



COMMUNITY SATISFACTION SURVEY 2020

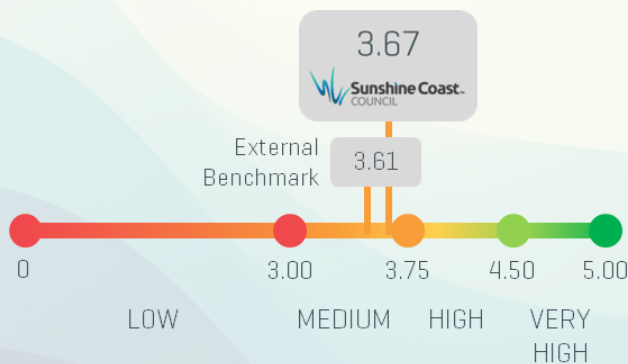
SUNSHINE COAST COUNCIL

**Summary Report
January 2021
IRIS RESEARCH**

OVERALL SATISFACTION



64% of residents are satisfied with Sunshine Coast Council overall.



SERVICE & FACILITY PERFORMANCE

Top 5 Services & Facilities

1. Lifeguards
2. Provision of libraries
3. Provision of sporting facilities
4. Provision of recreational parks and facilities including playgrounds and skate parks
5. Conservation and maintenance of beaches and foreshores

Bottom 5 Services & Facilities

31. Planning and control of residential and commercial development
30. Regulation of on-street parking
29. Quality of unsealed roads
28. Control of mosquitos
27. Provision & management of community engagement

MOVERS & SHAKERS

↑ Increased since 2015

- Provision of sporting facilities
- Support and sponsorship of major events
- Promoting the region for tourists and investment

↓ Decreased since 2015

- Traffic management on local roads
- Planning and control of residential and commercial development

STRENGTHS & PRIORITIES

Strengths to Maintain

- Conservation and maintenance of beaches and foreshores
- Disaster management
- Promoting the region for tourists and investment
- Support and sponsorship of major events
- Customer contact channels; including access to digital information and services
- Provision of recreational parks and facilities including playgrounds and skate parks
- Waste collection, recycling and material use

Priorities for Council

- Conservation and maintenance of natural bushland and wildlife
- Provision of community programs
- Planning and control of residential and commercial development
- Supporting local industry and business
- Provision of holiday parks attracting investment to the region
- Regulation of environmental health
- Conservation and maintenance of the water quality in our rivers and creeks
- Quality of sealed roads
- Provision & management of community engagement
- Traffic management on local roads

SERVICE & FACILITY PERFORMANCE – FULL RESULTS					
Rank	Service/ Facility	Performance	Internal Benchmark	External Benchmark	Strategic Location
1	Lifeguards	4.48	↔	-	DIFFERENTIATORS
2	Provision of libraries	4.17	↔	↔	DIFFERENTIATORS
3	Provision of sporting facilities	4.14	↑	↑	DIFFERENTIATORS
4	Provision of recreational parks and facilities including playgrounds and skate parks	4.05	↔	↔	STRENGTHS TO MAINTAIN
5	Conservation and maintenance of beaches and foreshores	4.05	↔	↔	STRENGTHS TO MAINTAIN
6	Support and sponsorship of major events	4.00	↑	↔	STRENGTHS TO MAINTAIN
7	Promoting the region for tourists and investment	3.96	↑	↑	STRENGTHS TO MAINTAIN
8	Waste collection, recycling and material use	3.90	↔	↓	STRENGTHS TO MAINTAIN
9	Disaster management	3.87	↔	↔	STRENGTHS TO MAINTAIN
10	Provision and maintenance of cemeteries	3.86	↔	↔	DIFFERENTIATORS
11	Provision of community halls and community meeting spaces	3.79	-	↔	DIFFERENTIATORS
12	Customer contact channels; including access to digital information and services	3.75	-	↑	STRENGTHS TO MAINTAIN
13	Provision of lighting in public areas	3.67	↔	↔	DIFFERENTIATORS
14	Domestic animal management	3.61	-	↔	SECOND ORDER ISSUES
15	Conservation and maintenance of natural bushland and wildlife	3.60	↔	↔	PRIORITIES FOR COUNCIL
16	Regulation of environmental health	3.59	↔	↑	PRIORITIES FOR COUNCIL
17	Supporting local industry and business	3.54	↔	↔	PRIORITIES FOR COUNCIL
18	Provision of financial grants to community organisations	3.54	↔	-	SECOND ORDER ISSUES
19	Provision of community programs	3.53	↔	-	PRIORITIES FOR COUNCIL
20	Conservation and maintenance of the water quality in our rivers and creeks	3.53	↔	↔	PRIORITIES FOR COUNCIL
21	Maintenance of stormwater drainage	3.50	-	↔	SECOND ORDER ISSUES
22	Provision of performance arts and cultural venues	3.49	↔	-	SECOND ORDER ISSUES
23	Provision of holiday parks attracting investment to the region	3.49	-	-	PRIORITIES FOR COUNCIL
24	Quality of sealed roads	3.45	↔	↑	PRIORITIES FOR COUNCIL
25	Traffic management on local roads	3.39	↓	↔	PRIORITIES FOR COUNCIL
26	Control of declared pests	3.35	↔	↔	SECOND ORDER ISSUES
27	Provision & management of community engagement	3.33	-	-	PRIORITIES FOR COUNCIL
28	Control of mosquitos	3.12	↔	↔	SECOND ORDER ISSUES
29	Quality of unsealed roads	3.06	↔	↔	SECOND ORDER ISSUES
30	Regulation of on-street parking	2.98	↔	↓	SECOND ORDER ISSUES
31	Planning and control of residential and commercial development	2.78	↓	↓	PRIORITIES FOR COUNCIL

LIVEABILITY OF SUNSHINE COAST AREA



95% of residents believe Sunshine Coast Council area is a good place to live



REGIONAL OUTLOOK STATEMENTS

Top 3 Ranked Statements

1



Maintaining our beaches, rivers and bushlands

2



Providing access to a connected transport network and advocating for improved public transport*

3



Fostering a prosperous economy with a range of employment opportunities

PRIORITIES FOR THE FUTURE

Residents Top 4 Priorities for the Next 5 Years

1



Road Infrastructure

2



Traffic Management

3



Environmental Conservation

4



Public Transport*

*Note: Council is not responsible for the delivery of public transport.

OVERVIEW

IRIS Research was commissioned by Sunshine Coast Council to conduct a Community Satisfaction Survey in 2020 which tracks Council's performance in service delivery, identifies priority areas and evaluates Council's customer services, communication and community priorities.

The Sunshine Coast Council Community Satisfaction Survey 2020 aimed to collect 1000 completed responses from a random sample of residents in the Sunshine Coast Council local government area. The reported results have a margin of error of $\pm 3.1\%$ at the 95% confidence level. This means that if the survey was repeated 100 times, in 95 times the results will be within 3.1 percent of the true population value. This is a highly robust sample and reliable for Council's planning and reporting activities.

DEFINITION

- ▶ **Service & Facility Performance:** Average satisfaction rating. Respondents were asked to rate their satisfaction with services and facilities using a 5-point scale where 1 meant 'very dissatisfied' and 5 meant 'very satisfied'.
- ▶ **Movers & Shakers:** Based on the average satisfaction rating, these are services and facilities that have experienced a significant change compared to the previous survey conducted in 2015.
- ▶ **Strategic Location:** This refers to the location in the performance / importance quadrant from the analysis. The different classifications include:
 - ▶ **Strengths to Maintain:** An above-average performing service that has a strong impact on creating overall satisfaction with Council.
 - ▶ **Priorities for Council:** A below-average performing service that has a strong impact on overall satisfaction. Improvement in these services will have a positive impact on overall satisfaction.
 - ▶ **Differentiators:** A service that performs above average but does not have a strong relationship with overall satisfaction.
 - ▶ **Second Order Issue:** A below-average performing service that does not have a strong relationship with overall satisfaction. Improvement in these services will not result in a strong increase in overall satisfaction with Council.
- ▶ **Internal Benchmark:** This refers to whether there was a statistically significant change in average satisfaction since the last Community Satisfaction Survey in 2015.
- ▶ **External Benchmark:** This refers to how Council is comparing to an amalgamation of comparable Queensland councils, for applicable services.

