



QUILPIE SHIRE COUNCIL Community Satisfaction Survey

May 2023

MCGREGOR TAN
RESEARCH. STRATEGY. SOLUTIONS.

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Background and methodology

This research was conducted from Monday 27 February to Wednesday 3 May 2023.



Community satisfaction surveys were conducted by the Quilpie Shire in 2018, 2021 and 2023 to gauge the community's perspectives and contentment with a range of council services including parks and reserves, roads, communication and engagement with the Council, along with evaluating the Council's performance and operations.



Market research has been conducted in accordance with ISO 20252. The data was analysed using Q software.



McGregor Tan was provided with the data from the 2018 survey (n=81) and the 2021 survey (n=101) to analyze the results. The 2023 survey (n=48) was hosted by McGregor Tan using Voxco software, but it's important to note that the data was sourced through Council methods.

Surveys took, on average, 13 minutes to complete.

When reviewing the results, it is important to consider the decrease in the number of completed surveys in 2023.



Over the past 40 years, McGregor Tan has grown to be one of the largest independent market and social research companies in Australia.

We have achieved this through the vision of our researchers which is underpinned by a strong company ethos respecting tradition while driving innovation and new technologies.



Key Insights

Executive summary



Overall

In general, the Council is performing well in delivering services and maintaining community satisfaction. The Councilors and staff are perceived as approachable and supportive of the community's needs. Communication with the Council is effective, although there is a need to encourage greater engagement with the online website platform to fully utilise its potential.

The findings highlight the Council's strengths, areas of concern, and community priorities, providing valuable insights into the perceptions and needs of the residents.

Performance

The majority of residents express satisfaction with the Council's performance and their interactions with Council members and staff. A few mentioned concerns related to funding allocation, road and footpath maintenance, communication, and council processes.

However, the overall sentiment is positive, with an emphasis on creating a family-friendly environment, attracting tourists, fostering community identity, and providing a diverse range of services and facilities.

Services

Residents value road maintenance, sporting venues and facilities, library services, and the arts as areas of increased importance. The Council is perceived to deliver a high level of service in most areas, and the community also prioritises health services, local business, liveability, and population growth.

To enhance satisfaction, the Council should focus on environmental management, road maintenance and upgrades, as well as parks and gardens.

Economic development opportunities and the utilisation of technology solutions for regional development are recognised as relatively lower strengths of the Council.

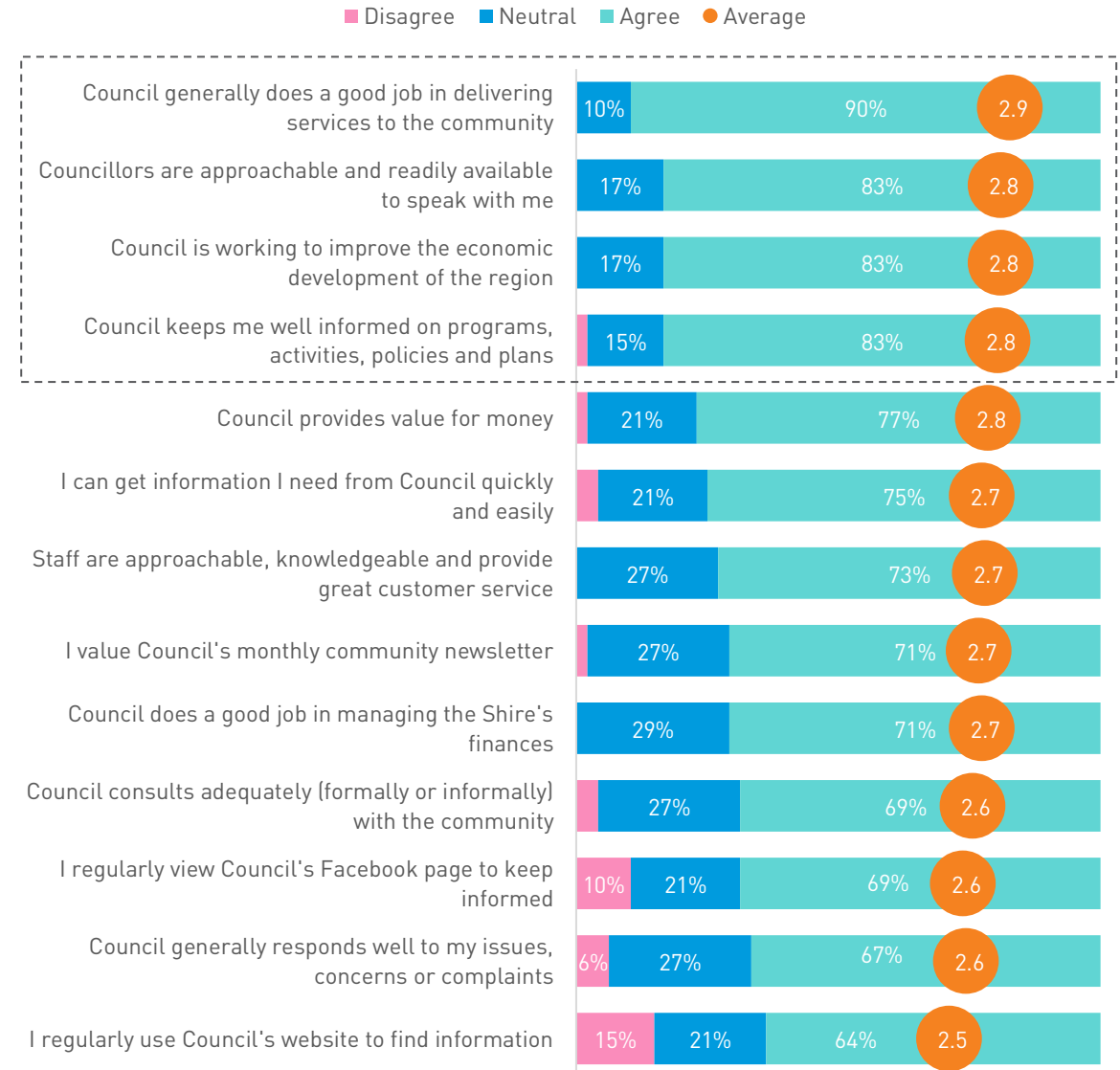


Detailed Analysis

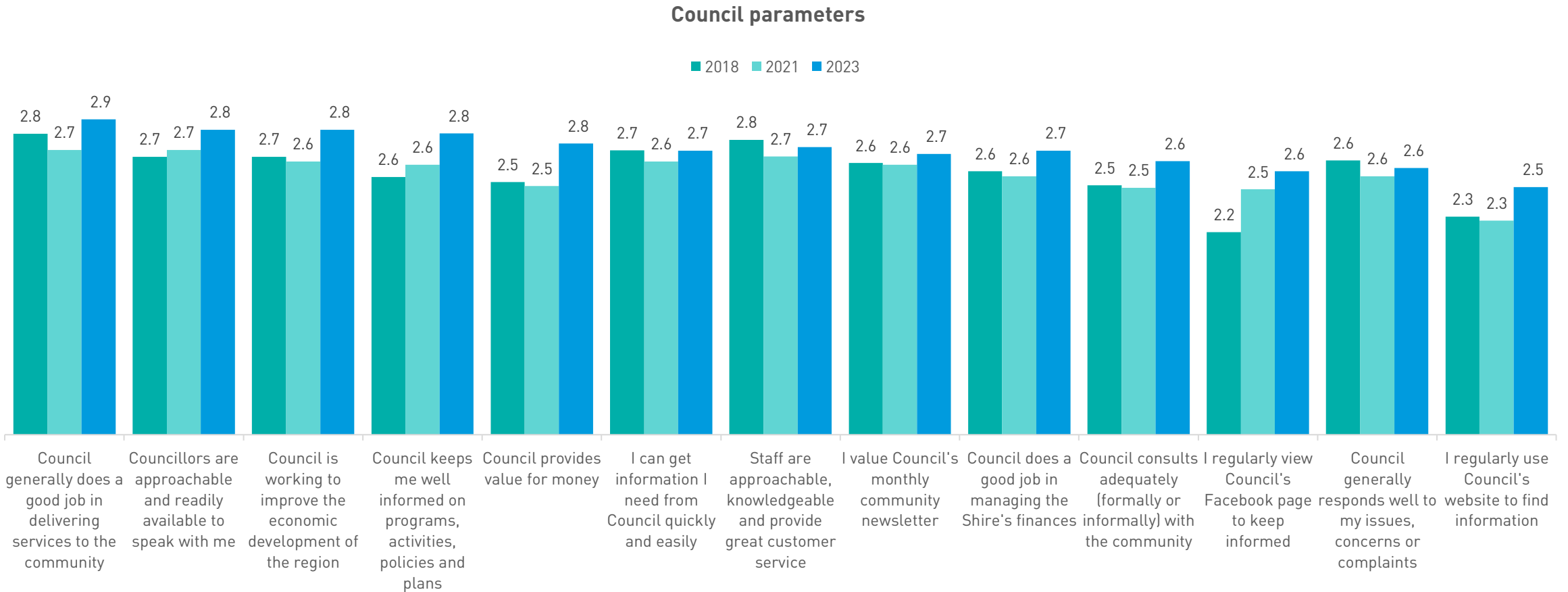
The majority of residents express satisfaction with the Council's performance and their interactions with Council members and staff

The community's overall positive attitudes towards the council were evident, as disagreement levels remained relatively low.

Council parameters - 2023



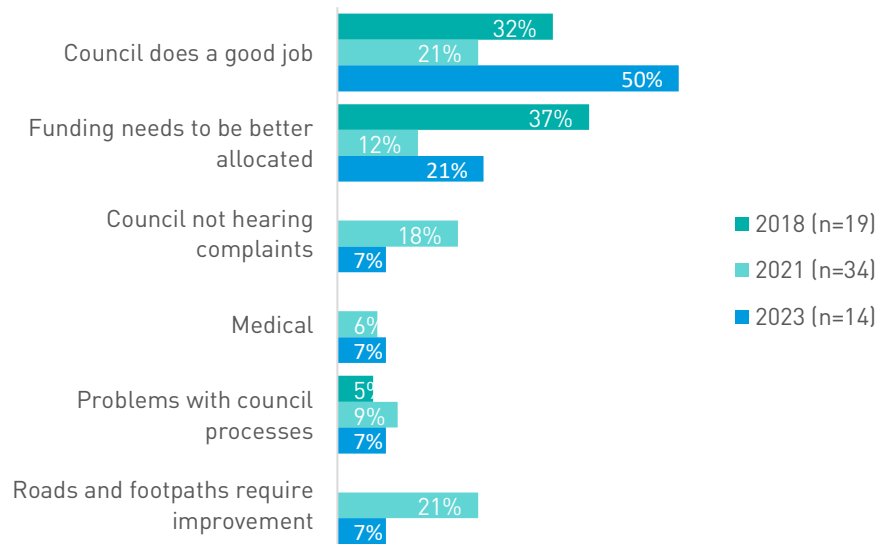
All Council parameters have recorded an increase since 2021



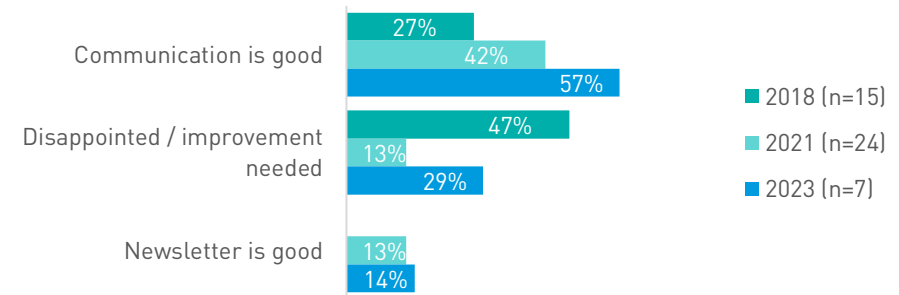
Most respondents did not provide any additional comments with regards to Council performance and communication

Among those who provided additional comments, a small number highlighted concerns regarding funding allocation, road and footpath maintenance, as well as dissatisfaction with communication and council processes. However, the majority expressed satisfaction with the Council, its communication efforts and shared positive feedback.

Additional comments
General views about the council



Additional comments
Views on communication and customer service



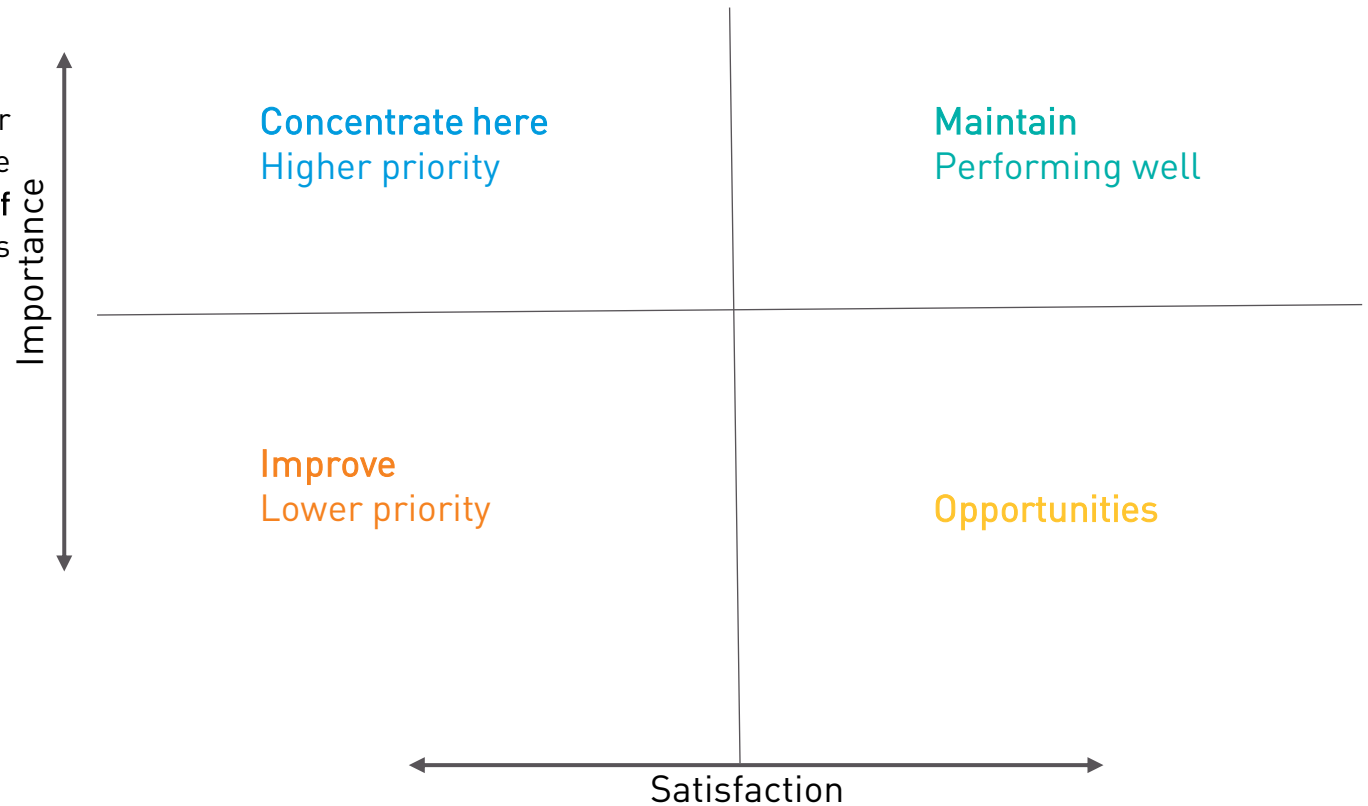
*Caution small sample sizes

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.

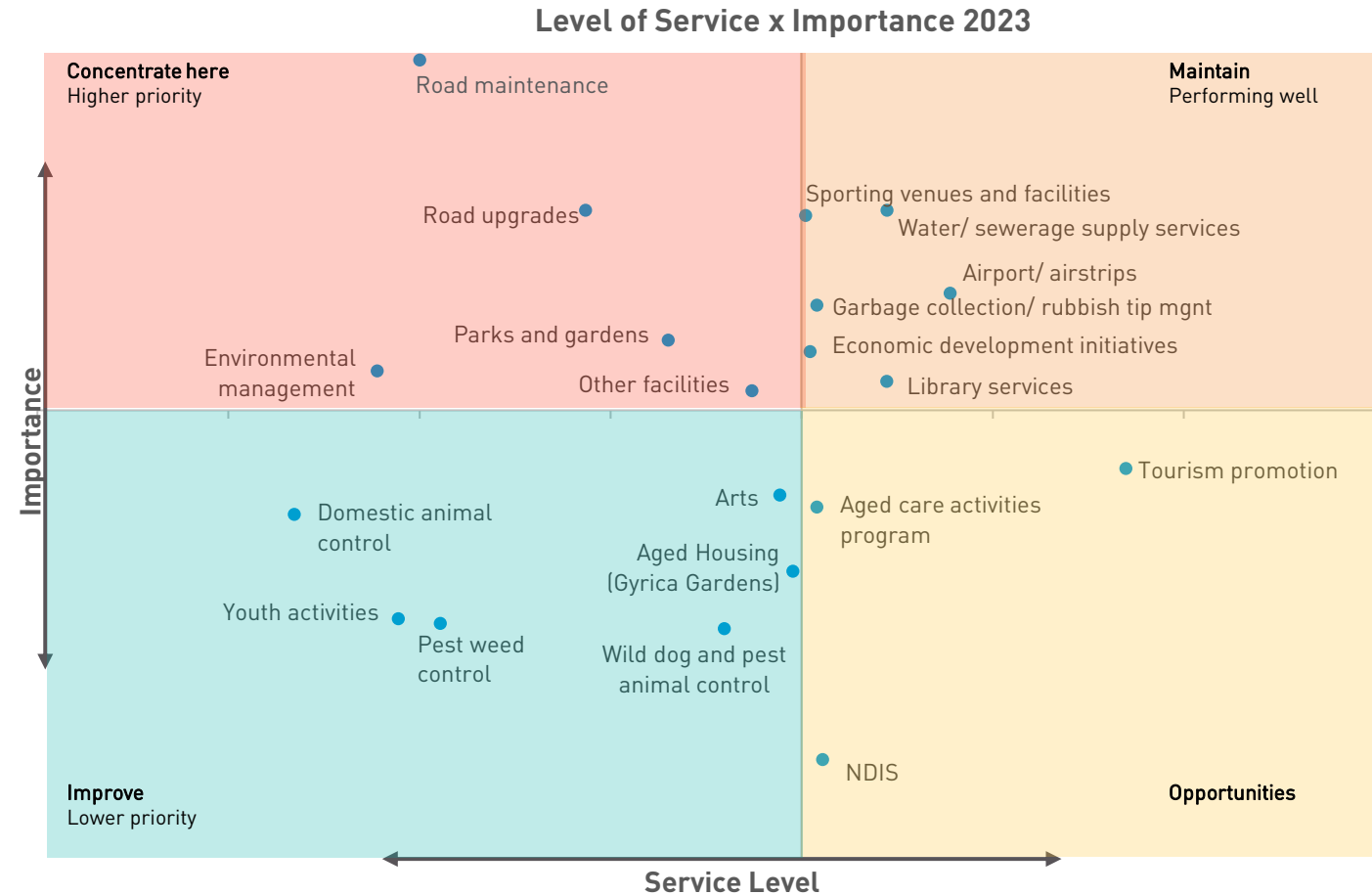
There are typically 4 quadrants of interest. The quadrant for immediate focus is the **top left quadrant**, which isolates the attributes that are of **higher importance** but has **lower levels of satisfaction** or perceived performance. These are the critical areas for service improvements.

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.



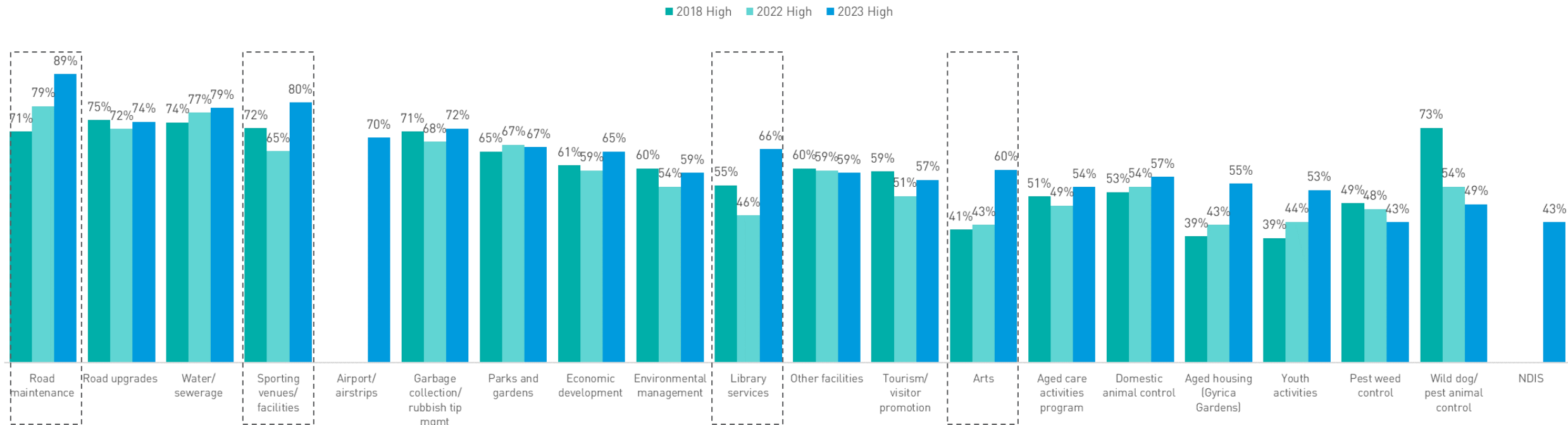
Environmental management, road maintenance and upgrades, parks and gardens and other facilities should be the key focus for Council

CONTINUE DELIVERING ON:	<ul style="list-style-type: none"> • Airports/ airstrips • Library services • Water/ sewerage supply services • Garbage collection / rubbish tip management • Economic development initiatives • Sporting venues and facilities
DRIVE EXTRA FOCUS ON:	<ul style="list-style-type: none"> • Environmental management • Road maintenance • Road upgrades • Parks and gardens • Other facilities
LOWER PRIORITY BUT IMPROVEMENT REQUIRED	<ul style="list-style-type: none"> • Arts • Aged Housing (Gyrica Gardens) • Wild dog and pest animal control • Pest weed control • Youth activities • Domestic animal control



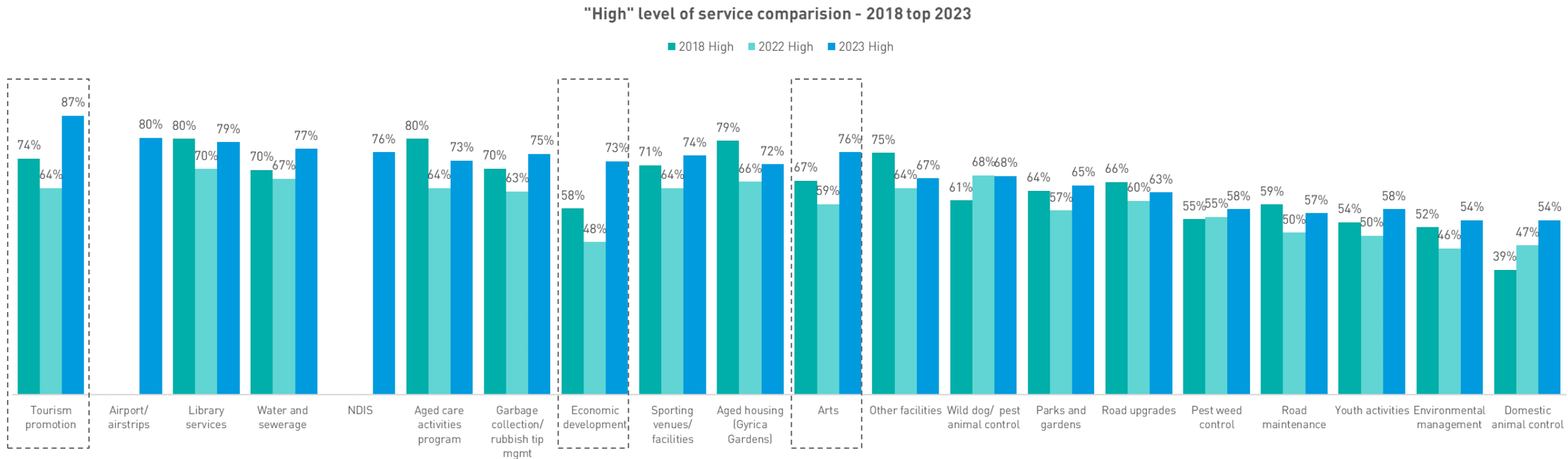
Road maintenance, sporting venues and facilities, library services, and the arts exhibited the most significant increase in perceived importance

"High" level of importance comparison - 2018 to 2023



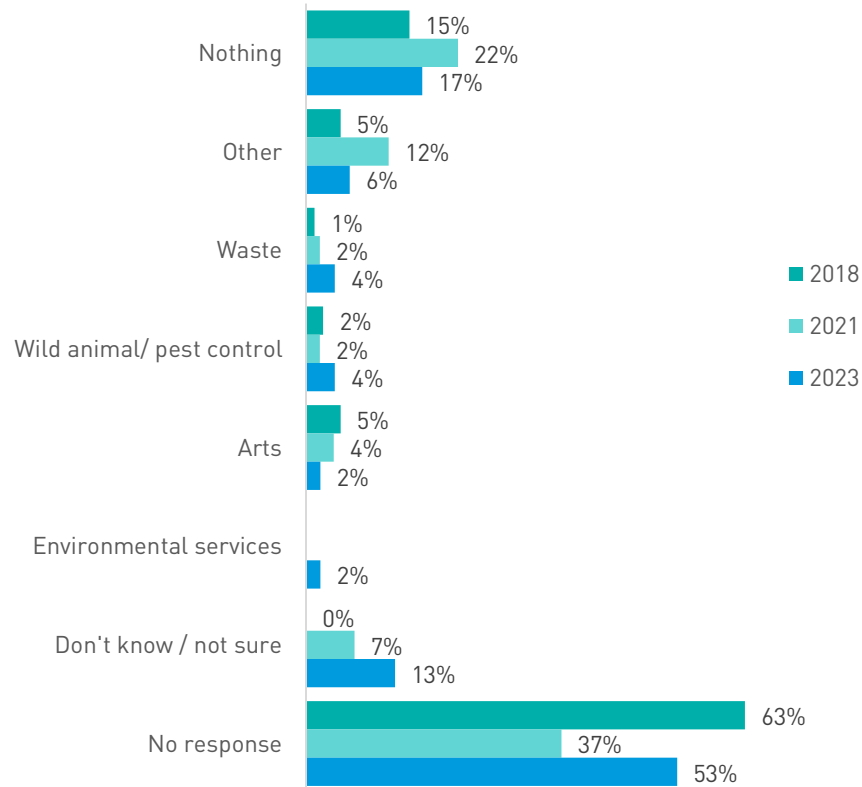
According to residents, the Council is delivering a high level of service across most areas

The service level for economic development, tourism promotion and the Arts experienced the highest increases from 2021.



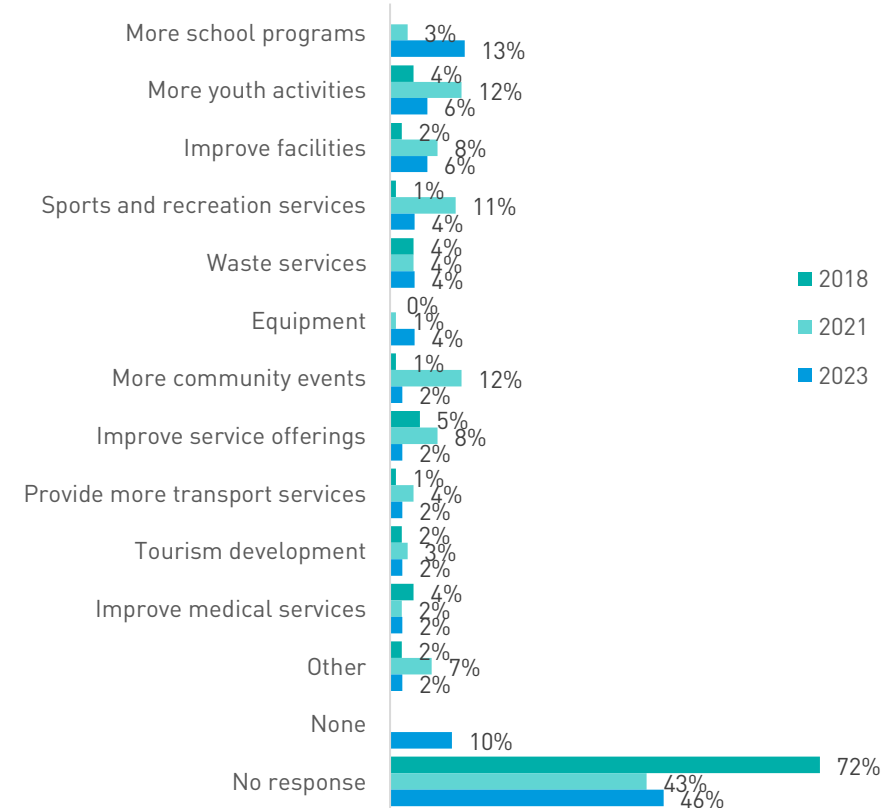
The majority of residents did not provide a response regarding additional or reduced services that the council could offer

One less Council service



There is a belief that all services are important (nothing should be removed).

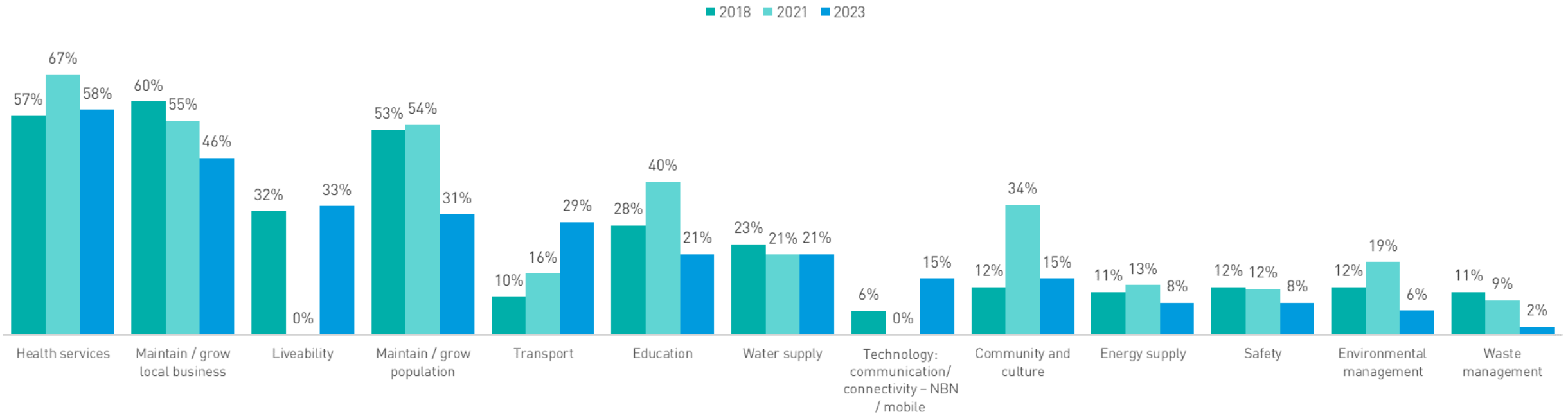
One additional Council service



Among those who provided suggestions, more school programs, youth activities and an improvement in facilities are desired.

In addition to the Council performance parameters, the community places importance on health services, local business, liveability, and population growth as essential attributes

How the shire would meet the needs of the community, now and in the future



Eight residents shared additional comments regarding their priorities for the community, both in the present and future

With these three main areas addressed, the others will continue to improve as well.

Attract more young people to town by improving daycare facilities, after school care pick up, aged services transport to appointments like dentist, better access to Drs.

The most important service needed is that of a resident doctor.

Just the old council yard and more houses. I would love to see something about approaching banks or Government about giving locals bigger loans to be able to build family homes in Quilpie.

All are important and necessary.

Further investment in Infrastructure i.e. pools, footpaths, housing, Kindy, bike paths etc. Along with the green space next to the racetrack when you get there.

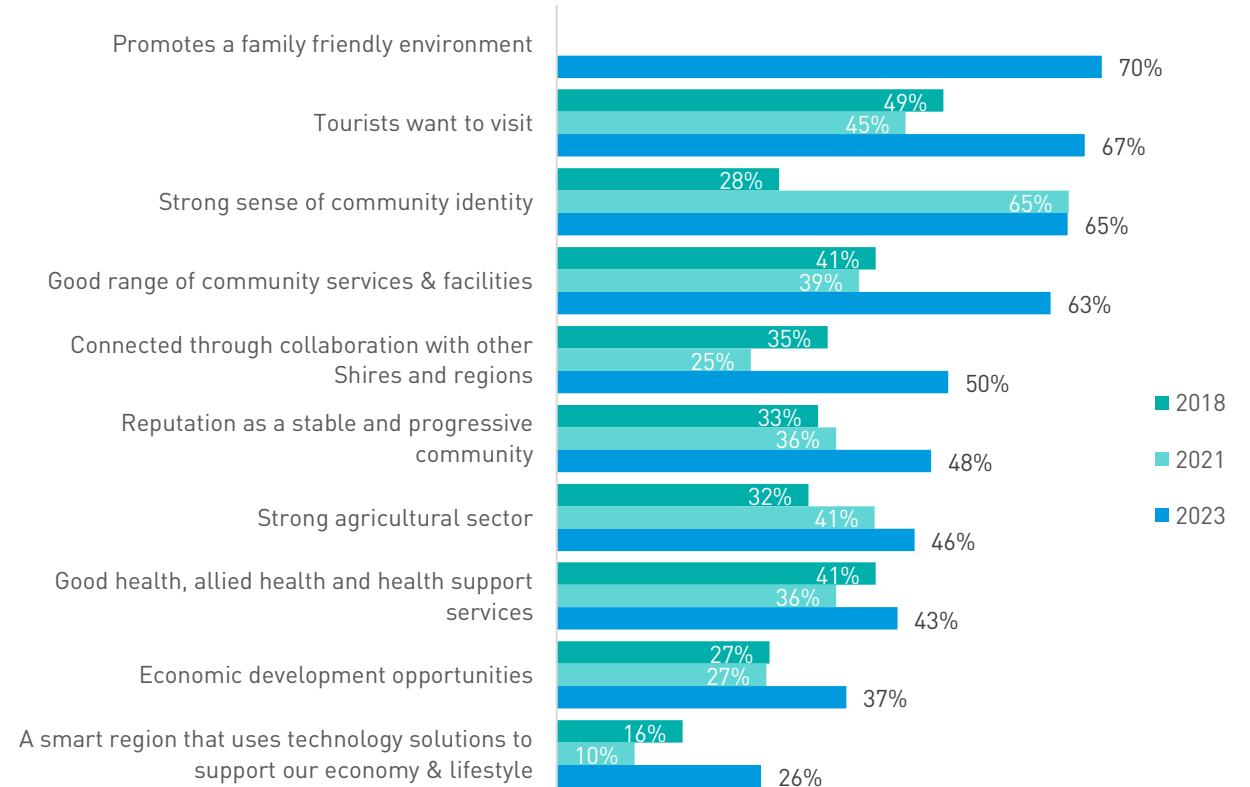
As I said before getting a Mini Golf and Tenpin Bowling area set up as I said in a large shed, this would bring a couple of extra jobs to the town plus it would give the kids something to do as it would be a safe area as council would have security cameras installed. It would be great for families and travellers also to give them more reason to want to stop in Quilpie. To me this would be a win win for council as it covers a few areas, such as area for kids to enjoy, tourist to come and enjoy, families to have a fun day or evening with friends and family, employment, you could have light snacks available etc.

Quilpie is exceptionally well supported by council. Despite the remote geographic location, the access to services, activities and facilities is second to none. This is demonstrated in the pride the community takes in its town and culture. What a pleasure it is to be able to be a part of this wonderful community.

Shire's strengths include promoting family-friendly environment, tourist appeal, strong community identity, and diverse services

Economic development opportunities and the utilisation of technology solutions to support economy and lifestyle have been identified as relatively lower strengths of the Council.

Shires current strengths



Four residents provided further comments for the Council

When having town events consider people that live out of town and need to travel home after.

I am happy with all the services that the Council provide to the community, and especially the Senior's program that Council have in place for the elderly. I am very grateful for that.

We are lucky to enjoy a strong community with great facilities and a council with strong financial backing, to ensure good maintenance of the town. Previous initiatives from Council to upgrade shop fronts showed great support for businesses.

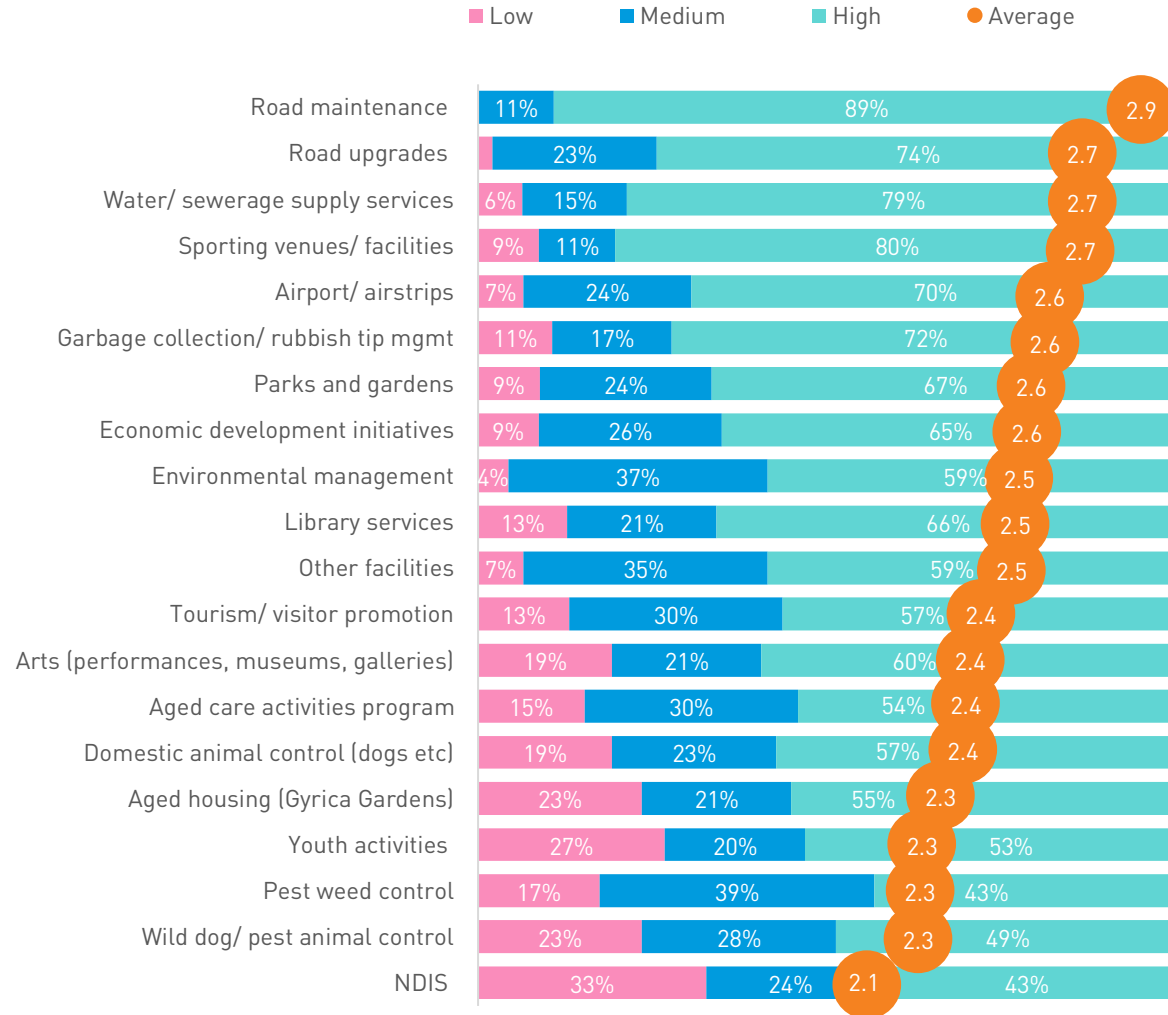
Housing community.

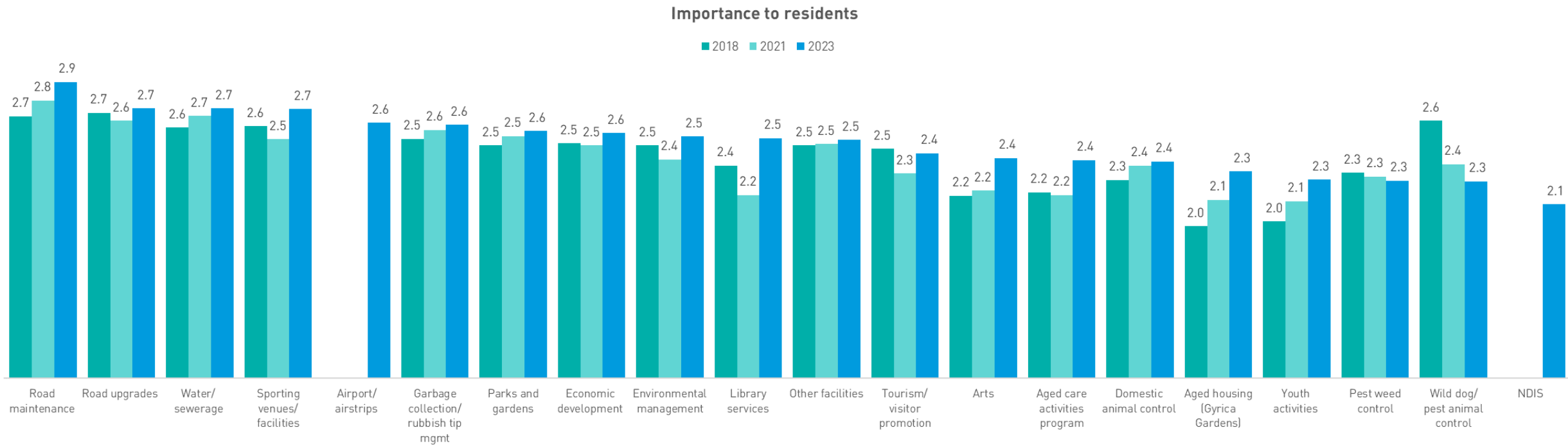


APPENDIX 1

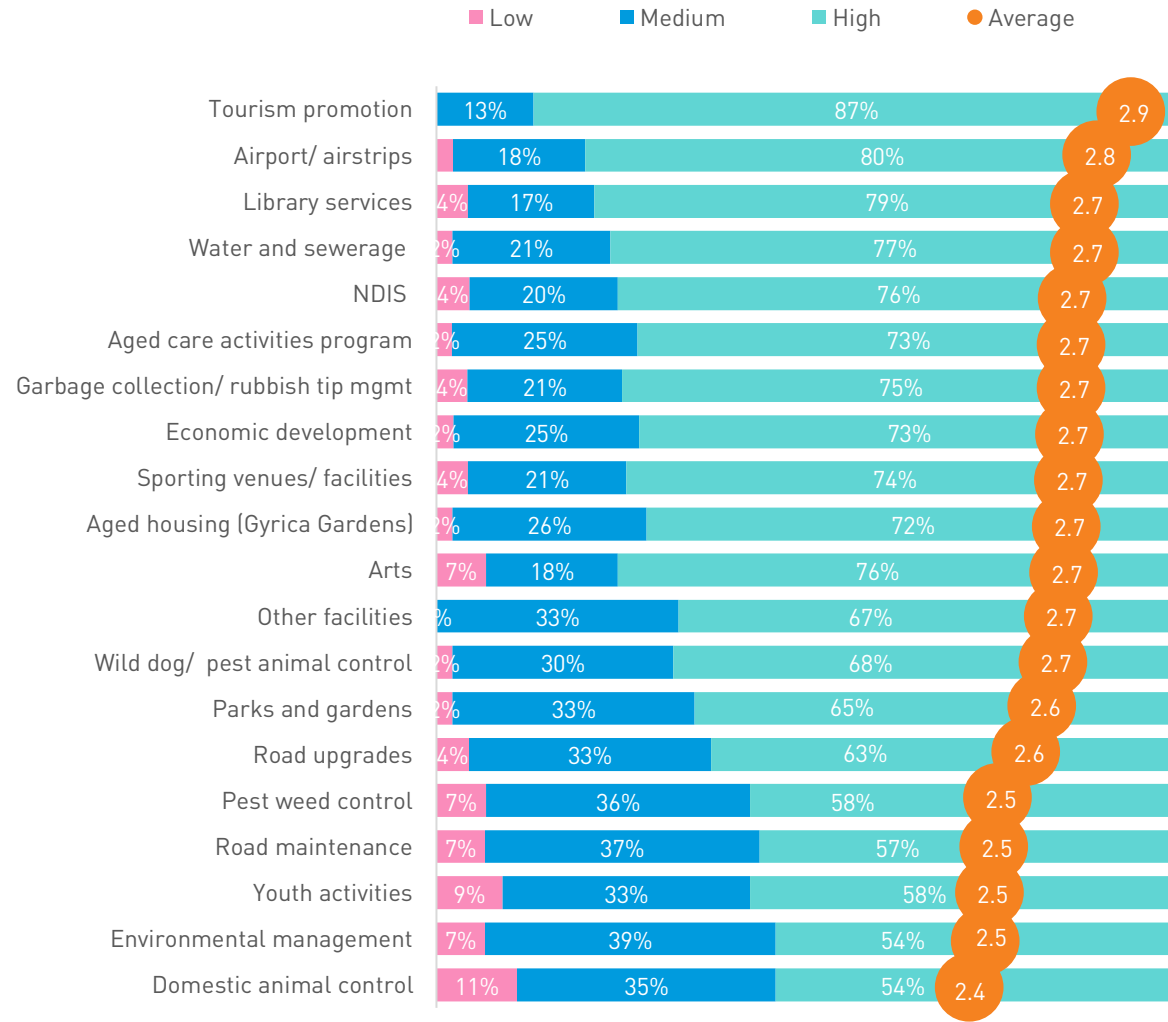
Additional Slides

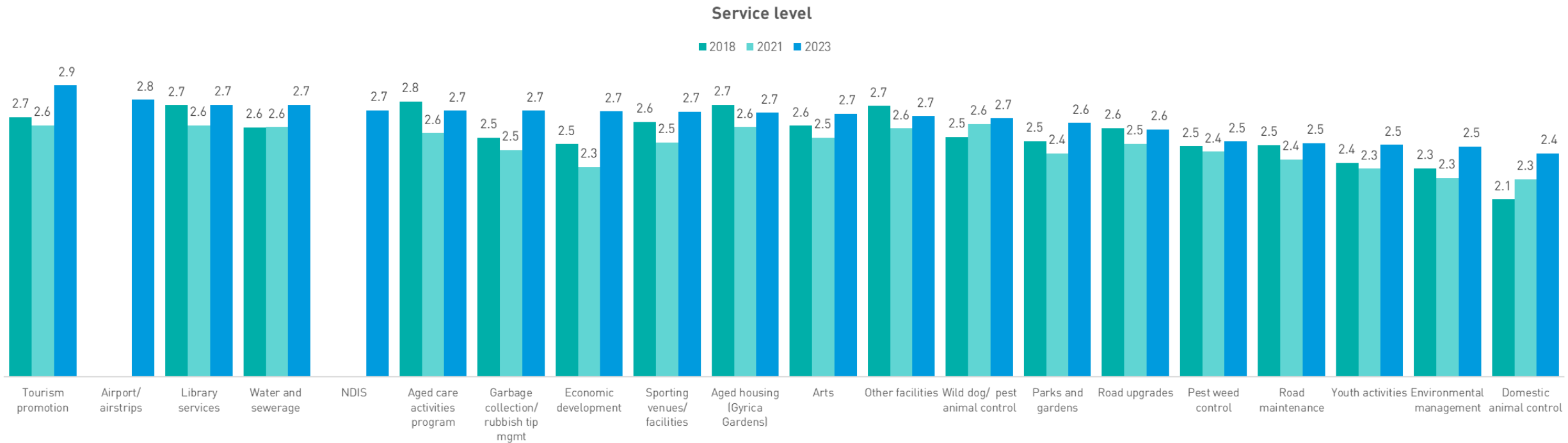
Level of importance to residents - 2023





Service level - 2023

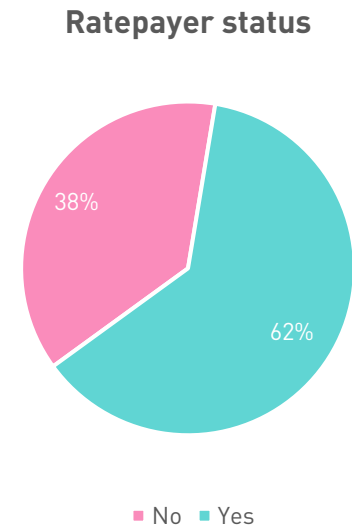
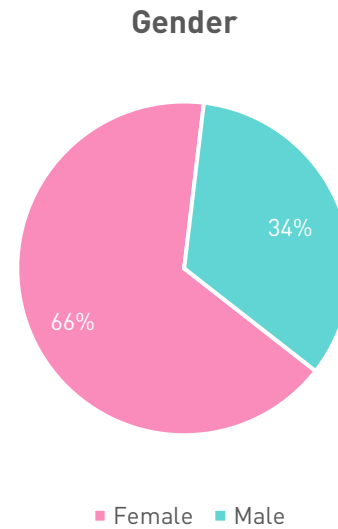
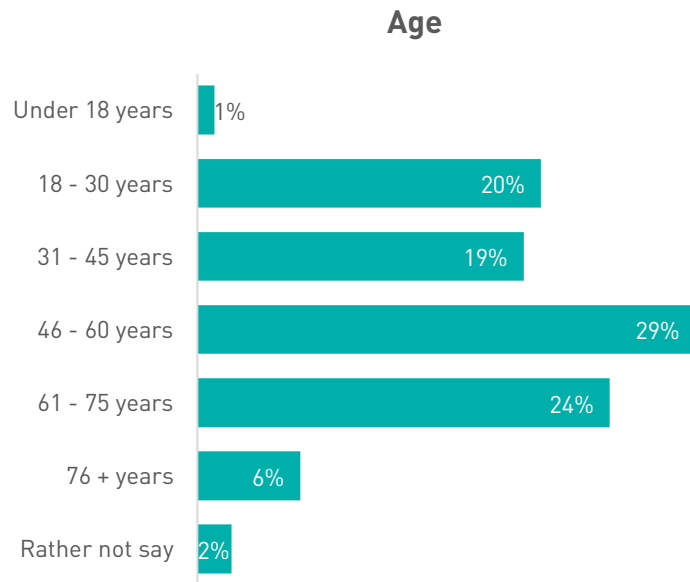






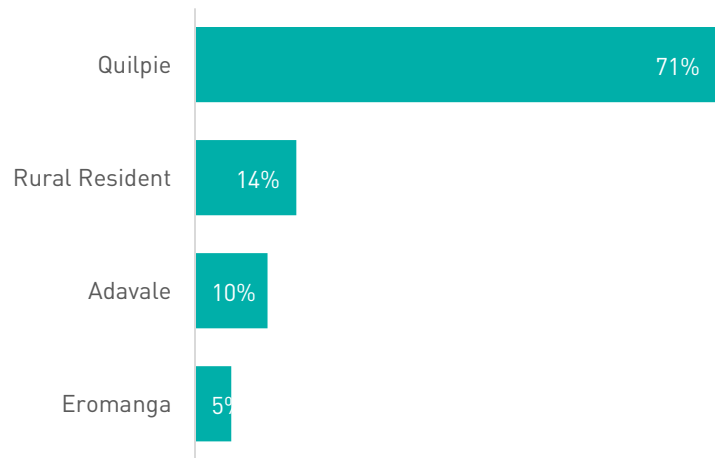
APPENDIX 2 Respondent Profile

Respondent profile

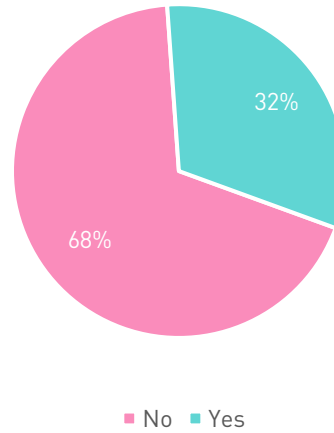


Respondent profile

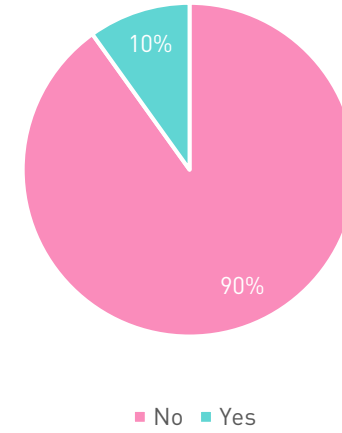
Location



Children living at home



Children attending boarding school





APPENDIX 3 Survey Tool

COMMUNITY SATISFACTION SURVEY

2023



OVERVIEW

Quilpie Shire Council is undertaking a community satisfaction survey, which is intended to gather data to better understand the community's views about what is important to them and how they rate Council's performance and priorities.

Surveys are to be returned to Council by Tuesday 2 May 2023

Surveys can be completed online.
Follow the link on Council's web page

www.quilpie.qld.gov.au

If you place your name and contact details below, you will automatically go into the draw to win one of two

\$250 local shopping vouchers.

These prizes will be drawn at the Quilpie Shire Council Meeting on 16 May 2023

NAME:	
PHONE:	
EMAIL:	

*Please note that if other members of the household wish to complete their own survey, an online version is available on our website (www.quilpie.qld.gov.au) or copies are available at council's customer service desk

1. What is your gender?

		Please tick
a)	Female	<input type="checkbox"/>
b)	Male	<input type="checkbox"/>

2. Are you of Aboriginal or Torres Strait Islander origin?

a)	Yes	<input type="checkbox"/>
b)	No	<input type="checkbox"/>

3. Which age bracket are you in?

a)	19 years or under	<input type="checkbox"/>
b)	20-29 years	<input type="checkbox"/>
c)	30-39 years	<input type="checkbox"/>
d)	40-49 years	<input type="checkbox"/>
e)	50-59 years	<input type="checkbox"/>

f)	60-69 years	<input type="checkbox"/>
g)	70-79 years	<input type="checkbox"/>
h)	80 years and above	<input type="checkbox"/>

4. Which of the following applies?

a)	I live in the township of Quilpie	<input type="checkbox"/>
b)	I live in the township of Eromanga	<input type="checkbox"/>
c)	I live in the township of Adavale	<input type="checkbox"/>
d)	I am a rural resident (Including the townships of Cheepie and Toompine)	<input type="checkbox"/>

5. Are you a Quilpie Shire ratepayer?

a)	Yes	<input type="checkbox"/>
b)	No	<input type="checkbox"/>

6. Do you currently have children living at home?

		Please tick
a)	Yes	<input type="checkbox"/>
b)	No	<input type="checkbox"/>

7. Do you currently have children away attending school?

a)	Yes	<input type="checkbox"/>
b)	No	<input type="checkbox"/>

8. General views about Council.

	Please one per statement		
	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"/>
8b: Any comments you would like to make?			

9. Communication and Customer Service.

	Please one per statement		
	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"/>
9b: Any comments you would like to make?			

10. 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?

		Please one for service level and one for importance <u>per service</u>		
		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 — e.g. 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"/>

Q10 continued		Please one for service level and one for importance per service		
		High	Medium	Low
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"/>
Sporting venues and facilities (e.g. 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 (e.g. 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 (e.g. 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 and Visitor 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"/>
NDIS (National Disability Insurance Scheme)	Service level provided	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Importance to you	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Airport/Airstrips	Service level provided	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Importance to you	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10b: If there was one LESS service that Council was able to provide, which would you prefer it to be?
10c: If there was one ADDITIONAL service Council could provide, what would you like it to be?
10d: Any other comments you would like to make?

11. What are three things most important to you for the community now and into the future?

		Please 3
a)	Environmental Management	<input type="checkbox"/>
b)	Maintain / grow population	<input type="checkbox"/>
c)	Maintain / grow local business	<input type="checkbox"/>
d)	Safety	<input type="checkbox"/>
e)	Transport – Roads / Airstrips	<input type="checkbox"/>
f)	Waste Management	<input type="checkbox"/>



g)	Water Supply	<input type="checkbox"/>
h)	Energy Supply	<input type="checkbox"/>
i)	Community and Culture	<input type="checkbox"/>
j)	Education	<input type="checkbox"/>
k)	Health Services	<input type="checkbox"/>
l)	Communication/Connectivity – NBN / Mobile	<input type="checkbox"/>
m)	Liveability	<input type="checkbox"/>
Any other comments you would like to make?		

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

		Please tick all that apply
a)	A shire tourists want to visit	<input type="checkbox"/>
b)	A shire that has a strong agricultural sector	<input type="checkbox"/>
c)	A vibrant area with a good range of community services & facilities	<input type="checkbox"/>
d)	A strong sense of community identity	<input type="checkbox"/>
e)	A smart region that uses technology solutions to support our economy & lifestyle	<input type="checkbox"/>
f)	A region that has economic development opportunities	<input type="checkbox"/>
g)	A shire with a reputation as a stable and progressive community	<input type="checkbox"/>
h)	A shire that stays connected through collaboration with other Shires and regions	<input type="checkbox"/>
i)	A shire with good health, allied health and health support services	<input type="checkbox"/>
j)	A shire that promotes a family friendly environment	<input type="checkbox"/>
k)	Other (specify)	<input type="checkbox"/>



13. Please add any further comments that you would like to make.

QUILPIE SHIRE COUNCIL WOULD LIKE TO THANK YOU FOR TAKING THE TIME TO FILL OUT
THIS SURVEY

Please return your survey to Council by
Tuesday 2 May 2023

REMEMBER THERE ARE TWO PRIZES OF \$250 VOUCHERS TO BE WON IF YOU PUT YOUR
NAME ON THE SURVEY

Surveys can be returned to:

QUILPIE SHIRE
COUNCIL PO BOX 57
QUILPIE QLD 4480

OR

COUNCIL ADMINISTRATION CENTRE
50 BROLGA STREET
QUILPIE QLD 4480

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THANK YOU