MIDCOAST council

COMMUNITY ENGAGEMENT STRATEGY -

Engagement Outcomes Report - stages one and two

September 2022

Contents

This report is presented in five sections:

1. Introduction

2. Engagement snapshot

3. Background and previous engagement

4. Methodology summary

5. Appendices

Introduction

This document provides a summary of the engagement and communication activities undertaken to inform the review of Council's Community Engagement Strategy.

This review is an important opportunity to review our Community Engagement Strategy in light of the changes in the way our community wants to communicate and engage with us.

Over the past two years communication preferences and opportunities have shifted as a result of technology and the impact of COVID on our communities.

It is also important we understand our community's lived experience and use that to inform how we communicate and engage in light of the major review of our Community Strategic Plan that will take place during 2023-24, during the life of the reviewed strategy.

To inform the review we are undertaking consultation with our community over several phases, with a focus on the ways in which our community likes to receive information, the types of information they wish to receive from Council and how they wish to share their thoughts with us.

The feedback we have received during phases one and two has will result in a reviewed Community Engagement Strategy that will be put to the elected Council for endorsement.

It will also form actions for delivery that will be commitments made to our community through our Integrated Planning and Reporting Framework – namely the delivery program and operational plan.

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Snapshot

How you got involved

- 1,281 visits to dedicated web page: 1,191 unique visitors
- 13,760 people reached via Facebook post
- 1000 flyers and posters distributed to people and businesses
- 2 stories covered in print, radio and television
- 103 people completed our quick poll
- 124 people attended popups held across 11 towns
- 543 responses to our survey

What you told us

- 46% of people want to hear from us via email
- 26% want to hear from us on social media
- 28% value brochures in their letterbox
- 27% go to our website for information
- 58% want to share their thoughts through surveys
- 48% like to talk to Council staff at pop ups
- 54% tell us what they think by sending emails
- 39% like to attend meetings
- 34% want to phone us to share their thoughts
- 60% of social media users don't follow Council

Most people in my circle would prefer to engage online – lives are busy.

My elderly mother and sisters rely on local newspapers for info and letterbox drops, technology is not their thing

Our commitment to the way we communicate and engage with our community

Our Community Engagement Strategy is our commitment on how we will keep our community informed and seek their feedback.

To make sure this strategy is reflective of the way our community wants to hear from us and share their thoughts we undertook a six week engagement program to get insight into these areas.

The feedback we have received informs the review of our strategy and the ongoing development and improvement of the ways we interact with our community.

The feedback has made it clear we need to continue to offer a range of ways for the community to hear from us and tell us their thoughts.

What you are most interested in

- Roads updates
- Activities and events
- New services and upgrades to services
- Updates on progress of our projects

Background

A Community Engagement Strategy is a required element of the Integrated Planning and Reporting Framework as outlined in the *Local Government Act*.

The Community Engagement Strategy is our commitment to the community on how we will communicate and engage with them and outlines our goals and objectives to improve these interactions over the life of the strategy.

It tells our community what they can expect from us, outlines the principles guiding our engagement, our key objectives, how we interact with stakeholder groups, how we identify engagement opportunities and the tools we use.

To inform this strategy we need to understand some key elements of our community's needs and behaviours, particularly in terms of how they like to receive information and how they like to interact with us.

It also includes mandatory timeframes for public exhibition periods to meet our Community Participation Plan requirements under the *Environmental Planning and Assessment Act 1979.*

Currently we have four documents that outline our commitment to the community across these areas. They are:

- Community Engagement Strategy
- Communication Strategy
- Community Engagement Policy
- Community Participation Plan

Following the review of the strategy, that will be informed by the engagement outlined in this document, the four documents above will be replaced by a consolidated Community Engagement Strategy that outlines the commitment we make to our community to keep them informed and offer opportunities for them to participate in engagement activities.

Engaging with our community

For us to improve the way we engage and communicate with our community we need to understand how our community wants to engage with and hear from us.

This allowed us to identify opportunities in our Community Engagement Strategy for improving how we undertake these aspects of our interactions with the community and design actions to support this improvement.

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Methodology

Objectives

The overarching objective of the engagement was to inform the review of our Community Engagement Strategy by:

- Ensuring our approach is informed by the experience of the community
- Supporting our planning and delivery of actions and activities
- Understanding the communication and engagement behaviours of our community

Scope of engagement

The overarching objective for the engagement was to inform the review of our Community Engagement Strategy by:

- The principles of engagement
- How we communicate with our community
- How we engage with our community

Engagement approach

The approach for this engagement was to:

- inform the community how they could be involved via direct email, Council's weekly e-newsletter, media release, information on Council's web page and social media channels
- utilise both face to face and online forms of engagement to make participation accessible
- Undertake a statistically relevant randomised survey to get a broad picture of community needs and provide quantitative data
- Undertake small number of focus interviews to obtain qualitative data that drills down on survey results

Level of engagement

As outlined in MidCoast Council's Community Engagement Strategy our engagement approach utilises the five-point framework developed by the International Association for Public Participation (IAP2).

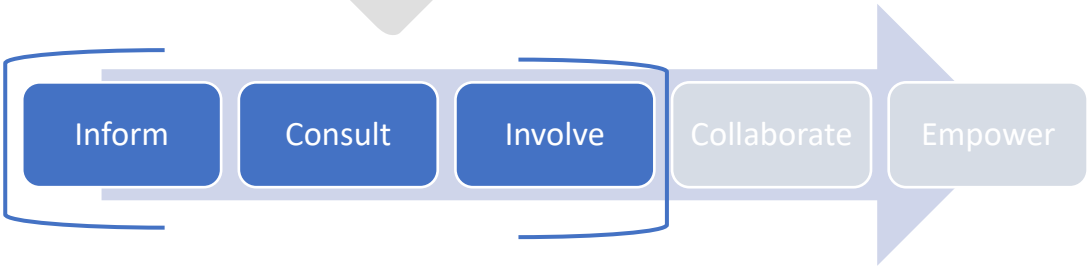

Figure 1: The IAP2 Public Participation Spectrum, where 'inform' is the lowest level of engagement, and 'empower' is the highest. More information on the spectrum can be found at www.iap2.org.au.

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The proposed levels of engagement for this project are inform, consult and involve.

- **Inform** - to provide the public with balanced and objective information to assist them in understanding the problem, alternatives, benefits and/or solutions
- **Consult** - to obtain public feedback on the project and/or alternatives
- **Involve** - to work directly with the public throughout the decision-making process to ensure that community concerns and aspirations are consistently understood and considered.

Timeframe and activities

The engagement activities undertaken to inform the review of the Community Engagement Strategy will take place in three stages. The table below shows the timeline for the different stages of the engagement:

Stage 1: April - June 2022 **Purpose:** Undertake randomised phone survey and Community Conversation survey	**Stage 2: July-September 2022** **Purpose:** Gather feedback on how our community wants to be informed and engaged to inform strategy development	**Stage 3: October-November 2022** **Purpose:** check in with the community on the draft strategy, including objectives and goals, mandatory timeframes
Stage one allows us to get a picture from a statistically relevant group of the community on how they wish to be engaged and tests this with engaged members of the community who attend Community Conversations	Stage two allows us to explore how the community wants to hear from us and be involved in our decision making to allow us to plan how work with our community into the future	Stage three will see a draft Community Engagement Strategy placed on public exhibition for feedback on objectives, goals and actions
Involving	**Informing consulting involving**	**Informing consulting**
Statistically relevant phone survey to canvas communication and engagement preferences to obtain quantitative data Focus interviews to gain qualitative data on items of interest arising in phone survey Online survey for participants in Community Conversations program. Review of feedback available from other engagement sources, including Community Satisfaction Survey	Online engagement tools provided the broader community with an opportunity to share their thoughts. Focus on social channels to gain additional information about communication preferences in particular geographic areas. Face-to-face opportunities Interactions with community groups in specific localities to understand the best channels to use. Feedback to be integrated into strategy review and inform the development of actions	Feedback on the draft strategy will be sought from across the LGA. Feedback provided will be reviewed and changes made if required before final document is reported to Council for adoption.

Stakeholders

We recognise there is a broad range of stakeholders that would be ideal to hear from during the engagement period including the following:

- MidCoast ratepayers
- MidCoast residents – geographic and demographic spread
- Community groups
- Families
- People with a disability
- Aboriginal or Torres Strait Islander people
- Business owners
- Elected representatives
- Council staff

Key messages

The key messages delivered during the engagement included:

- Your input will shape the way we communicate and engage with you.
- You can make a difference – you have a voice and it matters.
- We want to know what you want to hear from us on.
- We want to know how you currently get your news and information and how you want to hear from us.
- We want to understand the challenges the community faces when accessing information from us.
- We want to know how the community wants to share their thoughts and views with us.

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Engagement activities

Phone survey

During stage one a statistically relevant randomised phone survey to capture the sentiments of members of the community to provide quantitative data on how people want to hear from us and how they want to share their thoughts. A total of 301 participants were interviewed as part of this survey with findings broken down into age group, stakeholder type and region.

Focus interviews

A small number of focus interviews were then undertaken with representatives from different age groups to investigate items of interest raised in the phone survey.

Community Conversations survey

In stage one a survey was undertaken of participants of the Community Conversations program to gain an insight into any differences that might exist in members of the community who are already actively engaged with us. A total of 105 people completed the survey.

General community survey

A survey was housed on the Council website that was available to all members of the community to ask similar questions to the surveys undertaken in stage one and provide the wider community the opportunity to share their thoughts and ideas. A total of 137 people completed this survey.

Web page

A web page on the Council website provided the community with the opportunity to undertake a survey, a quick poll and share their thoughts on our principles.

It also alerted the community to the pop-ups held across the region. During the six week campaign the page had 1,405 views.

Social media

Several posts on the topic were scheduled throughout the engagement period on both Council's facebook and instagram presences. These posts both invited people to go to the website to fill in the survey and to share their thoughts in the comments.

These posts reached a total of 13,760 people during the engagement period.

Posters and flyers

Posters and flyers were distributed across the region via libraries, shops, cafes, restaurants and other retail businesses.

Pop-ups

A series of 11 pop-ups and walk throughs of CBD areas across the region were held, connecting with 124 people. The purpose of these was to promote the survey and to have conversations with members of the community and business operators.

Advertising

A series of advertisements were placed in local newspapers and newsletters to encourage awareness and participation of the engagement opportunities.

Radio

The Mayor promoted the engagement through regular radio spots on Great Lakes FM, 2BOB and 2RE on several occasions.

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Media releases

During the program two media releases were distributed to raise awareness about the opportunity for the community to provide feedback.

Digital screens

The digital screens in the Yalawanyi Ganya customer service area and the pylon screen on Manning River Drive were used to promote the survey and encourage the community to participate.

Email databases

Emails were sent to our engagement database to advise members of the community of the opportunity to come and see us in person at one of the scheduled pop-ups or to undertake the survey.

Email signature

An email signature promoting the opportunity was placed on all outbound emails for a period of three weeks to raise awareness in the community.

News Wrap e-newsletter

The 'What's your thing' engagement program was a regular feature story within our weekly News Wrap e-newsletter. This newsletter had 1,780 recipients at that time. Across the engagement period, the program featured five times.

Respondents

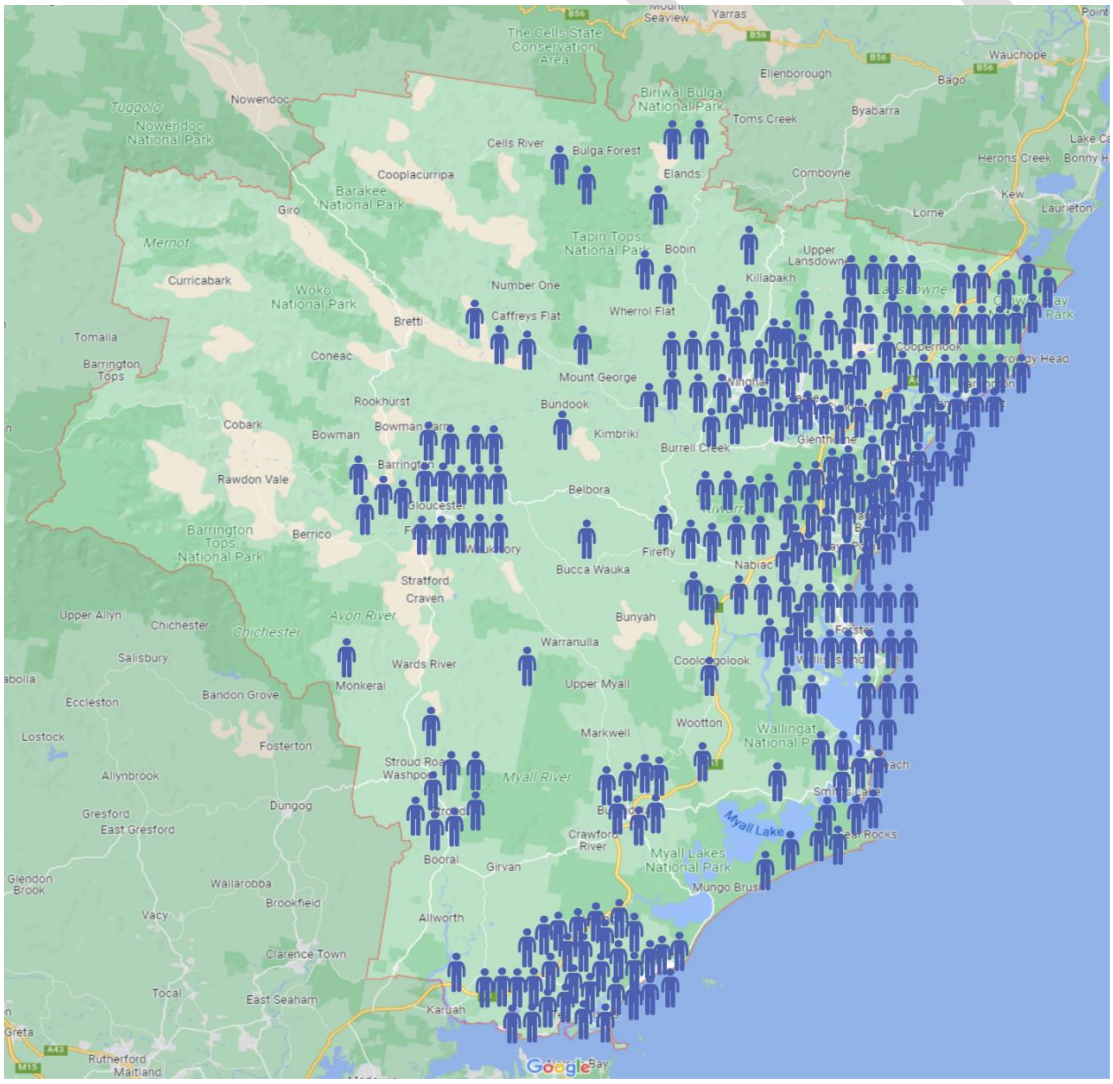
Throughout the engagement period we received feedback from a range of community members from across the MidCoast.

Survey respondents were both male and female, across a range of age groups, with representatives from the following groups – Aboriginal or Torres Strait Islanders, people who need assistance and those who speak English as a second language.

The phone survey had participants from the following:

Location	Number
Northern coastal and central	141
Western	40
Southern coastal	120

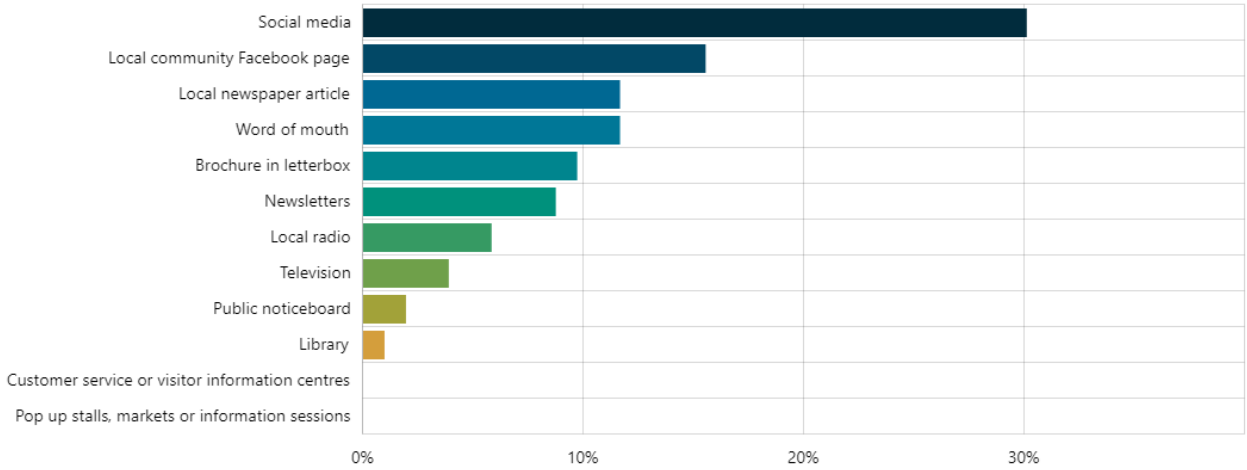
The general community survey and the Community Conversations survey participation has been mapped across the region below:



Feedback highlights

Feedback highlights

The quick poll on our website asked for people to share their main source of information in their community. A total of 102 people took part in the poll. The following results indicated social media was a preference, which is not surprising considering we were dealing with community members in a digital space and many came to the survey from social media posts.



We also asked if people supported the below general principles:

Strengthening relationships	**Accessible and inclusive**	**Timely and coordinated**
Clear and meaningful	**Transparent and responsive**	**Accurate and genuine**

A total of 45 people took part in this exercise, with 42 indicating they supported these principles and three indicating they did not. Of those who didn't, the below comments were made:

- Actual truth, no spin
- As a relative newcomer to this area of 2 yrs, I am disturbed by how disengaged MCC are with ratepayers and their expectations. Recent local elections heightened this belief! Social media is a powerful source of real-time information and from what I read M
- Receive information in the mail

Insights

The feedback gained during the engagement period has provided a range of insights that have been considered in the review of the Community Engagement Strategy.

These insights will also form the basis of ongoing development and improvement of our engagement activities.

These include:

- Most common sources of ideal information are website and newsletters, under 50s social media
- Email from Council is the most common ideal source, across all age groups
- Brochures higher in western areas
- 35-49 year olds are most interested in activities, events, things to do
- Most people are looking for information about once a month
- People are generally looking for information after they have heard about something they feel might impact them
- Advertising isn't an ideal source of information
- 60 percent of people on social media don't follow Council
- Areas not well served by traditional media look to community newsletters
- People like the option of making a phone call to share their thoughts
- When asked why they don't participate in engagement activities it is evenly shared between not having an interest and not knowing
- Most people who do provide feedback are inclined to do so on items of personal interest
- Younger people definitely prefer sharing their thoughts online
- Older members of the community are more likely to participate in community meetings
- Do like to know what the commitment with a meeting is in relation to time

Strategy considerations

The feedback gained from the community makes it clear we need to continue to offer a range of ways for the community to provide their feedback.

It is also clear we need to continue to use all available channels to keep the community informed, including local publications and social media pages.

We need to recognise that few people seek out information regularly, and we need to place information before them in accessible ways.

These insights have informed the objectives and actions of the reviewed Community Engagement Strategy.

Members of the community will have a further opportunity to provide us with their thoughts and feedback when the draft Community Engagement Strategy is placed on public exhibition.

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MIDCOAST council

Improving Council Communications – MidCoast Council

April 2022 **SUMMARY**

WOOLCOTT RESEARCH & ENGAGEMENT

BACKGROUND AND OBJECTIVES

Local Councils are recognising the importance of Community Engagement to help ensure community members have the opportunity to be involved in Council decision making and the strategic planning process.

In that regard, Councils are now required to prepare a Community Engagement Strategy (CES) to support the development of their plans, policies, programs and activities. In order to contribute to the required decision-making, a program of work was devised to ascertain community preferences for future communication options.

Woolcott Research & Engagement undertook the fieldwork and analysis aspect of this project, and this report provides the findings of this process.

The key objectives of this component of the study were as follows:

- To gain an understanding of what communication has been useful/helpful to the community to date.
- To identify what else Council could be doing to involve the community.
- To gather insight as to how to improve the response rates and participation in any Council engagement activity, specifically for hard-to-reach stakeholders such as working parents, youth, people with a disability, Aboriginal persons and over 70 year olds.
- To provide a benchmark for communication and engagement that can be used to measure, track and report on performance in the future.

RESEARCH METHODOLOGY

Methodology

Computer assisted telephone interviewing (CATI) was conducted amongst n=301 members of the community in the MidCoast Council area.

Respondents were asked questions relating Council's communication and engagement activities, as well as their familiarity with the Council website.

The questionnaire is provided at Appendix B.

Participants

Quotas were set as targets for age group, region and gender as well as for people of Aboriginal or Torres Strait Islander origin.

Data has been weighted on region and age to ensure it reflects the MidCoast Council area.

Analysis

Splits by demographics have been shown where there are statistically significant differences.

Findings have been shown even for those groups with very small base sizes due to the focus of the research however they should be treated with caution.

RESPONDENT PROFILE

	Total %
AGE GROUP	
18 to 34	6
35 to 49	26
50 to 69	36
70 +	32
GENDER	
Male	49
Female	51
LANGUAGE	
English only	95
Second language	5

Q3. Which of the following age groups best describes you?
Q4. Please indicate your gender:
Q31. Do you speak a language other than English at home?
Base: All respondents n=301

	Total %
REGION	
Northern Coastal and Central	47
Western	13
Southern Coastal	40
ATSI	
Yes	5
No	95
Prefer not to say	<1
NEED ASSISTANCE	
Yes	8
No	92

Q2. What is the locality, village or town that you live in?
Q5. Are you of Aboriginal or Torres Strait Islander origin?
Q32. Do you ever need someone to help with, or be with you, for self-care activities, body movement or communication?
Base: All respondents n=301

RESPONDENT PROFILE

	Total %
SMALL BUSINESS	
Yes	20
INDUSTRY	
Agriculture	29
Construction	29
Health	8
Retail	8
Finance	7
Tourism	7
Hospitality	3
Other	17

	Total %
HOUSEHOLD MAKEUP	
Couple living together with no children	44
Family household with children still at home	27
Single household	21
Shared household	6
Single parent with children	1
Prefer not to say	2
AGE OF CHILDREN	
Baby/ toddler/ pre-schooler	27
Primary school aged	45
High school aged	44
Older than high school aged	41

Q33. Are youthe owner or a senior decision maker for a small business (less than 20 employees)?
Q34. What industry does the business operate within?
Base: All respondents n=301

Q29. Which of the following best describes your household makeup?
Base: All respondents n=301
Q30. (If 'Family household with children still at home' at Q29) – What age are your children?
Base: All families n=82

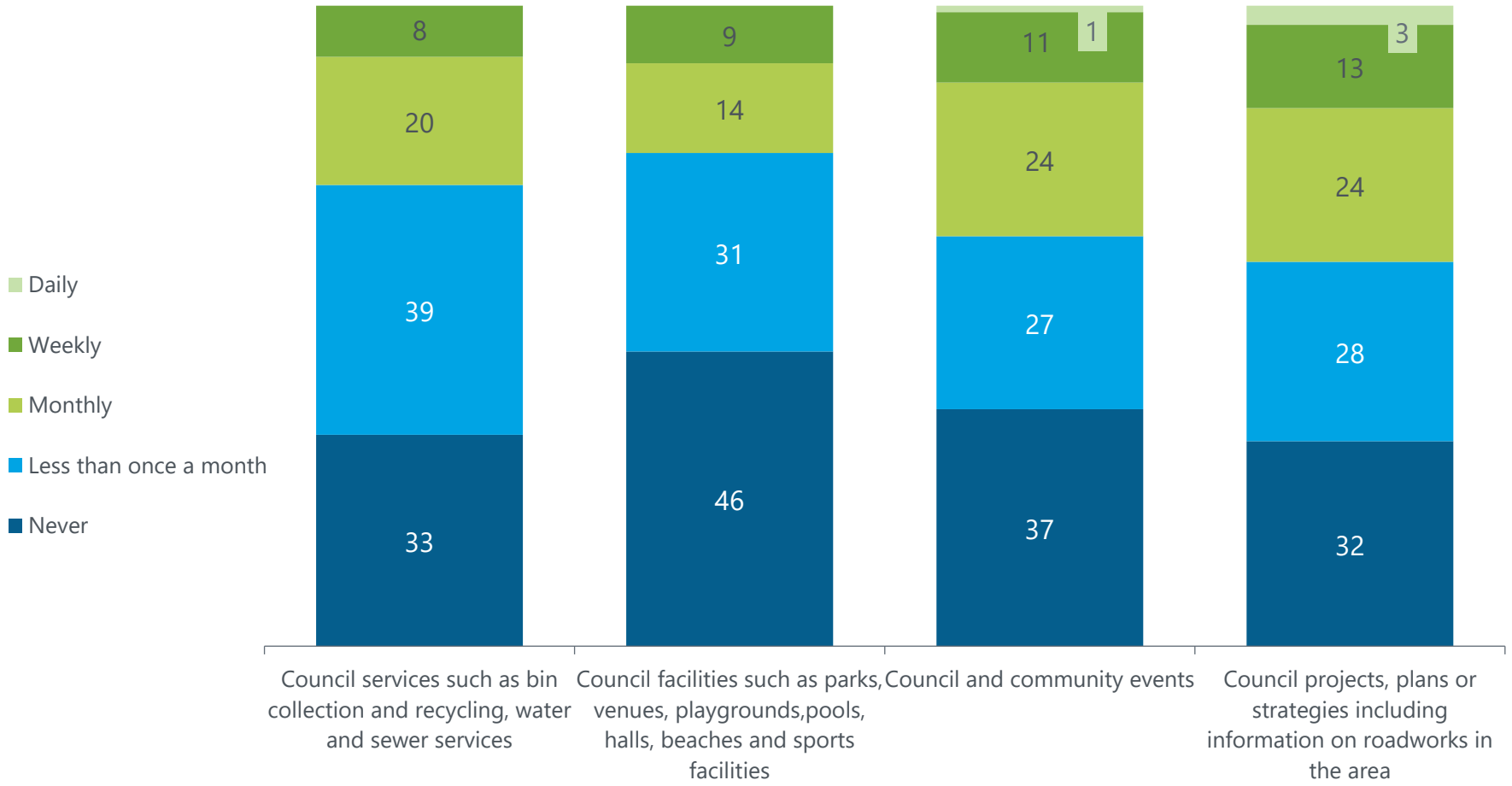
COMMUNICATIONS

SUMMARY – COMMUNICATIONS

- The community seeks out information on Council projects, plans or strategies including roadworks most frequently, with 40% seeking this at least once a month.
- Overall, the most common sources of information currently were the council website (34%) or a local newspaper article (30%).
    - Those under 50 were more likely to say they use social media to find information whereas those over 50 were more likely to use local newspaper articles.
- Ideally they would prefer a brochure in the letterbox (33%) or an email from Council (30%).
    - Interest varied by age – those under 50 preferred digital formats whereas those over 50 preferred hard copy formats. In particular 18-34 year olds seemed to prefer an email or the website, 35-49 year olds preferred an email or social media, and those aged 50 and over preferred a brochure or local newspaper article.
- Information about current roadworks was the information of most interest with 37% stating they would be very interested in this. Information on fees and charges was also of interest to a large proportion of respondents.
    - Interest varied by age, e.g. 34% of 35-49 year olds were very interested in activities/events/things to do with the family, 32% of 50-69 year olds were very interested in opportunities for providing input

FREQUENCY OF SEEKING INFORMATION

Total

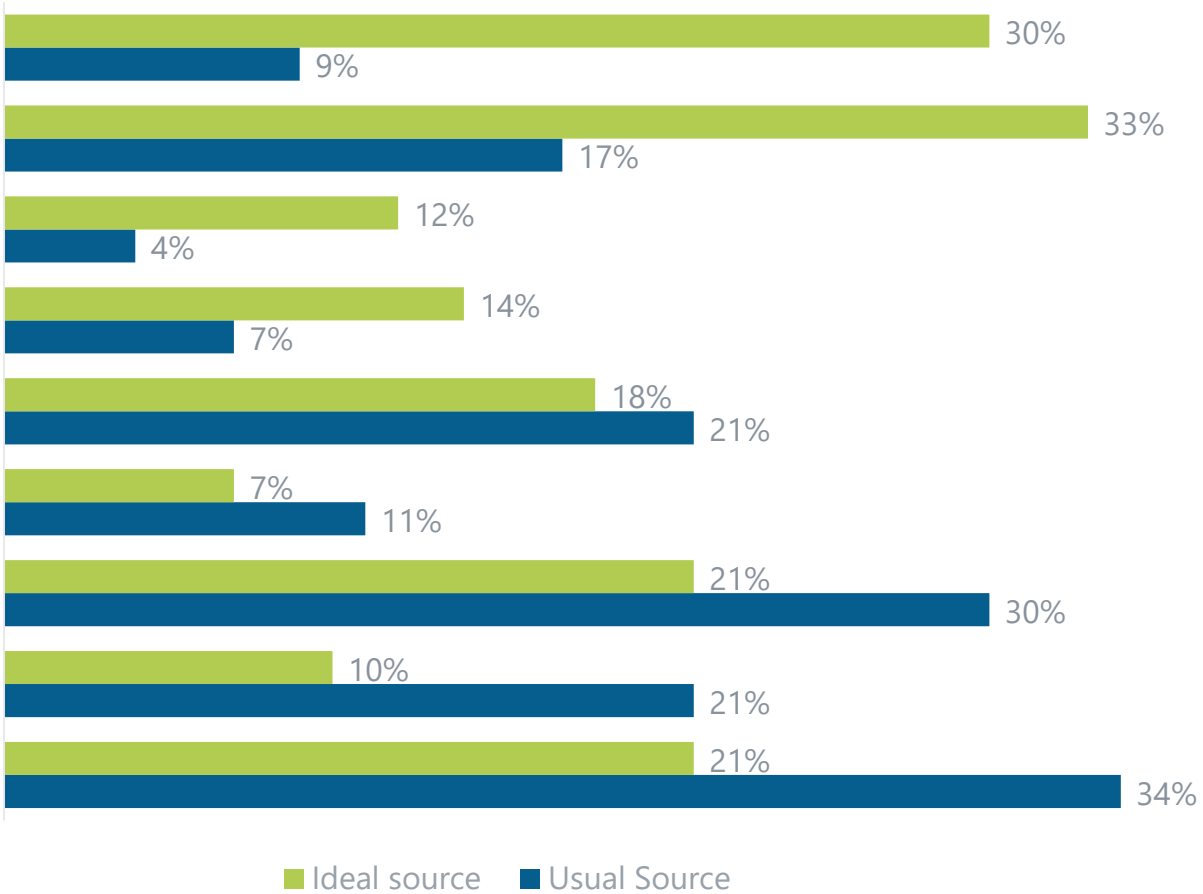


- Council projects, plans or strategies including information on roadworks was the most frequently sought out information with 40% looking at this at least once a month.
- Almost half (46%) never seek out information on Council facilities such as parks, venues, playgrounds, pools, halls, beaches and sports facilities.

Q6. I would now like you to tell me how often on average, you read or seek out information about certain topics.
Base: All respondents: n=301

COMPARISON OF IDEAL AND USUAL SOURCE OF INFORMATION

	% difference in ideal versus usual
Email from Council	+21
Brochure in letterbox	+16
Council newsletter (via email)	+8
With rates notice	+7
Council's social media	-3
Local community Facebook page	-4
Local newspaper article	-9
Word of mouth	-11
Council website	-13

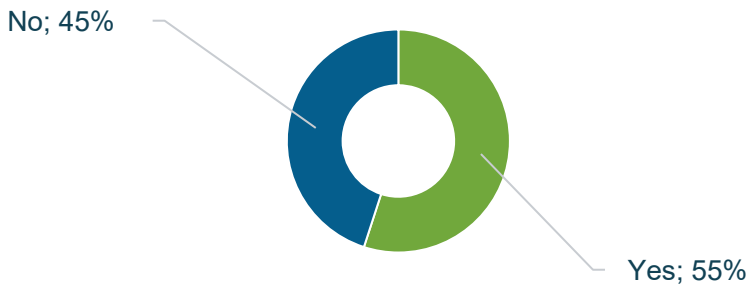


- Overall, the largest difference between the ideal and usual sources of information were for an email and brochure from Council.
- Conversely, while a considerable proportion of respondents have previously found out information through the website, this is not their ideal source.

Q7. How do you usually find out about these things?
Base: All respondents who read or seek out information on at least one of the options in Q6 at least once a month: n=301
Q8. Ideally how would you like to receive information about Council's services, facilities, events or projects?
Base: All respondents: n=301

SOCIAL MEDIA USAGE

Do you use social media?

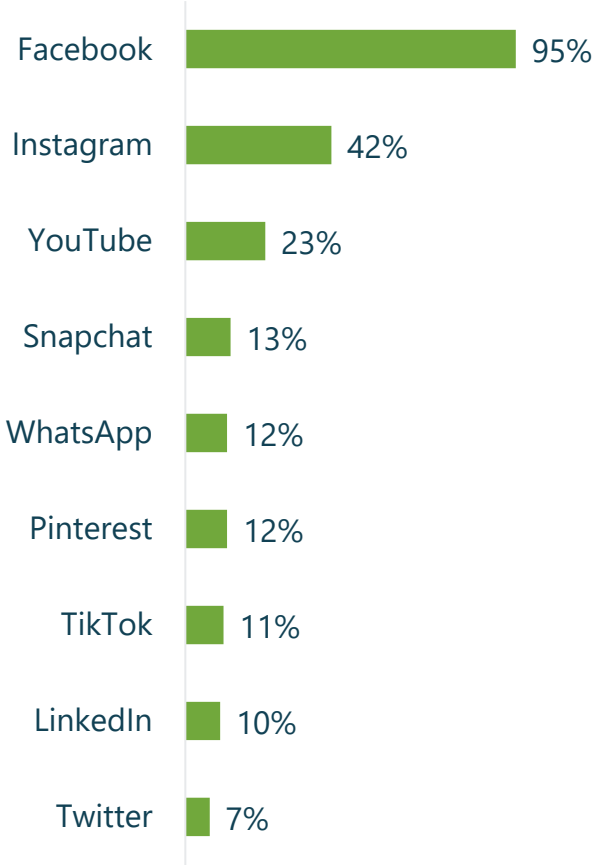


	TOTAL %	Age Group				Needs assistance		Small business %	Families %
		18-34 %	35-49 %	50-69 %	70 or over %	Yes* %	No %		
Yes	55	94	90	48	22	28	57	82	83
No	45	6	10	52	78	72	43	18	17

Q9. Do you use social media?
Base: All respondents: n=301; Age Group (18-34 n=19, 35-49 n=78, 50-69 n=107, 70 or over n=97); Need assistance (Yes n=14, No = 287); Small business n=59; Families n=82
* CAUTION SMALL BASE SIZE

- Overall, just over half of respondents used social media.
- Respondents under the age of 50 are significantly more likely to use social media, whereas those over the age of 70 are significantly less likely.
- Those who need assistance are significantly less likely to use social media.
- Those who own or are a senior decision maker within a small business are significantly more likely.
- Families seem to use social media at a significantly higher rate.

TYPE OF SOCIAL MEDIA USAGE



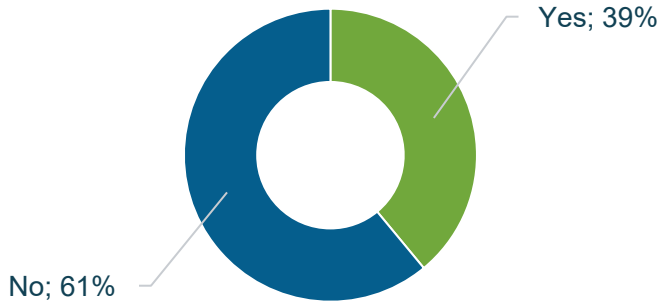
	Total %	Age Group			
		18-34 %	35-49 %	50-69 %	70 or over %
Facebook	95	89	99	94	91
Instagram	42	55	50	32	23
YouTube	23	44	27	14	12
Snapchat	13	38	18	2	4
WhatsApp	12	22	13	5	17
TikTok	12	44	13	2	4
Pinterest	11	17	17	4	-
LinkedIn	10	22	13	5	-
Twitter	7	22	8	-	4

- Of the respondents who use social media, the most common is Facebook.
- A significantly higher proportion of respondents aged between 18 and 34 use Snapchat, TikTok and Twitter, relative to other age groups.

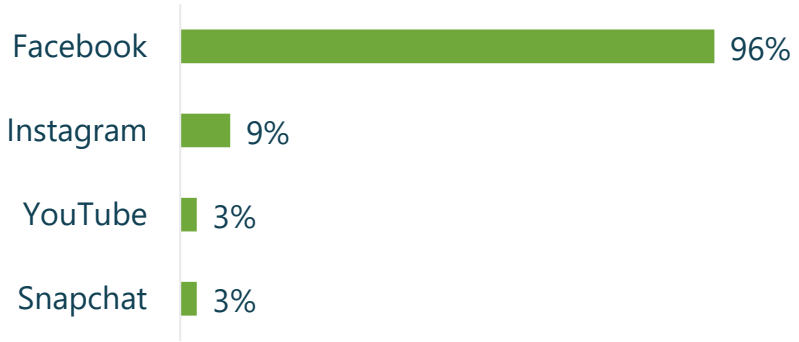
Q10. Which of the following do you use?
Base: All respondents who use social media n=163; Age Group (18-34 n=18, 35-49 n=71, 50-69 n=52, 70 or over n=22

FOLLOWING COUNCIL ON SOCIAL MEDIA

Following Council on social media



What Council is followed on



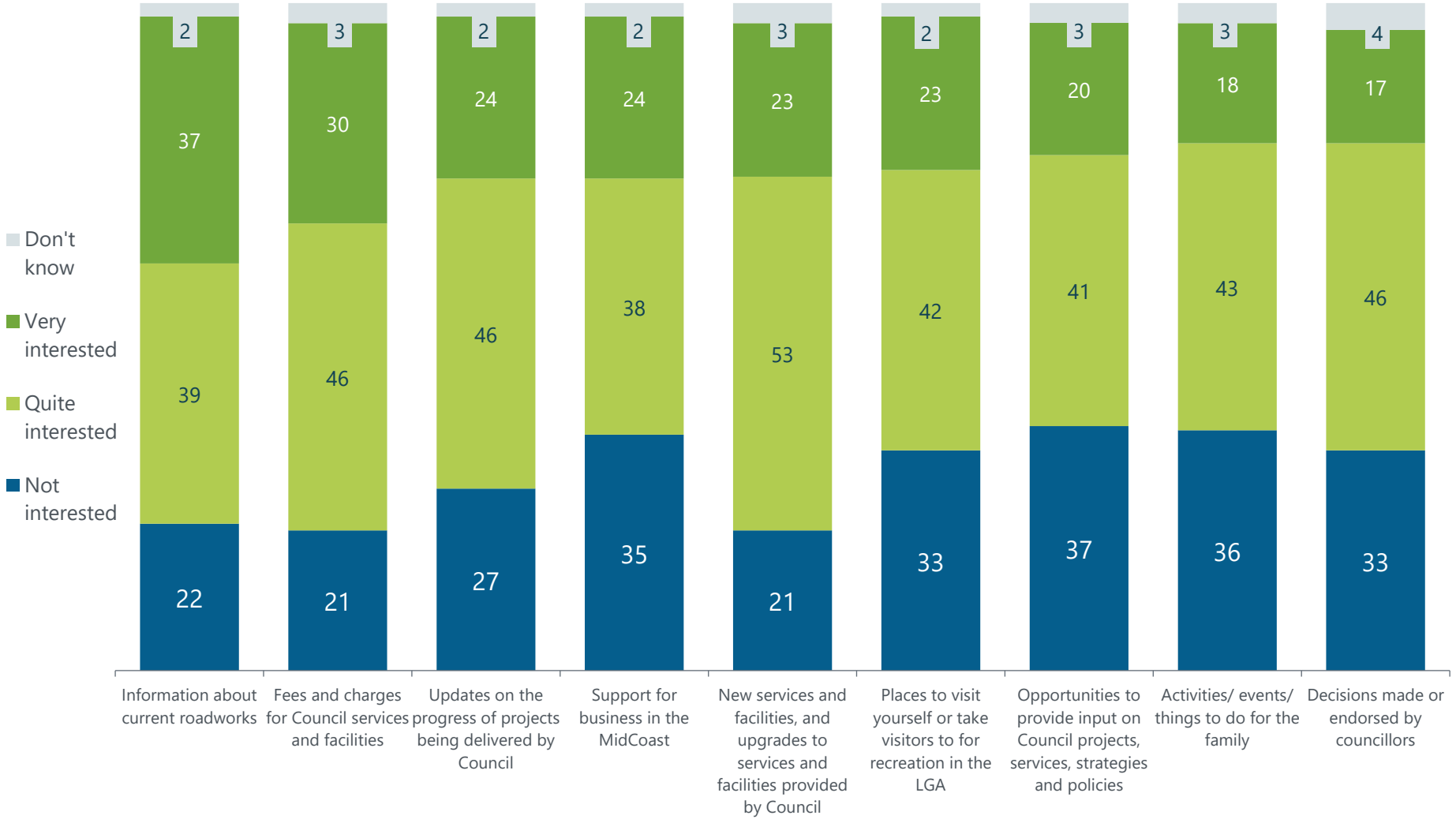
Following Council on social media	TOTAL %	Age Group			
		18-34 %	35-49 %	50-69 %	70 or over %
Yes	39	41	57	**19**	**17**
No	61	59	**43**	**81**	**83**

- Of those who use social media, just under two-fifths (39%) follow Council, with Facebook being by far the most common platform to do so.
- A significantly smaller proportion of respondents aged 50 or older follow Council on social media, whereas a significantly greater proportion aged between 35 and 49 do, relative to average.

Q11. Do you follow Council on any of these social media platforms?
Base: All respondents who use social media n=163; Age Group (18-34 n=18, 35-49 n=71, 50-69 n=52, 70 or over n=22)
Q12. Which of the following do you use?
Base: All respondents who follow Council on social media n=61

INTEREST IN INFORMATION FROM COUNCIL

Total



Q13. I am now going to read out certain information you could obtain from Council. As I read each one could you tell me how interested you would be in reading or hearing about this. Would you be very interested, quite interested, or not interested at all?
Base: All respondents: n=301

- Information about current roadworks was the most commonly preferred information with 37% stating they would be very interested.
- Information on fees and charges was also of interest to a large proportion of respondents.

WOOLCOTT
RESEARCH & ENGAGEMENT

IDEAL SOURCE OF INFORMATION

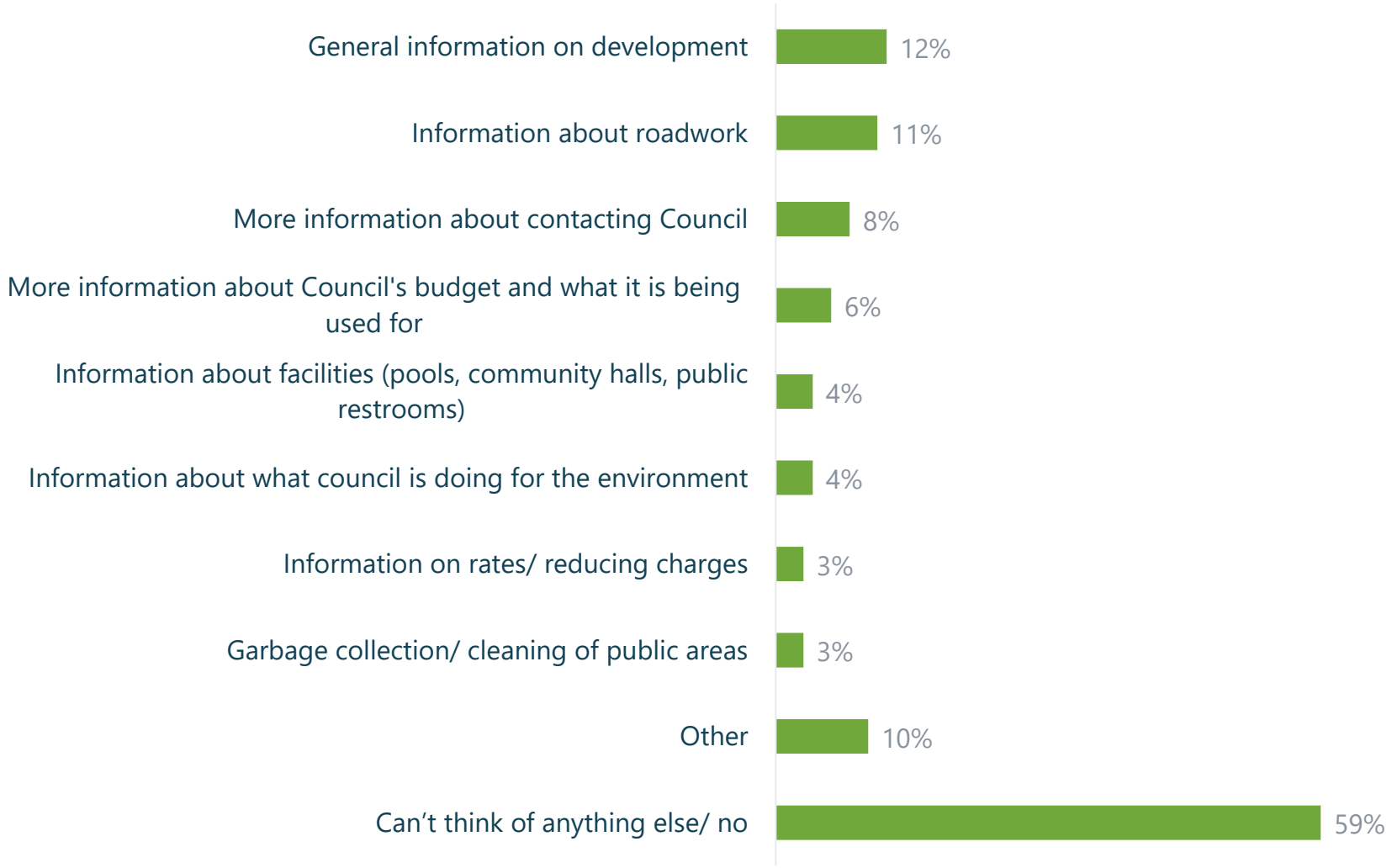
Total

	TOTAL %	Information from Council								
		Information about current roadworks %	Fees and charges for Council services and facilities%	Updates on the progress of projects being delivered by Council %	Support for business in the MidCoast %	New services and facilities, and upgrades to services and facilities provided by Council %	Places to visit yourself or take visitors to for recreation in the LGA %	Opportunities to provide input on Council projects, services, strategies and policies %	Activities/ events/ things to do for the family %	Decisions made or endorsed by the councillors %
Email from Council	47	51	43	38	50	44	47	39	51	30
Brochure in letterbox	35	38	38	39	33	40	39	40	31	44
Council's social media	23	23	30	32	26	28	28	31	46	29
Council website	20	21	17	22	12	13	22	32	7	20
Local newspaper article	19	21	25	26	20	22	23	25	16	25
Council newsletter (via email)	13	15	16	18	18	13	11	16	14	13
Local community Facebook group	13	15	11	12	14	7	17	12	15	3
With rates notice	9	9	14	16	11	13	9	16	9	13
Ad in local paper	9	12	13	14	11	7	10	11	12	6
Local radio	8	8	8	12	13	13	12	16	12	10
Other	19	21	20	24	18	20	19	24	16	24

Q14. (FOR EACH ANSWER GIVEN AT Q13) How would you prefer to receive information about [insert item from Q13]?
Base: All respondents who answered at least one code at Q13 n=181 (Activities/ events/ things to do for the family n=49, New services and facilities, upgrades to services and facilities provided by Council n=71, Places to visit yourself or take visitors to for recreation in the LGA n=69, Opportunities to prove input on Council projects, services, strategies and policies n=59, Decisions made or endorsed by the councillors n=55, Updates on the progress of projects being delivered by Council n=74, Fees and charges for Council services and facilities n=92, Information about current roadworks n=112, Support for business in the MidCoast n=73)

- Overall, across each of the topics, the most popular medium was via an email from Council, with 47% choosing this.
- Council's social media was significantly more popular for information about activities, events and things to do with the family.
- Council website was significantly more popular for information about opportunities to provide input.
- A further breakdown of this question by demographics is provided at Appendix A

OTHER INFORMATION OF INTEREST

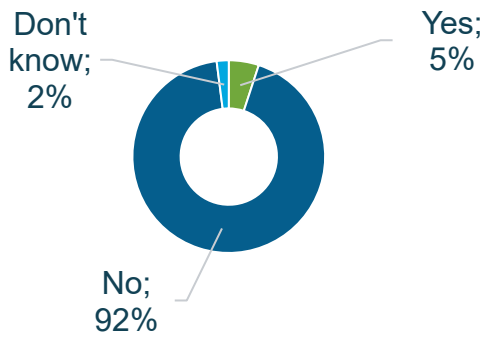


- Overall, most respondents could not think of any other information they would like to receive from Council.
- However, those who could, felt that information about development and roadwork was most important.
- There were no differences between respondents' thoughts based on demographics.

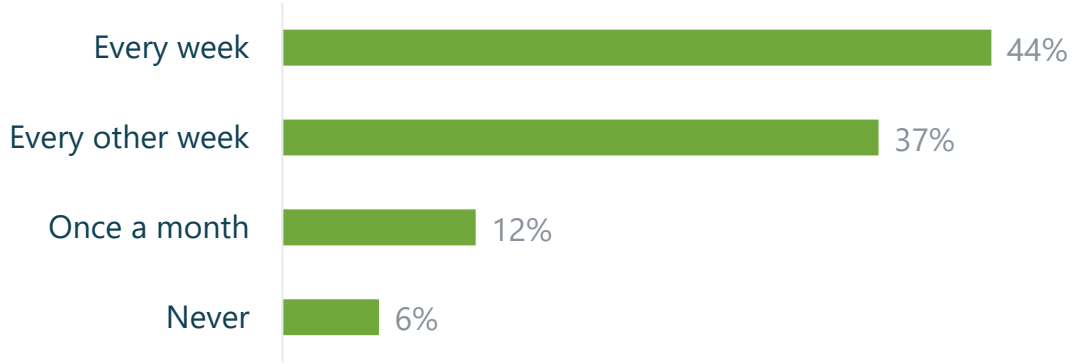
Q15. Can you think of any other information from Council you would be interested in receiving?
Base: All respondents n=301

NEWSWRAP

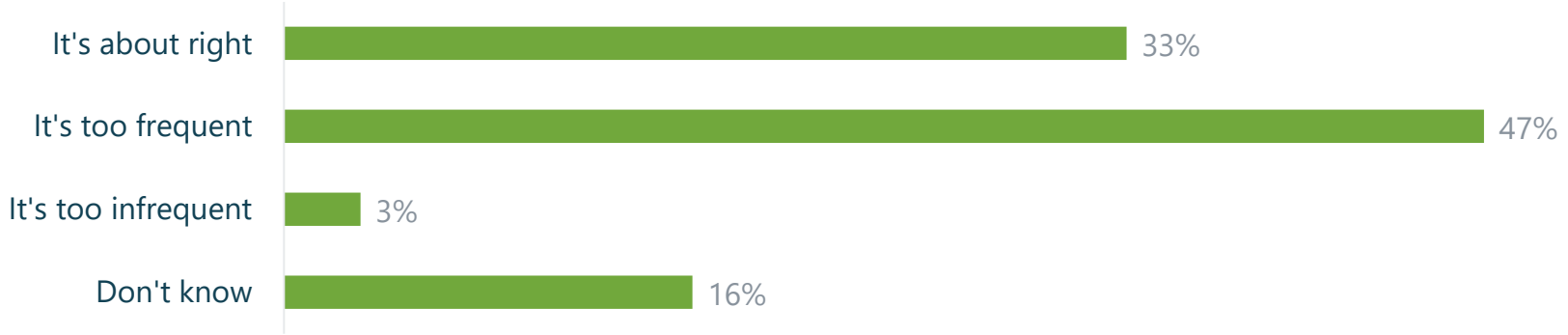
Subscribed to NewsWrap



Frequency of reading NewsWrap



Correct frequency for NewsWrap



- 5% of respondents said they currently receive NewsWrap.
- Of those who do, almost half (44%) read it every week, and an additional 37% read it every other week.
- Almost half (47%) of respondents thought a weekly frequency for a newsletter is too frequent.

Q16 Council currently publishes a weekly e-newsletter called News Wrap that community members can choose to receive by email. Do you receive this?
Base: All respondents n=301
Q17. How often do you read it?
Base: All respondents who read NewsWrap n=15
Q18. Do you think the weekly frequency for a newsletter is about right, too frequent or too infrequent?
Base: All respondents n=301

ENGAGEMENT

Innovation
Inspiration
Experience
INNOVATION
Inspiration
Experience
INNOVATION
Inspiration
Experience
Innovation
EXPERIENCE
Inspiration

SUMMARY – ENGAGEMENT

- Overall, 31% of respondents have participated in consultation or provided feedback to Council in the last 2 years. Of those who had, just under a quarter did it through either a community or town hall meeting (24%) or through telephoning Council (22%).

- Overall, the most common reason for not providing feedback was that a respondent was not interested or hadn't thought about it. However almost a quarter didn't know about the opportunity to provide feedback (23%), particularly the younger age groups.

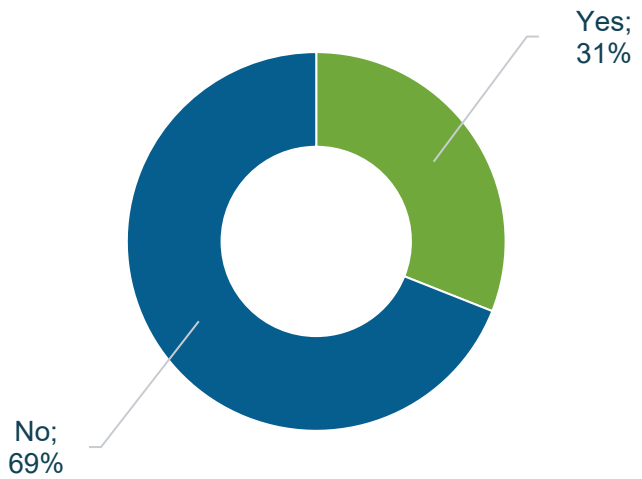
- Filling in an online survey, talking to Council staff or sending an email/letter were the preferred methods of providing feedback.

    - Almost three quarters (73%) of 35-49 year olds said they were likely to fill in an online survey and 42% said they would participate in an online forum or make comments on social media (45%).

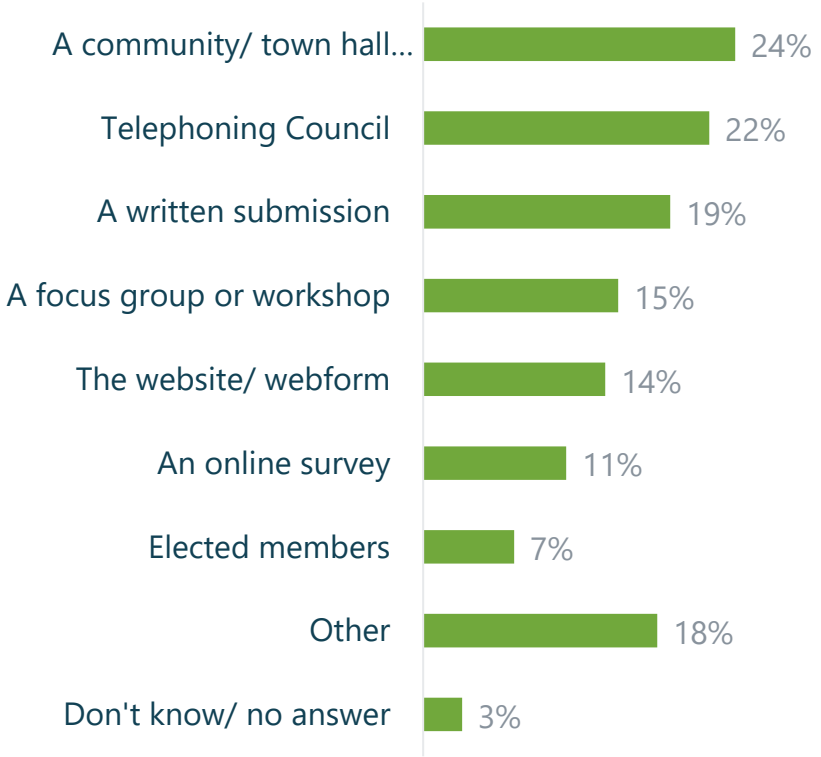
    - Those aged over 70 were less likely to participate in digital engagement and preferred writing an email/letter or talking to Council staff.

PROVIDING FEEDBACK TO COUNCIL

Provided feedback to Council in the last 2 years



Method for providing feedback to Council

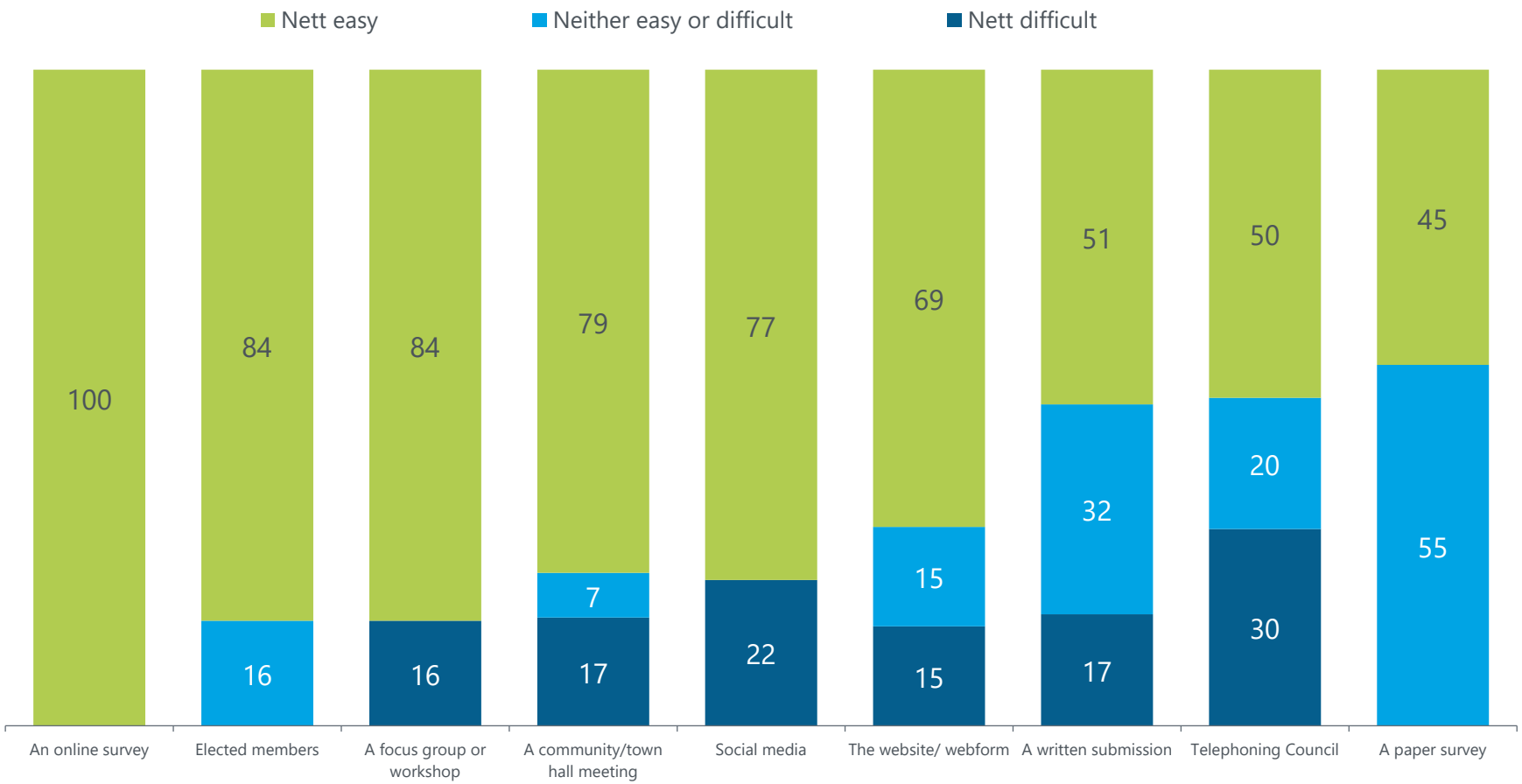


- Overall, 31% of respondents have participated in consultation or provided feedback to Council in the last 2 years.
- Of those who have, just under a quarter did it through either a community or town hall meeting (24%) or through telephoning Council (22%).

Q19. In the last 2 years, have you participated in a Council consultation activity or provided feedback to Council on Council services, facilities, projects, plans or strategies?
Base: All respondents n=301
Q20. How did you participate or provide feedback?
Base: All respondents who have participated in a Council consultation or provided feedback to Council in the last 2 years n=92

EASE OF PROVIDING FEEDBACK

Total



- All of the people who provided feedback through an online survey said it was either quite or very easy.
- 30% of people stated that providing feedback through telephoning Council was either quite or very difficult.

Q21. How easy did you find it to provide feedback through [INSERT FROM Q20]?
Base: All respondents who selected each answer in Q20 (A focus group or workshop n=14, A community/ town hall meeting n=23, A paper survey n=2, An online survey n=10, Telephoning Council n=21, The website/ webform n=13, Social media n=4, A written submission n=18, Elected members n=7)

REASONS FOR NOT PROVIDING FEEDBACK

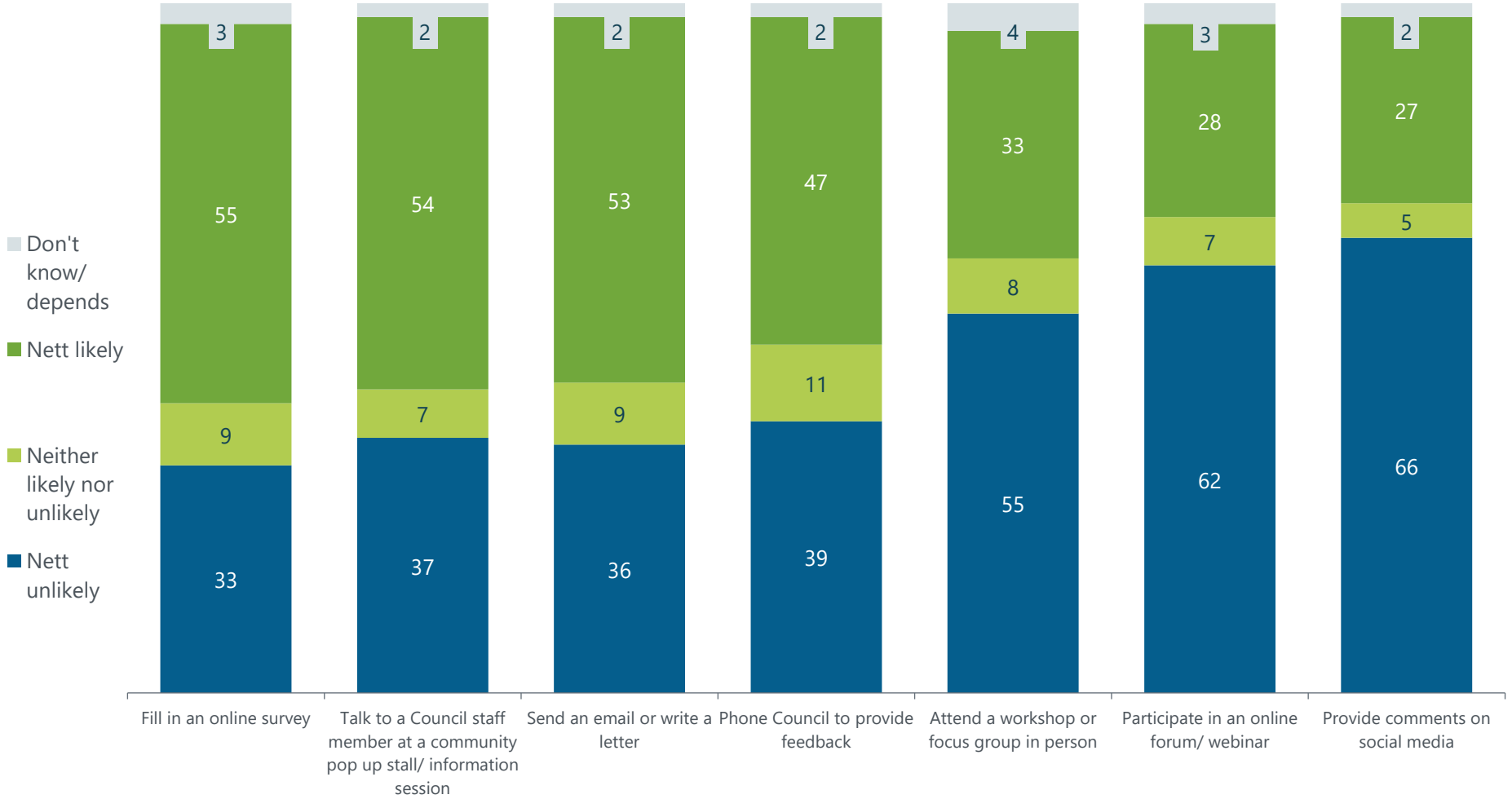
	TOTAL %	Age Group				Families %
		18-34 %	35-49 %	50-69 %	70 or over %	
Wasn't interested/ haven't thought about it	36	**8**	32	37	46	32
Didn't have time	24	42	22	28	17	24
Didn't know about the opportunity	23	42	31	17	18	**40**
Didn't have any feedback to provide	22	27	26	28	**12**	21
Council are ineffective in my area, so I didn't bother	9	-	9	5	16	4
Wasn't sure how to provide feedback	7	-	10	7	4	**17**
Don't know/ no reason	3	-	3	3	2	2
Haven't lived in the area long enough	1	-	-	1	3	-

- Overall, the most common reason for not providing feedback was that a respondent was not interested or hadn't thought about it.
- Almost a quarter didn't know about the opportunity to provide feedback (23%), particularly the younger age groups.
- A significant proportion of people in families were ether unaware of the opportunity or weren't sure of how to do so.

Q22. Please can you explain why you haven't taken part in consultation or provided feedback to date?
Base: All respondents who have not provided feedback in the last 2 years n=209; Age Group (18-34 n=14, 35-49 n=53, 50-69 n=72, 70 or over n=70); Families n=56

PREFERRED METHOD OF ENGAGEMENT

Total



- Filling in an online survey, talking to Council staff or sending an email/letter were the preferred methods of providing feedback.

Q23. In the future if you wanted to provide your views on a particular MidCoast project or strategy, how likely would you be to (INSERT METHOD).... Would you be very likely, quite likely, neither likely nor unlikely, quite unlikely, very unlikely?
Base: All respondents n=301

OTHER WAYS OF ENGAGING WITH COUNCIL

- Overall, most respondents could not think of any other ways in which they would like to engage with Council.
- However, those who could would prefer engaging through community meetings and through letters in the mail.
- There were no differences between respondents' thoughts based on demographics.

Q24. Can you think of any other ways that you would like to engage with Council to provide your views or feedback?
Base: All respondents n=301

WEBSITE

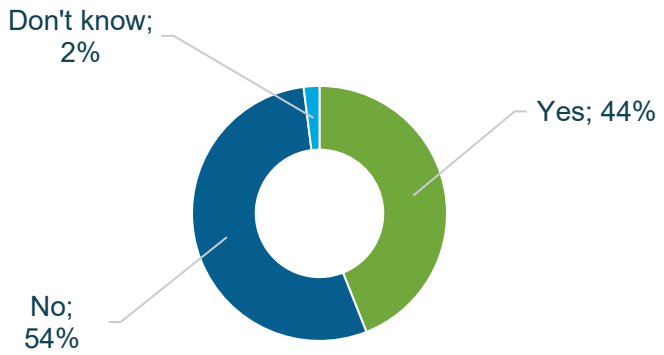
Innovation
Inspiration
Experience
Inspiration
Experience
Innovation
EXPERIENCE
INSPIRATION
Inspiration
Experience

SUMMARY

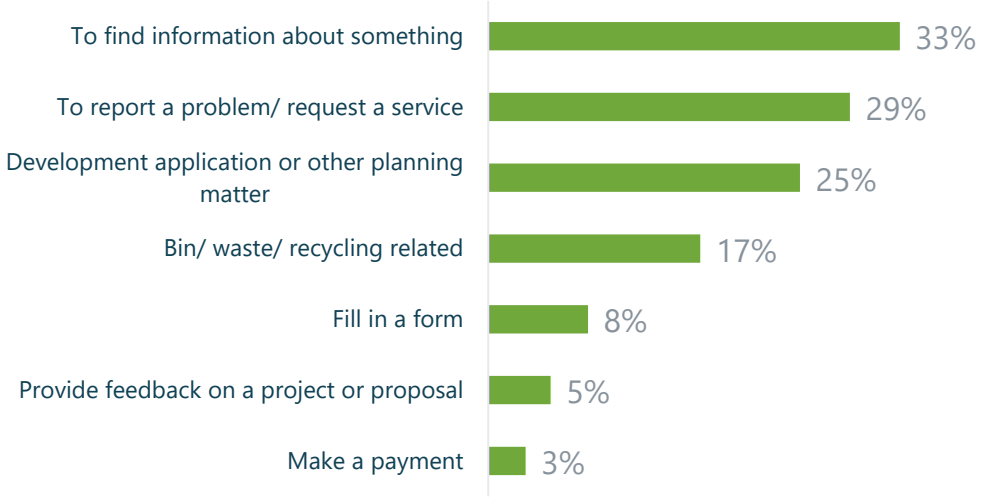
- Overall, 44% of respondents have visited the council website in the last 6 months.
    - Two-thirds of 35 to 49 year olds had visited the website whereas only 29% of respondents aged 70 or over had done the same.
    - 63% of those who own or are a senior decision maker for a small business had visited the website, and 62% of families did.
- The most common reasons for visiting the website were to either find information about something to do with Council (33%), or to report a problem or request a service (29%).
- Four-fifths of respondents were able to either fully or partially complete the task the website was intended for.
- While half of all respondents who used the website said they had a good experience and provided no further feedback, most (22%) that did stated that making the easier to navigate and more user-friendly would aid the overall experience.

VISITING THE COUNCIL WEBSITE

Visited the website in the last 6 months



Reasons for visiting the website



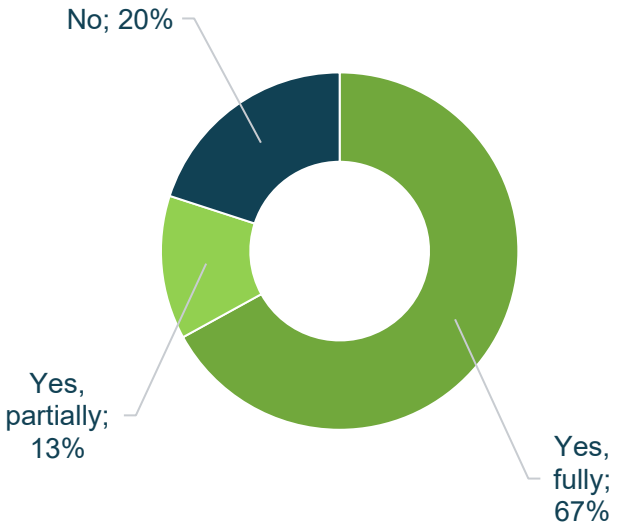
Visited the website in the last 6 months	TOTAL %	Age Group				Small business %	Families %
		18-34 %	35-49 %	50-69 %	70 or over %		
Yes	44	43	67	39	29	63	62
No	54	37	32	59	71	35	37
Don't know	2	20	1	2	-	2	1

- Overall, just under half of respondents (44%) have visited the council website in the last 6 months.
- The most common reasons were to either find information about something, or to report a problem or request a service.
- A quarter had also visited due to a development application or other planning matter.
- Almost two-thirds of owners or decision makers for small businesses had visited the website.
- A significantly larger proportion of people in families visited the website.

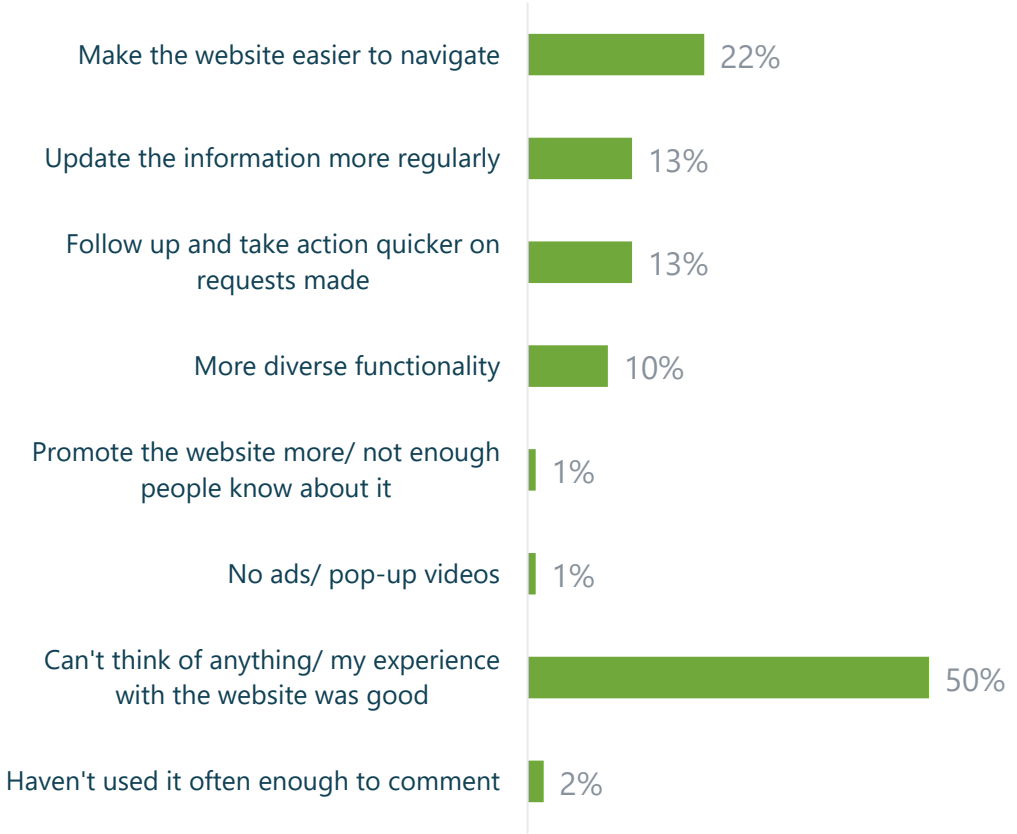
Q25. Have you visited the council website in the last 6 months?
Base: All respondents n=301; Age group (18-34 n=19, 35-49 n=78, 50-69 n=107, 70 or over n=97); Small business n=59; Families n=82
Q26. Why did you visit it?
Base: All respondents who have visited the council website in the last 6 months n=126

USING THE COUNCIL WEBSITE

Able to complete task the website was intended for



Feedback for improving the website experience



- Overall, two-thirds were able to fully complete the task they came to the website to do, and four fifths at least partially complete their task.
- The most common piece of feedback for improving the website experience was to make the website easier to navigate and more user-friendly.

Q27. Were you able to complete the task you came to the website to do?
Base: All respondents who visited the council website in the last 6 months n=126
Q28. How could Council improve the website experience?
Base: All respondents who visited the council website in the last 6 months n=126

Have Your Say

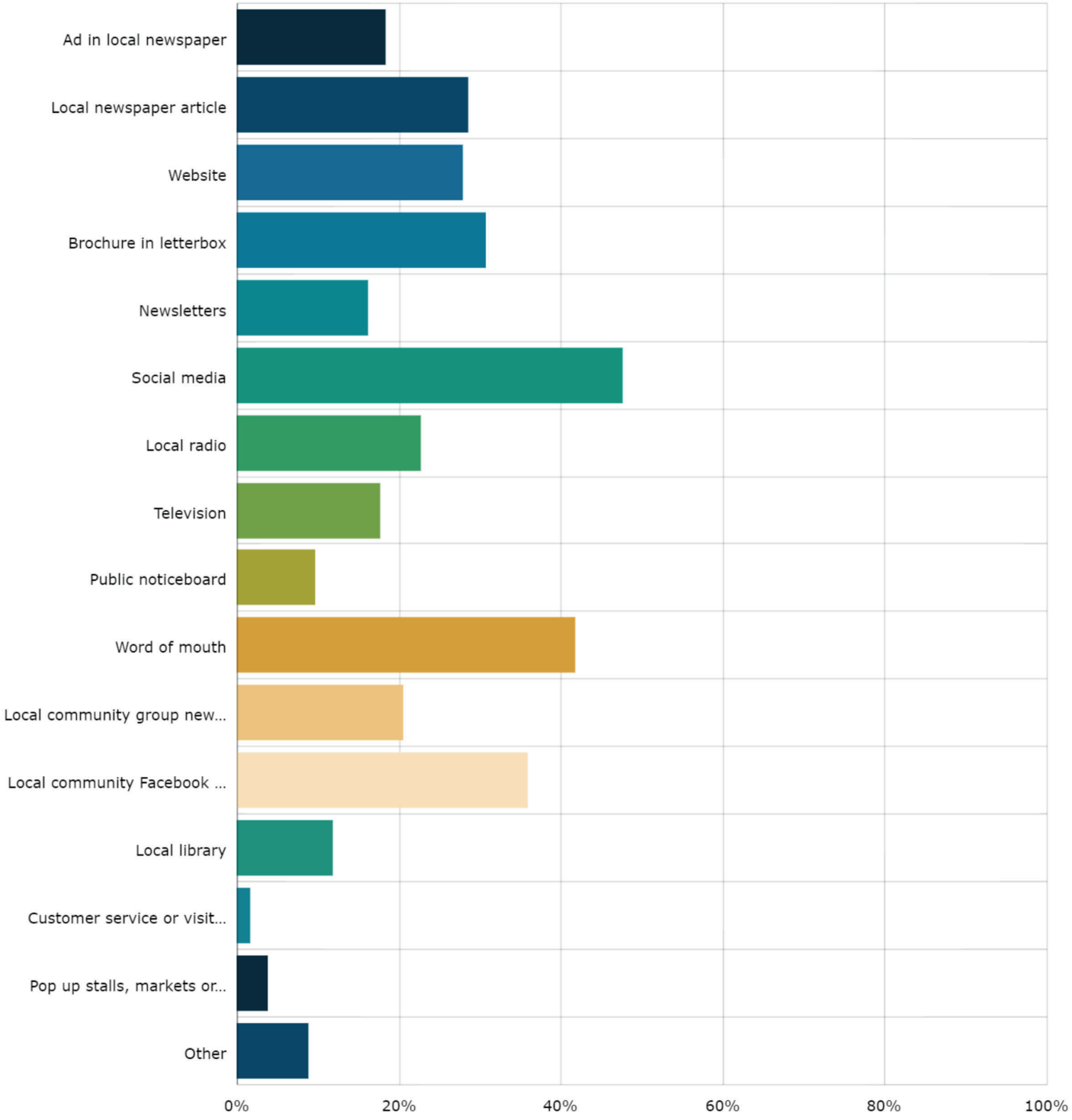
Report Type: Form Results Summary
Date Range: 28-07-2022 - 04-09-2022
Exported: 05-09-2022 08:18:50

Closed

Engagement Strategy survey Share how you want to connect with us	125 Contributors	137 Contributions

Contribution summary

1. How do you usually find out about things happening in your community? Required
Multi Choice | Skipped: 0 | Answered: 137 (100%)

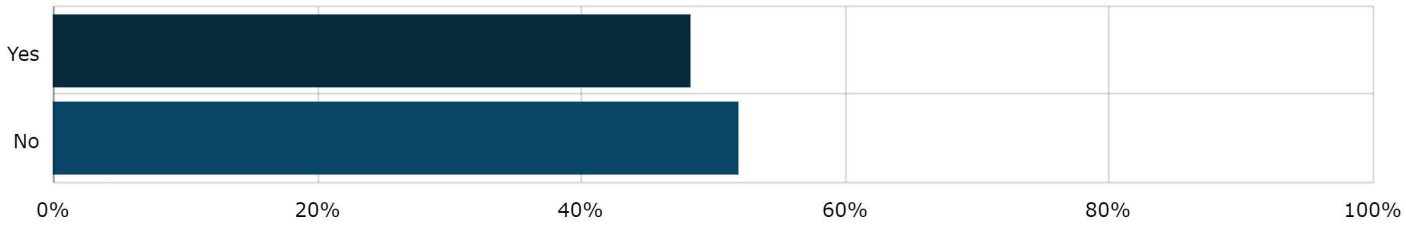


Answer choices	Percent	Count
Ad in local newspaper	18.25%	25
Local newspaper article	28.47%	39
Website	27.74%	38
Brochure in letterbox	30.66%	42

Newsletters	16.06%	22
Social media	47.45%	65
Local radio	22.63%	31
Television	17.52%	24
Public noticeboard	9.49%	13
Word of mouth	41.61%	57
Local community group newsletter	20.44%	28
Local community Facebook page	35.77%	49
Local library	11.68%	16
Customer service or visitor information centres	1.46%	2
Pop up stalls, markets or information sessions	3.65%	5
Other	8.76%	12

6. Do you read local newspapers or local magazines? Required

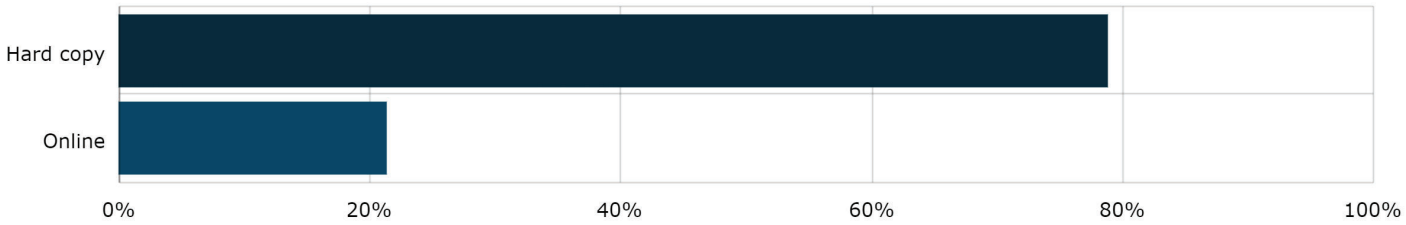
Multi Choice | Skipped: 0 | Answered: 137 (100%)



Answer choices	Percent	Count
Yes	48.18%	66
No	51.82%	71

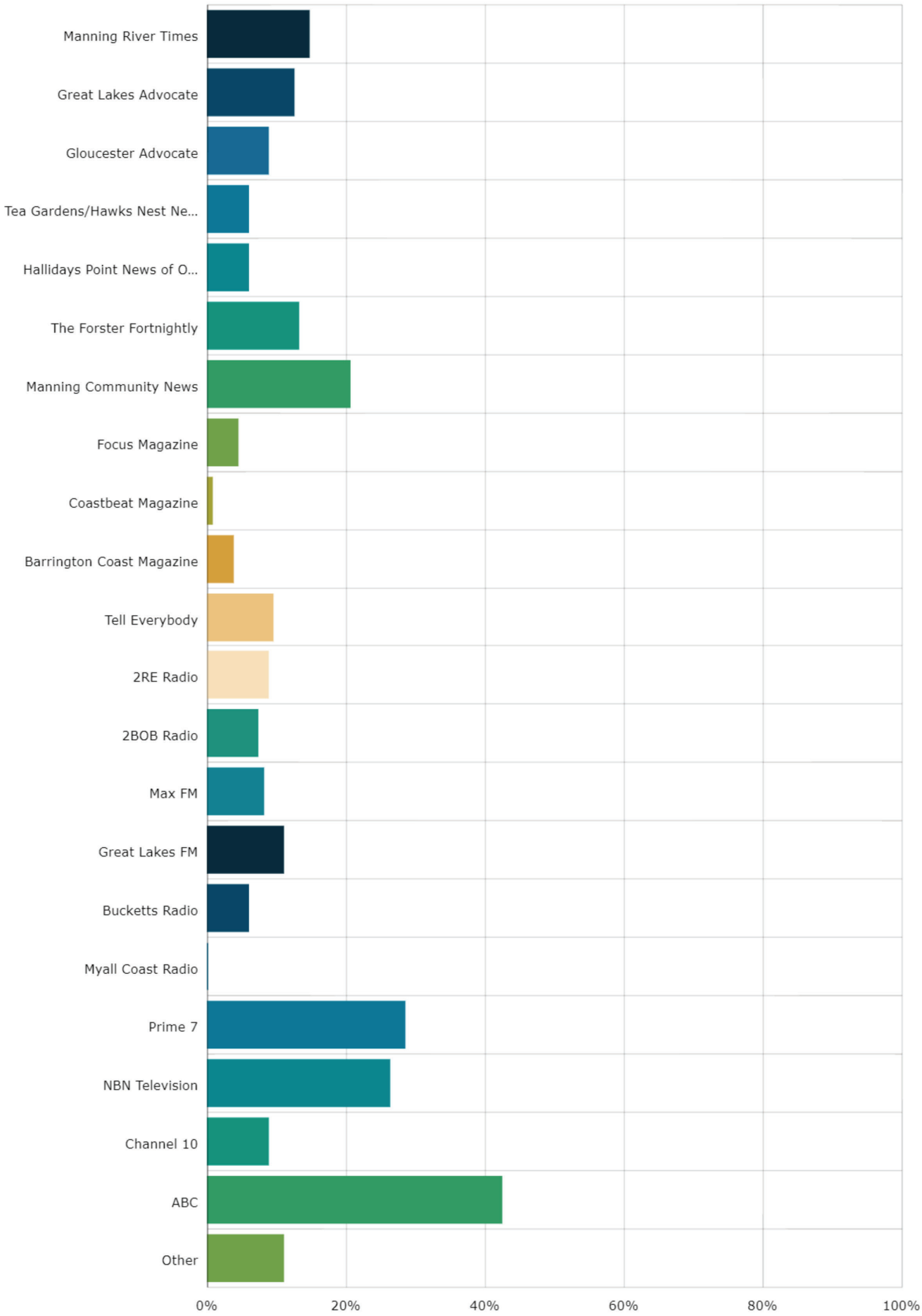
7. Do you read a hard copy, or do you read them online? Required

Multi Choice | Skipped: 71 | Answered: 66 (48.2%)



Answer choices	Percent	Count
Hard copy	78.79%	52
Online	21.21%	14

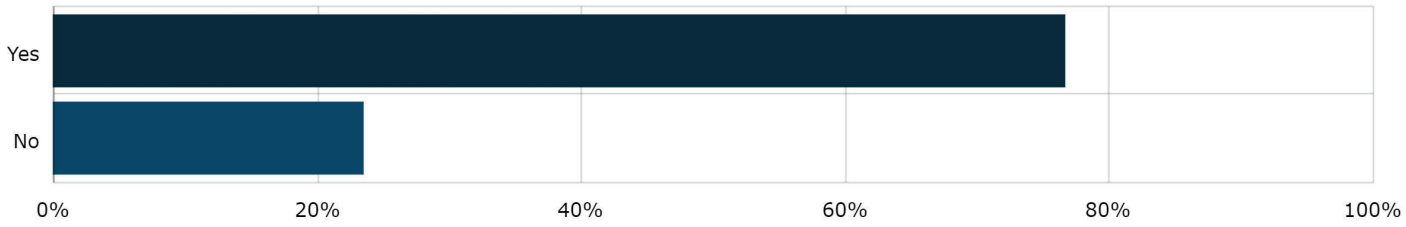
8. Which news sources do you regularly use? Required
Multi Choice | Skipped: 0 | Answered: 137 (100%)


Manning River Times
Great Lakes Advocate
Gloucester Advocate
Tea Gardens/Hawks Nest Ne...
Hallidays Point News of O...
The Forster Fortnightly
Manning Community News
Focus Magazine
Coastbeat Magazine
Barrington Coast Magazine
Tell Everybody
2RE Radio
2BOB Radio
Max FM
Great Lakes FM
Bucketts Radio
Myall Coast Radio
Prime 7
NBN Television
Channel 10
ABC
Other
0%
20%
40%
60%
80%
100%

Answer choices	Percent	Count
Manning River Times	14.60%	20
Great Lakes Advocate	12.41%	17
Gloucester Advocate	8.76%	12
Tea Gardens/Hawks Nest News of the Area	5.84%	8
Hallidays Point News of Our World	5.84%	8
The Forster Fortnightly	13.14%	18
Manning Community News	20.44%	28
Focus Magazine	4.38%	6
Coastbeat Magazine	0.73%	1
Barrington Coast Magazine	3.65%	5
Tell Everybody	9.49%	13
2RE Radio	8.76%	12
2BOB Radio	7.30%	10
Max FM	8.03%	11
Great Lakes FM	10.95%	15
Bucketts Radio	5.84%	8
Myall Coast Radio	0%	0
Prime 7	28.47%	39
NBN Television	26.28%	36
Channel 10	8.76%	12
ABC	42.34%	58
Other	10.95%	15

9. Do you use social media? Required

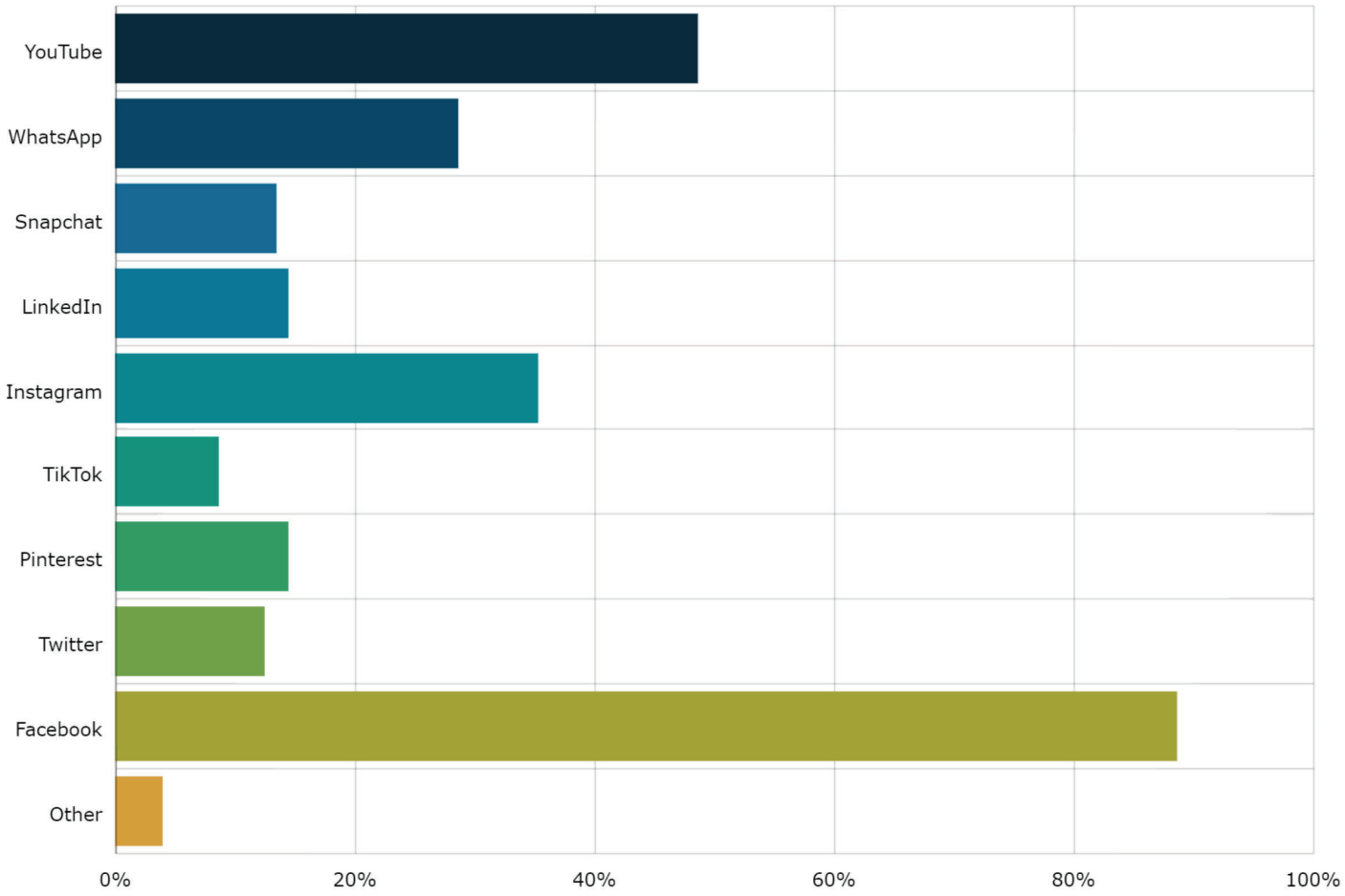
Multi Choice | Skipped: 0 | Answered: 137 (100%)



Answer choices	Percent	Count
Yes	76.64%	105
No	23.36%	32

10. Which of the following do you use? Required

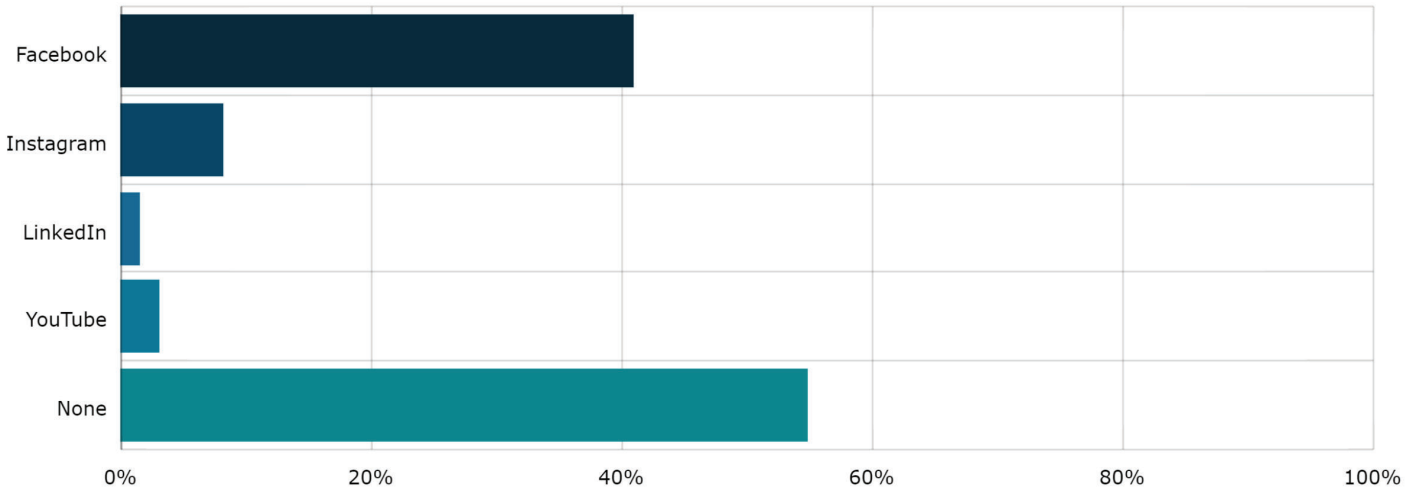
Multi Choice | Skipped: 32 | Answered: 105 (76.6%)



Answer choices	Percent	Count
YouTube	48.57%	51
WhatsApp	28.57%	30
Snapchat	13.33%	14
LinkedIn	14.29%	15
Instagram	35.24%	37
TikTok	8.57%	9
Pinterest	14.29%	15
Twitter	12.38%	13
Facebook	88.57%	93
Other	3.81%	4

11. Do you follow MidCoast Council on any of these social media platforms? Required

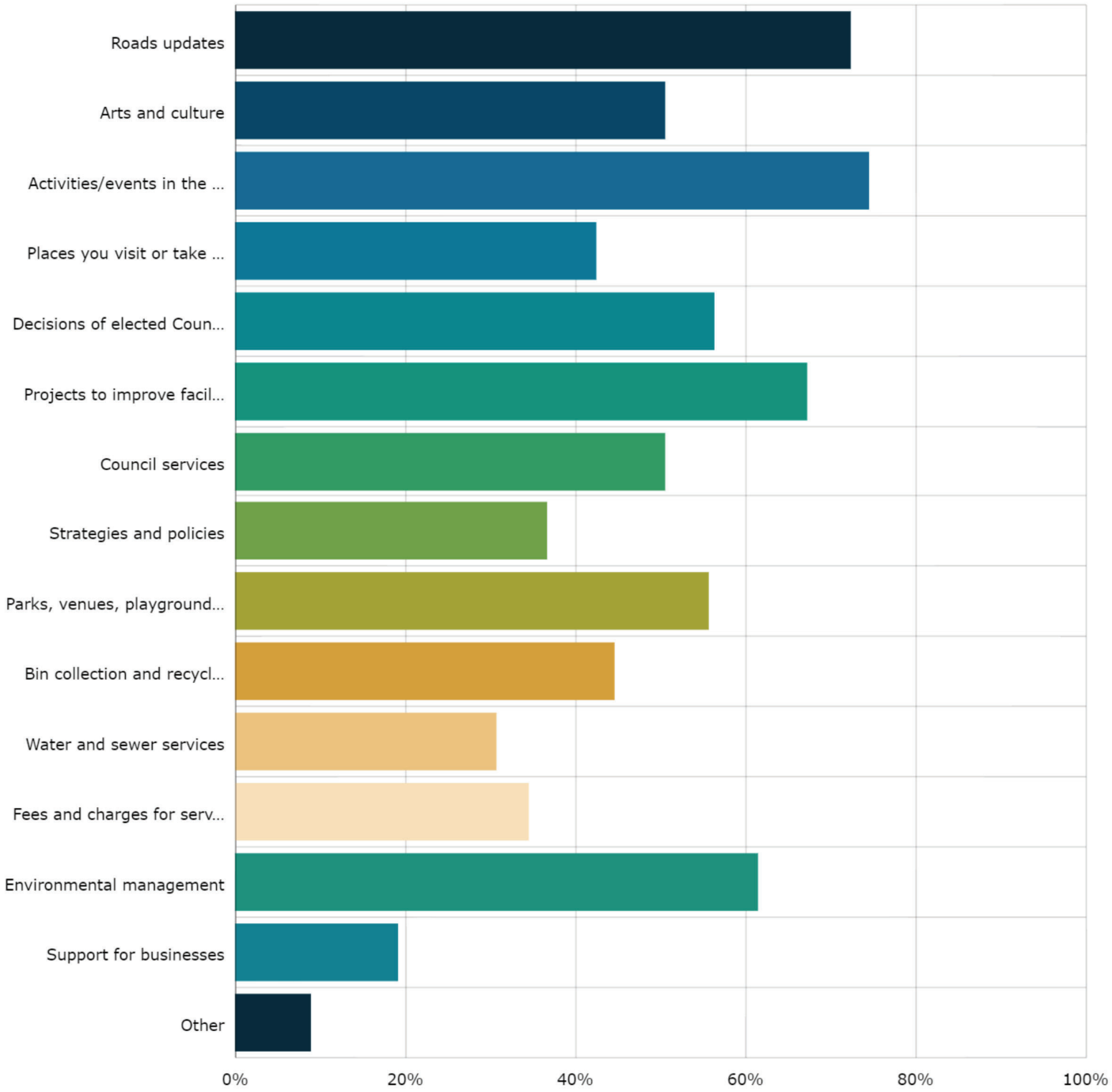
Multi Choice | Skipped: 0 | Answered: 137 (100%)



Answer choices	Percent	Count
Facebook	40.88%	56
Instagram	8.03%	11
LinkedIn	1.46%	2
YouTube	2.92%	4
None	54.74%	75

12. What types of things do you want to hear about?

Multi Choice | Skipped: 0 | Answered: 137 (100%)

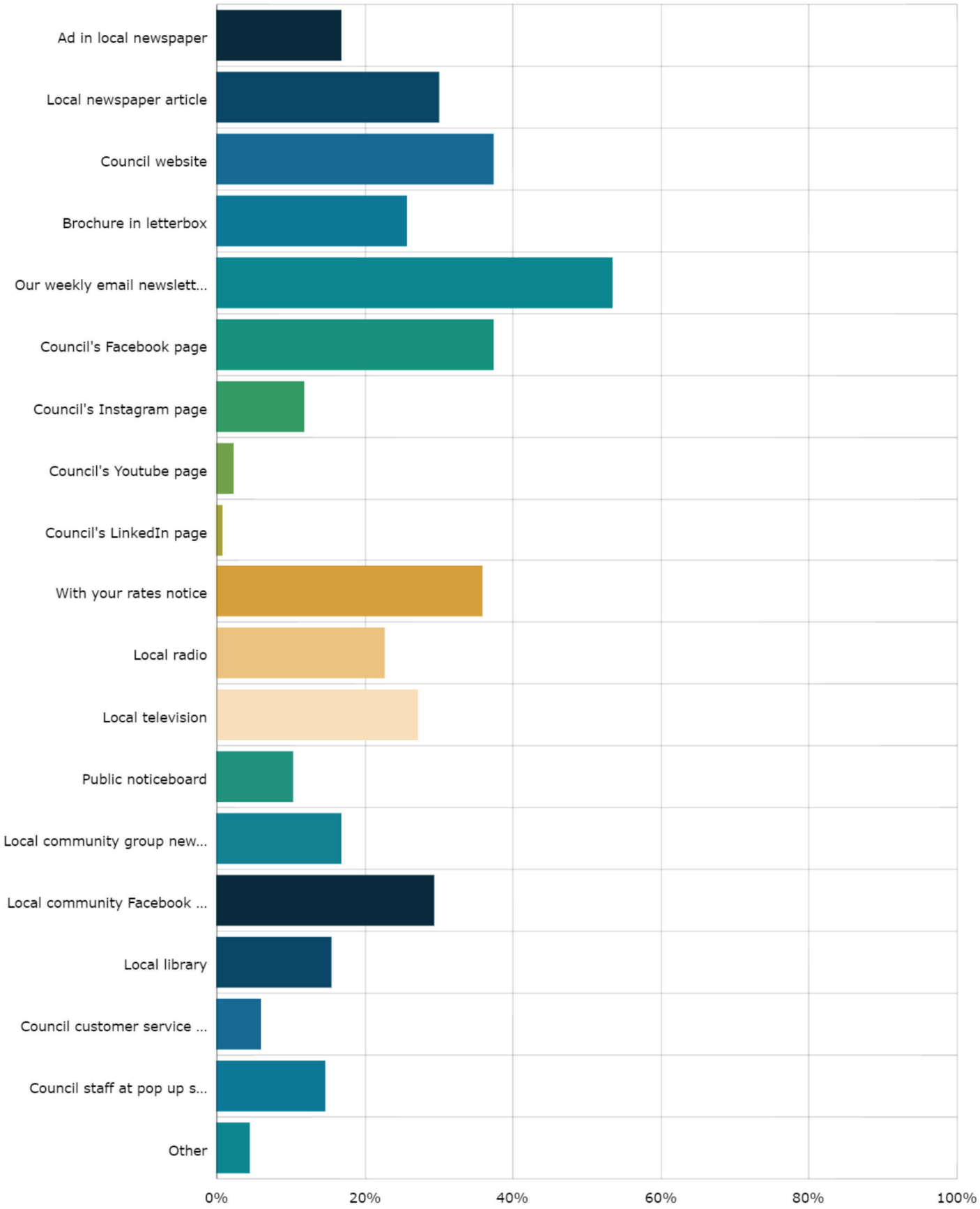


Answer choices	Percent	Count
Roads updates	72.26%	99
Arts and culture	50.36%	69
Activities/events in the area	74.45%	102
Places you visit or take visitors to for recreation	42.34%	58

Decisions of elected Councillors	56.20%	77
Projects to improve facilities	67.15%	92
Council services	50.36%	69
Strategies and policies	36.50%	50
Parks, venues, playgrounds, pools, halls, beaches and sports facilities	55.47%	76
Bin collection and recycling	44.53%	61
Water and sewer services	30.66%	42
Fees and charges for services and facilities	34.31%	47
Environmental management	61.31%	84
Support for businesses	18.98%	26
Other	8.76%	12

13. Ideally, how would you like to receive information about our services, facilities, events or projects? Required

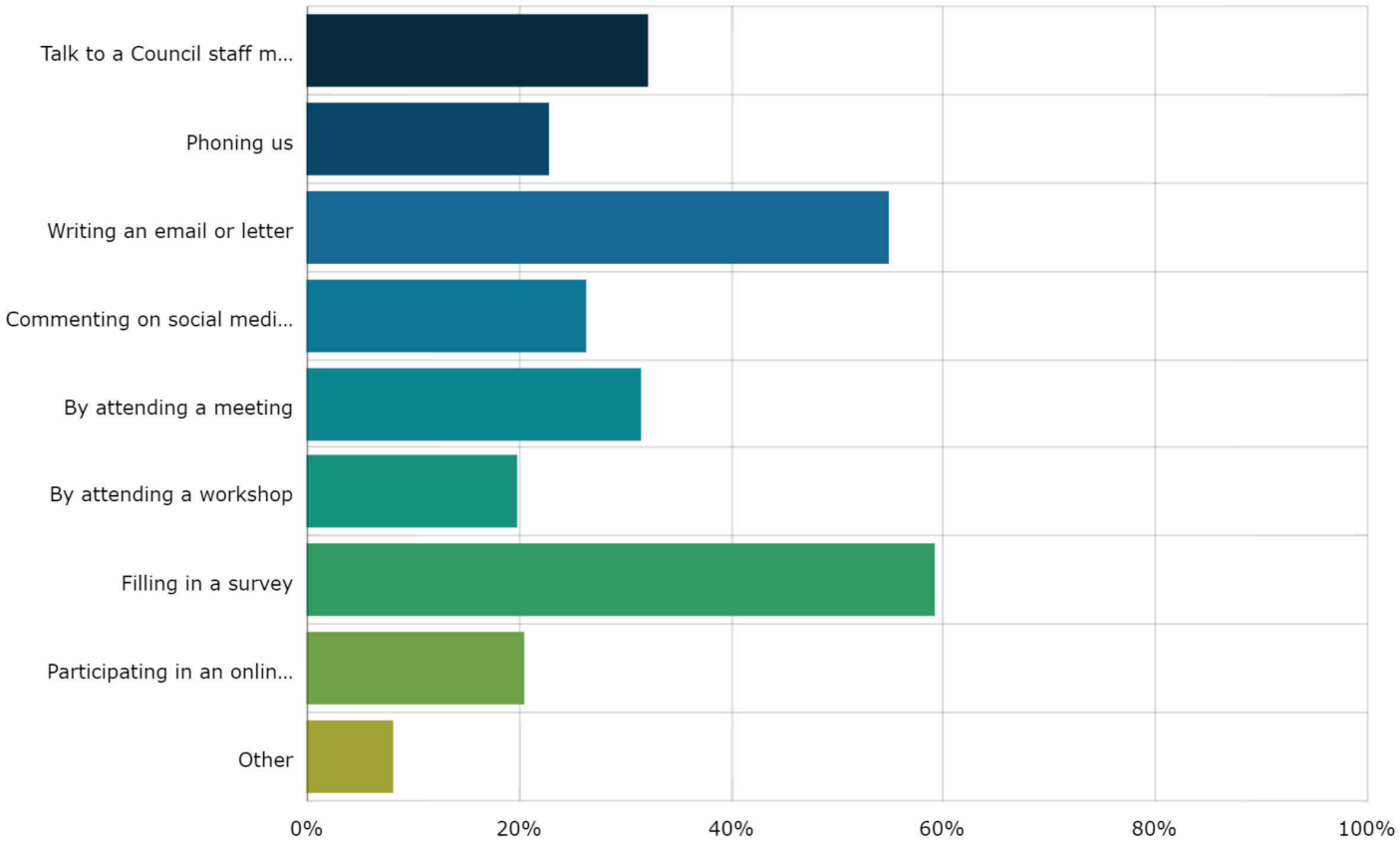
Multi Choice | Skipped: 0 | Answered: 137 (100%)



Answer choices	Percent	Count
Ad in local newspaper	16.79%	23
Local newspaper article	29.93%	41
Council website	37.23%	51
Brochure in letterbox	25.55%	35
Our weekly email newsletter, NewsWrap	53.28%	73
Council's Facebook page	37.23%	51
Council's Instagram page	11.68%	16
Council's Youtube page	2.19%	3
Council's LinkedIn page	0.73%	1
With your rates notice	35.77%	49
Local radio	22.63%	31
Local television	27.01%	37
Public noticeboard	10.22%	14
Local community group newsletter	16.79%	23
Local community Facebook page	29.20%	40
Local library	15.33%	21
Council customer service centres	5.84%	8
Council staff at pop up stalls or information sessions	14.60%	20
Other	4.38%	6

15. How do you want to tell us your thoughts and views? Required

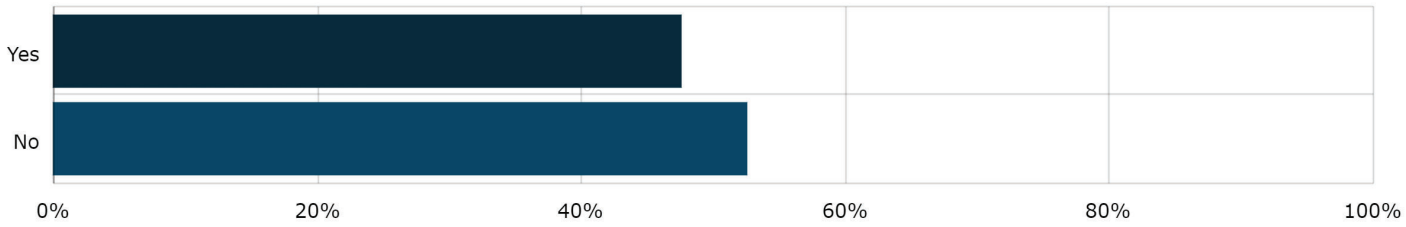
Multi Choice | Skipped: 0 | Answered: 137 (100%)



Answer choices	Percent	Count
Talk to a Council staff member at a community pop up stall/information session	32.12%	44
Phoning us	22.63%	31
Writing an email or letter	54.74%	75
Commenting on social media: Facebook, Instagram, LinkedIn, YouTube	26.28%	36
By attending a meeting	31.39%	43
By attending a workshop	19.71%	27
Filling in a survey	59.12%	81
Participating in an online forum/webinar	20.44%	28
Other	8.03%	11

16. Council currently publishes a weekly e-newsletter called News Wrap that community members can choose to receive by email. Do you receive this? Required

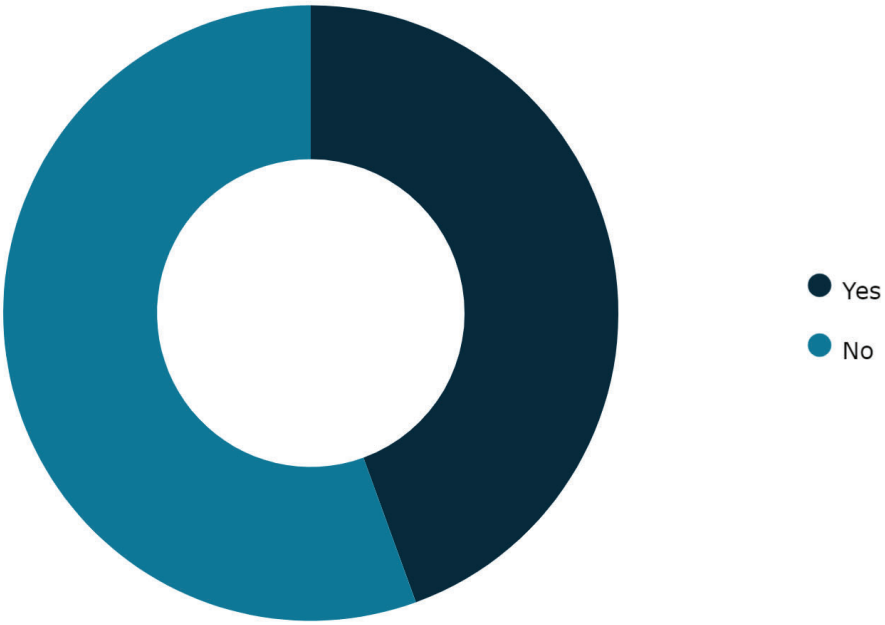
Multi Choice | Skipped: 0 | Answered: 137 (100%)



Answer choices	Percent	Count
Yes	47.45%	65
No	52.55%	72

17. Would you like to sign up to News Wrap? Required

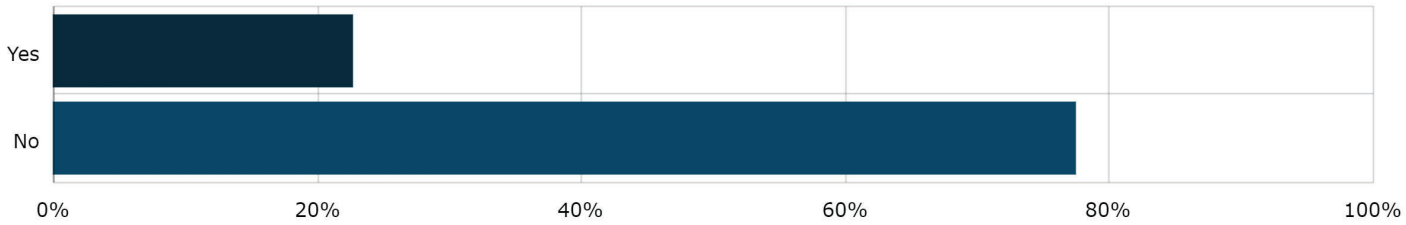
Multi Choice | Skipped: 65 | Answered: 72 (52.6%)



Answer choices	Percent	Count
Yes	44.44%	32
No	55.56%	40
Total	100.00%	72

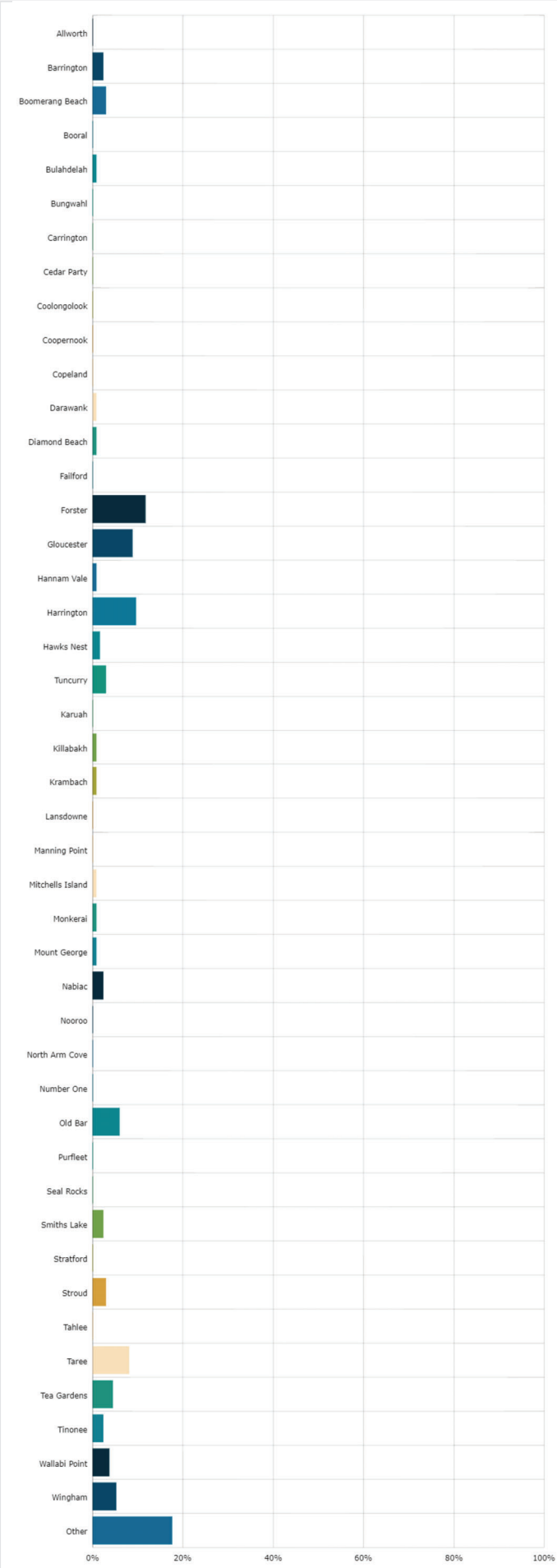
19. Are you part of a community group and would like to get information from us to share? Required

Multi Choice | Skipped: 0 | Answered: 137 (100%)



Answer choices	Percent	Count
Yes	22.63%	31
No	77.37%	106

23. Which region do you live in? Required
Multi Choice | Skipped: 0 | Answered: 137 (100%)


Allworth
Barrington
Boomerang Beach
Booral
Bulahdelah
Bungwahl
Carrington
Cedar Party
Coolongolook
Coopernook
Copeland
Darawank
Diamond Beach
Failford
Forster
Gloucester
Hannam Vale
Harrington
Hawks Nest
Tuncurry
Karuah
Killabakh
Krambach
Lansdowne
Manning Point
Mitchells Island
Monkerai
Mount George
Nabiac
Nooroo
North Arm Cove
Number One
Old Bar
Purfleet
Seal Rocks
Smiths Lake
Stratford
Stroud
Tahlee
Taree
Tea Gardens
Tinonee
Wallabi Point
Wingham
Other
0%
20%
40%
60%
80%
100%

Answer choices	Percent	Count
Allworth	0%	0
Barrington	2.19%	3
Boomerang Beach	2.92%	4
Booral	0%	0
Bulahdelah	0.73%	1
Bungwahl	0%	0
Carrington	0%	0
Cedar Party	0%	0
Coolongolook	0%	0
Coopernook	0%	0
Copeland	0%	0
Darawank	0.73%	1
Diamond Beach	0.73%	1
Failford	0%	0
Forster	11.68%	16
Gloucester	8.76%	12
Hannam Vale	0.73%	1
Harrington	9.49%	13
Hawks Nest	1.46%	2
Tuncurry	2.92%	4
Karuah	0%	0

Responses to survey question: Is there anything else you would like to add about how you would like to share with us or hear from us?
All good for now.
More regular updates regarding roadworks completion.Things planed foe areas
Not at the moment
To be able to speak to a person.
Harrington Rd is shocking & dangerous. Garbage service inadequate.
I like information in an email form. Also the community page is a great way of communicating.
Maybe where emergency services are available when there is an emergency ie fires or floods.
i would like to think that any idea, suggestion, comment, opinion I give is listened to, noted,commented on and taken seriously not filed away in the bin. it is so frustrating trying to make a difference, in formation is pased on to anotherperson or depar
Suggest a small group of residents with a spokesperson collaborate with a dedicated Council staff member for Harrington
Snap send solve app on my phone seems a logical platform which is up and running already
Council communication needs to accommodate people who aren't online so that we don't exacerbate the "digital divide". Increase opportunities for face to face communication, such as allowing members of the public to put a question to council meetings.
By email
Yes. ADvice from council about local events - meetings, workshops, popup shops, community engagement in other ways - it would be ideal for TellEverybody to know by the 12th of the month preceed so that TellEverybody can publish it for the following month.
Is there a problem with Hallidays Point not being a region?
Consultation on DA applications and approval on adjoining property
Town Hall forum 'Open Question'
More detail on local DAs
I would like to feel that my opinions are respected by council and considered. . I would like Councillors to respond to communication by at least by an email of 'ackowledgement of received communication" and hopefully a responsd.
Advocate for free local newspaper home delivered. Having moved from an area where there is weekly delivery, it was very disappointing not to have this here. This is the reason I don't read a local newspaper.
I have emailed Council as far back as FEBRUARY 22 asking for the Trees blocking the view from Pilot Hill Harrington to be pruned & all I have got is that it will be done (But WHEN !!!)I would like a committed date by now.l
To make relevant as due to land slip Barrington is not accessible from Gloucester, Council should revert back to Mid coast council instead of Barrington Coast
Monthly markets well a great opportunity are difficult for elderly and disabled - very poor access.
Council Newsletter
I believe if you are posting something on social media that it should be shared onto the social media groups of the area.
Do things out at Pacific Palms!!!
I dont want to receive any news online, Logging onto a computer is too much effort. A hard copy is always there, and it's not glary to read. I worked on computers and now I'm retired I just want to avoid computers.
Also like to get speedier responses when we do communicate directly with you.
Getting a response from Council can be frustrating
Greater social media presence to engage a younger demographic. Go to schools and speak with students.
I didn’t know about your weekly email- so will be good to get that. I usually get someone helpful on phone fairly quickly but would like to know who to email about certain issues? Eg broken kerbs with sharp edges.
Take a family approach to the town - not elderly only
Having recently moved to Taree(a beautiful town), I am somewhat dismayed by the continued feedback on the crime rate and lack of police response. I feel that Council could play a critical part in facilitating Police Forums with the public.

No, just need regular email notification
no all good
Keep using Forster Fortnightly newspaper. Best way to get info to all.
Contact community groups when there are issues which affect their members
Nabiac Showground management and who to contact with regards to upgrades and concerns
Provide specific project information on site signage eg Forster civic project
Need more lead up time to ensure I can attend, online or in person
I'm a plumber in the local area and trying to get a sewer diagram is now a nightmare we call up and someone takes the address and then later that day it gets sent to us fine if it's not an emergency but when it's a sewer blockage we need it quicker to be
I'd like council staff actually assist when you visit the Taree office rather telling you there's a computer over there when I don't use a computer
Very hard to contact the MEC
The community needs a central point for communication. In the past, this used to be via local newspapers. Now people in the community uses so many different forms of communication that important information gets missed easily.
I feel social media is the fastest form of communication
I think your excellent questionnaire has covered every possible place and platform to receive information about council news.
It is very difficult obtain the attentoin of Council officers to our concerns and obtain common sense answers.
Being able to talk to an actual person is always a bonus.
I work at the local radio. I don't think you appreciated the importance of liaising with us to get information into the local population especially in an emergency
Treat petitions to MCC as petitions to NSW parliament treated - with honour & accountability according to traditional democratic conventions
Not at the moment
Like to have a stepped approach which allows to opt in based on step choosen
No but thanks for the survey. Just loved to be informed about what's going on.
We need another road out of Oldbar in case of an emergency situation.
I think you forget about people in rural areas who have no access to local TV when you talk about advertising etc. We only receive TV via VAST satellite and there is no local content
By receiving information from council in a timely manner - well ahead of the Harrington adn Surounds Businee and o
MCC pop-up sessions are too centralised, from Coomba or Seal Rocks we need to travel a round trip of one and a half hours - too far.
Most people in my circle would prefer to engage online for general matters. Lives are busy and it's hard to make face to face/pop events (although the value of these for contentious issues and our aging low tech community are important)
Have a quick link etc on website that clearly shows residents when, what type of development and how long an exhibition period or feeback is open for DA's
I think council should liase with community, many people have some very practical ideas and solutions to problems in the community.
It is It is good to have a Council rep attend Community Health Committee Meetings.
I would like to see council use a different product for weeds etc rather than roundup
The question above that I answered YouTube did not offer me a NO response so I had to answer something to get past that question. So disregard that youtube response
Record & publish Open/Public Forum speakers from the community as part of Council meetings
I would like to contact MCC with genuine complaints and with photos and not be fobbed off like an idiot. Get your employees drug and alcohol tested!!

What do you want to hear from MidCoast Council about on social media?

- Wedding venues (from a wedding related small business owner)

- How Council is spending our rates in the Northern out skirts areas. Our rates have gone up twice last year. One with rates harmonisation and council special rate variation.Water rates highest in area even with all the government grants.

- We require better drainage in our area. The 2021 flood highest on record by 1 foot.

- I agree with de-merge business case. That is exactly what we need MidCoast Council

- The amount of unfilled pot holes

- Willoughby Council in Sydney ask their ratepayers to report road potholes they come across so Council can immediately go out a fix them. Sounds like a good idea!

- MidCoast Council have used the form a couple of times recently thank you. perhaps some social media advising ratepayers that they can report the many many potholes we have in our council area would assist them and perhaps you. Appreciate your feedback

- Why has the Information Centre in Taree closed ??? 😐 (answer provided) MidCoast Council I can't imagine why someone staying in Taree would drive to Forster or Gloucester for tourist information when Taree is the central link to both areas. Such a shame yet another large council building will stay abandoned and derelict in Taree.

- Prepare a De-Merge business case to engage NSW State Legislation for a binding plebiscite vote by the people (ask the community if they wish to stay amalgamated or not!) The cost of de-merge is legislated to be paid entirely by the State Govt. under legislation.

- Value for Rate Payers dollars for futuristic infrastructure e.g not just patch-it jobs (which is a false economy), properly engineered roads & bridges.

- Lobby at Regional councils & Mayors conference for State Govt. to re-assess roads & bridges Funding formulas from being based on ‘population’ to ‘kilometres’ in regional areas.

- Instigate Policy that all new Residential Developments must include upgrades to infrastructure that service created increased population to satisfy environmental self sufficiency (energy, water, sewerage, storm water recycling) - this will assist our region becoming a circular economy, & consider traffic, pedestrian movement. Ensure developments are excluded from habitat areas/corridors, natural disaster zones with consideration to forecasted future severity & frequency.

- MCC should walk gently across our region when making its community decisions focused on our area being future proofed, self sufficient, resilient, safe, prosperous & an harmonious society living within our environment. Visitors come to our region to holiday & play, many love it & end up moving here. Over development or unsympathetic development spoils the very aesthetics that draw these visitors back and retains those who already live here

- The new undercover sports stadium!

- Deamalgamation!

- When you plan on fixing the pot holes on Lakes Way

- Bring back Wingham Town Hall

- Would love to see a truck cruising around. Filling up pot holes. All of them. Not just the one that has been reported. What's the point of filling one but leaving 5 next to it unfilled. Sorry but I don't understand that.

- I would say look at putting a concrete bike path from south side of Martin Bridge to Old Bar,along the river ! Be popular for walkers ,bikers ,tourists ! A third bridge from Tinonee to Taree up Endiburgh drive to relieve the pressure on the traffic into Taree from the south !

- Like to see the elected Mayor a bit more as she's like invisible since elected !

- All in All the little sister of Port Macquarie needs to grow up and start getting what they've been getting ,more $$$ poured into the area to make it a world class city as it seems the rest of the region has become !!

- I would like to see North Arm cove zoning as it should be Long ago

- Open and transparent

- Roads

- Council Business

What do you find helpful when talking to or getting information from MidCoast Council?

- I’m a resident of Gloucester and have been for 30 years and in that time there’s been some improvement in the Buckett’s Way. However at the moment there are sections of the road that are disgraceful and dangerous to motorists. If the road was not a busy road during the day it probably wouldn’t matter that much but it is a very busy main thoroughfare. If you drive a work vehicle or a heavy vehicle it probably wouldn’t matter. I can’t see why it’s not impossible, if not imperative, that a team are assigned to the problem and spend as much time as is necessary to patch up the road. There are some sections at the bottom of the road, around 12 mile and Limeburner’s that are absolutely disgraceful. There are a number of improvements that are in progress at the moment which will be great when they’re done however the immediate problem is dealing with these potholes that in some cases are

unbelievable. On some days there is a team that patch some of the holes and then for some reason they stop short of completing the job.

Let us know what frustrates you about talking to or getting information from Council.

- Your website is hard to locate/find information.

- It's not being able to speak to the relevant people directly.

If you have friends and family who are not on social media, how do they find out information from MidCoast Council?

- My elderly mother and sisters rely on local newspapers for info or letter drops, technology is not their thing

- We are trying to have our say. For the last forty years regarding North Arm cove rezonig but appears we are talking to deaf ears

- North Arm Cove and the landowners affected by the paper subdivision non urban zoning, they bought with the vision of one day Council would support the rezoning of the non urban land to a zone that perhaps would allow them a building entitlement to build their dream home. Alas , many moons have passed over the years and it appears that not much positive progress has occurred, instead the possibility of the land being zoned to an environmental zone that will end all possibility for the owners of paper subdivision non urban land to fulfil their dream. Yesterday I read a report that was prepared by a small land owners association that contained inaccurate information, and misleading information was contained under clause 3.3 , that clause was supposed to name other parties or assosciations that had an interesting the rezoning of North Arm Cove. there is another landowners association that is not listed , and further investigations reveal that the 2 local associations have different agendas , the land owners with building entitlement who appear to believe they own the surrounding bushland and then the landowners without building entitlement , who contribute approx 2 million dollars in yearly rates for no services. I believe one association has in its constitution that non urban land owners cannot join their association , correct me if i am wrong. But, after reading a submission Council, I believe there's an urgency to ensure that the true facts on the rezoning plan will be presented to Council along with alternate solutions to the rezoning of the paper subdivision non urban land that exists in North Arm Cove. Believe that the subject will be dealt with and presented to Councils next full meeting end of August, There's a suggestion that Councillors rubber stamp proposals, perhaps the comment about deaf ears is of concern , something not mentioned in the goals and function of Council and the role of Councillors, If the paper subdivision non urban land was rezoned to allow development , then there would be an increase in property values and the benefit of additional rates for Council revenue. In this regard think outside the square, create a new zoning category for paper subdivision non urban land owners, they dont need electricity, water, or town sewerage systems, these can be provided to suit individual properties , after all we are worried about climate change and moving into the future with modern environmentally friendly developments , thank you for reading and allowing me to have my say its not all black and white,, there's room for change given the nature of the long outstandng thorn in Councils side with how to address paper subdivisions non urban zoning