

COMMUNITY SATISFACTION SURVEY GLEN EIRA CITY COUNCIL JUNE 2012

- RESEARCH REPORT -

**Coordinated by the
Department of Planning and Community Development
on behalf of Victorian councils**



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Summary of Findings

- In 2012 Glen Eira City Council recorded an Overall Performance Index Score of 67. This is significantly higher than the State-wide average for this measure of 60 and 1 point higher than the average Index Score of 66 for the Inner Melbourne Metropolitan group.
- On other core performance measures (which can also be compared against all Councils State-wide and the Inner Melbourne Metropolitan group) Glen Eira City Council scored as follows:
 - 76 for Customer Service
 - 56 for Community Consultation and Engagement
 - 54 for Advocacy
 - 57 for Overall Council Direction
- More specifically on these core measures:
 - 76 for Customer Service is significantly higher than the State-wide average of 71 and 3 points higher than the Inner Melbourne Metropolitan average of 73. It is based on the 65% of Council residents who have contact with Glen Eira City Council in the last 12 months.
 - 56 for Consultation is 1 point lower than the State-wide average of 57 and 2 points lower than the Inner Melbourne Metropolitan average of 58.
 - 54 for Advocacy is 1 point lower than the State-wide average of 55 and 2 points lower (and significantly so) than the Inner Melbourne Metropolitan average of 57.
 - 57 for Council Direction is significantly higher than both the State-wide average of 52 and the average Index Score of 54 for the Inner Melbourne Metropolitan group.

Summary of Findings

- In terms of its Overall Performance Index Score of 67, which as noted is significantly higher than the State-wide average of 60 and slightly higher than the Inner Melbourne Metropolitan group average of 66, rated performance for Glen Eira City Council is:
 - Significantly higher amongst residents aged 18-34 (75). Although not significantly so, residents aged 65+ (71) and women aged 50+ (69) also rated Council higher.
 - Significantly lower amongst residents aged 35-49 (58). Although not significantly so, residents aged 50-64 (64) also rated Council lower.
- Of the 65% who have had contact with Glen Eira City Council over the last 12 months and who rate it 76 overall for Customer Service, performance is significantly higher than the State-wide average (of 71) and slightly higher than the Inner Melbourne Metropolitan average (of 73) and:
 - Significantly higher amongst women generally (82). Although not significantly so, women aged 50+ and women aged 18-49 (both 82) also rated Council higher.
 - Significantly lower amongst men aged 18-49 (67) and men generally (69).
- On Community Consultation and Engagement, Council's average Index Score of 56 was slightly lower than the State-wide and Inner Metropolitan groups and :
 - Highest amongst women aged 50+ (60) and residents aged 65+ (59).
 - Significantly lower amongst residents aged 35-49 (50) and although not significantly so, men aged 18-49 (52) and men generally (53) also rated Council lower.

Summary of Findings

- In terms of Glen Eira City Council's Advocacy efforts which achieved an average Index Score of 54, ratings are:
 - Significantly higher amongst residents aged 65+ (60). Although not significantly higher, women aged 50+ and 18-34 year olds (both 58) also rated Council higher.
 - Significantly lower amongst residents aged 35-49 (46) and also lower than average amongst those aged 50-64 (51).
- When asked about the direction of Glen Eira City Council over the last 12 months, 68% of all residents say it has stayed about the same, 1 in 5 (20%) say things have improved and 7% say things have deteriorated. Residents aged 18-34 (28%) and men aged 18-49 (26) are most likely to say Council Direction has improved, whilst 35-49 year olds (13%) are most likely to say things have deteriorated.
- A council newsletter sent via mail is the preferred form of communication among residents (37%), for those aged under 50 (33%) and even more so for over 50s (43%). A council newsletter sent via email (28%) is the second most preferred method of communication among residents aged under 50 and a council newsletter as an insert in a local newspaper (19%) is the second most preferred method of communication among residents over 50, along with an emailed newsletter (18%).
- Website and text message formats are not yet popular, although further analysis is recommended to understand the demographic preference profiles of the various different forms of communication.

Summary of Findings

- When asked to describe the best thing about Council, residents were very forthcoming in their responses, with top mentions including:
 - Well maintained and appealing parks and gardens: 24%
 - Recreational and sporting facilities: 22%
 - Community facilities, including libraries and civic centres: 17%
 - Waste management: 15 %
 - Generally a good place to live: 15%
- Conversely, when asked what the Council most needs to do to improve its performance, the top areas for improvement included:
 - Traffic management, including congestion, clearway and speed issues: 15%
 - Parking availability, including more and free street parking: 10%
 - Town planning: 9%
 - Communication: 9%
- On service delivery, Glen Eira City Council has some services (more than for most other Councils) where rated performance exceeds importance and others where importance exceeds performance. Council's performance was rated highest on waste management (79) and lowest on planning and building permits and also planning for population growth in the area (both 53). Residents aged 18-34 and 65+ tended to rate Council's service delivery higher, while residents aged 35-64 tended to be less favourable toward Council. Council should also make its own assessment of what overall level of performance it considers satisfactory.

Summary of Findings

- Services on which rated performance exceeds importance include:
 - Community & cultural activities: performance 66, importance 60 = +6 net differential
 - Art centres & libraries: performance 76, importance 70 = +6 net differential
 - Recreational facilities: performance 77, importance 73 = +4 net differential
 - The appearance of public areas: performance 74 , importance 72 = +2 net differential
 - Business & community development and tourism: performance 57, importance 55 = +2 net differential
- Services on which rated importance exceed performance include:
 - Planning & building permits: performance 53, importance 73 = -20 net differential
 - Planning for population growth in the area: performance 53, importance 72 = -19 net differential
 - Traffic management: performance 55, importance 72 = -17 net differential
 - Community consultation and engagement: performance 56, importance 70 = -14 net differential
 - Council's general town planning policy: performance 56, importance 70 = -14 net differential
 - Parking facilities: performance 56, importance 69 = -13 net differential
 - Elderly support services: performance 67, importance 79 = -12 net differential
 - Informing the community: performance 61, importance 73 = -12 net differential
 - Lobbying on behalf of the community: performance 54, importance 64 = -10 net differential
 - Disadvantaged support services: performance 64 , importance 73 = -9 net differential
 - Environmental sustainability: performance 63, importance 72 = -9 net differential
 - Condition of local streets and footpaths: performance 68, importance 75 = -7 net differential
 - Family support services: performance 66, importance 71 = -5 net differential
 - Enforcement of local laws: performance 65, importance 68 = -3 net differential
 - Waste management: performance 79, importance 81 = -2 net differential

Observations & Recommended Next Steps

- In summary:
 - On the core measures of Overall Performance, Customer Service and Council Direction, Glen Eira City Council scores higher than the State-wide and Inner Melbourne Metropolitan averages and in some cases, significantly so.
 - On the core measures of Consultation and Advocacy, Glen Eira City Council scores at best, on par with the State-wide and Inner Melbourne Metropolitan averages.
 - Certain groups appear consistently as drivers of above and below average performance. Residents aged 18-34, women aged 50+ and residents aged 65+ drive positive opinion. Conversely, residents aged 35-64 consistently drive negative opinion.
 - Women are also more favourable than men toward Council.
- It is recommended that Glen Eira City Council pay extra attention to areas where it is underperforming on a relative basis in comparison to the State-wide and Inner Melbourne Metropolitan groups such as Consultation and Advocacy, with a particular focus on the cohorts that appear to be driving these lower than average performance ratings, such as people aged 35-49 who represent 28% of the resident population.
- It is also important not to ignore, and to learn from, what is working amongst other groups, especially 18 to 34 year olds, women aged 50+ and residents aged 65+.

Observations & Recommended Next Steps

- Glen Eira City Council should also pay particular attention to the service areas where importance exceeds performance by more than 10 points, including:
 - Planning and building permits
 - Planning for population growth in the area
 - Traffic management
 - Community consultation and engagement
 - Council's general town planning policy
 - Parking facilities
 - Elderly support services
 - Informing the community
- An approach we recommend considering is to further mine the survey data to better understand the profile of these over and under-performing demographic groups. This can be achieved via additional consultation and data interrogation, or self-mining the SPSS data provided or via the dashboard portal available to the Council.
- Please note that the category descriptions for the coded open ended responses are generic summaries only. We recommend further analysis of the detailed cross tabulations and the actual verbatim responses, with a view to the responses of the key gender and age groups, especially any target groups identified.

Background & Objectives

- Welcome to the report of results and recommendations for the 2012 Community Satisfaction Survey for Glen Eira City Council.
- Each year the Department of Community Planning and Development (DCPD) coordinates and auspices this Community Satisfaction Survey throughout Victorian Local Government areas. This coordinated approach allows for far more cost effective surveying than would be possible if Councils commissioned surveys individually.
- Participation in the Community Satisfaction Survey is optional and participating Councils have a range of choices as to the content of the questionnaire and the sample size to be surveyed, depending on their individual strategic, financial and other considerations.
- The main objectives of the survey are to assess the performance of Glen Eira City Council across a range of measures and to seek insight into ways to provide improved or more effective service delivery. The survey also provides Councils with a means to fulfil some of their statutory reporting requirements as well as acting as a feedback mechanism to DCPD.

Background & Objectives (Cont'd)

- **Please note that comparisons should not be made with Community Satisfaction Survey results from 2011 and prior. As a result of feedback from extensive consultations with Councils, in 2012 there have been necessary and significant changes to the methodology and content of the survey which make comparisons invalid, including:**
 - The survey is now conducted as a representative random probability survey of residents aged 18 years or over in local Councils, whereas previously it was conducted as a 'head of household' survey.
 - As part of the change to a representative resident survey, results are now weighted post survey to the known population distribution of Glen Eira City Council according to the most recently available Australian Bureau of Statistics population estimates, whereas the results were previously not weighted.
 - The service responsibility area performance measures have changed significantly and the rating scale used to assess performance has also changed.
- As such, the results of the 2012 Community Satisfaction Survey should be considered as a benchmark. Tracking comparisons will be possible in future years.
- Detailed explanations of the 'Survey Methodology & Sampling' and 'Analysis & Reporting' approaches are provided in the following sections.

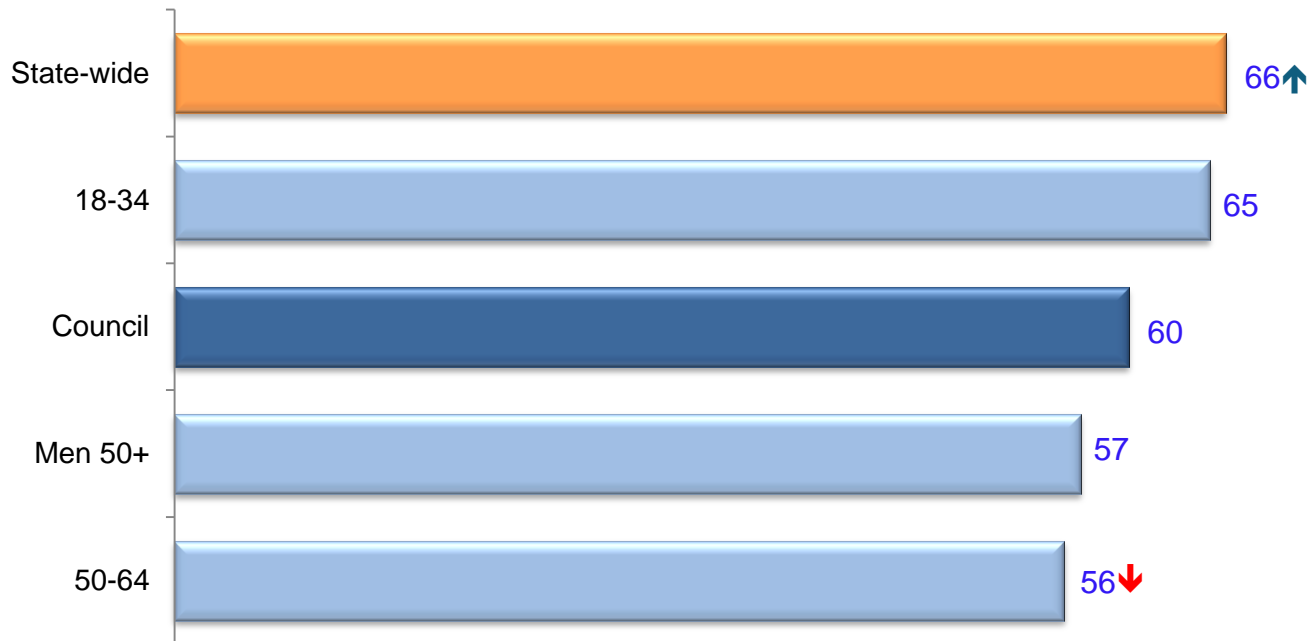
Survey Methodology & Sampling

- This survey was conducted by Computer Assisted Telephone Interviewing (CATI) as a representative random probability survey of residents aged 18+ years in the Glen Eira City Council.
- Survey sample matched to the Glen Eira City Council was purchased from an accredited supplier of publicly available phone records, including up to 10% mobile phone numbers to cater to the diversity of residents in the Council, particularly younger people.
- A total of n=401 completed interviews were achieved based on a survey of an estimated average length of 14 minutes. Survey fieldwork was conducted in the period of 18th May – 30 June 2012.
- Minimum quotas of gender within age groups were applied during the fieldwork phase. Post survey weighting was then conducted to ensure accurate representation of the age and gender profile of the Glen Eira City Council area.
- Any variation of +/-1% between individual results and NET scores in this report or the detailed survey tabulations is due to rounding.
- “NET” scores refer to two or more response categories being combined into one category for simplicity of reporting.

Survey Methodology & Sampling (Cont'd)

- Within tables and index score charts throughout this report, statistically significant differences at the 95% confidence level are represented by upward directing blue and downward directing red arrows. Significance when noted indicates a significantly higher or lower result for the analysis group in comparison to the 'Total' result for the Council for that survey question. Therefore in the following example:
 - The State-wide result is significantly higher than the overall result for the Council.
 - The result amongst 50-64 year olds in the Council is significantly lower than for the overall result for the Council.

Overall Performance – Index Score (example extract only)



Margins of Error

- The sample size for the 2012 Community Satisfaction Survey for Glen Eira City Council was 400. Unless otherwise noted, this is the total sample base for all reported charts and tables.
- The maximum margin of error on a sample of approximately 400 interviews is +/-4.9% at the 95% confidence level for results around 50%. Margins of error will be larger for any sub-samples.
- As an example, a result of 50% can be read confidently as falling midway in the range 45.1% - 54.9%.
- Maximum margins of error are listed in the table below, based on a population of 109,000 people aged 18 years or over for Glen Eira City Council according to ABS estimates.

Table 2: Survey sub-samples and margins or error

Demographic	Actual survey sample size	Weighted base	Maximum margin of error at 95% confidence interval
Glen Eira City Council	401	400	+/-4.9
Men	184	194	+/-7.2
Women	217	206	+/-6.7
18-34 years	65	128	+/-12.2
35-49 years	73	113	+/-11.5
50-64 years	124	75	+/-8.8
65+ years	139	84	+/-8.3
Men 18-49 years	61	122	+/-12.6
Men 50+ years	123	73	+/-8.9
Women 18-49 years	77	119	+/-11.2
Women 50+ years	140	86	+/-8.3

Analysis & Reporting

Council Groups

- Wherever appropriate, results for Glen Eira City Council for this 2012 Community Satisfaction Survey have been compared against other Councils in the Inner Melbourne Metro group and on a State-wide basis. Glen Eira City Council is self-classified as an Inner Melbourne Metro Council according to the following classification list:
 - Inner metropolitan councils
 - Outer metropolitan councils
 - Rural cities and regional centres
 - Large rural shires
 - Small rural shires
- The Councils in the Inner Melbourne Metro group are: Banyule, Bayside, Boroondara, Darebin, Glen Eira, Hobsons Bay, Kingston, Maroondah, Melbourne, Monash, Moonee Valley, Moreland, Port Phillip, Stonnington and Yarra. All participating Councils are listed in the State-wide report published on the DPCD website. In 2012, 71 of the 79 Councils throughout Victoria participated in this survey.

Analysis & Reporting (Cont'd)

Index Scores

- Many questions ask respondents to rate Council performance on a five-point scale, for example, from "Very good" to "Very poor", with "Can't say" also a possible response category. To facilitate ease of reporting and comparison of results over time (after this initial 2012 benchmark) and against the State-wide result and the Council group, an 'Index Score' has been calculated for such measures.
- The 'Index Score' is calculated and represented as a score out of 100 (on a 0 to 100 scale), with "Can't say" responses excluded from the analysis. The '% RESULT' for each scale category is multiplied by the 'INDEX FACTOR'. This produces an 'INDEX VALUE' for each category, which are then summed to produce the 'INDEX SCORE', equating to '60' in the following example.

SCALE CATEGORIES	% RESULT	INDEX FACTOR	INDEX VALUE
Very good	9%	100	9
Good	40%	75	30
Average	37%	50	19
Poor	9%	25	2
Very poor	4%	0	0
Can't say	1%	--	INDEX SCORE 60

- Similarly, an Index Score has been calculated for the Core question 'Performance direction in the last 12 months', based on the following scale for each performance measure category, with 'Can't say' responses excluded from the calculation:
 - 'Improved' = 100
 - 'Stayed about the same' = 50
 - 'Deteriorated' = 0

Analysis & Reporting (Cont'd)

Reporting

- Every Council that participated in the 2012 Victorian Local Government Community Satisfaction Survey receives a customized report. In addition, DPCD is supplied with a State-wide summary report of the aggregate results of 'Core' and 'Optional' questions asked across all Council areas surveyed.
- Tailored questions commissioned by individual Councils are reported only to the commissioning Council and not otherwise shared with DPCD or others unless by express written approval of the commissioning Council.
- The State-wide Research Results Summary Report is available on the Department's website at www.localgovernment.vic.gov.au.

Contacts

- For further queries about the conduct and reporting of this Community Satisfaction Survey, please contact JWS Research as follows:
 - John Scales – jscales@jwsresearch.com - 0409 244412
 - Mark Zuker – mzucker@jwsresearch.com - 0418 364009

Analysis & Reporting (Cont'd)

Core, Optional and Tailored Questions

- Over and above necessary geographic and demographic questions required to ensure sample representativeness, a base set of questions for the 2012 Community Satisfaction Survey were designated as 'Core' and therefore compulsory inclusions for all participating Councils. These Core questions comprised:
 - Overall performance last 12 months (Overall performance)
 - Lobbying on behalf of community (Advocacy)
 - Community consultation and engagement (Consultation)
 - Contact in last 12 months (Contact)
 - Rating of contact (Contact rating)
 - Overall council direction last 12 months (Council direction)
- Reporting of results for these Core questions can always be compared against other Councils in the Council group and against all participating Councils State-wide. Alternatively, some questions in the 2012 Community Satisfaction Survey were optional. If comparisons for Glen Eira City Council for some questions cannot be made against all other Councils in the Inner Melbourne Metro group and/or all Councils on a State-wide basis, this is noted for those results by noting the number of Councils the comparison is made against.
- Councils also had the ability to ask tailored questions specific only to their Council. Results for these tailored questions are only reported to the commissioning Council.

Glossary of Terms

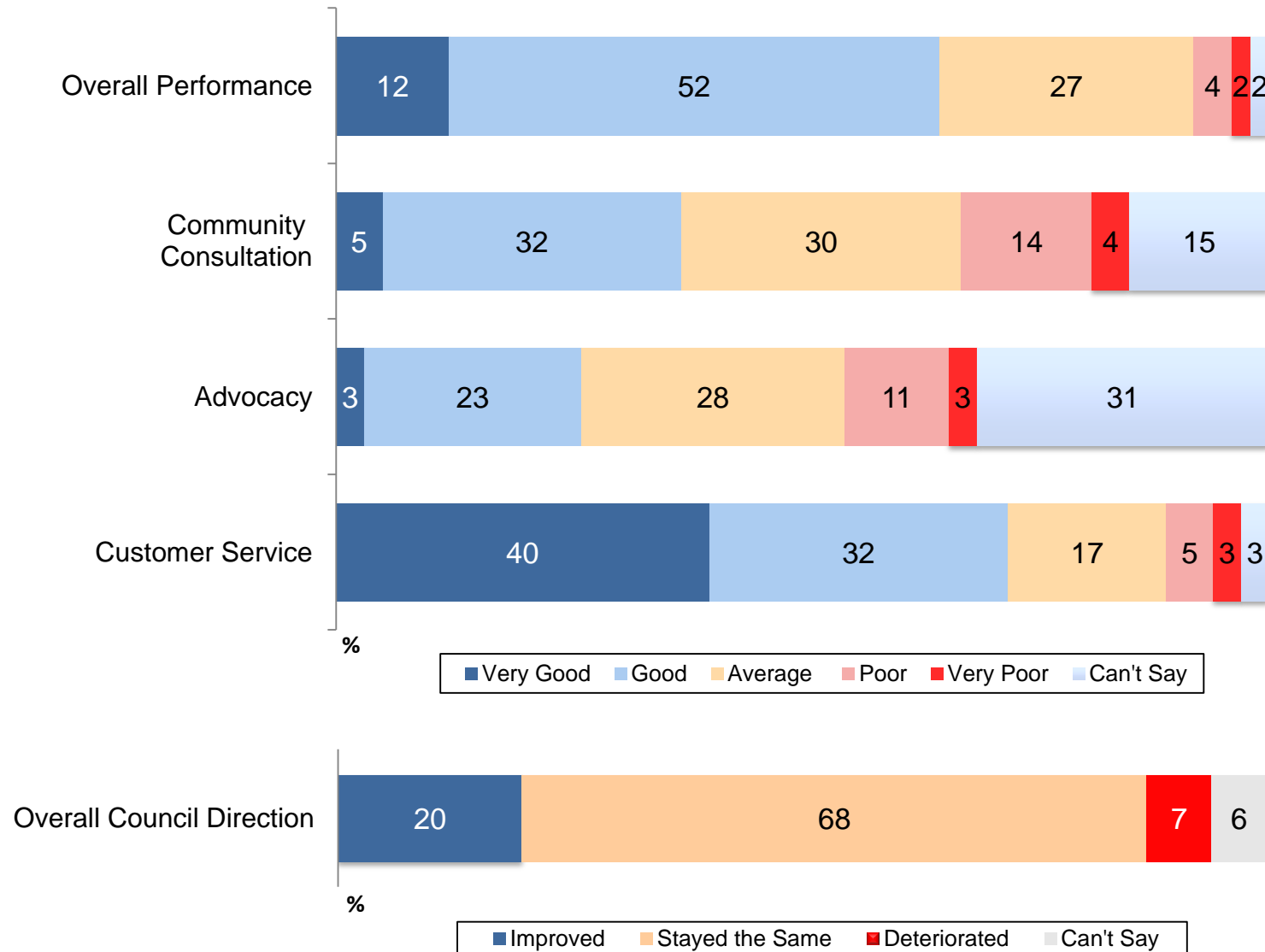
- **Core questions:** Compulsory inclusion questions for all Councils participating in the CSS.
- **CSS:** 2012 Victorian Local Government Community Satisfaction Survey.
- **Council group:** One of five self-classified groups, comprising: inner metropolitan councils, outer metropolitan councils, rural cities and regional centres, large rural shires and small rural shires.
- **Council group average:** The average result for all participating Councils in the Council group.
- **Highest / Lowest:** The result described is the highest or lowest result across a particular demographic sub-group e.g. Men, for the specific question being reported. Reference to the result for a demographic sub-group being the highest or lowest does not imply that it is significantly higher or lower, unless this is specifically mentioned.
- **Index Score:** A score calculated and represented as a score out of 100 (on a 0 to 100 scale). This score is sometimes reported as a figure in brackets next to the category being described, e.g. men 50+ (60).
- **Optional questions:** Questions which Councils had an option to include or not.
- **Percentages:** Also referred to as 'detailed results', meaning the proportion of responses, expressed as a percentage.
- **Sample:** The number of completed interviews, e.g. for a Council or within a demographic sub-group.
- **Significantly higher / lower:** The result described is significantly higher or lower than the comparison result based on a statistical significance test at the 95% confidence limit. If the result referenced is statistically higher or lower then this will be specifically mentioned, however not all significantly higher or lower results are referenced in summary reporting.
- **State-wide average:** The average result for all participating Councils in the State.
- **Tailored questions:** Individual questions tailored by and only reported to the commissioning Council.
- **Weighting:** Weighting factors are applied to the sample for each Council based on available age and gender proportions from ABS census information to ensure reported results are proportionate to the actual population of the Council, rather than the achieved survey sample.

KEY RESULTS SUMMARY

Summary of Key Community Satisfaction Results

	Index Score
OVERALL PERFORMANCE	67
COMMUNITY CONSULTATION (Community consultation and engagement)	56
ADVOCACY (Lobbying on behalf of the community)	54
CUSTOMER SERVICE	76
OVERALL COUNCIL DIRECTION	57

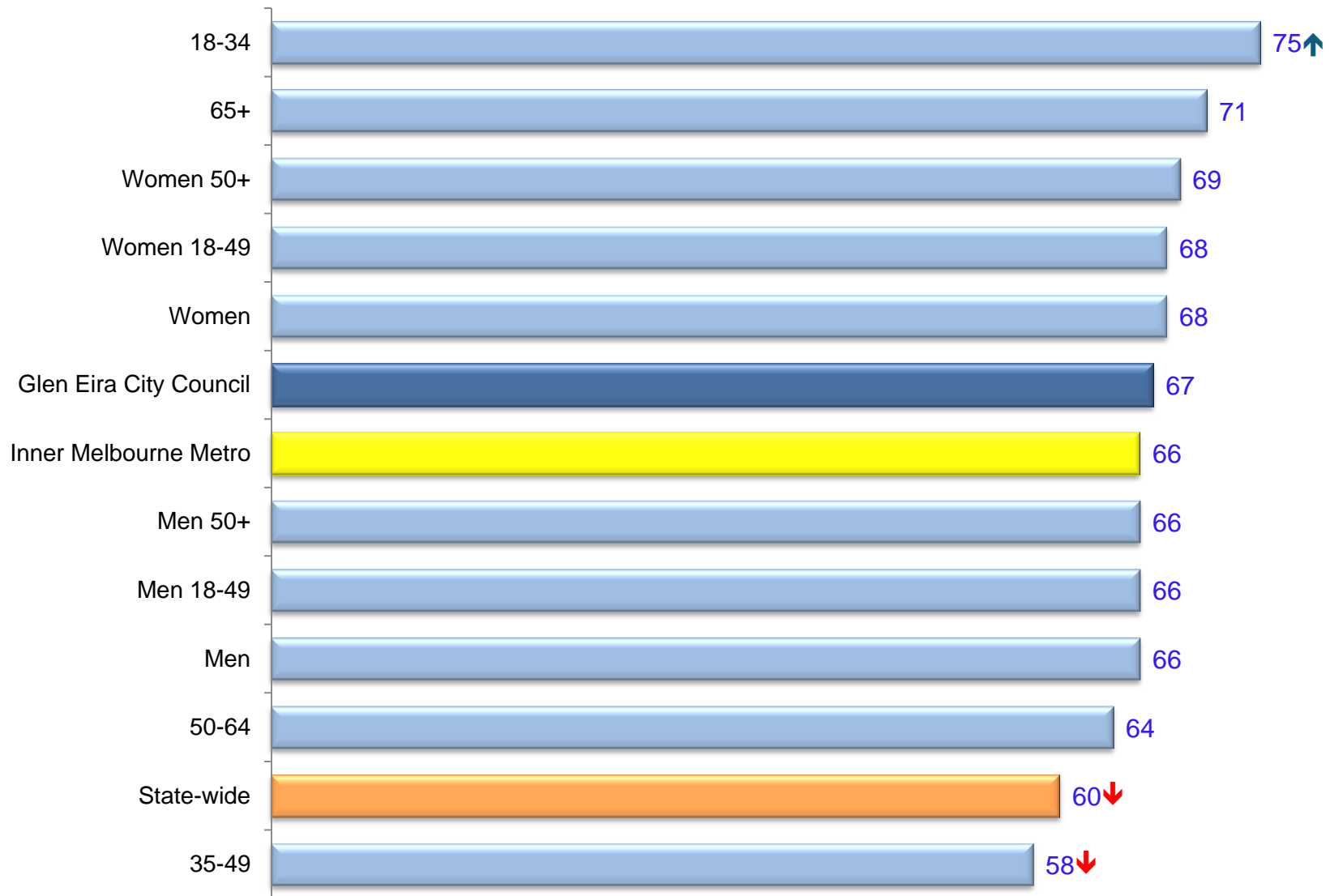
Summary of Key Community Satisfaction Results



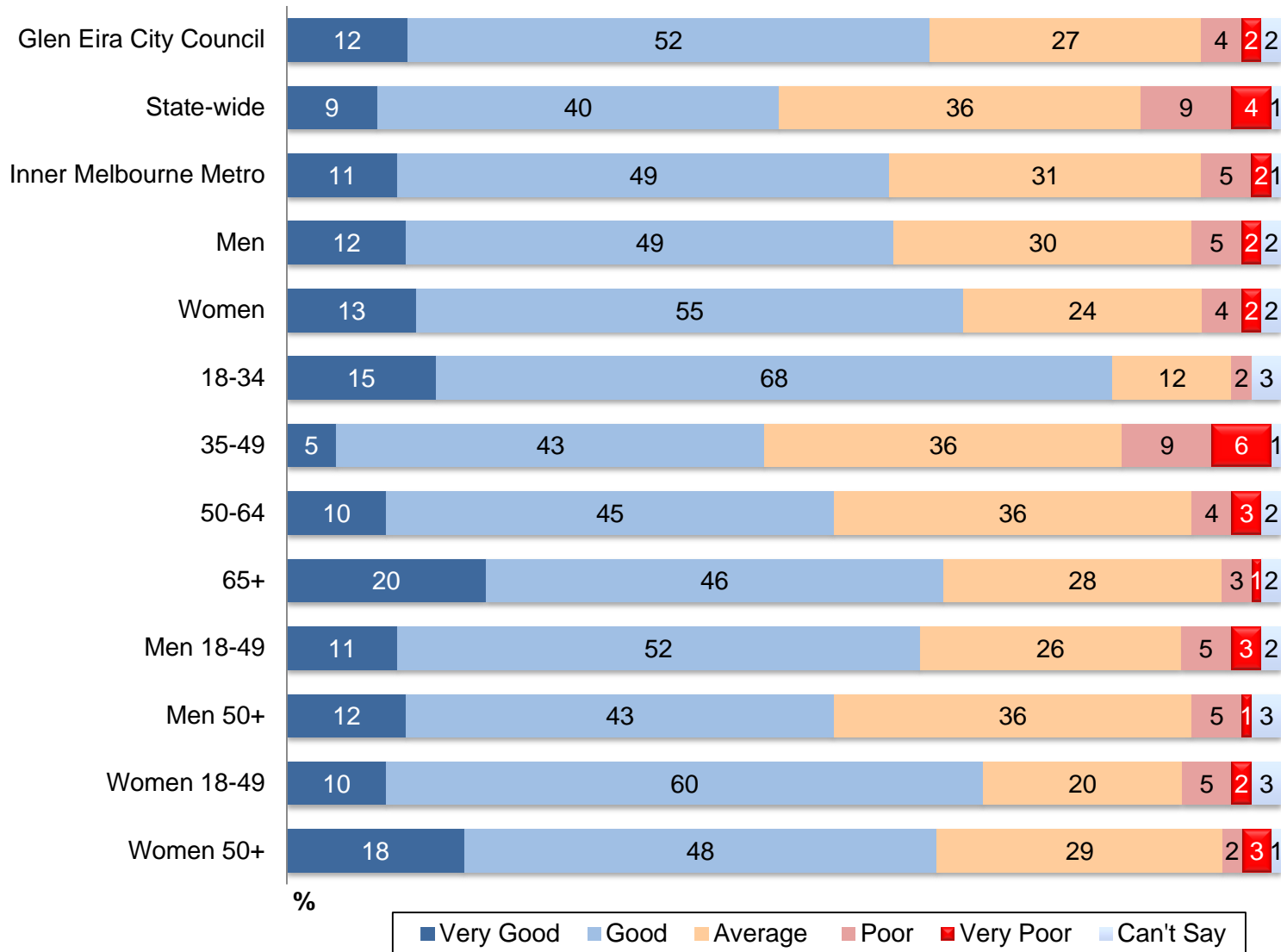
DETAILED RESULTS

SECTION 1: OVERALL PERFORMANCE

Overall Performance – Index Score

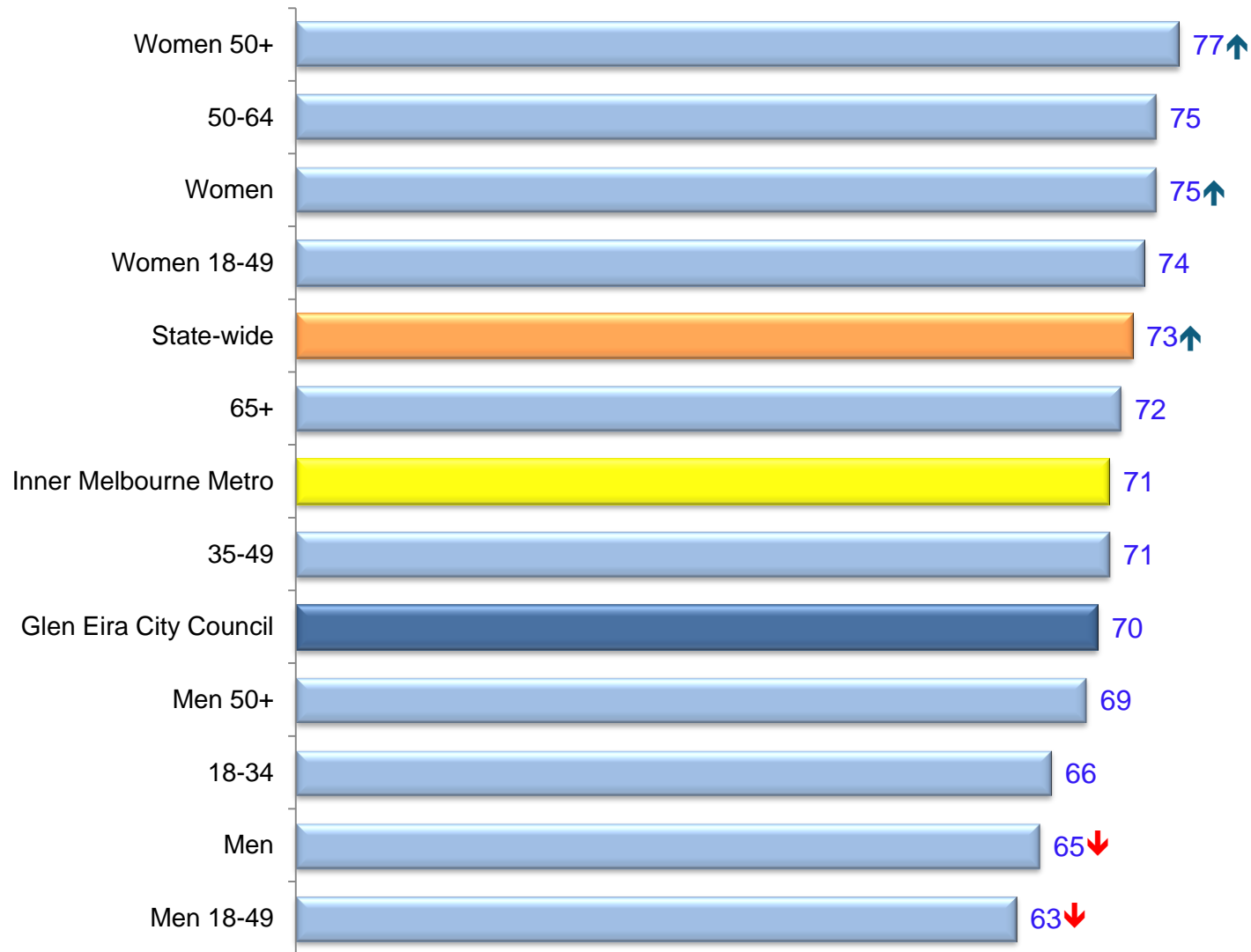


Overall Performance – Detail

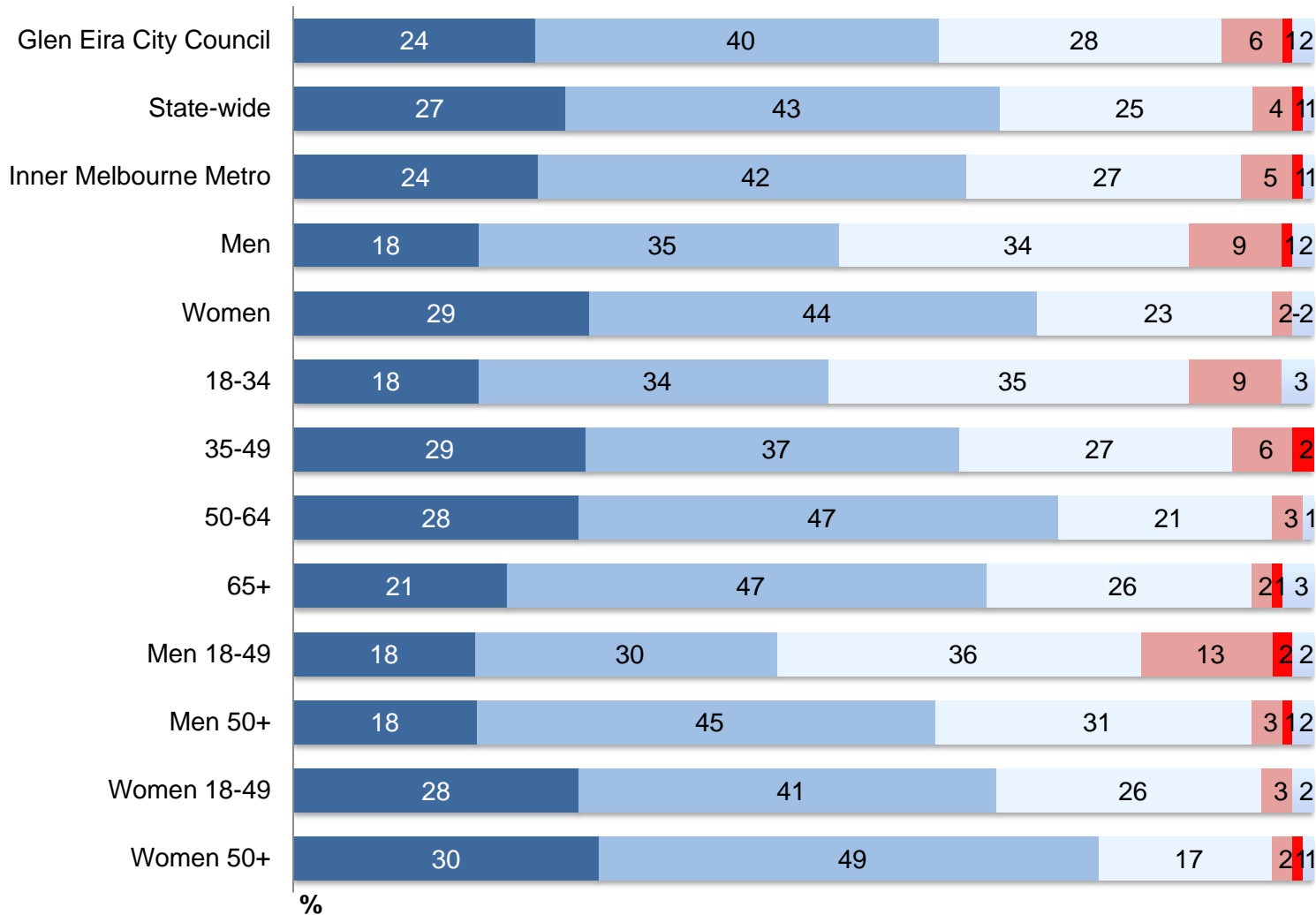


SECTION 2: INDIVIDUAL RESPONSIBILITIES

Community Consultation and Engagement – Importance Index Score

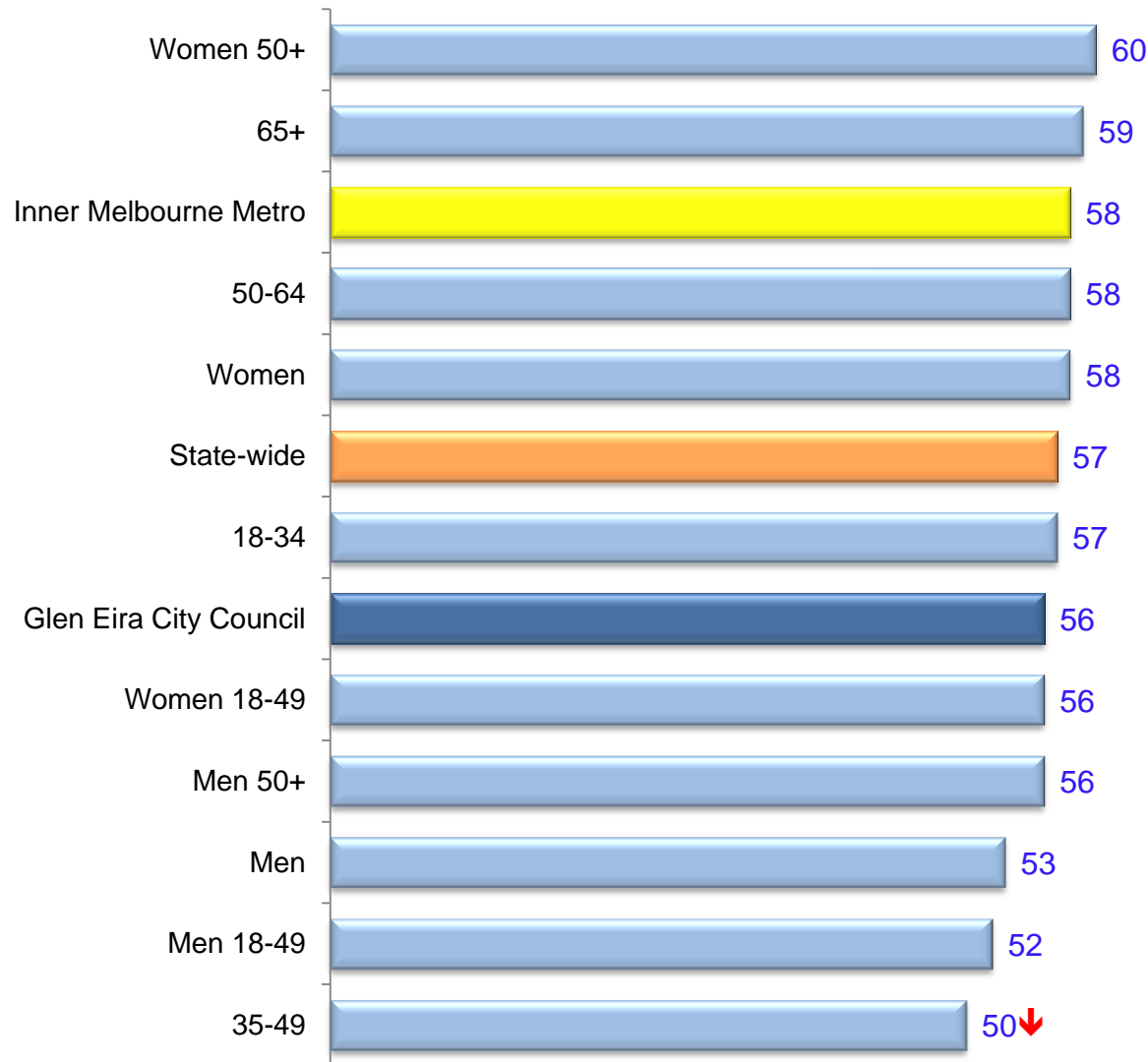


Community Consultation and Engagement – Importance Detail

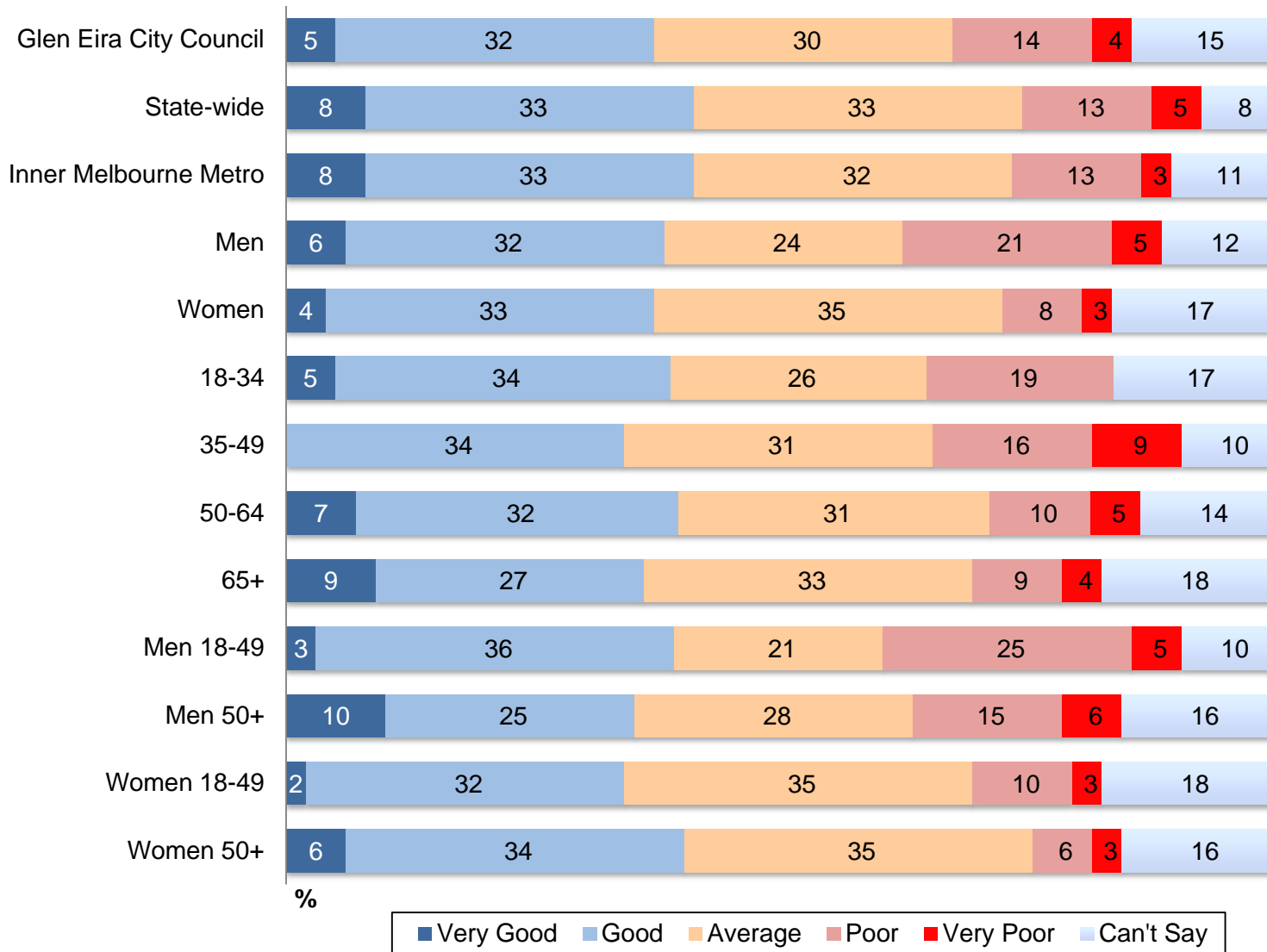


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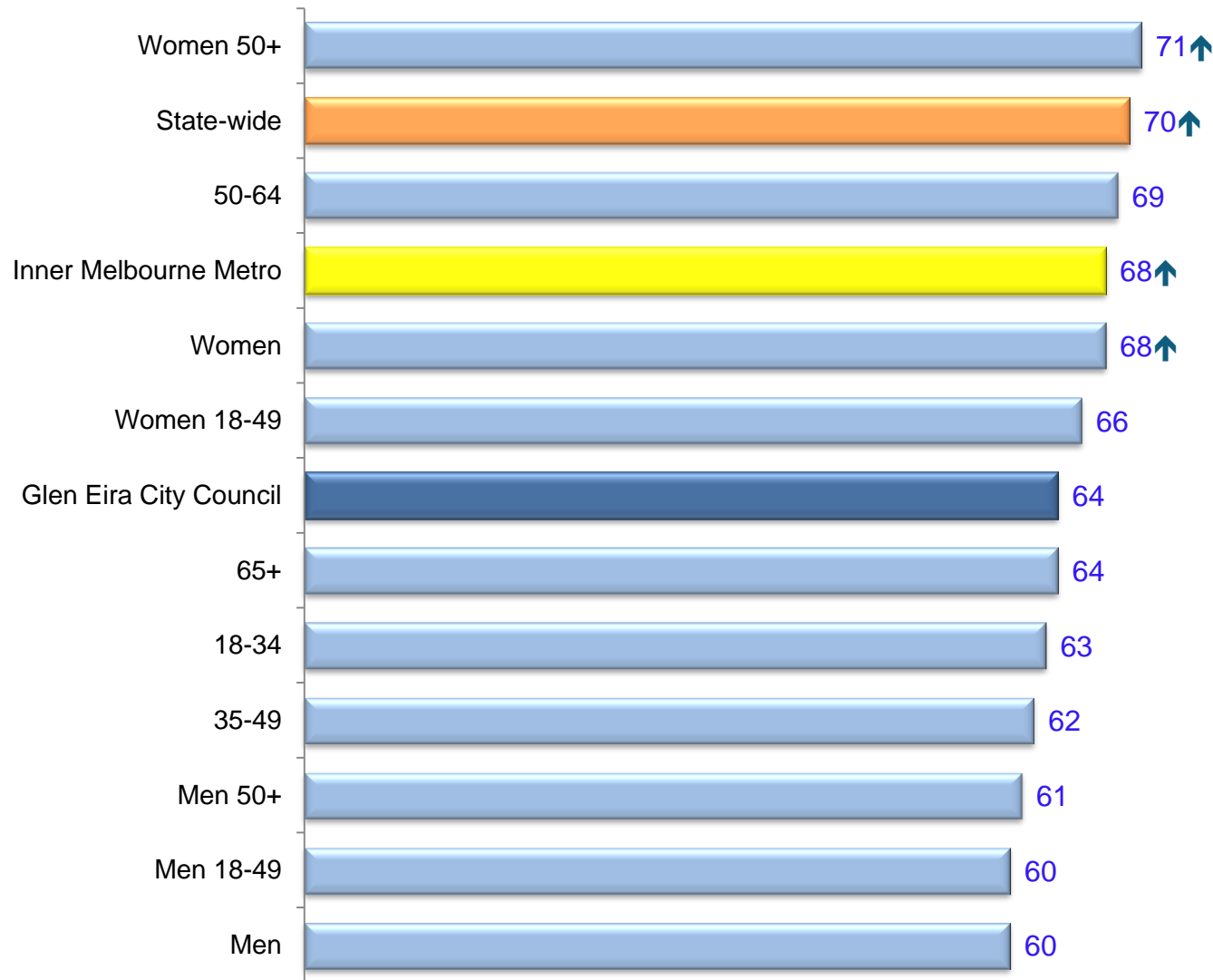
Community Consultation and Engagement – Performance Index Score



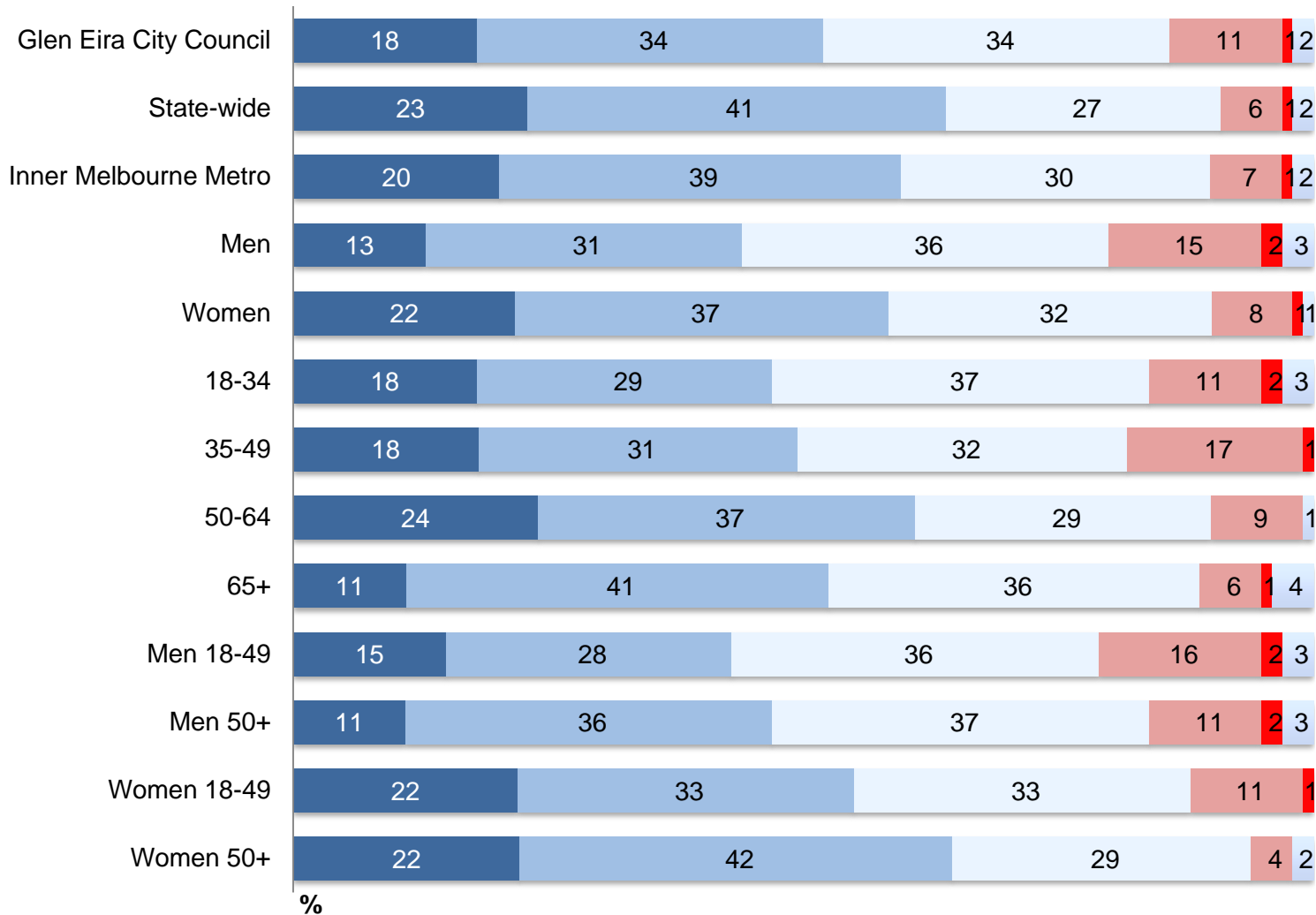
Community Consultation and Engagement – Performance Detail



Lobbying on Behalf of the Community – Importance Index Score

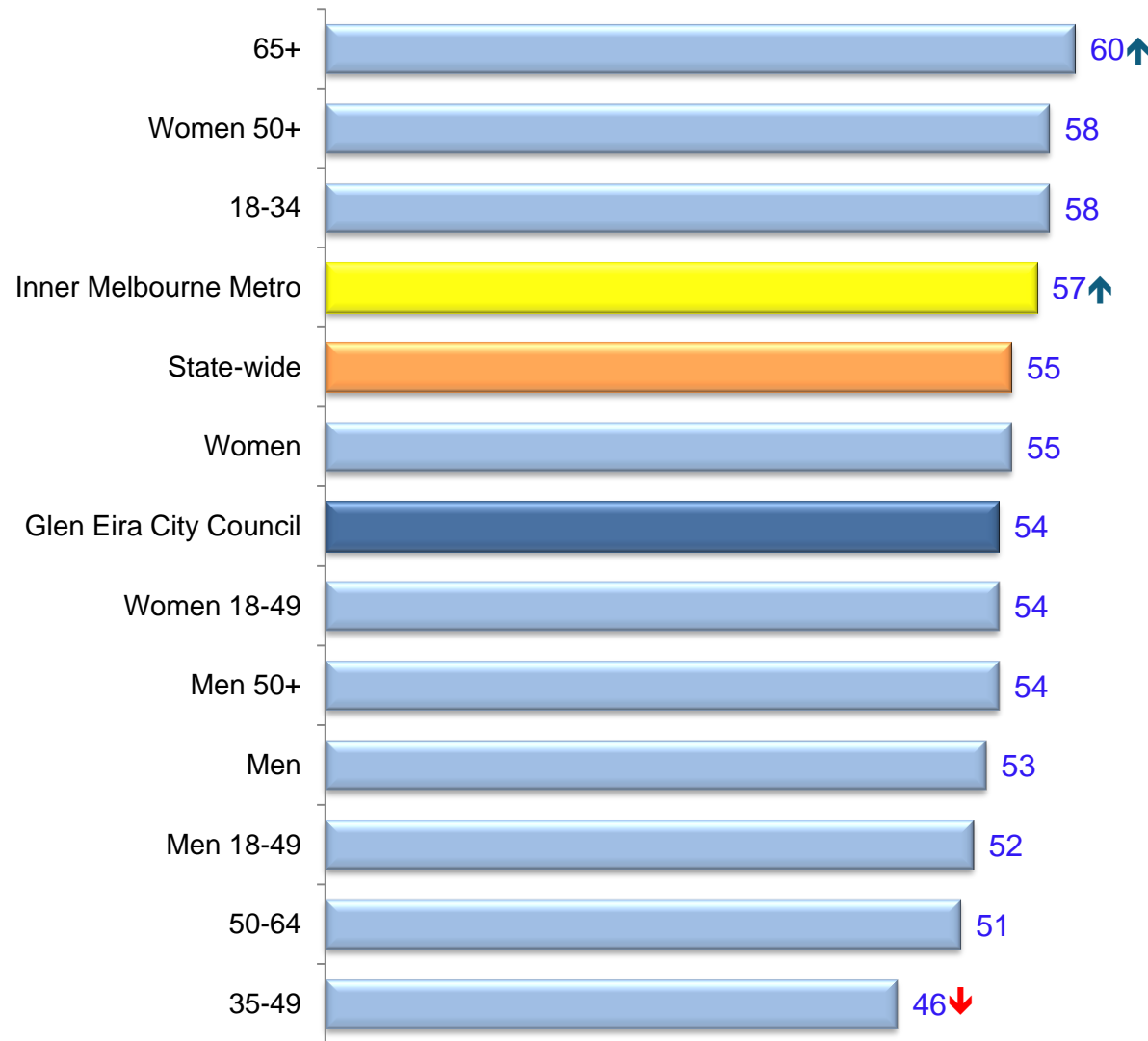


Lobbying on Behalf of the Community – Importance Detail

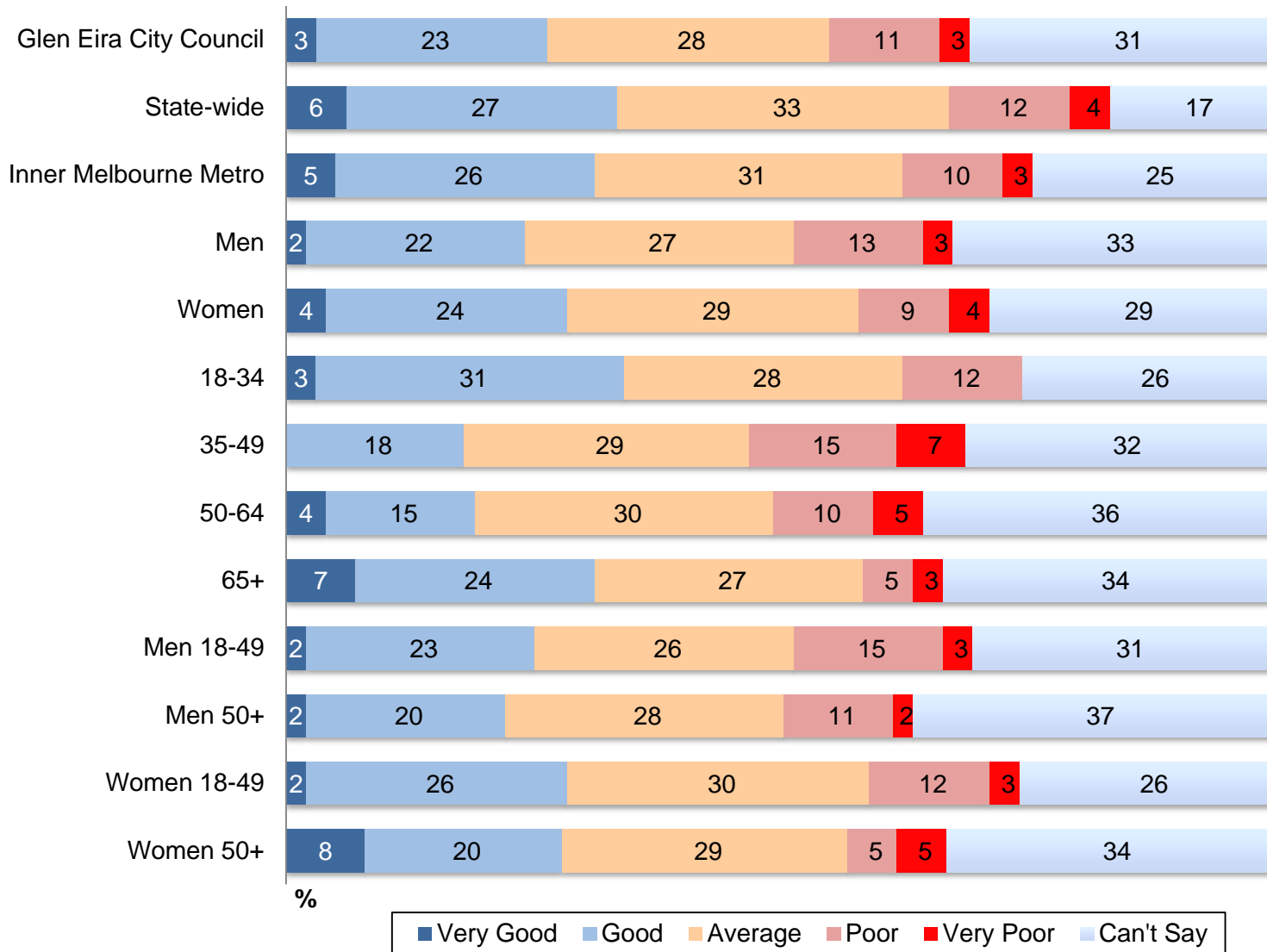


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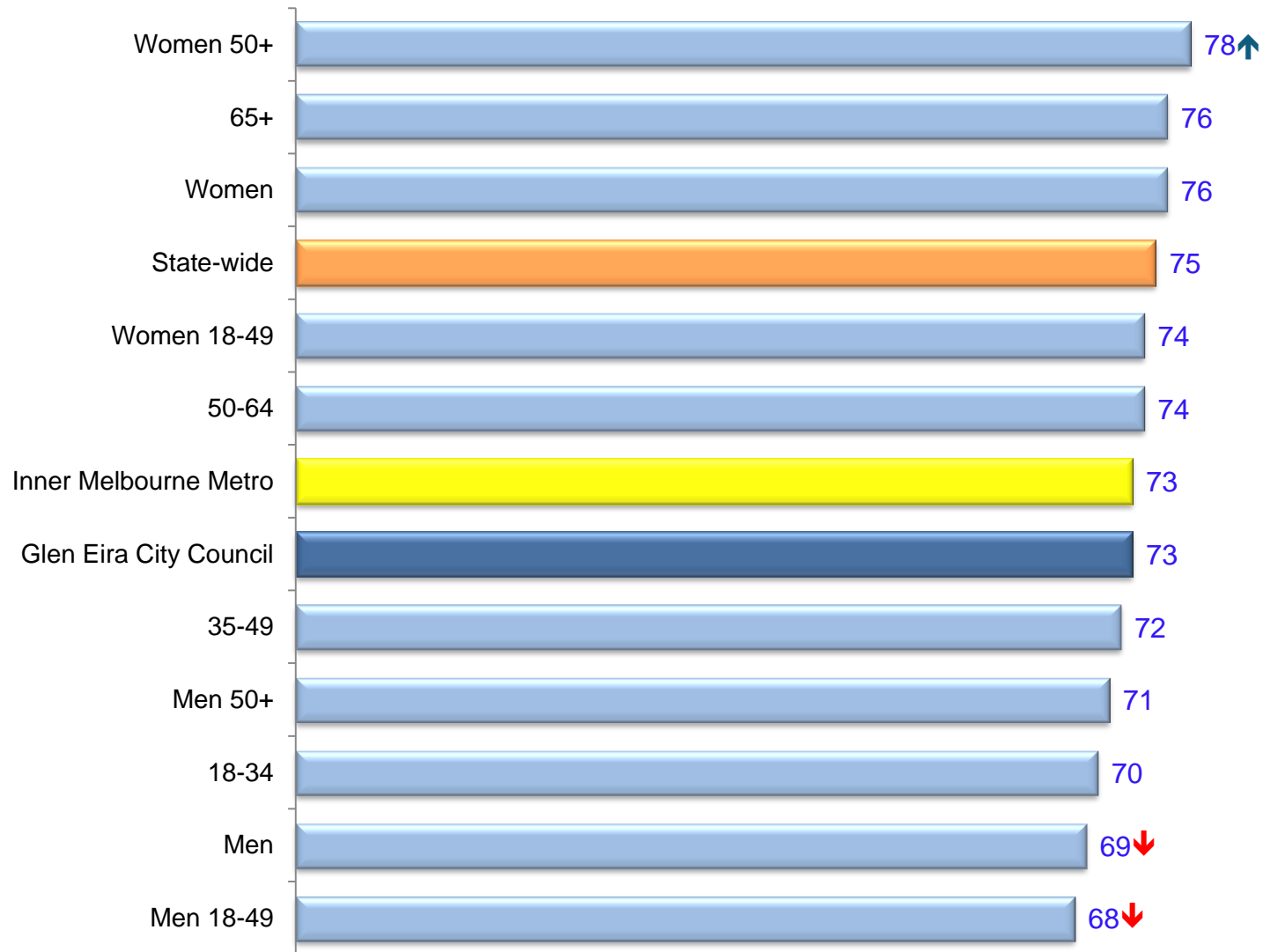
Lobbying on Behalf of the Community – Performance Index Score



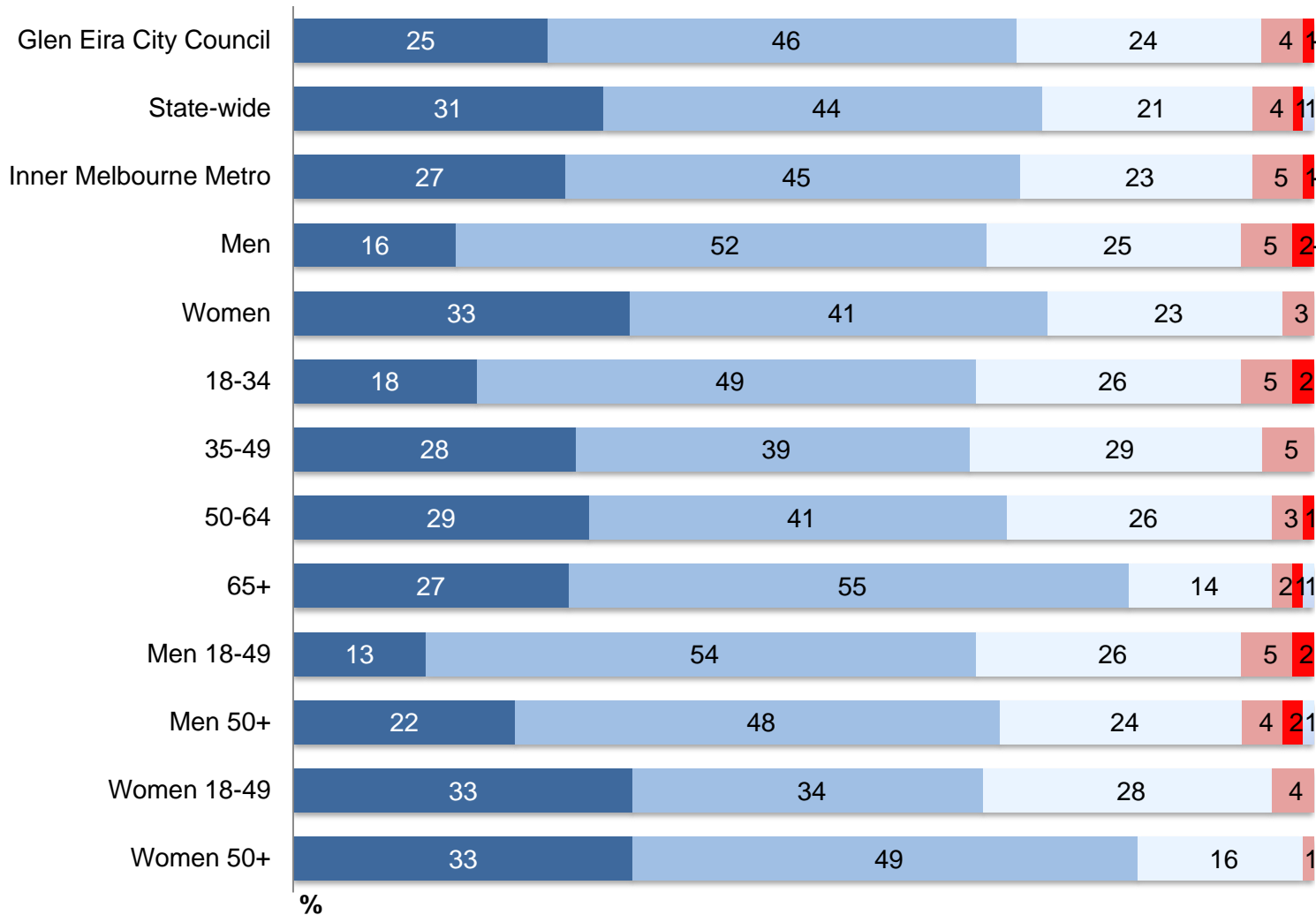
Lobbying on Behalf of the Community – Performance Detail



Informing the Community – Importance Index Score

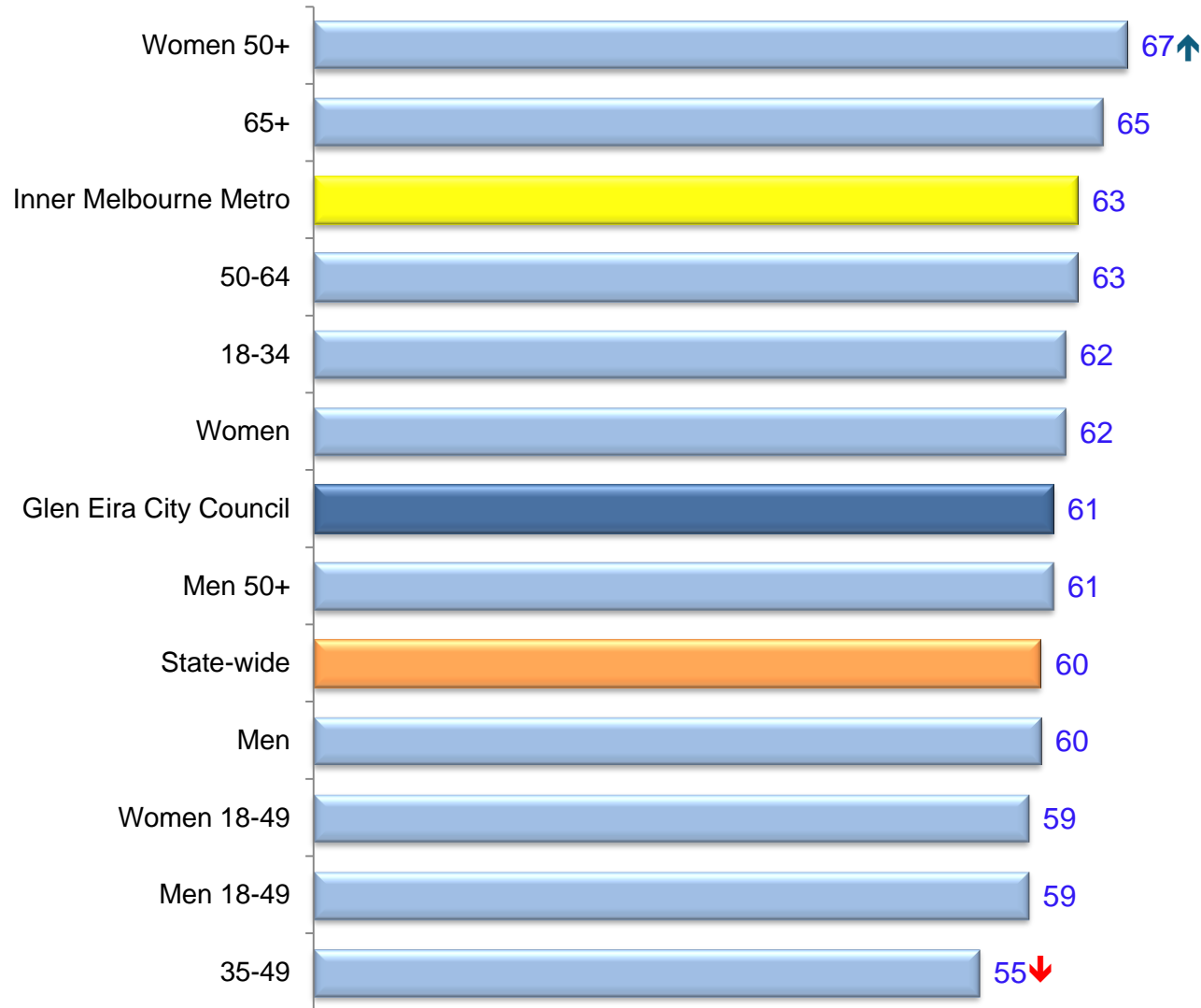


Informing the Community – Importance Detail

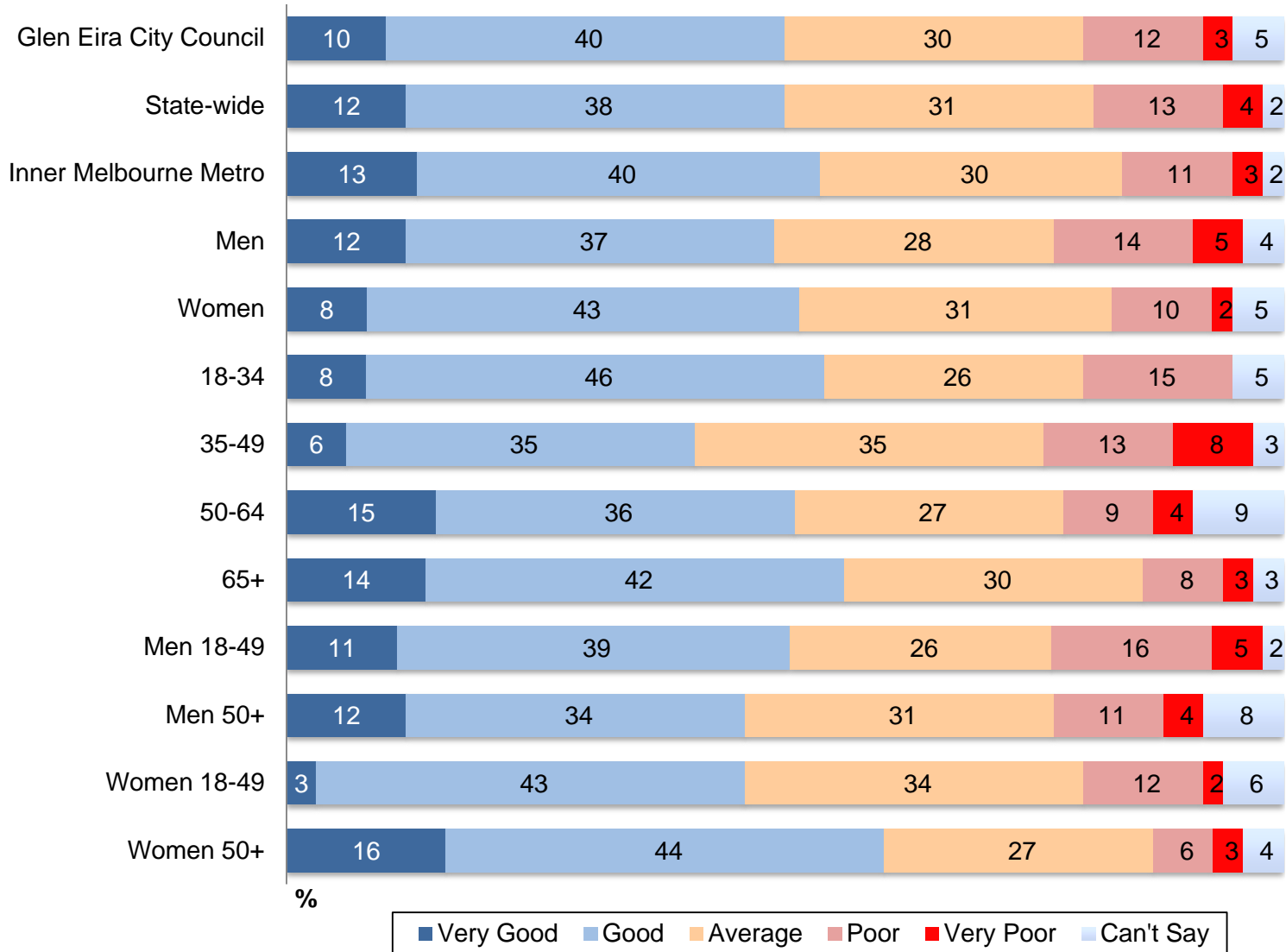


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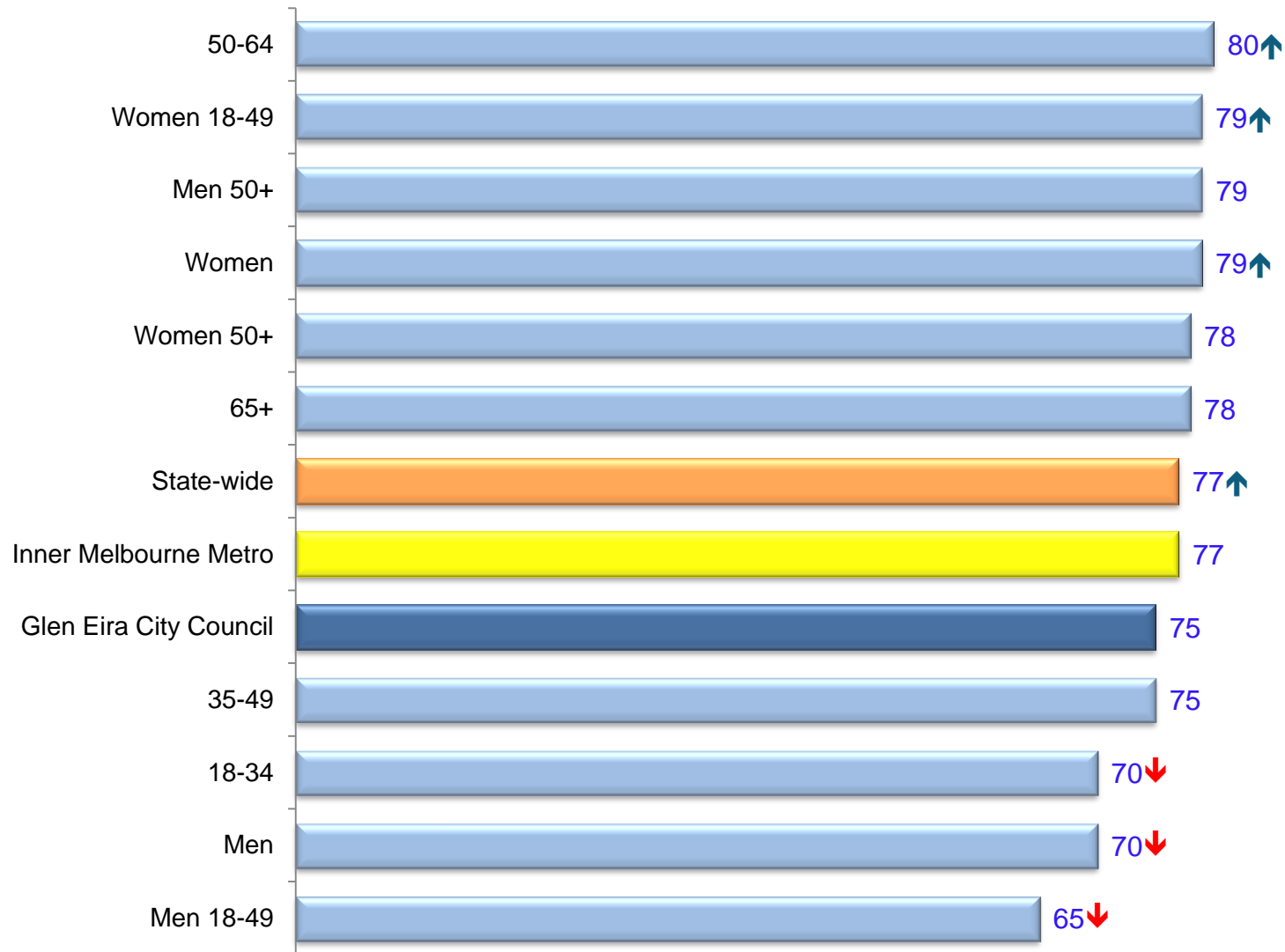
Informing the Community – Performance Index Score



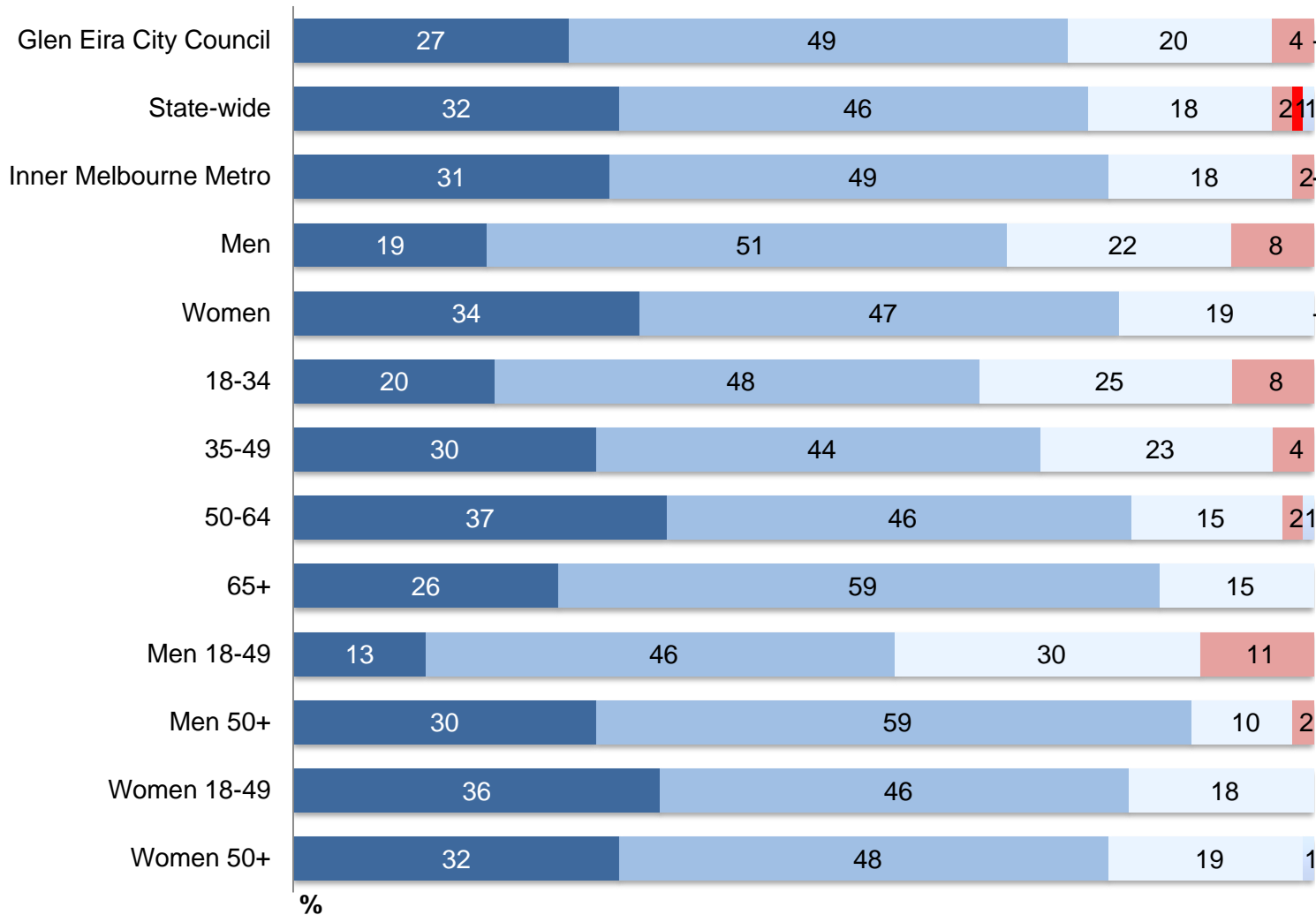
Informing the Community – Performance Detail



The condition of local streets and footpaths in your area – Importance Index Score

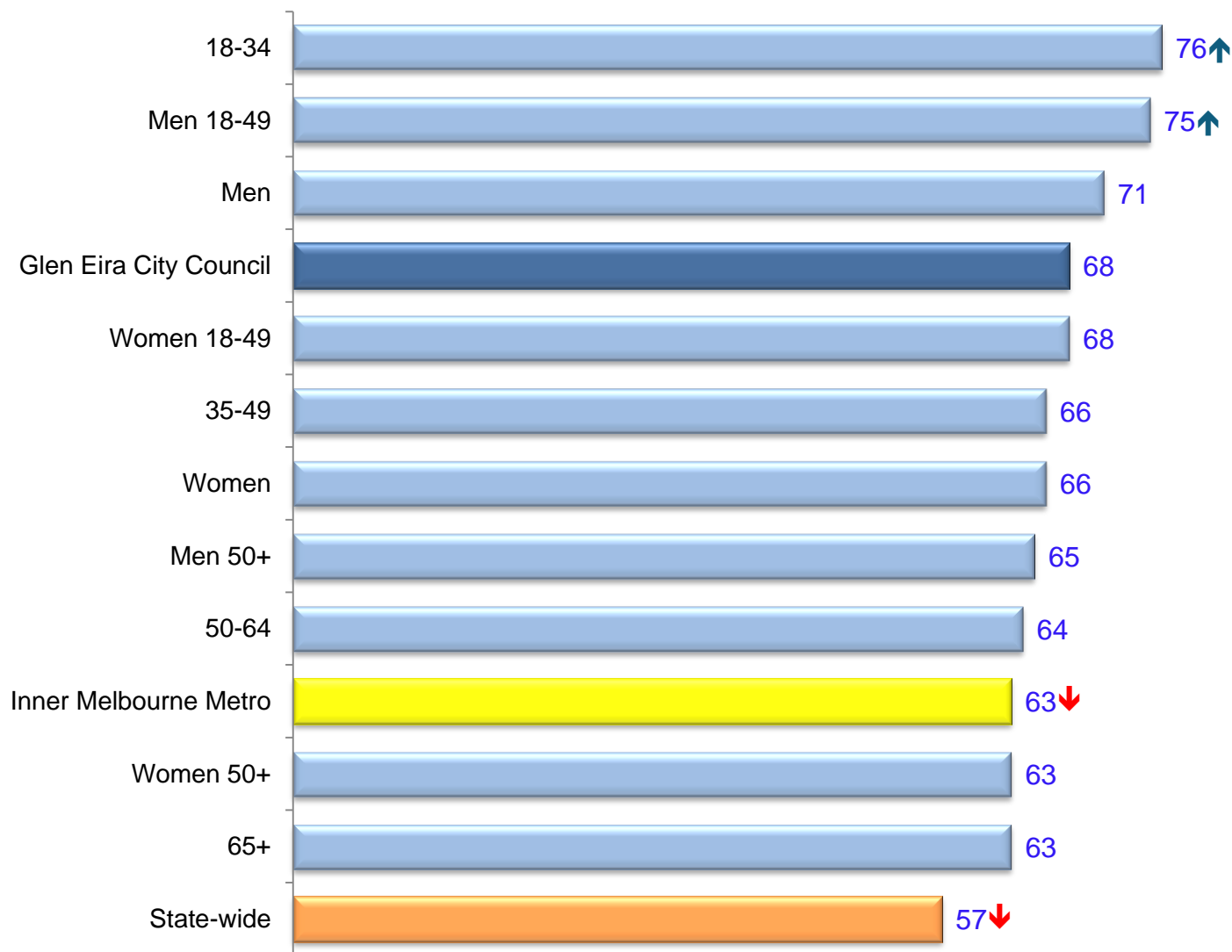


The condition of local streets and footpaths in your area – Importance Detail

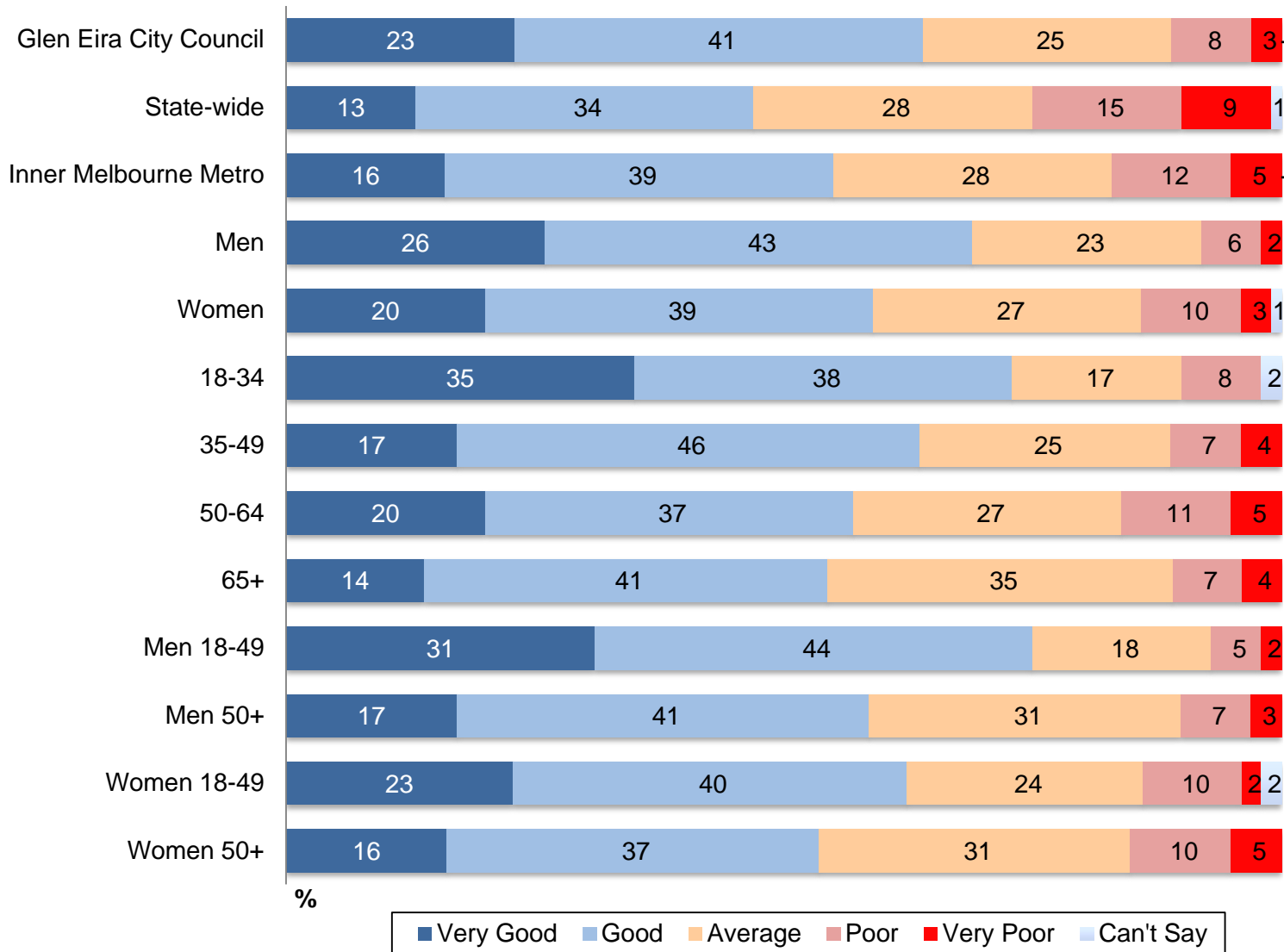


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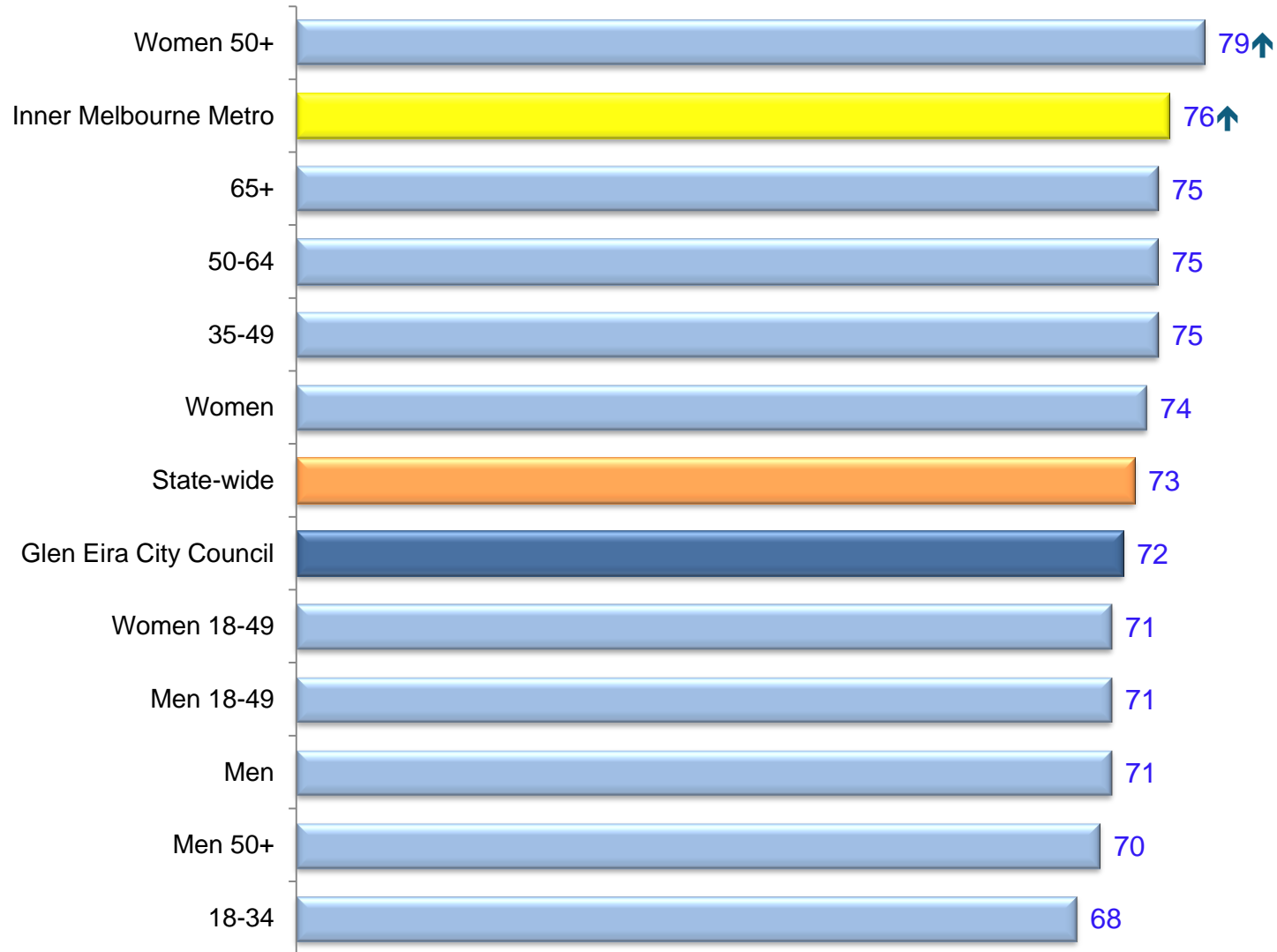
The condition of local streets and footpaths in your area – Performance Index Score



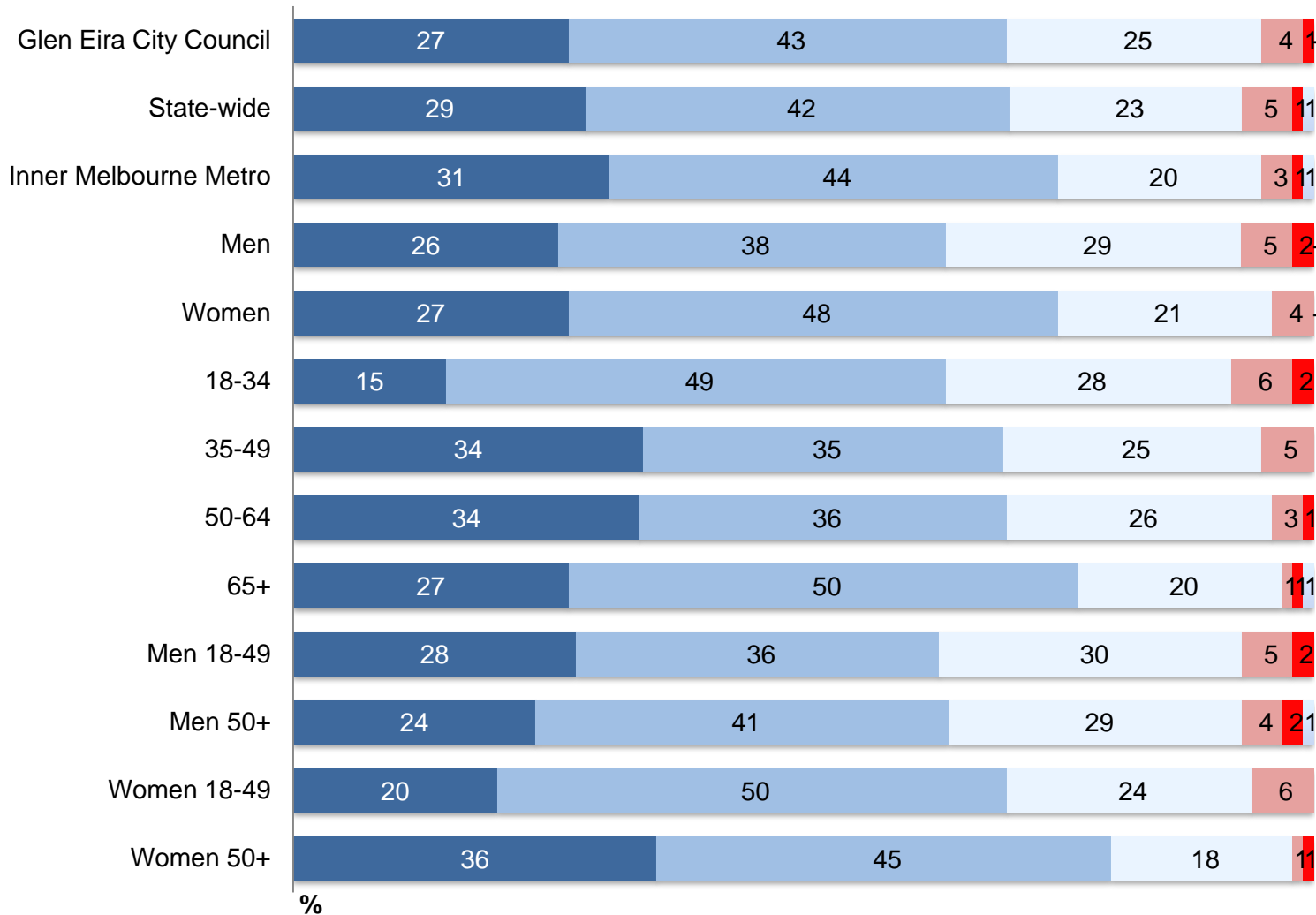
The condition of local streets and footpaths in your area – Performance Detail



Traffic Management – Importance Index Score

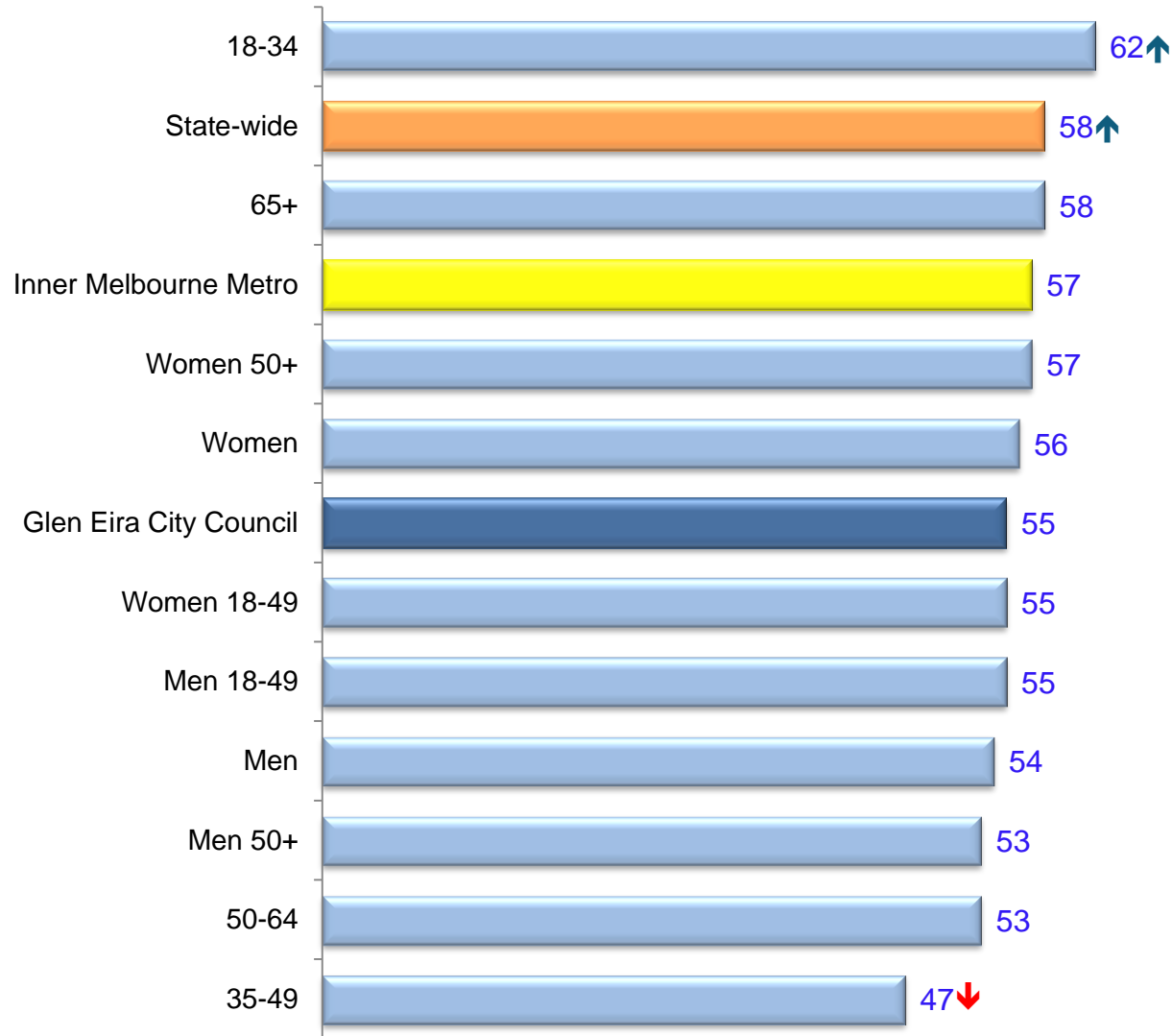


Traffic Management – Importance Detail

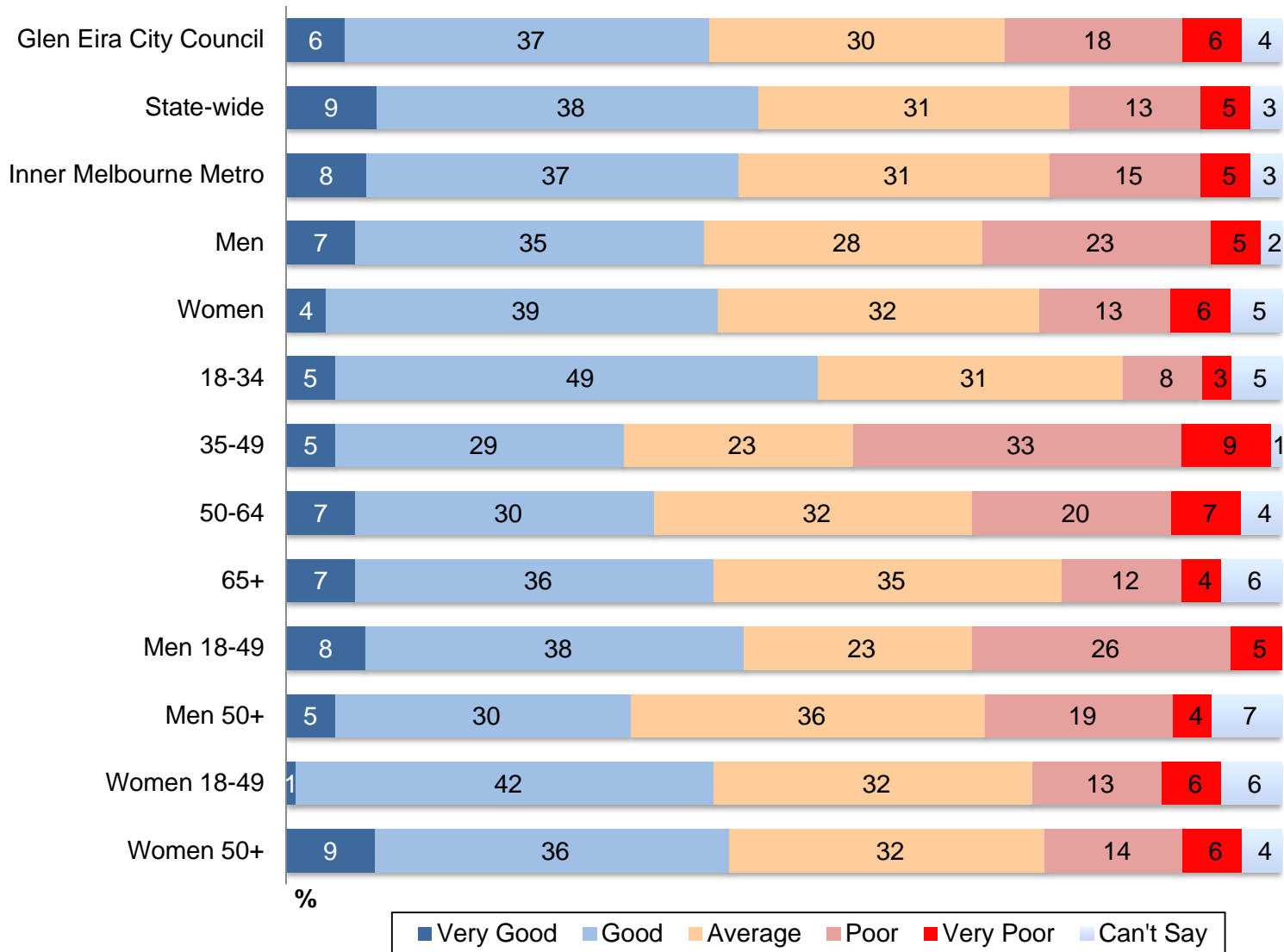


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 ■ Very important
 ■ Fairly important
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 ■ Can't say

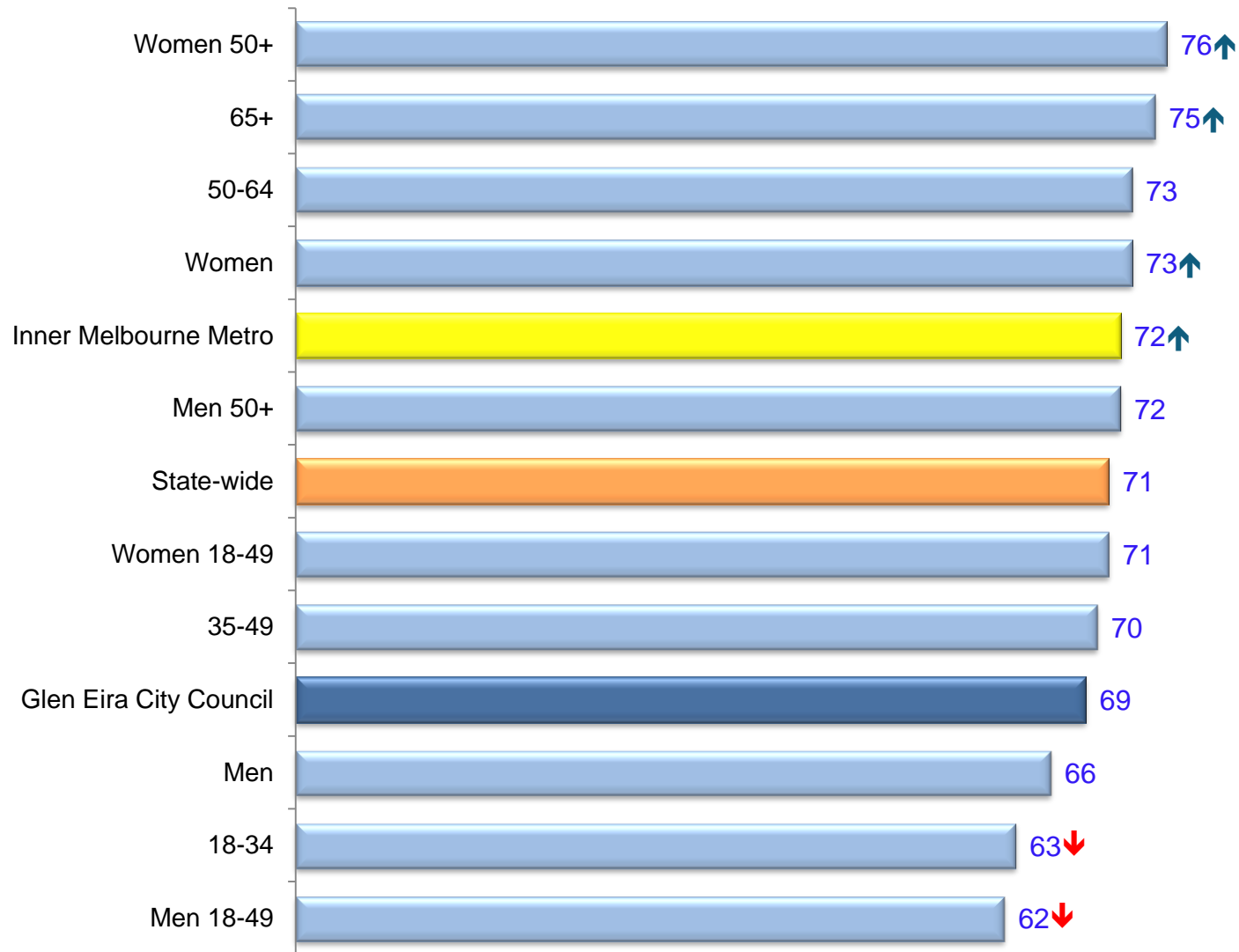
Traffic Management – Performance Index Score



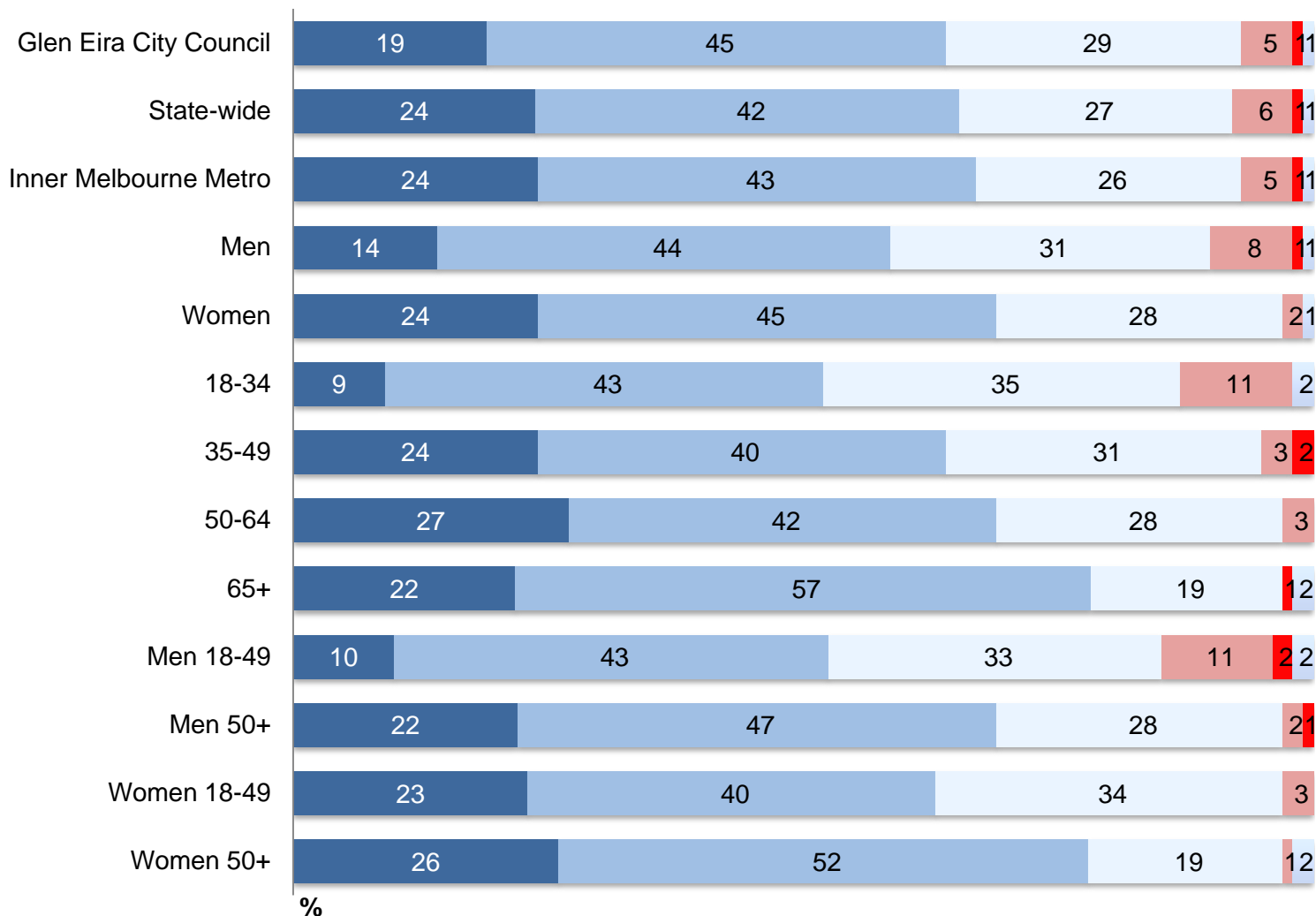
Traffic Management – Performance Detail



Parking Facilities – Importance Index Score

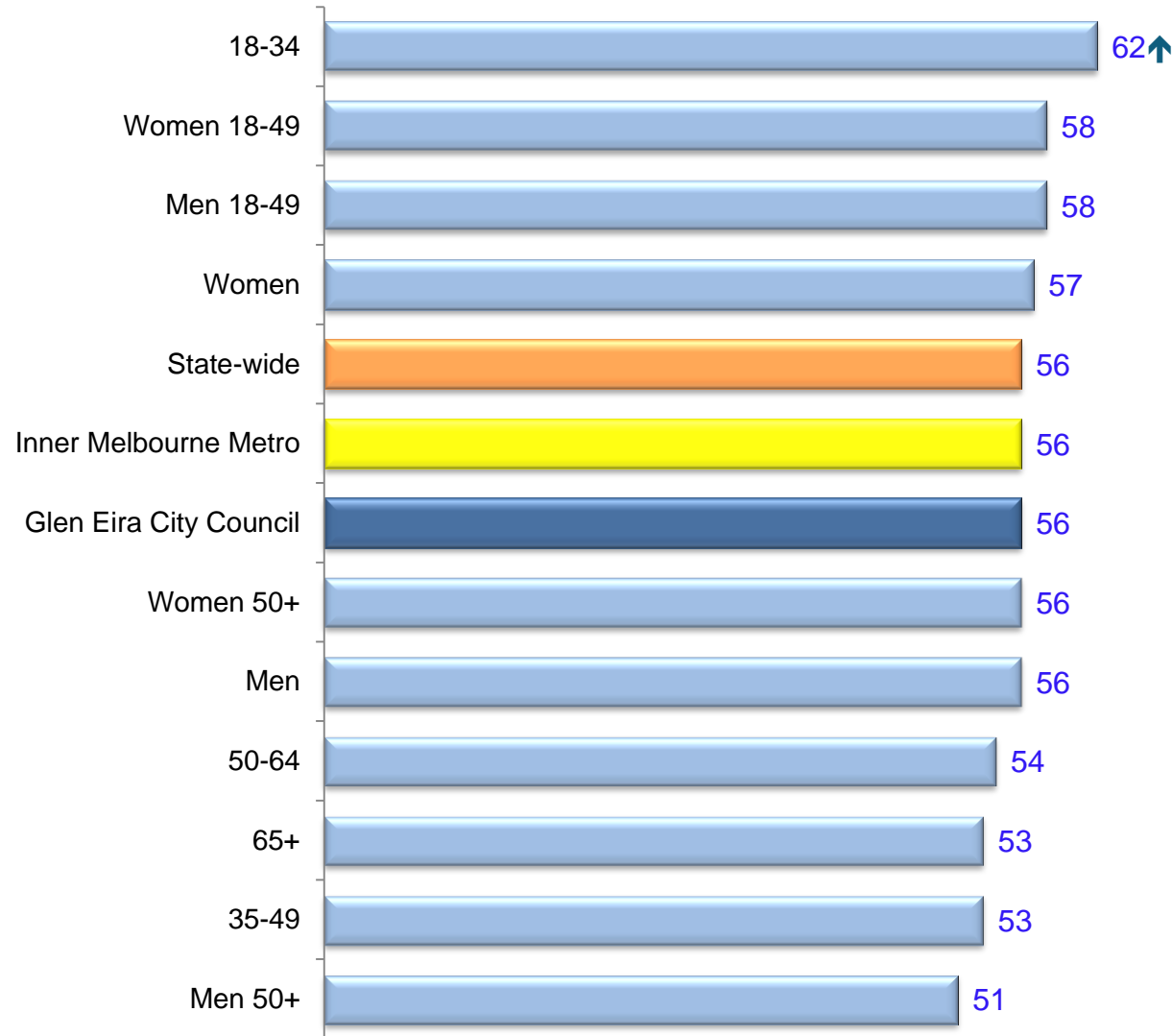


Parking Facilities – Importance Detail

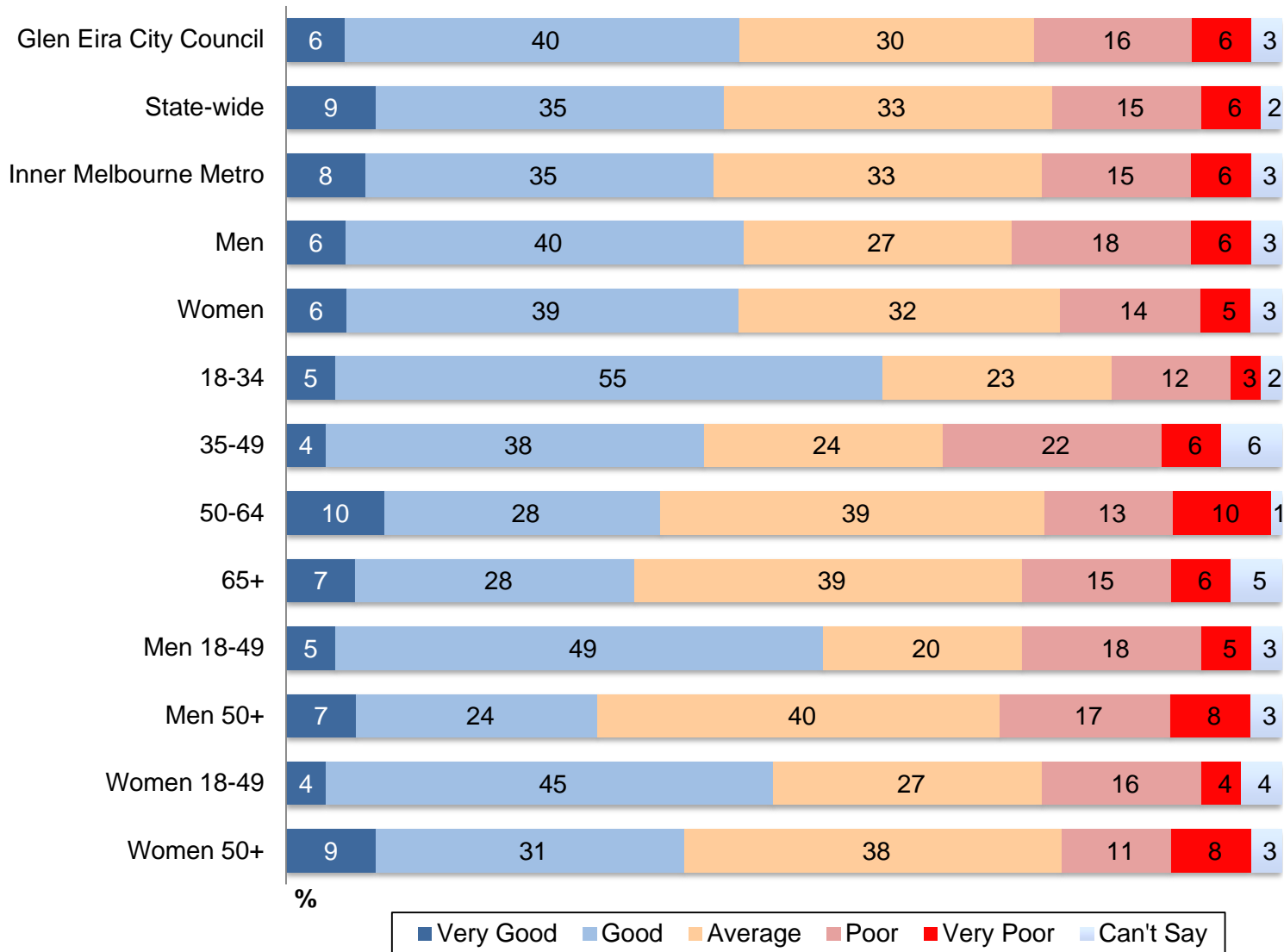


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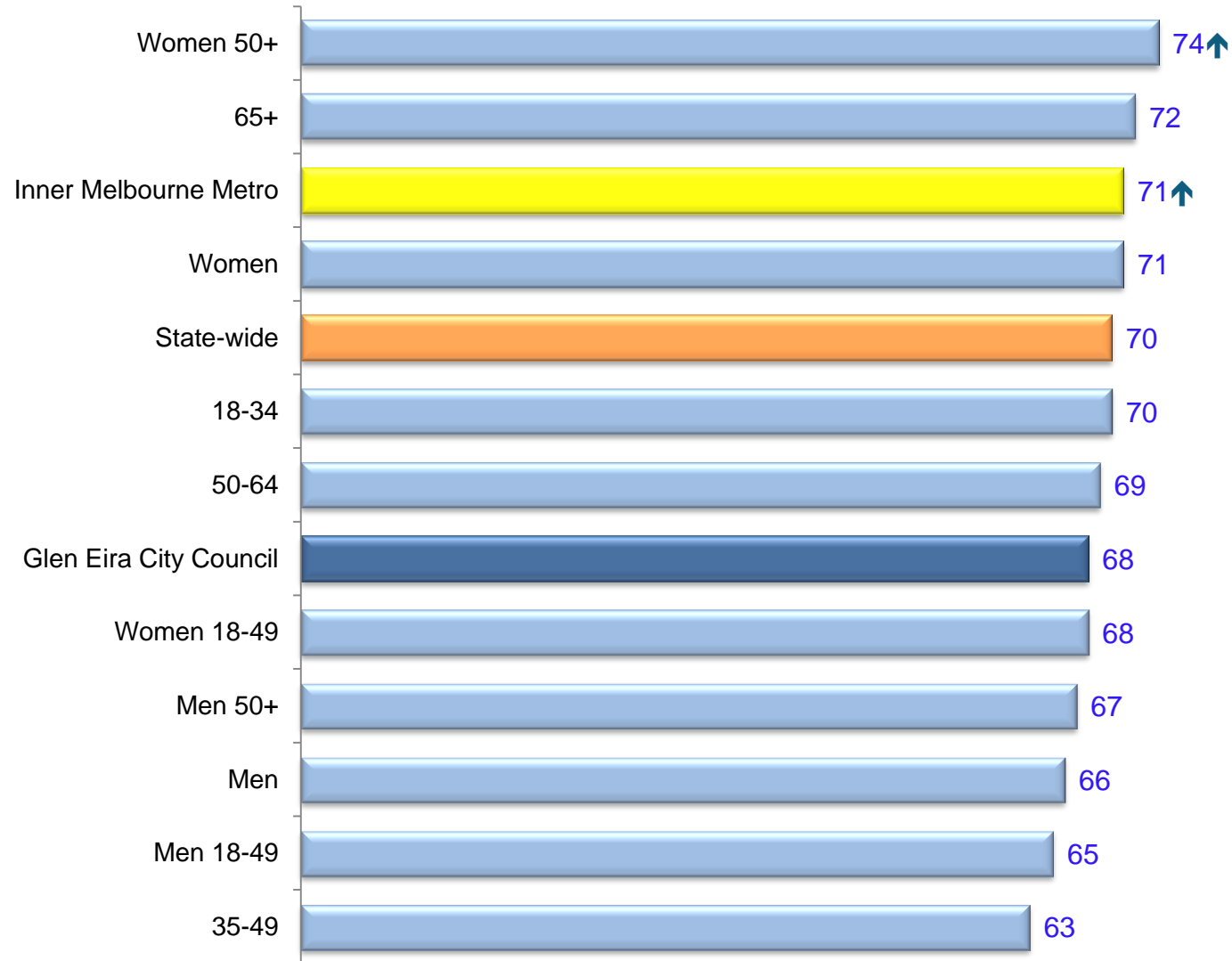
Parking Facilities – Performance Index Score



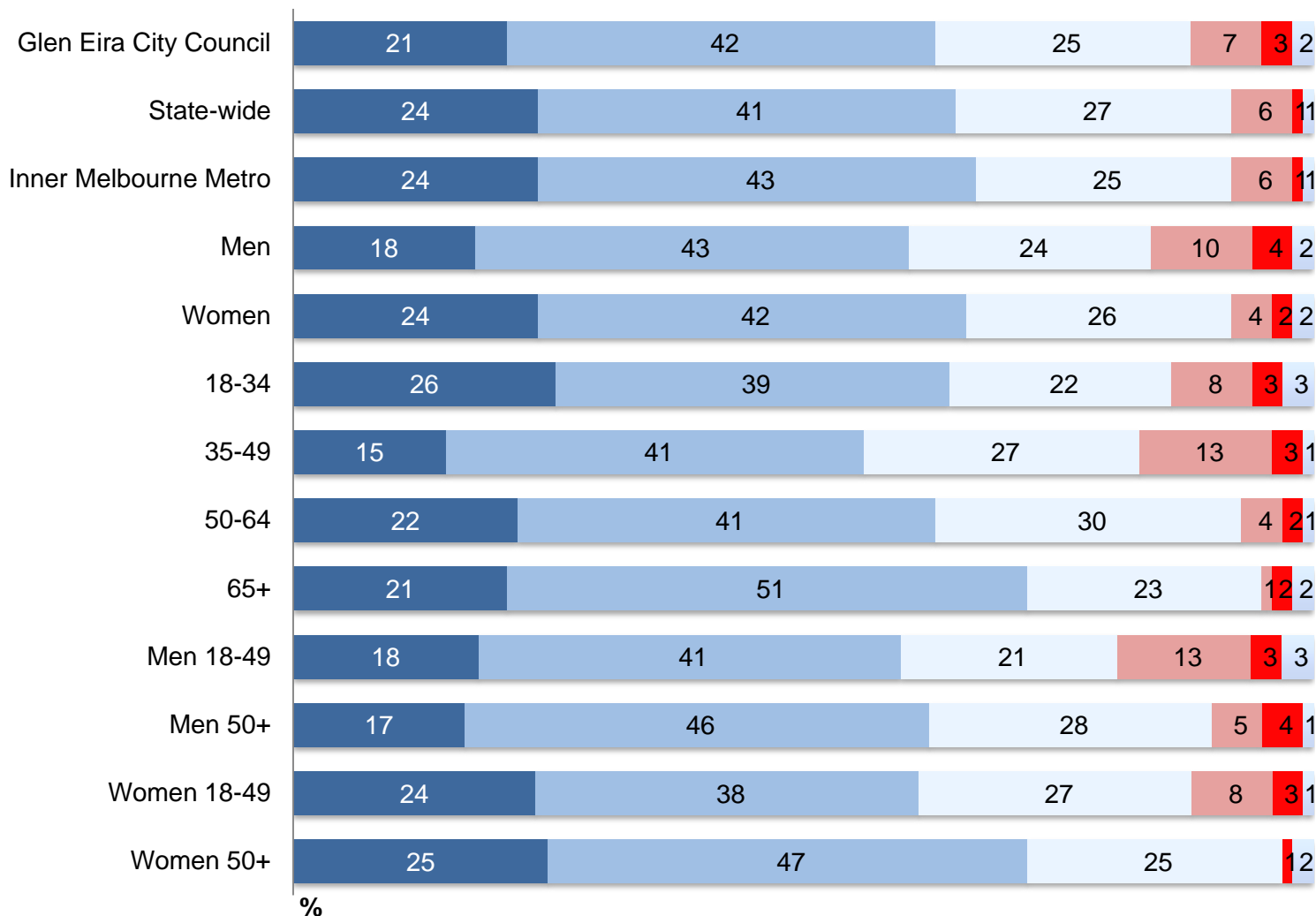
Parking Facilities – Performance Detail



Enforcement of local laws – Importance Index Score

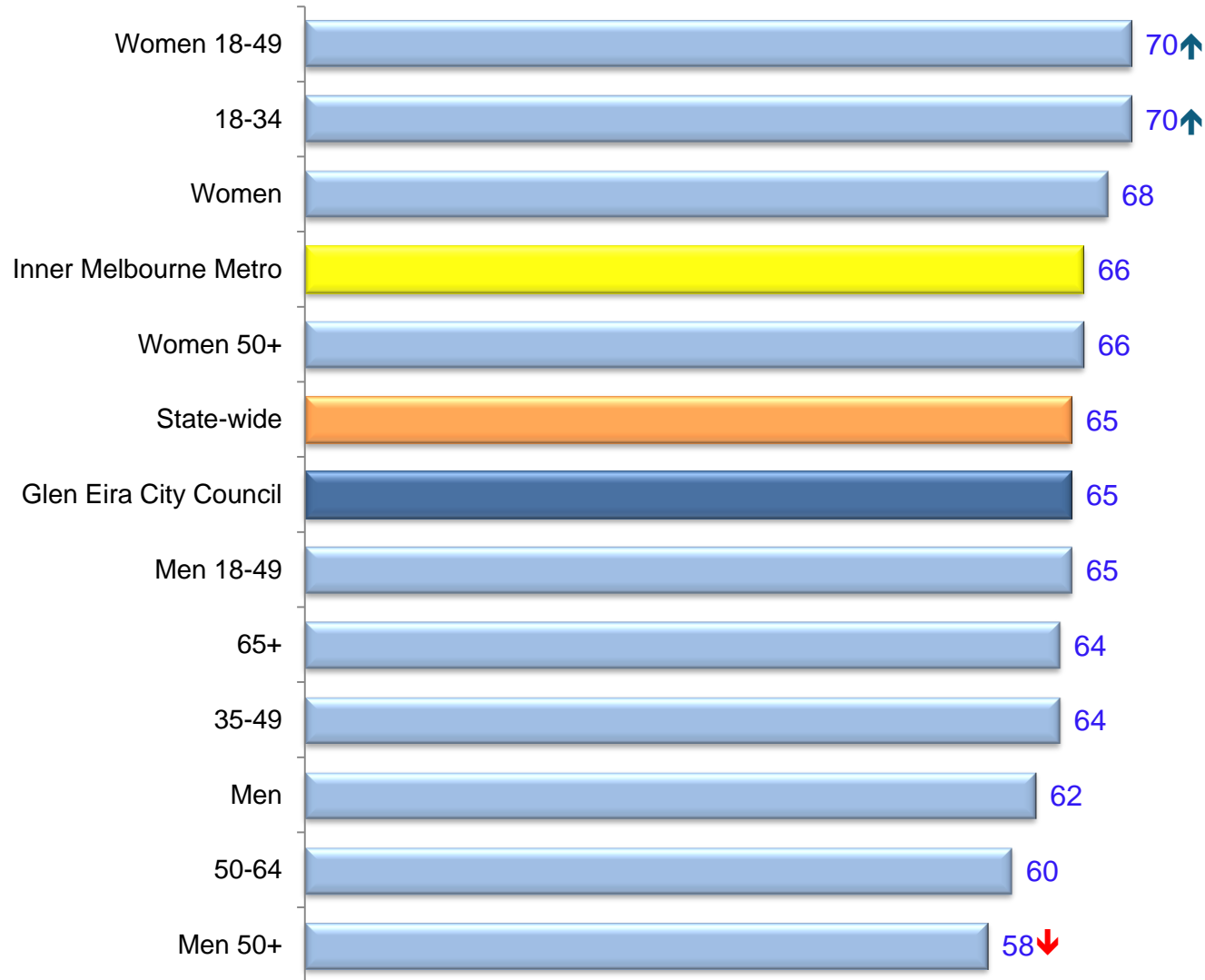


Enforcement of local laws – Importance Detail

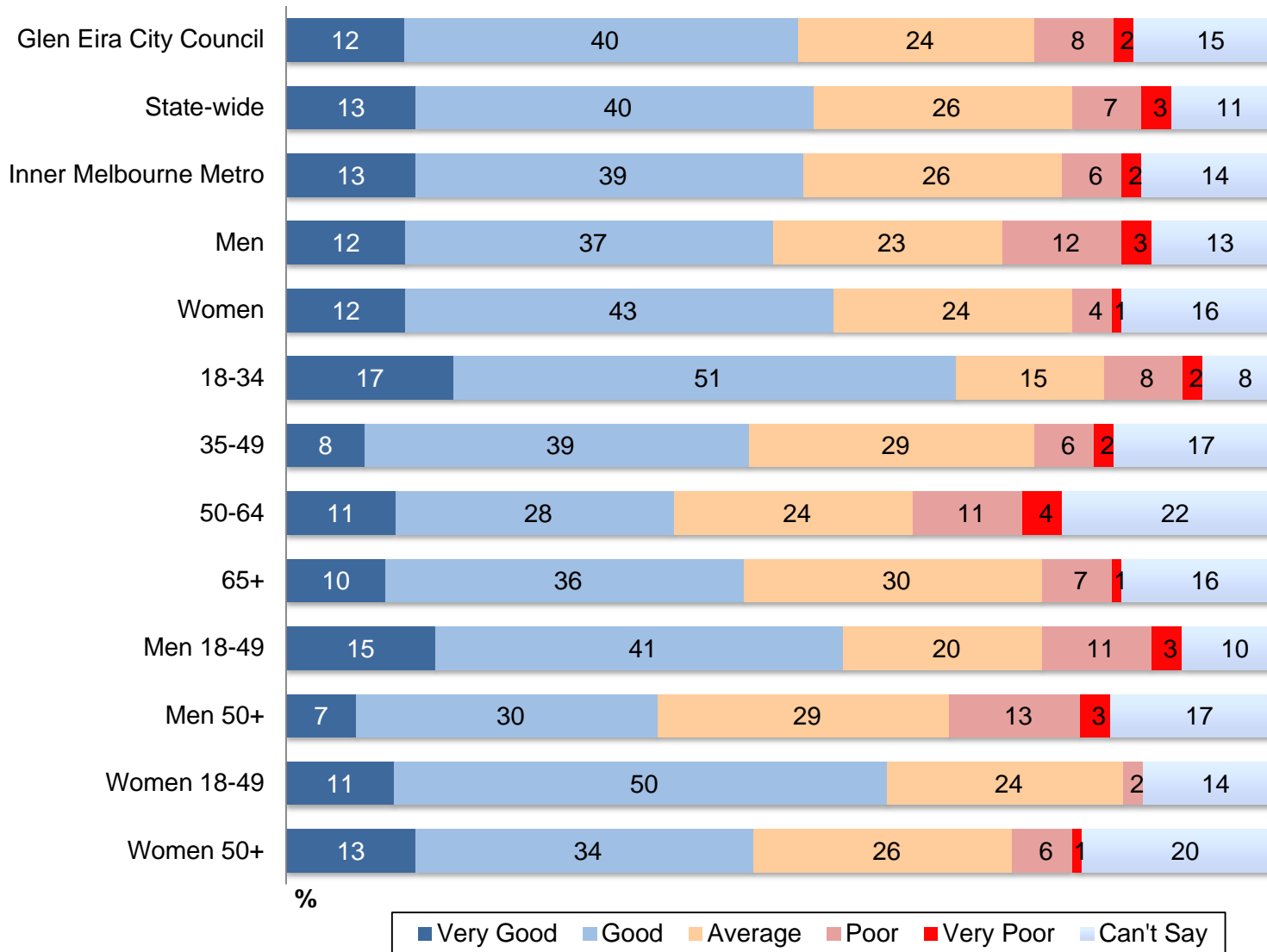


■ Extremely important ■ Very important ■ Fairly important ■ Not that important ■ Not at all important ■ Can't say

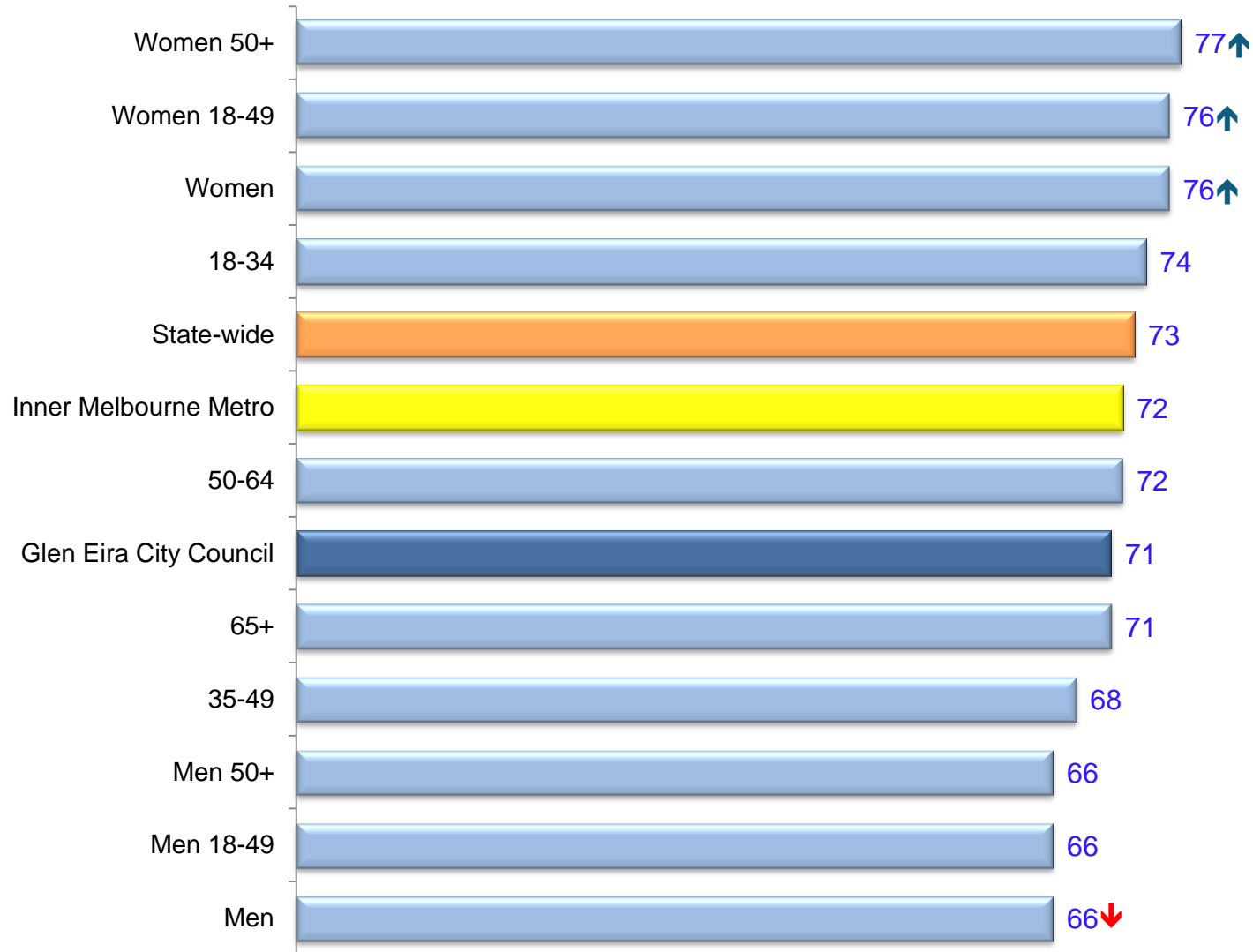
Enforcement of local laws – Performance Index Score



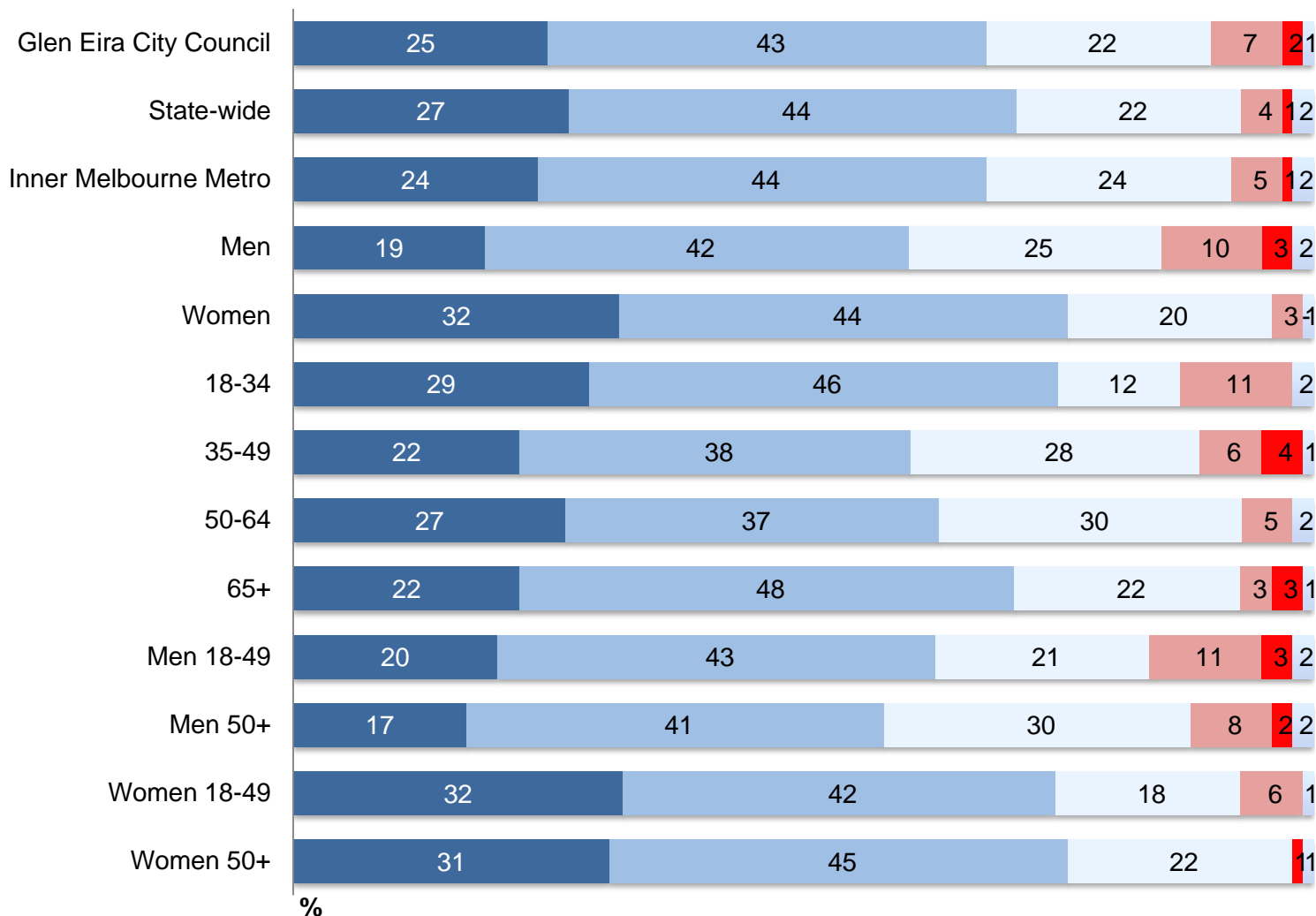
Enforcement of local laws – Performance Detail



Family Support Services – Importance Index Score

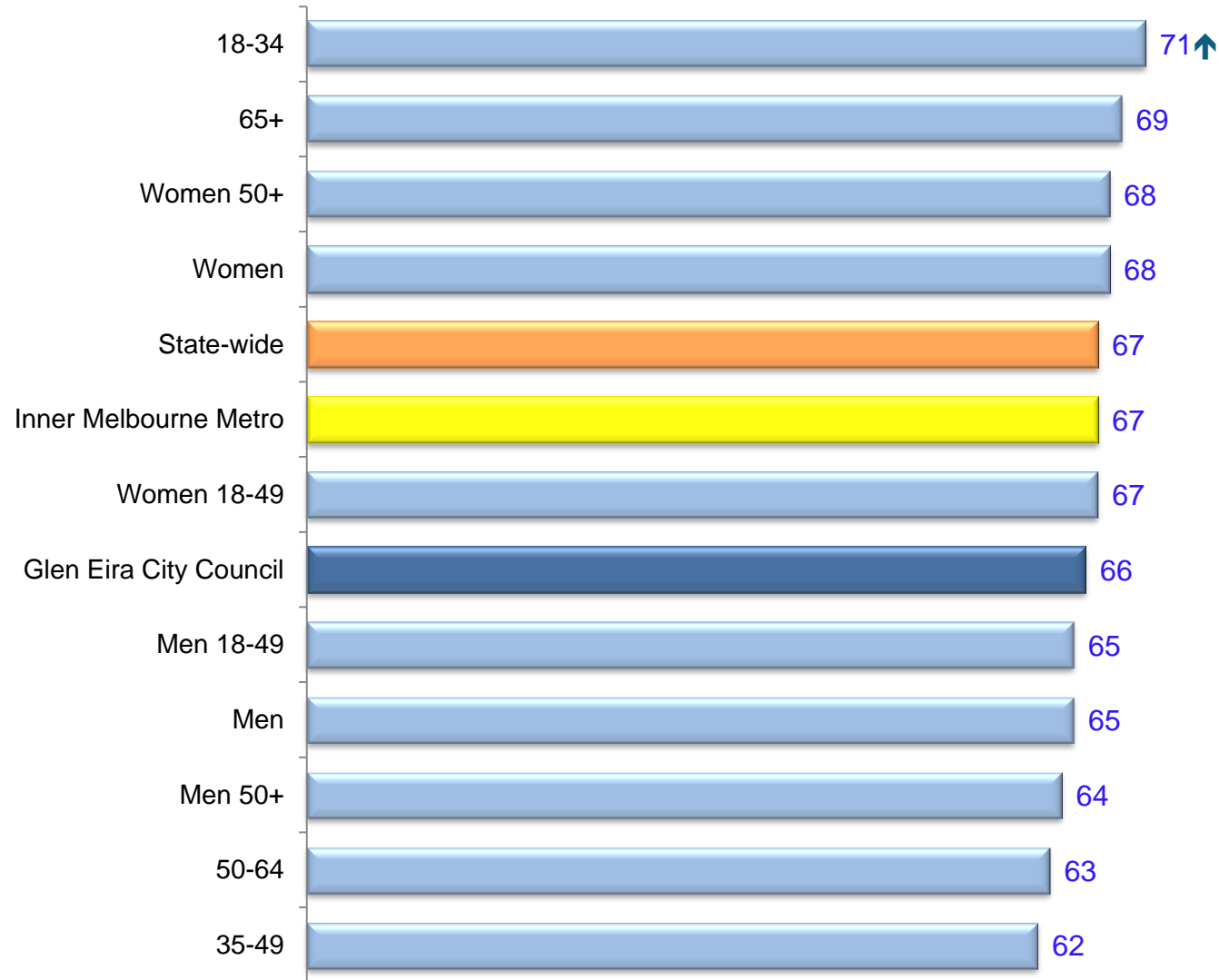


Family Support Services – Importance Detail

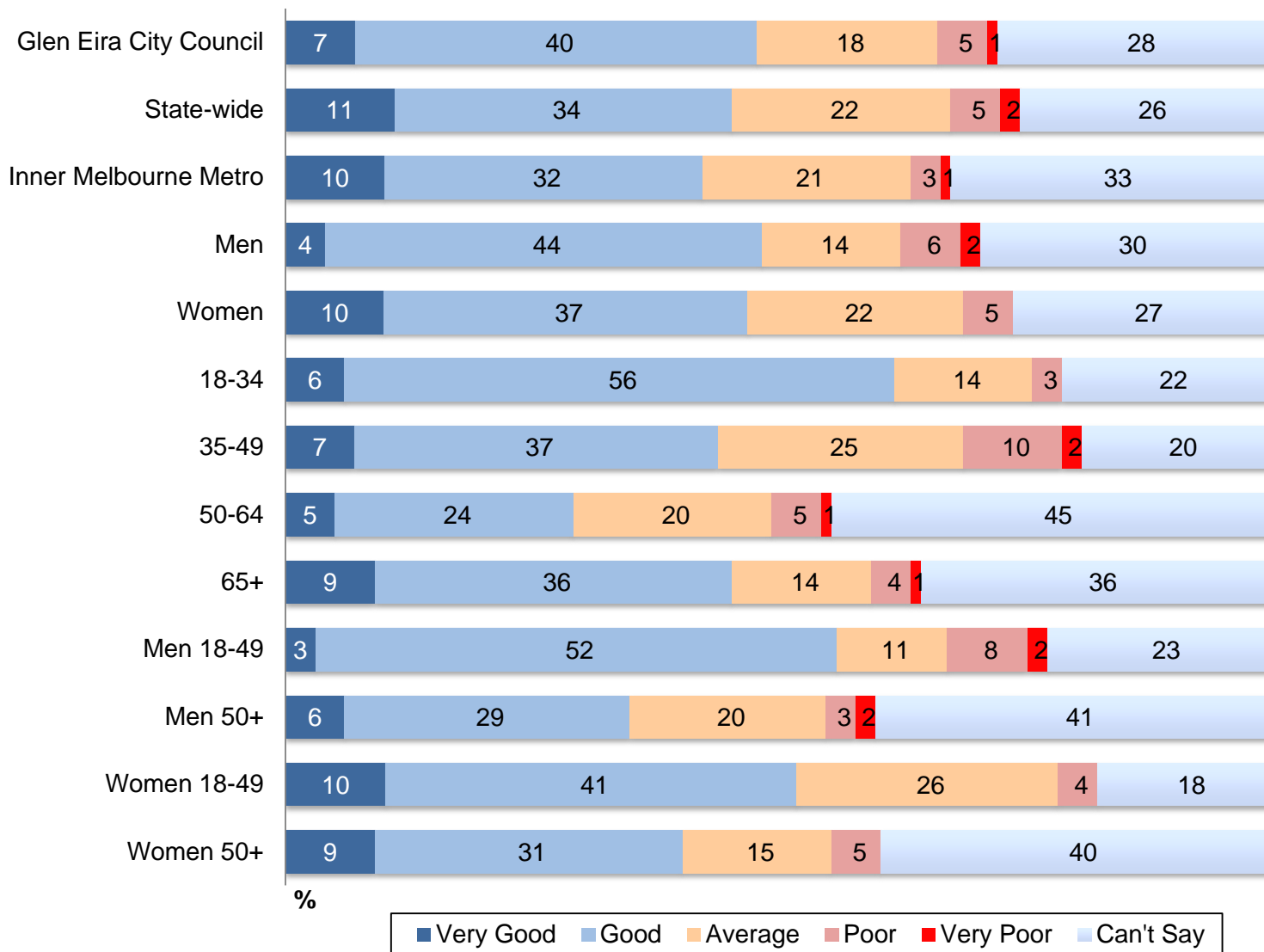


■ Extremely important ■ Very important ■ Fairly important ■ Not that important ■ Not at all important ■ Can't say

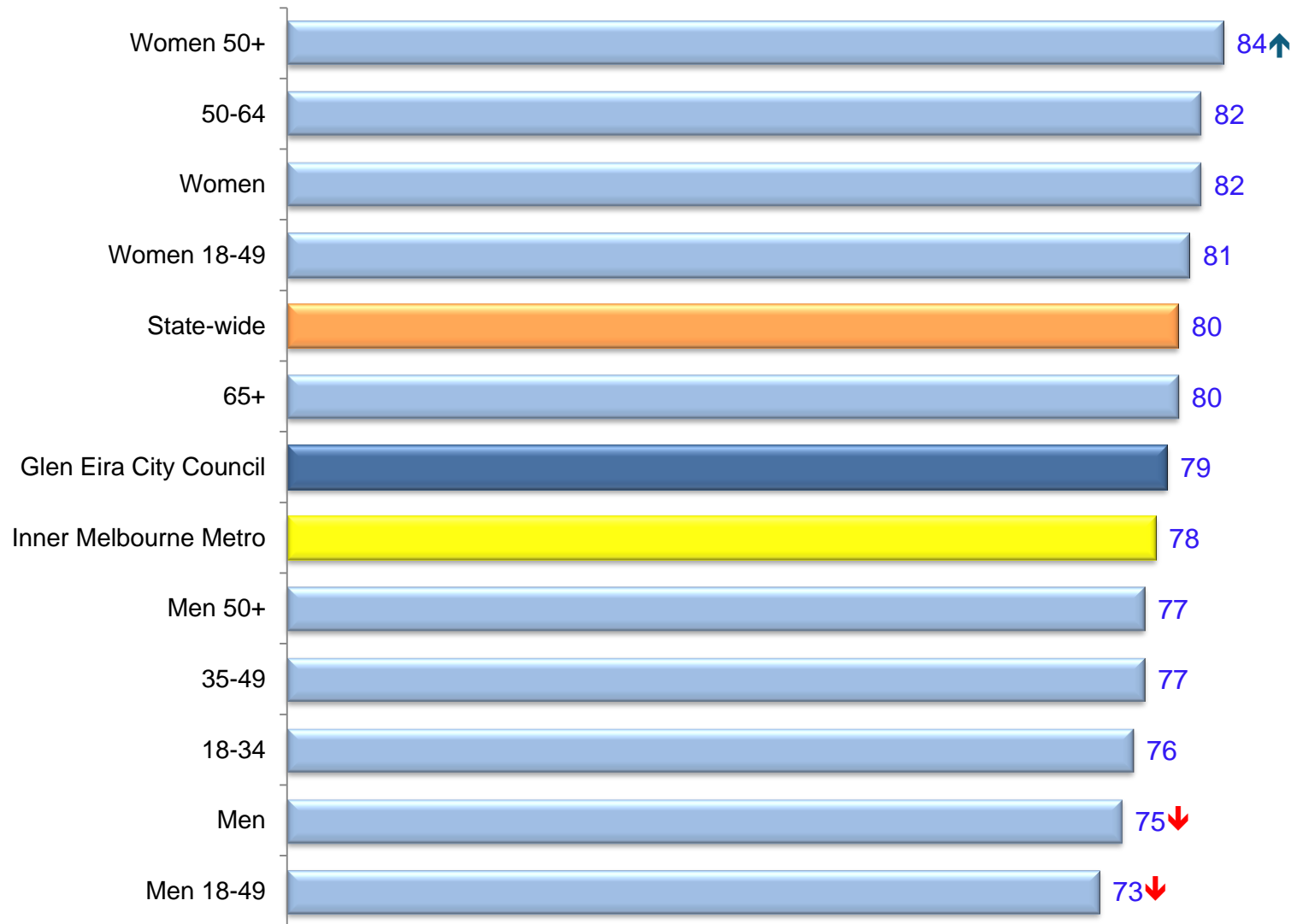
Family Support Services – Performance Index Score



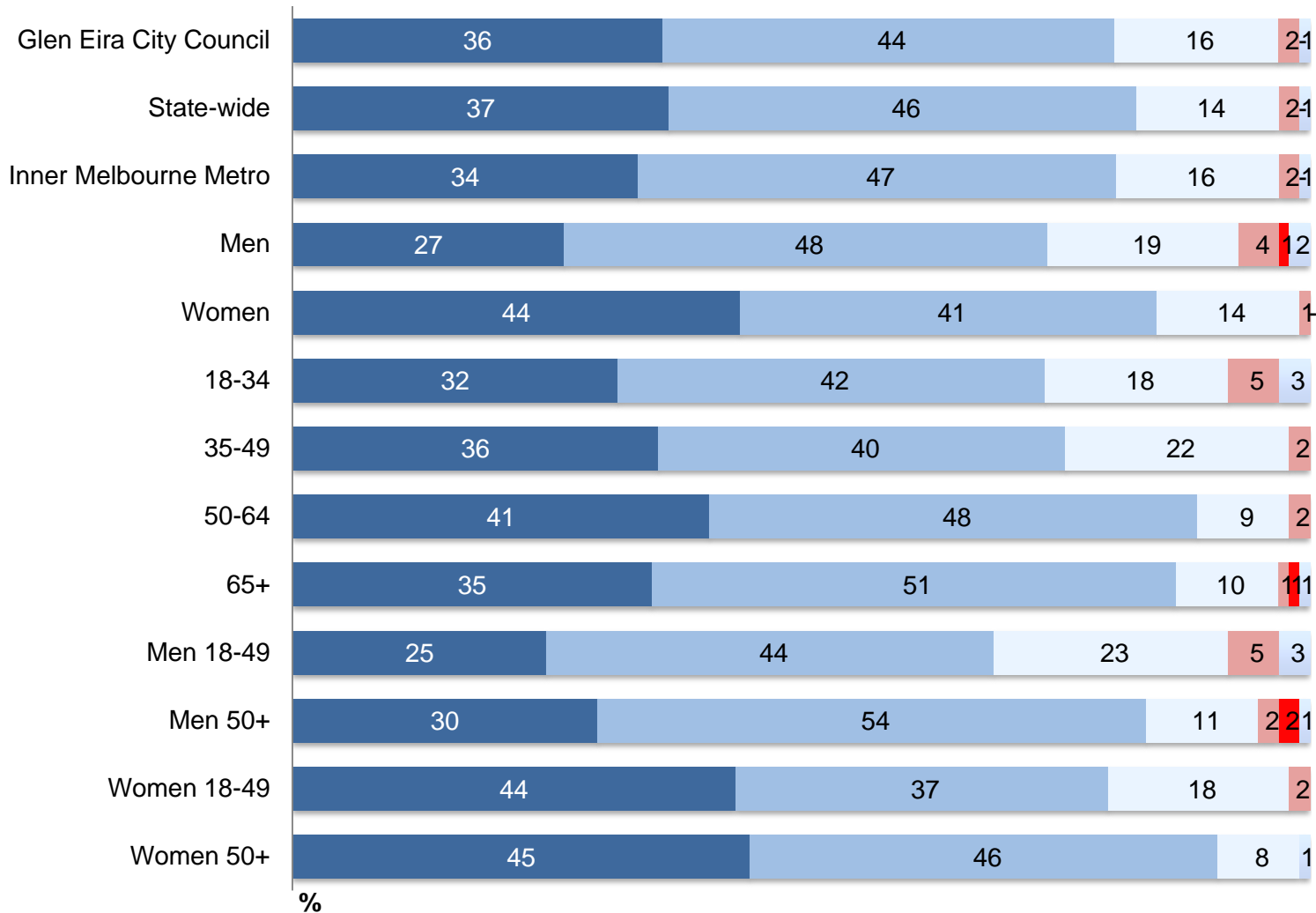
Family Support Services – Performance Detail



Elderly Support Services – Importance Index Score

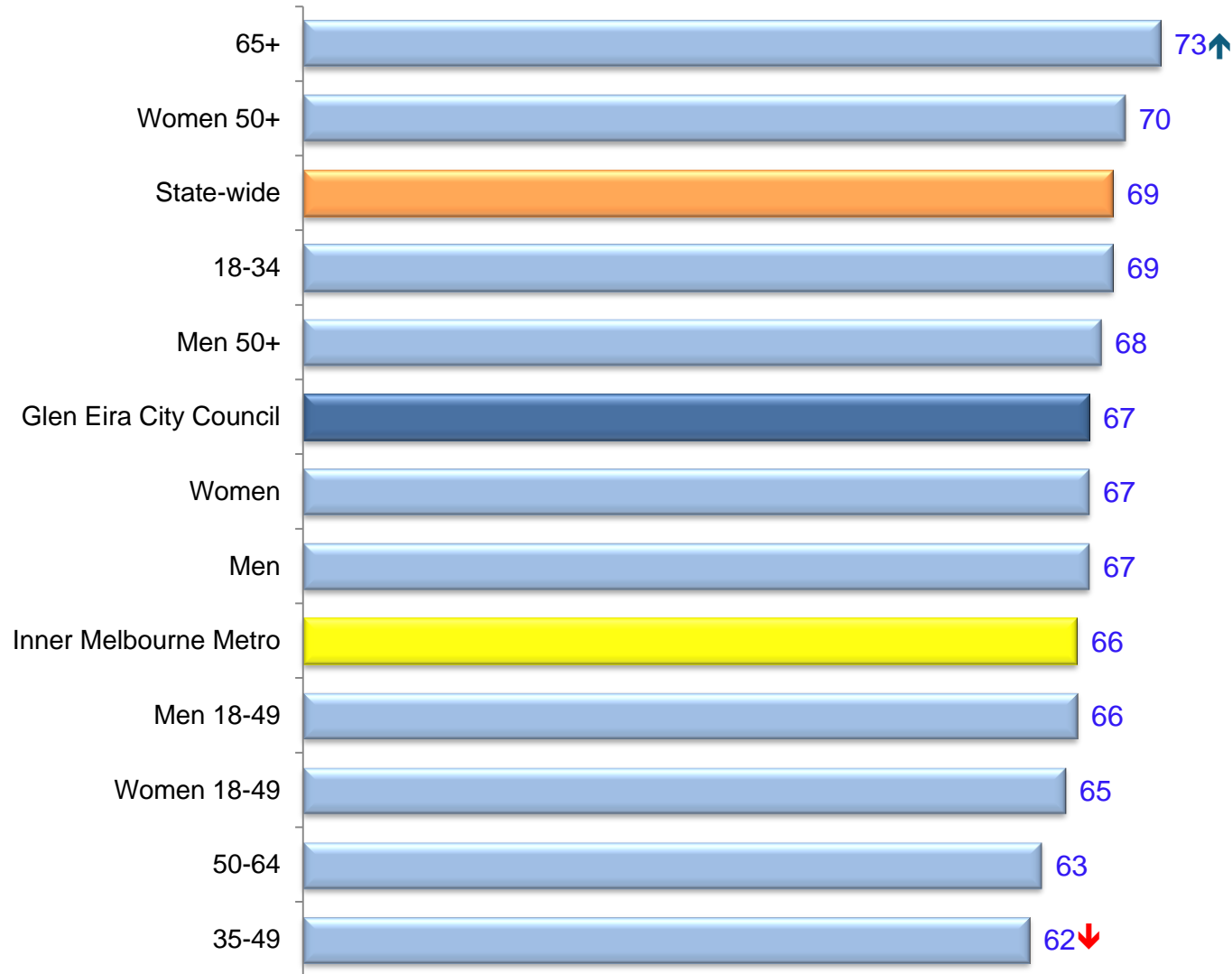


Elderly Support Services – Importance Detail

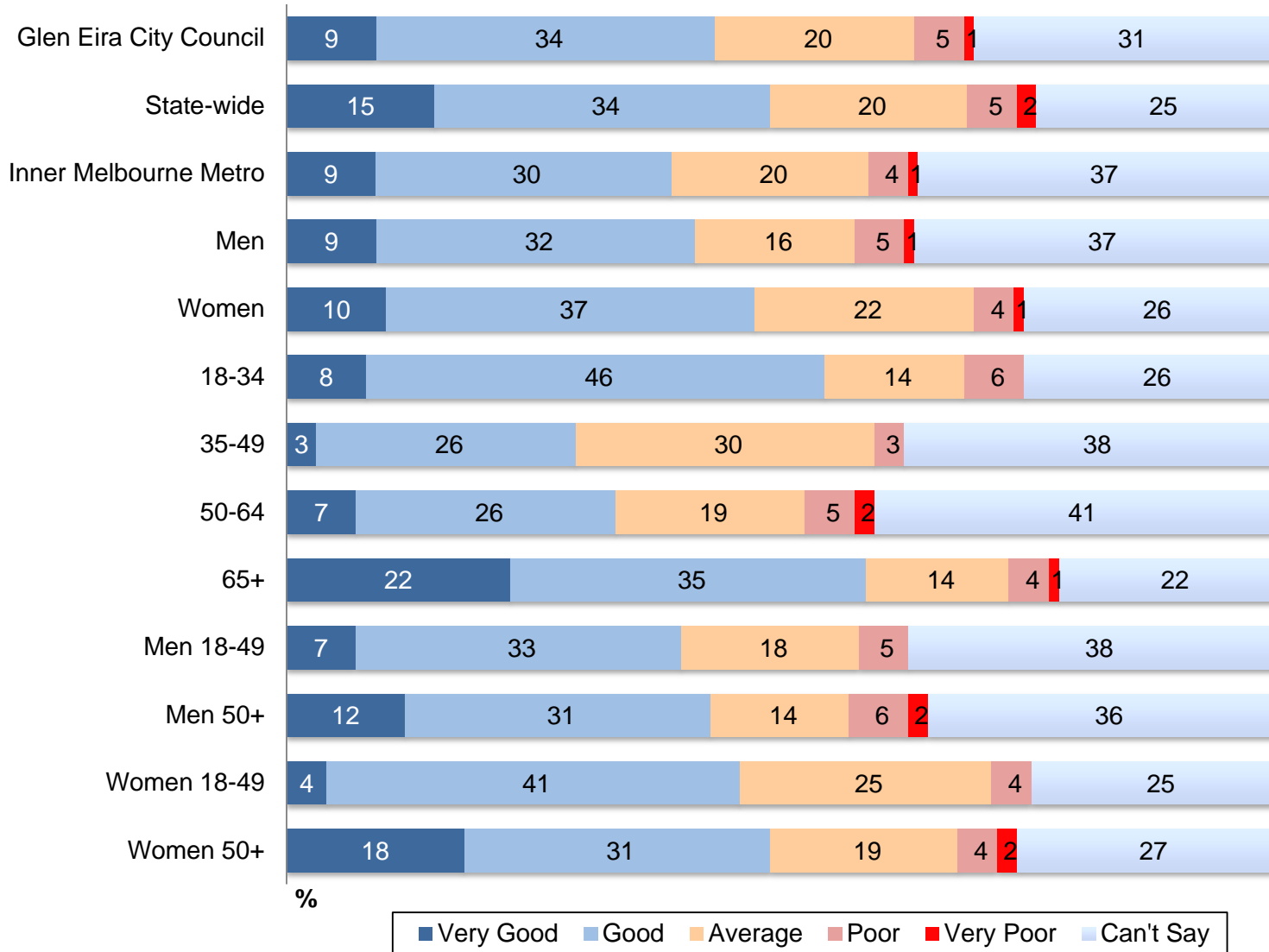


■ Extremely important ■ Very important ■ Fairly important ■ Not that important ■ Not at all important ■ Can't say

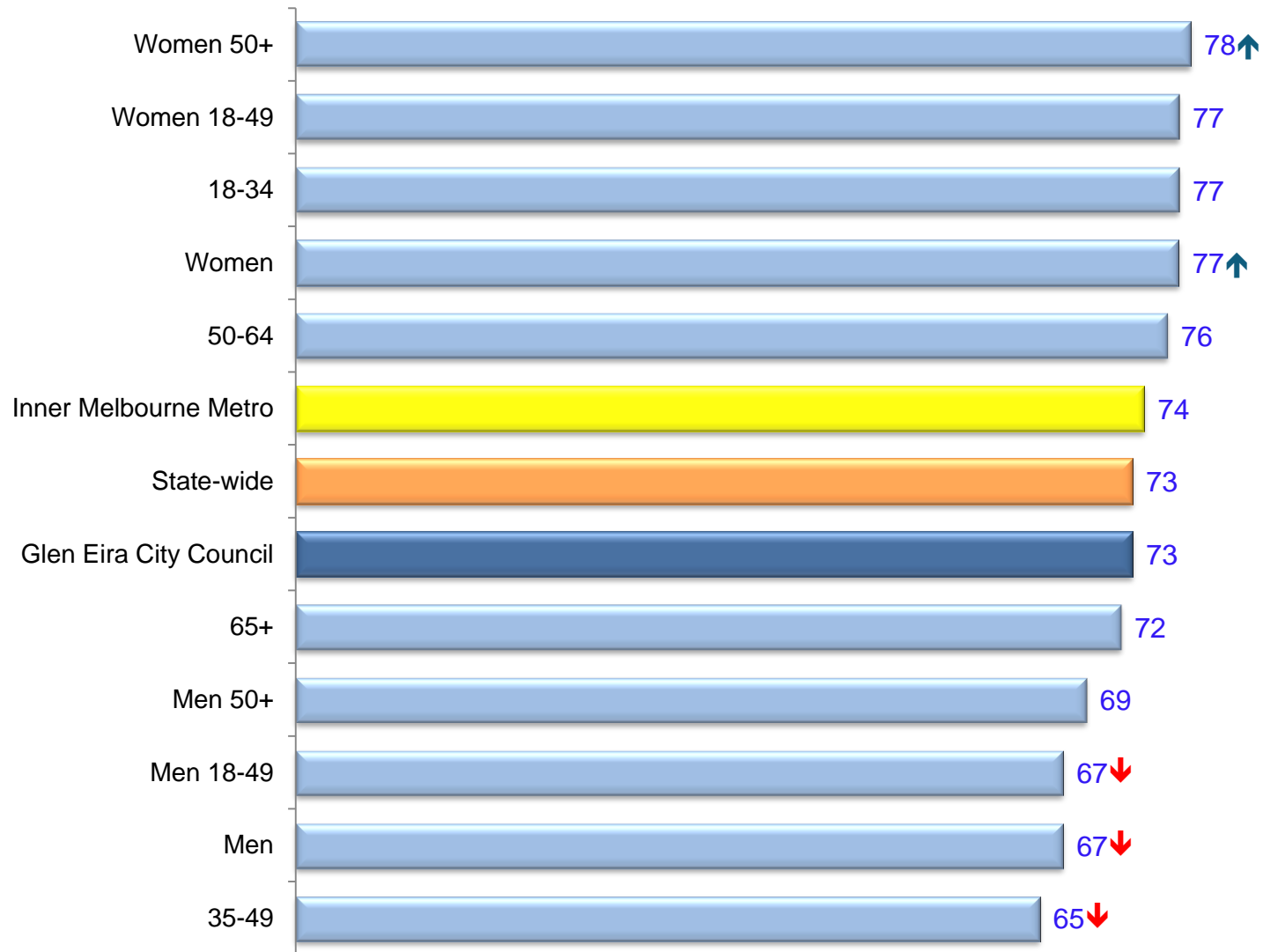
Elderly Support Services – Performance Index Score



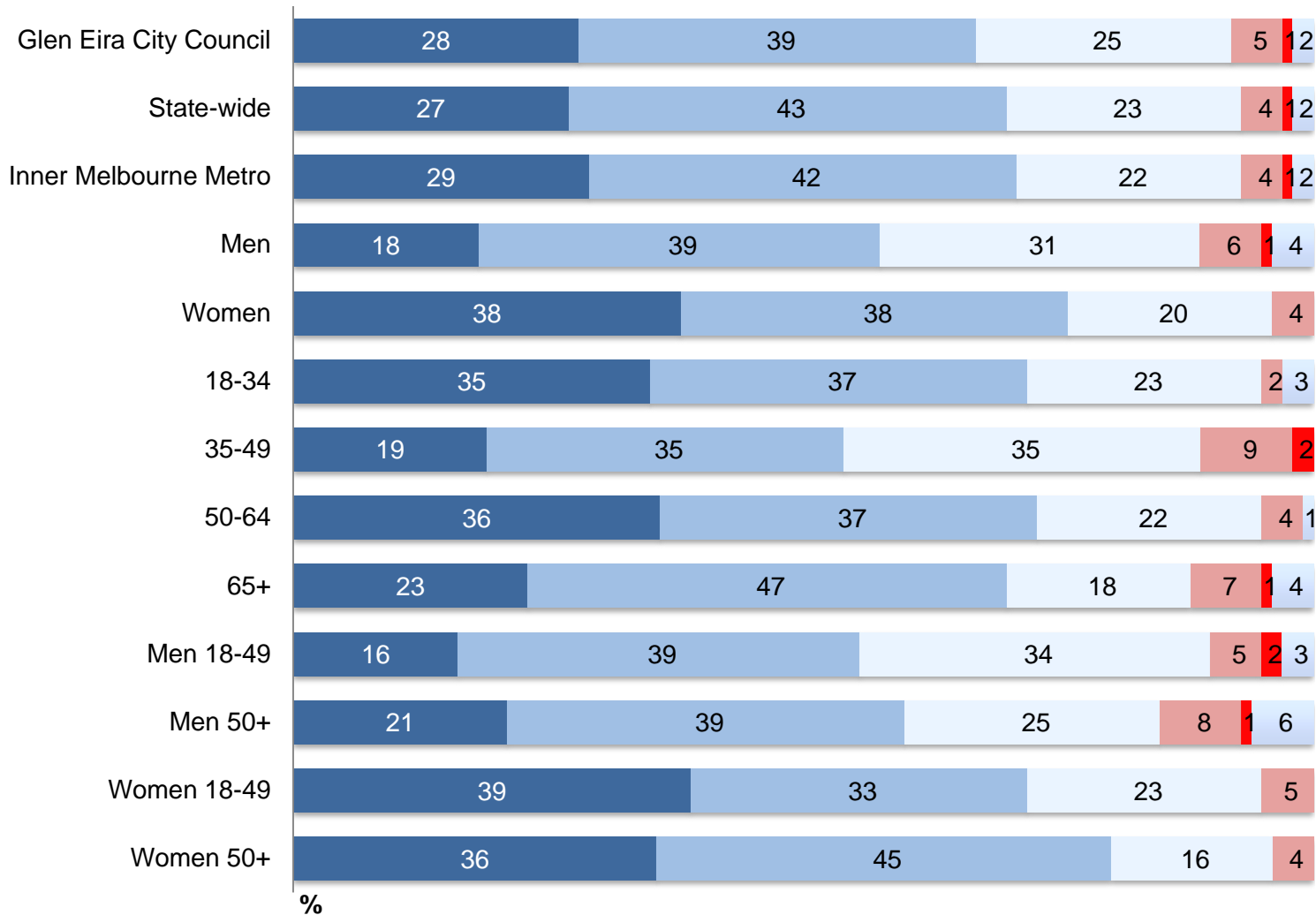
Elderly Support Services – Performance Detail



Disadvantaged Support Services – Importance Index Score

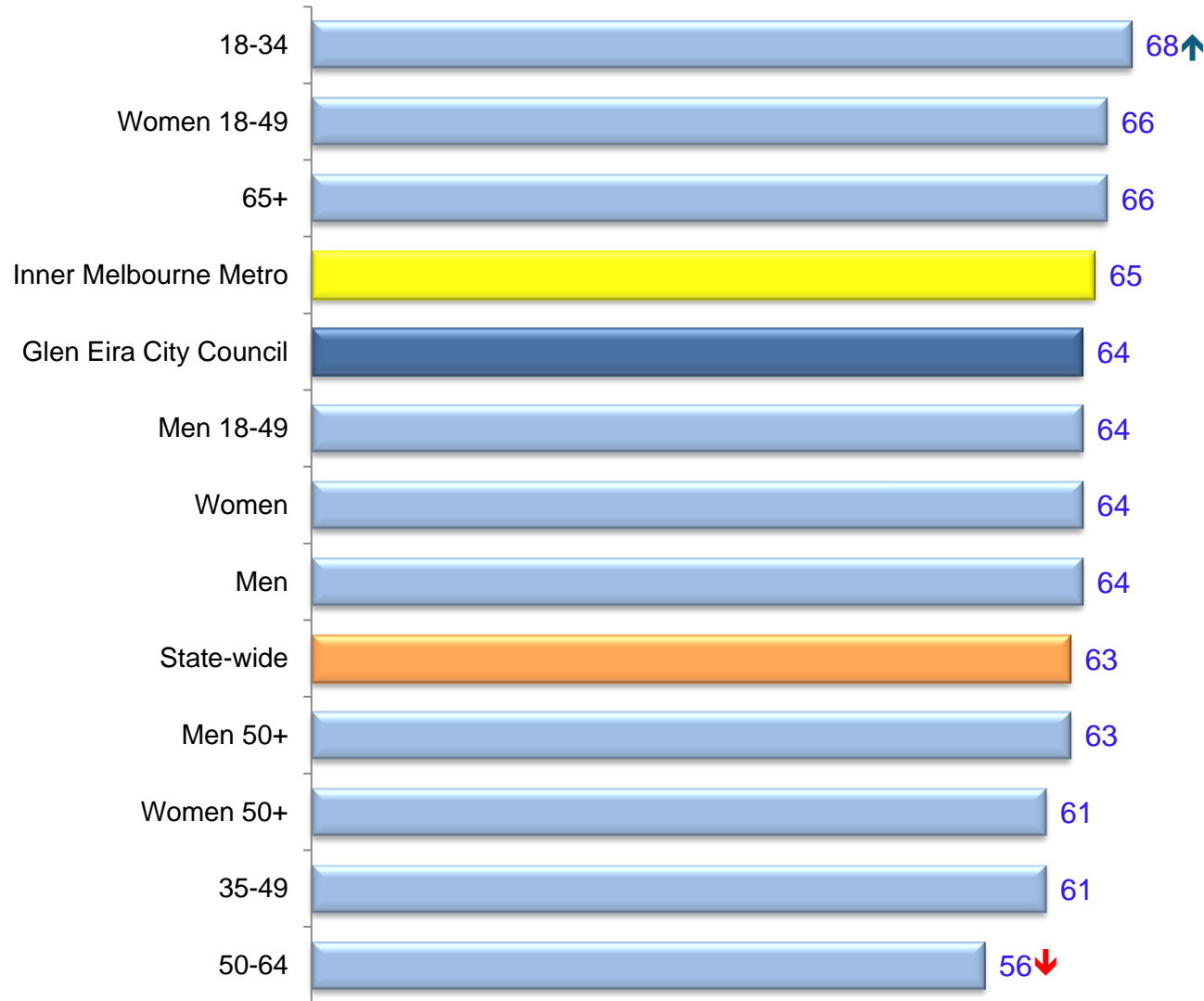


Disadvantaged Support Services – Importance Detail

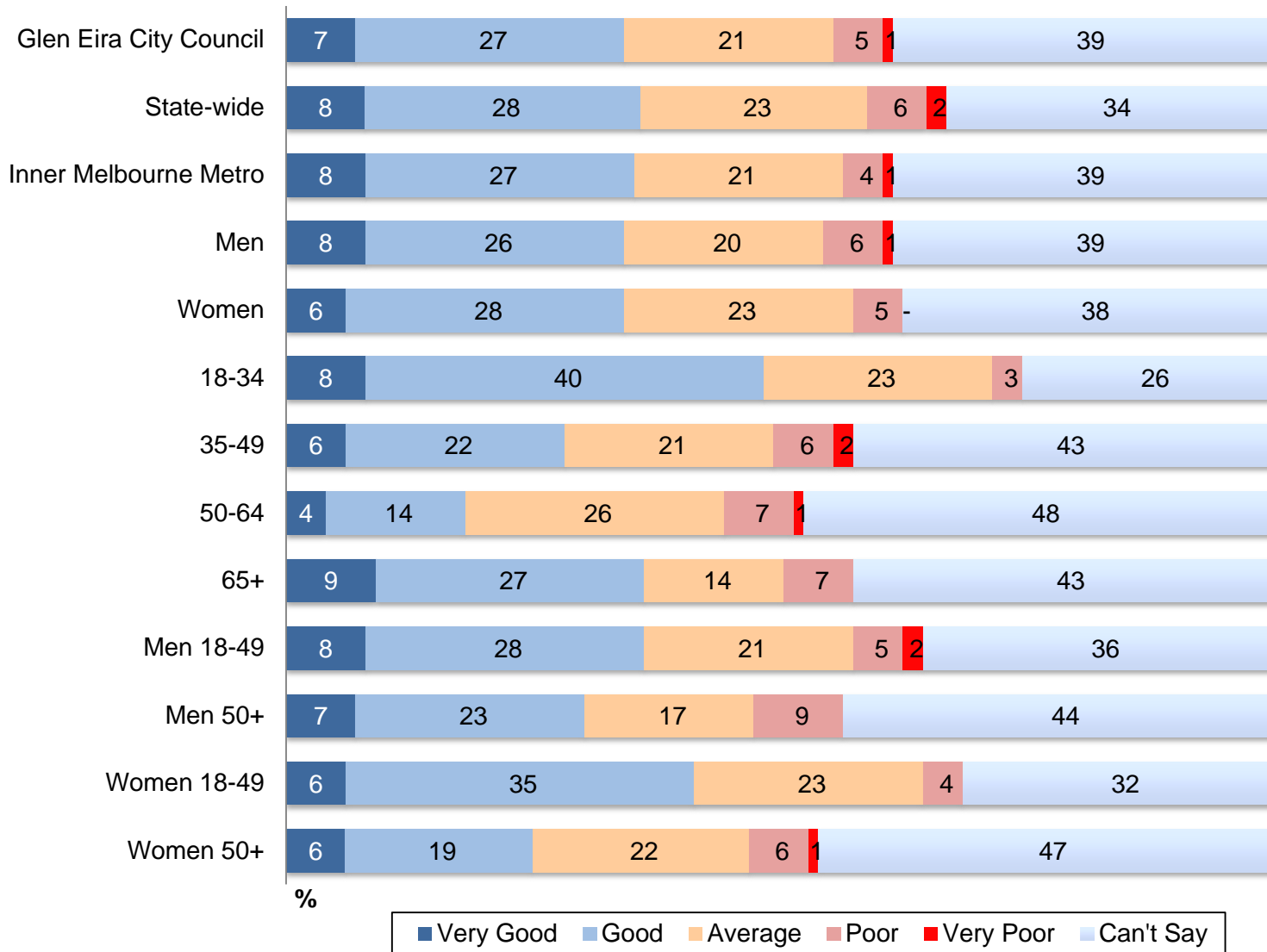


■ Extremely important ■ Very important ■ Fairly important ■ Not that important ■ Not at all important ■ Can't say

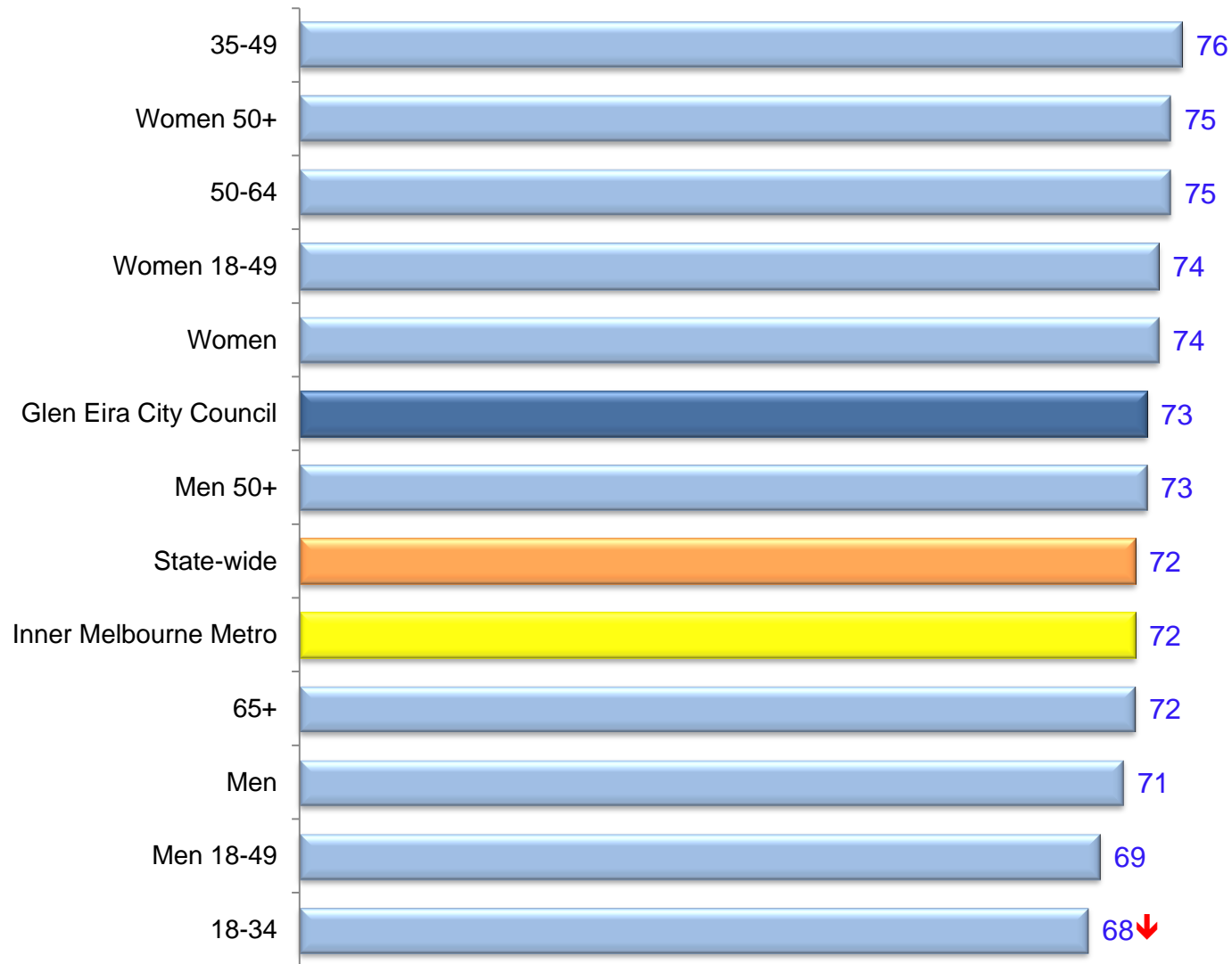
Disadvantaged Support Services – Performance Index Score



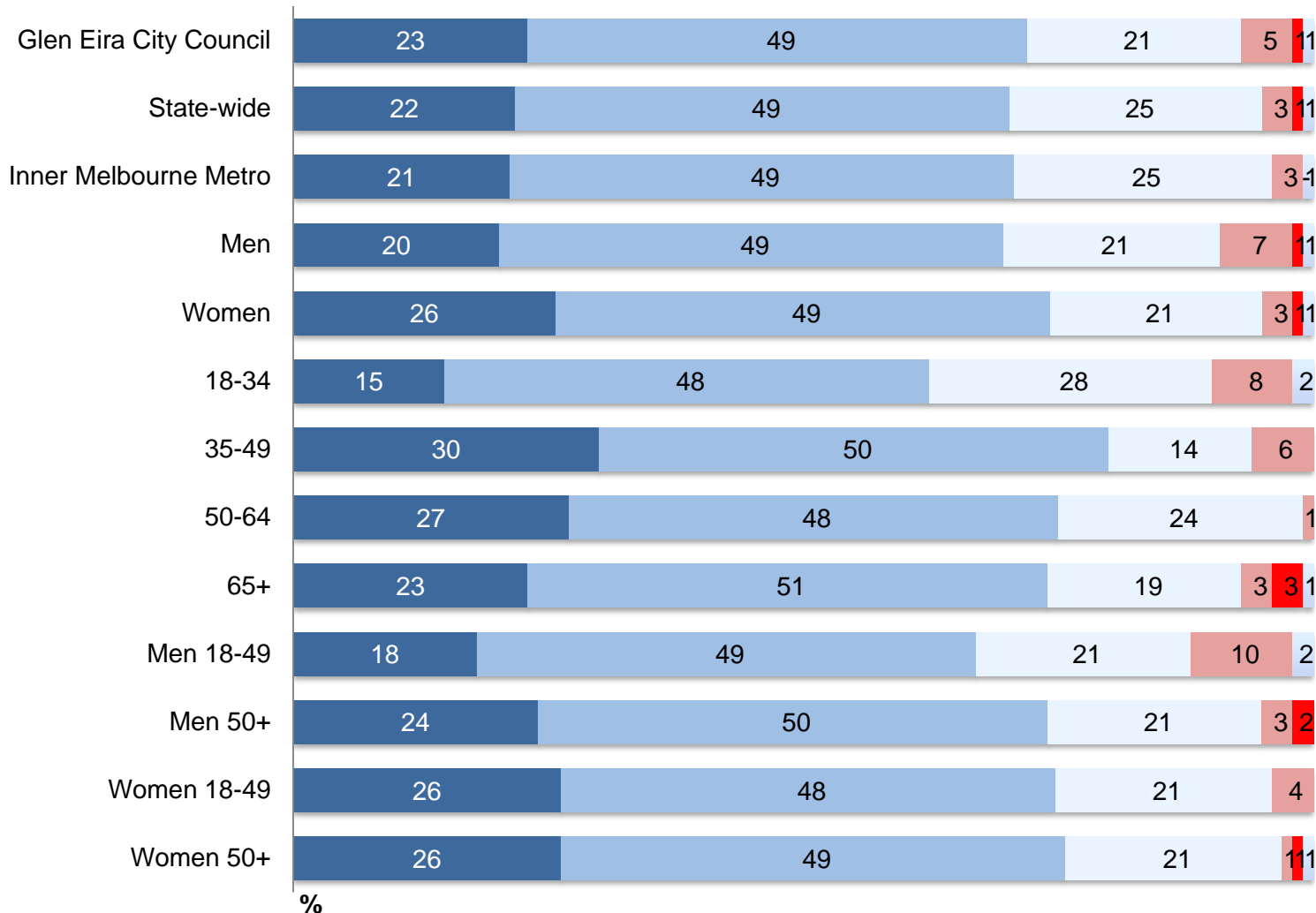
Disadvantaged Support Services – Performance Detail



Recreational Facilities – Importance Index Score

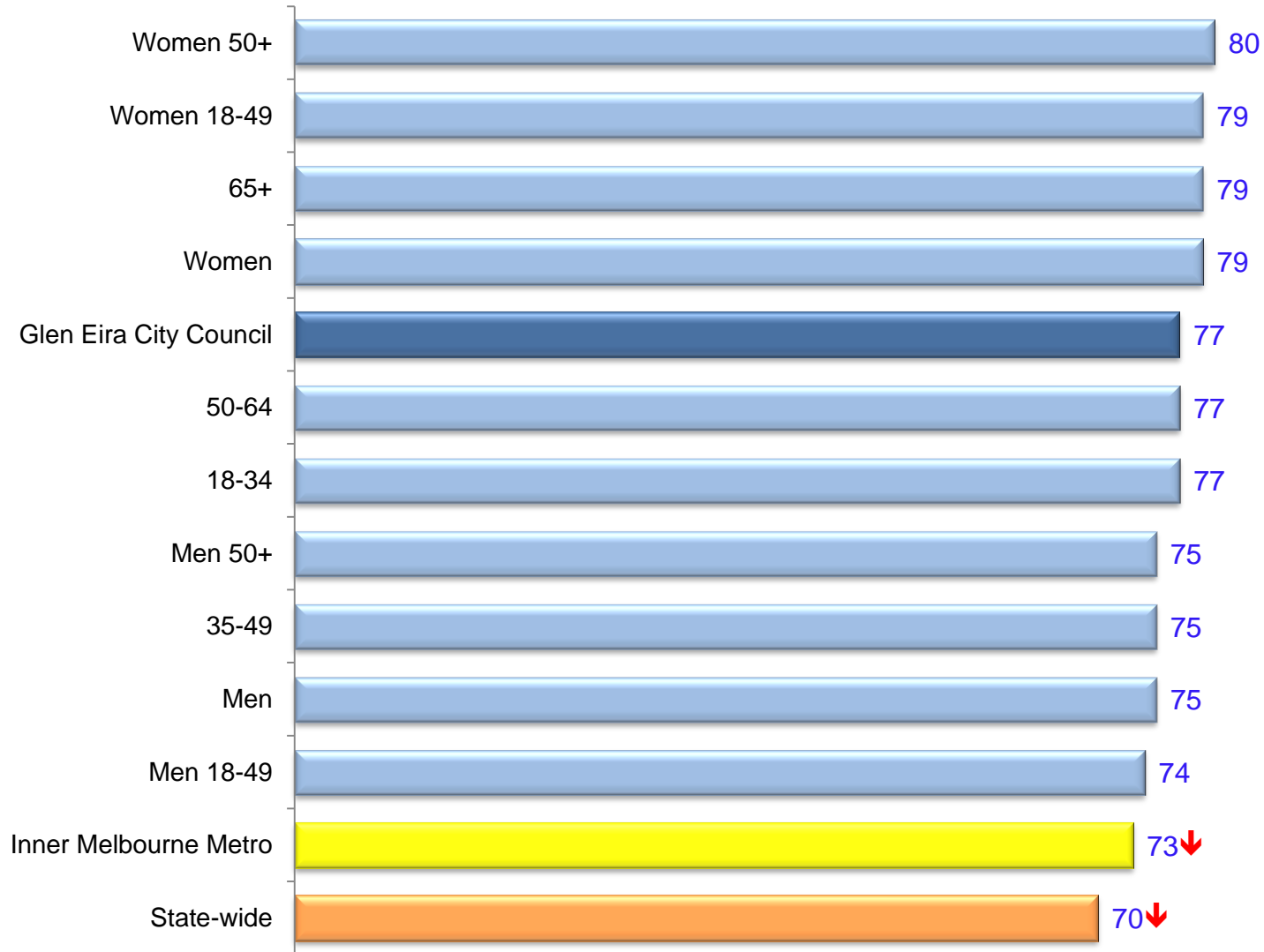


Recreational Facilities – Importance Detail

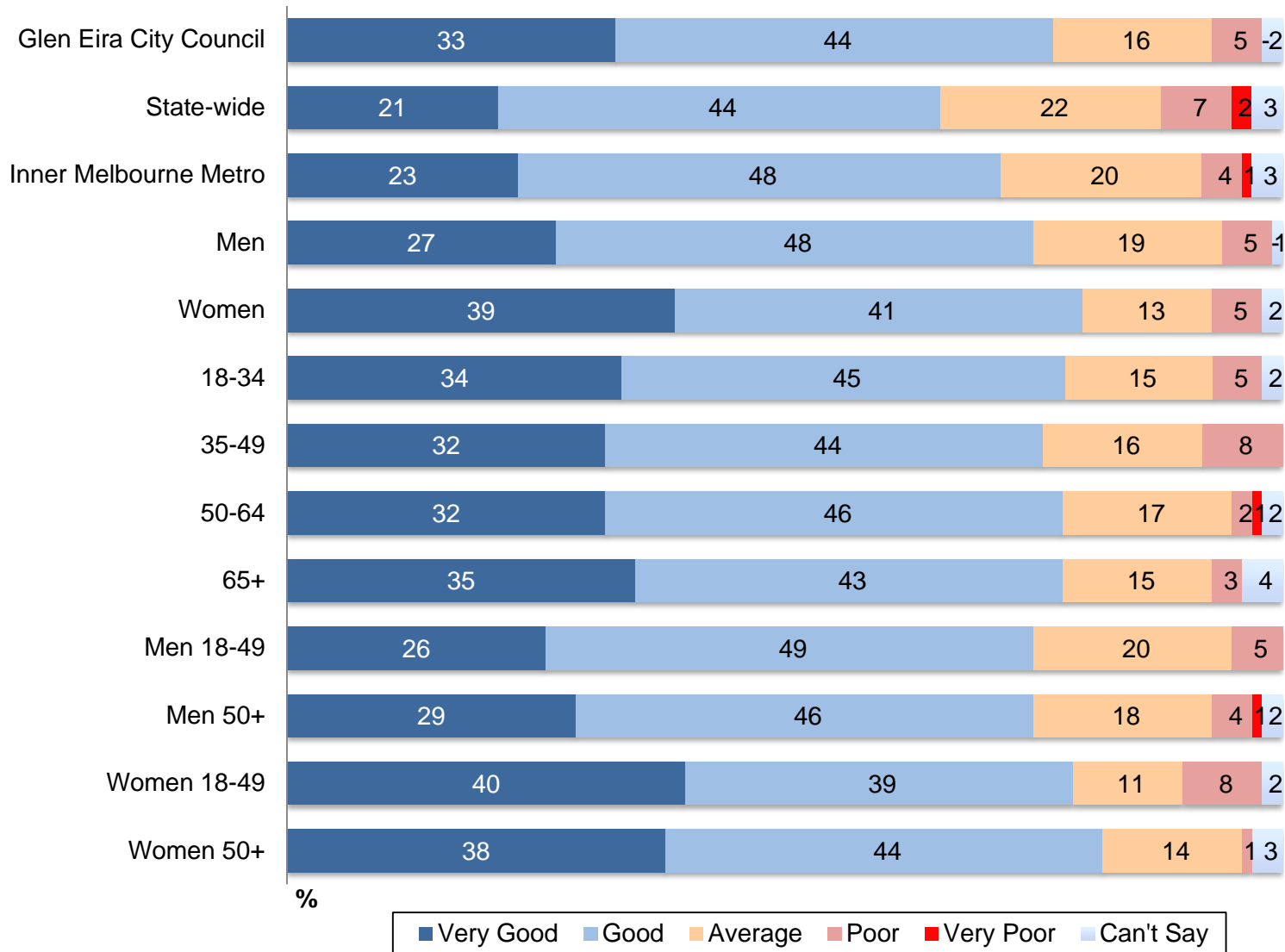


■ Extremely important ■ Very important ■ Fairly important ■ Not that important ■ Not at all important ■ Can't say

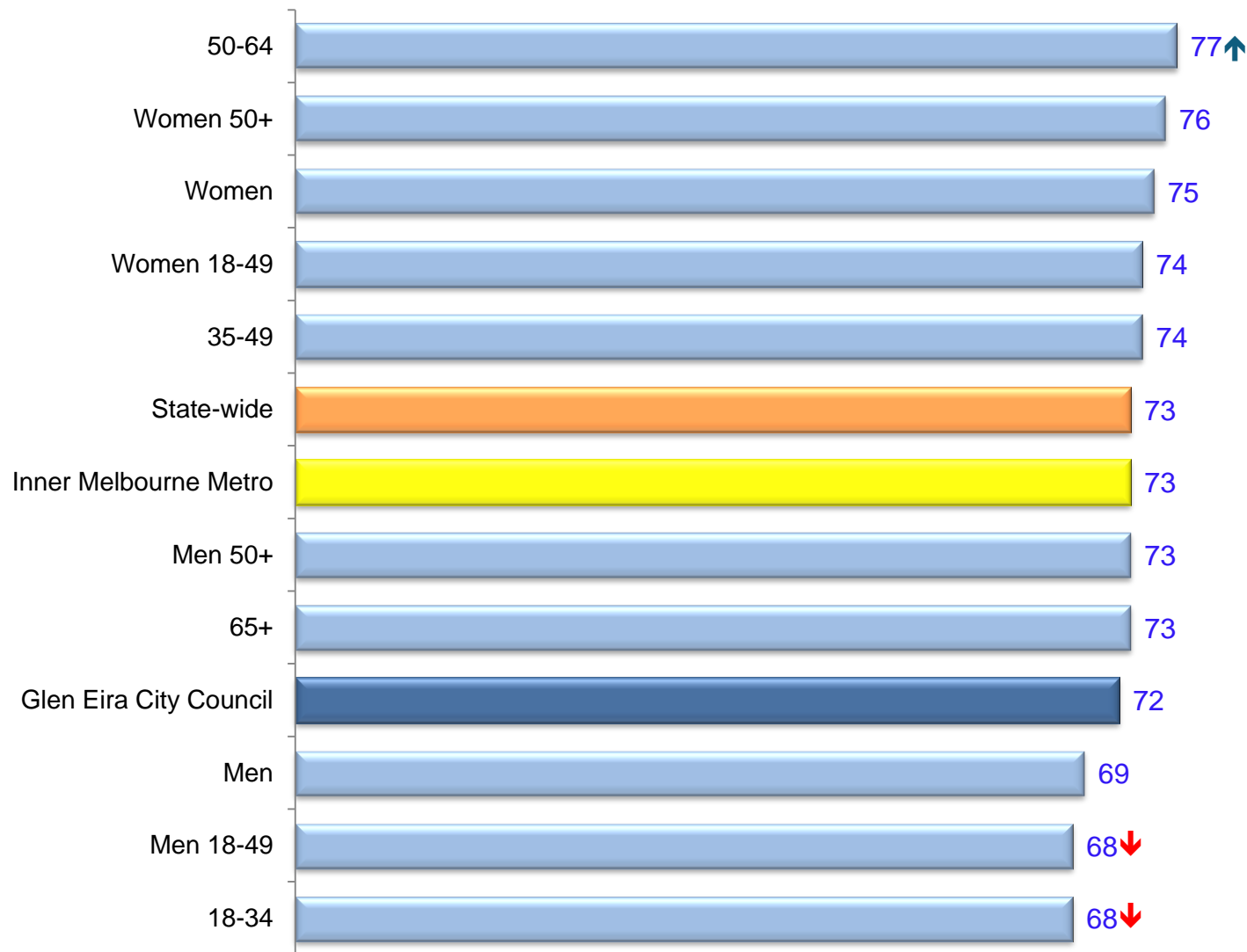
Recreational Facilities – Performance Index Score



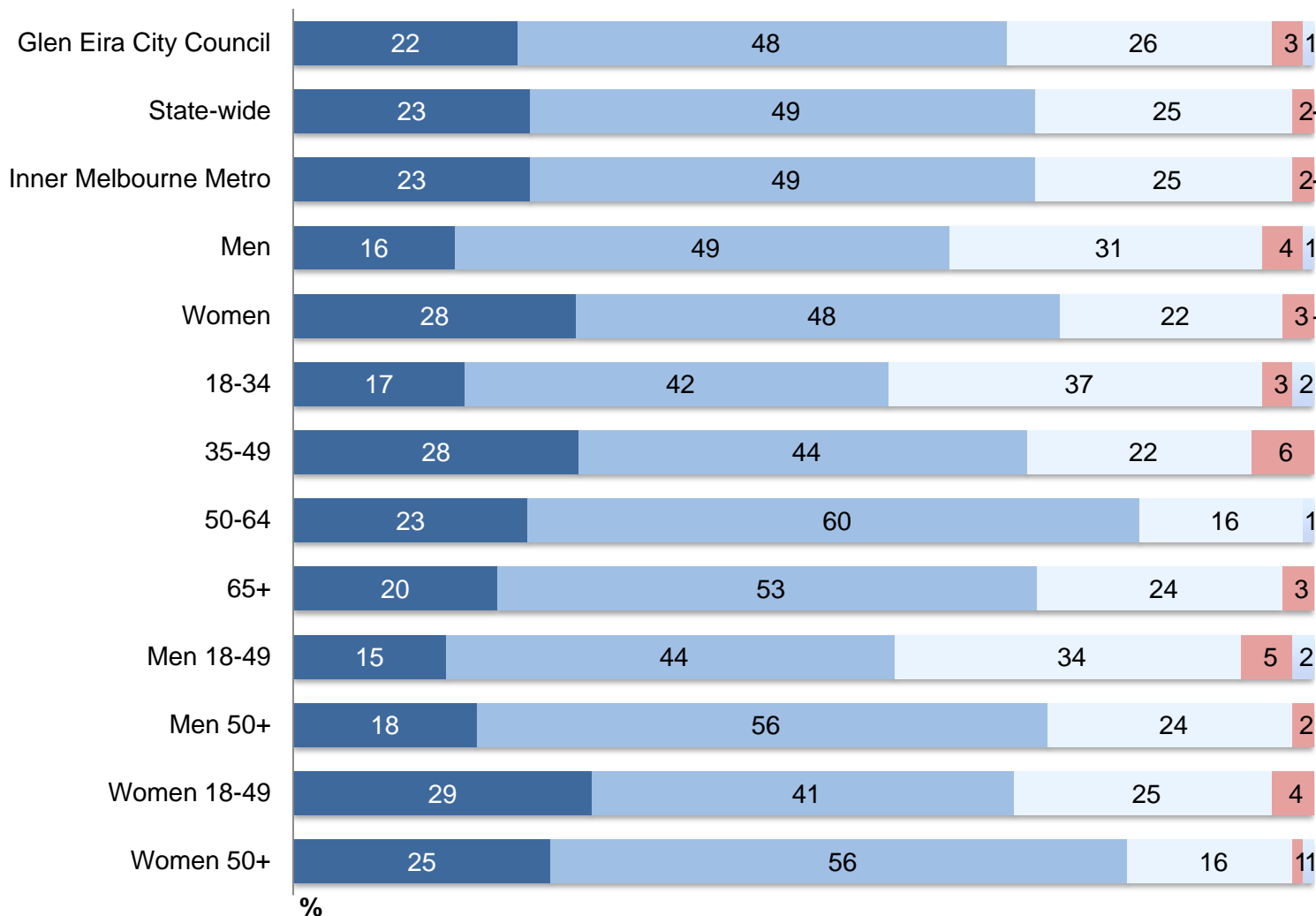
Recreational Facilities – Performance Detail



The appearance of public areas – Importance Index Score

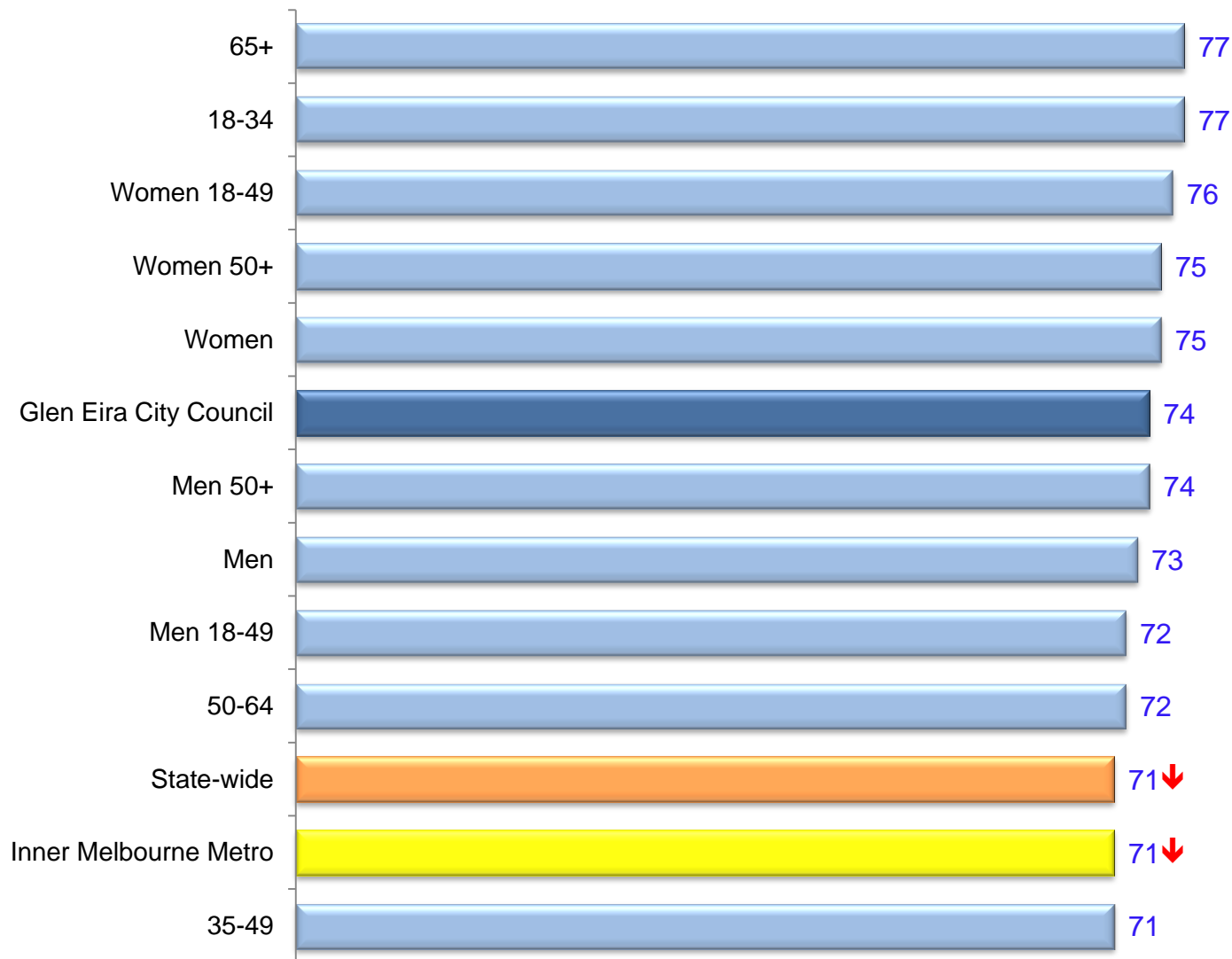


The appearance of public areas – Importance Detail

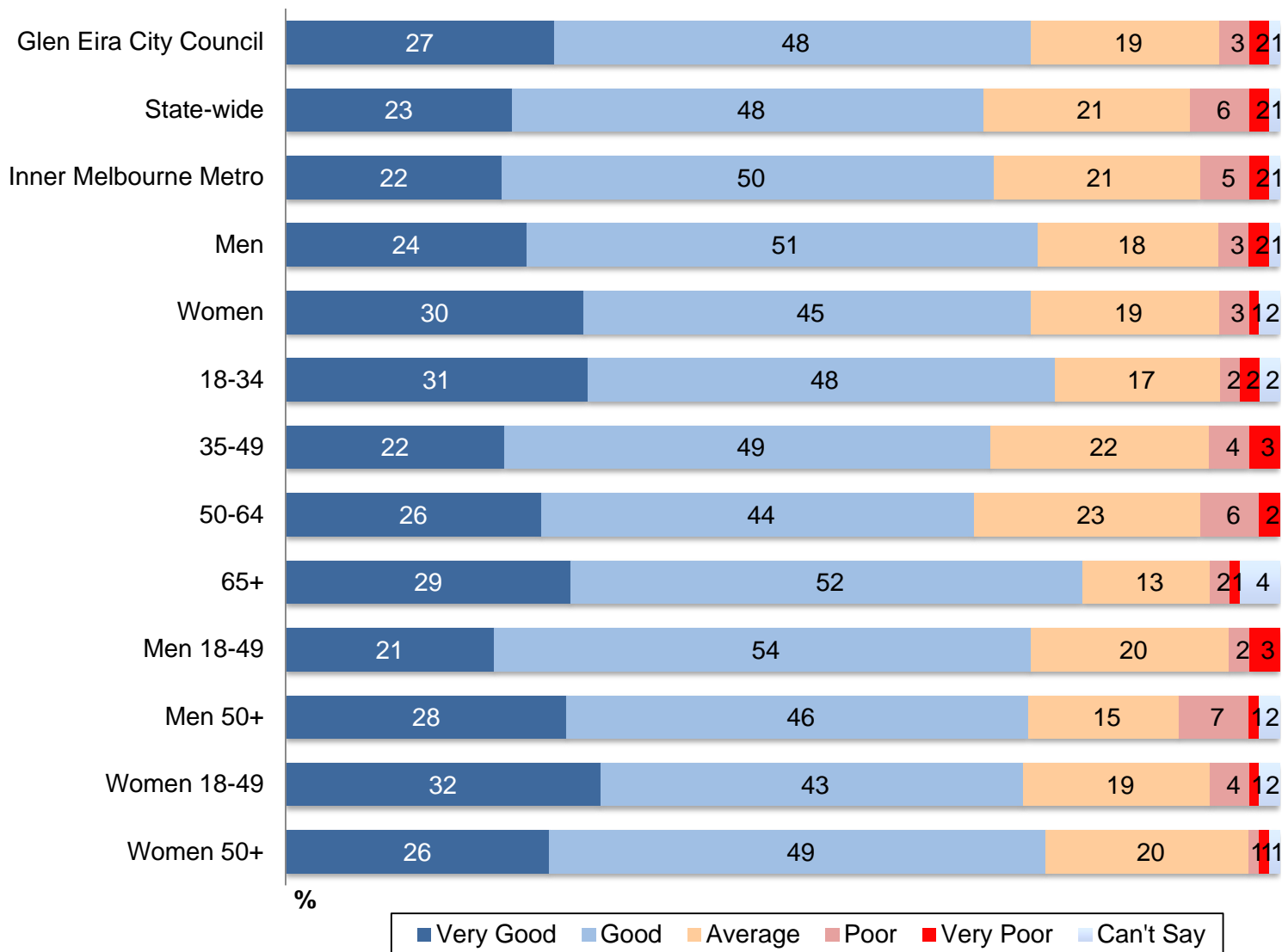


■ Extremely important ■ Very important ■ Fairly important ■ Not that important ■ Not at all important ■ Can't say

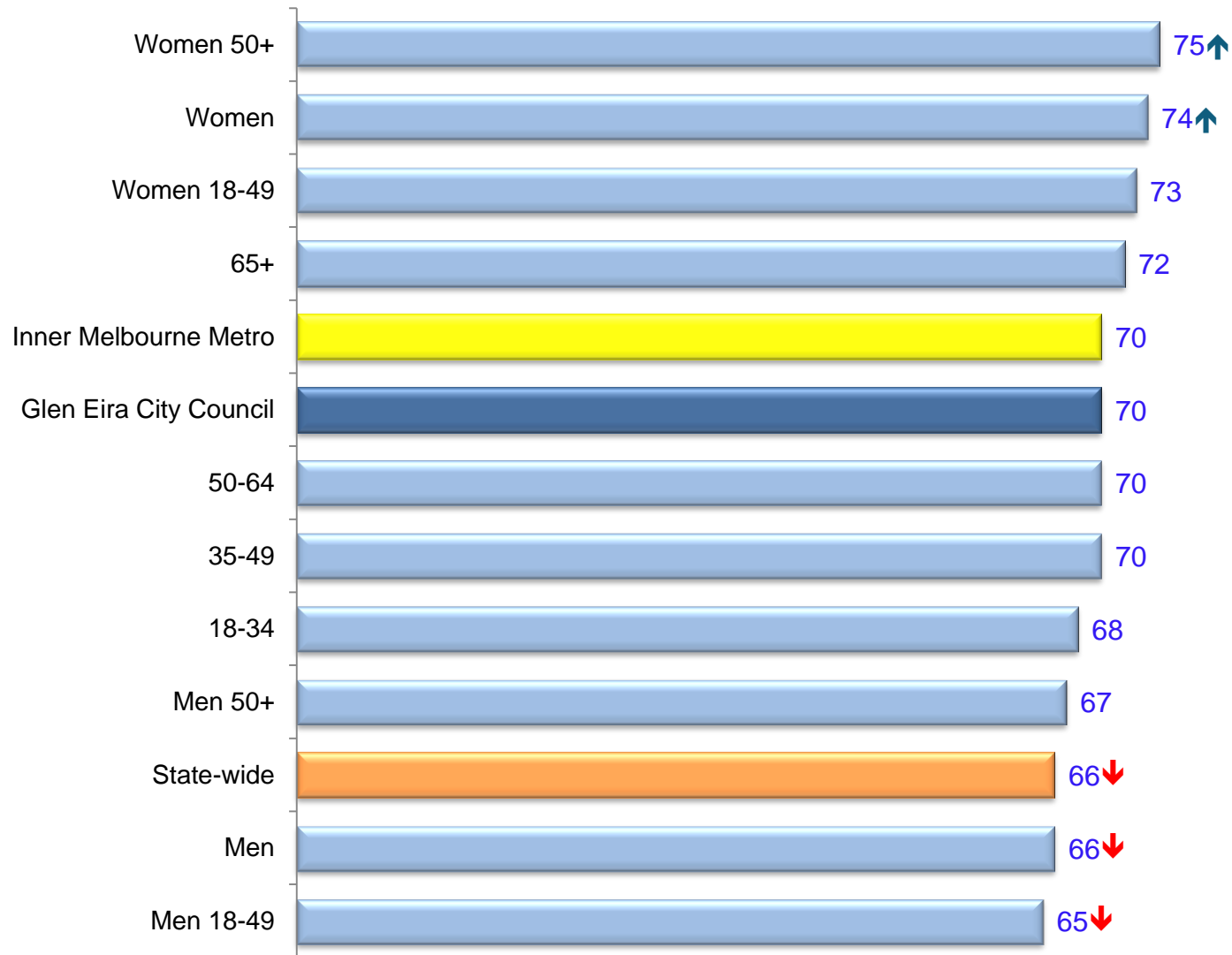
The appearance of public areas – Performance Index Score



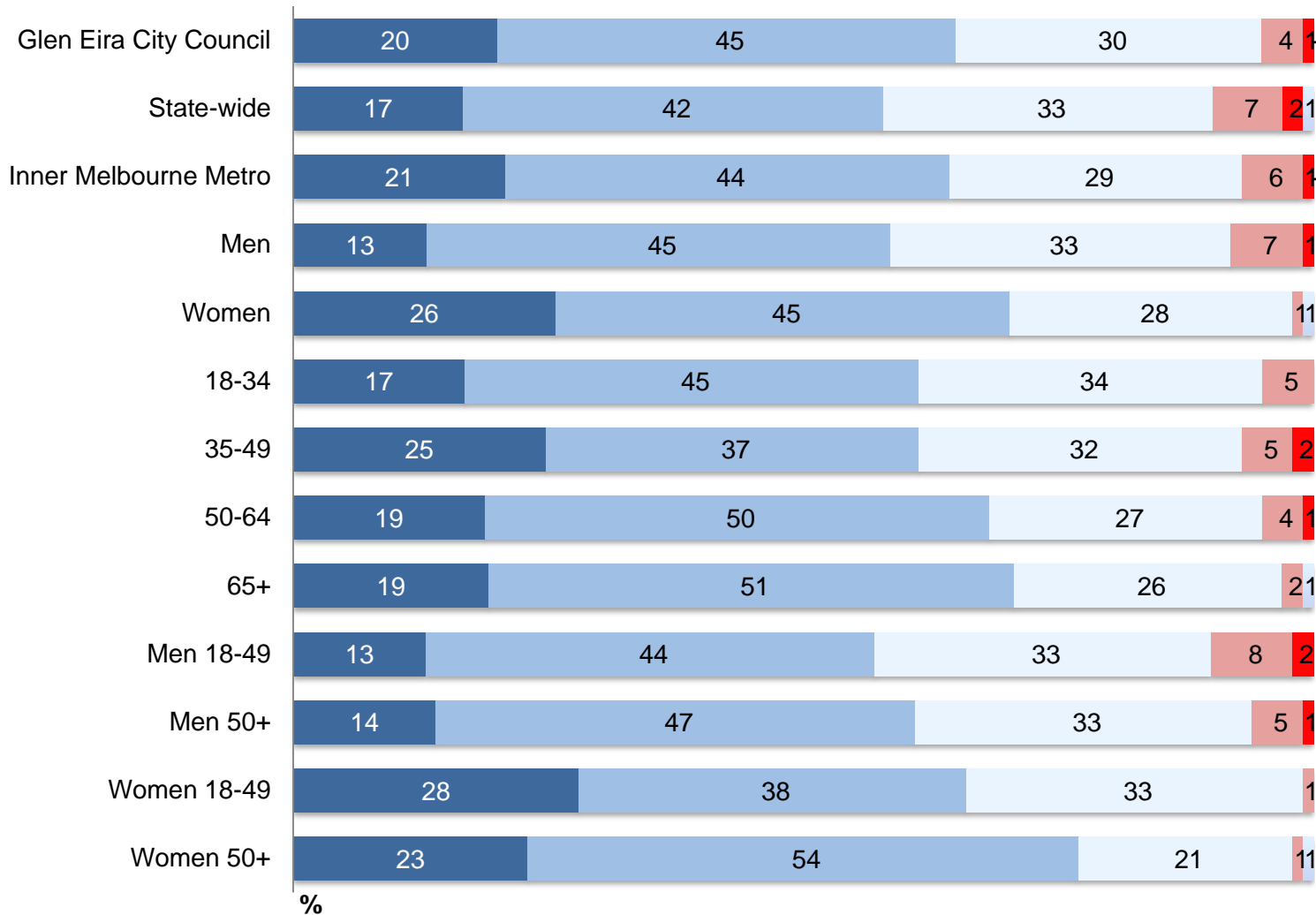
The appearance of public areas – Performance Detail



Art Centres and Libraries – Importance Index Score



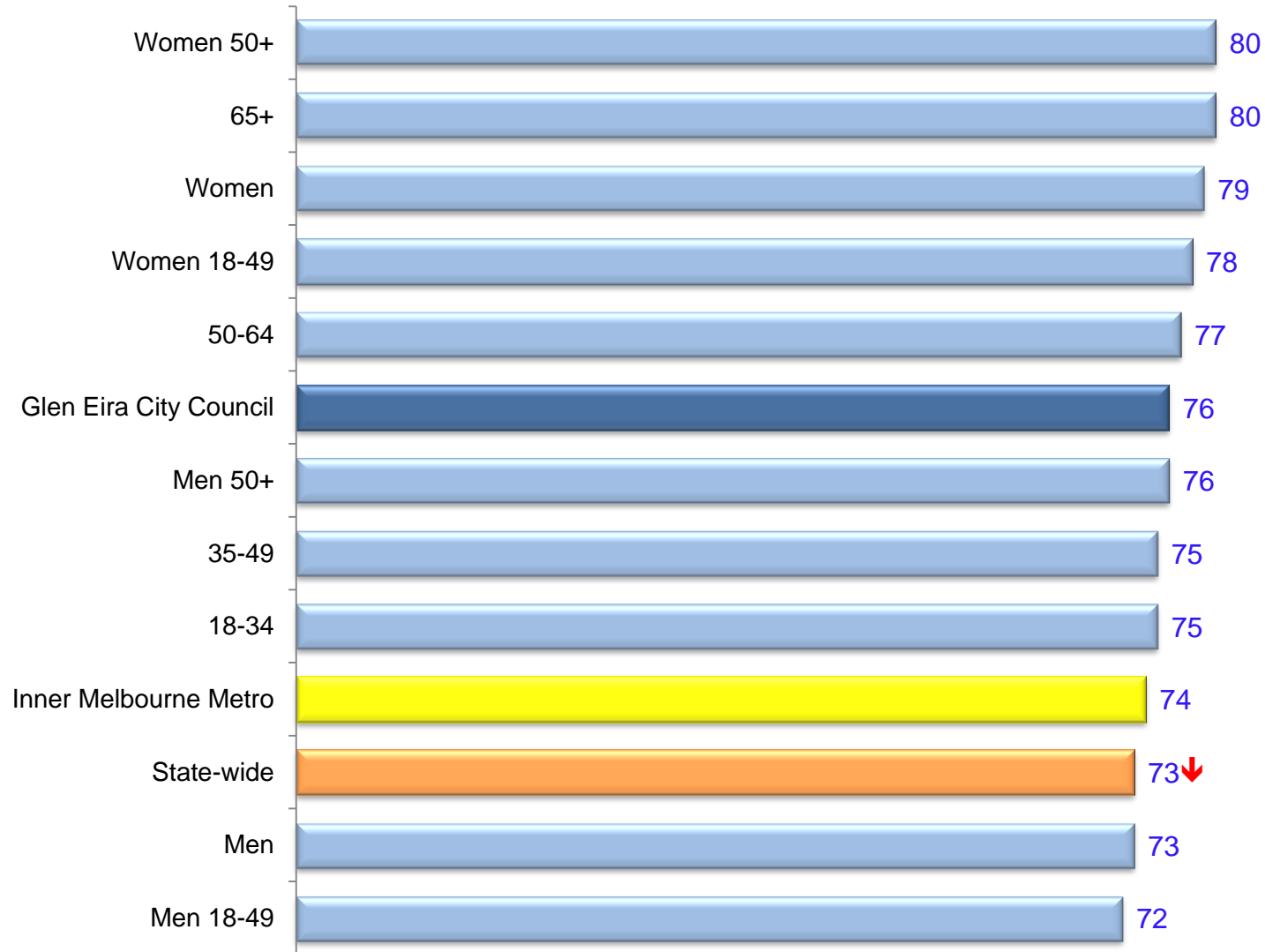
Art Centres and Libraries – Importance Detail



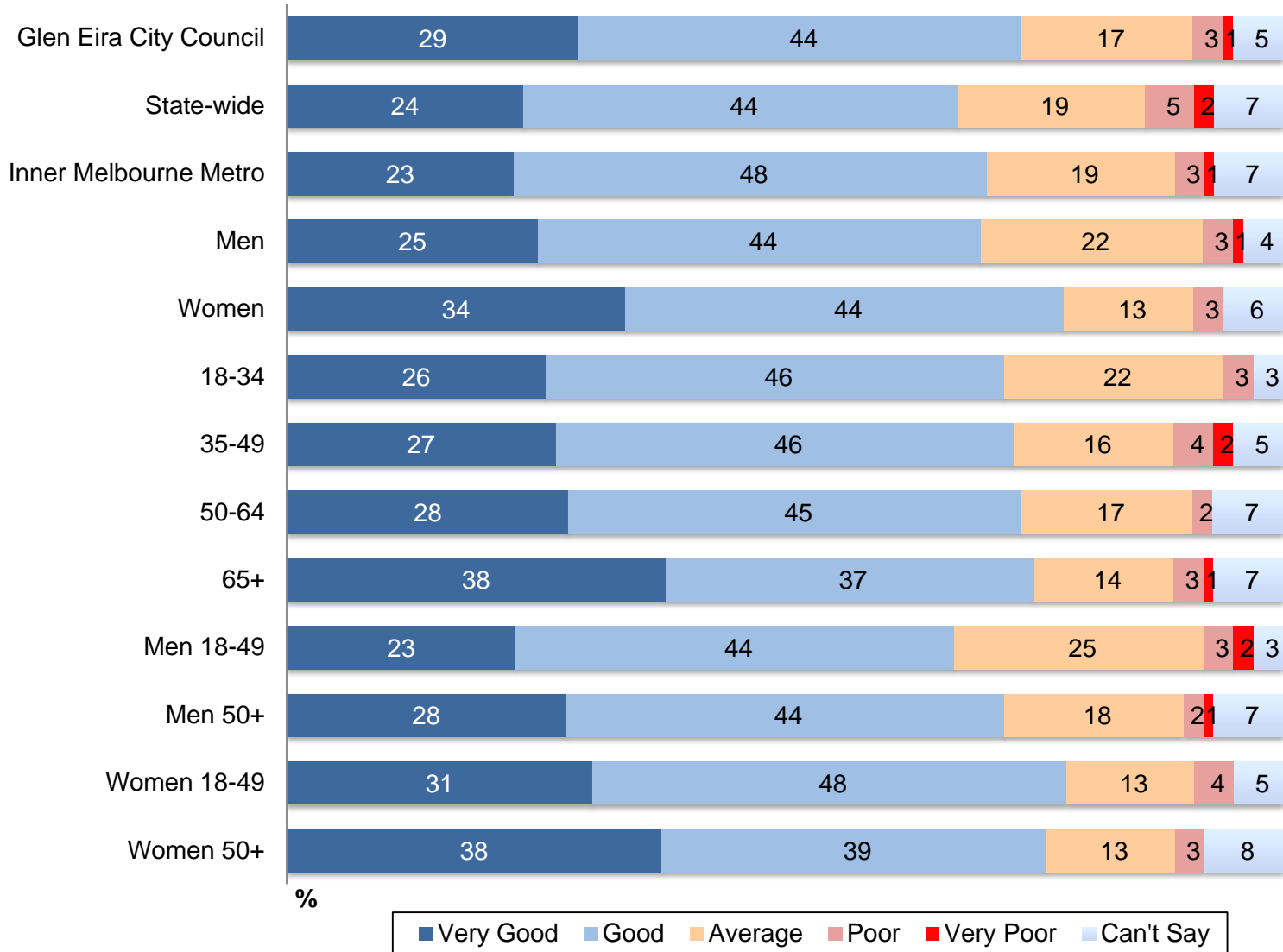
Q1. Firstly, how important should 'Art Centres and Libraries' be as a responsibility for Council?

Base: All respondents. Councils asked statewide: 29 Councils asked group: 8

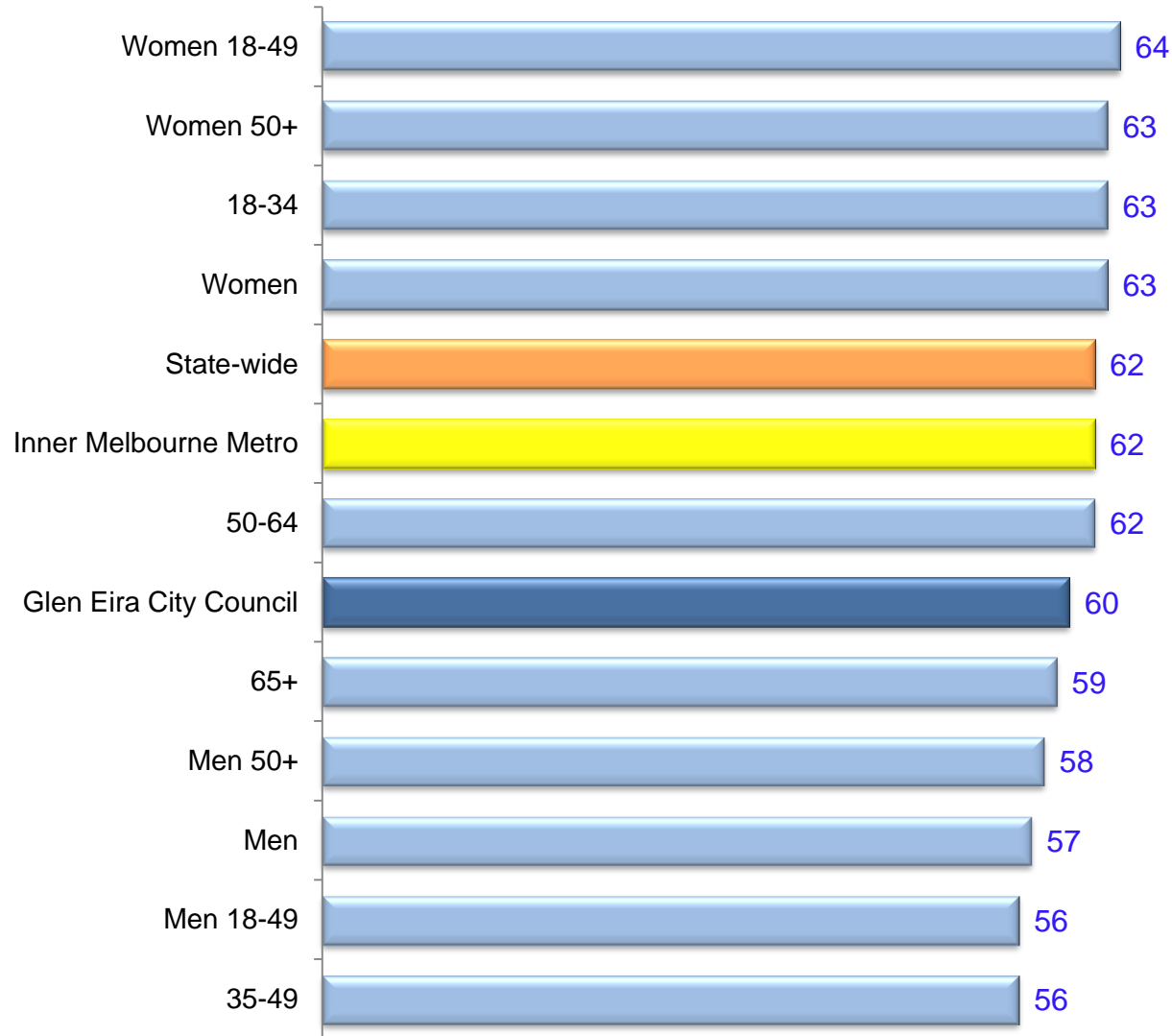
Art Centres and Libraries – Performance Index Score



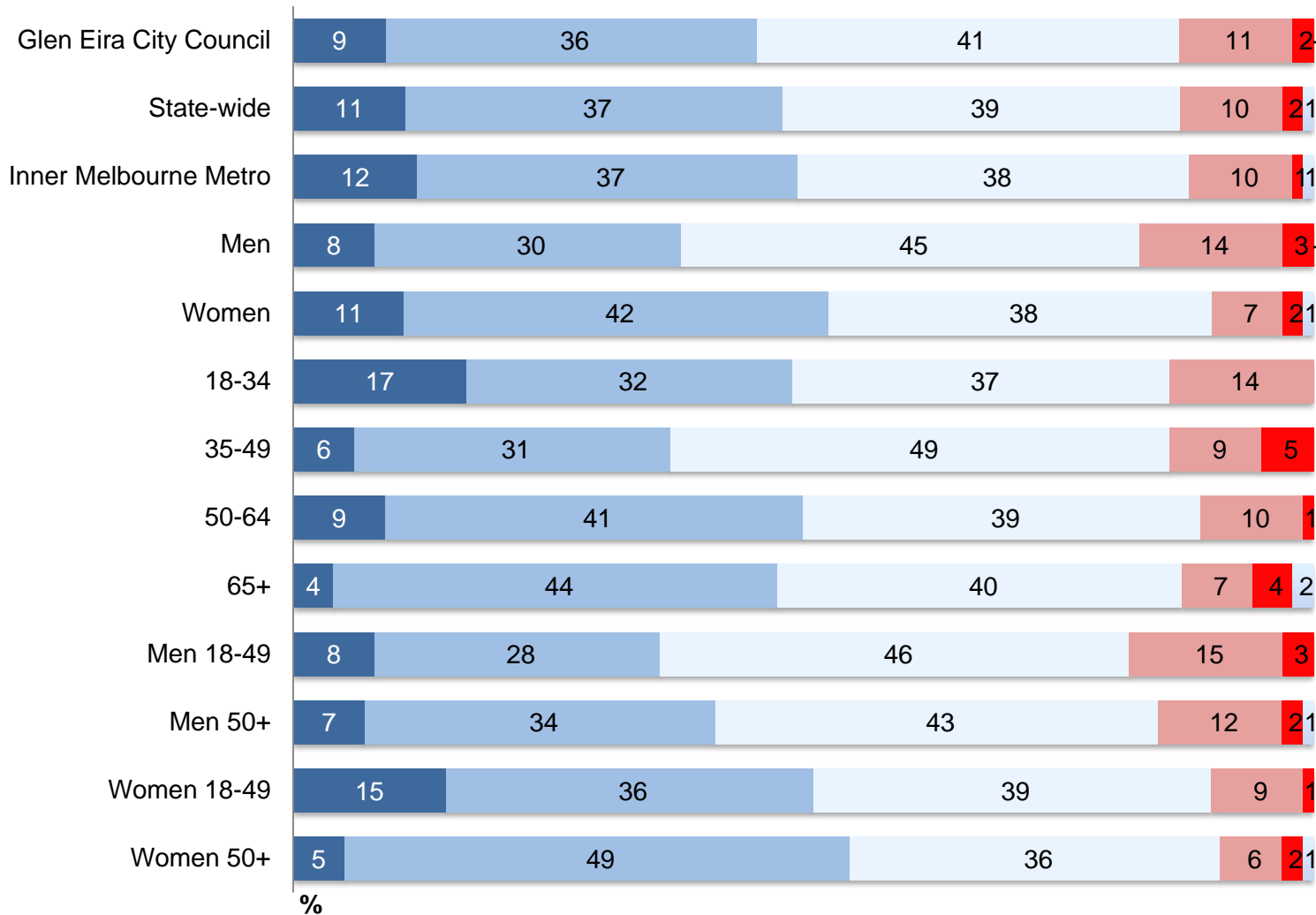
Art Centres and Libraries – Performance Detail



Community and Cultural Activities – Importance Index Score

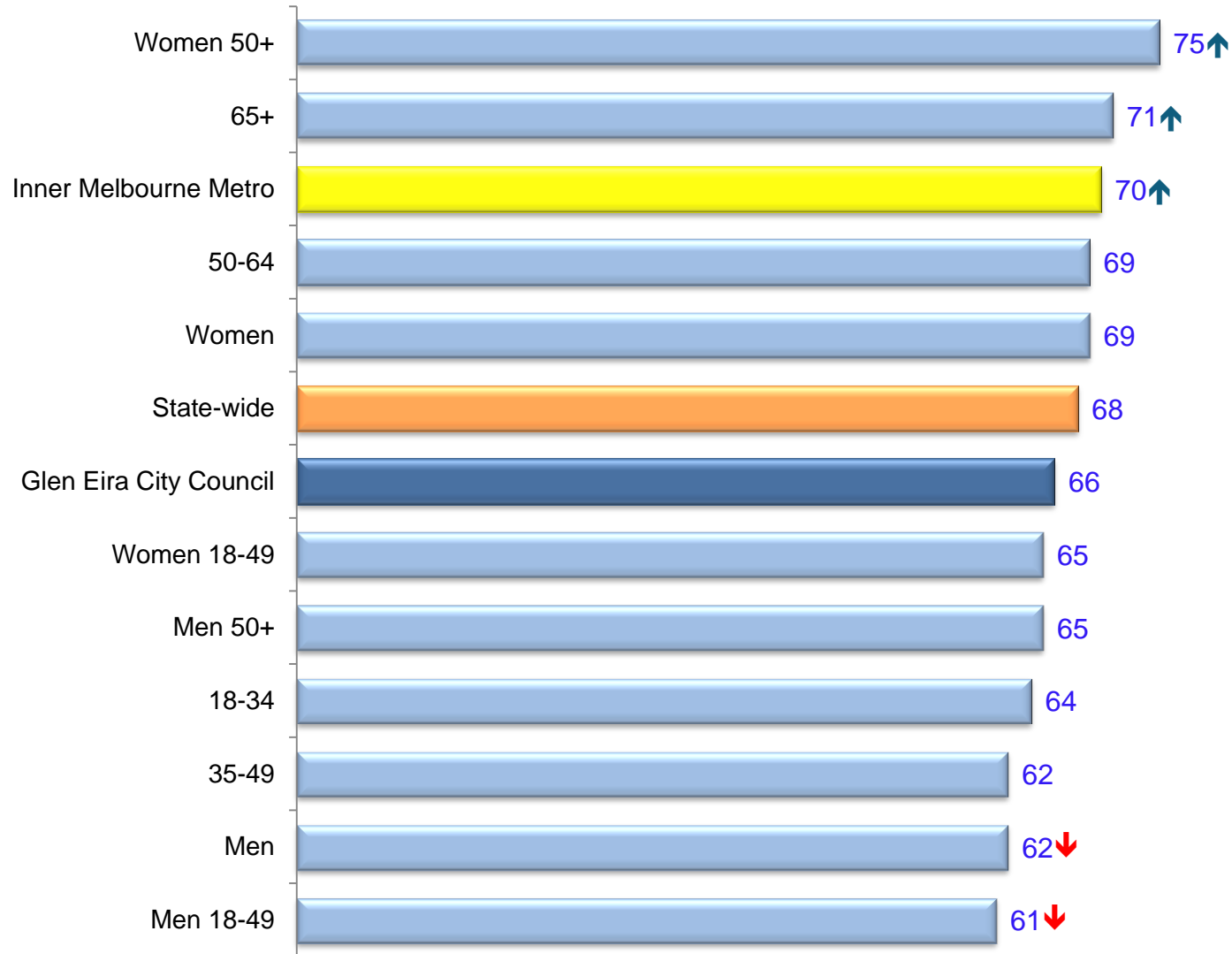


Community and Cultural Activities – Importance Detail

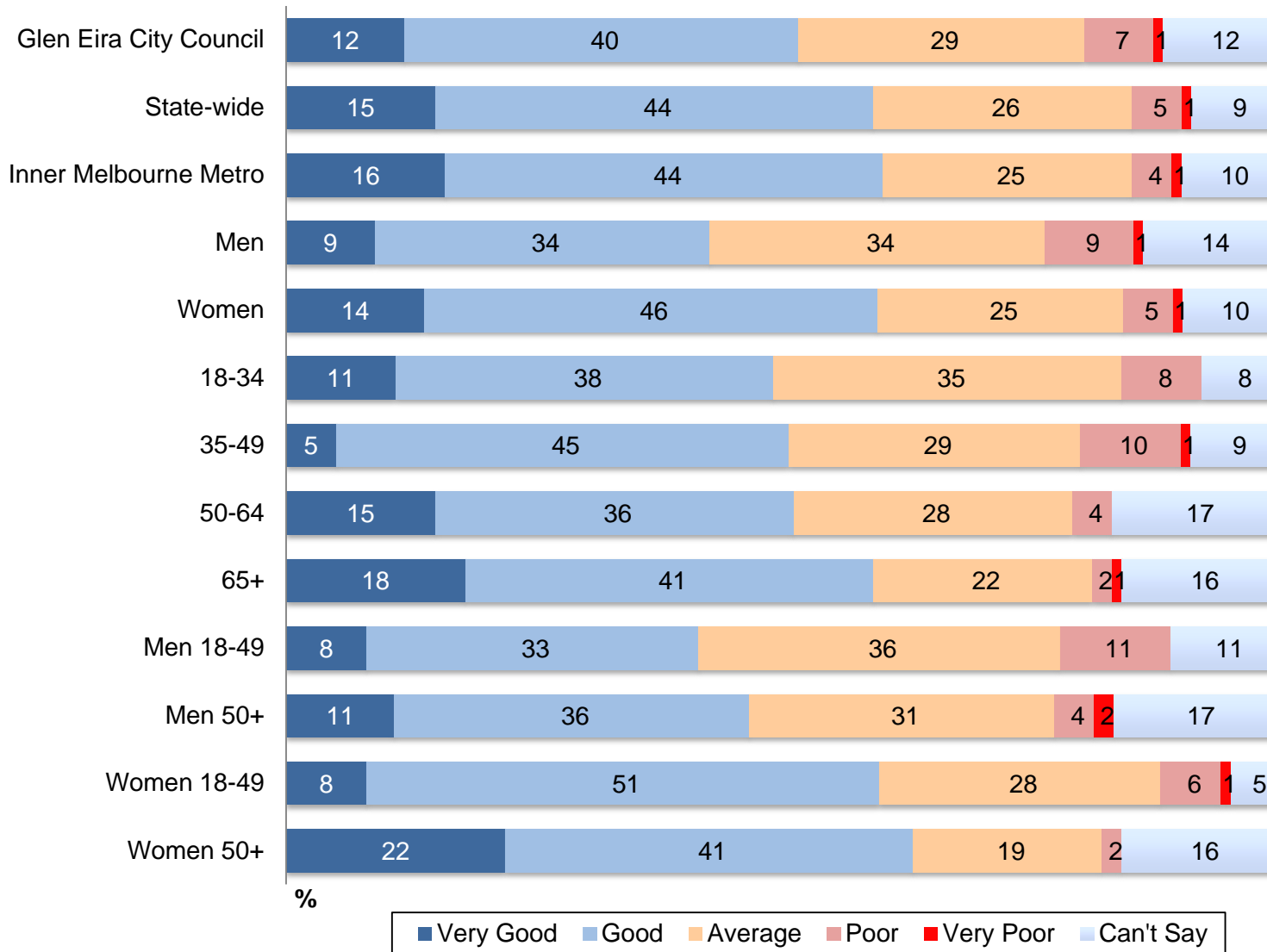


■ Extremely important ■ Very important ■ Fairly important ■ Not that important ■ Not at all important ■ Can't say

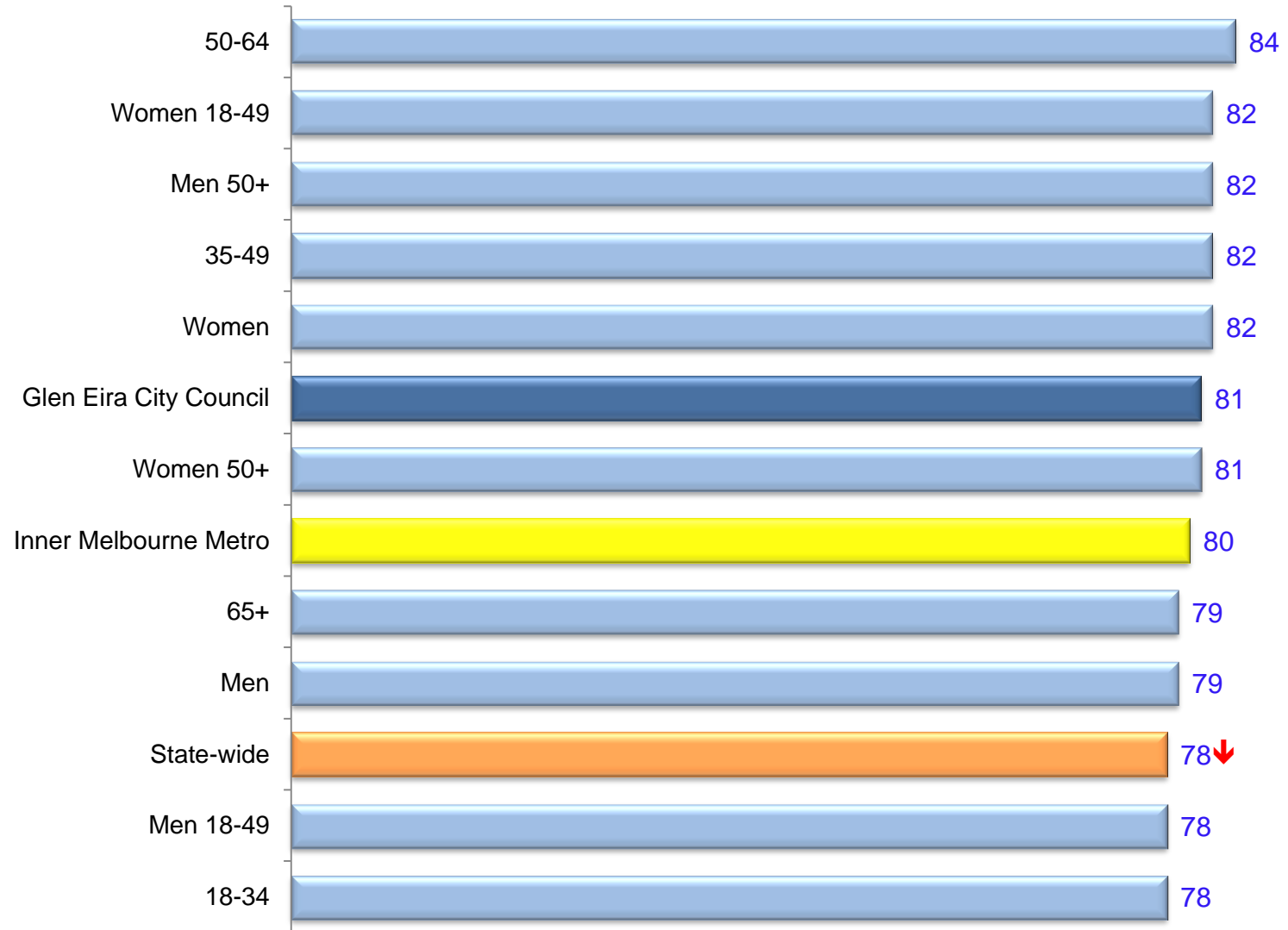
Community and Cultural Activities – Performance Index Score



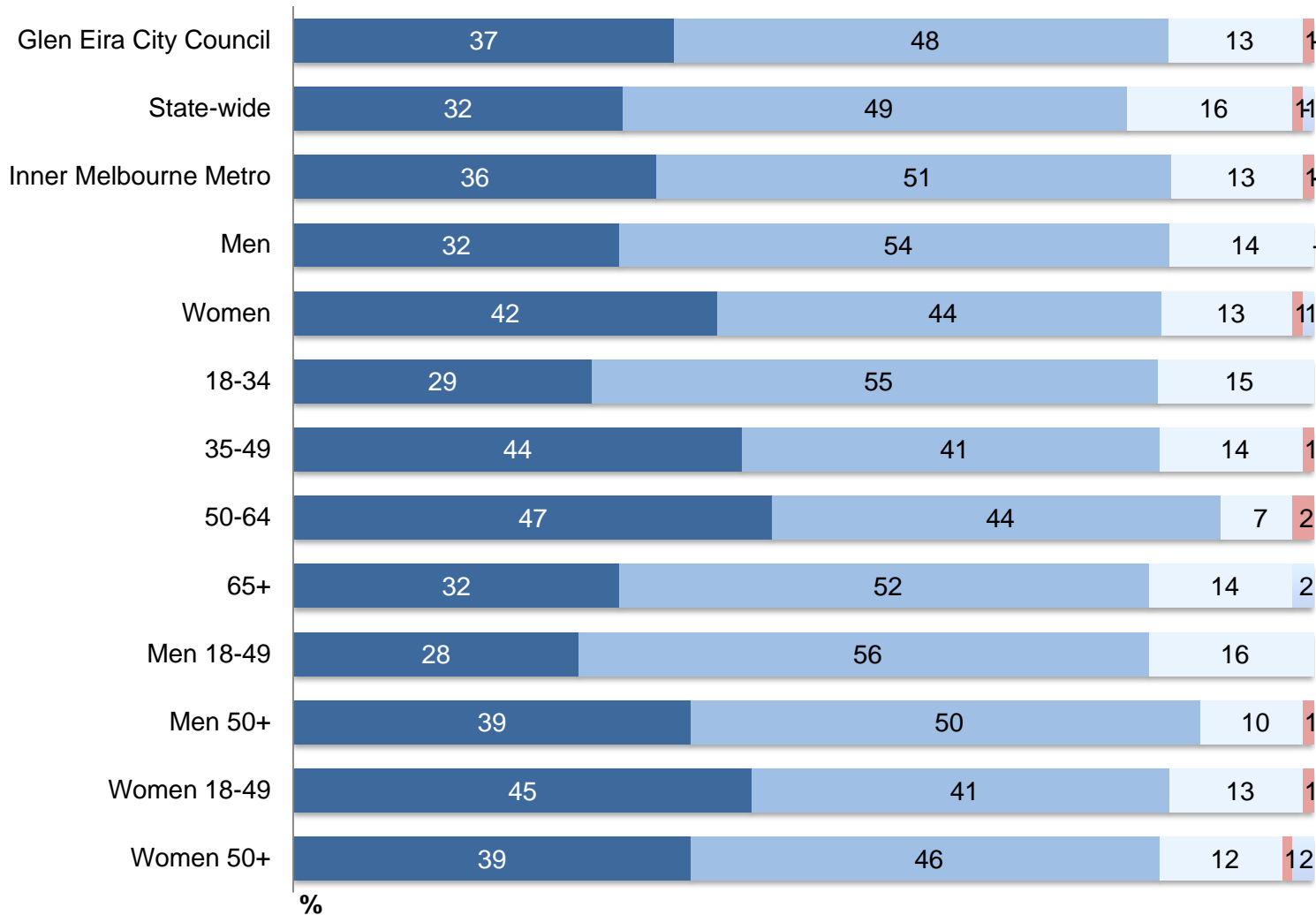
Community and Cultural Activities – Performance Detail



Waste Management – Importance Index Score

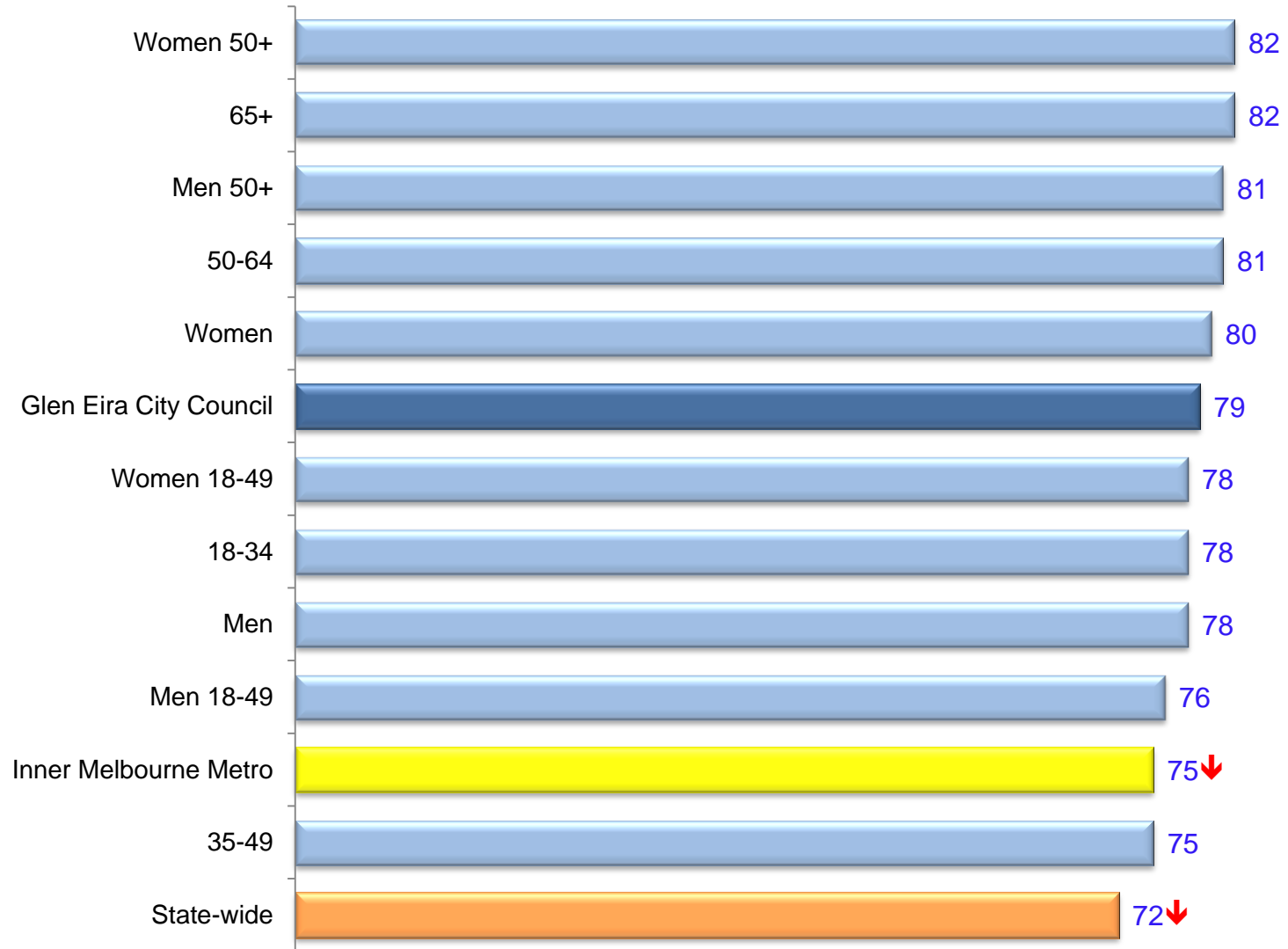


Waste Management – Importance Detail

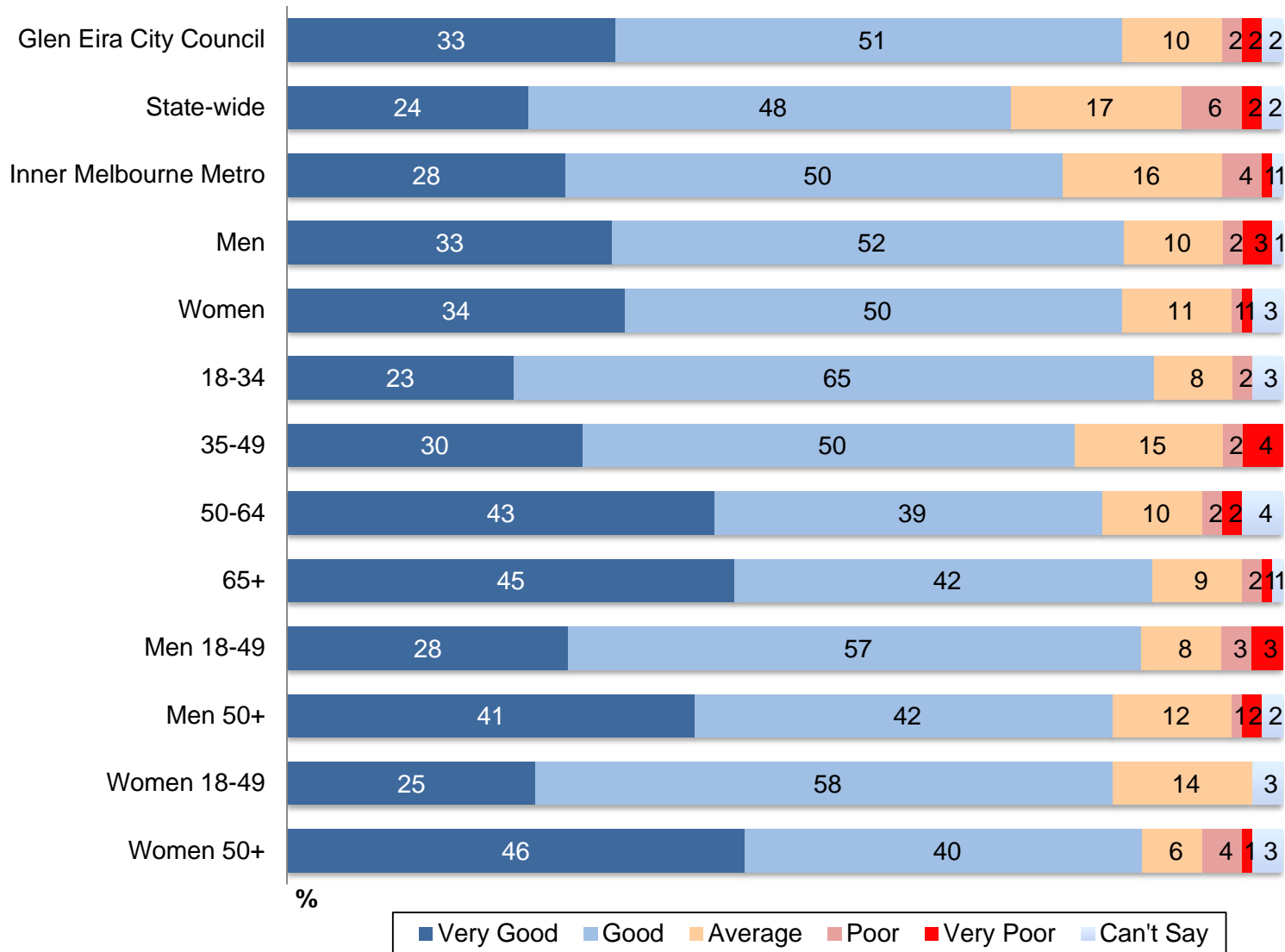


■ Extremely important
 ■ Very important
 ■ Fairly important
 ■ Not that important
 ■ Not at all important
 ■ Can't say

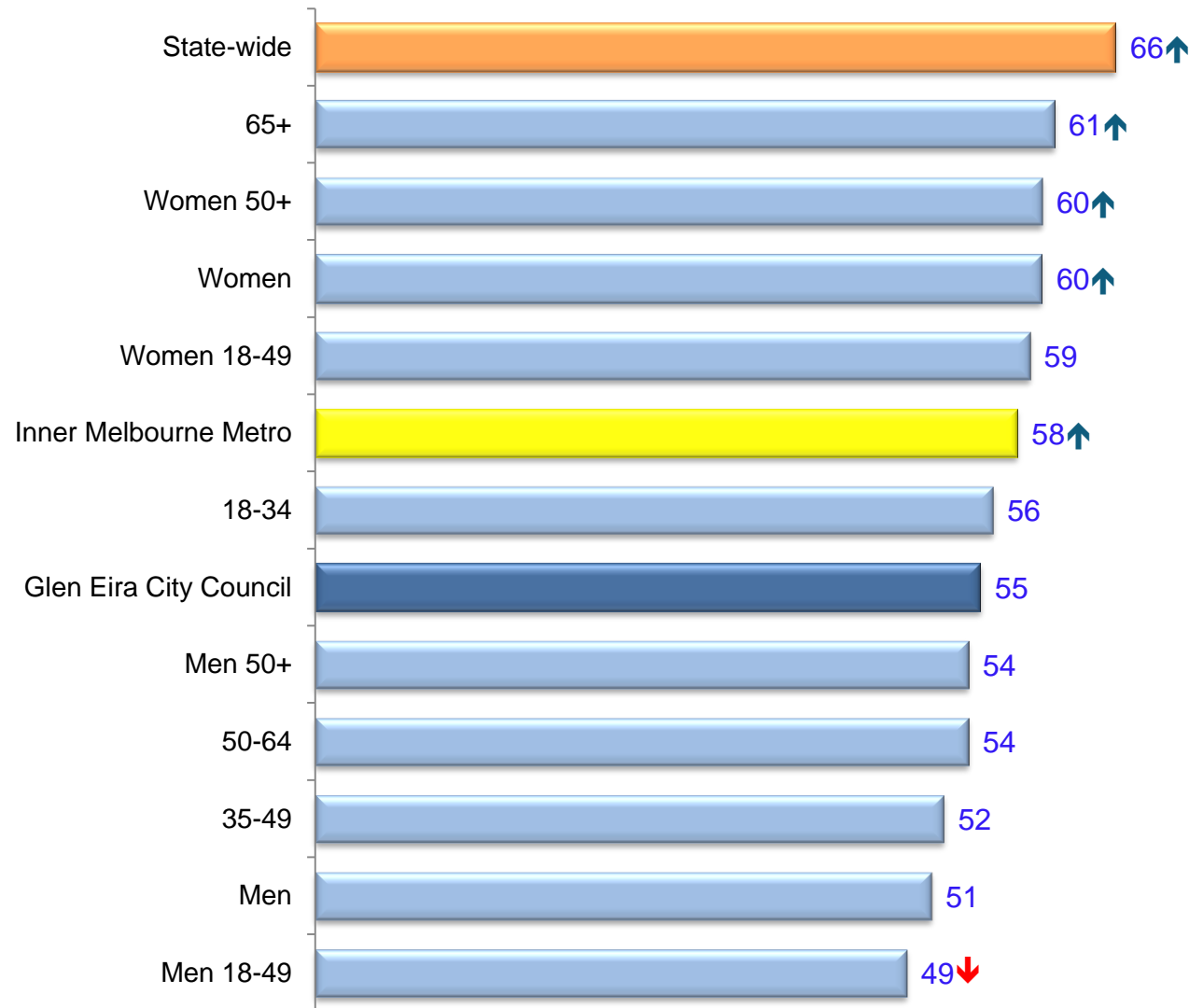
Waste Management – Performance Index Score



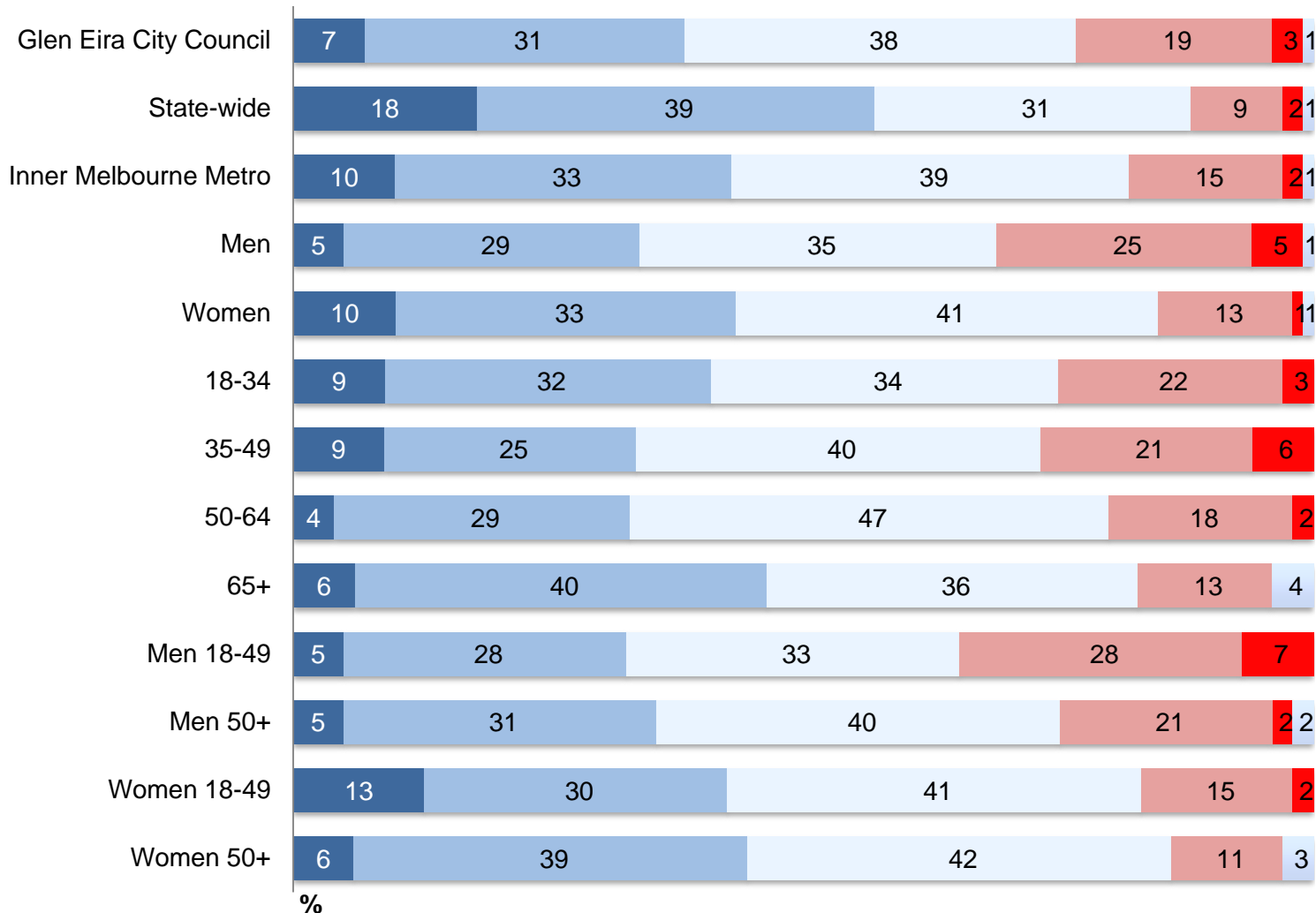
Waste Management – Performance Detail



Business and community development and tourism – Importance Index Score

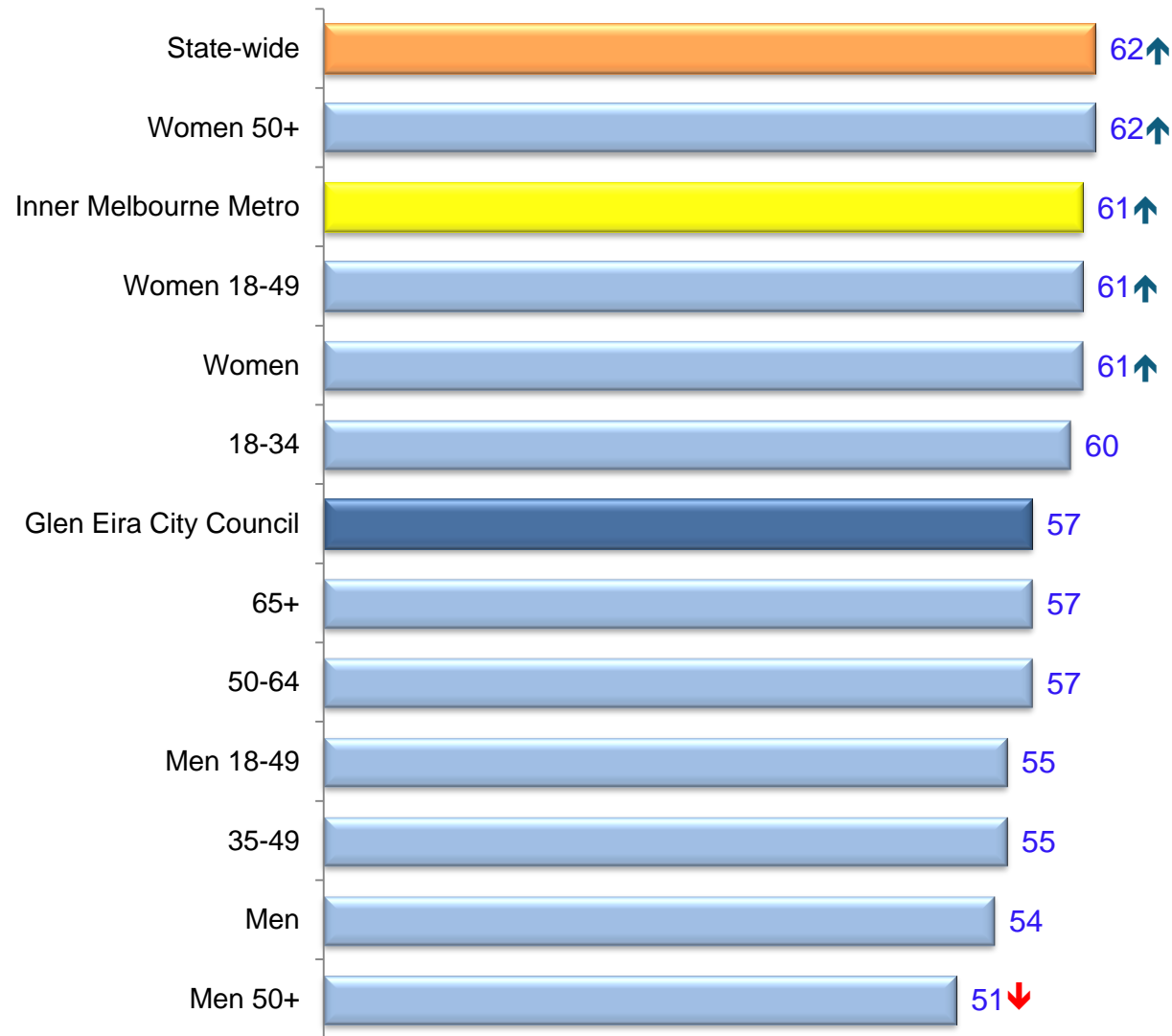


Business and community development and tourism – Importance Detail

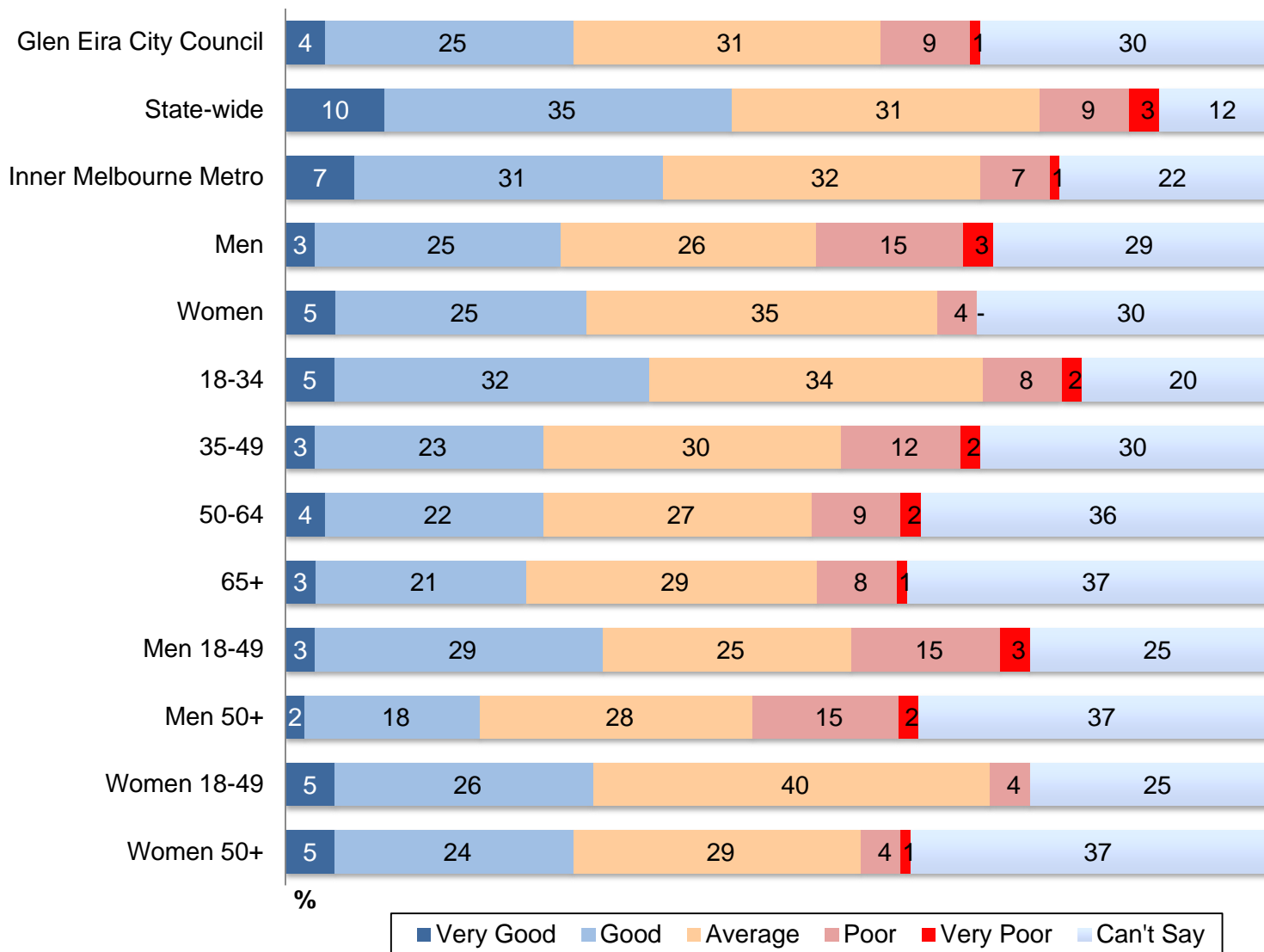


■ Extremely important ■ Very important ■ Fairly important ■ Not that important ■ Not at all important ■ Can't say

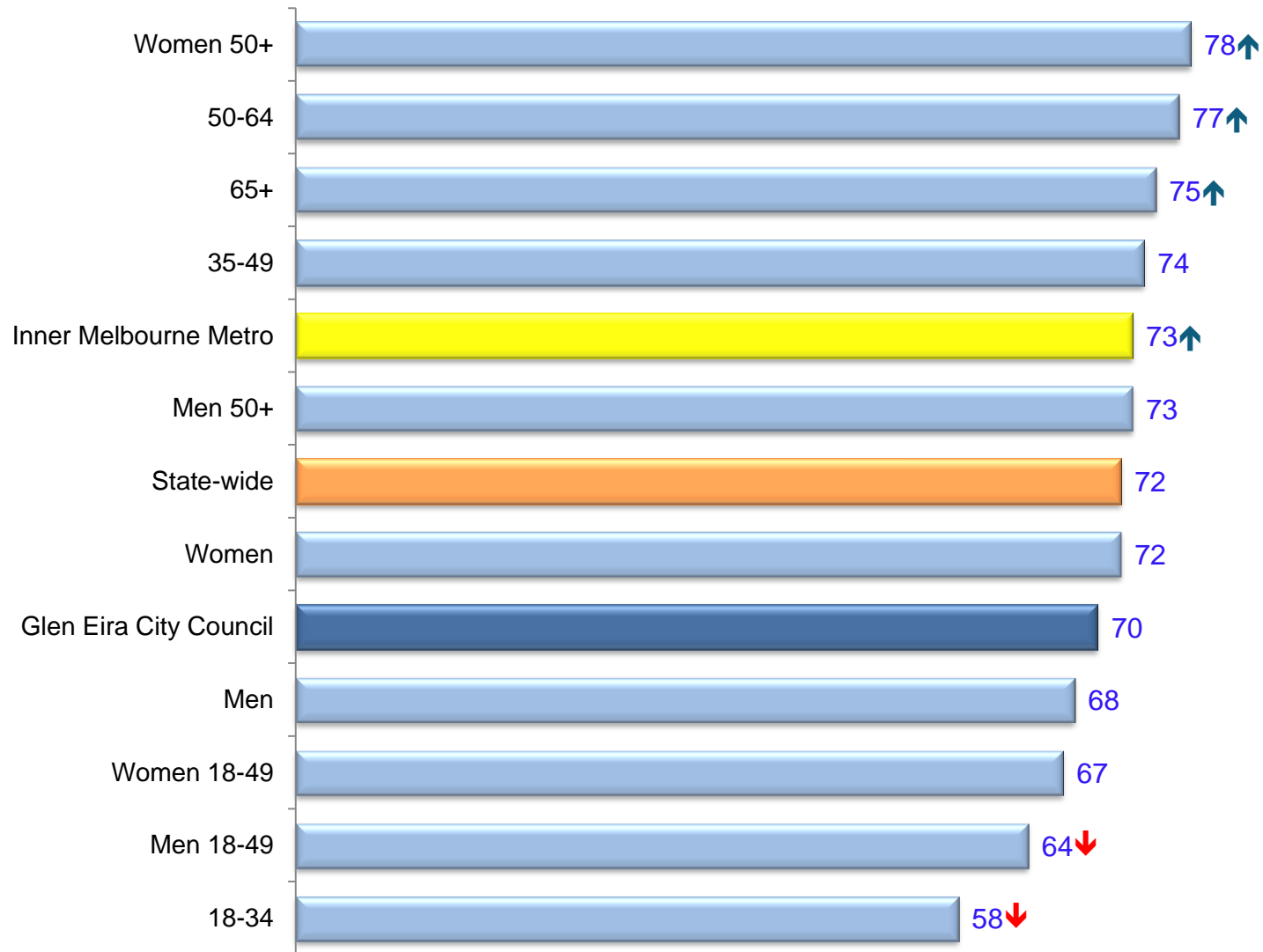
Business and community development and tourism – Performance Index Score



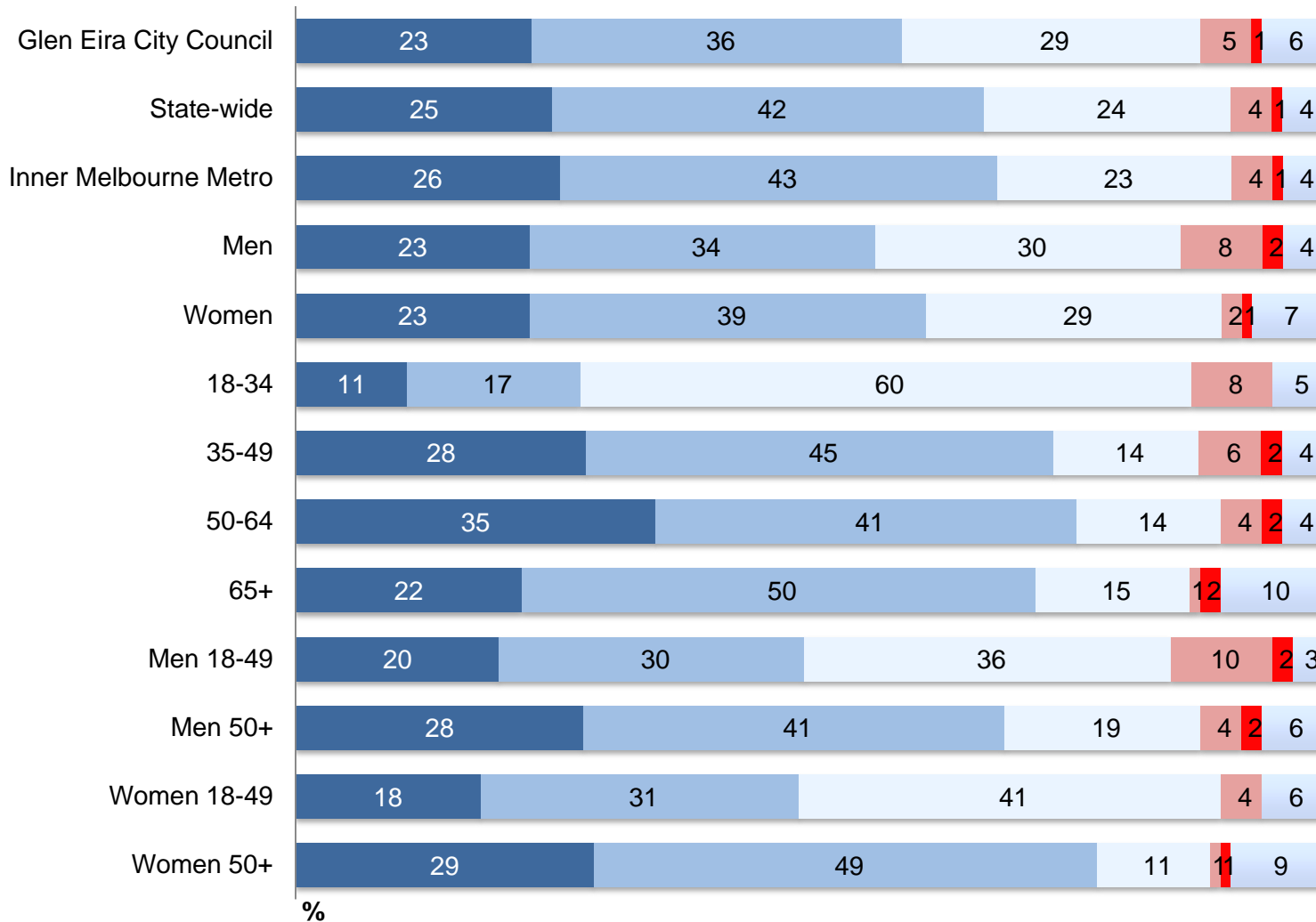
Business and community development and tourism – Performance Detail



Council's general town planning policy – Importance Index Score

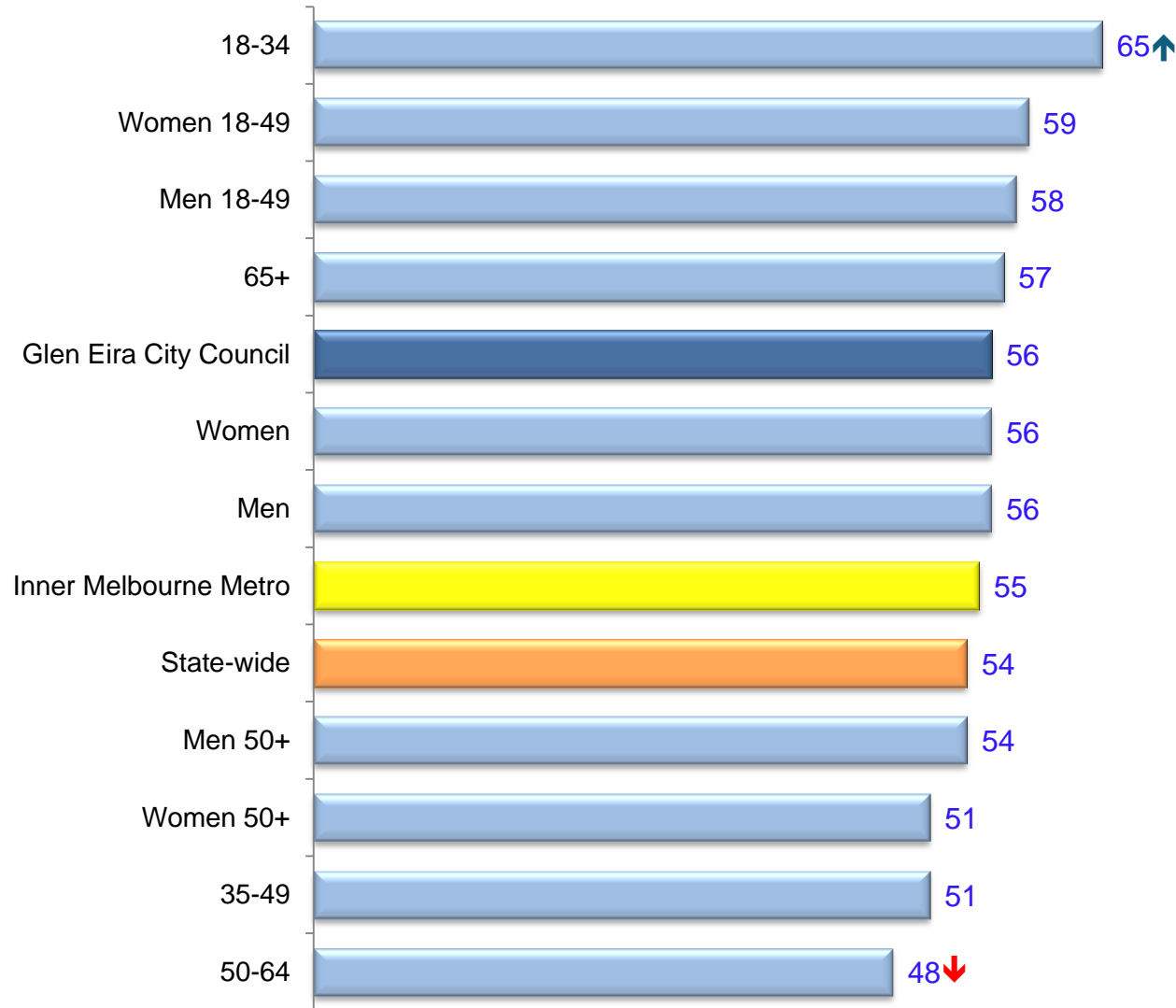


Council's general town planning policy – Importance Detail

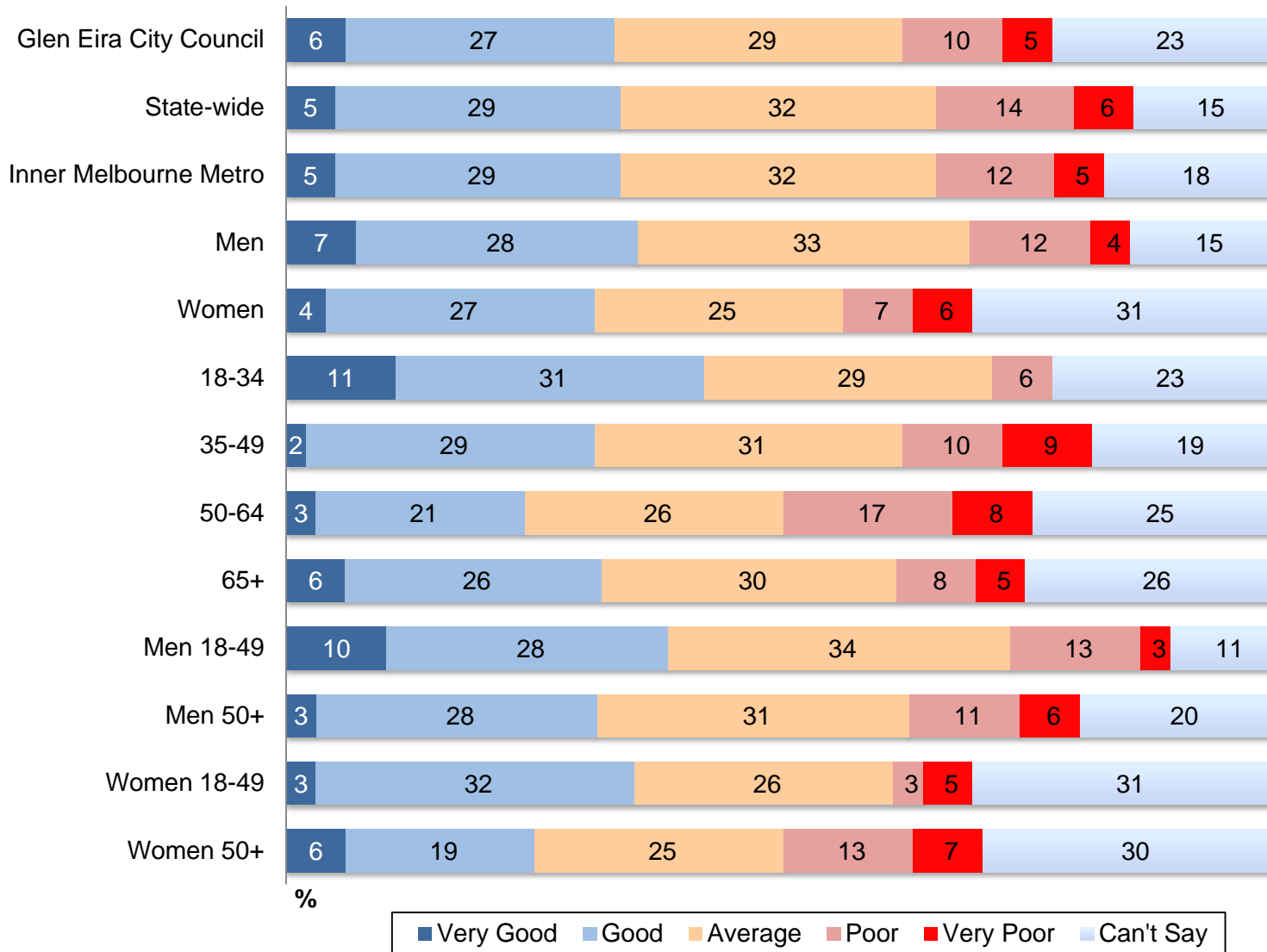


■ Extremely important ■ Very important ■ Fairly important ■ Not that important ■ Not at all important ■ Can't say

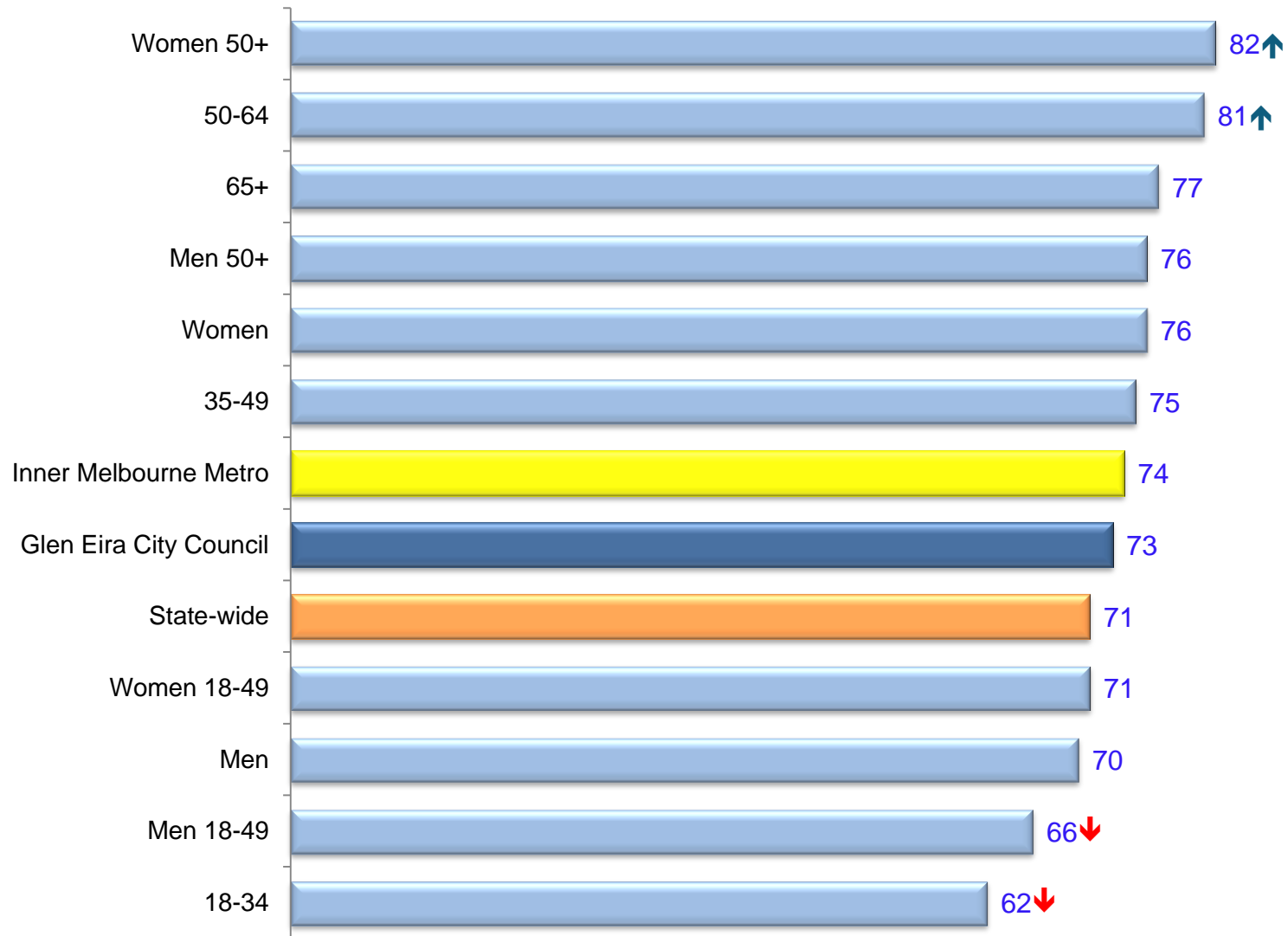
Council's general town planning policy – Performance Index Score



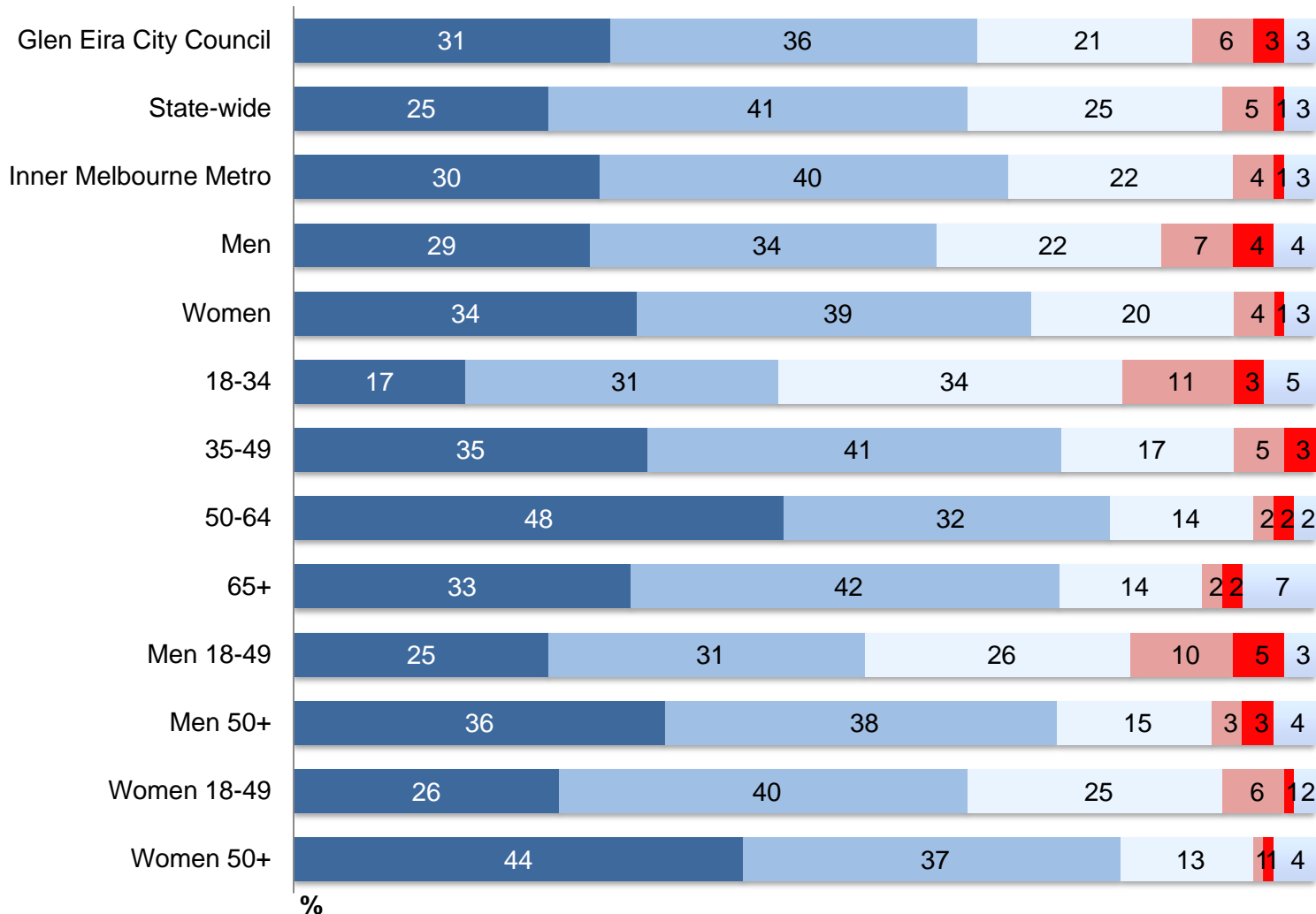
Council's general town planning policy – Performance Detail



Planning and Building Permits – Importance Index Score

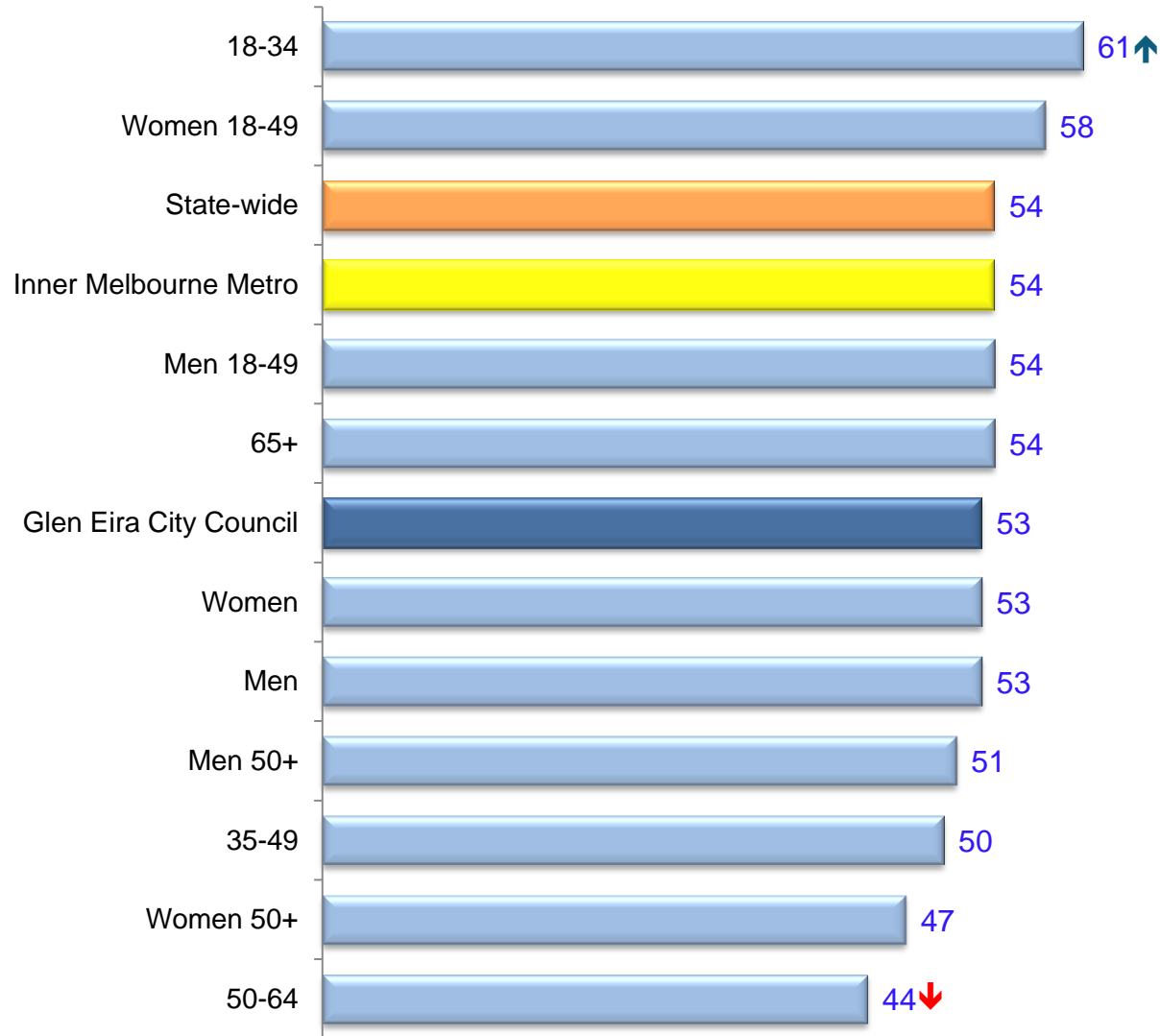


Planning and Building Permits – Importance Detail

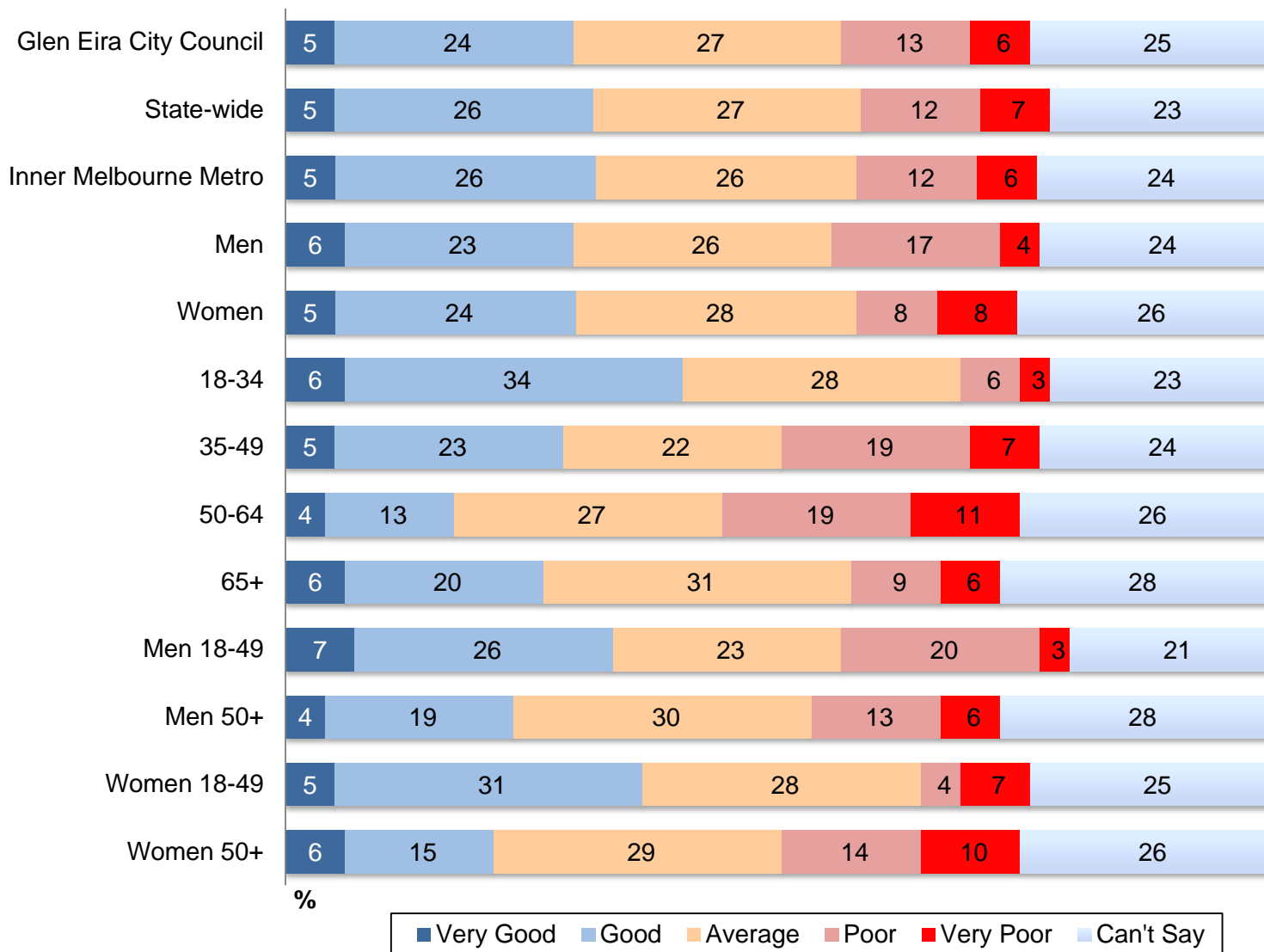


■ Extremely important ■ Very important ■ Fairly important ■ Not that important ■ Not at all important ■ Can't say

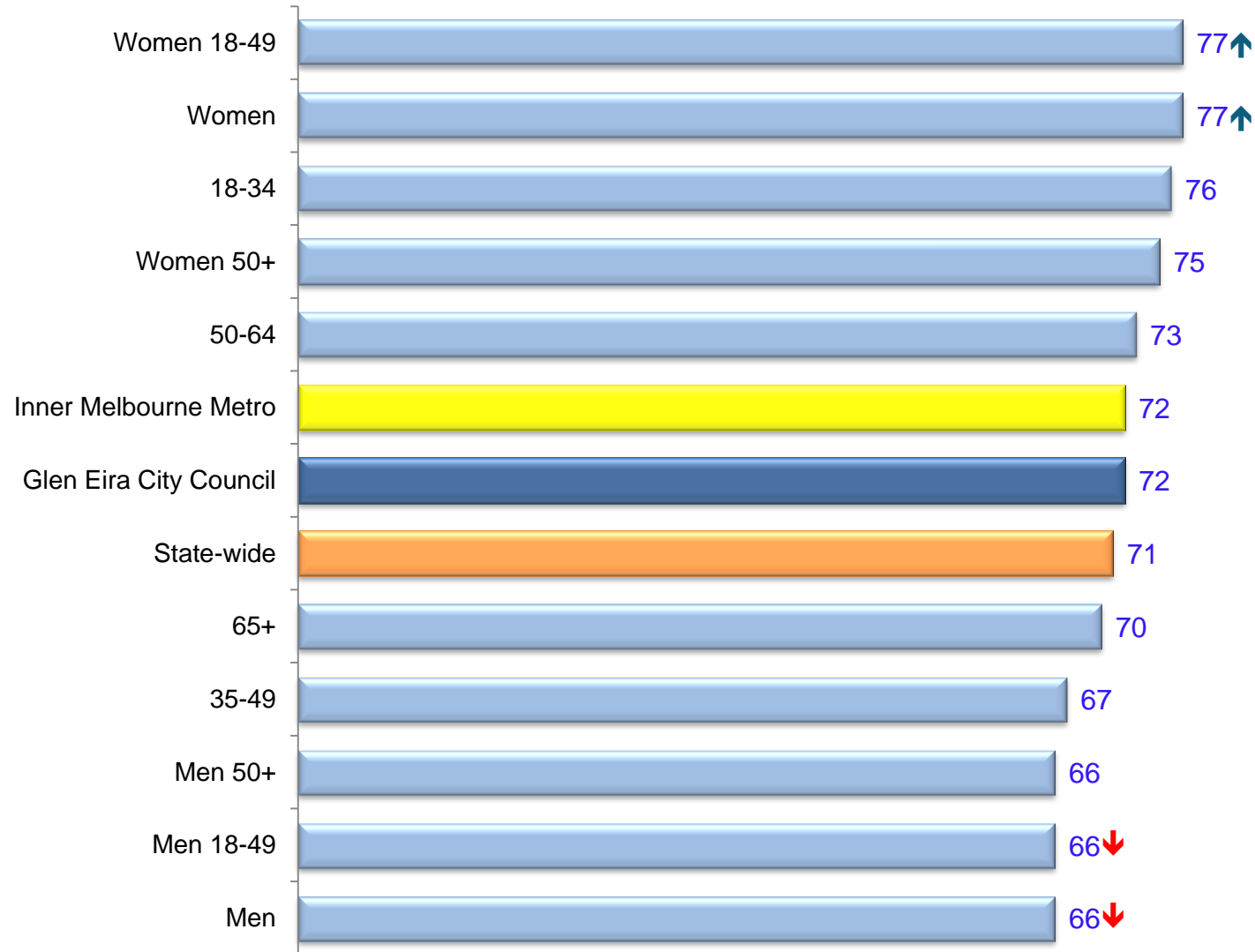
Planning and Building Permits – Performance Index Score



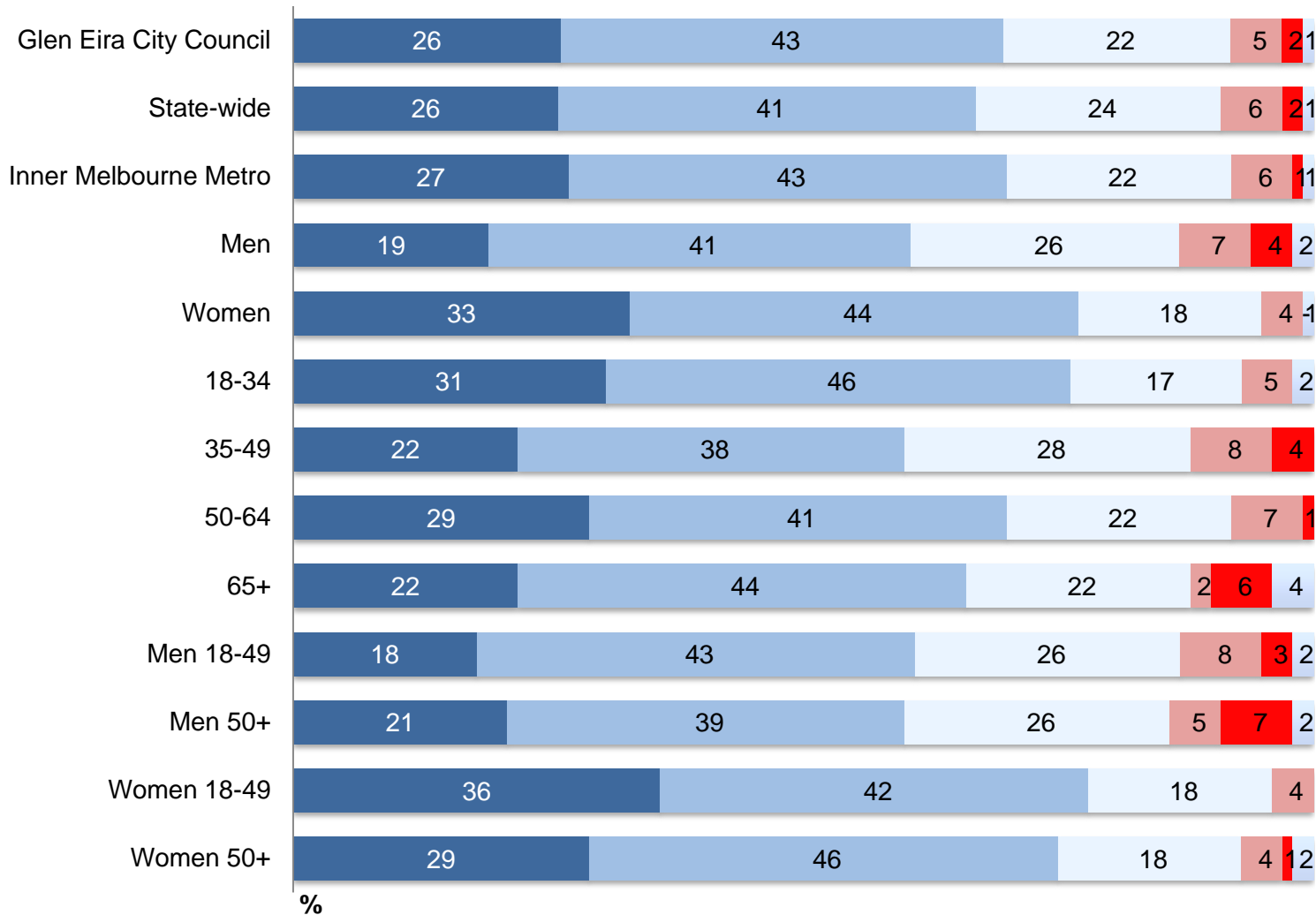
Planning and Building Permits – Performance Detail



Environmental Sustainability – Importance Index Score

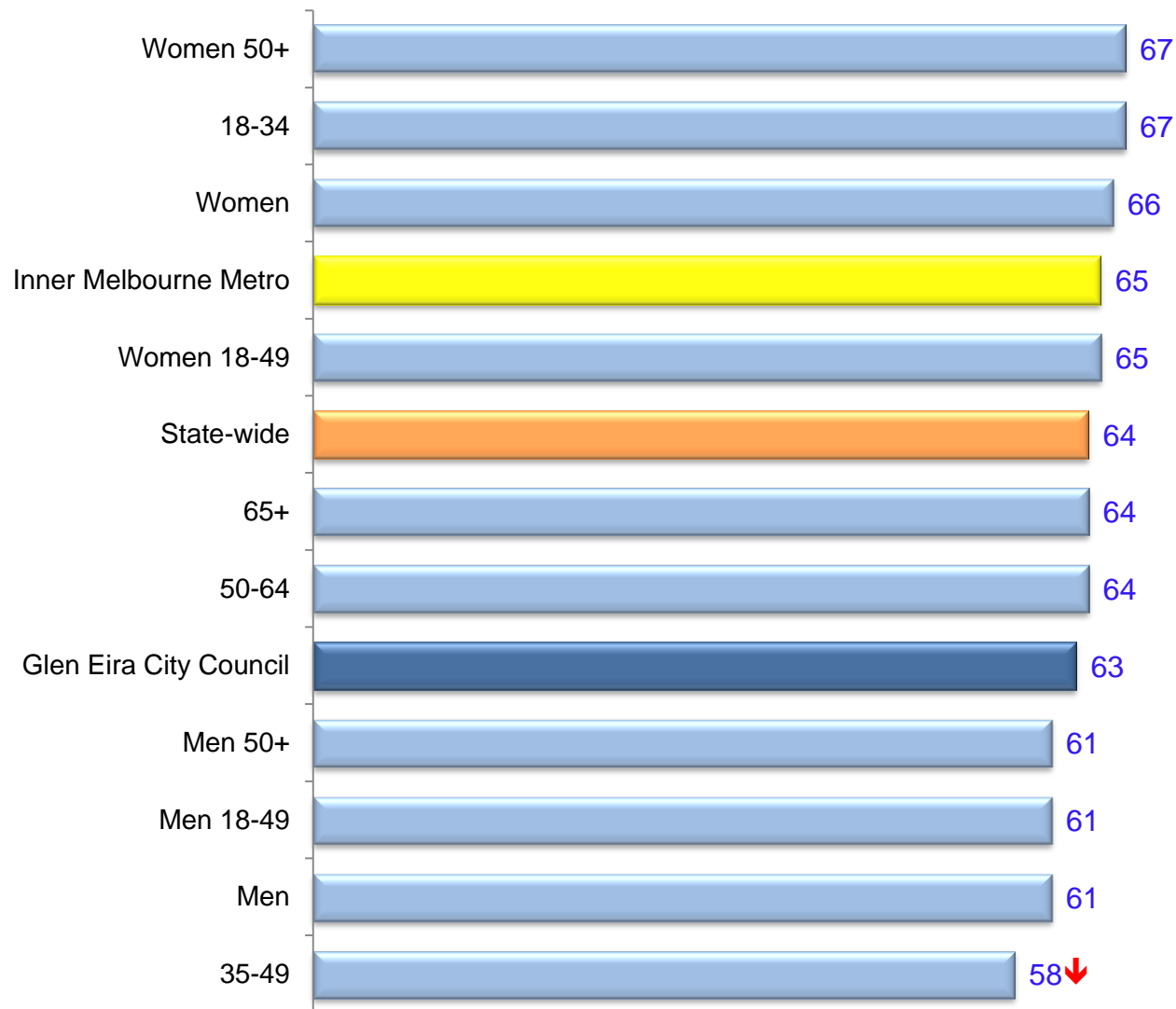


Environmental Sustainability – Importance Detail

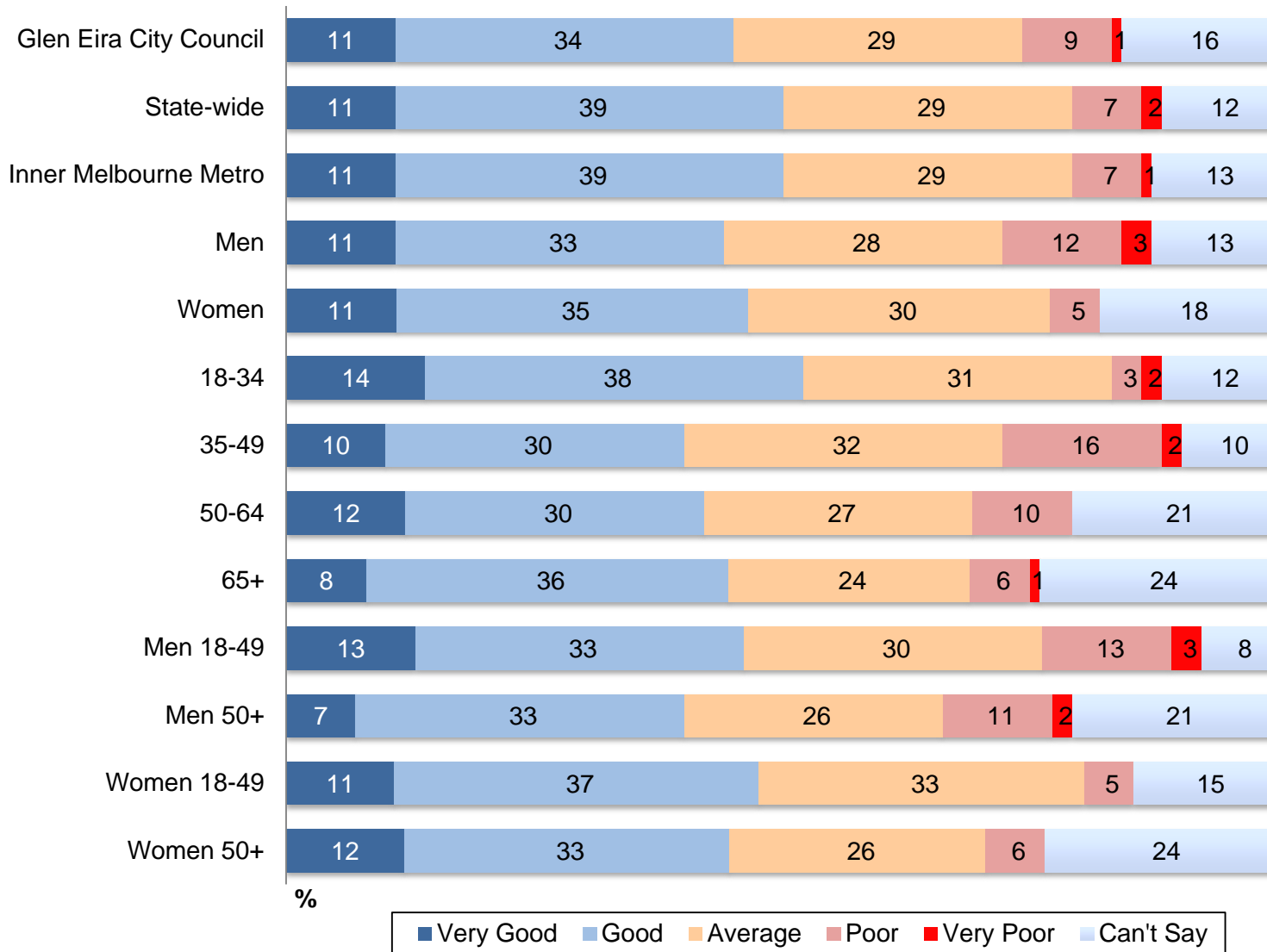


■ Extremely important ■ Very important ■ Fairly important ■ Not that important ■ Not at all important ■ Can't say

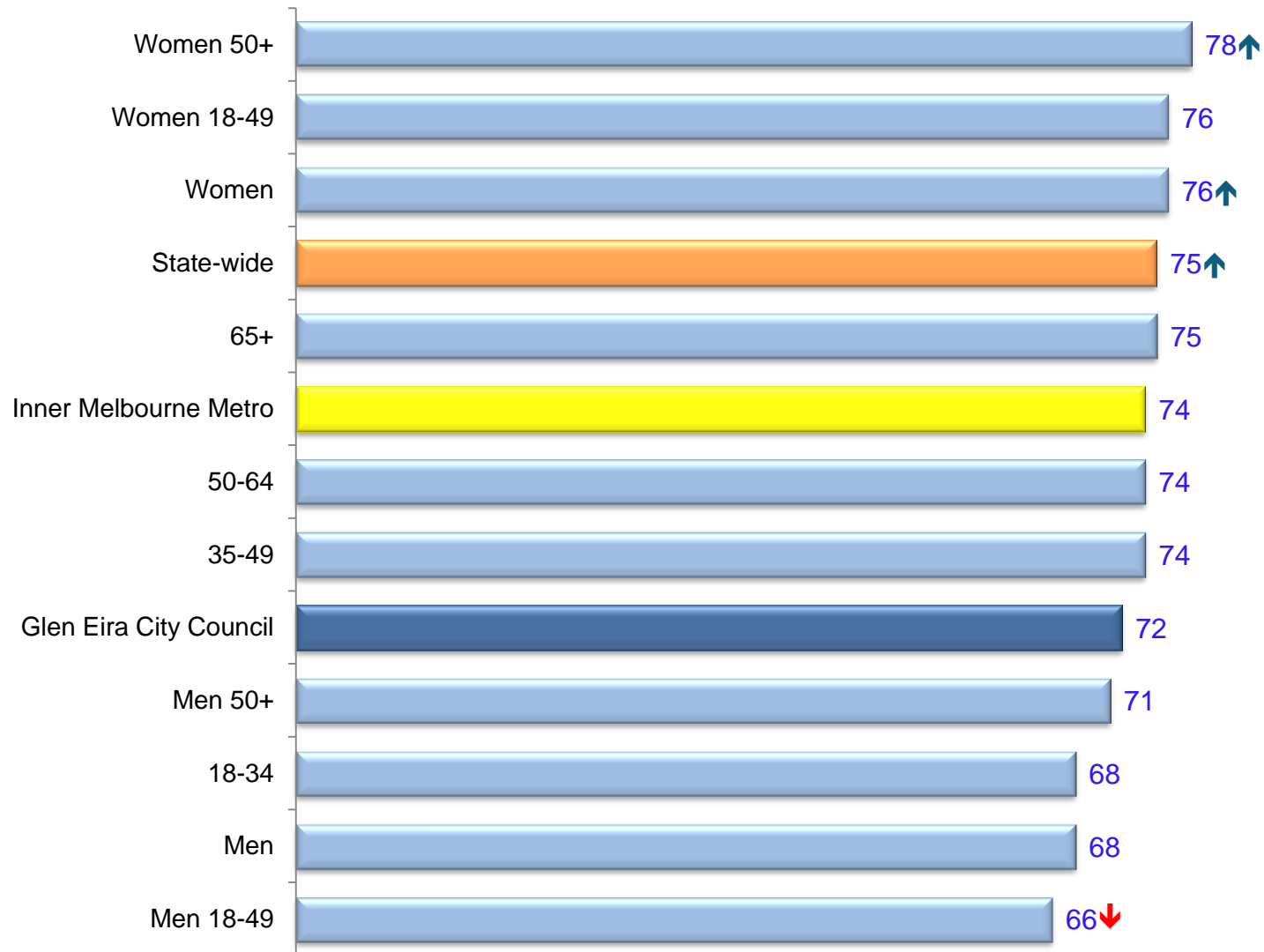
Environmental Sustainability – Performance Index Score



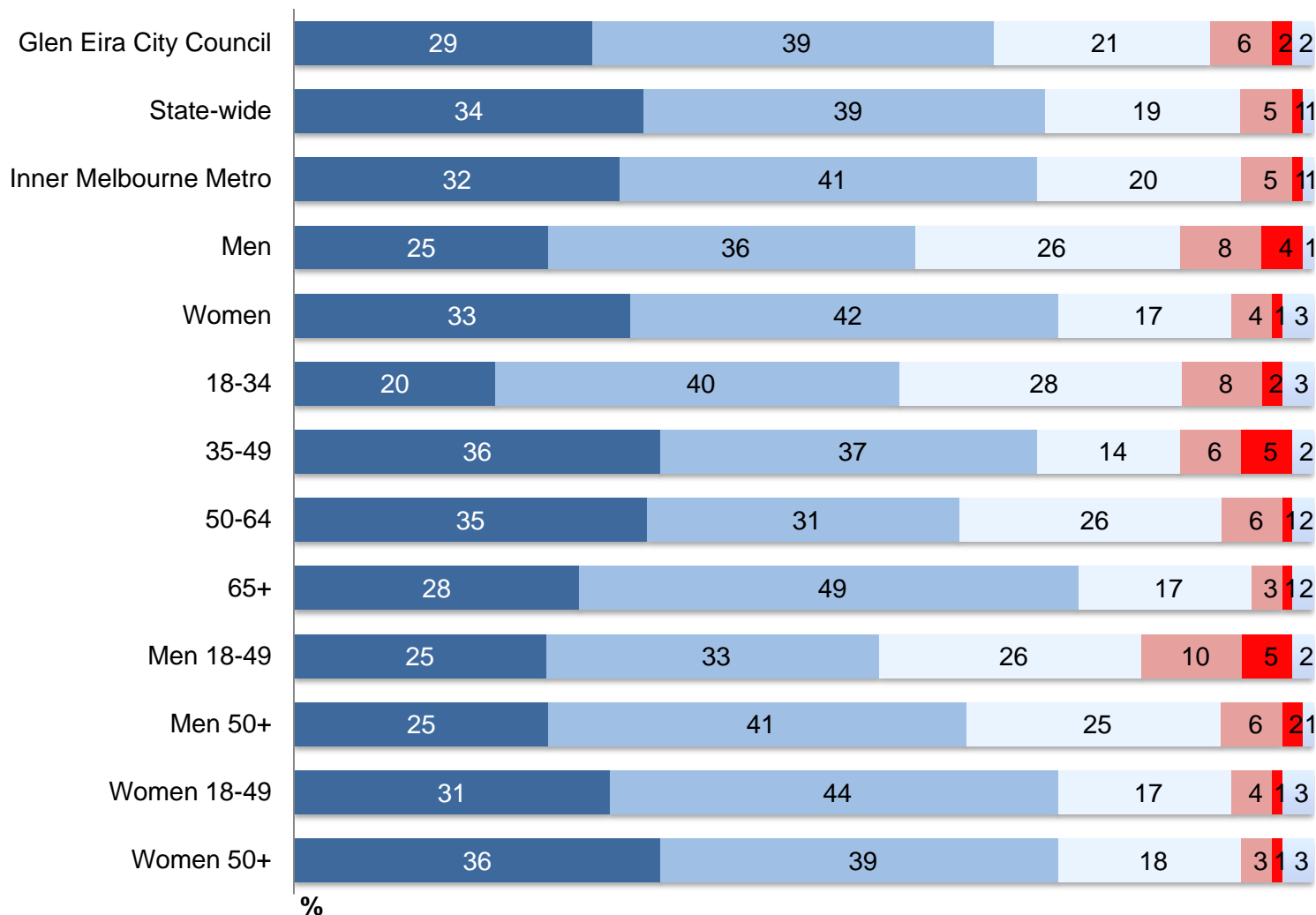
Environmental Sustainability – Performance Detail



Planning for population growth in the area – Importance Index Score

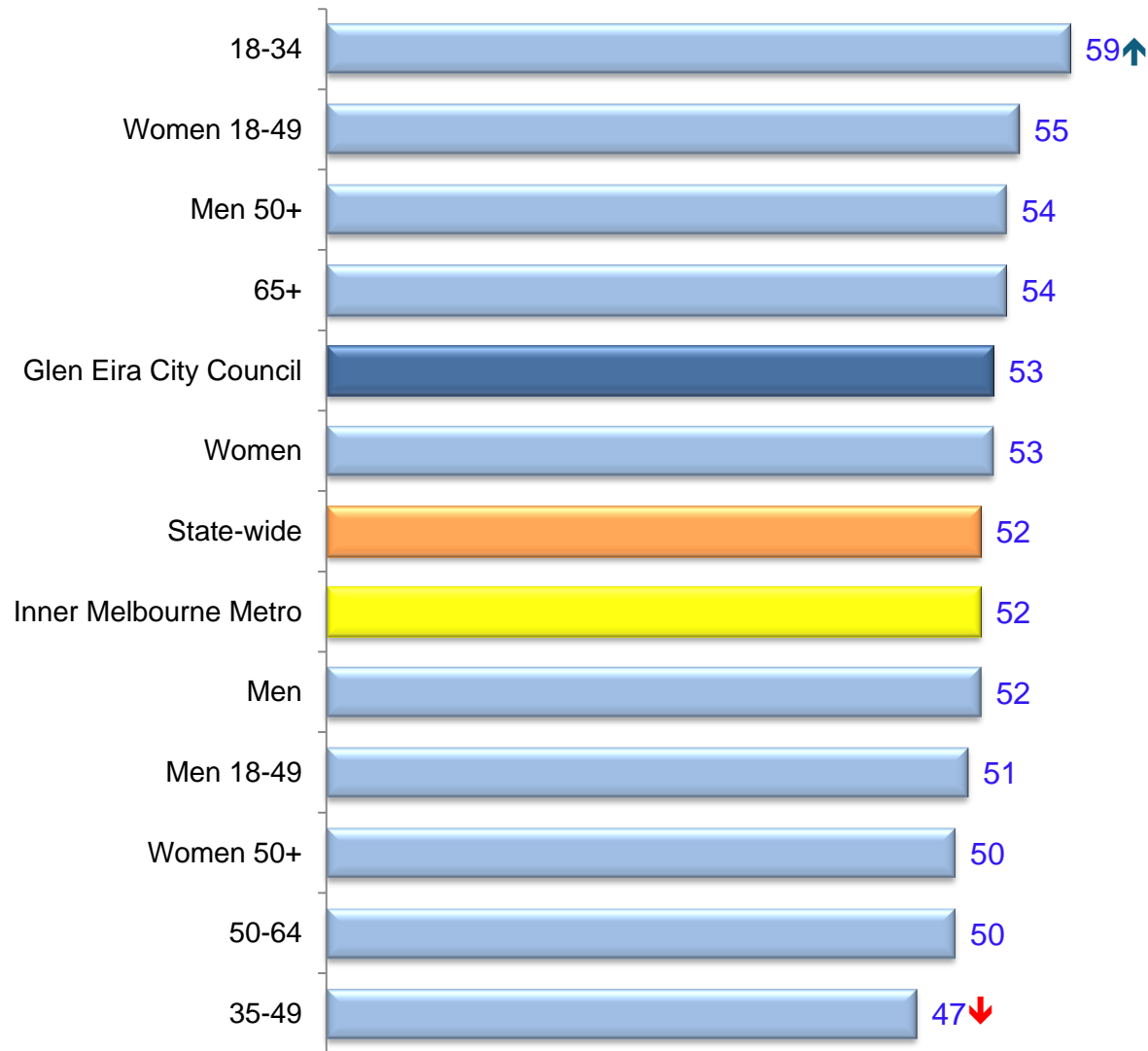


Planning for population growth in the area – Importance Detail

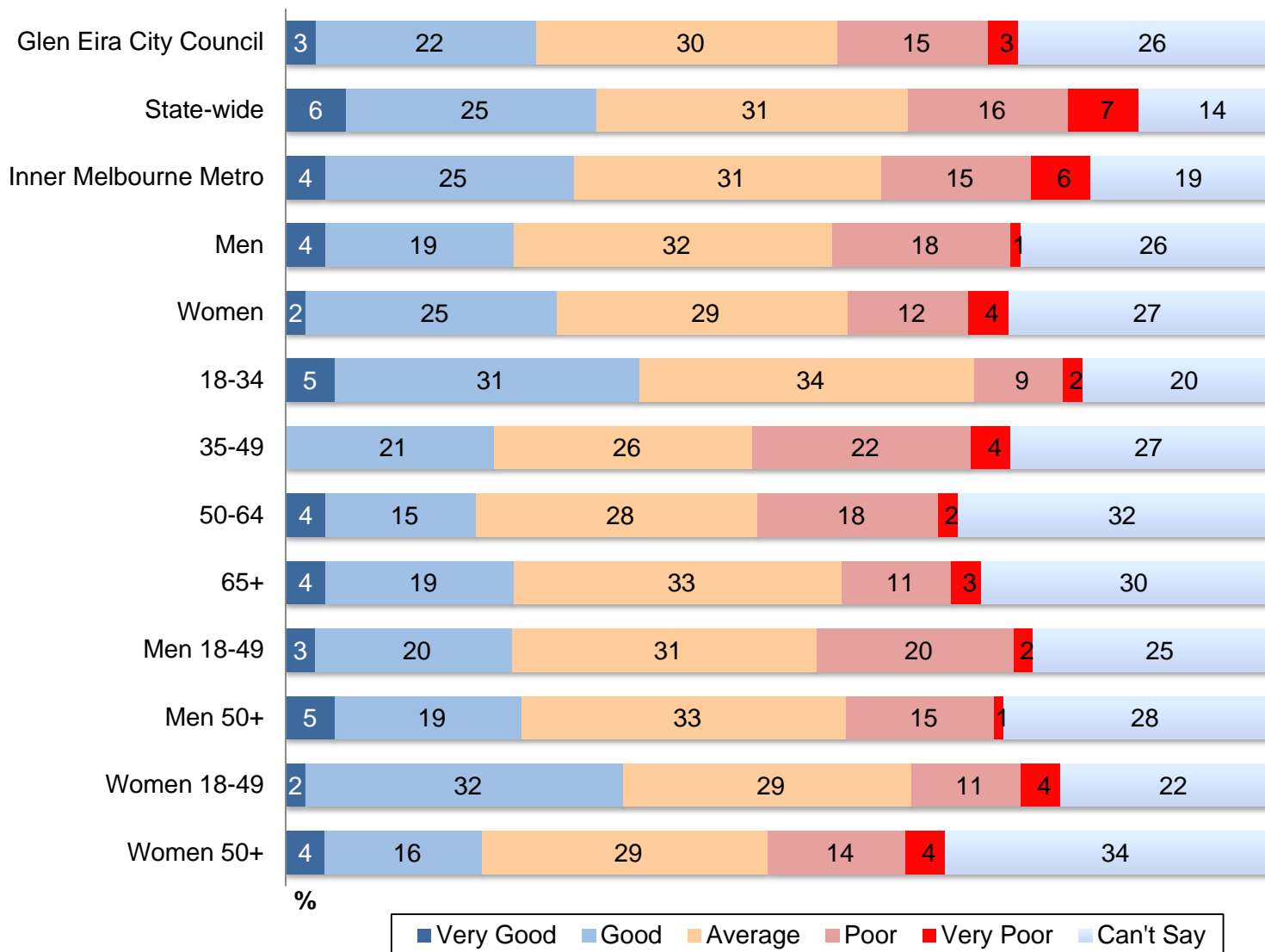


■ Extremely important ■ Very important ■ Fairly important ■ Not that important ■ Not at all important ■ Can't say

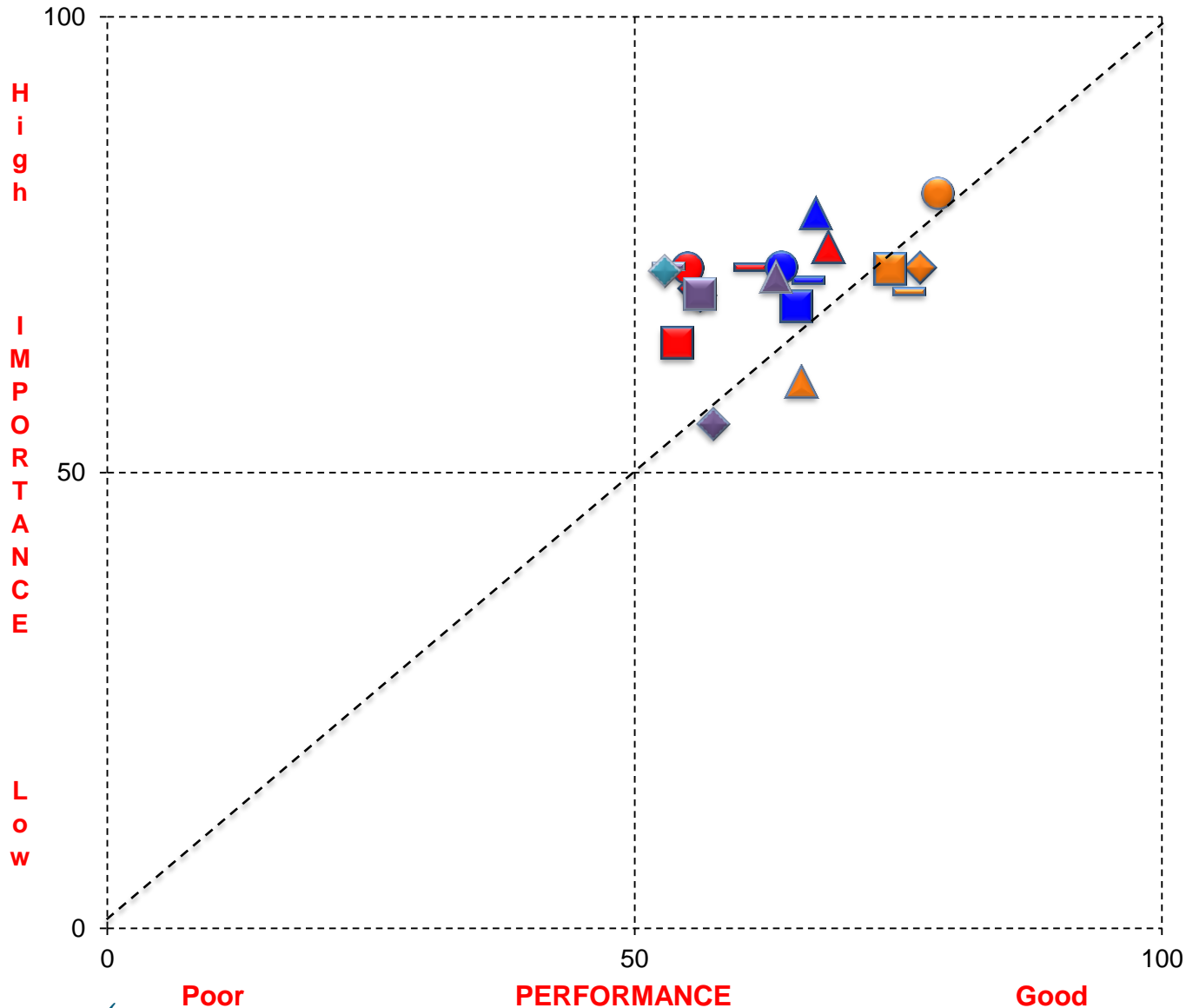
Planning for population growth in the area – Performance Index Score



Planning for population growth in the area – Performance Detail



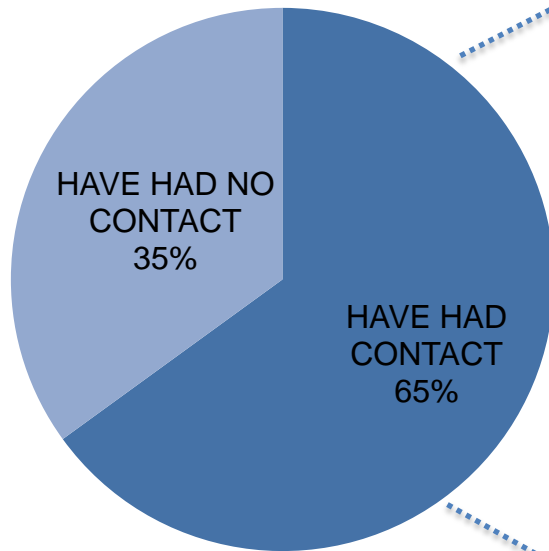
Importance and Performance Index Scores



Service	Symbol	Importance	Performance
Consultation	◆	70	56
Lobbying	■	64	54
Informing	—	73	61
Local streets & footpaths	▲	75	68
Traffic	☀	72	55
Parking	◆	69	56
Local laws	■	68	65
Family services	—	71	66
Elderly services	▲	79	67
Disadvantaged services	☀	73	64
Recreational facilities	◆	73	77
Public areas	■	72	74
Art centres & libraries	—	70	76
Community & cultural	▲	60	66
Waste	☀	81	79
Development & tourism	◆	55	57
Town planning	■	70	56
Permits	—	73	53
Environment	▲	72	63
Population planning	◆	72	53

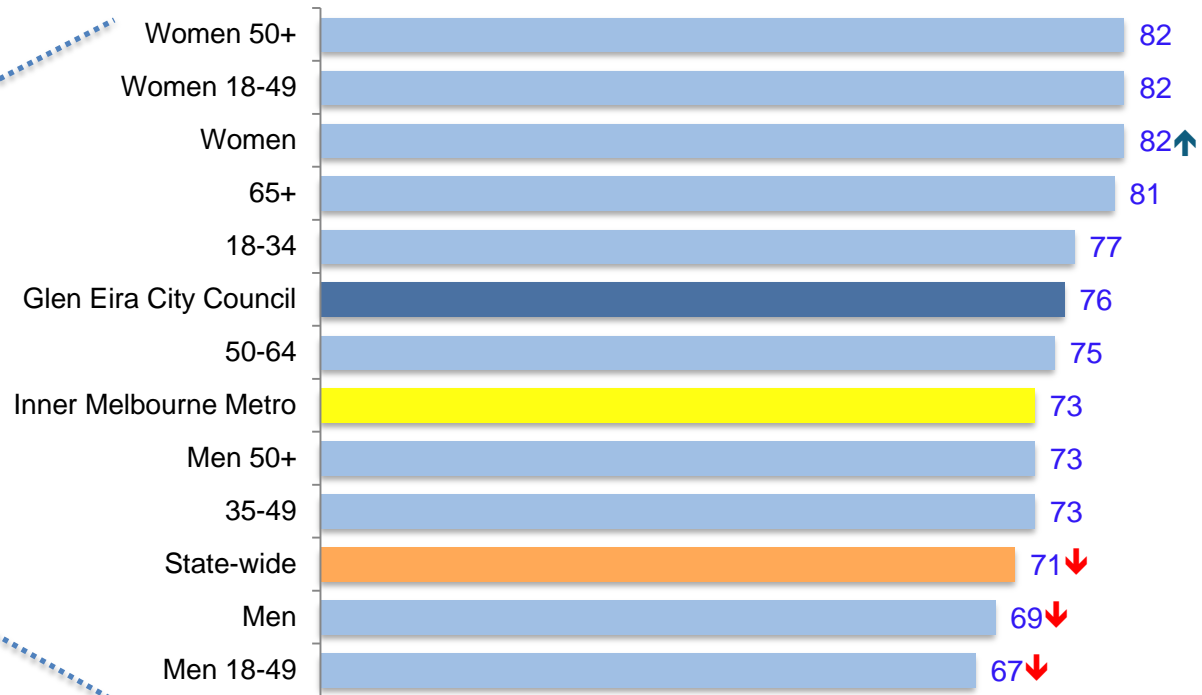
SECTION 3: CUSTOMER SERVICE

Contact Last 12 Months



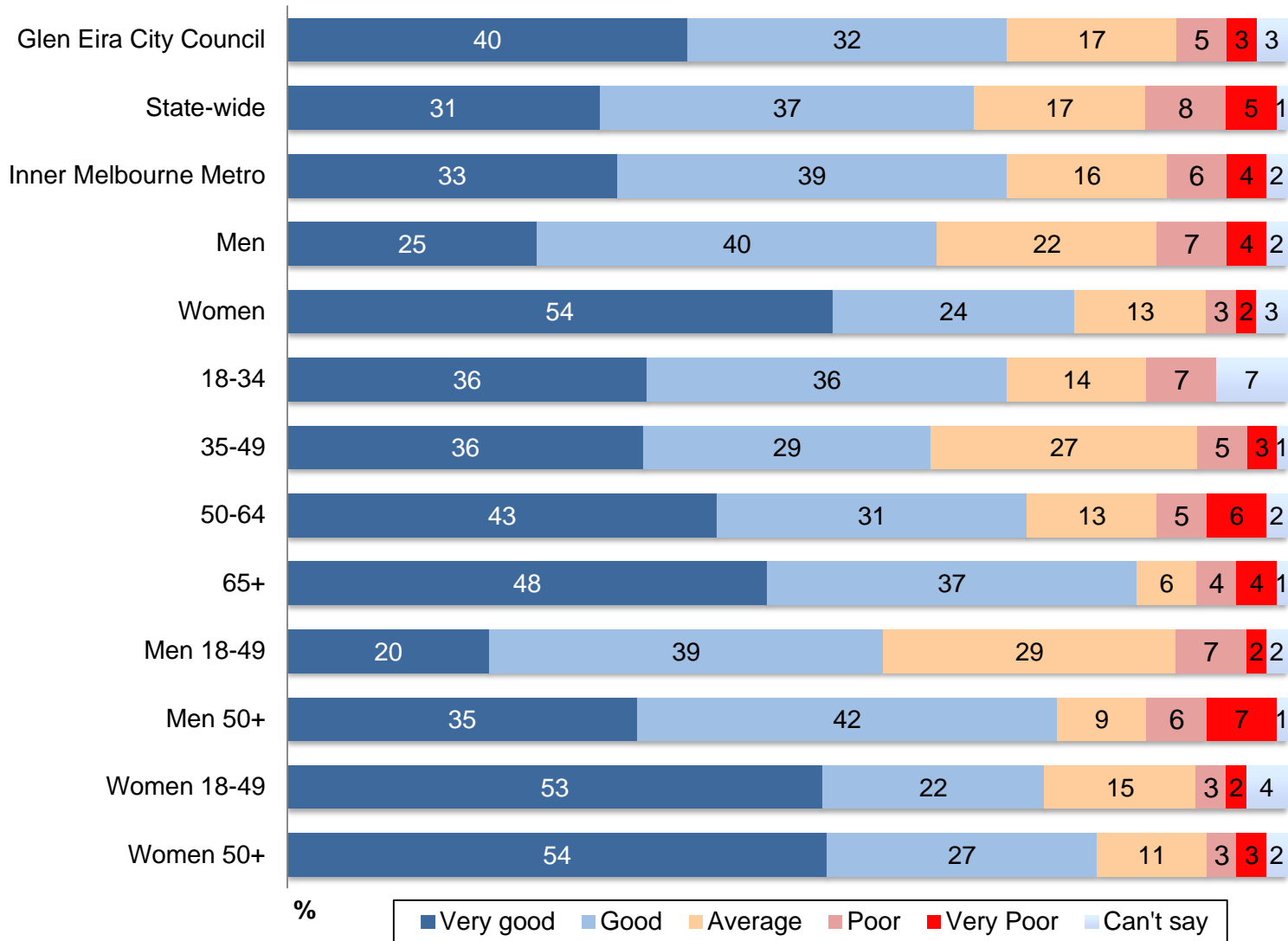
Base: All respondents.

Contact Customer Service – Index Score



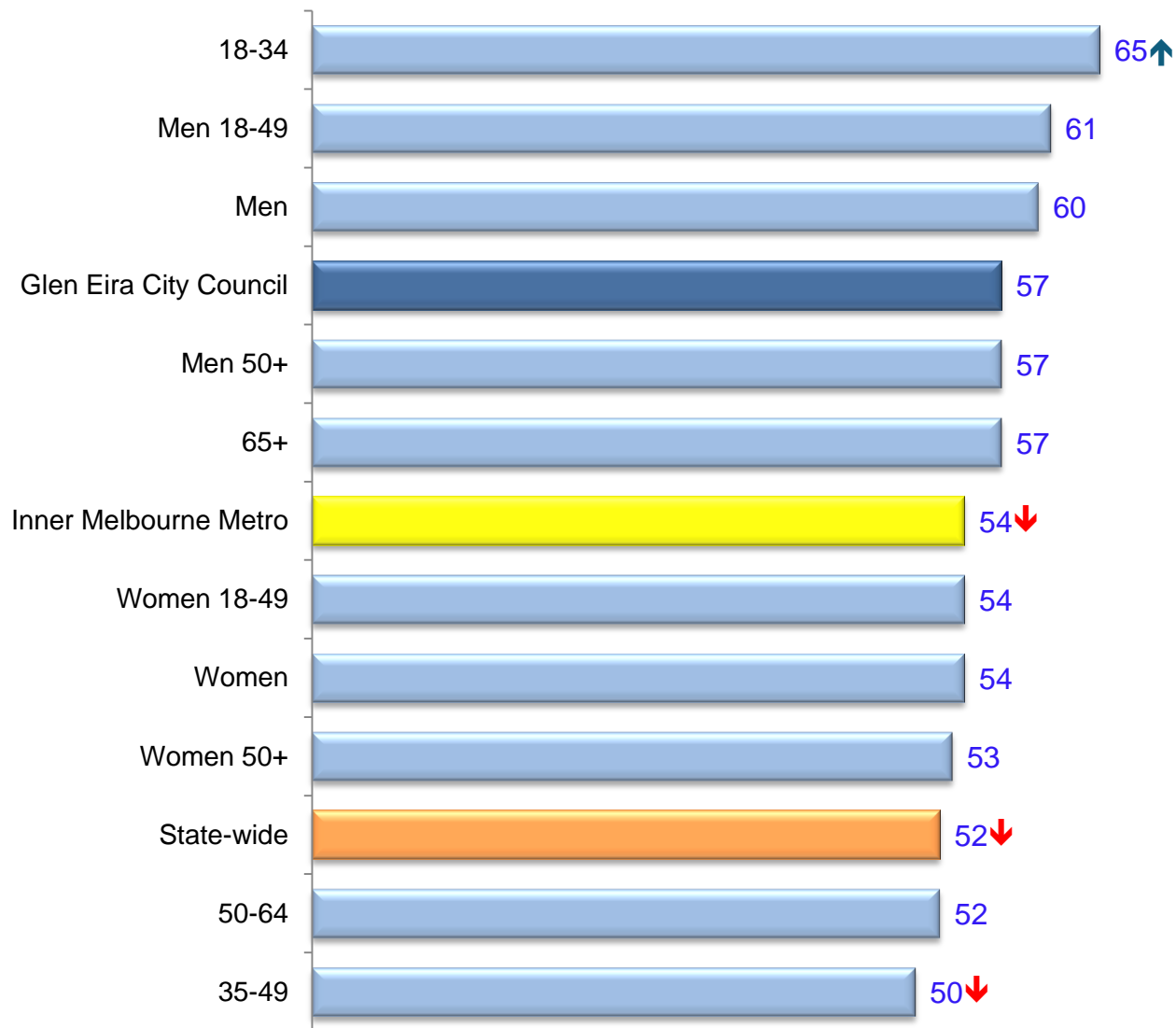
Base: All respondents who have had contact with Council in the last 12 months.

Contact Customer Service – Detail

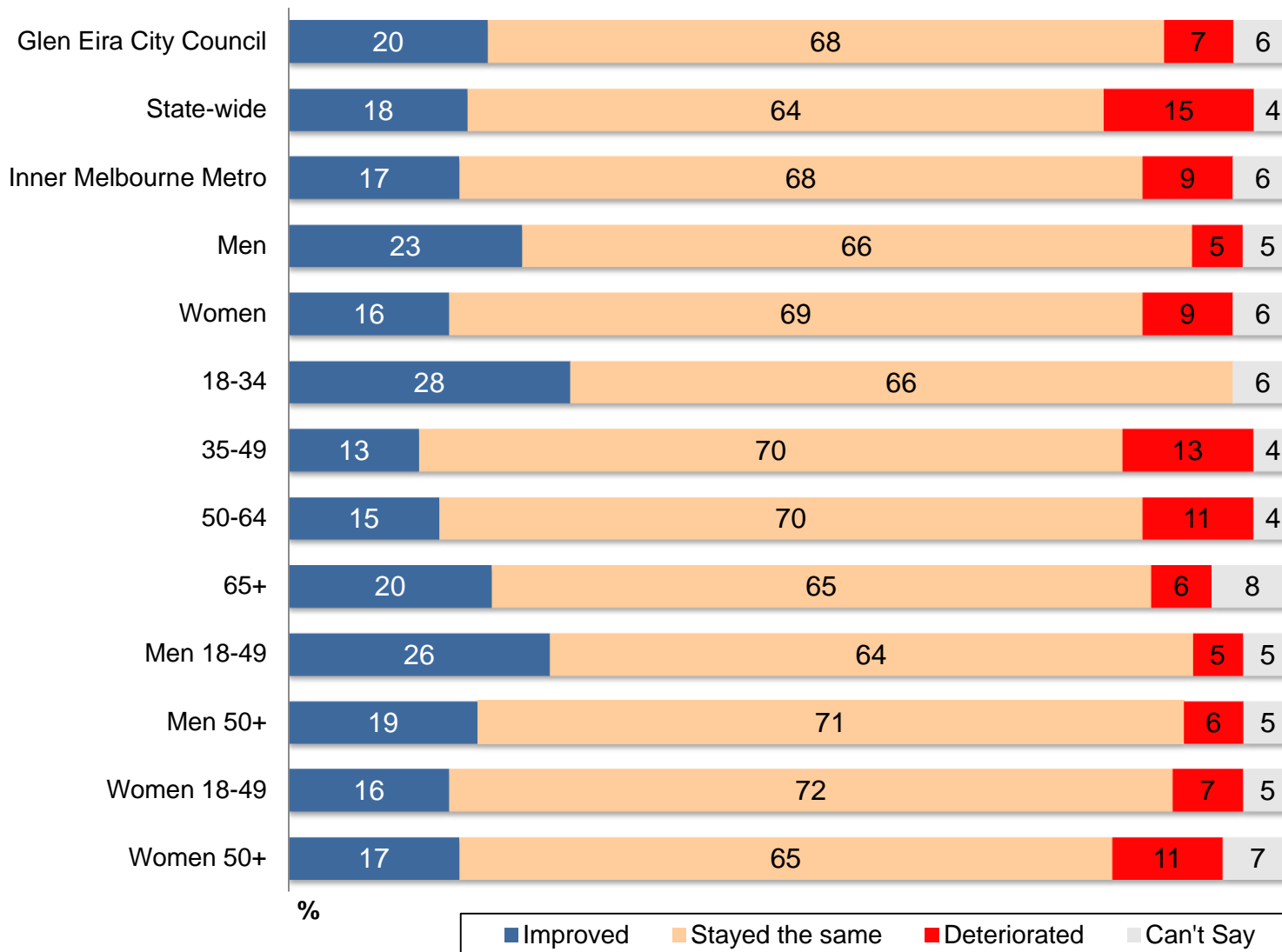


SECTION 4: COUNCIL DIRECTION INDICATORS

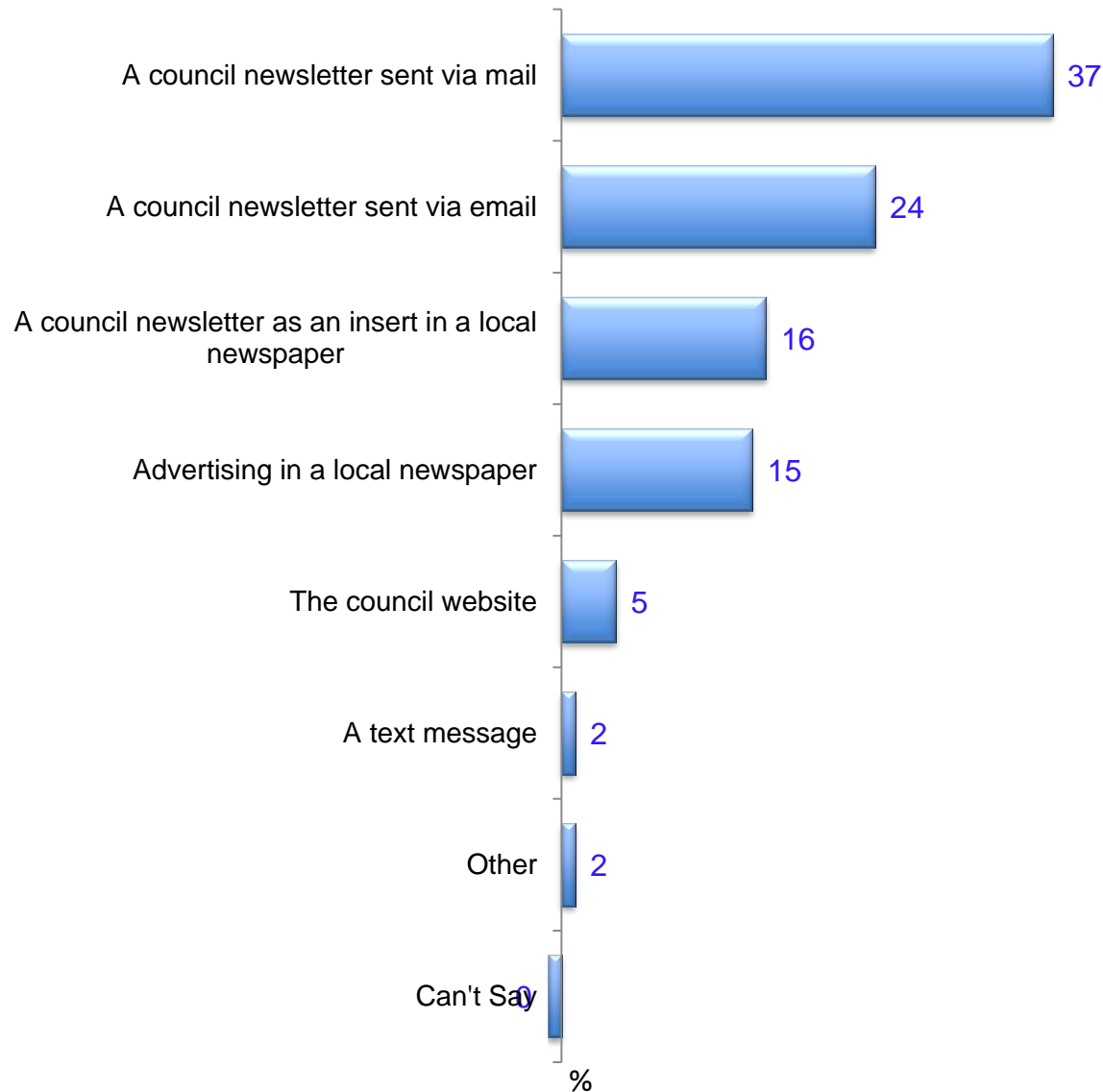
Overall Direction Last 12 Months – Index Score



Overall Direction Last 12 Months – Detail



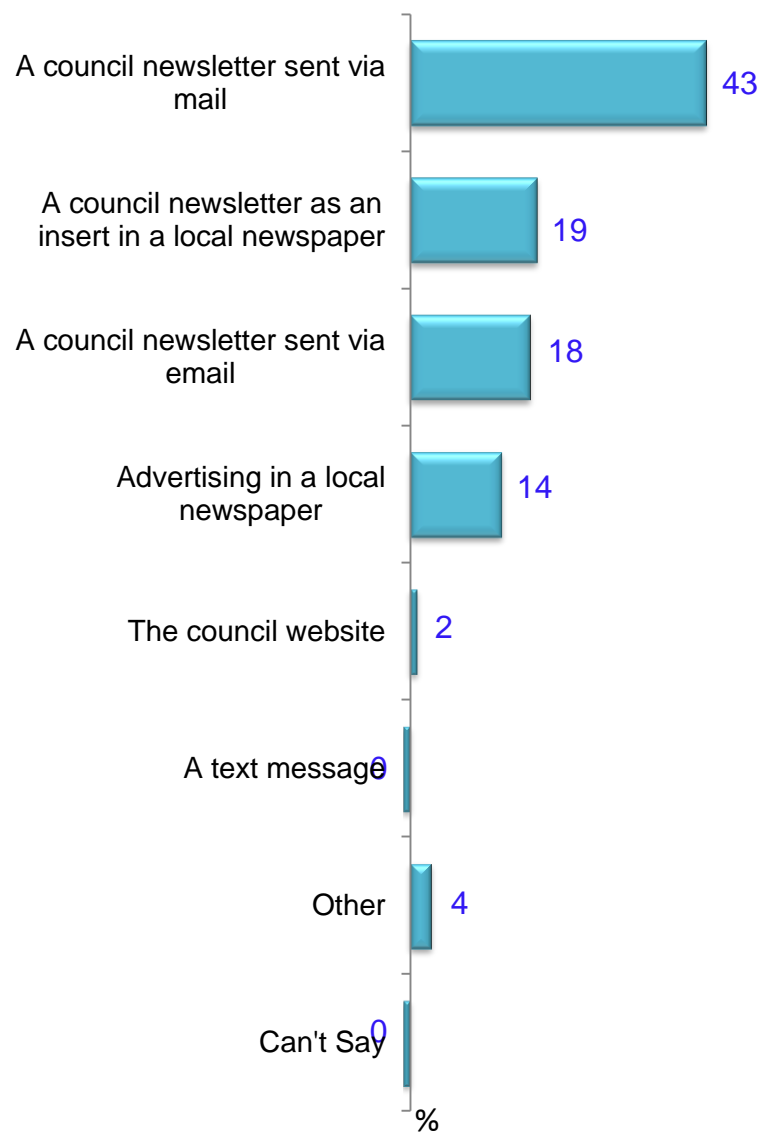
Best Forms of Communication



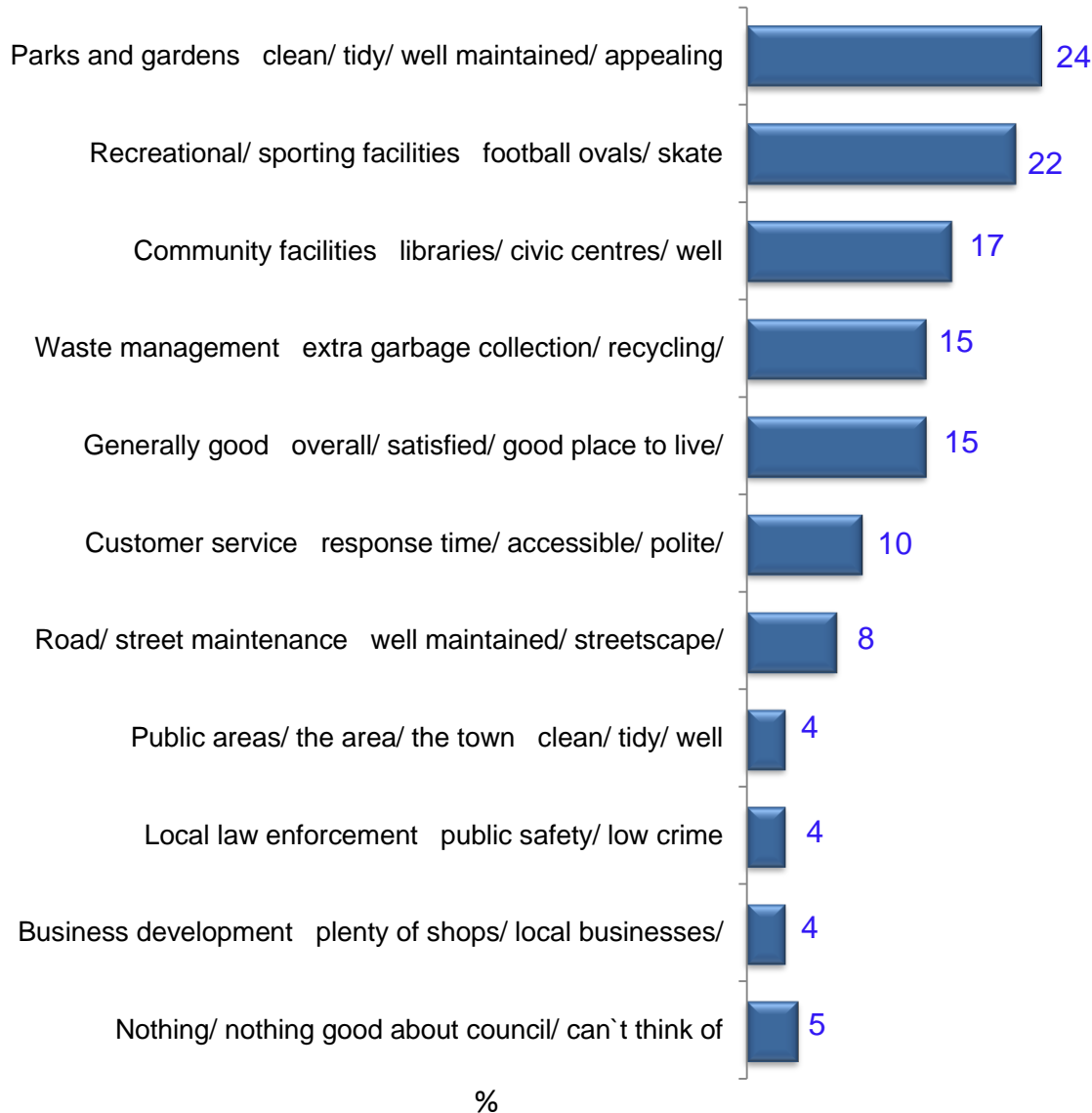
Best Forms of Communication - Under 50s -



Best Forms of Communication - Over 50s -



Best things about Council



%

Council needs to improve



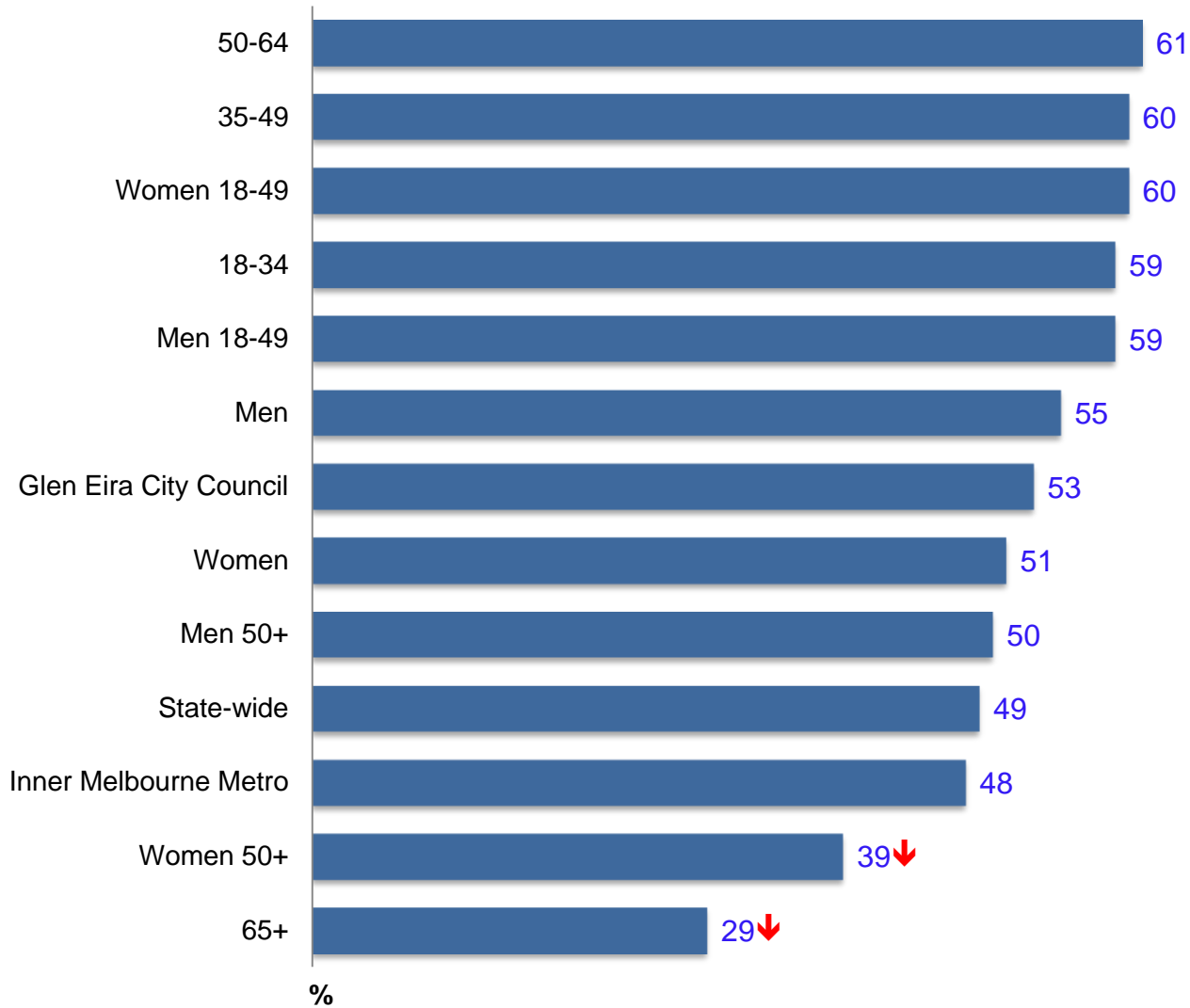
%

Q17. What does Council most need to do to improve its performance?

Base: All respondents. Councils asked statewide: 31 Councils asked group: 8

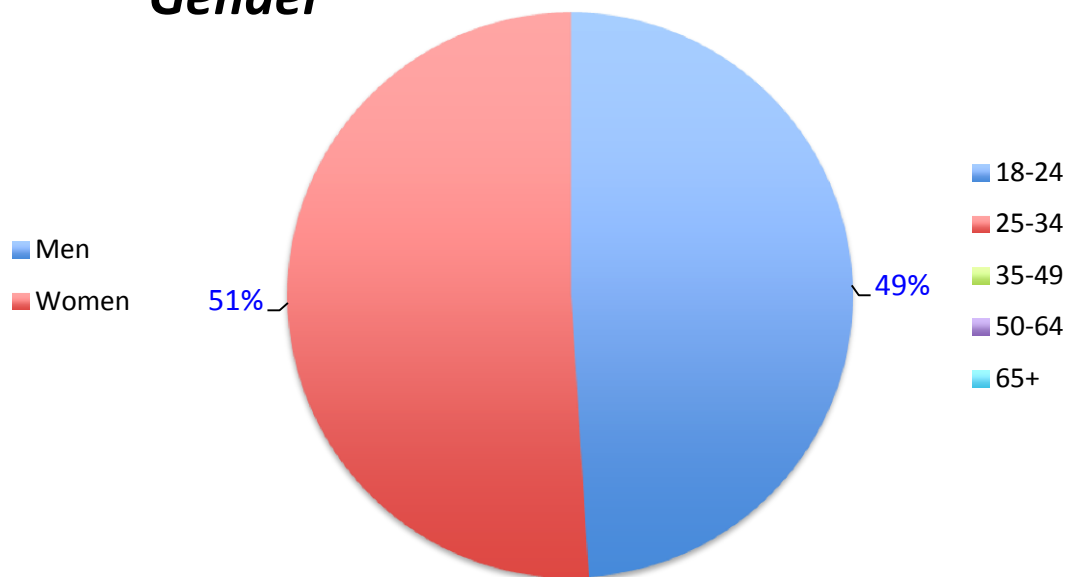
SECTION 5: INTEREST IN FUTURE RESEARCH

Interested in Future Research

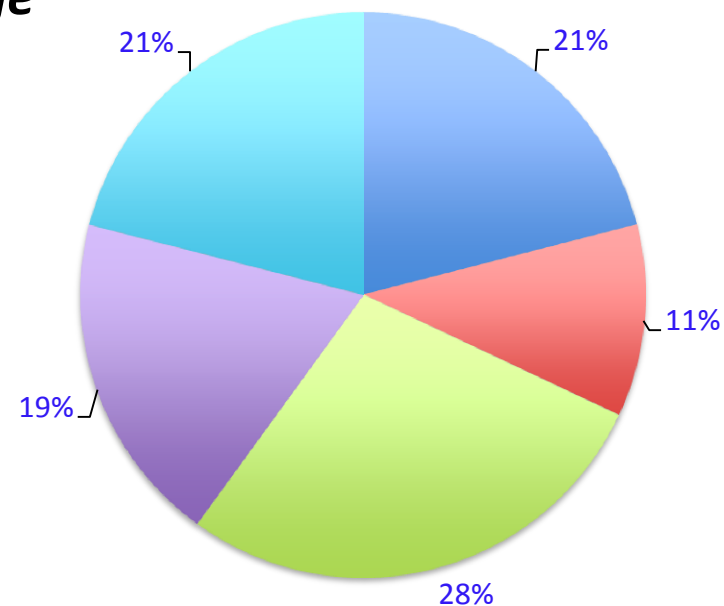


SECTION 6: WEIGHTED DEMOGRAPHICS

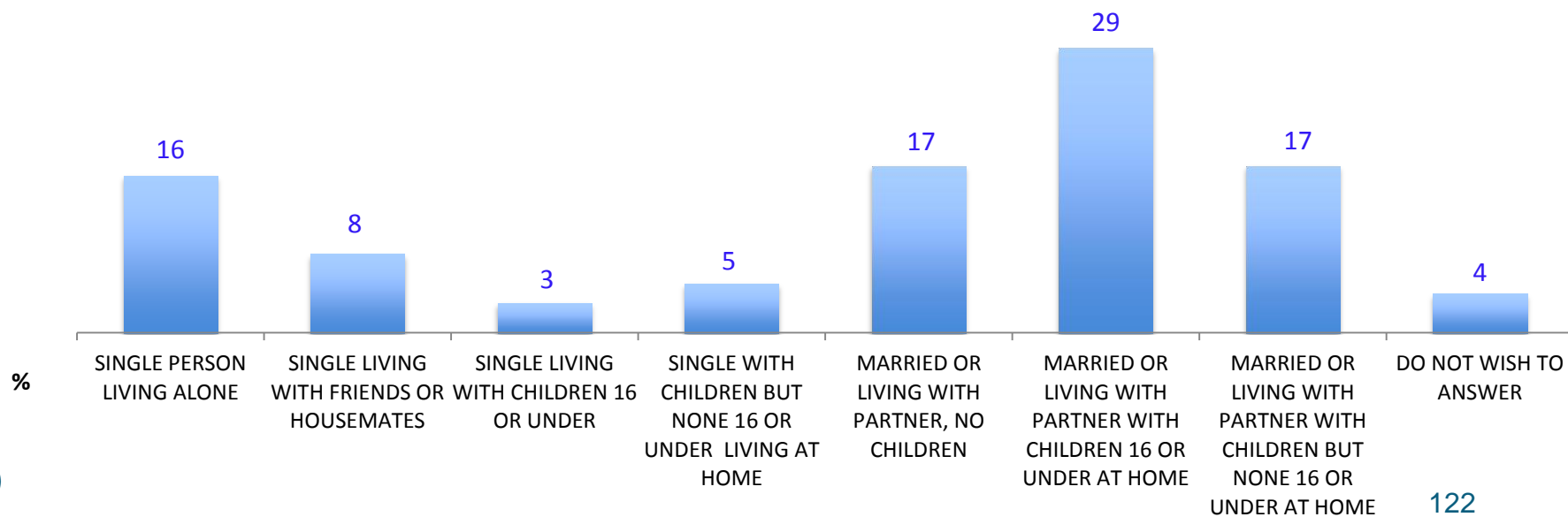
Gender



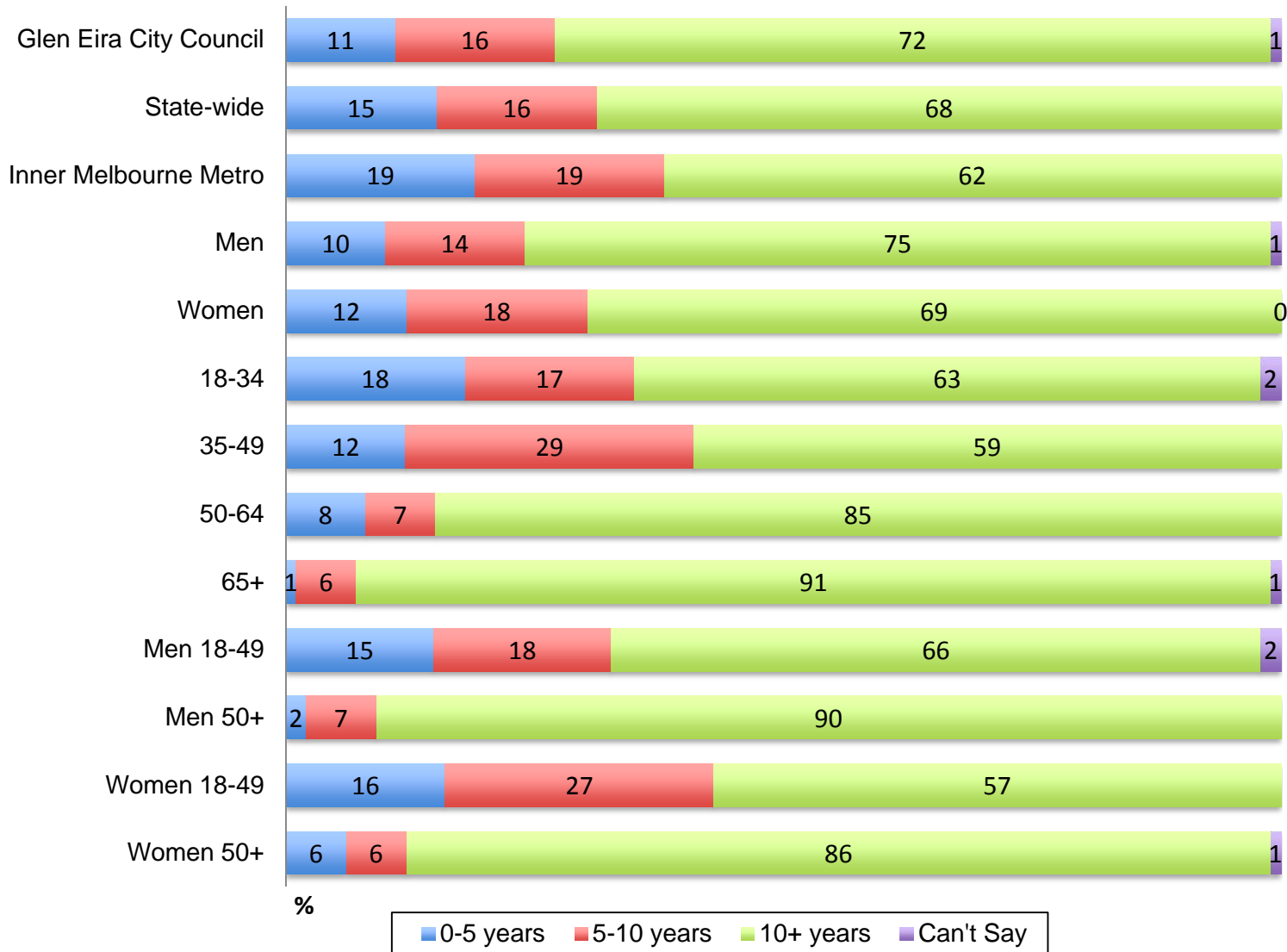
Age



Household Structure



Years Lived in Area – Detail



APPENDIX A: DETAILED SURVEY TABULATIONS

Available in Supplied Excel File

