



QUILPIE SHIRE COUNCIL Community Satisfaction Survey

May 2021

MCGREGOR **TAN**
RESEARCH. STRATEGY. SOLUTIONS.

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Background

A community satisfaction survey was conducted by the Quilpie Shire in 2018 and 2021.

The 2018 (n= 81) and 2021 (n= 101) data was provided to McGregor Tan, the data was analysed using Q software.



Key Insights

Executive Summary

Overall, the Council is doing a good job in delivering the services and keeping the community happy. The community found the Councilors and the staff to be approachable and ready to help the community.

Communication with the Council is good, however, engagement with the online website platform should be encouraged to effectively use this platforms.

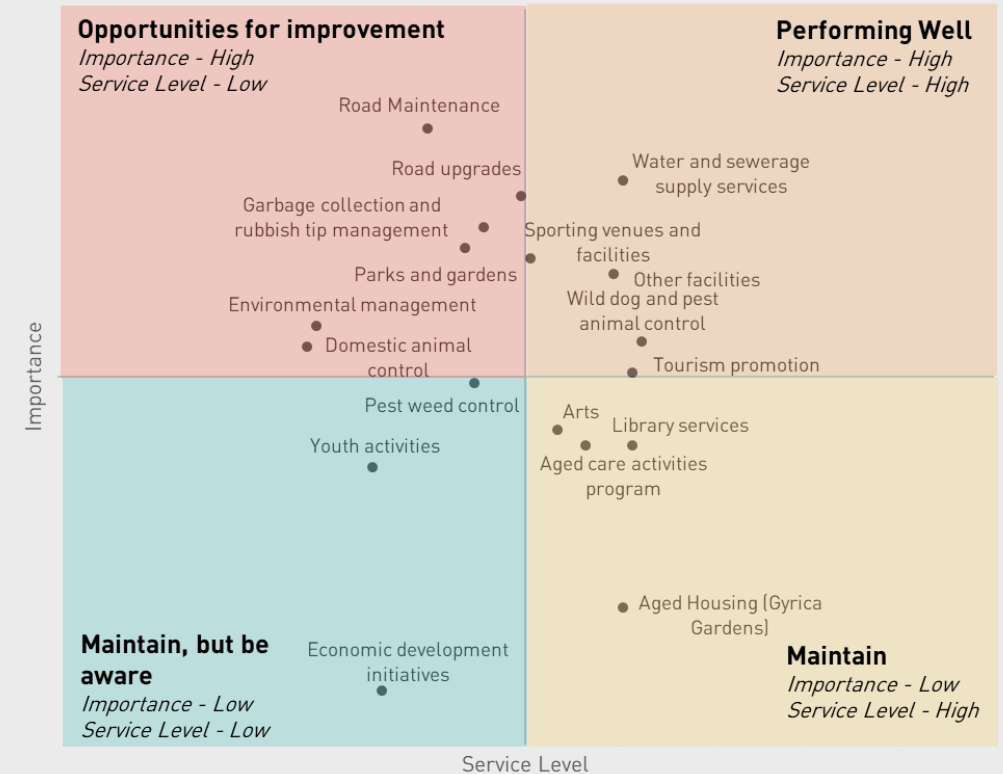
High importance placed on the road maintenance and upgrades along with water and sewerage services, garbage collection and rubbish tip management, however, moderate service levels recorded for these attributes.

Road maintenance / upgrades, garbage / rubbish collection, parks / garden and environmental management should be priority areas for the Council to focus on.

In addition, health services and support towards local business and jobs are also mentioned by the community as potential areas they want Council to focus on. The Council can explore opportunities to use local businesses, invest in innovation and promote tourism to benefit the community now and in the future.

Sense of community and a strength of the Shire, has grown in importance since 2018. More public events and opportunities to bring the regions together will help maintain and grow the sense of community.

Level of Service vs Importance 2021





Detailed **Analysis**

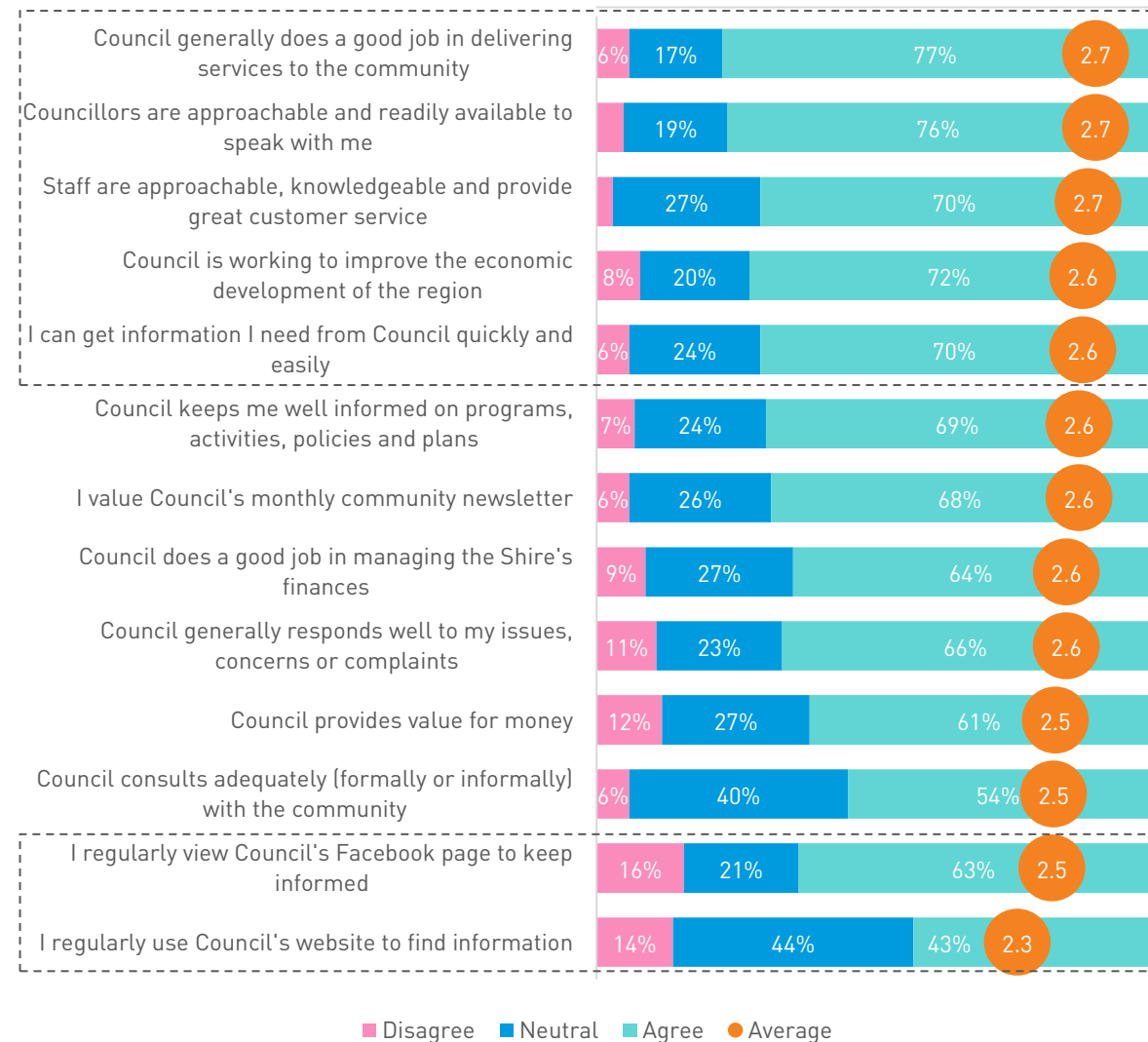
Majority happy with the Council's performance and the engagement with Councilors / staff.

Higher engagement via Facebook compared to website.

Those younger than 45 years were more likely to use the Council Facebook page.

Ratepayers were more likely to agree across parameters compared to non rate payers in 2021 survey.

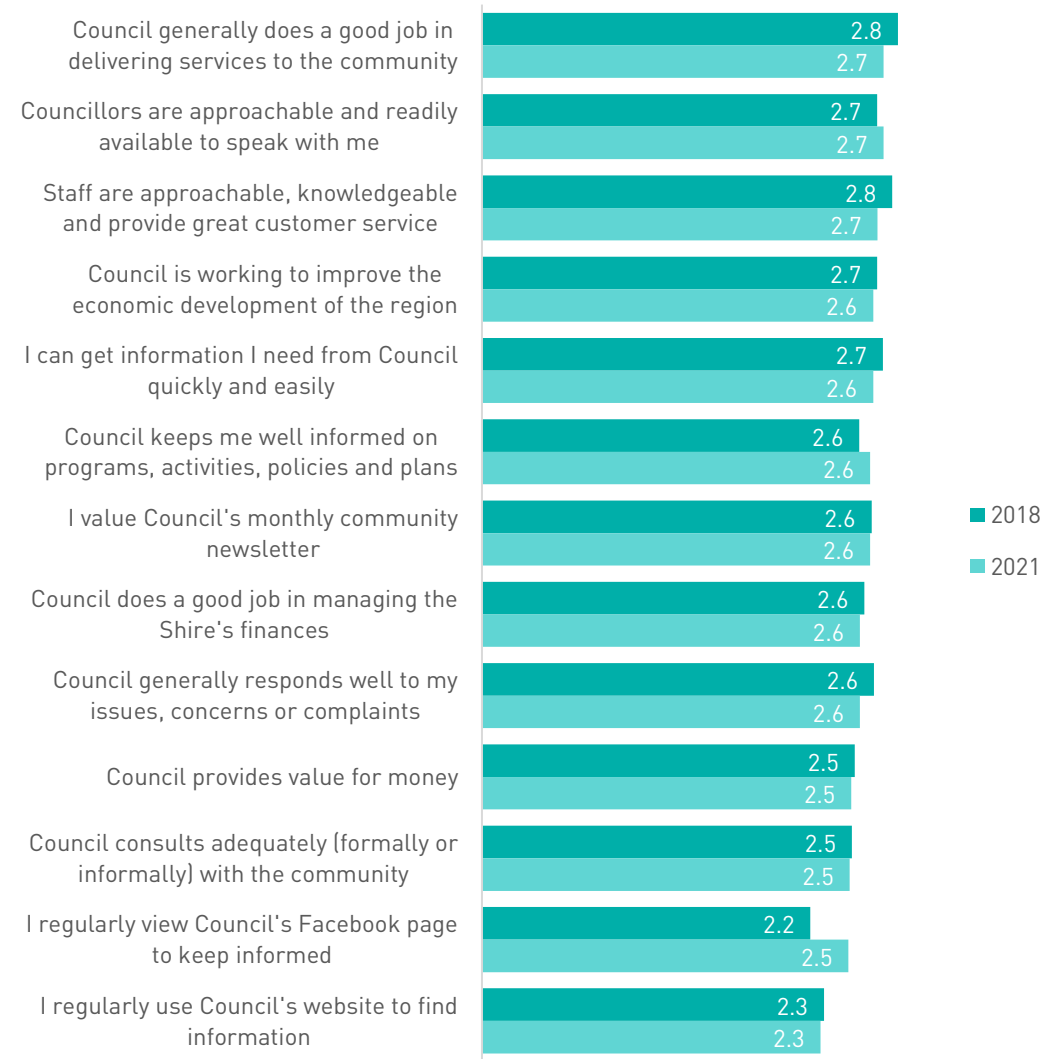
Council parameters - 2021



Overall, views on the Council's delivery of services and communication remains unchanged.

Slight increase recorded for Facebook in 2021.

2018 versus 2021 council parameters

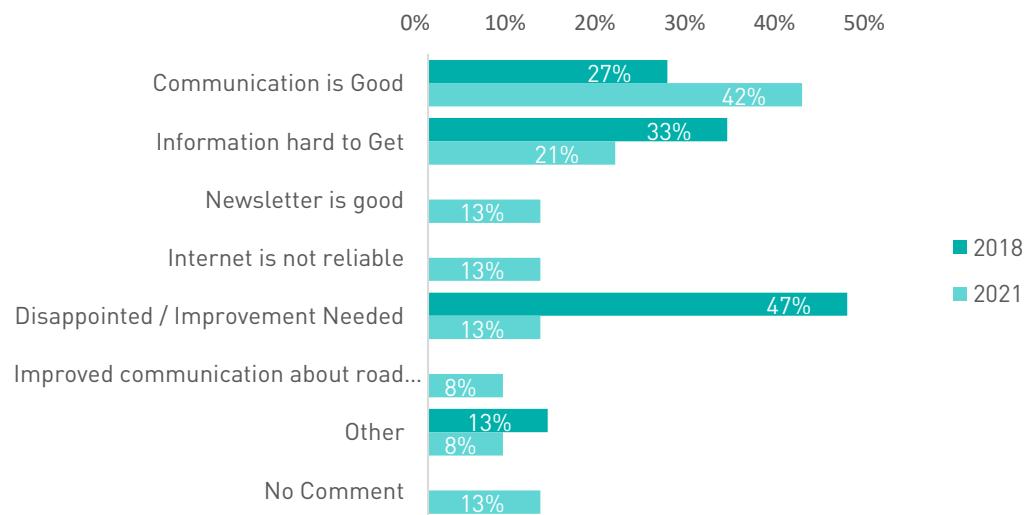


Most respondents did not provide any additional suggestions with regards to Council performance and communication.

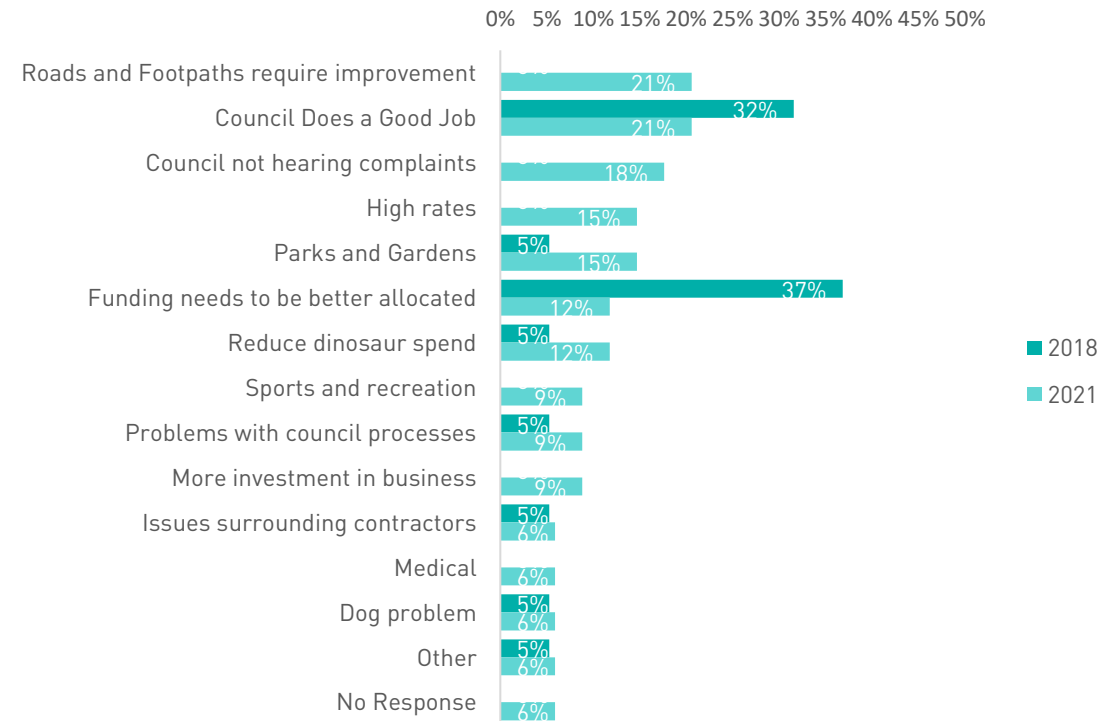
Among those who answered, a few mentioned road management, complaints redressal and information sourcing as common areas of concern.

However, most were happy with the Council and the communications.

Additional comments
Views on communication and customer service



Additional comments
General views about the council



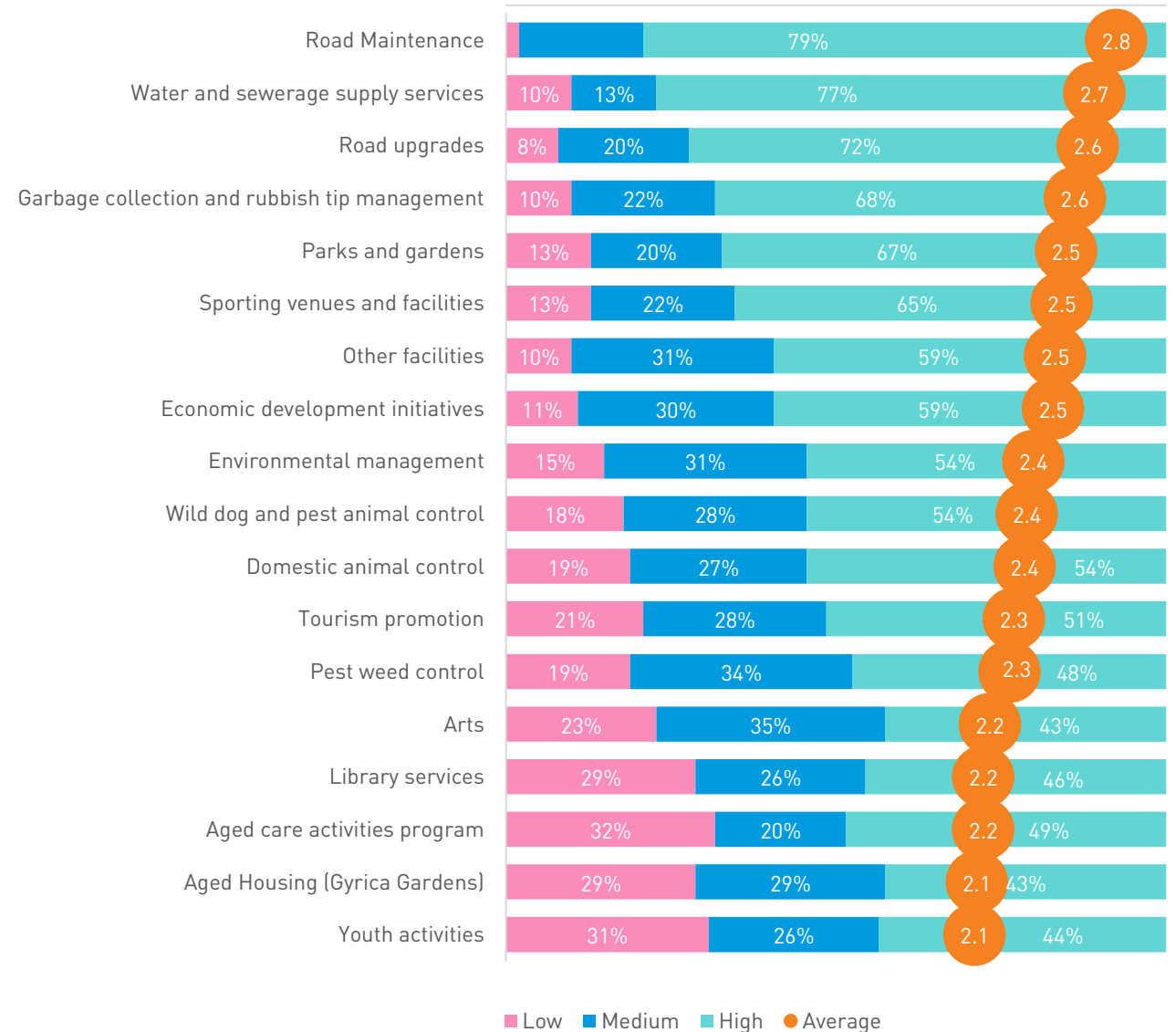
*Caution small sample sizes

Road maintenance / upgrades and water and sewerage services hold highest importance.

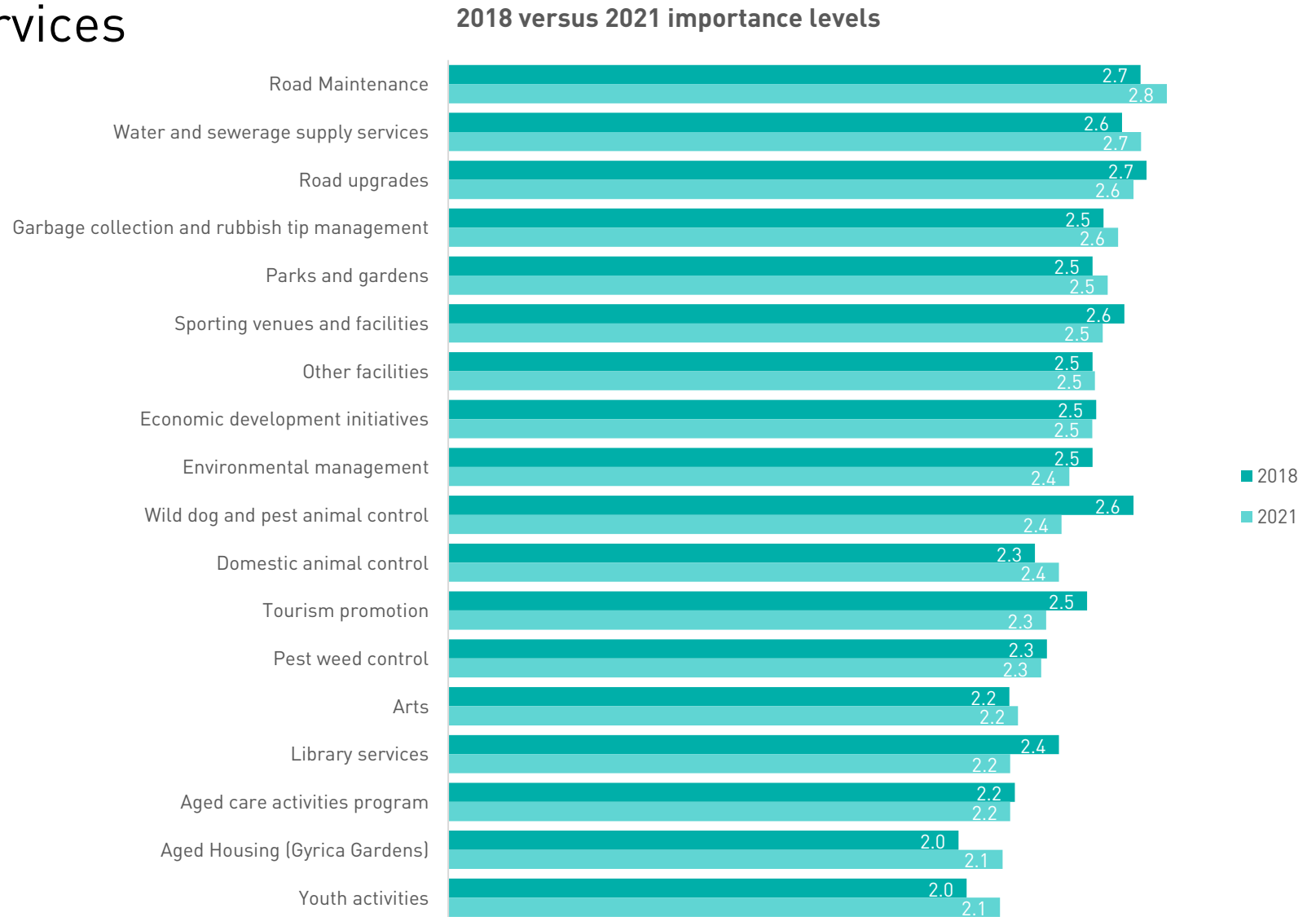
Among the different services evaluated, youth activities, aged housing, aged care activities and library / arts recorded lowest level of importance.

Females were significantly more likely to place high importance on library services.

Importance levels - 2021

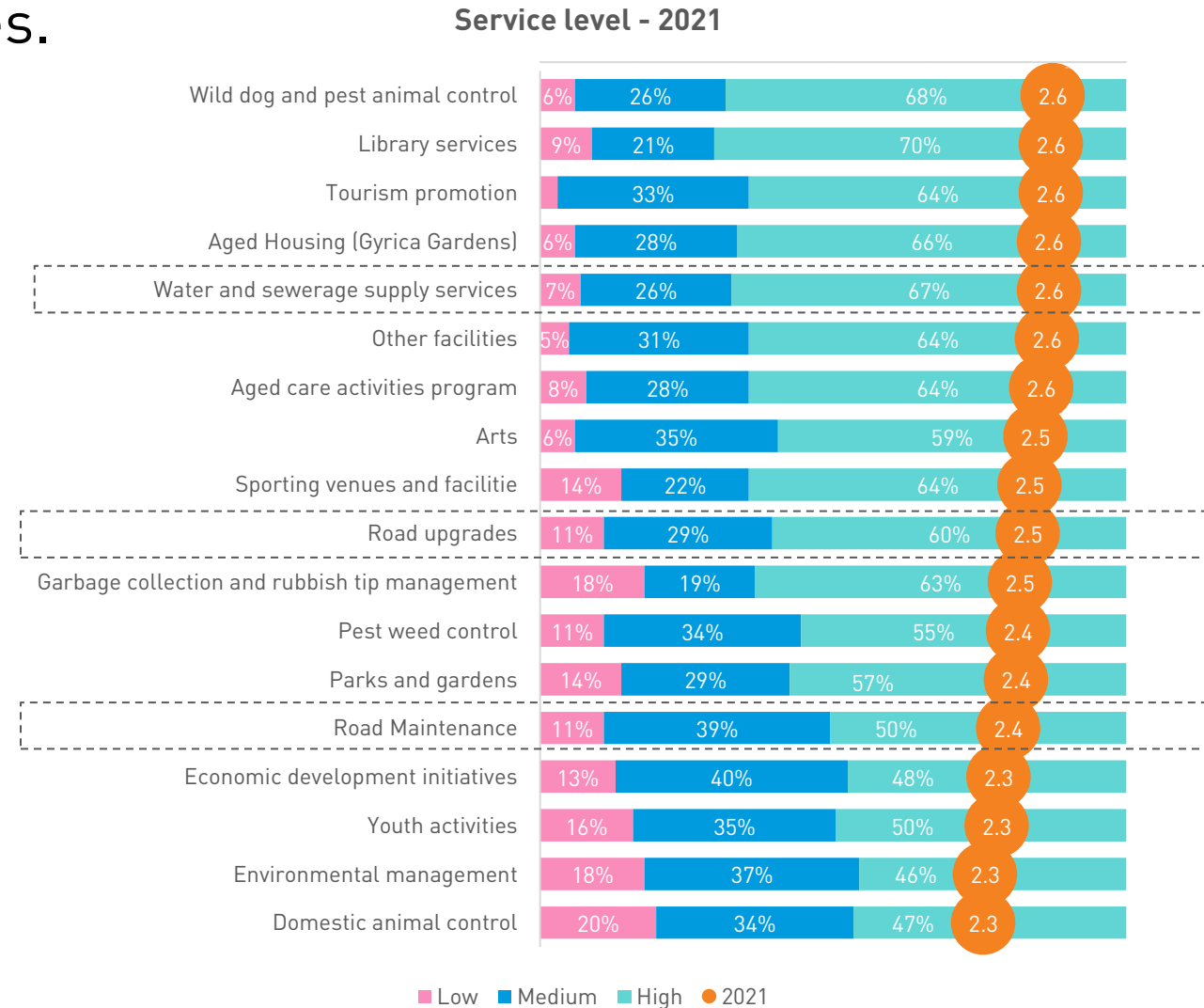


Average importance of services remains unchanged.



Moderate service level for key attributes.

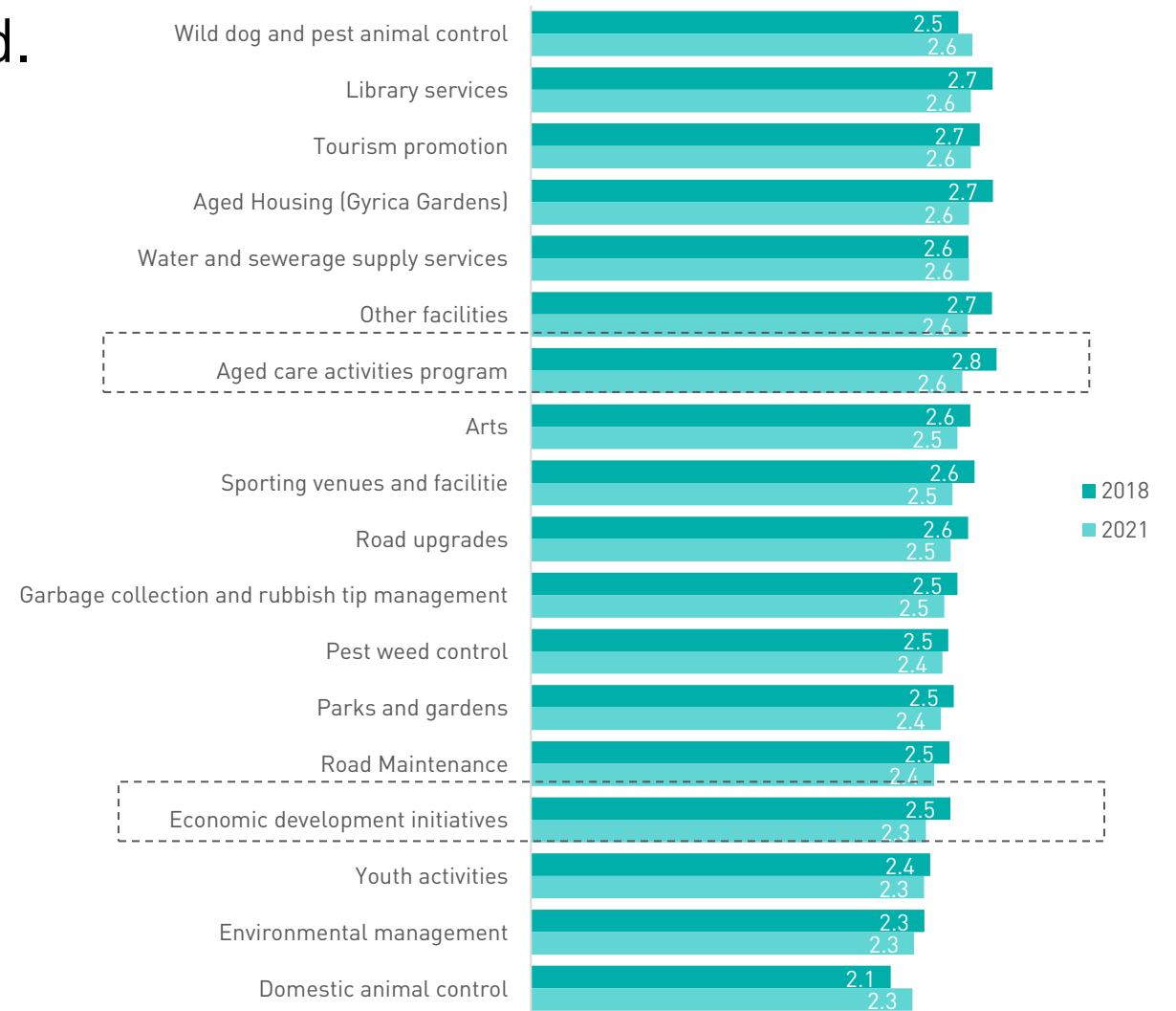
Wild dog and pest control, library services and tourism and promotion are services that the Council does a good job at providing. However, these attributes have relatively lower importance.



Ratings of service levels are unchanged.

Aged care activities and economic development initiatives service level declined slightly in 2021.

2018 versus 2021 service level



Prioritising service areas for Council.

An importance/ satisfaction (performance) chart or matrix is a way of combining 2 sets of data in an integrated way, identifying the attributes or services which respondents think are particularly important to them, but they are less satisfied with.

There are typically 4 quadrants of interest. The quadrant for immediate focus is the **top left quadrant**, which isolates the attributes that are of **high importance** but has **low levels of satisfaction** or perceived performance. These are the critical areas for service improvements.

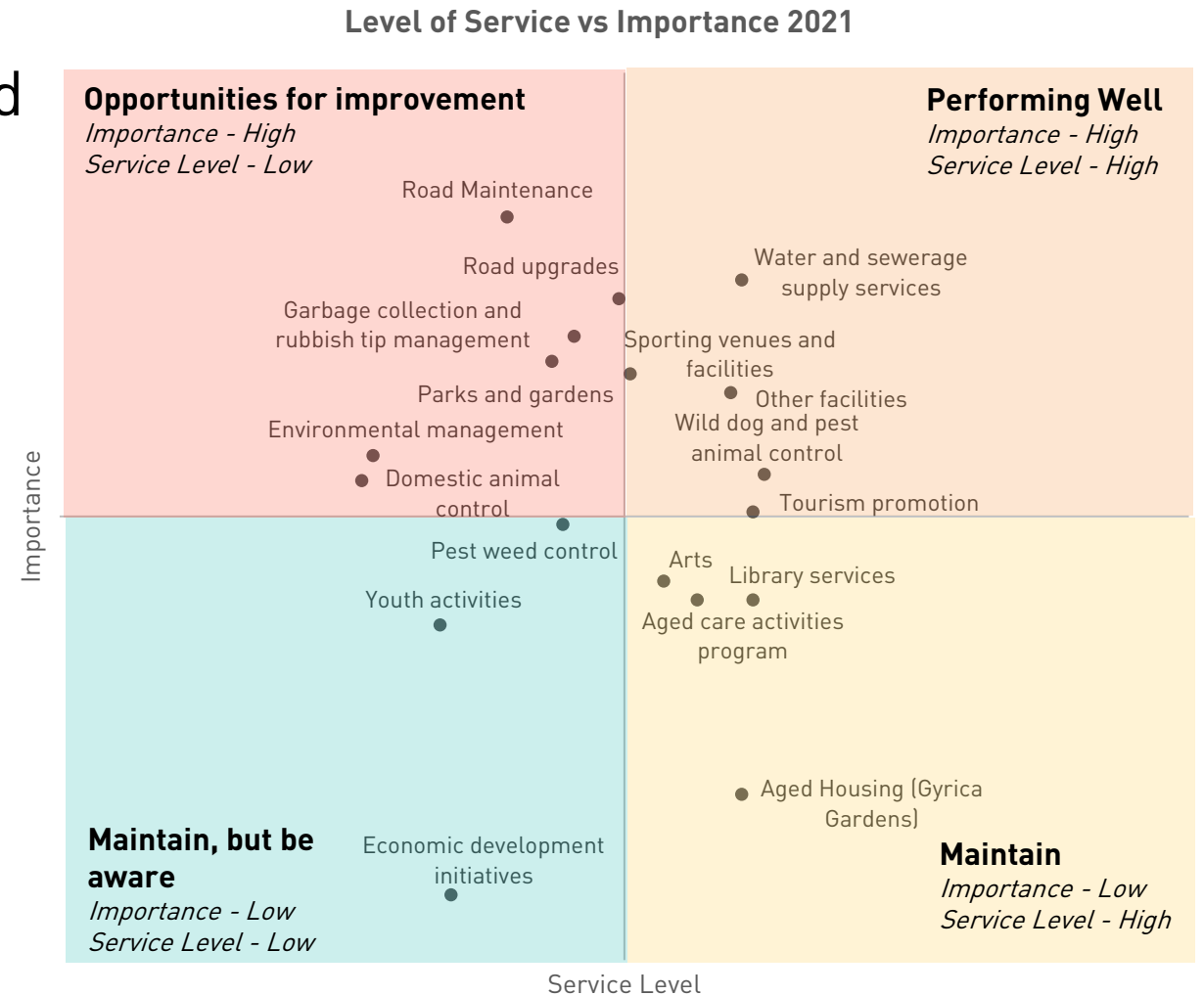
The other 3 quadrants are useful for different reasons. This might mean reducing investment in service delivery in areas which are not considered important by the respondent e.g. the lower right quadrant might indicate an over-emphasis on elements that are of little importance to the respondents and therefore could indicate a low return on investment for those efforts.



Road maintenance / upgrades, garbage collection, parks / gardens and environmental management should be the key focus for Council.

Compared to 2018 water and supply services moved from the opportunities quadrant to performing well – all services in this section should be maintained to continue to deliver on what matters to the community.

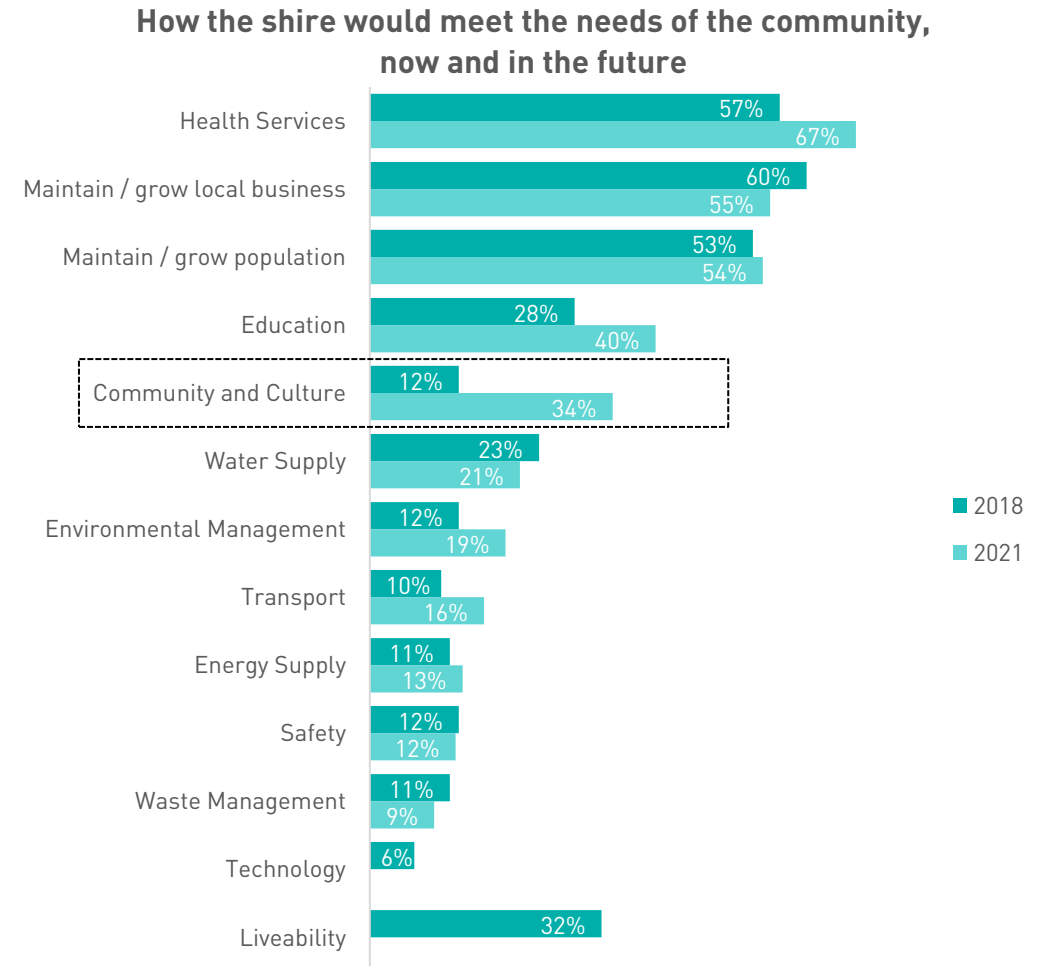
Road upgrade has dropped in service level compared to 2018 and moved out of the performing well section.



In addition to the Council performance parameters, health services, local business and population growth are important attributes to the community.

There was a significant increase in the importance of community and culture compared to 2018.

Education was important for those aged 31-45 years, as most of this group (81%) have children at home.



Local business support voiced spontaneously as well.

Supporting local business and generating jobs and activities for the youth are the key things mentioned spontaneously.

Youth and/or sports coordinator that provides a place to go during holidays and activities for school age and older kids. Someone active that gets involved and promotes positive leadership and guidance particularly for the youth that don't attend boarding school.

Increase internet and communication, Council can play a major role in these. Black spots are the downfall of this community. Those previous questions show the council have moved from providing services to controlling businesses. The biggest failure of this council is the loss of the rail service. The Council could have stepped in. Future problems will arise from lack of available road transport from shear capacity. (Wool)

It concerns me that there are so many businesses for sale in the main street.

Historically our sheep industry has been our shire's economic driver and should be driving our shire back to prosperity

Could possibly try to encourage more new businesses to town. A few too many for sale signs

More jobs for local youth

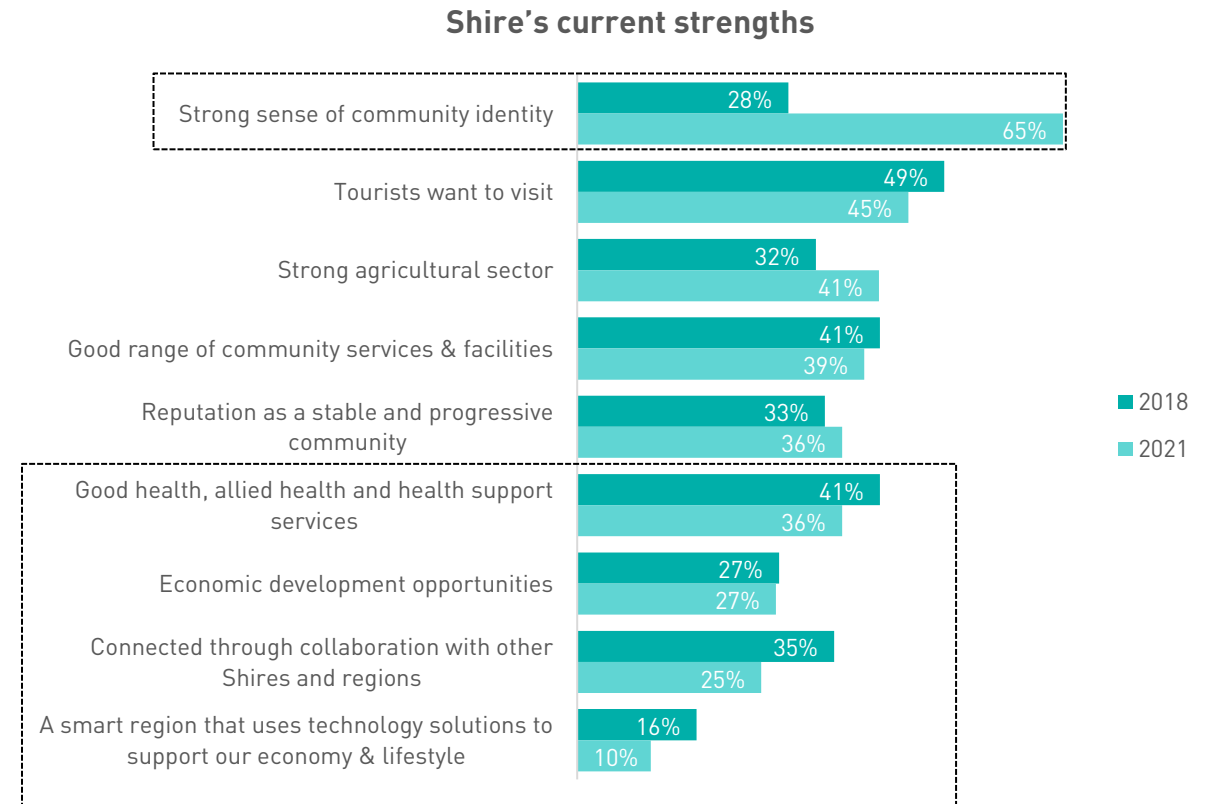
With regards to culture and community I'd like to see sport coaching clinics to teach kids other sports and skills.

All the above are important to continued growth opportunities can be improved further to encourage population growth.

Would be more incentive for families to stay in Quilpie if the government boarding school subsidies were a bit higher.

Sense of community has increased as a strength.

Health support services, economic development opportunities, technology and connections with other regions have relatively lower identification as strengths of the Council.



Overall, the Shire Council is doing a good job.

Of those who provided additional comments, the overall sentiment was that the Council was doing a good job. A common theme throughout was the Council's inability to finish projects before moving onto a new one. A desire for the Council to listen to the community and work on areas they view as important also emerged.

I am happy for the service, that the Council provide for us.

I have lived in six different Shire Council areas and have to say Quilpie is the best! If I have a question about anything it is always answered in a very short amount of time. Staff are always very courteous and go out of their way to help. Our town is always clean and tidy, tourists often comment on this. Keep up the excellent work you are doing

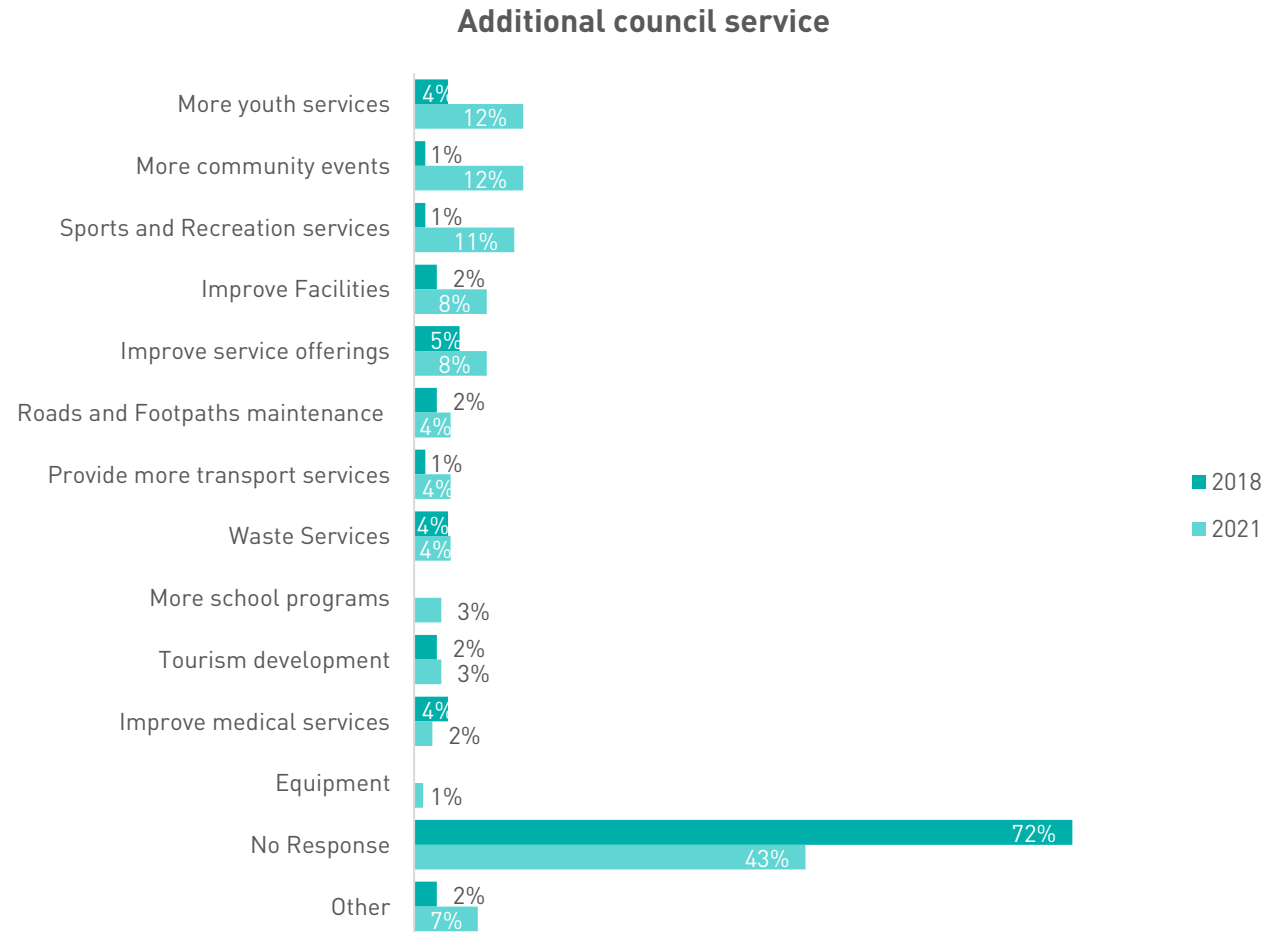
Finish projects in outlying towns rather than starting new ones. Make more of an effort to help these towns find grants for future development to existing infrastructure instead of putting it in the basket of there's no money.

As a member of the local community of Eromanga, it would be great if Council followed through with improving facilities that the community uses. Tourism is the push from Council and by helping to improve these areas, it can benefit the whole town, not just one business. After all, the Quilpie Shire has more than one town in it and it feels like we are often an after thought. Implement a Community Development Plan for Ermanga with a timeline to show that all towns matter. Consult with the community then follow through with it instead of dismissing the ideas to improve the look/feel of the town.

*Low base

Majority had no suggestion for additional services.

Among those who provided suggestions, more youth services, community and sports services are desired.



More activities suggested for youth.

When asked about additional/less services the most common response was more activities for youths. Another common theme that emerged was the need for more sports and recreation activities – which could help provide activities for younger people.

More for young people in town.

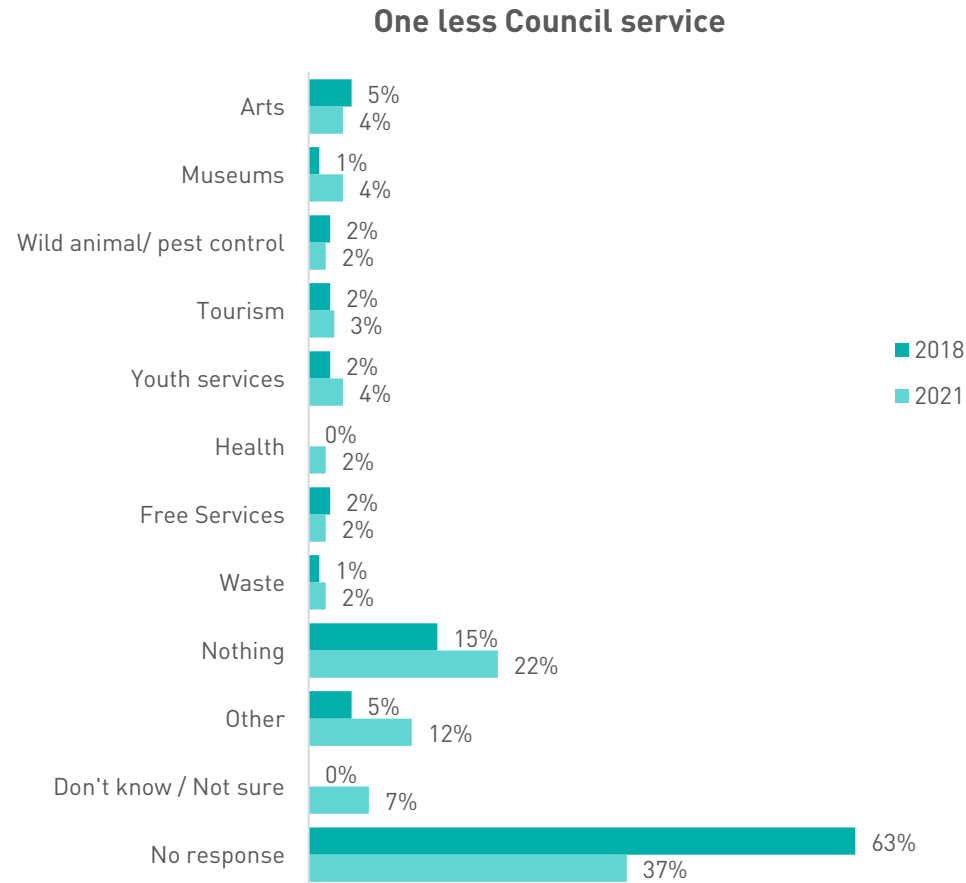
Council need to recognise the gaps which is 0–5-year-olds and 12 years +. Need more activities/facilities for these age groups.

Some action and commitment in improving community recreation facilities.

There is nothing for youth There are no sporting activities available Pool hours, cleanliness and running of this facility need to be given a long hard look by councillors.

*Low base

Majority did not provide a response, among others there is a belief that all services are important, (nothing should be removed).

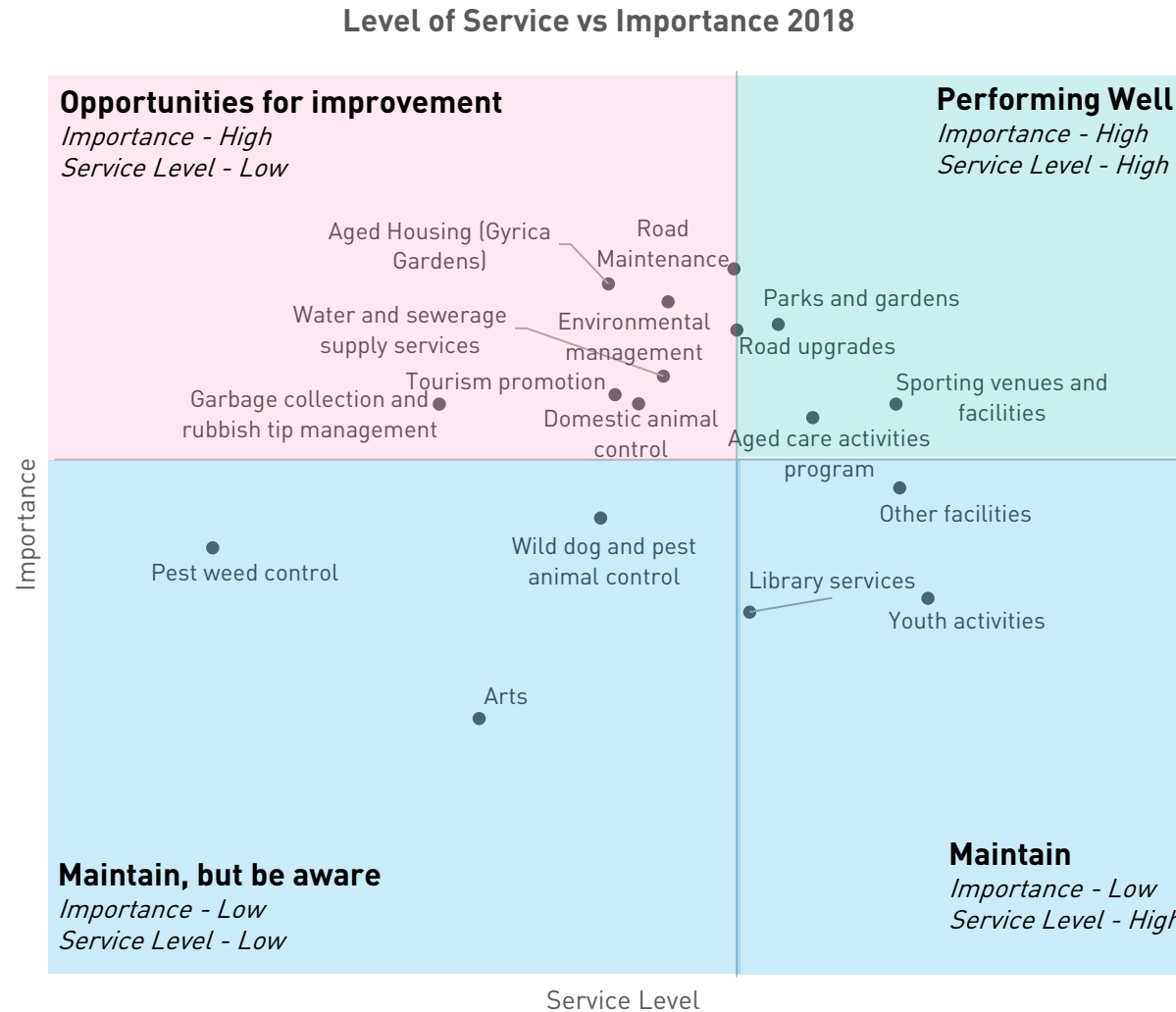




APPENDIX 1

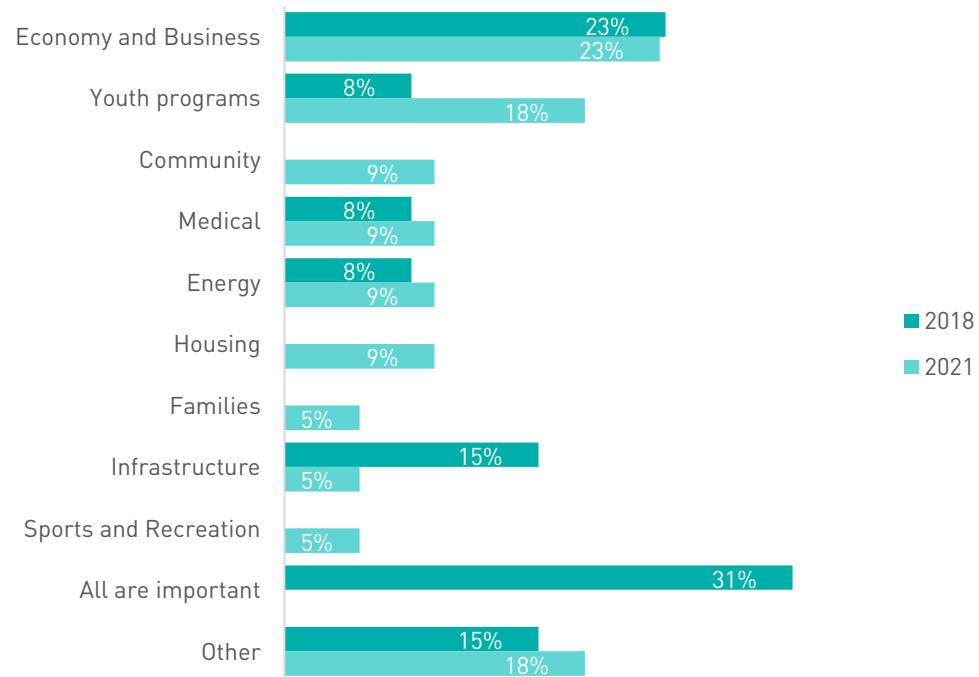
Additional Slides

Performance matrix -2018



The Council should prioritise supporting local business.

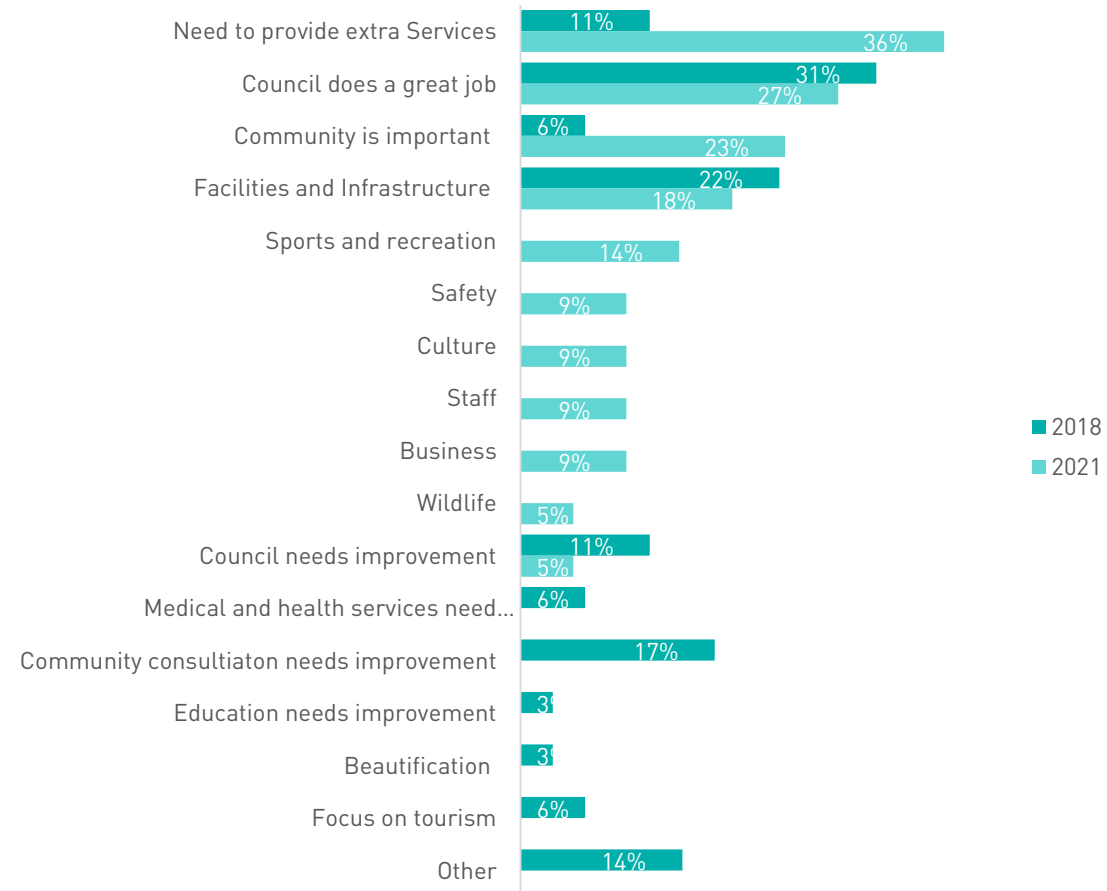
Additional comments - how the Shire would meet the needs of the community, now and in the future



*Low base

Community is important to shire residents.

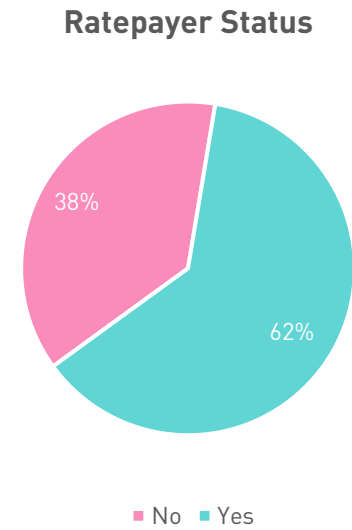
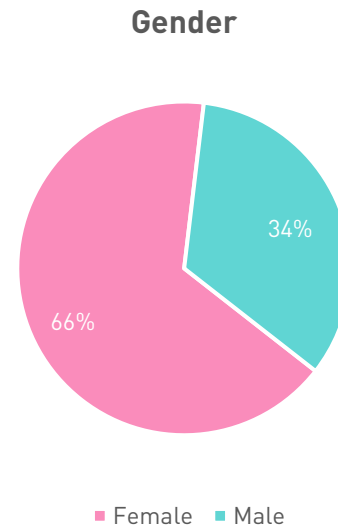
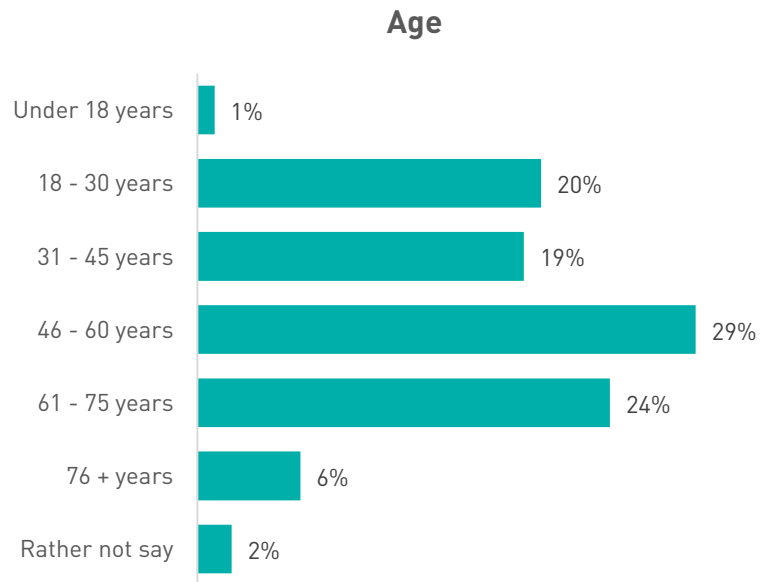
Additional comments - Shire's current strengths





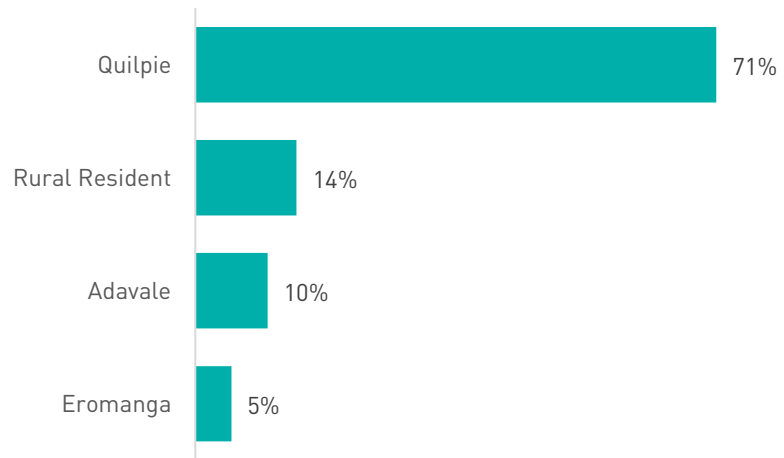
APPENDIX 2 Respondent Profile

Respondent Profile

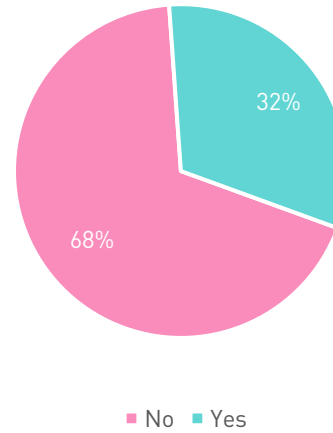


Respondent Profile

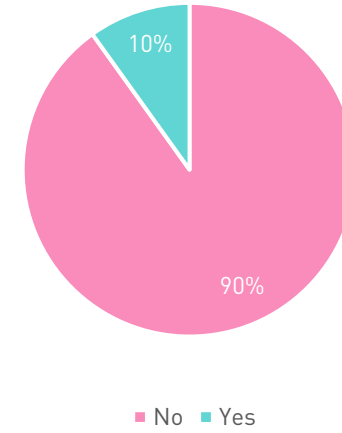
Location



Children living at home



Children attending boarding school





APPENDIX 3 Survey Tool

***PLEASE NOTE THAT IF OTHER MEMBERS OF THE HOUSEHOLD WISH TO COMPLETE THEIR OWN SURVEY, COPIES ARE AVAILABLE ON OUR WEBSITE (www.quilpie.qld.gov.au) OR FROM COUNCIL'S CUSTOMER SERVICE DESK**

1. What is your gender?

- a) Female
- b) Male

PLEASE TICK ✓

-
-

2. Which age bracket are you in?

- a) Under 18 years
- b) 18 – 30 years
- c) 31 – 45 years
- d) 46 – 60 years
- e) 61 – 75 years
- f) 76 + years

-
-
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3. Which of the following applies?

- a) I live in the town of Quilpie
- b) I live in the town of Eromanga
- c) I live in the town of Adavale
- d) I am a rural resident (Including Cheepie and Toompine)

-
-
-
-

4. Are you a ratepayer?

a) Yes

b) No

5. Do you have children living at home?

a) Yes

b) No

6. Do you have children attending boarding school?

a) Yes

b) No

7. General views about Council.

	Agree	Neutral	Disagree
Council generally does a good job in delivering services to the community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Council generally responds well to my issues, concerns or complaints	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Council provides value for money	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Council does a good job in managing the Shire's finances	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Council is working to improve the economic development of the region	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Any comments you would like to make? _____

8. Communication and Customer Service

	Agree	Neutral	Disagree
Council keeps me well informed on programs, activities, policies and plans	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Councillors are approachable and readily available to speak with me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staff are approachable, knowledgeable and provide great customer service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Council consults adequately (formally or informally) with the community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can get information I need from Council quickly and easily	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I regularly use Council's website to find information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I regularly view Council's Facebook page to keep informed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I value Council's monthly community newsletter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Any comments you would like to make? _____

9. The following is a list of services Council provides. How do you rate the level of service Council provides in delivering these services and how important are they to you?

	High	Medium	Low
Aged Housing (Gyrca Gardens)			
Service level provided	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Importance to you	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Road maintenance – grids, grading, town streets, footpaths			
Service level provided	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Importance to you	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Road upgrades – eg Red Road sealing, widening works etc.			
Service level provided	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Importance to you	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Water and sewerage supply services			
Service level provided	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Importance to you	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Garbage Collection and rubbish tip management				
	Service level provided	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Importance to you	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Environmental Management				
	Service level provided	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Importance to you	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wild dog and pest animal control				
	Service level provided	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Importance to you	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pest weed control				
	Service level provided	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Importance to you	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Domestic animal control (dogs etc)				
	Service level provided	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Importance to you	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parks and Gardens (including playgrounds)				
	Service level provided	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Importance to you	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	High	Medium	Low
Sporting venues and facilities (eg Bulloo Park, pools etc)			
Service level provided	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Importance to you	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other facilities (eg halls, equipment hire, bus hire)			
Service level provided	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Importance to you	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Library Services			
Service level provided	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Importance to you	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Arts (Performances, Museums, Galleries)			
Service level provided	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Importance to you	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Youth activities (eg after school arts and crafts)			
Service level provided	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Importance to you	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Aged care activities program				
	Service level provided	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Importance to you	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tourism Promotion				
	Service level provided	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Importance to you	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Economic Development initiatives				
	Service level provided	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Importance to you	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If there was one **LESS** service that Council was able to provide, which would you prefer it to be?

If there was one **ADDITIONAL** service Council could provide, what would you like it to be?

Any other comments you would like to make? _____

10. What are the three things most important to you to ensure our shire meets the needs of the community now and into the future?

- PLEASE TICK ✓**
- a) Environmental Management
 - b) Maintain / grow population
 - c) Maintain / grow local business
 - d) Safety
 - e) Transport
 - f) Waste Management
 - g) Water Supply
 - h) Energy Supply
 - i) Community and Culture
 - j) Education
 - k) Health Services
 - l) Technology
 - m) Liveability

Any comments you would like to make? _____

11. Which of these statements do you think describes our shire's current strengths?

PLEASE TICK ✓

- a) A shire tourists want to visit
- b) A shire that has a strong agricultural sector
- c) A vibrant area with a good range of community services & facilities
- d) A strong sense of community identity
- e) A smart region that uses technology solutions to support our economy & lifestyle
- f) A region that has economic development opportunities
- g) A shire with a reputation as a stable and progressive community
- h) A shire that stays connected through collaboration with other Shires and regions
- i) A shire with good health, allied health and health support services

Other _____



OTHER COMMENTS

Please add any further comments that you would like to make

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THANK YOU