



Whakatāne

District Council

2022-23 Resident
Survey

| SIL Research

July 2023

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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 2022-23 year (data collected between October 2022 and June 2023). A total of n=600 surveys were used in the final analysis. The 2023 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.

It is important to consider the impact of significant circumstances when evaluating satisfaction levels and ability of the Council to meet the needs of the community in 2022-23. The cost of living in New Zealand has been steadily increasing, which has put financial pressure on Whakatāne District residents. With local body elections in 2022, the electoral campaign and voting period likely brought local issues and concerns to the forefront of residents' minds as they considered the forthcoming Council term and candidates up for election. Additionally, the impact of extreme weather events and heavy rainfalls continued challenging the District putting additional stress on local roads and infrastructure. The Whakatāne District Council operated in a challenging environment marked by these, along with other, factors; which had an impact on the community and potentially influenced the perception of the Council's performance.

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 2023 year (on par with 61% in 2022 and slightly up from the New Zealand Benchmarking Survey result of 58%).
 - Supporting these overall perceptions, 23 out of 29 (79% vs. 72% in 2022) Council services rated by Whakatāne District residents achieved satisfaction ratings of 60% or above, with 10 services achieving 80% satisfaction or higher.
 - Across the 2023 survey year, the five top-rated services were Whakatāne crematorium facility (88% satisfaction), waste collection services (88%), Whakatāne Library and Exhibition Centre (87%), public halls (87%), and cemeteries (82%). In contrast, the two lowest-rated services in 2023 continued to be: dog control (38%) and noise control (43%).
 - Most services showed consistent results in the past two years. Two services saw increased satisfaction in 2023, particularly public halls (+15 points) and Whakatāne Museum and Research Centre (+13 points).



- The only drops in 2023 were measured for sports fields (-12 points), parks and reserves (-6 point), and roads (-9 points), including roads overall and safety.

2

69% of residents agreed (somewhat or strongly) that the Whakatāne District is generally a safe place to live (similar to 2022 and above the New Zealand Benchmarking Survey result of 58%). 68% of residents believed the quality of their life was *'good'* to *'very good'* (slightly down compared to previous years).

- In this context, residents in 2023 were generally likely to recommend Whakatāne District as a place to live (NPS +3%), and even more likely to recommend the District as a holiday destination (anecdotal NPS +20%) – although both results showing a slight decline compared to 2022.
- Contact with specific representatives in 2023 remained similar to 2022. 30% of residents had contacted the customer service front desk (75% were satisfied with this contact – similar to 2022), and just 10% had contact with a Community Board Member (84% were satisfied – up from 69% in 2022).
- 43% reported taking part in community engagement of some kind; responding to Council surveys (46%), talking to Council representatives at public events (32%), or providing feedback on social media (33%) remained the most prevalent activities.
- *'Social media'* remained the most preferred method of Council communication in 2023; for 54% of residents overall, and 73% of 18-39 year olds. Traditional media (e.g. newspaper, radio) remained important, especially for older residents (65 or older).

3

On average, 45% 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 2022). At the same time, providing sufficient opportunities for people to have their say showed an improvement in 2023 (49%, up from 44% in 2022).

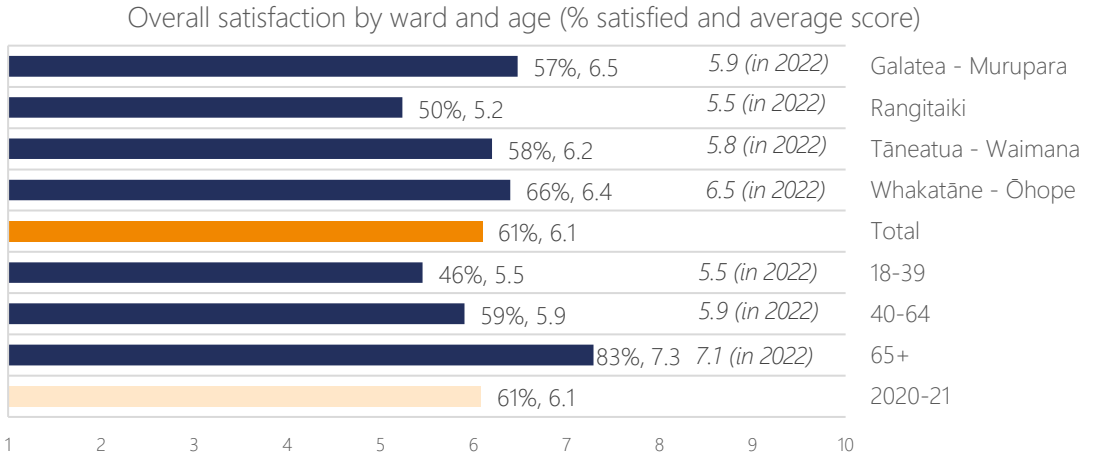
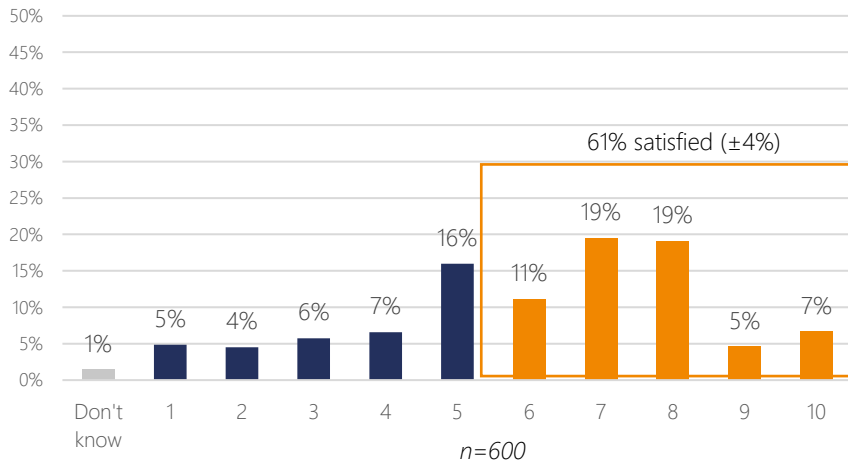
- Satisfaction with Council leadership was 44% in 2023; similar to 45% in 2022. 46% of residents were satisfied with Council's day-to-day business management – although fewer trusted WDC's financial management: value for money (34%), trust to make good spending decisions (32%), and managing finances well (31%).

Overall, 2023 results showed good and consistent levels of satisfaction and perceptions of Council's services, despite the demanding environment. Rates increase and Council's spending were identified as additional challenges impacting community satisfaction. Roads continued to represent the greatest improvement potential. Other potential areas for improvement were communication (particularly listening to and acting on the needs of the people), stormwater services, public amenities (including public toilets and general maintenance of public spaces), and area revitalisation (including business promotion and events). 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 financial management, and developing community prosperity and wellbeing, providing leadership, skills and expertise to manage community affairs efficiently.

By continuing service enhancement, especially for services with lower satisfaction levels, focusing on understanding the specific needs and expectations of younger resident and actively seeking public input on key decisions, the Council can demonstrate its commitment to improving the lives of Whakatāne District residents, addressing their concerns and enhancing overall satisfaction.

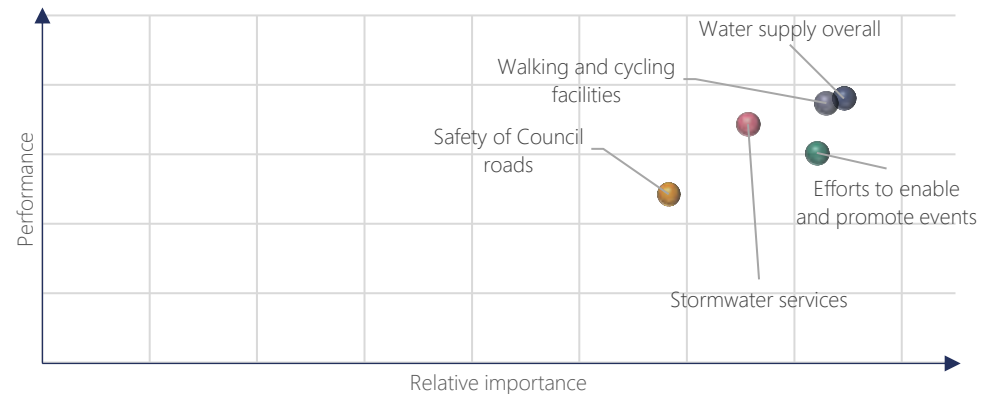
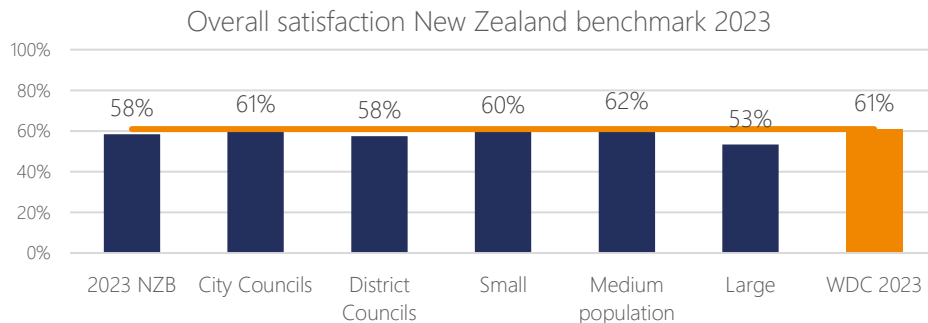
OVERALL SATISFACTION WITH THE COUNCIL

Overall satisfaction with services received from the Whakatāne District Council




- In 2023, 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 similar to 2022 (61% satisfied, average 6.1 rating), with no significant differences, and slightly above the national average (58%).
- 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 2022.

- Satisfaction differed significantly by area, with lowest recorded in Rangitaiki.
- Out of all services surveyed, 5 showed stronger influence on overall satisfaction.
- Assessing relative importance (strength of relationship) against measured performance of these 5 services, roads safety represented the greatest improvement opportunity (also significant importance but low performance).



SATISFACTION AT A GLANCE


























Overall satisfaction

WDC 2023: 61% / 6.1

WDC 2022: 61% / 6.1

NZB 2023: 58% / 5.9

				
Waste collection service	Art and culture ¹	Refuse transfer station	Swimming pools	Community facilities ²
WDC 2023: 88% / 8.0	WDC 2023: 84% / 8.0	WDC 2023: 82% / 7.7	WDC 2023: 81% / 7.2	WDC 2023: 79% / 7.2
WDC 2022: 88% / 7.9	WDC 2022: 82% / 7.8	WDC 2022: 86% / 7.5	WDC 2022: 81% / 7.3	WDC 2022: 74% / 7.2
NZB 2023: 73% / 6.9	NZB 2023: 81% / 7.6	NZB 2023: 66% / 6.5	NZB 2023: 69% / 6.7	NZB 2023: 73% / 6.9
				
Recreation facilities ³	Sewerage	Walking and cycling	Street lighting	Water ⁴
WDC 2023: 78% / 7.1	WDC 2023: 77% / 7.4	WDC 2023: 75% / 7.0	WDC 2023: 74% / 6.8	WDC 2023: 72% / 6.8
WDC 2022: 83% / 7.2	WDC 2022: 74% / 7.3	WDC 2022: 75% / 7.0	WDC 2022: 73% / 6.7	WDC 2022: 69% / 6.7
NZB 2023: 82% / 7.4	NZB 2023: 74% / 7.0	NZB 2023: 67% / 6.5	NZB 2023: 67% / 6.5	NZB 2023: 73% / 6.8
				
Stormwater	Footpaths	Parking	Promoting events	Tourism
WDC 2023: 69% / 6.6	WDC 2023: 63% / 6.1	WDC 2023: 62% / 6.1	WDC 2023: 60% / 6.0	WDC 2023: 60% / 6.2
WDC 2022: 70% / 6.7	WDC 2022: 63% / 6.0	WDC 2022: 59% / 5.9	WDC 2022: 56% / 5.7	WDC 2022: 62% / 6.0
NZB 2023: 56% / 5.8	NZB 2023: 60% / 6.0	NZB 2023: 57% / 6.0	NZB 2023: 72% / 6.7	NZB 2023: n/a
				
Business promotion	Roads ⁵	Noise control	Dog control	
WDC 2023: 53% / 5.9	WDC 2023: 48% / 5.1	WDC 2023: 43% / 5.0	WDC 2023: 38% / 4.7	
WDC 2022: 56% / 5.7	WDC 2022: 57% / 5.6	WDC 2022: 36% / 4.6	WDC 2022: 37% / 4.8	
NZB 2023: n/a	NZB 2023: 43% / 4.9	NZB 2023: n/a	NZB 2023: 63% / 6.2	

-  - 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 libraries, Whakatāne Exhibition Centre and Whakatāne museum

² Aggregated average rating cemeteries, crematorium, public halls and toilets

³ Aggregated average rating for parks or reserves, sports fields, boat ramp/wharf and playgrounds

⁴ Aggregated average rating for water supply and quality

⁵ Aggregated average rating for roads and road safety

 Keeps people informed	 Provides sufficient opportunities for people to have their say	 Managers and staff doing a good job	 Makes it easy for people to transact with Council	 Leadership of Mayor
WDC 2023: 53% / 5.6 WDC 2022: 49% / 5.4 NZB 2023: 57% / 5.7	WDC 2023: 49% / 5.4 WDC 2022: 44% / 5.2 NZB 2023: 51% / 5.5	WDC 2023: 49% / 5.4 WDC 2022: 51% / 5.6 NZB 2023: 54% / 5.6	WDC 2023: 48% / 5.4 WDC 2022: 47% / 5.4 NZB 2023: n/a	WDC 2023: 47% / 5.2 WDC 2022: 47% / 5.2 NZB 2023: 55% / 5.6
 Makes it easy for people to interact and engage	 Working with other councils where relevant	 Skills and expertise to manage community affairs	 Leadership of councillors	 Efficiency and effectiveness
WDC 2023: 47% / 5.3 WDC 2022: 46% / 5.2 NZB 2023: 51% / 5.5	WDC 2023: 46% / 5.3 WDC 2022: 45% / 5.3 NZB 2023: 56% / 5.7	WDC 2023: 44% / 5.0 WDC 2022: 45% / 5.0 NZB 2023: 51% / 5.5	WDC 2023: 44% / 5.1 WDC 2022: 44% / 4.9 NZB 2023: 50% / 5.4	WDC 2023: 42% / 4.8 WDC 2022: 39% / 4.8 NZB 2023: 47% / 5.1
 Strategies for developing prosperity and wellbeing	 Continual performance improvement	 Listens to and acts on the needs of the people	 Value for money	 Trust to make good spending decisions
WDC 2023: 40% / 4.8 WDC 2022: 41% / 4.7 NZB 2023: 49% / 5.3	WDC 2023: 38% / 4.7 WDC 2022: 40% / 4.9 NZB 2023: 47% / 5.1	WDC 2023: 35% / 4.5 WDC 2022: 35% / 4.5 NZB 2023: 42% / 4.7	WDC 2023: 34% / 4.3 WDC 2022: 34% / 4.3 NZB 2023: 39% / 4.8	WDC 2023: 32% / 4.1 WDC 2022: 31% / 4.3 NZB 2023: 43% / 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)	 - Good performance (70% and above)  - Services with positive performance (below 70% but equal to or above 50%)  - Services for improvement  - Overall performance indicators
WDC 2023: 31% / 4.2 WDC 2022: 30% / 4.3 NZB 2023: 38% / 4.7	WDC 2023: 46% / 5.2 WDC 2022: 48% / 5.3 NZB 2023: 49% / 5.2	WDC 2023: 45% / 5.2 WDC 2022: 46% / 5.1 NZB 2023: 51% / 5.3	WDC 2023: 44% / 5.0 WDC 2022: 45% / 5.0 NZB 2023: 53% / 5.4	

METHODOLOGY

BACKGROUND AND OBJECTIVES

As a part of its ongoing consultation process, Whakatāne District Council (WDC) commissions 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, and repeated this in consecutive years. 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.

MAIN CHANGES

From 2019-20, the Resident Survey has been conducted by SIL Research, and from 2020-21 data collection has been administered four times a year (quarterly) to allow for seasonal variations to be tracked using a 1-10 Likert scale, which provides more robust options for residents to express their views.

For the 2022-23 survey year, the data is being collected from October (retrospectively covering the Jul-Sep quarter) to June (covering the Apr-Jun quarter) to align with WDC's annual reporting period of 1 July to 30 June.

With the change to quarterly fieldwork cycles, the recall window for respondents has also been adjusted since 2020. Previously, respondents had been asked to indicate which services/facilities they had used or visited in '*the last 12 months*'. From 2021 Q1, respondents were instead asked about the services/facilities they used/visited in '*the last 3 months*'. While representing a shift from the previous method, moving forward the use of a narrower recall window should result in more accurate responses (easier to recall behaviour

over the previous 3 months than a longer 12-month period), while providing more sensitive measures of seasonal variations across quarterly cycles.

Every quarter, SIL used a multi-layered sampling technique to ensure a proportional spread of respondents from each of Whakatāne's community boards, 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 community board as determined by the Statistics New Zealand 2018 Census. This ensures more robust representativeness of reported results.

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. 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 2023 year.

DATA ANALYSIS

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

Table 1 Responses by community boards

	Number of responses	Population %
Galatea - Murupara	39 (7%)	8%
Rangitāiki	148 (25%)	27%
Tāneatua - Waimana	57 (10%)	10%
Whakatāne - Ōhope	356 (59%)	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: area, 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	193	32.2
40-64	262	43.6
65+	145	24.2
Total	600	100.0

Table 2 Responses by time lived in the District

	Frequency	Percent
Less than 1 year	7	1.2
1 year to just under 2 years	17	2.8
2 years to just under 5 years	66	10.9
Five years to just under 10 years	57	9.5
10 years or more	442	73.7
I'd rather not say	12	2.0
Total	600	100.0

Table 3 Responses by income

	Frequency	Percent
Other	7	1.1
\$20,000 or less	10	1.7
\$20,001-\$30,000	53	8.9
\$30,001-\$50,000	57	9.5
\$50,001-\$70,000	64	10.6
\$70,001-\$100,000	96	16.0
\$100,001 or more	158	26.3
I'd rather not say	155	25.9
Total	600	100.0

Table 4 Responses by home ownership

	Frequency	Percent
Other	7	1.1
Owned	505	84.1
Rented	44	7.4
Private trust	14	2.3
I'd rather not say	31	5.2
Total	600	100.0

Table 5 Responses by ethnicity (multi-choice)

	Frequency	Percent
New Zealand European	457	76.5
Māori	223	37.3
Pacific people	14	2.3
Asian	13	2.2
Middle Eastern, Latin American or African	11	1.9
Other	17	2.9
New Zealander/Kiwi/Not stated	31	5.2
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 in 2023. 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 2022-23 include:

Key Q1 factors (September-October 2022):

1. Following the previous two years of Covid-19 related restrictions and public health measures, the New Zealand-wide Covid-19 Protection Framework ended in mid-September 2022. However, the pandemic and associated responses or considerations may have continued to have a lingering effect on public sentiment and attitudes beyond the cessation of the Framework.
2. In addition, economic impacts of global inflationary pressures continued to grow into Q1 2022-23, with the main drivers being global oil prices and ongoing supply chain issues; with these pressures felt across New Zealand nationally and regionally.
3. In August 2022, the Innovating Streets trial was completed, with Council planning to remove features that didn't work and make the ones that did work permanent. Of Council's three projects, which included safety improvements in the Wairaka neighbourhood and street activations in the CBD and Kopeopeo, the Wairaka neighbourhood speed reduction project was considered the most successful in meeting its goals. Events to support the Innovating Streets concept were held at Kakahoroa Drive, The Strand and in Kopeopeo to boost the community following the original COVID-19 lockdown and the Whakaari tragedy. However, most of the widely criticised planter boxes were removed, and found homes in other community locations.
4. The Whakatāne Town Wharf Remediation Project - the first project to be completed as part of the broader Whakatāne Riverfront Revitalisation – was completed in August 2022, and marked with an official ceremony. This

was co-funded by Kānoa, central government's Regional Economic Development and Investment Unit, to help re-establish important connections from CBD to riverfront; and to upgrade key infrastructure supporting the development of the District's marine and tourism economies.

5. Following public feedback to the Dog Control Policy review earlier in 2022, Council revised the policy in August 2022 to provide tighter restrictions over dog access to shorebird habitats, heightened protection of shorebird nesting sites and increased efforts to improve dog control in local communities. The revised policy was also designed to promote Council's intent to work with local community stakeholders to tailor dog control to local circumstances.
6. In September 2022, a community-led and Council-supported research document exploring the causes and effects of homelessness and severe housing deprivation in our District was released. Hoped to be a critical new resource to determine future responses to these complex social issues, it will be used to apply for central government and other funding to support homelessness prevention and response activities.
7. In September 2022, Council applied for Whakatāne District's allocated \$22.66 million of Central Government funding from the 'Better off Funding' opportunity to support community wellbeing. A shared bike and pedestrian path, CCTV upgrade, town regeneration and enhancing, and building resilience to natural hazards are some of the projects presented for consideration. Initial funding is expected to be available by the end of 2022, with further funds available in 2024.
8. Local body elections were held in late September-early October 2022, with voting closing on Saturday 7 October. The electoral campaign and voting period likely brought local issues and concerns to the forefront of residents' minds as they considered the forthcoming Council term and candidates up for election.
9. Due to extended periods of rain in August and September 2022, the number of reported and repaired potholes on district roads increased significantly. Although most affected roads were highways (managed by

Waka Kotahi), this could still have a notable impact on community perceptions about local roads generally.

Key Q2 factors (November 2022 – January 2023):

10. As part of a nationwide programme led by Waka Kotahi NZ Transport Agency, WDC conducted a public consultation on rural school speed reviews as part of new Speed Management Plans that will guide changes to speed limits on high-risk roads.
11. As part of the 2021-31 Long Term Plan, WDC finalised a list of high-need gravel roads for sealing across the district in November 2022. Additionally, a number of roads and streets were re-sealed during November and December of that year.
12. In December 2022, new speed humps were installed in Murupara to improve road safety in the area.
13. Due to several accidents on Ōhope Hill, the council temporarily reduced the speed limit to 60 kmph to improve the safety of drivers and pedestrians.
14. During the holiday season, people tend to be in a more positive and celebratory mood, which can lead to improved public sentiment and perceptions. This can manifest in various ways, such as an increase in social interactions and community activities, an uptick in consumer spending, and a general sense of well-being and happiness. Summer months also tend to see an increase in the use of public amenities, such as parks, beaches, and outdoor recreational areas.

Key Q3 factors (February - April 2023):

15. On 13th-14th February 2023, Cyclone Gabrielle caused widespread flooding and related damage throughout the northern and eastern regions of the North Island, prompting a national state of emergency. While Whakatāne was in the path of Cyclone Gabrielle, the Council and partner agencies took precautionary measures to protect residents (establishing

the Emergency Evacuation Centre in the Whakatāne War Memorial Hall); however, the district experienced minimal damage, avoided the worst effects of the cyclone and was not the focus of national relief efforts.

16. In March, the Council started construction on a Safer Travel Route in the Pouwhare Street, Hikurangi Street and Eivers Road as part of their Active Whakatāne programme to make active travel like walking, cycling and scootering safer and easier for everyone. With the Trust Horizon's grant, the Council started installation of secure bike racks with free charging stations for e-bikes.
17. Also in March, the Council announced a recommended 9.5% average rates increase proposed for adoption as part of the Annual Plan 2023-24.

Key Q4 factors (May – July 2023):

18. In May, the Whakatāne District continued to grapple with severe rain events. The heavy rainfall had various repercussions across the district, such as surface flooding and landslides.
19. Also in May, the Council made an announcement to raise all dog registration fees and charges by 8%.
20. As part of the Long Term Plan 2021-31, the Council successfully completed the redevelopment of the Whakatāne District Council building in early July. The main offices underwent significant upgrades to address health and safety concerns, including earthquake strengthening and the installation of air conditioning. Moreover, several improvements were implemented to ensure that the building remains suitable for its intended purpose in the future.
21. The Council continued to provide regular reports on road works and maintenance activities throughout the district. Additionally, the initiation of the Landing Road roundabout upgrade project was announced, with a scheduled start in August 2023. Furthermore, the Safer Travel Route program was extended to include Edgecumbe.



TOP PERFORMED

Whakatāne Crematorium - 88%
Kerbside waste collection service - 88%
Te Kōputu a te Whanga a Toi - 87%
Public halls - 87%
Cemeteries - 82%



LOWEST PERFORMED

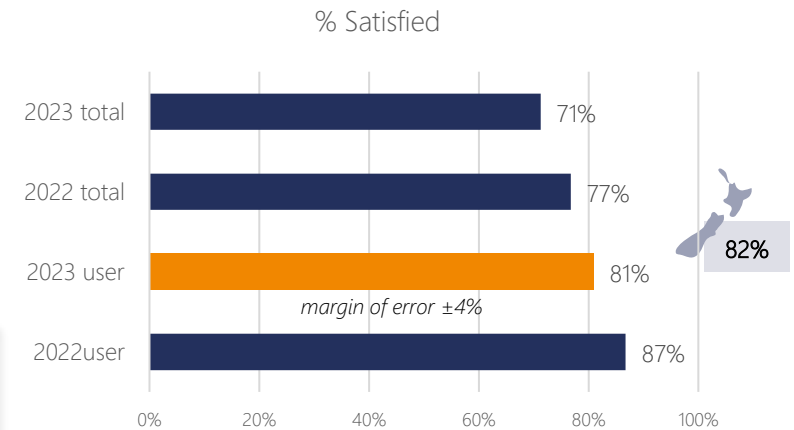
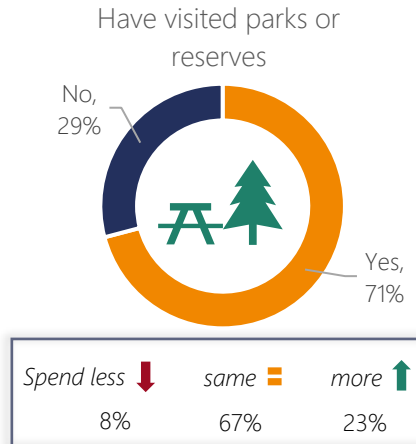
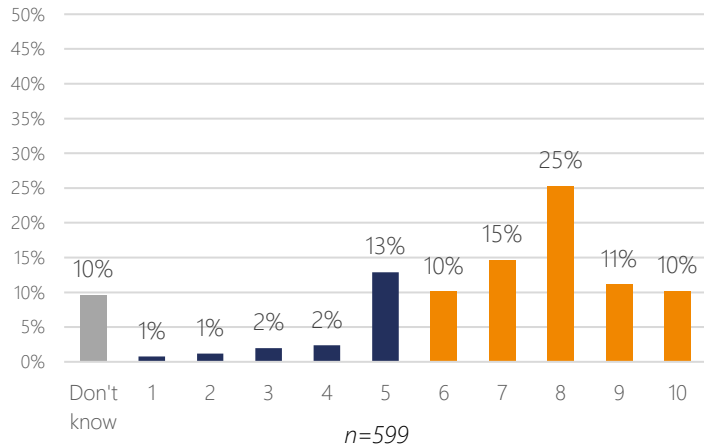
38% - Dog control
43% - Noise control
48% - Roads
53% - Business promotion
59% - Public toilets



SATISFACTION WITH
COUNCIL SERVICES AND
FACILITIES IN 2023

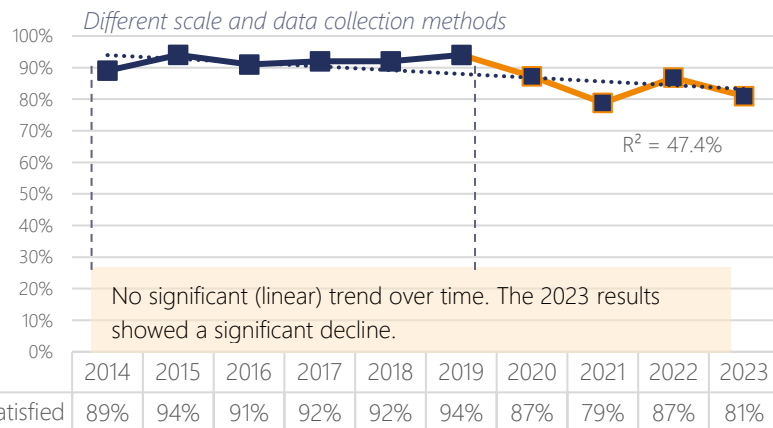
SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Parks and reserves

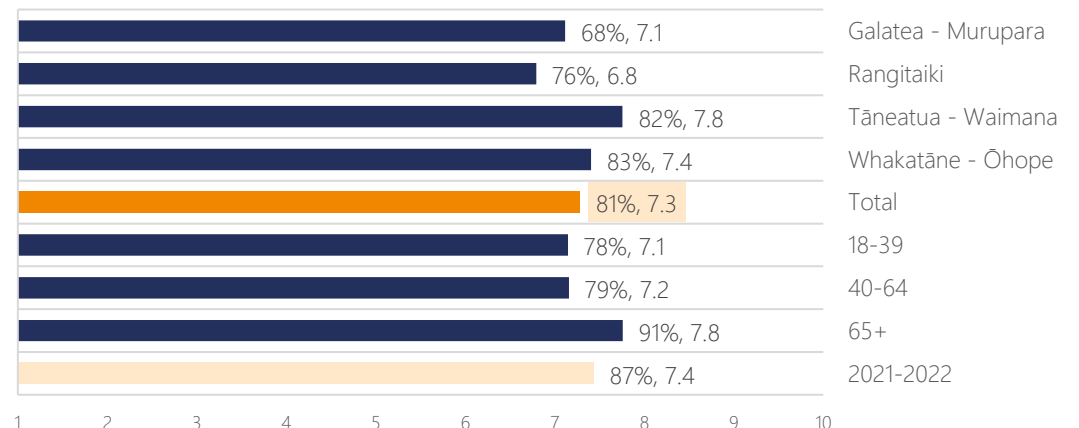


- In 2023, 71% of residents stated they had visited parks or reserves in the District (similar to 69% in 2022).
- 81% of these residents were satisfied with their parks or reserves, which was significantly down compared to 2022 (87%), but similar to 2021 (79%).
- At the same time, the average satisfaction score (7.3 vs. 7.4 in 2022) remained consistent, suggesting an increase in more neutral responses rather than negative ones.

- There were significant differences by age and area in 2023. Satisfaction increased with age, with older residents (aged 65+) being the most satisfied.
- On average, satisfaction was lower in Rangitaiki and Galatea-Murupara community board.
- Overall, two-thirds of residents preferred seeing the same level of Council funds spent on parks or reserves (67%, similar to 2022).

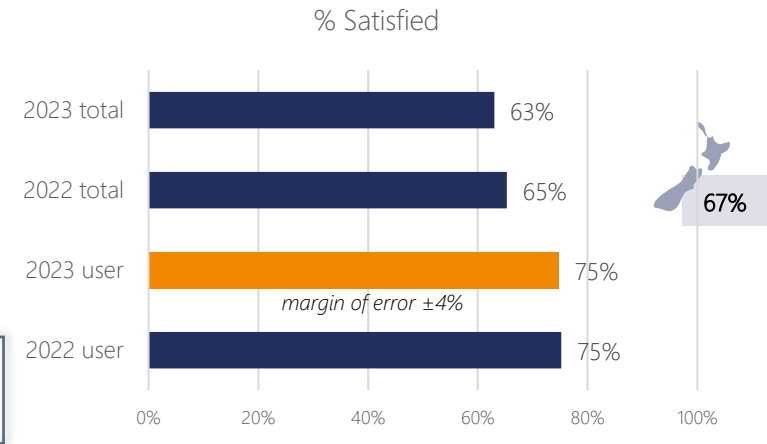
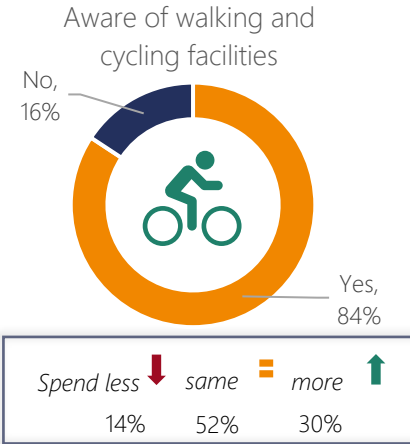
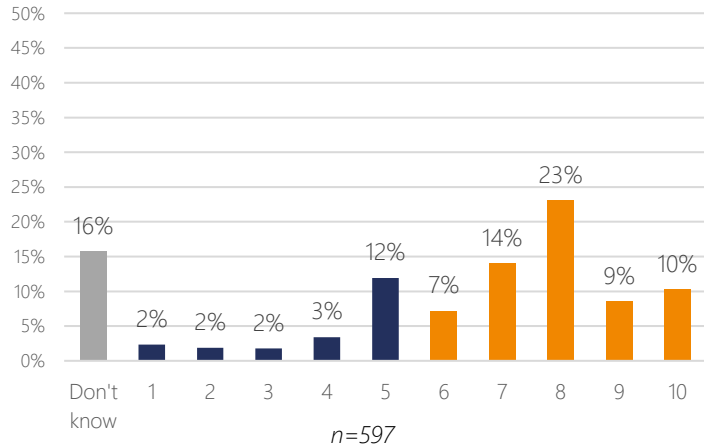


Overall satisfaction by area and age (% satisfied and average score)



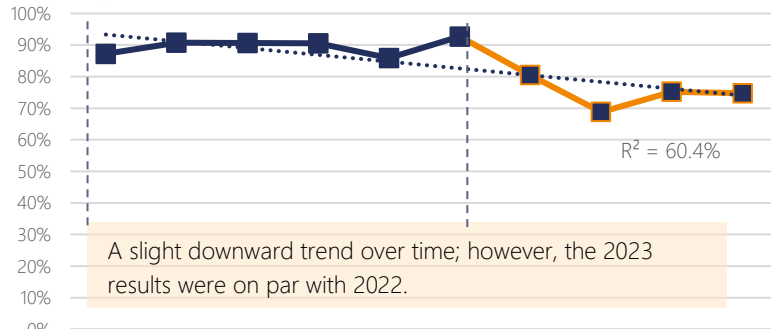
SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Walking and cycling facilities in the District



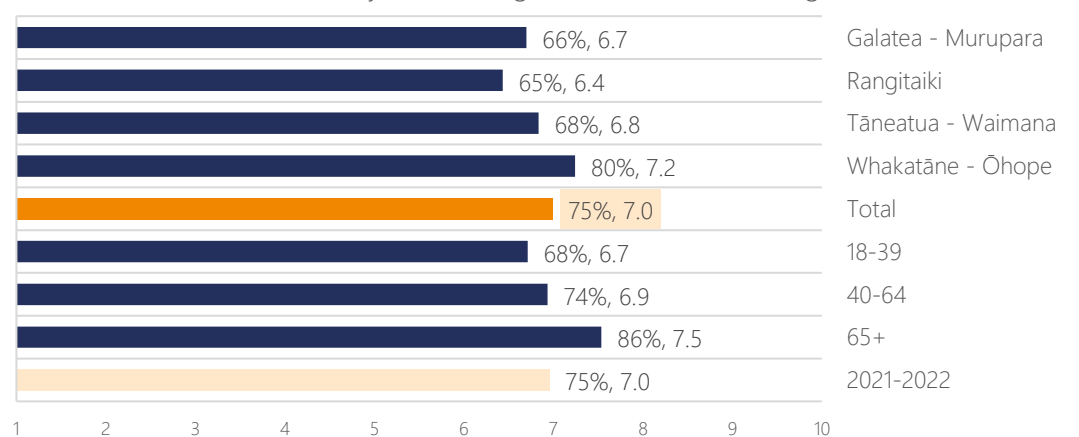
- Overall, 75% of residents who provided a rating in 2023 were satisfied with walking and cycling facilities in the District (on average 7.0 out of 10).
- Satisfaction with walking and cycling facilities remained similar to 2022 (75%).
- In 2023, younger residents aged 18-39 remained less satisfied with walking and cycling facilities in the District (on average 6.7 out of 10).
- On average, satisfaction was lower in Rangitaiki community board (6.4, also down from 6.9 in 2022).
- Fewer respondents stated they would like to see more Council funds in this area (30%, down from 37% in 2022).

Different scale and data collection methods



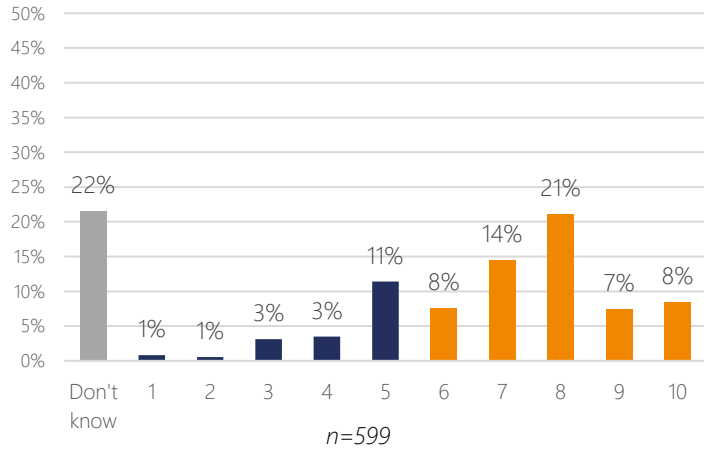
A slight downward trend over time; however, the 2023 results were on par with 2022.

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

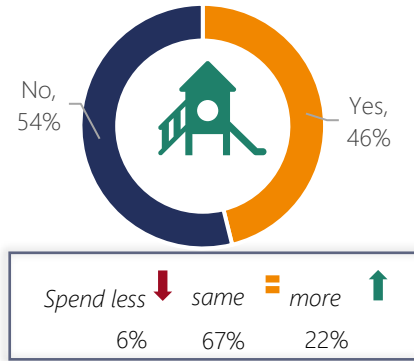


SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

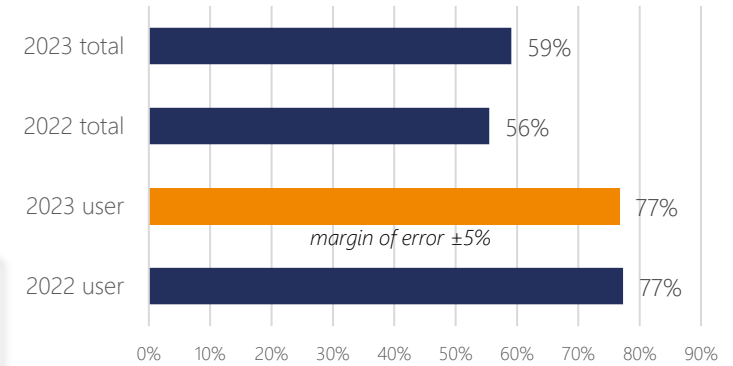
Playgrounds



Have visited playgrounds

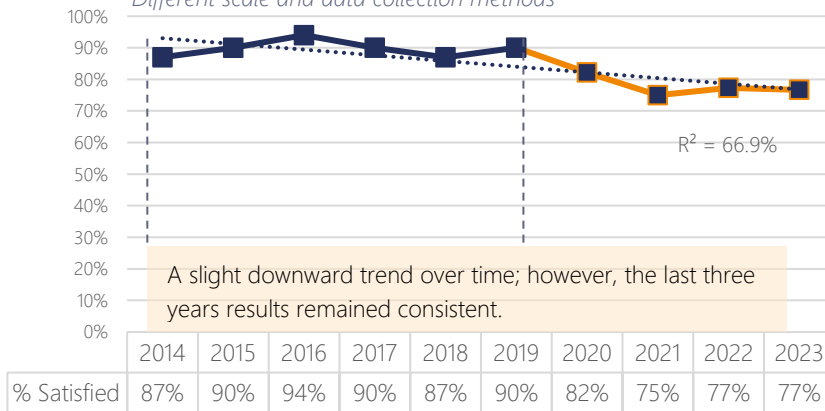


% Satisfied

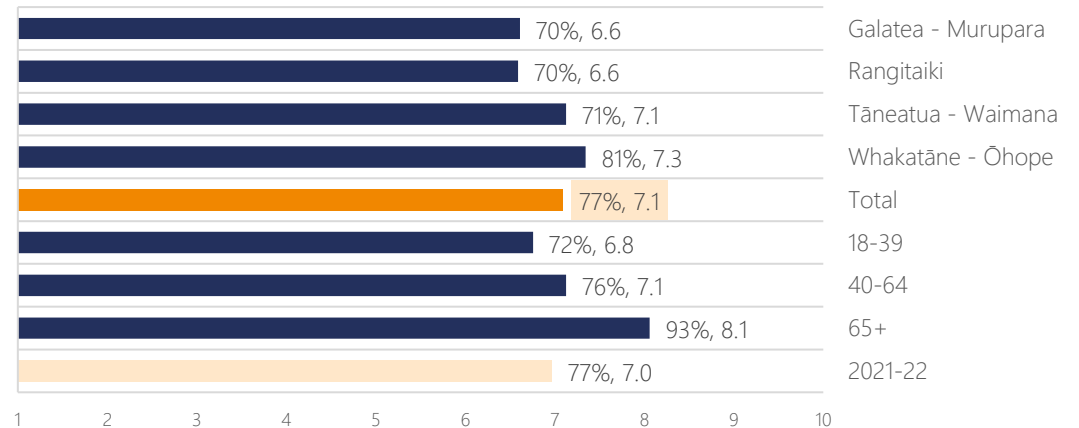


- In 2022, 46% of residents stated they had visited a playground. This was generally consistent with 2022 (42%) and 2021 (48%).
- Among playground visitors, satisfaction in 2023 (77%) also remained on par with 2022 (77%).
- Satisfaction with playgrounds was lower among respondents aged under 65. Respondents who lived in the District for less than 5 years (90%) tended to be more satisfied with playgrounds.
- Overall, 67% of residents preferred seeing the same level of Council funds spent on playgrounds.

Different scale and data collection methods

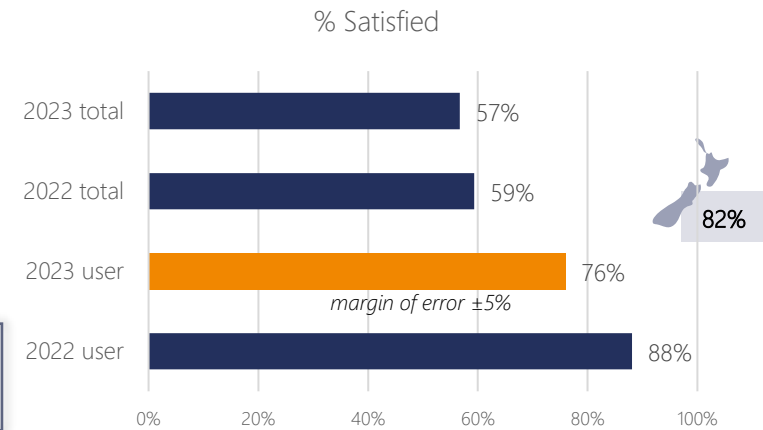
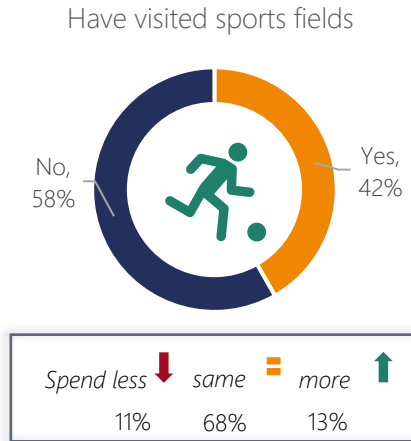
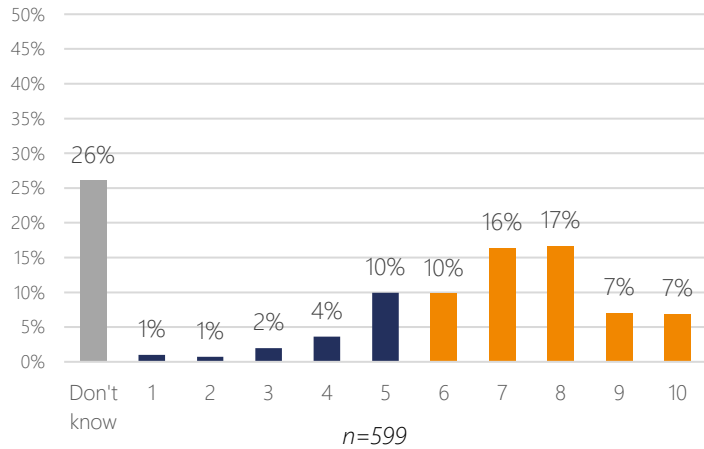


Overall satisfaction by area and age (% satisfied and average score)

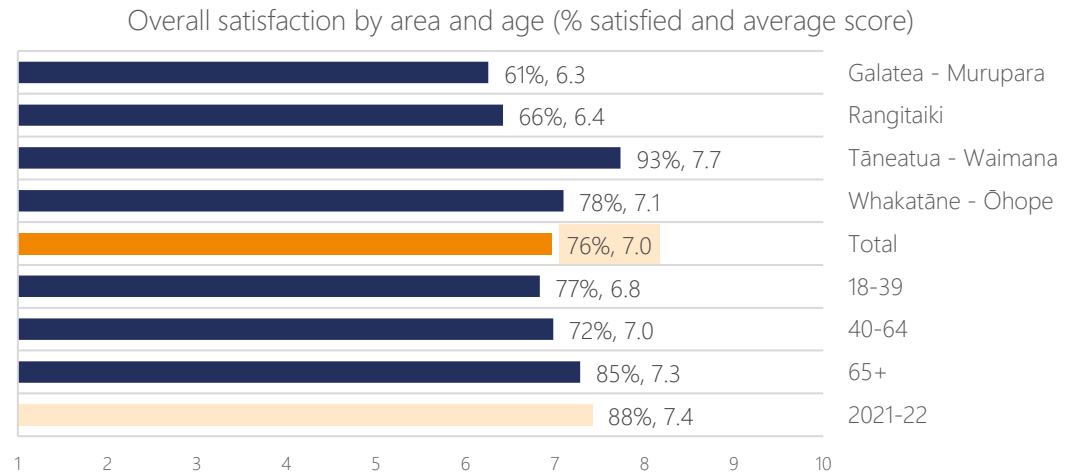
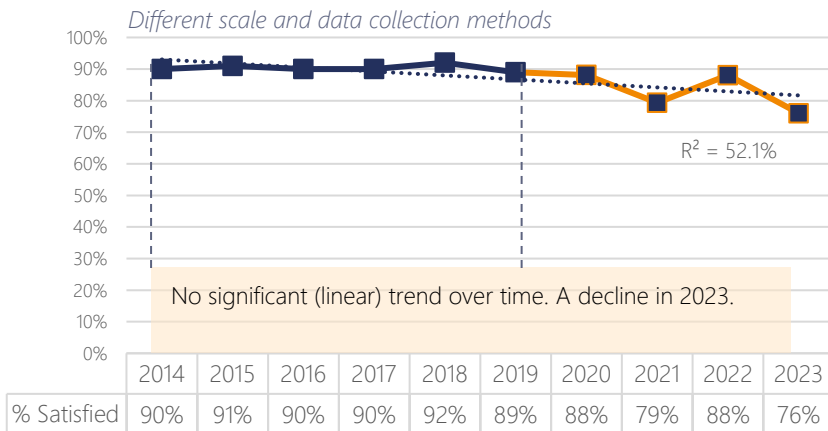


SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Sports fields

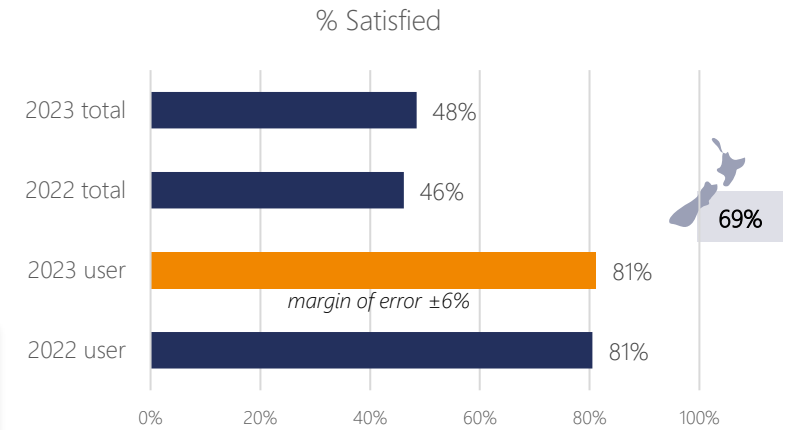
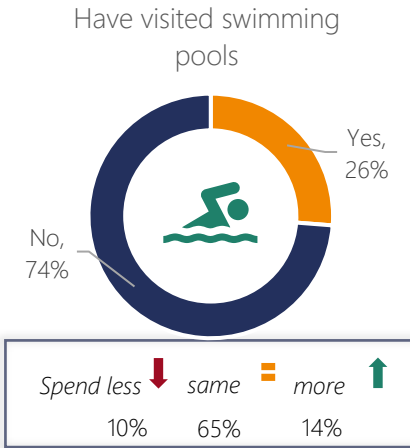
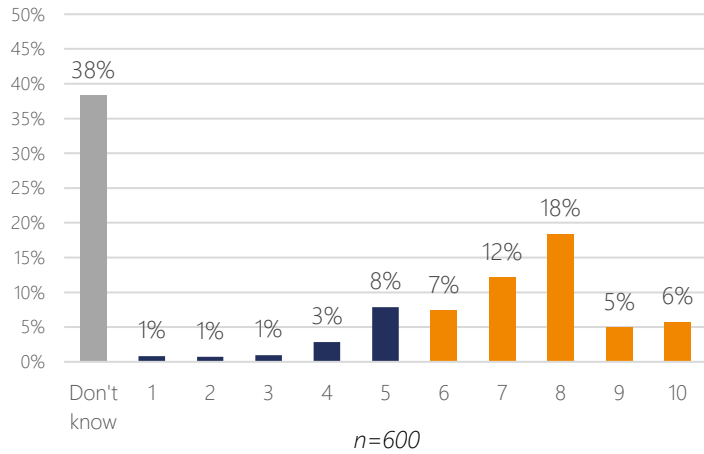


- In 2023, 42% of residents reported visiting sports fields (39% in 2022).
- After increasing in 2022 (88%), satisfaction with sports facilities decreased in 2023 (76%), but was similar to 2021 (79%).
- The main decrease was observed in highly positive ratings (8-10 out of 10), with the increase in more neutral ratings (5-6 out of 10), and among younger respondents aged 18-39 (77% in 2023 vs. 90% in 2022).
- There were no statistically significant differences by resident subgroups in 2023.
- Overall, 68% of residents preferred seeing the same level of Council funds spent on sports fields (74% in 2022).

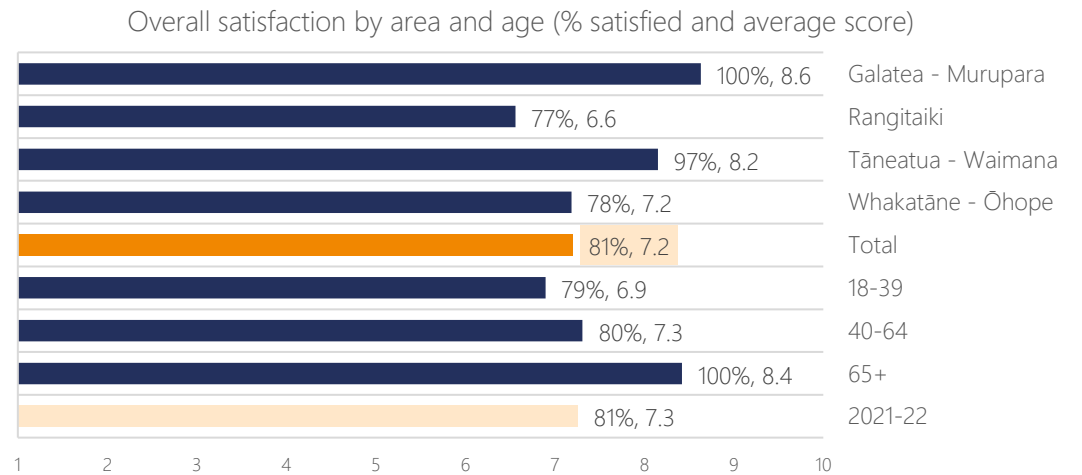
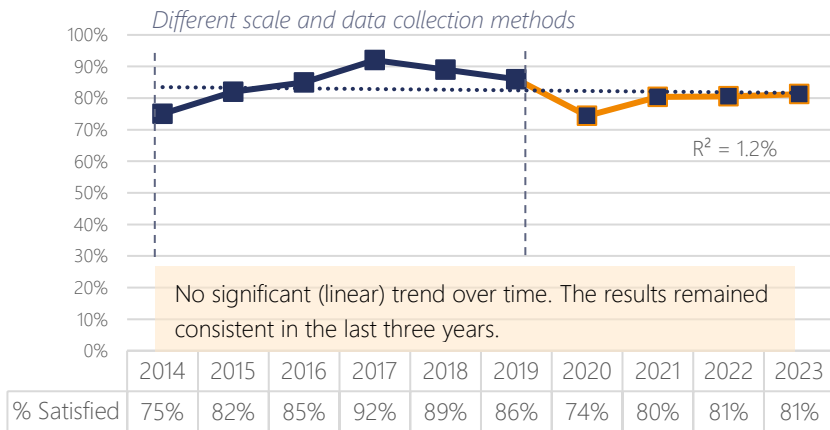


SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Public swimming pools

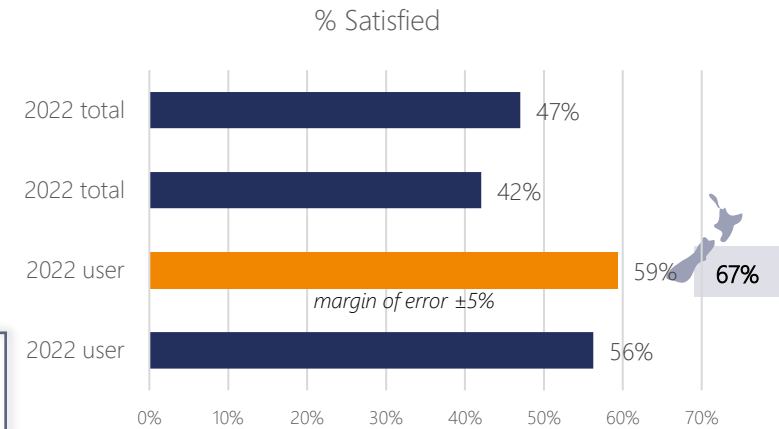
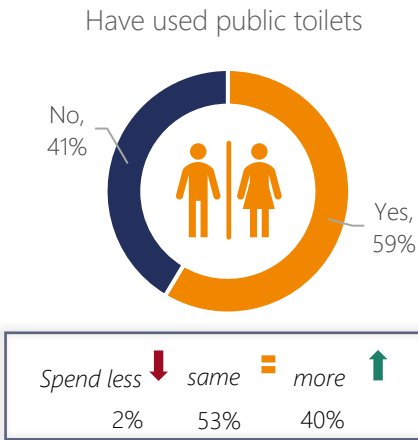
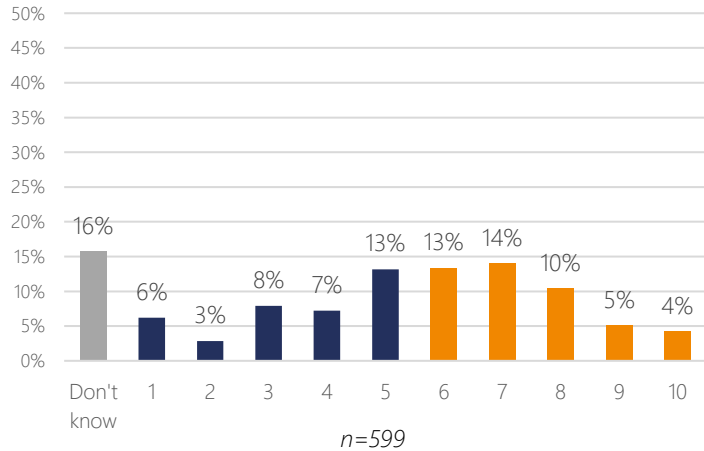


- 1-in-4 residents (26%) reported visiting a swimming pool in the District in 2023 (similar to 25% in 2022).
- Satisfaction among swimming pool users (81%) in 2023 remained high and on par with 2022 (81%).
- There were no statistically significant differences by resident subgroups in 2023.
- Overall, 65% of residents preferred seeing the same level of Council funds spent on public swimming pools (59% in 2022).

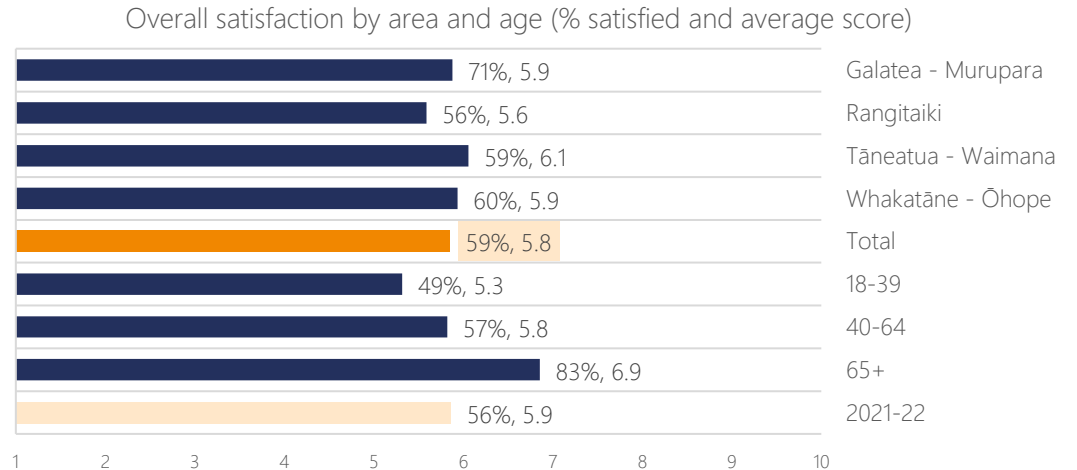
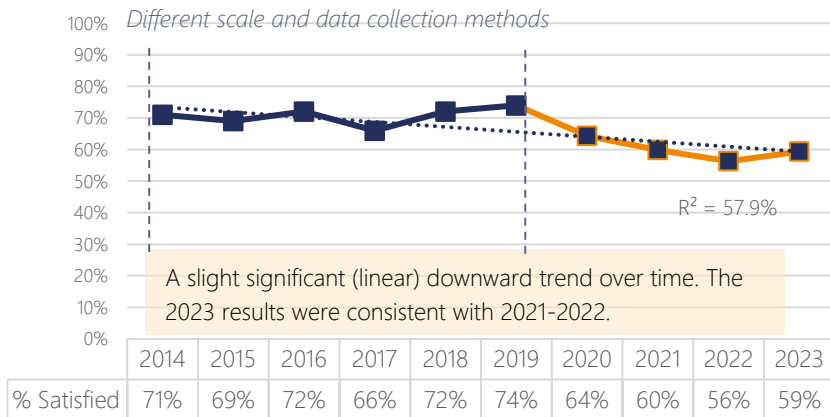


SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Public toilets

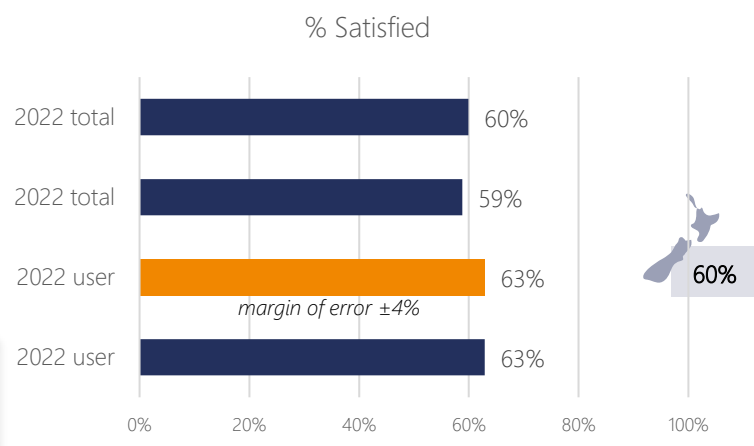
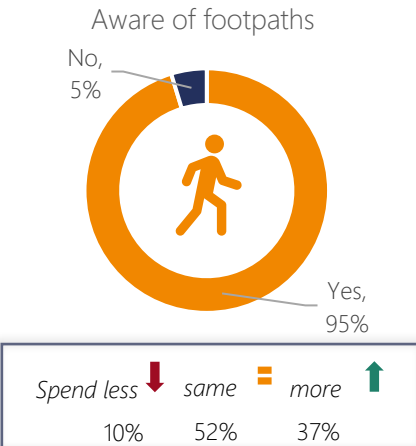
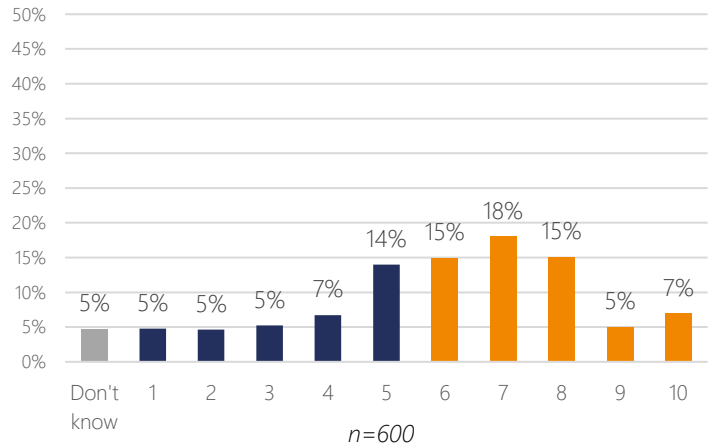


- In 2023, 6-in-10 residents (59%) reported using a public toilet in the District (similar to 2022).
- Among public toilet users, satisfaction with these facilities remained consistent in 2023 (59%, average 5.8) compared to 2022 (56%, average 5.9).
- Respondents aged under 65 were less satisfied with toilet facilities compared to older respondents.
- Toilets were identified as a high priority for more (40%) Council spending in 2023 (3rd highest spending priority, similar to 2022).

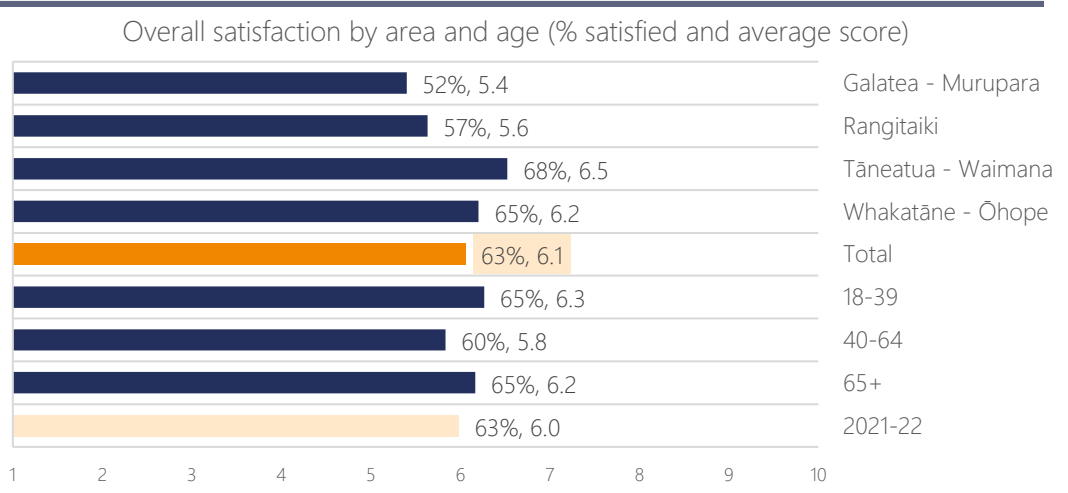
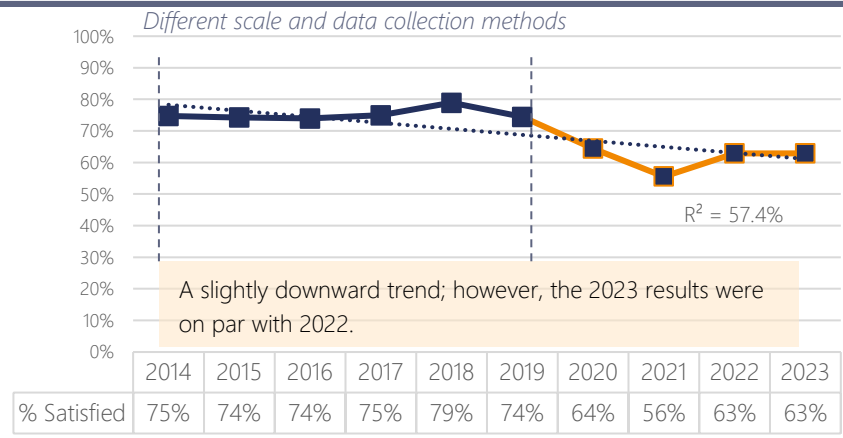


SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Footpaths

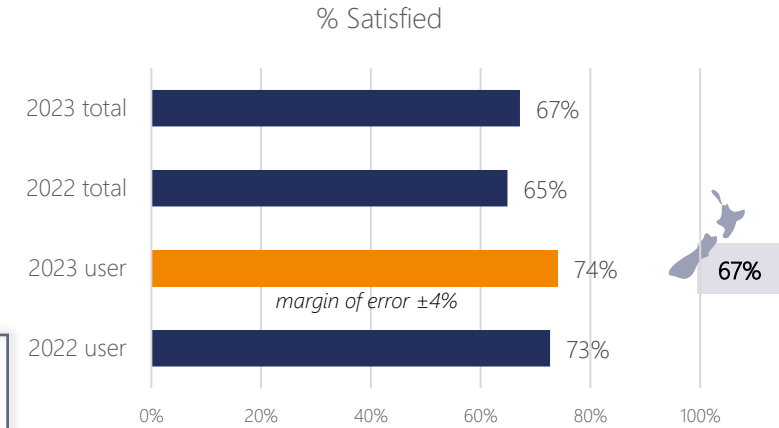
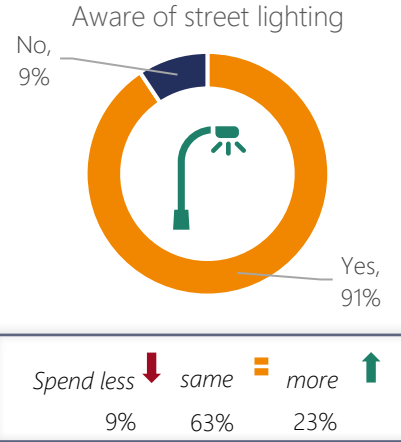
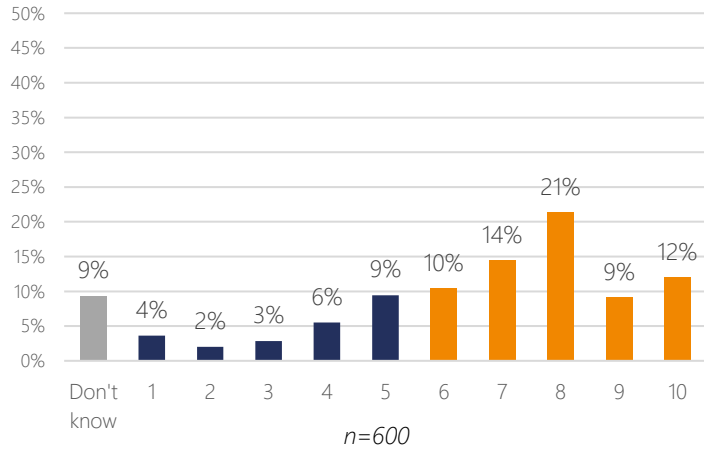


- 6-in-10 residents (63%) who provided a rating were satisfied with footpaths in the District in 2023 (average rating 6.1 out of 10).
- After a significant drop in 2021, satisfaction with footpaths increased in 2022, and maintained its level in 2023.
- There were no statistically significant differences by resident subgroups in 2023.
- Overall, 52% of residents preferred seeing the same level of Council funds spent on footpaths (50% in 2022).

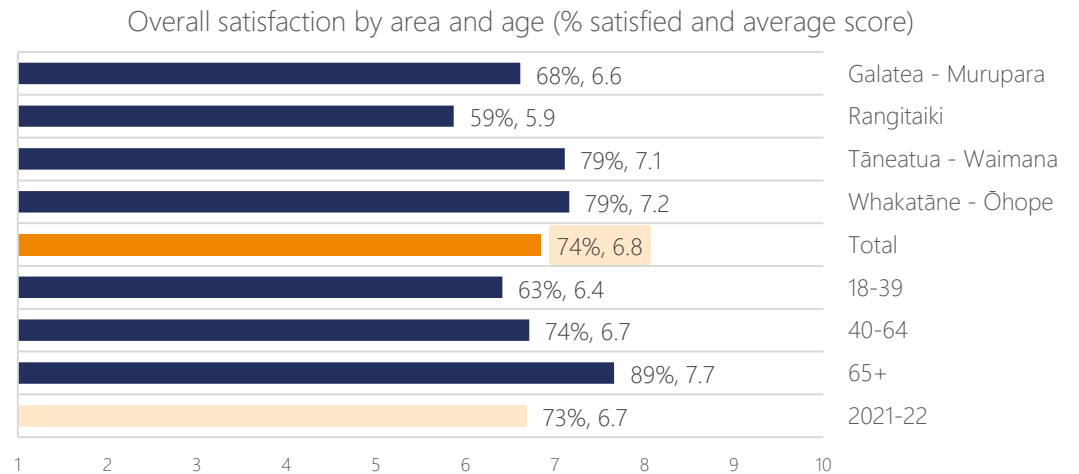
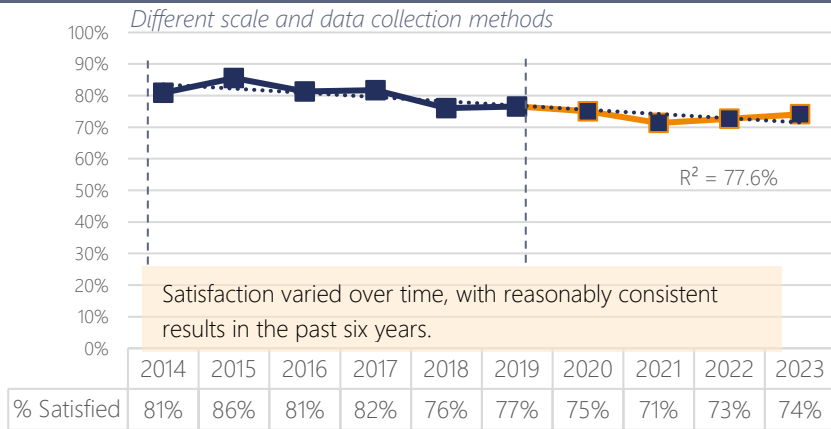


SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Street lighting

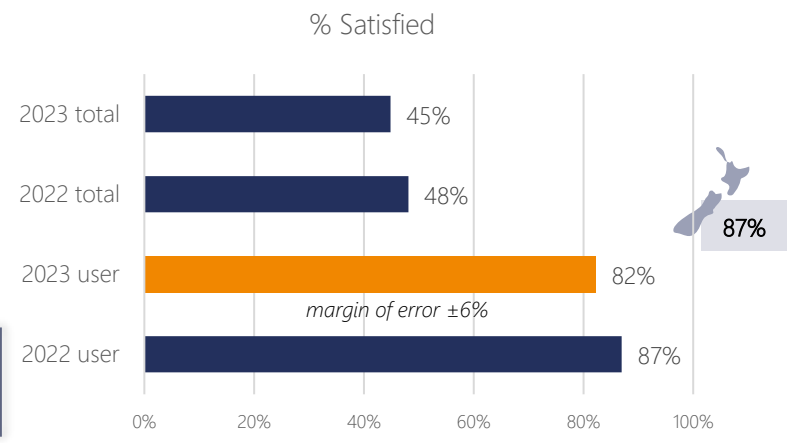
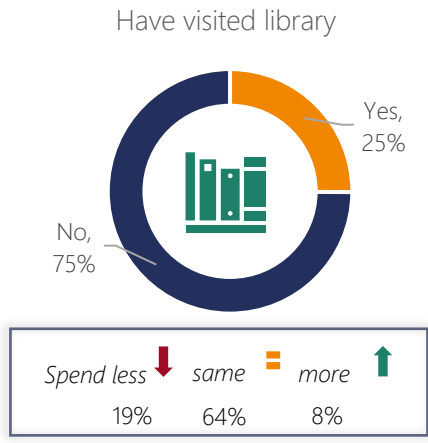
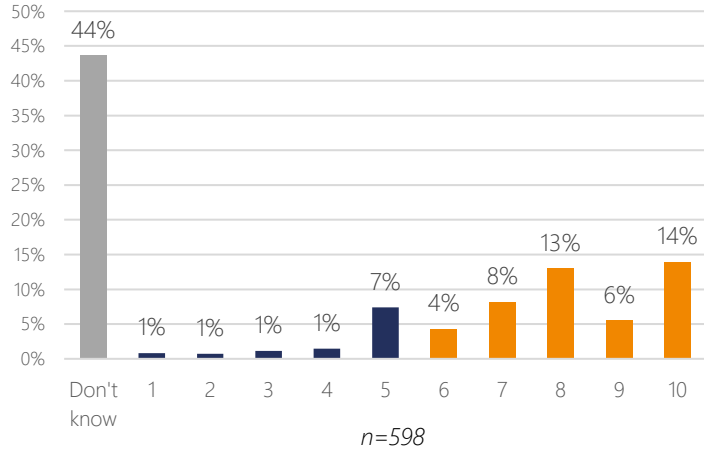


- Satisfaction with street lighting remained consistent in the last four years (74% in 2022, 73% in 2022, 71% in 2021 and 75% in 2020)
- Differences were apparent across the area, with fewer satisfied residents in Rangitaiki (59%, similar to 61% in 2022), and higher satisfaction in Whakatāne - Ōhope and Tāneatua - Waimana (79%, up from 59% in 2022).
- Satisfaction with lighting also increased with age, being lowest among 18-39 year olds (63%) and highest among those aged 65+ (89%), with no notable changes compared to 2022.
- Overall, 63% of residents preferred seeing the same level of Council funds spent on street lighting (similar to 2022).

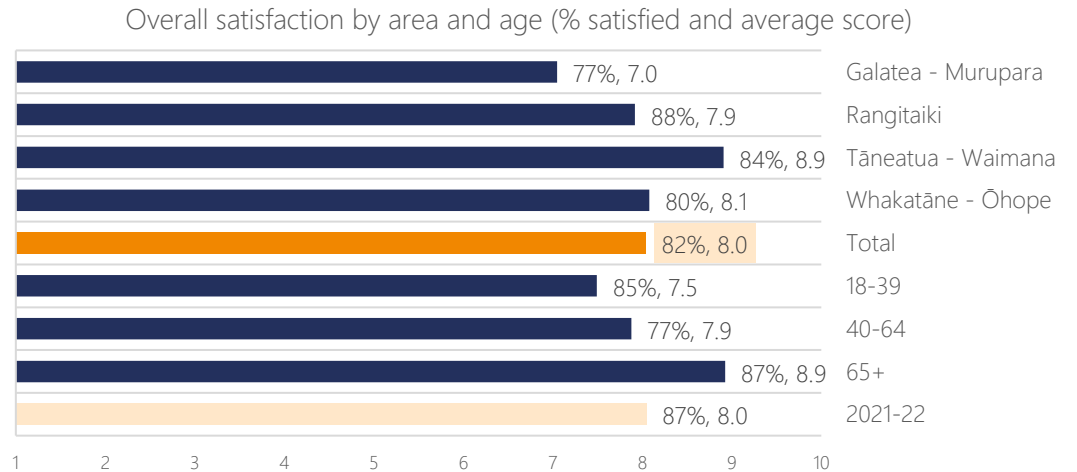
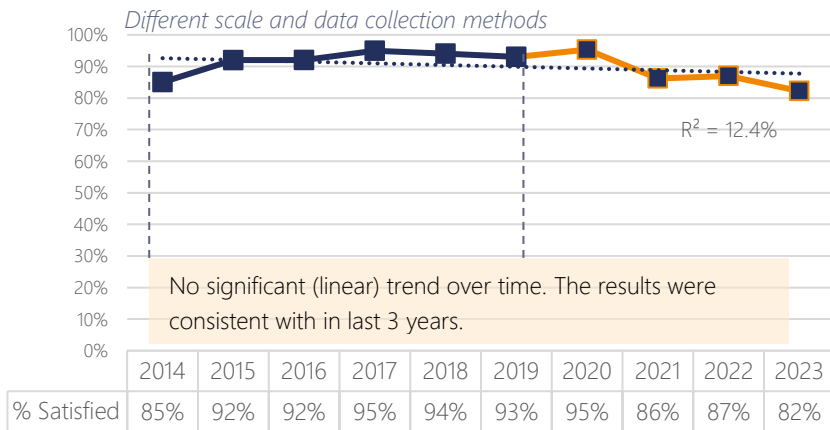


SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Libraries in the District

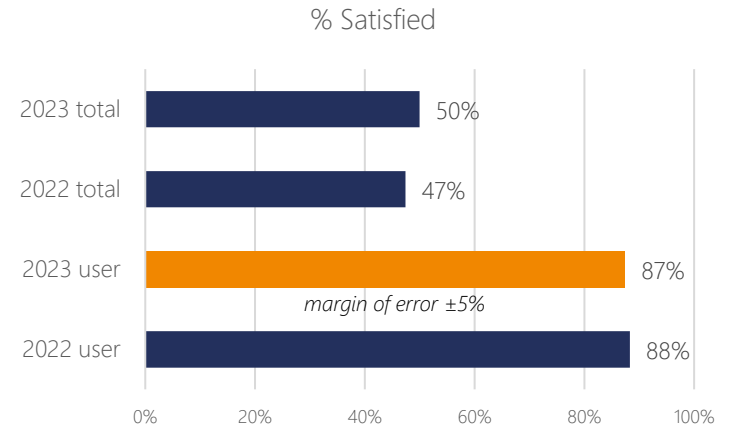
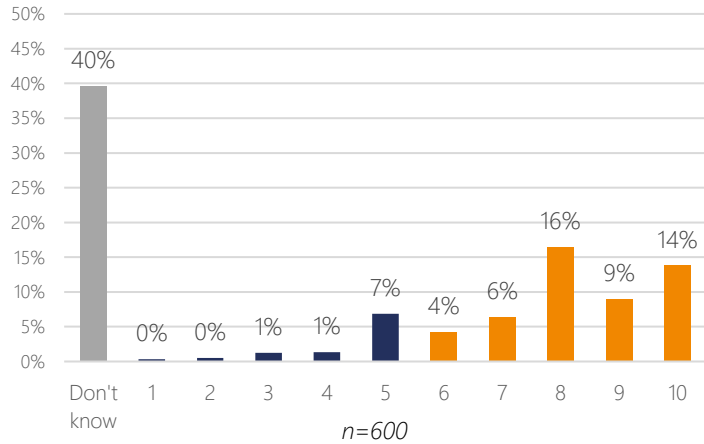


- In 2023, 1-in-4 respondents (25%) reported visiting District libraries (similar to 26% in 2022).
- Among library users, satisfaction decreased slightly (82%) compared to 2022 (87%), but remained within the margin of error.
- There were no statistically significant differences by resident subgroups in 2023.
- Overall, two-thirds of residents (64%) preferred seeing the same level of Council funds spent on public libraries (similar to 2022).

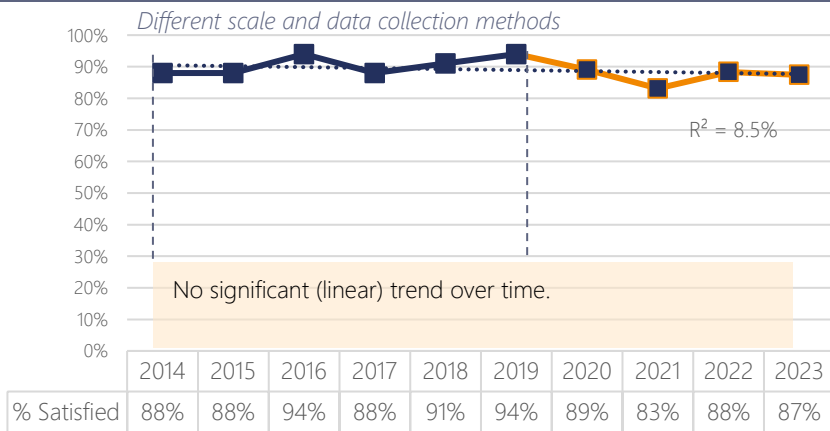


SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

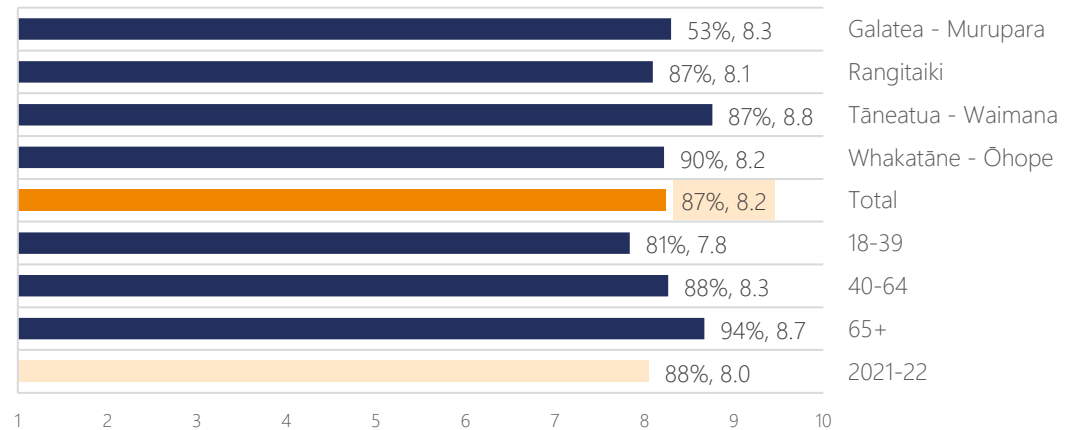
Te Kōputu a te Whanga a Toi - Whakatāne Library and Exhibition Centre



- Just 29% of residents in 2023 reported visiting the Whakatāne Exhibition Centre (similar to 2022).
- 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).
- Among Whakatāne Library and Exhibition Centre, satisfaction remained high (87%) in 2023.
- There were no statistically significant differences by resident subgroups in 2023.

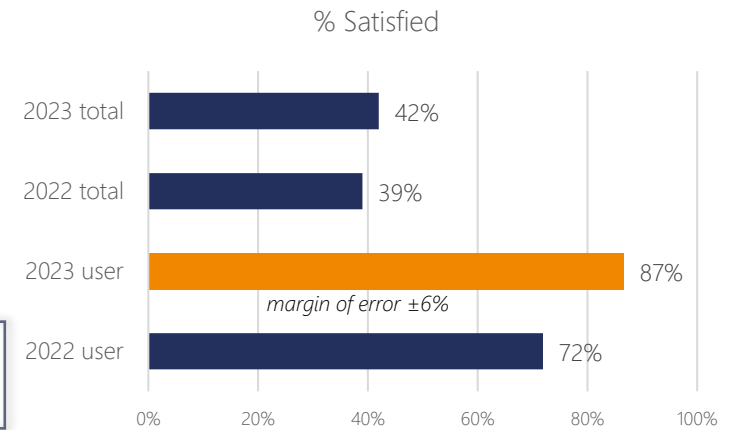
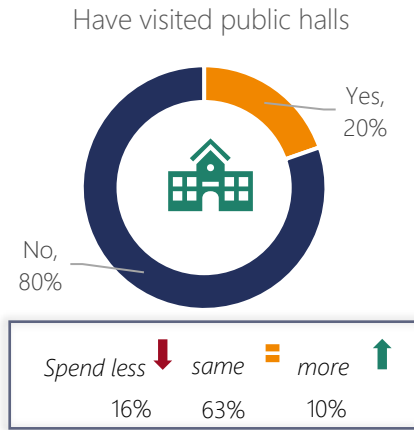
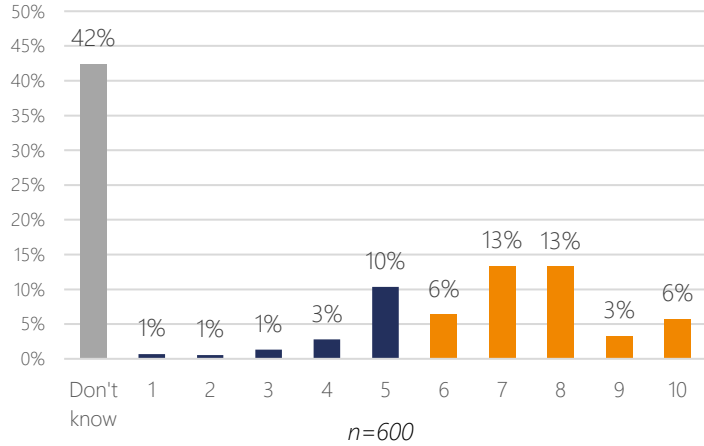


Overall satisfaction by area and age (% satisfied and average score)

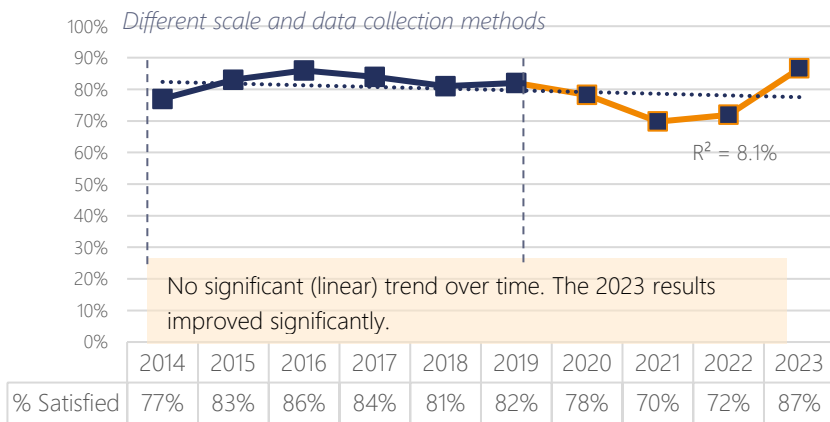


SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

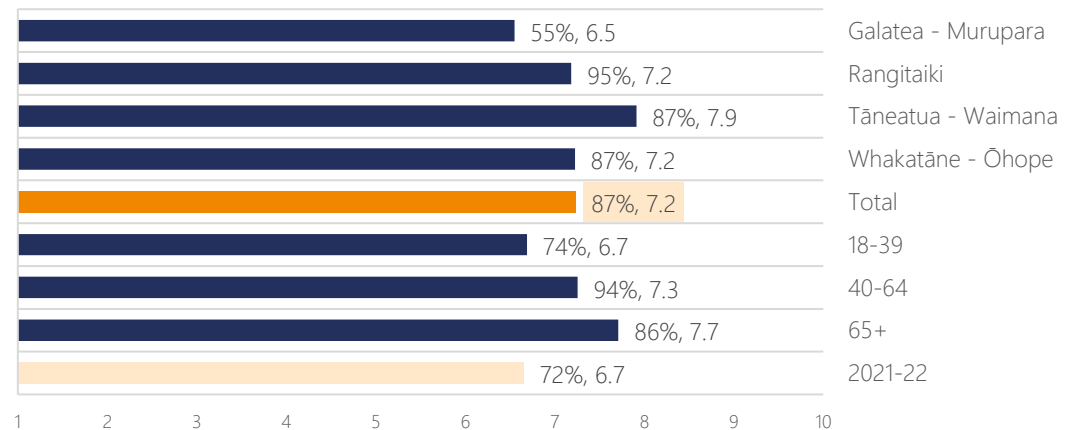
Public halls



- As with the Whakatāne Exhibition Centre, many residents could not rate public halls in the district; just 20% reported visiting a hall in the District (similar to 2022).
- Despite low usage, satisfaction with public halls (87%) among visitors increased in 2023 and reached the highest satisfaction level to date.
- There were no statistically significant differences by resident subgroups in 2023.
- Overall, 63% of residents preferred seeing the same level of Council funds spent on public halls (similar to 2022).

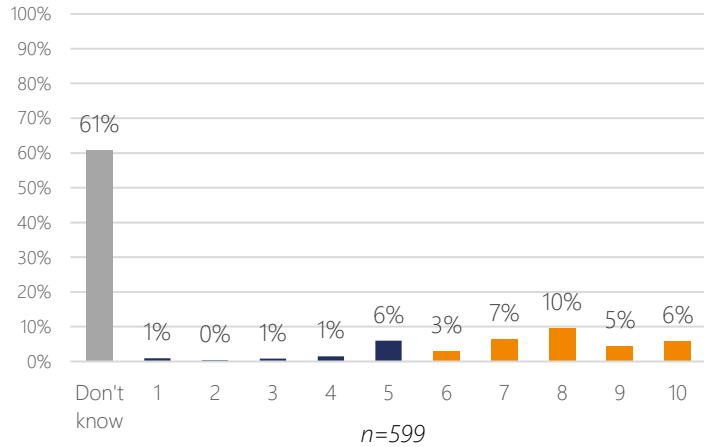


Overall satisfaction by area and age (% satisfied and average score)

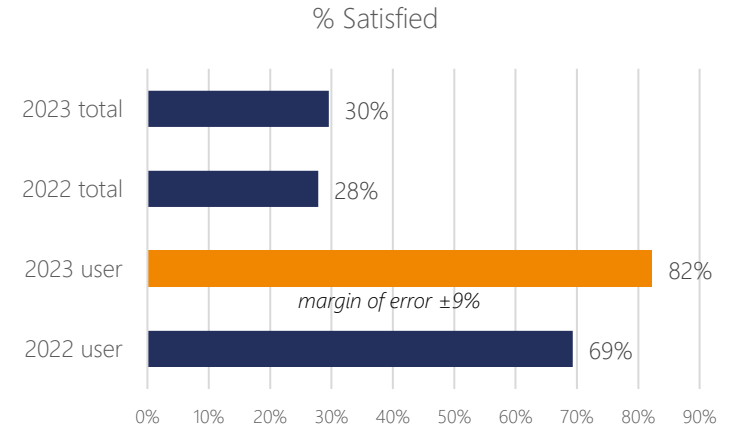
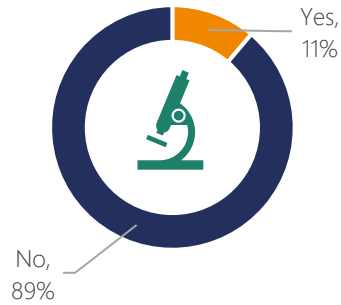


SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

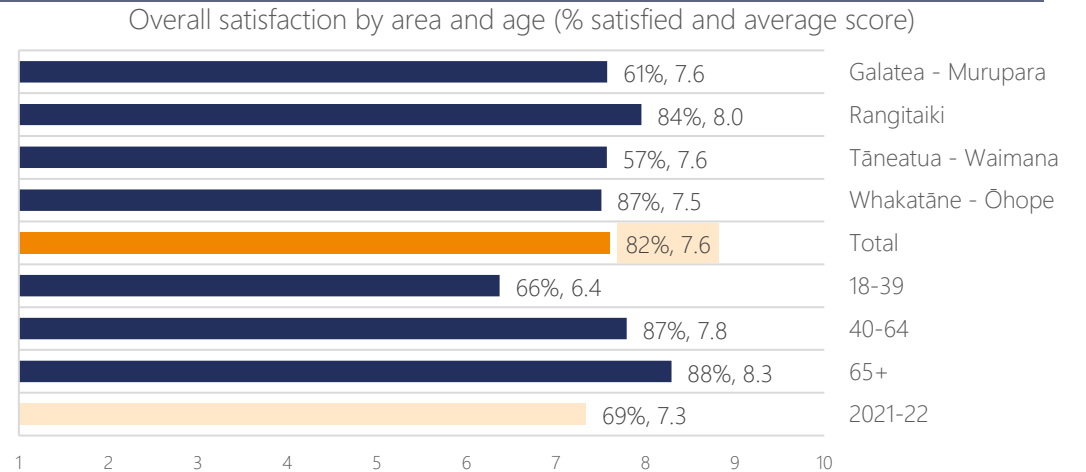
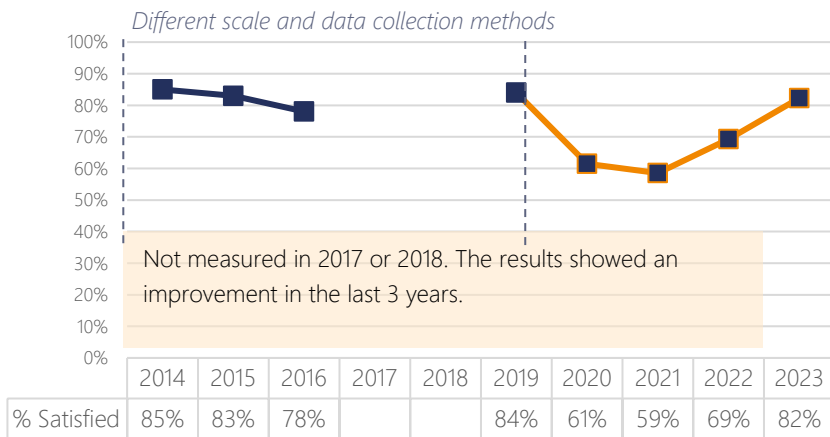
Te Whare Taonga o Taketake - Whakatāne Museum and Research Centre



Have visited Museum and Research Centre

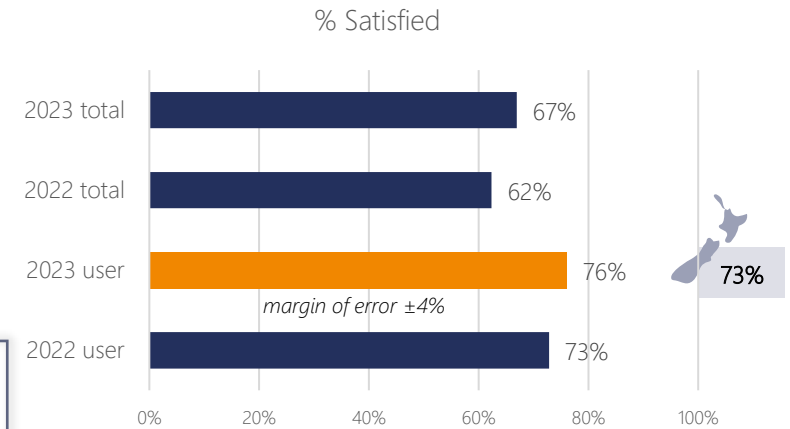
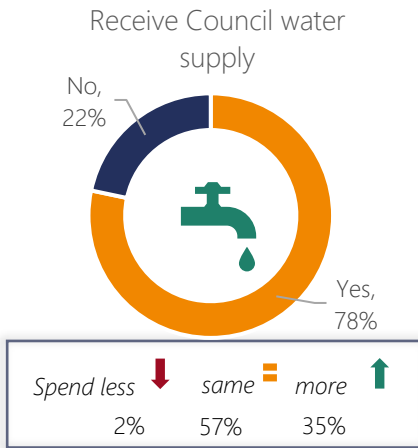
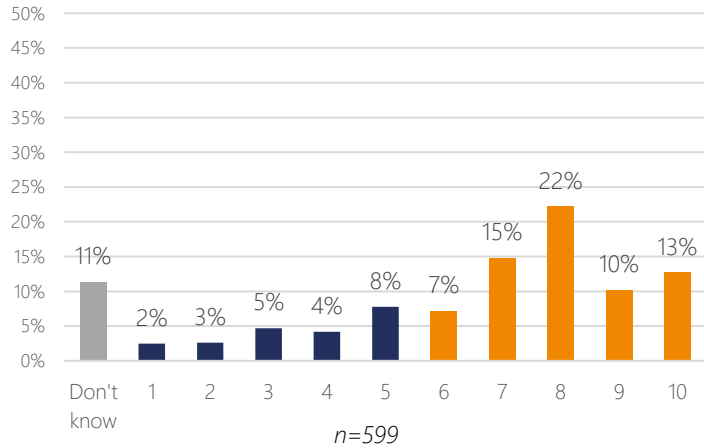


- Only 1-in-10 residents (11%) reported visiting the Whakatāne Museum and Research Centre (similar 2022), and this was also reflected in low levels of knowledge (61% provided 'Don't know' ratings).
- Overall, 82% of visitors were satisfied with this facility– a significant improvement compared to 2022 (69%).
- There were no statistically significant differences by resident subgroups in 2023.

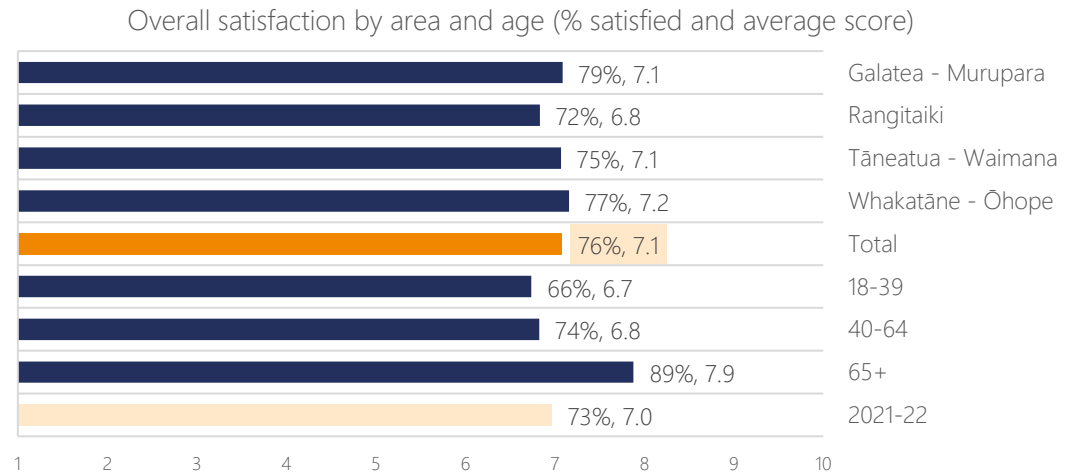
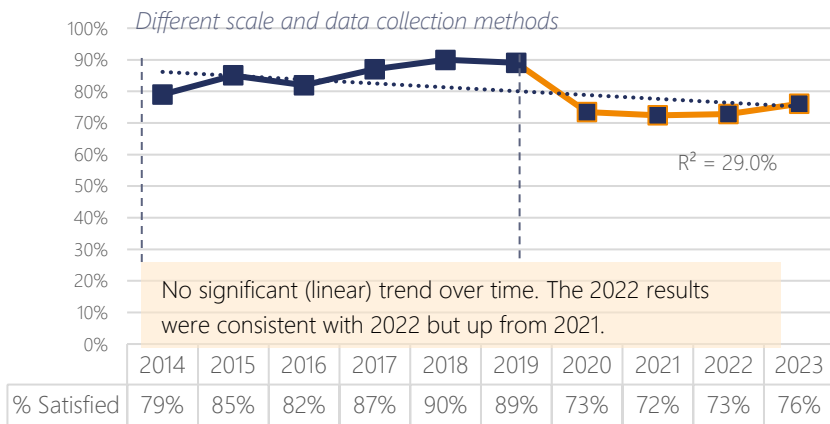


SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Water supply

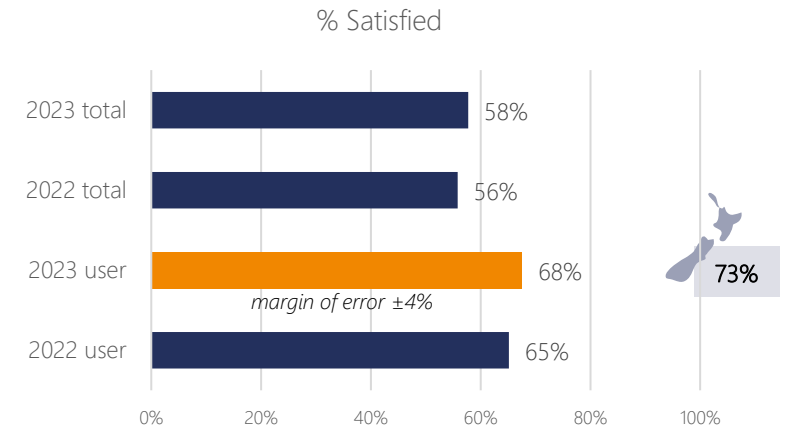
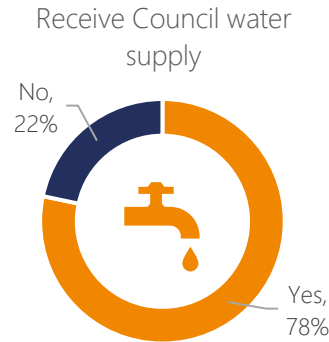
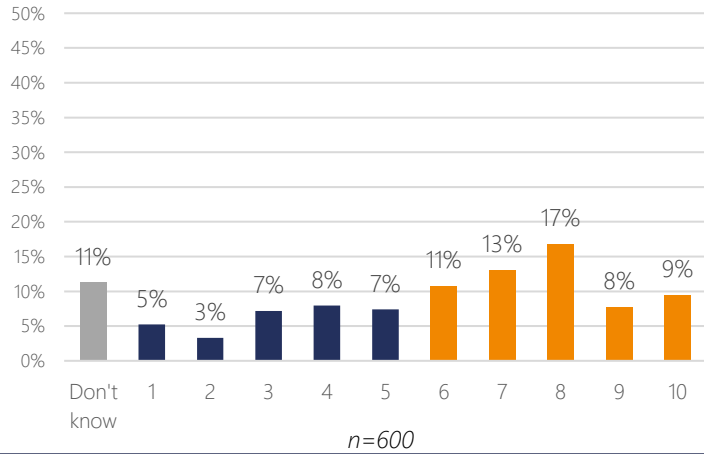


- In 2023, 3-in-4 residents (78%) reported being connected to Council’s water supply (similar to 2022).
- Of those residents on Council’s water provision, 76% were satisfied with the supply overall (7.1 average rating). This result was slightly up from 2021 (72%).
- Residents aged under 65 were less satisfied with Council’s water supply compared to older residents.
- Overall, 57% of residents preferred seeing the same level of Council funds spent on water supply (up from 50% in 2022).

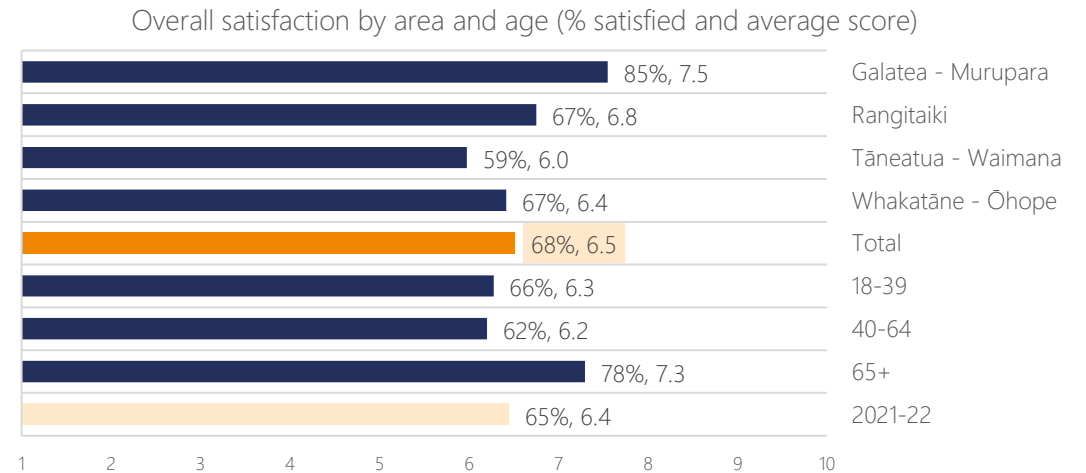
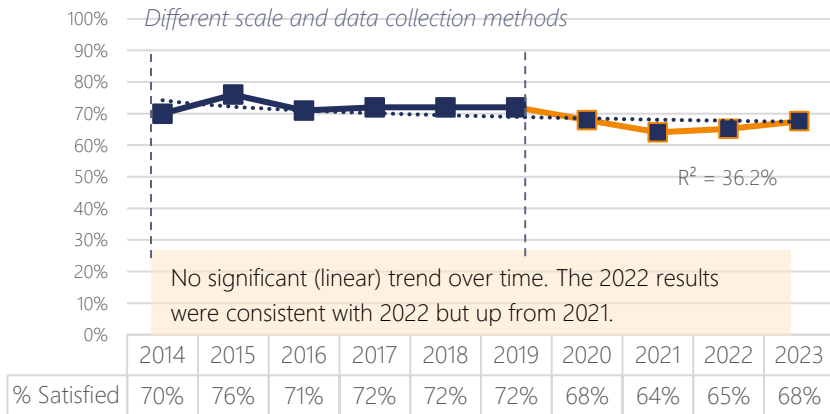


SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Quality of drinking water

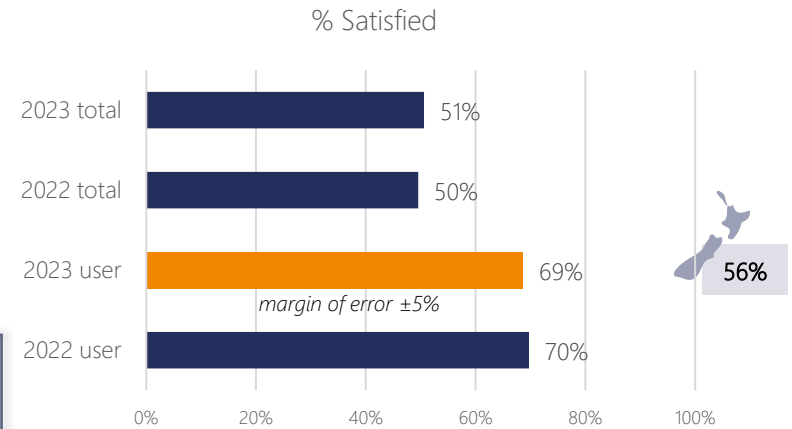
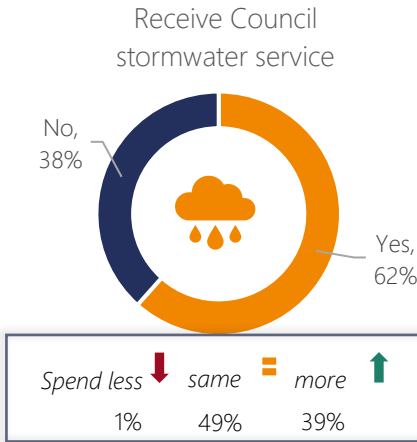
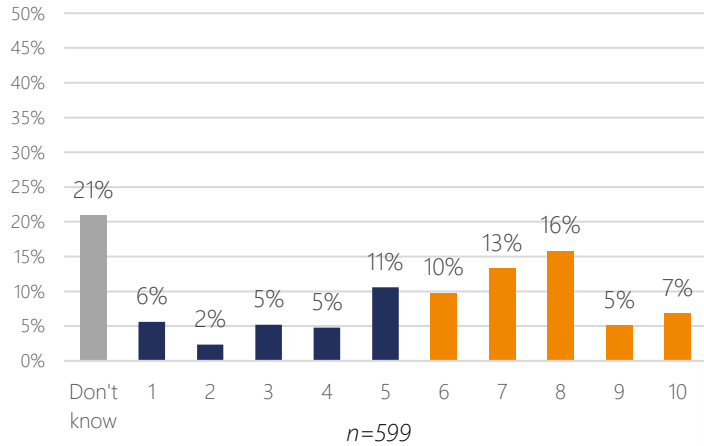


- 68% of residents on Council's water supply were satisfied with quality of their drinking water (6.5 average rating), which was also a slight improvement compared to 2021.
- Again, residents aged under 65 tended to be less satisfied with both the water supply generally, and quality of drinking water.

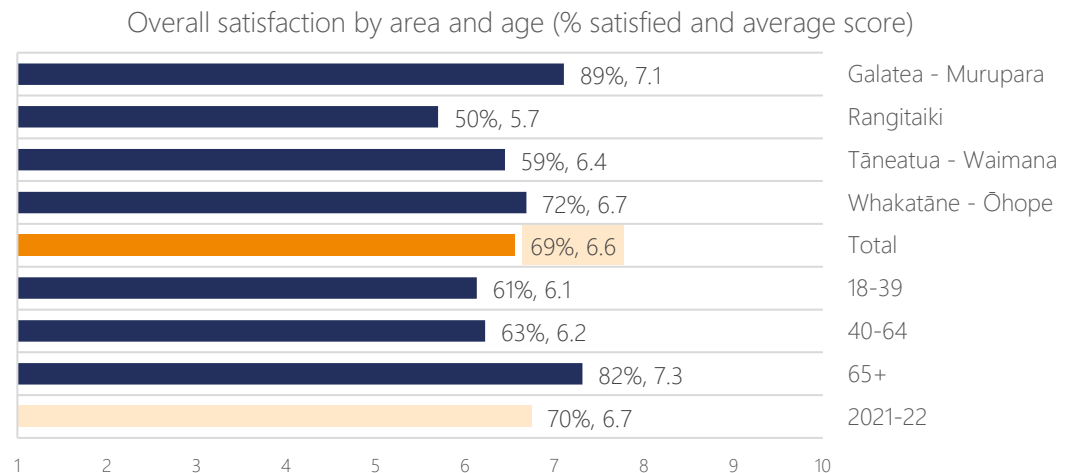
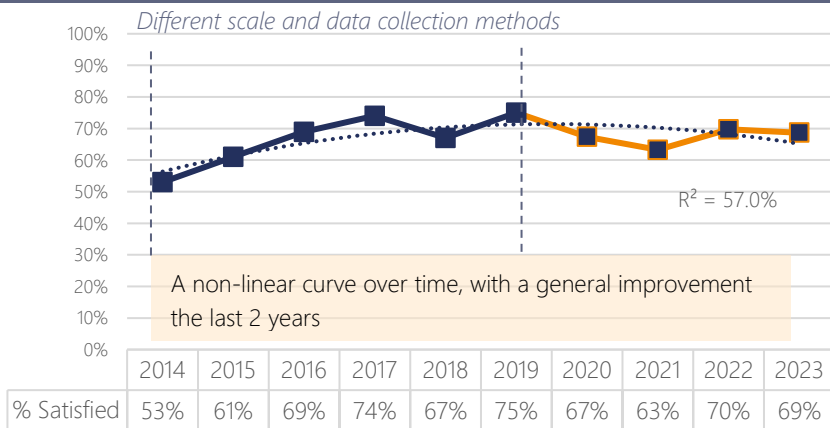


SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Stormwater service

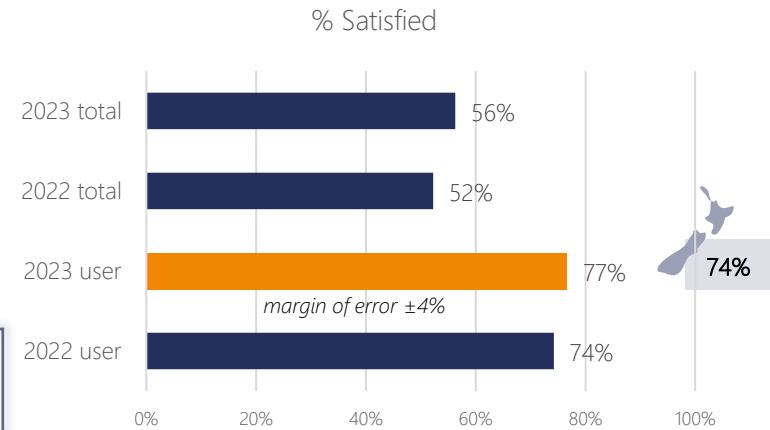
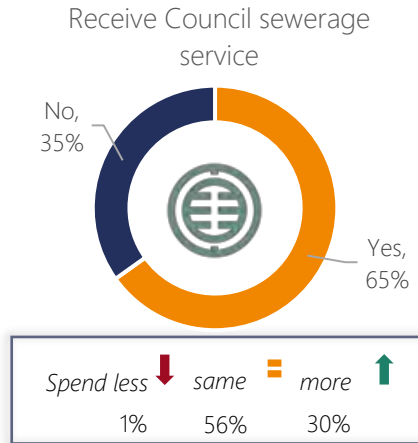
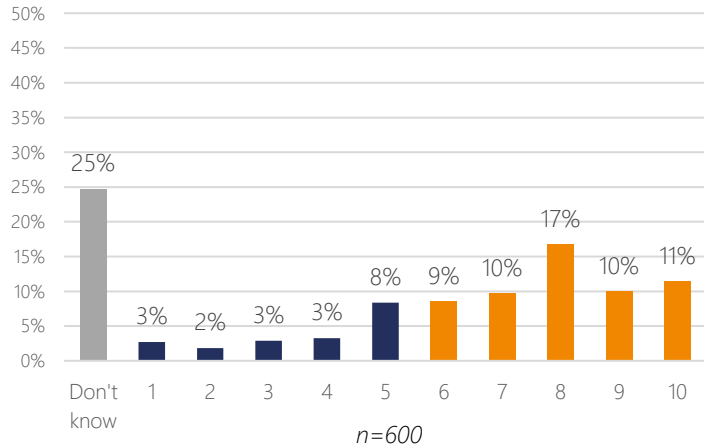


- In 2023, 62% of surveyed residents were aware of being on Council's stormwater service network (slightly up from 57% in 2022 and 49% in 2021).
- Of these residents, 69% were satisfied with this service (6.6 average rating); this was on par with 2022.
- Satisfaction with this service differed by age, residents aged under 65 less satisfied than those aged 65+.
- Rangitaiki respondents tended to be the least satisfied with stormwater services in 2023.
- Overall, more respondents suggested increasing Council spending on stormwater (39%, up from 31% in 2022). This could in part be attributed to increased rain events throughout 2022-23 tracking period.

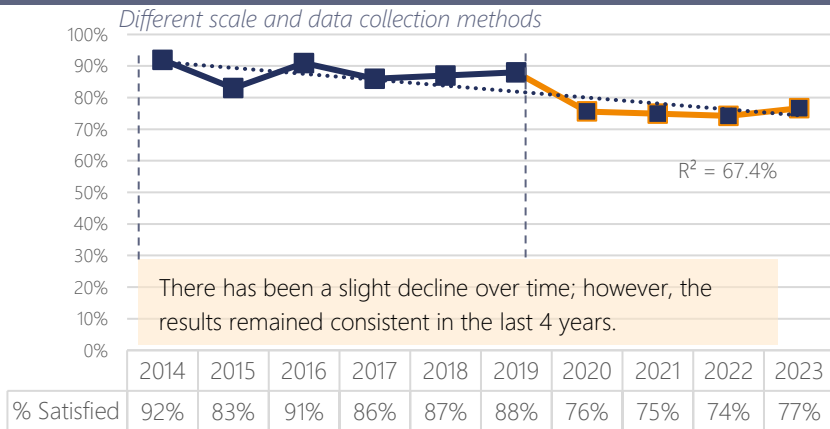


SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

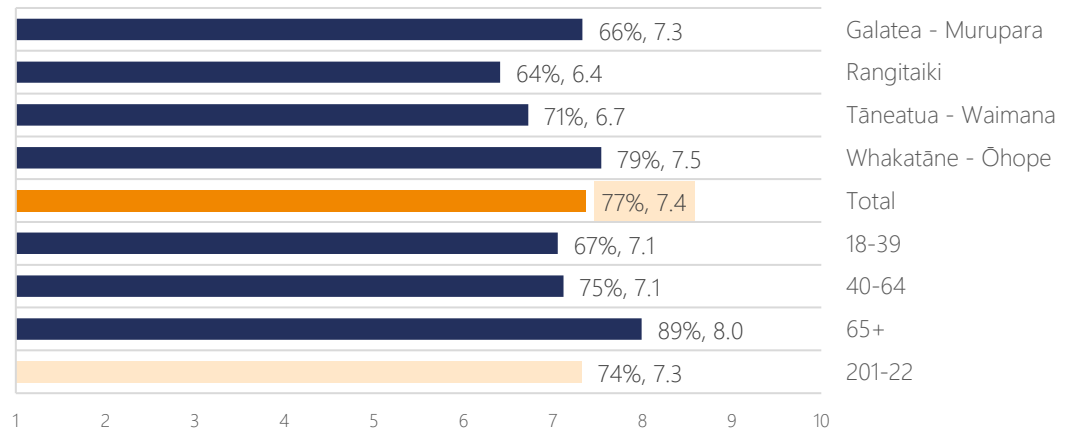
Sewerage system



- Similar to stormwater, 65% of surveyed residents reported being connected to Council sewerage services in 2023 (similar to 2022).
- 77% of these residents were satisfied with the sewerage system (average rating 7.4); satisfaction remained consistent in the past three years.
- Residents aged under 65 tended to be less satisfied with Council's sewerage service compared to older respondents.
- Residents renting their property (64%) tended to be less satisfied compared to homeowners (78%).
- Overall, 56% of residents preferred seeing the same level of Council funds spent on the sewerage system (similar to 2022).

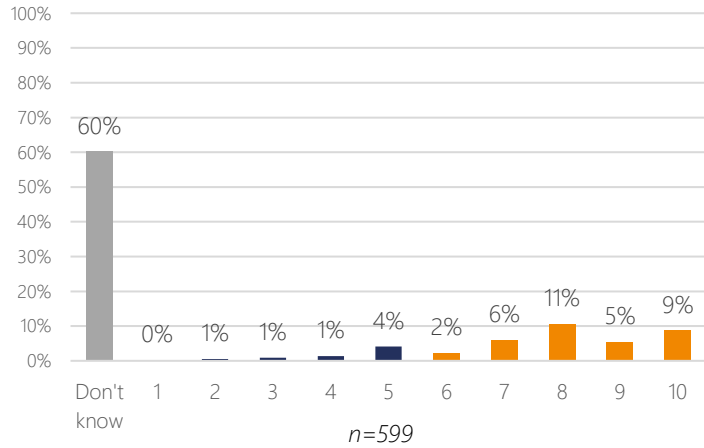


Overall satisfaction by area and age (% satisfied and average score)

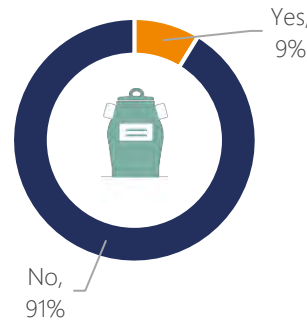


SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

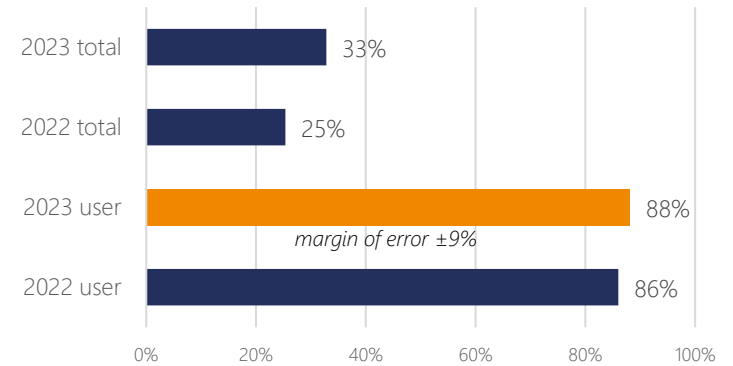
Whakatāne crematorium facility



Have visited crematorium facility

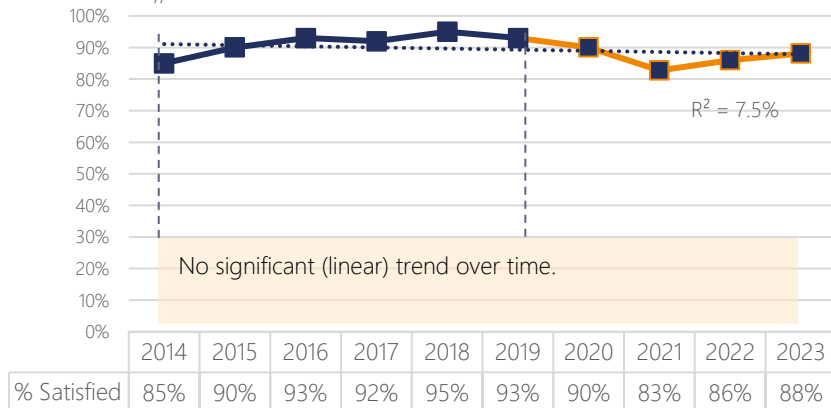


% Satisfied

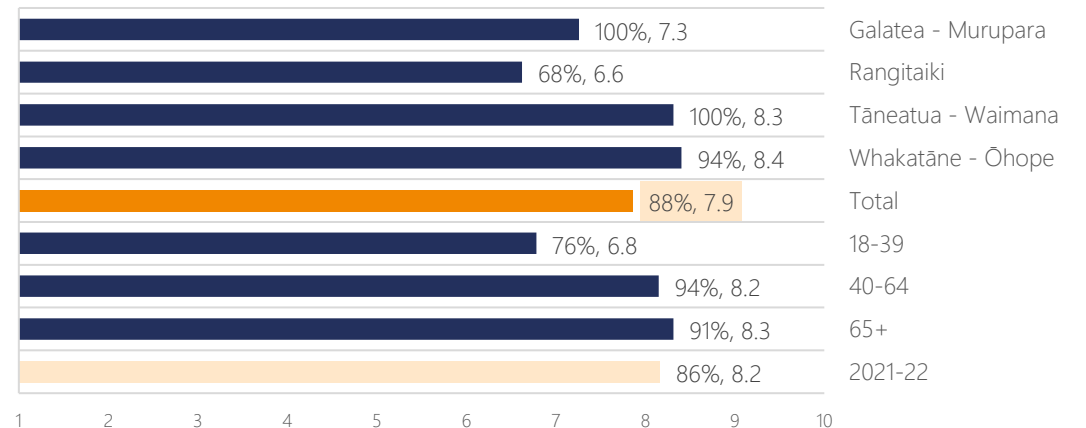


- Visitation of the Whakatāne crematorium has been historically low;
- only 9% of residents reported visiting the crematorium in 2023 (similar to 2022). As a result, 60% of residents were unfamiliar with this facility (69% in 2022).
- However, satisfaction with the facility was very high among visitors (88%, average rating 7.9), with no significant differences over time.
- Due to the low sample of visitors to this facility and high margins of error, there were no significant differences between residents' demographic groups.

Different scale and data collection methods

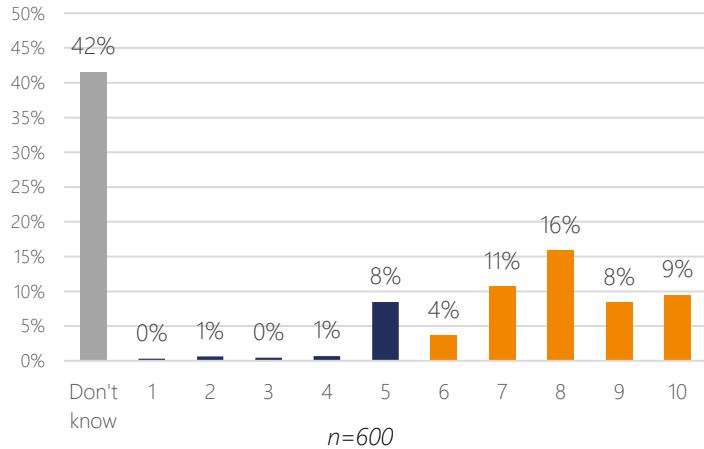


Overall satisfaction by area and age (% satisfied and average score)

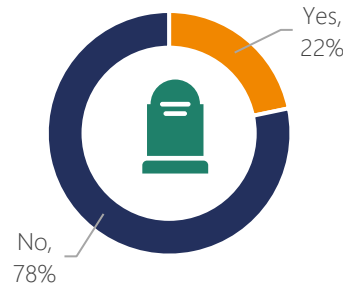


SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

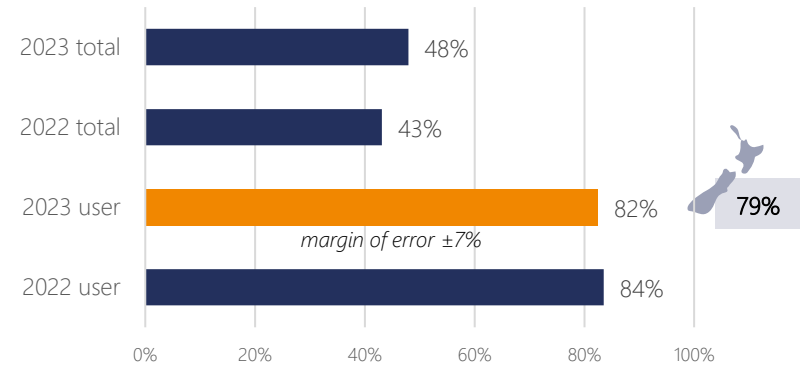
Cemeteries overall



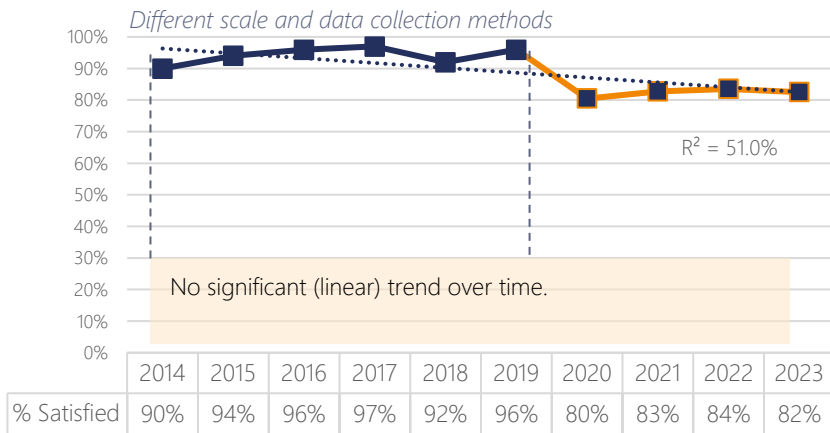
Have visited cemeteries



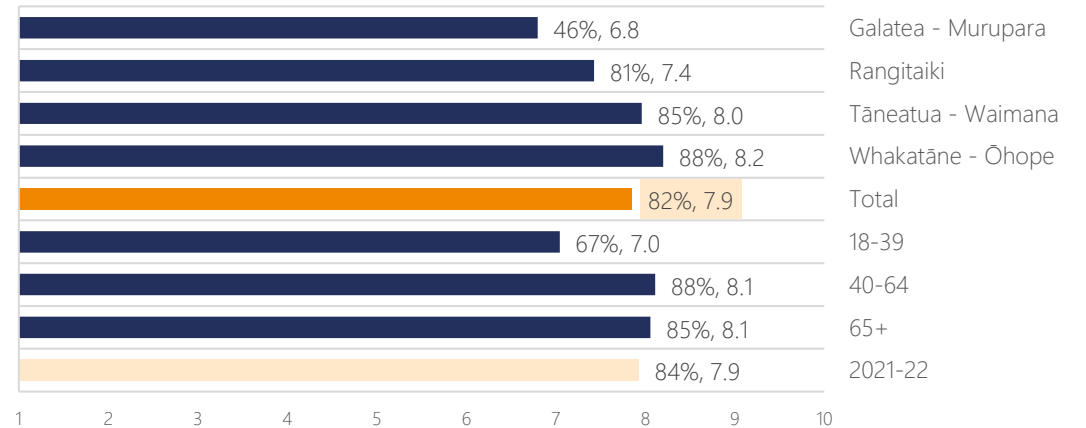
% Satisfied



- In 2023, 1-in-5 residents (22%) reported visiting a cemetery in the District (similar to 2022).
- 82% of these residents were satisfied with cemeteries overall – generally consistent over the past four years.
- There were no statistically significant differences by resident subgroups in 2023.

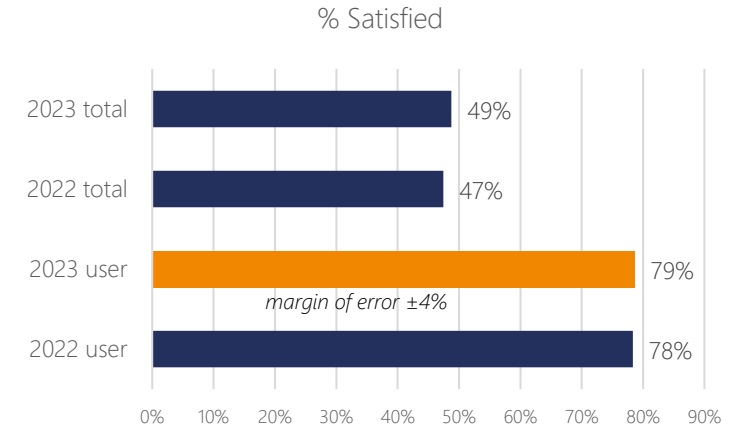
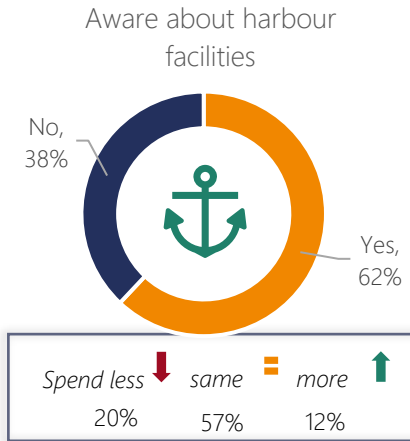
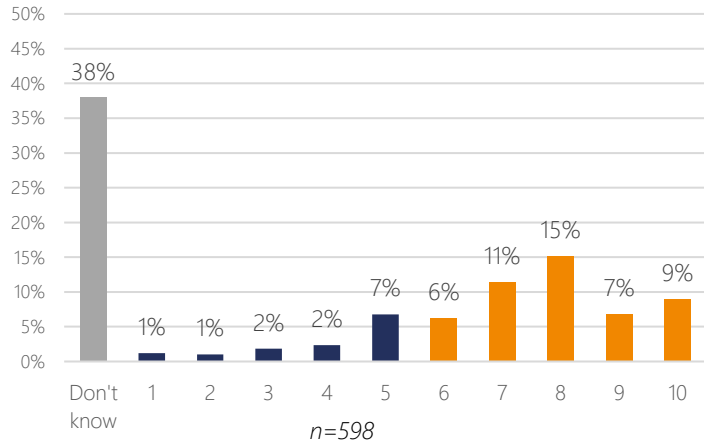


Overall satisfaction by area and age (% satisfied and average score)



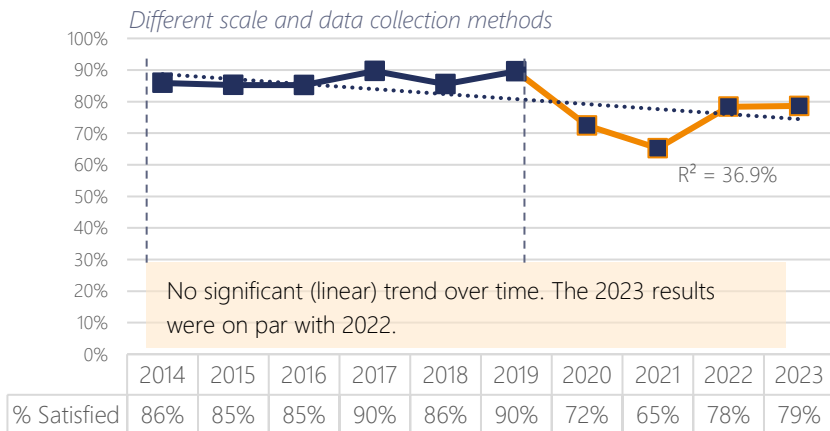
SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

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

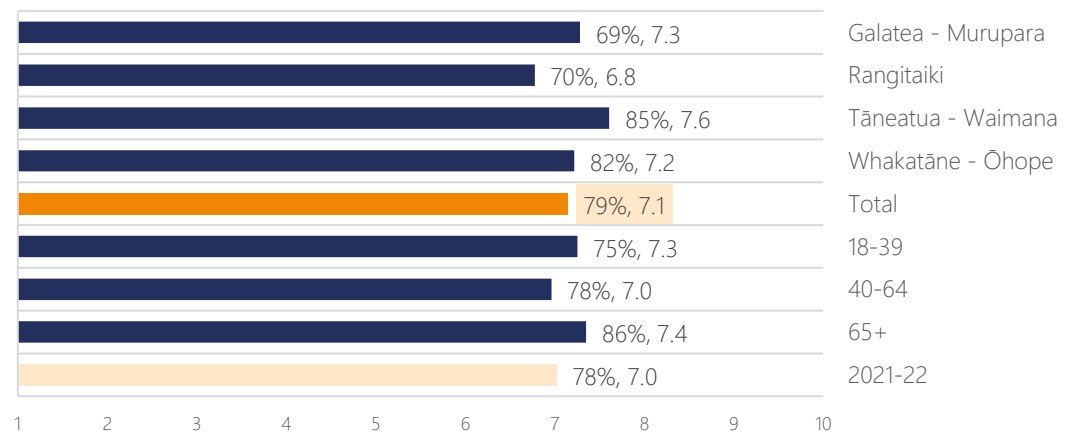


- In 2023, 2-in-5 residents (38%) were unsure about boat ramps and wharf facilities in the District, with 62% providing a rating (similar to 2022).
- 79% of residents who were generally aware of these facilities were satisfied (similar to 78% in 2022).

- There were no statistically significant differences by resident subgroups in 2023.
- The shift in spending priorities for boat ramps and wharf facilities observed in 2022 continued in 2023, with 20% of respondents suggesting reduced spending in this area, making it the 2nd named attribute for decreased expenditure.

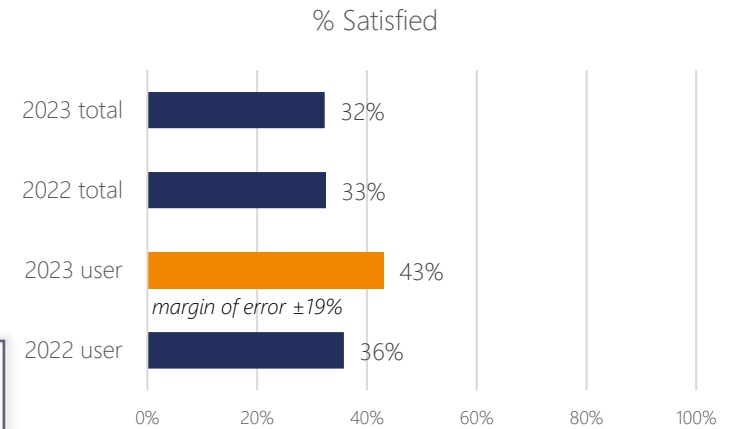
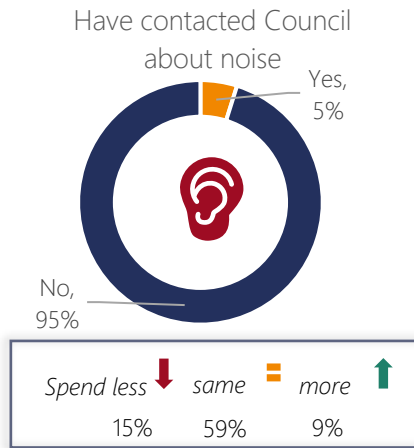
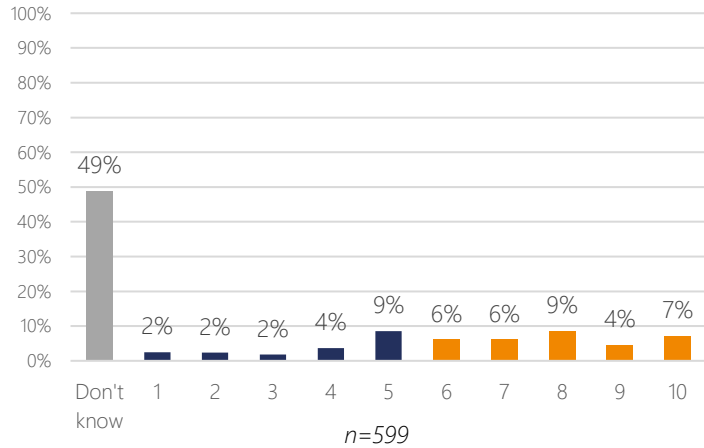


Overall satisfaction by area and age (% satisfied and average score)

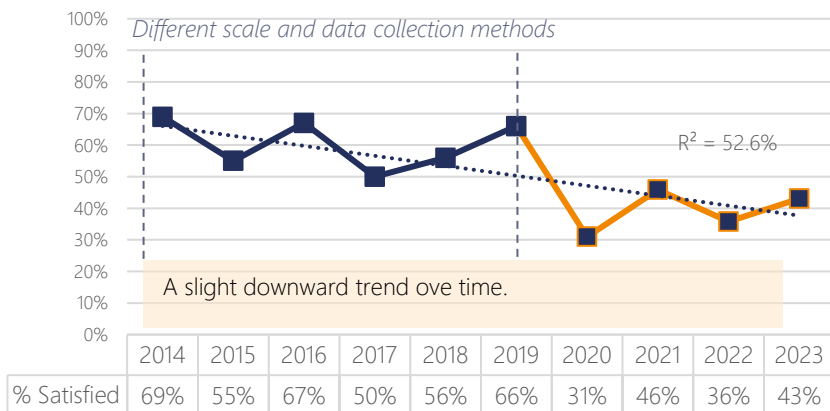


SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

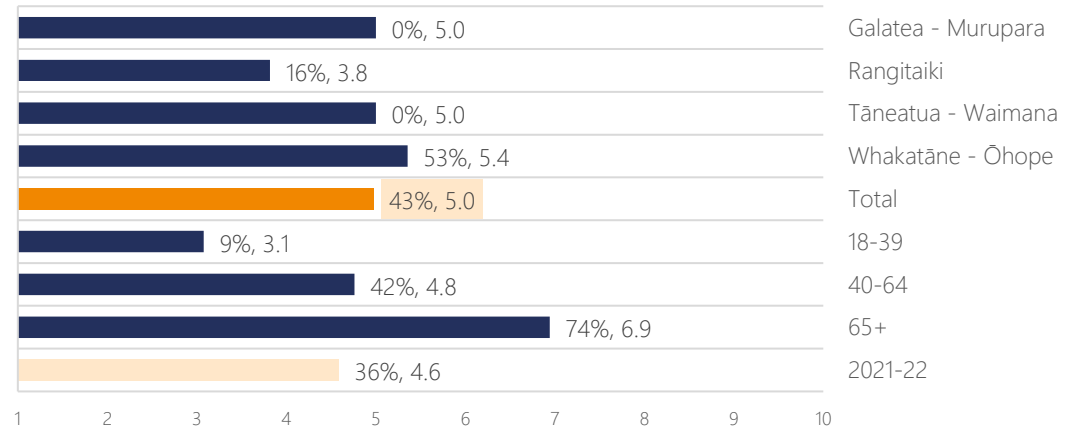
Noise control



- Historically, the number of residents contacting the Council about noise issues has been low. In 2023, just 5% of residents reported contacting the Council about noise control (similar to 2022).
- Satisfaction with noise control varies notably over time due to low sample sizes and greater margins of error reducing comparability. In 2023, satisfaction with noise control was up compared to 2022, but on par with 2021.
- There were no statistically significant differences by resident subgroups in 2023, but satisfaction was notably lower among younger respondents aged 18-39.
- Overall, 59% 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%).

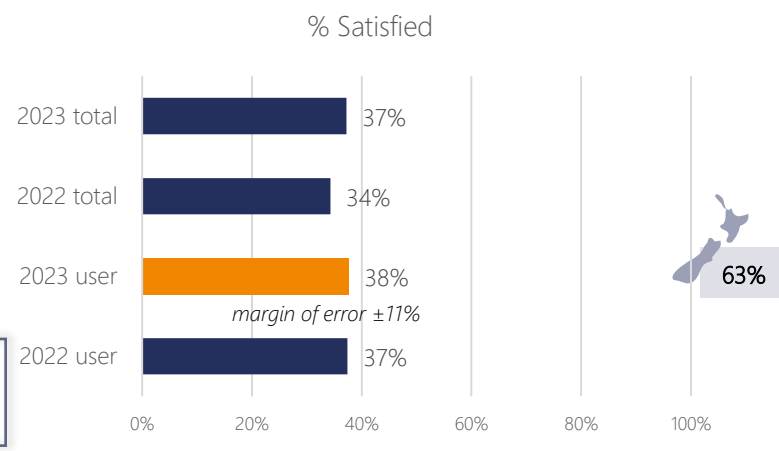
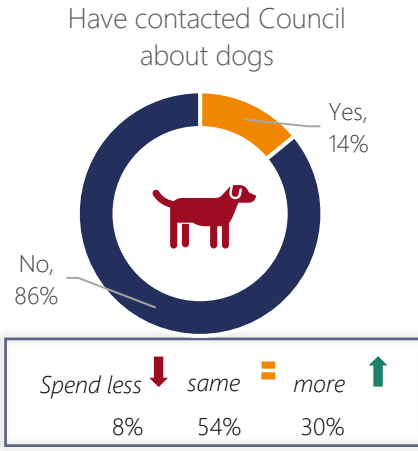
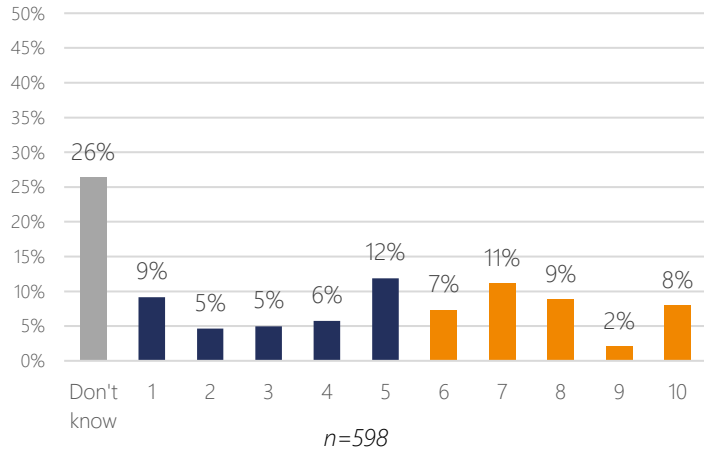


Overall satisfaction by area and age (% satisfied and average score)

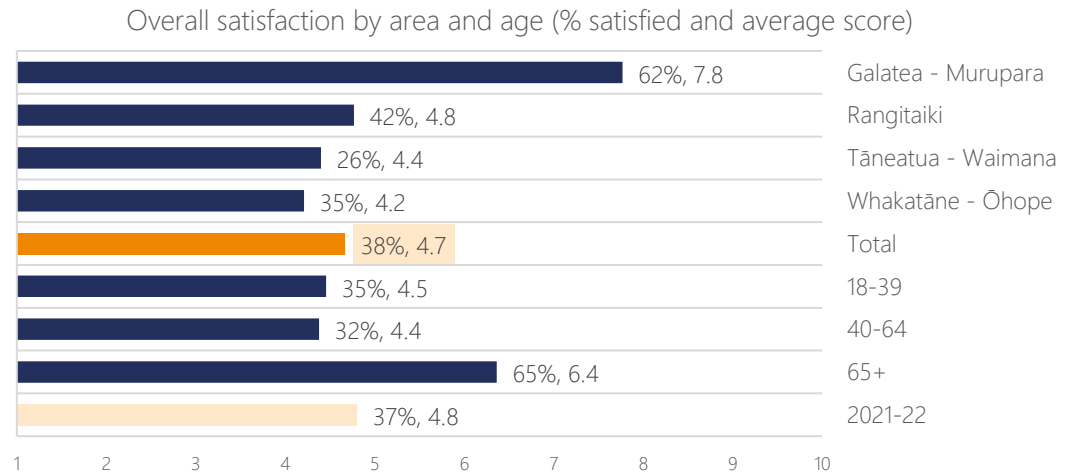
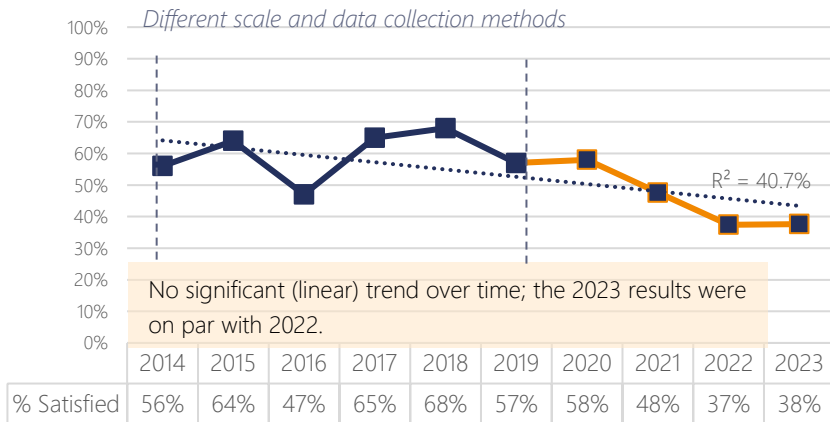


SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Dog control

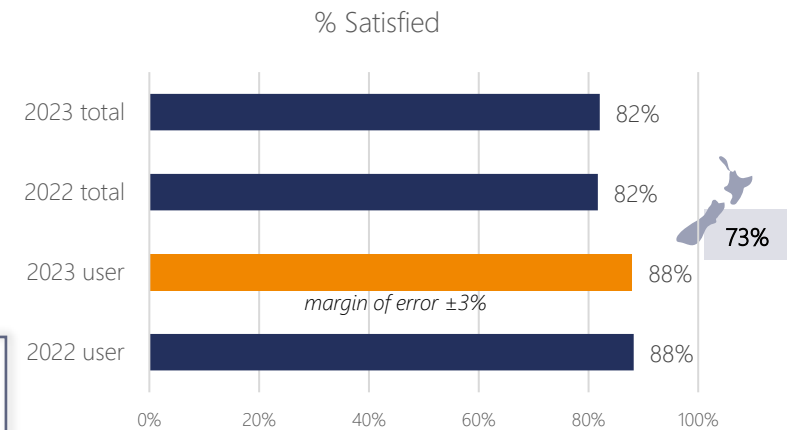
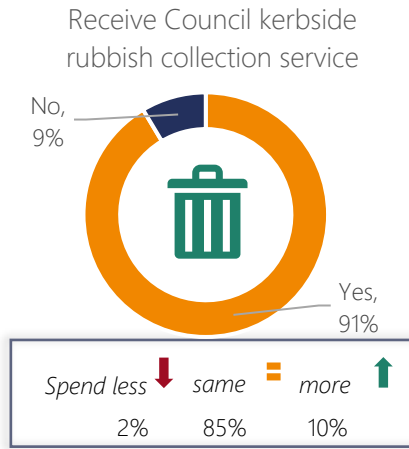
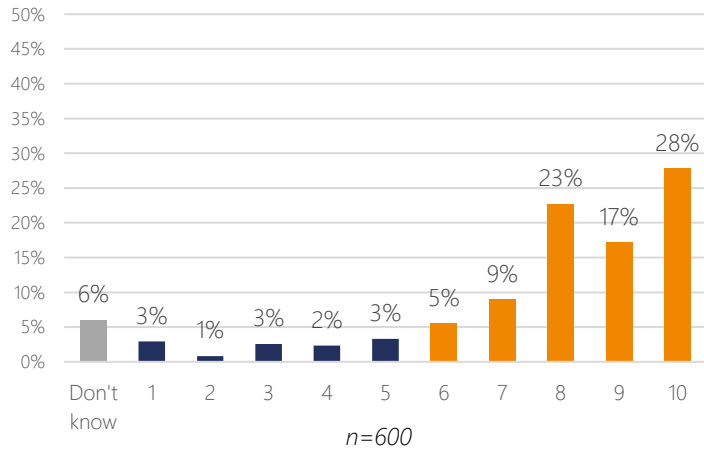


- In 2022, just 1-in-10 residents (14%) reported contacting the Council about dogs (similar to 2022).
- Of these residents, satisfaction with dog control in 2023 (38%) remained on par with 2022 (37%) after a decline in 2021.
- There were no statistically significant differences by resident subgroups in 2023 (due to small sample sizes), but satisfaction was notably lower among respondents aged under 65.
- More residents (30%) preferred to see greater Council spending on dog control in 2023 (24% in 2022). This was also supported by unprompted comments suggesting more on dog control in the District.

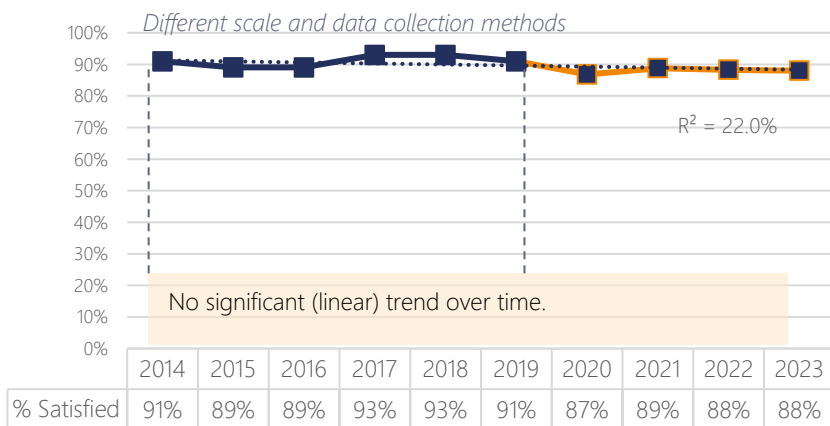


SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

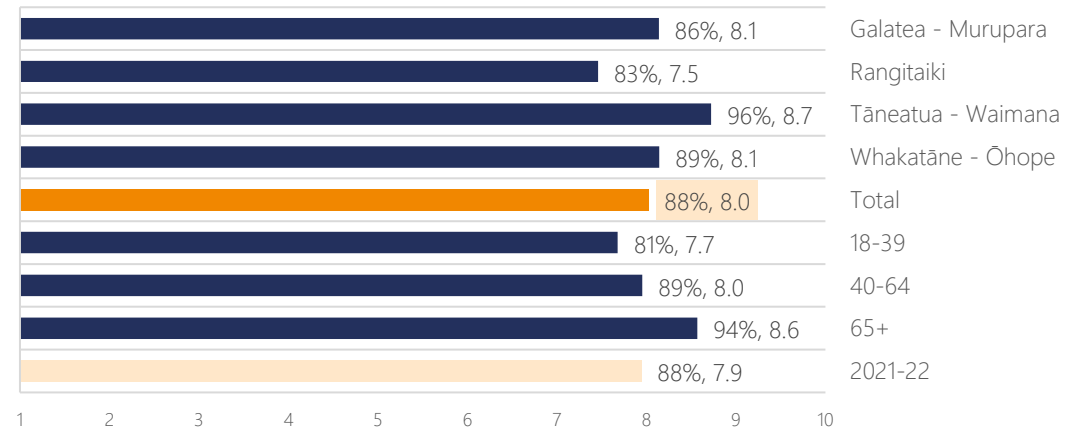
Kerbside waste collection service



- The majority of surveyed residents (91%) reported regular kerbside waste collection at their property in 2023.
- This continued to be one of the highest-rated services; 88% of these residents were satisfied with this service (8.0 average rating), one the most consistent results of all survey measures over time.
- 28% of respondents rated this service 10-out-of-10.
- Satisfaction with kerbside waste collection was slightly lower among younger respondents aged 18-39; however, still 81% were satisfied with this service. Those living in the District for less than 5 years (50%) tended to be less satisfied with kerbside waste collection.
- Overall, reflecting high satisfaction with current levels of service, 85% of residents preferred seeing the same level of Council funds spent on waste collection services (up from 78% in 2022).

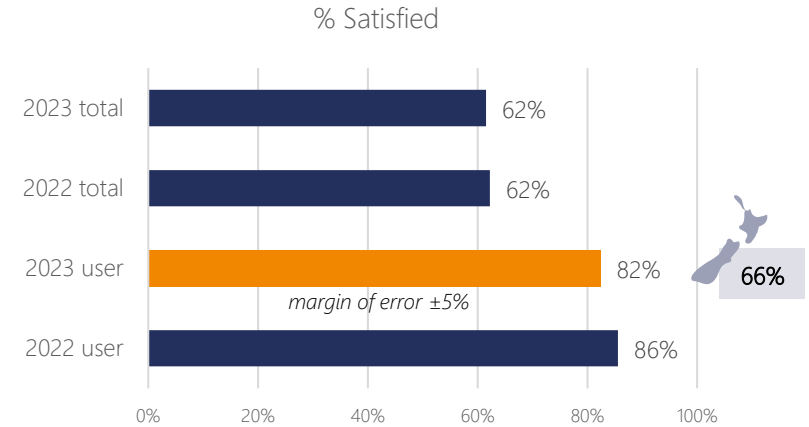
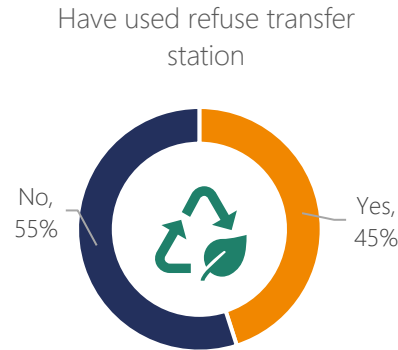
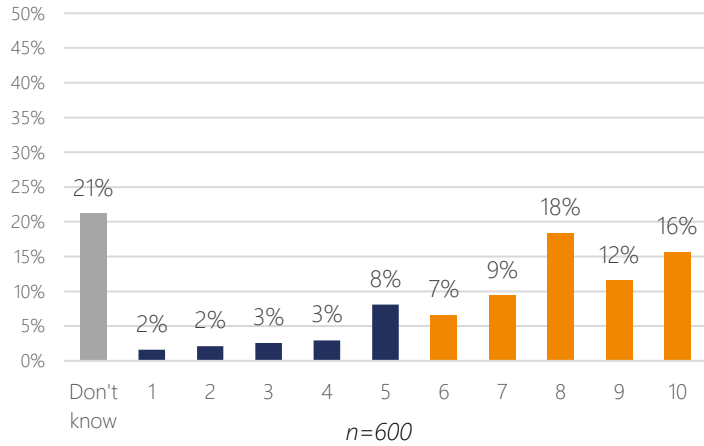


Overall satisfaction by area and age (% satisfied and average score)

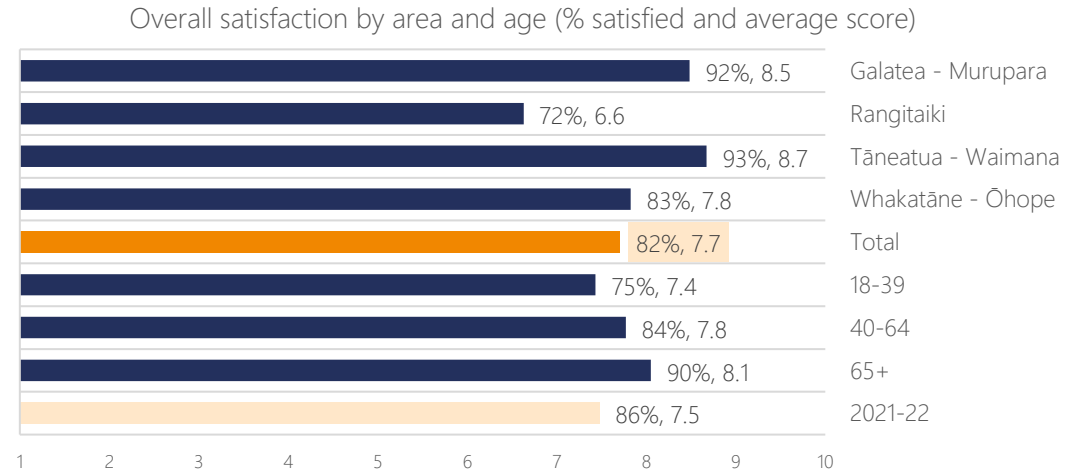
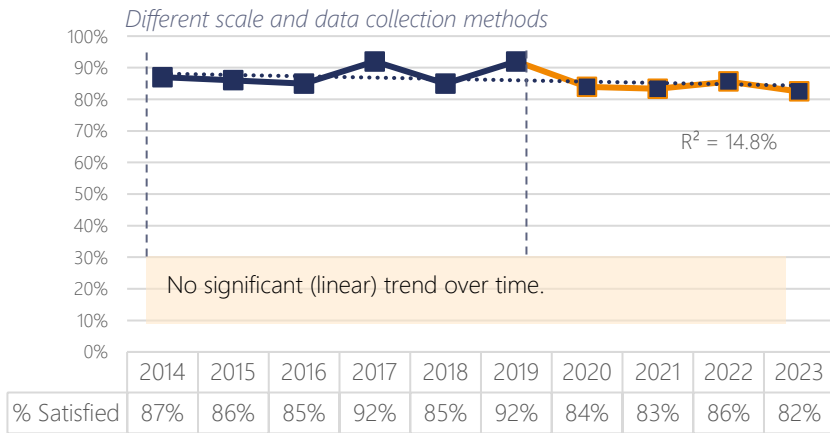


SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Refuse transfer station facilities

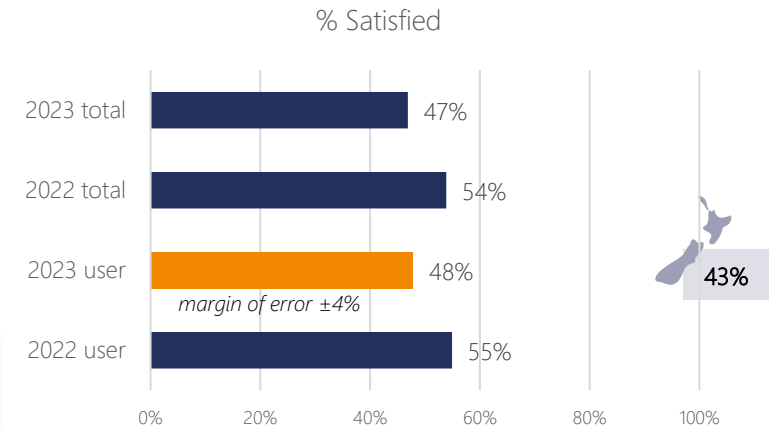
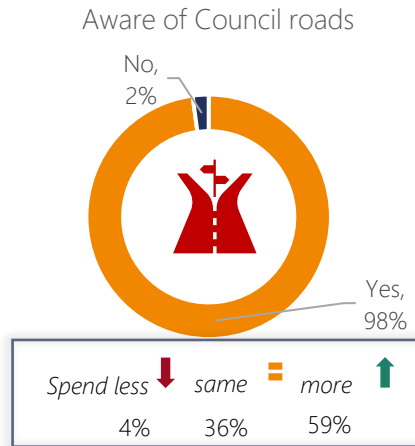
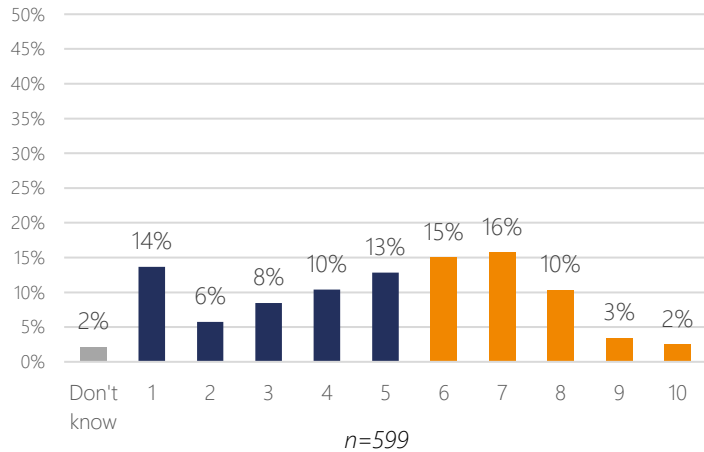


- In 2023, 45% of residents reported using the District's refuse transfer station facilities throughout the year (similar to 2022).
- 82% of residents who had used these facilities were satisfied with them (average rating 7.7). Satisfaction remained consistent in the past four years.
- There were no statistically significant differences by resident subgroups in 2023, but satisfaction was notably lower in Rangitaiki.

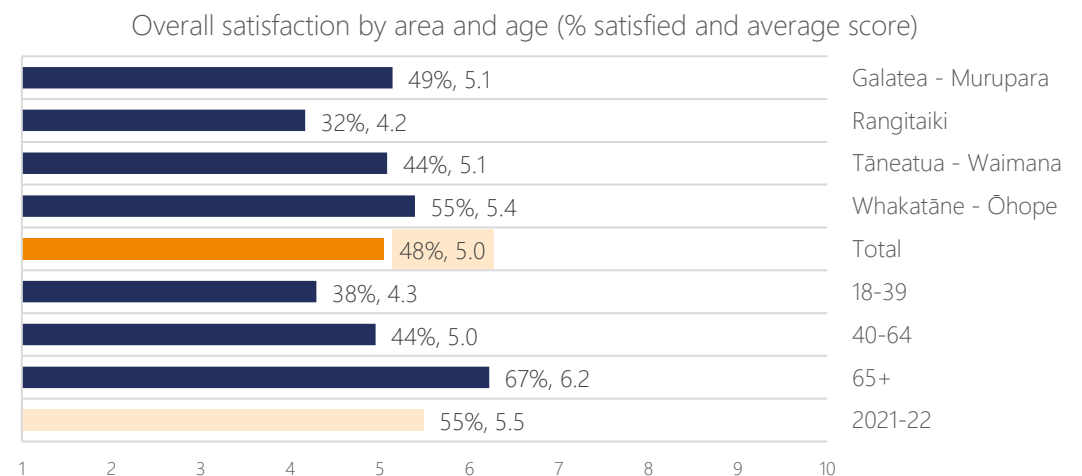
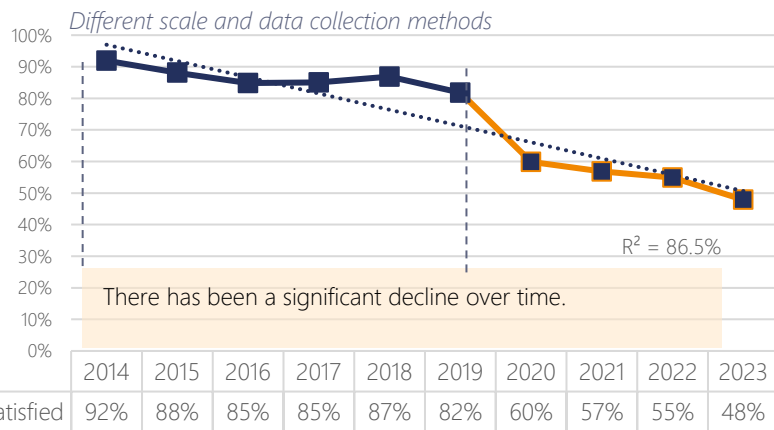


SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Council roads overall

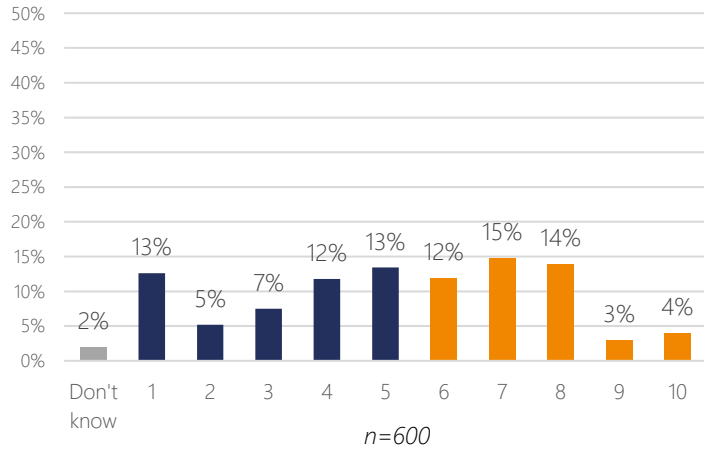


- Satisfaction with roads has shown a notable decline over time (a strong linear trend), with a further decline in 2023 (48%).
- It is worth noting that satisfaction with roads has been declining nationwide in part reportedly to the increased frequency of extreme weather events and the reported presence of potholes across New Zealand.
- On average, residents in Rangitaiki were less satisfied with both roads and road safety.
- Satisfaction with roads increased with age; older residents (aged 65+) were the most satisfied (67%), compared to younger residents.
- Roads were of the highest spending priority, with even more respondents suggesting increased Council spending in this area (59%, up from 52% in 2022). More attention to roads was also noted in verbatim comments.

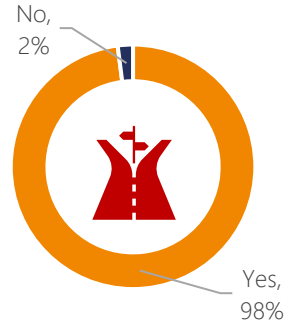


SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

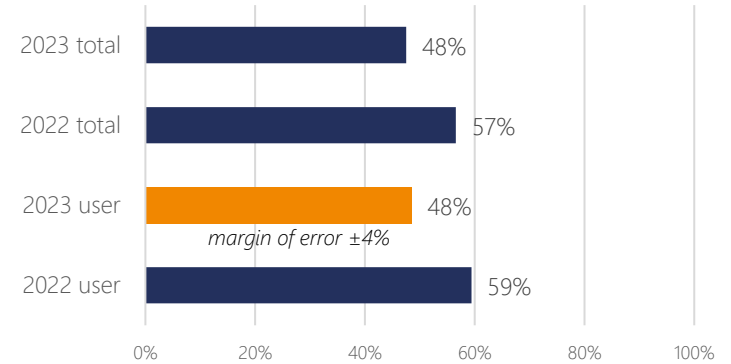
Safety of Council roads



Aware of Council roads



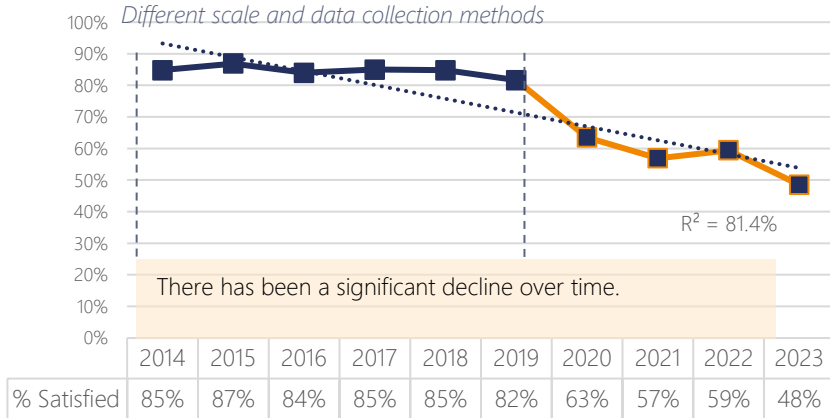
% Satisfied



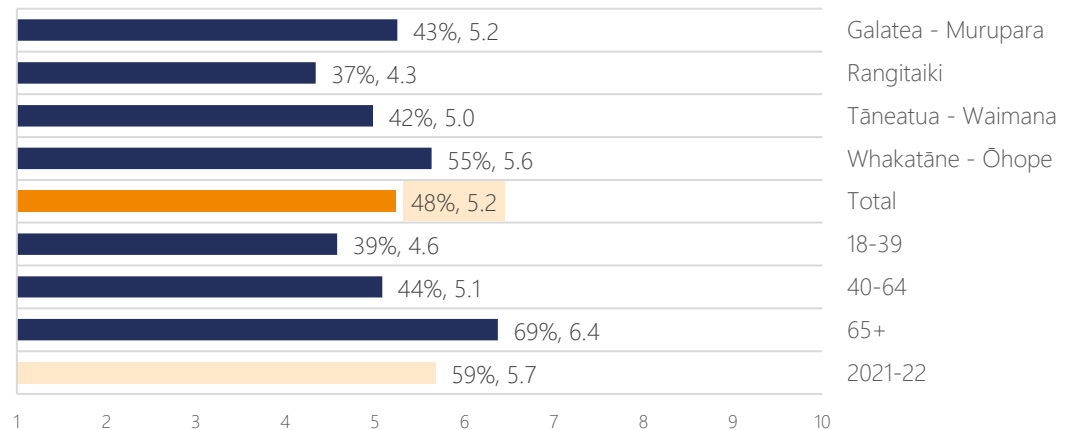
- Similar to roads overall, satisfaction with road safety (48%) in 2023 continued to decline.

- Overall, satisfaction with roads generally and safety of Council roads exhibited a strong correlation with provided ratings.
- According to the community's feedback, there was some dissatisfaction with the recently proposed speed reductions, as well as a divide regarding the implementation of speed bumps.

Different scale and data collection methods

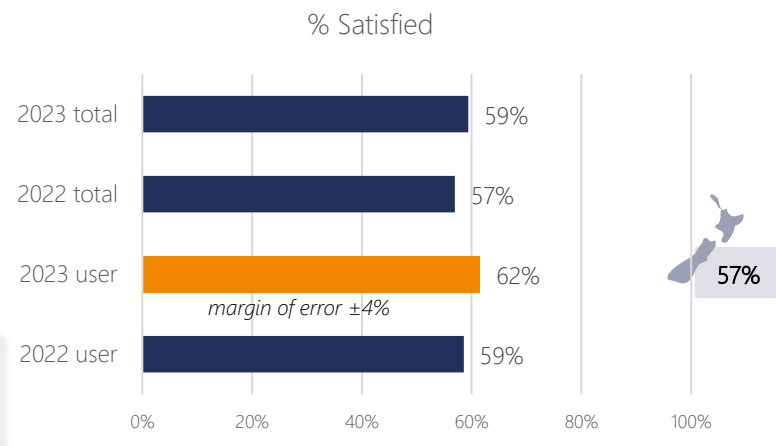
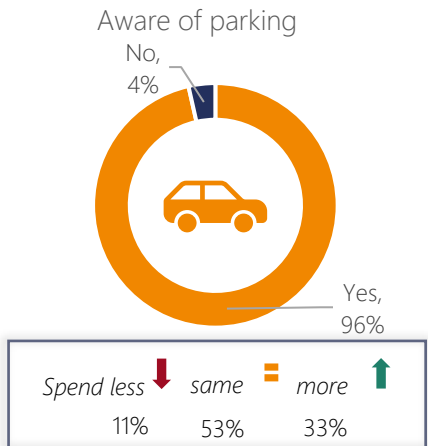
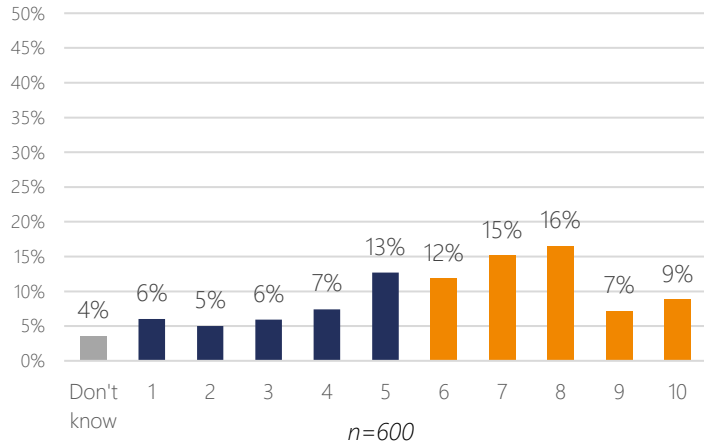


Overall satisfaction by area and age (% satisfied and average score)

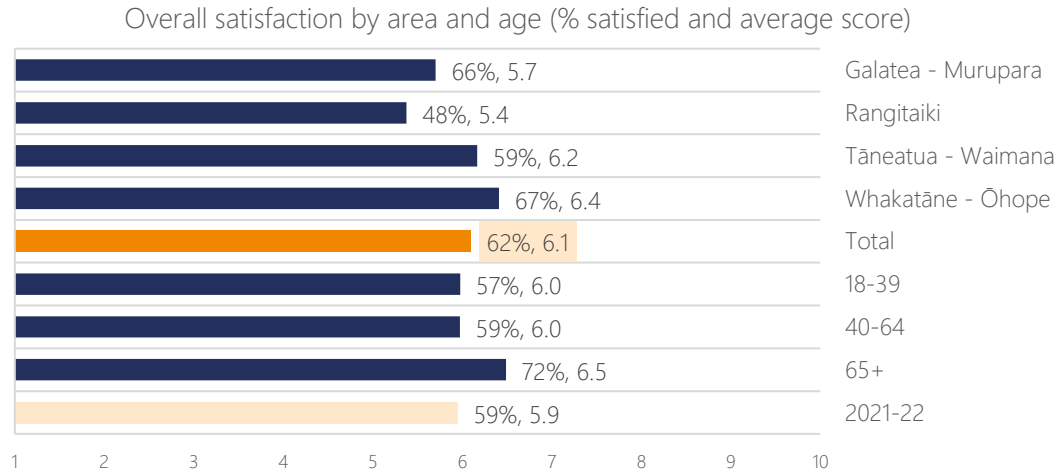
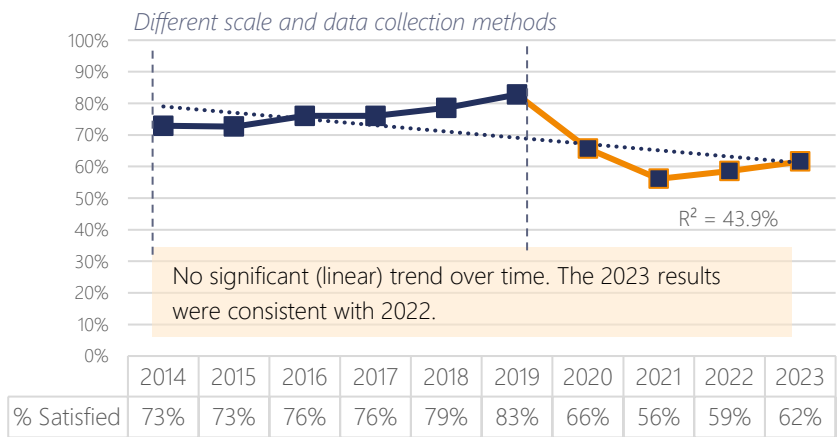


SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Parking in Whakatāne

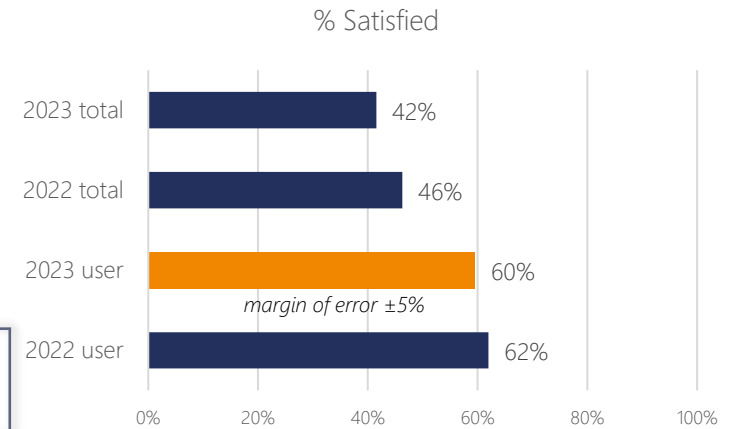
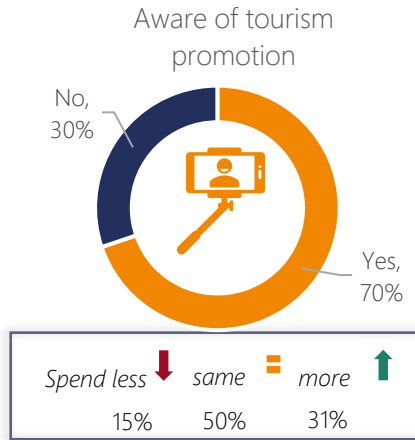
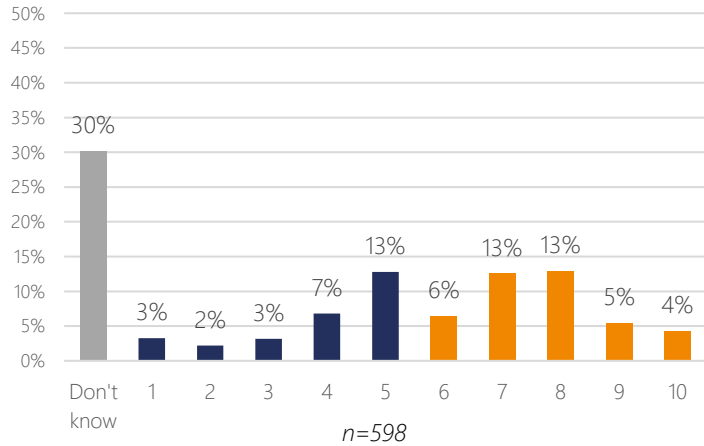


- After a decline in 2021, satisfaction with parking in Whakatāne improved slightly in 2023 (62%), though remained below the historical average, and within the margin of error with the 2022 results.
- Satisfaction with parking was lower in Rangitaiki and Galatea-Murupara, and among respondents aged under 65.
- Fewer respondents suggested increased spending on car parking in 2023, while the percentage of those favouring maintaining the same expenditure increased from 47% in 2022 to 53%.

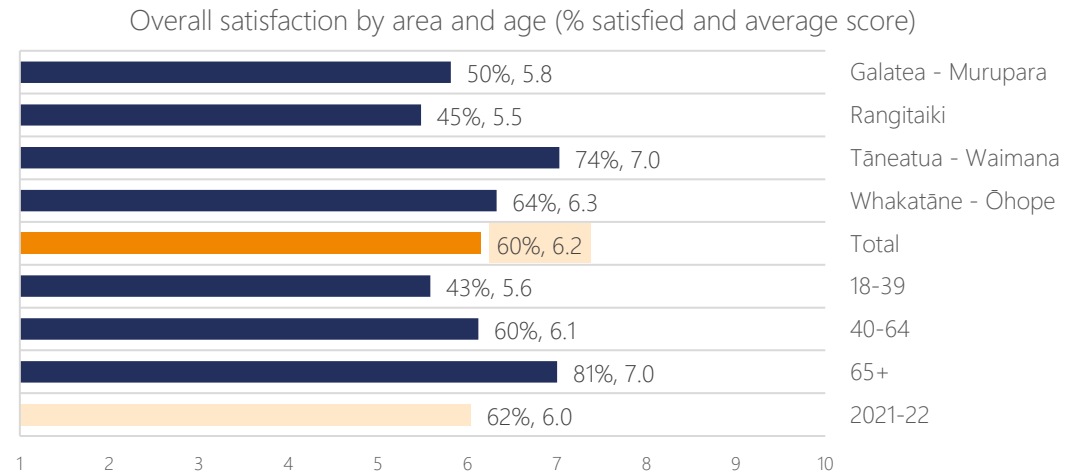
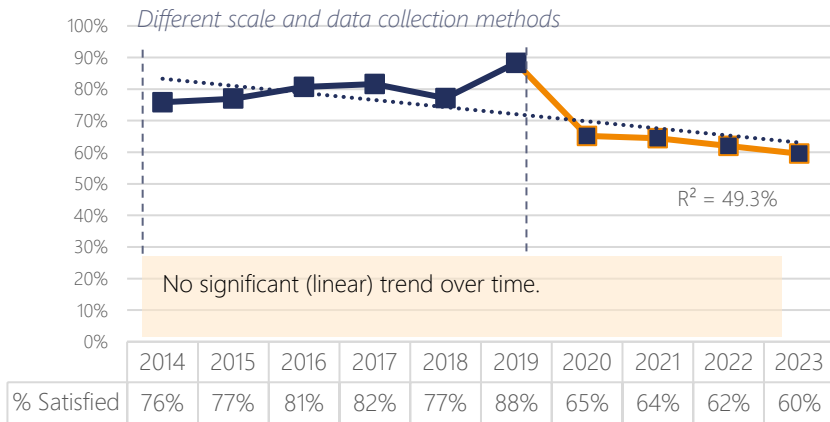


SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Tourism promotion

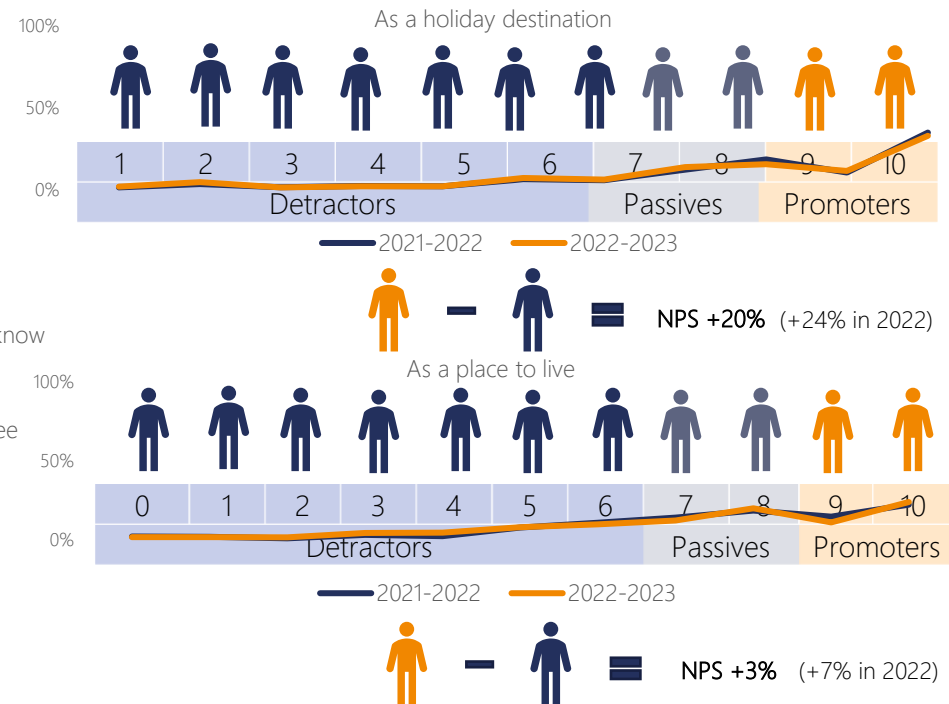
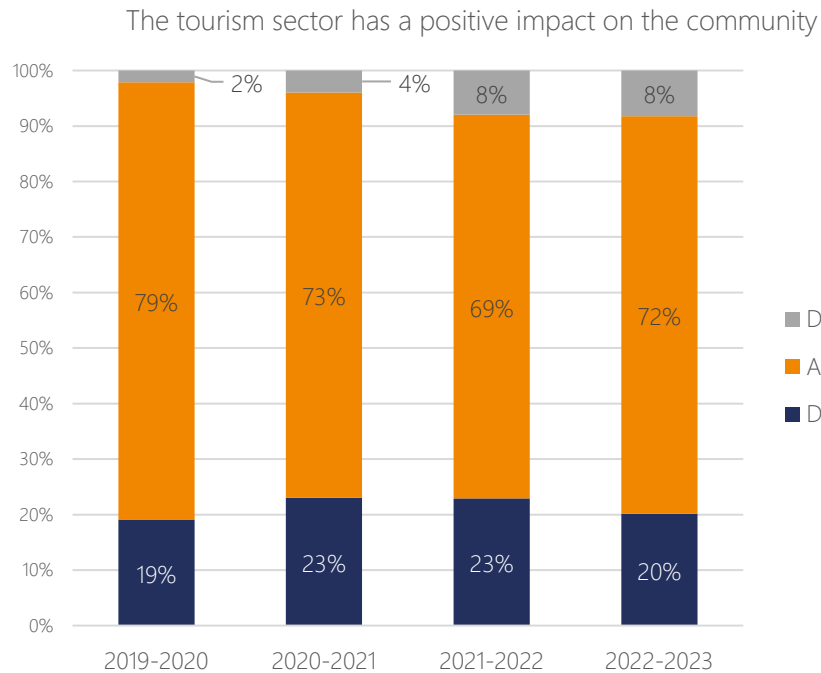


- In 2023, 70% of respondents were able to rate Council's support of tourism promotion. 60% of these residents were satisfied with this service (6.2 average rating). This was consistent with the 2021-2022 results, but remained lower than the peak of 88% measured in 2019.
- Feelings about tourism promotion were lower amongst residents aged under 65, and in Rangitaiki and Galatea-Murupara.
- Overall, 52% of residents preferred seeing the same level of Council funds spent on tourism promotion (similar to 2022).



SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Whakatāne as a holiday destination and tourism impact on the community



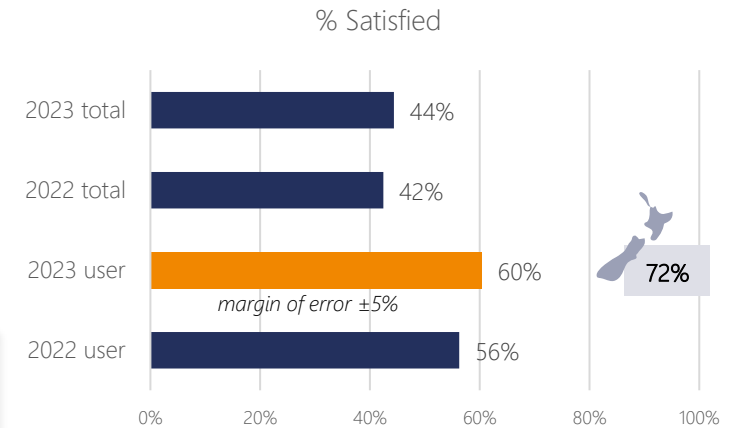
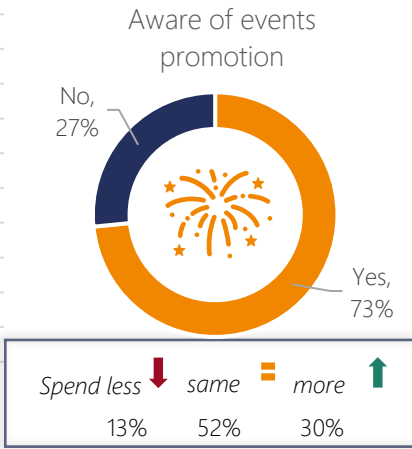
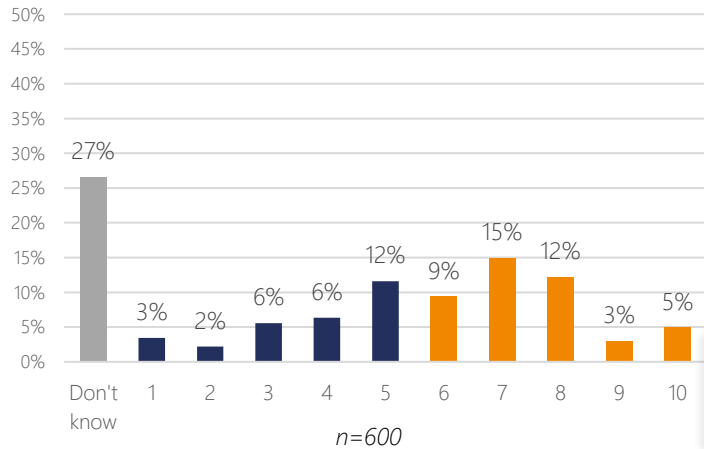
- Overall, residents were typically likely to recommend the Whakatāne District as a holiday destination; with 44% of residents providing top ratings of 9 and 10 (46% in 2022).
- The anecdotal NPS (Whakatāne District as a holiday destination) remained positive at +20% in 2023, although slightly down compared to previous years (24% in 2022, 28% in 2021). This remained greater than the likelihood of recommending the Whakatāne District as a place to live (NPS +3%, slightly down from +7% in 2022).

- As seen on p.43, 60% of residents were satisfied with Council’s support of tourism promotion. In this context in 2023, 72% of residents in the Whakatāne District believed that tourism has a positive impact on the community (slightly up from 69% in 2022, and similar to 73% in 2021).
- Note: 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.

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).

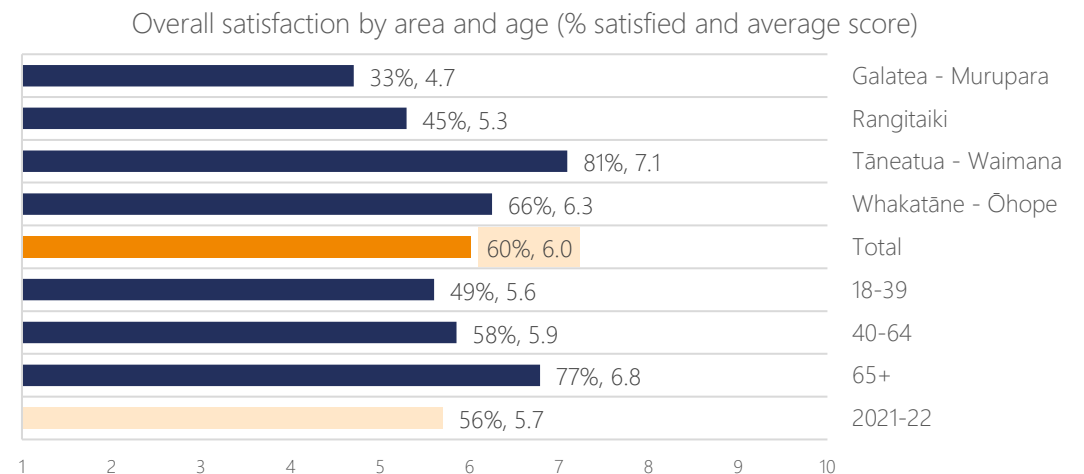
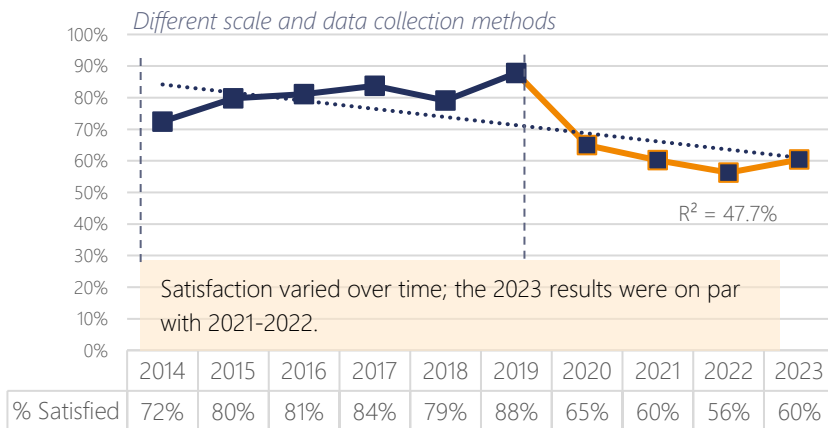
SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Efforts to enable and promote events



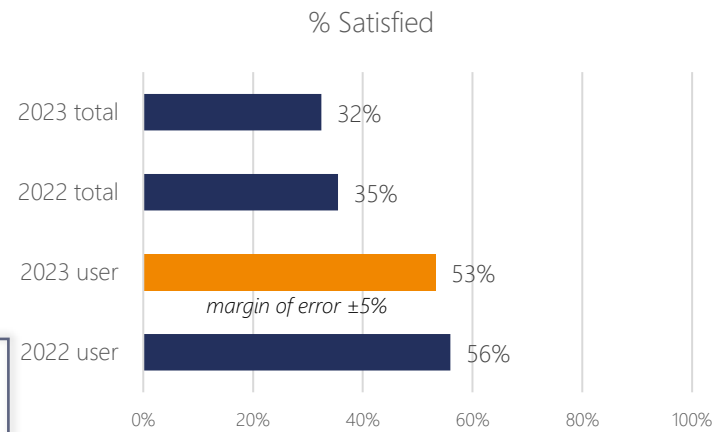
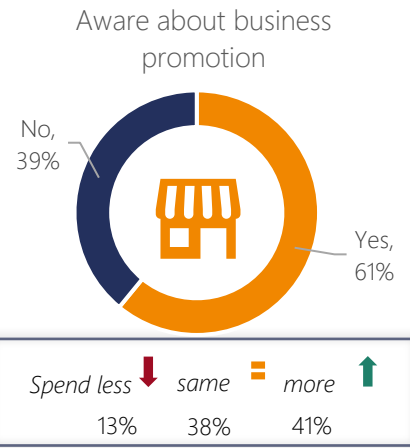
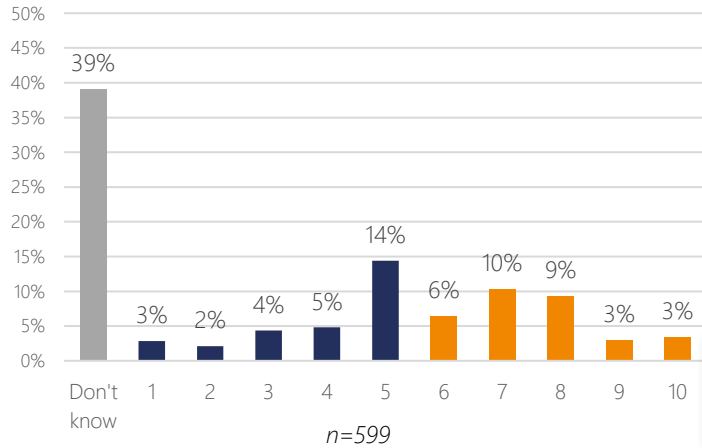
- In 2023, 3-in-4 residents (73%) rated Council's efforts to enable and promote events, with 27% being unsure about this.
- 60% of residents who provided a rating were satisfied with this promotional activity (average rating 6.0), with a slight improvement compared to 2022 (but within the margin of error).

- Satisfaction with tourism promotion was typically lower amongst younger residents. Older residents (65+) were more satisfied with local tourism-related activity. In addition, feelings about tourism promotion were lower in Rangitaiki and Galatea-Murupara.
- Overall, 52% of residents preferred seeing the same level of Council funds spent on events promotion (similar to 2022).



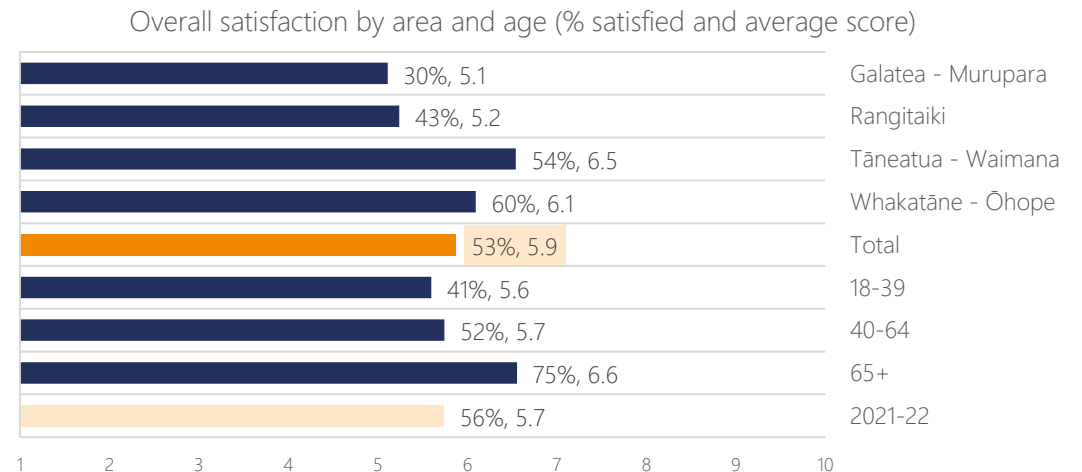
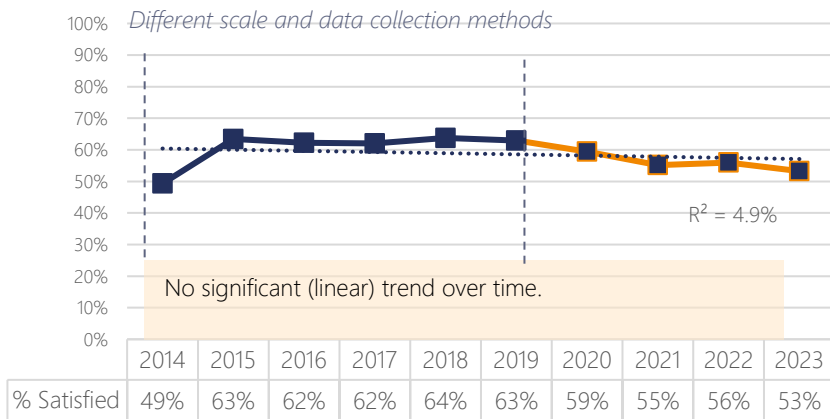
SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Business promotion



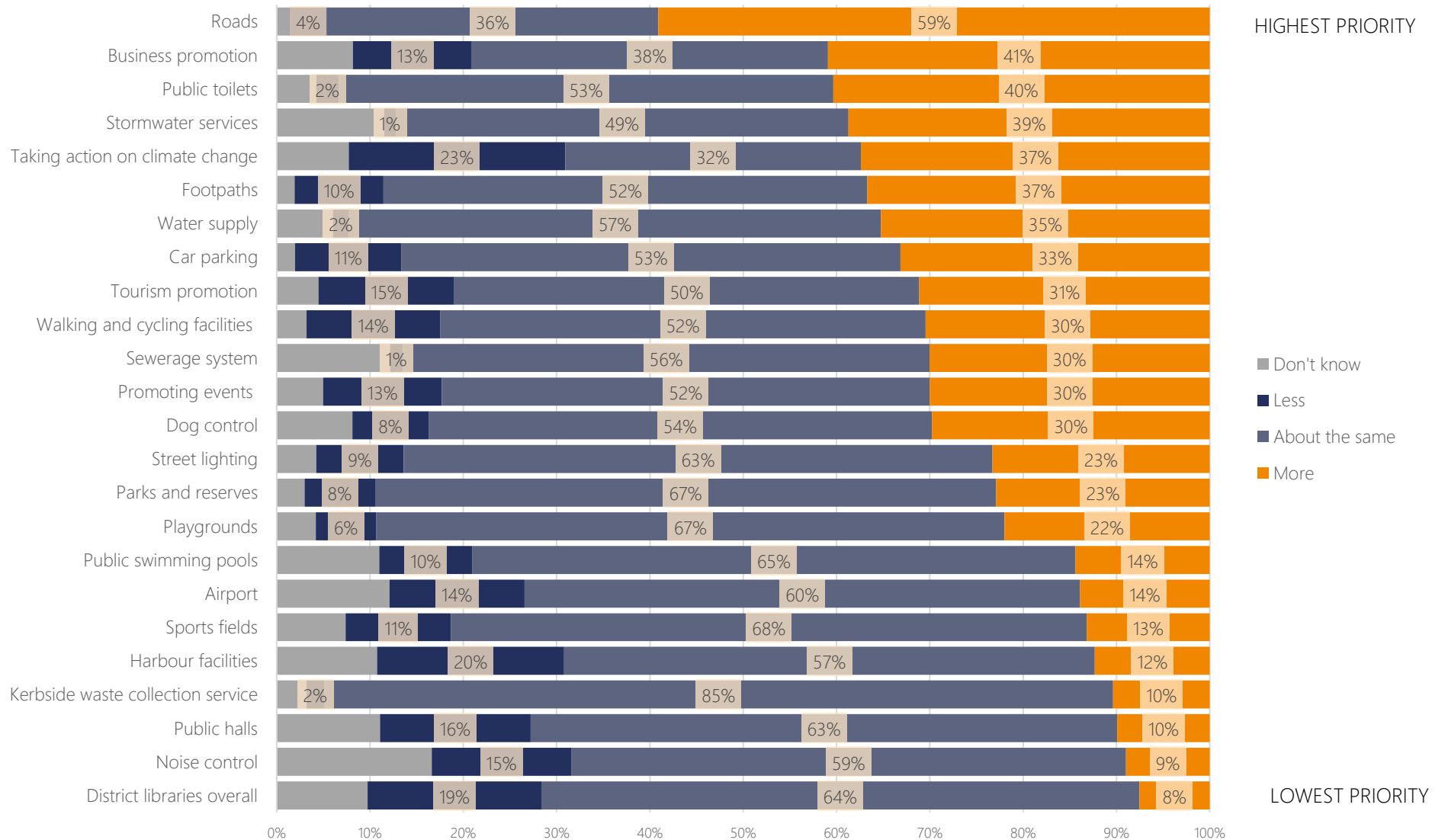
- 39% of residents in 2023 were unfamiliar with Council’s business promotion activity in the District.
- However, over half (53%) of residents who provided a rating were satisfied with Council’s efforts to attract and expand businesses – a consistent result in the past three years, with no significant trends over time.

- Satisfaction with this performance attribute differed by age and area. Younger residents aged under 65 were less likely to provide higher ratings. Satisfaction with business promotion was lower in Rangitaiki and Galatea-Murupara.
- This remained a service area residents considered in high need of more funding (41%) – ranked 2nd for more Council spending in 2023.



SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

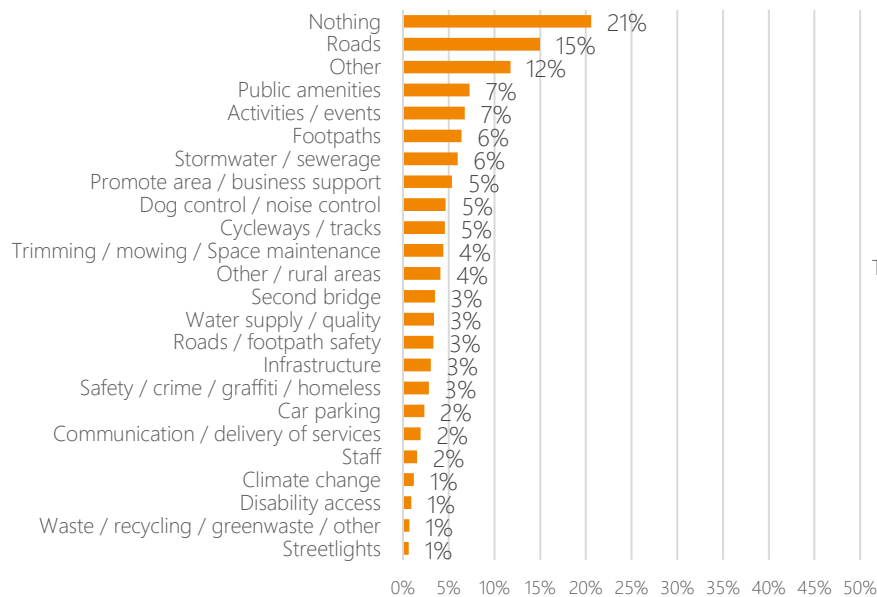
Spending priorities



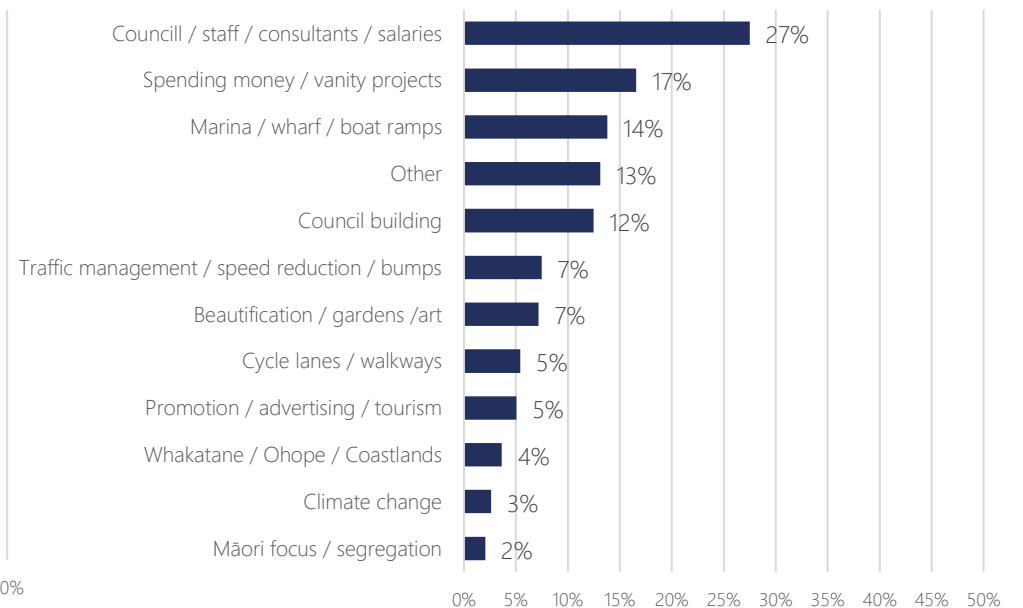
- Consistent with the previous year, the top investment areas in 2023 were roads (59%, up from 52% in 2022), business promotion (41%), and toilets (40%).
- In 2023, more respondents suggested increasing spending in relation to stormwater services (39%, up from 31% in 2022) and dog control (30%, up from 24% in 2022),
- In light of the rates increase, 21% of unprompted comments about further investment mentioned no additional expenditure required. The combined areas of roads, footpaths, and road safety continued to be the most cited areas for further development. Compared to 2022, several additional areas for increased spending were mentioned: public amenities, public space maintenance, and stormwater/sewerage.
- 31% of residents provided further comments to decrease Council spending. The most cited areas for reduced spending were Council itself and general expenditures on 'vanity projects', 'marina/ wharf/ boat ramps' and 'Council building' upgrades.

- Priorities for most spending areas differed by area and age.
- Roads were the top spending priorities across all areas, but with greater focus in Rangitaiki (68%) and Tāneatua – Waimana (62%).
- More respondents from Galatea-Murupara suggested increased spending on dog control (36%), parks and reserves (33%), sports fields (20%) and district libraries (14%).
- Stormwater and water supply were of greater priority in Rangitaiki and Whakatāne-Ōhope.
- Spending more on footpaths was suggested in Whakatāne-Ōhope (43%).
- 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 parks and reserves (37%), dog control (38%), playgrounds (31%). Older residents were more likely to suggest footpaths for additional investment.

Spend more (n=300, 50%)

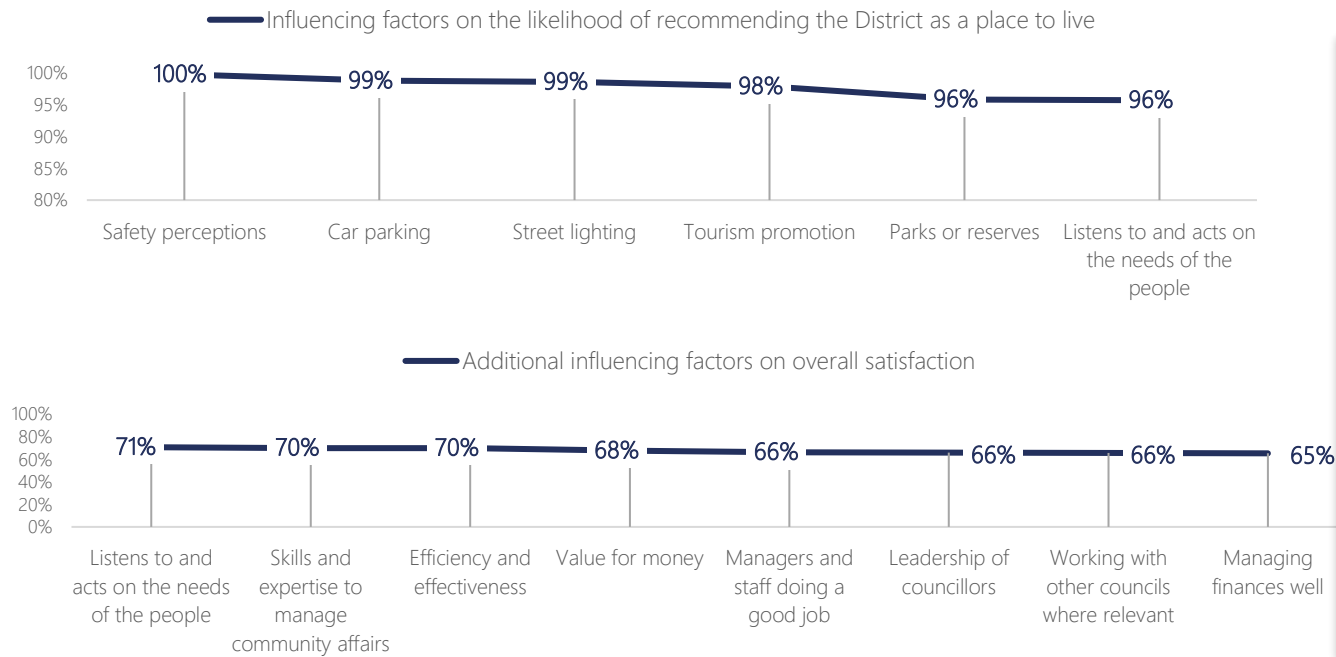


Spend less (n=187, 31%)



SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Potential improvements



Over half of residents provided other (unprompted) comments (53%). 22% of these comments referred to recent rates increase. Other top-cited issues and concerns were:

- Roads / footpaths / bridge / speed limits / speed bumps
- Council spending concern
- Council communication or Council staff / members concern
- Amenities upgrade / more maintenance / mowing
- Stormwater / drainage cleaning / sewage
- Need to listen more / Council doesn't listen
- Consents / red tape / subdivision / dwelling policies
- More needs to be done / efficient changes

- 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.
- In addition, Council reputation, financial management, and communication were found to be key factors influencing overall satisfaction with Council performance. The most significant factor was the Council's ability to listen and act on the needs of the people, which was supported by verbatim comments.
- Six areas were identified as having a significant impact on the likelihood of recommending the District as a place to live: safety, car parking, street lighting, tourism promotion, parks and reserves, and once again, listening and acting on the needs of the people.
- Public feedback expressed concerns about the recent rates increase and perceived additional expenditures, such as the marina and Council building upgrades. These concerns had a significant impact on overall satisfaction with the Council. Only 47% of respondents who mentioned these concerns reported satisfaction with Council performance, compared to 61% of respondents overall.
- Many residents highlighted a variety of issues, including problems with roads and footpaths (including proposed speed changes and speed bumps), general Council communication and community presence, Council staff and elected members, public amenities (such as playgrounds, sports fields, public toilets, and tidying and mowing of public spaces), and stormwater/sewerage (especially after heavy rains).



CONTACT WITH THE COUNCIL

Satisfied with direct contact – 56%
Satisfied with community board member contact – 84%
Satisfied with customer service front desk – 75%



COUNCIL POLICIES AND DIRECTIONS

14% - Liked or approved recent Council actions, decisions or management
45% - Disliked or disapproved recent Council actions, decisions or management



COUNCIL REPUTATION

Communication with residents – 45%
Leadership – 44%
Day-to-day management – 46%

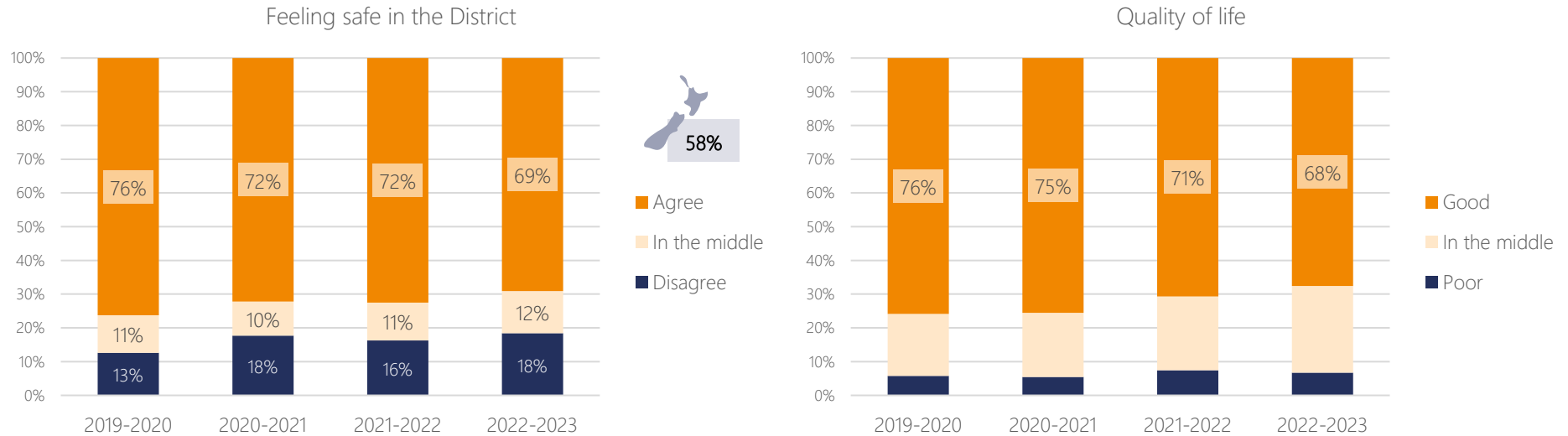


OTHER FINDINGS

2023

LIFE IN THE DISTRICT

Perception of safety and quality of life in the District

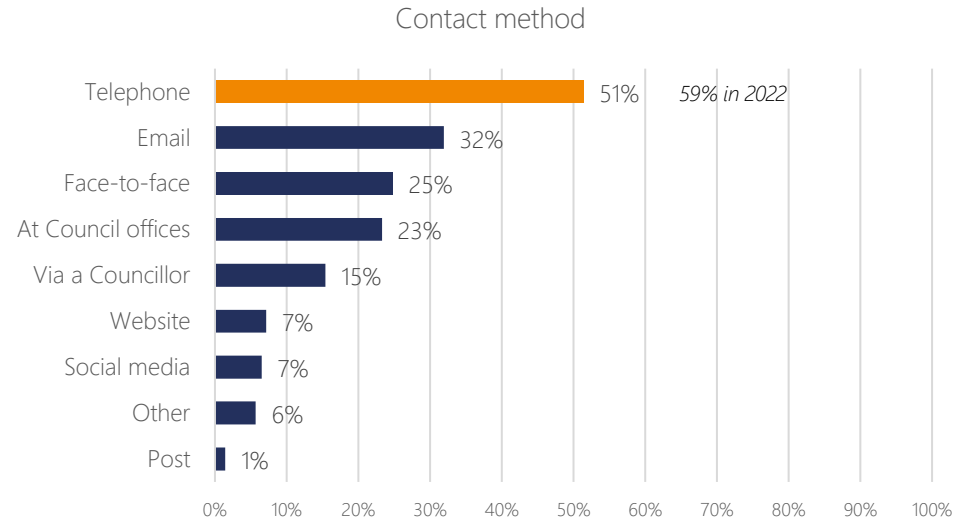
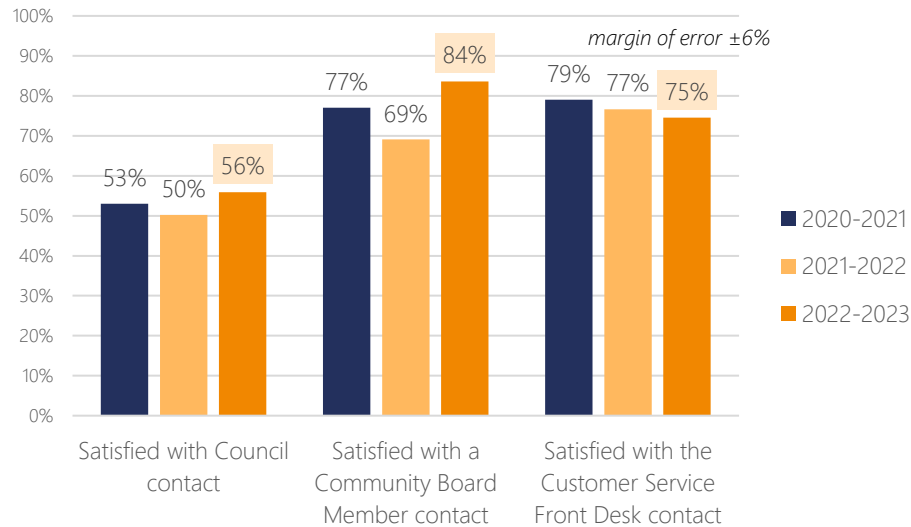


- Overall, 4-in-5 residents (81%) felt that the Whakatāne District is generally a safe place to live, to some extent (83% in 2022). Consistent with this, 69% somewhat or strongly agreed they feel safe (similar to 2022), including 26% who strongly agreed (28% in 2022).
- Younger respondents (18-39) were more likely to report feeling unsafe (26%).

- 68% of residents believed their quality of life was 'good' to 'very good'. Although similar to 2022, quality of life perceptions declined in the past four years.
- Satisfaction with the quality of life improved with age; older residents (aged 65+) were more likely to state their quality of life was good (95%), compared to younger respondents (47% of aged 18-39). Quality of life perceptions were reportedly lower in Galatea – Murupara (47%).

CONTACT WITH COUNCIL

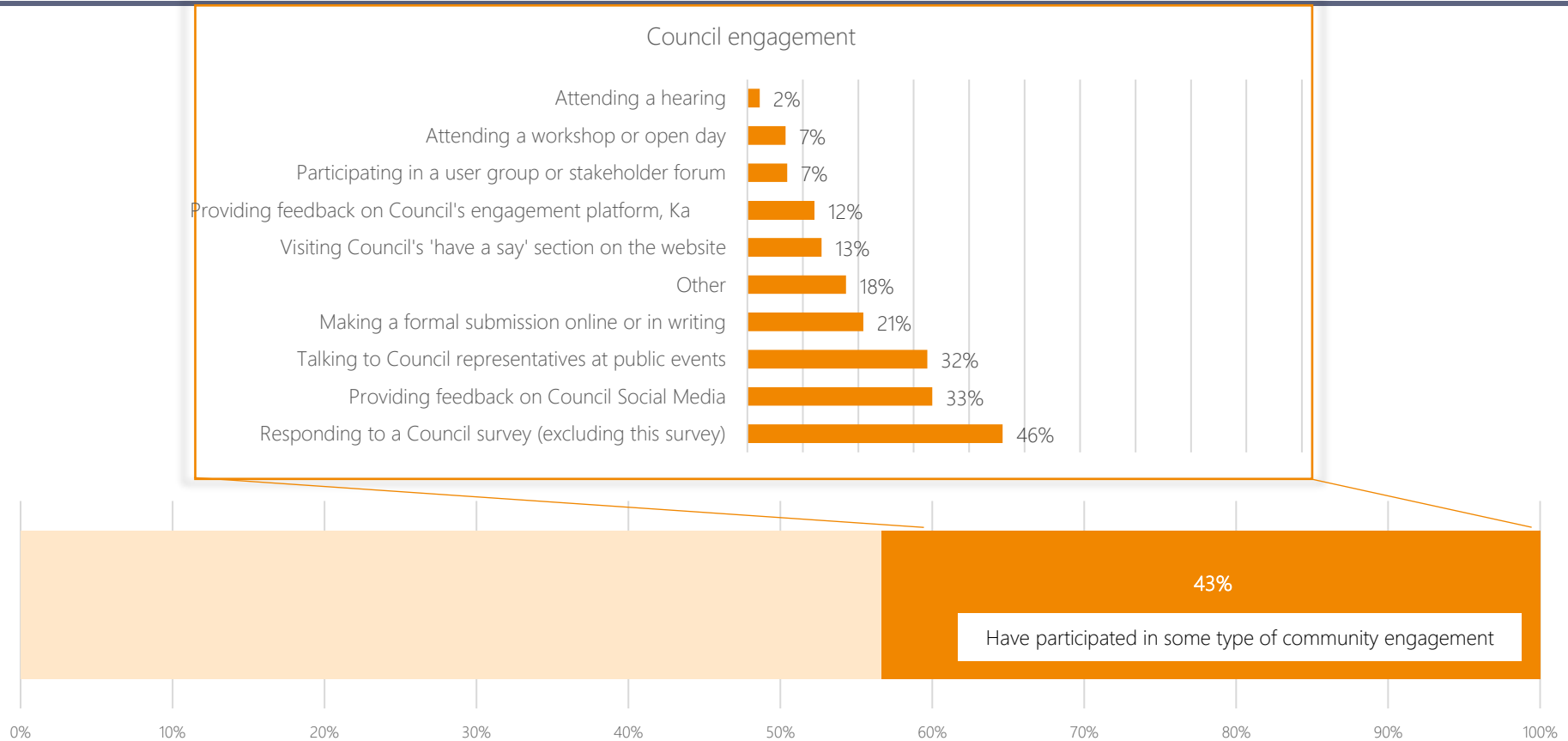
Contacted the Council, a community board member or customer service front desk



- Overall, 44% of all residents in 2023 stated they had contacted the Council throughout the year (41% in 2022).
- The top-two contact methods remained 'Telephone' (51%, down from 59% in 2022) and 'email' (32%, similar to 2022).
- Younger residents were more likely to contact Council by email (51%).
- 56% of residents in 2023 who had contacted the Council directly were satisfied with this contact (up from 50% in 2022). Older residents tended to be more satisfied with their contact (78%), compared to those aged 18-39 (36%).
- Respondents from Rangitaiki also tended to be less satisfied with their Council contact (33%).
- 10% of residents in 2023 reported contacting a Community Board Member (9% in 2022), and 30% had contacted the customer service front desk (29% in 2022).
- Whakatāne – Ōhope and Rangitaiki residents were least likely to contact a Community Board Member, compared to residents from other areas.
- Older respondents were less likely to contact the customer service desk.
- 84% of residents were satisfied with their contact with a Board Member (up from 69% in 2022) and 75% were satisfied with their customer service contact (similar to 2022).

COMMUNICATION AND COMMUNITY ENGAGEMENT

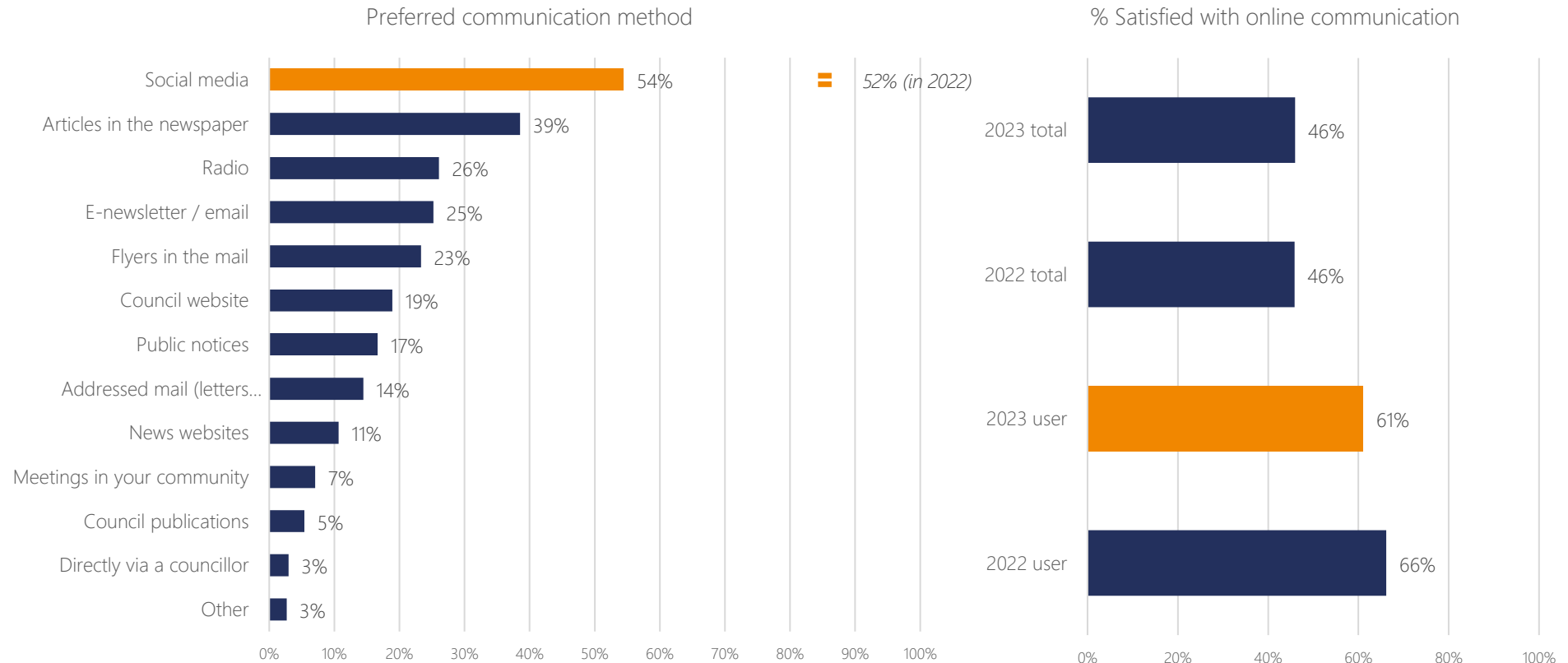
Community engagement



- Overall, 43% of residents reported taking part in community engagement of some kind (similar to 40% in 2022).
- 46% of these residents reported responding to a Council survey; one-third reported providing feedback on social media (33%) or talking to Council representatives (32%).
- 57% of residents stated they had not engaged in any Council engagement activities; this was more likely among older residents (65+).

COMMUNICATION AND COMMUNITY ENGAGEMENT

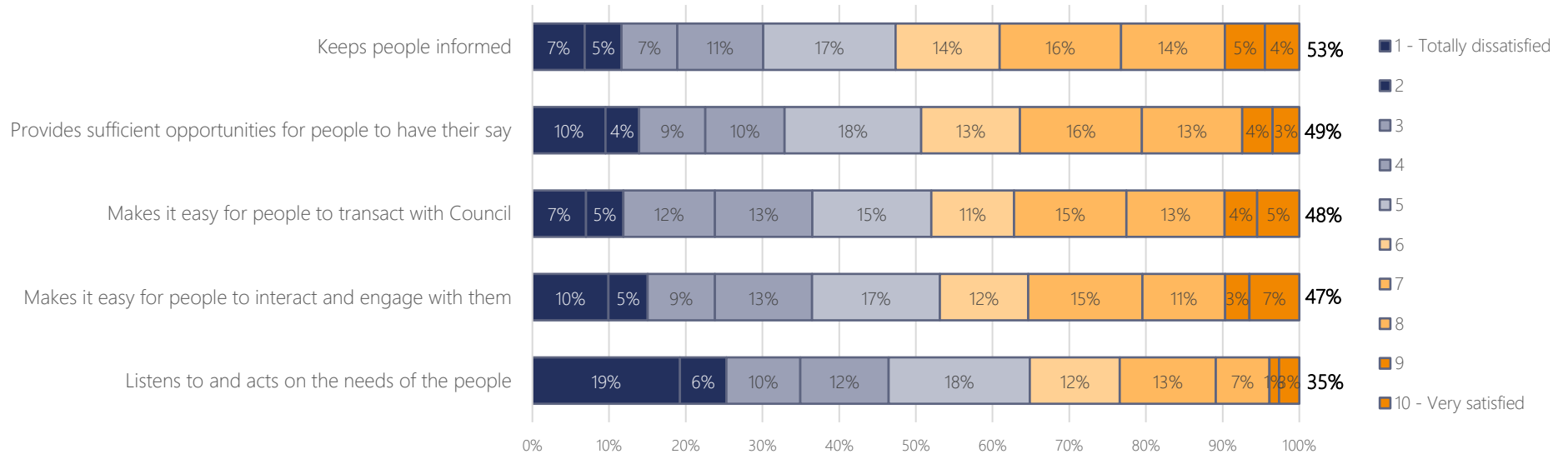
Preferred method of communication



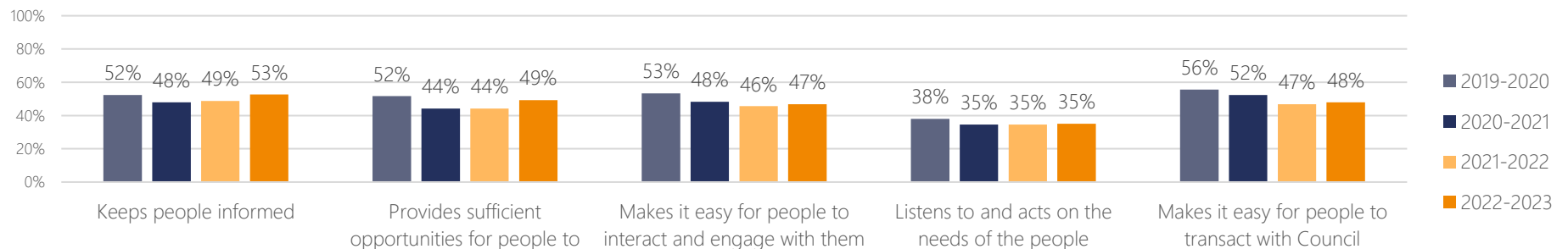
- 'Social media' remained the most preferred method for Council communications, for over half (54%) of residents in 2023 (no change in the past years).
- There was a large contrast in social media preference between younger (18-39 year old) residents (73%) and those aged 65+ (14%).
- Newspaper articles were the second-most preferred overall (39%); these remained most preferred by residents aged 65+ (69%).
- Social media was highly ranked in all wards. Newspaper articles were less preferred in Galatea - Murupara, where flyers were more highly considered (55%).
- 61% of residents who had been aware of online communications from the Council were satisfied with this provision of online services and information, which was down compared to 2022 (66%).
- Respondents aged 18-39 tended to be less satisfied with online communications (50%).

COMMUNICATION

Communication with residents



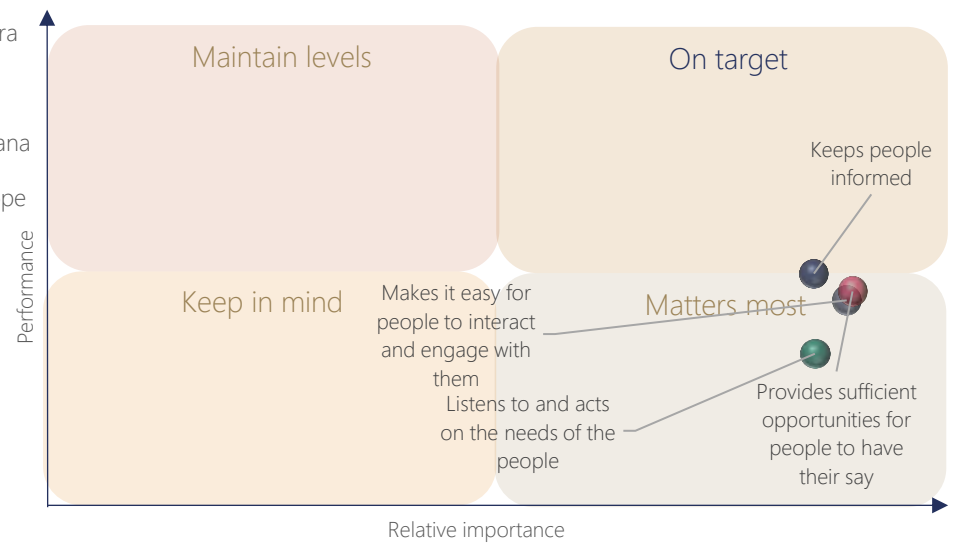
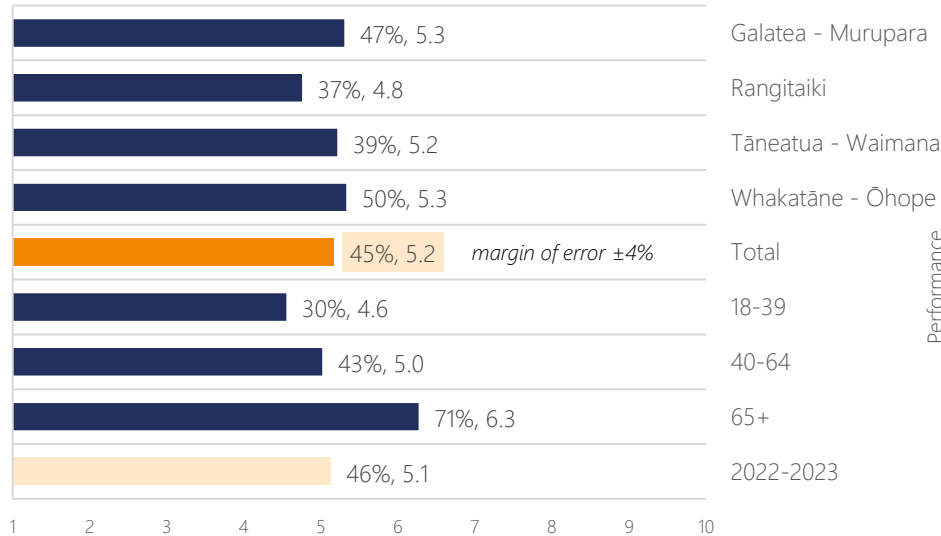
- In 2023, most communication attributes received satisfaction scores similar to 2022; one area (*provide sufficient opportunities for people to have their say*) showed a significant increase in 2023 (49%) compared to 2021-2022 (44%).
- *'Listens to and acts on the needs of the people'* (35%) remained the least satisfactory attribute.
- On average, residents aged under 65 were the least satisfied with Council's communication across specific attributes. Older (65+) residents were most satisfied.



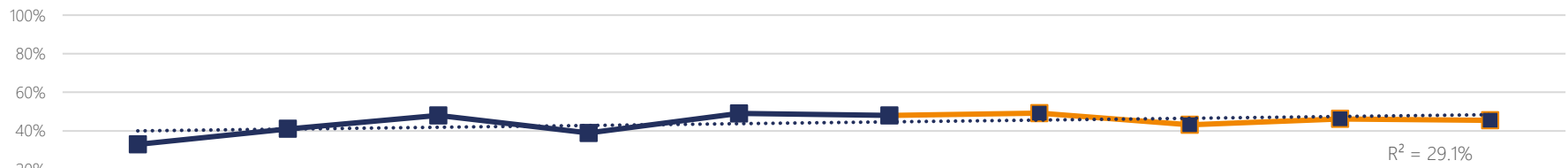
COMMUNICATION

Overall satisfaction with performance in communicating with residents and ratepayers

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



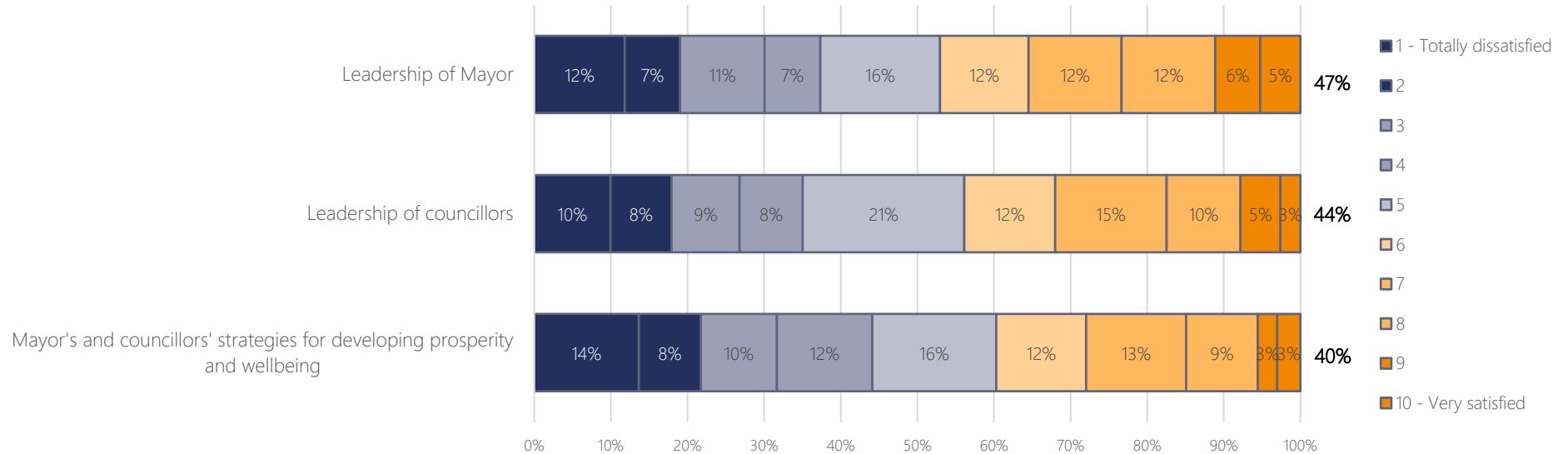
- Overall, 45% of residents were satisfied with Council's performance in communication and consultation with the public in 2023 (46% in 2022), with no significant trends over time.
- Four statements relating to communication contributed significantly towards overall satisfaction.
- 'Listens to and acts 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.



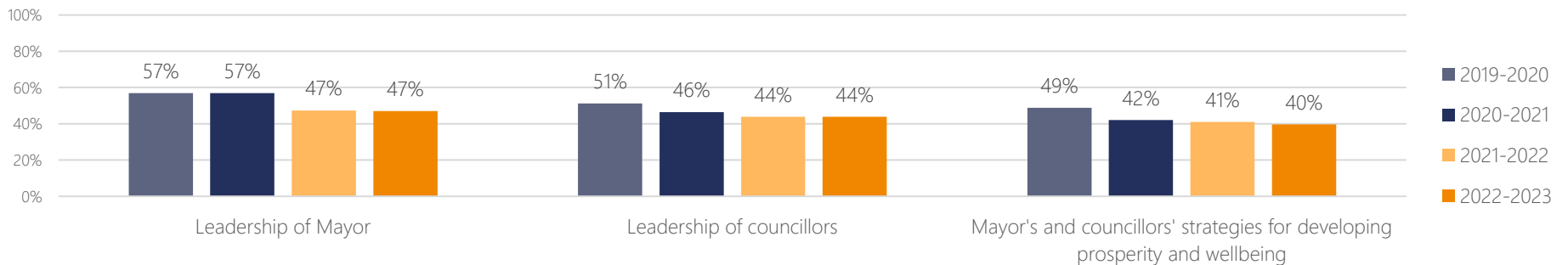
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
% Satisfied	33%	41%	48%	39%	49%	48%	49%	43%	46%	45%

COUNCIL LEADERSHIP

Performance in terms of Council leadership



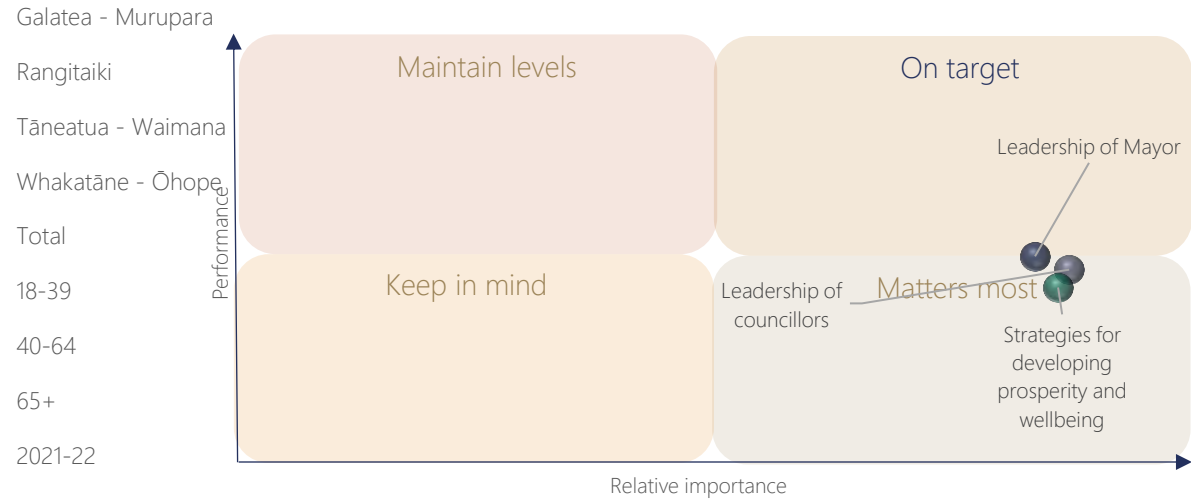
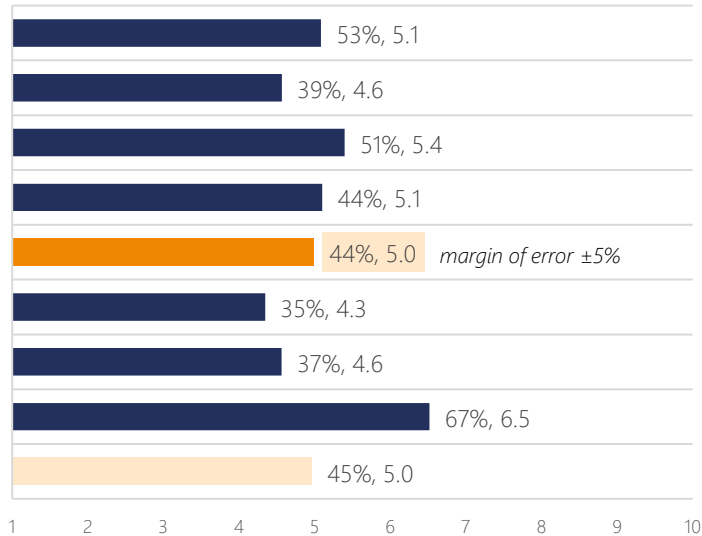
- Satisfaction with Council leadership overall remained consistent with the 2022 results.
- However, all three attributes, on average, elicited higher satisfaction scores during quarter three and four of 2022-23 tracking period, compared to quarter one and two.
- Older residents (65+) expressed the greatest satisfaction with Council leadership generally.
- Satisfaction with Council strategies for developing prosperity and wellbeing, on average, was lower in Rangitaiki and Whakatāne - Ōhope.



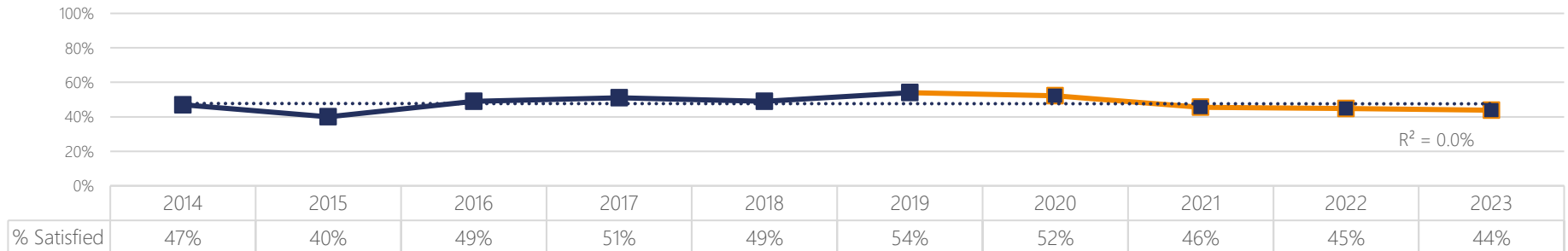
COUNCIL LEADERSHIP

Overall satisfaction with Council leadership

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

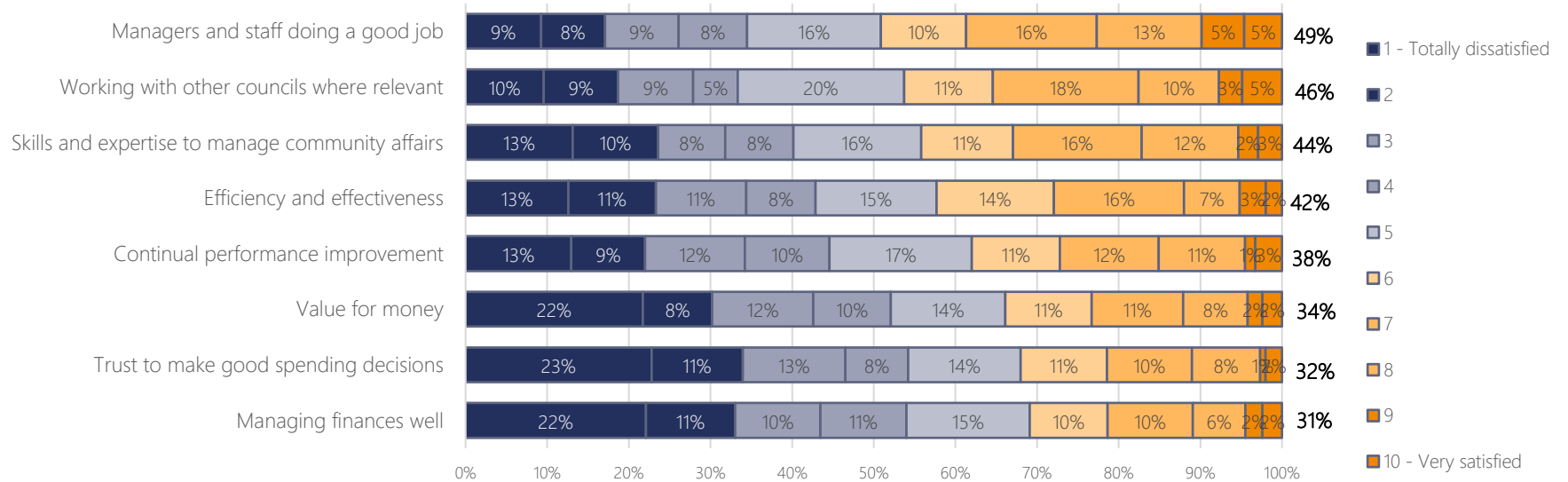


- In 2023, 44% of residents were satisfied with the overall performance of Council leadership (similar to 45% in 2022).
- Consistent with other results among older residents, those aged 65+ were significantly more satisfied with Council leadership overall.
- All three leadership-related attributes contributed 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



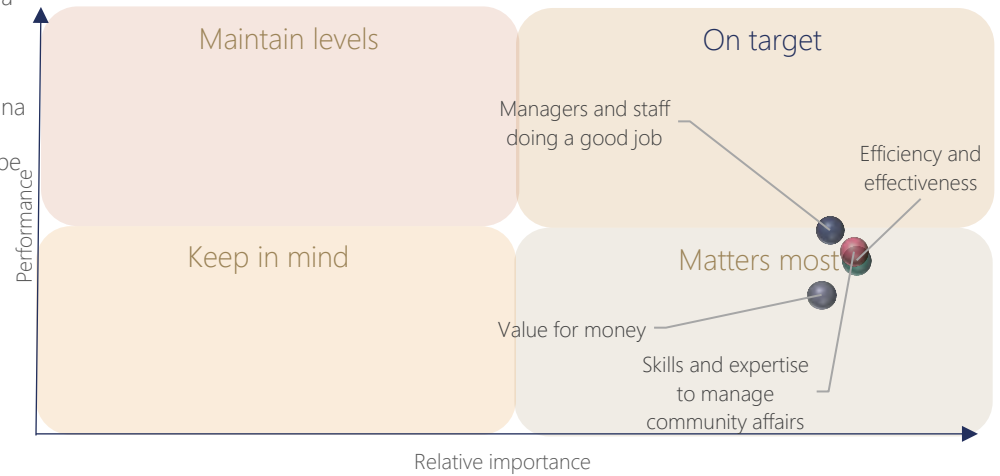
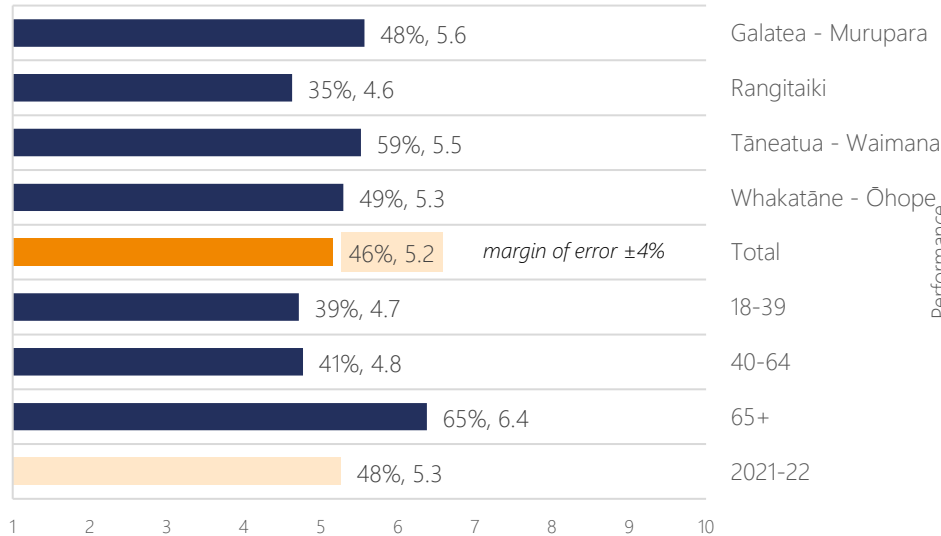
- In 2023, satisfaction with all eight management attributes remained on par with 2022.
- As in 2022, residents in 2023 were most satisfied with managers and staff doing a good job; 49% rated this 6 or above (51% in 2022).
- Residents tended to be least satisfied with financial management: value for money (34%), trust to make good spending decisions (32%), and managing finances well (31%).
- Financial management was one of the key themes emerging in the community's feedback regarding Council spending.
- On average, older residents (65+) were more satisfied with Council management, including financial matters.
- Fewer Rangitaiki respondents were satisfied with skills and expertise to manage community affairs (33%).



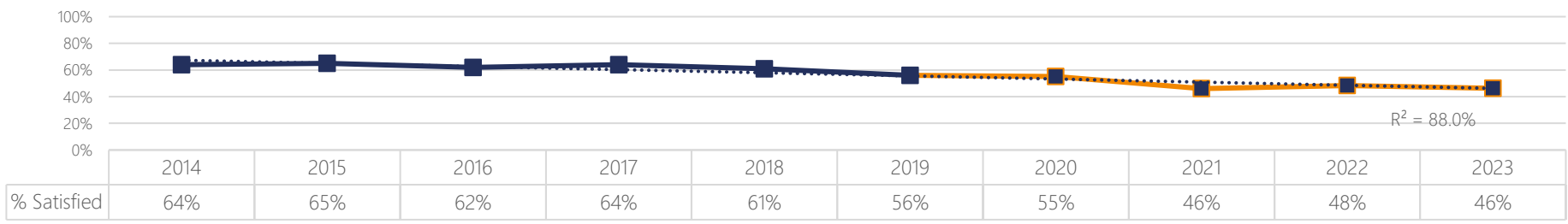
MANAGEMENT

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

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

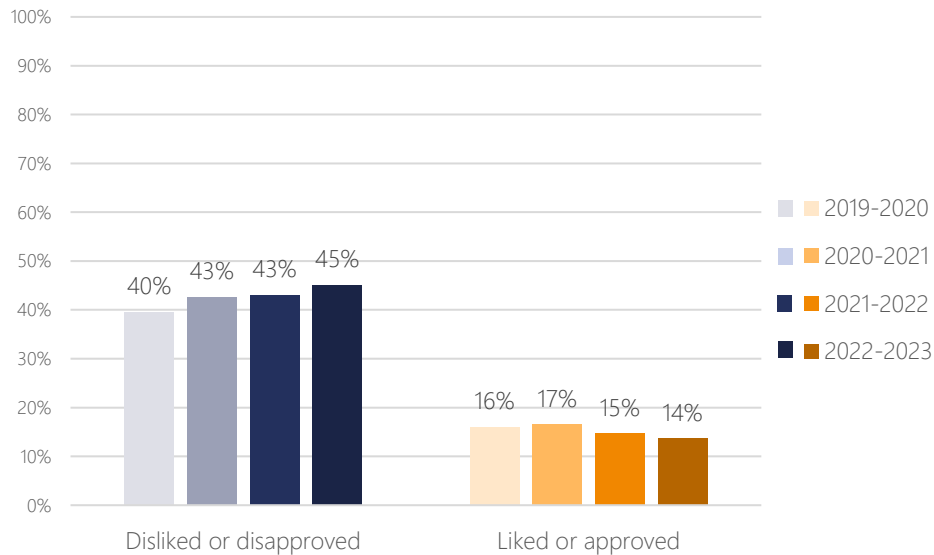


- Just under half (46%) of residents in 2023 provided high ratings (6 or above) for Council's overall management of day-to-day business. This was similar to 2022 (48%).
- Satisfaction increased with age, with younger residents (18-39) least satisfied with overall Council management (39%), and older residents (65+) most satisfied (65%).
- In addition, respondents from Rangitaiki tended to be less satisfied with overall Council management (35%).
- Four attributes were found to significantly contribute towards overall satisfaction with Council performance in managing day-to-day business. Value for money exhibited a greater opportunity for improvement.



POLICY AND DIRECTION

Council policy and direction approval or disapproval



- Overall, 14% of residents in 2023 recalled a recent Council action, decision, or management experience they approved of (similar to 15% in 2022). These residents mainly referred to Council's road maintenance/repairs, improving footpaths and safety initiatives. Some also highlighted good communication and public consultations.
- More (45%) residents recalled a recent action, decision, or management experience they disapproved of (although consistent with previous years). Targets of disapproval varied widely. However, the leading topics were rates and overall Council spending decisions, including marina and Council's building renovations.
- Residents from Galatea-Murupara were less likely to approve (6%) or disapprove (22%) of any Council policies or directions.

- Improving footpaths / cycleways / safety improvements – 18%
- Communication / consultations – 14%
- Roads maintenance / repairs – 12%

Under 10%:

- Speed bumps
- Capped rates increase
- Elections / elected members / management
- Community events
- Upkeep of parks, public spaces, facilities
- Other

Approved

- Rates increase – 18%
- Marina / wharf / boat ramps – 15%
- Council building upgrades – 12%
- Money spending decisions – 10%

Under 10%:

- Council / too many people / not enough delivery
- Speed reduction
- Roundabout location / design
- Amount of roadworks / quality / timeframes
- Speed bumps
- Water services
- Building consents / planning and policies
- Roading red-crossing / road barriers
- 3 waters
- Tidal pool
- Dog control
- Onepu bike trade
- Social housing
- Other

Disapproved