



Reference: MC/16/19137
Enquiries: General Manager's Office

Michael Bullen
Delegate
Council Boundary Review
GPO Box 5341
SYDNEY NSW 2001

26 February 2016

Dear Mr. Bullen,

Re: Council Boundary Review – Manly and Mosman Municipal Council and part Warringah Council

Thank you for the opportunity to submit the attached compendium which is in support of the substantive submission made by the Mayor of Manly, Jean Hay AM on 2nd February 2016, and was prepared in accordance with section 263(3) of the *Local Government Act, 1993*.

As you are already aware from the Mayor's substantive submission, the community's long held preference for their Manly Council is the status quo. That is, an independent and standalone Manly Council.

Therefore, notwithstanding what is in the Merger Proposal, it is my duty to again reiterate to you that the Council's resolved position is to standalone with no changes to its present boundaries; and that its first preference is to remain independent.

Turning to the Merger Proposal itself and since the Mayor has already made it clear in her substantive submission that absent Council's first and second preferences from the Merger Proposal, the proposed merger between itself, Mosman Municipal Council and part of Warringah Council by the Office of Local Government, and the Local Government Boundaries Commission, is an acceptable third preference. Therefore, I have to advise you the Merger Proposal is in line with Manly Council's preferences for the future of its community, and research undertaken to date.

Attachment 1 of the compendium examines each of the factors required to be considered, and concludes that the Merger Proposal, while not Council's first preference, is nevertheless in the best interests of the Manly community, if forced by the NSW Government to merge with neighbouring councils.

In this letter, I would like to draw your attention to the evidence gathered from independent research involving extensive community surveys undertaken to date to ascertain how supportive the community was to merger propositions, including

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the scenario proposed in the Merger Proposal being considered by the NSW Government, if maintaining the status quo was not an option.

In this regard, contrary to claims, independent research found that there is overwhelming community support from each council area for the Merger Proposal to create two councils of equal size from the present Manly, Warringah and Pittwater Councils. Independent researchers also found that the Mosman Community was not completely adverse to the Merger Proposal to merge itself with Manly and part Warringah.

In this regard, I would like to draw you particular attention to a random survey of a representative sample of 499 Manly LGA and 405 Pittwater LGA residents, independent researchers, Taverner Research for Manly and MicroMex Research for Pittwater, found that both Manly and Pittwater residents overwhelmingly rejected the mega council option advocated by Warringah Council. However, the majority of Manly (59 percent) and Pittwater (89 percent) residents supported the option for two councils of equal size if the status quo was not an option.¹

In a similar random survey of 478 Warringah residents, independent researchers, Taverner Research, found that if neither the status quo nor forming one council on the Northern Beaches was an option, 74 percent of Warringah residents indicated that two councils of equal size is their most preferred and second most preferred option.²

In other words, independent research found that most of the residents of the Northern Beaches support two councils of equal size if the status quo was not an option.

In relation to Mosman, in a random survey of a representative sample of 301 residents, independent researchers found that 91% of residents surveyed were aware of the government's proposal to merge councils; and on the question of forced merger preference, independent researchers found that Mosman residents were ambivalent about their preference, with a little under half (44%) preferring Mosman to merge to the north with Manly and part Warringah Councils, and over half (56%) preferring a merge to the west. Support among 18-34 year olds for a merger to the north was 47%.³

Manly Council understands that, if the Merger Proposal is successful, and a new council body is proclaimed for a new area, Manly Council, Mosman Municipal Council and Warringah Council will cease to be.

Concluding Comments

Notwithstanding the Council's preference is to remain independent, it is acknowledged that the creation of a new council proposed by the Merger Proposal has the potential to result in additional benefits in terms of financial and community of interest benefits and from other savings; and that these may arise from merging Manly with Mosman and the southern part of Warringah Council, where it is anticipated that the new council will be 'greater than the sum of its parts'.

¹ page 13 of Attachment 2, page 5 of Attachment 3, page 21 of Attachment 6

² Page 13 of Attachment 4

³ Page 11 of Attachment 5

Despite the potential for community benefits to flow from the Merger Proposal, the proud history, and independence of the councils as they exist now should not be lost but should be preserved by a new Council, and by the NSW Government through statutory provisions.

If there are any questions regarding the contents of this submission, please do not hesitate to contact my office directly on 9976 1503.

Yours sincerely,


Henry Wong
General Manager

Date: 26/2/2016



ATTACHMENTS:

1	Manly Council's Submission in response to the NSW Government's Merger Proposal Manly, Mosman and part Warringah Council Boundary Review, February 2016.
2	Taverner Research Report, A Survey of Manly Residents on Council Merger Options, May 2015, Project Reference Number 4973.
3	Taverner Research Report, Have Your Say – Community Feedback Form and Online Survey, June 2015. Project Reference Number 4968.
4	Taverner Research Report, A Survey of Warringah Residents on Council Merger Options, March 2015 (Project Reference Number 4948).
5	Taverner Research Report, A Survey of Mosman Residents on Council Merger Options, February 2016 (Project Reference Number 5060).
6	Pittwater Council, Pittwater Council Improvement Proposal, Appendix 2, Micromex Research Report Fit For Future Online and Paper Surveys, published on IPART website, www.ipart.nsw.gov.au , accessed on 22 February 2016.



ATTACHMENT 1

Manly Council's Submission to the NSW Government's
Merger Proposal Manly, Mosman and part Warringah Council
Boundary Review,
February 2016.

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Manly Council's Submission to the NSW Government's Merger Proposal:

Manly, Mosman and part Warringah Council Boundary Review, February 2016

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Executive Summary

Manly Council supports the consideration of the proposed merger between itself, Mosman Municipal Council and part of Warringah Council by the Office of Local Government, and Boundaries Commission ('Merger Proposal'); however, its first preference is to remain independent.

Manly Council has a long proud history and was incorporated as a local government body on 6 January 1877. At that time it was well known as a sea side resort, and 'seven miles' from the 'cares of Sydney'.

It is today home to 44,756 residents, and still a place 'where the natural environment and heritage sustain and complement a vibrant cosmopolitan and community lifestyle'.

It is well known internationally today for its distinguished heritage, culture, environment and Manly as place will continue to draw people from around the world to its shores (an estimated 8 million visitors per annum).

Manly Council supports the proper consideration of the Merger Proposal, including community consultation. This is important to ensure that any structural change is in the best interests of the future Manly community.

NSW Government's policy is to reduce the number of councils in Metropolitan Sydney from 43 to 25. Council has no alternative but to consider this Merger Proposal.

This Merger Proposal is in line with Manly Council's preferences for the future of its community, and financial research undertaken to date.

Council understands that if the Merger Proposal is successful, and a new council body proclaimed for a new area yet to be defined, that Manly Council, Mosman Municipal Council and Warringah Council will cease to be.

Background

Manly Council's adopted Fit For Future position was resolved at its Extraordinary Meeting of Monday 22nd June 2015, and was to:

- i. remain Independent,*
- ii. reject the recommendation of the Independent Local Government Review Panel for one 'mega' council on the Northern Beaches,*
- iii. submit Council's improvement proposal (Template 2) and Business Case to remain a standalone Manly Council,*
- iv. provide IPART with a test case for two councils of equal size on the Northern Beaches, and ask the government to demonstrate and prove to the community of Manly how such an option will result in an overall reduction in rates in the long term, improve local infrastructure and council services, enhance environmental management and most important of all how it will advance the democratic and community of interest of Manly's residents.*

Council agrees that reform of local government particularly financing and funding is long overdue. Generally, the Fit For Future reforms are sensible.

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Manly Council continues to prove that it punches above its weight as far as the reforms are proposed:

- It is financially sustainable – unlike many NSW councils.
- It delivers on capital and community projects for its community and has never had to apply for a special rate variation to do what is needed.
- TCorp in 2013 found that Manly Council had a sound financial sustainability ratio (within the top 23% of councils), and had a neutral outlook.

Indeed, IPART's October 2015 report found that Manly Council was financially sustainable and fit!

According to IPART though, Manly lacks 'scale' and 'strategic capacity'.

We have been highly critical of IPART's methodology, rationale and reporting!

The regional collaboration through the SHOROC during the last 20 years has been outstanding! It has delivered on health, infrastructure, the environment, regional projects, and working with state government to improve transport, traffic and other services.

We do not lack scale, we work with our regional neighbours, and we will continue to work together in the future.

We can further enhance this region's ability to provide housing and employment opportunities for our community. Whether we are merged together, or not!

Since IPART's report, there have been the following developments:

- Manly Council was required to consider a merger and provide an obligatory 50 word on-line submission to the Office of Local Government on 18 November 2015 stating its three merger proposal preferences; and
- Minister Paul O'Toole's announcement of 18 December 2015 proposed a merger between Manly, Mosman and the southern part of Warringah councils, and we are now considering this as is required.
- We do not propose any minor or major changes to the merger proposal.
- We believe that the proposal if transitioned properly will deliver benefits in the long run for our community that span financial, the environment, community services and infrastructure delivery;

Consideration of Factors under the Local Government Act

Manly Council has considered the following factors in its submission regarding the Merger Proposal in accordance with section 263 of the Local Government Act in its submission in the following pages. These are in particular:

(a) the financial advantages or disadvantages (including the economies or diseconomies of scale) of any relevant proposal to the residents and ratepayers of the areas concerned,

(b) the community of interest and geographic cohesion in the existing areas and in any proposed new area,

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(c) the existing historical and traditional values in the existing areas and the impact of change on them,

(d) the attitude of the residents and ratepayers of the areas concerned,

(e) the requirements of the area concerned in relation to elected representation for residents and ratepayers at the local level, the desirable and appropriate relationship between elected representatives and ratepayers and residents and such other matters as it considers relevant in relation to the past and future patterns of elected representation for that area,

(e1) the impact of any relevant proposal on the ability of the councils of the areas concerned to provide adequate, equitable and appropriate services and facilities,

(e2) the impact of any relevant proposal on the employment of the staff by the councils of the areas concerned,

(e5) in the case of a proposal for the amalgamation of two or more areas, the need to ensure that the opinions of each of the diverse communities of the resulting area or areas are effectively represented,

Manly Council has comprehensively assessed all possible amalgamation options with its neighbouring councils as part of the State Government's Fit for the Future (FFF) program.

As part of this process, Council, together with industry experts KPMG, meticulously looked at every financial, social, strategic and practical implication a council merger might have on its financial sustainability and our community service delivery.

While Manly Council is 'fit for the future' (and financially sustainable in all ratios and performance measures) without needing to merge, and Council decided that remaining independent was the best outcome for the community, this is not an option at present for the NSW Government.

This submission find that Merger Proposal concurs with Manly Council's submissions to date to the NSW Government and research undertaken with the community.

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(a) Financial Advantages or Disadvantages (including economies or diseconomies of scale) of any relevant proposal to the residents and ratepayers of the areas concerned,

The Merger Proposal of the NSW Government and KPMG supporting documentation highlight that some of the future benefits of a merger between Manly, Mosman and southern Warringah areas might be:

- An estimated \$72 million net financial benefits over a 20 year period that will deliver better community services, enhanced infrastructure and lower rates.
- Possible \$47 million in net financial savings over 20 years.
- Possible council performance improvements - by 38 per cent in annual operating terms within 10 years.
- An asset base of approximately \$736 million to be managed by the merged council.
- Estimated \$4 million in savings every year from 2020 onwards.
- A proposed balance sheet that is stronger and in a better position to meet local community needs and priorities.

There are a number of financial benefits that *potentially* could be realised through the Merger Proposal for the Manly community in terms of greater financial sustainability, opportunities for improved services and infrastructure, regulatory benefits and strongly performing assets and infrastructure.

Financial Sustainability

The Merger Proposal and supporting documentation, prepared by KPMG, show a strengthened balance sheet and an opportunity for improving financial performance across the three council areas, with a projected operating revenue of \$226.8m in 2019-20, and an operating result of \$6.6m in 2019-20. This is considered a good outcome for the community in financial terms.

The opportunity provided by the Merger Proposal for future financial savings of around \$47 million for the new council over 20 years is also supported. Forecast 36 per cent increases in operating results for the merged entity within 10 years, combined with efficiencies across council operations and removal of duplicated roles, functions and management will also have benefits provided that services are not reduced to the community.

As well, it is understood that future efficiencies can be created through increased purchasing power of materials and contracts (estimated as \$12 million), and a reduction in elected officials reducing expenditure on councillor fees (estimated as \$2 million). It is understood that in order to achieve these savings, there will be fewer councillors in Manly that directly represent the community. While this is considered inferior to being independent, it is considered that 25 elected representatives at present is too much for the proposed area in terms of benefits and costs.

Manly Council supports that the savings generated through the merger enable the new council to reduce its reliance on rate increases to fund community infrastructure.

It is recommended that savings are achieved through removal of duplications, not through reducing important community services, council operations and functions.

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(b) Community of Interest and Geographic Cohesion in the Existing Areas and Any Proposed New Area,

The proposed new council population comprising Manly, Mosman and Warringah (part) is estimated to represent 153,008 people and covering an area of 49sq km.

Analysis of the demographics show that there are 'communities of interests' of residents in the proposed area, across household incomes, housing, age profiles, education and employment.

These are shown in the table below for the four councils of Manly, Warringah, Mosman and Pittwater and Greater Sydney.

	Manly	Warringah	Pittwater	Mosman	Greater Sydney
Median Age	37✓	38✓	42	40	36
Median Weekly Household Income	\$2,221✓	\$1722	\$1819	\$2465✓	\$1447
Couples with children	30%✓	37%	38%	28%✓	35%
Older couples without children	8%✓	9%✓	12%	9%✓	8%
Medium & High Density Housing	62%✓	41%	26%	63%✓	40%
Households with a mortgage	27%✓	36%	37%	24%✓	33%
Median Weekly Rent	\$520✓	\$440	\$498✓	\$473✓	\$351
Households Renting	35%✓	25%	18%	32%✓	30%
NESB	12%✓	15%	8%	14%✓	26%
Bachelor or higher Degree	40%✓	26%	25%	45%✓	24%
Vocational	10%✓	17%	18%	7%✓	15%
Public Transport (to work)	29%✓✓	16%	8%	30%✓✓	20%
Unemployment	3.7%✓	3.5%	3.5%	3.7%✓	5.6%

Some observations on these metrics (based on 2011 ABS Census data) is provided below to show similarities and differences between Mosman, Manly, Warringah, Pittwater and Greater Sydney area as follows:

- Comparing the median age across the areas, it is evident that there are more older people living in the north (Pittwater) compared with Manly and the rest of Sydney.
- In terms of median weekly household incomes, there are similarities in income between Mosman and Manly households. The areas containing the greatest numbers of couples with children are living in the northern end of the peninsula (Pittwater and Warringah) and probably related to more affordable housing options available in these areas. For instance, there are greater numbers of older couples without children are located in Manly and Mosman, compared to Warringah and Pittwater areas.
- In terms of housing, the numbers of medium and high density housing are greatest in the Manly and Mosman areas with 62% and 63% respectively comprising of this type of housing, compared to Warringah and Pittwater where single dwelling housing is dominant.

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- As well, there are similarities in the cost of housing, including renting across the lower Warringah, Mosman and Manly areas: this is based on a review of median weekly rents, and housing (including type) for sale prices. As well the proportions of households renting is most similar in Mosman and Manly areas (between 35% and 32% respectively).
- In terms of the education of the population, there are also vast differences in skills in the Northern Beaches and SHOROC region. Those holding a Bachelor degree or higher live in either Mosman or Manly, compared to Pittwater and Warringah; while those holding vocational qualifications are highest in the northern end of the peninsula.
- The accessibility of transport for Mosman and Manly residents is also a drawcard to the area. High levels of public transport usage are evident in the demographics, compared to lower usage levels of Warringah and Pittwater residents.

Local Economy

The new merged council will be in a good position to manage and coordinate regional economic resources, and the growth of jobs and infrastructure in the area.

Some of the local economic characteristics of this area (shown previously in some of the demographic comparative data) are:

- Above average household incomes compared to the Sydney metropolitan average;
- Low rates of unemployment – below the Sydney metropolitan average of 5.4 per cent;
- Moderate growth in total employment with each of the three councils registering growth above 1.2 per cent – but below the Sydney metropolitan average of 1.6 per cent;
- Highly educated population- higher than the Sydney metropolitan average
- Similar industry composition across all three council areas with professional, scientific and technical services the largest sector in each council area.
- Businesses across the council areas are also numerous in the property and business services, hospitality, international education, health care, recreation and tourism sectors.

The merged area has the potential to prioritise, continue and co-ordinate efforts undertaken separately by the various Councils and SHOROC in this area that are needed for businesses, local employment and jobs.

Geography and Environment

Manly Council supports that the proposed boundaries for the new council draws on natural features. These include: the eastern boundary being the Tasman Sea; the southern edges bordering Sydney Harbour; and the western boundary following the western edge of Beacon Hill and the Manly Warringah War Memorial Park; and the North edge following the suburb of Allambie Heights, Beacon Hill, Narraweena, and Dee Why. It is understood that the new council area includes large expanses of national parks, beaches and reserves and that the area is also surrounded by water.

The management of these catchment areas, parklands and environmental assets is considered of strategic importance to the protection and future of the region. There will be challenges and opportunities for the new council in coordinating regional resources and

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infrastructure accordingly to manage flooding, bushfires, coastal erosion and other arising future issues.

The new council will be well placed to manage the communities of interest, including communities with similar demographic, economic, and geographic interests and characteristics in the future.

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(c) the existing historical and traditional values in the existing areas and the impact of change on them,

There is an opportunity for existing historical and traditional values in the areas of Mosman, Manly and Warringah to be strengthened in the future, and well managed by the proposed new merged council.

The community engagement undertaken in 2013 showed continued support for the current vision that Council has for the Manly area from all groups in the community.

This is replicated below.

Vision for Manly

Where natural environment and heritage sustain and complement a vibrant cosmopolitan and community lifestyle.

In addition, we will work in partnership to deliver enhanced safety, cleanliness, accessibility, connectedness, and sustainability in Manly for current and future generations.

Manly's Community Values

Various community values were also considered important during the next ten years to support the community vision for the future of Manly.

In the Manly area, the following values describe what we believe in and how we aspire to live together, and working towards:

- A sustainable environment and economy;
- Affordable housing;
- Accessible places;
- Connected & involved local community that is culturally vibrant;
- A clean environment;
- Protecting its natural and built environment;
- A place for both residents and visitors to enjoy;
- Managing its population growth;
- Well managed and accountable local government; and
- Clearly defined plans.

These values are represented in a variety of ways in which Manly Council delivers its services, projects and plans in working with the community now, and will be important in the future.

This includes delivery of services that span the social, economic, environment and governance structures.

These values are evident in the importance of community consultation and social capital initiatives via community panels, precincts, special advisory committees, partnerships, volunteering, environmental heritage conservation, protection through development controls, waste services, cleansing services, community events and cultural activities, traditional ceremonies, and all services for the community.

There is a great opportunity and challenges for the newly merged council in creating a new culture that builds on these values, and historical and traditional connections in the Manly

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area through future services and agreements. It will be important to link historic and traditional cultural values to ensure continuity of community services, consultation, events, celebrations, places, and memorials.

Some of the key historic and traditional community values in the Manly area that will also be important in future discussions and strategic planning for the area will be:

- Manly's sense of place in Sydney's northern beaches, Sydney and its gateways;
- Manly's important environmental heritage and legacy in the future (from pre-European history to now & beyond);
- Manly's historic settlement patterns, as well as the role of transport in the development of the area to Sydney and beyond; including ferries, trams, buses, building of the spit bridge, and the challenges and opportunities provided by the harbour and its beaches;
- Manly's continued natural environmental protection, including native species, bushland, terrain, natural waterways, lagoons, and waterways, beaches and Harbour foreshores, and management of future development, housing and employment pressures;
- Manly's current and future infrastructure needs and capacity to provide local, regional and Sydney services, beyond the domain of councils, such as major roads, sewerage, electricity, utility services, etc;
- Manly's community infrastructure and the future management to balance competing public and community demands, including community swim centres, halls, beaches, parks, public assets, sporting clubs; and
- Working with Federal and State agencies to prioritise resources and co-ordinate agencies that deliver important services, and allocate grant funds for the community.

Some of the community values that are considered important and demonstrated in key community partnerships, shared regional services and facilities that will be important in governance and democratic arrangements for a future merged council entity:

- Input to strategic planning and service delivery; Manly Council currently manages a range of 19 Special Purpose and 5 Joint Committees that provide an opportunity for community members, non-government organisations, and other NSW agencies to advise Council in strategic and operational areas of service delivery; it also supports a Precincts Community Forums system that provides comments on development applications and significant strategic planning issues;
- Volunteering – Council currently has approx. 600 people registered to assist deliver events (Australian Open of Surfing Event), tourism, art gallery services, meals on wheels, library services;
- Good working relationships with a variety of clubs and sporting associations including: football, soccer, and cricket clubs, including Manly Warringah Sea Eagles, Manly Rugby, Manly Cricket Club; Surf Life Saving clubs: Manly, North Steyne and Queenscliff surf clubs; Surf Lifesaving Australia;
- Key community partnerships to deliver services: Northern Beaches Lifeline, Radio Northern Beaches, Northern Beaches community college, and Pioneer Club House.

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(d) the attitude of the residents and ratepayers of the areas concerned,

Manly has extensively consulted its community and neighbouring areas on possible options as part of its Fit For Future processes during the last 12-18 months.

During this consultation, Council found that the community's clear preference out of all 'forced merger' possibilities, was to have two councils of equal population size.

Independent research has found residents prefer two councils of equal size

In a random survey of a representative sample of 499 Manly and 405 Pittwater residents, independent researchers¹ found that both Pittwater and Manly residents overwhelmingly rejected the mega council option advocated by Warringah. However, the majority of Manly (75 percent) Pittwater (89 percent) residents support the option for two councils of equal size if the status quo was not an option.

In similar random survey of 478 Warringah residents, independent researchers found that if neither the status quo nor forming one council on the Northern Beaches were a preferred option, seventy-four percent of Warringah residents indicated that two councils of equal size is their most preferred and second most preferred option.

In other words, independent research found that most of the residents of the Northern Beaches support two councils of equal size.

Further independent research undertaken of Mosman residents shows that they are split on whether to merge with their neighbours to the west (e.g North Sydney), or the north (e.g Manly and Warringah).

This consultation is detailed in the paragraphs below.

Independent Manly Community Survey November 2014

In November 2014, Manly residents (approx. 302) were asked as part of the *annual Customer Satisfaction Survey*, four questions about their preferences to merge with a neighbouring Council, and in order of most preferred merger options.

These were:

1. *Are you aware of the NSW Government's proposal to reduce the number of metropolitan councils in Sydney?*
2. *Are you aware that this proposal includes reducing the number of Sydney Metropolitan Councils from 41 to 18?*
3. *Do you support having one single council on the Northern Beaches incorporating Pittwater, Warringah and Manly councils?*

¹ Independent researchers: Taverner Research, and Micromex Research

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4. *If Manly Council has to merge with a neighbouring council which are would you prefer to merge with (in order of preference), Mosman, Warringah Council; and Warringah Council up to Dee Why?*

There were 89% of respondents that were aware of the State Government's proposal to reduce the number of metropolitan councils in Sydney, and 63% of respondents were aware that the proposal includes reducing the number of Sydney council from 41 to 18.

In terms of the proposal to form a single council on the Northern Beaches, **57%** of respondents rejected the proposition of a Manly merger with Pittwater and Warringah Councils to form one local government area (extending from the Middle Harbour to Palm Beach).

In response to the question if Manly Council had to merge with a neighbouring council, the following first preferences for Manly residents were observed:

- Area south of Dee Why up to Warringah Road (**42%** preferred);
- Whole of Warringah (**39%** preferred);
- Whole of Mosman (**19%** preferred).

May 2015 Community Survey

Manly residents were specifically asked about their merger preferences for Council in May 2015 by independent research company, Taverner Research. This was conducted by a telephone survey of 499 adult residents of the Manly Council LGA.

The survey aimed to:

- Measure awareness of the NSW Government's plan to reduce the number of councils; and
- Identify support or opposition for different amalgamation options.

The majority of residents surveyed indicated being aware of the proposed amalgamation of councils put forward by the state government. Awareness was lowest among younger residents and highest among those who reported having received the council provided information packs regarding amalgamation. Knowledge of the detail was significantly lower with two out of five (41%) of all respondents aware of the nature of the proposed reduction of 41 councils through amalgamation.

Amalgamation Preferences

There was greater support (51%) for the status quo (i.e. remaining as a standalone council) and this was one and a half times greater than opposition (35%) to this option.

If remaining as a standalone council was not an option, 61% of residents surveyed indicated support for amalgamation.

If amalgamation was forced by state government, the preferred option for amalgamation was for two councils on the Northern Beaches of approximately equal size in population (59%).

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Manly Community Feedback Forms June 2015

In May/June 2015, there was also a separate consultation conducted to test community support for 'forced options' with 18,000 brochures and feedback forms distributed to every residential address in Manly. There were 1,963 people that responded to the request for feedback via Council's Feedback form or on-line survey as part of the 'Your Manly Your Say' campaign.

The people responding to this campaign included Manly Council staff, residents with a specific Manly address, and those providing online survey responses on the options provided in Manly Council's community brochure (as required under the Fit For Future NSW Government submission).

These responses were independent tabulated, collated and analysed by research company Taverner Research in June 2015 for the period 11 May to 5 June 2015.

There were two options surveyed via the Feedback Forms and Community Brochures were:

- Option A "Two Councils of Equal population based on existing suburb and catchment boundaries"; and
- Option B "The State Government's proposal to merge your Council with Pittwater and Warringah Councils into one Mega Council".

The results were:

- That 76% of feedback forms received show support for Option A (Two Councils on the Northern Beaches). This is in preference to Option B One Mega Council (24% support).
- That of the online survey responses, there was 67% support for Option A (2 Councils) as opposed to Option B One Mega Council (33% support).
- That in terms of staff support, there was greater support for Option A Two Councils (85% support) than Option B One Mega Council (15% support).

Warringah Community Survey

Manly Council has also commissioned surveys of its neighbouring communities to find out their views on amalgamations and council mergers.

In similar random survey of 478 Warringah residents in March 2015, independent researchers found that if neither the status quo nor forming one council on the Northern Beaches were a preferred option, seventy-four percent of Warringah residents indicated that two councils of equal size is their most preferred and second most preferred option.

The Research Report titled 'A Survey of Warringah Residents on Council Merger Options' was undertaken in March 2015 by independent Taverner Research on behalf of Manly Council.

The survey was undertaken to:

- Measure awareness of the NSW Government's plan to reduce the number of councils;
- Identify support or for opposition for different amalgamation options; and

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- Enable comparison of results for residents living in the North and South areas of Warringah Council.

Awareness of Proposed Reduction in Council numbers

The results confirm that three quarters (75%) of all Warringah residents surveyed indicated they were aware, generally, of the proposed reduction in council numbers.

There were no significant differences in awareness amongst residents living in the south or north of the Warringah LGA. There were significant differences in awareness based on age, with 84% of those aged 55+ years aware, compared to 67% of those aged 18-54 years.

Support or Opposition for Amalgamation Options

In response to the question: 'if neither the status quo nor forming one council on the Northern Beaches were an option, which of the following do you most prefer', the responses were:

- **Creating two councils of equal size, was most preferred for 33% of residents and second preference for 41% of Warringah residents.**
- **Warringah amalgamating with Pittwater residents was most preferred for 35% of Warringah residents and second preference for 27% of Warringah residents.**
- **Warringah amalgamating with Manly was most preferred for 32% of residents and second preference for 31% of residents.**

Mosman community Survey

As well, in October 2015, Manly Council surveyed 301 Mosman residents by independent firm Taverner Research.

The survey was aimed to:

- Measure residents' awareness of the NSW Government's plan to reduce the number of councils;
- Identify support or opposition for different amalgamation options.

The survey found that the majority (93%) of respondents indicated that they were aware of the state government's proposal to merge councils. The level of awareness was lowest amongst the youngest age cohort.

When given one of two options, Mosman residents were split.

Half of respondents were slightly more (56%) in favour of merging with councils to the West (e.g North Sydney), than the councils to the North (44%) (e.g Manly and Warringah).

The results reflect the difficulties in obtaining interviews with those aged under 34 using landlines, and many households had to be screened out as there was no resident in the target age group as quotas of older residents had been met.

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Summary

The current Merger Proposal, while inferior to remaining independent, is consistent with Council's Fit For Future submission, independent surveys and research by Taverner of residents of Manly, Warringah and Mosman areas.

The current Merger Proposal is consistent with Council's third preference submitted to the Office of Local Government as required on 18 November 2015. However, Council's first preference was No Merger.

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(e) the requirements of the area concerned in relation to elected representation for residents and ratepayers at the local level, ...for that area,

The current ratio of elected councillors in both Mosman and Manly councils is similar (namely 4,976 and 4,325 residents respectively), and is likely to be reduced as a result of the Merger Proposal.

Warringah residents at present have approximately 15,529 residents per councillor, and are therefore, not likely to be worse off as a result of the proposal.

According to the proposed merger documents of KPMG, it is suggested that there be 10 councillors, and as a result of the new population of 153,008, there would be approximately 15,301 residents per councillor.

It is important that in any new merged entity, that the previous local areas continue to be well represented, and that the interests of the communities, including services needing resourcing are provided, and that the council effectively can represent these areas.

Possibly wards might be the best way to ensure effective representation in the areas that make up the new merged entity.

However, given the challenges ahead with ensuring effective political representation for the new entity and from existing areas, and proposed March 2017 elections, it is recommended that each of the existing council areas have three councillors, and that there is also a popularly elected mayor.

(e1) the impact of any relevant proposal on the ability of the councils of the areas concerned to provide adequate, equitable and appropriate services and facilities

The merger proposal provides the opportunity for the new area to continue providing the various services and facilities that the various councils in the proposal provide at present. However, the future ability of the new council to provide these services, while delivering expected savings, still needs to be carefully planned, negotiated and transitioned.

For instance, Manly Council provides a variety of unique and bespoke services that are not readily provided for by other councils. Manly Council provides its own domestic garbage for its ratepayers; and undertakes its own cleansing, street sweeping, recycling, vegetation pick-up services that are unique, and not delivered by either Mosman or Warringah Councils. Manly Council needs to retain its workforce in this service area for a period of three years in accordance with the award stipulations and consider how to service domestic garbage waste services for the new areas currently beyond its borders. There is capacity for additional waste & cleansing service areas to be extended to the new merged area that requires further examination and investigation.

In addition, Council provides a number of community services that have potential to be expanded to service the new community areas. These include:

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- Library services that provide a number of distinct social capital building community activities and events (such as electronic resources, children activities & youth book reading, teen & HSC workshops, local studies, films, displays, exhibitions and events & services etc). Council provides the majority of Library services to residents (69% of card holders) and non-residents (greatest proportions of card holders 24% are Warringah residents, with Mosman, Pittwater and North Sydney each comprising 1% of card holders);
- Community services (including community development, meals on wheels, Hop Skip Jump Buses); the majority of services are currently provided to primarily to residents;
- Aquatic services including management of the Andrew Boy Charlton swim centre and community facilities, and beach services; approximately 58% services are provided to residents and the remainder to non-residents primarily from neighbouring areas (e.g 38% Warringah);
- Child care (provision of two long day care centres that cater primarily for residents 68%, and two preschools that are 100% resident) and youth programs, projects and services including counselling where more than 70% of these services are provided to non-residents;
- Hello Manly visitors centre; the majority of services are provided to mainly to non-resident and international visitors (e.g credit card records this is approximately 56%, Hello Manly website records indicate that visitors from Australia are 85%, and international 15%, and Hello Manly Facebook shows that 67% of visitors are international);
- Partnerships with the Manly Chamber of Commerce, provided to business residents;
- Volunteers to run events (e.g Australian Open of Surfing Event), services (libraries , MAGM, exhibitions); a large proportion of volunteers are local Manly or Northern Beaches residents (40%), and another 40% come from the Western suburbs, 15% from the city and 5% from the Southern Sydney suburbs;
- Manly Art Gallery and Museum – with a variety of popular exhibitions, public programs and activities, including collections, art festivals and partnerships with other galleries in Sydney and NSW, servicing 66% residents, and the rest made up of tourists, visitors and the wider NSW, Sydney and international community.

As well, council provides a number of major events that continue to draw visitors from internationally, the rest of Sydney and locally. Some of these include World Food Markets (on average 1,200 attending on Friday nights during summer). The capacity to deliver these events will be strengthened from partnerships and drawing from a greater local council community.

A couple of these are described below.

- **Taste of Manly (Food, Wine and Sustainability Festival):**

This year's event was very popular, with crowds reaching record levels for recent years. All stallholders reported high satisfaction with the event. Police reported no event-related incidences and noted their strong appreciation of positive crowd behaviour.

An estimated 46,000 visitors over the event weekend. Festival volunteers surveyed almost 900 event participants and gathered the following information:

As expected, a younger skewed audience:

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- 15 – 24 = 14%
- 25 – 34 = 34%
- 35 – 44 = 26%
- 45 – 54 = 13%
- 55+ = 13%

There was a 60/40 female/male split in attendees.

As well, 72% were from NSW, 5% interstate and 23% international². Of the NSW residents:

- 45% are from the Manly LGA
- 27% are from Sydney's Northern Beaches
- 28% are from the rest of Sydney

About half (52%) of those surveyed came to Manly specifically for the festival with a similar number having been to the event previously.

Average spend was \$67.76 of those surveyed. The event is estimated to have generated approximately \$810,400 of new economic activity over the event weekend.

\$599,700 of this was spent with event stalls of which 23 (62%) were run by local (Manly LGA) businesses.

An additional \$162,000 was injected into local stores directly including food/beverage, accommodation and clothing/sports goods.

• **Manly Jazz 2015:**

This year's event was again very popular, with crowds reaching a new record since we started collecting accurate crowd data.

A total of 117,880 people visited the event over the long weekend. The weekend was a 'perfect storm' of very warm weather, the Manly Jazz event, a long weekend and many obvious interstate visitors in Sydney for the Queensland-dominated NRL Grand Final doing some site seeing. Unfortunately neither Harbour City Ferries or Manly Fast Ferries put on additional ferry services for the huge crowds at Circular Quay so there were many reports of people giving up waiting for a ferry (approx 1.5 – 2hr wait) or not even attempting the journey. Festival volunteers surveyed event participants and gathered the following information:

As expected, an older audience with over 45% being 55+:

- 15 – 24 = 14.59%
- 25 – 34 = 12.16%
- 35 – 44 = 13.98%
- 45 – 54 = 13.98%
- 55 - 64 = 20.06%

² The reported number of international attendees is much higher than previous and comparable events so is not deemed entirely reliable. As many of the survey volunteers were international and/or English-language students, it is suspected that they may have focused their survey efforts towards people similar to themselves, hence the apparent strong international skew.

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- 65+ = 25.23%

There was a 50/50 male & female split in the audiences. In addition, 83% were from NSW, 5.5% interstate and 11.5% international. Of the NSW residents:

- 20.43% are from the Manly LGA
- 20.43% are from Sydney's Northern Beaches
- 36.84% are from the rest of Sydney

79% of those surveyed came to Manly specifically for Manly Jazz with 58% having been to the event previously.

The Average spend was \$31.36 of those surveyed, significantly lower than Taste of Manly (albeit at a different type of event). The event is estimated to have generated approximately \$1,460,203 of new economic activity over the event weekend with two thirds of this in cafes, pubs and restaurants.

(e2) the impact of any relevant proposal on the employment of the staff by the councils of the areas concerned,

Given the employment protection standards for three years in the Local Government Award, it is estimated that the greatest savings in employment due to the proposal will be in the Senior Management contracts across the three council areas.

Council has yet to have information to properly estimate the likely savings in this area, however, KPMG estimates that these savings are in the order of \$42 million over 20 years.

It also states that these savings will be achieved through the removal of duplicate back office and administrative functions and streamlining senior management roles.

(e5) in the case of a proposal for the amalgamation of two or more areas, the need to ensure that the opinions of each of the diverse communities of the resulting area or areas are effectively represented,

Manly Council does not believe that there is sufficient evidence of diverse communities existing between the areas of Mosman, Manly and Warringah councils. However, to ensure that the new communities are effectively and democratically represented, a thorough community consultation program, policy and strategy will be developed to inform the key strategies, operations and resourcing strategy for the new council entity.

It will be important that governance structures and policies are developed for the new organisation and its representation, including special purpose advisory committees and precincts to enable representation on a range of issues across the quadruple bottom line and consultation, communications in framing the future Community Strategic Plan, Delivery Program and Operational Plan for the new council, and during transition stages.

Guidelines to assist this transition, and ensuring effective community representation will be important in building the culture, trust, transparency of the democratic structures of the new organisation.

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Conclusions

There are substantial financial and community of interest future benefits and savings from the creation of a new council.

There may be many benefits of merging Manly with Mosman and the southern part of Warringah Council.

However, the community will need time to understand and be properly consulted about the implications of the merger and what this will mean for services that they rely on, and we deliver. These include (to name only a few) childcare, aged services, libraries, art galleries, beach services, transport, environmental and community assets protection, garbage, cleansing and infrastructure services.

Despite all the benefits, it is understood that the *new council* will comprise a *new region* comprising the lower parts of Warringah, with Mosman and Manly areas and that the existing councils, including Manly, will cease to be and disappear.

The loss of these councils, their proud history, and independence is required by the NSW Government to enable forward strategic and coordinated regional planning for future Metropolitan Sydney.

ATTACHMENT 2

Taverner Research Report,
A Survey of Manly Residents on Council Merger Options,
May 2015,
Project Reference Number 4973.

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Research Report

A Survey of Manly Residents on Council Merger Options

May 2015

Project Reference Number: 4973

Manly Council Contact: Kathryn Parker

Taverner Contact: Michael Trigwell

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1. Executive Summary

A telephone survey of N=499 adult residents of the Manly Council LGA were conducted in May 2015.

The survey aimed to:

- ✧ Measure awareness of the NSW Government's plan to reduce the number of councils
- ✧ Identify support or opposition for different amalgamation options

Awareness of Amalgamation Proposal

The majority of residents surveyed indicated being aware of the proposed amalgamation of councils put forward by the state government. Awareness was lowest amongst younger residents and highest amongst those who reported having received the council provided information packs regarding amalgamation.

Knowledge of the detail was significantly lower with two out of five (41%) of all respondents aware of the nature of the proposed reduction of 41 councils through amalgamation.

Amalgamation Preferences

Support (51%) for the status quo (i.e. remaining as a standalone council) was one and a half times greater than opposition (35%) to this option.

If remaining as a standalone council was not an option 61% of residents surveyed indicated support for amalgamation.

If amalgamation was forced by state government the preferred option for amalgamation was for two councils on the Northern Beaches of approximately equal size in population (59%); however two out of five residents (41%) still indicated support for one single Northern Beaches Council.

2. Project Background & Objectives

Manly Council commissioned Taverner Research to conduct a survey of residents in the Manly Council LGA to gauge support or opposition for the various different amalgamation options available to be able to respond to the NSW Government's Fit for the Future objective.

The full questionnaire is included as Appendix 1 to this report.

3. Methodology

The research was conducted amongst residents of the Manly Council area by Computer Assisted Telephone Interviewing (CATI).

A selected respondent in each cooperative household was contacted from a list of Random Digit Dial (RDD) residential telephone numbers expected to fall within the Manly Council LGA. All households reached were screened to ensure that they fell within the Manly Council area.

Sample

The sample for this project included adult residents in the Manly Council area with a landline telephone number. A total of n=499 residents were surveyed. Due to the increasing difficulty in obtaining interviews from those aged under 35 (and especially those aged 25-34) using landlines, many households called had to be screened out as there was no resident in the target age range as quotas of older residents had been met.

Quotas

The original sample design aimed to achieve a sample that was fairly representative of the population aged 18+, with a slight under-sampling of the hard to reach 18-34 year old cohort.

Quotas were set for each of the three age cohorts (18-34, 35-54 and 55+) to achieve results. Residents from rental properties and household members aged under 35 have been under-sampled. This could not be avoided as these population segments are more likely to rely on mobile phones only.

Weighting (based on age and gender) was applied to the data and compared to non-weighted results. The differences between weighted and unweighted results were not significant (less than 3% difference on the key measures at the total sample level). As such the unweighted results give a good estimate of what would be found in a fully representative sample and have been displayed for analysis in this report.

Gender was controlled to closely match the population proportion of males and females, and there were very few differences in the responses obtained from males and females.

The following table (see Figure 1) shows the distribution of residents within the Manly Council area using ABS Census of Population data from 2011 by age group.

While the table has not been split by gender, quotas for gender to match population figures of 49% male and 51% female were set and nearly achieved (45% male and 55% female).

Figure 1: Age Groups According to 2011 ABS Census Data

Age Groups	2011 Census Population Data	2011 Census Population %	Sample N	Sample %
18-34 years	9,374	30%	101	20%
35-54 years	12,443	40%	217	43%
55+ years	9,285	30%	180	36%

Questionnaire Development and Structure

The questionnaire developed for the research, was designed by Taverner Research in consultation with the Manly Council project team.

Where order bias may have been a concern, the order of phrases such 'support or oppose' were assigned to each respondent in a different order (i.e. respondent one was asked 'do you support or oppose' and respondent two was asked 'do you oppose or support').

Error Variance

Based on the sample size of n=499, the sample error variance for the survey results at a 95% confidence interval is approximately +/- 4.4 %. This implies that for a response figure of 50%, the true population figure will be between 45.6% and 54.4% in 19 samples out of 20. On this basis the survey results can be deemed to be an accurate account of the views of Manly Council residents.

Demographics of the Survey Sample

Figure 2 provides a demographic breakdown of the survey respondents for this project.

Figure 2: Demographics of Survey Sample

Demographic Group	%	#
GENDER		
Male	45	223
Female	55	276
AGE		
18 - 24	8	39
25 - 34	12	62
35 - 44	12	60
45 - 54	31	157
55 - 64	13	64
65 years or older	23	116
LOCATION*		
Balgowlah	23	117
Balgowlah Heights	9	43
Clontarf	4	19
Fairlight	17	83
Manly	29	146
Seaforth	18	91
HOUSEHOLD TYPE		
Living with partner and children	41	204
Single parent with children	2	9
Living with partner, no children at home	28	138
Living alone	14	72
Adult living with parents	9	47
Share home with other adults	4	22
Other & prefer not to say	1	7
HOME OWNERSHIP		
Own/mortgage	84	417
Rent or share house	16	82
TOTAL	100	499

*Please note that residents living in these suburbs were only included in the research if they lived within the Manly LGA.

4. Detailed Findings

This section of the report provides charted and narrative commentary for all questions asked in the survey.

Note that where two or more responses have been combined the sum of the combination may be different (+/- 1%) to the sum of the individual items due to rounding.

4.1. Awareness of the Proposed Reduction in Council Numbers

As shown in Figure 3, more than four out of five (83%) of all residents surveyed indicated they were aware, generally, of the proposed reduction in council numbers.

Not surprisingly those residents who could recall receiving an information pack were significantly more likely than those who could not recall receiving it to say they were aware of the proposed reduction in council numbers (96% compared to 76%).

There were significant differences in awareness based on age, with 94% of those aged 55+ years aware compared to 52% of those aged 18-34 years.

Figure 3: Awareness of the Proposed Reduction in Council Numbers

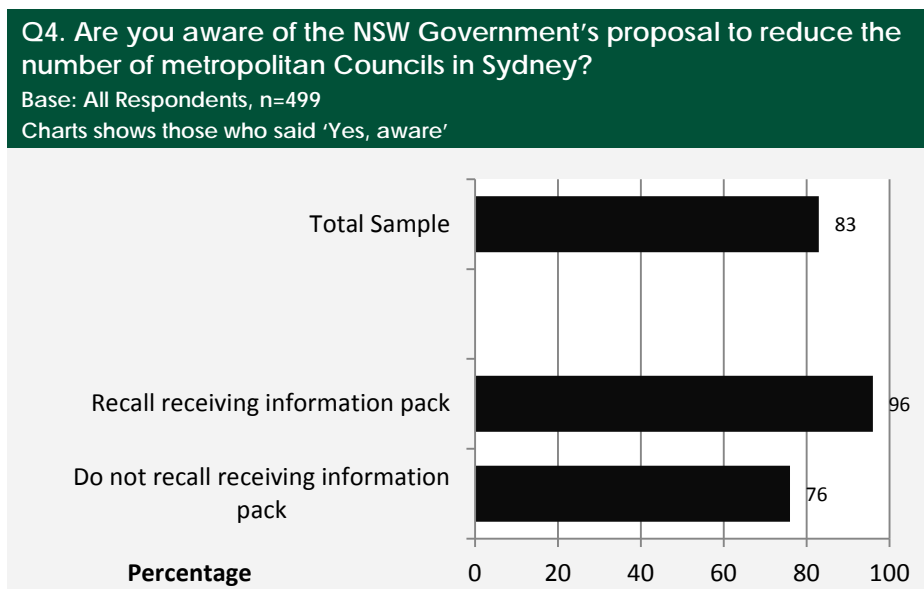
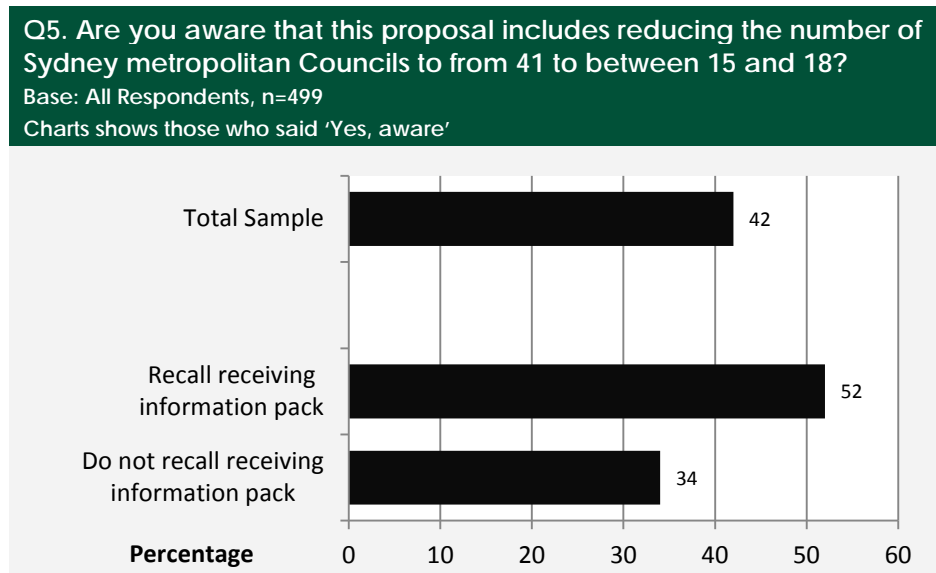


Figure 4 shows that awareness of the exact nature of the proposed changes was significantly lower, with two out of five (42%) respondents aware of the exact detail.

Awareness did increase amongst those who recalled receiving the information pack, 52%, significantly higher than 34% amongst those who didn't recall receiving the information pack.

Figure 4: Awareness of the Precise Reduction in Council Numbers



4.2. Support or Opposition for Amalgamation Options

Support (51%) for Manly Council remaining as it is now (i.e. a standalone council) was one and a half times greater than the level of opposition (35%) - see Figure 5.

Support did not differ amongst those who did and did not recall receiving the information pack. However; support for standing alone declined as the respondent got older; 64% of 18-34 year olds supported standing alone, compared to 50% of 35-54 year olds and 46% of 55+ year olds.

Figure 5: Support for the Status Quo

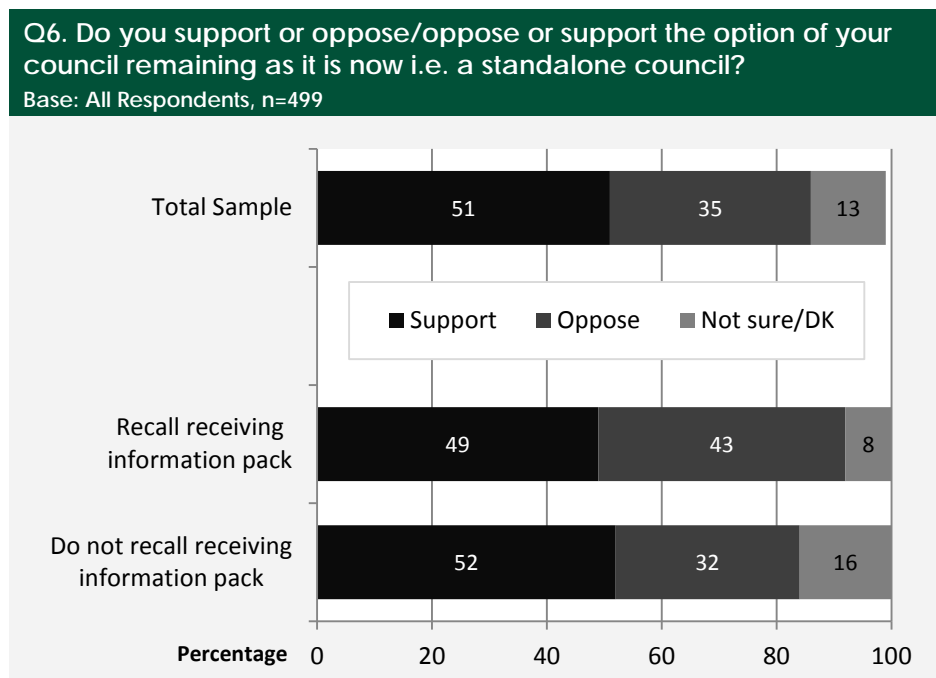
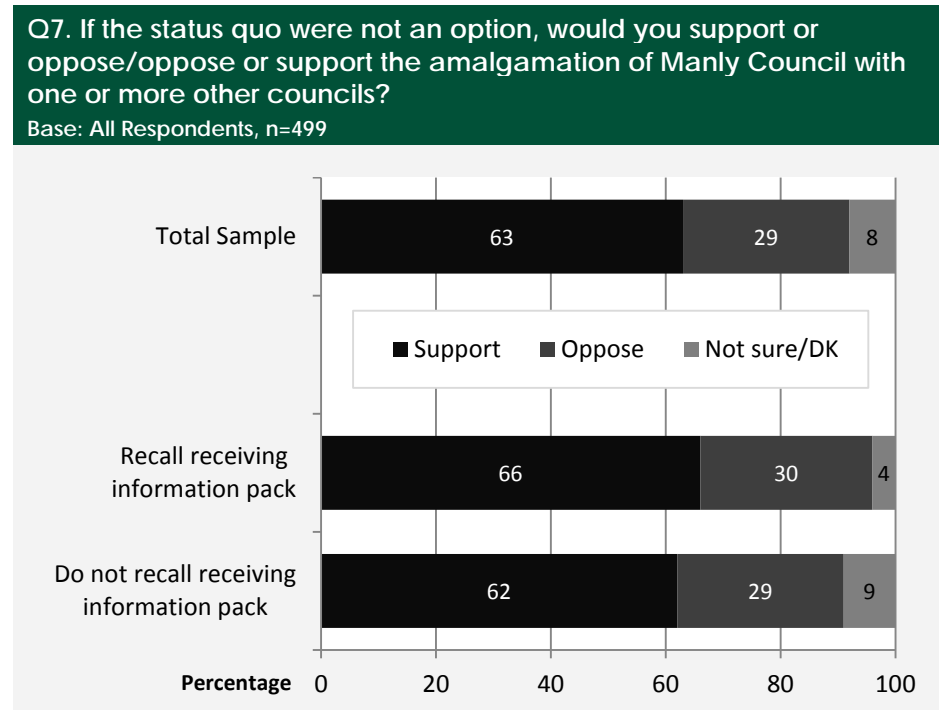


Figure 6 shows that the majority of residents surveyed indicated support for amalgamation of Manly Council with one or more councils (63%) if the status quo were not an option; however 29% of residents surveyed still opposed amalgamation in this situation.

There were no significant differences in support or opposition across any demographic variable or whether or not a respondent could recall receiving the information pack.

Figure 6: Support for Amalgamation of Manly with Other Councils

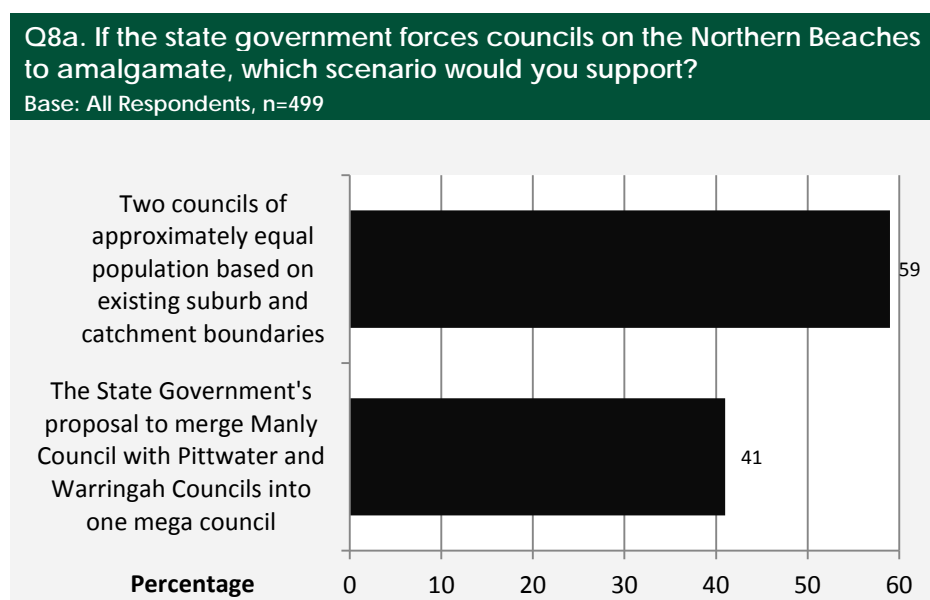


Residents were then asked their opinion regarding a preferred amalgamation option if Northern Beaches Councils were forced into amalgamation.

Figure 7 shows that there were significantly more residents (59%), statistically speaking, who supported the option of two councils of equal population compared to those who supported the amalgamation into one single Northern Beaches Council (41%).

The only significant difference identified was that females were more likely to support the two council option (67%) than males (48%).

Figure 7: Support for Amalgamation Options

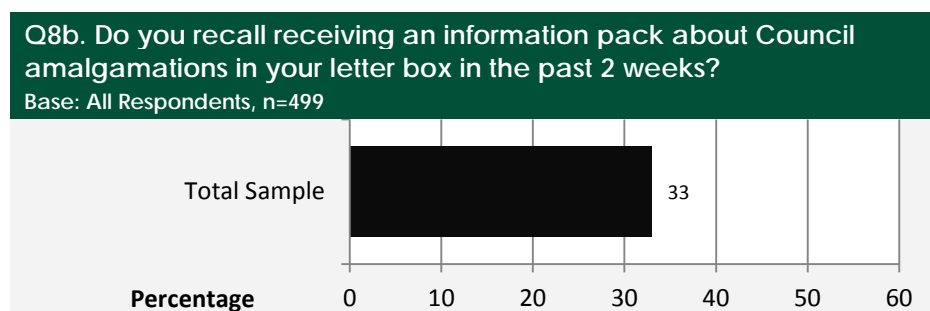


4.3. Recall of Information Pack

All residents surveyed were asked if they could recall receiving an information pack regarding council amalgamations.

Across all residents one third (33%) reported that they had received the information pack (see Figure 8). Recall was significantly lower amongst those aged 18-34 years (17%) than amongst other residents (35% amongst 35-54 year olds and 39% amongst 55+ year olds).

Figure 8: Recall of Information Pack



4.4. Conclusions

Significantly more residents (51%) support remaining as a standalone council than those who oppose (35%) this option.

If amalgamation is to occur residents appear more in favour of two approximately equal sized councils on the Northern Beaches (59%), although two out of five (41%) did indicate support for merging Manly with Pittwater and Warringah; the proposed approach by the State Government.

Appendix I: Questionnaire Used

Introduction

Good [.....] my name is [.....] from Taverner Research, an independent market research company based in Surry Hills.

Today we are conducting a very short survey about the NSW government's proposal to reduce council numbers and would appreciate your input.

For this survey we need to speak to the youngest person in your household aged 18 years of age or over.

- | | |
|--------|----------------------------|
| 1. Yes | CONTINUE |
| 2. No | THANK AND TERMINATE |

1. In order to ensure we ask you the relevant questions, please tell me the suburb and postcode in which you live? SINGLE RESPONSE

- | | |
|----------------------|------|
| 1. Balgowlah | 2093 |
| 2. Balgowlah Heights | 2093 |
| 3. Clontarf | 2093 |
| 4. Fairlight | 2094 |
| 5. Manly | 2095 |
| 6. Seaforth | 2092 |

TERMINATE: Unfortunately we need this information in order to ask you the relevant questions in the survey.

7. (Rather not say)

2. Please tell me your age group. Is it READ OUT SINGLE RESPONSE

1. 18-24
2. 25-34
3. 35-44
4. 45-54
5. 55-64
6. 65+
7. (Rather not say)

3. RECORD GENDER

1. Male
2. Female

Generic Survey Questions

4. Are you aware of the NSW Government's proposal to reduce the number of metropolitan Councils in Sydney? **SINGLE RESPONSE**

1. Yes
2. No
3. Not sure/DK

5. Are you aware that this proposal includes reducing the number of Sydney Metropolitan Councils from 41 to between 15 and 18? **SINGLE RESPONSE**

1. Yes
2. No
3. Not sure/DK

Standing Alone

6. A. Do you support or oppose the option of your Council remaining as it is now, i.e. a standalone council? **SINGLE RESPONSE**

6. B. Do you oppose or support the option of your Council remaining as it is now, , i.e. a standalone council? **SINGLE RESPONSE**

1. Support
2. Oppose
3. Not sure/DK

DP: PLEASE SET UP SO THAT Q6A AND Q6B ARE SHOWN ALTERNATIVELY FOR EACH SURVEY

Amalgamation

7. A. If the status quo were not an option, would you support or oppose the amalgamation of Manly Council with one or more other councils? **SINGLE RESPONSE**

7. B. If the status quo were not an option, would you oppose or support the amalgamation of Manly Council with one or more other councils? **SINGLE RESPONSE**

1. Support
2. Oppose
3. Not sure/DK

DP: SET UP SO THAT Q7A AND Q7B ARE SHOWN ALTERNATIVELY FOR EACH SURVEY

Other Council amalgamation Options

Q8a. If the state government forces councils on the Northern Beaches to amalgamate, which scenario would you support? READ OUT (ROTATE LIST ORDER)

1. Two councils of approximately equal population based on existing suburb and catchment boundaries
2. The State Government's proposal to merge Manly Council with Pittwater and Warringah Councils into one mega council

Other Questions

Q8b. Do you recall receiving an information pack about Council amalgamations in your letter box in the past 2 weeks?

1. Yes
2. No

Demographic Questions

9. I now have a few questions about yourself so that we can better classify your responses. Which one of these categories best describes your household? READ OUT SINGLE RESPONSE

1. I am a single parent with children at home
2. I am living with partner – children at home
3. I am living with partner - no children at home
4. I live alone
5. I am an adult living with my parents
6. I share a home with other adults only (not my parents or partner)
7. Other (specify)
8. (Rather not say)

10. Do you own (includes having a mortgage) or rent the home you are living in? IF SOMEONE IS LIVING WITH PARENTS/SHARE HOUSE ETC. RECORD OWNERSHIP BASED ON THE RESIDENCE. SINGLE RESPONSE

1. Own/mortgage
2. Rent (public/private) or share house

USUAL THANK AND CLOSE



ATTACHMENT 3

Taverner Research Report,
Have Your Say – Community Feedback Form and Online Survey,
June 2015,
Project Reference Number 4968.

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Research Report

Have Your Say – Community Feedback Form & Online Survey

June 2015

Project Reference Number: 4968

Manly Council Contacts: Kathryn Parker & Henry Wong

Taverner Contact: Michael Trigwell

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1. Project Background & Methodology

Manly Council commissioned Taverner Research to data enter the survey responses from the hard copy survey and analyse the data from both the online and hard copy survey and provide a report on the findings.

A copy of the hard copy survey form used is shown in Appendix 1 to this report.

1.1. Methodology

The research was conducted using both a hard copy mail out and reply paid mail back form and an online survey.

The survey was closed on the 5th of June 2015, only responses received on or before this date are shown in the analysis.

Quotas

No quotas were set for this project, with only those who self-selected to participate being included in the results.

Sample Achieved

Figure 1 shows the sample achieved by each of the methods. The number

Figure 1: Sample Achieved by Method

Method	Total Received N	No Response Given to the Key Question	Total Base N
Online	839	319	520
Hard copy returns	1,124	45	1,079
TOTAL	1,963	364	1,599

Error Variance

The sample error variance for each of the methods based on the usable sample sizes of n=520 and n=1,079 at a 95% confidence interval are approximately:

- ✧ +/- 4.3% for the online sample
- ✧ +/- 2.9% for the hard copy sample

This implies that for a response figure of 50%, the true population figure will be between 45.7% and 54.3% and 47.1% and 52.9% in 19 samples out of 20 for the online and hard copy methods respectively.

On this basis the survey results can be deemed to be an accurate account of the views of those who chose to respond to the survey.

2. Detailed Findings

This section of the report provides charted and narrative commentary for the question asked and shows results for the online and hard copy samples separately.

Note that where two or more responses have been combined the sum of the combination may be different (+/- 1%) to the sum of the individual items due to rounding.

2.1. Preference for Amalgamation Options

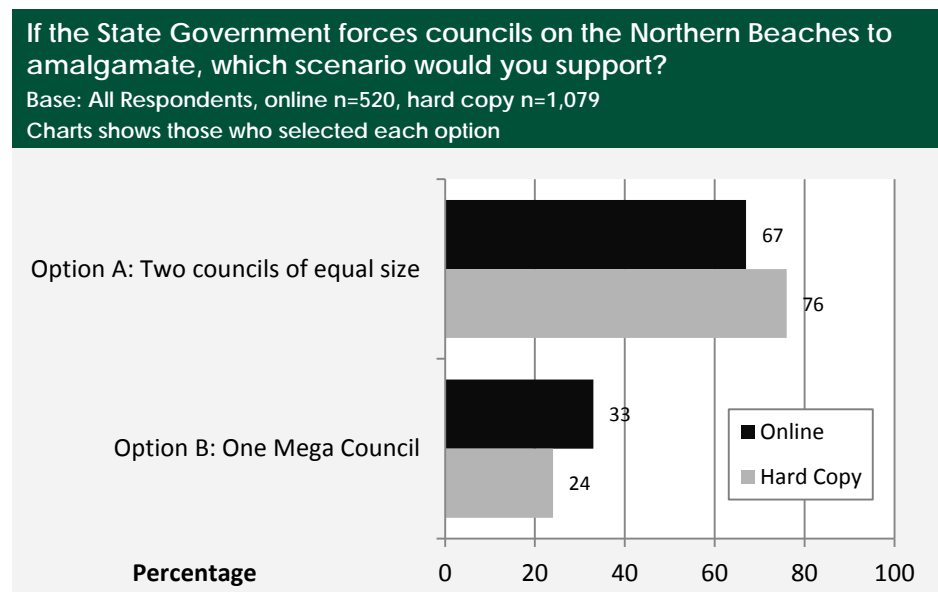
Two options were presented to respondents in both the online and hard copy surveys. The respondent was asked to select which of the following options they supported if the State Government forces councils on the Northern Beaches to amalgamate.

Option A: Two Councils of equal population based on existing suburb and catchment boundaries

Option B: The State Government's proposal to merge your Council with Pittwater and Warringah Councils into one Mega Council

As shown in Figure 2, two thirds (67%) of the online sample supported option A, twice as many (33%) than who supported option B. While three quarters (76%) of respondents to the reply paid hard copy survey supported option A, three times the proportion (24%) who supported option B.

Figure 2: Support for Option A or B by Method



Amongst those who responded to the hard copy survey form there was no significant difference in support for option A amongst those who indicated they resided in the Manly Council are (76%) and those who did not (75%).

Appendix I: Hard Copy Survey Form

HAVE YOUR SAY COMMUNITY FEEDBACK FORM



Name: _____
Address: _____
Postcode: _____
Email: _____

Do you live in Manly Council Area? Yes No



24 E

You can also have your say at www.manly.nsw.gov.au
using your code: **CMMCF**

Council will be advising the State Government that
no merger is best for Manly.

If the State Government forces councils on the Northern
Beaches to amalgamate, which scenario would you support?

- A. Two Councils of equal population based on existing suburb and catchment boundaries, or;
- B. The State Government's proposal to merge your Council with Pittwater and Warringah Councils into one Mega Council.

Please write A or B in the box to indicate your choice

Please add any comments on the reverse.

COMMENTS:

Feedback must be received by **5 June 2015**

Manly Council takes your privacy seriously. The information collected in this form will only be used for lawful purposes directly related to the functions of Council.



ATTACHMENT 4

Taverner Research Report,

A Survey of Warringah Residents on Council Merger Options, 18 pages,

March 2015,

Project Reference Number 4948.

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Research Report

A Survey of Warringah Residents on Council Merger Options

March 2015

Project Reference Number: 4948

Manly Council Contact: Kathryn Parker

Taverner Contact: Michael Trigwell

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1. Executive Summary

A telephone survey of N=478 adult residents of the Warringah Council LGA were conducted in March 2014.

The survey aimed to:

- ✧ Measure awareness of the NSW Government's plan to reduce the number of councils
- ✧ Identify support or for opposition for different amalgamation options
- ✧ Enable comparison of results for residents living in the North and South areas of Warringah Council

Awareness of Amalgamation Proposal

Awareness of the proposed amalgamation requirements from the NSW Government did not differ amongst residents in the north and the south, with around three quarters indicating they had heard something about the plans.

Knowledge of the detail was significantly lower with less than a third of all respondents aware of the nature of the proposed reduction of 41 to 18 councils in Sydney.

Amalgamation Preferences

There was greater support for amalgamation into one single Northern Beaches council than there was for the status quo to remain.

Residents did express interest in creating two councils along the Northern Beaches, however there was no clear preference for two similar sized councils, merging Warringah with Manly or merging Warringah with Pittwater.

2. Project Background & Objectives

Manly Council commissioned Taverner Research to conduct a survey of residents in the Warringah Council LGA to gauge support or opposition for the various different amalgamation options available to be able to respond to the NSW Government's Fit for the Future objective.

The full questionnaire is included as Appendix 1 to this report.

3. Methodology

The research was conducted amongst residents of the Warringah Council area by Computer Assisted Telephone Interviewing (CATI).

A selected respondent in each cooperative household was contacted from a list of Random Digit Dial (RDD) residential telephone numbers expected to fall within the Warringah Council LGA. All households reached were screened to ensure that they fell within the Warringah Council area.

Sample

The sample for this project included adult residents in the Warringah Council area with a landline telephone number. A total of n=478 residents were surveyed. Due to the increasing difficulty in obtaining interviews from those aged under 35 (and especially those aged 25-34) using landlines, many households called had to be screened out as there was no resident in the target age range.

Quotas

The original sample design aimed to achieve enough interviews with those aged under 35 to form about one half of the true population proportion of residents in that age range, and to obtain a higher proportion of the interviews with residents aged 45 or more than would be found in the resident population. It was not possible to achieve quite this level of younger respondents but the number achieved was sufficient to allow the views of the resident population to be estimated by weighting the data.

Weighting will have had little effect on the overall results obtained, as even where there were differences in responses between younger and older residents, the differences were relatively small. Thus even the unweighted results give a good estimate of what would be found in a fully representative sample. Gender was controlled to closely match the population proportion of males and females, and there were very few differences in the responses obtained from males and females.

The following table (see Figure 1) shows the distribution of residents within the Warringah Council area using ABS Census of Population data from 2011 by age group.

While the table has not been split by gender, quotas for gender to match population figures of 49% male and 51% female were set and nearly achieved.

Rental properties and household members aged under 35 have been under-sampled. This could not be avoided as these population segments are more likely to rely on mobile phones only.

Figure 1: Age Groups According to 2011 ABS Census Data

Age Groups	2011 Census Population Data	2011 Census Population %	Sample N	Sample %
18-34 years	28,257	26%	39	8%
35-54 years	43,032	40%	233	49%
55+ years	19,722	34%	206	43%

Another reason for data not being weighted was the requirement for direct comparisons, and therefore relatively equal sample sizes, obtained from each of the Southern (south of Warringah Rd) and Northern (north of Warringah Rd) areas.

Figure 2: Age Split by Region

Age Groups	North Residents % (n)	South Residents % (n)
18-34 years	6% (13)	10% (26)
35-54 years	38% (85)	58% (148)
55+ years	56% (125)	32% (81)

Questionnaire Development and Structure

The questionnaire developed for the research, was designed by Taverner Research in consultation with the Manly Council project team.

Where order bias may have been a concern, the order of phrases such 'support or oppose' were assigned to each respondent in a different order (i.e. respondent one was asked 'do you support or oppose' and respondent two was asked 'do you oppose or support'.

Error Variance

Based on the sample size of n=478, the sample error variance for the survey results at a 95% confidence interval is approximately +/- 4.5 %. This implies that for a response figure of 50%, the true population figure will be between 45.5% and 54.5% in 19 samples out of 20. On this basis the survey results can be deemed to be an accurate account of the views of Warringah Council residents.

Demographics of the Survey Sample

Figure 2 provides a demographic breakdown of the survey respondents for this project.

The results have been crossed by the main location groups (north and south) with noteworthy significant differences are summarised in section 4.7.

Figure 3: Demographics of Survey Sample

Demographic Group	%	#
GENDER		
Male	46	221
Female	54	257
AGE		
18 - 24	5	22
25 - 34	4	17
35 - 44	19	93
45 - 54	29	140
55 - 64	12	55
65 years or older	32	151
LOCATION* (POSTCODE)		
2084	1	6
2085	17	79
2086	9	42
2087	13	61
2093	17	80
2096	3	13
2097	8	36
2099	20	94
2100	6	30
2101	8	37
TOTAL	100	600

*Please note that residents living in these postcodes were only included in the research if their area was within the Warringah area.

4. Detailed Findings

This section of the report provides charted and narrative commentary for all questions asked in the survey.

Note that where two or more responses have been combined the sum of the combination may be different (+/- 1%) to the sum of the individual items due to rounding.

4.1. Awareness of the Proposed Reduction in Council Numbers

As shown in Figure 3, three quarters (75%) of all residents surveyed indicated they were aware, generally, of the proposed reduction in council numbers.

There were no significant differences in awareness amongst residents living in the south or north of the Warringah LGA.

There were significant differences in awareness based on age, with 84% of those aged 55+ years aware compared to 67% of those aged 18-54 years.

Figure 4: Awareness of the Proposed Reduction in Council Numbers

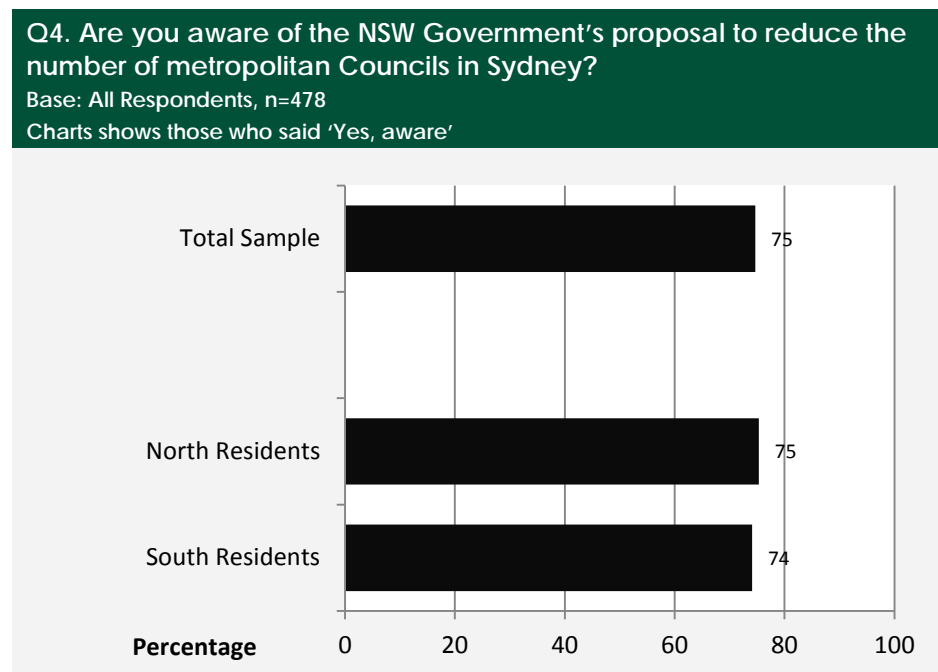
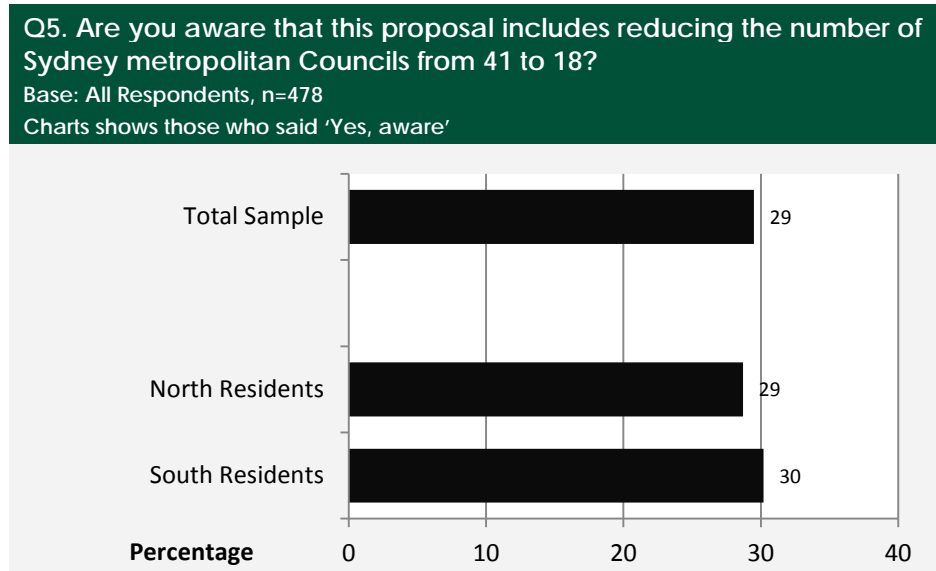


Figure 4 shows that awareness of the exact nature of the proposed changes was significantly lower, with less than one out of three (29%) respondents aware of the exact detail.

Again, there were no significant differences in awareness amongst residents from the north or south areas.

Figure 5: Awareness of the Precise Reduction in Council Numbers



4.2. Support or Opposition for Amalgamation Options

Support (42%) for Warringah Council remaining as it is now (i.e. a standalone council) was very similar to the level of opposition (41%) - see Figure 5.

While support was slightly higher amongst residents in the north than the south, the differences were not statistically significant.

Figure 6: Support for the Status Quo

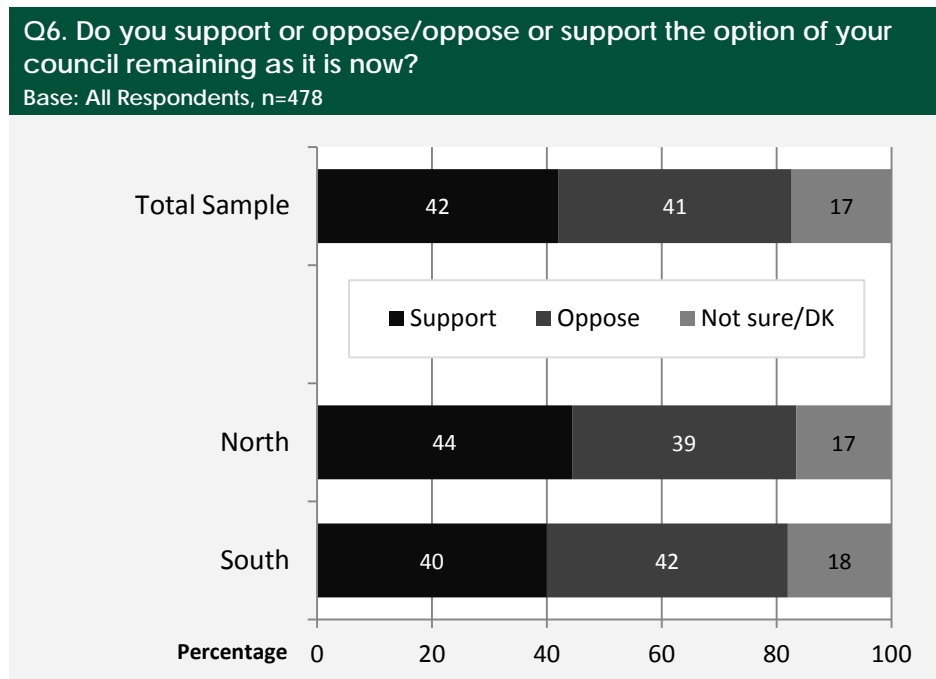
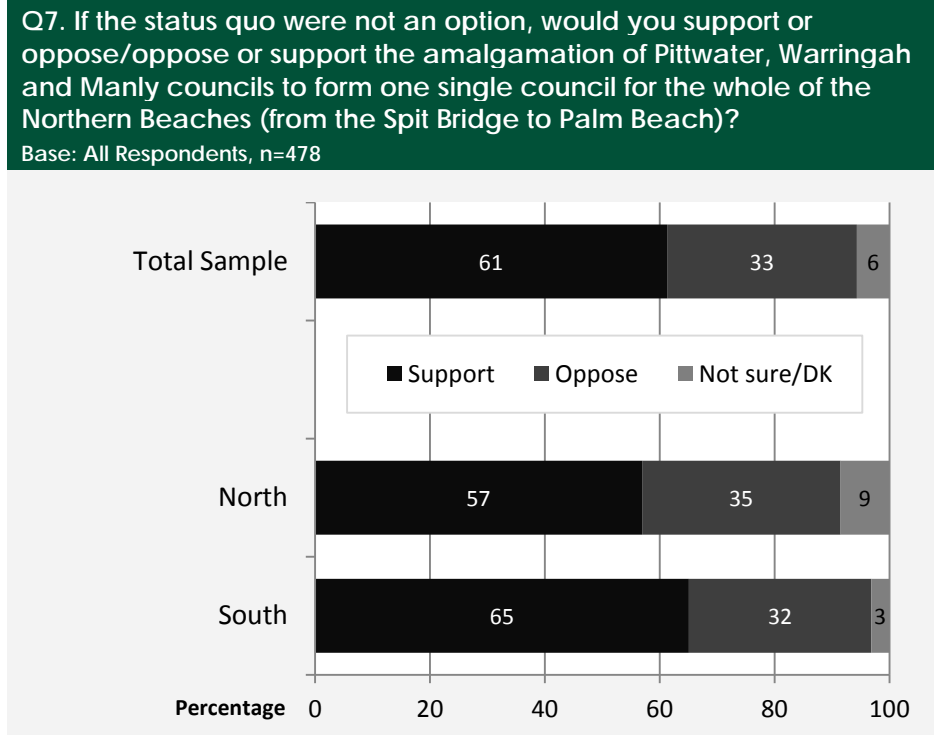


Figure 6 shows that support for amalgamation into one Northern Beaches council (61%) was higher than support for the status quo (42%),

however a third (33%) of residents surveyed still opposed the single council option.

Again there were no significant differences in the views of those from the north compared to those in the south.

Figure 7: Support for Amalgamation into One Northern Beaches Council



The main reasons given in support of amalgamation into one single council for the Northern Beaches were:

- ✧ Saves money/cuts costs/reduces expenditure/cost effective (36%)
- ✧ Saves on duplication of services/processes/resources (20%)
- ✧ Less councillors/staff could be reduced (16%)
- ✧ Better parking permits/less parking issues/no need for three stickers (16%)
- ✧ Such a small area doesn't need three councils (14%)

The main reasons given in opposition of amalgamation were:

- ✧ Area too big for one council/less attention to my area/not as effective (48%)
- ✧ Different areas have needs/issues/very distinct areas (24%)
- ✧ Harder to get things done/slow down response times (16%)
- ✧ They all do a good job/leave as is (12%)

Amongst the small number (n=27) who were unsure if they supported or opposed the amalgamation the majority (56%) said this was because

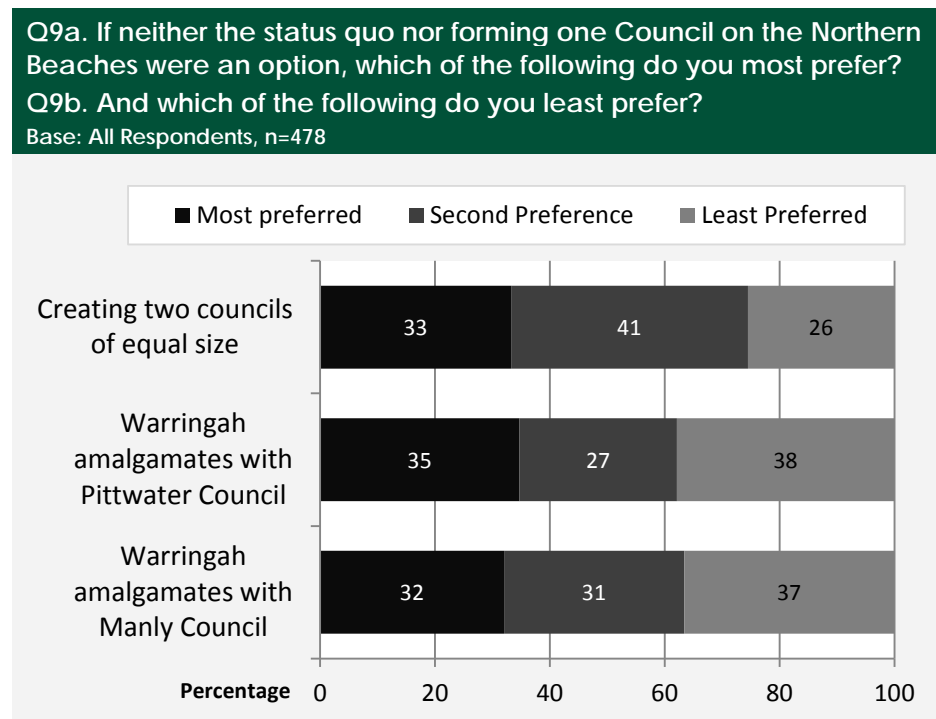
they needed more information to understand what amalgamation would mean for them.

Other options for amalgamation were then put to those surveyed with respondents asked to select their most preferred and least preferred option.

Figure 8 shows that there was not overwhelming support or opposition for any of the three alternative options put to residents surveyed. However creating two councils of equal size received less opposition (26% selected it as their least preferred option compared to 37% and 38% for the other options).

While residents in the south (37%) showed a greater preference to amalgamate with Manly Council than residents in the north (26%), there preference to merge with Manly (37%) was not significantly different than their preference to merge with Pittwater (31%)

Figure 8: Support for Amalgamation into One Northern Beaches Council



4.3. Conclusions

There is neither widespread support nor opposition for amalgamation; however there appears to be greater support for amalgamating into one single council amongst Warringah residents than there is to stand alone.

In terms of creating two councils on the Northern Beaches this idea appears to have general support, however there was no clear preference amongst residents as to how this should be implemented.

Appendix I: Questionnaire Used

Introduction

Good [.....] my name is [.....] from Taverner Research, an independent market research company based in Surry Hills.

Today we are conducting a very short survey about the NSW government's proposal to reduce council numbers and would appreciate your input.

For this survey we need to speak to the youngest person in your household aged 18 years of age or over.

- | | |
|--------|----------------------------|
| 1. Yes | CONTINUE |
| 2. No | THANK AND TERMINATE |

1. In order to ensure we ask you the relevant questions, please tell me the suburb and postcode in which you live? **SINGLE RESPONSE**

1. Allambie	2100
2. Allambie Heights	2100
3. Beacon Hill	2100
4. Belrose	2085
5. Brookvale	2100
6. Collaroy	2097
7. Collaroy Plateau	2097
8. Cottage Point	2084
9. Cromer	2099
10. Curl Curl	2096
11. Davidson	2085
12. Dee Why	2099
13. Duffys Forest	2084
14. Forestville	2087
15. Frenchs Forest	2086
16. Freshwater (Harbord)	2096
17. Ingleside	2101
18. Killarney Heights	2087
19. Manly Vale	2093
20. Narrabeen	2101
21. Narraweena	2099
22. North Balgowlah	2093

- | | |
|---------------------|------|
| 23. North Curl Curl | 2099 |
| 24. North Manly | 2100 |
| 25. Oxford Falls | 2100 |
| 26. Queenscliff | 2096 |
| 27. Terrey Hills | 2084 |
| 28. Wheeler Heights | 2097 |

TERMINATE: Unfortunately we need this information in order to ask you the relevant questions in the survey.

29. (Rather not say)

2. Please tell me your age group. Is it READ OUT SINGLE RESPONSE

1. 18-24
2. 25-34
3. 35-44
4. 45-54
5. 55-64
6. 65+
7. (Rather not say)

3. RECORD GENDER

1. Male
2. Female

Generic Survey Questions

4. Are you aware of the NSW Government's proposal to reduce the number of metropolitan Councils in Sydney? SINGLE RESPONSE

1. Yes
2. No
3. Not sure/DK

5. Are you aware that this proposal includes reducing the number of Sydney Metropolitan Councils from 41 to 18? SINGLE RESPONSE

1. Yes
2. No
3. Not sure/DK

- 6. A. Do you support or oppose the option of your Council remaining as it is now?
SINGLE RESPONSE
- 6. B. Do you oppose or support the option of your Council remaining as it is now?
SINGLE RESPONSE

- 1. Support
- 2. Oppose
- 3. Not sure/DK

DP: PLEASE SET UP SO THAT Q6A AND Q6B ARE SHOWN ALTERNATIVELY FOR EACH SURVEY

One Northern Beaches Council

- 7. A. If the status quo were not an option, would you support or oppose the amalgamation of Pittwater, Warringah, and Manly councils to form one single council for the whole of the Northern Beaches (from the Spit Bridge to Palm Beach)? SINGLE RESPONSE
- 7. B. If the status quo were not an option, would you oppose or support the amalgamation of Pittwater, Warringah, and Manly councils to form one single council for the whole of the Northern Beaches (from the Spit Bridge to Palm Beach)? SINGLE RESPONSE

- 1. Support
- 2. Oppose
- 3. Not sure/DK

DP: PLEASE SET UP SO THAT Q7A AND Q7B ARE SHOWN ALTERNATIVELY FOR EACH SURVEY

- 8. What is the main reason you say that you [INSERT RESPONSE FROM Q7] this?
PROBE FULLY: Why else do you feel this way?

Other Council amalgamation Options

- Q9a. If neither the status quo nor forming one Council on the Northern Beaches were an option, which of the following do you most prefer?

READ OUT - SINGLE RESPONSE
RANDOMISE

Creating two councils of equal size for the Northern Beaches based on catchment and suburb boundaries
Warringah amalgamates with Pittwater Council
Warringah amalgamates with Manly Council

- Q9b. And which of the following do you least prefer? SHOW THOSE NOT SELECTED AT Q9a.

READ OUT IF NECESSARY SINGLE RESPONSE SHOW CODE FROM ABOVE SEQUENCE

Demographic Questions

10. I now have a few questions about yourself so that we can better classify your responses. Which one of these categories best describes your household? READ OUT SINGLE RESPONSE

1. I am a single parent with children at home
2. I am living with partner – children at home
3. I am living with partner - no children at home
4. I live alone
5. I am an adult living with my parents
6. I share a home with other adults only (not my parents or partner)
7. Other (specify)
8. (Rather not say)

11. Do you own (includes having a mortgage) or rent the home you are living in? IF SOMEONE IS LIVING WITH PARENTS/SHARE HOUSE ETC. RECORD OWNERSHIP BASED ON THE RESIDENCE. SINGLE RESPONSE

1. Own/mortgage
2. Rent (public/private) or share house

USUAL THANK AND CLOSE



ATTACHMENT 5

Taverner Research Report,
A Survey of Mosman Residents on Council Merger Options, 14 pages,
February 2016,
Project Reference Number 5060.

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TAVERNER
RESEARCH

Research Report

A Survey of Mosman Residents on Council Merger Options

February 2016

Project Reference Number: 5060

Manly Council Contact: Henry Wong

Taverner Contact: Michael Trigwell

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1. Executive Summary

Telephone surveys of N=301 adult residents of the Mosman Council LGA were conducted in October 2015.

The survey aimed to:

- ✧ Measure residents' awareness of the NSW Government's plan to reduce the number of councils
- ✧ Identify support or opposition for different amalgamation options

Awareness of Amalgamation Proposal

The majority of respondents indicated that they were aware of the state government's proposal to merge councils. The level of awareness was the lowest amongst the youngest age cohort.

Amalgamation Preferences

When given one of two options, a little over half of the respondents were in favour of merging with the councils to the West (e.g., North Sydney) than the councils to the North (e.g., Manly and Warringah).

2. Project Background & Objectives

Manly Council commissioned Taverner Research to conduct a survey of residents in the Mosman Council LGA to gauge support or opposition for the various different amalgamation options available to be able to respond to the NSW Government's Fit for the Future objective.

The full questionnaire is included in Appendix 1.

3. Methodology

The research was conducted amongst residents of the Mosman Council area by Computer Assisted Telephone Interviewing (CATI).

A selected respondent in each cooperative household was contacted from a list of Random Digit Dial (RDD) residential telephone numbers expected to fall within the Mosman Council LGA. All households reached were screened to ensure that they fell within the Mosman Council area (i.e., postcode 2088).

Sample

The sample for this project was composed of adult residents in the Mosman Council area with a landline telephone number. A total of N=301 residents were surveyed.

Due to the increasing difficulty in obtaining interviews from those aged under 35 (and especially those aged 25-34) using landlines, many households called had to be screened out as there was no resident in the target age range as quotas of older residents had been met.

Quotas

The sample was designed to achieve a distribution that was fairly representative of the population aged 18+. The quotas were set for three age cohorts (18-34, 35-54, and 55+) so that their proportion relative to the whole sample was approximately matched with the proportions of these age groups in the population. There was, however, an under-sampling of the 18-34 year old cohort, as respondents in this group were hard to reach.

Weighting (based on age and gender) was applied to the data and compared to the non-weighted results. The differences between weighted and unweighted results were not significant (less than 2% difference on the key measures at the total sample level). As such the unweighted results give a good estimate of what would be found in a fully representative sample and have been displayed for analysis in this report.

The proportion of males to females in the sample was matched with the population proportion, and there were very few differences on the responses obtained from males compared to females.

The following table (see Figure 1) shows the distribution of residents within the Mosman Council area using ABS Census of Population data from 2011 by age group. While the table has not been split by gender, quotas to match population figures of 46% male and 54% female were set and achieved. Within 1%.

Figure 1: Age groups according to 2011 ABS census data

Age Groups	2011 Census Population Data	2011 Census Population %	Sample N	Sample %
18-34 years	5,341	25%	47	16%
35-54 years	8,327	39%	117	39%
55+ years	7,904	37%	135	45%

Questionnaire Development and Structure

The questionnaire developed for the research, was designed by Taverner Research in consultation with the Manly Council project team.

In responses where respondents have to choose between two options, order bias may be a concern. Therefore, the order in which the options were presented was alternated for each respondent. For example, if respondent one was asked whether they prefer to amalgamate with councils to the North or those to the West, respondent two would be asked whether they would prefer to amalgamate with the councils to the West or those to the North.

Error Variance

Based on the sample size of N=301, the sample error variance for the survey results at a 95% confidence interval is approximately +/- 5.6 %. This implies that for a response figure of 50%, the true population figure will be between 44.4% and 55.6% in 19 samples out of 20. On this basis the survey results can be deemed to be an accurate account of the views of Mosman Council residents.

Demographics of the Survey Sample

Figure 2 provides a demographic breakdown of the survey respondents for this project.

Figure 2: Demographics of survey sample

Demographic Group	%	#
GENDER		
Male	47	140
Female	53	161
AGE		
18 - 24	5	14
25 - 34	11	33
35 - 44	16	49
45 - 54	23	68
55 - 64	21	63
65 years or older	24	72
HOUSEHOLD TYPE		
Living with partner and children	42	126
Single parent with children	3	9
Living with partner, no children at home	28	85
Living alone	16	47
Adult living with parents	5	15
Share home with other adults	3	9
Other & prefer not to say	3	8
HOME OWNERSHIP		
Own/mortgage	78	235
Rent or share house	22	66
TOTAL	100	301

*Please note that residents living in these suburbs were only included in the research if they lived within the Mosman LGA (Postcode 2088).

4. Detailed Findings

This section of the report provides charted and narrative commentary for all questions asked in the survey.

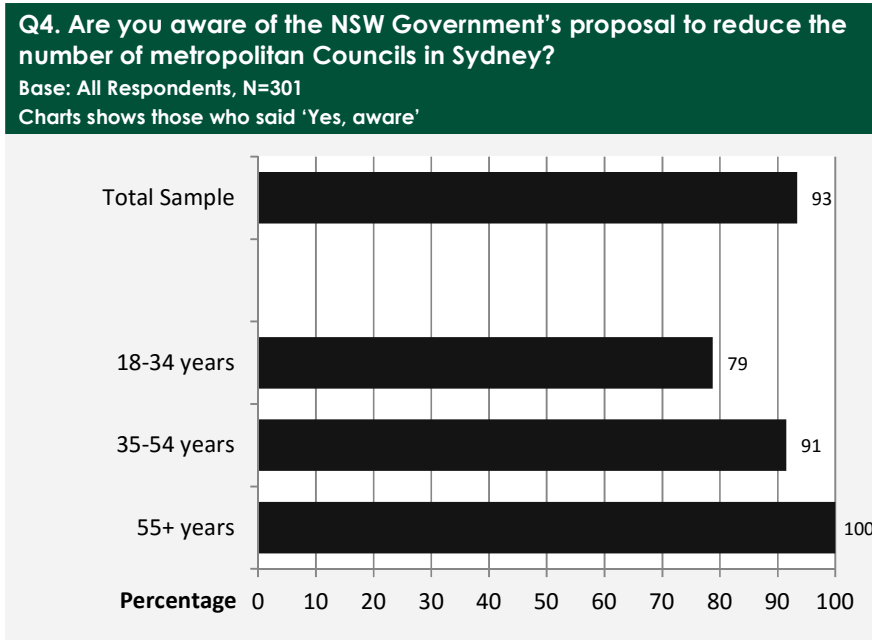
A collection of the verbatim responses that specify why the respondent prefers their option for council amalgamation is provided in

4.1. Awareness of the Proposed Reduction in Council Numbers

Awareness of the NSW government's proposal to combine metropolitan councils is shown in Figure 3. On the whole, the results suggest that over nine out of ten respondents were aware of the plan.

When age is taken into account, 79% of the younger cohort (18-34 years) reported that they were aware of the plan, which is significantly lower than the awareness rates for the older cohorts (i.e., 91% for 35-54 years and 100% for 55+ years).

Figure 3: Awareness of the proposed reduction in council numbers



4.2. Preference for Amalgamation Options

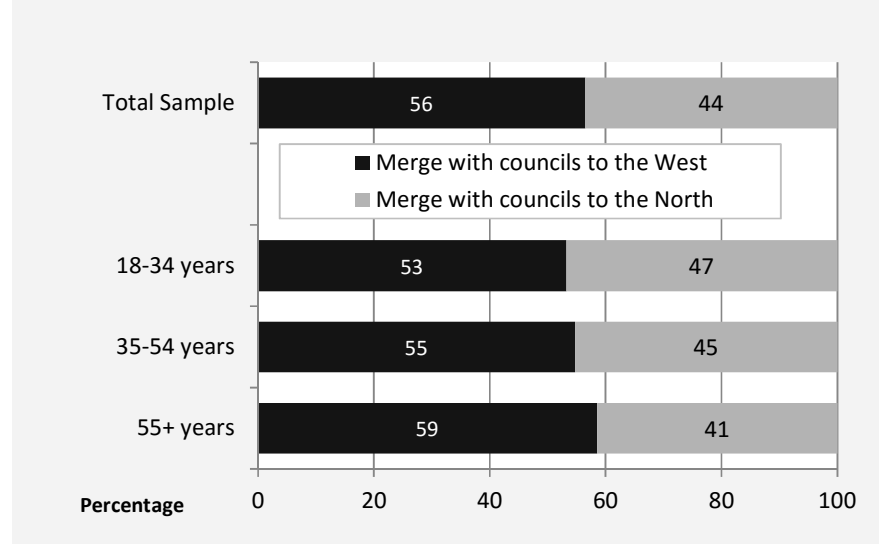
When given one of two options for merging the council, a little over half of the respondents (56%) preferred to merge with the councils to the West (e.g., North Sydney) over the councils to the North, 44% (e.g., Manly and Warringah), which was a statistically significant difference – see Figure 4.

There were no statistically significant differences when preference ratings were examined across different age groups.

Figure 4: Preference for amalgamation options

Q5. 5. If Mosman Council was forced to amalgamate, would your preference be to:

Base: All Respondents, N=301



Additionally, when preferences were examined across gender, home ownership and living situation, there were no significant differences between the two amalgamation options.

4.3. Conclusions

The majority of respondents were aware of the government's proposal to reduce the number of councils in Sydney. However, a larger proportion of the older age cohorts (91% and 100% for 35-54 years and 55+ respectively) reported awareness of the plan compared to the younger age cohort (79% for 18-34 years).

On the whole, a little over half of the residents (56%) were in favour of merging with the councils to the West compared to those in the North (44%). The factors of age, gender, home ownership and living situation did not have an impact on the respondent's preferences.

Appendix I: Questionnaire Used

Introduction

Good [.....] my name is [.....] from Taverner Research, an independent market research company based in Surry Hills.

Today we are conducting a very short survey about the NSW government's proposal to reduce council numbers and would appreciate your input.

For this survey we need to speak to the youngest person in your household aged 18 years of age or over.

- | | |
|--------|----------------------------|
| 1. Yes | CONTINUE |
| 2. No | THANK AND TERMINATE |

1. In order to ensure we ask you the relevant questions, please tell me the postcode in which you live? SINGLE RESPONSE

- | | |
|--------------------|----------------------------|
| 1. 2088 | |
| 2. Other (SPECIFY) | THANK AND TERMINATE |

2. Please tell me your age group. Is it READ OUT SINGLE RESPONSE

✧

1. 18-24
2. 25-34
3. 35-44
4. 45-54
5. 55-64
6. 65+
7. (Rather not say)

3. RECORD GENDER

✧

1. Male
2. Female

4. Are you aware of the NSW Government's proposal to reduce the number of metropolitan Councils in Sydney? SINGLE RESPONSE

1. Yes
2. No
3. Not sure/DK

✧

5. If Mosman Council was forced to amalgamate, would your preference be:

1. To amalgamate Mosman Council with councils to the North, e.g. Manly, Warringah
2. To amalgamate Mosman Council with councils to the Wests e.g. North Sydney

DP: PLEASE SET UP SO THAT CODES 1 AND 2 ARE SHOWN ALTERNATIVELY FOR EACH SURVEY

6. What is the main reason you prefer that option if amalgamation is forced?

✧ **PROBE FULLY:** Why else do you feel this way?

✧

✧

Demographic Questions

7. I now have a few questions about yourself so that we can better classify your responses.

Which one of these categories best describes your household? READ OUT

✧ **SINGLE RESPONSE**

✧

1. I am a single parent with children at home
2. I am living with partner – children at home
3. I am living with partner - no children at home
4. I live alone
5. I am an adult living with my parents
6. I share a home with other adults only (not my parents or partner)
7. Other (specify)
8. (Rather not say)

8. Do you own (includes having a mortgage) or rent the home you are living in? IF SOMEONE IS LIVING WITH PARENTS/SHARE HOUSE ETC. RECORD OWNERSHIP BASED ON THE RESIDENCE.

SINGLE RESPONSE

✧

1. Own/mortgage
2. Rent (public/private) or share house

USUAL THANK AND CLOSE



ATTACHMENT 6

Pittwater Council,

Pittwater Council Improvement Proposal, Appendix 2,

Micromex Research Report

Fit For Future Online and Paper Surveys,

published on IPART website, www.ipart.nsw.gov.au,

accessed on 22 February 2016.

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PITTWATER COUNCIL IMPROVEMENT PROPOSAL

Appendix 2

MICROMEX RESEARCH REPORT
FIT FOR THE FUTURE
RANDOM SAMPLE TELEPHONE SURVEY

Pittwater Council

Fit for the Future

Random Sample Telephone Survey

Prepared by: Micromex Research

Date: June 2015



Background



Methodology & Sample

Data collection

Micromex Research, together with Pittwater Council, developed the questionnaire.

Data collection period

Telephone interviewing (CATI) was conducted during the period 29th May to 1st June 2015.

Sample

N=405 interviews were conducted.

A sample size of 405 provides a maximum sampling error of plus or minus 4.9% at 95% confidence.

This means that if the survey was replicated with a new universe of n=405 residents, that 19 times out of 20 we would expect to see the same results, i.e. +/- 4.9%.

For the survey under discussion the greatest margin of error is 4.9%. This means for example that the answer "yes" (57%) to receiving Council's information pack could vary from 52% to 62%. As the raw data has been weighted to reflect the real community profile of Pittwater Council, the outcomes reported here reflect an 'effective sample size'; that is, the weighted data provides outcomes with the same level of confidence as unweighted data of a different sample size. In some cases this effective sample size may be smaller than the true number of surveys conducted.

Interviewing

Interviewing was conducted in accordance with the AMSRS Code of Professional Conduct. Where applicable, the issues in each question were systematically rearranged for each respondent.

Data analysis

The data within this report was analysed using Q Professional.

Percentages

All percentages are calculated to the nearest whole number and therefore the total may not exactly equal 100%.



Sample Profile



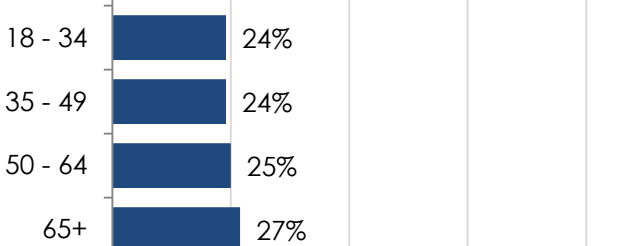
Sample Profile



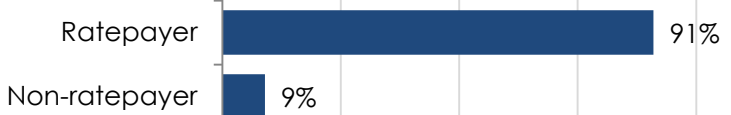
Gender



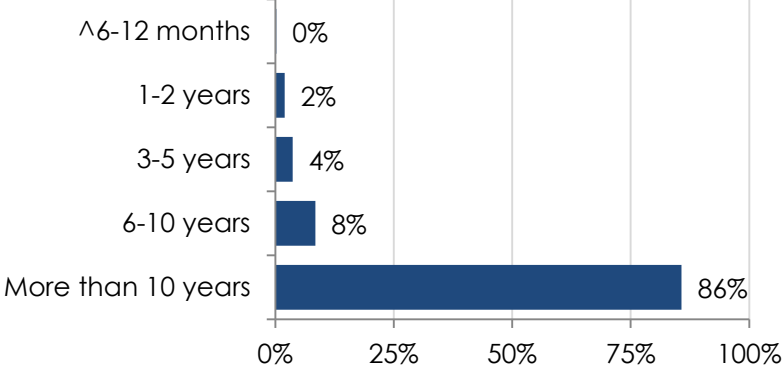
Age



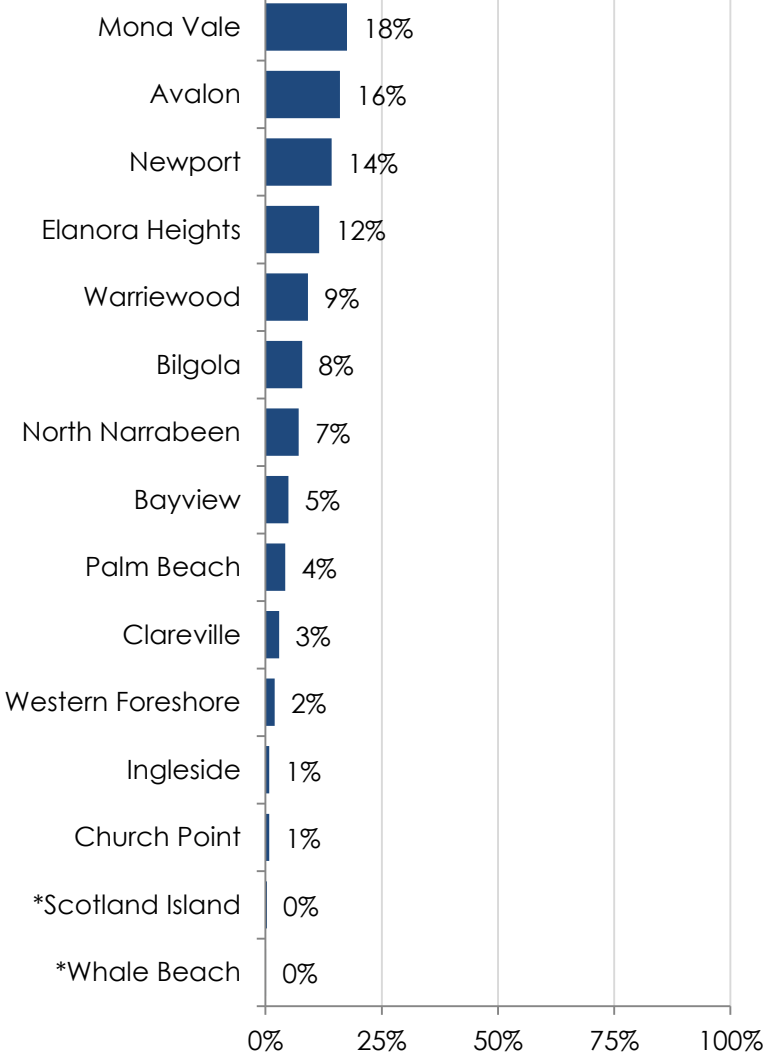
Ratepayer status



Time lived in area



Suburb lived in



^ Note: 1 resident has lived in the area for 6-12 months

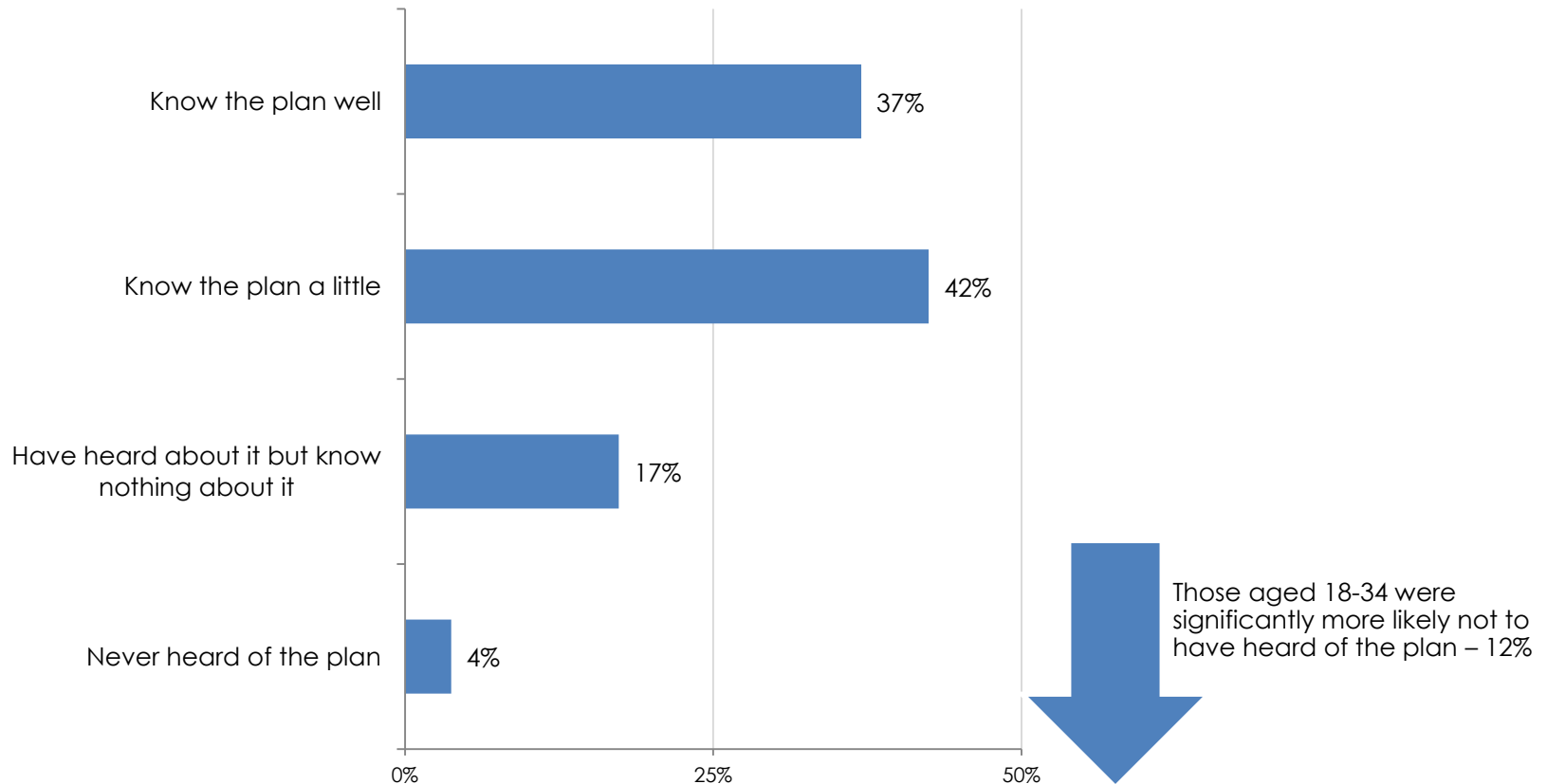
* Note: 2 residents were from Scotland Island & 1 from Whale Beach

Detailed Findings – Awareness of the Local Government Review



Knowledge of the NSW Government's Review of the Local Government System

Q4. The NSW Government is reviewing the local government system and is encouraging NSW local councils to merge, forming new, larger councils. How aware are you of this plan?



Base: N=405

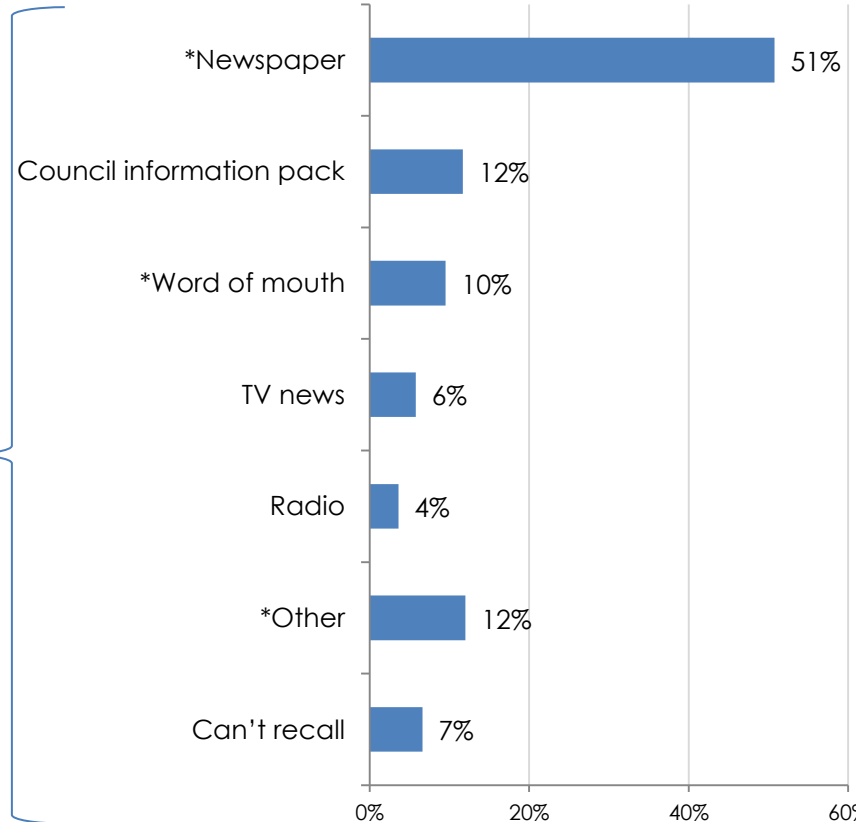
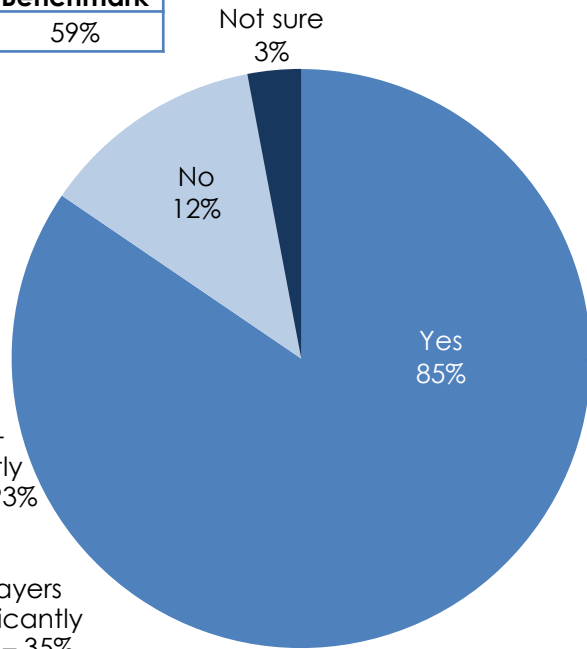
37% of residents claim to 'know the plan well' and a further 42% 'know the plan a little'. Whilst there were few who hadn't heard of the plan at all, those aged 18-34 were significantly less aware

Prior Knowledge of the Possible Merger of Pittwater, Warringah and Manly Councils

Q5a. Prior to this call were you aware of the NSW Government Fit for the Future announcement regarding changes for local government, which included the recommendation that Pittwater merge with Warringah and Manly into one single council?

Q5b. Where did you first hear about this proposal?

	Pittwater Council	Micromex's Awareness Benchmark
Awareness	85%	59%



Those aged 65+ were significantly more aware – 93%

Non-ratepayers were significantly less aware – 35%

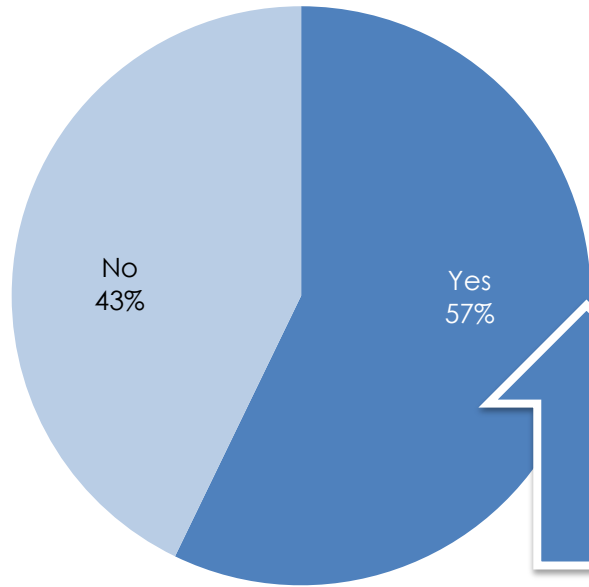
* Please see the Appendix for detailed lists
Base: N=342

Base: N=405

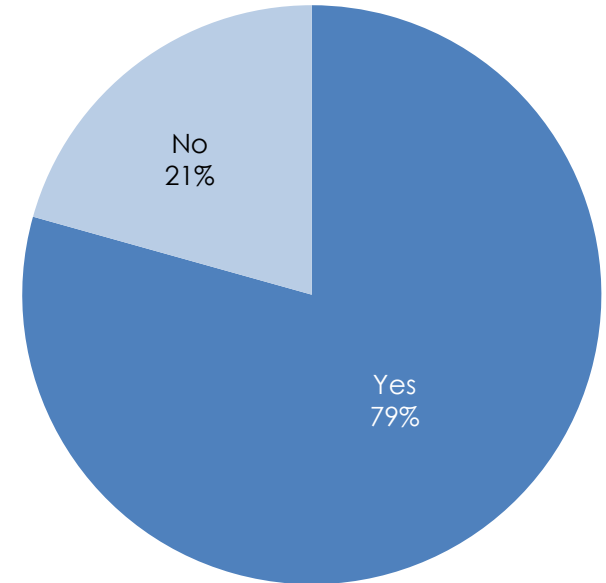
A very high result for awareness, with 85% stating they had prior knowledge of the possible merger. This is significantly higher than the Micromex Fit for the Future Benchmark of 59%. The most informative medium was the 'newspaper', through which 51% of those with prior knowledge became aware

Receipt and Perusal of Council's Information Pack

Q6a. Do you recall receiving a Council information pack on this issue?



Q6b. Did you read the Council information pack on this issue?



Those aged 50+ were significantly more likely to recall having received the pack – 70%

Those aged 18-34 were significantly less likely to remember receiving the pack – 35%

Base: N=405

Base: N=232

The majority of residents recalled receiving Council's information pack, more than three-quarters of whom actually read it.

Whilst those aged 50+ were significantly more likely to recall receiving the pack, readership levels were similar across the demographics

Detailed Findings – Attitudes to Merger Options



Concept Statement

Fit for the Future is the name given to the review of local government being carried out by the NSW Government, in an effort to reduce the number of councils in NSW.

The argument for amalgamation is that bigger councils might be more economically efficient in the delivery of services, whilst an argument against amalgamation is that bigger councils will be less responsive to the local community's needs and local issues.

The NSW Government Fit for the Future announcement made a recommendation that Pittwater be merged with Warringah and Manly into one Council with a population of around 259,000 residents.

Pittwater Council is opposed to the option of one Council for the northern beaches as Pittwater Council is completely sustainable and Fit for the Future in its current form and structure according to the NSW government Fit for the Future criteria. **Pittwater remains committed to a strong independent Pittwater Council providing local representation and delivery of local services to the people of Pittwater on the existing boundaries.** Pittwater Council would, however, like to seek the community's feedback on all three options outlined in the recent KPMG report and Council brochure sent to households in Pittwater.

The three options for consideration are:

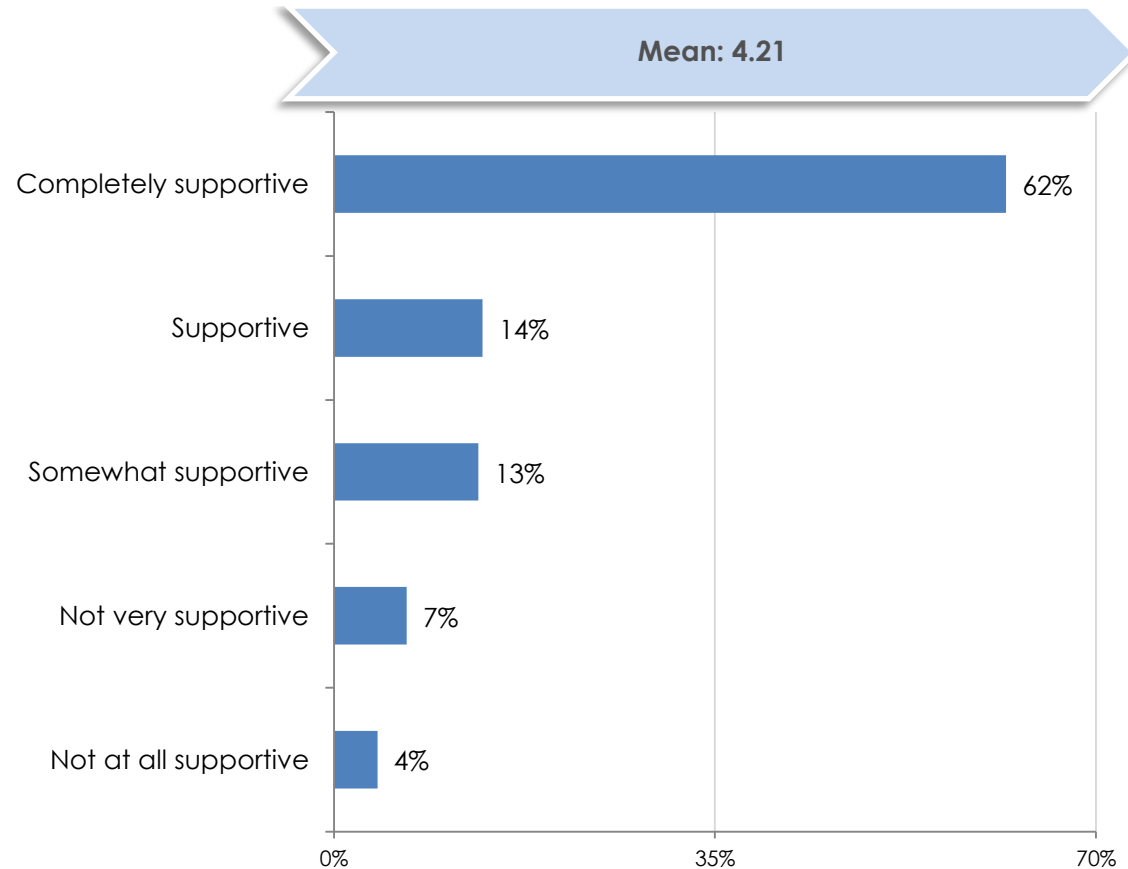
- Option 1 – Pittwater to maintain the status quo, to remain as they are without any boundary changes
- Option 2 – Greater Manly/Greater Pittwater – This option involves boundary changes and splits the existing Warringah Council, creating two councils of approximately equal population size
- Option 3 – A single council – comprising the current areas of Pittwater, Warringah and Manly



Support for Pittwater to Stand Alone

Option 1: Pittwater Council to maintain the status quo, to remain as they are without any boundary changes

Q7a. How supportive are you of Pittwater Council staying as it is?

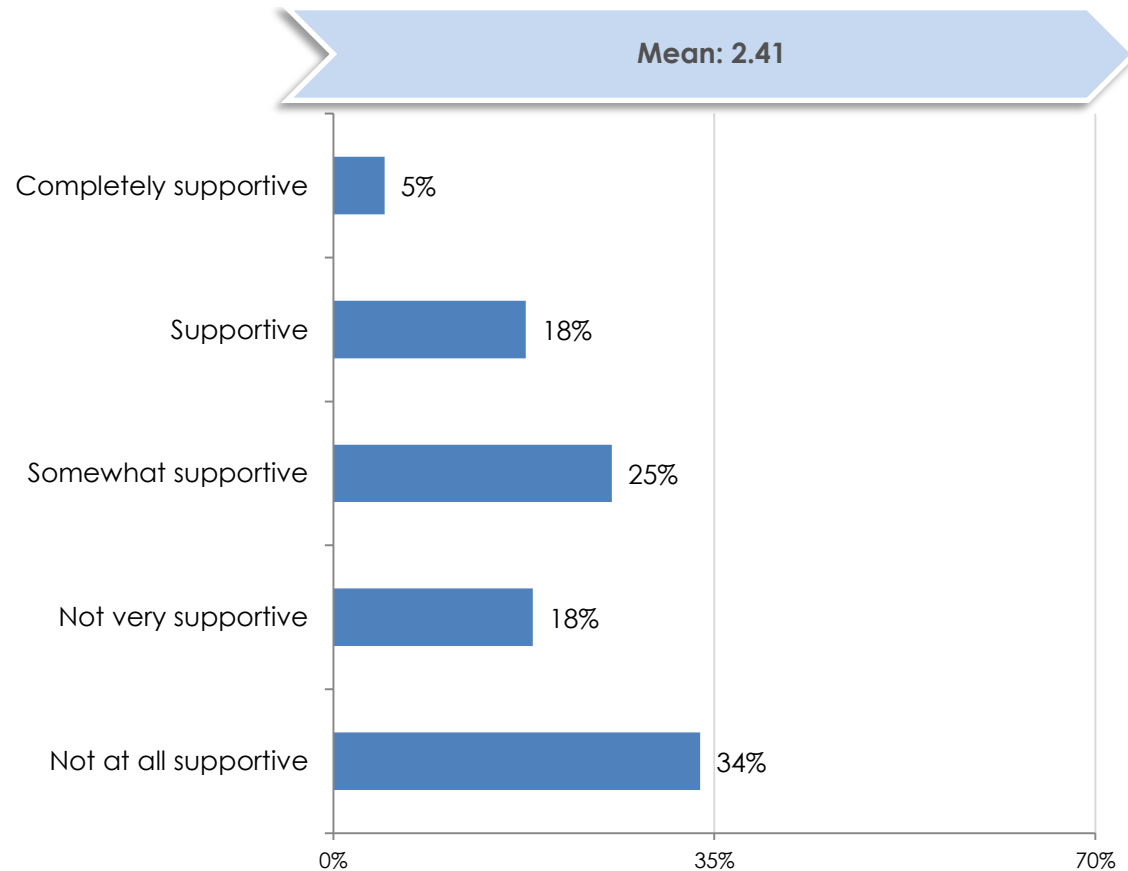


Support for Pittwater to retain its status quo was high, with 62% stating they were 'completely supportive' and a further 27% indicating they were 'somewhat supportive' or 'supportive'. This result was consistent across the community

The Formation of Greater Pittwater/Greater Manly

Option 2: Greater Pittwater/Greater Manly – This option involves boundary changes and splits the existing Warringah Council, creating two councils of approximately equal population size

Q7b. How supportive are you of the formation of Greater Pittwater/Greater Manly?



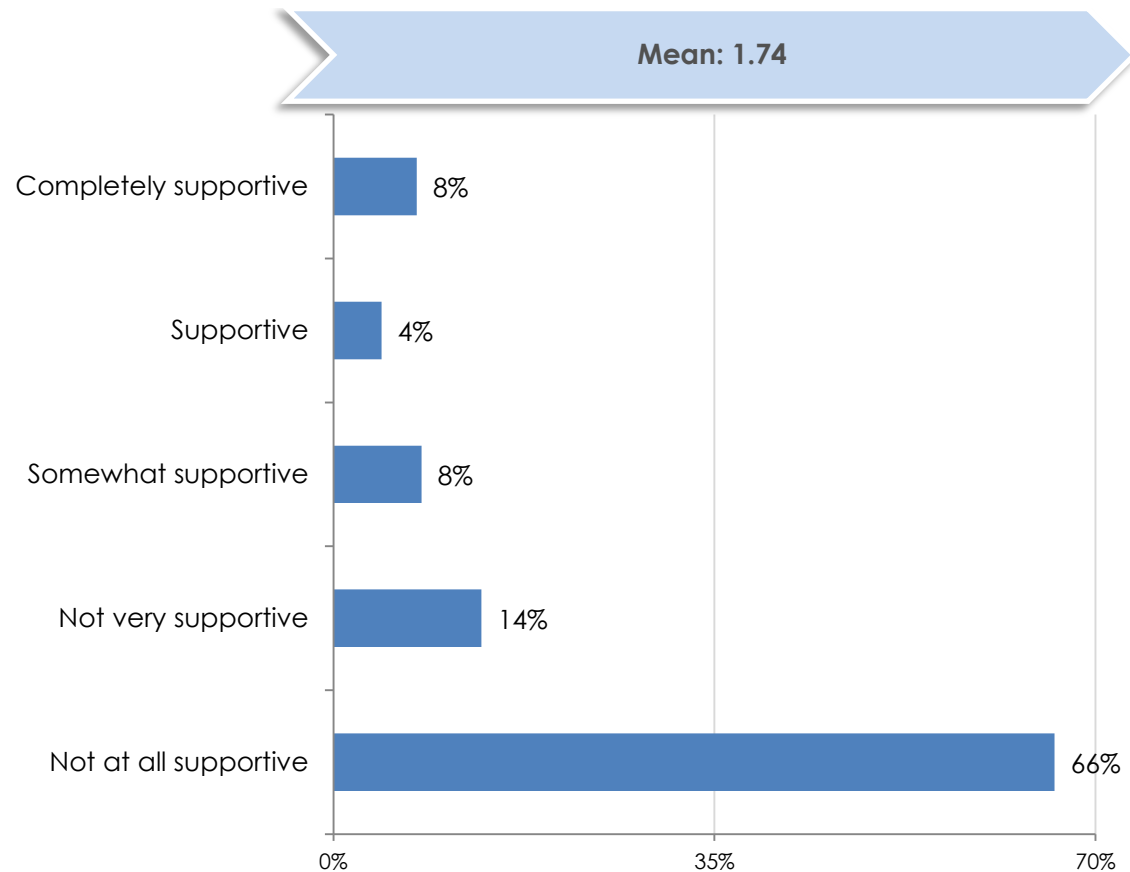
Nearly half the residents were at least somewhat supportive of the formation of two councils of approximately equal size, achieved by splitting the existing Warringah Council. Conversely, the remainder chose to be unsupportive.

Those aged 65+ were significantly less supportive of this option (2.00)

A Single Council Comprising Pittwater, Warringah and Manly

Option 3: A single council comprising the current local government areas of Pittwater, Warringah and Manly

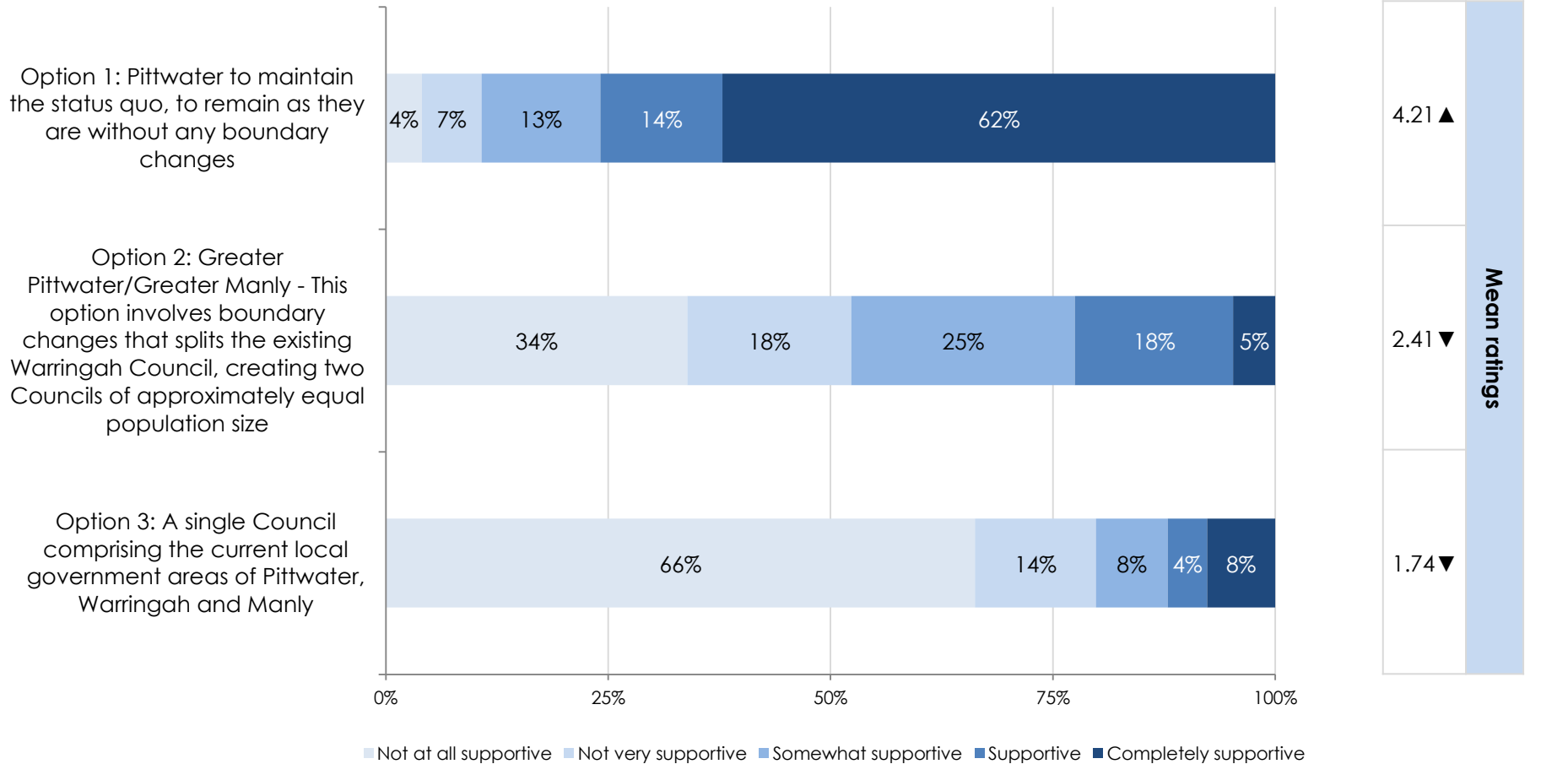
Q7c. How supportive are you of Pittwater being merged into a single council?



This option returned the lowest support of the three, with only 20% expressing any form of support. This result was uniform throughout the community

Summary of Support

- Q7a. How supportive are you of Pittwater Council staying as it is?
 Q7b. How supportive are you of the formation of Greater Pittwater/Greater Manly?
 Q7c. How supportive are you of Pittwater being merged into a single council?



Base: N=405

There was overwhelming support throughout the community for Pittwater to retain the status quo, with a very high result of 62% stating they were 'completely supportive'.

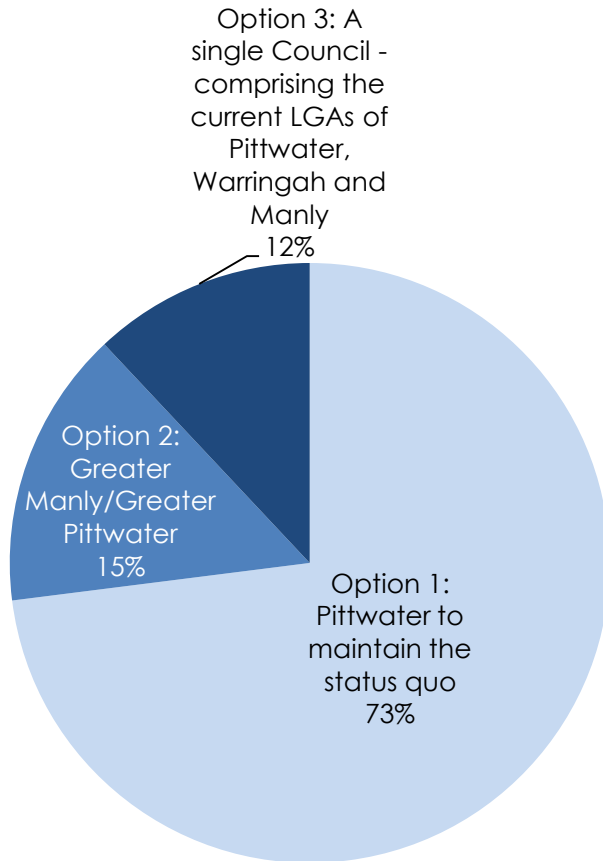
Detailed Findings – Preference Rankings



Preferred Option – FIRST Choice

Q8a. Thinking about the options we have just discussed, which is your preferred option?

Q8b. Why do you say that?



Option 1: Maintain status quo N=297		% of total
Currently happy with Council's performance		37%
These council areas aren't compatible/		31%
Previous inclusion with Warringah didn't work		21%
Effectiveness of current services/efficiency		11%
Too large an area		9%
Loss of identity/being ignored		6%
Increase in rates/Other councils' debts		3%
Loss of representation		1%
Development		1%
Not enough information provided		
Option 2: Greater Pittwater/Greater Manly formation N=61		
Better services/facilities/efficiency		7%
Area too large for one council		4%
Economic advantage		3%
Compatible area/boundaries		2%
Benefit the residents		1%
Increased representation		<1%
Option 3: Combine Pittwater, Warringah and Manly N=40		
Economically efficient		8%
Better services/facilities/efficiency		5%
Bigger voice/reduce duplication/corruption		2%
Council area		2%
Success of other amalgamations		1%
Dissatisfied with current situation		<1%

Residents have emphatically chosen to support Pittwater maintaining the status quo, with nearly three-quarters selecting this option as their most preferred. This is a communal attitude, and evokes similar levels of support across all demographics

Preferred Option – FIRST Choice: Option 1 – Maintain Status Quo

Q8a. Thinking about the options we have just discussed, which is your preferred option?
 Q8b. Why do you say that?

The main reasons for the majority selecting this option as their first preference are that they were satisfied with Council's performance, and that they don't believe the other areas would be compatible. This is particularly true of Warringah, with many residents stating that the area was better since the split several years ago, so they see no point in revisiting that scenario

Verbatim responses
<i>"Amalgamation would negatively impact on Pittwater's urban density"</i>
<i>"Amalgamation would reduce the performance of council within the local area"</i>
<i>"Concerned about the deterioration of services if a merge occurs"</i>
<i>"Council needs to stand alone because the other councils like Warringah have been proven guilty of corruption"</i>
<i>"Demographics of the three areas are vastly different, and it would be best to keep these areas separate so their respective councils can deal with their own populations themselves"</i>
<i>"Fought for Pittwater to be separate in 1992 and don't see the point in a merge"</i>
<i>"Have lived in the area under the previous larger Council, and the area has been run a lot better since the smaller Pittwater Council took over"</i>
<i>"Having a smaller council allows Pittwater residents to be properly represented"</i>
<i>"Merging would create an area that would be too large to look after"</i>
<i>"Pittwater is responsive to its local residents and we may lose this if it changes"</i>
<i>"Pittwater works very well at the moment and that would be at risk if they were to merge"</i>
<i>"Since the Pittwater Council formed, things have been done to a good standard"</i>
<i>"Smaller suburbs will lose out if including larger population areas in a merger"</i>
<i>"Things are fine the way they are, Pittwater is sustainable and healthy financially"</i>
<i>"Merging might mean that Pittwater would be neglected and not paid enough attention"</i>



Preferred Option – FIRST Choice: Option 2 – Greater Pittwater/Greater Manly Formation

Q8a. *Thinking about the options we have just discussed, which is your preferred option?*
Q8b. *Why do you say that?*

Residents believe if this option is adopted there would be better services and facilities provided, and the resulting council areas would be more efficient

Verbatim responses
<i>"Agree with a bigger council being more efficient in terms of outlay of plans and equipment"</i>
<i>"Efficiencies would be greatest in this option"</i>
<i>"Pittwater is too inefficient and small, and there might be some cost saving and lowering of rates with a merge"</i>
<i>"Warringah was involved with the two areas initially and it worked very well"</i>
<i>"Not too large to still be focused on the locals"</i>
<i>"There needs to be a more sustainable population size"</i>
<i>"Although Pittwater is sustainable, I believe that being bigger would give massive economic advantage"</i>
<i>"Reduction in council related costs"</i>
<i>"Greater council makes more sense economically then keeping status quo"</i>
<i>"Natural boundaries match with this split"</i>
<i>"Manly is quite different to Pittwater, so merging with them wouldn't necessarily be the best idea"</i>



Preferred Option – FIRST Choice: Option 3 – A Single Council Comprising Pittwater, Warringah and Manly

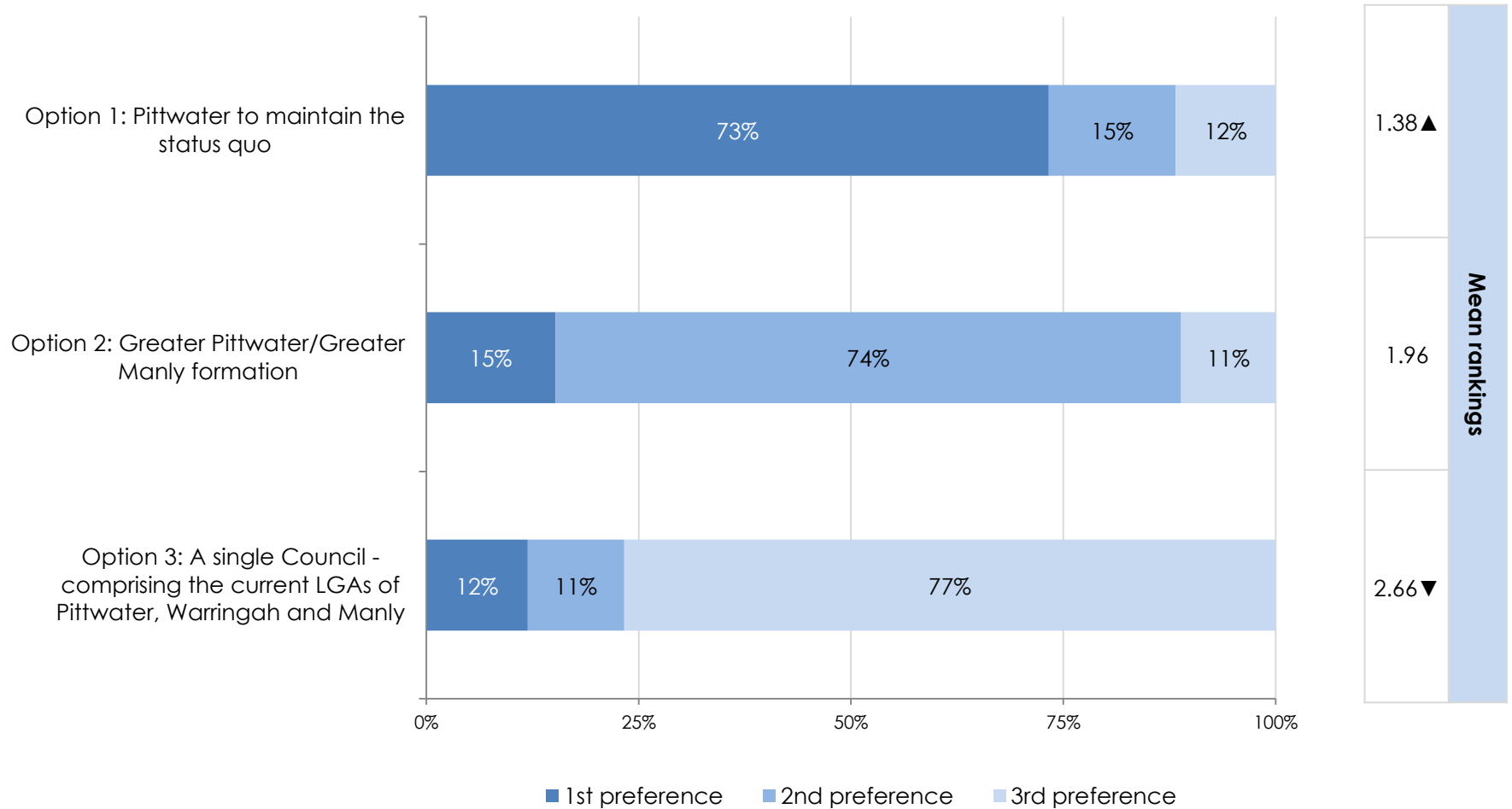
- Q8a. Thinking about the options we have just discussed, which is your preferred option?
 Q8b. Why do you say that?

The most frequently mentioned reason for supporting this option was that it would be economically efficient to do so

Verbatim responses
<i>"Feel that it would be more beneficial to ratepayers as in lower rates"</i>
<i>"Having a single council would save a lot of money and be a lot more efficient"</i>
<i>"Maximisation of finances and resources"</i>
<i>"Fragmentation of services and facilities across the whole Northern Beaches not well served by having individual councils"</i>
<i>"Having one larger council would be more organised and efficient"</i>
<i>"Pittwater Council duplicates too many resources that would be better optimised between larger groups of people"</i>
<i>"Merging on this scale would be economically efficient, as it would reduce duplication of services and cut down on financial wastage"</i>
<i>"Greater efficiency to avoid replication with internal systems and council management costs"</i>
<i>"Control of the area is not in the hands of the people as the managers have too much control. If we merged people would have more power"</i>
<i>"One lot of rules and regulations under one local government would be a lot more logical, and would make living in the Northern Beaches area a lot easier"</i>

Preferred Option – All Rankings

Q8a. Thinking about the options we have just discussed, which is your preferred option? Second preference?



Base: N=405

▲▼ = significantly higher/lower ranking (by option)

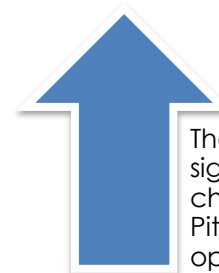
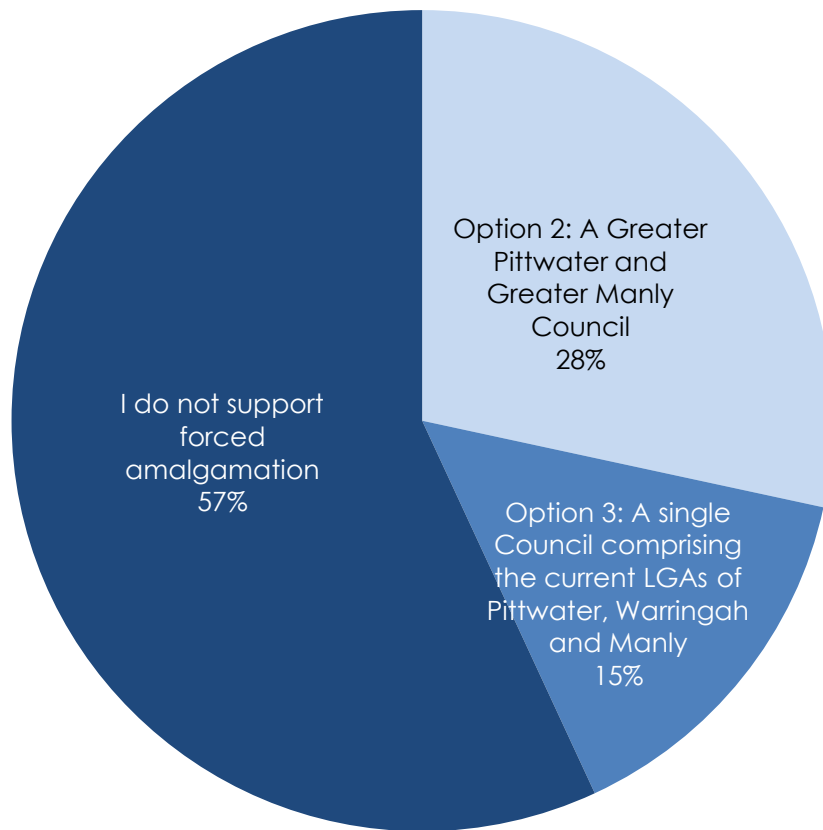
Scale: 1 = 1st preference, 3 = 3rd preference

When we take into account residents' second preferences, there is a high level of support (74%) for the 'Greater Pittwater/Greater Manly formation', however, the option of becoming a single council still does not fare well, continuing to receive minimal support

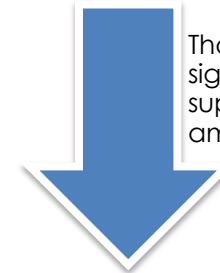
Result of State Government Forcing a Decision

Q8c. If the State Government forces councils on the Northern Beaches to amalgamate, which option would you support?

Whilst there was increased support for the formation of a Greater Pittwater/ Greater Manly formation were the State Government to force amalgamation upon the Northern Beaches, almost twice as many choosing this option as opposed to the single council option, the majority of residents opted to not support forced amalgamation



Those aged 18-34 were significantly more likely to choose the Greater Pittwater/Greater Manly option – 49%



Those aged 65+ were significantly more likely to not support forced amalgamation – 72%

Summary Of Results



Summary of Results

The survey consisted of a series of questions eliciting demographic data, levels of support for each option and their preferences in relation to each option. It is important to note that respondents were asked for their level of support for each option to identify how people felt about each option. The respondents were then asked to preference the options to clarify their ultimate choice when it came to decision making.

Awareness of the Local Government Review

There was a good depth of knowledge of the local government system review, with 37% stating they 'know the plan well' and a further 42% that they 'know the plan a little'. Only 4% claimed to have 'never heard of the plan', half of whom were in the 18-34 age group.

85% of residents were aware of the NSW Government's Fit for the Future announcement recommending that Pittwater merge with Warringah and Manly to form a new single council. 'Newspapers' was the single most informative medium through which residents gained their knowledge (57% of those aware, 43% overall).

57% of residents recalled receiving Council's information pack, 79% of whom then read the information.



Summary of Results

Attitudes to Merger Options

There was strong support for Pittwater Council to retain its status quo, i.e. to remain as they are without any boundary changes, with 62% stating they were 'completely supportive' of this option. With a further 27% stating they were 'somewhat supportive' or 'supportive', this leaves only 11% who displayed any negativity towards this option.

When asked about their level of support for Option 2, there was a more equal level of support for or against, in comparison to Options 1 and 3 where the community held very strong views in favour or against each of those options.

Residents' support for both tabled merger options was much lower than their support for a 'no merger' option. As with other Council areas, Pittwater respondents were more supportive of the smaller amalgamation option (Greater Pittwater/Greater Manly) than the larger amalgamation option of one single council for the northern beaches.



Summary of Results

Preference Rankings

Community preference was for Pittwater to continue to exist as a separate entity. 73% of residents selected this option as their first preference and a further 15% as their second.

- The key driver of this preference was that residents are generally happy with Pittwater Council's performance and efficiencies
- The scale/size of a single Northern Beaches Council, local representation and general compatibility were other identifiable areas of concern that led the community to prefer things to remain as they are

Support for the formation of Greater Pittwater/Greater Manly option was low as a first preference with only 15% of the vote, however, was significantly bolstered by 74% residents selecting it as a second preference.

There was little preference for the State Government's recommendation of merging Pittwater, Warringah, and Manly, with only 23% of residents casting this option as their first or second preference.

Clearly Option 1 (no merger) is the most preferred option, with Option 2 (Greater Pittwater/Greater Manly) being chosen by 74% of residents as their second preference. Option 3 (one single council) was the least preferred option, with 77% declaring this as a last option.



Appendix



Respondent Breakdown by Subcell

All respondents	Overall	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Base	405	198	207	97	97	101	110	368	37

Q5b	Overall	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Base	342	169	173	70	80	91	101	320	22

Q6b	Overall	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Base	232	115	117	34	51	69	78	220	12



Mediums Through Which Residents Became Aware

Q5b. Where did you first hear about this proposal?

Newspaper	Count	Other	Count
Manly Daily	159	Residents Association	5
Sydney Morning Herald	28	Signage around the area	5
Daily Telegraph	1	Facebook	4
Can't recall	6	Billboard	3
		Community newsletter - Pittwater Offshore News	1
Word of mouth		Council meeting	1
Friend	11	Council newsletter	1
Family member	7	Council's Facebook page	1
Other residents	7	Emailed newsletter - Pittwater Council	1
Neighbour	4	Glenn Street Theatre	1
Work colleague	4	Government Gazette	1
A ranger	1	Letters in the mail from an independent group	1
Local discussion group	1	Mayor Regan at a function for Warringah Council	1
Palm Beach Progress Association	1	Phone survey several months back	1
Rob Stokes	1	Political group	1
Warringah employee	1	Protest signage in the local area	1
		Pamphlet at Council building	1





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