



# Whakatāne District Council

SIL Research

| 2020-21 Resident Survey

July 2021

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# CONTENTS

5.

EXECUTIVE  
SUMMARY

8.

SATISFACTION AT  
A GLANCE

10.

METHODOLOGY

14.

ENVIRONMENTAL  
FACTORS

7.

OVERALL  
SATISFACTION

16.

SATISFACTION  
WITH COUNCIL  
SERVICES AND  
FACILITIES

50.

LIFE IN THE  
DISTRICT

52.

CONTACT WITH  
COUNCIL

53.

COMMUNICATION  
AND COMMUNITY  
ENGAGEMENT

55.

COMMUNICATION

57.

COUNCIL  
LEADERSHIP

59.

MANAGEMENT

61.

POLICY AND  
DIRECTION

# SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Parks and reserves .....	17	Whakatāne crematorium facility .....	33
Walking and cycling facilities in the District .....	18	Cemeteries overall .....	34
Playgrounds .....	19	Harbour facilities.....	35
Sports fields .....	20	Noise control .....	36
Public swimming pools .....	21	Dog control.....	37
Public toilets .....	22	Kerbside waste collection service .....	38
Footpaths .....	23	Refuse transfer station facilities .....	39
Street lighting.....	24	Council roads overall.....	40
Libraries in the District .....	25	Safety of Council roads .....	41
Whakatāne Exhibition Centre .....	26	Parking in Whakatāne .....	42
Public halls .....	27	Tourism promotion .....	43
Whakatāne Museum and Research Centre .....	28	Whakatāne as a holiday destination and tourism impact on the community .....	44
Water supply .....	29	Efforts to enable and promote events .....	45
Quality of drinking water.....	30	Business promotion.....	46
Stormwater service .....	31	Spending priorities.....	47
Sewerage system .....	32		

# EXECUTIVE SUMMARY

The purpose of this research was to consultatively engage with Whakatāne District's residents to determine levels of satisfaction and perceptions of Council's services, communications and management to identify opportunities for improvement.

Research was conducted quarterly throughout the 2020-21 year (data collected between October 2020 and June 2021). A total of n=600 surveys were used in the final analysis. The 2021 surveys continued the adjusted methodology adopted in 2019-20 (particularly mixed-method data collection, and rating scale expansion), and refined this further to have respondents focus their responses on the three months (rather than the last 12 months) prior to each quarterly fieldwork period.

Together, these changes may, in part, explain greater variations in the results compared to historical data. In addition, other contextual factors may have had an impact, including the ongoing impacts of the COVID-19 pandemic, local Council projects, decisions and public engagement processes, and other recent local and community developments.

The main findings were as follows:

- 1 Overall, three-in-five (59%) of residents were satisfied with services received from the Whakatāne District Council on average over the 2021 year (compared to 70% in 2020, but above the New Zealand Benchmarking Survey result of 44%).
  - Supporting these overall perceptions, 21 out of 29 (72%) Council services rated by Whakatāne District residents achieved satisfaction of 60% or above, with 7 services achieving 80% satisfaction or higher.
  - Across the 2021 survey year, the two top-rated services were kerbside rubbish collection (89% satisfaction, average rating 8.0 out of 10), and library services (86%, average rating 7.9). In contrast, the two lowest-rated services in 2021 both received less than 50% satisfaction ratings from users: dog control (48%) and noise control (46%).
  - Several services saw increased satisfaction in 2021, particularly noise control (46%, up from 31% in 2020) and swimming pools (80%, up from 74% in 2020).
  - While there were decreases in satisfaction for a number of services, the largest drops in 2021 were measured for walking/cycling facilities (from 80% in 2020 to 69% in 2021) and parking in Whakatāne (from 66% in 2020 to 56% in 2021).
  - 4-in-5 residents (82%) felt that the Whakatāne District is generally a safe place to live, to some extent (87% in 2020); 34% strongly agreed they feel safe (31% in 2020). Quality of life was rated as 'good' or 'very good' by 75% of residents.
  - Residents in 2021 were generally likely to recommend Whakatāne District as a place to live (NPS +7%), and even more likely to recommend the District as a holiday destination (anecdotal NPS +28%).



2

1-in-3 residents (37%) had contacted the customer service front desk (79% were satisfied with this contact), and 13% had contact with a Community Board Member (77% were satisfied).

- Almost half of residents (47%) reported taking part in community engagement of some kind; responding to Council surveys (55%), talking to Council representatives at public events (39%), or providing feedback on social media (37%) were the most prevalent activities.
- 'Social media' remained the most preferred method of Council communication in 2021; for 54% of residents overall, and 77% of 18-39 year olds. Traditional media (e.g. newspaper, radio) remained important, especially for older residents (65 or older).

3

On average, 43% of residents were satisfied with Council's communication and consultation with the public. However, satisfaction with Council providing 'sufficient opportunities for people to have their say' declined in 2021 (44%, down from 52% in 2020). 'Listening to and acting on the needs of the people' (35%) remained the least satisfactory communication attribute (38% in 2020).

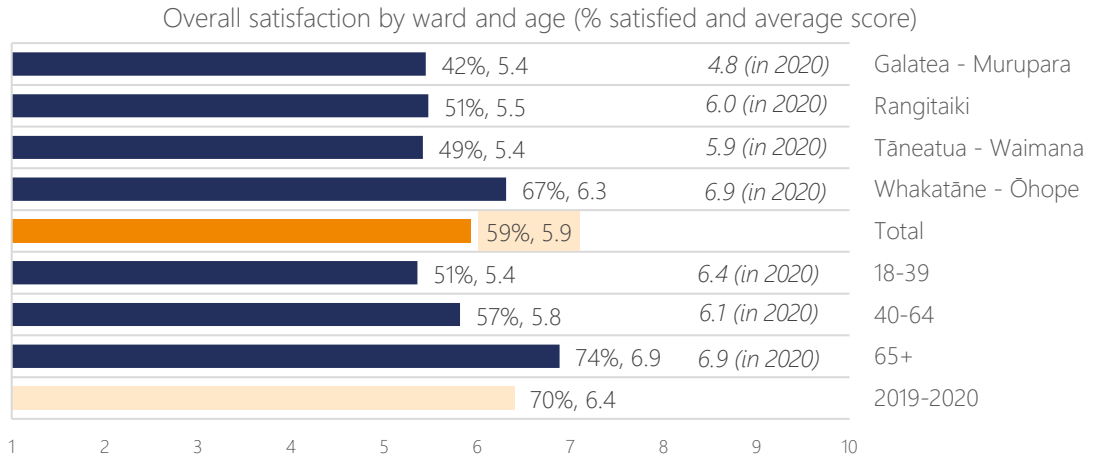
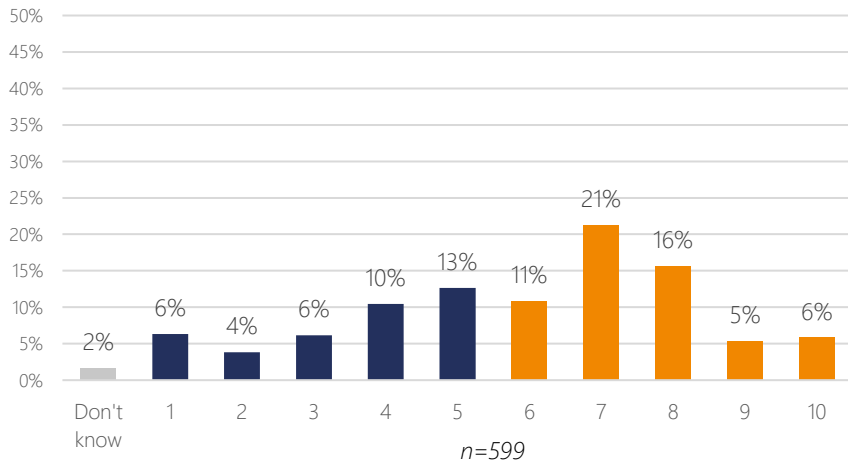
- Satisfaction with Council leadership was 46% in 2021; similar to 52% in 2020 (and above 33% across New Zealand overall). Over half (57%) of residents were satisfied with the Mayor's leadership, and 46% satisfied with Council's day-to-day business management – although fewer trusted WDC's financial management to ensure value for money (32%) or good spending decisions (33%).

Three areas in 2021 represented the greatest improvement potential: roads and footpaths (consistent with 2020), together with parking in Whakatāne. In addition, spending priorities identified by residents included business promotion, roads, toilets, and footpaths. Other areas that could positively impact on perceptions of WDC's overall performance were communication and community engagement (providing 'opportunities for people to have their say' and 'listen to and act on the needs of the people'), gaining trust to make good spending decisions, and more responsive services.

Meeting the needs and expectations of all resident groups remains important. In particular, identifying strategies to address the heightened concerns of younger residents and families - who are active users but remain less satisfied with council performance and specific services. Continual engagement with younger residents also remains crucial, particularly through their preferred social media channels. This could be important in helping increase awareness of Council actions and enhancing service delivery through direct contact points and proactive engagement processes. Focusing on resident needs across the District is also essential, particularly in areas (such as Galatea-Murupara) with consistently lower levels of satisfaction and engagement.

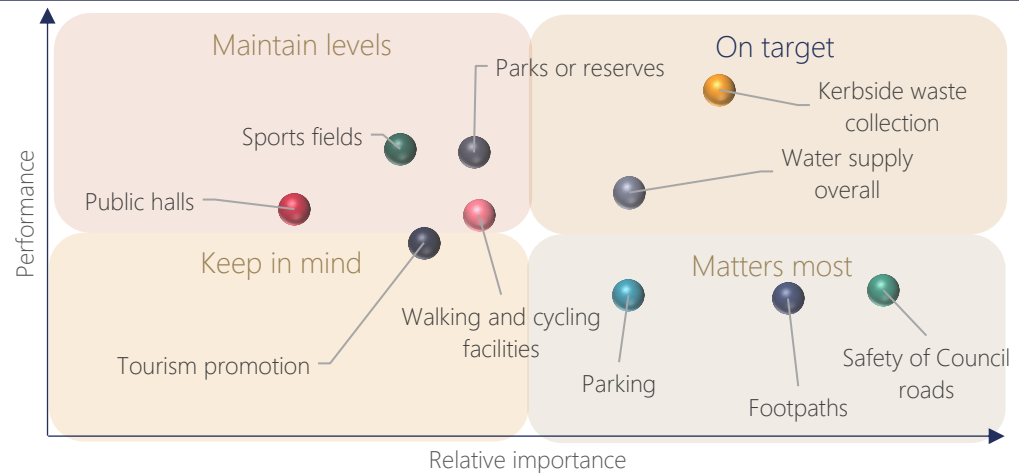
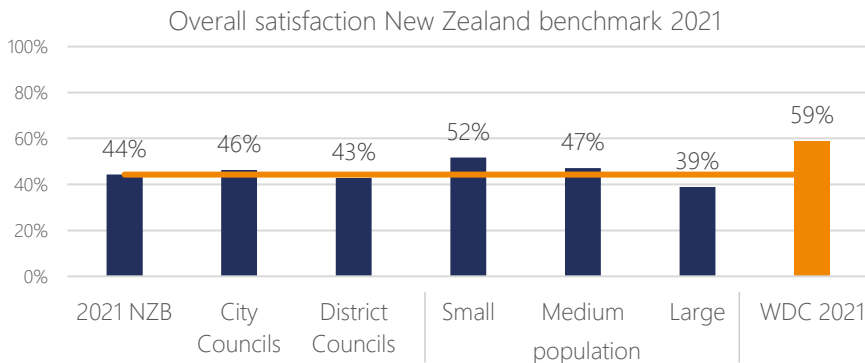
# OVERALL SATISFACTION WITH THE COUNCIL

Overall satisfaction with services received from the Whakatāne District Council




- In 2021, 6-in-10 residents (59%) were satisfied with overall services received from the Whakatāne District Council (on average rating 5.9 out of 10).
- The current result was lower than in 2020 (70% satisfied, average 6.4 rating). However, satisfaction in Whakatāne District was higher than the NZ benchmark (44%).
- Satisfaction differed significantly by area; lower in all wards other than Whakatāne - Ōhope.





















- Younger residents (aged 18-39) were also less satisfied overall than older residents (aged 65+). On average, satisfaction ratings provided by younger residents were lower in 2021 compared to 2020.
- Out of all services surveyed, 10 showed a statistically significant contribution towards overall satisfaction.
- Assessing relative importance against measured performance of these 10 services, footpaths and roads represented the largest improvement potential (consistent with 2020), together with parking in Whakatāne.



# SATISFACTION AT A GLANCE



Overall satisfaction  
 WDC 2021: 59% / 5.9  
 WDC 2020: 70% / 6.4  
 NZB 2021: 44% / 4.9

				
Waste collection service	Refuse transfer station	Swimming pools	Recreation facilities <sup>1</sup>	Art and culture <sup>2</sup>
WDC 2021: 89% / 8.0	WDC 2021: 83% / 7.8	WDC 2021: 80% / 7.1	WDC 2021: 78% / 7.2	WDC 2021: 76% / 7.9
WDC 2020: 87% / 8.0	WDC 2020: 84% / 7.3	WDC 2020: 74% / 6.8	WDC 2020: 86% / 7.4	WDC 2020: 82% / 7.9
NZB 2021: 50% / 5.5	NZB 2021: n/a	NZB 2021: 64% / 6.5	NZB 2021: n/a	NZB 2021: n/a
				
Sewerage	Community facilities <sup>3</sup>	Street lighting	Walking and cycling	Water <sup>4</sup>
WDC 2021: 75% / 7.4	WDC 2021: 74% / 7.2	WDC 2021: 71% / 6.7	WDC 2021: 69% / 6.6	WDC 2021: 68% / 6.7
WDC 2020: 76% / 7.6	WDC 2020: 78% / 7.4	WDC 2020: 75% / 6.9	WDC 2020: 80% / 7.1	WDC 2020: 71% / 6.9
NZB 2021: 67% / 6.5	NZB 2021: n/a	NZB 2021: 68% / 6.5	NZB 2021: 60% / 6.0	NZB 2021: 64% / 6.3
				
Harbour	Tourism	Stormwater	Promoting events	Roads <sup>5</sup>
WDC 2021: 65% / 6.4	WDC 2021: 64% / 6.4	WDC 2021: 63% / 6.5	WDC 2021: 60% / 6.0	WDC 2021: 57% / 5.8
WDC 2020: 72% / 6.5	WDC 2020: 65% / 6.3	WDC 2020: 67% / 6.9	WDC 2020: 65% / 6.2	WDC 2020: 62% / 6.1
NZB 2021: n/a	NZB 2021: n/a	NZB 2021: 52% / 5.3	NZB 2021: n/a	NZB 2021: 41% / 4.6
				
Parking	Footpaths	Business promotion	Dog control	Noise control
WDC 2021: 56% / 5.8	WDC 2021: 56% / 5.8	WDC 2021: 55% / 5.8	WDC 2021: 48% / 5.3	WDC 2021: 46% / 5.4
WDC 2020: 66% / 6.6	WDC 2020: 64% / 6.2	WDC 2020: 59% / 6.1	WDC 2020: 58% / 5.8	WDC 2020: 31% / 4.9
NZB 2021: 41% / 4.9	NZB 2021: 52% / 5.4	NZB 2021: n/a	NZB 2021: 61% / 6.0	NZB 2021: n/a

<sup>1</sup> Aggregated average rating for parks or reserves, sports fields and playgrounds




















<sup>2</sup> Aggregated average rating for libraries, Whakatāne Exhibition Centre and Whakatāne museum





<sup>3</sup> Aggregated average rating cemeteries, crematorium, public halls and toilets

<sup>4</sup> Aggregated average rating for water supply and quality

<sup>5</sup> Aggregated average rating for roads and road safety



				
Leadership of Mayor	Makes it easy for people to transact with Council	Managers and staff doing a good job	Makes it easy for people to interact and engage	Keeps people informed
WDC 2021: 57% / 5.7	WDC 2021: 52% / 5.5	WDC 2021: 49% / 5.4	WDC 2021: 48% / 5.3	WDC 2021: 48% / 5.3
WDC 2020: 57% / 6.0	WDC 2020: 56% / 5.9	WDC 2020: 58% / 6.0	WDC 2020: 53% / 5.8	WDC 2020: 52% / 5.7
NZB 2021: 37% / 4.5	NZB 2021: n/a	NZB 2021: 46% / 5.0	NZB 2021: 38% / 4.5	NZB 2021: 46% / 5.0
				
Leadership of councillors	Provides sufficient opportunities for people to have their say	Skills and expertise to manage community affairs	Strategies for developing prosperity and wellbeing	Efficiency and effectiveness
WDC 2021: 46% / 5.1	WDC 2021: 44% / 5.2	WDC 2021: 44% / 5.0	WDC 2021: 42% / 4.9	WDC 2021: 41% / 4.8
WDC 2020: 51% / 5.5	WDC 2020: 52% / 5.7	WDC 2020: 53% / 5.6	WDC 2020: 49% / 5.6	WDC 2020: 50% / 5.4
NZB 2021: 30% / 4.2	NZB 2021: 43% / 4.7	NZB 2021: 33% / 4.2	NZB 2021: 28% / 4.0	NZB 2021: 33% / 4.2
				
Continual performance improvement	Working with other councils where relevant	Listens to and acts on the needs of the people	Trust to make good spending decisions	Managing finances well
WDC 2021: 39% / 4.7	WDC 2021: 37% / 4.8	WDC 2021: 35% / 4.5	WDC 2021: 33% / 4.4	WDC 2021: 32% / 4.4
WDC 2020: 47% / 5.5	WDC 2020: 57% / 5.9	WDC 2020: 38% / 4.9	WDC 2020: 42% / 4.9	WDC 2020: 43% / 5.1
NZB 2021: 27% / 4.0	NZB 2021: 39% / 4.7	NZB 2021: 29% / 3.9	NZB 2021: 30% / 3.7	NZB 2021: 26% / 3.6
				
Value for money	Overall performance in managing day-to-day business	Overall performance in terms of communication	Overall performance in terms of leadership (Mayor and Councillors)	
WDC 2021: 32% / 4.3	WDC 2021: 46% / 5.2	WDC 2021: 43% / 5.1	WDC 2021: 46% / 5.2	
WDC 2020: 43% / 5.1	WDC 2020: 55% / 5.8	WDC 2020: 49% / 5.5	WDC 2020: 52% / 5.7	
NZB 2021: 33% / 4.1	NZB 2021: 37% / 4.4	NZB 2021: 39% / 4.5	NZB 2021: 33% / 4.2	

-  - Good performance (70% and above)
-  - Services with positive performance (less than 70% but equal or more than 50%)
-  - Services for improvement
-  - Overall performance indicators

# METHODOLOGY

## BACKGROUND AND OBJECTIVES

As a part of the consultation process, Whakatāne District Council (WDC) has commissioned a Resident Satisfaction Survey every year. The purpose of this research was to consultatively engage with Whakatāne District's residents to determine levels of satisfaction and perceptions of Council's services, communications and management, to identify opportunities for improvement.



SIL Research, together with the Whakatāne District Council (WDC), developed a Resident Survey questionnaire in 2020. The initial drafting was based on research previously carried out for WDC.

The questionnaire was reviewed and tested prior to full-scale data collection to ensure the survey was fit for purpose.

The initial research design for the 2020 year allowed for two survey collection periods in that year (late-Autumn and Winter 2020). However, due to restrictions imposed by the COVID-19 pandemic and associated lockdowns, a single 2020 survey was conducted in August-September 2020. In contrast, for the 2020-21 survey year, the methodology shifted to a quarterly data collection schedule.

## MAIN CHANGES

From 2019-2020, the Resident Survey has been conducted by SIL Research.

For the 2020-21 survey year, the data was collected from October (retrospectively covering the Jul-Sep quarter) to June (covering the Apr-Jun quarter) to align with WDC's annual reporting period of 1 July to 30 June. Fieldwork was conducted quarterly in October-November 2020 (Q1), December 2020-January 2021 (Q2), March-April 2021 (Q3), and June 2021

(Q4). A total n=150 responses were collected each quarter, providing a total sample of n=600 for the final analysis. For ease, this report refers to the 2020-21 survey year as '2021'.

Every quarter, SIL used a multi-layered sampling technique to ensure a proportional spread of respondents from each of Whakatāne's four electoral wards, by age and gender distribution. Post-stratification (weighting) was then applied to the full dataset (Q1-Q4) to reflect the age and gender group proportions within each ward as determined by the Statistics New Zealand 2018 Census. This ensures more robust representativeness of results reported by ward.

From 2019-2020, ratings scales were updated from the historical 1-4 scale to a 1-10 scale, which provides more nuanced and robust options for residents to express their views. The historical 1-4 scale had no options for '*dissatisfied*' responses, whereas the new 1-10 scale provided a wide and balanced range of response options. A less balanced scale can result in higher aggregated scores (when '*positive*' options are combined) compared to a more balanced scale.

Historically, data was collected predominantly by telephone. The 2020 and 2021 surveys used a mixed method approach (including telephone, social media, online and postal methods).

With the change to quarterly fieldwork cycles, the recall window for respondents was also adjusted in 2020-2021. Previously, respondents had been asked to indicate which services/facilities they had used or visited in *'the last 12 months'*. From 2021 Q1, respondents were instead asked about the services/facilities they used/visited in *'the last 3 months'*. While representing a shift from the previous method, moving forward the use of a narrower recall window should result in more accurate responses (easier to recall behaviour over the previous 3 months than a longer 12-month period), while providing more sensitive measures of seasonal variations across quarterly cycles.

Taken together, the methodology changes introduced in both 2020 and 2021 should result in more accurate and reliable data collection, and therefore provide a more robust reflection of public perceptions among residents in the Whakatāne District.

## DATA COLLECTION

In each quarter, multiple data collection methods were utilised to ensure residents were well-represented. The mixed-methods approach included:

- (1) Telephone survey. Respondents were randomly selected from the publicly available telephone directories within specified territorial units;
- (2) Social media (available via SIL Research social media platforms, such as Facebook). The invitation advertisement was randomly promoted to District residents within specified territorial units;
- (3) Postal survey. 600 survey forms were sent to randomly selected Whakatāne District households within specified territorial units.

A total of n=150 surveys were used in the final analysis each quarter, providing n=600 for the 2021 year.

## DATA ANALYSIS

Surveys were conducted proportional to the population in each of Whakatāne District's wards.

*Table 1 Responses by ward*

	Number of responses	Population %
<b>Galatea - Murupara</b>	50 (8%)	8%
<b>Rangitāiki</b>	164 (27%)	27%
<b>Tāneatua - Waimana</b>	59 (10%)	10%
<b>Whakatāne - Ōhope</b>	327 (55%)	55%

Responses were also statistically weighted (post-stratification) to reflect the gender, age and ethnicity group proportions as determined by the Statistics New Zealand 2018 Census.

SIL Research ensured quality control during the fieldwork period. In addition, a quality control check was performed using follow-up calls across randomly selected respondents (10% of those who agreed to the follow up) to verify the key responses.

Further checks included, but were not limited to, removal of incomplete responses and responses coming from outside of Whakatāne District.

The main resident groups analysed in this report were: ward, age, gender, ethnicity, home ownership and tenure. During the analysis stage of this report, two sets of statistical testing were employed while reviewing data findings. Chi-square tests were used when comparing group results in tables, and ANOVA tests were used when comparing statement averages across groups. The threshold for reporting any statistically significant differences was a p-value of 0.05. Where differences were outside this threshold (less than 95%), no comments were made; where differences were within this threshold, comments have been made within the context of their practical relevance to WDC.

Overall results are reported with margins of error at a 95% confidence level.

Table 2 Margin of error

Responses n=	Reported percentages	
	50%	80% or 20%
600	±3.9	±3.2
500	±4.3	±3.5
400	±4.9	±3.9
300	±5.6	±4.5
200	±6.9	±5.5
100	±9.8	±7.8

The maximum likely error margin occurs when a reported percentage is close to 50%.

## NOTES ON REPORTING

Comparative data prior to 2020 is indicative only; data collection methods before 2020 (including response scales) differed significantly from current methods.

Due to rounding, figures with percentages may not add to 100%. Reported percentages were calculated on actual results not rounded values.

The term '*Resident*' has been used to represent respondents who participated in the survey. Where results are reported by sub-groups of residents, estimates of results may not be statistically reliable due to the high margins of error (small sample sizes).

Overall '*satisfaction*' percentages presented in this report are aggregated 6-10 responses on a 1-10 scale. Satisfaction percentages will differ from mean scores (average ratings). Satisfaction percentages represent positive ratings only, whereas mean scores provide an average of all ratings across the whole scale. Mean scores were calculated on responses excluding '*Don't know*'.

Satisfaction with Council services and facilities is reported in two ways:

- Total satisfaction percentage for the District (all responses), and
- Satisfaction percentages for '*Users/Visitors*' or '*Generally aware*' (e.g. residents who had visited/used specific Council services/facilities or knew enough to provide a rating).

Note that historical data is shown for '*Users/Visitors*' or '*Generally aware*' responses only.

R<sup>2</sup> is a measure based on regression analysis of results over time. It was applied to the historical and current aggregated satisfaction ratings. In summary, the closer the R<sup>2</sup> value is to 100%, the more likely there is a trend towards an increase or decrease in performance ratings over time.

## WHO TOOK PART IN THE SURVEY

Table 1 Responses by age

	Frequency	Percent
18-39	192	31.9
40-64	266	44.3
65+	143	23.8
<b>Total</b>	600	100.0

Table 2 Responses by time lived in the District

	Frequency	Percent
Less than 1 year	12	1.9
1 year to just under 2 years	17	2.8
2 years to just under 5 years	51	8.5
Five years to just under 10 years	87	14.5
10 years or more	415	69.2
I'd rather not say	18	3.0
<b>Total</b>	600	100.0

Table 3 Responses by income

	Frequency	Percent
Other	10	1.6
\$20,000 or less	17	2.8
\$20,001-\$30,000	32	5.3
\$30,001-\$50,000	62	10.4
\$50,001-\$70,000	73	12.1
\$70,001-\$100,000	103	17.1
\$100,001 or more	157	26.1
I'd rather not say	147	24.5
Total	600	100.0

Table 4 Responses by home ownership

	Frequency	Percent
Other	7	1.2
Owned	489	81.4
Rented	60	10.0
Private trust	16	2.6
I'd rather not say	28	4.7
Total	600	100.0

Table 5 Responses by ethnicity (multi-choice)

	Frequency	Percent
New Zealand European	400	66.6
Māori	206	34.3
Pacific people	9	1.5
Asian	15	2.5
Middle Eastern, Latin American or African	9	1.5
Other	37	6.2
New Zealander/Kiwi/Not stated	30	5
Total	600	100

Note: final dataset was statistically weighted to increase accuracy of the reported results.

## BENCHMARKING

SIL Research conducts a representative National survey of Councils\* to establish a series of benchmarks across a range of Council services. This allows Whakatāne District Council to compare their survey results against a National average (NZB).

The National survey data is collected throughout the year so that annual results can be presented without seasonal bias. The benchmarking results in this report are based on n=400 responses collected during summer – winter 2021. The data is collected using a 1-10 scale; satisfaction percentages are aggregated 6-10 ratings.

Benchmarking results are reported at 95% confidence level +/- 4-5%.

\*Excludes Auckland, Wellington, Christchurch and Dunedin.

# ENVIRONMENTAL FACTORS

When reading this report, it is important to note that factors such as the timing of unusual or one-off events can affect the ratings that residents give, particularly if they occur close to the time when the survey data is being gathered.

Factors that may have influenced public perception of the Council's performance in 2020-21 include:

1. While not as prominent as in 2020, the COVID-19 pandemic and associated restrictions or considerations may have had a lingering effect on public sentiment in the 2021 year. Some Council services may have been rated differently due to changes in residents' behaviour or their feelings of uncertainty about the future.
2. In March 2020, the Whakatāne District Council and local partners secured funding through the Provincial Growth Fund to initiate the Whakatāne Regeneration Programme. This included plans for a boat harbour development, the Te Ara Hou CBD and riverfront revitalisation project, and other developments. These long-term projects, including associated public consultations, would ensure the use and design of these areas would be a major consideration for the local community throughout 2020-21.
3. In June 2020, Waka Kotahi announced that Whakatāne District Council had successfully secured funding from the Government's Innovating Streets Fund. This enabled the Council to begin planning and consultation for revitalisation of the Whakatāne CBD and Kākaharoa Drive area, as well as separate funding for Kopeopeo and the Wairaka neighbourhood. Plans for the project would have been top of mind throughout 2020-21 for many local residents considering the best use of these public spaces, including proposed changes to car parking in the CBD.
4. In August-September 2020, consultation on climate change issues identified the community's aspirations for the Whakatāne District Council to show leadership in both mitigation (reducing greenhouse gas emissions) and adaptation (increasing the district's resilience to a changing climate). Following the adoption of a set of climate change principles in 2019, the climate change strategy and action plans were adopted in September 2020 to set a clear vision and targets for Whakatāne District Council.
5. In March 2021, the owners of the Whakatāne Mill announced plans to close the mill by end-June 2021, putting in doubt the jobs of over 200 employees. While the mill closure was eventually averted in early June 2021, the threat of closure was an issue of importance to many local residents for several months.
6. In March 2021, an independent commission granted subdivision and landuse consents enabling developers to proceed with a staged residential subdivision next to the coastal urupa Opihi Whanaungakore. While a 25-metre buffer is planned between the subdivision and the urupa to prevent unauthorised access to the urupa, this development was a matter of interest for local iwi and hapu members, among other local residents.

7. In April 2021, the Whakatāne District Council opened its Long Term Plan 2021-31 and Waste Minimisation plan consultation process. Giving residents the opportunity to provide feedback on local planning priorities would have brought Council services, facilities, financing and related issues to the fore within the community during the third and fourth quarters of 2020-21.
8. On 20 May 2021, Whakatāne District Council unanimously voted to introduce Māori wards for the 2022 and 2025 local body elections. The introduction of Māori wards had been a matter of strong debate in the district, previously opposed by a public referendum in 2018, and continued to be a salient issue in the final quarter of the 2021 year.
9. Generally, the 2020-21 year represented a period of intensive public engagement through a variety of Whakatāne District Council processes, projects and decisions. Collectively, this may have resulted in heightened community awareness of Council and local government matters generally. Notably, declines in sentiment for local services and facilities have been observed for other councils across New Zealand in the current year, and this is also reflected in lower NZ Benchmark figures - suggesting the additional influence of nationally relevant environmental factors leading to a wider decline in resident sentiment across the country.



## TOP PERFORMED

Kerbside rubbish collection – 89%  
Library – 86%  
Refuse transfer station – 83%  
Whakatāne Exhibition Centre – 83%  
Crematorium and cemeteries – 83%  
Swimming pools – 80%



## LOWEST PERFORMED

46% - Noise control  
48% - Dog control  
55% - Business promotion  
56% - Footpaths  
56% - Parking  
57% - Roads

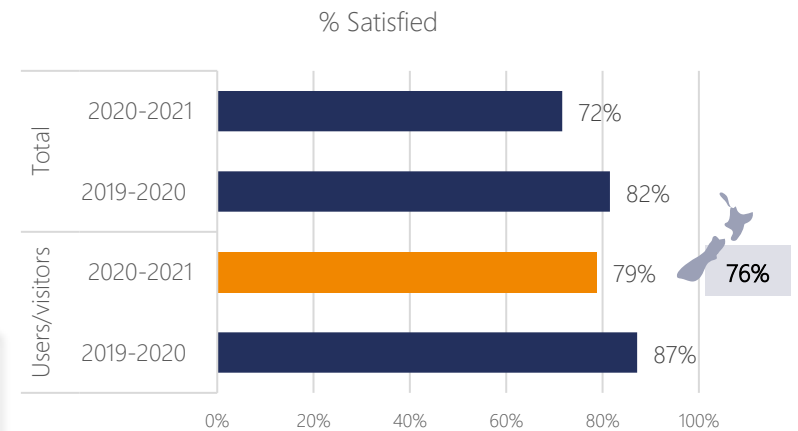
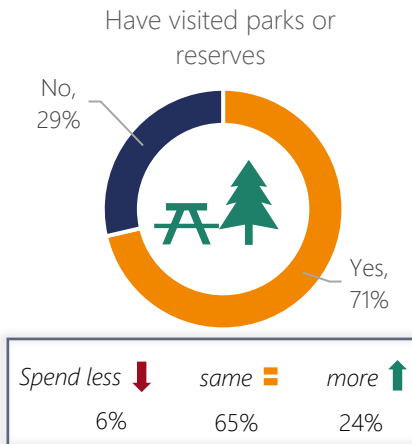
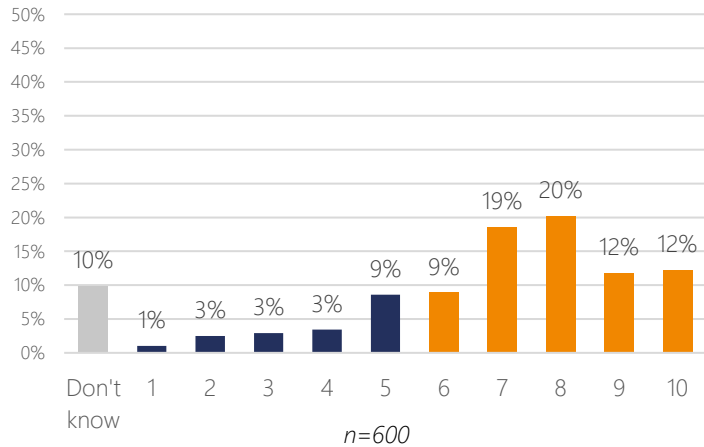


SATISFACTION WITH  
COUNCIL SERVICES AND  
FACILITIES IN 2021

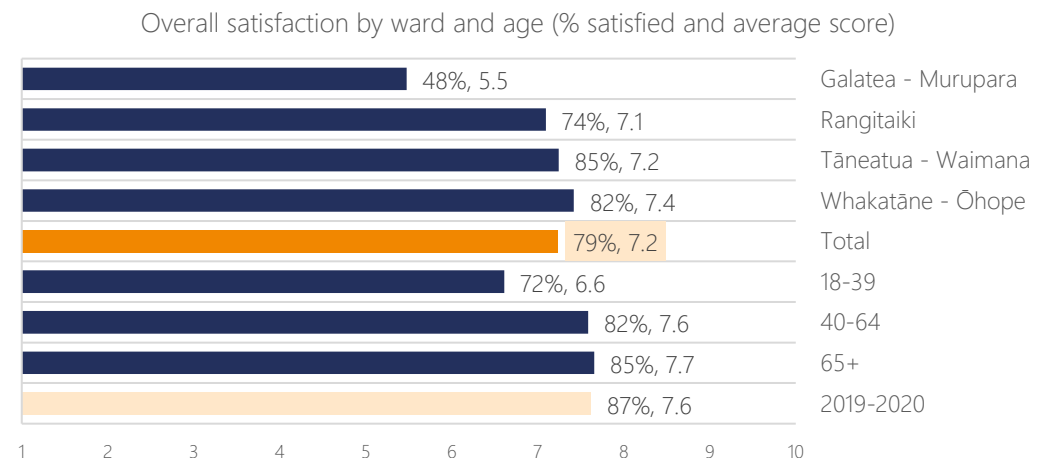
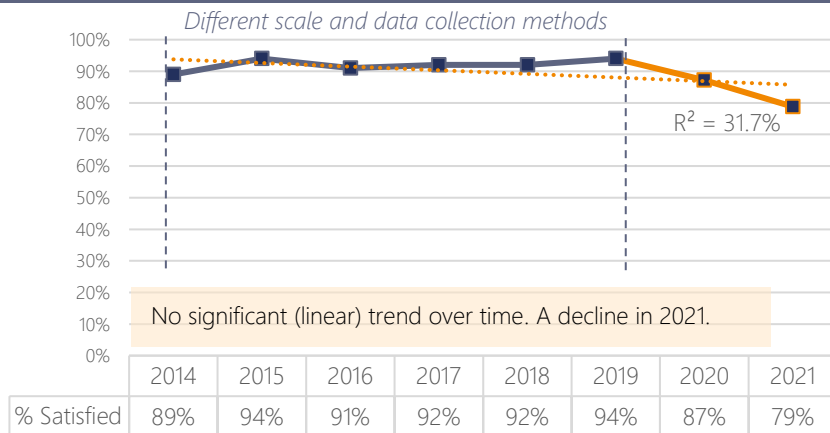


# SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

## Parks and reserves

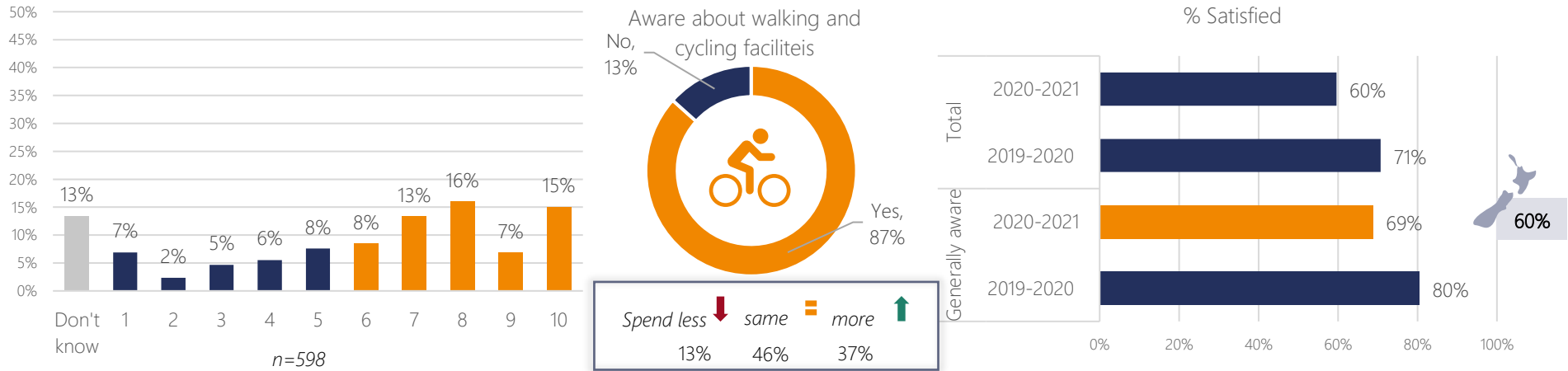


- Collectively, recreation facilities were the fourth-highest rated services in 2021 (78% average), with high satisfaction across each facility.
- In 2021, 71% of residents stated they had visited parks or reserves in the District.
- 79% of these residents were satisfied with their parks or reserves (down from 87% in 2020 and 94% in 2019).
- There were significant differences by wards and age in 2021. Galatea - Murupara residents in particular were less satisfied with parks and reserves; 18-39 year olds were also less satisfied.
- Overall, two-thirds of residents preferred seeing the same Council funds spent on parks or reserves (65%).

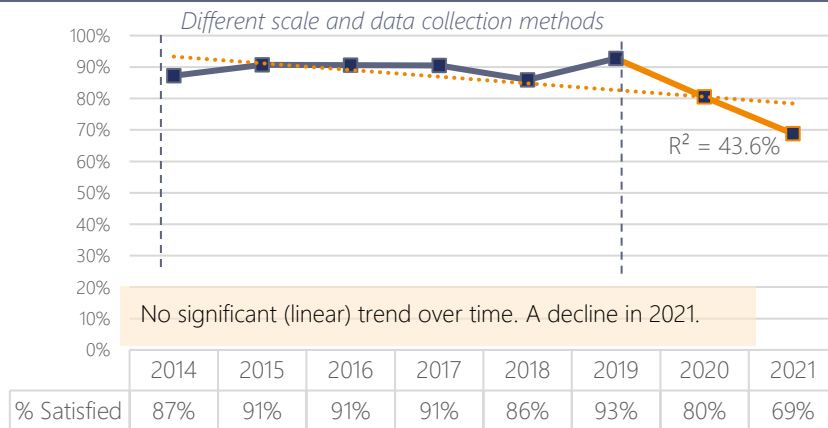


# SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

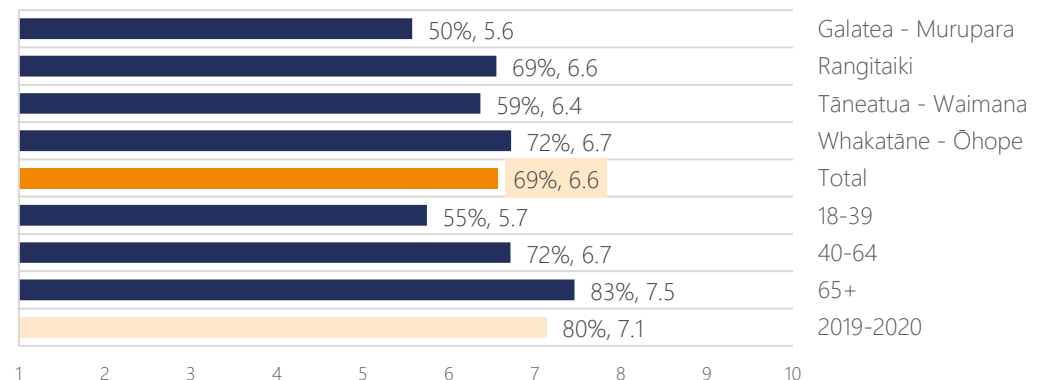
## Walking and cycling facilities in the District



- Overall, 69% of residents who provided a rating in 2021 were satisfied with walking and cycling facilities in the District (on average 6.6 out of 10).
- The 2021 result was the lowest measured to date (since 2014), the biggest drop since 2020 (80%, average 7.1 rating) and the peak of 93% in 2019.
- In 2021, younger residents aged 18-39 remained less satisfied with walking and cycling facilities in the District (on average 5.7 out of 10).
- There was also a trend of decreasing satisfaction with increasing income.
- Despite some apparent variations in satisfaction across wards, these differences were not significant in 2021.
- Walking/cycling was the 8<sup>th</sup> Council spending priority; 37% stated they would like to see more Council funds in this area.

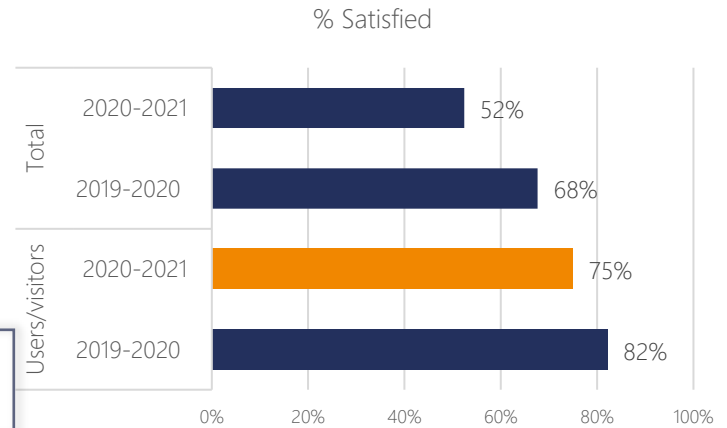
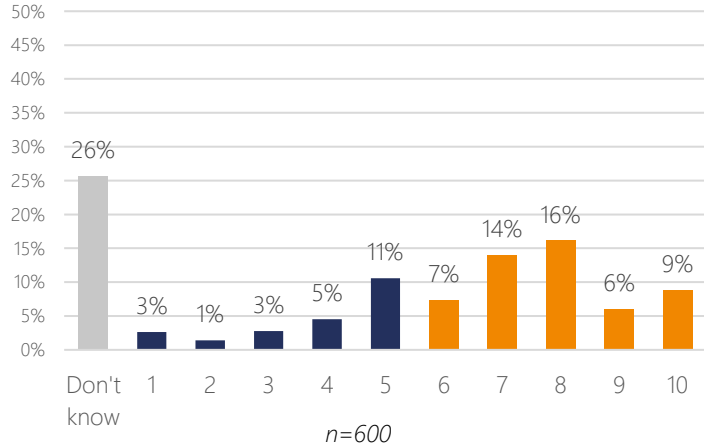


Overall satisfaction by ward and age (% satisfied and average score)

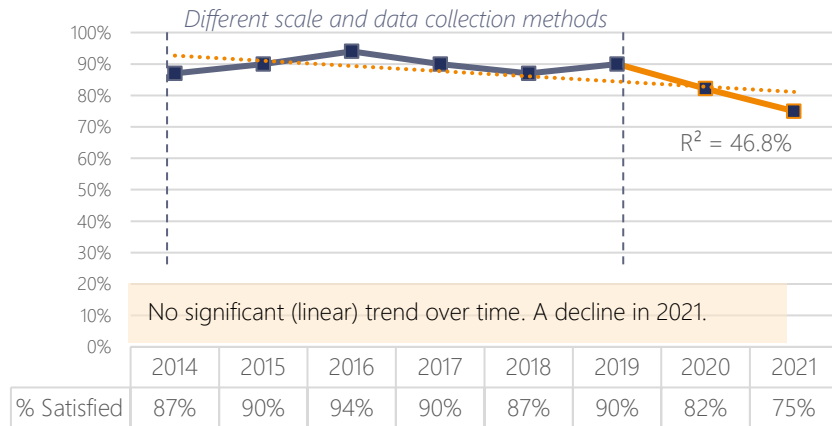


# SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

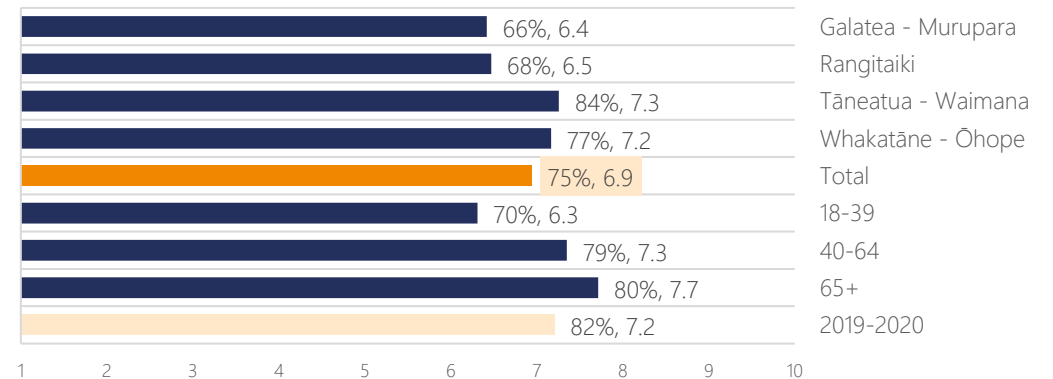
## Playgrounds



- In 2021, 48% of residents stated they had visited a playground. This was down from 60% in 2020, and 69% in 2019 (reporting visits in the past 12 months). Generally, fewer visits were reported in 2021 Quarter 2.
- Among playground visitors, satisfaction also fell in 2021 – to 75% (average rating 6.9), from 82% in 2020 and 90% in 2019.
- Satisfaction with playgrounds was lower among 18-39 year old visitors in 2021. Homeowners were also less satisfied with these facilities, compared to those in rental homes.
- Differences between wards were not significant in 2021.
- Overall, 59% of residents preferred seeing the same Council funds spent on playgrounds.

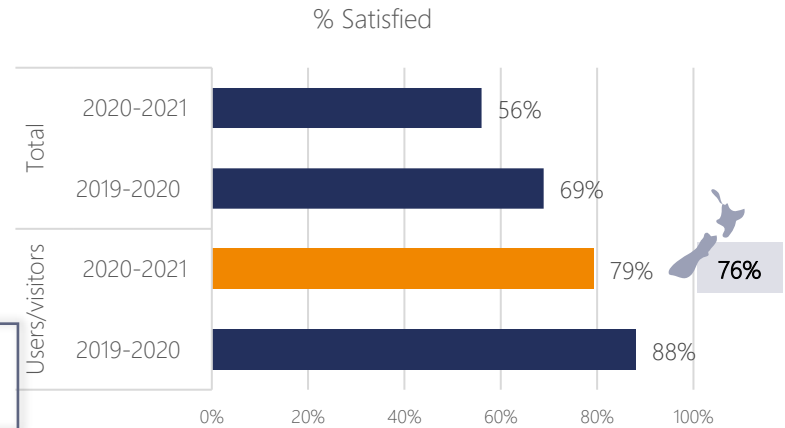
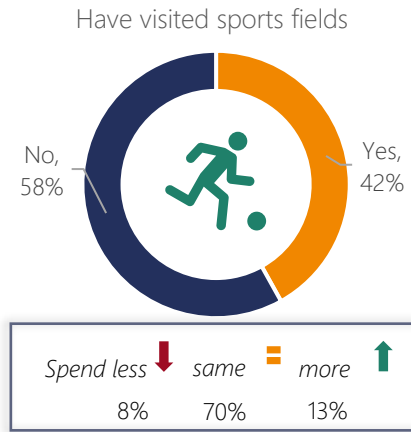
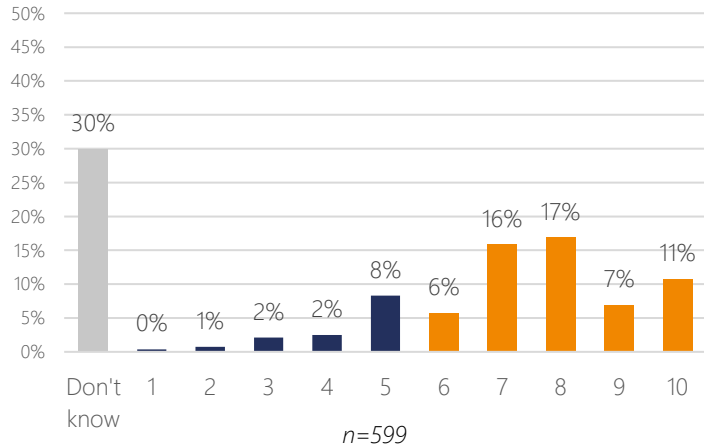


Overall satisfaction by ward and age (% satisfied and average score)

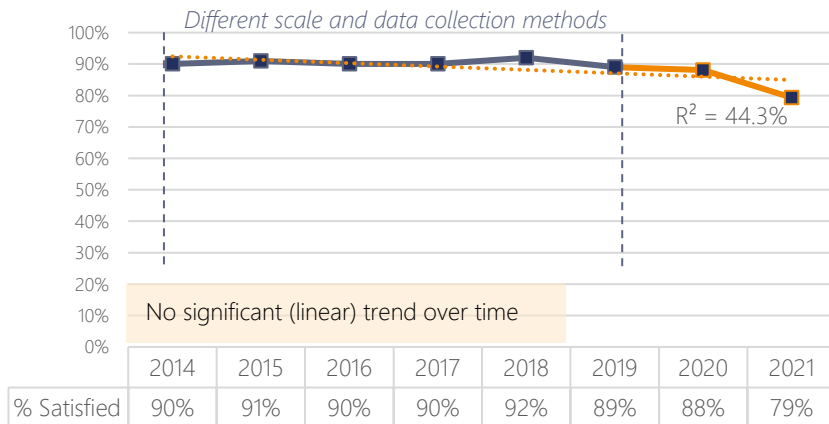


# SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

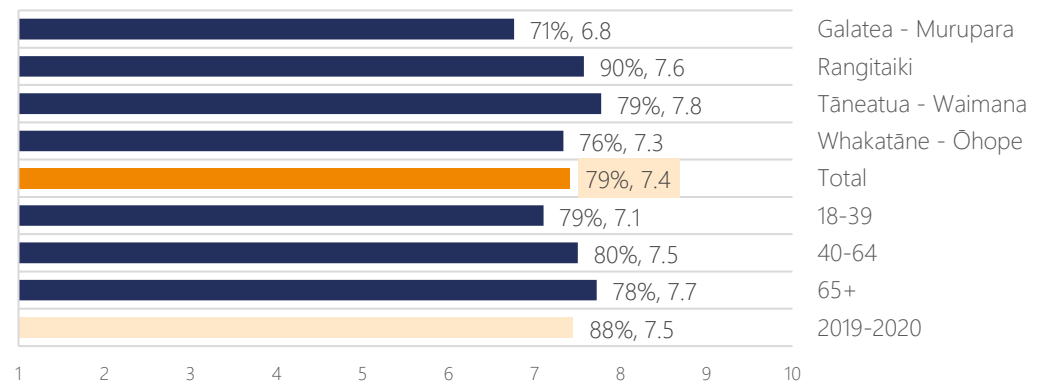
## Sports fields



- In 2021, 2-in-5 (42%) of residents reported visiting sports fields (49% in 2020 and 68% in 2019). However, sports field usage could have been affected to some extent by COVID-19 restrictions. Generally, fewer visits were reported in 2021 Q4.
- 4-in-5 (79%) sports field users were satisfied with sport fields in 2021 (average rating 7.4), down slightly from 88% (but similar average rating).
- There were no statistically significant differences by resident subgroups in 2021.
- Overall, 70% of residents preferred seeing the same Council funds spent on sports fields.

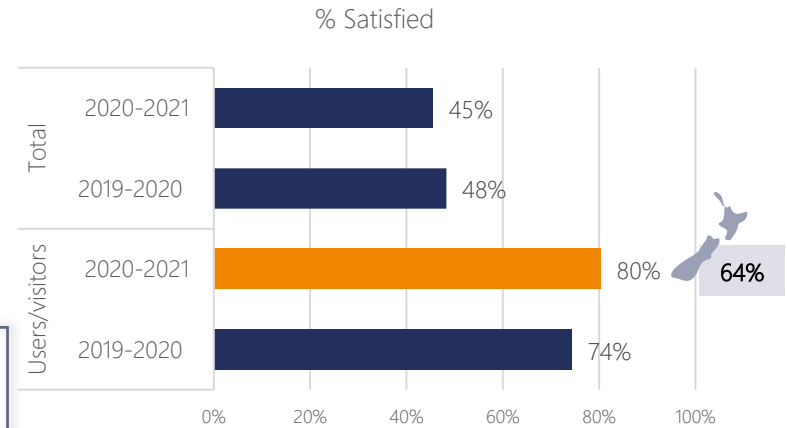
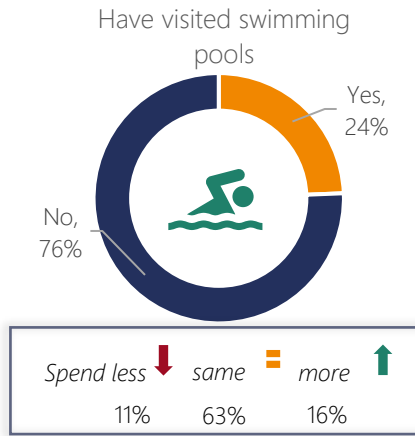
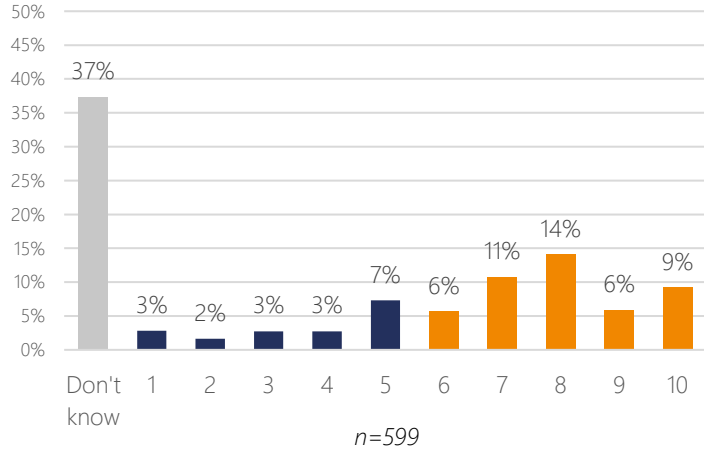


Overall satisfaction by ward and age (% satisfied and average score)

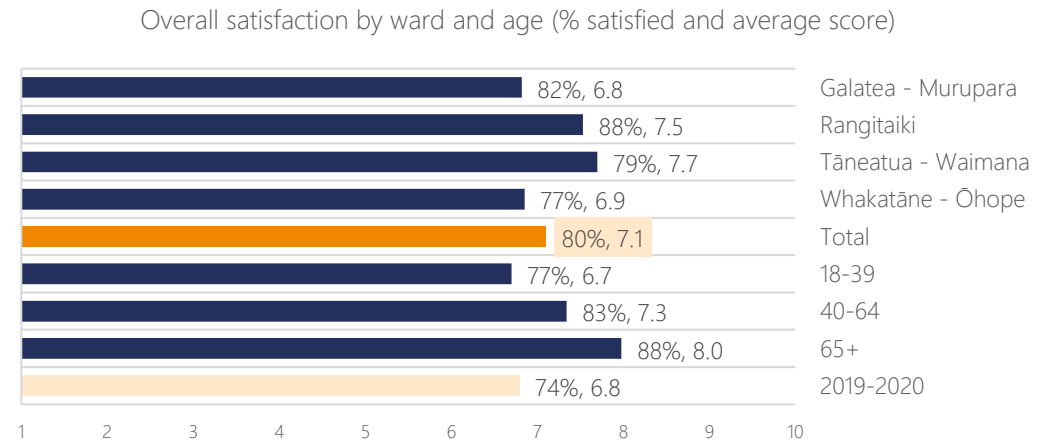
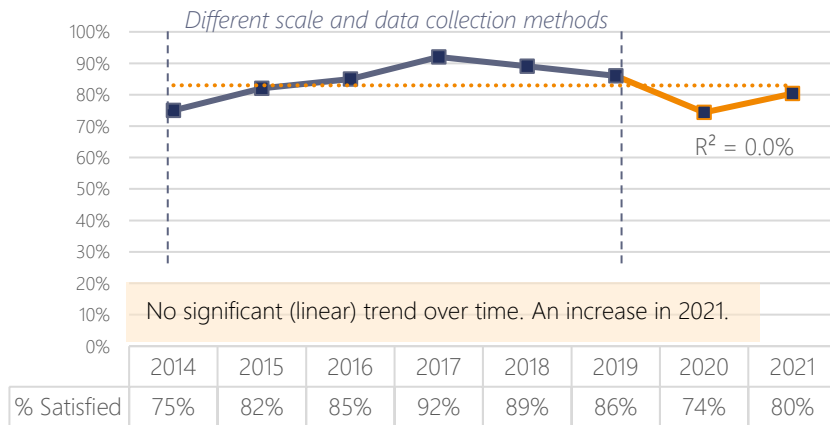


# SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

## Public swimming pools

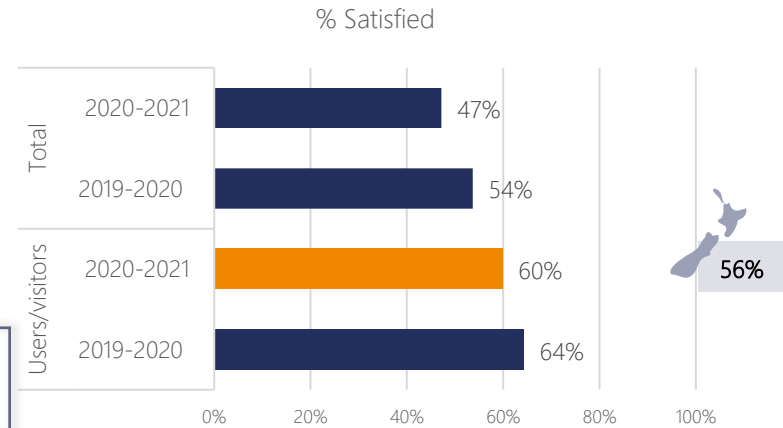
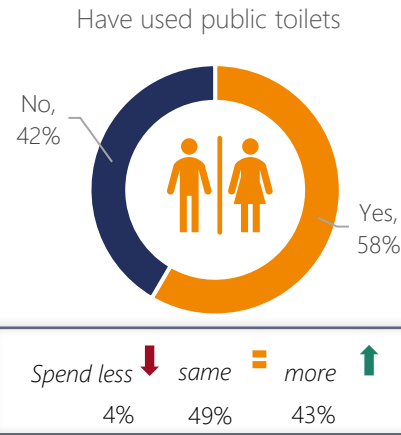
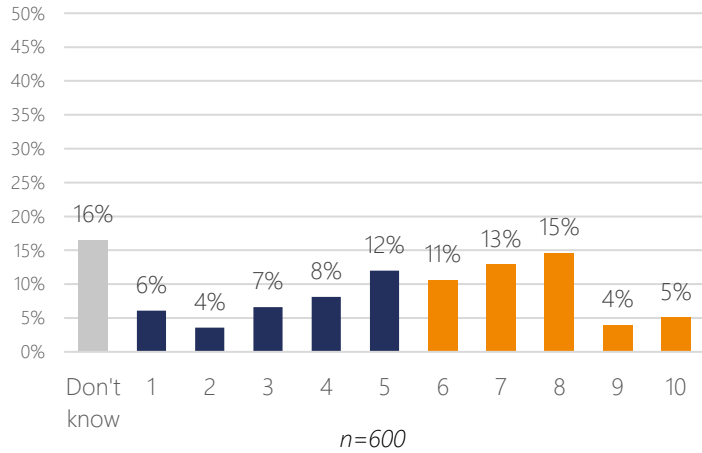


- Among swimming pool users, there was a slight increase in satisfaction with these facilities, to 80% in 2021 (up from 74% in 2020).
- Generally, fewer visits were reported in 2021 Q1-2.
- Despite minor variations in satisfaction across resident subgroups, no significant differences were measured in 2021.
- Overall, 63% of residents preferred seeing the same Council funds spent on public swimming pools.

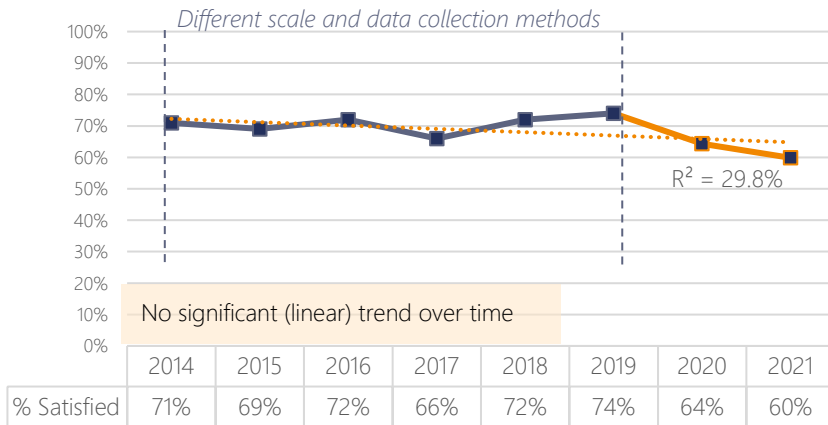


# SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

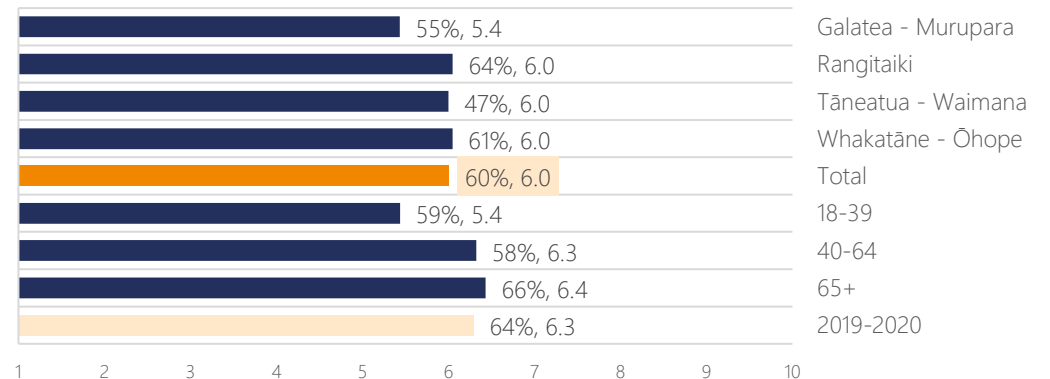
## Public toilets



- In 2021, 6-in-10 residents (58%) reported using a public toilet in the District.
- Among public toilet users, satisfaction with these facilities remained consistent in 2021 (60%, average 6.0) compared to 2020 (64%, average 6.3).
- Younger residents (18-39) expressed less satisfaction with public toilets in 2021.
- There were no other significant differences between wards or residents' demographic groups this year.
- Toilets were identified as a high priority for more (43%) Council spending in 2021 (3<sup>rd</sup> spending priority).

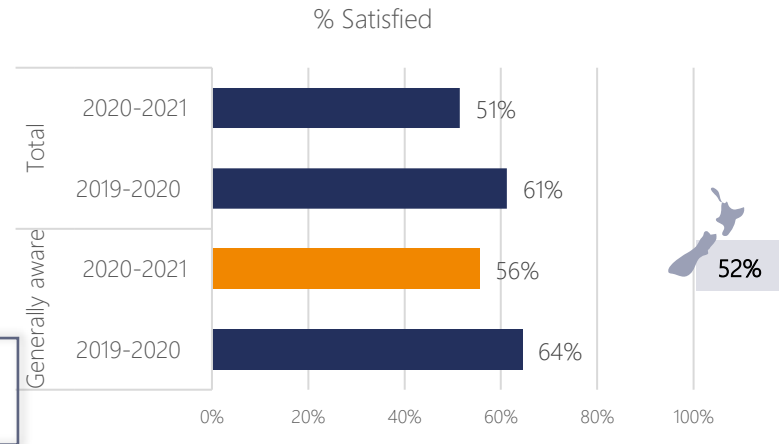
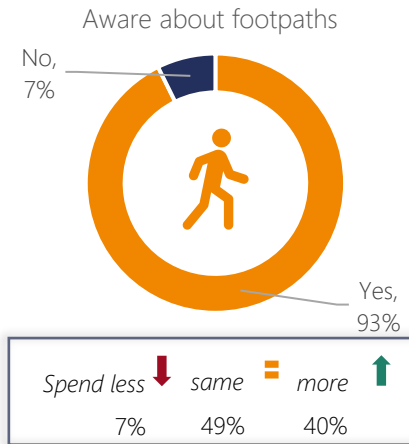
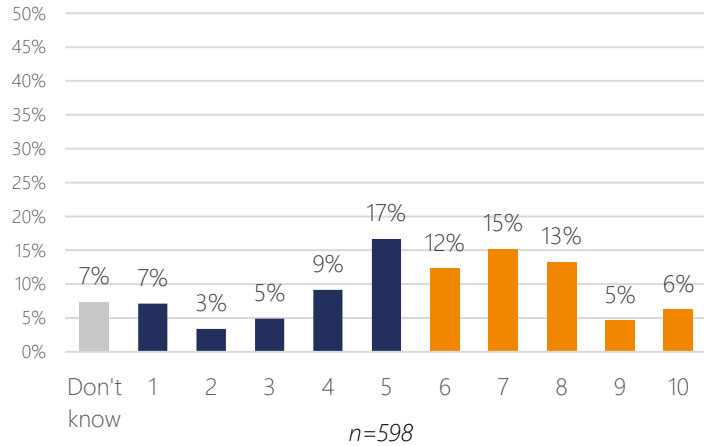


Overall satisfaction by ward and age (% satisfied and average score)

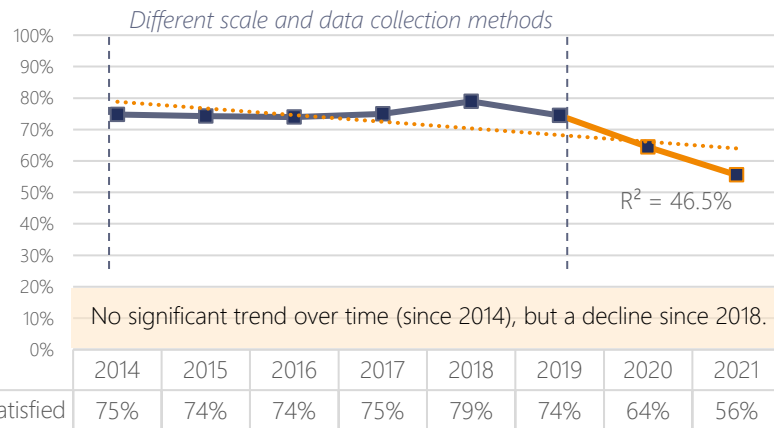


# SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

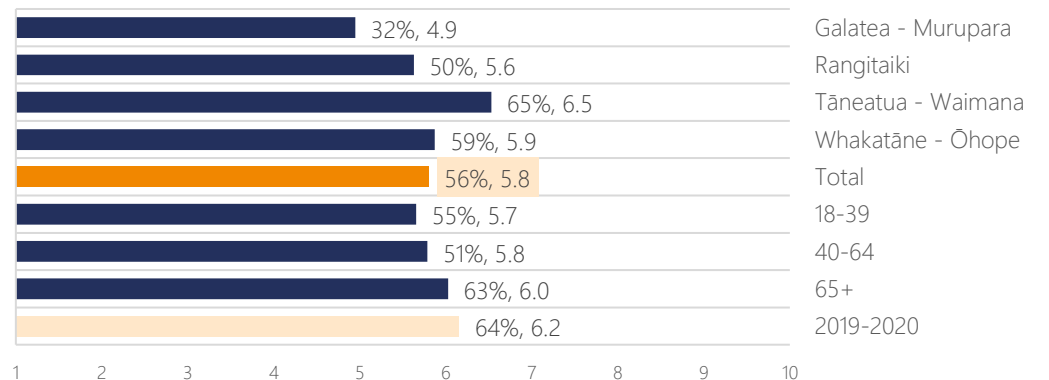
## Footpaths



- Over half (56%) of residents who provided a rating were satisfied with footpaths in the District in 2021 (average rating 5.8 out of 10). This has decreased over recent years, from 64% in 2020 and 74% in 2019.
- Galatea-Murupara residents were again significantly less satisfied (32%, average 4.9) with footpaths. Satisfaction was highest in Tāneatua - Waimana (65%, average 6.5).
- Ratings for footpaths continued to make a significant contribution to overall satisfaction with Council's performance.
- In addition, footpaths were one of the top suggested priorities for more Council spending, for 40% of residents (43% in Whakatāne-Ōhope).

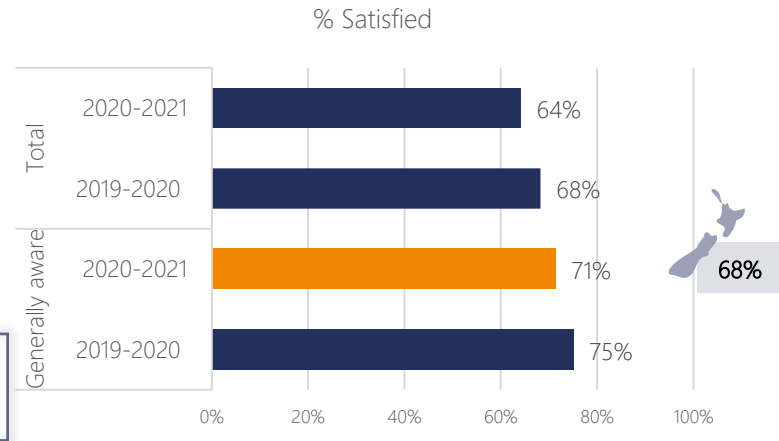
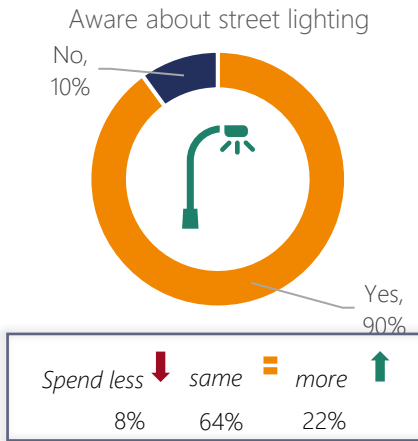
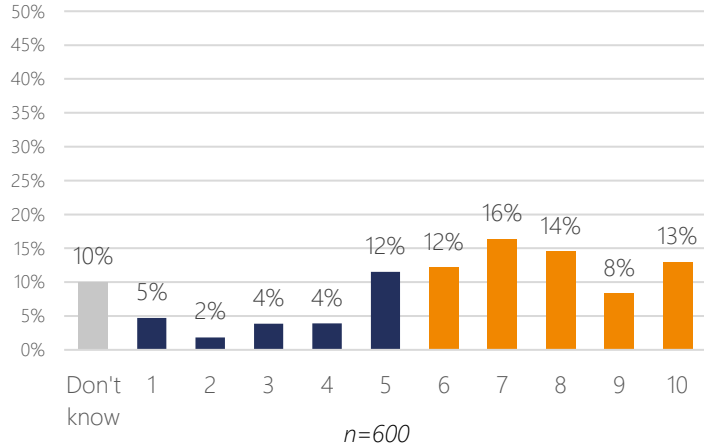


Overall satisfaction by ward and age (% satisfied and average score)

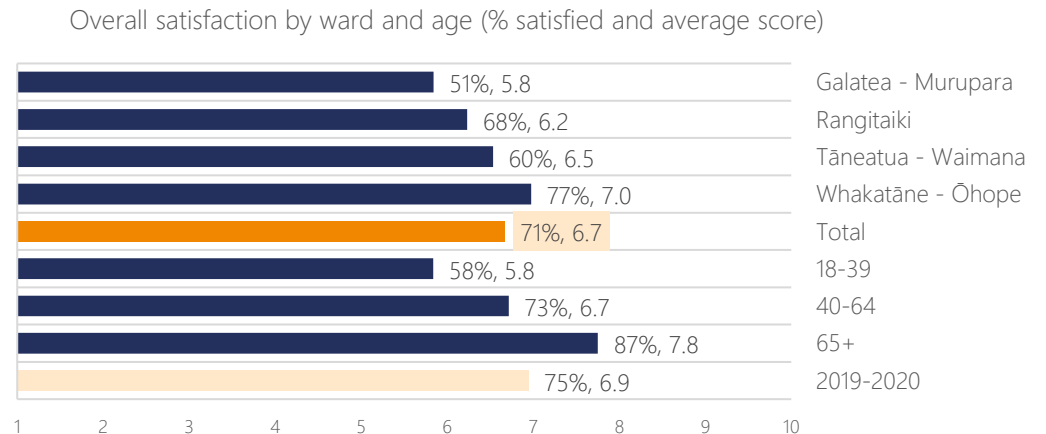
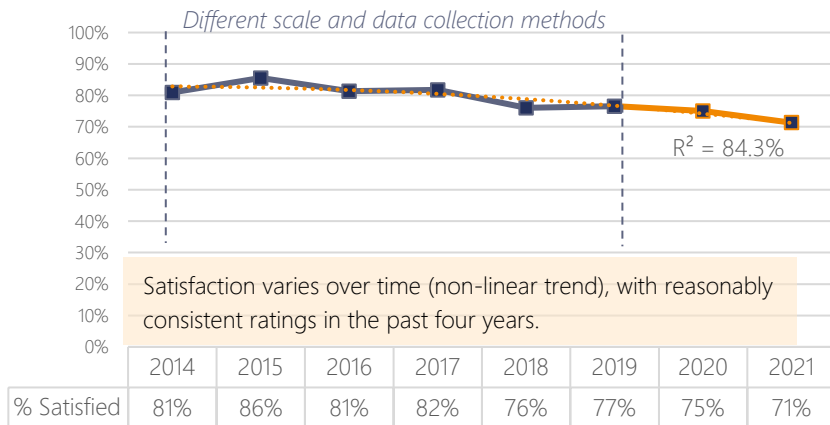


# SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

## Street lighting



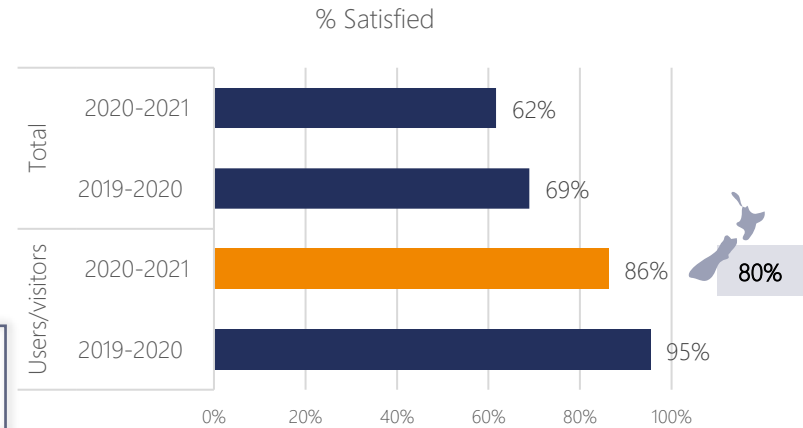
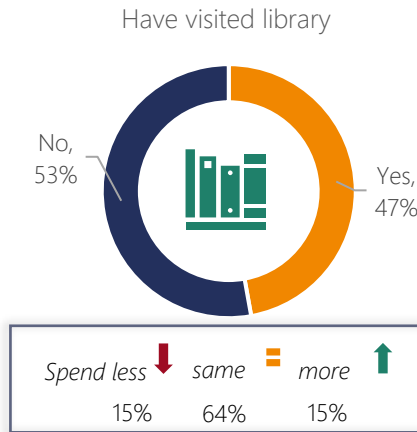
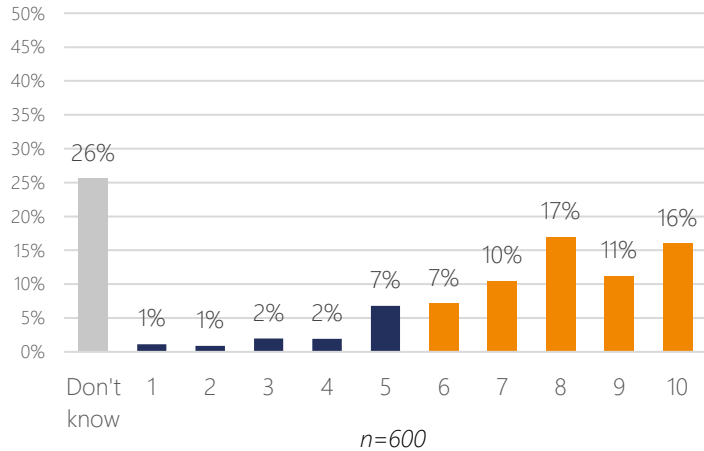
- Satisfaction with street lighting remained reasonably high, with 71% of residents who provided a rating satisfied with this (6.7 average rating). This was similar to 75% in 2020 (6.9 average rating).
- Differences were apparent across wards, with fewer satisfied residents in Galatea - Murupara (51%) or Tāneatua - Waimana (60%), and higher satisfaction in Whakatāne - Ōhope (77%).
- Satisfaction with lighting also increased with age, being lowest among 18-39 year olds (58%) and highest among those aged 65+ (87%).
- Residents in rental accommodation were less satisfied with street lighting overall (6.4 on average).
- Overall, 64% of residents preferred seeing the same Council funds spent on street lighting.



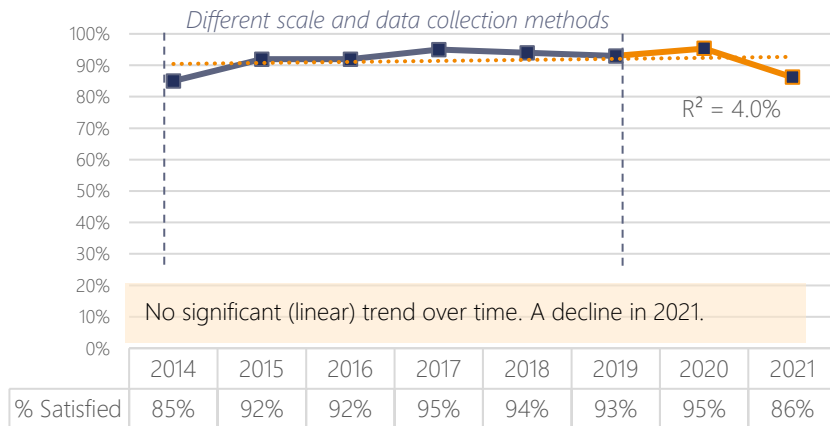


# SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

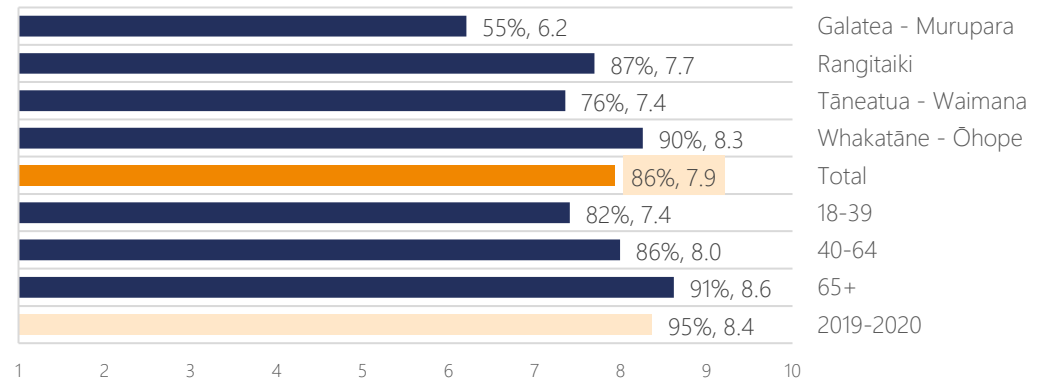
## Libraries in the District



- Under half of residents (47%) reported visiting District libraries (similar to 2020).
- The majority of residents who visited libraries were satisfied with this service in 2021 (86%, average rating 7.9). This was the second-highest service satisfaction score in the current year. However, satisfaction was significantly lower than in 2020 (95%, average rating 8.4).
- Satisfaction with library services differed by ward in 2021, being higher in Whakatāne - Ōhope (90%) and Rangitaiki (87%), but significantly lower in Galatea - Murupara (55%).
- Overall, 64% of residents preferred seeing the same Council funds spent on public libraries.

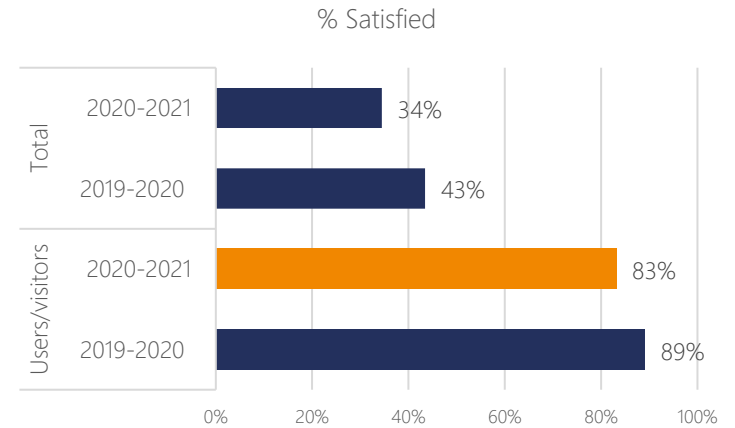
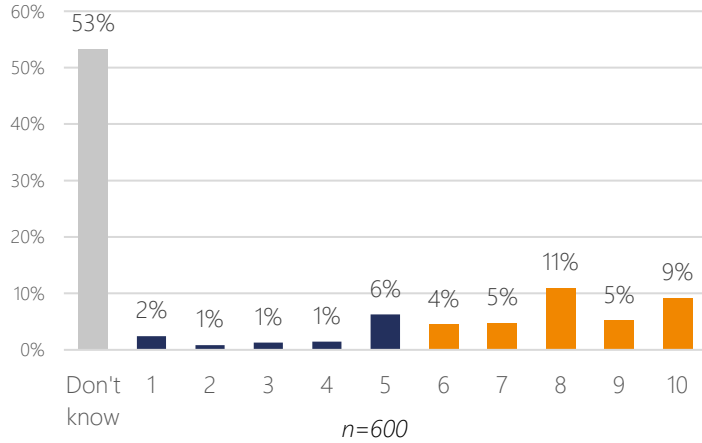


Overall satisfaction by ward and age (% satisfied and average score)

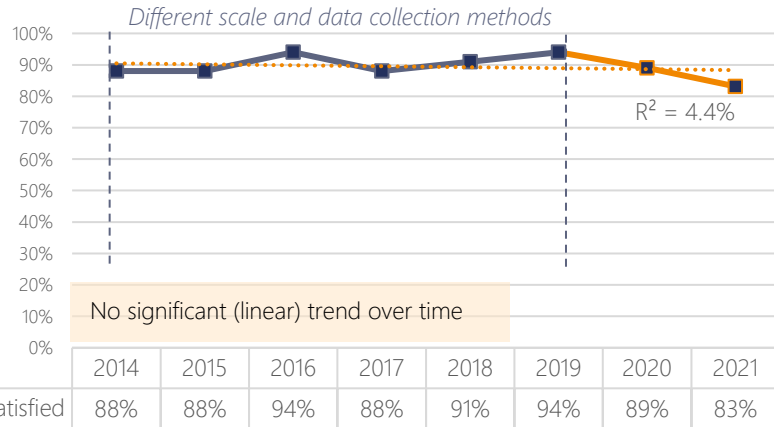


# SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

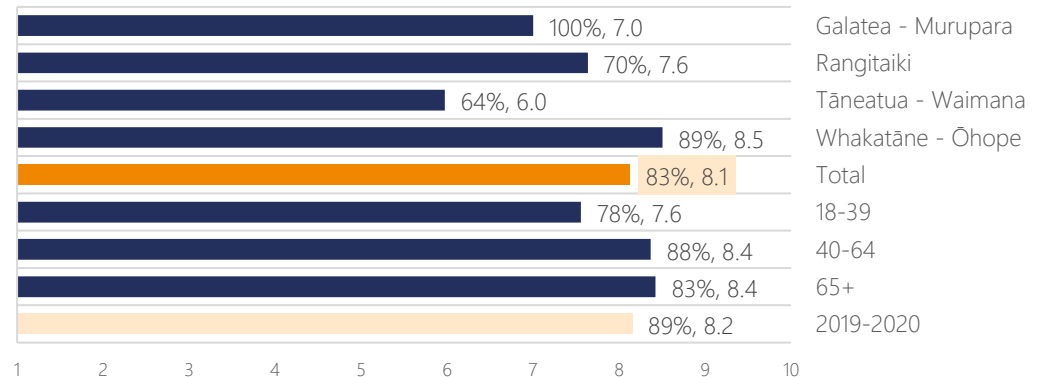
## Whakatāne Exhibition Centre



- Half (53%) of residents were unable to comment about the Whakatāne Exhibition Centre (e.g. 'Don't know' responses).
- Consistent with this low level of knowledge, just 1-in-5 residents (22%) in 2021 reported visiting this facility (compared to 26% in 2020).
- Of those residents who had visited the Whakatāne Exhibition Centre, the majority (83%) were satisfied (rated 8.1 on average). This result was similar to 2020 (89%, average 8.2).
- There were no significant differences between wards or residents' demographic groups.

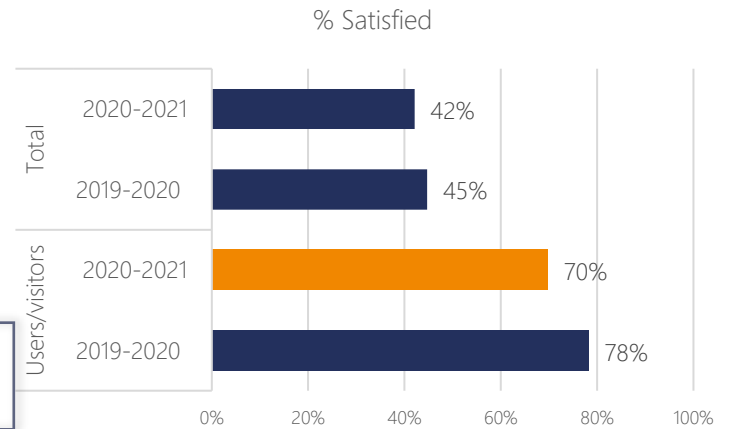
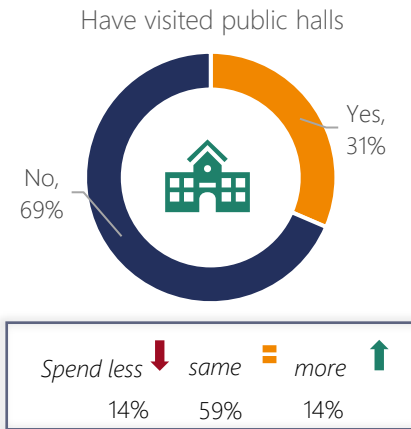
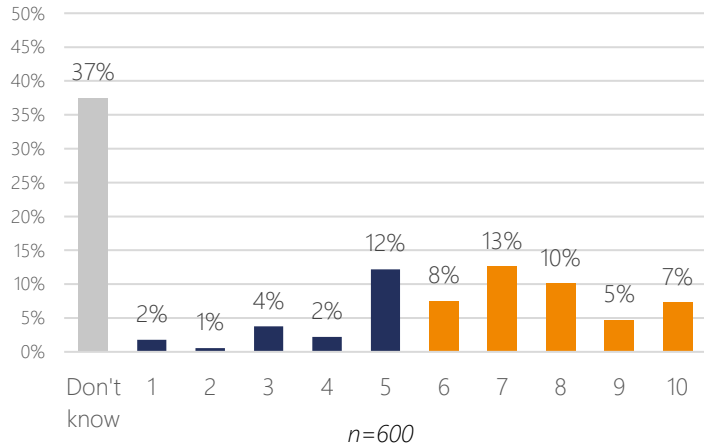


Overall satisfaction by ward and age (% satisfied and average score)

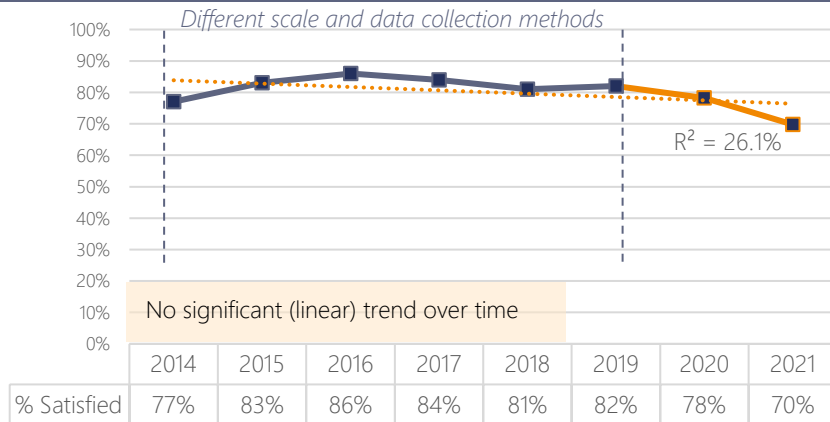


# SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

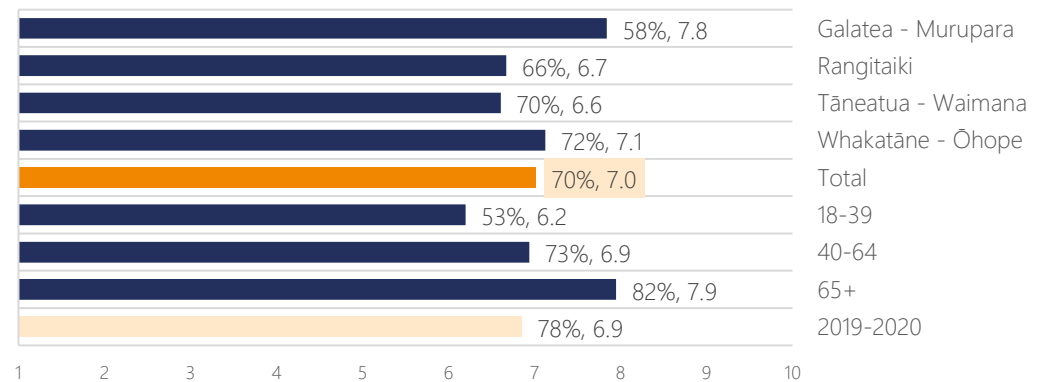
## Public halls



- As with the Whakatāne Exhibition Centre, many residents could not rate public halls in the district; just 31% reported visiting a hall in the District (36% in 2020, and 64% in 2019).
- Usage of and visits to these facilities may have been affected to some degree by COVID-19 and related restrictions or hesitancy. Nevertheless, most residents (70%) who had visited public halls were satisfied with these facilities (rated 7.0 on average, similar to 2020).
- Satisfaction with public halls in 2021 tended to decrease with income, being higher for those earning \$50,000 or less (8.3 on average) and lower for those earning more than \$100,000 (6.8 on average).
- Overall, 59% of residents preferred seeing the same Council funds spent on public halls.

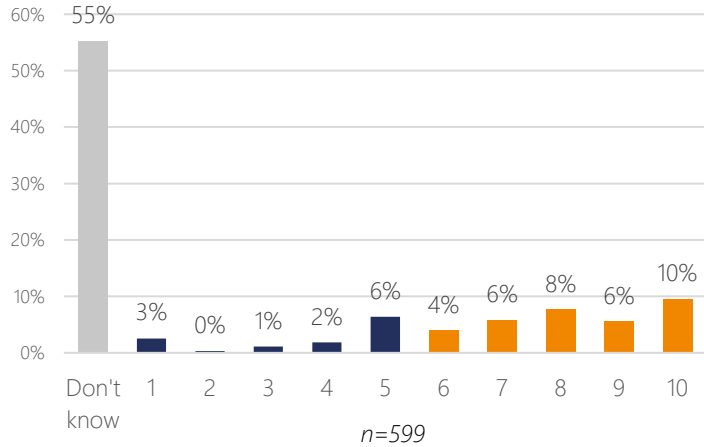


Overall satisfaction by ward and age (% satisfied and average score)

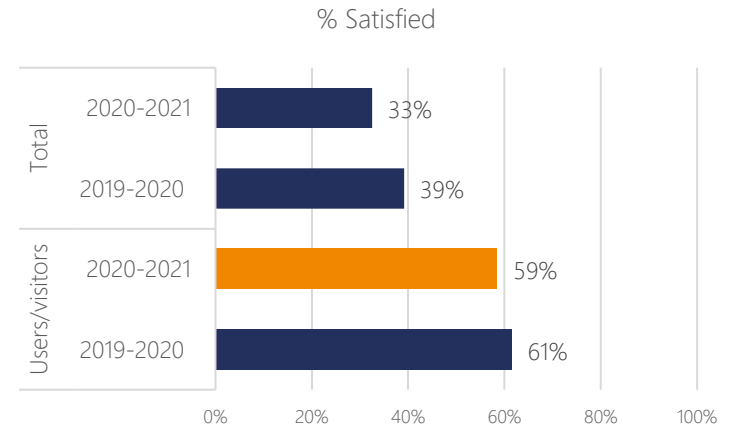


# SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

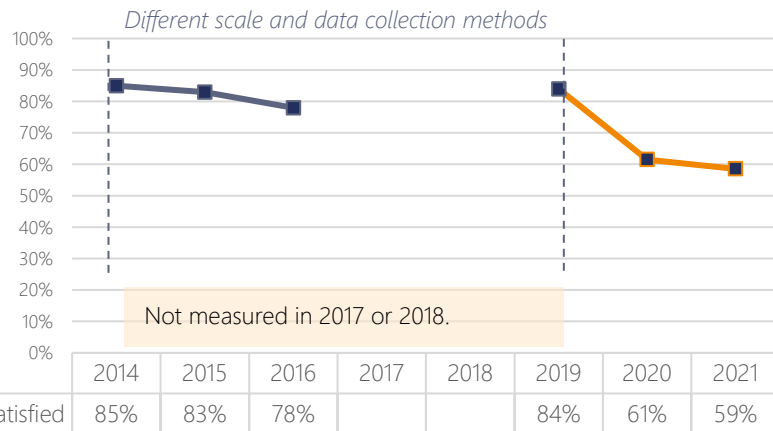
## Whakatāne Museum and Research Centre



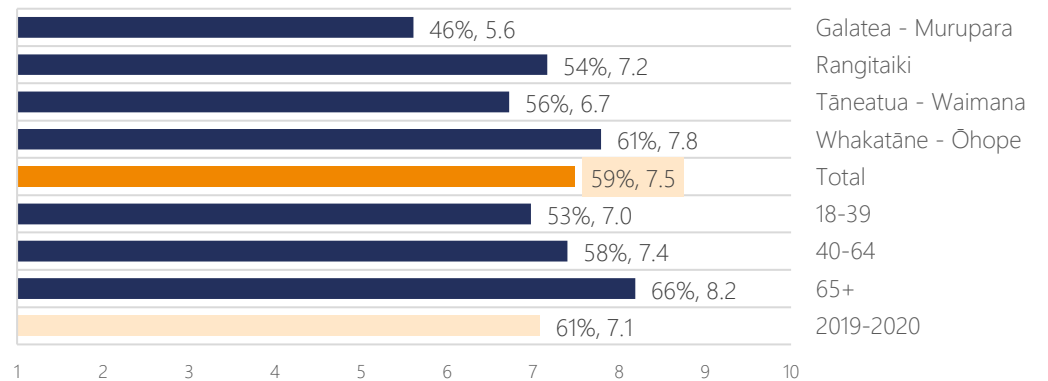
Have visited Museum and Research Centre



- Only 1-in-6 residents (16%) reported visiting the Whakatāne Museum and Research Centre (similar to 17% in 2020), and this was reflected in low levels of knowledge (55% provided 'Don't know' ratings).
- Overall, 3-in-5 visitors (59%) were satisfied with this facility (61% in 2020); however, due to the lower subsample of visitors, a greater margin of error should be taken into account.
- There were no significant differences between wards or residents' demographic groups.

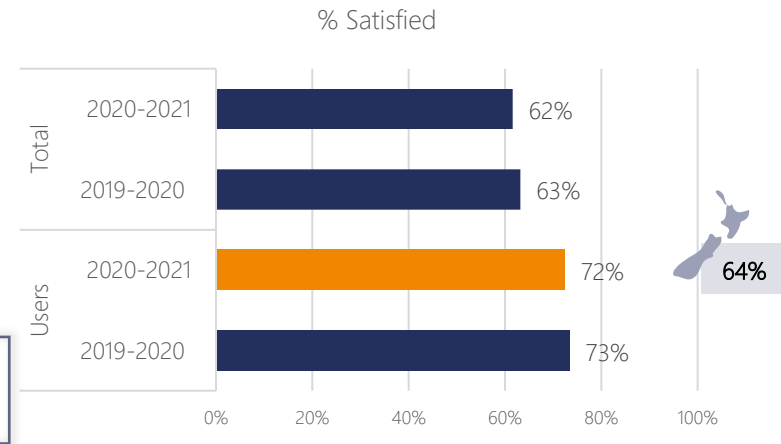
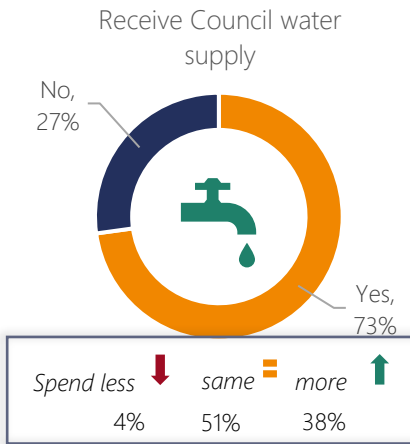
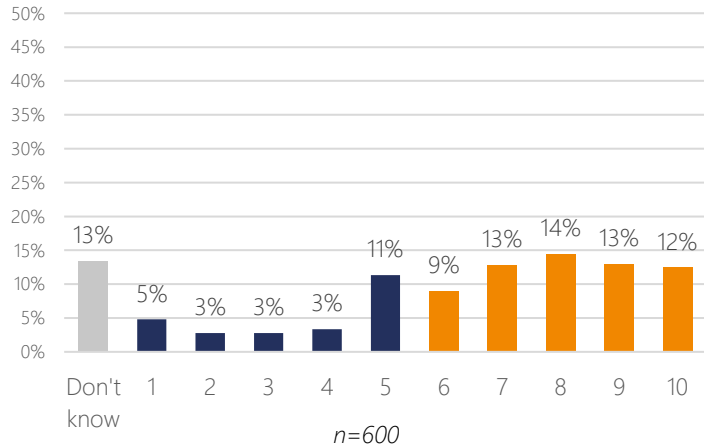


Overall satisfaction by ward and age (% satisfied and average score)

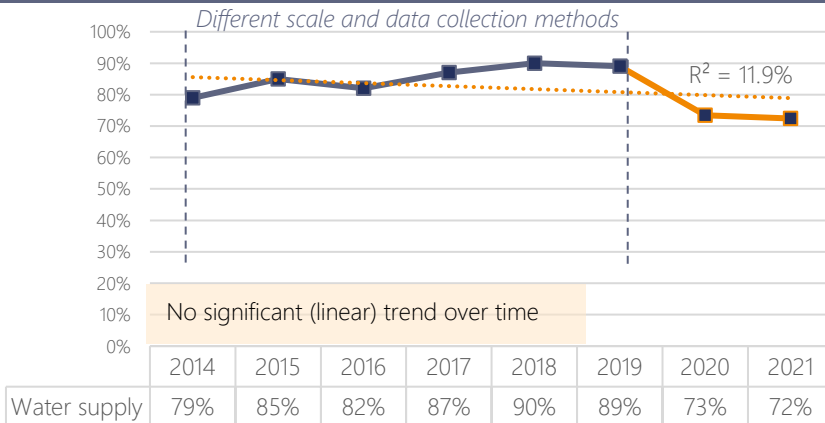


# SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

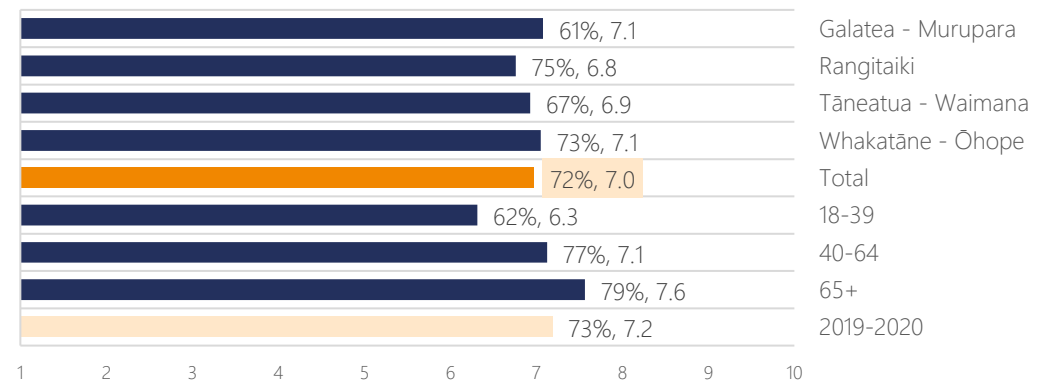
## Water supply



- In 2021, 3-in-4 residents (73%) reported being connected to Council's water supply (similar to 78% in 2020).
- This was identified as one of the top service areas influencing overall satisfaction in 2021.
- Of those residents on Council's water provision, 72% were satisfied with the supply overall (7.0 average rating). This result was consistent with 2020 generally (73%).
- Longer-term residents (living in the district for 10 years or more) were less satisfied with water provision.
- Water supply was the 6<sup>th</sup> Council spending priority; 38% stated they would like to see more Council funds in this area.

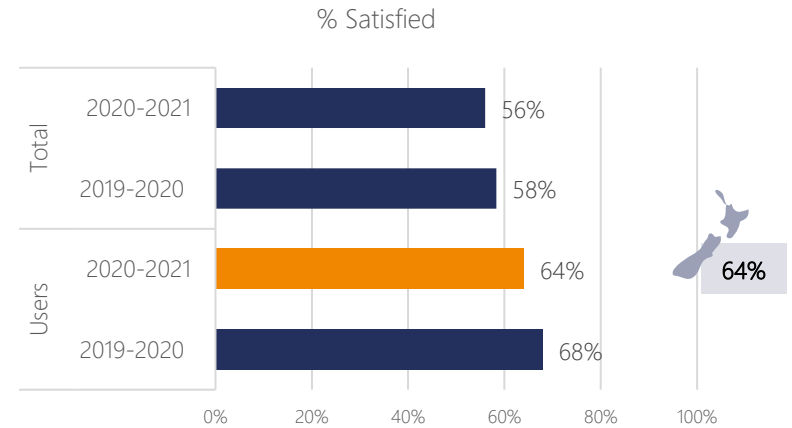
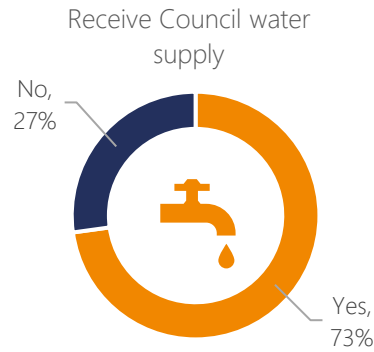
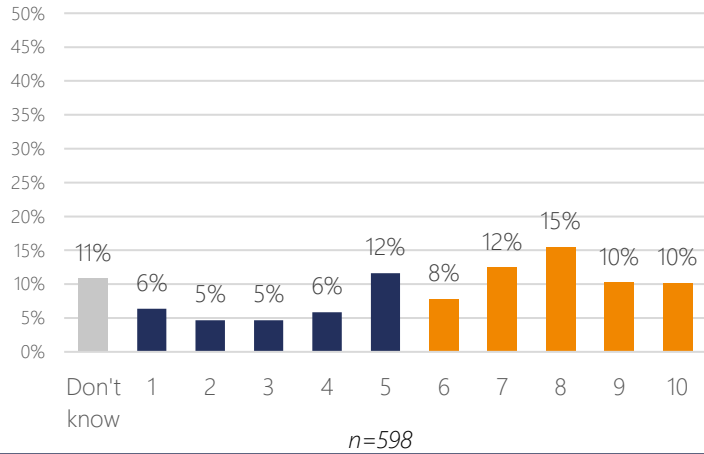


Overall satisfaction by ward and age (% satisfied and average score)

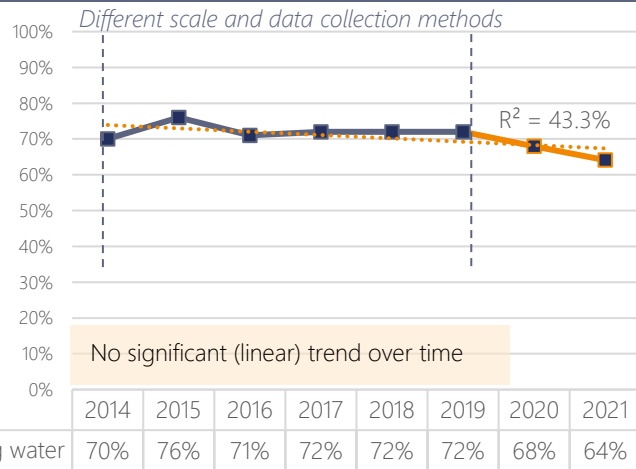


# SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

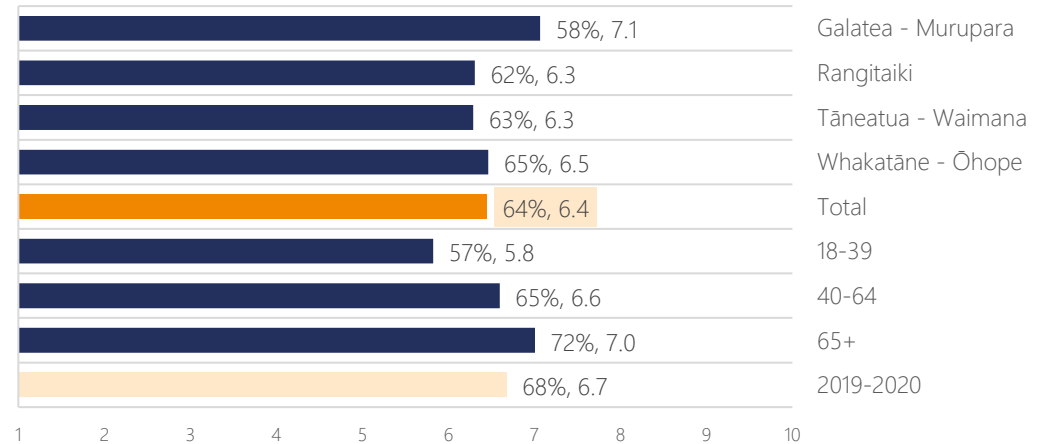
## Quality of drinking water



- 64% of residents on Council's water supply were satisfied with quality of their drinking water (6.4 average rating), similar to 2020.
- Younger residents (aged 18-39) tended to be less satisfied with both the water supply generally, and quality of drinking water.

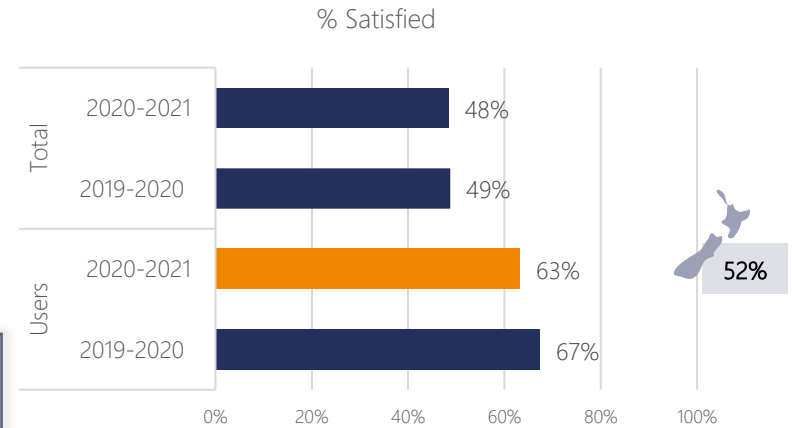
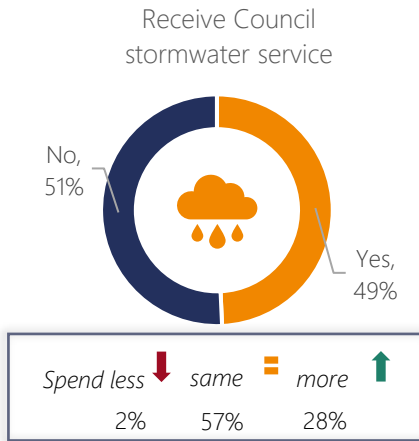
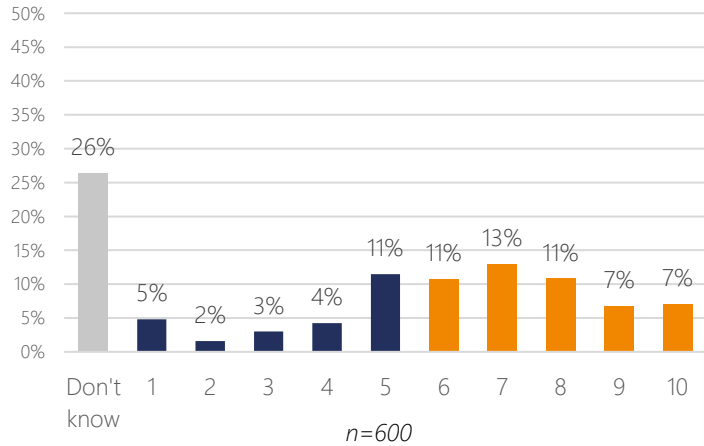


### Overall satisfaction by ward and age (% satisfied and average score)



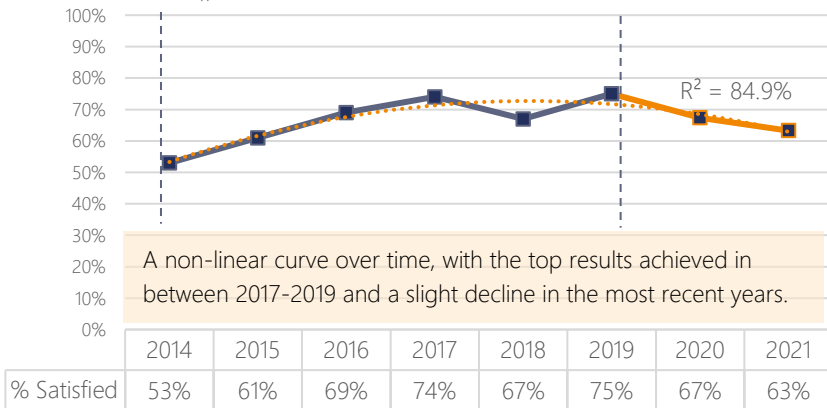
# SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

## Stormwater service

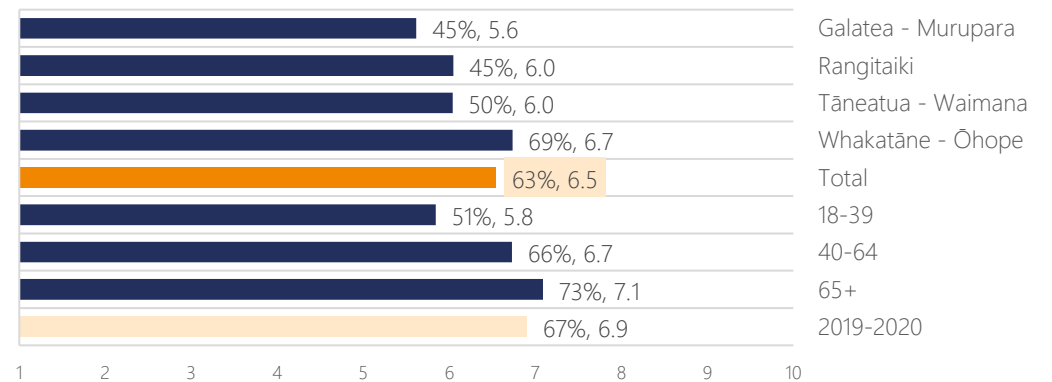


- In 2021, half (49%) of surveyed residents were aware of being on Council's stormwater service network (slightly lower than 57% in 2020).
- Of these residents, 3-in-5 (63%) were satisfied with this service (6.5 average rating); slightly lower than 67% in 2020 (6.9 average) and the peak of 75% in 2019, but consistent with earlier measures.
- Satisfaction with this service differed by age, with 18-39 year olds (51%) less satisfied than those aged 65+ (73%).
- No significant differences were recorded by ward.
- Overall, 57% of residents preferred seeing the same Council funds spent on stormwater.

Different scale and data collection methods

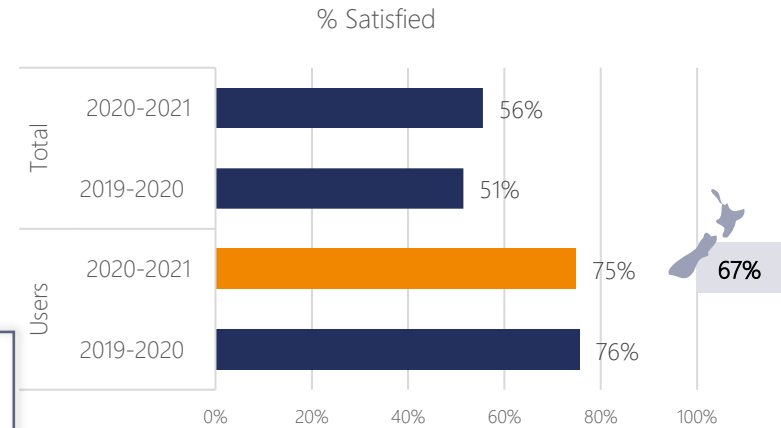
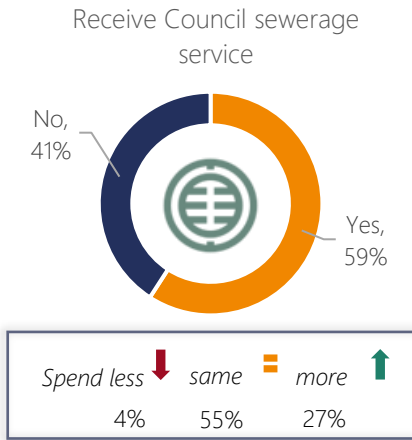
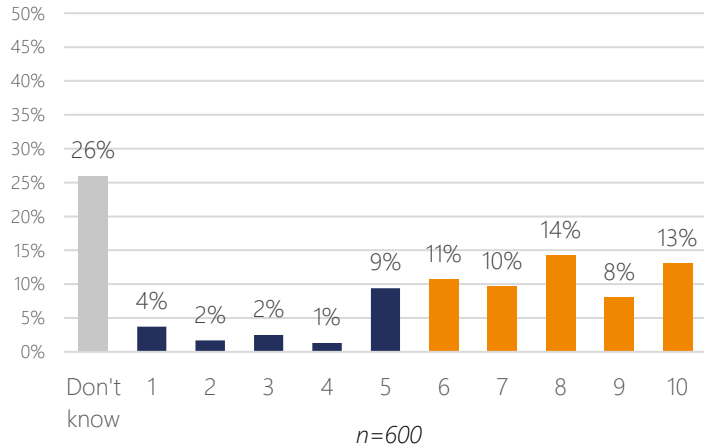


Overall satisfaction by ward and age (% satisfied and average score)

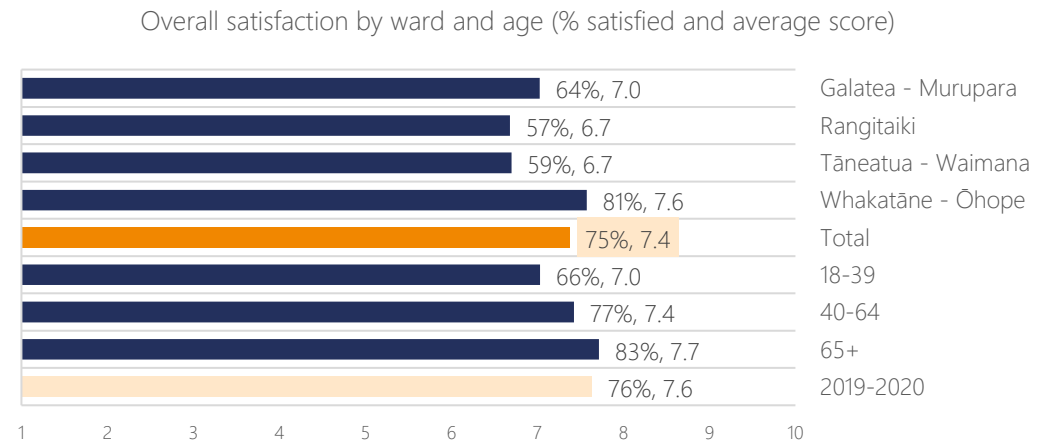
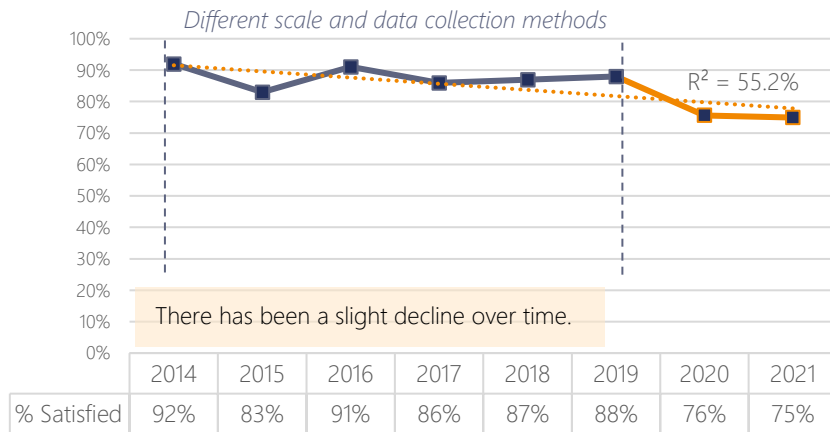


# SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

## Sewerage system



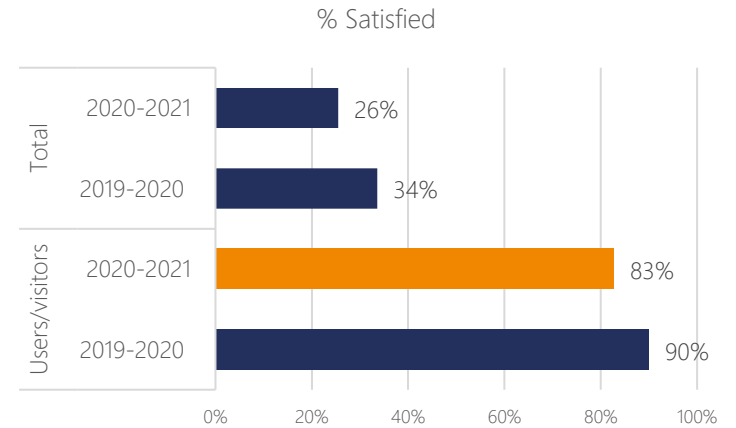
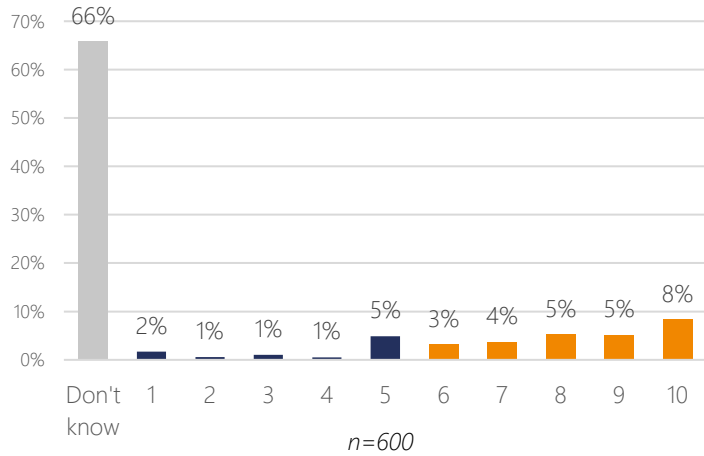
- Similar to stormwater, around 3-in-5 (59%) of surveyed residents reported being connected to Council sewerage services in 2021 (56% in 2020).
- 3-in-4 (75%) of these residents were satisfied with the sewerage system (average rating 7.4) (similar to 76% in 2020, but slightly down over time).
- Differences across wards were noted. Fewer residents in Rangitaiki (57%) and Tāneatua-Waimana (59%) were satisfied, compared to those in Whakatāne - Ōhope (81%).
- Overall, 55% of residents preferred seeing the same Council funds spent on the sewerage system.





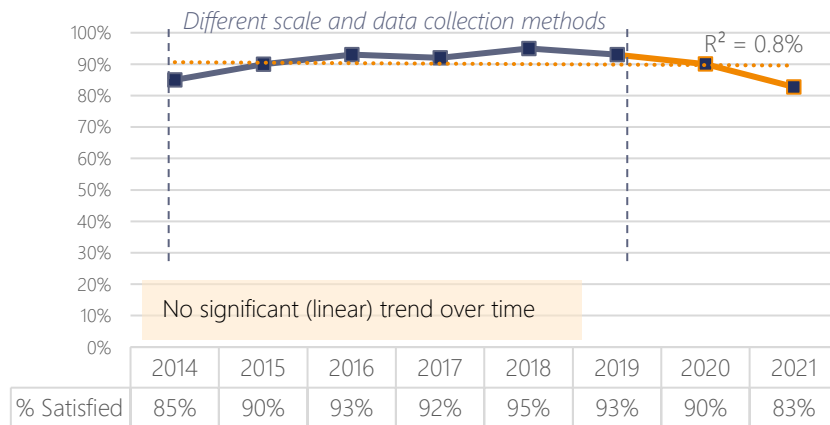
# SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

## Whakatāne crematorium facility

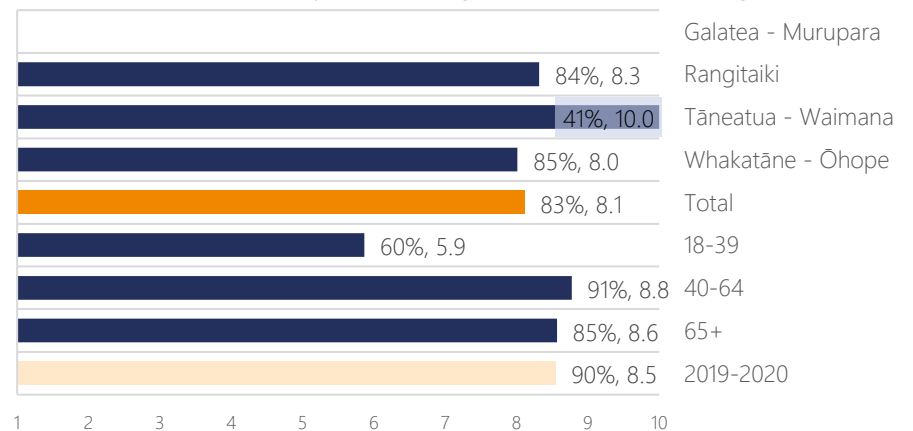


- Two-thirds (66%) of residents were unfamiliar with the Whakatāne crematorium facility in 2021 (61% in 2020).
- Visitation remained very low; only 8% of residents reported visiting the crematorium (14% in 2020). However, satisfaction with the facility was very high among visitors (83%, average rating 8.1), similar to 2020 (90%, average rating 8.5).

- Due to the low sample of visitors to this facility, there were no significant differences between wards or residents' demographic groups.

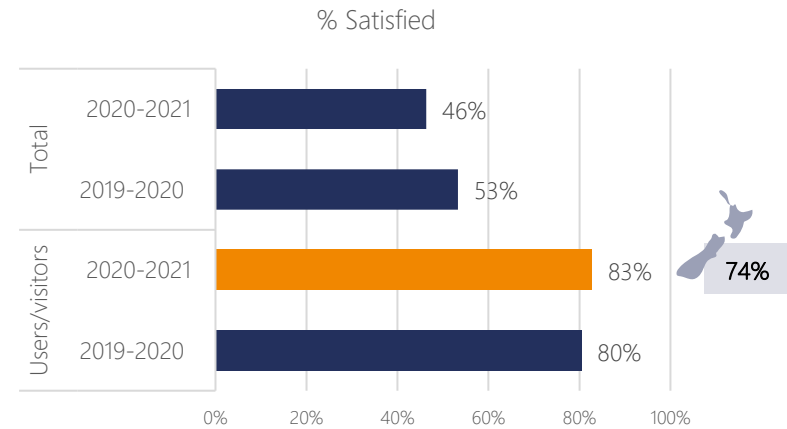
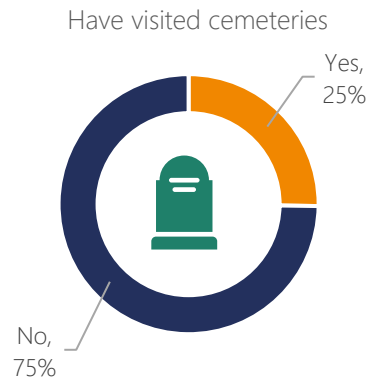
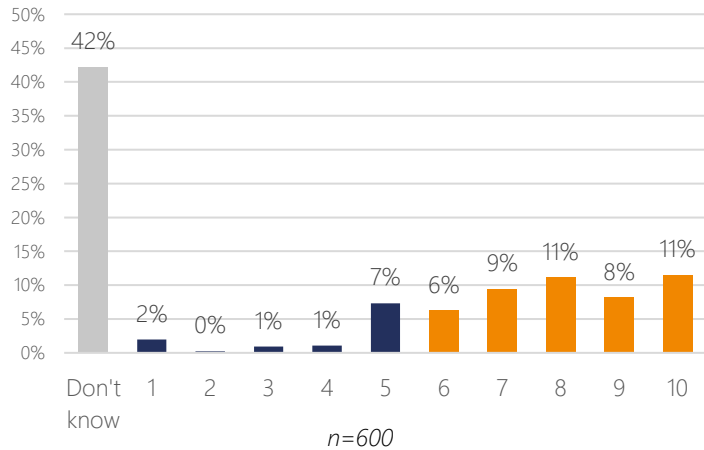


### Overall satisfaction by ward and age (% satisfied and average score)

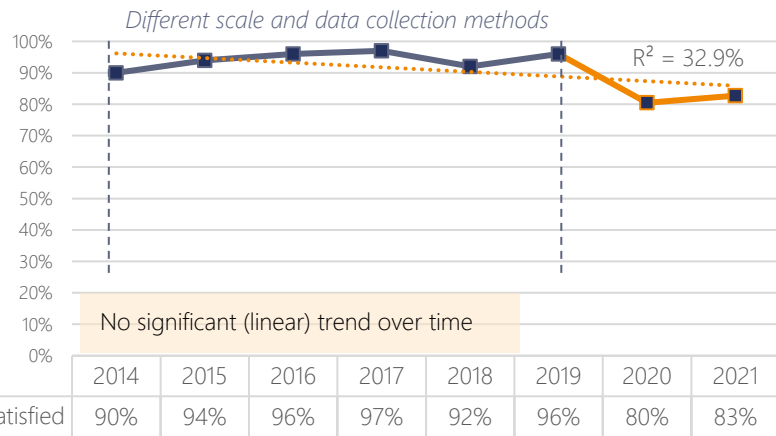


# SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

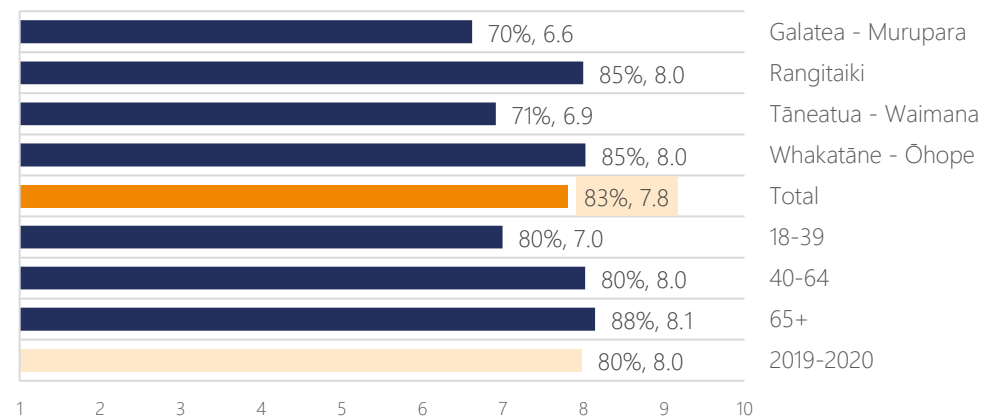
## Cemeteries overall



- In 2021, one-quarter of residents (25%) reported visiting a cemetery in the District (33% in 2020).
- 83% of these residents were satisfied with cemeteries overall (up slightly from 80% in 2020, but still lower compared to 96% in 2019).
- Again, due to the low visitor sample, there were no significant differences measured between wards or other resident groups.

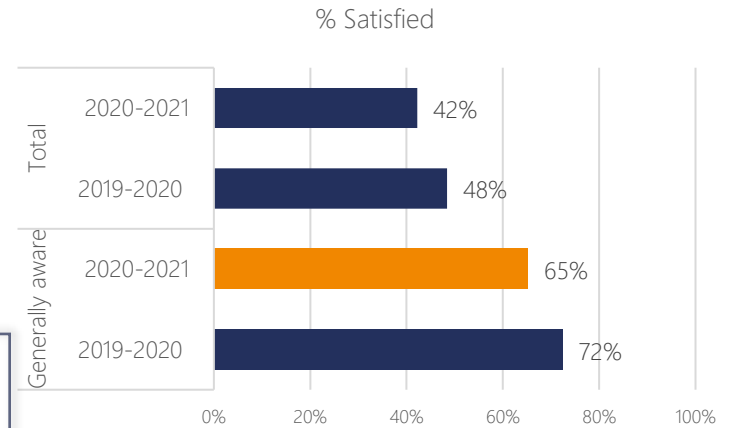
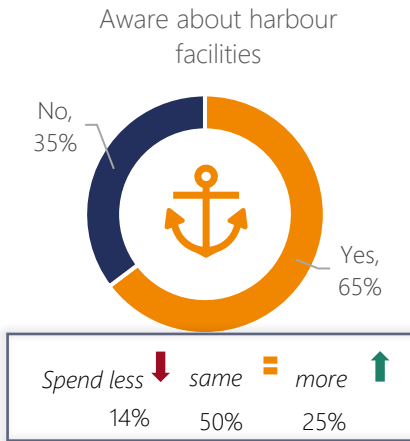
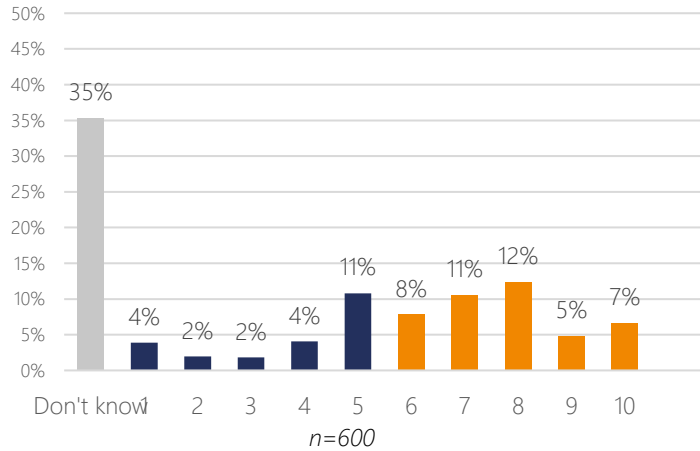


### Overall satisfaction by ward and age (% satisfied and average score)

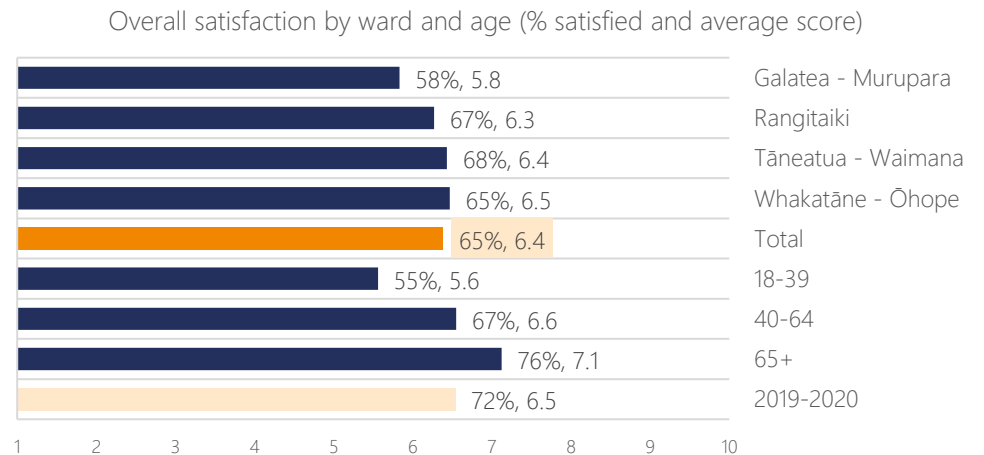
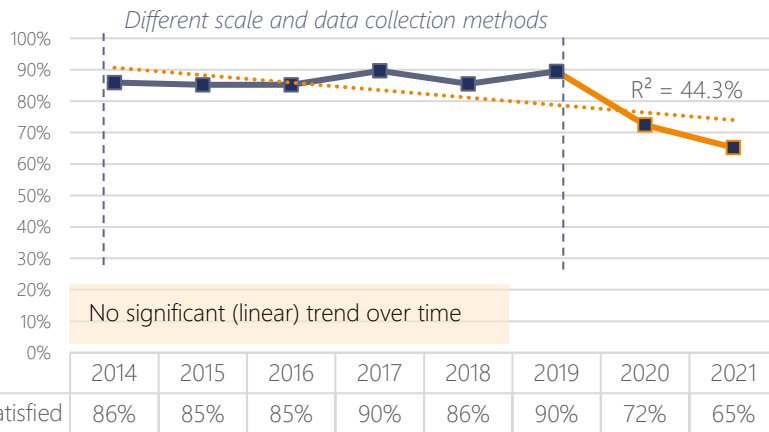


# SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

## Harbour facilities

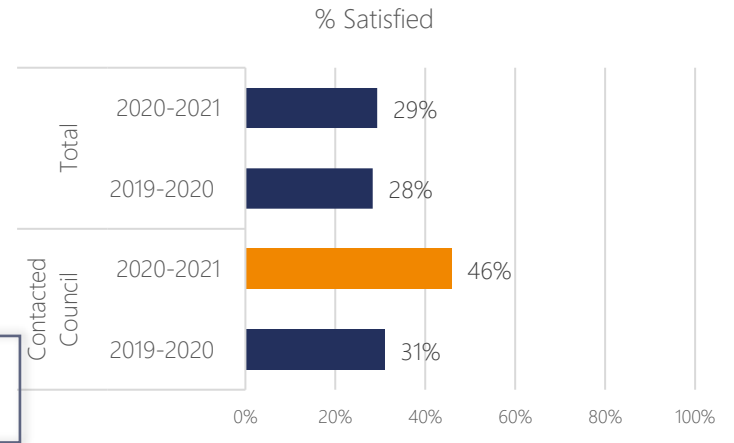
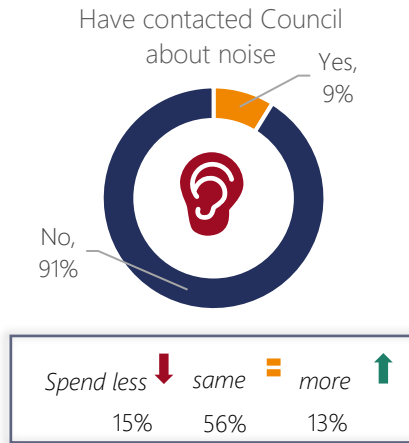
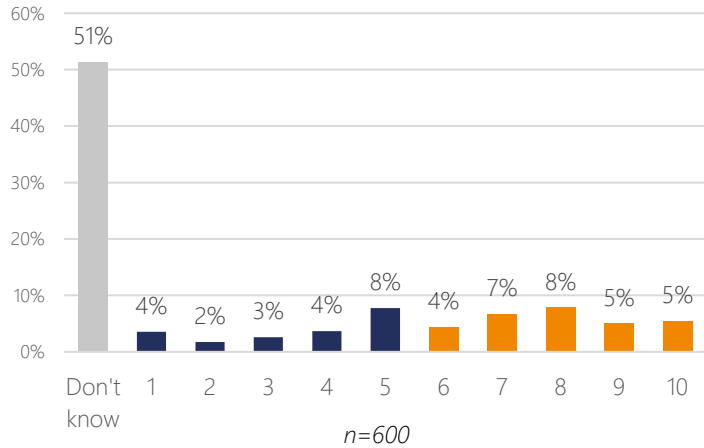


- In 2021, one-third of residents were unsure about harbour facilities in the District, with only 65% providing a rating (similar to 2020).
- Two-thirds (65%) of residents who were generally aware of harbour facilities were satisfied (lower than 72% in 2020 but similar to average rating).
- There were no significant differences between resident groups in 2021.
- Overall, 50% of residents preferred seeing the same Council funds spent on harbour facilities.

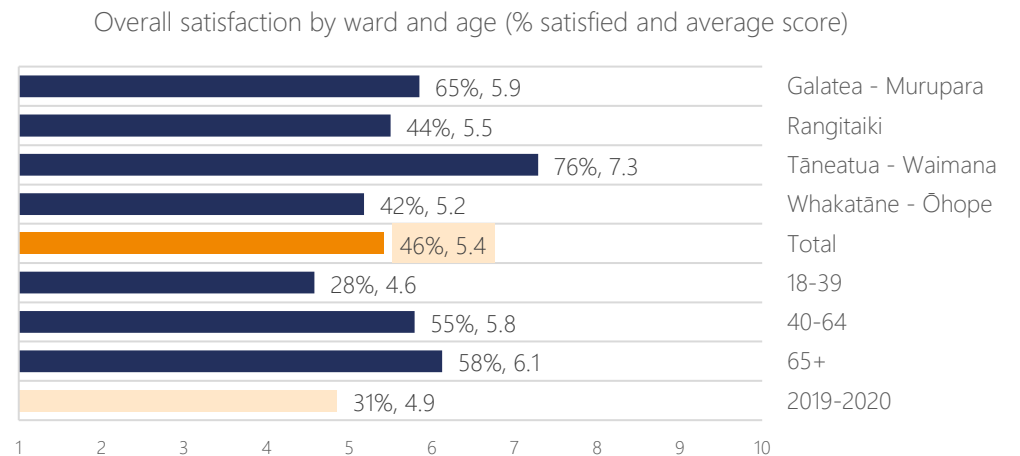
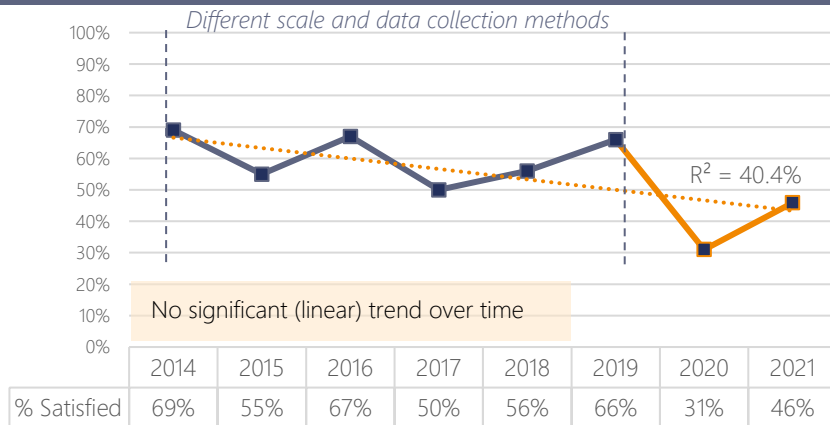


# SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

## Noise control

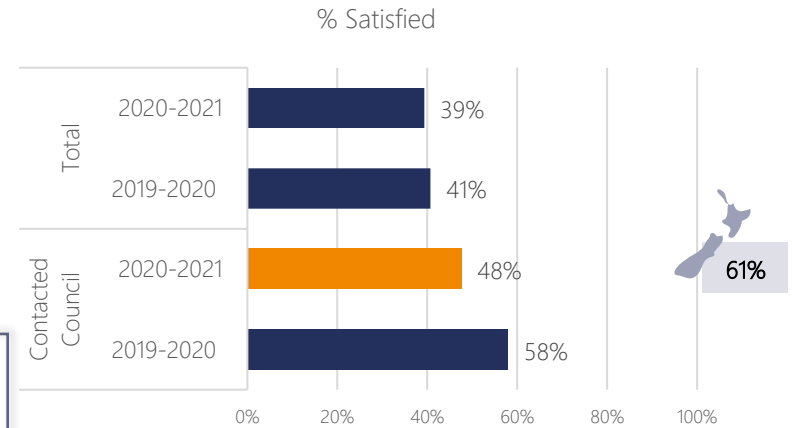
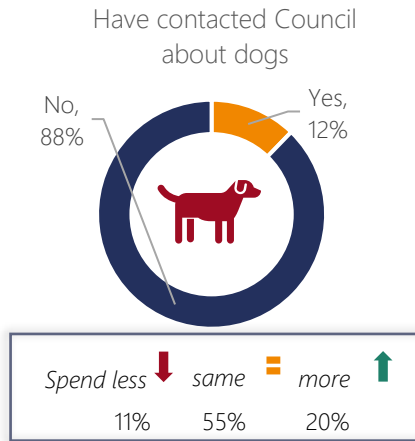
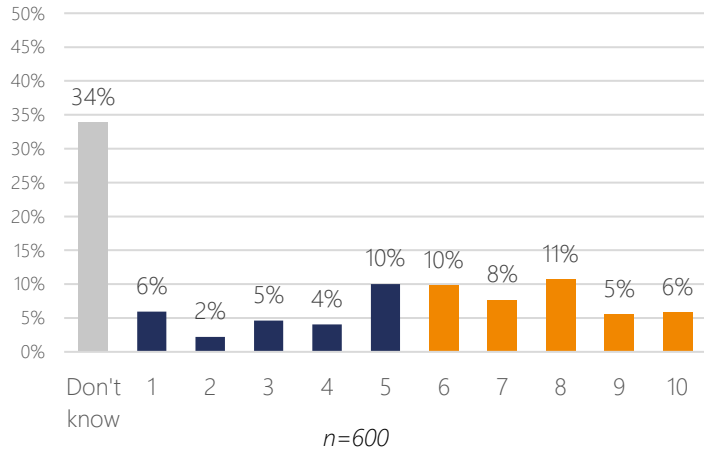


- Historically, the number of residents contacting the Council about noise has been low. In 2021, just 9% of residents reported contacting the Council about noise control (similar to 8% in 2020).
- Satisfaction with noise control services increased in 2021, to 46% (average rating 5.4) compared to 31% in 2020 (average rating 4.9). This remained lower than 66% in 2019; however, low sample sizes and greater margins of error reduce comparability.
- There were no noticeable differences between wards or residents' demographic groups in 2021.
- Overall, 56% of residents preferred seeing the same Council funds spent on noise control.

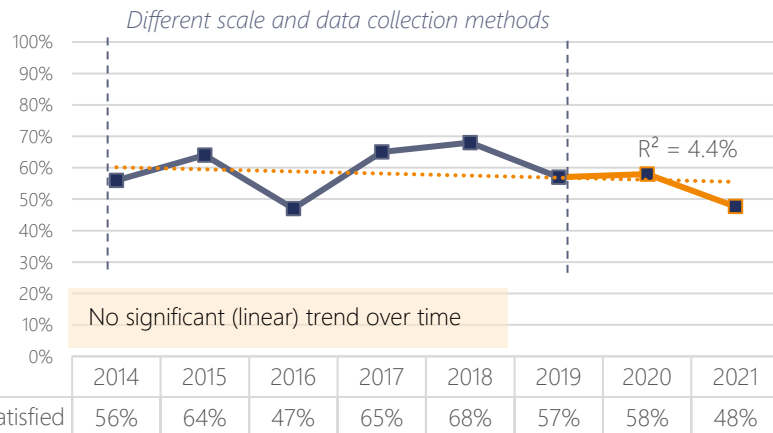


# SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

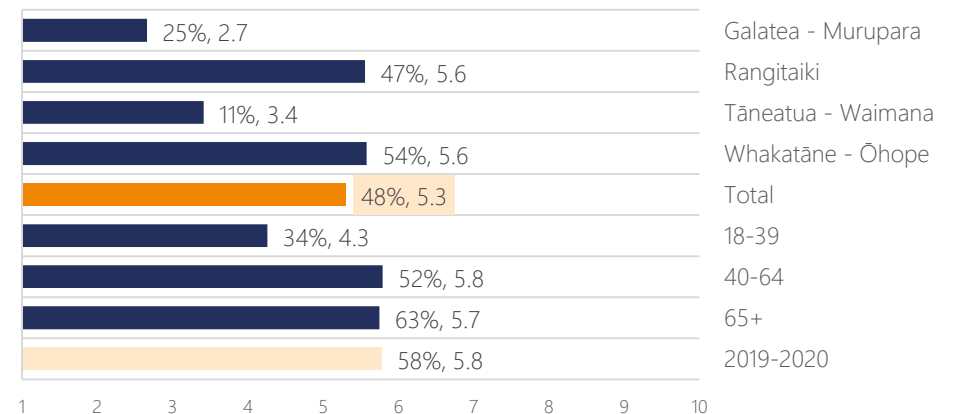
## Dog control



- In 2021, just 1-in-10 residents (12%) reported contacting the Council about dogs (21% reported this in 2020). Fewer residents reported contacting the Council in 2021 Q4.
- Of those residents reporting dog control issues, half (48%) were satisfied with this service (5.3 average rating), compared to 58% in 2019 (5.8 average rating). This was the second-lowest rated service in 2021.
- There were no significant differences between wards or residents' demographic groups, due in part to low subsample sizes.

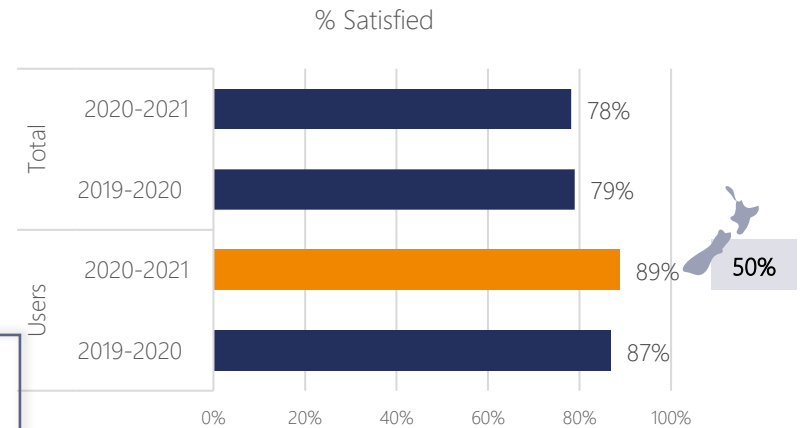
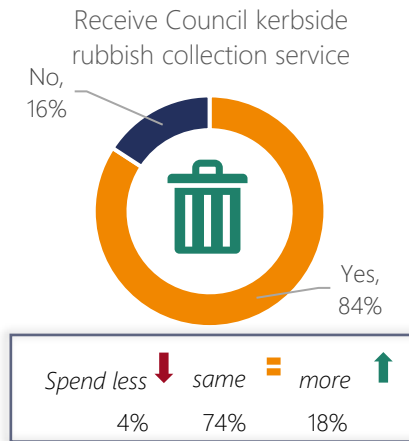
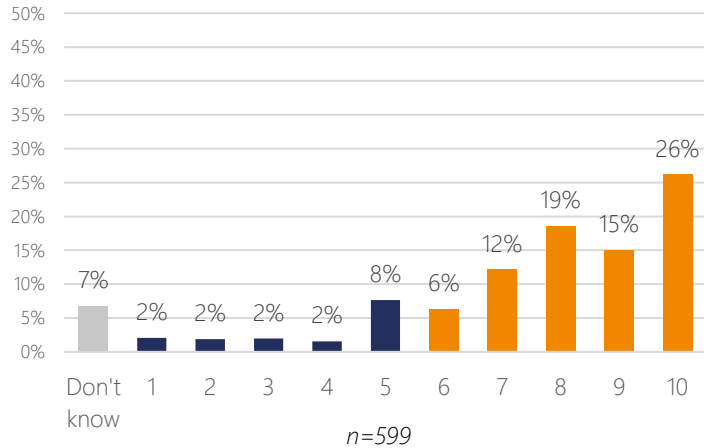


Overall satisfaction by ward and age (% satisfied and average score)

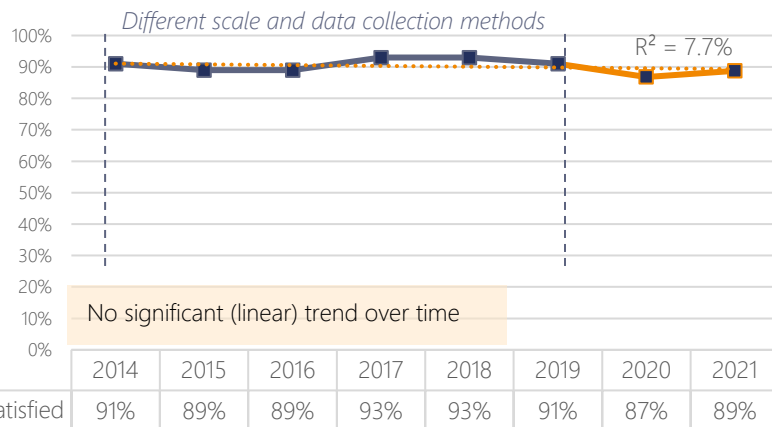


# SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

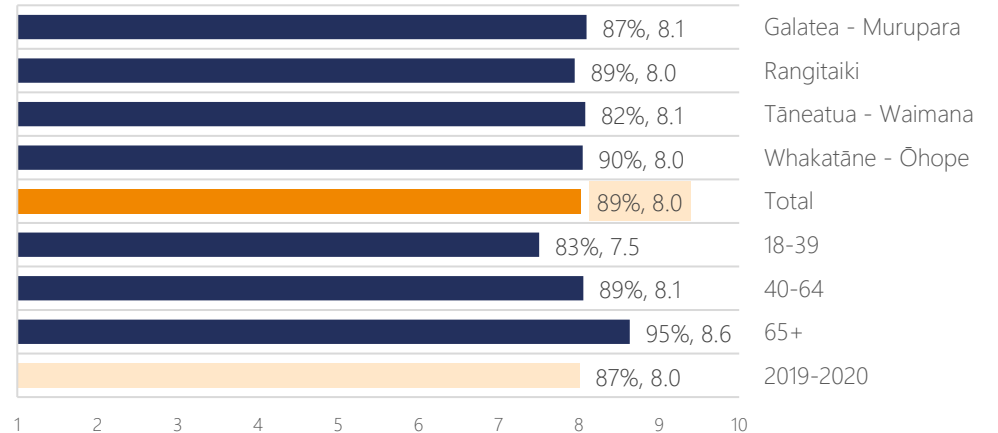
## Kerbside waste collection service



- The majority of surveyed residents (84%) reported regular kerbside waste collection at their property in 2021 (similar to 90% in 2020).
- This was identified as one of the top service areas influencing overall satisfaction in 2021.
- This was the highest-rated service in 2021; 89% of these residents were satisfied with this service (8.0 average rating), similar to 87% in 2020.
- Satisfaction with kerbside waste collection was consistently high; no differences were measured between wards or other resident segments.
- Overall, reflecting their satisfaction with current levels of service, 74% of residents preferred seeing the same Council funds spent on waste collection services.

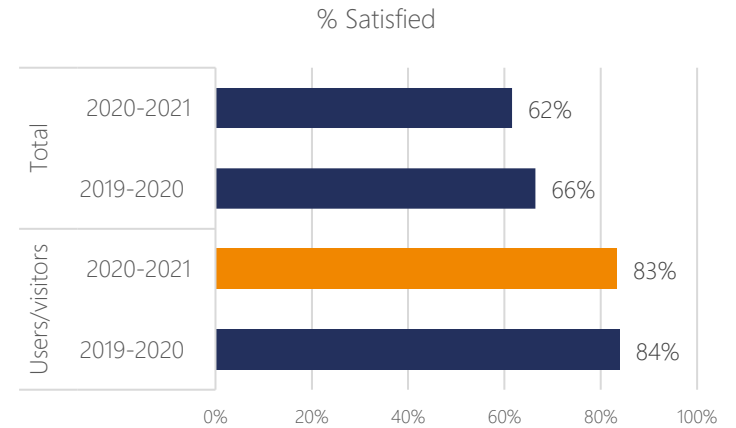
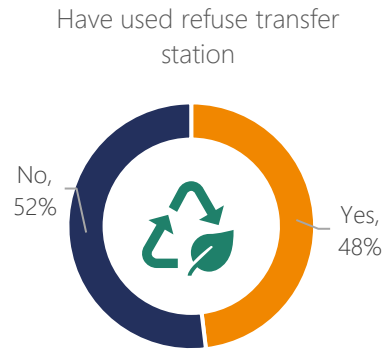
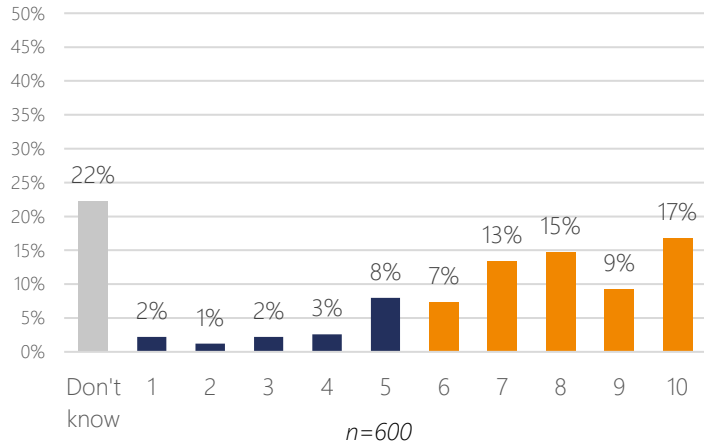


Overall satisfaction by ward and age (% satisfied and average score)

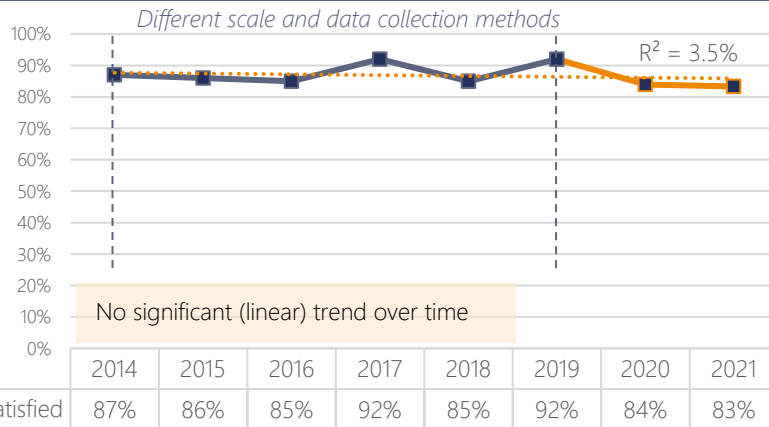


# SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

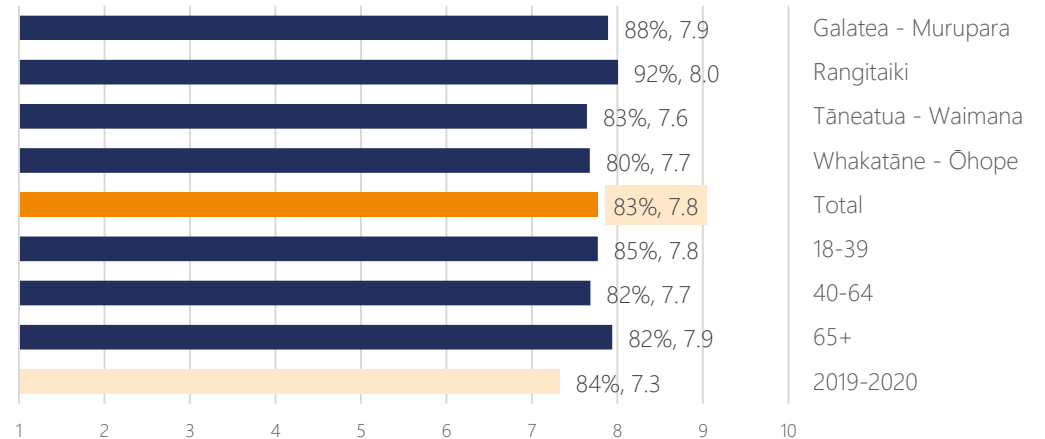
## Refuse transfer station facilities



- In 2021, half (48%) of residents reported using the refuse transfer station facilities in the District throughout the year (61% in 2020 and 70% in 2019).
- However, 83% of residents who had used the facility were satisfied with this (average rating 7.8).
- This was consistent with the 2020 result (84%, average rating 7.3), and with the historical tracking average.
- There were no significant differences between resident segments in 2021.

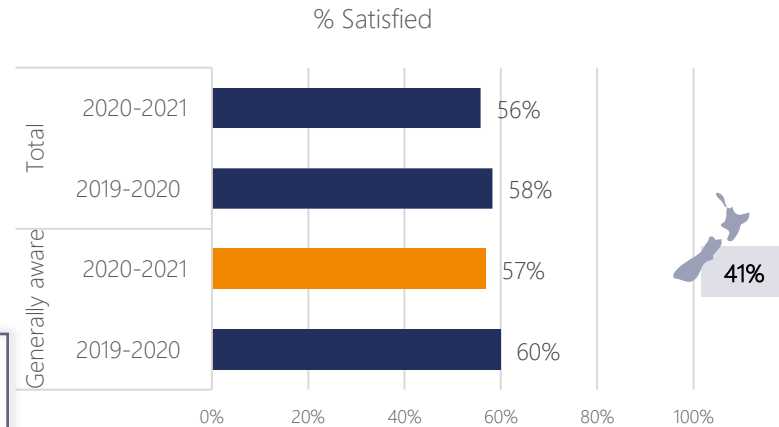
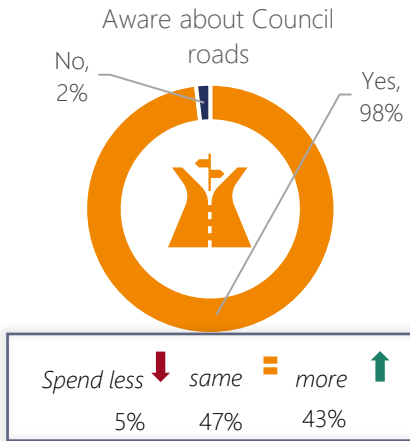
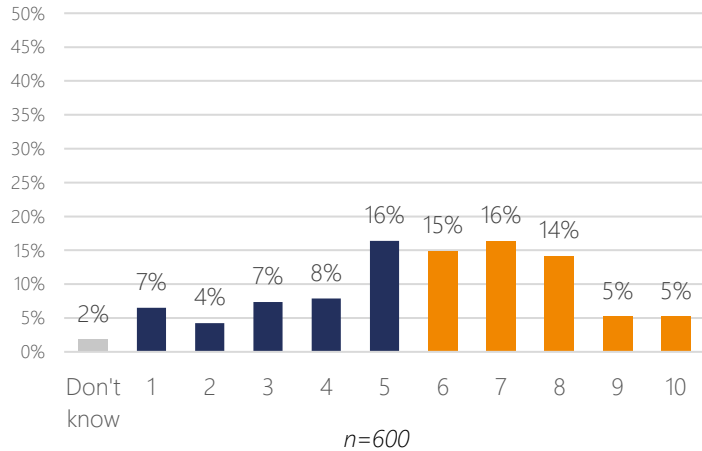


### Overall satisfaction by ward and age (% satisfied and average score)

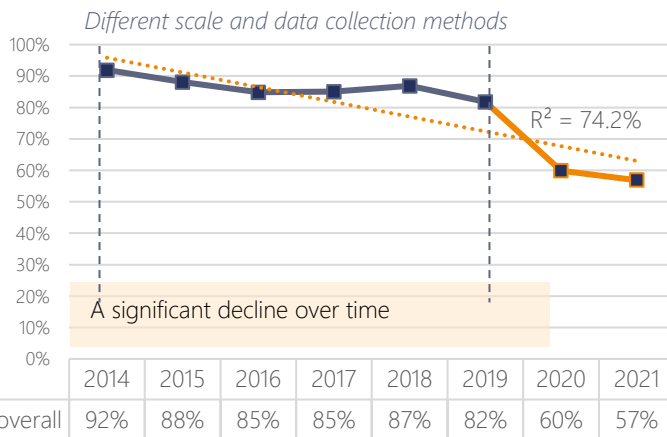


# SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

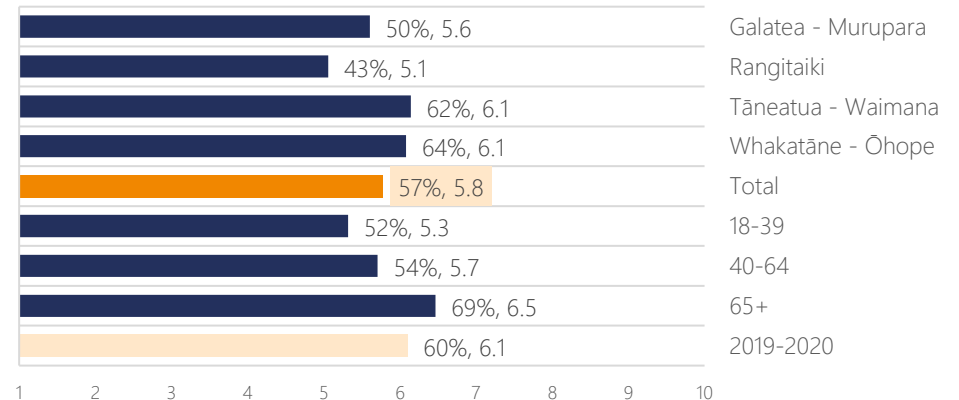
## Council roads overall



- In 2021, satisfaction with both Council roads and safety of these roads were at the same level, with 57% of residents satisfied with these aspects (both with average ratings of 5.8). Satisfaction with roads has declined over time.
- On average, residents in Galatea - Murupara and Rangitaiki wards were less satisfied with both roads and road safety.
- Younger residents (under 65) tended to be less satisfied with roads compared to older (65+) residents.
- Roads generally remained a high spending priority in 2021 (43%), especially for Rangitaiki residents (54%).



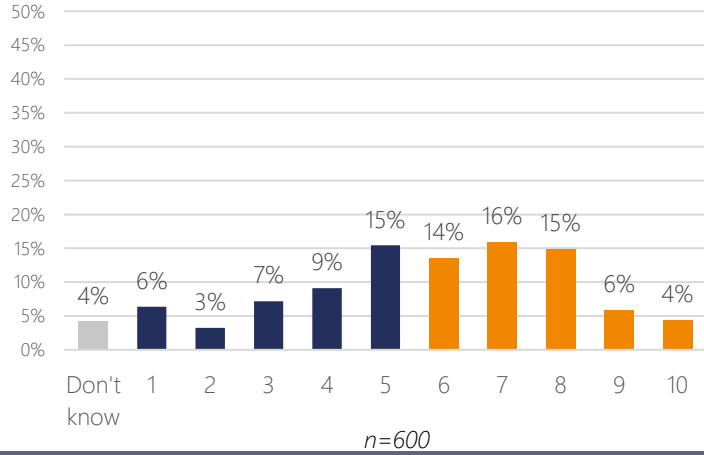
## Overall satisfaction by ward and age (% satisfied and average score)



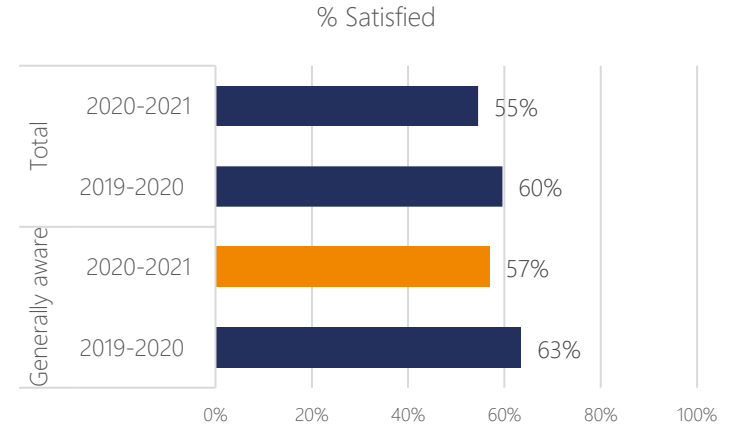
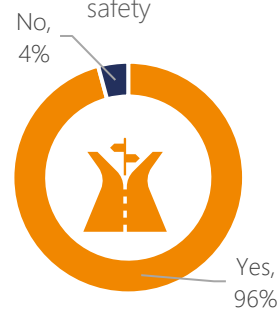


# SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

## Safety of Council roads



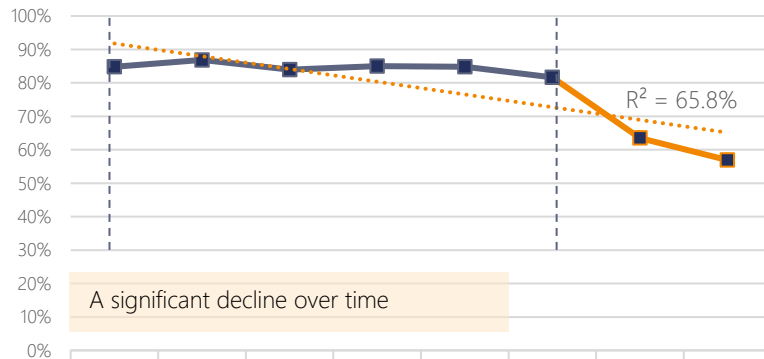
Aware about Council road safety



- Satisfaction with road safety (57%) in 2021 was significantly lower than in 2020 (63%), with an overall decline over time.

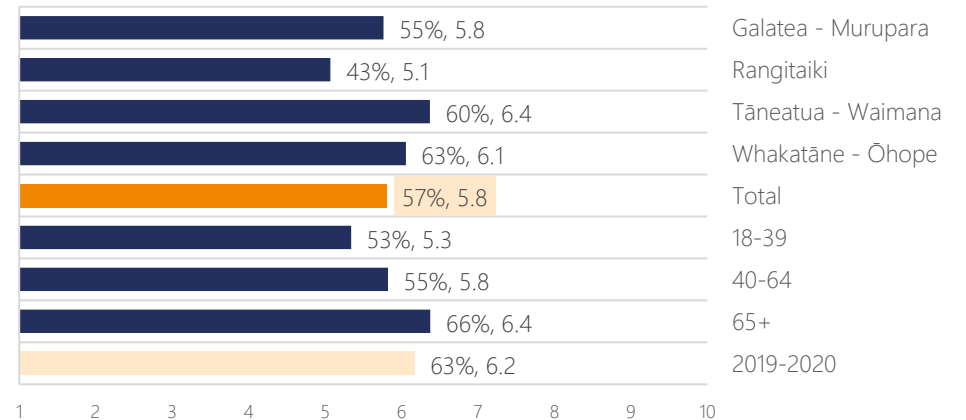
- As with footpaths, safety of roads made a significant contribution to overall satisfaction with Council's performance, and represented greater improvement potential.

Different scale and data collection methods



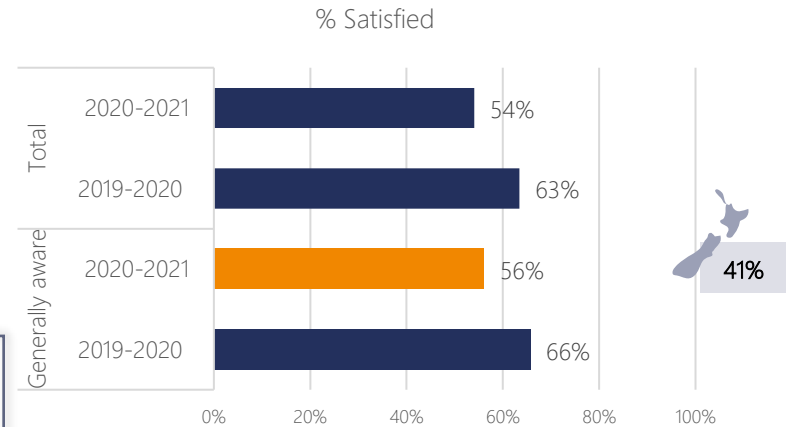
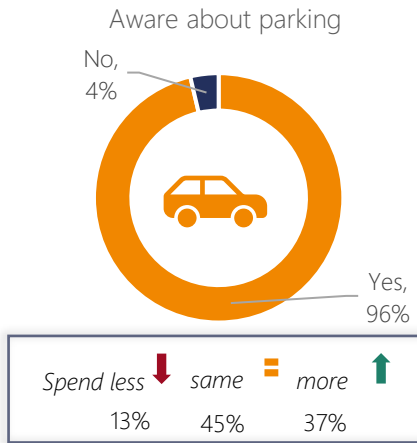
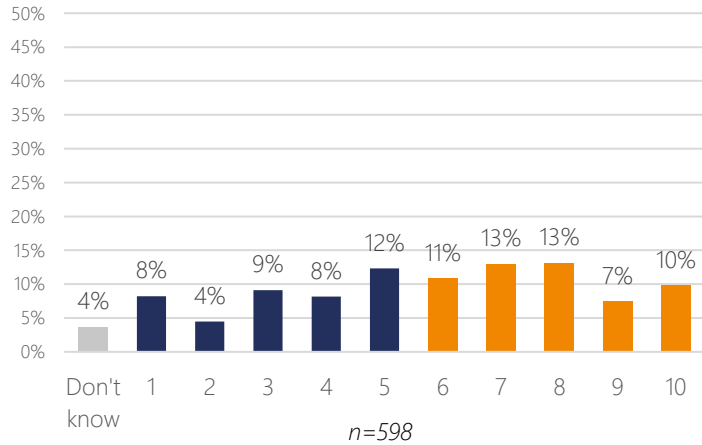
Year	2014	2015	2016	2017	2018	2019	2020	2021
Safety on roads	85%	87%	84%	85%	85%	82%	63%	57%

Overall satisfaction by ward and age (% satisfied and average score)

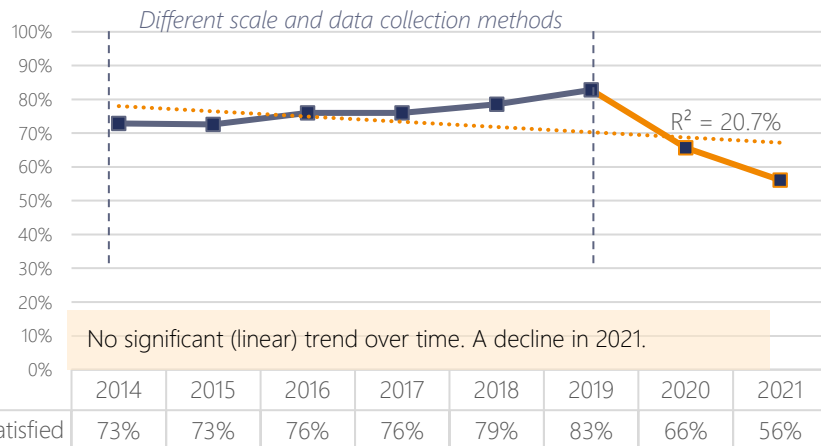


# SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

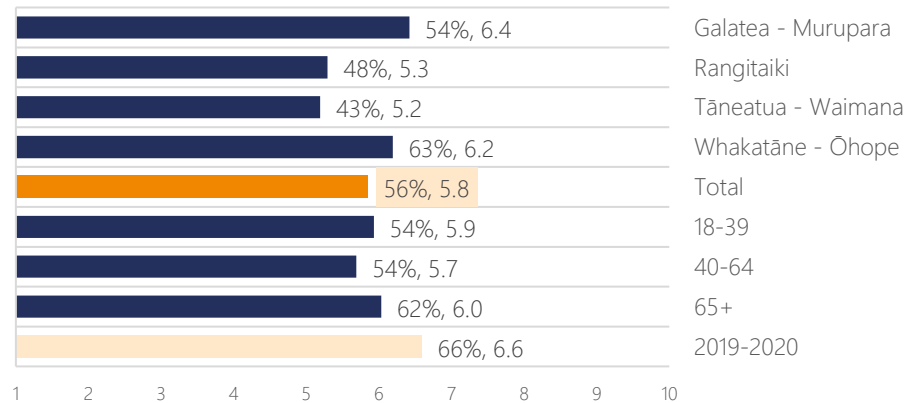
## Parking in Whakatāne



- Parking in Whakatāne District was identified as one of the important service areas influencing overall satisfaction in 2021.
- Satisfaction with parking in Whakatāne continued to decline in 2021 (56%, average rating 5.8), falling from 66% in 2020 (average rating 6.6) and the peak of 83% measured in 2019.
- Sentiment around parking was low across wards, but significantly lower in both Tāneatua - Waimana (43%) and Rangitaiki (48%) wards.
- Residents who had lived longer in the district (10 years or more) were also less satisfied with parking availability in the area.
- This was identified as a high priority for more (37%) Council spending in 2021.

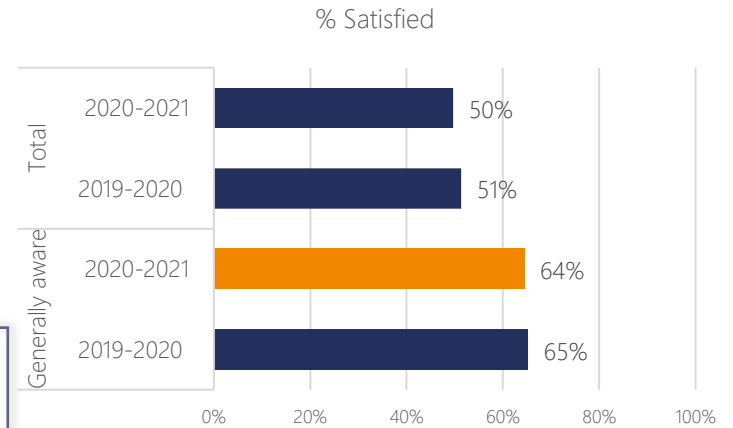
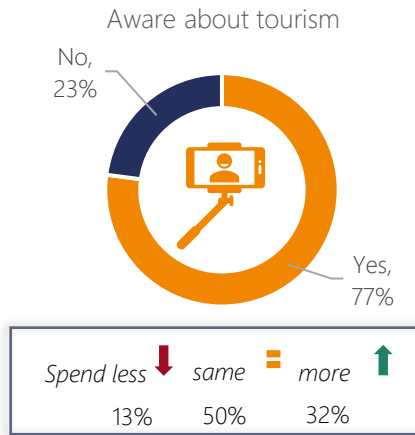
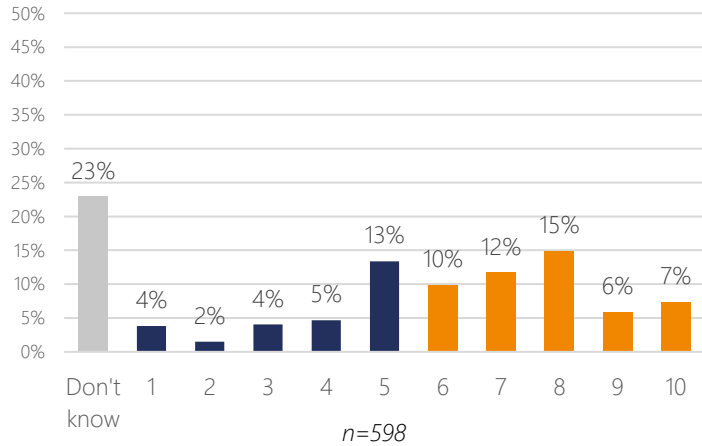


Overall satisfaction by ward and age (% satisfied and average score)



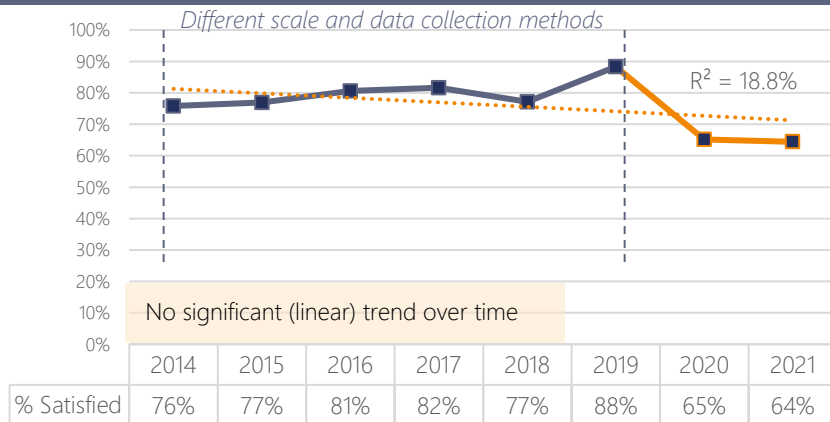
# SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

## Tourism promotion

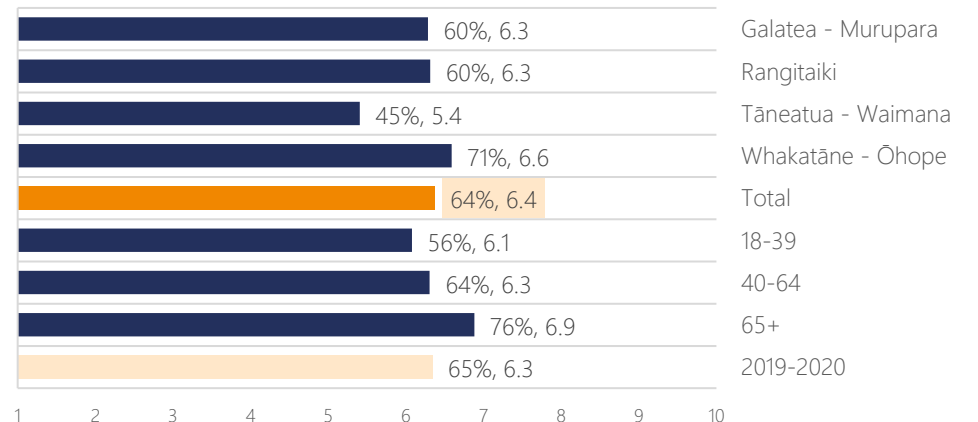


- In 2021, 3-in-4 residents (77%) were able to rate Council's support of tourism promotion. Two-thirds of these residents were satisfied with this (64%, 6.4 average rating). This was consistent with the 2020 result (65%, 6.3 average rating), but remained lower than the peak of 88% measured in 2019.

- Feelings about tourism promotion were consistently lower outside Whakatāne - Ōhope, and particularly low in Tāneatua - Waimana ward (45%).
- Perceptions of tourism promotion may have been affected by lingering concerns about the 2020 COVID-19 lockdown (and subsequent recurring NZ-wide restrictions) and/or aftermath of the 2019 Whakaari / White Island eruption.



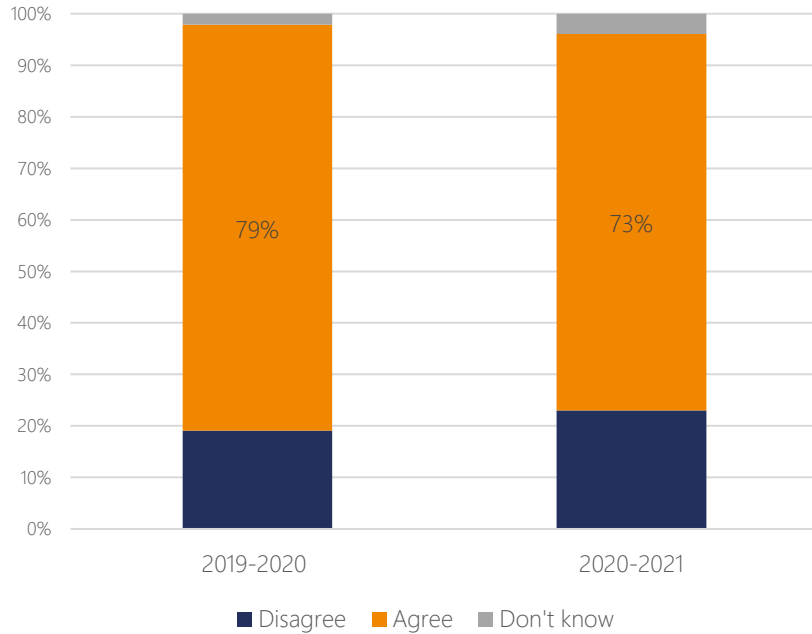
Overall satisfaction by ward and age (% satisfied and average score)



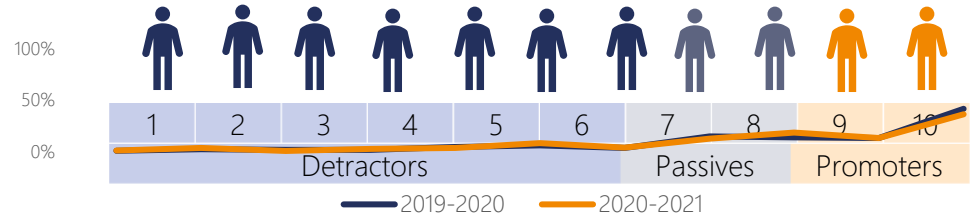
# SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Whakatāne as a holiday destination and tourism impact on the community

The tourism sector has a positive impact on the community

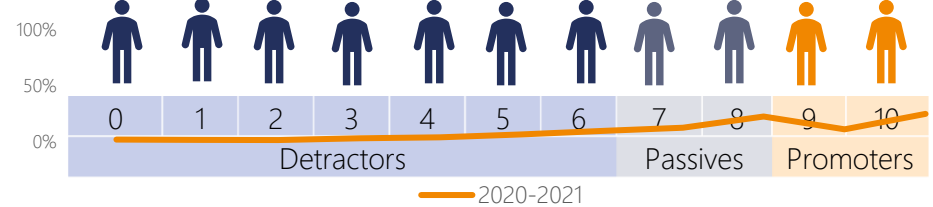


Recommending Whakatāne as a holiday destination to friends and family



**NPS +28%** (+37% in 2020)

Recommending Whakatāne as a place to live

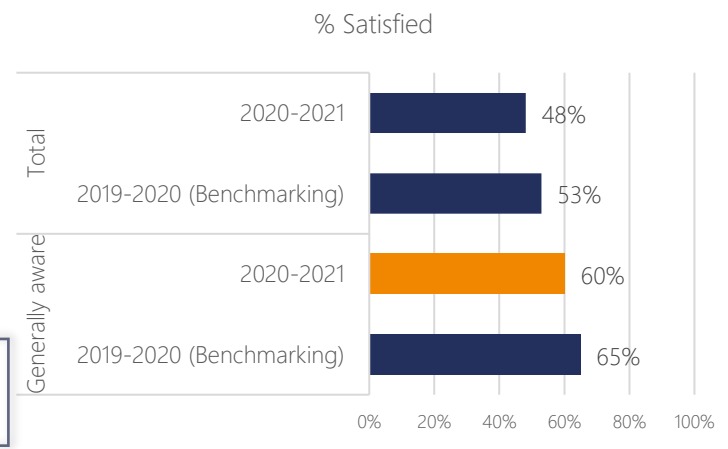
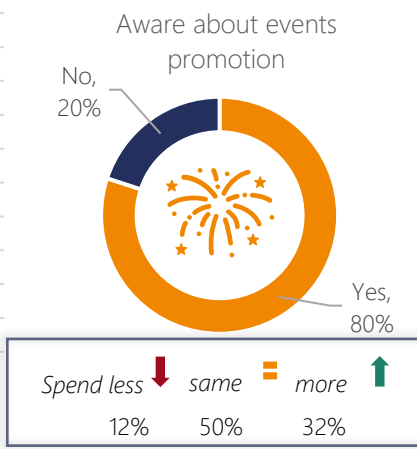
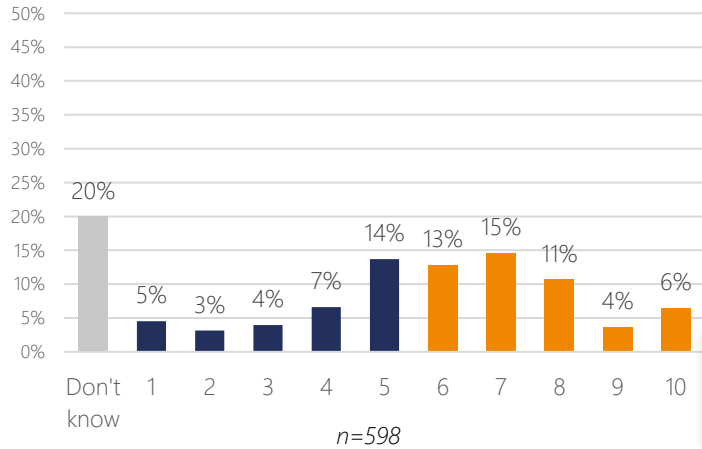


**NPS +7%** (+0.3% in 2020)

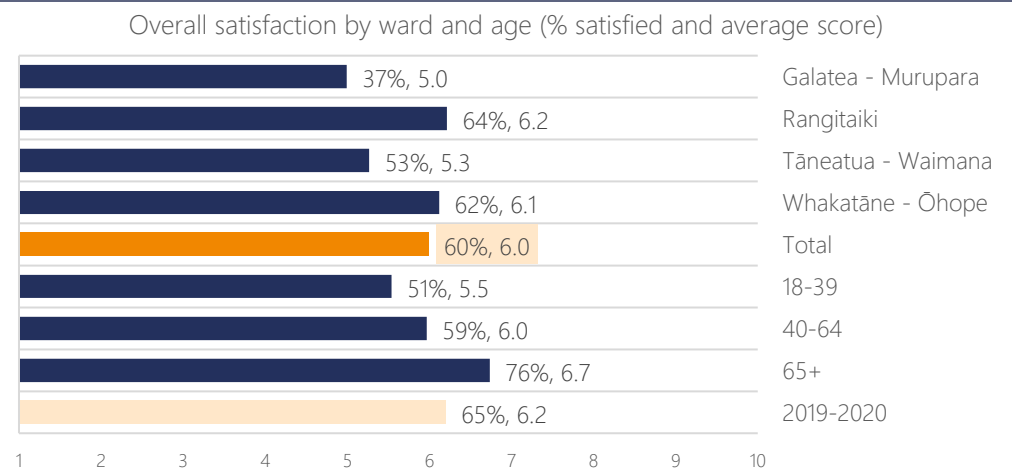
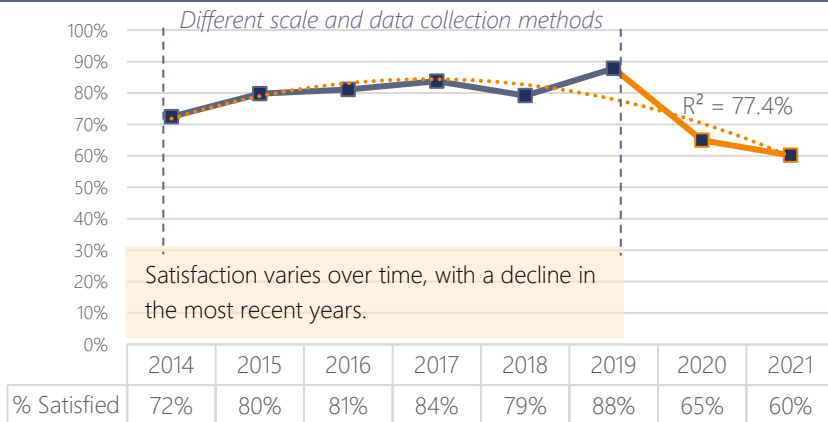
- Overall, residents were typically likely to recommend Whakatāne District as a holiday destination; with half (48%) of residents providing top ratings of 9 and 10 (54% in 2020).
- While the anecdotal NPS (Whakatāne District as a holiday destination) remained positive at +28% in 2021, this score dropped slightly from +37% in 2020. This remained greater than general recommendation for the Whakatāne District as a place to live (NPS +7%).
- 3-in-4 residents (73%) in the Whakatāne District believed that tourism has a positive impact on the community (slightly down compared to 79% in 2020).
- Net Promoter Scores range from -100 to +100, and it can vary greatly across industries. A general rule is to keep the score above 0; results below zero should encourage improvements. In New Zealand, a good NPS should be around +30. Across SIL Research's projects in 2020-21, an average NPS was +11%.

# SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

## Efforts to enable and promote events

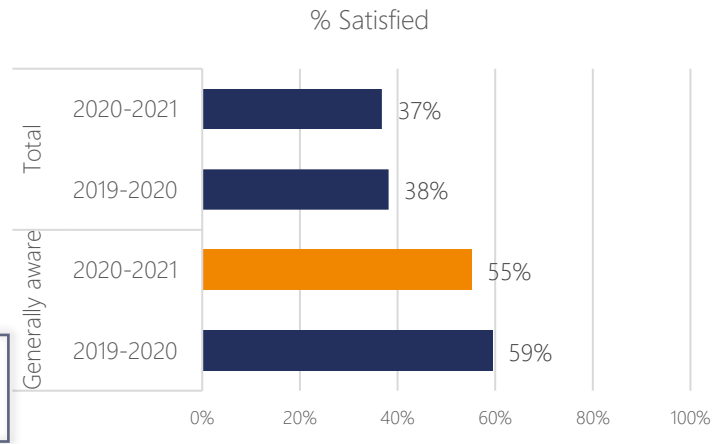
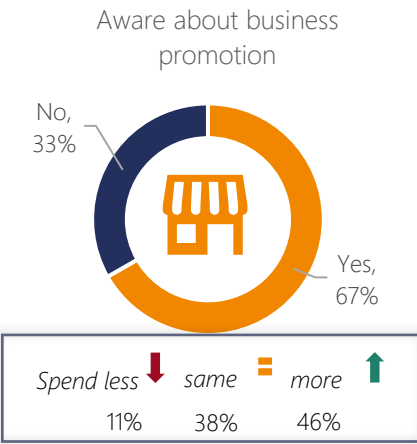
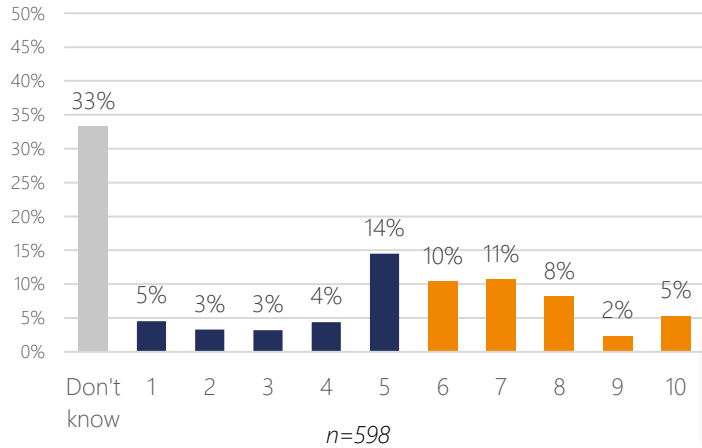


- In 2021, 4-in-5 residents (80%) rated Council's efforts to enable and promote events, with 20% being unsure about this.
- In addition, 3-in-5 residents (60%) who provided a rating were satisfied with this promotional activity (average rating 6.0). This was similar to 65% in 2020 (average rating 6.2), but lower than 88% in 2019.
- Events promotion was the 10<sup>th</sup> Council spending priority; 32% stated they would like to see more Council funds in this area.
- Satisfaction with tourism promotion was typically lower outside Whakatāne-Ōhope and Rangitaiki wards, and particularly low in Galatea - Murupara (37%).
- Older residents (65+) were more satisfied with local tourism-related activity.
- Perceptions of event promotion may have been affected by the 2020 COVID-19 lockdown and subsequent restrictions on large gatherings and events.

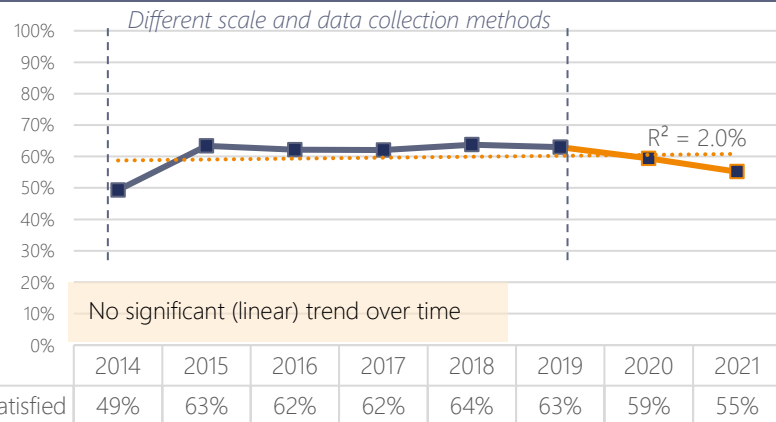


# SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

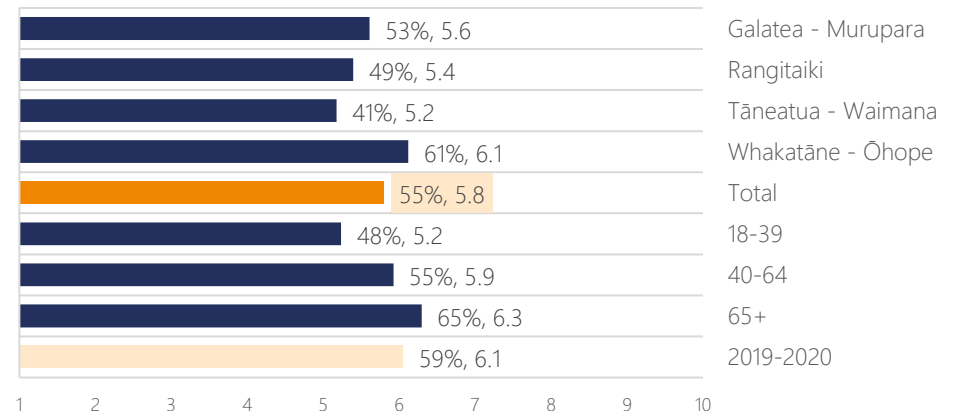
## Business promotion



- Around one-third of residents in 2021 were unfamiliar with Council's business promotion activity in the District (33%).
- Over half (55%) of residents who provided a rating were satisfied with Council's efforts to attract and expand businesses (similar to 59% in 2020, and 63% in 2019) – although this was the third-lowest rated service in 2021.
- Satisfaction with this area differed by ward, with Tāneatua - Waimana residents (41%) less satisfied overall. Older residents aged 65+ were more likely to provide higher ratings. Satisfaction with business promotion also decreased with increasing income levels.
- In light of COVID-19 and other recent events in the district, this remained the service area residents considered most in need of more Council spending (46%).

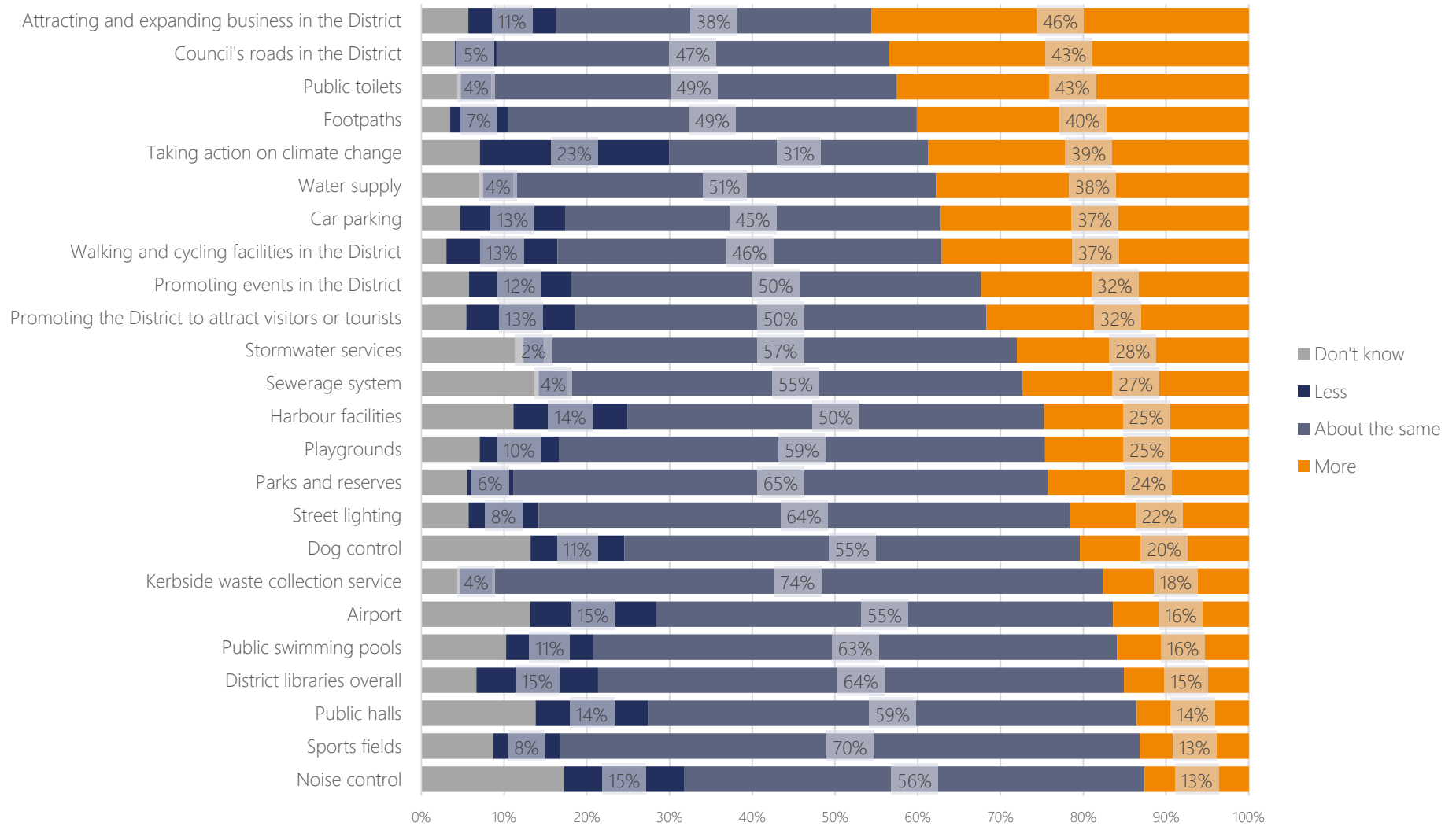


Overall satisfaction by ward and age (% satisfied and average score)



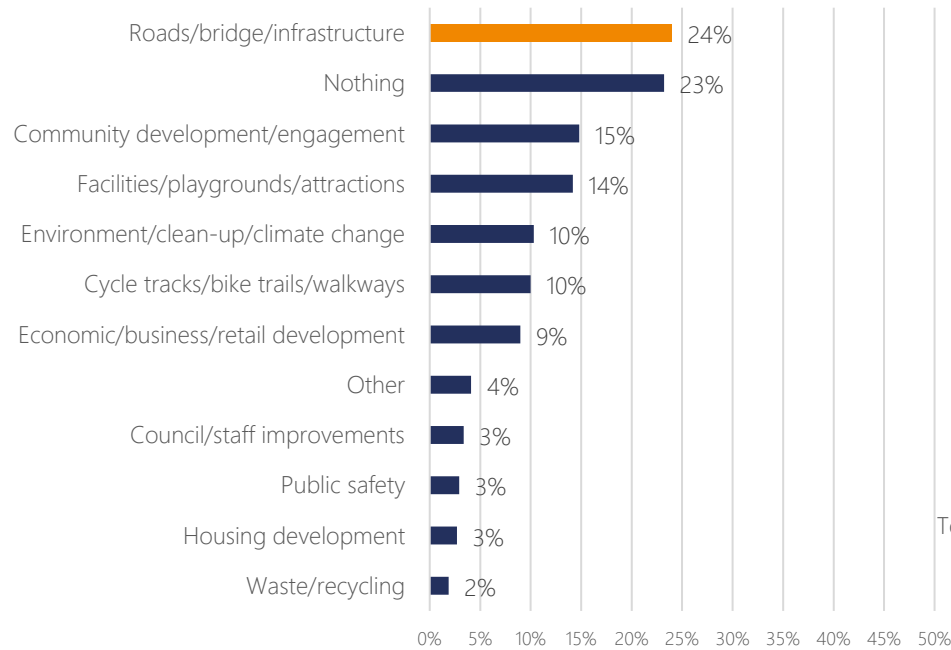
# SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

## Spending priorities

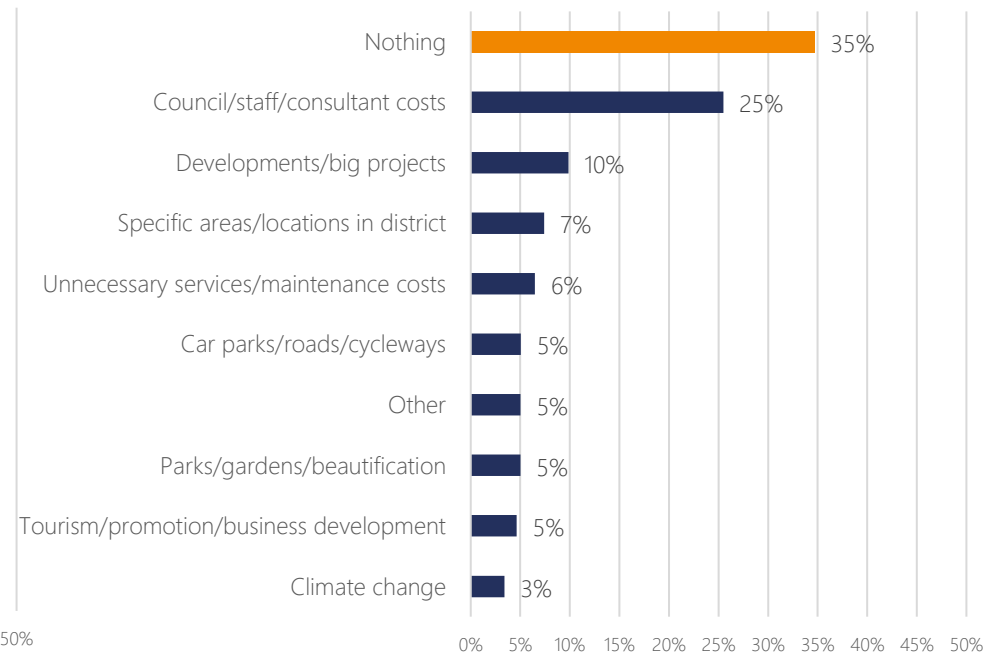


- As in 2020, residents in 2021 were asked which services/facilities they would like to see the Council spend more, about the same, or less funds on.
- Consistent with the previous year, business promotion was residents' biggest focus for more funding (46%; 43% in 2020).
- Other top investment areas in 2021 were roads (43%), toilets (43%) and footpaths (40%) (roads and toilets also made the top five previously in 2020).
- Climate change was the most polarising area, with 23% suggesting 'less' funding for this spending area, and 39% suggesting 'more'.
- An additional n=255 residents provided 'Other' free-text suggestions, with 'Roads/Bridge/ Infrastructure' still the most mentioned at 24% (30% in 2020)
- Compared to 2020, significantly greater priority in 2021 was assigned to parking (+9% increase in 'more' ratings), footpaths (+6%), and parks and reserves (+5%). Lower priority was assigned to harbour facilities (-10% decrease in 'more' ratings) and playgrounds (+6% increase in 'less' ratings).
- Priorities for most spending areas differed by ward. Across the top 5, business promotion was rated higher in Rangitaiki and Tāneatua – Waimana; roads in Rangitaiki; toilets in Tāneatua - Waimana; footpaths in Whakatāne – Ōhope. Climate change was a lower priority in Galatea - Murupara.
- Resident age also influenced spending priorities, with 18-39 year olds more likely to prioritise climate change, playgrounds and parks; 40-64s prioritising roads; and 65+ less likely to prioritise toilets, walking/cycling facilities, and other infrastructure.

Spend more (other open-ended comments sorted into categories)



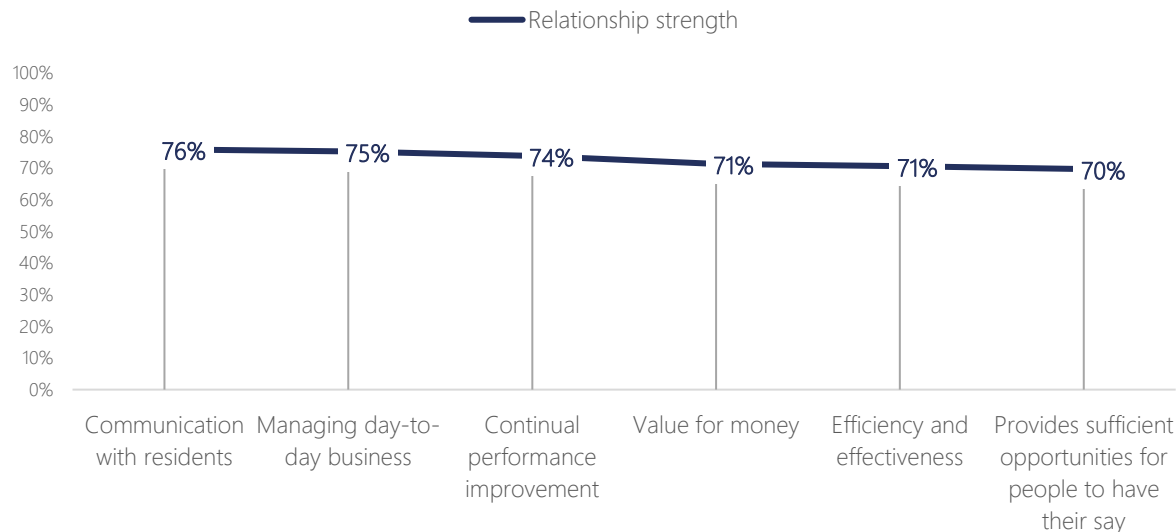
Spend less (other open-ended comments sorted into categories)





# SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

## Potential improvements



Half of residents provided other (unprompted) comments. 23% of these comments suggested that Council was *'doing good job'*. Top-cited issues and concerns were:

- Council issues/communication/transparency
- Deal with maintenance/infrastructure needs
- More/specific community focus
- Rates/council costs/value for money
- More or improved facilities/developments or services

- Roads, footpaths and car parking services were identified for potential improvement by assessing relative importance against measured performance.
- These services were also appointed for higher spending priorities; business promotion was residents' biggest focus for more funding. Other areas that could positively impact on perceptions of WDC's overall performance were communication and day-to-day management (especially performance improvement, value for money, efficiency and effectiveness, and providing opportunities for people to have their say).
- According to public feedback, current rates and future increases were of overall concern for WDC residents, particularly those in rural areas (outside Whakatāne-Ōhope). Many rural residents stated rates are out of proportion to the services and amenities received compared to urban locations.
- At the same time, residents suggested more concerted efforts to upgrade and maintain key infrastructure. Specifically, some residents mentioned the poor state of footpaths in Rangitāiki and Whakatāne-Ōhope. The apparent areas for improvement on the roads is safety and reducing speed limits, as well as addressing the congestion at the bridge in Whakatāne.
- Both rural and urban residents noted a lack of community engagement and accessibility of information. Two-way discussions with input for developments was preferred to a reliance on expensive consultants unfamiliar with their area.
- Finally, WDC culture could be improved with some residents raising issues of trust, transparency and honesty. Most noted by residents is the need for the Council to be more visible, to communicate through all channels, and to be accountable for their actions.



## CONTACT WITH THE COUNCIL

Satisfied with direct contact – 53%  
Satisfied with community board member contact – 77%  
Satisfied with customer service front desk – 79%



## COUNCIL POLICIES AND DIRECTIONS

17% - Liked or approved recent Council actions, decisions or management  
43% - Disliked or disapproved recent Council actions, decisions or management



## COUNCIL REPUTATION

Communication with residents – 43%  
Leadership – 46%  
Day-to-day management – 46%

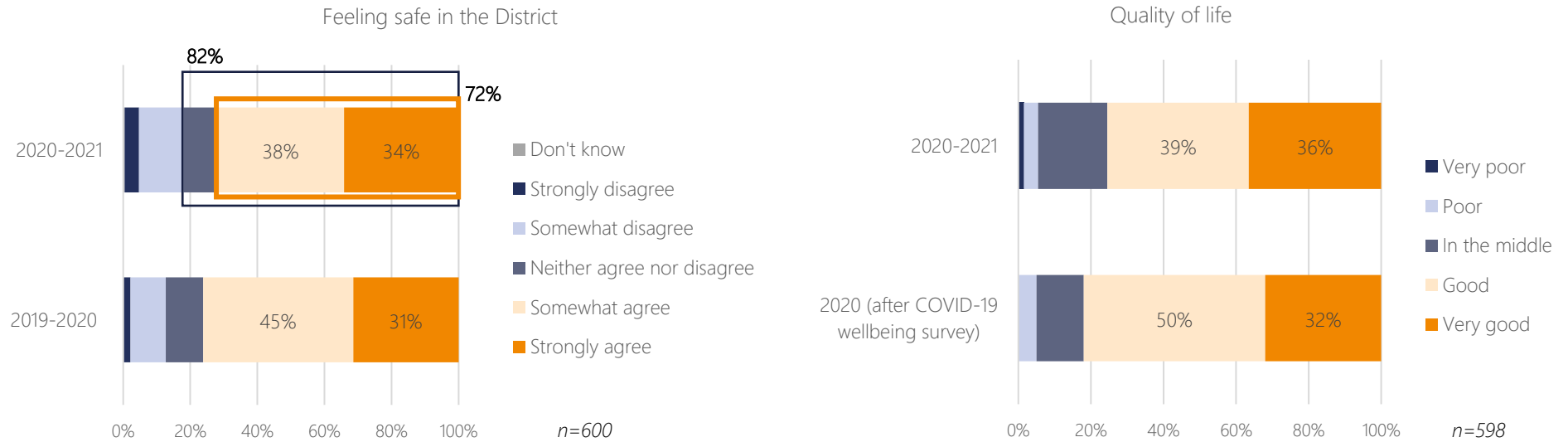


## OTHER FINDINGS

2021

# LIFE IN THE DISTRICT

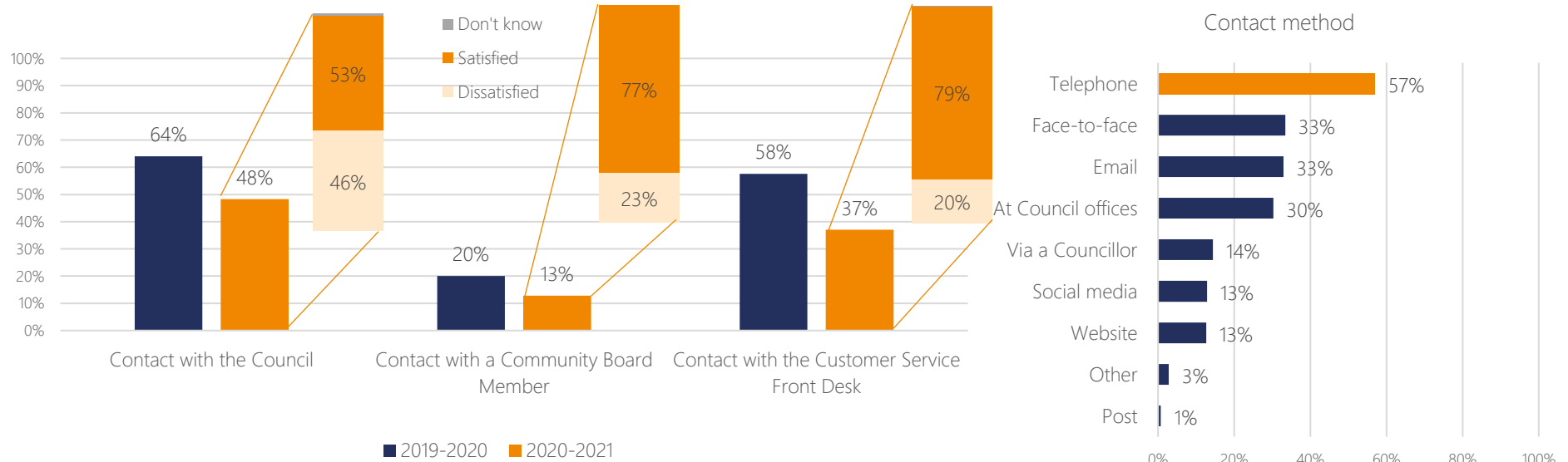
## Perception of safety and quality of life in the District



- Overall, 4-in-5 residents (82%) felt that the Whakatāne District is generally a safe place to live, to some extent (87% in 2020); 34% strongly agreed they feel safe (31% in 2020), and 72% somewhat or strongly agreed (76% in 2020).
- Only 4% of residents strongly disagreed that this district was a safe place to live (2% in 2020).
- 75% of residents believed the quality of their life was 'good' to 'very good'; although slightly down, this was generally consistent with the reported quality of life (82%) after the COVID-19 outbreak and later in 2020 (76%).

# CONTACT WITH COUNCIL

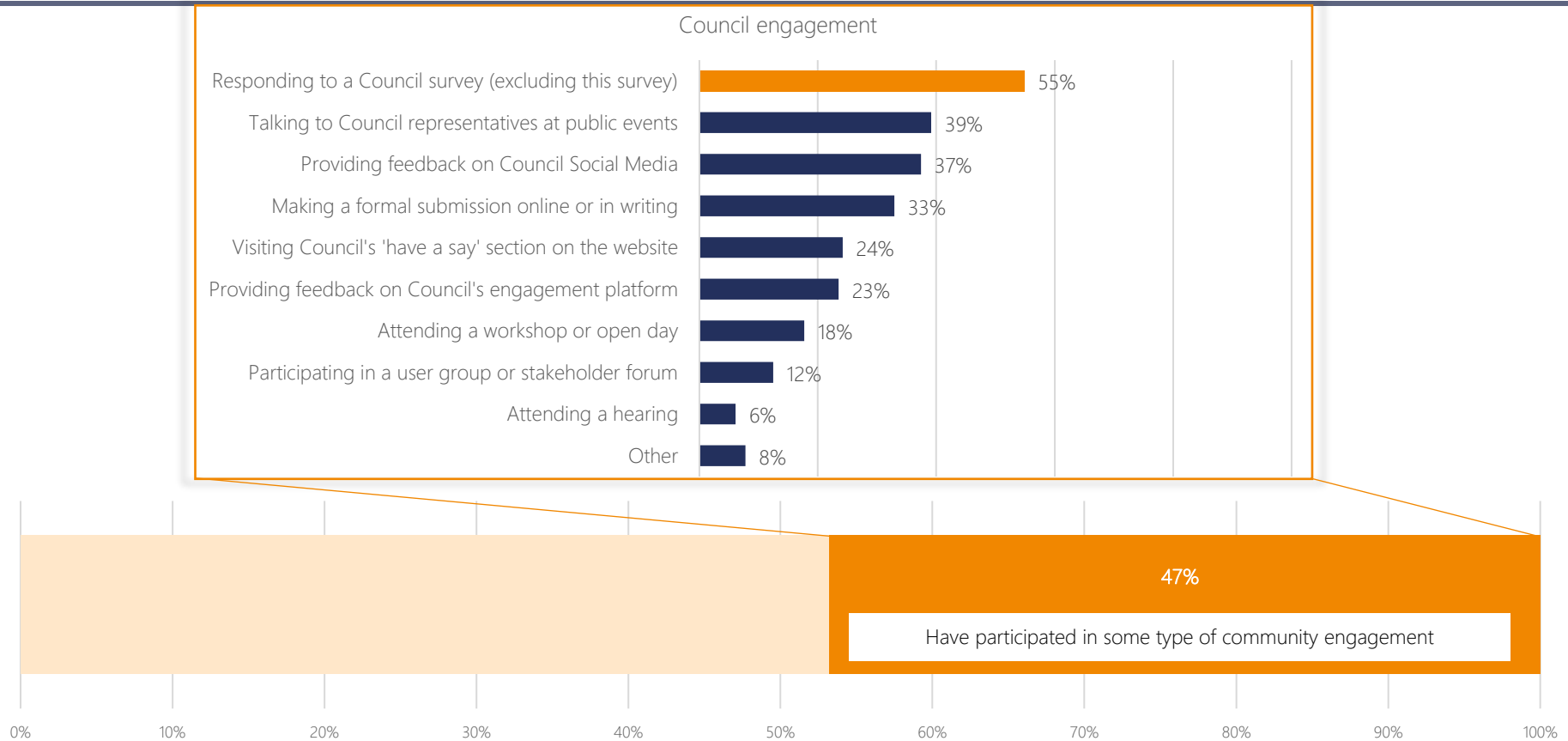
Contacted the Council, a community board member or customer service front desk



- Overall, half of all residents (48%) in 2021 stated they had contacted the Council throughout the year.
- The top-two contact methods remained 'Telephone' (57%, 52% in 2020) and 'Face-to-face' (33%, 43% in 2020). Face-to-face contact may have been affected by COVID-19 concerns.
- Older residents (65+) were least likely to contact the Council directly (38%); while phone (46%) was their most prevalent contact method. 18-39 year olds were most likely to rely on phone (91%) and email (42%) contact.
- Homeowners were more likely to contact the Council (49%) than were renters (29%).
- Half (53%) of residents in 2021 who had contacted the Council directly were satisfied with this contact (60% in 2020). This was less likely in Tāneatua - Waimana (32%).
- 13% of residents in 2021 reported contacting a Community Board Member (20% in 2020), and 37% had contacted the customer service front desk (58% in 2020).
- Galatea - Murupara residents were more likely to contact a Community Board Member (30%) but were less likely (together with Tāneatua - Waimana residents) to contact customer services (both 26%).
- Older residents (65+) were less likely to make any other contact, via Community Board Member or customer service.
- Around 8-in-10 residents were satisfied with their contact with a Board Member (77%) or customer service (79%), similar to 2020 results.

# COMMUNICATION AND COMMUNITY ENGAGEMENT

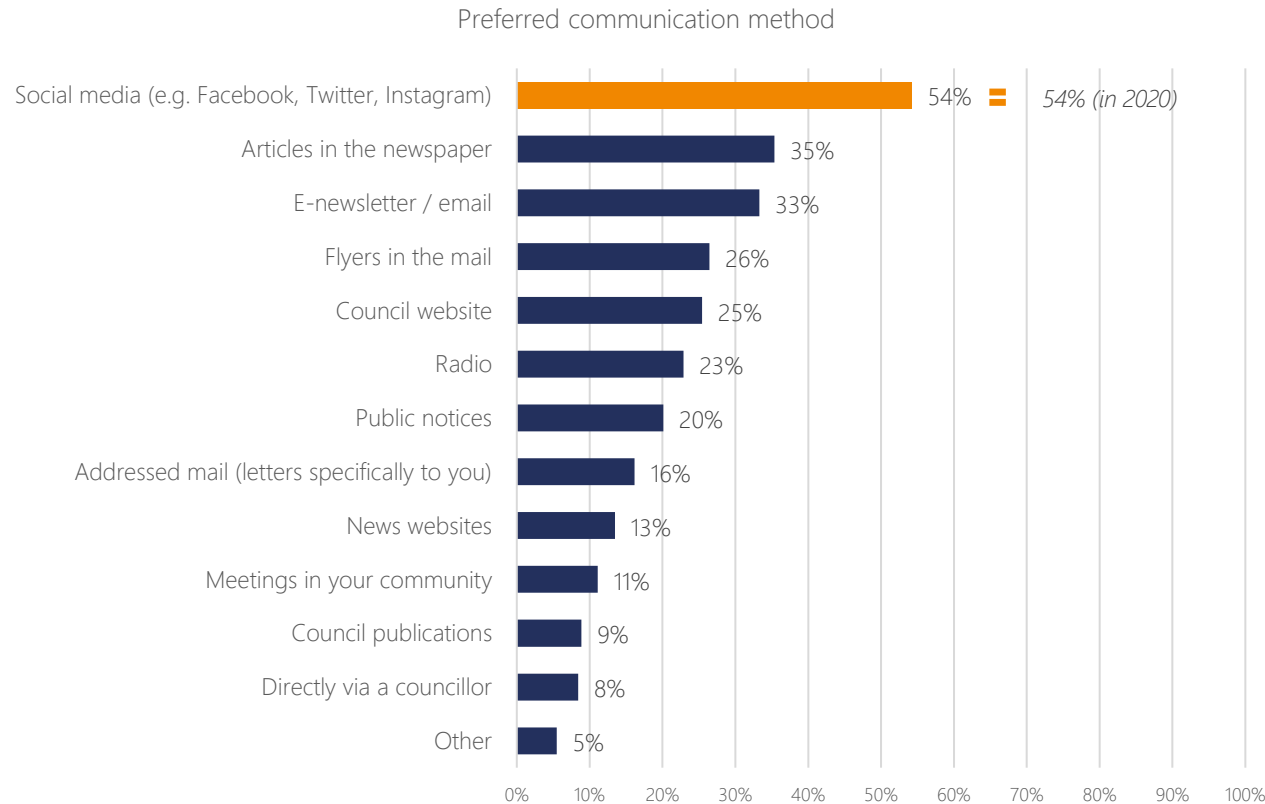
## Community engagement



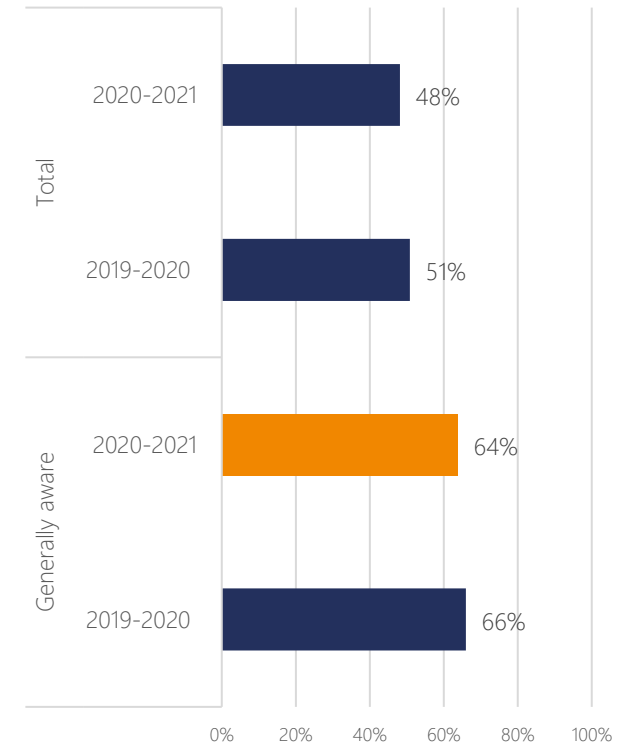
- Overall, almost half of residents (47%) reported taking part in community engagement of some kind (similar to 51% in 2020).
- 5-in-10 residents reported responding to a Council survey (55%, 46% in 2020); 4-in-10 reported talking to Council representatives at public events (39%, 50% in 2020) or providing feedback on social media (37%, 30 in 2020).
- Just over half (53%) of residents stated they had not engaged in any Council processes; this was more likely among older residents (65+) and those in Galatea - Murupara ward.

# COMMUNICATION AND COMMUNITY ENGAGEMENT

## Preferred method of communication



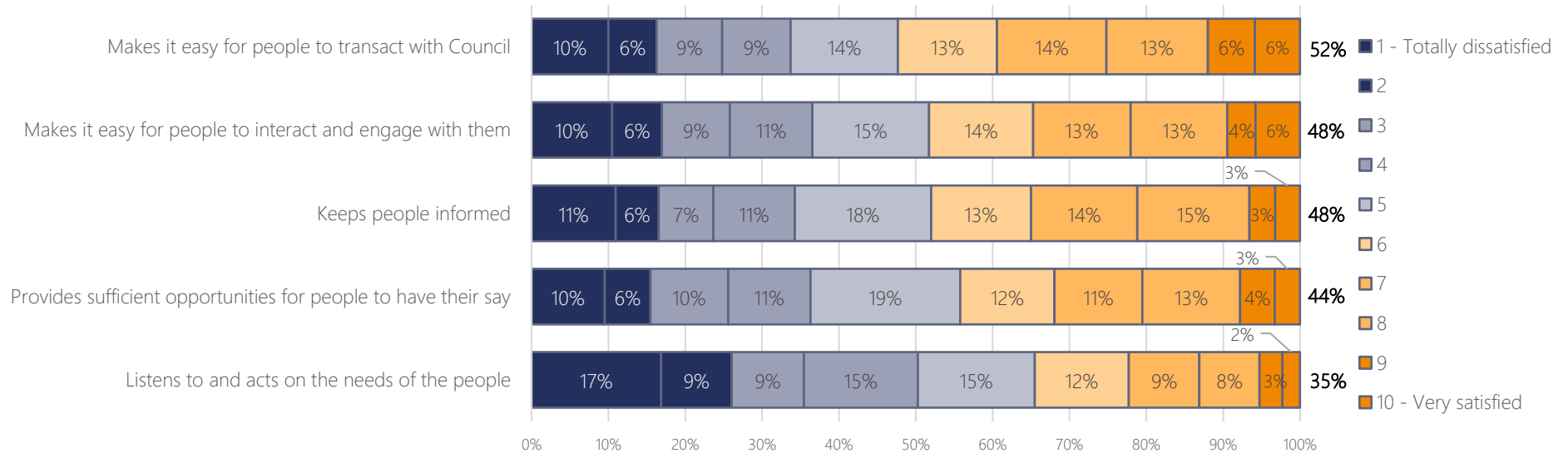
## % Satisfied with online communication



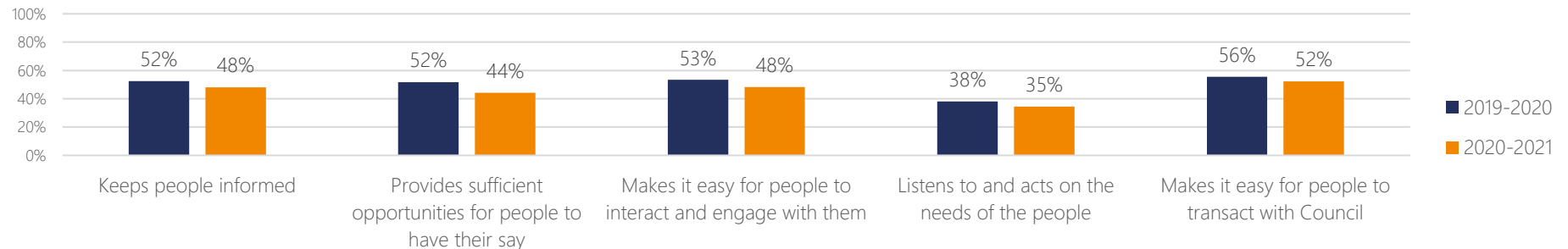
- 'Social media' remained the most preferred method for Council communications, for over half (54%) of residents in 2021 (no change from 2020).
- There was a large contrast in social media preference between younger (18-39 year old) residents (77%) and those aged 65+ (19%).
- Newspaper articles were the second-most preferred overall (35%); these remained most preferred by residents aged 65+ (41%), along with 'flyers' (29%).
- Social media was highly ranked in all wards, though less preferred in Galatea - Murupara (44%) and Tāneatua - Waimana (41%). Newspaper articles were also less preferred in Galatea - Murupara, where flyers were more highly considered (55%).
- 64% of residents who had been aware of online communications from Council were satisfied with provision of online services and information (66% in 2020 and 73% in 2019). There were no differences between resident groups in satisfaction with online services.

# COMMUNICATION

## Communication with residents



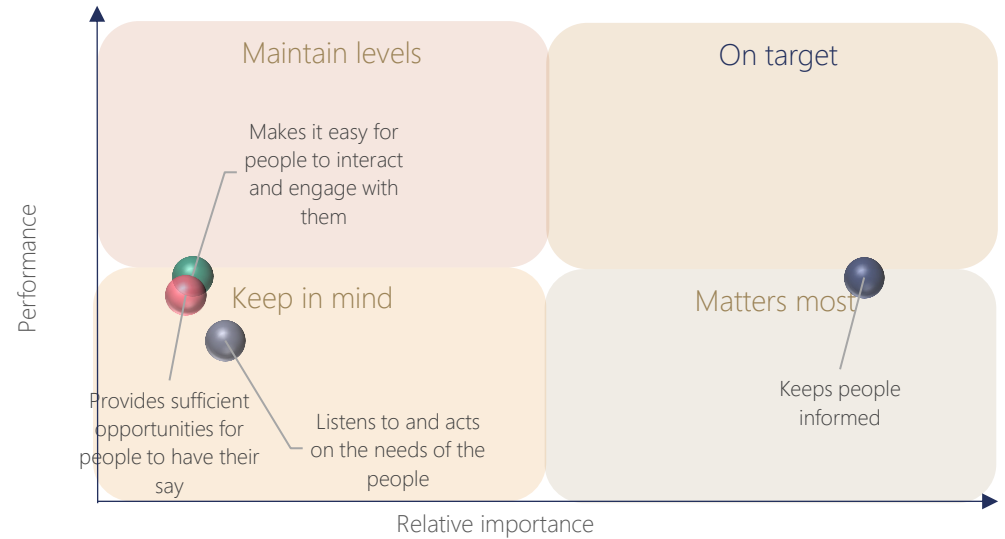
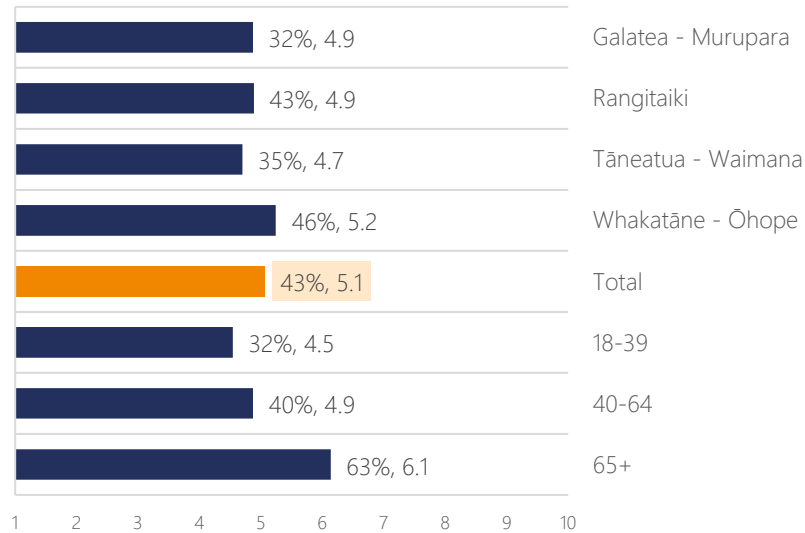
- On average, almost half (45%) of residents in 2021 were satisfied with Council communication attributes. Most notably, 52% of residents were satisfied with Council making *'it easy for people to transact'* with them (56% in 2020).
- However, satisfaction with Council providing *'sufficient opportunities for people to have their say'* has declined in 2021 (44%, down from 52% in 2020).
- 'Listens to and acts on the needs of the people'* (35%) remained the least satisfactory attribute (38% in 2020).
- On average, residents aged 18-39 were the least satisfied with Council's communication across specific attributes. Older (65+) residents were most satisfied.



# COMMUNICATION

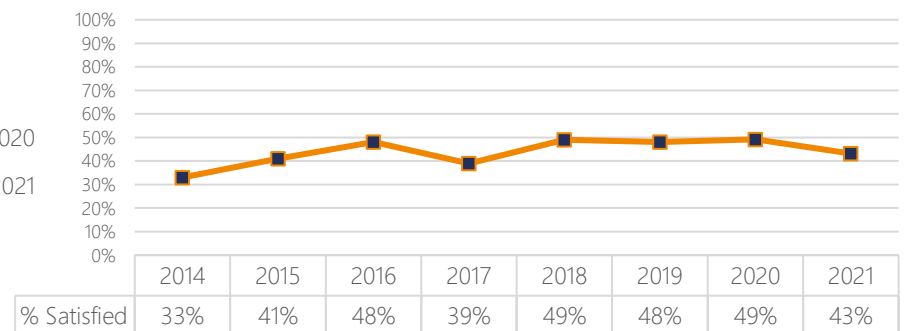
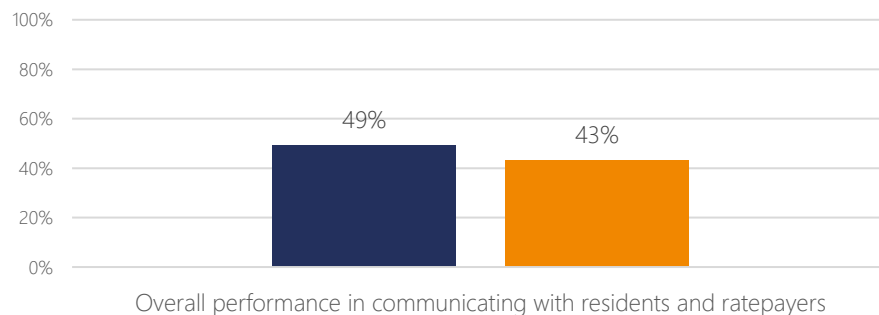
## Overall satisfaction with performance in communicating with residents and ratepayers

Overall satisfaction with communication by ward and age  
(% satisfied and average score)



- Overall, 2-in-5 residents (43%) were satisfied with Council's performance in communication and consultation with the public (49% in 2019).
- Four statements relating to communication provided a significant contribution towards overall satisfaction.

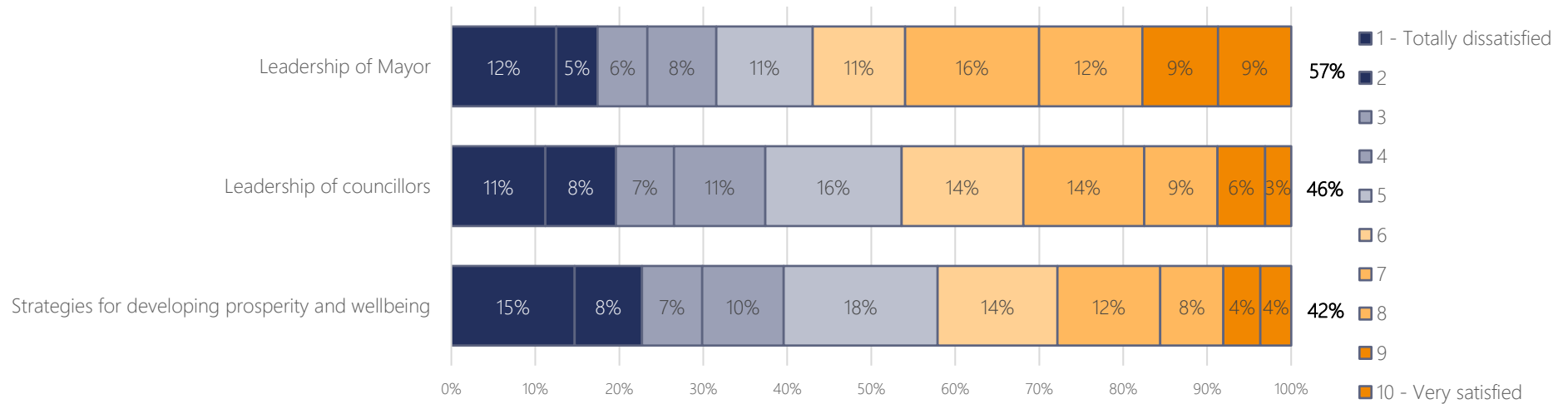
- One statement in particular exhibited higher relative importance (*"Keeps people informed"*). This area would benefit from further improvement to improve resident perceptions and increase performance ratings.



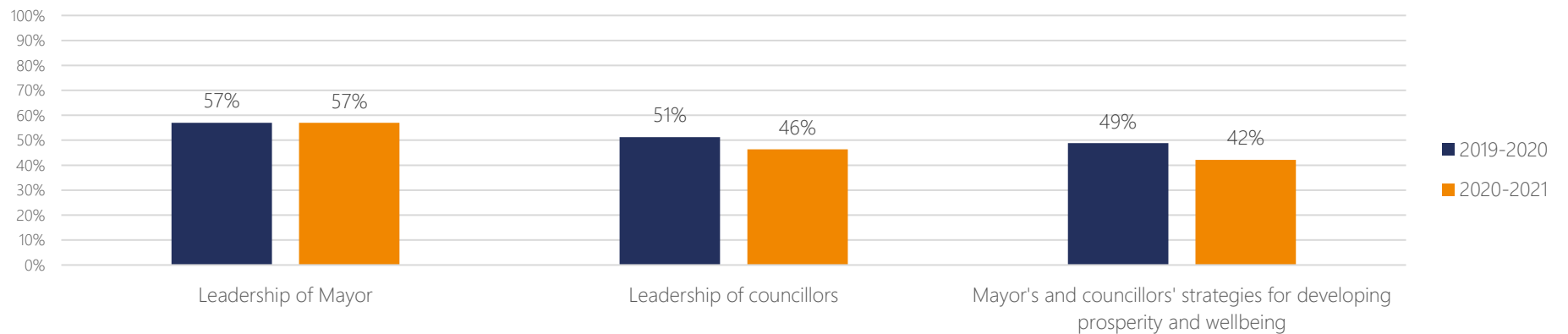


# COUNCIL LEADERSHIP

Performance in terms of Council leadership



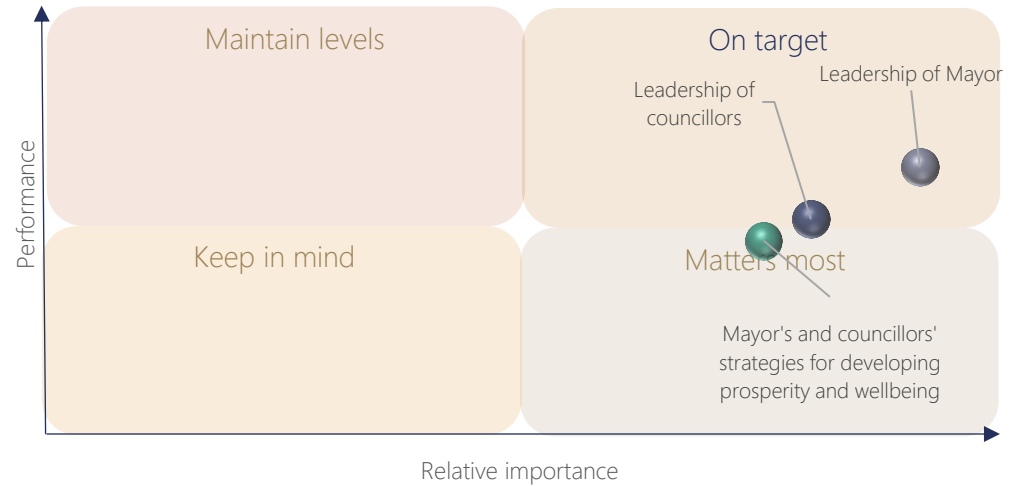
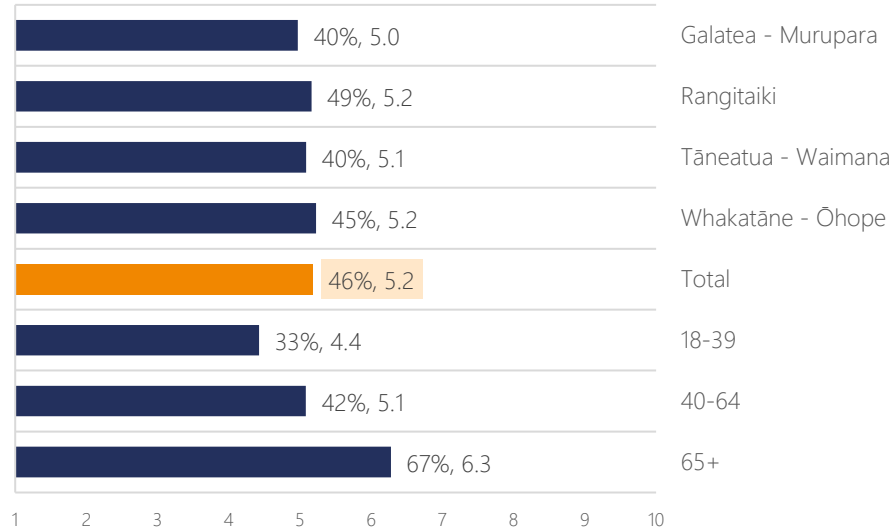
- Leadership of the Mayor (57%) elicited the greatest satisfaction, followed by Councillors (46%), and strategies for developing prosperity and wellbeing (42%). However, satisfaction with strategies declined from 2020 (49%).
- Older residents (65+) expressed the greatest satisfaction with Council leadership generally.



# COUNCIL LEADERSHIP

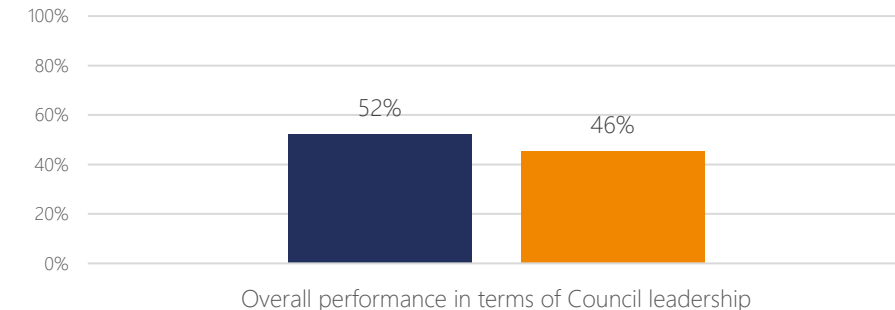
## Overall satisfaction with Council leadership

Overall satisfaction with Council leadership by ward and age (% satisfied and average score)

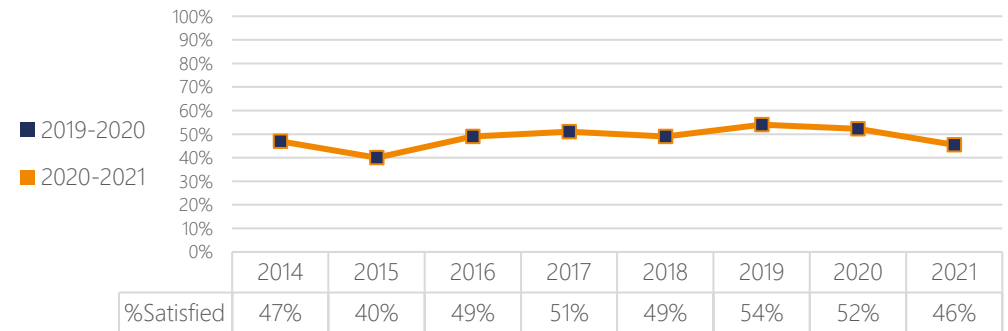


- In 2021, around 5-in-10 residents (46%) were satisfied with the overall performance of Council leadership (similar to 52% in 2020).
- Residents aged 65+ were significantly more satisfied with Council leadership overall.

- All three leadership-related attributes provided a significant contribution towards overall satisfaction. 'Mayor's and councillors' strategies for developing prosperity and wellbeing' could benefit from further improvement to increase resident perceptions of performance.

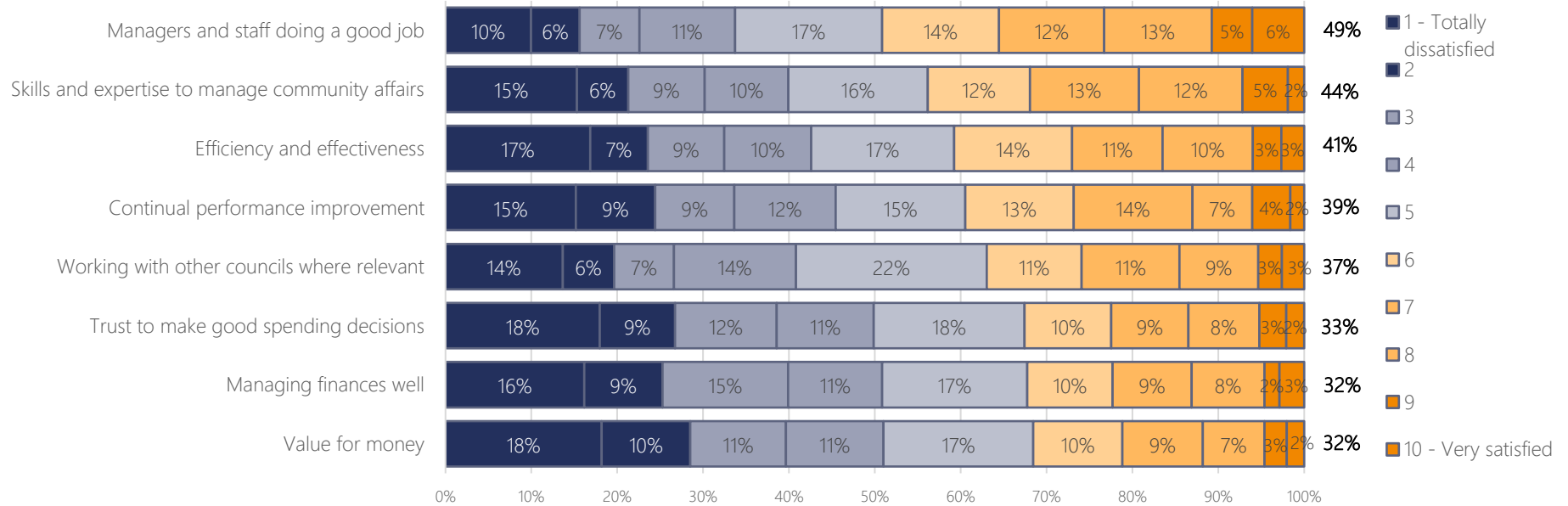


Overall performance in terms of Council leadership  
2020-2021 WHAKATĀNE DISTRICT COUNCIL RESIDENT SURVEY - SIL RESEARCH | 58



# MANAGEMENT

## Managing day-to-day business



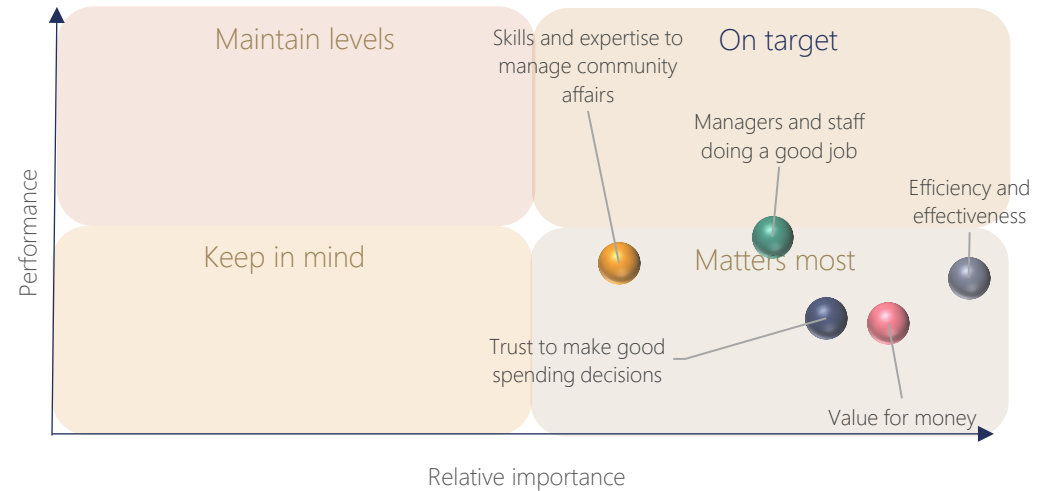
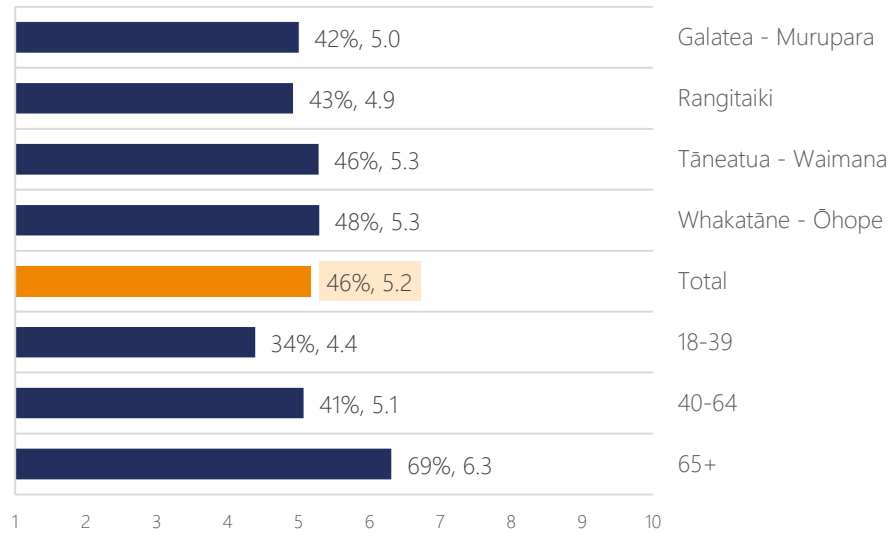
- As in 2020, residents in 2021 were most satisfied with managers and staff doing a good job; 49% rated this 6 or above (58% in 2020).
- However, relatively fewer residents trusted WDC’s financial management, particularly to ensure good value for money (32%) or make good spending decisions (33%, 42% in 2020).
- There has been a general decline in all management attributes since 2020.
- On average, older residents (65+) were more satisfied with Council management, including financial matters.
- Residents from Tāneatua - Waimana were less satisfied with the Council working with other councils where relevant.



# MANAGEMENT

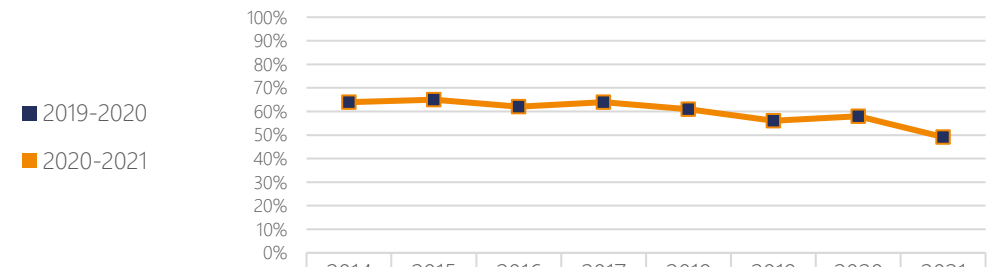
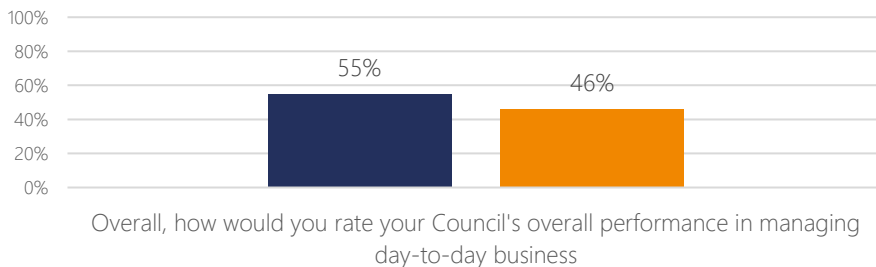
## Overall satisfaction with performance in managing day-to-day business

Overall satisfaction with management by ward and age (% satisfied and average score)



- Just under half (46%) of residents in 2021 provided high ratings (6 or above) for Council's overall management of day-to-day business. This has declined from 55% in 2020.
- Satisfaction increased with age, with younger residents (18-39) least satisfied with overall Council management (34%), and older residents (65+) most satisfied (69%).

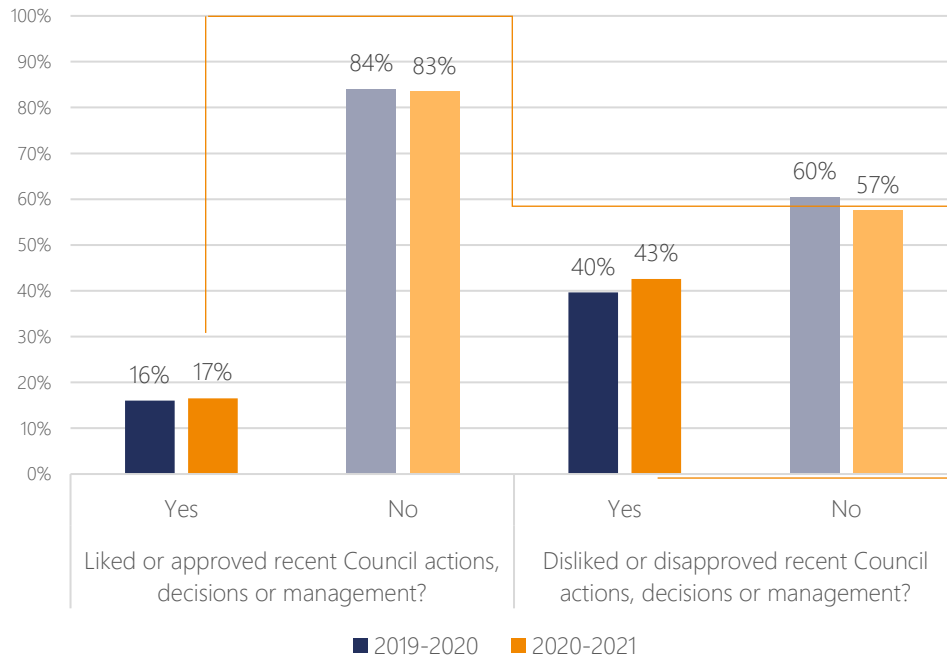
- Five attributes were found to significantly contribute towards overall satisfaction with Council performance in managing day-to-day business. Gaining trust to make good spending decisions, and value for money, exhibited a greater opportunity for improvement.



	2014	2015	2016	2017	2018	2019	2020	2021
Managers and staff	64%	65%	62%	64%	61%	56%	58%	49%

# POLICY AND DIRECTION

## Council policy and direction approval or disapproval



- Specific plans/policies/strategies
- General satisfaction with Council/communication
- Events/tourism/regional promotion
- Maori wards
- Maintenance/repairs/infrastructure provision
- Te Ara Hou/CBD development
- Other

Liked or approved

- Strand/CBD/parking development/other projects
- Council communication/democracy/members
- Maintenance/repairs/infrastructure provision
- Rates/Council spending
- Tidal pool/ waterfront development/issues
- Oppose Maori wards
- Other
- Insufficient/lack of service provision
- Opihi burial grounds decision
- Water management/bottling
- Consents process/delays

Disliked or disapproved

- Overall, 17% of residents in 2021 recalled a recent Council action, decision, or management experience they approved of (similar to 16% in 2020, but lower than 40% in 2019).
- More (43%) residents recalled a recent action, decision, or management experience they disapproved of (40% in 2020, 50% in 2019).
- Younger residents (18-39), those from Tāneatua - Waimana ward, Pasifika residents, and homeowners were more likely to disapprove of Council actions.