

Report To: Council



Meeting Date: 9 October 2025

Subject: Annual Residents Survey - Benchmarking Report 2024/2025

Type: Decision Required

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1. Purpose of Report

- 1.1 The purpose of this business paper is to present the Annual Residents Survey - Benchmarking Report 2024/2025 from Key Research.

2. Suggested Resolutions

- 2.1 The following are suggested resolutions only and do not represent Council policy until such time as they are adopted by formal resolution.
- 1 The business paper on the Annual Residents Survey - Benchmarking Report 2024/2025 be received.

3. Background

- 3.1 Council carries out a survey each year seeking to understand how residents feel about our performance and the way we deliver our services and activities. One of the ways we do this is to undertake an annual Resident Survey – to look at what we do well, and where we need to make improvements.
- 3.2 The Resident Survey is used to measure seven of Council’s Key Performance Indicators (KPIs) and inform our Annual Report each year.
- 3.3 The Annual Resident Survey 2025 was conducted by Key Research, an independent research company, during May this year. The results were presented to the Council on 29 July 2025 Council Meeting.
- 3.4 Key Research has conducted surveys for 21 councils across New Zealand in 2024/25, including 18 district councils and 3 city councils and has provided the benchmarking report. Key Research have asked that we do not publish who are the other 21 councils participating.
- 3.5 The benchmarking report is enclosed as **Attachment 1**.

4. Commentary

4.1 KEY FINDINGS

- 4.2 Overall, Waitomo District Council’s (WDC) results compare favourably with the other councils participating in the survey.

- 4.3 Out of 60 measures surveyed, WDC achieved the top score in six measures, significantly above the average in ten measures and below the average in four measures.
- 4.4 Some of the measures where WDC achieved the top score are –
- engagement and consultation
 - enquiry handling
 - public facilities and open/outdoor spaces
 - building consents
 - overall regulatory services
 - leadership
- 4.5 Some of the measures where WDC scored significantly above the average are –
- core service deliverables
 - overall reputation of the council
 - financial management
 - district going in the right direction
 - overall water management
 - overall roading infrastructure
 - parks, reserves and green spaces
 - libraries
 - public toilets
 - dog and animal control
- 4.6 Some of the measures where WDC scored below the average are –
- overall satisfaction with the council
 - value for money
 - overall waste management
 - overall stormwater system
- 4.7 The table below gives WDC's score compared with other councils.

Table 1- WDC's score compared with participating Councils

Measures	WDC – top score (average shown in brackets)	WDC – above the average (average shown in brackets)	WDC – below the average (average shown in brackets)
Overall satisfaction			53% (55%)
Core service deliverables		77% (68%)	
Overall water management		74% (67%)	
Overall waste management			73% (75%)
Overall roading infrastructure		55% (54%)	
Overall stormwater system			57% (63%)
Overall reputation of the Council		62% (56%)	
Financial management		52% (42%)	
Value for money			40% (43%)
Engagement and Consultation	82% (51%)		
Enquiry Handling	84% (69%)		
Public facilities and open/ outdoor spaces	90% (81%)		
Parks, reserves and green spaces		92% (84%)	

Libraries		94% (88%)	
Public toilets		74% (69%)	
Overall regulatory services	82% (61%)		
Building consents	75% (53%)		
Dog and animal control		63% (58%)	
Leadership	70% (56%)		
District going in the right direction		65% (57%)	

5. Recommendation

5.1 The business paper on the Annual Residents Survey - Benchmarking Report 2024/2025 be received.

6. Attachments/Separate Enclosures

Annual Residents Survey - Benchmarking Report 2024/2025 (917052)



Councils' Annual Residents Surveys Benchmarking Report 2024/2025



Research background



Research Objectives

The specific objectives of this research were:

- To understand residents' satisfaction with services and facilities provided by Councils across New Zealand.
- To benchmark the key performance indicators against other Councils.



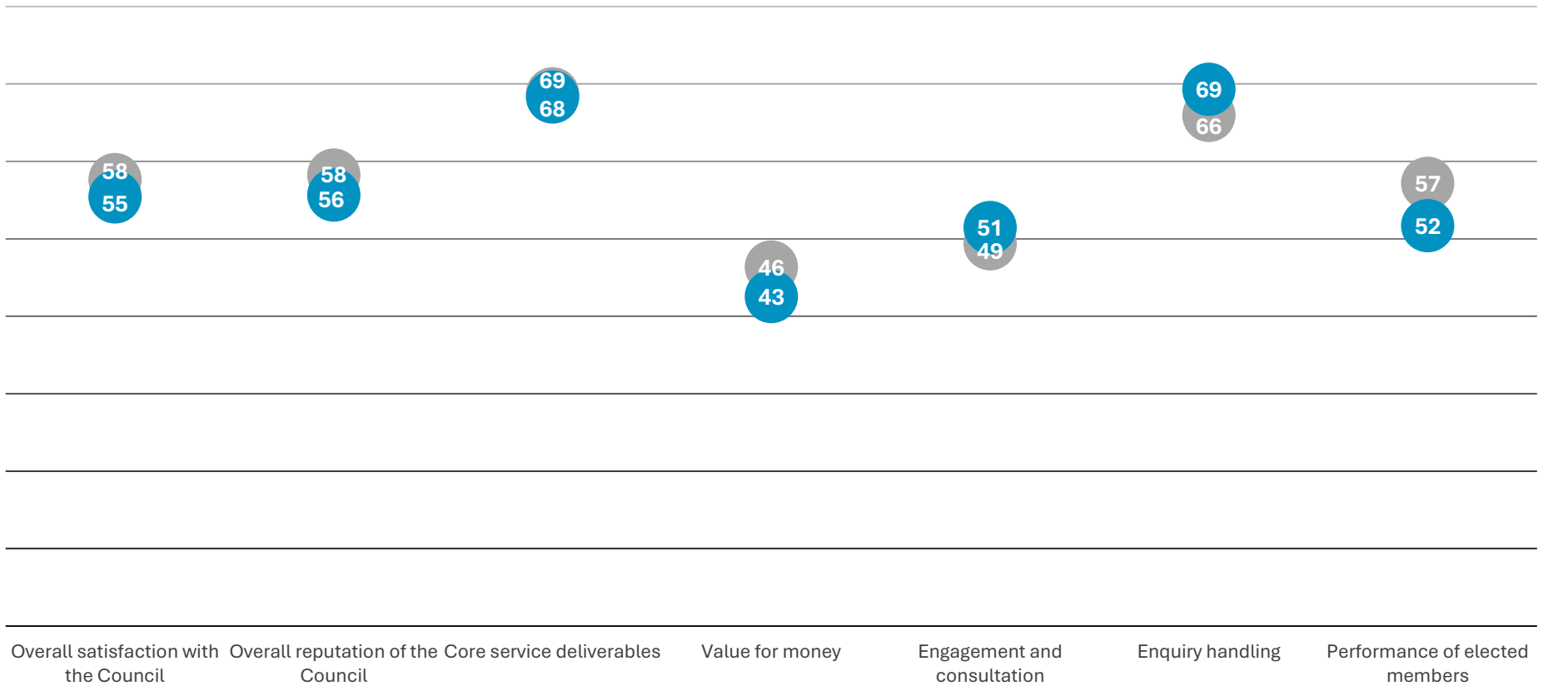
Method

- Surveys were undertaken with 21 different Councils across New Zealand in 2024/25, including 18 District Councils and 3 City Councils.
- Respondents were selected at random from the Electoral Roll, ratepayers database, and/or email contacts collected through previous years' surveys.
- The questionnaires were designed in consultation with Councils and were structured to provide a comprehensive set of measures relating to core activities, services, and infrastructure, and to provide a wider perspective of performance. This includes assessment of reputation and knowledge of Council's activities.
- Post data collection, the samples were weighted to be exactly representative of key population demographics for each area based on the 2023 Census.
- At an aggregate level the surveys have an expected 95% confidence interval (margin of error) of between +/- 3.2% and +/-4.8%.
- Maximum, minimum and average scores for key performance indicators are shown and benchmarked based on 21 Council's performances. Questions used are either identical or closely related, allowing for comparison.
- To allow for better and more extensive benchmarking, several measures are presented as an average score of all related measures in the relevant section.
- Please note: if minimum, average, or maximum values are not visible in a chart, it means that your Council results are equal to that value. For clarity, please view the table on the page following each chart.

Year on year change – Overall

2024/2025 Council Benchmarking

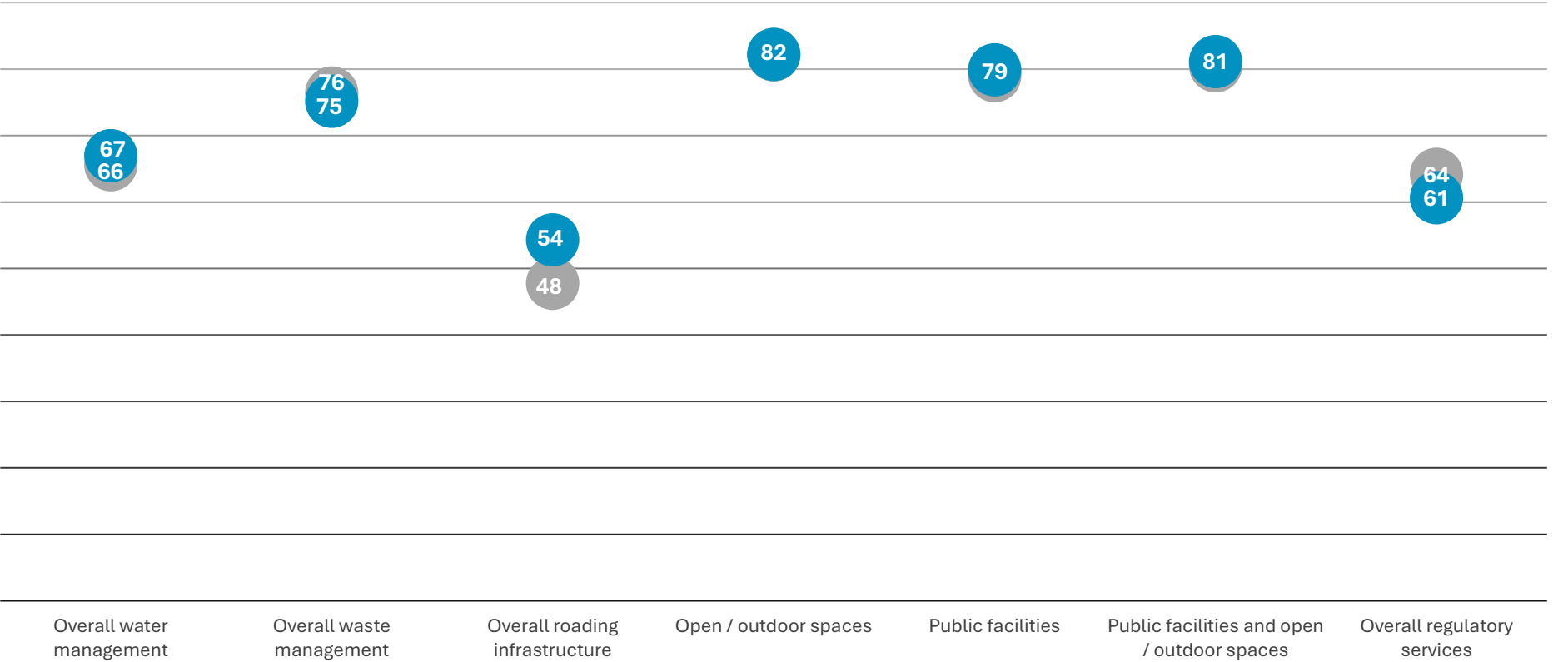
● All Councils' Average 2023/24 ● All Councils' Average 2024/25



Year on year change – Core service deliverables

2024/2025 Council Benchmarking

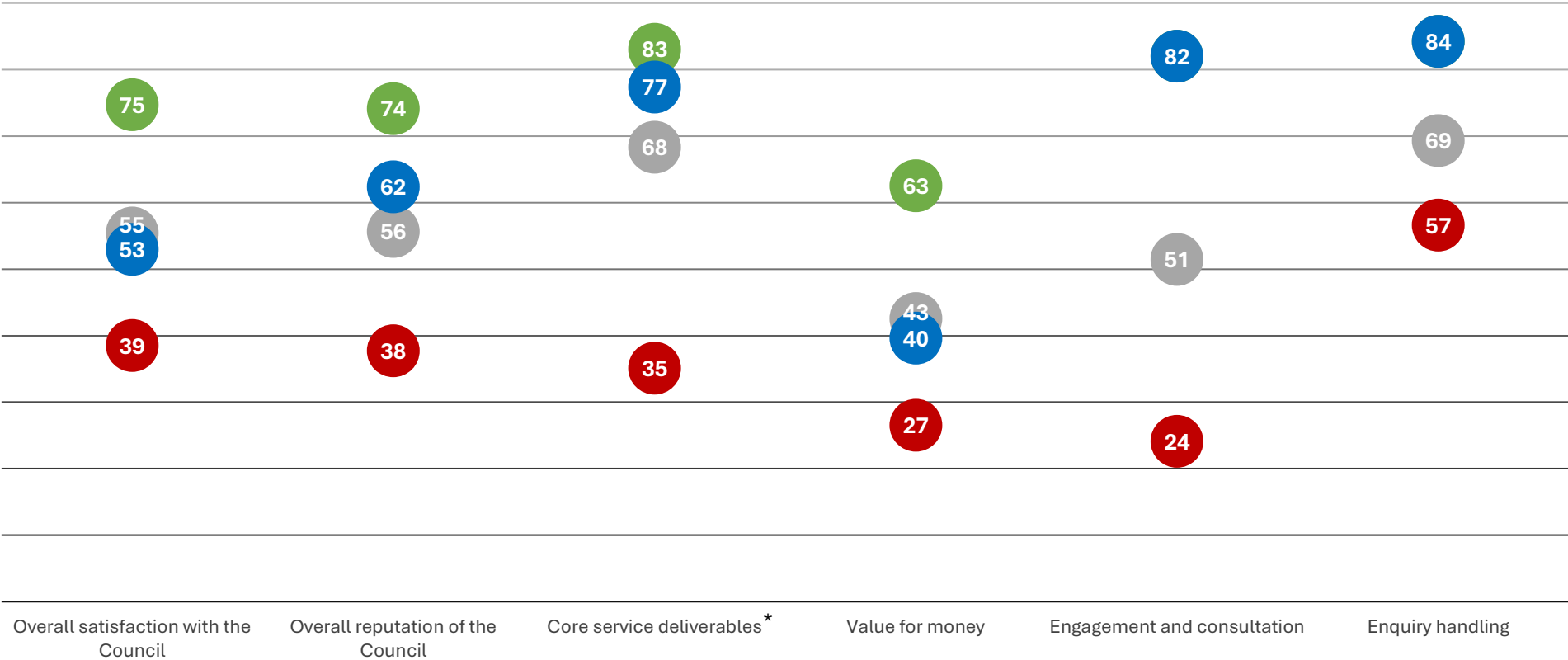
● All Councils' Average 2023/24 ● All Councils' Average 2024/25



Overall measures

2024/2025 Council Benchmarking

● All Councils' Average 2024/25 ● Max ● Min ● Waitomo DC



* To allow for better and more extensive benchmarking, these measures are presented as an average score of all related measures.

Overall measures

% 6-10	Your Council %	Average based on 21 Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Overall satisfaction with the Council	53	55	-2	75	-22	39	+14
Overall reputation of the Council	62	56	+6	74	-12	38	+24
Core service deliverables	77	68	+9	83	-6	35	+42
Value for money	40	43	-3	63	-23	27	+13
Engagement and consultation	82	51	+31	82	-	24	+58
Enquiry handling	84	69	+15	84	-	57	+27

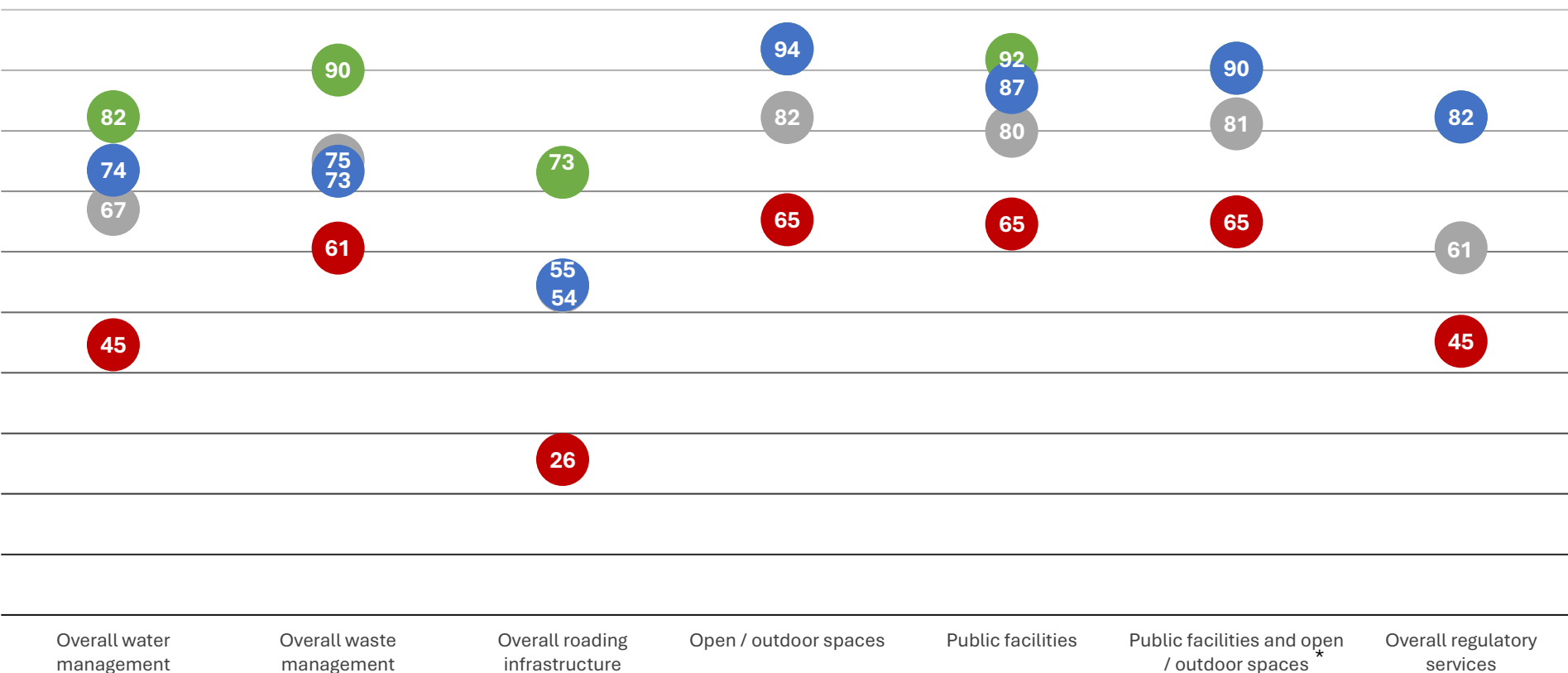
Overall measures – District Councils only

% 6-10	Your Council %	Average based on 18 Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Overall satisfaction with the Council	53	54	-1	70	-17	39	+14
Overall reputation of the Council	62	57	+5	74	-12	38	+24
Core service deliverables	77	67	+10	83	-6	35	+42
Value for money	40	43	-3	63	-23	27	+13
Engagement and consultation	82	52	+30	82	-	24	+58
Enquiry handling	84	69	+15	84	-	57	+28

Core service deliverables

2024/2025 Council Benchmarking

● All Councils' Average 2024/25 ● Max ● Min ● Waitomo DC



* To allow for better and more extensive benchmarking, these measures are presented as an average score of all related measures.

Core service deliverables

% 6-10	Your Council %	Average based on 21 Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Overall water management	74	67	+7	82	-8	45	+29
Overall waste management	73	75	-2	90	-17	61	+12
Overall roading infrastructure	55	54	-	73	-18	26	+29
Open / outdoor spaces	94	82	+12	94	-	65	+29
Public facilities	87	80	+7	92	-5	65	+22
Public facilities and open / outdoor spaces	90	81	+9	90	-	65	+25
Overall regulatory services	82	61	+21	82	-	45	+37

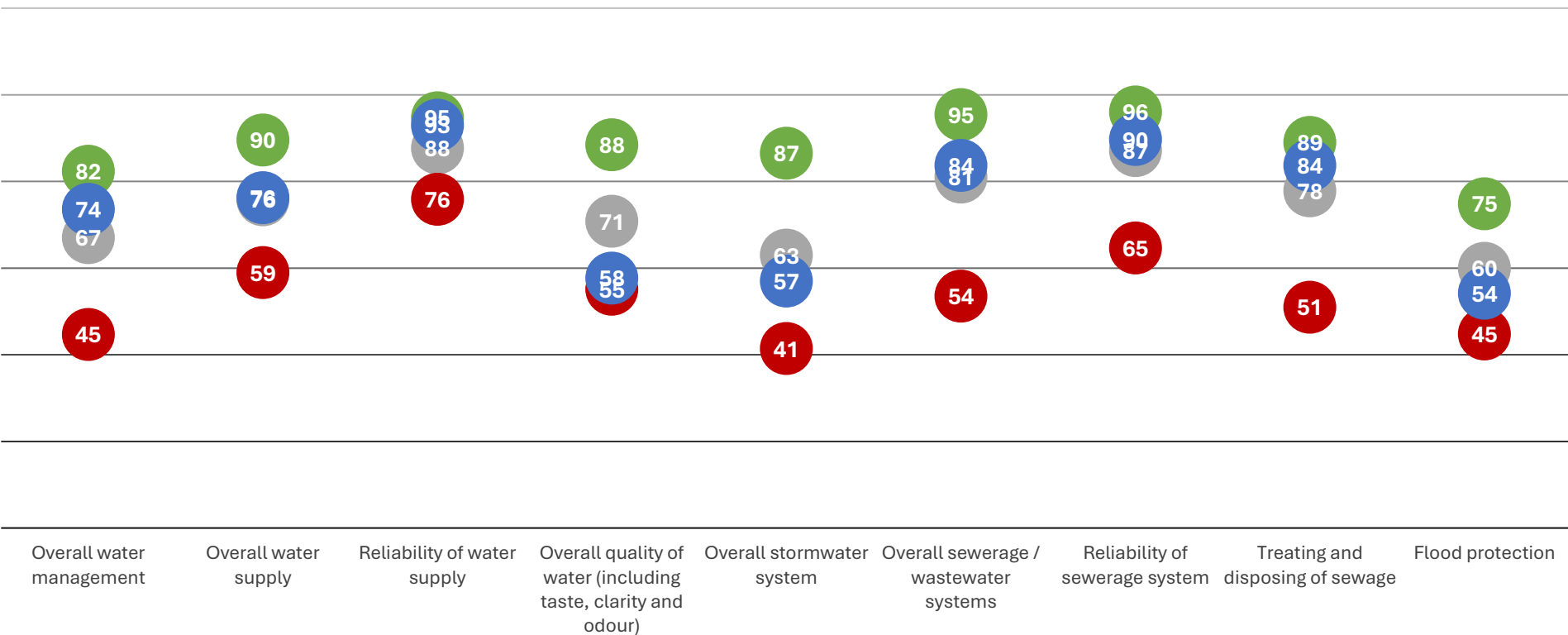
Core service deliverables – District Councils Only

% 6-10	Your Council %	Average based on 18 Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Overall water management	74	67	+7	82	-8	45	+29
Overall waste management	73	74	-1	90	-17	61	+12
Overall roading infrastructure	55	53	+1	70	-15	26	+29
Open / outdoor spaces	94	82	+12	94	-	65	+29
Public facilities	87	80	+7	92	-5	65	+22
Public facilities and open / outdoor spaces	90	81	+9	90	-	65	+25
Overall regulatory services	82	61	+21	82	-	45	+37

Water management

2024/2025 Council Benchmarking

● All Councils' Average 2024/25 ● Max ● Min ● Waitomo DC



Water management

% 6-10	Your Council %	Average based on 21 Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Overall water management	74	67	+7	82	-8	45	+29
Overall water supply	76	76	-	90	-14	59	+17
Reliability of water supply	93	88	+5	95	-2	76	+17
Overall quality of water (including taste, clarity and odour)	58	71	-13	88	-30	55	+3
Overall stormwater system	57	63	-6	87	-30	41	+16
Overall sewerage / wastewater systems	84	81	+3	95	-11	54	+30
Reliability of sewerage system	90	87	+3	96	-6	65	+25
Treating and disposing of sewage	84	78	+6	89	-5	51	+33
Flood protection	54	60	-6	75	-21	45	+9

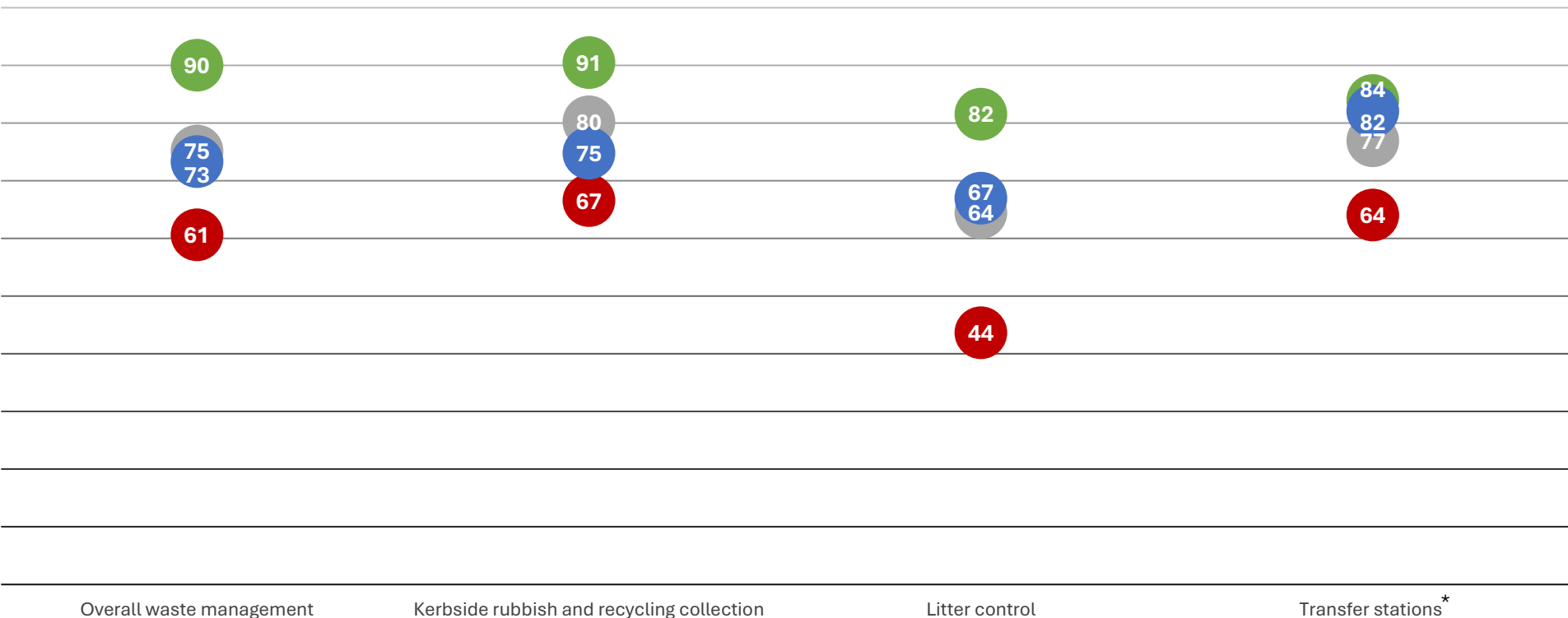
Water management – District Councils Only

% 6-10	Your Council %	Average based on 18 Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Overall water management	74	67	+7	82	-8	45	+29
Overall water supply	76	76	-	90	-14	59	+17
Reliability of water supply	93	88	+5	95	-2	76	+17
Overall quality of water (including taste, clarity and odour)	58	71	-13	88	-30	55	+3
Overall stormwater system	57	63	-6	87	-30	41	+16
Overall sewerage / wastewater systems	84	81	+3	95	-11	54	+30
Reliability of sewerage system	90	87	+3	96	-6	65	+25
Treating and disposing of sewage	84	78	+6	89	-5	51	+33
Flood protection	54	58	-4	68	-14	45	+9

Waste management

2024/2025 Council Benchmarking

● All Councils' Average 2024/25 ● Max ● Min ● Waitomo DC



* To allow for better and more extensive benchmarking, these measures are presented as an average score of all related measures.

Waste management

% 6-10	Your Council %	Average based on 21 Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Overall waste management	73	75	-2	90	-17	61	+12
Kerbside rubbish and recycling collection	75	80	-5	91	-16	67	+8
Litter control	67	64	+3	82	-15	44	+23
Transfer stations	82	77	+5	84	-2	64	+18

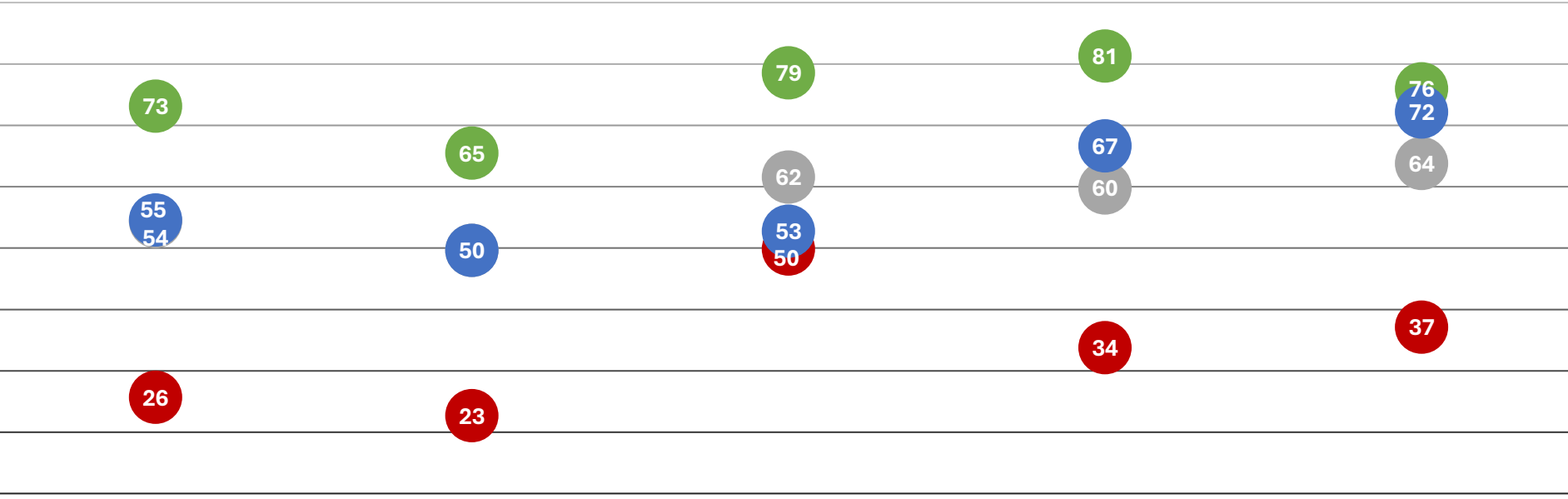
Waste management – District Councils Only

% 6-10	Your Council %	Average based on 18 Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Overall waste management	73	74	-1	90	-17	61	+12
Kerbside rubbish and recycling collection	75	79	-4	87	-12	67	+8
Litter control	67	63	+4	78	-11	44	+23
Transfer stations	82	77	+5	84	-2	64	+18

Roading infrastructure

2024/2025 Council Benchmarking

● All Councils' Average 2024/25 ● Max ● Min ● Waitomo DC



Overall roading infrastructure

Maintenance / quality of roads

Safety of the roads

Maintenance / quality of footpaths

Availability of footpaths

Roading infrastructure

	% 6-10	Your Council %	Average based on 21 Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Overall roading infrastructure		55	54	+1	73	-18	26	+29
Maintenance / quality of roads		50	50	-	65	-15	23	+27
Safety of the roads		53	62	-9	79	-26	50	+3
Maintenance / quality of footpaths		67	60	+7	81	-14	34	+33
Availability of footpaths		72	64	+8	76	-4	37	+35

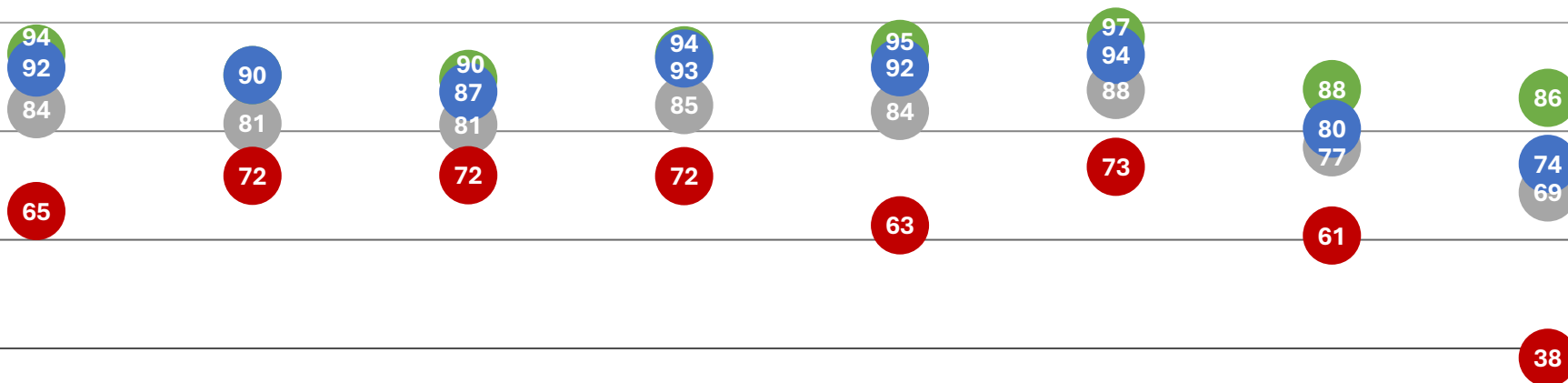
Roading infrastructure – District Councils Only

% 6-10	Your Council %	Average based on 18 Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Overall roading infrastructure	55	53	+2	70	-15	26	+29
Maintenance / quality of roads	50	48	+2	65	-15	23	+27
Safety of the roads	53	58	-5	69	-16	50	+3
Maintenance / quality of footpaths	67	59	+7	72	-5	34	33
Availability of footpaths	72	64	+8	76	-4	37	+35

Public facilities and open / outdoor spaces

2024/2025 Council Benchmarking

● All Councils' Average 2024/25 ● Max ● Min ● Waitomo DC



* To allow for better and more extensive benchmarking, these measures are presented as an average score of all related measures.

Public facilities and open / outdoor spaces

% 6-10	Your Council %	Average based on 21 Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Parks, reserves and green spaces	92	84	+8	94	-2	65	+27
Sports fields and playgrounds	90	81	+9	90	-	72	+18
Playgrounds	87	81	+6	90	-3	72	+15
Sports fields	93	85	+8	94	-1	72	+21
Cemeteries	92	84	+8	95	-3	63	+29
Libraries	94	88	+6	97	-3	73	+21
Public swimming pools / aquatic centres	80	77	+3	88	-8	61	+19
Public toilets / public conveniences	74	69	+5	86	-12	38	+36

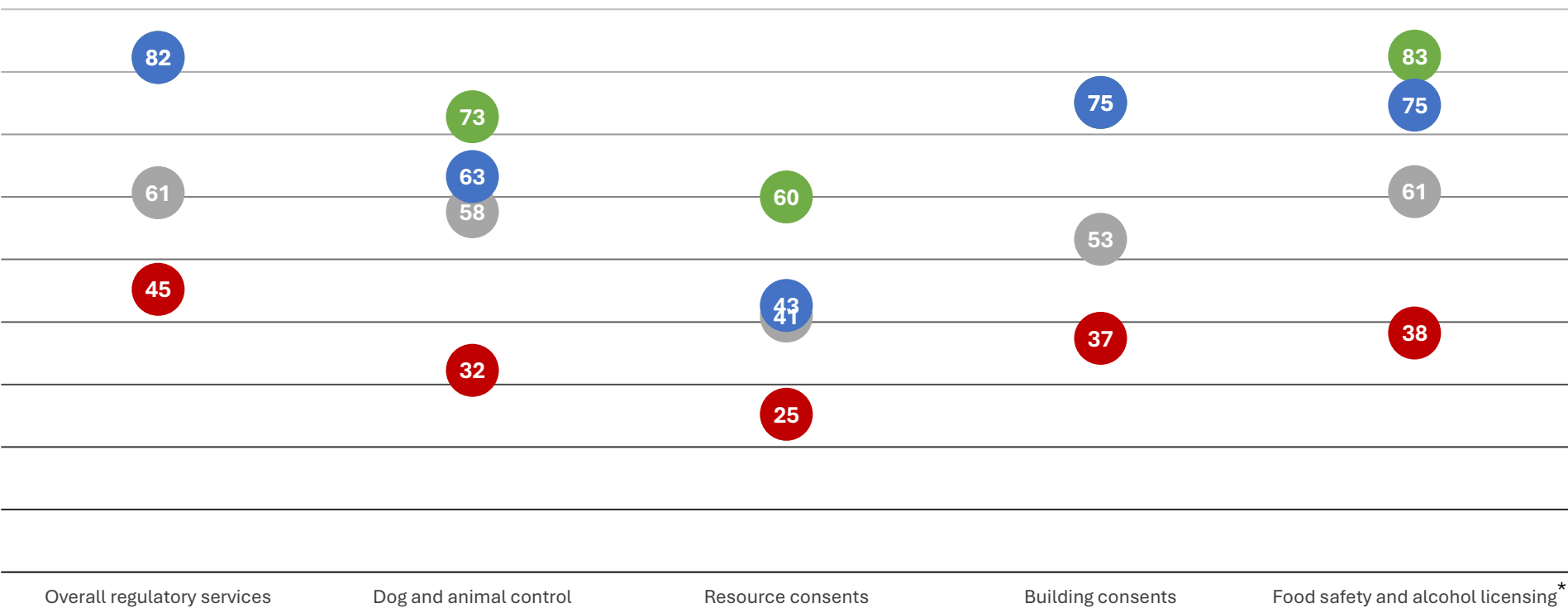
Public facilities and open / outdoor spaces – District Councils Only

% 6-10	Your Council %	Average based on 18 Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Parks, reserves and green spaces	92	84	+8	94	-2	65	+27
Sports fields and playgrounds	90	83	+7	90	-	72	+18
Playgrounds	87	82	+5	90	-3	72	+15
Sports fields	93	85	+8	94	-1	72	+21
Cemeteries	92	85	+7	95	-3	63	+29
Libraries	94	88	+6	97	-3	73	+21
Public swimming pools / aquatic centres	80	78	+2	88	-8	61	+19
Public toilets / public conveniences	74	70	+4	86	-12	38	+36

Regulatory services

2024/2025 Council Benchmarking

● All Councils' Average 2024/25 ● Max ● Min ● Waitomo DC



* To allow for better and more extensive benchmarking, these measures are presented as an average score of all related measures.

Regulatory services

% 6-10	Your Council %	Average based on 21 Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Overall regulatory services	82	61	+21	82	-	45	+37
Dog and animal control	63	58	+5	73	-10	32	+31
Resource consents	43	41	+2	60	-17	25	+18
Building consents	75	53	+22	75	-	37	+38
Food safety and alcohol licensing	75	61	+14	83	-8	38	+37

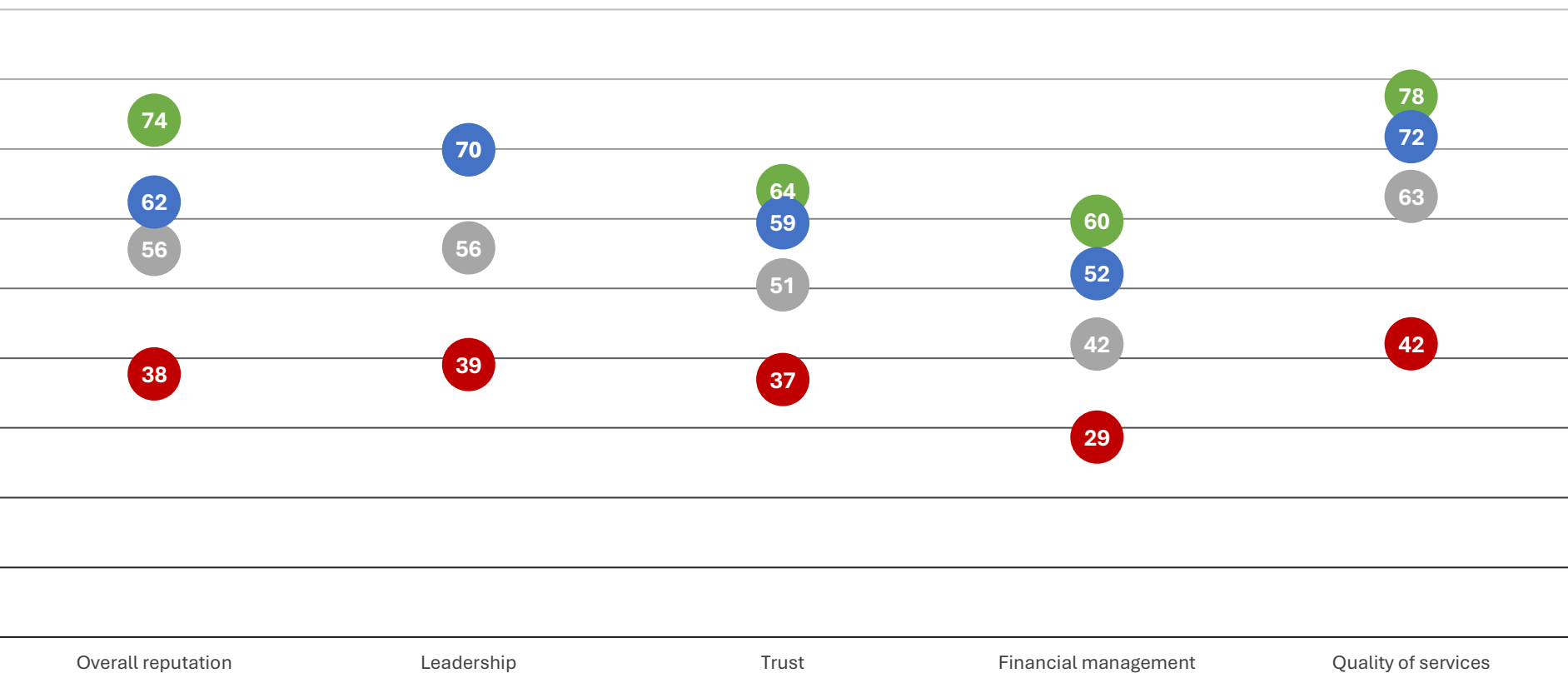
Regulatory services – District Councils Only

% 6-10	Your Council %	Average based on 18 Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Overall regulatory services	82	61	+21	82	-	45	+37
Dog and animal control	63	58	+5	73	-10	32	+31
Resource consents	43	41	+2	60	-17	25	+17
Building consents	75	53	+22	75	-	37	+38
Food safety and alcohol licensing	75	61	+14	83	-8	38	+37

Reputation

2024/2025 Council Benchmarking

● All Councils' Average 2024/25 ● Max ● Min ● Waitomo DC



Reputation

% 6-10	Your Council %	Average based on 21 Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Overall reputation	62	56	+6	74	-12	38	+24
Leadership	70	56	+14	70	-	39	+31
Trust	59	51	+8	64	-5	37	+22
Financial management	52	42	+10	60	-8	29	+23
Quality of services	72	63	+9	78	-6	42	+30

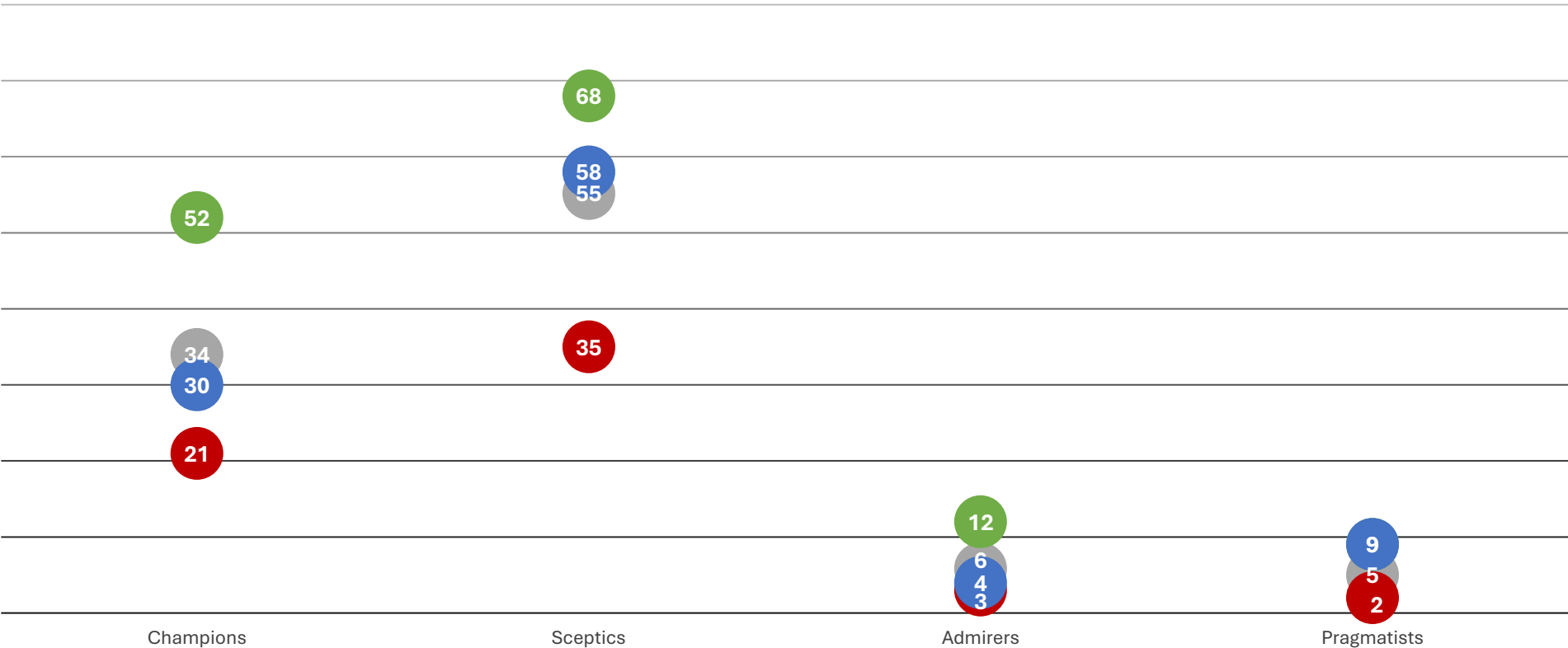
Reputation – District Councils Only

% 6-10	Your Council %	Average based on 18 Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Overall reputation	62	57	+5	74	-12	38	+24
Leadership	70	57	+13	70	-	39	+31
Trust	59	52	+7	64	-5	37	+22
Financial management	52	43	+9	60	-8	29	+23
Quality of services	72	63	+9	78	-6	42	+30

Reputation profile

2024/2025 Council Benchmarking

● All Councils' Average 2024/25 ● Max ● Min ● Waitomo DC



Value for money

2024/2025 Council Benchmarking

● All Councils' Average 2024/25 ● Max ● Min ● Waitomo DC



* To allow for better and more extensive benchmarking, these measures are presented as an average score of all related measures.

Value for money

% 6-10	Your Council %	Average based on 21 Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Value for money	40	43	-3	63	-23	27	+13
Rates being fair and reasonable	34	37	-3	50	-16	30	+4
Annual property rates are fair and reasonable	24	31	-7	44	-20	20	+4
Water rates are fair and reasonable	43	45	-2	57	-14	31	+12
Invoicing is clear and correct	76	74	+3	85	-9	64	+12

Value for money – District Councils Only

% 6-10	Your Council %	Average based on 18 Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Value for money	40	43	-3	63	-23	27	+13
Rates being fair and reasonable	34	37	-3	50	-16	30	+4
Annual property rates are fair and reasonable	24	31	-7	44	-20	20	+4
Water rates are fair and reasonable	43	45	-2	57	-14	31	+12
Invoicing is clear and correct	76	74	+2	85	-9	64	+12

Sentiment questions

2024/2025 Council Benchmarking

● All Councils' Average 2024/25 ● Max ● Min ● Waitomo DC



Quality of life / wellbeing

District / City is going in the right direction

Sentiment questions

% 6-10	Your Council %	Average based on 21 Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Quality of life / wellbeing	76	85	-9	90	-14	76	-
District / City is going in the right direction	65	57	+8	74	-9	40	+25

Sentiment questions – District Councils Only

% 6-10	Your Council %	Average based on 18 Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Quality of life / wellbeing	76	85	-9	90	-14	76	-
District / City is going in the right direction	65	57	+8	74	-9	40	+25

Key contact details

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