



# Bayside Council

## De-amalgamation Sentiment Research

Prepared by: Micromex Research

# Research Objectives

Bayside Council commissioned Micromex Research to conduct a random telephone survey with residents living in the Bayside local government area (LGA).

## Objectives (Why?)

- Identify the levels of awareness of the 2016 amalgamation of the two previous councils and the new legislated process for council's wishing to pursue de-amalgamation
- Determine community support for Council spending (\$250k to \$300k) to better understand the costs and service impacts of de-amalgamating
- Determine support for proceeding to pursue a de-amalgamation with associated household costs

## Sample (How?)

- Telephone survey (landline N=131 and mobile N=270) to N=401 residents
- Greatest margin of error +/- 4.9%

## Timing (When?)

- Implementation 23<sup>rd</sup> – 27<sup>th</sup> July 2024



# Methodology and Sample

## Sample selection and error

A total of 401 resident interviews were completed. Respondents were selected by means of a computer based random selection process using Australian marketing lists.

A sample size of 401 residents 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=401 residents, 19 times out of 20 we would expect to see the same results, i.e. +/- 4.9%. For example, that an answer such as 'yes' (50%) to a question could vary from 45% to 55%.

## Interviewing

Interviewing was conducted in accordance with The Research Society Code of Professional Behaviour.

## Data analysis

The data within this report was analysed using Q Professional.

Within the report, **blue** and **red** font colours are used to identify statistically significant differences between groups, i.e., gender, age, etc.

Significance difference testing is a statistical test performed to evaluate the difference between two measurements. To identify the statistically significant differences between the groups of means, 'One-Way Anova tests' and 'Independent Samples T-tests' were used. 'Z Tests' were also used to determine statistically significant differences between column percentages.

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

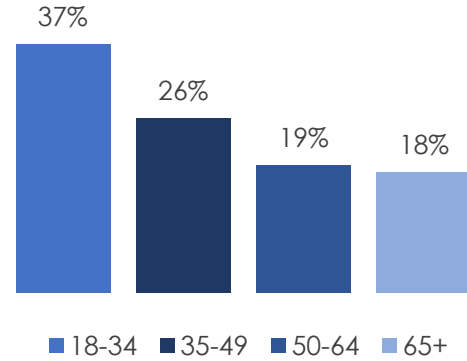
# Sample Profile

The sample was weighted by age and gender to reflect the 2021 ABS Census data for Bayside Council.

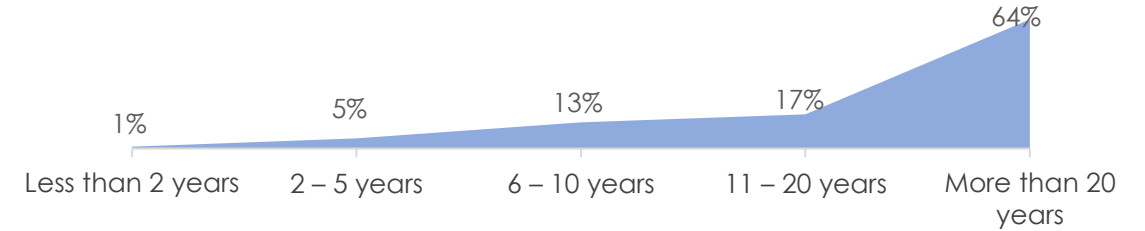
## Gender



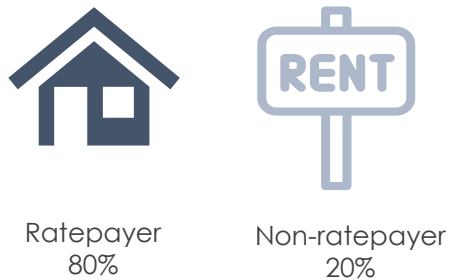
## Age



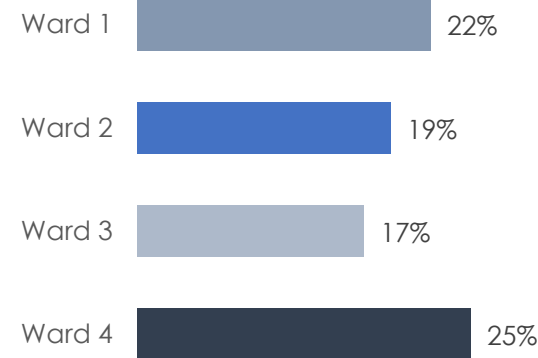
## Time lived in the area



## Ratepayer status



## Ward



Suburb	%	Suburb	%
Bexley	12%	Carlton	2%
Botany	11%	Eastlakes	2%
Rockdale	9%	Hillsdale	2%
Kogarah	7%	Rosebery	2%
Mascot	7%	Sandringham	2%
Arncliffe	6%	Daceyville	1%
Brighton-Le-Sands	5%	Dolls Point	1%
Sans Souci	5%	Eastgardens	1%
Pagewood	4%	Kingsgrove	1%
Bardwell Park	3%	Ramsgate	1%
Monterey	3%	Turrella	1%
Wolli Creek	3%	Banksmeadows	<1%
Banksia	2%	Kyeemagh	<1%
Bardwell Valley	2%	Ramsgate Beach	<1%
Bexley North	2%		

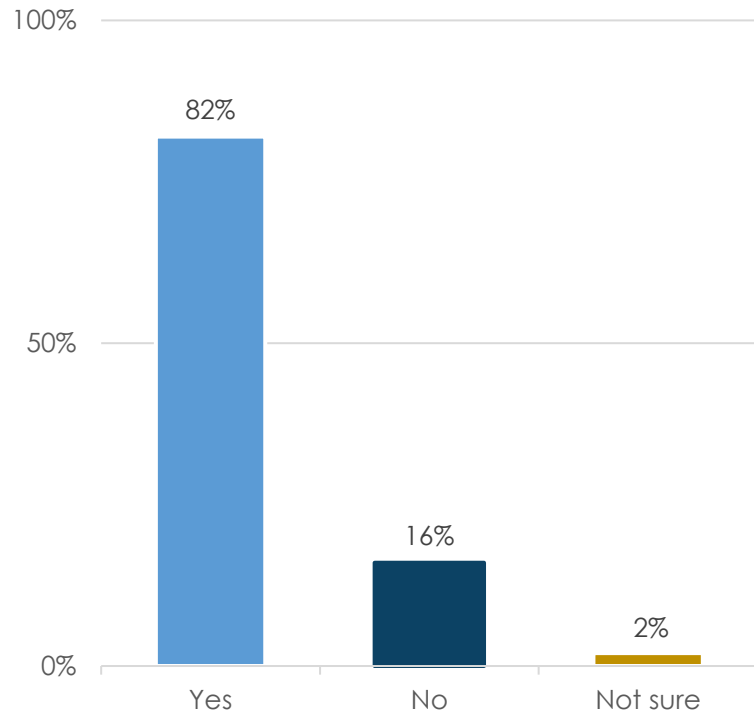


## Detailed Results

# Awareness of the 2016 Amalgamation

**Statement:** On the 9<sup>th</sup> of September 2016, the State Government combined the City of Botany Bay and Rockdale City Council to form a newly amalgamated council known as Bayside Council.

82% of residents had prior awareness that Bayside Council is a result of a 2016 amalgamation of two previous councils. Younger residents, non-ratepayers, newcomers and those in Ward 3 had lower awareness.



	Overall	Gender		Age				Ratepayer status	
		Male	Female	18 – 34	35 – 49	50 – 64	65 years and over	Ratepayer	Non-ratepayer
Yes %	82%	87%	78%	68%	91%	93%	89%	88%	59%
Base	401	198	203	149	104	76	72	323	78

	Overall	Time lived in area		Ward				
		Less than 10 years	Over 10 years	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
Yes %	82%	59%	88%	95%	79%	72%	79%	87%
Base	401	75	326	87	75	67	101	70

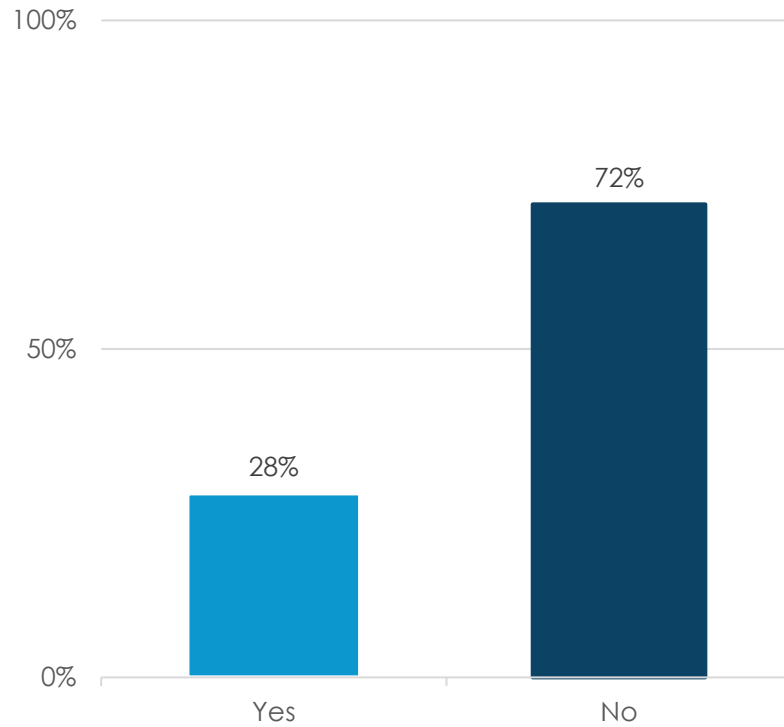
Base: N = 401

Q3. Prior to this call, were you aware that Bayside Council is the result of a 2016 amalgamation of two previous councils?

A significantly higher/lower percentage (by group) 5

# Awareness of New Legislated Process to Pursue De-amalgamation

28% of residents were aware that there is a new legislated process for councils that wish to pursue de-amalgamation. Again, awareness was lower amongst younger residents, non-ratepayers and those in Wards 3 and 4.



	Overall	Gender		Age				Ratepayer status	
		Male	Female	18 – 34	35 – 49	50 – 64	65 years and over	Ratepayer	Non-ratepayer
Yes %	28%	34%	22%	16%	28%	38%	40%	31%	13%
Base	401	198	203	149	104	76	72	323	78

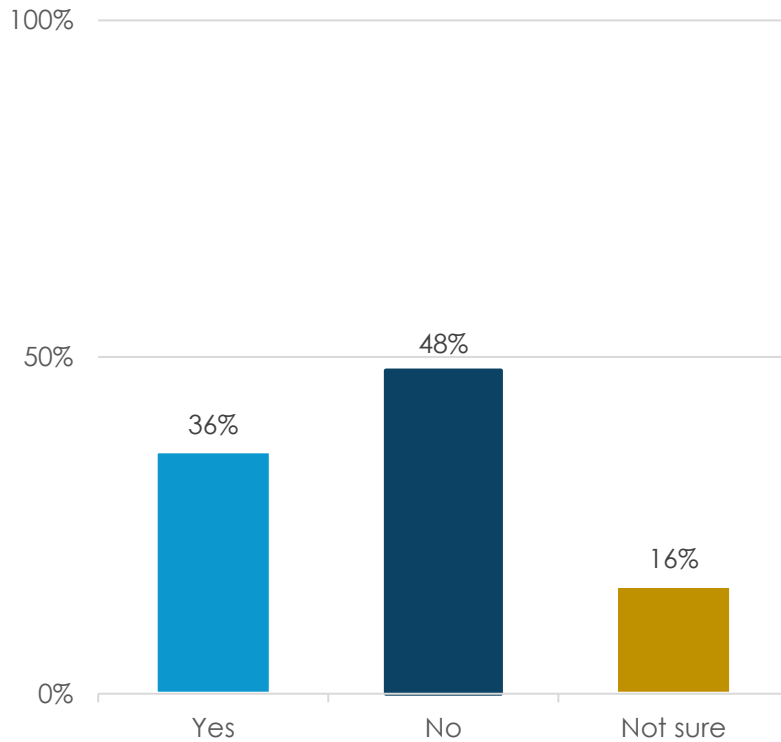
	Overall	Time lived in area		Ward				
		Less than 10 years	Over 10 years	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
Yes %	28%	18%	30%	43%	26%	17%	18%	36%
Base	401	75	326	87	75	67	101	70

Base: N = 401

# Support for Council to Undertake the De-amalgamation Business Case

**Statement:** Bayside Council is considering exploring the legal de-amalgamation process. The first step is to develop a business case which includes financial implications, (i.e. how it will be funded), as well as service delivery capacity, community consultation results and long-term strategic plans to submit to the Minister for Local Government for consideration. To undertake the business case, it will cost approximately \$250,000 to \$300,000.

36% of residents agreed that Council should spend \$250K to \$300K to get a clear understanding of the costs and service impacts of de-amalgamating. Ward 1 residents are significantly more favourable of this outcome.



	Overall	Gender		Age				Ratepayer status	
		Male	Female	18 – 34	35 – 49	50 – 64	65 years and over	Ratepayer	Non-ratepayer
Yes %	36%	39%	32%	33%	37%	38%	37%	35%	37%
Base	401	198	203	149	104	76	72	323	78

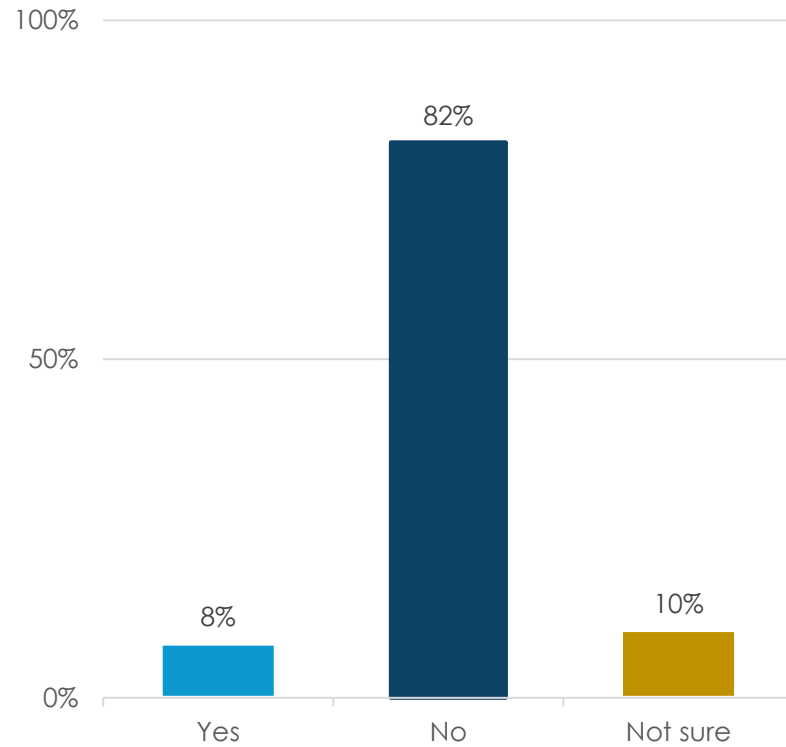
	Overall	Time lived in area		Ward				
		Less than 10 years	Over 10 years	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
Yes %	36%	23%	39%	58%	34%	35%	19%	35%
Base	401	75	326	87	75	67	101	70

Base: N = 401

# Support for Paying Increased Rates to De-amalgamate

**Statement:** The business case would determine the actual cost of de-amalgamating. At current estimates, the cost will be approximately \$50 million. The State Government will cover \$5 million of that amount, the remainder will need to be funded by the community.

82% of residents would not agree to support paying increased rates or contributing to the costs associated with de-amalgamating.



	Overall	Gender		Age				Ratepayer status	
		Male	Female	18 – 34	35 – 49	50 – 64	65 years and over	Ratepayer	Non-ratepayer
Yes %	8%	9%	7%	7%	6%	12%	9%	8%	8%
Base	401	198	203	149	104	76	72	323	78

	Overall	Time lived in area		Ward				
		Less than 10 years	Over 10 years	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
Yes %	8%	2%	9%	16%	8%	4%	4%	8%
Base	401	75	326	87	75	67	101	70

Base: N = 401

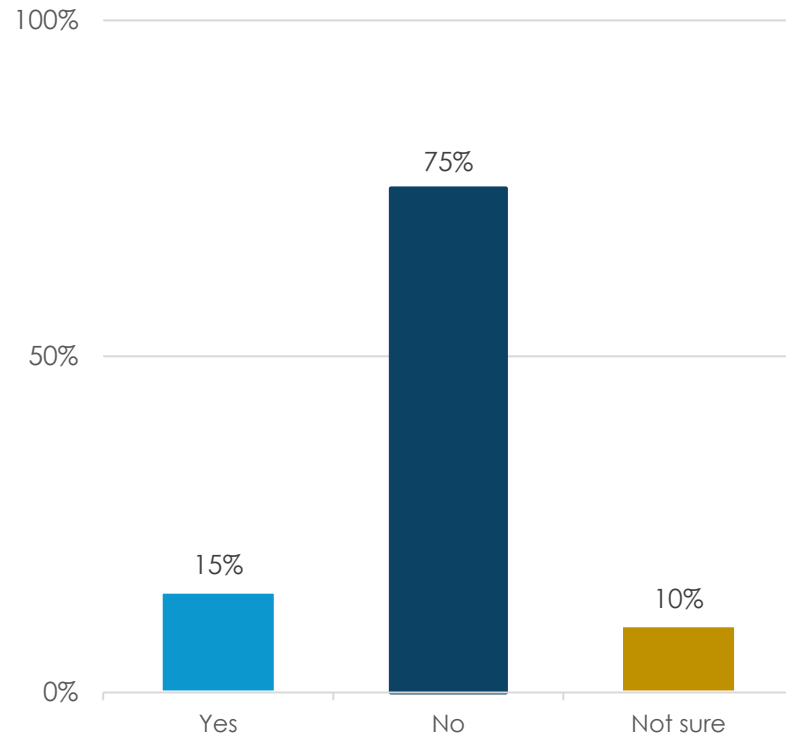
Q6. Would you support paying increased rates or contributing to the costs associated with de-amalgamating?

A significantly higher/lower percentage (by group) 8



# Support to Proceed with De-amalgamation with One-Off Payment

The vast majority of residents do not support Council proceeding with a de-amalgamation at a cost of circa \$600 per household or business.



	Overall	Gender		Age				Ratepayer status	
		Male	Female	18 – 34	35 – 49	50 – 64	65 years and over	Ratepayer	Non-ratepayer
Yes %	15%	21%	9%	11%	15%	25%	15%	16%	11%
Base	401	198	203	149	104	76	72	323	78

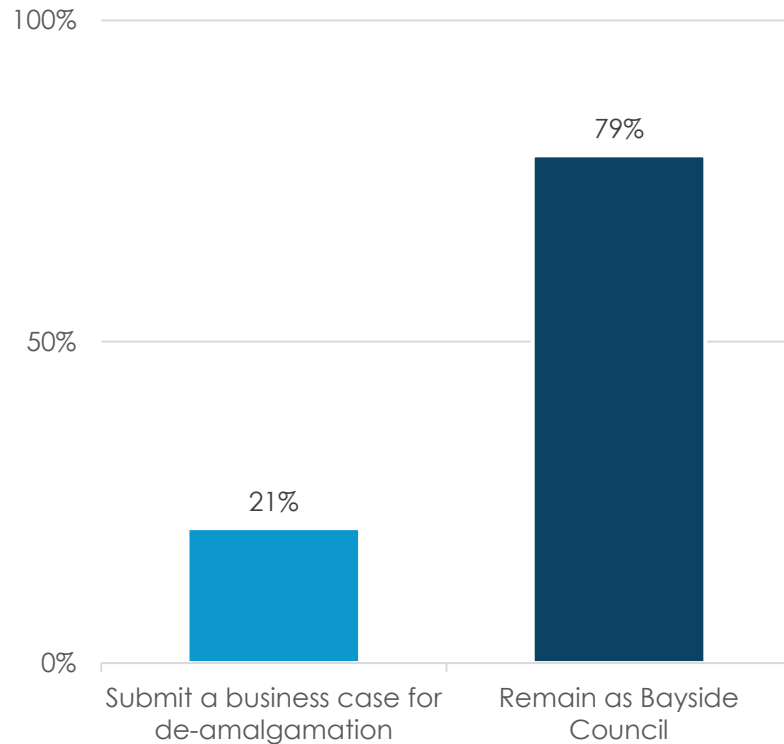
	Overall	Time lived in area		Ward				
		Less than 10 years	Over 10 years	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
Yes %	15%	5%	18%	32%	20%	7%	8%	9%
Base	401	75	326	87	75	67	101	70

Base: N = 401

# Preference to Pursue De-amalgamation or Remain as Bayside Council

**Statement:** *If Council were to proceed to de-amalgamate it would become the organisation's primary focus over the next few years. This would mean any current and planned projects and programs could be impacted and delayed.*

There is an overwhelming preference to remain as Bayside Council (79%), with only 1 in 5 indicating that they are in favour of Council submitting the business case for de-amalgamation. Residents of Ward 1 are significantly more in favour of submitting a business case.



	Overall	Gender		Age				Ratepayer status	
		Male	Female	18 – 34	35 – 49	50 – 64	65 years and over	Ratepayer	Non-ratepayer
Yes, submit	21%	21%	20%	10%	24%	36%	21%	24%	8%
Base	401	198	203	149	104	76	72	323	78

	Overall	Time lived in area		Ward				
		Less than 10 years	Over 10 years	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
Yes, submit	21%	7%	24%	48%	21%	10%	10%	10%
Base	401	75	326	87	75	67	101	70

Base: N = 401

Q8. *Considering the personal cost to your household and the priorities for your local area, is your preference that Council continue to pursue with de-amalgamation, or remain as Bayside Council?*

A significantly higher/lower percentage (by group) 10

# Reason for Preference

**Statement:** *If Council were to proceed to de-amalgamate it would become the organisation's primary focus over the next few years. This would mean any current and planned projects and programs could be impacted and delayed.*

Reason	N = 401
<b>Submit business case for de-amalgamation (21%)</b>	
Council services deteriorated after amalgamation	9%
Council would be better managed if de-amalgamated	8%
Supportive of the de-amalgamation, not the cost	4%
Area is too big for one Council	3%
Resources are not evenly divided	3%
Unsure of the benefits of de-amalgamation/need to know more	3%
<b>Remain as Bayside Council (79%)</b>	
Unnecessary cost	55%
Unsure of/no benefits of de-amalgamation	19%
Focus on improving services/current projects	17%
Things are fine the way they are now/no need to change	16%
Don't support de-amalgamation/it took a lot to amalgamate in the first place	8%
Doesn't make a difference	4%

Q8. *Considering the personal cost to your household and the priorities for your local area, is your preference that Council continue to pursue with de-*

Q9. *Why do you say that?*

# Sample Profile | Online

Nearly 2/3 of Online Respondents lived in Ward 1 or 2. Ward 1 is significantly over represented.

	Online (N=924)	Phone (N=401)
<b>Gender</b>		
Male	41%	49%
Female	58%	51%
Other	1%	0%
<b>Age</b>		
18-34 years	11%	37%
35-49 years	35%	26%
50-64 years	32%	19%
65 years and older	22%	18%

	Online (N=924)	Phone (N=401)
<b>Ward</b>		
Ward 1	46%	22%
Ward 2	27%	19%
Ward 3	8%	17%
Ward 4	8%	25%
Ward 5	11%	17%
<b>Time lived in the area</b>		
Less than 2 years	4%	1%
2 to 5 years	14%	5%
6 to 10 years	14%	13%
11 to 20 years	20%	17%
More than 20 years	47%	64%

	Online (N=924)	Phone (N=401)
<b>Ratepayer status</b>		
Ratepayer	92%	80%
Non-ratepayer	8%	20%

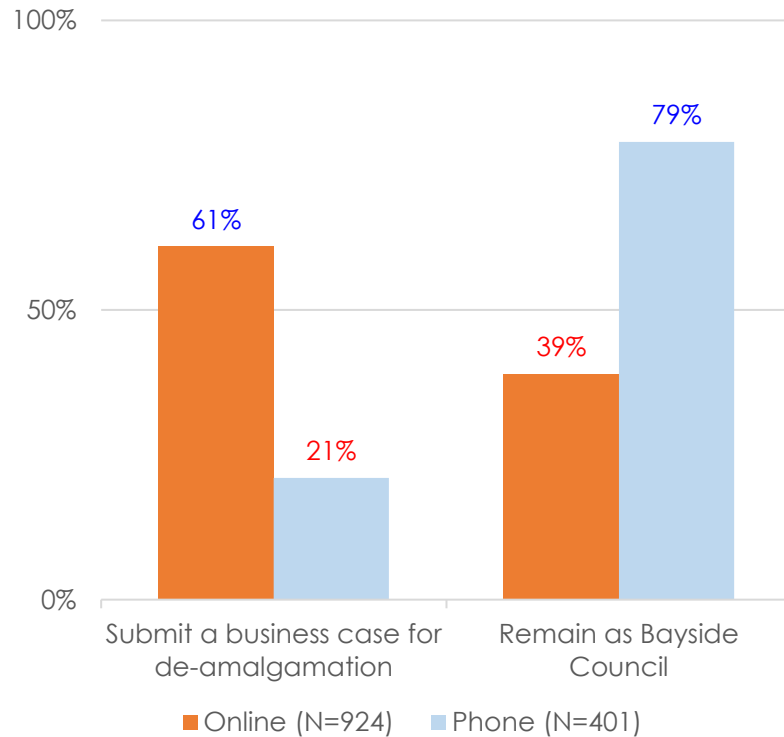
## Suburb – Online Only

Suburb	% (N=924)	Suburb	% (N=924)
Botany	27%	Eastgardens	2%
Mascot	15%	Kogarah	2%
Pagewood	7%	Banksmeadow	1%
Arncliffe	6%	Carlton	1%
Eastlakes	5%	Bexley North	1%
Bexley	4%	Bardwell Valley	1%
Rockdale	4%	Sandringham	1%
Sans Souci	3%	Ramsgate Beach	1%
Banksia	3%	Ramsgate	1%
Wolli Creek	3%	Bardwell Park	1%
Brighton-Le-Sands	3%	Kingsgrove	<1%
Rosebery	3%	Dolls Point	<1%
Daceyville	2%	Kyeemagh	<1%
Hillsdale	2%	Turrella	<1%
Monterey	2%		

# Preference to Pursue De-amalgamation or Remain as Bayside Council

**Statement:** If Council were to proceed to de-amalgamate it would become the organisation's primary focus over the next few years. This would mean any current and planned projects and programs could be impacted and delayed.

Conversely, online respondents indicate an observably higher preference for submitting a business case for de-amalgamation compared with phone respondents. Those located in Ward 1 and those have lived in Bayside for over 10 years are significantly more likely to support the de-amalgamation.



	Overall	Gender		Age				Ratepayer status	
		Male	Female	18 – 34	35 – 49	50 – 64	65 years and over	Ratepayer	Non-ratepayer
Yes, submit	61%	60%	62%	55%	57%	66%	66%	61%	71%
Base	924	381	530	98	327	297	202	849	75

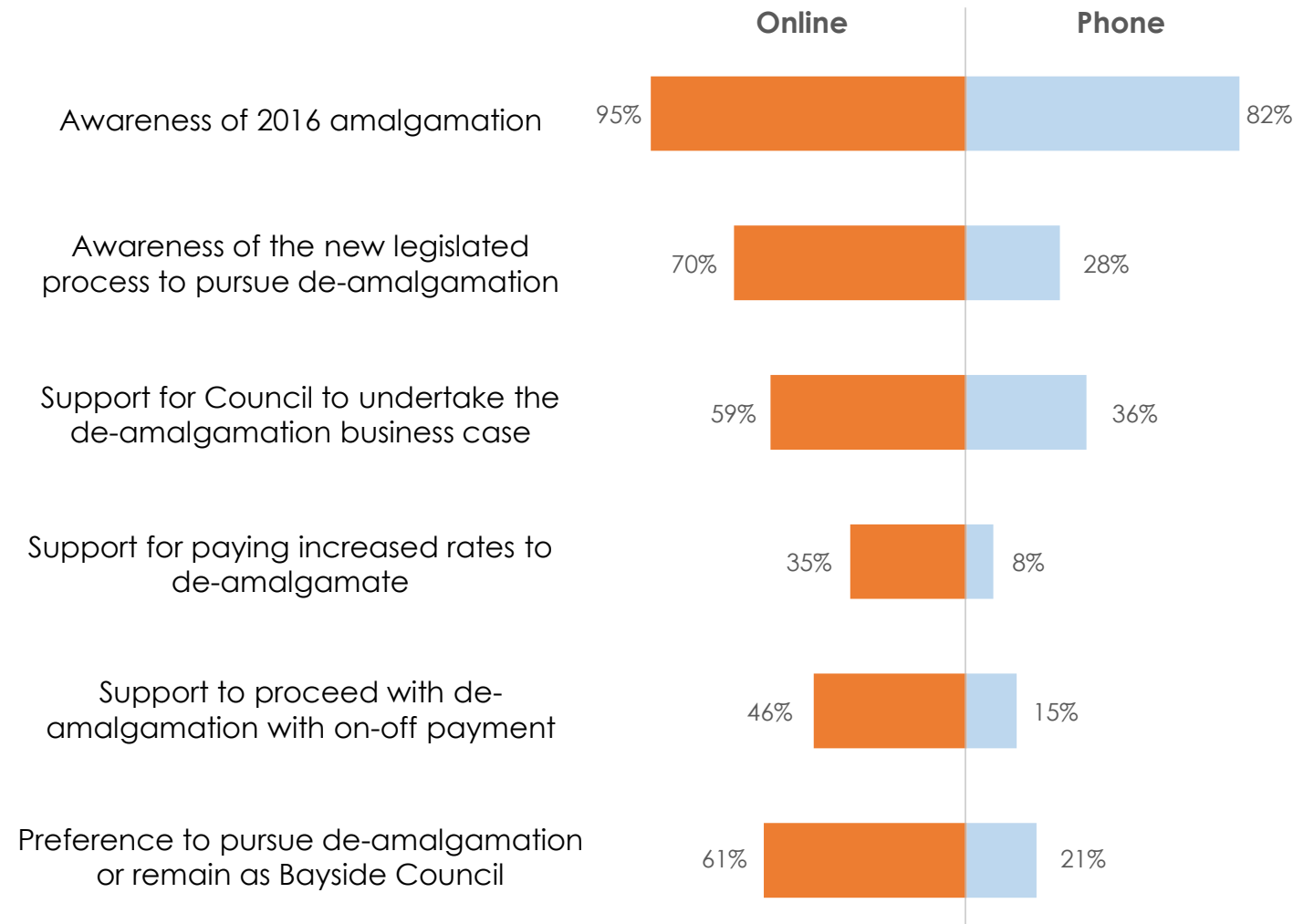
	Overall	Time lived in area		Ward				
		Less than 10 years	Over 10 years	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
Yes, submit	61%	47%	68%	88%	59%	14%	18%	20%
Base	924	300	624	425	248	74	78	99

# Summary Findings

Note: The findings of the online survey (opt-in survey) show the results of an engaged community. Throughout this report we make comparisons between the representative phone survey and the opt-in online survey. Despite widespread promotion of the online survey, the opt-in nature of this methodology is less representative of the wider community.

Compared to phone respondents, significantly more online respondents are aware of the 2016 amalgamation and the new legislated process to pursue de-amalgamation. Additionally, online respondents are significantly more supportive of de-amalgamation, including paying increased rates, and Council undertaking necessary business cases and proceeding with one-off payment.

These results are not surprising, as the online respondents are drawn from a highly engaged cohort. However, it is less representative of the wider community.



# Summary Findings



# Summary Findings

The vast majority of the Bayside community do not wish to go through de-amalgamation.  
They see its a large unnecessary cost for little benefit

82% aware of 2016 amalgamation

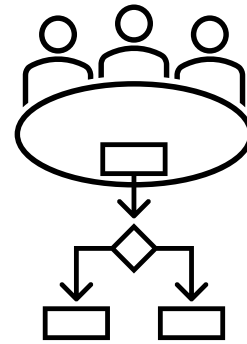
82%

28% aware of a new legislated process for Councils to pursue de-amalgamation

28%

36% support Council spending \$250K to \$300K to get a clear understanding of the costs and service impacts of de-amalgamating

36%



8% support paying increased rates or contributing to the costs associated with de-amalgamating

8%

15% support Council proceeding with a de-amalgamation if it were to cost an estimated additional one off \$600 per household

15%

79% prefer to remain as Bayside Council and 21% prefer Council to pursue with the de-amalgamation

79%



The logo for micromex research features the word "micromex" in a white, lowercase, sans-serif font. A stylized compass rose with a red needle is positioned over the letter 'o'. Below "micromex", the word "research" is written in a smaller, grey, lowercase, sans-serif font.

micromex  
research

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