



# South Taranaki District Council 2023 Residents' Perception Survey

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## Background, objectives and method

### Background

The South Taranaki District Council has an ongoing need to measure how satisfied residents are with the resources, services and facilities provided by Council, and to identify improvement opportunities that will be valued by the community.

### Research Objectives

- Measure residents' satisfaction with the South Taranaki District Council's performance
- Provide insights into how the Council can best invest its resources to improve residents' satisfaction with its overall performance.

### Method

- A mixed method approach to data collection, consisting of a postal invitation to an online survey, along with a hard copy survey component was used. The invite was sent to a random selection of 2,500 residents aged 18 years or older across the South Taranaki District. A follow up reminder was sent to all non-respondents two weeks prior to the survey closure date.
- A total of 2,500 invitations were sent to residents. 423 responses were collected between 22 February and 24 March with a response rate of 17%.
- The questionnaire was designed in consultation with the South Taranaki District Council and is structured to provide a comprehensive set of measures relating to core activities, services and infrastructure, and to provide a wider perspective of performance.
- Post data collection, the sample has been weighted so it is exactly representative of key population demographics based on the 2018 Census.
- At an aggregate level, the survey has an expected 95% confidence interval (margin of error) of +/- 4.73%.
- The margins of error associated with subgroups will be larger than this as the results become less precise as the sample size shrinks. Thus, results associated with particularly small sample sizes should be read with caution.
- The responses were given scores on a scale of 1 to 10, which were grouped as follows:

1-2	Very dissatisfied
3-4	Dissatisfied
5-6	Neutral
7-8	Satisfied
9-10	Very satisfied

### Notes

Due to rounding, percentages may add to just over or under (+/- 1%) totals.





## Executive summary

## Key Findings

The beginning of 2023 has been a challenging time for many territorial authorities. For South Taranaki District Council there are points that need to be taken into consideration when viewing the results:

- Data collection was carried out immediately following cyclone Gabrielle, and service provision may have been adversely affected by this event. It is possible to experience lower ratings for services such as roading and communication because of this.
- Ongoing waves of Covid-19 may impact regular services, such as waste collection.

89% of respondents rated *their overall satisfaction* as very satisfied, satisfied or neutral. There exists room for improvement, but the very satisfied /satisfied score of 61% is in line with the 2022 local government sector average.

The vast majority of residents (91%) rated *core service deliverables* (water management, waste management, public facilities, outdoor spaces, roading and other services) as 'Neutral' 'Good' or 'Excellent'.

Perceptions of Council's performance were impacted by *image and reputation*, with the driver model suggesting that 44% of a respondent's overall satisfaction was driven by *image and reputation* factors including *trust and performance of the elected members*.

Verbatim comments point towards a lack of visibility from elected members and a lack of direct involvement in community issues. Engaging more with the community directly will help to address this issue.

*Value for money* also strongly affects *overall performance*. This metric is primarily driven by ratepayers' perceptions on whether they receive value for money given the rates spent. 78% of ratepayers felt satisfied or neutral that this was the case. Amongst those dissatisfied (22%), the verbatim comments show that the quality of roading infrastructure is the main driver of this dissatisfaction, followed by high rates and lack of rural services.

In core service deliverables, respondents were generally satisfied with *facilities provided by the Council, water management* and *waste management* (88%, 91% and 90% respectively). *Council roads* (58%) are a significant area of low satisfaction. Challenges are understandable in this metric with a large proportion of residents living rurally, although numerous comments clearly referred to the state highways.

### **Areas of best performance (% neutral or satisfied and very satisfied)**

1. Satisfaction with the Council's sewerage system (97%)
2. Satisfaction with the facilities and customer service at the public libraries (96%)
3. Satisfaction with the tidiness and maintenance of the cemeteries (97%)
4. Satisfaction with the materials, resources and information at the public libraries (96%)
5. Satisfaction with the maintenance of Hāwera Aquatic Centre (96%)

### **Areas for improvement (% neutral or satisfied and very satisfied)**

1. Perception of the Council roads (58%)
2. Satisfaction with the animal management (73%)
3. Satisfaction with most recent contact with the Council (77%)
4. Satisfaction with the value for money (78%)
5. Satisfaction with the illegal rubbish dumping and litter control services (79%)

## Trends in overall measures and reputation (% neutral, satisfied/very satisfied and total)

### Key Performance Measures

KR Measure	% Neutral	% Satisfied/ Very Satisfied	Total % Red = target not met
Satisfaction with the value for money	25%	52%	78%
Overall satisfaction with South Taranaki District Council	28%	61%	89%

### Core Service Deliverables

KR Measure	% Neutral	% Satisfied/ Very Satisfied	Total % Red = target not met
Overall perception of the core service deliverables	26%	65%	91%
Overall satisfaction with the water management	17%	74%	91%
Overall perception of the waste management	14%	76%	90%
Overall satisfaction with the facilities provided by the Council	19%	78%	97%
Overall perception of the roading and footpaths	34%	37%	71%
Overall perception of the other services provided by the Council (including animal management)	28%	61%	89%

## Democracy and Leadership

KR Measure	STDC Level of Service	STDC Performance Measure	% Neutral	% Satisfied/ Very Satisfied	Total % Red = target not met
Satisfied with the Council's consultation with the community	We make well informed decisions that support the current and future needs of the community.	% of residents who agree decisions made by Council represent the best interests of the District.	33%	48%	81%
Satisfaction with involving public in decision making	We engage with our community and provide opportunities to participate in decision-making.	% of residents who are satisfied or neutral with their opportunity to participate in Council decision-making processes.	34%	47%	80%
Know where to access Council information	We keep residents informed of Council activities through a variety of media.	% of residents who know where to access Council information when they want it (website, newspaper, Libraries, Customer Services).	-	-	Not surveyed

## Three Waters

KR Measure	STDC Level of Service	STDC Performance Measure	% Neutral	% Satisfied/ Very Satisfied	Total % Red = target not met
Satisfaction with the Council's stormwater collection	Residents are satisfied with the Stormwater system.	% of residents satisfied with the stormwater system.	11%	74%	85%
Satisfaction with the Council's sewerage system	Residents are satisfied with Wastewater services overall.	% of consumers satisfied with the Wastewater services overall.	9%	88%	97%
Satisfaction with the water supply	Consumers are satisfied with the Water Supply service.	% of consumers are satisfied with the Water Supply overall.	13%	74%	88%



## Solid Waste

KR Measure	STDC Level of Service	STDC Performance Measure	% Neutral	% Satisfied/ Very Satisfied	Total % Red = target not met
Satisfaction with the refuse bin collection service	A reliable weekly kerbside recycling and rubbish collection service is provided.	% of customers satisfied with the Solid Waste collection service.	11%	78%	89%
Satisfaction with the Council's recycling services			11%	77%	88%
Satisfaction with the illegal rubbish dumping and litter control services provided by the Council	We actively deal with litter complaints.	Residents (%) who are satisfied with litter control.	21%	58%	79%

## Roading and Footpaths

KR Measure	STDC Level of Service	STDC Performance Measure	% Neutral	% Satisfied/ Very Satisfied	Total % Red = target not met
Satisfaction with the condition of Council roads	Council provides roads that are safe and comfortable to drive on.	% of road users satisfied with the condition of Council roads	27%	32%	58%
Satisfaction with the availability and maintenance of footpaths	Footpaths are maintained in good condition and are fit for purpose.	-	23%	57%	80%



## Community Facilities

KR Measure	STDC Level of Service	STDC Performance Measure	% Neutral	% Satisfied/ Very Satisfied	Total % Red = target not met
Satisfaction with the playgrounds	Parks and public spaces are tidy and well maintained.	% of customers satisfied that the provided playgrounds meet the needs of users.	16%	79%	95%
Satisfaction with the maintenance of parks and public spaces		% of customers satisfied with the level of maintenance in Council parks, reserves and public spaces.	14%	79%	92%
Satisfaction with the cleanliness and maintenance of recreation centres	Recreation Centres are well maintained and serviced.	% of customers satisfied with the maintenance and cleanliness of recreation centres.	16%	75%	91%
Satisfaction with the rural pools' environments	Rural Pools are attractive and well maintained environments.	% of customers satisfied with pool environments. Average across all Rural Pools	16%	72%	84%
Satisfaction with the maintenance of Hāwera Aquatic Centre	The Hāwera Aquatic Centre is a well maintained environment.	% of users satisfied with the venue being well maintained.	14%	82%	96%
Services at the Hāwera Aquatic Centre	Customers are satisfied with services.	% of users satisfied with services at Hāwera Aquatic Centre.	-	-	Not surveyed
Satisfaction with the public toilets	Toilets are clean and well maintained.	% of residents satisfied with cleanliness and maintenance of Public Toilets.	25%	57%	82%
Satisfaction with the tidiness and maintenance of the cemeteries	Cemeteries are tidy and well maintained.	% of customers satisfied with the tidiness and level of maintenance at Cemeteries.	13%	84%	97%

## Arts and Culture

KR Measure	STDC Level of Service	STDC Performance Measure	% Neutral	% Satisfied/ Very Satisfied	Total % Red = target not met
Satisfaction with the facilities and customer service at the public libraries	LibraryPlus facilities are well resourced and have friendly, helpful staff.	% of customers satisfied with facilities and customer service.	8%	88%	96%
Satisfaction with the materials, resources and information at the public libraries	LibraryPlus materials and resources are relevant to current information and leisure needs of the community	% of customers satisfied with materials, resources and information provided.	11%	85%	96%

## Regulatory Services

KR Measure	STDC Level of Service	STDC Performance Measure	% Neutral	% Satisfied/ Very Satisfied	Total % Red = target not met
Satisfaction with the animal management	Residents are satisfied with the Animal Control service.	% of residents satisfied with the Animal Control service.	24%	50%	73%
Overall perception of the consent services	-	-	17%	67%	84%
Satisfaction with the building consent process	-	-	13%	66%	80%
Satisfaction with the resource consent process	-	-	10%	66%	76%

## Image and Reputation

KR Measure	% Neutral	% Satisfied/ Very Satisfied	Total % Red = target not met
Perception of the faith and trust residents have in the Council	27%	58%	85%
Perception of the financial management	27%	57%	84%
Consider that the Council is well-prepared for the future	28%	53%	82%
Perception of the performance of the elected members	33%	58%	91%
Overall satisfaction with South Taranaki District Council	28%	61%	89%
Perception of the Council's leadership	28%	60%	88%

## Other Measures

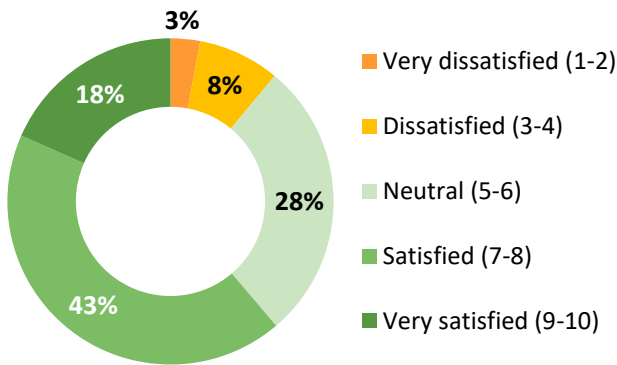
Measure	% Neutral	% Satisfied/ Very Satisfied	Total % Red = target not met
Confident that the District is going in the right direction	31%	61%	92%
Satisfaction with the recent contact with the Council	11%	66%	77%
Think that information provided by the Council is clear and easy to understand	28%	59%	87%



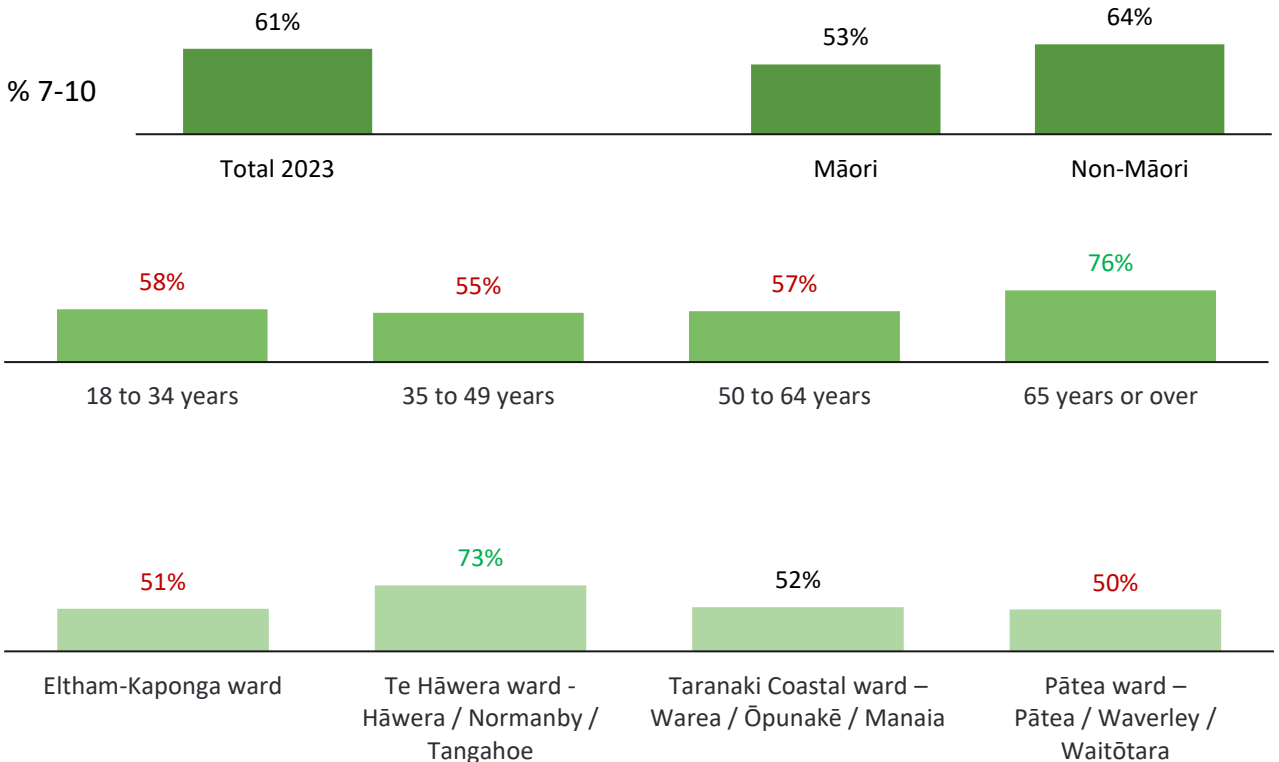
## Key performance measures



# Overall satisfaction with South Taranaki District Council



- Nearly nine in ten respondents (89%) were neutral or satisfied with the South Taranaki District Council overall.
- The most common reason for dissatisfaction with the Council was a lack of communication, feedback and transparency.
- 11% were dissatisfied with the Council overall.



- Those who identify as Māori are slightly less likely to be satisfied with South Taranaki District Council.
- Residents aged over 65 years are considerably more likely to be satisfied with Council performance than other age groups.
- While over seven in ten (73%) of those residing in the Te Hāwera ward were satisfied with the Council, just around half of the respondents from the other wards were satisfied.

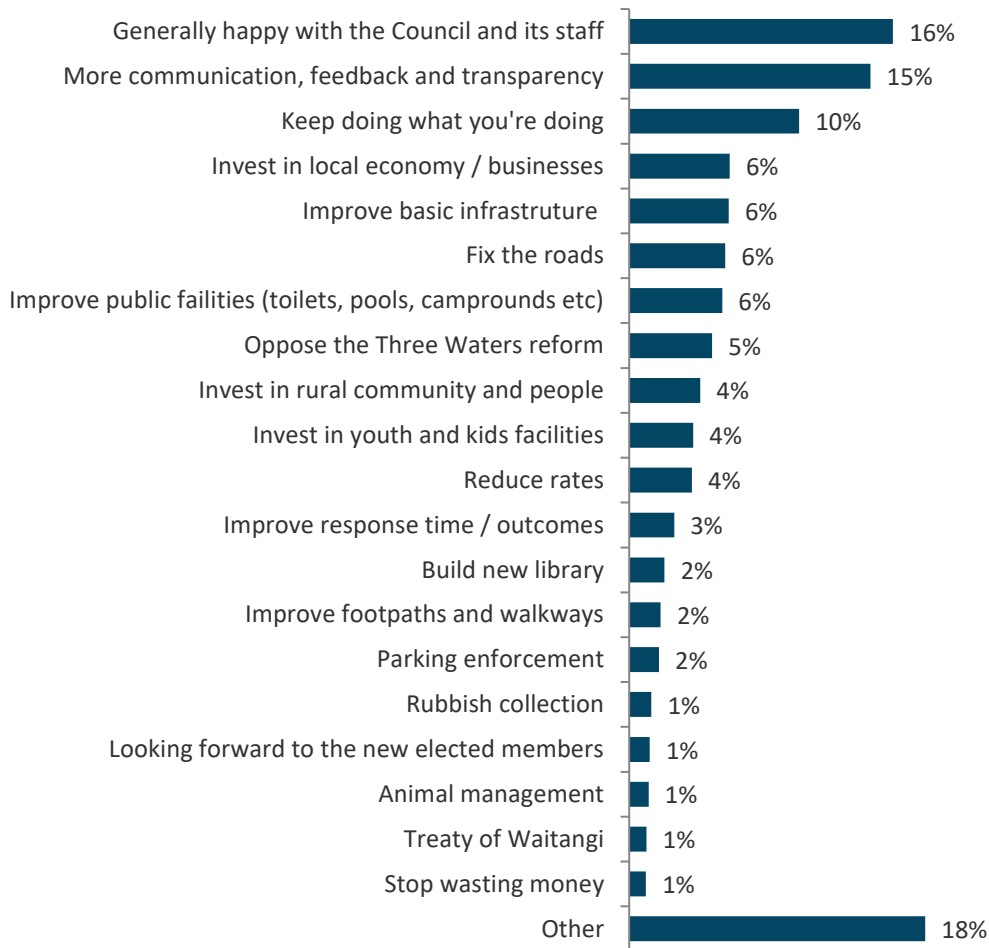
NOTES:

1. Sample: 2023 n=423; Excludes don't know responses.
2. Q58. When you think about Council overall, their image and reputation, the services and facilities they provide and the rates and fees that you pay, overall, how satisfied are you with South Taranaki District Council? n=354

Between demographics

Significantly higher  
Significantly lower

## General Comments



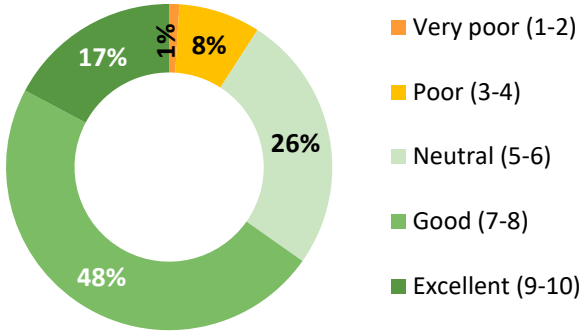
- *Keep making a positive difference while leaving nobody behind.*
- *Mostly satisfied with Council.*
- *On the whole, we're happy but I think actually meeting with people who live in the town and hearing about what's going on and what's needed will be a great idea.*

- *There's not much to keep young single people in the district.*
- *Do something about the things that are reported to you.*
- *Need to look after rural areas better.*

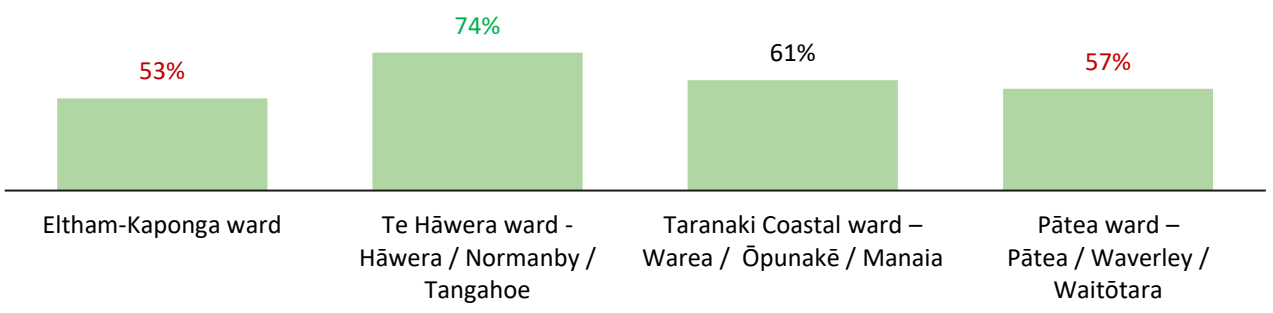
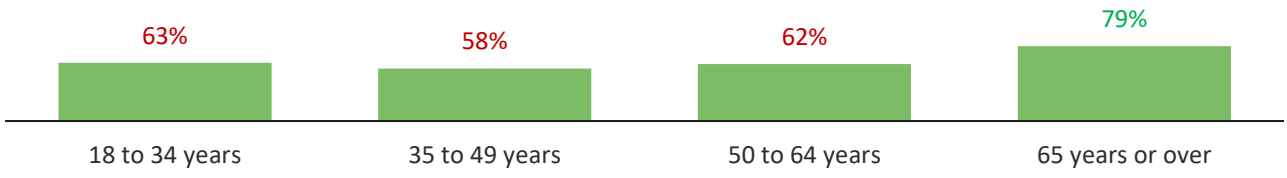
### NOTES:

1. Sample: 2023 n=423; Excludes don't know responses.
2. Q63. Are there any comments or feedback that you would like to make? n=78

## Core service deliverables



- The vast majority of residents (91%) rated *core service deliverables* (water management, waste management, public facilities, outdoor spaces, roading and other services) as 'Neutral' 'Good' or 'Excellent'.



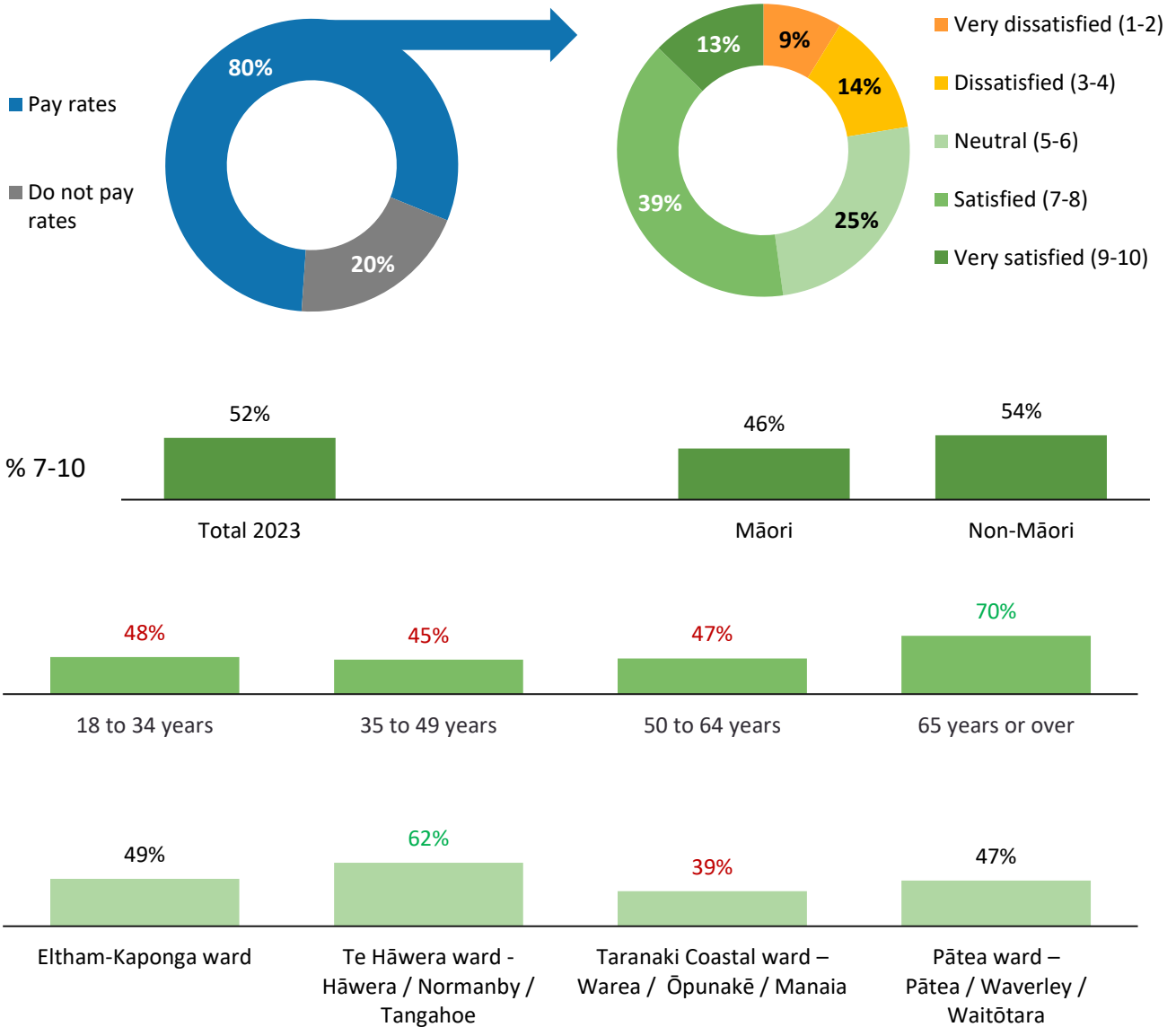
- Based on overall measures and comments provided by respondents, *waste management* was the core service area rated the highest by residents (90% neutral or satisfied) while just 37% rated *roading and footpaths* as 'Good' or 'Excellent'.
- Those aged over 65 years and those residing in the Te Hāwera ward were more likely to rate *core service deliverables* highly when compared with other age groups and wards.

NOTES:

- Sample: 2023 n=423; Excludes don't know responses.
- Q45. Now, thinking about ALL THE SERVICES of the South Taranaki District Council taking into account facilities, water, outdoor spaces, roading, waste management and other services, how would you rate South Taranaki District Council for its OVERALL CORE SERVICE DELIVERABLES? n=389

Between demographics  
Significantly higher  
Significantly lower

# Value for money



- The majority of respondents state that they themselves, or a member of their household, are paying rates within the South Taranaki District.
- Quality of roading infrastructure and a lack of services in rural areas are the main reasons for dissatisfaction based on the comments provided by respondents.
- 78% of ratepayers were satisfied or neutral with the value for money they get for the rates they pay. Of those, 52% felt satisfied or very satisfied.
- Ratepayers in the Taranaki Coastal ward are less likely to be satisfied with the value for money they get for the rates they pay, when compared to ratepayers from other wards.

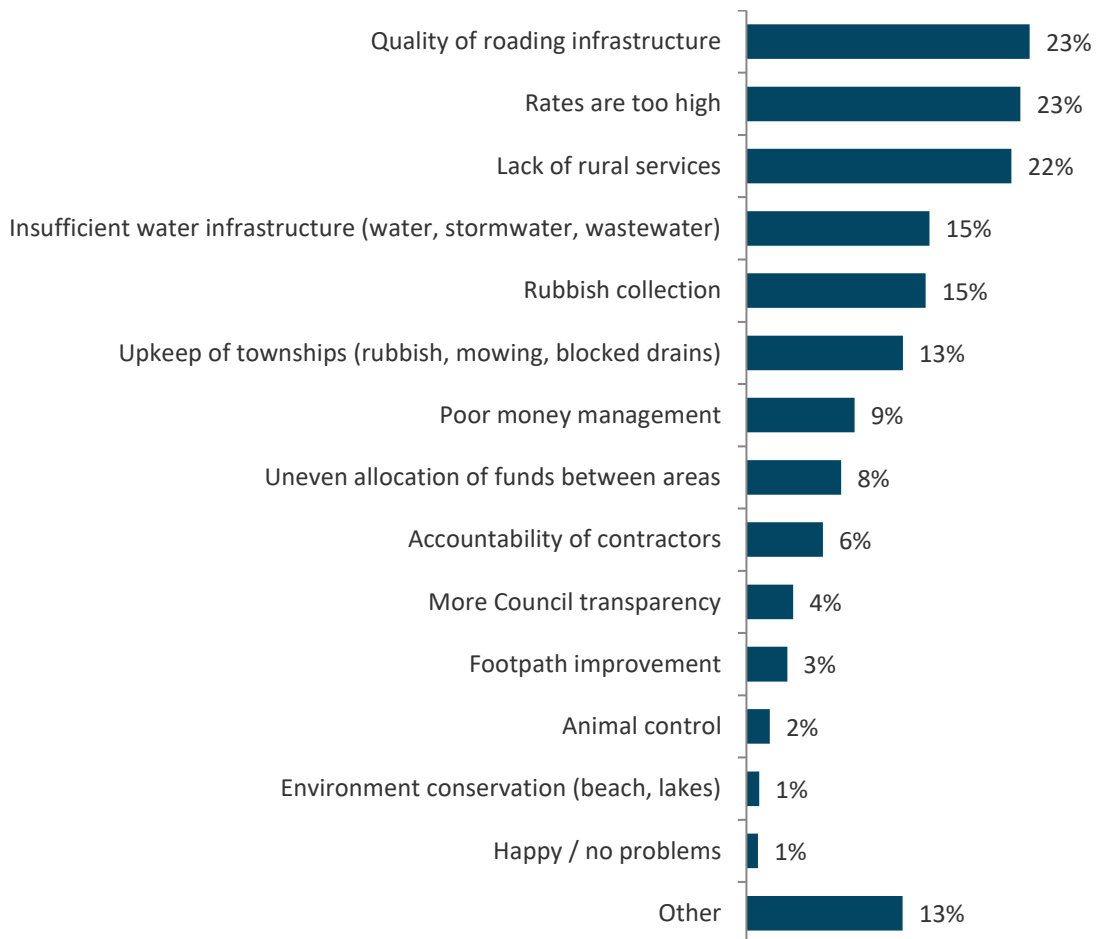
NOTES:

1. Sample: 2023 n=423; Excludes don't know responses.
2. Q46. Do you, or a member of your household, pay rates on a property in the South Taranaki District Council area? n=423
3. Q47. Now, thinking about everything South Taranaki District Council has done over the last 12 months and what you have experienced of its services and facilities. How satisfied are you with how rates are spent on services and facilities provided by Council, and the value for money you get for your rates? n=302

Between demographics  
*Significantly higher*  
*Significantly lower*



## Reasons for dissatisfaction with value for money



- *We haven't had any problems and are happy with the services we receive.*
- *I think the Council does a reasonable job in this day and age with the high prices of materials and labour.*
- *Overall, the Council does a good job and know they can't satisfy all.*

- *Roads in our area have been shocking this year. Potholes costing hundreds in repair and inconvenience.*
- *We get very little for our rates in the rural areas – bad roads and eye sores in the main street of our town (full of weeds, dangerous, and have been crashed into so many times, so they are falling to pieces).*
- *Being rural, we don't use many of the services, they are not applicable to us. So, I feel the rates are high per what I get.*

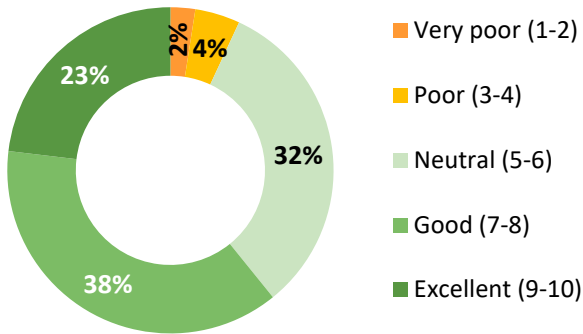
### NOTES:

1. Sample: 2023 n=423; Excludes don't know responses.
2. Q47A. Relating to value for money, if you rated your satisfaction 1 to 5 out of 10, can you please tell us why? n=88

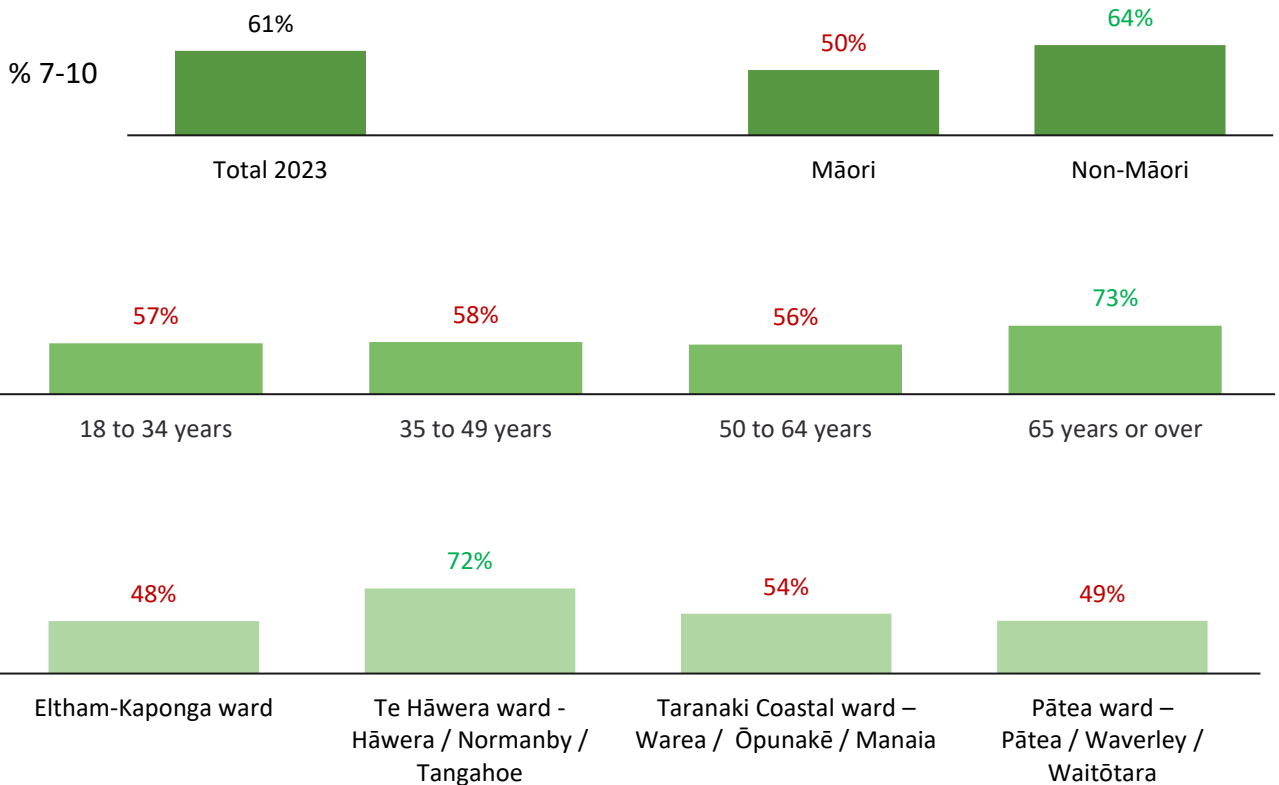


## Image and reputation

## Overall image and reputation



- Over nine in ten (93%) respondents have rated the Council's *overall image and reputation* as 'Neutral', 'Good' or 'Excellent'.
- Based on verbatim comments, residents would like to see Council more focused on community issues and be more involved in what's happening in the District.



- Those aged over 65 years and those residing in the Te Hāwera ward were more likely to rate *image and reputation* high when compared with other ages and wards.
- Those from the Eltham-Kaponga and Pātea wards have the lowest perception of *overall image and reputation* with 48% and 49% respectively.

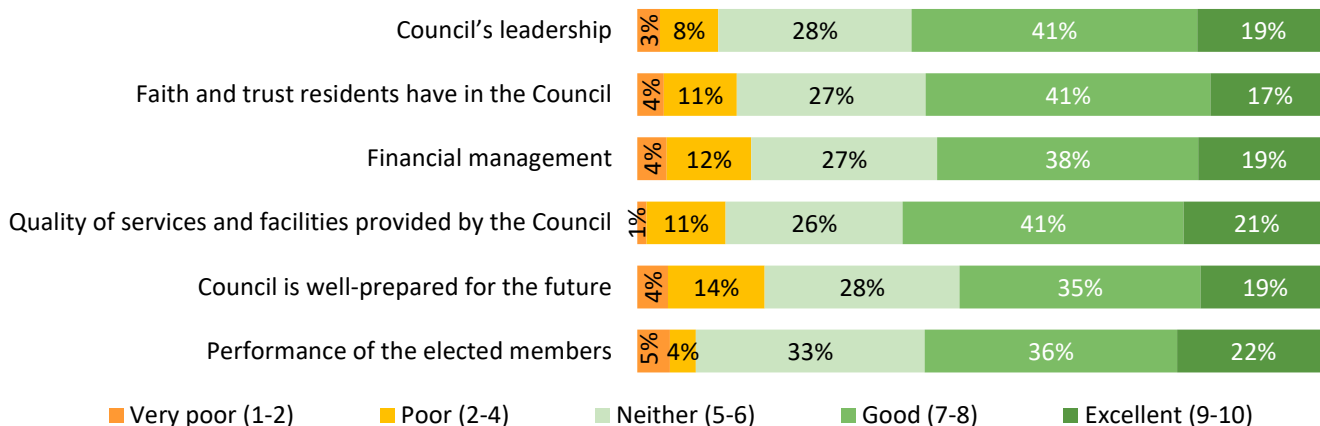
### NOTES:

1. Sample: 2023 n=423; Excludes don't know responses.
2. Q57. So, everything considered, leadership, trust, financial management, quality of services provided, and preparing for the future, how would you rate South Taranaki District Council for its overall reputation? n=331

### Between demographics

Significantly higher  
Significantly lower

## Other measures related to image and reputation



- Performance of elected members (91%), quality of the service and facilities provided by the Council (88%) and Council's leadership (88%) are the top performing attributes when it comes to image and reputation.

	% 7-10	2023	Māori	Non-Māori
Council's leadership		60%	57%	61%
Faith and trust residents have in the Council		58%	53%	60%
Financial management		57%	50%	59%
Quality of services and facilities provided by the Council		62%	53%	64%
Council is well-prepared for the future		53%	47%	56%
Performance of the elected members		58%	46%	62%

	% 7-10	Eltham-Kaponga ward	Te Hāwera ward	Taranaki-Coastal ward	Pātea ward
Council's leadership		61%	71%	57%	35%
Faith and trust residents have in the Council		59%	68%	53%	37%
Financial management		58%	67%	49%	40%
Quality of services and facilities provided by the Council		57%	74%	54%	42%
Council is well-prepared for the future		43%	62%	49%	41%
Performance of the elected members		61%	63%	59%	42%

NOTES:

1. Sample: 2023 n=423; Excludes don't know responses.
2. Q57. So, everything considered, leadership, trust, financial management, quality of services provided, and preparing for the future, how would you rate South Taranaki District Council for its overall reputation? n=331
3. Q51. How would you rate the Council for its leadership? n=341
4. Q52. How would you rate Council in terms of the faith and trust you have in them? n=348
5. Q53. How would you rate Council overall for its financial management? n=301
6. Q54. How would you rate the Council for the quality of the services and facilities they provide the South Taranaki District? n=369
7. Q55. How would you rate Council for being prepared for the future? n=300
8. Q56. Taking all aspects into account, how would you rate the performance of the Elected Members? n=272

Between demographics  
*Significantly higher*  
*Significantly lower*



## Reasons for low reputation ratings



- *Be honest, be upfront, don't build up hopes, just say if you can or can't do, give choices not opportunities.*
- *The community doesn't seem to be working together around how to make the District inviting for others.*
- *The STDC needs to have a lot of forward thinking. The area it covers is prone to disasters in the future. So look after the smaller areas and become environmentally aware.*

### NOTES:

1. Sample: 2023 n=423; Excludes don't know responses.
2. Q57A. If you rated South Taranaki District Council's reputation 1 to 5 out of 10, can you please tell us why you gave that rating? n=36



## Priorities and opportunities

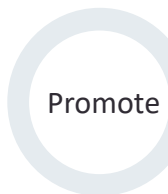
## Opportunities and priorities. Overall measures



### Priorities

Two main priorities have been identified as the primary areas to focus on in order to shift residents' overall perception of the Council:

- ✓ **Performance of the elected members.** Some of the comments left by the respondents point toward a lack of visibility from the elected members, and a lack of direct involvement in community issues. Engaging more with the community directly will help to address this issue.
- ✓ **Faith and trust.** Some of the respondents stated in their comments that they can't trust Council as there is not enough transparency and engagement. Other respondents were disappointed in the lack of communication and follow-up on some issues from Council.



### Promote

Areas, including *waste management*, *water management* and *public facilities* are rated relatively high by residents. Measures that have high satisfaction and low impact are usually overlooked and taken for granted by residents. Council's promotion of these would naturally shift residents' attention to a more positive perception.



### Monitor

Even though the perception of these areas are relatively low, improvements would not have a large impact on the *overall satisfaction with Council*. These still need to be monitored as resident's priorities may change over time.



### Maintain

*Quality of services and facilities* and *consent services* have high performance and high impact. These should be maintained.

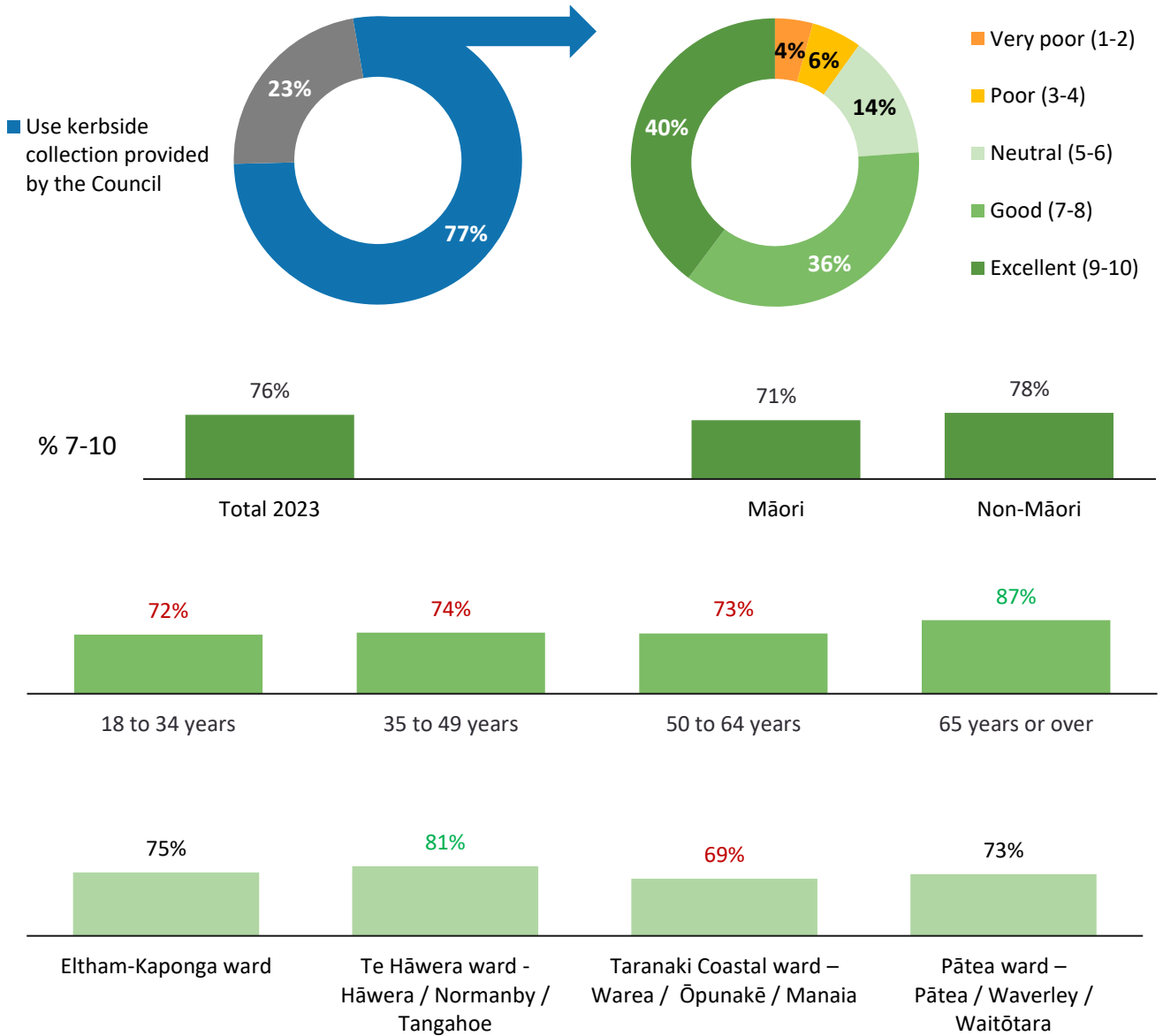




## Solid waste management



# Overall solid waste management



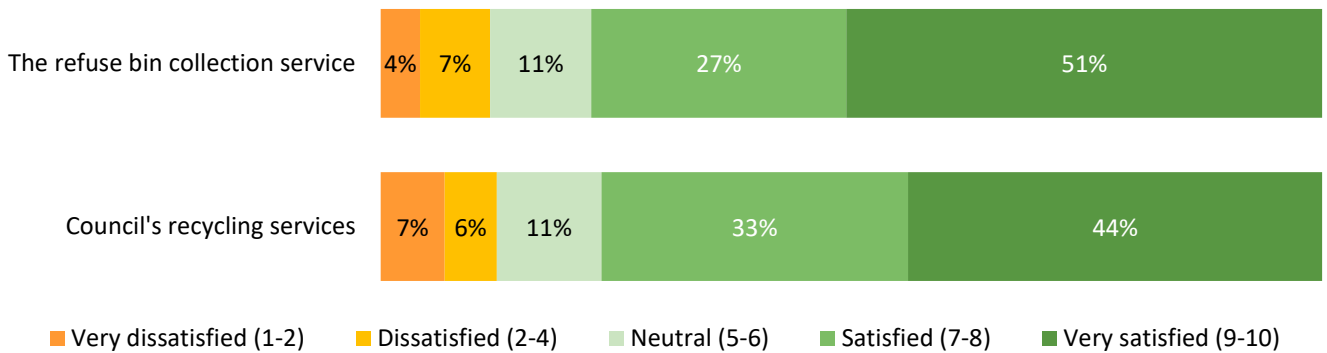
- 77% of respondents use Council-provided kerbside collection in the area where they live. Among these respondents, 90% are satisfied with or felt neutral about the Council’s solid waste management.
- Residents in the Taranaki Coastal ward have significantly lower satisfaction when compared with residents living in other wards.

NOTES:

1. Sample: 2023 n=423; Excludes don't know responses.
2. Q39. Where you live, is there a kerbside collection service provided by Council? n=423
3. Q41. Thinking about the WASTE MANAGEMENT of the South Taranaki District Council, taking into account refuse bag collection, recycling services and litter bins, how would you rate South Taranaki District Council for its overall WASTE MANAGEMENT? n=358

**Between demographics**  
*Significantly higher*  
*Significantly lower*

## Other measures related to solid waste management



% 7-10	2023	Māori	All Other
The refuse bin collection service	78%	65%	82%
Council's recycling services	77%	69%	79%

% 7-10	Eltham-Kaponga ward	Te Hāwera ward	Taranaki-Coastal ward	Pātea ward
The refuse bin collection service	71%	80%	80%	74%
Council's recycling services	74%	83%	71%	69%

- Close to nine in ten respondents are satisfied or felt neutral about *Council's refuse bin collection service* (88%) and *Council's recycling services* (88%).
- Comments from residents point towards several opportunities for Council to improve their services related to *waste management*:
  - ✓ Improving residents' experience at the refuse station in Ōpunakē (ensuring the bins are not overflowing and residents are kept informed about the opening hours)
  - ✓ Keeping residents informed about any delays with the scheduled kerbside collection

NOTES:  
 1. Sample: 2023 n=423; Excludes don't know responses.  
 2. Q40. How satisfied are you with the following services or facilities? n=353

Between demographics  
*Significantly higher*  
*Significantly lower*

## Reasons for low dissatisfaction with waste management

- *We have to ring regularly as they are not picked up. If the bins fall over in bad weather, rubbish isn't picked up as I am not home to pick it up myself.*
- *We are not happy sometimes as the drivers who collect the rubbish bins are so careless.*
- *Rural access to recycling can be prohibitive - we have to separate and store then drop off our recycling at the Eltham refuse centre, which half the time has overflowing bins outside.*
- *Need a free green waste bin.*
- *Ōpunakē's recycling depot is always overflowing, we are unable to drop our rubbish off, it's too small for the area it covers, so we have opted to use a skip bin by a private company.*
- *Poor opening hours of Ōpunakē transfer station.*
- *I would like a weekly collection. We are 5 km from Waverley. The recycling depot is a mess, often overloaded. The recycling is shocking, we get told the truck is broken down more often than not.*

### NOTES:

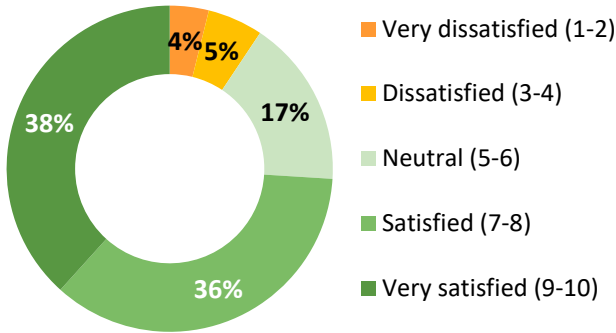
1. Sample: 2023 n=423; Excludes don't know responses.
2. Q40A. Relating to Council's waste management services, if you rated them 1 or 2 out of 10, can you please tell us why? n=24



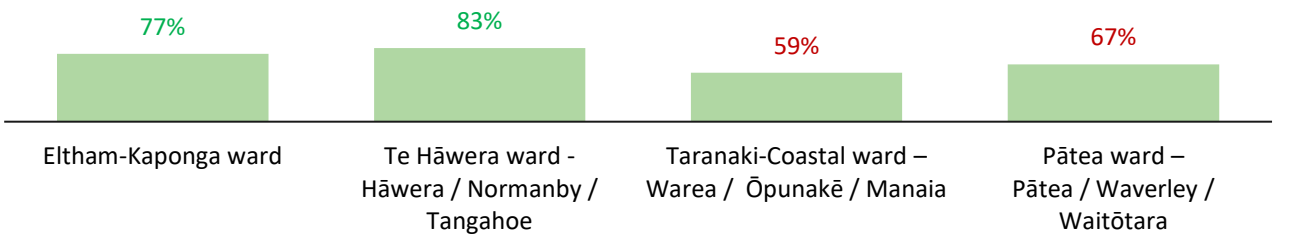
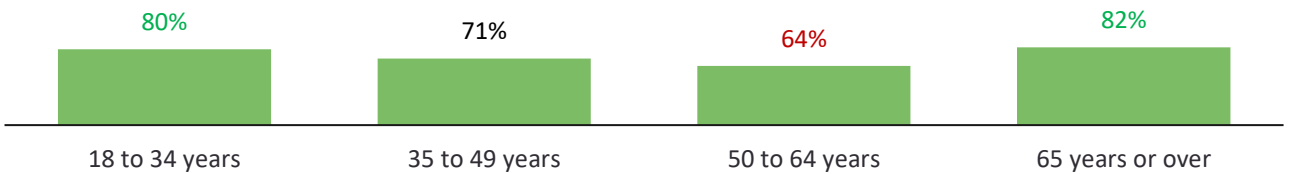


## Water management

# Overall water management



- Just over nine in ten (91%) respondents are neutral or satisfied with the *overall water management* provided by the Council.
- *Water management* is the third highest-rated area of Council performance after *facilities* and *waste management*.



- Residents in both the Eltham-Kaponga and Te Hāwera wards are considerably more satisfied with the water management when compared to other wards.
- Younger residents (those aged between 18 and 34 years) and those over 65 years are significantly more satisfied with the water management than those aged between 35 and 64 years.

NOTES:

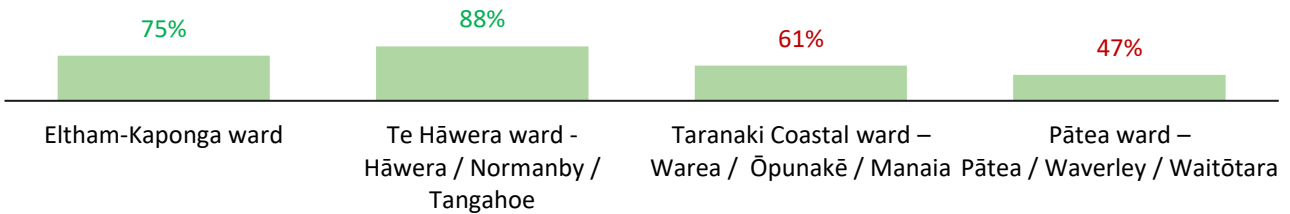
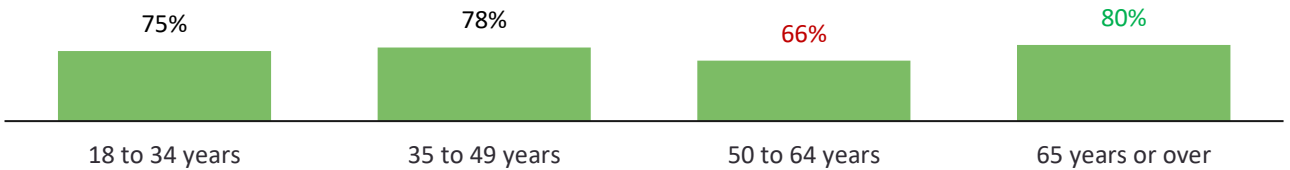
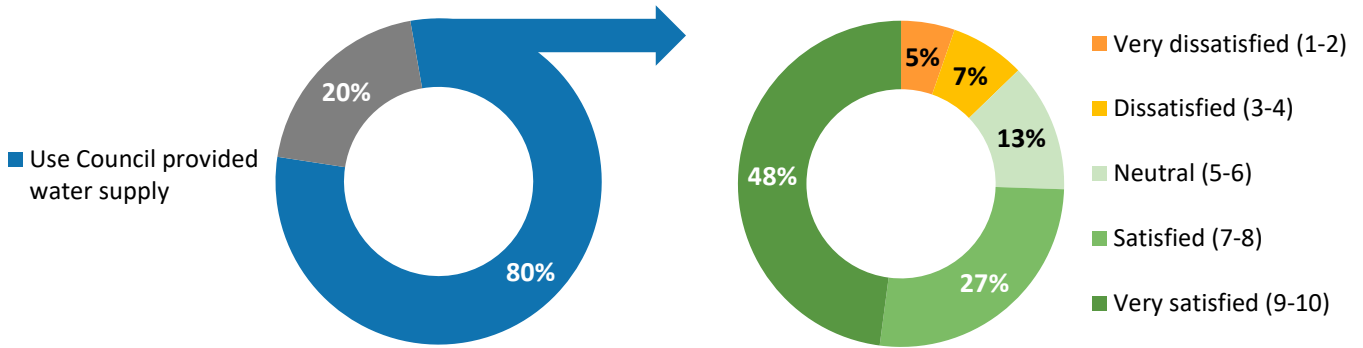
1. Sample: 2023 n=423; Excludes don't know responses.
2. Q32. And overall, when you think about the supply of water, stormwater collection and the sewerage system, how would you rate your satisfaction with Council overall for its management of water in the district? n=335

Between demographics

Significantly higher  
Significantly lower



# Water supply



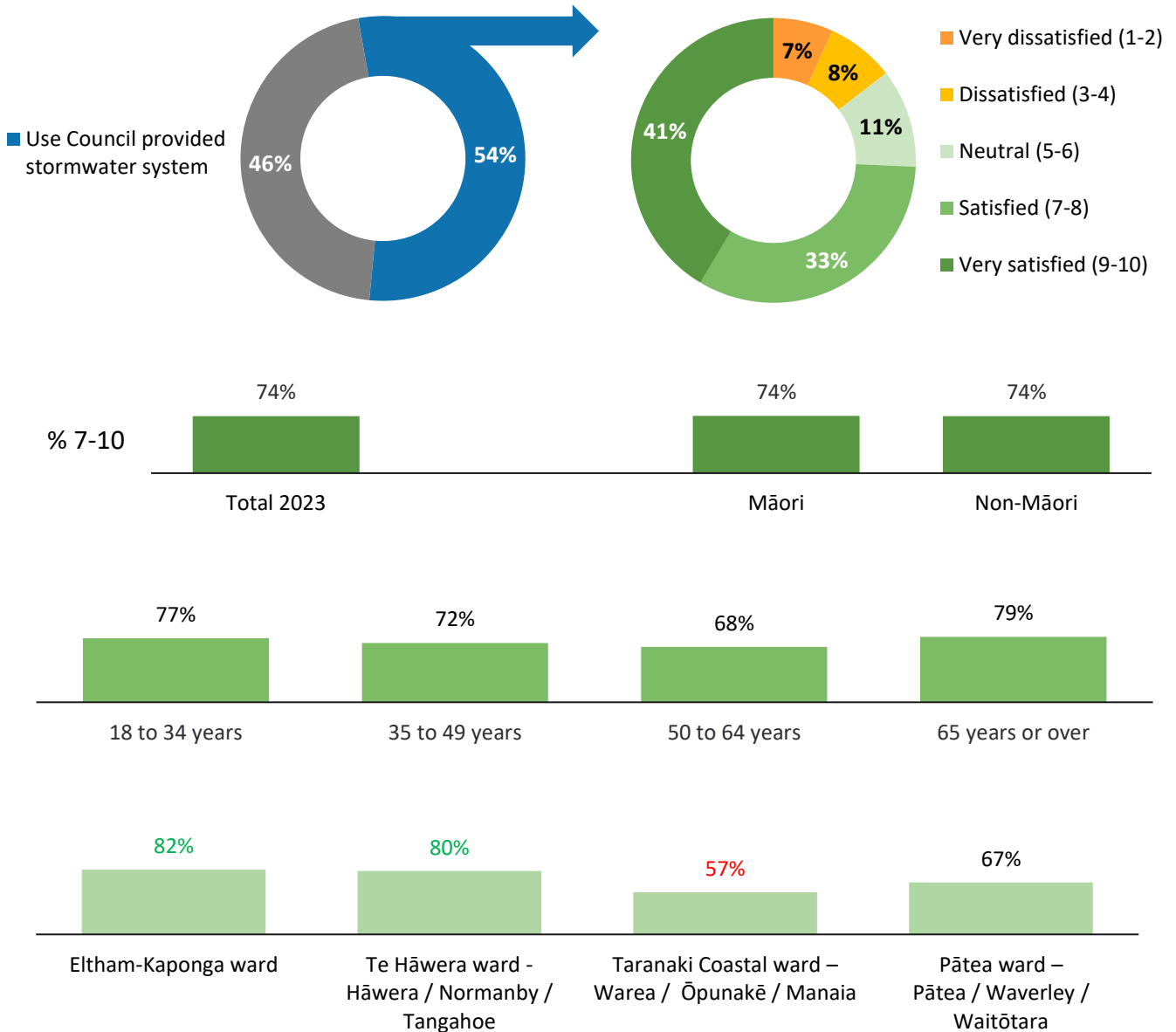
- Among those who use the Council water supply, nearly nine in ten residents (87%) are satisfied or felt neutral about this service.
- Residents from the Eltham-Kaponga and Te Hāwera wards are more likely to be satisfied with the water supply compared with residents living in other wards.
- Some of the most common issues mentioned by those dissatisfied with the water supply include water colour, odour and taste, particularly following rainfall.

NOTES:

1. Sample: 2023 n=423; Excludes don't know responses.
2. Q29. Where you live, does the Council provide water supply to your house? n=407
3. Q29A. How satisfied are you with Council's water supply to your house? n=330
4. Q29B - Relating to Council's water supply to your house, if you rated the service 1 or 2 out of 10, can you please tell us why? (Please provide as much detail as possible regarding the taste, colour or odour of the water where applicable.) n=16

Between demographics  
Significantly higher  
Significantly lower

## Stormwater system



- Over half of respondents (54%) are using the stormwater system provided by the Council.
- 85% are satisfied or neutral about the stormwater system.
- Dissatisfaction comes from a lack of maintenance of the drains, which includes keeping them clean from fallen leaves and branches.

NOTES:

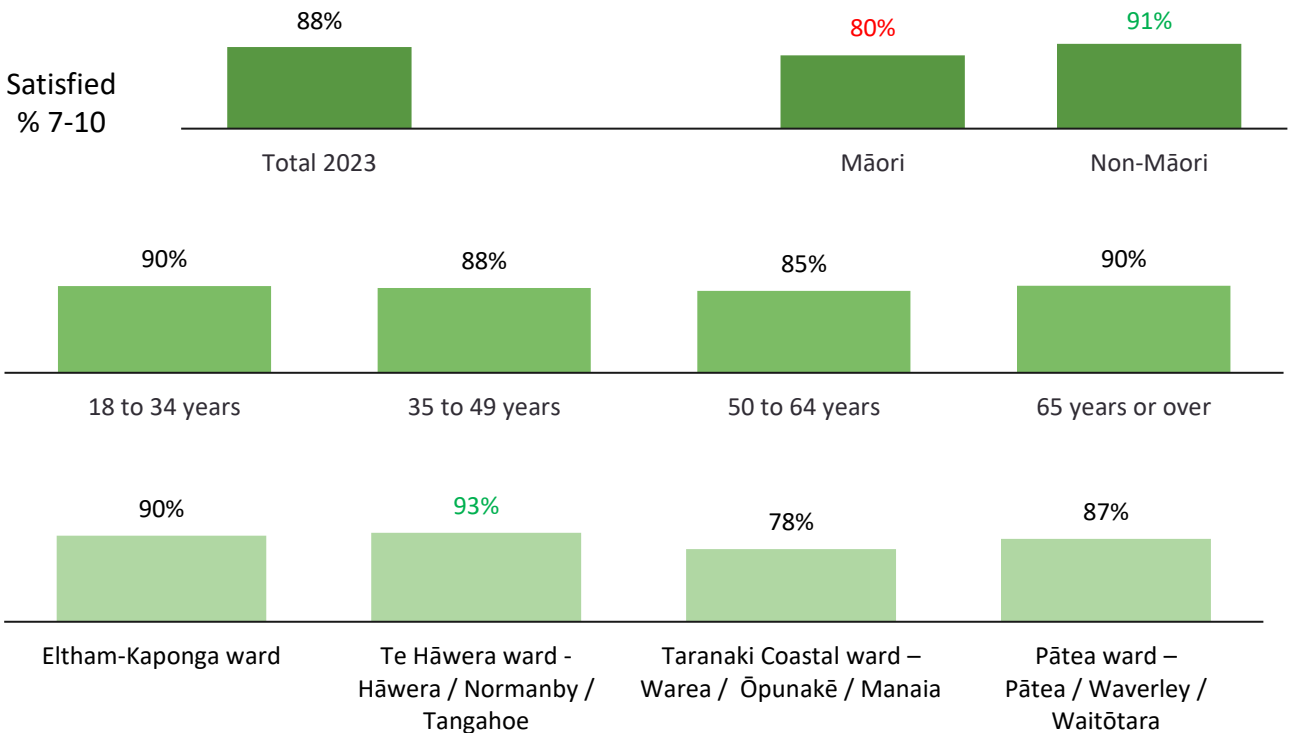
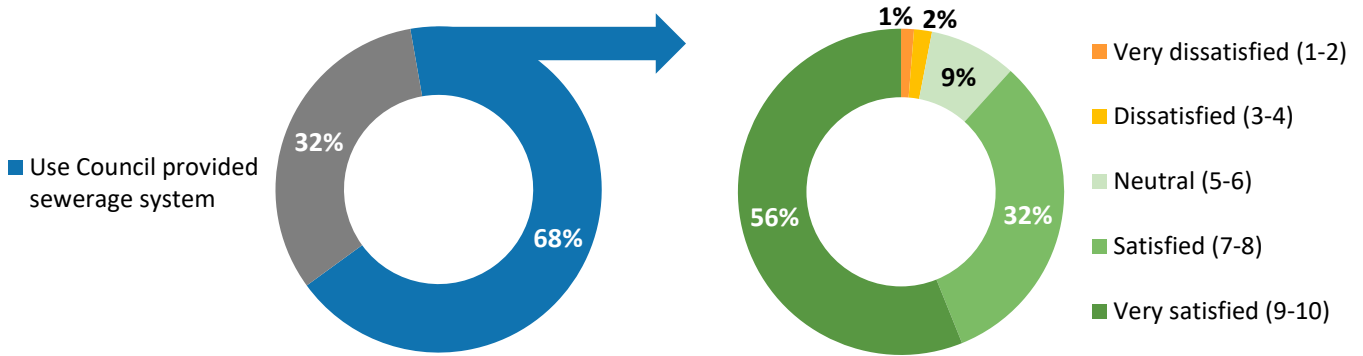
1. Sample: 2023 n=423; Excludes don't know responses.
2. Q30. Where you live, does the Council provide stormwater collection? n=319
3. Q30A. How satisfied are you with Council's stormwater collection? n=172
4. Q30B - Relating to Council's stormwater collection, if you rated the service 1 or 2 out of 10, can you please tell us why? (Please provide as much detail as possible.) n=11

Between demographics

Significantly higher

Significantly lower

## Sewerage system



- 68% use the Council provided sewerage system in their area.
- Among those, almost all (97% ) respondents are satisfied or neutral in their perceptions of the sewerage system.

NOTES:

1. Sample: 2023 n=423; Excludes don't know responses.
2. Q31. Where you live, does the Council provide the sewerage system? n=381
3. Q31A. How satisfied are you with Council's sewerage system? n=253
4. Q31B - Relating to Council's sewerage system, if you rated the service 1 or 2 out of 10, can you please tell us why? (Please provide as much detail as possible, including where the problem occurred e.g., road name where applicable.) n=3

Between demographics

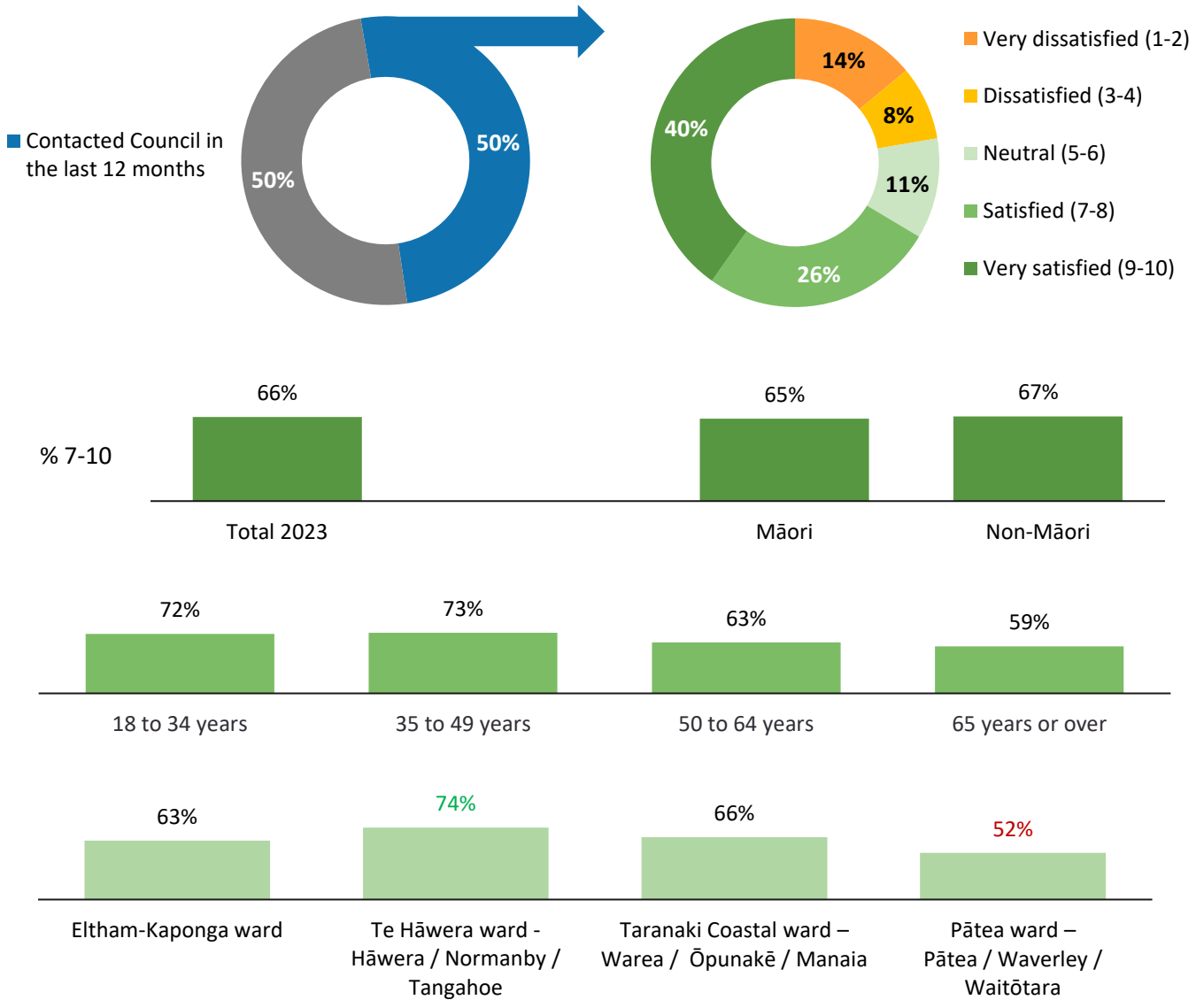
Significantly higher  
Significantly lower



## Contact with Council



## Contact with Council



- Half of the respondents had contacted Council in the past 12 months.
- Most common reasons for contacting Council offices include:
  - ✓ Animal / monitoring / licensing (19%)
  - ✓ Rubbish / wheelie bins (15%)
  - ✓ Water supply - minor break / leak (12%)

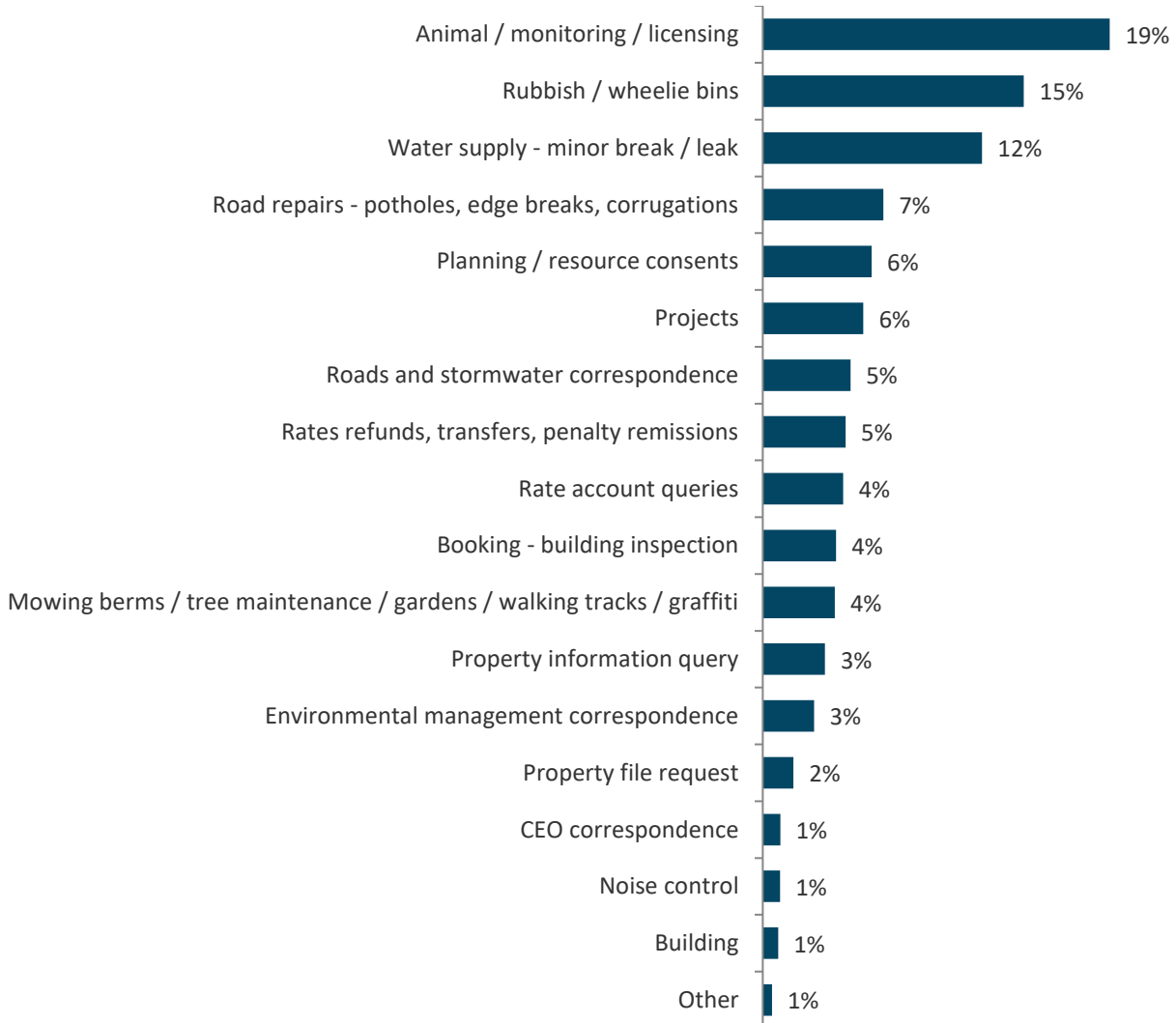
### NOTES:

1. Sample: 2023 n=423; Excludes don't know responses.
2. Q6. During the last 12 months, have you contacted the Council offices? n=423
3. Q8. How would you rate your satisfaction with your most recent contact with the Council? n=203

### Between demographics

Significantly higher  
Significantly lower

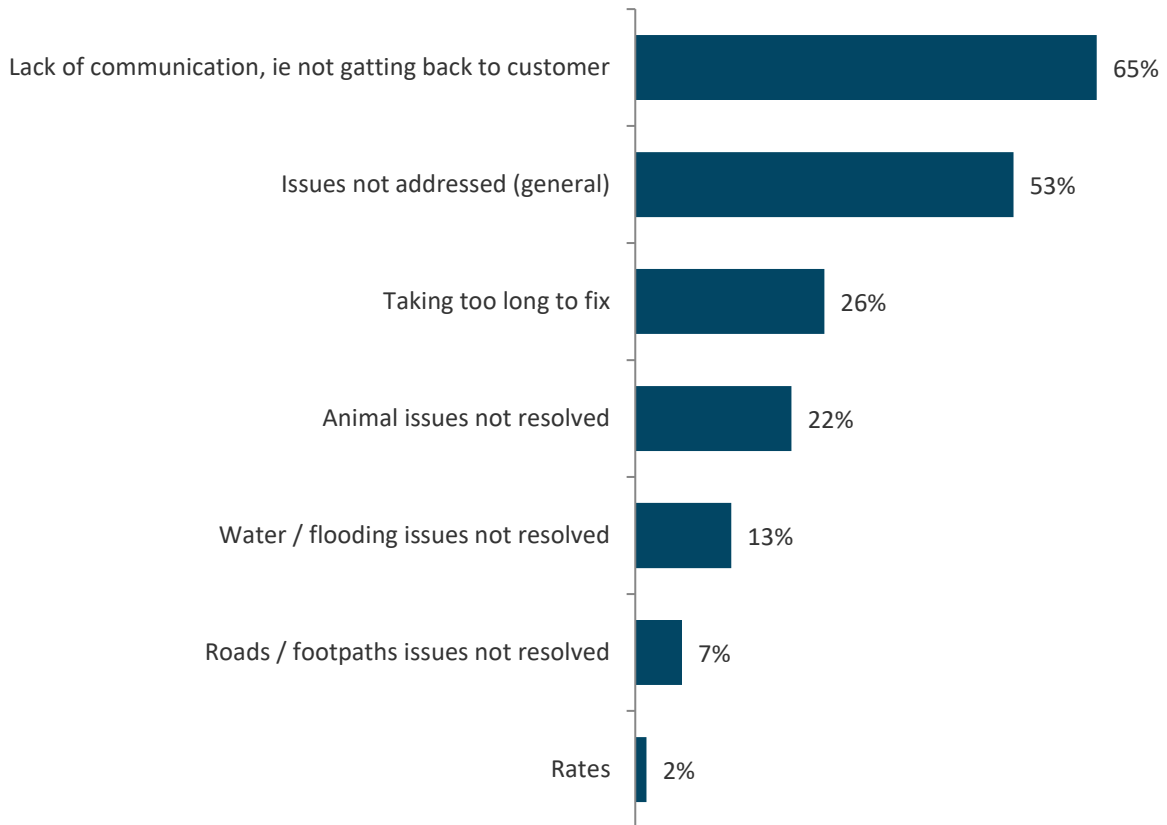
## Main reasons for contacting the Council



NOTES:

1. Sample: 2023 n=423; Excludes don't know responses.
2. Q7. Thinking about your most recent contact with Council, what did it relate to? n=208

## Reasons for dissatisfaction with their recent interaction



- *Despite my complaint they did not do anything about it, even though it was about the mess and hanging tree branches over the road I live on that could fall at any moment and injure someone.*
- *No real follow up. They didn't go out of their way to help provide a satisfactory outcome. Remains unresolved.*
- *The Council sent me a postcard saying that the health and safety job I requested to have done at a local grass playing area was completed. It was not.*
- *Contacted STDC regarding the brown water coming out of our taps, was advised a meeting was being held the next day to rectify the issue, was told a follow up phone call would be carried out to advise when the water was drinkable again, and this was after I had spoken to 3 different people from the Council the night before. No one phoned. No one ever calls back to follow up any complaints!*

### NOTES:

1. Sample: 2023 n=423; Excludes don't know responses.
2. Q9. Relating to your most recent interaction with Council, if you rated them 1 to 5 out of 10 in question 8, can you please tell us why? n=49

What do you love about - the District,  
your town, your community?

use nit community

VIEW of the  
mountian

(the parks team)

Handsome Parks staff!!!

Wagner Lawrie

It has a great  
feel! People  
places

Beautiful Parks

close to the  
beach

part of the

PH mountain

SJS

form

Vegetation  
for food,  
is beautiful

More cycleways - 477

Friends & Family

New P  
Walk

PATEA!

School

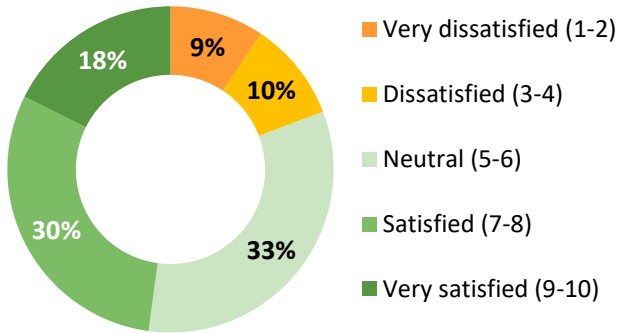
Principal  
Staff  
slutely Amazing  
Students!



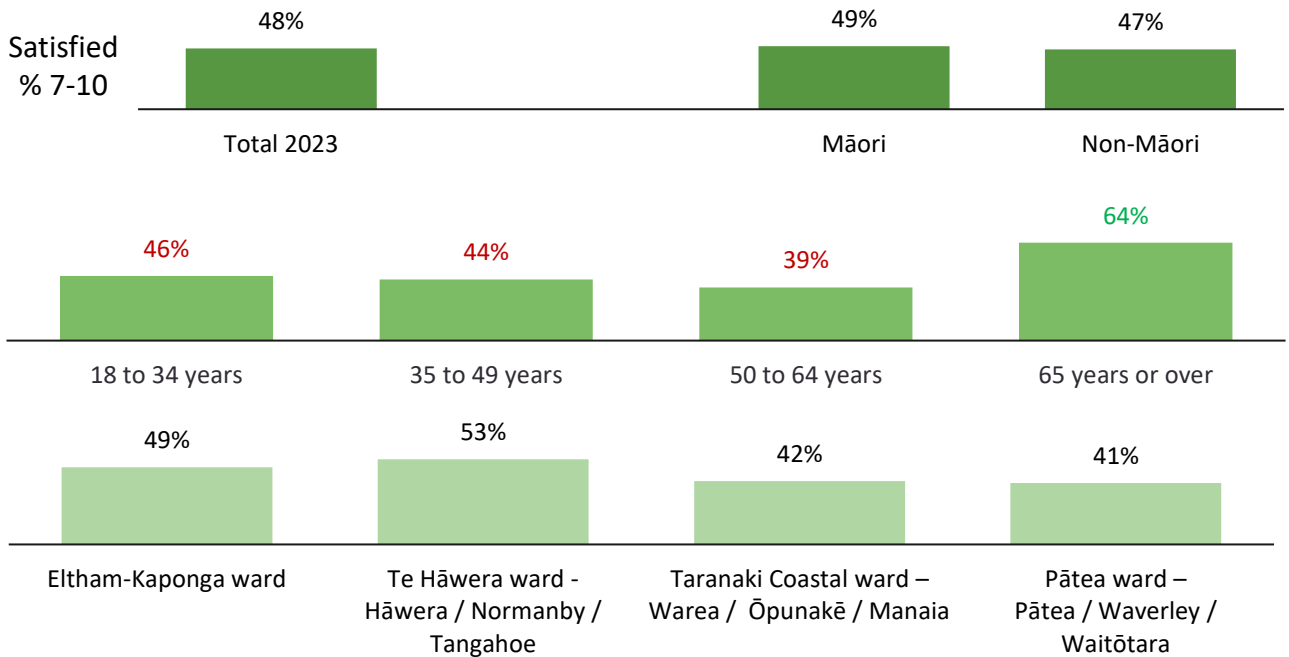
Consultation



## Council’s consultation with the community



- 81% of the respondents said they were neutral or satisfied with how the Council consults with residents regarding projects and other community matters.



- Older residents, aged over 65 years, are considerably more likely to be satisfied with the Council’s consultation.
- Two of the most common suggestions from respondents on how to improve consultation processes include:
  - ✓ Increase communication via different channels (e.g., social media, email, newspapers) (53%)
  - ✓ Consult everyone and hold more public meetings (26%)

NOTES:

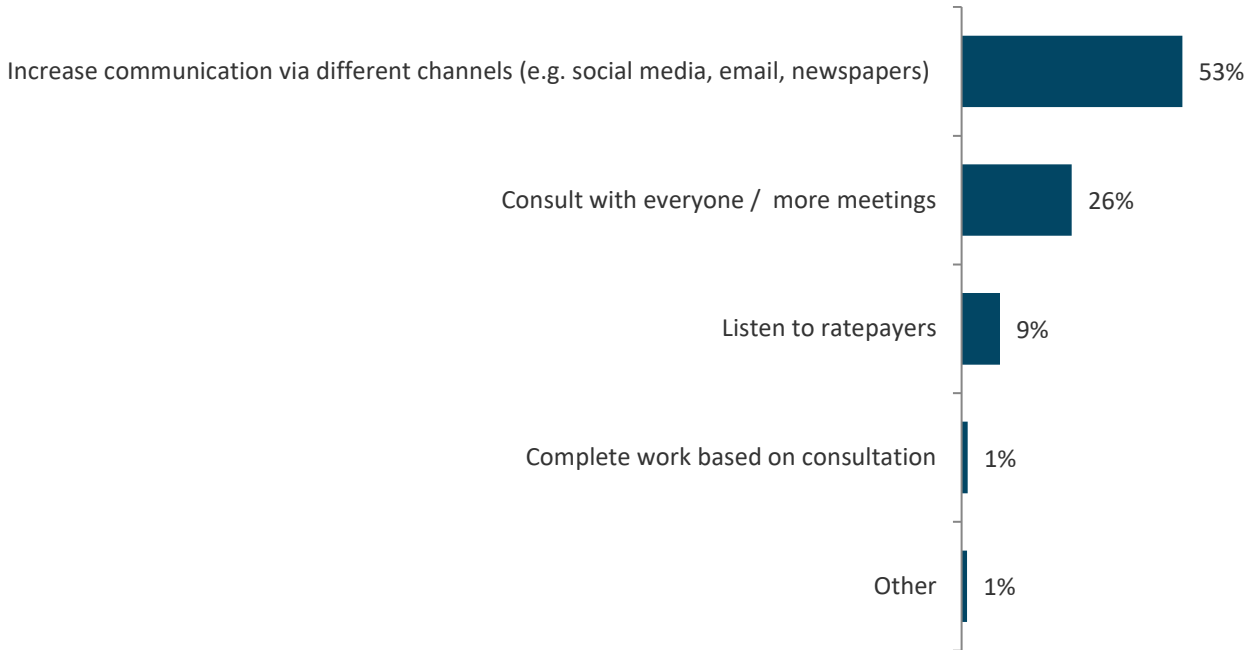
- Sample: 2023 n=423; Excludes don’t know responses.
- Q10. How satisfied are you with Council’s consultation with the community? n=315

Between demographics

Significantly higher

Significantly lower

## Comments on improvements of consultation with community



- *Allow easier access for residents of the community to give their opinions.*
- *Mail outs for bigger Council events or decisions.*
- *I have only ever been able to respond to consult on one project proposal and it was through a local Facebook page drawing attention to the matter, otherwise I would have been unaware. Maybe there is a need to reach out using broader / wider means.*
- *Getting in touch with our young adults more. Getting them involved with the community.*

NOTES:

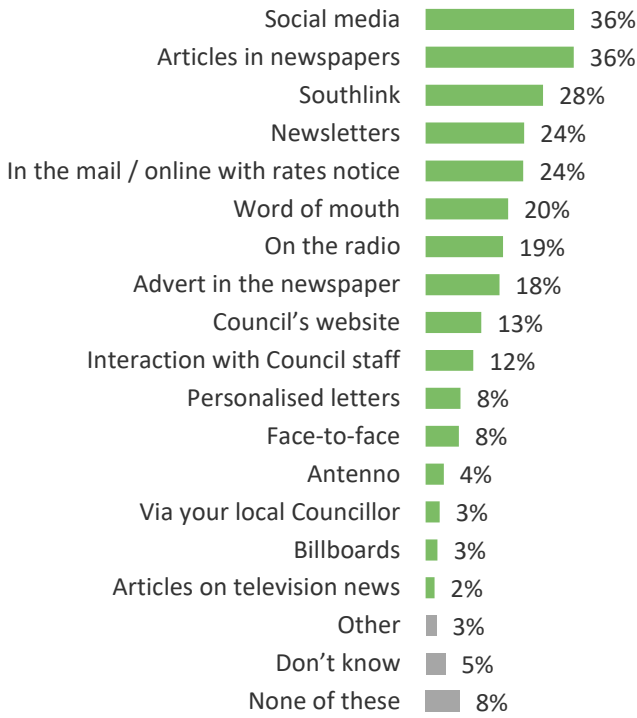
1. Sample: 2023 n=423; Excludes don't know responses.
2. Q11. Can you please tell us what, if anything, the Council could do to improve community consultation? n=253



## Communication and engagement

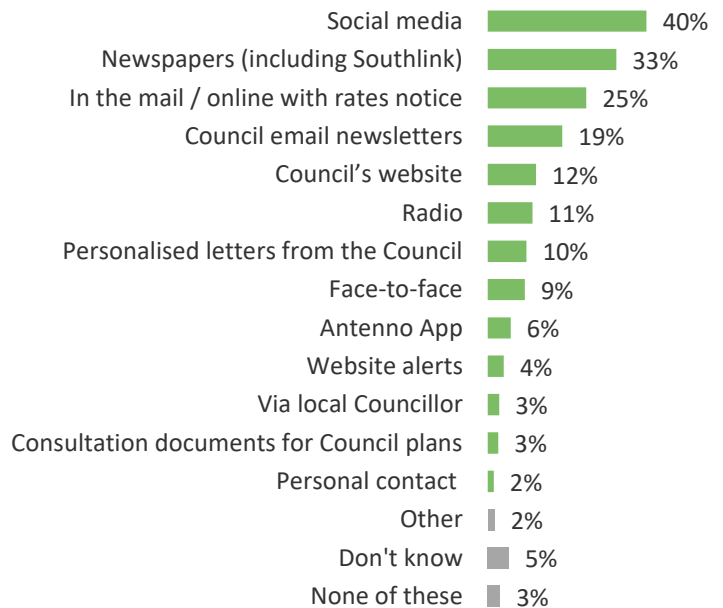
## Communication and engagement

### Main way of staying informed



- Close to four in ten respondents (36%) have seen something about South Taranaki District Council through *social media* and/or *articles in newspapers*.
- The Council's weekly publication (*Southlink*) is a source of information about Council activities for 28% of respondents.
- While 11% of the respondents do not read any newspapers, over six in ten (61%) of those who do have seen information about South Taranaki District Council through *The Taranaki Star*. 26% read *Ōpunakē Coastal News* and further 22% read *Daily News* to stay up to date with Council activities.

### Preferred way to keep up to date



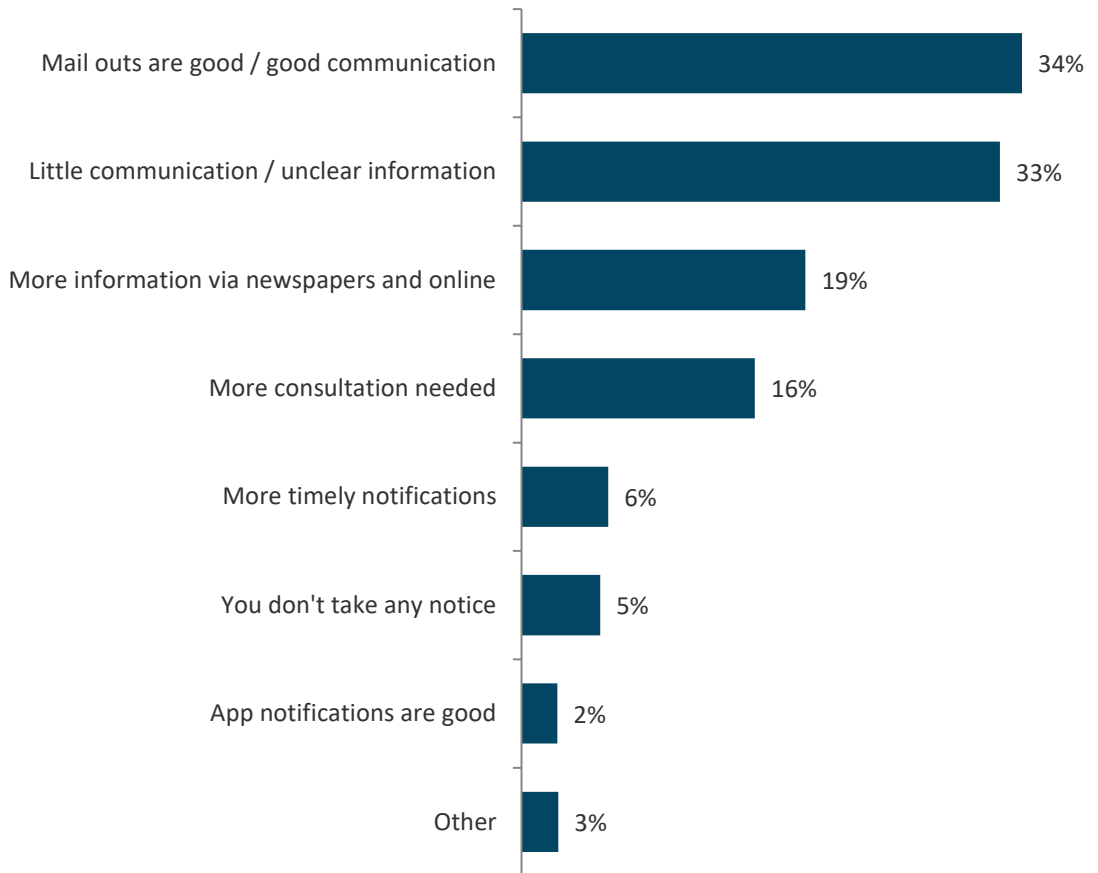
- Residents would prefer to be kept up to date about Council activities through *social media* (40%), *newspapers* (33%) and *mail / online with rates notice* (25%).
- Just over one in ten respondents would prefer to visit the Council's website (12%) to keep up to date with Council activities.

#### NOTES:

1. Sample: 2023 n=423
2. Q12. In the last 3 months, where have you seen or heard about South Taranaki District Council? n=423
3. Q13. In which newspaper have you heard about South Taranaki District Council? n=423
4. Q14. What would be your preferred way to keep up to date with what South Taranaki District Council is doing? n=423



## Comments on communication

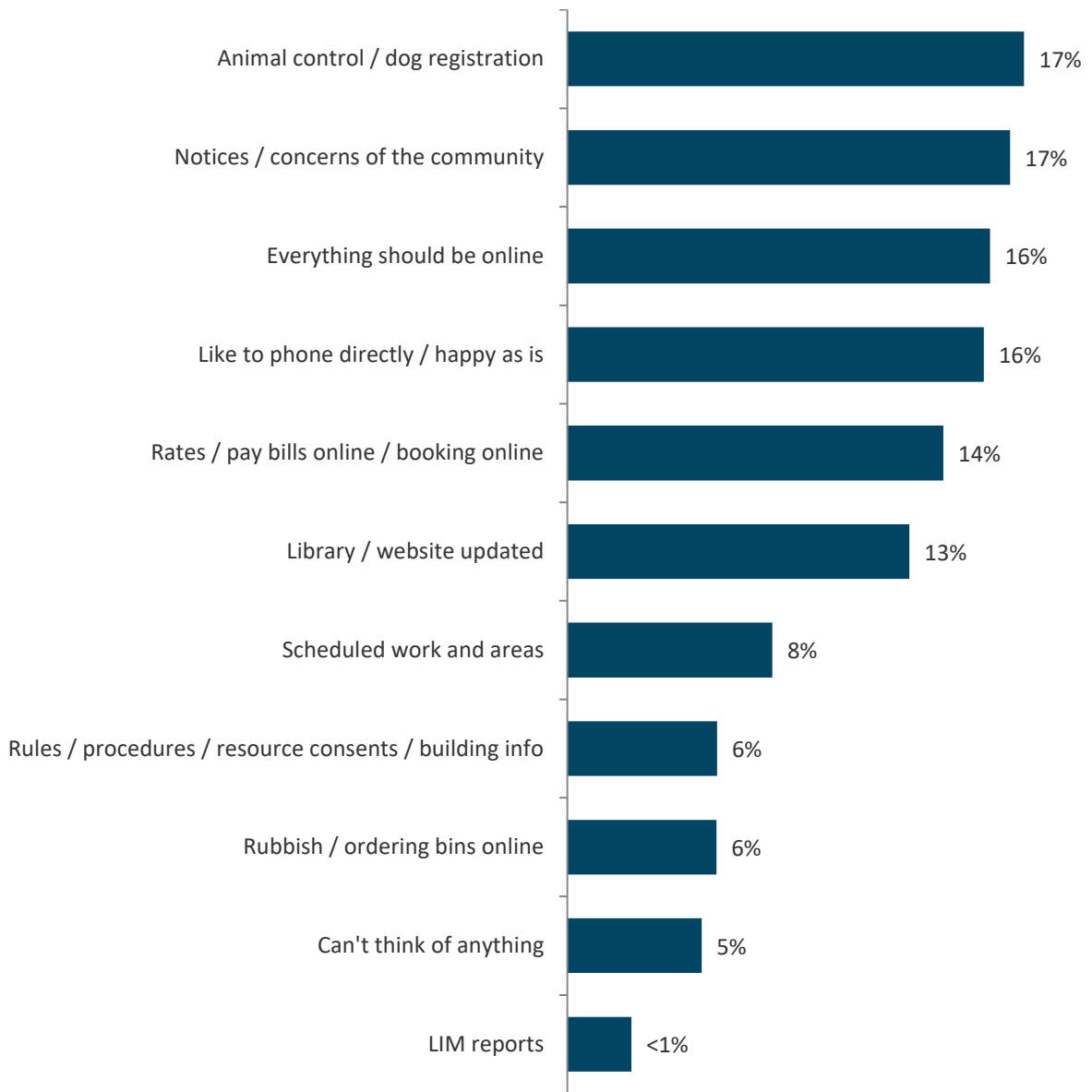


- *An app with notifications would be good, or if you have one already make it more widely known about.*
- *Mailing out newsletters is good as older members of the community don't use email and / or don't have access to printers.*
- *I read the Daily News most days, keep reporting with them or the Taranaki Star and I will be in the loop.*
- *Communication with younger people would be good.*
- *Antenno is a good start in connecting with the younger demographic that resides in South Taranaki, but most of the posts are in regard to community events rather than information about meetings.*

### NOTES:

1. Sample: 2023 n=423; Excludes don't know responses.
2. Q16. Are there any comments that you would like to make about the communications provided by South Taranaki District Council? n=124

## Suggested additional Online services



- Most common suggestions for additional online services include
  - ✓ Animal control / dog registration (17%)
  - ✓ Notices / concerns of the community (17%)

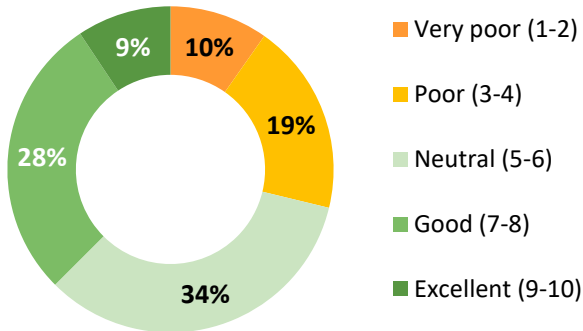
### NOTES:

1. Sample: 2023 n=423;
2. Q17. Are there Council services that would you like to be available online? n=107

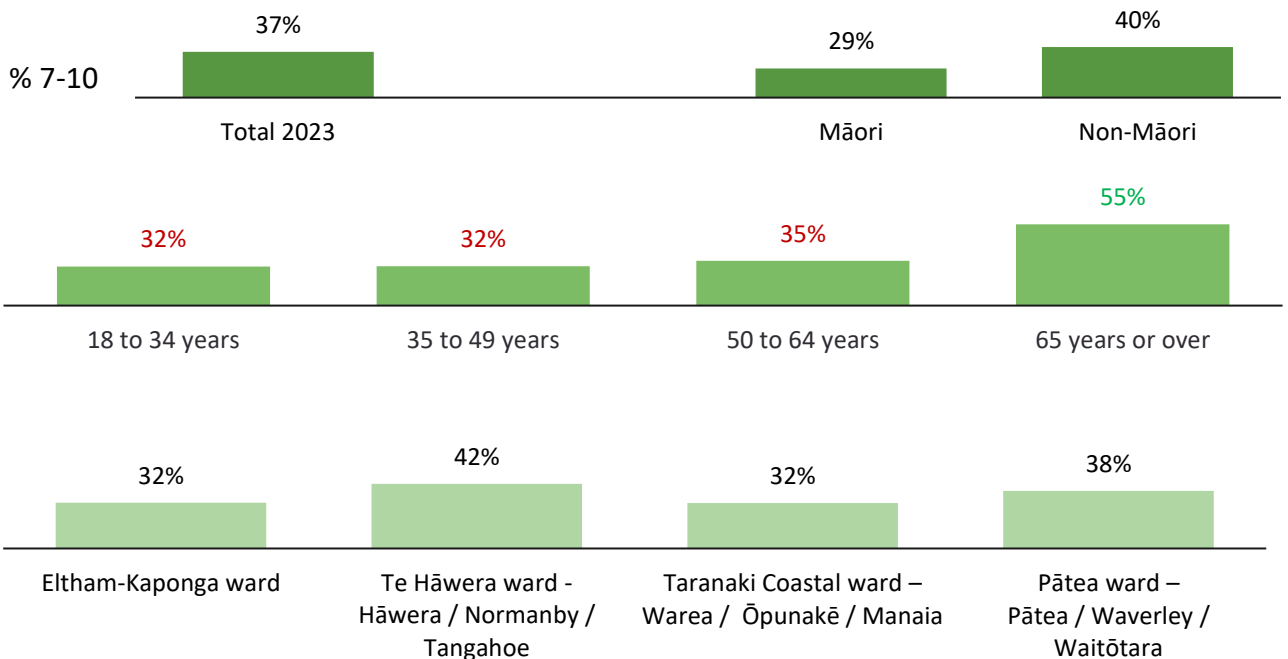


## Roads and footpaths

## Roading and footpaths



- Over seven in ten respondents (71%) have rated overall roads and footpaths in the South Taranaki District as 'Neutral', 'Good' or 'Excellent'.



- When it comes to low ratings of the Council roads, respondents have mentioned potholes and poor maintenance. Rural roads have been most commonly mentioned for being narrow and not being upgraded for a long time.
- Low ratings of the footpaths were mostly caused by respondents stating uneven surfaces, and lack of maintenance, such as not being cleared of vegetation.

### NOTES:

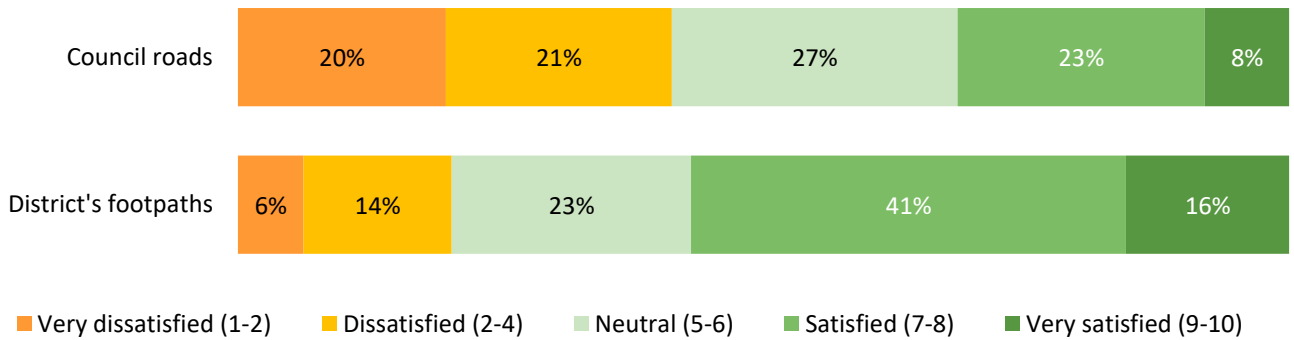
- Sample: 2023 n=423; Excludes don't know responses.
- Q38. Thinking about the roading and footpaths of the South Taranaki District Council how would you rate South Taranaki District Council on their overall ROADING and FOOTPATHS? n=415

### Between demographics

Significantly higher  
Significantly lower



## Roading and Footpaths



	% 7-10	2023	Māori	All Other
Council roads		32%	27%	33%
District's footpaths		57%	49%	59%

	% 7-10	Eltham-Kaponga ward	Te Hāwera ward	Taranaki Coastal ward	Pātea ward
Council roads		23%	37%	27%	32%
District's footpaths		58%	63%	50%	49%

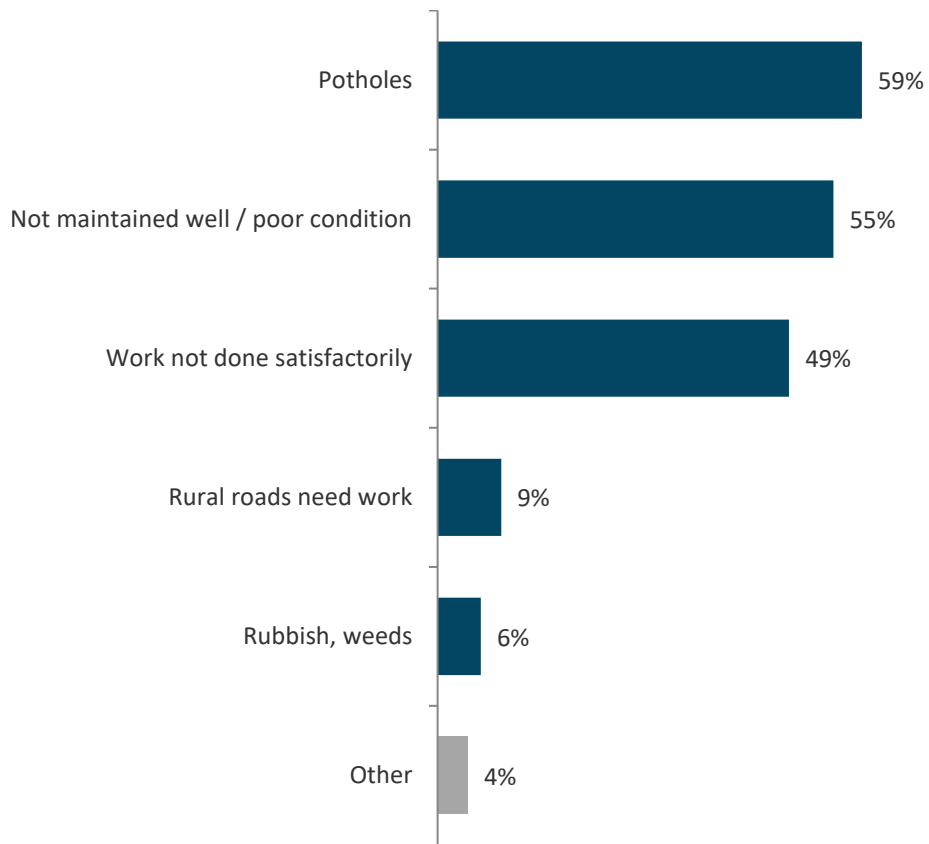
- Just over half of respondents (58%) said they felt neutral or satisfied with Council roads. Of these, 27% stated their perception as neutral.
- A large proportion of respondents are dissatisfied with Council roads (41%).
- The Eltham-Kaponga ward (23%) rated Council roads the lowest among all wards, followed by the Taranaki Coastal ward (27%).
- Meanwhile, the District's footpaths have a satisfaction rate of 80%. Residents living in the Te Hāwera ward are most likely to be satisfied.

NOTES:

1. Sample: 2023 n=423; Excludes don't know responses.
2. Q36. Now thinking about Council roads - excluding State Highways 3 and 45 which are not Council roads - how satisfied are you with the condition of Council roads? n=415
3. Q37. How satisfied are you with the availability and maintenance of footpaths in the District? n=395

Between demographics  
*Significantly higher*  
*Significantly lower*

## Reason for dissatisfaction with the Council roads



- *The workmanship on the roads is very poor, and the people carrying out the repairs should be accountable for the rework that seems to be always happening.*
- *The footpaths in Pātea are awful! Trip hazards, missing concrete portions altogether, broken gutters / ramps, lawns overgrown, some footpaths are barely one foot wide. Constant road chip from the roadworkers not clearing off loose seal.*
- *Low tree branches over footpaths. General vegetation over footpaths that haven't been maintained for a long time.*
- *North Street Eltham is very uneven. Footpaths that are perfectly fine have been ripped up and redone where other areas are lacking footpaths or in poor state. The bricks in both Eltham and Hāwera are super slippery.*
- *Goat tracks. Manaia footpaths, older ones, are disgusting. Grass over concrete, cracks, many protruding, weed infested tracks. Cracked seal on roads. One example, Patukukupu street from Mania road to sports ground.*

### NOTES:

1. Sample: 2023 n=423; Excludes don't know responses.
2. Q36A - Relating to Council roads, if you rated them 1 or 2 out of 10, can you please tell us why? n=76





Community facilities



## Recreational centres (halls)



- For the respondents who visit recreation centres, most of them visit annually (27%).
- 91% of those who visited were satisfied or felt neutral about recreation centres.
- The 35-to-49-year age group is most likely to be satisfied with recreation centres compared with other age groups.

NOTES:

1. Sample: 2023 n=423; Excludes don't know responses.
2. Q18. In the last year, how frequently have you used or visited the following services provided by the South Taranaki District Council...? n=423
3. Q19. How satisfied are you with the cleanliness and maintenance of recreation centres (halls)? n=266
4. 19A. Relating to recreation centres (halls), if you rated your satisfaction 1 or 2 out of 10, can you please tell us why? (Please provide as much detail as possible.) n=5

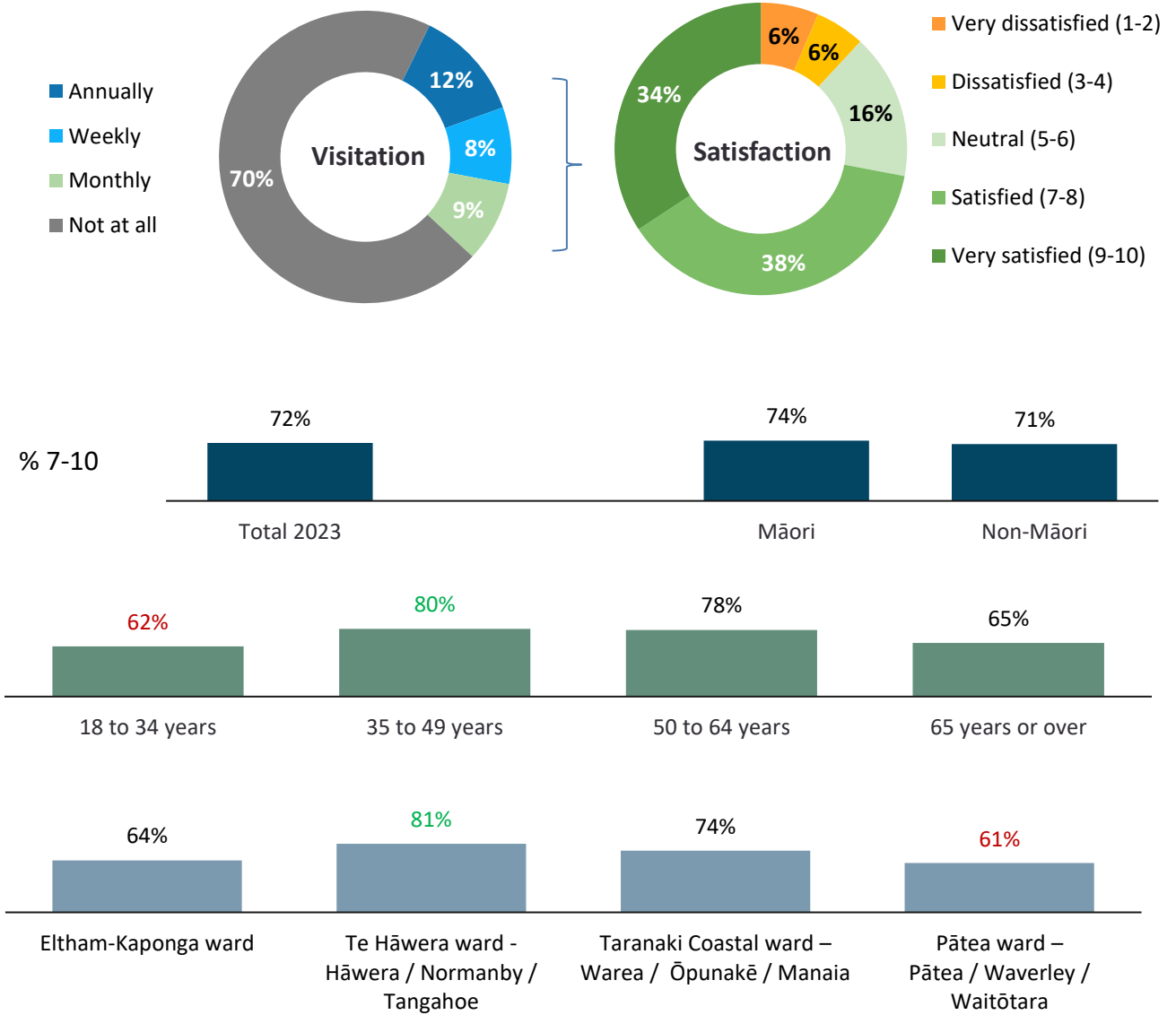
Between demographics

Significantly higher

Significantly lower



## Rural Pools



- Just three in ten respondents (30%) have visited rural pools in the past 12 months. Of them, 88% were neutral or satisfied with the environment.
- Those who did, and were dissatisfied, mostly mentioned the maintenance of the facility, water temperature and opening hours as reasons for their dissatisfaction.

NOTES:

1. Sample: 2023 n=423; Excludes don't know responses.
2. Q18. In the last year, how frequently have you used or visited the following services provided by the South Taranaki District Council...? n=423
3. Q20. How satisfied are you with the rural pools environments? n=177

Between demographics

Significantly higher  
Significantly lower

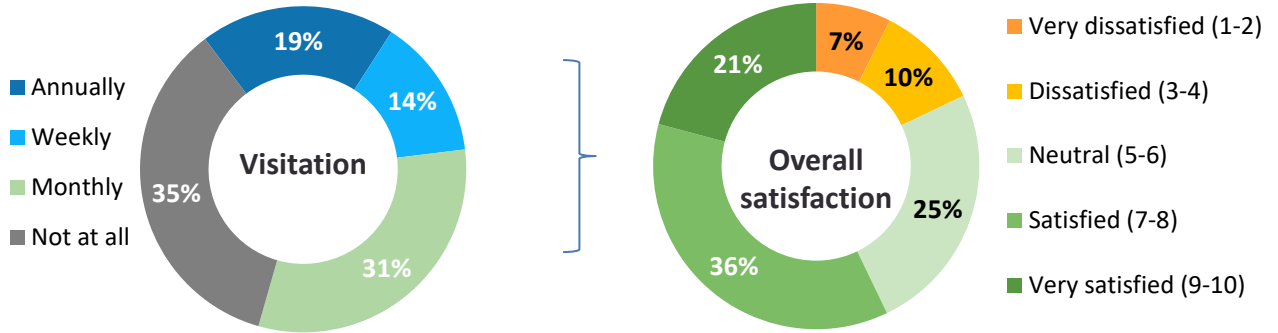
## Reason for dissatisfaction with the rural pools

- *The Waverley pool changing rooms and toilets are filthy.*
- *Waverley pool does not cater for older or disabled people. For them, the steps into the pool are impossible to use. What about a ramp and why does it not have a cover? That would raise the temperature and keep it cleaner. The change rooms need a lot of attention. Some of the lifeguards spend more time on their phones or talking to their friends in the office than watching the swimmers. It's a lovely pool, not used for long enough because of the conditions.*
- *The Waverley pool needs a very good clean and paint. The toilets are really dirty, and I was told by the lifeguards that there was no disability toilet. There is but it's used by the lifeguards and their friends and as a storeroom. The shower in there doesn't work. There is no access into the pool for anyone with a disability that can't use the ladders. The pool has been really dirty and doesn't seem to get cleaned, the change rooms are the same. The lifeguards are seldom focused on the pool. They have a constant stream of friends and/or playing with the toddlers. The shade sails were taken down and not put back up so there was nowhere to get out of the sun. A simple bubble cover would warm the pool and extend the season for the swim club and others. The ability to get kids in the pool is cut short because of this.*
- *Kaponga pool needs a huge revamp. It's gross, not to mention how freezing it is, my son uses this pool 3 times a week for school swimming. It's a joke how freezing it is for the kids. It needs to be heated as it is always packed by our little community. On the weekends and after school it gets heavily used. I think the Council need to stop putting money into other stupid things and town pools and actually look after us rural folk. We always get pushed to the side and our kids have been into the Council to express our concerns about the Kaponga pool and we pretty much got laughed at.*

### NOTES:

1. Sample: 2023 n=423; Excludes don't know responses.
2. Q20A. Relating to rural pools environments, if you rated your satisfaction 1 or 2 out of 10, can you please tell us why? n=10

## Public Toilets



% 7-10	2023	Māori	All Other
Opening hours	72%	68%	73%
Cleanliness	53%	52%	54%
Maintenance	54%	53%	54%
Overall satisfaction	57%	55%	58%

% 7-10	Eltham-Kaponga ward	Te Hāwera ward	Taranaki Coastal ward	Pātea ward
Opening hours	69%	74%	74%	63%
Cleanliness	49%	53%	56%	53%
Maintenance	36%	55%	60%	55%
Overall satisfaction	49%	58%	59%	58%

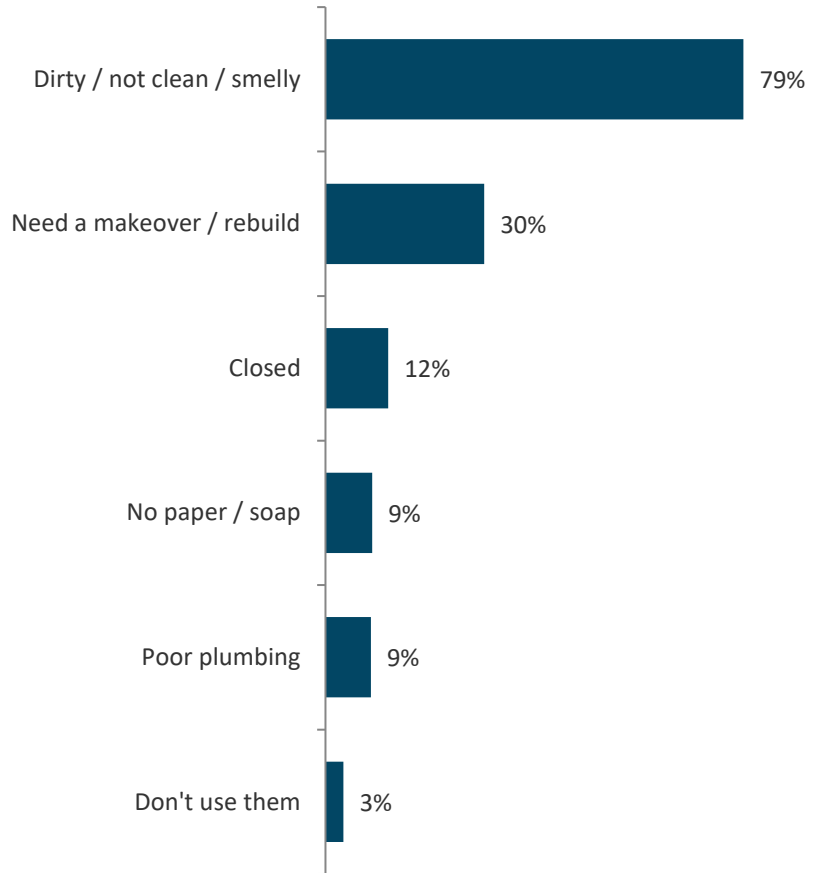
- 82% of respondents were satisfied (57%) or neutral (25%) with the public toilets service.
- Some of the main reasons for dissatisfaction include:
  - ✓ Dirty / not clean / smelly (79%)
  - ✓ Need a makeover / rebuild (30%)
  - ✓ Closed (12%)

NOTES:

1. Sample: 2023 n=423; Excludes don't know responses.
2. Q18. In the last year, how frequently have you used or visited the following services provided by the South Taranaki District Council...? n=423
3. Q22. Thinking about the public toilets, how would you rate your satisfaction with each of the following? n=324

Between demographics  
*Significantly higher*  
*Significantly lower*

## Reasons for dissatisfaction with the public toilets



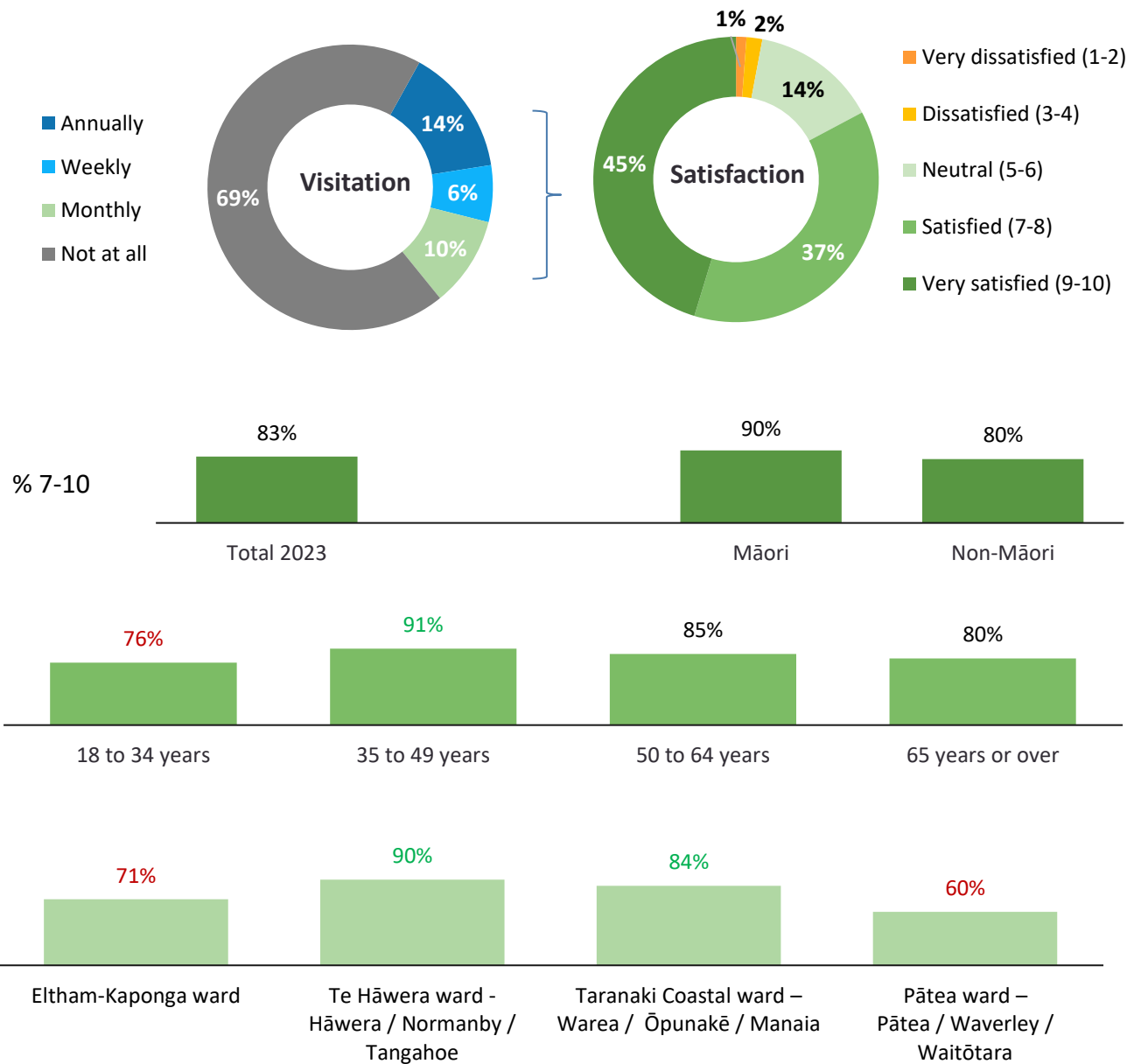
- *Public toilets are a mess, I'm assuming it's due to people using them and wrecking them, but they are so unclean at times I try never to need to use a public toilet in my area.*
- *Cornish's car park toilet needs a full rebuild. It smells. It's always awful, and I'm scared to touch anything in there. Embarrassment.*
- *Public toilets always stink, they are always dirty with toilet paper all over the floor. Half the time they don't flush properly or there isn't any toilet paper left because it's all over the floor. It's disgusting and I avoid using public toilets at all costs.*
- *Grubby, don't have soap in dispensers at times.*

### NOTES:

1. Sample: 2023 n=423; Excludes don't know responses.
2. Q22A. Relating to public toilets, if you rated your satisfaction 1 or 2 out of 10, can you please tell us why? n=35



# Hāwera Aquatic Centre



- Hāwera Aquatic Centre maintenance was highly rated by visitors with 96% stating they were satisfied or neutral with how well the venue was being maintained.
- Almost all 35- to 49-year-olds (91%) were satisfied with the facility.

NOTES:

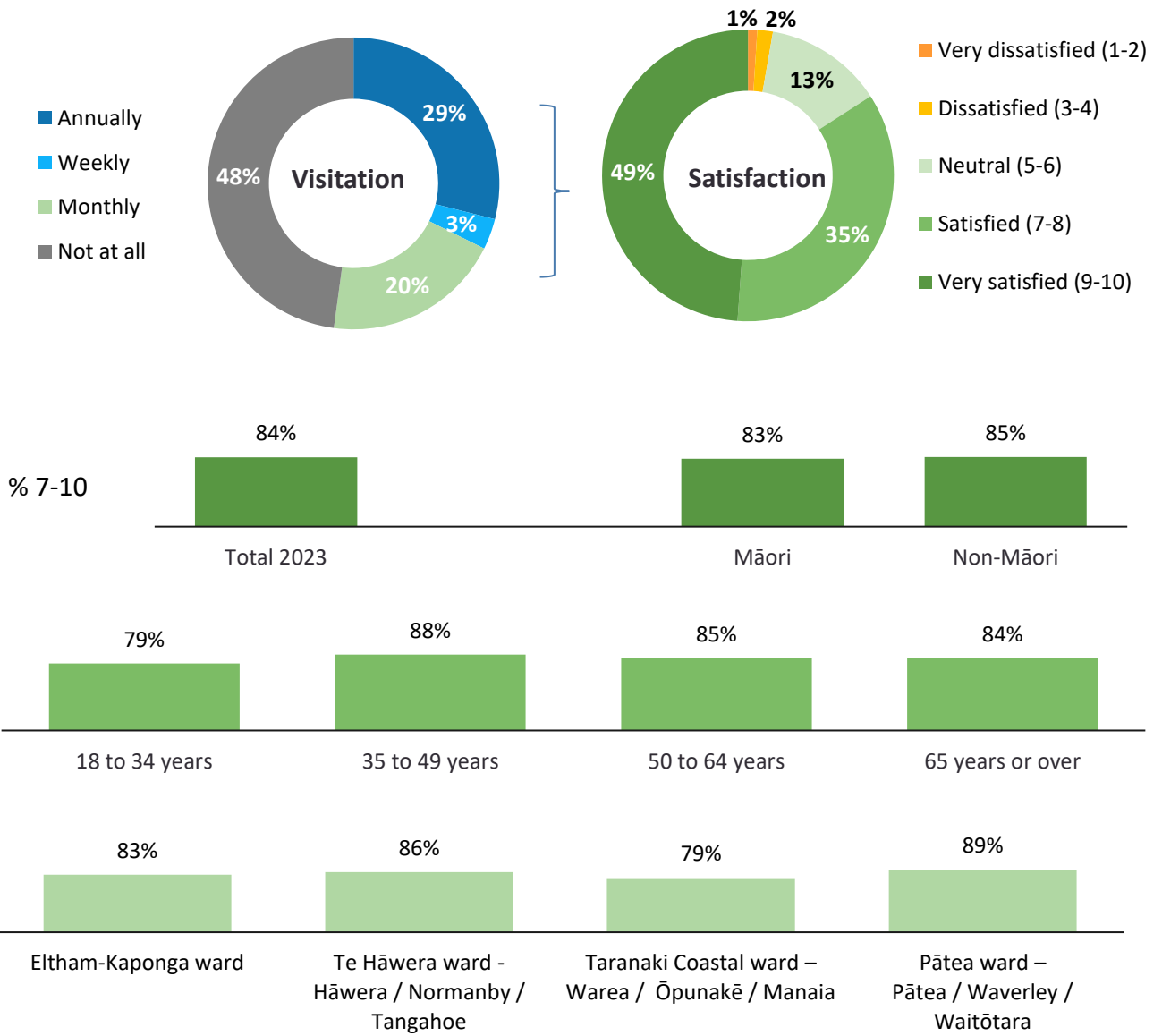
1. Sample: 2023 n=423; Excludes don't know responses.
2. Q18. In the last year, how frequently have you used or visited the following services provided by the South Taranaki District Council...? n=423
3. Q21. How satisfied are you with Hāwera Aquatic Centre maintenance? n=180

Between demographics

Significantly higher

Significantly lower

# Cemeteries



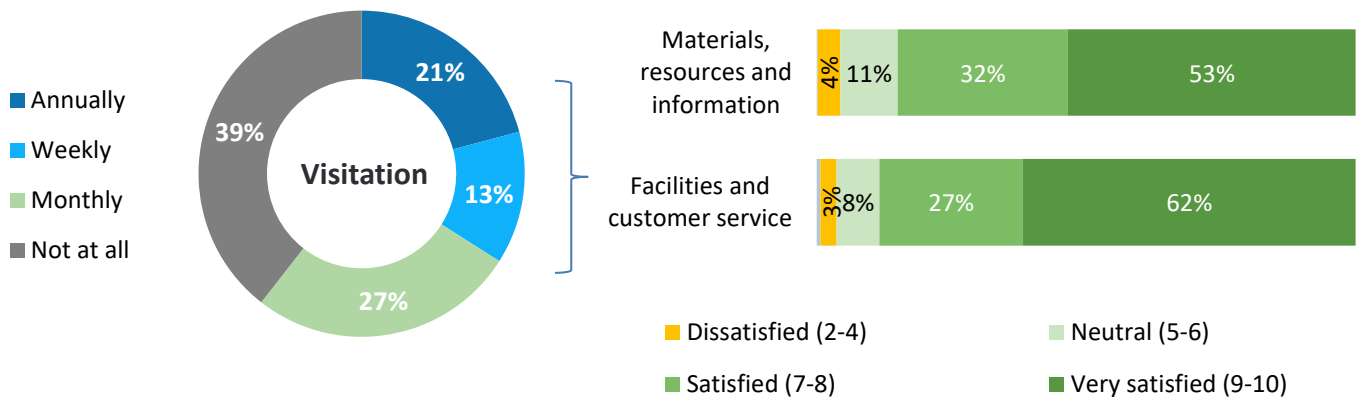
- Over half of respondents (52%) had visited cemeteries in the past 12 months.
- The *tidiness and level of maintenance* of cemeteries were highly rated by residents, with 97% saying they were satisfied or neutral.

NOTES:

1. Sample: 2023 n=423; Excludes don't know responses.
2. Q18. In the last year, how frequently have you used or visited the following services provided by the South Taranaki District Council...? n=423
3. Q27. How satisfied are you with the tidiness and maintenance of our cemeteries? n=280
4. Q27A. Relating to cemeteries, if you rated your satisfaction 1 or 2 out of 10, can you please tell us why? n=3

Between demographics  
*Significantly higher*  
*Significantly lower*

## Public Libraries



% 7-10	2023	Māori	All Other
Satisfaction with the materials, resources and information	85%	83%	86%
Satisfaction with facilities and customer service	88%	87%	89%

% 7-10	Eltham-Kaponga ward	Te Hāwera ward	Taranaki Coastal ward	Pātea ward
Satisfaction with the materials, resources and information	88%	87%	83%	81%
Satisfaction with facilities and customer service	90%	91%	86%	86%

% 7-10	18 to 34 years	35 to 49 years	50 to 64 years	65 years or over
Satisfaction with the materials, resources and information	77%	85%	83%	96%
Satisfaction with facilities and customer service	79%	91%	89%	95%

- 61% visited South Taranaki District’s public libraries at least once over the past 12 months. Close to three in ten respondents visit public libraries every month (27%).
- Both *materials, resources and information* and *facilities and customer services* of public libraries were rated highly by visitors, with 96% of respondents being satisfied or neutral about these aspects.

NOTES:

1. Sample: 2023 n=423; Excludes don’t know responses.
2. Q18. In the last year, how frequently have you used or visited the following services provided by the South Taranaki District Council...? n=423
3. Q23. How satisfied are you with the facilities and customer service at the public libraries?
4. 23A. Relating to the facilities and customer service at the public libraries, if you rated your satisfaction 1 or 2 out of 10, can you please tell us why? (Please provide as much detail as possible.) No comments recorded
5. Q24. How satisfied are you with the materials, resources and information at the public libraries?
6. 24A. Relating to the materials, resources and information at the public libraries, if you rated your satisfaction 1 or 2 out of 10, can you please tell us why? (Please provide as much detail as possible.) n=1

Between demographics  
*Significantly higher*  
*Significantly lower*

## Parks and public spaces



- Among all public facilities, parks and public spaces are the most frequently visited by residents (81%).
- 93% were satisfied or neutral with the maintenance.
- Respondents in Te Hāwera are most likely to be satisfied with parks and public spaces within their area (87%).

NOTES:

1. Sample: 2023 n=423; Excludes don't know responses.
2. Q18. In the last year, how frequently have you used or visited the following services provided by the South Taranaki District Council...? n=423
3. Q25. How satisfied are you with the level of maintenance of parks and public spaces? n=373

Between demographics

Significantly higher  
Significantly lower



# Playgrounds



- Over nine in ten respondents (95%) felt neutral or were satisfied with playgrounds. Satisfaction remains relatively high among all demographic groupings.
- Several comments from those who were dissatisfied suggest building more playgrounds and fencing them to accommodate local children.

NOTES:

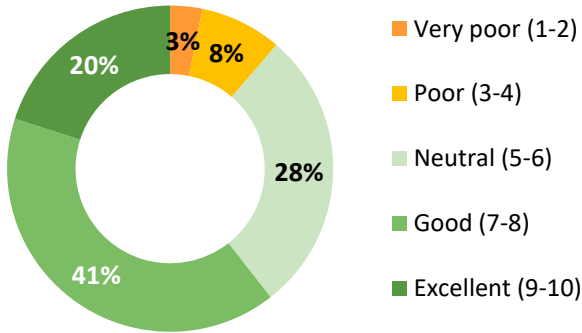
1. Sample: 2023 n=423; Excludes don't know responses.
2. Q18. In the last year, how frequently have you used or visited the following services provided by the South Taranaki District Council...? n=423
3. Q26. How satisfied are you with playgrounds? n=278

Between demographics  
*Significantly higher*  
*Significantly lower*

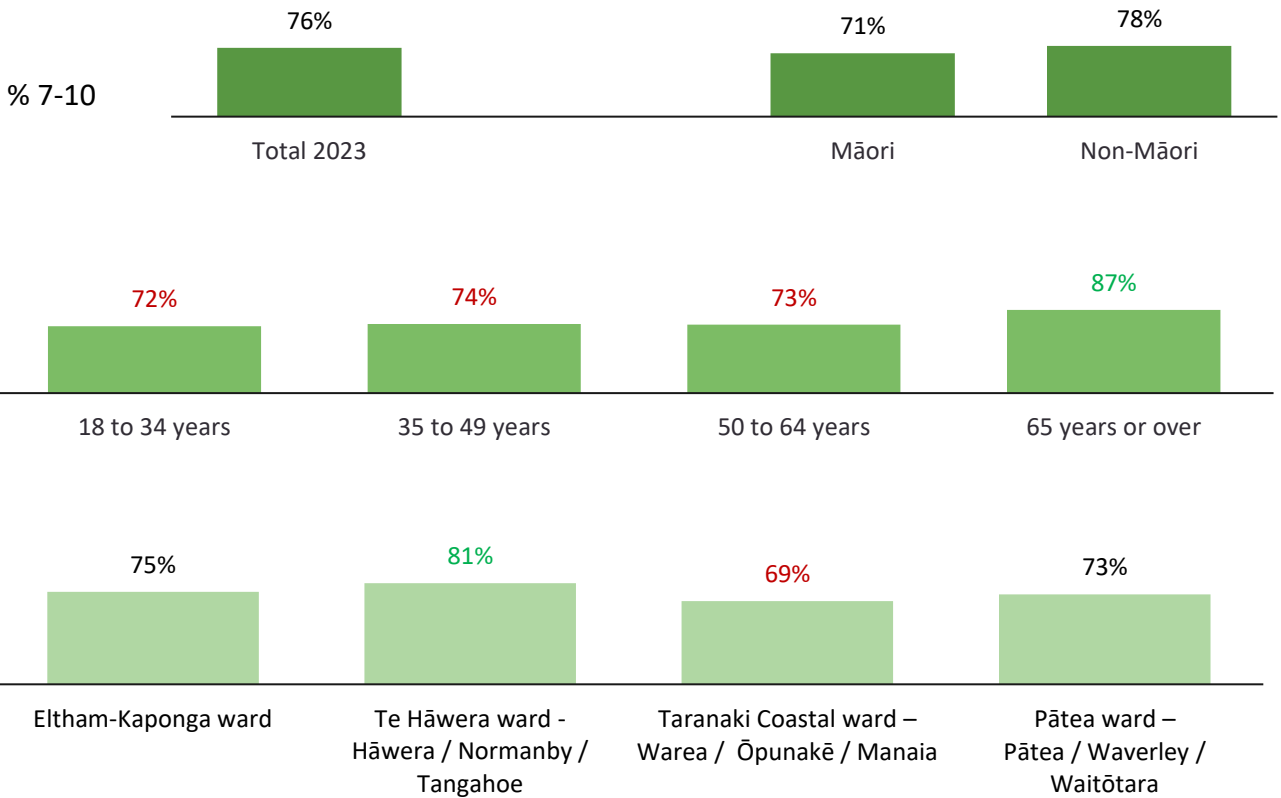


## Other Services

## Overall other services



- Close to nine in ten respondents (89%) rated *other services* provided by the Council, which include litter control, illegal dumping management and animal management, as 'Neutral', 'Good' or 'Excellent'.



- Residents aged over 65 years are considerably more likely to rate *other services* 'Good' or 'Excellent' when compared to other age groups.
- While over eight in ten (81%) of those residing in the Te Hāwera ward were satisfied, just under seven in ten (69%) from the Taranaki Coastal ward rated their perception as satisfied or very satisfied.

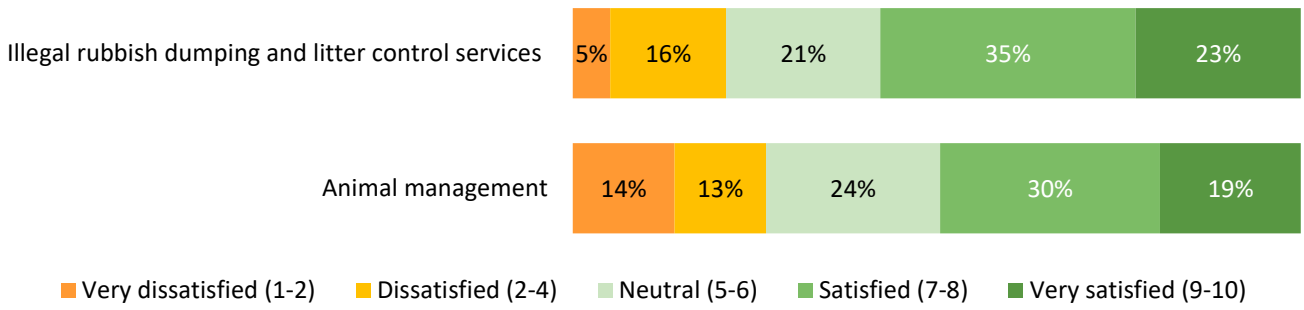
NOTES:

1. Sample: 2023 n=423; Excludes don't know responses.
2. Q44. Thinking about the OTHER services of the South Taranaki District Council taking into account rubbish and animal management, how would you rate South Taranaki District Council for these OTHER services overall? n=337

Between demographics

Significantly higher  
Significantly lower

## Measures related to other services



	% 7-10	2023	Māori	All Other
Illegal rubbish dumping and litter control services		58%	54%	59%
Animal management		50%	45%	51%

	% 7-10	Eltham-Kaponga ward	Te Hāwera ward	Taranaki Coastal ward	Pātea ward
Illegal rubbish dumping and litter control services		50%	59%	62%	54%
Animal management		58%	61%	49%	15%

- Just about eight in ten respondents (79%) were satisfied or felt neutral about how Council manages *illegal rubbish and litter control services*. Satisfaction in this area is reasonably consistent across all wards.
- 73% of respondents were satisfied or neutral with animal management. Satisfaction was the highest among those living in the Te Hāwera ward (61%), while it was only rated 15% in the Pātea ward.
- Issues with roaming dogs and cats were the most common reason for dissatisfaction among residents (69%), followed by a lack of enforcement and response times (36%).

NOTES:

1. Sample: 2023 n=423; Excludes don't know responses.
2. Q42. On a scale of 1 to 10 where 1 is 'very dissatisfied' and 10 is 'very satisfied', how satisfied are you with the illegal rubbish dumping and litter control services provided by Council? n=279
3. Q43. How satisfied are you with animal management (dogs or stock control) services provided by Council? n=298

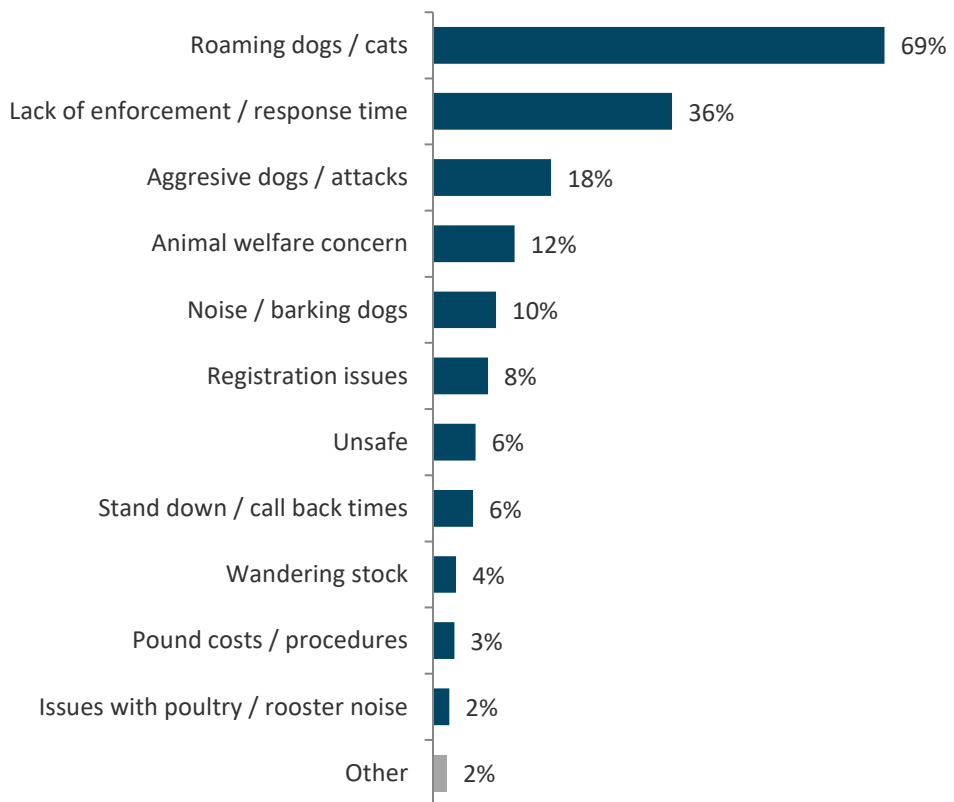
Between demographics

Significantly higher  
Significantly lower

# Reasons for dissatisfaction with the illegal rubbish dumping and litter

- *Clifford Street, which is next to my street, always has rubbish on the side of the road. I don't think I've ever seen anyone from the Council clearing it up. And on my street, it is even down the middle of the road, again, I have never seen anyone from the Council picking it up.*
- *Hold people who illegally dump rubbish accountable.*
- *Provide kerbside collection for the whole region, the recycling centres are poorly designed, limited opening hours. Just leave it open for all to access and recycle.*
- *Always a lot of litter around in the gutters.*

## Reasons for dissatisfaction with the animal services



### NOTES:

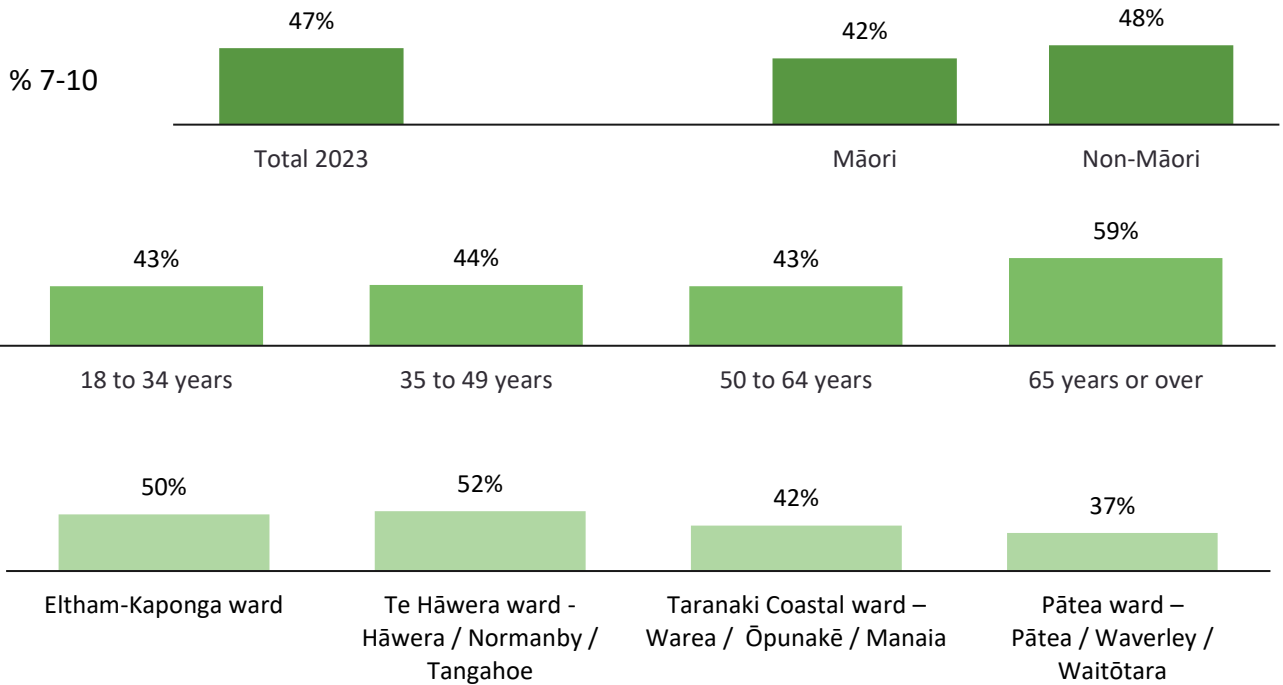
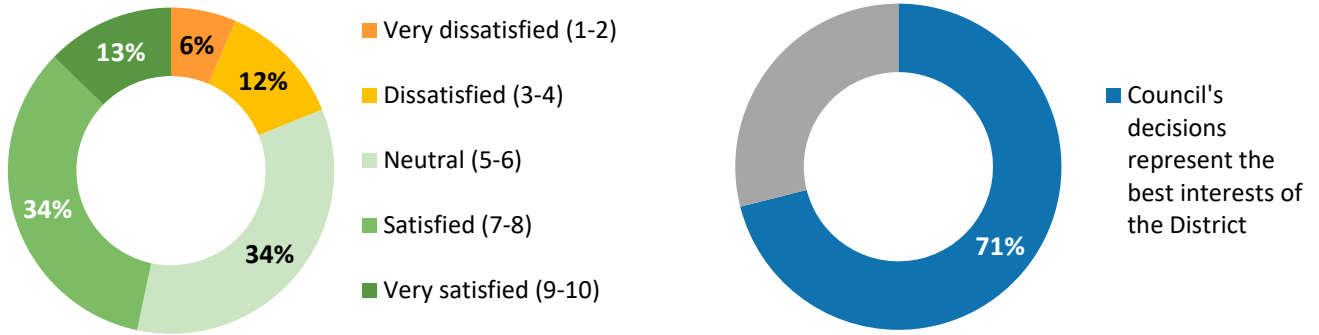
1. Sample: 2023 n=423; Excludes don't know responses.
2. Q42A. Relating to illegal rubbish dumping and litter control provided by Council, if you rated them 1 or 2 out of 10, can you please tell us why? n=13
3. Q43A. Relating to animal management services provided by Council, if you rated them 1 or 2 out of 10, can you please tell us why? n=37





## Local issues

# Satisfaction with the involvement of the public in Council’s decision making

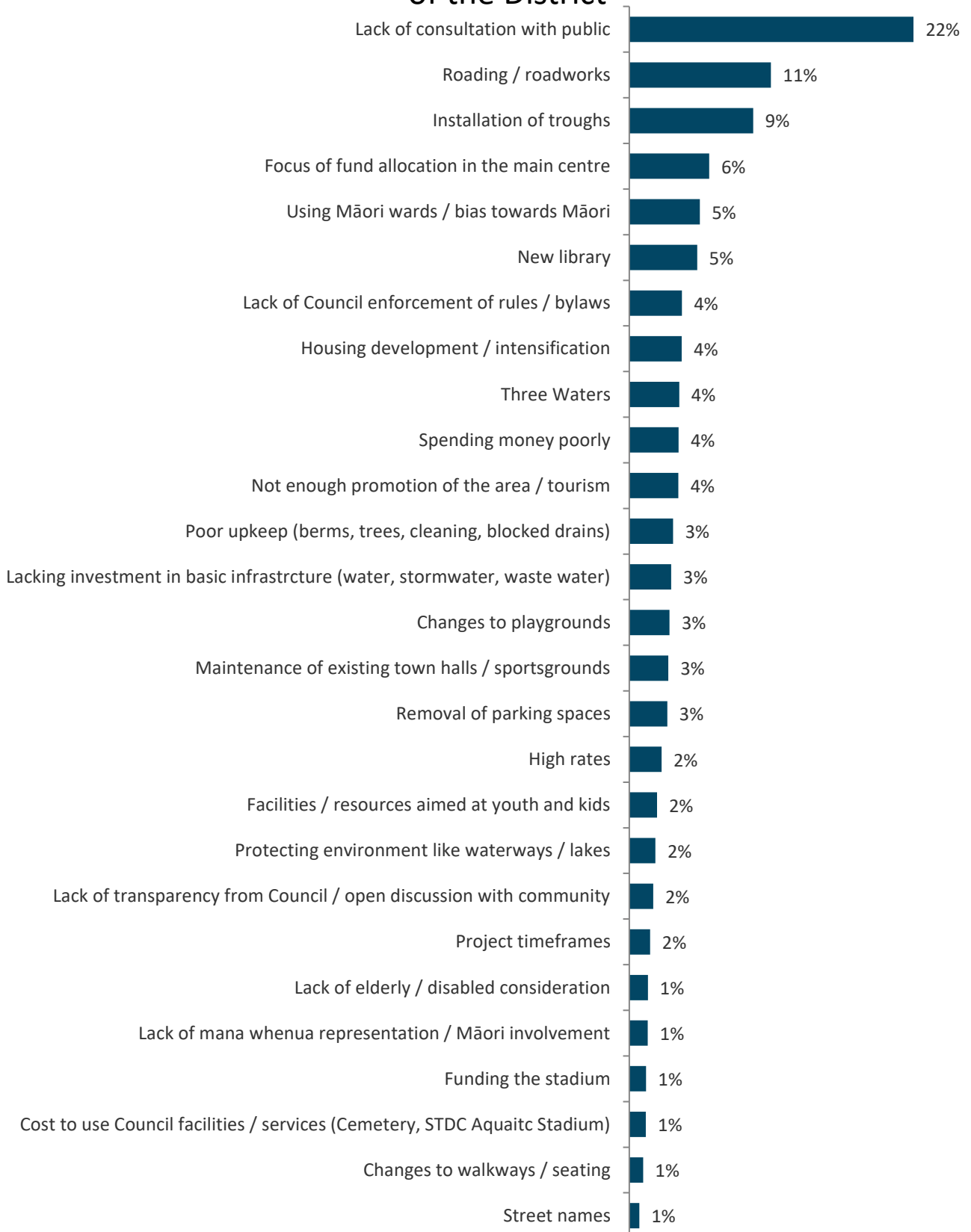


- 81% of the respondents believe that Council’s decisions represent the best interest of the District. Over one-third of respondents (34%) felt neutral about how Council involves the public in their decision making.
- 22% of those who think Council decisions do not represent the best interests of the District could not name any particular instance. However, they believed that more consultation with the public was required overall.
- The chart on the following page offers an insight into some decisions that residents believe do not benefit the District.

NOTES:

1. Sample: 2023 n=423; Excludes don't know responses.
2. Q48. How satisfied are you with the way Council involves the public in the decisions it makes? n=317
3. Q49. Do you think that the decisions made by the Council represent the best interests of the District? n=418

# Decisions made by the Council that do NOT represent the best interests of the District



NOTES:

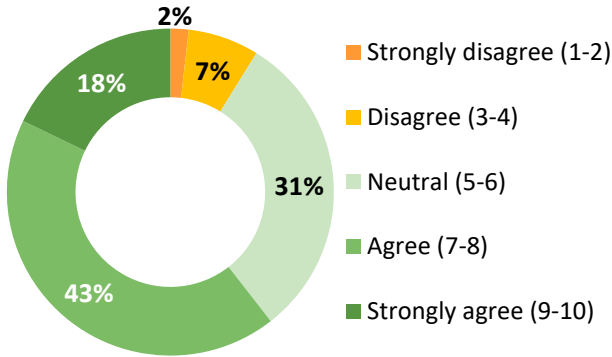
1. Sample: 2023 n=423; Excludes don't know responses.
2. Q50. What particular decision(s) made by the Council do you think does not represent the best interest of the District? n=101



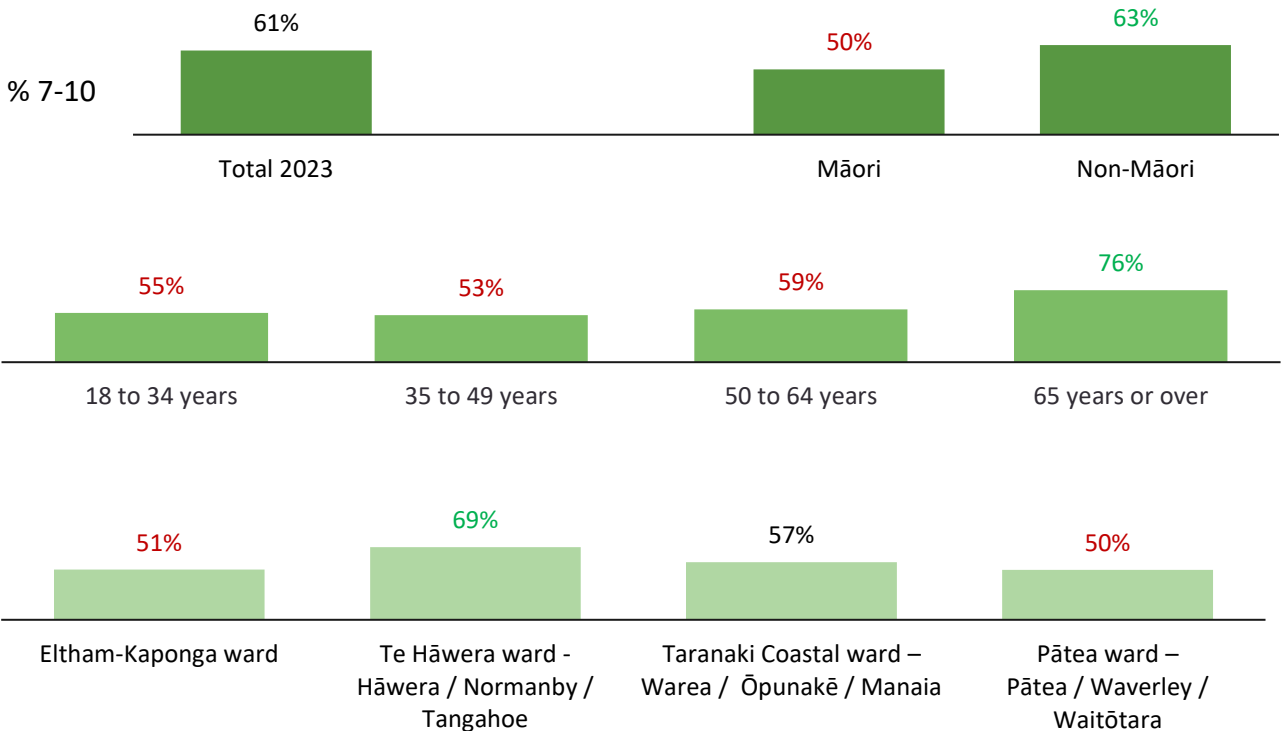


District going in the right direction

## District going in the right direction



- Over nine in ten (91%) respondents are neutral or in agreement that the District is going in the right direction.
- Those who feel that the District is not going in the right direction have mentioned that areas outside Hāwera, even though they are more rural, can be used to attract more tourists.



- *You are spending a disproportionate amount of money on things that only bring income from locals. There are no tourists in Hāwera. Yet you have some beautiful beaches and towns with terrible facilities that you're happy to let all the visitors see / use.*
- *Council is busy with irrelevant issues and ignoring the wellbeing of the rural population which is what keeps the District going.*

NOTES:

1. Sample: 2023 n=423; Excludes don't know responses.
2. Q62. On a scale of 1 to 10 where 1 is 'strongly disagree' and 10 is 'strongly agree', how strongly do you agree or disagree with the following statement about the District? n=341
3. Q62A. If you rated 1 or 2 out of 10, what would be the right direction? n=6

Between demographics

Significantly higher  
Significantly lower

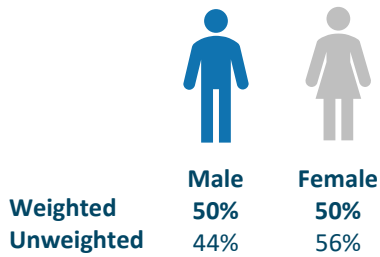




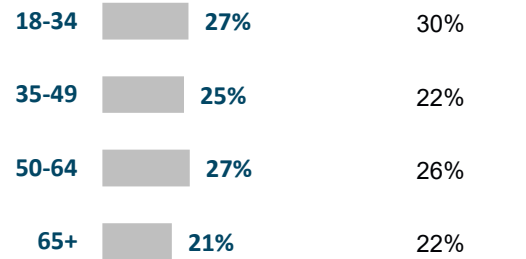
## Sample Profile

## Demographics (n=423)

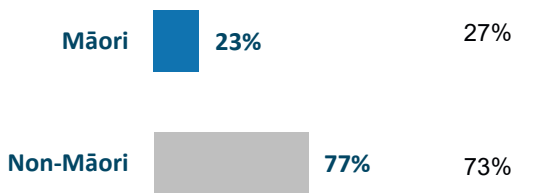
### Gender



### Age (weighted)

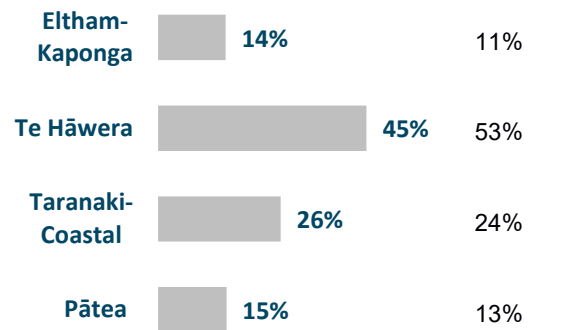


### Ethnicity (weighted)



\*Multiple response

### Ward (weighted)





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