

About Service Performance

The Annual Report is a key reporting tool advising residents of Council's performance during 2011/12 financial year against what was planned in the Annual Plan and 2011/12 Financial Information. This also includes Council's contribution towards community outcomes and the 4 wellbeings (social, economic, environmental and cultural) as well as feedback from the community on council facilities and services.

Council's way of being answerable to the community is to give evidence of its achievements and outline the way in which it will deal with issues and future challenges ahead.

How is your Council Performing?

Far North District Council (Council) conducted a community feedback survey in May 2012. This survey identifies and measures the perceptions that residents of Far North District (residents) have towards Council and the services it provides.

Specifically this survey aimed to:

- Measure satisfaction levels with Council services and facilities;
- Identify usage levels of Council services and facilities;
- Identify awareness and impression of Council communications and consultation processes;
- Measure satisfaction levels with Council performance; and
- Gather feedback on local issues.

Interviewing for the survey was carried out via telephone (computer assisted telephone interviewing) in house at Versus Research during May / June 2012. A total of 400 residents were interviewed from Far North district and a sample of 30 residents from each of the peer districts was interviewed. The findings from the survey have been analysed by Ward (Te Hiku, Bay of Islands-Whangaroa and Kaikohe-Hokianga).

Services / Facilities

Results for 2012 show both increases upon, and similarities with 2011 in Council's service delivery across the variety of services and facilities. Increases are seen for cycleways (56% (c.f.) 2011, 25%); access to beaches (79% c.f. 2011, 66%); boat ramps and jetties (74% c.f. 2011, 47%); playgrounds (76% c.f. 2011, 60%); public swimming pools (59% c.f. 2011, 32%); cemeteries (77% c.f. 2011, 58%); stormwater drainage (56% c.f. 2011, 46%); recycling (78% c.f. 2011, 72%); refuse disposal (80% c.f. 2011, 68%); and animal control (67% c.f. 2011, 54%).

Services and facilities which remain consistent with 2011 are the town water supply (81% c.f. 2011, 82%); sewerage system (87% both years); district roading network (57% both years); footpaths (58% c.f. 2011, 55%); public libraries (95% c.f. 2011, 96%); parks and reserves (92% both years), and public toilets (60% c.f. 2011, 58%).

A summary of results on Council's services and facilities and Council's key performance measures (KPM), are given in the tables below:

Please note:

- **(c.f.)** above relates to community feedback results in 2011.
- When Council refers to targets **"not specified"** below this relates to Council requiring additional information for forward planning purposes. For instance, consent application experience and inspection experience with Council or the district's preparedness for a civil defence emergency and households who have an emergency response plan.
- **Key codes** below have been used to identify measure performance vs. target in 2011/12 (↑ has improved, ⇔ neutral and ↓ needs improving).





Measure	2011 Satisfied & Very Satisfied	2012 Satisfied & Very Satisfied	2012 Peer Group Average	2012 Target	Performance vs. target
Water supply	82%	81%	89%	85% user satisfaction	↓
Sewerage system	87%	87%	94%	85% user satisfaction	↑
Roading network	57%	57%	68%	55% resident satisfaction	↑
Footpaths	55%	58%	61%	70% resident satisfaction	↓
Cycleways	25%	56%	65%	Not specified	
Access to beaches	66%	79%	90%	76% resident satisfaction	↑
Boat ramps and jetties	47%	74%	82%	59% resident satisfaction	↑
Parks and reserves	92%	92%	94%	80% user satisfaction	↑
Playgrounds	60%	76%	86%	80% resident satisfaction	↓
Public swimming pools	32%	59%	59%	60% resident satisfaction	↓
Public libraries	95%	96%	84%	85% user satisfaction	↑
Public toilets	58%	60%	71%	56% resident satisfaction	↑
Cemeteries	58%	77%	87%	65% resident satisfaction	↑
Stormwater drainage	46%	56%	60%	53% resident satisfaction	↑
Recycling	72%	78%	87%	80% resident satisfaction	↓
Refuse disposal	68%	80%	84%	75% resident satisfaction	↑
Animal control	54%	67%	71%	69% resident satisfaction	↓
Airports	-	85%	-	65% resident satisfaction	↑
Overall satisfaction with Council provided services and facilities	76%	79%	80%	Not specified	

Building and resource consent services

Overall, 8% of residents (9% in 2011) stated they had applied for a building or resource consent over the last 12 months. 66% are satisfied or very satisfied with their most recent consent application, and 74% of residents (71% in 2011) are also satisfied or very satisfied with their most recent inspection.

Consent services perform above the target set for 2012

Measure	2011 Satisfied & Very Satisfied	2012 Satisfied & Very Satisfied	2012 Target	Performance vs. target
Most recent consent application experience	61%	66%	45%	↑
Most recent inspection experience	71%	74%	Not specified	-



Contact with Council

A total of 47% of residents stated they have contacted Council in the past 12 months. Overall, 77% of residents are satisfied or very satisfied with the service they received when they contacted Council. The most frequently used methods of contacting Council are a visit to a Council office or Service Centre and by phone. Less popular methods include using Council's 24 hour 0800 number and written communication. The most frequent reasons for making contact with the Council relate to rates queries (24%), building issues / permits / inspections (20%), and roads / footpaths (13%). This is a similar list compared with the 2011 top reasons.

Despite all contact points outperforming targets set for 2012, overall satisfaction is below the target set for the year.

Method of contact	2011 Satisfied & Very Satisfied with contact	2012 Incidence of contact	2012 Satisfied & Very Satisfied with contact	2012 KPM Target	Performance vs. target
Council's 0800 number	77%	38%	78%	68%	↑
Written communication	62%	21%	82%	54%	↑
Telephone	70%	61%	71%	73%	↓
Visit to a Council office or Service Centre	78%	65%	92%	Not specified	-
Overall satisfaction with service when contacting Council	73%	47%	77%	85%	↓

Council communications and governance

Overall, 27% of residents have used Council's website in the past 12 months and 85% of these residents said they found the information they were looking for on the website. Half of these residents (50%) stated that it was extremely helpful or helpful, but this result shows a decrease of 7% since 2011 (57%).

Knowledge of Council remains consistent with 2011. On the whole, 57% of residents (c.f.2011, 54%) feel they know a lot or a fair amount about the Council, a 3% increase for 2012.

Similarly, this year, 54% of residents feel they are well informed about Council and their activities, on a par with 53% in 2011. The result for being informed of the District Plan and its level of significance has increased slightly for 2012 (38%), compared with 32% in 2011. Ease of access to Council information and services (43%) also remains consistent with 2011 (41%) for being satisfied and extremely satisfied.

Awareness of the local Community Board has decreased by 7% from 50% in 2011 down to 43% for 2012. A new awareness question regarding the provision to hear from members of the public at monthly local Community Board meetings was included. Just over half (51%) of those aware of local community boards knew of this provision.

All communication measures are below targets set for 2012.





Measure	2011 Result	2012 Result	2012 KPM target	Performance vs. target
Helpfulness of information provided on Council website	57%	50% helpfulness	Not specified	-
Community knowledge about the Council	54%	57% know a lot / fair amount	60%	↓
'Being informed' about the Council and its activities	53%	54% well informed / informed	47%	↑
'Being informed' about the District Plan	32%	38% well informed / informed	52%	↓
Ease of access to the Council information and services	41%	43% extremely satisfied / satisfied	69%	↓
Awareness of the local community boards	50%	43% awareness	74.5%	↓
Provision to hear from members of the public at monthly local Community Board meetings	-	51% awareness	Not specified	-

Emergency Management

36% of households in the Far North district have an emergency response plan; 42% have an emergency survival kit; and 35% are aware of the community response plan for civil defence. Only awareness of the community response plan for civil defence has increased since 2011 and all are lower than the peer council group.

Measure	2011 Result	2012 Result	Peer Group Average	2012 Target
Households with an emergency response plan	51%	36%	50%	Not specified
Households with an emergency response kit	56%	42%	50%	Not specified
Awareness of Community Response Plan for civil defence	29%	35%	60%	Not specified

Peer Council's similar to Far North District Council

In comparison with the peer group average, Far North District Council's service delivery is consistent with the peer group council's on the following services: footpaths, parks and reserves, public swimming pools, stormwater drainage, refuse disposal, animal control, and overall satisfaction.

Far North District Council's service delivery is lower than the peer groups councils on the following services: public libraries, water supply, sewerage system, roading network, cycleways, access to beaches, boat ramps and jetties, playgrounds, cemeteries, public toilets, and recycling. For public libraries Far North District Council exceeded 96% compared to the peer group average of 84%.

Rating for 2012 for their overall satisfaction with Council provided services and facilities is 79% very satisfied or satisfied with these services, consistent with 2011 (76%). The peer group average for overall satisfaction with Council provided services (80%), is on a par with Far North district (79%).



Community Aspirations

In preparing the 2006/16 LTCCP, Council determined outcome areas that were important, as part of its consultation with the community (surveys, personal interviews, Hui and youth workshops). In addition, Council along with Northland Regional Council, Kaipara District Council and Whangarei District Council partnered in a process to determine regional outcome areas (focus groups, stakeholder groups, wananga, Hui and a quantitative telephone survey).

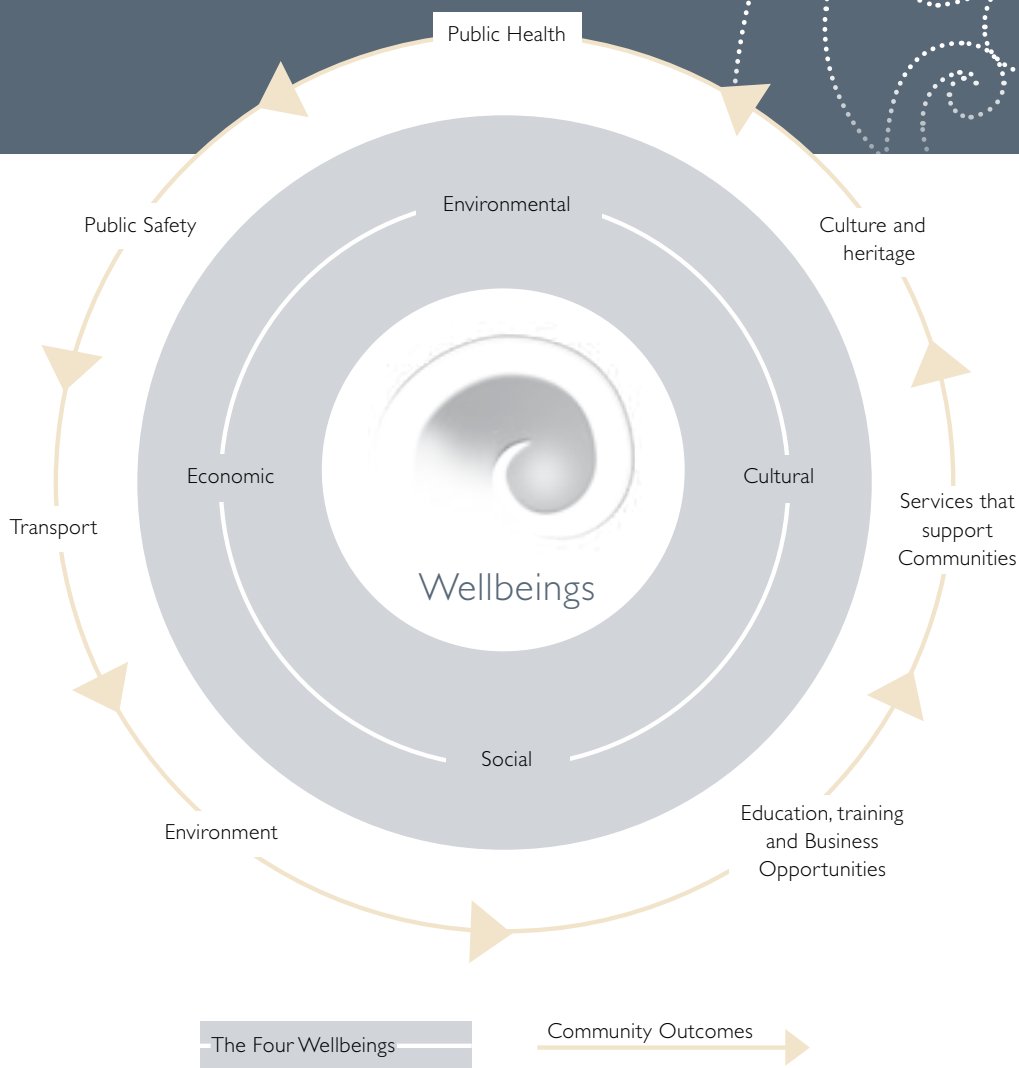
Community outcomes are a community judgment and belong to the community not Council. The purpose of the process is to enable the community as a whole to decide what is important. That is not just in terms of Council functions, but also in terms of the functions and capabilities of other organisations and groups within the community. In performing its role, Council should take account of the diversity of the community and "the interests of future as well as current communities". It should also "collaborate and co-operate with other local authorities and bodies" where that is appropriate "to promote or achieve priorities and desired outcomes".

The "Far North District Futures Report" explains to the community the progress made towards community outcomes from 2006 to 2009, please visit our website <http://www.fndc.govt.nz/your-council/strategic-planning/annual-report/Far-North-Futures-Reporting-2009.pdf>

Council's contribution towards Far North's future

In planning its work for the next 10 years Council looked at taking a "sustainable development" approach. Sustainable development is not just about the natural environment. It may be defined as ensuring community wellbeing now and in the future. This encompasses social, cultural, economic and environmental factors. Council will spread the message of sustainability throughout the Far North community, because we all have our part to play in safeguarding the district's future wellbeing.





The diagram details the community outcomes identified by the community and the 4 wellbeing's (economic, environmental, social, and cultural) wellbeing of people and communities, the need to maintain and enhance the quality of the environment; and the needs of future generations.

PUBLIC HEALTH

Key health issues of all residents are identified and addressed.

PUBLIC SAFETY

Our community and visitors to the district feel safe and secure at any time of the day or night.

TRANSPORT

Transport networks are maintained and developed to enable access to, from and within the district.

ENVIRONMENT

The Far North's built environment and infrastructure are further developed in a sustainable way, which contributes to the wellbeing of people, communities, and the natural environment, both now and in the future.

EDUCATION, TRAINING AND BUSINESS OPPORTUNITIES

Opportunities in the Far North are sufficient to attract skilled professionals to the district and to reduce the number of young people leaving the area.

SERVICES THAT SUPPORT COMMUNITIES

The cohesiveness of our communities is maintained or increased by retaining the services they need.

Having a strong and positive district identity that includes awareness and knowledge of the Far North's unique heritage and history.

