

Waikato District Council – Community Voice Panel

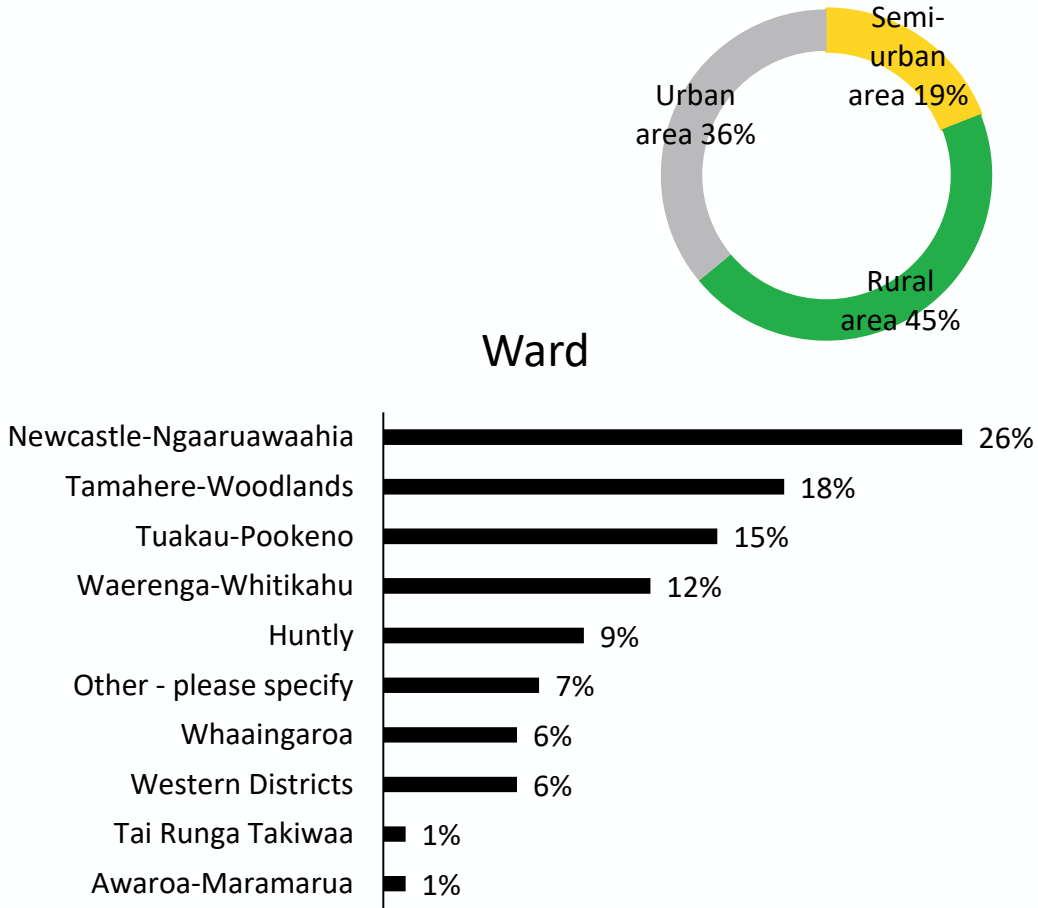
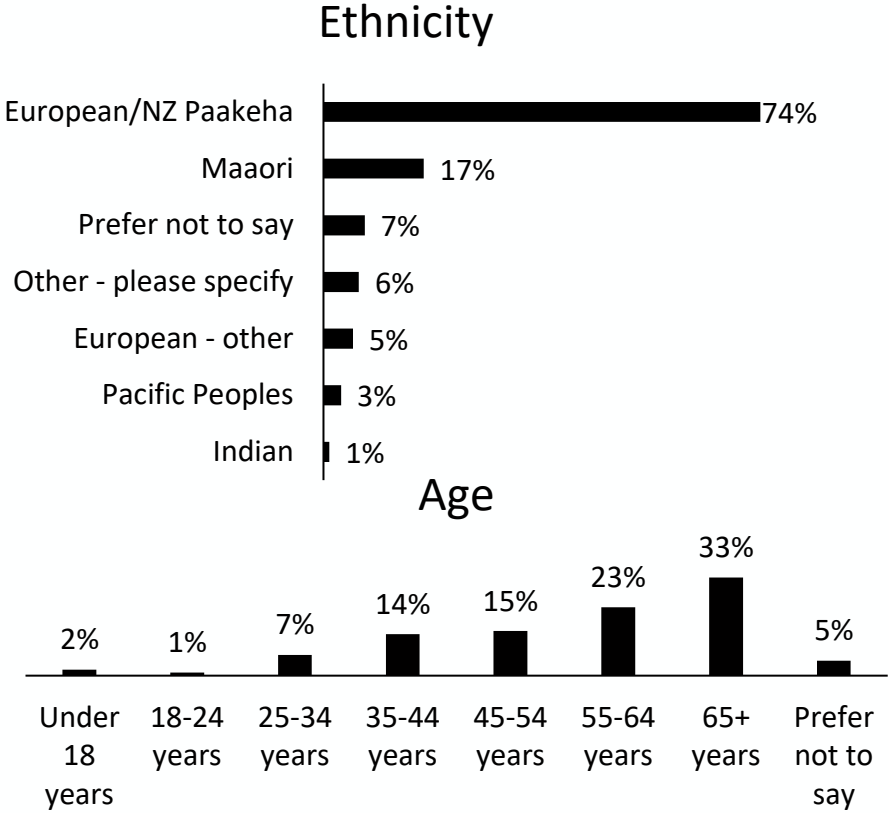
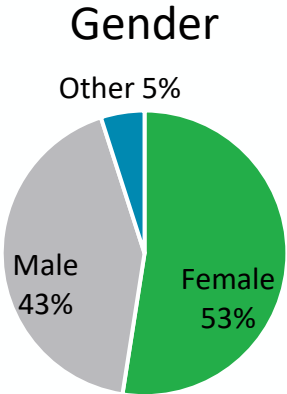
# Hot Spot or Spot on

April 2026



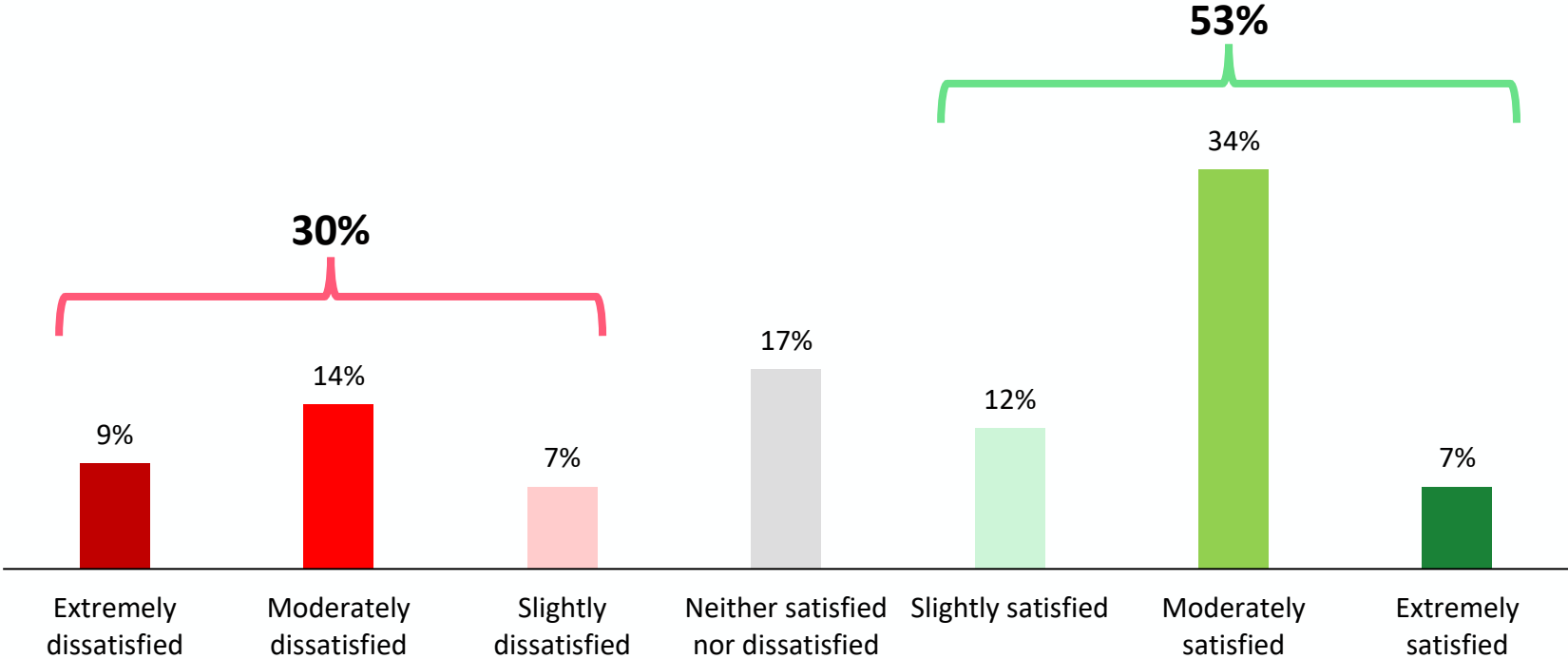
# Achieved sample

124  
respondents

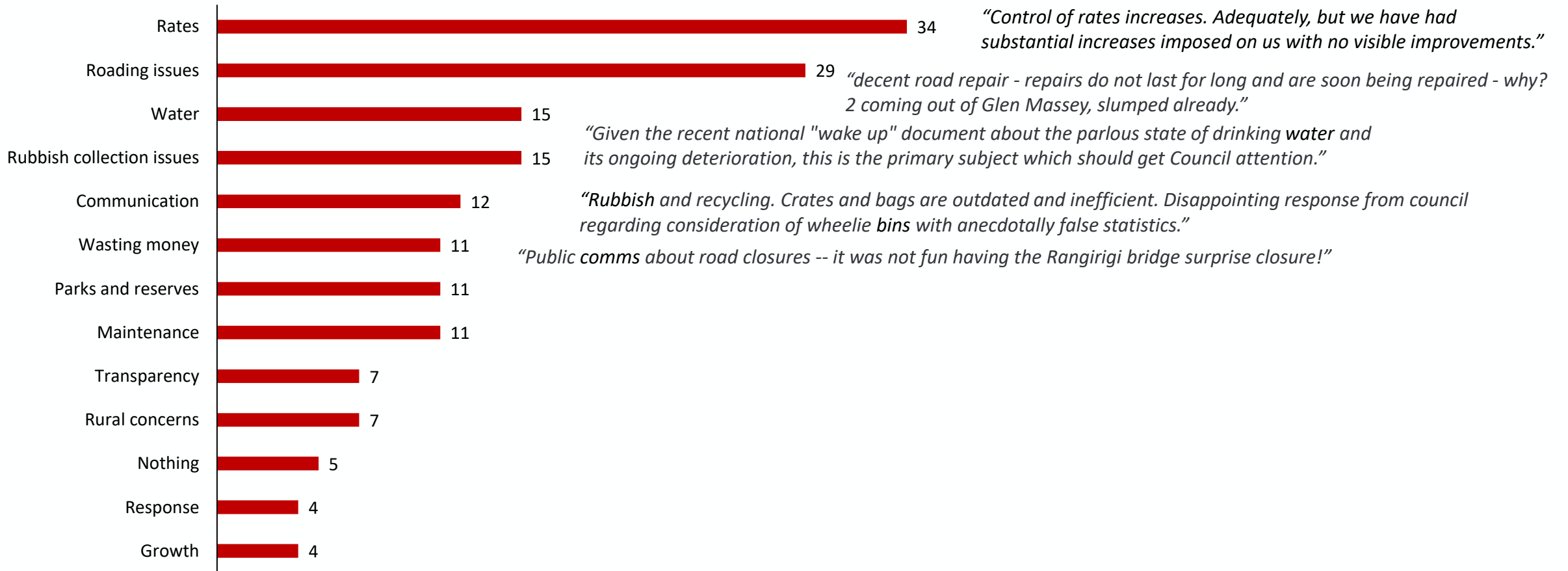


**Just over half of respondents are satisfied with Council. Overall satisfaction with Council is rated higher than results seen in the Resident's Satisfaction survey for YTD 2026 (W1-3) 37%.**

Overall satisfaction with Council



# A third of respondents cited rates being the area where Council needs to improve right now, followed by roading maintenance, water, rubbish collection and communication about important updates



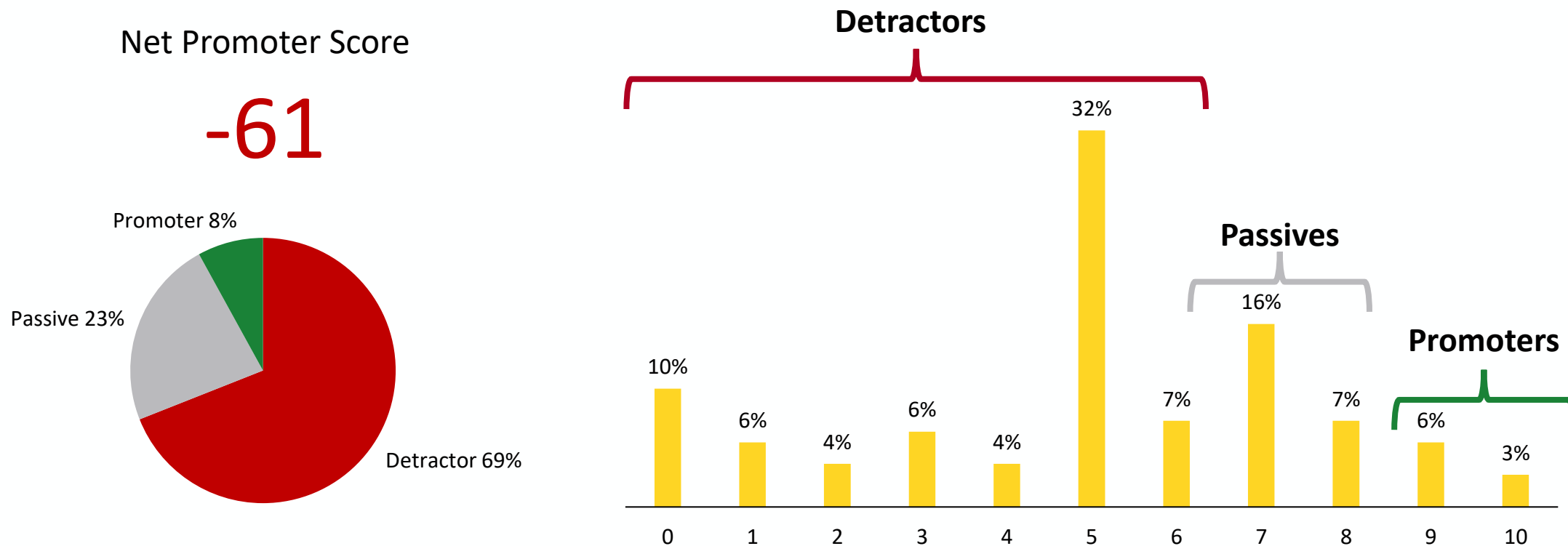
In your opinion, what is the **one** biggest thing/area that Council really **needs to improve on** right now? n=112 Figures shown are actual counts.

# Almost a third of respondents could not think of anything to say that Council was getting 'spot on'. Other respondents highlight the improved roads, helpful staff, communication and the fact that Council is trying to hear from the community



And, in your opinion, what is the **one** biggest thing/area that Council is really **getting 'spot on'** right now? n=110 Figures shown are actual counts

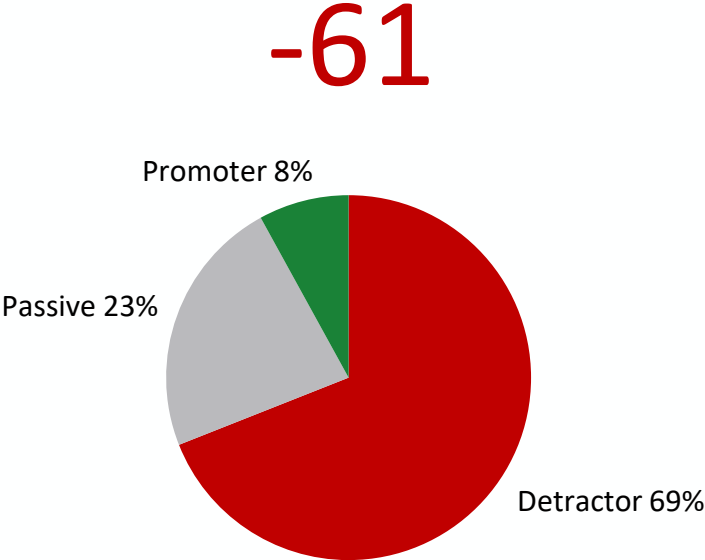
# The NPS score for Council as a well run organisation is low with almost 70% of respondents falling into the 'Detractor' group and only 8% being Promoters.



How likely are you to recommend Waikato District Council to a friend or colleague as a well run organization? n=109

# The main drivers of given scores are an overall impression followed by rates, core services and communication

Net Promoter Score



Main driver of NPS score

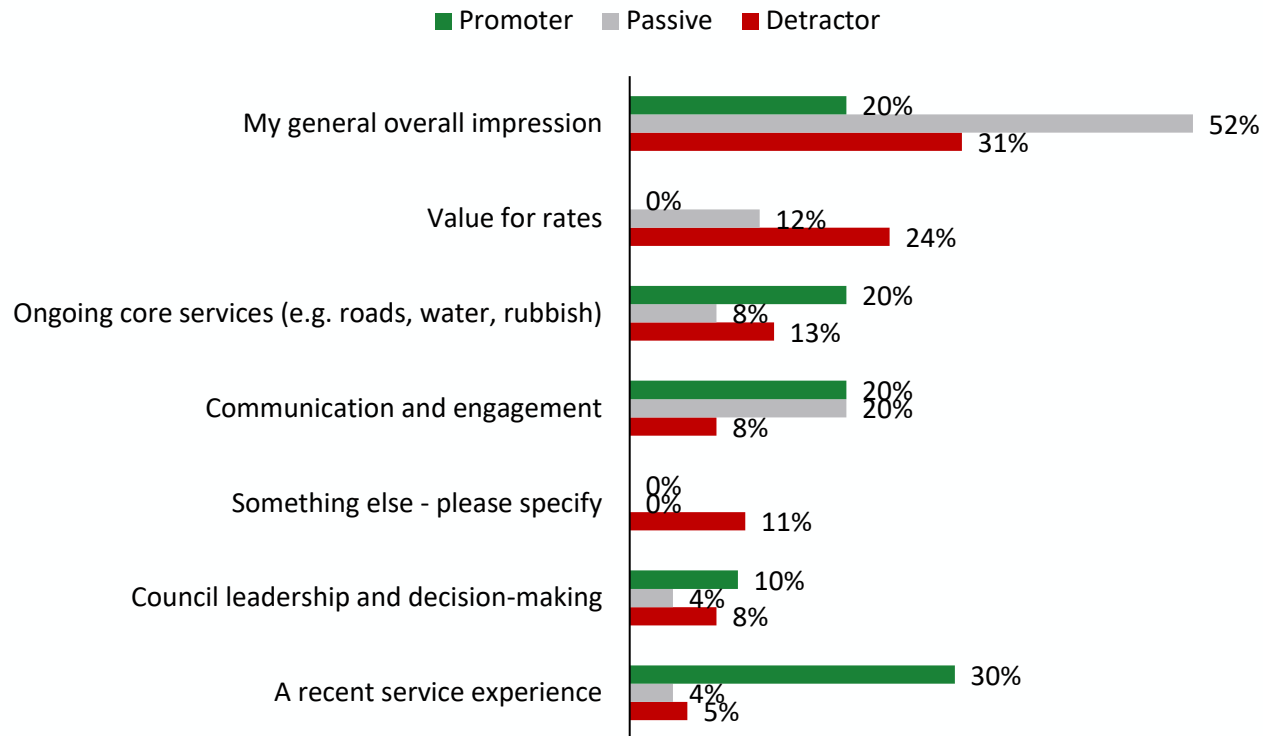


How likely are you to recommend Waikato District Council to a friend or colleague as a well run organization? n=109

Which one of the following were you mainly thinking about, when you gave your score regarding how likely you are to recommend Waikato District Council as a well run organisation? n=109

# Detractors' main driver is their *overall impression* followed by *rates*. Passives have nothing specific to point out and Promoters are driven by a *recent service experience*

Main driver of NPS score



## Key driver of score:

### Detractors:

- My overall impression 31%
- Value for rates 24%

### Passives:

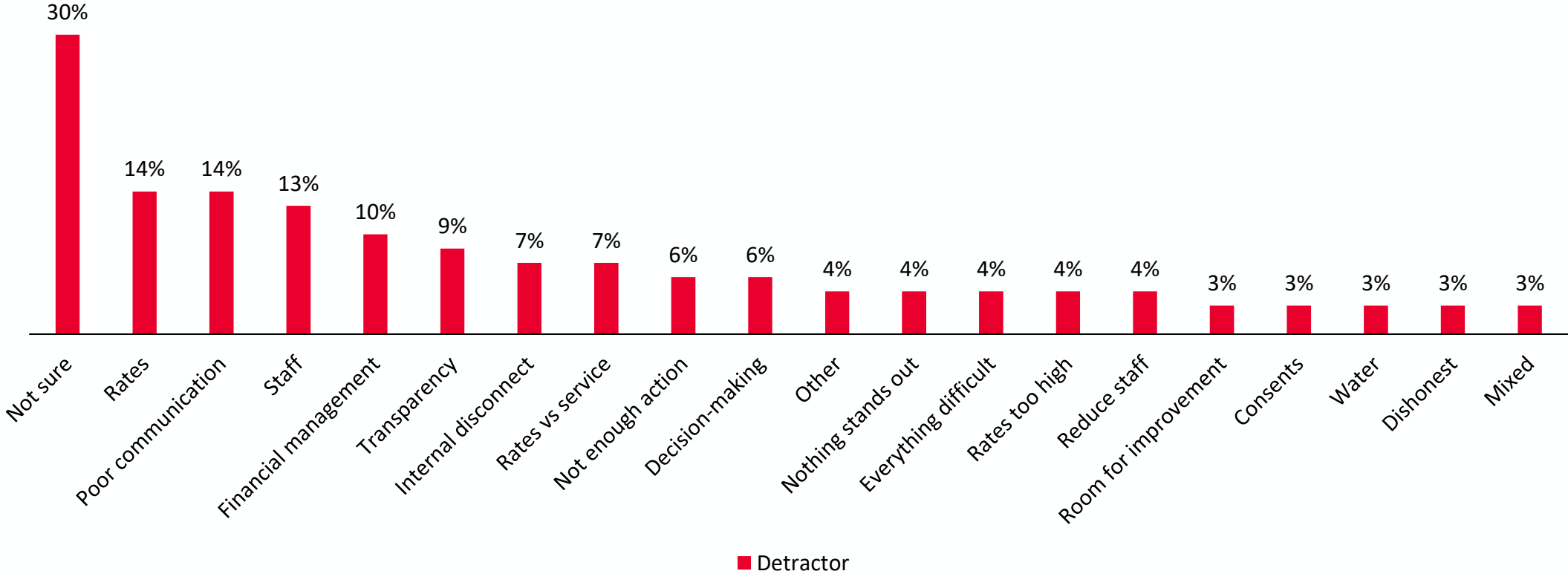
- My overall impression 52%

### Promoters:

- A recent service experience 30%

Which one of the following were you mainly thinking about, when you gave your score regarding how likely you are to recommend Waikato District Council as a well run organisation? Detractor n=75, Passive n=25, Promoter n=10

# 30% of Detractors are unsure why they rated Council they way they did – their rating is based on an overall impression



Why do you say that? Detractor n=69

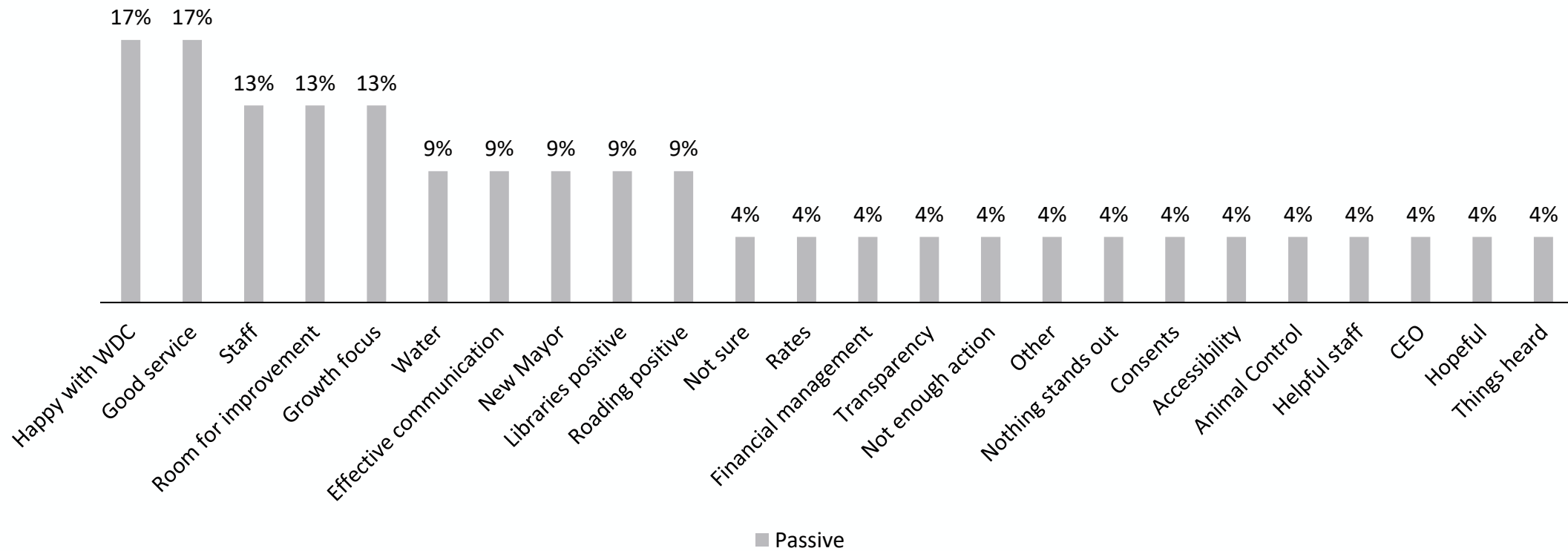
## 30% of Detractors rate Council down mostly based on an overall impression

*There's been a noticeable lack of communication from the council, which is becoming increasingly frustrating for the community. The new mayor appears to be doing a strong job in providing leadership and engaging with the public, which is encouraging. However, that level of communication doesn't seem to be reflected across council staff. At times, there feels to be a disconnect between leadership and the wider organisation. Clear, timely, and consistent communication is important—especially when decisions can influence how the town develops and how people make decisions about their own properties. Improving this would go a long way toward building trust and keeping the community informed.*

*Buying in this district and trying to do any works through the council is very difficult. Council spends on infrastructure are huge compared to what construction costs really are, therefore our rates are big. Consent processes are so frustrating and time consuming that I wouldn't suggest anyone buys a house here that they want to alter because it is so painful. Council staff don't seem to know all district plan rules or the Local Government Act 2002 and if picked up on it, sometimes charge time for their own research into their own district plan. It feels like none of the sections of the council are talking or listening to each other through any consenting process.*

*Rates keep going up it's unacceptable. Moved here in 1997 and rates were fair. Since then my rates to wages ratio has increased far too much. Used to be a weekly amount that I didn't notice but now it's like a small mortgage payment. Apart from rubbish collection I can't notice anywhere all this extra money has gone.*

**Most Passives have a positive outlook towards Council but not strong enough to tell others. This indicates that there is a real opportunity to convert them into Promoters. They feel that Council is doing a relatively good job but that there is room for improvement.**



Why do you say that? Passives n=23

# Passives do not have a strong opinion either way

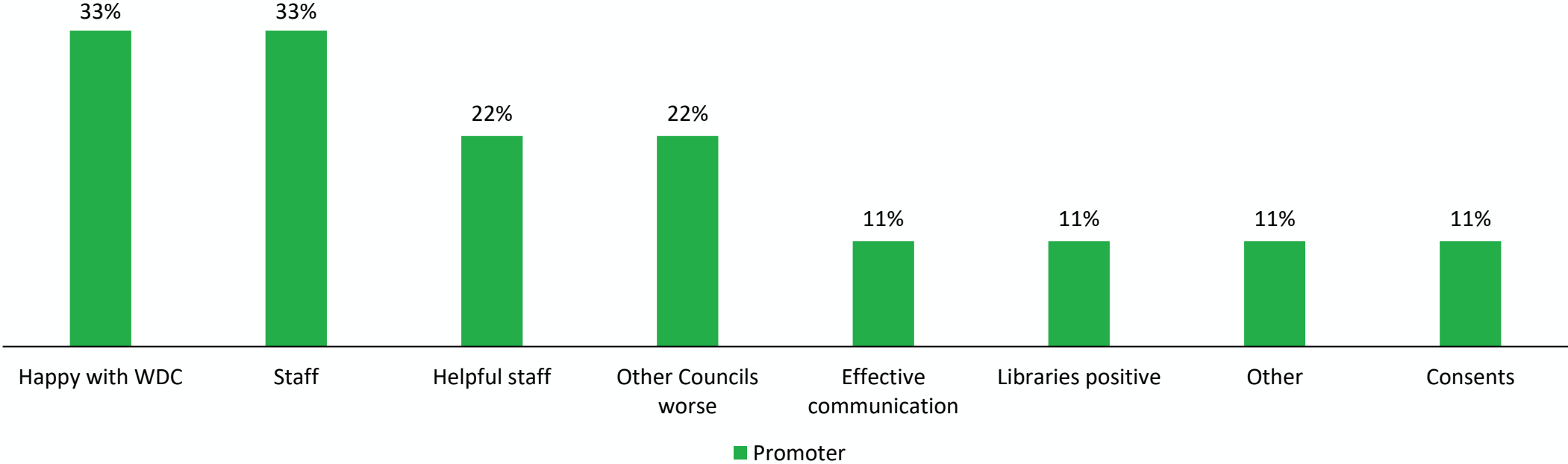
*"In general terms things are not too bad, but as said there is always room to improve"*

*"Not had any major dealing with them."*

*"Seems OK. Could do better with some things e.g. housing, planning, alternative transport."*

*"In comparison to other Councils, it's OK but doesn't stand out. Informative, clear website and contact information, councillors etc."*

# Most Promoters say they are happy with Council and its staff specifically. There is also a level of comparison to having dealt with other Councils and preferring Waikato District Council



## Promoters have had a recent good experience with Council and therefore are positive about Council overall

*I think the WDC are doing a great job and I am happy to engage via this forum.*

*I much prefer my interactions with this council as opposed to Hamilton. Easy pleasant on all fronts.*

*"I'd recommend anyone whinging go try deal with Auckland Council and then compare."*

*I like the people who work there. They make the organisation. I visit the office to pay for my dog registration or I ring up to see if my rates are paid up to date and the staff are always friendly and helpful. Nothing is a hoha for them.*

*"This Community Voice panel is an example of how WDC can represent local people and receive insight and feedback even wider than staff and elected councillors can. I feel heard."*

# In summary...



## HOT SPOTS

Rates, roading, water, rubbish collection and up-to-date communication



## SPOT ON

Public facilities, road improvements, helpful staff, up-to-date communication and efforts to hear the community



## NPS

**Score -61** – key areas for improvement include showing value for rates, ensuring up-to-date communication about service changes and showcasing our staff as they are a key reason Promoters like Council

Waikato District Council

**Thank you**