

MEASURING SERVICE PERFORMANCE AND PRIORITIES

Between 28 April 2025 and 23 May 2025, Place Score, on behalf of Noosa Council, delivered the 2025 Community Satisfaction Survey.

This is the first survey undertaken by Place Score with all results being loaded onto your online Service Monitor.

This report presents a high level summary of the results captured from residents and ratepayers of Noosa Shire in 2025.

The 2025 survey represents a change in methodology. It is a benchmark survey providing baseline data for future surveys to be compared against.

Noosa Council has committed to undertaking this Service Satisfaction Survey again in the 2026/2027 financial year. Councils are responsible for delivering a wide range of services, some prescribed, others expected. It is essential that councils understand the purpose of their survey, ie what we are trying to find out and how the results will be used.

The Queensland Government in their Measuring Service Performance Fact Sheet sets out three objectives in collecting data that will help improve:

Effectiveness—achieving key outcomes and benefits of council's services

Efficiency—using the lowest level of council resources necessary to deliver services

Economy—using resources prudently; considering overall efficient use of resources to deliver effective services will also measure economic return

Place Score's Service Satisfaction Survey and Service Monitor represent industry best practice and a necessary evolution in traditional engagement and reporting. The 2025 Community Satisfaction Survey represents a change in methodology and as such results are not directly comparable with previous results.

The Noosa Service Monitor dataset includes all 2025 survey results, along with data provided by Noosa Council from 2021. Where appropriate, these datasets have been integrated in the Service Monitor platform to enable indicative comparison only.

This information is available for Council use and is intended to support evidence-based planning, ensure effective service delivery, and inform strategies aimed at improving community satisfaction. More robust comparison data will be available in future survey cycles.



A CHANGED METHODOLOGY IN 2025

Noosa Council's adoption of Place Score's digital-first methodology marks a meaningful step forward in community engagement.

By using randomised email invitations and targeted social media, the approach captures a more inclusive and accurate reflection of the community, reaching beyond those typically accessible by phone.

It reduces costs, improves accessibility, and delivers more reliable data by including younger, more mobile, and culturally diverse voices, allowing people to participate online, at their own pace.

The result is a robust, repeatable process that is equitable, future-focused, and better supports evidence-based decision-making.

COMMUNITY ENGAGEMENT METHODS COMPARISON

	Past Method: Traditional Phone Surveys	New Method: Place Score Digital-First
Engagement method	Relies heavily on landline access	Uses randomised email invitations + targeted social media
Cost efficiency	High cost - up to 5x more per survey	Significantly lower cost and scalable for future use
Demographic reach	Skewed towards older demographics (65+)	More inclusive of youth, mobile, and culturally diverse groups
Accessibility	Time-consuming for respondents	Flexible participation – online, at their own pace
Sample quality	Often requires weighting due to demographic imbalance	Real-time quota tracking ensures demographic representation
Reach	Limited reach and declining landline usage	Over 90% of Australians have internet access
Response bias	Prone to "social desirability bias" in responses	Self-administered responses yield more honest, accurate data
Long-term value	One-off survey with no lasting infrastructure	Builds a reusable community panel for future engagements



THE SURVEY

The survey is designed to measure the community's satisfaction with the performance of Council services, and to identify priorities and focus areas for future planning that will improve outcomes.

The survey includes four main sections:

- The demographic and screening section
- The service performance and importance section
- Respondents' past and preferred communications with Council
- Satisfaction with the overall performance of Council and to share in their own words their desired focus for the future.

The survey captures community satisfaction with the performance of 50 Service Areas, across five Service Dimensions:

Community programs and services: this group of services focuses on the council's contributions to enhancing social and community well-being.

Community places: this group of services focuses on the council's provision of community and shared places, and how well they are managed and maintained.

Transportation, waste and water: this group of services focuses on the delivery and management of roads, paths, water and waste services.

For more information regarding the survey and reporting please visit the Methodology page on your Service Monitor.

Management and communications: this group of services focuses on the council's governance, organisational and communications practices.

Planning for the future: this group of services relates to the council's planning for a sustainable and successful future.



REPRESENTATIVE RESPONDENT PROFILE

A total of 398 resident and ratepayer surveys were completed. 296 of the 398 respondents were invited via email from a randomised database selection process, with a percentage of youth respondents invited face to face during school visits. 102 of the 398 respondents were invited via paid social media targeting specific age groups/genders. No public advertising of the survey was conducted³.

A sample size of 398 residents provides a maximum sampling error of plus or minus 5% at 95% confidence. To enhance reliability, the sample has been matched to the ABS Census profile to reflect the community's demographics.

This means that if the survey was replicated with a new group of n=398 residents, 19 times out of 20 we would expect to see the same results e.g. 79% satisfaction, with a variation of +/- 5% e.g. 74-84%.

An Engagement Panel database was cocreated by Place Score and Council.

RESPONDENTS

NOOSA SHIRE

N=398 95% +/-5%

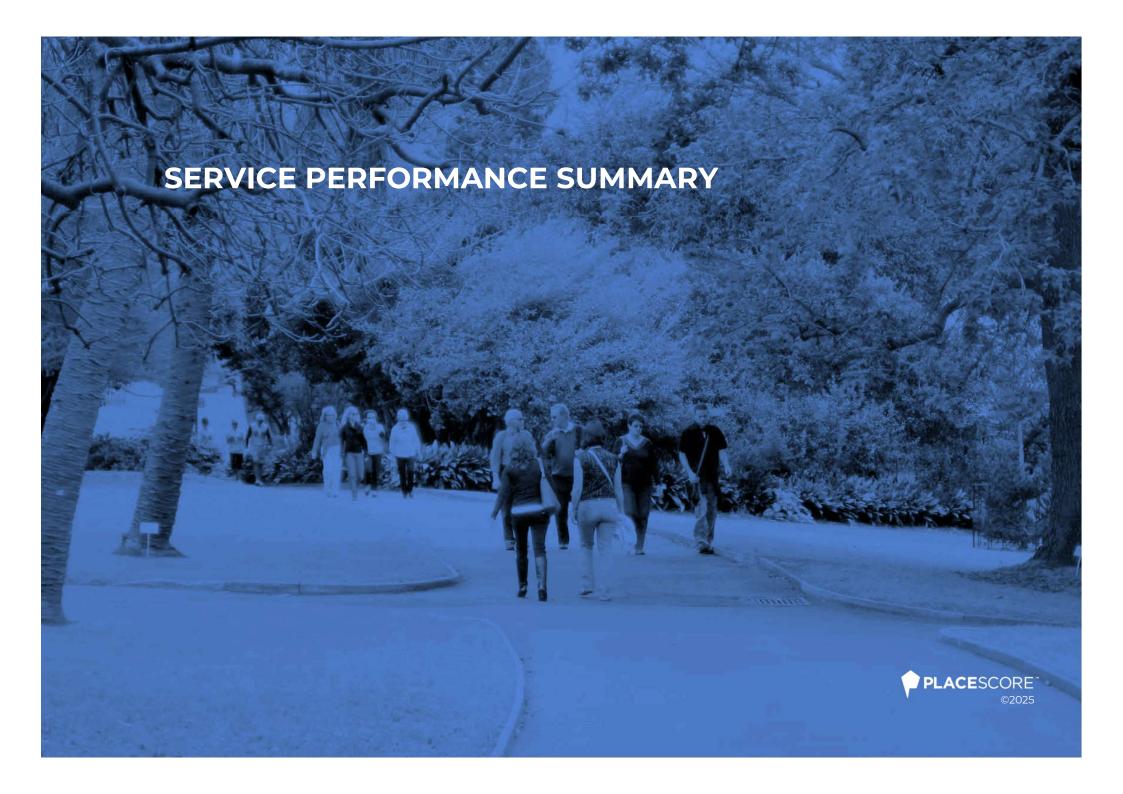
	15-	24	25-44		44-64		65÷	
	Target	Actual	Target	Actual	Target	Actual	Target	Actual
Male	21	21	38	28	68	67	63	71
Female	20	21	45	46	77	69	68	70
Other	-	0	-	2	-	2	-	1
% Target	10%	10%	21%	19%	36%	35%	33%	36%

ASSOCIATION1

	n=
Ratepayer (contact)	295
Ratepayer (no contact)	28
Non-ratepayer (contact)	42
Non-ratepayer (no contact)	33
Responses via email/ via schools	296
Responses via targeted social media	102

NEIGHBOURHOOD CONNECTION²

	n=
Tewantin	79
Noosaville	77
Coastal Communities - North	56
Noosa Heads	48
Cooroy and West	48
Other neighbourhoods (6)	90



NOOSA SHIRE COUNCIL SERVICES – AT A GLANCE

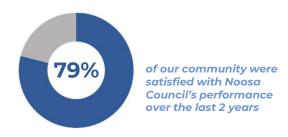
Overall satisfaction with the performance of Noosa Council has declined since the 2021 survey but remains on par with other Queensland councils.

Key findings:

- There has been a 14% decrease in overall satisfaction with Noosa Council services since 2021.
- The best performing Service Area is Library facilities, services and programs
- The highest priority is *Providing value* for money from rates which is ranked the most important Service Area overall
- The poorest performing is Provision and management of car parking, ranked 11th most important Service Area overall

Performance reporting in 2025 has been undertaken utilising a new methodology, as such 2021 data has been converted to enable an indicative comparison.

OVERALL PERFORMANCE¹ NOOSA COUNCIL



BENCHMARK² QUEENSLAND 2024



BEST PERFORMERS3

Top performing Service Areas:
Library facilities, services and programs
Garbage collection and waste management
Sport and recreation facilities and programs
Arts and culture services and/or programs
Beach and/or waterways services

HIGHEST PRIORITIES4

Providing value for money from rates

Council making decisions in the best interest of the community

Road maintenance and condition

Planning for future community needs

Important and performing poorly:

Provision and management of car parking

OVERALL SATISFACTION BY COHORT

Satisfaction with the overall performance of Council services ranges from 74% to 91% for key cohorts (very good, good and average combined).

Key findings:

- Noosa ratepayers (with Council contact in the last 2 years) reported overall satisfaction 4% lower than non-ratepayers (contact). Note: this falls within the margin of error, indicating similar satisfaction levels
- 25-44s are the least satisfied overall with the highest percentage of respondents selecting 'Very poor'
- Those who had no contact with Council rate overall satisfaction 11-13% higher than those who had contact with Council in the last 2 years
- In the table, P% = % of valid responses rated Very Good, Good or Average. 'Don't know' responses are excluded.
- * Only groups with more than 10 responses have been reported to ensure sufficient sample size.

BY COHORT¹

Thinking about all the services that your council provides, how would you rate your overall satisfaction with the performance of your council over the last 2 years?

	n=	P% ³					
All respondents	392	79 %	11%	33%			14% 8%
Female	200	81%	10%	37%			12% 7%
Male	187	76%	12%	30%			16% 9%
Other*	5	N/A			N/A		
15-24s	40	83%	13%	20%			15%
25-44s	75	77%	5%	41%			8% 15%
45-64s	136	74%	10%	28%		'%	18% 8%
65+	141	82%	14%	38%			12% 6%
Ratepayers (contact)	291	76%	10%	33%			15% 9%
Ratepayers (no contact)	28	89%	14%	439		32%	7%
Non-ratepayers (contact)	41	80%	17%	39		24%	15%
Non-ratepayers (no contact)	32	91%		.2% Very good ■ Go		63%	6%

SERVICE DIMENSION PERFORMANCE

Your community is generally most satisfied with the performance of the 10 Service Areas associated with Community places Service Dimension.

This reflects similar satisfaction levels with this Service Dimension across Regional Queensland.

Your community is generally least satisfied with the performance of the 10 Service Areas associated with **Management and communications** compared with those in other Service Dimensions.

Each of the five Service Dimensions includes 10 Service Areas that have been rated by your residents and ratepayers.



Management and

communications

SERVICE DIMENSION PERFORMANCE1

71%

TOP PERFORMERS

The top performing Service Areas cover a broad range of Council deliverables.

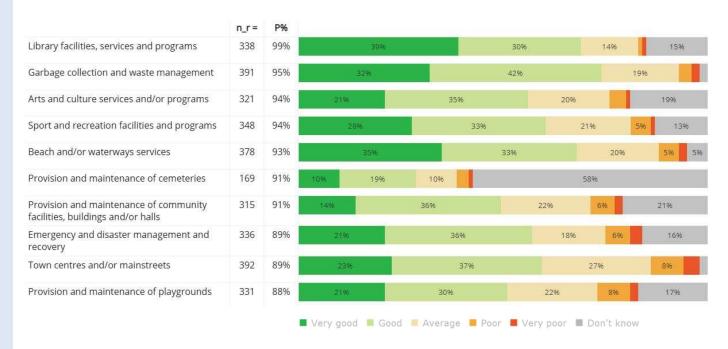
Key findings:

- 99% rated Library facilities, services and programs average, good or very good
- Library facilities, services and programs has the highest percentage of respondents rating it very good – 39%
- Provision and maintenance of cemeteries ranked as the 6th highestperforming service area, although 58% of respondents selected 'Don't know'

Your community rated their satisfaction with the performance of 50 unique Service Areas. If they had not had any experience with the Service Area they were asked to select 'Don't know'.

* In the table, P% = % of valid responses rated Very Good, Good or Average. 'Don't know' responses are excluded.

TOP 10 PERFORMING SERVICE AREAS



COUNCIL COMMUNICATIONS

337 of the 398 respondents have had contact with Noosa Council over the last 2 years. The majority (71%) communicated by telephone, by email or in person.

Key findings:

- Non-ratepayers are less satisfied with customer service (74%) than ratepayers (83%)
- The three preferred Council communication channels are email newsletter (55%), direct email (40%) and the Council website (27%)
- Those under 45 would prefer communications via direct email
- Those over 45 would prefer communications via email newsletter

* See attached spreadsheet for full responses * In the table, P% = % of valid responses rated Very Good, Good or Average. 'Don't know' responses are excluded.

COUNCIL CONTACT WITH LOCAL COMMUNITY



People have had contact with council in the last 2 years



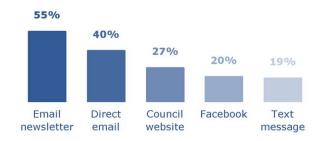
By telephone



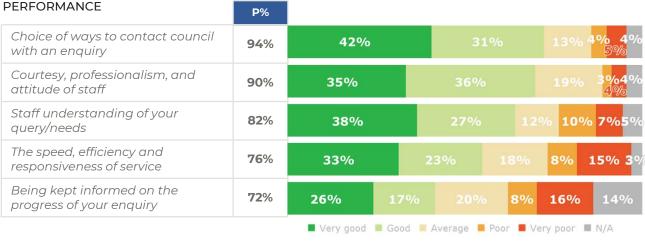
5@ **26**% By email

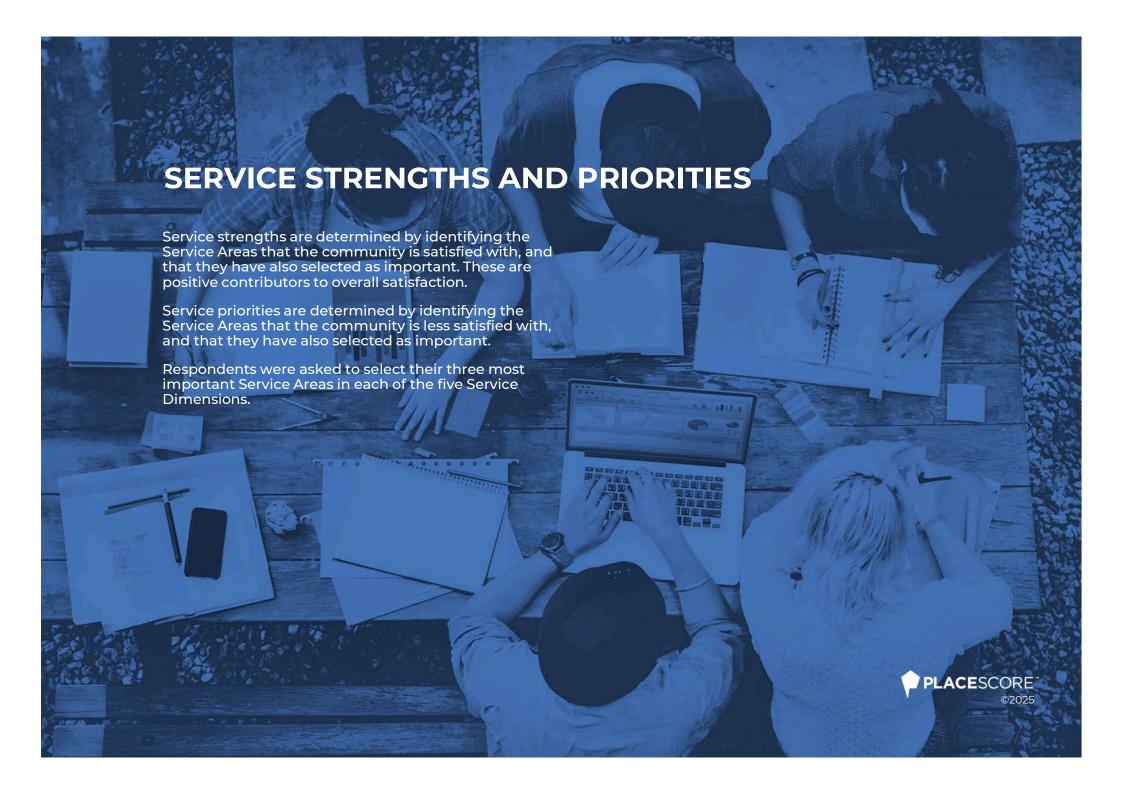


TOP 5 PREFERRED FUTURE CONTACT CHANNEL¹



CUSTOMER SERVICE





SERVICE STRENGTHS

Celebrate your 'Nurture' & 'Monitor' Service Areas: these are performing well.

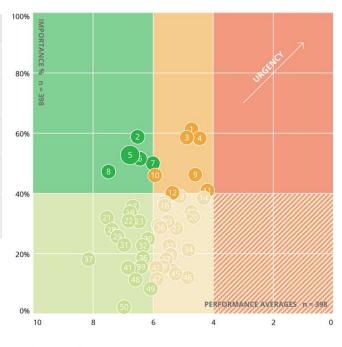
Services that scored highly in community satisfaction, that also rank highly in importance are Service Strengths.

Council should consider how to retain satisfaction levels for these services as they contribute positively to the community's overall perception.

In 2025 Council has five service areas which rated as Service Strengths.

#IM ¹	Service Area	PA ²	IM ³
2	Provision and maintenance of parks and public spaces	6.5	59%
7	Health services and/or programs	6.0	50%
6	Protection and management of the natural environment	6.4	52%
5	Community wellbeing	6.8	53%
8	Beach and/or waterways services	7.5	47%

Service Areas in this table are listed from highest to lowest priority.



Legend

- Nurture (Importance ≥ 40%, Performance ≥ 6)

 Prioritise (Importance ≥ 40%, Performance < 4)

 Manage (Importance ≥ 40%, 4 ≤ Performance < 6)

 Monitor (Importance < 40%, Performance ≥ 6)

 Maintain (Importance < 40%, 4 ≤ Performance < 6)
- Maintain (Importance < 40%, Performance < 4)</p>

SERVICE PRIORITIES

Investigate 'Manage' & 'Prioritise' services: these have the lowest performance scores.

Noosa Council has no 'Prioritise' level Service areas in 2025.

Council should consider how to improve satisfaction levels for services in the 'manage' category. Improving services that are important is most likely to positively contribute to improved overall satisfaction.

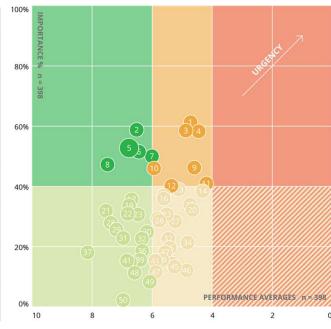
Council has seven service areas which are rated as Service Priorities.

The highest priority Service Areas relate to Management and communications, Planning for the future and Transportation, waste and water.

Providing value for money from rates is the highest community priority.

#IM ¹	Service Area	PA ²	IM ³
1	Providing value for money from rates	4.7	61%
4	Council making decisions in the best interest of the community	4.5	58%
3	Road maintenance and condition	4.9	59%
9	Planning for future community needs	4.6	46%
11	Provision and management of car parking	4.2	41%
12	Community consultation and engagement	5.4	40%
10	Safe public spaces	5.9	46%

Service Areas in this table are listed from highest to lowest priority.



Legend

- Nurture (Importance ≥ 40%, Performance ≥ 6)

 Prioritise (Importance ≥ 40%, Performance < 4)
- Manage (Importance ≥ 40%, 4 ≤ Performance < 6)
 Monitor (Importance < 40%, Performance ≥ 6)
 - Maintain (Importance < 40%, 4 ≤ Performance < 6)
- Maintain (Importance < 40%, Performance < 4)</p>

SERVICE PRIORITIES – COMMUNITY IDEAS

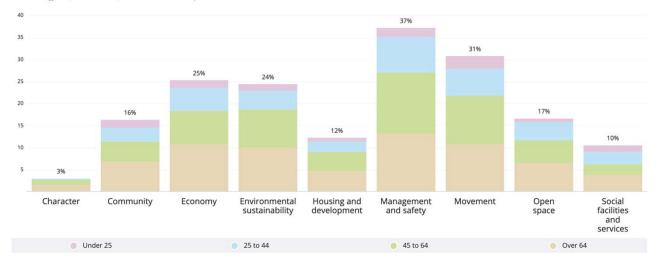
The community shared 345 ideas regarding Council's focus for the next two years.

Residents are calling for a more balanced, sustainable approach to development and tourism in Noosa.

Key concerns include overcrowding from tourism, housing affordability, and the need for better infrastructure, maintenance, and local services. There's a strong push to prioritise resident needs, protect the natural environment, and improve community engagement and transparency.

FOCUS FOR THE FUTURE

Considering all the services your council provides, what do you believe should be Noosa Council's focus regarding service delivery over the next 2 years. All ideas have been grouped into nine themes aligned with Council's strategies, services, and team responsibilities.



Providing for local residents -Upgrade of local and side streets not just main roads, improved street lighting and upgrades.

Female, 45 to 64, Ratepayer (contact), Tewantin

More regular public transports to reach Noosa and Brisbane direction. Roads design and intersections, look for unsafe intersections or bottle necks.

Male, 25 to 44, Ratepayer (no contact), Cooroy and West

Value for money and making sure it is spent on the right priorities.
Moderation of tourism. STAs are a disaster for our community.
Female, Over 64, Ratepayer

Female, Over 64, Ratepayer (contact), Noosaville





END NOTES

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- ¹ This provides a summary of the association each respondent has with Council and how they were invited to participate in the research.
- ² Number of respondents by neighbourhood. Each neighbourhood is a group of contiguous suburbs.
- ³ A small amount of incentivisation via \$20 EFTPOS vouchers was used for some hard-to-reach and underrepresented sectors.

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- ¹ We asked the respondents, "Thinking about all the services that your council provides, how would you rate your overall satisfaction with the performance of your council over the last 2 years?" This results shows respondents that are satisfied with performance included respondents who selected Very good, Good and Average answers.
- ² The Queensland benchmarks cover results from "overall satisfaction" questions collected between Jan 2023 and Dec 2024. These publicly available results were collated and weighted by population by Place Score.
- ³ Best performing Service Areas refer to those with the highest Performance Average (PA). This refers to the average Performance Percentage for each Service Dimension is the number of Very good, Good and Average answers divided by the total number of answers, rounded to the nearest whole number.
- ⁴ Priorities are defined as Important (IM>40%) and Performing Poorly (PA<4)

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- ¹ Totals may be higher than the sum of row cohort counts due to drop-offs, unanswered questions or missing data.
- ² n= number of respondents in this cohort.
- ³ **Performance percentage (P%)** The possible answers are Very good, Good, Average, Poor, Very poor and Don't know. The Don't know answers are excluded. The cohort's performance percentage is the number of Very good, Good and Average answers divided by the total number of answers, rounded to the nearest whole number.

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¹ The average Performance Percentage for each Service Dimension is the number of Very good, Good and Average answers divided by the total number of answers, rounded to the nearest whole number.

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¹ n_r refers to number of respondents who rated this service area. This table of top 10 performing service areas is sorted by the order of Performance Average high to low.

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¹ Respondents were allowed to select more than one contact channel.

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- ¹ #IM Importance ranking #1 most people selected this Service Area as important, to #50
- ² PA Performance average: The service area's performance average is the average of the scores of all respondents, rounded to one decimal place.
 ³ IM Importance %: The service area importance is the percentage of respondents that selected that service area, rounded to a whole number.

All 50 Service Areas

Youth services and/or programs (Noosa Youth Hub. events and activities for teenagers, digital tech programs, etc.)

Arts and culture services and/or programs (The J. Noosa Regional Gallery, public art iniatives, creative industry support, etc.)

Health services and/or programs (Licencing and inspection of restaurants/cafés/shops, noise complaints, waterways sampling, mosquito/midge treatment, etc.)

Family and children services (Programs and activities for children aged 0 - 13 e.g. holiday programs, creche, Learn to Swim, Mums & Bubs, etc.)

Community programs and services

Services and/or programs for older residents (Living Well -Seniors, social support groups/individuals, home maintenance/modifications, transport to medical appointments, etc.)

Disability access and inclusion (Access to community and sporting facilities, programming e.g. Living Well, playgrounds, suitable pathways/parking, etc.)

Volunteers and community groups (Providing training, advice and activities to develop strong, sustainable community organisations)

Community grants (Funding for equipment, infrastructure, projects and events)

First Nations engagement and partnerships (Kabi Kabi cultural heritage and land use matters, Indigenous Land & Sea Rangers, etc.)

Community wellbeing (Community events, Living Well program, support for vulnerable people, Christmas Convoy, etc.)

Library facilities. services and programs (Branch and mobile libraries, storytelling, tech tutorials, Makerspace, Seed Library, etc.)

Sport and recreation facilities and programs (Noosa Aquatic Centre, Noosa Leisure Centre, sports-fields/precincts, land/support for clubs & facilities, etc.)

Provision and maintenance of parks and public spaces (Open space, off-leash dog areas, shelters, BBOs, outdoor showers, etc.)

Provision and maintenance of community facilities, buildings and/or halls (Community centres, local halls, caravan parks, etc.)

places

Provision and maintenance of playgrounds (Hinterland **Community** Playground, Pirate Park, neighbourhood and village playgrounds, etc.)

Provision and maintenance of public toilets

Safe public spaces (Lighting, CCTV, etc.)

Provision and maintenance of cemeteries (Tewantin, Cooroy & Pomona cemeteries)

Town centres and/or mainstreets (Look and feel, inviting and attractive streetscapes, vibrant town centres)

Beach and/or waterways services (Lifequard services, beach access, showers, sand replenishment, Noosa North Shore Ferry, etc.)

All 50 Service Areas

Road safety (Traffic planning, traffic lights, roundabouts, traffic 'calming', directional signage, etc.)

Road maintenance and condition (Repairing potholes/damaged road, resurfacing, grading, street sweeping etc. Excludes highways/state main roads, etc.)

Road construction and upgrades (Upgrading gravel roads and roundabouts, intersection widening, bike lanes, new median strips, etc.)

Road side vegetation and verge maintenance (Safe sight lines and visual amenity, verge mowing, etc.)

Transportation, waste and water

Stormwater and drains (Open and underground stormwater drains, levee banks, kerb and channel/gutters, etc.)

Provision and management of car parking (Planning, delivery and maintenance of on- and offstreet parking)

Garbage collection and waste management (Household, commercial and public/street bins, recycling and green waste, waste minimisation, etc.)

Rubbish tip (Noosa Resource Recovery Centre, Cooroy & Pomona Waste Transfer Stations)

Provision and maintenance of pathways (Pedestrian and bike paths)

Illegal dumping management (Collection and enforcement of unlawfully disposed waste in public areas, parks, natural areas, etc.)

Planning and development services (Development assessment, building/plumbing approvals, building/plumbing inspections, swimming pool fencing, etc.)

Animal management (Registrations, management of stray animal/wandering stock, impounding strays, regulated dog program, etc.)

Community consultation and engagement (Enabling participation in decision making via Your Say Noosa website, newsletters, workshops, stakeholder collaboration, etc.)

Council customer service (Respectful, knowledgeable, responsive and helpful staff across all Council services)

Communication and information sharing (Informing the community about decisions and Council activities via website, newsletters etc. Council information readily accessible, etc.)

Councillor contribution (Dedicated, knowledgeable, helpful, respectful and readily accessible)

Providing value for money from rates (Fair/equitable rates/fees across residential, rural, commercial etc., balancing income from rates with user-pays fees/charges)

Advocacy and lobbying (Representing local needs/interests to state/federal government and other external organisations)

Financial management (Responsible, open and accountable management of the Council's finances)

Local laws enforcement and education (Regulation around overgrown land, illegal camping, abandoned vehicles, short term accommodation, signage, parking etc.)

Management and communications

All 50 Service Areas

	Protection and management of the natural environment (Bushland reserves, ecosystem support, coastal and foreshore dune management, river/waterway quality, conservation, parks and gardens)
	Planning for future community needs (Plans/strategies for leadership & direction re: housing, community, sport & recreation, transport, place plans, smart biosphere, etc.)
	Protection and management of local history and heritage (Preservation of historic places, artefacts, buildings, monuments, facilities, records, etc.)
	Emergency and disaster management and recovery (Coordination during local disaster events and education to prepare, respond and recover from local hazards & emergencies)
Planning for the future	Addressing and responding to climate change (Reducing emissions and building resilience to floods, heatwaves, bushfires, drought, coastal change, rising seas, etc.)
	Investment in resource sustainability (Supporting both Council and community to look after nature, save water, reduce energy use, community batteries and reuse materials)
	Council making decisions in the best interest of the community (Making balanced, evidence-based and transparent decisions for the broad community)
	Local business support and programs (Digital Hub, Business Boost, business grants, supporting business associations and chambers of commerce, etc.)
	Town planning (Noosa Plan 2020 - appropriate zoning for residential, rural, commercial, industrial, recreational, open space & environment)
	Economic development and employment opportunities (Promoting/supporting a strong, diverse, resilient local economy, attracting investment and increasing local jobs)

