

Whakatāne District Council

SIL Research

| 2021-22 Resident Survey

July 2022



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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 2021-22 year (data collected between September 2021 and June 2022). A total of n=600 surveys were used in the final analysis. The 2022 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 (61%) of residents were satisfied with services received from the Whakatāne District Council over the 2022 year (on par with 59% in 2021 and the New Zealand Benchmarking Survey result of 62%).
 - Supporting these overall perceptions, 21 out of 29 (72%) Council services rated by Whakatāne District residents achieved satisfaction ratings of 60% or above, with 9 services achieving 80% satisfaction or higher.
 - Across the 2022 survey year, the five top-rated services were Whakatāne Library and Exhibition Centre (88% satisfaction, average rating 8.0 out of 10), waste collection services (88% satisfaction, average rating 7.9), sports fields (88% satisfaction, average rating 7.4), district libraries (87% satisfaction, average rating 8.0), and parks/reserves (87% satisfaction, average rating 7.4). In contrast, the two lowest-rated services in 2022 continued to be: dog control (37%) and noise control (36%).
 - Six services saw increased satisfaction in 2022, particularly boat ramps and wharf facilities (+13%), sports fields (+9%), parks/reserves (+8%), footpaths (+7%), stormwater services (+6%), and walking/cycling facilities (+6%).
 - Most services showed consistent results in the past two years. The only drops in 2022 were measured for the two least performing services: noise control (-10%) and dog control (-10%).
 - 72% of residents agreed (somewhat or strongly) that the Whakatāne District is generally a safe place to live (similar to 2021 and above the New Zealand Benchmarking Survey result of 59%). 71% of residents believed the quality of their life was 'good' to 'very good' (slightly down compared to previous years).
 - In this context, residents in 2022 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 +24%) – both results were similar to 2021.



2 Contact with specific representatives generally fell in 2022. 29% of residents had contacted the customer service front desk (77% were satisfied with this contact), and just 9% had contact with a Community Board Member (69% were satisfied).

- Also, fewer residents in 2022 (40%) reported taking part in community engagement of some kind; responding to Council surveys (48%), talking to Council representatives at public events (30%), or providing feedback on social media (32%) remained the most prevalent activities.
- 'Social media' remained the most preferred method of Council communication in 2022; for 52% of residents overall, and 80% of 18-39 year olds. Traditional media (e.g. newspaper, radio) remained important, especially for older residents (65 or older).

3 On average, 46% of residents were satisfied with Council's communication and consultation with the public. 'Listening to and acting on the needs of the people' (35%) remained the least satisfactory communication attribute (35% in 2021).

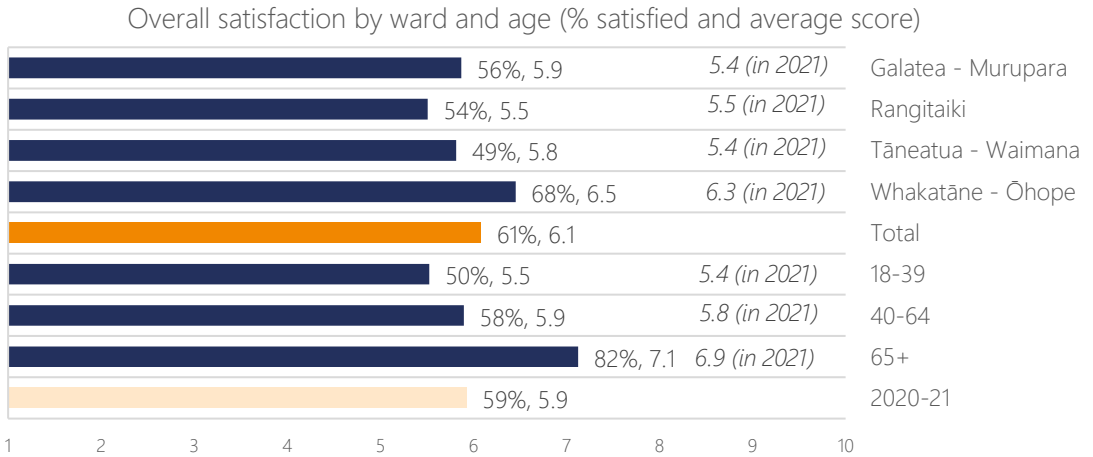
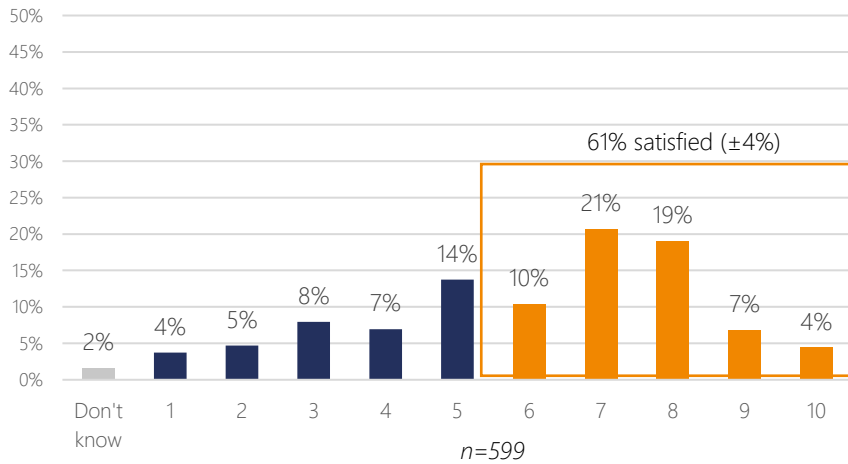
- Satisfaction with Council leadership was 45% in 2022; similar to 46% in 2021 (but below 52% in 2020 and 53% across New Zealand overall). 48% of residents were satisfied with Council's day-to-day business management – although fewer trusted WDC's financial management: value for money (34%), trust to make good spending decisions (31%), and managing finances well (30%).

Overall, 2022 results showed good and consistent levels of satisfaction and perceptions of Council's services, with a larger number of services recording improved performance (including footpaths, one of the identified areas for improvement in 2021). Roads continued to represent the greatest improvement potential. Other potential areas for improvement were enabling and promoting events (especially for younger residents), and business promotion. Council's reputation had a significant impact on the community's perceptions. The areas that could positively impact on perceptions of WDC's overall performance were Council's level of collaboration, developing community prosperity and wellbeing, providing leadership, skills and expertise to manage community affairs, efficiency and effectiveness, managing day-to-day business (especially finances), and communication.

Meeting the needs and expectations of all resident groups remains important. In particular, identifying strategies to address the heightened concerns and less positive perceptions of younger residents and families - who are active service and facility users but remain less satisfied with council performance and specific services. Continual communication and engagement with younger residents also remain crucial, particularly through their preferred social media channels.

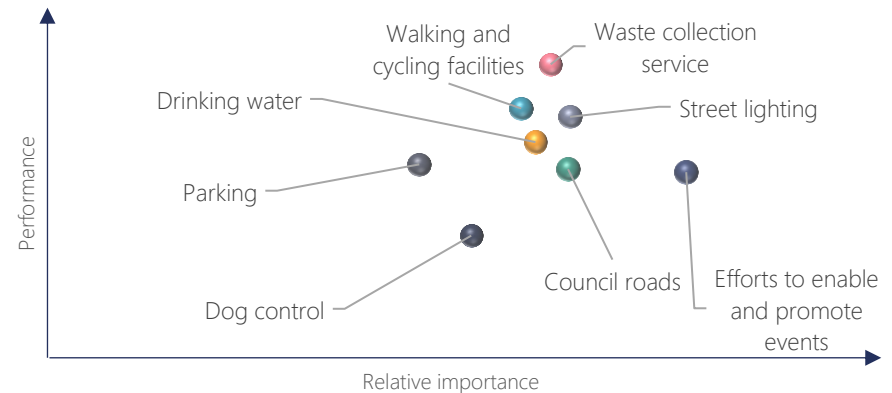
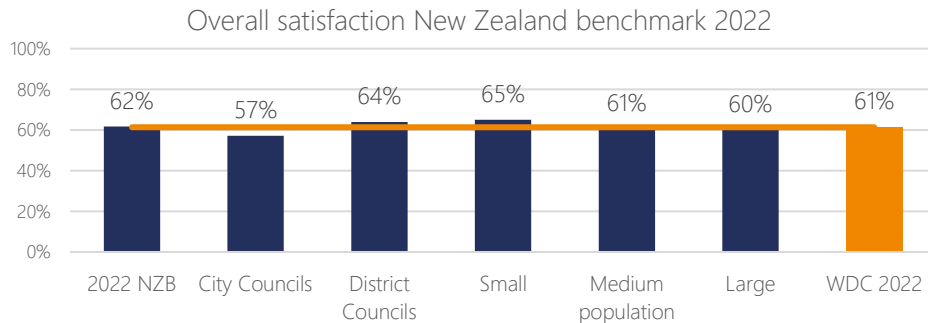
OVERALL SATISFACTION WITH THE COUNCIL

Overall satisfaction with services received from the Whakatāne District Council




- In 2022, 6-in-10 residents (61%) were satisfied with overall services received from the Whakatāne District Council (on average rating 6.1 out of 10).
- The current result was on par with 2021 (59% satisfied, average 5.9 rating), with no significant differences, and similar to the national average (62%).
- Satisfaction differed significantly by area; lower in all wards other than Whakatāne - Ōhope.
- Residents aged under 65 were also less satisfied overall than older residents (aged 65+). However, satisfaction ratings provided by all age groups were consistent with 2021.

- Out of all services surveyed, 8 showed stronger influence on overall satisfaction.
- Assessing relative importance (strength of relationship) against measured performance of these 8 services, three areas represented the greatest improvement potential: enabling and promoting events (strongest relative importance but lower performance), roads (also significant importance but low performance), and dog control (significant and mid-strength importance but lowest performance).



SATISFACTION AT A GLANCE


























Overall satisfaction

WDC 2022: 61% / 6.1

WDC 2021: 59% / 5.9

NZB 2022: 62% / 5.9

				
Waste collection service	Refuse transfer station	Recreation facilities ¹	Art and culture ²	Swimming pools
WDC 2022: 88% / 7.9	WDC 2022: 86% / 7.5	WDC 2022: 83% / 7.2	WDC 2022: 82% / 7.8	WDC 2022: 81% / 7.3
WDC 2021: 89% / 8.0	WDC 2021: 83% / 7.8	WDC 2021: 75% / 7.0	WDC 2021: 76% / 7.9	WDC 2021: 80% / 7.1
NZB 2022: 68% / 6.8	NZB 2022: n/a	NZB 2022: 81% / 7.4	NZB 2022: 81% / 7.6	NZB 2022: 71% / 6.8
				
Walking and cycling	Community facilities ³	Sewerage	Street lighting	Stormwater
WDC 2022: 75% / 7.0	WDC 2022: 74% / 7.2	WDC 2022: 74% / 7.3	WDC 2022: 73% / 6.7	WDC 2022: 70% / 6.7
WDC 2021: 69% / 6.6	WDC 2021: 74% / 7.2	WDC 2021: 75% / 7.4	WDC 2021: 71% / 6.7	WDC 2021: 63% / 6.5
NZB 2022: 66% / 6.6	NZB 2022: 74% / 7.0	NZB 2022: 77% / 7.2	NZB 2022: 79% / 7.2	NZB 2022: 60% / 6.1
				
Water ⁴	Footpaths	Tourism	Parking	Roads ⁵
WDC 2022: 69% / 6.7	WDC 2022: 63% / 6.0	WDC 2022: 62% / 6.0	WDC 2022: 59% / 5.9	WDC 2022: 57% / 5.6
WDC 2021: 68% / 6.7	WDC 2021: 56% / 5.8	WDC 2021: 64% / 6.4	WDC 2021: 56% / 5.8	WDC 2021: 57% / 5.8
NZB 2022: 72% / 6.9	NZB 2022: 64% / 6.3	NZB 2022: n/a	NZB 2022: 62% / 6.2	NZB 2022: 53% / 5.4
				
Promoting events	Business promotion	Dog control	Noise control	
WDC 2022: 56% / 5.7	WDC 2022: 56% / 5.7	WDC 2022: 37% / 4.8	WDC 2022: 36% / 4.6	
WDC 2021: 60% / 6.0	WDC 2021: 55% / 5.8	WDC 2021: 48% / 5.3	WDC 2021: 46% / 5.4	
NZB 2022: 73% / 6.7	NZB 2022: n/a	NZB 2022: 64% / 6.4	NZB 2022: n/a	

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




















¹ Aggregated average rating for parks or reserves, sports fields, boat ramp/wharf (newly included) and playgrounds





² Aggregated average rating for libraries, Whakatāne Exhibition Centre and Whakatāne museum

³ Aggregated average rating cemeteries, crematorium, public halls and toilets

⁴ Aggregated average rating for water supply and quality

⁵ Aggregated average rating for roads and road safety

				
Managers and staff doing a good job	Keeps people informed	Leadership of Mayor	Makes it easy for people to transact with Council	Makes it easy for people to interact and engage
WDC 2022: 51% / 5.6	WDC 2022: 49% / 5.4	WDC 2022: 47% / 5.2	WDC 2022: 47% / 5.4	WDC 2022: 46% / 5.2
WDC 2021: 49% / 5.4	WDC 2021: 48% / 5.3	WDC 2021: 57% / 5.7	WDC 2021: 52% / 5.5	WDC 2021: 48% / 5.3
NZB 2022: 54% / 5.6	NZB 2022: 57% / 5.8	NZB 2022: 53% / 5.7	NZB 2022: n/a	NZB 2022: 53% / 5.6
				
Skills and expertise to manage community affairs	Provides sufficient opportunities for people to have their say	Leadership of councillors	Working with other councils where relevant	Strategies for developing prosperity and wellbeing
WDC 2022: 45% / 5.0	WDC 2022: 44% / 5.2	WDC 2022: 44% / 4.9	WDC 2022: 45% / 5.3	WDC 2022: 41% / 4.7
WDC 2021: 44% / 5.0	WDC 2021: 44% / 5.2	WDC 2021: 46% / 5.1	WDC 2021: 37% / 4.8	WDC 2021: 42% / 4.9
NZB 2022: 52% / 5.4	NZB 2022: 57% / 5.7	NZB 2022: 50% / 5.3	NZB 2022: 57% / 6.0	NZB 2022: 47% / 5.3
				
Continual performance improvement	Efficiency and effectiveness	Listens to and acts on the needs of the people	Value for money	Trust to make good spending decisions
WDC 2022: 40% / 4.9	WDC 2022: 39% / 4.8	WDC 2022: 35% / 4.5	WDC 2022: 34% / 4.3	WDC 2022: 31% / 4.3
WDC 2021: 39% / 4.7	WDC 2021: 41% / 4.8	WDC 2021: 35% / 4.5	WDC 2021: 32% / 4.3	WDC 2021: 33% / 4.4
NZB 2022: 46% / 5.2	NZB 2022: 48% / 5.3	NZB 2022: 42% / 4.8	NZB 2022: 39% / 4.8	NZB 2022: 41% / 4.7
				
Managing finances well	Overall performance in managing day-to-day business	Overall performance in terms of communication	Overall performance in terms of leadership (Mayor and Councillors)	
WDC 2022: 30% / 4.3	WDC 2022: 48% / 5.3	WDC 2022: 46% / 5.1	WDC 2022: 45% / 5.0	
WDC 2021: 32% / 4.4	WDC 2021: 46% / 5.2	WDC 2021: 43% / 5.1	WDC 2021: 46% / 5.2	
NZB 2022: 45% / 5.0	NZB 2022: 52% / 5.5	NZB 2022: 50% / 5.4	NZB 2022: 53% / 5.5	

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

METHODOLOGY

BACKGROUND AND OBJECTIVES

As a part of its ongoing 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 and 2021-22 survey years, the methodology shifted to a quarterly data collection schedule.

MAIN CHANGES

From 2019-2020, the Resident Survey has been conducted by SIL Research. This resulted in significant methodology changes to ensure more accurate and reliable data collection:

- ratings scales were updated from the historical 1-4 scale to a 1-10 scale,
- data is collected using 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'*.

For the 2021-22 survey year, the data was collected from September (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 September-October (Q2), December 2021-January 2022 (Q2), March-April 2022 (Q3), and June 2022 (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 2021-22 survey year as '2022'.

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.

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 2022 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 %
Galatea - Murupara	44 (7%)	8%
Rangitāiki	169 (28%)	27%
Tāneatua - Waimana	59 (10%)	10%
Whakatāne - Ōhope	328 (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 in the District. 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; the key reported measures in the main report include margins of errors calculated taking into account the survey design and finite population size correction.

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.

R² 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 R² 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	191	31.9
40-64	266	44.3
65+	143	23.8
Total	600	100.0

Table 2 Responses by time lived in the District

	Frequency	Percent
Less than 1 year	16	2.7
1 year to just under 2 years	23	3.9
2 years to just under 5 years	53	8.9
Five years to just under 10 years	77	12.9
10 years or more	425	70.9
I'd rather not say	5	0.8
Total	600	100.0

Table 3 Responses by income

	Frequency	Percent
Other	4	0.6
\$20,000 or less	12	2.0
\$20,001-\$30,000	53	8.8
\$30,001-\$50,000	79	13.1
\$50,001-\$70,000	57	9.5
\$70,001-\$100,000	84	14.1
\$100,001 or more	137	22.9
I'd rather not say	174	29.0
Total	600	100.0

Table 4 Responses by home ownership

	Frequency	Percent
Other	7	1.1
Owned	494	82.3
Rented	55	9.2
Private trust	16	2.7
I'd rather not say	29	4.8
Total	600	100.0

Table 5 Responses by ethnicity (multi-choice)

	Frequency	Percent
New Zealand European	412	68.7
Māori	244	40.7
Pacific people	10	1.7
Asian	6	1.0
Middle Eastern, Latin American or African	6	1.0
Other	21	3.6
New Zealander/Kiwi/Not stated	21	3.6
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 2022. The data is collected using a 1-10 scale; satisfaction percentages are aggregated 6-10 ratings.

Benchmarking results are reported at 95% confidence level +/- 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 2021-22 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 2021-22 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 August 2021, New Zealand went into lockdown Alert Level 4, with the nation (south of Auckland) progressing to Alert Level 3 on 1 September 2021, and into Alert Level 2 on 8 September 2021.
3. In September 2021, the Council was granted \$62.46 million in funding from Waka Kotahi NZ Transport Agency, to invest in transport networks (roading, walking, cycling and public transport).
4. In September 2021, the Council secured CBD property through the Harbour Fund which has the potential for significant future strategic development. Later in 2022, the Environmental Protection Authority Te Mana Rauhi Taiao (EPA) advised that resource consent had been granted for a Boat Harbour to be developed in Keepa Road in Whakatane
5. The Government's Three Waters Reform Programme has been the subject of much debate in 2021-22. The Whakatane District Council provided residents the opportunity to also submit their feedback on the reform in September 2021.
6. The establishment of a Maori ward for Whakatane district was brought about by a unanimous vote from Whakatane District councillors on 20 May 2021. The aftermath of this decision may still be present in the minds of residents. No matter their stance, this may be a significant factor affecting residents' ratings.
7. In November 2021, a fire broke out in the Whakatane CBD, and six businesses were damaged as a result.
8. In December 2021, all of New Zealand moved to the COVID-19 Protection Framework, also known as the traffic lights system. The COVID-19 Vaccine Pass was introduced for use in New Zealand, with a number of services/facilities requiring proof of vaccination.
9. To help meet the high demand for houses, Kainga Ora announced plans to build an apartment complex in Kopeopeo Whakatane.
10. In December 2021, some roads were closed due to flooding caused by excessive raining, and residents were advised to limit their use of wastewater services for a short period of time.
11. Quarter three 2022 saw a rapid relaxation of Covid-19 rules across New Zealand due to high Omicron rates shifting the Government's response Phase from one to two on 15 February 2022. The transition to Phase three on 24 February 2022 saw the definition of close contacts change, rapid antigen tests (RAT) become the primary mode of testing, and the previous 10-day isolation period for positive cases and their household contacts reduced to 7 days..
12. As of 23 March 2022, Whakatane District's Covid-19 vaccination uptake for the Second dose was 87.4% and 68.3% for the Booster dose (compared to the national average of 72.8%). However, the Booster percentage was only 50.6% in Galatea and 57.4% in

Waingarara-Waimana compared to 71.5% in Whakatāne Central and 82.1% in Ōhope.

13. Vaccine passes have been a requirement for entry to all Council facilities excluding parks, reserves, playgrounds, cemeteries, Murupara swimming pool, Whakatāne and Murupara Refuse Transfer Stations and public toilets not inside a Council facility. These mandates were lifted later in 2022.

14. Throughout Quarter three and four, inflationary pressure continued to grow with the main drivers being global oil prices, and ongoing global supply impacts due to Covid-19.

15. In June 2022, the Council announced commencement of work and major upgrade of the Braemar Water Treatment Plant to improve water quality. The upgrades were funded by the Government post-COVID-19 Stimulus Fund.



TOP PERFORMED

- Whakatāne Library and Exhibition Centre - 88%
- Kerbside waste collection service - 88%
- Sports fields - 88%
- District libraries - 87%
- Parks or reserves - 87%



LOWEST PERFORMED

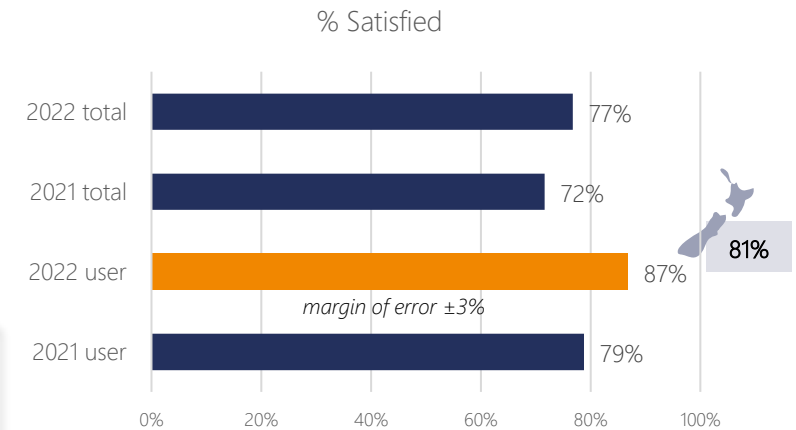
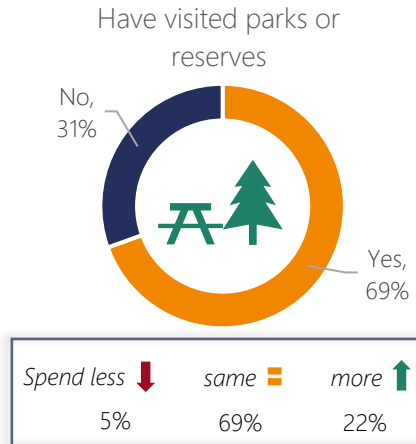
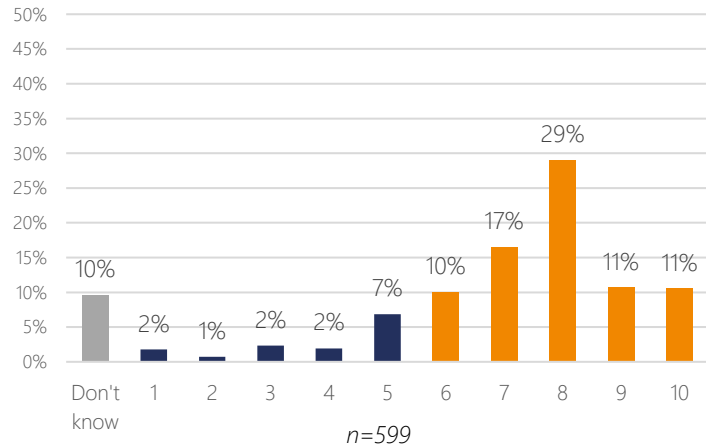
- 36% - Noise control
- 37% - Dog control
- 55% - Roads
- 56% - Business promotion
- 56% - Efforts to enable and promote events



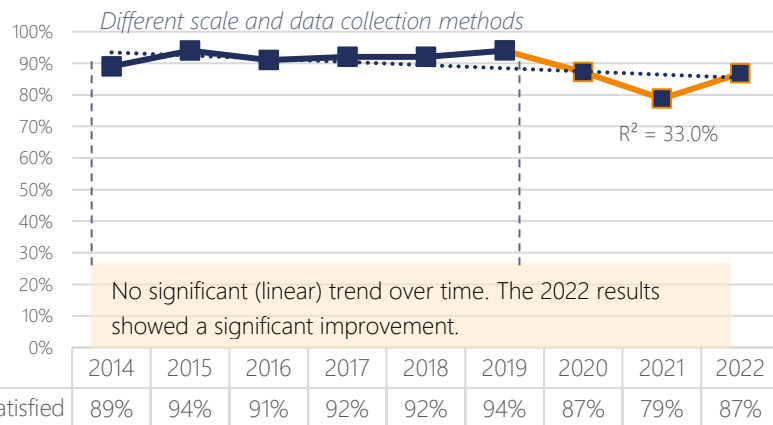
SATISFACTION WITH COUNCIL SERVICES AND FACILITIES IN 2022

SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

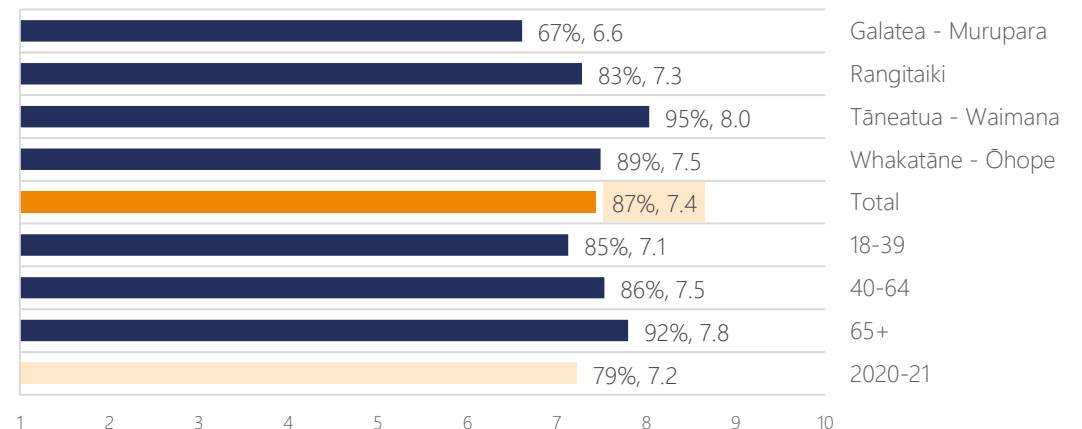
Parks and reserves



- Collectively, recreation facilities were the third-highest rated services in 2022 (83% average), with high satisfaction across each facility.
- In 2022, 69% of residents stated they had visited parks or reserves in the District (similar to 71% in 2021).
- 87% of these residents were satisfied with their parks or reserves (up from 79% in 2021 and similar to 87% in 2020).
- There were significant differences by age in 2022; satisfaction increased with age, with older residents (aged 65+) the most satisfied.
- Overall, two-thirds of residents preferred seeing the same level of Council funds spent on parks or reserves (69%, similar to 2021).

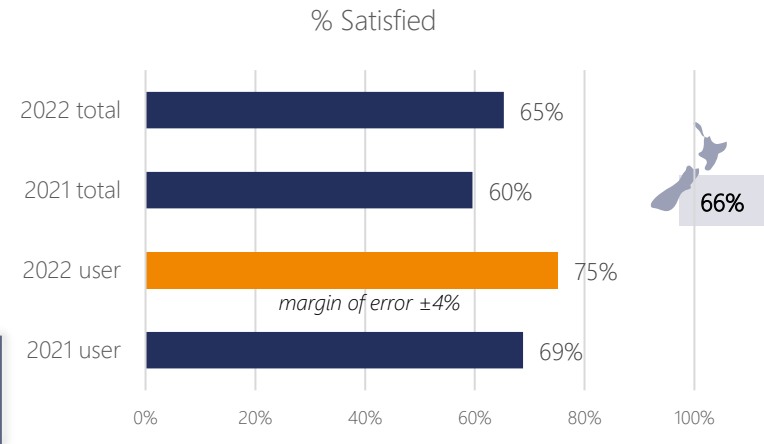
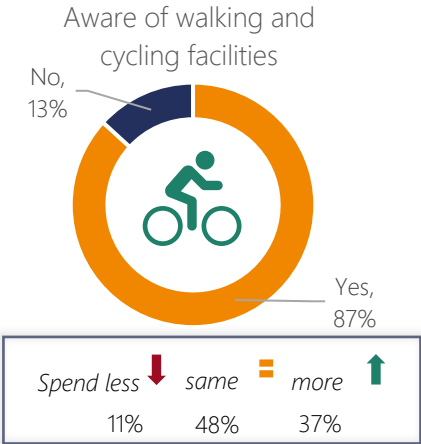
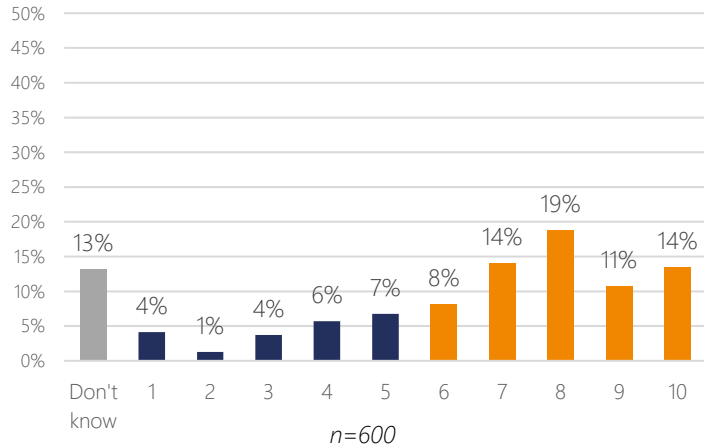


Overall satisfaction by ward and age (% satisfied and average score)

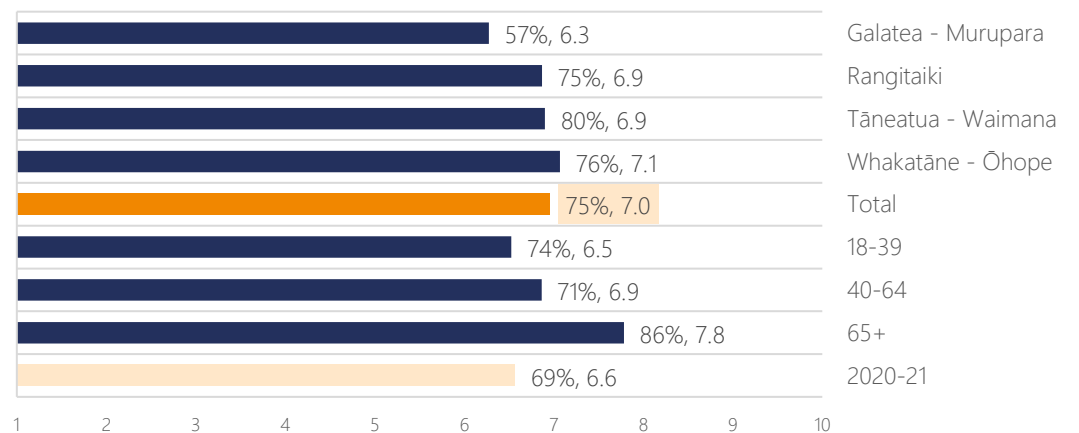
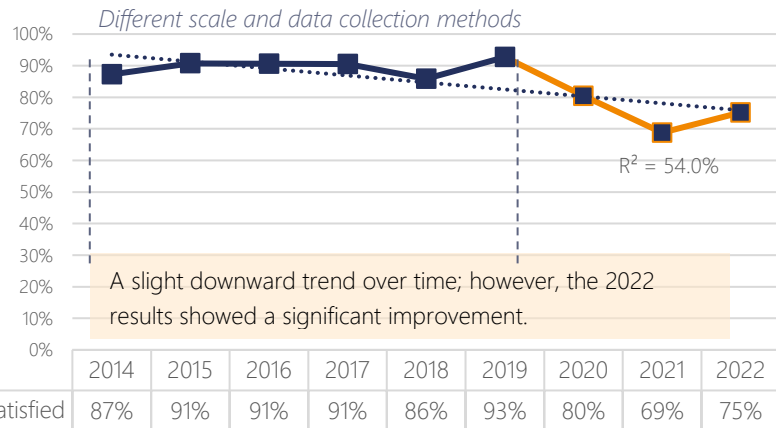


SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Walking and cycling facilities in the District

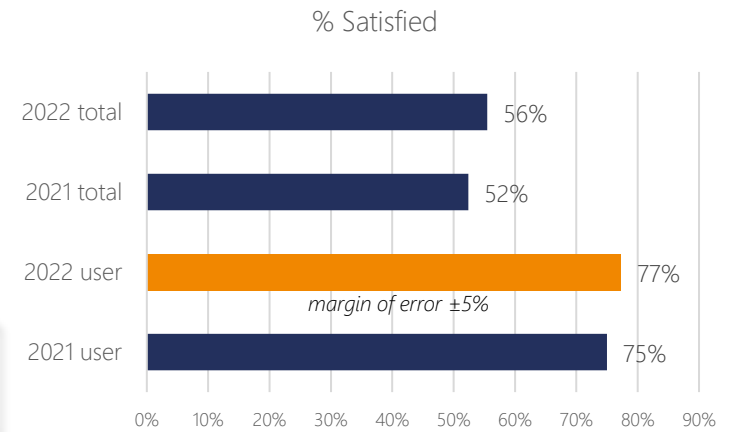
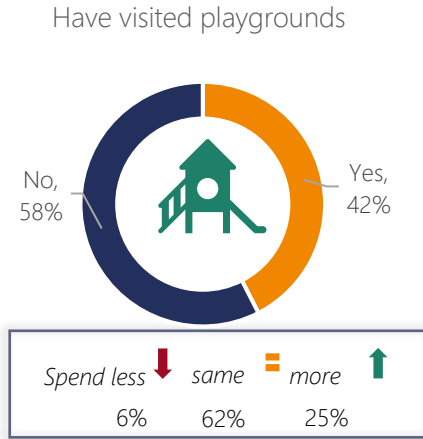
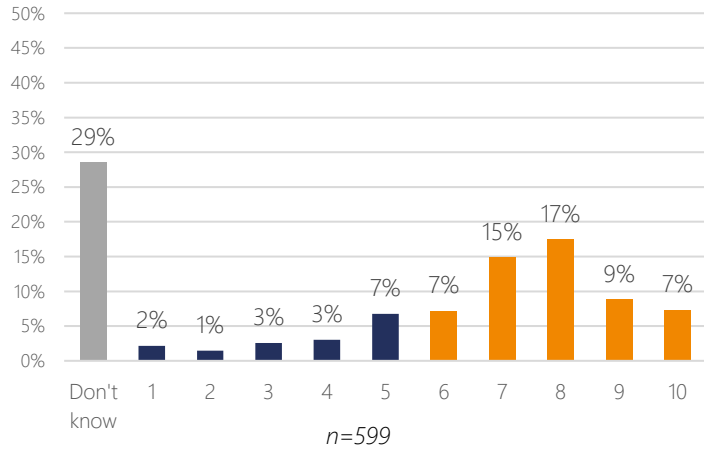


- Overall, 75% of residents who provided a rating in 2022 were satisfied with walking and cycling facilities in the District (on average 7.0 out of 10).
- After a drop in 2021, satisfaction with walking and cycling facilities improved in 2022.
- In 2022, younger residents aged 18-39 remained less satisfied with walking and cycling facilities in the District (on average 6.5 out of 10).
- Despite some apparent variations in satisfaction across wards, these differences were not significant in 2022.
- Walking/cycling was the 8th highest Council spending priority for residents; 37% stated they would like to see more Council funds in this area (similar to 2021).

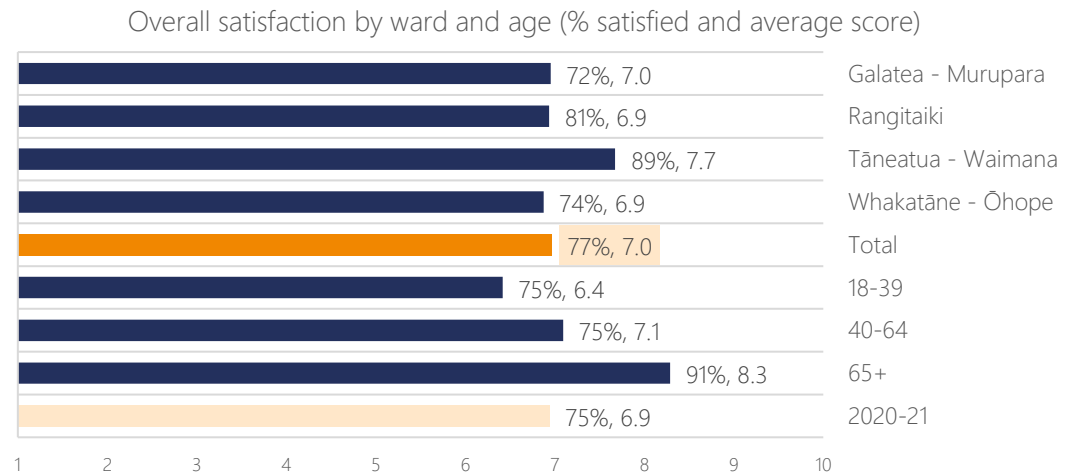
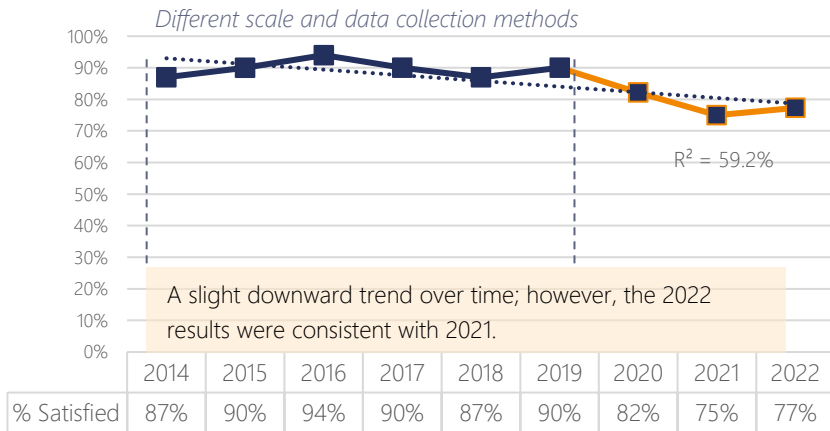


SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Playgrounds

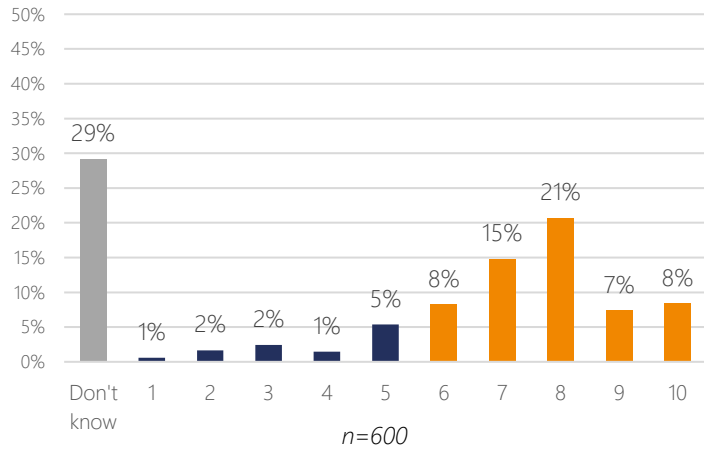


- In 2022, 42% of residents stated they had visited a playground. This was generally consistent with 2021 (48%).
- Among playground visitors, satisfaction in 2022 (77%) also remained on par with 2021 (75%).
- Satisfaction with playgrounds was lower among 18-39 year old visitors in 2022.
- Differences between wards were not significant in 2022.
- Overall, 62% of residents preferred seeing the same level of Council funds spent on playgrounds.

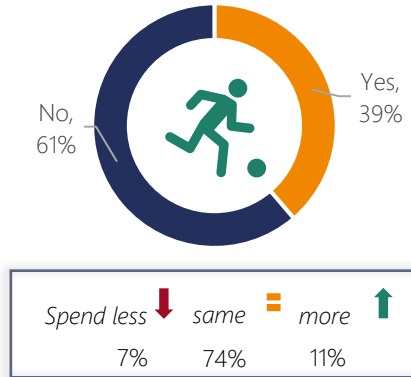


SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Sports fields



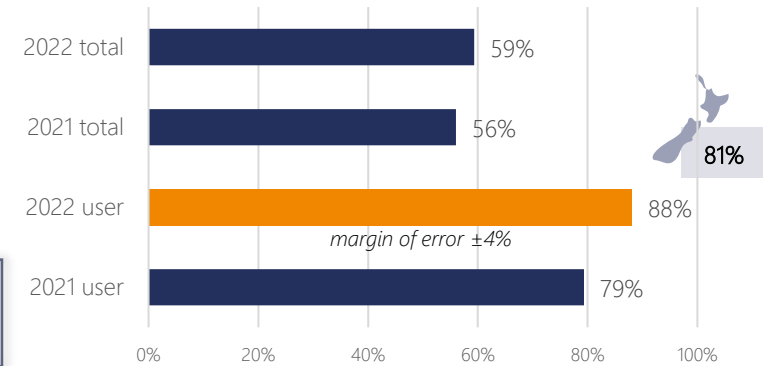
Have visited sports fields



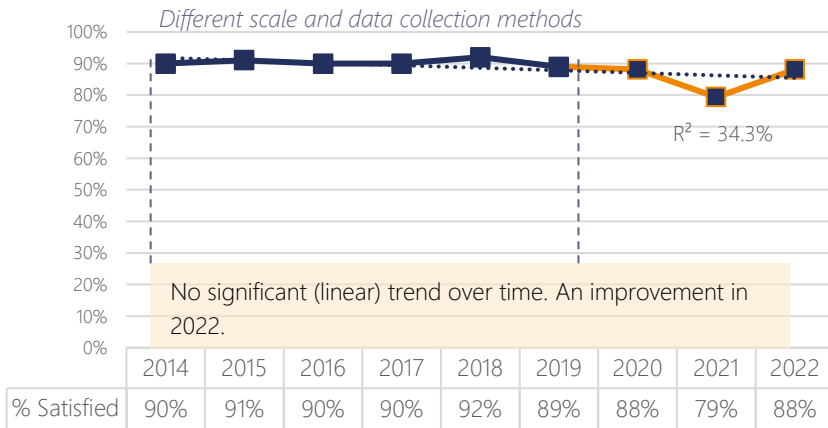
Spend less ↓ same = more ↑

7% 74% 11%

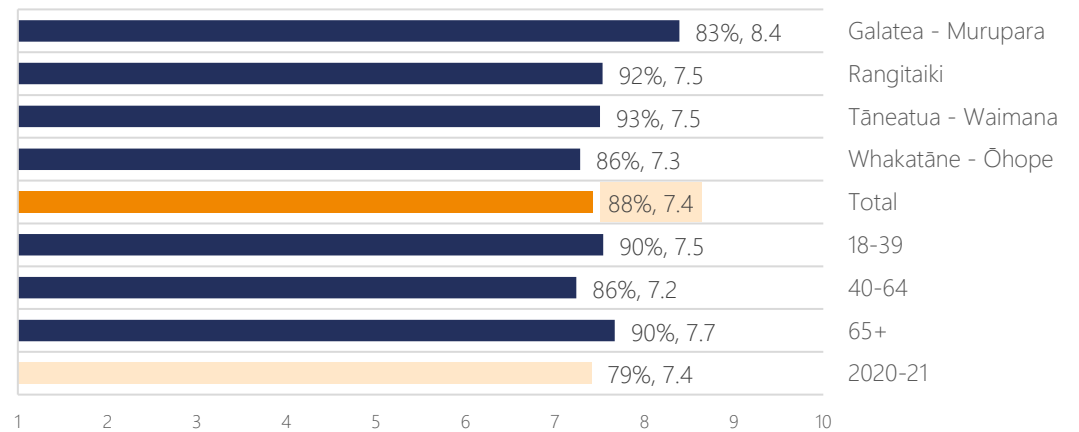
% Satisfied



- In 2022, 2-in-5 (39%) of residents reported visiting sports fields (42% in 2021).
- Satisfaction with sports facilities increased in 2022 (88%) compared to 2021 (79%), and was on par with the 2019-2020 results.
- There were no statistically significant differences by resident subgroups in 2022.
- Overall, 74% of residents preferred seeing the same level of Council funds spent on sports fields (similar to 2021).

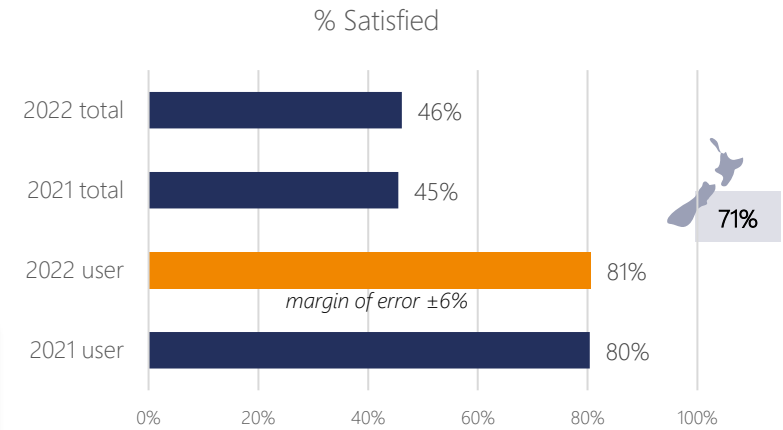
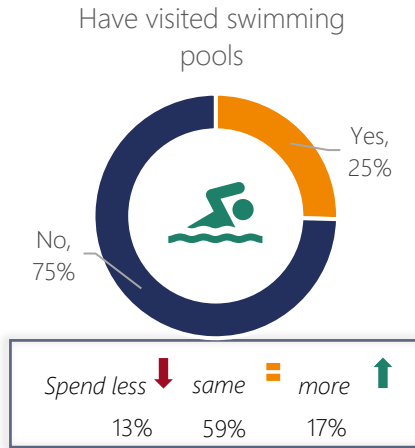
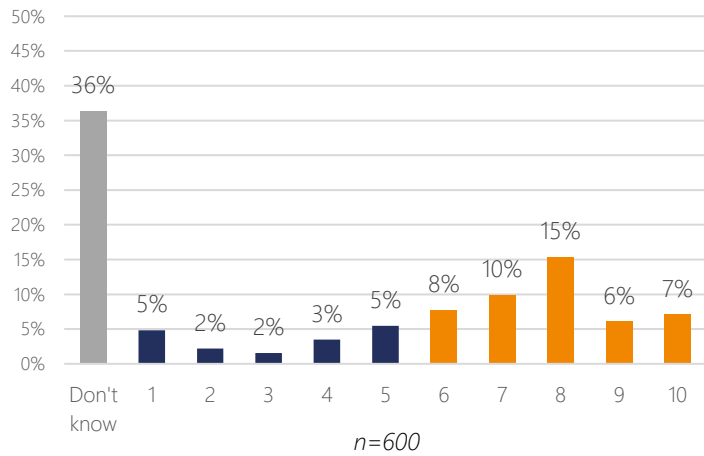


Overall satisfaction by ward and age (% satisfied and average score)

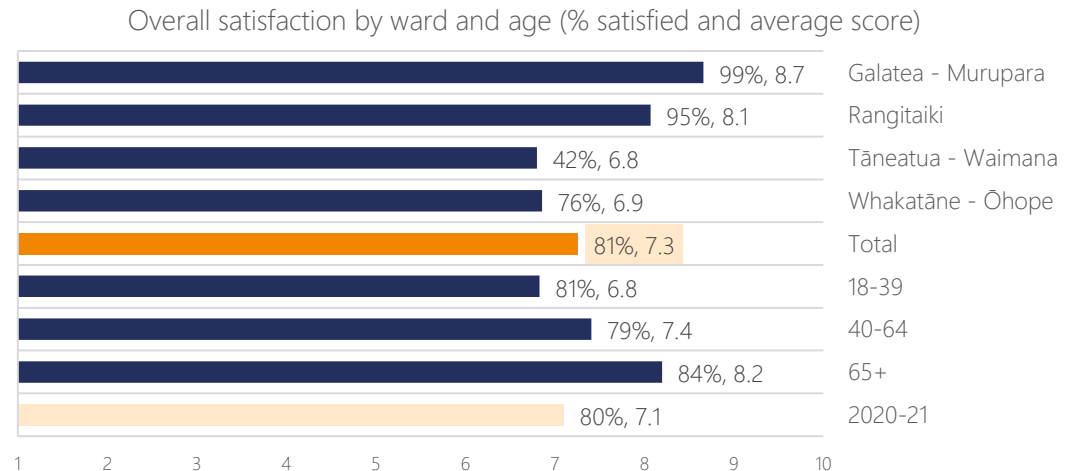
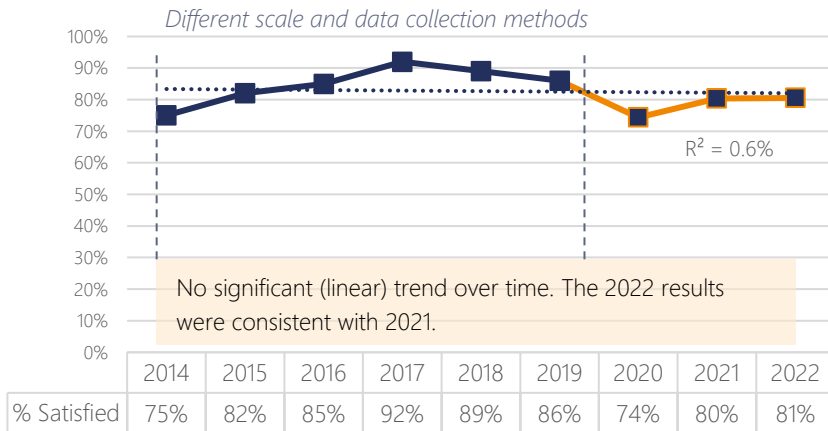


SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Public swimming pools

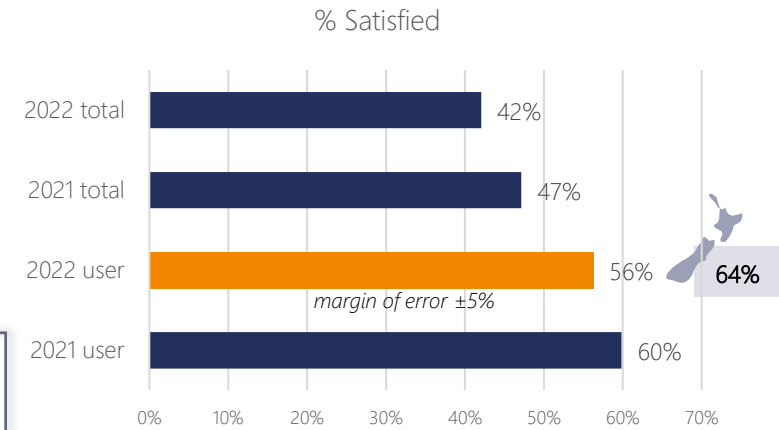
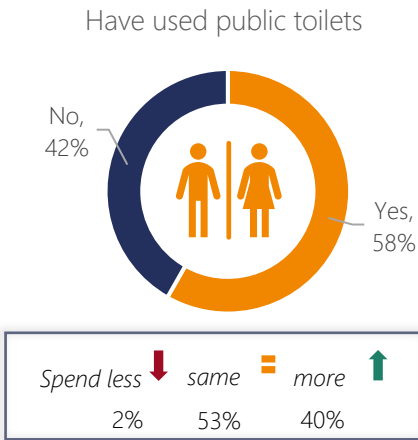
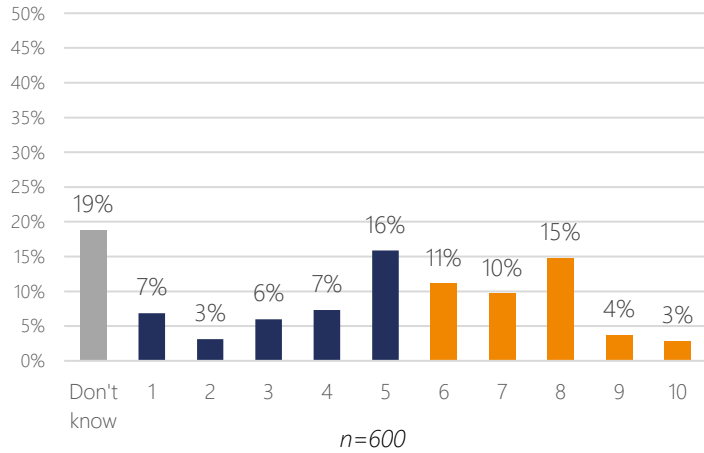


- 1-in-4 residents (25%) reported visiting a swimming pool in the District in 2022 (similar to 24% in 2021).
- Satisfaction among swimming pool users (81%) in 2022 remained high and on par with 2021 (80%).
- Satisfaction with swimming pools increased with age; older residents (aged 65+) were the most satisfied with these facilities.
- Satisfaction amongst Tāneatua – Waimana and Whakatāne – Ōhope residents was lower compared to other wards.
- Overall, 59% of residents preferred seeing the same level of Council funds spent on public swimming pools (similar to 2021).

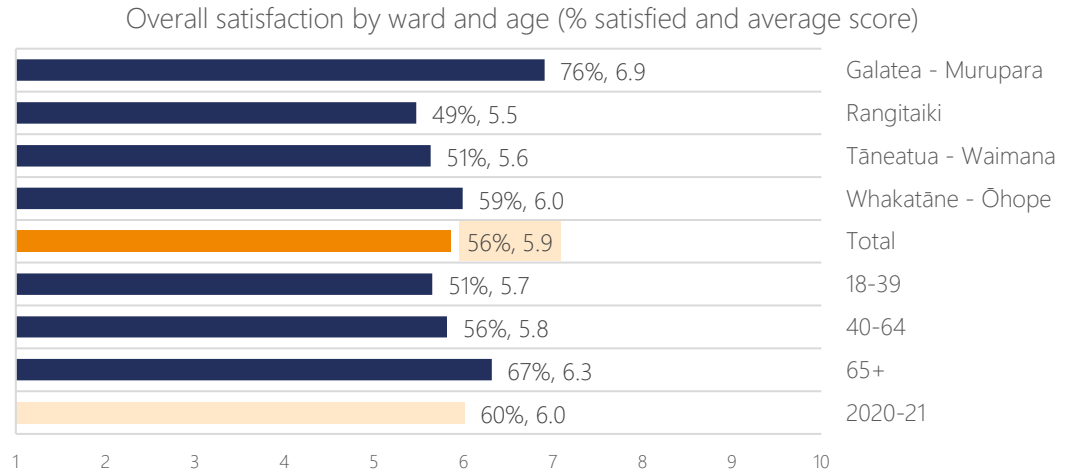
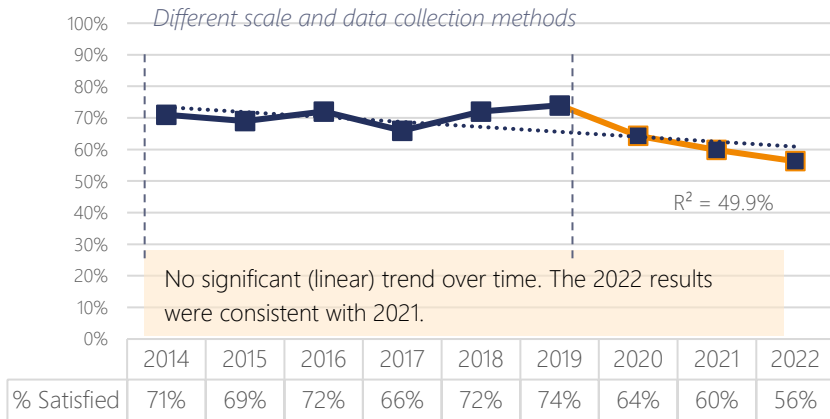


SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Public toilets

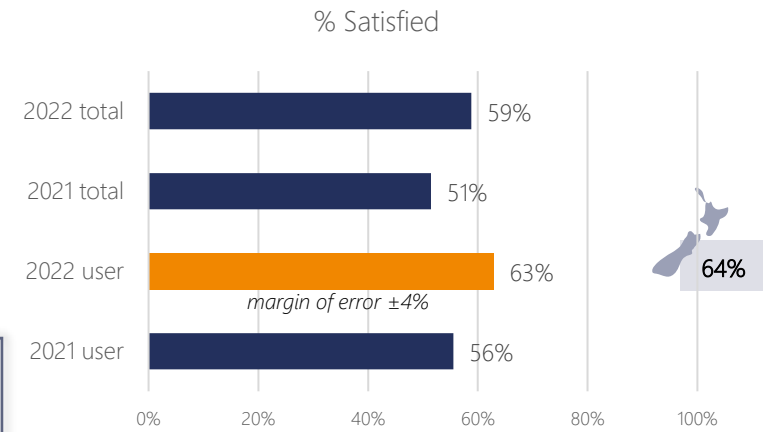
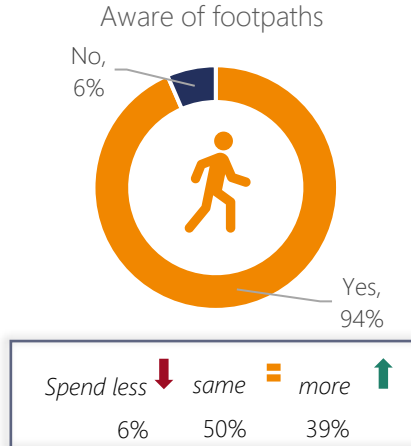
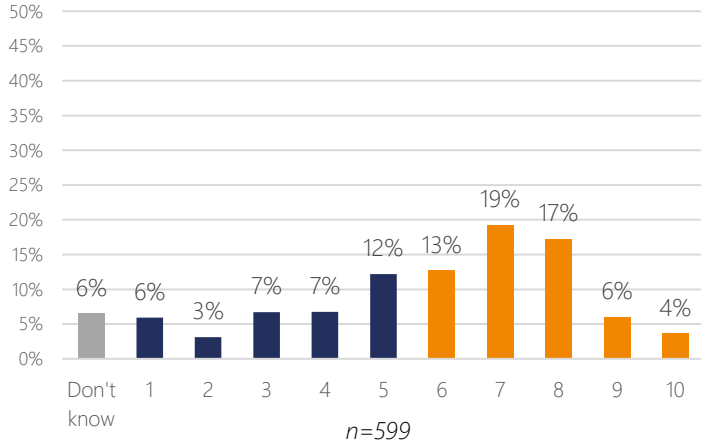


- In 2022, 6-in-10 residents (58%) reported using a public toilet in the District (similar to 2021).
- Among public toilet users, satisfaction with these facilities remained consistent in 2022 (56%, average 5.9) compared to 2021 (60%, average 6.0).
- Residents from Rangitaiki and Tāneatua – Waimana were less satisfied with toilet facilities compared to other wards.
- Toilets were identified as a high priority for more (40%) Council spending in 2022 (3rd highest spending priority, similar to 2021).

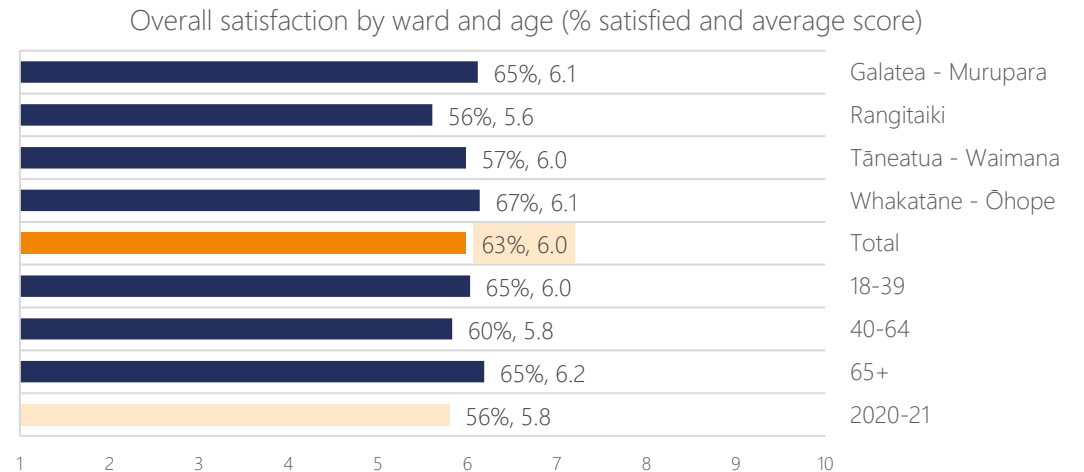
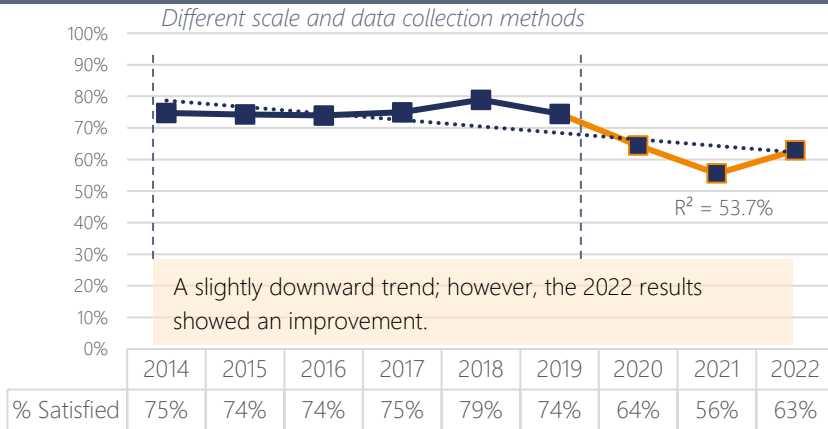


SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Footpaths

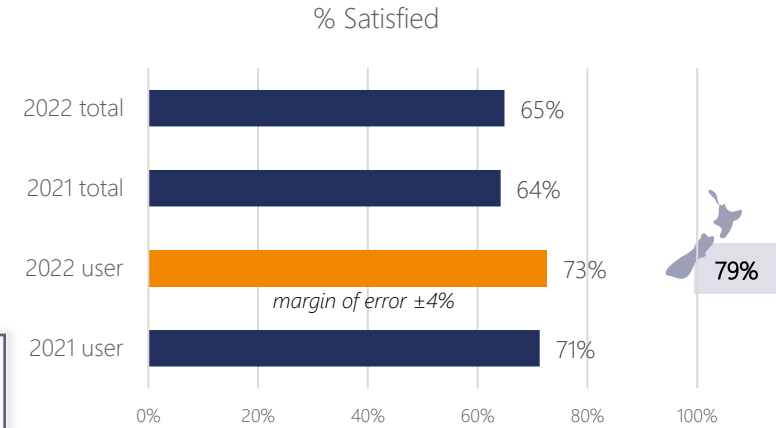
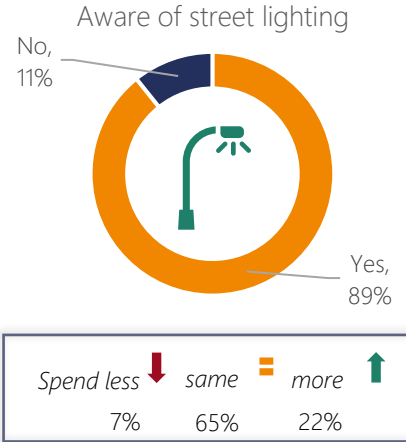
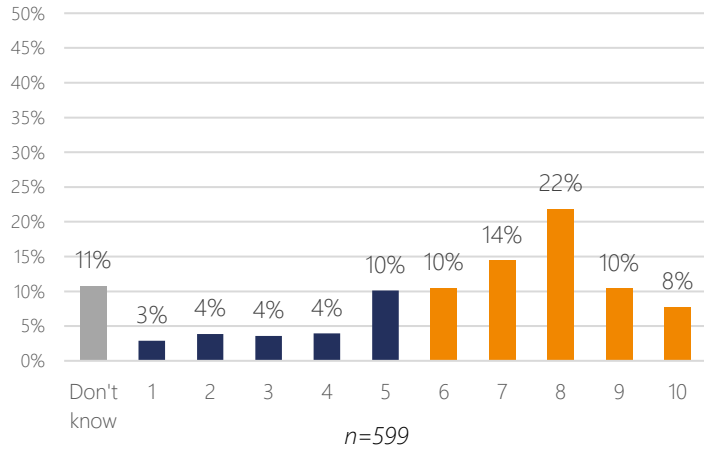


- 6-in-10 residents (63%) who provided a rating were satisfied with footpaths in the District in 2022 (average rating 6.0 out of 10).
- After a significant drop in 2021, satisfaction with footpaths increased in 2022, and was again on par with the 2020 results.
- Satisfaction with footpaths was slightly lower amongst residents who own their property, and those living in the District 10+ years.
- Footpaths continued to be in the top 5 suggested priorities for more Council spending (39% in 2022, similar to 40% in 2021).

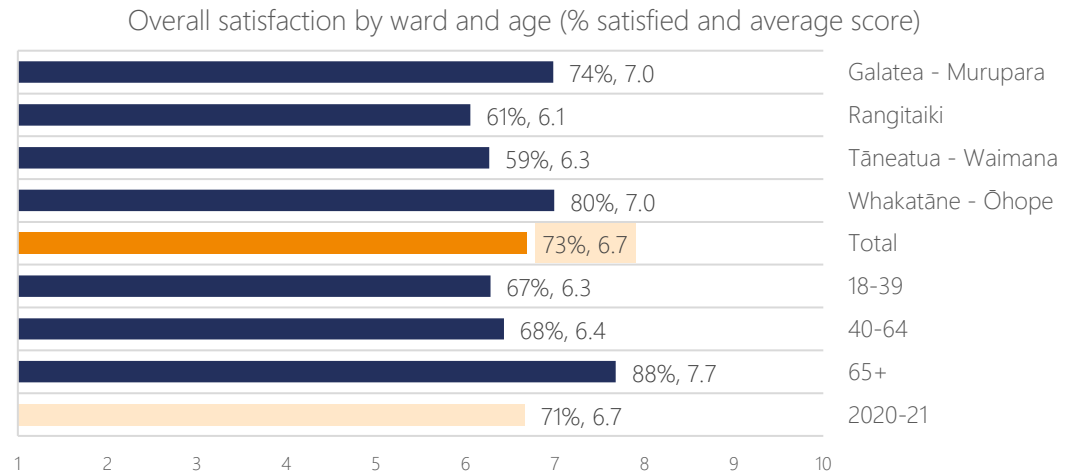
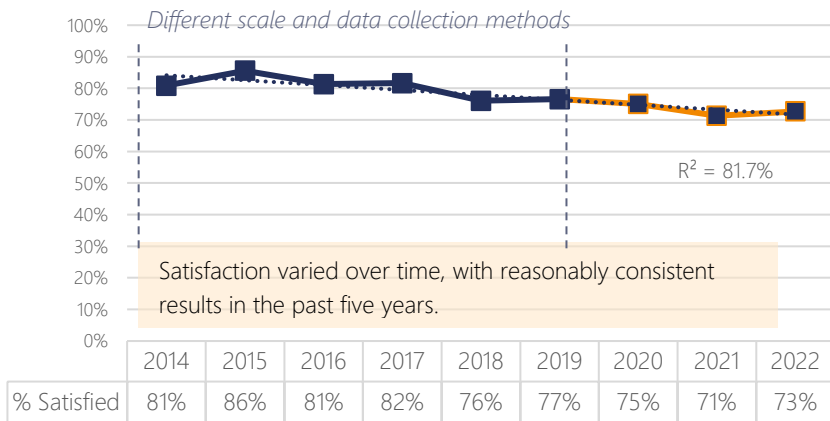


SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Street lighting

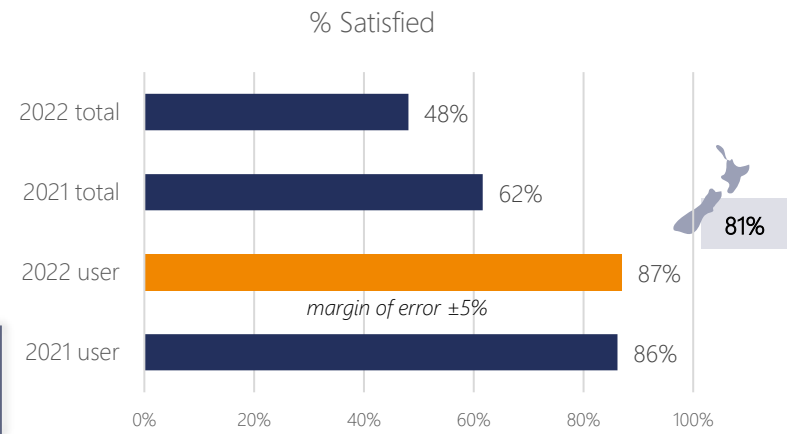
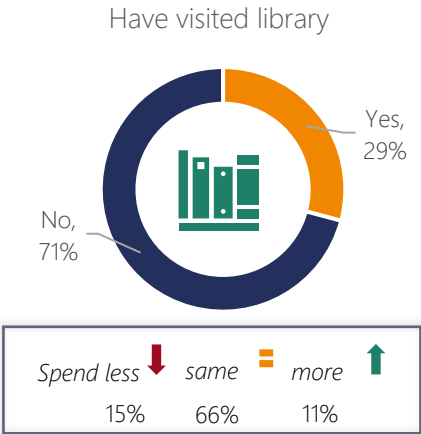
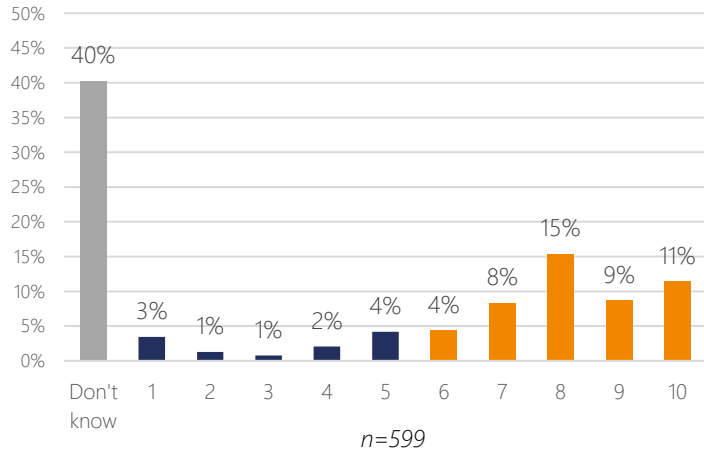


- Satisfaction with street lighting remained consistent in the last three years (73% in 2022, 71% in 2021 and 75% in 2020)
- Differences were apparent across wards, with fewer satisfied residents in Rangitaiki or Tāneatua – Waimana, and higher satisfaction in Whakatāne – Ōhope and Galatea – Murupara.
- Satisfaction with lighting also increased with age, being lowest among 18-39 year olds (67%) and highest among those aged 65+ (88%).
- Overall, 65% of residents preferred seeing the same level of Council funds spent on street lighting (similar to 2021).

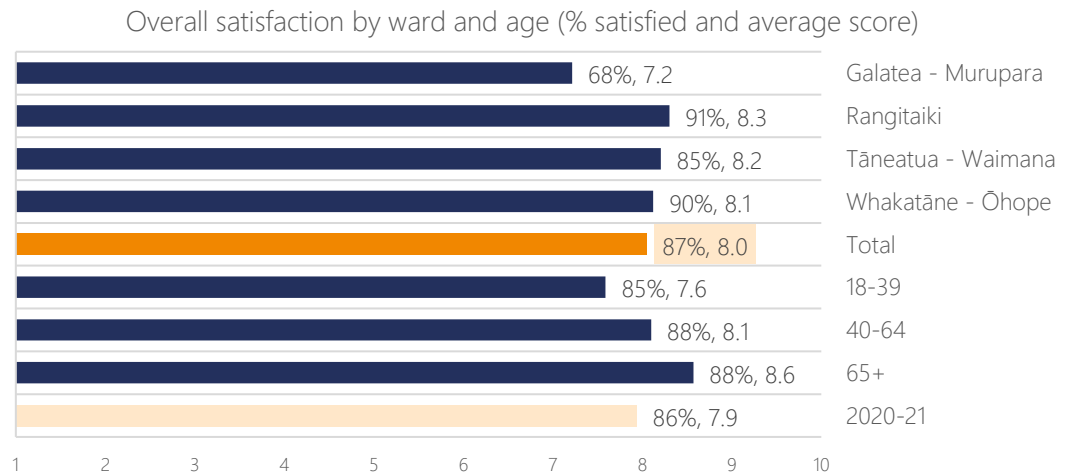
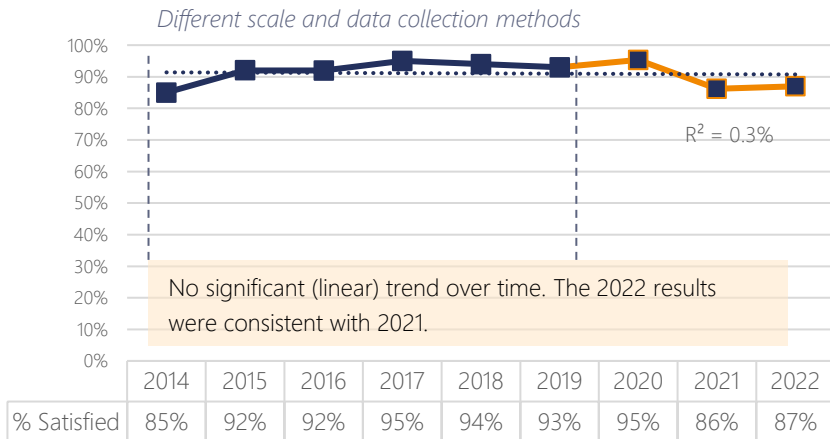


SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Libraries in the District

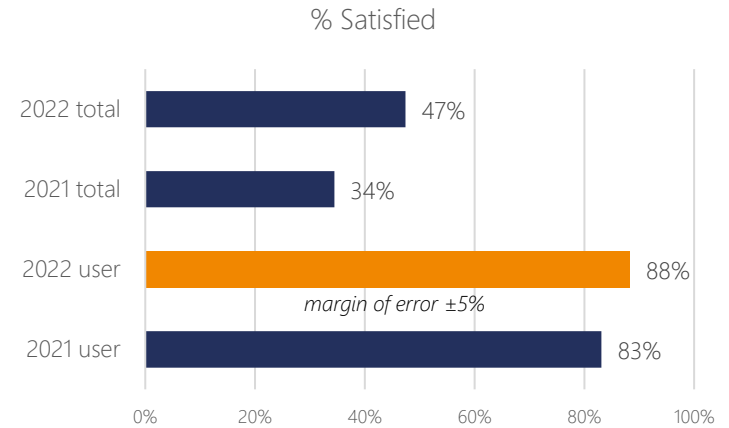
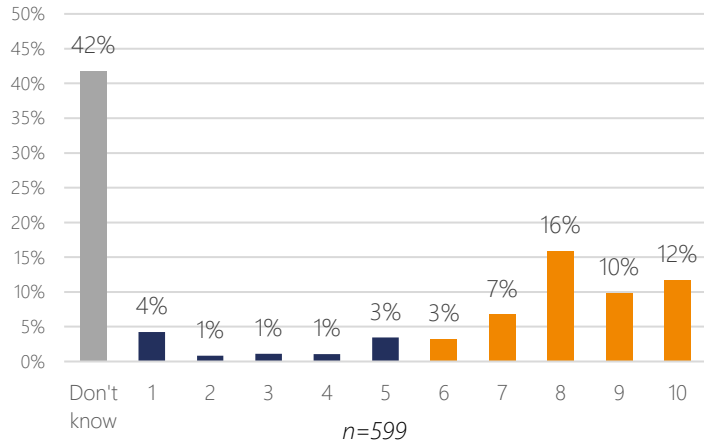


- In 2022, fewer residents (29%) reported visiting District libraries compared to 2021 (47%), likely due to COVID-19 related closure and restrictions.
- Nevertheless, satisfaction with libraries remained high (87%) and on par with the 2021 results (86%).
- Satisfaction with library services were similar by ward in 2022, but differed by age of respondents. Despite being highly satisfied overall, younger residents (aged 18-39) were less satisfied than older residents with public libraries.
- Overall, two-thirds of residents preferred seeing the same level of Council funds spent on public libraries (similar to 2021).

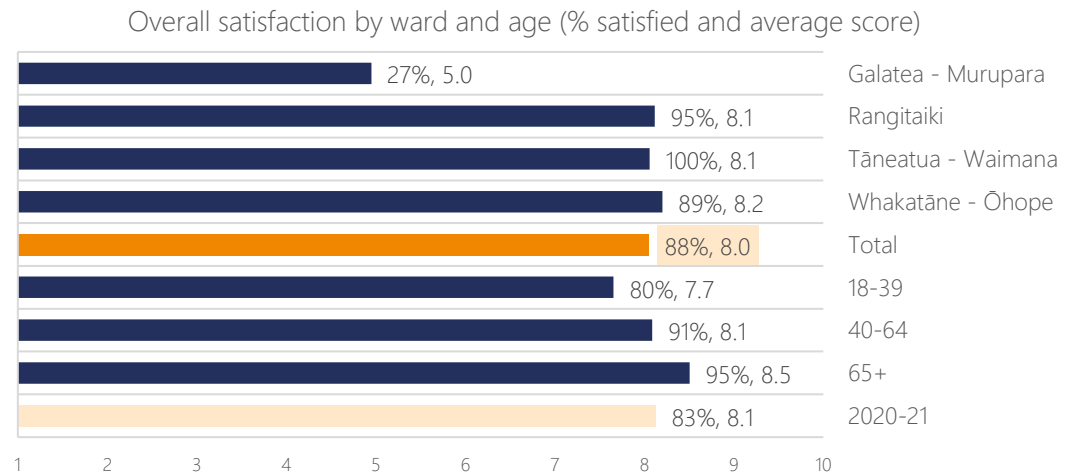
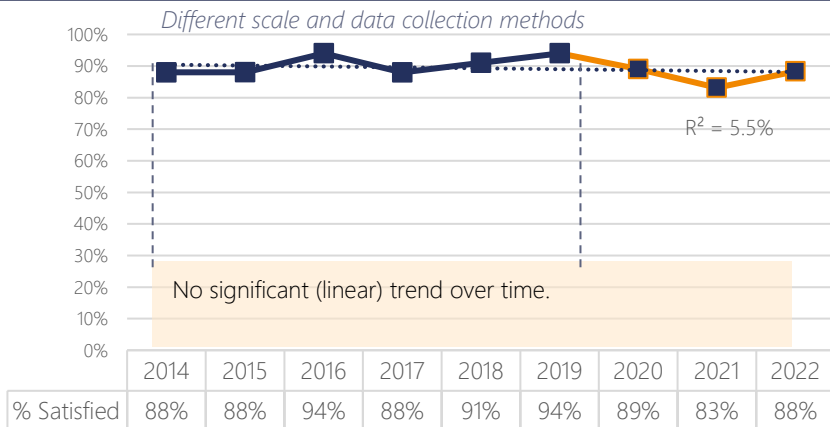


SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Te Kōputu a te Whanga a Toi - Whakatāne Library and Exhibition Centre (new wording in 2022)

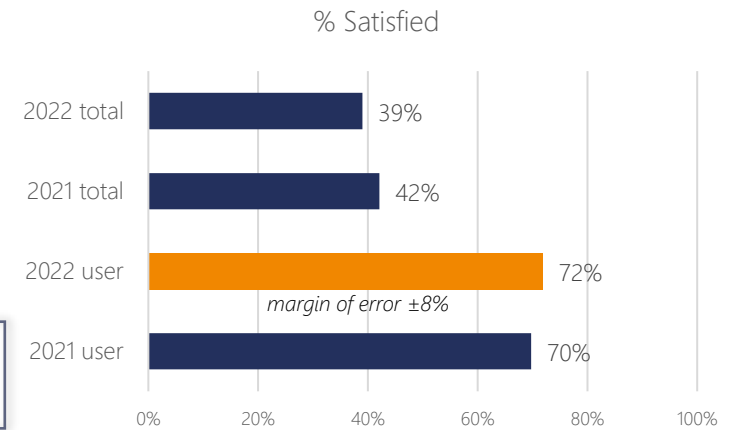
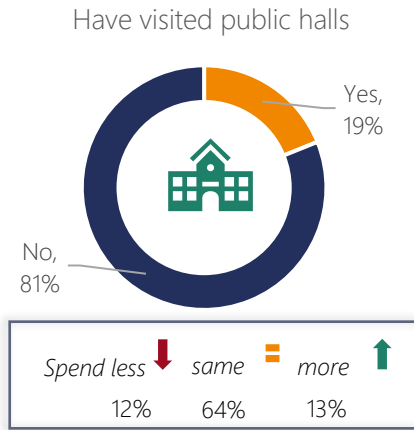
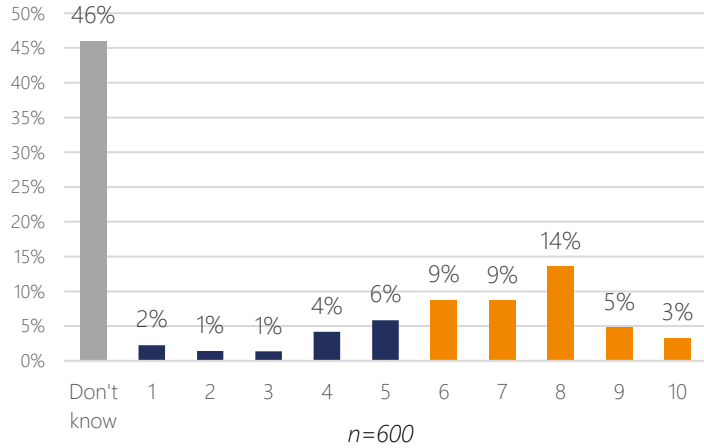


- Just 29% of residents in 2022 reported visiting the Whakatāne Exhibition Centre (slightly up from 22% in 2021); again, COVID-19 restrictions may have had some impact.
- Consistent with low visitation levels, knowledge about the Centre was also low; 2-in-5 residents were unable to comment or provide a rating (e.g. 'Don't know' responses).
- However, of those residents who had visited the Whakatāne Exhibition Centre, the majority (88%) were satisfied (rated 8.0 on average). This result was on par with 2020-2021.
- Satisfaction with the Exhibition Centre was lowest in Galatea-Murupara ward.

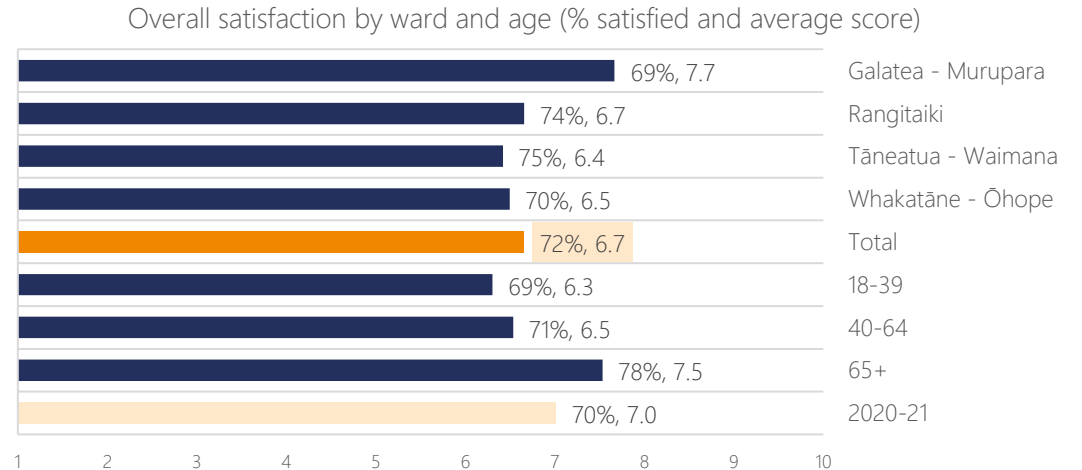
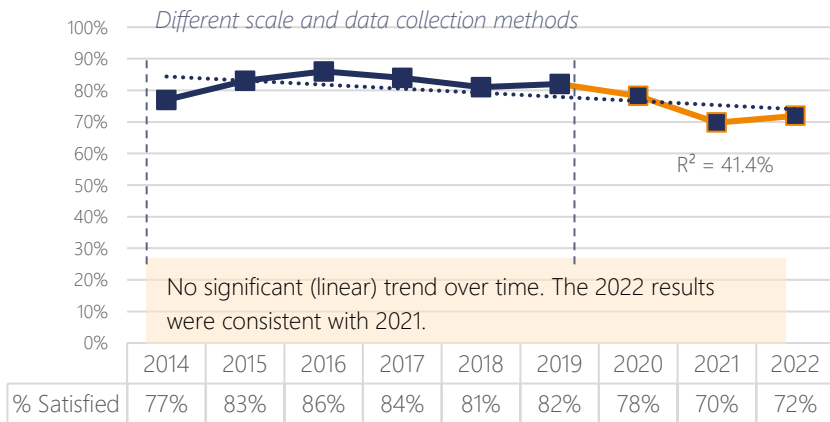


SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Public halls

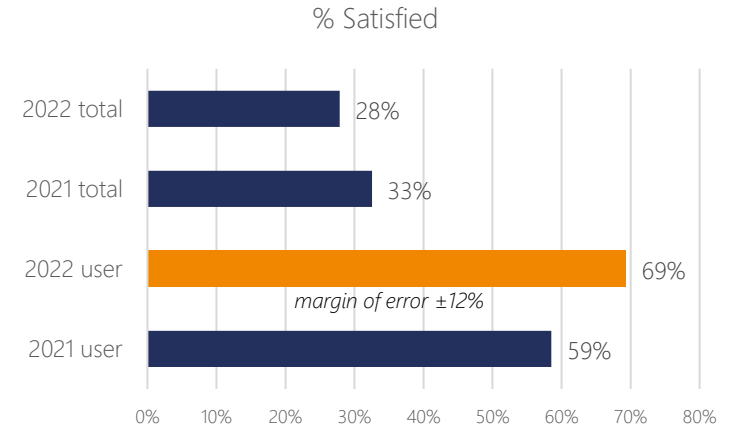
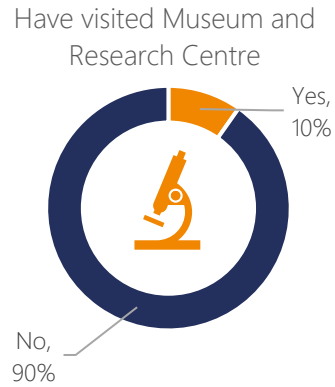
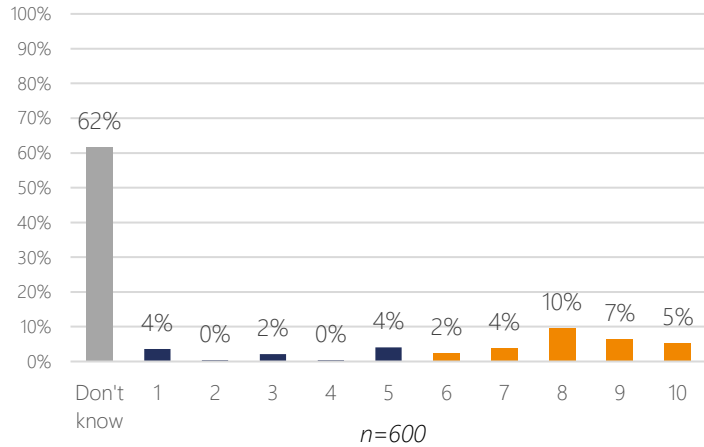


- As with the Whakatāne Exhibition Centre, many residents could not rate public halls in the district; just 19% reported visiting a hall in the District (down from 31% in 2021 and 36% in 2020).
- Nevertheless, most residents (72%) who had visited public halls were satisfied with these facilities (similar to 70% in 2021).
- There were no statistically significant differences by resident subgroups in 2022.
- Overall, two-thirds of residents (64%) preferred seeing the same level of Council funds spent on public halls (slightly up from 59% in 2021).

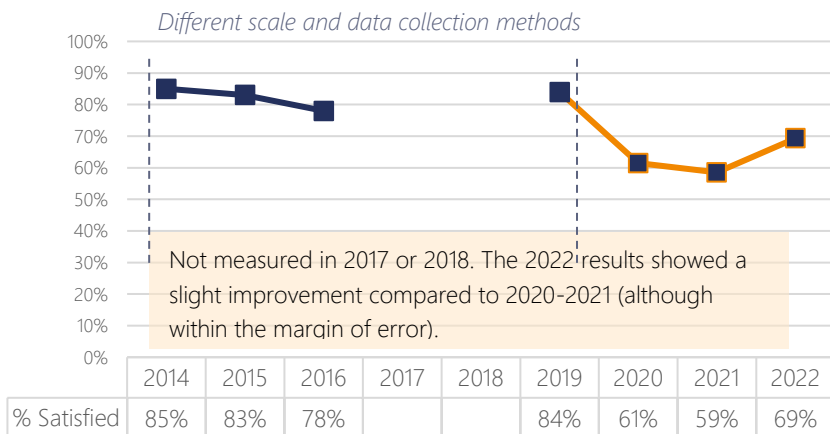


SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

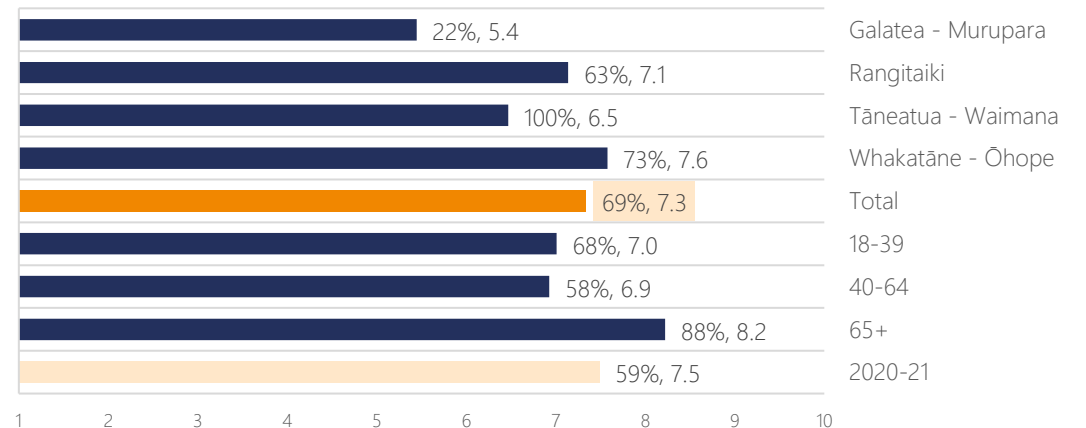
Te Whare Taonga o Taketake - Whakatāne Museum and Research Centre (new wording in 2022)



- Only 1-in-10 residents (10%) reported visiting the Whakatāne Museum and Research Centre (similar to 16% in 2021), and this was also reflected in low levels of knowledge (62% provided 'Don't know' ratings).
- Overall, over two-thirds of visitors (69%) were satisfied with this facility (59% in 2021); 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.

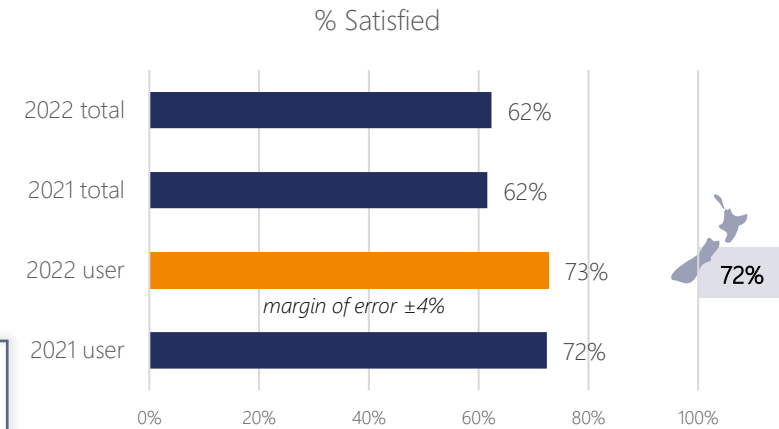
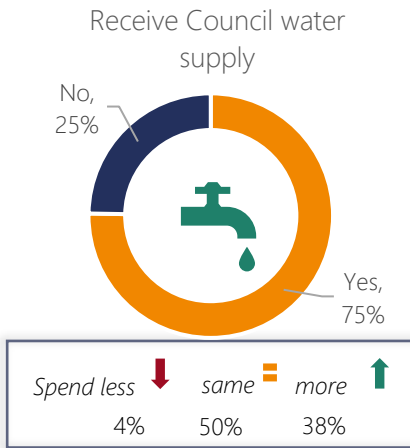
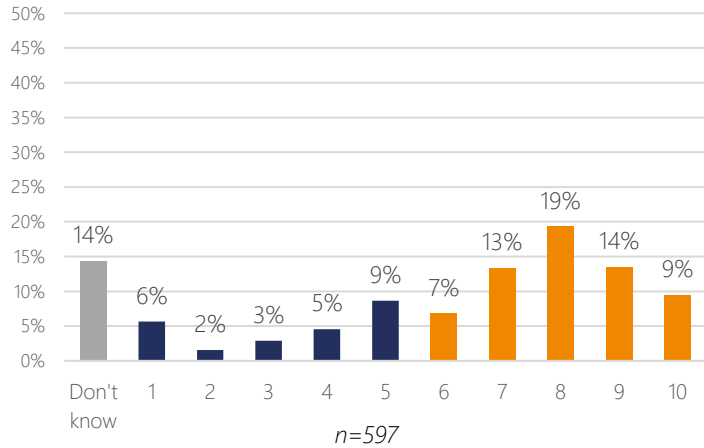


Overall satisfaction by ward and age (% satisfied and average score)

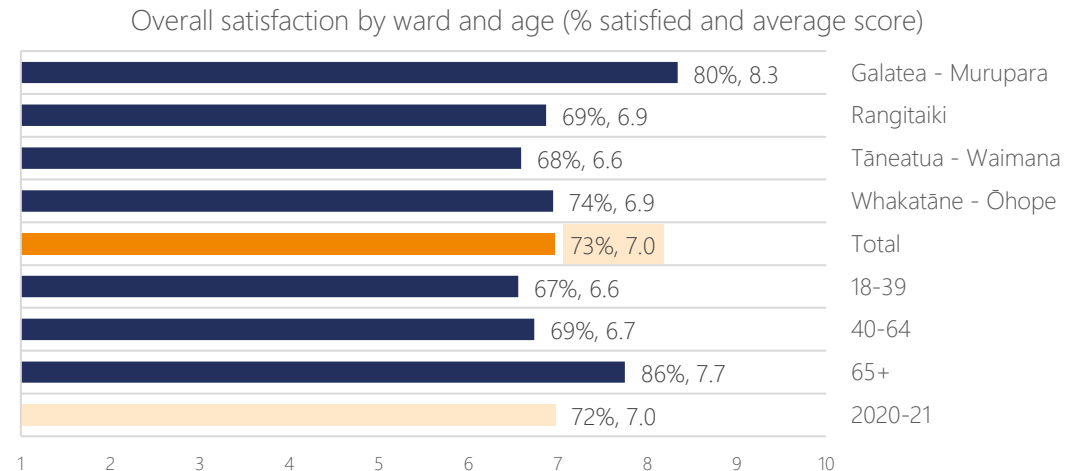
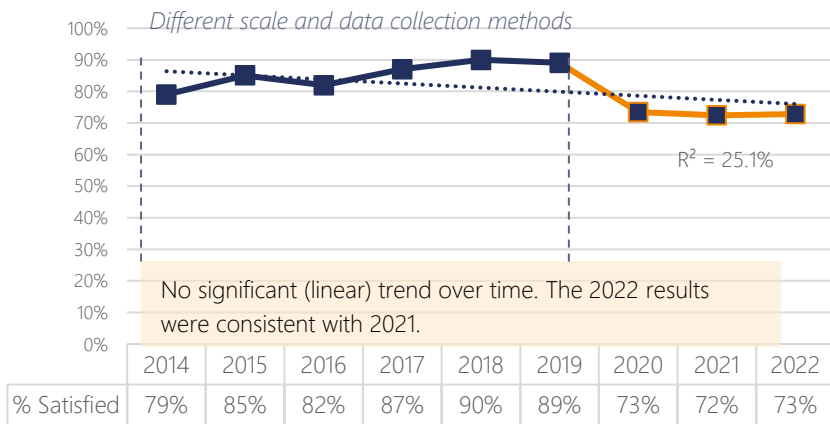


SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Water supply

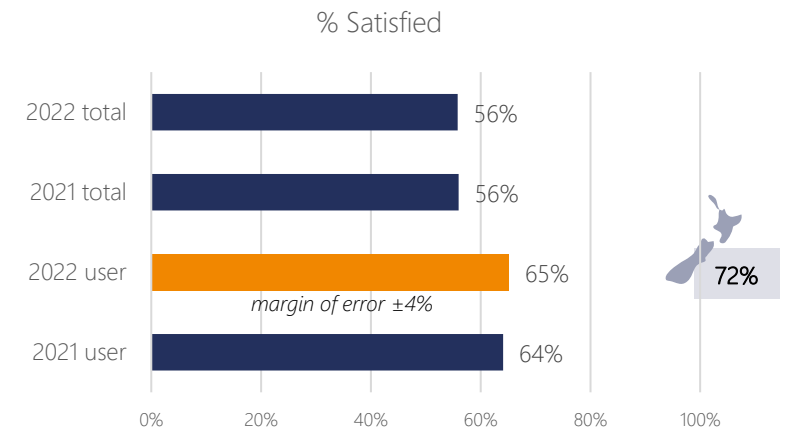
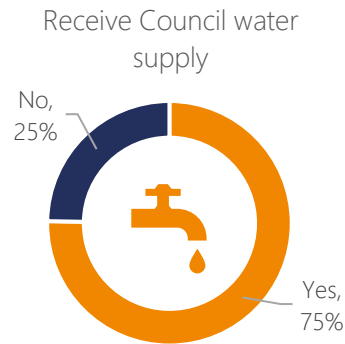
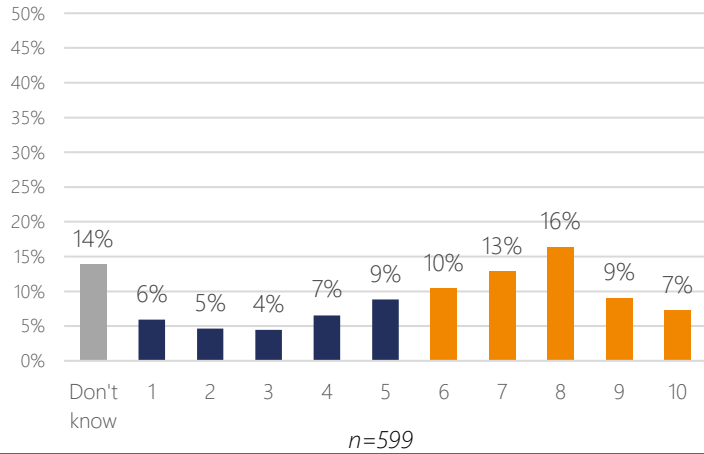


- In 2022, 3-in-4 residents (75%) reported being connected to Council's water supply (similar to 73% in 2021).
- Of those residents on Council's water provision, 73% were satisfied with the supply overall (7.0 average rating). This result was consistent over the past three years.
- Residents aged under 65 were less satisfied with water supply compared to older residents.
- Water supply was the 5th highest Council spending priority for residents; 38% stated they would like to see more Council funds in this area (similar to 2021).

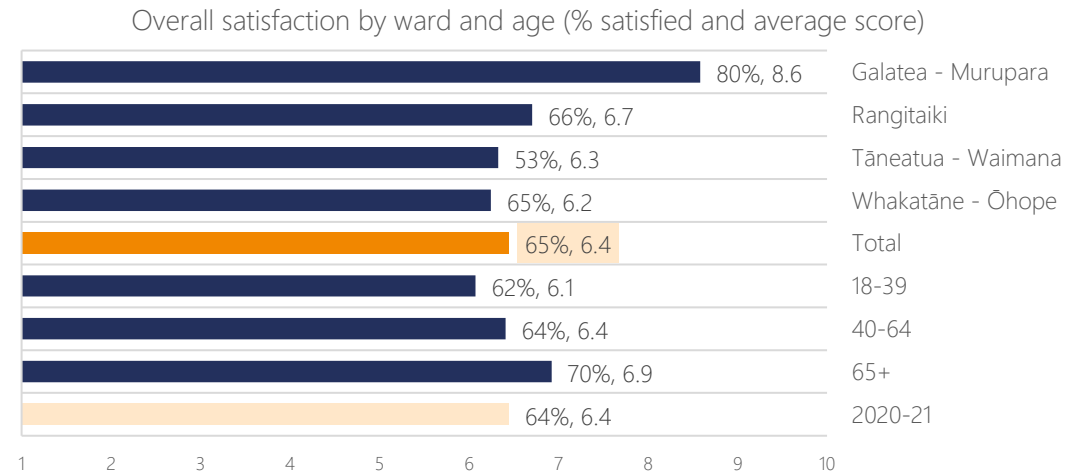
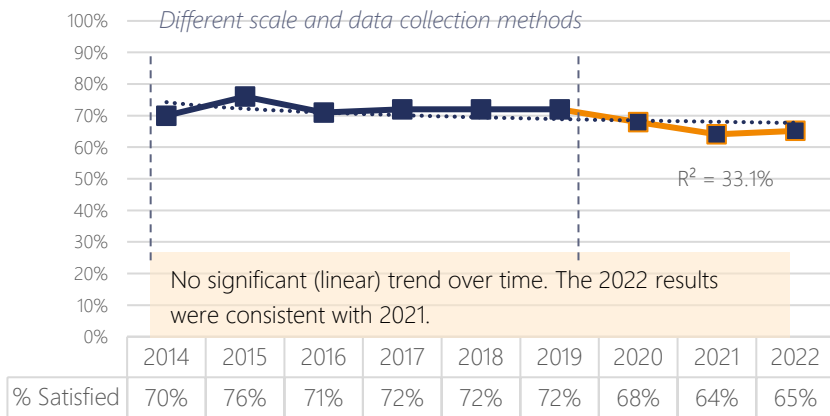


SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Quality of drinking water

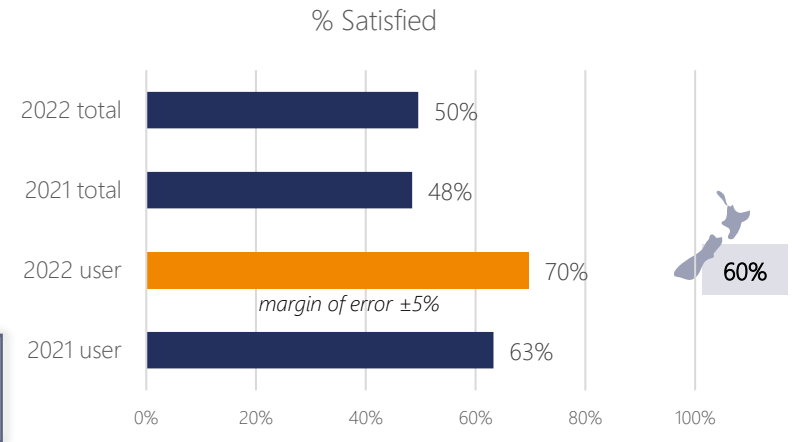
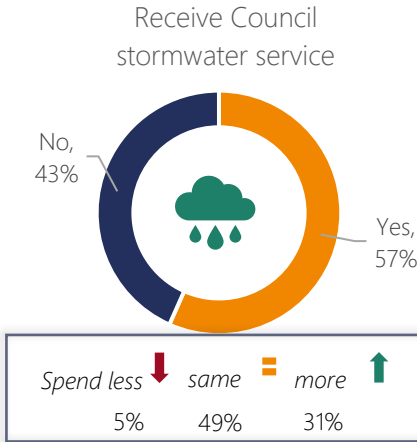
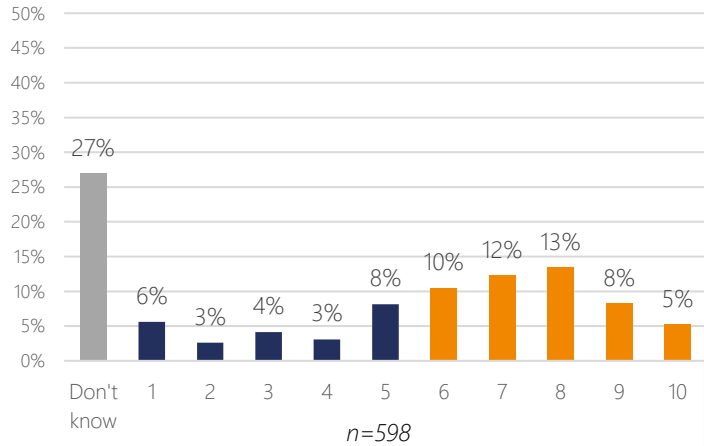


- 65% of residents on Council's water supply were satisfied with quality of their drinking water (6.4 average rating), similar to 2021.
- Younger residents (aged 18-39) tended to be less satisfied with both the water supply generally, and quality of drinking water.
- Satisfaction with water supply was higher in Galatea-Murupara.

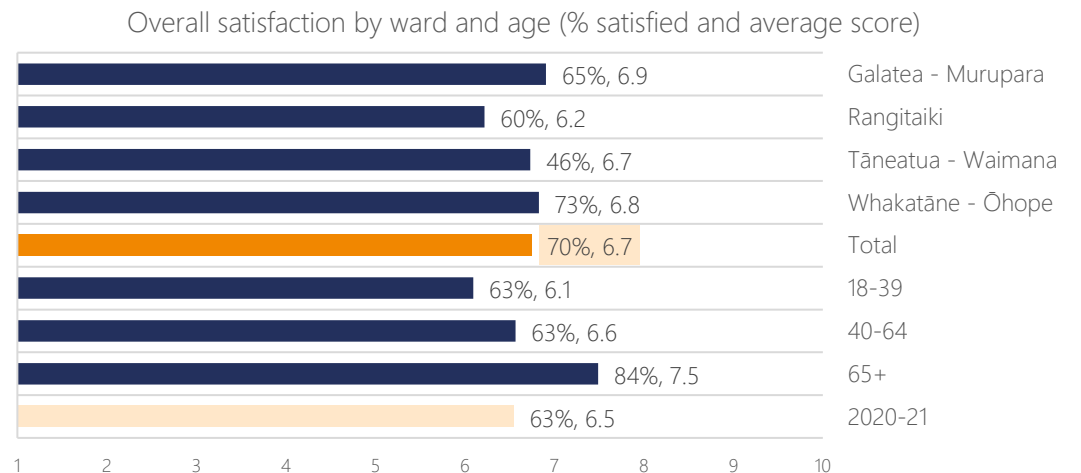
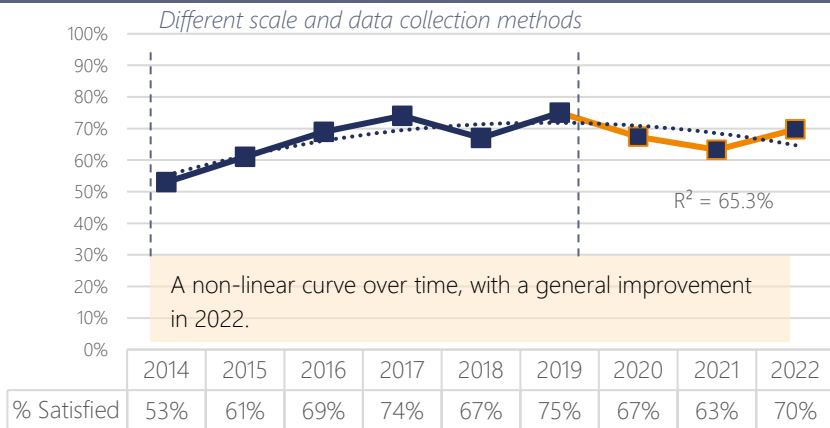


SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Stormwater service

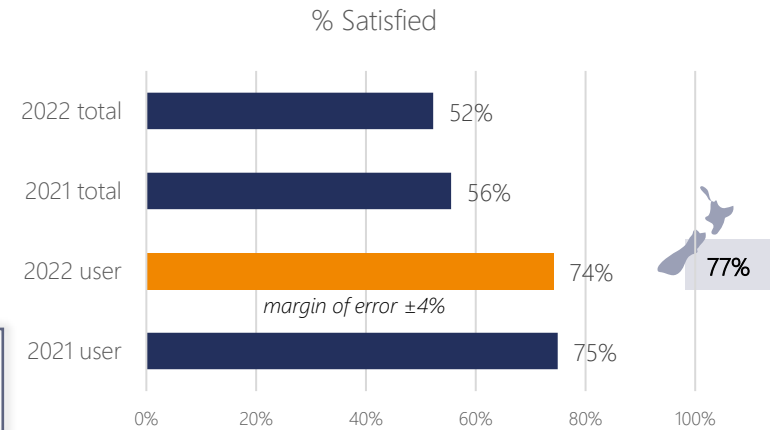
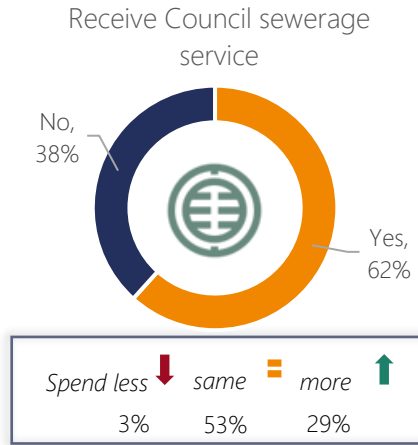
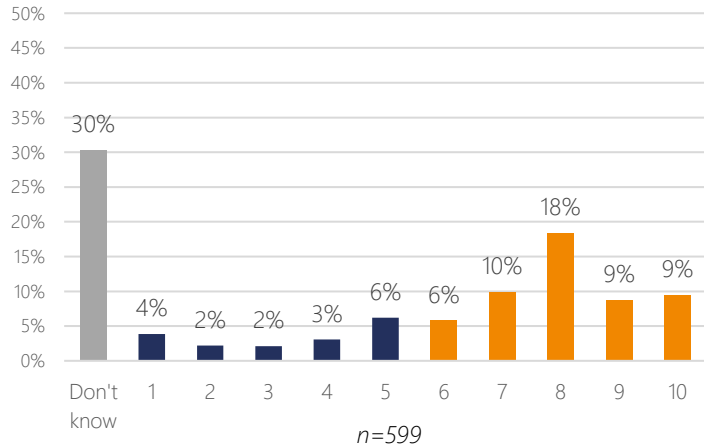


- In 2022, over half (57%) of surveyed residents were aware of being on Council's stormwater service network (slightly up from 49% in 2021 and similar to 57% in 2020).
- Of these residents, 70% were satisfied with this service (6.7 average rating); this was up compared to 2021.
- Satisfaction with this service differed by age, with 18-64 year olds less satisfied than those aged 65+.
- No significant differences were recorded by ward. Although property owners (6.7) tended to be less satisfied than renters (7.4).
- Overall, 49% of residents preferred seeing the same level of Council funds spent on stormwater (down from 57% in 2021 due to slight increases in both 'spend less' and 'more' responses).

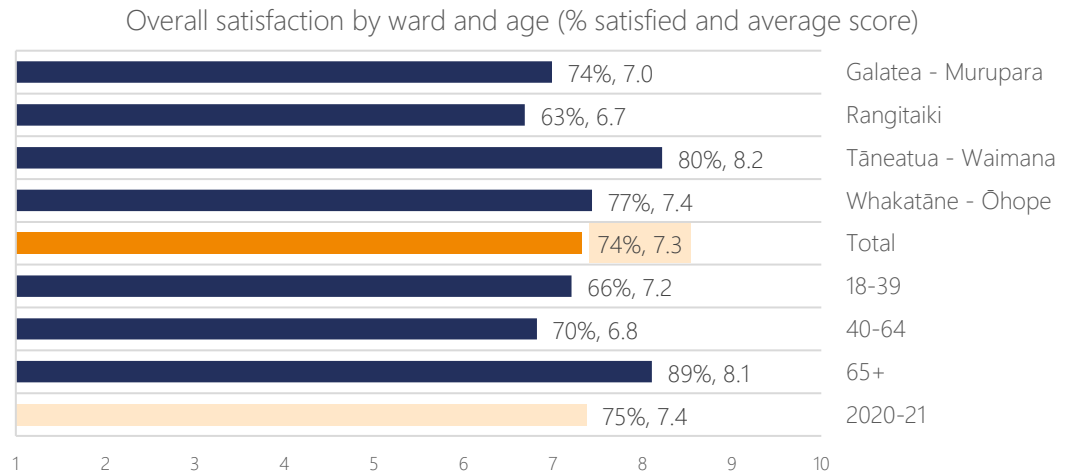
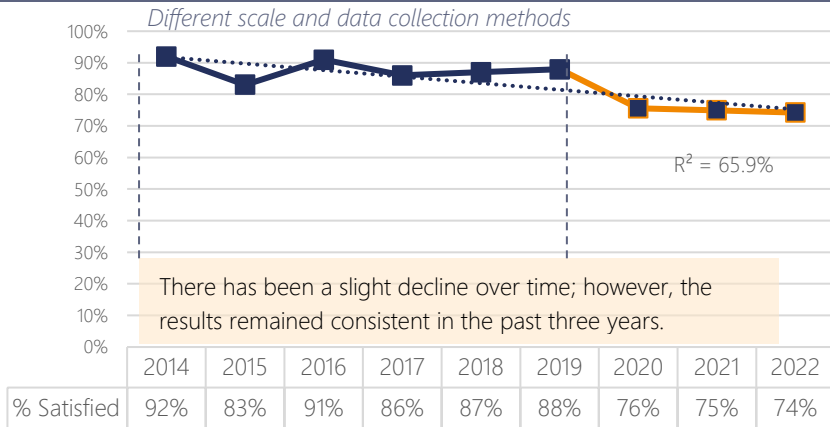


SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Sewerage system

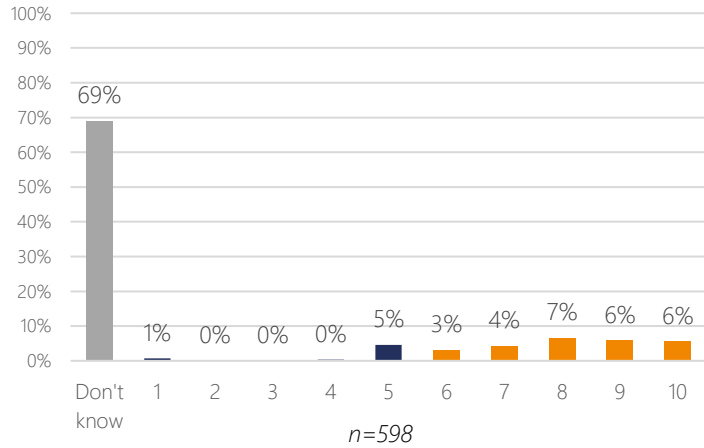


- Similar to stormwater, 62% of surveyed residents reported being connected to Council sewerage services in 2022 (59% in 2021).
- 3-in-4 (74%) of these residents were satisfied with the sewerage system (average rating 7.3); satisfaction remained consistent in the past three years.
- Residents aged 40-64 tended to be least satisfied, on average, with sewerage service (6.8) in 2022.
- Overall, 53% of residents preferred seeing the same level of Council funds spent on the sewerage system (similar to 2021).

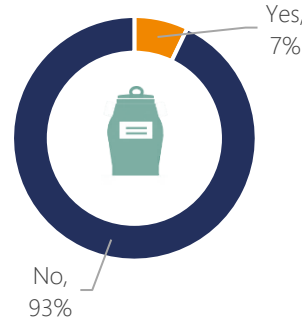


SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

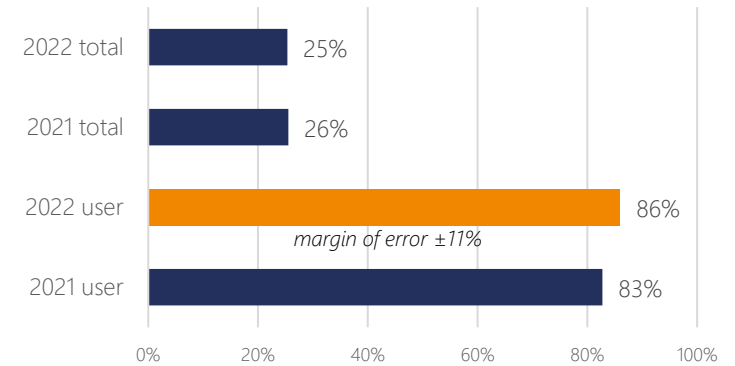
Whakatāne crematorium facility



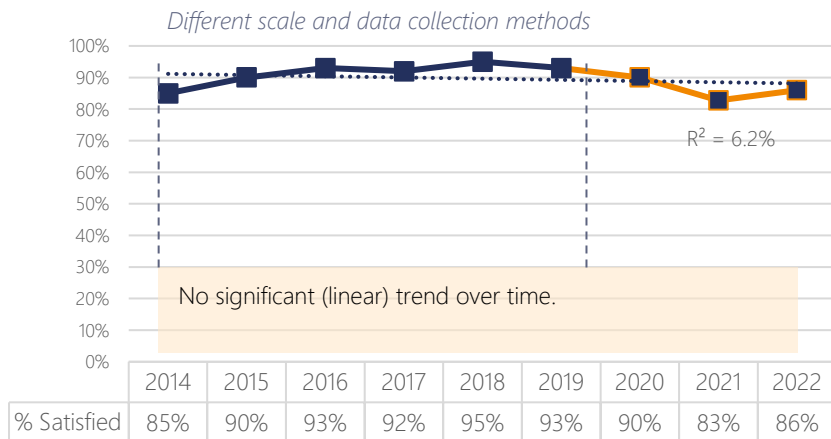
Have visited crematorium facility



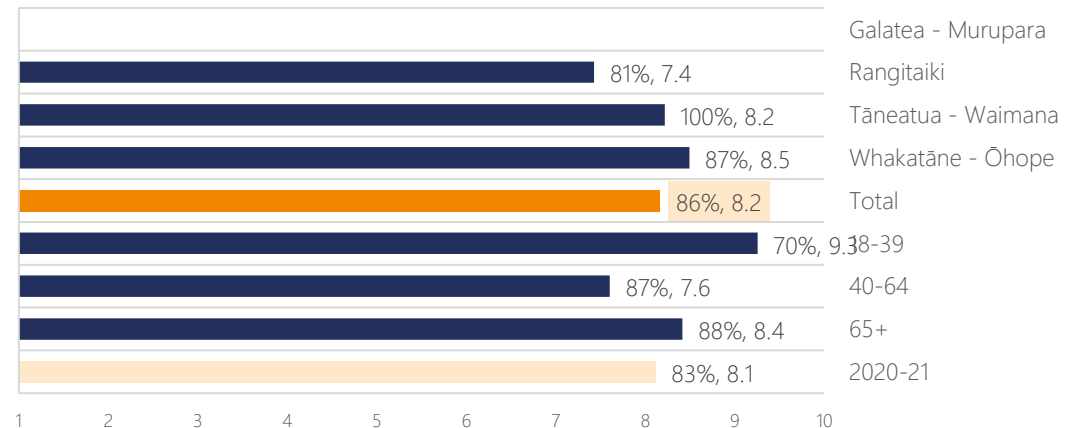
% Satisfied



- Visitation of the Whakatāne crematorium remained very low in 2022; only 7% of residents reported visiting the crematorium (8% in 2021). As a result, over two-thirds (69%) of residents were unfamiliar with this facility (66% in 2021).
- However, satisfaction with the facility was very high among visitors (86%, average rating 8.2), similar to 2020-2021.
- Due to the low sample of visitors to this facility and high margins of error, there were no significant differences between wards or residents' demographic groups.

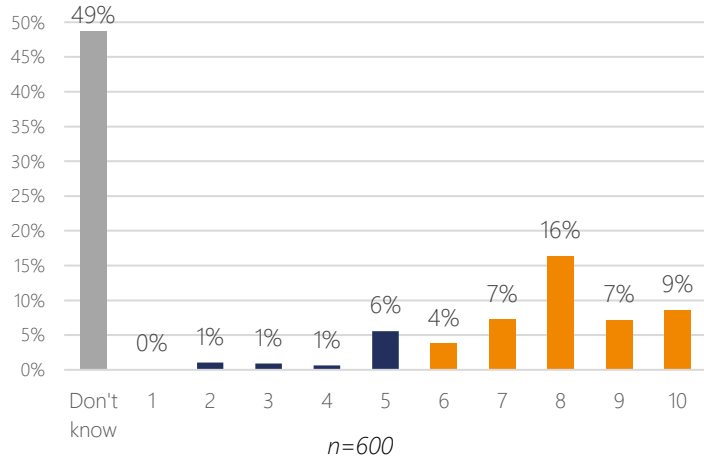


Overall satisfaction by ward and age (% satisfied and average score)

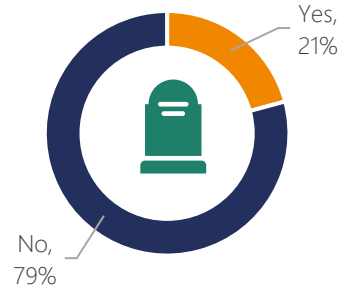


SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

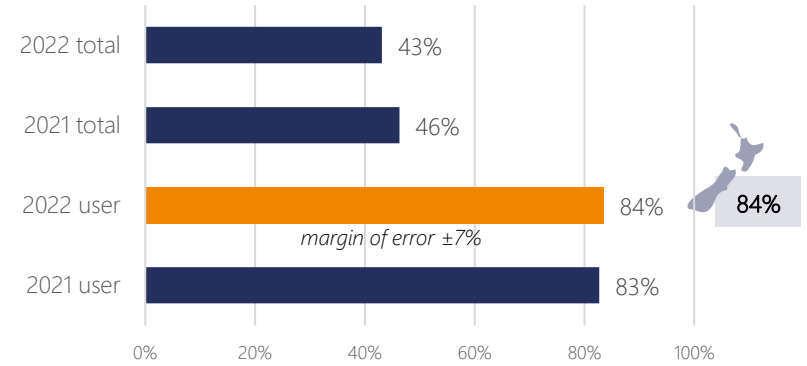
Cemeteries overall



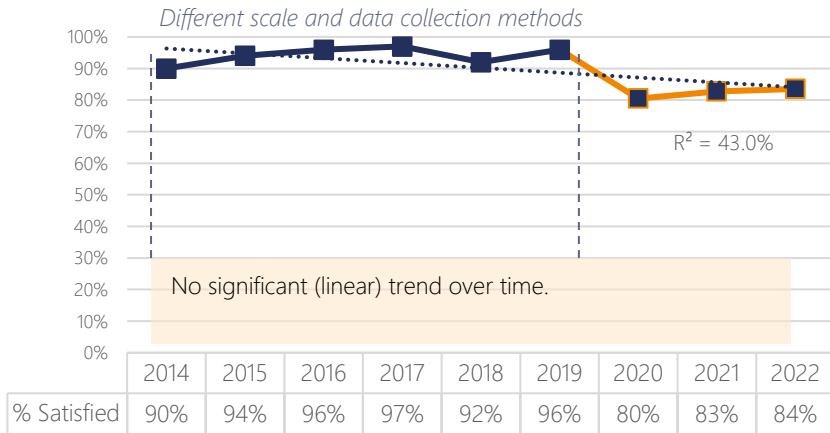
Have visited cemeteries



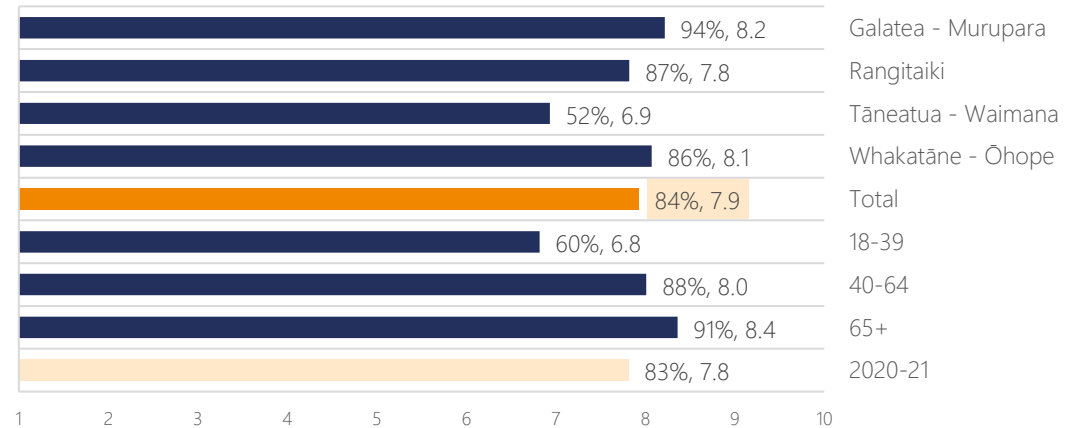
% Satisfied



- In 2022, 1-in-5 residents (21%) reported visiting a cemetery in the District (25% in 2021).
- 84% of these residents were satisfied with cemeteries overall – generally consistent over the past three years.
- Again, due to the low visitor sample, there were no significant differences measured between wards or other resident groups.

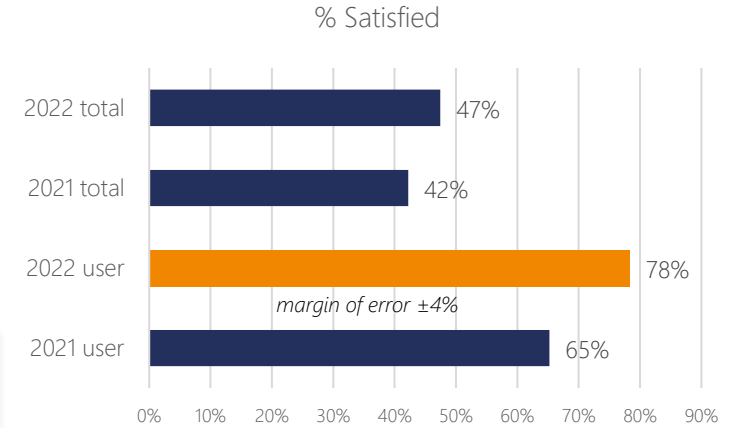
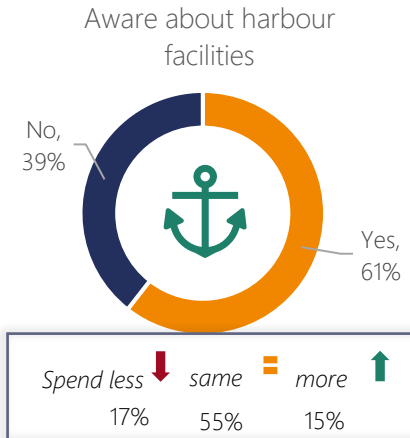
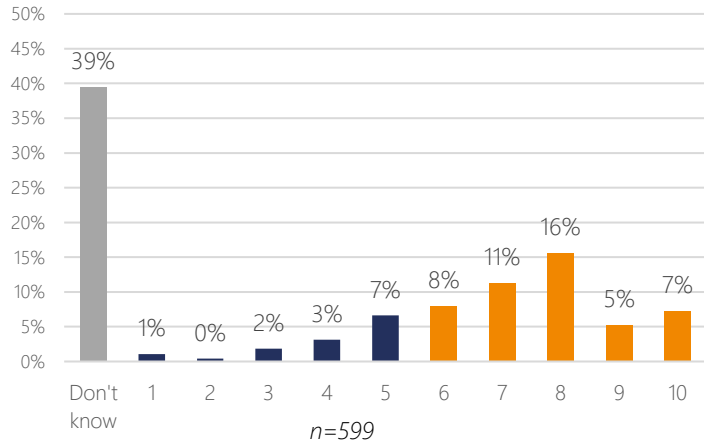


Overall satisfaction by ward and age (% satisfied and average score)

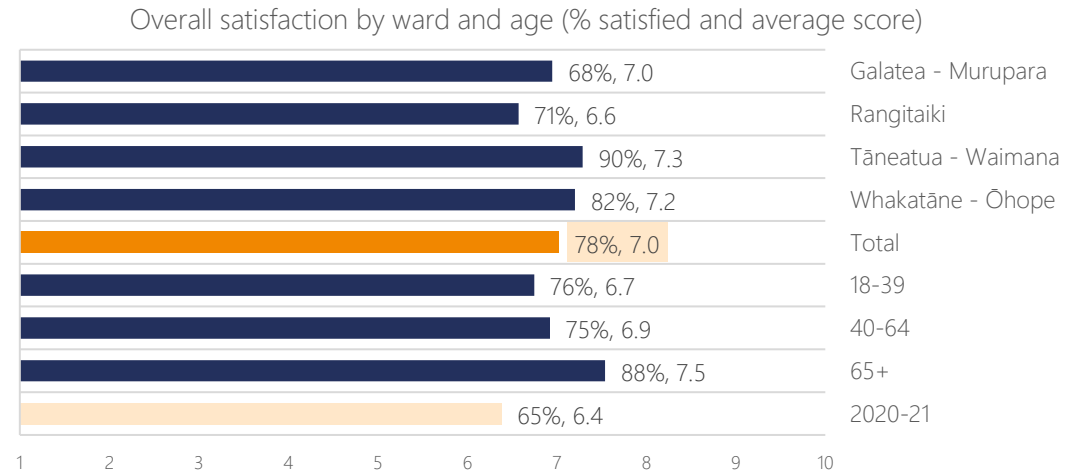
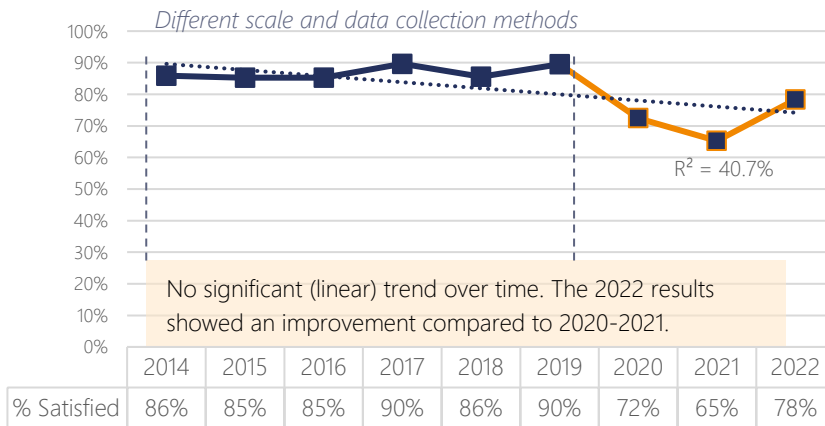


SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Boat ramps and wharf facilities (new wording in 2022).

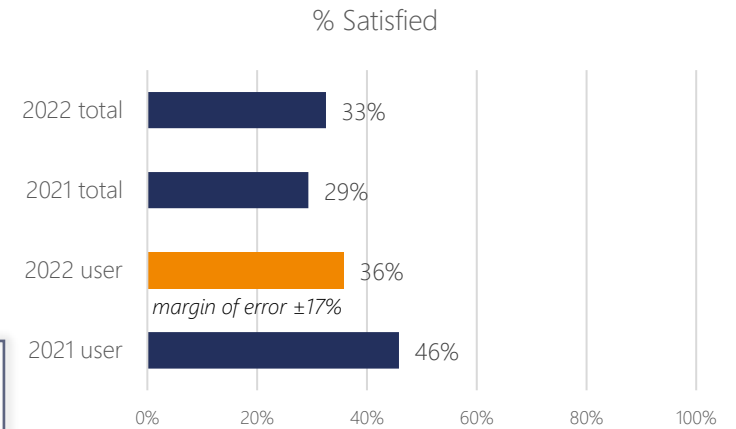
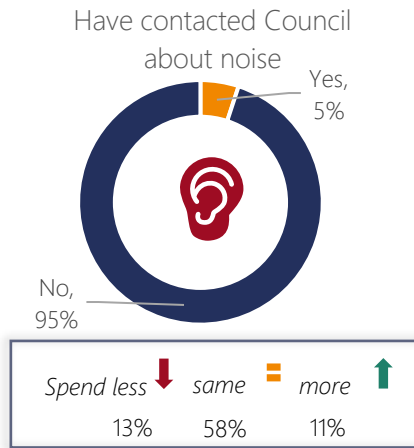
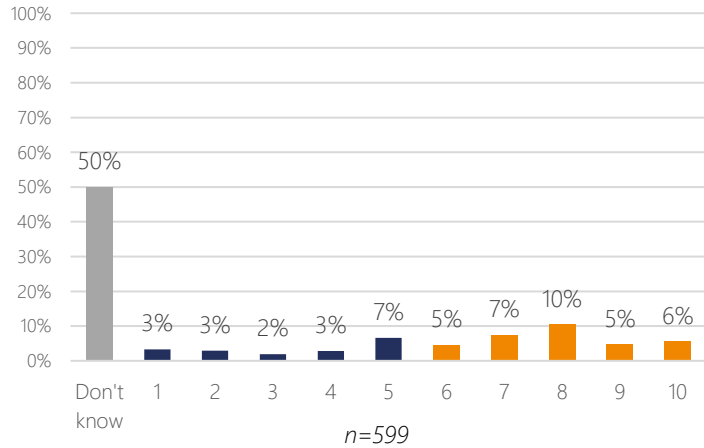


- In 2022, 2-in-5 residents (39%) were unsure about boat ramps and wharf facilities in the District, with only 61% providing a rating (similar to 2021).
- 78% of residents who were generally aware of these facilities were satisfied (up from 65% in 2021 and 72% in 2020).
- Older residents tended to be more satisfied with boat ramps and wharf facilities in 2022.
- In 2022, there was a shift in spending priorities for boat ramps and wharf facilities, with fewer residents suggesting more spending.

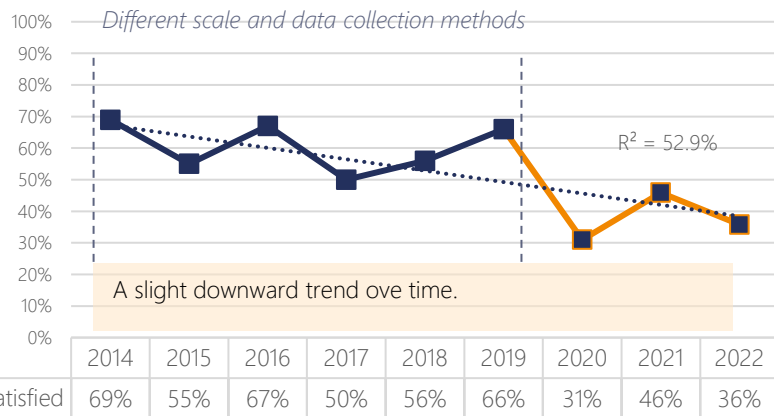


SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

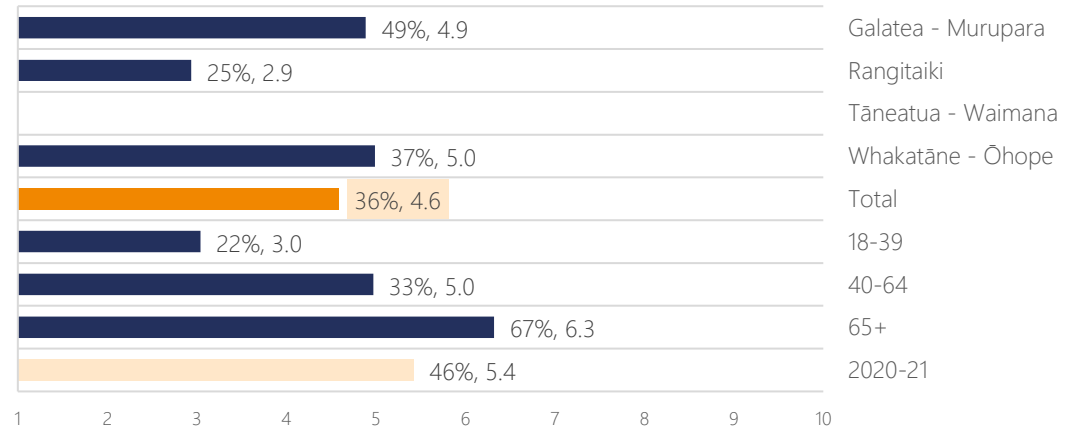
Noise control



- Historically, the number of residents contacting the Council about noise issues has been low. In 2022, just 5% of residents reported contacting the Council about noise control (similar to 9% in 2021).
- Satisfaction with noise control varies notably over time due to low sample sizes and greater margins of error reducing comparability. In 2022, satisfaction with noise control was down compared to 2021, but on par with 2020.
- There were no noticeable differences between wards or residents' demographic groups in 2022.
- Overall, 58% of residents preferred seeing the same level of Council funds spent on noise control. However, a higher percentage of residents were generally unsure about spending priorities for noise control (17%).

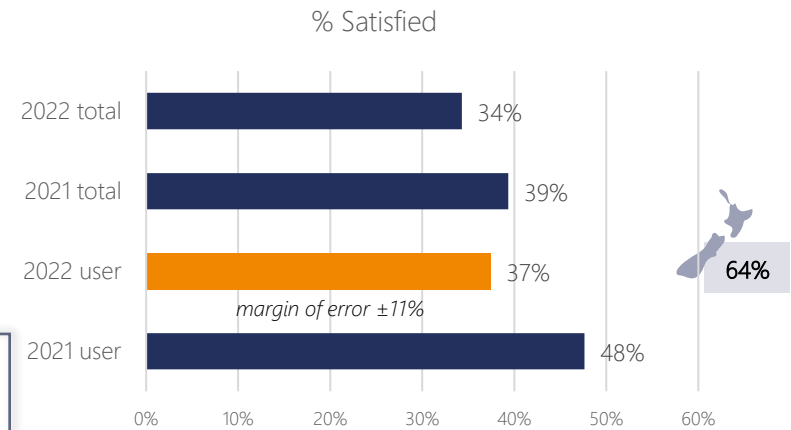
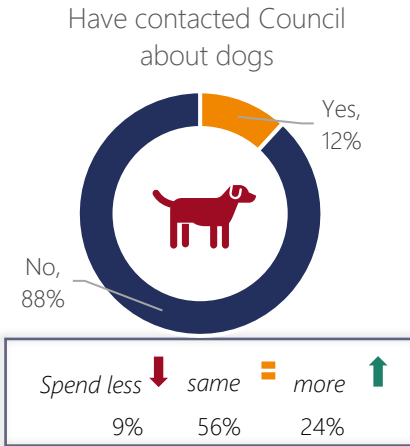
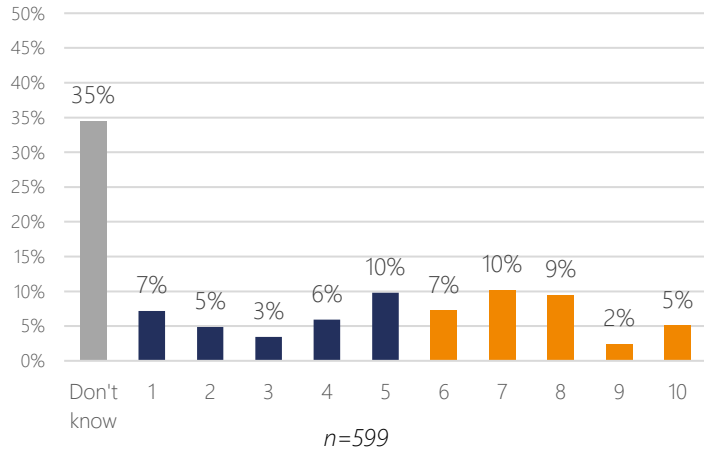


Overall satisfaction by ward and age (% satisfied and average score)

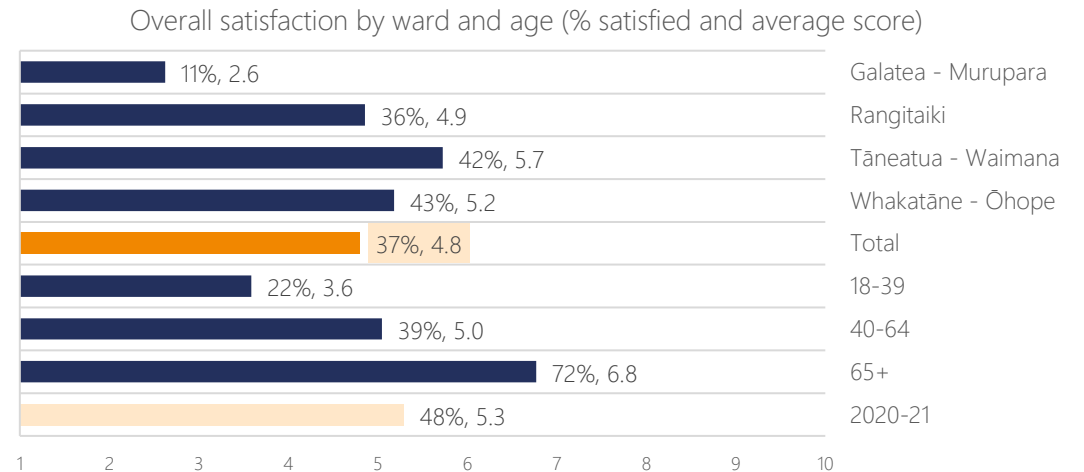
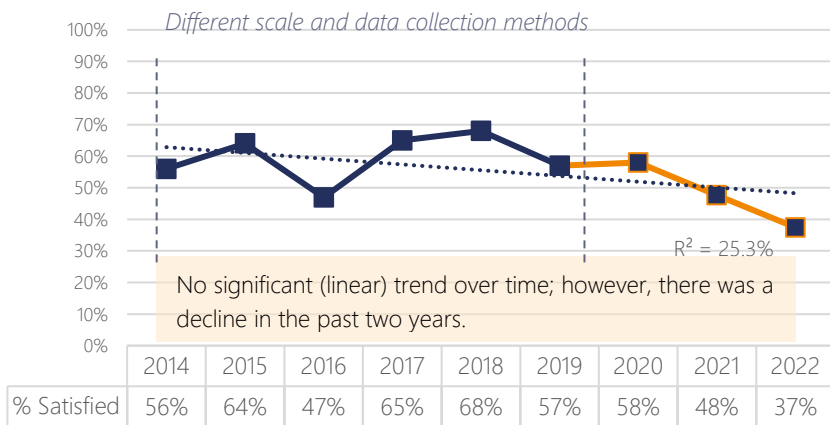


SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Dog control

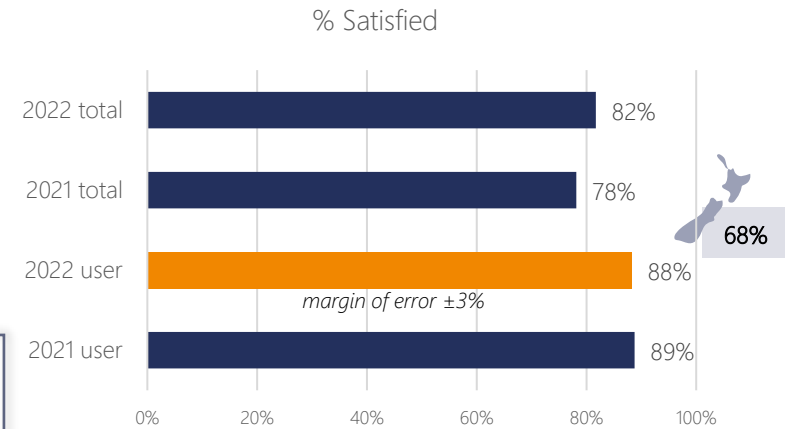
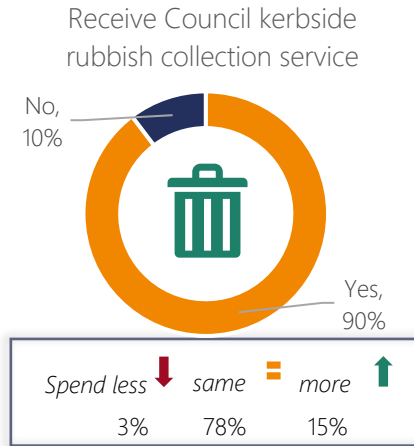
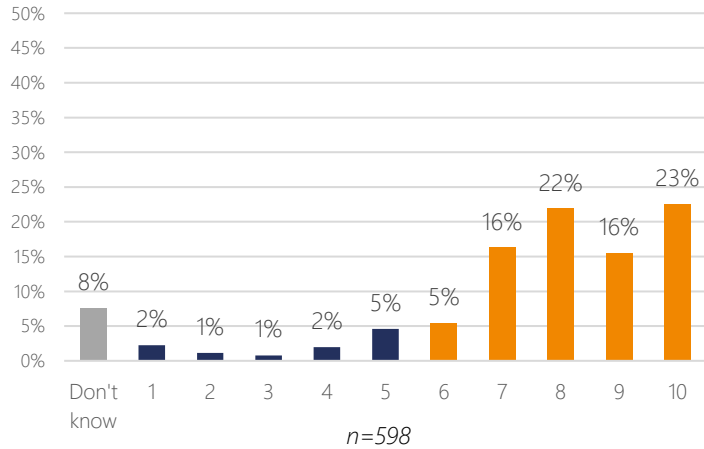


- In 2022, just 1-in-10 residents (12%) reported contacting the Council about dogs (similar to 2021).
- Of these residents, satisfaction with dog control continued to decline significantly; just 37% were satisfied with this service in 2022 (4.8 average rating).
- Younger residents (aged under 40) were especially dissatisfied with dog control.
- Slightly more residents (24%) preferred to see greater Council spending on dog control in 2022 (especially amongst younger respondents, 31%).

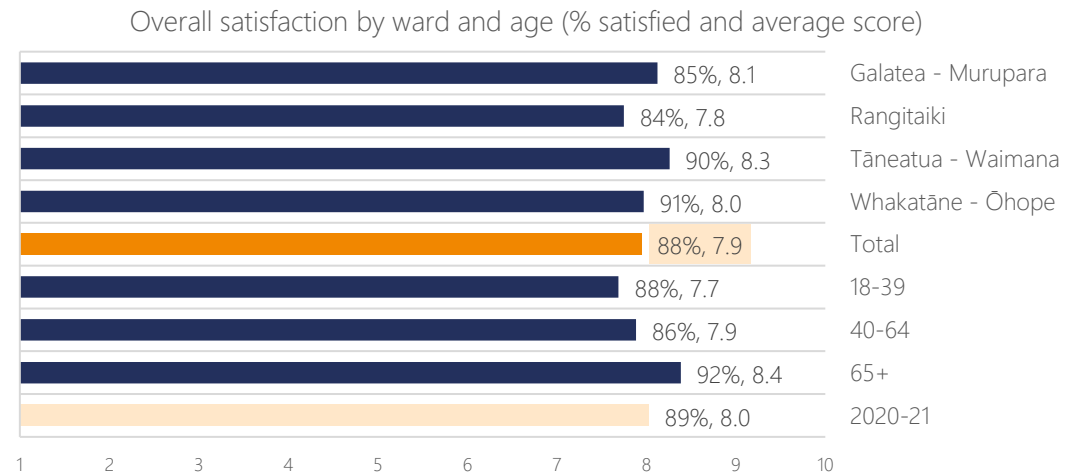
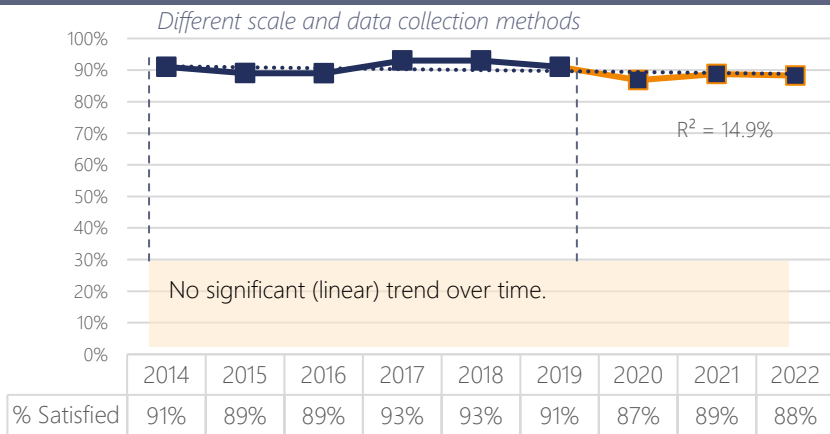


SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Kerbside waste collection service

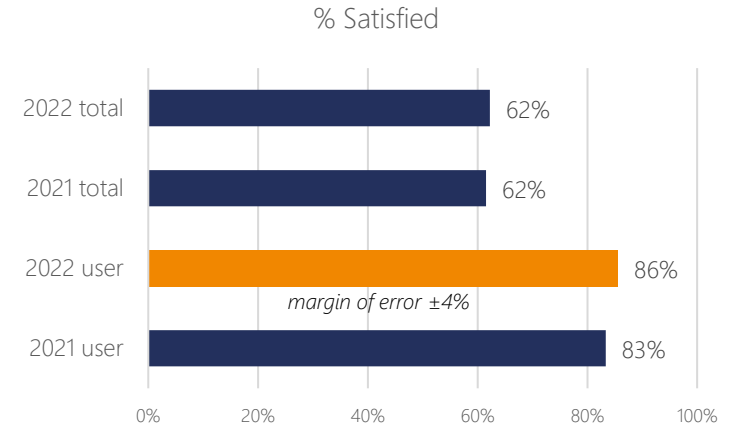
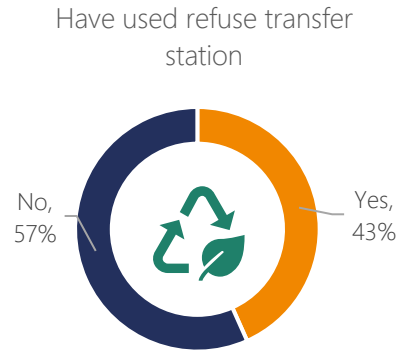
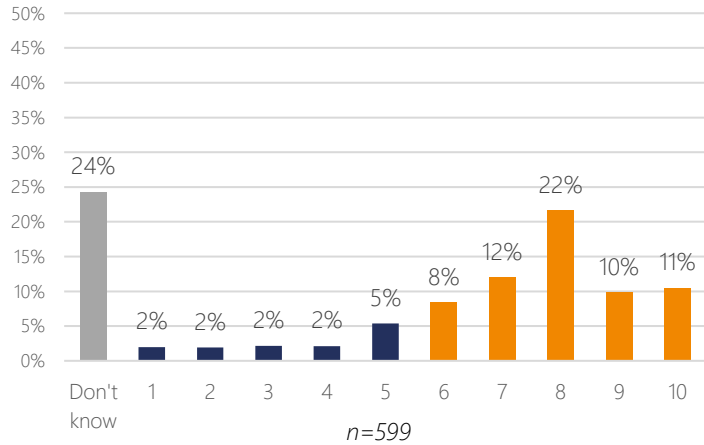


- The majority of surveyed residents (90%) reported regular kerbside waste collection at their property in 2022.
- This continued to be the highest-rated service; 88% of these residents were satisfied with this service (7.9 average rating), one the most consistent results of all survey measures over time.
- 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, 78% of residents preferred seeing the same level of Council funds spent on waste collection services.

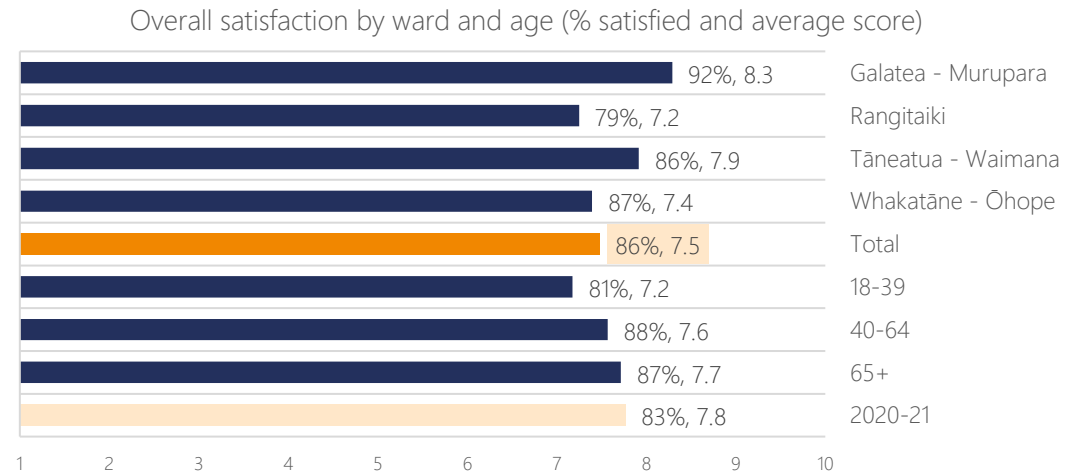
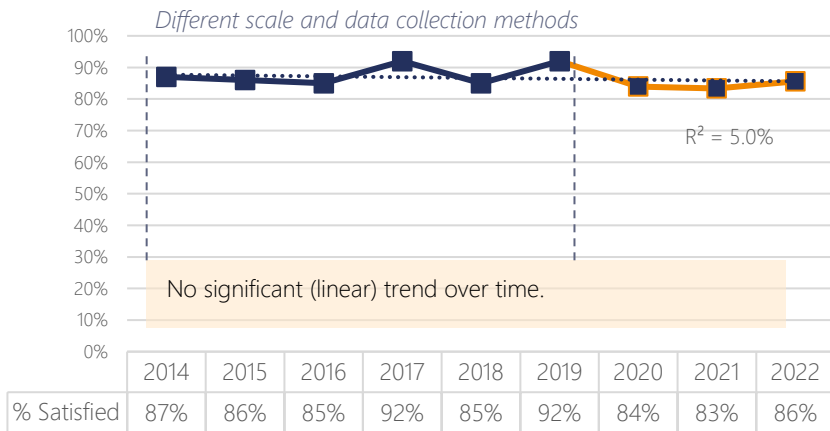


SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Refuse transfer station facilities

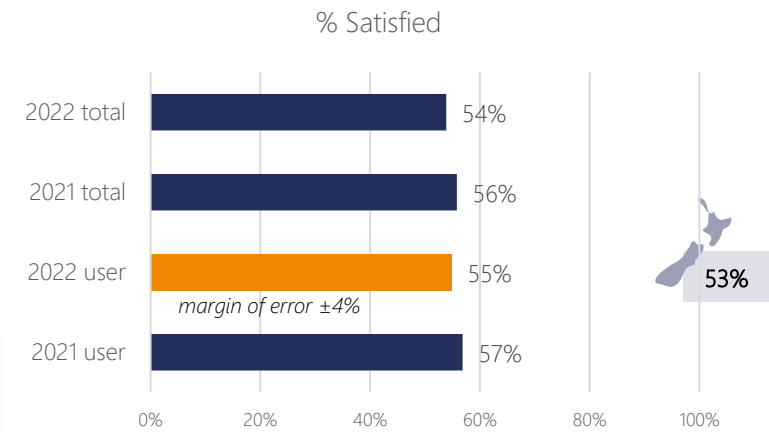
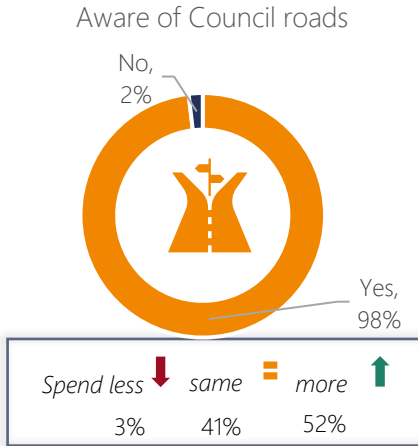
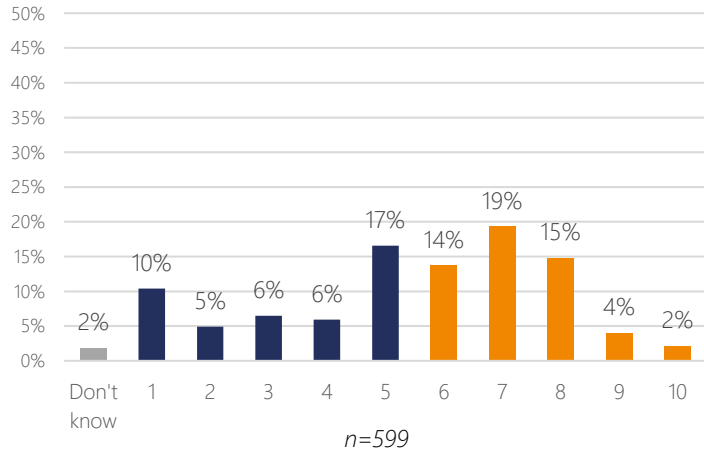


- In 2022, 43% of residents reported using the District’s refuse transfer station facilities throughout the year (48% in 2021).
- Almost 9-in-10 residents (86%) who had used these facilities were satisfied with them (average rating 7.5).
- This was consistent with the 2021 result (84%, average rating 7.8), and with the historical tracking average.
- There were no significant differences between resident segments in 2021.

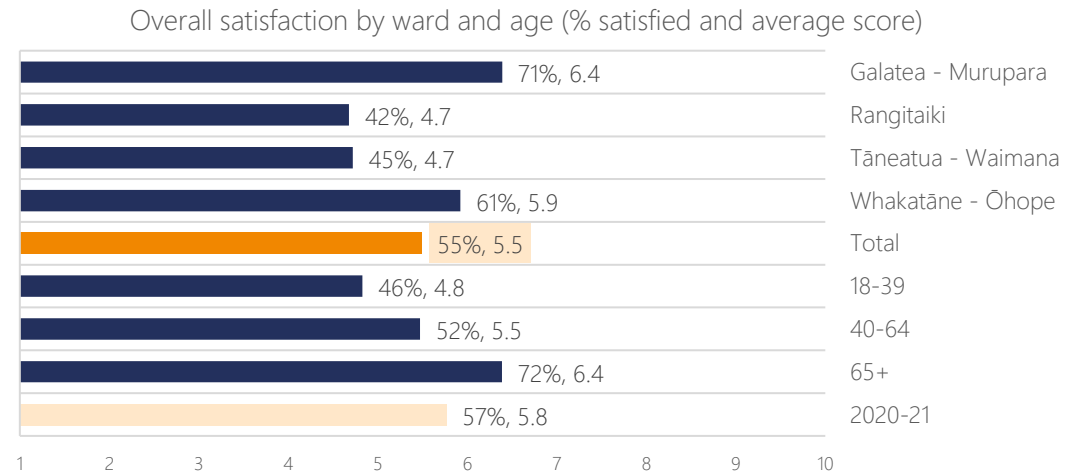
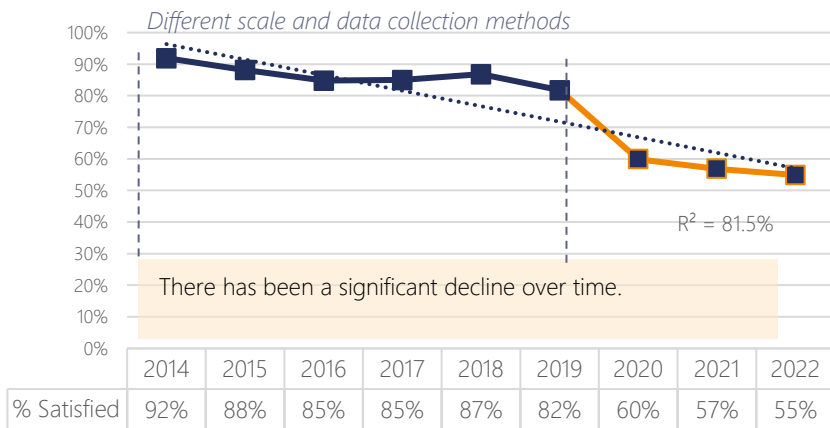


SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Council roads overall

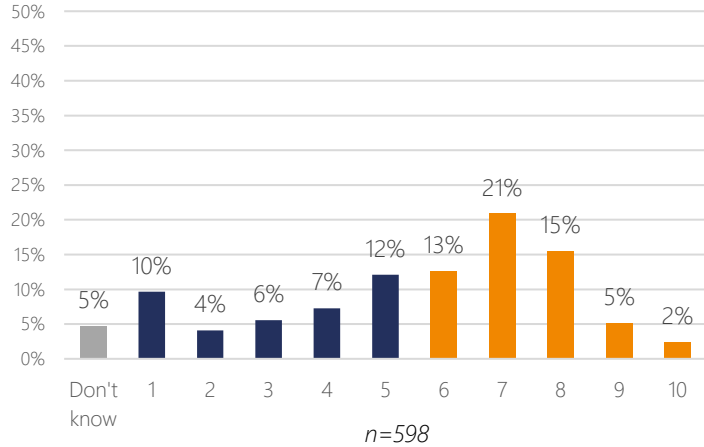


- Satisfaction with roads has shown a notable decline over time (a strong linear trend), although satisfaction in 2022 (55%) was only slightly down compared to 2021 (57%).
- On average, residents in Rangitaiki and Tāneatua – Waimana wards were less satisfied with both roads and road safety.
- Satisfaction with roads increased with age; older residents (aged 65+) were the most satisfied (6.4), compared to younger residents.
- Roads were of the highest spending priority in 2022, with half of residents suggesting more spending in this area (52%, up from 43% in 2021), especially for Rangitaiki (61%) and Tāneatua – Waimana (70%) residents.

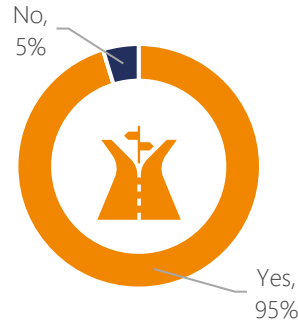


SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

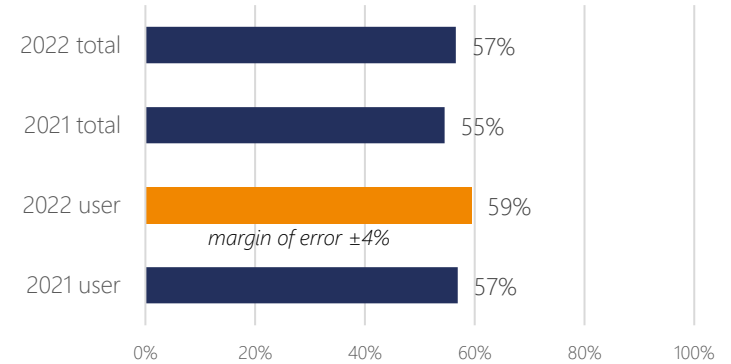
Safety of Council roads



Aware of Council roads

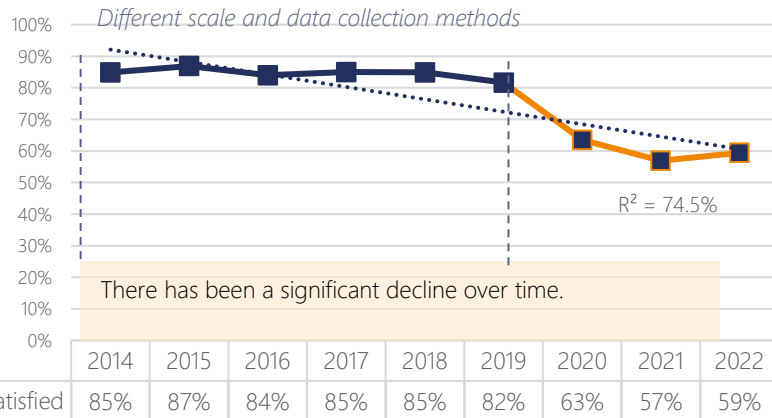


% Satisfied

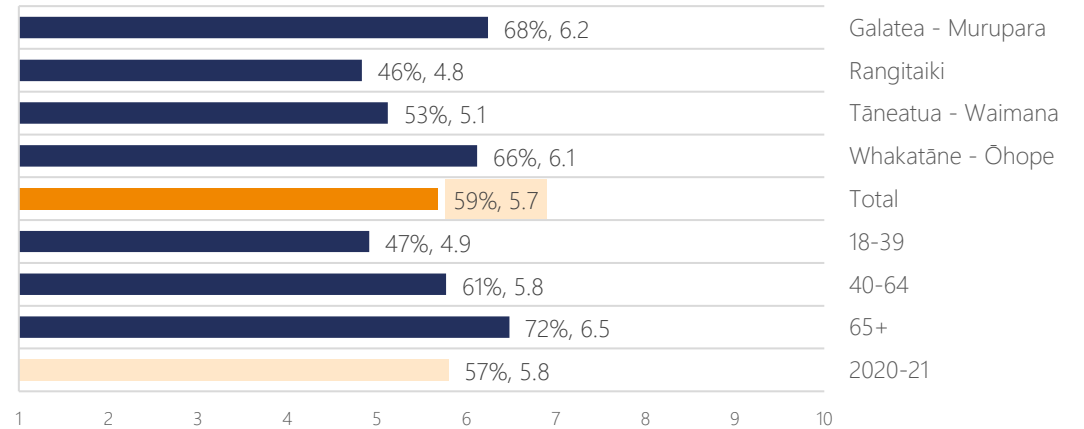


▪ Satisfaction with road safety (59%) in 2022 was similar to 2021.

▪ Overall, satisfaction with roads generally and safety of Council roads exhibited a strong correlation with provided ratings.

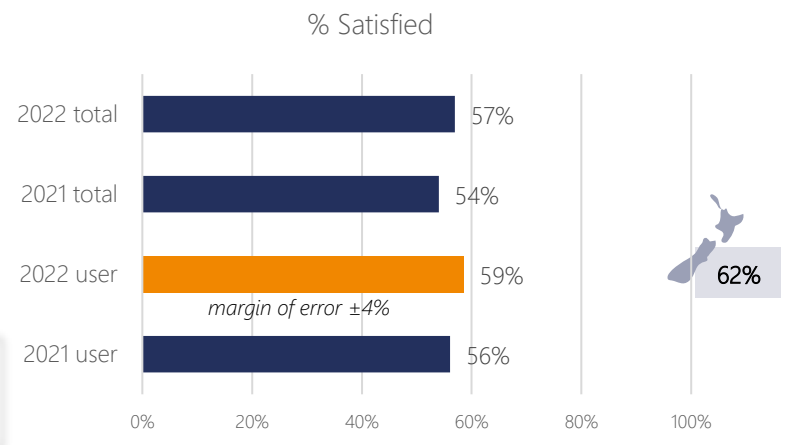
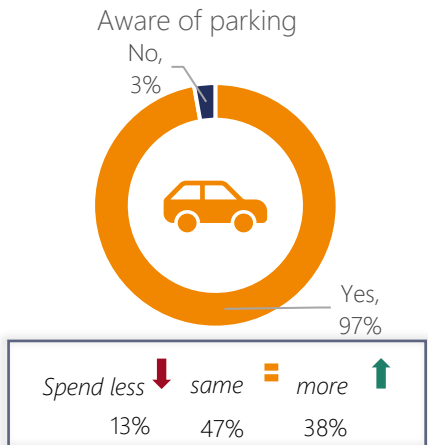
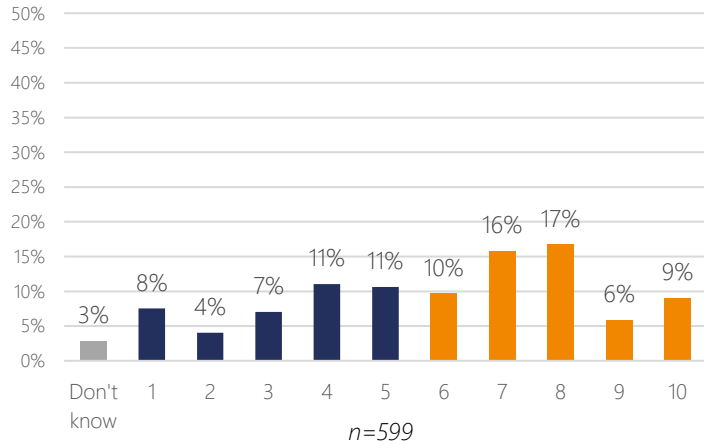


Overall satisfaction by ward and age (% satisfied and average score)

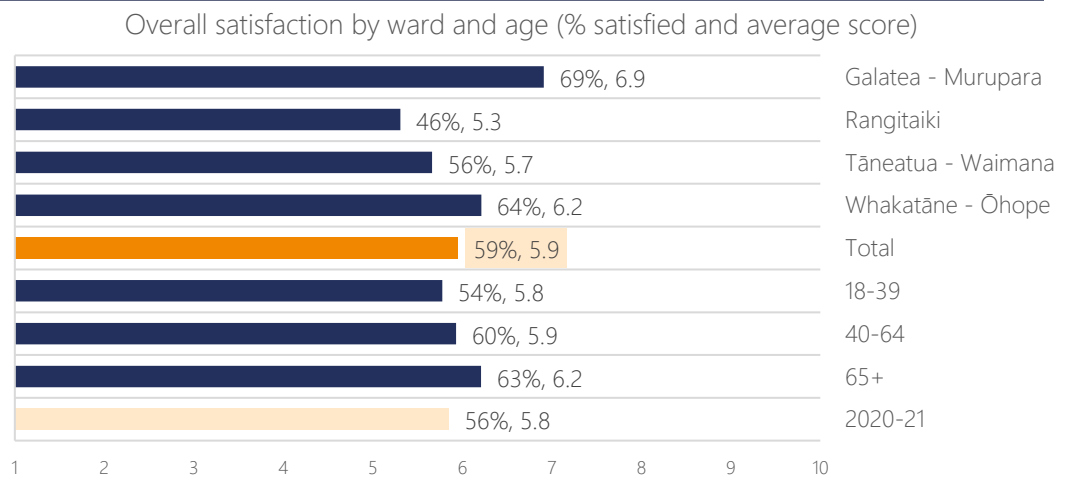
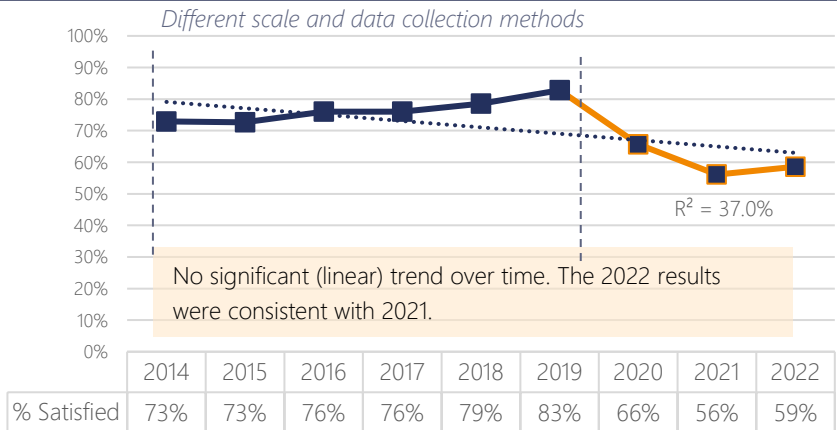


SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Parking in Whakatāne

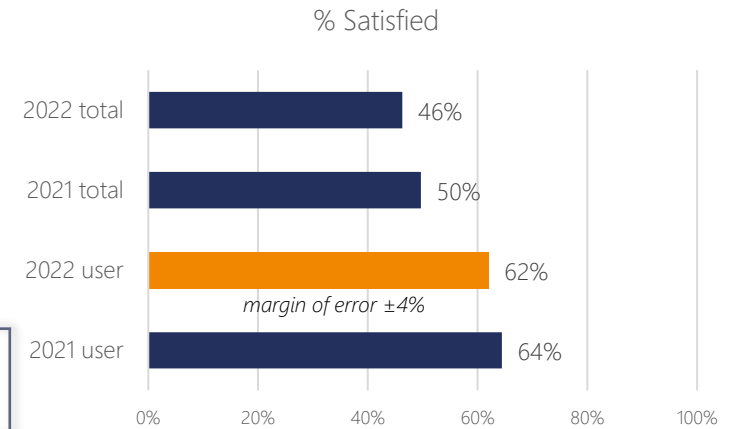
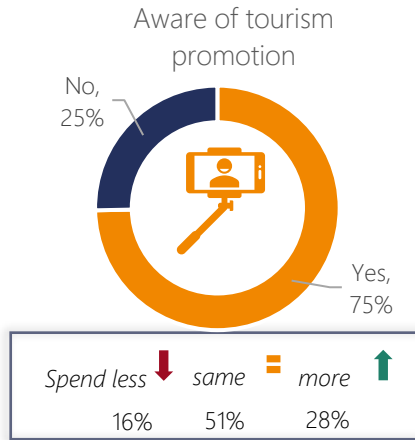
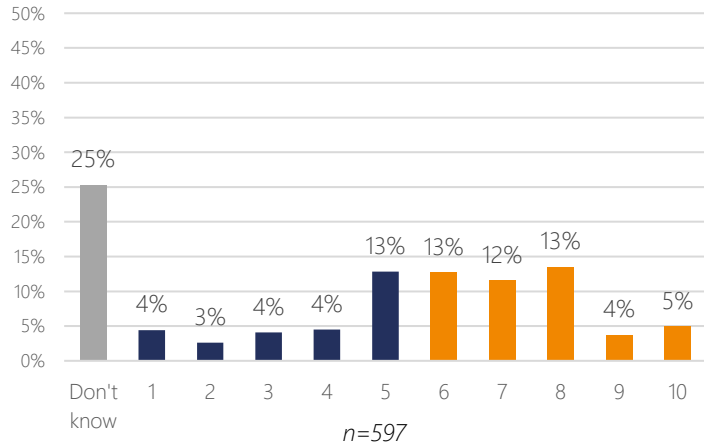


- After a decline in 2021, satisfaction with parking in Whakatāne improved slightly (59%), though remained below the historical average.
- Sentiment around parking was low across wards, and significantly lower in both Tāneatua - Waimana and Rangitaiki wards.
- This was identified as a high priority (7th place) for more (38%) Council spending in 2022 (similar to 2021).

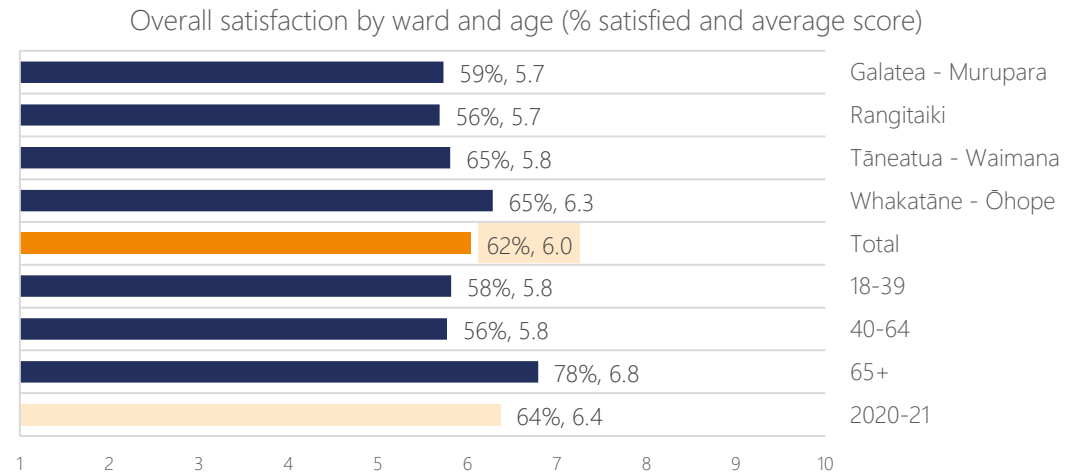
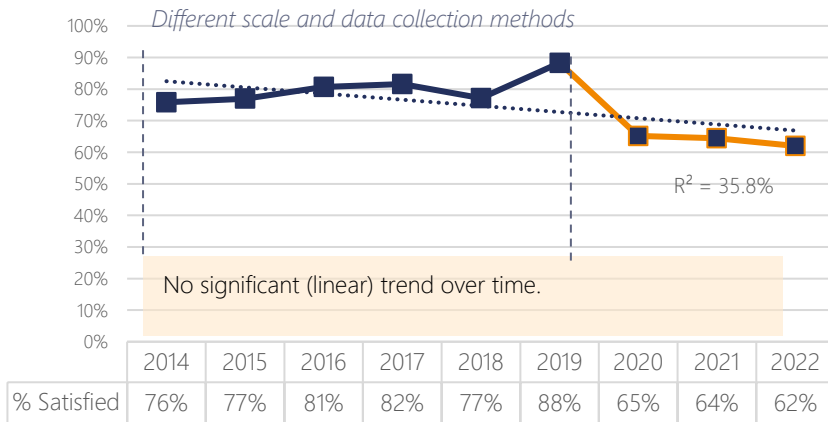


SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Tourism promotion



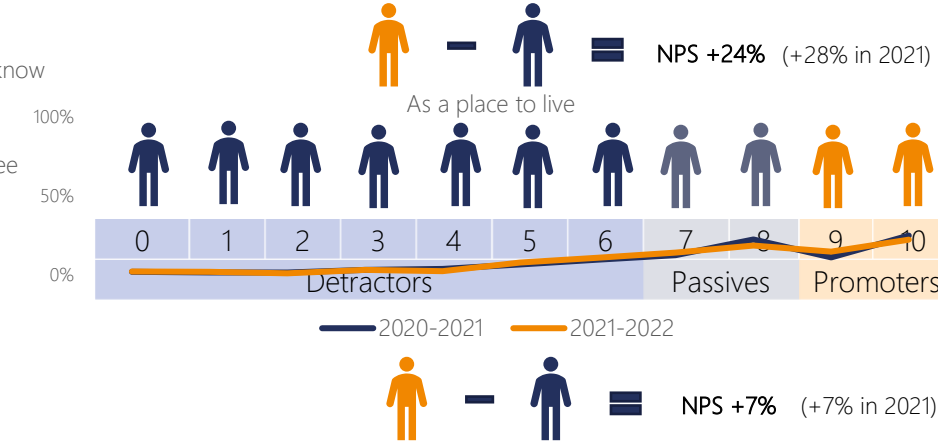
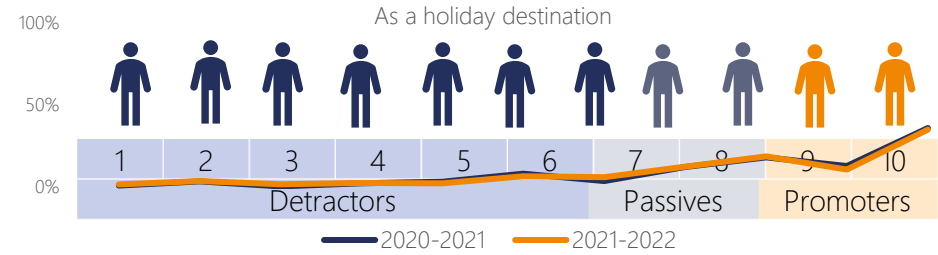
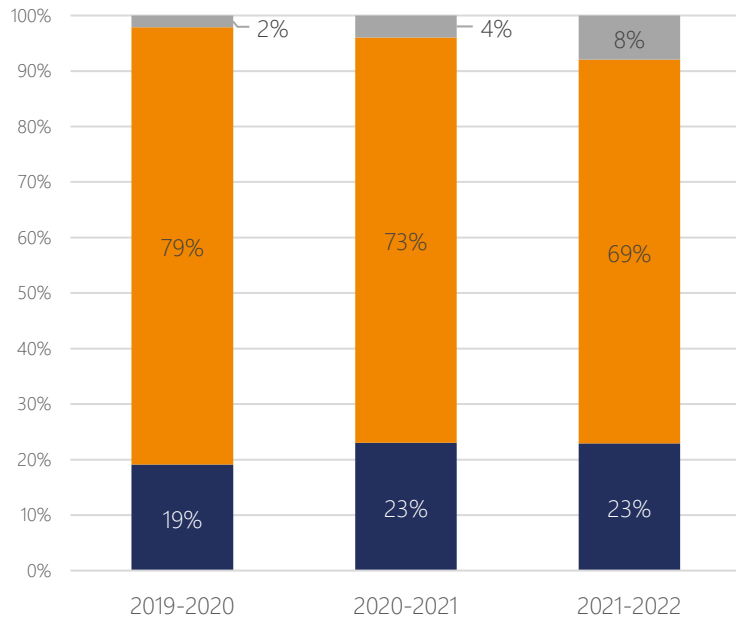
- In 2022, 3-in-4 residents (75%) were able to rate Council's support of tourism promotion. 62% of these residents were satisfied with this (6.0 average rating). This was consistent with the 2020-2021 results, but remained lower than the peak of 88% measured in 2019.
- Feelings about tourism promotion were lower amongst residents aged under 65.
- Slightly fewer residents suggested more spending on tourism promotion in 2022 (28%), compared to 2021 (32%).



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



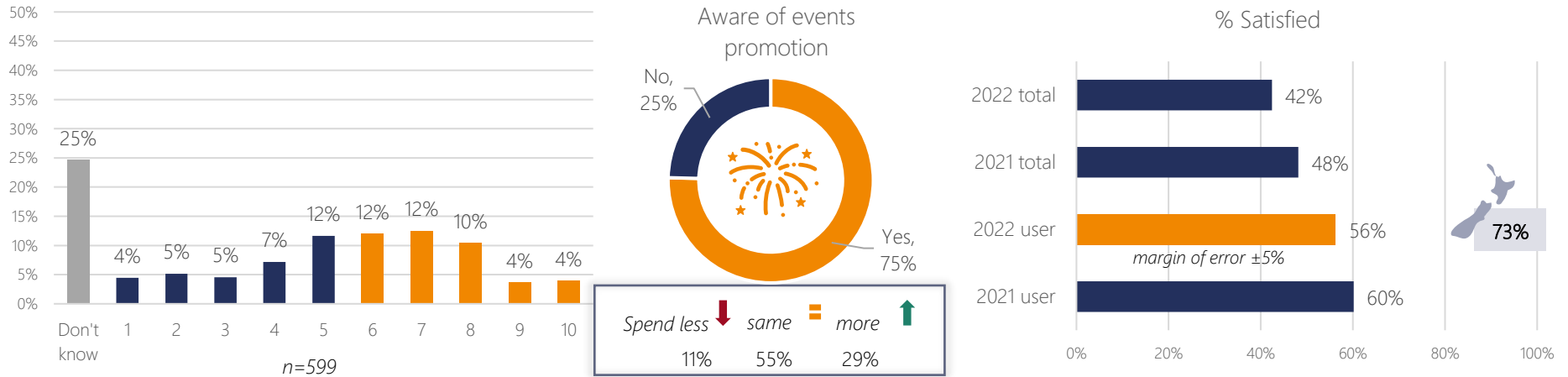
- Overall, residents were typically likely to recommend Whakatāne District as a holiday destination; with half (46%) of residents providing top ratings of 9 and 10 (49% in 2021).
- The anecdotal NPS (Whakatāne District as a holiday destination) remained positive at +24% in 2022, and on par with the previous year. This remained greater than general recommendation for the Whakatāne District as a place to live (NPS +7%).

- As seen on p.43, 62% of residents were satisfied with Council’s support of tourism promotion. In this context, 69% of residents in the Whakatāne District believed that tourism has a positive impact on the community (slightly down from 73% in 2021).
- Net Promoter Scores* range from -100 to +100, and 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%.

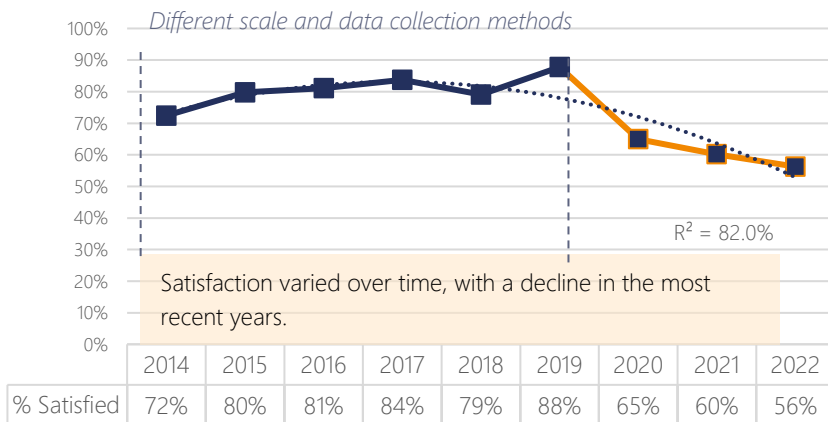
The Net Promoter Score (NPS) question asks respondents to rate the likelihood that they would recommend Whakatāne as a place to live on a scale from 0 ('not at all likely') to 10 ('extremely likely'). The reported score is calculated by subtracting the percentage of detractors (ratings 0 to 6) from the percentage of promoters (ratings 9 to 10).

SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

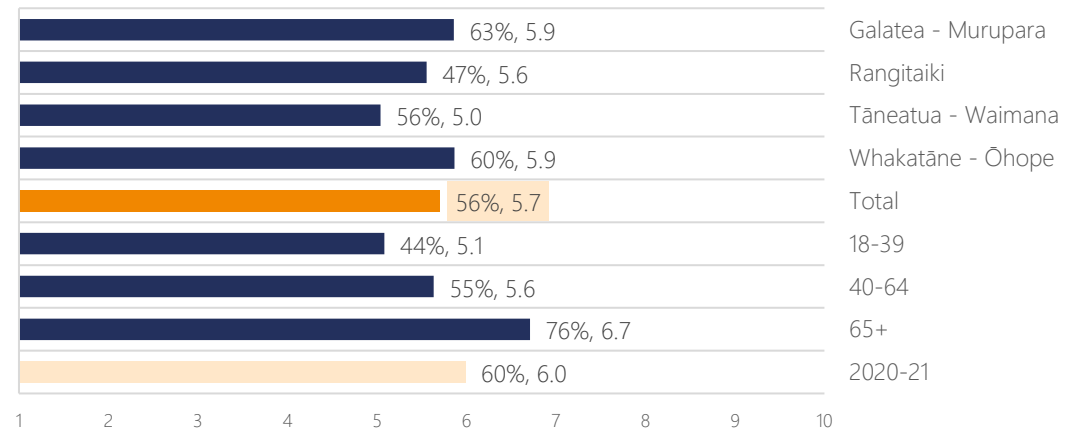
Efforts to enable and promote events



- In 2022, 3-in-4 residents (75%) rated Council's efforts to enable and promote events, with one-quarter being unsure about this.
- 56% of residents who provided a rating were satisfied with this promotional activity (average rating 5.7), with a slight decline over the past three years.
- Slightly fewer residents wanted Council to spend more in this area (29%) in 2022, compared to 2021 (32%).
- Satisfaction with tourism promotion was typically lower amongst younger residents. Older residents (65+) were more satisfied with local tourism-related activity.
- Perceptions of event promotion may have been affected by the continuous effects of COVID-19 and subsequent restrictions on large gatherings and events.

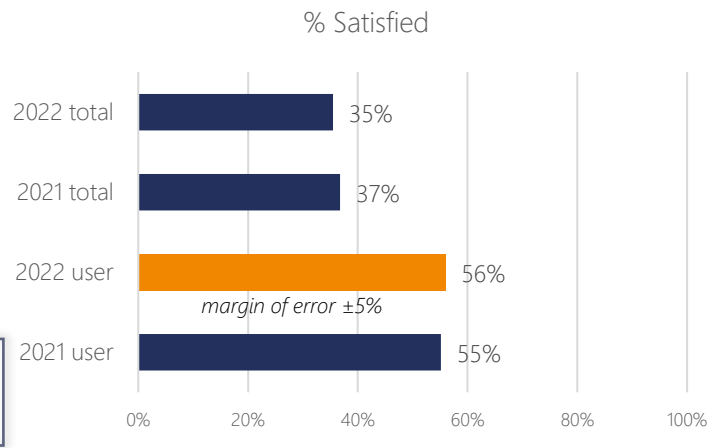
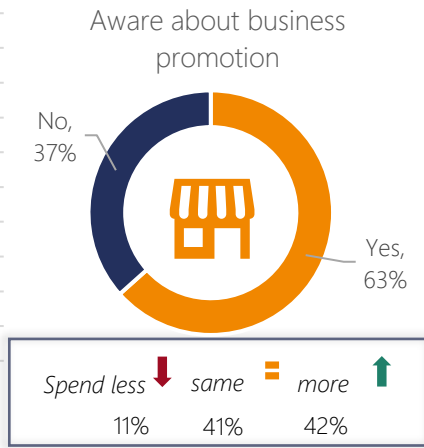
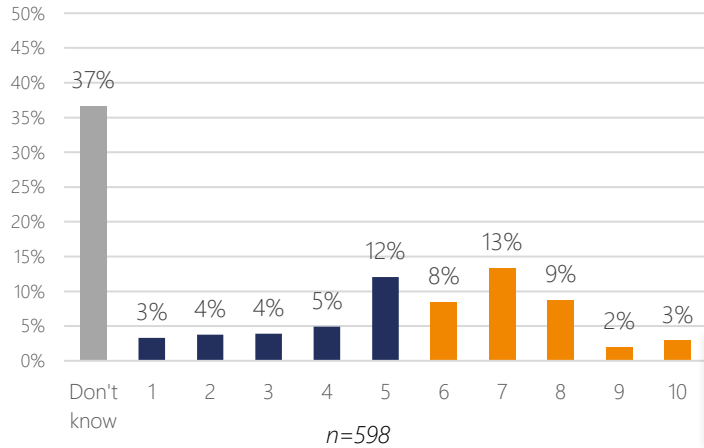


Overall satisfaction by ward and age (% satisfied and average score)



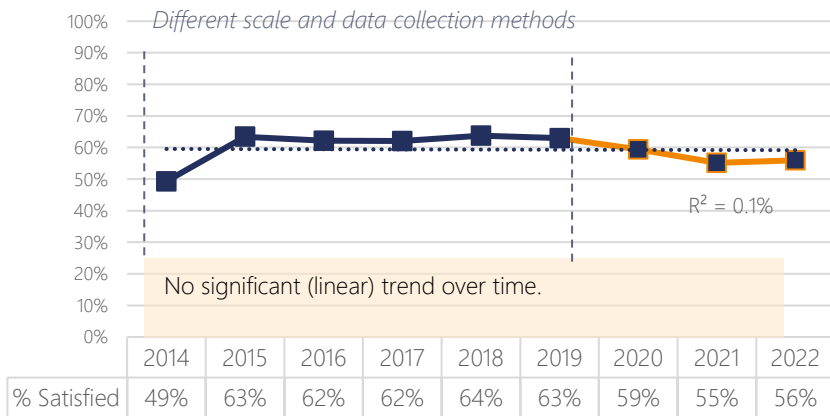
SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Business promotion

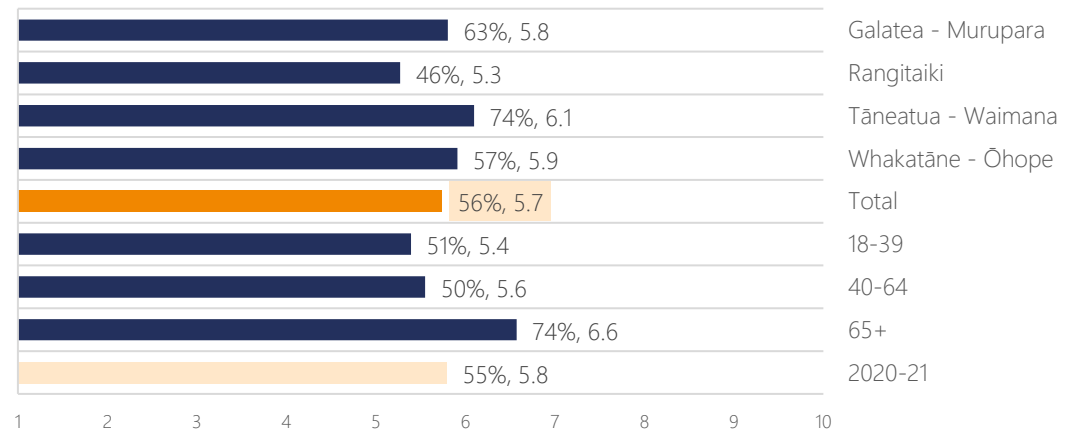


- 37% of residents in 2022 were unfamiliar with Council’s business promotion activity in the District.
- However, over half (56%) of residents who provided a rating were satisfied with Council’s efforts to attract and expand businesses – a consistent result in the past three years.

- Satisfaction with this area differed by age and income. Older residents aged 65+ were more likely to provide higher ratings. Satisfaction with business promotion also decreased with increasing income levels.
- This remained a service area residents considered in high need of more funding (42%) – ranked 2nd for more Council spending in 2022.

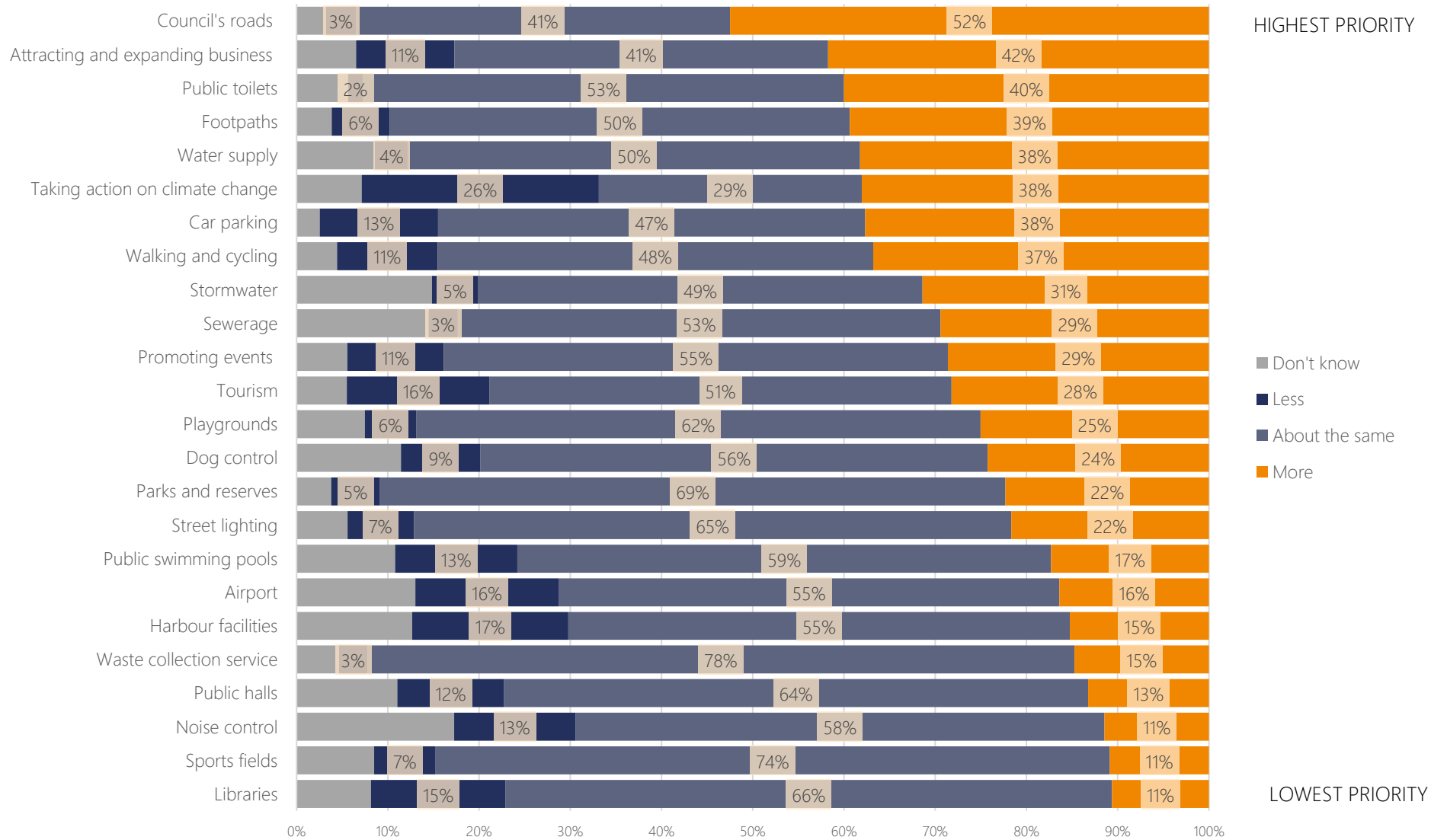


Overall satisfaction by ward and age (% satisfied and average score)



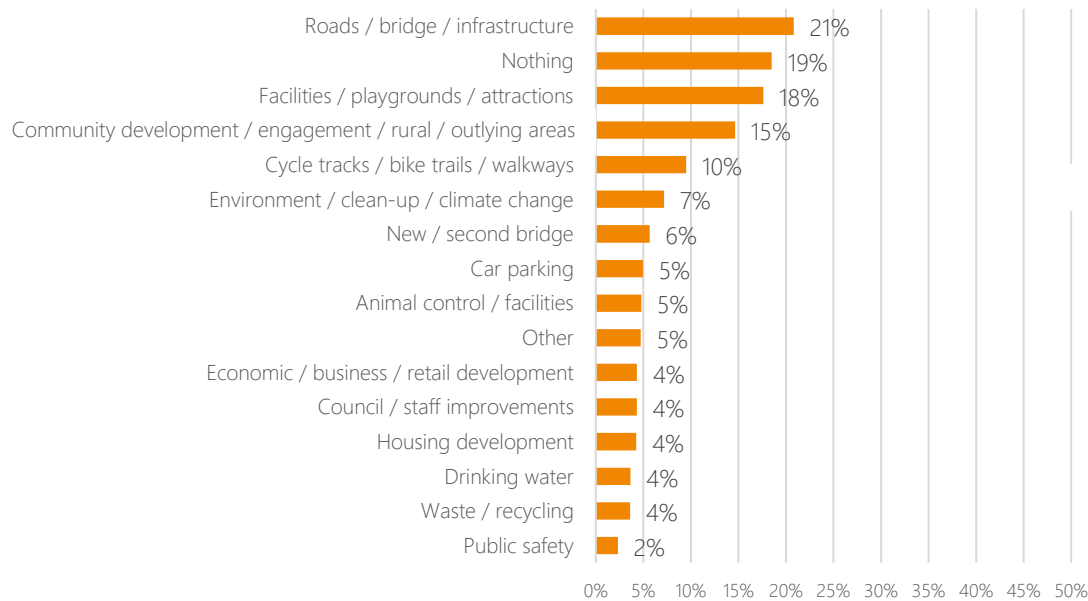
SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Spending priorities

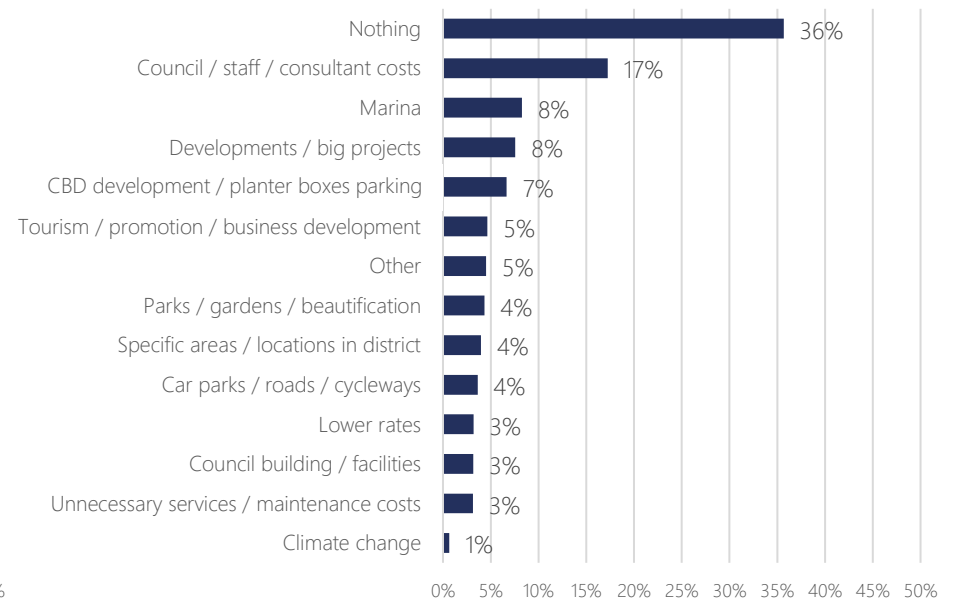


- As in 2020-2021, residents in 2022 were asked which services/facilities they would like to see the Council spend more, about the same, or less funds on.
- Consistent with the previous year, the top investment areas in 2022 were roads (52%, up from 43% in 2021), business promotion (42%), toilets (39%) and footpaths (39%).
- Over half of residents provided additional 'Other' free-text suggestions for further investment, with 'Roads/Bridge/ Infrastructure' still the most mentioned at 21% (24% in 2021). Compared to 2021, several additional areas to spend more were mentioned: car parking in the CBD area (including disability parking spaces), animal control (e.g. mainly dog control), drinking water and a new/second bridge (e.g. into Whakatāne).
- One-third of residents provided further comments to decrease Council spending; however, 36% of these comments stated 'Nothing'. The most cited area for less spending was Council itself ('Council / staff / consultation costs').
- Priorities for most spending areas differed by ward and age.
- The two highest spending priorities in Galatea – Murupara were attracting and expanding business (60%), and playgrounds (52%), with roads (49%) and dog control (45%) also of high priority.
- Roads were the top spending priorities in Rangitaiki (61%) and Tāneatua – Waimana (70%). Roads (46%) and footpaths (45%) were the two top spending priorities in Whakatāne – Ōhope.
- Roads were the top named spending priority amongst residents of all age groups. At the same time, younger residents were more likely to also emphasise climate change (46%), walking/cycling facilities (44%), events promotion (34%), and parks/reserves (36%). Older residents were more likely to suggest footpaths for additional investment.

Spend more (additional open-ended comments, n=330)



Spend less (additional open-ended comments, n=213)



SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Potential improvements



Over half of residents provided other (unprompted) comments (58%). 24% of these comments suggested that Council needs to deal with core service maintenance and infrastructure needs. Top-cited issues and concerns were:

- Rates / council costs / value for money
- Council issues / communication / transparency
- More or improved facilities / developments
- Better / improved services rubbish animal control etc
- More / specific community focus

- Roads continued to be a repeated theme identified for potential improvement by assessing relative importance against measured performance, and also being selected as the highest spending priority.
- Enabling and promoting events had the greatest influence on overall satisfaction with the Council in 2022, while business promotion was residents' second biggest focus for more funding. Other priority areas that could positively impact on perceptions of WDC's overall performance were Council's level of collaboration, developing community prosperity and wellbeing, providing leadership, skills and expertise to manage community affairs, efficiency and effectiveness.
- According to public feedback, Council's management of expenditure was of great concern. Many residents highlighted the problem of high rates, with continual increases (especially aligned with increased cost of living) or not on proportion to the services and amenities received (especially in rural communities).
- Some residents noted a lack of community engagement, transparency and accessibility of information (e.g. *'Transparency, trust and accountability needs improvement'*), with greater need for Council to follow up contact in a timely manner.
- At the same time, residents suggested more concerted efforts to upgrade and maintain key infrastructure (e.g. footpaths, roads, clean public toilets, prevent road flooding).



CONTACT WITH THE COUNCIL

Satisfied with direct contact – 50%
Satisfied with community board member contact – 69%
Satisfied with customer service front desk – 77%



COUNCIL POLICIES AND DIRECTIONS

15% - Liked or approved recent Council actions, decisions or management
43% - Disliked or disapproved recent Council actions, decisions or management



COUNCIL REPUTATION

Communication with residents – 46%
Leadership – 45%
Day-to-day management – 48%

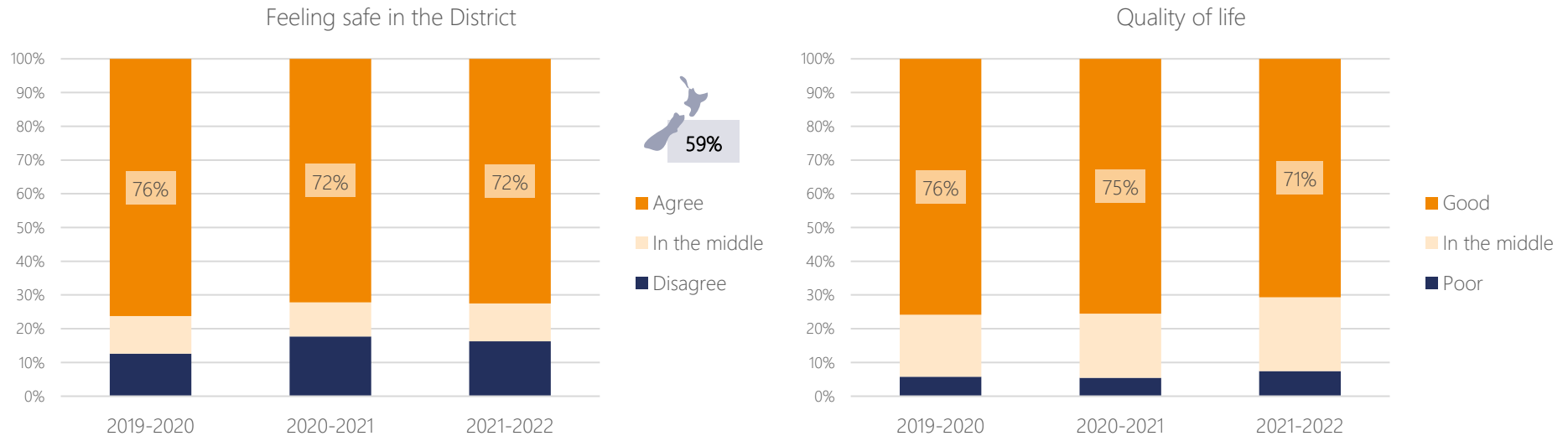


OTHER FINDINGS

2022

LIFE IN THE DISTRICT

Perception of safety and quality of life in the District

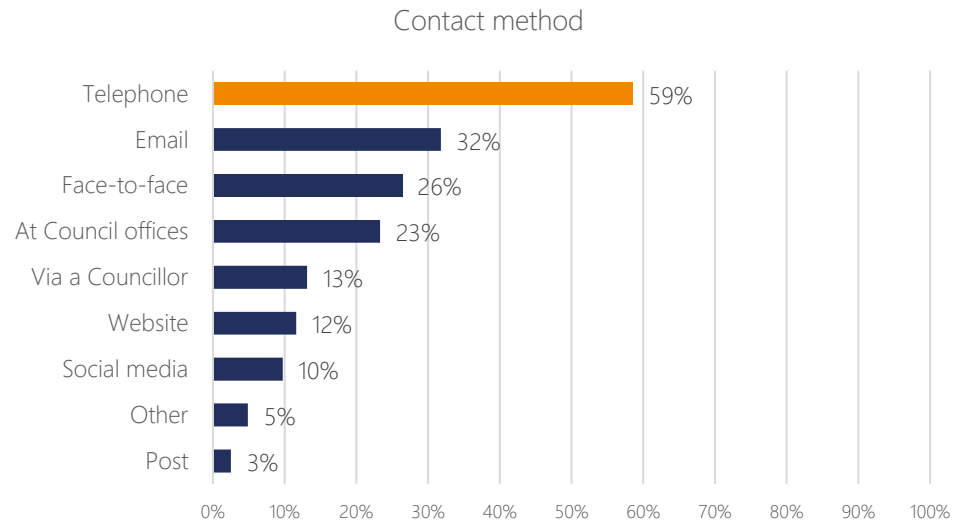
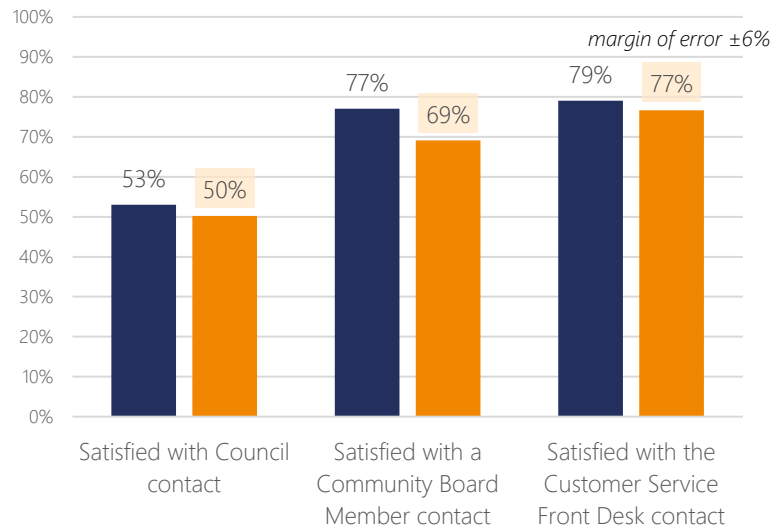


- Overall, 4-in-5 residents (83%) felt that the Whakatāne District is generally a safe place to live, to some extent (82% in 2021). Consistent with this, 72% somewhat or strongly agreed they feel safe (similar to 2021), including 28% who strongly agreed (34% in 2021).
- Only 4% of residents strongly disagreed that this district was a safe place to live (4% in 2021 and 2% in 2020).

- 71% of residents believed the quality of their life was 'good' to 'very good'; although slightly down compared to previous years.
- Residents in Tāneatua – Waimana (43%), and those aged under 40 (63%), tended to report lower feelings of safety in the District.
- Satisfaction with life quality improved with age; older residents (aged 65+) were more likely to state their life quality was good (91%).

CONTACT WITH COUNCIL

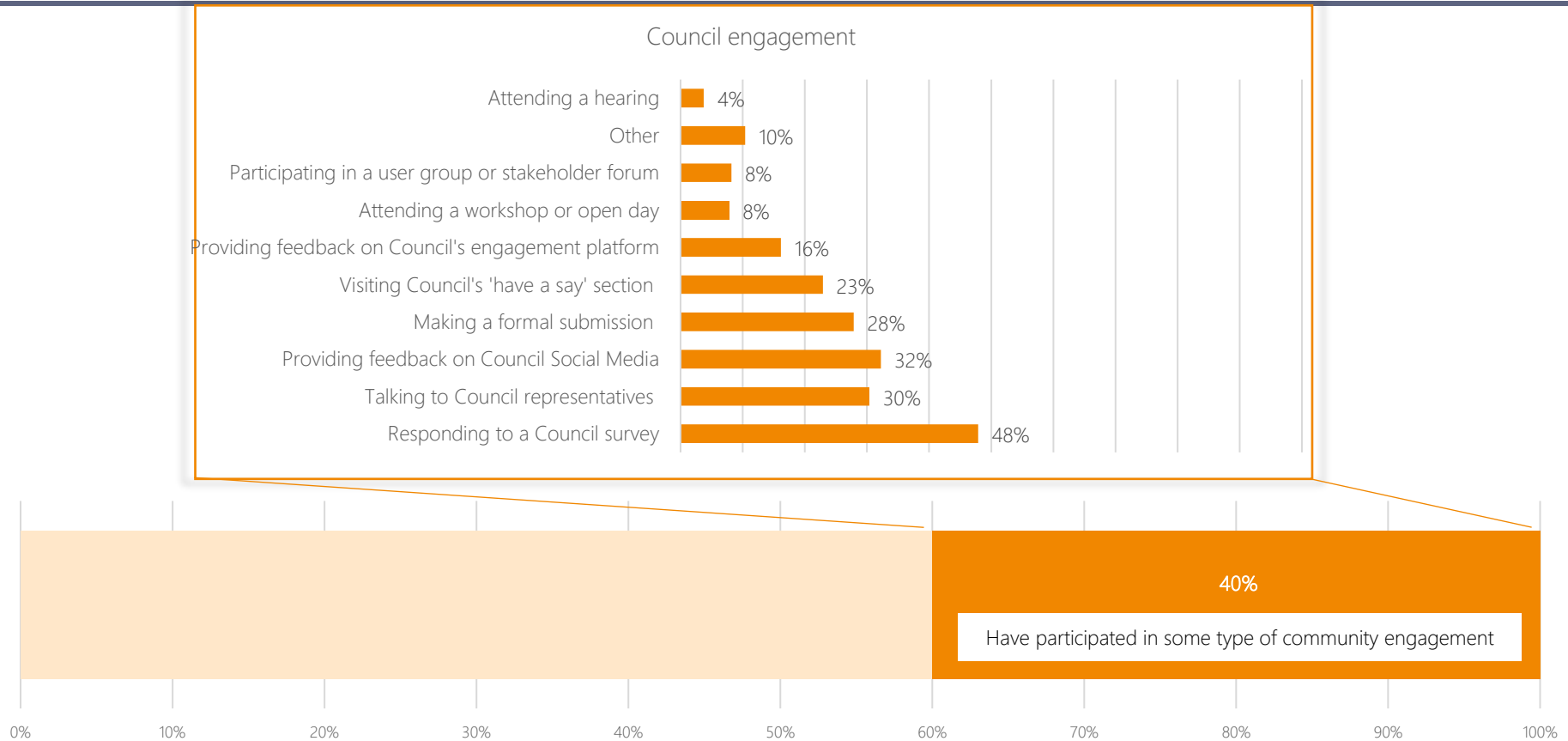
Contacted the Council, a community board member or customer service front desk



- Overall, 41% of all residents in 2022 stated they had contacted the Council throughout the year (down from 48% in 2021).
- The top-two contact methods remained 'Telephone' (59%, 57% in 2021) and 'email' (32%). 'Face-to-face' contact continued to decline in 2022 (26%, 33% in 2021, 43% in 2020).
- Younger residents were more likely to contact Council by email (38%).
- Half (50%) of residents in 2022 who had contacted the Council directly were satisfied with this contact (53% in 2021 and 60% in 2020). Older residents tended to be more satisfied with their contact (69%).
- 9% of residents in 2022 reported contacting a Community Board Member (13% in 2021 and 20% in 2020), and 29% had contacted the customer service front desk (37% in 2021 and 58% in 2020).
- Whakatāne – Ōhope residents were least likely to contact a Community Board Member, compared to other areas.
- 69% of residents were satisfied with their contact with a Board Member (down from 2021) and 77% were satisfied with customer service contact (similar to 2021).

COMMUNICATION AND COMMUNITY ENGAGEMENT

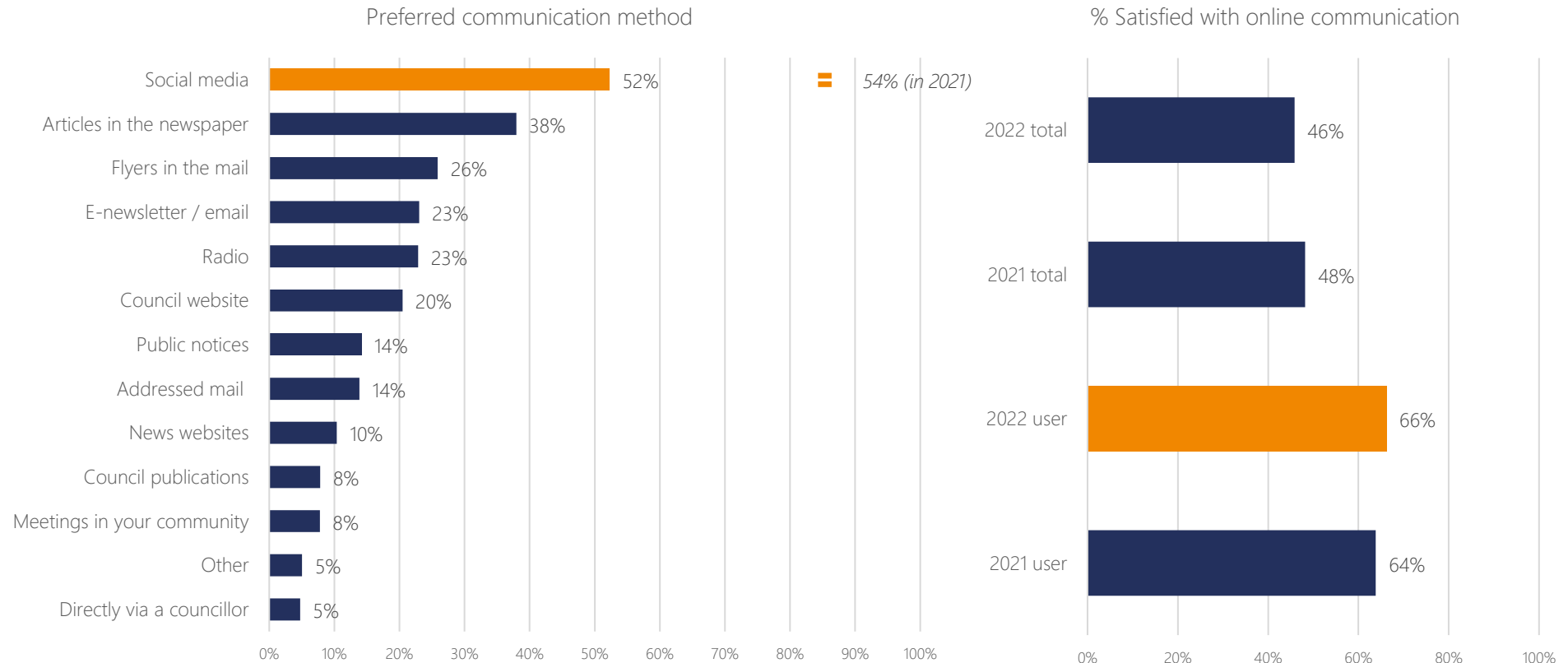
Community engagement



- Overall, 40% of residents reported taking part in community engagement of some kind (down from 47% in 2021).
- 5-in-10 of these residents reported responding to a Council survey (48%); 3-in-10 reported talking to Council representatives at public events (30%) or providing feedback on social media (32%).
- 60% of residents stated they had not engaged in any Council processes; this was more likely among older residents (65+).

COMMUNICATION AND COMMUNITY ENGAGEMENT

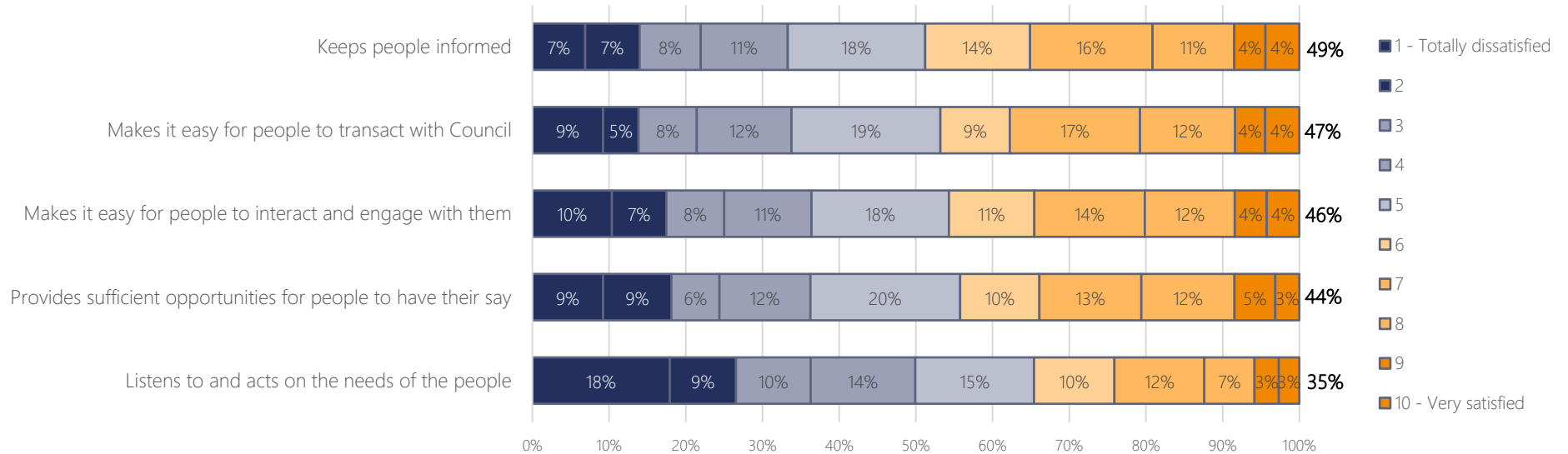
Preferred method of communication



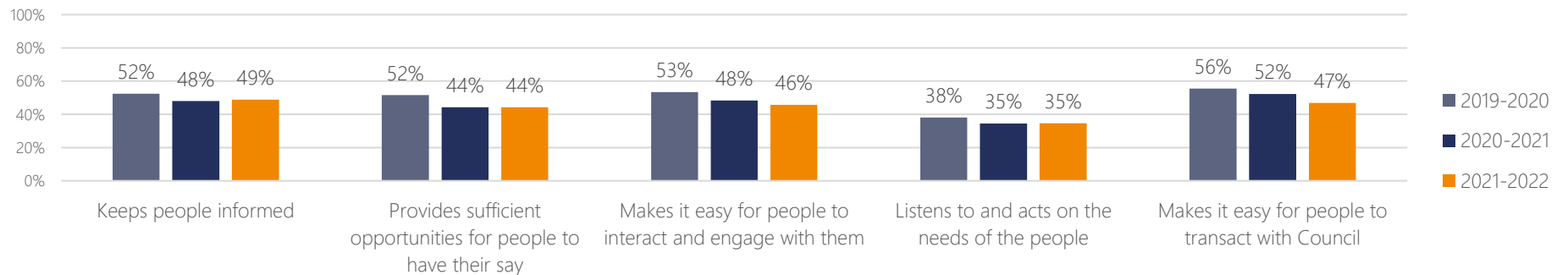
- 'Social media' remained the most preferred method for Council communications, for over half (52%) of residents in 2022 (no change in the past three years).
- There was a large contrast in social media preference between younger (18-39 year old) residents (80%) and those aged 65+ (15%).
- Newspaper articles were the second-most preferred overall (38%); these remained most preferred by residents aged 65+ (68%).
- Social media was highly ranked in all wards. Newspaper articles were less preferred in Galatea - Murupara, where flyers were more highly considered (47%).
- Two-thirds of residents (66%) who had been aware of online communications from Council were satisfied with provision of online services and information. This result remained consistent in the past three years.

COMMUNICATION

Communication with residents



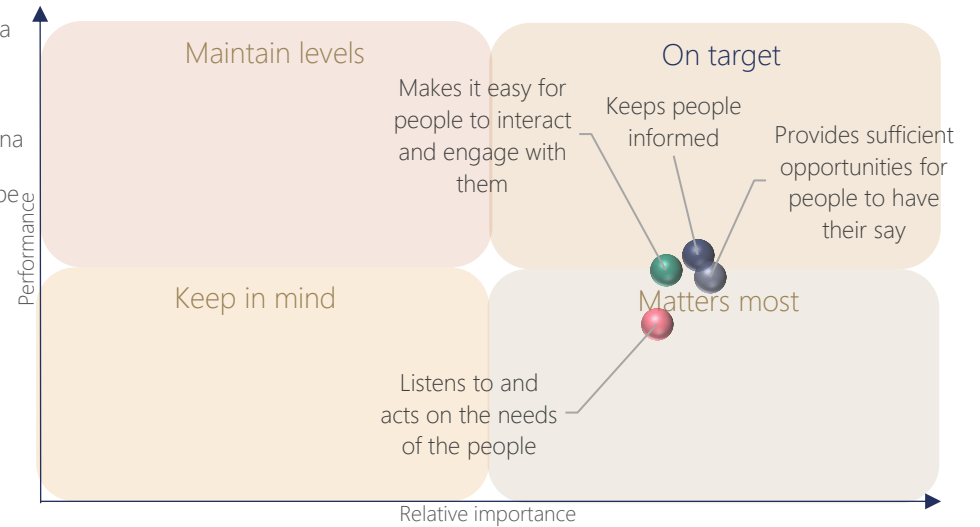
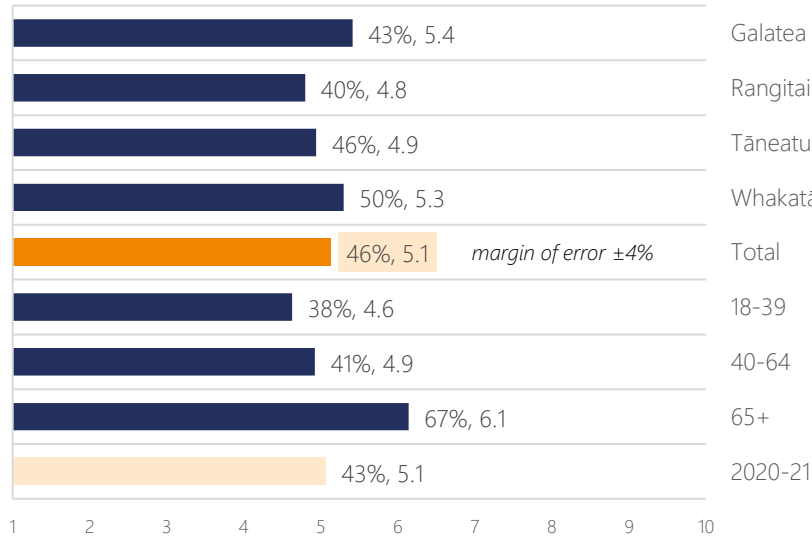
- In 2022, most communication attributes received satisfaction scores similar to 2021; only one area (*'easy for people to transact with Council'*) showed a significant decline in 2022 (47%) compared to 2021 (52%).
- *'Listens to and acts on the needs of the people'* (35%) remained the least satisfactory attribute.
- On average, residents aged 18-39 were the least satisfied with Council's communication across specific attributes. Older (65+) residents were most satisfied.



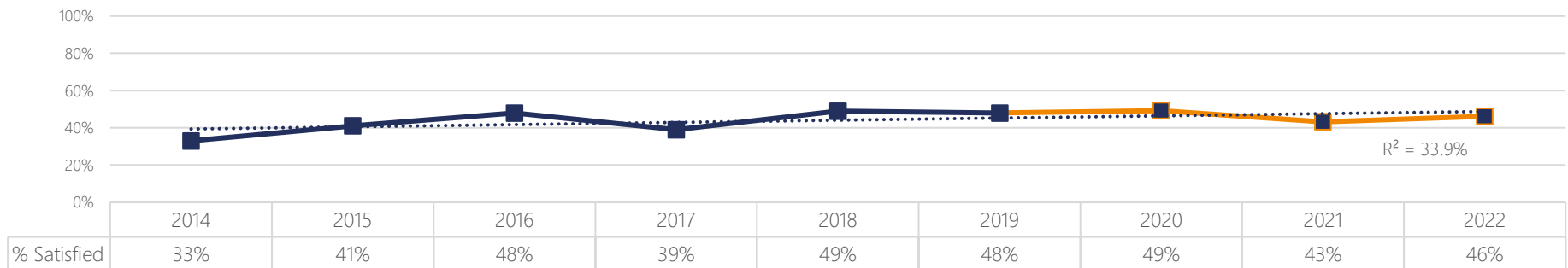
COMMUNICATION

Overall satisfaction with performance in communicating with residents and ratepayers

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

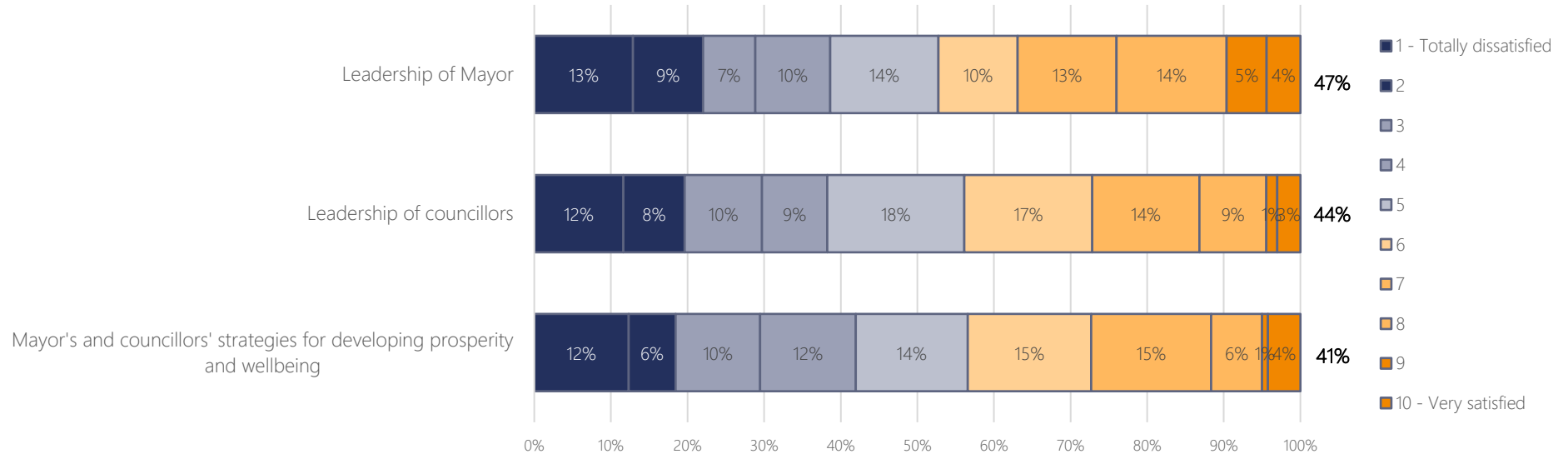


- Overall, 46% of residents were satisfied with Council's performance in communication and consultation with the public (43% in 2020/21).
- Four statements relating to communication contributed significantly towards overall satisfaction.
- 'Listens to and acts on the needs of the people' (due to lowest performance but still high relative importance) would benefit from further improvement to enhance resident perceptions and increase performance ratings.

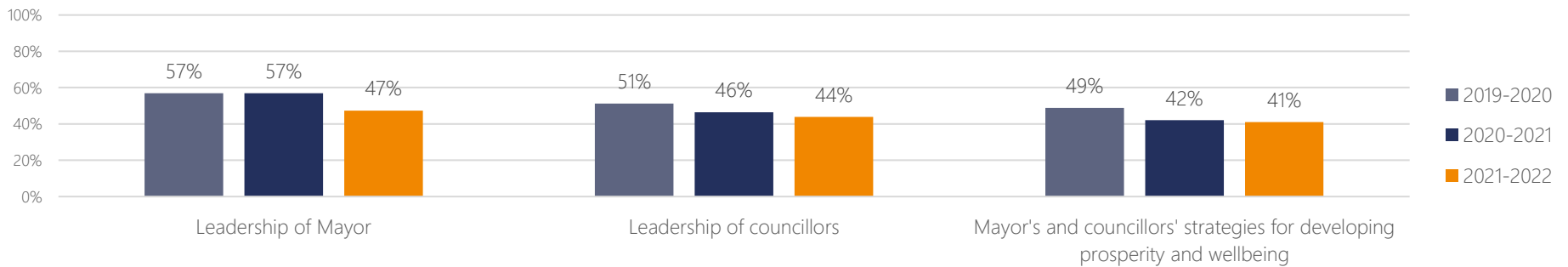


COUNCIL LEADERSHIP

Performance in terms of Council leadership



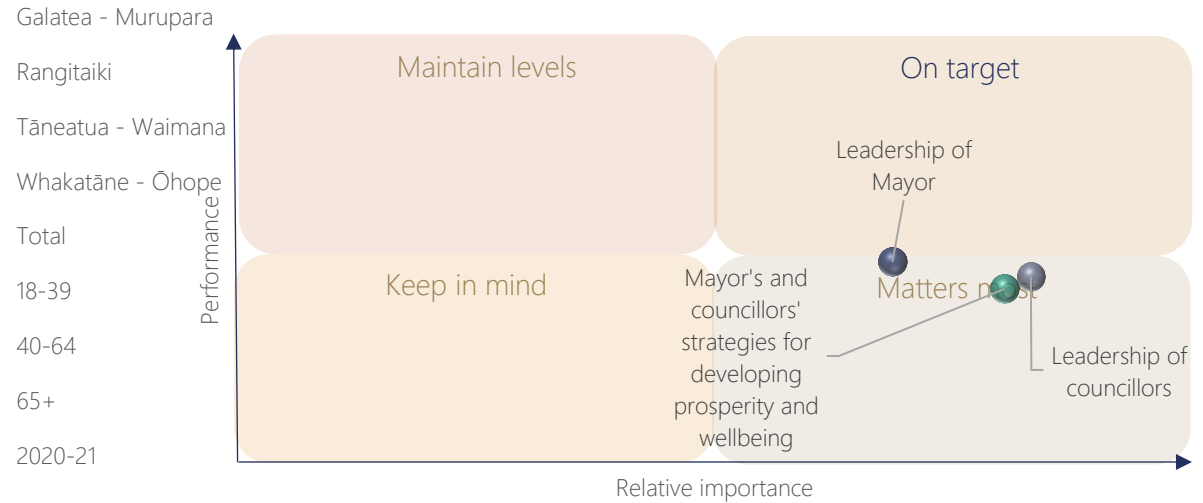
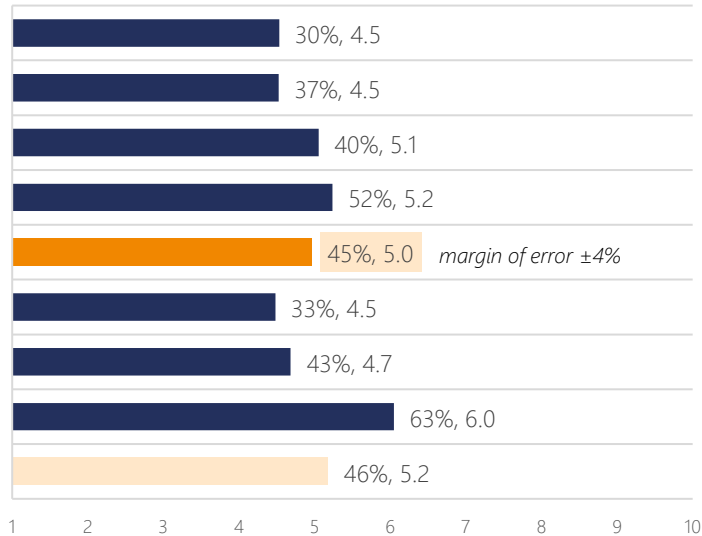
- Satisfaction with Councillor leadership (44%) and Mayor's and Councillors' strategies for developing prosperity and wellbeing (41%) remained consistent with 2021. However, satisfaction with leadership of the Mayor declined significantly (47%, down from 57% in 2021).
- Older residents (65+) expressed the greatest satisfaction with Council leadership generally.
- Satisfaction with Council leadership, on average, was lower in Galatea – Murupara and Rangitaiki wards.



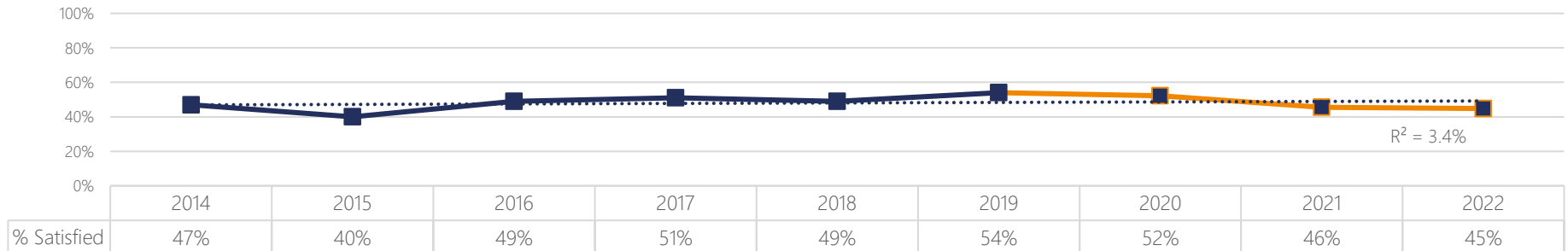
COUNCIL LEADERSHIP

Overall satisfaction with Council leadership

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

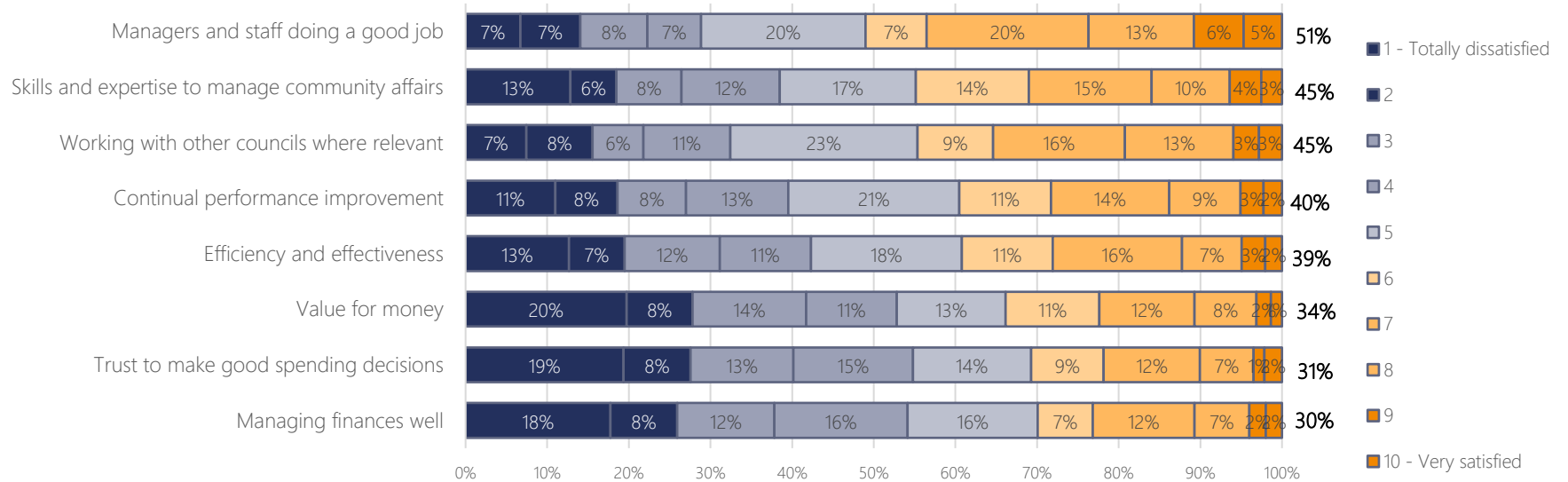


- In 2022, 45% of residents were satisfied with the overall performance of Council leadership (similar to 46% in 2021).
- Consistent with other results among older residents, those aged 65+ were significantly more satisfied with Council leadership overall.
- All three leadership-related attributes contributed significantly towards overall satisfaction. 'Mayor's and councillors' strategies for developing prosperity and wellbeing' could benefit from further improvement to increase resident perceptions of performance.



MANAGEMENT

Managing day-to-day business



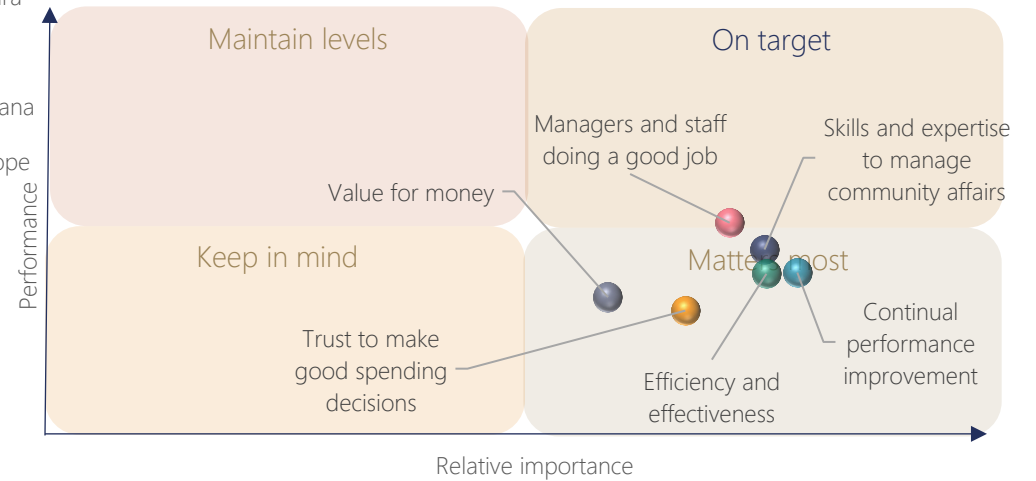
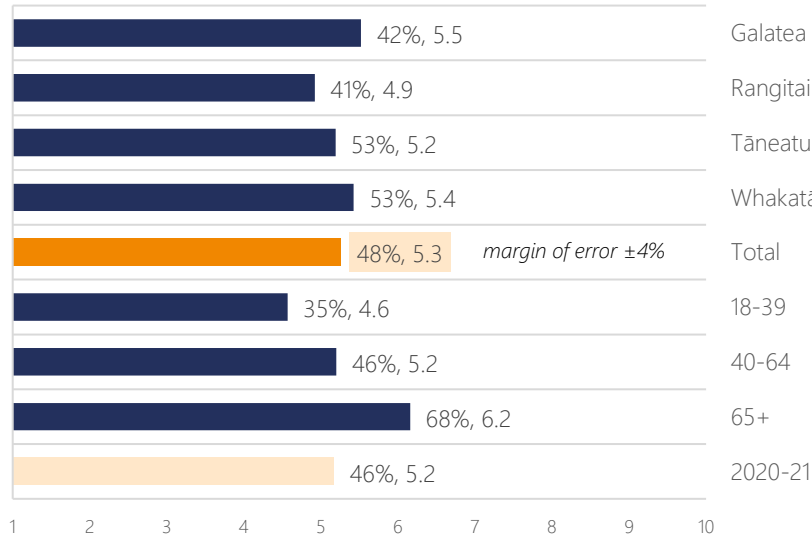
- As in 2021, residents in 2022 were most satisfied with managers and staff doing a good job; 51% rated this 6 or above (49% in 2021).
- More residents were satisfied with WDC working with other Councils in 2022 (45%), compared to 2021 (37%).
- Residents tended to be least satisfied with financial management: value for money (34%), trust to make good spending decisions (31%), and managing finances well (30%).
- On average, older residents (65+) were more satisfied with Council management, including financial matters.



MANAGEMENT

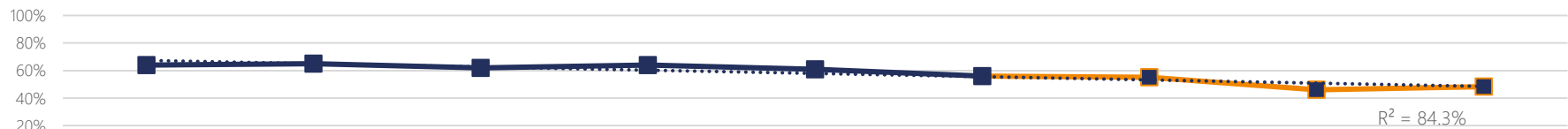
Overall satisfaction with performance in managing day-to-day business

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



- Just under half (48%) of residents in 2022 provided high ratings (6 or above) for Council's overall management of day-to-day business. This was similar to 2021 (46%).
- Satisfaction increased with age, with younger residents (18-39) least satisfied with overall Council management (34%), and older residents (65+) most satisfied (69%).

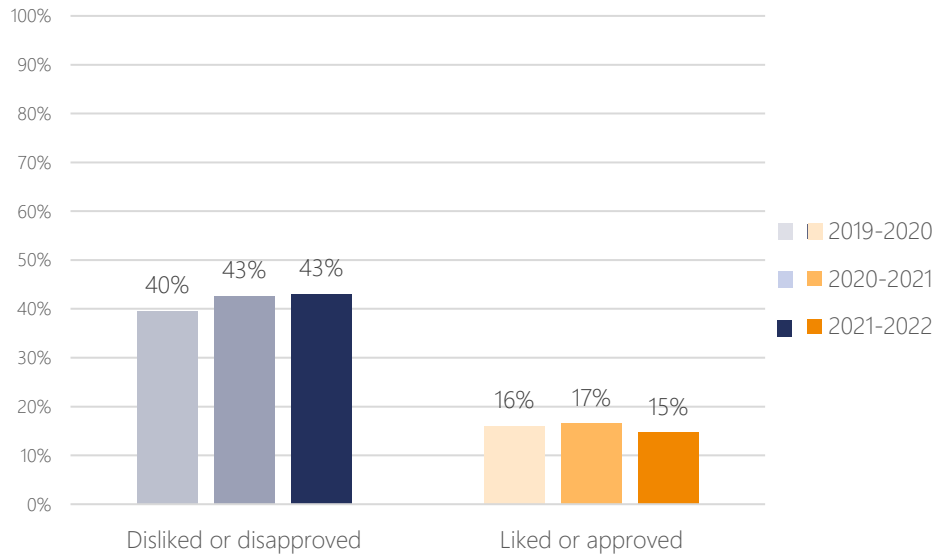
- Six attributes were found to significantly contribute towards overall satisfaction with Council performance in managing day-to-day business. Gaining trust to make good spending decisions, and value for money, exhibited a greater opportunity for improvement.



	2014	2015	2016	2017	2018	2019	2020	2021	2022
% Satisfied	64%	65%	62%	64%	61%	56%	55%	46%	48%

POLICY AND DIRECTION

Council policy and direction approval or disapproval



- Overall, 15% of residents in 2022 recalled a recent Council action, decision, or management experience they approved of (similar to 17% in 2021). Residents mainly referred to general Council maintenance and repairs (including upgrading roads, traffic control).
- More (43%) residents recalled a recent action, decision, or management experience they disapproved of (although consistent with previous years). Targets of disapproval varied widely, with no standout issues. The leading topics were parking changes (especially a general dislike of planter boxes in the Strand redevelopment), and rates increases.
- Residents from Tāneatua - Waimana ward, homeowners, and those with higher income, were more likely to disapprove of Council actions.

- Maintenance / repairs / infrastructure provision – 35%
 - Te Ara Hou / CBD development – 18%
 - 3 Waters opposition – 14%
- Under 10%:
- General satisfaction with Council / communication
 - Specific plans / policies / strategies
 - Māori wards
 - Not sure
 - Other

Approved

- Strand / CBD / parking development / other projects – 18%
 - Rates / Council spending – 16%
 - Tidal pool / marina / waterfront development / issues – 15%
 - Maintenance / repairs / infrastructure provision – 15%
 - Covid-19 management / mandates – 14%
 - Council communication / democracy / members – 12%
 - 3 Waters Reform – 11%
- Under 10%:
- Insufficient / lack of service provision
 - Lack of second bridge
 - Council building upgrade
 - Water management / bottling
 - Oppose Māori wards
 - Other
 - Consents process / delays
 - Opihi burial grounds decision
 - Waste management / sewerage / dump / recycling

Disapproved