



Community Satisfaction Survey

Engagement Report

November 2025

1. Introduction

1.1 Overview

The 2025 Community Satisfaction Survey was conducted from 15 September to 15 October 2025 to measure community sentiment about Central Coast Council's performance, communication and service delivery.

The survey provides data to guide planning, advocacy and continuous improvement across Council's operations.

1.2 Background

The 2025 Community Satisfaction Survey is the first of its kind undertaken by Central Coast Council in 10 years. The most recent survey in 2015 was facilitated by Insync and distributed via mail to a random sample of 3,000 households. The survey was also promoted on Council's website. A total of 294 survey forms were received, providing insights into satisfaction with Council services and communication.

At the state level, the most recent comparable survey is the 2019 Local Government Association of Tasmania (LGAT) Community Satisfaction Survey, which measured overall satisfaction across Tasmanian councils.

The 2025 survey provides an opportunity to refresh local data, align with contemporary customer experience measurement practices, and establish a new baseline for future comparison.

The 2025 Community Satisfaction Survey included a \$500 gift-card promotion to encourage participation and was delivered entirely by Central Coast Council.

1.3 Purpose of this Report

This report presents the results of the 2025 Community Satisfaction Survey and includes qualitative and quantitative data regarding community sentiment to help inform Council's future planning and service delivery.

The report provides:

- An overview of the engagement objectives, methodology and promotional activities.
- Details of who participated in the consultation and how feedback was gathered.
- Key findings, Customer Experience (CX) results including satisfaction (CSAT), effort and advocacy (Net Promoter Score), and community themes.
- Comparisons with 2015 results and the Local Government Association of Tasmania (LGAT) 2019 Community Satisfaction Survey.

1.4 Engagement Objectives

The objectives of the 2025 Community Satisfaction Survey were to:

- Provide the community with an opportunity to communicate openly and honestly about Council.

- Measure customer satisfaction (CSAT), effort, confidence, priorities and community advocacy (NPS)
- Measure performance across key areas of Council.
- Compare results against 2015 data and Tasmanian benchmarks.
- Provide actionable insights to inform Council's planning and decision-making.

1.5 Legislative and Strategic Context

The survey was undertaken in line with the Local Government Act 1993 (Tas) and Council's Communication and Engagement Framework (2025), which sets out a commitment to transparent, inclusive and evidence-based engagement.

2. Engagement Approach

2.1 Level of Influence

Based on project requirements, stakeholder mapping, and engagement activities, the project is at the *Consult* level on the IAP2 Spectrum. Our promise to the public is, "we will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision."

2.2 Engagement Activities Summary

Activities and methods undertaken to gather input from the community are outlined in the table below.

Activity	Description	Target audience	Participation
Online survey (My Central Coast)	A mix of quantitative and qualitative questions to understand community sentiment.	Residents and ratepayers	317
Hard copy survey	Offline alternative available at Council's Administration Centre.	Residents and ratepayers	1
Community pop-up sessions	Provide accessible support for residents and promote survey engagement.	Residents and ratepayers	5 respondents Approx. 25 visitors

2.3 Communication Activities Summary

Activities and methods undertaken to promote the project and opportunities to participate are outlined in the table below.

Activity	Description	Reach (Approx)
My Central Coast – Project Page	Dedicated project page on My Central Coast.	2,926 views
Council News Post	News post on Council's website.	34 views
Council eNewsletter	Link to project page on My Central Coast.	382 link clicks

Activity	Description	Reach (Approx)
Posters & Flyers	Posters to promote the project and opportunity to have a say, available in shops, cafes, Council facilities across the municipality.	45 posters distributed 500 flyers distributed
A1 Poster Boards	Poster boards promoting the project. Displayed in public parks.	3 distributed
Social media channels	Posts across Council's Facebook to promote the project and opportunities to participate.	29 interactions 176 link clicks
Antenno	Posts to promote the project and opportunities to participate.	306 views 126 link taps
Paid social media advertising	Paid posts across Facebook and Instagram targeting Central Coast residents and encouraging participation.	23,016 views 618 link clicks
Traditional Media	Inclusion in Mayor's Radio Talking Points	N/A

2.5 Accessibility & Inclusion

Accessibility and inclusion were key considerations in designing and delivering the 2025 Community Satisfaction Survey. Council aimed to ensure all residents could participate, regardless of age, location or digital access.

The survey was hosted on *My Central Coast*, Council's online engagement platform, designed for ease of use and accessibility across devices. Paper copies were also available at Council's Administration Centre in Ulverstone, with posters and postcards featuring QR codes distributed across the municipality to support participation.

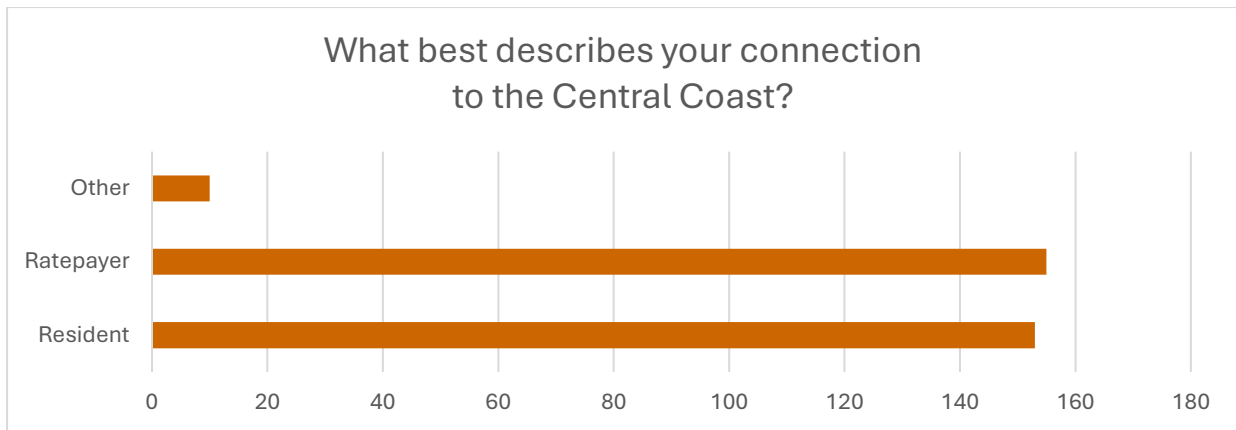
Members of the Communication & Engagement team, Executive Team and Councillors attended pop-up sessions in Ulverstone and Penguin to assist residents in completing the survey and registering for *My Central Coast*. Many participants preferred to take a postcard home to complete the survey later, while others were supported to fill it in on the spot using iPads. Local radio messaging and community posters helped raise awareness and encouraged participation across the entire municipality.

This hybrid approach reflected Council's commitment to equitable participation and ensured the results captured a diverse cross-section of the Central Coast community.

2.6 Who We Consulted

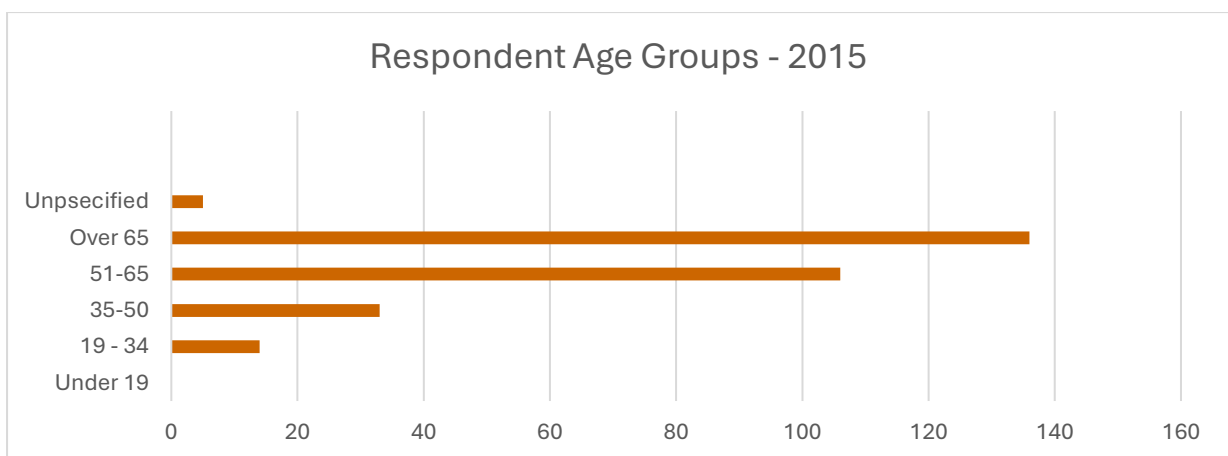
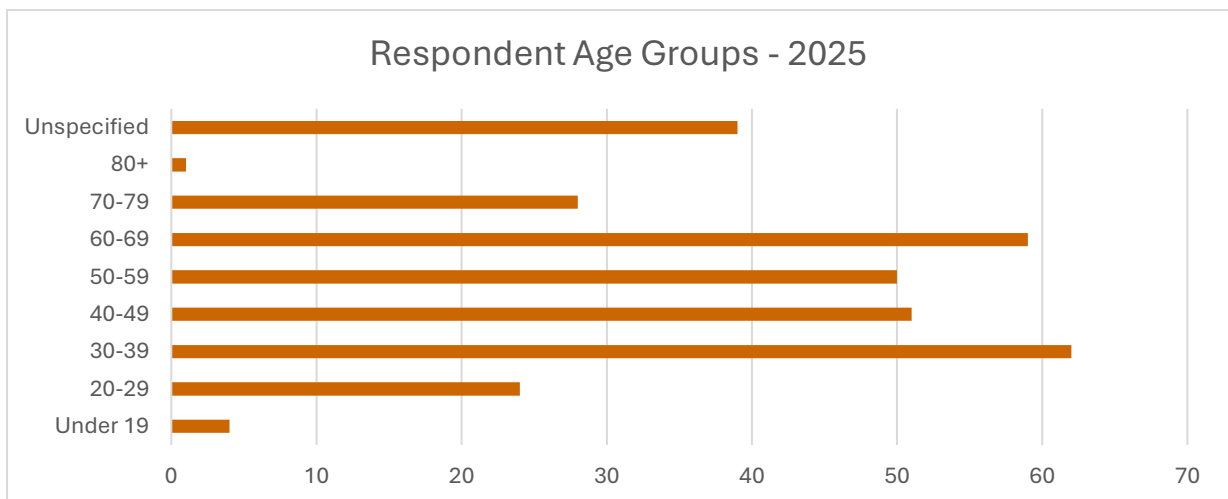
The survey was completed by 318 respondents of whom 48.5% indicated they were ratepayers in the Central Coast LGA and 48% identified as residents.

The survey was targeted at adult residents and ratepayers, was opt-in, and did not seek a representative sample.

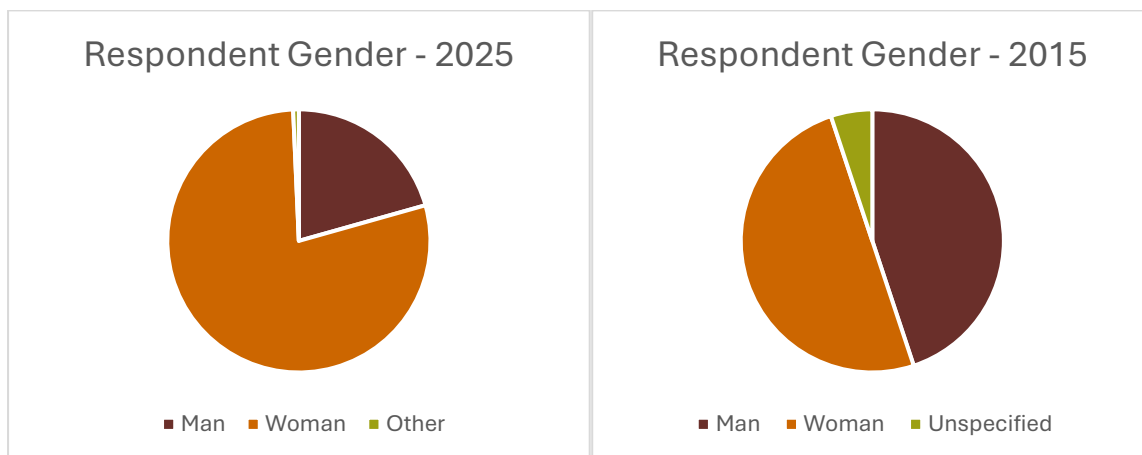


The majority of respondents who provided demographic data were aged 30–39 years (19%), followed by those aged 60–69 years (18.6%). This marks a notable shift from 2015, when most respondents were aged over 50, with almost half (46%) aged 65 and above.

The 2025 results indicate a younger and more balanced age spread, suggesting that Council’s wider promotion methods - including online participation via *My Central Coast* - helped reach a broader cross-section of residents.



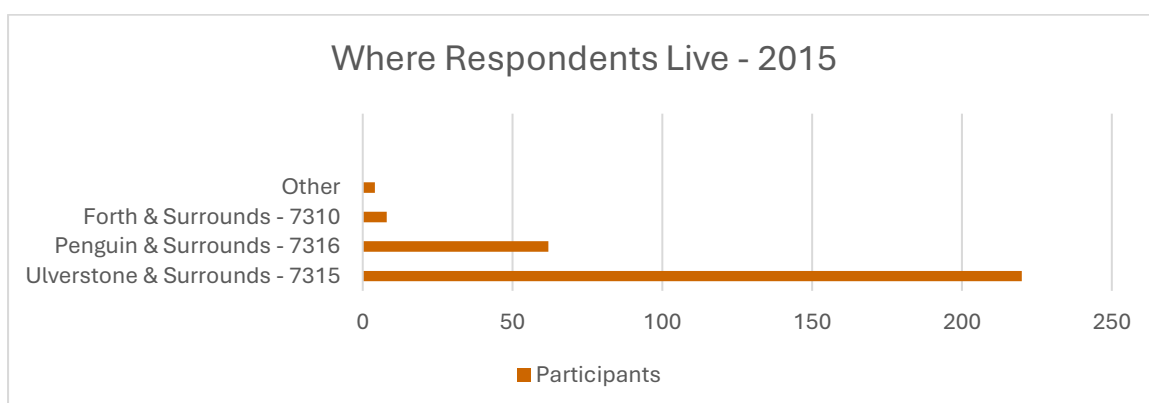
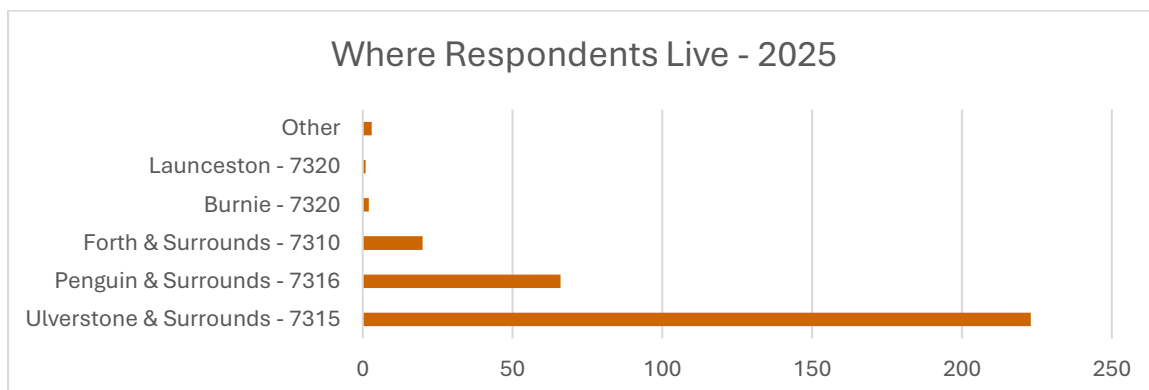
The majority of 2025 respondents were female (78.6%), compared to approximately 50% in 2015.



The distribution of responses by postcode in 2025 closely mirrors that of the 2015 survey.

Participants from Ulverstone and surrounds (7315) represented around 71% of total respondents, consistent with 76% in 2015. Penguin and surrounds (7316) accounted for 21%, also steady compared to 21% in 2015, while participation from Forth and surrounds (7310) increased from 3% to 6%. Only a small number of responses were received from outside the municipality.

Overall, the geographic spread of responses remained stable, with a modest increase in engagement from smaller rural areas such as Forth.



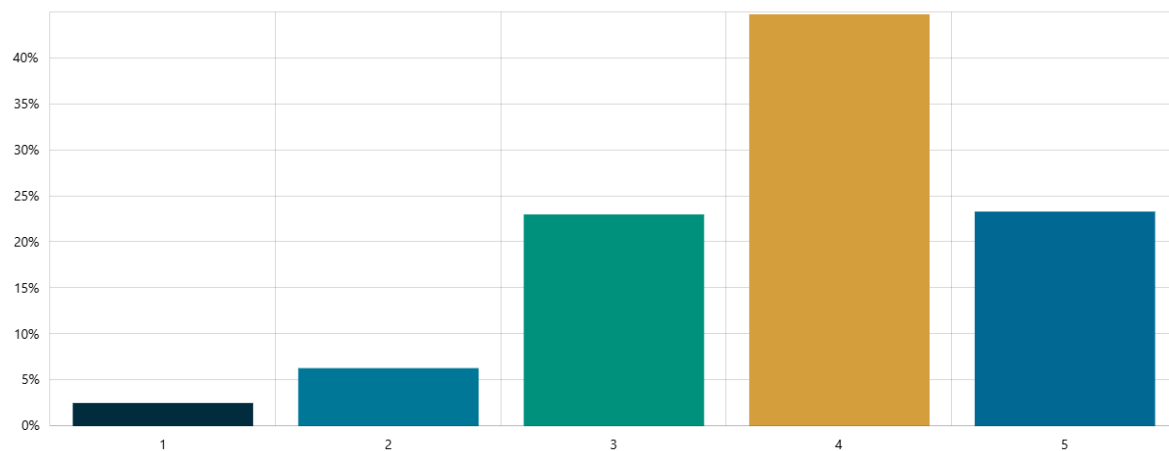
3. Survey Data

3.1 Overall Satisfaction

Question 1: Overall, how satisfied are you with Council's performance?

CSAT – 3.8 / 5 (68% Positive)

Respondents were asked to rate their overall satisfaction with Council's performance on a 5-point scale, where 1 = Very dissatisfied and 5 = Very satisfied. This produces a Customer Satisfaction Score (CSAT). In 2025, the average score was **3.8 / 5**, with 68% of respondents rating their satisfaction as positive (4–5). This indicates a generally positive sentiment toward Council's overall performance.



Comparison

This result sits slightly higher than the statewide average for Tasmanian councils, based on the LGAT 2019 Community Satisfaction Survey, which recorded an average of 6.8 out of 10 (around 3.4 on a 5-point scale). The 2015 Council Survey assessed overall satisfaction within a broader importance–performance framework, where respondents rated Council's overall performance at 4.97 out of 7 (approximately 3.5 on a 5-point scale). While the methodology and scale differ from the 2025 survey, the results collectively indicate that community satisfaction with Central Coast Council's performance has remained steady and positive over time.

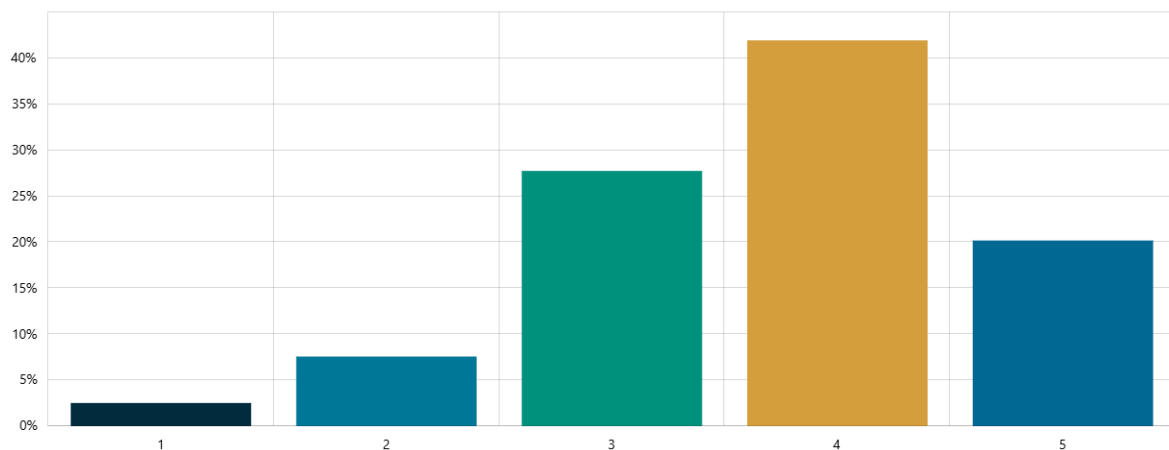
Survey / Year	Scale Used	Scale Used	Equivalent (Normalised)
2015 Council Survey	4.97 / 7	7-point performance scale	3.5 / 5
2019 LGAT Statewide	6.8 / 10	10-point satisfaction scale	3.4 / 5
2025 Central Coast Council Survey	3.8 / 5	5-point satisfaction scale	3.8 / 5

Question 2: How confident are you that Council services meet the needs of the community?

Confidence - 3.7 / 5 (62% positive)

Respondents were asked to rate how confident they are that Council's services meet the needs of the community, using a 5-point scale where 1 = Not confident at all and 5 = Very confident.

The results show that most respondents expressed a positive level of confidence, with a smaller proportion remaining neutral and relatively few indicating low confidence. The average score of **3.7 / 5** reflects a moderate to high level of confidence that Council services meet community needs.



Comparison

There are no direct comparison measures for community confidence or trust in Council's services in the 2015 Council survey or the 2019 LGAT results. The 2025 survey therefore establishes a new baseline for this measure.

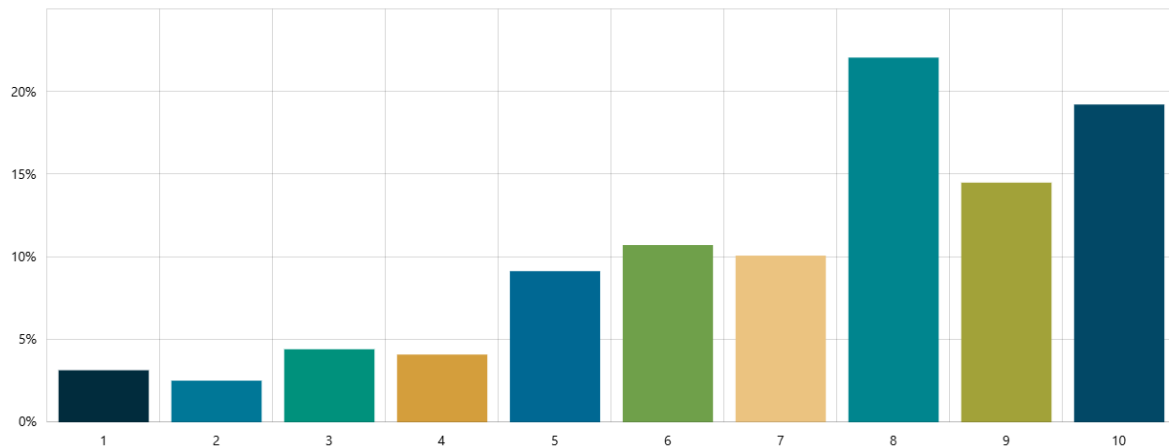
Question 3: How likely are you to speak positively about Central Coast Council to others?

Net Promoter Score - -0.3 (Neutral)

Respondents were asked to rate how likely they are to speak positively about Central Coast Council to others on a Net Promoter Score (NPS) scale, ranging from 0 = Not at all likely to 10 = Extremely likely.

Unlike a standard satisfaction rating, NPS is calculated by subtracting the percentage of detractors (ratings 0–6) from the percentage of promoters (ratings 9–10). Scores can range from –100 to +100, with higher scores indicating stronger community advocacy.

The results show that promoters and detractors were almost evenly balanced, producing a **neutral score of –0.3**. A neutral NPS does not represent poor performance - it simply means that positive and negative opinions are balanced, providing a clear opportunity to strengthen advocacy and build more promoters in future surveys.



Comparison

This is the first time Central Coast Council has measured community advocacy using the Net Promoter Score. There was no comparable question or advocacy measure in Council’s 2015 Community Satisfaction Survey or the 2019 LGAT Community Satisfaction Survey.

While NPS results vary across industries, a score ranging from 0 to 30 is generally considered good, with higher scores indicating stronger community advocacy and loyalty.

With an NPS of –0.3, Central Coast Council’s result represents a neutral starting point, showing a balanced mix of positive and negative sentiment and providing a clear baseline for tracking shifts in community advocacy over time.

3.2 Customer Service

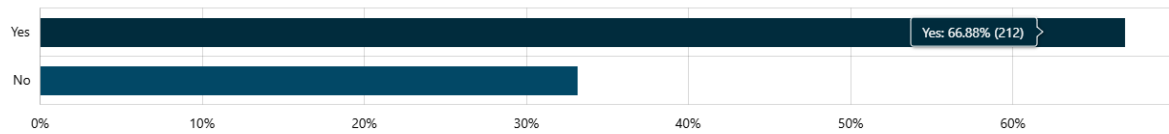
Respondents were asked whether they had direct contact with Central Coast Council in the past 12 months and to rate their experience across three areas - staff helpfulness, ease of access to information or services, and overall satisfaction. These questions help assess the quality and accessibility of Council’s customer service experience.

Two-thirds of respondents (67%) reported having direct contact with Council during the past year. Among those respondents, ratings were consistently positive. Staff helpfulness and professionalism received the highest score, averaging **4.2 / 5**, with 77% of respondents giving a rating of 4 or 5. The ease of accessing information or services was rated at **4.0 / 5** (73% positive), and overall satisfaction during their most recent interaction averaged **4.1 / 5** (74% positive).

These results suggest that most residents who interacted with Council had a positive experience, finding staff professional, courteous and supportive. While a small proportion of lower scores indicate there remains room to streamline processes or improve clarity in service communication, the overall response demonstrates strong confidence in Council’s service culture.

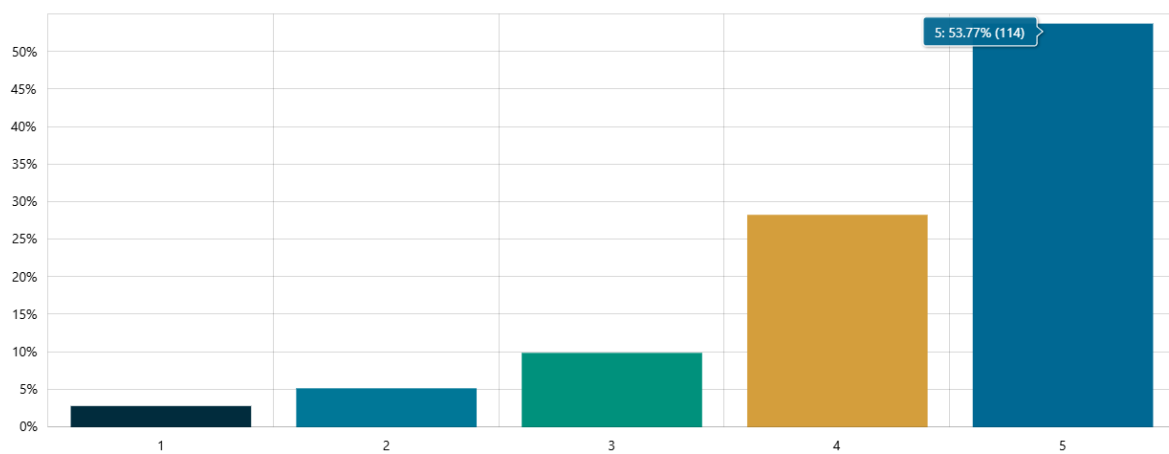
Question 4: In the past 12 months, have you had direct contact with Council as a customer?

Yes – 213, No - 105



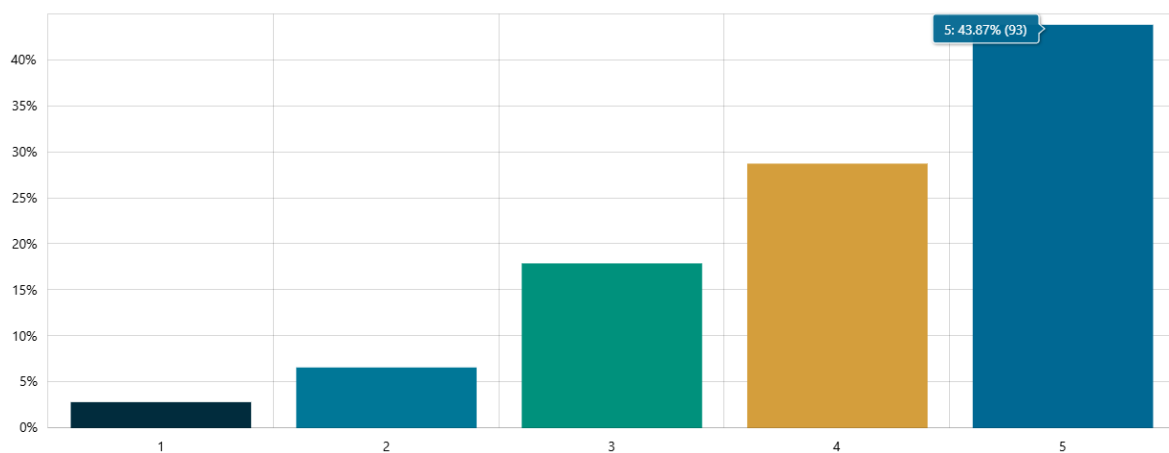
Question 5: How helpful and professional were Council staff during your most recent interaction?

Effort - 4.2 / 5 (77% positive)



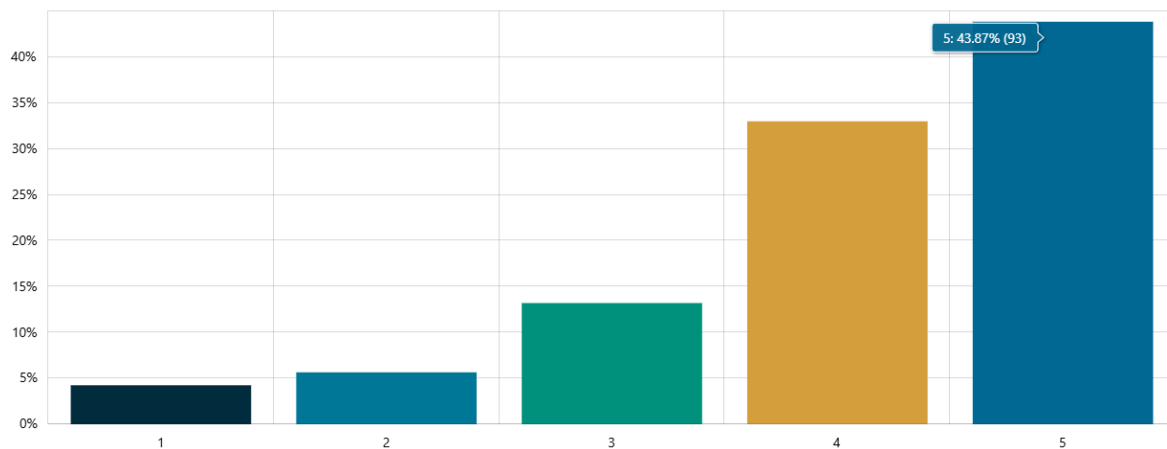
Question 6: How easy was it to access the service or information you needed most recently?

Effort – 4.0 / 5 (73% positive)



Question 7: How satisfied were you with the experience overall during your most recent interaction?

Satisfaction – 4.1 / 5 (75%)



Comparison

When compared with historic data, the 2025 results demonstrate a continued strength in customer experience.

The 2015 Council Community Survey assessed customer service within an importance and performance framework. Friendliness of staff (5.52 / 7), general enquiries at Customer Service (5.60 / 7), and responsiveness to customer enquiries or requests (4.75 / 7) were among the higher-performing aspects of Council's work.

The 2019 LGAT Community Satisfaction Survey did not publish numeric customer service results for individual councils but found that respondents were generally satisfied with staff courtesy, professionalism, and the provision of information, although overall experience was sometimes influenced by service speed and outcomes.

In 2025, Central Coast Council again recorded strong results, with average ratings between 4.0 and 4.3 out of 5 for helpfulness, ease, and overall satisfaction. Together, these findings show that customer service has remained one of Council's most consistently positive performance areas over time.

Survey / Year	Measure	Scale Used	Equivalent (Normalised)
2015 Council Survey	Friendliness of staff (5.52 / 7); General enquiries (5.60 / 7); Responsiveness 4.75 / 7	7-point performance scale	≈ 3.8 / 5
2025 Central Coast Council Survey	Helpfulness (4.3 / 5); Ease (4.0 / 5); Satisfaction 4.1 / 5	5-point satisfaction scale	4.1 / 5 (average)

3.3 Communication and Engagement

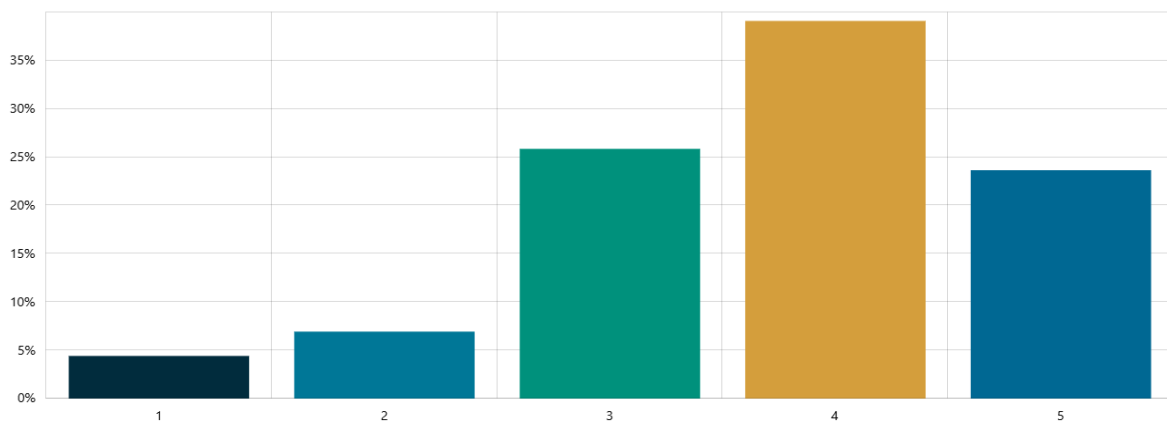
Respondents were asked to rate how well Central Coast Council keeps the community informed about local issues, services and decisions, and how satisfied they are with the opportunities provided to have their say on matters that affect them.

Results show a generally positive perception of Council’s communication and engagement practices. The question on how well Council keeps the community informed received an average score of **3.7 / 5**, with 63% of respondents giving a positive rating (4–5). Satisfaction with opportunities to have a say scored slightly higher, averaging **3.8 / 5**, with 66% of respondents giving a positive rating (4–5). These results suggest that most residents feel well informed and reasonably satisfied with their ability to participate in Council decision-making, while also highlighting scope to improve awareness and participation among those who remain neutral or less engaged.

Respondents were also asked two multiple-choice questions about how they currently receive information from Council and how they would prefer to receive it in future. Most indicated they currently get information through social media, followed by Council’s website, word of mouth, and the Antenno app. When asked about preferred channels, social media again ranked highest, with email newsletters the next most popular option.

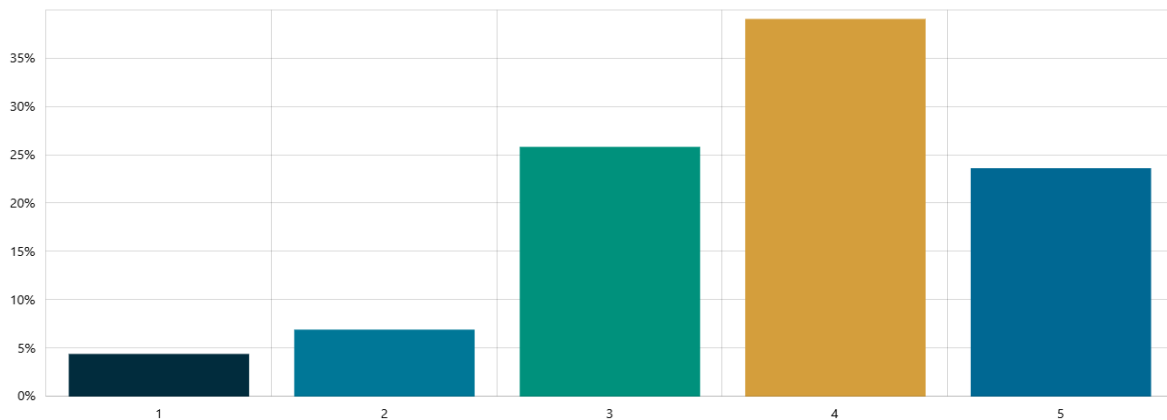
Question 8: How well does the Council keep you informed about local issues, services, and decisions?

CSAT – 3.7 / 5 (63% Positive)

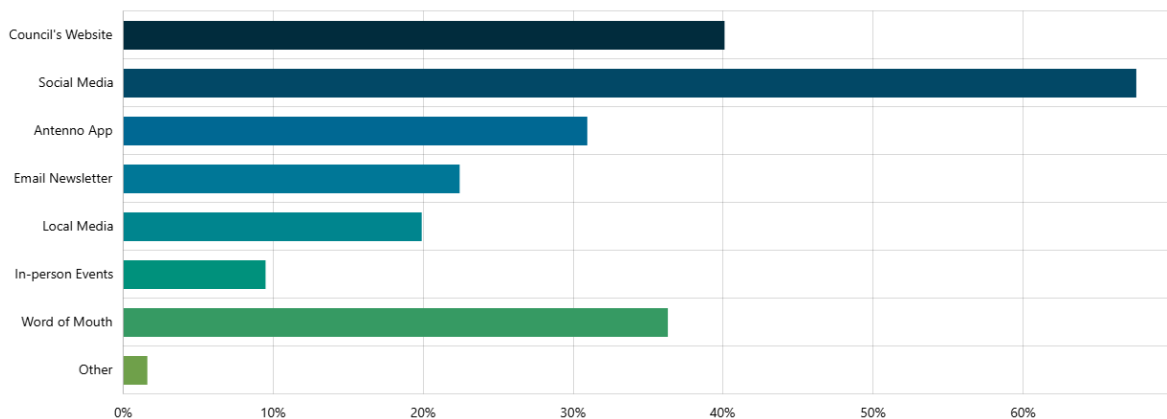


Question 9: How satisfied are you with the opportunities provided by the Council to have your say on issues that matter to you?

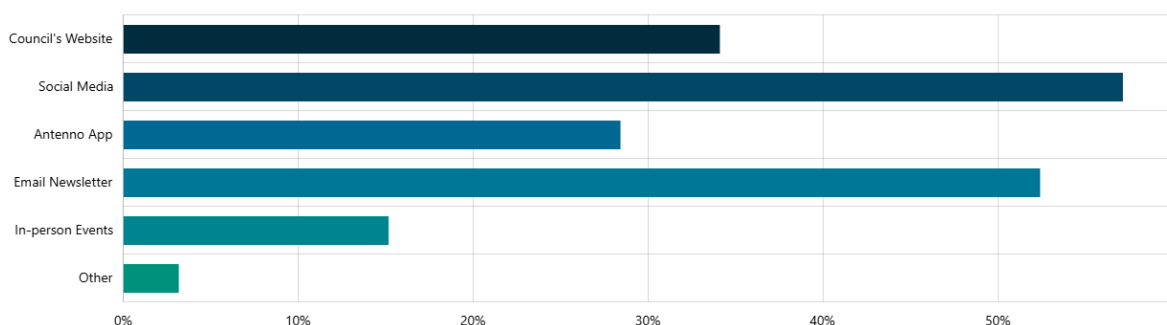
CSAT – 3.8 / 5 (66% Positive)



Question 10: Where do you currently get most of your information about Council?



Question 11: How would you prefer to receive updates from Council?



Comparison

The 2015 Council Community Survey assessed communication and engagement within an importance and performance framework. Council reporting to the community through publications and meetings scored 4.59 / 7, while opportunities for the community to participate in decision-making rated 4.09 / 7.

The 2019 LGAT Community Satisfaction Survey recorded stronger results across Tasmanian councils, with satisfaction scores of 6.51 / 10 for community consultation and engagement, 7.03 / 10 for provision of information to the public, and 6.97 / 10 for council website and social media. By comparison, Central Coast Council's 2025 results - 3.7 / 5 for communication and 3.8 / 5 for engagement - indicate continued progress and performance just above the Tasmanian average.

The 2015 Council Survey also gathered data on communication preferences, showing that residents mainly relied on local media (72%) and newsletters (61%) to receive information, with smaller proportions using social media (16%), the website (15%) and in-person meetings (12%). By 2025, preferences have shifted toward digital channels, with e-newsletters and social media now the most common ways residents stay informed. This reflects a clear move away from printed newsletters and local newspapers toward more accessible, real-time online communication through platforms such as *My Central Coast*.

Survey / Year	Measure	Scale Used	Equivalent (Normalised)
2015 Council Survey	Council reporting to the community (4.59 / 7); Opportunities for participation in decision-making (4.09 / 7)	7-point performance scale	≈ 3.2 / 5
2019 LGAT Statewide	Community consultation and engagement (6.51 / 10); Provision of information (7.03 / 10); Council website and social media (6.97 / 10)	10-point satisfaction scale	≈ 3.5 / 5
2025 Central Coast Council Survey	Communication (3.7 / 5) Engagement (3.8 / 5)	5-point satisfaction scale	3.75 / 5 (average)

3.4 Priorities and Insights

Respondents were asked to identify their 5 most important areas of Council's work and rate their satisfaction across 14 key services on a 5-point scale, where 1 = Very dissatisfied and 5 = Very satisfied.

Results show that the community continues to prioritise core infrastructure and maintenance services, alongside strong interest in parks, waste management and customer service. Roads, footpaths and street maintenance was the most frequently selected priority, followed by parks and recreation, rubbish collection and recycling, and public toilets and amenities.

Satisfaction was highest for parks and playgrounds, rubbish and recycling, and customer service and community engagement, each recording more than **60%** positive ratings (4–5 out of 5). In contrast, lower satisfaction was reported for roads, public toilets and amenities, and development support.

Question 12: Which of the following areas are most important to you?



Question 13: How satisfied are you with the following Council services?

Service Area	Satisfaction Score	Positive Ratings
Parks, playgrounds and recreational spaces	3.8	70%
Rubbish collection and recycling	3.6	65%
Customer service and community engagement	3.7	61%
Stormwater and drainage management	3.7	60%
Community facilities, e.g. halls	3.6	60%
Tourism and visitor services	3.6	58%
Arts, events and cultural activities	3.6	54%
Inclusive services for all ages and abilities	3.6	53%
Local business support and economic development	3.4	52%
Environmental sustainability and protection	3.5	51%
Animal management and public safety	3.4	50%
Planning and development support	3.3	43%
Roads, footpaths and street maintenance	3.3	47%
Public toilets and amenities	3.3	46%

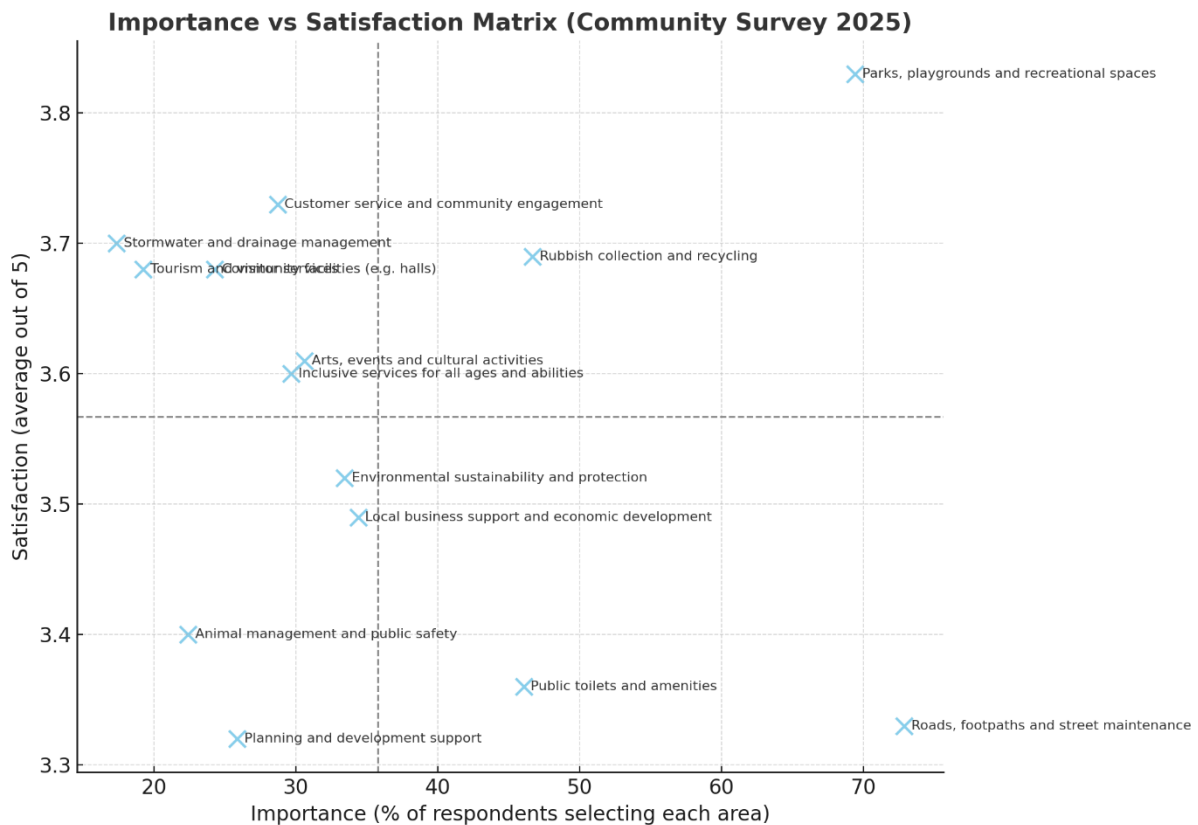
Satisfaction and importance data were combined to form an Importance–Satisfaction Matrix, which helps identify how well Council is performing in the areas that matter most to the community. This approach compares each service’s importance (how many respondents selected it as a top 5 priority) with its average satisfaction rating (out of 5).

The following matrix ranks all 14 service areas by importance and groups them into 4 quadrants that reflect their relative relationship between importance and satisfaction:

- **High Importance / High Satisfaction (Top Right)** – Services that are highly valued and performing well.
- **High Importance / Low Satisfaction (Bottom Right)** – Core priorities where improvement is most needed.

- **Low Importance / High Satisfaction (Top Left)** – Supporting strengths that build community confidence and pride.
- **Low Importance / Low Satisfaction (Bottom Left)** – Emerging or ongoing challenges to monitor over time.

Together, these results provide a balanced view of where the community places the greatest value and how well those expectations are being met.



The results show that community expectations continue to centre on core infrastructure and everyday services. Roads and footpaths remain the highest priority and the area of greatest concern and public toilets and amenities stand out as a practical, high-importance area where satisfaction lags behind expectations. In contrast, parks, recreation spaces, and waste services are performing strongly in both importance and satisfaction, confirming their continued value to residents.

Comparison

The following table compares community priorities over the past decade, drawing on Central Coast Council's 2015 Community Satisfaction Survey, the 2019 LGAT statewide survey and the 2025 Central Coast Council results.

Overall, community priorities have remained broadly consistent across all three surveys. Core services such as roads, waste management, and public amenities continue to dominate the list, while parks and recreation have increased in importance.

Key Community Priorities 2015-2025

Rank	2015	2019 (LGAT)	2025
1	Recycling collection	Garbage collection	Roads, footpaths and street maintenance
2	Garbage collection services	Drains/stormwater	Parks, playgrounds and recreational spaces
3	Public toilet amenities	Cleaning of public areas	Rubbish collection and recycling
4	Management of traffic flow (e.g. lights, roundabouts, street signs)	Emergency and disaster management	Public toilets and amenities
5	Parks and gardens	Recycling	Local business support and economic development

While the survey methodologies have evolved - with the 2015 Council Survey using a 7-point performance scale and the 2025 survey using a 5-point satisfaction scale - comparing results over time provides valuable insight into consistency and change.

Overall satisfaction with Council services has remained steady across the decade, with performance in most areas broadly consistent. Core services such as parks and recreation, waste management, and customer service continue to perform strongly, reflecting sustained community confidence in Council's everyday operations.

In contrast, roads and public amenities remain lower-rated. Newer areas of focus, including sustainability, inclusion and business support, show moderate satisfaction levels, establishing useful baselines for future tracking.

Community Satisfaction 2015-2025

Service Area	2015 (Performance - Converted)	2025 (Satisfaction)	Trend
Roads, footpaths and street maintenance	≈ 3.5	3.3	▼
Parks, playgrounds and recreational spaces	≈ 3.9	3.83	—
Rubbish collection and recycling	≈ 3.9	3.69	—
Stormwater and drainage management	≈ 3.7	3.70	—
Public toilets and amenities	≈ 3.6	3.36	▼
Community facilities (e.g. halls)	≈ 3.7	3.68	—
Customer service and community engagement	≈ 3.8	3.73	▲
Planning and development support	≈ 3.3	3.32	—
Environmental sustainability and protection	≈ 3.3	3.52	▲
Inclusive services for all ages and abilities	≈ 3.5	3.60	▲
Arts, events and cultural activities	≈ 3.6	3.61	—

Service Area	2015 (Performance - Converted)	2025 (Satisfaction)	Trend
Local business support and economic development	≈ 3.4	3.49	▲
Animal management and public safety	≈ 3.2	3.40	▲
Tourism and visitor services	≈ 3.5	3.68	▲

3.5 Open Feedback

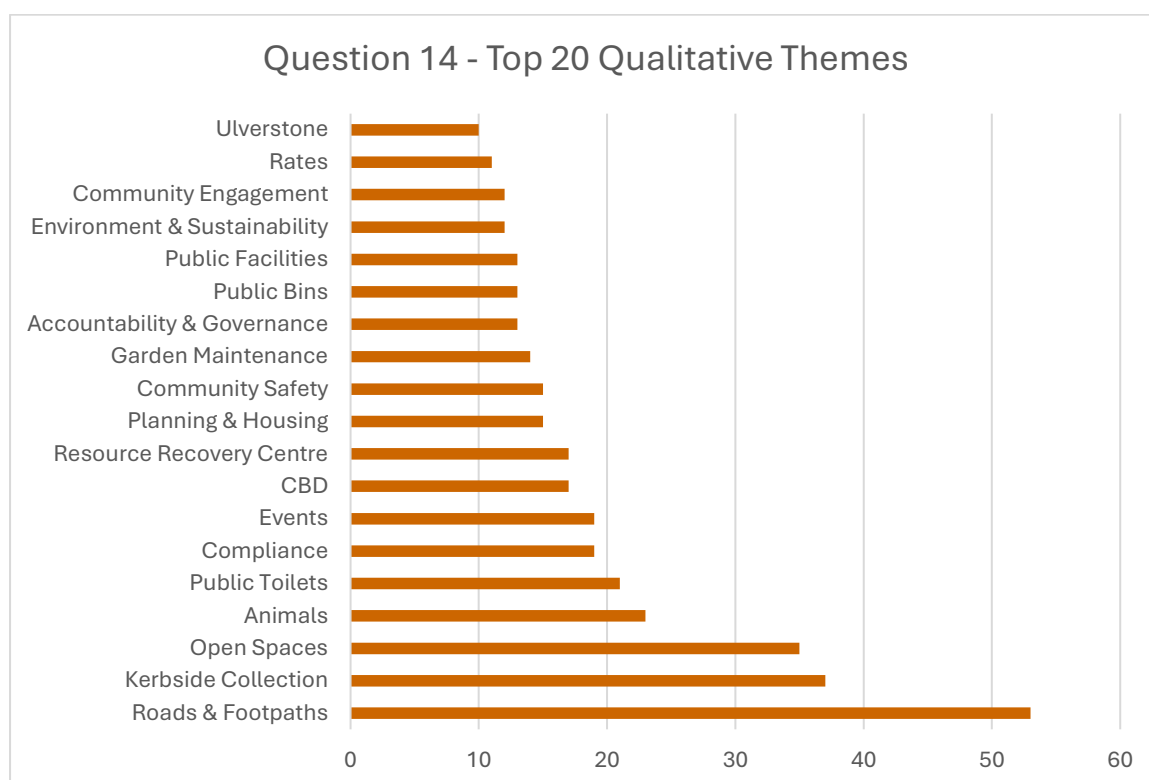
Two open-ended questions invited participants to share, in their own words, what Council could do to improve their experience as residents, and what they believe is currently working well.

Question 14: What is one thing Council could do to improve your experience as a resident?

Respondents were asked what Council could do to improve their experience as a resident. Feedback showed a clear focus on the practical, everyday services that shape local life.

Comments most often related to the condition and maintenance of roads and footpaths, the frequency and accessibility of kerbside collection, the care of parks and open spaces, expectations around animal management, and the cleanliness and availability of public toilets and amenities.

While views were mixed, the majority of comments were constructive and reinforced the community's call for consistency and attention to detail in core service delivery. These findings align closely with the quantitative data, where infrastructure and maintenance also rated as priority areas for improvement.





Roads and Footpaths

Roads and footpaths were by far the most frequently discussed area of improvement, with residents focusing on maintenance and the ongoing challenge of potholes and uneven surfaces. The tone was largely negative, reflecting frustration with the state of local and rural roads, but there was also recognition of Council's efforts where works have recently occurred. Many comments called for a more consistent approach to road upkeep and better connectivity of pedestrian paths in key town areas.

"Rates rise every year yet less seems to be done on maintenance of roadside infrastructure e.g. maintaining clear drainage of spoon drains weed spraying especially in areas classed as rural rather than residential."

"Council seems to be trying to improve roads but there are still rough patches that need more attention."

"We just want the roads fixed properly instead of patching the same holes every few months."

Kerbside Collection and Waste

Kerbside collection and waste management were another high-volume theme, with the majority of respondents seeking improvements to collection frequency and tip access. Many residents expressed concern about the cost of waste disposal and the limited options for hard rubbish, which were seen as contributing factors to illegal dumping. Others noted satisfaction with the basic service but wanted minor adjustments such as clearer recycling guidelines and seasonal clean-up opportunities.

"Hard rubbish collection so expensive to use the tip regularly and rubbish ends up dumped on back roads."

"Bring back weekly rubbish removal and cheaper tip fees."

"Collection is mostly good but a bulky waste service a few times a year would help keep things tidy."

Parks and Open Spaces

Feedback on parks and open spaces was generally positive, showing strong community appreciation for the quality of local playgrounds, gardens and walking trails. The most common suggestions focused on improving lighting, accessibility and maintenance, particularly in high-

use areas such as foreshore reserves. There was also interest in more inclusive play spaces and facilities suitable for children of all abilities.

“Maintain the Zig Zag Path better it could be something Ulverstone is proud of.”

“Bigger outdoor play equipment that’s all inclusive not much for disabilities wider footpaths and better lighting.”

“As a dad with two small children the priority is improving parks and outdoor areas with more play equipment and better toilet facilities.”

Animal Management

Animal management feedback was mixed but recurring, with the majority of comments centred on the need for greater control of cats and dogs in public spaces. Many residents supported stronger regulation and enforcement of responsible pet ownership, while a smaller number raised concerns about stray animals and the lack of designated off-lead areas.

“Why is there still no registration required for cats they roam the streets while dogs get locked up.”

“Footpaths have dog excrement everywhere more signage and bins would help.”

“Bring in rules to make people keep their cats inside.”

Public Toilets and Amenities

Public toilets and amenities generated fewer comments overall, but the feedback was highly consistent. Residents emphasised the need for more public toilets in busy recreation areas, better lighting, and improved cleanliness standards. Several also raised concerns about vandalism and accessibility for families and older users. The sentiment was largely practical, with respondents wanting well-maintained and reliable facilities in key public spaces.

“More play equipment at local parks and keep soap in public toilets that have seats.”

“Public toilets near Coles and Woolworths are the worst for a town this size dirty and cold.”

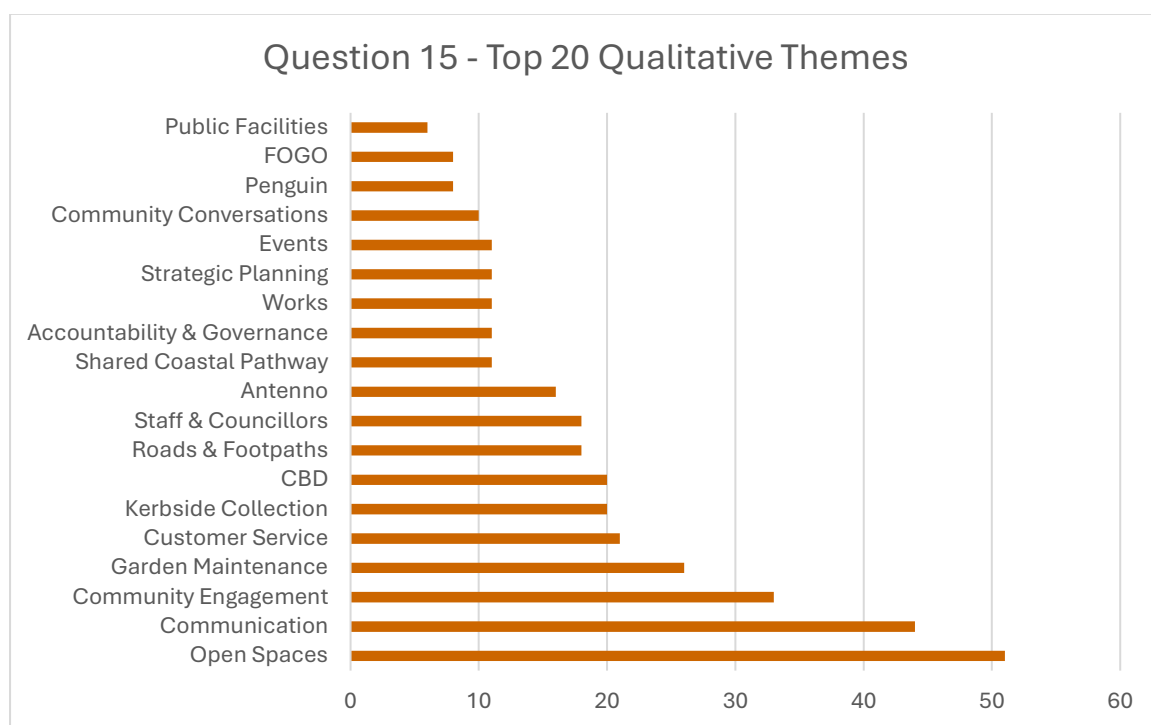
“We have a lot of walking areas but few public toilets Beach Road needs more lighting it’s very dark at night.”

Question 15: What is working well at Council right now?

When asked what is currently working well, most respondents spoke positively about the services they see and use most often. The feedback closely reflected the earlier survey results, which showed strong satisfaction with visible, everyday services and Council’s responsiveness to the community.

Residents highlighted the quality and presentation of parks, gardens and open spaces, as well as improvements in communication, engagement and customer service.

Many respondents described Council as approachable, helpful and visible in the community. The combination of strong customer service, reliable services and well-presented public spaces continues to build community confidence and a sense of local pride.



Parks, Gardens and Open Spaces

Comments about open spaces and gardens were the most frequent across all responses. Residents expressed pride in the presentation of local parks, playgrounds and foreshore areas, often noting the regular maintenance and care shown by Works staff. The sentiment was overwhelmingly positive, with many people describing parks and gardens as one of the region's greatest assets.

"Our parks and gardens are always neat and tidy and look amazing all year round."

"The foreshore area and playgrounds are beautiful and well looked after."

"How clean and maintained our local parks and tourism facilities are."

Communication and Engagement

Communication and engagement were the next most frequently mentioned strengths. Respondents recognised visible improvement in how Council keeps the community informed,

especially through social media, newsletters and consultation activities. Many people said they now feel better informed about projects, and appreciate opportunities to have their say.

“Keeping the public up to date on current events and works through social media.”

“There is good communication between Council and residents and the staff are always friendly and very helpful.”

“Communication is working well and overall Council feels well run and responsible.”

Customer Service

Customer service feedback reflected strong satisfaction with Council’s staff and responsiveness. Residents described customer service teams as friendly, helpful and approachable, both in person and online. There was a general sense that Council employees are committed to assisting residents and providing clear, timely information.

“Your staff are friendly.”

“Lovely reception staff at Ulverstone always helpful.”

“The staff are always polite and do their best to help.”

4. Consultation Outcomes

4.1 Responding to Key Themes

The 2025 Community Satisfaction Survey confirms that residents continue to value the essential, everyday services that shape local life. The strongest priorities - roads and footpaths, waste management, parks and open spaces, and public toilets - mirror the areas most often mentioned in open feedback.

Overall, responses highlight a community that is largely satisfied with visible, day-to-day services while seeking greater consistency, communication, and follow-through in the areas that matter most.

Theme	What We Heard
Roads, Footpaths and Street Maintenance	Most comments focused on maintenance quality, potholes and rural road edges, with some requesting clearer communication about work schedules and priorities. Residents called for consistent attention and lasting repairs rather than temporary patching.
Parks, Playgrounds and Open Spaces	Parks and open spaces continue to be a defining strength for the municipality. Comments praised neat presentation, coastal pathways, and well-maintained gardens, while suggesting more inclusive play equipment, lighting and accessible paths.
Waste and Recycling	Most respondents were satisfied with the core service but suggested increased kerbside collection frequency, cheaper or easier tip access, and an occasional bulky-waste service to discourage illegal dumping. A smaller group requested clearer recycling information.
Customer Service and	Residents frequently describing Council staff as friendly, responsive and helpful. Many also praised the visibility of updates through social media and

Community Engagement	Antenno and appreciated being asked for input on local issues. A smaller number suggested improvements around follow-up communication and consistency between staff.
Public Toilets and Amenities	Public toilets received mixed results. Many respondents said facilities were generally clean and functional, while others noted issues with cleanliness, lighting and accessibility, especially at high-use sites.

4.2 Moving Forward

The results of this survey will now guide the next stage of Council’s planning and decision-making. Findings have been shared with Directors and Managers to shape operational priorities and budget discussions and will be presented to Councillors as part of both the current term review and the induction process for the incoming Council. Insights from the survey will also inform the next review of Council’s Strategic Plan, ensuring that future programs and investments reflect what residents have told us matters most.

De-identified data from the survey will remain available internally so staff across all Departments can refer to it when developing projects, preparing engagement materials, or evaluating service performance.

Fifty-one respondents asked for follow-up on specific matters. Each submission will be reviewed by the Communication & Engagement team and the relevant Directors, and those residents will be contacted directly where appropriate.

To close the feedback loop, a summary of results will be published on the *My Central Coast* engagement hub. A short overview will also be distributed through Council’s website, eNewsletter and social channels, and emailed to participants who opted in for updates.

4.3 Engagement Evaluation

The 2025 survey achieved a strong level of participation at a much lower resource cost than previous years, confirming that Council’s current digital engagement model is efficient and accessible. The combination of scored questions and open comments produced a clear picture of community sentiment and practical expectations. Responses came from a broad cross-section of residents, including younger participants than in past surveys.

While online participation was high, attendance at the small number of in-person sessions was limited. These sessions remain valuable for relationship-building but appear better suited to specific project consultations rather than broad community surveys. Future efforts could also target a more even gender balance and continued outreach to rural communities.

Overall, the engagement process was inclusive, transparent and effective, capturing diverse and genuine community feedback designed to directly inform Council’s planning and reporting cycles.

5. Conclusion

The 2025 Community Satisfaction Survey provides a detailed, evidence-based understanding of what residents value and where they see room for improvement. The findings show a

community that prizes well-maintained infrastructure, reliable waste services and clean public spaces, while also recognising strong performance in customer service and communication.

These results confirm that residents want Council to keep delivering the basics well, communicate openly about what is being done, and maintain the visible standards that contribute to community pride. The insights will guide operational and strategic planning over the coming term, establish a refreshed baseline for future measurement, and continue to strengthen the connection between Council and the community it serves.