and disposal

# Summary – Results Highlights

## Satisfaction with the Standard of Services

63% of residents are satisfied or very satisfied with the standard of services City of Newcastle provides to the community.

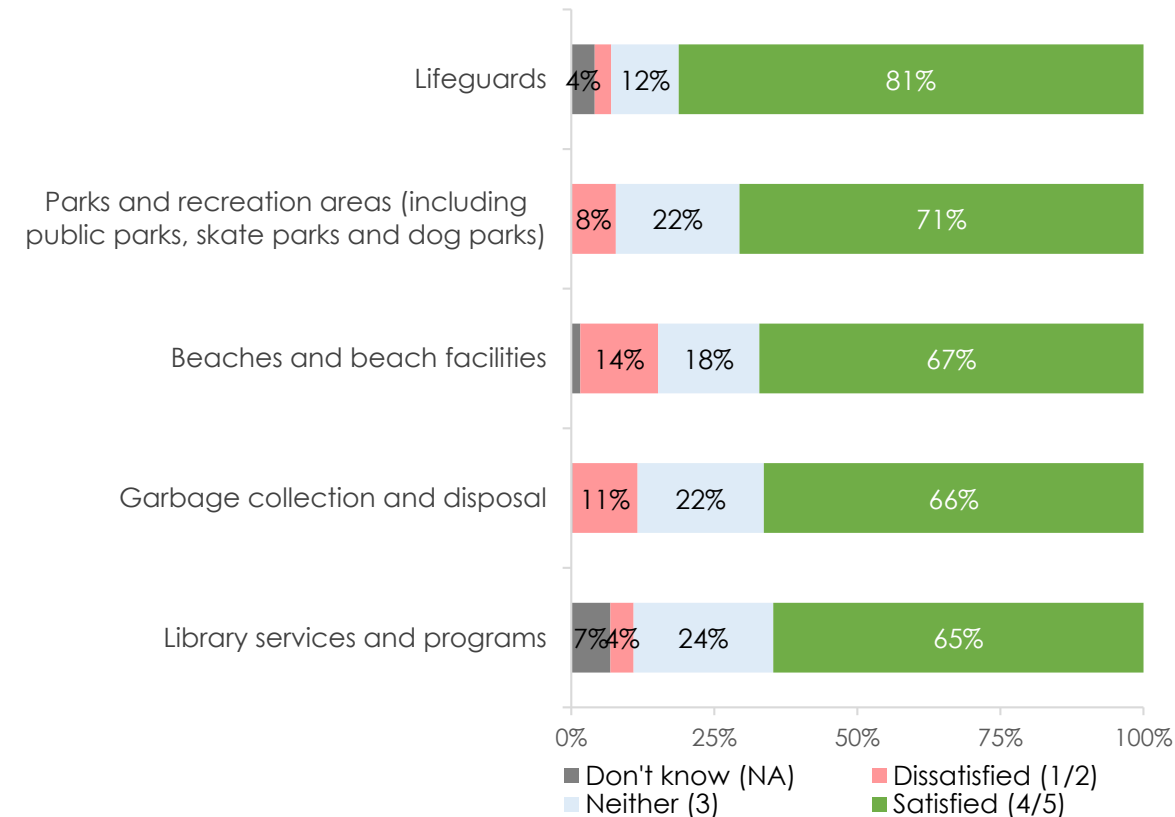


## Overall satisfaction

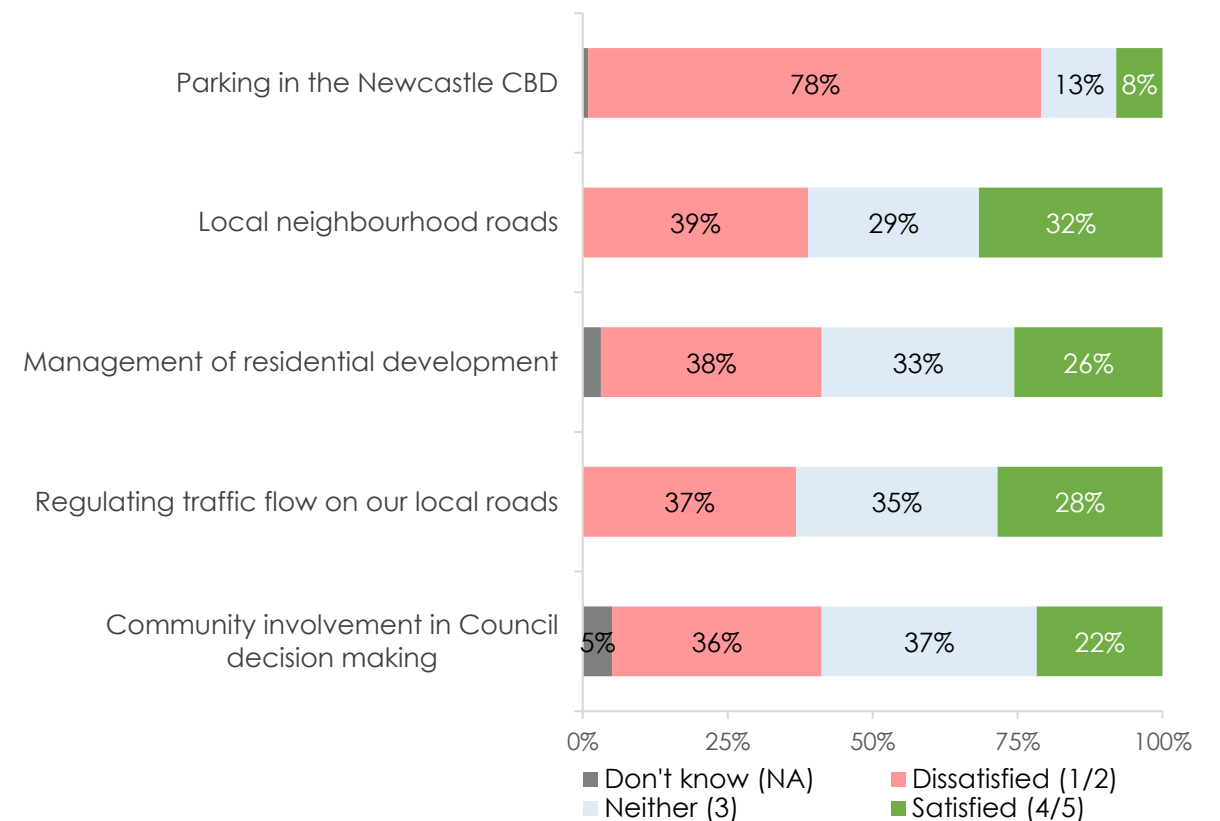
Overall, 61% of residents are satisfied or very satisfied with the performance of City of Newcastle over the last 12 months.



## Top 5 Highest Satisfaction Level



## Top 5 Highest Dissatisfaction Level





## Where are we now?

Despite many external stressors over recent years (eg: the impacts of COVID, inflation, housing affordability), the performance of Council over the past 12 months in the eyes of the community remains relatively consistent with previous waves. In fact:

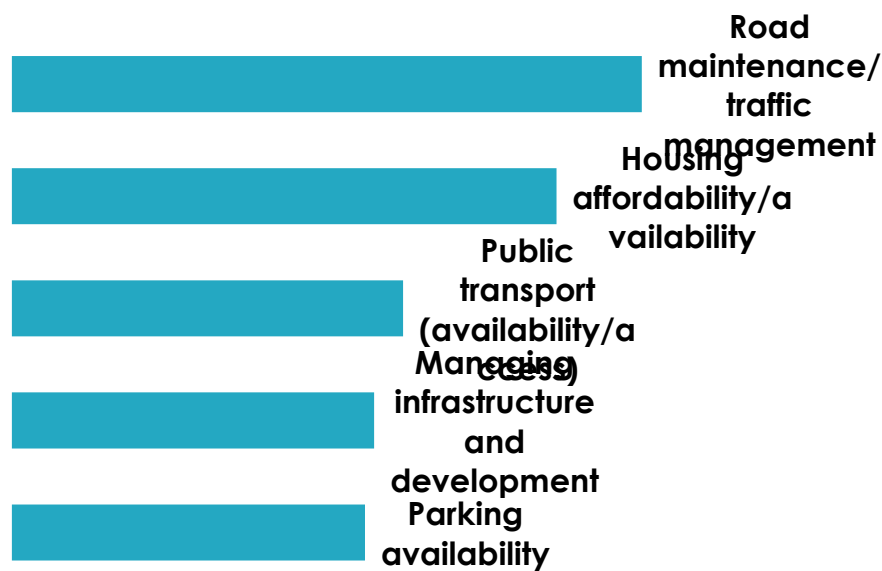
- Both 'Overall satisfaction with Council's performance' and 'Overall satisfaction with the standard of services' have increased marginally since 2022.
- Of the 45 services/facilities measured, three have increased significantly and two have decreased significantly.

## Looking Forward

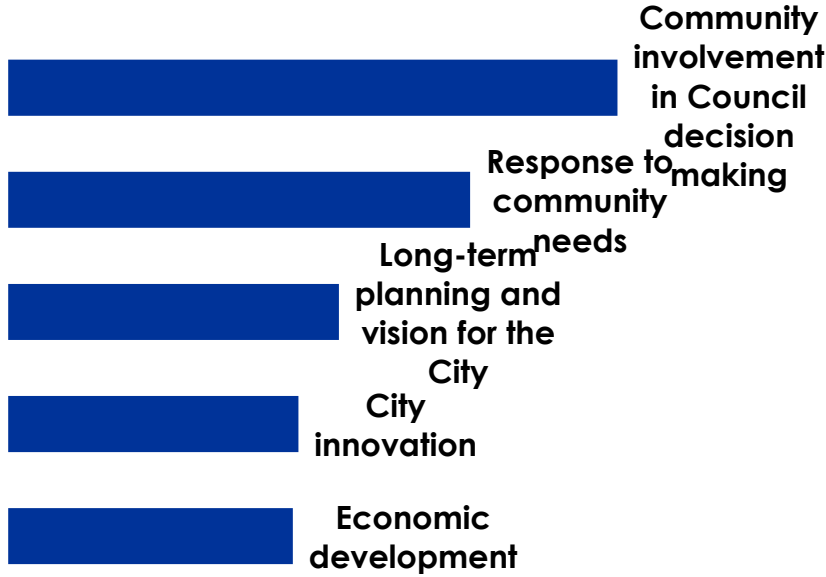
Based on an open-ended question (see chart at top right), residents believe the highest priorities are the challenges of a growing population in the future. Although roads/traffic and parking are top-of-mind priorities, and have some of the lowest satisfaction scores, these areas are not top drivers of satisfaction. From our regression analysis (chart at bottom right), we see that overall satisfaction is driven heavily by Council's involvement with and response to residents, as well as long term planning, city innovation, and economic development.

With satisfaction with these top drivers being below the average across all measures (see Quadrant Analysis), there is a clear opportunity for Council to lift overall satisfaction by involving and communicating with residents about Council's plans to deal with a growing population. By looking again at stated priorities, the clear tension points are housing, public transport, and managing infrastructure and development.

## Top 5 Stated Highest Priorities for Newcastle:



## Top 5 Drivers of Overall Satisfaction:





## Section One

# Satisfaction & Future Priorities

In this section we evaluate residents' satisfaction with the performance of City of Newcastle and satisfaction with the standard of services. Comparisons are made with the previous year's results.

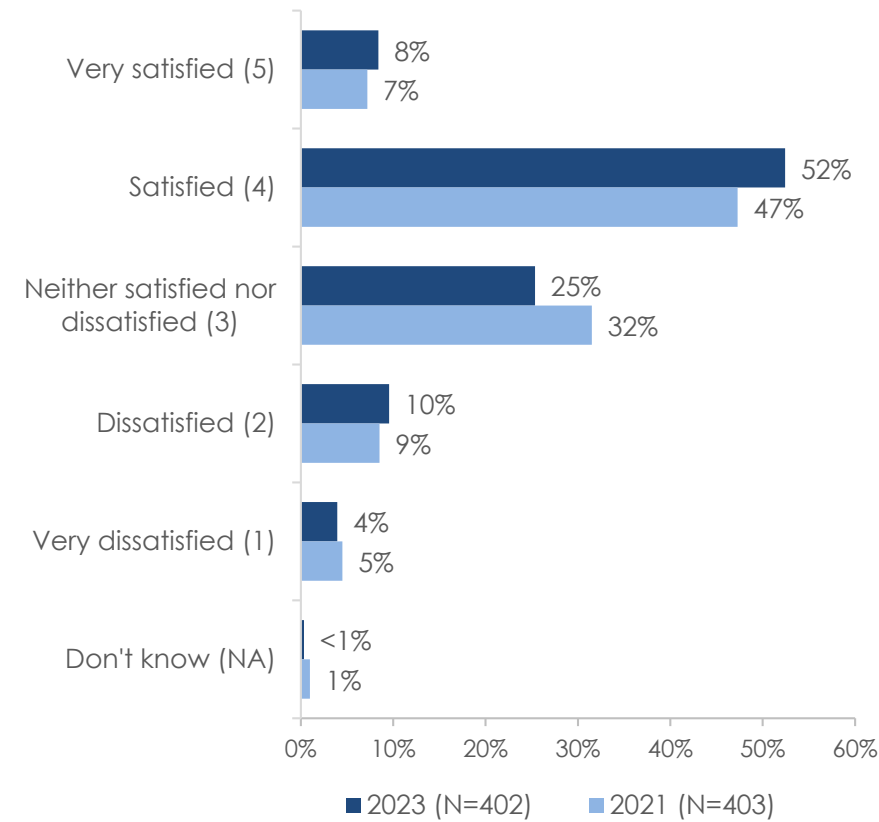
A further question has been added in 2023 which asks residents to state what they believe are the highest priorities for the City of Newcastle LGA.



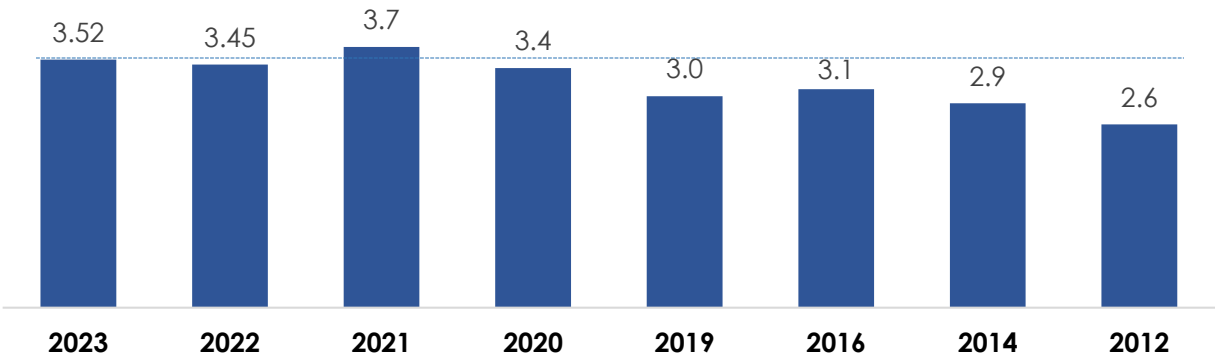
# Overall Satisfaction

Based on mean scores (chart at right), overall satisfaction with the performance of City of Newcastle has remained at a high level since 2022. Note however that in the chart below, there is some sense of a small shift from neutral to more positive ratings.

The 2023 results are significantly higher than the Micromex Coastal/Regional Benchmark, although as noted earlier there are methodology differences between the City of Newcastle questionnaire and our benchmarks.



Year on Year Trend  
Mean satisfaction rating



	City of Newcastle	Micromex LGA Benchmark – Coastal/Regional	Micromex LGA Benchmark – Regional
Top 2 Box %	61%↑	50%	47%
Mean rating	3.52	3.39	3.33
Base	402	18,552	47,365

↑↓ = A significantly higher/lower level of satisfaction (compared to the Benchmark)  
Note: Micromex benchmark uses the scale of 1 = not at all satisfied to 5 = very satisfied

	Gender		Age			Ward			
	Male	Female	18-34	35-54	55+	Ward 1	Ward 2	Ward 3	Ward 4
Top 2 Box %	57%	64%	69%▲	62%	52%▼	64%	55%	68%	56%
Mean rating	3.47	3.57	3.76▲	3.54	3.27▼	3.52	3.40	3.71▲	3.45
Base	195	207	135	125	141	100	97	103	102

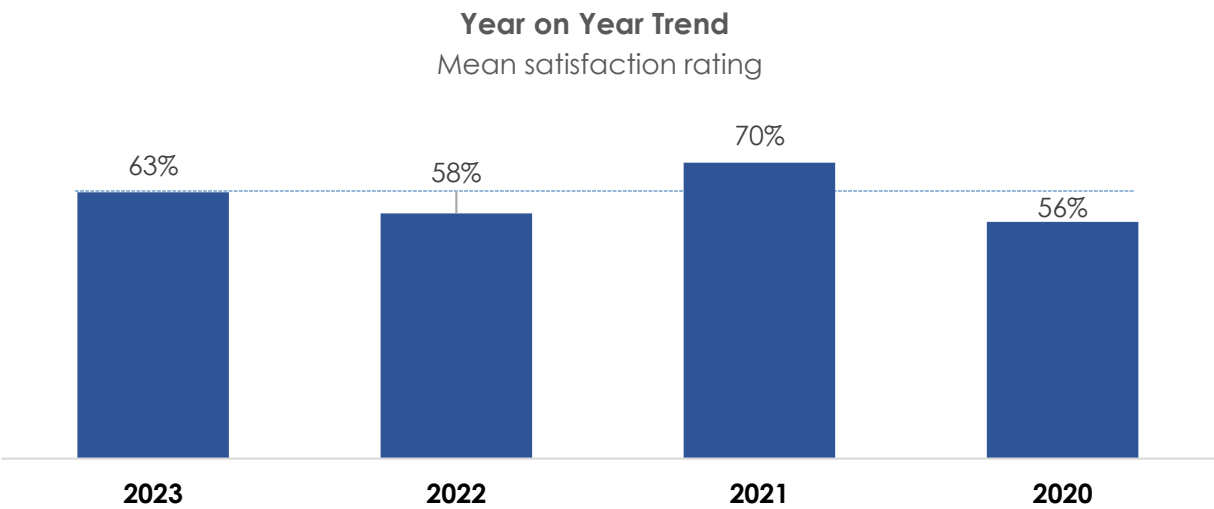
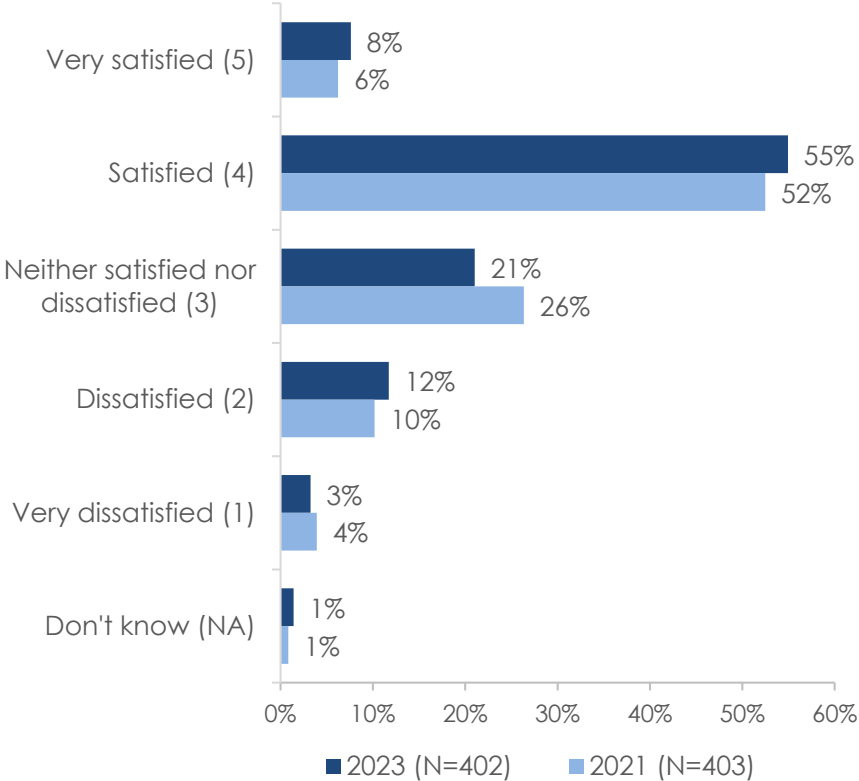
Scale: 1 = very dissatisfied, 5 = very satisfied

▲▼ = A significantly higher/lower level of satisfaction (by group)



# Satisfaction with Standard of Services

Satisfaction with the standard of services City of Newcastle provides to the community has increased since 2022 – note again the small shift from the neutral code to the more positive codes (see chart below). As for overall satisfaction on the previous slide, younger residents and those from Ward 3 were significantly more satisfied.



	Overall	Gender		Age			Ward			
		Male	Female	18-34	35-54	55+	Ward 1	Ward 2	Ward 3	Ward 4
Top 2 Box %	63%	63%	62%	63%	68%	58%	69%	54%	72%▲	55%
Mean rating	3.53	3.54	3.51	3.66▲	3.63	3.30▼	3.63	3.37	3.71▲	3.39
Base	402	195	207	135	125	141	100	97	103	102

Scale: 1 = very dissatisfied, 5 = very satisfied

▲ ▼ = A significantly higher/lower level of satisfaction (by group)

# Highest Priority Issues for the City of Newcastle Area

This year we added an open-ended 'highest priorities for the next ten years' question, so respondents could express what was important to them. The top 5 most frequently mentioned priorities focused on roads, transport (public transport and parking), development, and housing.

Looking across demographics (see overleaf), younger residents were significantly more likely to mention housing affordability/availability, and significantly less likely to mention 'managing infrastructure and development'.

## Example Verbatims

"Needing better public transport travelling in the Newcastle suburb network"

"Roads; fixing the roads and making car parking available"

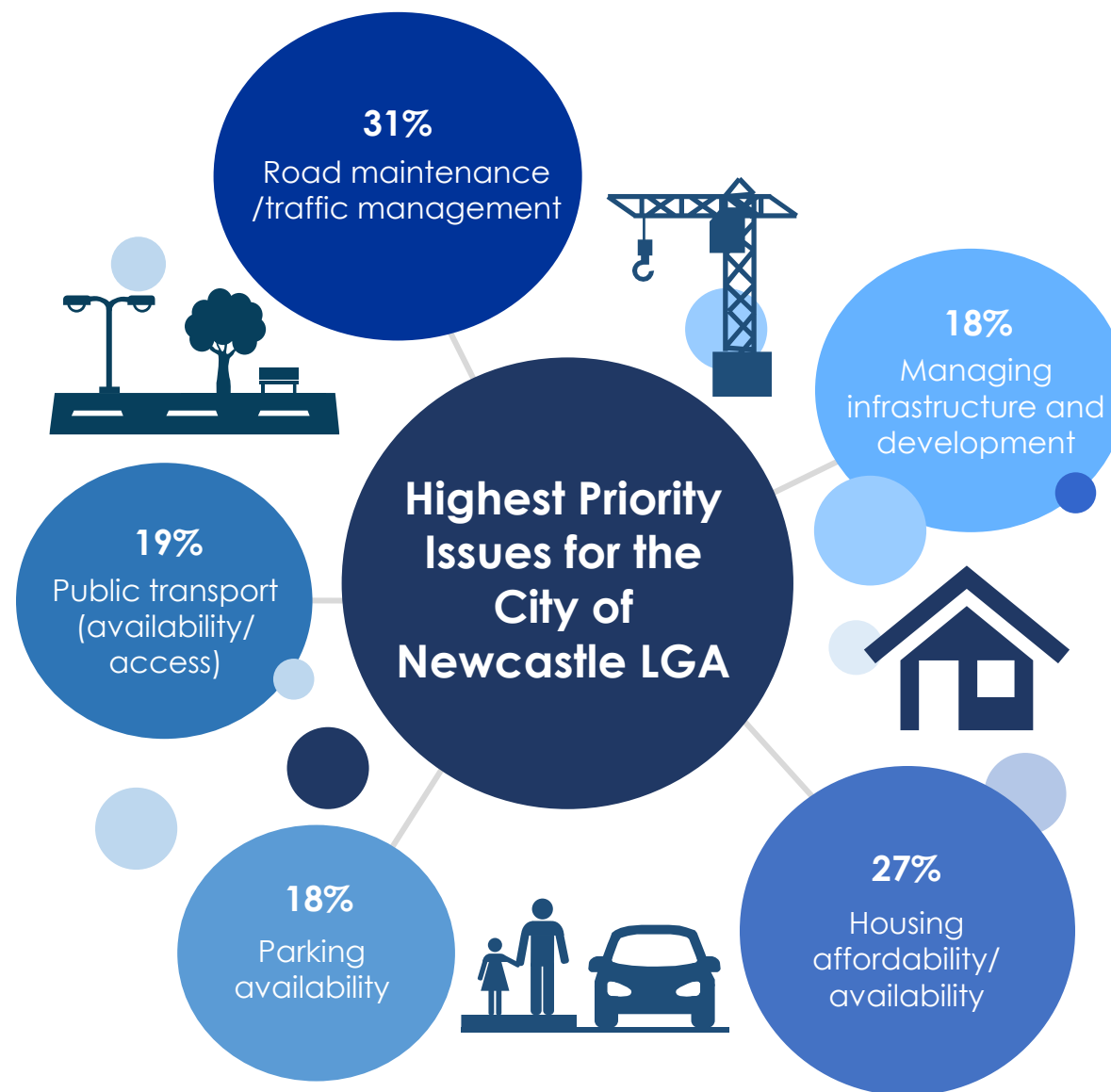
"Need to expand roads into 4 lanes to support the growth in population"

"Minimising car traffic and prioritising public transport"

"The rental crisis" "Lack of available housing"

"Infrastructure to support high-density housing"

"Parking availability in the City centre"



Base: N = 402

Q1. Thinking of the next 10 years, what do you believe will be the highest priority issues within the City of Newcastle Council area?

Please see Appendix 1 for full list of responses 13

# Highest Priority Issues for the City of Newcastle Area

Highest Priorities by Demographics

	Overall	Gender		Age			Ward			
		Male	Female	18-34	35-54	55+	Ward 1	Ward 2	Ward 3	Ward 4
Road maintenance/traffic management	31%	33%	30%	27%	34%	33%	24%	31%	28%	42%▲
Housing affordability/availability	27%	23%	31%	36%▲	25%	20%▼	31%	20%	31%	26%
Public transport (availability/access)	19%	20%	19%	19%	22%	18%	18%	23%	20%	17%
Managing infrastructure and development	18%	22%▲	14%	10%▼	22%	23%	12%	22%	19%	18%
Parking availability	18%	18%	17%	13%	20%	20%	23%	28%▲	9%▼	11%▼
Managing population growth	9%	9%	9%	9%	11%	8%	8%	9%	8%	11%
Increased/maintenance of facilities e.g. playgrounds, sporting grounds, pools	8%	9%	7%	3%▼	11%	11%	8%	13%	7%	5%
Managing increased cost of living	8%	6%	9%	8%	7%	8%	4%	11%	7%	8%
Maintenance/increase of parks/greenspaces	7%	6%	8%	6%	7%	8%	11%	7%	5%	5%
Improved Council communication/action	7%	8%	6%	2%▼	7%	12%▲	12%▲	10%	3%	3%▼
Managing pedestrian safety/footpaths	7%	5%	8%	4%	5%	10%▲	9%	7%	6%	3%
Base	402	195	207	135	125	141	100	97	103	102

Responses <7% not shown, see Appendix 1 for full list of responses  
▲ ▼ = A significantly higher/lower level of satisfaction (by group)





## Summary of Services/Facilities

This section summarises the detailed satisfaction ratings for 45 individual services and facilities that were presented to respondents. In this section we explore trends compared to past research and comparative norms.

# Services and Facilities

A major component of the 2023 Community Survey was to assess perceived satisfaction with 45 City of Newcastle services and facilities.

We have utilised the following techniques to summarise and analyse these questions:

Summary and Comparison with 2022 Results



Comparison with Micromex Benchmarks

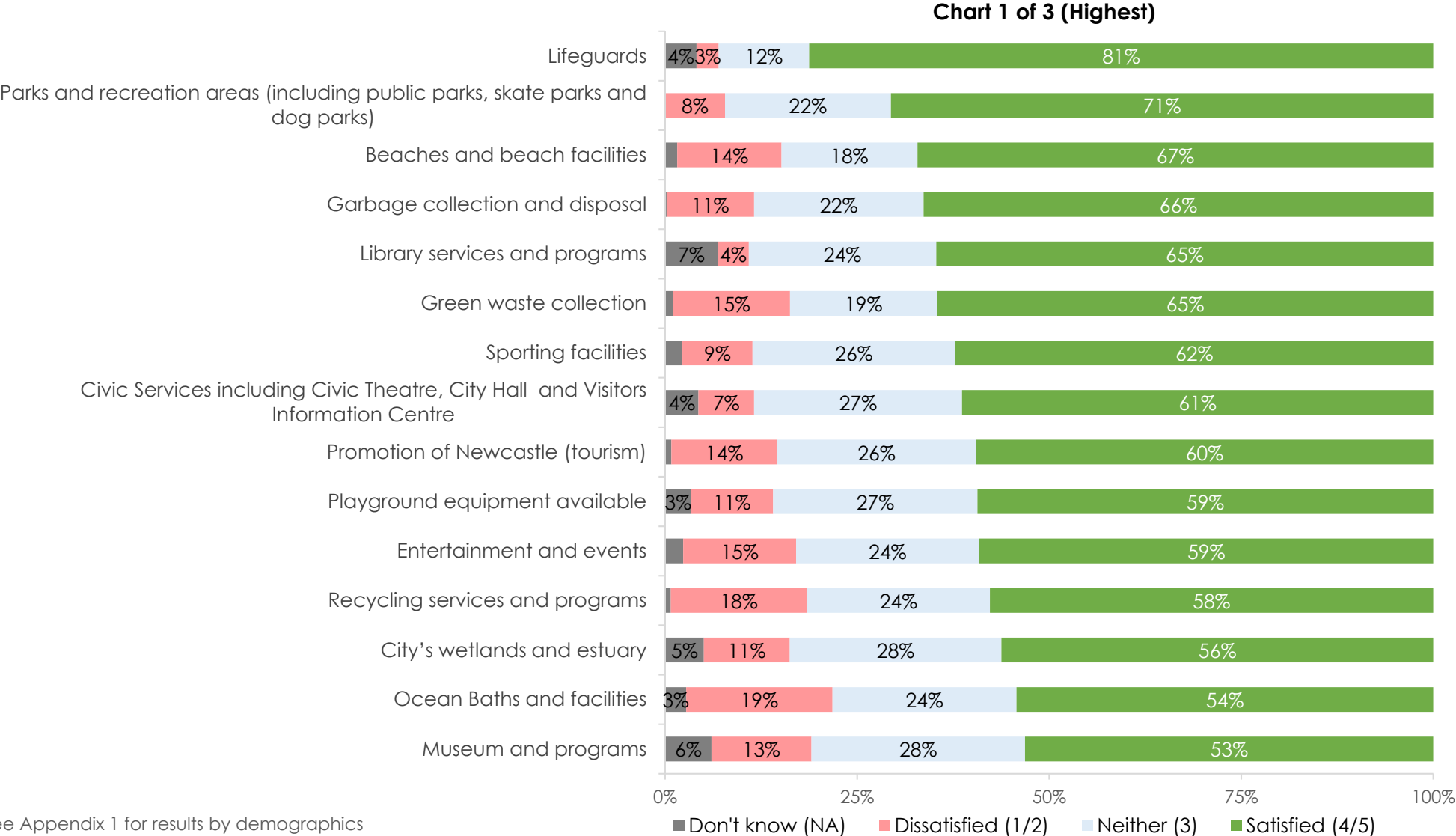


Regression Analysis (i.e.: determine the services/ facilities that drive overall satisfaction with City of Newcastle)



# Satisfaction With Services/Facilities – Summary (Highest)

The analysis in the following slides summarises the 45 services/facilities in order of highest satisfaction.  
Satisfaction increased significantly for 'beaches and beach facilities' and 'promotion of Newcastle (tourism)'.

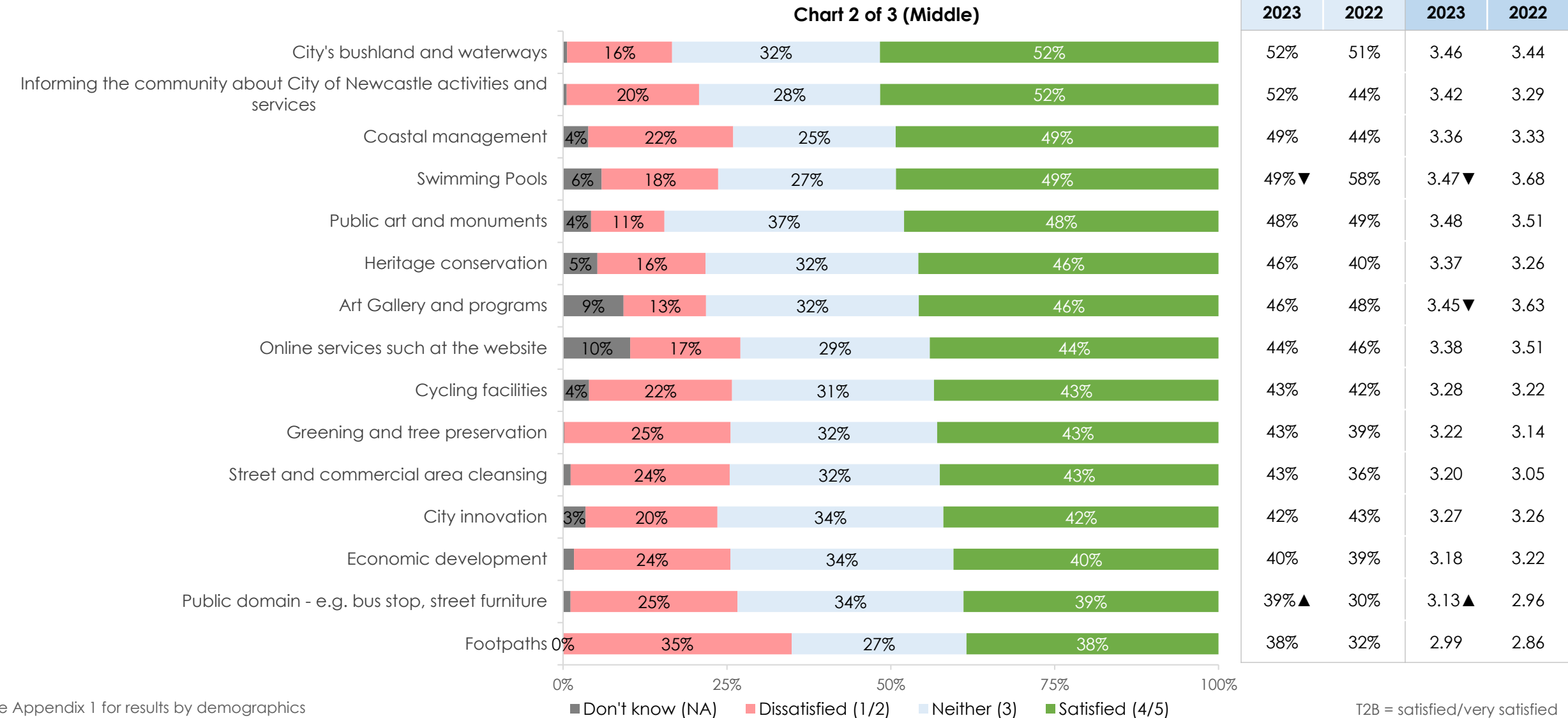


Top 2 Box %		Mean Rating	
2023	2022	2023	2022
81%	79%	4.27	4.33
71%	63%	3.82	3.69
67%	60%	3.87▲	3.66
66%	67%	3.77	3.71
65%	65%	3.93	3.99
65%	65%	3.65	3.77
62%	59%	3.70	3.67
61%	62%	3.75	3.79
60%▲	48%	3.66▲	3.41
59%	56%	3.70	3.56
59%	59%	3.61	3.69
58%	60%	3.54	3.56
56%	58%	3.62	3.60
54%	57%	3.54	3.59
53%	52%	3.53	3.65



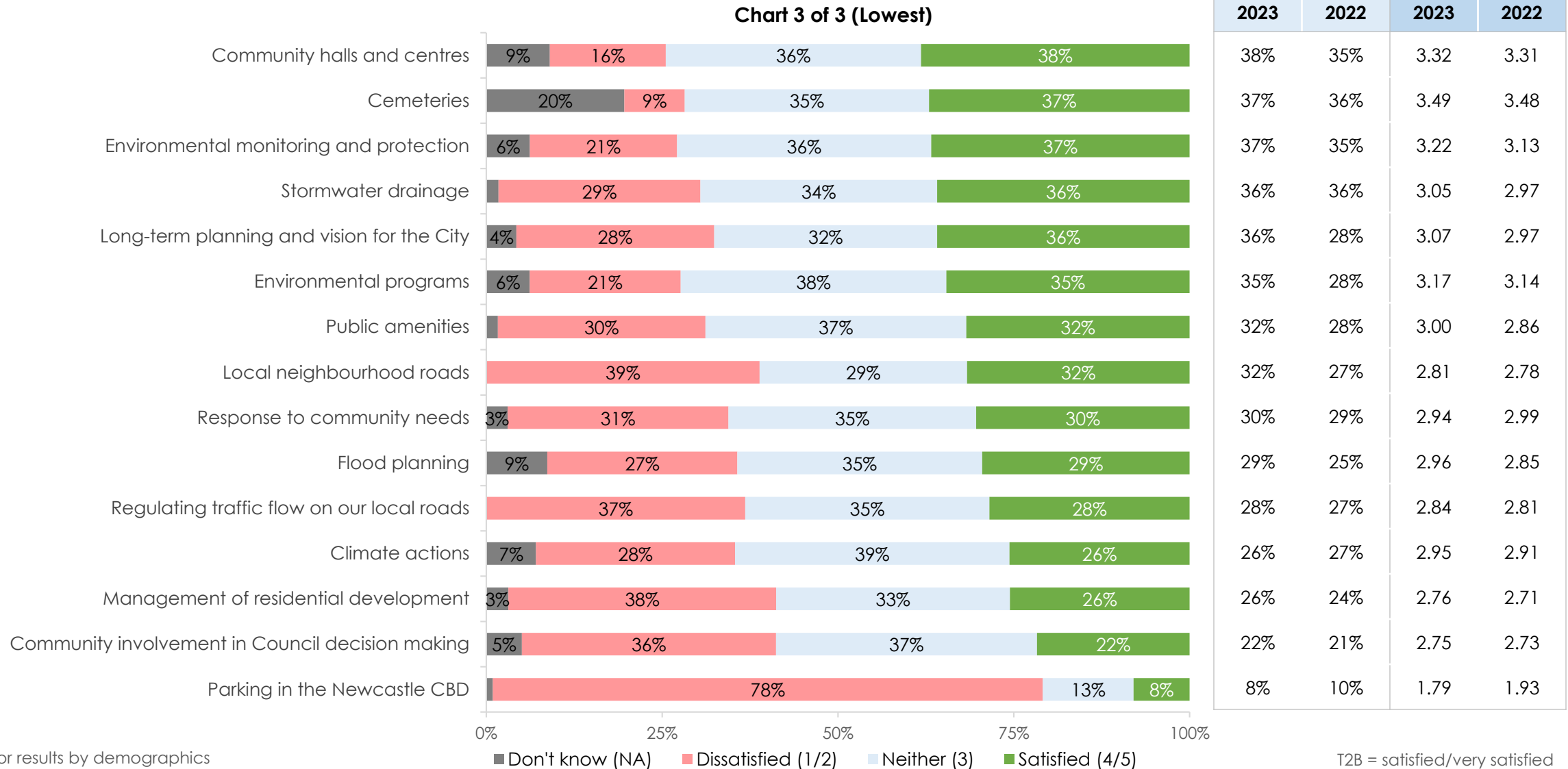
# Satisfaction With Services/Facilities – Summary (Middle)

Looking at services/facilities within the middle group of satisfaction, resident satisfaction increased significantly for 'public domain – e.g. bus stop, street furniture', and decreased significantly for 'swimming pools' and 'art gallery and programs', although satisfaction for these services still remains high overall.



# Satisfaction With Services/Facilities – Summary (Lowest)

Looking at services/facilities within the lower group of satisfaction, there were no significant changes to resident satisfaction from 2022.

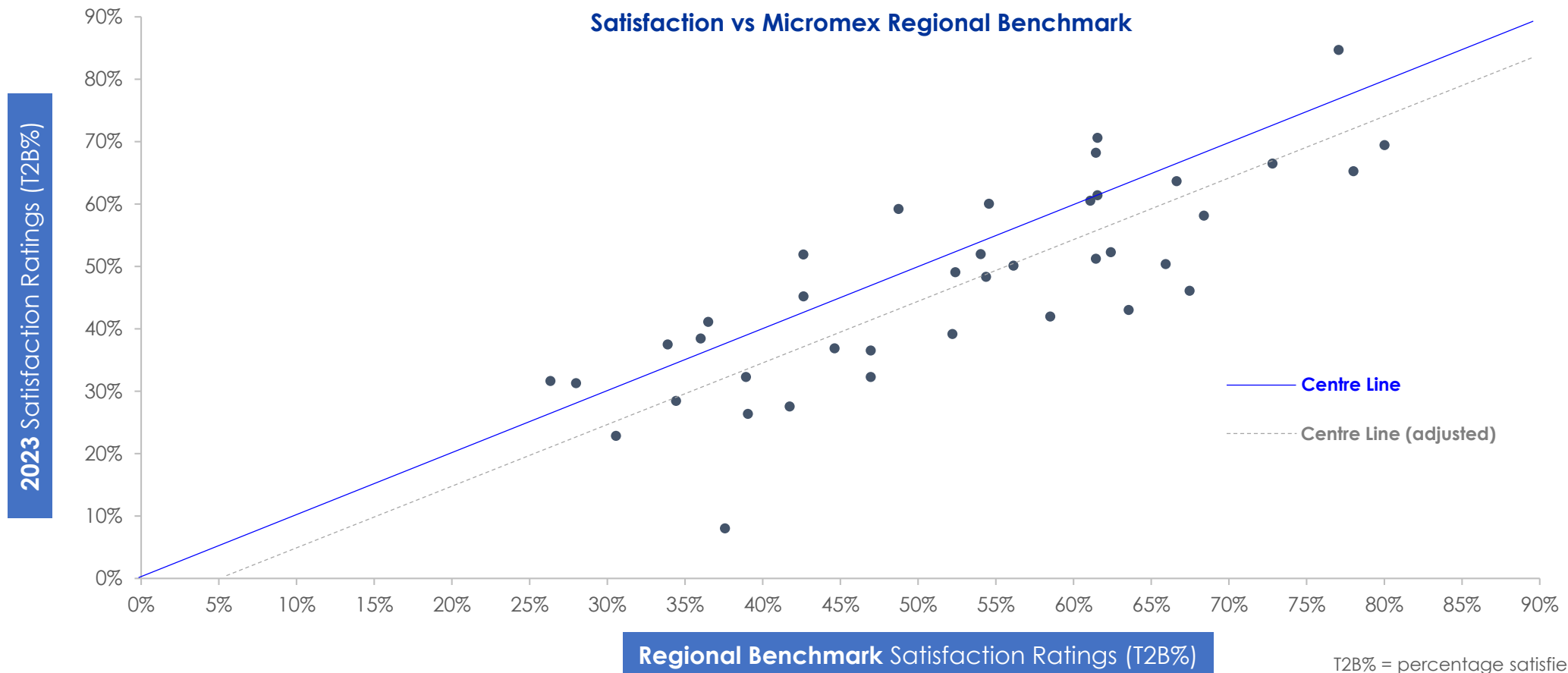


# Comparison to the Micromex Benchmark – Satisfaction

As this particular research for the City of Newcastle uses a different scale and methodology, direct comparisons to the Micromex benchmarks may reflect differences in the methodology rather than differences in the LGA being researched. However, the results can be compared on a 'relative difference' basis – below is a chart that plots the 2023 City of Newcastle satisfaction ratings (vertical axis) against the comparable Micromex Regional Benchmark (39 of 45 measures comparable – horizontal axis).

The **Blue** line indicates the centre line of the chart, where any measures above (or to the left) of the line are cases where City of Newcastle is above the Benchmark, and those below (or to the right) are below the Benchmark. The majority of points are below the **blue** line, suggesting a methodology impact.

By calculating the average shift compared to the Benchmark (-5.3%), we have included a **grey** line to indicate the centre line adjusted to account for the shift. On the next slide, we have shown this chart again, but with this average shift removed, so that we can better infer relative differences.

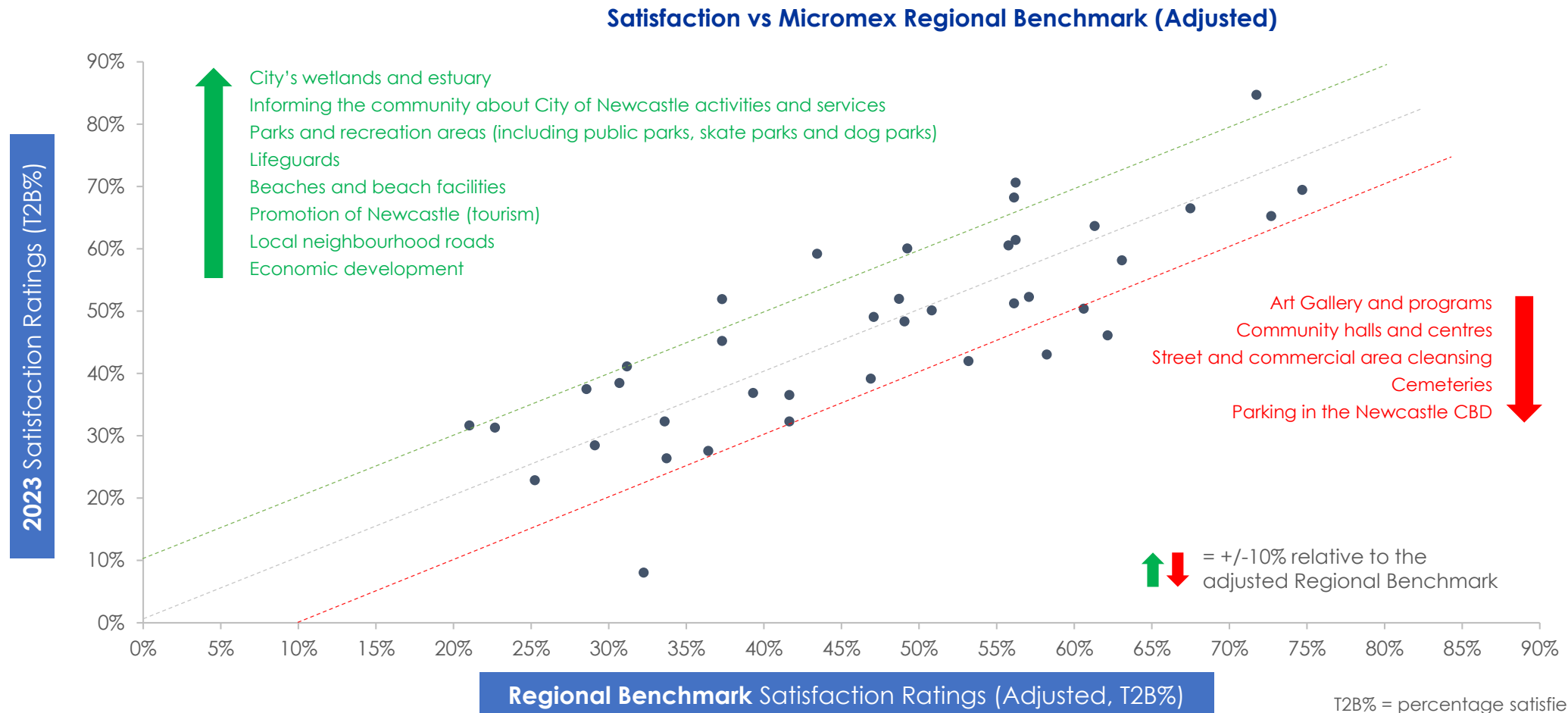




# Comparison to the Micromex Benchmark – Satisfaction

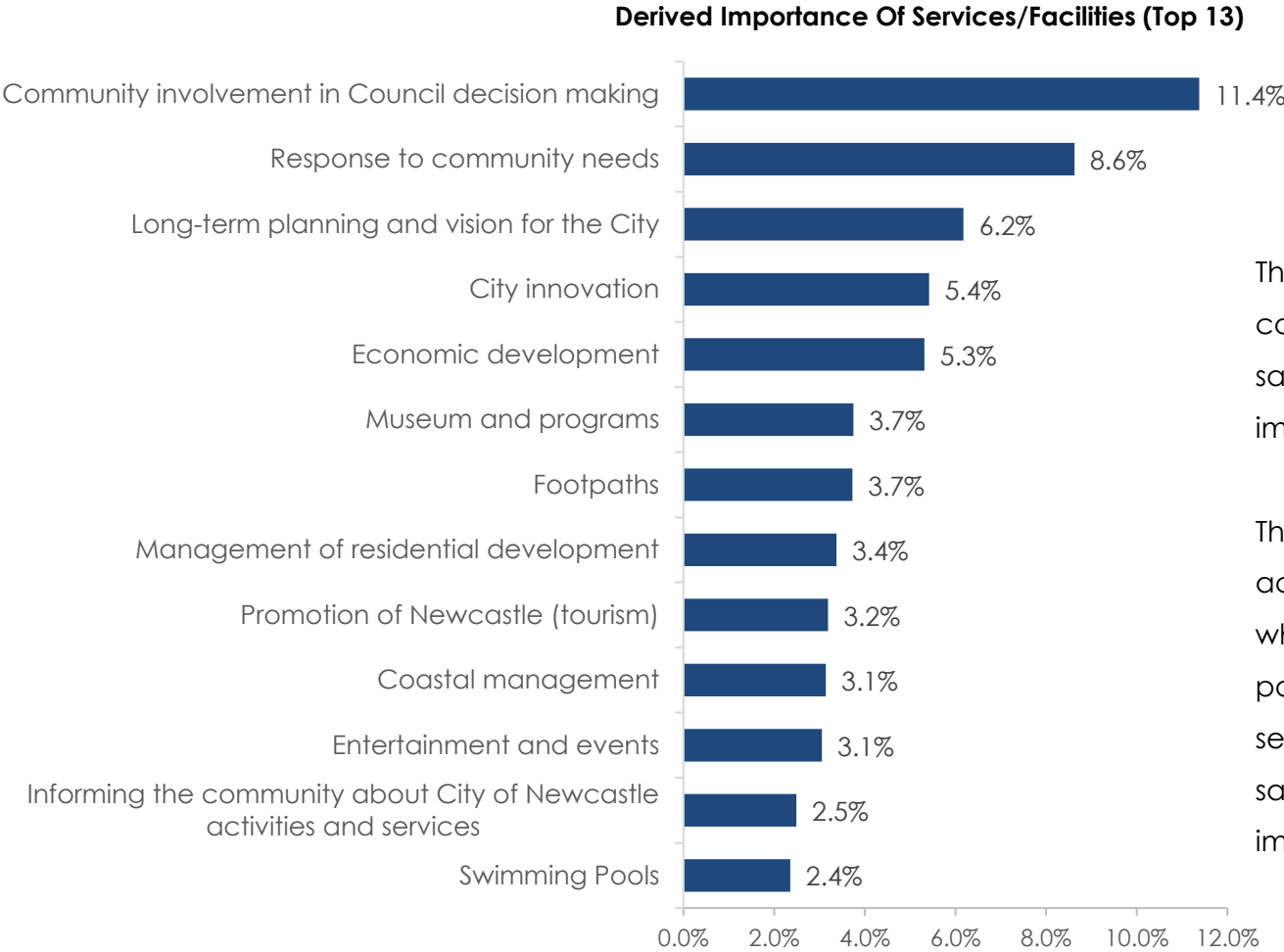
Below we have again plotted the City of Newcastle satisfaction ratings (T2B%) against the Micromex Regional Benchmark, but where the benchmark scores have been adjusted to assist in comparing results in a relative sense.

Measures that sit outside the **green** line (+10%) are more likely to be significantly greater than our Regional Benchmark, while those below the **red** line (-10%) are more likely to be significantly lower than our Regional Benchmark.



# Regression: Key Drivers of Overall Satisfaction with City of Newcastle

In order to identify how City of Newcastle can actively drive overall community satisfaction, we conducted further analysis using a regression model. The score assigned to each measure indicates the percentage of influence each measure contributes to overall satisfaction with City of Newcastle, referred to as the 'derived importance'.



The results in the chart to the left identify which services/facilities contribute most to overall satisfaction. If City of Newcastle can improve satisfaction scores across these services/facilities, they are likely to improve their overall satisfaction score.

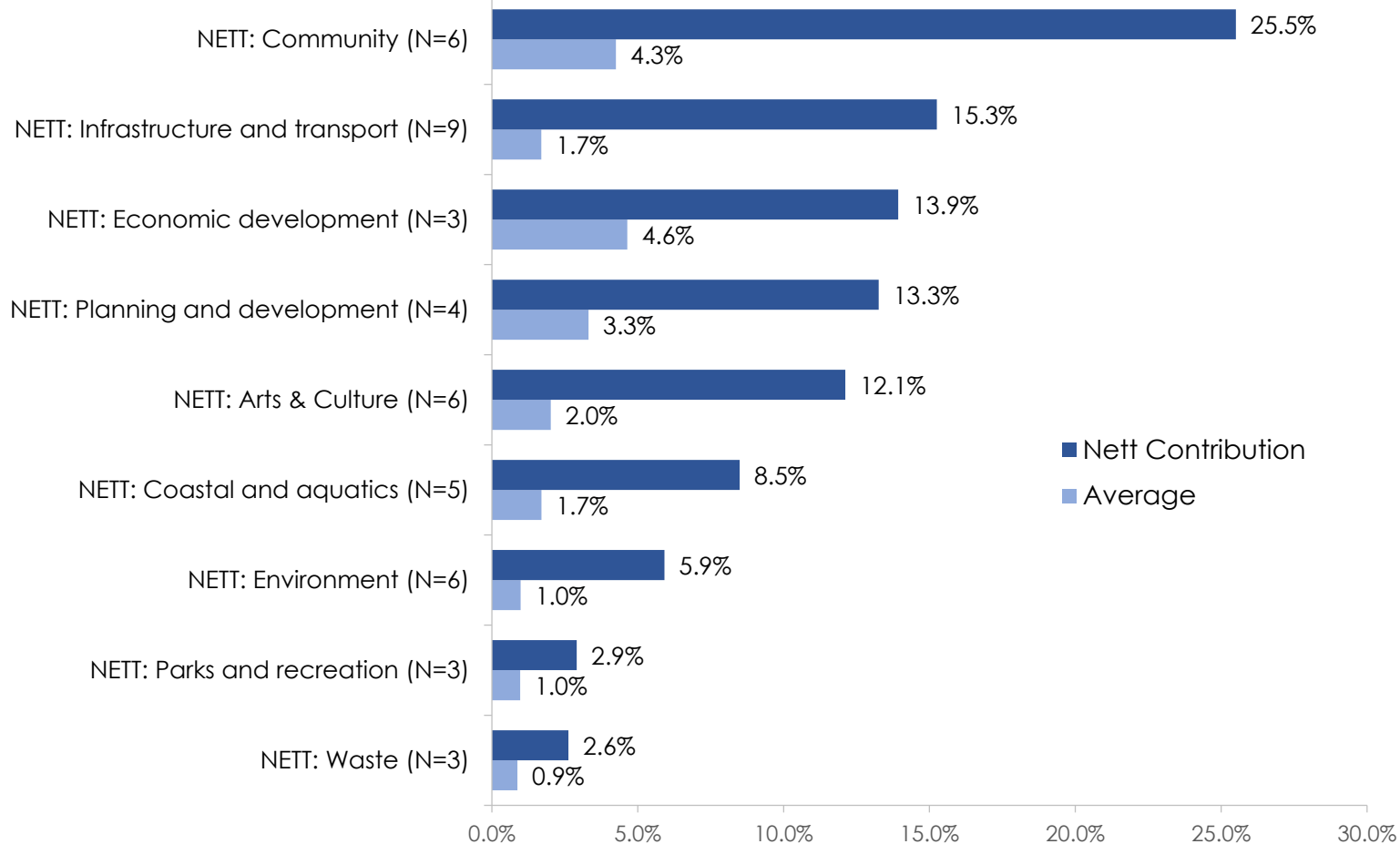
These top 13 services/facilities (so 29% of the 45 services/facilities) account for over 60% of the variation in overall satisfaction. Therefore, whilst all 45 services/facilities are important, only a number of them are potentially significant drivers of satisfaction (at this stage, the other 32 services/facilities have less impact on satisfaction – although if resident satisfaction with them was to suddenly change they may have more immediate impact on satisfaction).

# NETT Contribution to Overall Satisfaction with City of Newcastle's Performance

By combining the outcomes of the regression data based on the questionnaire categories, we can identify the derived importance of the different Nett Priority Areas.

'Community' (25.5%) is the key contributor toward overall satisfaction with Council's performance – although to some extent this is because it had more statements than some of the other categories. Based on the average score per attribute for each Priority Area. 'Economic development', 'Community' and 'Planning and development' are the dominant categories.

See the following slide for the quadrant analysis of these combined groups.





# Regression: Quadrant Analysis

## What is quadrant analysis?

Quadrant analysis is often helpful in planning future directions based on regression outcomes. It combines the derived importance (from the regression model) and assesses satisfaction with delivery in relation to these needs.

This analysis is completed by plotting the variables on x and y axes, defined by derived importance and rated satisfaction. More precisely, we plot the derived importance scores (%) against the mean satisfaction scores (scale 1 to 5) to determine where the facility or service should be placed in the chart.

The way quadrants are defined is by two lines: a horizontal divider that represents the average satisfaction across all measures to indicate above/below average (3.33), and a vertical divider that represents the average of the derived importance (2.2%).

## Explaining the 4 quadrants (overleaf)

Attributes in the top left quadrant, **MAINTAIN/EDUCATE**, are core strengths, but in relative terms they are considered less overtly important than other directly obvious areas. However, the occupants of this quadrant tend to be the sort of services and facilities that deliver to community liveability, i.e. make it a good place to live.

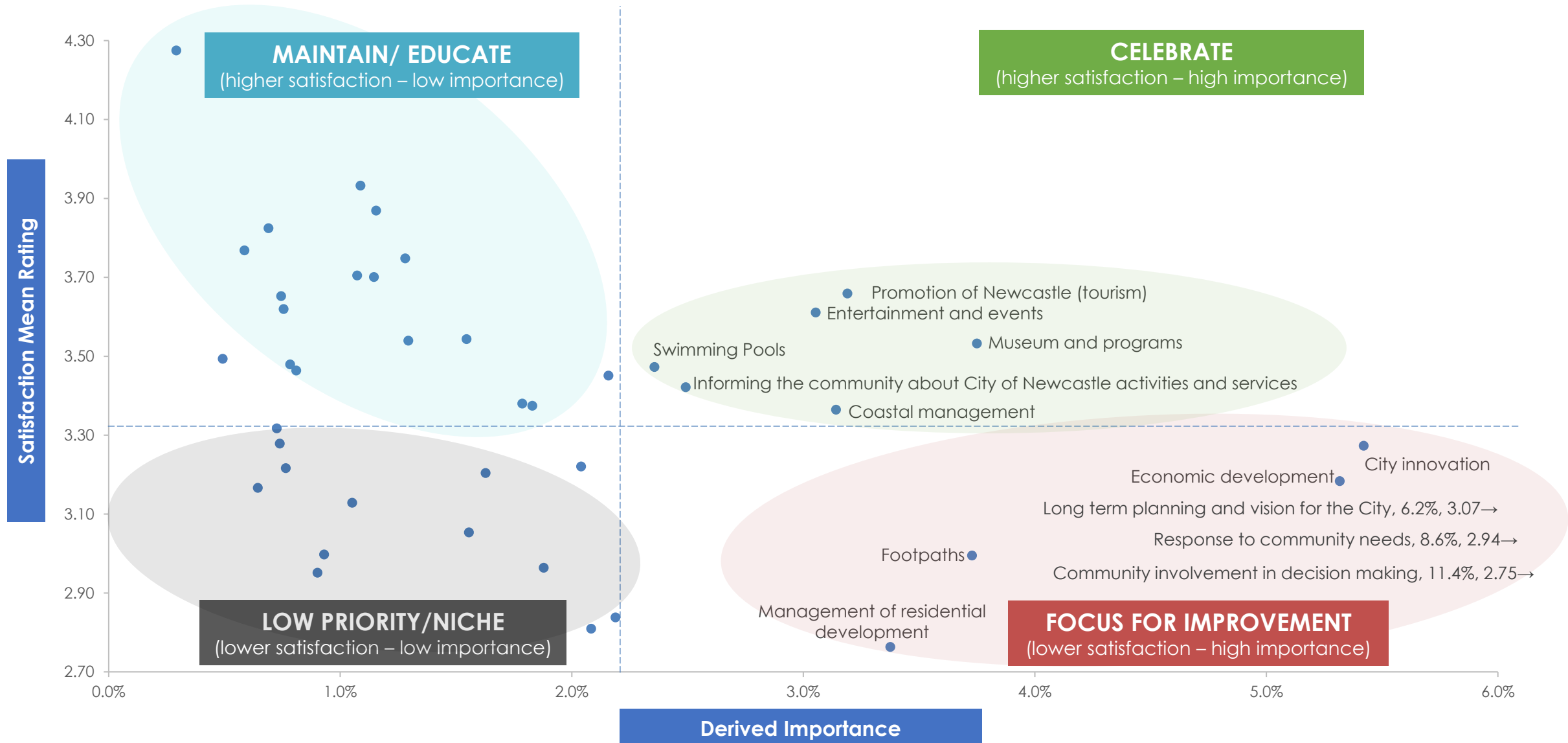
Attributes in the bottom left quadrant, **LOW PRIORITY/NICHE**, are of a relatively lower priority (and the word 'relatively' should be stressed – they are still important). These areas tend to be important to a particular segment of the community.

Attributes in the bottom right quadrant, **FOCUS FOR IMPROVEMENT**, are key concerns in the eyes of your residents. These are the largest opportunity areas to improve residents' overall satisfaction with the performance of City of Newcastle, and, in most cases, you should aim to improve your performance in these areas to better meet the community's expectations.

Finally, attributes in the top right quadrant, **CELEBRATE**, are City of Newcastle's core strengths, and should be treated as such. Maintain, or even attempt to improve your position in these, as they are influential and address clear community needs.

# Quadrant Analysis – Satisfaction vs Derived Importance

The chart below shows the satisfaction with service/facilities measures plotted against derived importance (the 13 key drivers are labelled).



# Regression: Quadrant Analysis

See below for full list of services and facilities, organised by which quadrant they belong to.

Low Priority/Niche
Community halls and centres
Cycling facilities
Greening and tree preservation
Environmental monitoring and protection
Street and commercial area cleansing
Environmental programs
Public domain - e.g. bus stop, street furniture
Stormwater drainage
Public amenities
Flood planning
Climate actions
Regulating traffic flow on our local roads
Local neighbourhood roads
Parking in the Newcastle CBD

Maintain/Educate
Lifeguards
Library services and programs
Beaches and beach facilities
Parks and recreation areas (including public parks, skate parks and dog parks)
Garbage collection and disposal
Civic Services including Civic Theatre, City Hall and Visitors Information Centre
Playground equipment available
Sporting facilities
Green waste collection
City's wetlands and estuary
Ocean Baths and facilities
Recycling services and programs
Cemeteries
Public art and monuments
City's bushland and waterways
Art Gallery and programs
Online services such as the website
Heritage conservation

Celebrate
Promotion of Newcastle (tourism)
Entertainment and events
Museum and programs
Swimming Pools
Informing the community about City of Newcastle activities and services
Coastal management

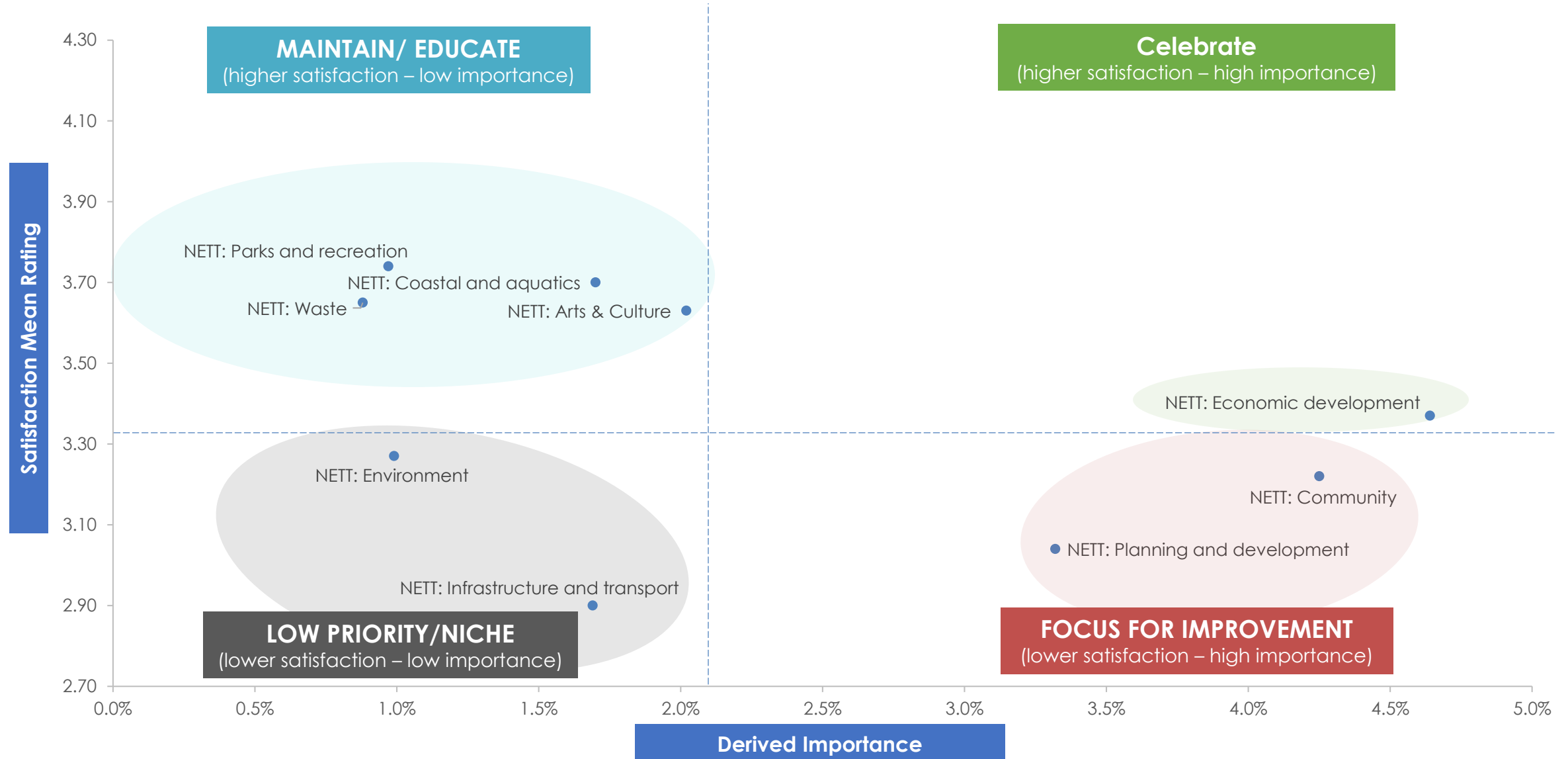
Focus For Improvement
City innovation
Economic development
Long-term planning and vision for the City
Footpaths
Response to community needs
Management of residential development
Community involvement in Council decision making

In the next slide, we group the services and facilities into service area groups (see Summary Findings: [Satisfaction Score card](#) for list of groupings)



# Quadrant Analysis – Satisfaction vs Derived Importance (Grouped)

By using the average satisfaction and average derived importance across the service area groups, we can see where each lies in the quadrant analysis.





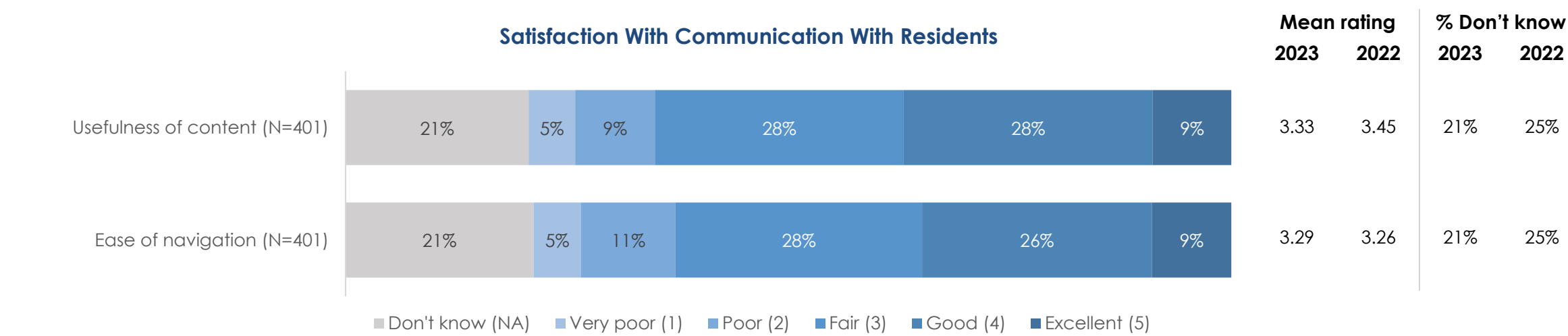
## Section Three

# Communications

This section seeks to explore resident satisfaction with the City of Newcastle website, as well as evaluate preferred channels to contact City of Newcastle.

# City of Newcastle Website

Rating of the website's usefulness of content and ease of navigation remained similar to 2022, with no significant differences across demographics. The proportion of respondents that stated 'don't know' declined for each measure, suggesting higher usage/awareness of the website in 2023.



Analysis By Demographics										
	Overall	Gender		Age			Ward			
		Male	Female	18-34	35-54	55+	Ward 1	Ward 2	Ward 3	Ward 4
Usefulness of content	3.33	3.24	3.42	3.41	3.40	3.18	3.21	3.24	3.40	3.46
Ease of navigation	3.29	3.26	3.31	3.35	3.35	3.14	3.09	3.32	3.34	3.37
Base	401	195	205	134	125	141	100	97	103	101

# Preferred Channels To Contact City of Newcastle

Online or CN website was the most commonly preferred contact channel, with residents preferring this for all reasons except ‘requesting Council to do something’ (where more residents preferred to contact via phone). Looking across all reasons for contact, 83% of residents stated they would prefer to contact via online or CN website for at least one of them, and 66% preferred to contact by phone for at least one of them.

Preferred Contact Channels By Contact Reason

	NETT: Preferred channel for at least one reason	Making a payment	Requesting Council to do something (e.g. fix a pothole)	Finding out about emergency planning and recovery activities	Providing feedback on important or topical issues	General requests for information	Finding out about Council policies or activities	Finding out about local activities and events	Finding out about local flooding, road closures, etc
Online or CN website	83%	61%	33%	41%	37%	38%	56%	38%	32%
Phone	66%	10%	44%	20%	16%	31%	9%	5%	23%
Email	48%	9%	18%	14%	28%	21%	14%	15%	8%
Social media (Facebook, etc)	29%	0%	1%	7%	7%	2%	6%	23%	14%
Letter	18%	3%	1%	5%	4%	2%	8%	7%	4%
Other media (TV, radio, newspapers)	17%	0%	0%	6%	1%	1%	3%	7%	9%
Face to face	12%	8%	2%	1%	3%	3%	2%	0%	0%
Unsure	9%	2%	1%	3%	2%	1%	1%	2%	1%
Other	17%	7%	1%	2%	2%	1%	1%	2%	9%
Base	402	402	402	402	402	402	402	402	402





# Preferred Channels To Contact City of Newcastle – By Demographics

The Table below shows the proportion of residents that preferred to use a contact channel for at least one of the prompted reasons. Residents over 55+ are much less likely to prefer any internet-based channels (online/website, email, and social media) for any reason, and are significantly more likely to have preferred traditional mediums like phone, letter, TV/radio/newspapers, or face-to-face.

Proportion of residents who preferred a channel for any reason

	NETT: prefer channel for at least one reason	Gender		Age			Ward			
		Male	Female	18-34	35-54	55+	Ward 1	Ward 2	Ward 3	Ward 4
Online or CN website	83%	81%	85%	89%▲	93%▲	69%▼	84%	85%	81%	84%
Phone	66%	66%	66%	59%▼	60%	79%▲	69%	66%	57%▼	72%
Email	48%	44%	52%	53%	53%	38%▼	54%	46%	49%	42%
Social media (Facebook, etc)	29%	24%	33%	44%▲	31%	12%▼	29%	28%	34%	25%
Letter	18%	14%	21%	11%▼	17%	25%▲	15%	20%	13%	23%
Other media (TV, radio, newspapers)	17%	19%	16%	6%▼	9%▼	35%▲	13%	19%	21%	16%
Face to face	12%	16%▲	9%	7%▼	7%▼	22%▲	12%	10%	16%	11%
Unsure	9%	12%	6%	7%	6%	13%	4%	8%	10%	14%
Other	17%	16%	19%	13%	21%	18%	13%	24%▲	17%	15%
Base	402	195	205	134	125	141	100	97	103	101



Appendix 1:

## Additional Analyses

# Highest Priority Issues for the City of Newcastle Area

	N=402		N=402
Road maintenance/traffic management	31%	Improved maintenance and management of amenities	2%
Housing affordability/availability	27%	Improvement of the shopping sector	2%
Public transport (availability/access)	19%	Remove Supercars	2%
Managing infrastructure and development	18%	Increase employment	2%
Parking availability	18%	Education and schooling	2%
Managing population growth	9%	Support for businesses	2%
Increased/maintenance of facilities e.g. playgrounds, sporting grounds, pools	8%	Managing homelessness	2%
Managing increased cost of living	8%	Tourism management	2%
Maintenance/increase of parks/greenspaces	7%	Access and maintenance of services	2%
Improved Council communication/action	7%	Improve community socialisation	2%
Managing pedestrian safety/footpaths	7%	Improved facilities for youth/children	1%
Waste management/pollution	6%	Sinkholes	1%
Environmental sustainability/protection	5%	Coal mines	1%
Overdevelopment	5%	Advancing technologically	1%
Provision of health care and services	4%	Managing climate change	1%
Bike paths/infrastructure	4%	Reduce development approval process	1%
Disability services/accessibility	3%	Animal management	1%
Managing beach erosion	3%	Protecting heritage	1%
Crime management	3%	Removal of 5G towers	<1%
Managing drainage/ stormwater	3%	Economic sustainability	<1%
Entertainment/events	3%	Don't know/ unsure	5%
Managing the distribution of Council investment throughout LGAs	3%		

# Satisfaction With Services/Facilities – T2B% By Demographics

Table 1 of 4

Service Area	Measure	Overall	Gender		Age			Ward			
			Male	Female	18-34	35-54	55+	Ward 1	Ward 2	Ward 3	Ward 4
Arts & Culture	Library services and programs	65%	62%	67%	68%	62%	64%	60%	63%	69%	66%
	Art Gallery and programs	46%	38%	53%	52%	42%	43%	50%	42%	53%	38%
	Entertainment and events	59%	55%	63%	61%	63%	54%	59%	50%	74%	52%
	Museum and programs	53%	47%	59%	52%	57%	51%	55%	49%	60%	48%
	Civic Services including Civic Theatre, City Hall and Visitors Information Centre	61%	58%	65%	59%	61%	64%	66%	66%	59%	55%
	Public art and monuments	48%	44%	51%	53%	50%	41%	51%	43%	55%	42%
Coastal and aquatics	Beaches and beach facilities	67%	67%	67%	78%	69%	55%	59%	63%	74%	73%
	Swimming Pools	49%	47%	51%	47%	50%	51%	43%	36%	62%	55%
	Ocean Baths and facilities	54%	53%	56%	66%	51%	46%	44%	47%	67%	58%
	Lifeguards	81%	80%	83%	82%	81%	81%	83%	85%	79%	78%
	Coastal management	49%	46%	52%	57%	48%	43%	39%	55%	53%	50%



# Satisfaction With Services/Facilities – T2B% By Demographics

Table 2 of 4

Service Area	Measure	Overall	Gender		Age			Ward			
			Male	Female	18-34	35-54	55+	Ward 1	Ward 2	Ward 3	Ward 4
Community	Informing the community about City of Newcastle activities and services	52%	45%	58%	53%	52%	50%	44%	53%	57%	53%
	Response to community needs	30%	30%	31%	39%	29%	23%	31%	28%	28%	34%
	Community involvement in Council decision making	22%	21%	23%	28%	23%	14%	16%	21%	26%	23%
	Community halls and centres	38%	35%	42%	40%	40%	34%	32%	31%	48%	42%
	Cemeteries	37%	35%	39%	47%	31%	33%	28%	38%	39%	43%
	Online services such at the website	44%	41%	47%	49%	51%	33%	42%	41%	45%	48%
Economic development	Promotion of Newcastle (tourism)	60%	57%	62%	66%	63%	51%	58%	55%	68%	57%
	City innovation	42%	36%	48%	56%	42%	28%	37%	33%	45%	53%
	Economic development	40%	39%	42%	53%	39%	30%	38%	35%	42%	46%

T2B% = satisfied/very satisfied

Scale: 1 = very dissatisfied, 5 = very satisfied

# Satisfaction With Services/Facilities – T2B% By Demographics

Table 3 of 4

Service Area	Measure	Overall	Gender		Age			Ward			
			Male	Female	18-34	35-54	55+	Ward 1	Ward 2	Ward 3	Ward 4
Environment	Environmental programs	35%	35%	34%	31%	36%	37%	32%	29%	41%	36%
	Climate actions	26%	28%	23%	27%	22%	27%	23%	24%	21%	35%
	Environmental monitoring and protection	37%	35%	38%	44%	31%	35%	26%	32%	44%	43%
	Greening and tree preservation	43%	46%	40%	36%	47%	45%	40%	43%	47%	42%
	City's bushland and waterways	52%	53%	51%	54%	55%	47%	49%	48%	60%	49%
	City's wetlands and estuary	56%	59%	53%	54%	56%	59%	46%	52%	64%	62%
Infrastructure and transport	Footpaths	38%	41%	36%	56%	32%	27%	40%	33%	39%	42%
	Local neighbourhood roads	32%	31%	32%	37%	31%	27%	37%	26%	30%	33%
	Street and commercial area cleansing	43%	41%	44%	52%	43%	33%	37%	39%	43%	51%
	Regulating traffic flow on our local roads	28%	26%	31%	36%	23%	26%	30%	23%	36%	25%
	Cycling facilities	43%	42%	45%	48%	43%	39%	45%	33%	44%	52%
	Parking in the Newcastle CBD	8%	8%	8%	8%	8%	8%	9%	5%	5%	13%
	Stormwater drainage	36%	43%	29%	45%	34%	29%	29%	34%	44%	36%
	Public amenities	32%	32%	31%	39%	27%	29%	32%	24%	36%	35%
	Public domain - e.g. bus stop, street furniture	39%	35%	42%	45%	35%	37%	39%	33%	44%	40%

T2B% = satisfied/very satisfied

Scale: 1 = very dissatisfied, 5 = very satisfied

Blue/Red = A significantly higher/lower level of satisfaction (by year)

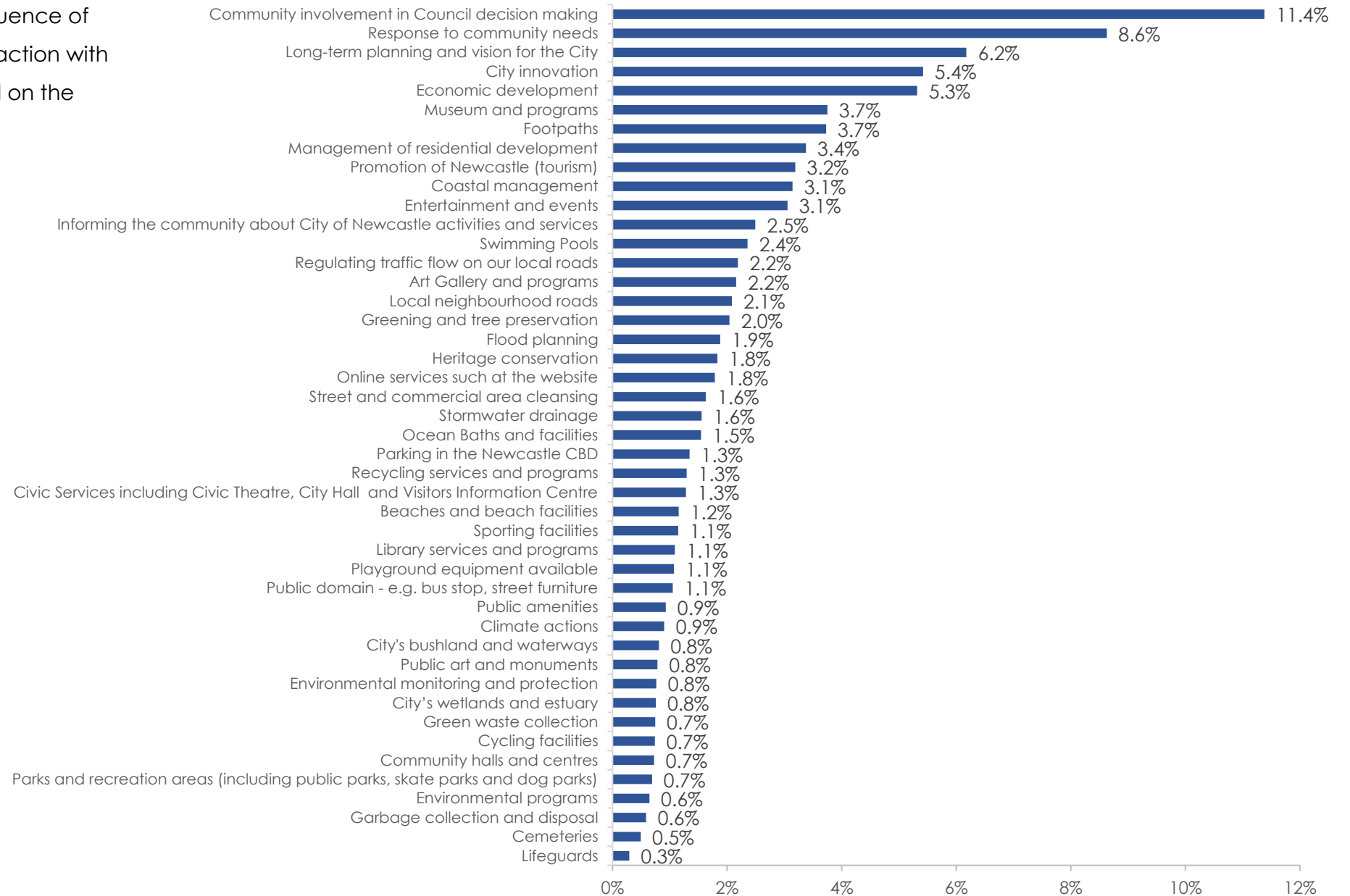
# Satisfaction With Services/Facilities – T2B% By Demographics

Table 4 of 4

Service Area	Measure	Overall	Gender		Age			Ward			
			Male	Female	18-34	35-54	55+	Ward 1	Ward 2	Ward 3	Ward 4
Parks and recreation	Playground equipment available	59%	56%	63%	56%	66%	57%	59%	51%	66%	61%
	Sporting facilities	62%	57%	67%	64%	65%	58%	60%	61%	68%	59%
	Parks and recreation areas (including public parks, skate parks and dog parks)	71%	66%	75%	74%	72%	66%	69%	71%	80%	62%
Planning and development	Heritage conservation	46%	48%	44%	56%	49%	33%	44%	39%	55%	45%
	Management of residential development	26%	26%	25%	36%	23%	18%	24%	18%	32%	28%
	Long-term planning and vision for the City	36%	32%	39%	48%	34%	26%	34%	27%	46%	36%
	Flood planning	29%	32%	27%	36%	29%	24%	25%	24%	38%	31%
Waste	Green waste collection	65%	66%	63%	59%	66%	69%	59%	62%	73%	65%
	Recycling services and programs	58%	57%	58%	56%	59%	59%	57%	52%	60%	62%
	Garbage collection and disposal	66%	66%	67%	61%	65%	73%	64%	66%	68%	67%
	Base	402	195	207	135	125	141	100	97	103	102

# Regression Analysis – Influence on Overall Satisfaction

The chart to the right summarises the influence of the 45 facilities/ services on overall satisfaction with City of Newcastle's performance, based on the Regression analysis.





# Councils Used to Create the Micromex Benchmarks

## The Regional Benchmark was composed from the Council areas listed below:

AlburyCity Council	Great Lakes Council	Narrandera Shire Council
Ballina Shire Council	Hawkesbury City Council	Parkes Shire Council
Bathurst Regional Council	Kempsey Shire Council	Port Macquarie-Hastings Council
Bland Shire Council	Lachlan Shire Council	Richmond Valley Council
Blue Mountains City Council	Lake Macquarie City Council	Singleton Shire Council
Byron Shire Council	Leeton Shire Council	Tamworth Regional Council
Cabonne Shire Council	Lismore City Council	Tenterfield Shire Council
Central Coast Council	Lithgow City Council	Tweed Shire Council
Cessnock City Council	Liverpool Plains Shire Council	Upper Hunter Shire Council
Coffs Harbour City Council	Maitland City Council	Wagga Wagga City Council
Devonport City Council	MidCoast Council	Walgett Shire Council
Dungog Shire Council	Mid-Western Regional Council	Weddin Shire Council
Eurobodalla Shire Council	Moree Plains Shire Council	Wingecarribee Shire Council
Forbes Shire Council	Murray River Council	Wollondilly Shire Council
Glen Innes Severn Shire Council	Murrumbidgee Shire Council	Yass Valley Council
Gosford (Central Coast Council)	Narrabri Shire Council	

## Coastal/Regional

Ballina
Byron Shire
Central Coast
Coffs Harbour
Devonport
Eurobodalla
Gosford
Great Lakes
Kempsey
Lake Macquarie
MidCoast
Port Macquarie-Hastings
Richmond Valley
Tweed Shire



## Appendix 2:

# Questionnaire

City of Newcastle  
Community Satisfaction Survey  
May 2023

Good morning/afternoon/evening, my name is ..... and I'm calling from Micromex Research on behalf of City of Newcastle Council. We are conducting a survey to get your views on services provided by City of Newcastle, and how to make Newcastle a better place. The survey takes about 10 minutes and everyone in the community aged 18 years or over is encouraged to participate, would now be a good time to share your opinions?

This call will be monitored for quality assurance and training purposes.

D1. Just so we can check we have a good mix of people completing the survey, I just need to check a few details with you .... Please stop me when I read out the age group you are in.

**Prompt**

- ☐ Under 18 (Thank & Terminate)
- ☐ 18-24 years
- ☐ 25-34 years
- ☐ 35-44 years
- ☐ 45-54 years
- ☐ 55-64 years
- ☐ 65-74 years
- ☐ 75+ years
- ☐ Prefer not to say (Do not prompt)

D2. What is your gender? (DO NOT PROMPT/SR)

- ☐ Male
- ☐ Female
- ☐ Prefer to self describe
- ☐ Prefer not to say

D3. And what suburb do you live in?

- ☐ Adamstown
- ☐ Adamstown Heights
- ☐ Bar Beach
- ☐ Beresfield
- ☐ Birmingham Gardens
- ☐ Black Hill
- ☐ Broadmeadow
- ☐ Callaghan
- ☐ Carrington
- ☐ Cooks Hill
- ☐ Elmore Vale
- ☐ Fletcher
- ☐ Fullerton Cove
- ☐ Georgetown

- ☐ Hamilton
- ☐ Hamilton East
- ☐ Hamilton North
- ☐ Hamilton South
- ☐ Hexham
- ☐ Islington
- ☐ Jesmond
- ☐ Kooragang
- ☐ Kotara
- ☐ Lambton
- ☐ Lenaghan
- ☐ Maryland
- ☐ Maryville
- ☐ Mayfield
- ☐ Mayfield East
- ☐ Mayfield North
- ☐ Mayfield West
- ☐ Merewether
- ☐ Merewether Heights
- ☐ Minmi
- ☐ New Lambton
- ☐ New Lambton Heights
- ☐ Newcastle
- ☐ Newcastle East
- ☐ Newcastle West
- ☐ North Lambton
- ☐ Rankin Park
- ☐ Sandgate
- ☐ Shortland
- ☐ Stockton
- ☐ Tarro
- ☐ The Hill
- ☐ The Junction
- ☐ Tighes Hill
- ☐ Wallsend
- ☐ Warabrook
- ☐ Waratah
- ☐ Waratah West
- ☐ Wickham
- ☐ None of these (Thank & Terminate)

Q1. Thinking of the next 10 years, what do you believe will be the highest priority issues within the City of Newcastle Council area?

.....

(INTRO) I would now like to understand your views and opinions about how City of Newcastle is performing in different areas. The information you provide will help us identify areas for improvement. To start with... **PROMPT (SR) FLIP**

CS1. How satisfied are you with City of Newcastle's overall performance?

- ☐ Very dissatisfied
- ☐ Dissatisfied
- ☐ Neither satisfactory nor dissatisfied
- ☐ Satisfied
- ☐ Very satisfied
- ☐ Don't know

CS2. And how satisfied are you with the standard of services City of Newcastle provides to the community? (SR)

- ☐ Very dissatisfied
- ☐ Dissatisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Satisfied
- ☐ Very satisfied
- ☐ Don't know

CS3. The following questions will ask you to tell us how satisfied you and those living in your household are with various services and facilities provided by City of Newcastle. For each item, please indicate how satisfied you are with each of the following on a scale of 1 to 5, where 1 is very dissatisfied and 5 is very satisfied.

#### CS3a. Arts & Culture PROMPT (SR)

##### COLUMNS

- ☐ 1 – Very dissatisfied
- ☐ 2 – Dissatisfied
- ☐ 3 – Neither satisfied nor dissatisfied
- ☐ 4 – Satisfied
- ☐ 5 – Very satisfied
- ☐ 6 – DK

##### ROWS RANDOMISE

- ☐ Library services and programs
- ☐ Art Gallery and programs
- ☐ Entertainment and events
- ☐ Museum and programs
- ☐ Civic Services including Civic Theatre, City Hall, and Visitors Information Centre
- ☐ Public art and monuments

#### CS3b. Coastal and aquatics PROMPT (SR)

##### COLUMNS

- ☐ 1 – Very dissatisfied
- ☐ 2 – Dissatisfied
- ☐ 3 – Neither satisfied nor dissatisfied
- ☐ 4 – Satisfied
- ☐ 5 – Very satisfied
- ☐ 6 – DK

##### ROWS. RANDOMISE

- ☐ Beaches and beach facilities
- ☐ Swimming Pools
- ☐ Ocean Baths and facilities
- ☐ Lifeguards
- ☐ Coastal management

#### CS3c. Community PROMPT (SR)

##### COLUMNS

- ☐ 1 – Very dissatisfied
- ☐ 2 – Dissatisfied
- ☐ 3 – Neither satisfied nor dissatisfied
- ☐ 4 – Satisfied
- ☐ 5 – Very satisfied
- ☐ 6 – DK

##### ROWS. RANDOMISE

- ☐ Informing the community about City of Newcastle activities and services
- ☐ Response to community needs
- ☐ Community involvement in Council decision making
- ☐ Community halls and Centres
- ☐ Cemeteries
- ☐ Online services such as the website



**CS3d. Economic development PROMPT (SR)**

**COLUMNS**

- ☐ 1 – Very dissatisfied
- ☐ 2 - Dissatisfied
- ☐ 3 – Neither satisfied nor dissatisfied
- ☐ 4 – Satisfied
- ☐ 5 – Very satisfied
- ☐ 6 - DK

**ROWS, RANDOMISE**

- ☐ Promotion of Newcastle (tourism)
- ☐ City innovation
- ☐ Economic development

**CS3e. Environment PROMPT (SR)**

**COLUMNS**

- ☐ 1 – Very dissatisfied
- ☐ 2 - Dissatisfied
- ☐ 3 – Neither satisfied nor dissatisfied
- ☐ 4 – Satisfied
- ☐ 5 – Very satisfied
- ☐ 6 - DK

**ROWS, RANDOMISE**

- ☐ Environmental programs
- ☐ Climate actions
- ☐ Environmental monitoring and protection
- ☐ Greening and tree preservation
- ☐ City's bushland and waterways
- ☐ City's wetlands and estuary

**CS3f. Infrastructure and transport PROMPT (SR)**

**COLUMNS**

- ☐ 1 – Very dissatisfied
- ☐ 2 - Dissatisfied
- ☐ 3 – Neither satisfied nor dissatisfied
- ☐ 4 – Satisfied
- ☐ 5 – Very satisfied
- ☐ 6 - DK

**ROWS, RANDOMISE**

- ☐ Footpaths
- ☐ Local neighbourhood roads
- ☐ Street and commercial area cleansing
- ☐ Regulating traffic flow on our local roads
- ☐ Cycling facilities
- ☐ Parking in the Newcastle CBD
- ☐ Stormwater drainage
- ☐ Public amenities
- ☐ Public domain - e.g. bus stop, street furniture

**CS3g. Parks and recreation PROMPT (SR)**

**COLUMNS**

- ☐ 1 – Very dissatisfied
- ☐ 2 - Dissatisfied
- ☐ 3 – Neither satisfied nor dissatisfied
- ☐ 4 – Satisfied
- ☐ 5 – Very satisfied
- ☐ 6 - DK

**ROWS, RANDOMISE**

- ☐ Playground equipment available
- ☐ Sporting facilities
- ☐ Parks and recreation areas (including public parks, skate parks and dog parks)

**CS3h. Planning and development PROMPT (SR)**

**COLUMNS**

- ☐ 1 – Very dissatisfied
- ☐ 2 - Dissatisfied
- ☐ 3 – Neither satisfied nor dissatisfied
- ☐ 4 – Satisfied
- ☐ 5 – Very satisfied
- ☐ 6 - DK

**ROWS, RANDOMISE**

- ☐ Heritage Conservation
- ☐ Management of residential development
- ☐ Long-term planning and vision for the city
- ☐ Flood planning

**CS3i. Waste PROMPT (SR)**

**COLUMNS**

- ☐ 1 – Very dissatisfied
- ☐ 2 - Dissatisfied
- ☐ 3 – Neither satisfied nor dissatisfied
- ☐ 4 – Satisfied
- ☐ 5 – Very satisfied
- ☐ 6 - DK

**ROWS, RANDOMISE**

- ☐ Green waste collection
- ☐ Recycling services and programs
- ☐ Garbage collection and disposal

**Q25. Using a 1-5 scale where 1 is very poor and 5 is excellent, how would you rate Council's website on the following two factors?**

- ☐ Very Poor - 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ Excellent - 5
- ☐ Don't Know (DO NOT PROMPT) – 6

**ROWS, RANDOMISE**

- ☐ Ease of navigation
- ☐ Usefulness of content

**Q26. In your dealings with Council, what method would you prefer to conduct or find out about the following.... (SR)**

- ☐ Face to face
- ☐ Phone
- ☐ Online or CN website
- ☐ Email
- ☐ Letter
- ☐ Social media (Facebook, etc)
- ☐ Other media (TV, radio, newspapers)
- ☐ Other (please specify)
- ☐ Unsure (EXCLUSIVE)

**ROWS, RANDOMISE**

- ☐ Making a payment
- ☐ Requesting Council to do something (eg fix a pothole)
- ☐ Finding out about emergency planning and recovery activities
- ☐ Providing feedback on important or topical issues
- ☐ General requests for information
- ☐ Finding out about Council policies or activities
- ☐ Finding out about local activities and events
- ☐ Finding out about local flooding, road closures, etc

**Demographics**

**Finally, just a few questions about you...**

**D4. Do you speak a language other than English at home? (SR)**

- ☐ Yes
- ☐ No

**D5. Which, if any, of these describe your relationship to the City of Newcastle LGA? Please answer yes or no to each. Do you... PROMPT (MR)**

- ☐ Own a Business in the LGA
- ☐ Work in the LGA
- ☐ Study in the LGA
- ☐ Own an investment Property in the LGA, NOT including where you live

**D6. And finally, do you own or rent the home in which you are currently living?  
IF LIVING WITH PARENTS/OTHER FAMILY MEMBERS ASK IF THEY OWN/RENT HOME. PROMPT (SR)**

- ☐ Own or part-own
- ☐ Rent
- ☐ Other (Please specify) .....

**Thank you very much for your time. This market research is carried out in compliance with the Privacy Act, and the information you provided will be used only for research purposes. Just to remind you, I am calling from Micromex Research on behalf of City of Newcastle - City of Newcastle contact: 02 4974 2000**



Telephone: (02) 4352 2388  
Web: [www.micromex.com.au](http://www.micromex.com.au)  
Email: [mark@micromex.com.au](mailto:mark@micromex.com.au)