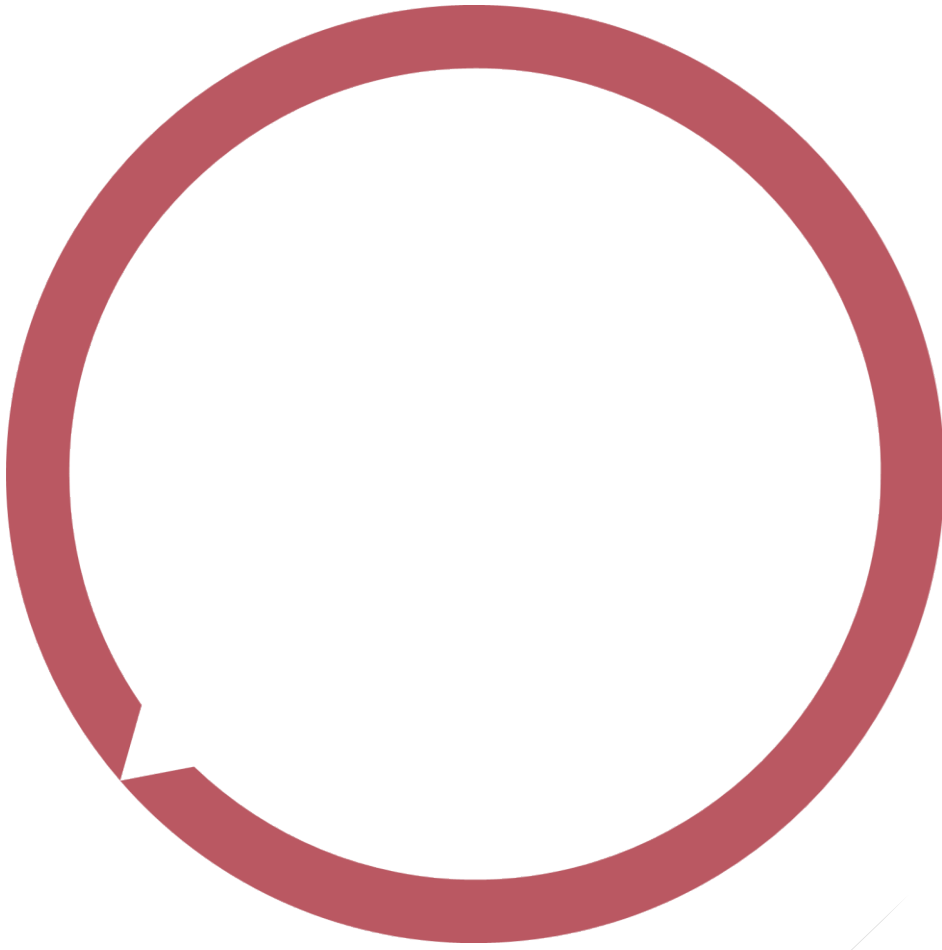




Central Hawke's Bay District Council Resident Opinion Survey 2024

REPORT | AUGUST 2024





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1. Survey Context

1.1 Method

The 2024 Resident Opinion Survey was conducted using predominantly an online survey; however, hard copies were available at Council facilities such as the main office in Waipawa, Waipawa Library and Te Huinga Wai – our Knowledge and Learning Hub in Waipukurau.

Council intentionally prioritised the online survey method to save on operational costs in the current climate, with a hard copy survey still available.

The online survey ran from 17 June 2024 through to 7 July 2024. This coincided with the end of the Three Year Plan 2024-2027, which featured rating increases and service closures.

Responses achieved

	Number of Respondents	% of Respondents
Paper	5	2%
Online	240	98%
Total	245	

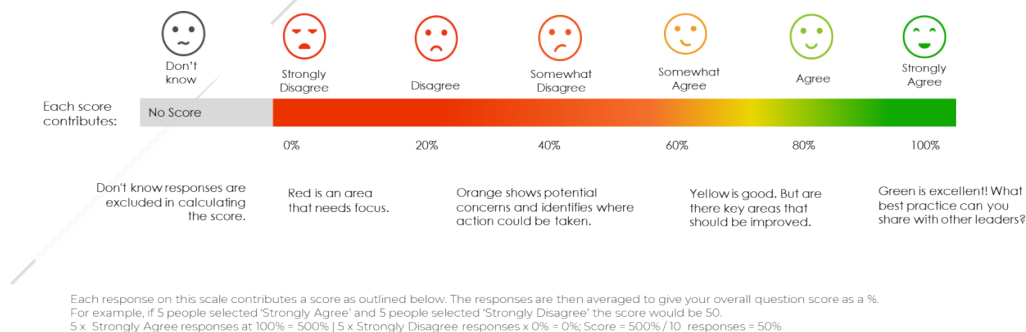
The total number of responses has decreased in 2024, down from 355 in 2023. This decrease reflects the change in our communication approach this year, including no insert of the survey in the local CHB Mail newspaper.

Census results from 2023 recorded the district's population count at 15,480. Overall data can be considered accurate to +/-5.0% margin of error at the 95% confidence level.

In some cases, respondents chose to answer 'Don't know' rather than rate a service or facility. Where this is the case, these responses have been removed from the analysis and the subtotal of respondents calculated.

Please note that:

- In certain cases, the sum of individual responses will not add up to totalled figures; this is due to rounding conventions.
- Where sample sizes are low, the findings should be treated with some caution.
- The rating scale for satisfaction scores has been changed from previous years to only include 'Very dissatisfied', 'Dissatisfied', 'Satisfied' and 'Very satisfied'. The positive scores for all individual measures have been calculated using 'Satisfied' and 'Very satisfied'.
- For the rating scale of 'Very poor' through to 'Very well', scores are calculated using those results for 'Well' and 'Very well'.
- For the rating scale 'Strongly disagree' through to 'Strongly agree', agreement ratings were made on a 7-Point Likert Scale.



1.2 Participation by Demographics

The following tables show the responses achieved and the demographic information obtained.

By Age

Total Achieved		
	Number of respondents	Percentage
15-17	1	0%
18-24	3	1%
25-34	34	14%
35-44	45	18%
45-54	54	22%
55-64	54	22%
65-74+	42	17%
75+	12	5%
Prefer not to say	0	0%
Total	245	

By Gender

Total Achieved		
	Number of respondents	Percentage
Female	165	67%
Male	71	29%
Another gender	0	0%
Prefer not to say	9	4%
Total	245	

By Location

Total Achieved		
	Number of respondents	Percentage
Blackhead Beach	0	0%
Elsthorpe	3	1%
Kairakau	0	0%
Mangakuri	0	0%
Ongaonga	14	6%
Otāne	19	8%
Pourerere	2	1%
Pōrangahau	6	2%
Shoal Bay (Aramoana)	2	1%
Takapau	10	4%
Te Paerahi	1	0%
Tikokino	2	1%
Waipawa	87	36%
Waipukurau	99	40%
Whangaehu	0	0%
Total	245	

By Homeowner Status

Total Achieved		
	Number of respondents	Percentage
Yes	230	94%
No	12	12%
Unsure	3	1%
Total	245	

By Length of Time in Central Hawke's Bay

Total Achieved		
	Number of respondents	Percentage
0-1 year	10	4%
1-3 years	29	12%
3-5 years	26	11%
5-10 years	38	16%
10-20 years	46	19%
More than 20 years	96	39%
Total	245	

2. Summary of Findings

2.1 Together We Thrive! Ora Ngā Tahi Ana!

Goal	Measure	2024 Result
<p>1. Proud District - He Rohe Poho Kererū</p> <p>By 2031, 95% of our residents think Central Hawke's Bay is a great place to live.</p>	<p>Do you think Central Hawke's Bay is a great place to live?</p>	<p>84% (96%)</p>
<p>2. Prosperous District - He Rohe Tōnuī</p> <p>By 2031, the GDP per FTE in Central Hawke's Bay is at or will be the New Zealand average.</p>	<p>Do you think Central Hawke's Bay is a thriving and prosperous district?</p>	<p>44% (71%)</p>
<p>3. Strong Communities - He Hapori Kaha</p> <p>By 2031, more than 95% of our community find it easy to express their identity (83.3% in the 2018 Census).</p>	<p>In Central Hawke's Bay, do you find it easy to express your own identity?</p>	<p>70% (78%)</p>
<p>4. Connected Citizens - He Kirirarau Whai Hononga</p> <p>Our community's overall life satisfaction is maintained or increased year on year (baseline is 7.8/10 in the 2018 Census).</p>	<p>I am satisfied with my life in Central Hawke's Bay?</p>	<p>77% (78%)</p>
<p>7. Durable Infrastructure - He Hanganga Mauroa</p> <p>By 2031, 85% of our community are confident that we are appropriately planning for the future renewal and long-term development of Council and community assets.</p>	<p>Are you confident that Central Hawke's Bay District Council is appropriately planning for the future renewal and long-term development of Council and community assets?</p>	<p>40% (70%)</p>

2.2 Performance Measure Summary

Council Engagement

43%
(85%) think Council listen and respond well or very well to the needs and issues faced by the Community.

59%
(85%) think Council engage and communicate about Council business well or very well.

Social Development

73%
(85%) are satisfied with Council's social development activities.

Land Transport

63%
(90%) are satisfied with roading services provided by Council.

Places and Open Spaces Group

83%
(80%) have used or visited a park, reserve or open space in the past 12 months.

72%
(90%) are satisfied with the services and facilities at a park or reserve they visited.

80%
(60%) are satisfied with the community halls.

69%
(90%) are satisfied with Council's cemeteries.

Other Council Services

50%
(90%) are satisfied with Council's building control services.

58%
(90%) are satisfied with Council's animal control services.

53%
(90%) are satisfied with Council's compliance and monitoring of property issues.

41%
(90%) are satisfied with Council's compliance and monitoring of bylaws.

53%
(90%) are satisfied with Council's resource consent services.

80%
(95%) are satisfied with Council's environmental health services.

59%
(90%) are satisfied with Council's kerbside rubbish collection services.

55%
(90%) are satisfied with Council's transfer station services.

66%
(90%) are satisfied with Council's drop-off recycling centres.

64%
(90%) are satisfied with Council's rural mobile recycling services.

55%
(90%) are satisfied with Council's kerbside recycling collection services.

62%
(90%) are satisfied with Council's stormwater and drainage services.

78%
(90%) are satisfied with Council's wastewater services.

65%
(90%) are satisfied with Council's drinking water supply services.

2.3 Key Results Over Time

With a number of changes to performance measures this year and a change to the satisfaction rating scale (removing the 'neither satisfied nor dissatisfied' option), a direct over-time comparison is not possible. However, where there is an ability to apply a level of trend analysis; this has been done and is shown below.

Council Engagement

	2020 Very well + well	2021 Very well + well	2022 Very well + well	2023 Very well + well	2024 Very well + well	LTP Measure
Council has listened and responded to community needs and issues in the past 12 months.	66%	82%	77%	76%	43%	85%
How well has Council communicated about Council services?	71%	84%	91%	81%	59%	85%

Social Development

	2020 Very satisfied + satisfied + neutral	2021 Very satisfied + satisfied + neutral	2022 Very satisfied + satisfied	2023 Very satisfied + satisfied	2024 Very satisfied + satisfied	LTP Target
Social development activities (2019–2021 included economic development activities in the measure.)	89%	85%	50%	76%	73%	85%

Land Transport

	2020 Very satisfied + satisfied + neutral	2021 Very satisfied + satisfied + neutral	2022 Very satisfied + satisfied	2023 Very satisfied + satisfied	2024 Very satisfied + satisfied	LTP Target
Roading (not including state highways)	72%	67%	67%	34%	63%	90%

Places and Open Spaces Group

	2020	2021	2022	2023	2024	LTP Target
	Very satisfied + satisfied + neutral	Very satisfied + satisfied + neutral	Very satisfied + satisfied	Very satisfied + satisfied	Very satisfied + satisfied	
Cemeteries	96%	73%	98%	93%	69%	90%
Parks and reserves	95%	83%	91%	87%	72%	90%
Community halls			91%	91%	80%	60%
Building control services			88%	88%	50%	90%
Animal control services	71%	60%	91%	91%	58%	90%

Planning and Regulatory Service

	2020	2021	2022	2023	2024	LTP Target
	Very satisfied + satisfied + neutral	Very satisfied + satisfied + neutral	Very satisfied + satisfied	Very satisfied + satisfied	Very satisfied + satisfied	
Building compliance and monitoring	72%	54%	71%	71%	53%	90%
Environmental health services	94%	75%	95%	87%	80%	95%
Resource consents services	73%	49%	87%	59%	53%	90%
Kerbside rubbish collection services						
• Compared over time against solid waste services (rubbish and recycling)	91%	77%	87%	86%	59%	85%
Kerbside recycling collection services						
• Compared over time against solid waste services (rubbish and recycling)	82%		85%	81%	55%	85%
Waste transfer station services	71%	52%	85%	76%	55%	85%
Stormwater services	85%	68%	83%	64%	62%	90%
Wastewater services	93%	74%	92%	93%	78%	90%
Drinking water supply services	92%	77%	90%	88%	65%	90%

3. Together We Thrive! Ora Ngā Tahī Ana!

Central Hawke’s Bay District Council’s vision for Central Hawke’s Bay is a proud and prosperous district made up of strong communities and connected people who respect and protect our environment and celebrate our beautiful part of New Zealand. Council has established seven strategic goals for achieving this vision. Where possible, the progress towards these goals was measured through the 2024 Resident Opinion Survey.

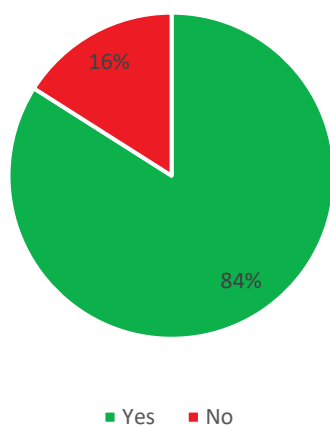
Goal 1

3.1 Proud District - He Rohe Poho Kererū

Target:

By 2031, 95% of our residents think Central Hawke’s Bay is a great place to live.

Do you think Central Hawke’s Bay is a great place to live?



Of the 245 residents that responded to the survey, 84% believe Central Hawke’s Bay is a great place to live.

This is down from 96% recorded in the 2023 survey results.+

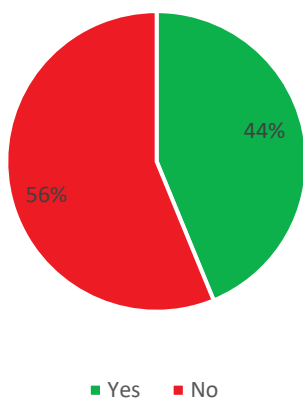
Goal 2:

3.2 Prosperous District - He Rohe Tōnui

Target:

By 2031, the GDP per FTE in Central Hawke’s Bay is at or above the New Zealand average.

Do you think Central Hawke's Bay is a thriving and prosperous district?



Although the question is not a direct measure of the assigned target, of the 245 residents that responded to the survey, 44% percent believe that Central Hawke’s Bay is a thriving and prosperous district.

This is down from 71% recorded in the 2023 survey results.

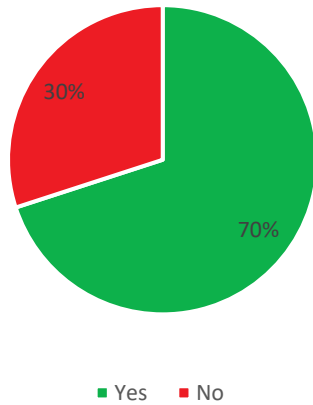
Goal 3

3.3 Strong Communities - He Hapori Kaha

Target:

By 2031, more than 95% of our community find it easy to express their identity (83.3% in the 2018 Census).

In Central Hawke's Bay, do you find it easy to express your own identity?



Of the 245 residents that responded to the survey, 70% find it easy to express their identity in Central Hawke's Bay.

While this result is below what was recorded in the 2018 Census results, the difference is not significant. The result is trending downward, however, with this year's score slightly lower than the 78% survey result in 2023.

Goal 4:

3.4 Connected Citizens - He Kirirarau Whai Hononga

Target:

Our community's overall life satisfaction has maintained or increased year on year (baseline is 7.8/10 in the 2018 Census).

I am satisfied with my life in Central Hawke's Bay.

77%

Of the 245 residents that responded to the survey, the overall level of life satisfaction was 77%.

This is down from 78% in the 2023 survey results.

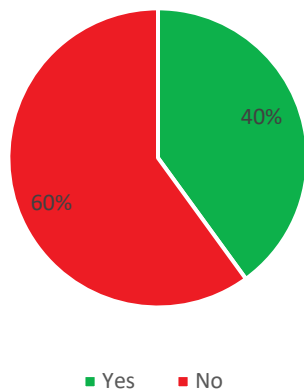
Goal 7:

3.5 Durable Infrastructure - He Hanganga Mauroa

Target:

By 2031, 85% of our community are confident that Council is appropriately planning for the future renewal and long-term development of Council and community assets.

Are you confident that Central Hawke's Bay District Council is appropriately planning for the future renewal and long-term development of Council infrastructure and other assets?



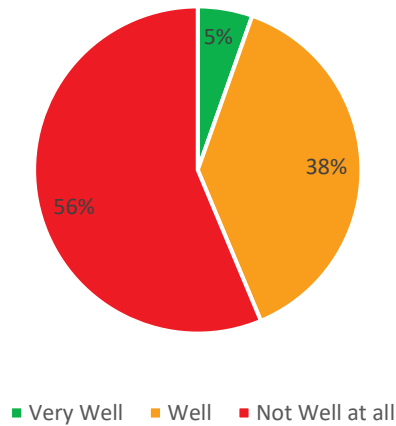
Of the 245 residents that responded to the survey, 40% are confident that Council is appropriately planning for the future renewal and long-term development of Council and community assets.

This result has declined from 70% in 2023.

4. Leadership, Governance and Consultation

4.1 Council Engagement

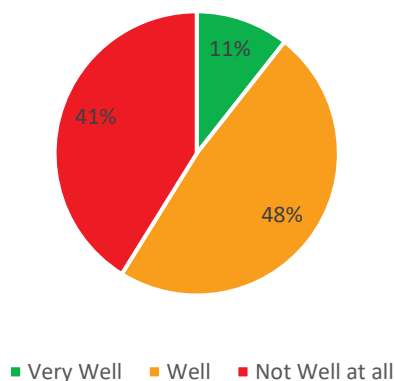
How well do you believe Council has listened and responded to the needs and issues faced by the Central Hawke's Bay community in the past 12 months?



Residents were asked about their views in terms of how Council has listened and responded to the needs of the community during the past 12 months.

Of the 245 residents who had an opinion on this question, 43% believe Council has listened and responded well or very well to the needs and issues of the community over the past 12 months. This result is down from 76% in 2023.

How do you believe Central Hawke's Bay District Council has engaged and communicated about Council business in the past 12 months?



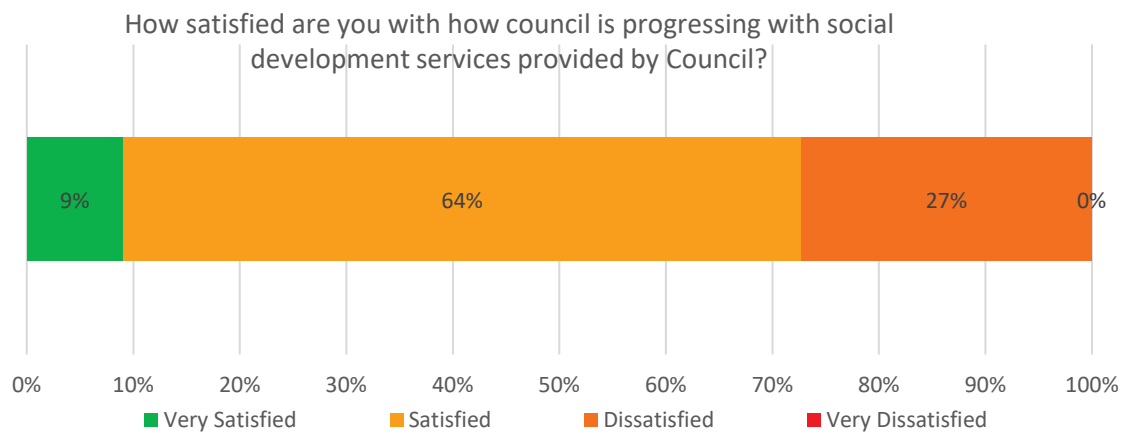
Residents were also asked how well Council has engaged and communicated on Council business in the past 12 months.

Of the 245 residents who had an opinion on this question, 59% believe Council has engaged and communicated well or very well over the past 12 months.

This result is down from 81% in 2023.

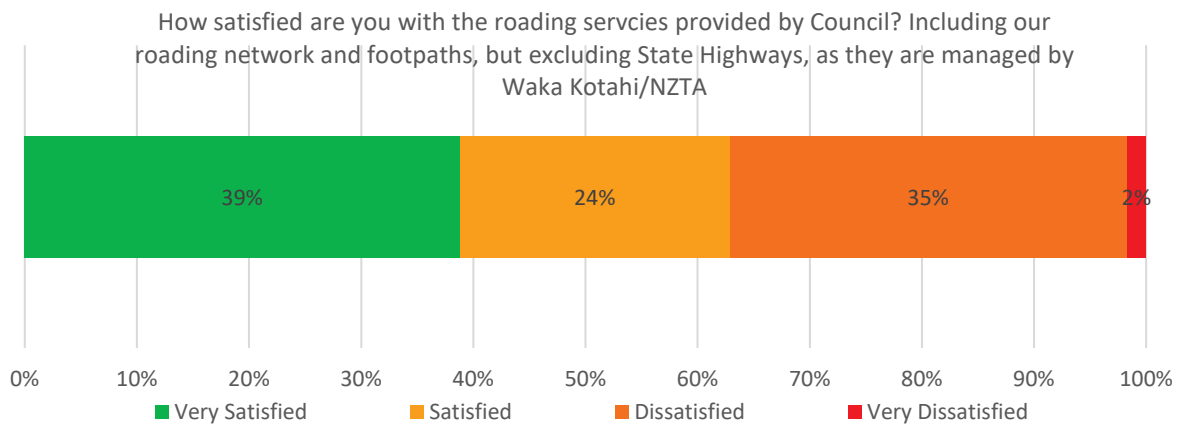
4.2 Social Development

Of the 11 residents that responded to this question, 73% are satisfied or very satisfied with how Council is progressing with its social development services. This is a down from the previous year (of 76%).



4.3 Land Transport

Of the 237 residents that responded to this question, 63% are satisfied or very satisfied with roading in the district. This is up from the previous year (of 34%).



Key Themes

The key themes evident in respondents' feedback around why they are dissatisfied with Council's roading services were:

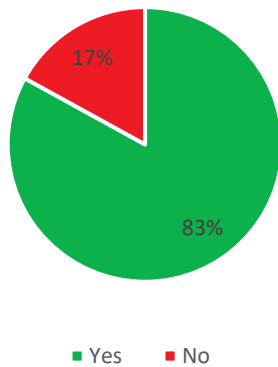
- Potholes are not being fixed properly the first time across our roading network.
- There is a lack of maintenance on our roading network.
- Repairs take a long time.
- A lot of money is wasted on traffic management.
- There is poor maintenance on gravel roads.
- The quality of work completed is low.
- There is a lack of footpath maintenance.
- The 'dig once, fix once' approach needs to be taken.

5. Places and Open Spaces Group

5.1 Reserves and Open Spaces

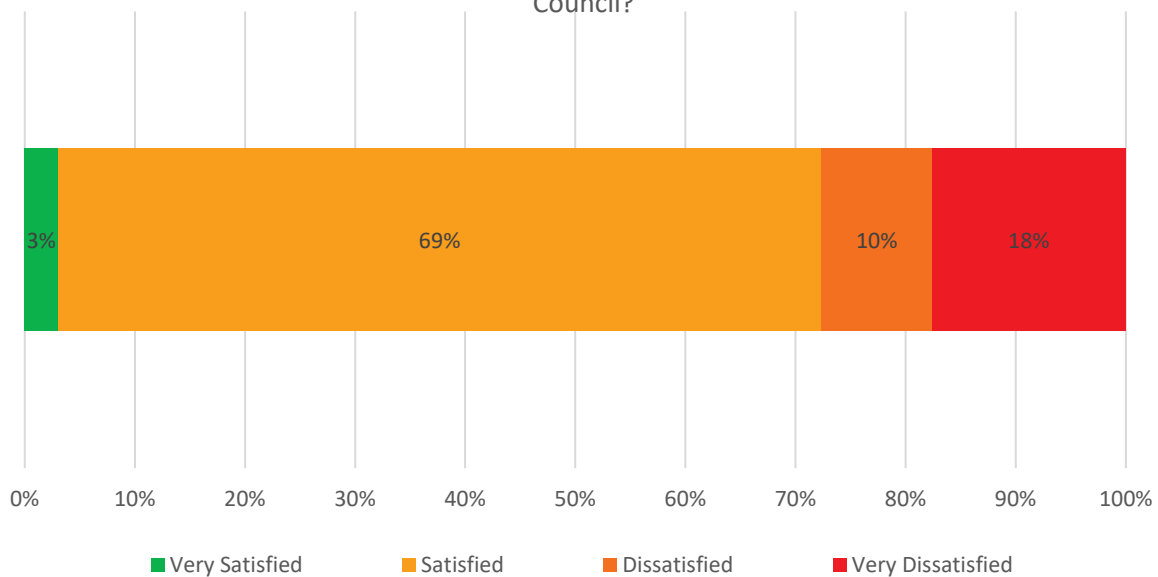
Have you used or visited a Council park, reserve or open space in the past 12 months, including those located on the coast (e.g. foreshore reserve areas)?

In the past 12 months, 83% of survey respondents have used or visited a Council park, reserve or open space in the district



Of the 199 residents that have used a Council park, reserve or open space in the past 12 months, 72% percent were satisfied or very satisfied with the services Council provides. This is a down from the previous year (of 87%).

How satisfied are you with the parks, reserves and open spaces provided by Council?



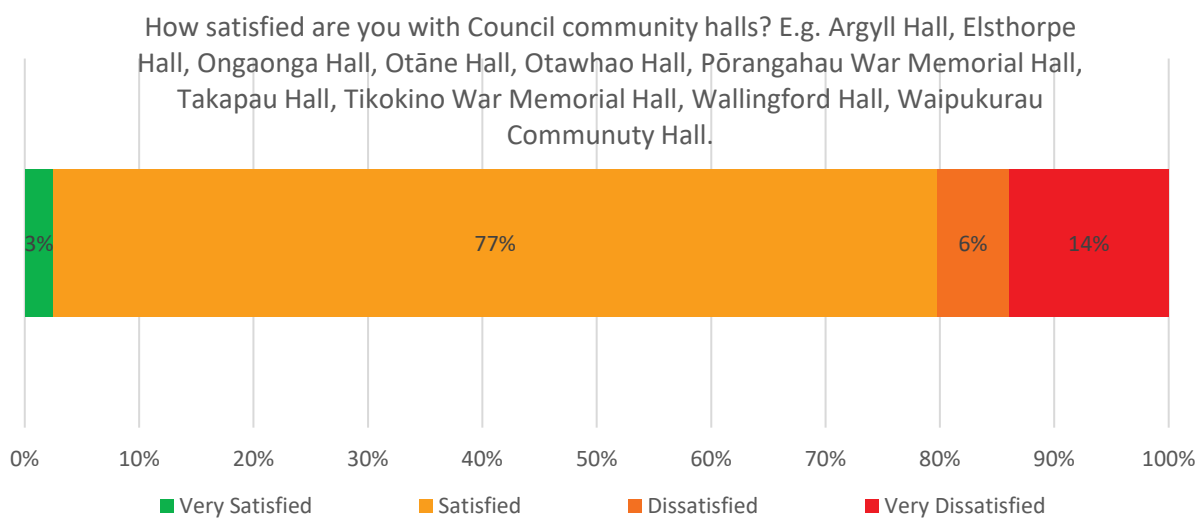
Key Themes

The key themes evident in respondents' feedback regarding why they are dissatisfied with Council's parks, reserves and open spaces were:

- The playgrounds in the district are dated and need investment.
- There is a lack of play equipment at parks.
- There needs to be more shade provided.
- There needs to be more investment in the maintenance of our playgrounds.

5.2 Community Facilities

Of the 79 respondents who have used a Council community hall in the past 12 months, 80% are satisfied or very satisfied with Council's facility. This is down from the previous year (of 91%).



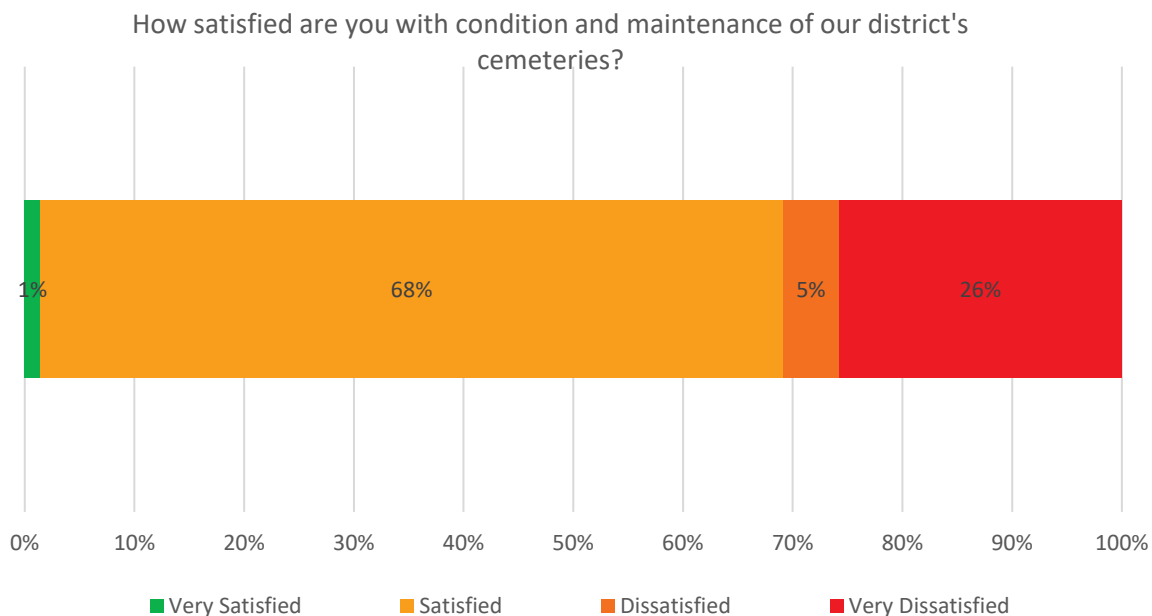
Key Themes

The key theme evident in respondents' feedback regarding why they are dissatisfied with Council's community halls was:

- Council needs to continue to invest in these assets.

5.3 Cemeteries

Of the 136 residents who responded to this question, 69% are satisfied or very satisfied with Council's cemeteries. This is a down from the previous year (of 93%) but reflects the demographics of who responded this year.



Key Themes

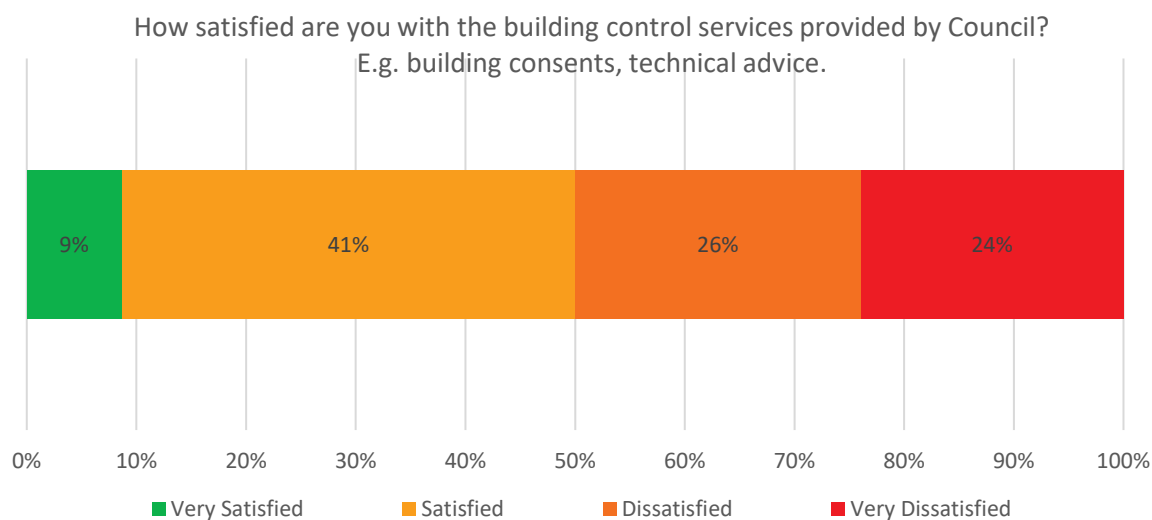
The key theme evident in respondents' feedback regarding why they are dissatisfied with the condition and maintenance of Council's cemeteries was:

- There is a lack of maintenance at the smaller cemeteries compared with the larger cemeteries such as the Waipawa/Central Hawke's Bay Cemetery, which always look well maintained.

6. Planning & Regulatory Services

6.1 Building Control

Of the 46 residents that responded to this question, 50% are satisfied or very satisfied with Council's building controls services. This is a down from the previous year (of 88%).



Key Themes

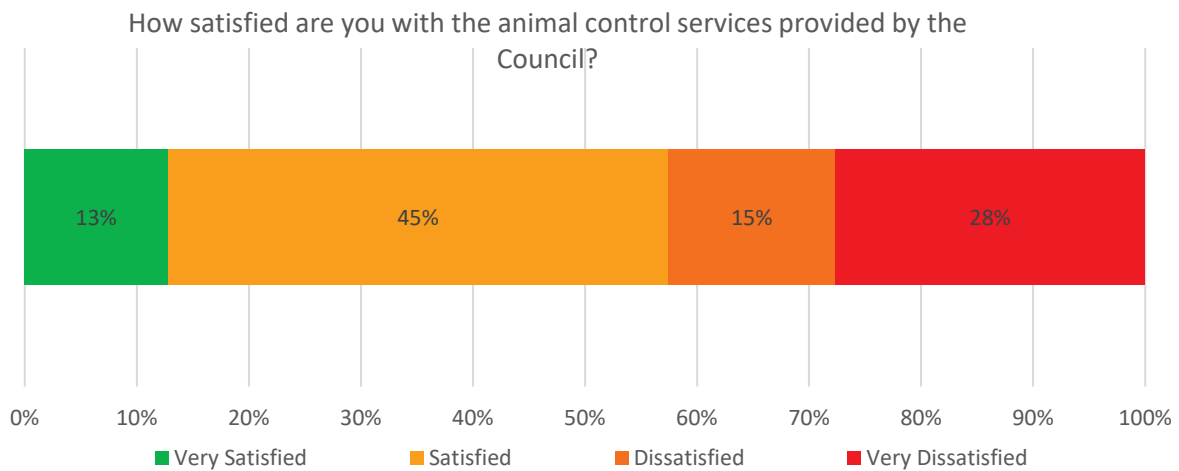
The key themes evident in respondents' feedback regarding why they are dissatisfied with Council's building control services were:

- The processing times are too long.
- They are too expensive.

The activity also completed a targeted survey that was sent to customers who had used the service in the past 12 months. Of the 45 targeted users that responded to the targeted survey, 91% were satisfied with Council's building controls services.

6.2 Animal Control Services

Of the 94 respondents that have used Council's animal control services over the past 12 months, 58% are satisfied or very satisfied with the service. This is down from the previous year (of 83%).



Key Themes

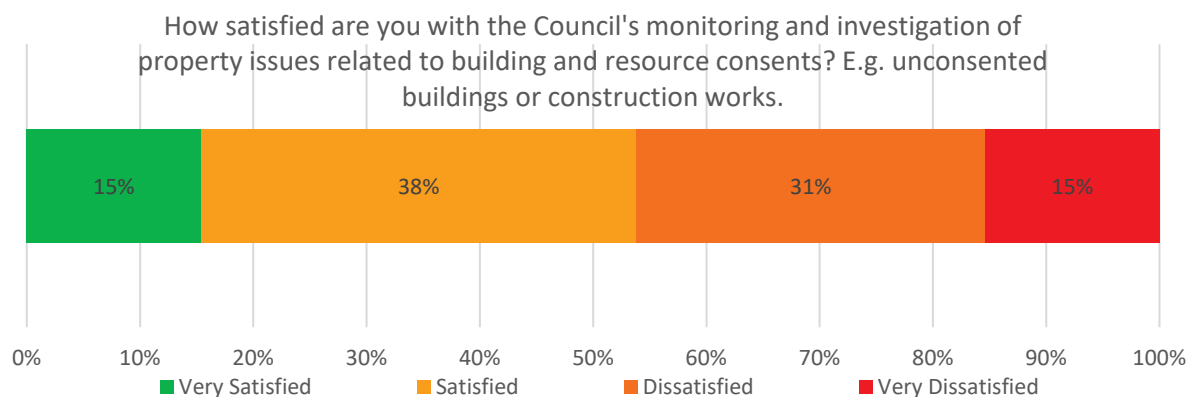
The key themes evident in respondents' feedback regarding why they are dissatisfied with Council's animal control services were:

- Registration prices are too high.
- The barking dog process takes too long to resolve.

6.3 Compliance and Monitoring

6.3.1 Compliance, monitoring and investigation of property issues related to building and resource consents

Of the 13 respondents that have used Council's building monitoring and investigation services, 53% are satisfied or very satisfied with the service provided. This is a down from the previous year (of 71%).

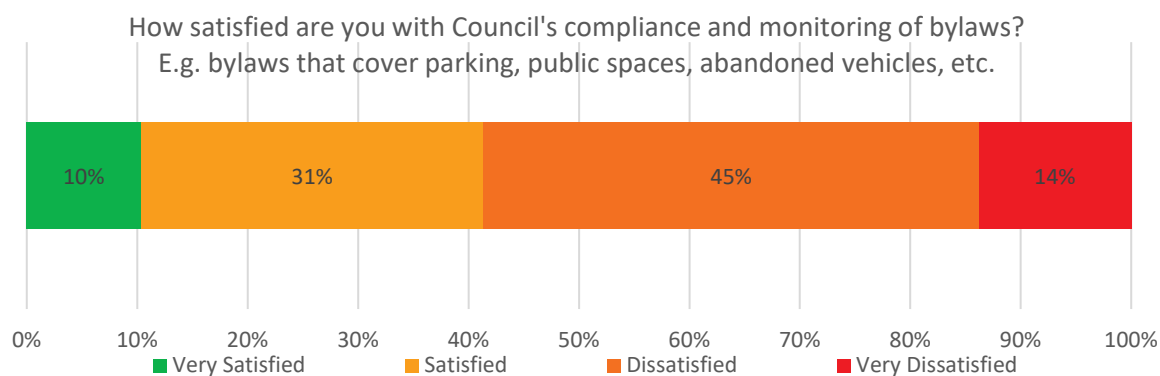


Key Themes

The key theme in respondents' feedback about their dissatisfaction with the Council's monitoring and investigation of property issues related to building and resource consent services was delays in response times.

6.3.2 Compliance and monitoring of bylaws

Of the 29 respondents that have used Council's compliance and monitoring of bylaws (e.g. bylaws that cover parking, public spaces, abandoned vehicles), 42% are satisfied or very satisfied with the service provided. This is a down from the previous year (of 60%).



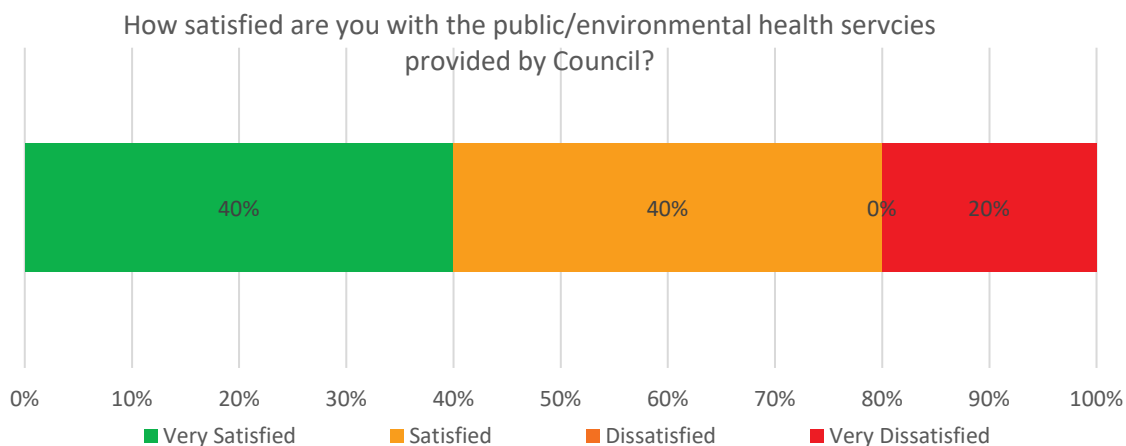
Key Themes

The key themes evident in respondents' feedback regarding why they are dissatisfied with Council's compliance and monitoring of bylaws services were:

- There is a lack of enforcement around disabled car parks.
- There is a lack of outcomes around noise complaints.
- Abandoned vehicles are not removed in a timely manner.

6.4 Public/Environmental Health

Of the five respondents that have used Council's public/environmental health services over the past 12 months, 80% are satisfied with the service provided. Of the five respondents, two (40%) were very satisfied; two (40%) were satisfied and one (20%) was very dissatisfied. This is a down from the previous year (of 87%).



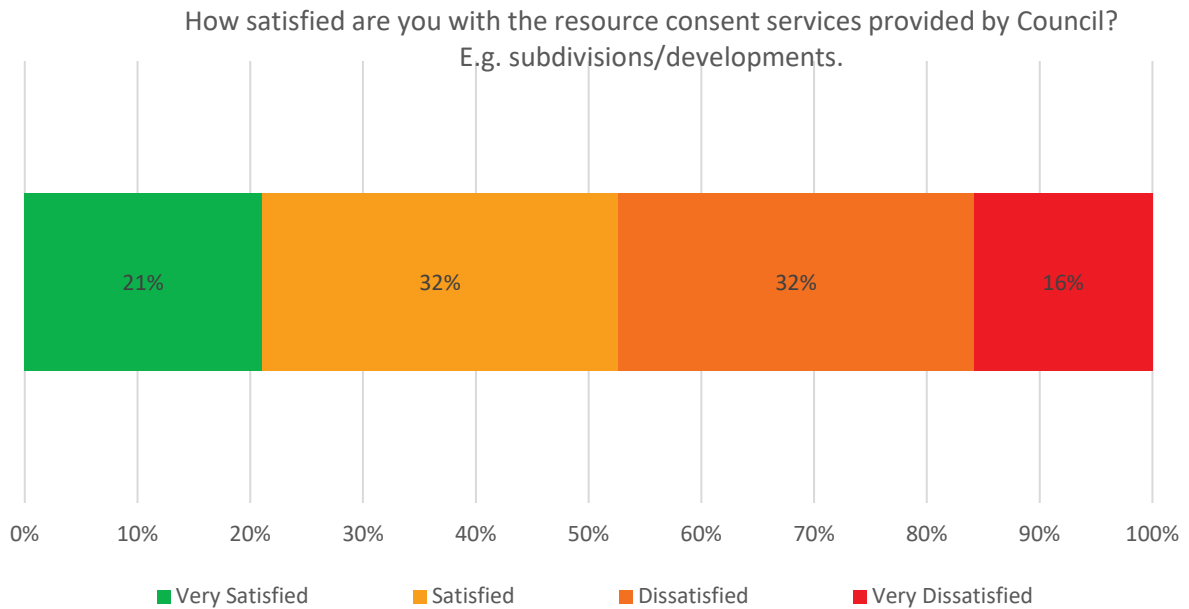
Key Themes

There was no feedback to assist with understanding why 20% of respondents (one person) was very dissatisfied with this service.

The activity also completed a targeted survey that was sent to customers who had used the service in the past 12 months. Of the 18 targeted users that responded to the targeted survey, 94% were satisfied with Council's public/environmental health services.

6.5 Land Use and Consenting

Of the 19 respondents that have used Council's land use and consenting services over the past 12 months, 53% of residents are satisfied or very satisfied with the delivery of these services. This is a down from the previous year (of 59%).



Key Themes

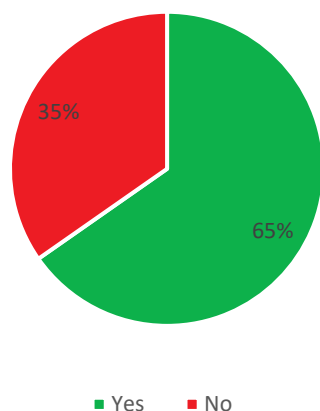
The key themes evident in respondents' feedback regarding why they are dissatisfied with Council's resource consent services were:

- Outsourcing the consenting process has detrimental effects on achieving the best outcomes for the district.
- The fees/costs are excessive.

6.6 Solid Waste

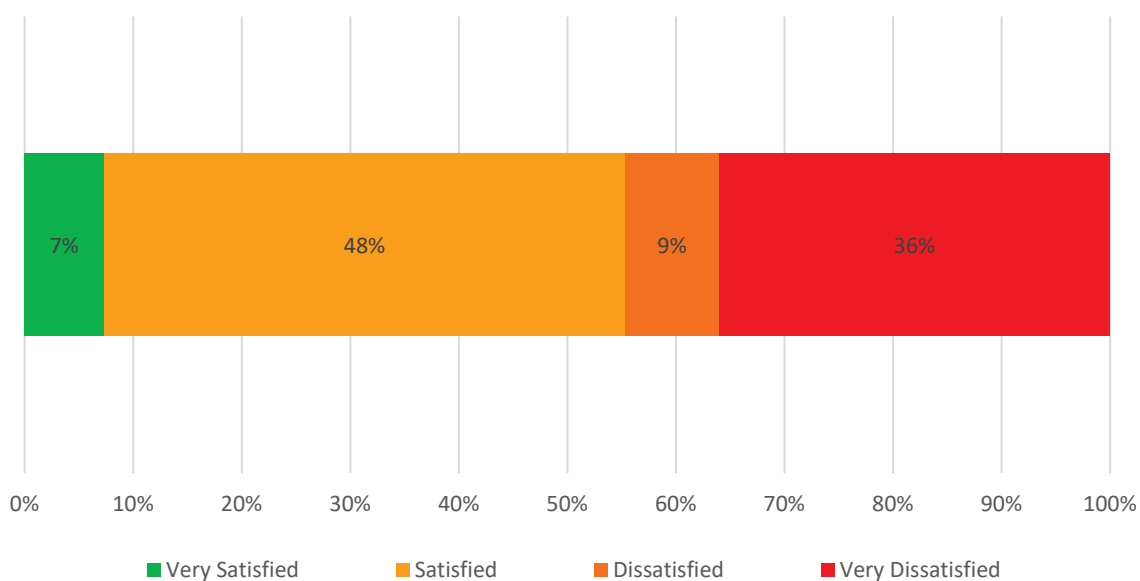
6.6.1 Kerbside Recycling Services

Where you live, do you have kerbside recycling services?



Of the 150 respondents that have used Council's recycling service, 55% are either satisfied or very satisfied. This is a down from the previous year (of 81%).

How satisfied are you with Council's kerbside recycling service?



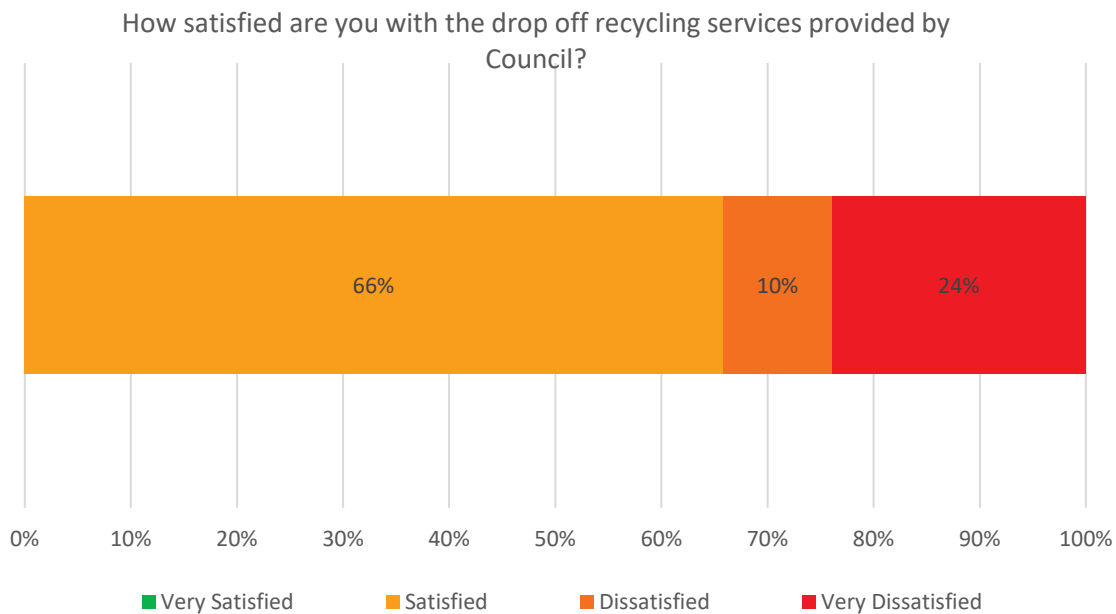
Key Themes

The key themes evident in respondents' feedback regarding why they are dissatisfied with Council's kerbside recycling services were:

- There has been a reduction in varieties of packaging accepted.
- Recycling is being dropped and left behind.
- There is a limit on recycling bins.
- There is a perception that all recycling goes to landfill.
- There is an absence of wheelie bins.

6.6.2 Drop-off Recycling Centres

Of the 155 respondents that have used Council's drop-off recycling centres, 66% are either satisfied or very satisfied. This is a down from the previous year (of 90%).



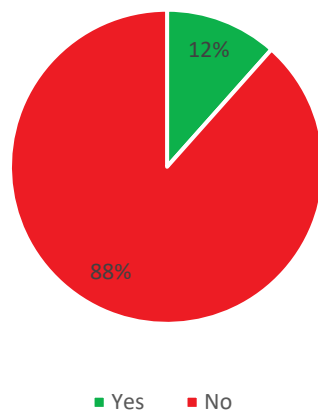
Key Themes

The key themes evident in respondents' feedback regarding why they are dissatisfied with Council's drop-off recycling centres were:

- They are often too full.
- Broken glass and other recycling are left around and not cleaned up.
- There is a perception it just all goes to landfill.
- Containers are very high and hard to reach.

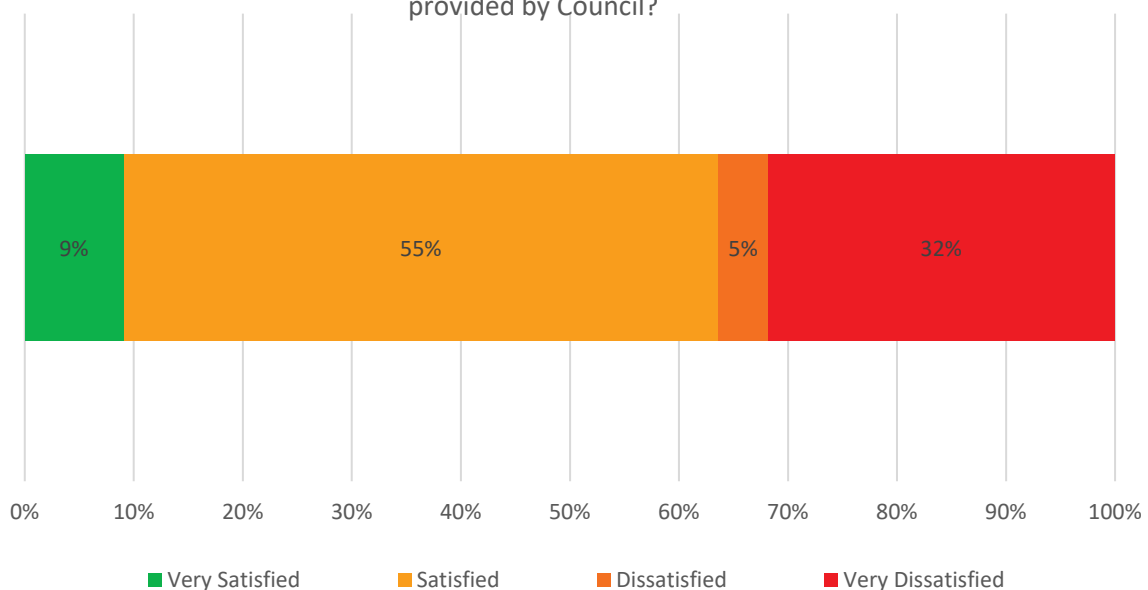
6.6.3 Rural Mobile Recycling Services

Where you live, does Council provide the Rural Mobile Recycling Trailer Service?



Of the 22 respondents that have used Council’s rural mobile recycling services, 64% are either satisfied or very satisfied. This is a down from the previous year (of 87%).

How satisfied are you with the Rural Mobile Recycling Trailer Service provided by Council?



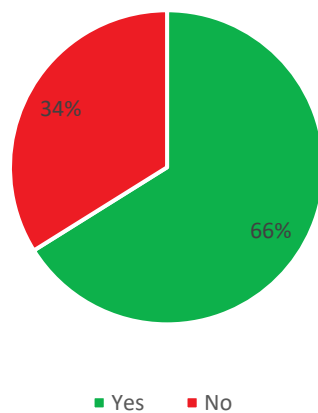
Key Themes

The key themes evident in respondents’ feedback regarding why they are dissatisfied with Council’s rural mobile recycling trailer service were:

- The trailer fills up too fast.
- The day and time of when the trailer is in its spot changes continually.
- It’s a waste of money; communal recycling containers are great.

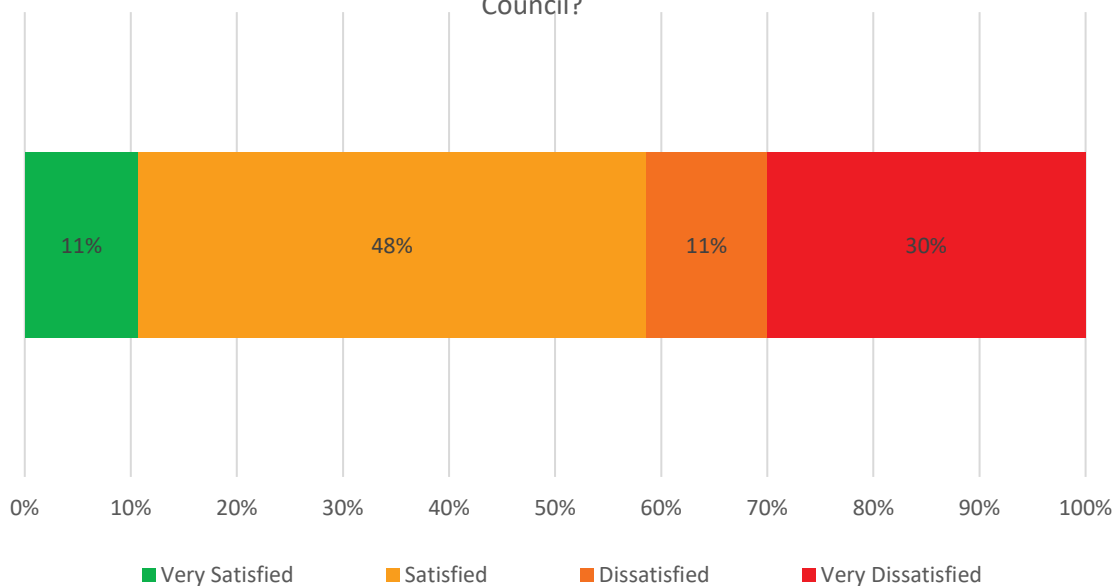
6.6.4 Kerbside Rubbish Services

Where you live, does Council provide kerbside rubbish collection?



Of the 140 respondents that have used Council's rubbish services, 59% are either satisfied or very satisfied. This is a down from the previous year (of 81%).

How satisfied are you with the rubbish collection service provided by Council?



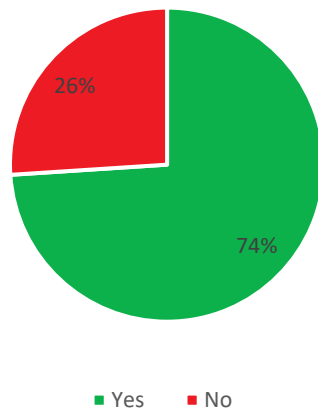
Key Themes

The key themes evident in respondents' feedback regarding why they are dissatisfied with Council's rubbish collection services were:

- Residents would prefer to have wheelie bins instead of plastic bags.
- The cost of rubbish bags.
- The time the contractor comes to collect the rubbish is too early.

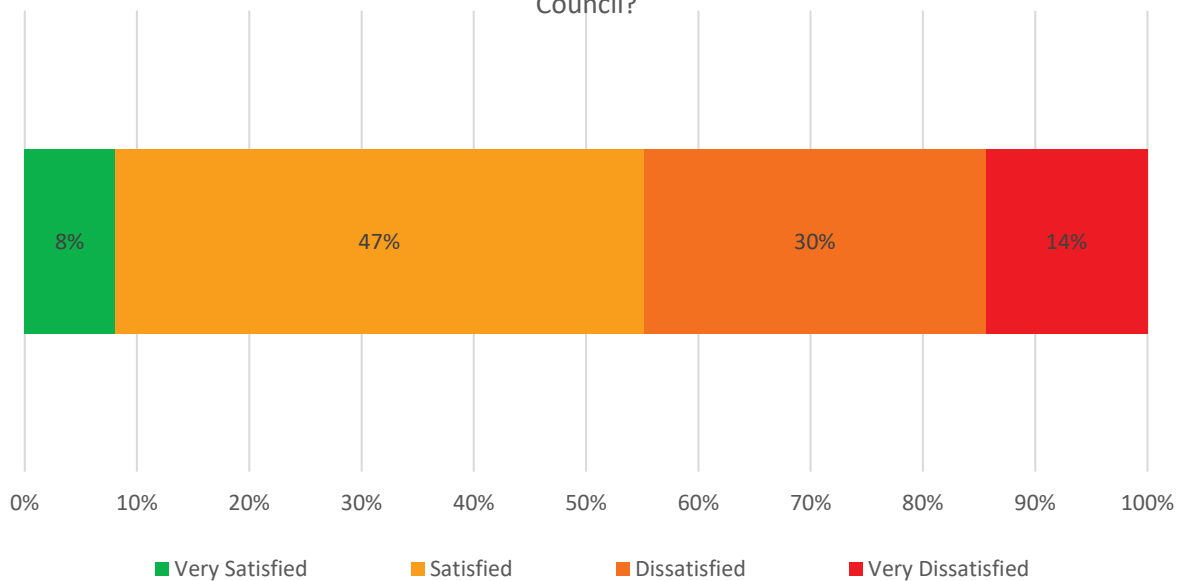
6.6.5 Transfer Station Services

Have you used the transfer stations (rubbish dumps) in the past 12 months?



Of the 174 respondents that have used Council's transfer stations in the past 12 months, 55% are either satisfied or very satisfied with the service. This is a down from the previous year (of 76%).

How satisfied are you with the transfer stations (rubbish dumps) provided by Council?



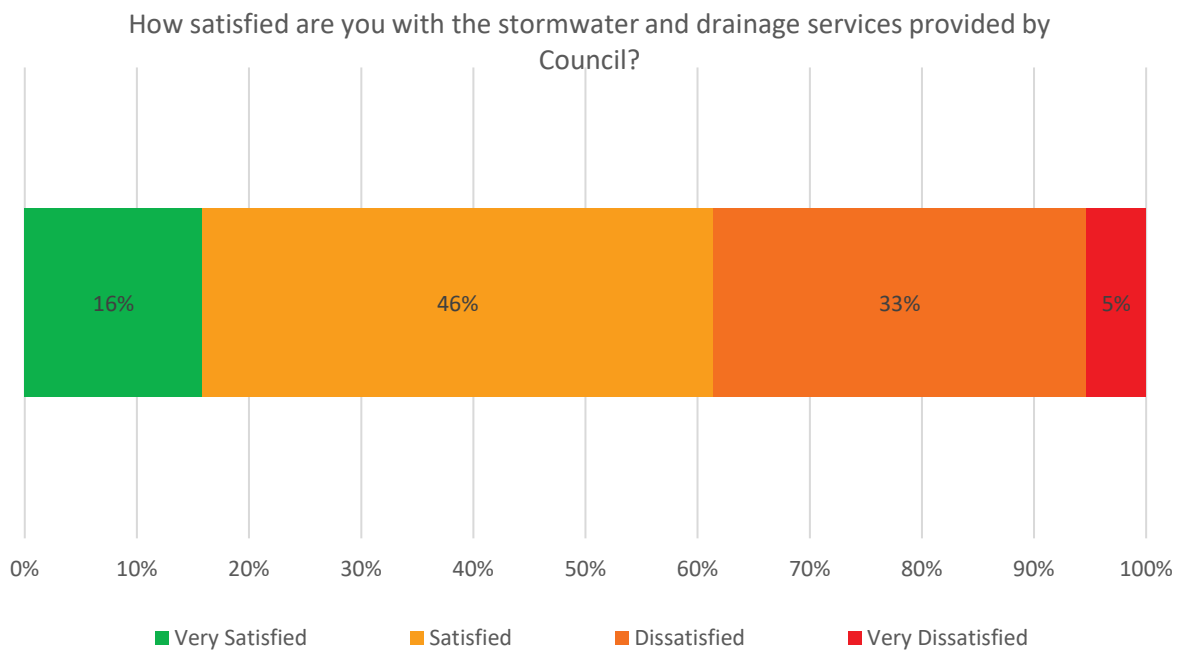
Key Themes

The key themes evident in respondents' feedback regarding why they are dissatisfied with Council's transfer station services were:

- The cost of dumping green waste is too high.
- The increase in general dumping fees is too expensive.
- There is disappointment at the permanent closure of transfer stations.

6.7 Stormwater

Of the 189 residents who responded to this survey question, 62% are either satisfied or very satisfied with Council's stormwater and drainage services. This is a down from the previous year (of 64%).



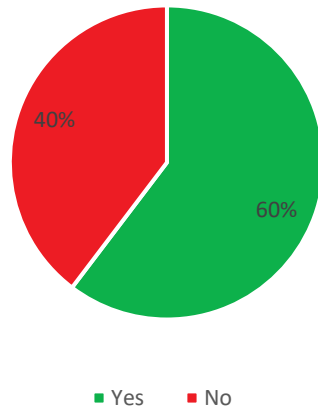
Key Themes

The key themes evident in respondents' feedback regarding why they are dissatisfied with Council's stormwater drainage services were:

- The lack of maintenance on drains.
- The ongoing issues of broken, blocked pipes.
- Stormwater drainage issues in lower Waipawa have not been resolved.
- The lack of proactive clearing of drains ahead of major weather events.

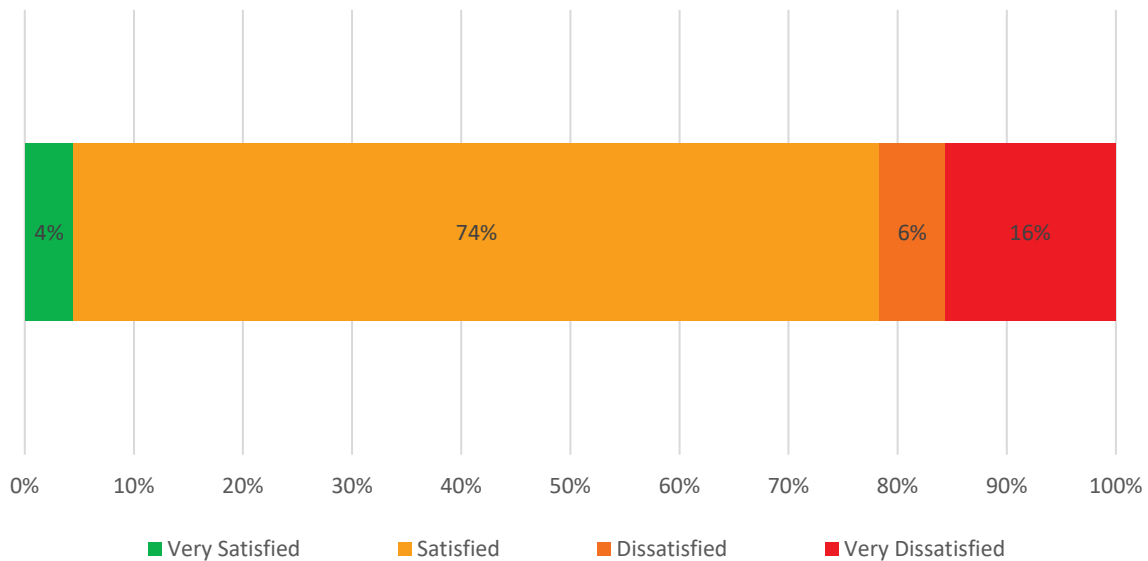
6.8 Wastewater Services

Where you live, does Central Hawke's Bay District Council provide wastewater services?



Of the 134 residents who responded to this survey question, 78% are satisfied or very satisfied with the wastewater services provided by Council. This is a down from the previous year (of 93%).

How satisfied are you with the wastewater services provided by Council?



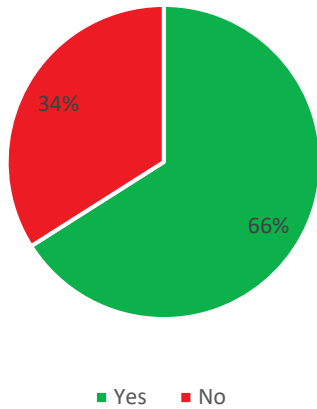
Key Themes

The key theme evident in respondents' feedback around why they are dissatisfied with Council's wastewater services was:

- The lack of maintenance on the wastewater networks.

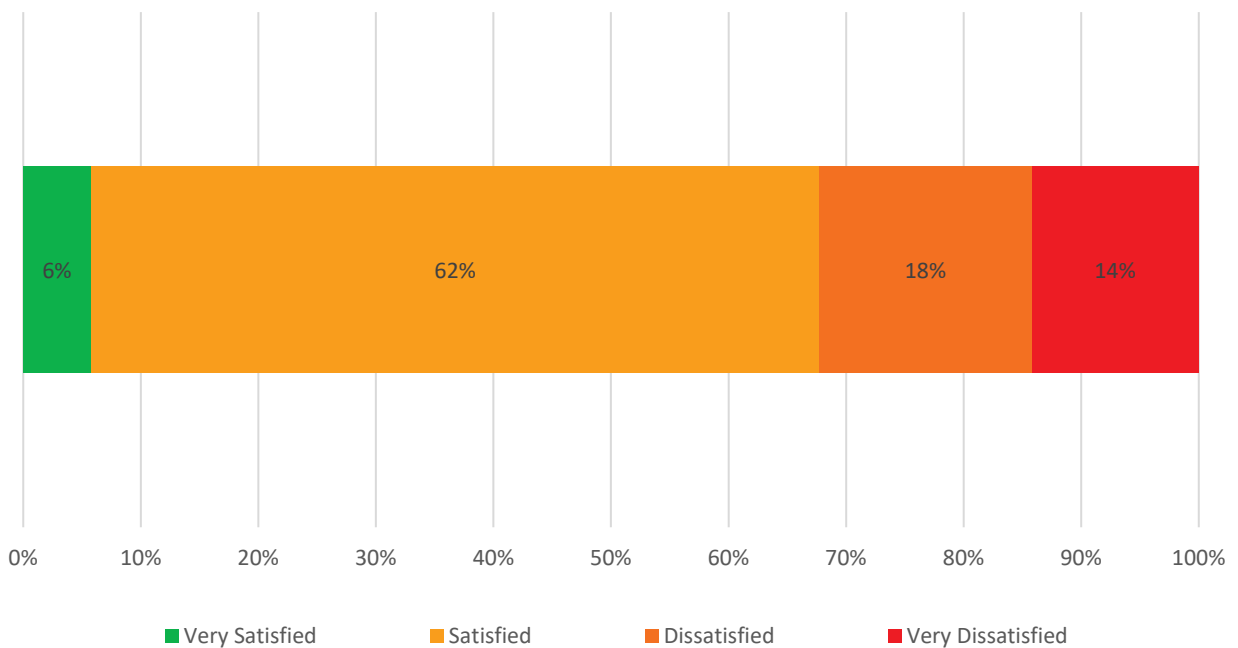
6.9 Water Supply

Where you live, does Central Hawke's Bay District Council supply drinking water?



Of the 155 residents who responded to this survey question, 68% are satisfied or very satisfied with the drinking water services provided by Council. This is a down from the previous year (of 88%).

How satisfied are you with the drinking water supply provided by Council?



Key Themes

The key themes evident in respondents' feedback regarding why they are dissatisfied with Council's drinking water services were:

- The smell/odour of the water is strong.
- There is too much chlorine in the water.
- The taste is horrible.
- There is a lack of maintenance and investment on the drinking water network.

7. Overall Performance

7.1 Council customer experiences

Residents were asked about their personal experiences with Council over the past 12 months.

"In the past 12 months, have you personally experienced any issues with any of Council's services or amenities? If so, please explain what the issue was."

Of the 245 residents who responded to this survey question, 45 commented about an issue they experienced during the past 12 months.

Key Themes

The key themes evident in respondents' feedback regarding issues experienced were:

- Lack of stormwater maintenance
- Lack of road maintenance
- Rates affordability
- Infrastructure investment, e.g. three waters and roading
- Transfer station closures

Residents were also asked:

"In the past 12 months, have you had a great experience with Council that you would like to tell us about? If so, please explain what the great experience was."

Of the 245 residents who responded to the survey, 32 commented on a great experience they had had with Council over the past 12 months.

Key Themes

The key themes evident in respondents' feedback regarding a great experience were:

- Customer services staff at the main council building and libraries are helpful, efficient and friendly.
- Council's emergency response provided throughout Cyclone Gabrielle was great, couldn't be faulted.

