

### Introduction

Queenstown Lakes District Council (QLDC) is the local government authority responsible for provision of services to this large region of Otago. QLDC plays an important role in creating a liveable place through the development and maintenance of infrastructure like greenspaces, roading and three waters and delivery of services like pools, parks and libraries.

The resident population of the district was estimated to be 29,200, as of June 2012. Queenstown Lakes District has experienced strong growth in recent years and is regularly identified as one of the fastest growing regions in the New Zealand.

QLDC strives to deliver an *affordable* 10-Year Plan with a strong focus on *efficiency* and *value*. They believe in accountability and, each year, seek feedback from their residents about how they are performing. This feedback helps QLDC to understand what they're doing well and what areas they need to improve on. Since 1995, QLDC has been conducting annual satisfaction surveys as a way to assess residents' needs and satisfaction with Council services.

#### Specifically, QLDC is responsible for:

- I Community well-being and development.
- Environmental health and safety. (building control, civil defence, and environmental health)
- Managing infrastructure. (roading and transport, sewerage, water and stormwater)
- Facilitating recreation and culture.
- Resource management including land use planning and development control.

#### Council Community Outcomes

- I Sustainable growth management.
- Quality landscapes, natural environment and enhanced public access.
- A safe and healthy community that is strong, diverse and inclusive for people of all age groups and incomes.
- I Effective and efficient infrastructure that meets the needs of growth.
- High quality urban environments respectful of the character of individual communities.
- A strong and diverse economy.
- Preservation and celebration of the district's local cultural heritage.

#### Acknowledgements

Residents of the Queenstown Lakes
District community who willingly
and enthusiastically contributed
their feedback to this project.

The businesses that allowed their employees to be surveyed during work hours.

Queenstown Lakes District Council for their continued support.

Michele Poole from QLDC for her professional and collaborative approach to working together.

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# **Executive Summary**

The Queenstown Lakes District Council Annual Residents and Ratepayers Survey was conducted in May/June 2015. Just over 4500 people were asked to take part, of which 800 participated. People chose to respond by mail, online or in person. This year the sample was the most accurate representation of the population, by age, in the history of this project.

It has been a neutral year for Queenstown Lakes District Council, with a few gains and some drops in satisfaction. Overall the nett result was not quite as strong as last year.

As in previous years, parks, reserves and gardens, trails, walkways and cycleways are the solid performers in community services with residents using them frequently and being very satisfied with their quality. Libraries remain middle-of-the road, particularly in terms of use, and Wanaka residents continue to be dissatisfied with regards to their swimming pool facilities.

Infrastructure is stable in terms of satisfaction, when comparing the results with the previous year. Wastewater and water supply remain the consistent performers in this category with two-out-of-three residents and ratepayers satisfied with these services.

With regards to regulatory services, resource and building consents had small gains. The harbour master is consistently in pole position with a mean result of 7.2 on a ten-point scale. There is less satisfaction with how Council is dealing with freedom campers, particularly in Wanaka; the mean result was 5.6.

This year residents were asked to comment on the Council's role in environmental protection. The majority of comments centred around the need for improved waste management and reduce litter/rubbish; the negative impact of population growth on the environment and infrastructure; dissatisfaction with property development; and, the ongoing battle to reduce the impact of wilding pines. Native tree planting initiatives are well-received by the community.

Consultation and Communication had a reduction in satisfaction across all measures, with the exception being the website. The website remained stable in terms of satisfaction, but the newsletter Scuttlebutt incurred a 12% decline in respondents rating it as their first choice for how they would like to receive communications. Despite this, the newsletter remains the most popular channel for nearly one-out-of-every-two people.

Satisfaction with Queenstown Lakes District Council staff and elected members declined over the year by 2.8% and 7.4% respectively. Wanaka and Rural respondents showed the greatest decline in satisfaction with staff. Kelvin Heights, Arthur's Point and Lake Hayes Estate, Arrowtown, Wanaka and Small Communities showed the most significant drops in satisfaction with elected members.

In general, younger people (18-34 years), are more satisfied with the quality of services than those residents and ratepayers who are 45 years and over.

A strong positive for the district is that residents remain extremely proud of where they live or own a holiday home/rental property. The tourism boards continue to perform well, with another year of improved satisfaction.

Overall, this year's results suggest that residents and ratepayers are satisfied with community services and infrastructure and have pride in where they live. The increase in young people in the sample highlights the changing nature of communications, particularly in a resident population dominated by 18-34 year olds. Elected members have lost some ground with their constituents. For a region that relies on tourism, the people responsible for promoting the area are doing a fine job in the eyes of the community, alongside those delivering community services and maintaining infrastructure.



# **OBJECTIVES AND DESIGN**



# **Research Objectives**

#### Purpose of the research

The purpose is of this research is to gather feedback directly from residents and ratepayers regarding their level of satisfaction with council services and activities as well as identifying areas for improvement.

#### **Objectives**

The main objective of the research is to:

Measure resident satisfaction with the services and activities that the QLDC is responsible for and compare these against previous years' data.

A secondary objective is to provide insights into how Council can best invest its resources to improve service levels and resident satisfaction in the future, particularly for core activities.

#### What will be done with the research

The results of this survey will be taken seriously by the Council and will influence future decisions about infrastructure, services and community outcomes. The findings of this survey are a key input that helps the Council gauge how well they are performing in the eyes of the communities they serve. Information from the survey will be used to enhance long-term strategic and operational plans for each of the Council's divisions.

#### Goals Of The Research Design

QLDC requested a research design that would:

- Provide a variety of response options with greater flexibility and convenience
- Reach a wide range of demographics
- Not be intrusive to residents
- Encourage willing participation, as opposed to obligatory involvement

#### Random Sample

- 4,500 respondents were randomly selected from the QLDC rates database (total of 10,000 individual persons), and sent a printed questionnaire, with a freepost envelope, and a unique key code to complete the survey online if preferred. 321 mailed questionnaires were returned by NZ Post due to incorrect address, or the addressee no longer being at that address. Of the 4,179 people successfully reached and asked to participate:
  - 723 responded by post (17%)
  - 164 responded online (4%)
  - 887 responded in total (21%)
- A further 230 residents were intercepted for face-to-face feedback in local businesses, schools, colleges and cafés, in the streets and at the Frankton outdoor mall. These 230 people were residents (not necessarily ratepayers). All were aged between 18-44 as these age groups were under-represented in the mail survey.

A final sample of 800 residents and ratepayers provides a margin of error of +/-3.5% at a confidence level of 95%. This low margin of error provides a high level of statistical confidence in the overall district results.



# Research Design

#### Research Design

QLDC was keen to provide respondents with a variety of response options so that the survey was accessible and not intrusive on people's personal time. Mail, online and intercept Interviews were all part of the research design, as were 230 Cookietime Cookies to encourage participation from people who were approached in the community. A prize draw of a \$1000 rates rebate or a \$500 grocery voucher was offered to encourage people to respond within a time frame, although a large number of surveys (324) were received in early July, despite the survey being sent out in early May.

Using a number of research methods helped to secure an accurate representation of the population, in particular young residents and those people that consider themselves 'difficult-to-reach' by conventional methods like phone and mail.

Participation was voluntary and respondents were assured that their response would be anonymised and their address would not be retained by the research company for any other purposes.

#### Methods

#### Mail questionnaire with Freepost envelope

The questionnaire was posted to a random selection of 4,500 residents and ratepayers with a return Freepost envelope, so that respondents could return it by mail.

#### Online survey

Each posted questionnaire had a unique code that enabled recipients to complete the survey online. This code verified that the respondent was a resident, and ensured individual responses were anonymous.

If a respondent had any technical issues, IT support was available from 7am to 11pm, with 24 hour response times.

#### Intercept Surveys

Participation from younger people (18-44 years) was pro-actively sought to ensure they were proportionately represented in the results. The 2015 results have the highest representation of 18-24 year old residents in the history of the survey, as well as the most accurate representation of population demographics.

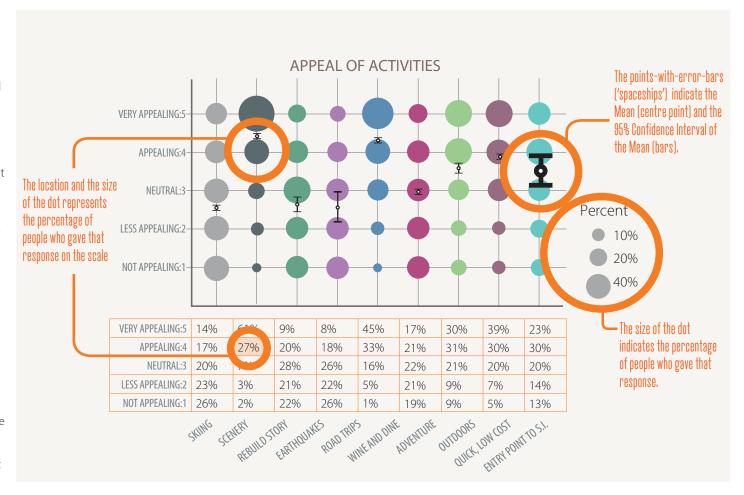


# **Visualising Data** Interpreting Data Using Spectrum Graphs

Spectrum Graphs™ were developed by us in response to our clients telling us that they found it frustrating working with tables in order to see the individual values on a scale, and difficult to compare results spread across a number of pages, tables and graphs. In response to this we developed Spectrum Graphs™, which 'mash' the data into a single visual tool. Spectrum Graphs™ enable you to visualise large amounts of data in a single graph, which makes it easier to draw comparisons, view trends, assess percentages and see the Mean and confidence interval. They also provide visual context to tables.

There are two key parts to Spectrum Graphs™ - the coloured dots along the scale (or spectrum) and the points-with-error-bars (aka 'spaceships') that show the Mean with its Confidence Interval, indicating statistical confidence.

- DOTS: The size of a dot indicates the percentage of people who gave that response on the scale. The colour of the dots make it easier to see the columns.
- 2. 'SPACESHIPS' (Points-with-error-bars):
  indicate the Mean (the point) and 95%
  Confidence Interval (the error-bars). They are
  typically located close to the largest dots on the
  scale/spectrum. Not Applicable (NA) responses
  are not included in the calculation of the Mean
  and Confidence Intervals to ensure they do not
  skew results.





# SAMPLE ABOUT THE RESPONDENTS





# Sample | Size

The Queenstown Lakes District Council Annual Residents and Ratepayers Survey was conducted during May and June of 2015. Just over 4500 residents and ratepayers were randomly selected to take part over a eight week period. Residents and ratepayers could choose to respond by mail, online or in person (face-to-face).

#### Population size

The resident population of Queenstown Lakes District is 28,224 according to 2013 census results.

Queenstown	45%	Wanaka	26%
Arrowtown	9%	Small communities	8%
Rural	9%		

#### Sample: n=800 (+/-3.5% at 95% confidence interval)

Based on this response rate and the random nature of the sample we expect a margin of error of  $\pm -3.5\%$ . This margin of error provides a very high level of statistical confidence.

#### Response rates

Response rates for 2015:

- 17% of people responded by mail
- 4% responded online
- 40% of people approached for an intercept survey/interview ultimately participated, compared to 95% in 2014.
- Approximately half the people who participated in an intercept survey/interview in 2014, declined to participate again in 2015 for one or more of the following reasons:
  - Were not 'officially' told by QLDC that the survey was taking place
  - Did not receive any information about the 2014 results (no feedback loop)
  - Did not see any tangible evidence that participation in 2014 was valued/ appreciated and/or resulted in any changes/outcomes
  - Council did not engage with me again after the survey
- Many of the young people approached in person in 2014 and 2015 said they were highly unlikely to participate again in 2016 unless the Council demonstrated that there was value to a resident/ratepayer in participating and that their feedback was listened to and valued.



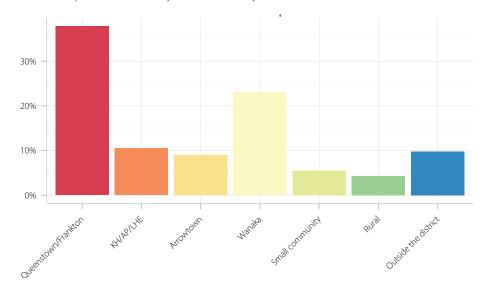
# **Location Of Respondents**

#### **Findings**

- 38% of respondents are from Queenstown/Frankton.
- 10% of respondents are from outside the district. This group is made up of ratepayers who own a property in the district, and who spend some time in the area (holidays, weekends, seasonal residents).
- 23% of respondents are from Wanaka.
- 10% of respondents are from rural areas or small communities.

This year's sample has higher representation of people who live in the region. In 2015, one in ten respondents (10%) are from outside the district compared to one in four (25%) in 2014. Queenstown/Frankton now represent 38% of the sample compared to 28% in 2014, and Wanaka and Arrowtown have slightly stronger representation in the sample - 2% and 3% respectively.

#### Location of Respondents - Where They Reside Permanently





# **Location Of Respondents**

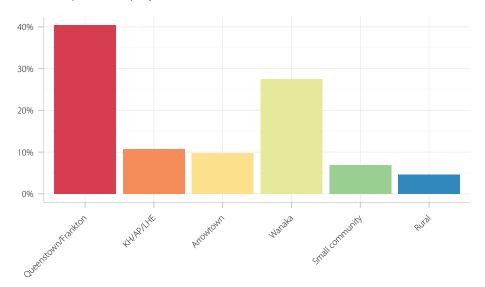
#### **Findings**

Nine out of ten respondents (90%) live in the district. Four out of ten (40%) of these respondents have a property, and presumably live, in Queenstown/Frankton followed by 28% in Wanaka. The remaining residents properties, are distributed as follows:

- 11% Kelvin Heights/Arthur's Point/Lake Hayes Estate
- 10% Arrowtown
- I 6% small communities
- 5% in rural areas

These results are similar to 2014.

Location of Respondents' Property

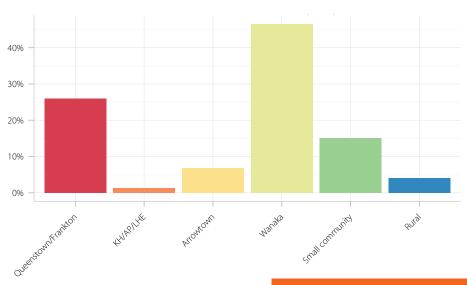


One out of ten respondents (10%) do not live in the district and presumably own a holiday home/second home in the area. Nearly half of these properties are located in Wanaka (46%) followed by Queenstown/Frankton (26%). The remaining properties are distributed as follows:

- 15% small communities
- 7% Arrowtown
- 5% in rural areas
- 1% Kelvin Heights/Arthur's Point/Lake Hayes Estate

These results are similar to 2014.

Location of Nonresidents' Properties



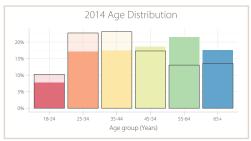


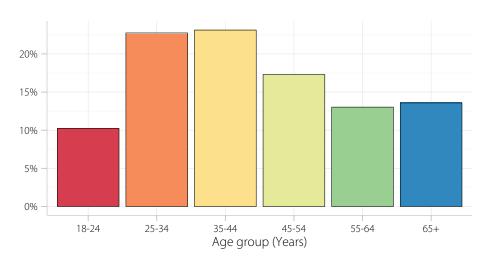
# Age Distribution Of Respondents

#### Findings

The 2015 age distribution of the sample is exactly representative of the population; this is the first time this level of accuracy has been achieved since the survey has been running. As a result, QLDC can feel confident that the 2015 results accurately represent the various age groups within the community, in particular young people who are not on the OLDC databases.

Achieving this result is significant, particularly given QLDC has a high proportion of the most difficult to reach age groups (18-24 and 25-34). This outcome will become very difficult to achieve in future years without closing the loop with respondents in these age groups and building a database.

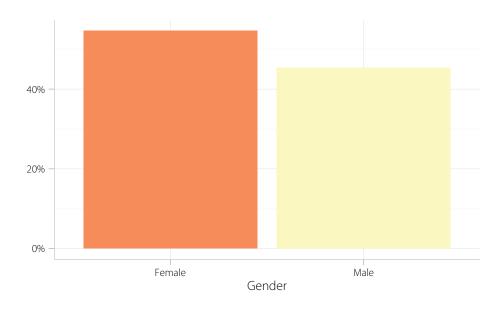




### Gender

#### **Findings**

More women (54%) than men (46%) responded to the survey. This result is similar to 2014, with a slight change (1%) towards a 50/50 split in 2015.



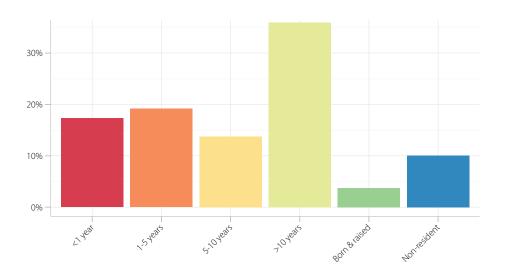


# Time Living In District

#### Findings

- Over one-in-three (36%) respondents have lived in the district for more than ten years.
- One-in-ten (10%) are ratepayers who live outside the district.
- One-in-five (20%) have lived in the district for between one and five years.
- Nearly one-in-five (18%) have lived in the district for less than a year.
- 4% were born and raised in the district.

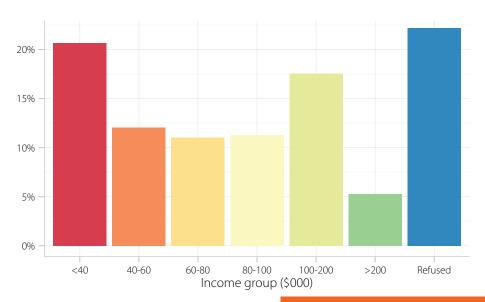
This years sample has significantly higher (+9%) representation from people who have lived in the area for less than a year. This may correlate with higher representation from the age band of 18-44 years. There is also higher (+6%) representation from people who have lived in the area for more than ten years when compared with the 2014 sample. Nonresidents are significantly less (-15%) represented than in 2014, largely due to a larger proportion of the budget being assigned to field work to gather feedback from younger resident population groups.



### **Household Income**

#### **Findings**

- The sample has a large number of high income earners. Nearly one-in-five respondents (17.5%) have a household income of \$100,000-\$200,000 per annum. A further 6% have a household income over \$200,000 per annum. Nearly one-in-four (23.5%) have a household income over \$100,000 per annum this is a large number of high income households compared to the national average.
- One-in-five (21%) have a household with an income of <\$40,000 per annum. This increase of +8% and is likely a result of the higher number of respondents aged between 18-24 and 44 year compared to previous years.
- Just over one-in-ten (13%) have a households and income of \$40,000-\$60,000. This income band represents the national average.
- Nearly one-in-four (24%) refused to divulge their income.





# **Employment Status**

Well over half (62%) of the respondents are in full-time employment, 15% are retired and a further 15% are in part-time employment.

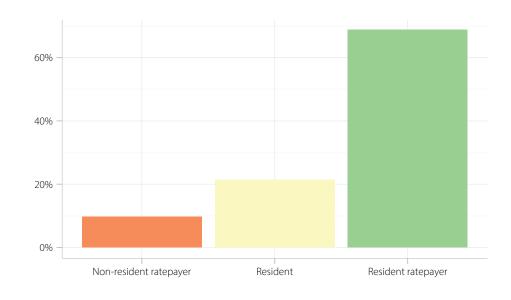
The sample has 8% more respondents in full-time employment when compared with 2014, and slightly fewer respondents who work part-time or are retired (6% combined).

# 60% 40% 20% Employed tulline Lengtone during the control of the

# Ratepayer Status

69% of respondents are both a resident and a ratepayer and one-in five (21%) are residents that pay rates in an indirect manner (e.g., rent to landlords). The remaining 9% are ratepayers who live outside the district (e.g., holiday home owners).

The 2015 sample has a greater number of rate-paying and rent-paying residents, and far fewer (-14%) nonresident ratepayers than 2014. This is probably due to the higher representation of people in the 18-44 age group who are more likely to rent than own their own home.





# THE RESULTS COMMUNITY SERVICES

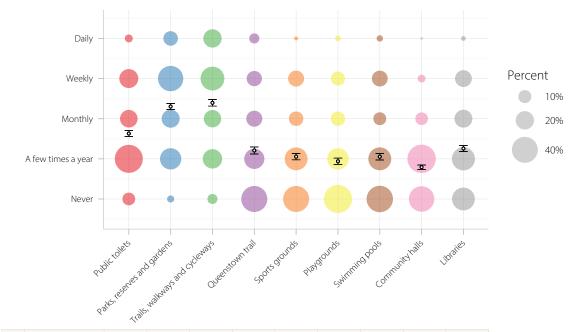


# **Community Services** | Frequency Of Use

#### **Ouestion**

How often do you use the following community services?

- The most frequently used services are Trails, Walkways and Cycleways followed closely by Parks, Reserves and Gardens.
- The least frequently used services are Community Halls and Playgrounds.
- One in three respondents use the following services weekly: Trails, Walkways, Cycleways, Parks, Reserves and Gardens weekly; a further one in ten use them daily.
- Nearly 40% of respondents never use the Queenstown Trail, Sports Grounds, Playgrounds and Swimming Pools; one in ten use them weekly.
- The largest group of people (35%) use the libraries a few times a year. One-in-four respondents never use the libraries; two-out-of-five use the libraries daily, weekly or monthly.
- The 2015 results are almost identical to 2014.



	Daily	3.8%	12.6%	20.0%	6.0%	1.0%	1.9%	2.4%	0.4%	1.4%
	Weekly	21.5%	38.2%	33.8%	13.9%	15.2%	11.6%	14.9%	3.6%	16.8%
2015	Monthly	18.4%	19.2%	17.9%	15.3%	12.3%	12.2%	9.8%	9.4%	19.1%
2013	A few times a year	46.8%	27.0%	22.4%	24.2%	31.1%	27.4%	31.3%	47.9%	31.7%
	Never	9.6%	3.0%	5.9%	40.5%	40.4%	47.0%	41.6%	38.6%	31.0%
	μ	2.6	3.3	3.4	2.2	2.1	1.9	2.1	1.8	2.3
	Daily	2.7%	12.6%	17.4%	3.8%	1.5%	1.7%	1.1%	0.1%	0.9%
	Weekly	17.6%	32.7%	32.3%	13.8%	14.4%	13.2%	14.6%	3.3%	16.4%
2014	Monthly	17.4%	19.2%	19.2%	14.2%	10.1%	9.0%	10.5%	9.0%	17.0%
2014	A few times a year	51.9%	32.8%	25.7%	24.9%	30.2%	30.7%	30.5%	48.8%	32.3%
	Never	10.3%	2.7%	5.5%	43.3%	43.8%	45.4%	43.3%	38.8%	33.4%
	μ	2.5	3.2	3.3	2.1	2.0	2.0	2.0	1.8	2.2



# **Community Services** Frequency Of Use By Location

#### Results

There are few differences in frequency between the main centres and towns.

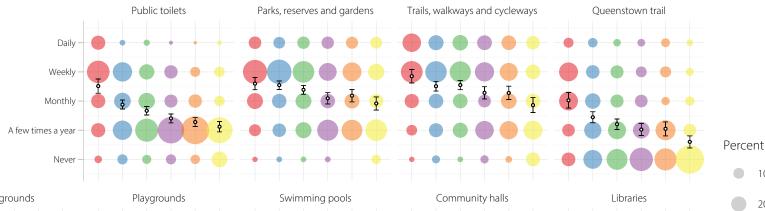
The results are very similar to 2014. There is slight increase in the use of libraries by Arrowtown and rural residents.

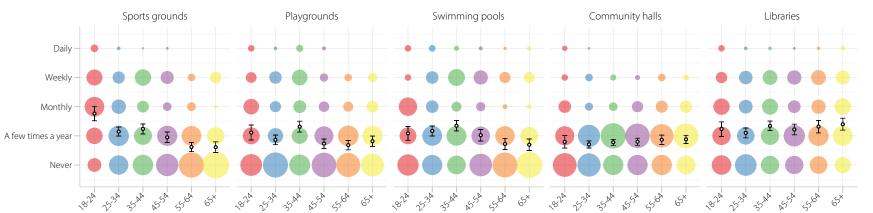


# **Community Services** Frequency Of Use By Age Group

#### Results

- Over half of all 18-44 year olds use Parks, Reserves and Gardens and Trails, Walkways and Cycleways either daily or weekly. The 45+ age groups are more likely to use these services weekly or monthly.
- I Playgrounds and Swimming Pools are used most frequently by 35-44 years olds, with 35% of respondents using them daily or weekly. Swimming Pool use has dropped slightly since 2014.
- The least frequently used services are community halls, with most respondents using them once a year or never.
- Results are very similar to 2014.







10%

20%

40%

# **Community Services** Libraries - People Who Don't Go To The Library

#### Question

If you don't use the library, why is that? .

#### Key Findings

#### Themes From Comments

Theme	Count	%
Access material online	46	22.3%
No need/not interested/don't read	33	16%
e-books	24	11.7%
Nonresident	23	11.2%
Buy/inherit books	22	10.7%
Too busy/not a priority	14	6.8%
Accessibility	12	5.8%
Awareness	9	4.4%
Other library	8	3.9%
Membership barriers	7	3.4%
Negative about service	6	2.9%
Positive about service	2	1.0%
Grand Total	206	100.0%

#### Collection of comments

Most of the comments were one or two words, so were easily categorised and provided little information beyond this. Below are the more informative comments grouped by category.

#### Access material online

- Can usually find what I want online. Not sure what is there so would hate to go there and not have what I want.
- Online resources are easier, more current, and quicker
- The internet provides more than a library can and you have to travel to get to it.

#### Accessibility

- Parking at the library also often challenging and hours its open not work well with work hours. Internet should be free.
- Difficult parking so I read online.
- Don't know how to have access to it.
- I am always working when it is open.
- I don't go to Queenstown often; no library in Frankton.
- I would love to use the library, but it is not convenient. Most of my activities are in the Frankton. I cannot afford petrol to go to Queenstown or Arrowtown purely to use the library.
- I would use it more if it was at Remarkable Parks.
- Location not convenient; would use it if it was in Frankton.
- Need one in Frankton
- Opening hours don't work for people who work.
- Would use it more if there was a drop box in Frankton. Often return books late as I have to make a special trip to town.

#### Awareness

- I am not aware of it.
- I forget it's there.
- I'm too lazy, and not enough information around about it.
- I don't know where it is, and I have a few books already.
- Where is it?

#### Membership barriers

- It costs money to join.
- My card got cancelled.
- Expensive, usually doesn't have the books I want and it cost \$1 to get them in. It cost a lot to join and wasn't able to claim it back. It didn't leave me feeling good about the place
- I'm a slow reader; they don't give enough time.
- I am a slow reader and can't finish a book in time.
- Too expensive to sign up and get books out or if late. Easier to download or buy books from recycling centre.

#### Negative about service

- Kids books are filthy and it puts me off borrowing them.
- Needs less intrusive lighting.
- Not wide range of books. The internet costs.
- Staff were rude.
- The library in town looks old and not welcoming. I walk past it nearly every day and it doesn't seem welcoming at all.
- Staff are unfriendly and use of the computers is quite costly.

#### Positive about service

- Queenstown library is wonderful.
- Wanaka library staff give wonderful service, the library is important in my life!

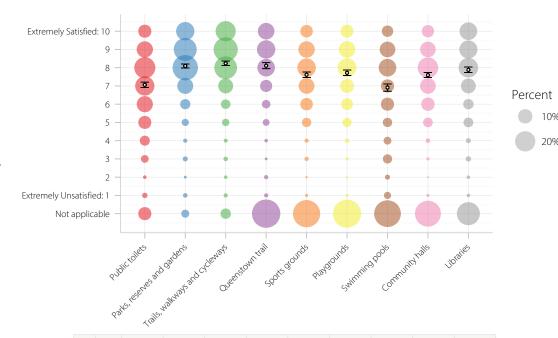


# **Community Services** | Quality

#### Question

How satisfied are you with the quality of the following services?

- All community services, with the exception of Swimming Pools, had mean satisfaction for quality of seven or higher on a ten point scale. Swimming Pools only just dropped below with a mean result of 6.9. These results are all slightly lower than 2014, with the exception of Community Halls which is slightly higher. The differences between 2014 and 2015 are marginal.
- The services with the highest levels of satisfaction for quality are:
  - Trails, Walkways and Cycleways
  - Parks, Reserves and Gardens
  - Sports grounds
  - Libraries
- The services with slightly lower levels of satisfaction for quality are Swimming Pools and Public Toilets.
- Please note the high number Not Applicable responses, which have been excluded from the mean to prevent biasing the results.
- Results are similar to 2014, especially when taking into account the margin of error.



	10	8.3%	16.3%	19.7%	13.5%	7.5%	8.2%	6.3%	7.3%	15.2%
	9	12.9%	25.8%	28.6%	16.5%	13.2%	13.4%	12.0%	11.9%	15.9%
	8	21.7%	31.3%	25.2%	15.1%	16.7%	17.3%	15.1%	20.6%	18.6%
	7	18.1%	12.4%	10.9%	7.2%	12.2%	9.3%	8.3%	12.0%	10.8%
	6	12.8%	5.0%	4.4%	3.5%	7.5%	6.6%	8.3%	8.7%	5.1%
2015	5	8.2%	2.5%	2.6%	2.3%	4.3%	4.1%	4.3%	4.5%	4.6%
2013	4	4.9%	0.9%	0.8%	0.6%	0.9%	1.1%	3.0%	1.0%	1.3%
	3	2.9%	1.3%	1.0%	0.4%	0.9%	0.5%	4.1%	0.5%	1.4%
	2	0.6%	0.4%	0.6%	0.9%	0.3%	0.3%	1.3%	0.1%	0.6%
	1	1.4%	1.0%	0.9%	0.9%	0.5%	0.5%	2.5%	0.5%	0.6%
	NA	8.3%	3.1%	5.3%	39.2%	36.1%	38.6%	34.9%	32.9%	25.8%
	μ	7.1	8.1	8.2	8.1	7.6	7.7	6.9	7.6	7.9
2014	μ	7.3	8.3	8.4	8.4	7.7	8.0	7.0	7.5	8.0



# **Community Services** Quality By Location

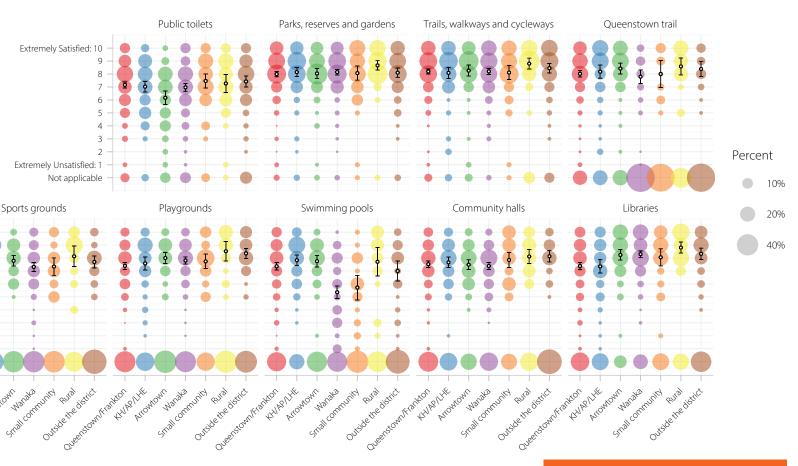
#### Results

- I For the most part, the communities share similar results across most services with Rural respondents having higher levels of satisfaction with quality across the board, particularly with Playgrounds, Sport grounds and Trails, Walkways and Cycleways.
- I Wanaka and Small Communities have the lowest levels of satisfaction with the quality of Swimming Pools.

Extremely Satisfied: 10

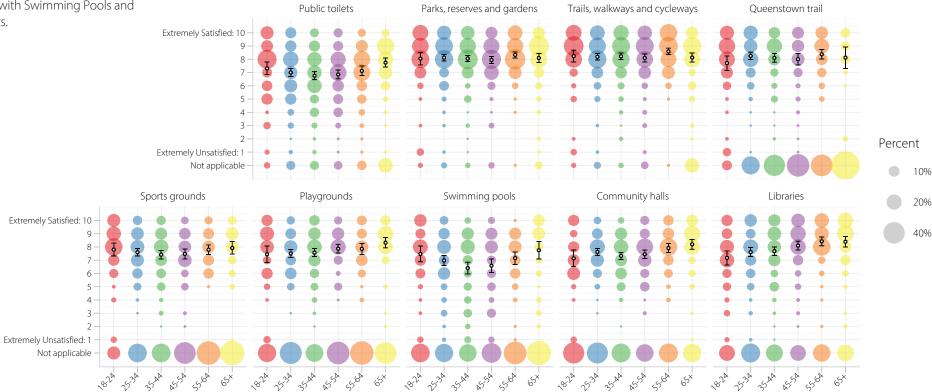
Extremely Unsatisfied: 1 Not applicable

There are only minor differences between 2014 and 2015.



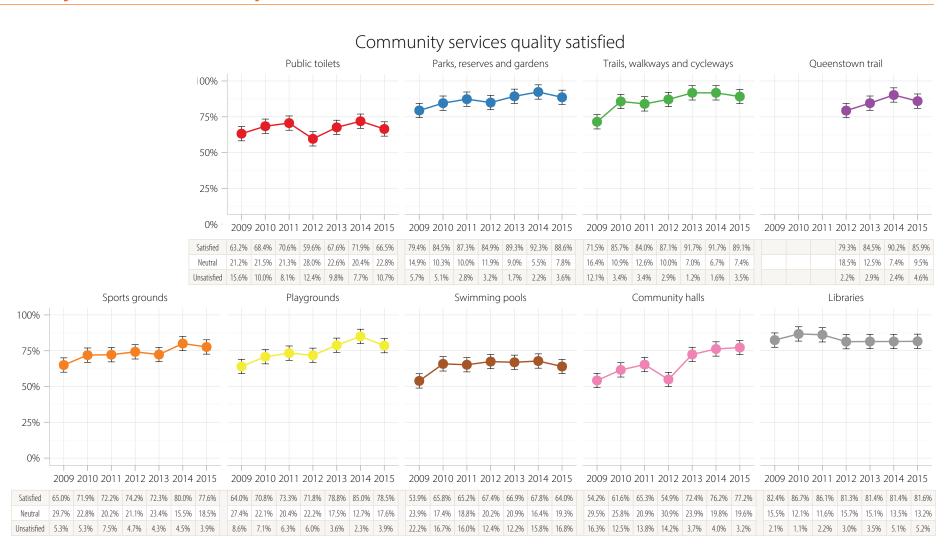
# **Community Services** | Quality By Age Group

- The age groups are quite consistent with regards to satisfaction.
- The 65+ age group have slightly higher levels of satisfaction.
- The 35-54 age group have lower satisfaction with Swimming Pools and Public Toilets.





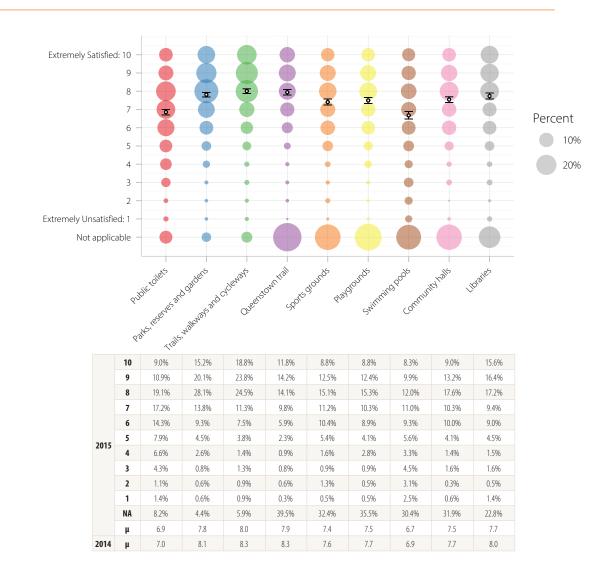
# **Community Services** Quality - Historical Trends





# **Community Services** Quantity

- All the community services have a mean result for quantity at the positive end of the scale, i.e., satisfied/top half.
- The services with the highest levels of satisfaction are:
  - Trails, Walkways and Cycleways
  - Parks, Reserves and Gardens
  - Oueenstown Trail
  - Libraries
- The services with the lowest levels of satisfaction are:
  - Swimming Pools
  - Public Toilets
  - Playgrounds
  - Sports fields
- The services respondents are least satisfied with the quantity are Swimming Pools and Public Toilets.
- Please note the high number Not Applicable responses, which have been excluded from the mean to prevent biasing the results.
- Results are similar to 2014, especially when taking into account the margin of error.





# **Community Services** | Quantity By Location

- I Wanaka and Small Communities are the least satisfied with the quantity of Swimming Pools.
- KH/AP/LHE and Wanaka are the least satisfied with the quantity of Sports Grounds, Playgrounds and Community Halls.
- Queenstown/Frankton and KH/ AP/LHE are the least satisfied with the quantity of Libraries.



# **Community Services** | Quantity By Age Group

#### Results

- The age groups are quite consistent with their levels of satisfaction with quantity across community services.
- Respondents in the 65+ age group generally show slightly higher levels of satisfaction than the other age groups.
- There are slightly lower levels of satisfaction with quantity from respondents in their 30s and 40s, particularly with regards to Sports Grounds and Playgrounds.

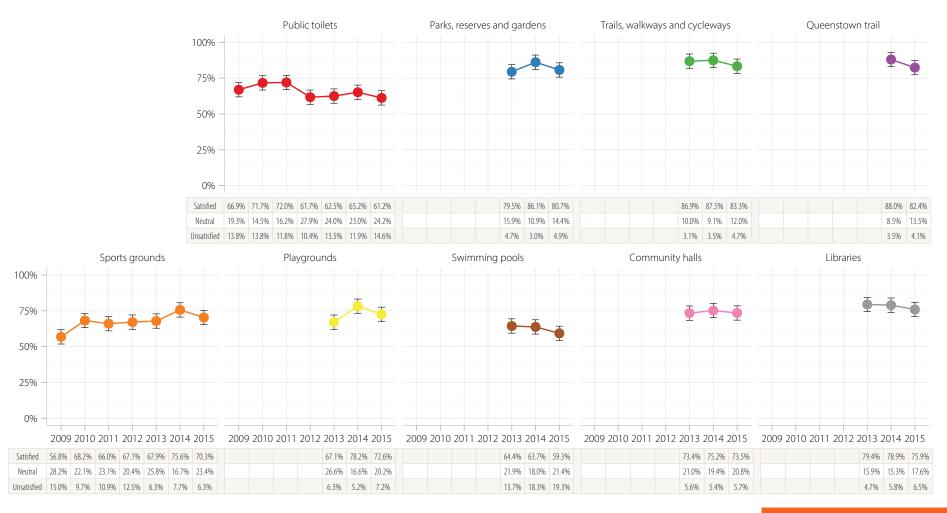
Extremely Satisfied: 10

Extremely Unsatisfied: 1 Not applicable





# **Community Services** Quantity - Historical Trends





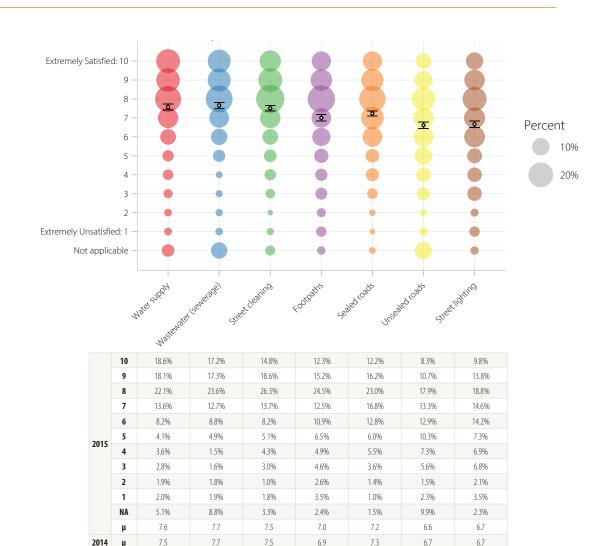
# THE RESULTS INFRASTRUCTURE

# **Infrastructure** Quality

#### Question

How satisfied are you with the quality of infrastructure?

- All of the infrastructure services have mean satisfaction for quality of between 6.6 and 7.7 on a ten point scale.
- The infrastructure services with the highest levels of satisfaction with quality are:
  - Wastewater
  - Water Supply
  - Street Cleaning
- The infrastructure services with the lowest levels of satisfaction with quality are:
  - Footpaths
  - Roads
  - Street Lighting
- These results are almost identical to 2014.





# **Infrastructure** Quality - By Location

#### Results

- There are minor variations between the different locations.
- I Small Communities and Rural are the least satisfied with the quality of their water supply; Oueenstown/Frankton are the most satisfied.
- Arrowtown and Wanaka are the least satisfied with the quality of street lighting.
- I Small Communities are the least satisfied with unsealed roads and Arrowtown are the least satisfied with footpaths and street cleaning.

Extremely Satisfied: 10

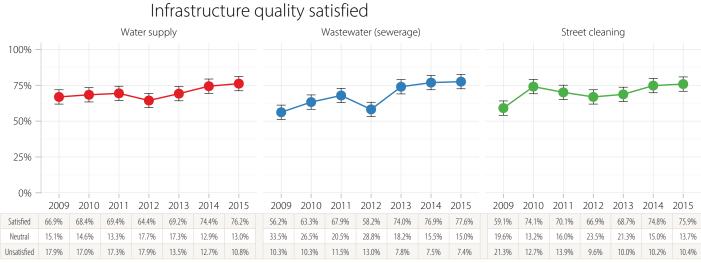
Extremely Unsatisfied: 1 Not applicable

KH/AP/LHE are the least satisfied with wastewater.





# **Infrastructure** Quality - Historical Trends







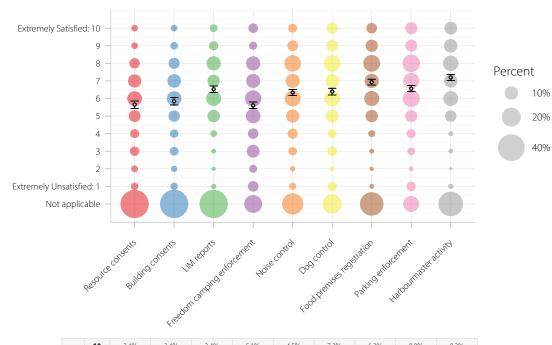
# THE RESULTS REGULATORY SERVICES

# **Regulatory Services** Quality

#### **Ouestion**

How satisfied are you with the quality of the Regulatory Services?

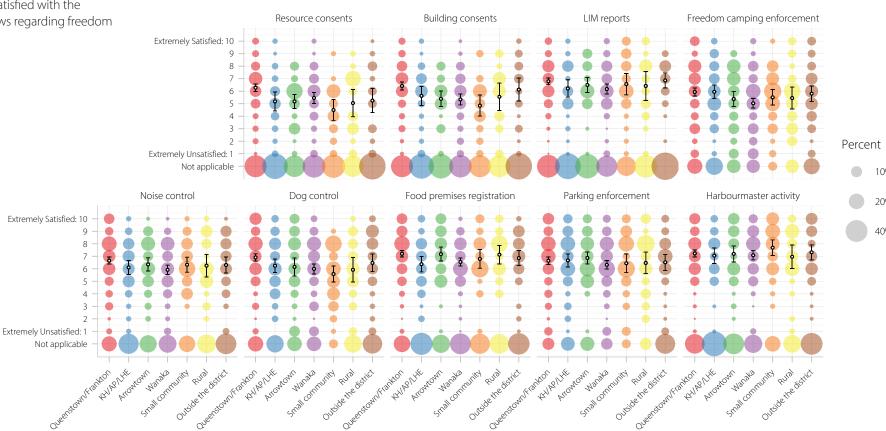
- Regulatory services have mean satisfaction for quality scores between 5.7 and 7.2 on the ten point scale; this is a small overall improvement on the 2014 results.
- Highest levels of satisfaction are with Harbour master Activity with a mean of 7.2.
- Lowest levels of satisfaction are freedom campaign enforcement (mean: 6.6), and resource (mean: 5.7) and building consents (mean: 5.8). These mean results are only just entering the 'satisfied zone'.
- Resource and building consents show a small improvement in satisfaction when compared with 2014.
- Overall, results are very similar to 2014.



	10	2.4%	2.4%	3.4%	5.1%	4.5%	7.3%	6.3%	8.0%	9.2%
	9	2.4%	3.3%	4.6%	3.6%	6.4%	7.8%	8.3%	7.9%	10.0%
	8	6.0%	6.9%	11.2%	11.2%	15.3%	15.7%	15.7%	17.3%	13.3%
	7	9.7%	10.2%	8.4%	10.8%	10.9%	10.3%	11.2%	14.2%	9.8%
	6	12.0%	11.9%	12.5%	14.8%	14.1%	13.7%	12.8%	16.2%	12.3%
2015	5	7.8%	7.2%	8.5%	11.5%	9.5%	9.0%	8.4%	8.0%	7.3%
2015	4	4.5%	3.9%	2.6%	6.1%	5.8%	4.4%	2.8%	4.5%	1.4%
	3	4.9%	4.3%	1.3%	9.2%	4.0%	5.0%	1.4%	3.4%	1.3%
	2	2.6%	2.3%	1.0%	3.5%	1.5%	1.4%	1.0%	1.3%	0.5%
	1	3.1%	3.0%	1.5%	6.3%	2.8%	4.9%	1.3%	4.9%	1.5%
	NA	44.5%	44.8%	44.9%	17.8%	25.2%	20.6%	31.0%	14.3%	33.5%
	μ	5.7	5.8	6.5	5.6	6.3	6.4	6.9	6.6	7.2
2014	μ	5.4	5.6	6.5	NA	6.6	6.3	7.1	6.6	NA

# **Regulatory Services** Quality - By Location

- Small Communities are less satisfied with Dog Control, resource consents and building consents.
- Wanaka is the least satisfied with the enforcement of bylaws regarding freedom camping.





#### **Ouestion**

Optional comment [about the steps being taken by the Council to protect the environment].

### **Key Findings**

#### Themes From Comments

Environment Theme	Count	%
Waste/rubbish	35	15%
Growth/property dev.	27	12%
Pest management	27	12%
Unaware of what is being done	24	10%
Water	22	10%
Consents	16	7%
Other	15	6%
Trees	13	6%
Good job/happy	11	6%

Total 100% 231

# Analysis of themes and collection of comments

Waste Management/Rubbish (35 comments)

This theme generated the largest number of comments.

Within this theme, over one-in-three comments was related to rubbish and litter around the streets and roadside, in particular plastic supermarket bags, broken bottles/glass and waste that has blown out of over-filled kerb-side rubbish bins.

- Bullock creek needs tidy up.
- Wanaka waste-free before we drown in NW bags.
- Signs that say 'Don't litter, we are too beautiful'.
- Abolishing plastic supermarket bags.
- Often rubbish left on streets after collection.
- Often broken glass and recycling blown around.
- Open recycling bins makes waste fly around.
- Overflowing rubbish bins.
- Provide bins for rubbish instead of plastic bags.
- Roadside rubbish get coffee drinkers to use their own cups for refills rather than throw cups away.

One-in-four comments requested more rubbish bins in parks, reserves, public spaces, walking tracks, near public toilets and around the towns, in particular Wanaka and Queenstown.

One-in-four comments requested improvements to waste management services including a green waste facility in Arrowtown, a composting service and a kerb-side recycling service the uses wheelie bins.

- Green waste facility in Arrowtown may go a long way towards the dumping of waste along the river.
- Better recycling service including green waste.
- Compost.
- Recycling should be done in wheelie bins more
- Free green waste so people use a transfer station.

The remaining few comments wanted 'dog poo bags' and more service bags.

#### Regional Growth/Property Development (27 comments)

This theme generated the second-equal largest number of comments (with pest management). The three central topics were a dissatisfaction with the perceived impact population growth may have on the environment and infrastructure; concerns about a push toward urban density at the expense of the rural appeal of the area, and 'urban sprawl' with sub-divisions extending into 'undesirable' areas like lake shores, reserves and 'beautiful' areas. There were a handful of comments expressing dissatisfaction with the convention centre and a belief that 'money' is taking precedent over the environment.



- Converting low residential to medium residential. This has huge implication on our environment.
- High density housing by Lake Hayes will have a negative effect on the environment, including vehicle trips, aesthetics, increased street litter and vandalism in the area.
- It is concerning to see the gradual erosion of the districts rural areas to residential development.
- Growth is the biggest threat needs to be managed, not constrained!
- Property development/housing 'spread' across the Wakatipu Basic has wiped any amenity value of countryside as it all appears to be developed land - no attempt to blend in!
- The council keeps allowing new sub-divisions but not doing anything to improve the infrastructure.
- Accommodating population and visitor growth is critical.
- The beauty of Queenstown is being squandered at the expense of development.
- Uncontrolled urban sprawl/visually polluting suburbs in rural areas is going to permanently spoil the landscape, removing the reason people love living in and visiting the area.
- Major problems in future will be infrastructure, cars, schools, roading, affordability...all at a cost to the environment

#### Pest Management (27 comments)

This theme garnered as many comments as 'growth/ property development'. Eight-out-of-ten comments were about the negative impact of Wilding Pine and the need to do more to prevent its spread. The remaining comments were about controlling cats, rabbits, possums, wasps, broom, gorse, barley grass and weeds in lakes.

- Always more needed about wilding conifers to protect native species and landscape.
- Wilding pines and other noxious weeds like gorse.
- Environment protection is extremely important now in 2015. We need to eradicate wilding pines now and grow natives and encourage more native birds.
- More community activities for wilding pine removal.
- More action on tackling wilding pines and also assisting children to be informed about environmental issues.
- More capturing of wild cats, stoats, possums etc.

#### Not aware of what is being done (24 comments)

Just over one-in-ten comments were from residents who did not know what the Council was doing to protect the environment. Some of the comments were sceptical about the Council's efforts, and others were a genuine lack of awareness about the mandate and activities being undertaken by the Council.

#### Water/Wastewater (22 comments)

Wastewater/sewerage management was central to this theme, followed by better care of waterways and rivers and the need for improved stormwater management. There were quite a number of comments about upgrading wastewater infrastructure and shifting the Queenstown settling ponds.

- The sewage smell on track by the Oaks needs attention.
- Good to see upgrade to Project Shotover is going ahead. Also support the solar sludge drying project at Luggate.

- I think the current discussions in Kingston regarding wastewater are environmentally driven and sound.
- LDC has dragged its heels on waste water treatment.
- Priority should be given to moving the settling ponds away from the Shotover river.
- Good to see upgrade to Project Shotover is going ahead. Also support the solar sludge drying project at Luggate. Need more of that instead of going to landfill
- I think the current discussions in Kingston regarding wastewater are environmentally driven and sound.
- It seems LDC has dragged its heels on waste water treatment.
- I think priority should be given to moving the settling ponds away from the Shotover river.
- The maintenance of the waterways in and about Queenstown are less than satisfactory with garbage ending up in the lake for tourists to see through the crystal clear waters.
- The location of the waste water treatment ponds on a river delta defy logic. At some stage there will be an event that will cause the river to change its course and there will be no stopping the whole lot being flushed down the valley.
- Upgraded sewage system required.

#### Consents (16 comments)

The majority of comments in this topic were from residents disagreeing with decisions around what they perceive as aesthetically unappealing or undesirable new properties; disagreement over the location of developments and subdivisions, and perceived breeches of regulations that have been given consent by Council. A number of comments correlated strongly with the



theme around 'growth/property development', with a number of residents not wanting consents to be given that support the geographic expansion of the region and/or urban density. There were three comments requesting that the consents process be easier, more timely and less expensive.

- Generally good but in my view it has resulted in slow, expensive and excessive limitation on resource consents and building consents.
- I question the amount of beautiful outstanding landscapes being carved up for so called sustainable housing
- Not happy with permitting housing further up Lake Wanaka, should be behind lake as per 2020 planning.
- Resource consents carefully considered various tracks for recreation that helps protect areas.
- Resource consents given for gifted land use is disgusting.
- Council needs to make sure low cost housing is done in appropriate areas to protect rural character of the basin.
- Number of resource consents is out of control.
- Proposed high-rise buildings will block sun and view.

#### Trees (13 comments)

The main topics in this theme were positive feedback about planting trees, especially native trees, and dissatisfaction with the amount of tree felling and not replacing the trees that have been removed.

- Continued community involvement in upgrading native plantings.
- I like that the council in Wanaka are planting native trees.

- Its great to see planting schemes that pay homage to local native species.
- It would be pleasing to see more plantings.
- Concerned with trees being felled. Need new ones planted asap, and have to trust felling is entirely necessary.
- Far too many trees being cut down on roadsides.
- I don't think is right cut lots off trees on side roads.
- Too many trees removed and not replaced.
- Stop cutting down trees and plant more.
- Unhappy with the amount of tree felling.
- You need to calm down about tree removal. It seems like you are hell bent on removing every living tree and won't be happy until there are no trees left.
- I would like to see trees kept to a more respectable height as they can abstract views.
- In Wanaka, we have enough trees, no need for them on a main road (Ardmore st) where parking is needed.

#### Good job/Happy (11 comments)

There were just over a dozen comments expressing satisfaction with the efforts done by Council to protect the environment.

- The council is doing its best to protect the environment.
- Good recycling in place minimising landfills.
- Reasonable effort.
- Seems to care about it and protects the special landscape.
- They are doing a great job. Keep it up.
- What they have done to date is very good.
- While I applaud the Council for their efforts, my discontent is with some of their justifications.

#### Dairying/Cows/Farming (8 comments)

Concerns were largely related to cows around lakes and waterways, and perceptions that dairying is having an adverse effect on the environment

#### Air pollution/fires/burnoff (6 comments)

Three comments complained about 'burnoffs' on farms polluting the air and three comments were about replacing/removing wood fires in Queenstown.

#### Sustainable Energy (5 comments)

These comments were largely about the Council's role in advocacy/education of residents around sustainable energy (e.g., solar), Council properties leading the way and the number of street lights in Queenstown.

#### Use of pesticides (5 comments)

A handful of residents do not like the use of pesticides, particularly near waterways and the "excessive use of Roundup" beside roads and footpaths.

#### Noise (4 comments)

The Queenstown Airport noise is frustrating for three residents in the area, with them going so far as to suggest it should be relocated, and boat noise on Queenstown Lake was raised by one resident.

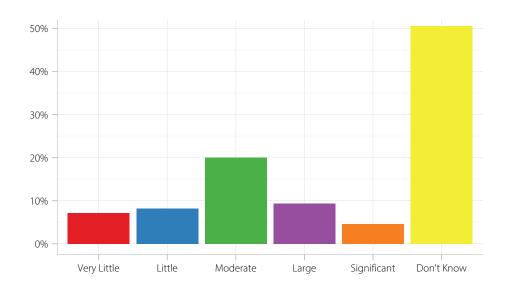


### Question

Have you noticed an improvement in the state of the Queenstown town centre since the new commercial rubbish and recycling collection began in December?

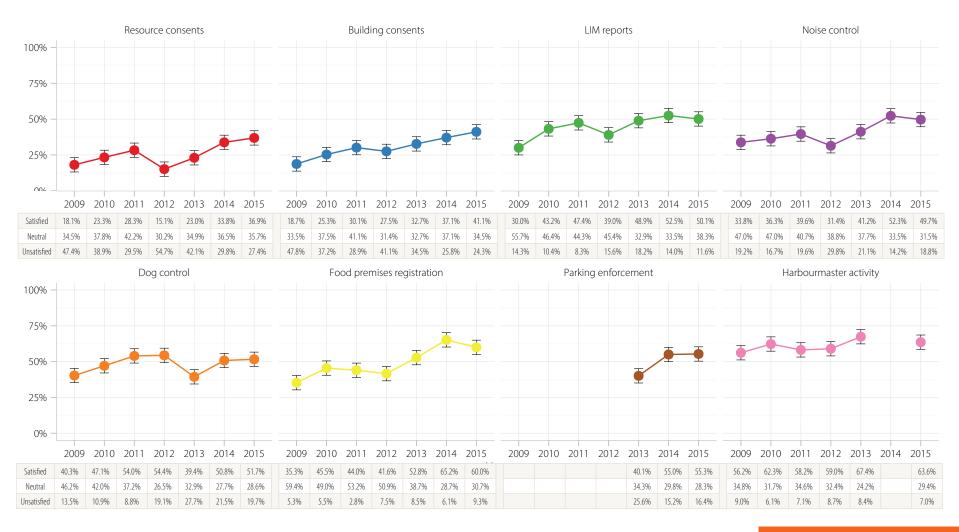
# **Key Findings**

- Half of the respondents 'don't know'. When looking at the data, these people are almost all from outside the Oueenstown area.
- One-in-five respondents have notice a moderate improvement and a further one-in-ten have noticed a large improvement. 5% of respondents have witnessed a significant improvement.
- Nearly one-in-seven (15%) respondents said they have noticed either little or very little change.
- At the time this survey was conducted the new rubbish and recycling service had been operating for six months.





# **Regulatory Services** Quality - Historical Trends





# THE RESULTS CONSULTATION AND COMMUNICATION

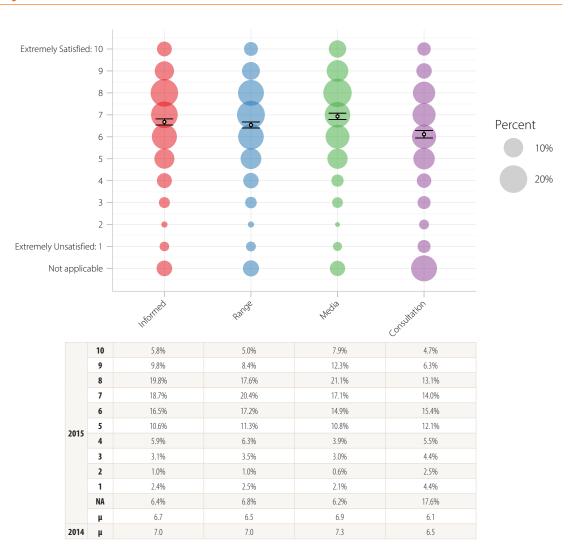
# **Consultation And Communication** Quality

### Question

How satisfied are you with the QUALITY of the Communication and Consultation services?

- How well the Council keeps you informed
- I The range of things that Council communicates on
- The means by which Council communicates (i.e. Scuttlebutt, radio, email, newspaper etc.)
- Council consultation

- The differences between each measure of communication are minor, however respondents are slightly less satisfied with the quality of consultation (mean 6.1) compared to the other measures (mean 6.5-6.9).
- Respondents are more satisfied with how the Council communicates (i.e. Scuttlebutt, radio, email, newspaper etc.), than the other measures.
- There were no report-worthy variances by location or by age.
- Overall, respondents are slightly less satisfied with the quality of communications in 2015 when compared with 2014.





# **Consultation And Communication** Quality - Historical Trends



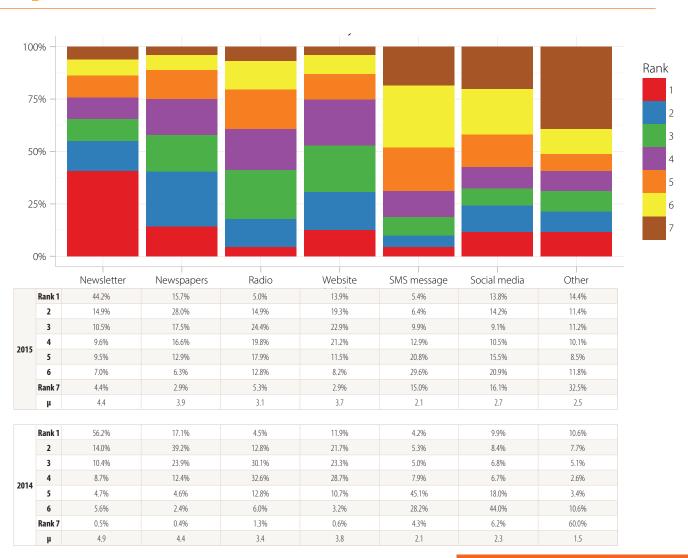


# **Consultation And Communication** | Preference

### Question

In order (1 = most preferred) rank how you would most prefer to receive Council information.

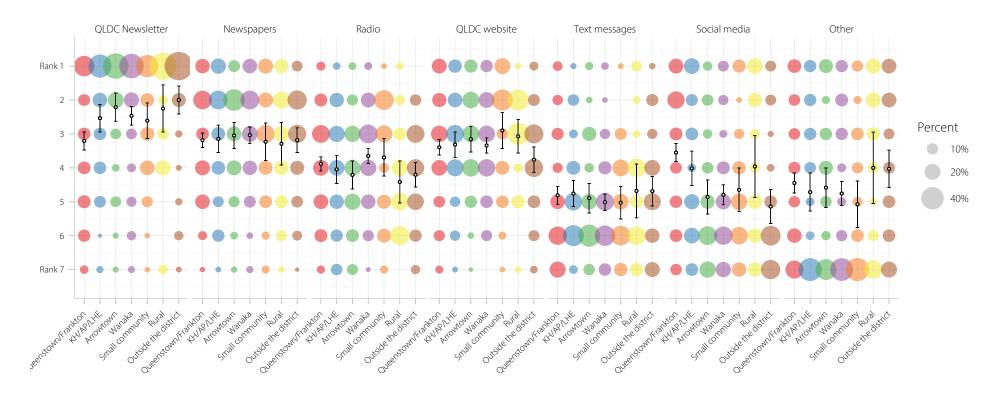
- I The newsletter (Scuttlebutt) is the preferred method of communication with 44% of respondents ranking it their first choice. In 2015, 12% fewer people ranked the newsletter as their preferred first choice when compared with the 2014 results. This is most likely due to the higher number of younger respondents who completed the survey.
- Newspapers are the second preferred method, with 28% of respondents ranking this media channel as their second choice.
- The least preferred methods of communication are social media and SMS messaging.





# **Consultation And Communication** | Preference - By Location

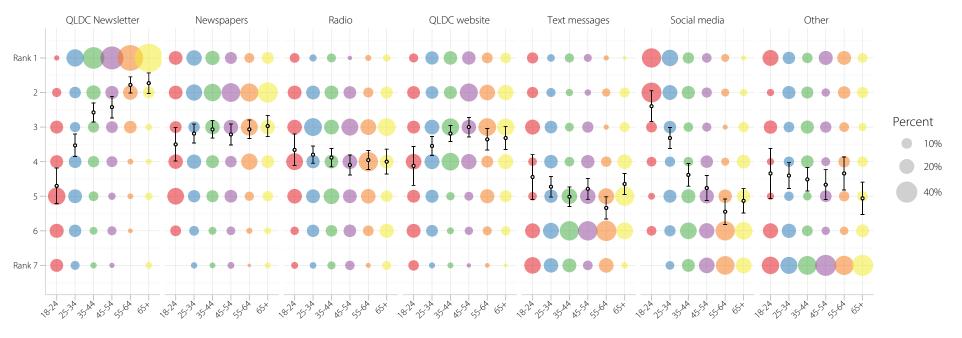
- I There are few variances by location.
- Rural, Arrowtown and out of the district respondents show a stronger preference for the newsletter.
- Out of the district respondents have the least preference for social media and the QLDC website.
- Small community residents have the strongest preference for the QLDC website.
- Rural respondents have an increase in their interest in social media when compared with the 2014 results.





# **Consultation And Communication** Preference - By Age

- There are variances in media preferences when looking at the data by age.
- The 18-24 age group has a higher preference for social media and very low interest in the newsletter compared to other age groups.
- People in the 55+ age groups have a strong preference for the Newsletter and less interest in social media.
- 95% of people who answered 'other' had a preference for email (see next page). A large proportion of this group were in the younger age groups (18-34).
- People in the 65+ age group who chose 'other' mentioned local newpapers and post, as well as email.
- SMS messaging is the least preferred by all the age groups, followed by radio.



Age group (Years)

# **Consultation And Communication** | Preference - Other

### **Ouestion**

'Other' responses to how you would most prefer to receive Council information.

### Results

#### Results From Responses

2015			2014		
MEDIA CHANNEL	Count	%	MEDIA CHANNEL	Count	%
Email	471	95.3%	Email	62	59.6
Post	9	1.8%	Post	15	14.4
Local newspaper	4	0.8%	Local papers	10	9.69
Online	3	0.6%	Meeting	4	3.89
Rates	2	0.4%	Direct communication	3	2.99
Emails	1	0.2%	With rates bill	3	2.99
Facebook	1	0.2%	Notice board	2	1.99
Newspaper	1	0.2%	Television ads	2	1.99
Phone app	1	0.2%	Local radio	1	1.09
SMS	1	0.2%	Posters	1	1.09
Total	494	100%	Total	103	100

### Findings

- 494 people responded to 'Other' forms of communication, compared to 103 responses in 2014. This huge increase in responses can be attributed to the increase in the number of younger respondents (18-34 year olds).
- In 2015, 471 respondents (95%), said that they would like to be communicated with by email as their 'other' preference. This is 35% higher than in 2014.
- Receiving communications by post is a very, very distant second place with just 1.8% of respondents saying it is their preferred 'other' method. These nine people were all over the age of 55.

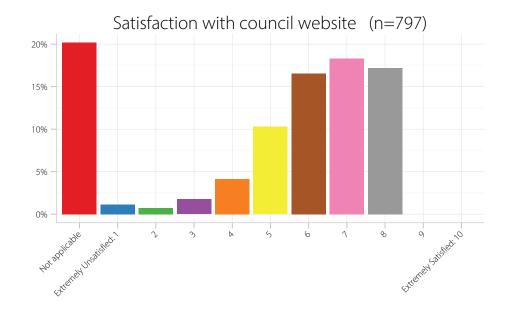


# **Consultation And Communication** | Website

### Question

How satisfied are you with the Council's website - www.qldc. govt.nz?

- I Nearly half (46%) of respondents are satisfied to extremely satisfied with the website and fewer than one in ten (8%) are dissatisfied.
- 1 26% are neutral and 20% answered Not Applicable.
- I The largest proportion of respondents (17.5%), excluding those who answered Not Applicable, gave the website a positive sentiment score of seven-out-of-ten.
- The 2015 results are very similar to 2014.



# THE RESULTS TOURISM PROMOTION

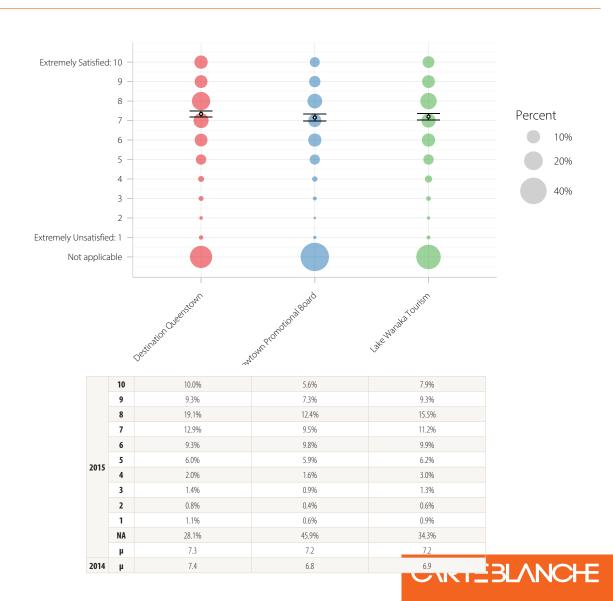
# **Tourism Promotion** Overall Satisfaction With Tourism Promotion

### Question

How satisfied are you with the District's Tourism Promotion organisations?

### Results

Destination Queenstown has the highest levels of satisfaction (40% satisfied; less than 10% dissatisfied). Arrowtown Promotional Board and Lake Wanaka Tourism follow very closely behind with similar results.

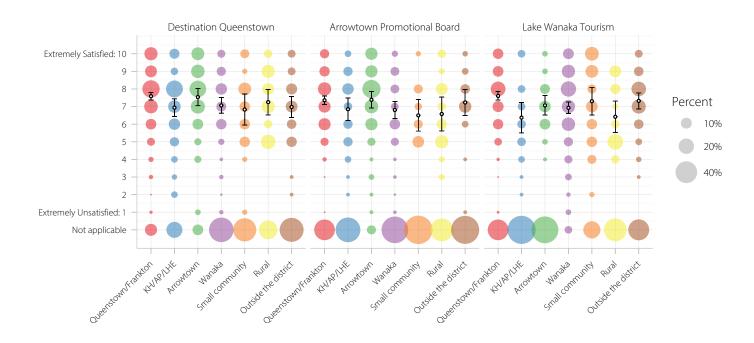


# **Tourism Promotion** Satisfaction With Tourism Promotion - By Location

#### Results

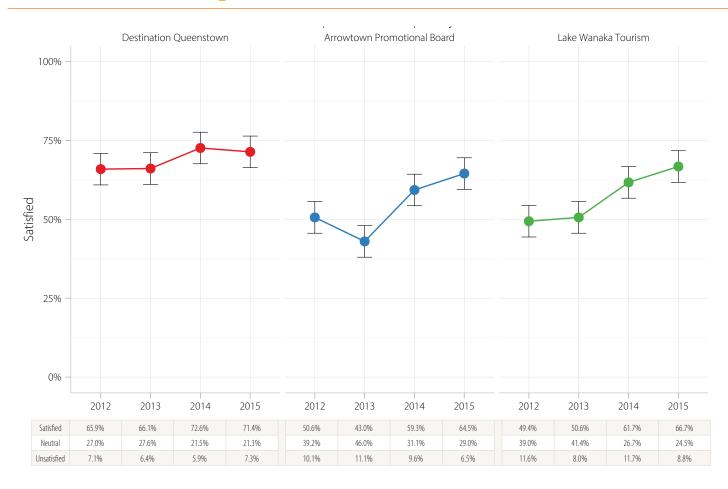
Respondents from Wanaka indicate slightly lower levels of satisfaction with the three tourism promoters than respondents from other locations.

Small Communities are less satisfied with the Arrowtown Promotional Board and Lake Wanaka Tourism than other locations; this may be, in part, due to less exposure to their role and outputs.





# **Tourism Promotion** | Historical Trends





# THE RESULTS THE BIG PICTURE

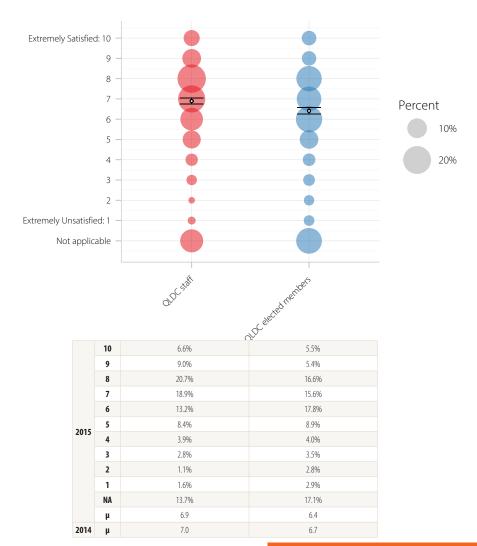
# **The Big Picture** | Overall Performance Of Teams

### Question

How satisfied are you with the performance of Council teams?

### Results

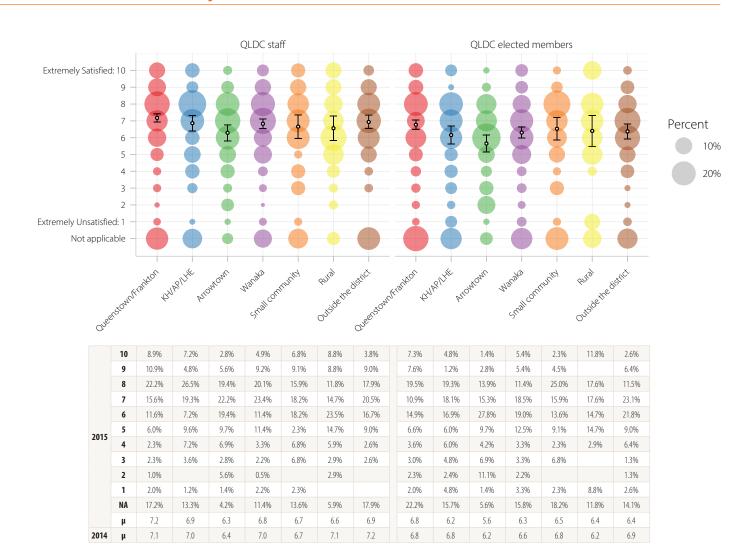
Respondents are more satisfied with QLDC staff than elected members.





# **The Big Picture** Performance Of Teams - By Location

- Arrowtown are slightly less satisfied with QLDC staff and elected members than those from other locations.
- Queenstown/Frankton are slightly more satisfied with QLDC staff than those from other locations.
- I Queenstown/Frankton and Small Communities are slightly more satisfied with elected members than those from other locations.
- There are no report-worthy variations by age or gender.





# **The Big Picture** | Performance Of Teams - Historical Trends





# The Big Picture | Pride In Area

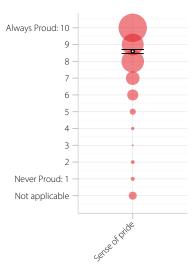
### Question

How proud are you of your district?

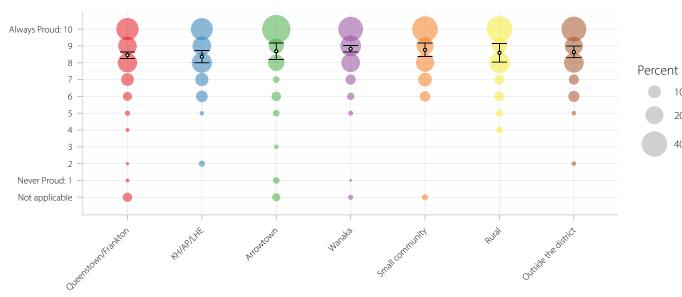
### Results

Six out of ten respondents (60%) are Always Proud or very nearly Always Proud (score 9 out of 10). One in tepeople are neutral and less than 5% are below neutral.

There are only slight differences between the locations. There are no differences between the genders. Respondents who are over 45 years of age are ever so slightly more proud than the younger age groups.



	10	35.9%
	9	21.4%
	8	22.6%
	7	8.2%
	6	5.4%
2015	5	1.6%
2013	4	0.5%
	3	0.1%
	2	0.6%
	1	0.8%
	NA	2.9%
	μ	8.6
2014	μ	8.7

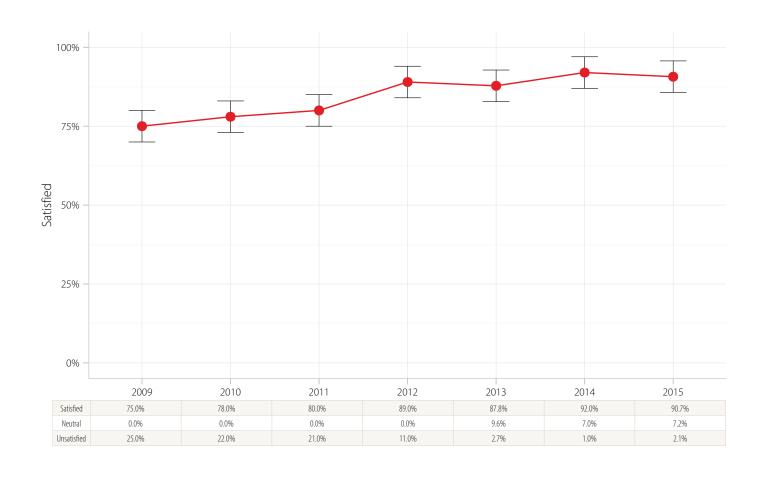


	10	30.9%	30.1%	50.0%	38.0%	40.9%	41.2%	38.5%
	9	21.3%	21.7%	13.9%	26.6%	18.2%	14.7%	20.5%
	8	23.3%	25.3%	16.7%	21.7%	20.5%	26.5%	24.4%
	7	10.0%	10.8%	2.8%	6.5%	11.4%	5.9%	6.4%
	6	5.0%	8.4%	5.6%	3.3%	6.8%	5.9%	7.7%
2015	5	1.7%	1.2%	2.8%	1.6%		2.9%	1.3%
2015	4	1.0%					2.9%	
	3			1.4%				
	2	0.7%	2.4%					1.3%
	1	1.0%		2.8%	0.5%			
	NA	5.3%		4.2%	1.6%	2.3%		
	μ	8.5	8.4	8.7	8.8	8.8	8.6	8.6
2014	μ	8.5	8.9	8.5	8.9	8.7	8.9	8.7



10%

# **The Big Picture** Pride In Area - Historical Trends





# The Big Picture | Improvement Opportunities

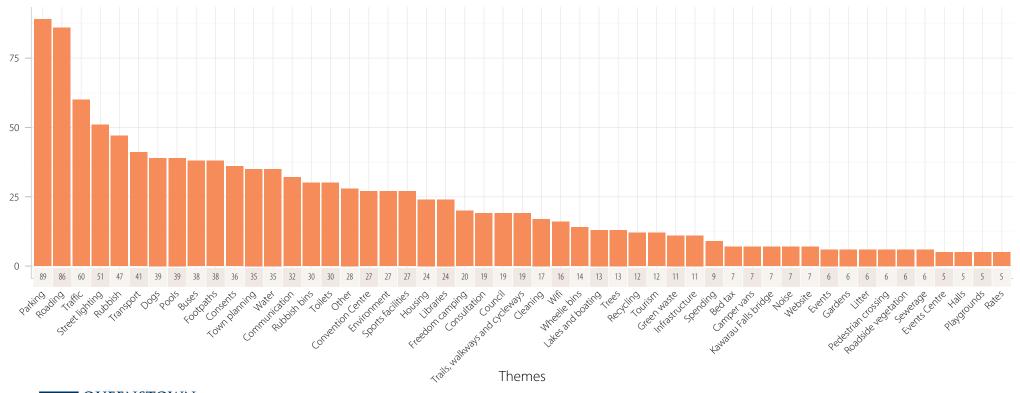
### **Ouestion**

What are three services that the Council either needs to improve on, or does not provide, but should?

# Findings

- This question yielded 1212 meaningful comments; last year (2014) there were over 3000 comments. There were a number of comments that did not relate to council, or where people were vociferating.
- The main themes were very similar to last year, but ranked in a slightly different order. The top-

ten topics were: Parking; Roading; Traffic; Street lighting; Rubbish; Transport; Dogs; Pools; Buses; and, Footpaths. Last year Toilets, Consents and Water were in the top-ten instead of Traffic, Transport and Buses, which suggests that issues related to getting from A to B have become more top-of-mind in 2015.





# The Big Picture | Improvement Opportunities

### General Overview

The vast majority of comments were simply one or two words, with little context or meaning provided, for example: "parking", "roading" and, "dogs". There were also a large number of comments about matters out of the council's control, like Internet speed, people talking on mobile phones and shifting the airport because it is too noisy. Many themes had opposing perspectives, for example, "the Council should meter and charge for water", and "water should stay free for residents". When weighed up, the comments present the difficult challenge of, 'you can't please all of the people, all of the time'.

When analysing the comments to gather useful insights, a list of 1212 individual statement/phrases quickly whittled down to less than one hundred. Many of the comments mirrored last year. The most obvious change was level of concern, evident more in sentiment than frequency, about the impact

of population growth on people's way of life, the environment, the beauty of the region and the environment. These comments touched on topics like parking and traffic congestion, and the need for more infrastructure in terms of public transportation, traffic management and urban sprawl/density. The theme around growth was not nearly as prevalent in 2014 as it is in 2015.

The following paragraphs present the top-13 themes, and the sentiment that could be garnered from often very brief comments.

## Parking

Many of the comments were simple, "more parking" or "not enough parking". The largest proportion of comments were about the difficulty finding a park in Queenstown's CBD. There were also a number of comments about parking issues around the airport, illegal parking on residential street and campervans taking parking spaces around the lake front.

### Roading

Nearly a quarter of the comments simply said, "Roading". Maintenance/repair of roads was a key topic, including gritting in winter and sweeping and grading all year 'round. There were a number of comments about the repeated patching of roads, repairing them at night instead of during the day, and ensuring repairs only had to be done once. There were a few comments about raising the quality of roads through 'better' surfacing. Reducing traffic congestion through road design and providing safe passage for cyclists was also mentioned.

#### Traffic

Traffic is a theme that has moved up the list since last year. There are a great number of comments about traffic congestion in the CBD of Queenstown, on Frankton Road and around Frankton roundabout. Essentially, people want better traffic management around Oueenstown's town centre.



# The Big Picture | Improvement Opportunities

### Street Lighting

There is a desire for more street lighting in Queenstown, Arrowtown and Wanaka. A handful of respondents would like fewer street lights to reduce light pollution and have darker night skies. One person would like all-year-round fairy lights around Wanaka's CBD.

#### Rubbish

People want more recycling/better recycling; improved green waste services; cheaper rubbish bags; free rubbish collection; and, collection services to be more frequent during busy periods. In Wanaka, a few residents commented that rubbish escapes from recycling bins and is blown around the streets.

### Transport

People would like free or cheap public transport, including ferries and more buses that provide a more frequent/ regular service. A handful of comments referenced 'best practice' from overseas, for example, the Gold Coast public buses where 'the driver is like a tour guide'.

#### Pools

Wanaka and Hawea residents want heated pools for families, including a babies/infants pool. Arrowtown would like their pool heated.

### Dog Control

Residents in a number of areas complained about roaming dogs, particularly in the evenings. The vast majority of comments were about dog poo and the need for more bins and bags. Dog owners would like more areas to walk their dogs off leash and a handful of people had questions about enforcement of bylaws on walking tracks.

### **Footpaths**

Arrowtown would like more footpaths. Queenstown would like more footpaths and pedestrian safe areas. A number of comments were about maintenance. Many comments simply said, "footpaths".

#### Consents

The comments were similar to last year - people want consents to be cheaper, faster and less restrictive if they are applying for approval. Contrary to this, some people want stricter regulatory control what people can/cannot do.

### Town Planning

This theme had a higher proportion of comments with detail (relative to other sections). Many of the comments expressed concern about population growth and the impact on the environment and infrastructure. There was

some negative sentiment about property development but, for the most part, people were more concerned about managing, or curbing, growth to ensure the sustainability of the region, including its beauty and aesthetic appeal to locals and tourists.

#### Water

People are conflicted between charging and not charging for water. The terms, 'wastewater treatment' and 'water quality' were frequently mentioned without context.

#### Communications

People expressed strong feelings about not being consulted with, listened to, or that their suggestions were being acted upon.

There were a number of comments about the role of communication, the importance of information and the democratic process. There were a handful of comments about transparency and closed meetings that exclude the public from the process.

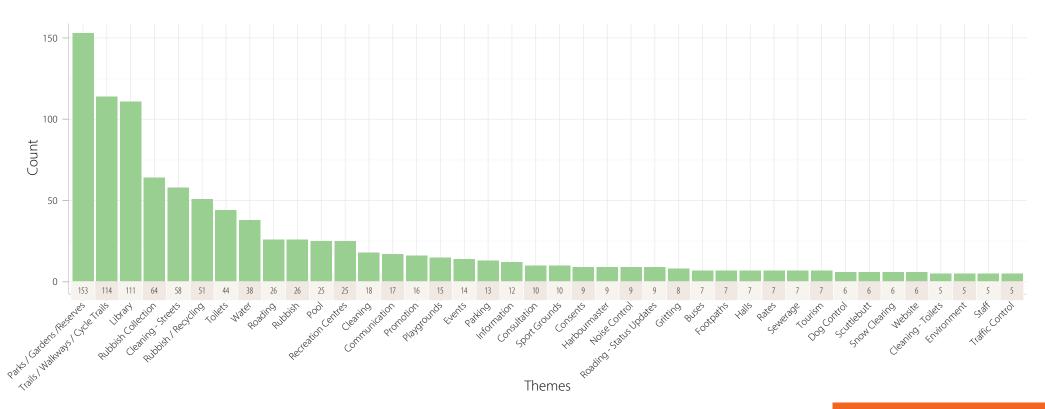
There were a range of comments about the style of the communication being inappropriately witty when consulting with the public, or using jargon that was not easy to understand.



# The Big Picture | Done Well/Do More

### Question

What are three services that the Council does well or should do more of?



# The Big Picture | Done Well/Do More

#### **Ouestion**

What are three services that the Council does well or should do more of?

#### General Overview

The vast majority of comments were one or two words and stated the service, for example 'parks', 'libraries' or 'recycling'. Out of the 1200 comments, less than 200 had much content.

Queenstown Lakes District residents and ratepayers have a great deal of positive sentiment toward parks/gardens/reserves and trails/walkways/cycle trails, with over 260 words/statements about the Council continuing to provide these green spaces. Despite the use of libraries being low relative to other community services, they do feature highly as a service the Council does well and should do more of. Waste management (rubbish collection/street cleaning/recyling) is an area that residents would like to see the Council do more of.

### Parks/gardens/reserves

People value these spaces with most of the comments simply saying, 'gardens', 'parks', 'reserves', and 'recreation areas'. Local people would like to see the Council do more in terms of maintenance, in particular waste cleaning, trimming trees, caring for the grounds and looking after the general upkeep of these green spaces. Quite a number of people did offer positive comments that these spaces are currently well-cared for.

- Queenstown gardens; great range of activities discreetly packed into a small area.
- Restrict and preserve service areas and parks.
- Parks and gardens are well kept.
- Lawn mowing, tree trimming, gardening and general town beautification (just don't forget the small towns!).
- Maintenance of public parks and particularly Queenstown Bay. Plenty of toilets, clean and well-signed and this area will always be centre of Queenstown.
- Gardens and reserves we are so lucky we have such a large, and well taken care of, selection.
- Excellent parks and gardens. The Queenstown botanical gardens, in particular, are always lovely.

### Trails/walkways/cycle trails

Many of the comments simply said, 'trails', 'cycleways', 'walking tracks', and 'Queenstown Trail'. Maintenance of the trails featured in a number of comments, with some people saying this was being done well and others simply offering their feedback in context with 'does well' do more'.

- Bike/walking trails; great quantity (though never too much!), world class quality.
- Great upkeep, focus on our amazing trails and walkways.
- Liaising with and working local clubs e.g., helping with bike trail development.
- Need to keep upgrading the surface of the walking/cycling tracks put in; widen too.
- The great tracks and trails for walking and cycling around Wanaka.
- The Queenstown Trail...it's fabulous!



# The Big Picture | Done Well/Do More

#### Libraries

The vast majority of comments simply said, 'libraries', the implication being to keep the library service. There were a handful of comments reflecting positively on the integration of the service across the community.

- Libraries; a great service, like how they are linked across the region so you can borrow a book from any library.
- Libraries keep Arrowtown library and stop making Frankton a hub for everything it is too busy and congested.
- Libraries services although we were told the restructuring and job loss was due to electronic age but this has not been introduced as of yet?
- Library great!! It would be great if it could open Sunday.

# Waste management - rubbish/recycling

Most comments simply said 'rubbish collection/ removal' or 'recycling'. There were a reasonable number of comments that reflected positively on waste management:

- Good rubbish collection.
- Good waste services.
- Kerbside rubbish, recycling collection in Wanaka
- Land transfer and rubbish pick-up.
- Recycling bins excellent idea and work well.
- Recycling transfer station need green waste facilities.
- Rubbish and recycling units everywhere.
- Waste station at Hawea is great.
- Wastebusters in Wanaka

### Streets

Most comments simply said 'street cleaning'.

- Street cleaning always immaculate
- Street cleaning well done
- Street cleaning in town centre
- Street cleaning, and general maintenance
- Snow events snow grit and clearing
- Winter road reports are great
- Traffic lights on one lane bridge



# **APPENDICES**

# **The Research Team** About

We are a team with an eye for possibilities, a head for strategy and a knack for research.

We enable our clients to develop, deliver and harvest value by working together to understand their customers and develop adaptive strategies.

### Hughan Ross (PhD)

Principal - Data Science and Innovation

Hughan has over 20 years experience in the technology sector in R&D, disruptive innovation, product direction, software development for scientific use, data science, market development, and executive management.

Hughan was one of the key executives responsible for the development of the mining software Leapfrog3d, and the growth of ARANZ Geo, from start-up to global enterprise.

Hughan is Principal of data science, has a PhD in Physics and has a keen interest in studying statistical machine learning.

#### Kate McRoberts

Principal - Research and Strategy

Kate has worked in research, marketing and strategic management for over 20 years. Kate's background is in the commercial arena with House Of Travel, Morningstar and Macpac; she also had a short stint in public sector.

Kate has worked with a myriad of clients, investigated a number of international markets and conducted hundreds of research projects nationally and abroad.

Kate is Principal of research and strategy, is studying an MBA and is a New Zealand business mentor.

#### Carmen Huter

Research Assistant

Carmen has worked as an intern in accounting and operations and has been a customer services and a promotions representative. Carmen is one of our research assistants who helps with field work, secondary research, data and strategic workshops. Carmen brings enthusiasm, exceptional communications skills and an eye for detail to projects.

Carmen is in her final year studying management at the University of Canterbury, is a travel and fashion blogger, loves to explore and is originally from Austria.



Thank you for the appearantly

Kate McRoberts - Principal - Research & Strategy i kate@carteblanche.co.nz