

Item 1: Community Insights Survey Results

SESSION TYPE: Workshop

PURPOSE/DESIRED OUTCOME:

To present and discuss the findings of the inaugural Community Insights Survey, measuring residents trust in and satisfaction with Council and Councillors.

DATE/TIME:

Tuesday, 17 June 2025, 9.30am

TIME BREAKDOWN:

Presentation: 30 minutes
Discussion: 30 minutes

Prepared by:



Name: Nathan Brown
Title: Policy Data Analyst
29 April 2025

Reviewed and Authorised by:



Name: Michelle Morss
Title: GM, Strategy and Policy
29 April 2025

ATTACHMENTS:

A	Community Insights Survey – full report
B	Community Insights survey – summary (to be presented on the day)



Queenstown Lakes District Council

2025 Community Insights Survey



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Background, objectives and methodology

Background

Queenstown Lakes District Council has an ongoing need to measure how satisfied residents are with the district’s services, facilities, activities and governance.

Research Objectives

- Measure residents’ satisfaction with the Queenstown Lakes District Council’s performance, and the level of trust residents have in Council and its decision making. Trust in Council has been measured utilising the TrustID methodology
- Provide insights into how the Council can invest its resources to improve residents’ satisfaction with its overall performance

Method

- A mixed method approach to data collection, consisting of a postal invitation to an online survey was sent to a random selection from the Electoral Roll, in addition to an email invite sent to a random selection from the ratepayer's database.
- The postal invite was sent to a random selection of 2,400 residents aged 18 years or older across the Queenstown Lakes District, as well as 1,000 email invites to Queenstown Lakes District ratepayers who reside in the District. All 3,400 invitations sent were unique.

- A total of 445 responses were collected between 25 February and 31 March 2025, including 140 responses from the mail out and 305 via email from the ratepayers database, with an overall response rate of 13%. 405 responses have been selected for reporting, in order to report on a closely representative sample of the District.
- Post data collection, the sample has been weighted so it is exactly representative of key population demographics based on the 2023 Census.
- The survey was also made available to all residents through a publicly advertised link, collecting 335 responses. However, to preserve the integrity and representativeness of the sample, self-selected responses were not included in the main analysis. A summary of the public link responses is provided in the appendix for reference.
- Throughout this report, we refer to the ‘average Key Research benchmark results’ to provide context for the results of Queenstown Lakes District Council’s Community Insight Survey. Key Research prepares benchmarking reports for councils across New Zealand, enabling the comparison of key performance indicators with those of other local authorities. Where relevant, we have included comparisons with 18 Councils across New Zealand from the 2024 Benchmarking Report, published in September 2024.

All Councils use 1-10 scale, results are calculated as a proportion of respondents rating a certain area 7-10 excluding ‘Don’t know’ responses.

Notes

- Due to rounding, percentages may add to just over or under (+/- 1%) totals
- At an aggregate level, the survey has an expected 95% confidence interval (margin of error) of +/-4.84%.
- The margins of error associated with subgroups will be larger than this as the results become less precise as the sample size shrinks. Thus, results associated with particularly small sample sizes should be read with caution.
- ‘Don’t know’ responses were excluded from the analysis so that the findings show the views of people who had a clear opinion. This helps provide a more accurate presentation of residents perceptions.

The responses were given scores on a scale of 1 to 10, which were grouped as follows:

1-2	Very dissatisfied
3-4	Dissatisfied
5-6	Neutral
7-8	Satisfied
9-10	Very satisfied



Executive summary



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Executive summary



Themes

Below are the main themes identified by residents in order to improve residents' overall perception of the Council:

- ✓ *Prioritise core services*
- ✓ *Rebuild trust through transparency and consultation*
- ✓ *Focus on equitability between areas of the District*
- ✓ *Strengthen environmental responsibility*
- ✓ *Consider communication and engagement approach*

Positive Outcomes

The following aspects were viewed positively by respondents:

- High use and satisfaction with natural amenities such as trails, walkways, and parks, which received some of the highest satisfaction scores.
- Appreciation for specific facilities, such as libraries, which continue to meet the needs of residents.
- Recognition of individual Councillors by some residents who are seen as engaged and community-oriented.

Core Service Deliverables

- 23% of residents rated core services such as roading, water, waste, and facilities positively (7-10 on the 10-point scale), while 52% expressed dissatisfaction (1-4 on the 10-point scale).
- Common concerns include roadwork disruptions, underinvestment in critical infrastructure such as sewerage systems,

and frustration over spending priorities.

Community Facilities

- Satisfaction is relatively strong, with 76% of residents rating the range of facilities positively.
- *Parks, reserves and gardens* and *Trails, walkways and cycleways* are the most used community facilities (both 96%), as well as the most liked (79% and 85% respectively).
- 11% are dissatisfied with *Community Facilities*, citing issues such as facility overuse, poor maintenance, inequitable distribution (particularly in Wānaka), and limited access via public transport.

Environment and Climate Change

- Between 19% and 36% of residents were satisfied with the Council's various environmental responsibility efforts.
- Concerns include poor recycling systems, lack of green waste collection, pollution such as sewage, and over-development.

Executive summary (continued)



Trust and Leadership

- TrustID methodology was used to measure the level of trust residents have in the Council. Residents were asked a series of questions related to four key areas that shape trust: showing care for people (Humanity), being open and honest (Transparency), doing things well (Capability), and being reliable (Reliability).
- Each area was measured on a scale from 1 to 10, where 1 meant 'strongly disagree' and 10 was 'strongly agree'. Residents selected how much they agreed with the following statements:
- *Council quickly resolves issues with safety, security and satisfaction at top of mind*
- *Council openly shares information, motivations and choices in straightforward and plain language*
- *Council creates long term solutions and improvements that work well for me*
- *Council can be counted on to improve the quality of services available to residents and visitors*

- For each area, the percentage of positive responses ('agree' or 'strongly agree') is calculated. The percentage of negative responses ('disagree' or 'strongly disagree') is subtracted from this. This gives a score for each area ranging from -100 to +100, where '+100' means all respondents gave a positive rating, '0' means positive and negative ratings were balanced, and '-100' means all respondents gave a negative rating. The overall TrustID score is the average of the four areas (Humanity, Transparency, Capability, Reliability), providing a single indicator of overall trust.
- 17% of residents are satisfied with the leadership of the Mayor and Councillors, and 49% are dissatisfied.
- Some residents feel decisions are made without community input, lack transparency, and some areas of the District miss out on funding.

Communication and Engagement

- 47% of residents attended Council meetings, workshops, or consultation hearings, or made a submission to Council, either in person or online in the past 12 months
- Satisfaction with information residents receive is relatively high, with 33% satisfied and 39% dissatisfied.
- 17% of residents believe the Council makes decisions in the best interests of the district, while 26% feel they are given enough opportunity to engage.
- Some residents described Council consultation as biased, and that they are following their own agenda. This is a common concern regularly reported for each of the many Councils we work with across New Zealand.



Core Service Deliverables



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Core Service Deliverables

Satisfaction with *Core service deliverables* is calculated based on the proportion of residents rating the Council 7-10 on the ten-point scale.

23%

23% of respondents rated their satisfaction with QLDC's delivery of core services (such as roading, water, waste management, and outdoor facilities) positively (7-10 out of 10), while 52% rated their perception negatively (1-4 out of 10).

The average Key Research benchmark results for satisfaction with *Core service deliverables* in 2024 was 55%.

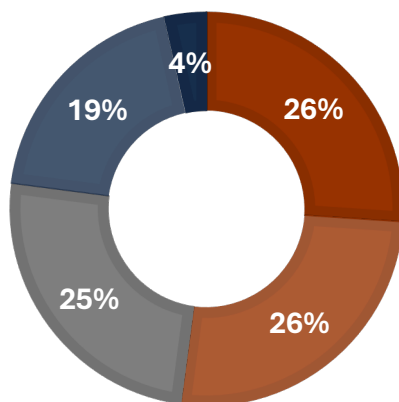
Satisfaction levels vary by demographic variables, with new comers to the district, and those aged over 65 years expressing the greatest levels of satisfaction.

The open-ended comments revealed a level of frustration from residents, particularly around:

- **Roading infrastructure, including public transport.** Residents describe frequent and prolonged construction projects that appear to lack coordination and effective communication.
- **Poor decision-making and wasteful spending.** Criticism regarding spending on beautification efforts, while critical infrastructure such as sewerage and traffic systems are neglected.
- **Lack of future planning.** Infrastructure is not keeping pace with growth, such as Lake Hāwea, where residents cited developments without matching investment in wastewater or transport systems.



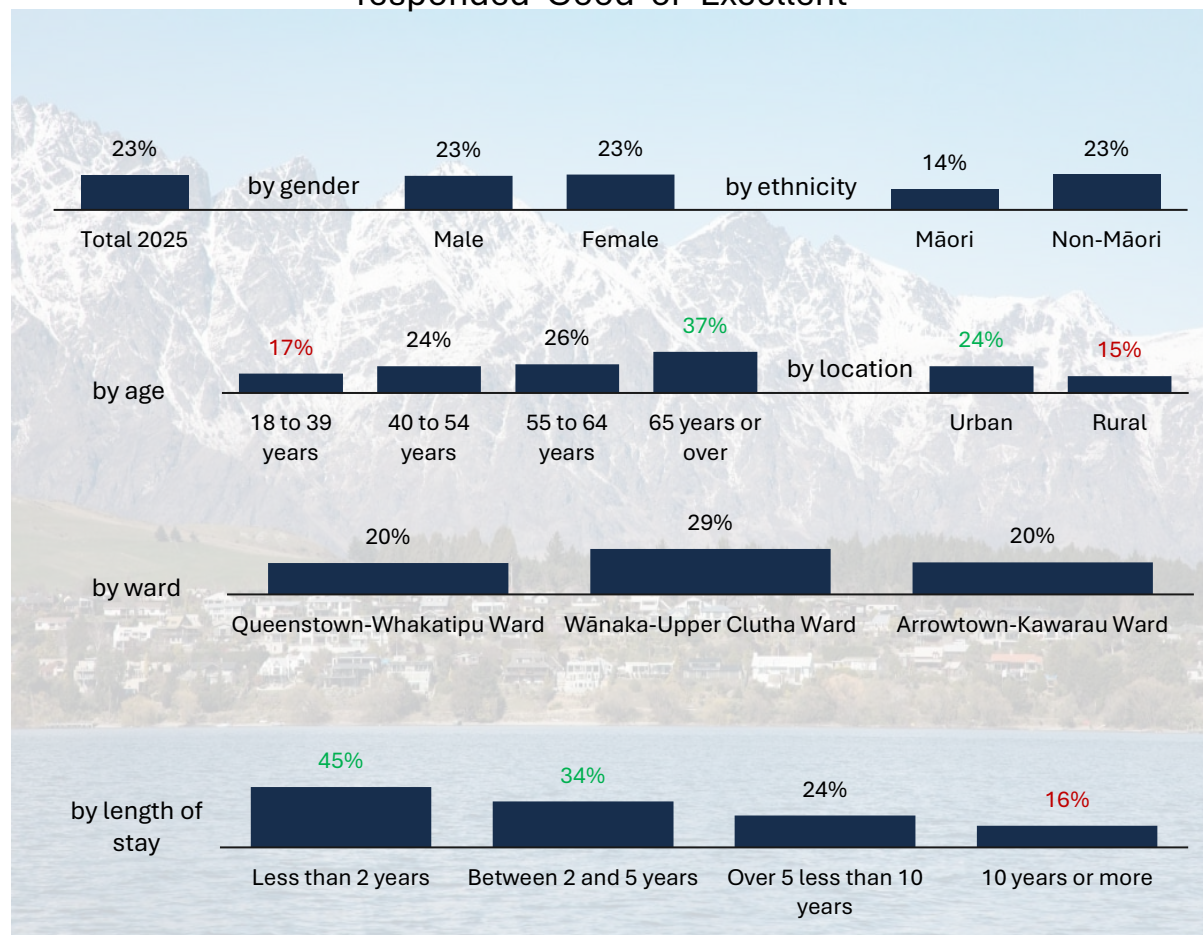
Core Service Deliverables



- Very poor (1-2)
- Poor (3-4)
- Neither (5-6)
- Good (7-8)
- Excellent (9-10)

Notes:
 1. OP1. How would you rate QLDC for its overall core service deliverables, including management of its roading, water services, consenting, waste management, facilities, and outdoor spaces? n=389
 2. Calculations exclude 'Don't know' responses

Percentage of each demographic that responded 'Good' or 'Excellent'

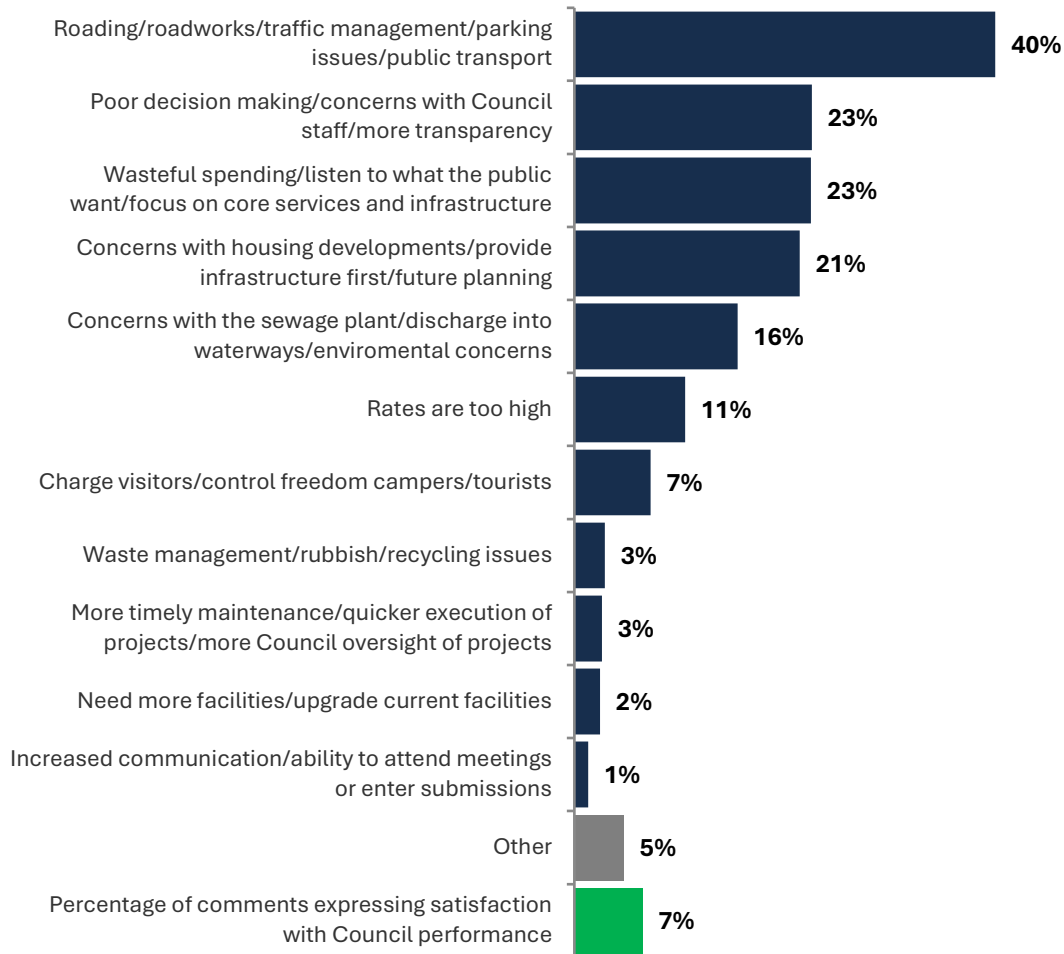


Between demographics

- ▲ Significantly higher
- ▼ Significantly lower

General Comments

Percentages of comments mentioning each theme



Notes:

1. OP2. Finally, are there any additional comments or feedback that you would like to make? n=162
2. Calculations exclude 'Don't know' responses

Comments from respondents:

- *It is time the Council took a hard look at the wasteful spending on such things as rocks around the green space at Roy's Bay. Mindless spending on never ending roadworks, traffic management and things that look pretty to visitors and start funding vital infrastructure upgrades.*
- *Don't allow future developments outside of unitary planned residential areas when services cannot cope.*
- *There is way too many roadworks, all the time, constant disruption. I would maybe consider finishing one project before starting another, or putting a pause on it during peak season.*
- *Traffic is a huge problem and one which will not be improved overnight. Giving buses right of way to pull out from stops, cars give way to buses, they do this in Hobart and generally providing buses with road priority where possible will help patronage.*
- *Not happy with camper vans being able to park wherever they want. They should have to pay and stay only in designated parking areas.*



Community facilities



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Community facilities

Satisfaction with the range of community facilities is calculated based on the proportion of residents rating the Council 7-10 on the ten-point scale.

76%

76% of residents reported being satisfied with the *Range of community facilities*, 11% expressed dissatisfaction.

Parks, reserves and gardens and *Trails, walkways and cycleways* are the most used community facility (96% for both), as well as the most liked (79% and 85% respectively).

The average Key Research benchmark results for satisfaction with *Public facilities and open/outdoor spaces* was 70% in 2024.

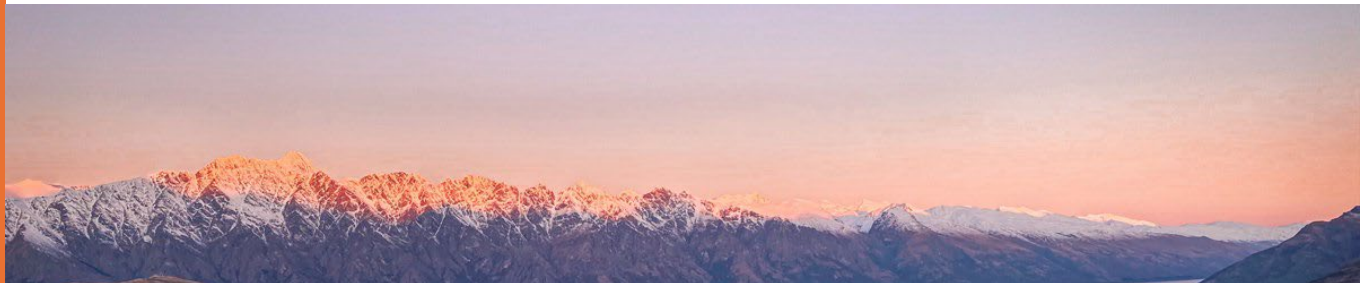
However, residents expressed concern over ageing infrastructure, and a perceived imbalance in facility distribution across the district.

Recurring themes from verbatim comments include:

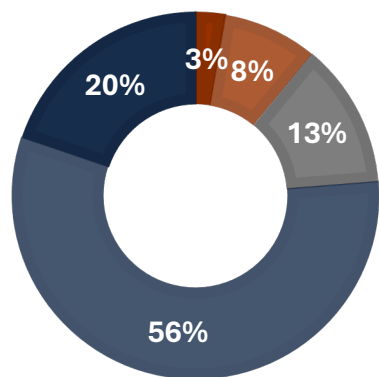
- **Lack of facilities** across certain areas of the District. There was a perception of

underinvestment in Wānaka, with several residents mentioning the lack of a community hall, underfunded arts facilities, and fewer recreational options compared to Queenstown. Others mentioned that some gyms and pools are already over capacity, and are not able to meet the demand of the growing population.

- **Issues with access.** Comments mentioned that people are unable to find parking or get to certain places using public transport. Additionally, the large number of roadworks extend the travel time of residents around the district.
- **Facility maintenance.** Including complaints about broken or closed public toilets, outdated venues, and insufficient maintenance of walking tracks.

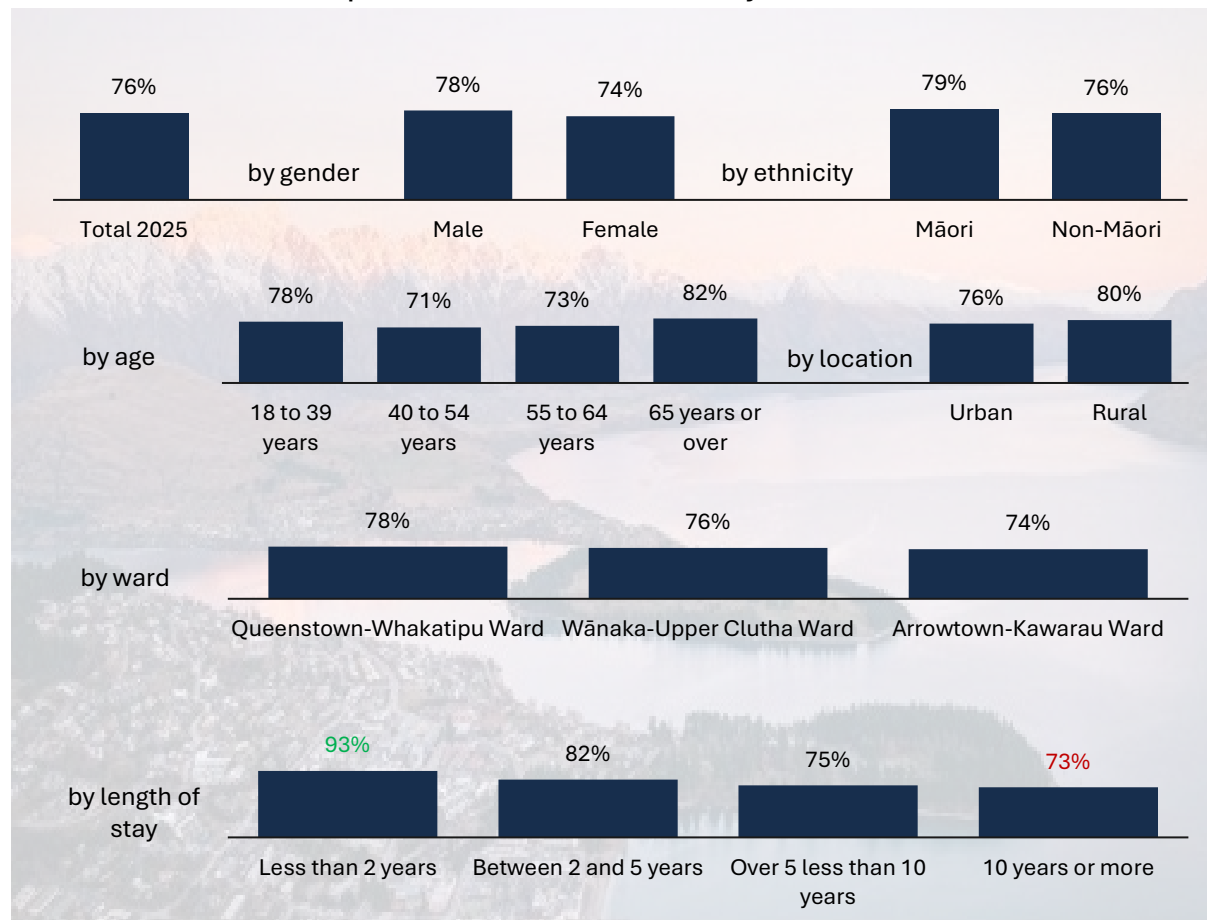


Satisfaction with the range of community facilities



- Very dissatisfied (1-2)
- Dissatisfied (3-4)
- Neither (5-6)
- Satisfied (7-8)
- Very satisfied (9-10)

Percentage of each demographic that responded 'Satisfied' or 'Very satisfied'



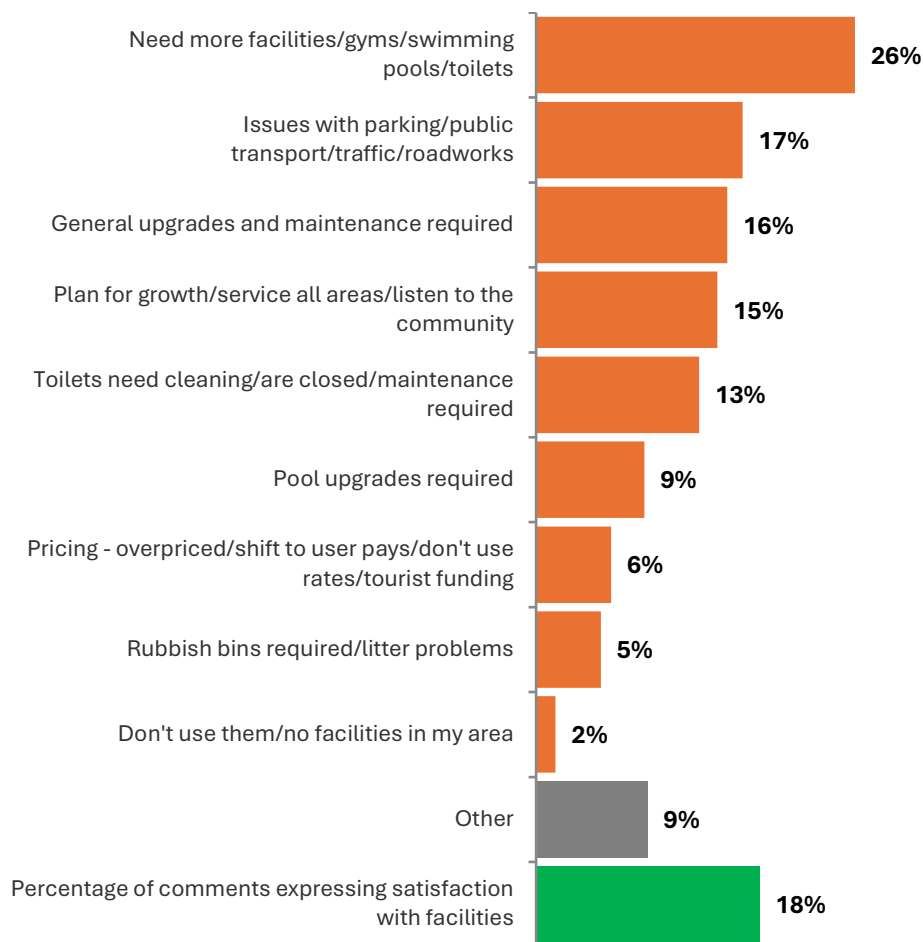
Notes:
1. CF1. How would you rate your overall satisfaction with the range of community facilities that are available to you in the district (e.g. libraries, parks, sports venues, community halls etc.)?n=399
2. Calculations exclude 'Don't know' responses

Between demographics

▲ Significantly higher
▼ Significantly lower

Comments related to community facilities

Percentages of comments mentioning each theme



Notes:

1. CF4. Do you have any comments or feedback around QLDC community facilities? n=174

2. Calculations exclude 'Don't know' responses

Comments from respondents:

- *Based in Wānaka, I'm happy with the community facilities. The Millenium Track could do with an upgrade, especially closer towards Glendhu Bay. The public toilets near the boatshed are currently closed.*
- *The pool is a little overpriced for the everyday worker. I would like there to be more flexible plans for the pool in Wānaka for someone who wants to only use it a handful of times a month.*
- *Community facilities should be paid for by their users, not general ratepayers, at least until the Queenstown Lakes District Council's budget is under control*
- *The gym is fairly busy throughout the day whenever I've gone and will struggle to keep up with demand in the future at its current size.*
- *Living in Central Queenstown, I feel we are lacking a community hall and arts centre. I was very disappointed to see the arts hall sold and will be gutted if the memorial hall and sports ground are not maintained.*
- *More dog bins would be nice on popular trails.*

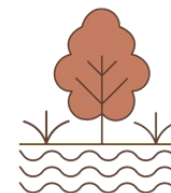
Visitation/usage of community facilities



	% visited/used at least once a month	% visited/used at least once in the past 12 months
Parks, reserves and gardens	82%	96%
Trails, walkways and cycleways	92%	96%
Sports grounds	39%	71%
Playgrounds	28%	52%
Cemeteries	3%	18%
Libraries	31%	61%
Community halls	10%	61%
Public toilets	65%	91%
Swimming pools	30%	54%
Indoor sports facilities	24%	51%
Museums	2%	28%
Gyms	28%	37%

Notes:

1. CF2. In the last year, how often have you visited or used each of the following? n=405



Visitation/usage of community facilities

% used/visited in the past 12 months	Male	Female	Māori	Non-Māori	18-39 years	40-54 years	55-64 years	65 years and over
Parks, reserves and gardens	96%	97%	100%	96%	98%	95%	94%	94%
Trails, walkways and cycleways	96%	96%	93%	97%	98%	97%	96%	89%
Sports grounds	74%	68%	81%	70%	76%	75%	59%	57%
Playgrounds	50%	54%	72%	51%	51%	60%	34%	56%
Cemeteries	17%	18%	20%	17%	13%	21%	24%	23%
Libraries	52%	69%	59%	61%	54%	71%	52%	73%
Community halls	54%	69%	65%	61%	57%	64%	57%	76%
Public toilets	92%	90%	91%	91%	98%	93%	83%	75%
Swimming pools	53%	56%	50%	55%	62%	58%	31%	40%
Indoor sports facilities	53%	50%	47%	52%	59%	53%	28%	42%
Museums	29%	27%	21%	28%	23%	30%	28%	41%
Gyms	36%	38%	49%	36%	50%	28%	19%	22%

% used/visited in the past 12 months	Queenstown-Whakatipu	Wānaka-Upper Clutha	Arrowtown-Kawarau	Urban	Rural	Less than 2 years	Between 2 and 5 years	Over 5 less than 10 years	10 years or more
Parks, reserves and gardens	98%	96%	94%	97%	92%	100%	98%	99%	94%
Trails, walkways and cycleways	97%	96%	96%	97%	90%	100%	97%	97%	95%
Sports grounds	73%	62%	80%	71%	69%	67%	78%	75%	67%
Playgrounds	54%	52%	48%	55%	26%	47%	49%	59%	51%
Cemeteries	16%	19%	18%	18%	12%	3%	16%	10%	24%
Libraries	61%	63%	58%	64%	32%	77%	65%	57%	59%
Community halls	60%	70%	52%	62%	57%	60%	51%	57%	68%
Public toilets	95%	90%	87%	92%	91%	95%	96%	93%	88%
Swimming pools	59%	51%	52%	55%	46%	47%	69%	57%	49%
Indoor sports facilities	49%	53%	54%	53%	42%	38%	59%	58%	48%
Museums	26%	16%	46%	28%	25%	32%	36%	25%	26%
Gyms	40%	28%	43%	35%	48%	37%	35%	41%	36%

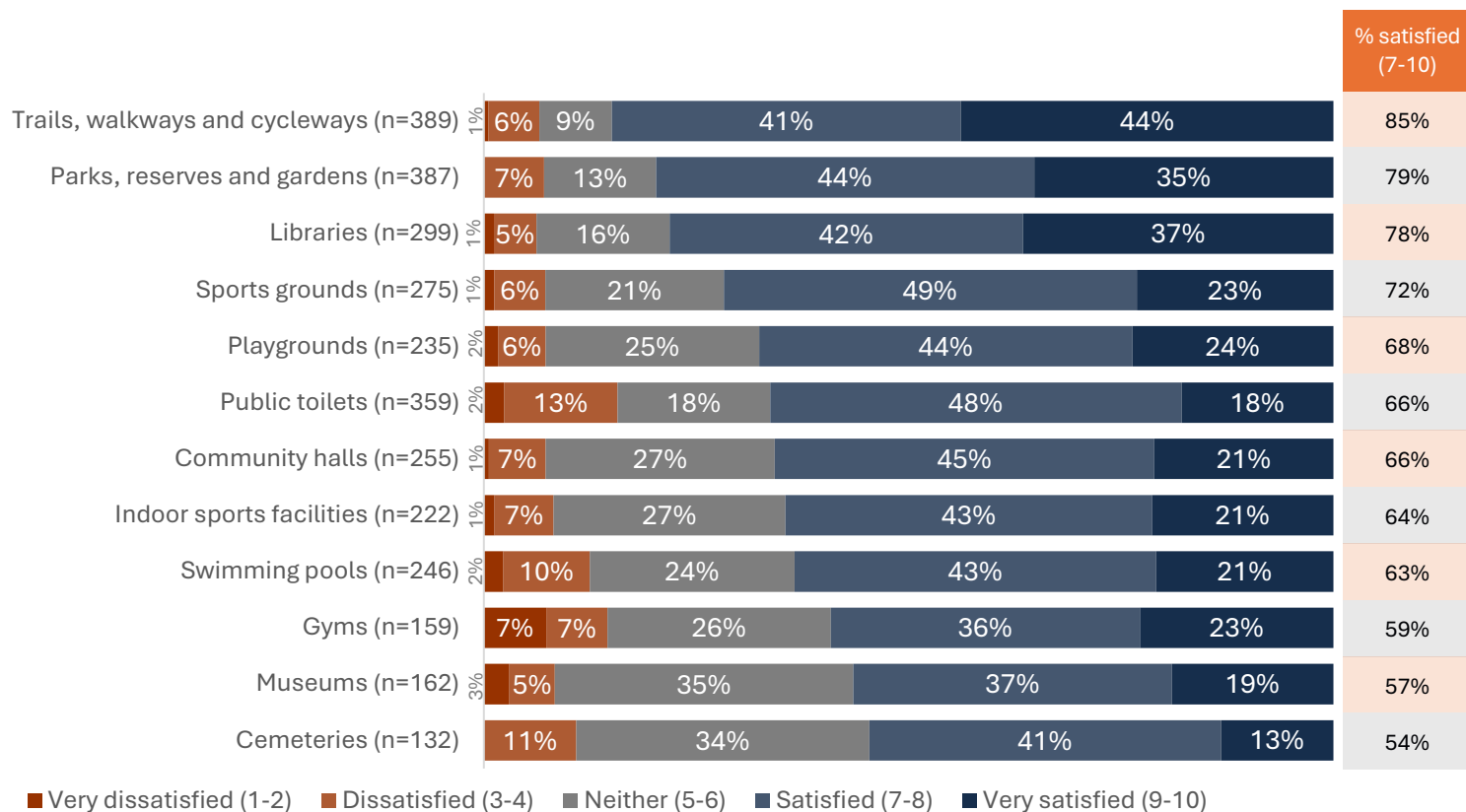
Notes:

1. CF2. In the last year, how often have you visited or used each of the following? n=405
2. Calculations exclude 'Don't know' responses

Between demographics

- ▲ Significantly higher
▼ Significantly lower

Satisfaction with community facilities



Notes:

1. CF3. Using a 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your satisfaction with...?

2. Calculations exclude 'Don't know' responses



Satisfaction with community facilities

% satisfied (7-10)	Male	Female	Māori	Non-Māori	18-39 years	40-54 years	55-64 years	65 years and over
Parks, reserves and gardens (n=387)	78%	81%	80%	79%	78%	81%	79%	81%
Trails, walkways and cycleways (n=389)	84%	86%	88%	85%	83%	87%	90%	84%
Sports grounds (n=275)	72%	71%	87%	71%	74%	64%	72%	76%
Playgrounds (n=235)	65%	70%	76%	67%	63%	72%	75%	74%
Cemeteries (n=132)	52%	57%	62%	54%	52%	55%	58%	57%
Libraries (n=299)	75%	81%	78%	78%	70%	84%	89%	88%
Community halls (n=255)	58%	72%	64%	66%	54%	65%	80%	87%
Public toilets (n=359)	67%	66%	52%	67%	58%	69%	76%	84%
Swimming pools (n=246)	59%	68%	68%	63%	59%	62%	67%	83%
Indoor sports facilities (n=222)	64%	65%	72%	64%	63%	63%	59%	77%
Museums (n=162)	52%	61%	65%	56%	37%	73%	74%	79%
Gyms (n=159)	59%	60%	67%	59%	56%	69%	60%	60%

% satisfied (7-10)	Queenstown-Whakatipu	Wānaka-Upper Clutha	Arrowtown-Kawarau	Urban	Rural	Less than 2 years	Between 2 and 5 years	Over 5 less than 10 years	10 years or more
Parks, reserves and gardens (n=387)	88%	70%	79%	79%	79%	94%	86%	73%	79%
Trails, walkways and cycleways (n=389)	86%	81%	88%	84%	95%	90%	95%	84%	81%
Sports grounds (n=275)	79%	64%	71%	71%	75%	89%	75%	70%	70%
Playgrounds (n=235)	69%	72%	58%	69%	51%	86%	74%	60%	68%
Cemeteries (n=132)	51%	70%	38%	58%	29%	61%	78%	45%	54%
Libraries (n=299)	79%	82%	72%	79%	64%	83%	85%	66%	81%
Community halls (n=255)	70%	70%	54%	66%	62%	87%	63%	60%	67%
Public toilets (n=359)	64%	76%	56%	67%	60%	87%	71%	68%	61%
Swimming pools (n=246)	77%	58%	52%	66%	41%	100%	63%	59%	64%
Indoor sports facilities (n=222)	76%	56%	62%	63%	76%	92%	79%	60%	60%
Museums (n=162)	73%	30%	66%	57%	53%	74%	52%	42%	63%
Gyms (n=159)	68%	47%	62%	59%	60%	76%	39%	63%	64%

Notes:

1. CF3. Using a 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your satisfaction with...?

2. Calculations exclude 'Don't know' responses

Between demographics

▲ Significantly higher

▼ Significantly lower



Environment and climate change



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Environment and climate change

Satisfaction with the steps taken by QLDC to protect the environment is calculated based on the proportion of residents rating the Council 7-10 on the ten-point scale.

29%

Close to four in ten residents (36%) are satisfied with the steps Council is taking *To help protect and restore biodiversity*. 18% are satisfied with the steps taken *To prepare for and adapt to the effects of climate change*.

Sentiment was lowest amongst long-term residents and those aged under 55 years, suggesting that those who have deep roots in the district would like to see more done.

Resident feedback revealed several recurring concerns:

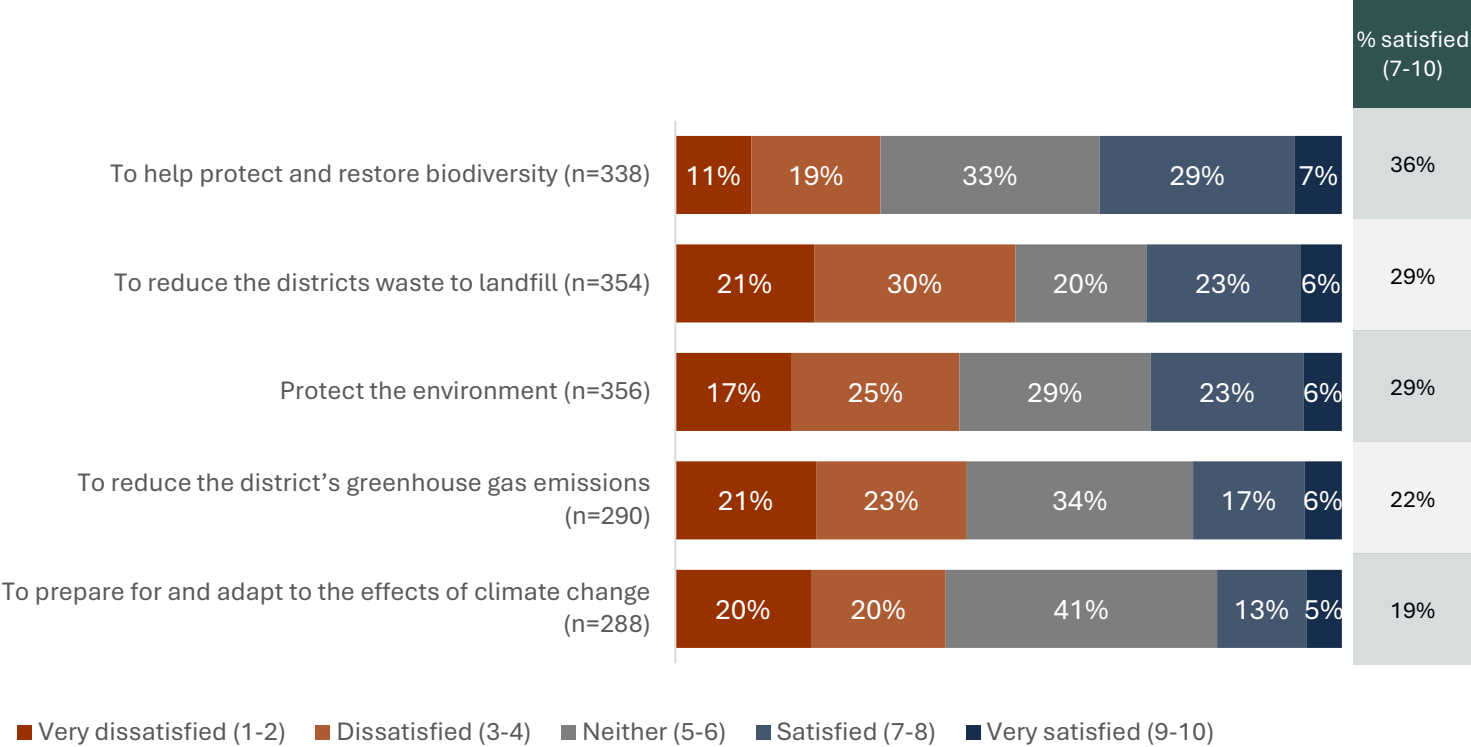
- **Poor waste and recycling management.** There is negative perceptions regarding waste management, recycling options, and greenwaste and food waste disposal options. Several respondents questioned the Council's sincerity or competence in climate-related

matters, citing dishonesty or inaction on key issues.

- **Lack of visible action.** Some commented that while the Council speaks about sustainability, there is little evidence of meaningful or measurable impact on the ground.
- **Sewerage issues and discharge into the waterways.** Specific examples included concerns over snowmaking chemicals, outdated sewerage systems impacting waterways, and growing pressure from over-development.



Satisfaction with the steps that QLDC is taking regarding environment and climate change



Notes:
1. EN1. On a scale from 1 to 10 where 1 means 'very dissatisfied' and 10 is 'very satisfied', how satisfied are you with the steps that QLDC is taking to?...
2. Calculations exclude 'Don't know' responses



Satisfaction with the steps that QLDC is taking regarding environment and climate change

% satisfied (7-10)	Male	Female	Māori	Non-Māori	18-39 years	40-54 years	55-64 years	65 years and over
Protect the environment (n=356)	27%	30%	27%	29%	22%	29%	38%	41%
To help protect and restore biodiversity (n=338)	34%	39%	29%	37%	31%	38%	40%	48%
To reduce the district's greenhouse gas emissions (n=290)	19%	26%	24%	22%	20%	22%	26%	29%
To reduce the districts waste to landfill (n=354)	29%	30%	23%	30%	22%	25%	38%	52%
To prepare for and adapt to the effects of climate change (n=288)	16%	22%	9%	19%	16%	16%	27%	27%

% satisfied (7-10)	Queenstown-Whakatipu	Wānaka-Upper Clutha	Arrowtown-Kawarau	Urban	Rural	Less than 2 years	Between 2 and 5 years	Over 5 less than 10 years	10 years or more
Protect the environment (n=356)	30%	29%	26%	29%	27%	34%	42%	30%	23%
To help protect and restore biodiversity (n=338)	37%	36%	37%	37%	33%	54%	44%	42%	29%
To reduce the district's greenhouse gas emissions (n=290)	23%	23%	19%	22%	23%	31%	34%	25%	16%
To reduce the districts waste to landfill (n=354)	24%	35%	30%	28%	42%	48%	39%	24%	27%
To prepare for and adapt to the effects of climate change (n=288)	21%	17%	17%	19%	19%	30%	29%	20%	14%

Notes:

1. EN1. On a scale from 1 to 10 where 1 means 'very dissatisfied' and 10 is 'very satisfied', how satisfied are you with the steps that QLDC is taking to?...

2. Calculations exclude 'Don't know' responses

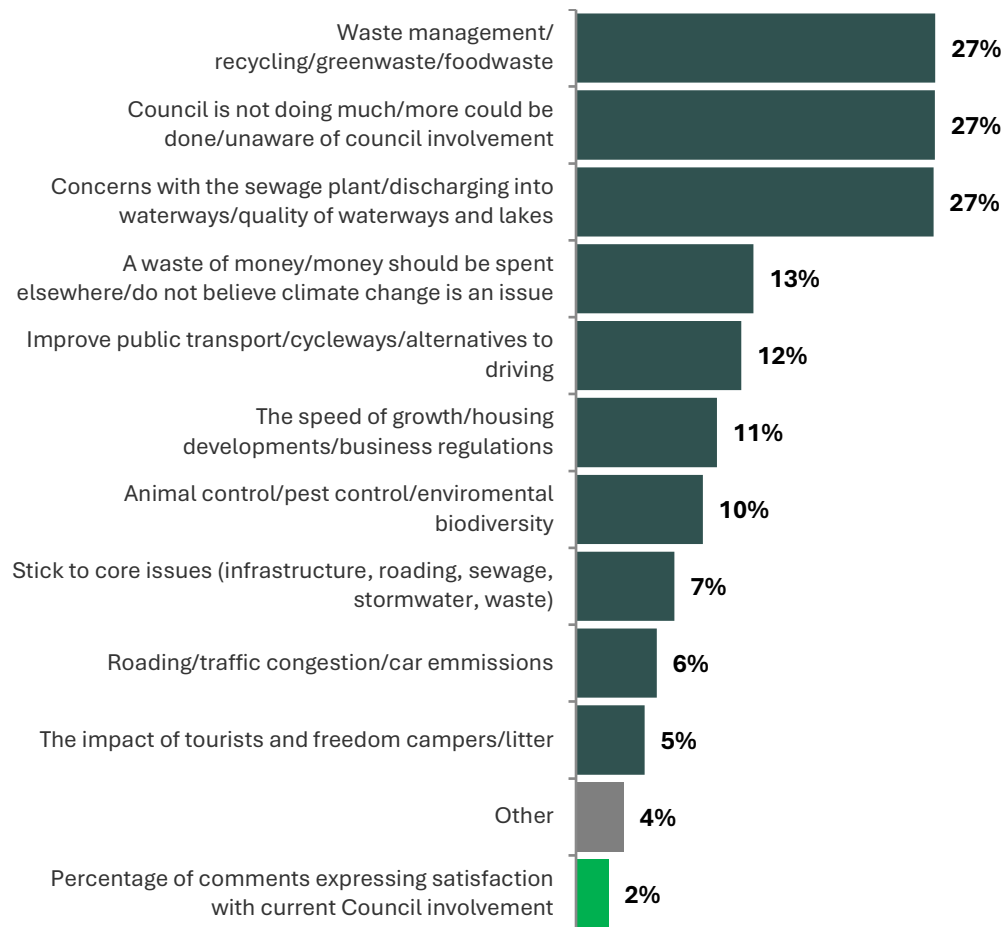
Between demographics

▲ Significantly higher

▼ Significantly lower

Comments related to QLDC actions regarding environment and climate change

Percentages of comments mentioning each theme



Notes:

1. EN2. Do you have any comments or feedback in relation to QLDC's actions regarding the environment and climate change? n=186
2. Calculations exclude 'Don't know' responses

Comments from respondents:

- *We could do better with recycling, post Covid, we have not been able to recycle as much as pre Covid. I also think that a kerbside greenwaste and compost would be beneficial.*
- *Queenstown Lakes District Council promotes growth and development with no concern for the environmental impact, they are encouraging the area to be overrun with cars and housing and so I judge that they have no serious concern with climate change.*
- *Stop focusing on building more roads and get people out of cars by making commuting safer. The bridge at Jim's Way would be a good start so cyclists don't have to risk their lives waiting to cross the constant stream of traffic on the main road.*
- *I would like to see more effort to reduce the use of plastic. There are so many products wrapped in plastic that could be in paper, even some paper has a plastic coat, for dry goods it's completely unnecessary.*
- *The outdated sewage plant is clearly affecting the environment, and Queenstown Lakes District Council's dishonesty regarding that, it makes me have no faith at all in Queenstown Lakes District Council.*



Trust and leadership



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Trust and leadership

Satisfaction with the leadership of the Mayor and Councillors is based on the proportion of residents rating the Council 7-10 on the ten-point scale.

17%

17% of residents were satisfied with the *Leadership of the Mayor and Councillors*, and close to half (49%) were dissatisfied. In 2024, the average Key Research benchmark results for the *Performance of Mayor and Councillors* was 44%.

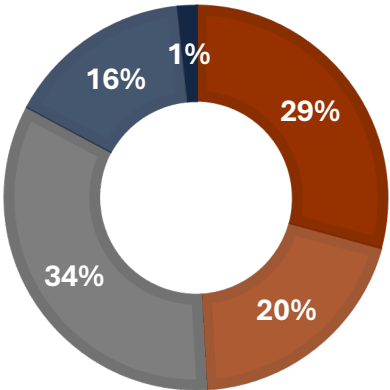
Over one-quarter (26%) of residents agree that QLDC *Openly shares information, motivation and choices in straightforward and plain language*, while 49% disagree. Over one in five (22%) believe that Council can be *Counted on to improve the quality of services and Quickly resolve issues with safety, security and satisfaction at top of mind*. 55% and 51% of respondents disagree with these statements respectively. 16% feel that Council can *Create long term solutions* while 63% do not.

Verbatim comments point to the Council's perceived lack of connection with residents:

- **Lack of representation and biased decision-making (having own agenda).** The survey demonstrated a perception that Wānaka residents feel neglected in Council decisions, citing disproportionate investment. Several respondents directly criticised the leadership team, with some expressing a negative opinion about their motives or alignment with community priorities.
- **More communication and transparency.** Respondents mentioned that decisions are made behind closed doors and do not take the residents' perspective into account. Respondents called for greater accountability, stronger advocacy for local issues (especially infrastructure), and more accessible engagement with the community.

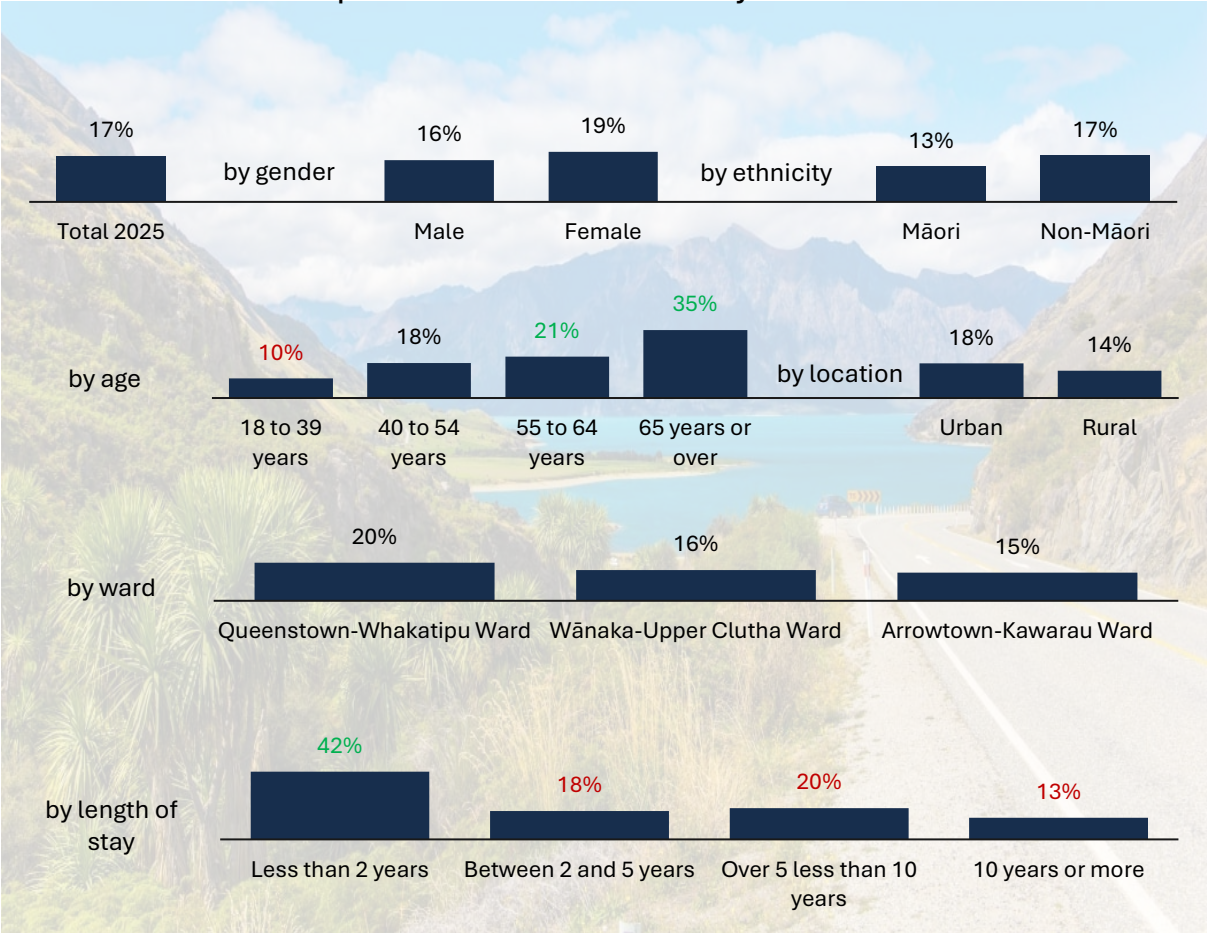


Satisfaction with the leadership of the Mayor and Councillors



- Very dissatisfied (1-2)
- Dissatisfied (3-4)
- Neither (5-6)
- Satisfied (7-8)
- Very satisfied (9-10)

Percentage of each demographic that responded 'Satisfied' or 'Very satisfied'

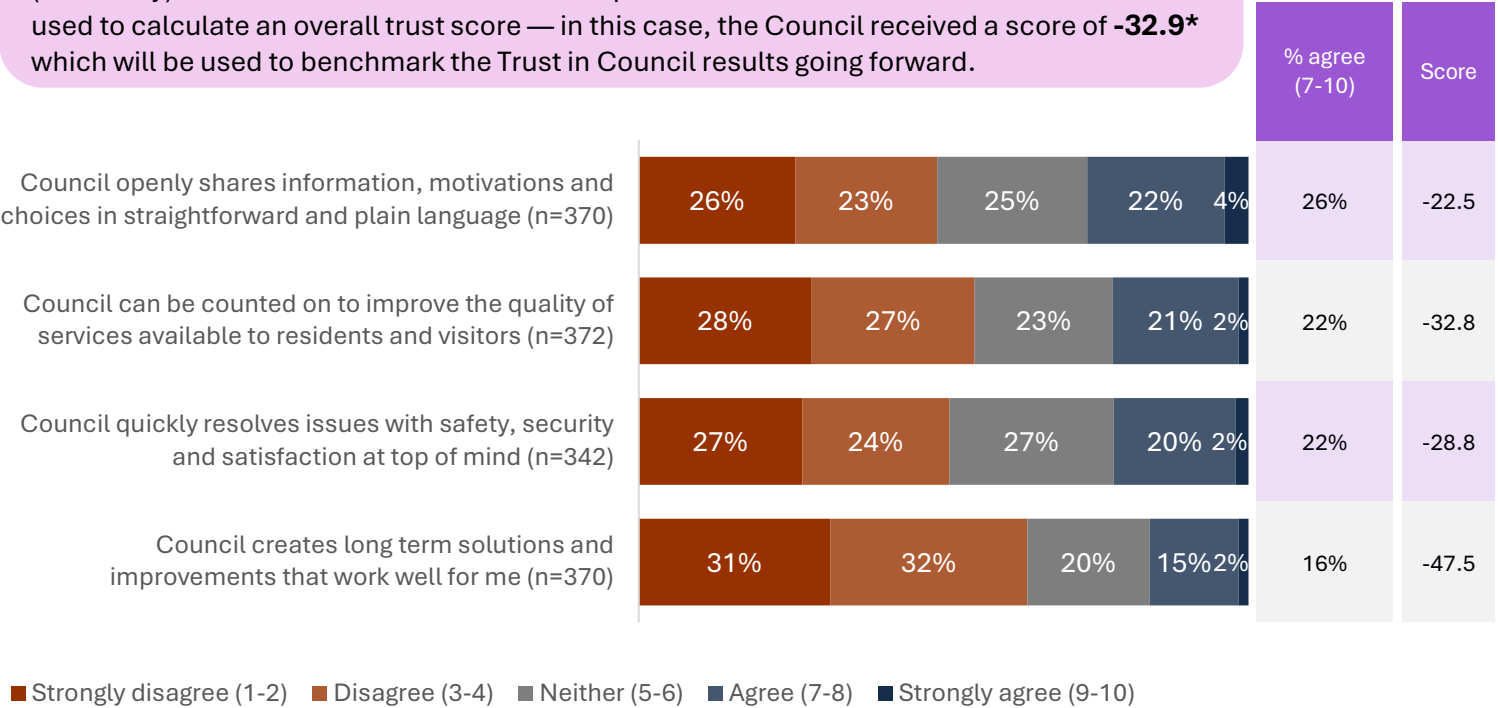


Notes:
1. REP1. How satisfied are you with the leadership of the Mayor and Councillors in the past year? n=365
2. Calculations exclude 'Don't know' responses

Between demographics
▲ Significantly higher
▼ Significantly lower

Trust in Council

TrustID is a tool developed by Deloitte to help organisations understand how much their customers trust them. This methodology was used in the Council’s Community Insights Survey. It focuses on four key areas that shape trust: showing care for people (Humanity), being open and honest (Transparency), doing things well (Capability), and being reliable (Reliability). Residents were asked a series of questions related to these areas. The results are used to calculate an overall trust score — in this case, the Council received a score of **-32.9*** which will be used to benchmark the Trust in Council results going forward.



Notes:
1. REP2. On a scale from 1 to 10 where 1 means ‘strongly disagree’ and 10 is ‘strongly agree’, how much do you agree with the following statements?
2. Calculations exclude ‘Don’t know’ responses
* The trust score is calculated by taking the percentage of residents that agree with each statement less the percentage that disagree, and averaging this across the four questions. This provides a score between -100 and 100



Trust in Council

% agree (7-10)	Male	Female	Māori	Non-Māori	18-39 years	40-54 years	55-64 years	65 years and over
Council openly shares information, motivations and choices in straightforward and plain language (n=370)	28%	25%	10%	27%	27%	26%	15%	36%
Council quickly resolves issues with safety, security and satisfaction at top of mind (n=342)	20%	25%	14%	23%	22%	22%	16%	27%
Council creates long term solutions and improvements that work well for me (n=370)	15%	18%	6%	17%	14%	18%	12%	25%
Council can be counted on to improve the quality of services available to residents and visitors (n=372)	21%	23%	7%	23%	21%	24%	18%	28%

% agree (7-10)	Queenstown-Whakatipu	Wānaka-Upper Clutha	Arrowtown-Kawarau	Urban	Rural	Less than 2 years	Between 2 and 5 years	Over 5 less than 10 years	10 years or more
Council openly shares information, motivations and choices in straightforward and plain language (n=370)	26%	29%	24%	27%	26%	47%	39%	28%	20%
Council quickly resolves issues with safety, security and satisfaction at top of mind (n=342)	24%	17%	26%	22%	23%	54%	27%	25%	16%
Council creates long term solutions and improvements that work well for me (n=370)	15%	21%	11%	17%	10%	43%	29%	16%	9%
Council can be counted on to improve the quality of services available to residents and visitors (n=372)	20%	25%	23%	22%	24%	43%	40%	21%	15%

Notes:

1. REP2. On a scale from 1 to 10 where 1 means 'strongly disagree' and 10 is 'strongly agree', how much do you agree with the following statements?

2. Calculations exclude 'Don't know' responses

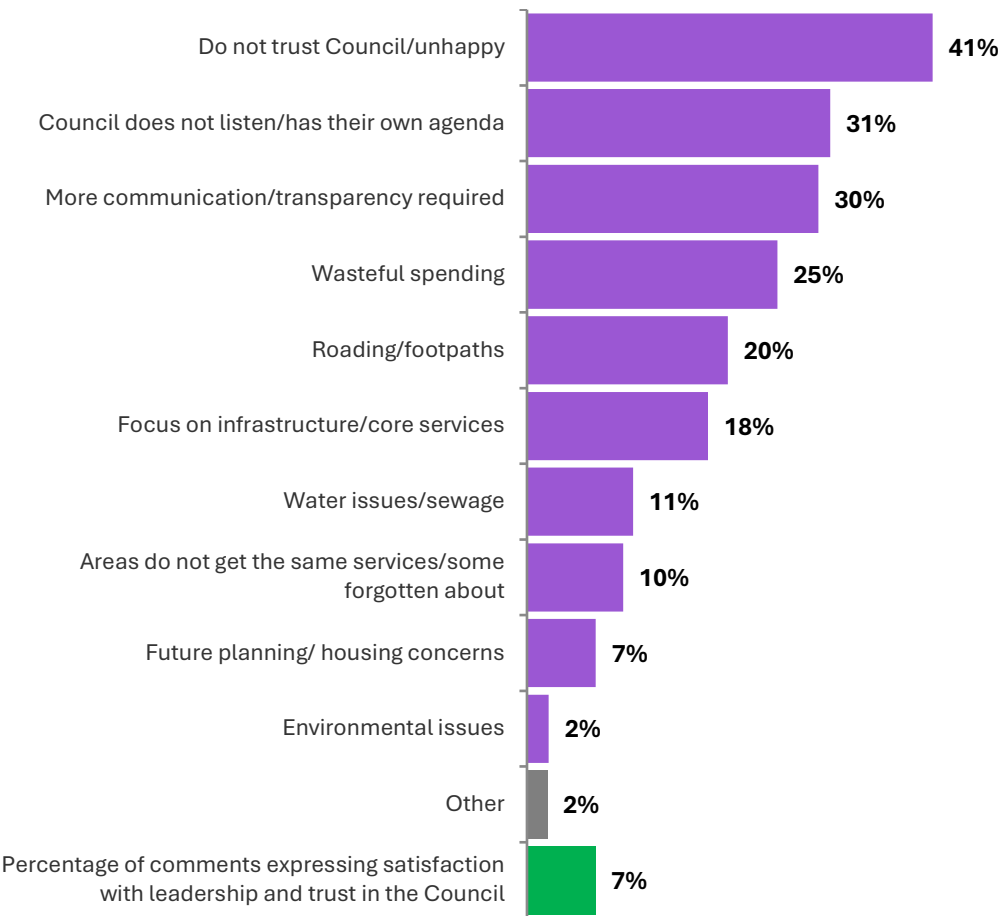
Between demographics

▲ Significantly higher

▼ Significantly lower

Comments related to trust and leadership of the Council*

Percentages of comments mentioning each theme



Notes:
1. REP3. Do you have any comments about QLDC in terms of the leadership they provide for the district, the trust that you have in Council, and the quality of services they provide? n=166
2. Calculations exclude 'Don't know' responses

Comments from respondents:

- *Wānaka seems to get left out in the yearly budget, lots of band aid fixes in terms of infrastructure.*
- *Don't trust all that the Council does, I mean it took three years to do that tiny bit of new road in town, they continually remove parking spaces from the CBD and seem to care about leftist greeny stuff than actual real life problems.*
- *The leadership isn't good, especially financially. We don't have much trust in the Council because everything seems to be self centered and not in the public's best interest.*
- *Strong emphasis on growth, profits for existing landholders and developers, no long term view of a functional and sustainable town.*
- *From a leadership point of view, there needs to be stronger lobbying of central Government to put in new bridges across the Shotover and Kawarau rivers, traffic can't be greatly released until these pinch points are removed. Especially if Queenstown is to be bigger than Dunedin by 2040.*
- *I appreciate that the Council listened to community members who wanted to rescue the School House Art Centre and reopen it at Country Lane.*



Communication and engagement

Overview



Participation in engagement

Below is the proportion of residents that attended Council meetings, workshops, or consultation hearings, or made a submission to Council, either in person or online in the past 12 months

47%

Communication and engagement is perceived by residents to be an area of concern, with 17% satisfied that *QLDC Makes decisions in the district's best interest*, and 26% satisfied *Council provides opportunities for residents to be involved in consultation or decision making*.

The average Key Research benchmark results for satisfaction with *Engagement and consultation* in 2024 was 37%.

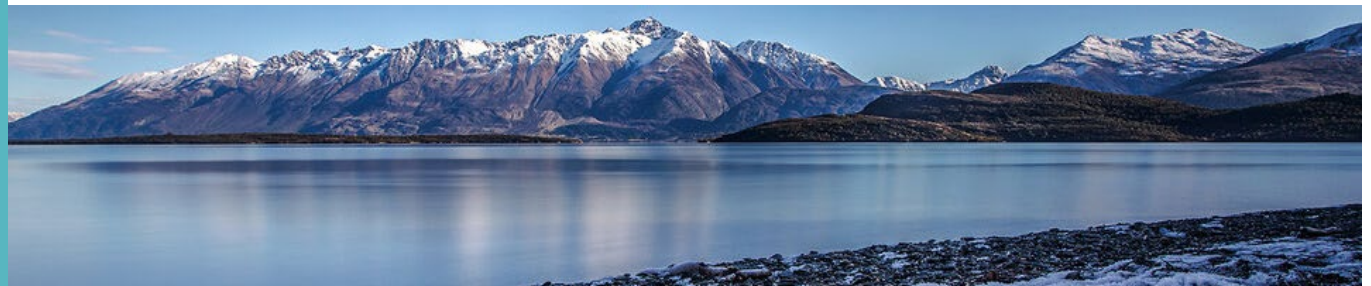
47% indicated that they had attended a Council meeting or made a submission in the past 12 months. 33% of residents are satisfied with the *Information they receive from the Council*, while 39% are dissatisfied.

Resident feedback uncovered several key insights:

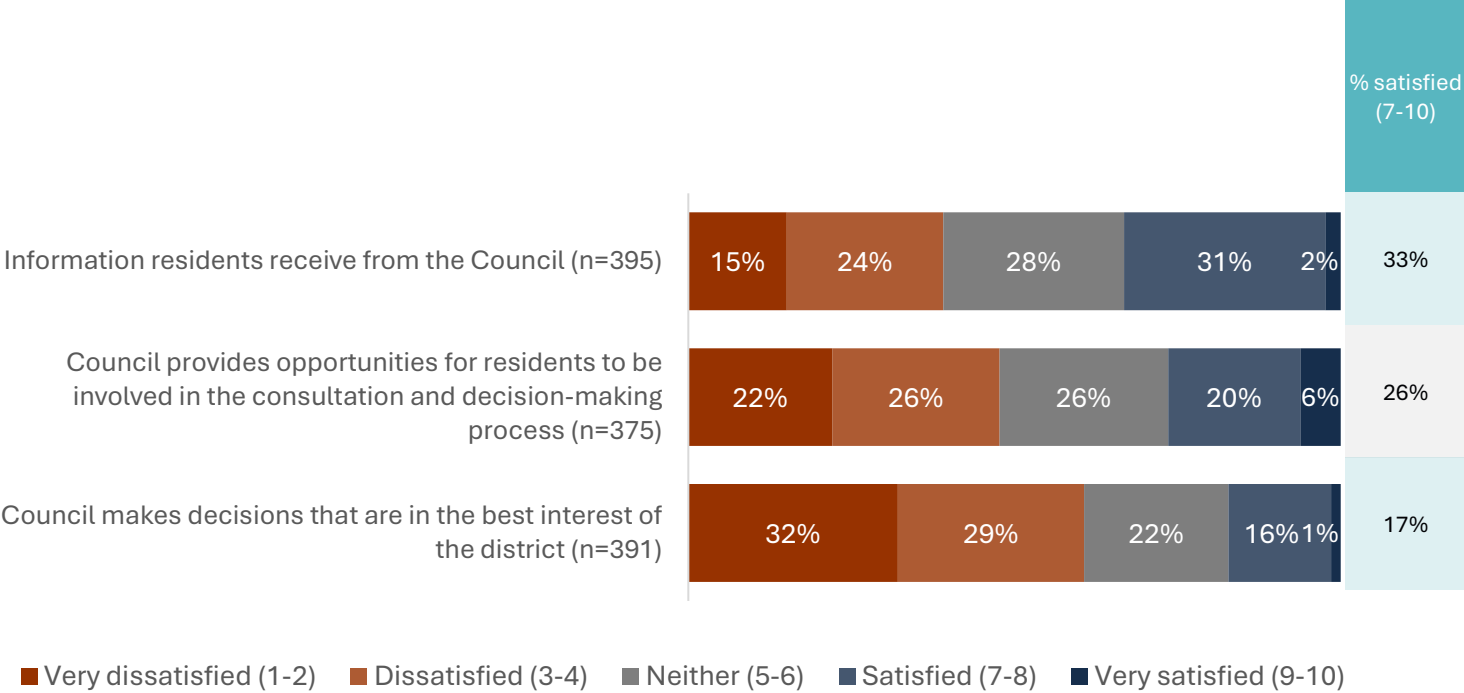
- **Low visibility of consultation opportunities.** Residents stated they were unaware of when or how to participate in

Council's consultation, citing poor promotion of meetings, limited access to details, and confusion about how to contribute.

- **Having decisions made prior to consultation.** A recurring perception was that QLDC "tells" rather than "consults", and that engagement often feels performative rather than meaningful.
- **Exclusion and accessibility barriers.** Comments referenced difficulties participating due to transport, scheduling, or digital barriers, especially among residents without cars or reliable internet.



Community perception of the Council



Notes:
1. CE3. On a scale from 1 to 10 where 1 means 'very dissatisfied' and 10 is 'very satisfied', how satisfied are you with the following?
2. Calculations exclude 'Don't know' responses



Community perception of the Council

% satisfied (7-10)	Male	Female	Māori	Non-Māori	18-39 years	40-54 years	55-64 years	65 years and over
Information residents receive from the Council (n=395)	35%	32%	22%	34%	28%	36%	31%	46%
Council provides opportunities for residents to be involved in the consultation and decision-making process (n=375)	25%	28%	19%	27%	22%	32%	26%	33%
Council makes decisions that are in the best interest of the district (n=391)	19%	16%	13%	17%	14%	18%	16%	28%

% satisfied (7-10)	Queenstown-Whakatipu	Wānaka-Upper Clutha	Arrowtown-Kawarau	Urban	Rural	Less than 2 years	Between 2 and 5 years	Over 5 less than 10 years	10 years or more
Information residents receive from the Council (n=395)	32%	33%	36%	33%	35%	61%	48%	29%	28%
Council provides opportunities for residents to be involved in the consultation and decision-making process (n=375)	30%	30%	16%	27%	20%	43%	36%	26%	22%
Council makes decisions that are in the best interest of the district (n=391)	19%	19%	11%	18%	13%	38%	32%	12%	12%

Notes:

1. CE3. On a scale from 1 to 10 where 1 means 'very dissatisfied' and 10 is 'very satisfied', how satisfied are you with the following? n=

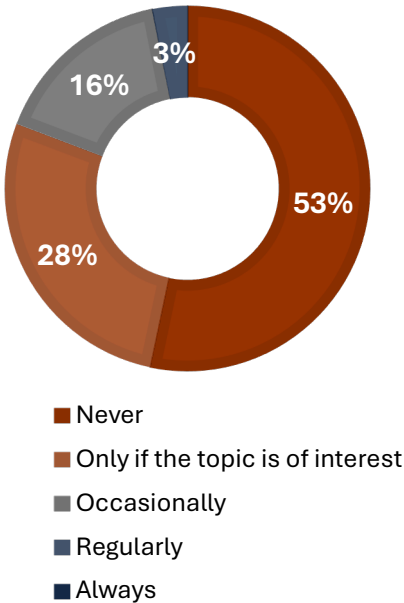
2. Calculations exclude 'Don't know' responses

Between demographics

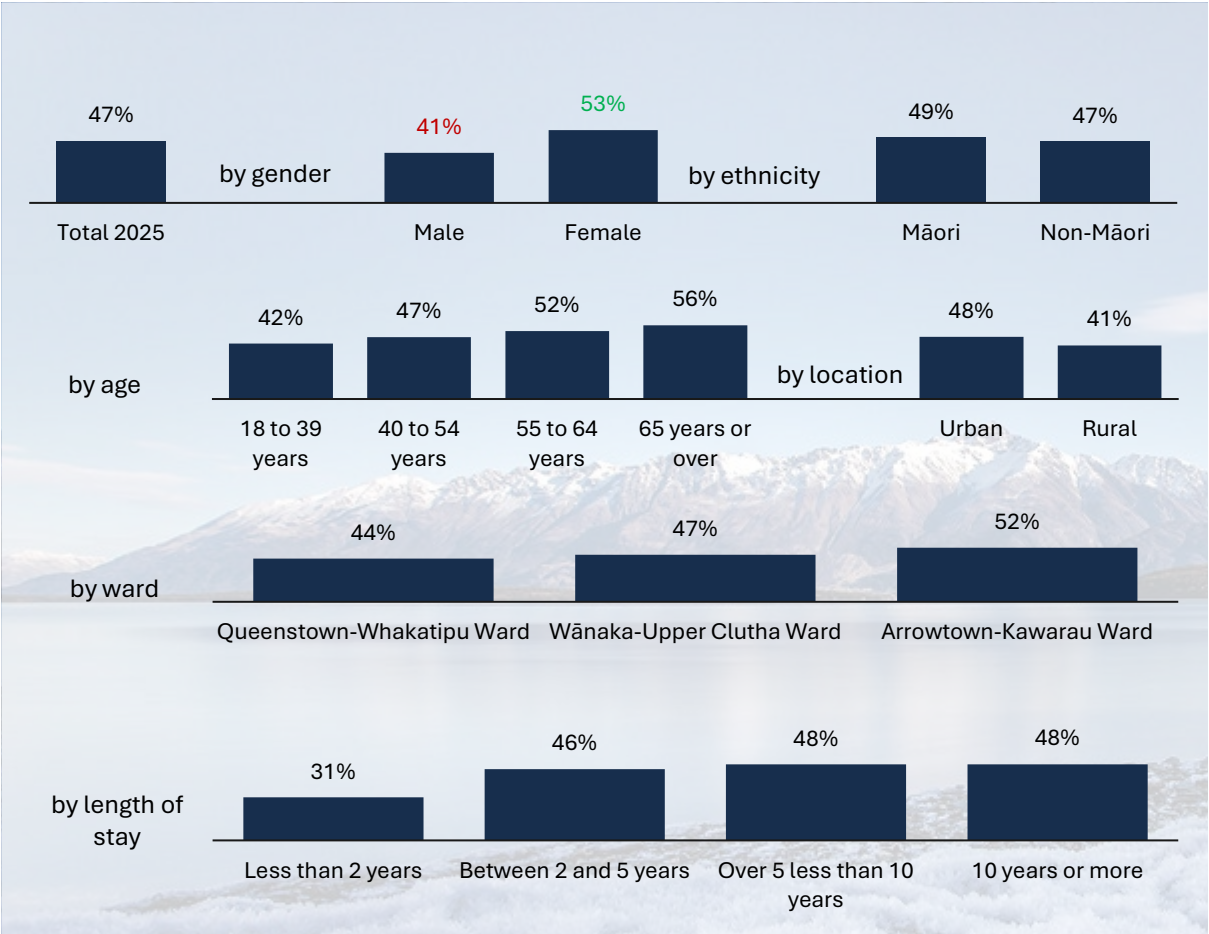
▲ Significantly higher

▼ Significantly lower

Getting involved



% participated in consultation over the past 12 months

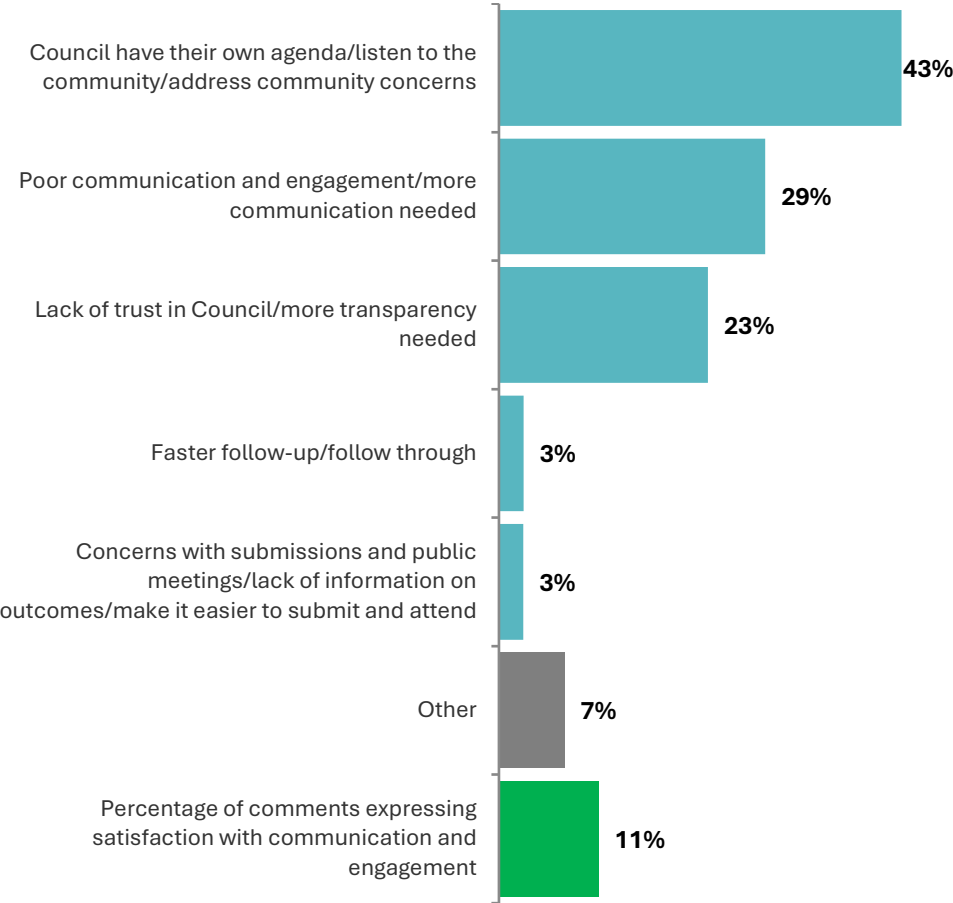


Notes:
CE4. In the past year, how often did you attend Council meetings, workshops, or consultation hearings, or make a submission to Council, either in person or online? n=405
2. Calculations exclude 'Don't know' responses

Between demographics
▲ Significantly higher
▼ Significantly lower

Comments related to QLDC’s communication and engagement

Percentages of comments mentioning each theme



Notes:
1. CE4. Do you have any comments or feedback in regarding QLDC’s communication and engagement? n=128
2. Calculations exclude ‘Don’t know’ responses

Comments from respondents:

- *It would be very helpful and advantageous of the Council to remember that they serve the community, not that the community serves them. The Council is not transparent with objectives and very manipulative in the way it poses questions to the public when it comes to consultation.*
- *Getting more communication and updates around the infrastructure work and the timelines and reasons it takes so long and costs so much would help to appease the people.*
- *More opportunities of awareness and inclusion that community is able to participate in.*
- *Listen to the public, not the developers, you are killing the golden goose and for what?*
- *Be more open and engaging with the public. Let the public community be included in the decision making more.*
- *I don't feel as though I have a clear and consistent way of receiving communication from Queenstown Lakes District Council. I often have to hunt for information if I want it.*

Sample Profile



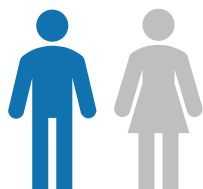
QUEENSTOWN
LAKES DISTRICT
COUNCIL



KEYRESEARCH
Unlocking Business Knowledge

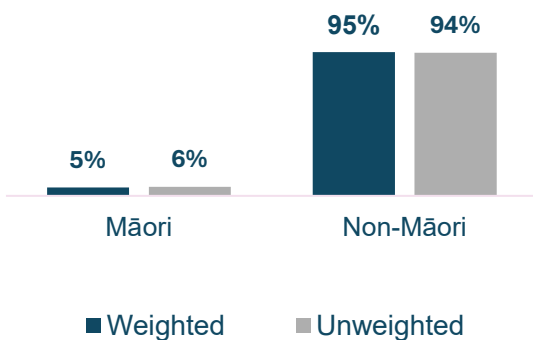
Demographic profile of the respondents

Gender

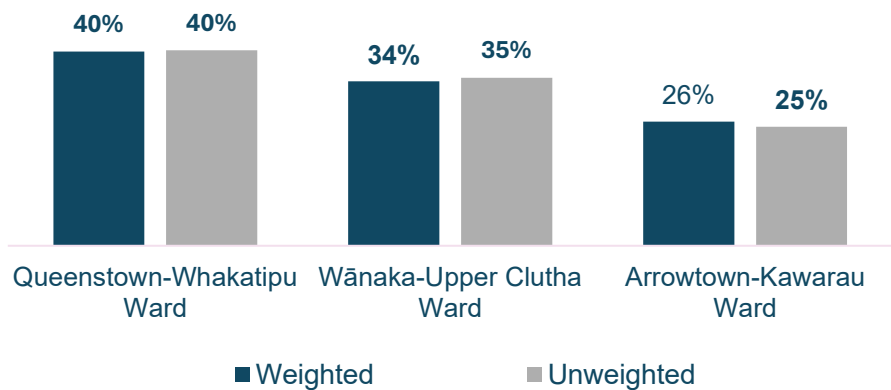


	Male	Female
Weighted	51%	49%
Unweighted	49%	51%

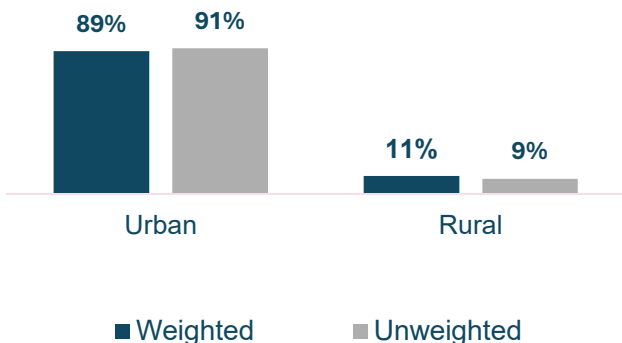
Ethnicity



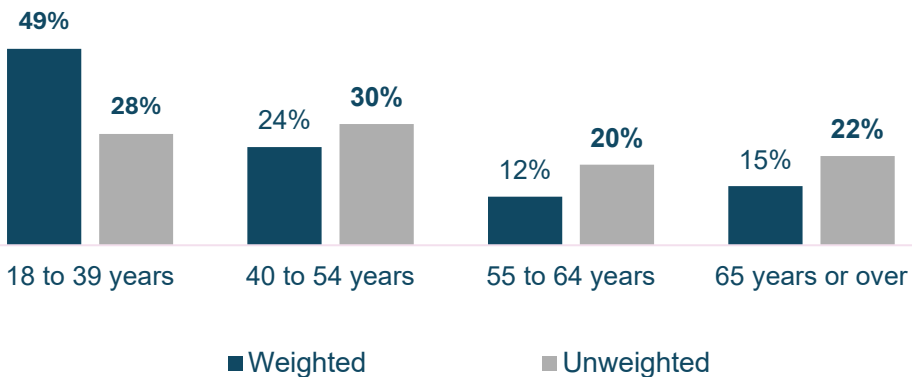
Ward



Location



Age



Appendix



QUEENSTOWN
LAKES DISTRICT
COUNCIL



KEYRESEARCH
Unlocking Business Knowledge

Self-selecting survey



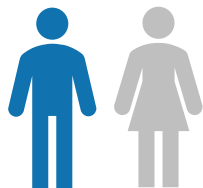
Self-selecting survey

All residents aged 18 and over were able to take part in the survey via a publicly advertised link, which received 335 responses.

- These responses have not been included in the main results of this report to ensure the findings accurately reflect the district's population.
- Including only responses from residents randomly invited through the Electoral Roll and ratepayer database helps protect the integrity of the survey, as it avoids over-representing individuals with particularly strong views.
- The results from the self-selected respondents are summarised separately below.
- These have not been weighted to match the district's demographics, and it is noted that results from self-selecting surveys are often more negative than those gathered through a managed, scientific and representative approach. For this reason, their inclusion in core reporting is not considered best practice in research of this type.

Demographic profile of the self-selecting respondents

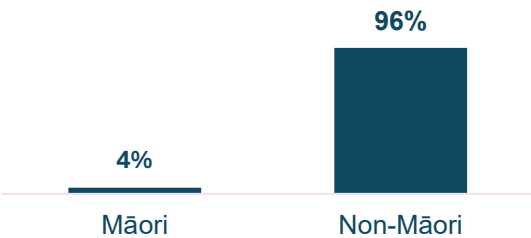
Gender



Male 49%
Female 51%

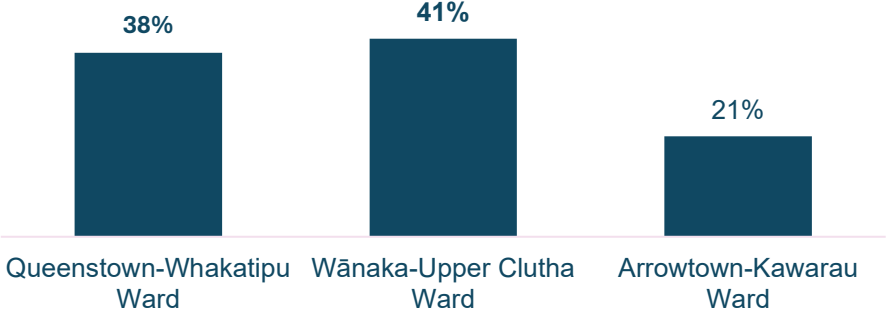
Unweighted

Ethnicity



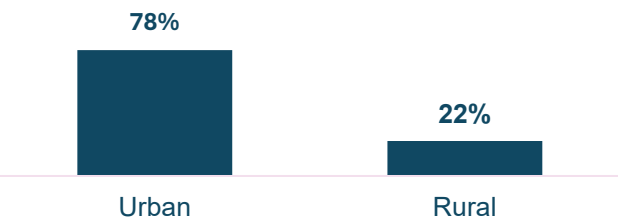
■ Unweighted

Ward



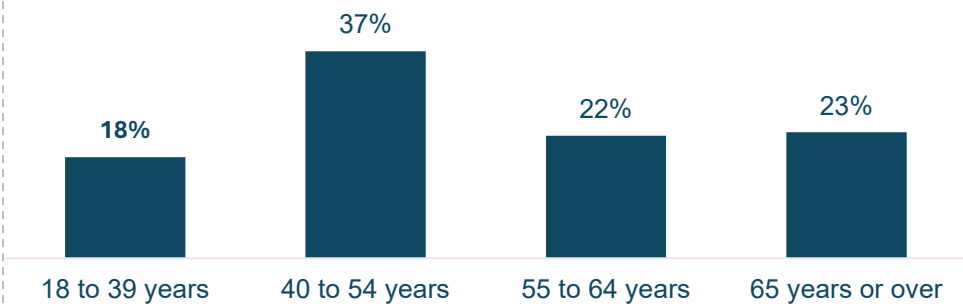
■ Unweighted

Location



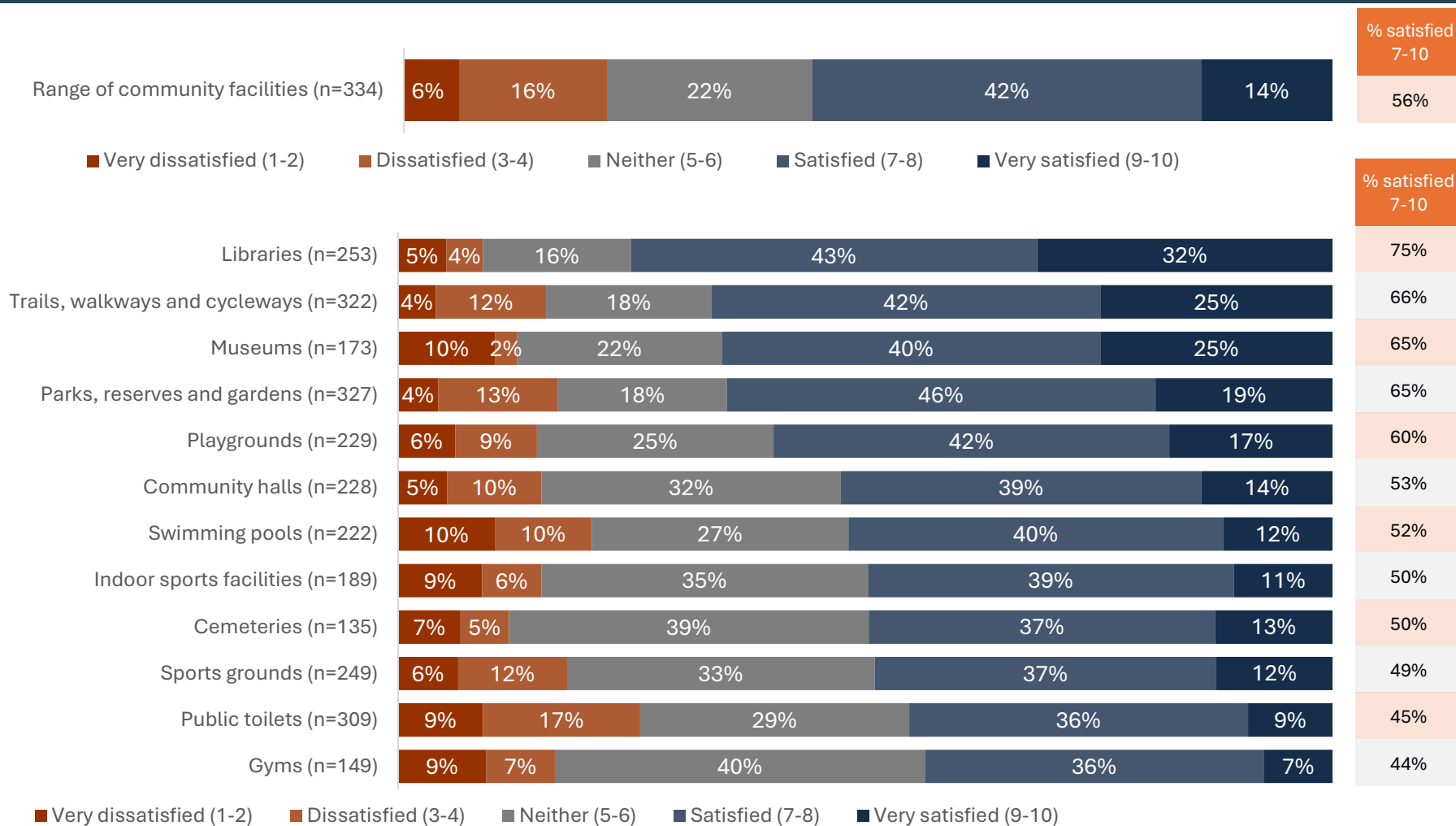
■ Unweighted

Age



■ Unweighted

Community facilities (satisfaction)

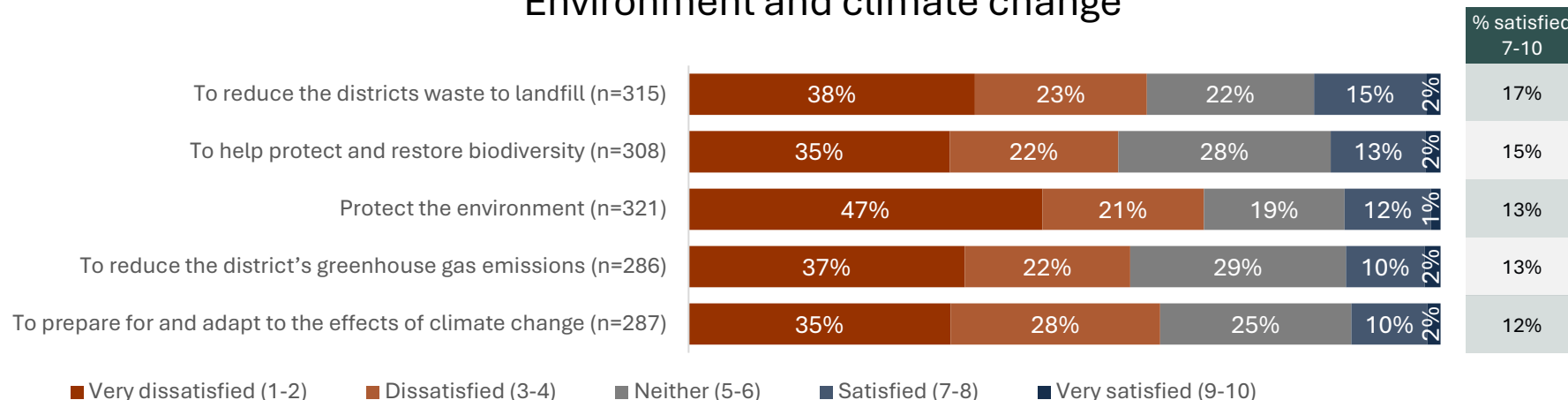


Notes:

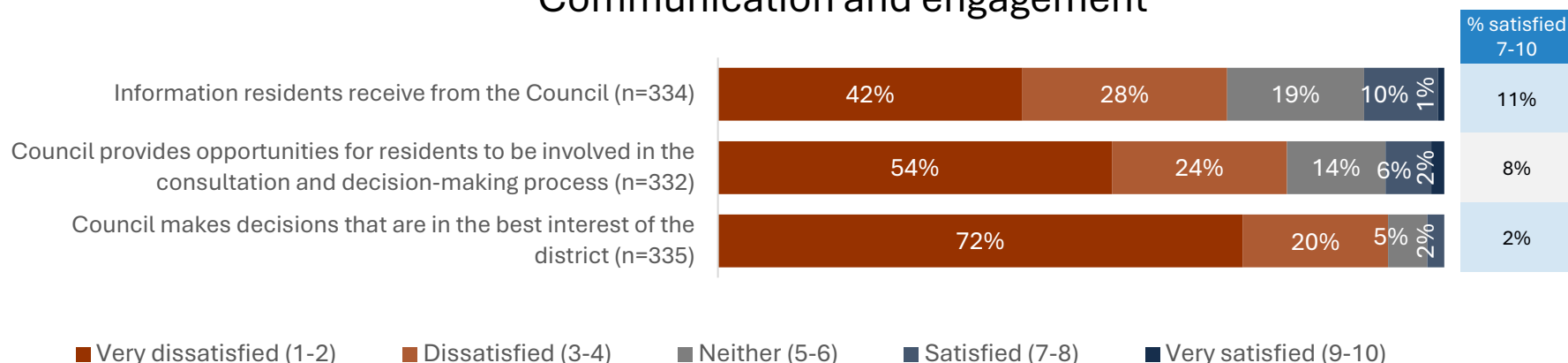
1. CF1. How would you rate your overall satisfaction with the range of community facilities that are available to you in the district (e.g. libraries, parks, sports venues, community halls etc.)?
2. CF3. Using a 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your satisfaction with...?
2. Calculations exclude 'Don't know' responses

Environment (satisfaction) and Communication and engagement (satisfaction)

Environment and climate change



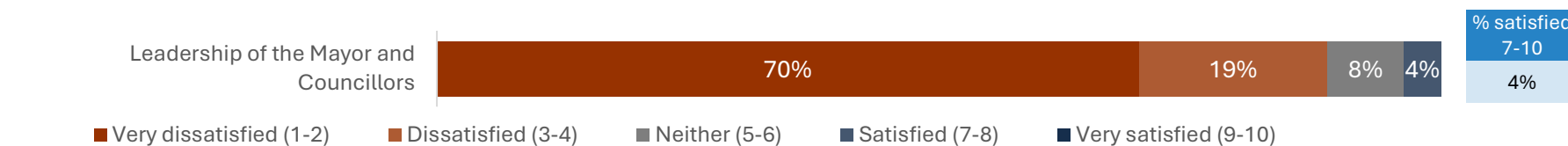
Communication and engagement



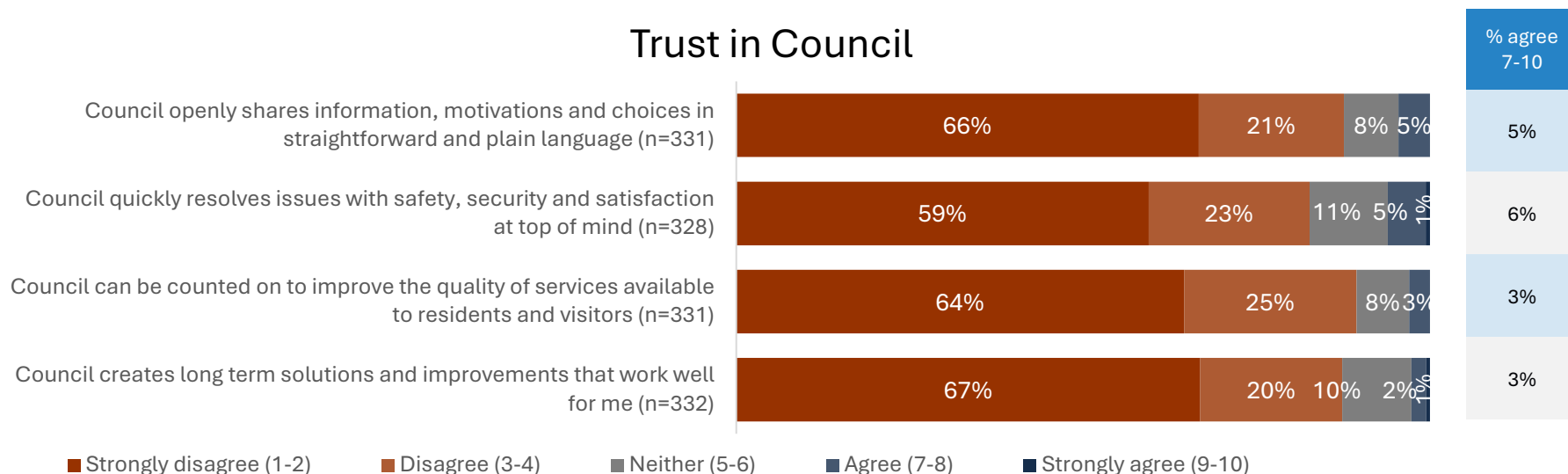
Notes:

1. EN1. On a scale from 1 to 10 where 1 means 'very dissatisfied' and 10 is 'very satisfied', how satisfied are you with the steps that QLDC is taking to?..
2. CE3. On a scale from 1 to 10 where 1 means 'very dissatisfied' and 10 is 'very satisfied', how satisfied are you with the following?
3. Calculations exclude 'Don't know' responses

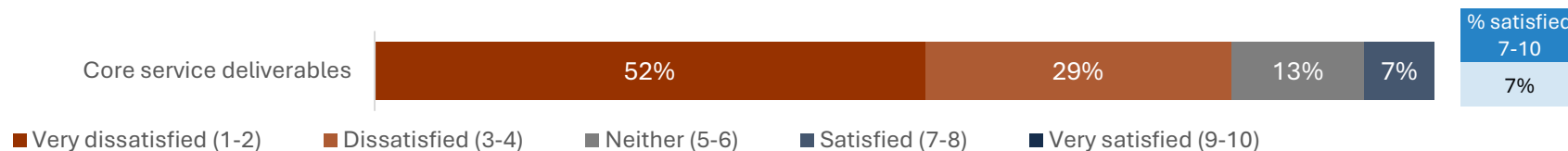
Trust and leadership (satisfaction and TrustID) and Overall core service deliverables (satisfaction)



Trust in Council



Overall core service deliverables



Notes:

1. REP1. How satisfied are you with the leadership of the Mayor and Councillors in the past year?
2. REP2. On a scale from 1 to 10 where 1 means 'strongly disagree' and 10 is 'strongly agree', how much do you agree with the following statements?
3. OP1. How would you rate QLDC for its overall core service deliverables, including management of its roading, water services, consenting, waste management, facilities, and outdoor spaces?
4. Calculations exclude 'Don't know' responses



QUEENSTOWN
LAKES DISTRICT
COUNCIL

Head Office

Telephone: + 64 7 575 6900

Address: Level 1, 247 Cameron Road
PO Box 13297
Tauranga 3141

Website: www.keyresearch.co.nz

Key Staff

Project lead: Elena Mead
Senior Research Executive

Telephone: + 64 7 929 7076

Email: elena@keyresearch.co.nz

DISCLAIMER

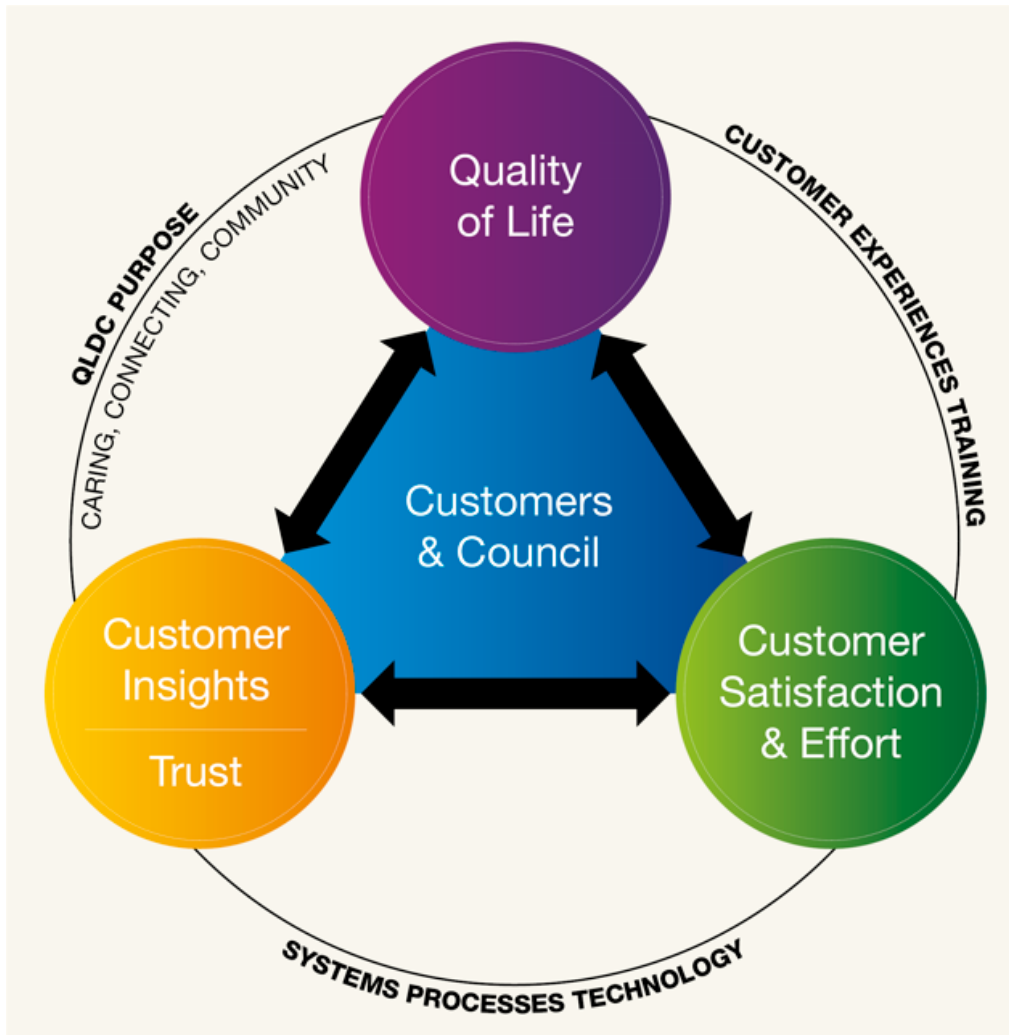
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KEYRESEARCH
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COMMUNITY INSIGHTS SURVEY 2025 RESULTS

QLDC TRUST AND SATISFACTION MEASUREMENT



- > Community Insights survey is the first stage of enhancing QLDC Trust and Customer Satisfaction measurement and reporting.
- > Further satisfaction and customer effort measures, including point of interaction surveying, is being implemented through 2025/26.
- > Community insights survey and satisfaction measurement is part of a wider customer experience work programme.
- > Alongside this customer experience training is being rolled out across QLDC.

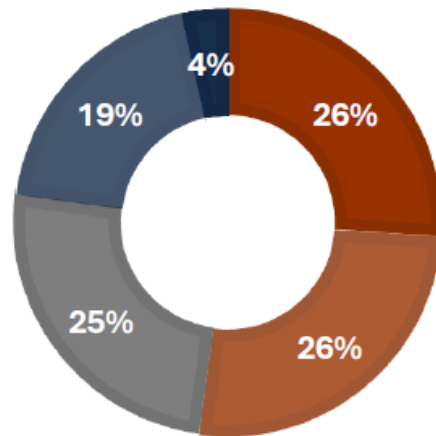
SURVEY BACKGROUND

- > Community Insights survey monitors residents' trust in Council and their satisfaction with Council facilities and services.
- > Incorporates the satisfaction questions previously asked in the QoL survey and trust-based questions that were workshopped with Councillors in mid-2024.
- > Key Research conducted the survey on behalf of QLDC.
- > 3,400 residents randomly selected received an invite to participate.
- > Non-invited (self-selecting) participants could also participate via Let's Talk.
- > 445 responses received from invited participants, 335 from self-selecting.
- > Final report includes a stratified sample of 400 responses from the invited residents, weighted to be reflective of the district's demographics.
- > Self-selecting results are included in the report appendix.

KEY RESULTS

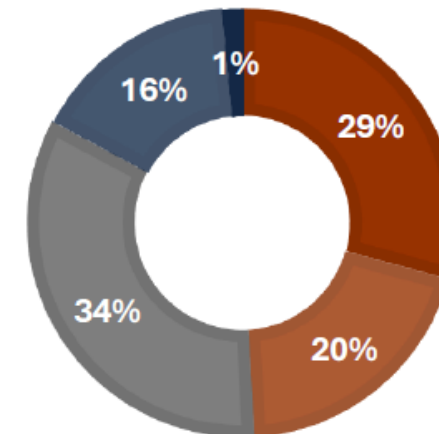
- > 23% of residents were satisfied with QLDC's delivery of core services, vs. 52% dissatisfied
- > 17% were satisfied with the performance of the Mayor and Councillors vs. 49% dissatisfied

Satisfaction with QLDC's delivery of core services



■ Very poor (1-2)
■ Poor (3-4)
■ Neither (5-6)
■ Good (7-8)
■ Excellent (9-10)

Satisfaction with the leadership of Mayor and Councillors



■ Very dissatisfied (1-2)
■ Dissatisfied (3-4)
■ Neither (5-6)
■ Satisfied (7-8)
■ Very satisfied (9-10)

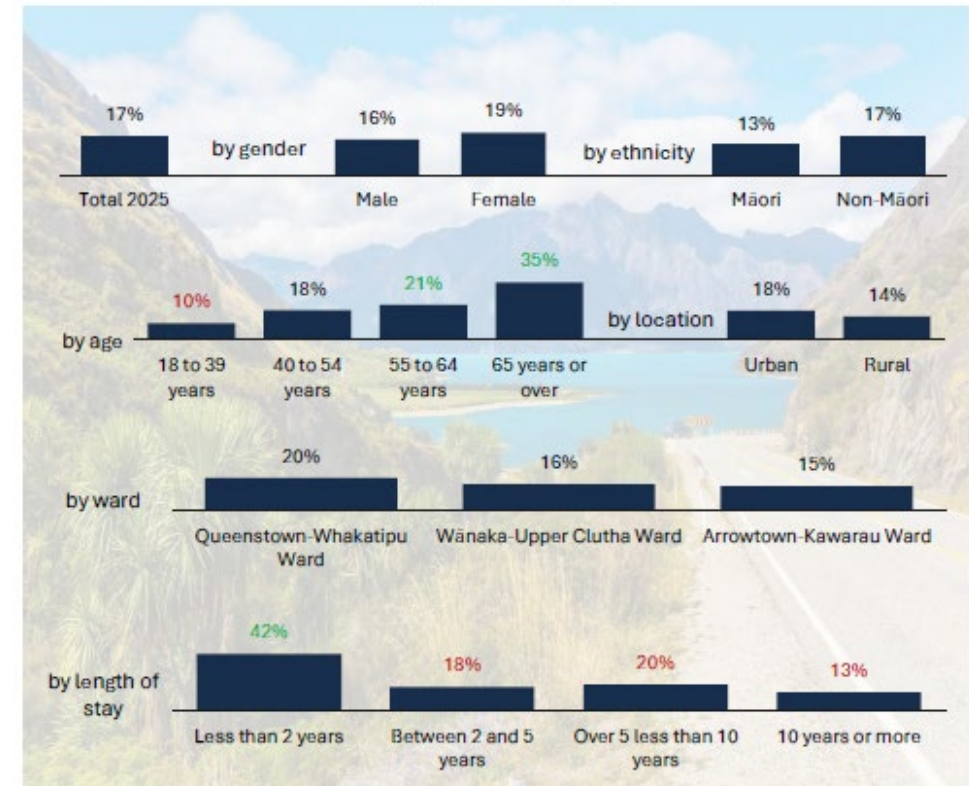
KEY RESULTS

- > Residents who had been in the district less than two years, along with older residents tend to be most satisfied across both key results.

Satisfaction with QLDC's delivery of core services



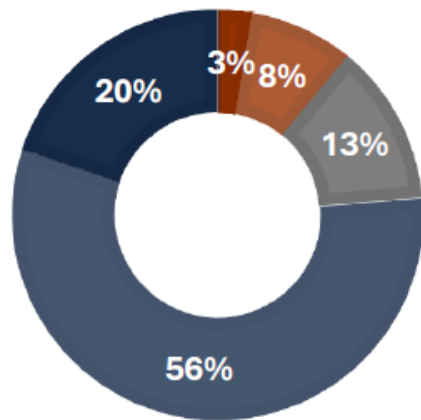
Satisfaction with the leadership of Mayor and Councillors



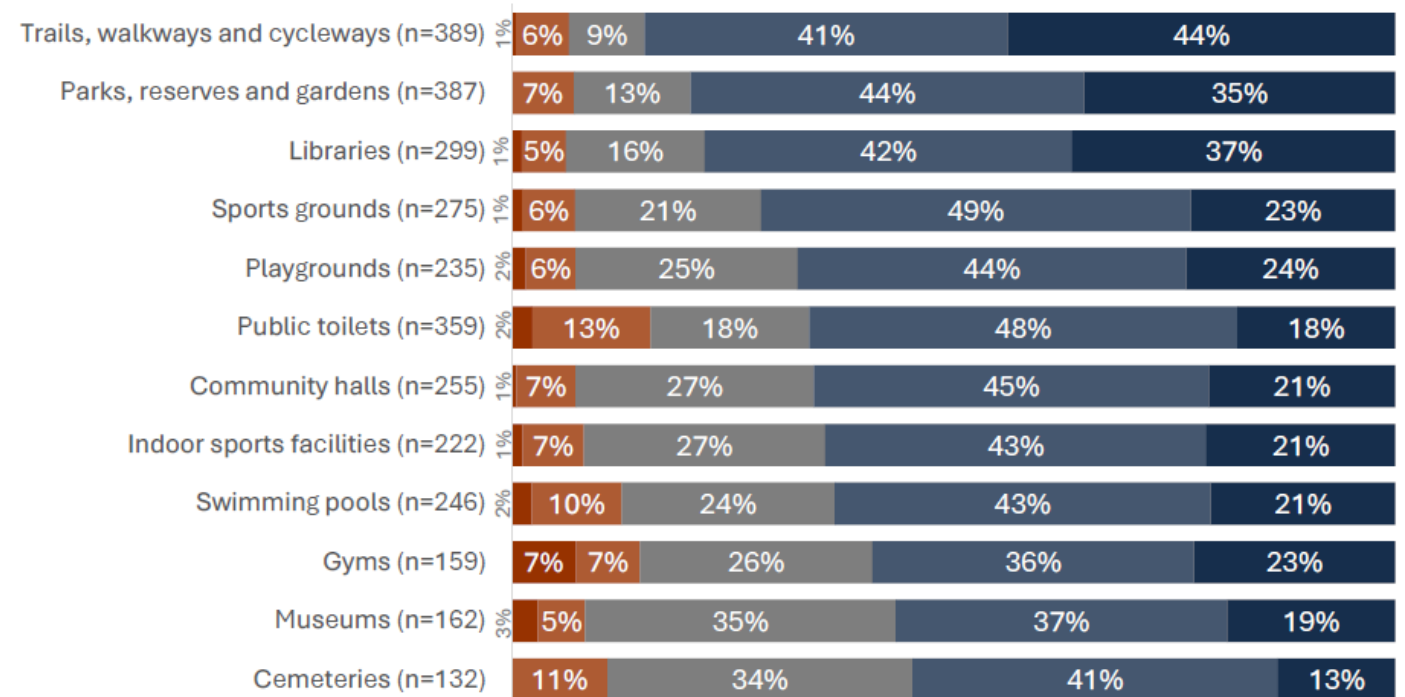
COMMUNITY FACILITIES

- > 76% of residents were satisfied with the range of community facilities
- > Trails, parks and libraries received the highest level of satisfaction
- > Very few residents dissatisfied with any facility types

Satisfaction with range of community facilities



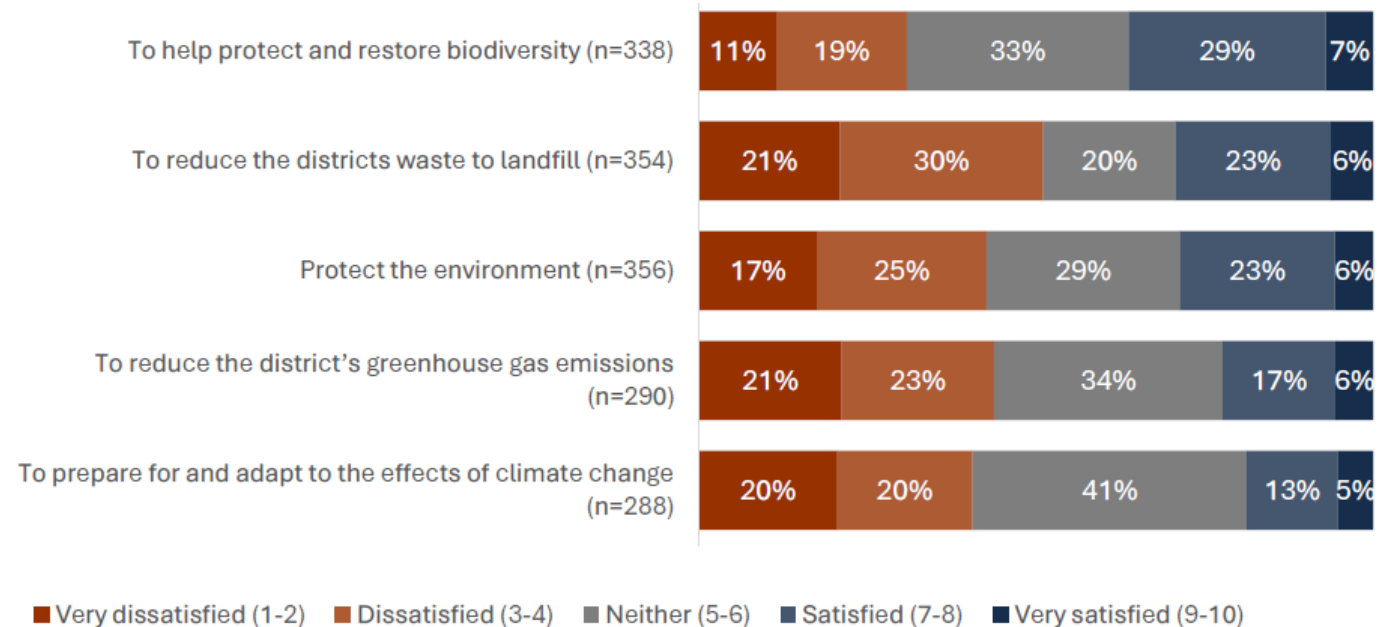
■ Very dissatisfied (1-2)
■ Dissatisfied (3-4)
■ Neither (5-6)
■ Satisfied (7-8)
■ Very satisfied (9-10)



■ Very dissatisfied (1-2) ■ Dissatisfied (3-4) ■ Neither (5-6) ■ Satisfied (7-8) ■ Very satisfied (9-10)

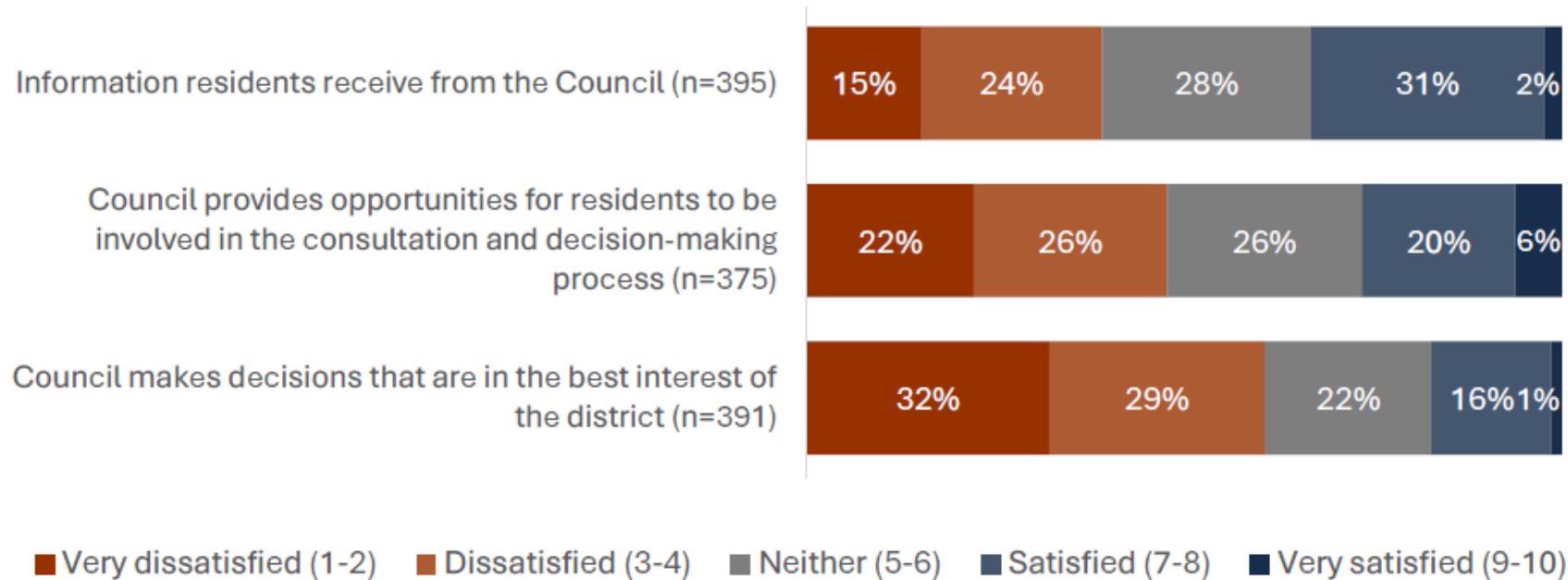
ENVIRONMENT

- > 36% of residents were satisfied with the steps QLDC is taking to protect biodiversity (vs 30% dissatisfied)
- > Remaining questions all had a greater proportion dissatisfied than satisfied, however all contained significant neutral responses
- > Comments focused on better recycling and green waste infrastructure, concerns around sewerage and the treatment plant, and a lack of awareness of what was being done in this space.



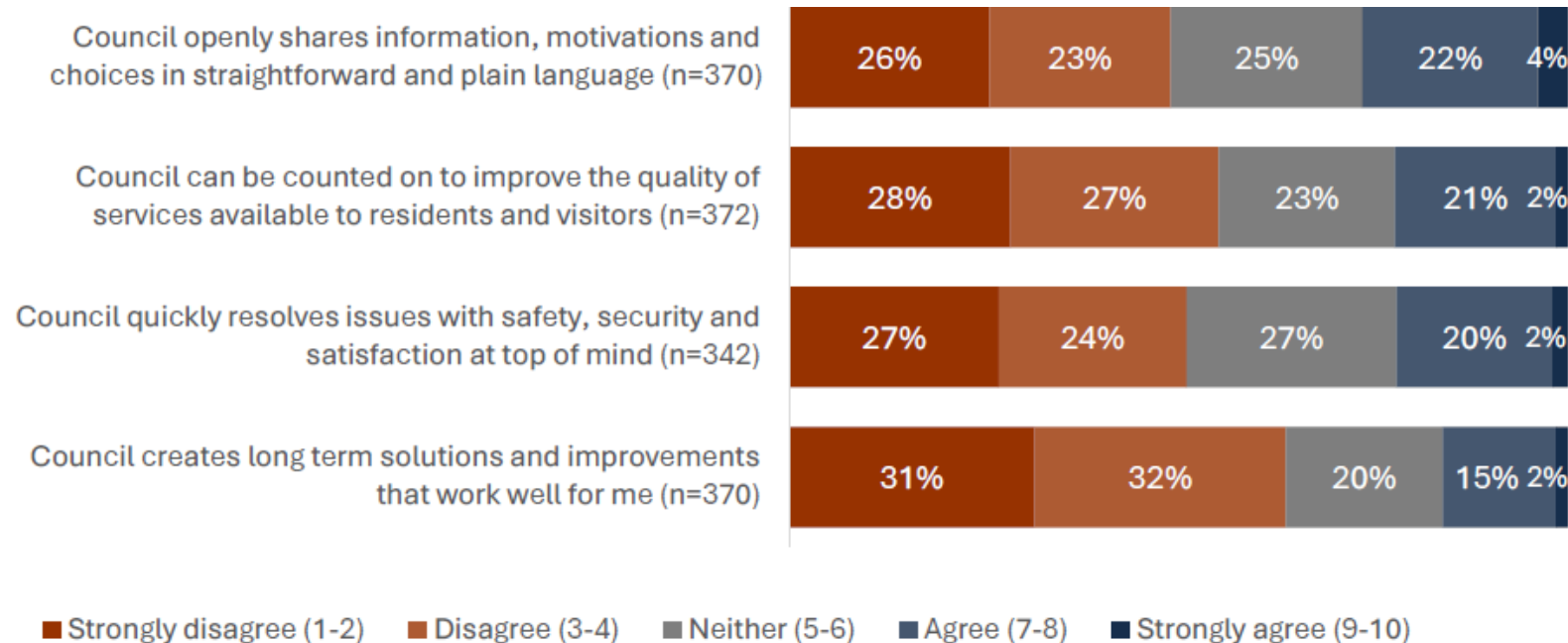
COMMUNICATION AND ENGAGEMENT

- > 33% of residents are satisfied with the information they receive, 26% with the opportunities to be involved in the decision-making process, and 17% that Council makes decisions in the best interests of the district.
- > Comments were centred on decisions and consultation outcomes being pre-determined, a lack of transparency, and perceptions of poor communication and engagement.

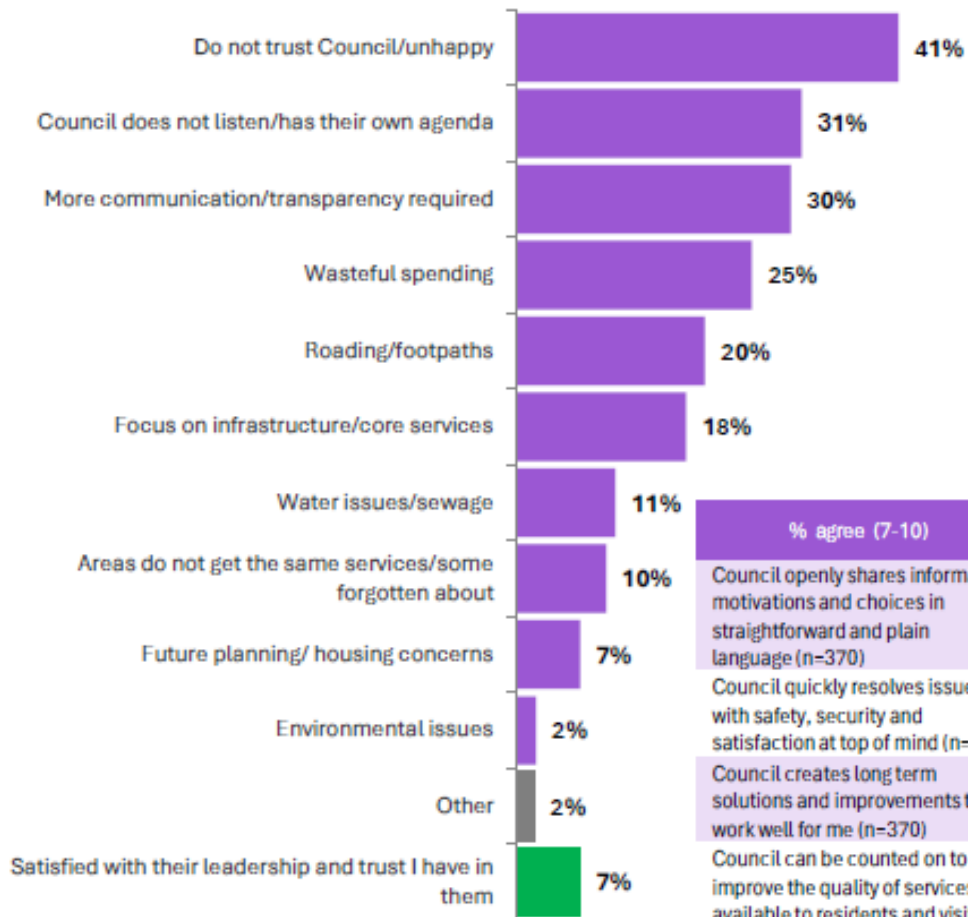


TRUST AND LEADERSHIP

- > Trust based questions were workshopped with Councillors in 2024.
- > 17% agree that Council creates long-term solutions that work for them (63% disagree).
- > 23% agree Council can be counted on to improve the quality of services to residents and visitors (55% disagree).



TRUST AND LEADERSHIP



- > General distrust and unhappiness with Council, and a perception of residents not being listened to were main comments.
- > Shorter-term residents tended to have the most trust in Council.

% agree (7-10)	Queenstown-Whakatipu	Wānaka-Upper Clutha	Arrowtown-Kawarau	Urban	Rural	Less than 2 years	Between 2 and 5 years	Over 5 less than 10 years	10 years or more
Council openly shares information, motivations and choices in straightforward and plain language (n=370)	26%	29%	24%	27%	26%	47%	39%	28%	20%
Council quickly resolves issues with safety, security and satisfaction at top of mind (n=342)	24%	17%	26%	22%	23%	54%	27%	25%	16%
Council creates long term solutions and improvements that work well for me (n=370)	15%	21%	11%	17%	10%	43%	29%	16%	9%
Council can be counted on to improve the quality of services available to residents and visitors (n=372)	20%	25%	23%	22%	24%	43%	40%	21%	15%

SELF-SELECTING SURVEY

- > The results of the self-selecting survey are on average 15% below the mixed method survey.
- > These results are included in an appendix to the report to maintain the representativeness of the invited survey results.

% satisfied/very satisfied			% satisfied/very satisfied		
Question	Invited	Self selecting	Question	Invited	Self selecting
Range of community facilities	76%	56%	Protect the environment	29%	13%
Parks, reserves and gardens	79%	65%	To help protect and restore biodiversity	36%	15%
Trails, walkways and cycleways	85%	66%	To reduce the district's greenhouse gas emissions	22%	13%
Sportsgrounds	72%	49%	To reduce the districts waste to landfill	29%	17%
Playgrounds	68%	60%	To prepare for and adapt to the effects of climate change	19%	12%
Cemetries	54%	50%	Information residents receive from the Council	33%	11%
Libraries	78%	75%	Council provides opportunities for residents to be involved in the consultation and decision-making process	26%	8%
Community halls	66%	53%	Council makes decisions that are in the best interest of the district	17%	2%
Public toilets	66%	45%	Leadership of the Mayor and Councillors in the past year?	17%	4%
Swimming pools	63%	52%	Council openly shares information, motivations and choices in straightforward and plain language	26%	5%
Indoor sports facilities	64%	50%	Council quickly resolves issues with safety, security and satisfaction at top of mind	22%	6%
Museums	57%	65%	Council creates long term solutions and improvements that work well for me	16%	3%
Gyms	59%	44%	Council can be counted on to improve the quality of services available to residents and visitors	22%	3%
			How would you rate QLDC for its overall core service deliverables	23%	7%

SURVEY THEMES

- > Key Research identified a number of themes which could improve resident's perception of Council. These include:
 - > Prioritising infrastructure and core service improvements.
 - > Addressing concerns regarding transparency.
 - > Equitable investment in facilities across the district.
 - > Strengthening environmental initiatives.
 - > Improving communication and engagement.

QLDC ACTIONS

- > Community drop-in and 'Share With Us' sessions.
- > Social media engagement:
 - > 586,720 people reached on social media.
 - > 22.5% growth in social media vs last year and 700 new followers in May alone.
 - > Top topics receive up to 86,326 views.
- > New customer experience measurement being rolled out to gain information from QLDC customers that have had direct interactions with Council.
 - > Existing RFS customer satisfaction results are above 84% satisfied for each category.
- > LTP focused on core services.
- > Climate and Biodiversity Plan and Waste Management and Minimisation plan.