

Gore District Council

ANNUAL RESIDENTS' SURVEY

May 2022



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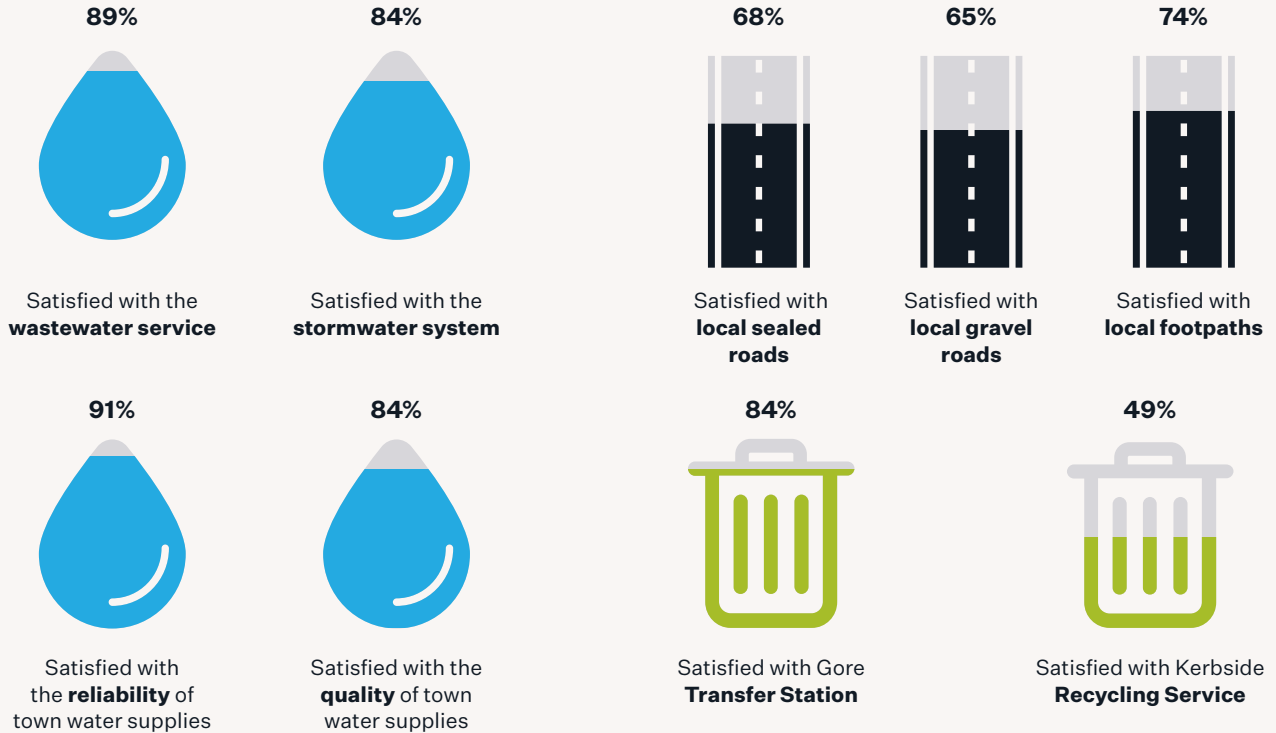
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Section 1

Infographic summary

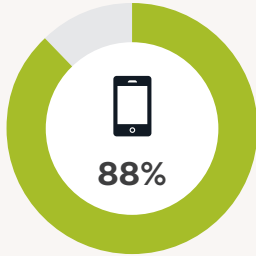
COUNCIL SERVICES



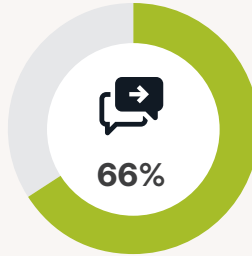
COUNCIL FACILITIES



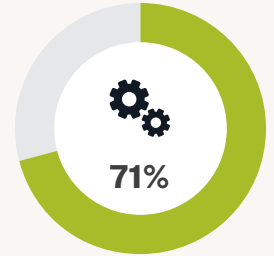
COUNCIL PERFORMANCE



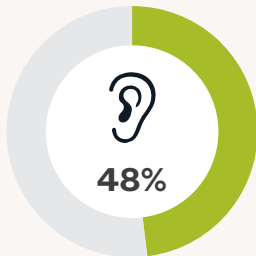
Were satisfied that they can **contact an elected member** of the Council to raise an issue or problem.



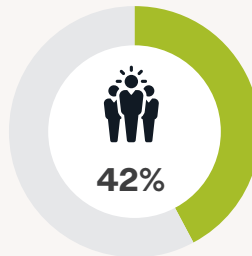
Were satisfied that the Council is responding to the **needs**, and to **issues raised** in, the community.



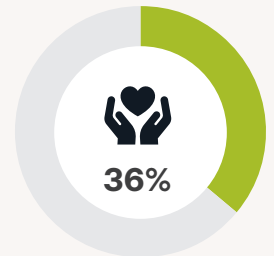
Were **satisfied with the performance** of Gore District Council overall.



Agreed Gore District Council provides enough **opportunities** for people to have their say.



Felt the Mayor and Councillors **display sound and effective leadership**.



Agreed they have good strategies for **developing prosperity and wellbeing**.

THE GORE DISTRICT

89%



88%



79%



74%



71%



Section 2

Research design

Context

The Gore District:

- Was formed in 1989, incorporating the former Gore and Mataura borough councils and part of the former Southland County Council.
- Has five electoral wards for the 11-member council, plus the mayor, who is elected from the community at large.
- Covers 1,251 km².
- Has a capital value of over \$2.6 billion with a strong agricultural-led economy.
- Has a population of 12,396 (2018 Census). Gore is the largest urban area, with a population of 7,518. Mataura has a population of 1,629.

Gore District Council commissions an annual survey of residents to find out what they think about specific services and facilities and how they feel about the District and Council's performance.

The key service areas tested in the 2022 residents' survey were:

- Wastewater and Stormwater Services
- Water Services
- Roothing Services
- Waste Services
- Council Services
 - Council Facilities
 - Contacting the Council
 - Council Communications
- Council Planning
- Elected Members and Organisational Performance
- Perceptions of the Gore District

Method

In line with the 2014 – 2021 surveys, the 2022 research was conducted both by phone and online.

PHONE SURVEY WITH ONLINE COMPLETION OPTION

Telephone surveys are ideally suited to surveying large, geographically dispersed populations exactly like Gore’s. The data produced is the result of random sampling and is therefore free from self-selection bias; it can be considered statistically robust, and levels of statistical confidence can be applied to the data.

An online channel for the survey was included to make the survey more inclusive. Residents contacted by phone who were unwilling or unable to complete the survey were offered to be sent an email containing a link to the online survey. This provided an alternative option to participate for those with a preference for online completion.

STANDALONE ONLINE SURVEY

The research was also promoted across the district as an online survey that anyone could complete, including those without landlines or those who were not invited to take part in the random telephone sample. Communications to promote the online survey to a wider audience included:

- Production of graphics and text used jointly by Research First and Gore District Council. A set of images was produced to appeal to different groups within the population.
- The advert and link to the online survey were placed in the banner section of the Gore District Council homepage to coincide with the start of the telephone survey, providing both promotion of the online mechanism and verifying the legitimacy of the telephone survey.
- The advert and link were placed and boosted on Council Facebook pages throughout the survey period.
- A campaign targeted to reach residents across the district ran on the Research First Facebook page throughout the survey period.

The survey was visible and created an inclusive approach that ensured greater community engagement than with the telephone survey alone. However, the online sample is self-selecting and is essentially different from that provided through the telephone sampling approach (which is based on random sampling where respondents are invited to take part). Self-selecting respondents are likely to have characteristics and opinions that are not consistent with the general population. For this reason, the sample from the online survey should not be viewed as representative of the district’s population. A comparison of results provided from the two different samples is provided in appendix five.



The telephone survey provides a sample of 382 respondents that is representative of the district's population and accurate to +/-5 percent at the 95 percent confidence level. An additional 226 residents chose to give their feedback through the online survey.

Sampling

The 2022 questionnaire was mostly consistent with the previous surveys but now asked questions about Hokonui Moonshine Museum, Eastern Southland Gallery, or the heritage centre as separate entities.

Data collection took place between March 16th and April 24th, 2022.

Data collection for the telephone survey was randomised within each household to ensure the sample included a range of respondents based on age, location, and gender, with a quota system being used to ensure the sample was representative of the population, as per Census 2018 statistics.

Performance targets and satisfaction measures

Levels of resident satisfaction with services are measured in this report by first removing all respondents who answered, 'don't know', 'not applicable' or similar.

Across all KPIs, the KPI measure of satisfaction is reported as the proportion answering neutral, satisfied or very satisfied.

To ensure consistency, where the total satisfied is reported for any service area, this is the proportion of residents that answered neutral, satisfied, or very satisfied.

Where levels of agreement are reported, the total agreeing is the proportion that answered that they agreed or strongly agreed. In these cases, stating 'neither agree nor disagree' cannot be deemed as agreement.

In this report numbers presented have been rounded into whole numbers. Due to this rounding, individual figures may not add up precisely to the totals provided or to 100 percent.

Section 3

Wastewater and stormwater

Wastewater and stormwater

Overall, results showed that the majority were satisfied with the waste and stormwater.

- 89 percent of residents were satisfied with the wastewater service over the past 12 months; and
- 84 percent of residents were satisfied with the stormwater system over the past 12 months.

Trend analysis of satisfaction with wastewater services shows relatively consistent levels over time. Trend analysis of satisfaction with stormwater services shows that significantly more residents were satisfied with the stormwater services in 2022 compared with the past three years.

Comments by residents dissatisfied with any of these services highlight the need to continue remedying surface flooding from stormwater and improving/upgrading the waste/stormwater services in general. Clearing drains is also a priority.

“ I can’t believe that after heavy rains that water still surface floods specific areas around the town. It feels like it’s been a long time since there’s been any gutter and drain cleaning service.”

Figure 3.1 Satisfaction with wastewater and stormwater services

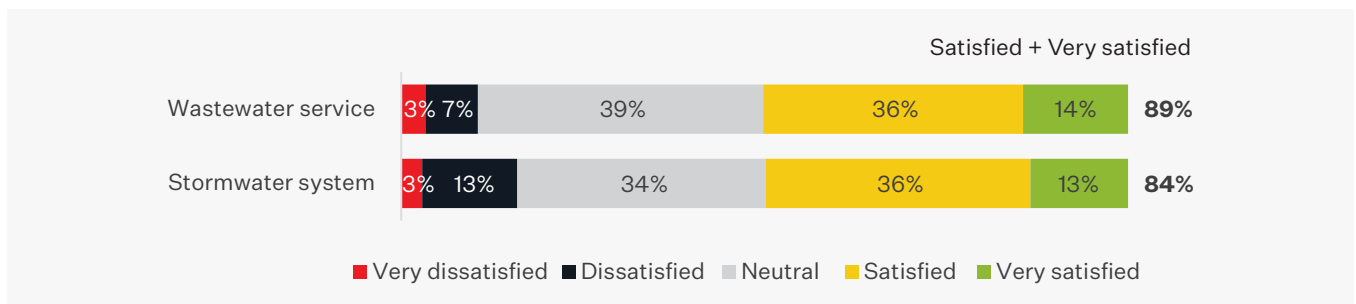


Figure 3.2 Satisfaction with wastewater and stormwater services – trend analysis

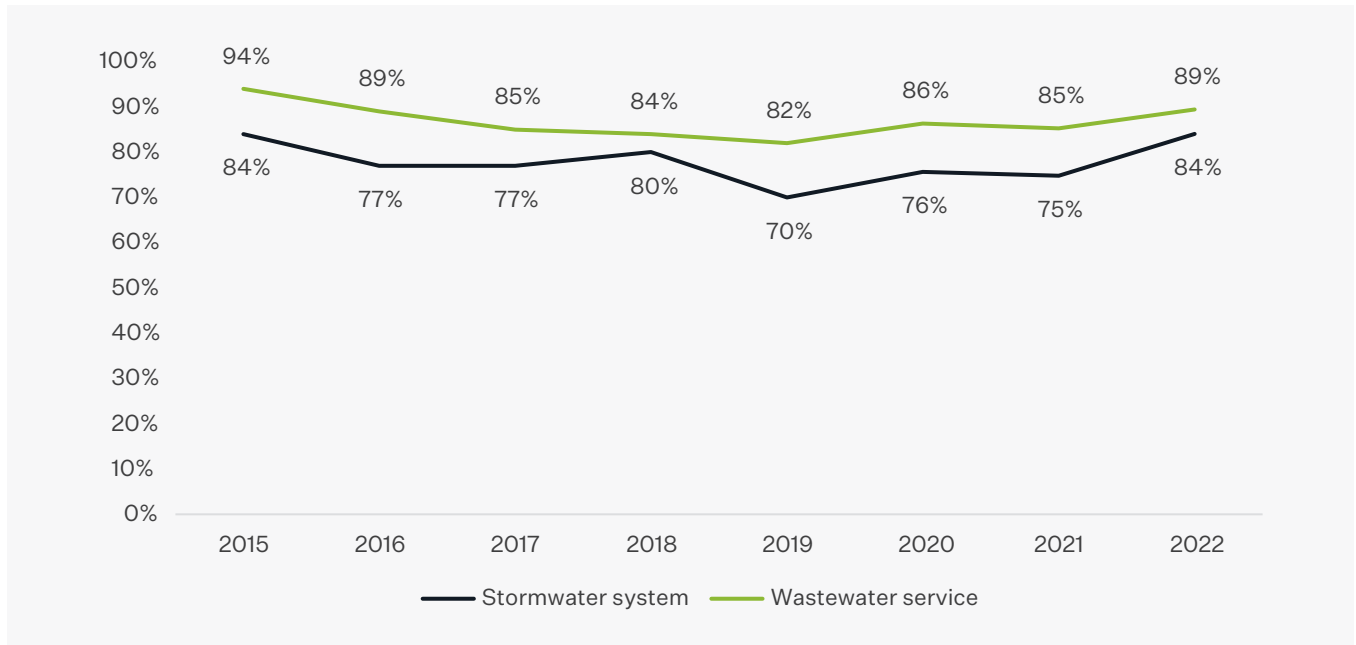


Figure 3.3 Comments about wastewater and stormwater services by dissatisfied residents

	Percent of respondents	Number of respondents
Remedy surface flooding from stormwater	33%	21
Improve/upgrade services in general	31%	20
Fix or clear drains/gutters/sumps/culverts	22%	14
Listen to resident concerns/suggestions	9%	6
Happy with services	5%	3
Separate wastewater and stormwater pipes	3%	2
Stop dumping stormwater/wastewater into river	3%	2
Fix/improve wastewater ponds/treatment plants	3%	2
Rural areas don't receive these services	2%	1
Bring in water storage	2%	1
Other	11%	7
Total number of dissatisfied residents providing a response		64

Section 4

Water services

Quality and reliability

Just under two thirds of respondents (65 percent) were on the Gore town water supply, 11 percent on the Mataura supply, 3 percent on the Otama Rural supply, and 21 percent on private supply.

Respondents on town supplies were asked a series of questions around water services. Results showed that the majority were satisfied with the water supply.

- 91 percent were satisfied with the reliability of town water supplies.
- 84 percent were satisfied with the quality of town water supplies.

Trend analysis shows that perceptions of reliability and quality have remained similar to last year and is back to the higher levels reported previous to 2018.

Results analysed by location still confirm some significant differences depending on which area residents reside in where residents in Mataura are still significantly less likely to be satisfied with the water services.

Residents on the Mataura water supply are significantly more likely to be dissatisfied with the quality of their water (45 percent dissatisfied), and the reliability (28 percent). This is an increase since last year.

Figure 4.1 Satisfaction with water services

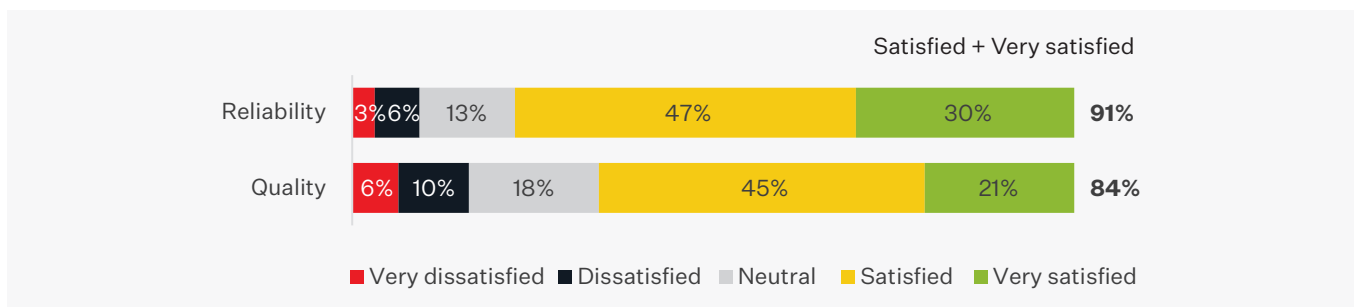
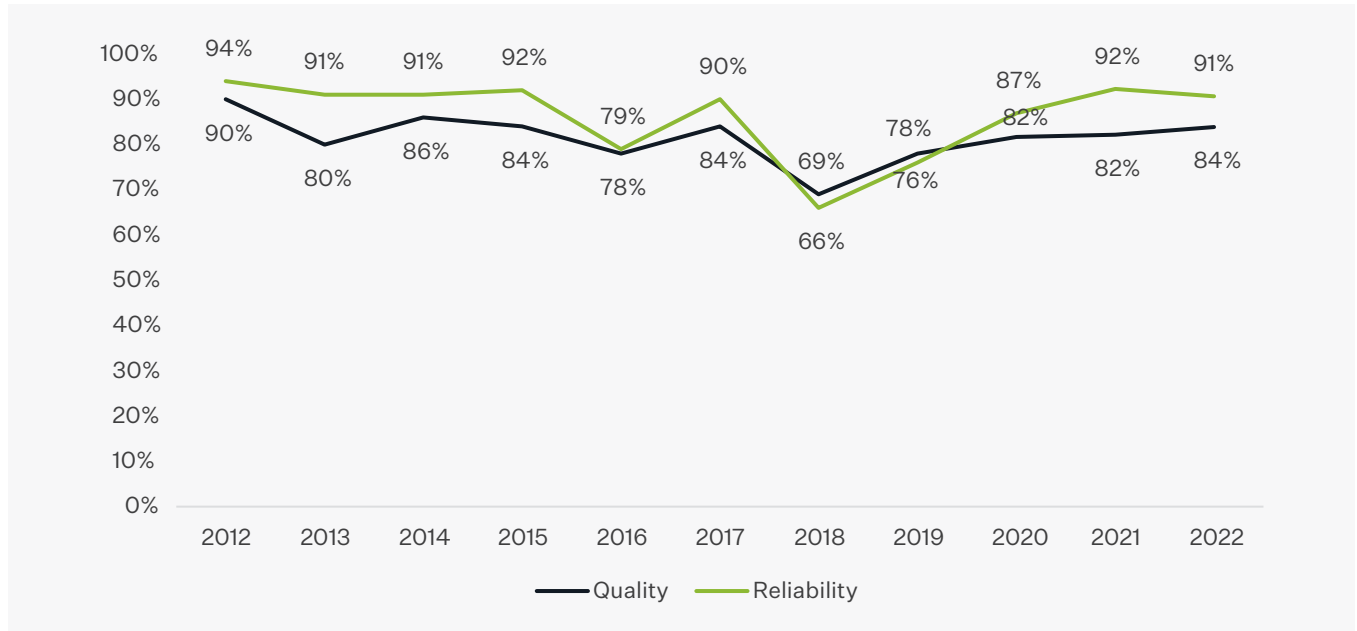


Figure 4.2 Satisfaction with water services – trend analysis



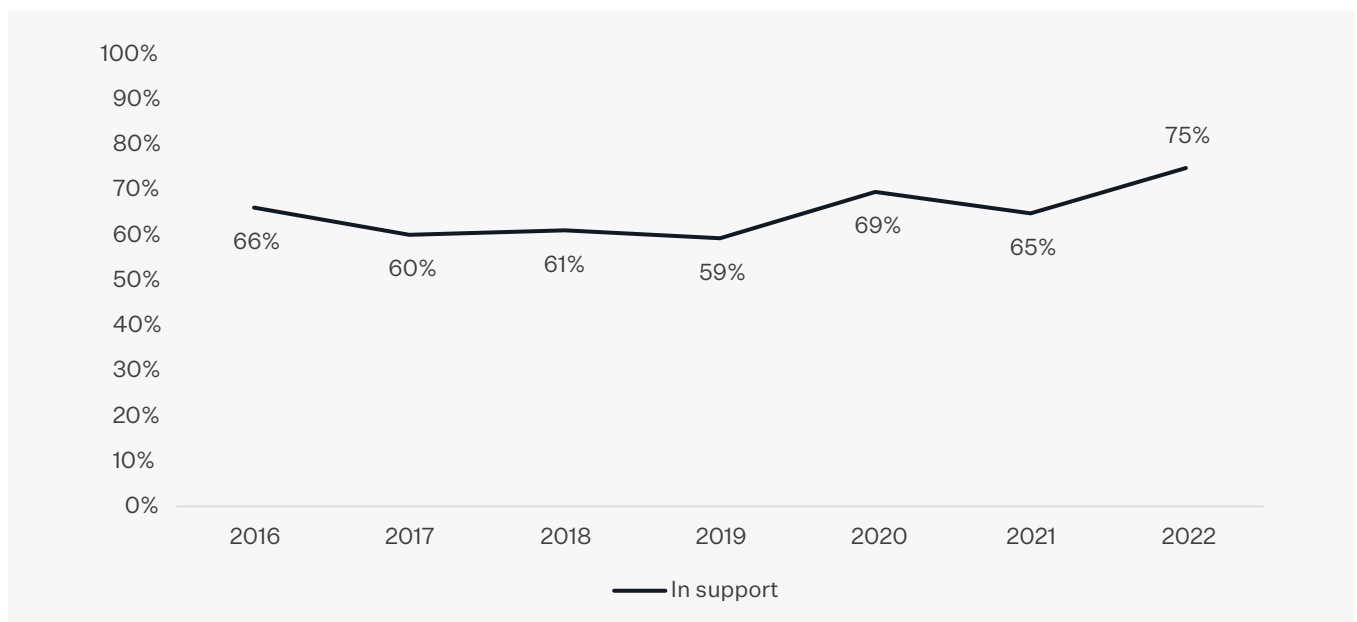
Water restrictions

Three-quarters (75 percent) of residents on the town supply stated that they supported the Council’s approach of applying water restrictions to manage water use on town water supplies.

Support levels are at the highest recorded.

Residents on the Mataura or Otama rural supply are more likely to be supportive of the Council’s approach than those in Gore.

Figure 4.3 Level of support for water restrictions – trend analysis



A quarter of respondents did not support the Council’s approach for several reasons.

- One in five feel they need/deserve to use water without restriction.
- One in five also mention that restrictions are only a temporary solution/not fixing the problem of finding a new source.
- Eighteen percent mention that they are paying for water as part of their rate.
- Seventeen percent dissatisfaction with Council is wasting water/spending money on other things.
- Thirteen percent feel Council should have resolved issues years ago/planned ahead

“ Because we pay for this service, the water restrictions should be sorted by now.”

Figure 4.4 Reasons for opposing water restrictions as a means to manage water use on town supplies

	Percent of respondents	Number of respondents
Need/deserve to use water without restriction	21%	26
Restrictions are only temporary solution/not fixing problem of new source	19%	23
Water usage is part of rates/no proposed rates reduction	18%	22
Council wastes water/spends money on other things	17%	21
Council should have resolved issues years ago/planned ahead	13%	16
Restrictions apply even when sufficient water available	12%	15
Farmers/business using water without restriction	11%	14
Other	2%	3
Don't know	9%	11
Total number of respondents		122

Comments about water services

Residents who were dissatisfied with the quality or reliability of their water supply were asked if they had any comments about Council Water services. Comments continue to reveal that the main concern remains the poor or variable quality of drinking water.

“ I would like to be informed when maintenance is being done, so I don’t use the water when it is brown e.g., drinking or washing.”

Figure 4.5 Comments about water services by dissatisfied residents

	Percent of respondents	Number of respondents
Quality poor/variable	41%	24
Council poor planning and management	22%	13
Need to solve supply issues/find new sources	19%	11
Unhappy with restrictions	8%	5
Water services need improvement (general)	7%	4
Council wastes water	7%	4
Leaks need fixing	3%	2
Happy with services	2%	1
Need to focus on preservation/rainwater collection	2%	1
Farmer/business usage too high	2%	1
Other	5%	3
Total number of dissatisfied residents providing a response		59

Section 5

Local roads and footpaths

Local roads and footpaths

Comparative to other services, results show that fewer residents were satisfied with the local roads and footpaths.

- 74 percent were satisfied with footpaths.
- 68 percent were satisfied with local sealed roads (10 percent below the performance target of 78 percent – performance target not met); and
- 65 percent were satisfied with local gravel roads.

Much like previous years, results also show that residents from different areas have slightly differing satisfaction levels.

- Residents outside of the main urban areas of Gore and Mataura were significantly less likely to be satisfied with local gravel roads (45 percent satisfied). This may be due to higher frequency of use.
- Residents in Gore and Mataura were significantly less likely to be satisfied with footpaths than those in other areas (70 percent and 71 percent satisfied respectively).

Trend analysis shows a halt and a potential reversal of the overall downward trend of satisfaction, reported in recent years.

Reasons for dissatisfaction with roading mainly focused on the condition of the roads, where repairs are being poorly done/not repaired for the long term. Improving gravel roads was also highlighted as a priority.

“ A lot of them are pretty rough just patched and not fixed correctly.”

Relatively high proportions of residents in the 2017 to 2022 surveys also mentioned the poor or hazardous conditions of footpaths in the open comments; this is an area of concern for residents.

“ The footpaths need a lot of maintenance. Trip hazards and a lot of overgrown trees/ bushes in some areas.”

Figure 5.1 Satisfaction with roading services

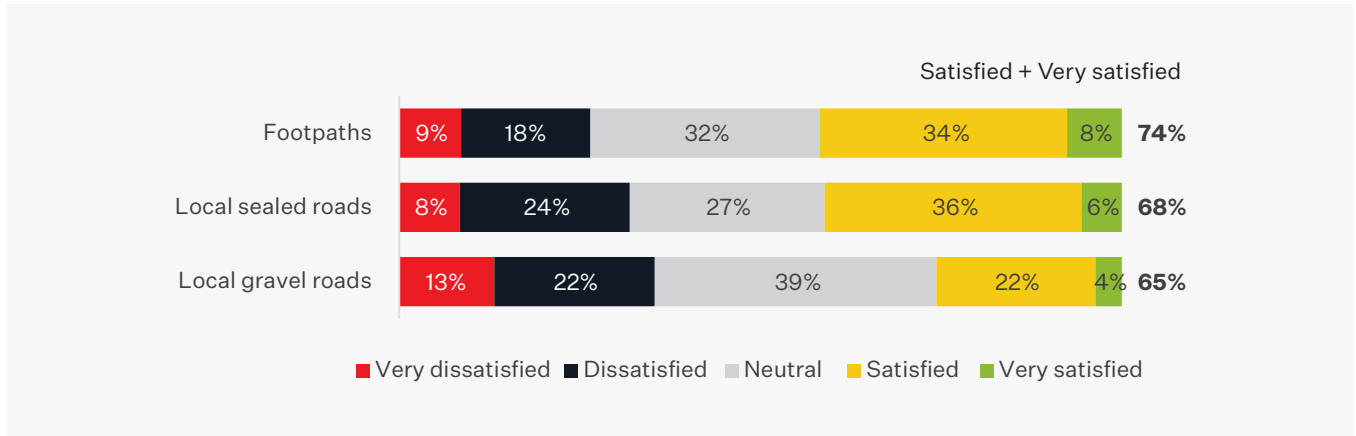


Figure 5.2 Satisfaction with roading services – trend analysis

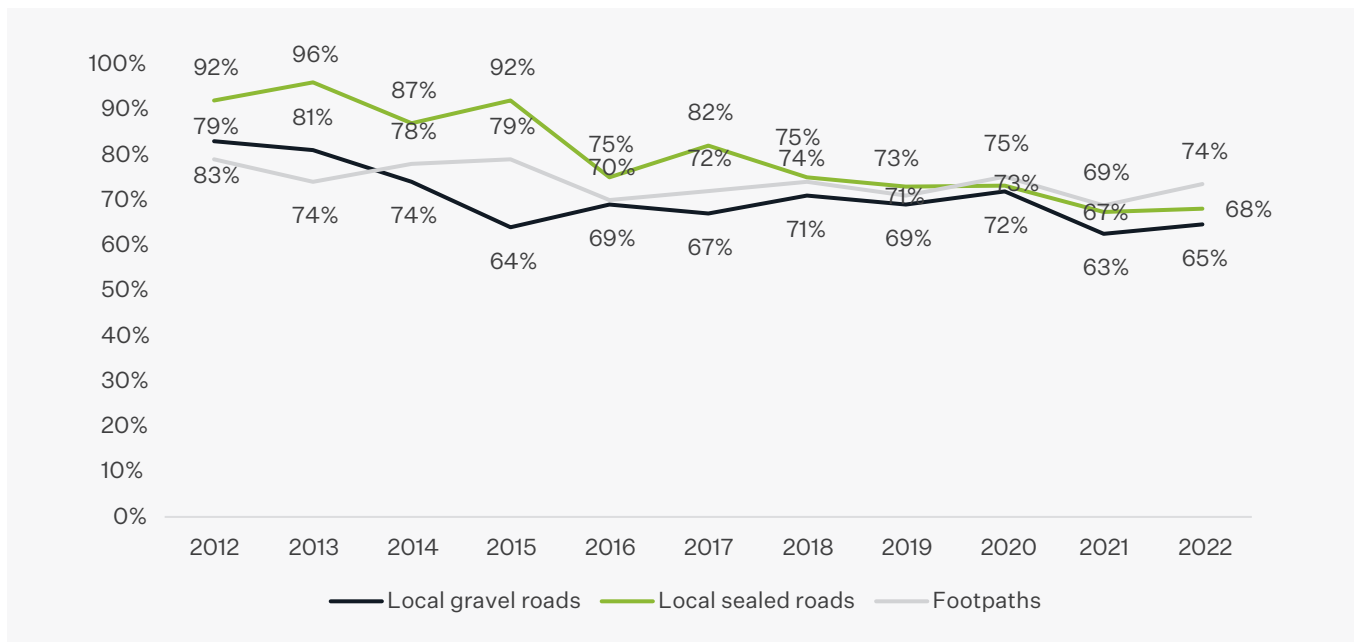


Figure 5.3 Comments about local roads and footpaths by dissatisfied residents

		Percent of respondents	Number of respondents
Roads	Seal repairs poorly done/ Need more long-term fix	24%	64
	Improve gravel roads (grading, more gravel)	17%	47
	Poor condition	10%	28
	Repair potholes	13%	35
	Wider roads	4%	11
	Cut back trees/foliage	4%	10
	No response from Council when reporting issues	4%	10
	Too much roadwork/taking too long	3%	9
	Better traffic management systems	3%	7
	Prioritise repairs more urgently	3%	7
	Heavy traffic damages road	3%	7
	Clean gutters/debris/litter	2%	6
	Total road related responses	64%	173
	Footpaths	Poor condition/hazardous	25%
Prioritise more		3%	7
More pedestrian crossings/ walkways		3%	7
No response from Council when reporting issues		2%	6
Waste of money		2%	5
Fixes poorly done		1%	2
More lighting		1%	2
Total footpath related responses		32%	87
General comments	Services need improvement/maintenance (general)	7%	20
	Problem with Streets Alive/roading layout trial	2%	6
	Happy with services	2%	5
	Need more cycleways/ promote use of	1%	3
	Other	0%	1
	Total number of dissatisfied residents providing a response		

Section 6

Waste

Use of waste services

Respondents were asked which waste services they had used in the past 12 months.

- Just over half of respondents (56 percent) had visited Gore Transfer Station in the previous 12 months.
- 61 percent of respondents used the kerbside recycling service.

Residents in Gore were more likely to have visited the Gore Transfer Station (66 percent) and use the kerbside recycling service (75 percent).

All respondents were also asked whether they would like to see the introduction of a kerbside service into rural areas of the Gore District:

- Nearly half of respondents (48 percent) would like to see the kerbside service in rural areas. Except for last year (when support was at its lowest), the desire for kerbside service is on par with previous years.¹
- 31 percent stated that it was not their concern.
- 13 percent did not want the service expanded; and
- 7 percent did not know.

Respondents from rural areas were the least likely to have used the recycling service. They were also more likely to have an opinion on the introduction of a rural kerbside service (90 percent had an opinion and 58 percent wanted to see it introduced) than residents in Gore or Maitai.

¹ In 2021 43 percent of respondents said 'yes', 45 percent in 2020, 48 percent in 2019, 49 percent in 2018, 52 percent in 2017 and 47 percent in 2016.

Satisfaction with waste services

Users of each service were asked how satisfied they were.

- 88 percent of the Gore Transfer Station users were satisfied with the facility.
- 49 percent of kerbside recycling service users were satisfied with the service.

Trend analysis shows consistency in the high proportion of residents satisfied with the Gore Transfer Station. However, the significant decrease in the proportion of residents satisfied with the kerbside recycling service, from almost everyone in 2020 (95 percent), to just half in 2021 and again in 2022, signals a serious problem with the kerbside recycling service.

Comments by dissatisfied residents show that the majority are still dissatisfied as a result of the limitations of what can be collected for recycling, introduced in 2021.

“ I would really like a reintroduction of recycling of things other than glass. Having Kerbside recycling being only glass I very rarely put the bins out, but have recycling for tin or steel, or aluminum. The transfer station takes aluminum cans, but the kerbside recycling doesn’t take this. I have a lot more aluminum than glass. Plastic would be lovely too, but the proof of the matter is that New Zealand doesn’t really recycle plastic at all.”

Figure 6.1 Satisfaction with waste services

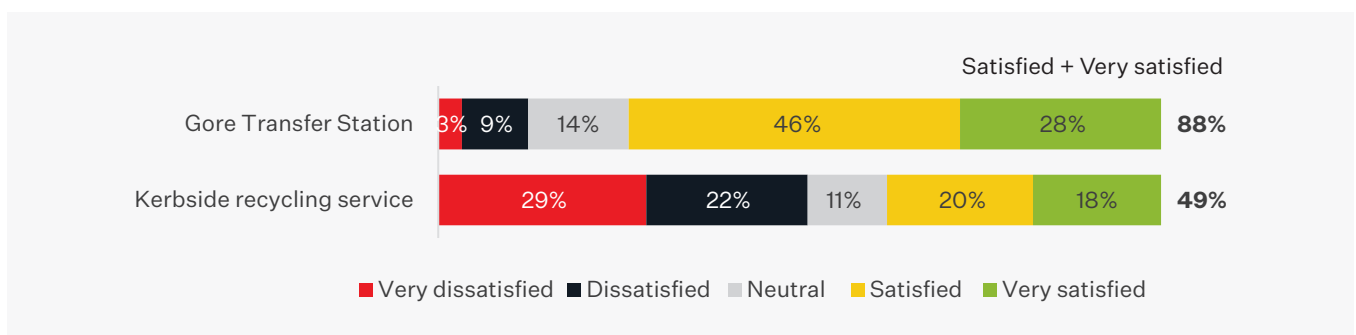


Figure 6.2 Satisfaction with waste services - trend analysis

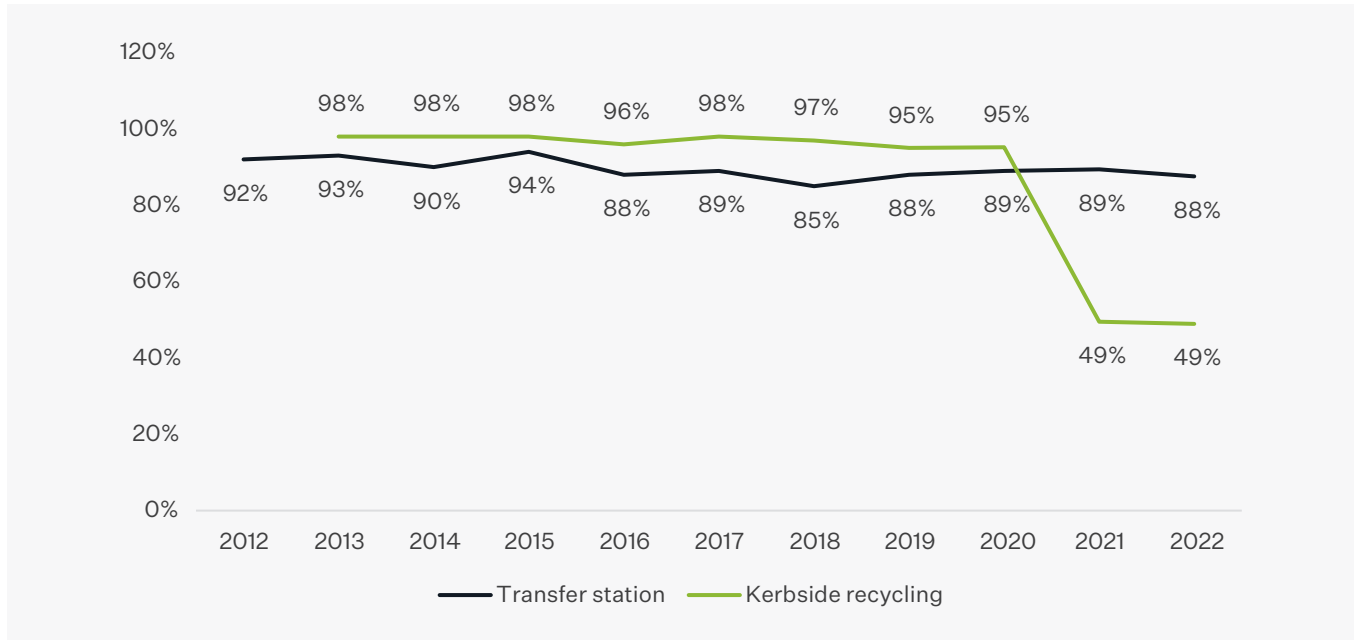


Figure 6.3 Comments about waste services by dissatisfied residents

	Percent of respondents	Number of respondents
Unhappy with yellow bin/glass only recycling/return to recycling plastic and card	73%	128
More recycling services/options	20%	36
Provide weekly service	8%	14
Costs too high/worried about cost increase	3%	6
Unhappy with transfer station staff/ service	2%	4
Increase transfer station opening hours	1%	2
Better information/education regarding recycling	1%	2
Concerned about whether recycling service actually recycles	1%	2
Happy with service	1%	1
Other	1%	2
Total number of dissatisfied residents providing a response		128

Section 7

Council facilities

Use of Council facilities

Respondents were asked which of a number of Council facilities they had visited over the past 12 months. Results do not show the frequency of visits but do indicate that Council facilities have high levels of use amongst residents.

- Usage of Council facilities is broadly in line with 2020 findings, except for a decrease in reported visits to the James Cumming Wing or community halls.

Figure 7.1 Council facilities visited in the past 12 months – trend analysis

Percent visited in past 12 months	2016	2017	2018	2019	2020	2021	2022	Number of respondents 2022
District Parks and Reserves	69%	79%	76%	78%	73%	79%	75%	455
Sportsgrounds	59%	67%	61%	64%	56%	58%	47%	287
Public Toilets	45%	56%	55%	54%	51%	53%	47%	286
Cemeteries	55%	53%	50%	55%	47%	53%	46%	280
Playgrounds	49%	50%	54%	46%	48%	45%	44%	267
Gore Aquatic Centre	58%	61%	56%	53%	52%	48%	35%	210
Gore or Maita Library	56%	54%	52%	48%	48%	44%	33%	198
MLT Event Centre ²	-	-	-	49%	47%	44%	32%	197
Hokonui Moonshine Museum, Eastern Southland Gallery or the Heritage Centre ³	34%	34%	27%	23%	22%	19%	21%	130
-Eastern Southland Gallery	-	-	-	-	-	-	13%	77
-The Heritage Centre	-	-	-	-	-	-	10%	62
-Hokonui Moonshine Museum	-	-	-	-	-	-	9%	56
James Cumming Wing or community halls	56%	63%	53%	49%	44%	36%	15%	94
Gore Visitor Centre	26%	31%	26%	24%	23%	18%	15%	90
None of these	5%	2%	3%	3%	5%	4%	8%	27

² New question in 2019

³ Please note that in 2022, Hokonui Moonshine Museum, Eastern Southland Gallery or the Heritage Centre were asked as separate entities.

Noting again that the results do not show levels of use but rather indicate whether the facility has been used at least once in the previous 12 months, analysis of the facilities visited by age show that:

- Usage or visitation of the public toilets, sportsgrounds, or MLT Event centre decreased with age.
- Significantly higher proportions of the 25-49 age group had used or visited the public toilets, playgrounds, or Gore Aquatic Centre.
- The cemeteries were significantly more likely to be visited by those 50+.
- Significantly higher proportions of the 65+ age group had used or visited the Gore Visitor Centre, James Cumming Wing or community halls, Hokonui Moonshine Museum, Eastern Southland Gallery, or the Heritage Centre.

Only a small proportion of residents across all age groups had not visited any of the Council facilities in the previous 12 months.

Figure 7.2 Council facilities visited in the past 12 months by age group

	15-24	25-49	50-64	65+	Total sample
District parks and reserves	71%	79%	78%	64%	75%
Sportsgrounds	66%	52%	47%	36%	47%
Public Toilets	61%	54%	43%	37%	47%
Cemeteries	32%	35%	54%	56%	46%
Playgrounds	53%	58%	37%	28%	44%
Gore Aquatic Centre	34%	46%	30%	25%	35%
Gore or Maitaia Library	21%	35%	34%	31%	33%
MLT Event Centre	45%	38%	31%	23%	32%
James Cumming Wing or community halls	16%	15%	13%	22%	15%
Gore Visitor Centre	5%	8%	19%	22%	15%
Eastern Southland Gallery	5%	5%	16%	22%	13%
The Heritage Centre	3%	5%	10%	22%	10%
Hokonui Moonshine Museum	3%	3%	9%	22%	9%
None of these	5%	6%	9%	10%	8%
Total number of respondents	38	219	215	129	608

Satisfaction with Council facilities

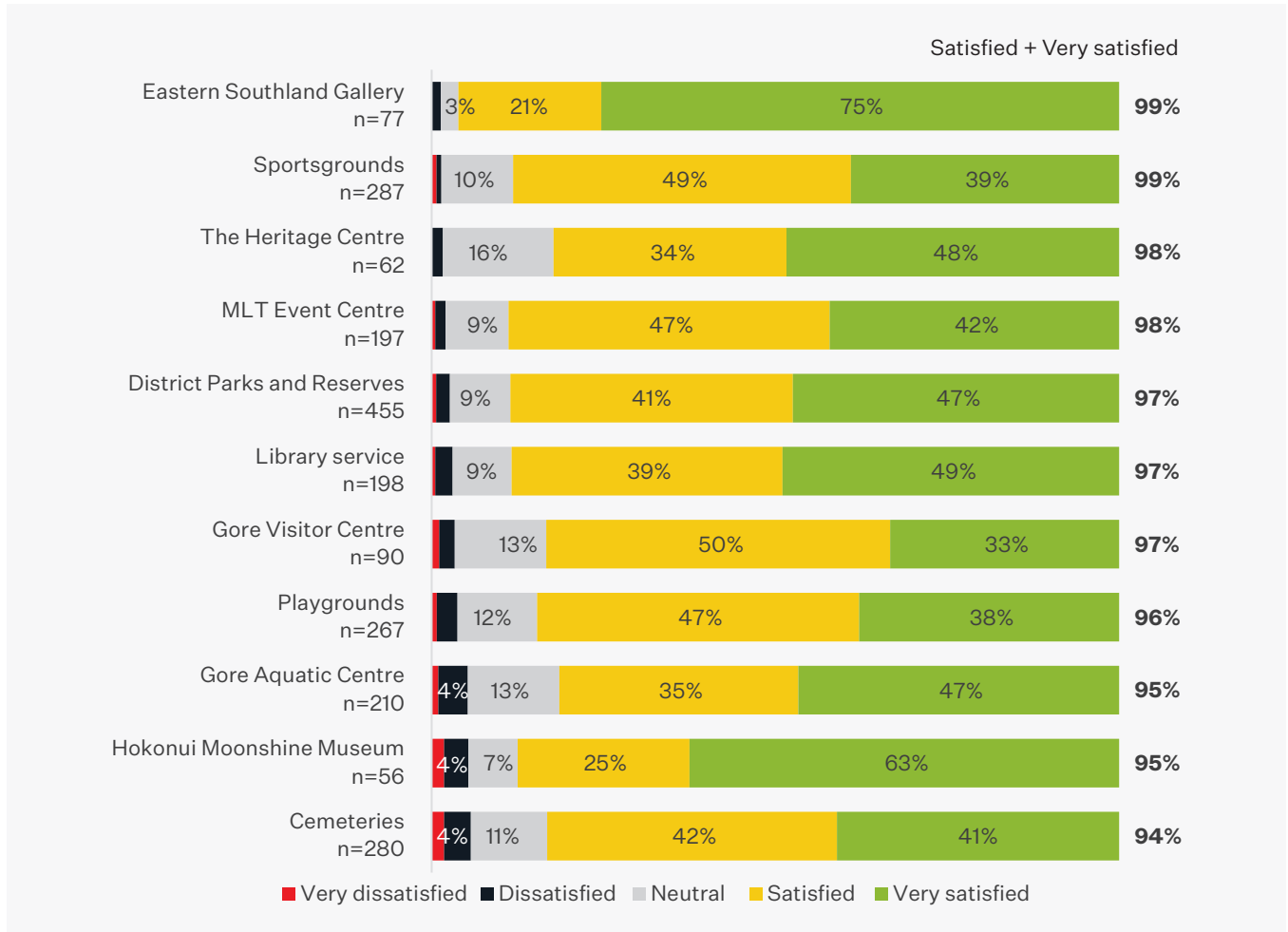
Levels of user satisfaction with facilities are very high, with the majority of respondents reporting being satisfied with all facilities.

Performance targets set in this area were met for all facilities but public toilets.

Figure 7.3 Performance targets – satisfaction with Council facilities

	Performance Target	Achieved	
Eastern Southland Gallery	90%	99%	✓
Sportsgrounds	90%	99%	✓
The Heritage Centre	90%	98%	✓
MLT Event Centre	90%	98%	✓
District Parks and Reserves	90%	97%	✓
Library service	90%	97%	✓
Gore Visitor Centre	90%	97%	✓
Playgrounds	90%	96%	✓
Gore Aquatic Centre	90%	95%	✓
Hokonui Moonshine Museum	90%	95%	✓
Cemeteries	90%	94%	✓
James Cumming Wing or community halls	90%	94%	✓
Public Toilets	90%	88%	Not met

Figure 7.4 User satisfaction with Council facilities (n=number of users)



Satisfaction with Council facilities – trend analysis

Analysis shows broadly consistent levels of satisfaction over the years, across all facilities with essentially no changes in satisfaction levels over this time. The exception is satisfaction with James Cumming Wing/community halls which is now back to meeting the 90 percent performance target after having fallen short in 2021.

Figure 7.5 User satisfaction with Council facilities – trend analysis

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Eastern Southland Gallery ⁴	-	-	-	-	-	-	-	-	-	-	99%
Sportsgrounds	99%	100%	98%	99%	100%	99%	97%	98%	99%	98%	99%
The Heritage Centre ⁴	-	-	-	-	-	-	-	-	-	-	98%
MLT Event Centre	-	-	-	-	-	-	-	96%	99%	98%	98%
District Parks and Reserves	99%	99%	98%	97%	97%	97%	97%	98%	98%	98%	97%
Library service	100%	100%	98%	100%	99%	100%	98%	97%	96%	94%	97%
Gore Visitor Centre	98%	98%	98%	98%	96%	99%	99%	97%	98%	96%	97%
Playgrounds	98%	97%	95%	99%	93%	94%	96%	96%	98%	95%	96%
Gore Aquatic Centre	98%	99%	98%	99%	98%	97%	97%	97%	97%	97%	95%
Hokonui Moonshine Museum ⁴	-	-	-	-	-	-	-	-	-	-	95%
Cemeteries	98%	99%	96%	96%	97%	92%	94%	95%	94%	92%	94%
James Cumming Wing or community halls ⁵	98%	100%	96%	97%	96%	95%	95%	91%	93%	89%	94%
Public Toilets	92%	83%	86%	91%	87%	88%	86%	87%	87%	87%	88%

⁴ 2012-2015 surveys asked respondents about 'arts and heritage', in 2016-2021 it asked about Hokonui Moonshine Museum, Eastern Southland Gallery or the Heritage Centre as one group. Between 2012-2021 satisfaction ranged between 97%-99%.

⁵ 2012-2015 surveys asked respondents about 'community centres or halls'.

Resident feedback

Residents who were dissatisfied with any of these services were invited to comment on these individual facilities or the facilities in general. 51 residents chose to give a comment across the various services which generally focused on the need for better maintenance. A minority also expressed dissatisfaction about the new library, and problems with Charlton Park Cemetery.

- “ The cemetery at Charlton was very let go when we went for my grandads’ funeral.”
- “ The Aquatic Center should be open on a Saturday and Sunday. The library is in a bad location at the moment. the opening keeps getting held up.”
- “ A lot of trees that need to get under control. Trimming and tidying up around the parks. The new mayor appears to be doing it but wish he’d get to our street.”
- “ Having clean public toilets is important when you’re travelling.”

See Appendix Two for more details.

Section 8

Council planning

Council planning

Knowledge of the Gore District Plan amongst residents is low, with half (52 percent) stating they did not know anything about it in 2022. While levels of knowledge have been relatively consistent over the past four years, the proportion having never heard of it, or heard of it but didn't know anything about it is higher than in last year.

Resident familiarity with the District Plan (have heard of it and know about it) tends to increase with age.

Figure 8.1 Which of the following best describes your knowledge of the gore district plan – trend analysis

	2017	2018	2019	2020	2021	2022
I have never heard of it	16%	10%	11%	12%	9%	11%
I have heard of it, but I don't know anything about it	34%	29%	39%	39%	35%	41%
I have heard of it and know a bit about it	43%	44%	43%	43%	48%	42%
I have detailed knowledge of sections of it that interest or affect me	6%	14%	6%	5%	7%	4%
I have detailed knowledge of the whole District Plan	2%	3%	1%	1%	1%	1%
Total respondents	446	383	637	556	622	608

Residents were asked to rate their level of agreement with statements relating to Council planning.

- For each question, around a quarter (24-29 percent) stated that they were unsure. Of those who did provide a response, a significant proportion provided a neutral rating (26-33 percent). These high proportions of responses in the 'don't know' and neutral categories indicate lower levels of engagement with an area of activity.

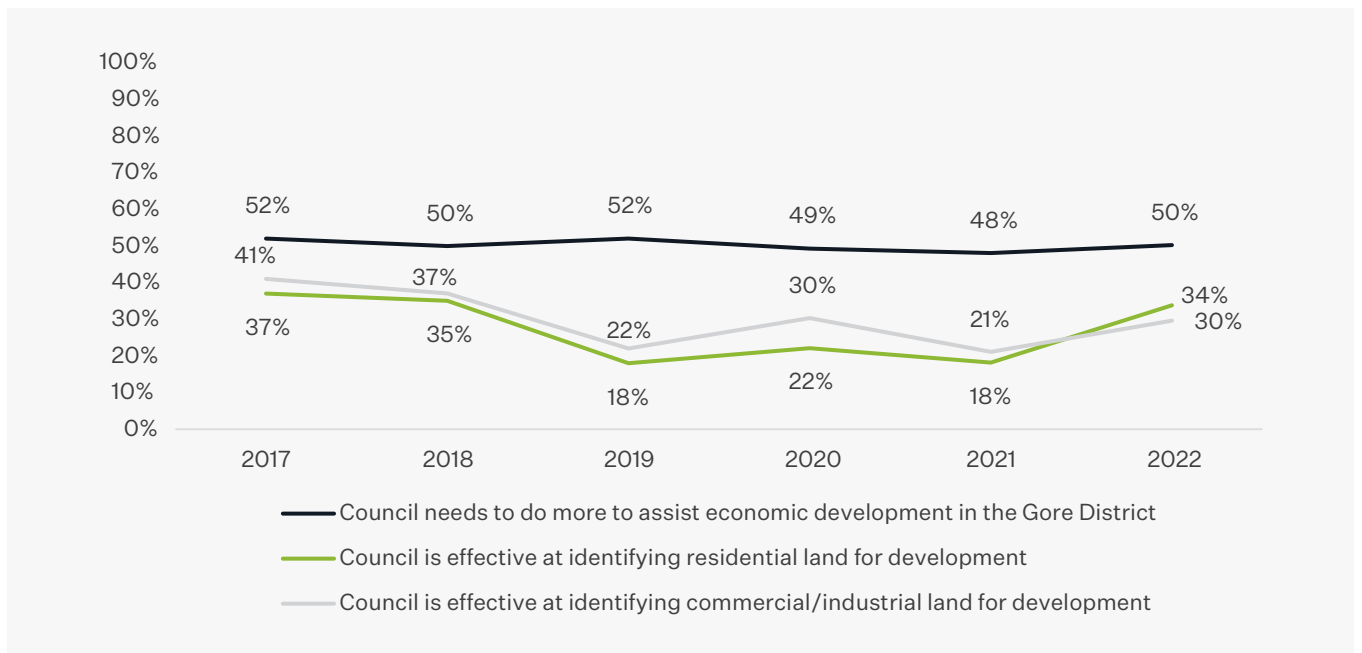
When 'don't know' responses are excluded:

- Half (50 percent) agreed that the Council needs to do more to assist economic development in the Gore District. This is in line with previous years.
- A third (34 percent) felt that the Council was effective at identifying residential land for development. This is a significant improvement over the past three years, bring agreement levels back to those seen in 2018.
- Almost one third (30 percent) agreed that the Council is effective at identifying commercial/industrial land for development. Agreement has fluctuated over time but figures in 2022 represent a significant increase from 2021, back to 2020 levels.

Figure 8.2 Council planning

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Total Disagree	Total Agree	Number of respondents
Council needs to do more to assist economic development in the Gore District	3%	11%	35%	38%	12%	14%	50%	450
Council is effective at identifying residential land for development	6%	19%	41%	30%	4%	25%	34%	464
Council is effective at identifying commercial/industrial land for development	6%	17%	47%	27%	3%	24%	30%	429

Figure 8.3. Council planning – trend analysis



Section 9

Contacting the Council

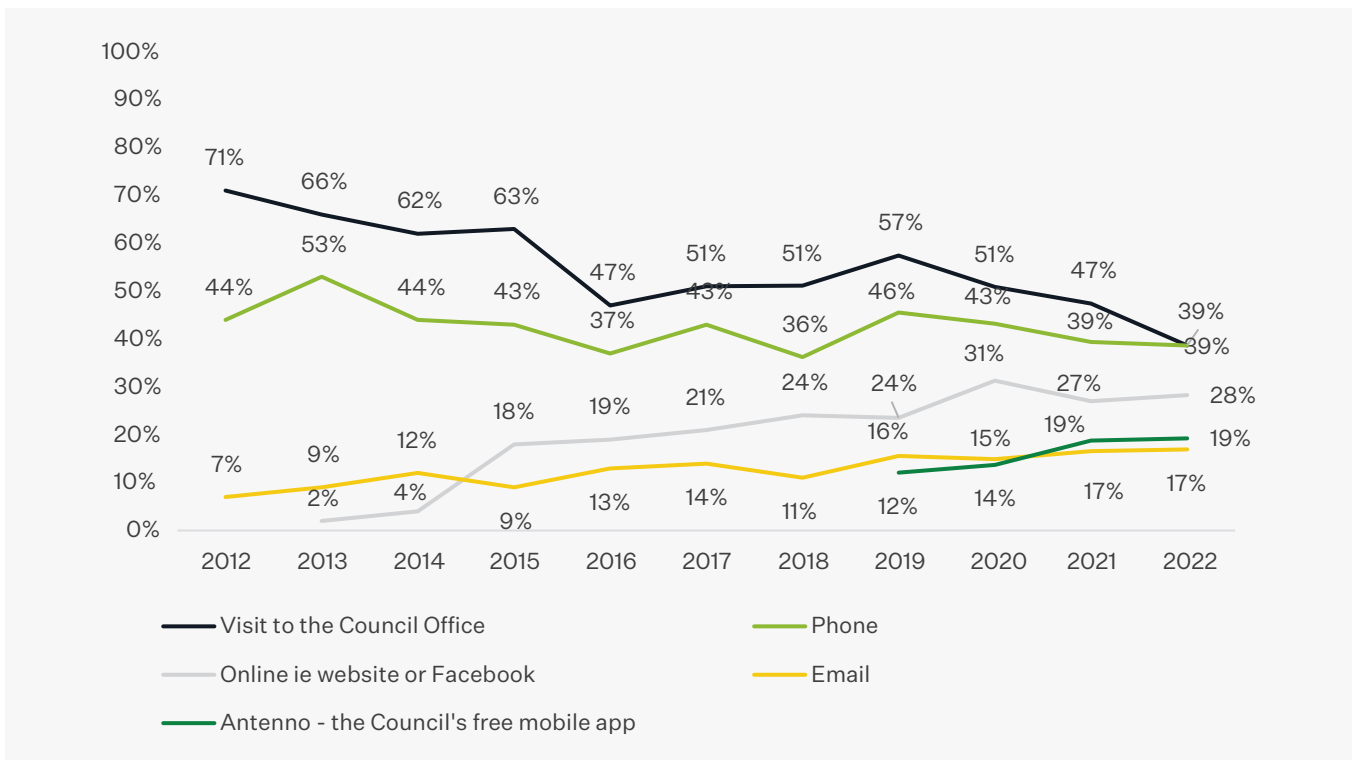
Methods of communication

Three quarters (72 percent) had contacted the Council in the last 12 months.

Trend analysis shows the continued importance of human contact, as face-to-face visits and phone contact remain the preferred ways to get in touch even though face-to-face contact is decreasing. The rest of the methods used to contact Council remained similar to last year.

Residents over 65 years of age are more likely to have visited the Council Office. Residents under 25 years of age are more likely to not have contacted the Council in the last 12 months.

Figure 9.1 Means of contact – trend analysis



Satisfaction with communication

Trend analysis shows an increase in satisfaction compared to last year. Looking back to 2012 satisfaction levels have been broadly consistent.

Figure 9.2 Proportion satisfied with the level of service received by communication method – trend analysis

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Visited the Council Office	99%	100%	98%	95%	92%	92%	93%	90%	92%	89%	93%
Phone	95%	95%	94%	95%	84%	87%	87%	86%	89%	82%	86%
Online, i.e. website or Facebook ⁶	-	-	90%*	99%*	86%*	97%	90%	87%	89%	86%	91%
Email	-	-	94%	95%*	88%*	90%*	86%	88%	87%	81%	92%
Antenno – the Council’s free mobile app ⁷	-	-	-	-	-	-	-	90%	92%	87%	91%

**Small sample sizes, results should be treated with caution*

⁶ Prior to 2016, the survey asked about Facebook only.

⁷ New question added in 2019.

Section 10

Council communications

Methods of obtaining information

Newspaper articles and advertising remain the dominant ways of gathering information about the Council. Compared to last year, fewer respondents used newspaper sources as their way of gathering information about the Council, while the proportion using Antenno keeps increasing.

The most commonly used newspaper for Council news was The Ensign, and Hokonui FM was the most commonly used radio station to get Council news. This is in line with previous years.

Noting that the results do not show levels of use but rather indicate whether the method has been used to obtain information about Council, analysis of method by age show that:

- Usage of Facebook was highest by those under 65.
- Significantly higher proportions of the 50-64 age group had used the Council Website.
- Significantly higher proportions of the 65+ age group use newspaper sources, the Council newsletter ChinWag, or the Councillors.

Figure 10.1 Methods used to obtain information about the council since 2019

	2019	2020	2021	2022
Newspaper articles	67%	71%	70%	63%
Newspaper advertising	46%	46%	52%	43%
Council Facebook page	37%	44%	41%	38%
Council Website	37%	38%	39%	37%
Radio	35%	43%	38%	32%
Antenno - the Council's free mobile app	17%	20%	25%	30%
Council newsletter ChinWag	36%	30%	31%	27%
Personal contact with Council staff	24%	24%	23%	18%
Councillors	15%	16%	17%	12%
Council Meetings	4%	4%	6%	5%
None of these	7%	5%	6%	8%
Total respondents	637	556	622	608

Figure 10.2 Newspaper/radio stations used to get Council news since 2019

	2019	2020	2021	2022
Ensign	83%	86%	81%	88%
Hokonui	36%	49%	38%	38%
Southland Times	31%	36%	30%	28%
CaveFM	20%	20%	18%	18%
Otago Daily Times	2%	4%	5%	5%
Magic Talk	-	-	2%	-
Newslink	3%	1%	1%	0%
The Rock FM	1%	-	1%	-
More FM	0%	1%	1%	1%
Antenno	-	-	1%	-
Newstalk ZB	-	-	1%	0%
Other	9%	6%	7%	5%
Total respondents who used a newspaper or radio station	464	421	473	416

Usage of online channels

Usage of online channels varies.

- Almost two thirds of respondents (62 percent) had visited the Gore District Council website in the last year. The number of regular users is low, with most visiting a few times a year or less often.
- Over a third of respondents (36 percent) stated they followed the Council’s main Facebook page.

Usage of online channels remains similar to previous years but there has been a slight drop in uptake in 2022.

Respondents who had accessed the Council website were asked what they had used it for. In line with recent years, the most common mention was to confirm the operating hours of a Council service. This was followed by wanting to find out about road closures and road conditions or to find additional contact details for the Council.

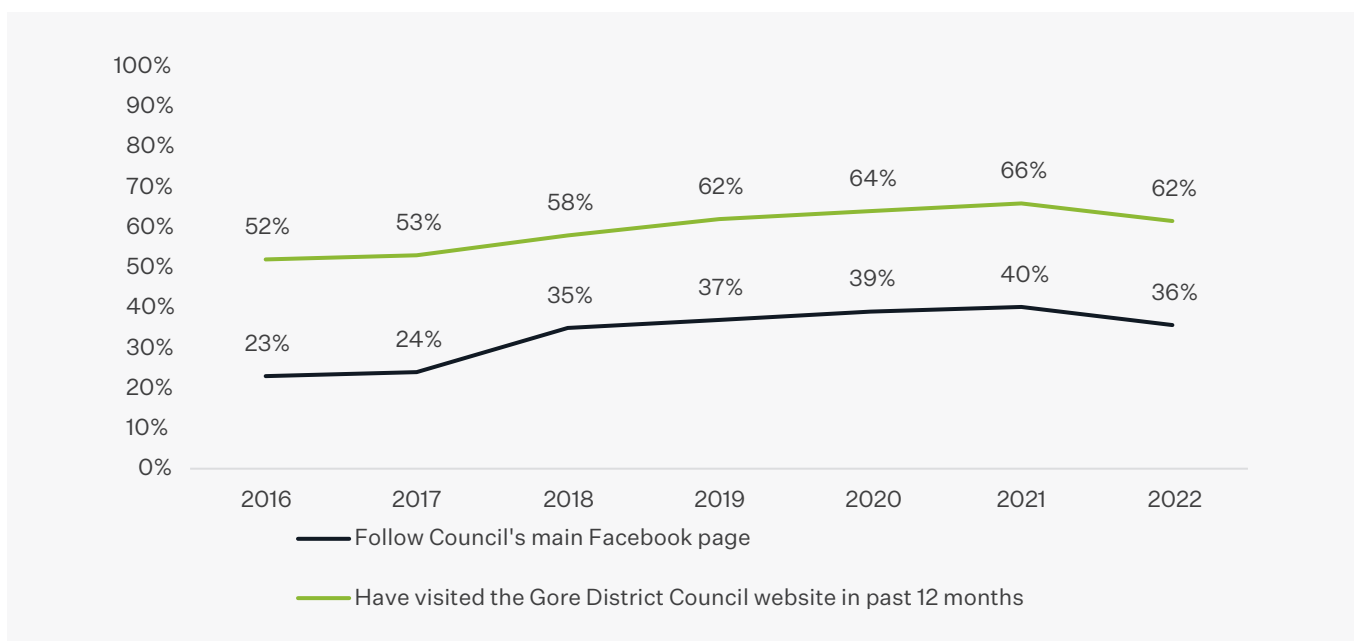
Figure 10.3 Visits to the Gore District Council website over the past 12 months

	Percent of respondents	Number of respondents
Weekly or more	3%	20
Monthly	10%	61
A few times a year	35%	214
Once a year	13%	79
Never	38%	234
Total respondents		608

Figure 10.4 Reasons for using Council website in past 12 months

	Percent of respondents	Number of respondents
To confirm the operating hours of a Council service (e.g. transfer station, library, or sports centre)	64%	238
To find out about road closures and road conditions	36%	133
To find contact details for the Council	36%	136
To pay a bill (e.g. rates, parking infringement or dog infringement)	29%	108
To report an issue	23%	86
To apply for a building or resource consent	12%	46
For general information/interest/ongoings/events	9%	33
To look at dog registrations/licenses and information	3%	11
Information about waste management	2%	7
Looking up rates information	2%	7
Information about cemeteries (plots, prices etc)	1%	4
Looking for jobs	1%	2
To find flood information	0%	1
Can't remember	1%	3
Total respondents who had used the Council website in past 12 months		374

Figure 10.5 Proportion using online channels – trend analysis



Satisfaction with online channels

- Of the 217 respondents who follow the Council on Facebook, 96 percent were satisfied with the Facebook page.
- Among the respondents who had visited the website, 95 percent of respondents also stated they were satisfied.
- Satisfaction levels with both pages are consistent with previous years.

Figure 10.6 Satisfaction with Facebook page and website

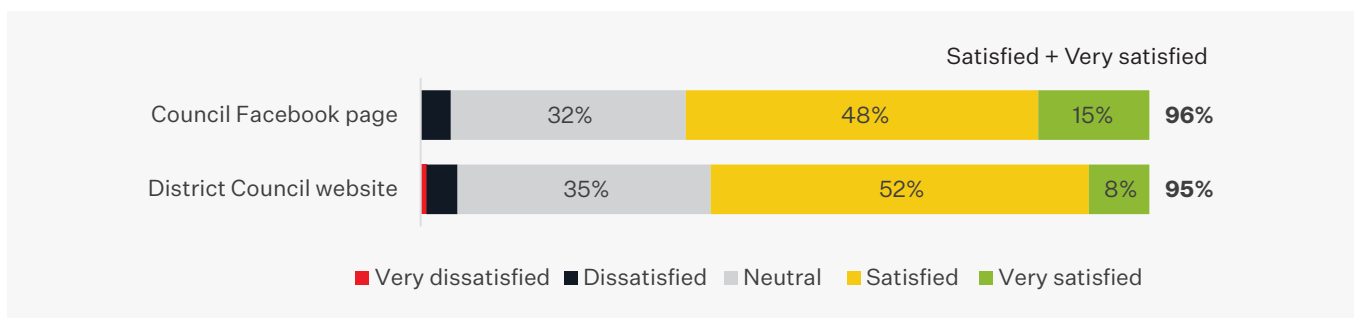
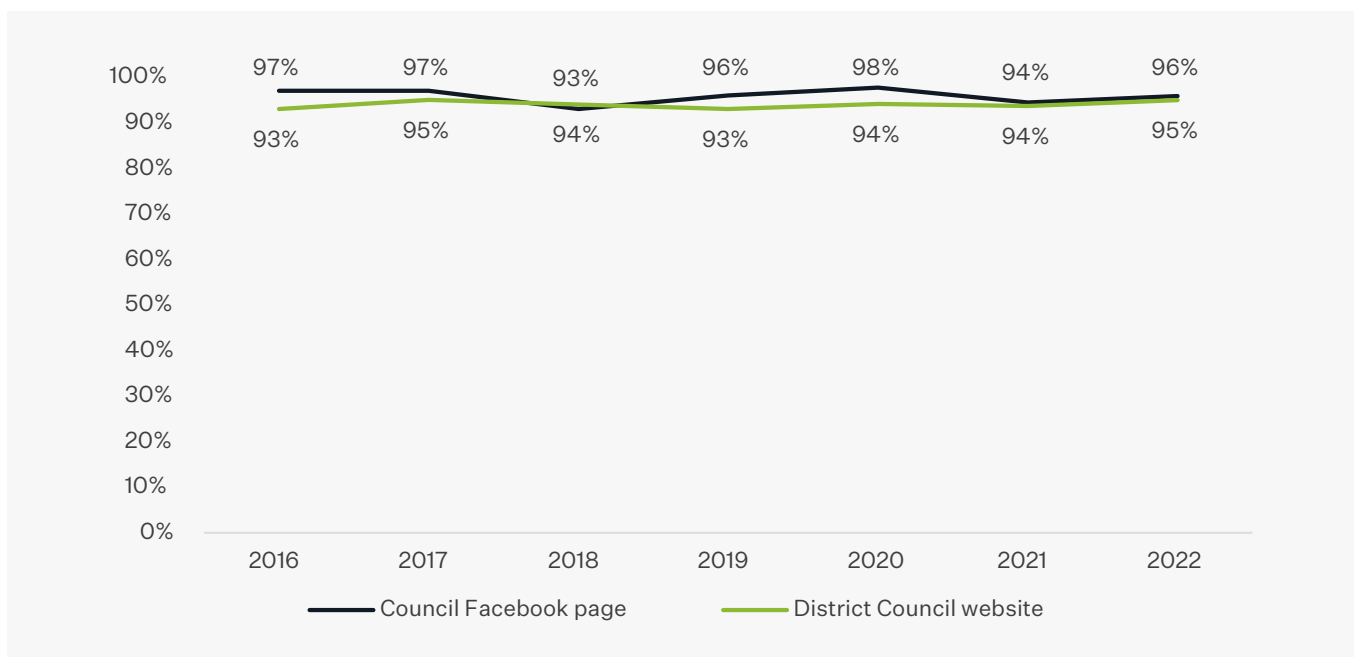


Figure 10.7 Satisfaction with Facebook page and website – trend analysis



Section 11

Elected members and organisational performance

Representation

Two thirds of respondents (66 percent) were satisfied that the Council was responding to the needs of the community and to issues raised by members of the community. This result is below the performance target of 80 percent and continues to show a declining trend.

The majority (88 percent) of respondents were satisfied that they could contact an elected member of the Council to raise an issue or problem. This is similar to previous years since 2017.

Figure 11.1 Satisfaction with Representation

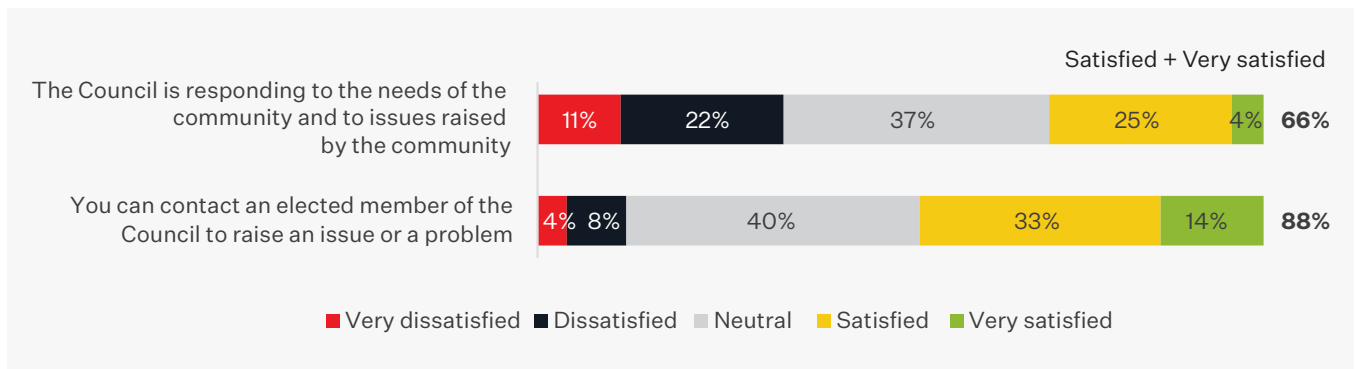
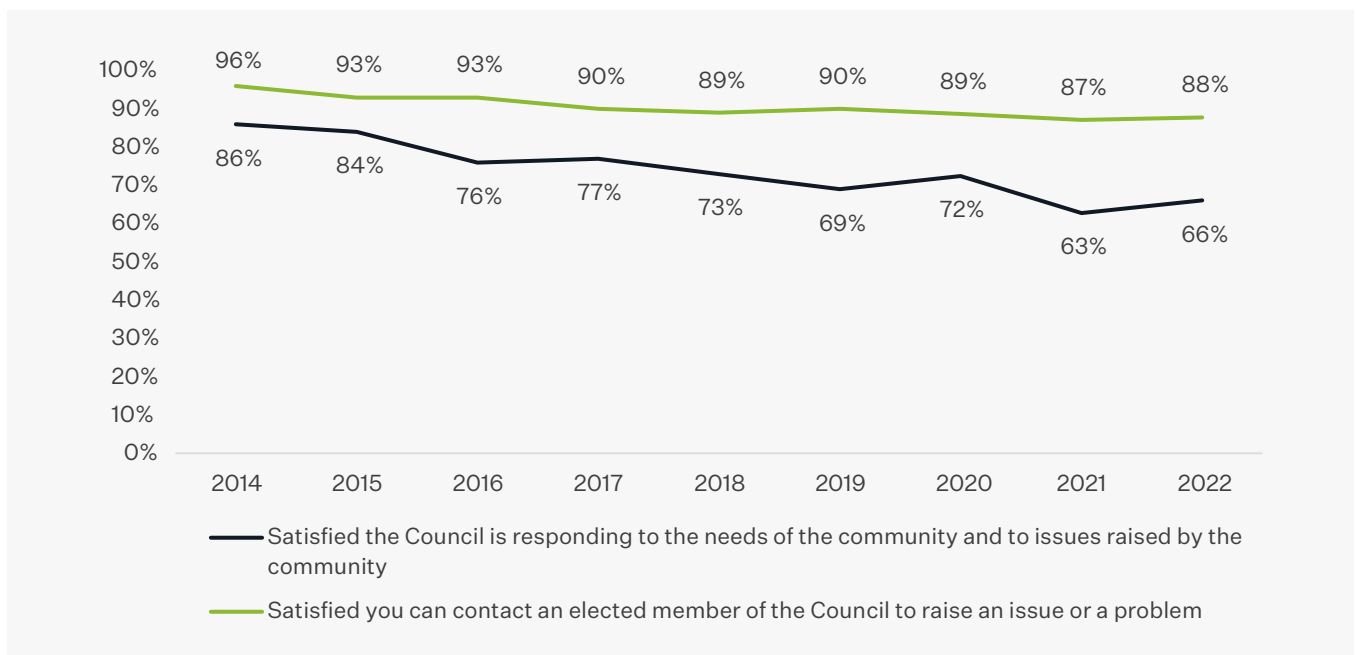


Figure 11.2 Satisfaction with representation – trend analysis



Overall satisfaction with performance

Overall, 71 percent stated that they were satisfied with the performance of Gore District Council (33 percent neutral, 33 percent satisfied and 6 percent very satisfied).

Trend analysis shows this year satisfaction has remained similar to last year, following a downward trend of those residents claiming to be satisfied.

Comments from residents dissatisfied with the Council’s performance highlighted many areas, but predominantly continued to focus on a lack of agreement on Council spending, the sense that Council does not listen to ratepayers and, issues with roading (including Streets Alive Trial).

“ Probably just in general there’s a feeling that they don’t listen to ratepayers, e.g. the Streets Alive campaign, which they went ahead with anyway and the 2nd bridge for the water was cancelled without asking people and finally the rebuilding of the Council building - they think these things are a good idea and they think the public are on board with them but it turns out that they aren’t but they go ahead with them anyway and it’s a waste of money and a waste of time.”

Figure 11.3 Overall satisfaction with performance - trend analysis

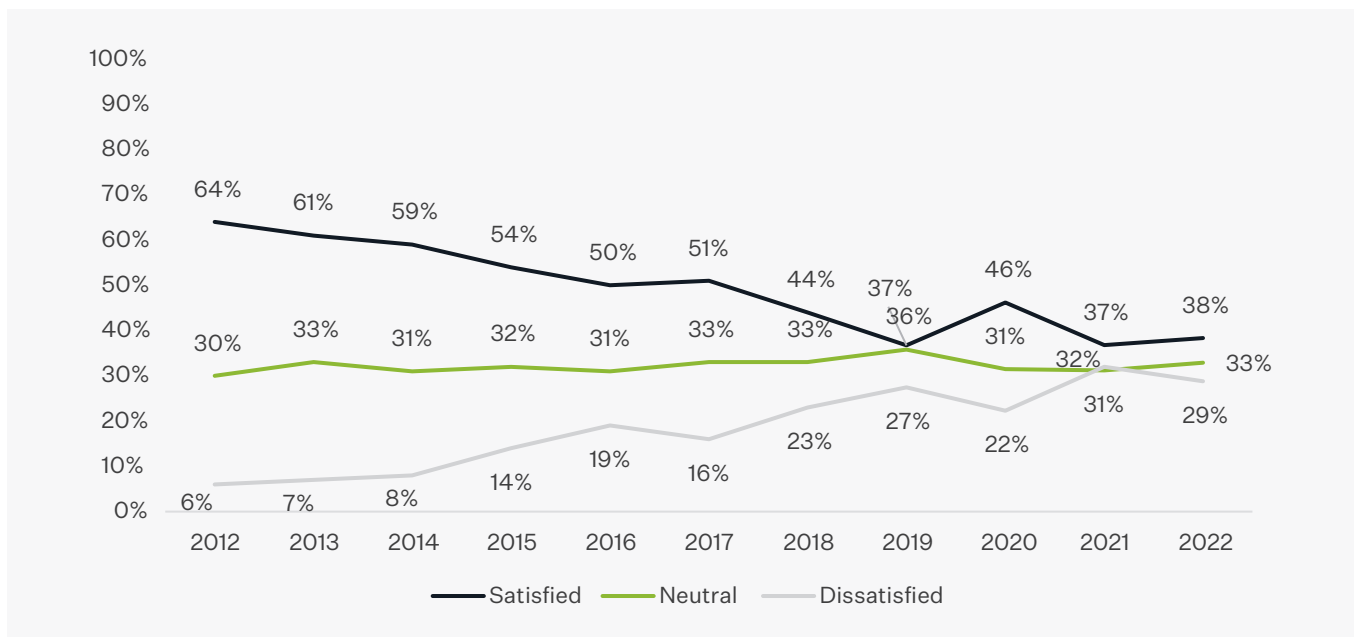


Figure 11.4 Comments about the performance of the Gore District Council from dissatisfied residents

	Percent of respondents	Number of respondents
Don't agree with Council spending (general)	43%	65
Don't listen to ratepayers	31%	46
Streets Alive	15%	23
High rates	13%	20
Roading issues	13%	20
Lack of communication/following up on issues	10%	15
The bridge	10%	15
Problems with the library	8%	12
Council management/staffing	7%	11
Water issues	6%	9
Dissatisfied with Council services in general	6%	9
Council building/office upgrade	6%	9
Recycling/waste issues	5%	8
Lack of planning for the future	3%	5
Ignore the needs of Mataura/rural areas	3%	4
Not focusing on core services and facilities	3%	4
Need housing/residential development	1%	2
Lack of consultation	1%	2
Other	1%	2
Total number of dissatisfied residents providing a response		150

Priority issues

Improving roading remains the main priority for a third of residents (34 percent) this year. This is similar to last year (35 percent) and may be attributed to the continuing dissatisfaction with the roading conditions (e.g. disrepair), but also the Streets Alive Trial and consequent speed blocks.

- Residents from other areas than Matura and Gore were significantly more likely to mention roading as a priority (57 percent).

Residents also want the Council to focus on water, which remains a high priority and has since 2018. This year the three waters situation is specifically mentioned as a focus area.

Similar to 2020, but unlike previous years, a significantly higher proportion of residents think the priority needs to be fixing the recycling/waste services. This is unsurprising given the level of dissatisfaction with the kerbside recycling.

- Residents from Gore were significantly more likely to mention recycling as a priority (24 percent).

Figure 11.5 Services or facilities the Council should give high priority to over the next 12 months (mentions over 3%)

	Percent of respondents	Number of respondents
Roading	34%	207
Water issues	25%	149
Recycling/waste services	20%	121
Footpaths	13%	81
Wastewater, stormwater	10%	62
Council expenditure & rates	9%	53
Parks/playgrounds	8%	46
Beautification, upgrade, maintenance, cleaning of town/area	7%	44
Council staff (communication/listening/service)	5%	30
Recreation/sports facilities/sportsgrounds	3%	20
Library	3%	20
Infrastructure/facilities in general	3%	19
Other	16%	98
Don't know	16%	99
NET	100%	608

Local leadership

Residents were asked about their perceptions about the performance and leadership of local government in the Gore District.

- 42 percent of respondents felt the Mayor and Councillors display sound and effective leadership.
- 36 percent agreed they have good strategies for developing prosperity and wellbeing.
- 48 percent agreed Gore District Council provides enough opportunities for people to have their say.

Trend analysis shows that results are in line with last year.

Residents who disagreed that the Mayor or Councillors displayed sound and effective leadership or had good strategies, were also asked if they had any comments on why they were dissatisfied with the performance.

Residents who provided a reason focused on the perception that the Mayor/Councillor did not listen to the community and just did as they wanted, spent money unwisely/made poor decisions, and did not sufficiently consult the residents. This is similar to sentiment reflected last year.

Figure 11.6 Perceptions of local leadership

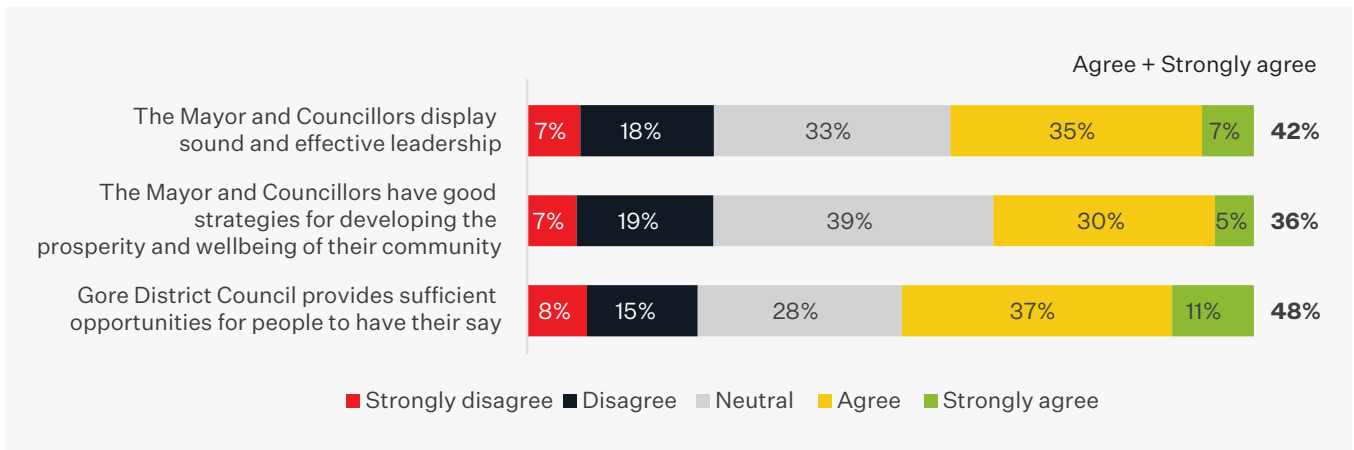


Figure 11.7 Perceptions of local leadership - trend analysis

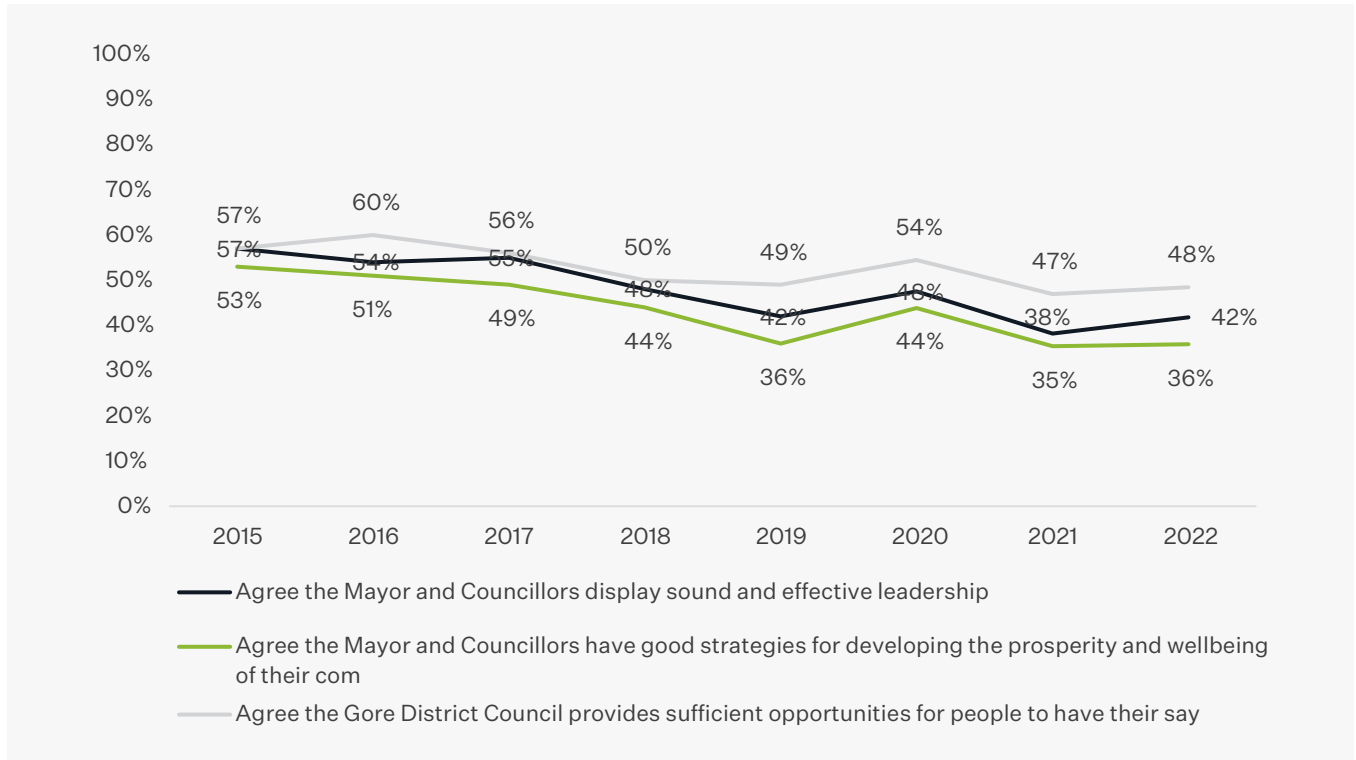


Figure 11.8 Comments about Mayor and Councillors by dissatisfied residents

	Percent of respondents	Number of respondents
Don't listen/do as they want	34%	45
Unhappy with spending	22%	29
Unhappy with Council decisions	19%	25
Lack of consultation	18%	24
Not focusing on important things (infrastructure, core services, etc.)	9%	12
Unhappy with rates	9%	12
Need new fresh staff/council/ideas	7%	10
Unhappy with Steve Parry/CEO	7%	9
Unhappy with Tracy Hicks/Mayor	4%	5
Unhappy (generally)	2%	3
Ignore the needs of Matakaera/rural areas	1%	2
Lack of visibility/approachability	1%	2
Unhappy with the paper mill/dross issue	1%	2
Other	3%	4
Total number of respondents providing a response		134

Section 12

Perceptions of the Gore District

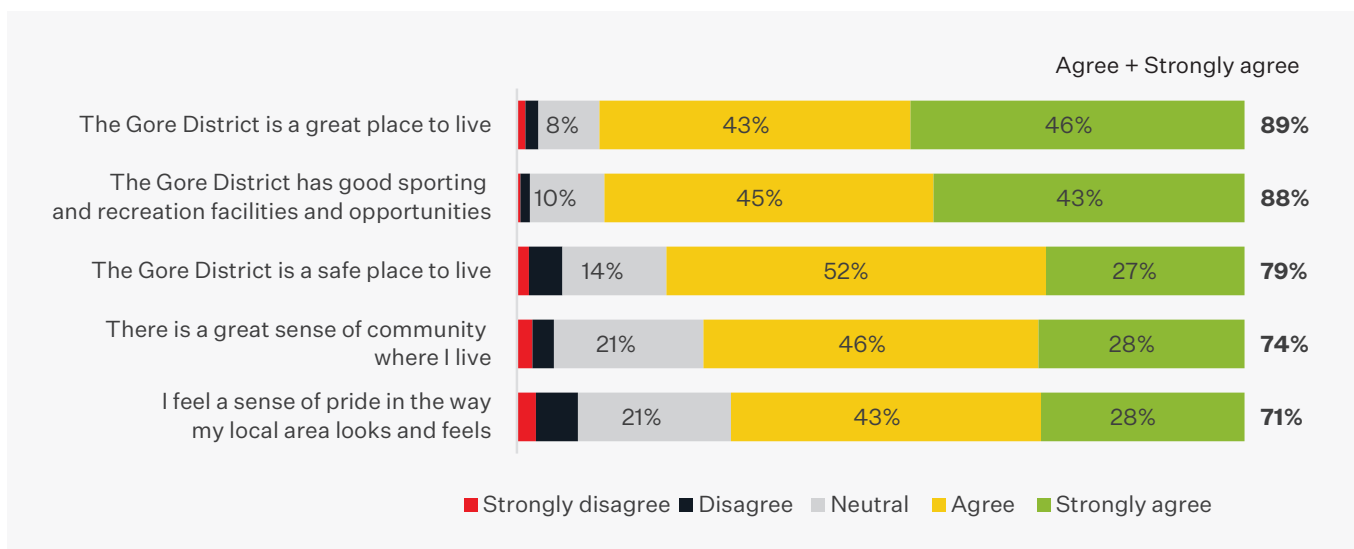
Perceptions of the Gore District

Gore residents were very positive about their district:

- 89 percent agreed that the Gore District is a great place to live. This is higher than national results from urban areas in 2020, which showed that 83 percent of residents agree their city/local area is a great place to live⁸.
- 88 percent agreed the Gore District has good sporting and recreation facilities and opportunities.
- 79 percent agreed the Gore District is a safe place to live.
- 74 percent agreed there is a great sense of community where they live, compared with 50 percent in the 2020 national urban results.
- 71 percent felt a sense of pride in the way their local area looks and feels, compared with 63 percent in the 2020 national urban results.

Results analysed by location shows that Mataura residents are generally less likely to feel as positively about the district.

Figure 12.1 Perceptions of the Gore District



⁸ <http://www.qualityoflifeproject.govt.nz/survey.htm>

Perceptions of the Gore District trend analysis

Analysis of the results over time identifies that most residents hold very positive perceptions of the area and these have remained relatively stable.

However, results also show indications that the Gore District being perceived as a safe place to live, and that residents feel a sense of community and pride in the area are at low points.

Figure 12.2 Perceptions of the Gore District – trend analysis

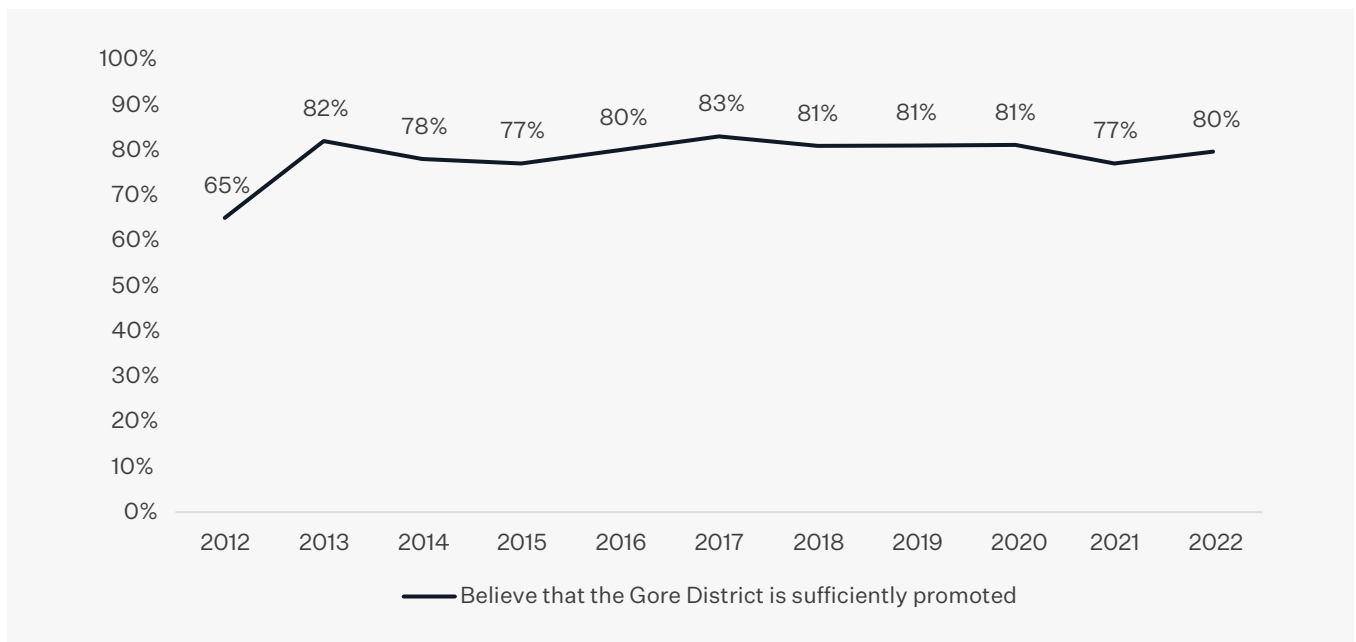
	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
The Gore District is a great place to live	93%	96%	93%	95%	92%	94%	87%	90%	87%	90%	89%
The Gore District has good sporting and recreation facilities and opportunities ⁹	95%	83%	90%	95%	94%	92%	89%	89%	89%	89%	88%
The Gore District is a safe place to live	92%	88%	92%	94%	91%	88%	84%	81%	79%	78%	79%
There is a great sense of community where I live	84%	86%	85%	84%	80%	84%	75%	79%	80%	76%	74%
I feel a sense of pride in the way my local area looks and feels	93%	89%	88%	87%	77%	83%	72%	74%	75%	70%	71%

⁹ Prior to 2016, separate questions were asked about 'sporting facilities and opportunities' and 'recreation opportunities'. To allow trend analysis, the mean of these results for each year has been calculated.

Promoting the District

Over three quarters of residents (80 percent) believed the Gore District was sufficiently promoted. This is in line with previous years.

Figure 12.3 Promotion of the Gore District – trend analysis



Section 13

Appendix one: sample composition

Age

	Percent of respondents	Number of respondents
15-24	6%	38
25-49	36%	219
50-64	35%	215
65+	21%	129
Declined	1%	7
Total		608

Gender

	Percent of respondents	Number of respondents
Male	46%	277
Female	54%	331
Total		608

Length of residence

	Percent of respondents	Number of respondents
Lived in Gore District longer than 12 months	98%	596
Lived in Gore District 12 months or less	2%	12
Total		608

Ratepayer status

	Percent of respondents	Number of respondents
Ratepayer	79%	478
Renter	13%	82
Both	2%	11
Don't pay rent or rates	5%	28
I prefer not to say	1%	9
Total		608

District area

	Percent of respondents	Number of respondents
Gore	68%	413
Mataura	12%	73
Waikaka	4%	23
Pukerau	2%	12
Mandeville	1%	8
Rural	13%	79
Total		608



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