

**A COMMUNITY NEEDS AND ATTITUDES SURVEY  
conducted on behalf of:**



**THE COUNCIL OF THE CITY OF MAITLAND**  
*Overall Findings & Trends*

**McGregor Tan Research**  
**August 2009**

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## EXECUTIVE SUMMARY

### Introduction

The findings presented here are based on 622 telephone interviews with residents of the Maitland City Council LGA. Households for interview were selected randomly. The objective of the research is to survey, analyze and report on a random cross-section of residents of the Maitland City Council Local Government Area in terms of their usage of Council services, their satisfaction with the provision of those services, overall perceptions and imagery of the Council and resident priorities of Council planning and budgeting.

### Priorities

When asked to rate issues on a ten-point scale in the 2009 survey, residents give the highest priority to road maintenance, traffic flow, road safety, community safety and security, and employment growth.

Ratings out of ten (Row percentages)		10	7 to 9.5
Road maintenance	%	47.4	37.8
Traffic flow	%	47.1	37.3
Road safety	%	42.5	38.3
Community safety and security	%	41.3	40.1
Employment growth	%	37.8	44.4
Financial management	%	35.1	40.1
Encouraging business and investment	%	31.9	48.7
Water and rivers	%	28.3	45.0
City appearance and development	%	28.0	46.9
Quality of the environment	%	25.8	48.2
Council communication with residents	%	25.0	47.2
Customer service	%	25.0	45.5
Waste management	%	24.6	44.0
Parking facilities	%	23.6	46.0
Footpaths and guttering	%	23.4	43.5
Environmental management	%	22.8	47.9
Development of tourism	%	21.4	51.4
Parks/playgrounds	%	19.2	47.9
Sporting facilities	%	16.9	47.6
Dog control	%	15.0	30.0

## Overall Council Performance

Overall measures of the performance of the Maitland City Council are relatively positive.

Rating		Positive	Somewhat positive	Neutral	Negative (combined)
Overall performance (satisfaction)	%	7.6	54.5	23.4	12.7
Council efficiency in meeting needs	%	20.1	32.4	25.8	11.8
Optimism about Council in next 12 months	%	21.7	29.2	26.3	15.0

The rating of overall satisfaction with Council performance is, at a mean score of 7.10, lower than 2006 (7.24), 2005 (7.45), and 2004 (7.64).

## Community facilities and services

Similar to 2006, opinion is highest for libraries, visitor information centres and the art gallery, and, as in 2006, lowest for off-street car parking.

		Very satisfied	Satisfied	Neither	Dissatisfied	Very dissatisfied	MEAN SCORE
Libraries	%	23.8	41.8	5.4	2.9	0.3	8.32
Visitor Information Centres	%	17.7	33.4	6.4	0.6	0.6	8.28
Art Gallery	%	10.7	22.3	4.7	1.4	1.6	7.92
Parks/recreation areas	%	17.8	55.0	10.5	6.9	1.2	7.78
Senior citizen activities	%	3.8	13.2	4.6	0.7	0.2	7.76
Sporting facilities	%	14.0	41.8	10.0	4.3	1.9	7.72
Swimming pools	%	12.9	42.6	7.8	4.6	2.4	7.68
Community halls	%	6.0	35.4	11.1	2.7	0.2	7.60
Playgrounds	%	10.2	39.6	10.5	8.0	1.0	7.44
Youth activities	%	4.1	21.0	7.3	6.9	2.3	6.84
Off-street car parking	%	7.8	43.3	15.4	18.5	5.7	6.64

Comparison of this year's data with that from 2006 indicates that opinion ratings have decreased slightly for all community facilities and services with the exception of sporting facilities which recorded a marginal increase.

## Roads and Traffic

The findings indicate that 21.9% (27.9% in 2006) of these residents are aware of Council's strategy for addressing the condition of the road network; 78.1 (72.1% in 2006) are not.

Very few residents are entirely satisfied with any issues relating to roads or traffic, although satisfaction is highest with cycleways and lowest with traffic flow:

		Very satisfied	Satisfied	Neither	Dissatisfied	Very dissatisfied	MEAN SCORE
Cycleways	%	3.5	24.9	14.0	19.3	10.9	7.46
Road & traffic safety	%	2.8	45.5	20.1	23.2	6.9	6.38
Footpaths	%	2.6	38.4	16.8	29.6	8.8	6.16
Road construction	%	1.7	31.5	19.6	27.6	13.3	6.00
Overall conditions	%	2.2	30.8	20.2	32.0	14.6	5.50
Road maintenance	%	2.6	23.4	18.0	37.8	17.5	5.16
Traffic flow	%	1.9	23.8	12.2	35.1	26.4	4.84

On the three issues that have been tracked over time, the 2009 averages for safety, maintenance and flow have declined.

Over half (58.1%, 48.7% in 2006) of the residents surveyed are aware of cycleways within the City of Maitland.

## Environmental Services

Ratings on all environmental issues are positive, in particular for environmental protection, disabled access and heritage management. There are, however, many residents dissatisfied with drainage.

		Very satisfied	Satisfied	Neither	Dissatisfied	Very dissatisfied	MEAN SCORE
Environmental protection	%	5.0	41.4	16.6	10.1	3.0	8.14
Disabled access	%	4.5	42.5	13.5	11.7	3.3	8.14
Heritage management	%	9.1	48.3	12.9	8.1	3.7	8.10
Food shop cleanliness	%	8.9	68.2	12.6	5.0	0.9	7.86
Tree preservation	%	7.4	49.7	14.3	10.7	3.8	7.78
Garbage services	%	20.7	59.0	7.3	10.7	2.0	7.74
Dog control	%	8.7	54.0	12.2	9.2	4.5	7.74
Street cleanliness	%	8.8	62.2	13.4	10.5	4.1	7.28
Overall City appearance	%	8.8	58.5	16.2	13.4	2.7	7.16
Drainage	%	4.3	46.5	15.4	21.0	6.8	6.76

The 2009 ratings for environmental issues are equal or above those achieved in 2006 with the exception of garbage services, City appearance and drainage.

## Planning and Management Issues

Higher ratings are given for financial management, support for culture, industrial development management, the encouragement of industry and business, and planning for the City's future. While lower scores are given for Council communication with residents and public, information provided to residents, and CBD management.

		Very satisfied	Satisfied	Neither	Dissatisfied	Very dissatisfied	MEAN SCORE
Financial management	%	3.0	27.1	15.3	8.7	3.4	8.90
Support for culture	%	6.4	40.9	16.2	6.1	1.3	8.64
Industrial dev. Management	%	4.4	46.2	11.5	8.7	2.5	8.44
Encouragement of industry and business	%	7.6	45.9	12.3	7.0	3.2	8.40
Planning for City's future	%	3.9	27.2	17.1	14.9	4.2	8.18
Commercial and retail development management	%	3.7	37.0	19.0	14.6	3.4	7.80
Encouragement of tourism	%	7.7	52.6	13.8	10.6	3.4	7.72
Residential development management	%	4.5	44.0	14.5	17.0	5.6	7.36
Council communication – Public	%	4.0	41.4	16.0	24.1	7.0	6.68
Information provided	%	4.3	40.9	17.1	25.1	5.9	6.66
CBD management	%	3.1	33.8	20.1	24.0	8.5	6.60
Council communication - Residents	%	3.8	38.4	17.9	25.9	7.5	6.50

The 2009 ratings for planning and management issues increased from 2006 for all attributes tested.

## Staff and Contact Issues

Approximately one third (32.4%, 31.1% in 2006) are positive about Council staff, 22.3% (32.9% in 2006) are somewhat positive, and 17.9% (11.0% in 2006) do not know enough about them to form an opinion.

Where residents are negative about Council staff, they consider they are poor communicators, they don't listen, disinterested, apathetic, and bureaucratic. One in ten of this group indicated that Council staff never got back to them.

39.2% (40.9% in 2006) of these residents claim to have had telephone contact with Council staff over the previous 12 months, 34.5% (41.9% in 2006) have had face-to-face contact, and 21.3% (19.0% in 2006) have had written or email contact.

Ratings for telephone and face-to-face contact are higher than those given for written contact. Ratings for telephone and face-to-face contact are lower in 2009 than in 2006, while written or email contact is higher.

The preferred means of contact with Council is telephone 42.3% (38.0% in 2006) or face-to-face 35.0% (45.7% in 2006).

### **Tourism and Recreation Issues**

Regional features considered by residents to be most attractive to visitors include heritage and history 28.8% (28.1% in 2006), vineyards 19.5% (15.8% in 2006), Morpeth 17.4% (10.3% in 2006), rural character 17.3% (13.6% in 2006), parks and gardens 15.0% (11.9% in 2006), and river features 13.8% (11.2% in 2006).

Those features of the region considered by residents to be most in need of improvement in order for the region to be more attractive for visitors, include roads 15.5% (8.3% in 2006), the CBD 14.4% (4.7% in 2006), river banks/access 8.8% (4.1% in 2006), fix up/clean up the mall 7.8% (2.7% in 2006), and infrastructure needs improving/upgrade – not keeping up 7.2% (4.7% in 2006).

### **Perceptions of living in the Maitland region**

Overall, residents are positive about the outlook for the Maitland region over the next 12 months, with 30.6% 'optimistic' and 33.8% 'somewhat optimistic'. With a maximum positive score of 10, the mean score is 7.74, down from 7.88 in 2006, 8.21 in 2005, 8.58 in 2004, and 8.65 in 2003.

As in the 2006 survey, the key features residents like about living in the Maitland area include its rural atmosphere, the convenience of the area's location to Sydney and Newcastle, the facilities, and that the area is quiet.

Of those surveyed, 79.1% (73.8% in 2006) of residents have some general improvement they would like to see in the area, principally improvement to the quality of roads, crime, lack of infrastructure, and the poor public transport.

Residents' unprompted comments focus on more parking 23.9% (23.3% in 2006), to do something with the Mall 19.8% (13.4% in 2006), fix potholes/roads 19.3% (15.6% in 2006), more information from Council 18.0% (25.8% in 2006), and traffic flow problems 17.7% (19.6% in 2006).

### **Long Term Directions and Priority for the Council and the Community**

New to the 2009 survey, residents were asked what they believe to be the key social, environmental, economic, and leadership and governance issues that Maitland Council must address over the next 10 years.

Among those surveyed, the key social issue to be addressed is youth programs and activities (22.9%).

Residents' comments regarding environmental issues focus on waste management (15.7%), maintenance/preservation of parks, trees etc (14.5%), and river issues (13.6%).

Key economic issues among residents are employment/maintain employment/create more jobs (19.2%) and encourage the development of business and industry (12.1%).

Leadership and/or governance issues that Maitland Council needs to address over the next ten years include communication/consultation – engage with community (8.3%), effective/efficient/strong leadership (6.7%), no politics or infighting/more ethics – they are there for the community (6.5%), and Council structure/members (6.4%).

## **INTRODUCTION**

This report on community needs and attitudes has been prepared on behalf of the Council of the City of Maitland by McGregor Tan Research.

The broad objective of the research is to survey, analyze and report on a random cross-section of residents in the Maitland City Council Local Government Area in terms of:

- their usage of Council services
- their satisfaction with the provision of those services
- overall perceptions and imagery of the Council
- resident priorities in terms of Council planning and budgeting.

As part of the analysis and reporting, comparison has been made with previous studies conducted by the Council over the past ten years.

## **RESEARCH OBJECTIVES**

The principle behind this research is to survey residents of the Maitland City Council area in order to measure their experience, opinion and perceptions of the Council and of the services it provides.

To a large extent, the issues which need to be covered in research have been outlined through the question areas in previous questionnaires:

- satisfaction with each of the service areas provided by the City Council
- usage and frequency of usage of Council services
- perceptions of Council in terms of efficiency, responsiveness, Council staff, contact with Council staff
- the balance of priorities which residents believe the Council needs to address.

In order for the data from the current study to be comparable with that from previous studies, elements of questionnaire design, methodology and analysis remain consistent with these processes in previous years. A copy of the questionnaire is included at the end of this report.

## **METHODOLOGY**

This project has proceeded through the following stages:

1. Finalization of the questionnaire and the methodology, including sampling procedure
2. Conduct of the fieldwork
3. Collation of results
4. Analysis
5. Reporting.

The results presented here include 622 completed interviews with residents in the Maitland City Council LGA. The approach was made by telephone in order to be compatible with previous studies. Households to be approached were selected randomly from directories. As in previous studies, the household member to be interviewed was aged 18 years and over and who had the next or the most recently passed birthday. For numbers which, on initial contact, were engaged, connected to an answering machine or fax, or which rang out or where no adults were available, three attempts were made at different times of the week for contact. Such numbers were not discarded until after the three attempts.

Fieldwork was conducted during June 2009.

## ANALYSIS AND REPORTING

The current report includes the detailed findings of the research with key analyses and summaries.

The overall sample size of 622 offers a maximum probable error of around 4% at the 95% confidence level. This error level broadly takes into account some factors which may preclude the sample drawn from being entirely random. Obviously, the approach excludes residents in the Maitland City Council area who have no access to a telephone, who were away for the survey period, who have a silent number or who refused to take part in the survey.

The data reported on here has been left unweighted since, subject to the limitations above, it has been randomly drawn. Based on data on households (since the sampling unit here is primarily the household and secondarily the person within the household), a comparison of dwellings with sample achieved indicates a reasonable match between the two sets of data:

**Figure 1: Comparison of Populations with Sample**

	<b>“Population” %</b>	<b>Sample %</b>
East Maitland	21.1	19.0
Rutherford	12.1	12.1
Maitland (Central)	9.6	8.0
Thornton	7.9	9.0
Telarah	5.6	5.0
Metford	5.1	9.0
Tenambit	4.0	5.0
Woodberry	3.6	5.0
Morpeth	2.9	3.1

## THE DETAILED FINDINGS OF THE RESEARCH

### SAMPLE PROFILE

The key suburbs or areas where interviewing has been conducted generally reflect the population profile of the LGA. Areas generating most interviews include East Maitland, Rutherford, Thornton, Metford, Maitland and Ashtonfield.

**Figure 2: Geographic Location of Sample**

	<b>Total %</b>
East Maitland	19.0
Rutherford	12.1
Thornton	9.0
Metford	9.0
Maitland (Central)	8.0
Ashtonfield	6.1
Tenambit	5.0
Aberglasslyn	5.0
Bolwarra/Heights	5.0
Telarah	5.0
Woodberry/Millers Forest	5.0
Morpeth/Largs/Raworth	3.1
Lochinvar/Greta/west	3.1
Lorn	1.9
Louth Park/Gilleston Heights	1.7

*Question: Could you please tell me the area or suburb and the postcode that your home is in?*

The analysis by postcode indicates that, as in previous years, the majority of respondents live in postcodes 2320 or 2323:

**Figure 3: Sample by Postcode**

	<b>2009</b>	<b>2006</b>	<b>2005 %</b>	<b>2004 %</b>	<b>2003 %</b>	<b>2002 %</b>	<b>2001 %</b>
2320	<b>39.2%</b>	40.6	35.7	33.4	37.9	36.8	36.7
2321	<b>7.7%</b>	6.6	10.3	5.5	7.7	11.2	8.0
2322	<b>13.2%</b>	13.4	13.2	14.1	14.5	12.2	14.5
2323	<b>39.1%</b>	38.8	40.8	46.4	39.5	38.8	39.5
2324	<b>0.8%</b>	0.5	0.0	0.5	0.3	0.8	1.3

*Question: Could you please tell me the area or suburb and the postcode that your home is in?*

The demographic profile of the sample indicates:

- more females than males participating in the survey
- the majority of respondents aged between 25 and 65 years and an average age of 50 years
- a range of occupational groups, with professionals/management, sales/marketing/service, trades and technical workers and retired people comprising the largest single groups
- in over 80% of households the person who took part in the survey was the ratepayer for that household.

**Figure 4: Demographic Profile of Sample**

		2009 %	2006 %	2005 %	2004 %	2003 %	2002 %	2001 %
<b>Gender</b>	Male	46.9	46.1	46.1	40.1	46.8	45.2	42.2
	Female	53.1	53.9	53.9	59.9	53.2	54.8	57.8
<b>Age</b>	Under 25 years	6.3	4.8	4.8	4.1	5.9	8.4	6.9
	25 to 34 years	10.7	13.7	13.7	18.1	13.4	16.9	15.2
	35 to 44 years	20.8	17.4	17.4	17.1	21.6	24.1	22.2
	45 to 54 years	20.6	19.8	19.8	20.6	24.7	18.9	22.3
	55 to 64 years	20.7	19.8	19.8	17.3	16.9	17.6	16.6
	65 to 74 years	13.7	14.5	14.5	11.1	11.0	11.3	12.0
	75 years and over	7.2	9.9	9.9	11.7	4.5	4.8	4.8
<b>Occupation</b>	Executive/Upper Mgt	5.5	8.3	8.3	6.9	9.5	7.2	8.0
	Professional/Management	30.4	16.3	16.3	16.0	24.2	19.0	19.9
	Sales/Marketing/Service	14.4	6.0	6.0	5.5	5.0	10.0	10.0
	Tourism/Hospitality	2.1	5.0	5.0	7.8	5.0	4.8	2.0
	Self-Employed	5.9	4.3	4.3	7.8	8.7	8.3	8.0
	Trades/Technical	22.6	23.9	23.9	27.2	23.4	26.5	19.9
	Retired	27.6	27.4	27.4	23.6	17.0	16.3	25.5
	Unemployed/Pension	6.9	7.7	7.7	13.0	7.1	7.8	6.6
<b>Whether Ratepayer in Household</b>	Yes	81.1	81.1	81.1	80.9	77.7	80.6	79.4
	No	18.9	18.9	18.9	19.1	22.3	19.4	20.6

*Question: Record gender. What is your age? What are the occupations of the main breadwinners in your household? And are you the ratepayer within this household?*

On average, these householders have lived for 16 years at their current address and 23 years in the Maitland region. The average number of years lived at current address is two years more than in 2006 (14 years), while the average number of years in the Maitland region remains unchanged. There are a relatively small proportion of newcomers, with 3.2% (3.3% in 2006) arriving in the region in the past year.

**Figure 5: Length of time lived at current address and in Maitland area**

	<b>At current address %</b>	<b>In MCC area %</b>
One year or under	7.7	3.2
Over one to three years	7.8	3.5
Over three to five years	10.7	5.1
Over five to 7.5 years	10.6	7.4
Over 7.5 to ten years	11.8	8.5
Over ten to fifteen years	13.8	9.7
Over fifteen to twenty years	8.6	10.2
Over twenty to 25 years	6.7	7.8
Over 25 years	22.3	44.6

*Question: How long have you lived at your current address? And how long have you lived in the Maitland City Council area?*

### **EXPECTATIONS OF THE COUNCIL OF THE CITY OF MAITLAND**

Residents were asked to assign the priorities which they would like to see the Council address over the next year through rating a series of prompted issues out of ten.

When asked to rate issues on a ten-point scale, residents gave the highest priority to:

- road maintenance
- traffic flow
- community safety and security
- road safety
- employment growth
- Making Maitland attractive for business and investment

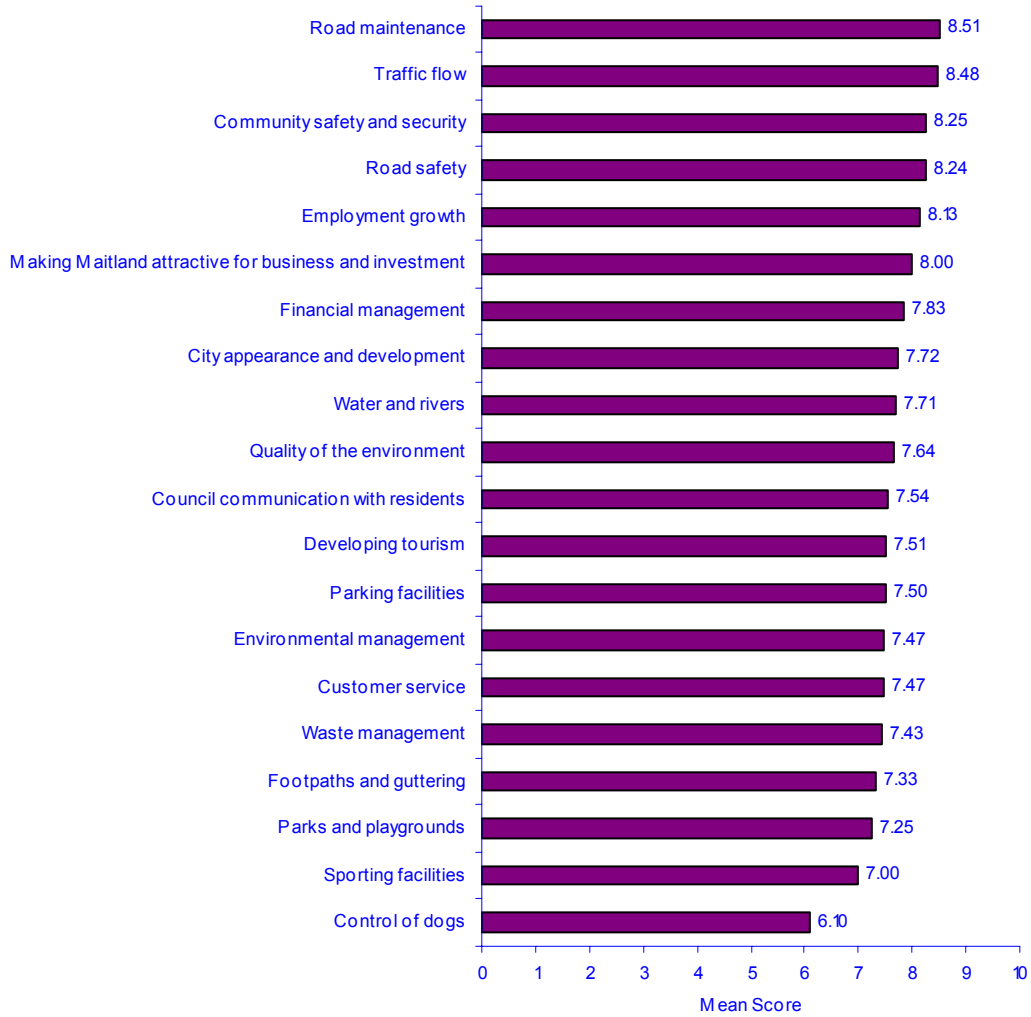
With lowest priority given to:

- control of dogs

Road maintenance, traffic flow, community safety and security, road safety, and employment growth have all remained high priorities, while also recording an increase in ratings among the residents surveyed. However, water and rivers, which was a high priority in 2006, has dropped off the list and been replaced with making Maitland attractive for business and investment.

**Figure 6: Assignment of priorities for Council over next year (prompted)**  
**[Mean Score: Highest = 10, Lowest = 0]**

*Question: I'd like to ask you a bit more about what you think should be the priorities for Council over the next year. For each of the service areas I read out please tell me the priority you would assign it by giving it a score out of ten, where ten means you believe it to be of the very highest priority, zero means you consider it of no priority whatsoever and five would mean you consider it a moderate priority. You may give any rating between 0 and 10 to express your opinion .....*



Grouped frequency scores indicate a similar set of priorities:

**Figure 7: Assignment of priorities for Council over next year (prompted)**  
**[Frequencies]**

Ratings out of ten (Row percentages)		10	7 to 9.5	3.5 to 6.5	0.0 to 3.0
Road maintenance	%	47.4	37.8	11.8	3.0
Traffic flow	%	47.1	37.3	12.1	3.5
Road safety	%	42.5	38.3	16.9	2.4
Community safety and security	%	41.3	40.1	15.7	2.9
Employment growth	%	37.8	44.4	15.2	2.7
Financial management	%	35.1	40.1	20.6	4.2
Encouraging business and investment	%	31.9	48.7	15.9	3.5
Water and rivers	%	28.3	45.0	22.8	3.9
City appearance and development	%	28.0	46.9	21.8	3.4
Quality of the environment	%	25.8	48.2	21.9	4.0
Council communication with residents	%	25.0	47.2	23.8	4.0
Customer service	%	25.0	45.5	26.3	3.2
Waste management	%	24.6	44.0	26.7	4.7
Parking facilities	%	23.6	46.0	26.0	4.4
Footpaths and guttering	%	23.4	43.5	28.8	4.2
Environmental management	%	22.8	47.9	26.0	3.4
Development of tourism	%	21.4	51.4	23.4	3.7
Parks/playgrounds	%	19.2	47.9	28.7	4.2
Sporting facilities	%	16.9	47.6	30.2	5.4
Dog control	%	15.0	30.0	38.8	16.2

The ranking order of the top five issues changed in 2009 with road maintenance replacing road safety (which has fallen to fourth spot) as the top priority. Traffic flow remained a high priority in second position, while employment growth rated higher than in 2006. Community safety and security remained constant in third spot.

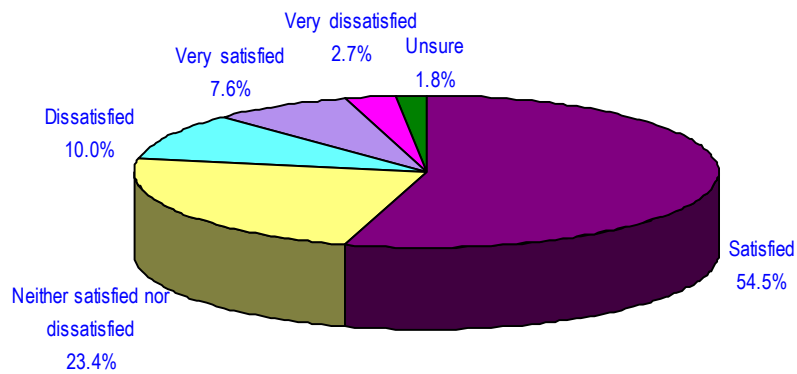
**Figure 8: Ranking of priorities for Council over next year (prompted)**

	Ranking						
	2009	2006	2005	2004	2003	2002	2001
Road maintenance	1	4	1	4	1	5	1
Traffic flow	2	2	7	8	10	8	9
Community safety and security	3	3	5	2	2	1	2
Road safety	4	1	3	5	4	4	3
Employment growth	5	6	2	1	14	16	13
Encouraging business & investment	6	8	6	6	6	7	5
Financial management	7	10	14	11	11	2	6
City appearance & development	8	12	9	10	7	12	12
Water & rivers	9	5	4	3	3	3	4
Quality of environment	10	7	8	7	5	6	11
Communication with the community	11	13	11	15	9	9	7
Development of tourism	12	17	16	14	12	18	16
Parking facilities	13	18	10	13	15	14	10
Customer service	14	15	18	18	17	19	15
Environmental management	15	9	13	9	8	13	14
Waste management	16	11	15	12	13	11	17
Footpaths and guttering	17	14	12	16	16	10	8
Parks/playgrounds	18	16	17	17	18	17	19
Sporting facilities	19	20	19	19	20	20	20
Dog control	20	19	20	20	19	15	18

**OVERALL OPINION OF THE COUNCIL**

Overall, 7.6% (8.3% in 2006) of residents are 'very satisfied' with the performance of the City Council, 54.5% (58.5% in 2006) are 'satisfied', and 1.8% (1.4% in 2006) are unable to offer an opinion:

**Figure 9: Overall satisfaction with the Council**

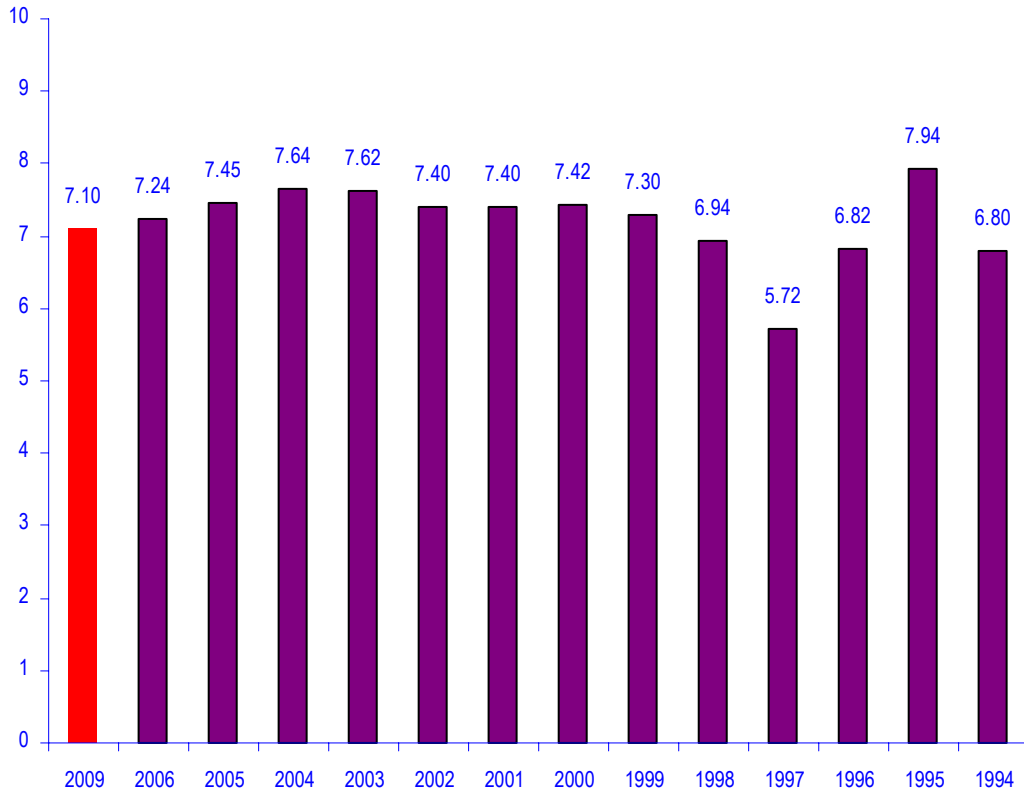


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*Question: Overall, how satisfied are you with the performance of the Maitland City Council?*

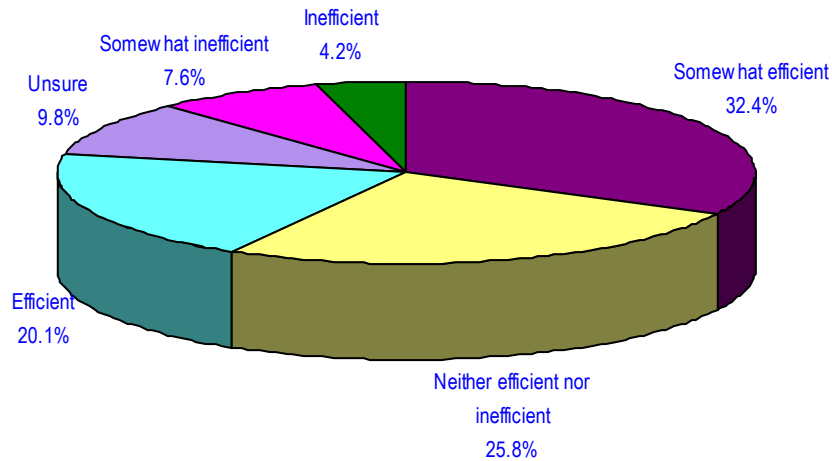
The mean score for overall satisfaction with the Council's performance is 7.10 (from a maximum of 10). This represents a slight decline from the mean score of 7.24 in 2006.

**Figure 10: Trends in overall satisfaction with the Council**



Of those surveyed, 52.5% (61.4% in 2006) considered the Council to be efficient 20.1% (26.4% in 2006) or somewhat efficient 32.4% (35.0% in 2006) in carrying out its responsibilities.

**Figure 11: Opinion of the Council's efficiency**



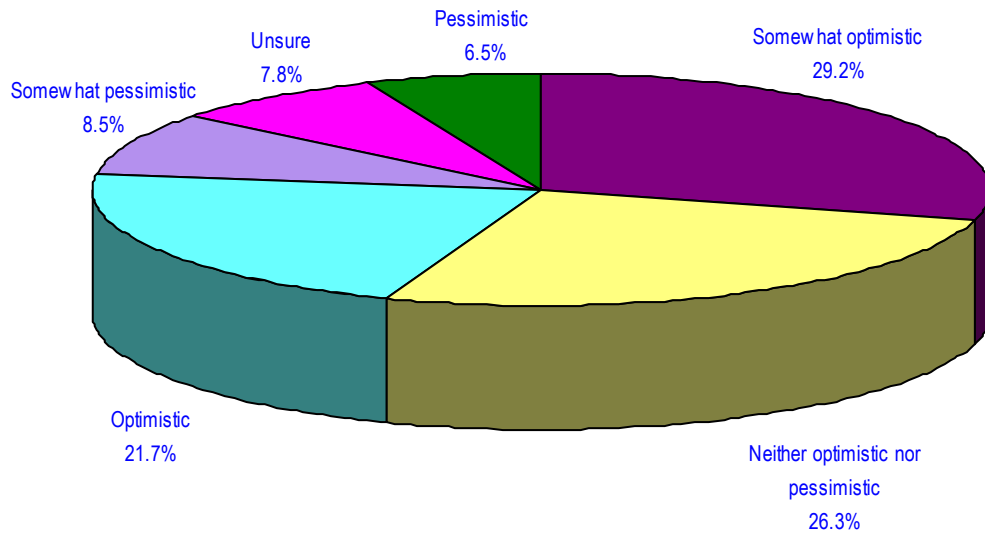

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*Question: And how efficient do you consider the Maitland City Council to be in carrying out its community responsibilities?*

The mean score is 7.26 (out of 10), a slight decrease from 7.56 in 2006 and 7.83 in 2005.

Of those surveyed, 21.7% (26.2% in 2006) are optimistic about the performance of the City Council over the next twelve months, 29.2% (33.3% in 2006) are somewhat optimistic, and 7.8% (5.6% in 2006) have no opinion:

Figure 12: Optimism about the Council's performance over the coming 12 months



*Question: How optimistic are you about the performance of Maitland City Council over the next 12 months?*

On a scale where 10 equals 'optimistic', the mean score is 7.10. This represents a marginal decline from 7.36 last year.

**OPINION OF THE COUNCIL’S PERFORMANCE IN SPECIFIC SERVICE AREAS**

**COMMUNITY FACILITIES AND SERVICES**

The facility used most frequently across the sample is off-street car parking which is used at least weekly by 69.6% (70.8% in 2006) of residents. This is followed by sporting facilities 35.2% (30.8% in 2006), parks and recreational areas 24.6% (25.1% in 2006), playgrounds 15.1% (15.8% in 2006), swimming pools 15.0% (14.2% in 2006) and libraries 13.5% (13.9% in 2006).

**Figure 13: Usage of Facilities and Services**

		Weekly or more	Monthly	Every six months	Annually	Never
Off-street car parking	%	69.6	12.9	2.4	0.8	14.3
Sporting facilities	%	35.2	9.0	5.3	3.5	47.1
Parks/recreation areas	%	24.6	30.5	20.1	7.3	17.6
Playgrounds	%	15.1	18.1	10.5	2.9	53.4
Swimming pools	%	15.0	10.4	11.7	7.0	55.8
Libraries	%	13.5	24.7	15.1	7.9	38.7
Youth entertainment and activities	%	10.2	10.9	4.8	4.1	70.0
Community halls	%	8.4	3.8	11.6	13.7	62.4
Senior citizen activities	%	2.8	2.5	1.6	0.5	92.5
Visitor Information Centres	%	0.9	5.1	17.3	16.2	60.5
Art Gallery	%	0.7	4.1	9.8	13.0	72.3

*Question: For each one of the community facilities I read out please tell me how often you use this facility or service .....*

The average frequencies in 2009 are similar to those in previous years, however average usage of sporting facilities has risen the most in comparison to the other facilities and services:

**Figure 14: Usage of Facilities and Services**

**[AVERAGE calculated on number of times per year]**

	Average						
	2009	2006	2005	2004	2003	2002	2001
Off-street car parking	38	38	38	36	40	41	37
Sporting facilities	20	17	15	13	13	16	16
Parks/recreation areas	16	17	17	17	15	17	18
Playgrounds	11	11	11	11	10	10	12
Libraries	10	11	11	11	13	10	12
Swimming pools	9	9	9	8	10	12	9
Community halls	5	5	4	5	3	4	4
Youth entertainment and activities	6	5	3	3	3	5	4
Senior citizen activities	2	2	2	4	2	3	2
Visitor Information Centres	2	2	2	2	2	2	2
Art Gallery	1	1	1	2	1	<1	1

Overall, satisfaction is highest for libraries and visitor information centres, and lowest for off-street car parking.

**Figure 15: Opinion of Facilities and Services**  
**[MEAN SCORE based on maximum rating of 10]**

		Very satisfied	Satisfied	Neither	Dissatisfied	Very dissatisfied	MEAN SCORE
Libraries	%	23.8	41.8	5.4	2.9	0.3	8.32
Visitor Information Centres	%	17.7	33.4	6.4	0.6	0.6	8.28
Art Gallery	%	10.7	22.3	4.7	1.4	1.6	7.92
Parks/recreation areas	%	17.8	55.0	10.5	6.9	1.2	7.78
Senior citizen activities	%	3.8	13.2	4.6	0.7	0.2	7.76
Sporting facilities	%	14.0	41.8	10.0	4.3	1.9	7.72
Swimming pools	%	12.9	42.6	7.8	4.6	2.4	7.68
Community halls	%	6.0	35.4	11.1	2.7	0.2	7.60
Playgrounds	%	10.2	39.6	10.5	8.0	1.0	7.44
Youth activities	%	4.1	21.0	7.3	6.9	2.3	6.84
Off-street car parking	%	7.8	43.3	15.4	18.5	5.7	6.64

*Question: I would like to ask your satisfaction with the provision of these services and facilities by the Maitland City Council. Please tell me whether you are very dissatisfied, dissatisfied, neither satisfied or dissatisfied, satisfied or very satisfied with [service]. If you have no experience or opinion of that service please say so ...*

.....

Comparison of this year's data with that from previous years indicates that ratings have decreased for all facilities and services with the exception of sporting facilities.

**Figure 16: Trends in Opinion of Facilities and Services**  
**[MEAN SCORE based on maximum rating of 10]**

	<b>2009</b>	<b>2006</b>	<b>2005</b>	<b>2004</b>	<b>2003</b>	<b>2002</b>	<b>2001</b>
Libraries	<b>8.32</b>	8.42	8.39	8.13	8.19	7.62	7.83
Visitor Information Centres	<b>8.28</b>	8.46	7.94	8.29	8.61	8.44	8.23
Art Gallery	<b>7.92</b>	8.24	8.15	8.18	8.15	7.14	7.20
Parks/recreation areas	<b>7.78</b>	7.94	8.12	7.88	7.87	8.00	7.95
Senior citizen activities	<b>7.76</b>	8.00	8.51	8.22	8.00	7.38	7.17
Sporting facilities	<b>7.72</b>	7.70	7.89	7.79	7.98	7.84	7.72
Swimming pools	<b>7.68</b>	7.84	8.22	8.17	7.97	7.80	7.76
Community halls	<b>7.60</b>	7.56	7.73	7.86	7.70	7.64	7.46
Playgrounds	<b>7.44</b>	7.54	7.57	7.69	7.71	7.32	7.53
Youth activities	<b>6.84</b>	6.98	7.11	7.68	6.98	7.18	6.71
Off-street car parking	<b>6.64</b>	6.92	6.93	6.91	6.84	7.04	6.55
	<b>2000</b>	<b>1999</b>	<b>1998</b>	<b>1997</b>	<b>1996</b>	<b>1995</b>	<b>1994</b>
Libraries	7.98	7.97	7.96	7.98	7.92	7.92	7.40
Visitor Information Centres	8.13	8.06	NA	NA	NA	NA	NA
Art Gallery	7.61	8.00	7.76	7.58	7.82	8.16	7.20
Parks/recreation areas	7.84	7.75	7.74	7.58	7.74	8.14	7.60
Senior citizen activities	7.52	8.24	7.52	7.70	7.64	7.88	7.20
Sporting facilities	7.71	7.83	7.66	7.62	7.66	8.00	7.40
Swimming pools	7.91	7.82	7.94	7.96	7.80	7.88	7.80
Community halls	7.57	7.74	7.70	7.56	7.74	8.02	7.00
Playgrounds	7.30	7.61	7.44	7.30	7.42	7.56	7.00
Youth activities	6.31	6.81	5.70	5.30	5.52	5.78	5.20
Off-street car parking	6.36	6.55	5.98	5.56	5.80	6.54	6.20

## **ROADS AND TRAFFIC**

Of those surveyed, 76.5% (74.5% in 2006) use a private motor vehicle daily and 14.0% (14.8 in 2006) use one a couple of times a week. Public transport is used by 4.1% (3.0% in 2006) weekly while 56.0% (unchanged from 2006) never use public transport.

**Figure 17: Usage of private motor vehicle and public transport**

	Private Vehicle %	Public Transport %
Daily	76.5	2.5
A couple of times a week	14.0	6.3
Weekly	2.4	4.1
Less often	1.5	31.1
Never	5.6	56.0
Average (times per month)	22.8	1.4

*Question: How often do you drive a private motor vehicle in the Maitland area? And how often do you use public transport in the Maitland area?*

On average Maitland residents use a private vehicle three days out of four and public transport at least once a month.

More than one in five, 21.9% (27.9% in 2006) of these residents are aware of Council's strategy for addressing the condition of the road network; 78.1% (72.1% in 2006) are not.

Satisfaction with cycleways has improved from 2006 while satisfaction with traffic flow has decreased significantly. However, very few residents are entirely satisfied with the remaining issues relating to roads or traffic

**Figure 18: Opinion of Road and Traffic Conditions**  
[MEAN SCORE based on maximum rating of 10]

		Very satisfied	Satisfied	Neither	Dissatisfied	Very dissatisfied	MEAN SCORE
Cycleways	%	3.5	24.9	14.0	19.3	10.9	7.46
Road & traffic safety	%	2.8	45.5	20.1	23.2	6.9	6.38
Footpaths	%	2.6	38.4	16.8	29.6	8.8	6.16
Road construction	%	1.7	31.5	19.6	27.6	13.3	6.00
Overall conditions	%	2.2	30.8	20.2	32.0	14.6	5.50
Road maintenance	%	2.6	23.4	18.0	37.8	17.5	5.16
Traffic flow	%	1.9	23.8	12.2	35.1	26.4	4.84

On the three issues that have been tracked over time, the 2009 averages for safety, maintenance, and traffic flow have all decreased from 2006.

**Figure 19: Trends in Opinion of Road and Traffic Conditions**  
**[MEAN SCORE based on maximum rating of 10]**

	2009	2006	2005	2004	2003	2002	2001
Road & traffic safety	<b>6.38</b>	6.54	6.33	6.44	6.86	6.90	7.05
Traffic flow	<b>4.84</b>	5.40	5.73	5.92	6.32	6.28	6.47
Road maintenance	<b>5.16</b>	5.44	5.09	5.09	5.14	5.34	5.21
	2000	1999	1998	1997	1996	1995	1994
Road & traffic safety	7.19	6.88	7.26	7.32	7.20	7.52	6.80
Traffic flow	6.85	6.65	6.68	6.58	6.40	7.20	6.40
Road maintenance	5.24	5.00	4.88	5.28	5.90	6.38	5.80

## Cycleways

Residents were asked if they are aware of any cycleways within the City of Maitland, and if so, to outline which ones they are aware of. Over half (58.1%, 48.7% in 2006) of the residents surveyed indicated that they are aware of cycleways within the City of Maitland.

Cycleways Named		
Along the river/river bank	%	10.3
East Maitland	%	8.8
Maitland	%	7.4
New England Highway	%	3.9
Marked on the side of roads	%	3.1
Rutherford	%	3.0
Metford	%	2.9
Law Street	%	2.9
Lorne	%	2.8
Telarah	%	2.8
Ashtonfield	%	2.7
Aware but can't say where	%	2.6
Bolwarra	%	2.3
Greenhills	%	2.2
Aberglassyn	%	1.8
Thornton	%	1.8
Along the Hunter river	%	1.7
High Street	%	1.7
Morpeth	%	1.3
Near Water Works	%	1.0

*Question: Are you aware of any cycleways within the City of Maitland?*

Along the river/river bank (10.3%), East Maitland (8.8%), and Maitland (7.4%) were the most frequently named cycleways within the city of Maitland.

## ENVIRONMENTAL ISSUES

Ratings on all environmental issues are positive, in particular for environmental protection, disabled access and heritage management.

**Figure 20: Opinion of Performance on Environmental Issues**  
**[MEAN SCORE based on maximum rating of 10]**

		Very satisfied	Satisfied	Neither	Dissatisfied	Very dissatisfied	MEAN SCORE
Environmental protection	%	5.0	41.4	16.6	10.1	3.0	8.14
Disabled access	%	4.5	42.5	13.5	11.7	3.3	8.14
Heritage management	%	9.1	48.3	12.9	8.1	3.7	8.10
Food shop cleanliness	%	8.9	68.2	12.6	5.0	0.9	7.86
Tree preservation	%	7.4	49.7	14.3	10.7	3.8	7.78
Garbage services	%	20.7	59.0	7.3	10.7	2.0	7.74
Dog control	%	8.7	54.0	12.2	9.2	4.5	7.74
Street cleanliness	%	8.8	62.2	13.4	10.5	4.1	7.28
Overall City appearance	%	8.8	58.5	16.2	13.4	2.7	7.16
Drainage	%	4.3	46.5	15.4	21.0	6.8	6.76

*Question: I would like to ask your satisfaction with the provision of environmental services by the Maitland City Council .....*

The 2009 ratings for environmental issues are higher or equal to the 2006 ratings with the exception of overall City appearance and drainage which are lower.

**Figure 21: Trends in Opinion of Environmental Issues**  
**[MEAN SCORE based on maximum rating of 10]**

	<b>2009</b>	<b>2006</b>	<b>2005</b>	<b>2004</b>	<b>2003</b>	<b>2002</b>	<b>2001</b>
Environmental protection	<b>8.14</b>	6.96	7.18	6.99	7.32	7.39	7.21
Disabled access	<b>8.14</b>	6.70	6.74	6.98	6.96	6.66	6.43
Heritage management	<b>8.10</b>	7.42	7.26	7.42	7.45	7.07	7.46
Food shop cleanliness	<b>7.86</b>	7.62	7.80	7.75	7.88	7.66	7.50
Tree preservation	<b>7.78</b>	7.04	7.89	6.84	7.23	6.95	6.96
Garbage services	<b>7.74</b>	7.84	8.09	8.04	8.16	8.43	7.96
Dog control	<b>7.74</b>	7.04	7.09	7.36	7.21	6.92	7.00
Street cleanliness	<b>7.28</b>	7.28	7.46	7.38	7.61	7.37	7.40
Overall City appearance	<b>7.16</b>	7.54	7.79	7.65	7.87	7.78	7.68
Drainage	<b>6.76</b>	7.06	7.14	7.09	6.98	6.73	6.82
Rural Fire Services	<b>NA</b>	NA	8.33	8.15	8.24	8.65	8.04
	<b>2000</b>	<b>1999</b>	<b>1998</b>	<b>1997</b>	<b>1996</b>	<b>1995</b>	<b>1994</b>
Environmental protection	7.12	7.47	7.24	7.16	7.30	7.54	6.80
Disabled access	6.21	6.94	6.62	6.64	6.40	7.94	6.20
Heritage management	7.42	7.47	7.26	7.30	7.42	7.88	7.60
Food shop cleanliness	7.51	7.47	7.62	7.76	7.56	8.10	7.80
Tree preservation	7.04	7.34	7.30	7.14	7.32	7.62	7.00
Garbage services	8.21	8.16	8.56	8.36	8.40	7.58	7.60
Dog control	6.70	6.97	6.68	6.42	6.38	6.94	6.40
Street cleanliness	7.14	7.34	7.42	7.26	7.30	7.90	7.20
Overall City appearance	7.62	7.78	7.64	7.70	7.76	8.34	7.60
Drainage	7.01	6.97	7.04	7.30	7.24	7.66	6.60
Rural Fire Services	7.84	8.00	NA	NA	NA	NA	NA

## PLANNING AND MANAGEMENT ISSUES

Higher ratings are given for financial management, support of culture, industrial development management, encouragement of industry and business, and planning for the City's future. While lower scores are given for Council communication with the public, information provided, CBD management, and Council communication with residents.

**Figure 22: Opinion of Performance on Planning and Management Issues**  
**[MEAN SCORE based on maximum rating of 10]**

		Very satisfied	Satisfied	Neither	Dissatisfied	Very dissatisfied	MEAN SCORE
Financial management	%	3.0	27.1	15.3	8.7	3.4	8.90
Support for culture	%	6.4	40.9	16.2	6.1	1.3	8.64
Industrial dev. Management	%	4.4	46.2	11.5	8.7	2.5	8.44
Encouragement of industry and business	%	7.6	45.9	12.3	7.0	3.2	8.40
Planning for City's future	%	3.9	27.2	17.1	14.9	4.2	8.18
Commercial and retail development management	%	3.7	37.0	19.0	14.6	3.4	7.80
Encouragement of tourism	%	7.7	52.6	13.8	10.6	3.4	7.72
Residential development management	%	4.5	44.0	14.5	17.0	5.6	7.36
Council communication – Public	%	4.0	41.4	16.0	24.1	7.0	6.68
Information provided	%	4.3	40.9	17.1	25.1	5.9	6.66
CBD management	%	3.1	33.8	20.1	24.0	8.5	6.60
Council communication - Residents	%	3.8	38.4	17.9	25.9	7.5	6.50

*Question: I would like to ask your satisfaction with Maitland City Council's overall planning and management .....*

The 2009 ratings increased for all planning and management issues. No declines were recorded.

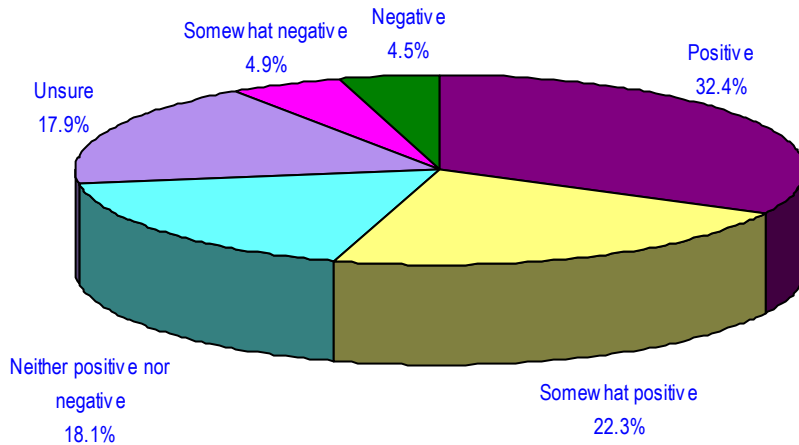
**Figure 23: Trends in Opinion of Council Management and Planning**  
**[MEAN SCORE based on maximum rating of 10]**

	<b>2009</b>	<b>2006</b>	<b>2005</b>	<b>2004</b>	<b>2003</b>	<b>2002</b>	<b>2001</b>
Financial management	<b>8.90</b>	6.92	6.59	7.02	6.80	6.35	6.57
Support for culture	<b>8.64</b>	7.38	7.40				
Industrial development Management	<b>8.44</b>	7.20	7.22	7.26	7.39	6.88	7.24
Encouragement of business	<b>8.40</b>	7.56	7.15	7.29	7.32	6.99	6.93
Planning for City's future	<b>8.18</b>	6.50	6.45	6.78	7.11	6.79	6.84
Commercial development Management	<b>7.80</b>	6.74	6.76	6.90	7.03	6.72	6.87
Encouragement of tourism	<b>7.72</b>	7.44	7.50				
Residential development Management	<b>7.36</b>	6.66	6.63	6.78	6.99	6.91	6.94
Council communication – Public	<b>6.68</b>	6.36					
Information provided	<b>6.66</b>	6.44	5.96	6.50	6.08	6.19	6.08
CBD management	<b>6.60</b>	6.30	6.37	6.36	6.76	6.43	6.89
Council communication - Residents	<b>6.50</b>	6.34					
	<b>2000</b>	<b>1999</b>	<b>1998</b>	<b>1997</b>	<b>1996</b>	<b>1995</b>	<b>1994</b>
Financial management	6.31	6.47	6.68	5.56	6.80	7.40	6.40
Support for culture							
Industrial development Management	7.15	7.13	7.12	7.02	7.00	7.40	6.20
Encouragement of business	6.66	6.86	6.42	6.44	6.74	6.90	6.20
Planning for City's future	6.67	7.02	6.70	6.28	6.80	7.42	6.60
Commercial development Management	6.79	6.97	7.12	6.96	7.20	7.60	6.60
Encouragement of tourism							
Residential development Management	6.93	7.07	6.92	6.92	7.34	7.44	6.80
Council communication – Public							
Information provided	6.34	6.48	6.28	5.84	6.32	6.74	6.00
CBD management	6.61	7.03	7.10	6.92	7.10	7.60	7.00
Council communication - Residents							

**STAFFING AND CONTACT ISSUES**

Just under one third (32.4%, 31.1% in 2006) of respondents are positive about Council staff, 22.3% (32.9% in 2006) are somewhat positive about them, and 17.9% (11.0% in 2006) do not know enough about them to form an opinion:

**Figure 24: Overall Opinion of Council Staff**




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*Question: Would you describe your overall impression of Maitland City Council staff as ... [as above]*

The average rating (out of 10) is 7.78 (down from 7.86 in 2006). This is also below 2005's average of 8.40, 2004's average of 8.49, 2003's average of 8.45 and 2002's average of 7.94.

When residents are negative about Council staff, the more frequently cited reasons why included they are poor communicators, they do not listen, disinterested/apathetic, bureaucratic and they never got back to me.

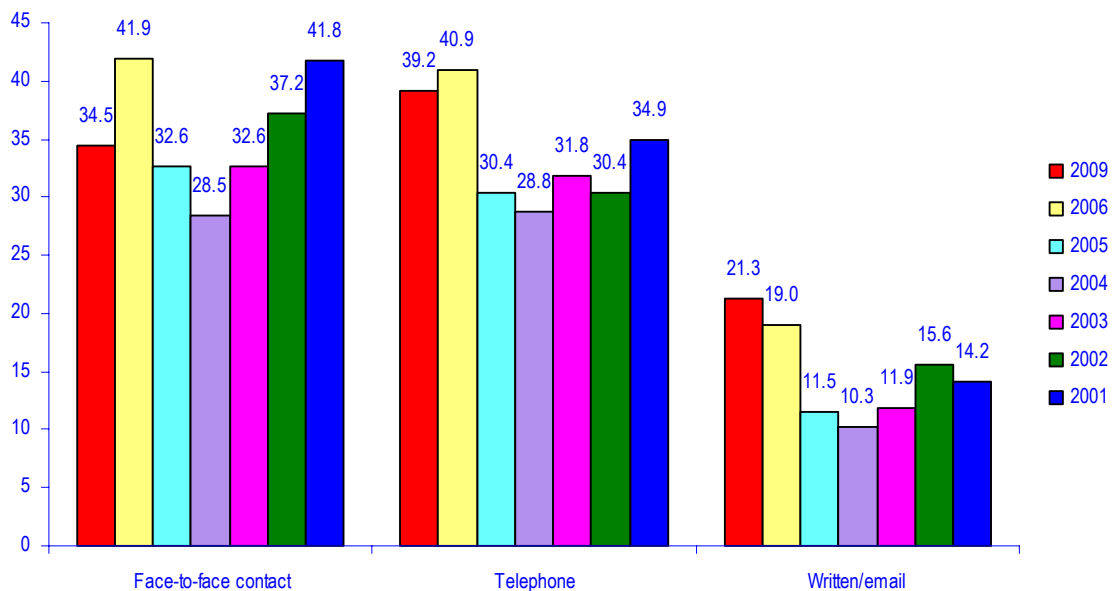
**Figure 25: Reasons for negativity about Council staff**

	All with negative perception N=171 %
Don't have or haven't had contact with staff	29.8
Other comments	24.3
Poor communicators, they don't listen	18.3
Disinterested/ apathetic	14.1
Bureaucratic	13.7
Never got back to me	10.8
Unfriendly/rude	8.8
Too slow	8.7
Lazy	7.5
No particular reason	7.3

*Question: For what particular reasons would you describe your overall impression of Maitland City Council staff as [negative/indifferent]*

Of those surveyed, 39.2% (40.9% in 2006) have had telephone contact, 34.5% (41.9% in 2006) have had face-to-face contact and 21.3% (19.0% in 2006) have had written or email contact with Council staff over the previous 12 months:

**Figure 26: Contact with the Council in previous 12 months**



*Question: Which of the following forms of contact have you had with Council staff over the last 12 months?*

Ratings for face-to-face and telephone contact are higher than those given for written or email contact. Ratings for telephone and written contact are higher in 2009 than in 2006, however, face-to-face contact is lower in comparison to 2006.

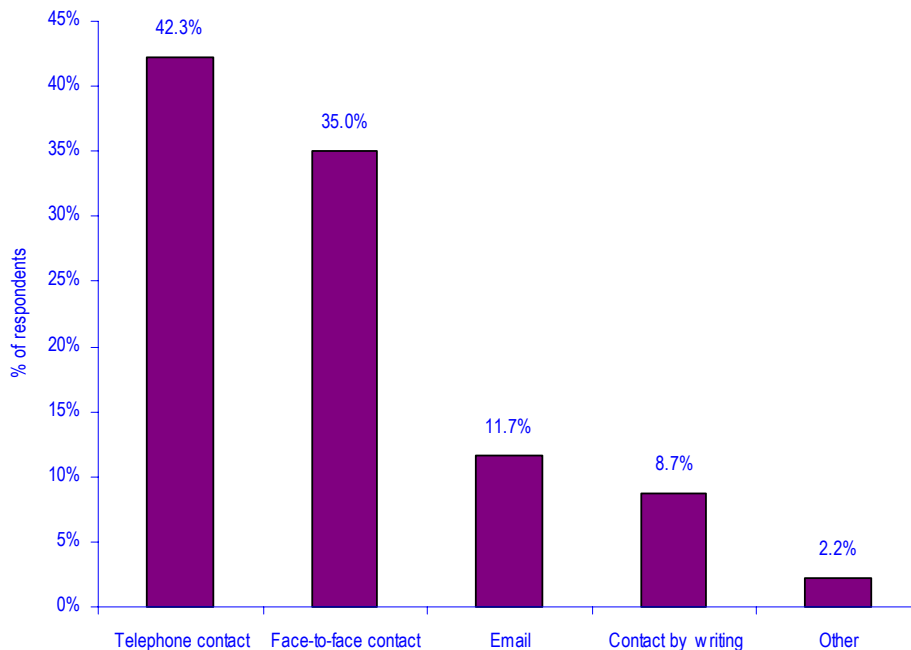
**Figure 27: Satisfaction with Council Contact**

		Very satisfied	Satisfied	Neither	Dissatisfied	Very dissatisfied	2009 Mean Score	2006 Mean Score	2005 Mean Score	2004 Mean Score	2003 Mean Score	2002 Mean Score	2001 Mean Score
<b>Handling of contact</b>													
Face-to-face	%	38.1	40.7	6.1	8.7	5.9	<b>7.96</b>	7.98	7.46	7.58	8.21	7.16	7.40
Telephone	%	33.7	43.4	6.0	9.7	6.4	<b>7.82</b>	7.50	7.12	7.46	7.16	7.14	6.98
Written	%	21.3	44.8	9.7	14.0	9.5	<b>7.14</b>	7.04	5.81	7.17	7.23	6.36	7.14
<b>Time taken</b>													
Face-to-face	%	34.5	41.5	6.4	8.2	8.5	<b>7.76</b>	7.88	7.39	7.24	7.91	7.30	7.58
Telephone	%	30.9	43.3	6.3	9.5	8.7	<b>7.64</b>	7.18	6.83	7.24	7.16	7.08	7.10
Written	%	19.5	43.3	11.3	10.1	13.3	<b>7.06</b>	6.80	5.87	7.14	6.54	6.34	7.00

*Question: Please tell me how satisfied you were with the way the [Contact] was handled .... And please tell me how satisfied you were with the time taken to deal with the matter you made your inquiry about ...*

The preferred means of contact with Council is telephone 42.3% (38.0% in 2006) or face-to-face 35.0% (45.7% in 2006):

**Figure 28: Preferred means of contact with Council**



*Question: What is your preferred way of communicating with Council?*

## TOURISM, HERITAGE AND RECREATIONAL ISSUES

Regional features considered by residents to be most attractive to visitors include heritage and history (28.8%), vineyards (19.5%), Morpeth (17.4%), rural character (17.3%), parks and gardens (15.0%), river features (13.8%), and scenic/attractive areas/clean and pretty area (11.6%).

**Figure 31: Regional features considered attractive to visitors**

	<b>2009</b>	<b>2006</b> %	<b>2005</b> %	<b>2004</b> %	<b>2003</b> %	<b>2002</b> %	<b>2001</b> %
Heritage	<b>28.8</b>	28.1	31.9	26.8	27.9	37.2	34.5
Vineyards	<b>19.5</b>	15.8	15.2	13.5	12.6	17.6	13.6
Morpeth	<b>17.4</b>	10.3	22.6	15.8	15.8	27.6	21.4
Rural character	<b>17.3</b>	13.6	14.1	22.6	15.8	19.2	12.9
Parks/gardens	<b>15.0</b>	11.9	23.3	17.0	11.6	14.0	12.1
River features	<b>13.8</b>	11.2	14.4	10.0	11.6	11.2	5.9
Scenic/ attractive areas/ clean and pretty area	<b>11.6</b>	6.6					
Other features	<b>9.4</b>	10.7	3.3	7.8	5.6	3.8	4.5
Maitland Park	<b>8.8</b>	8.1	11.2	12.8	8.4	7.6	13.3
Steamfest	<b>8.5</b>	6.6	8.1	7.9	5.8	5.6	3.5
Conveniently located	<b>8.3</b>	10.7	4.4	6.5	7.9	6.8	2.3
Unsure	<b>7.5</b>	5.6	5.2	5.6	14.1	3.2	9.1
Shopping in CBD	<b>7.0</b>	6.9	3.7	3.0	1.6	7.2	12.4
Water Works	<b>6.1</b>	4.5	11.5	6.0	6.3	6.0	7.4
Green Hills	<b>5.8</b>	1.2	4.8	6.3	6.3	9.2	0.0
Events/ cultural activities held	<b>5.4</b>	3.9					
Close to coastline bay and beach	<b>5.0</b>	3.6					
The whole area	<b>4.1</b>	2.1	0.0	4.2	3.2	2.0	3.9
Crafts/markets	<b>3.8</b>	2.4	5.2	3.7	2.6	5.6	3.1
Friendly	<b>3.6</b>	3.3	0.0	0.9	6.7	2.4	2.2
Jail	<b>3.1</b>	3.5	5.9	1.4	2.6	6.4	2.6
Visitor Information Centre	<b>2.0</b>	2.6	2.2	1.6	0.0	1.2	2.0
Sporting facilities	<b>1.9</b>						
Art Gallery	<b>1.8</b>	2.4					

*Question: What are the features or characteristics of the Maitland area that you believe to be the most attractive to visitors to Maitland?*

Those features of the region considered by residents to be most in need of improvement in order for the region to be more attractive for visitors include roads (15.5%), the CBD (14.4%), the Mall needs livening up (10.2%), river banks/access (8.8%), fix/clean the Mall (7.8%), and infrastructure needs improving/upgrade – not keeping up (7.2%).

**Figure 32: Regional features considered in need of improvement**

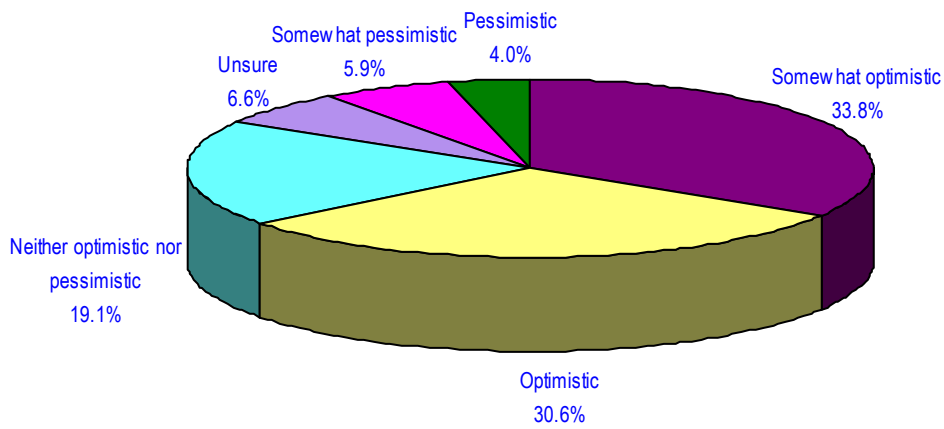
	2009 %	2006 %	2005 %	2004 %	2003 %	2002 %	2001 %
Roads	15.5	8.3	4.4	10.0	7.9	8.8	10.1
CBD comments	14.4	4.7					
The Mall needs livening up	10.2	0.9	5.2	12.1	7.9	6.8	14.2
River banks/access	8.8	4.1	3.7	4.4	3.7	6.4	9.4
Fix up/ clean the Mall	7.8	2.7					
Infrastructure needs improving/ upgrade – not keeping up	7.2	4.7					
Other improvements	6.7	11.0	2.2	3.7	3.4	7.2	6.5
Get rid of the Mall/ open it up to traffic	6.4	1.5					
Area needs tidy up	6.1	10.3	2.6	6.5	8.3	12.0	3.2
Better shopping	6.0	2.6	4.1	2.1	4.2	1.6	0.0
Park maintenance	5.9	5.6	1.1	3.3	0.0	0.0	0.0
Presentation of heritage	5.6	4.1	1.5	4.4	1.6	4.0	3.3
Places to eat	5.1	3.5	4.1	3.3	8.4	2.4	3.5
Vandalism/crime	4.9	0.8	3.0	1.9	0.5	1.6	1.7
Parking	4.9	2.3	5.9	2.1	2.1	3.2	3.5
More accommodation	4.5	7.1	9.3	5.5	6.8	8.0	1.6
More trees/ bushland	4.2	6.2	1.9	4.7	2.6	3.2	0.0
Cycle and walk paths - upgrade/ increase	3.8	0.9					
More things for families to do	3.7	0.9	9.3	4.9	3.2	4.4	0.0
More advertising	3.7	6.0	6.7	5.8	5.8	8.0	4.9
Put on more events	3.2	2.4	3.0	1.2	3.2	4.4	1.1
Better signage for attractions	2.9	2.4					
Minimize development	2.7	0.9	1.1	3.7	2.6	4.0	1.1
Better public transport	2.2	2.6	0.0	3.3	0.0	0.0	0.0
Better/ more sporting facilities	1.7	2.4					
More activities for youth/more nightlife	1.6						
Steamfest comments	1.2						
City entry statement	1.1	1.5	4.1	3.0	0.0	0.0	0.0
Improve facilities/public toilets	1.0						
Railway improvements/comments	1.0						
Unsure		12.2	31.9	30.0	35.3	20.4	35.5

*Question: And what features of the Maitland area do you believe could be improved to ensure that Maitland is attractive to visitors?*

**PERCEPTIONS OF LIVING IN THE MAITLAND AREA**

Overall, residents are positive about the outlook for the Maitland region over the next 12 months, with (30.6%) 'optimistic' and 33.8% 'somewhat optimistic'. With a maximum positive score of 10, the mean score is 7.7 (down from 7.9 in 2006, 8.21 in 2005, 8.58 in 2004, and 8.65 in 2003).

**Figure 34: Outlook for Maitland area over next 12 months**




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*Question: And how optimistic are you about the overall outlook for the Maitland area for the next 12 months?*

As in the 2006 survey, the key features liked about living in the Maitland area include its rural atmosphere, the convenience of the area's location to Sydney and Newcastle, the facilities, that the area is quiet and good shopping.

**Figure 35: Positives about living in the Maitland area**

	<b>Total %</b>
Rural atmosphere	26.6
Close to Sydney and Newcastle	26.5
All facilities here	23.4
Quiet area	19.0
Shopping	17.1
Close to vineyards/ Hunter Valley	13.6
Close to public transport – bus, train	13.5
Close to beach, ocean and coast	13.4
Friendly area	13.0
Grew up here	9.0
Good family area	7.8
Close to work/ work opportunities	7.4
Parks, gardens and lakes	6.2
Good schools	6.1
Central location/close to everything	5.7
Like everything	5.5
Clean/fresh air	4.4
Nothing in particular	4.3
Country/community feel with facilities of the city	2.9
Other positives	2.7
Cheap housing/ cheaper to live (cost of living)	2.4
Low crime, safe environment	1.9
Good sporting facilities	1.6
Family lives here	1.3
Heritage	1.1
Good hospital/medical service	1.0
Good weather	1.0
No traffic problems	0.7
Good infrastructure	0.6

*Question: What to you are the good aspects of living in this area? What do you enjoy about living in the Maitland area?*

Of those surveyed, 79.1 (73.8% in 2006) of residents have some general improvements they would like to see to the area, principally improvement to the quality of roads, traffic congestion, crime, and lack of infrastructure.

**Figure 36: Negatives about living in the Maitland area**

	<b>Total %</b>
Nothing in particular	20.9
Quality of roads	20.1
Other negatives	19.1
Traffic congestion	19.0
Crime	7.4
Lacking infrastructure	7.2
Poor public transport	6.6
Lack of facilities for teenagers	5.7
Over-developed	5.2
Rubbish collection – hard refuse/ tip costs	4.5
Entertainment options/ restaurants	4.2
General upkeep of the area	3.4
Need a swimming pool	2.6
Improved health facilities	2.0
Vandalism	2.0
Upkeep of parks	2.0
Upgrade/fix mall	1.9
Poor shopping	1.7
Sporting facilities	1.7
Lack of parking	1.7
Footpaths – poor condition, need cleaning and repairs	1.3
Council comments – lack of communication/ action	1.2
Increase/improve weekly rubbish collection	1.2
Awful City Centre	1.0
Bridges over the river	1.0

*Question: And what aspects of living in this area do you not feel so positive about?  
What generally would you like to see improved or changed?*

**LONG TERM DIRECTION AND PRIORITIES OF THE COUNCIL AND COMMUNITY**

New questions were asked in 2009 in relation to the new community strategic plan which the Maitland Council is currently in the process of preparing. This strategic plan, which focuses on the four key elements of social, environmental, economic and civic leadership, will guide the long term direction and priorities of the Council and Community.

**Social Issues**

Almost one quarter (22.9%) of residents see youth programs and activities as the key social issue that Maitland Council must address over the next ten years.

**Figure 37: Key social issues to be addressed over the next 10 years**

	<b>2009 %</b>
Youth programs and activities	22.9
Infrastructures	9.8
Violence/anti-social behavior/gangs	8.7
Growth/development/CBD	8.0
Drugs/alcohol	7.9
Jobs – employment/unemployment	7.5
More activities, entertainment facilities needed	7.3
Vandalism/graffiti	7.0
Policing/law & order/safety - security	6.8
Crime	5.7
More/better services – medical – hospitals, schools - education	4.7
Aged Care – facilities and activities	4.4
Housing/homelessness	2.9
Public transport	1.5
Environment	1.3
Other (not coded)	7.6
No/nothing/no comment	7.9
Don't know	19.1

*Question: Therefore over the next 10 years, what do you see as being the key Social Issue that the Maitland Council must address?*

## Environmental Issues

The key environmental issues named by residents that Maitland Council must address over the next 10 years included waste management (15.7%), maintenance/preservation of parks, trees etc (14.5%) and river issues (13.6%).

**Figure 38: Key environmental issues to be addressed over the next 10 years**

	2009 %
Waste management	15.7
Maintenance/preservation of parks, trees etc	14.5
River issues	13.6
Improve waterways and catchment areas	11.9
Water/waterways pollution	10.4
Flood issues	8.8
Improve infrastructure – roads, traffic, bridges	8.2
Development comments	6.4
Air pollution	5.6
Environmental comments	5.3
Energy comments – renewable/solar power/carbon imprint	2.8
Other (not coded)	4.0
No/no comment/none/nothing	9.4
Don't know/not sure	15.2

*Question: Therefore over the next 10 years, what do you see as being the key Environmental Issue that the Maitland Council must address?*

## Economic Issues

Employment/maintain employment/create more jobs (19.2%) and encourage more development of business and industry (12.1%) are the key economic issues that residents believe Maitland Council must address over the next 10 years.

**Figure 39: Key economic issues to be addressed over the next 10 years**

	2009 %
Employment/maintain employment/create more jobs	19.2
Encourage more development of business and industry	12.1
Better management/planning of budget/prioritize finances	10.6
Make it easier for rate payers/don't increase rates	3.6
Better infrastructure	3.5
Development of schools, shops, hospitals to cater for the increased population	3.4
Better roads/maintenance	2.7
Promote tourism	2.6
Get more people into the CBD/redevelop the CBD	1.8
Encourage small businesses/give incentives	1.4
Better management of mall/fill empty shops	1.3
Other (not coded)	8.6
No comment/no/no opinion/not concerned	12.5
Don't know	16.3

*Question: Therefore over the next 10 years, what do you see as being the key Economic Issue that the Maitland Council must address?*

## Leadership and/or Governing Issue

Communication/consultation – engage with community (8.3%), effective/efficient/strong leadership (6.7%), no politics or infighting/more ethics – they are there for the community (6.5%), and Council structure/members (6.4%) are the key leadership and/or governance issues that residents believe Maitland Council must address over the next 10 years.

**Figure 40: Key leadership and/or governance issues to be addressed over the next 10 years**

	<b>2009 %</b>
Communication/consultation – engage with community	8.3
Effective/efficient/strong leadership	6.7
No politics or infighting/more ethics – they're there for the community	6.5
Council structure/members	6.4
Development/growth	4.8
Infrastructure	4.7
Financial management	4.5
Honesty/transparency/accountability	3.8
Currently doing a good job – continuing this	2.5
Youth issues	2.0
Be forward thinking/proactive	1.5
Other (not coded)	5.1
Nothing/no opinion	16.4
Don't know/not sure	39.6

*Question: Therefore over the next 10 years, what do you see as being the key Leadership and/or Governance Issue that the Maitland Council must address?*

**LONG TERM FUTURE DIRECTION FOR THE MAITLAND COUNCIL**

Residents surveyed were asked if they have any other comments in relation to the long term future direction of the Maitland Council.

The overwhelming majority of respondents (67.2%) are happy with the way things are.

**Figure 41: Any other comments in relation to the long term future direction of the Maitland Council**

	<b>2009 %</b>
No/happy with the way things are	67.2
Maintenance of roads/fix roads	3.5
Better communication with community/inform rate payers of changes	2.4
Council needs to be more educated and work together/have Maitland's best interests at heart	2.4
Keep development balanced with infrastructure	1.9
Address traffic flow problems	1.7
Keep heritage/stop over development	1.6
Develop community activities/attract tourism	1.4
Upgrade public transport/retain train lines	1.3
Listen to ratepayers/respond to complaints in a timely manner	1.2
Better community services and schooling/education	1.2
Other (not coded)	10.7
No comment	4.3
Don't know/not sure	1.5

*Question: Do you have any other comments in relation to the long term future direction of the Maitland Council?*

## **PRIORITIES FOR IMPROVEMENT**

This final section covers unprompted resident comments made through the course of the survey.

Residents' unprompted comments focus on more parking 23.9% (23.3% in 2006), to do something with the Mall 19.8% (13.4% in 2006), fix potholes/roads 19.3% (15.6% in 2006), more information from Council 18.0% (25.8% in 2006), traffic flow problems 17.7% (19.6% in 2006), and more footpaths/cycleways 15.1% (10.9% in 2006).

**Figure 42: Unprompted improvements nominated by residents**

	<b>2009</b> %	<b>2006</b> %	<b>2005</b> %	<b>2004</b> %	<b>2003</b> %	<b>2002</b> %	<b>2001</b> %
More parking	<b>23.9</b>	23.3	31.2	26.9	28.7	21.4	26.4
Do something with Mall	<b>19.8</b>	13.4	10.1	23.1	17.6	13.4	13.1
Fix potholes/ roads	<b>19.3</b>	15.6	13.4	10.4	19.6	14.7	8.5
More information from Council	<b>18.0</b>	25.8	25.7	25.8	23.5	21.0	23.6
Traffic flow problems	<b>17.7</b>	19.6	4.6	4.8	1.7	3.8	0.0
More footpaths/ cycleways	<b>15.1</b>	10.9	10.6	5.3	5.1	9.7	3.6
Better upkeep of parks	<b>14.8</b>	16.9	8.0	9.0	8.8	8.8	8.0
Drainage problems	<b>12.9</b>	8.9	9.7	8.0	8.8	14.7	12.8
Better/ heated pools	<b>11.3</b>	7.9	7.2	6.4	3.7	8.4	6.6
Better street cleaning	<b>10.3</b>	15.6	10.1	13.3	14.0	10.9	9.8
More parks	<b>9.3</b>	10.9	7.6	5.1	3.8	2.5	3.7
More public toilets	<b>8.7</b>	7.2	3.4	1.3	3.5	4.2	3.1
Better playgrounds	<b>8.6</b>	11.2	8.4	7.2	2.9	4.6	8.7
More youth centres	<b>7.9</b>	6.0	6.8	2.9	10.3	2.1	7.8
Encourage more business	<b>7.9</b>	5.9	5.1	4.8	1.2	3.8	7.9
Better sports facilities	<b>7.7</b>	10.2	4.6	4.0	4.4	4.2	2.5
More recycling	<b>7.4</b>	7.4	16.5	11.7	8.8	5.0	10.4
Plant more trees	<b>7.4</b>	13.2	13.5	19.7	11.8	13.9	14.1
Council more accountable	<b>6.9</b>	13.6	4.6	0.5	1.7	2.9	3.4
Better disabled/ elderly access	<b>6.8</b>	12.4	16.5	9.6	10.1	12.2	13.5
Pick up of large items	<b>6.6</b>	7.7	3.4	7.7	0.0	0.0	0.0
Communication – Council publications	<b>6.1</b>	0.0	0.0	0.0	0.0	0.0	0.0
Environment – Hard rubbish pick up	<b>5.8</b>	0.0	0.0	0.0	0.0	0.0	0.0
Better control of dogs	<b>5.8</b>	8.4	10.1	10.1	19.1	15.5	11.4
More playgrounds	<b>5.1</b>	6.7	7.6	5.1	5.4	3.2	4.9
Reduce crime	<b>5.1</b>	3.4	6.8	1.3	4.4	4.6	5.1

**Figure 42: Unprompted improvements nominated by residents**

	2009 %	2006 %	2005 %	2004 %	2003 %	2002 %	2001 %
CBD Improvements	4.8	0.0	0.0	0.0	0.0	0.0	0.0
More heritage protection	4.7	6.2	0.4	4.0	5.1	5.0	8.6
Infrastructure improvements – before development	4.7	0.0	0.0	0.0	0.0	0.0	0.0
Better retail	4.3	6.4	3.4	4.8	0.0	0.0	0.0
More entertainment/activities for young children and families	4.1	0.0	0.0	0.0	0.0	0.0	0.0
Better maintenance of ponds, rivers, wetlands	4.0	0.0	0.0	0.0	0.0	0.0	0.0
Encourage tourism	3.6	5.4	2.1	2.7	5.7	3.6	4.0
Less development	3.4	8.5	8.4	13.8	14.4	13.4	7.4
Better green waste management	3.2	0.0	0.0	0.0	0.0	0.0	0.0
Communication - mail	2.8	0.0	0.0	0.0	0.0	0.0	0.0
Clean up verges and median strips	2.8	0.0	0.0	0.0	0.0	0.0	0.0
Public transport	2.5	0.0	0.0	0.0	0.0	0.0	0.0
Reduce dump fees	2.4	0.0	0.0	0.0	0.0	0.0	0.0
More money for libraries	2.4	2.7	4.2	5.3	7.4	17.5	9.9
Library - more books/better selection	2.4	0.0	0.0	0.0	0.0	0.0	0.0
Cleaner food shops	2.3	3.4	3.4	1.6	1.5	1.7	2.2
Less tree protection	2.2	2.3	8.4	3.2	5.1	11.2	2.3
Clean up broken glass in parks and sport areas	2.1	0.0	0.0	0.0	0.0	0.0	0.0
Better hall maintenance	1.8	3.9	2.5	2.9	2.2	1.7	1.9
Clean up graffiti	1.6	0.0	0.0	0.0	0.0	0.0	0.0
Skate park comments	1.6	0.0	0.0	0.0	0.0	0.0	0.0
Less stringent on heritage	1.4	2.0	3.8	1.9	5.1	5.0	0.0
Quicker garbage pick up/clean up rubbish they cause	1.4	0.0	0.0	0.0	0.0	0.0	0.0
Communication – Internet/email	1.2	0.0	0.0	0.0	0.0	0.0	0.0
Communication - newspapers	1.2	0.0	0.0	0.0	0.0	0.0	0.0
Cat control	1.1	0.0	0.0	0.0	0.0	0.0	0.0
Communication – other media, TV, radio etc.	0.8	0.0	0.0	0.0	0.0	0.0	0.0
Shade in parks	0.5	4.2	7.2	6.9	3.3	5.5	0.0
Improve smell of industrial areas	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Other responses	25.5	22.6	9.3	15.7	16.3	12.6	13.3

*Question(s): What improvements would you like to see occur to any of these services or facilities?*

## MAITLAND CITY COUNCIL QUESTIONNAIRE 2009



Project: 8740

### MAITLAND CITY COUNCIL QUESTIONNAIRE 2009

Good morning/afternoon/evening. My name is ..... from McGregor Tan Research. We are conducting a survey on behalf of Maitland City Council to find out what residents of the City Council area are looking for from their Council and their opinions of the services it provides. Can I please speak with the person in this household who is 18 years or older, who usually lives here and who has the next or most recent birthday (If none available) When would be a good time to call back and talk to .....? (Record on contact sheet and call back at that time)

#### THIS QUESTION (1B) NEEDS TO BE ASKED FIRST FOR CATI

**Q1b) (Refer to map for adjacent Council areas)** Is where you live within the Maitland City Council area or is it within the (Adjacent Council) area?

Yes

Continue

**Q1a)** I just need to check first that where you live falls within the Maitland City Council area. Can you please tell me the area or suburb and the Postcode that your home is in - Write in

Area/Suburb:	Postcode:
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#### Suburb Code of Sample

Suburb	
Aberglasslyn	01
Ashtonfield	02
Bolwarra/Heights	03
East Maitland	04
Lochinvar/Greta/West	05
Lorn	06
Louth Park/Gilleston Heights	07
Maitland (Central)	08
Metford	09
Morpeth/Largs/Raworth	10
Rutherford	11
Telarah	12
Tenambit	13
Thornton	14
Woodberry/Millers Forest	15
Largs	16

#### Demographic Area of Sample

Demographic Area	
Ashtonfield	01
North	02
South	03
Morpeth/Raworth	04
East Maitland	05
Lorn	06
West	07
Maitland (Central)	08
Metford	09
Rutherford	10
Telarah	11
Tenambit	12
Thornton	13
Woodberry	14

**Sample by Postcode**

2320	1
2321	2
2322	3
2323	4
2324	5

I would like to start by asking you a couple of questions about your overall perceptions of living in this area ...

**Q2a)** Firstly, how long have you lived at your current address? **Write in**

years/months
--------------

**Q2b)** And how long have you lived in the Maitland City Council area? **Write in if necessary refer to map for definition of area**

years
-------

**Length of time lived at current address and in Maitland area**

One year or under	1
Over one to three years	2
Over three to five years	3
Over five to 7.5 years	4
Over 7.5 to ten years	5
Over ten to fifteen years	6
Over fifteen to twenty years	7
Over twenty to 25 years	8
Over 25 years	9

**Q3a)** What to you are the good aspects of living in this area? **Probe:** What do you enjoy about living in the Maitland area? **Write in**

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**Positives about living in the Maitland area**

All facilities here	1
Clean/fresh air	2
Close to Sydney and Newcastle	3
Friendly area	4
Good family area	5
Good schools	6
Grew up here	7
Like everything	8
Quiet area	9
Rural atmosphere	10
Shopping	11
Other positives	12
Nothing in particular	13

**Q3b)** And what aspects of living in this area don't you feel so positive about? **Probe:** What generally would you like to see improved or changed by Maitland City Council? **Write in**

**Negatives about living in the Maitland area**

Awful City Centre	1
Crime	2
Lack of facilities for teenagers	3
Lack of parking	4
Lacking infrastructure	5
Over-developed	6
Poor public transport	7
Poor shopping	8
Quality of roads	9
Traffic congestion	10
Upkeep of parks	11
Other negatives	12
Nothing in particular	13

**Q4a)** I would now like to ask you some questions about your usage and opinion of the services provided by Maitland City Council. For each one of the community facilities I read out please tell me how often you use this service or facility ..... **Read out, ROTATE and mark start point; write in number for each; Frequency:- 1 = Once a week or more often, 2 = Once a month, 3 = Once every 6 months, 4 = Once every 12 months, 0= Never**

**Q4b)** I would like to ask your satisfaction with the provision of these services and facilities by Maitland City Council. Please tell me whether you are (1) very dissatisfied, (2) dissatisfied, (3) neither satisfied nor dissatisfied, (4) satisfied or (5) very satisfied (make sure respondent understands scale) with .... (Ask for each). If you have no experience or no opinion of that service (= 0), please say so .... **Write in one code for each as above**

<b>Start</b>	<b>Frequency</b> Write in no.	<b>Satisfaction</b> Write in no.
Off-street car parking		
Parks & recreation areas		
Sporting facilities		
Swimming pools		
Libraries		
The Art Gallery		
Community halls		
Playgrounds		
Youth entertainment & activities		
Senior Citizen activities		
Visitor Information Centres		

**Q4c) What improvements would you like to see occur to any of these services or facilities?  
Write in**

**Unprompted improvements nominated by residents**

Better control of dogs	1
Better disabled/elderly access	2
Better hall maintenance	3
Better playgrounds	4
Better retail	5
Better sports facilities	6
Better street cleaning	7
Better upkeep of parks	8
Better/heated pools	9
Cleaner food shops	10
Council more accountable	11
Do something with Mall	12
Drainage problems	13
Encourage more business	14
Encourage tourism	15
Fix potholes/roads	16
Less development	17
Less stringent on heritage	18
Less tree protection	19
More footpaths/cycleways	20
More heritage protection	21
More information from Council	22
More money for libraries	23
More parking	24
More parks	25
More playgrounds	26
More public toilets	27
More recycling	28
More youth centres	29
Pick up of large items	30
Plant more trees	31
Reduce crime	32
Shade in parks	33
Traffic flow problems	34
Other responses	35

**Q5a)** I would now like to ask you about your opinion of Council services in the area of roads and traffic. Firstly, are you aware of Council's long-term strategy for addressing the condition of its road network?

Yes, aware of it	1
No, not aware of it	2

**Q5b)** I would like to ask your satisfaction with the provision of road and traffic facilities by Maitland City Council. Please tell me whether you are (1) very dissatisfied, (2) dissatisfied, (3) neither satisfied nor dissatisfied, (4) satisfied or (5) very satisfied (make sure respondent understands scale) with .... (ROTATE start point and mark; Ask for each). If you have no experience or no opinion of that service (= 0), please say so .... Write in one code for each as above

Start		Write in no.
	Road construction	
	Road maintenance	
	Footpaths	
	Cycleways	
	Traffic flow	
	Road & traffic safety	
	The overall condition of the road network in the Maitland area	

**Q5c)** Are you aware of any cycleways within the City of Maitland?

	Yes – specify which	
	Don't know/ unsure	
	No	

**Q6a)** I would like to ask your satisfaction with the provision of environmental services by Maitland City Council. Please tell me whether you are (1) very dissatisfied, (2) dissatisfied, (3) neither satisfied nor dissatisfied, (4) satisfied or (5) very satisfied (make sure respondent understands scale) with .... (ROTATE start point and mark; Ask for each). If you have no experience or no opinion of that service (= 0), please say so .... Write in one code for each as above

Start		Write in no.
	Garbage services	
	Heritage management	
	Dog control	
	Tree preservation	
	Council's efforts to protect the environment	
	Drainage	
	Access for people with disabilities	
	Food shop cleanliness	
	Street cleanliness	
	Overall appearance of the City	

**Q6b) What improvements would you like to see occur to any of the services in the area of the environment? Write in**

**Unprompted improvements nominated by residents**

Better control of dogs	1
Better disabled/elderly access	2
Better hall maintenance	3
Better playgrounds	4
Better retail	5
Better sports facilities	6
Better street cleaning	7
Better upkeep of parks	8
Better/heated pools	9
Cleaner food shops	10
Council more accountable	11
Do something with Mall	12
Drainage problems	13
Encourage more business	14
Encourage tourism	15
Fix potholes/roads	16
Less development	17
Less stringent on heritage	18
Less tree protection	19
More footpaths/cycleways	20
More heritage protection	21
More information from Council	22
More money for libraries	23
More parking	24
More parks	25
More playgrounds	26
More public toilets	27
More recycling	28
More youth centres	29
Pick up of large items	30
Plant more trees	31
Reduce crime	32
Shade in parks	33
Traffic flow problems	34
Other responses	35

**Q7a)** And finally in this section, I would like to ask your satisfaction with other areas of Maitland City Council responsibility. Please tell me whether you are (1) very dissatisfied, (2) dissatisfied, (3) neither satisfied nor dissatisfied, (4) satisfied or (5) very satisfied (**make sure respondent understands scale**) with .... (**ROTATE** start point and mark; Ask for each). If you have no experience or no opinion of that service (= 0), please say so .... **Write in one code for each as above**

		<b>Satisfaction</b>
<b>Start</b>		<b>Write in no.</b>
	Council support of cultural activities	
	Management of the CBD	
	Management of residential development	
	Management of industrial development	
	Management of commercial & retail development	
	Council's planning for the City's future	
	Council communication with residents	
	Information provided to residents about Council activities	
	Council communication with the public	
	Encouragement of industry & business	
	Encouragement of tourism	
	Council's financial management	

**Q7b)** What improvements would you like to see occur . to any of these areas of Council activity? **Probe:** What would be the best way for Council to communicate with you? **Write in**

**Unprompted improvements nominated by residents**

Better control of dogs	1
Better disabled/elderly access	2
Better hall maintenance	3
Better playgrounds	4
Better retail	5
Better sports facilities	6
Better street cleaning	7
Better upkeep of parks	8
Better/heated pools	9
Cleaner food shops	10
Council more accountable	11
Do something with Mall	12
Drainage problems	13
Encourage more business	14
Encourage tourism	15
Fix potholes/roads	16
Less development	17
Less stringent on heritage	18
Less tree protection	19
More footpaths/cycleways	20
More heritage protection	21
More information from Council	22
More money for libraries	23
More parking	24
More parks	25
More playgrounds	26
More public toilets	27
More recycling	28
More youth centres	29
Pick up of large items	30
Plant more trees	31
Reduce crime	32
Shade in parks	33
Traffic flow problems	34
Other responses	35

**Q8a)** Overall, how satisfied are you with the performance of Maitland City Council? Are you ... **Read out**

Very dissatisfied	1
Dissatisfied	2
Neither satisfied nor dissatisfied	3
Satisfied	4
Very satisfied	5
Unsure	6

**Q8b)** Would you describe your overall impression of Maitland City Council staff as ... **Read out**

Negative	1	<b>Ask 8c</b>
Somewhat negative	2	<b>Ask 8c</b>
Neither positive or negative	3	<b>Ask 8c</b>
Somewhat positive	4	<b>Go to 8d</b>
Positive	5	<b>Go to 8d</b>
Unsure	6	<b>Go to 8d</b>

**Q8c)** For what particular reasons would you describe your overall impression of Maitland City Council staff as [response at Q8b] ... **Try to get respondent to be specific**

Bureaucratic	1
Lazy	2
Never got back to me	3
Too slow	4
Unfriendly/rude	5
Other comments	6
No particular reason	7

**Q8d) (Ask all)** And how efficient do you consider Maitland City Council to be in carrying out its community responsibilities? Do you consider it to be ... **Read out**

Inefficient	1
Somewhat inefficient	2
Neither efficient nor inefficient	3
Somewhat efficient	4
Efficient	5
Unsure	6

**Q8e)** How optimistic are you about the performance of Maitland City Council over the next 12 months? Are you ... **Read out**

Pessimistic	1
Somewhat pessimistic	2
Neither optimistic or pessimistic	3
Somewhat optimistic	4
Optimistic	5
Unsure	6

**Q8f)** And how optimistic are you about the overall outlook for the Maitland area for the next 12 months? Are you ... **Read out**

Pessimistic	1
Somewhat pessimistic	2
Neither optimistic or pessimistic	3
Somewhat optimistic	4
Optimistic	5
Unsure	6

**Q9a)** Which of the following forms of contact have you had with Council staff over the last 12 months? **Read out - circle if contact made .... If 'none' go to Q9d)**

**Q9b)** (Ask for each at a) Please tell me how satisfied you were with the way the (Contact) was handled .... Were you (1) very dissatisfied, (2) dissatisfied, (3) neither satisfied nor dissatisfied, (4) satisfied or (5) very satisfied (make sure respondent understands scale) with (Contact) **Write in one code for each as above**

**Q9c)** (Ask for each at a) And please tell me how satisfied you were with the time taken to deal with the matter you made your inquiry about .... Were you (1) very dissatisfied, (2) dissatisfied, (3) neither satisfied nor dissatisfied, (4) satisfied or (5) very satisfied (make sure respondent understands scale) **(Write in one code)**

	a) Contact	b)Overall	c) Time
Face-to-face contact	1		
Telephone contact	2		
Contact by writing	3		
Other contact (Specify)	4	-	-
None	5	-	-

**Q9d)** Which is your preferred way of communicating with Council? **Do not read out**

Contact by writing	1
Email	2
Face-to-face contact	3
Telephone contact	4
Other	5

**Q10a)** What are the features or characteristics of the Maitland area that you believe to be the most attractive to visitors to Maitland? **Write in:**

**Regional features considered attractive to visitors**

Conveniently located	1
Crafts/markets	2
Friendly	3
Green Hills	4
Heritage	5
Jail	6
Maitland Park	7
Morpeth	8
Parks/gardens	9
River features	10
Rural character	11
Shopping in CBD	12
Steamfest	13
The whole area	14
Vineyards	15
Visitor Information Centre	16
Water Works	17
Other features	18
Unsure	19

**Q10b)** And what features of the Maitland area do you believe could be improved to ensure that Maitland is attractive to visitors? **Write in:**

**Regional features considered in need of improvement**

Area needs tidy up	1
Better public transport	2
Better shopping	3
City entry statement	4
Minimize development	5
More accommodation	6
More advertising	7
More things for families to do	8
More trees/bushland	9
Park maintenance	10
Parking	11
Places to eat	12
Presentation of heritage	13
Put on more events	14
River banks/access	15
Roads	16
The Mall needs livening up	17
Vandalism/crime	18
Other improvements	19
Unsure	20

**Q11)** I'd like to ask you a bit more about what you think should be the priorities for Council over the next year. For each of the service areas, I read out please tell me the priority you would assign it by giving it a score out of 10, where 10 means you believe it to be of the very highest priority, 0 means you consider it of no priority whatsoever and 5 would mean you consider it a moderate priority. You may give any rating between 0 and 10 to express your opinion. Firstly please give me a rating out of ten for the priority you would assign to.....**ROTATE** start point and mark, read out, obtain response for each

Start		Write in no.
	Traffic flow	
	Parking facilities	
	Road maintenance	
	Footpaths and guttering	
	Road safety	
	Customer service	
	Financial management	
	Council communication with residents	
	Quality of the environment	
	City appearance and development	
	Developing Tourism	
	Sporting facilities	
	Parks and playgrounds	
	Community safety and security	
	Waste management	
	Control of dogs	
	Environmental management	
	Making Maitland attractive for business and investment	
	Water and rivers	
	Employment growth	

And finally a couple of questions about you and your household. I do stress that these are for analysis purposes only and to check that we are talking to a valid cross section of Maitland area residents .....

**Q12) Record gender**

Male	1
Female	2

**Q13) What is your age? Write in**

	Years
--	-------

Under 25 years	1
25 to 34 years	2
35 to 44 years	3
45 to 54 years	4
55 to 64 years	5
65 to 74 years	6
75 years and over	7

**Q14) What are the occupations of the main breadwinners in your household? Write in**

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This needs to be checked with the client. Are we using these codes during interviewing? Or does the client need the VERBATIM captured – this question needs to be asked of client.

Executive/Upper Management	1
Professional/Management	2
Sales/Marketing/Service	3
Tourism/Hospitality	4
Self-Employed	5
Trades/Technical	6
Retired	7
Unemployed/Pension	8

**Q15a)** How often do you drive a private motor vehicle in the Maitland area?

**Q15b)** And how often do you use public transport in the Maitland area?

Public	a) Motor vehicle	b) Public transport
Daily	1	1
A couple of times a week	2	2
Weekly	3	3
Less often	4	4
Never	5	5

**Read out:** The Maitland Council is currently preparing a new community strategic plan which will guide the long term direction and priorities of the Council and the Community. This plan has 4 key elements - being social, environmental, economic, civic leadership.

**Q16a)** Therefore over the next 10 years, what do you see as being the key **Social Issue** that the Maitland Council must address? **Open ended**

**Q16b)** Therefore over the next 10 years, what do you see as being the key **Environmental Issue** that the Maitland Council must address? **Open ended**

**Q16c)** Therefore over the next 10 years, what do you see as being the key **Economic Issue** that the Maitland Council must address? **Open ended**

**Q16d)** Therefore over the next 10 years, what do you see as being the key **Leadership and/ or Governing Issue** that the Maitland Council must address? **Open ended**

**Q17)** Do you have any other comments in relation to the long term future direction of the Maitland Council? **Open ended**

**Q18)** Which streets form the intersection nearest your home? **Write in**

**Q19)** And are you the rate payer within this household?

Yes	1
No	2

**Q20)** We may be conducting Community focus groups on behalf of Maitland City Council at some stage over the next few months. These groups would involve 8-10 residents who would be paid an incentive to attend and would be used to cover topics of interest and debate in a more detailed manner than is possible over the telephone.

