

COMMUNITY SATISFACTION SURVEY BOROUGH OF QUEENSCLIFFE 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

- For the purposes of this report and, in particular, the Summary of Findings, “residents” may refer to both permanent residents and non-resident ratepayers of the Borough of Queenscliffe.
- More specifically, when referring to a gender or age demographic (e.g. women aged 50+) it will comprise both local resident ratepayers and non-resident ratepayers of the Borough of Queenscliffe.
- Comparisons will also be made in an update between the views of local resident ratepayers and non-resident ratepayers.
- The inclusion in the sample of non-resident ratepayers was at the request of the Borough of Queenscliffe.

Summary of Findings

- In 2012 the Borough of Queenscliffe recorded an Overall Performance Index Score of 66. This is significantly higher than the State-wide average of 60 for this measure and the average of 59 for the Small Rural Shires group.
- On other core performance measures (which can also be compared against all Councils State-wide and the Small Rural Shires group) the Borough of Queenscliffe scored as follows:
 - 78 for Customer Service
 - 60 for Community Consultation and Engagement
 - 61 for Advocacy
 - 53 for Overall Council Direction
- More specifically, on these core measures:
 - 78 for Customer Service is significantly higher than the average of 71 State-wide and the average of 70 for Small Rural Shires. It is based on the 69% of Council residents who have had contact with the Borough of Queenscliffe in the last 12 months.
 - 60 for Consultation is again significantly higher than both the State-wide and Small Rural Shires group averages of 57.
 - 61 for Advocacy is also significantly higher than the State-wide average of 55 and the Small Rural Shires group average of 56.
 - 53 for Council Direction is 1 point higher than the State-wide average of 52 and significantly higher than the Small Rural Shires group average of 50.

Summary of Findings

- In terms of its Overall Performance Index Score of 66, which as noted is significantly higher than the State-wide and the Small Rural Shires group averages of 60 and 59 respectively, rated performance for the Borough of Queenscliffe is:
 - Highest and significantly so, amongst residents aged 18-34 (72) and men aged 18-49 (71).
 - Lowest amongst residents aged 50-64 (63), 35-49 (64) and women aged 18-49 (64).
- Of the 69% who have had contact with the Borough of Queenscliffe over the last 12 months and who rate it 78 overall for Customer Service, rated performance is:
 - Highest amongst men aged 50+ and residents aged 65+ (both 81).
 - Lowest amongst residents aged 18-34 (70), and particularly women aged 18-49 (74).
- On the measure of Community Consultation and Engagement, men aged 50+ and residents aged 65+ (both 63) rate the performance of the Borough of Queenscliffe highest above the average of 60, whilst residents aged 35-49 and women aged 18-49 (both 54) rate its performance significantly lower than average.
- The Borough of Queenscliffe's Advocacy efforts are rated higher amongst men aged 50+, men aged 18-49, residents aged 65+, residents aged 18-34 and men generally (all 64), whilst residents aged 35-49 (52) and women aged 18-49 (53) again generally rate the Council significantly lower than the average of 61 for all residents.

Summary of Findings

- When asked about the direction of the Borough of Queenscliffe over the last 12 months, 64% of all residents say it has stayed about the same, 18% say things have improved and 12% say things have deteriorated. Men aged 18-49 are most likely to say Council Direction has improved (26%).
- A council newsletter sent via mail is the preferred form of communication among residents (46%), both for those aged under 50 (40%) and even more so for over 50s (49%). Advertising in a local newspaper is the second most preferred method of communication amongst under 50s (27%), while a council newsletter sent via email is the second most preferred method of communication amongst those aged over 50 (26%).
- When then asked though whether they would prefer to see council rate rises to improve local services or cuts in council services to keep council rates at the same level as they are now, the majority (46%) said they would prefer rate rises, 11% definitely so and 36% would prefer service cuts, 16% definitely so. More so than for most other Councils, this gives the Borough of Queenscliffe some leeway for rate rises to implement necessary improvements or reforms.
- When asked to describe the best thing about Council, top responses included:
 - Location, including a beautiful area and natural surroundings: 21%
 - The community, particularly the small and rural community: 17%
 - Overall a good place to live: 14%
 - Small and independent council / borough: 11%
 - Councilors work well and are approachable: 10%
 - Clean waterways: 10%

Summary of Findings

- Conversely, when asked what Council needs to do to improve its performance, positively 16% of residents said nothing, that they were happy with the status quo. Areas for improvement included:
 - Inappropriate development: 9%
 - Parking availability, including more and free street parking: 8%
 - Waste management: 7%
 - Town planning: 7%
 - Improve and build more footpaths / walking tracks: 7%
- 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.
- Residents were asked to rate a range of Council services for importance as a responsibility for Council and also Council's performance on those same services over the last 12 months. Residents rated waste management (80) and informing the community (79) highest in importance and community and cultural activities (64) lowest in importance. Council's performance is highest on elderly support services (75) and the appearance of public areas (74) and lowest on planning and building permits (54).
- Council should also make its own assessment of what overall level of performance it considers satisfactory, but analysis by the 'net differential' between importance and performance is a useful guide, as summarized on the following slide.

Summary of Findings

- Services on which rated performance equals or exceeds importance include:
 - Community & cultural activities: performance 72, importance 64 = +8 net differential
 - Art centres & libraries: performance 73, importance 68 = +5 net differential
 - Family support services: performance 70, importance 68 = +2 net differential
 - Recreational facilities: performance 72, importance 72 = no net differential
- Services on which rated importance exceeds performance include:
 - Planning & building permits: performance 54, importance 76 = -22 net differential
 - Council's general town planning policy: performance 56, importance 76 = -20 net differential
 - Community consultation and engagement: performance 60, importance 76 = -16 net differential
 - Condition of local streets and footpaths: performance 62, importance 76 = -14 net differential
 - Informing the community: performance 65, importance 79 = -14 net differential
 - Environmental sustainability: performance 63, importance 75 = -12 net differential
 - Lobbying on behalf of the community: performance 61, importance 71 = -10 net differential
 - Parking facilities: performance 60, importance 68 = -8 net differential
 - Waste management: performance 72, importance 80 = -8 net differential
 - Business & community development and tourism: performance 64, importance 71 = -7 net differential
 - The appearance of public areas: performance 74, importance 77 = -3 net differential
 - Elderly support services: performance 75, importance 78 = -3 net differential
 - Traffic management: performance 66, importance 68 = -2 net differential
 - Enforcement of local laws: performance 67, importance 68 = -1 net differential

Observations & Recommended Next Steps

- In summary:
 - The Borough of Queenscliffe rates higher than the State-wide and Small Rural Shires group averages on all core performance measures.
 - In fact, Council rates significantly above both averages in all cases but Council Direction but this should not be a concern because it is difficult to improve on already outstanding performance.
 - Certain groups appear consistently as drivers of above and below average performance.
 - Residents aged 65+ consistently rate Council favourably which is very important as they represent 46% of the population. With the exception of Customer Service and Consultation, men aged 18-49 also rate Council above average across the key performance measures.
 - Conversely, residents aged 35-64 and women aged 18-49 tend to rate Council less favourably.
- It is recommended that the Borough of Queenscliffe pay extra attention to Council Direction and across all service areas take a particular focus on people aged 35-64 who represent 40% of the resident population, as well as younger women in particular.
- It is also important not to ignore, and to learn from, what is working amongst other groups, especially 65+ year olds, some of which can be elicited from the 'best thing' open ended responses.

Observations & Recommended Next Steps

- Apart from looking at the importance and performance results for areas of service delivery in isolation, we recommend further analysis based on looking at the net differential between the two measures (i.e. performance score minus importance score). Areas of potential concern for the Borough of Queenscliffe are where there is a 10-point plus net negative differential, including the following:
 - Planning & building permits
 - Council's general town planning policy
 - Community consultation and engagement
 - Condition of local streets and footpaths in your area
 - Informing the community
 - Environmental sustainability
 - Lobbying on behalf of the community
- The user/non-user information for individual services should provide useful insight in this analysis, in addition to profiling by key gender and age groups. It will also be important to look at the differences in ratings between residents and non-residents, although for the core performance measures there are few notable differences.
- 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.

Background & Objectives

- Welcome to the report of results and recommendations for the 2012 Community Satisfaction Survey for Borough Of Queenscliffe.
- 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 Borough Of Queenscliffe 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 Borough Of Queenscliffe 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.

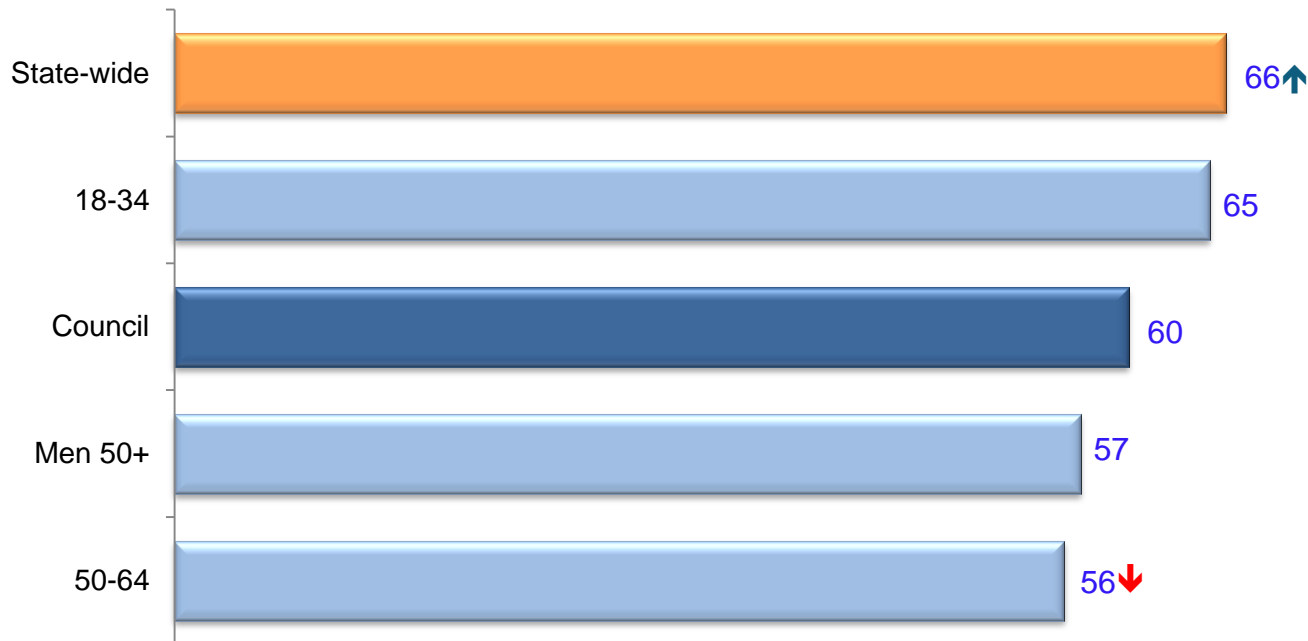
Survey Methodology & Sampling

- This survey was conducted by Computer Assisted Telephone Interviewing (CATI) as a representative random probability survey of residents aged 18+ years in the Borough Of Queenscliffe.
- Survey sample matched to the Borough Of Queenscliffe 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. The Borough Of Queenscliffe also provided a list of name and address details for non-resident ratepayers, with numbers also supplied by the Borough Of Queenscliffe as well as being number matched from an accredited supplier of publicly available phone records where necessary.
- A total of n=400 completed interviews were achieved based on a survey of an estimated average length of 13 minutes. This total sample comprised a sub-sample of n=300 local residents and a sub-sample of n=100 non-resident ratepayers. 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 Borough Of Queenscliffe area. Reported results for key gender and aged groups is based on the total sample of n=400.
- 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 Borough Of Queenscliffe 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%.
- Use caution when comparing sub-groups marked with an “*” as they refer to small samples, i.e. sample sizes less than n=30.
- Maximum margins of error are listed in the table below, based on a population of 3,000 people aged 18 years or over for Borough Of Queenscliffe 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 |
|-------------------------|---------------------------|---------------|--|
| Borough Of Queenscliffe | 400 | 400 | +/-4.5 |
| Men | 198 | 180 | +/-6.7 |
| Women | 202 | 220 | +/-6.7 |
| 18-34 years | 24 | 53 | +/-20.3 |
| 35-49 years | 40 | 78 | +/-15.6 |
| 50-64 years | 109 | 86 | +/-9.2 |
| 65+ years | 227 | 183 | +/-6.2 |
| Men 18-49 years | 27 | 59 | +/-19.1 |
| Men 50+ years | 171 | 120 | +/-7.3 |
| Women 18-49 years | 37 | 72 | +/-16.2 |
| Women 50+ years | 165 | 149 | +/-7.4 |

Analysis & Reporting

Council Groups

- Wherever appropriate, results for Borough Of Queenscliffe for this 2012 Community Satisfaction Survey have been compared against other Councils in the Small Rural Shires group and on a State-wide basis. Borough Of Queenscliffe is self-classified as a Small Rural Shires 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 Small Rural Shires group are: Alpine, Benalla, Buloke, Central Goldfields, Gannawarra, Golden Plains, Hepburn, Hindmarsh, Indigo, Loddon, Mansfield, Mount Alexander, Murrindindi, Pyrenees, Queenscliffe, Strathbogie, West Wimmera and Yarriambiack. 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 Borough Of Queenscliffe for some questions cannot be made against all other Councils in the Small Rural Shires 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

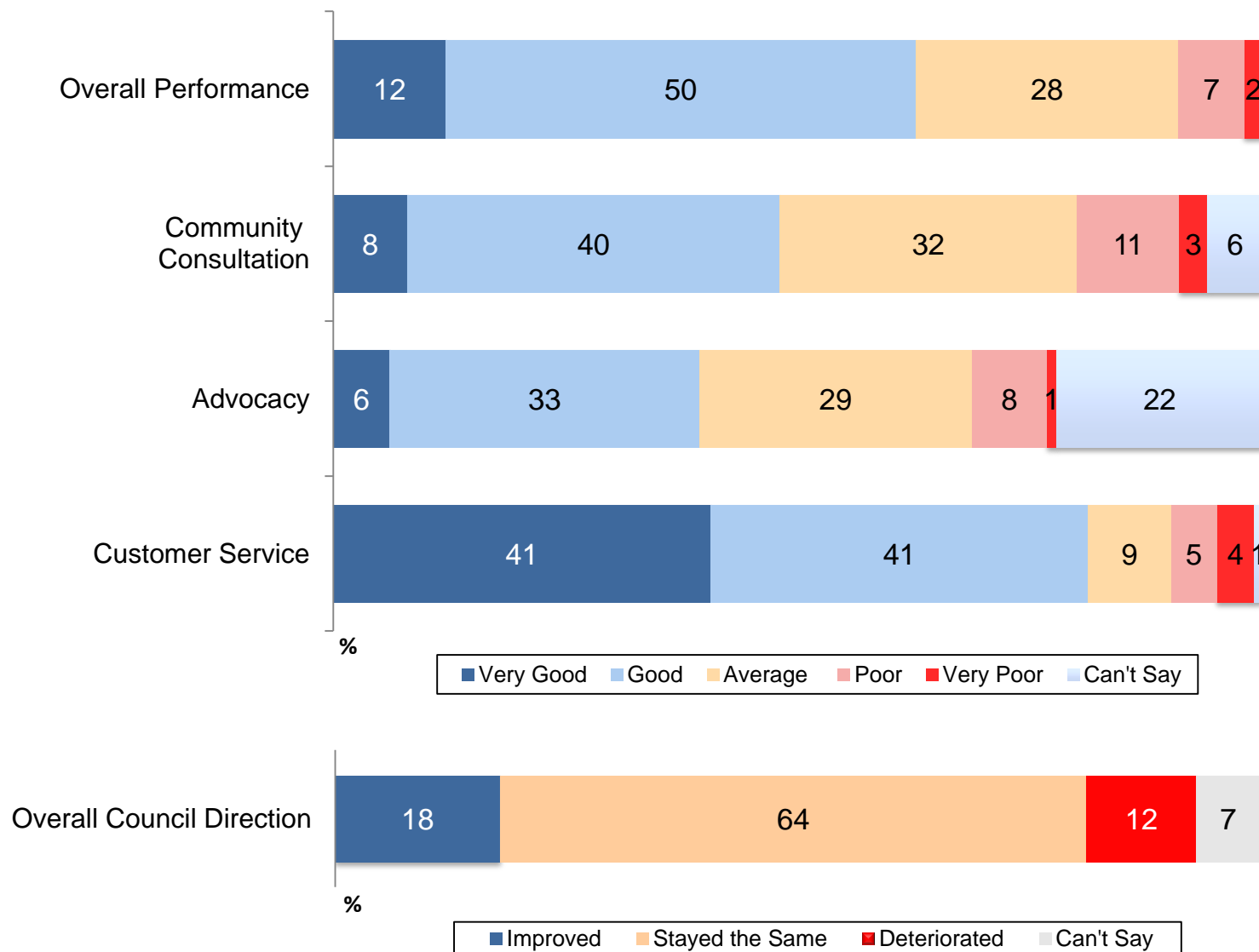
- **Core questions:** Compulsory inclusion questions for all Councils participating in the CSS.
- **CSS:** 2012 Victorian Local Government Community Satisfaction Survey.
- **Council group:** One of five self-classified groups, comprising: inner metropolitan councils, outer metropolitan councils, rural 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 | 66 |
| COMMUNITY CONSULTATION (Community consultation and engagement) | 60 |
| ADVOCACY (Lobbying on behalf of the community) | 61 |
| CUSTOMER SERVICE | 78 |
| OVERALL COUNCIL DIRECTION | 53 |

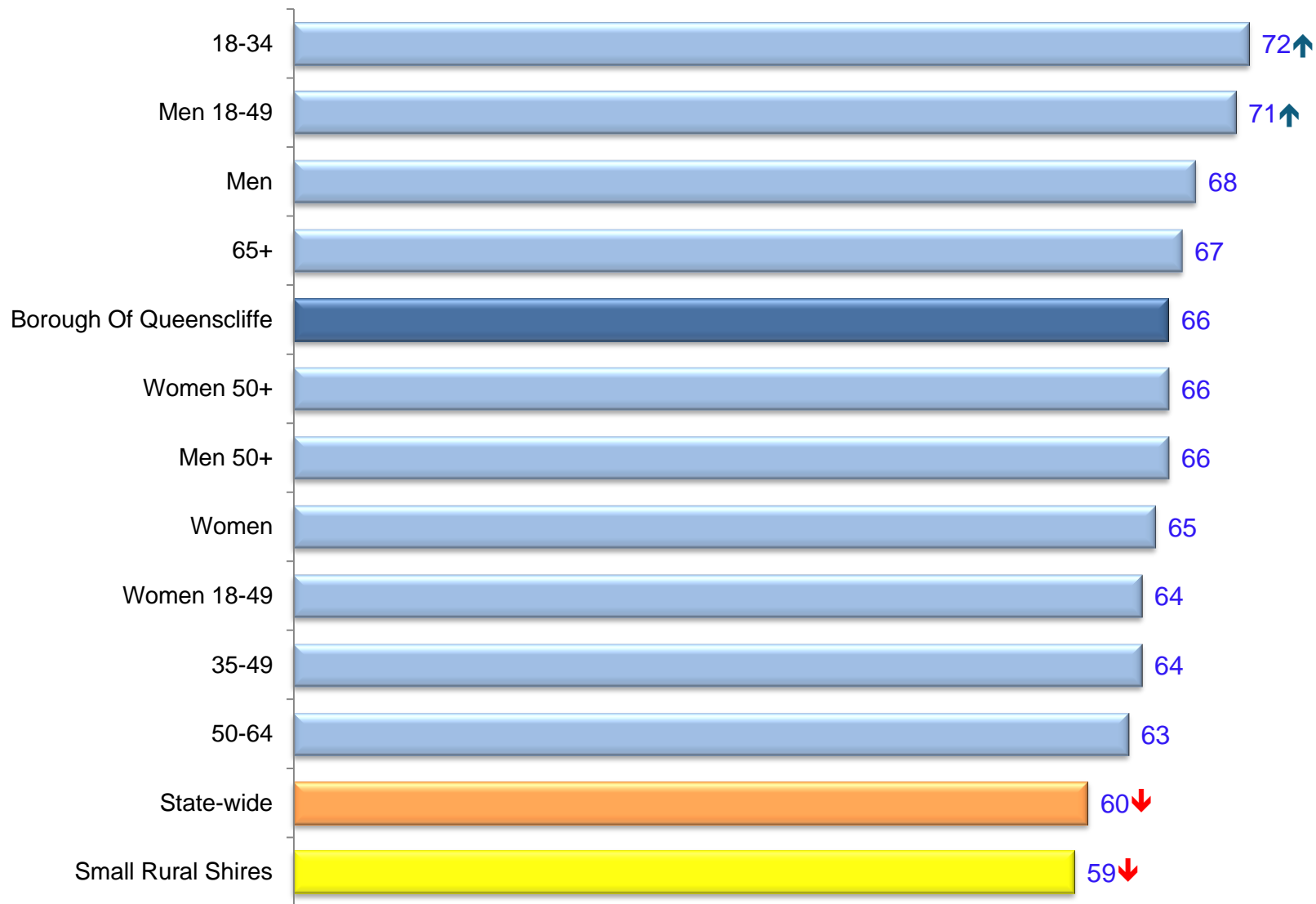
Summary of Key Community Satisfaction Results



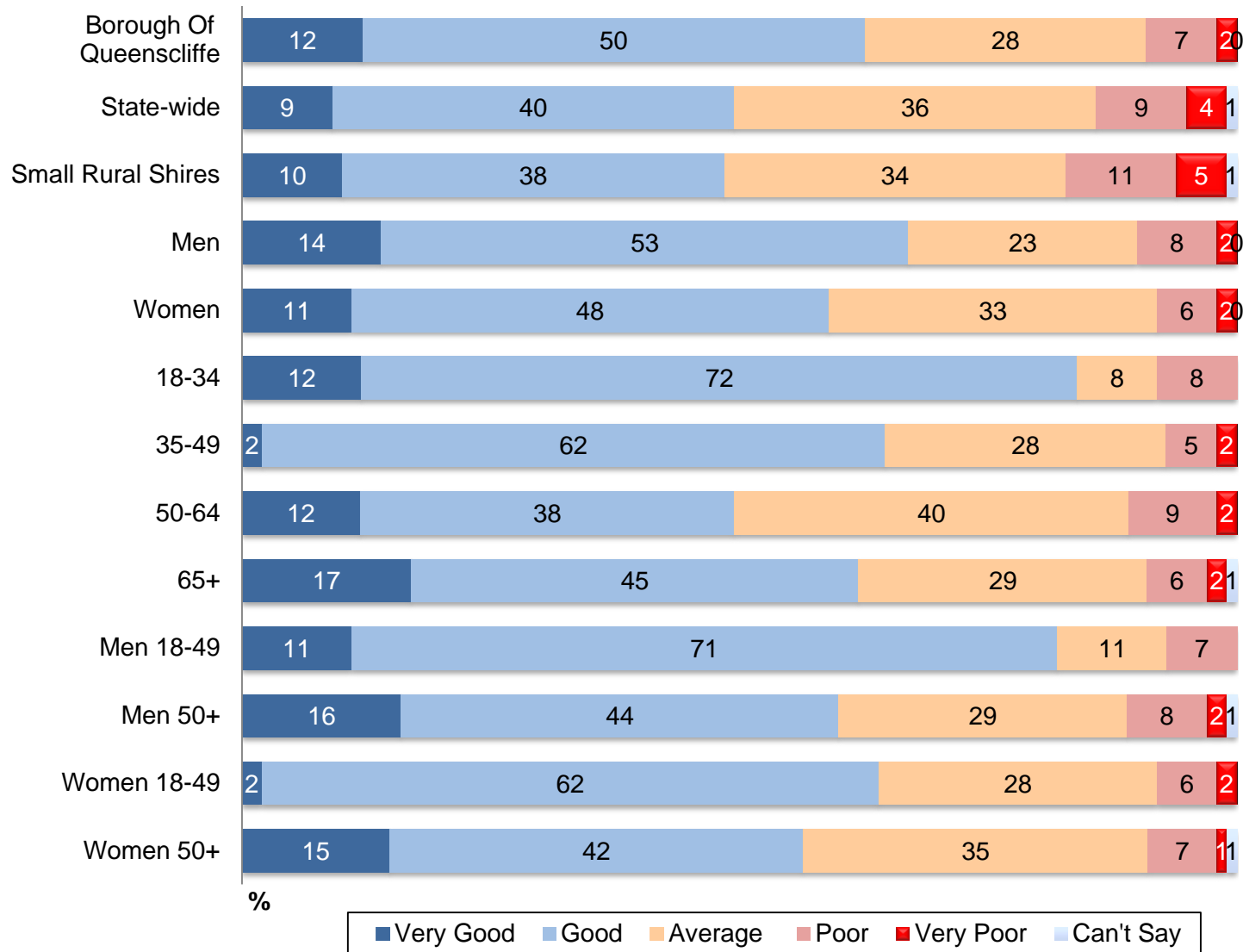
DETAILED RESULTS

SECTION 1: OVERALL PERFORMANCE

Overall Performance – Index Score

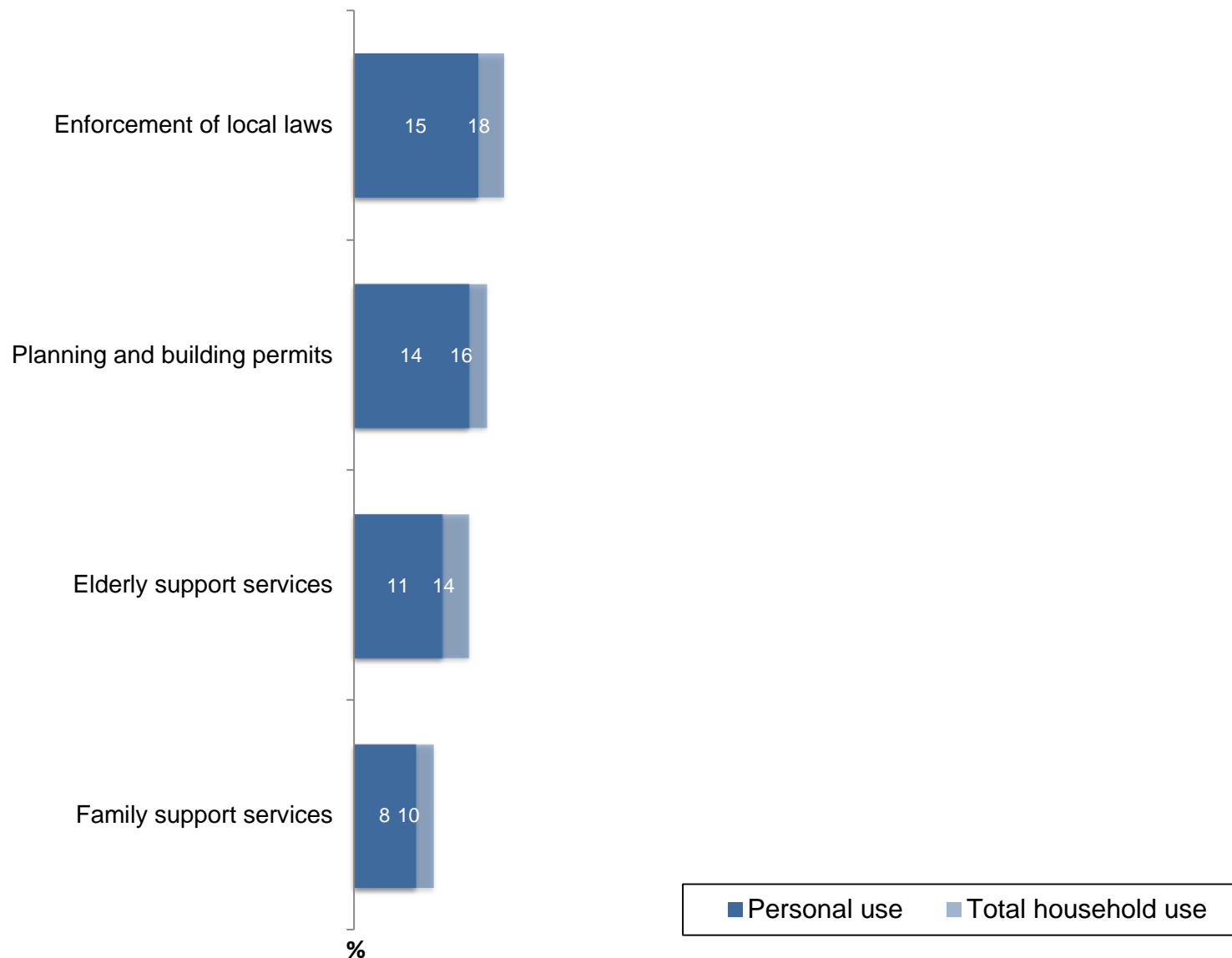


Overall Performance – Detail

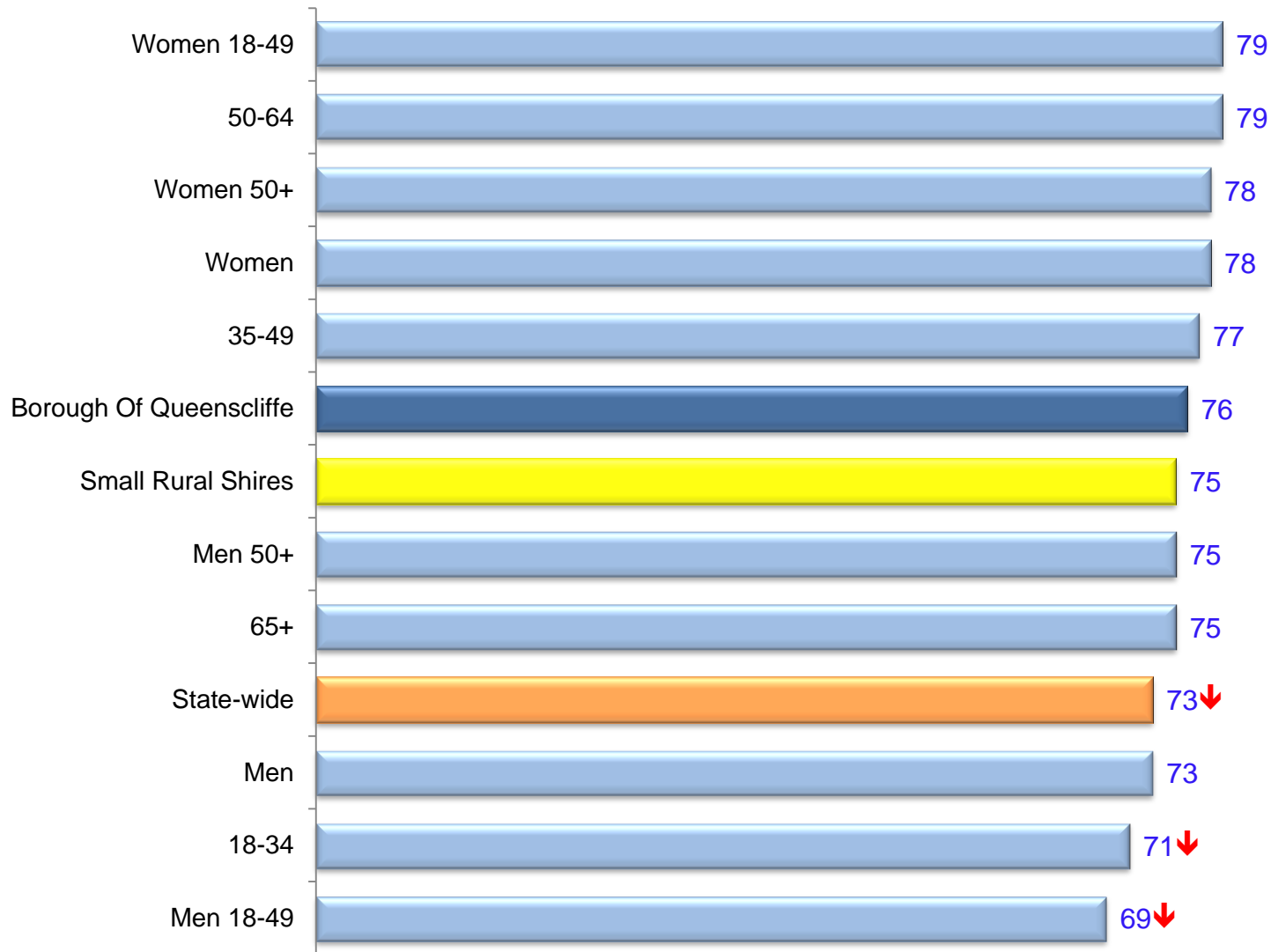


SECTION 2: INDIVIDUAL RESPONSIBILITIES

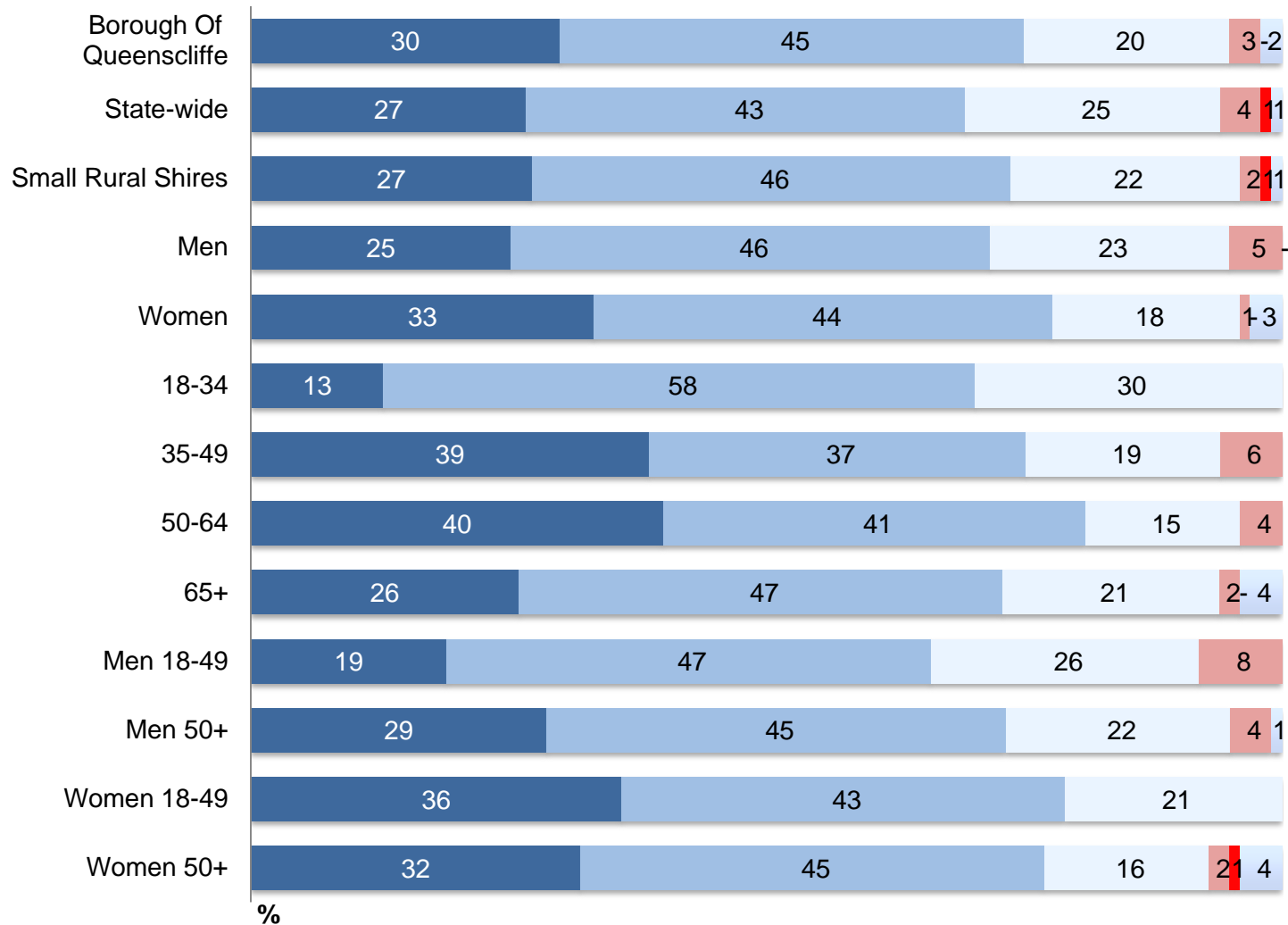
Personal and Household Use/Experience of Council Services



Community Consultation and Engagement – Importance Index Score

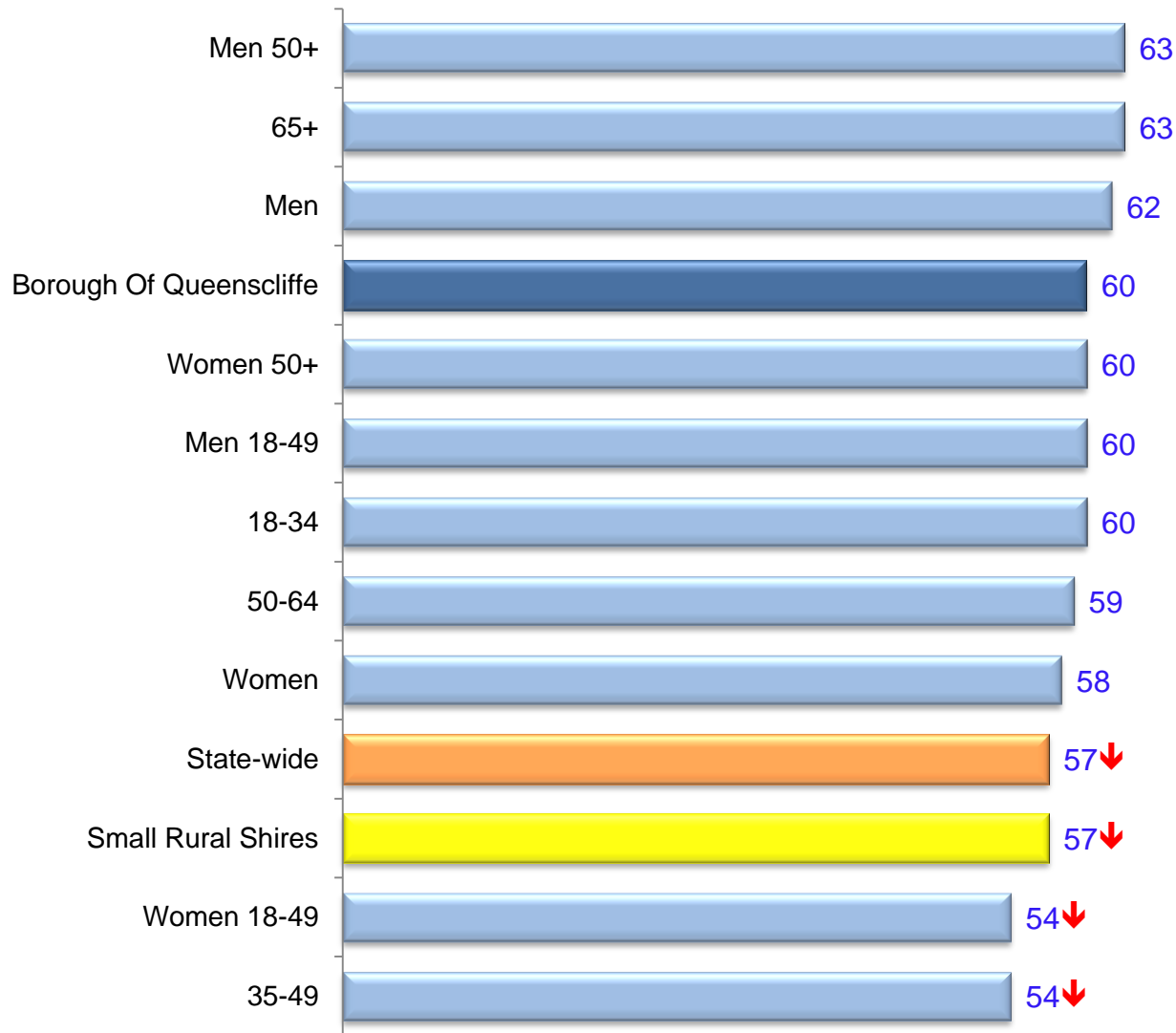


Community Consultation and Engagement – Importance Detail

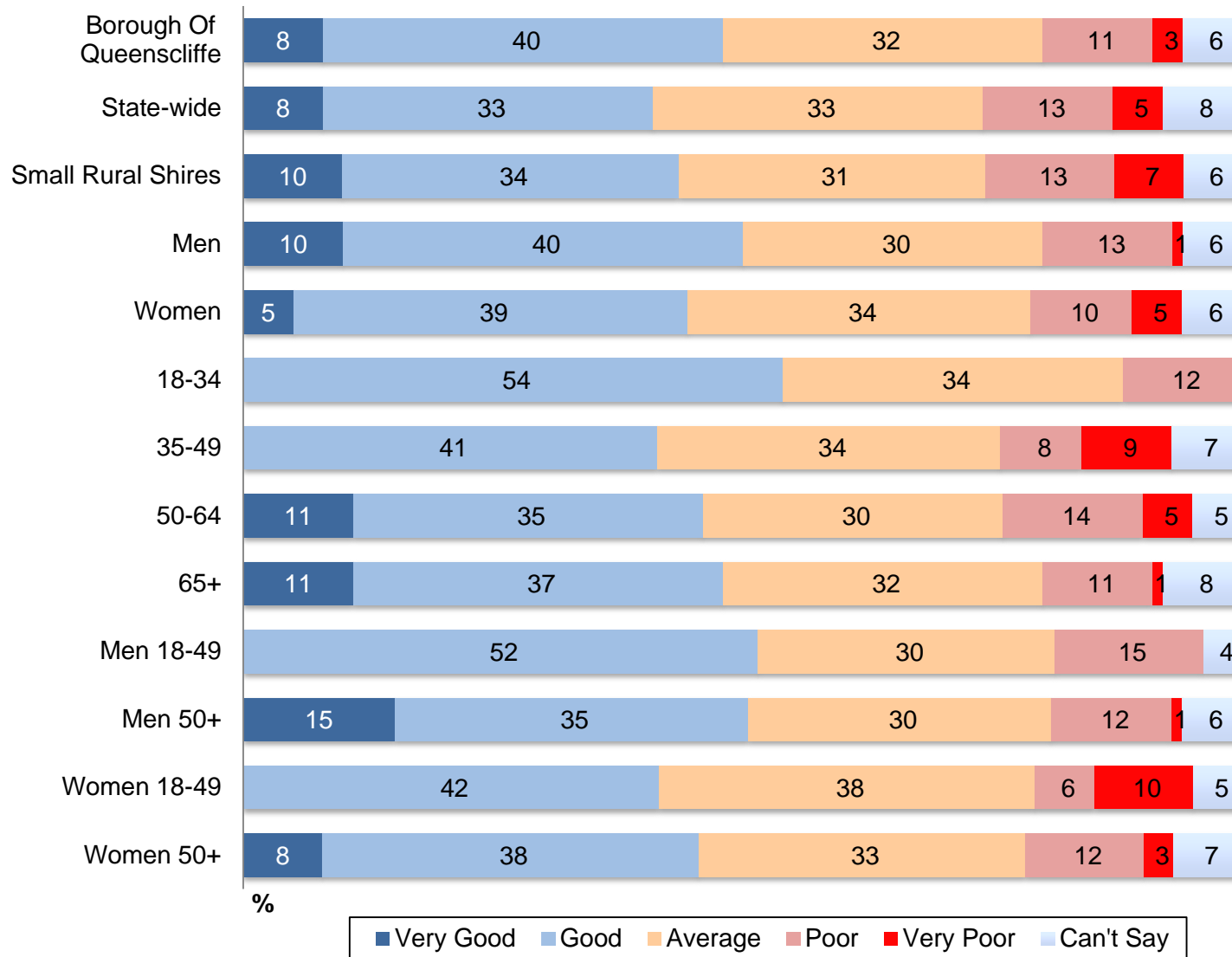


■ Extremely important ■ Very important ■ Fairly important ■ Not that important ■ Not at all important ■ Can't say

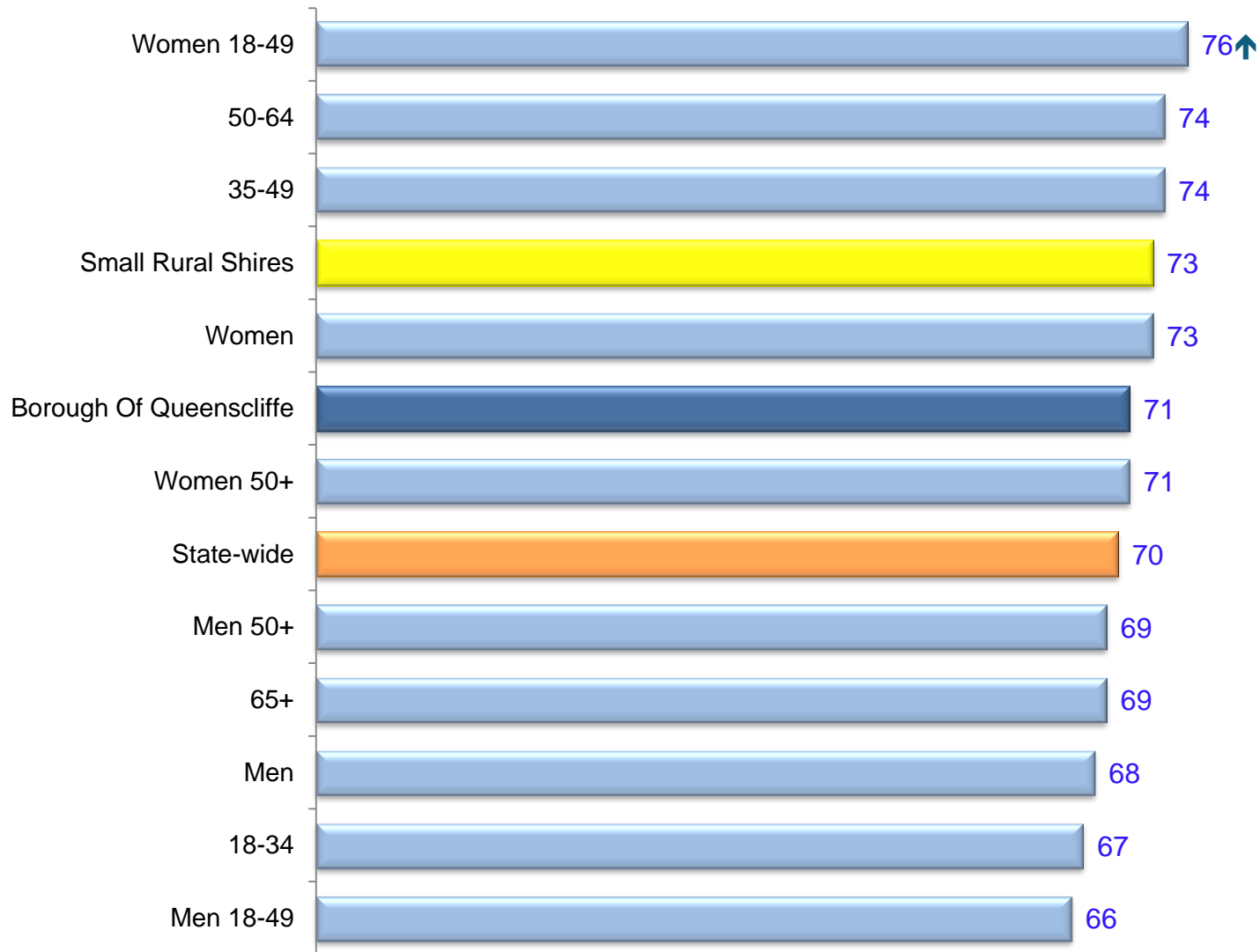
Community Consultation and Engagement – Performance Index Score



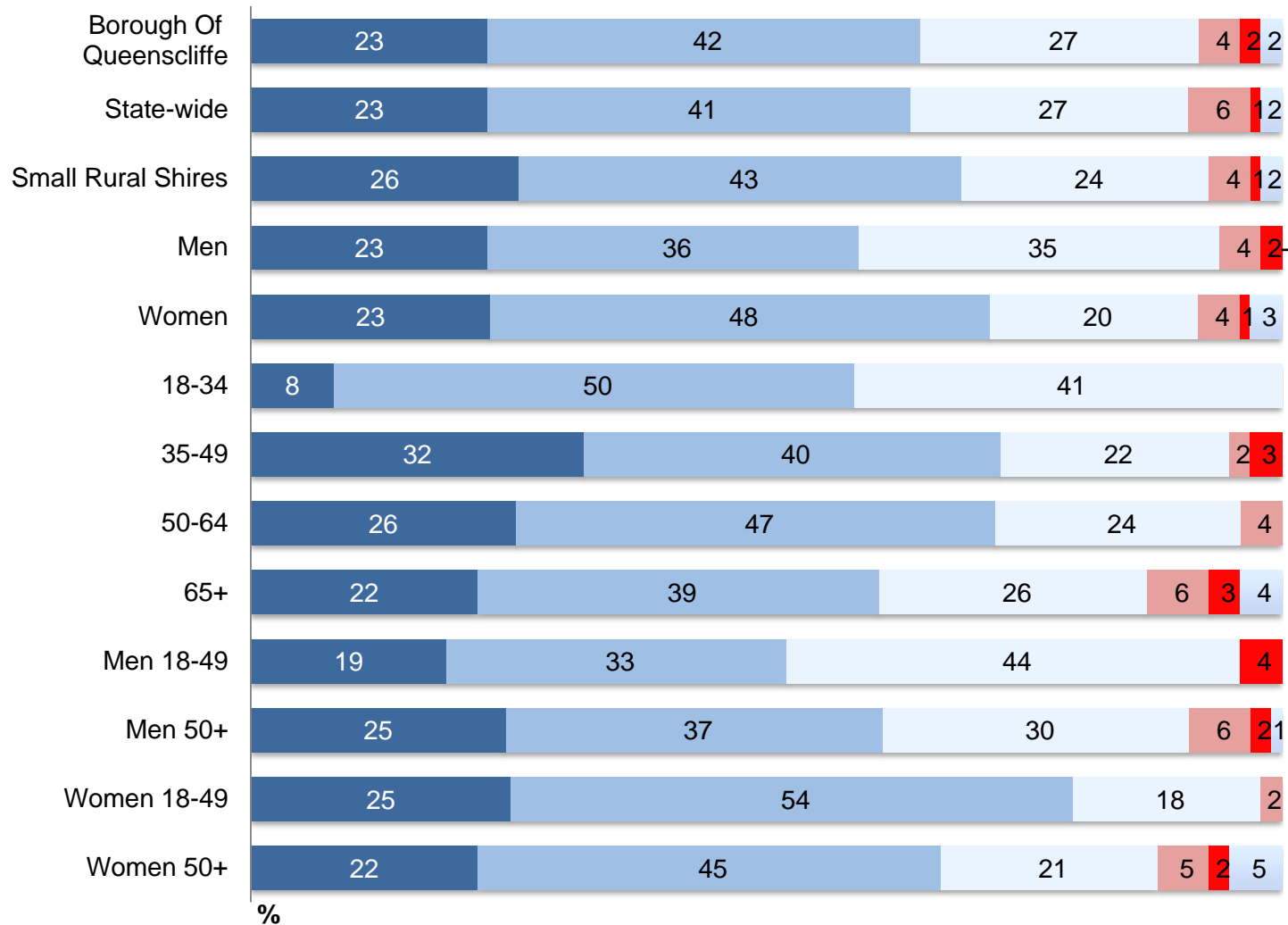
Community Consultation and Engagement – Performance Detail



Lobbying on Behalf of the Community – Importance Index Score

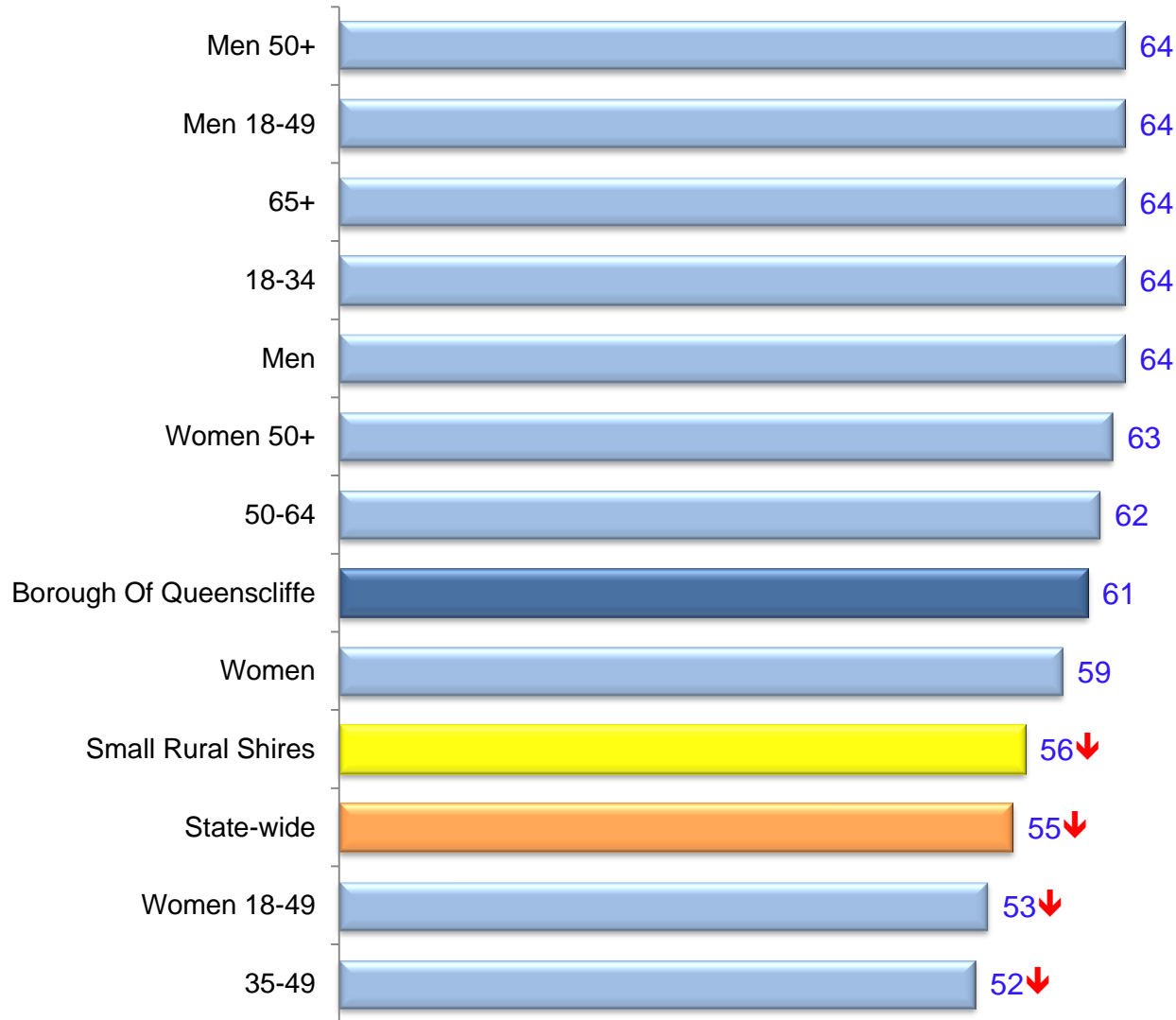


Lobbying on Behalf of the Community – Importance Detail

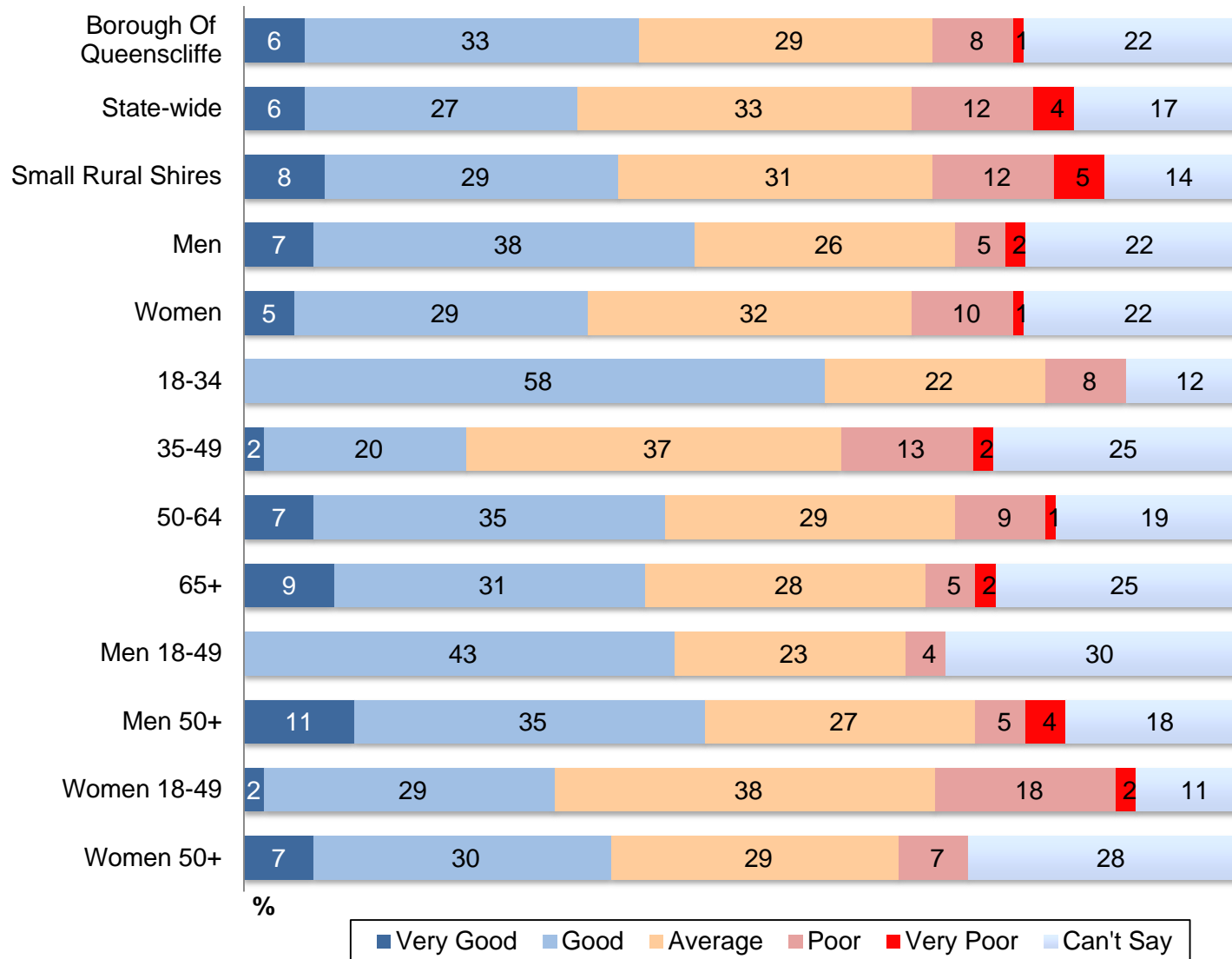


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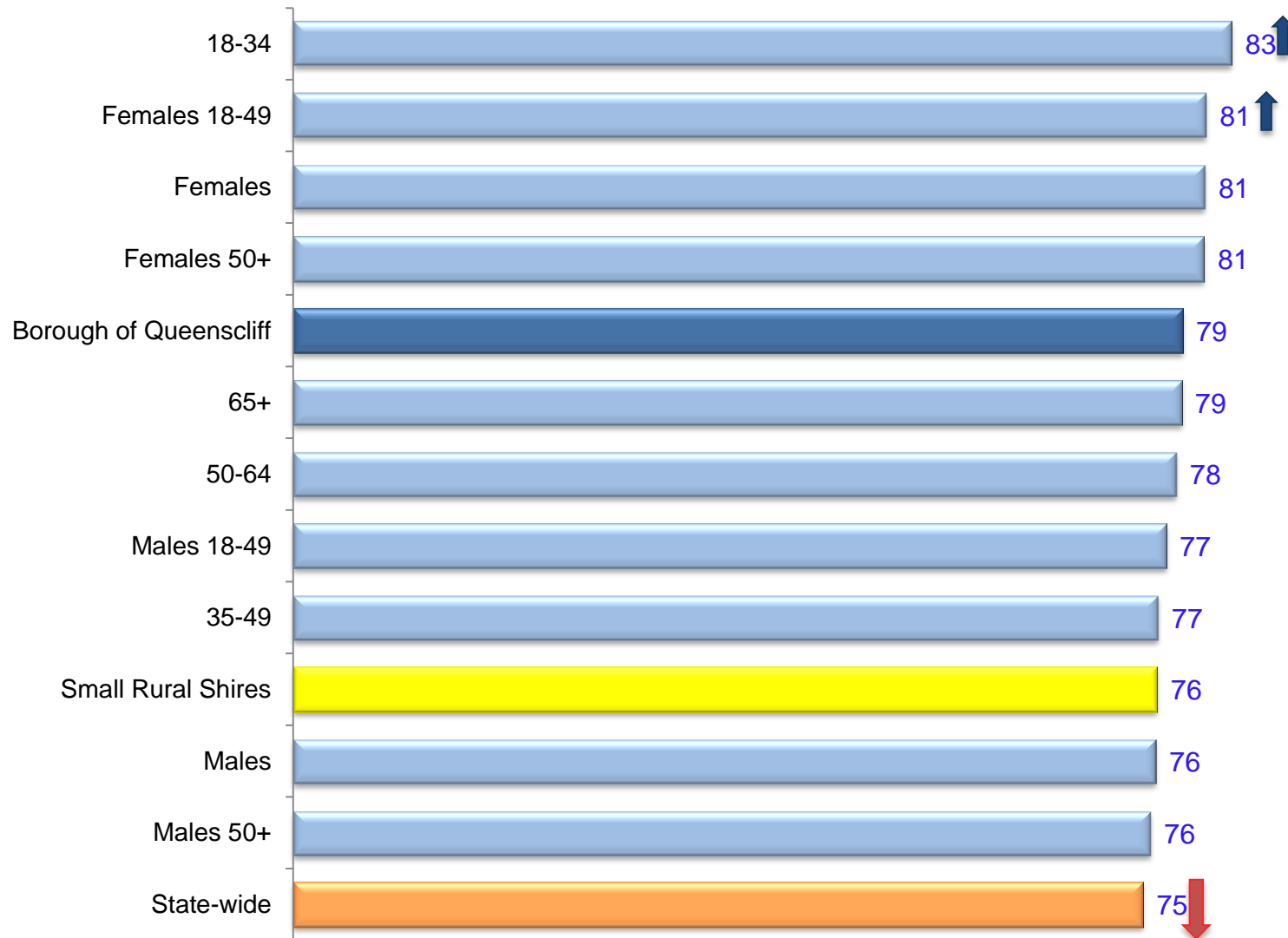
Lobbying on Behalf of the Community – Performance Index Score



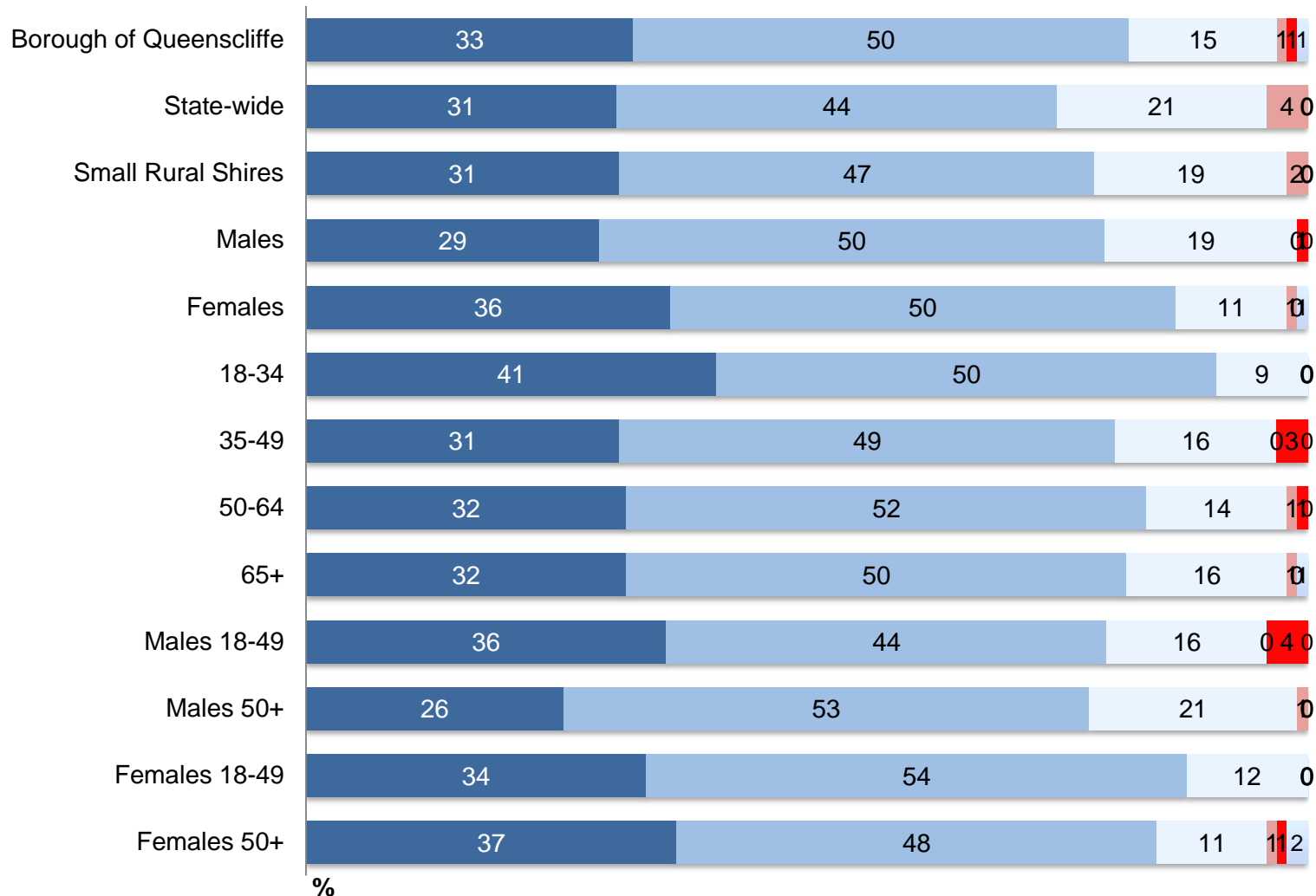
Lobbying on Behalf of the Community – Performance Detail



Informing the Community – Importance Index Score

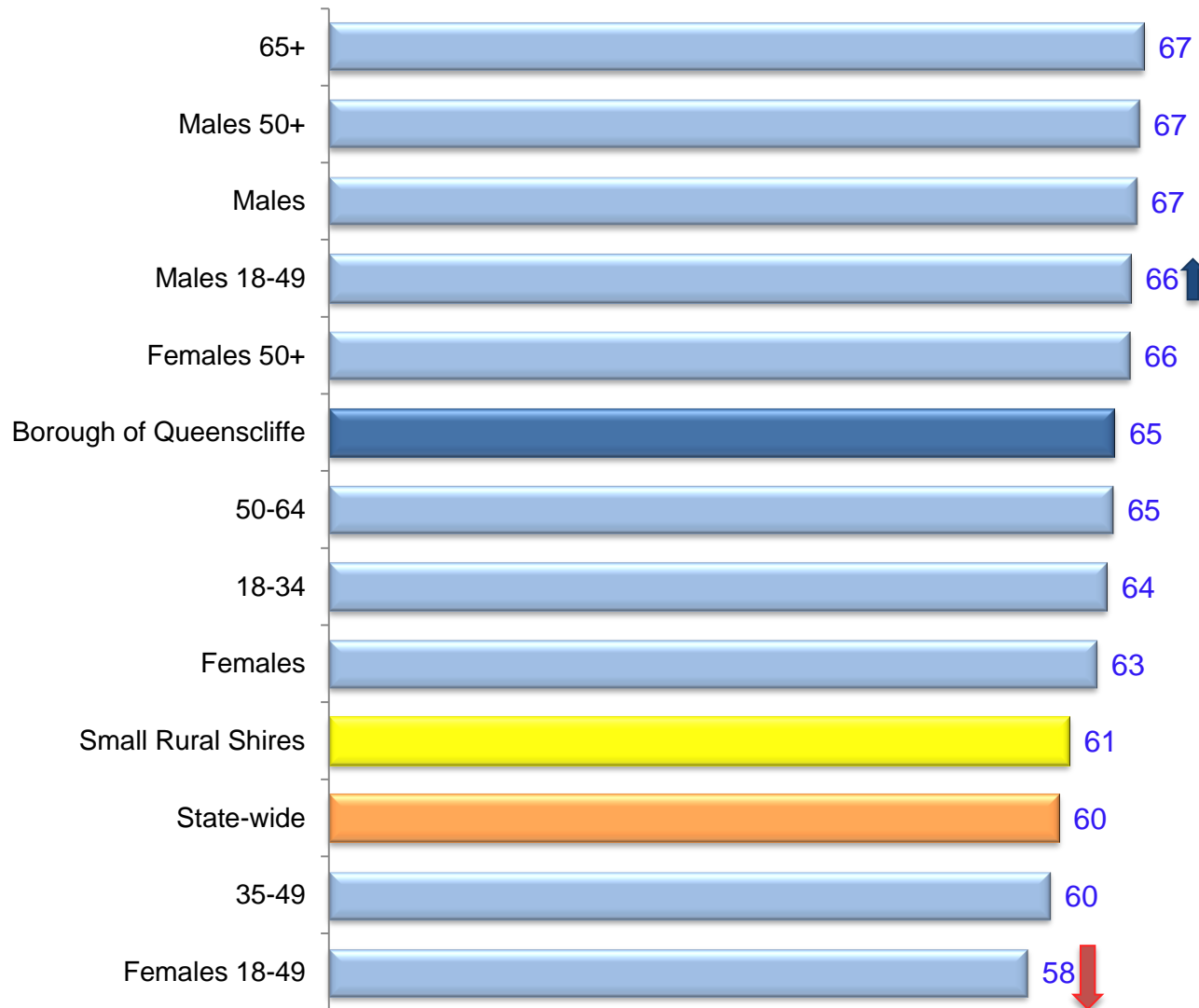


Informing the Community – Importance Detail

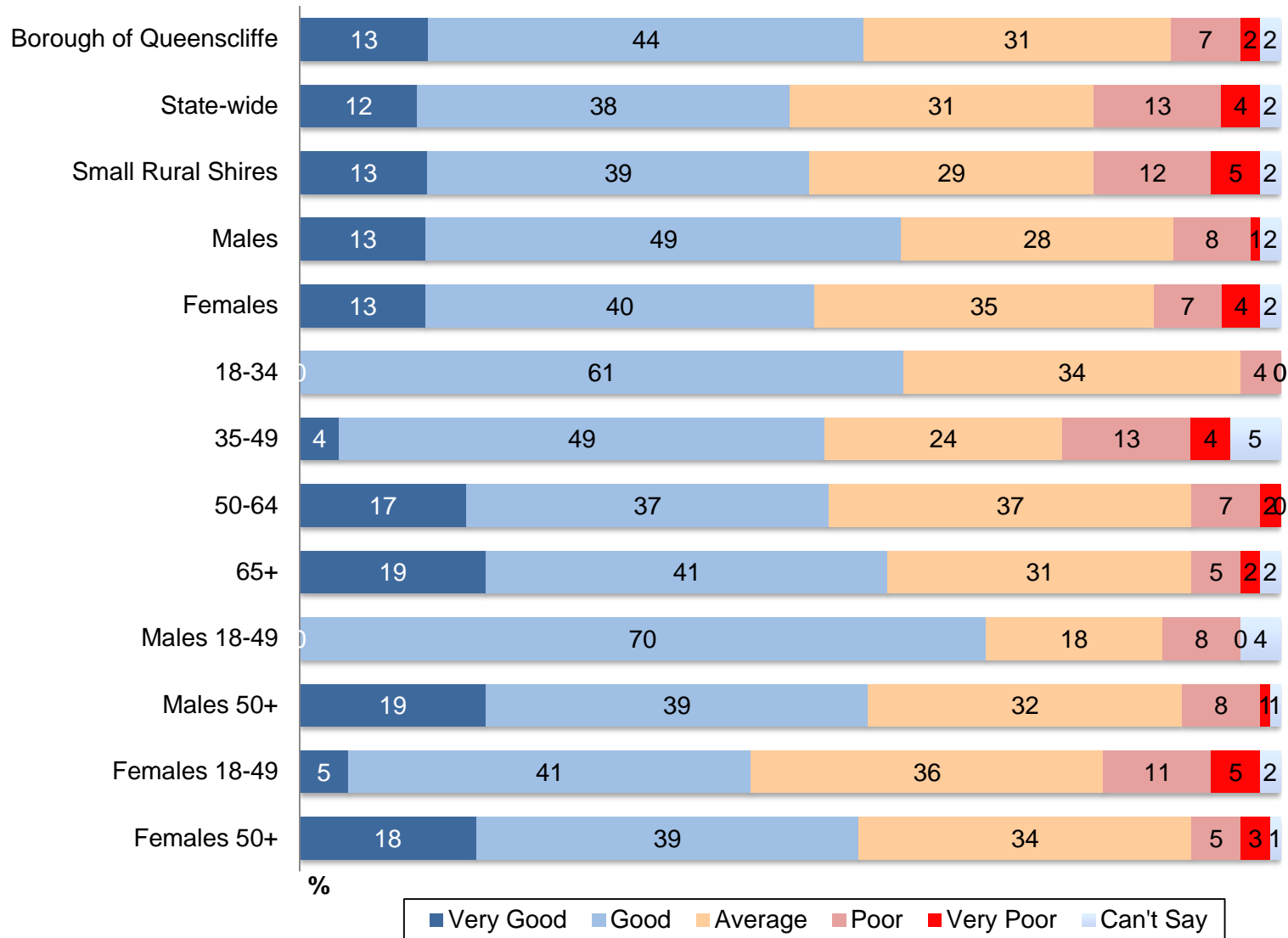


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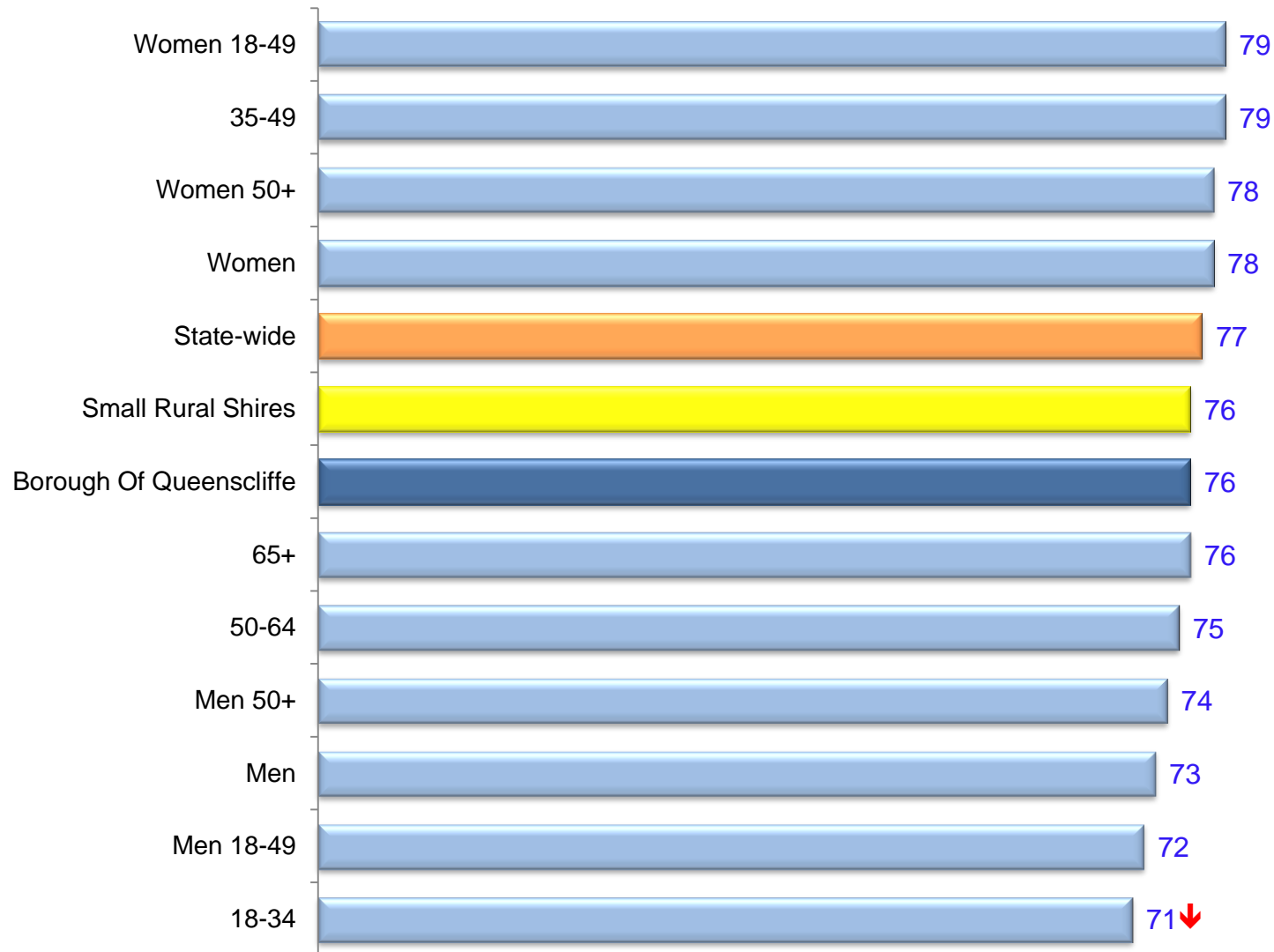
Informing the Community – Performance Index Score



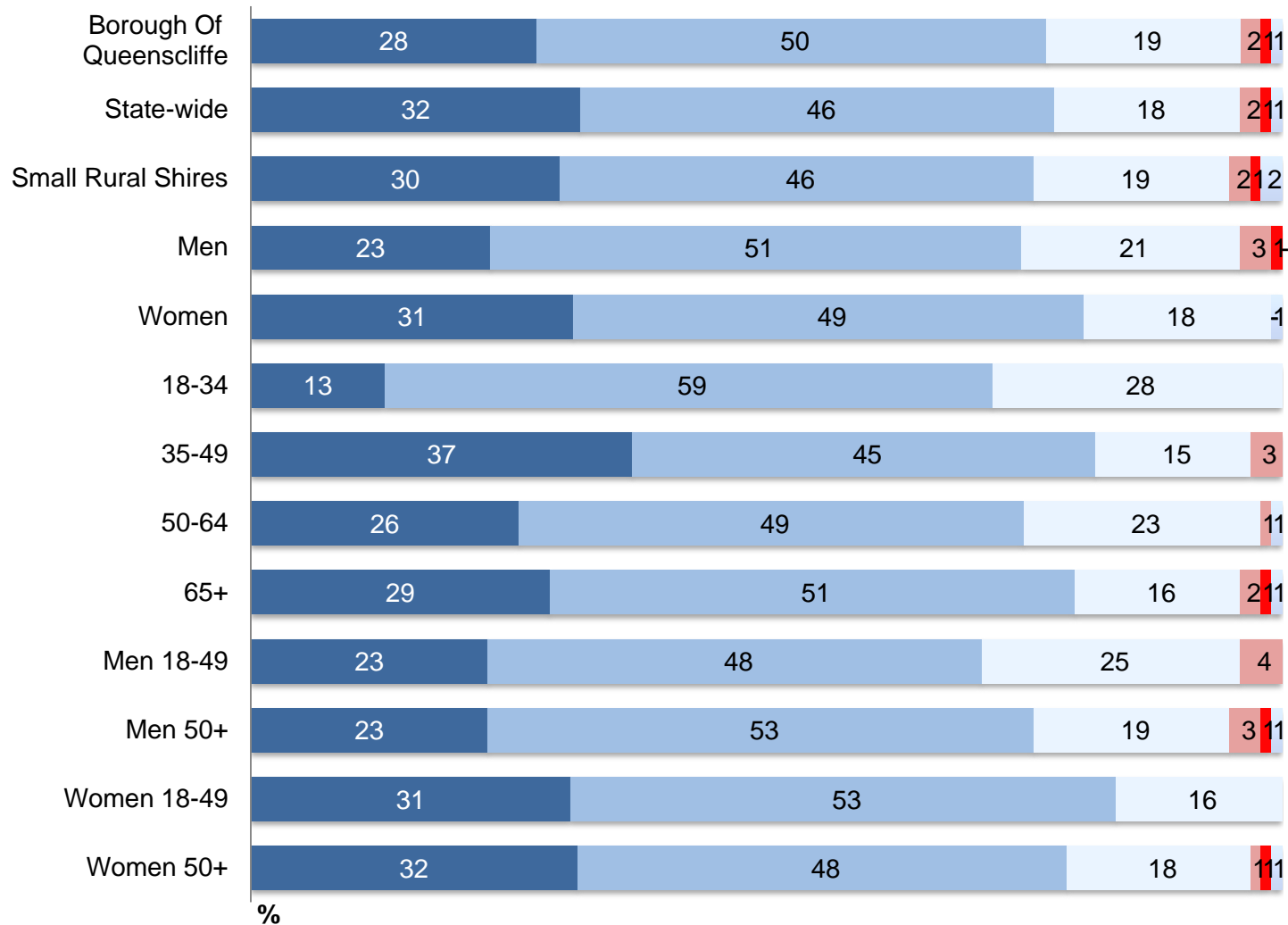
Informing the Community – Performance Detail



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

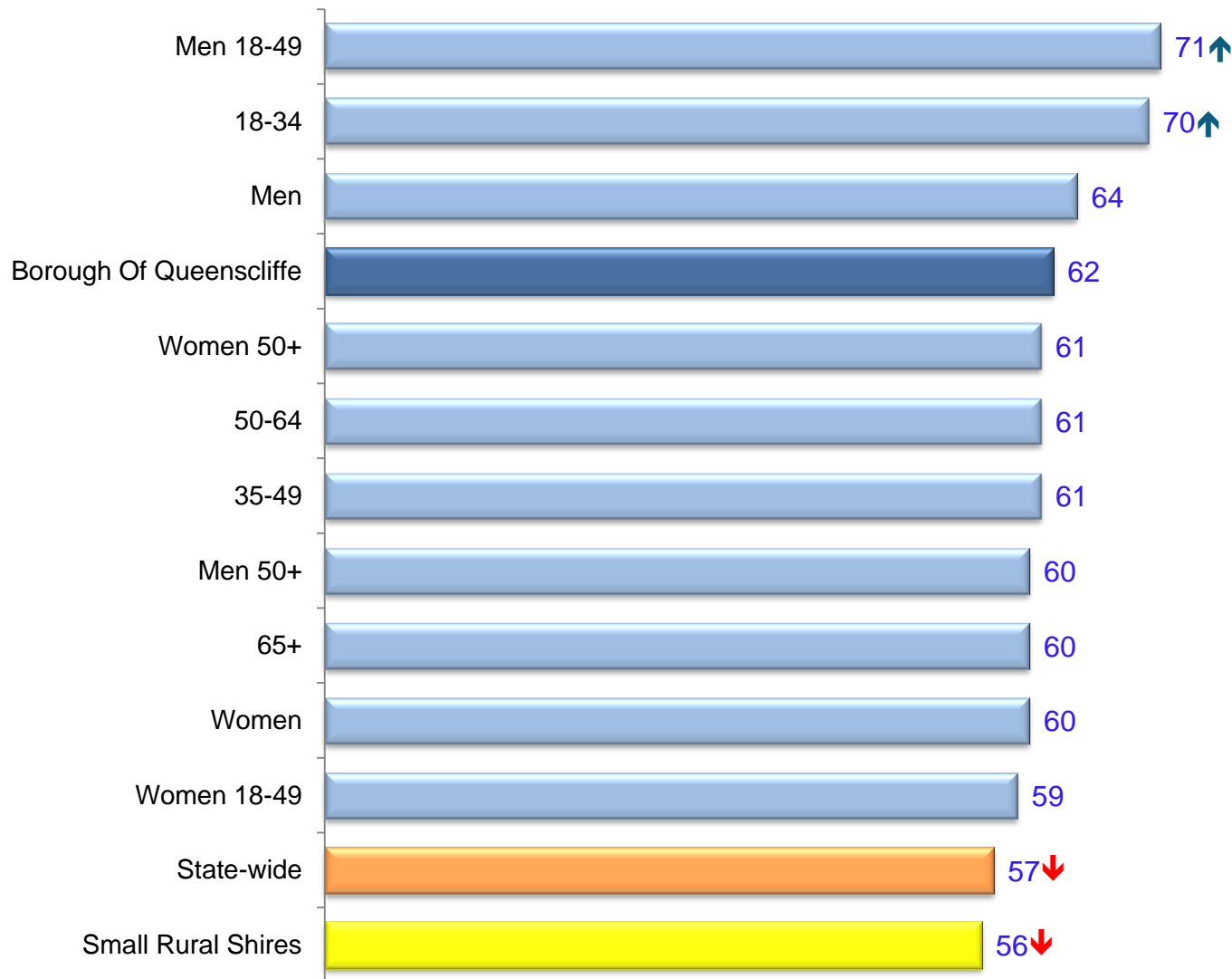


The condition of local streets and footpaths in your area – Importance Detail

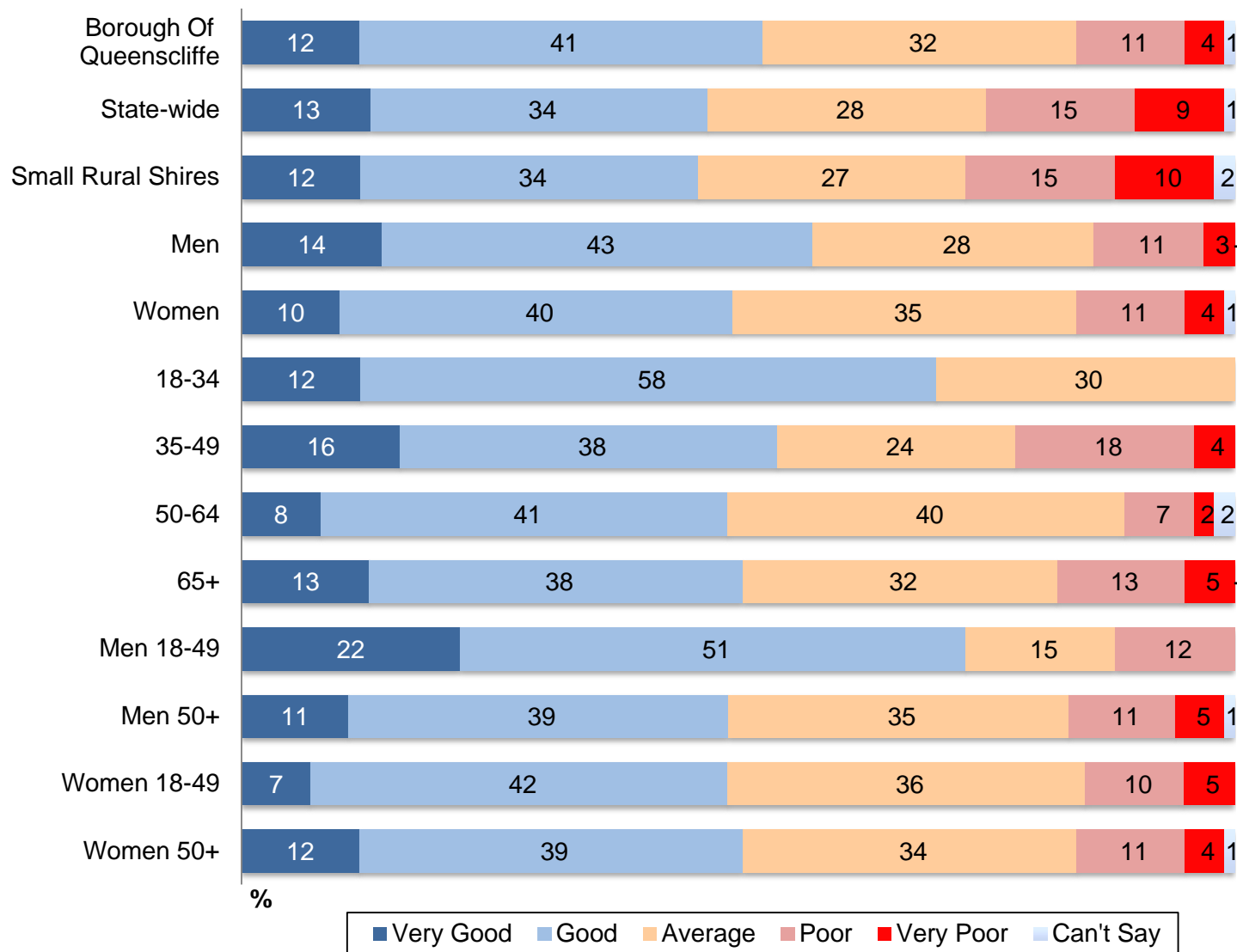


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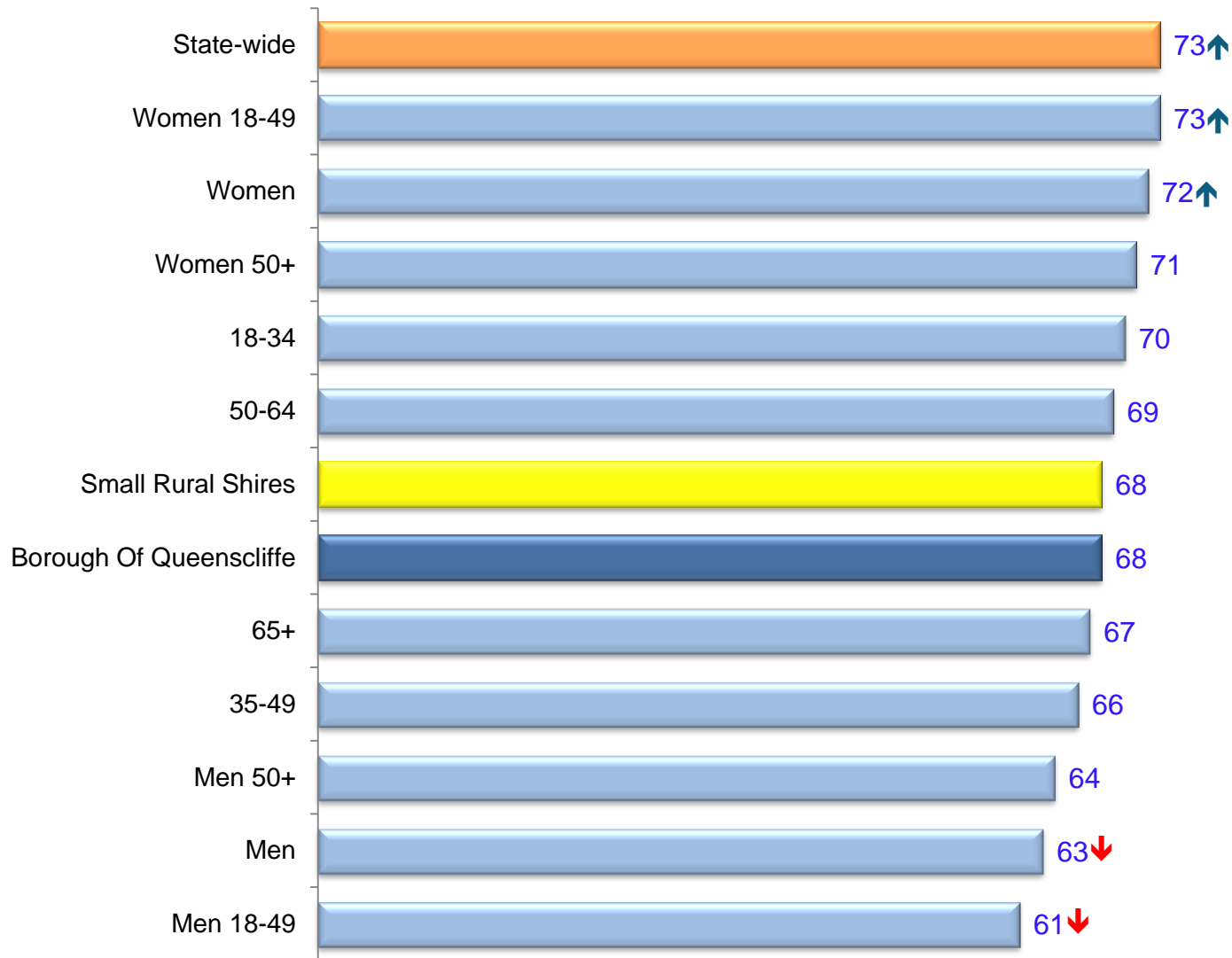
The condition of local streets and footpaths in your area – Performance Index Score



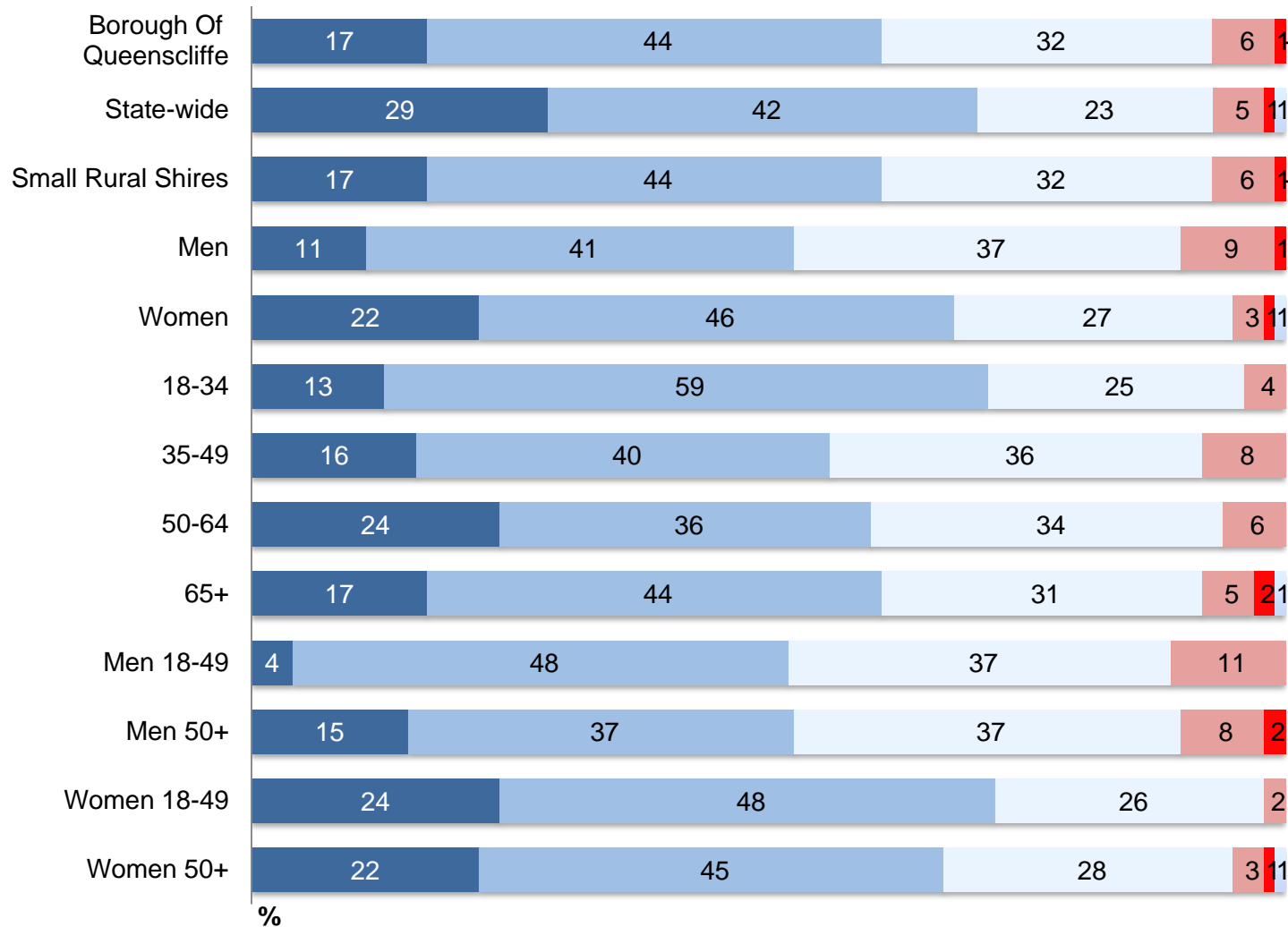
The condition of local streets and footpaths in your area – Performance Detail



Traffic Management – Importance Index Score

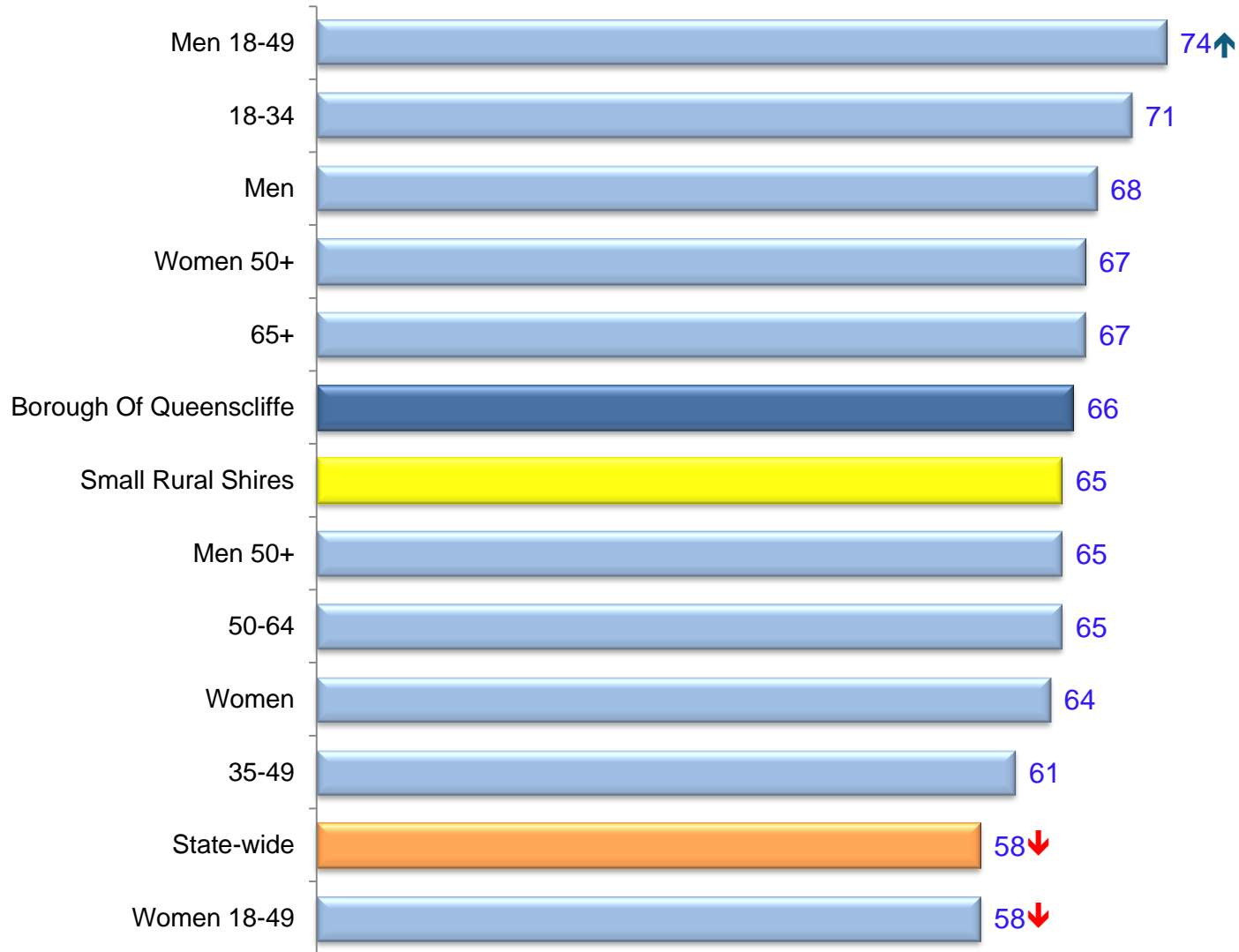


Traffic Management – Importance Detail

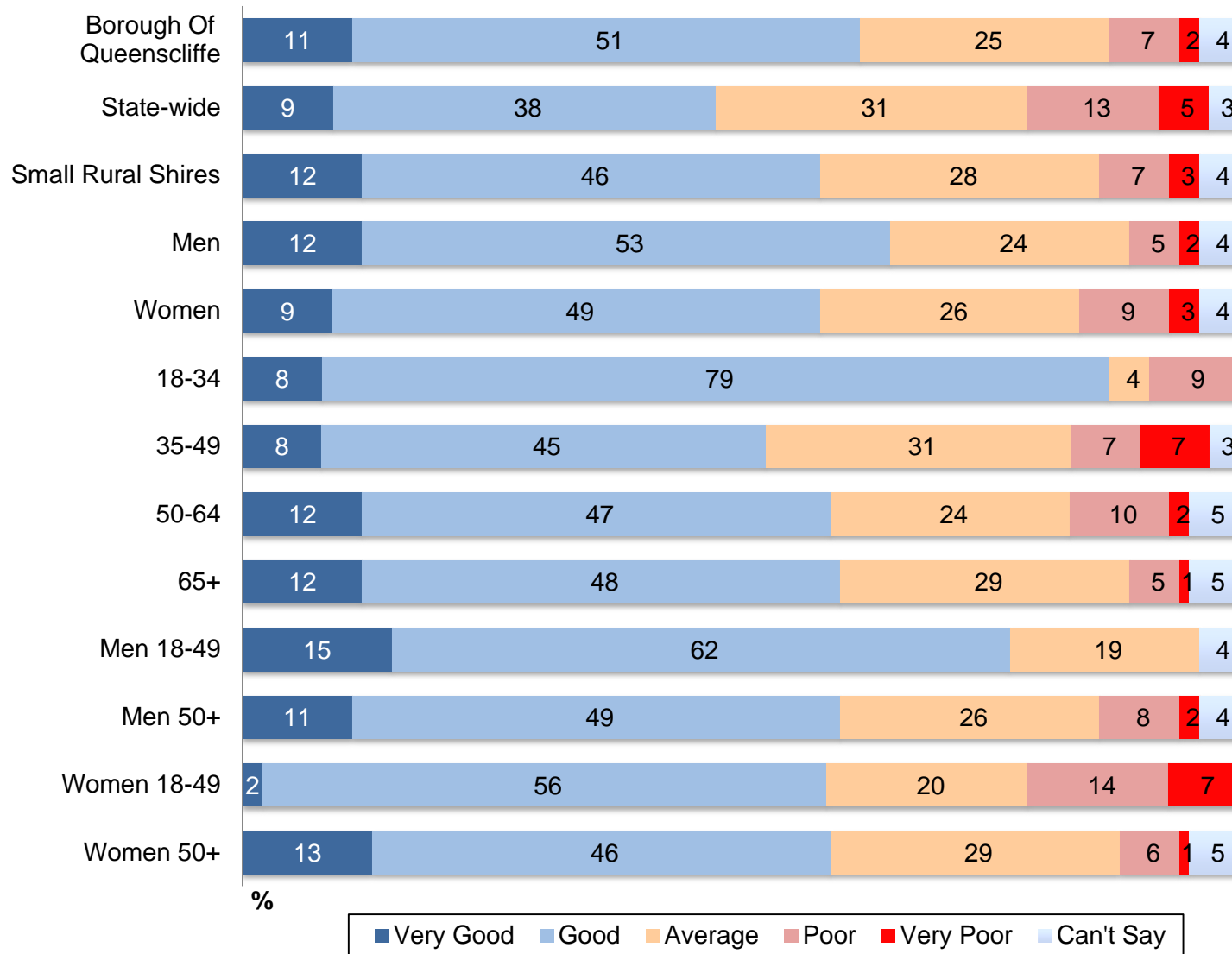


■ Extremely important
 ■ Very important
 ■ Fairly important
 ■ Not that important
 ■ Not at all important
 ■ Can't say

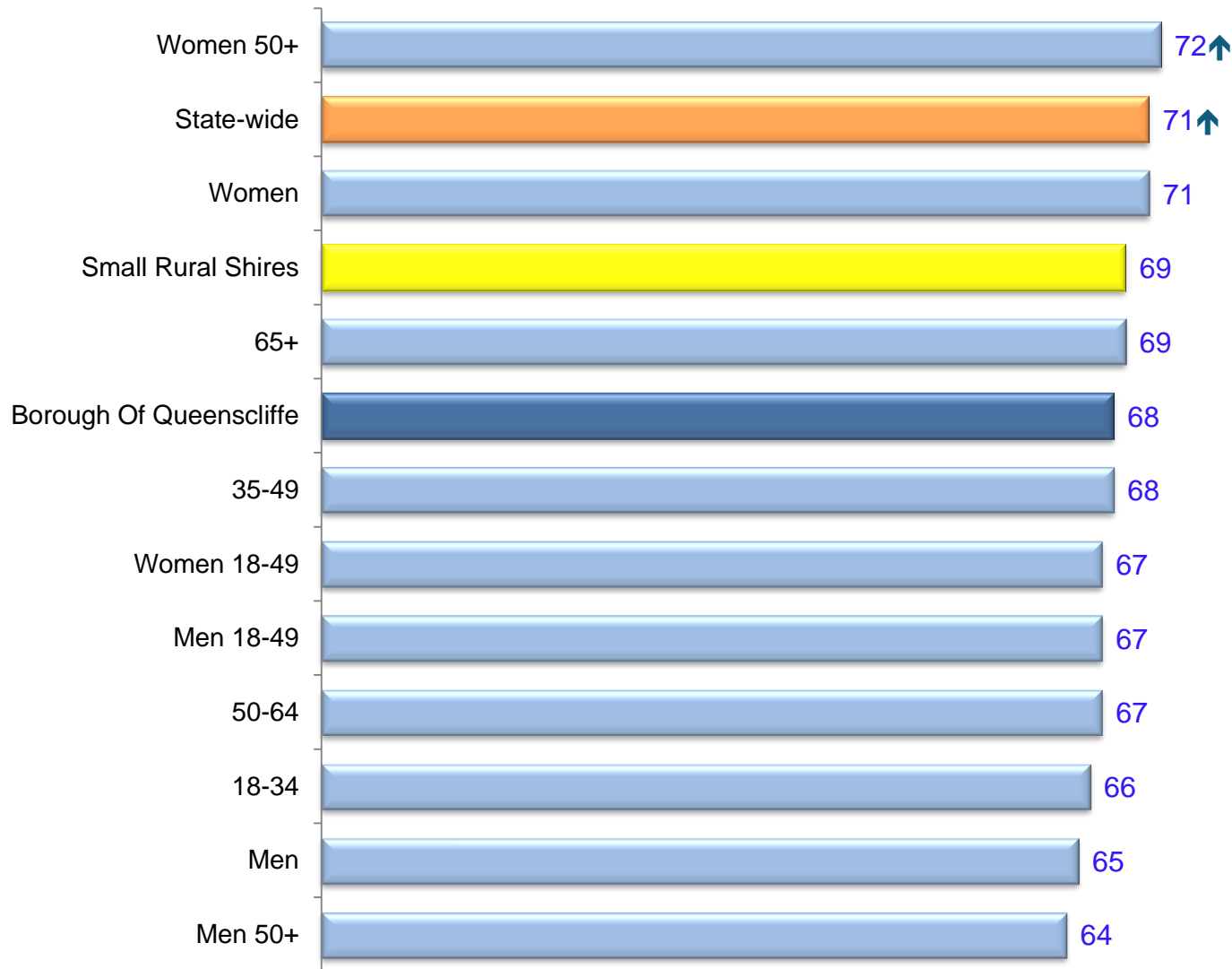
Traffic Management – Performance Index Score



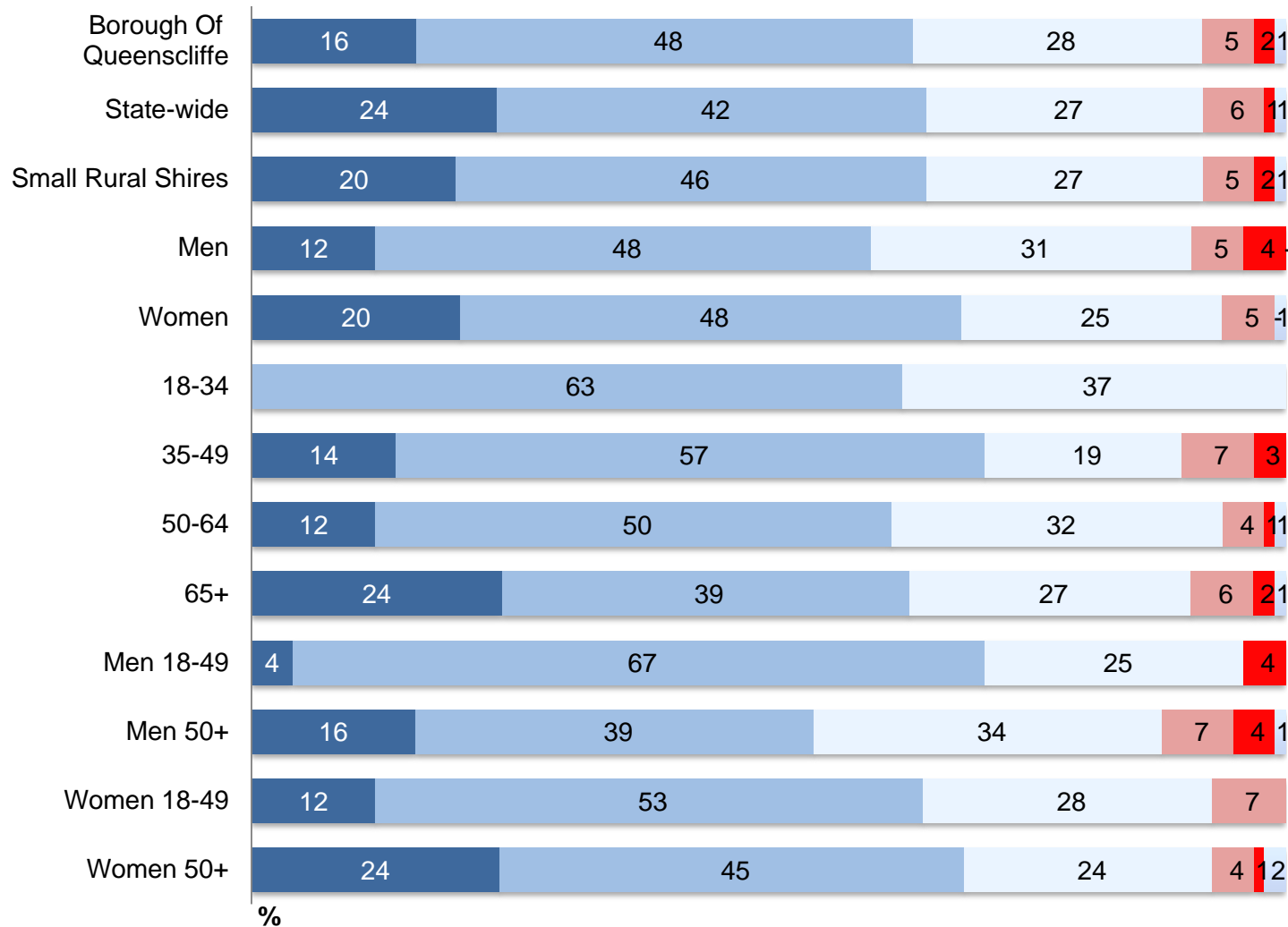
Traffic Management – Performance Detail



Parking Facilities – Importance Index Score

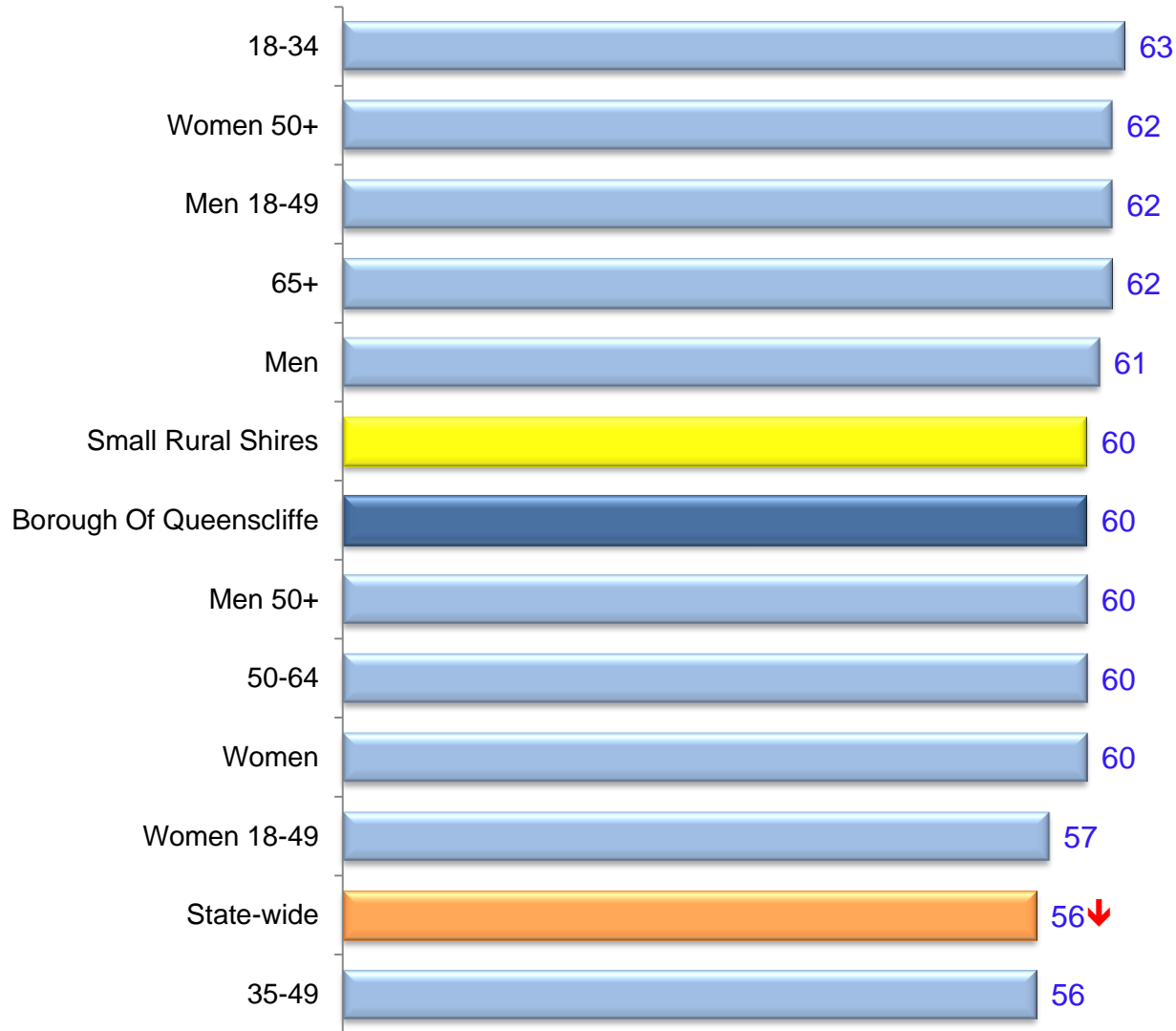


Parking Facilities – Importance Detail

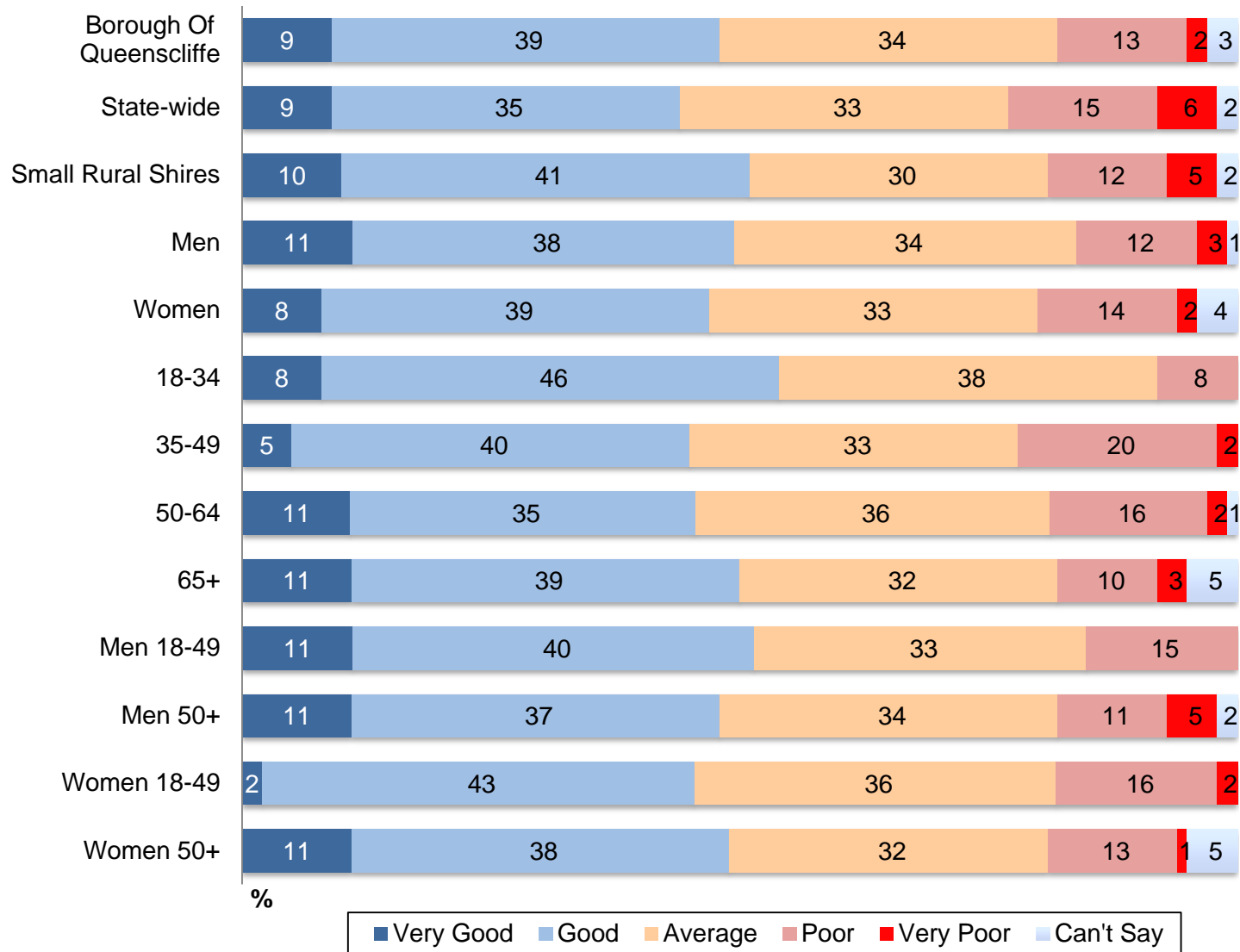


■ Extremely important
 ■ Very important
 ■ Fairly important
 ■ Not that important
 ■ Not at all important
 ■ Can't say

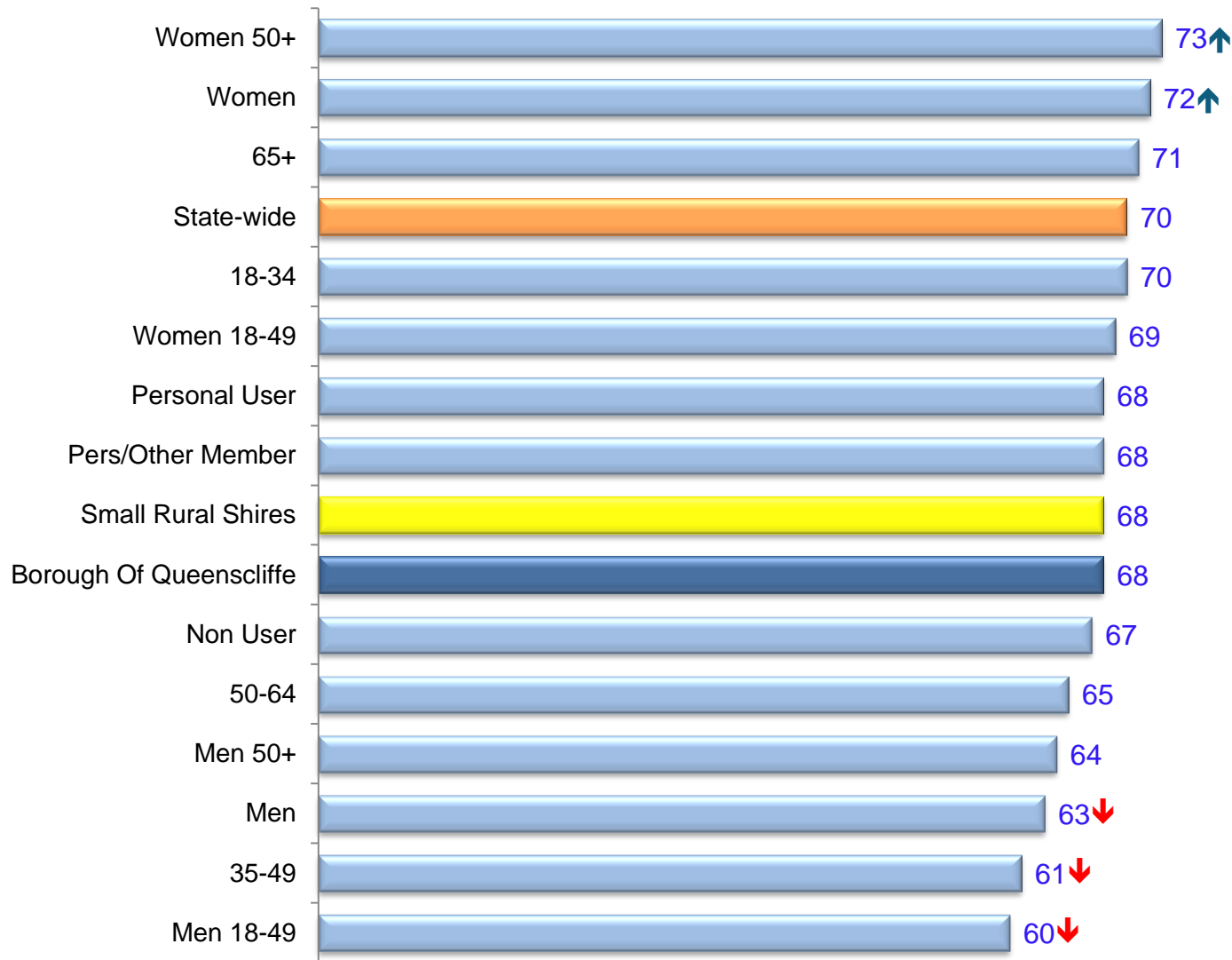
Parking Facilities – Performance Index Score



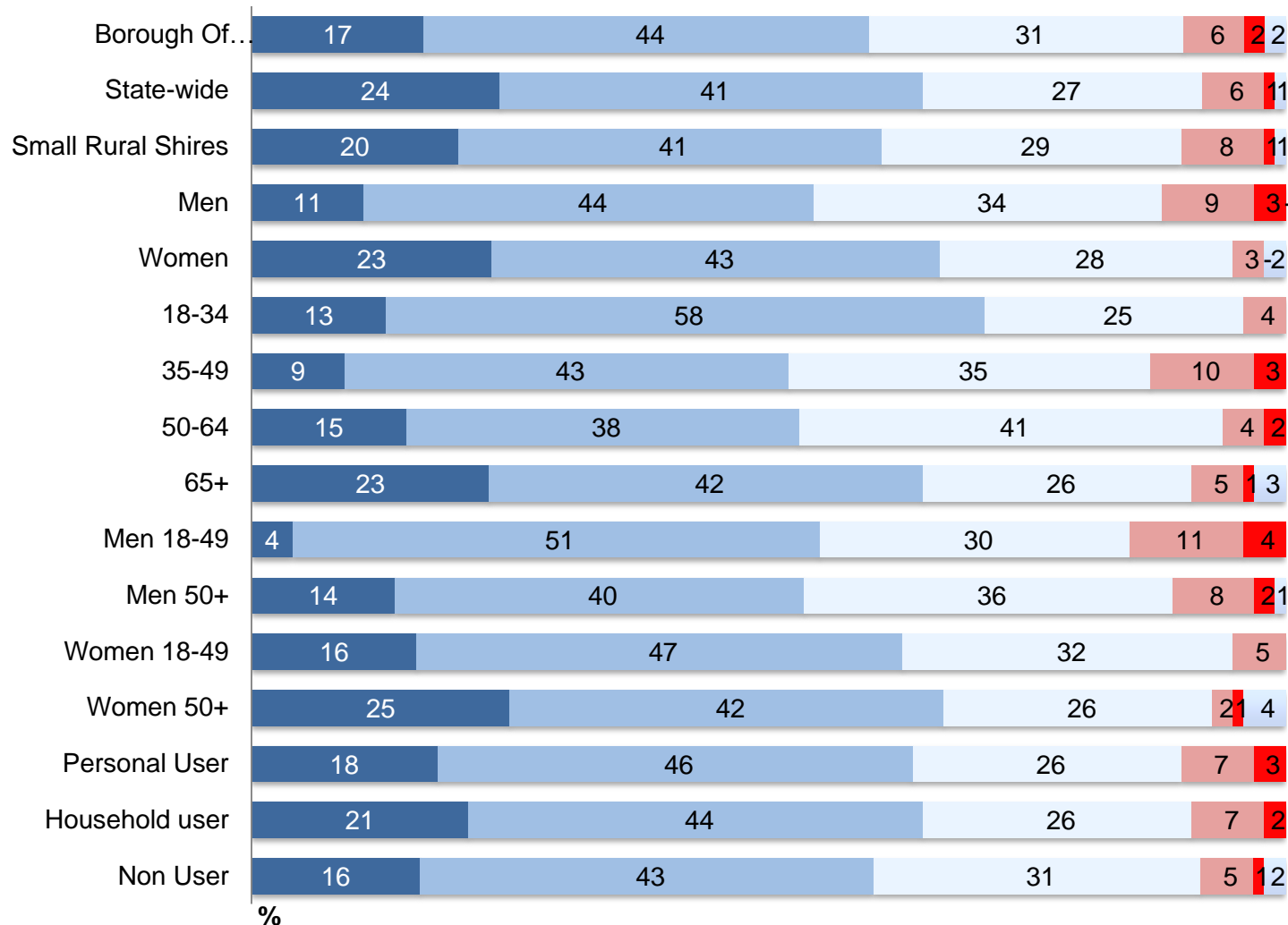
Parking Facilities – Performance Detail



Enforcement of local laws – Importance Index Score

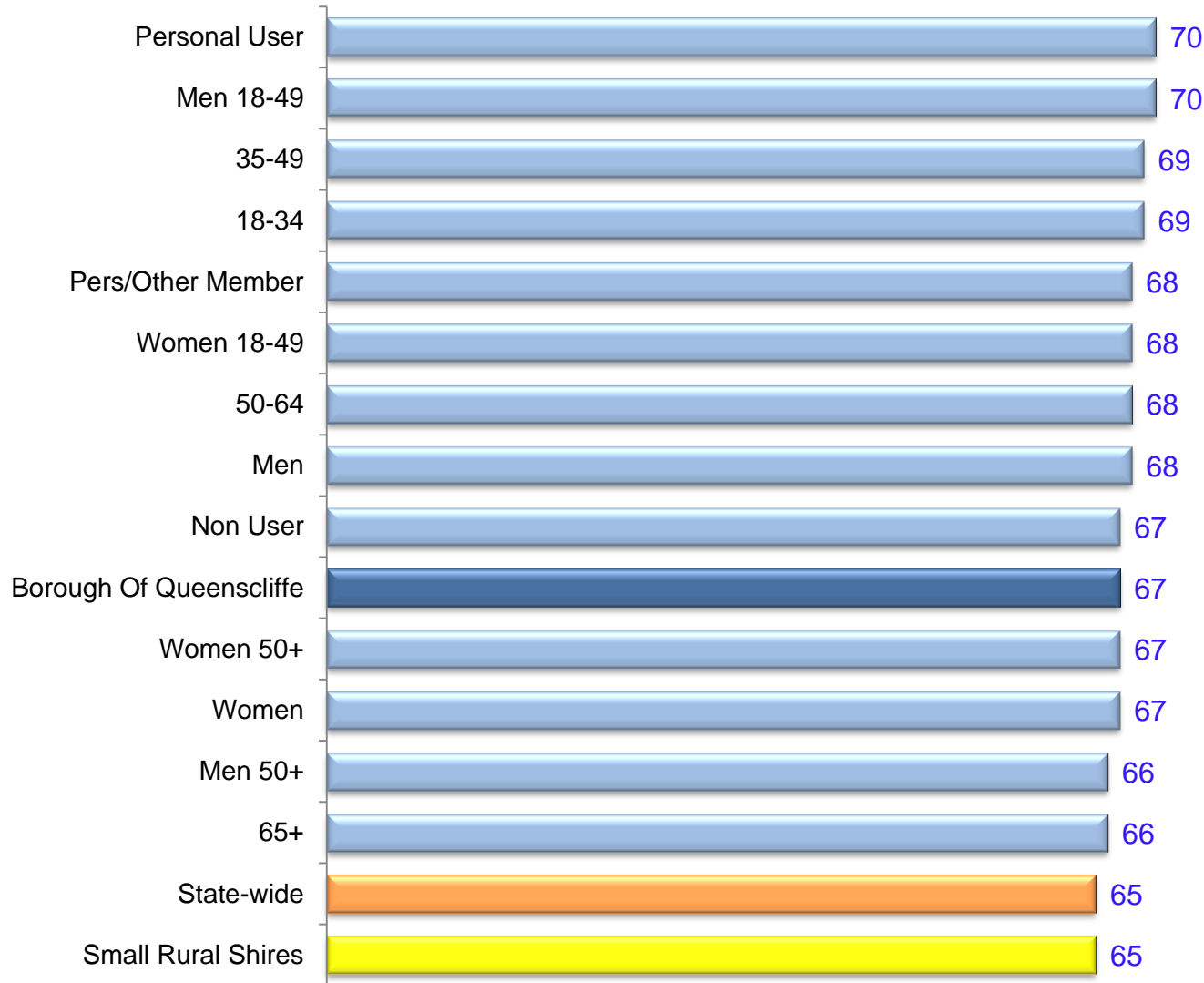


Enforcement of local laws – Importance Detail

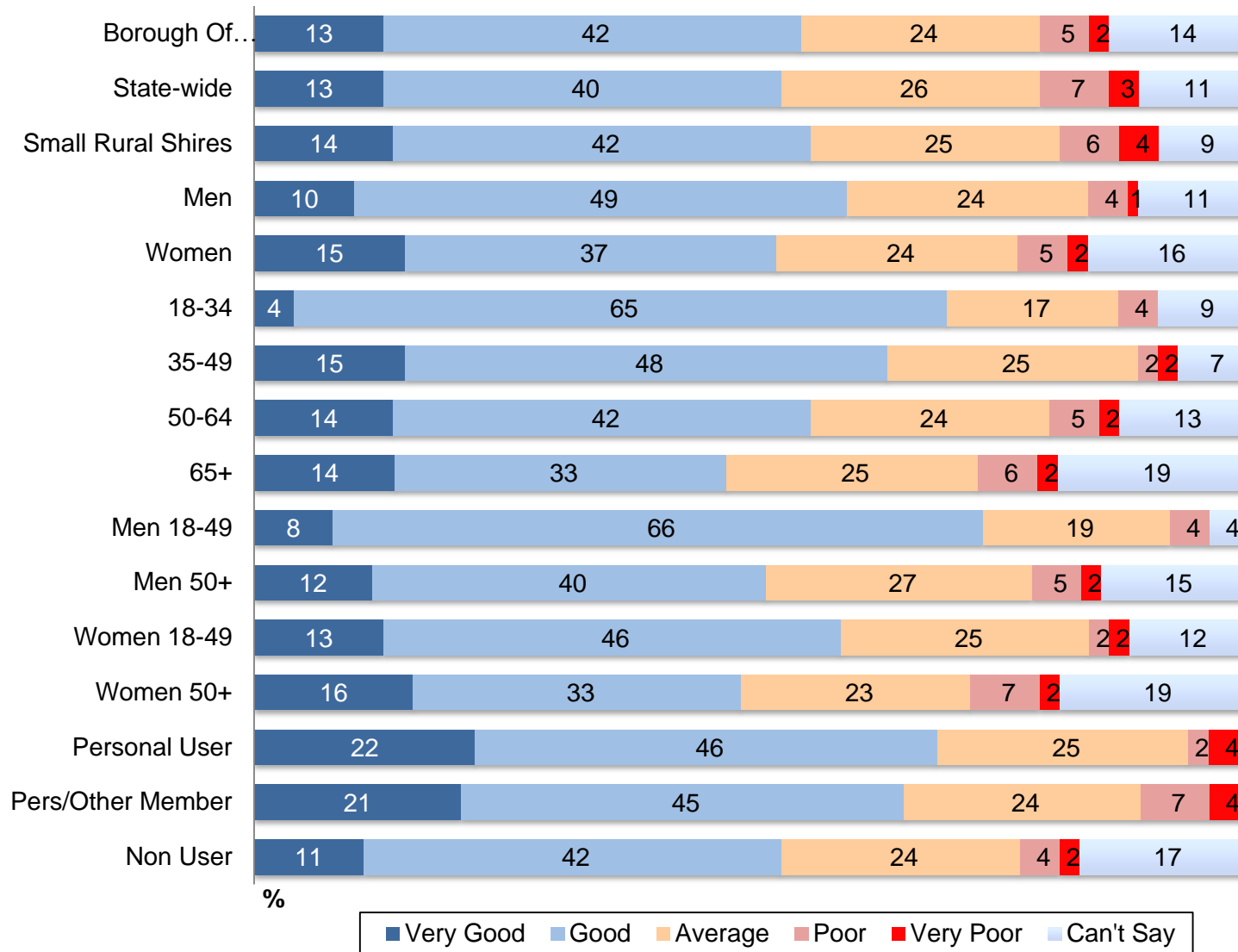


■ Extremely important ■ Very important ■ Fairly important ■ Not that important ■ Not at all important ■ Can't say

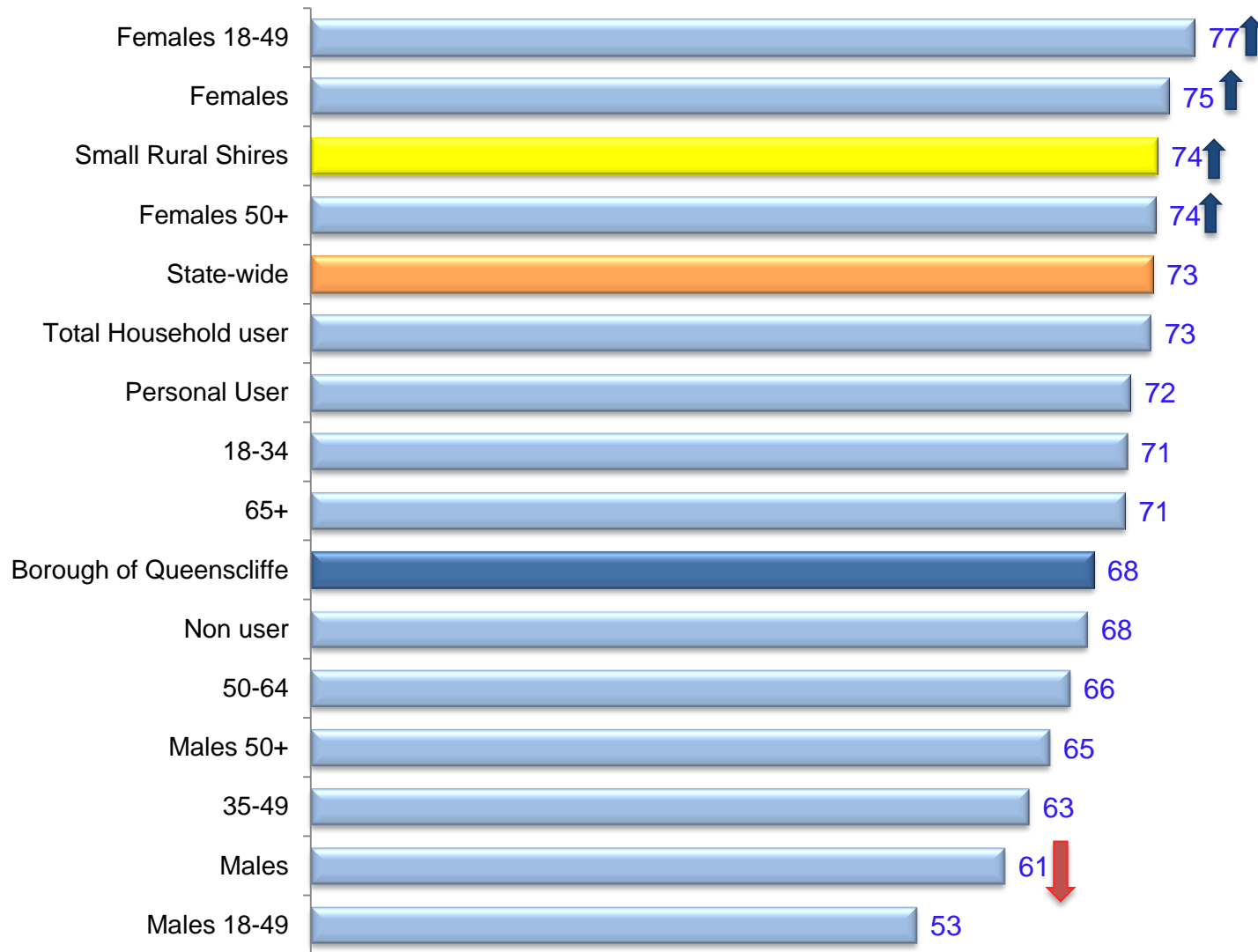
Enforcement of local laws – Performance Index Score



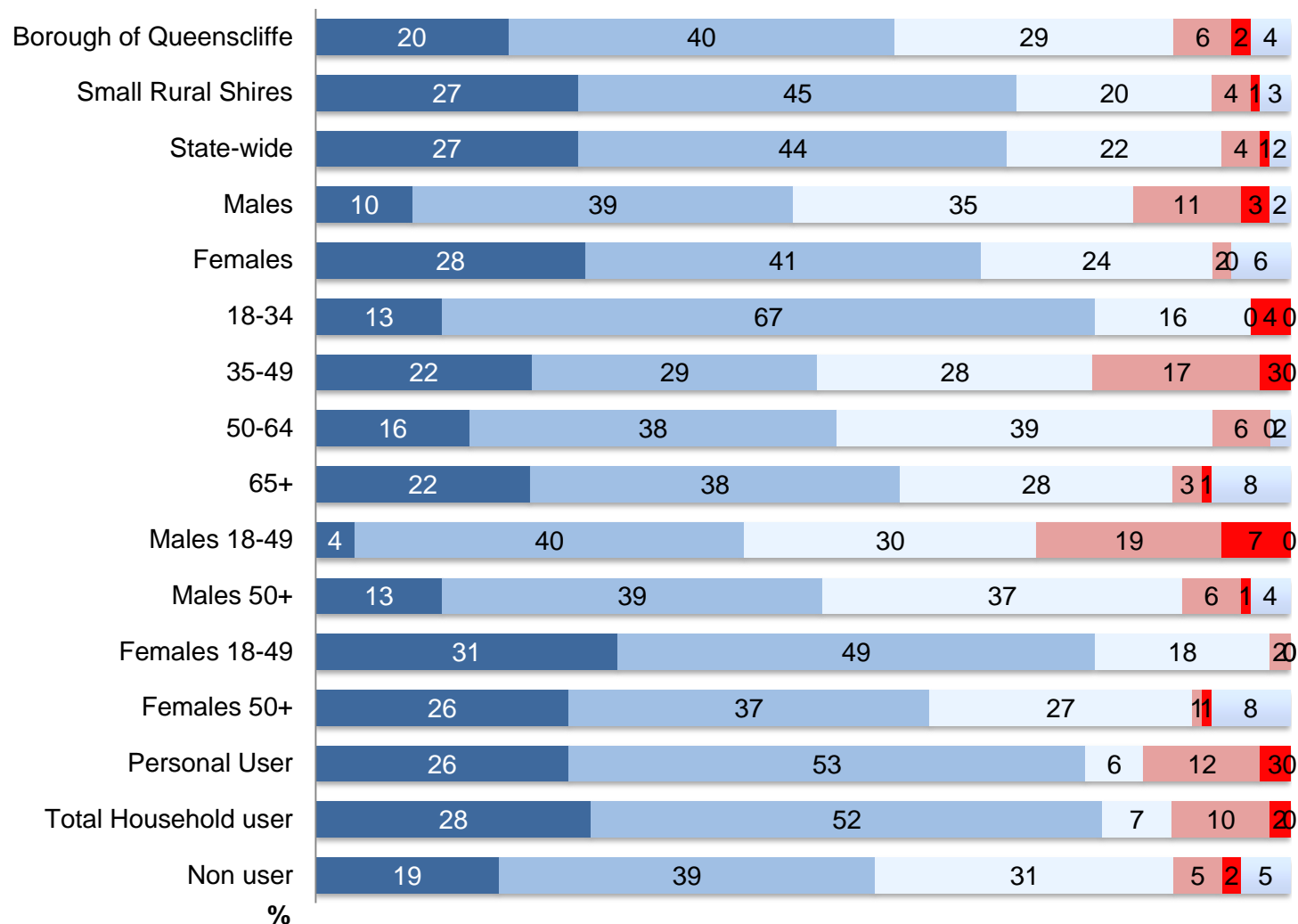
Enforcement of local laws – Performance Detail



Family Support Services – Importance Index Score

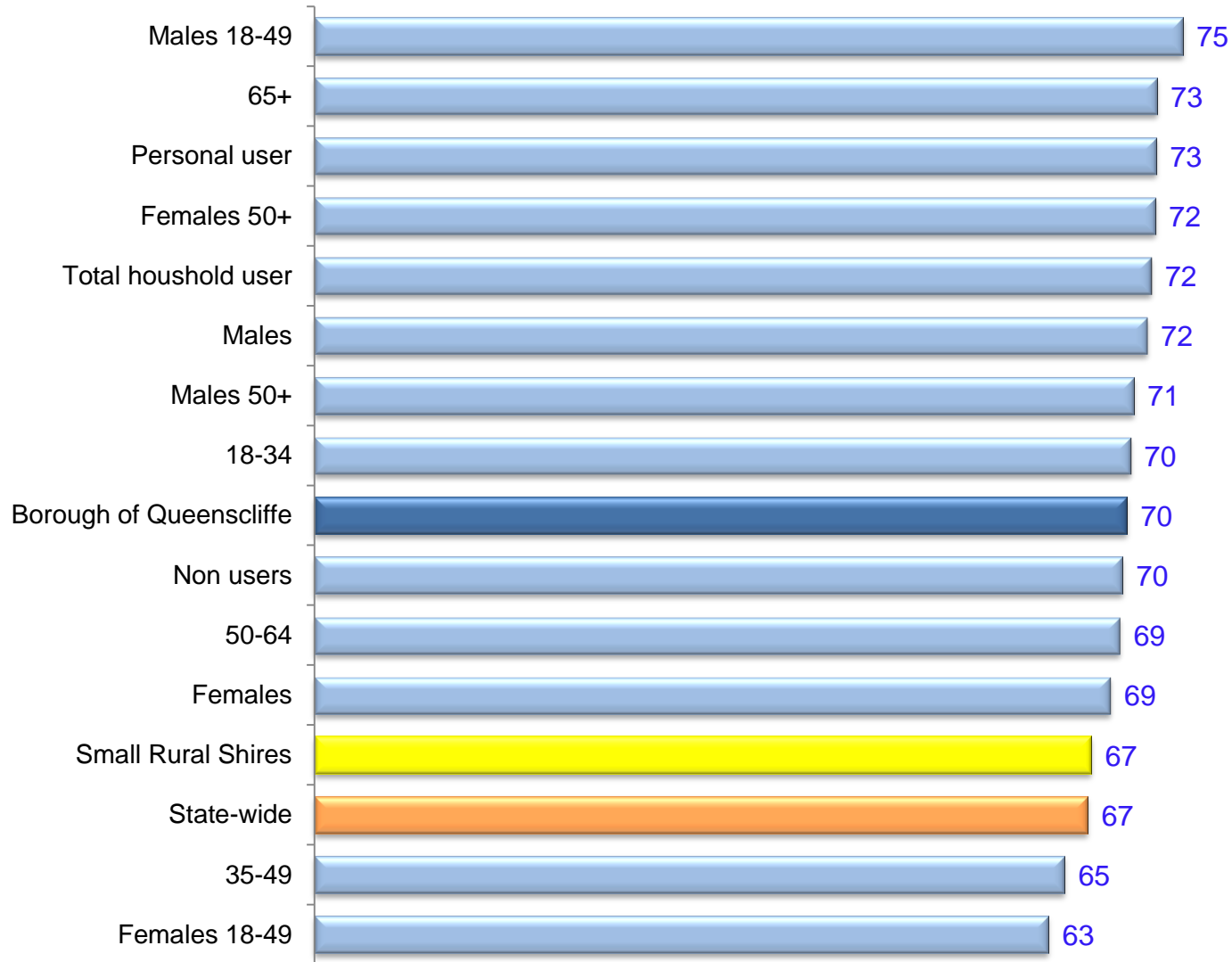


Family Support Services – Importance Detail

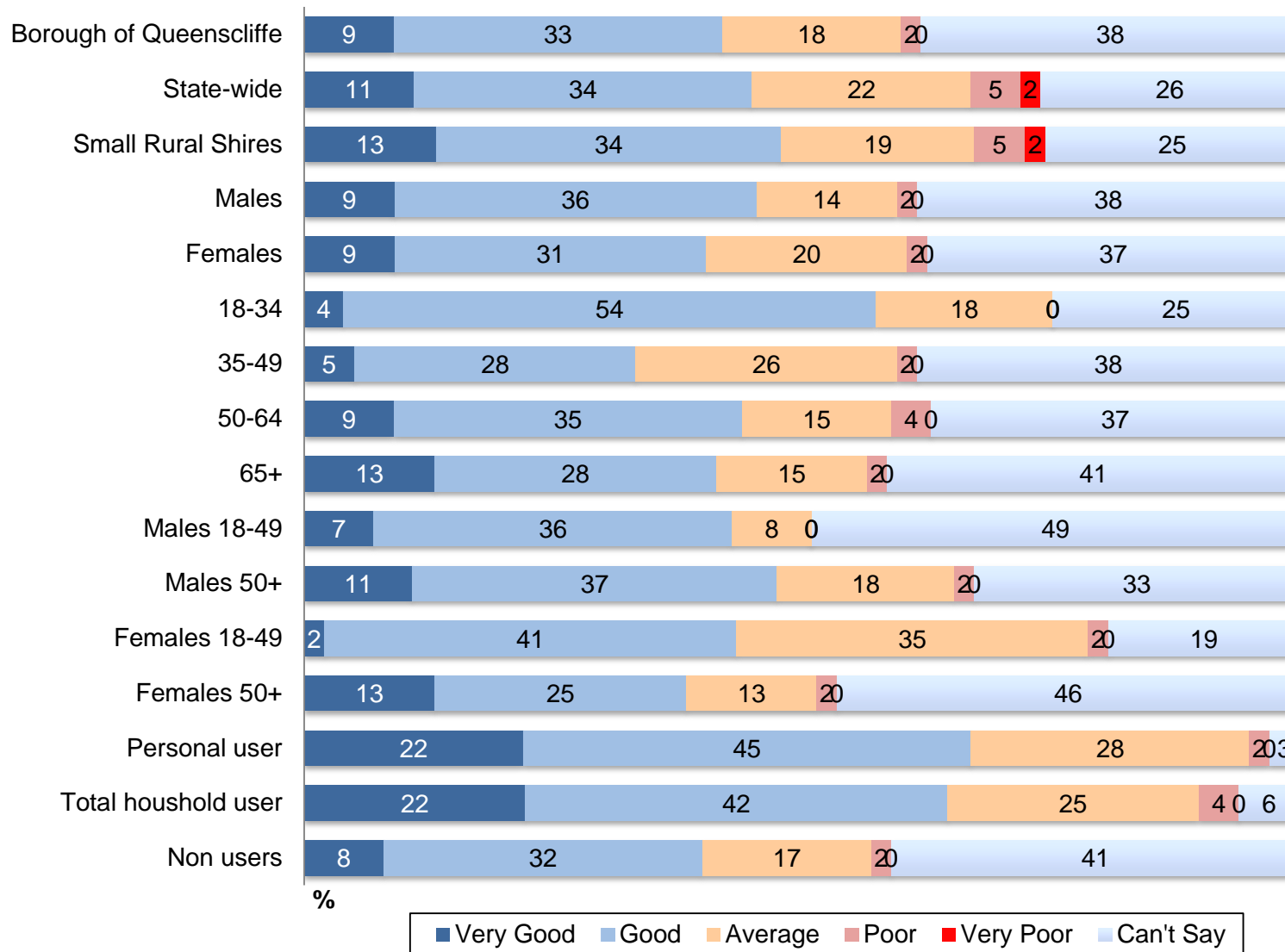


■ Extremely Important ■ Very Important ■ Fairly Important ■ Not that Important ■ Not at all Important ■ Can't Say

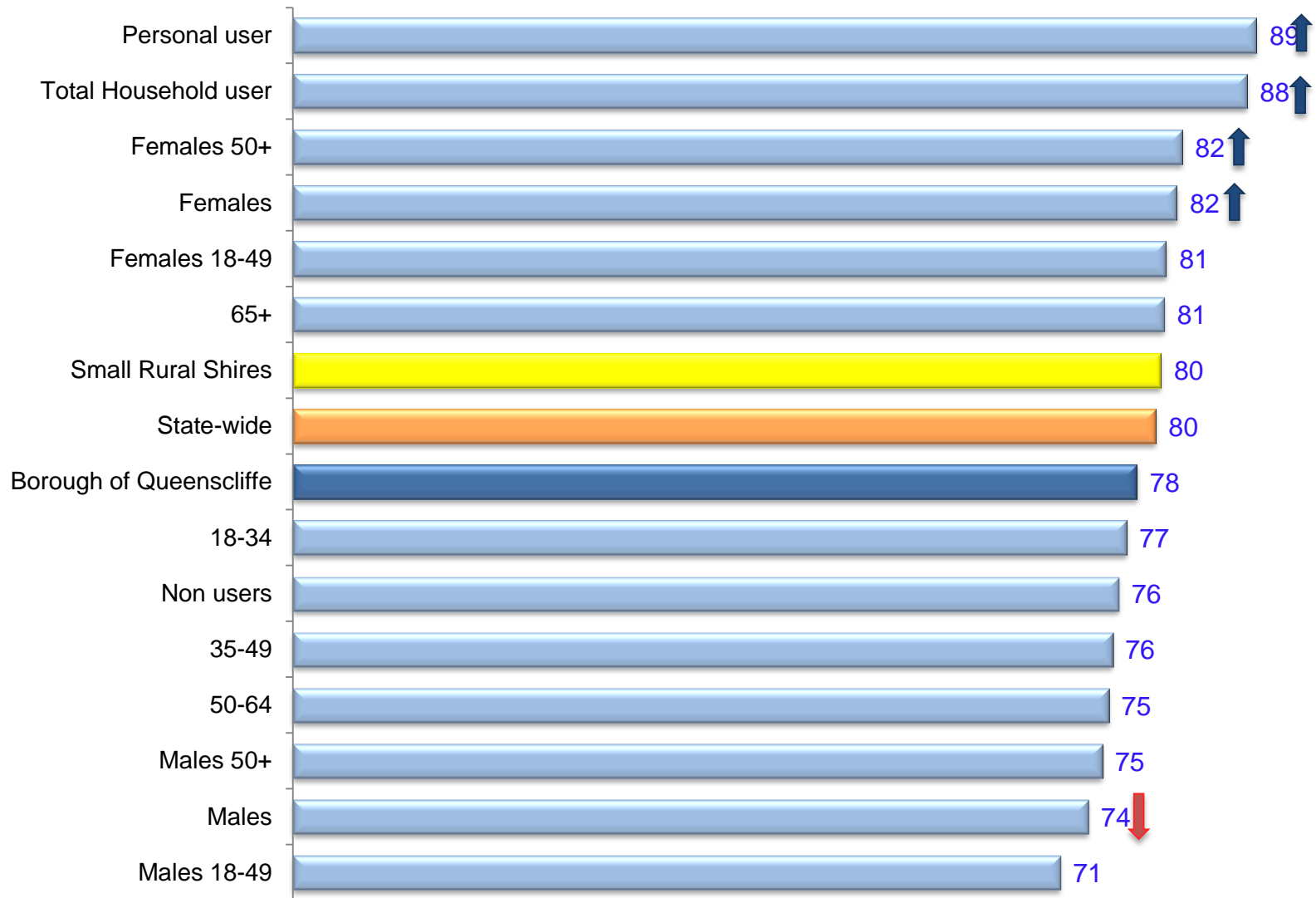
Family Support Services – Performance Index Score



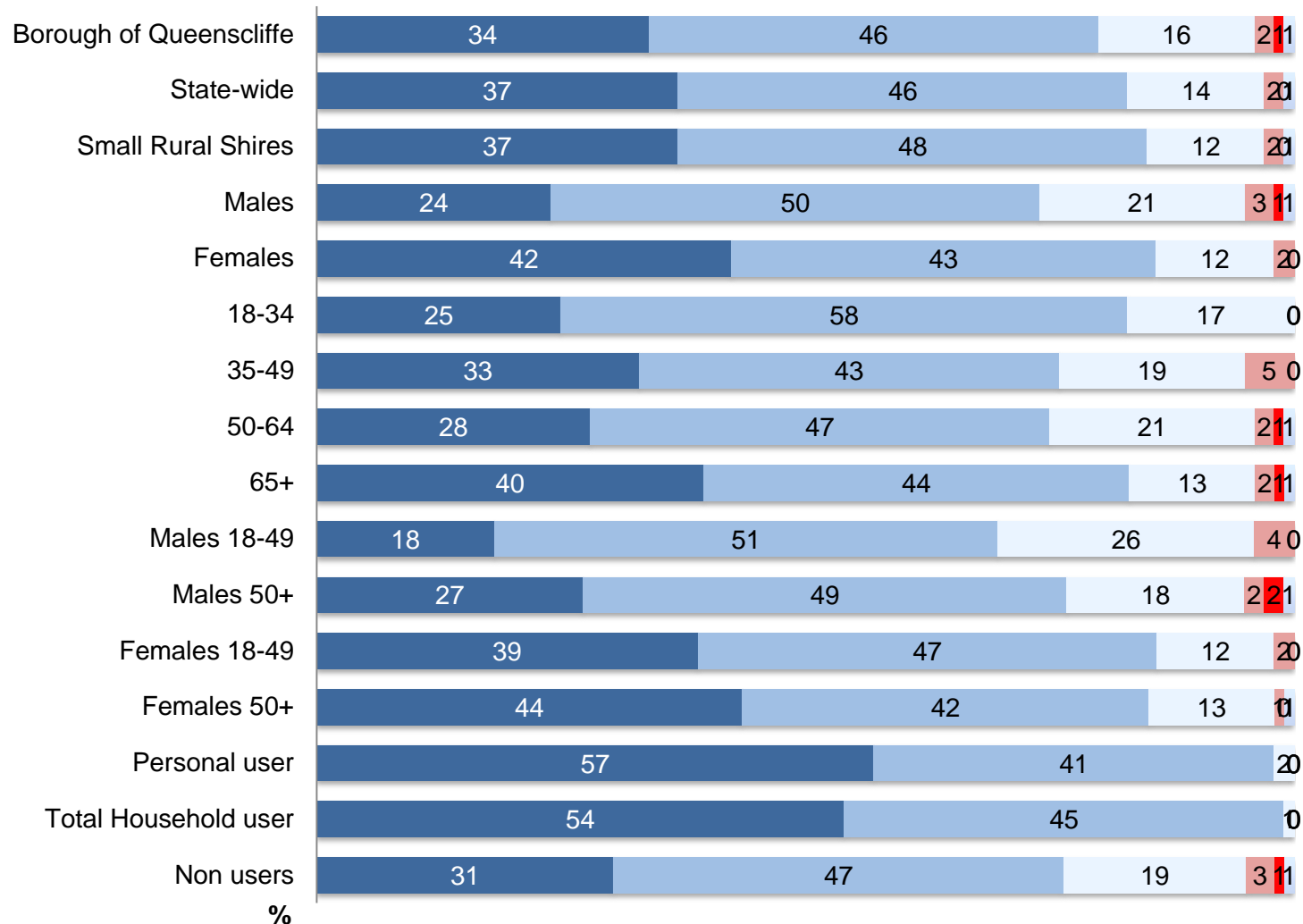
Family Support Services – Performance Detail



Elderly Support Services – Importance Index Score

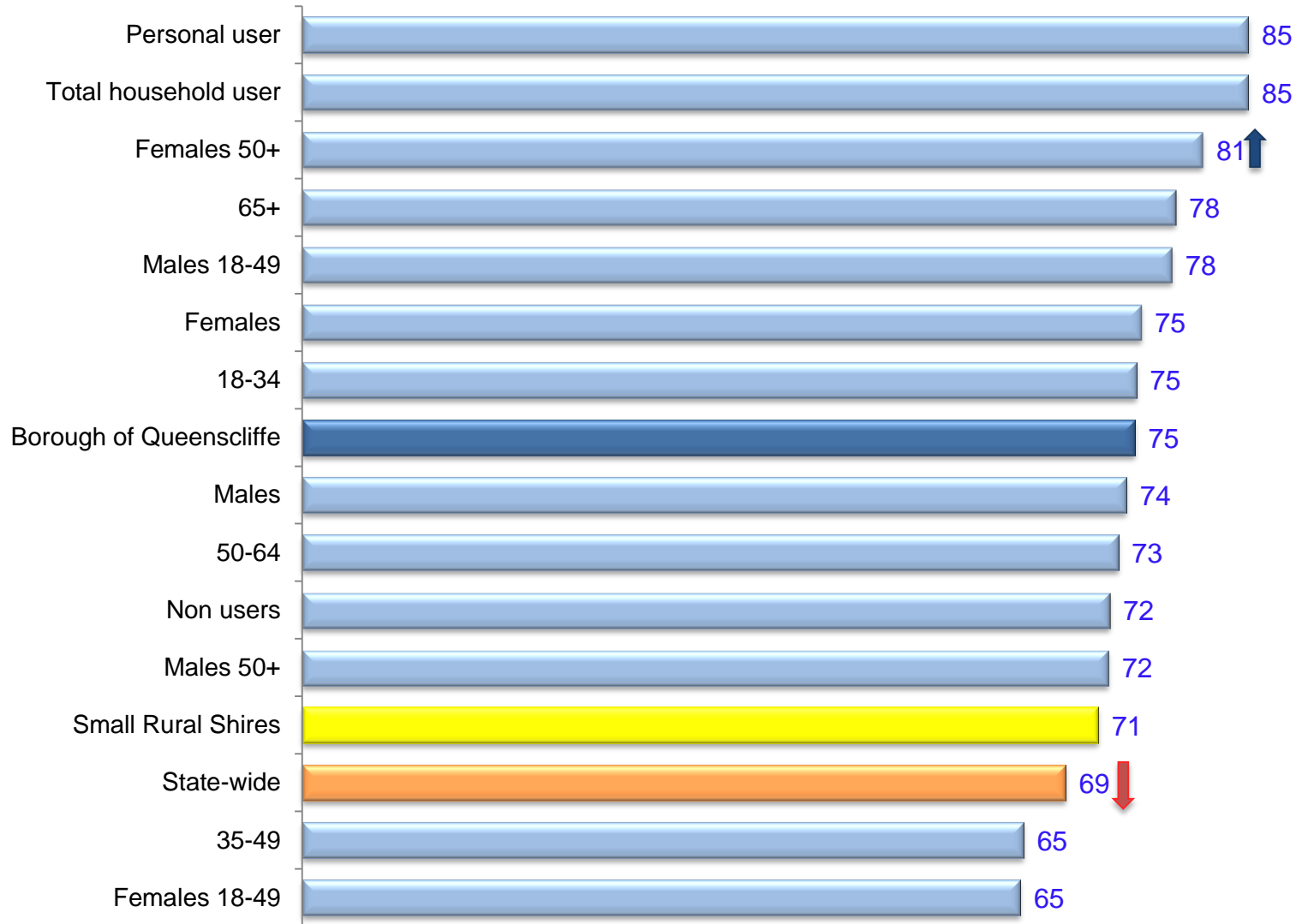


Elderly Support Services – Importance Detail

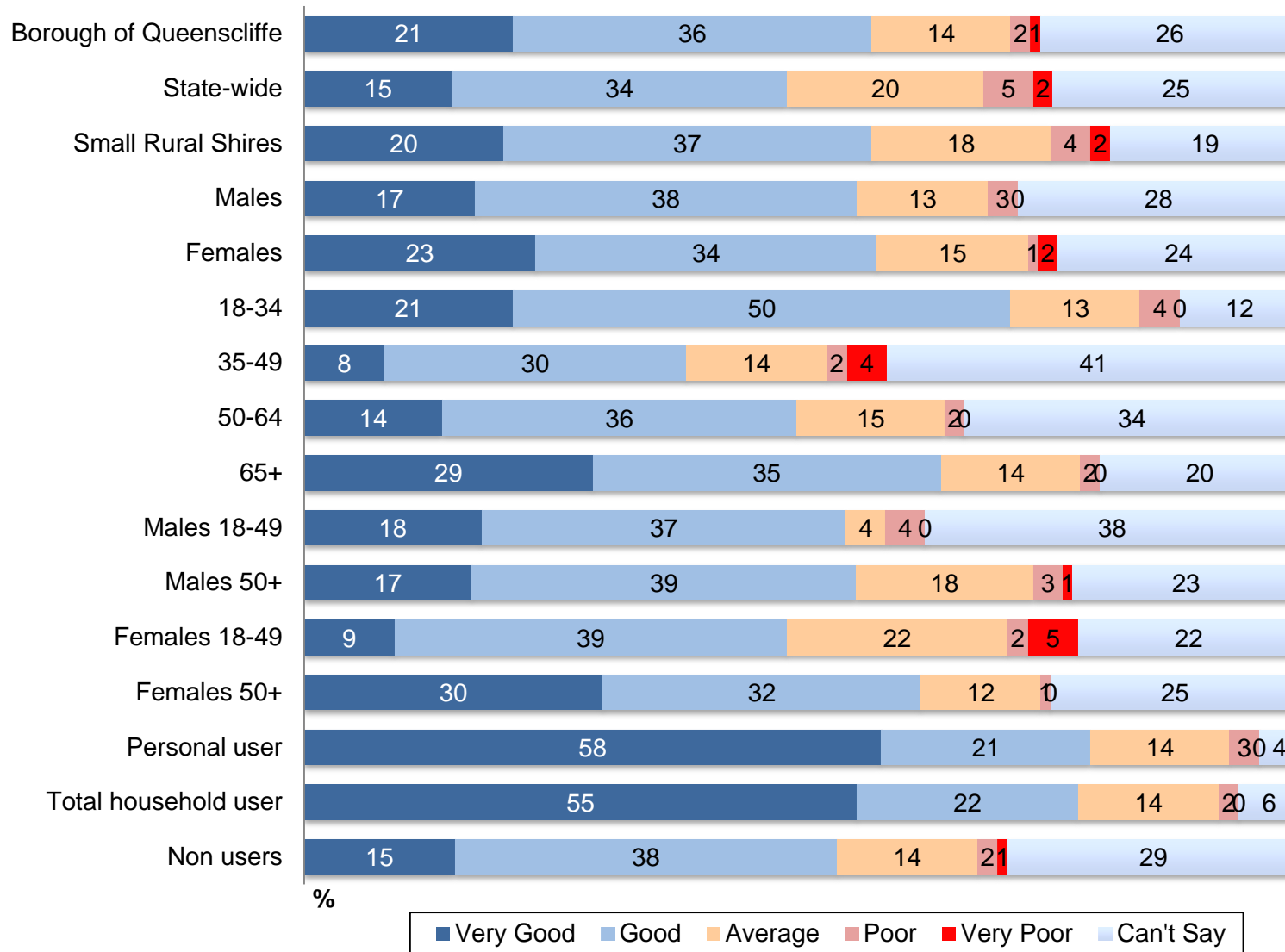


■ Extremely Important
 ■ Very Important
 ■ Fairly Important
 ■ Not that Important
 ■ Not at all Important
 ■ Can't Say

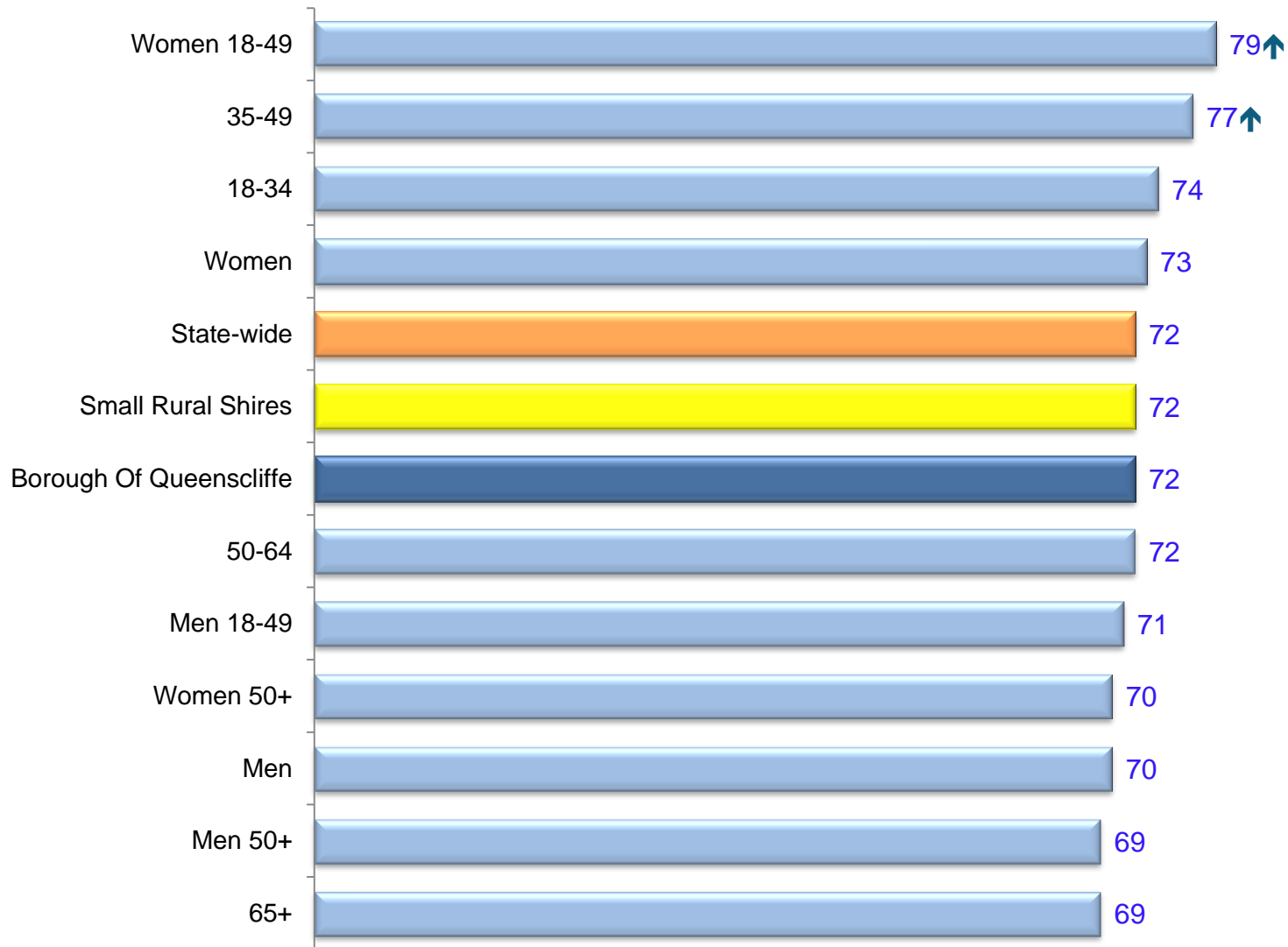
Elderly Support Services – Performance Index Score



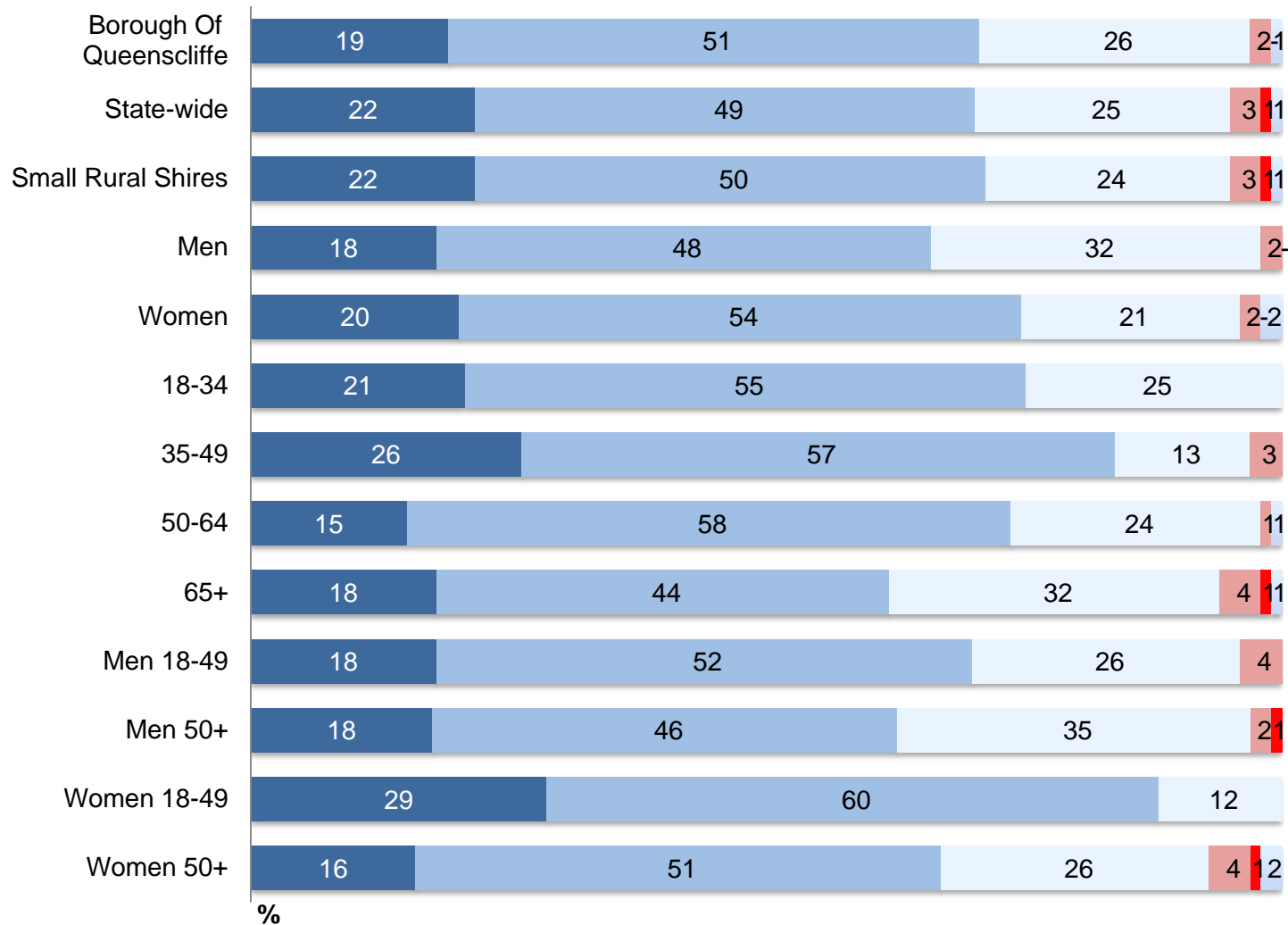
Elderly Support Services – Performance Detail



Recreational Facilities – Importance Index Score

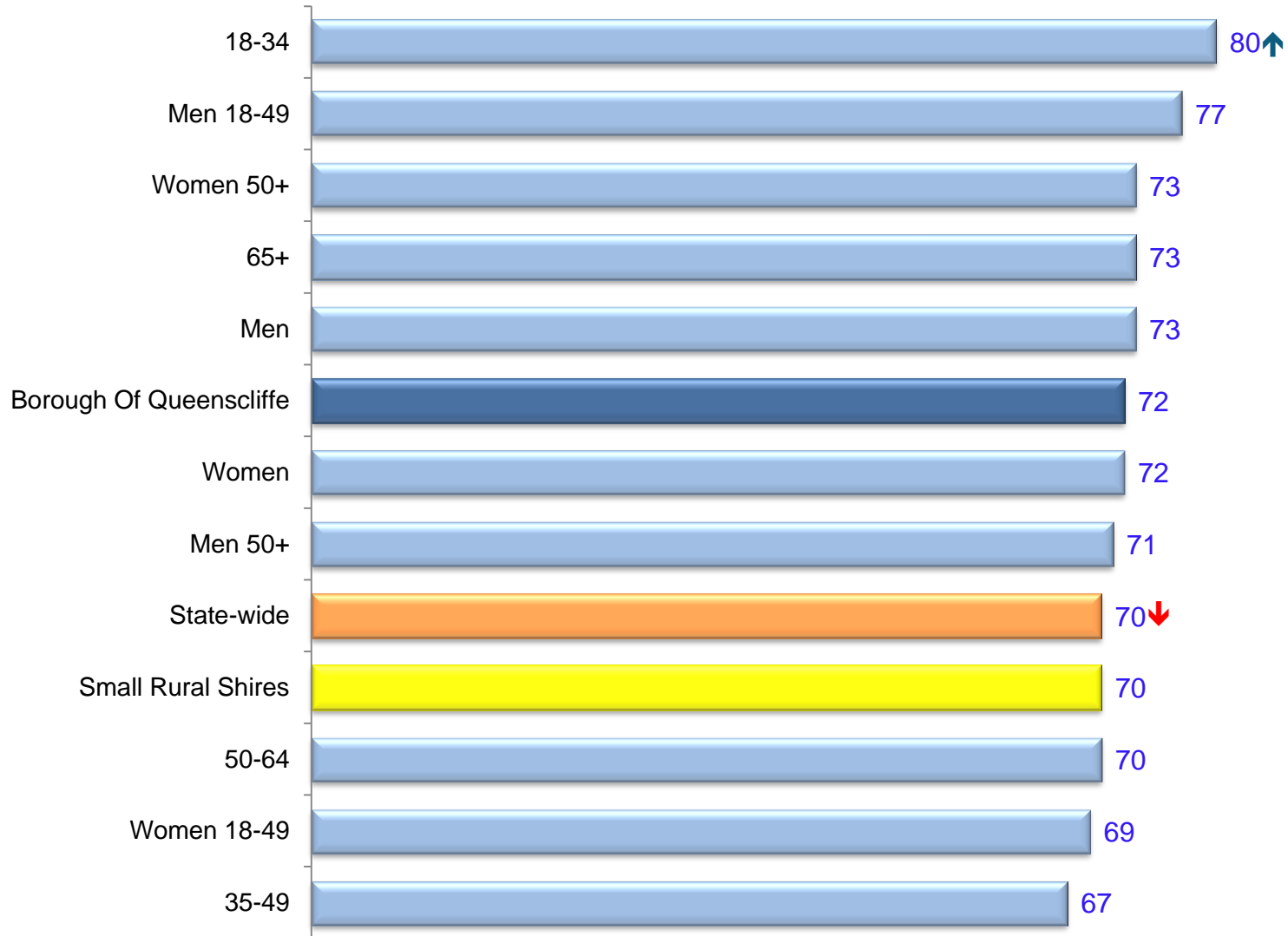


Recreational Facilities – Importance Detail

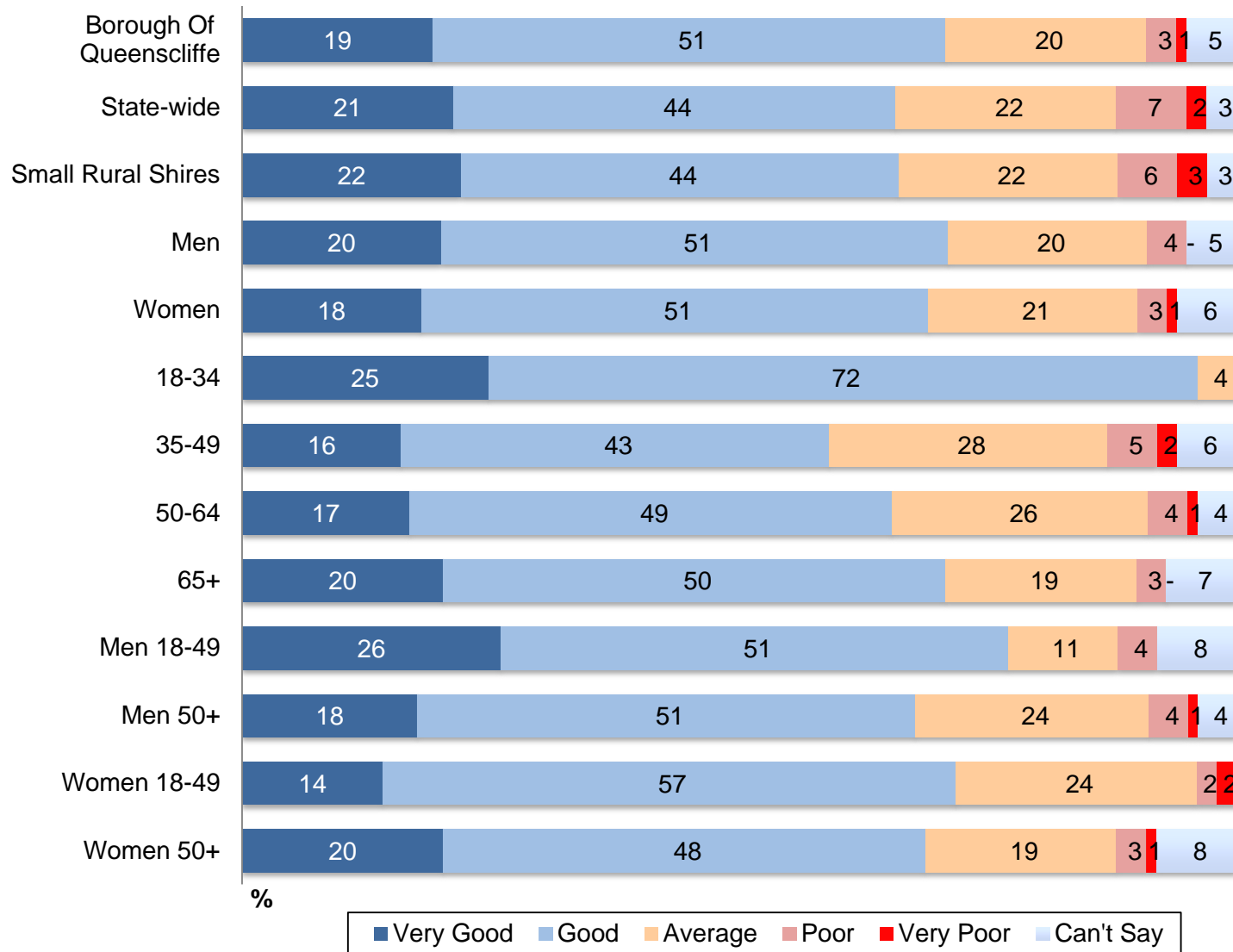


■ Extremely important
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 ■ Not at all important
 ■ Can't say

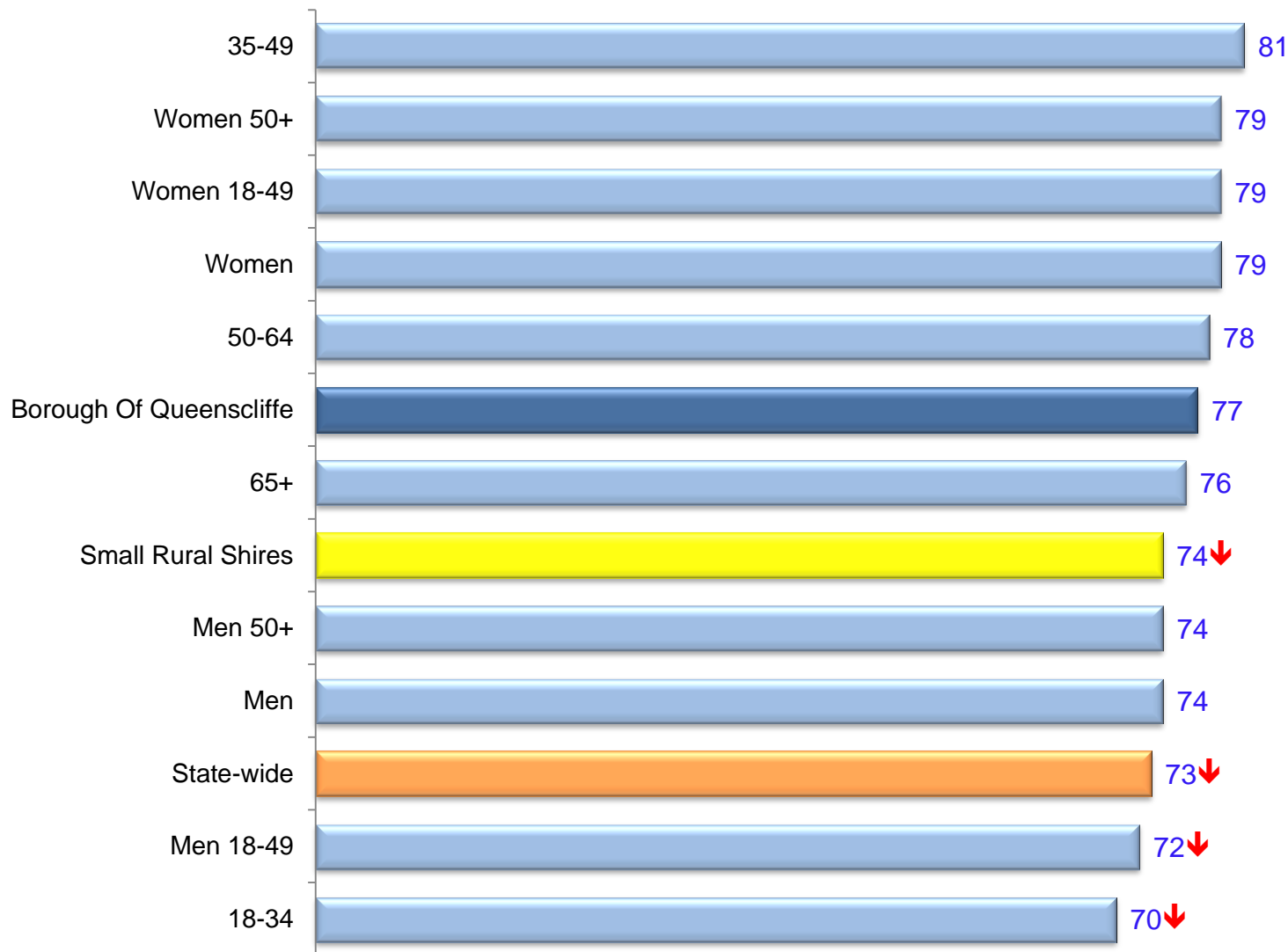
Recreational Facilities – Performance Index Score



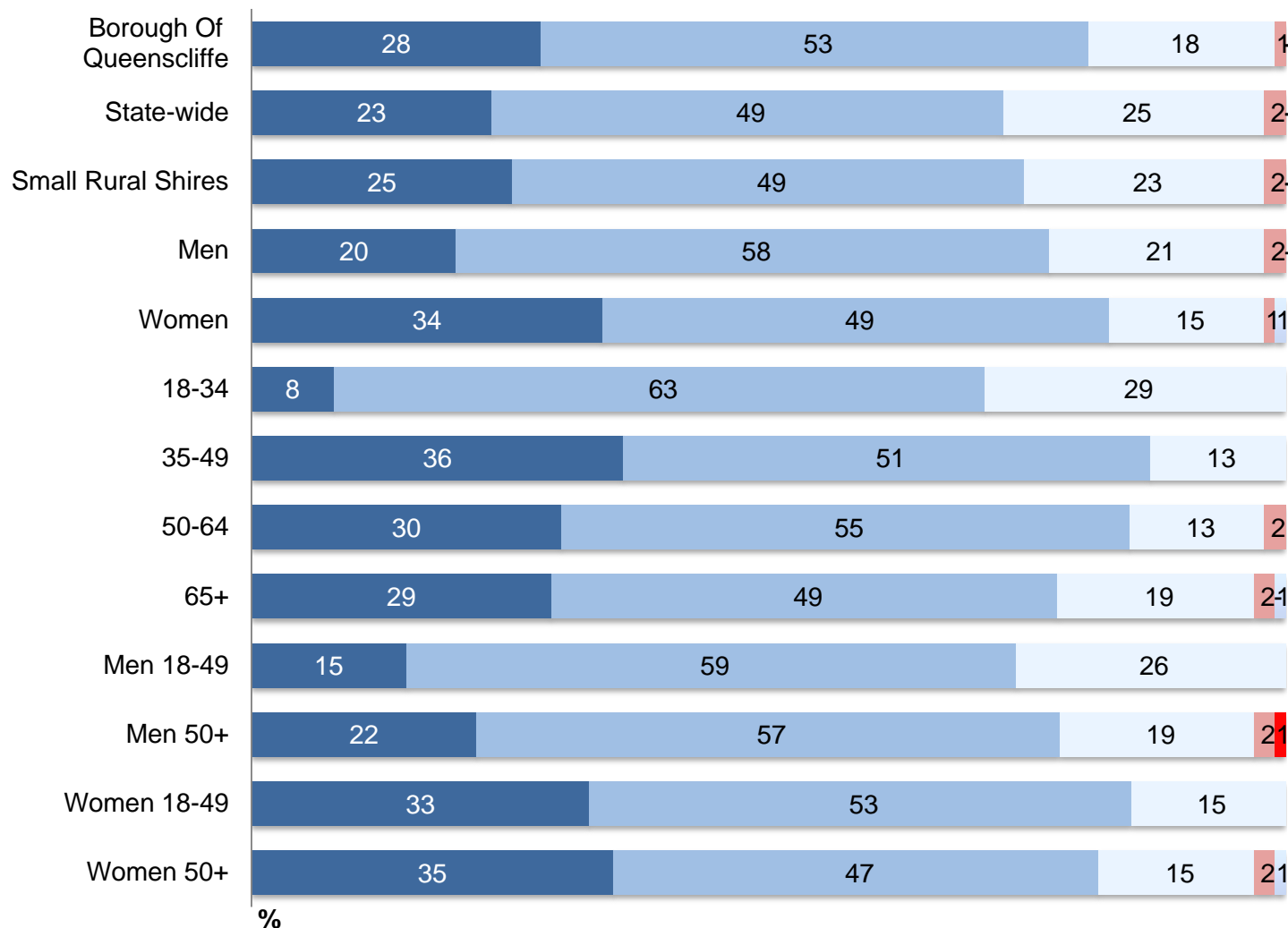
Recreational Facilities – Performance Detail



The appearance of public areas – Importance Index Score

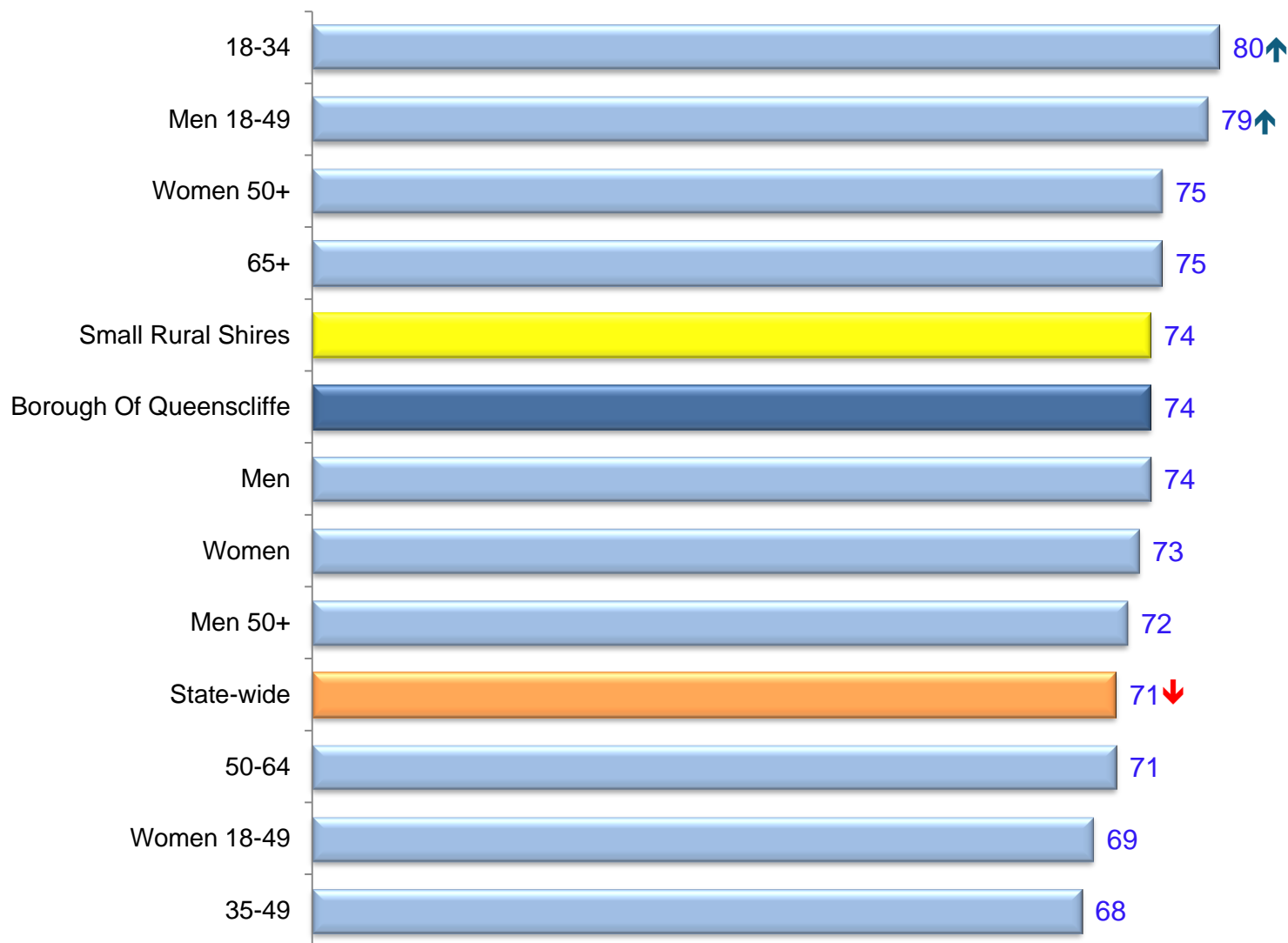


The appearance of public areas – Importance Detail

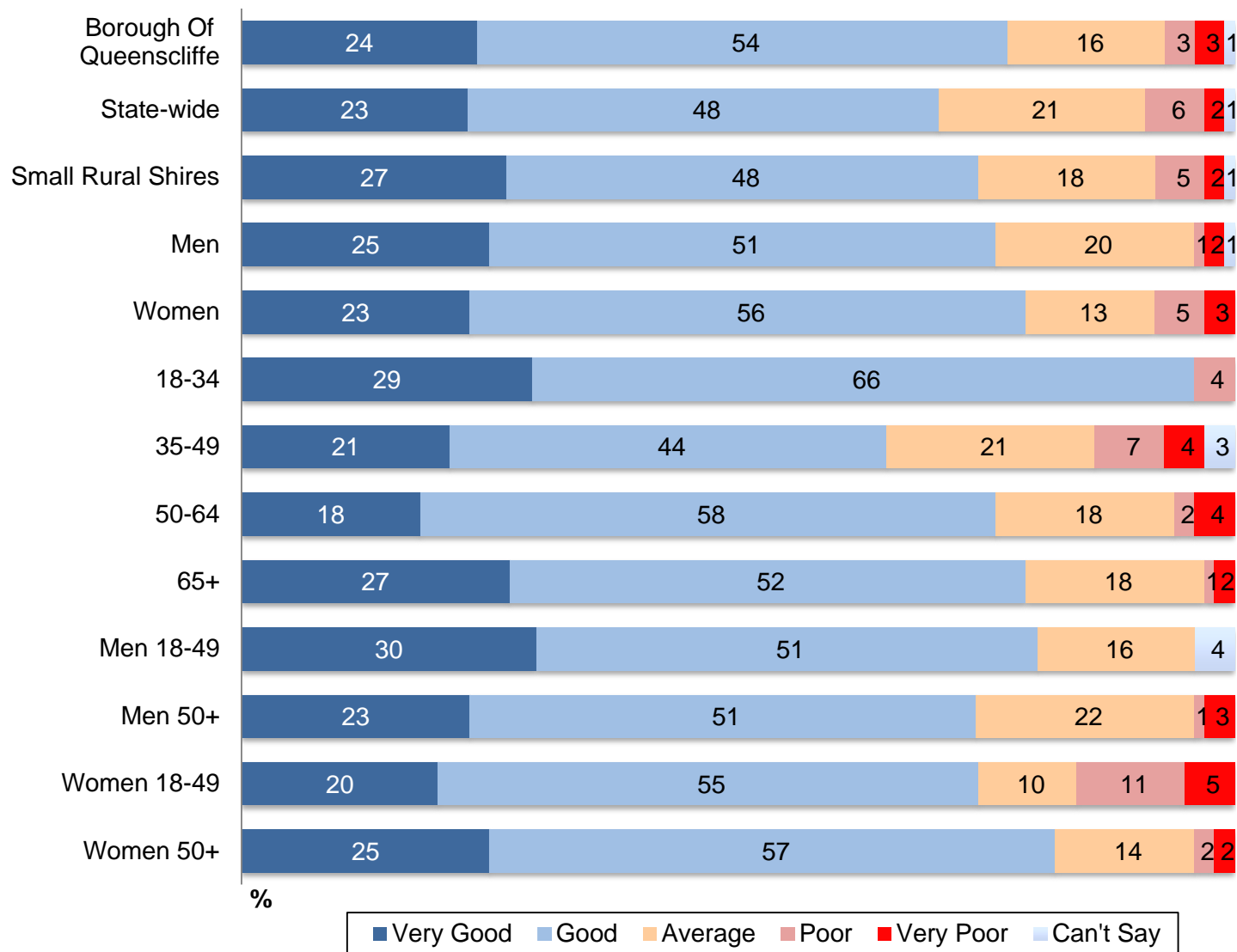


■ Extremely important
 ■ Very important
 ■ Fairly important
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 ■ Not at all important
 ■ Can't say

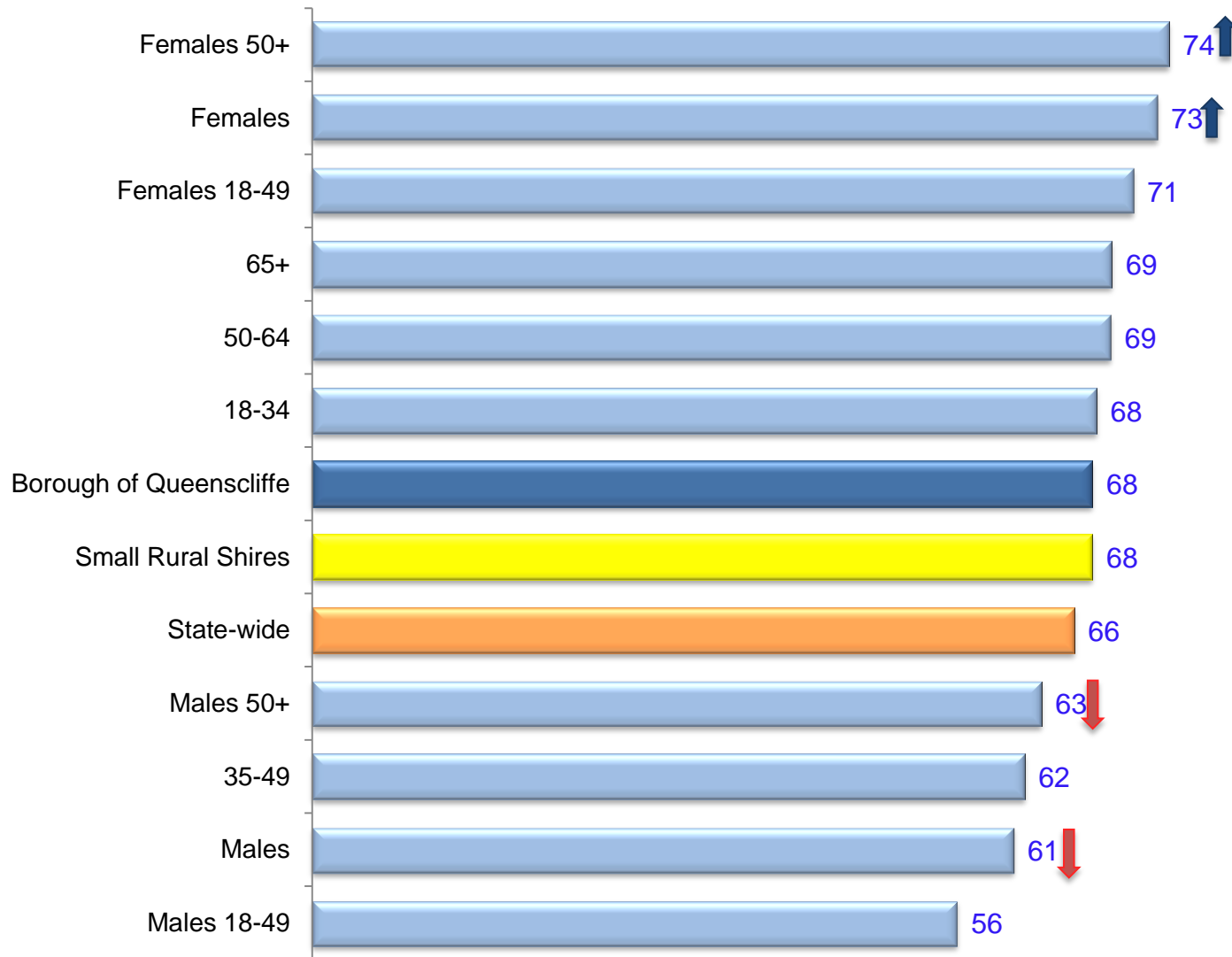
The appearance of public areas – Performance Index Score



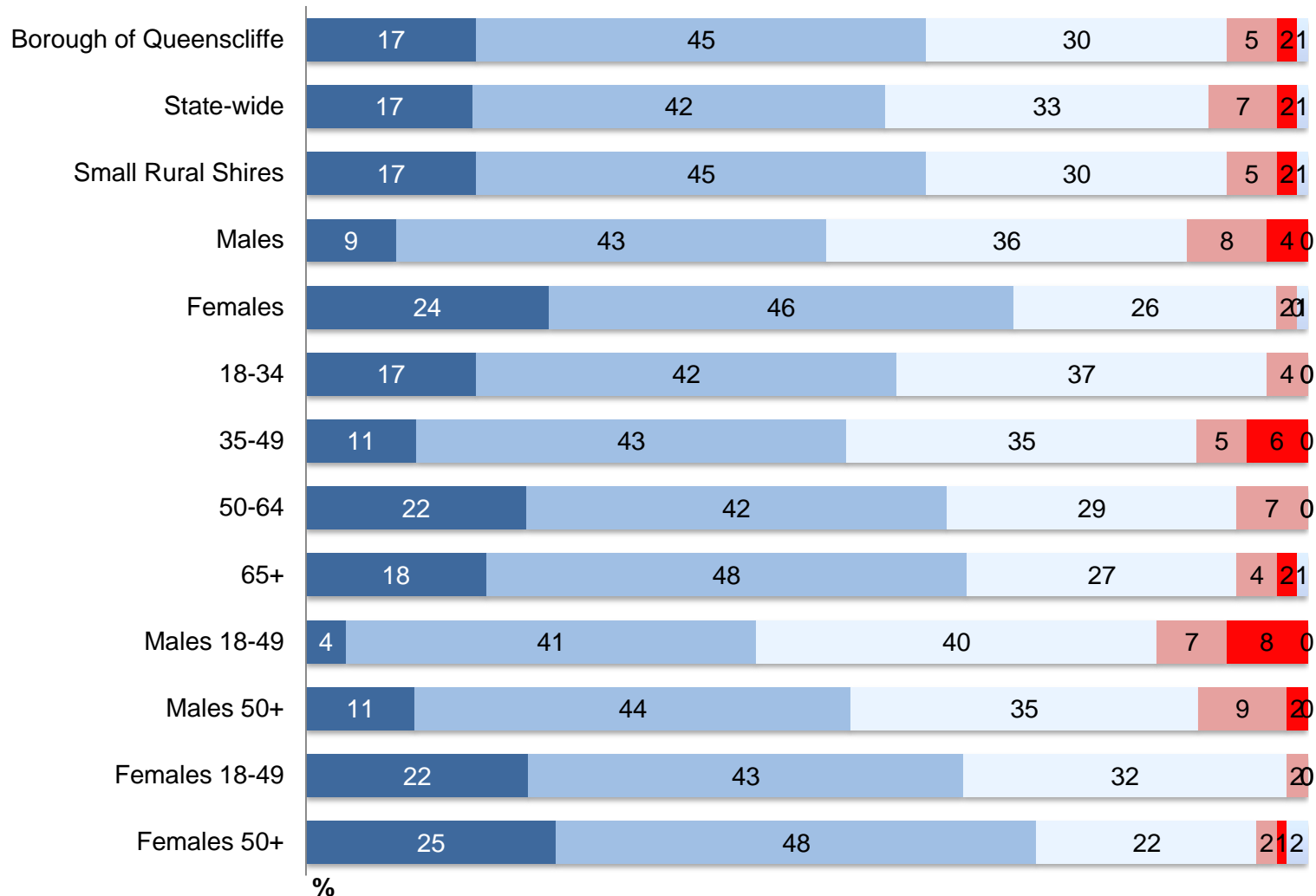
The appearance of public areas – Performance Detail



Art Centres and Libraries – Importance Index Score

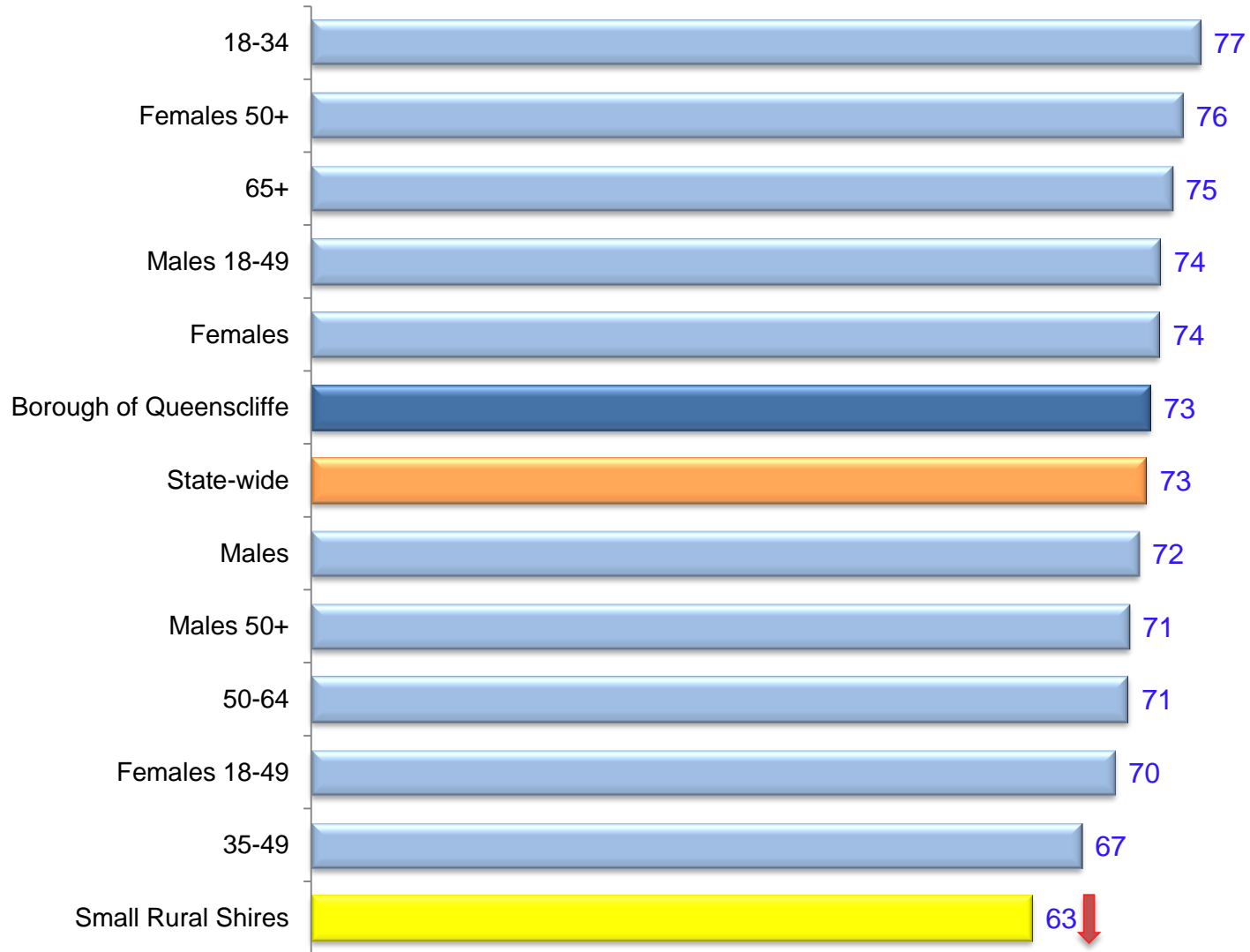


Art Centres and Libraries – Importance Detail

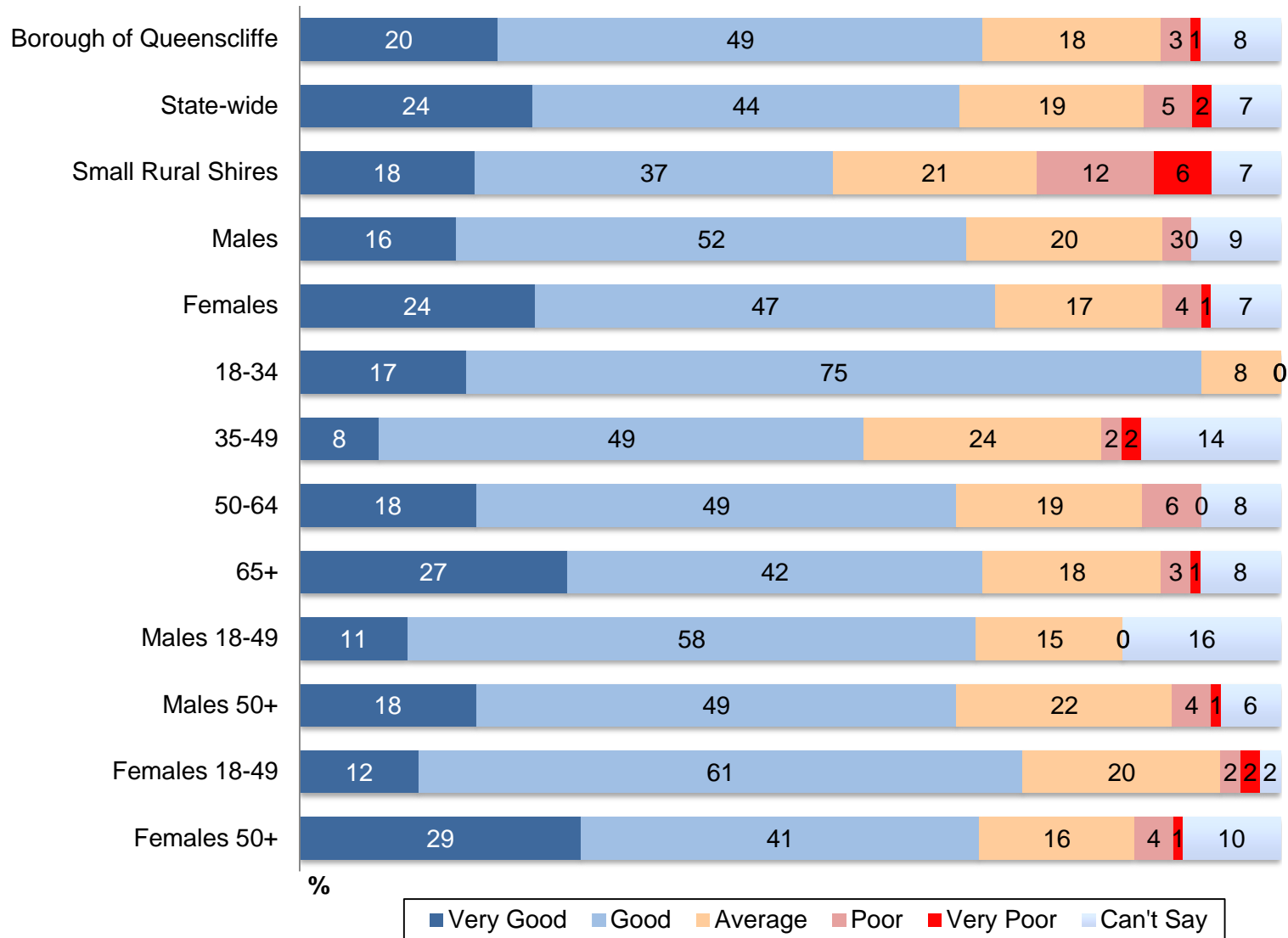


■ Extremely Important ■ Very Important ■ Fairly Important ■ Not that Important ■ Not at all Important ■ Can't Say

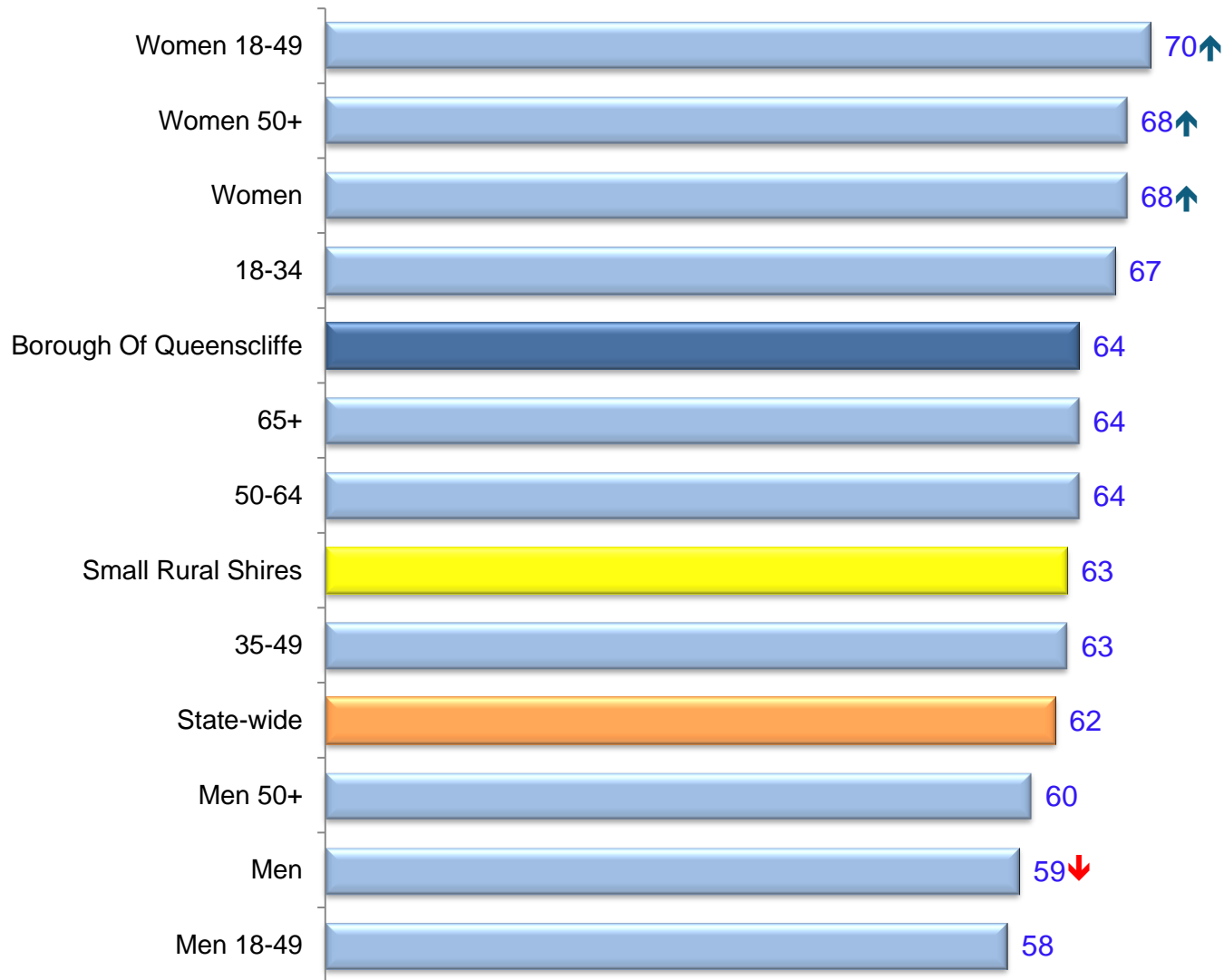
Art Centres and Libraries – Performance Index Score



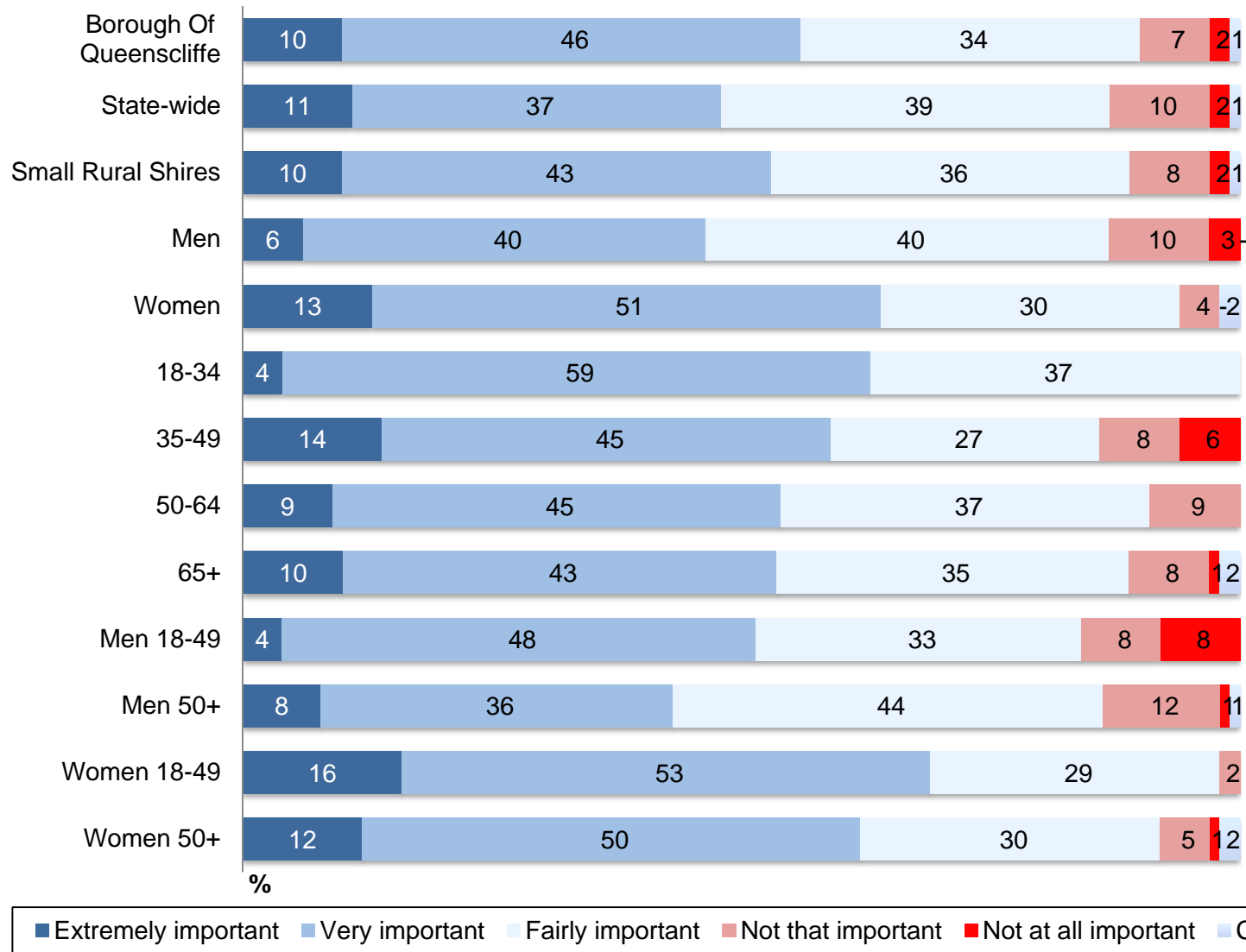
Art Centres and Libraries – Performance Detail



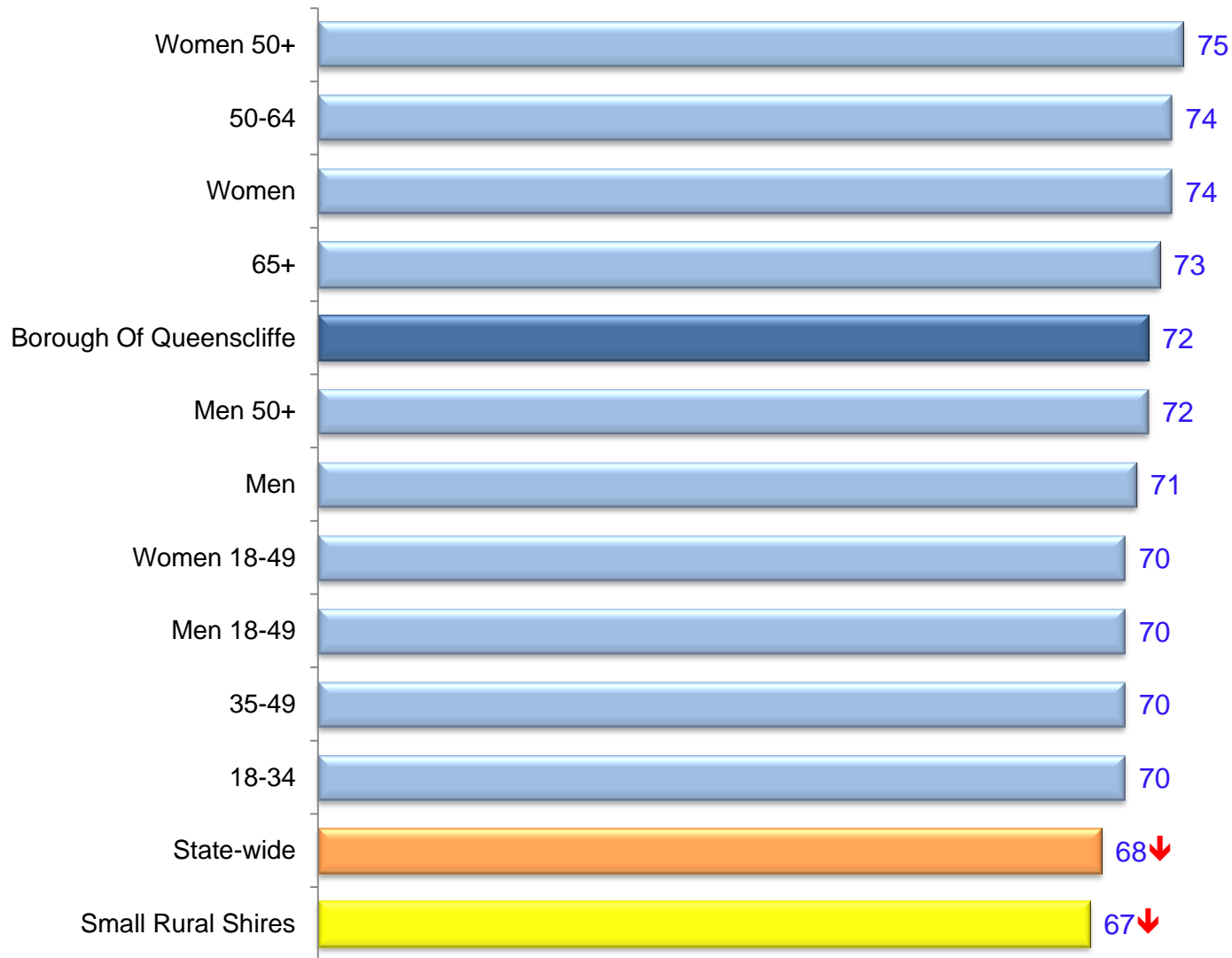
Community and Cultural Activities – Importance Index Score



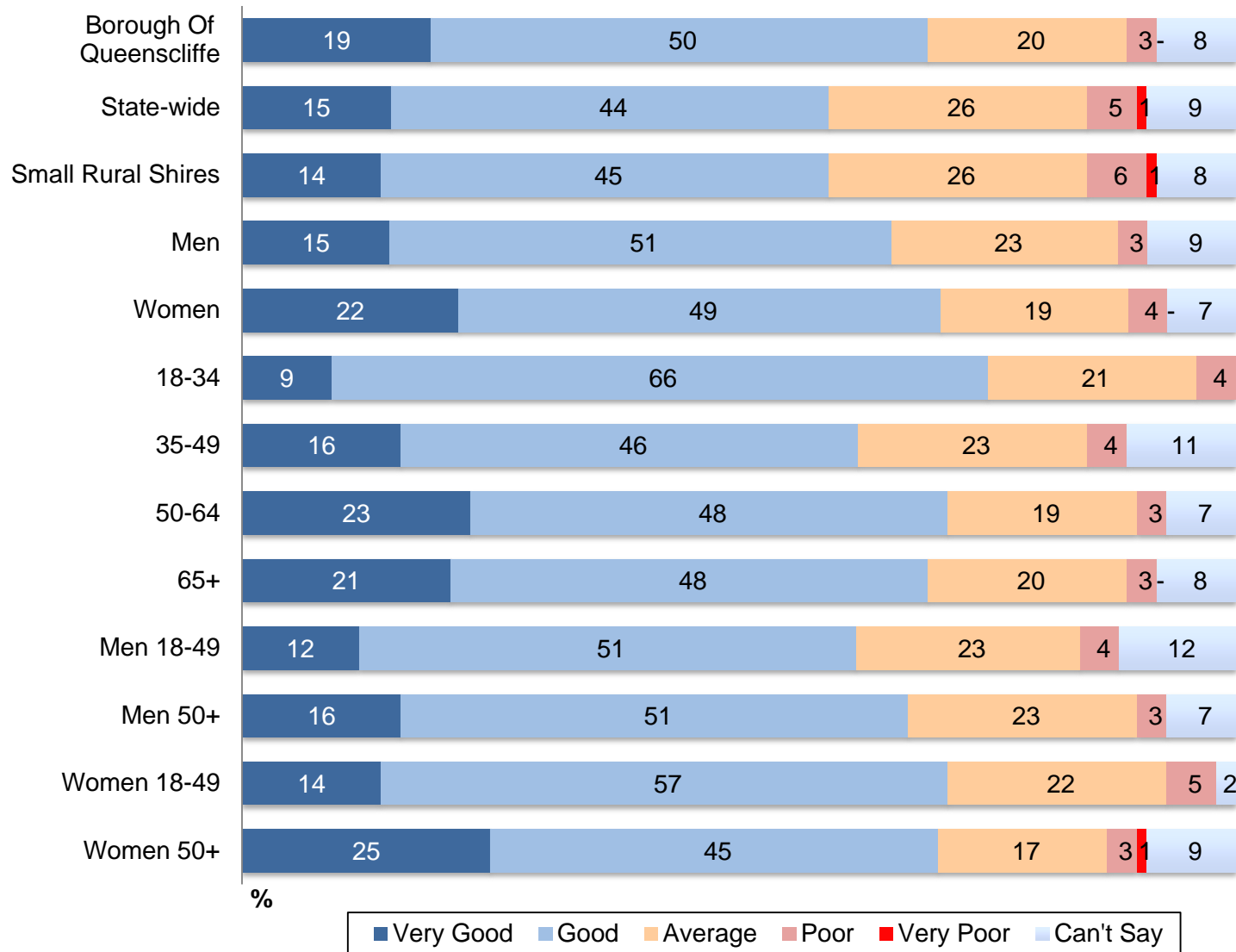
Community and Cultural Activities – Importance Detail



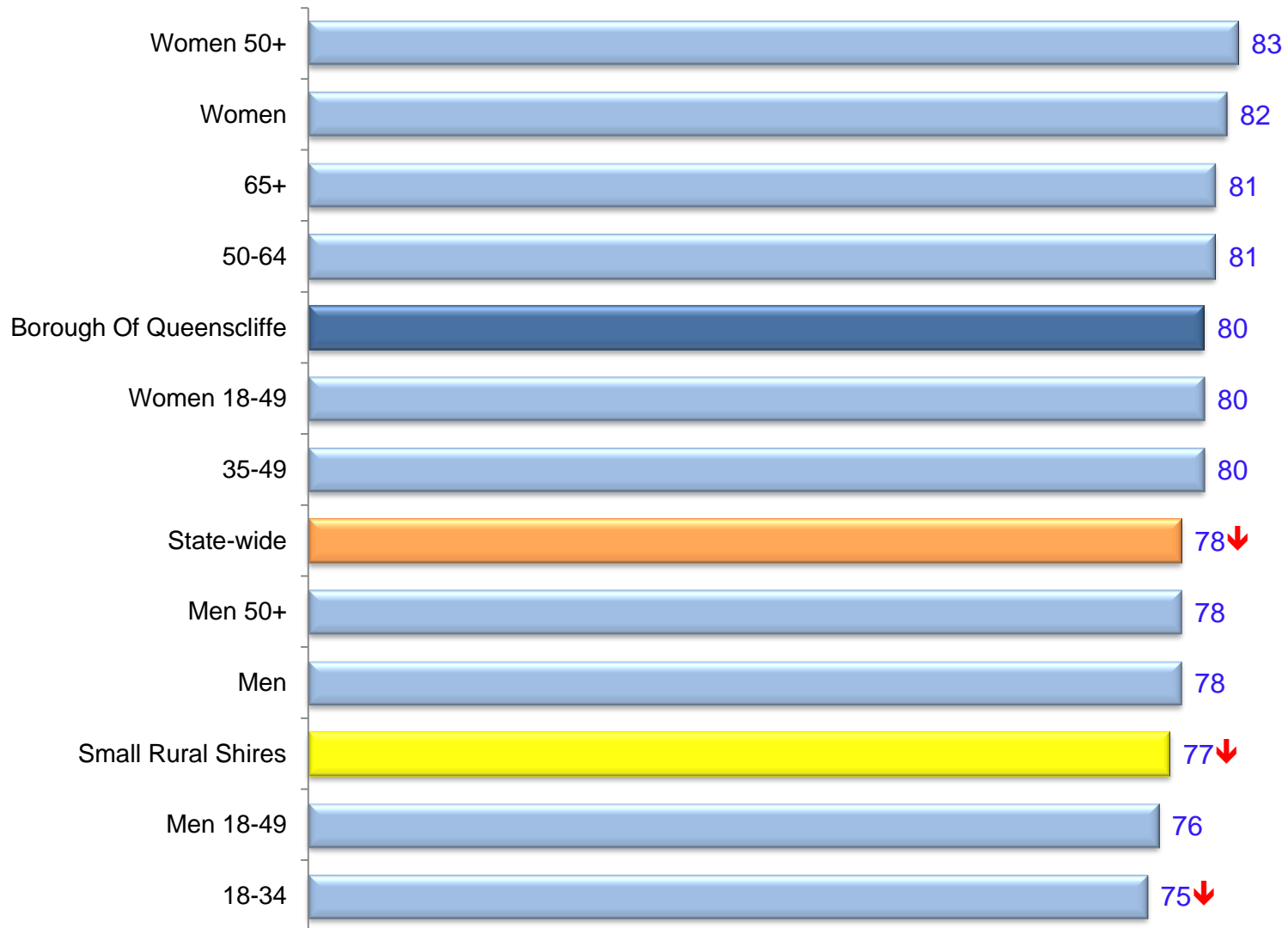
Community and Cultural Activities – Performance Index Score



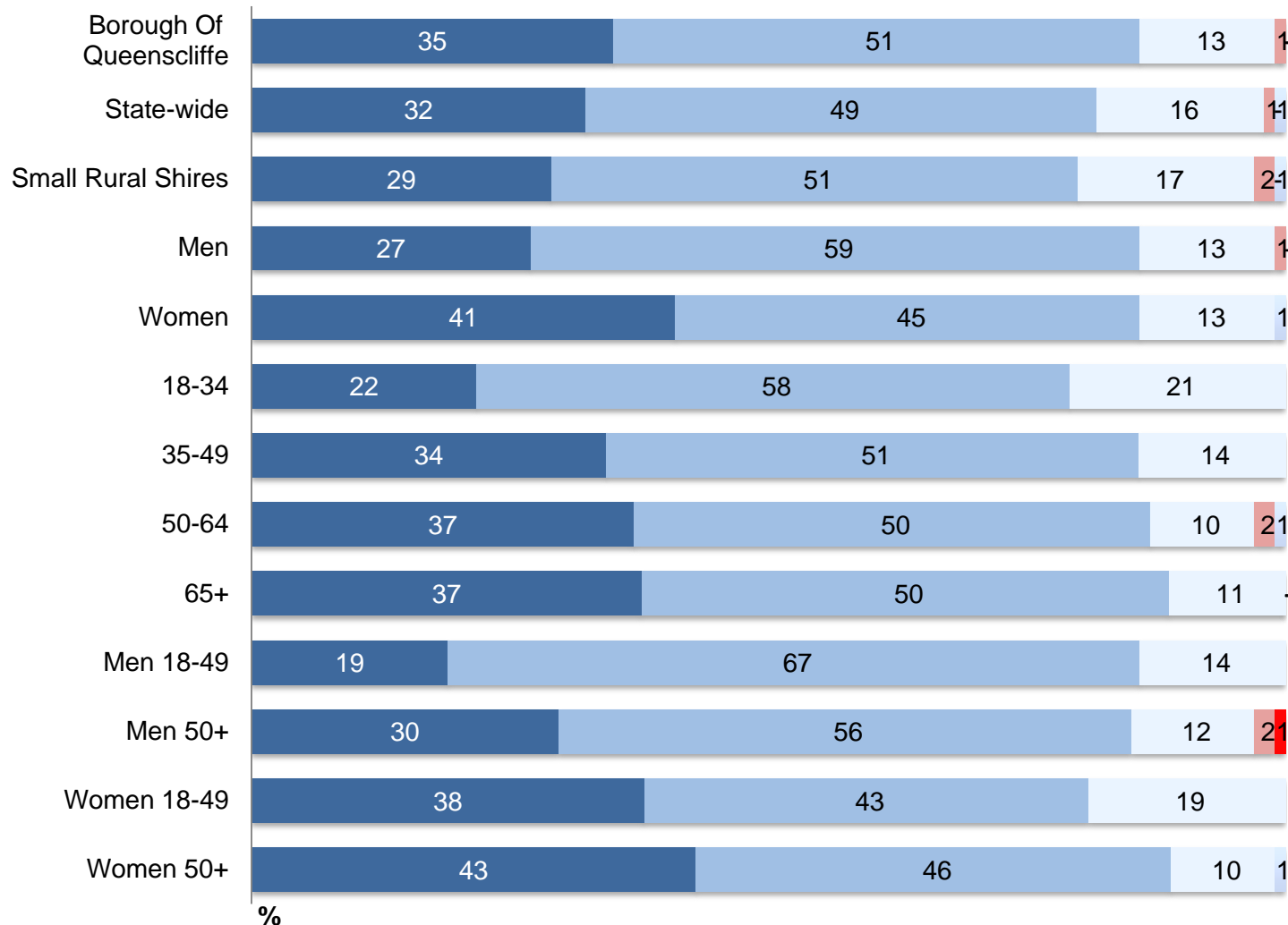
Community and Cultural Activities – Performance Detail



Waste Management – Importance Index Score

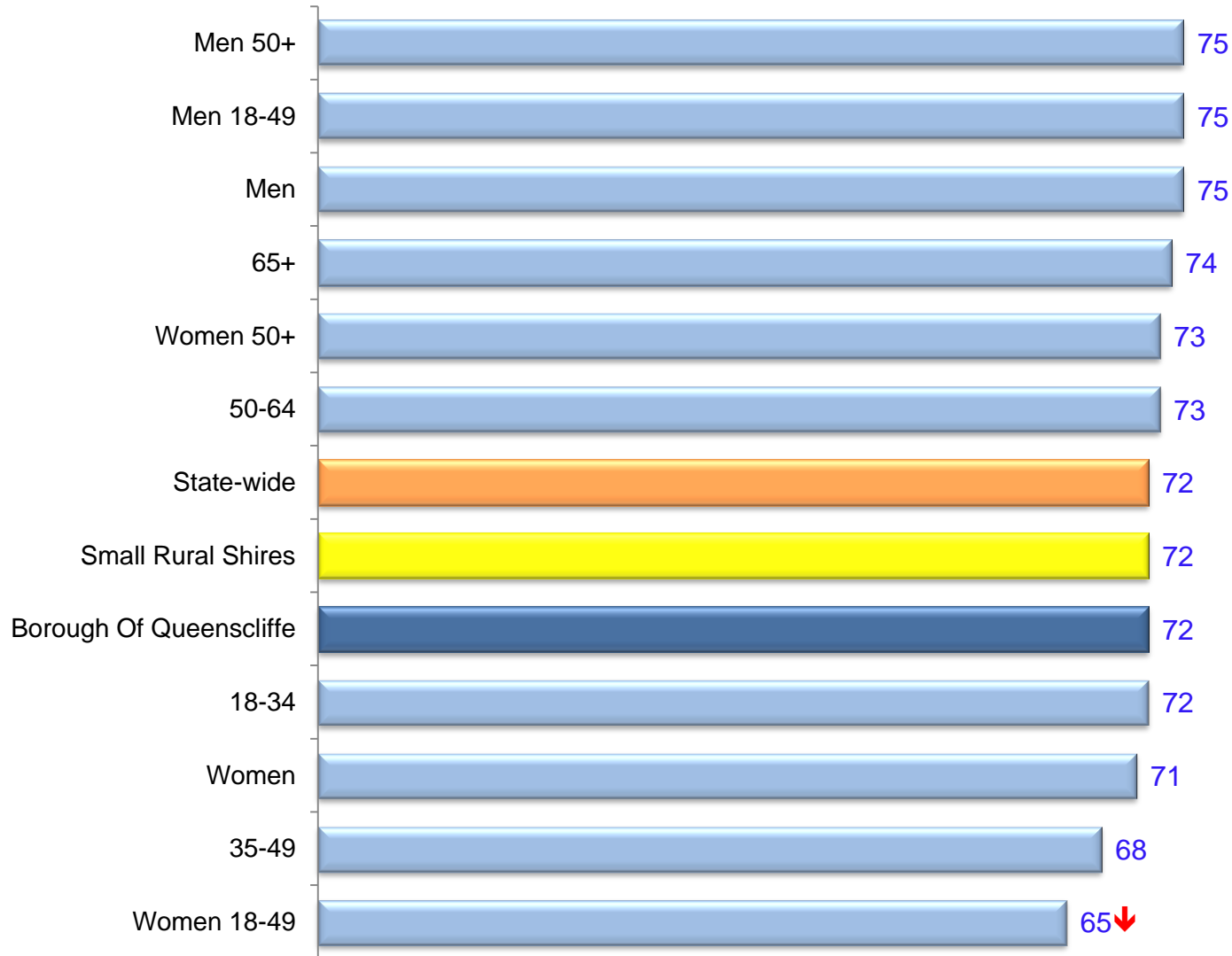


Waste Management – Importance Detail

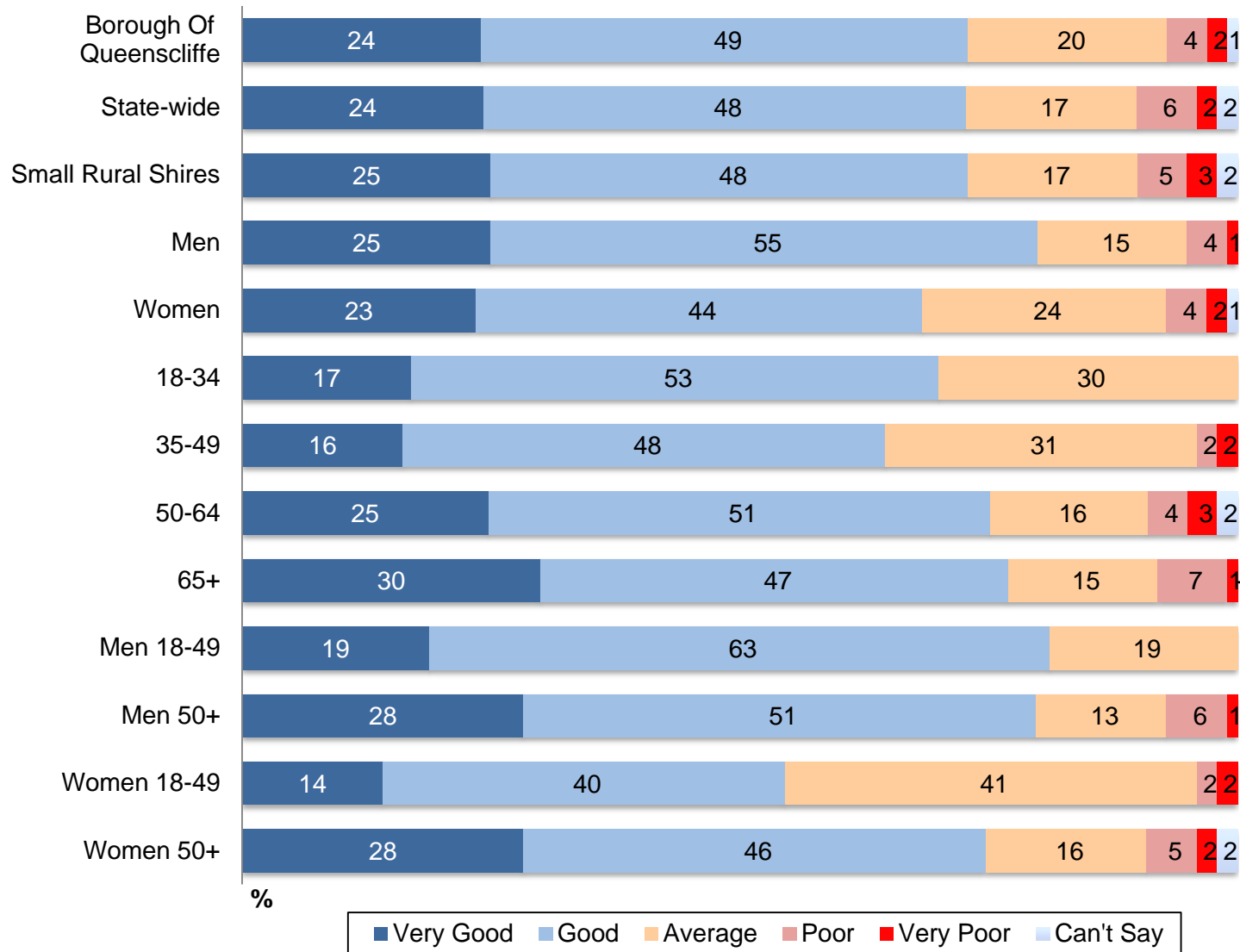


■ Extremely important ■ Very important ■ Fairly important ■ Not that important ■ Not at all important ■ Can't say

Waste Management – Performance Index Score



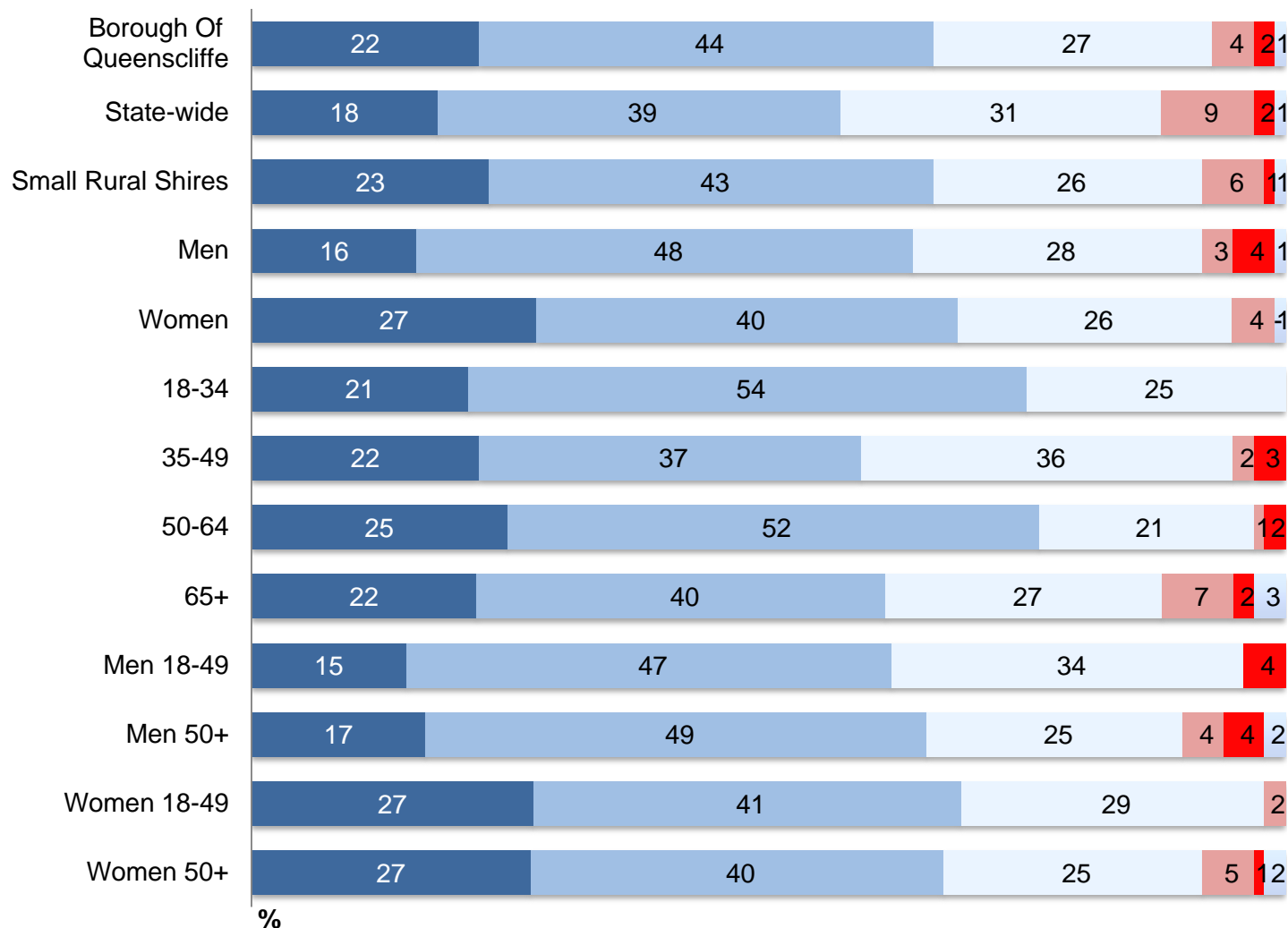
Waste Management – Performance Detail



Business and community development and tourism – Importance Index Score



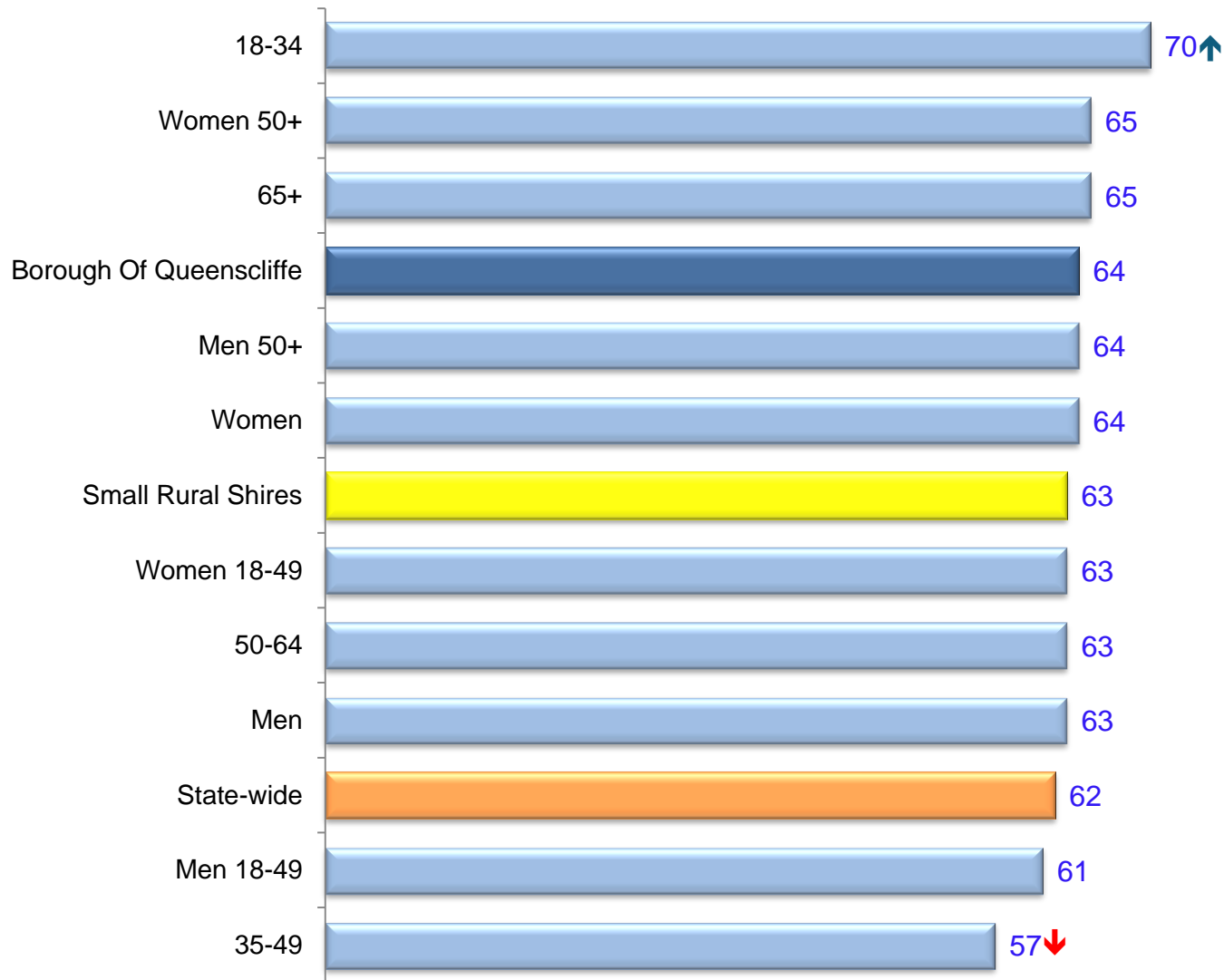
Business and community development and tourism – Importance Detail



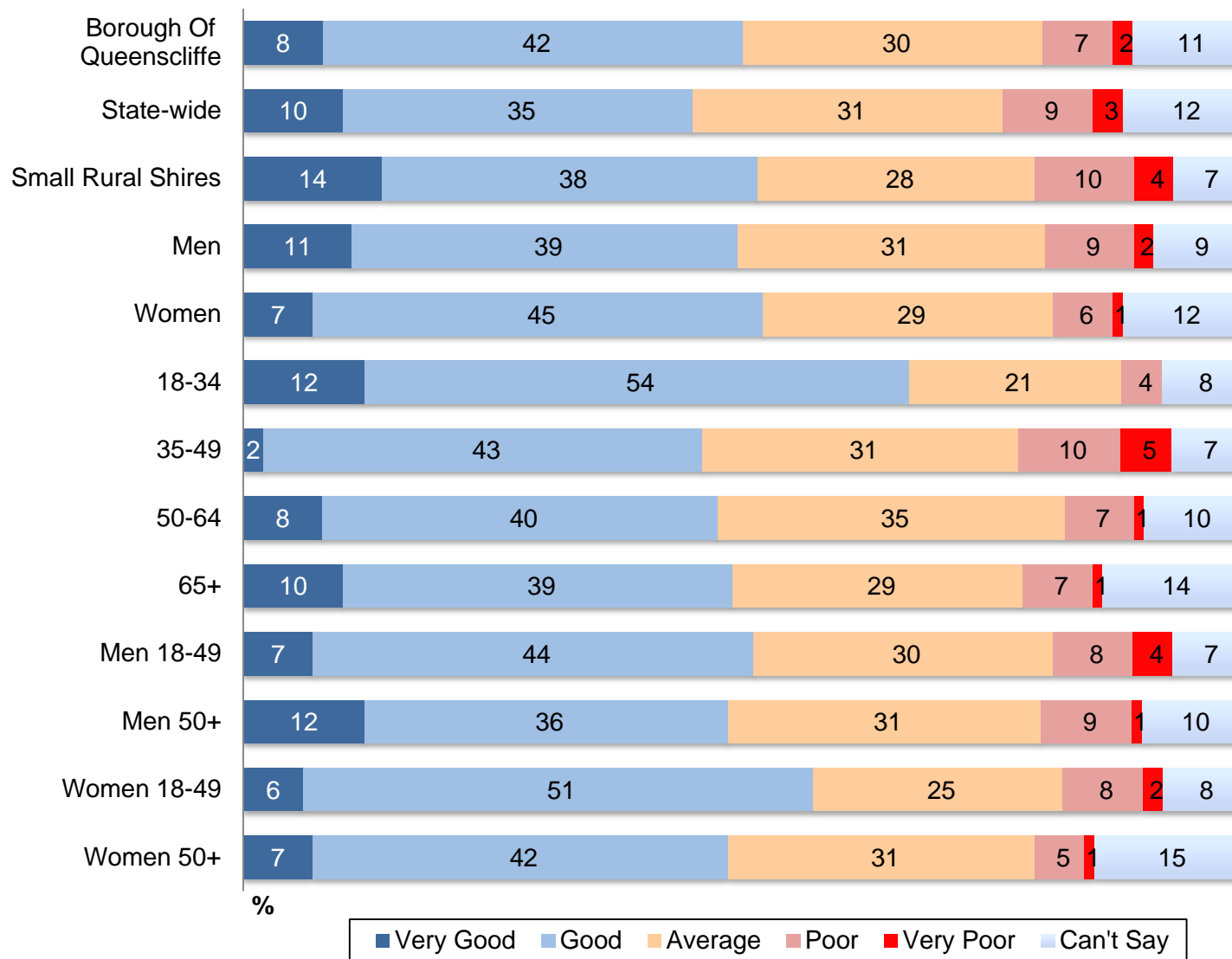
%

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

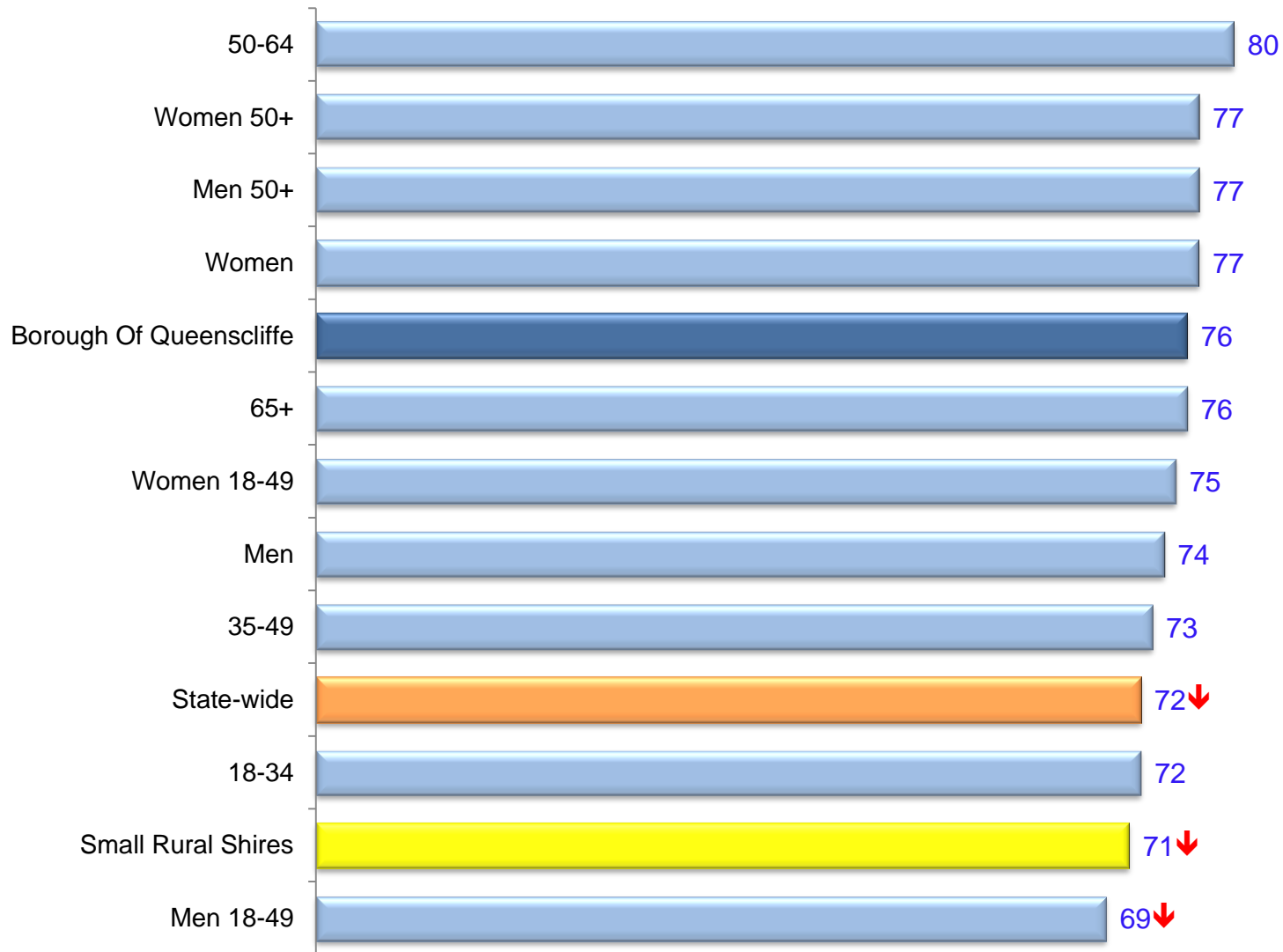
Business and community development and tourism – Performance Index Score



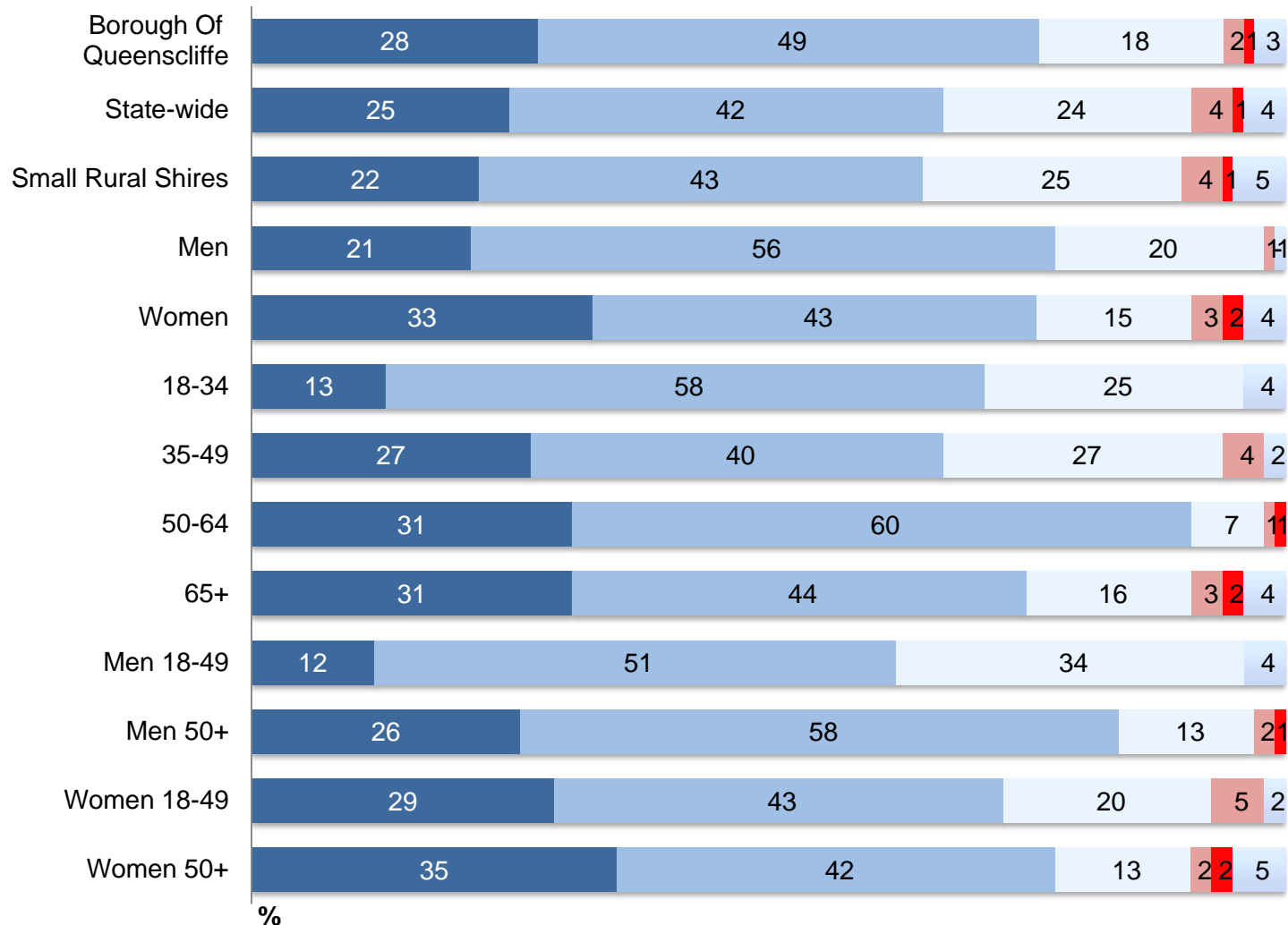
Business and community development and tourism – Performance Detail



Council's general town planning policy – Importance Index Score

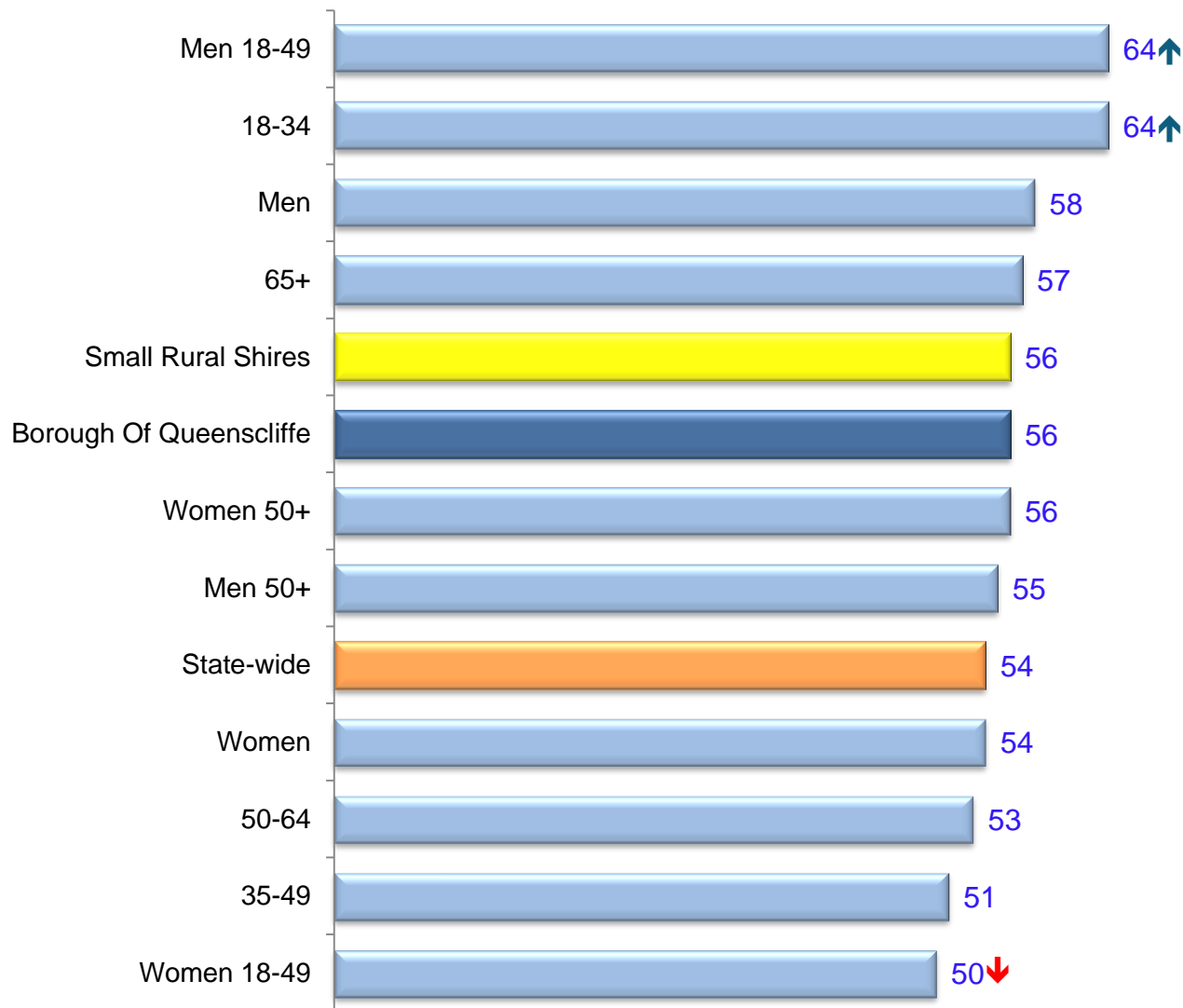


Council's general town planning policy – Importance Detail

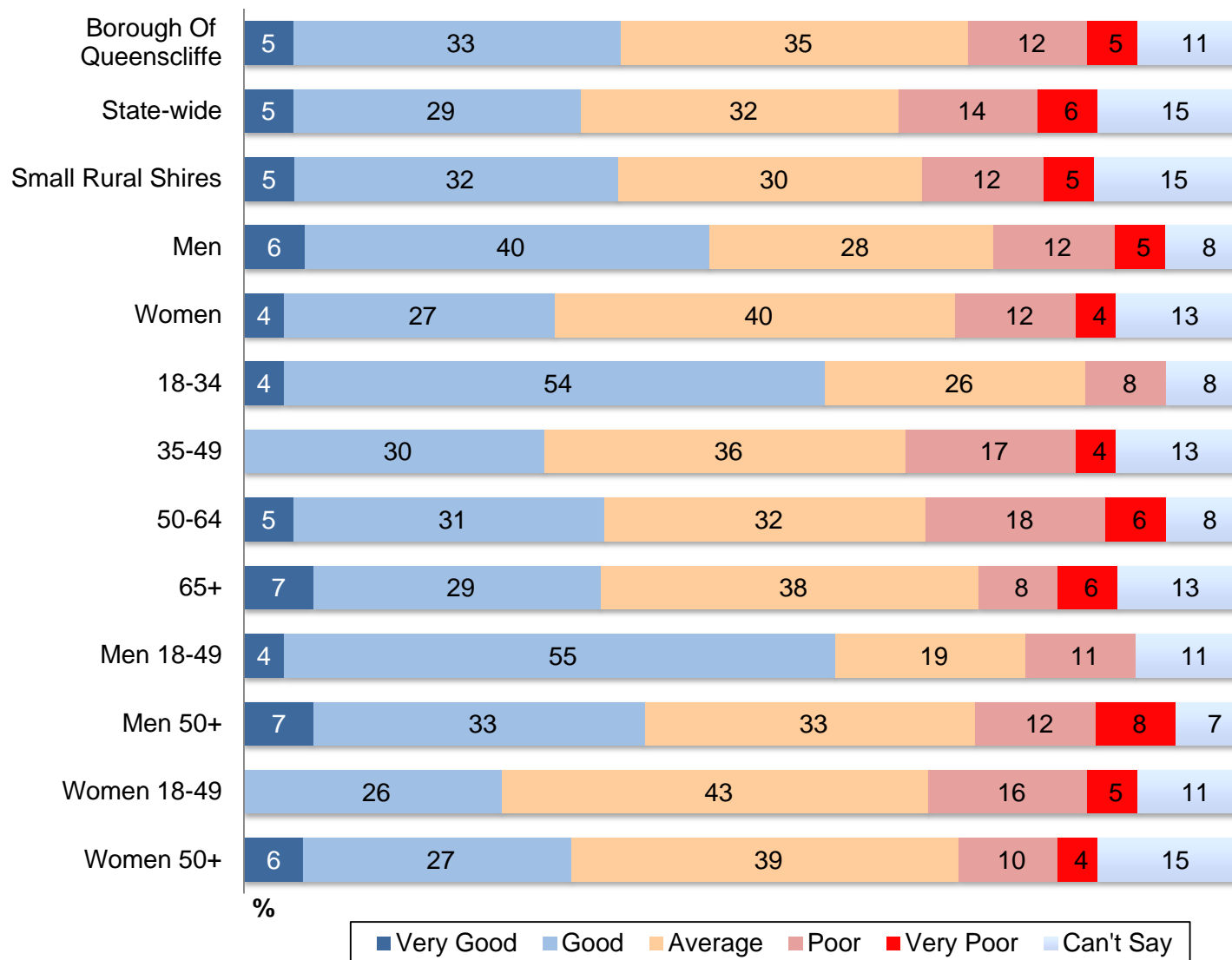


■ Extremely important
 ■ Very important
 ■ Fairly important
 ■ Not that important
 ■ Not at all important
 ■ Can't say

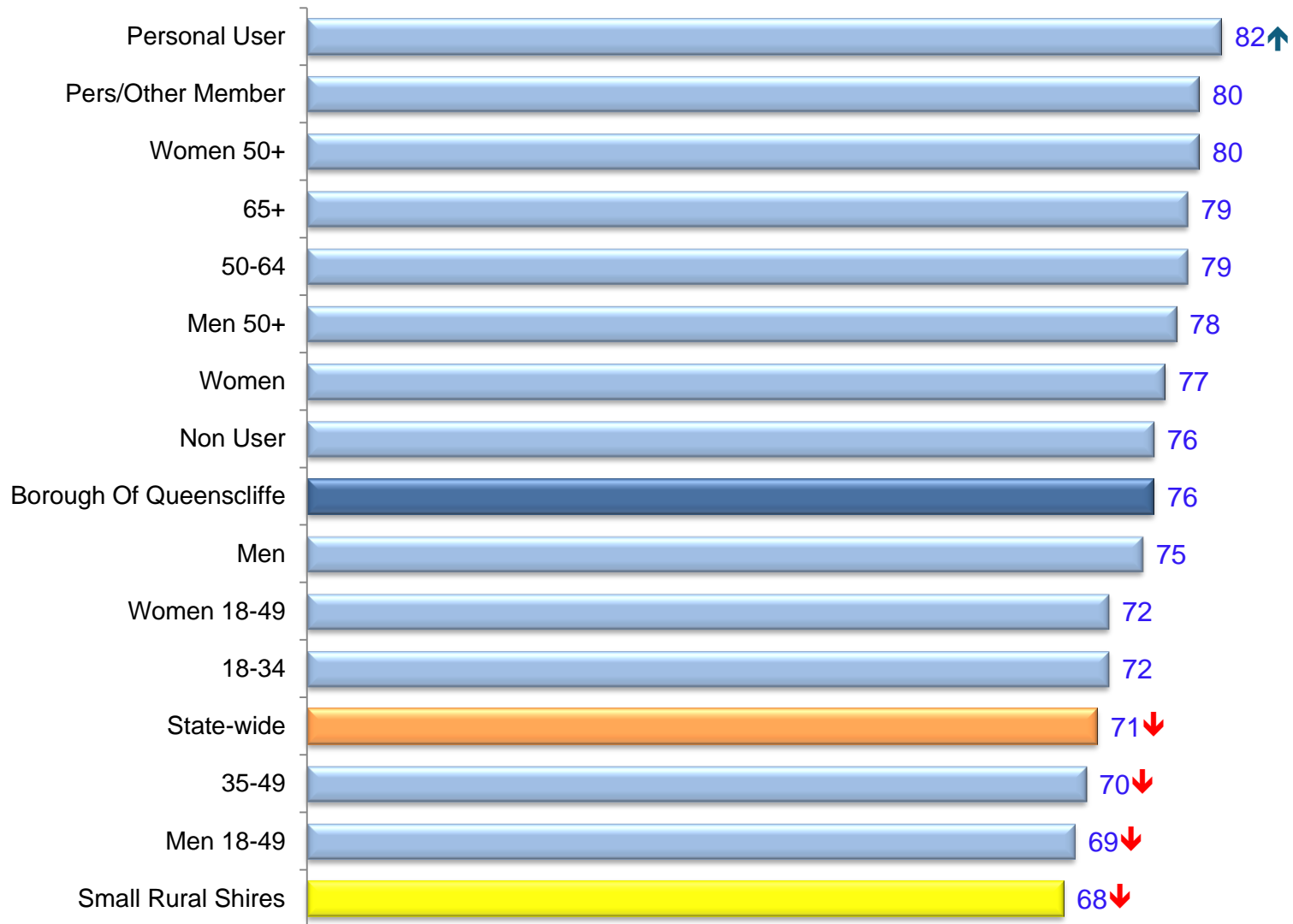
Council's general town planning policy – Performance Index Score



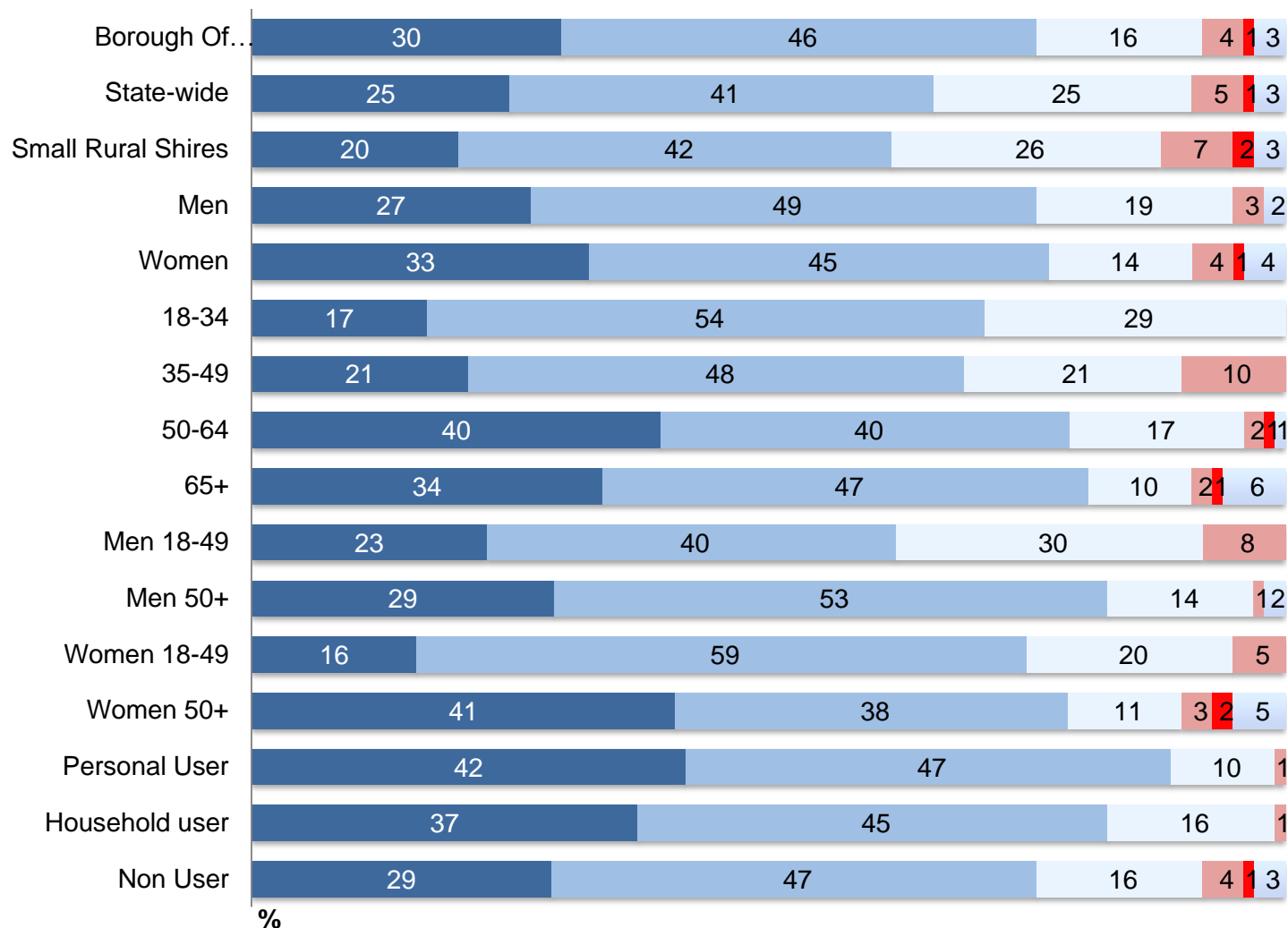
Council's general town planning policy – Performance Detail



Planning and Building Permits – Importance Index Score

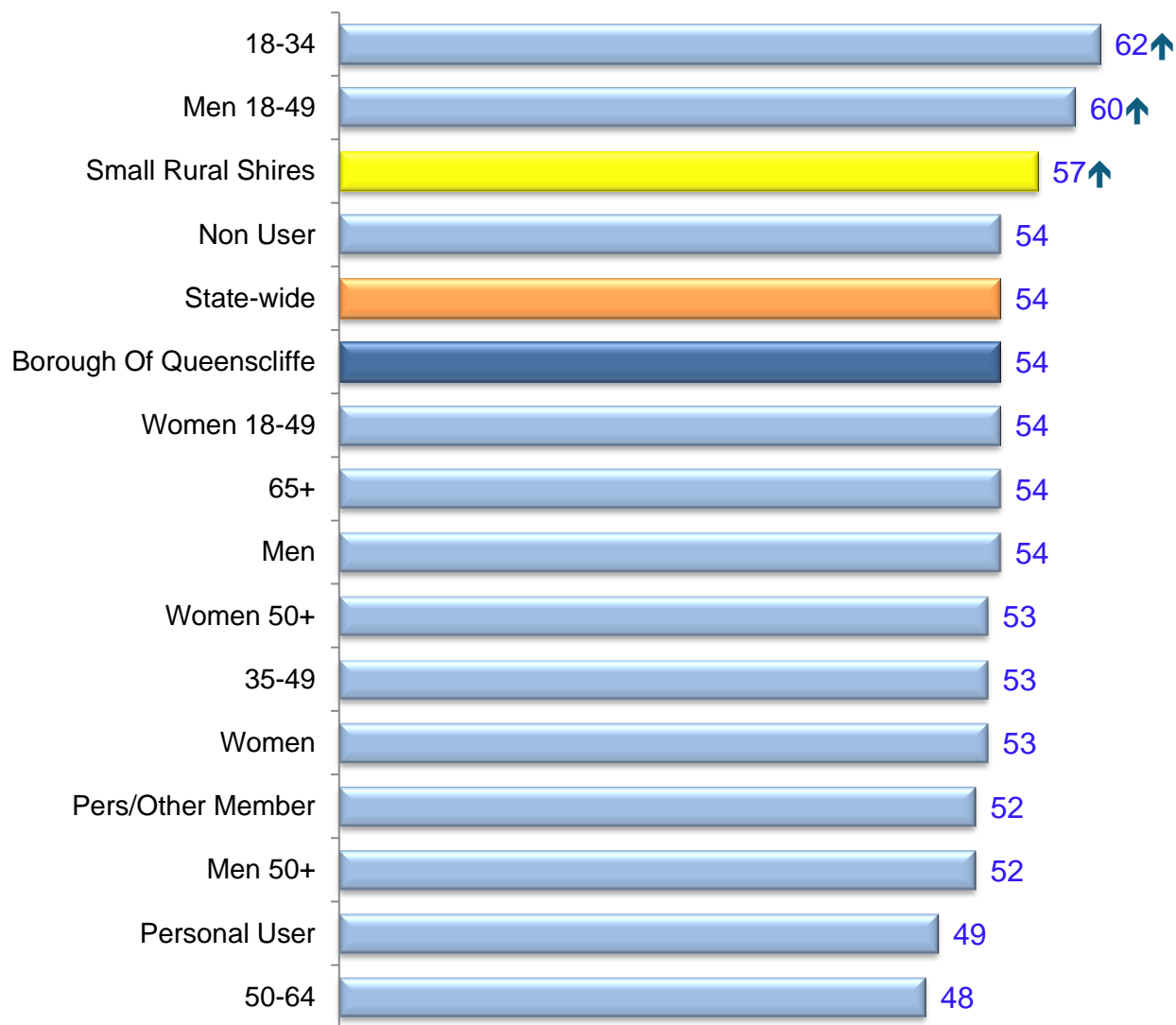


Planning and Building Permits – Importance Detail

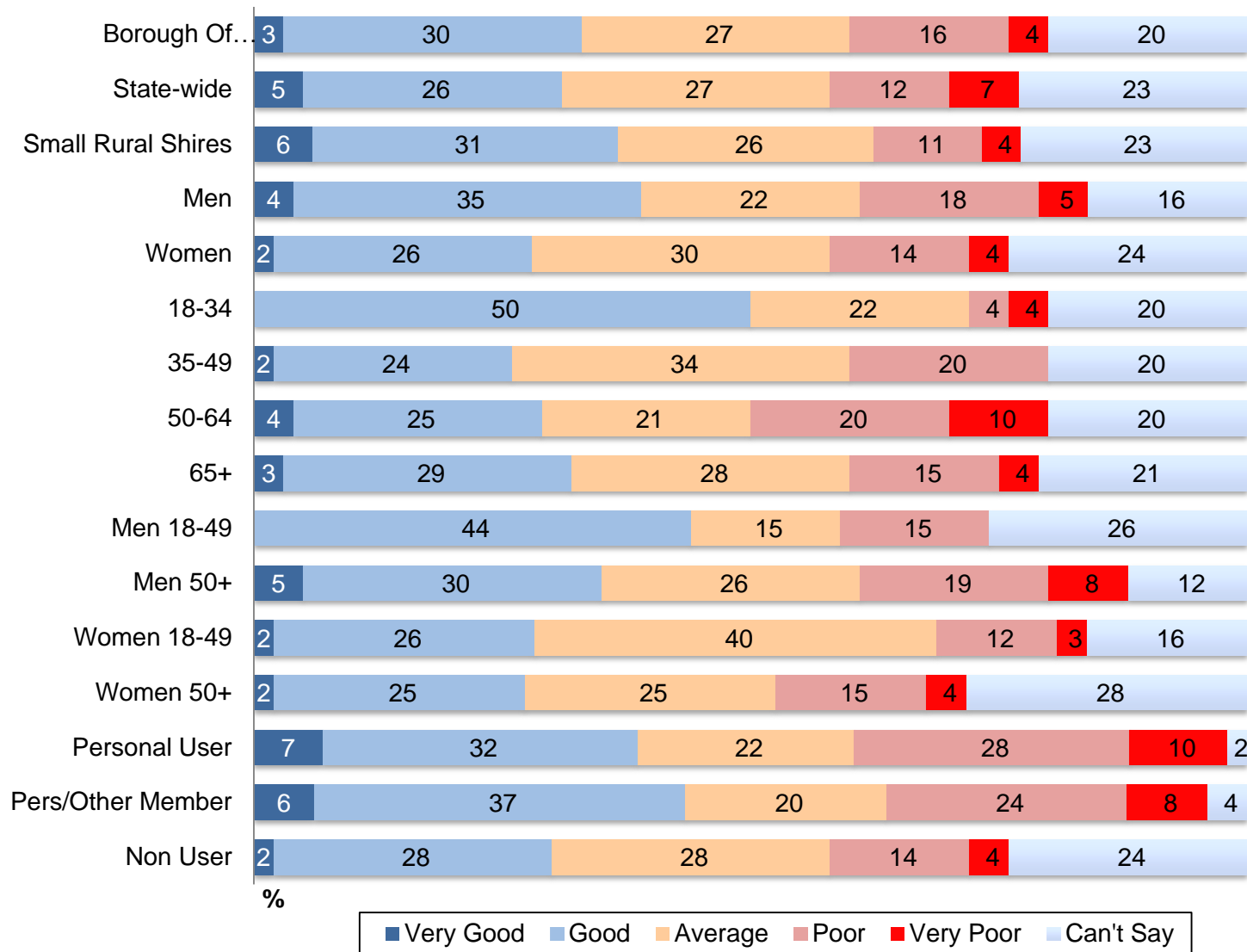


■ Extremely important ■ Very important ■ Fairly important ■ Not that important ■ Not at all important ■ Can't say

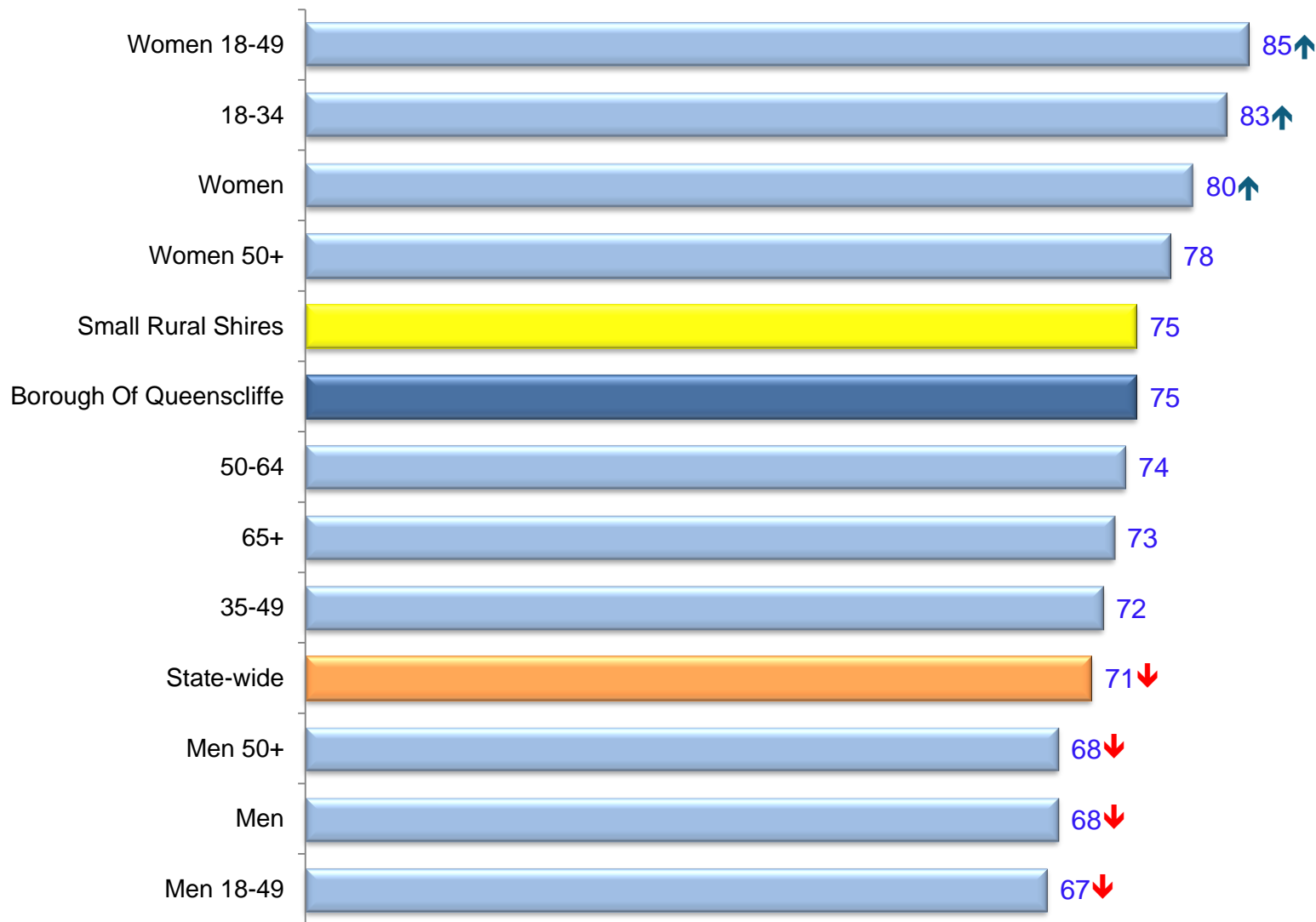
Planning and Building Permits – Performance Index Score



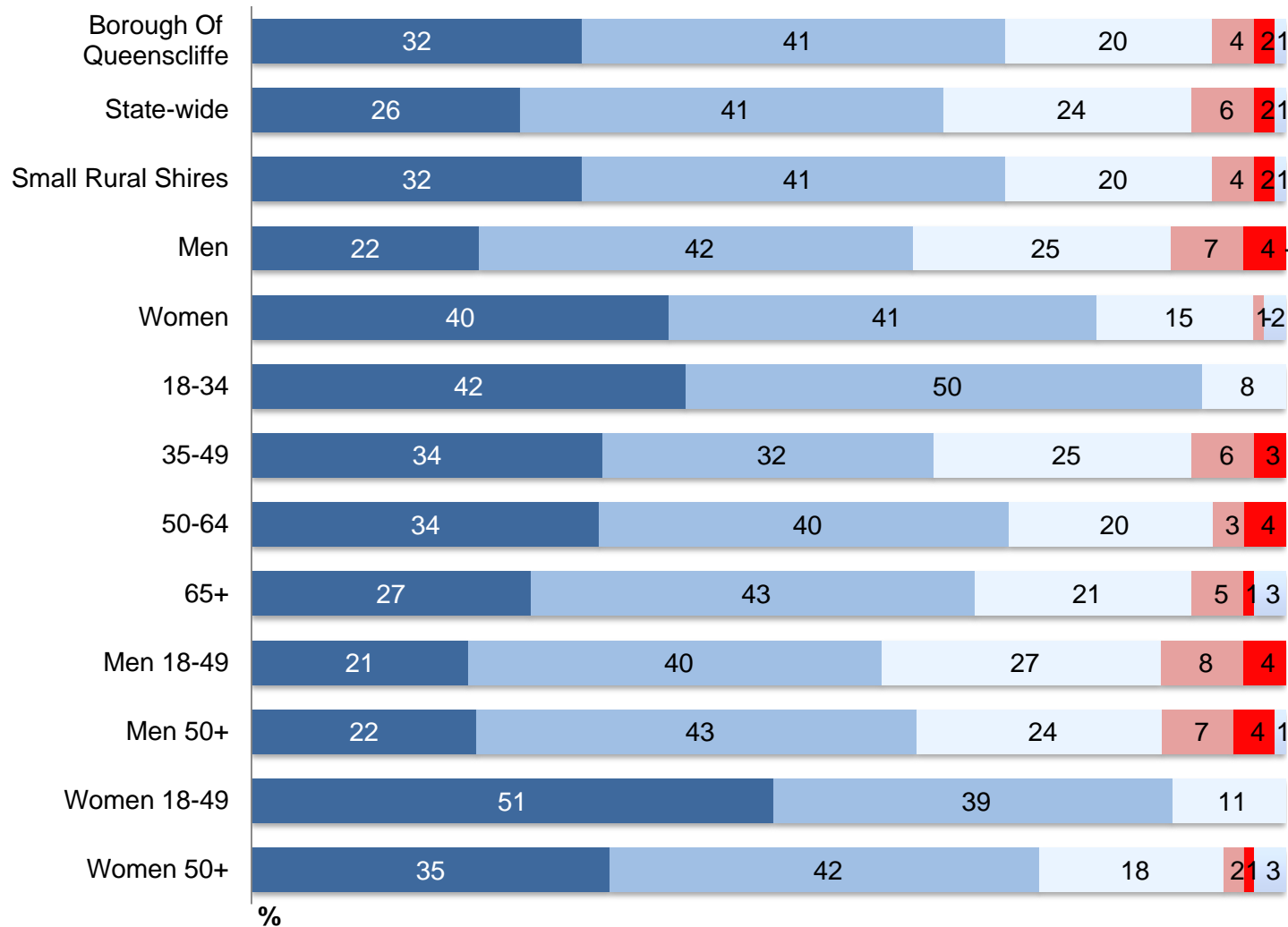
Planning and Building Permits – Performance Detail



Environmental Sustainability – Importance Index Score

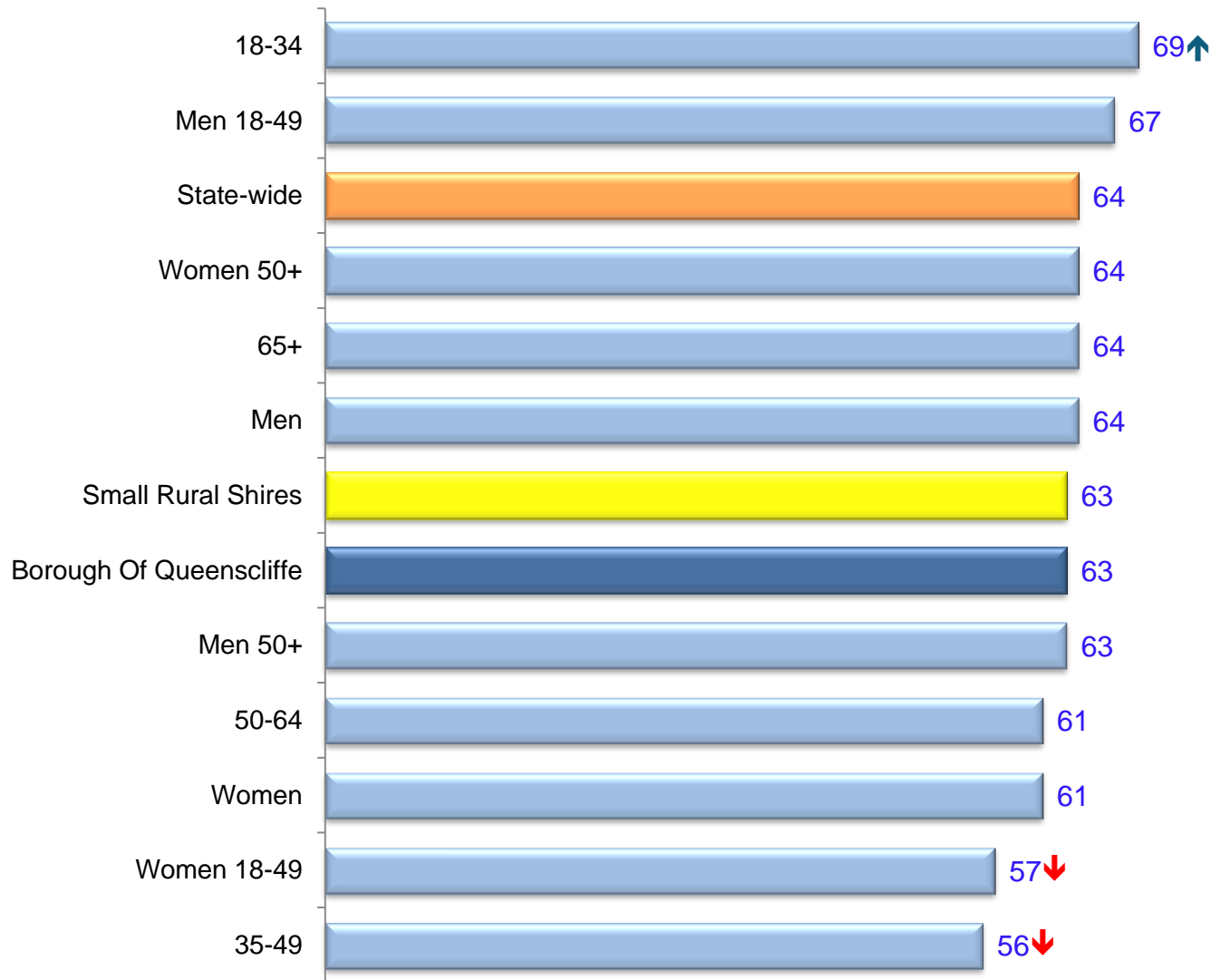


Environmental Sustainability – Importance Detail

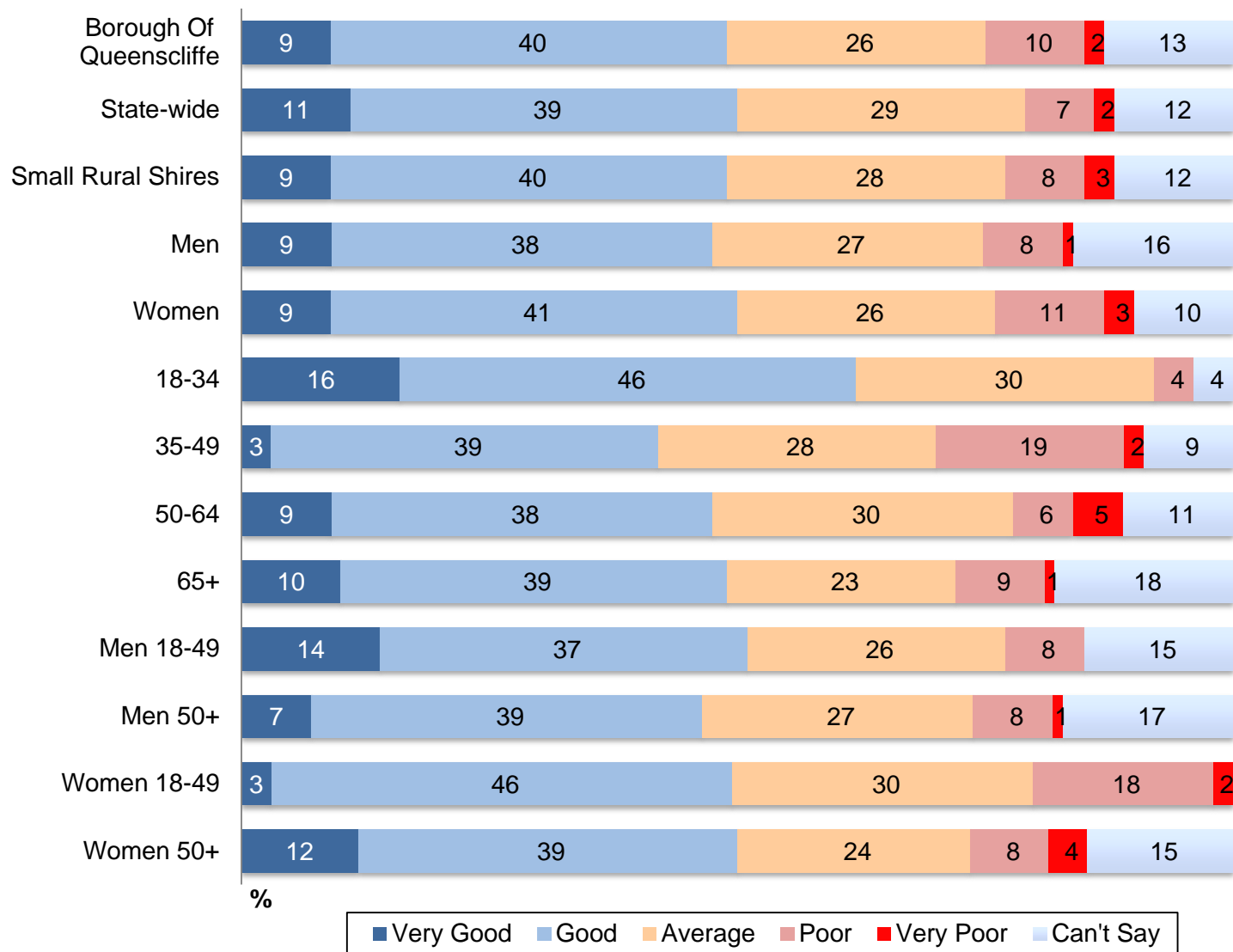


■ Extremely important
 ■ Very important
 ■ Fairly important
 ■ Not that important
 ■ Not at all important
 ■ Can't say

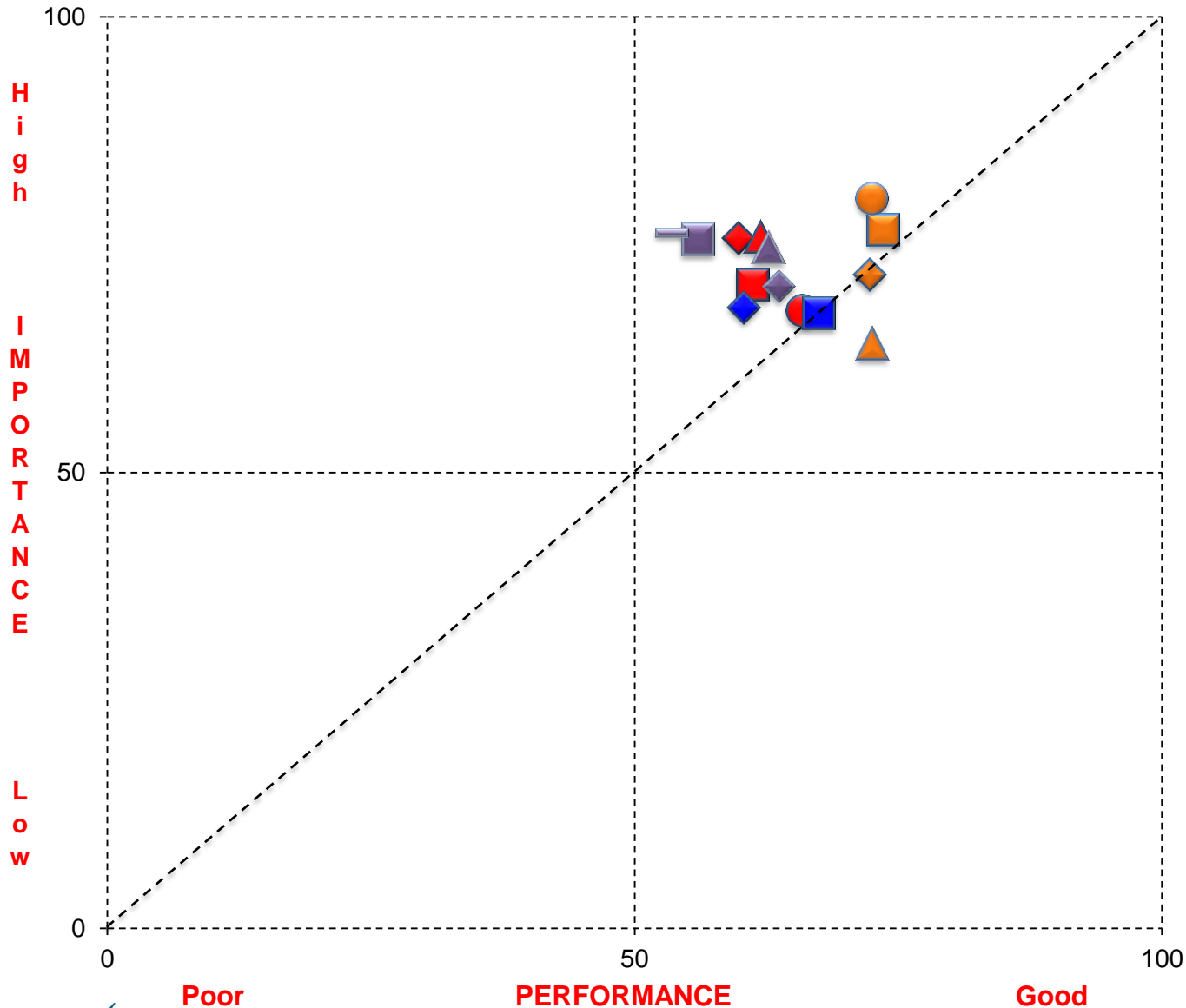
Environmental Sustainability – Performance Index Score



Environmental Sustainability – Performance Detail



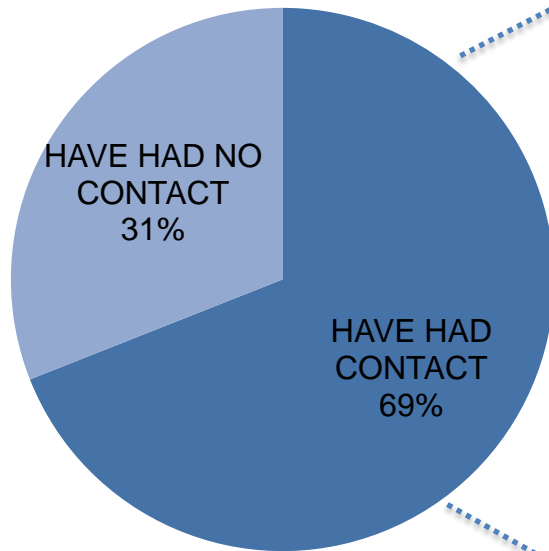
Importance and Performance Index Scores



| Service | Symbol | Importance | Performance |
|---------------------------|--------|------------|-------------|
| Consultation | ◆ | 76 | 60 |
| Lobbying | ■ | 71 | 61 |
| Local streets & footpaths | ▲ | 76 | 62 |
| Traffic | ⊗ | 68 | 66 |
| Parking | ◆ | 68 | 60 |
| Local laws | ■ | 68 | 67 |
| Recreational facilities | ◆ | 72 | 72 |
| Public areas | ■ | 77 | 74 |
| Community & cultural | ▲ | 64 | 72 |
| Waste | ⊗ | 80 | 72 |
| Development & tourism | ◆ | 71 | 64 |
| Town planning | ■ | 76 | 56 |
| Permits | — | 76 | 54 |
| Environment | ▲ | 75 | 63 |

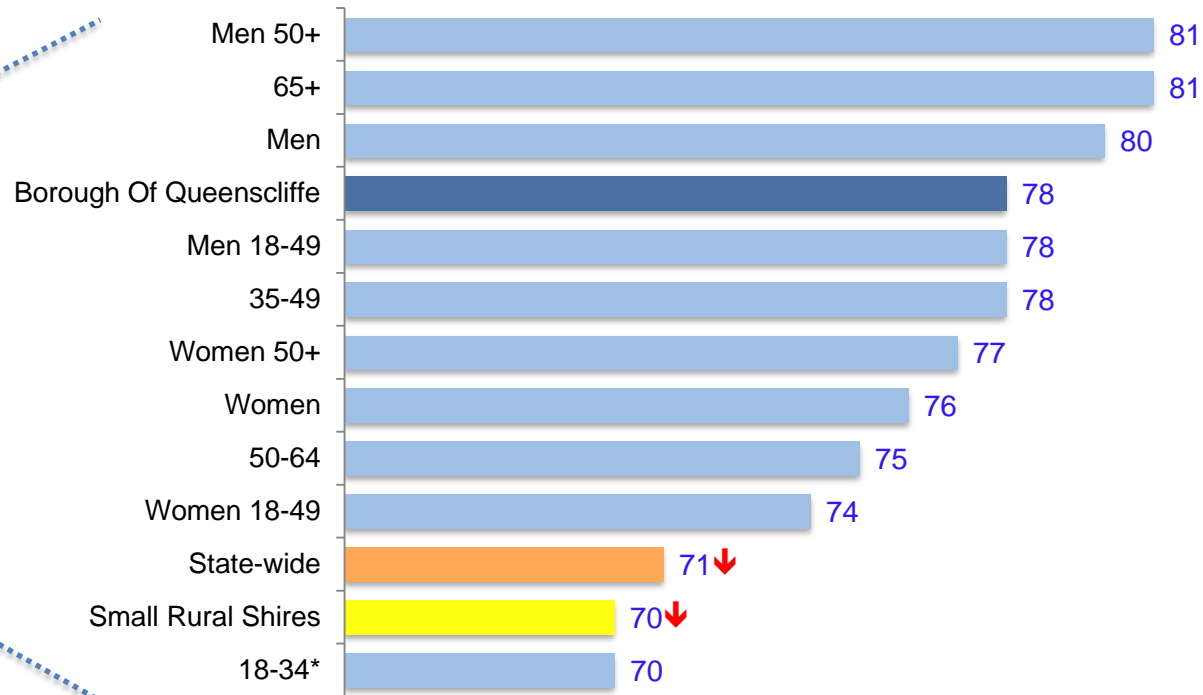
SECTION 3: CUSTOMER SERVICE

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.

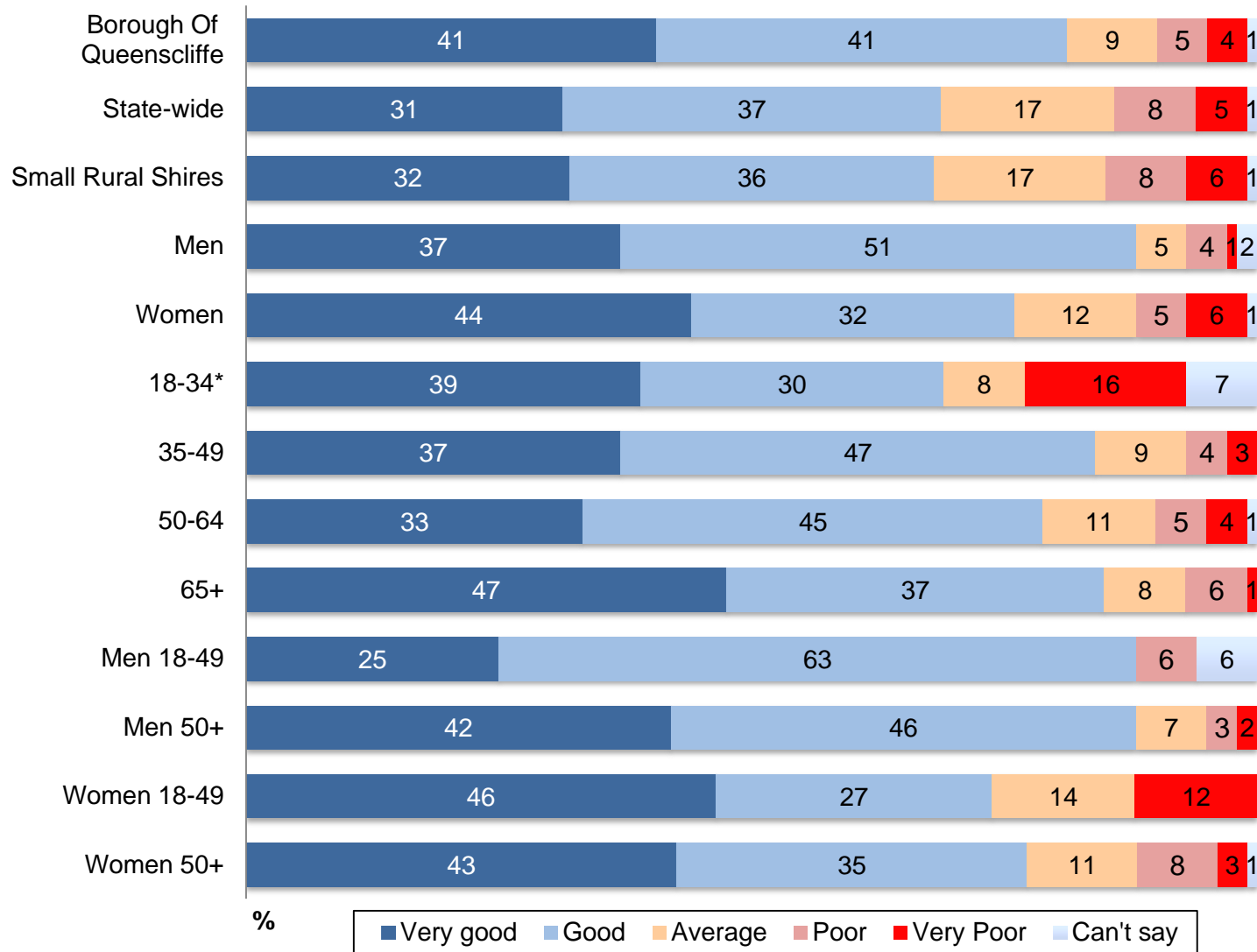
Q5. Over the last 12 months, have you or any member of your household had any contact with Council? This may be in person, in writing, by telephone conversation, by text message, by email or via their website or social media such as Facebook or Twitter?

Q5c. Thinking of the most recent contact, how would you rate {council} for customer service?

Base: All respondents. Councils asked statewide: 71

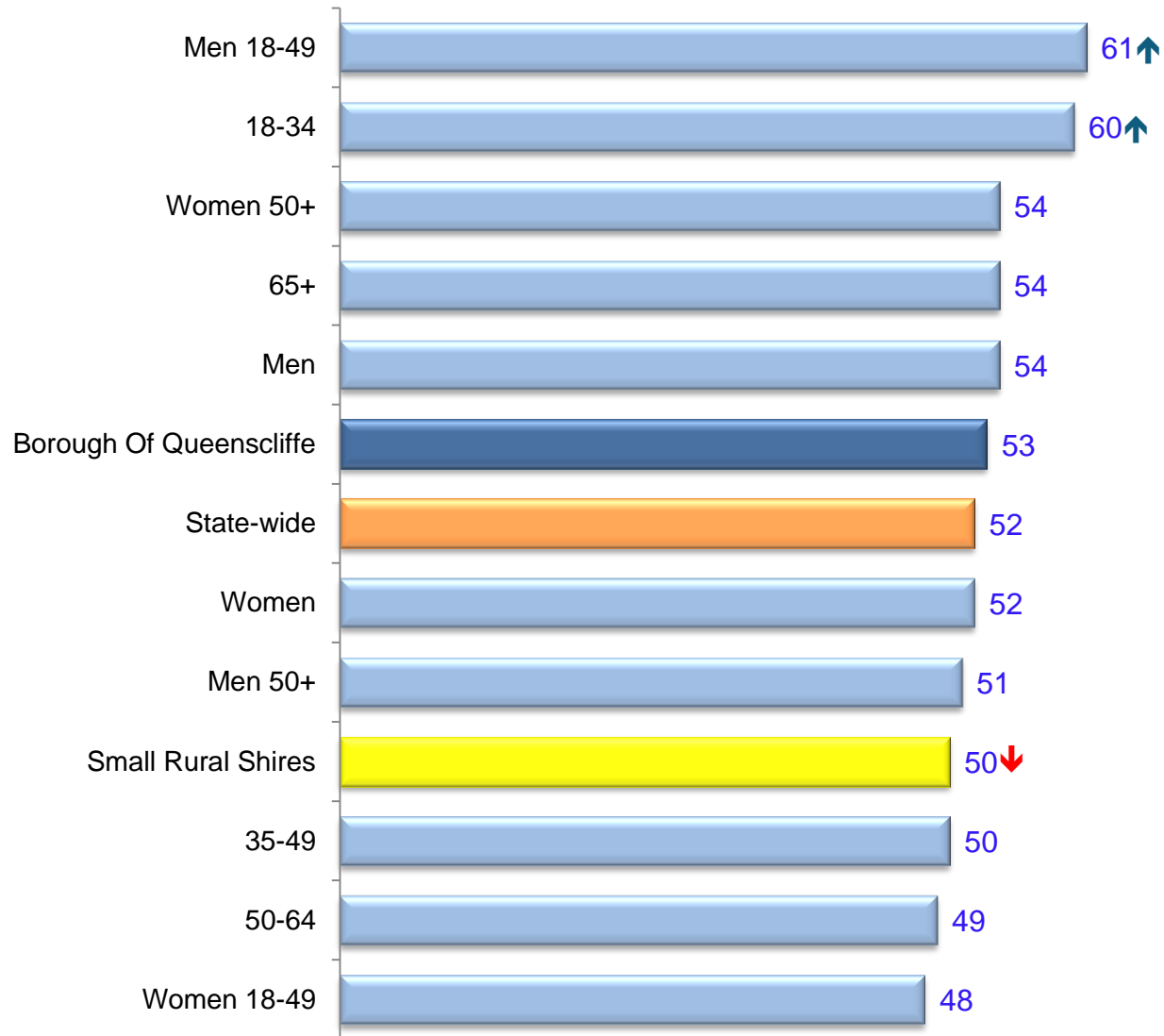
*Caution: sample size < n=30

Contact Customer Service – Detail

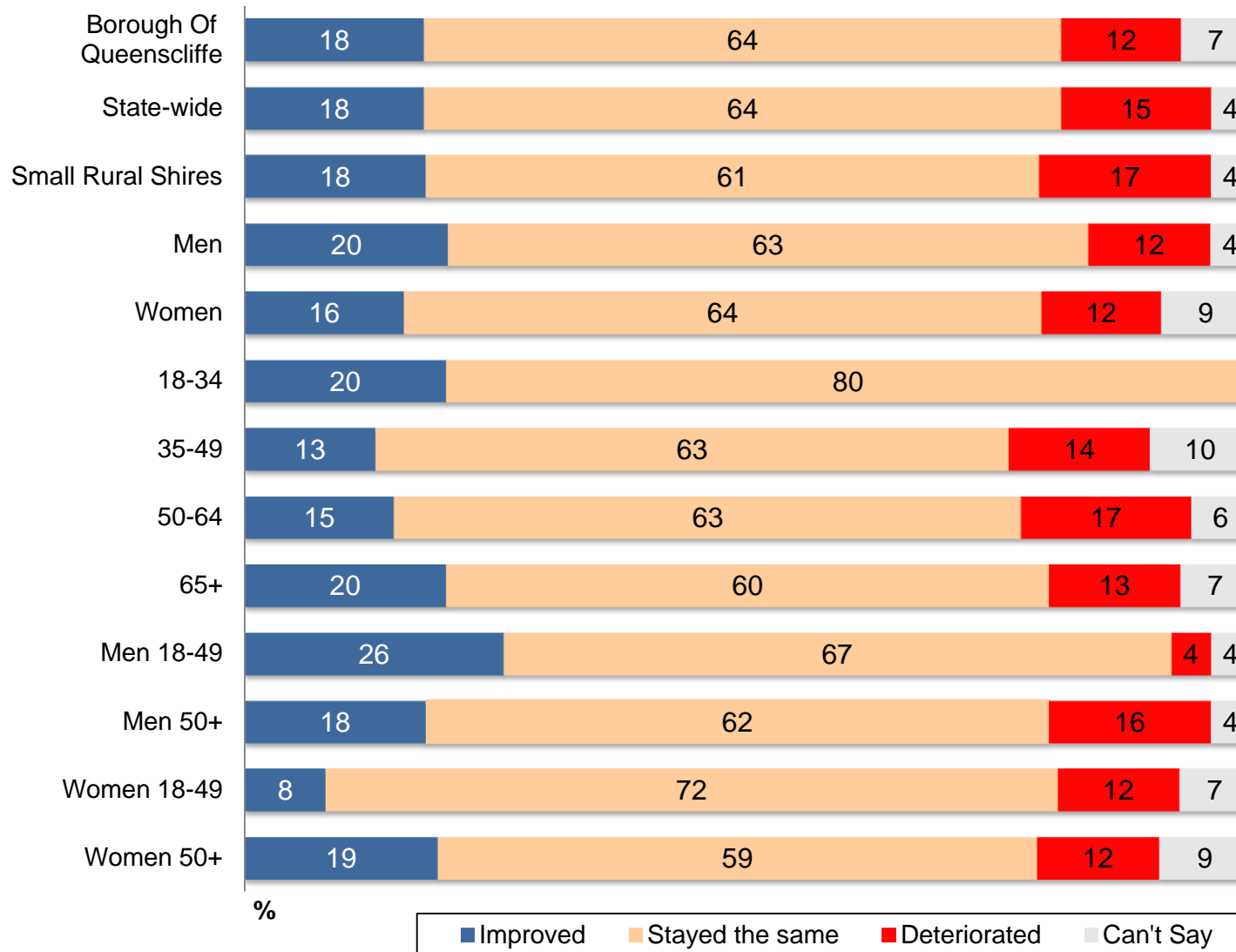


SECTION 4: COUNCIL DIRECTION INDICATORS

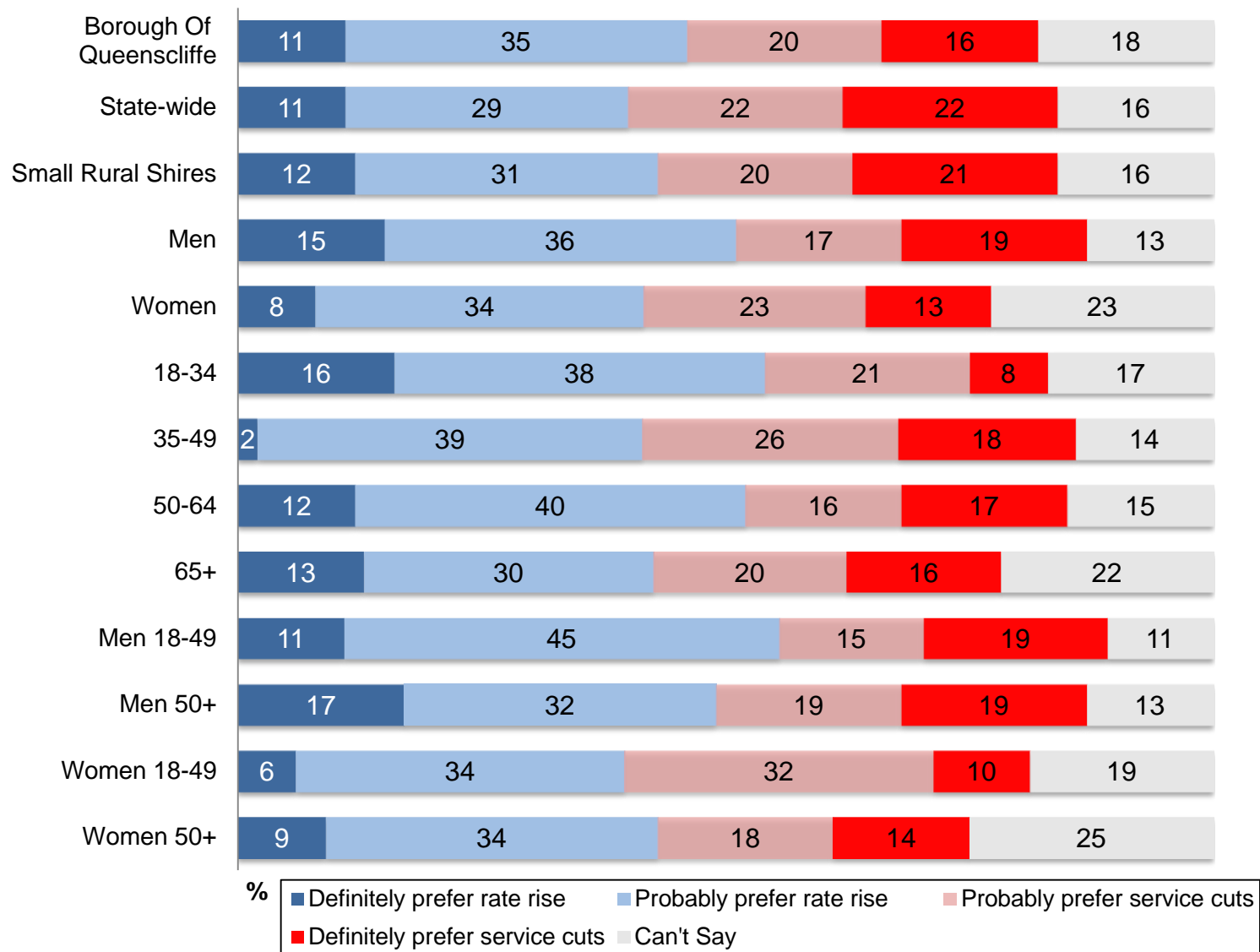
Overall Direction Last 12 Months – Index Score



Overall Direction Last 12 Months – Detail



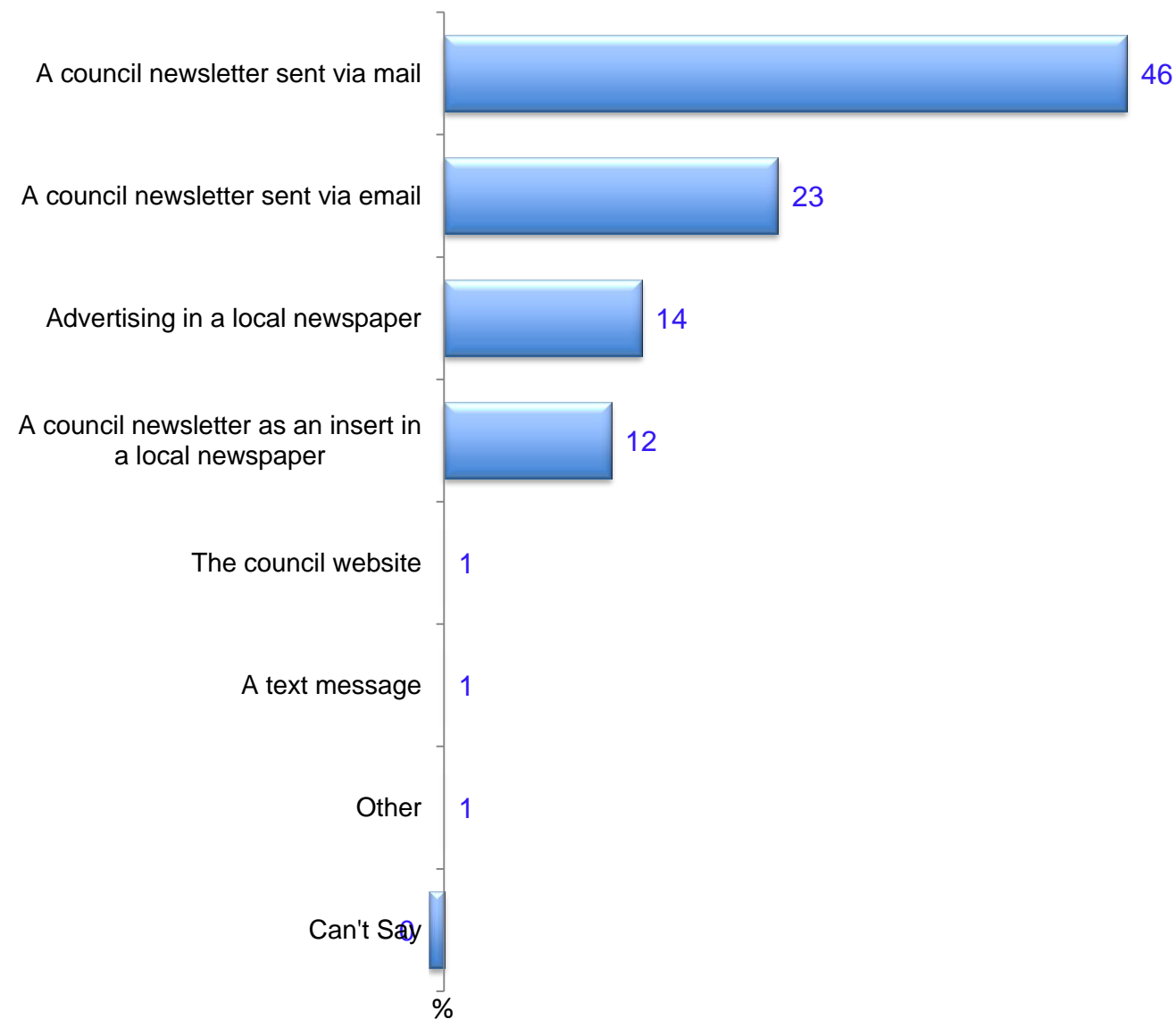
Rates/Service Trade Off – Detail



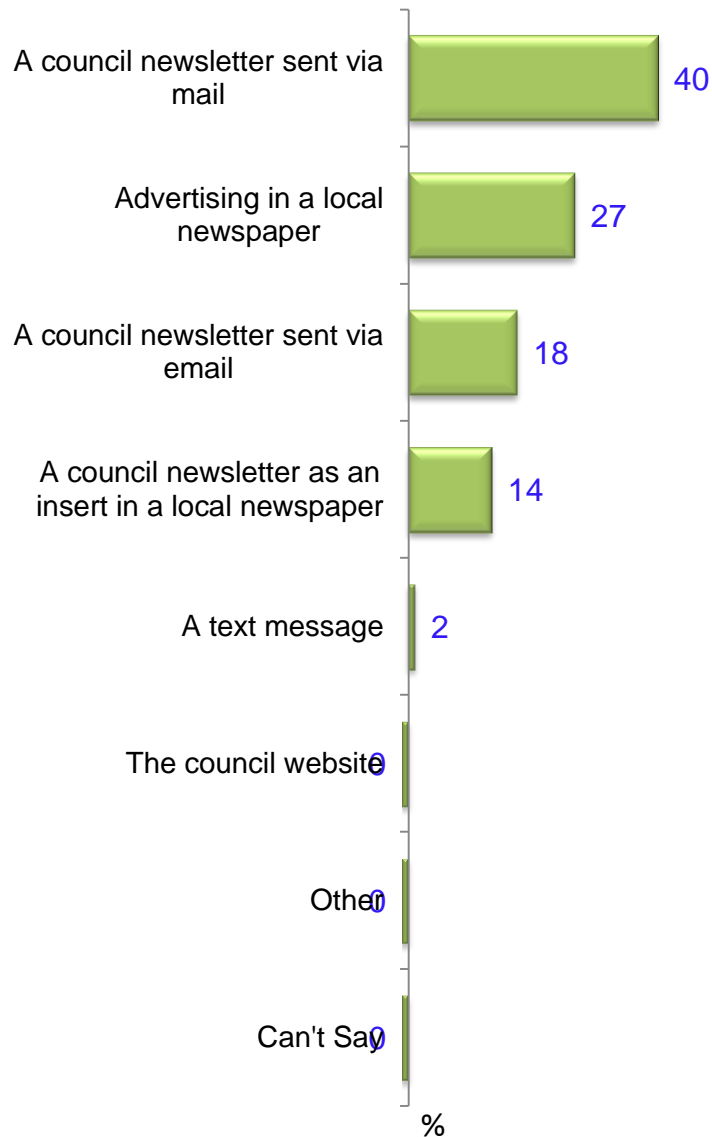
Q10. If you had to choose, would you prefer to see council rate rises to improve local services OR would you prefer to see cuts in council services to keep council rates at the same level as they are now?

Base: All respondents. Councils asked statewide: 20 Councils asked group: 5

Best Forms of Communication



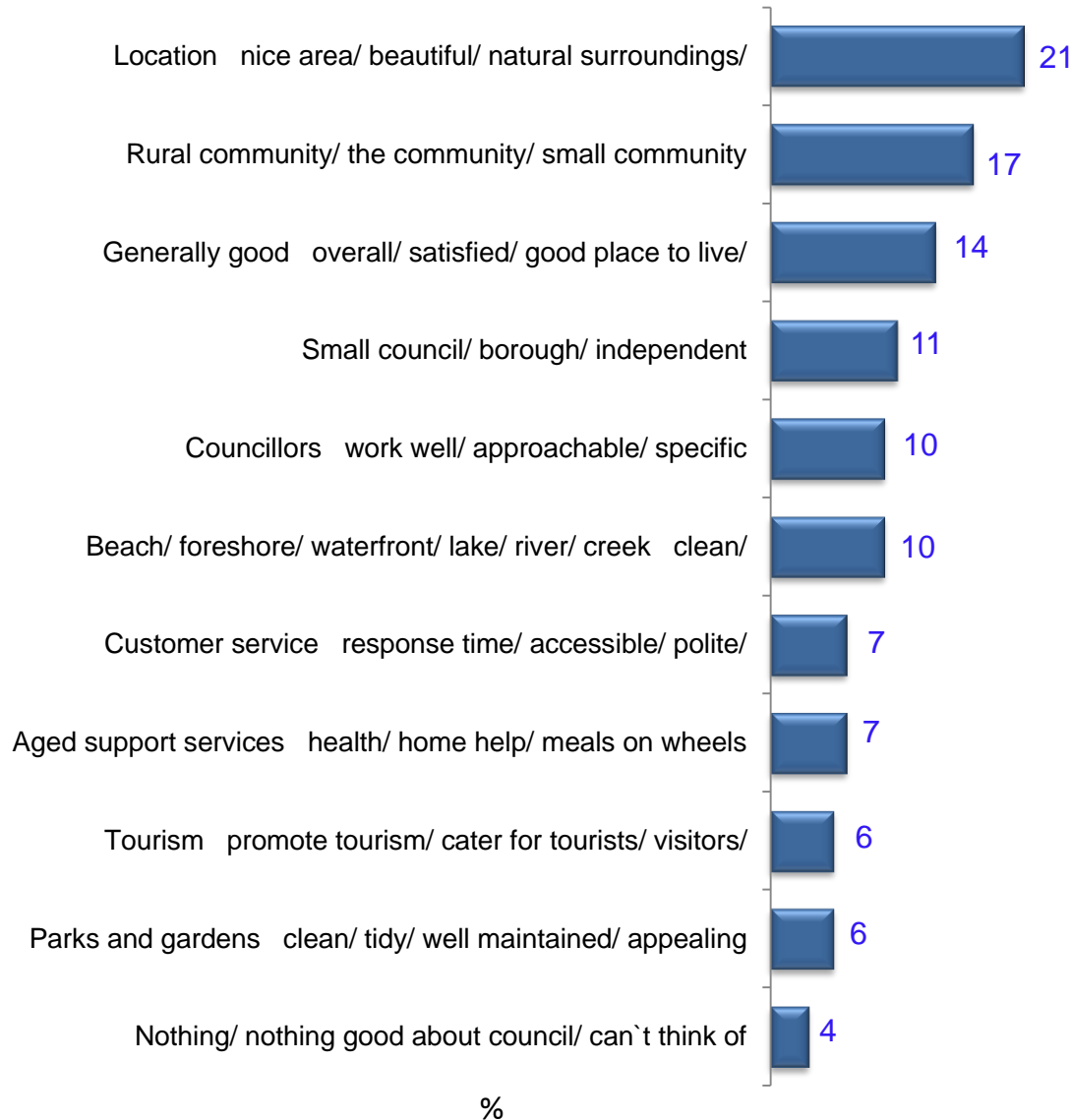
Best Forms of Communication - Under 50s -



Best Forms of Communication - Over 50s -



Best things about Council



Council needs to improve

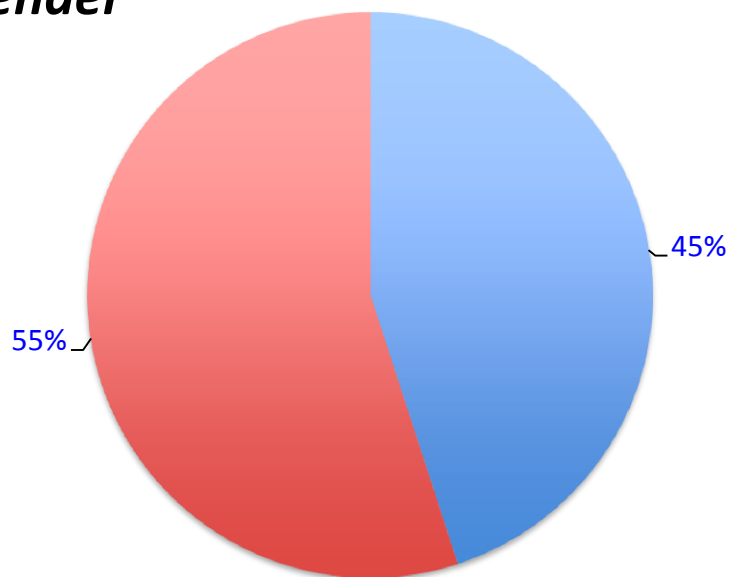


%

SECTION 5: WEIGHTED DEMOGRAPHICS

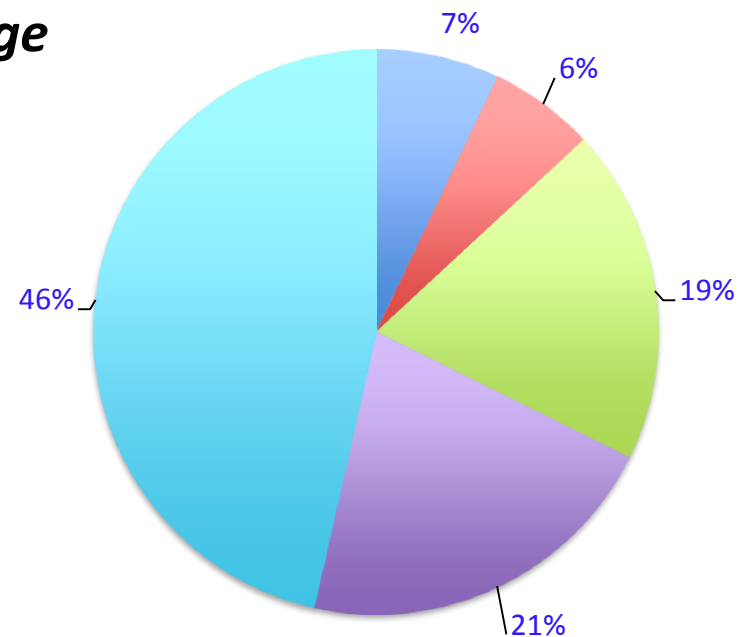
Gender

Men
Women



Age

18-24
25-34
35-49
50-64
65+



Household Structure

No data available

APPENDIX A: DETAILED SURVEY TABULATIONS

Available in Supplied Excel File

