



Hunter's Hill

Community Research – 2024

Prepared by: Micromex Research
Date: October 17, 2024



Research Objectives

Hunter's Hill Council commissioned Micromex Research to conduct a random telephone survey with residents living in the Hunter's Hill local government area (LGA).

Objectives (Why?)

- Understand and identify community priorities for the Hunter's Hill LGA
- Identify the community's overall level of satisfaction with Council performance and local services/facilities
- Explore resident satisfaction with Council's communication and preferred methods of receiving information from Council

Sample (How?)

- Telephone survey (landline N=54 and mobile N=347) to N=401 residents
- We use a 5-point scale (e.g. 1 = not at all satisfied, 5 = very satisfied)
- Greatest margin of error +/- 4.9%

Timing (When?)

- Implementation 26th September – 3rd October 2024

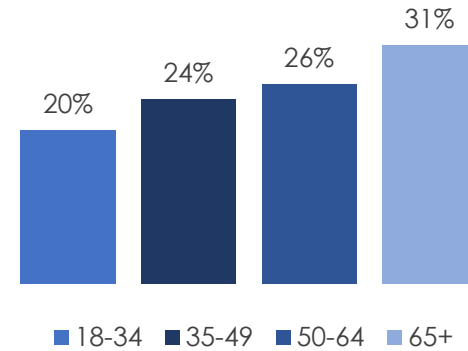
Sample Profile

The sample was weighted by age and gender to reflect the 2021 ABS Census data for Hunter's Hill Council LGA.

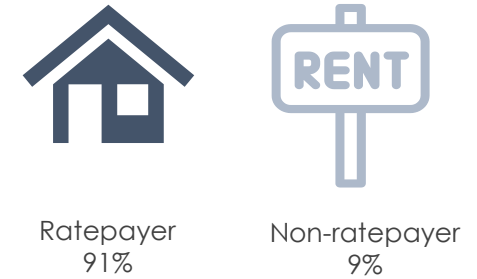
Gender



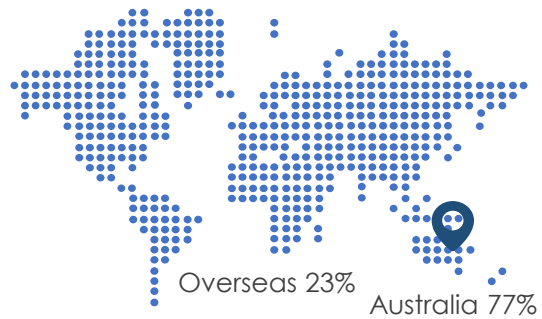
Age



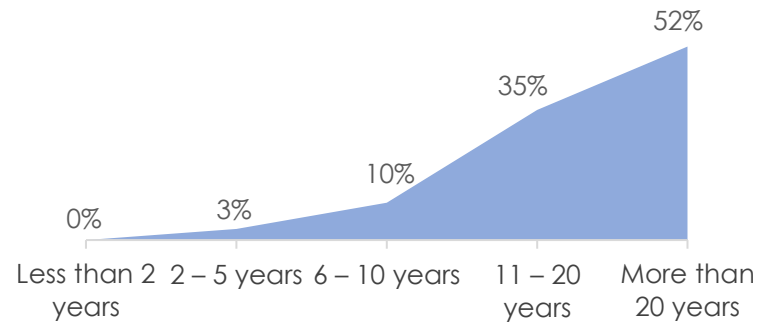
Ratepayer status



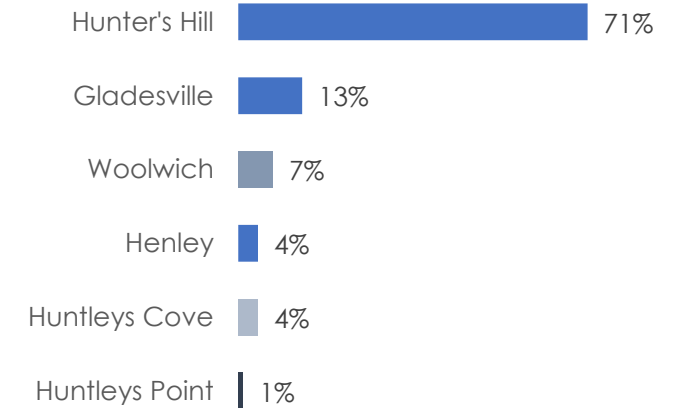
Country of birth



Time lived in the area



Suburb



Base: N = 401

Note: 2 respondents refused to answer, 'country of birth'. Please see Appendix 1 for detail of country of birth

1 respondent also refused to answer, 'ratepayer status' and 'time lived in area'



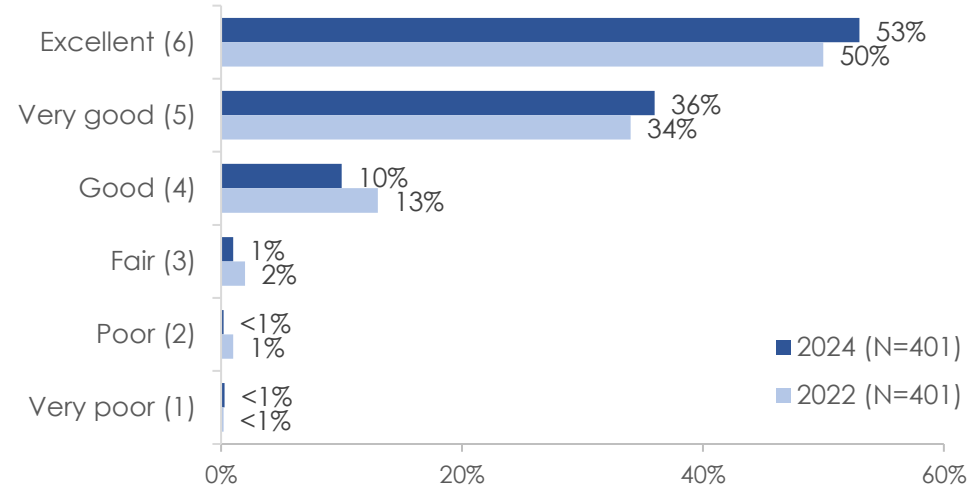
Living in the Hunter's Hill LGA

This section explores resident's quality of life, key challenges facing the area and agreement with liveability statements.

Quality of Life

98% of residents rated their quality of life living in the Hunter's Hill LGA as good to excellent. This result is higher than the Metro benchmark.

Quality of life is significantly lower for non-ratepayers.



	Overall 2024	Overall 2022	Gender		Age				Ratepayer status	
			Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Top 3 Box %	98%	97%	99%	98%	100%	94%	99%	99%	99%	90%
Mean rating	5.39	5.31	5.46	5.32	5.42	5.32	5.44	5.39	5.42	5.16
Base	401	401	190	211	79	95	104	123	362	38

	Hunter's Hill Council	Micromex LGA Benchmark - Metro	Time lived in the area			Country of birth	
			10 years or less	11-20 years	More than 20 years	Australia	Overseas
Top 3 Box %	98%↑	93%	99%	98%	99%	98%	99%
Mean rating	5.39↑	4.92	5.43	5.35	5.42	5.39	5.42
Base	401	23,469	52	139	209	307	92

↑↓ = A significantly higher/lower rating (compared to the benchmark)

Q4. Overall, how would you rate the quality of life you have living in the Hunters Hill LGA?

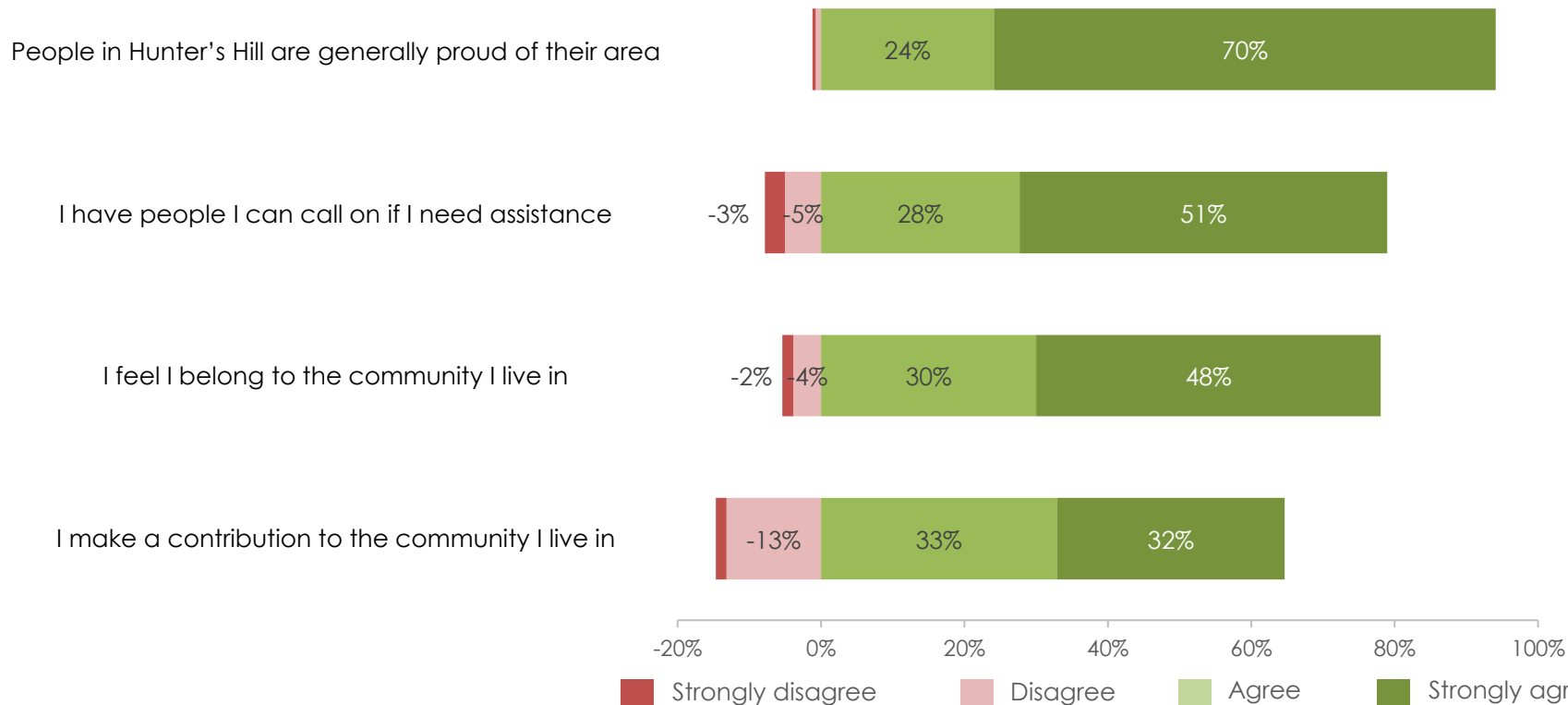
Scale: 1 = very poor, 6 = excellent
A significantly higher/lower rating (by group)

Community Connection Measures

94% of residents agree that 'people in Hunter's Hill are generally proud of their area', an increase from 90% in 2022. Agreement significantly increased from 2022 with the statement 'I make a contribution to the community I live in'.

Compared to the Metro Benchmark, agreement is higher across all statements, more notably for pride and belonging.

Females are significantly more likely to agree they have people they can call on if in need of assistance.



Hunters Hill		LGA Benchmark (Metro) T2B %
2024 T2B %	2022 T2B %	
94%↑	90%	81%
79%	77%	82%
78%↑	75%	68%
65%	54%	60%

Base: N = 401

Please see Appendix 1 for results by demographics

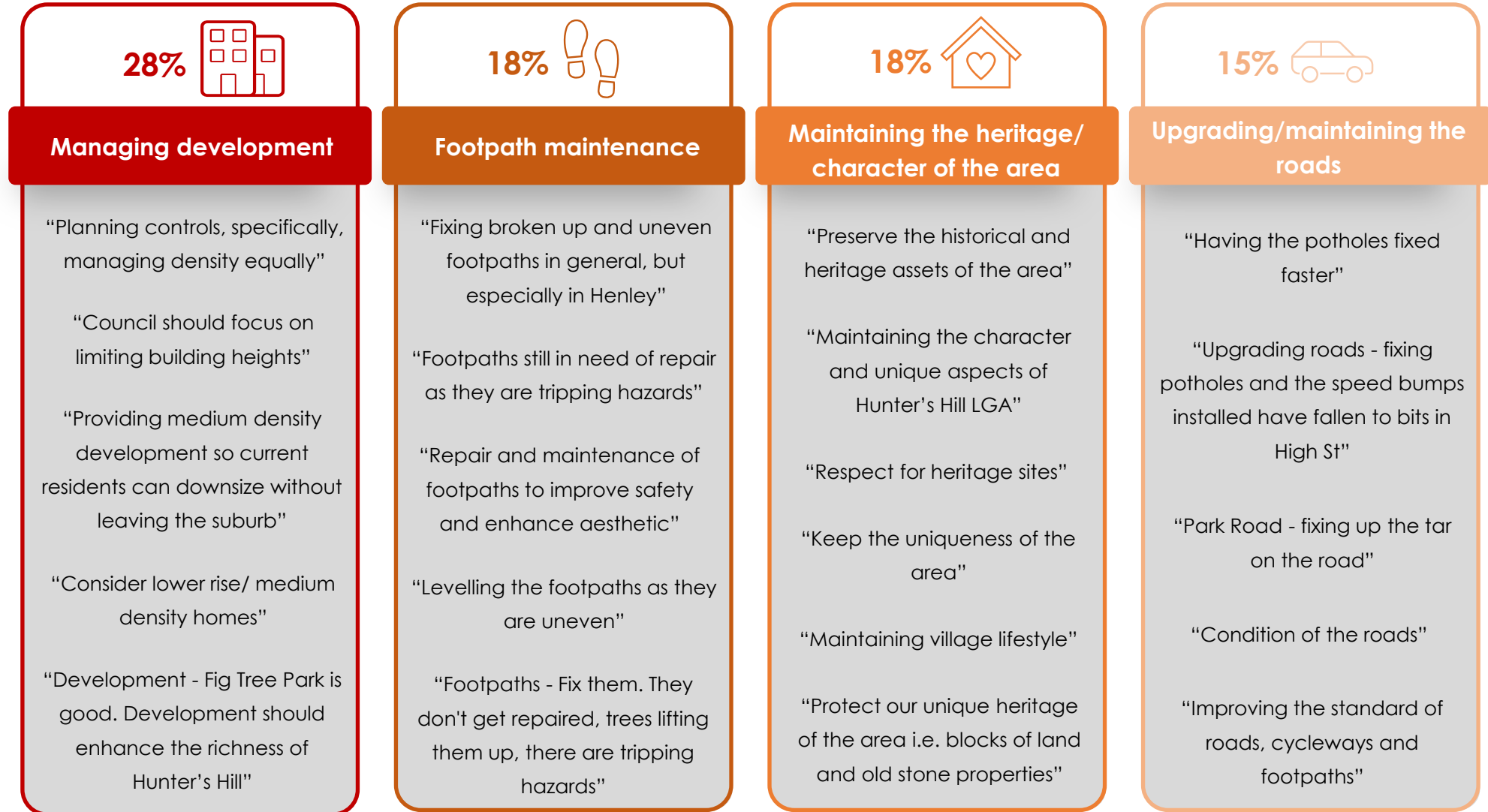
Q5. I'm going to read out some statements and I'd like you to rate them on a scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree.

A significantly higher/lower rating (by year)

↑↓ = Positive/negative difference equal to/greater than 10% from Benchmark

Key Challenges Facing the Area Over the Next 4 Years

This slide provides examples of the wording residents used to describe the key challenges for the area that Council should prioritise over the next four years.

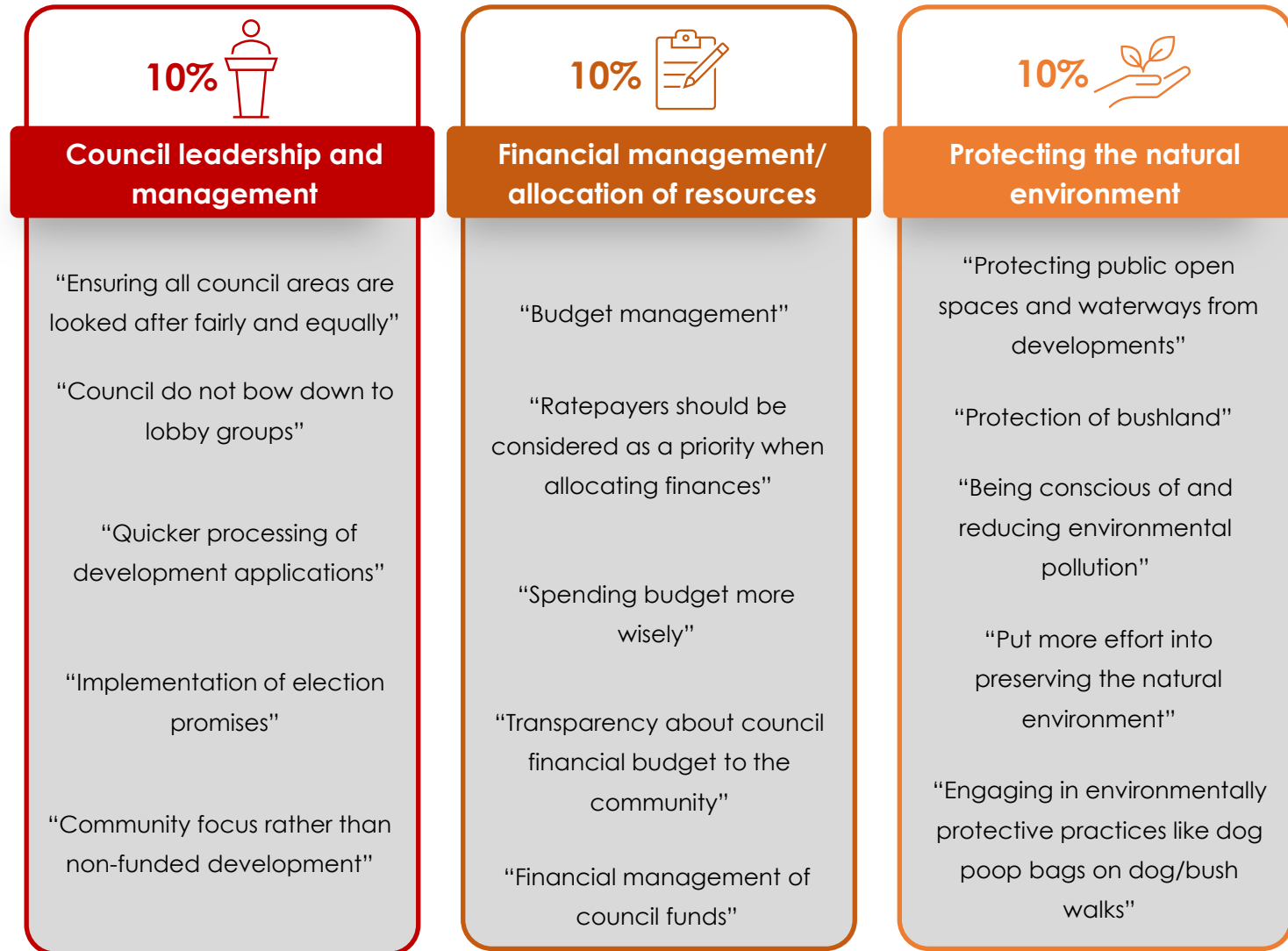


Base: N = 401

Q3. Thinking about the Hunter's Hill and the key challenges for the area, what do you think Council's priority should be over the next four years?

Key Challenges Facing the Area Over the Next 4 Years

Verbatim examples continued...



Base: N = 401

Q3. Thinking about the Hunter's Hill and the key challenges for the area, what do you think Council's priority should be over the next four years?

Key Challenges Facing the Area Over the Next 4 Years

Priority focus has significantly increased for managing development in the LGA and Council leadership/management and significantly reduced for roads. Other areas to address over the next 4 years include footpaths, heritage/character retention, financial management and protection of the natural environment. The next two slides will provide verbatim examples of the top 7 codes (of 10% or more).

Priority area	2024 (N=401)	2022 (N=401)	Priority area	2024 (N=401)	2022 (N=401)
Managing development	26%	18%	Addressing climate change/sustainability initiatives	3%	7%
Footpath maintenance	18%	15%	Improved accessibility e.g. space availability, connections, disability access	3%	0%
Maintaining the heritage/character of the area	18%	12%	More shops, restaurants, cafes and community places in the area	2%	6%
Upgrading/maintaining the roads	15%	25%	Community connectedness	2%	0%
Council leadership and management	10%	4%	Cost of rates/cost of living	2%	3%
Financial management/allocation of resources	10%	6%	Flood management/storm drainage	2%	5%
Protecting the natural environment	10%	10%	Provision of street lighting	2%	2%
Traffic management	9%	8%	Public safety	2%	3%
Availability of public transport	8%	9%	Services and facilities for children and youth	2%	3%
Listening to/engaging with the community/transparency	8%	7%	Services/facilities for older residents	2%	2%
Parks, playgrounds and open spaces	8%	11%	Managing population growth	1%	<1%
More entertainment options e.g. more community events, better night life	6%	4%	Animal management	1%	1%
Tree management and protection	6%	6%	Availability of housing	1%	1%
General maintenance/cleanliness/beautification of the area	5%	6%	Potential amalgamation	1%	1%
Parking	5%	5%	Support for local community groups	1%	<1%
Revitalisation and town planning e.g. Gladesville town centre	5%	5%	Better enforcement of local laws	<1%	<1%
Sports and recreation facilities	5%	7%	Foreshore/waterway recreation e.g. more boat ramps/jetties	<1%	2%
More/improved infrastructure to cater for the growing population	4%	1%	Happy with Council/continue doing what they are doing	<1%	1%
Encouraging local businesses/supporting tourism	4%	4%	Improvements to the NBN/mobile services/power lines	<1%	<1%
Waste management and recycling	4%	5%	Other comments	7%	4%
Maintaining/upgrading services and facilities e.g. local library	3%	8%	Don't know/nothing	2%	4%

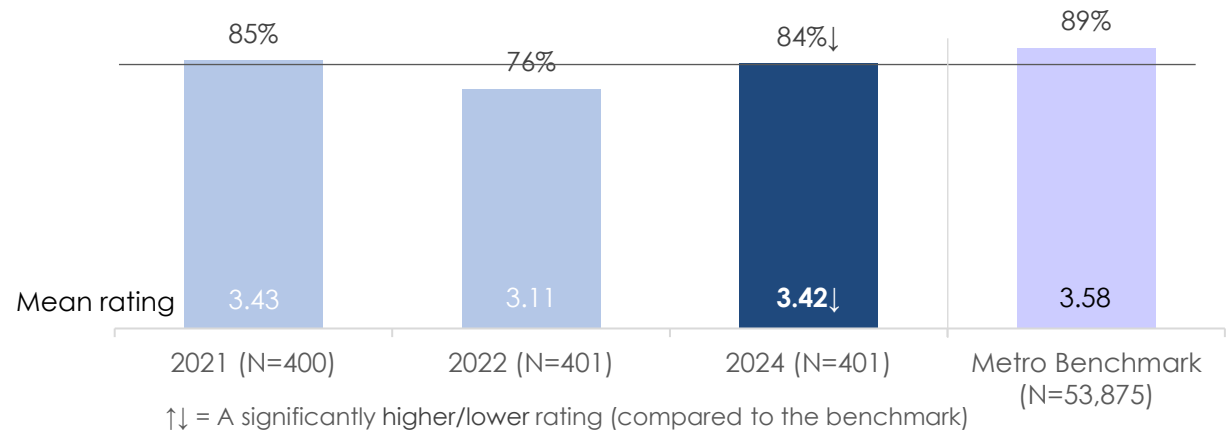


Summary of Community Priorities and Council Performance

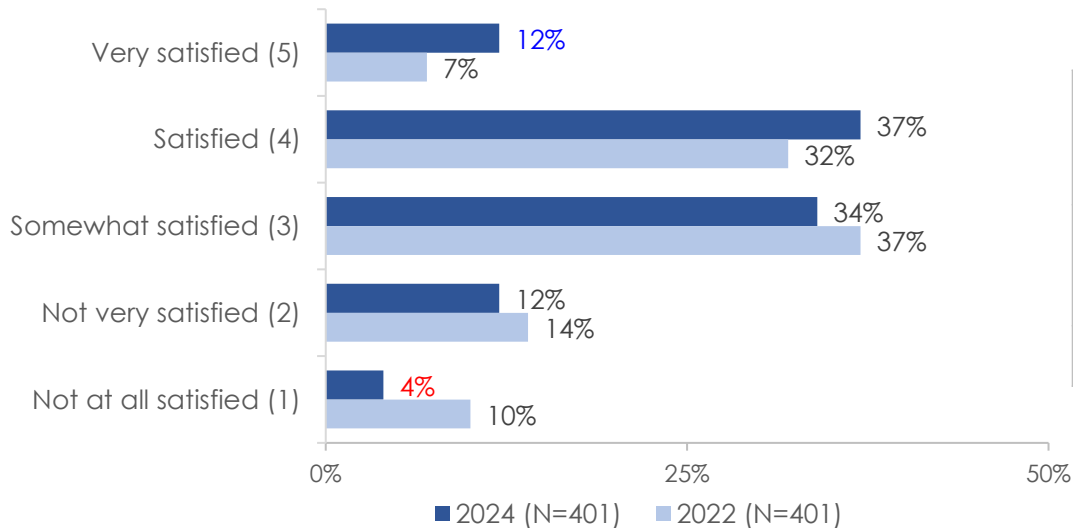
Overall Satisfaction

A significant improvement from 2022, with 84% of residents at least somewhat satisfied with the performance of Council overall the last 12 months.

While the results fall below our metro benchmark, it's important to highlight that the difference in satisfaction is only 5%.



	Overall 2024	Overall 2022	Gender		Age				Ratepayer status	
			Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Top 3 Box %	84%	76%	85%	83%	87%	80%	84%	84%	83%	86%
Mean rating	3.42	3.11	3.48	3.36	3.62	3.37	3.38	3.35	3.40	3.57
Base	401	401	190	211	79	95	104	123	362	38



	Time lived in the area			Country of birth	
	10 years or less	11-20 years	More than 20 years	Australia	Overseas
Top 3 Box %	92%	77%	86%	83%	85%
Mean rating	3.64	3.32	3.43	3.41	3.45
Base	52	139	209	307	92

Scale: 1 = not at all satisfied, 5 = very satisfied
A significantly higher/lower level of satisfaction (by year/group)

Importance & Satisfaction – Highest/Lowest Rated Services/Facilities

A core element of this community survey was the rating of 46 facilities/services in terms of Importance and Satisfaction. The analysis below identifies the highest and lowest rated services/facilities in terms of importance and satisfaction.

Importance

The following services/facilities received the highest T2 box importance ratings:

Higher importance	T2 Box	Mean
Condition of roads	90%	4.51
Uses my rates wisely	89%	4.59
Waste and recycling management	89%	4.49
Responds to customer needs	89%	4.40
Condition of footpaths	87%	4.47
Traffic management	87%	4.34

The following services/facilities received the lowest T2 box importance ratings:

Lower importance	T2 Box	Mean
Non-English-speaking support	28%	2.74
Condition of cycleways	47%	3.23
Domestic animal management	53%	3.48
Innovation in sustainability	61%	3.75
Facilities and services for young people	62%	3.65
Community centres and halls	62%	3.73

T2B = important/very important
Scale: 1 = not at all important, 5 = very important

Satisfaction

The following services/facilities received the highest T3 box satisfaction ratings:

Higher satisfaction	T3 Box	Mean
Graffiti removal	93%	3.83
Condition of public buildings and halls	93%	3.74
Condition of playgrounds	91%	3.72
Facilities and services for older people	91%	3.47
Waste and recycling management	89%	3.73
Condition of sports fields	89%	3.71

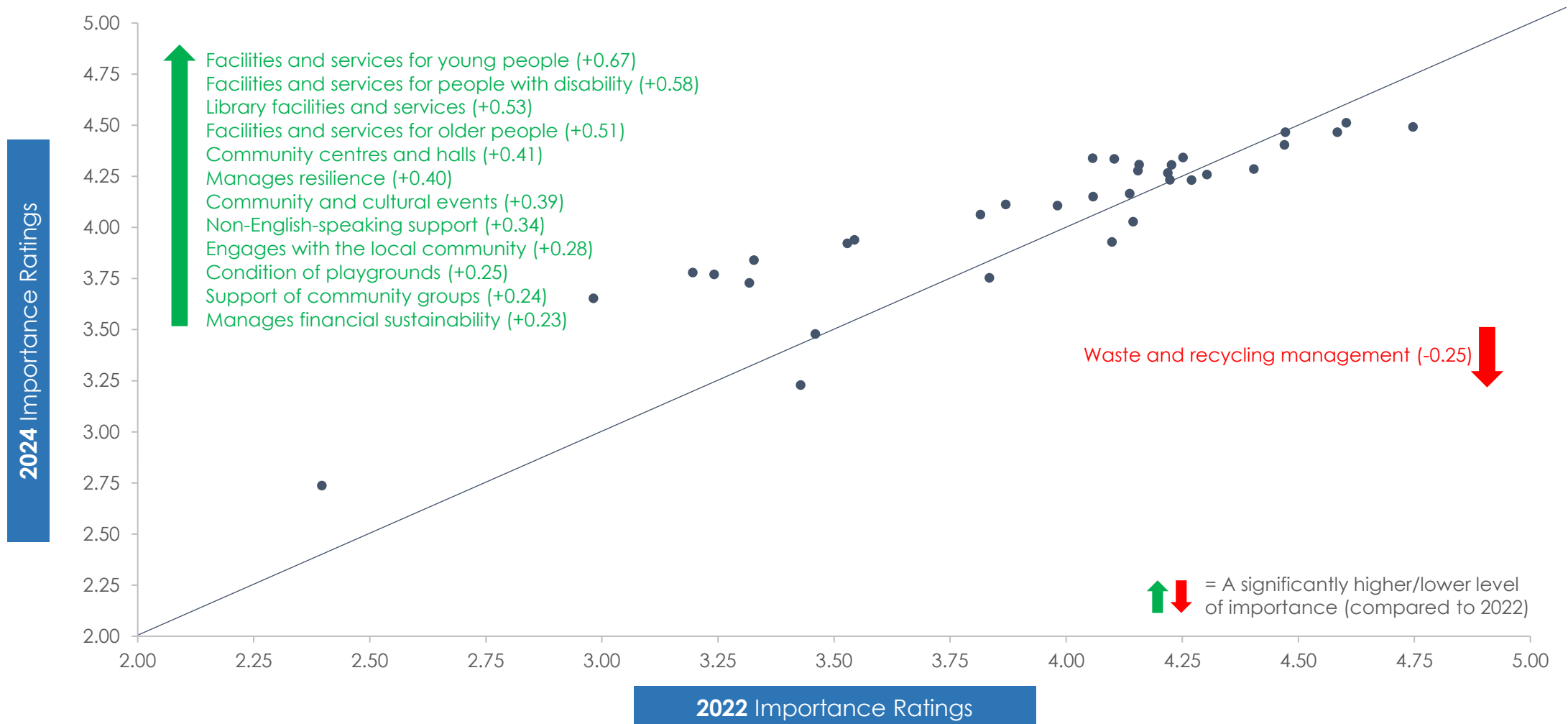
The following services/facilities received the lowest T3 box satisfaction ratings:

Lower satisfaction	T3 Box	Mean
Manages development application processes	45%	2.40
Condition of footpaths	47%	2.41
Manages new development	55%	2.61
Condition of cycleways	57%	2.64
Enforcement of building and development controls	58%	2.72
Parking management	60%	2.79

T3B = somewhat satisfied/satisfied/very satisfied
Scale: 1 = not at all satisfied, 5 = very satisfied

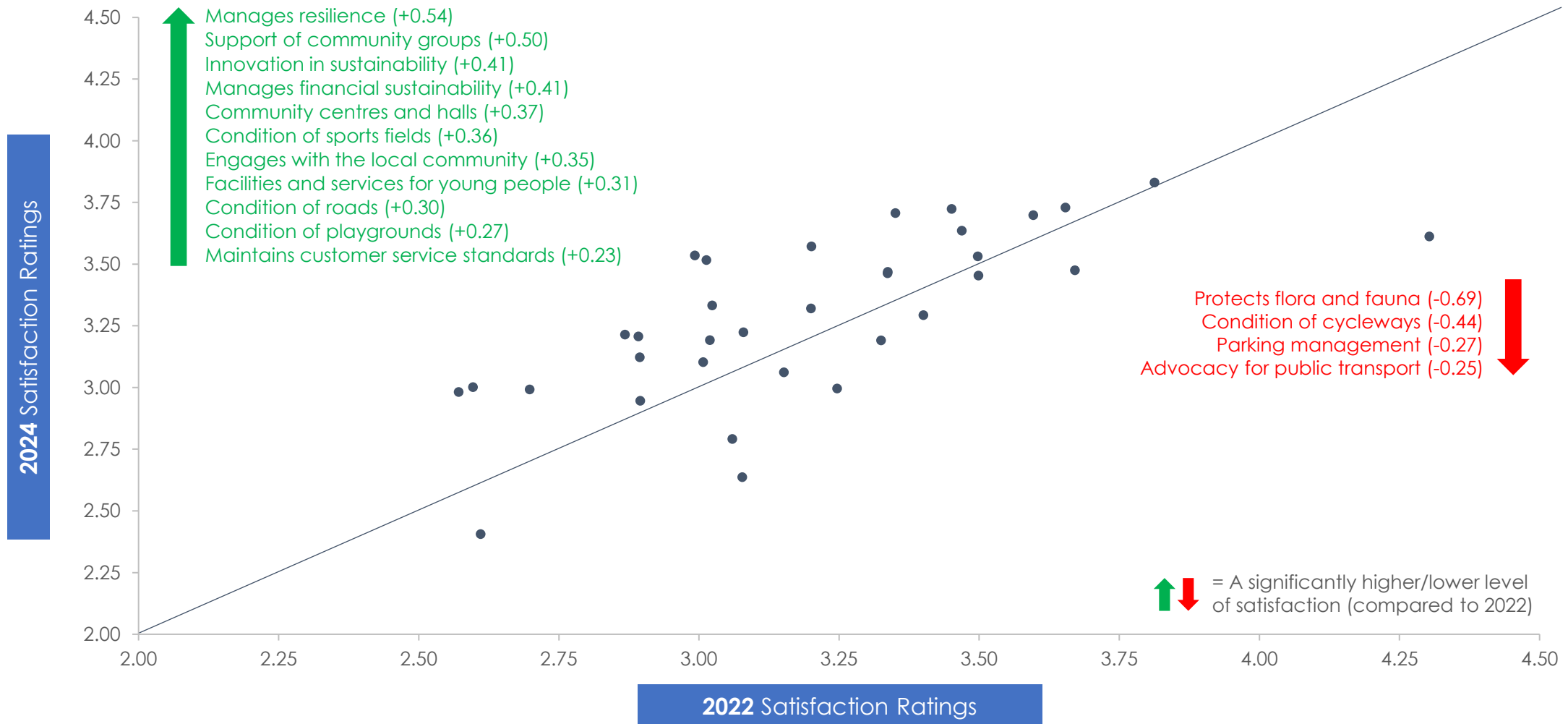
Services and Facilities – Importance: Comparison by Year

The below chart compares the mean importance ratings for 2024 vs 2022. Importance significantly increased for 12 of the 34 comparable services and facilities, there was also a significant decrease in importance for waste and recycling management.



Services and Facilities – Satisfaction: Comparison by Year

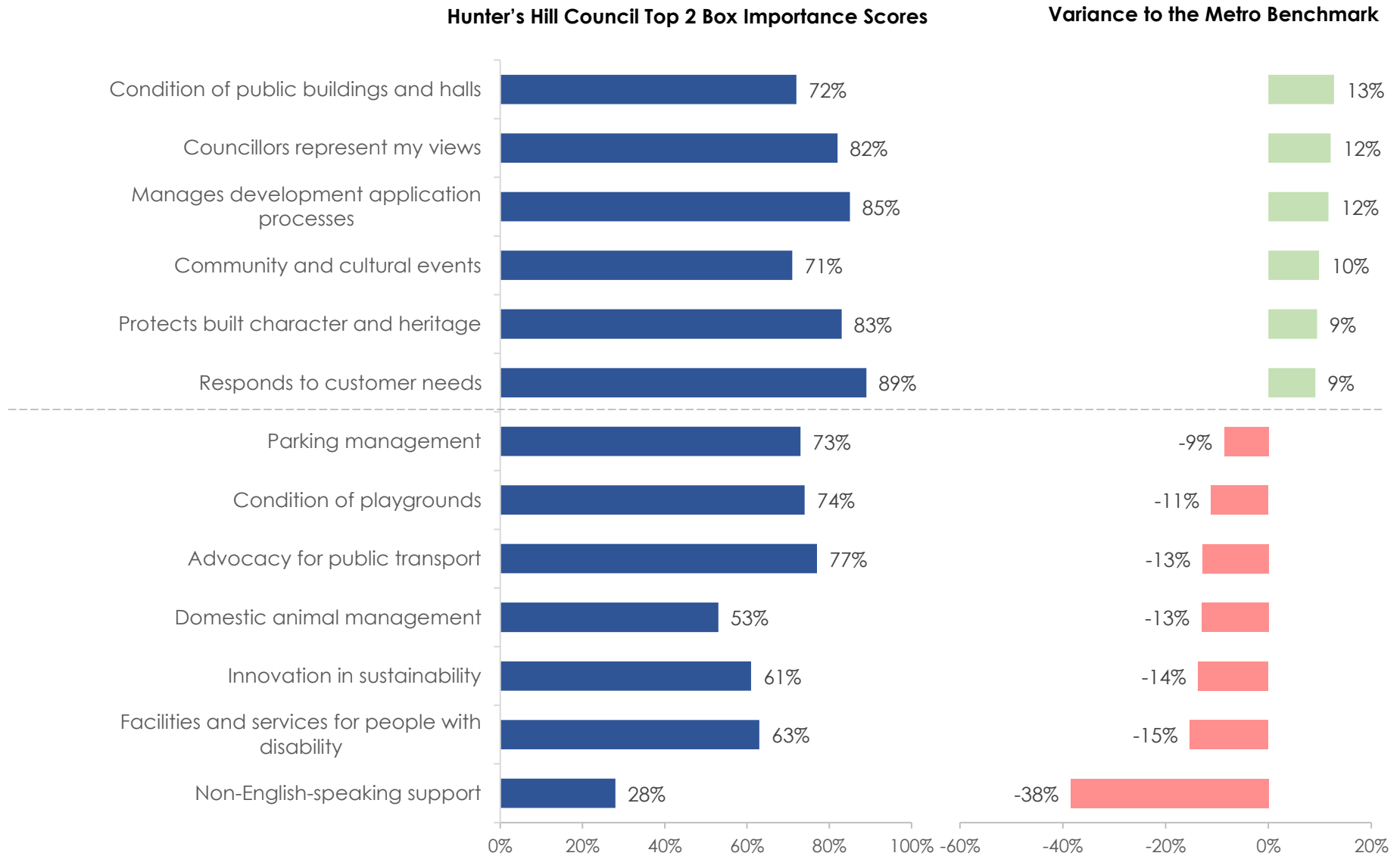
The below chart compares the mean satisfaction ratings for 2024 vs 2022. Satisfaction significantly increased for 11 of the 34 comparable services and facilities, there were also significant decreases in satisfaction for 4 of the 34 services and facilities.



Summary Importance Comparison to the Micromex Benchmark

The chart to the right shows the variance between Hunter's Hill Council top 2 box importance scores and the Micromex Benchmark.

Services/facilities shown in the chart highlight larger positive and negative gaps. The level of importance placed on 'non-English-speaking support' was far lower than our benchmark (38% lower).



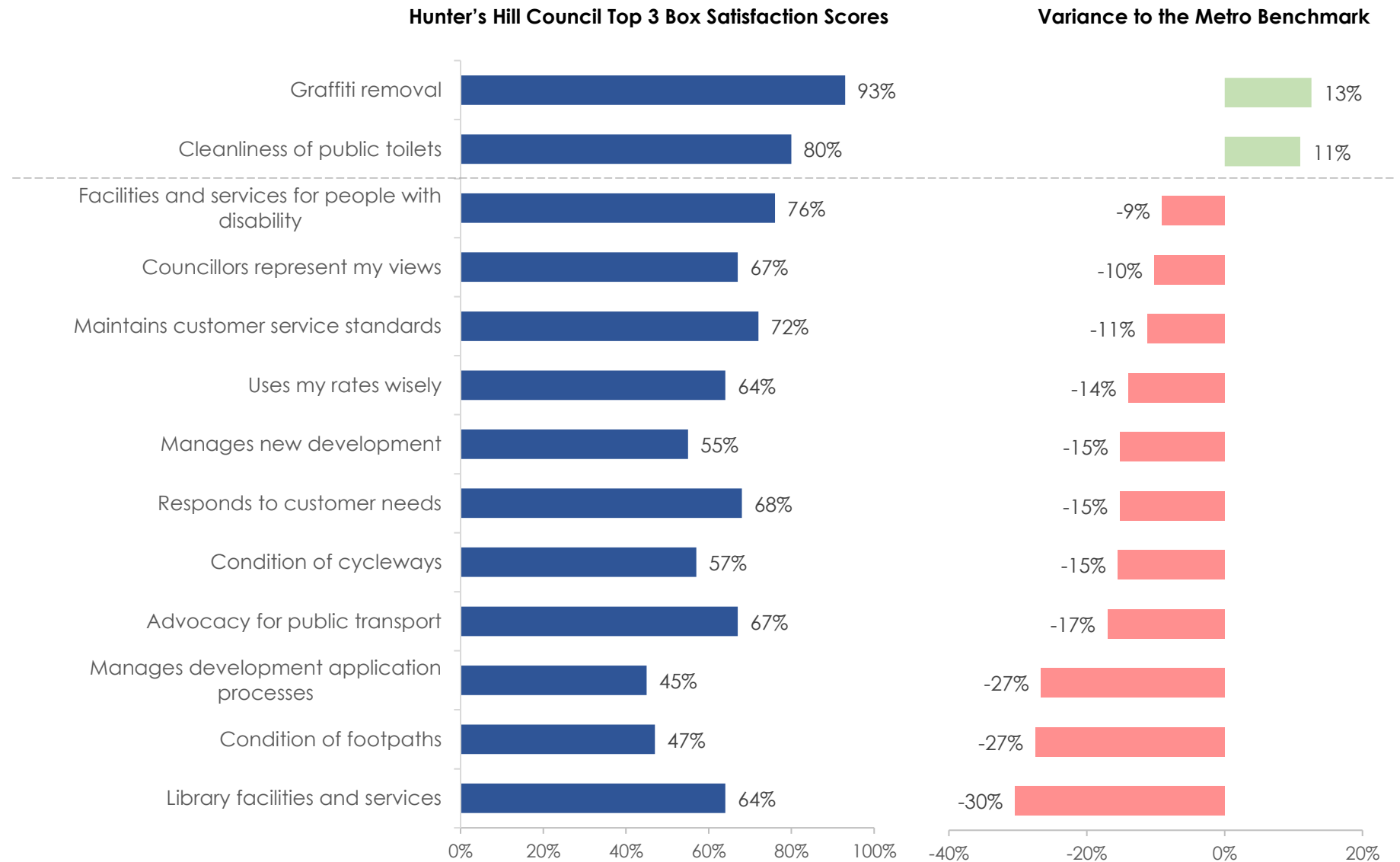
Note: Only services/facilities with a variance of +/- 9% to the Benchmark have been shown above. Please see Appendix 1 for detailed list
Top 2 box = important/very important

Summary Satisfaction Comparison to the Micromex Benchmark

The chart to the right shows the variance between Hunter's Hill Council top 3 box satisfaction scores and the Micromex Benchmark.

Services/facilities shown in the chart to the right highlight larger positive and negative gaps.

Areas where Hunter's Hill Council's performance falls further below our benchmark include DA processes, footpaths and libraries.



Note: Only services/facilities with a variance of +/- 9% to the Benchmark have been shown above. Please see Appendix 1 for detailed list
 Top 3 box = at least somewhat satisfied

Performance Gap Analysis

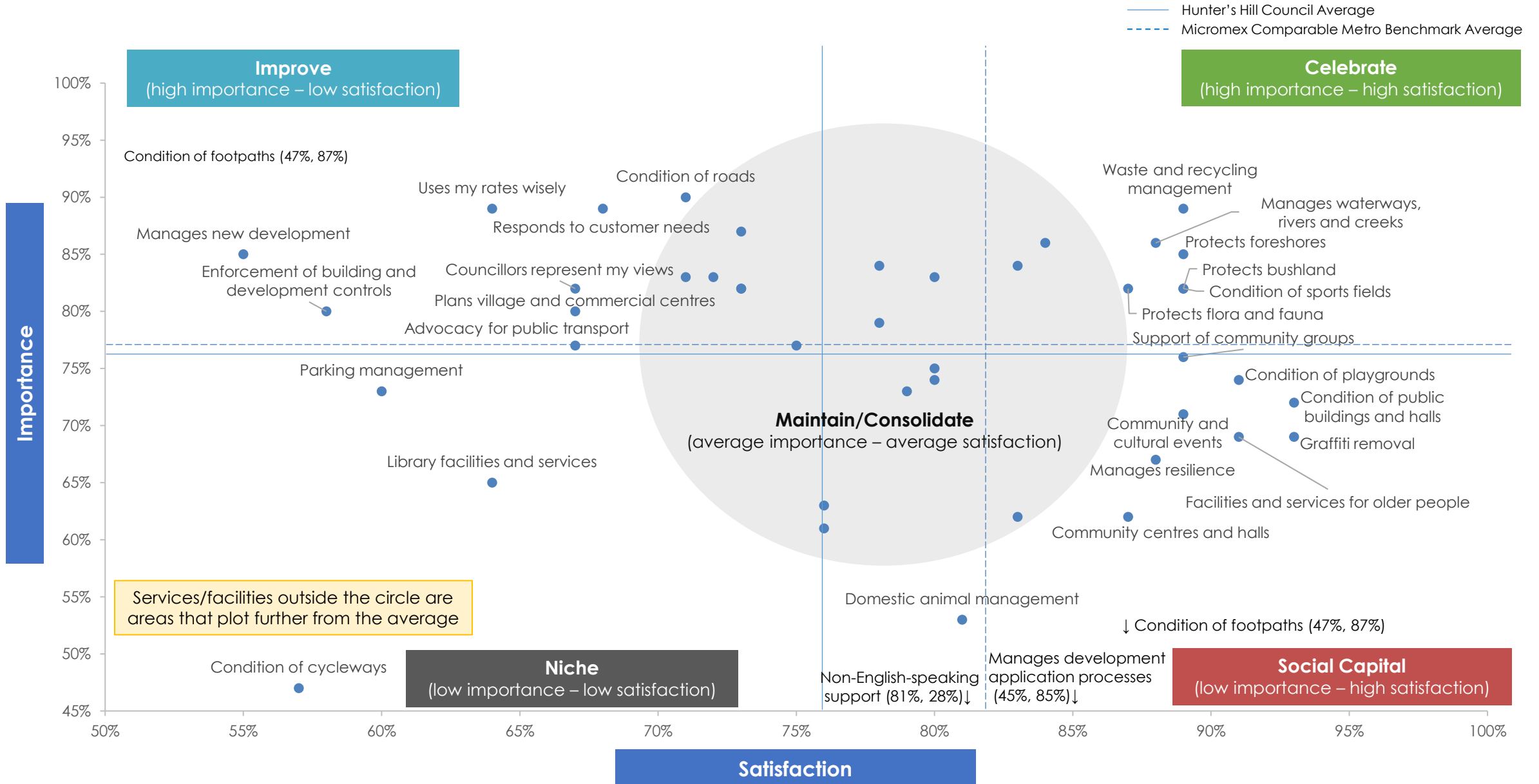
When we examine the largest performance gaps, we can identify that all of the services or facilities have been rated as high in importance, whilst resident satisfaction for all of these areas is between 45% and 71%. There are significant gaps between importance and satisfaction ratings, particularly for infrastructure and development areas.

Service Area	Service/Facility	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance – Satisfaction)
Assets	Condition of footpaths	87%	47%	40%
Planning & Development	Manages development application processes	85%	45%	40%
Planning & Development	Manages new development	85%	55%	30%
Participation & Partnerships	Uses my rates wisely	89%	64%	25%
Planning & Development	Enforcement of building and development controls	80%	58%	22%
Participation & Partnerships	Responds to customer needs	89%	68%	21%
Assets	Condition of roads	90%	71%	19%

Note: Performance gap is the first step in the process, we now need to identify comparative ratings across all services and facilities to get an understanding of relative importance and satisfaction at an LGA level. This is when we undertake step 2 of the analysis.

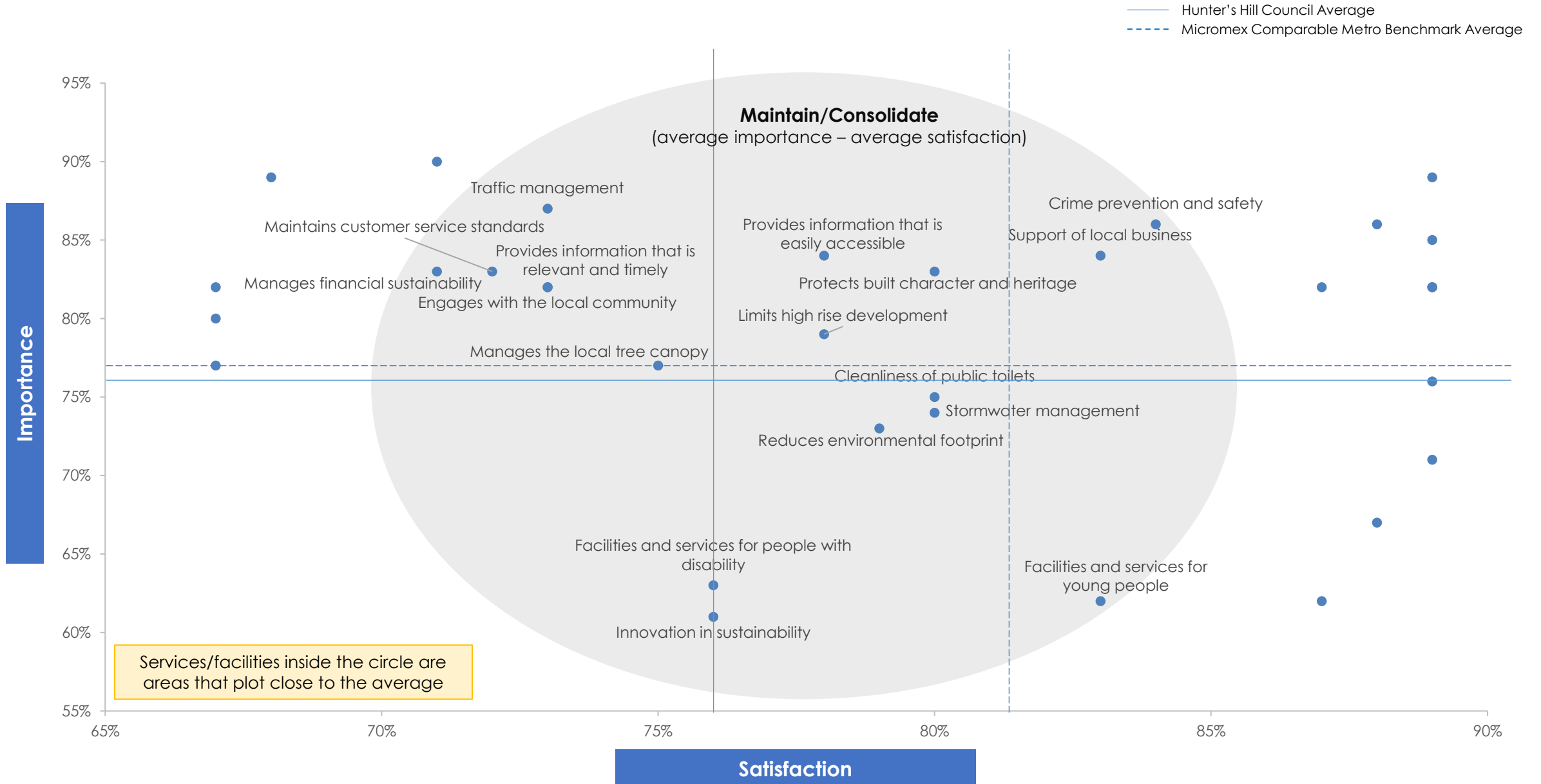
Quadrant Analysis – Mapping Priority Against Delivery

The chart below shows the satisfaction (T3B%) with service/facilities measures plotted against importance (T2B%).



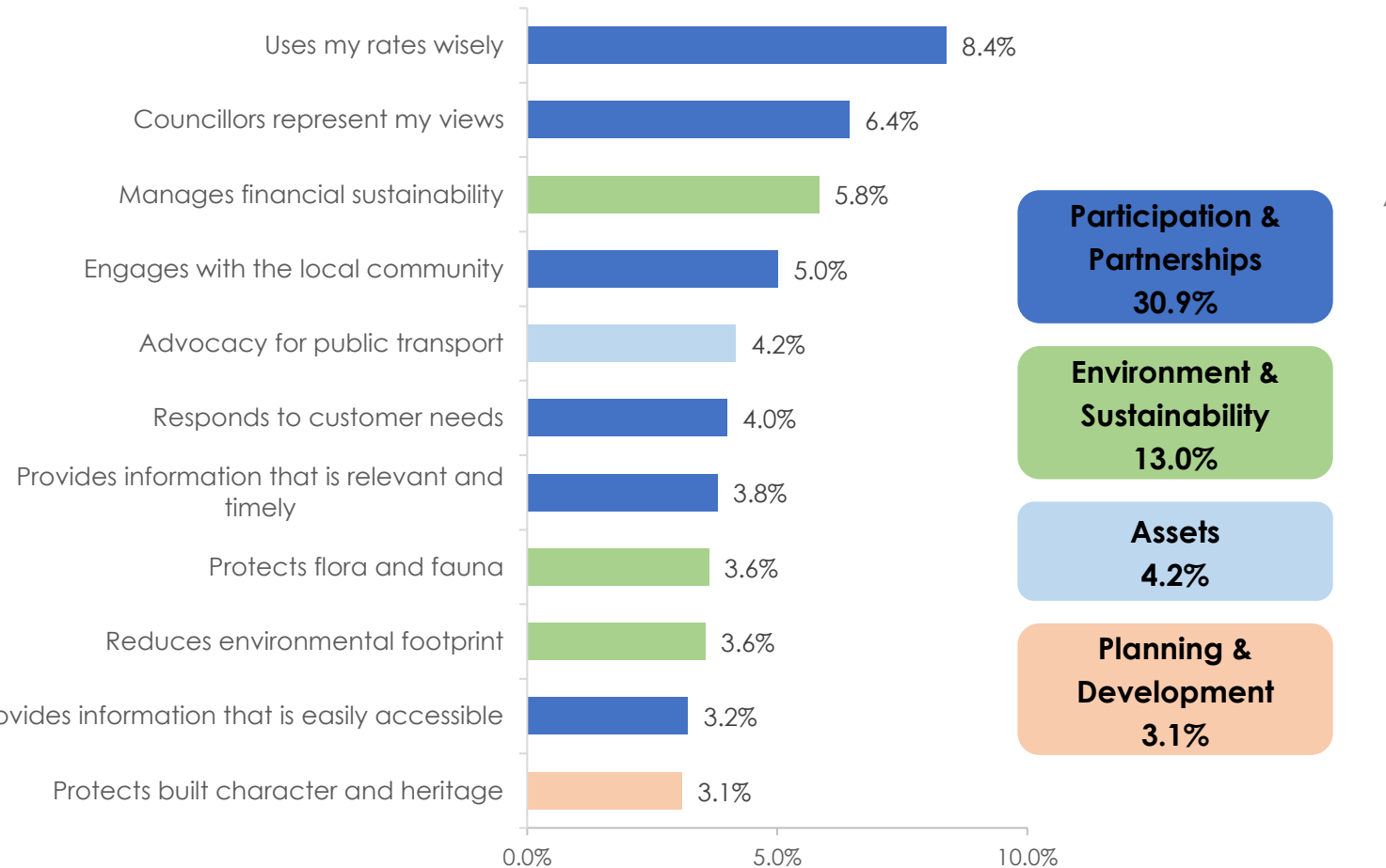
Quadrant Analysis – Mapping Priority Against Delivery

Following on the previous Slide, the chart below shows the measures in the 'maintain/consolidate' area.



Key Drivers of Overall Satisfaction with Council

The score assigned to each area is not a measure of performance, rather, it indicates the percentage of influence each measure contributes to overall satisfaction with Council. All services/facilities are important – but if Council can increase satisfaction in these key driver areas, they will likely see an improvement in overall community satisfaction.



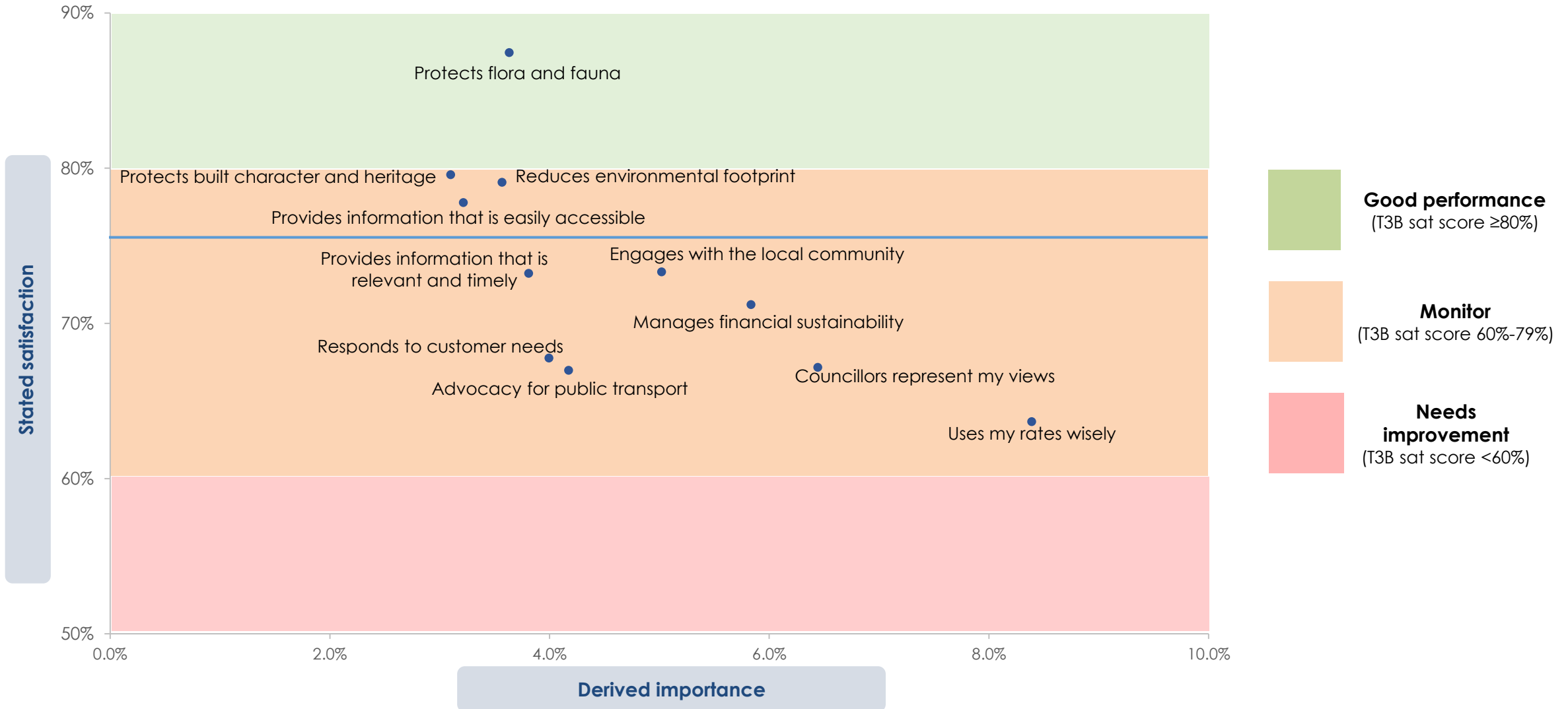
These top 11 services/facilities (so 24% of the 46 services/facilities) account for over 50% of the variation in overall satisfaction.

Investigating the measures separately, 'use my rates wisely' is the most vital driver of overall satisfaction, followed by 'Councillors represent my views' and 'manages financial sustainability'.

However, after summarising them into their thematical groups, Participation & Partnerships is the most important driver category.

Mapping Stated Satisfaction and Derived Importance Identifies the Community Priority Areas

The below chart looks at the relationship between stated satisfaction (top 3 box) and derived importance (Regression result) for the key drivers of overall satisfaction to identify the level of contribution of each measure. Any services/facilities below the blue line could potentially be benchmarked to target in future research to elevate satisfaction levels in these areas.

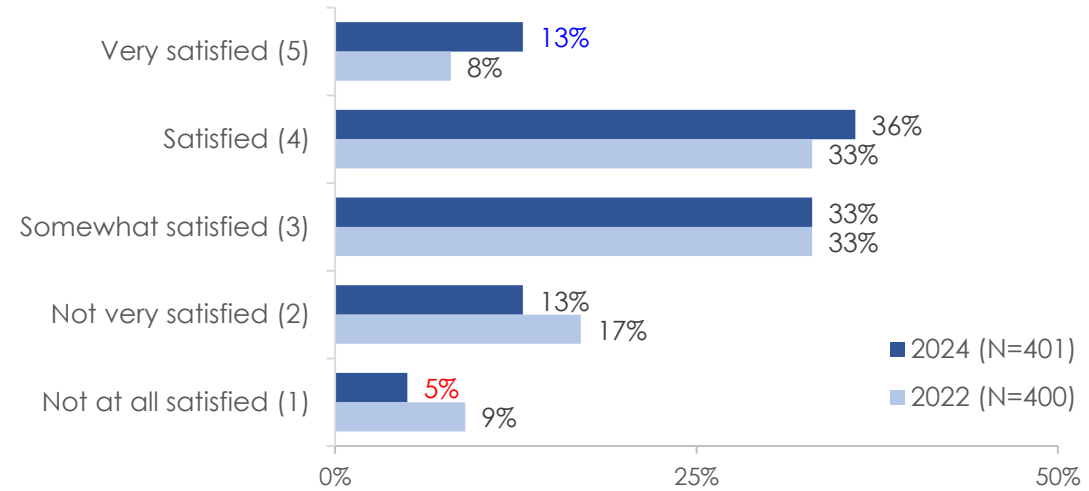


Note: Blue line represents the average top 3 box (at least somewhat satisfied) of all 46 measures

Satisfaction with Council's Communication

Overall, 82% of residents are at least somewhat satisfied with the level of communication Council currently has with the community, this has significantly increased from satisfaction levels in 2022.

Results are consistent across demographics and on par with our Metro benchmark.



	Overall 2024	Overall 2022	Gender		Age				Ratepayer status	
			Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Top 3 Box %	82%	74%	85%	79%	79%	81%	85%	82%	83%	76%
Mean rating	3.39	3.12	3.50	3.29	3.50	3.28	3.47	3.32	3.40	3.28
Base	401	400	190	211	79	95	104	123	362	38

	Hunter's Hill Council	Micromex LGA Benchmark - Metro	Time lived in the area			Country of birth	
			10 years or less	11-20 years	More than 20 years	Australia	Overseas
Top 3 Box %	82%	84%	84%	80%	83%	82%	83%
Mean rating	3.39	3.44	3.38	3.35	3.42	3.36	3.48
Base	401	18,963	52	139	209	307	92

Base: N = 401

Q7. How satisfied are you with the level of communication Council currently has with the community?

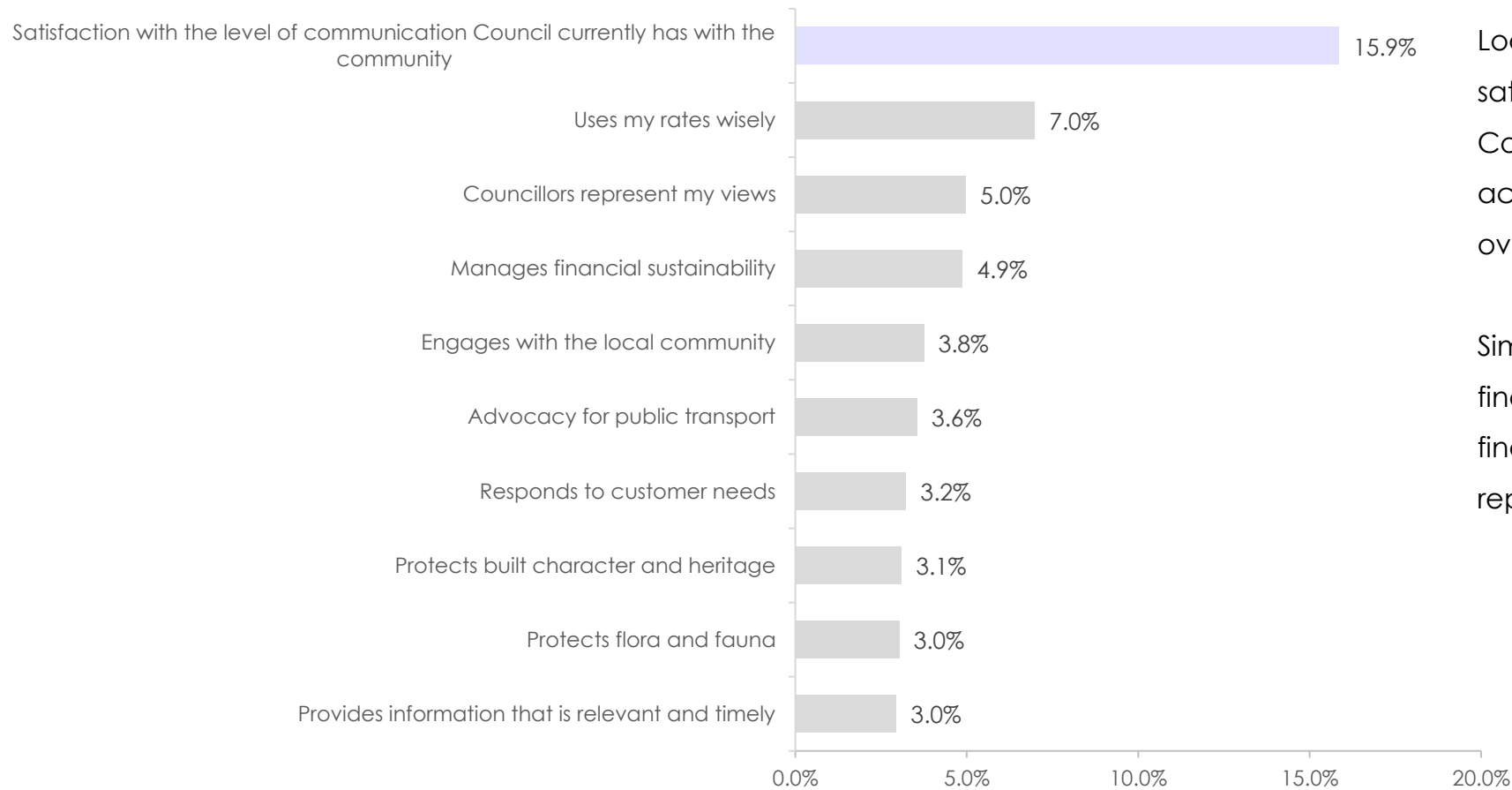
Scale: 1 = not at all satisfied, 5 = very satisfied
A significantly higher/lower level of satisfaction (by year) 22

Key Drivers of Overall Satisfaction with Council – Expanded Model

The previous regression model is based on the 46 services/facilities tested (Q2). The results of this slide show an expanded model of the key drivers contributing to overall satisfaction with Council. This analysis includes 1 additional measure (model now totalling 47 measures) from Q7:

Q7. How satisfied are you with the level of communication Council currently has with the community?

Drivers of Overall Satisfaction (Expanded Model)



Looking at our expanded regression result, satisfaction with the level of communication Council currently has with the community accounts for over 15% of the variation in overall satisfaction.

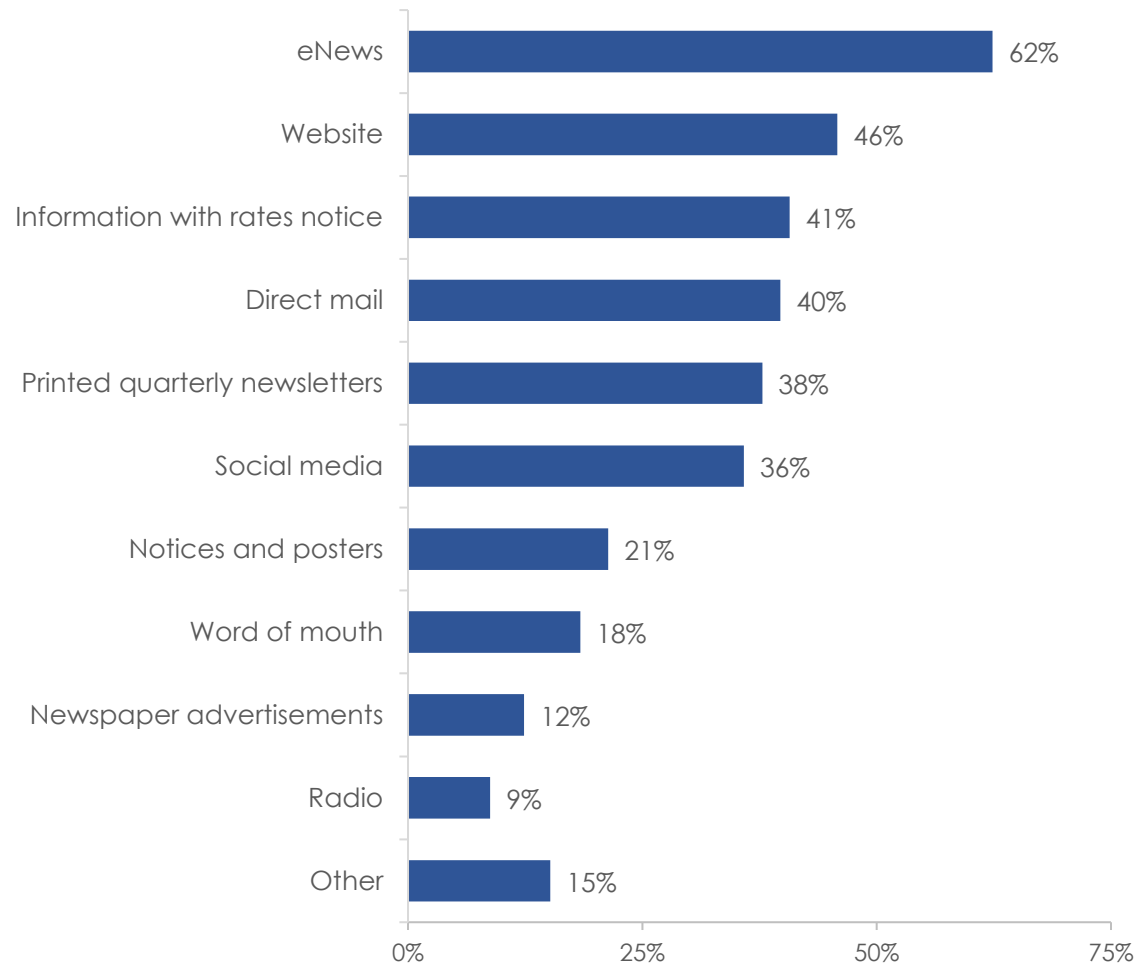
Similar to our original regression model, financial measures (rate spending and financial sustainability) and Councillor representation are also important drivers.

R² value = 0.64

Note: Please see Appendix 1 for complete list

Dependent Variable: Q6. Overall, for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues but across all responsibility areas?

Preferred Method of Receiving Information about Council



eNews (62%) is the preferred method of receiving information about Council, followed by the Council website (46%), information with rates notices (41%) and direct mail (40%).

Non-ratepayers had a significantly higher preference to social media than ratepayers (68% cf. 32%).

Other specified	N = 401
Email	9%
Text message	4%
Face to face (information booths, door knock, informal meeting in public spaces)	1%
Letterbox drop/flyers	1%
Local media (unspecified)	<1%
Open/public forums	<1%
Phone	<1%
Text messages	<1%

Base: N = 401

Note: Due to changes to the question, comparisons to 2022 have not been made

Q8a. In the future, how would you prefer to receive information about Council?

Preferred Method of Receiving Information about Council

	Overall 2024	Age				Time lived in the area		
		18-34	35-49	50-64	65+	10 years or less	11-20 years	More than 20 years
eNews	62%	63%	63%	70%	55%	57%	58%	66%
Website	46%	50%	47%	52%	38%	42%	54%	41%
Information with rates notice	41%	25%	48%	46%	41%	32%	46%	39%
Direct mail	40%	42%	40%	39%	39%	38%	39%	40%
Printed quarterly newsletters	38%	25%	40%	37%	46%	29%	37%	40%
Social media	36%	45%	53%	37%	15%	50%	47%	24%
Notices and posters	21%	25%	15%	28%	18%	19%	17%	25%
Base	401	79	95	104	123	52	139	209

Summary Findings



Satisfaction Scorecard

22/46 services and facilities received a satisfaction score of 80% or more.

5 areas scored less than 60%, which focus on development, footpaths and cycleways (see red shaded cells).

On average, residents are most satisfied with Council's performance with the 'Community & Belonging' and 'Environment & Sustainability' pillars.

Community & Belonging	Environment & Sustainability	Assets
Facilities and services for young people	Protects bushland	Condition of footpaths
Facilities and services for older people	Protects flora and fauna	Condition of cycleways
Facilities and services for people with disability	Manages waterways, rivers and creeks	Condition of roads
Non-English-speaking support	Manages the local tree canopy	Traffic management
Community centres and halls	Reduces environmental footprint	Parking management
Community and cultural events	Waste and recycling management	Stormwater management
Crime prevention and safety	Innovation in sustainability	Advocacy for public transport
Library facilities and services	Manages financial sustainability	Cleanliness of public toilets
Domestic animal management	Manages resilience	Condition of sports fields
Planning & Development	Participation & Partnerships	Condition of public buildings and halls
Manages new development	Support of local business	Condition of playgrounds
Limits high rise development	Support of community groups	Graffiti removal
Protects built character and heritage	Maintains customer service standards	
Plans village and commercial centres	Provides information that is relevant and timely	
Manages development application processes	Engages with the local community	
Enforcement of building and development controls	Uses my rates wisely	
Protects foreshores	Provides information that is easily accessible	
	Responds to customer needs	
	Councillors represent my views	



Good performance
(T3B sat score ≥80%)



Monitor
(T3B sat score 60%-79%)



Needs improvement
(T3B sat score <60%)

Executive Summary

The 2024 research highlights a high quality of life in the Hunter's Hill LGA, with 98% of residents rating it as good to excellent, above our benchmark scores. There is a strong sense of community connectedness, with a high level of pride and a significant increase in agreement regarding individual contributions to the community.

Key priorities for the next four years have shifted significantly. While managing development and enhancing Council leadership/management have risen in importance, concerns related to roads have decreased from 2022. Additional areas requiring attention include footpaths, heritage preservation, financial management, and environmental protection.

Satisfaction with Council performance has improved significantly, with 84% of residents at least somewhat satisfied. Residents placed a high level of importance on road management, wise use of rates, responsiveness to customer needs, and waste management.

Residents report high satisfaction with services such as graffiti removal, public buildings, playgrounds, services for older individuals, and waste management. However, residents are least satisfied with development application processes, footpaths, new development management, cycleways, and parking.

Satisfaction levels have significantly increased for 11 services, particularly in resilience, community support, and sustainability efforts. Conversely, satisfaction has declined in areas related to environmental protection, cycleways, parking, and public transport.

There were significant performance gaps, particularly in footpaths, development processes, and financial management. The main drivers of satisfaction include wise use of rates, representation by Councillors, and financial sustainability. Furthermore, effective communication has emerged as a critical factor (expanded regression model), contributing 15.9% to overall satisfaction, with 82% of residents expressing at least some level of satisfaction with current communication levels—an increase from 74% 2022.

Key Measures:



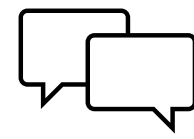
Overall satisfaction

Overall, 84% of residents are at least somewhat satisfied with the performance of Council over the last 12 months.



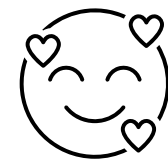
Satisfaction with Council Communication

82% of residents are at least somewhat satisfied with the level of communication Council has with the community.



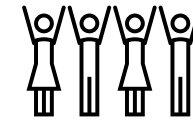
Community Pride

94% of residents agree that 'people in Hunter's Hill are generally proud of their area'.



Quality of Life in the LGA

98% of residents rate their quality of life as 'good' to 'excellent' in the Hunter's Hill LGA.



Moving Forward

Areas of focus to consider moving forward include:



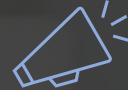
Managing Development:

Streamline and improve the management of development applications to increase efficiency and transparency, addressing community concerns. Clarify expectations around the enforcement of building and development controls and new developments including building heights, type of housing and compatibility (heritage, character, aesthetic appeal) with the area.



Investment in Infrastructure:

Prioritise (and communicate) upgrades to footpaths, roads and cycleways to enhance accessibility and safety for residents, ensuring effective connections throughout the LGA.



Communication:

Clearly communicate how rates are used to demonstrate responsible financial management and build trust with the community.

Clarify community expectations regarding the representation of Councillors, customer service response and the provision of information (timeliness and accessibility).



Environment and Sustainability:

Continue to implement strategies focused on the preservation of natural resources and sustainability to maintain increasing levels of satisfaction and address resident concerns about environmental protection (particularly for local flora and fauna).

By concentrating on these key areas, Hunter's Hill Council can enhance resident satisfaction, build stronger community ties, and ensure sustainable growth and development.



micromex
research

Telephone: (02) 4352 2388
Web: www.micromex.com.au
Email: stu@micromex.com.au