



LOCAL GOVERNMENT COMMUNITY SATISFACTION SURVEY 2014

RESEARCH REPORT

**COORDINATED BY DEPARTMENT OF TRANSPORT, PLANNING AND LOCAL
INFRASTRUCTURE ON BEHALF OF VICTORIAN COUNCILS**

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BACKGROUND AND OBJECTIVES

Welcome to the report of results and recommendations for the 2014 State-wide Local Government Community Satisfaction Survey.

Each year Local Government Victoria (LGV) coordinates and auspices this State-wide Local Government 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 State-wide Local Government 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 Victorian councils 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 LGV.



SURVEY METHODOLOGY AND SAMPLING

This survey was conducted by Computer Assisted Telephone Interviewing (CATI) as a representative random probability survey of residents aged 18+ years in participating councils.

Survey sample 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=27,906 completed interviews were achieved across all participating councils. Survey fieldwork was conducted in the period of 31 January – 11 March 2014.

The 2013 results against which 2014 results are compared involved a total of n=29,501 completed interviews across all participating councils conducted in the period of 1 February – 24 March, 2013.

The 2012 results against which results are compared involved a total of n=29,384 completed interviews across all participating councils conducted in the period of 4 May – 30 June 2012.



SURVEY METHODOLOGY AND SAMPLING

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 each council area.

Any variation of +/-1% between individual results and NET scores in this report or the detailed survey tabulations is due to rounding. In reporting, ‘-’ denotes not mentioned and ‘0%’ denotes mentioned by less than 1% of respondents. “NET” scores refer to two or more response categories being combined into one category for simplicity of reporting.

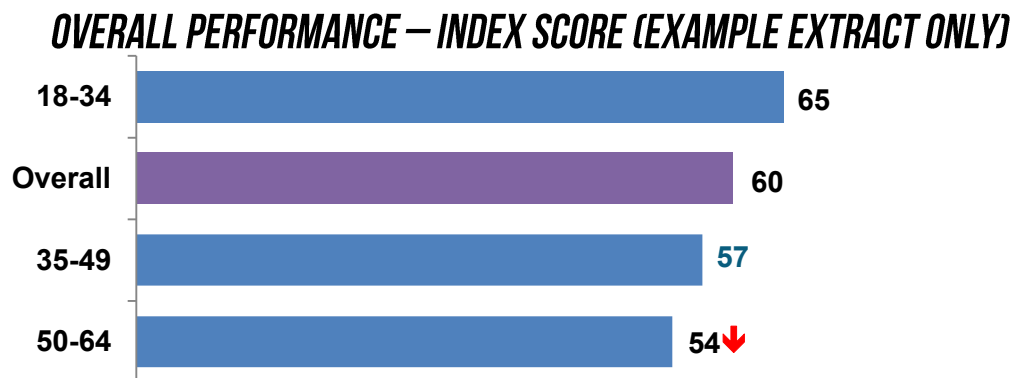


SURVEY METHODOLOGY AND SAMPLING

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 for that year. Therefore in the example below:

- The result among 50-64 year olds is significantly lower than for the overall result for the council.

Further, results shown in red indicate a significantly lower result than in 2013, while results shown in blue indicate a significantly higher result than in 2013, for example, below the result among 35-49 year olds is significantly higher than the result achieved among this group in 2013.



Note: For details on the calculations used to determine statistically significant differences, please refer to Appendix A.

FURTHER INFORMATION

Further Information

Further information about the report and explanations about the State-wide Local Government Community Satisfaction Survey can be found in [Appendix A](#), including:

- [Background and objectives](#)
- [Margins of error](#)
- [Analysis and reporting](#)
- [Glossary of terms](#)

Contacts

For further queries about the conduct and reporting of the 2014 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on (03) 8685 8555.



A satellite night map of South Africa, showing the country's coastline and major cities illuminated by city lights. The map is centered on the country, with the surrounding ocean visible in dark blue. The text "KEY FINDINGS AND RECOMMENDATIONS" is overlaid in white, bold, sans-serif font across the middle of the image.

KEY FINDINGS AND RECOMMENDATIONS

KEY FINDINGS AND RECOMMENDATIONS

Across Victorian councils, there have been significant increases on the **core measures** of overall performance, customer service and advocacy. Consultation and overall council direction ratings remain unchanged from 2013.

The average **overall performance** rating has increased by 1 point in 2014, to a score of 61. This overall performance increase has been driven by significant increases from last year's 2013 results among Inner Metropolitan councils, Outer Metropolitan councils, Small Rural Shires, women, and 65+ year olds.

- In 2014, Inner Metropolitan councils, Outer Metropolitan councils, women, 18-34 year olds and 65+ year olds award significantly higher than average 2014 overall performance ratings across the state.
- On the flipside, men, 35-49 year olds, 50-64 year olds, Regional Centres, Small Rural Shires and Large Rural Shires all rate overall performance significantly lower than average.



KEY FINDINGS AND RECOMMENDATIONS

The proportion of residents making **contact with their local council** has increased significantly in 2014, by one percentage point up to 61%.

- Phone contact is still the most common method of making contact with council, with 39% of Victorians reporting they have contacted their council via this method in 2014.

Customer service ratings have also increased significantly across the state, up 1 point to 72. Customer service is usually the highest rated core measure for most councils, and it tends to rate highly against other service areas as well.

- Inner Metropolitan councils, women and 65+ year olds are significantly more satisfied with their customer service experiences, while Small Rural Shires, Large Rural Shires, 18-64 year olds and men award significantly lower ratings.
- Customer service is rated highest for in person contact (77) – ratings for customer service received in person and by telephone have increased significantly from 2013 (each by 3 points). Written contact is scored lowest for customer service, at 69.
- Victorians often mention customer service unprompted as one of the **best things** about their local council.



KEY FINDINGS AND RECOMMENDATIONS

Overall council direction ratings remain unchanged at 53, although this result does mask some significant increases from 2013 among women (up 1 point), and in Small Rural Shires (up 2 points).

- 63% of Victorians see no change in their council's direction, while 20% believe it has improved and 13% believe it has decreased.

Positively, 73% of Victorians in councils that asked about **future direction** believe their council is generally headed in the right direction (21% definitely so).

- The proportion of Victorians who believe their council is headed in the right direction has been steadily increasing since 2012, up from two thirds (67%) in 2012 to almost three quarters (73%) in 2014.

That said, 91% of Victorians think there is **room for improvement** in their local council, including 41% who believe there is *a lot* of room for improvement, although this is down 5 points on 2012.



KEY FINDINGS AND RECOMMENDATIONS

Community consultation ratings are also largely unchanged. Overall, the community consultation score of 57 is equal to 2013, and the only significant movement in this score was a 1 point increase in consultation ratings in Inner Metropolitan councils.

By contrast, **advocacy** ratings have increased significantly, by 1 point to 56. Significant increases were registered across a range of demographic and council groupings, including:

- Inner Metropolitan councils
- Small Rural Shires
- Large Rural Shires
- Women
- 35-49 year olds
- 50-64 year olds



KEY FINDINGS AND RECOMMENDATIONS

In terms of **individual service areas**, there have been statistically significant increases in performance across 12 services:

- Art centres and libraries (+2)
- Waste management (+2)
- Disadvantaged support services (+2)
- The appearance of public areas (+1)
- Recreational facilities (+1)
- Emergency and disaster management (+1)
- Elderly support services (+1)
- Community and cultural activities (+1)
- Family support services (+1)
- The enforcement of local laws (+1)
- Informing the community (+1)
- Maintenance of unsealed roads (+1)



KEY FINDINGS AND RECOMMENDATIONS

The only decrease in performance on any service area at a state-wide level in 2014 is in **planning and building permits** – down 2 points to a score of 53; the second-lowest rated service area behind unsealed road maintenance.

- Many demographic and council groupings recorded significantly decreased performance ratings for planning permits: Outer Metropolitan councils and Regional Centres dropped 4 points each on this measure, 35-49 year olds rated 3 points lower than in 2013, and 1 point decreases were registered by both women and men.

Unsealed road maintenance, despite a 1 point increase in performance ratings in 2014, remained the lowest rated of any service area, with a score of 45. Unsealed roads are a perennial challenge for regional and semi-regional councils; Large Rural Shires in particular rate it significantly lower than average (score of 43), and it remains the service area with the largest gap between residents' rated importance and councils' perceived performance (importance – performance = -33).

- Sealed road maintenance issues are also mentioned unprompted as a key **area for improvement** by 12% of Victorians.



KEY FINDINGS AND RECOMMENDATIONS

Across the state, Councils are consistently perceived as performing better on art centres and libraries and community and cultural activities than residents' rated importance of these services. By contrast, in addition to unsealed road maintenance (-33), the biggest gaps between rated importance and perceived performance are on:

- Making decisions in the interest of the community (-22)
- Sealed road maintenance (-22)
- Planning for population growth (-21)
- Roadside slashing and weed control (-20)

Positively, emergency and disaster management and waste management are often among residents' top five most important services, and these are also services that feature regularly in councils' top five best performing services.

- Emergency and disaster management is particularly important for regional and rural councils, and Large Rural Shires and Regional Centres in particular are rated significantly higher than average for performance on this measure.



KEY FINDINGS AND RECOMMENDATIONS

On the whole, 18-34 year olds and 65+ year olds tend to rate their councils higher, while 50-64 year olds are less positively disposed towards council. Inner Metropolitan councils tend to attract some of the highest performance ratings, while Outer Metropolitan councils and especially Large Rural Shires councils often rate significantly lower.

On the question of whether residents would prefer rate rises to pay for extra services or would prefer to see services cut to maintain current rate levels, 36% would prefer rate rises while 47% would prefer service cuts; a virtually unchanged split to 2013.

- Those who would prefer service cuts do so more intensely than those who would prefer rate rises: 23% would definitely prefer service cuts, more than twice those who would definitely prefer rate rises (11%).
- Perhaps unsurprisingly, council groups whose residents rate their council's performance higher than average across the board are more willing to consider rate rises: for example, 43% of Inner Metropolitan respondents would prefer rate rises (compared to 42% who would prefer service cuts), but just 28% of Large Rural Shires respondents would prefer rate rises (53% service cuts).



KEY FINDINGS AND RECOMMENDATIONS

Finally, when it comes to receiving **communications** from council, a newsletter in the mail is still the preferred method of communication.

- This is the case for both under 50s and over 50s, but while the gap between mailed newsletters and emailed newsletters is narrowing among under 50s (36% prefer mail, 24% prefer email), among over 50s there is still a very large gap between mail and email preference (43% prefer mail, 18% prefer email).

Please note: The category descriptions for the coded open ended responses are summaries only. We recommend further analysis of the detailed cross tabulations and the actual verbatim responses, with a view to understanding the responses in more detail and by their demographic profile, especially for any over or under performing target groups identified for individual councils. This can be achieved via additional consultation and data interrogation, or self-mining the SPSS data provided or via the dashboard portal available to Councils.



KEY FINDINGS AND RECOMMENDATIONS

Higher results in 2014

- Art centres and libraries (+2)
- Waste management (+2)
- Disadvantaged support services (+2)

Lower results in 2014

- Planning and building permits (-2)

Most favourably disposed towards Council

- 18-34 year olds
- Inner Melbourne Metro

Least favourably disposed towards Council

- 50-64 year olds
- Large Rural Shires



A satellite night map of South Africa, showing the country's coastline and major cities illuminated by city lights. The map is centered on the country, with the surrounding ocean visible. The text "SUMMARY OF FINDINGS" is overlaid on the left side of the map.

SUMMARY OF FINDINGS

2014 SUMMARY OF CORE MEASURES INDEX SCORE RESULTS

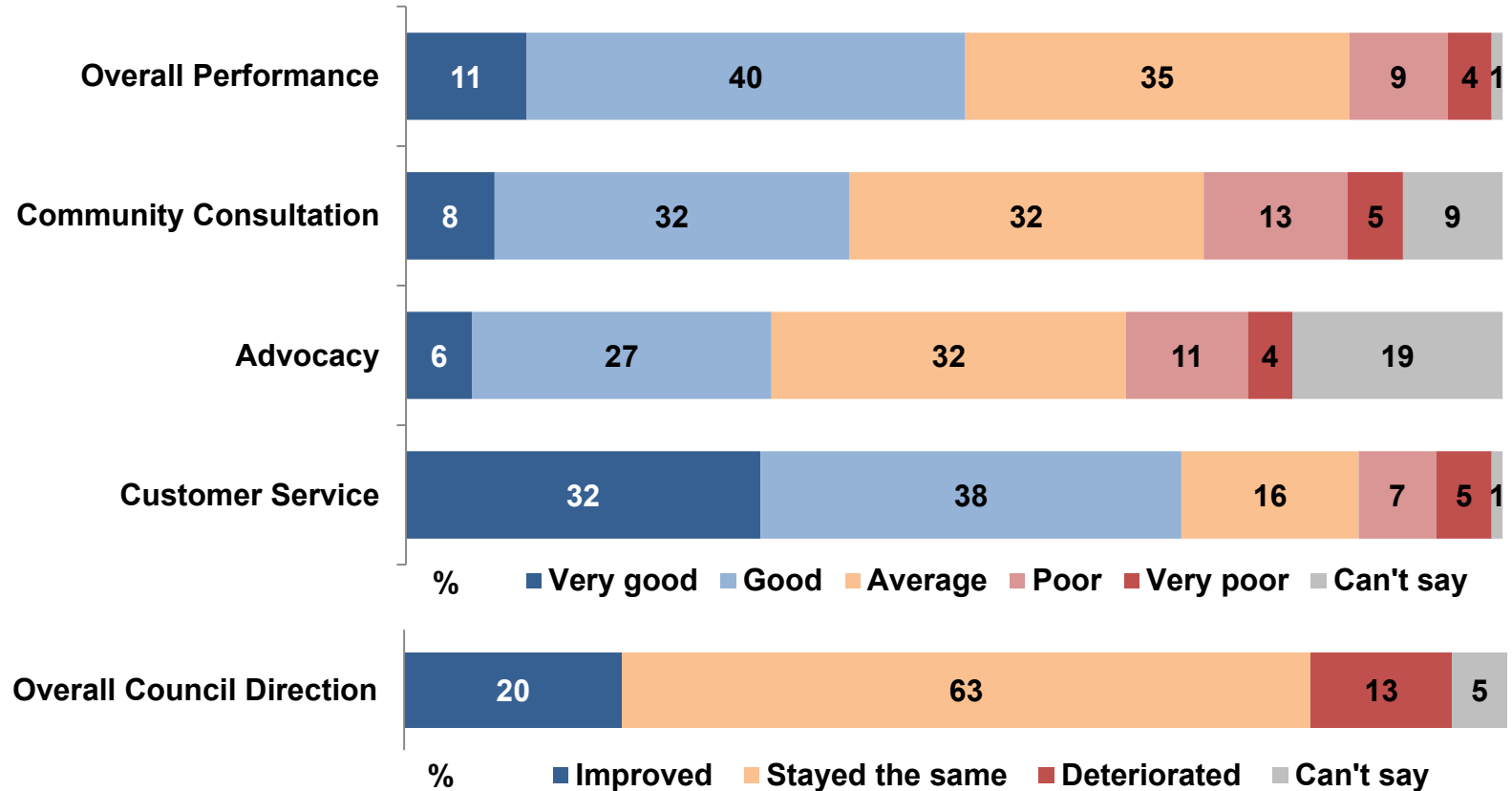
| Performance Measures | Overall 2012 | Overall 2013 | Overall 2014 |
|--|--------------|--------------|--------------|
| OVERALL PERFORMANCE | 60 | 60 | 61 |
| COMMUNITY CONSULTATION (Community consultation and engagement) | 57 | 57 | 57 |
| ADVOCACY (Lobbying on behalf of the community) | 55 | 55 | 56 |
| CUSTOMER SERVICE | 71 | 71 | 72 |
| OVERALL COUNCIL DIRECTION | 52 | 53 | 53 |



2014 SUMMARY OF CORE MEASURES DETAILED ANALYSIS

| Performance Measures | Overall 2014 | vs. Overall 2013 | Highest score amongst | Lowest score amongst |
|--|--------------|------------------|-----------------------|----------------------|
| OVERALL PERFORMANCE | 61 | 1 points higher | Inner Melbourne Metro | Large Rural Shires |
| COMMUNITY CONSULTATION (Community consultation and engagement) | 57 | Equal | 18-34 year olds | 50-64 year olds |
| ADVOCACY (Lobbying on behalf of the community) | 56 | 1 points higher | 18-34 year olds | 50-64 year olds |
| CUSTOMER SERVICE | 72 | 1 points higher | Inner Melbourne Metro | Large Rural Shires |
| OVERALL COUNCIL DIRECTION | 53 | Equal | Outer Melbourne Metro | 50-64 year olds |

2014 SUMMARY OF KEY COMMUNITY SATISFACTION PERCENTAGE RESULTS



INDIVIDUAL SERVICE AREAS SUMMARY

KEY RESULTS

Highest results in 2014

- Art centres and libraries (75)
- Waste management (73)
- The appearance of public areas (72)

Lowest results in 2014

- Unsealed road maintenance (45)
- Planning and building permits (53)
- Planning for population growth (54)

Most favourably disposed towards Council

- 18-34 year olds
- 65+ year olds
- Inner Melbourne Metro

Least favourably disposed towards Council

- 50-64 year olds
- Large Rural Shires
- Outer Melbourne Metro



2014 PERCENTAGE PERSONAL AND HOUSEHOLD USE AND EXPERIENCE OF COUNCIL SERVICES



Q4. In the last 12 months, have you or has any member of your household used or experienced any of the following services provided by Council?

Base: All respondents.



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INDIVIDUAL SERVICE AREA SUMMARY

IMPORTANCE VS PERFORMANCE

Service areas where importance exceeds performance by 10 points or more, suggesting further investigation is necessary:

| Service | Importance | Performance | Net differential |
|---|------------|-------------|------------------|
| Maintenance of unsealed roads | 78 | 45 | -33 |
| Making decisions in the interest of the community | 79 | 57 | -22 |
| Maintenance of sealed roads | 77 | 55 | -22 |
| Planning for population growth | 75 | 54 | -21 |
| Slashing & weed control | 75 | 55 | -20 |
| Condition of local streets & footpaths | 77 | 58 | -19 |
| Planning & building permits | 71 | 53 | -18 |
| Consultation & engagement | 74 | 57 | -17 |
| Town planning policy | 72 | 55 | -17 |
| Lobbying on behalf of the community | 70 | 56 | -14 |
| Informing the community | 75 | 62 | -13 |
| Parking facilities | 70 | 57 | -13 |
| Traffic management | 70 | 60 | -10 |



2014 IMPORTANCE SUMMARY

| | 2014 | 2013 | 2012 |
|------------------------------|------|------|------|
| Emergency & disaster mngt | 80 | 80 | 80 |
| Elderly support services | 79 | 79 | 80 |
| Waste management | 79 | 79 | 78 |
| Community decisions | 79 | n/a | n/a |
| Unsealed roads | 78 | 81 | 80 |
| Local streets & footpaths | 77 | 78 | 77 |
| Sealed roads | 77 | n/a | n/a |
| Informing the community | 75 | 75 | 75 |
| Population growth | 75 | 75 | 75 |
| Slashing & weed control | 75 | 74 | 71 |
| Consultation & engagement | 74 | 73 | 73 |
| Appearance of public areas | 73 | 74 | 73 |
| Environmental sustainability | 73 | 72 | 71 |
| Family support services | 72 | 73 | 73 |
| Disadvantaged support serv. | 72 | 73 | 73 |
| Recreational facilities | 72 | 72 | 72 |
| Town planning policy | 72 | 73 | 72 |
| Planning & building permits | 71 | 71 | 71 |
| Lobbying | 70 | 70 | 70 |
| Traffic management | 70 | 72 | 73 |
| Parking facilities | 70 | 71 | 71 |
| Enforcement of local laws | 70 | 71 | 70 |
| Business & community dev. | 69 | n/a | n/a |
| Bus/community dev./tourism | 67 | 67 | 66 |
| Art centres & libraries | 66 | 66 | 66 |
| Tourism development | 65 | n/a | n/a |
| Community & cultural | 62 | 62 | 62 |

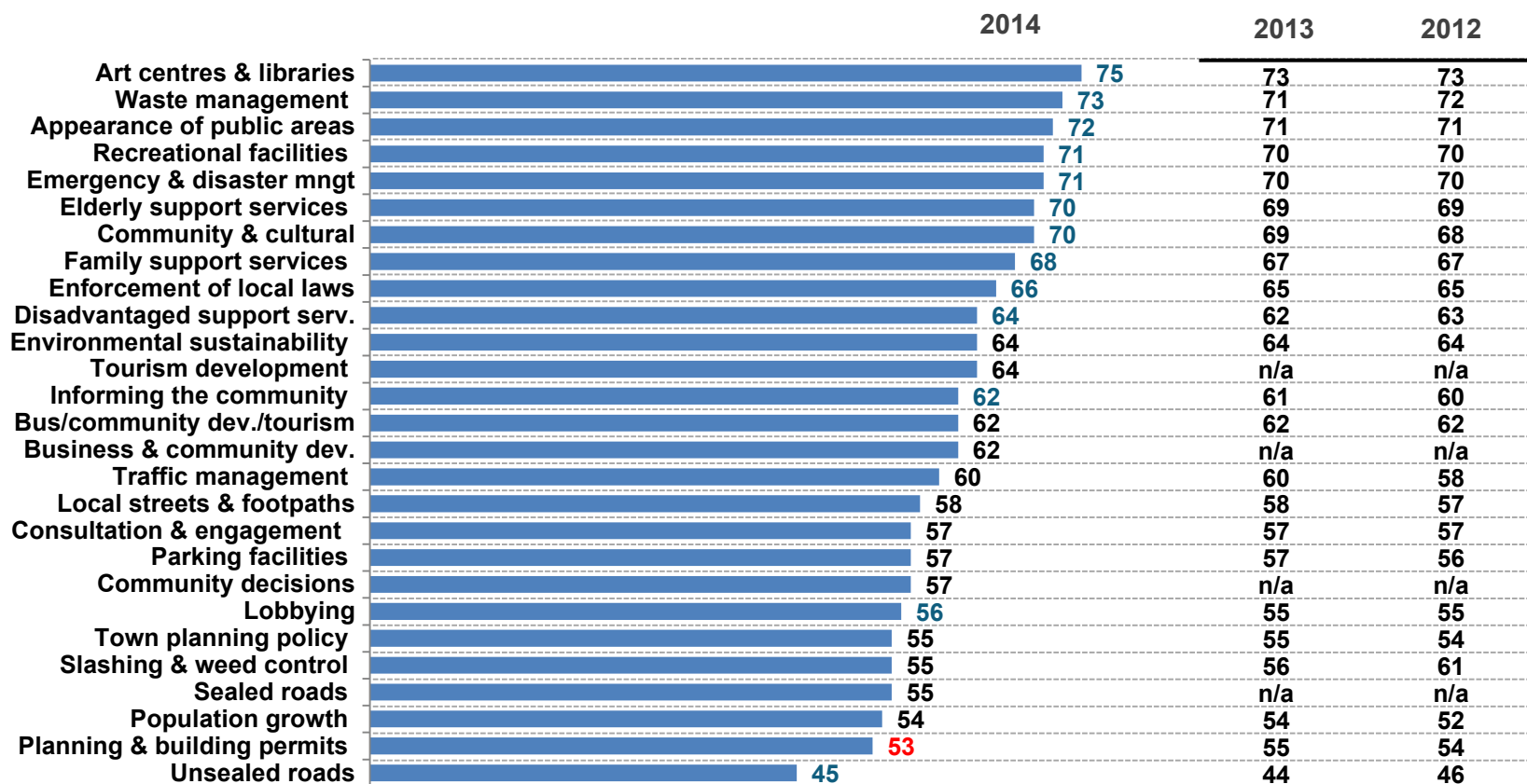
Base: All respondents.

Note: please see page 6 for explanation about significant differences



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2014 PERFORMANCE SUMMARY



Base: All respondents.

Note: please see page 6 for explanation about significant differences



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2014 IMPORTANCE SUMMARY BY COUNCIL GROUP

Top Five Most Important Service Areas (Highest to Lowest, i.e. #1 – Most Important)

| Overall | Inner Metro | Outer Metro | Regional Centres | Small Rural Shires | Large Rural Shires |
|---|--|---|---|---|---|
| <ol style="list-style-type: none"> 1. Emergency & disaster mngt 2. Elderly support services 3. Waste management 4. Community decisions 5. Unsealed roads | <ol style="list-style-type: none"> 1. Waste management 2. Community decisions 3. Elderly support services 4. Local streets & footpaths 5. Emergency & disaster mngt | <ol style="list-style-type: none"> 1. Elderly support services 2. Emergency & disaster mngt 3. Local streets & footpaths 4. Waste management 5. Unsealed roads | <ol style="list-style-type: none"> 1. Emergency & disaster mngt 2. Community decisions 3. Waste management 4. Elderly support services 5. Sealed roads | <ol style="list-style-type: none"> 1. Emergency & disaster mngt 2. Community decisions 3. Sealed roads 4. Unsealed roads 5. Elderly support services | <ol style="list-style-type: none"> 1. Emergency & disaster mngt 2. Community decisions 3. Sealed roads 4. Elderly support services 5. Unsealed roads |



2014 IMPORTANCE SUMMARY BY COUNCIL GROUP

Bottom Five Most Important Service Areas (Lowest to Highest, i.e. #1 – Least Important)

| Overall | Inner Metro | Outer Metro | Regional Centres | Small Rural Shires | Large Rural Shires |
|--|---|---|---|---|---|
| <ol style="list-style-type: none"> 1. Community & cultural 2. Tourism development 3. Art centres & libraries 4. Bus/community dev./tourism 5. Business & community dev. | <ol style="list-style-type: none"> 1. Bus/community dev./tourism 2. Community & cultural 3. Slashing & weed control 4. Business & community dev. 5. Lobbying | <ol style="list-style-type: none"> 1. Tourism development 2. Community & cultural 3. Bus/community dev./tourism 4. Art centres & libraries 5. Lobbying | <ol style="list-style-type: none"> 1. Community & cultural 2. Art centres & libraries 3. Tourism development 4. Lobbying 5. Planning permits | <ol style="list-style-type: none"> 1. Community & cultural 2. Art centres & libraries 3. Traffic management 4. Parking facilities 5. Tourism development | <ol style="list-style-type: none"> 1. Community & cultural 2. Art centres & libraries 3. Parking facilities 4. Traffic management 5. Tourism development |



2014 PERFORMANCE SUMMARY BY COUNCIL GROUP

Top Five Highest Performing Service Areas (Highest to Lowest, i.e. #1 – Highest Performing)

| Overall | Inner Metro | Outer Metro | Regional Centres | Small Rural Shires | Large Rural Shires |
|--|---|---|--|--|---|
| <ol style="list-style-type: none"> 1. Art centres & libraries 2. Waste management 3. Appearance of public areas 4. Recreational facilities 5. Emergency & disaster mngt | <ol style="list-style-type: none"> 1. Art centres & libraries 2. Waste management 3. Recreational facilities 4. Appearance of public areas 5. Community & cultural | <ol style="list-style-type: none"> 1. Art centres & libraries 2. Waste management 3. Emergency & disaster mngt 4. Recreational facilities 5. Family support services | <ol style="list-style-type: none"> 1. Art centres & libraries 2. Emergency & disaster mngt 3. Appearance of public areas 4. Waste management 5. Recreational facilities | <ol style="list-style-type: none"> 1. Appearance of public areas 2. Art centres & libraries 3. Elderly support services 4. Waste management 5. Community & cultural | <ol style="list-style-type: none"> 1. Art centres & libraries 2. Emergency & disaster mngt 3. Appearance of public areas 4. Waste management 5. Elderly support services |



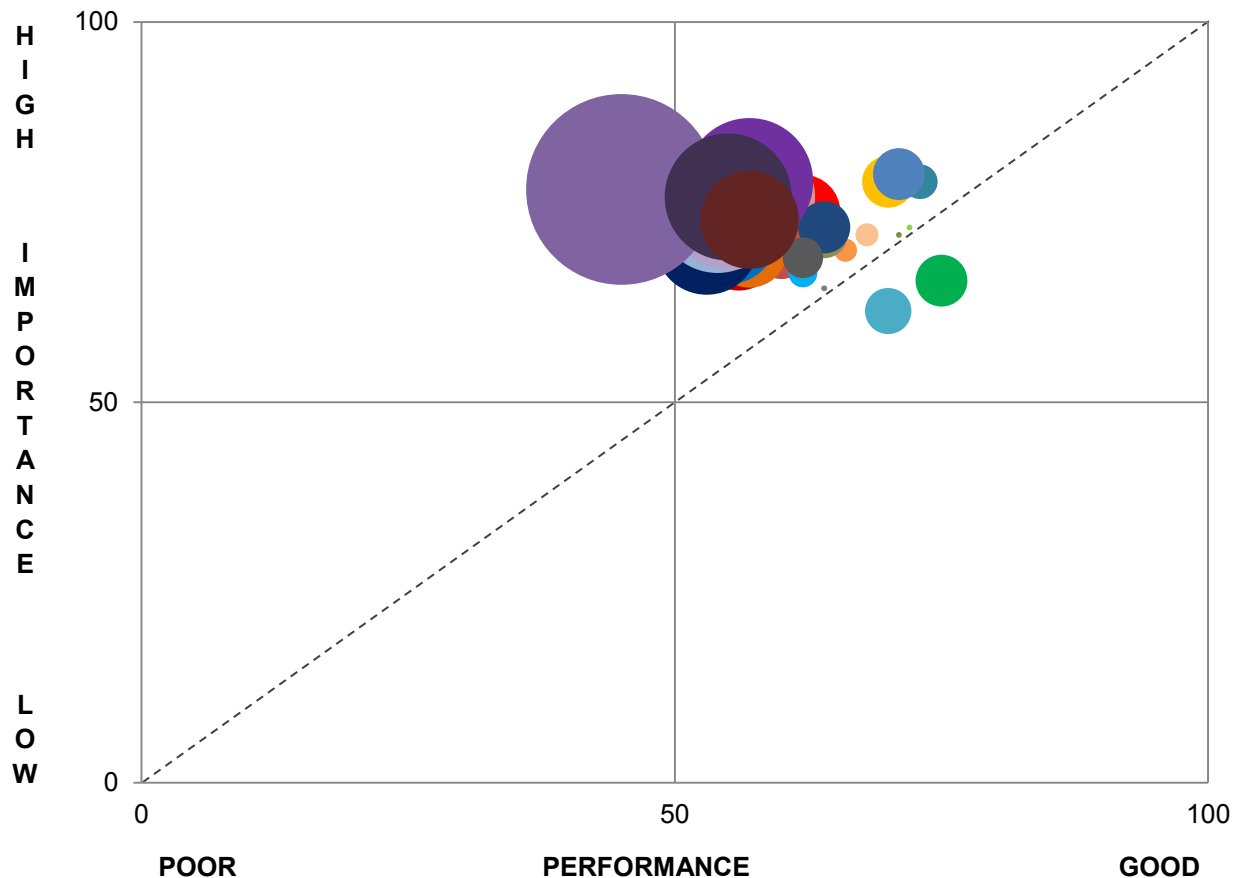
2014 PERFORMANCE SUMMARY BY COUNCIL GROUP

Bottom Five Lowest Performing Service Areas (Lowest to Highest, i.e. #1 – Lowest Performing)

| Overall | Inner Metro | Outer Metro | Regional Centres | Small Rural Shires | Large Rural Shires |
|---|--|--|--|---|--|
| <ol style="list-style-type: none"> 1. Unsealed roads 2. Planning & building permits 3. Population growth 4. Sealed road maintenance 5. Slashing & weed control | <ol style="list-style-type: none"> 1. Planning & building permits 2. Population growth 3. Tourism development 4. Town planning policy 5. Parking facilities | <ol style="list-style-type: none"> 1. Unsealed roads 2. Planning & building permits 3. Town planning policy 4. Lobbying 5. Traffic management | <ol style="list-style-type: none"> 1. Unsealed roads 2. Parking facilities 3. Sealed roads 4. Planning & building permits 5. Town planning policy | <ol style="list-style-type: none"> 1. Unsealed roads 2. Sealed roads 3. Slashing & weed control 4. Planning & building permits 5. Town planning policy | <ol style="list-style-type: none"> 1. Sealed roads 2. Unsealed roads 3. Slashing & weed control 4. Population growth 5. Local streets & footpaths |



Importance and Performance 2014 Index Scores Grid



| Service | Importance | Performance |
|---|------------|-------------|
| Consultation & engagement | 74 | 57 |
| Lobbying on behalf of the community | 70 | 56 |
| Informing the community | 75 | 62 |
| Condition of local streets & footpaths | 77 | 58 |
| Traffic management | 70 | 60 |
| Parking facilities | 70 | 57 |
| Enforcement of local laws | 70 | 66 |
| Family support services | 72 | 68 |
| Elderly support services | 79 | 70 |
| Disadvantaged support services | 72 | 64 |
| Recreational facilities | 72 | 71 |
| Appearance of public areas | 73 | 72 |
| Art centres & libraries | 66 | 75 |
| Community & cultural activities | 62 | 70 |
| Waste management | 79 | 73 |
| Business & community development & tourism | 67 | 62 |
| Town planning policy | 72 | 55 |
| Planning & building permits | 71 | 53 |
| Environmental sustainability | 73 | 64 |
| Emergency & disaster management | 80 | 71 |
| Planning for population growth | 75 | 54 |
| Slashing & weed control | 75 | 55 |
| Maintenance of unsealed roads | 78 | 45 |
| Making decisions in the interest of the community | 79 | 57 |
| Maintenance of sealed roads | 77 | 55 |
| Business & community development | 69 | 62 |
| Tourism development | 65 | 64 |

Note: The larger the circle, the larger the gap between importance and performance
Base: All respondents

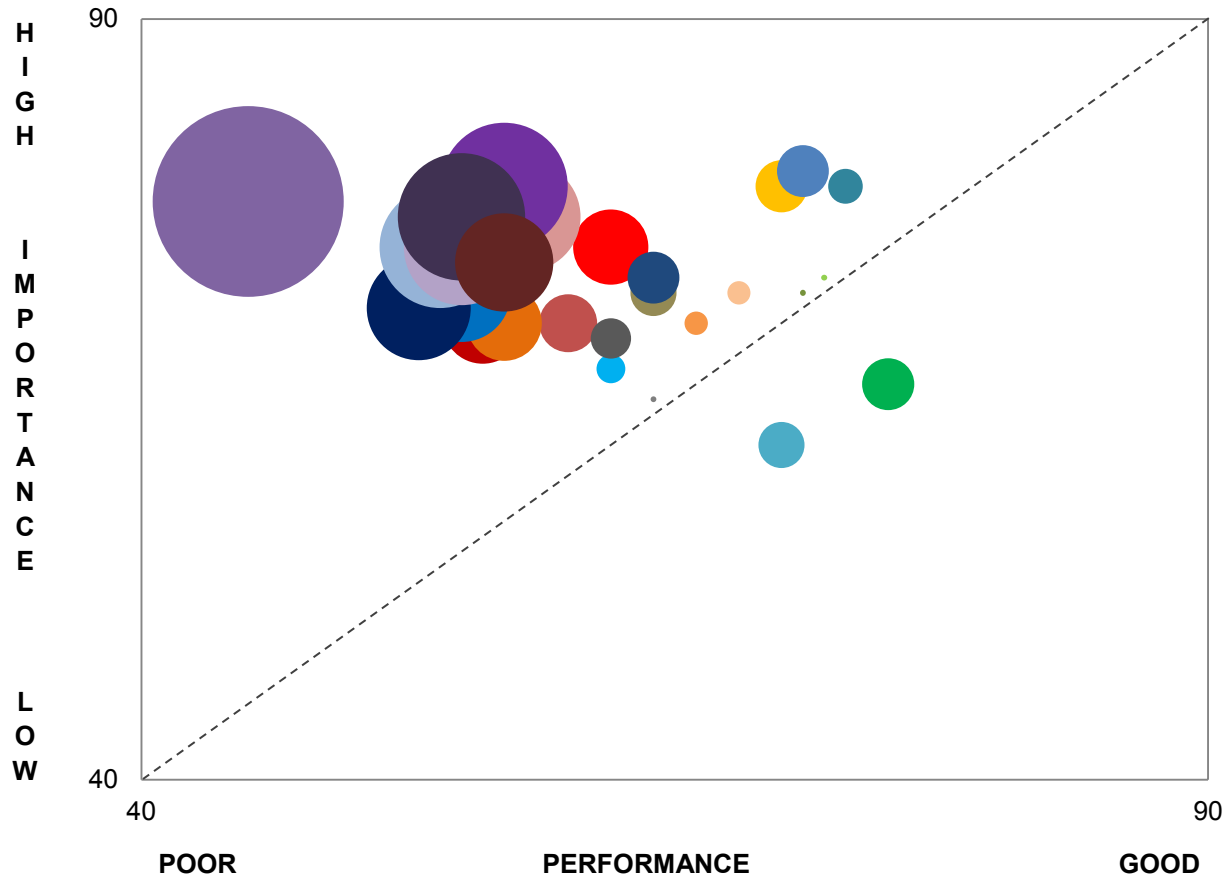


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Community Satisfaction Survey 2014

Importance and Performance 2014 Index Scores Grid (Magnified view of top right quadrant)



| Service | Importance | Performance |
|---|------------|-------------|
| Consultation & engagement | 74 | 57 |
| Lobbying on behalf of the community | 70 | 56 |
| Informing the community | 75 | 62 |
| Condition of local streets & footpaths | 77 | 58 |
| Traffic management | 70 | 60 |
| Parking facilities | 70 | 57 |
| Enforcement of local laws | 70 | 66 |
| Family support services | 72 | 68 |
| Elderly support services | 79 | 70 |
| Disadvantaged support services | 72 | 64 |
| Recreational facilities | 72 | 71 |
| Appearance of public areas | 73 | 72 |
| Art centres & libraries | 66 | 75 |
| Community & cultural activities | 62 | 70 |
| Waste management | 79 | 73 |
| Business & community development & tourism | 67 | 62 |
| Town planning policy | 72 | 55 |
| Planning & building permits | 71 | 53 |
| Environmental sustainability | 73 | 64 |
| Emergency & disaster management | 80 | 71 |
| Planning for population growth | 75 | 54 |
| Slashing & weed control | 75 | 55 |
| Maintenance of unsealed roads | 78 | 45 |
| Making decisions in the interest of the community | 79 | 57 |
| Maintenance of sealed roads | 77 | 55 |
| Business & community development | 69 | 62 |
| Tourism development | 65 | 64 |

Note: The larger the circle, the larger the gap between importance and performance
Base: All respondents



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POSITIVES AND AREAS FOR IMPROVEMENT SUMMARY



Each response category was volunteered by roughly one in ten respondents. Road maintenance is a common concern across councils, particularly those outside the Melbourne metropolitan area.



COMMUNICATIONS SUMMARY

Overall preferred forms of communication

- Newsletter sent via mail (39)

Preferred forms of communication among over 50s

- Newsletter sent via mail (43)

Preferred forms of communication among under 50s

- Newsletter sent via mail (36)

Greatest change since 2013

- Newsletter sent via email (up 2 points)

Although there has been a steady increase in the popularity of an emailed newsletter since 2012, residents on the whole still prefer to receive a council newsletter via post. This is especially the case for residents aged over 50.



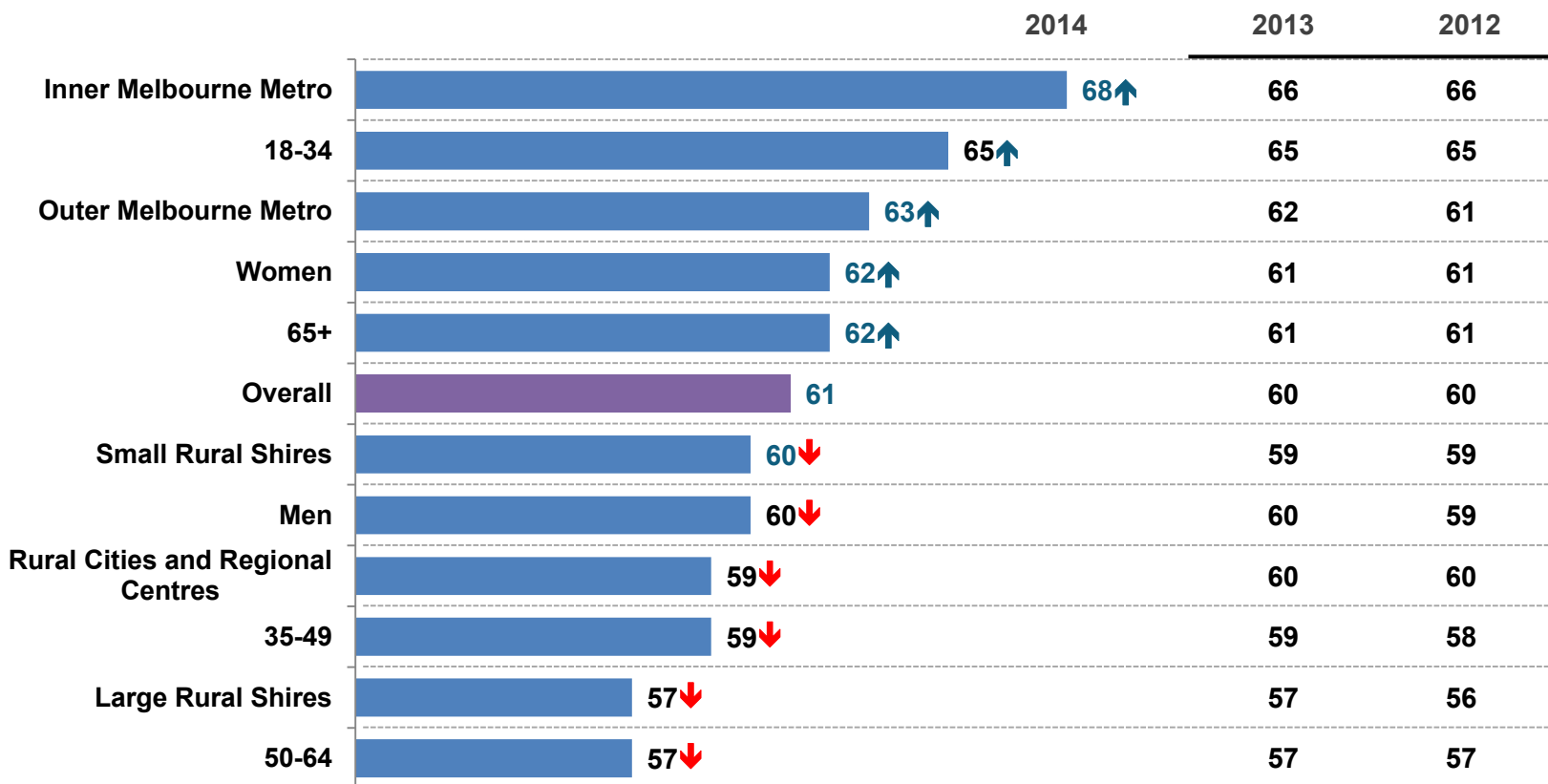
A satellite night-time image of South Africa, showing a dense network of glowing yellow and white lights representing cities, towns, and roads. The lights are concentrated in the coastal and central regions, with a few smaller clusters in the interior. The surrounding ocean is dark blue, and the landmass is a mix of brown and green tones, indicating vegetation and terrain. The text "DETAILED FINDINGS" is overlaid in white, bold, sans-serif font on the left side of the image.

DETAILED FINDINGS

A satellite night view of Australia, showing the continent's outline against the dark ocean. The land is covered in a dense network of glowing yellow and white lights, representing city lights and infrastructure. The lights are most concentrated in the eastern and southern coastal regions, with a few smaller clusters in the interior. The text "KEY CORE MEASURE" and "OVERALL PERFORMANCE" is overlaid in white, bold, sans-serif font on the left side of the image.

KEY CORE MEASURE
OVERALL PERFORMANCE

OVERALL PERFORMANCE INDEX SCORES



Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?

Base: All respondents. Councils asked: 67



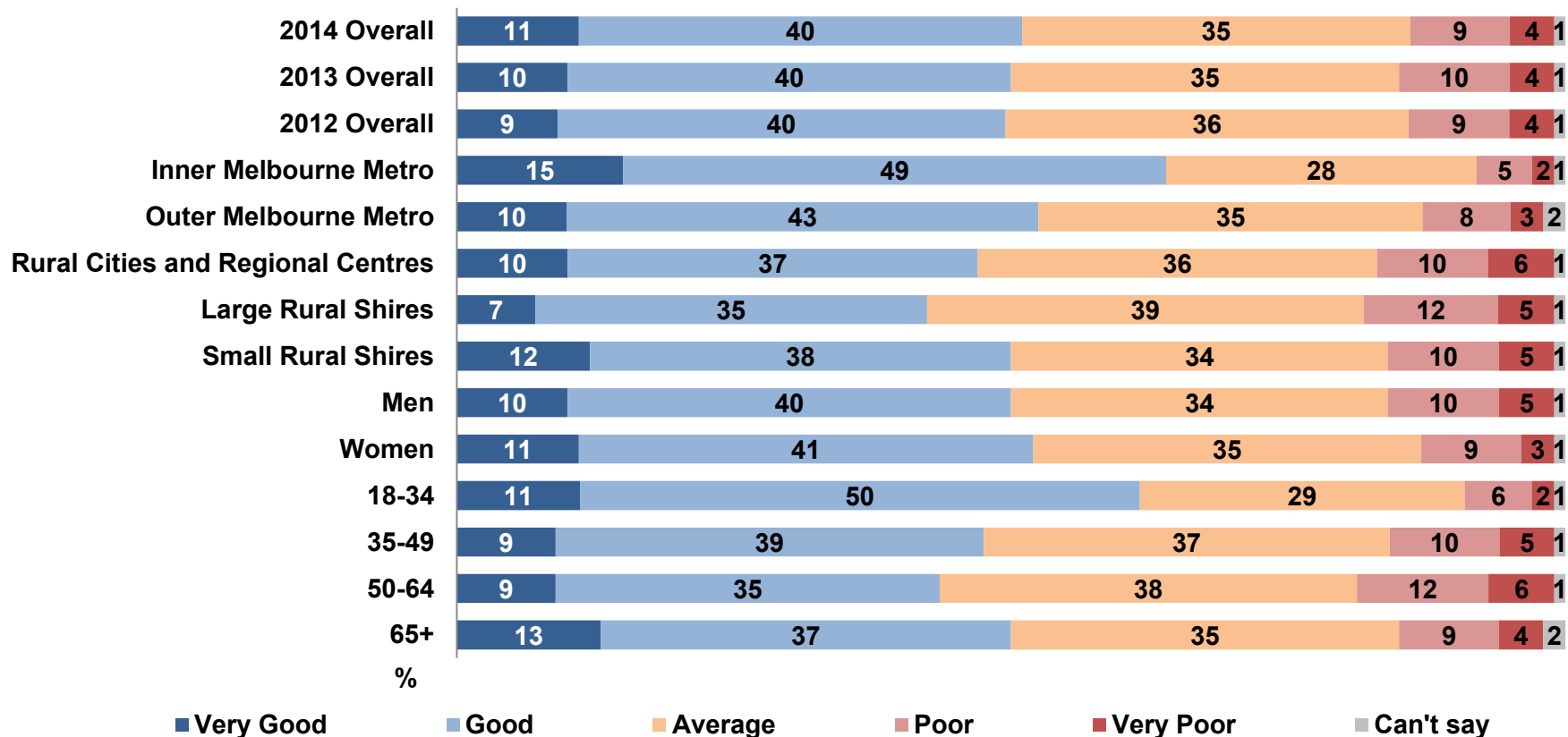
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Note: please see page 6 for explanation about significant differences

Local Government Community Satisfaction Survey 2014

OVERALL PERFORMANCE DETAILED PERCENTAGES



Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?

Base: All respondents. Councils asked: 67



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A satellite night-time image of South Africa, showing the country's coastline and major cities illuminated by city lights. The lights are concentrated in the coastal areas and major urban centers, creating a glowing network against the dark land and sea.

**KEY CORE MEASURE
CUSTOMER SERVICE**

CONTACT LAST 12 MONTHS SUMMARY

Overall contact with Council

- 61%, up 1 point on 2013

Most contact with Council

- Aged 35-49 years

Least contact with Council

- Rural Cities and Regional Centres

Customer Service rating

- Index score of 72, up 1 point on 2013

Most satisfied with Customer Service

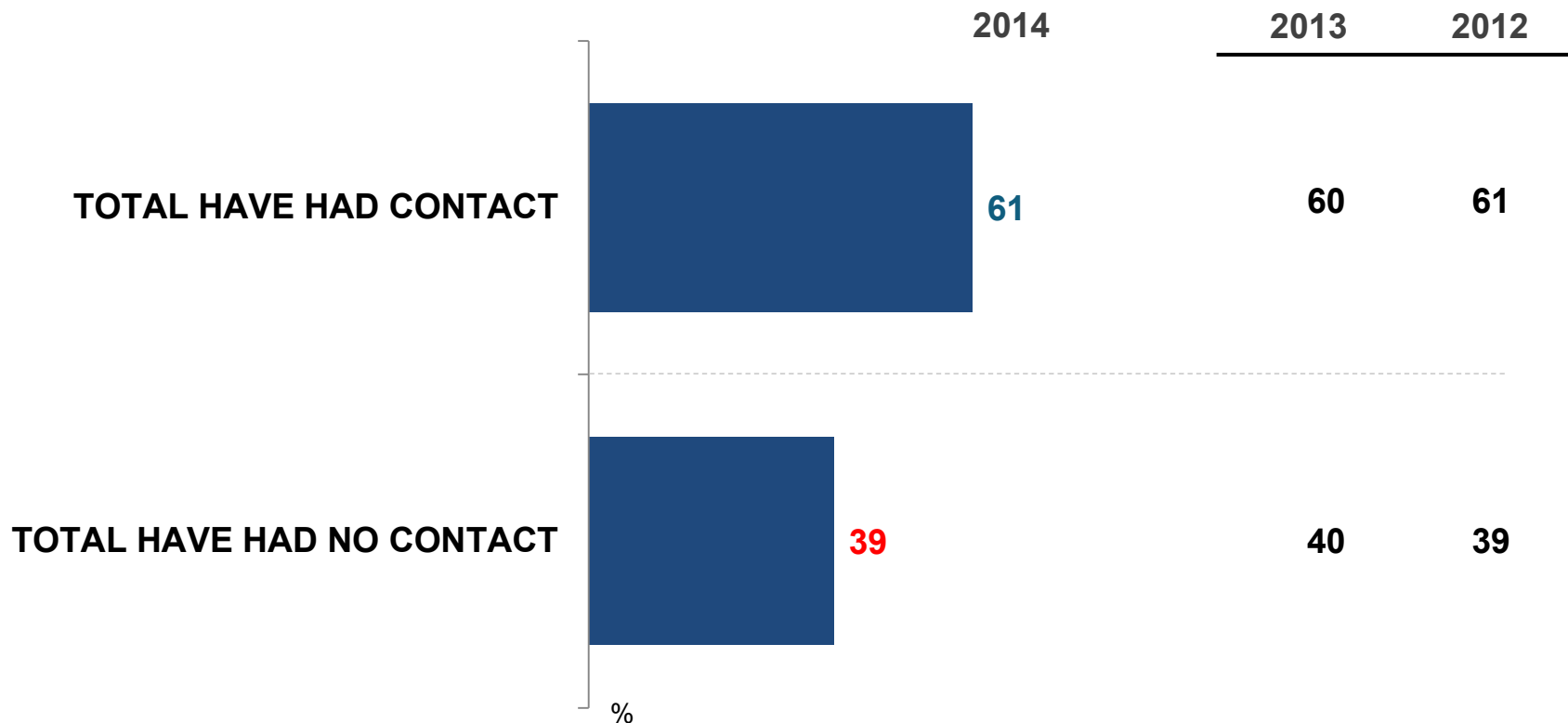
- Inner Melbourne Metro

Least satisfied with Customer Service

- Large Rural Shires



2014 CONTACT WITH COUNCIL LAST 12 MONTHS



Q5. Over the last 12 months, have you or any member of your household had any contact with Council? This may have been in person, in writing, by telephone conversation, by text message, by email or via their website or social media such as Facebook or Twitter?/ Q5a. Over the last 12 months, have you or any member of your household had any contact with Council in any of the following ways? In person, in writing, by telephone conversation, by text message, by email or via their website or social media such as Facebook or Twitter?
Base: All respondents. Councils asked: 67



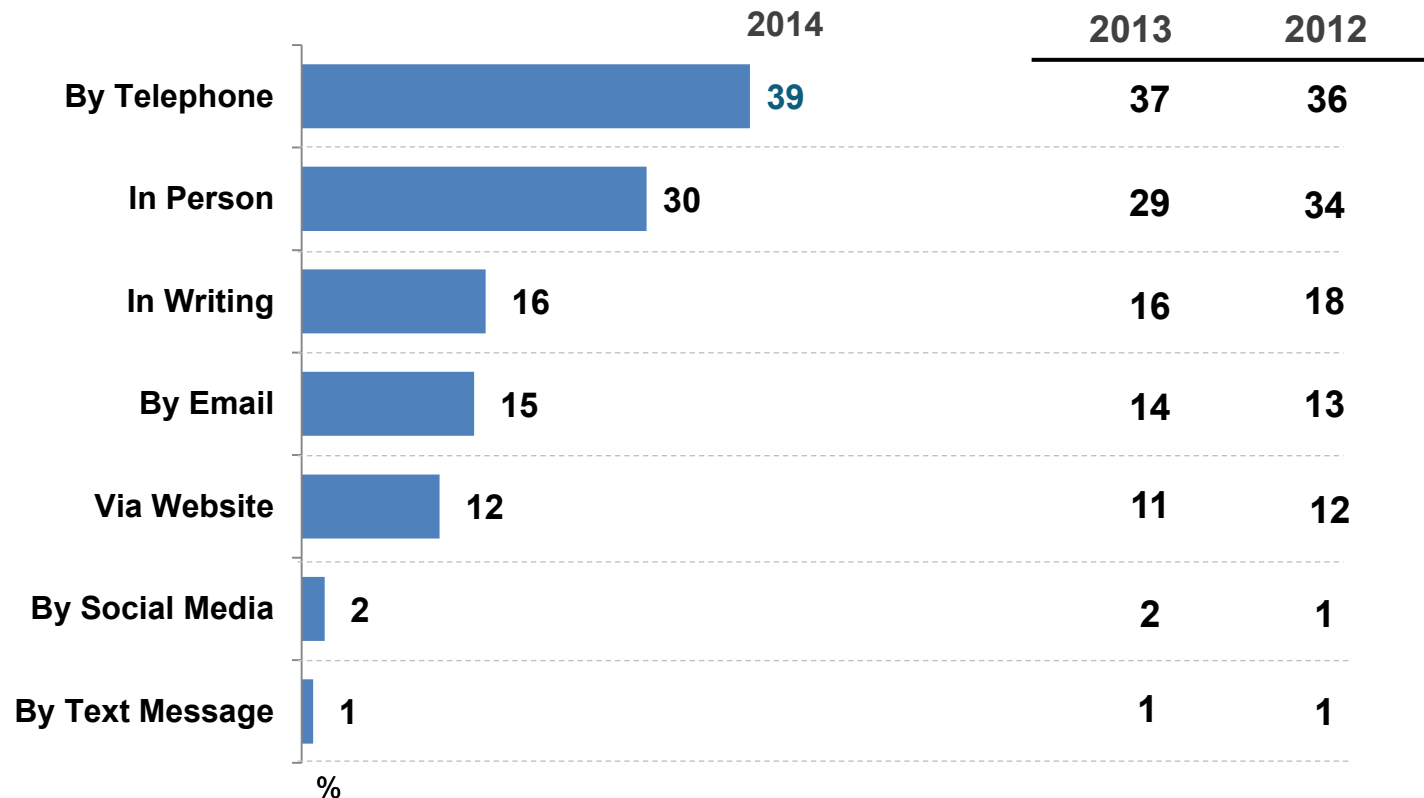
JWS RESEARCH

42

Note: please see page 6 for explanation about significant differences

Local Government Community Satisfaction Survey 2014

2014 CONTACT WITH COUNCIL LAST 12 MONTHS INCLUDING METHOD OF CONTACT



Q5a. Over the last 12 months, have you or any member of your household had any contact with Council in any of the following ways? In person, in writing, by telephone conversation, by text message, by email or via their website or social media such as Facebook or Twitter?

Base: All respondents. Councils asked: 13



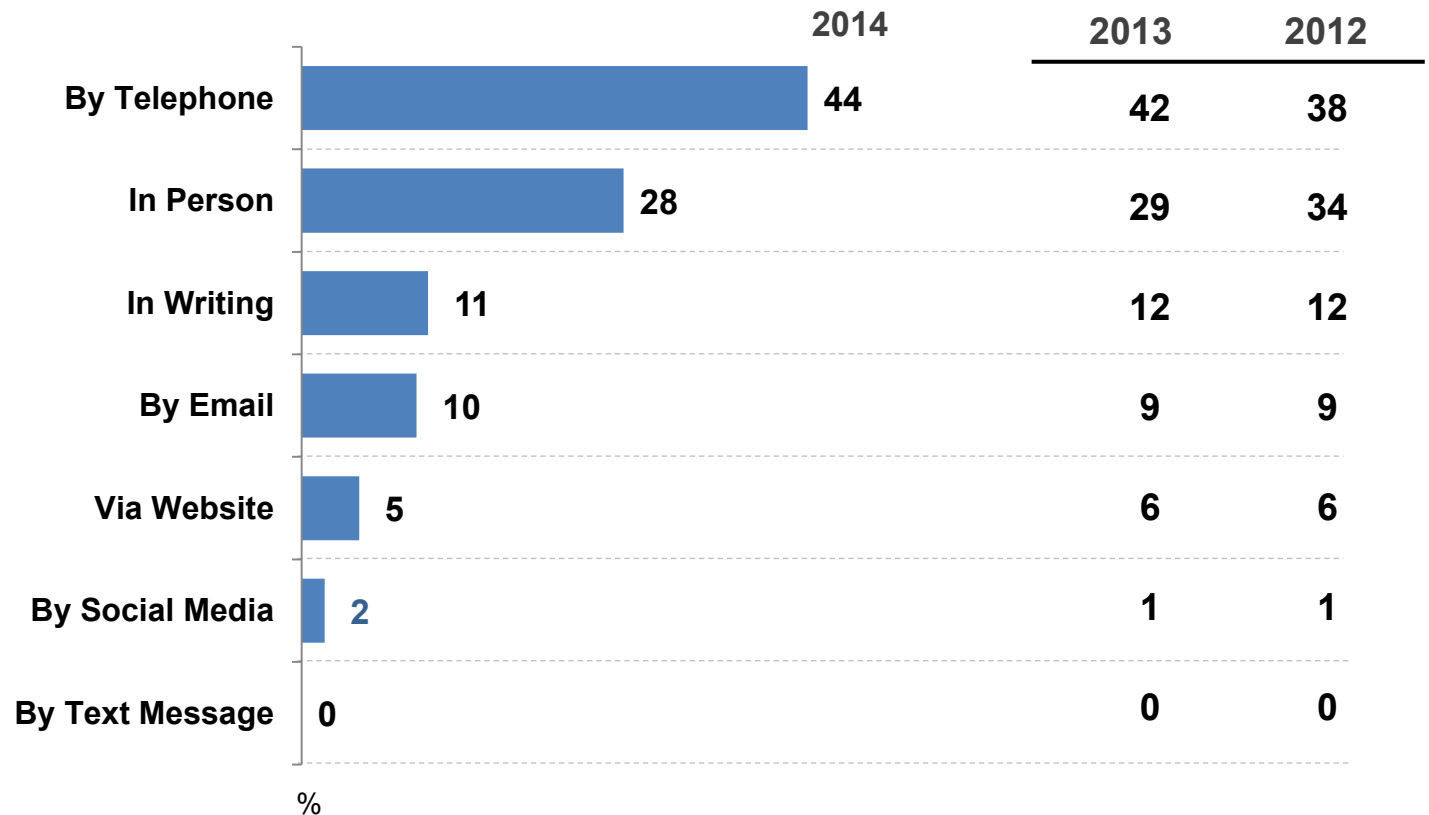
JWS RESEARCH

43

Note: respondents could name multiple contacts methods so responses may add to more than 100%
Note: please see page 6 for explanation about significant differences

Local Government Community Satisfaction Survey 2014

2014 CONTACT WITH COUNCIL MOST RECENT



Q5b. What was the method of contact for the most recent contact you had with Council?

Base: All respondents who have had contact with Council in the last 12 months. Councils asked: 13



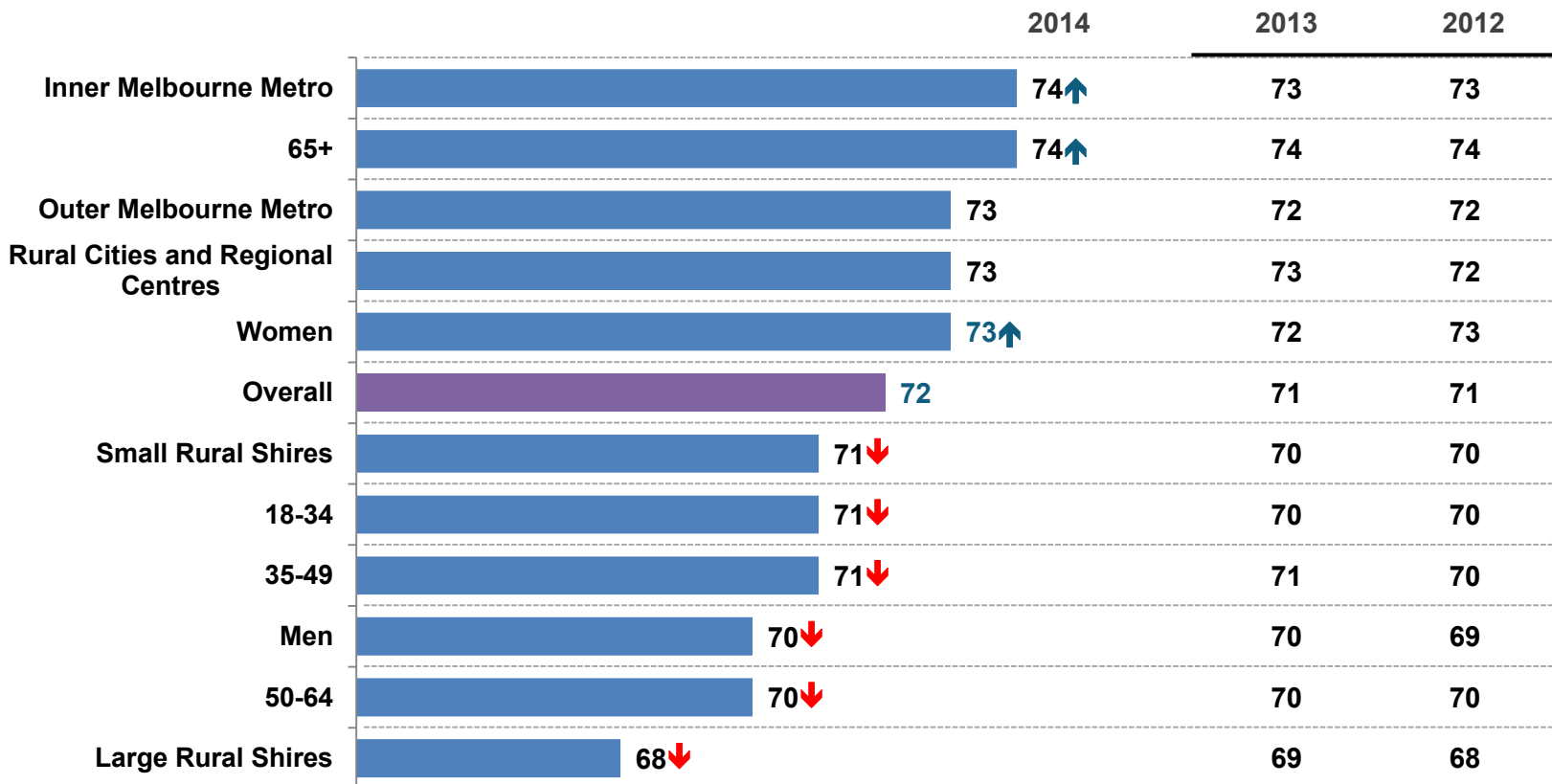
J W S R E S E A R C H

44

Note: please see page 6 for explanation about significant differences

Local Government Community Satisfaction Survey 2014

2014 CONTACT CUSTOMER SERVICE INDEX SCORES



Q5c. Thinking of the most recent contact, how would you rate Council for customer service? Please keep in mind we do NOT mean ACTUAL OUTCOME but rather the actual service that was received.

Base: All respondents who have had contact with Council in the last 12 months. Councils asked statewide: 67



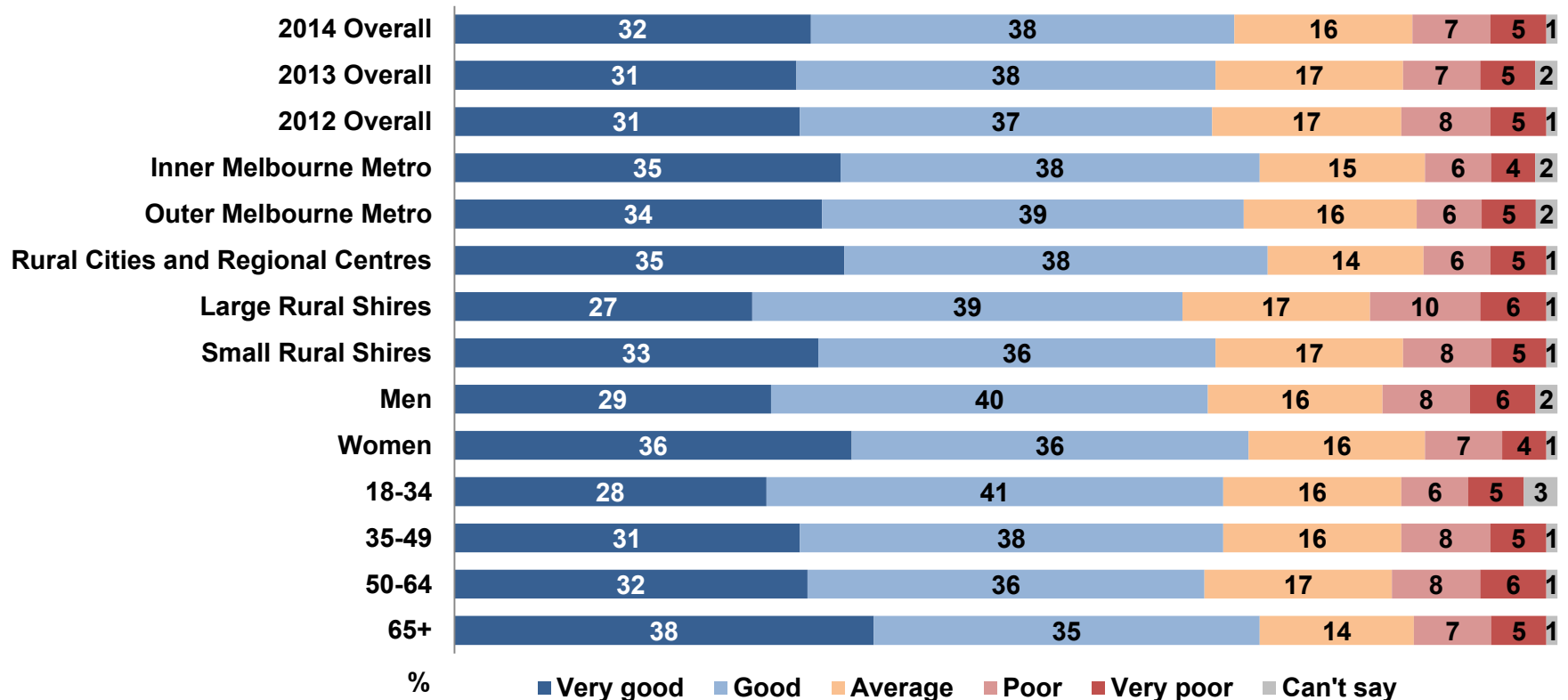
JWS RESEARCH

45

Note: please see page 6 for explanation about significant differences

Local Government Community Satisfaction Survey 2014

2014 CONTACT CUSTOMER SERVICE DETAILED PERCENTAGES



Q5c. Thinking of the most recent contact, how would you rate Council for customer service? Please keep in mind we do NOT mean ACTUAL OUTCOME but rather the actual service that was received.

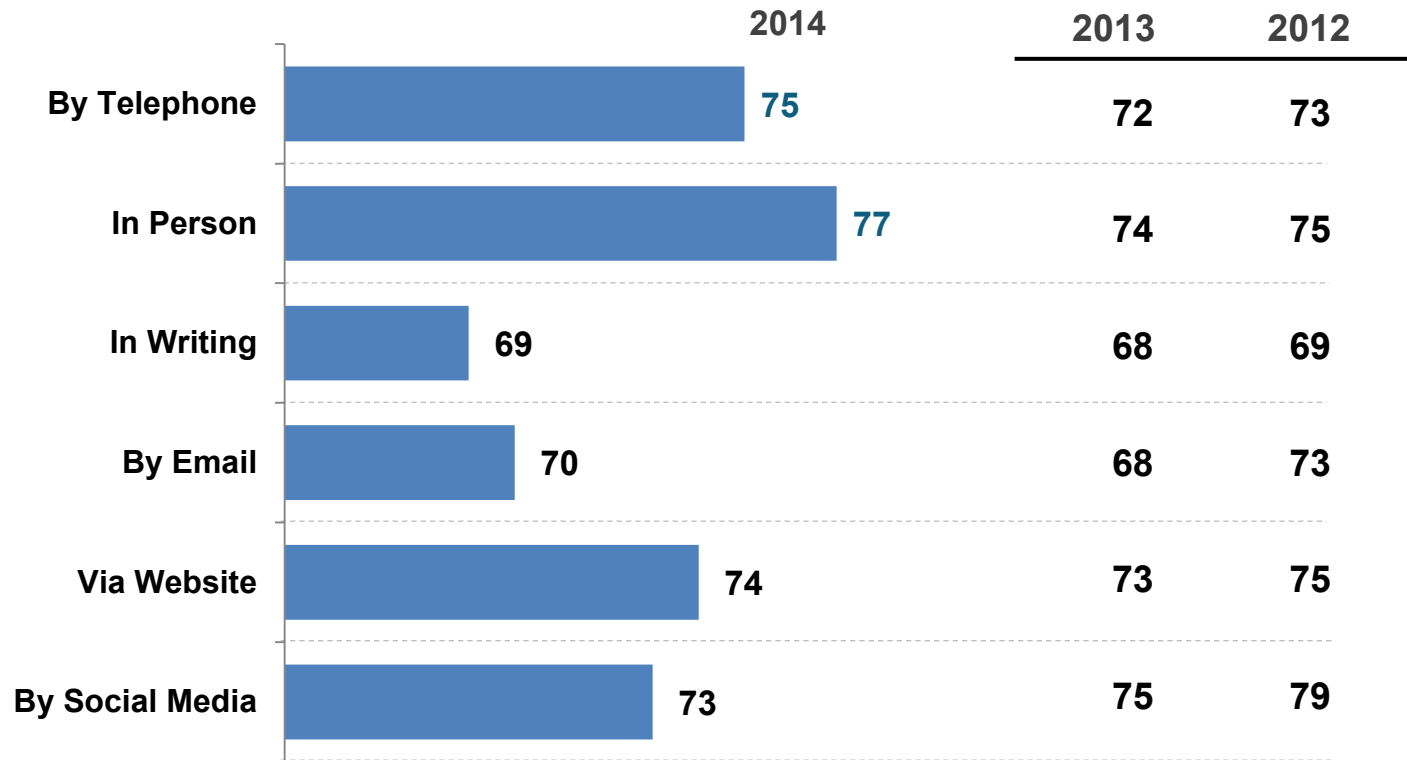
Base: All respondents who have had contact with Council in the last 12 months. Councils asked statewide: 67



J W S R E S E A R C H

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2014 CONTACT CUSTOMER SERVICE BY METHOD OF LAST CONTACT INDEX SCORES



Q5c. Thinking of the most recent contact, how would you rate Council for customer service? Please keep in mind we do NOT mean ACTUAL OUTCOME but rather the actual service that was received.
Base: All respondents who have had contact with Council in the last 12 months. Councils asked statewide: 13



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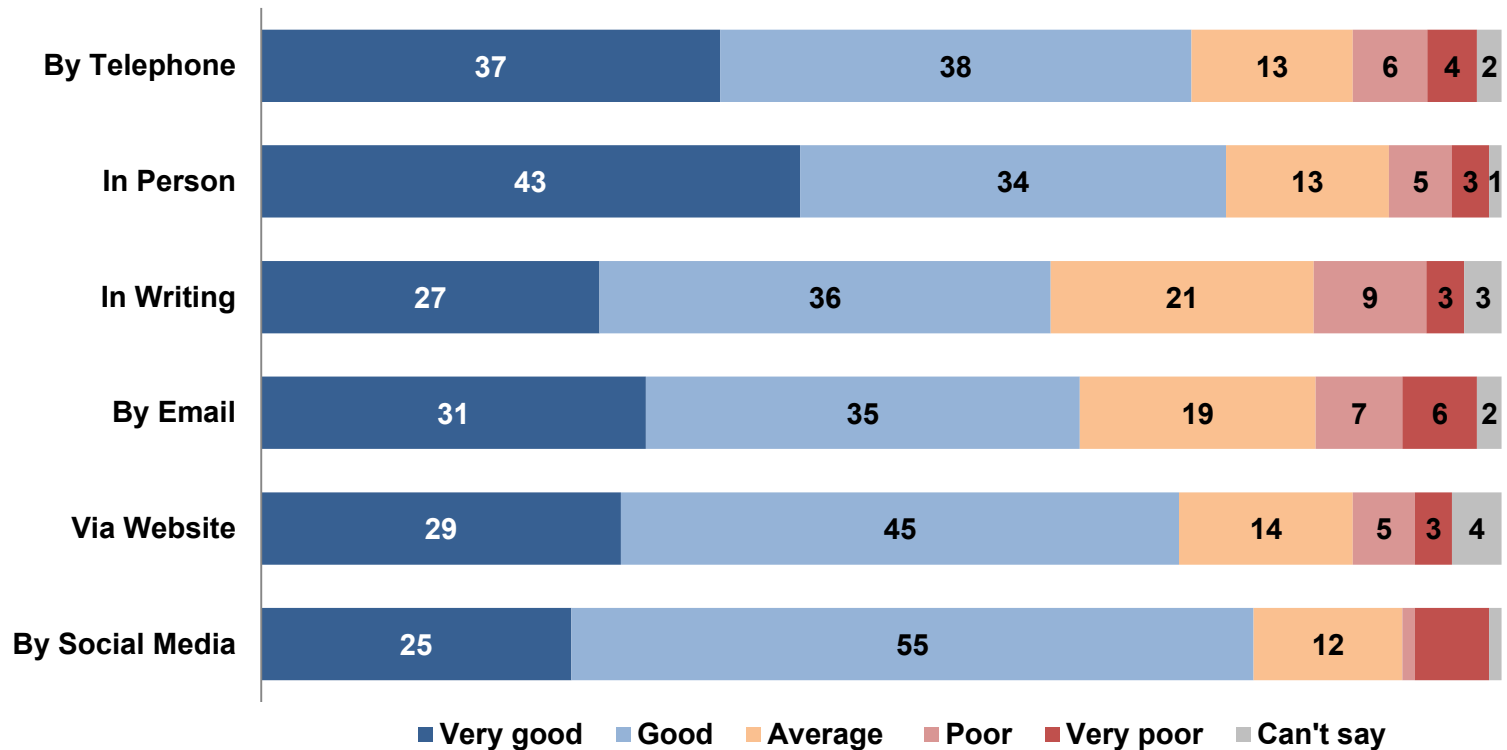
47

Note: please see page 6 for explanation about significant differences

Local Government Community Satisfaction Survey 2014

CUSTOMER SERVICE BY METHOD OF LAST CONTACT

DETAILED PERCENTAGES



Q5c. Thinking of the most recent contact, how would you rate Council for customer service? Please keep in mind we do NOT mean ACTUAL OUTCOME but rather the actual service that was received.

Base: All respondents who have had contact with Council in the last 12 months. Councils asked statewide: 13



JWS RESEARCH

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A satellite night map of South Australia, showing the state's coastline and major cities illuminated by city lights. The lights are concentrated in the coastal areas, particularly around Adelaide, Perth, and the Eyre Peninsula. The interior of the state is mostly dark, with some scattered lights indicating smaller towns and infrastructure. The surrounding ocean is dark blue.

KEY CORE MEASURE COUNCIL DIRECTION INDICATORS

COUNCIL DIRECTION SUMMARY

Council Direction

- 63% stayed about the same, equal points on 2013
- 20% improved, up 1 point on 2013
- 13% deteriorated, equal points on 2013

Most satisfied with Council Direction

- Outer Melbourne Metro
- 18-34 year olds

Least satisfied with Council Direction

- 50-64 year olds

Room for improvement

- 41% a lot of room for improvement
- 50% a little room for improvement
- 6% not much/no room for improvement

Right vs wrong direction

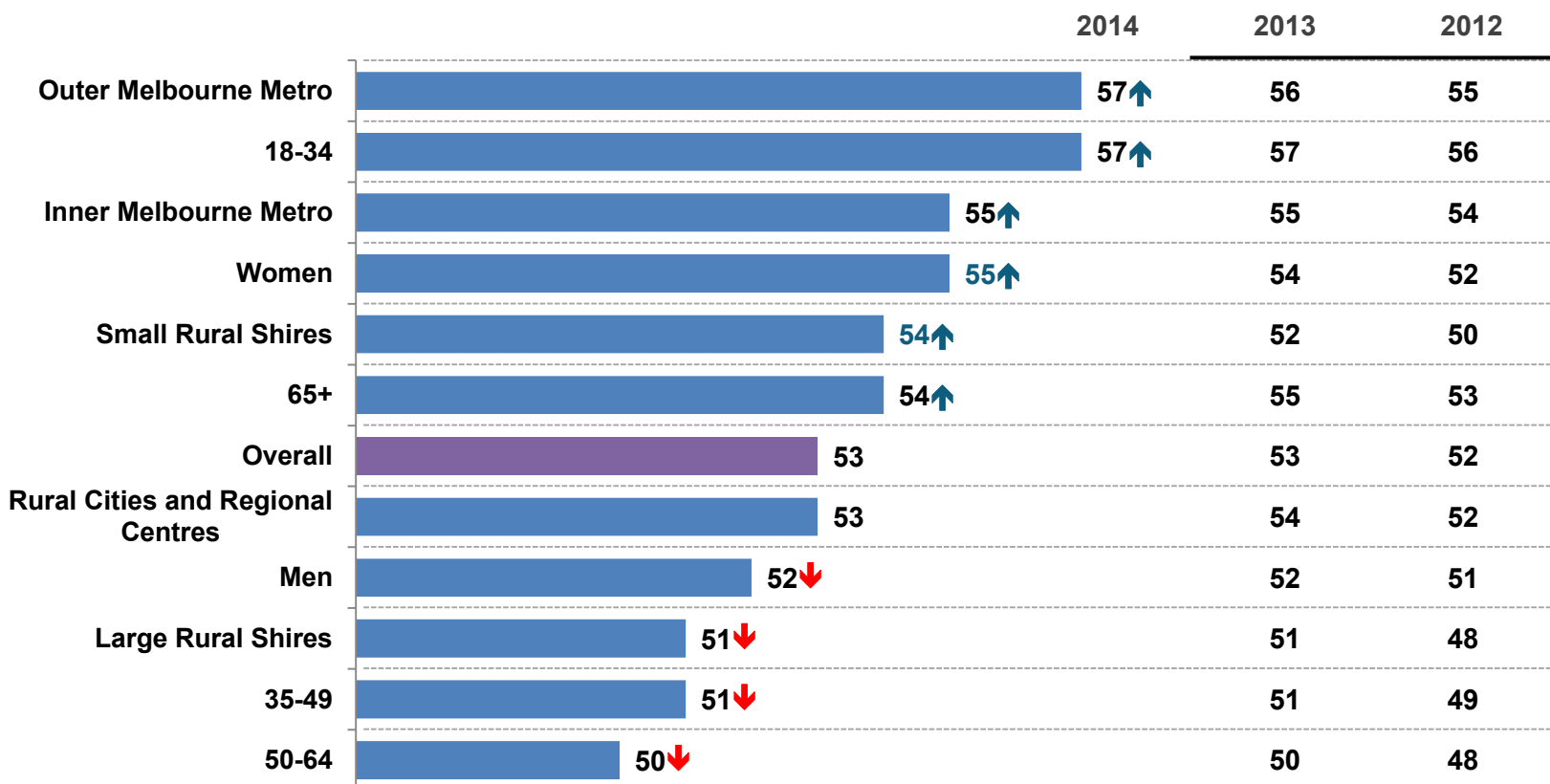
- 73% right direction (21% definitely, 52% probably)
- 17% wrong direction (8% definitely, 9% probably)

Rates vs services trade-off

- 36% prefer rate rises (11% definitely)
- 47% prefer service cuts (23% definitely)



2014 OVERALL DIRECTION LAST 12 MONTHS INDEX SCORES



Q6. Over the last 12 months, what is your view of the direction of Council's overall performance?
Base: All respondents. Councils asked: 67



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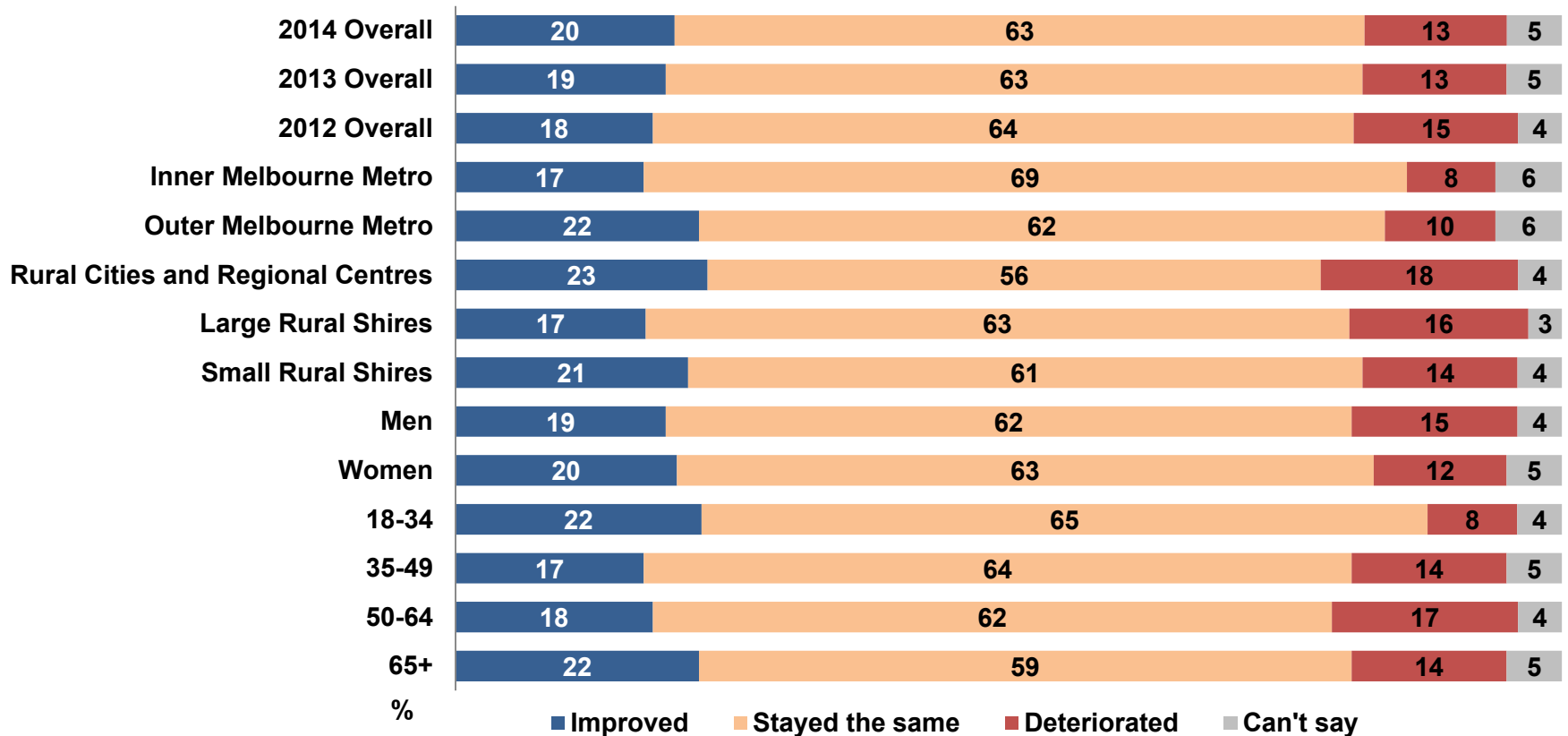
51

Note: please see page 6 for explanation about significant differences

Local Government Community Satisfaction Survey 2014

2014 OVERALL COUNCIL DIRECTION LAST 12 MONTHS

DETAILED PERCENTAGES



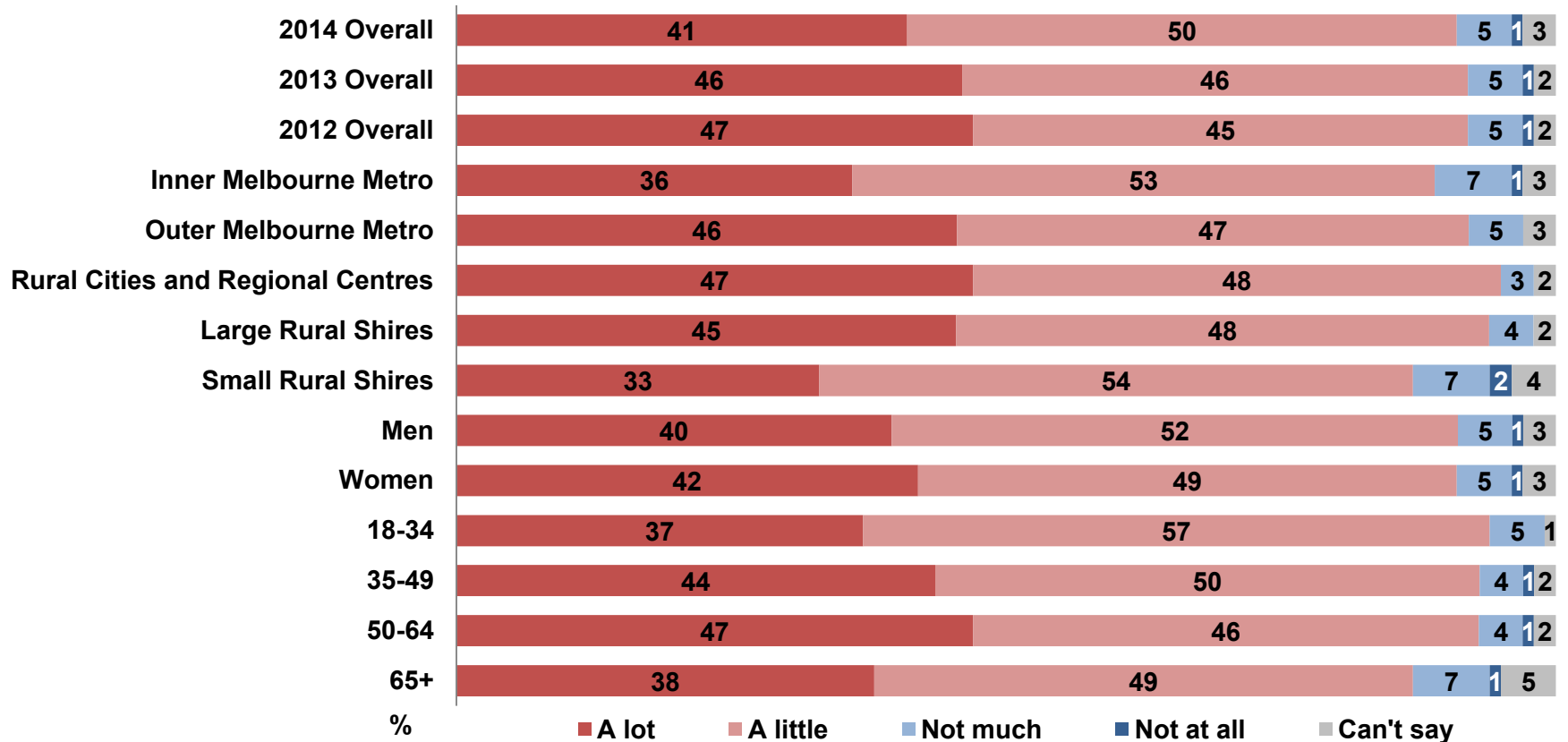
Q6. Over the last 12 months, what is your view of the direction of Council's overall performance?
 Base: All respondents. Councils asked: 67



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2014 ROOM FOR IMPROVEMENT DETAILED PERCENTAGES



Q7. Thinking about the next 12 months, how much room for improvement do you think there is in Council's overall performance?

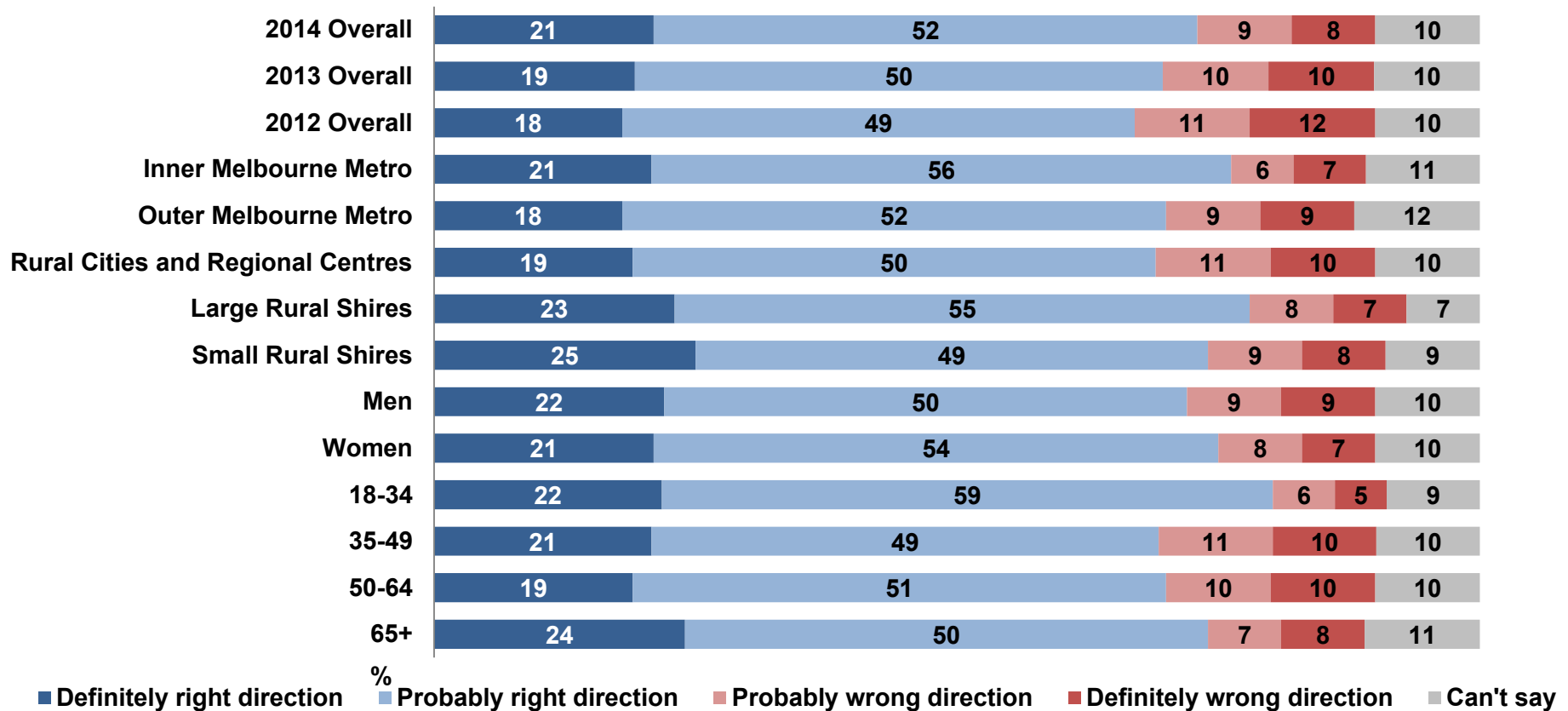
Base: All respondents. Councils asked: 9



J W S R E S E A R C H

53

2014 RIGHT/WRONG DIRECTION DETAILED PERCENTAGES



Q8. Would you say your local Council is generally heading in the right direction or the wrong direction?
Base: All respondents. Councils asked: 13

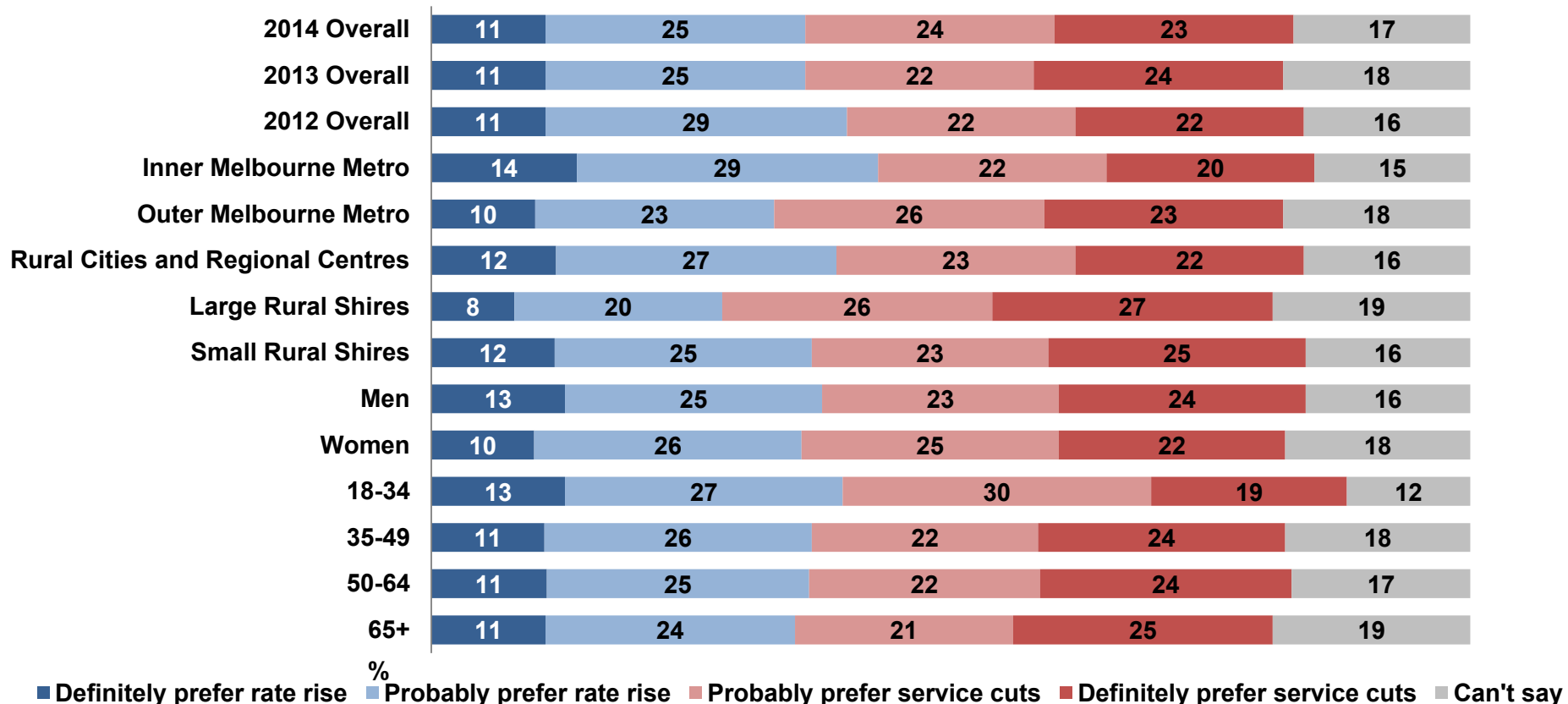


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2014 RATES/SERVICE TRADE OFF

DETAILED PERCENTAGES



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: 22



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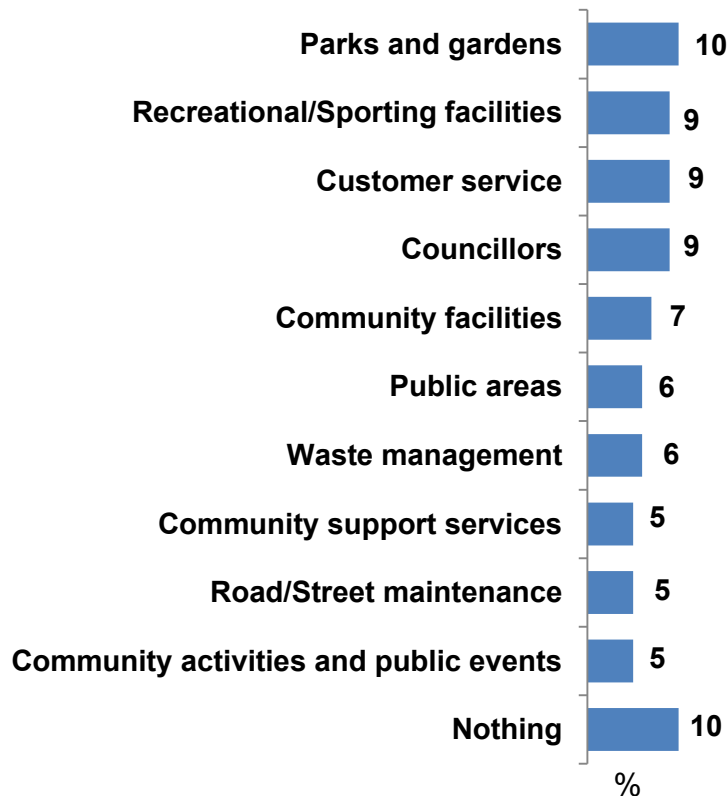
55

A satellite night map of South America, showing the continent's outline and major cities illuminated by bright yellow and white lights. The surrounding oceans are dark blue, and the landmasses are a mix of brown and green, indicating vegetation and terrain. The text "POSITIVES AND AREAS FOR IMPROVEMENT" is overlaid in white, bold, sans-serif font on the left side of the map.

POSITIVES AND AREAS FOR IMPROVEMENT

2014 BEST THINGS ABOUT COUNCIL

DETAILED PERCENTAGES (TOP 10 ISSUES OR SERVICES)



Q16. Please tell me what is the ONE BEST thing about Council? It could be about any of the issues or services we have covered in this survey or it could be about something else altogether?
Base: All respondents. Councils asked: 28



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2014 COUNCIL NEEDS TO IMPROVE DETAILED PERCENTAGES (TOP 10 ISSUES OR SERVICES)



Q17. What does Council MOST need to do to improve its performance?
Base: All respondents. Councils asked: 35



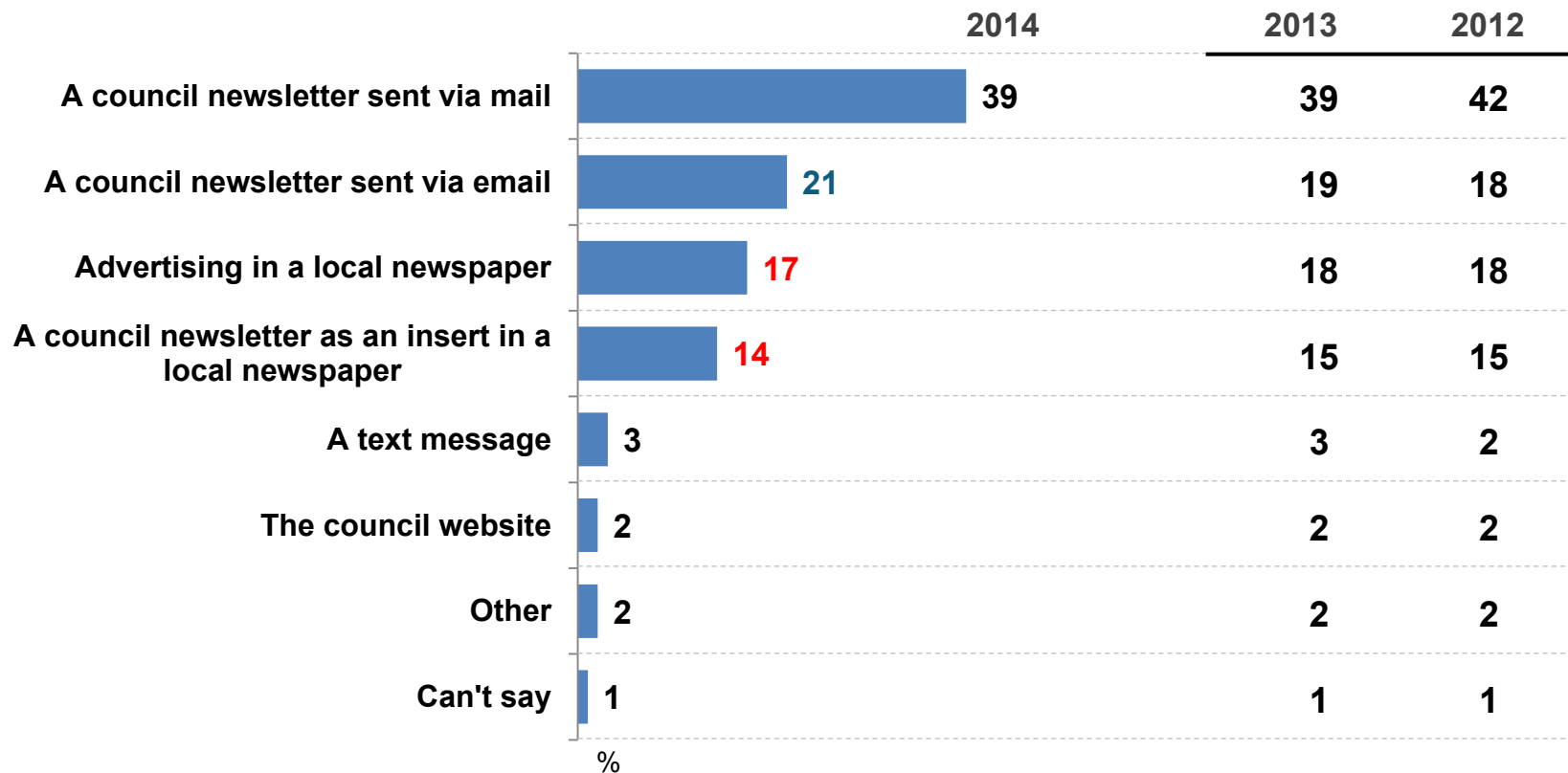
JWS RESEARCH

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COMMUNICATIONS

A satellite night map of South Africa and its surrounding waters. The landmass is dark brown, while the oceans are a deep blue. A dense, intricate network of glowing yellow and white lines crisscrosses the entire country, representing a communication or data network. The most intense clusters of light are located in the Western Cape, the Eastern Cape, and the southern tip of the country, including the island of Robben Island. The word "COMMUNICATIONS" is superimposed in large, white, bold, sans-serif capital letters on the left side of the map.

2014 BEST FORMS OF COMMUNICATION



Q13. If Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?
 Base: All respondents. Councils asked: 28



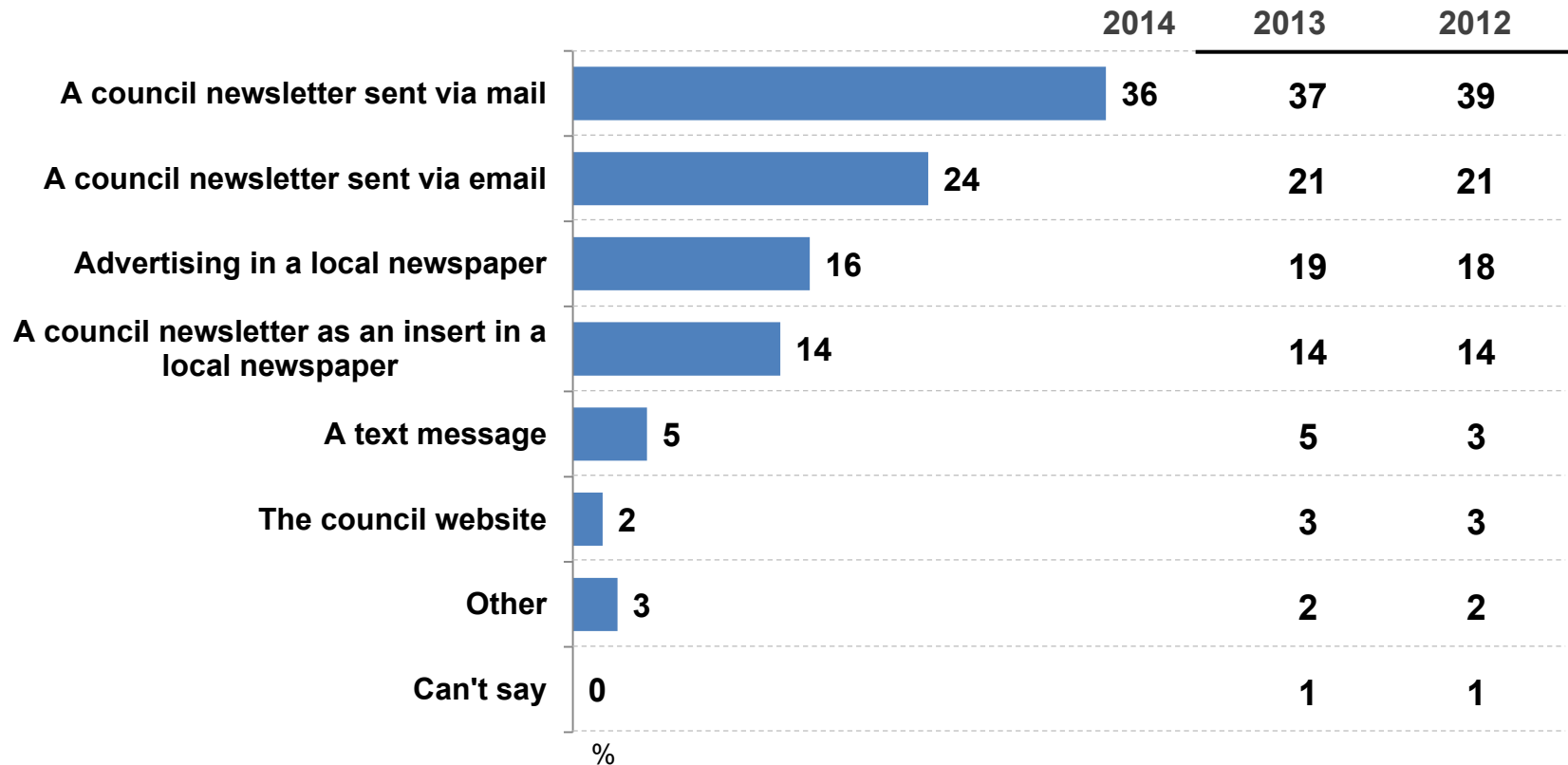
JWS RESEARCH

60

Note: please see page 6 for explanation about significant differences

Local Government Community Satisfaction Survey 2014

2014 BEST FORMS OF COMMUNICATION – UNDER 50s



Q13. If Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?

Base: All respondents aged under 50. Councils asked statewide: 28



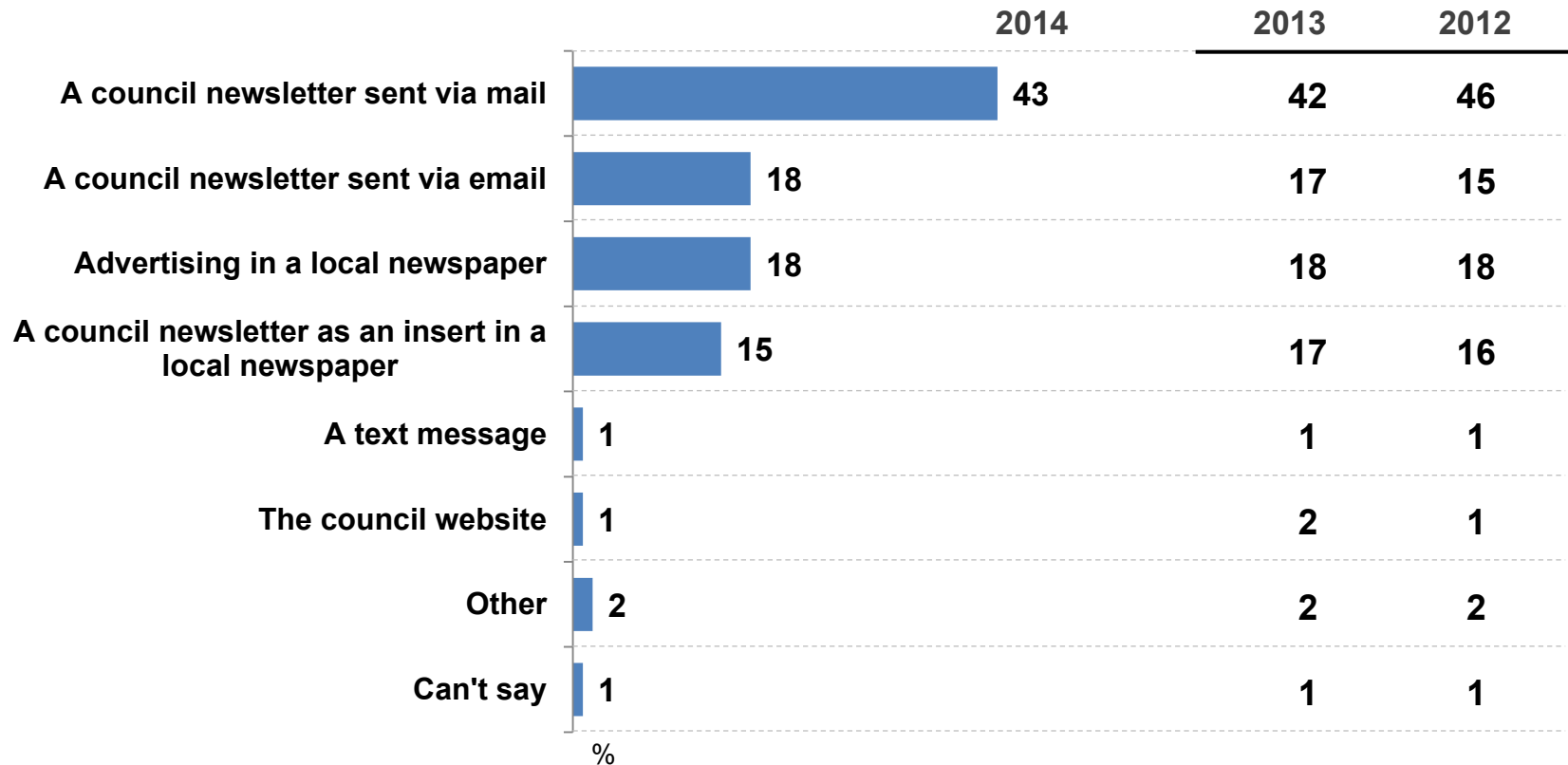
JWS RESEARCH

61

Note: please see page 6 for explanation about significant differences

Local Government Community Satisfaction Survey 2014

2014 BEST FORMS OF COMMUNICATION — OVER 50s



Q13. If Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?
 Base: All respondents aged over 50. Councils asked statewide: 28



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62

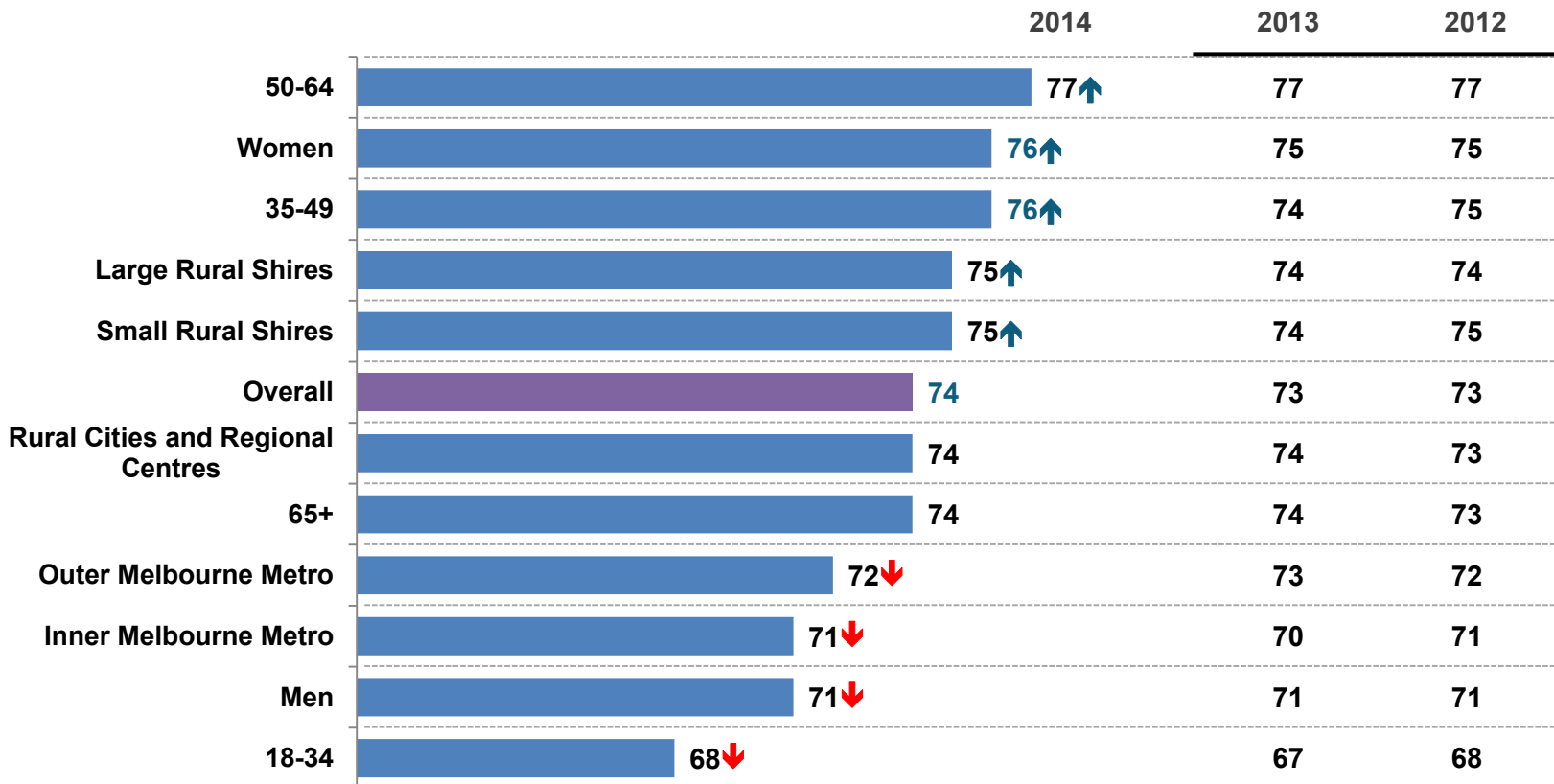
Note: please see page 6 for explanation about significant differences

Local Government Community Satisfaction Survey 2014

A satellite night map of South Africa and its surrounding waters. The landmass is dark brown, while the oceans are deep blue. A dense network of glowing yellow and white lines represents roads and urban areas. Three specific regions are highlighted with bright, circular white glows: one in the west (near Cape Town), one in the south (near Durban), and one on the southern tip (near Port Elizabeth).

INDIVIDUAL SERVICE AREAS

2014 COMMUNITY CONSULTATION AND ENGAGEMENT IMPORTANCE INDEX SCORES



Q1. Firstly, how important should 'Community consultation and engagement' be as a responsibility for Council?

Base: All respondents. Councils asked: 26



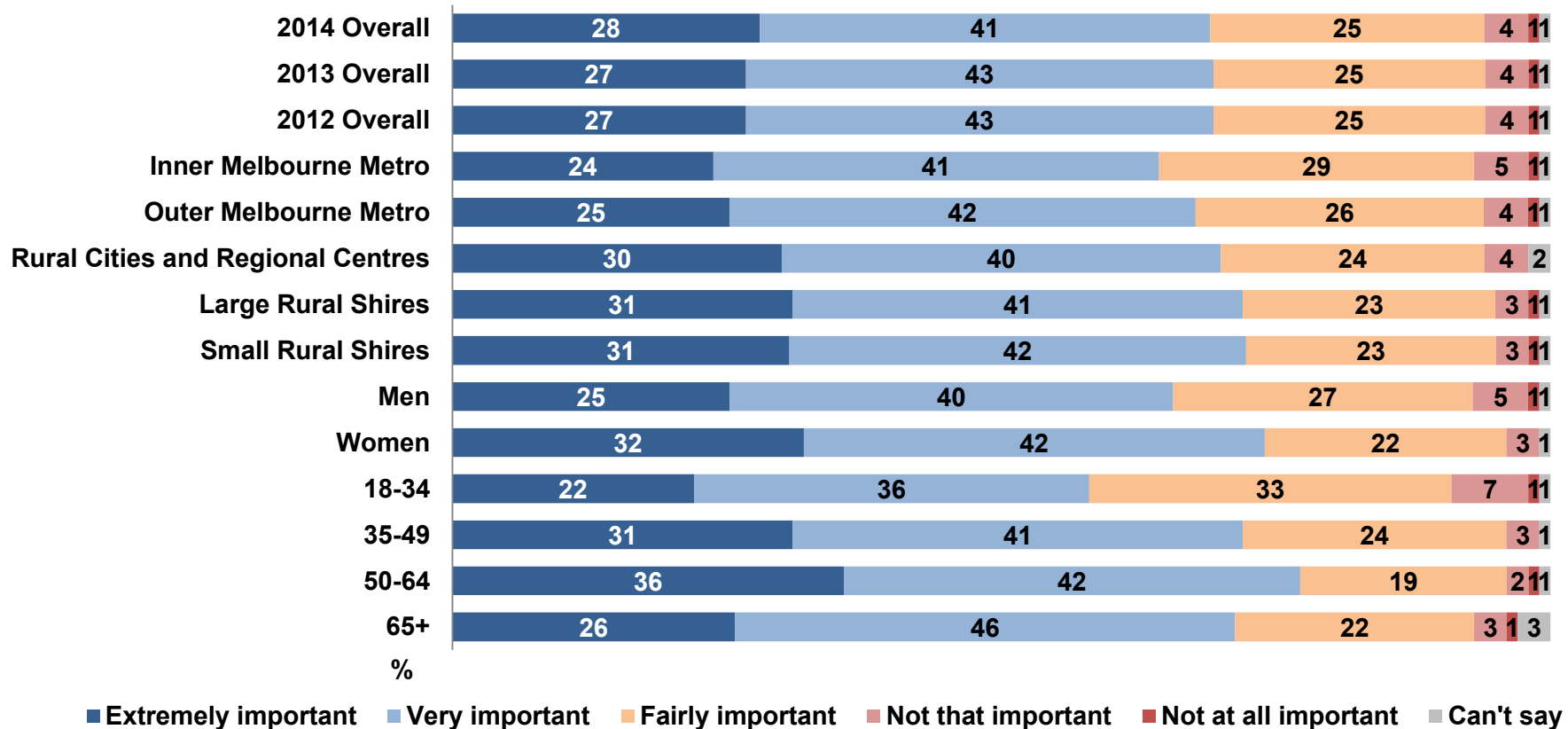
JWS RESEARCH

64

Note: please see page 6 for explanation about significant differences

Local Government Community Satisfaction Survey 2014

2014 COMMUNITY CONSULTATION AND ENGAGEMENT IMPORTANCE DETAILED PERCENTAGES



Q1. Firstly, how important should 'Community consultation and engagement' be as a responsibility for Council?

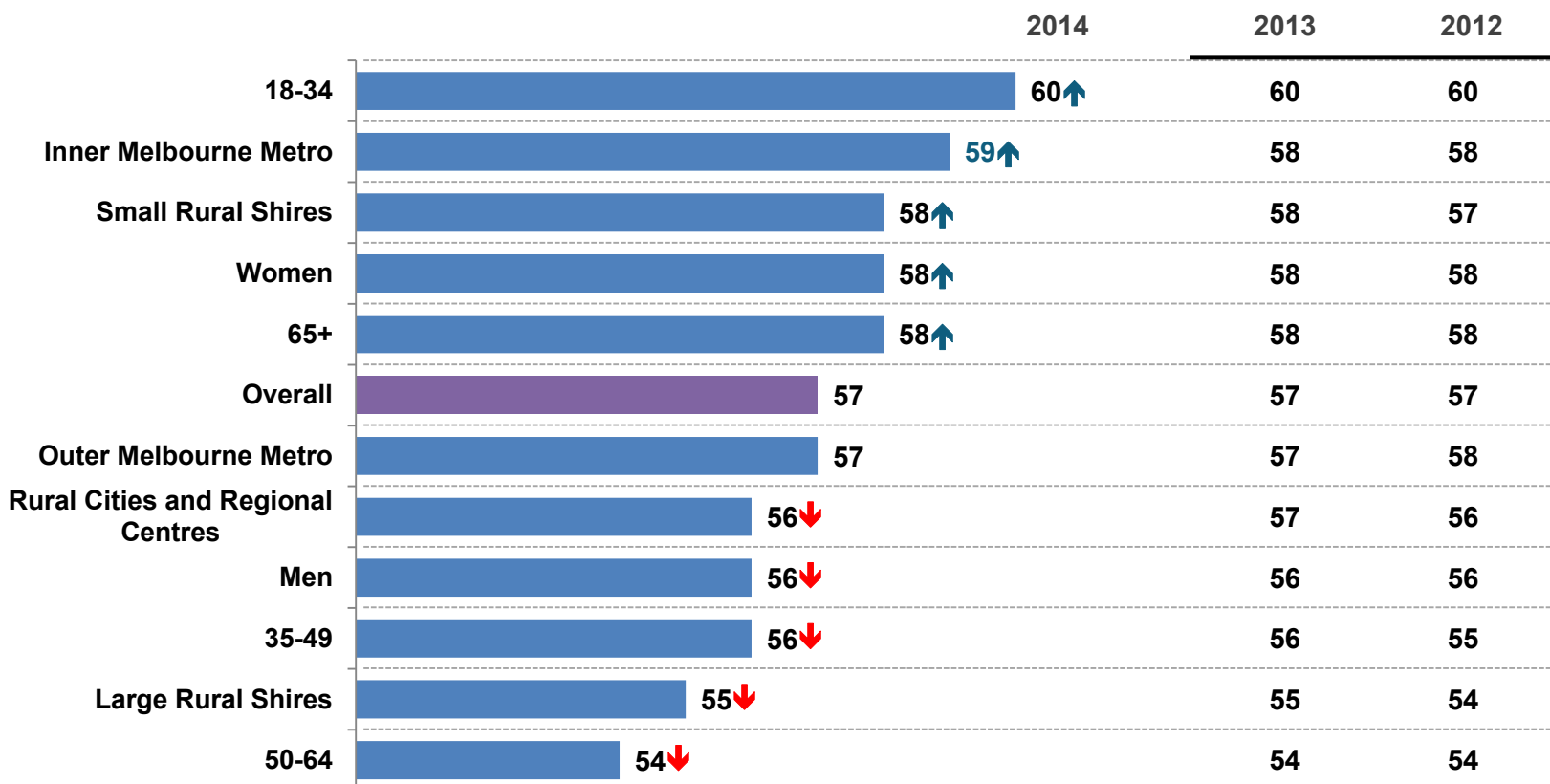
Base: All respondents. Councils asked: 26



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2014 COMMUNITY CONSULTATION AND ENGAGEMENT PERFORMANCE INDEX SCORES



Q2. How has Council performed on 'Community consultation and engagement' over the last 12 months?
Base: All respondents. Councils asked: 67



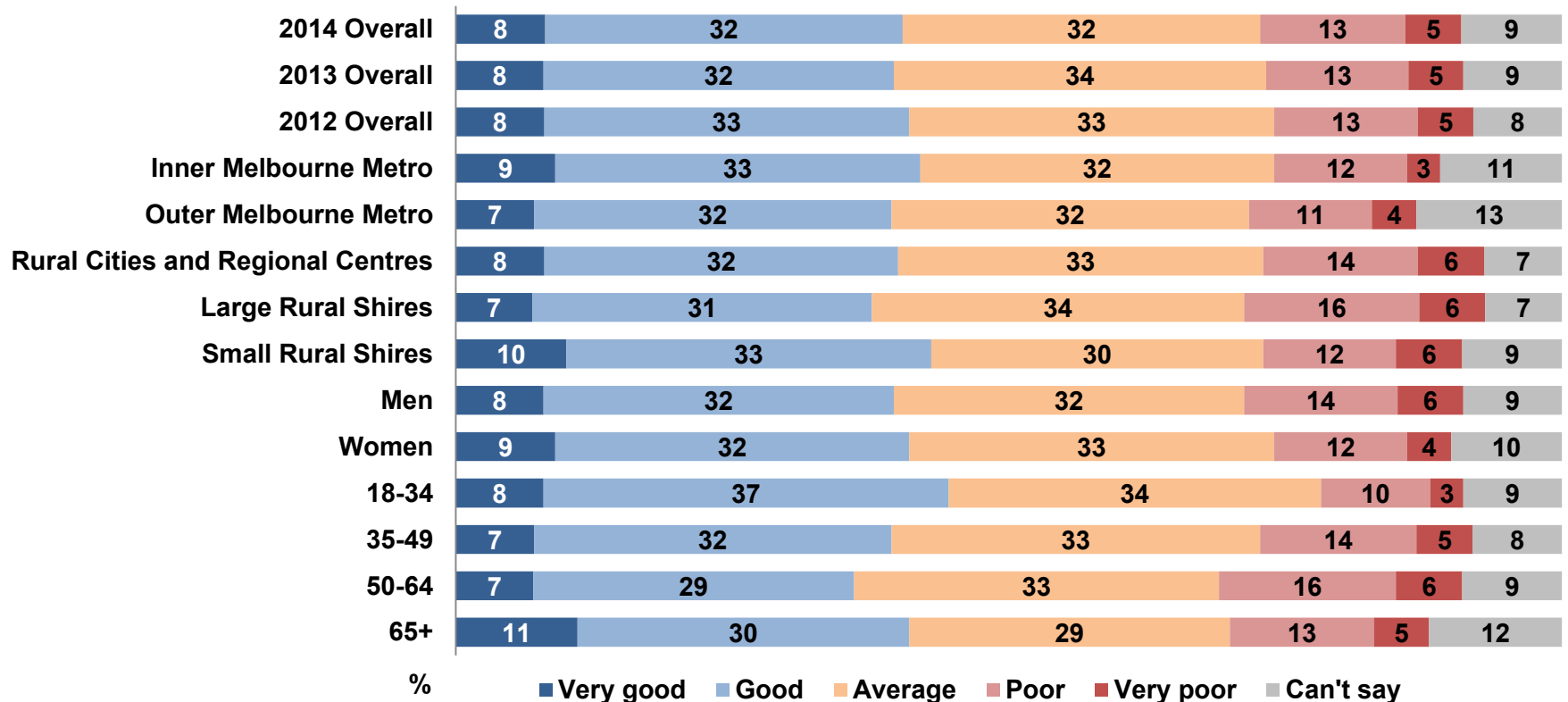
JWS RESEARCH

66

Note: please see page 6 for explanation about significant differences

Local Government Community Satisfaction Survey 2014

2014 COMMUNITY CONSULTATION AND ENGAGEMENT PERFORMANCE DETAILED PERCENTAGES



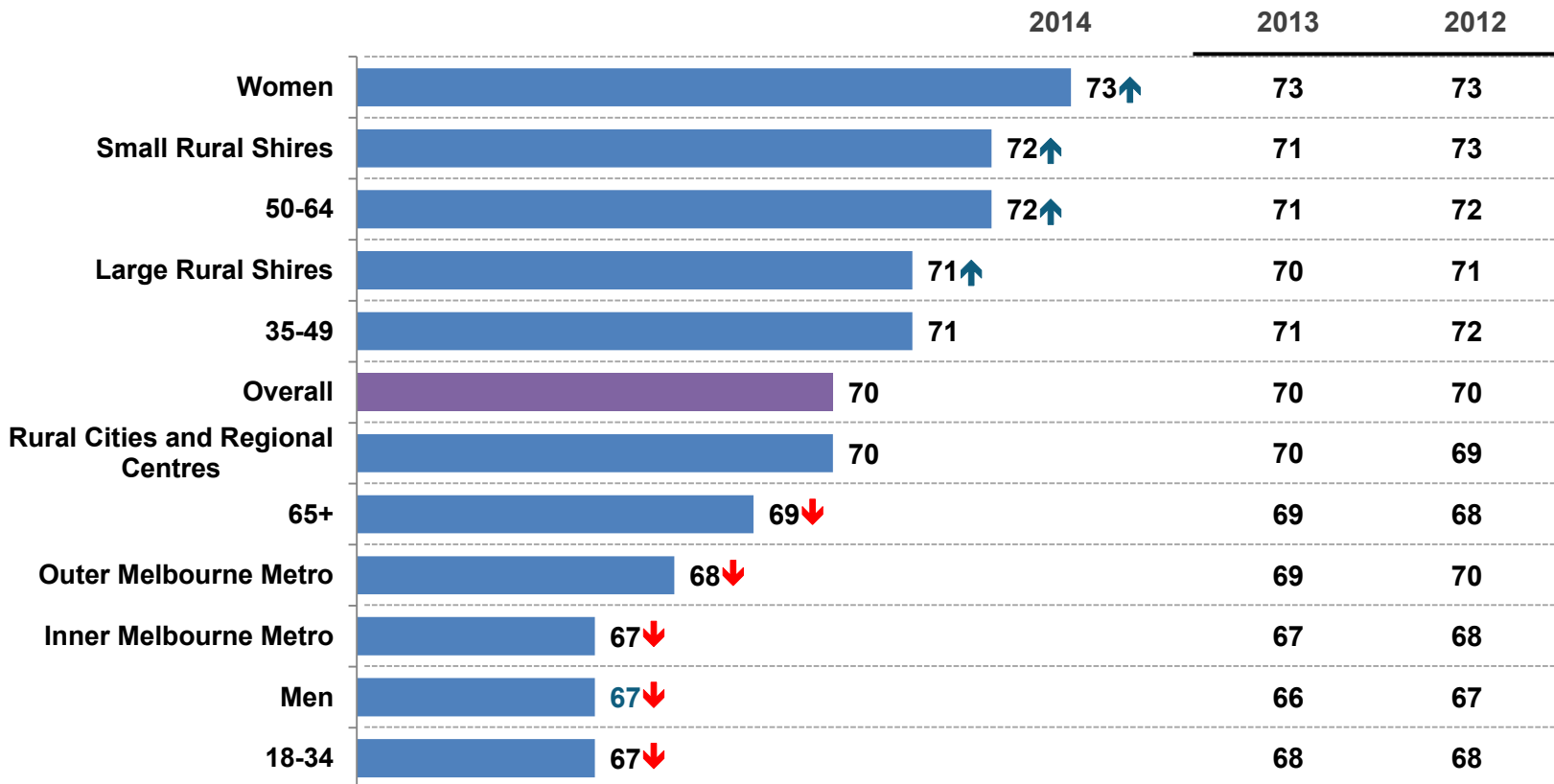
Q2. How has Council performed on 'Community consultation and engagement' over the last 12 months?
Base: All respondents. Councils asked: 67



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2014 LOBBYING ON BEHALF OF THE COMMUNITY IMPORTANCE INDEX SCORES



Q1. Firstly, how important should 'Lobbying on behalf of the community' be as a responsibility for Council?

Base: All respondents. Councils asked: 25



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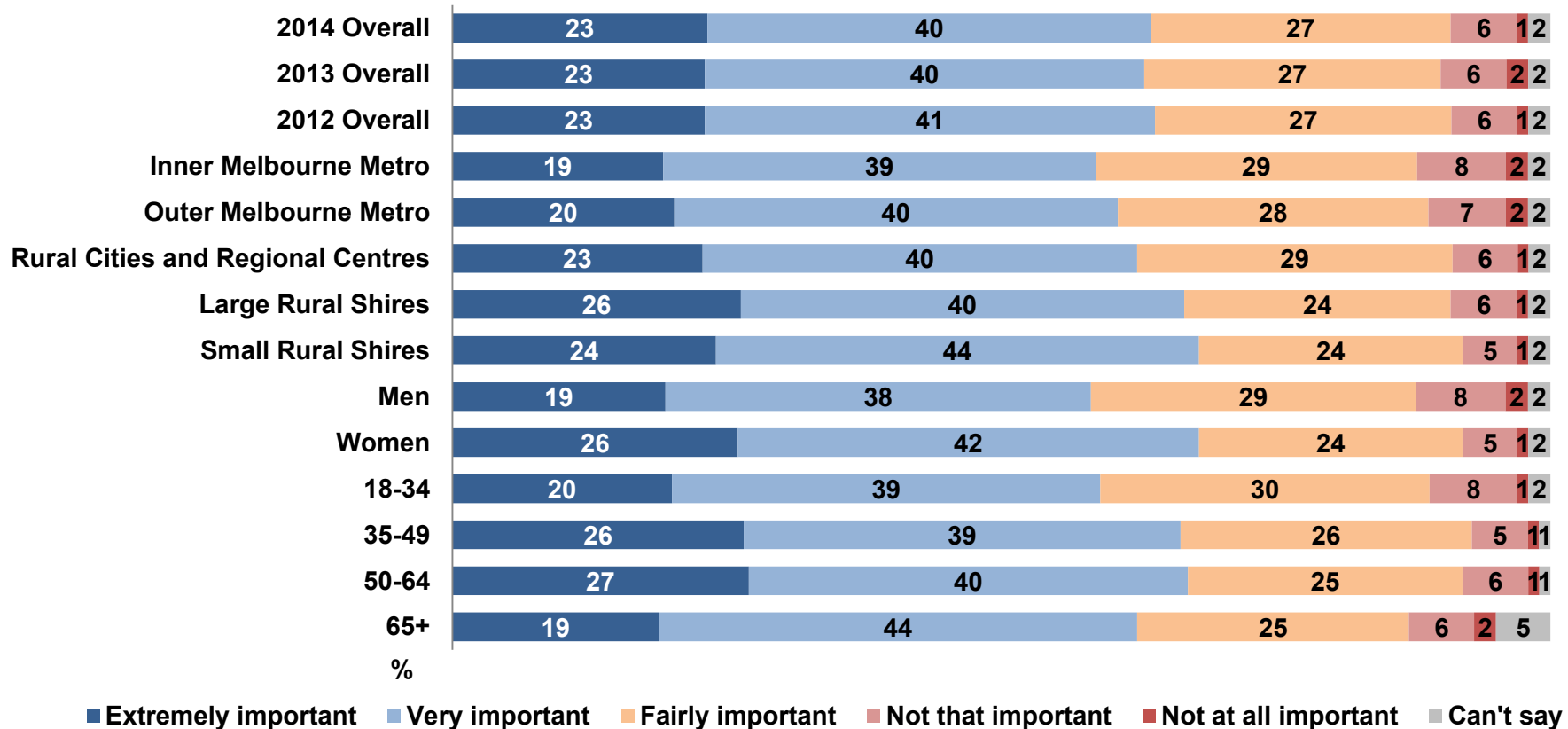
68

Note: please see page 6 for explanation about significant differences

Local Government Community Satisfaction Survey 2014

2014 LOBBYING ON BEHALF OF THE COMMUNITY

IMPORTANCE DETAILED PERCENTAGES



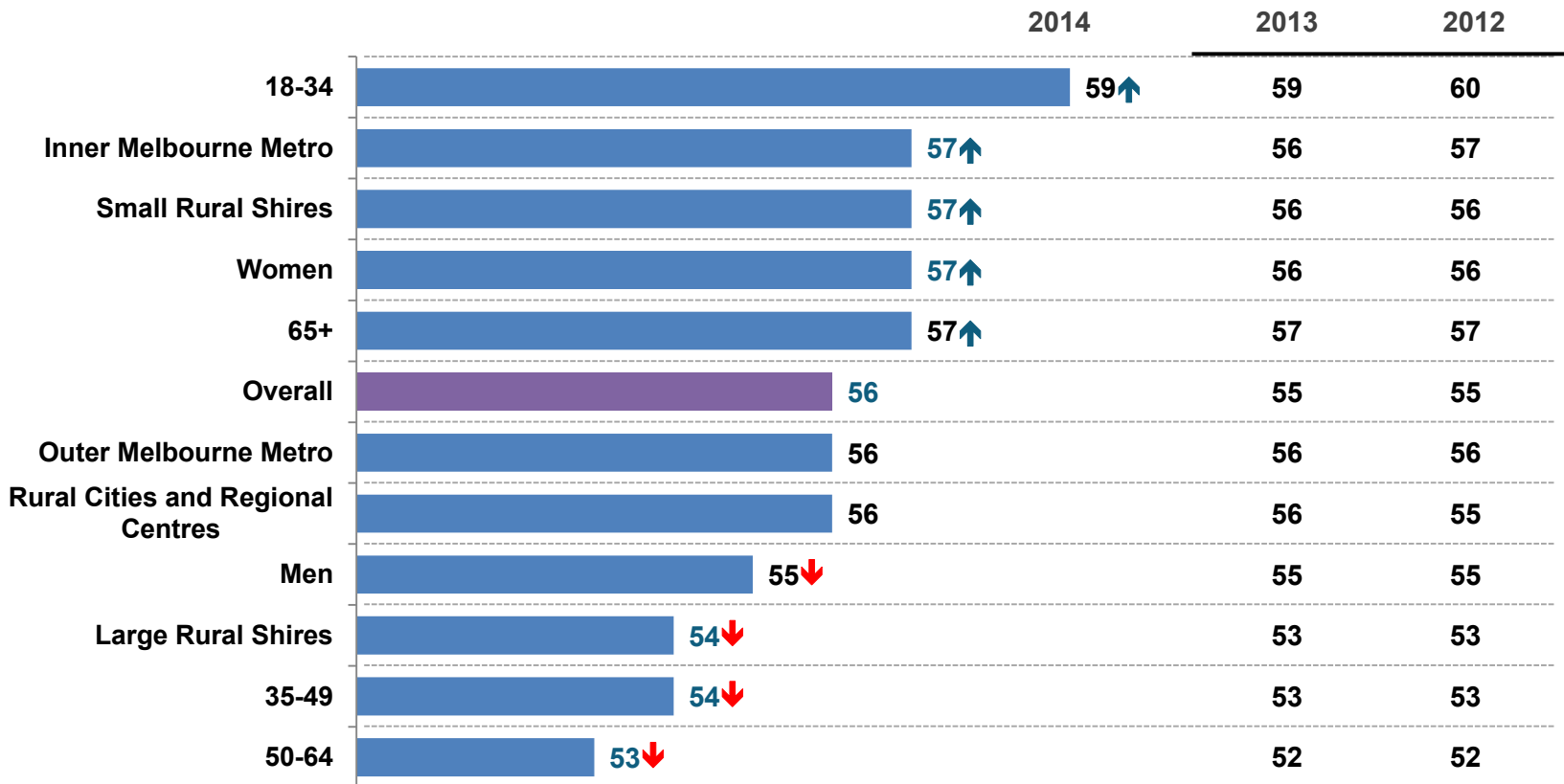
Q1. Firstly, how important should 'Lobbying on behalf of the community' be as a responsibility for Council?
 Base: All respondents. Councils asked: 25



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2014 LOBBYING ON BEHALF OF THE COMMUNITY PERFORMANCE INDEX SCORES



Q2. How has Council performed on 'Lobbying on behalf of the community' over the last 12 months?
Base: All respondents. Councils asked: 67



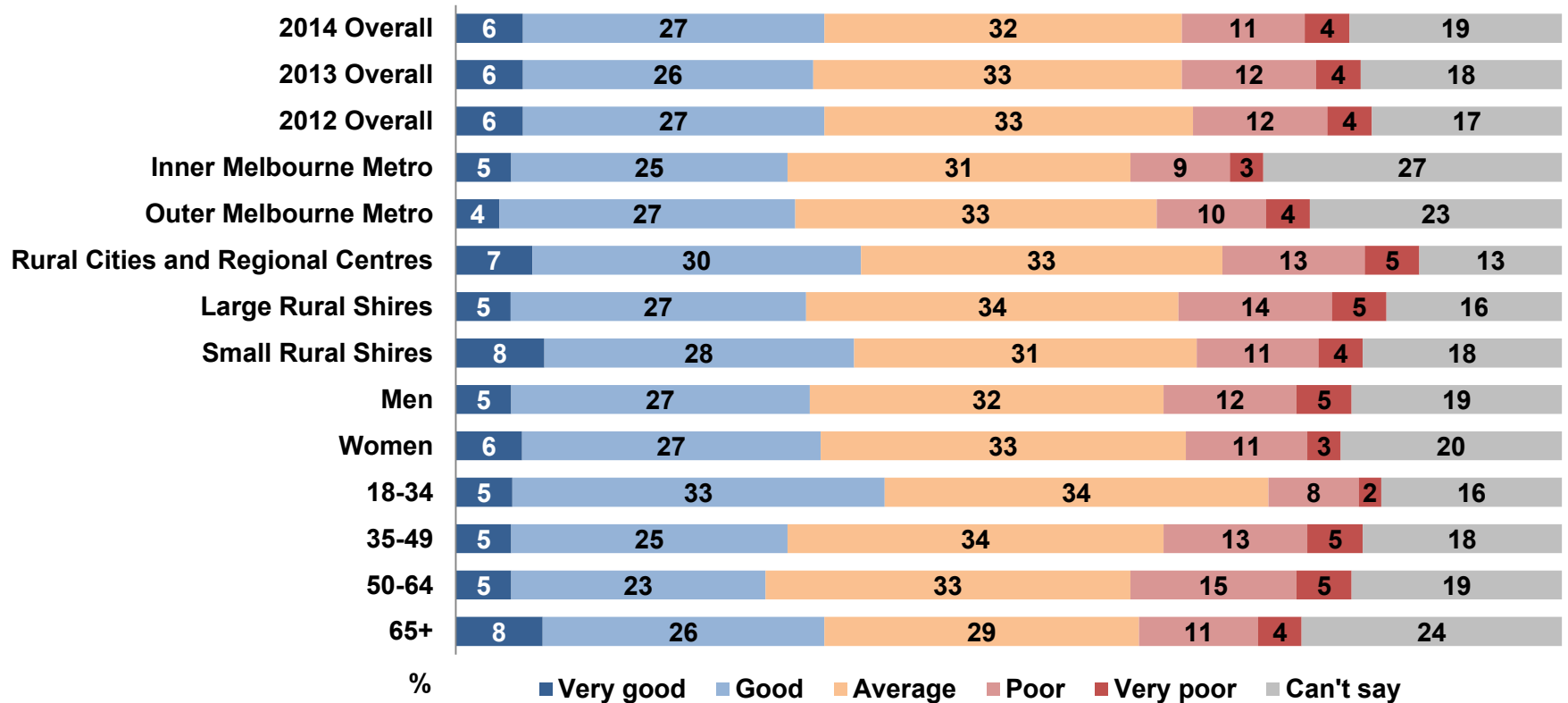
JWS RESEARCH

70

Note: please see page 6 for explanation about significant differences

Local Government Community Satisfaction Survey 2014

2014 LOBBYING ON BEHALF OF THE COMMUNITY PERFORMANCE DETAILED PERCENTAGES



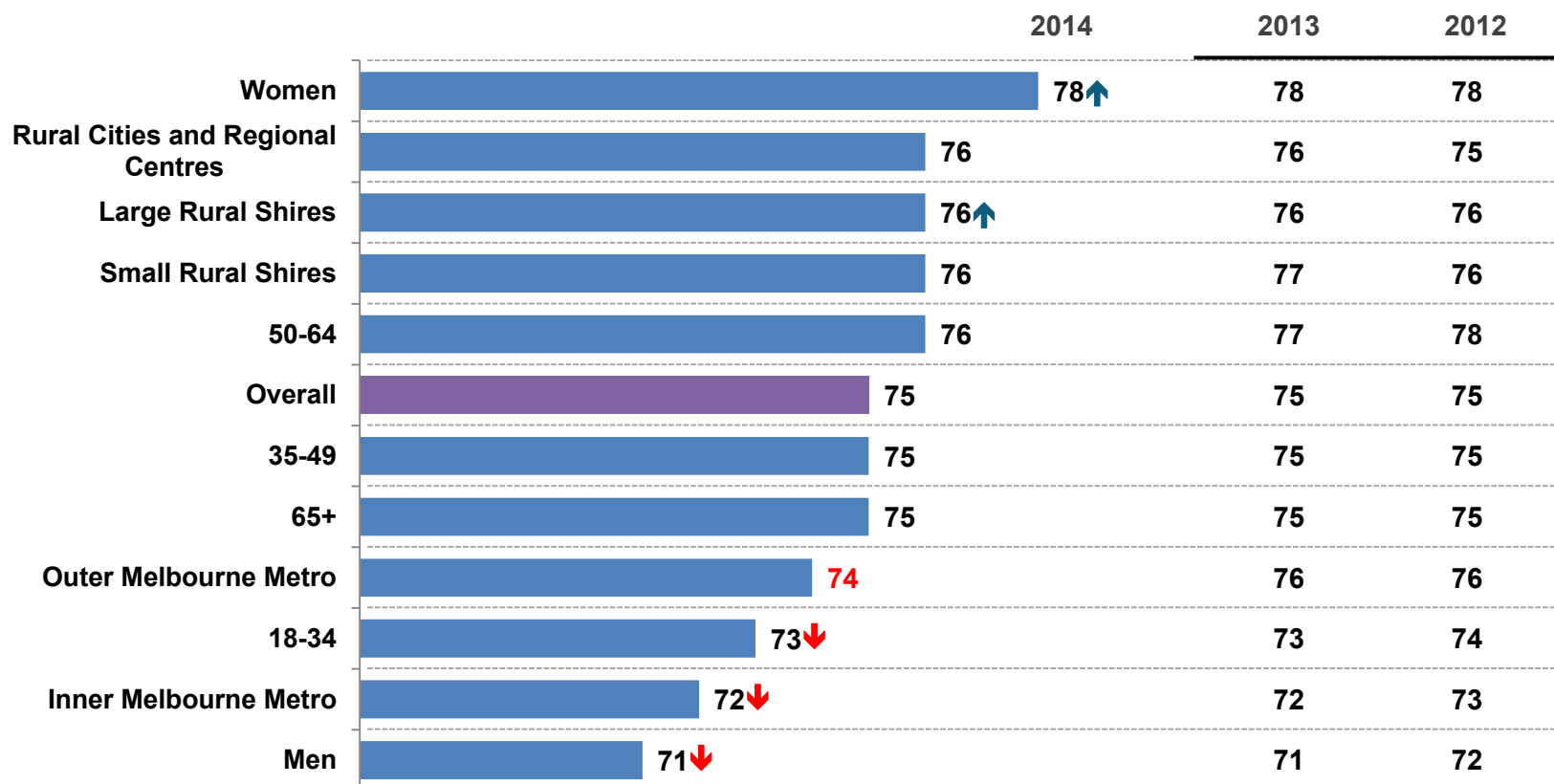
Q2. How has Council performed on 'Lobbying on behalf of the community' over the last 12 months?
Base: All respondents. Councils asked: 67



JWS RESEARCH

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2014 INFORMING THE COMMUNITY IMPORTANCE INDEX SCORES



Q1. Firstly, how important should 'Informing the community' be as a responsibility for Council?
Base: All respondents. Councils asked: 23



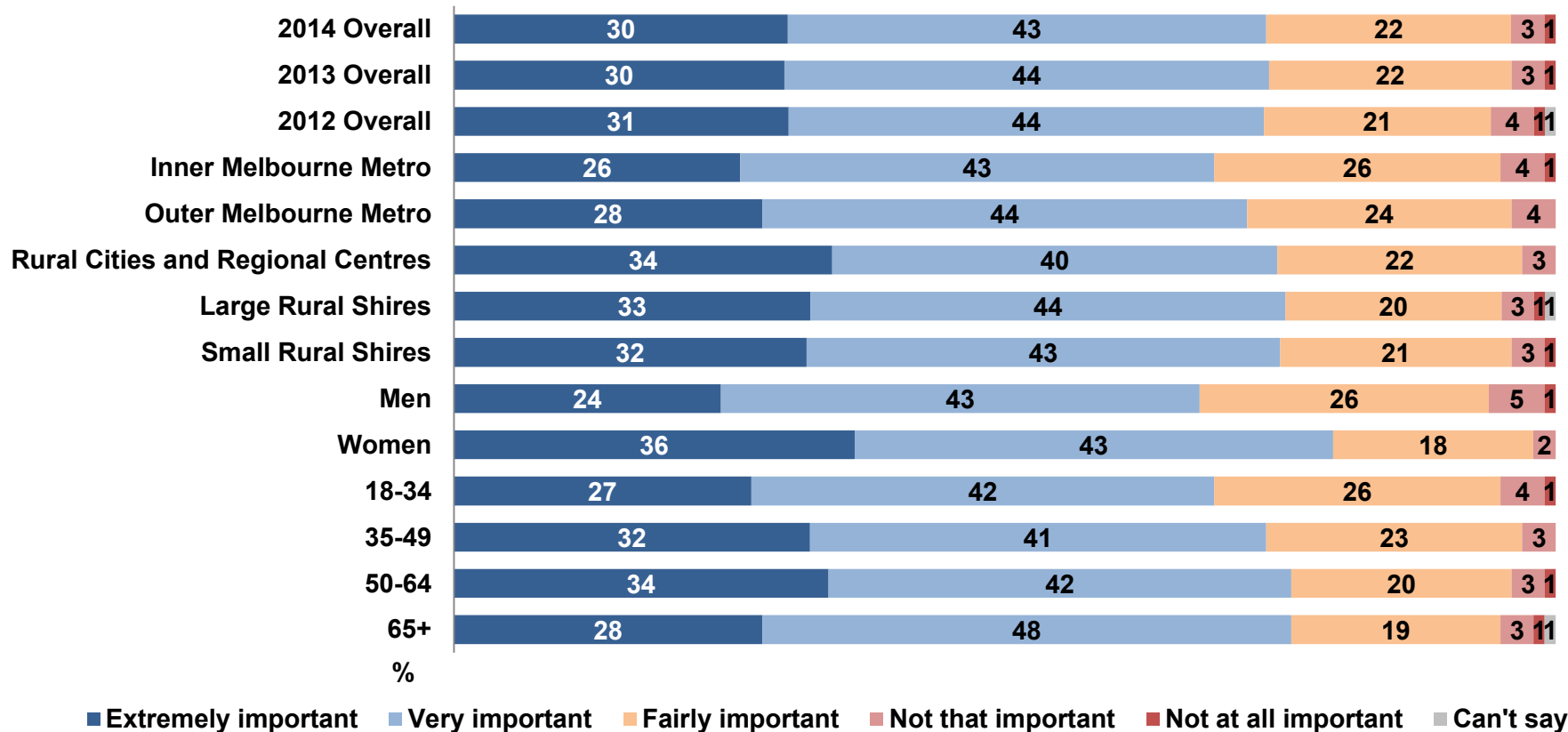
JWS RESEARCH

72

Note: please see page 6 for explanation about significant differences

Local Government Community Satisfaction Survey 2014

2014 INFORMING THE COMMUNITY IMPORTANCE DETAILED PERCENTAGES



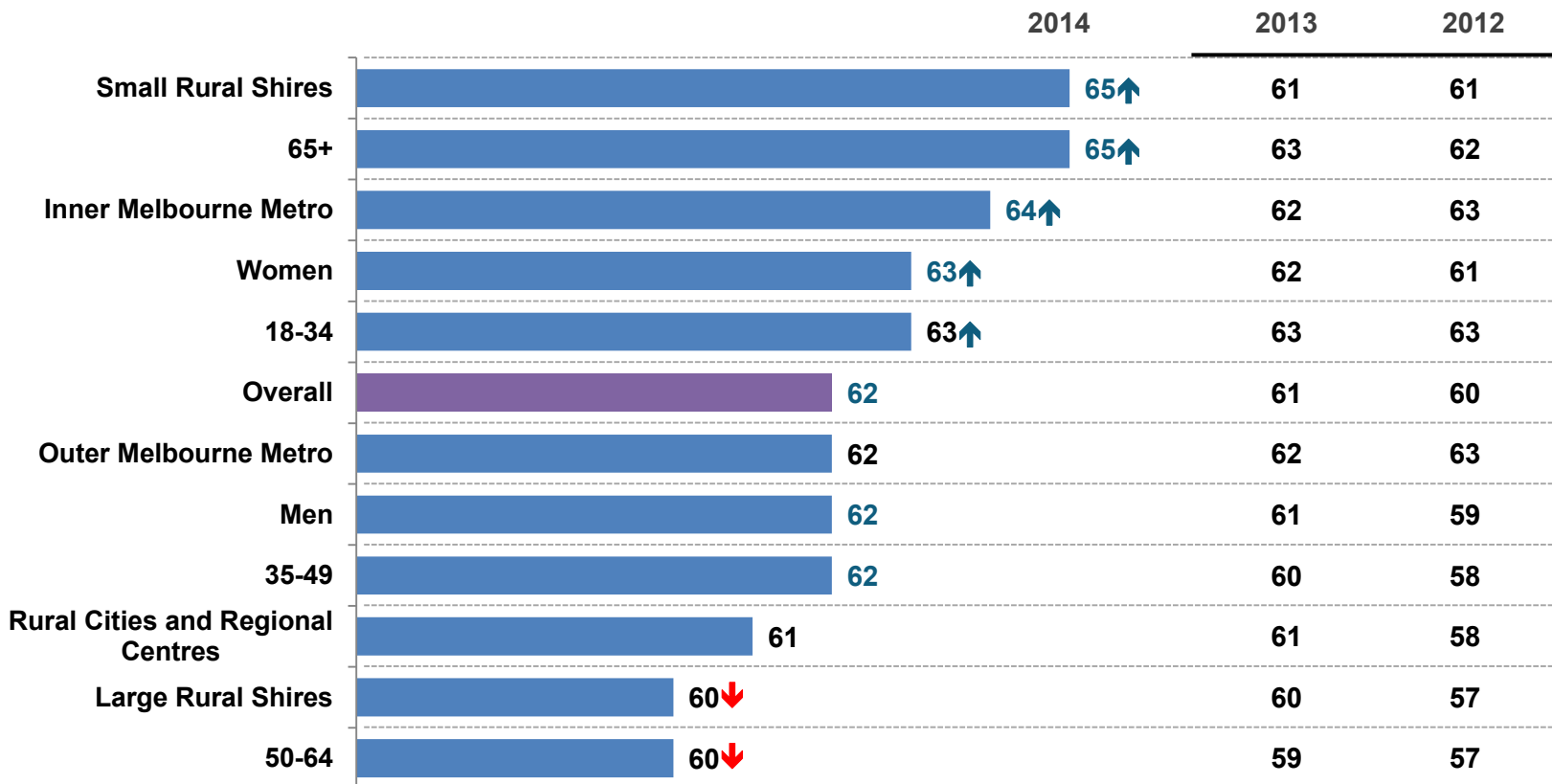
Q1. Firstly, how important should 'Informing the community' be as a responsibility for Council?
Base: All respondents. Councils asked: 23



JWS RESEARCH

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2014 INFORMING THE COMMUNITY PERFORMANCE INDEX SCORES



Q2. How has Council performed on 'Informing the community' over the last 12 months?
Base: All respondents. Councils asked: 39

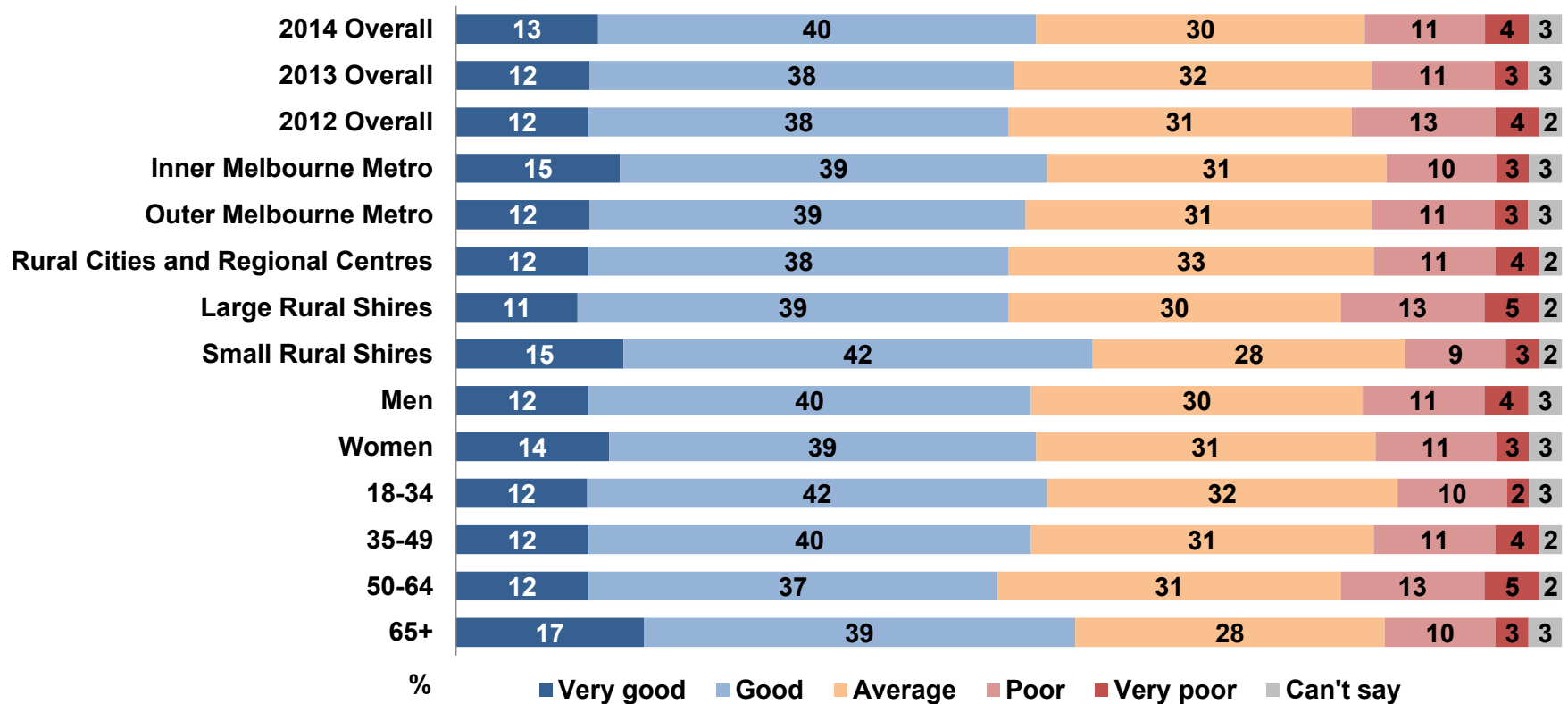
Note: please see page 6 for explanation about significant differences



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2014 INFORMING THE COMMUNITY PERFORMANCE DETAILED PERCENTAGES



Q2. How has Council performed on 'Informing the community' over the last 12 months?
Base: All respondents. Councils asked: 39

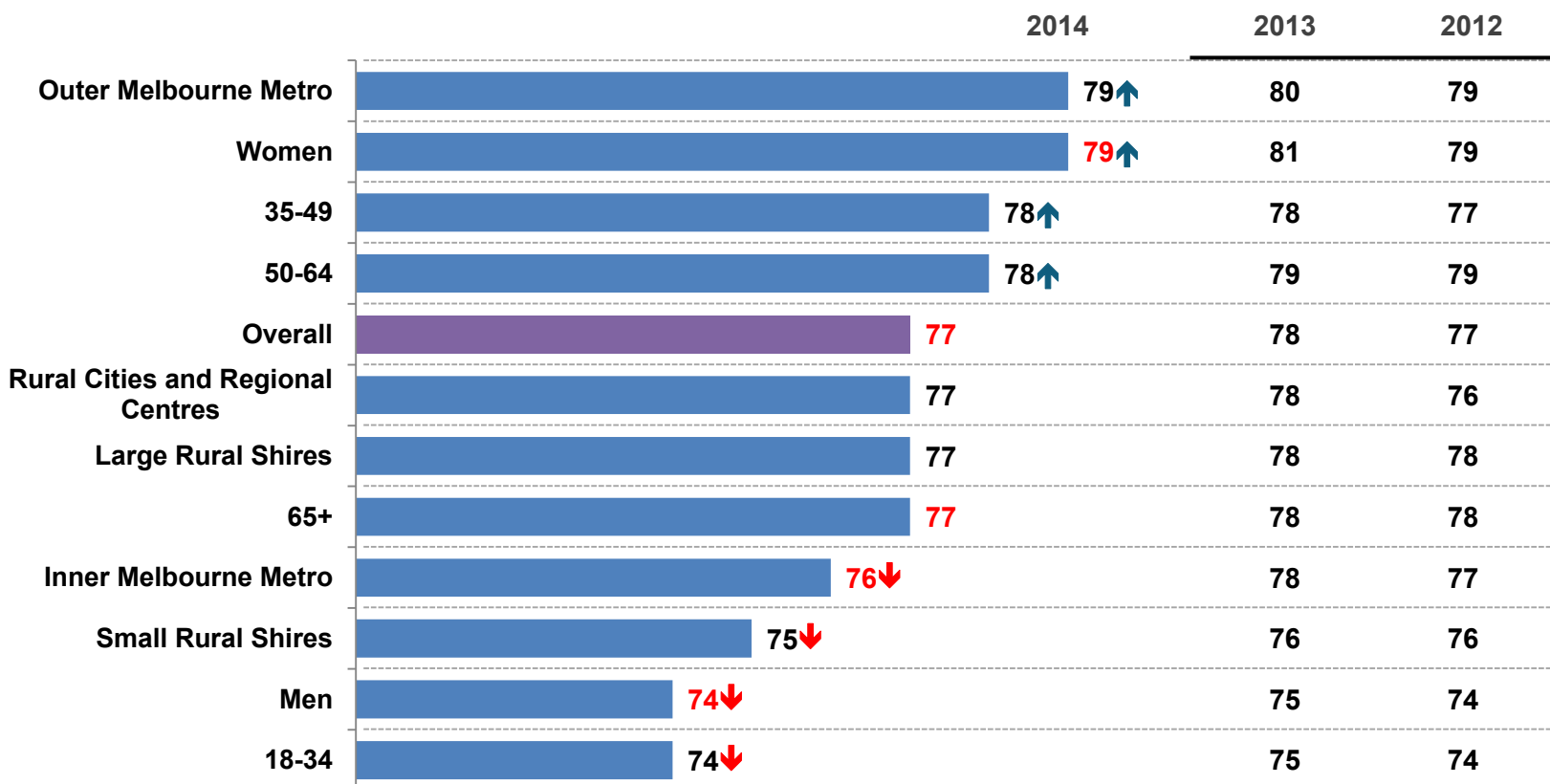


JWS RESEARCH

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2014 THE CONDITION OF LOCAL STREETS AND FOOTPATHS IN YOUR AREA

IMPORTANCE INDEX SCORES



Q1. Firstly, how important should 'The condition of local streets and footpaths in your area' be as a responsibility for Council?

Base: All respondents. Councils asked: 27



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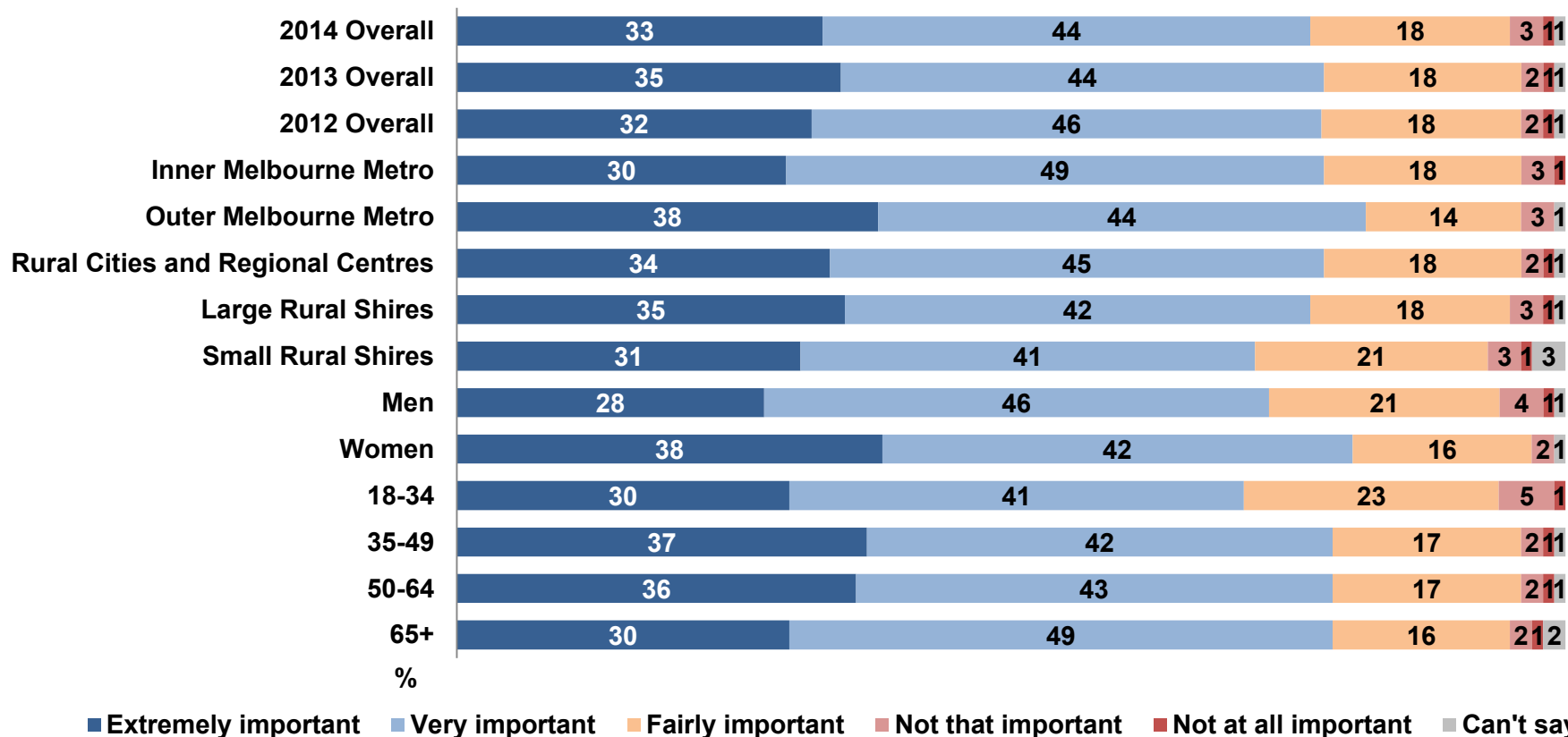
76

Note: please see page 6 for explanation about significant differences

Local Government Community Satisfaction Survey 2014

2014 THE CONDITION OF LOCAL STREETS AND FOOTPATHS IN YOUR AREA

IMPORTANCE DETAILED PERCENTAGES



Q1. Firstly, how important should 'The condition of local streets and footpaths in your area' be as a responsibility for Council?

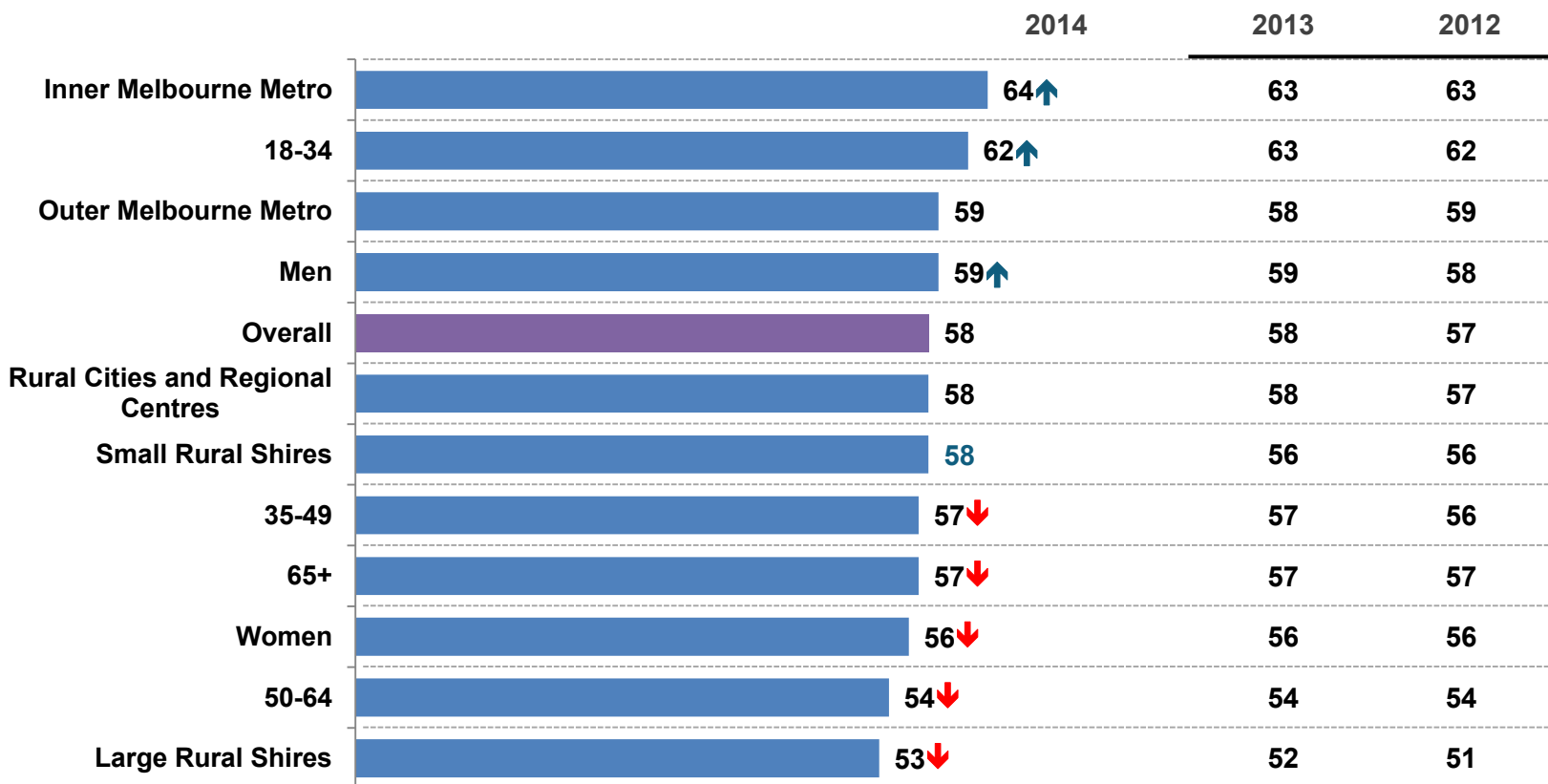
Base: All respondents. Councils asked: 27



JWS RESEARCH

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2014 THE CONDITION OF LOCAL STREETS AND FOOTPATHS IN YOUR AREA PERFORMANCE INDEX SCORES



Q2. How has Council performed on 'The condition of local streets and footpaths in your area' over the last 12 months?

Base: All respondents. Councils asked: 46



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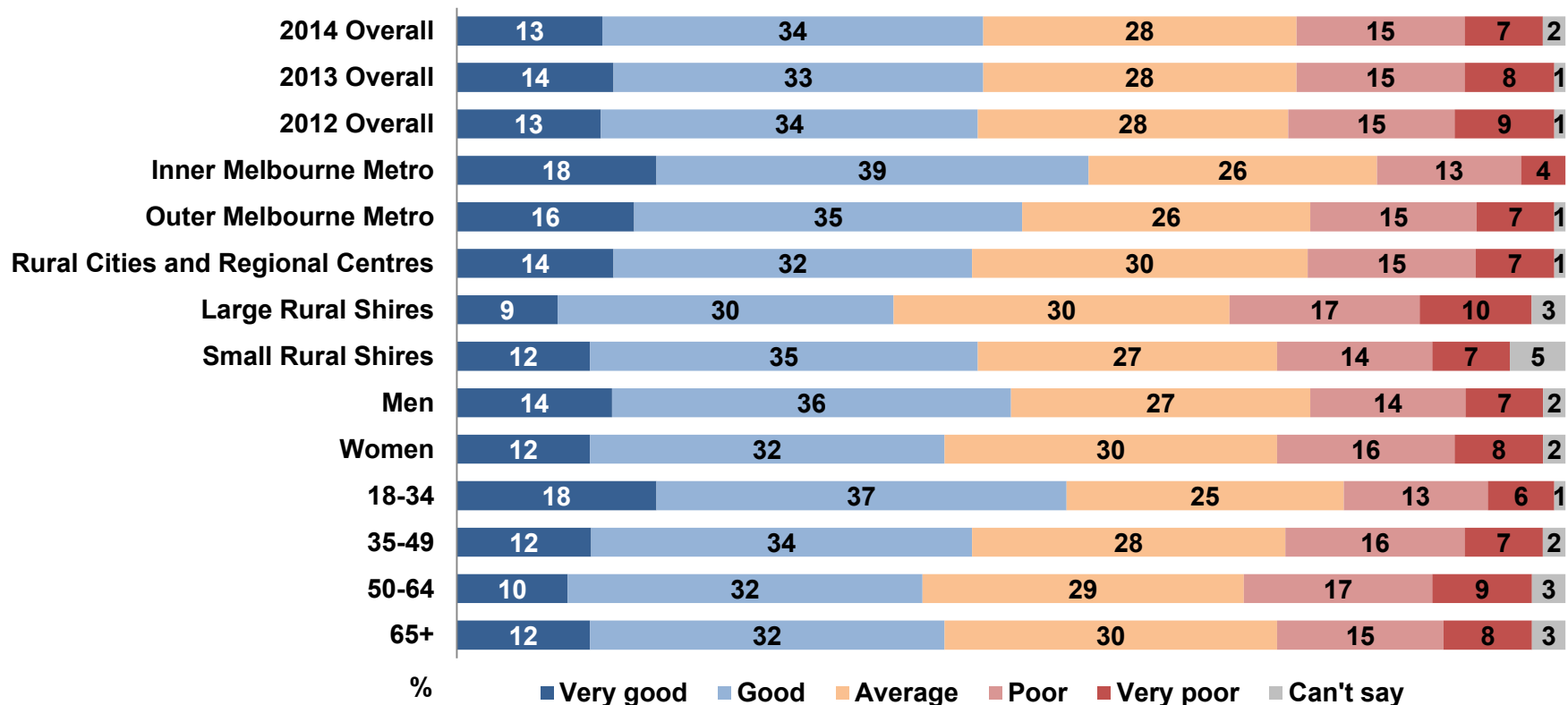
78

Note: please see page 6 for explanation about significant differences

Local Government Community Satisfaction Survey 2014

2014 THE CONDITION OF LOCAL STREETS AND FOOTPATHS IN YOUR AREA

PERFORMANCE DETAILED PERCENTAGES



Q2. How has Council performed on 'The condition of local streets and footpaths in your area' over the last 12 months?

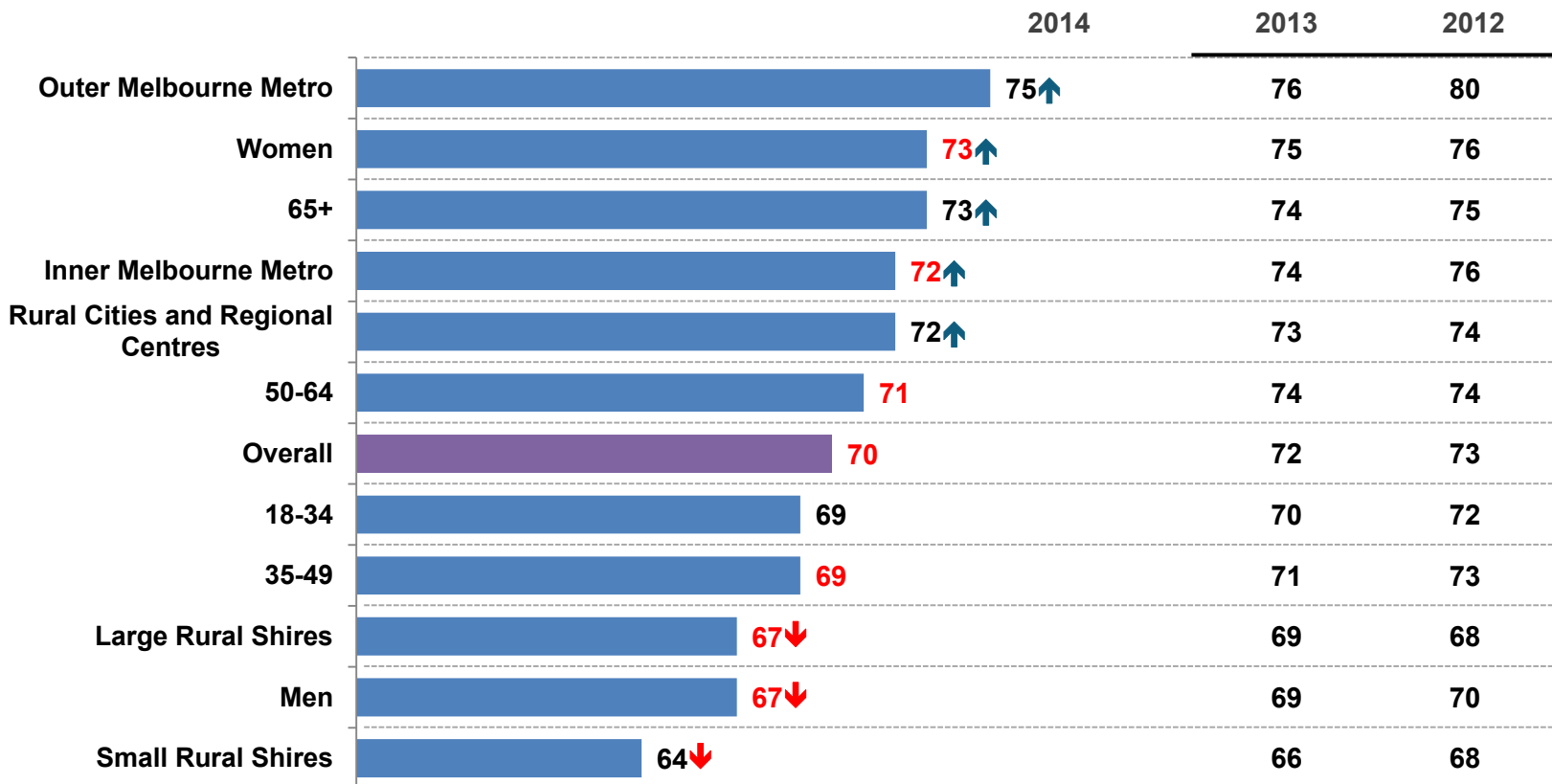
Base: All respondents. Councils asked: 46



JWS RESEARCH

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2014 TRAFFIC MANAGEMENT IMPORTANCE INDEX SCORES



Q1. Firstly, how important should 'Traffic management' be as a responsibility for Council?
Base: All respondents. Councils asked: 18

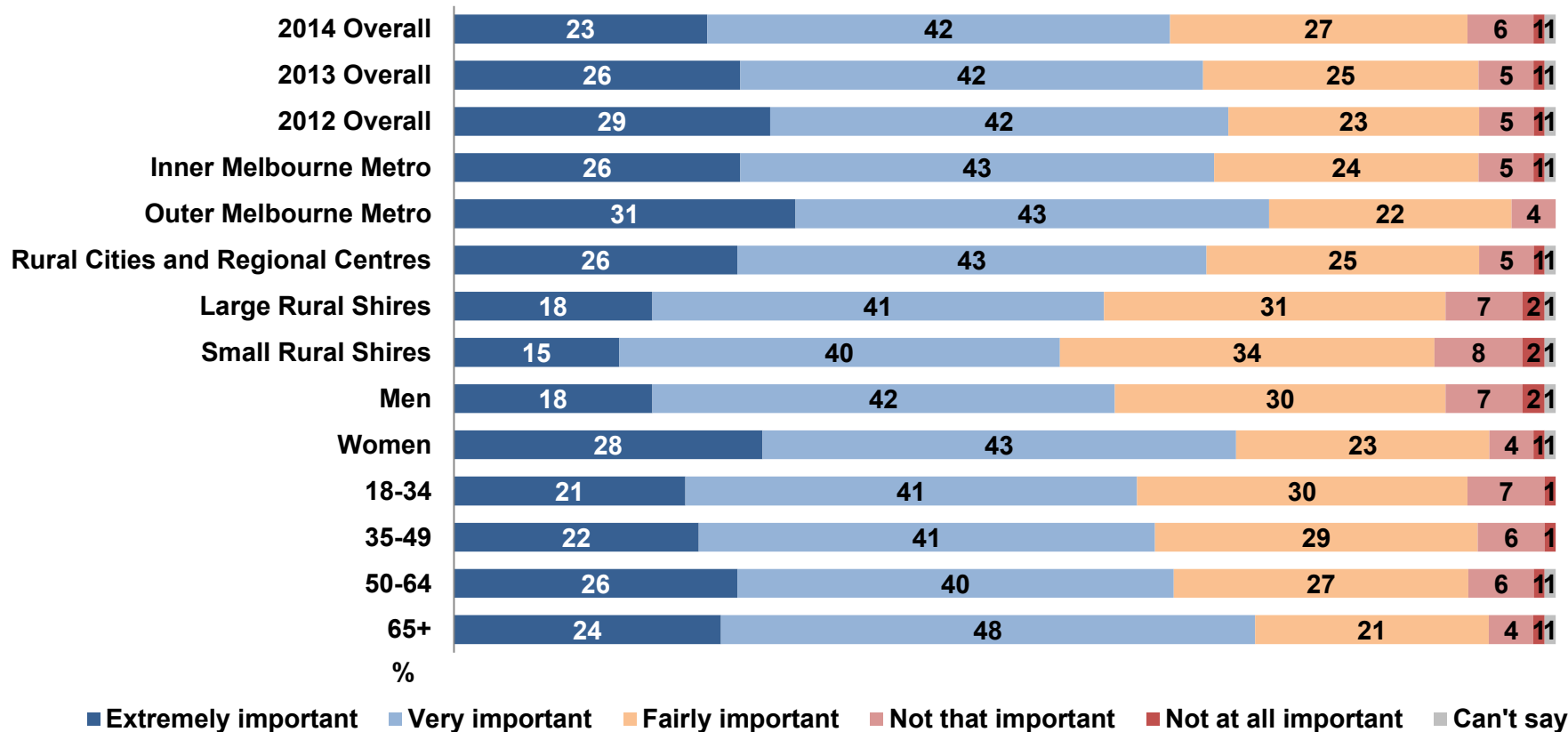
Note: please see page 6 for explanation about significant differences



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2014 TRAFFIC MANAGEMENT IMPORTANCE DETAILED PERCENTAGES



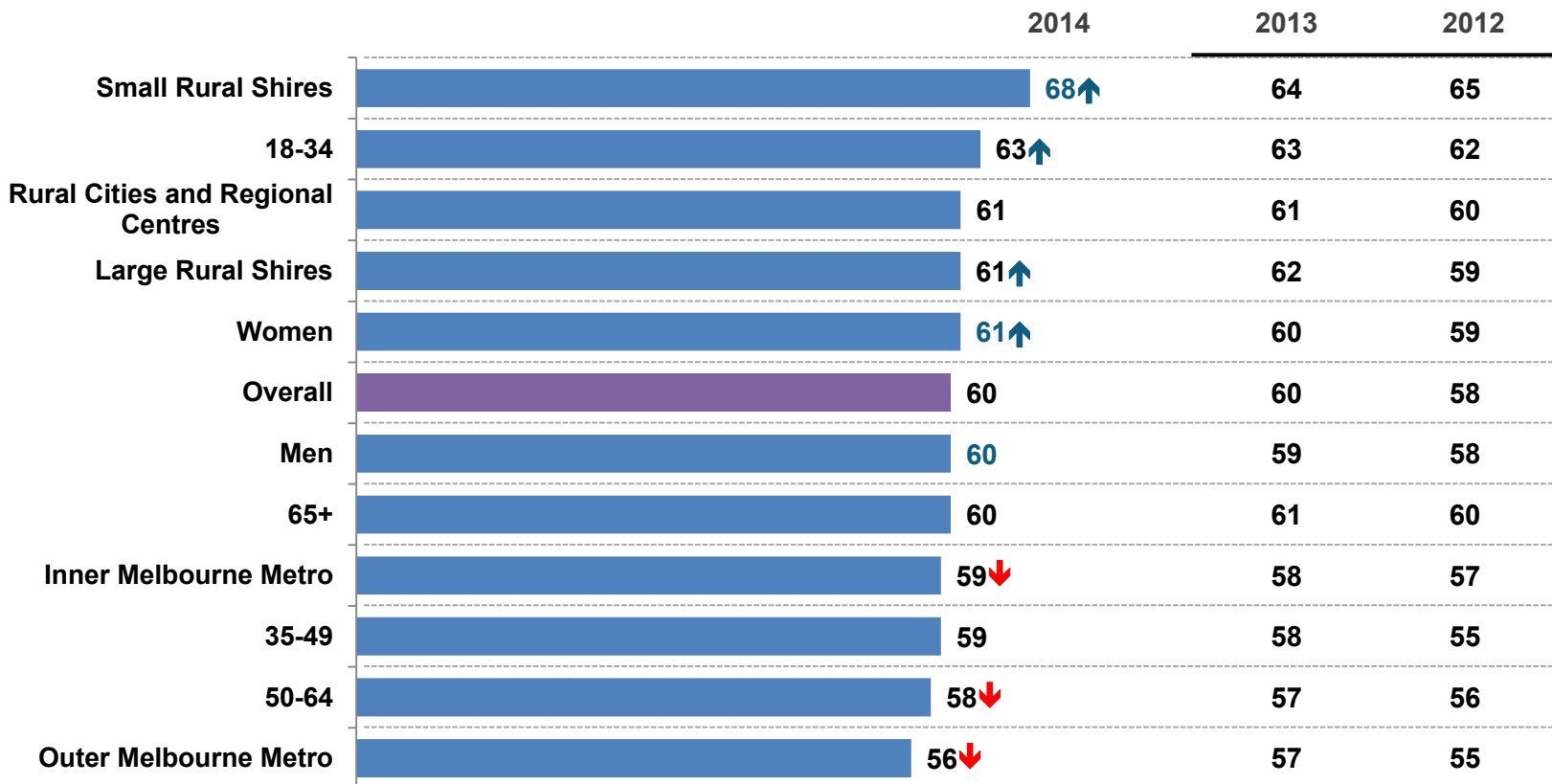
Q1. Firstly, how important should 'Traffic management' be as a responsibility for Council?
Base: All respondents. Councils asked: 18



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2014 TRAFFIC MANAGEMENT PERFORMANCE INDEX SCORES



Q2. How has Council performed on 'Traffic management' over the last 12 months?
Base: All respondents. Councils asked: 30

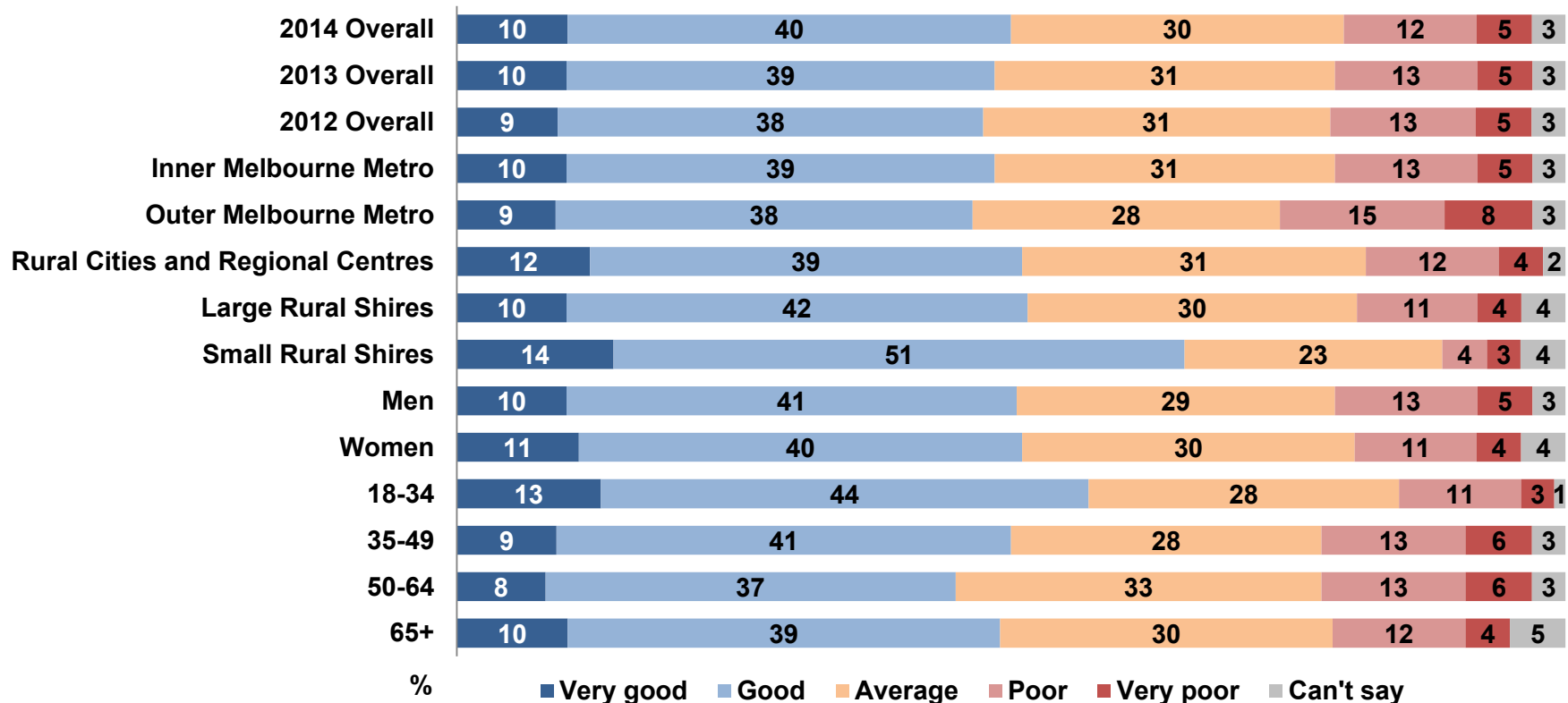
Note: please see page 6 for explanation about significant differences



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2014 TRAFFIC MANAGEMENT PERFORMANCE DETAILED PERCENTAGES



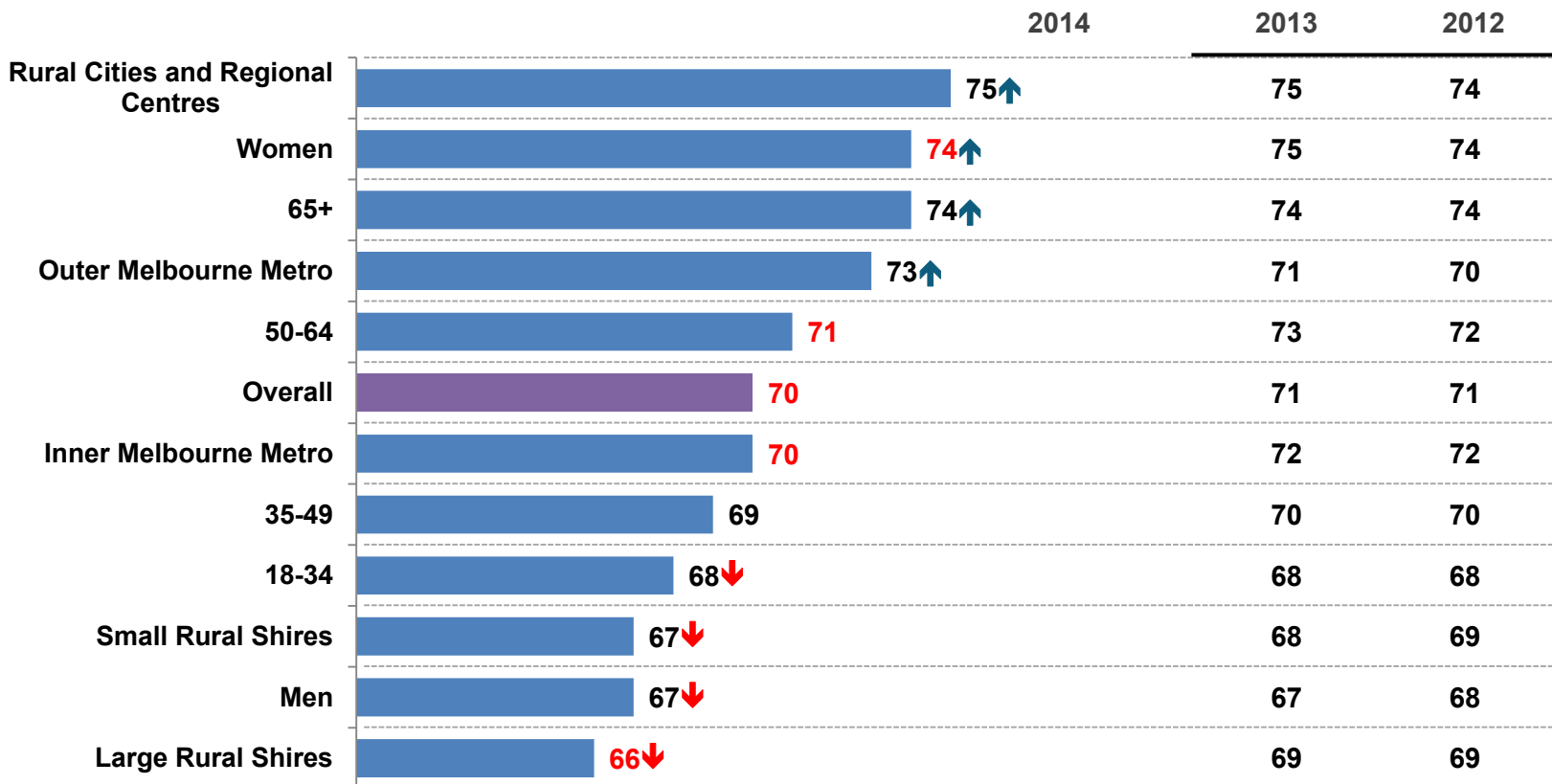
Q2. How has Council performed on 'Traffic management' over the last 12 months?
Base: All respondents. Councils asked: 30



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2014 PARKING FACILITIES IMPORTANCE INDEX SCORES



Q1. Firstly, how important should 'Parking facilities' be as a responsibility for Council?
Base: All respondents. Councils asked: 19

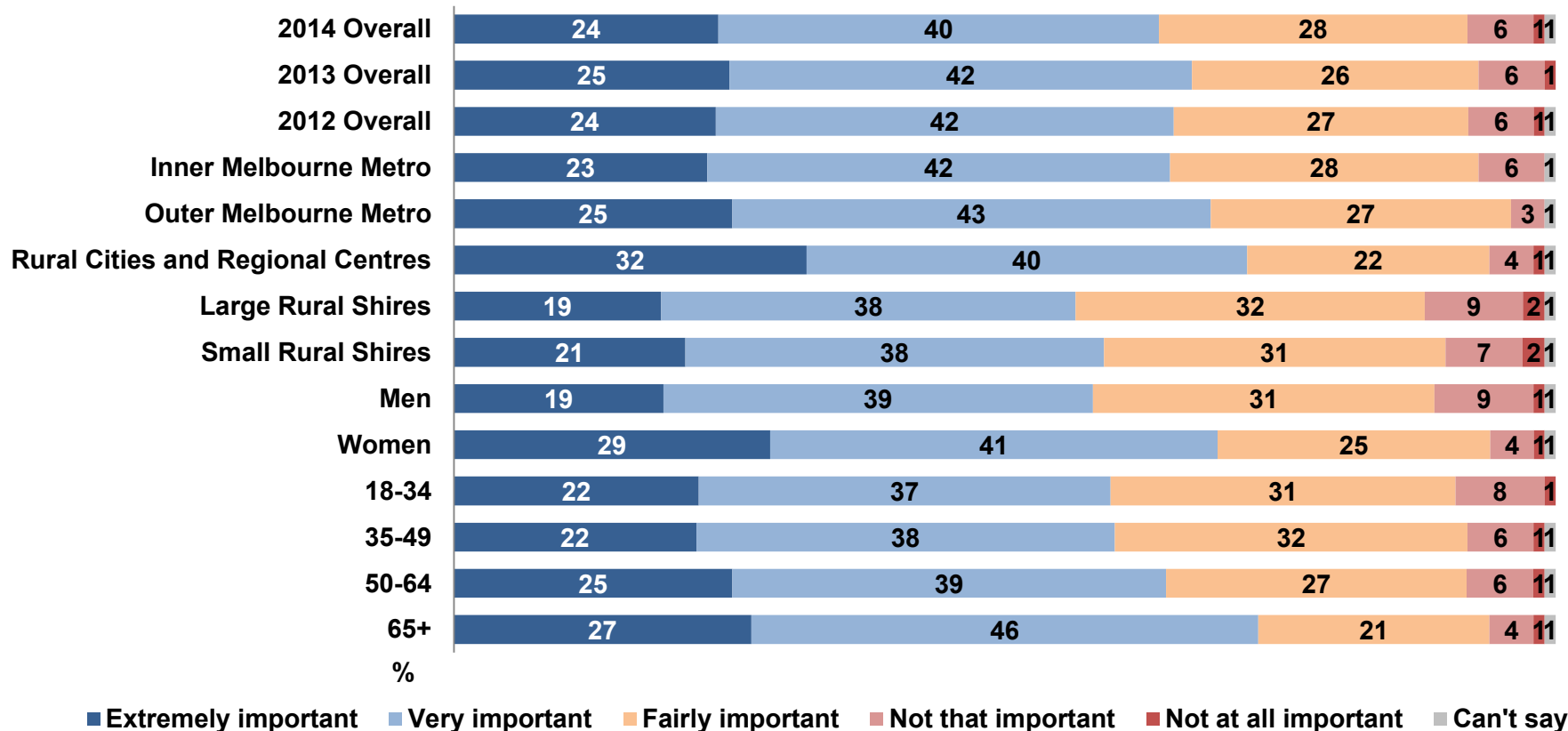
Note: please see page 6 for explanation about significant differences



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2014 PARKING FACILITIES IMPORTANCE DETAILED PERCENTAGES



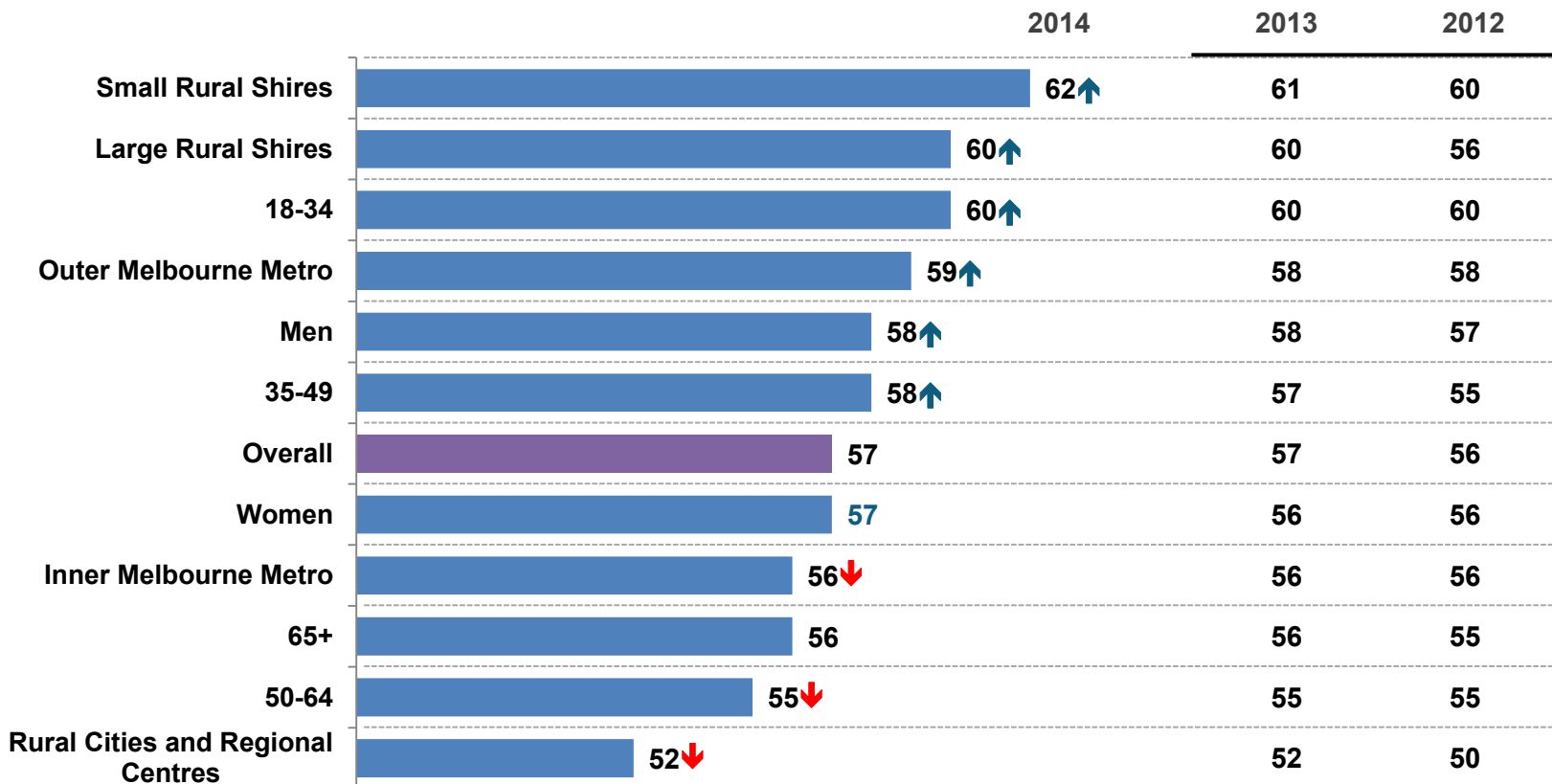
Q1. Firstly, how important should 'Parking facilities' be as a responsibility for Council?
Base: All respondents. Councils asked: 19



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2014 PARKING FACILITIES PERFORMANCE INDEX SCORES



Q2. How has Council performed on 'Parking facilities' over the last 12 months?
Base: All respondents. Councils asked: 33

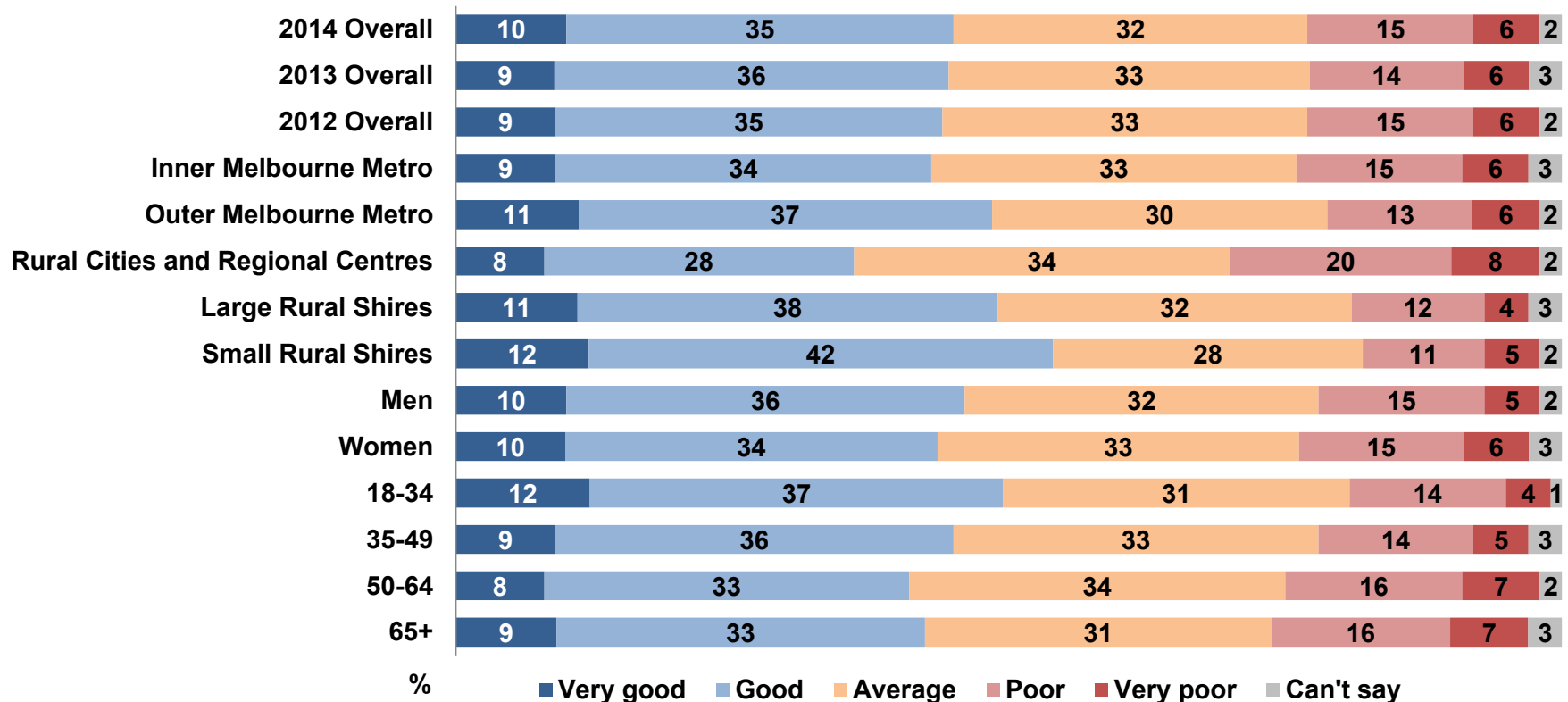
Note: please see page 6 for explanation about significant differences



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2014 PARKING FACILITIES PERFORMANCE DETAILED PERCENTAGES



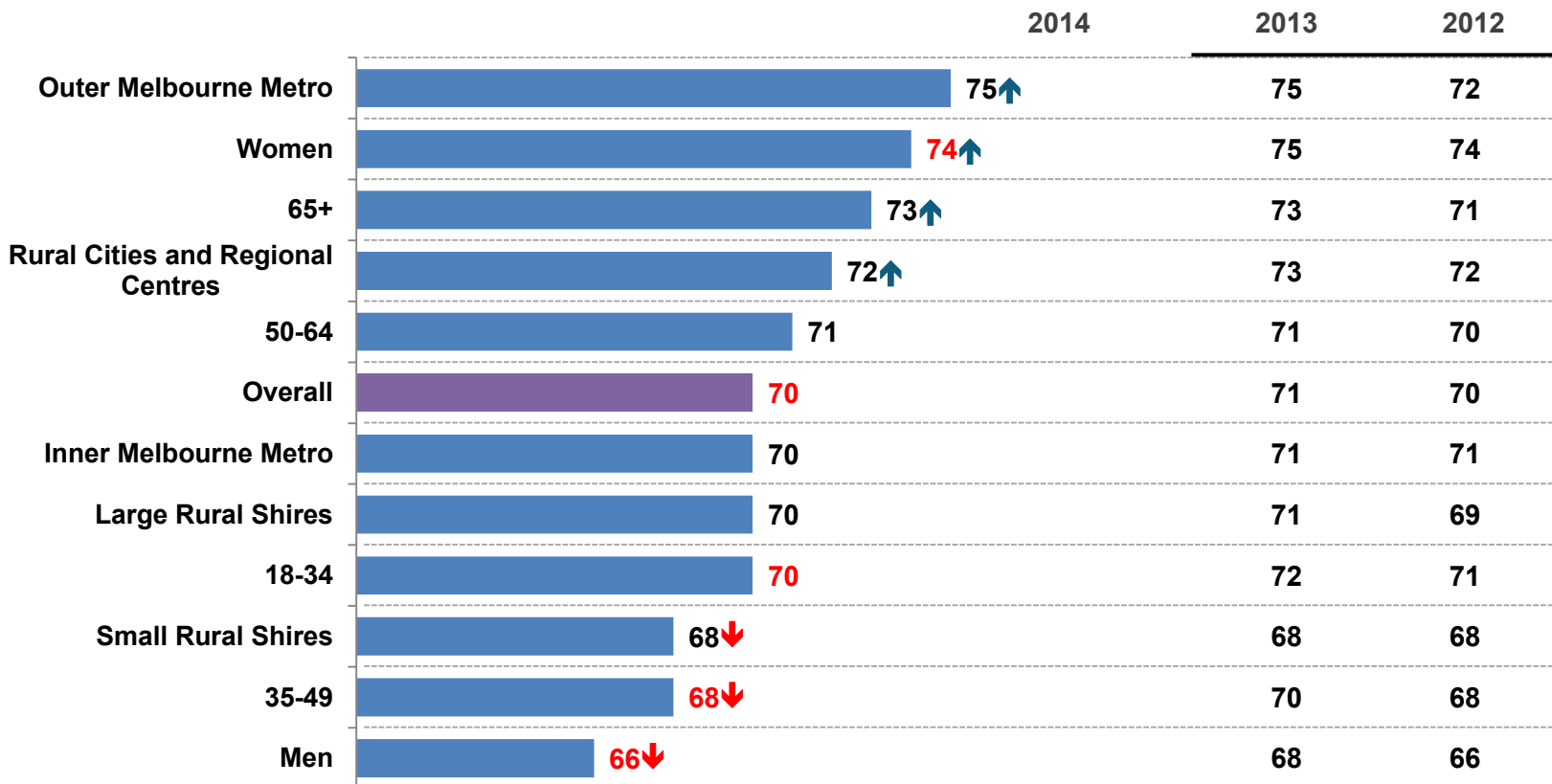
Q2. How has Council performed on 'Parking facilities' over the last 12 months?
Base: All respondents. Councils asked: 33



JWS RESEARCH

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2014 ENFORCEMENT OF LOCAL LAWS IMPORTANCE INDEX SCORES



Q1. Firstly, how important should 'Enforcement of local laws' be as a responsibility for Council?
Base: All respondents. Councils asked: 22



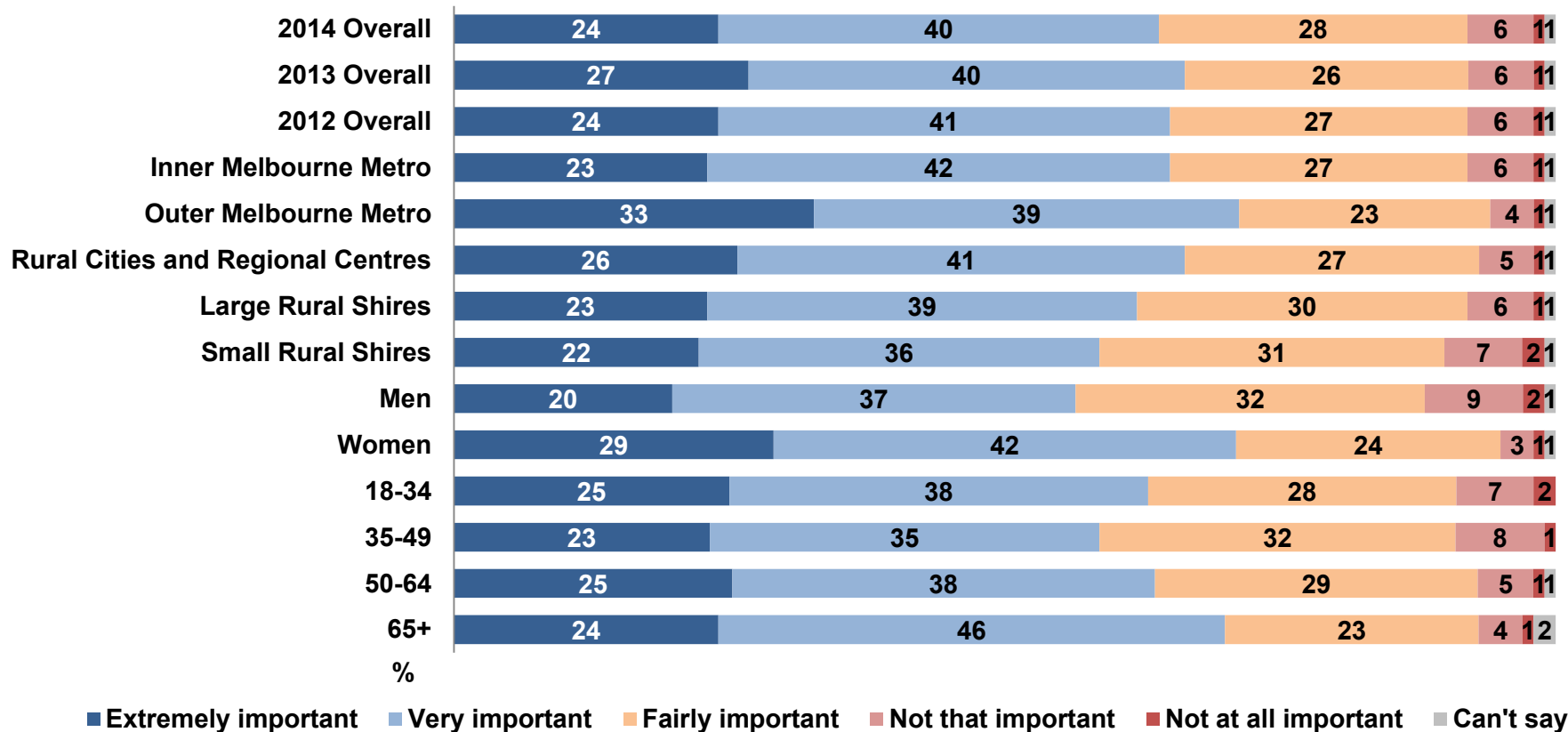
JWS RESEARCH

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Note: please see page 6 for explanation about significant differences

Local Government Community Satisfaction Survey 2014

2014 ENFORCEMENT OF LOCAL LAWS IMPORTANCE DETAILED PERCENTAGES



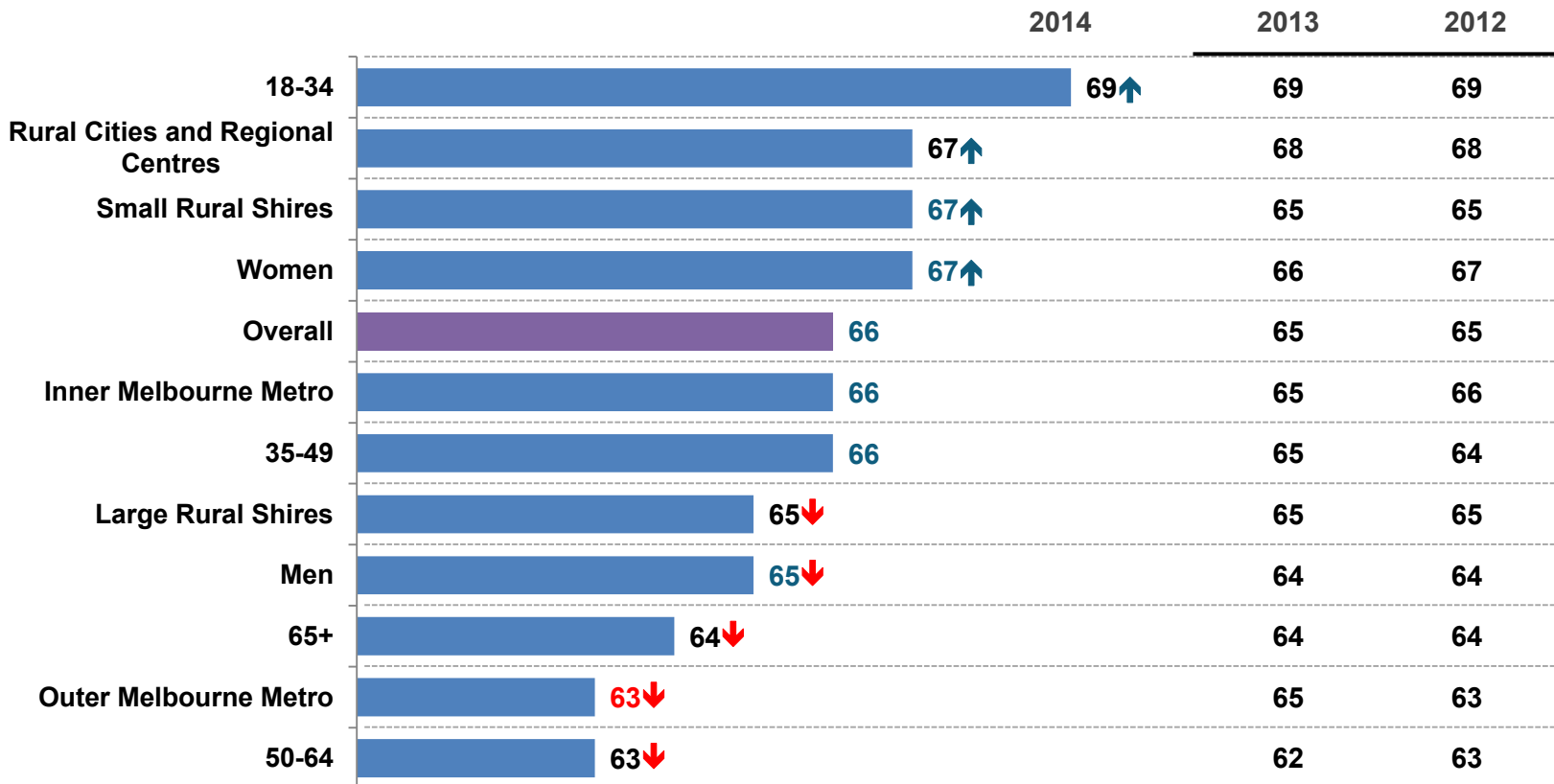
Q1. Firstly, how important should 'Enforcement of local laws' be as a responsibility for Council?
Base: All respondents. Councils asked: 22



JWS RESEARCH

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2014 ENFORCEMENT OF LOCAL LAWS PERFORMANCE INDEX SCORES



Q2. How has Council performed on 'Enforcement of local laws' over the last 12 months?
Base: All respondents. Councils asked: 40

Note: please see page 6 for explanation about significant differences

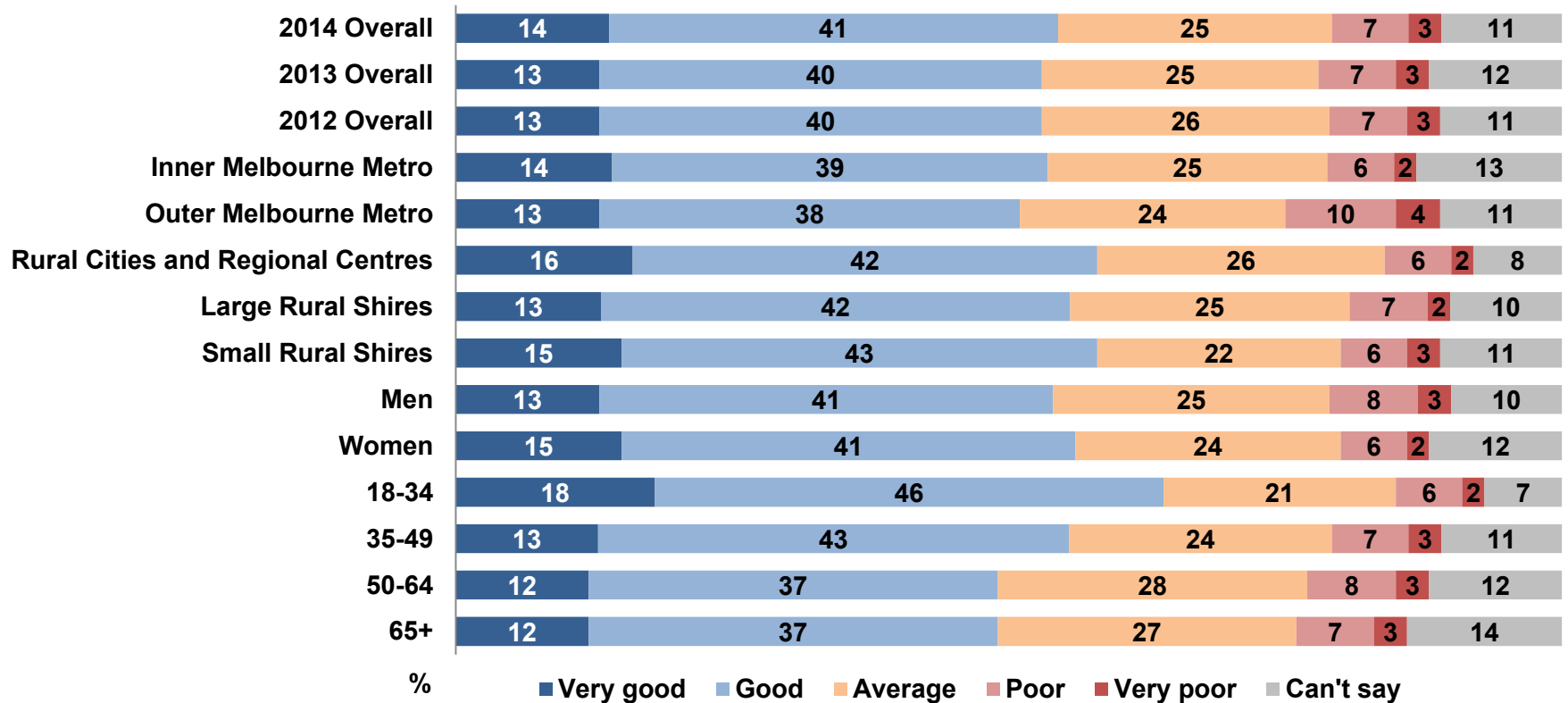


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2014 ENFORCEMENT OF LOCAL LAWS

PERFORMANCE DETAILED PERCENTAGES



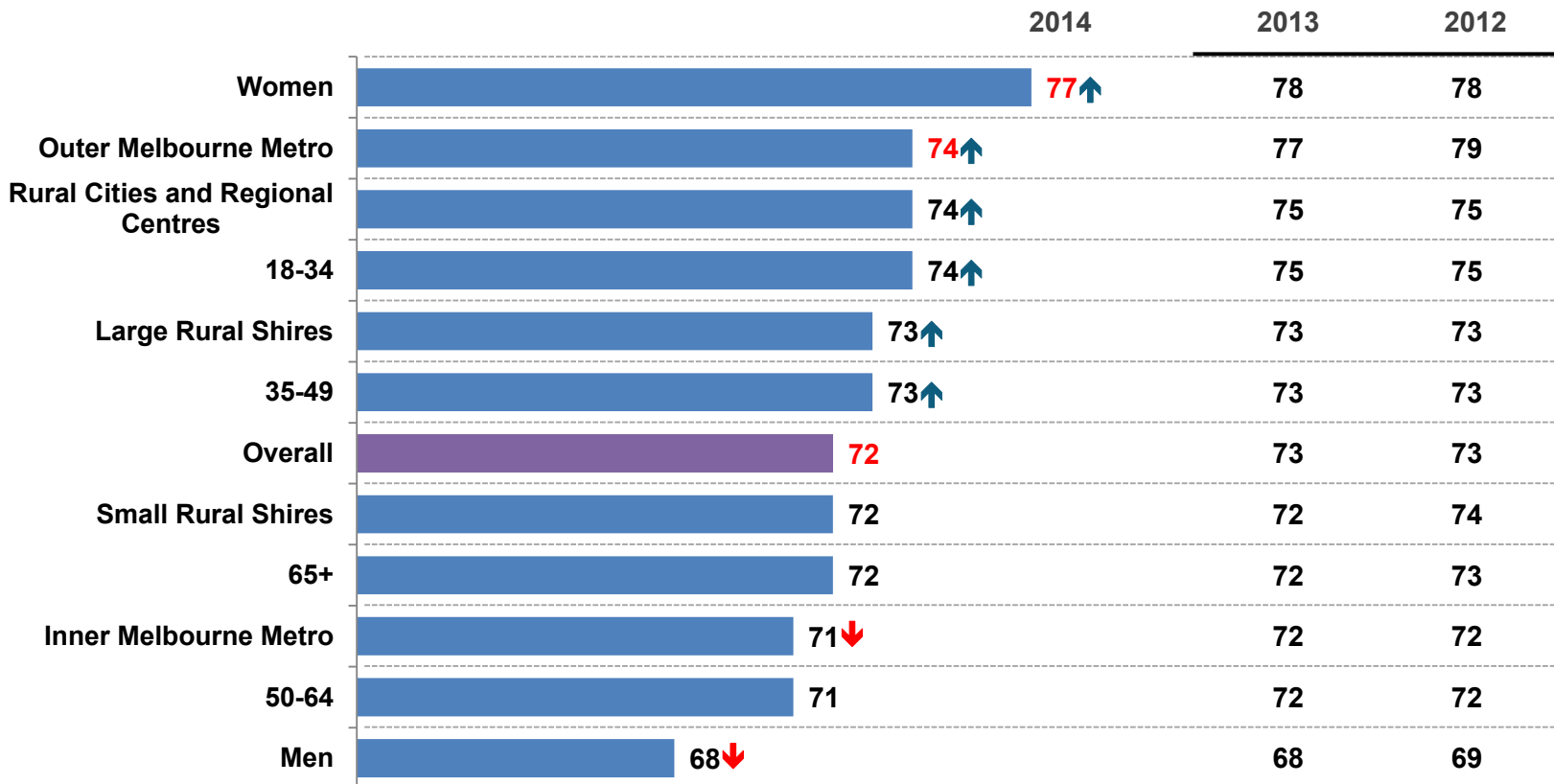
Q2. How has Council performed on 'Enforcement of local laws' over the last 12 months?
Base: All respondents. Councils asked: 40



JWS RESEARCH

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2014 FAMILY SUPPORT SERVICES IMPORTANCE INDEX SCORES



Q1. Firstly, how important should 'Family support services' be as a responsibility for Council?
Base: All respondents. Councils asked: 27



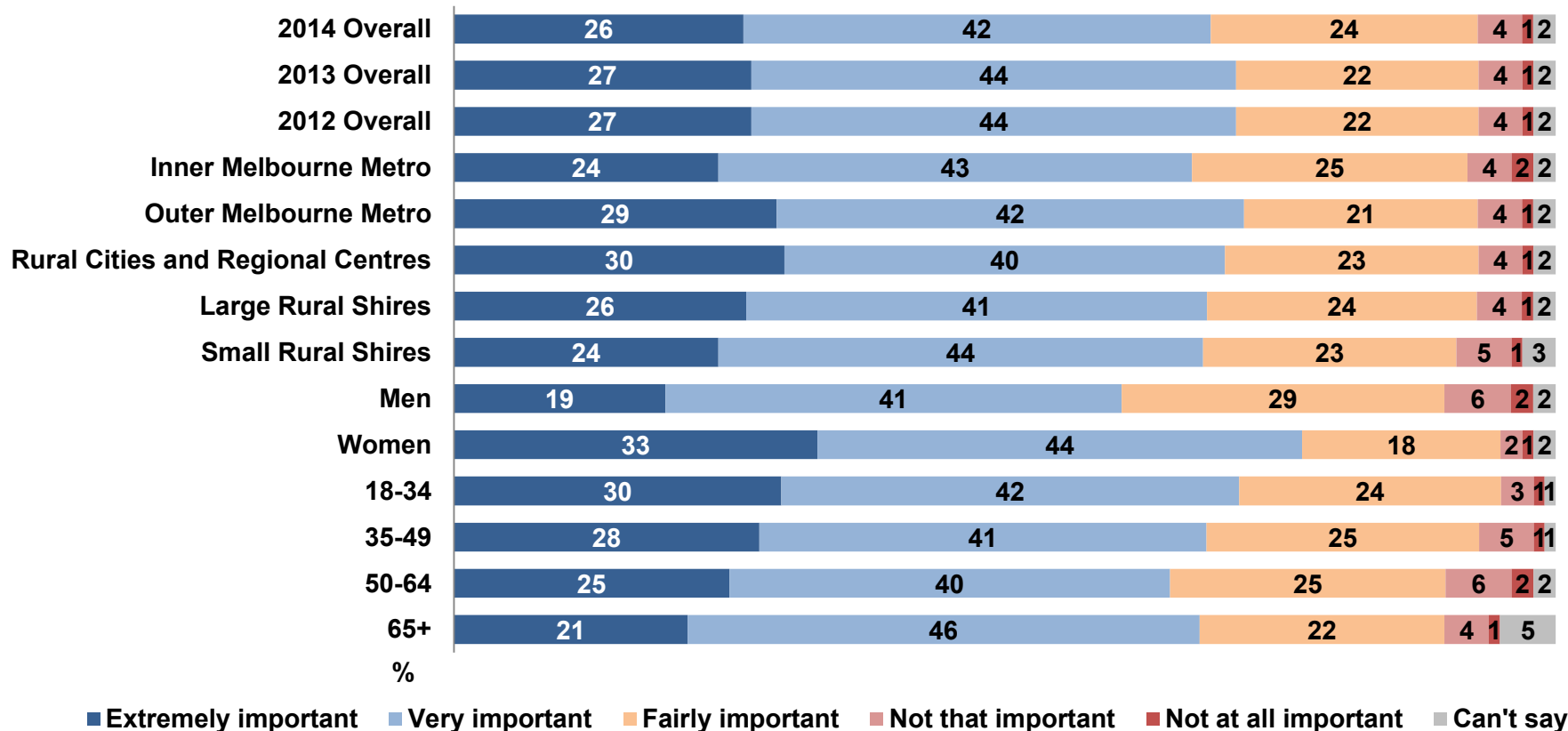
JWS RESEARCH

92

Note: please see page 6 for explanation about significant differences

Local Government Community Satisfaction Survey 2014

2014 FAMILY SUPPORT SERVICES IMPORTANCE DETAILED PERCENTAGES



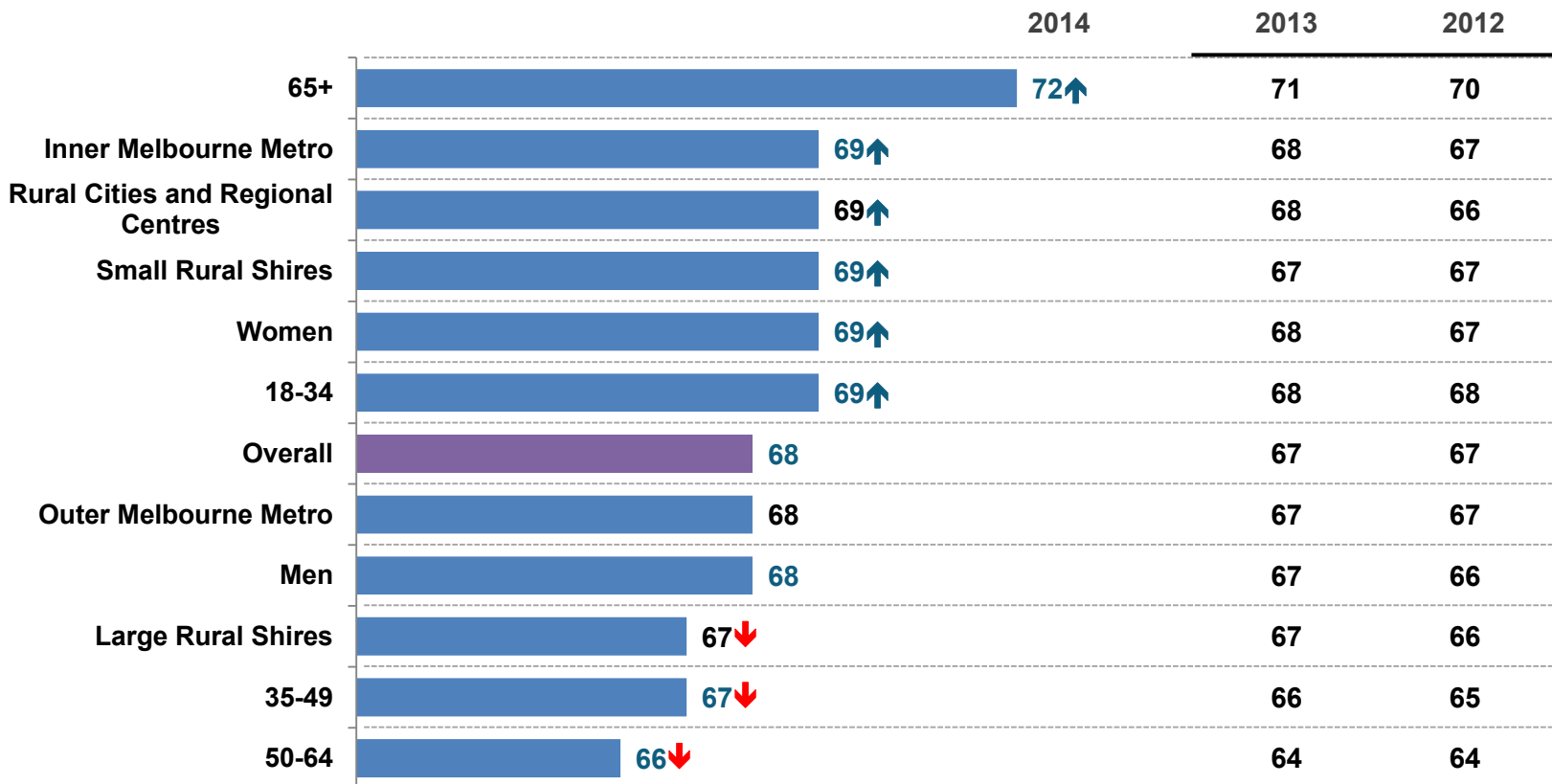
Q1. Firstly, how important should 'Family support services' be as a responsibility for Council?
Base: All respondents. Councils asked: 27



J W S R E S E A R C H

93

2014 FAMILY SUPPORT SERVICES PERFORMANCE INDEX SCORES



Q2. How has Council performed on 'Family support services' over the last 12 months?
Base: All respondents. Councils asked: 44



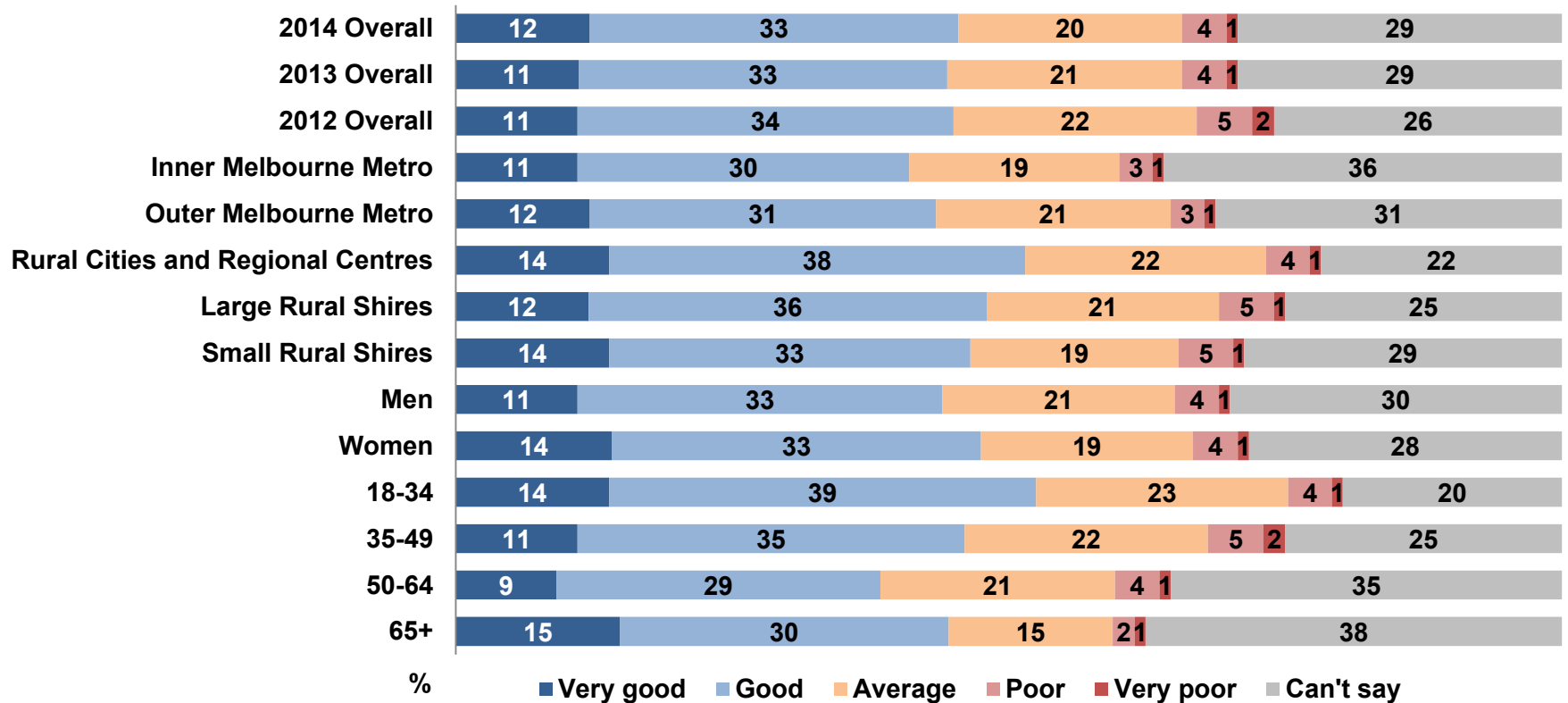
JWS RESEARCH

94

Note: please see page 6 for explanation about significant differences

Local Government Community Satisfaction Survey 2014

2014 FAMILY SUPPORT SERVICES PERFORMANCE DETAILED PERCENTAGES



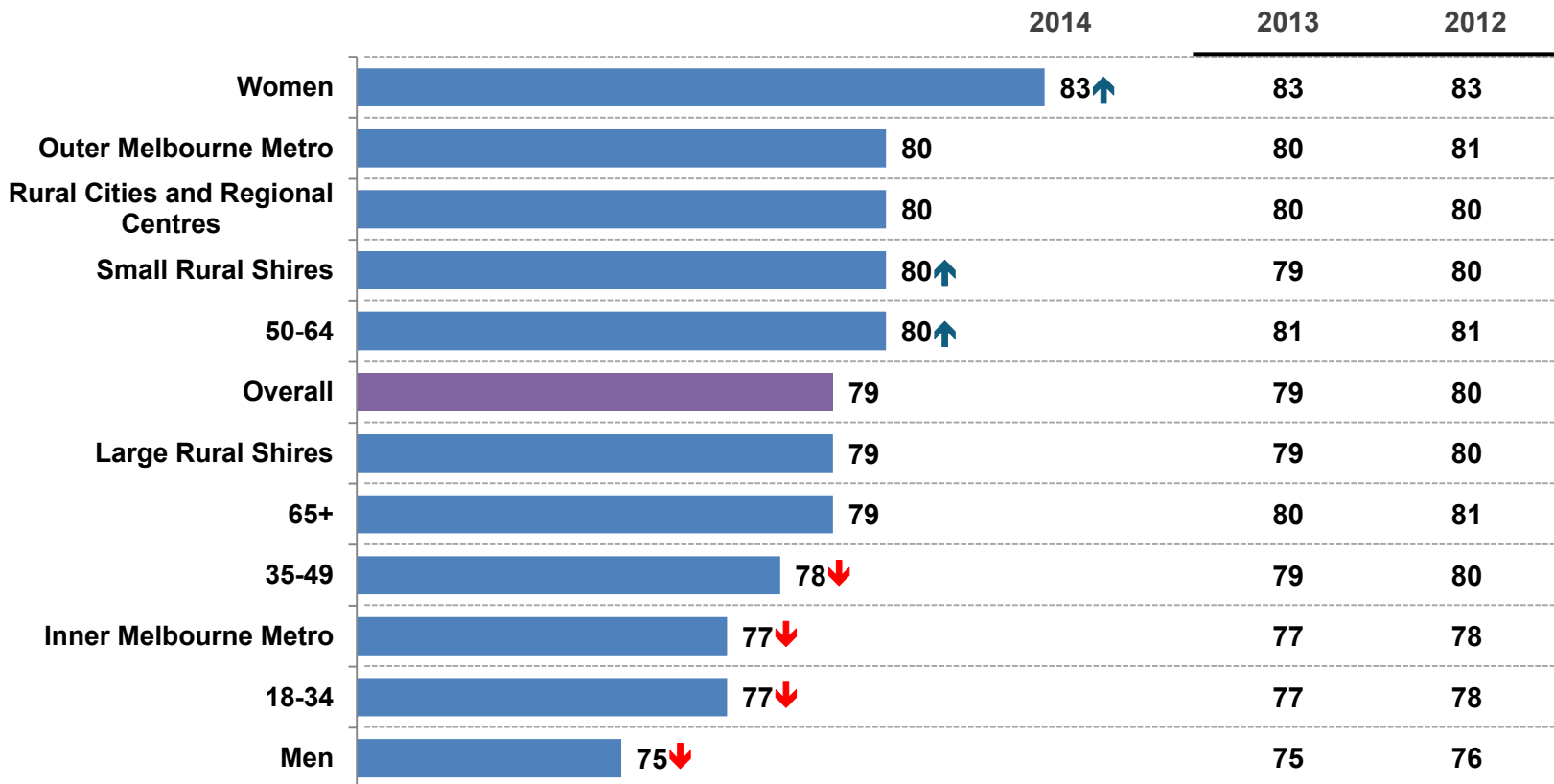
Q2. How has Council performed on 'Family support services' over the last 12 months?
Base: All respondents. Councils asked: 44



J W S R E S E A R C H

95

2014 ELDERLY SUPPORT SERVICES IMPORTANCE INDEX SCORES



Q1. Firstly, how important should 'Elderly support services' be as a responsibility for Council?
Base: All respondents. Councils asked: 25



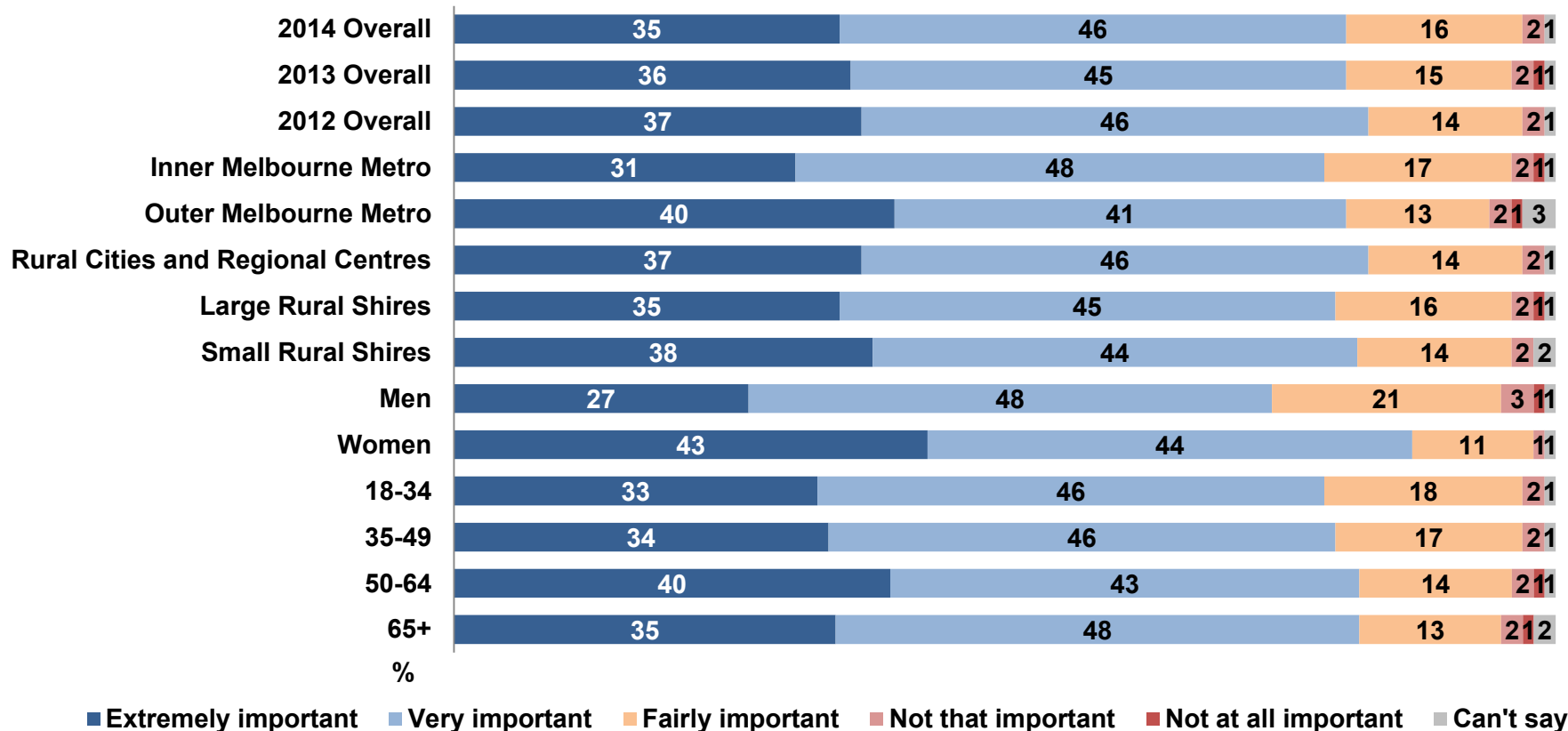
JWS RESEARCH

96

Note: please see page 6 for explanation about significant differences

Local Government Community Satisfaction Survey 2014

2014 ELDERLY SUPPORT SERVICES IMPORTANCE DETAILED PERCENTAGES



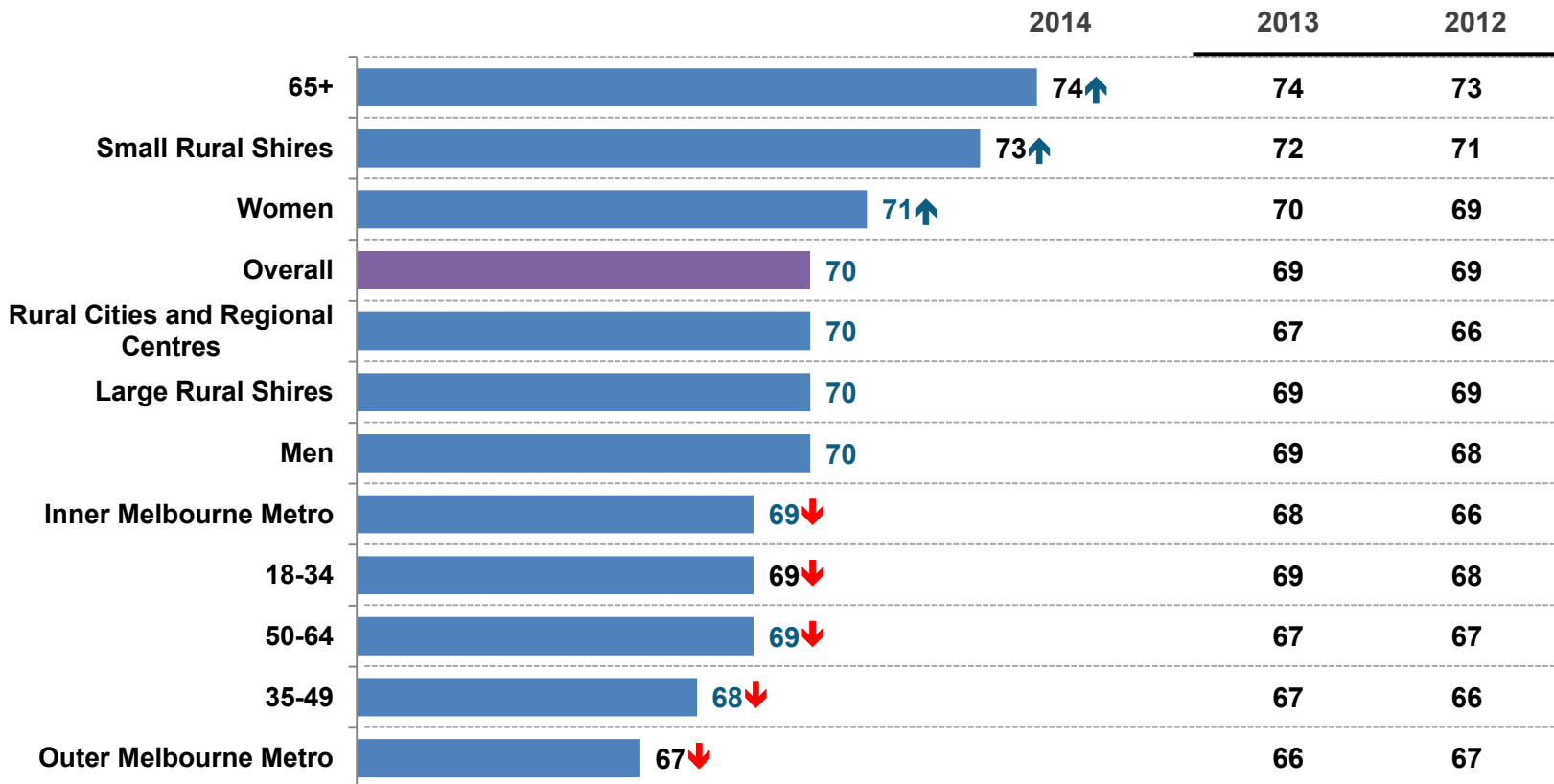
Q1. Firstly, how important should 'Elderly support services' be as a responsibility for Council?
Base: All respondents. Councils asked: 25



JWS RESEARCH

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2014 ELDERLY SUPPORT SERVICES PERFORMANCE INDEX SCORES



Q2. How has Council performed on 'Elderly support services' over the last 12 months?
Base: All respondents. Councils asked: 44



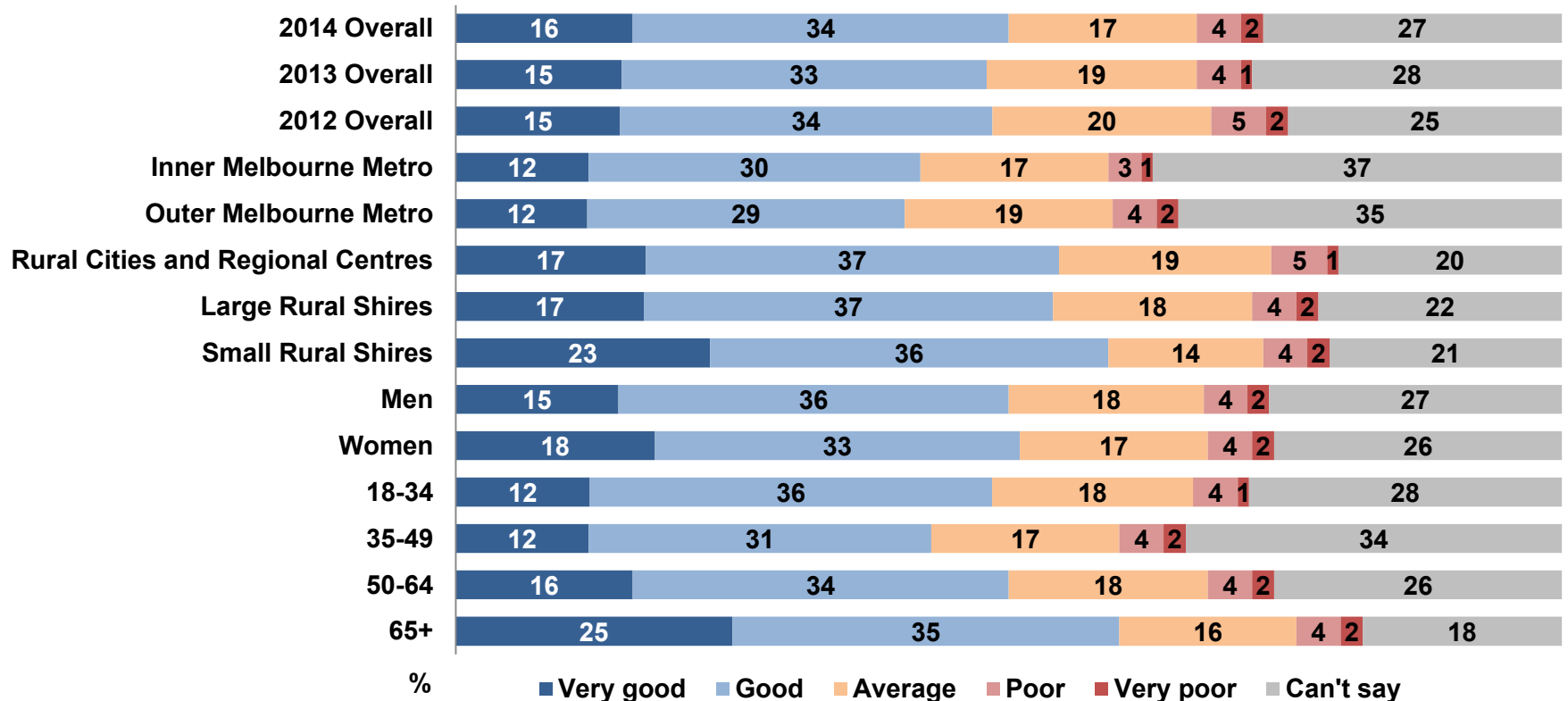
JWS RESEARCH

98

Note: please see page 6 for explanation about significant differences

Local Government Community Satisfaction Survey 2014

2014 ELDERLY SUPPORT SERVICES PERFORMANCE DETAILED PERCENTAGES



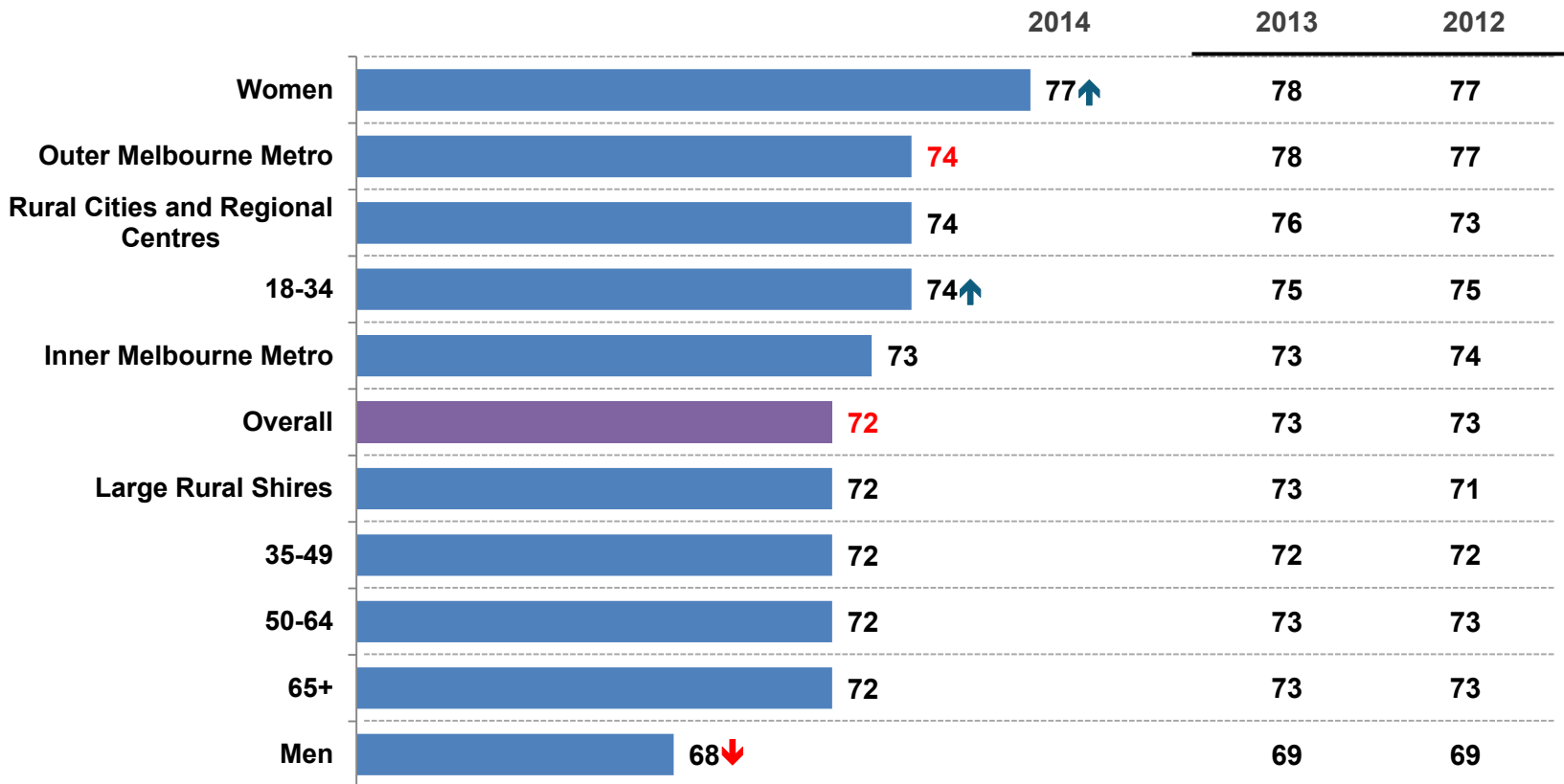
Q2. How has Council performed on 'Elderly support services' over the last 12 months?
Base: All respondents. Councils asked: 44



J W S R E S E A R C H

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2014 DISADVANTAGED SUPPORT SERVICES IMPORTANCE INDEX SCORES



Q1. Firstly, how important should 'Disadvantaged support services' be as a responsibility for Council?

Base: All respondents. Councils asked: 11



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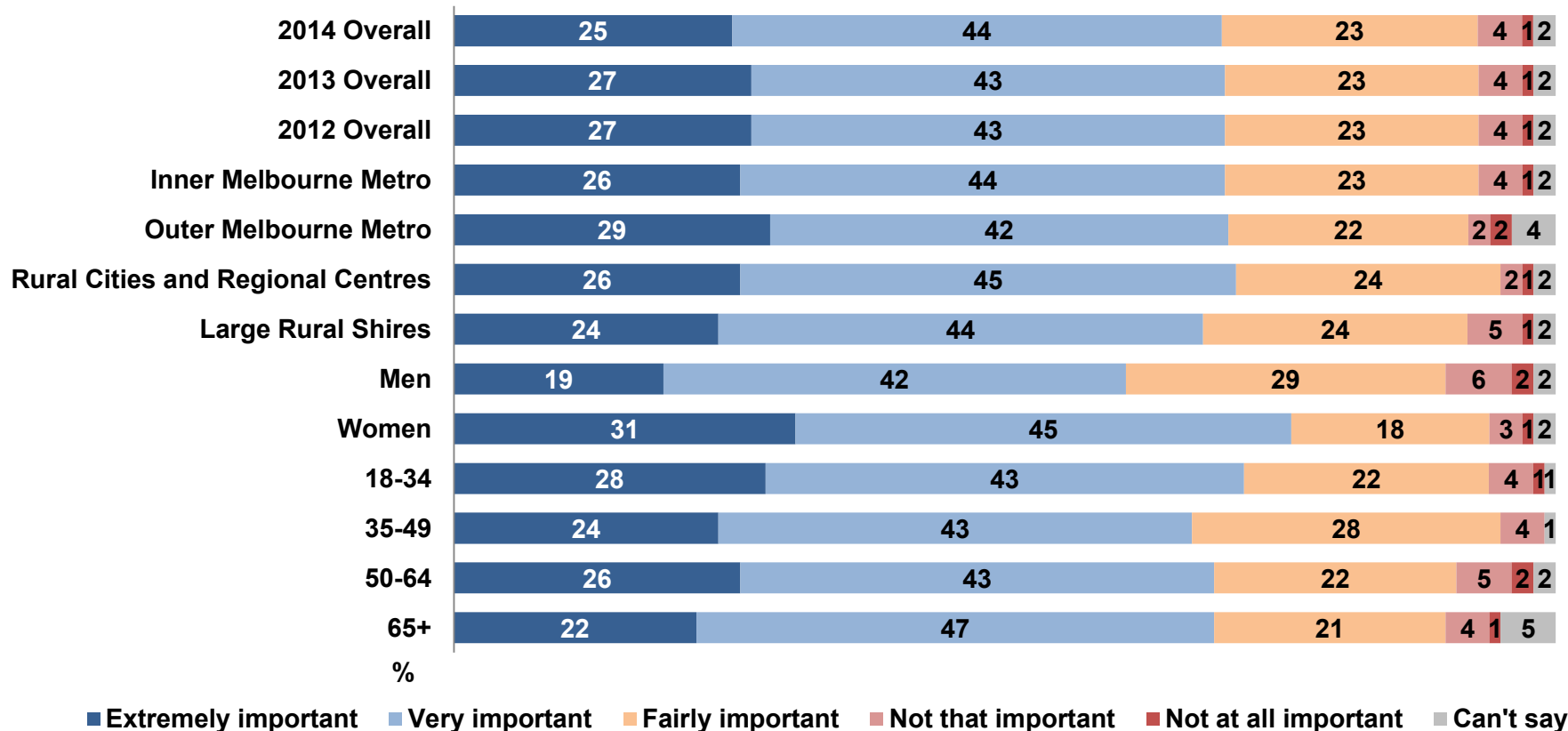
100

Note: please see page 6 for explanation about significant differences

Note: question not asked by any Small Rural Shires

Local Government Community Satisfaction Survey 2014

2014 DISADVANTAGED SUPPORT SERVICES IMPORTANCE DETAILED PERCENTAGES



Q1. Firstly, how important should 'Disadvantaged support services' be as a responsibility for Council?
Base: All respondents. Councils asked: 11

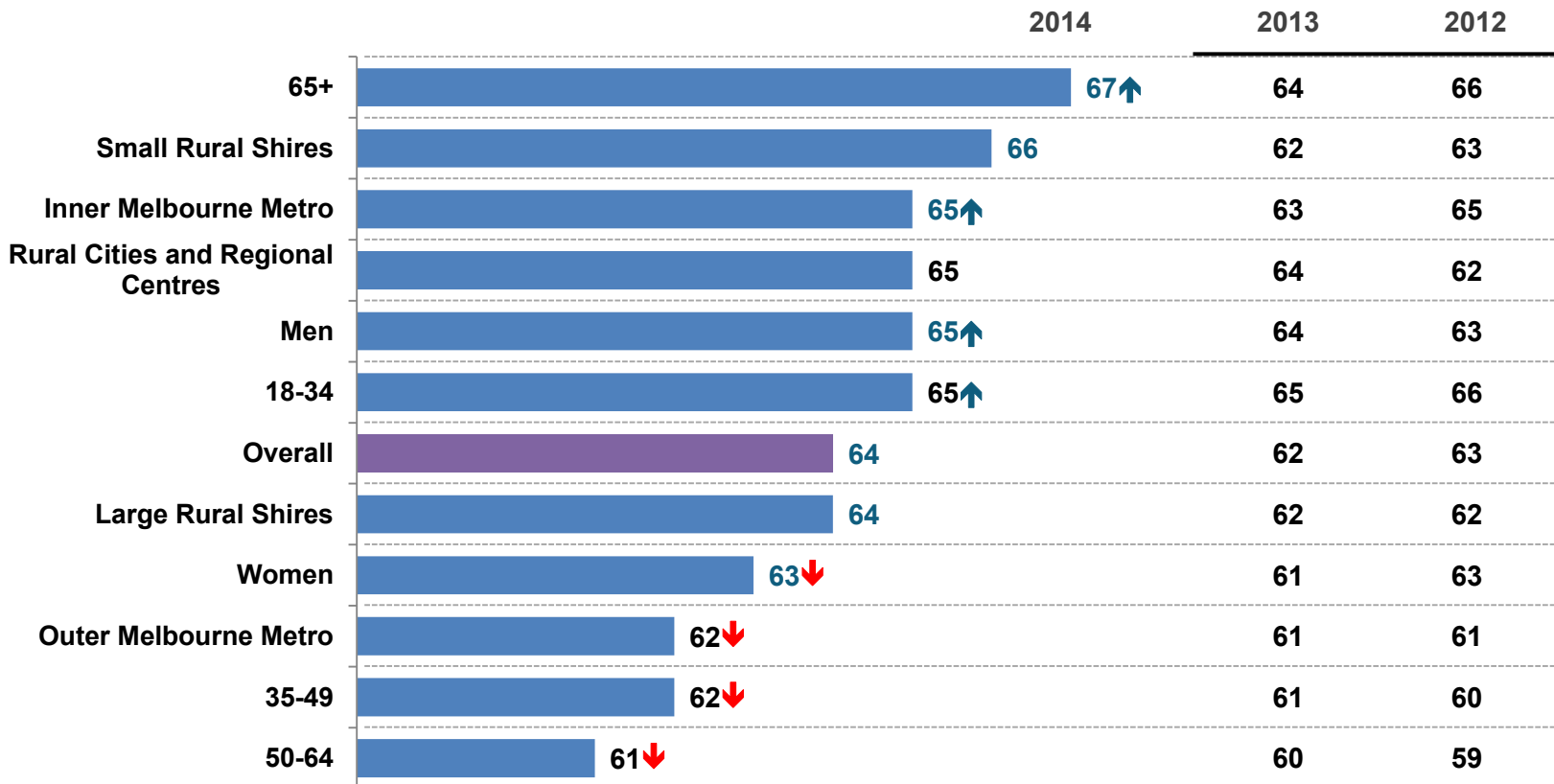
Note: question not asked by any Small Rural Shires



JWS RESEARCH

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2014 DISADVANTAGED SUPPORT SERVICES PERFORMANCE INDEX SCORES



Q2. How has Council performed on 'Disadvantaged support services' over the last 12 months?
Base: All respondents. Councils asked: 22



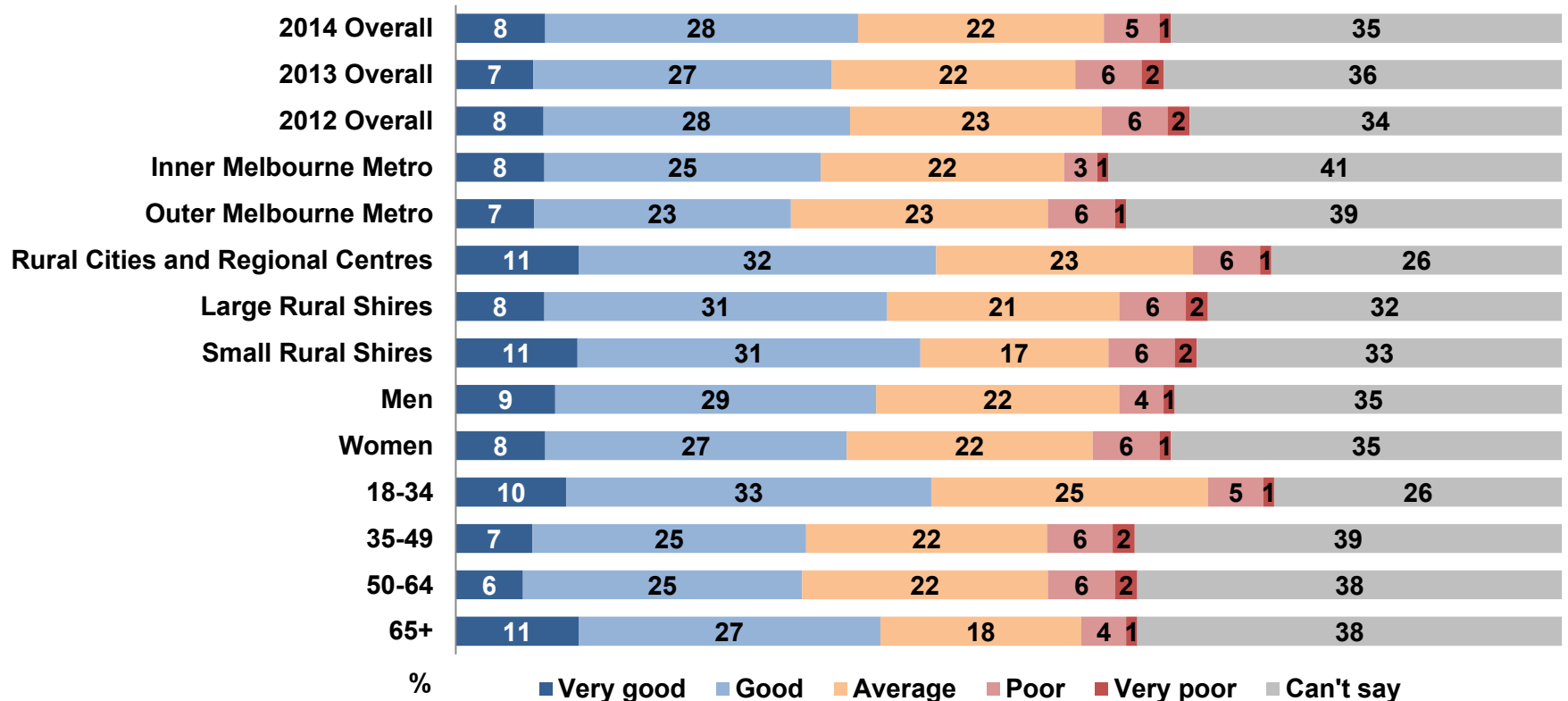
JWS RESEARCH

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Note: please see page 6 for explanation about significant differences

Local Government Community Satisfaction Survey 2014

2014 DISADVANTAGED SUPPORT SERVICES PERFORMANCE DETAILED PERCENTAGES



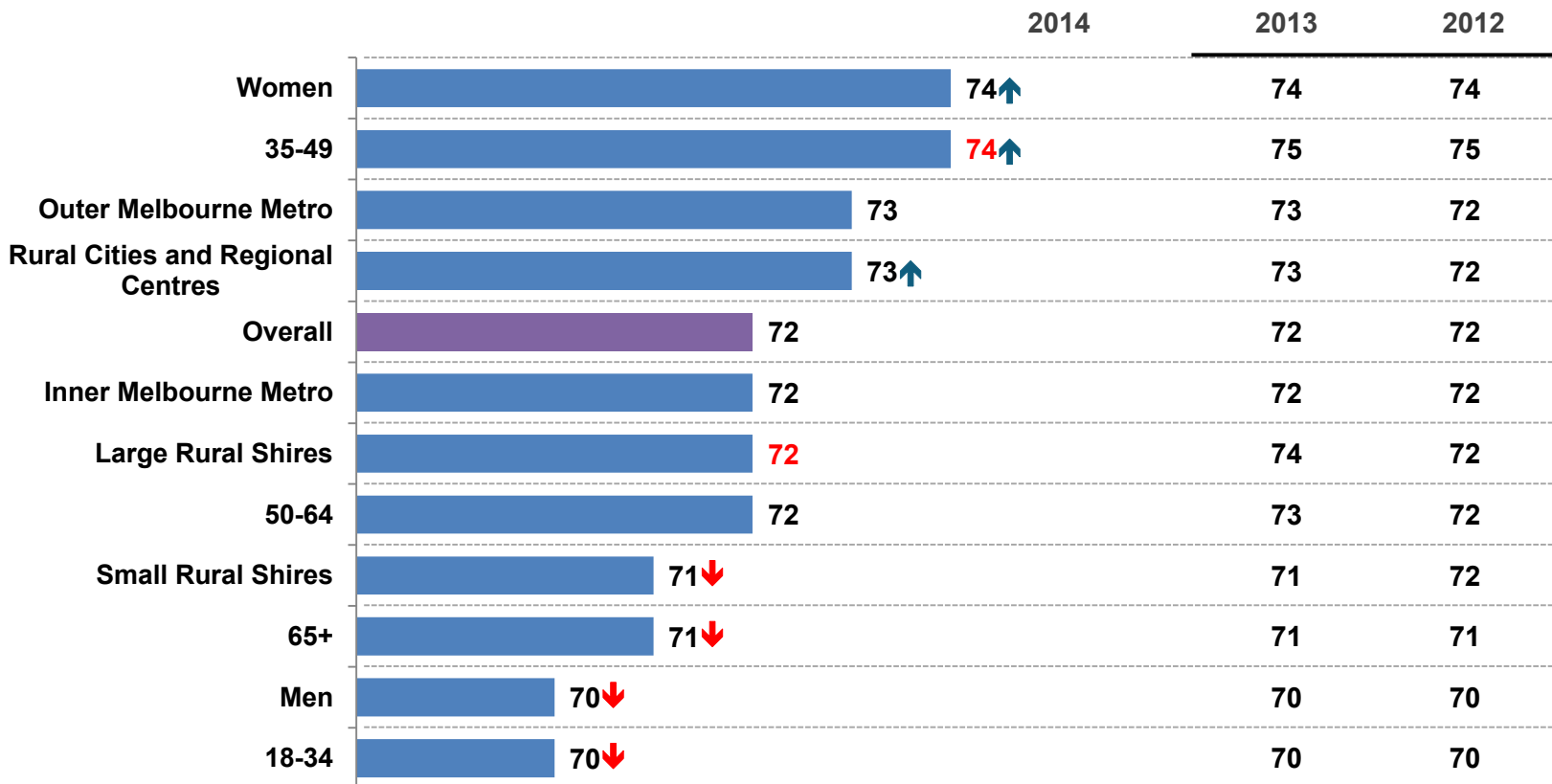
Q2. How has Council performed on 'Disadvantaged support services' over the last 12 months?
Base: All respondents. Councils asked: 22



JWS RESEARCH

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2014 RECREATIONAL FACILITIES IMPORTANCE INDEX SCORES



Q1. Firstly, how important should 'Recreational facilities' be as a responsibility for Council?
Base: All respondents. Councils asked: 30



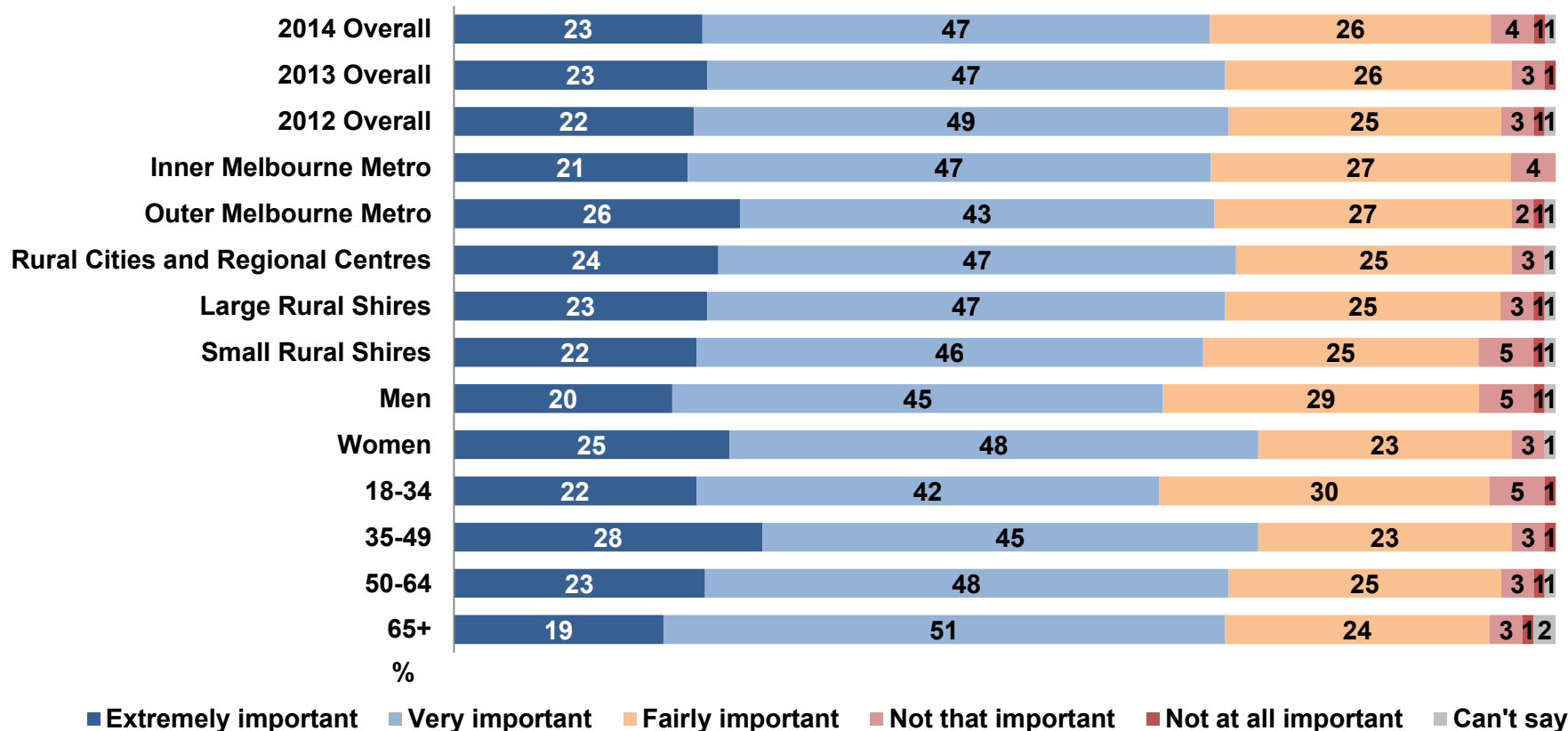
JWS RESEARCH

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Note: please see page 6 for explanation about significant differences

Local Government Community Satisfaction Survey 2014

2014 RECREATIONAL FACILITIES IMPORTANCE DETAILED PERCENTAGES



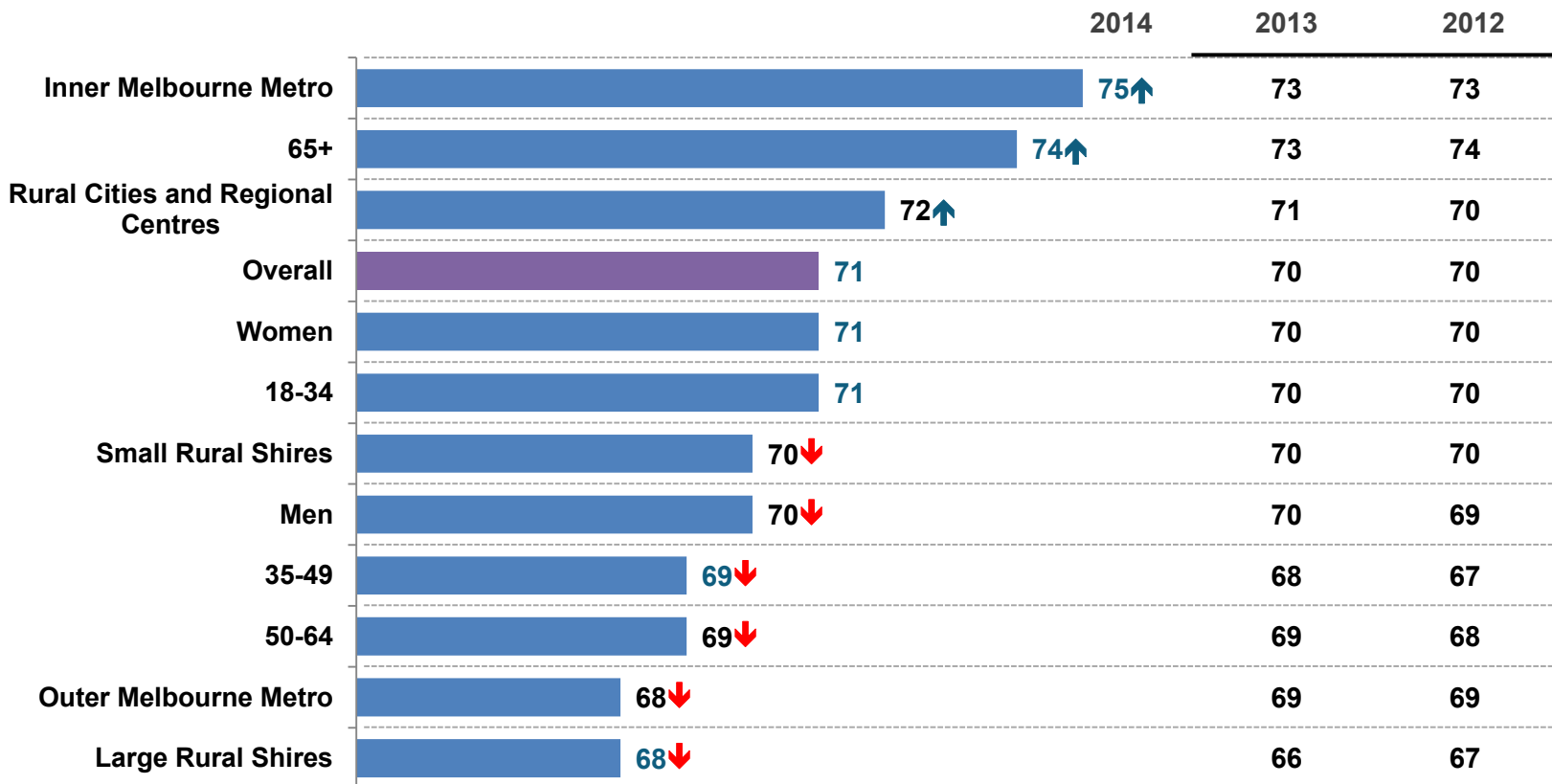
Q1. Firstly, how important should 'Recreational facilities' be as a responsibility for Council?
Base: All respondents. Councils asked: 30



JWS RESEARCH

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2014 RECREATIONAL FACILITIES PERFORMANCE INDEX SCORES



Q2. How has Council performed on 'Recreational facilities' over the last 12 months?

Base: All respondents. Councils asked: 50

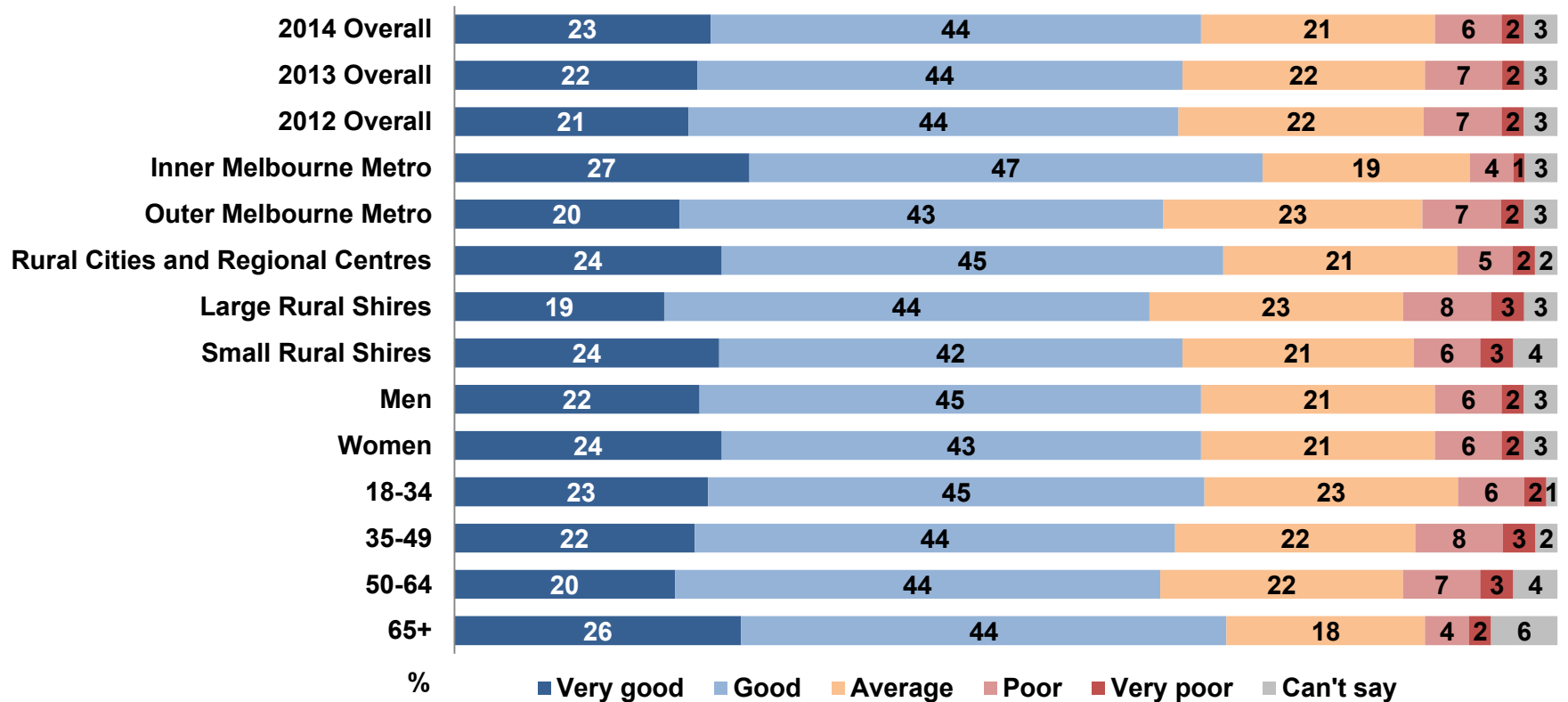


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Note: please see page 6 for explanation about significant differences

2014 RECREATIONAL FACILITIES PERFORMANCE DETAILED PERCENTAGES



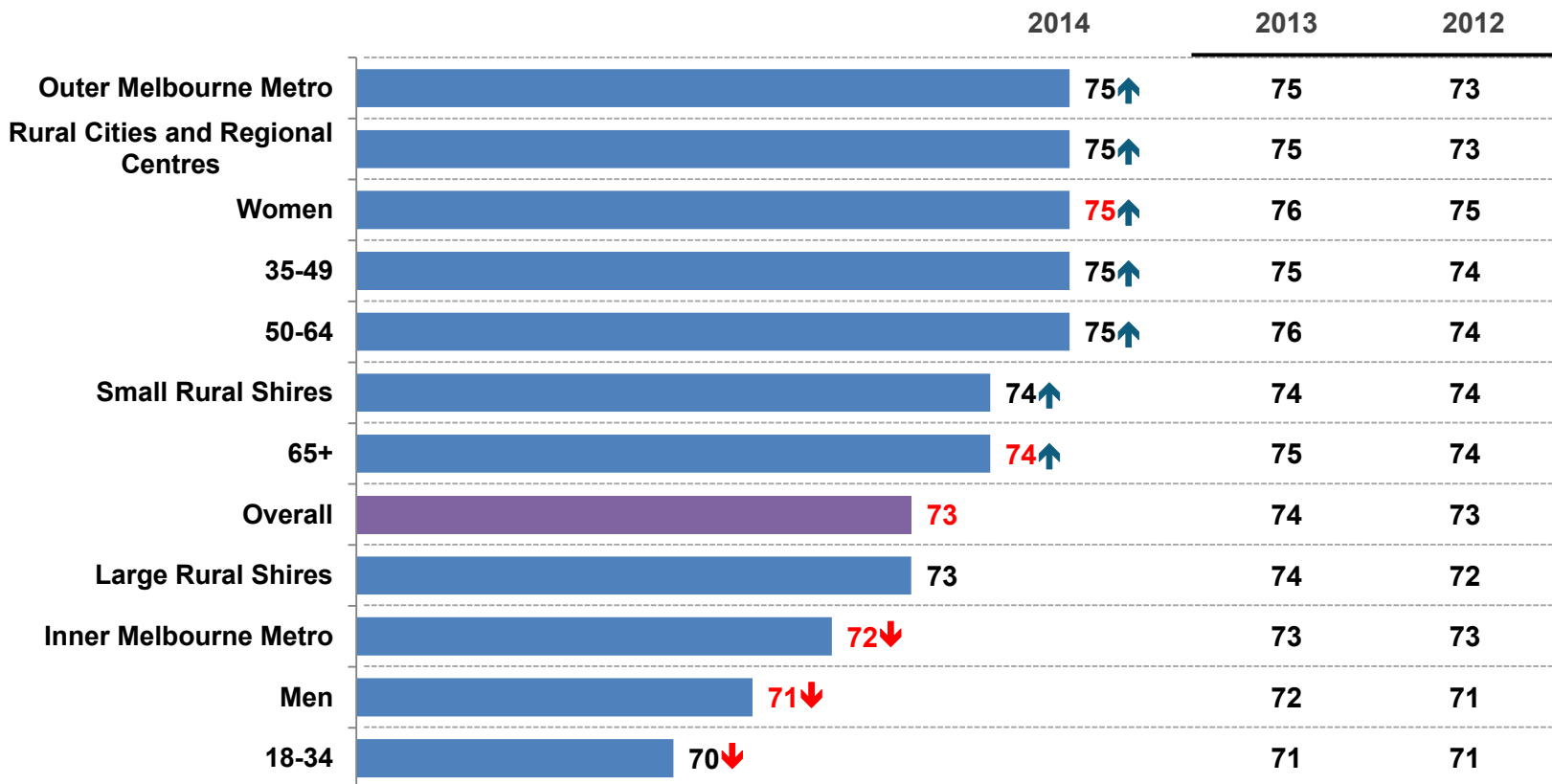
Q2. How has Council performed on 'Recreational facilities' over the last 12 months?
Base: All respondents. Councils asked: 50



JWS RESEARCH

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2014 THE APPEARANCE OF PUBLIC AREAS IMPORTANCE INDEX SCORES



Q1. Firstly, how important should 'The appearance of public areas' be as a responsibility for Council?
Base: All respondents. Councils asked: 28



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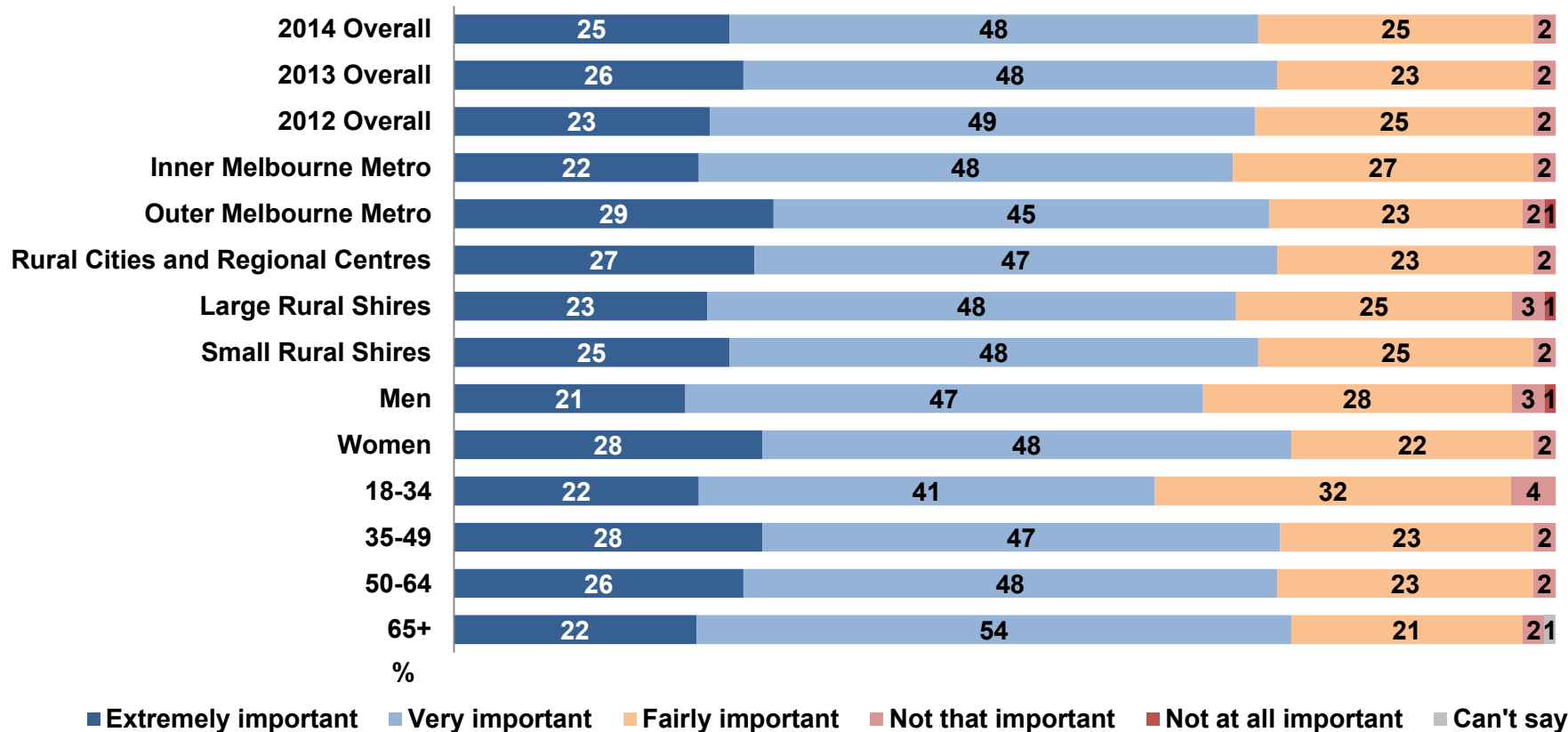
108

Note: please see page 6 for explanation about significant differences

Local Government Community Satisfaction Survey 2014

2014 THE APPEARANCE OF PUBLIC AREAS

IMPORTANCE DETAILED PERCENTAGES



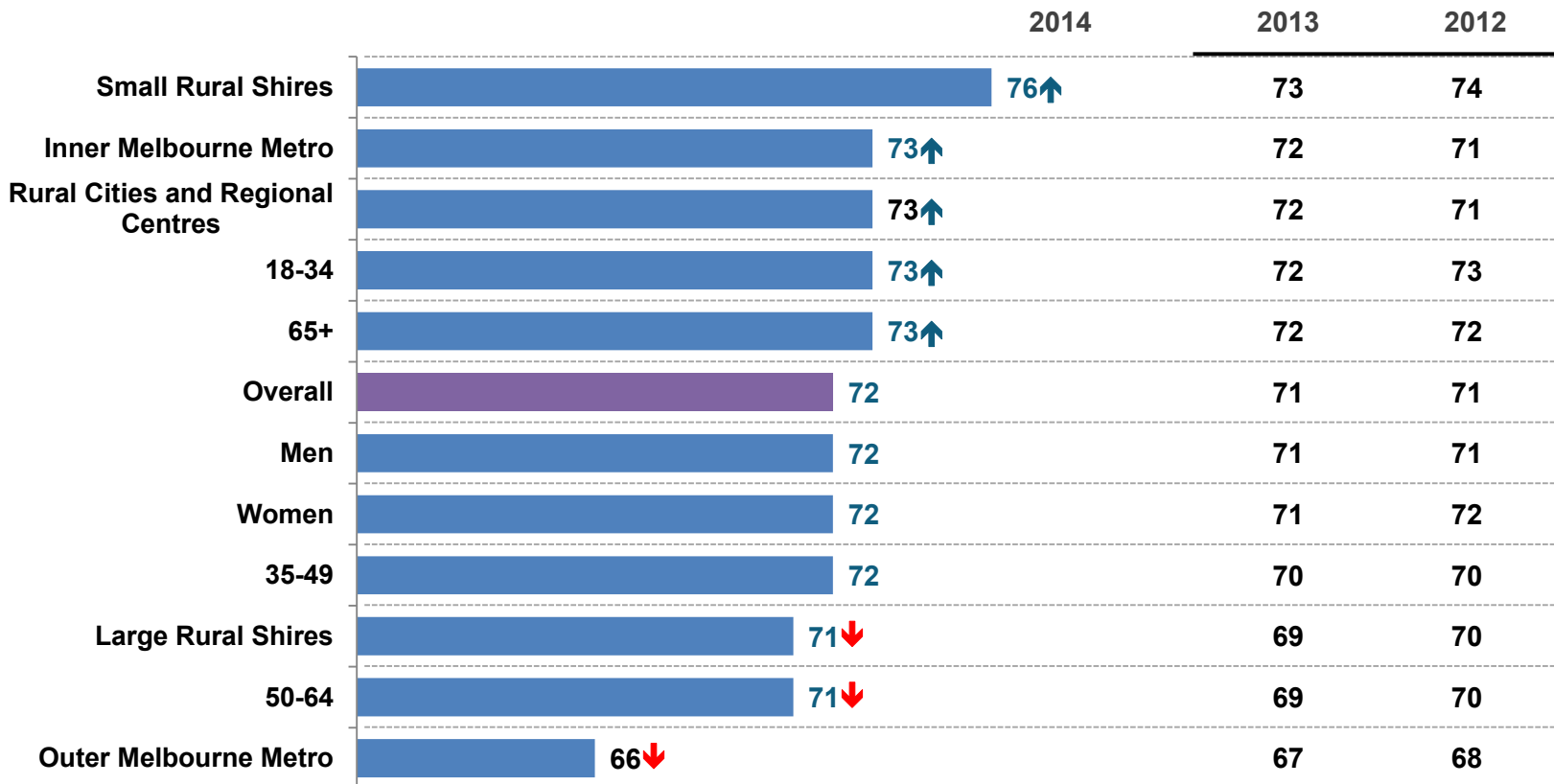
Q1. Firstly, how important should 'The appearance of public areas' be as a responsibility for Council?
 Base: All respondents. Councils asked: 28



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2014 THE APPEARANCE OF PUBLIC AREAS PERFORMANCE INDEX SCORES



Q2. How has Council performed on 'The appearance of public areas' over the last 12 months?
Base: All respondents. Councils asked: 43



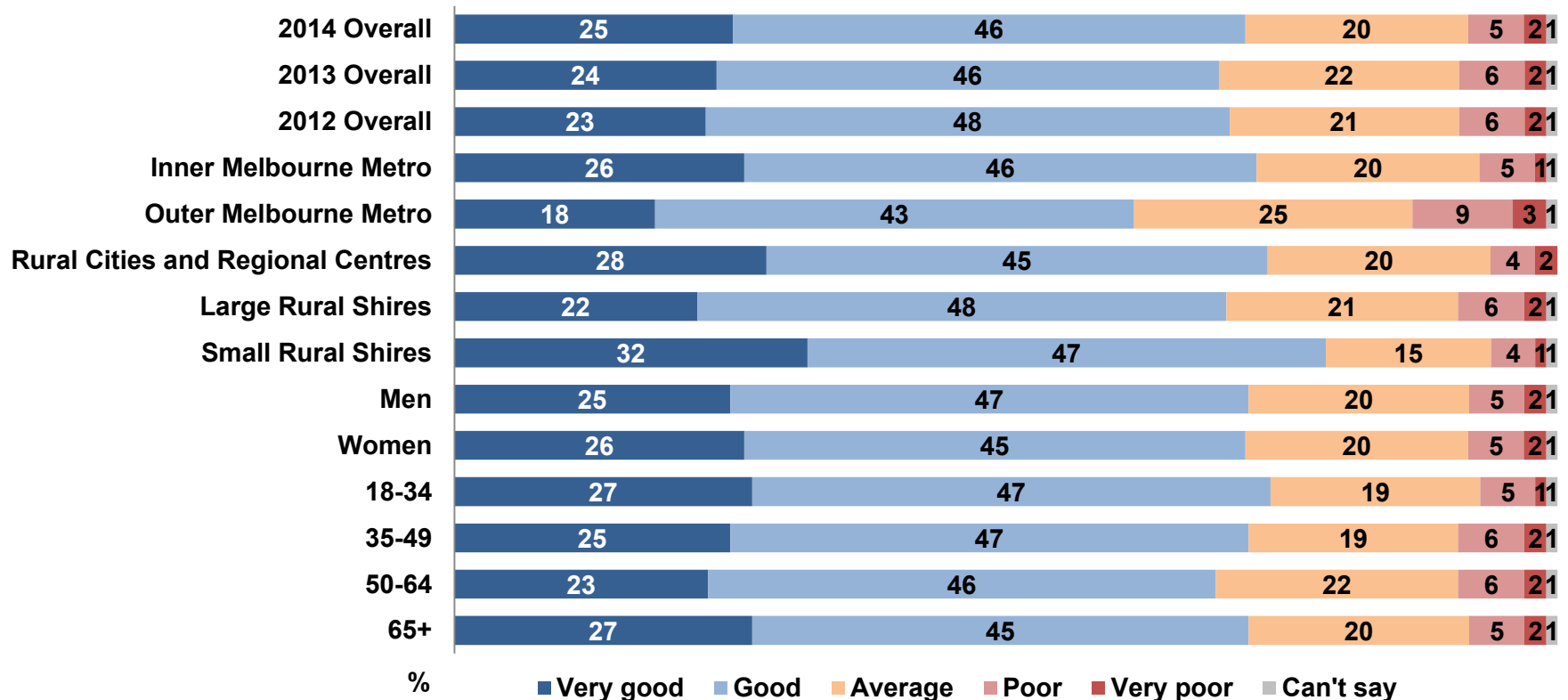
JWS RESEARCH

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Note: please see page 6 for explanation about significant differences

Local Government Community Satisfaction Survey 2014

2014 THE APPEARANCE OF PUBLIC AREAS PERFORMANCE DETAILED PERCENTAGES



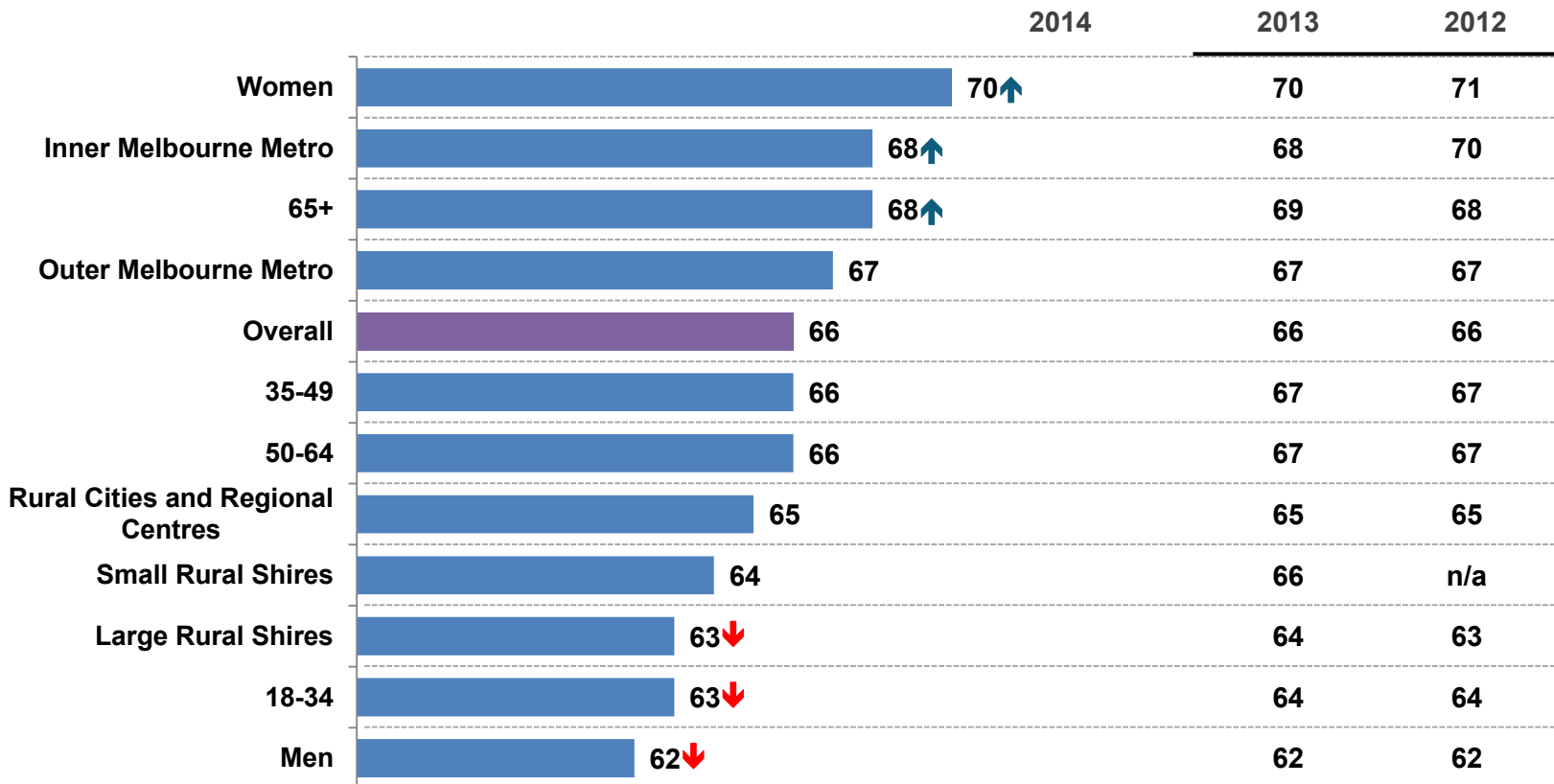
Q2. How has Council performed on 'The appearance of public areas' over the last 12 months?
Base: All respondents. Councils asked: 43



JWS RESEARCH

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2014 ART CENTRES AND LIBRARIES IMPORTANCE INDEX SCORES



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

Base: All respondents. Councils asked: 19



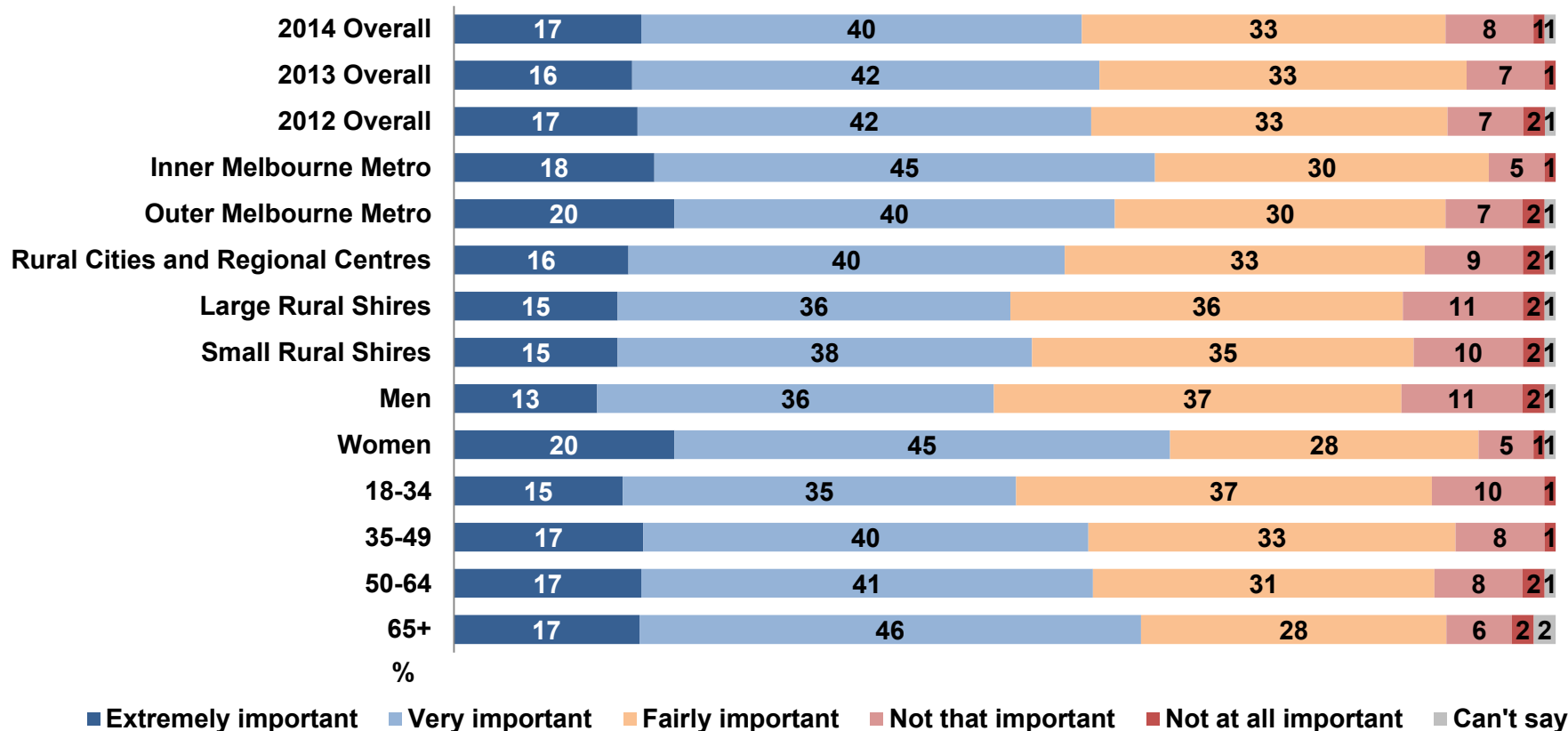
JWS RESEARCH

112

Note: please see page 6 for explanation about significant differences

Local Government Community Satisfaction Survey 2014

2014 ART CENTRES AND LIBRARIES IMPORTANCE DETAILED PERCENTAGES



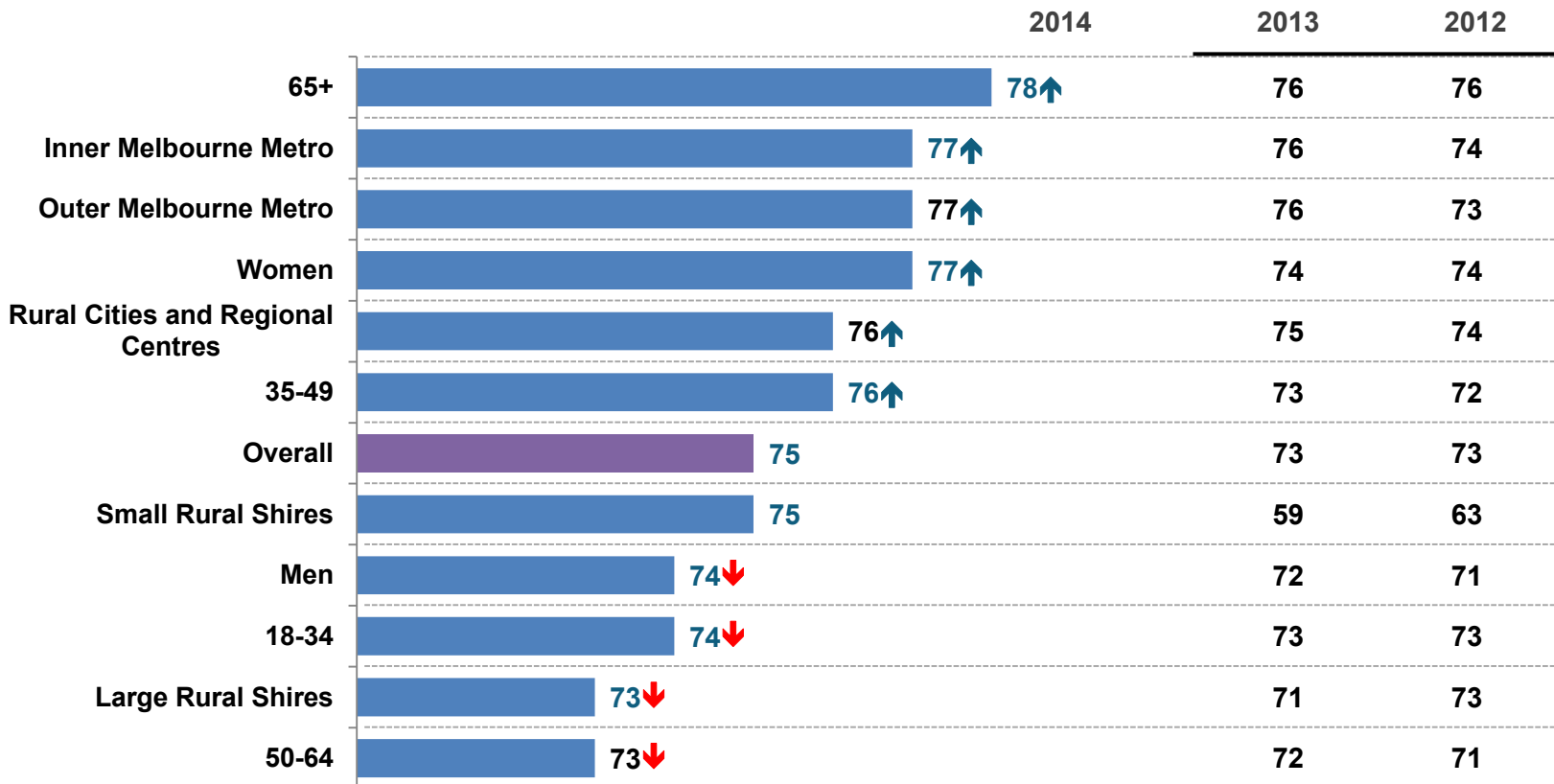
Q1. Firstly, how important should 'Art centres and libraries' be as a responsibility for Council?
Base: All respondents. Councils asked: 19



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2014 ART CENTRES AND LIBRARIES PERFORMANCE INDEX SCORES



Q2. How has Council performed on 'Art centres and libraries' over the last 12 months?

Base: All respondents. Councils asked: 33



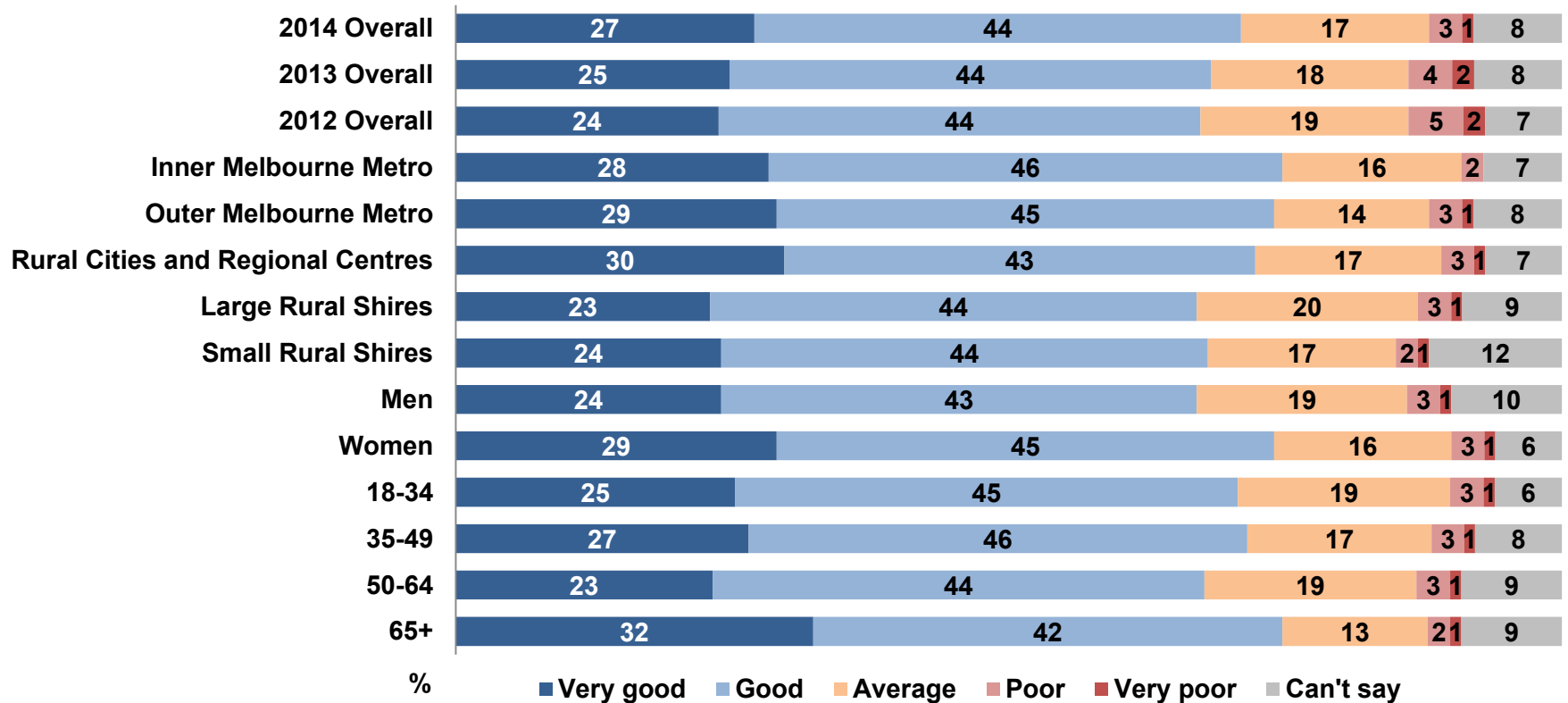
JWS RESEARCH

114

Note: please see page 6 for explanation about significant differences

Local Government Community Satisfaction Survey 2014

2014 ART CENTRES AND LIBRARIES PERFORMANCE DETAILED PERCENTAGES



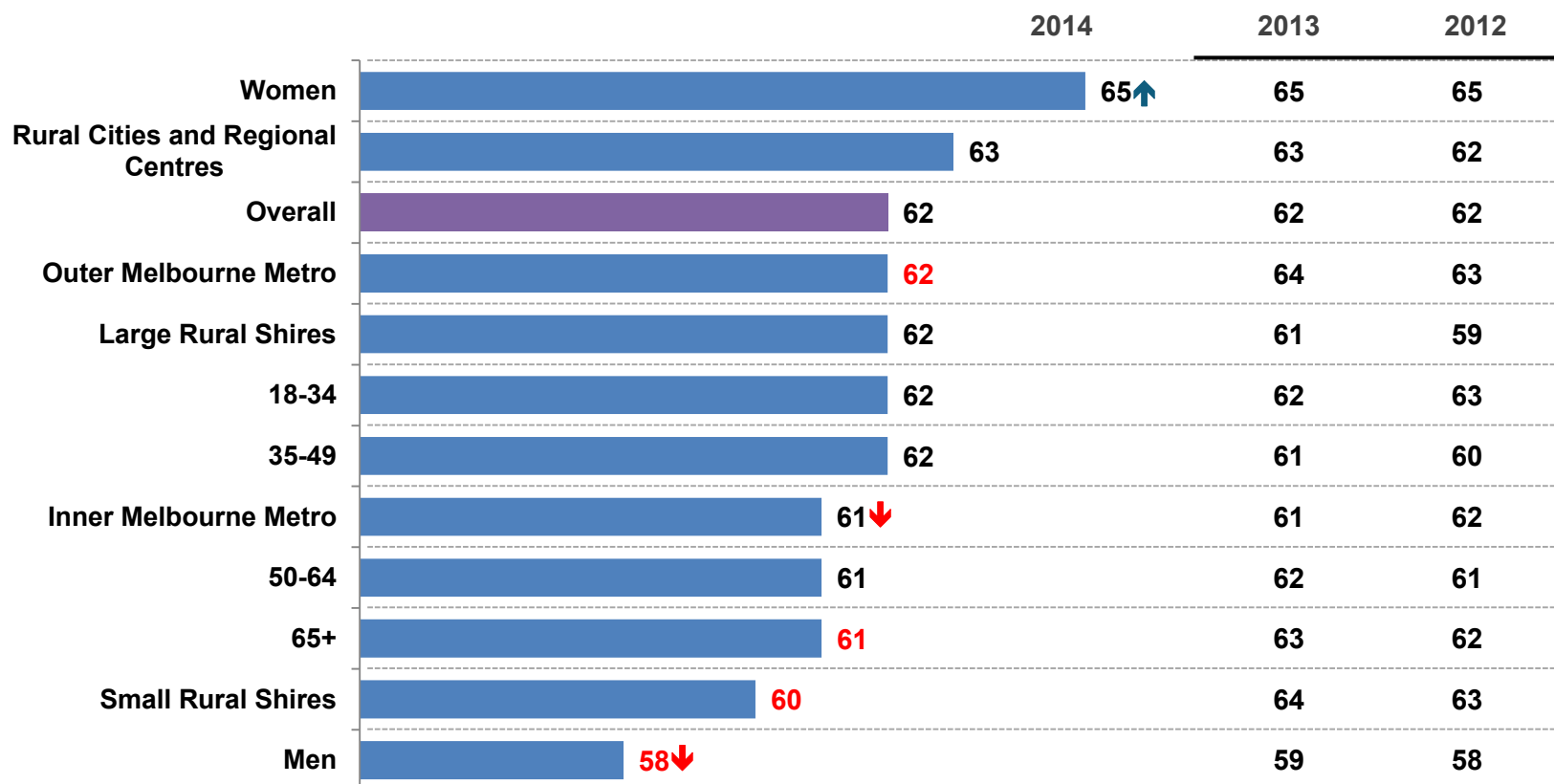
Q2. How has Council performed on 'Art centres and libraries' over the last 12 months?
Base: All respondents. Councils asked: 33



JWS RESEARCH

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2014 COMMUNITY AND CULTURAL ACTIVITIES IMPORTANCE INDEX SCORES



Q1. Firstly, how important should 'Community and cultural activities' be as a responsibility for Council?

Base: All respondents. Councils asked: 21



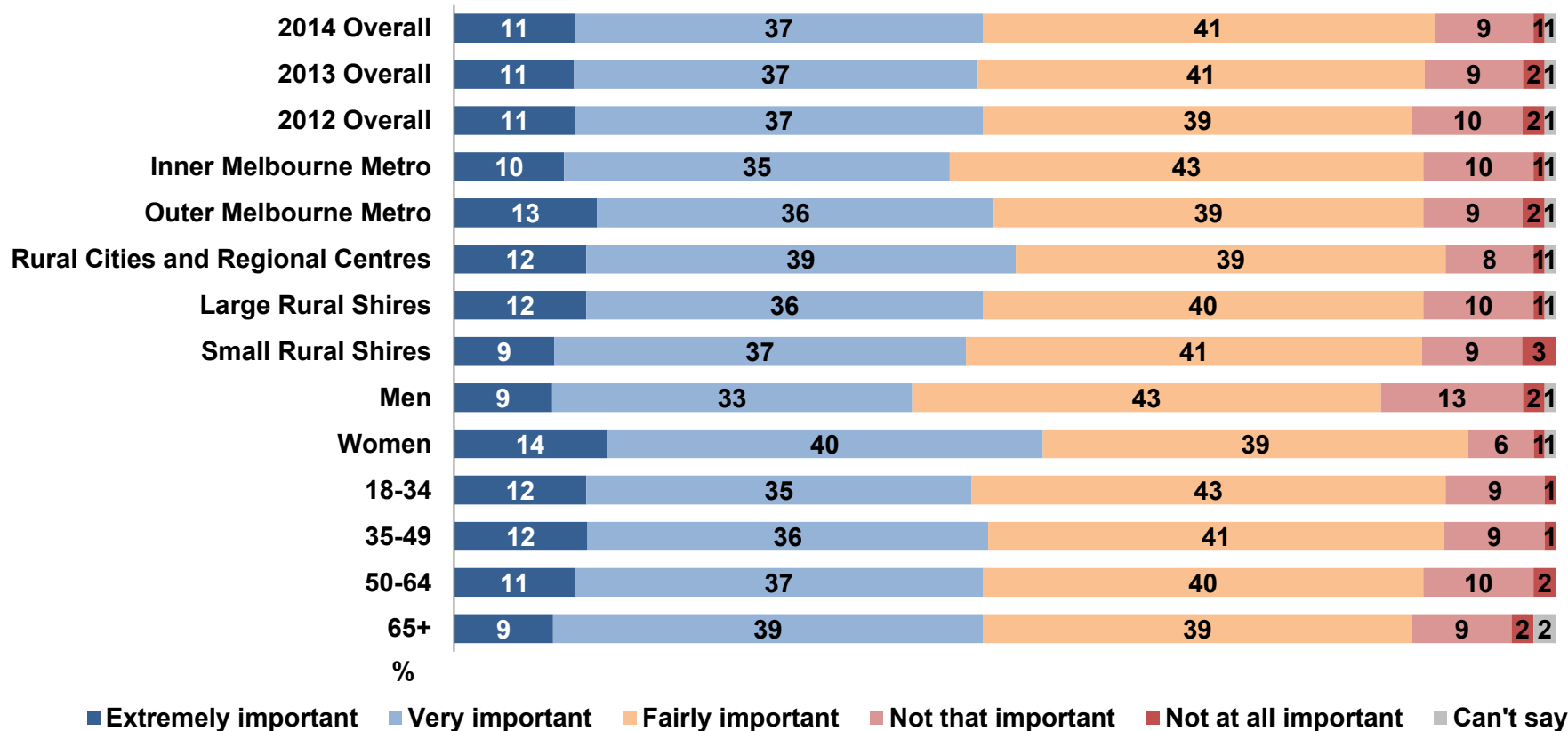
JWS RESEARCH

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Note: please see page 6 for explanation about significant differences

Local Government Community Satisfaction Survey 2014

2014 COMMUNITY AND CULTURAL ACTIVITIES IMPORTANCE DETAILED PERCENTAGES



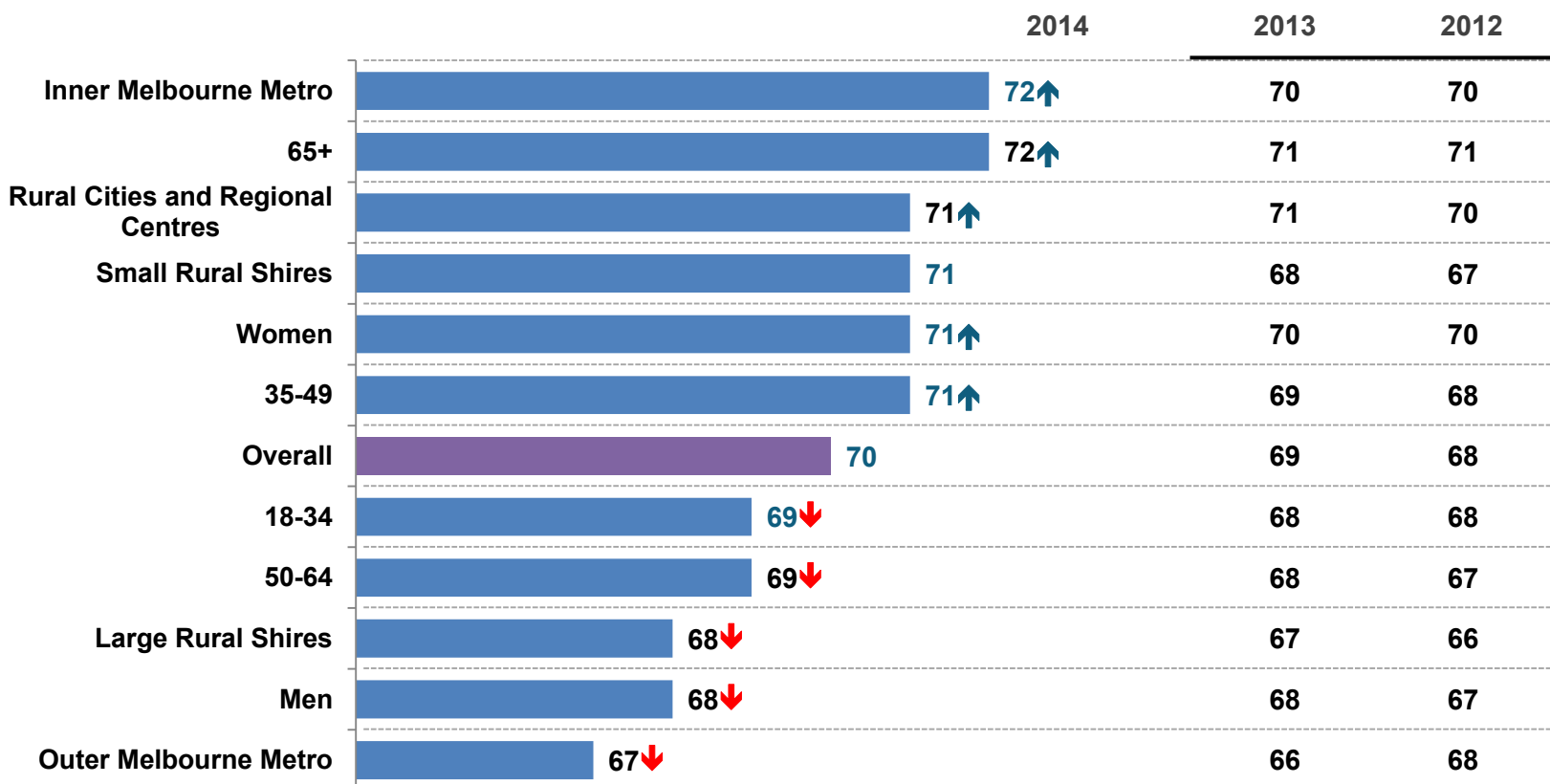
Q1. Firstly, how important should 'Community and cultural activities' be as a responsibility for Council?
Base: All respondents. Councils asked: 21



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2014 COMMUNITY AND CULTURAL ACTIVITIES PERFORMANCE INDEX SCORES



Q2. How has Council performed on 'Community and cultural activities' over the last 12 months?
Base: All respondents. Councils asked: 33



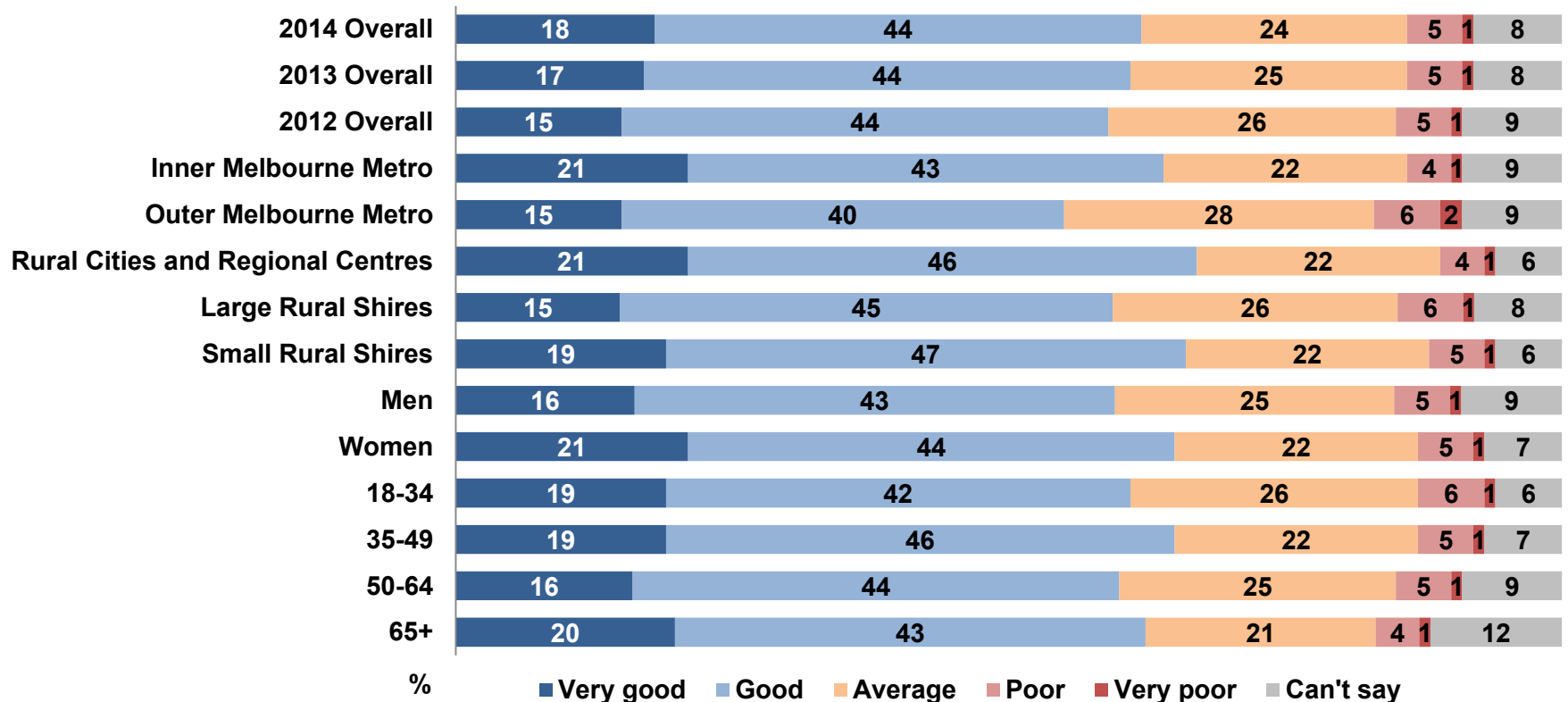
JWS RESEARCH

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Note: please see page 6 for explanation about significant differences

Local Government Community Satisfaction Survey 2014

2014 COMMUNITY AND CULTURAL ACTIVITIES PERFORMANCE DETAILED PERCENTAGES



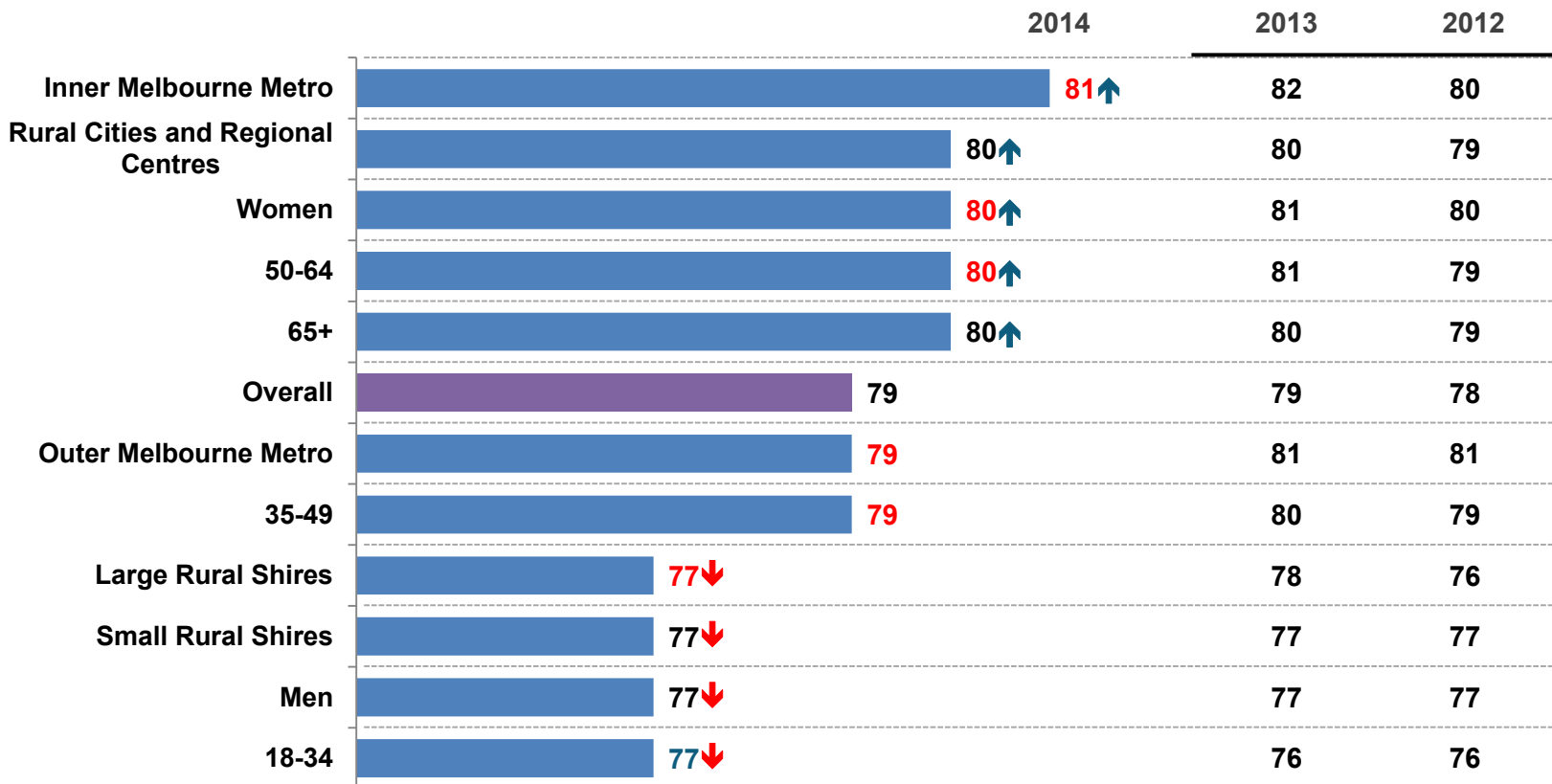
Q2. How has Council performed on 'Community and cultural activities' over the last 12 months?
Base: All respondents. Councils asked: 33



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2014 WASTE MANAGEMENT IMPORTANCE INDEX SCORES



Q1. Firstly, how important should 'Waste management' be as a responsibility for Council?
Base: All respondents. Councils asked: 28



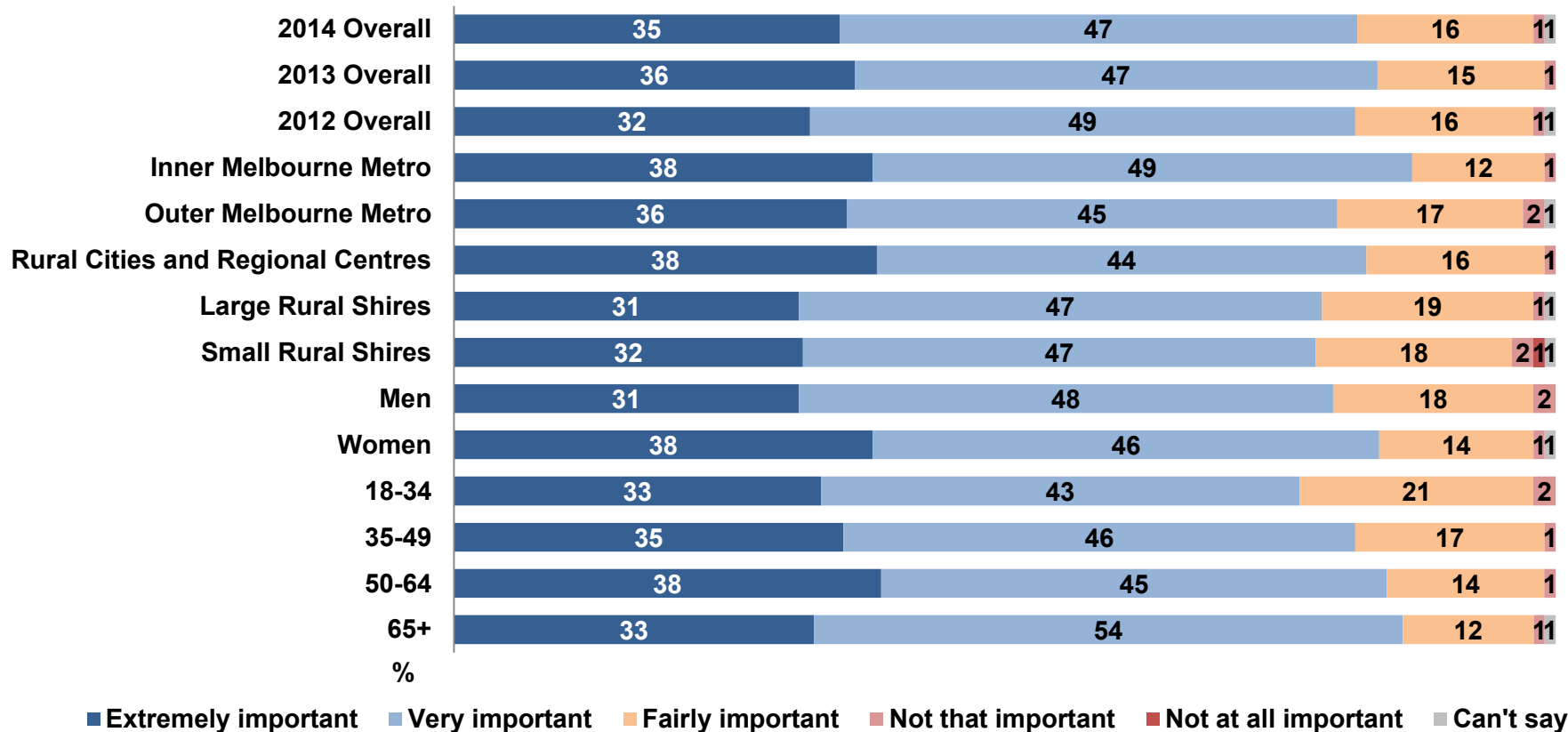
JWS RESEARCH

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Note: please see page 6 for explanation about significant differences

Local Government Community Satisfaction Survey 2014

2014 WASTE MANAGEMENT IMPORTANCE DETAILED PERCENTAGES



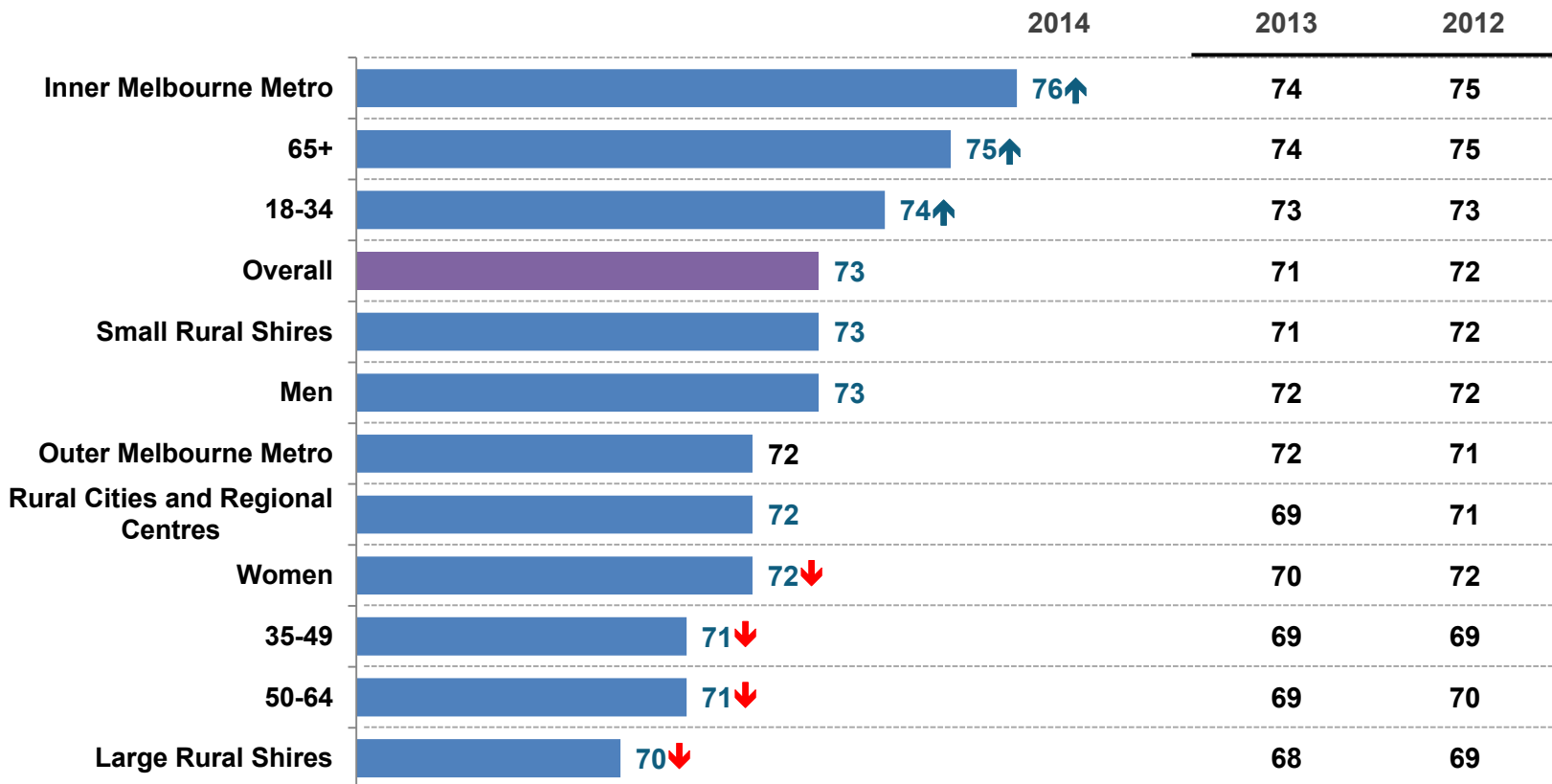
Q1. Firstly, how important should 'Waste management' be as a responsibility for Council?
Base: All respondents. Councils asked: 28



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2014 WASTE MANAGEMENT PERFORMANCE INDEX SCORES



Q2. How has Council performed on 'Waste management' over the last 12 months?

Base: All respondents. Councils asked: 48

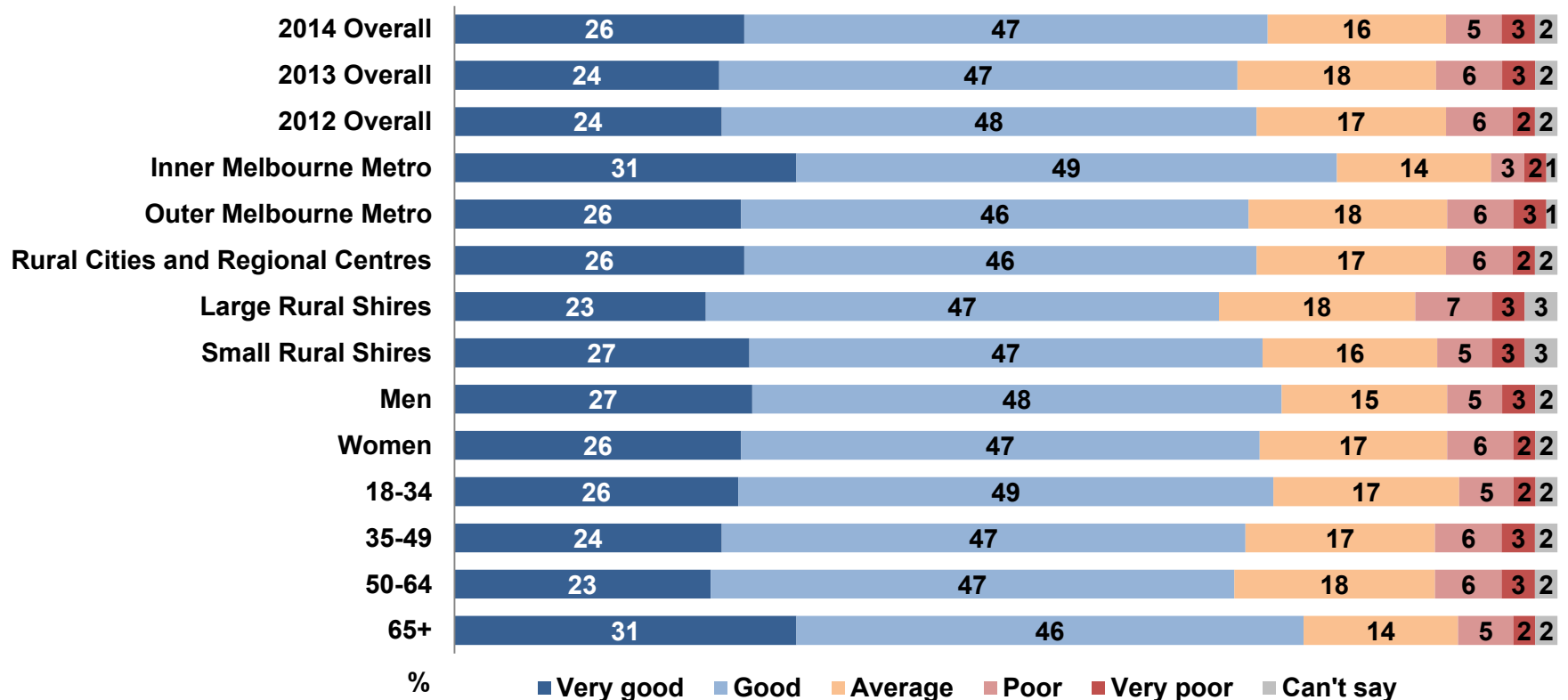


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Note: please see page 6 for explanation about significant differences

2014 WASTE MANAGEMENT PERFORMANCE DETAILED PERCENTAGES



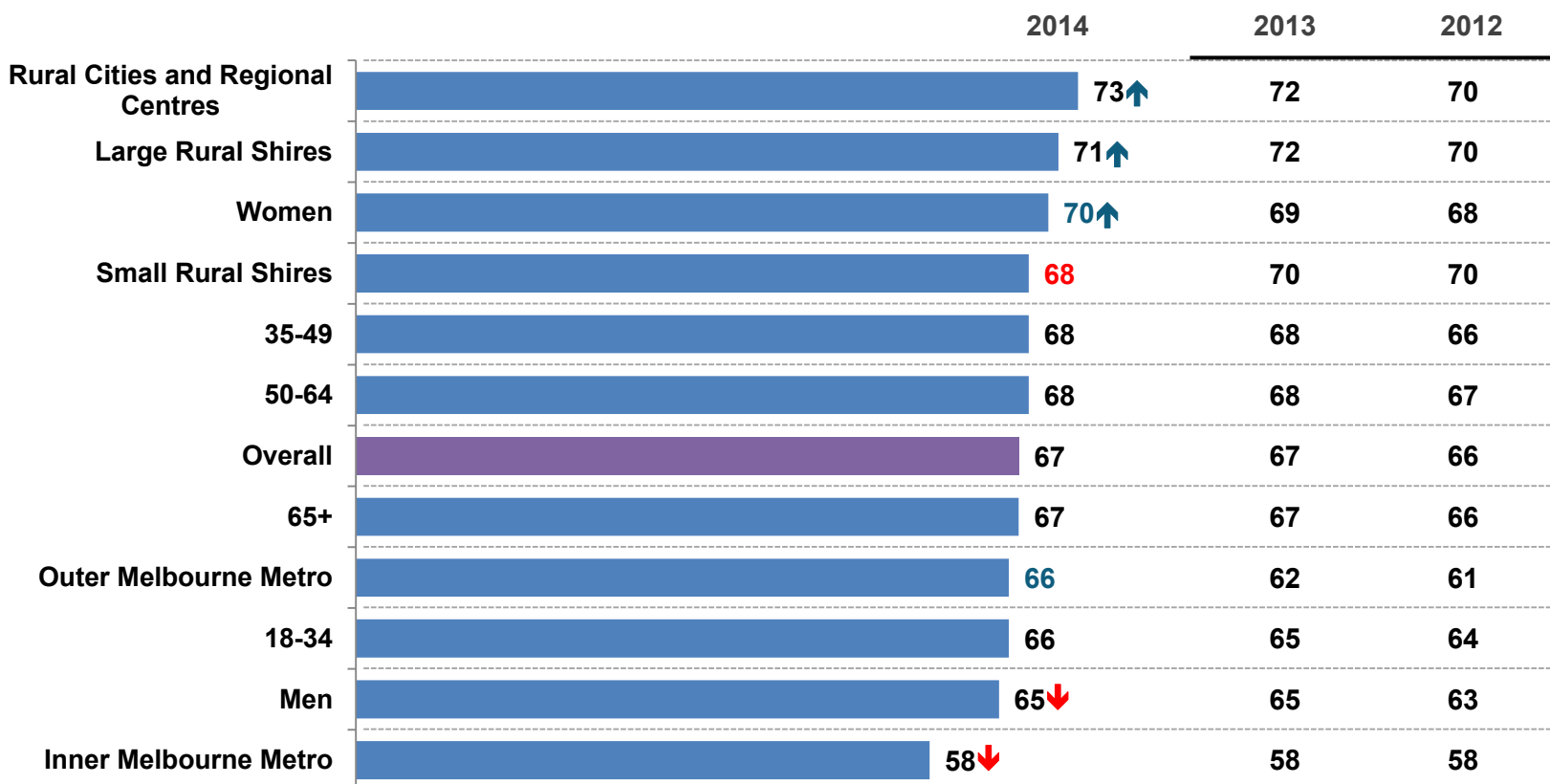
Q2. How has Council performed on 'Waste management' over the last 12 months?
Base: All respondents. Councils asked: 48



JWS RESEARCH

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2014 BUSINESS AND COMMUNITY DEVELOPMENT AND TOURISM IMPORTANCE INDEX SCORES



Q1. Firstly, how important should 'Business and community development and tourism' be as a responsibility for Council?

Base: All respondents. Councils asked: 21



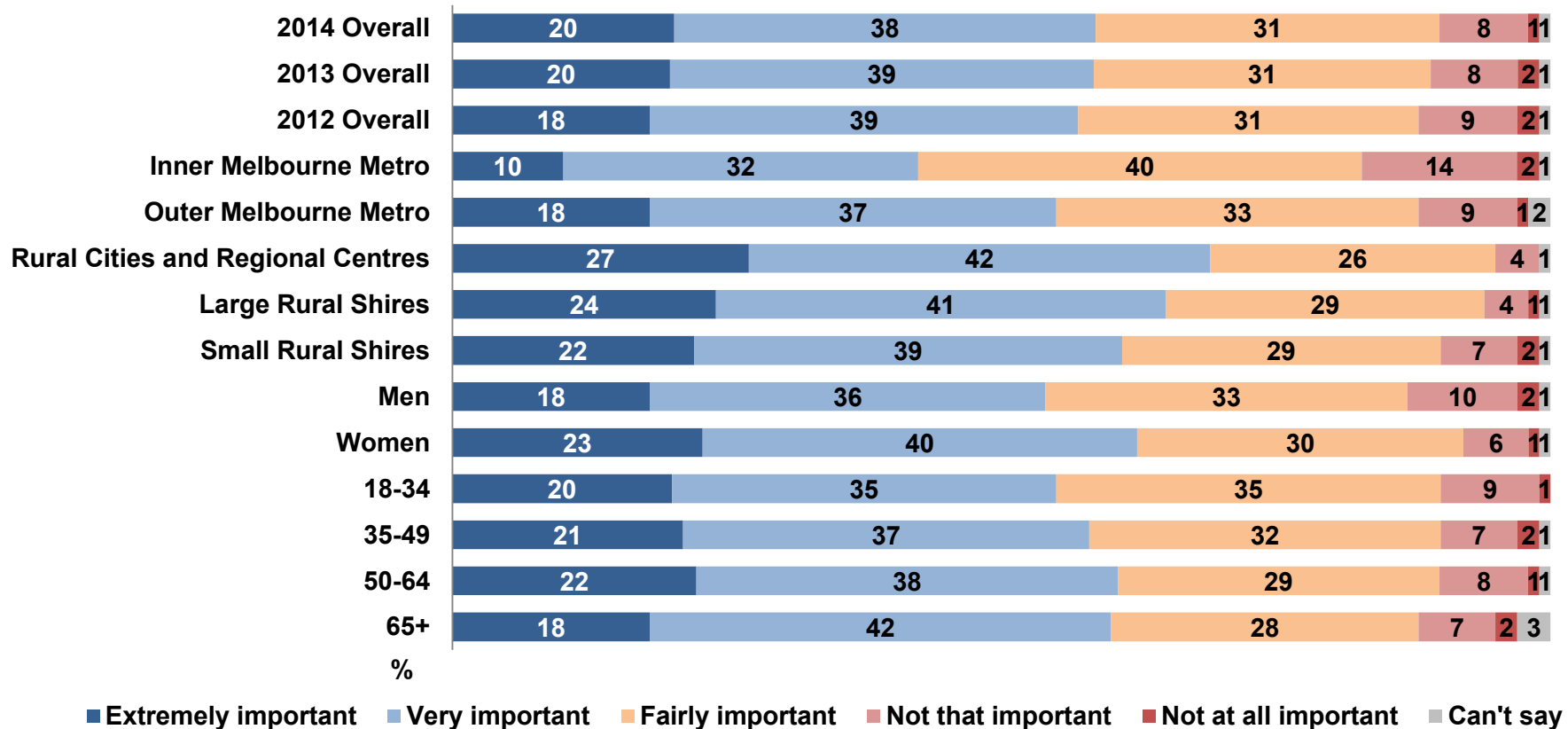
JWS RESEARCH

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Note: please see page 6 for explanation about significant differences

Local Government Community Satisfaction Survey 2014

2014 BUSINESS AND COMMUNITY DEVELOPMENT AND TOURISM IMPORTANCE DETAILED PERCENTAGES



Q1. Firstly, how important should 'Business and community development and tourism' be as a responsibility for Council?

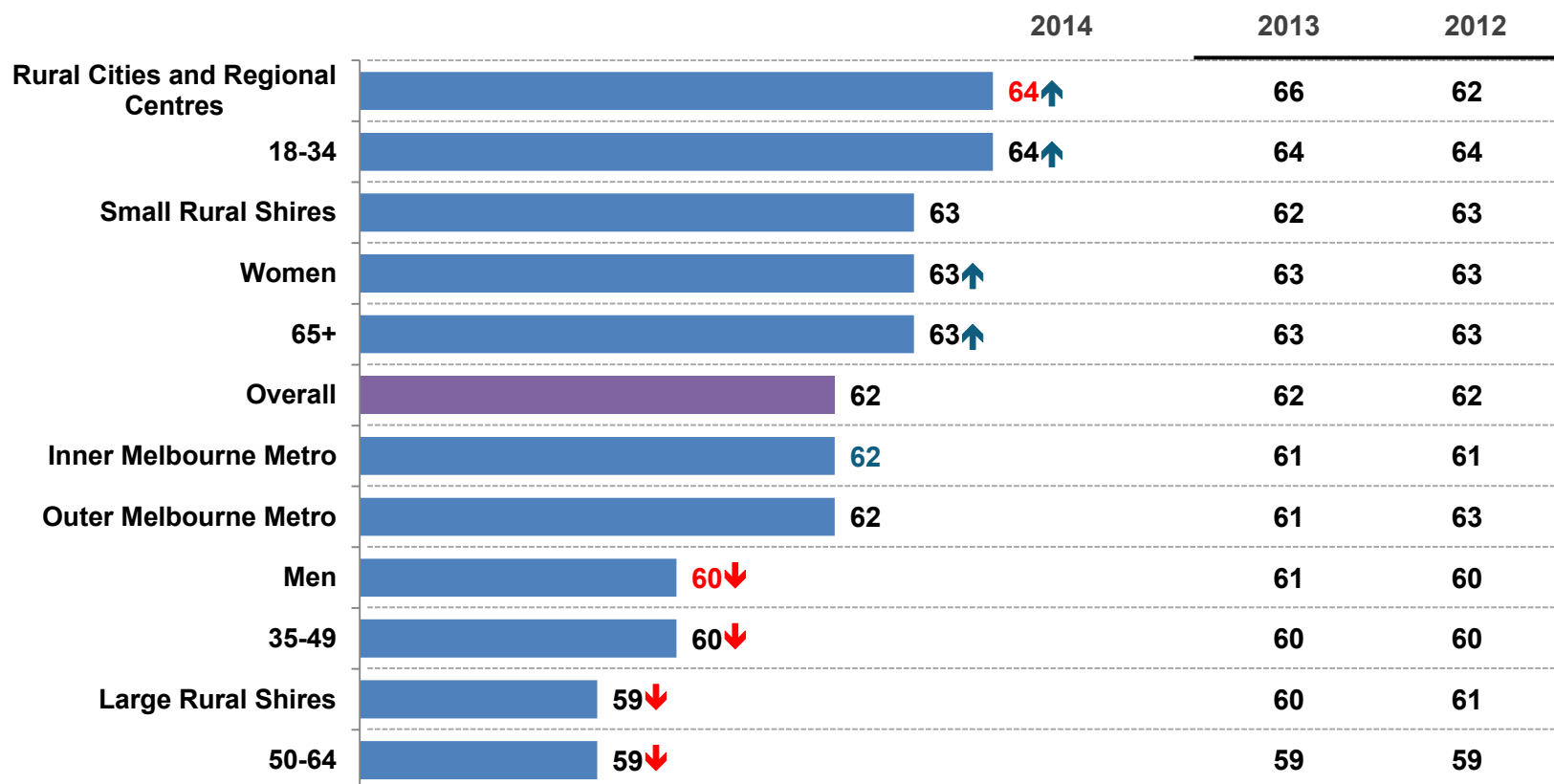
Base: All respondents. Councils asked: 21



J W S R E S E A R C H

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2014 BUSINESS AND COMMUNITY DEVELOPMENT AND TOURISM PERFORMANCE INDEX SCORES



Q2. How has Council performed on 'Business and community development and tourism' over the last 12 months?

Base: All respondents. Councils asked: 36



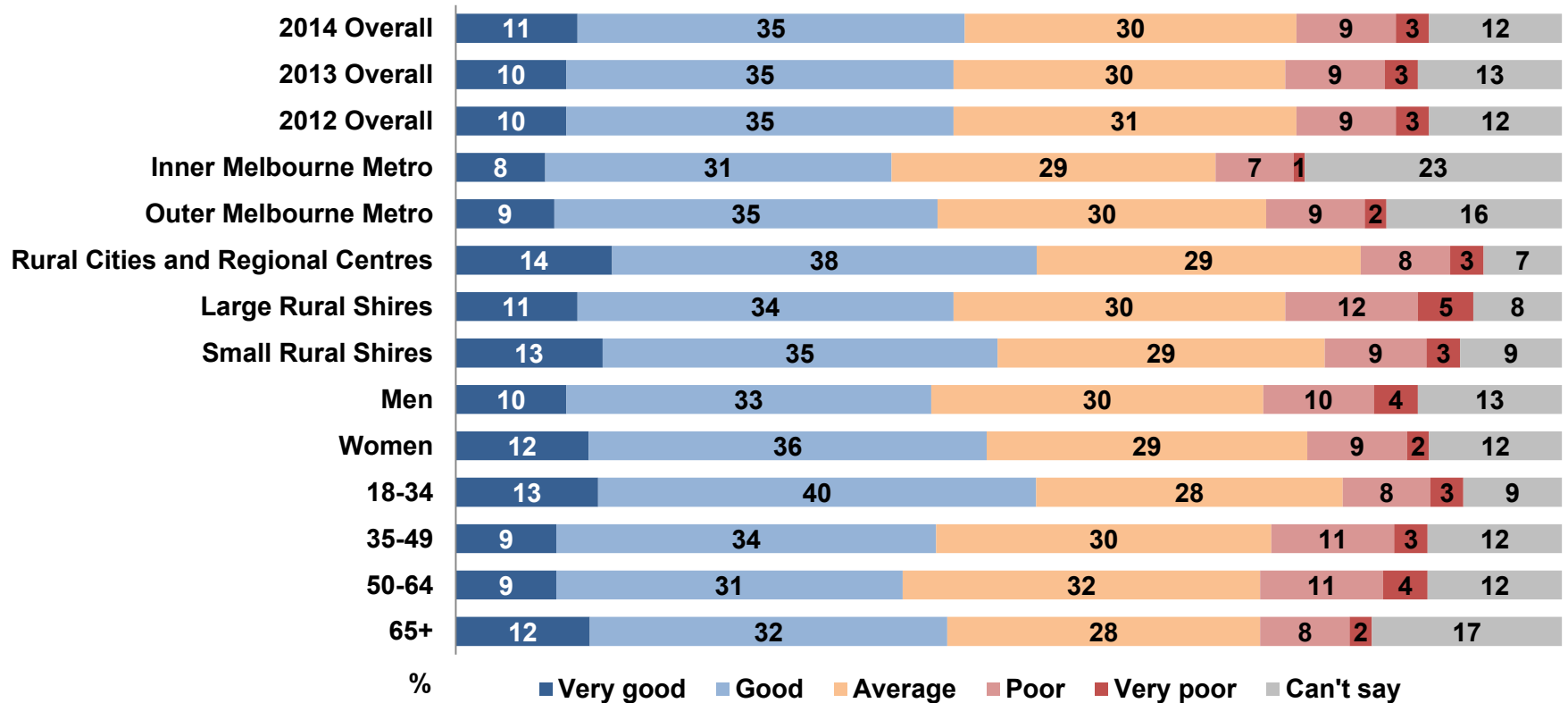
JWS RESEARCH

126

Note: please see page 6 for explanation about significant differences

Local Government Community Satisfaction Survey 2014

2014 BUSINESS AND COMMUNITY DEVELOPMENT AND TOURISM PERFORMANCE DETAILED PERCENTAGES



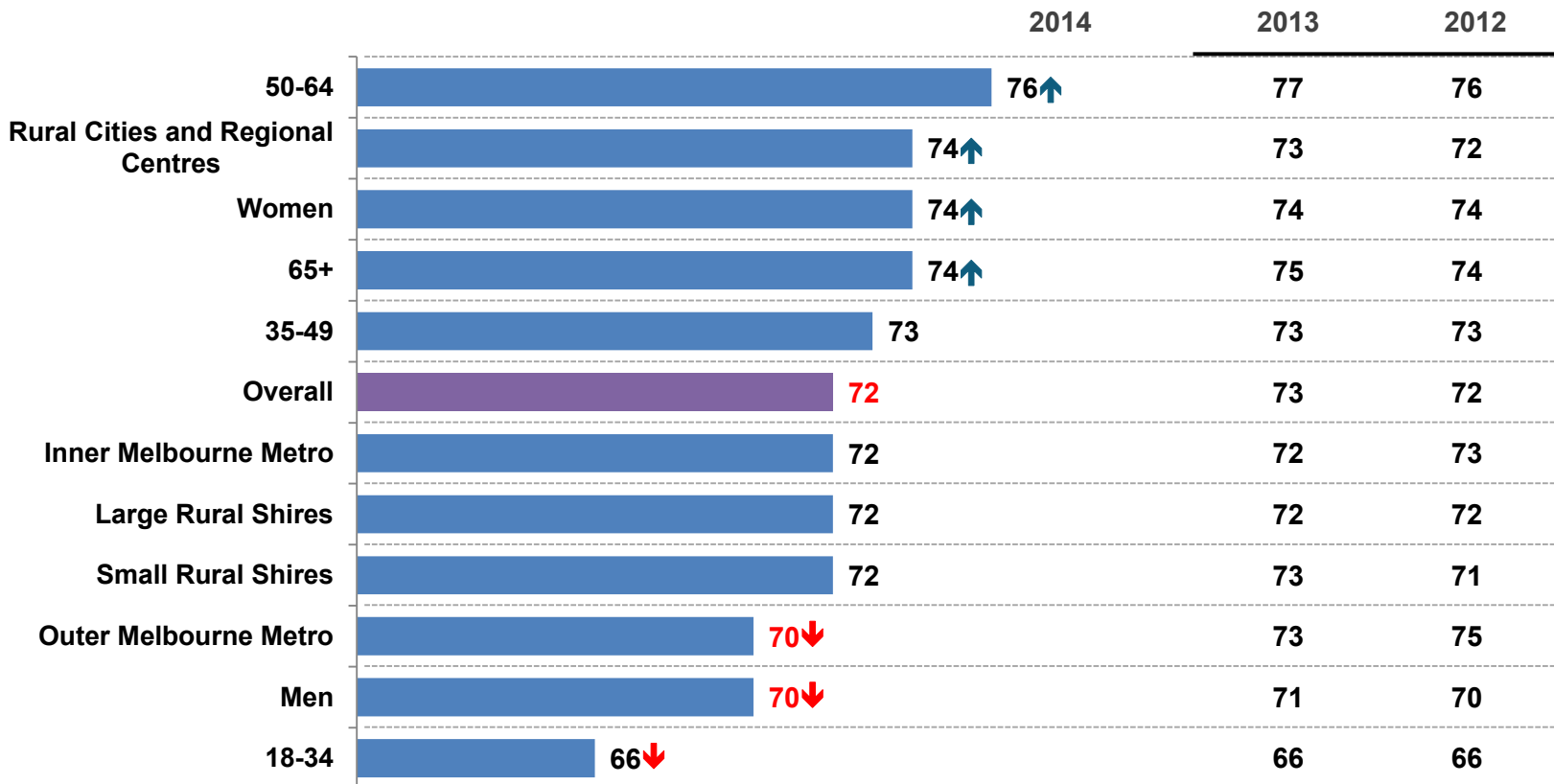
Q2. How has Council performed on 'Business and community development and tourism' over the last 12 months?
Base: All respondents. Councils asked: 36



JWS RESEARCH

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2014 COUNCIL'S GENERAL TOWN PLANNING POLICY IMPORTANCE INDEX SCORES



Q1. Firstly, how important should 'Council's general town planning policy' be as a responsibility for Council?
Base: All respondents. Councils asked: 20



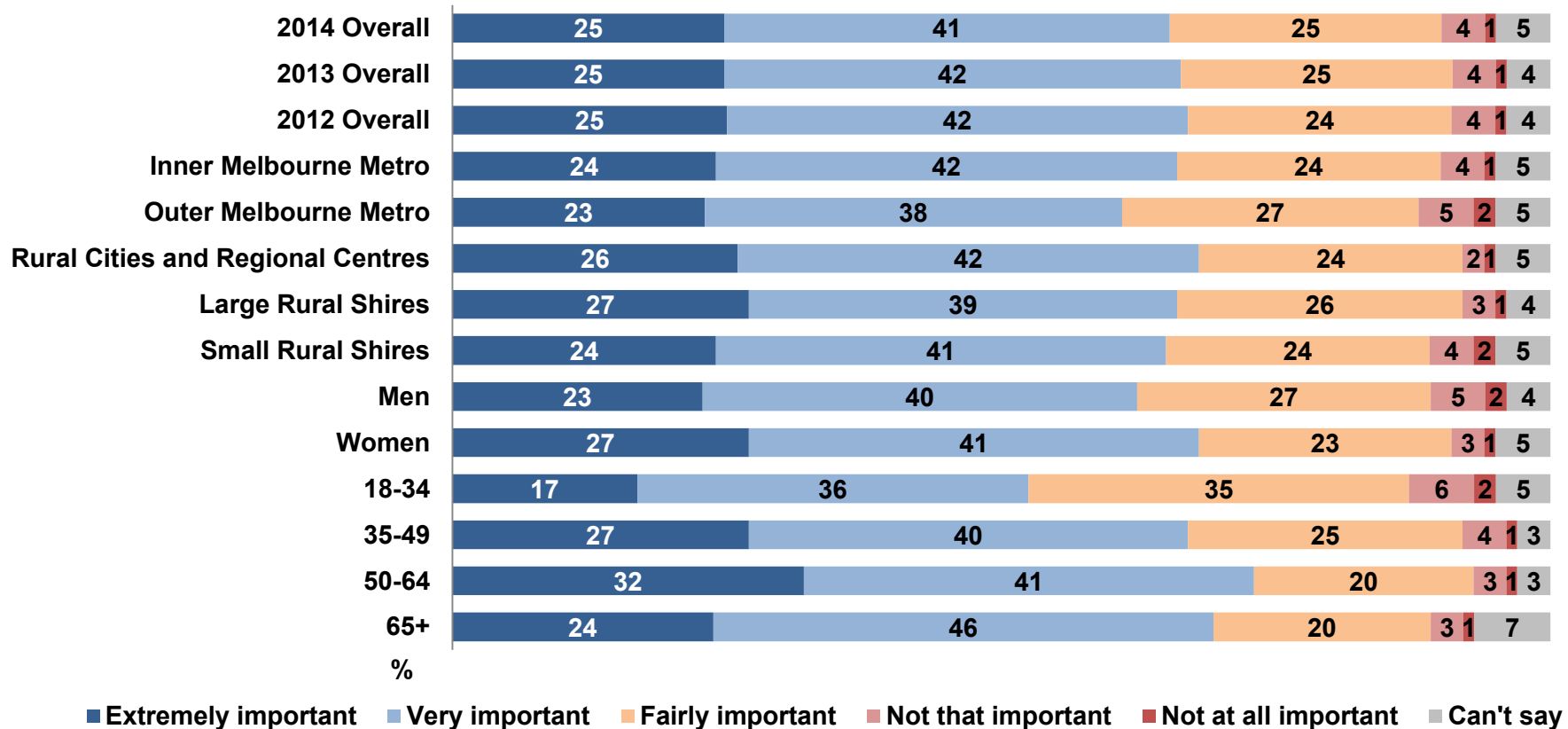
JWS RESEARCH

128

Note: please see page 6 for explanation about significant differences

Local Government Community Satisfaction Survey 2014

2014 COUNCIL'S GENERAL TOWN PLANNING POLICY IMPORTANCE DETAILED PERCENTAGES



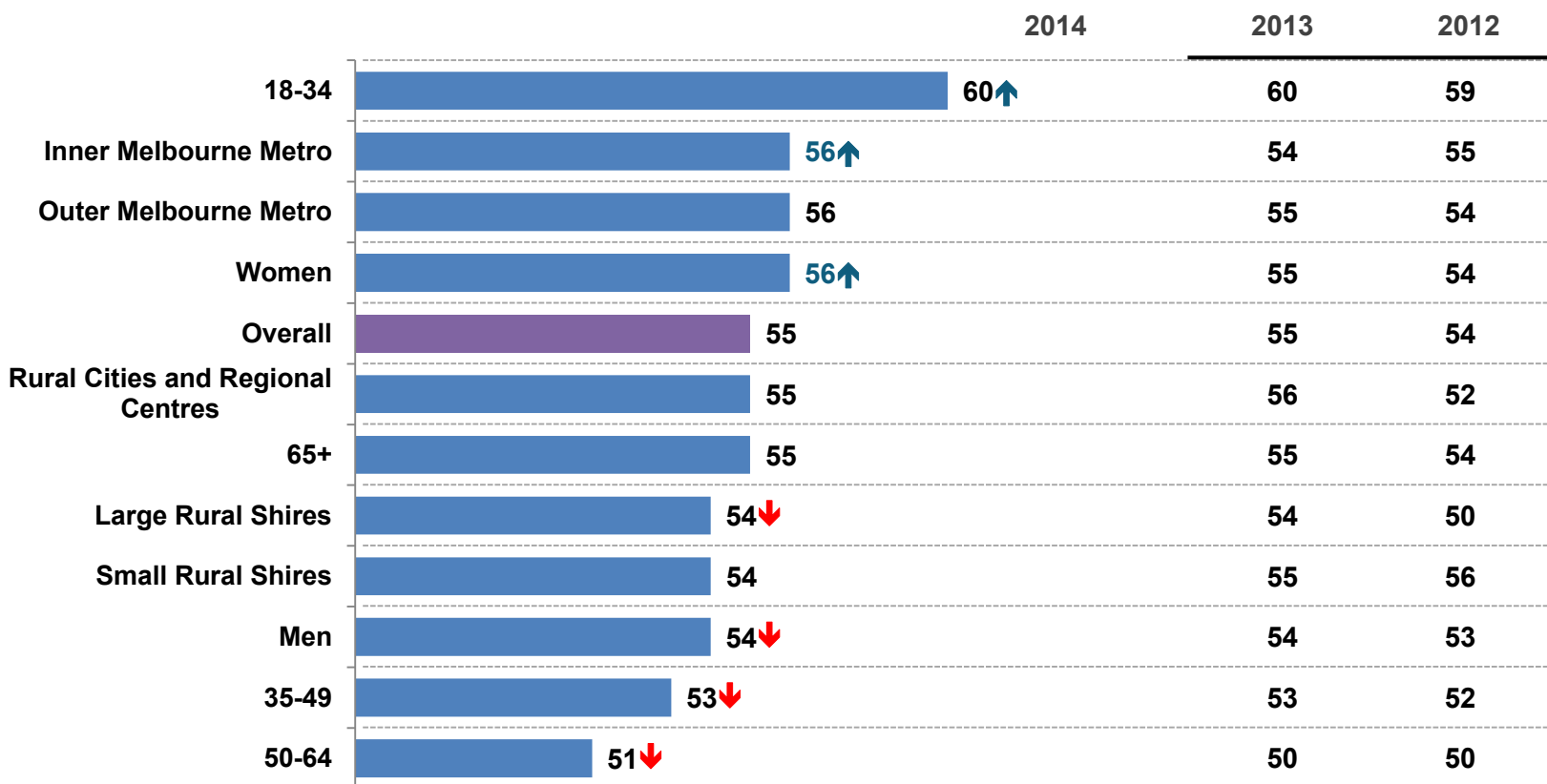
Q1. Firstly, how important should 'Council's general town planning policy' be as a responsibility for Council?
Base: All respondents. Councils asked: 20



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2014 COUNCIL'S GENERAL TOWN PLANNING POLICY PERFORMANCE INDEX SCORES



Q2. How has Council performed on 'Council's general town planning policy' over the last 12 months?

Base: All respondents. Councils asked: 34



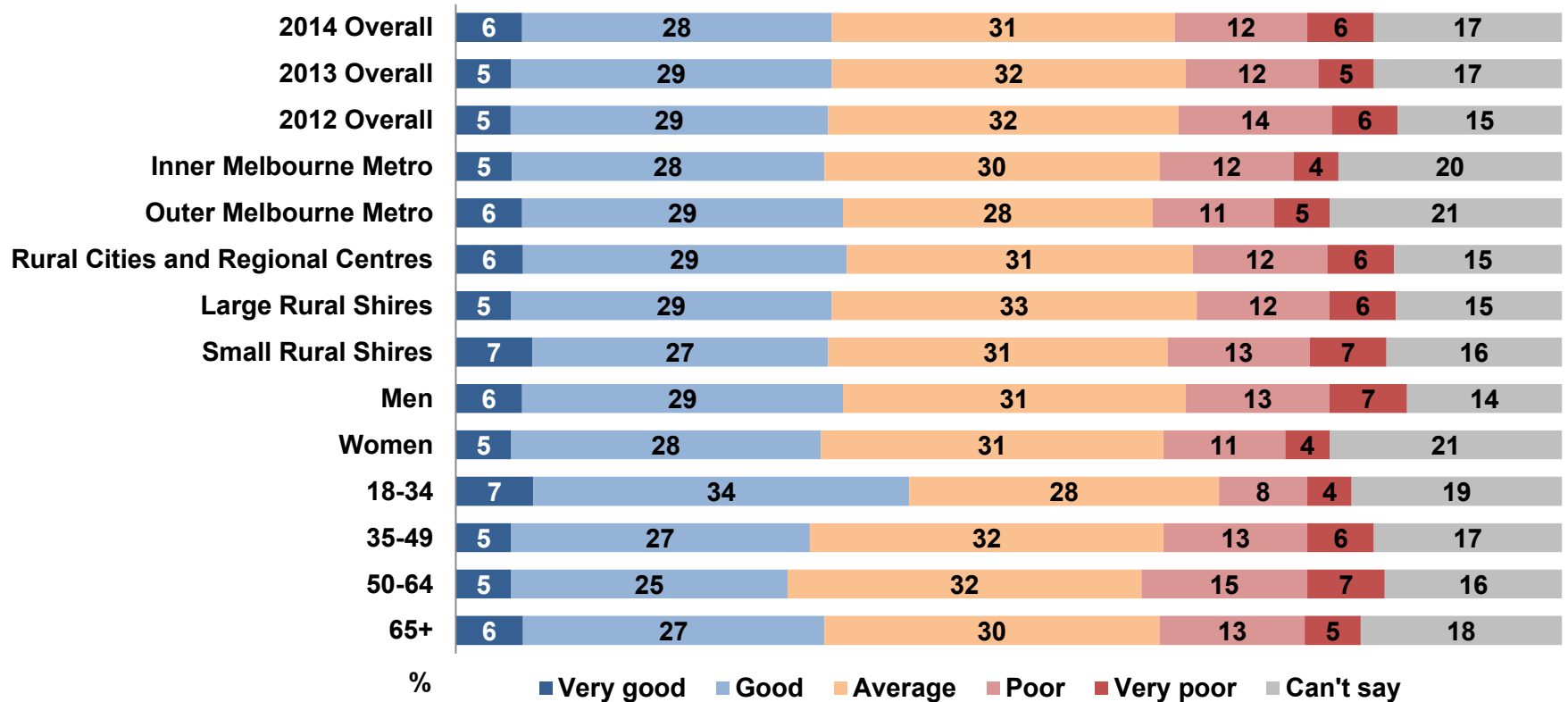
JWS RESEARCH

130

Note: please see page 6 for explanation about significant differences

Local Government Community Satisfaction Survey 2014

2014 COUNCIL'S GENERAL TOWN PLANNING POLICY PERFORMANCE DETAILED PERCENTAGES



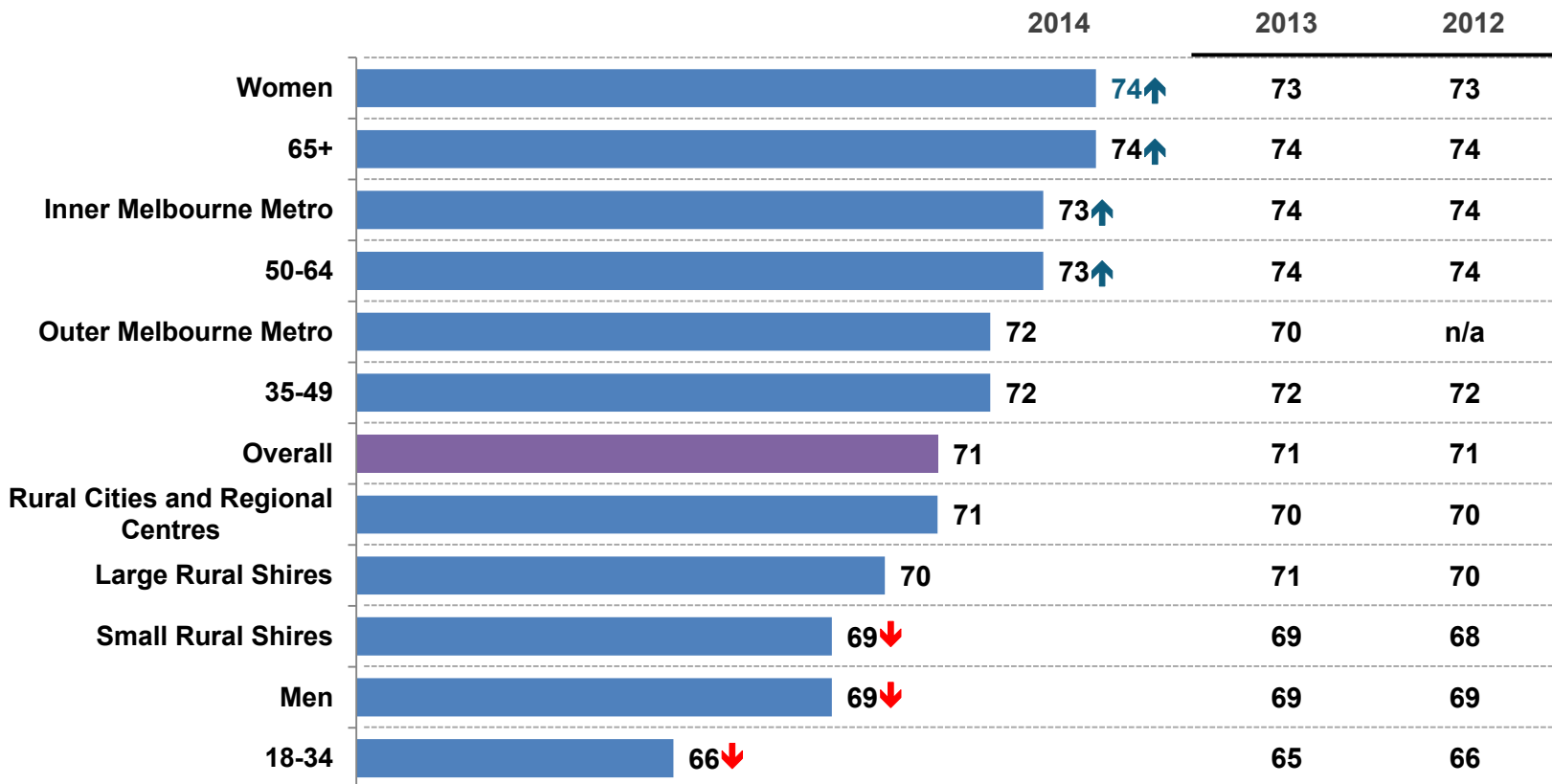
Q2. How has Council performed on 'Council's general town planning policy' over the last 12 months?
Base: All respondents. Councils asked: 34



JWS RESEARCH

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2014 PLANNING AND BUILDING PERMITS IMPORTANCE INDEX SCORES



Q1. Firstly, how important should 'Planning and building permits' be as a responsibility for Council?
Base: All respondents. Councils asked: 21



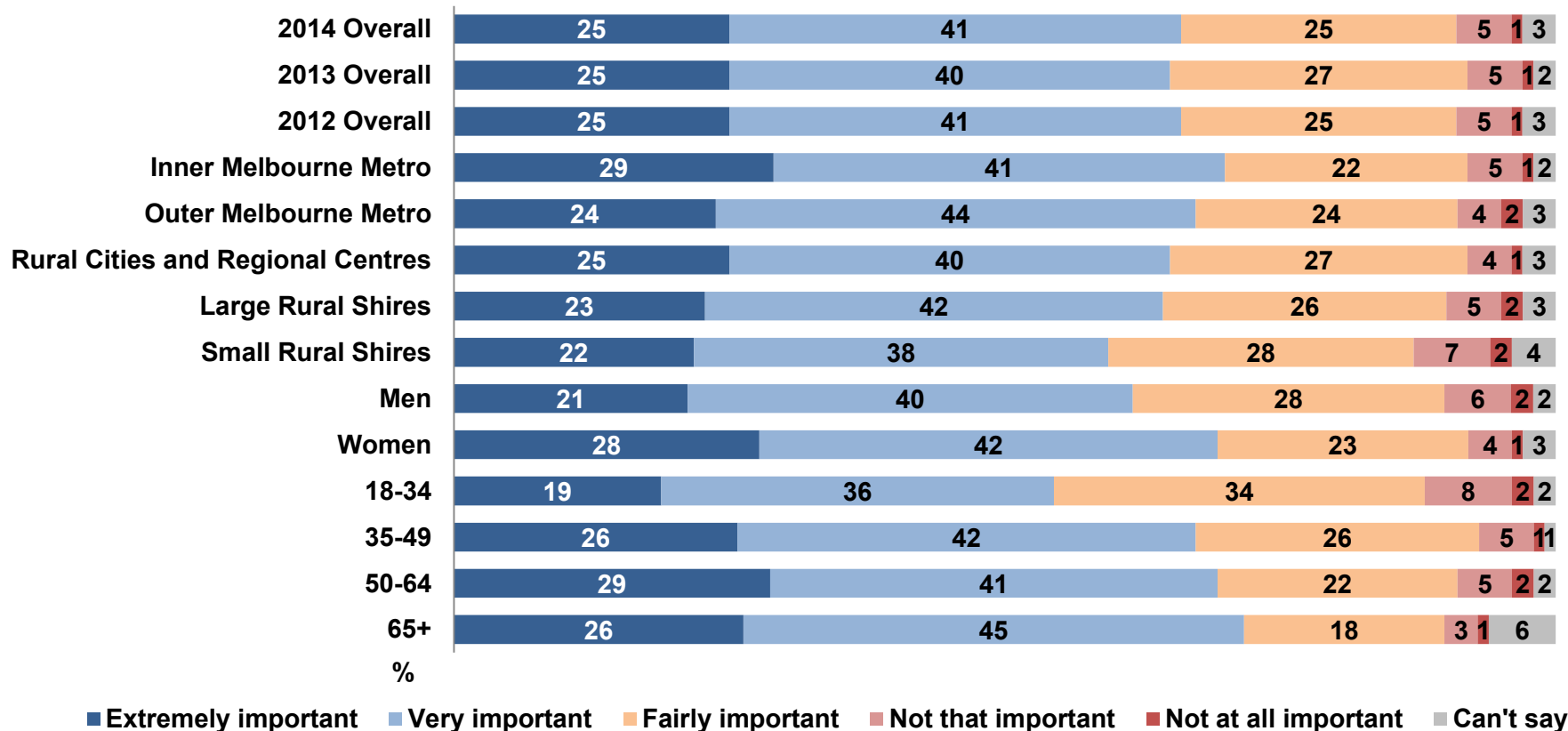
JWS RESEARCH

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Note: please see page 6 for explanation about significant differences

Local Government Community Satisfaction Survey 2014

2014 PLANNING AND BUILDING PERMITS IMPORTANCE DETAILED PERCENTAGES



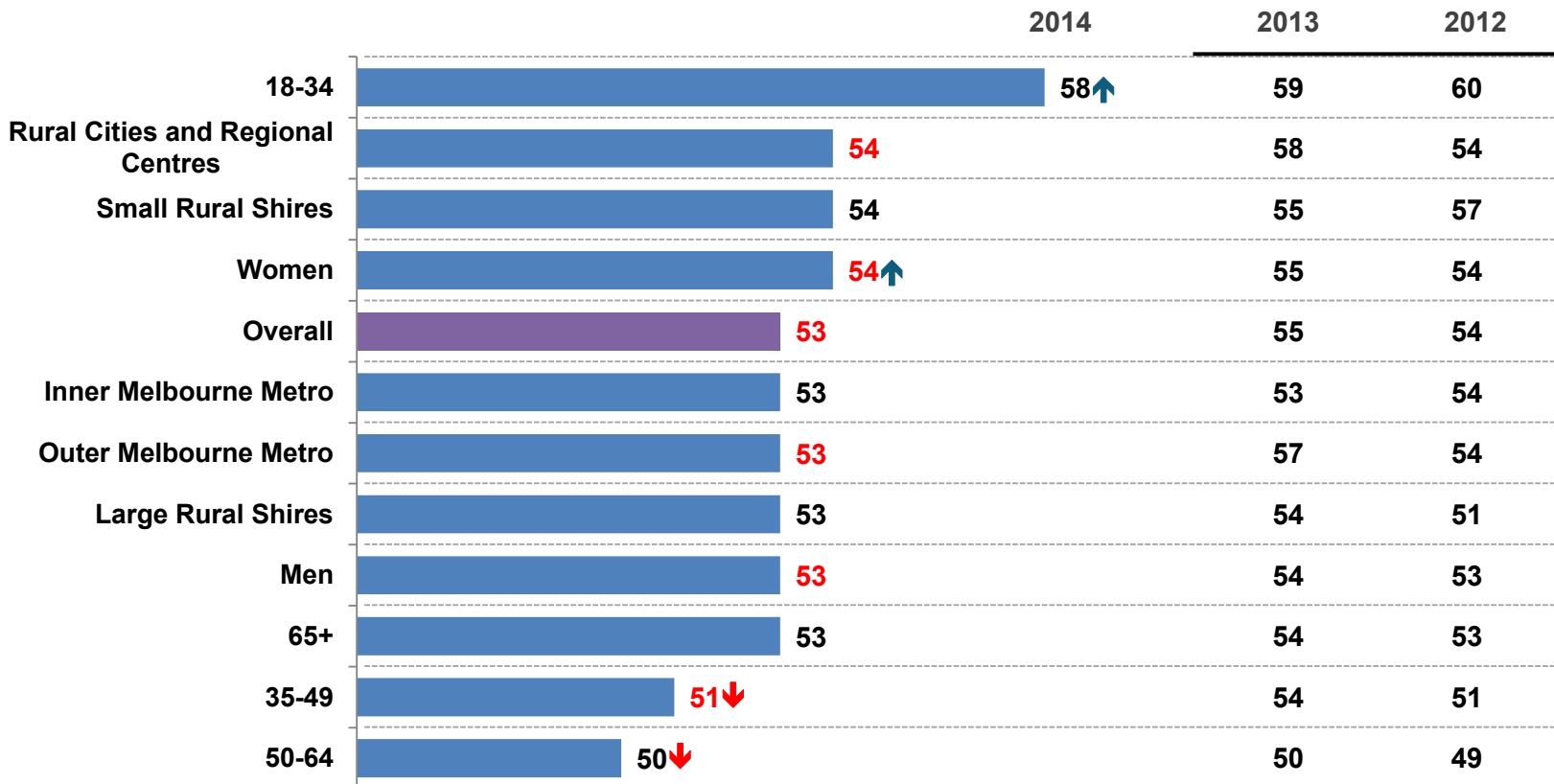
Q1. Firstly, how important should 'Planning and building permits' be as a responsibility for Council?
Base: All respondents. Councils asked: 21



JWS RESEARCH

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2014 PLANNING AND BUILDING PERMITS PERFORMANCE INDEX SCORES



Q2. How has Council performed on 'Planning and building permits' over the last 12 months?
Base: All respondents. Councils asked: 33



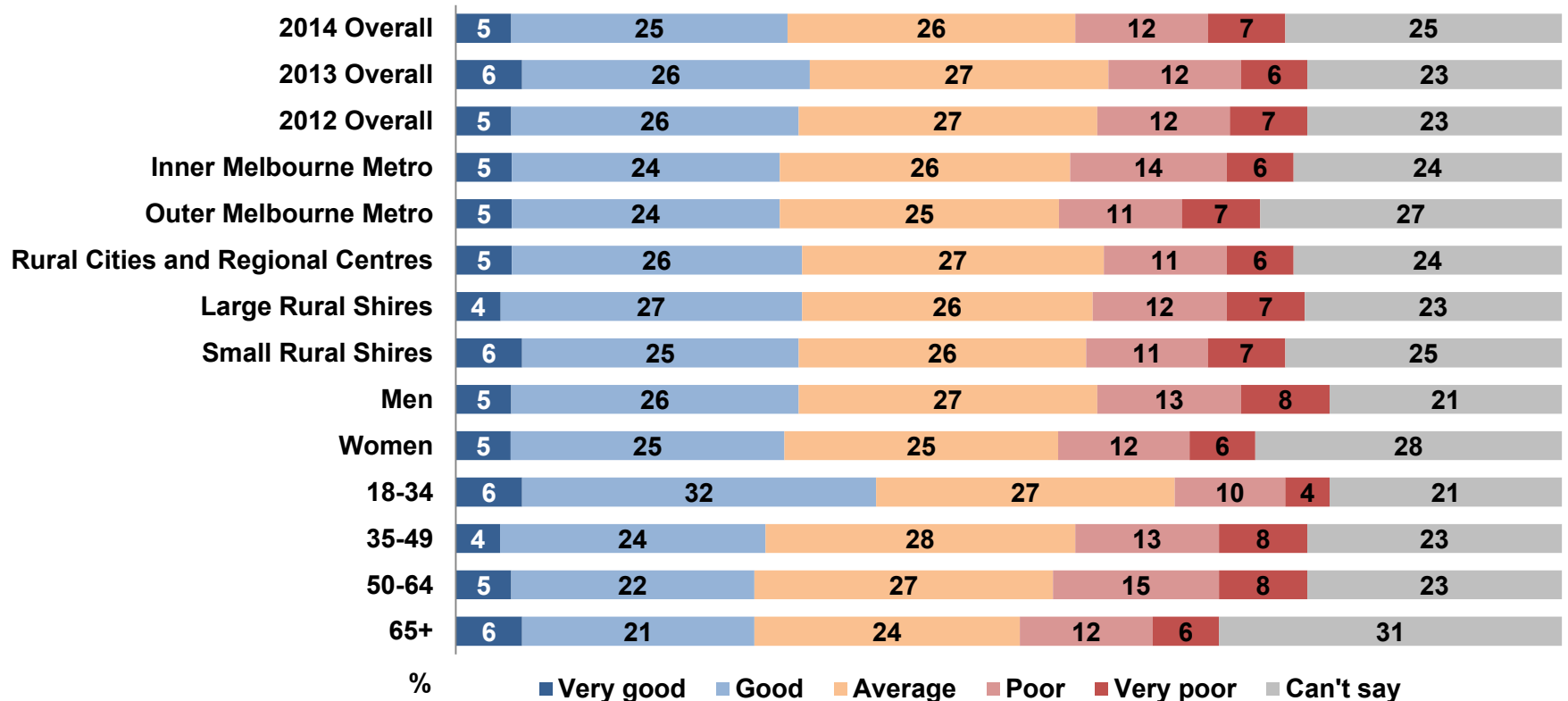
JWS RESEARCH

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Note: please see page 6 for explanation about significant differences

Local Government Community Satisfaction Survey 2014

2014 PLANNING AND BUILDING PERMITS PERFORMANCE DETAILED PERCENTAGES



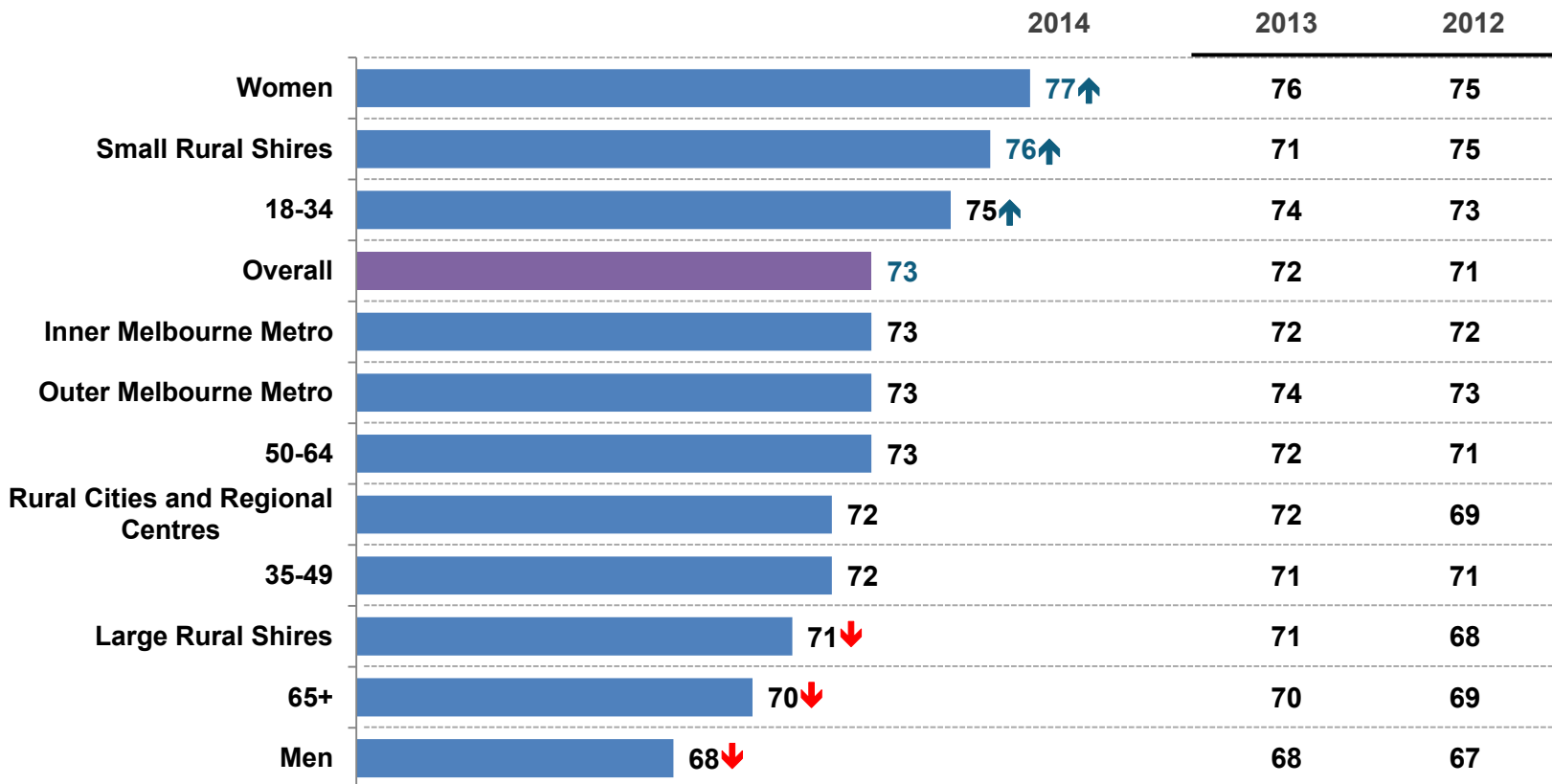
Q2. How has Council performed on 'Planning and building permits' over the last 12 months?
Base: All respondents. Councils asked: 33



JWS RESEARCH

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2014 ENVIRONMENTAL SUSTAINABILITY IMPORTANCE INDEX SCORES



Q1. Firstly, how important should 'Environmental sustainability' be as a responsibility for Council?
Base: All respondents. Councils asked: 19



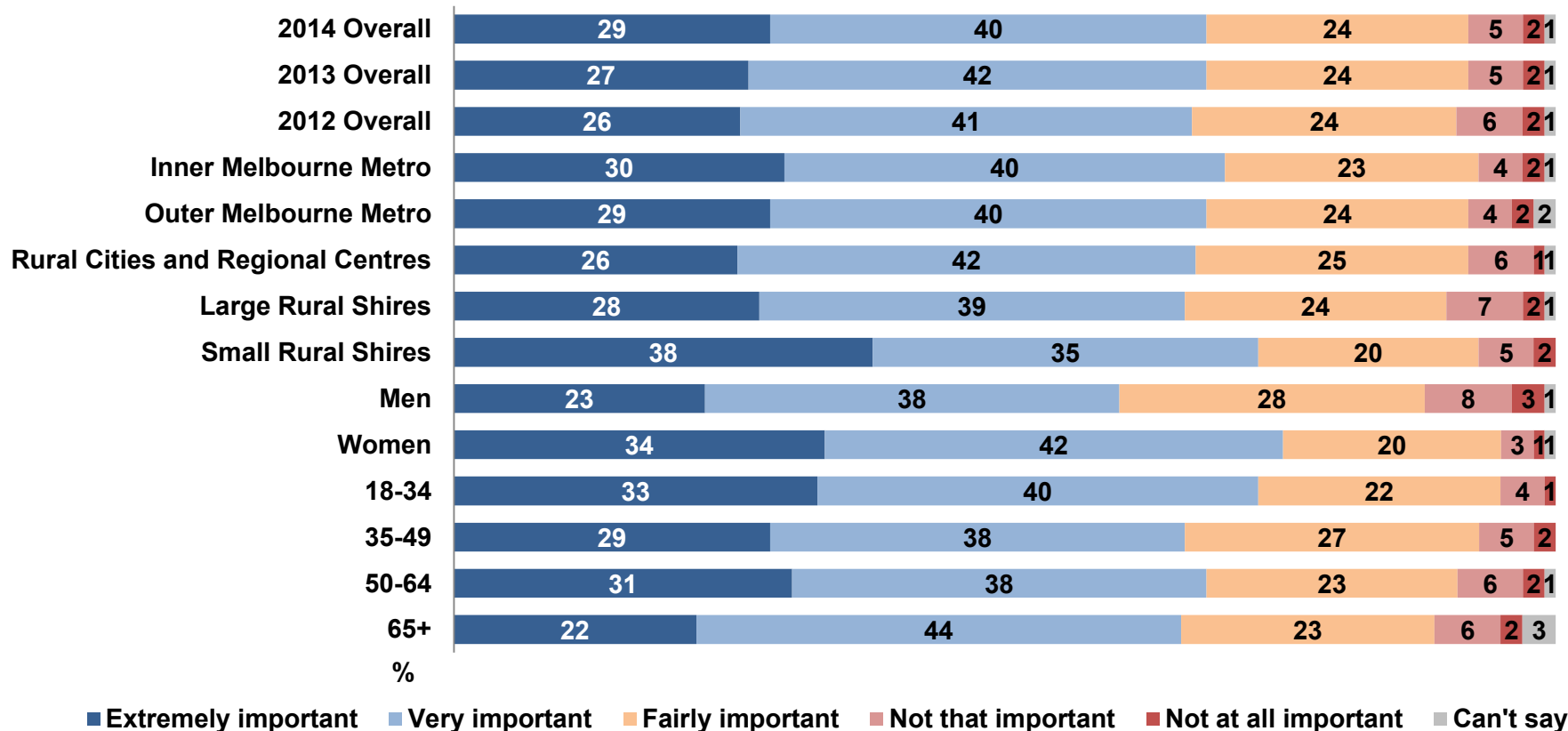
JWS RESEARCH

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Note: please see page 6 for explanation about significant differences

Local Government Community Satisfaction Survey 2014

2014 ENVIRONMENTAL SUSTAINABILITY IMPORTANCE DETAILED PERCENTAGES



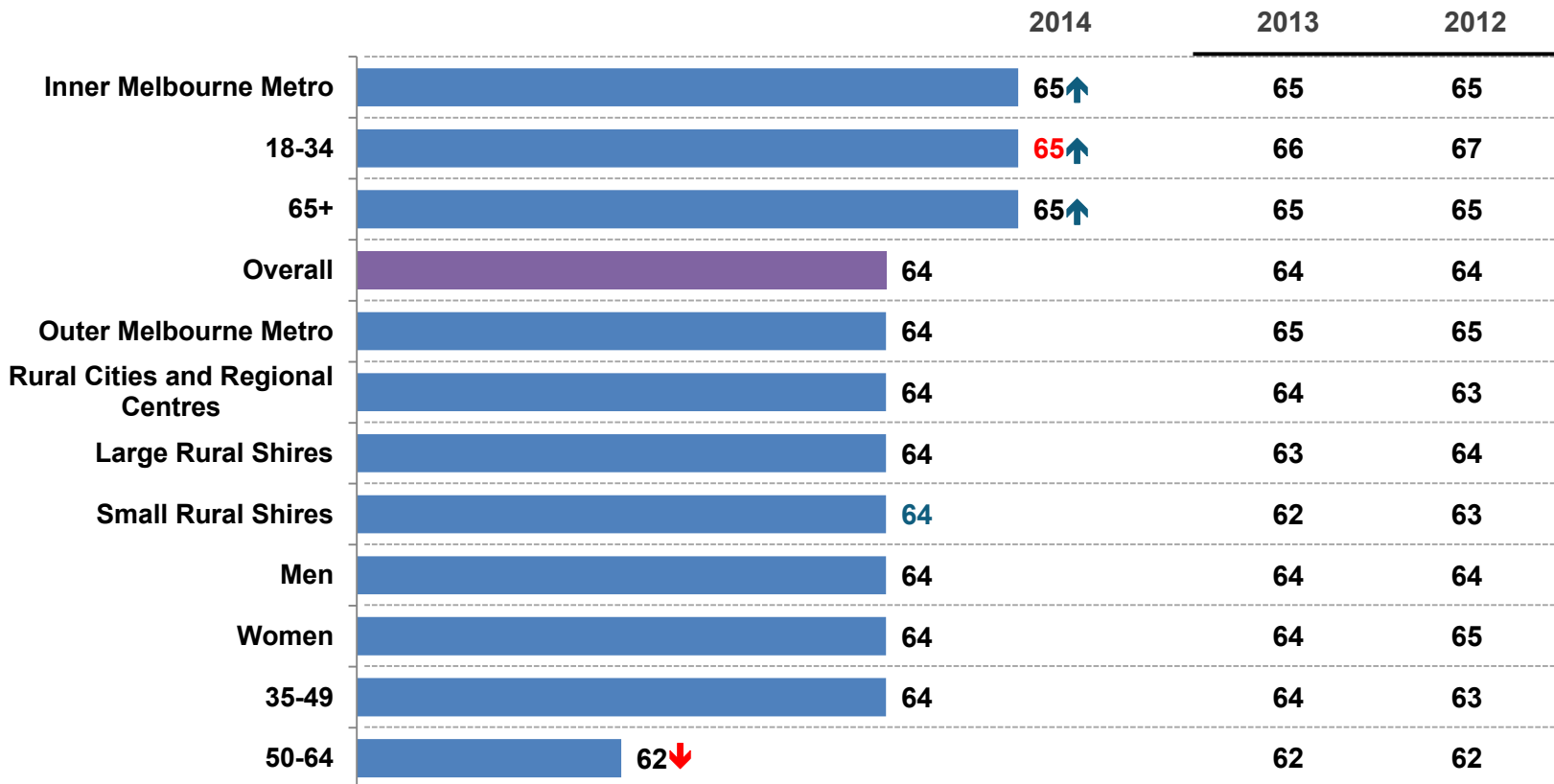
Q1. Firstly, how important should 'Environmental sustainability' be as a responsibility for Council?
Base: All respondents. Councils asked: 19



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2014 ENVIRONMENTAL SUSTAINABILITY PERFORMANCE INDEX SCORES



Q2. How has Council performed on 'Environmental sustainability' over the last 12 months?
Base: All respondents. Councils asked: 32



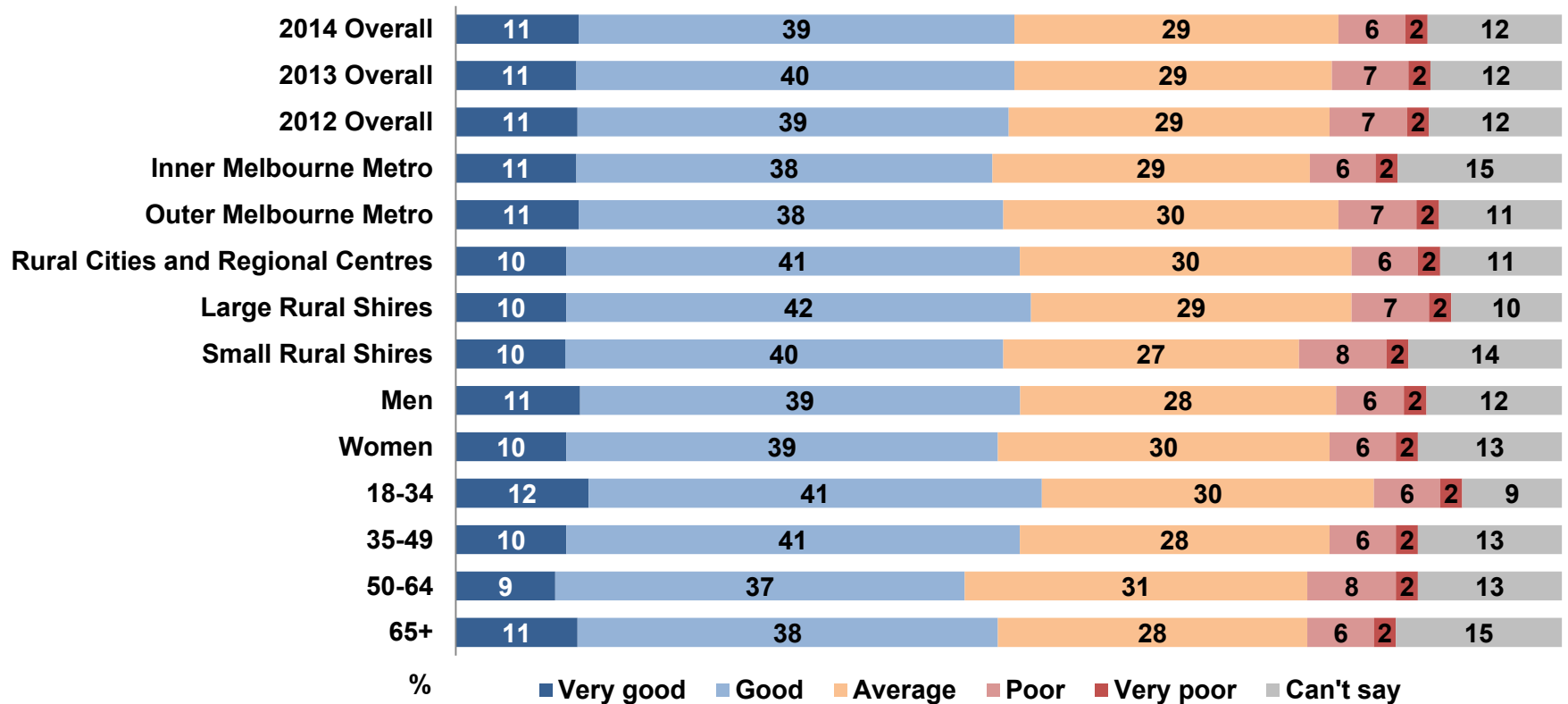
JWS RESEARCH

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Note: please see page 6 for explanation about significant differences

Local Government Community Satisfaction Survey 2014

2014 ENVIRONMENTAL SUSTAINABILITY PERFORMANCE DETAILED PERCENTAGES



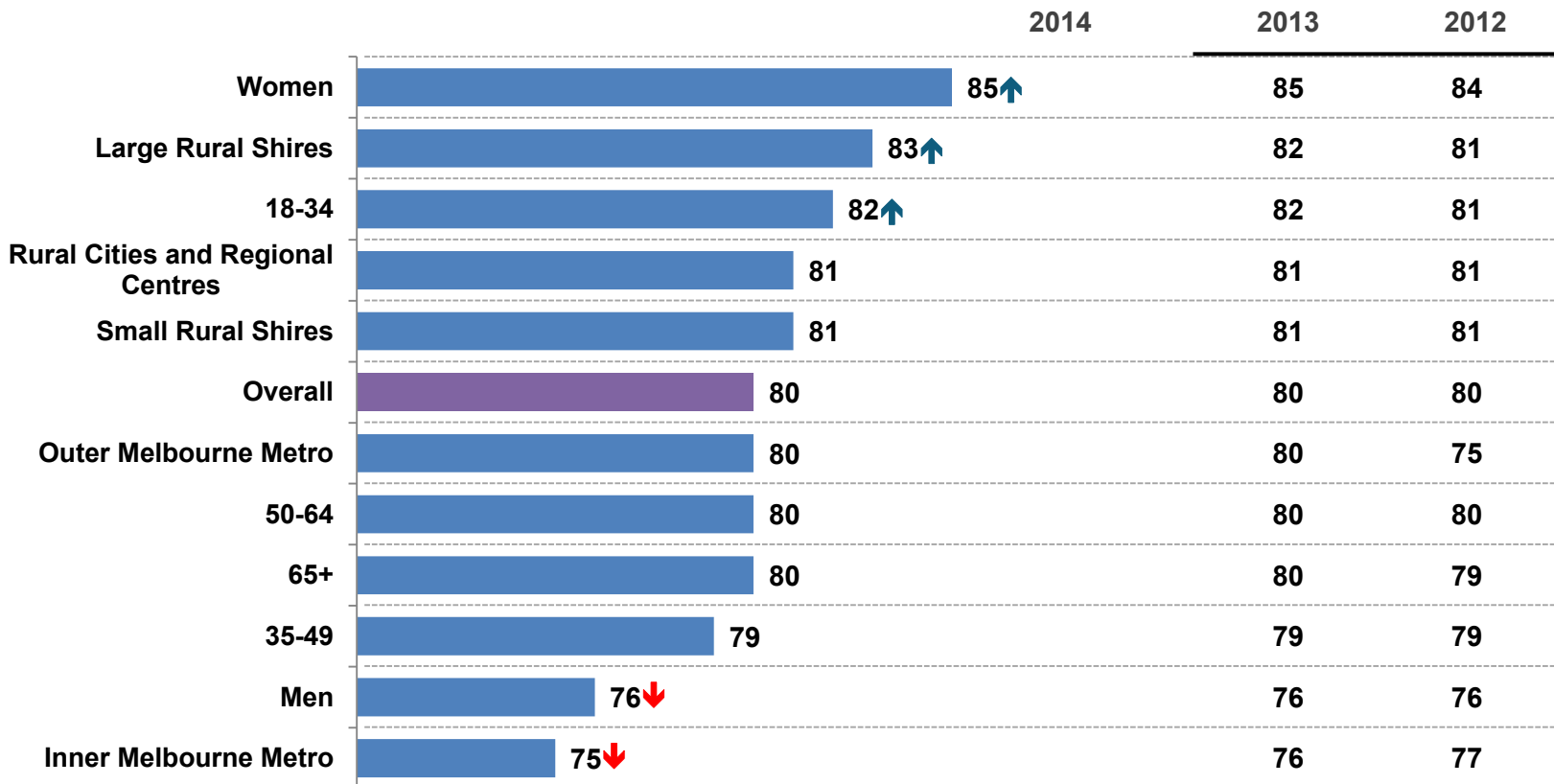
Q2. How has Council performed on 'Environmental sustainability' over the last 12 months?
Base: All respondents. Councils asked: 32



J W S R E S E A R C H

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2014 EMERGENCY AND DISASTER MANAGEMENT IMPORTANCE INDEX SCORES



Q1. Firstly, how important should 'Emergency and disaster management' be as a responsibility for Council?
Base: All respondents. Councils asked: 14



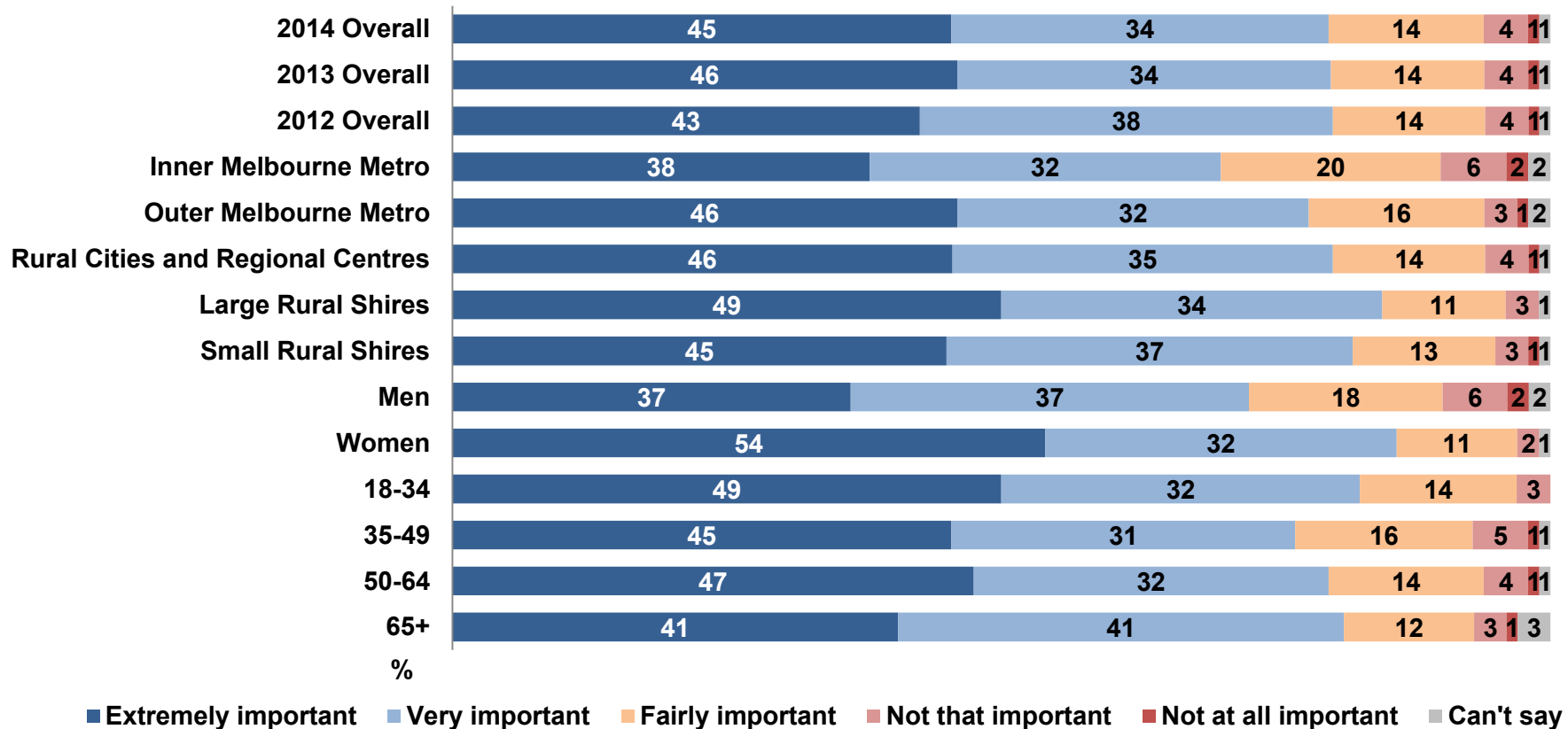
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Note: please see page 6 for explanation about significant differences

Local Government Community Satisfaction Survey 2014

2014 EMERGENCY AND DISASTER MANAGEMENT IMPORTANCE DETAILED PERCENTAGES



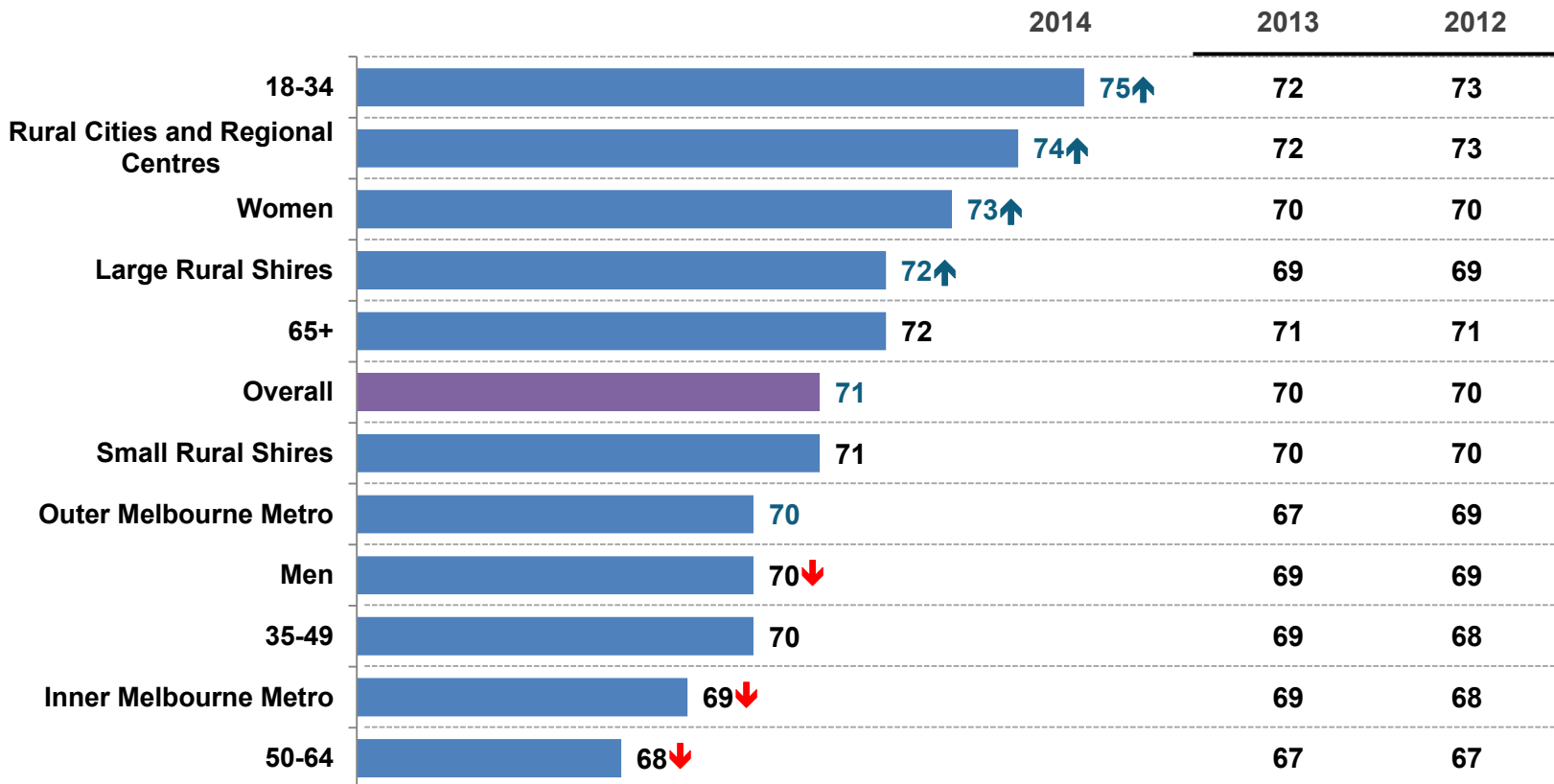
Q1. Firstly, how important should 'Emergency and disaster management' be as a responsibility for Council?
Base: All respondents. Councils asked: 14



JWS RESEARCH

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2014 EMERGENCY AND DISASTER MANAGEMENT PERFORMANCE INDEX SCORES



Q2. How has Council performed on 'Emergency and disaster management' over the last 12 months?

Base: All respondents. Councils asked: 23



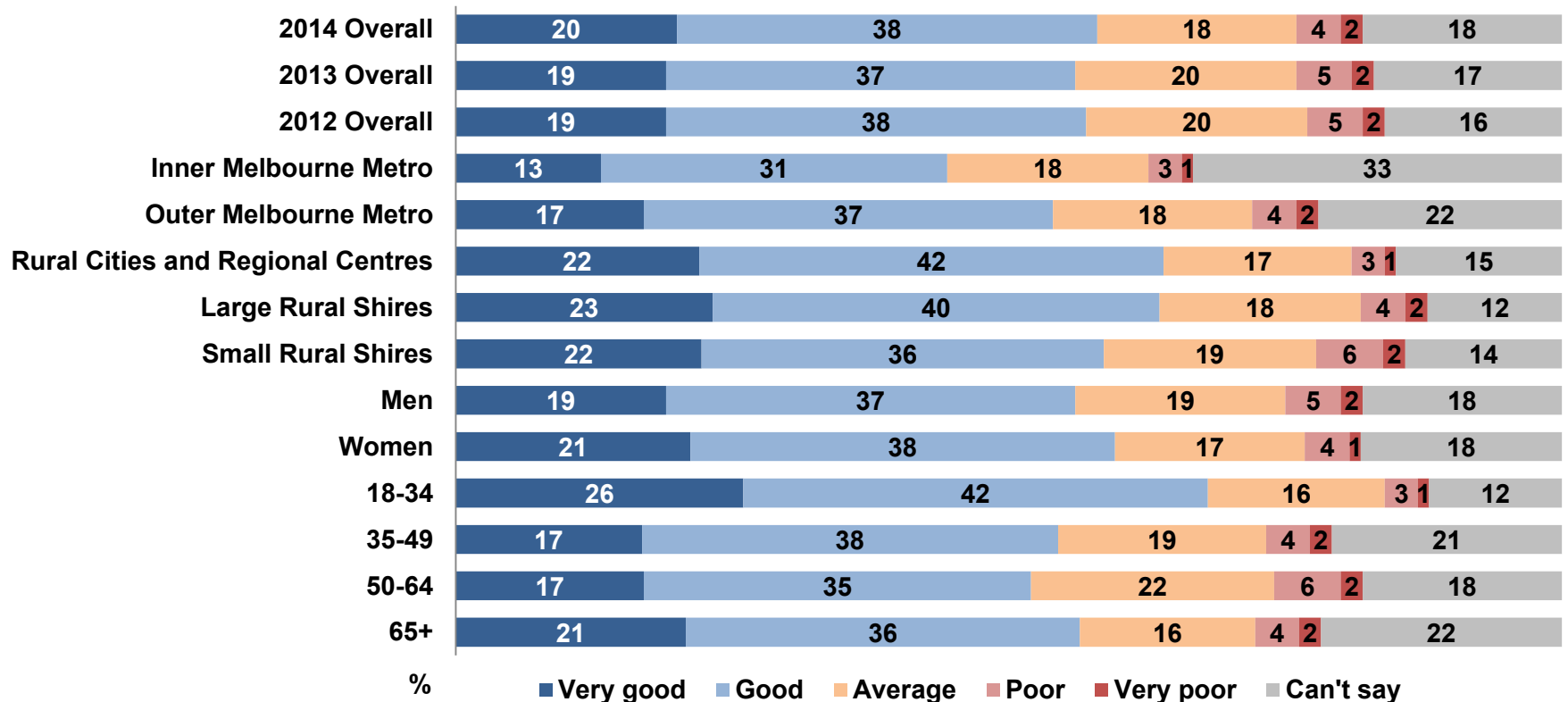
JWS RESEARCH

142

Note: please see page 6 for explanation about significant differences

Local Government Community Satisfaction Survey 2014

2014 EMERGENCY AND DISASTER MANAGEMENT PERFORMANCE DETAILED PERCENTAGES



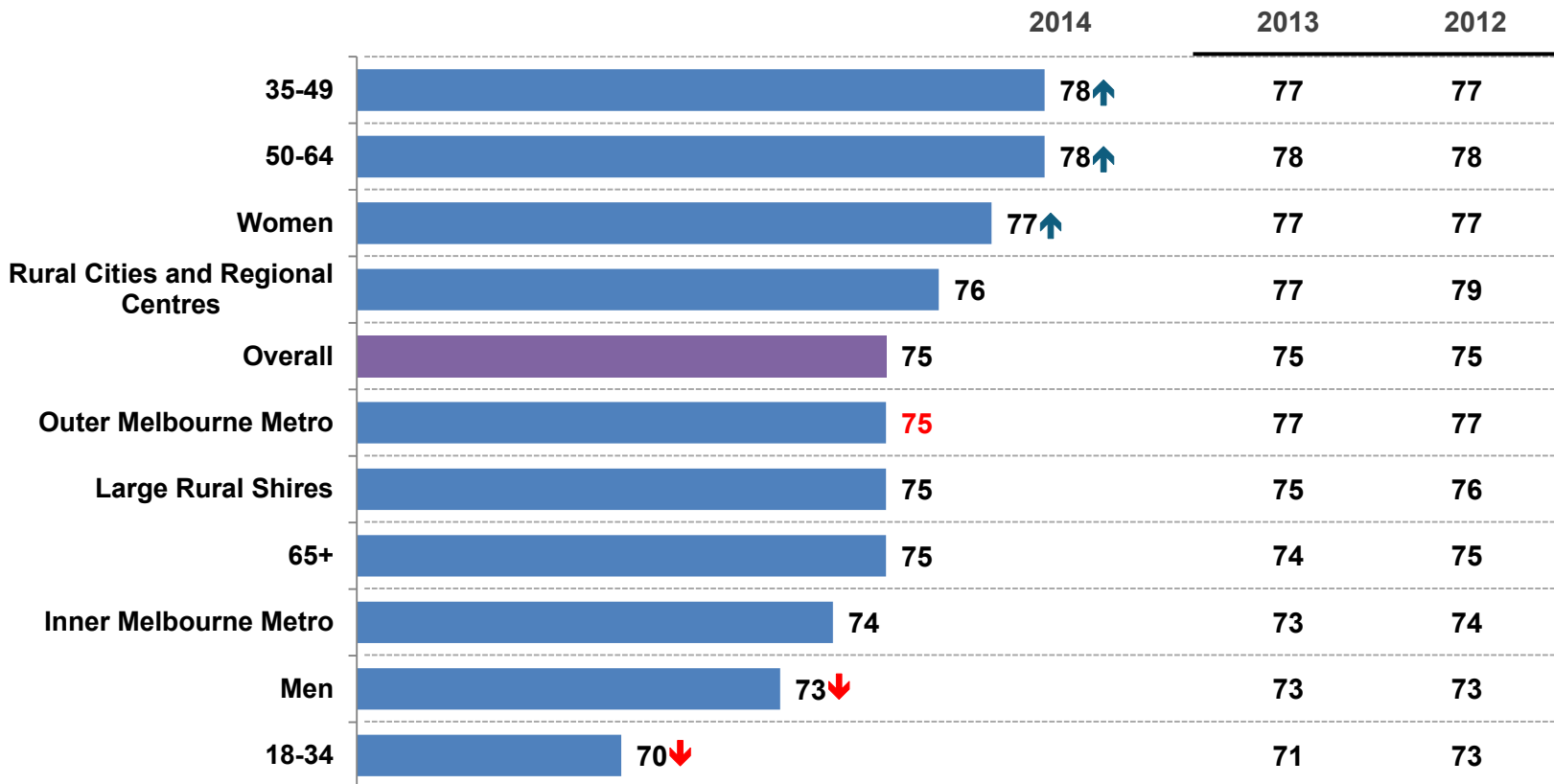
Q2. How has Council performed on 'Emergency and disaster management' over the last 12 months?
Base: All respondents. Councils asked: 23



JWS RESEARCH

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2014 PLANNING FOR POPULATION GROWTH IN THE AREA IMPORTANCE INDEX SCORES



Q1. Firstly, how important should 'Planning for population growth in the area' be as a responsibility for Council?

Base: All respondents. Councils asked: 15



JWS RESEARCH

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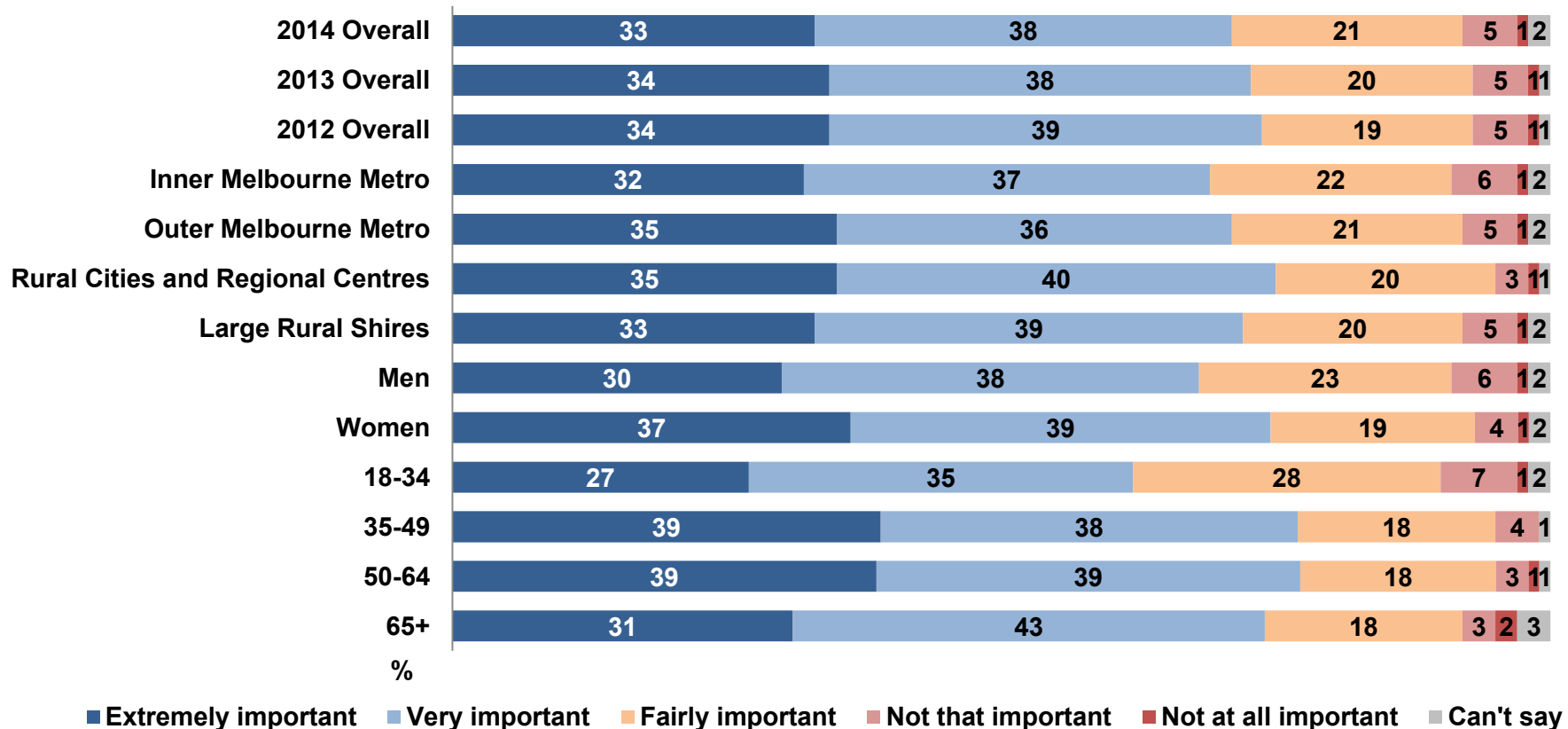
Note: please see page 6 for explanation about significant differences

Note: question not asked by any Small Rural Shires

Local Government Community Satisfaction Survey 2014

2014 PLANNING FOR POPULATION GROWTH IN THE AREA

IMPORTANCE DETAILED PERCENTAGES



Q1. Firstly, how important should 'Planning for population growth in the area' be as a responsibility for Council?

Base: All respondents. Councils asked: 15



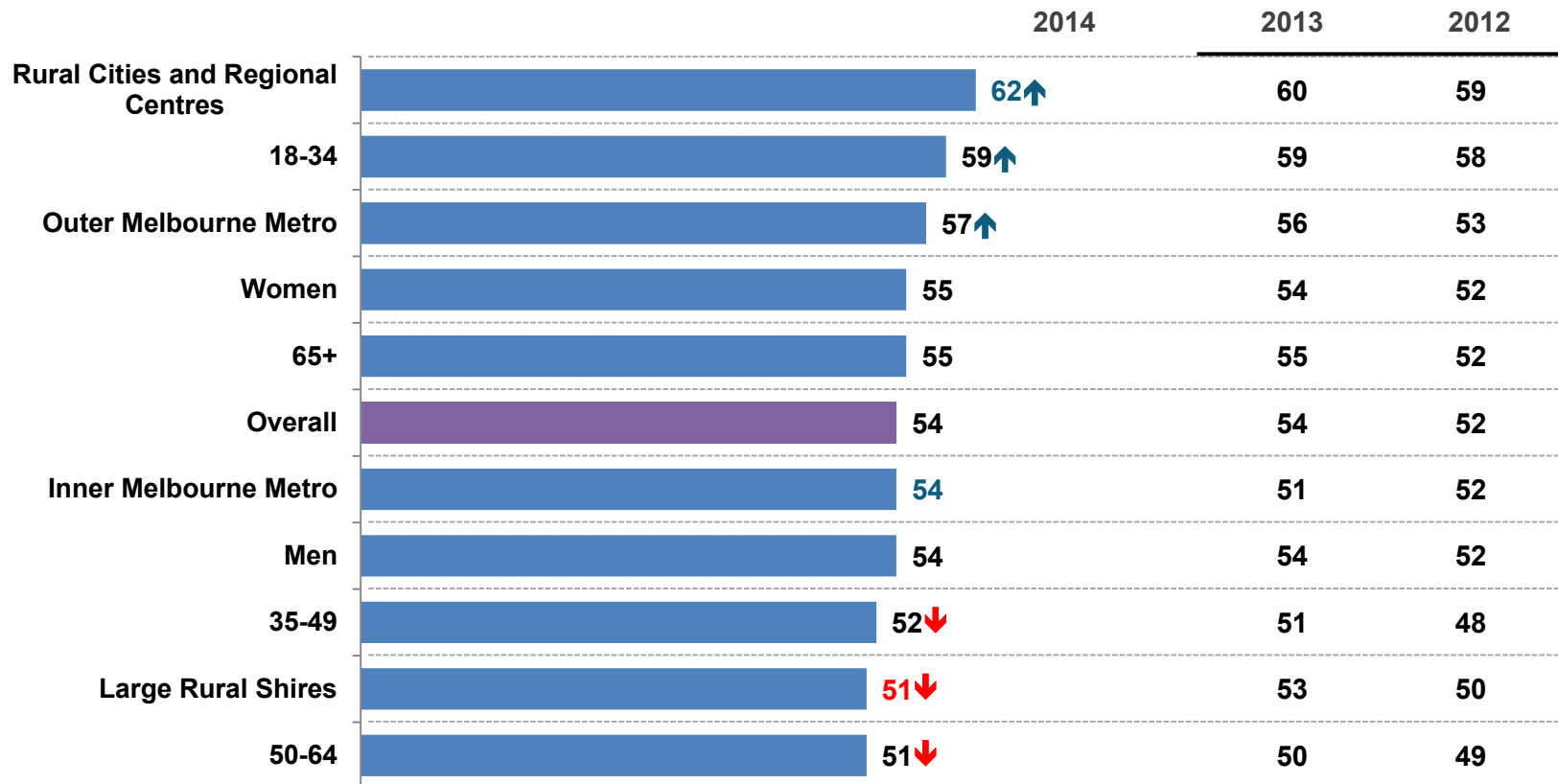
JWS RESEARCH

145

Note: question not asked by any Small Rural Shires

Local Government Community Satisfaction Survey 2014

2014 PLANNING FOR POPULATION GROWTH IN THE AREA PERFORMANCE INDEX SCORES



Q2. How has Council performed on 'Planning for population growth in the area' over the last 12 months?

Base: All respondents. Councils asked: 18



JWS RESEARCH

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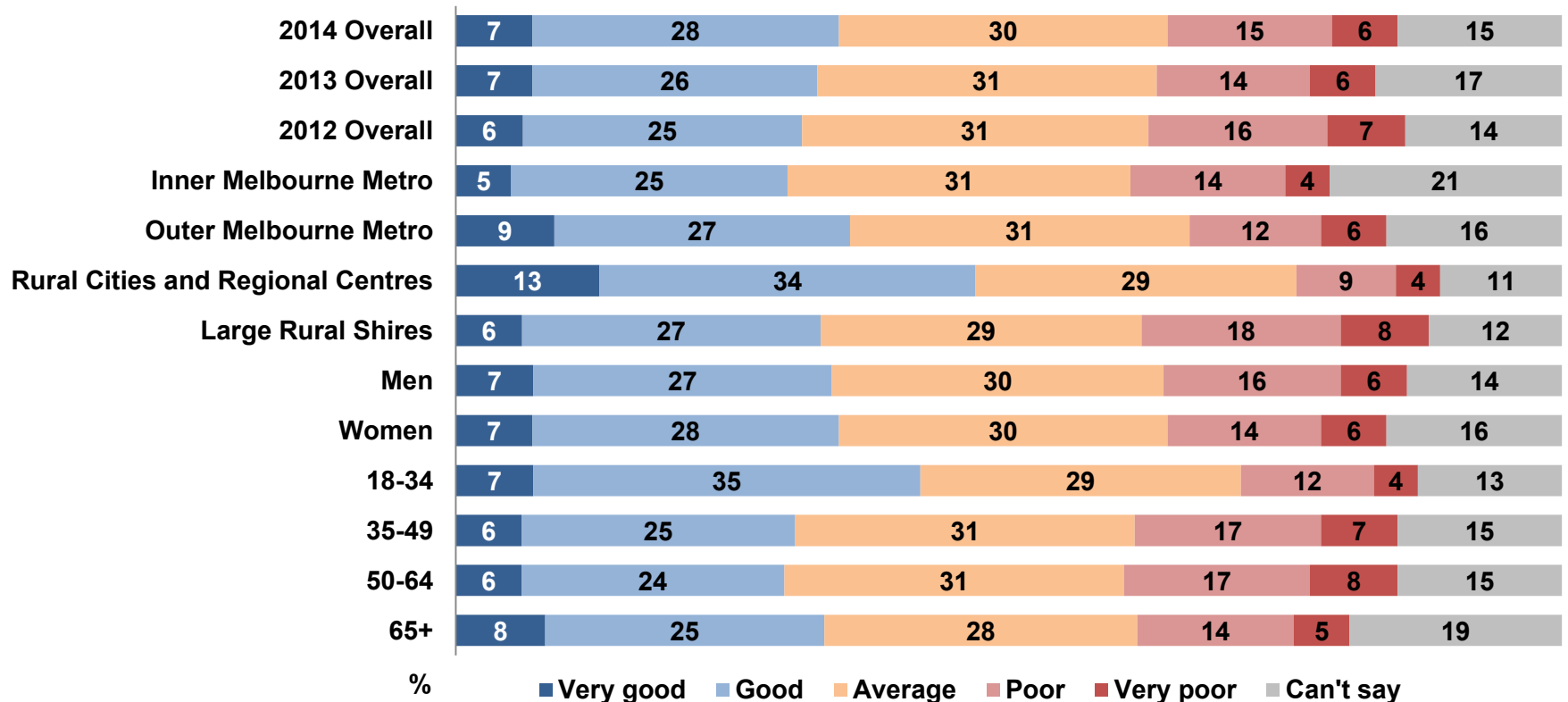
Note: please see page 6 for explanation about significant differences

Note: question not asked by any Small Rural Shires

Local Government Community Satisfaction Survey 2014

2014 PLANNING FOR POPULATION GROWTH IN THE AREA

PERFORMANCE DETAILED PERCENTAGES



Q2. How has Council performed on 'Planning for population growth in the area' over the last 12 months?
Base: All respondents. Councils asked: 18

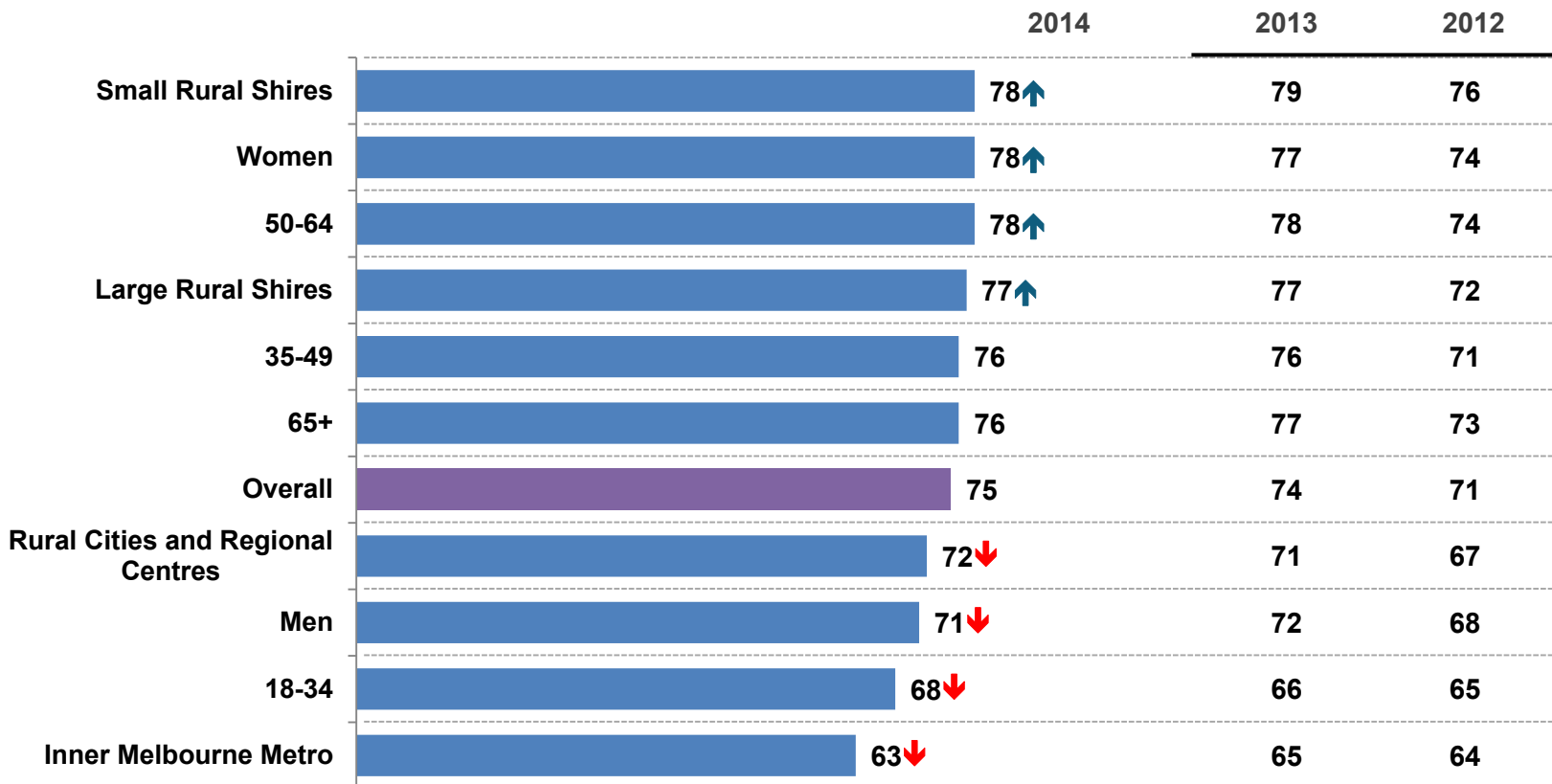
Note: question not asked by any Small Rural Shires



JWS RESEARCH

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2014 ROADSIDE SLASHING AND WEED CONTROL IMPORTANCE INDEX SCORES



Q1. Firstly, how important should 'Roadside slashing and weed control' be as a responsibility for Council?

Base: All respondents. Councils asked: 7



JWS RESEARCH

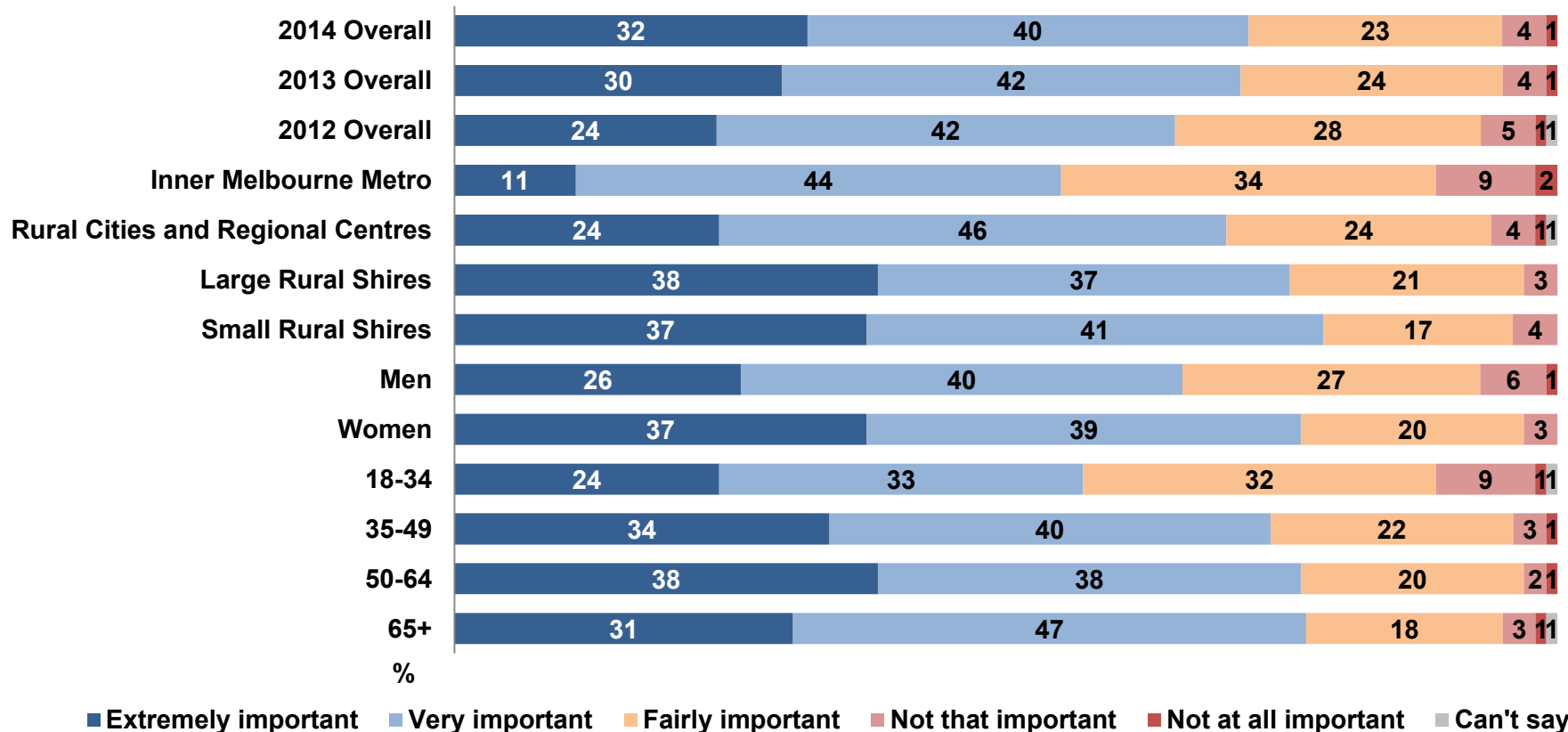
148

Note: please see page 6 for explanation about significant differences

Note: question not asked by any Outer Melbourne Metro councils

Local Government Community Satisfaction Survey 2014

2014 ROADSIDE SLASHING AND WEED CONTROL IMPORTANCE DETAILED PERCENTAGES



Q1. Firstly, how important should 'Roadside slashing and weed control' be as a responsibility for Council?

Base: All respondents. Councils asked: 7



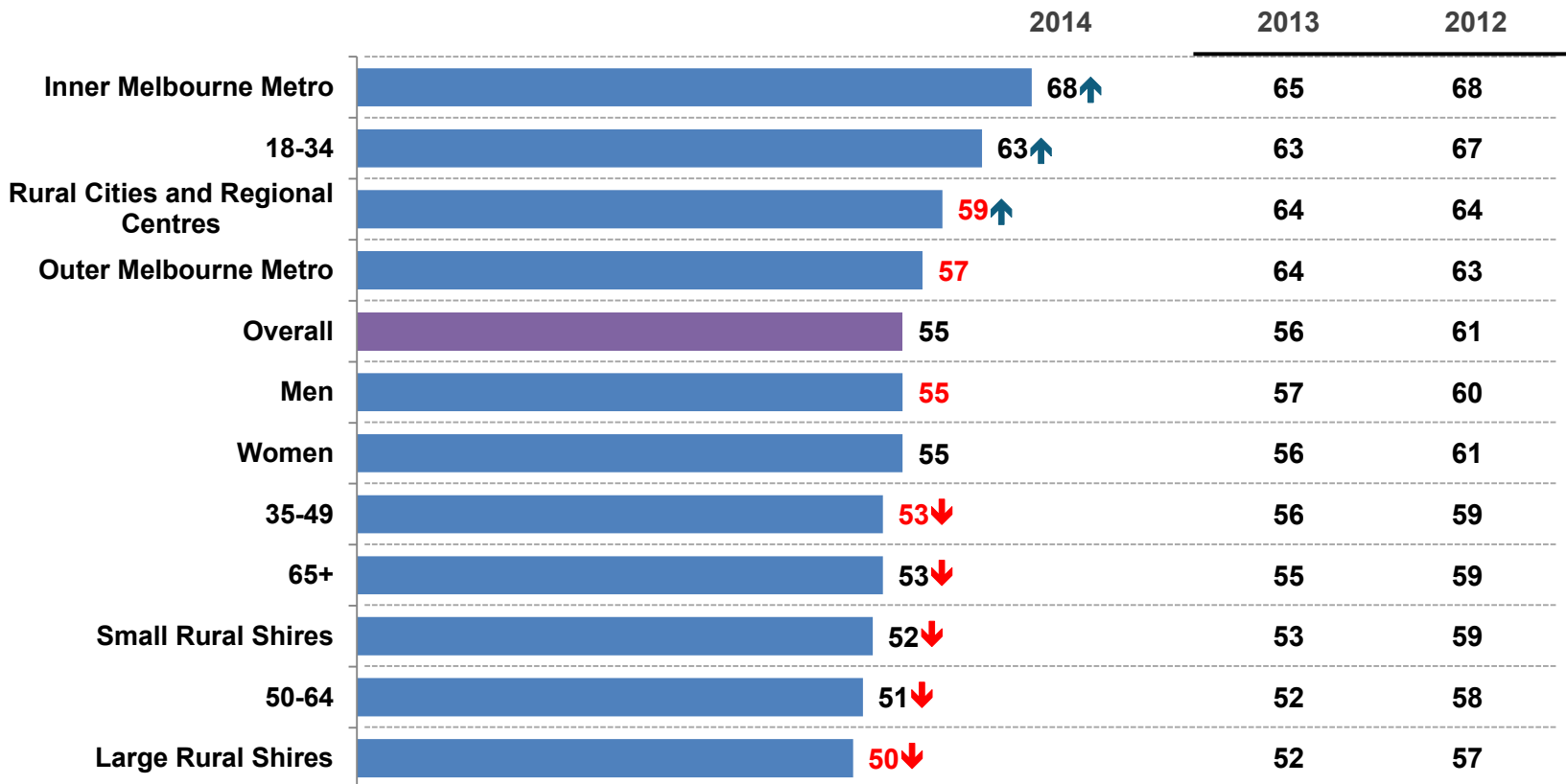
JWS RESEARCH

149

Note: question not asked by any Outer Melbourne Metro councils

Local Government Community Satisfaction Survey 2014

2014 ROADSIDE SLASHING AND WEED CONTROL PERFORMANCE INDEX SCORES



Q2. How has Council performed on 'Roadside slashing and weed control' over the last 12 months?

Base: All respondents. Councils asked: 15



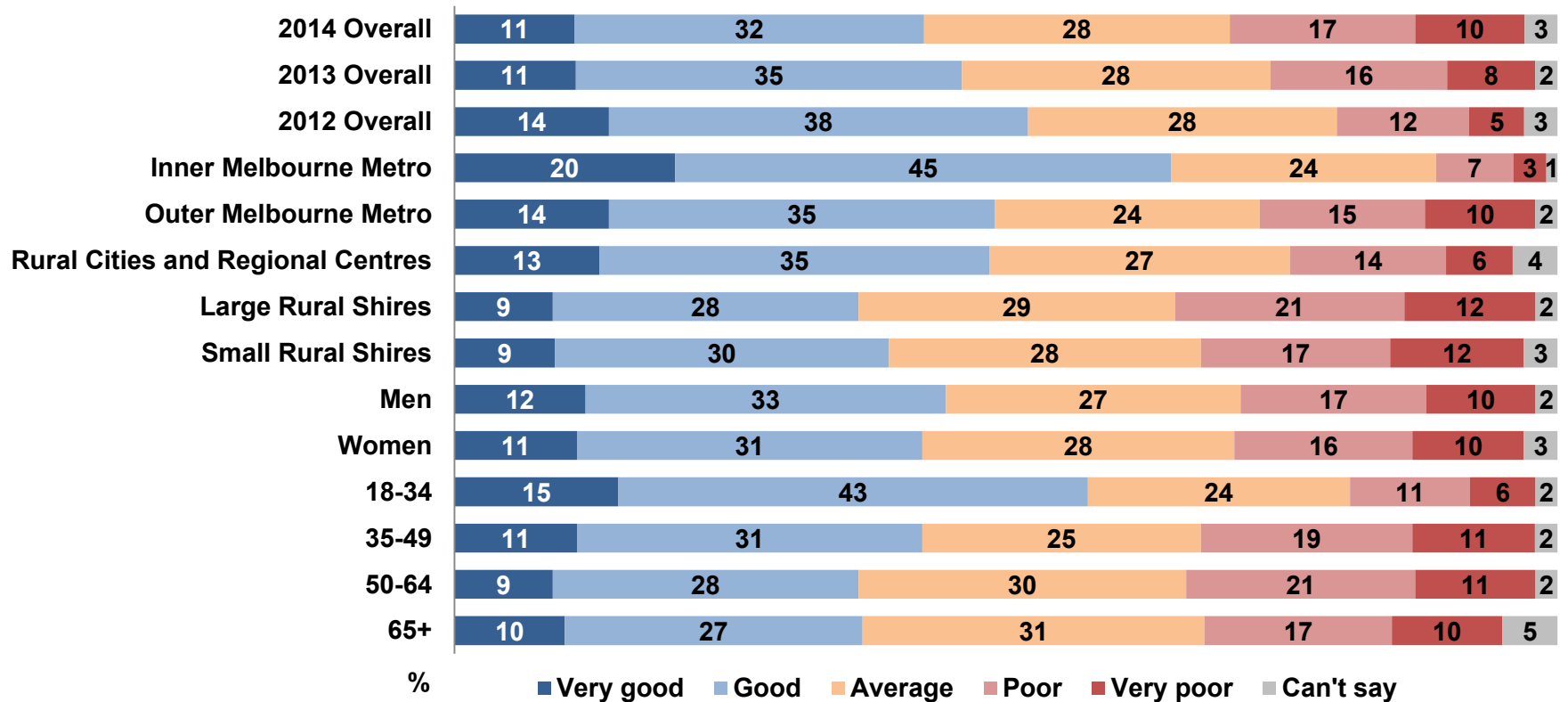
JWS RESEARCH

150

Note: please see page 6 for explanation about significant differences

Local Government Community Satisfaction Survey 2014

2014 ROADSIDE SLASHING AND WEED CONTROL PERFORMANCE DETAILED PERCENTAGES



Q2. How has Council performed on 'Roadside slashing and weed control' over the last 12 months?
Base: All respondents. Councils asked: 15

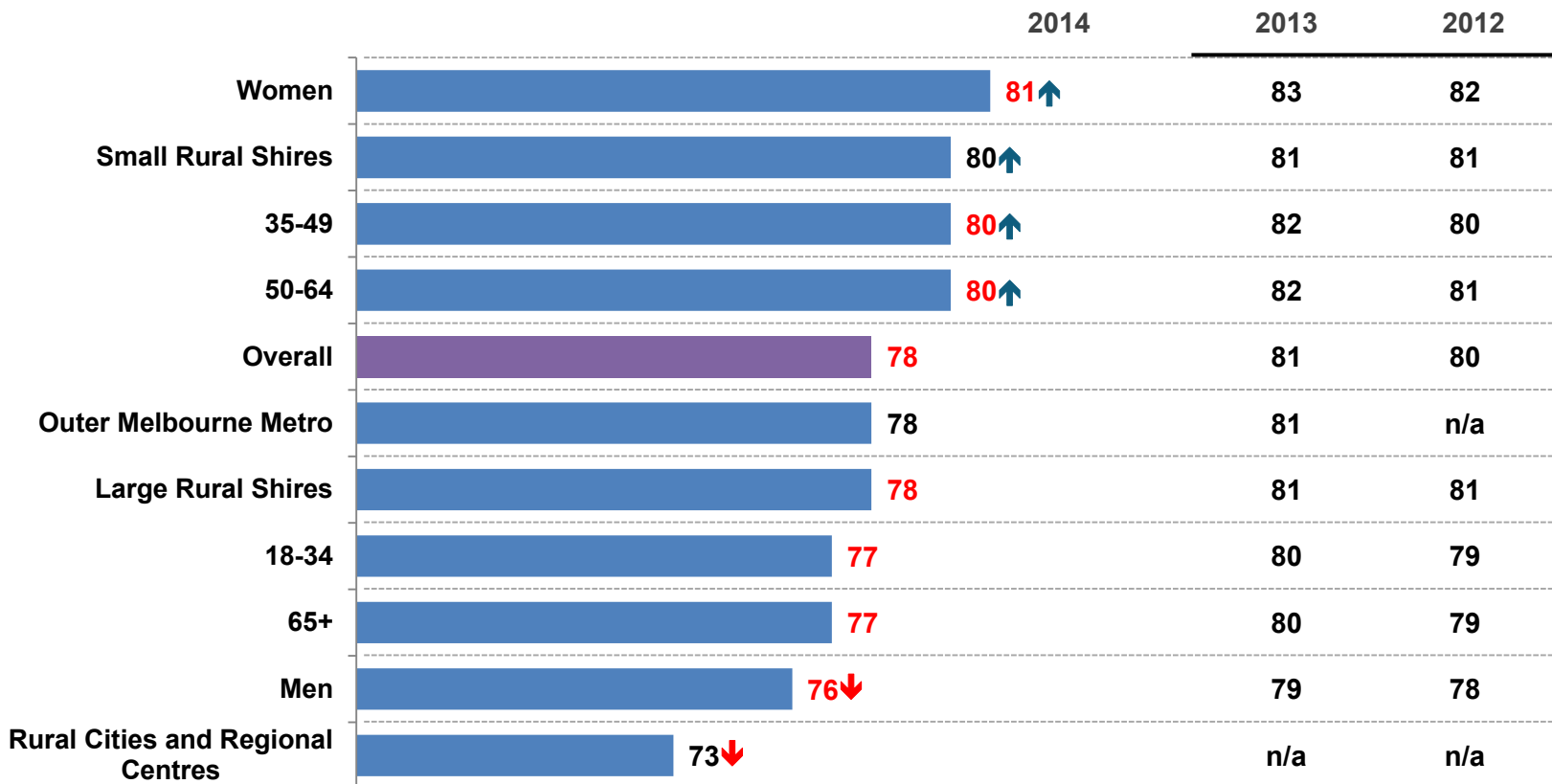


JWS RESEARCH

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2014 MAINTENANCE OF UNSEALED ROADS IN YOUR AREA

IMPORTANCE INDEX SCORES



Q1. Firstly, how important should 'Maintenance of unsealed roads in your area' be as a responsibility for Council?

Base: All respondents. Councils asked: 13



JWS RESEARCH

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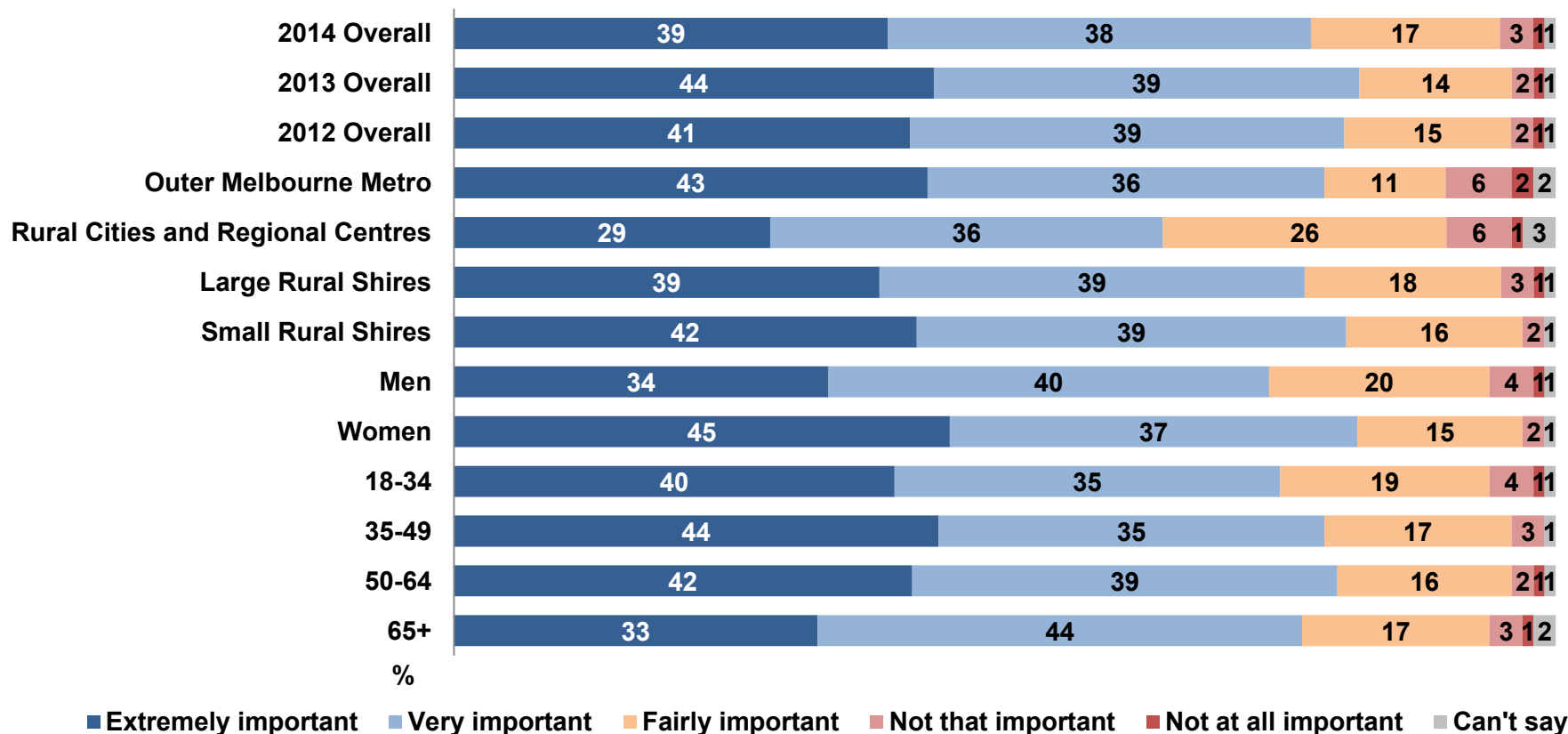
Note: please see page 6 for explanation about significant differences

Note: question not asked by any Inner Melbourne Metro councils

Local Government Community Satisfaction Survey 2014

2014 MAINTENANCE OF UNSEALED ROADS IN YOUR AREA

IMPORTANCE DETAILED PERCENTAGES



Q1. Firstly, how important should 'Maintenance of unsealed roads in your area' be as a responsibility for Council?
Base: All respondents. Councils asked: 13

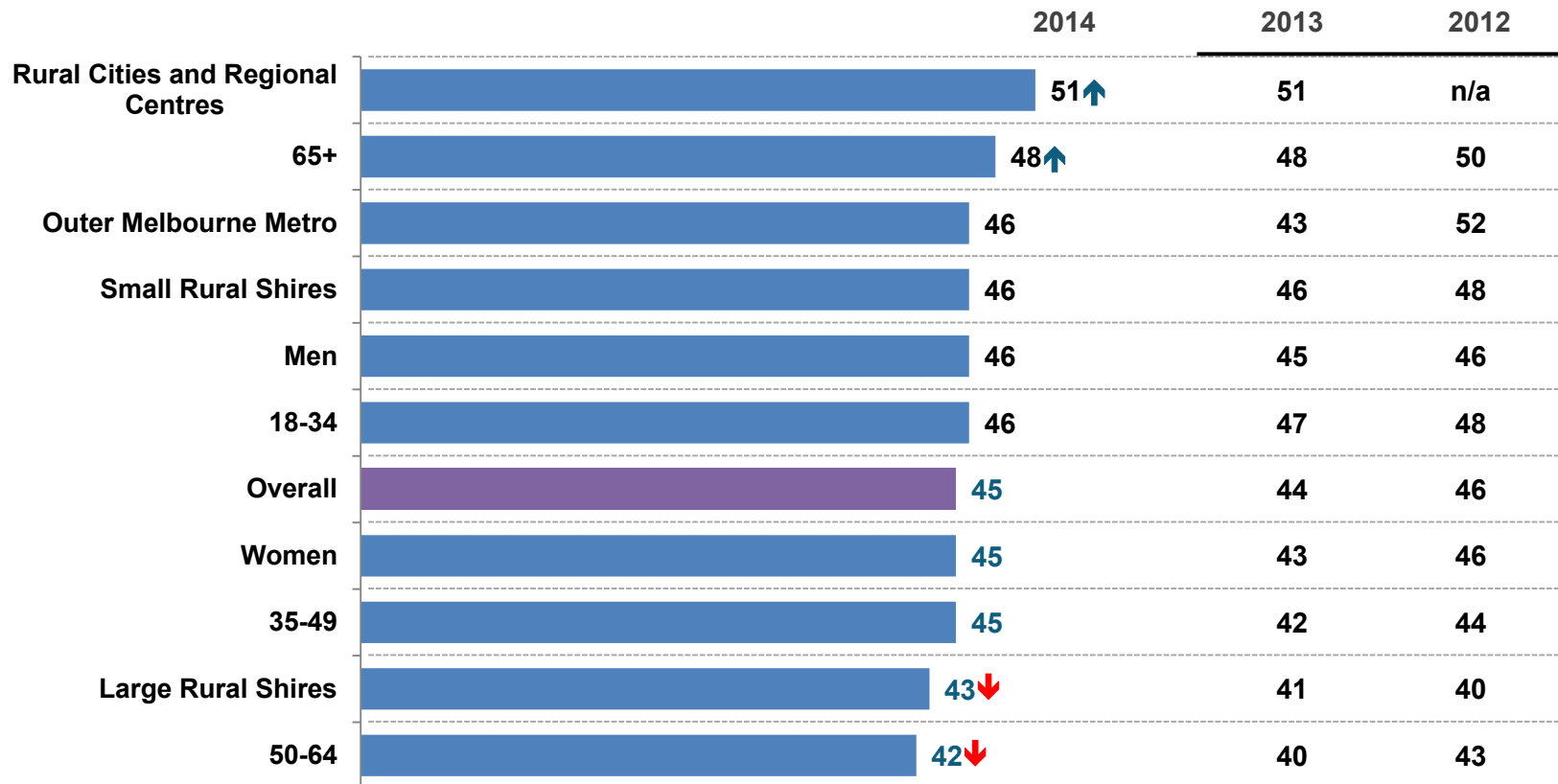
Note: question not asked by any Inner Melbourne Metro councils



JWS RESEARCH

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2014 MAINTENANCE OF UNSEALED ROADS IN YOUR AREA PERFORMANCE INDEX SCORES



Q2. How has Council performed on 'Maintenance of unsealed roads in your area' over the last 12 months?

Base: All respondents. Councils asked: 19



JWS RESEARCH

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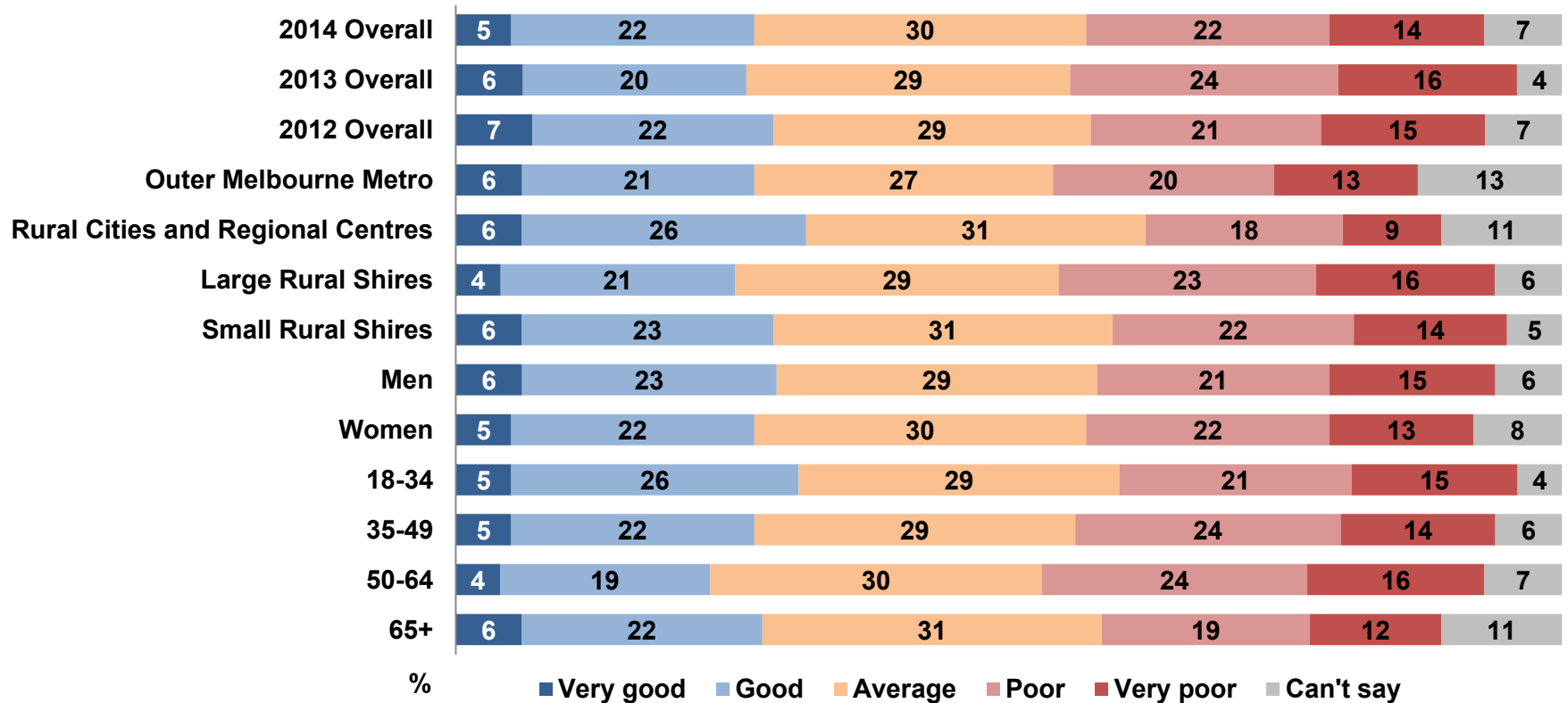
Note: please see page 6 for explanation about significant differences

Note: question not asked by any Inner Melbourne Metro councils

Local Government Community Satisfaction Survey 2014

2014 MAINTENANCE OF UNSEALED ROADS IN YOUR AREA

PERFORMANCE DETAILED PERCENTAGES



Q2. How has Council performed on 'Maintenance of unsealed roads in your area' over the last 12 months?

Base: All respondents. Councils asked: 19



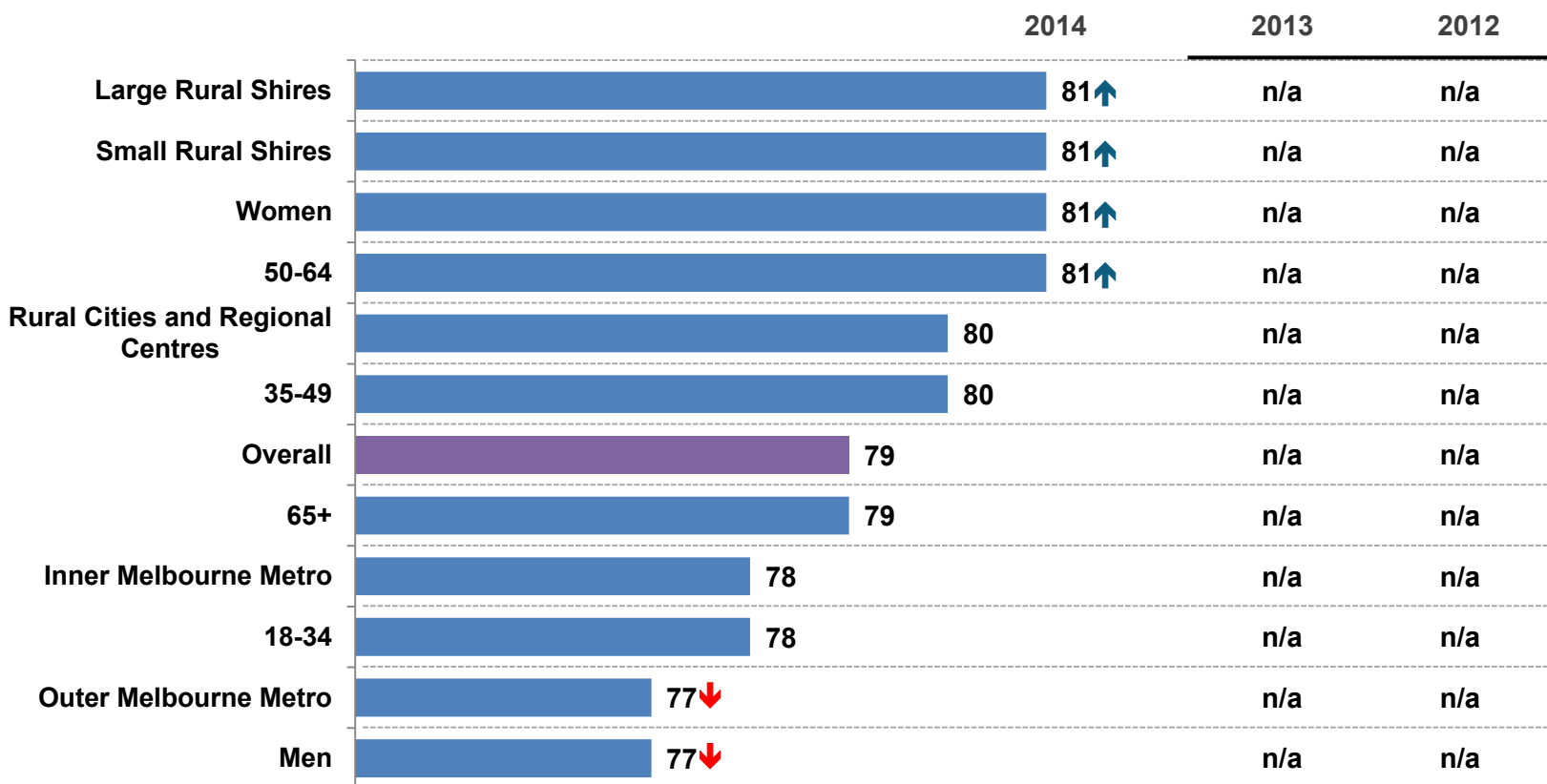
JWS RESEARCH

155

Note: question not asked by any Inner Melbourne Metro councils

Local Government Community Satisfaction Survey 2014

2014 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY IMPORTANCE INDEX SCORES



Q1. Firstly, how important should 'Decisions made in the interest of the community' be as a responsibility for Council?

Base: All respondents. Councils asked: 14



JWS RESEARCH

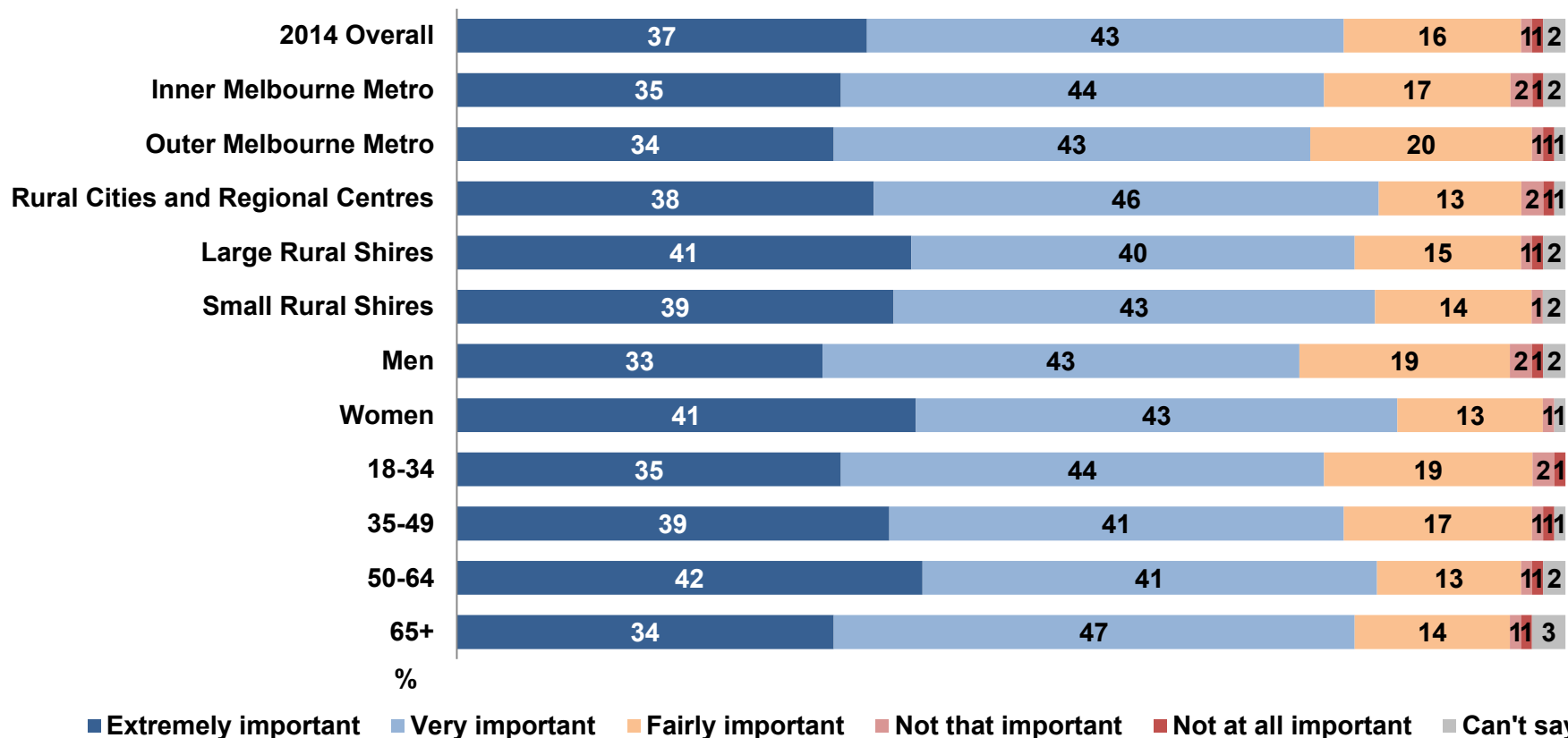
156

Note: please see page 6 for explanation about significant differences

Local Government Community Satisfaction Survey 2014

2014 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY

IMPORTANCE DETAILED PERCENTAGES



Q1. Firstly, how important should 'Decisions made in the interest of the community' be as a responsibility for Council?

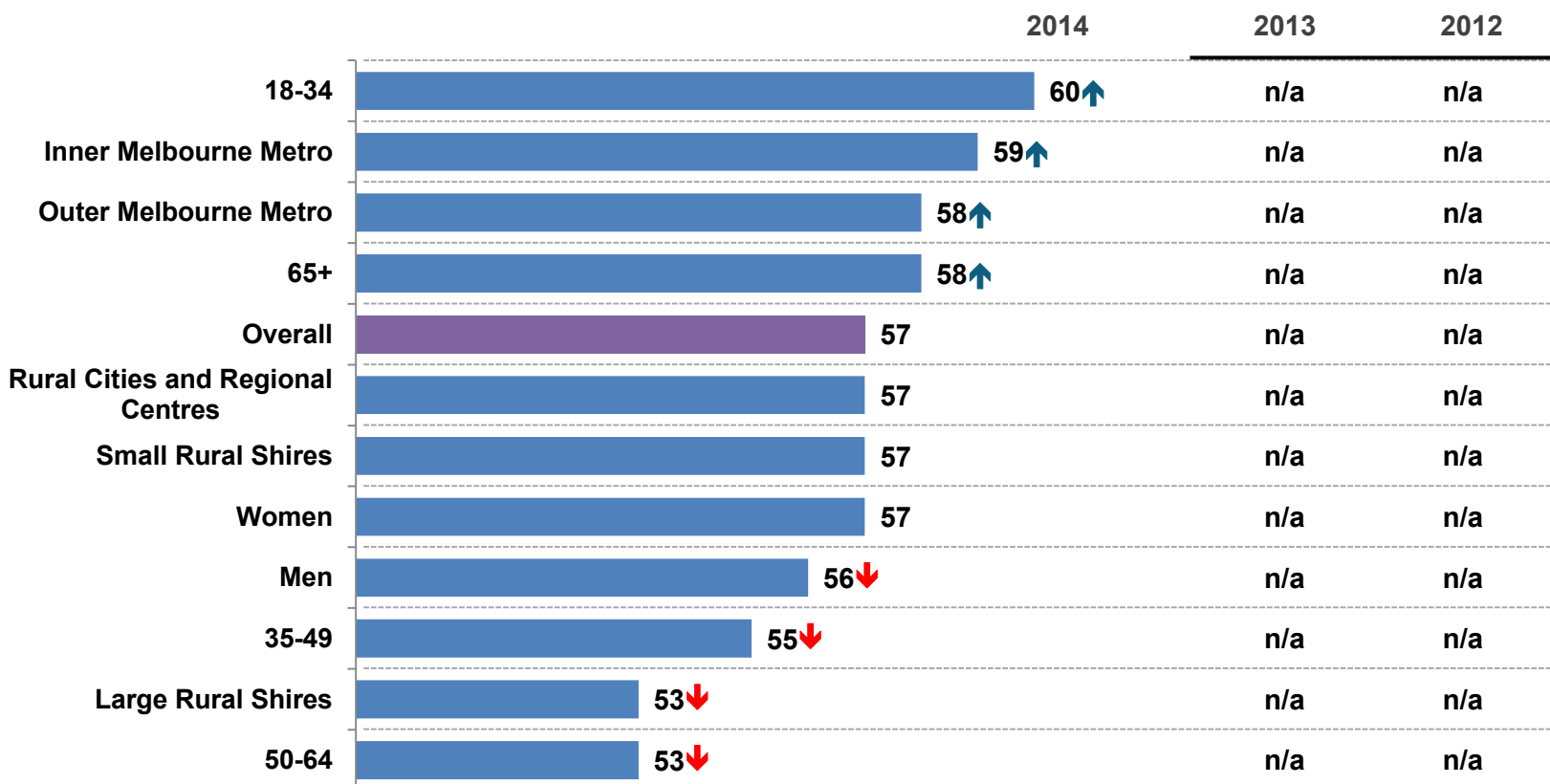
Base: All respondents. Councils asked: 14



JWS RESEARCH

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2014 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY PERFORMANCE INDEX SCORES



Q2. How has Council performed on 'Decisions made in the interest of the community' over the last 12 months?

Base: All respondents. Councils asked: 43



JWS RESEARCH

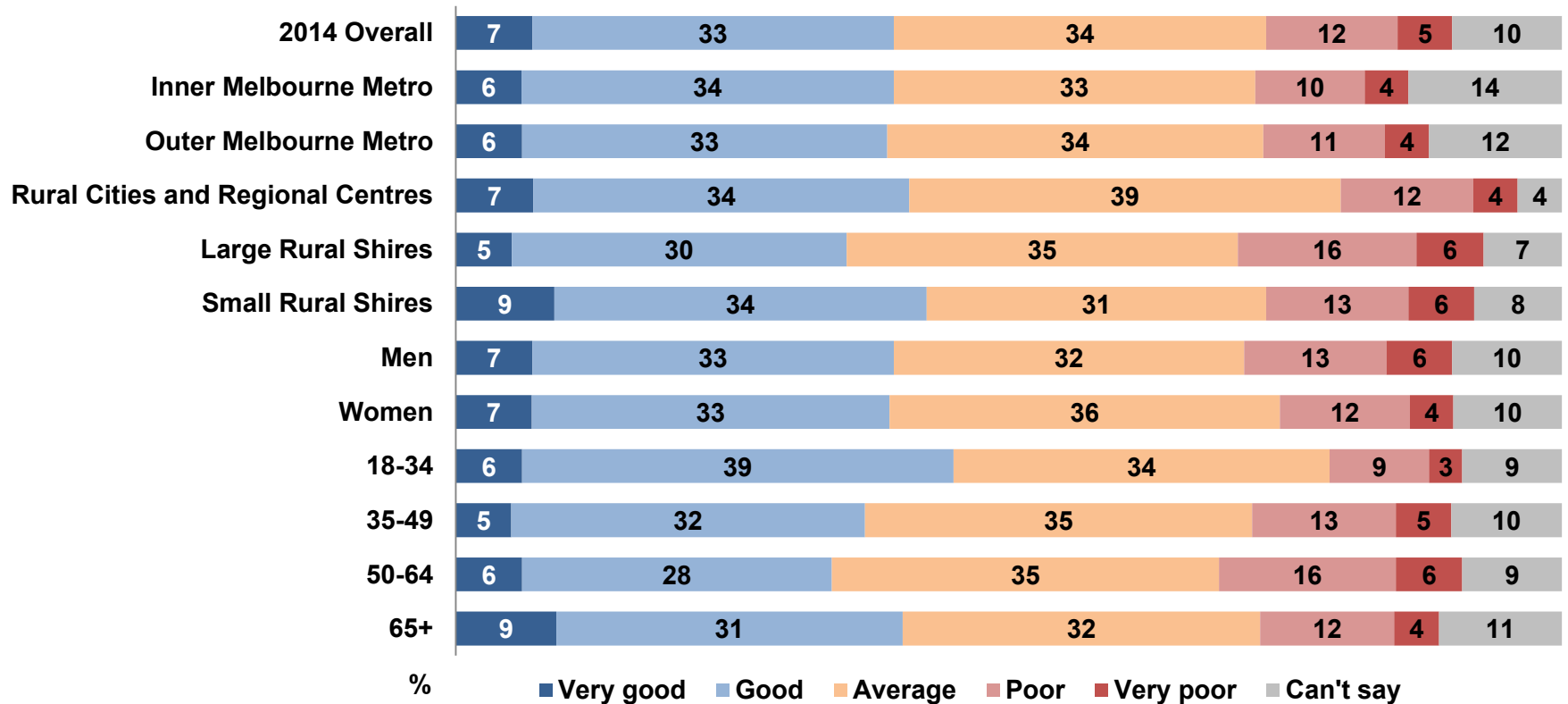
158

Note: please see page 6 for explanation about significant differences

Local Government Community Satisfaction Survey 2014

2014 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY

PERFORMANCE DETAILED PERCENTAGES



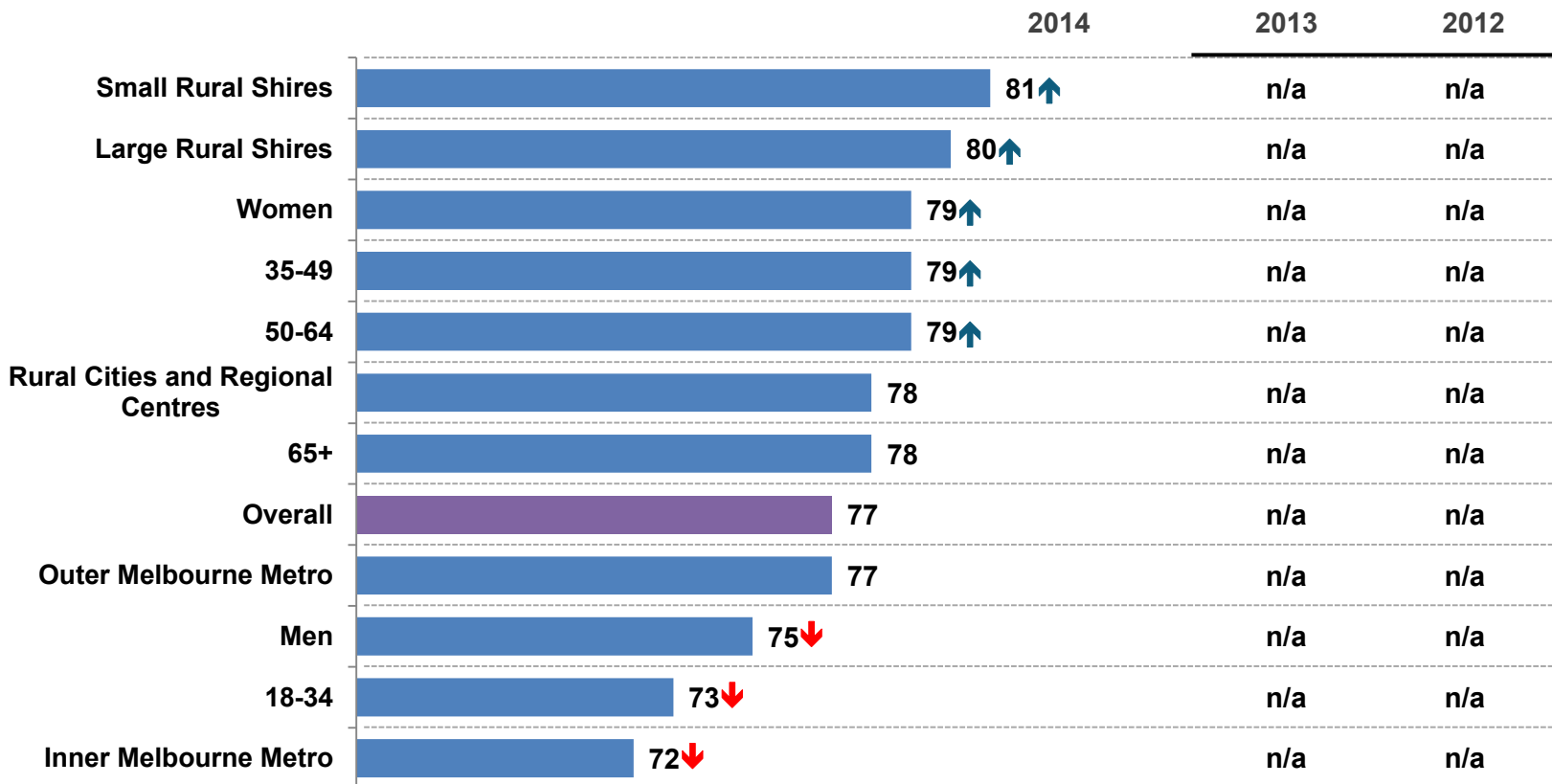
Q2. How has Council performed on 'Decisions made in the interest of the community' over the last 12 months?
Base: All respondents. Councils asked: 43



JWS RESEARCH

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2014 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA IMPORTANCE INDEX SCORES



Q1. Firstly, how important should 'The condition of sealed local roads in your area' be as a responsibility for Council?

Base: All respondents. Councils asked: 14



JWS RESEARCH

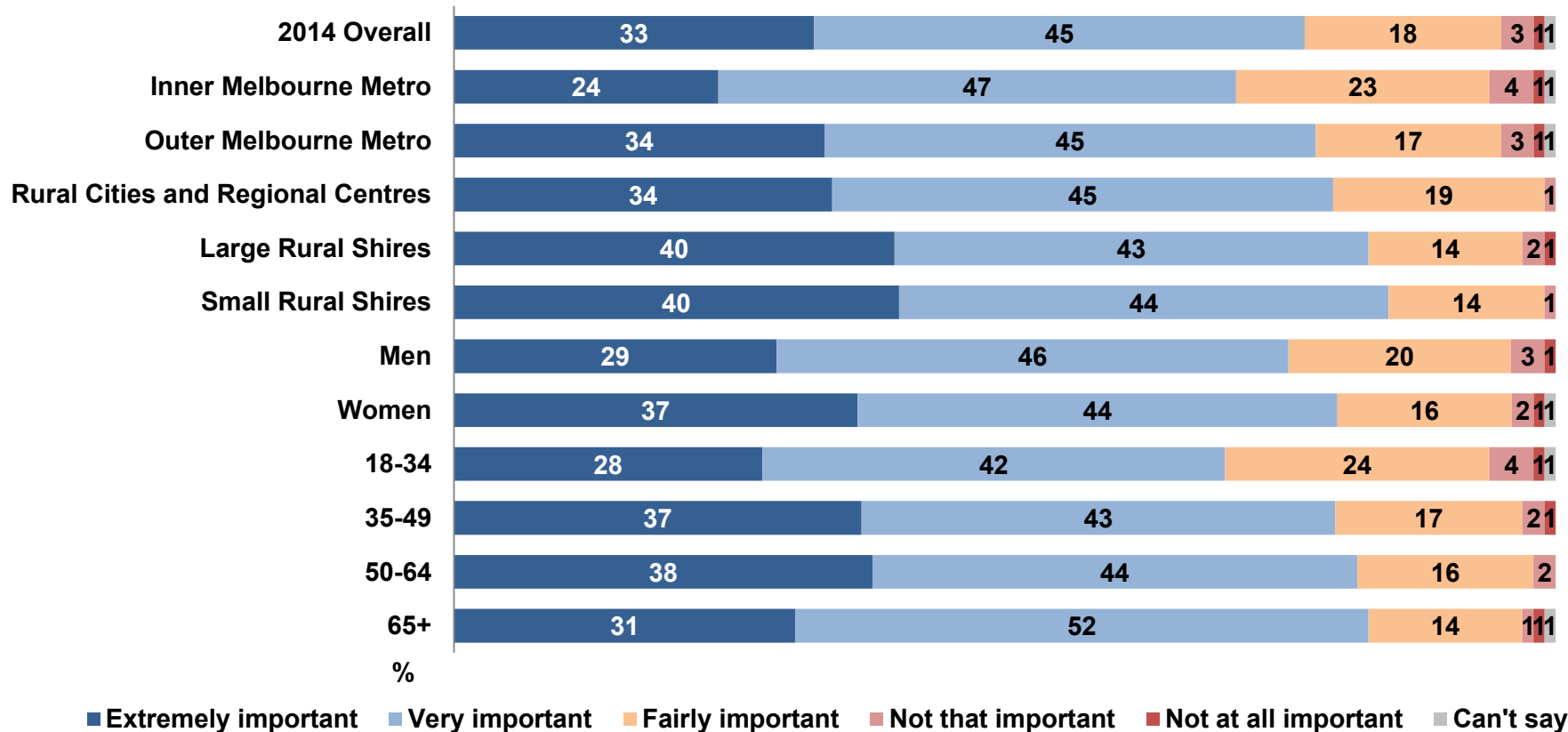
160

Note: please see page 6 for explanation about significant differences

Local Government Community Satisfaction Survey 2014

2014 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA

IMPORTANCE DETAILED PERCENTAGES



Q1. Firstly, how important should 'The condition of sealed local roads in your area' be as a responsibility for Council?

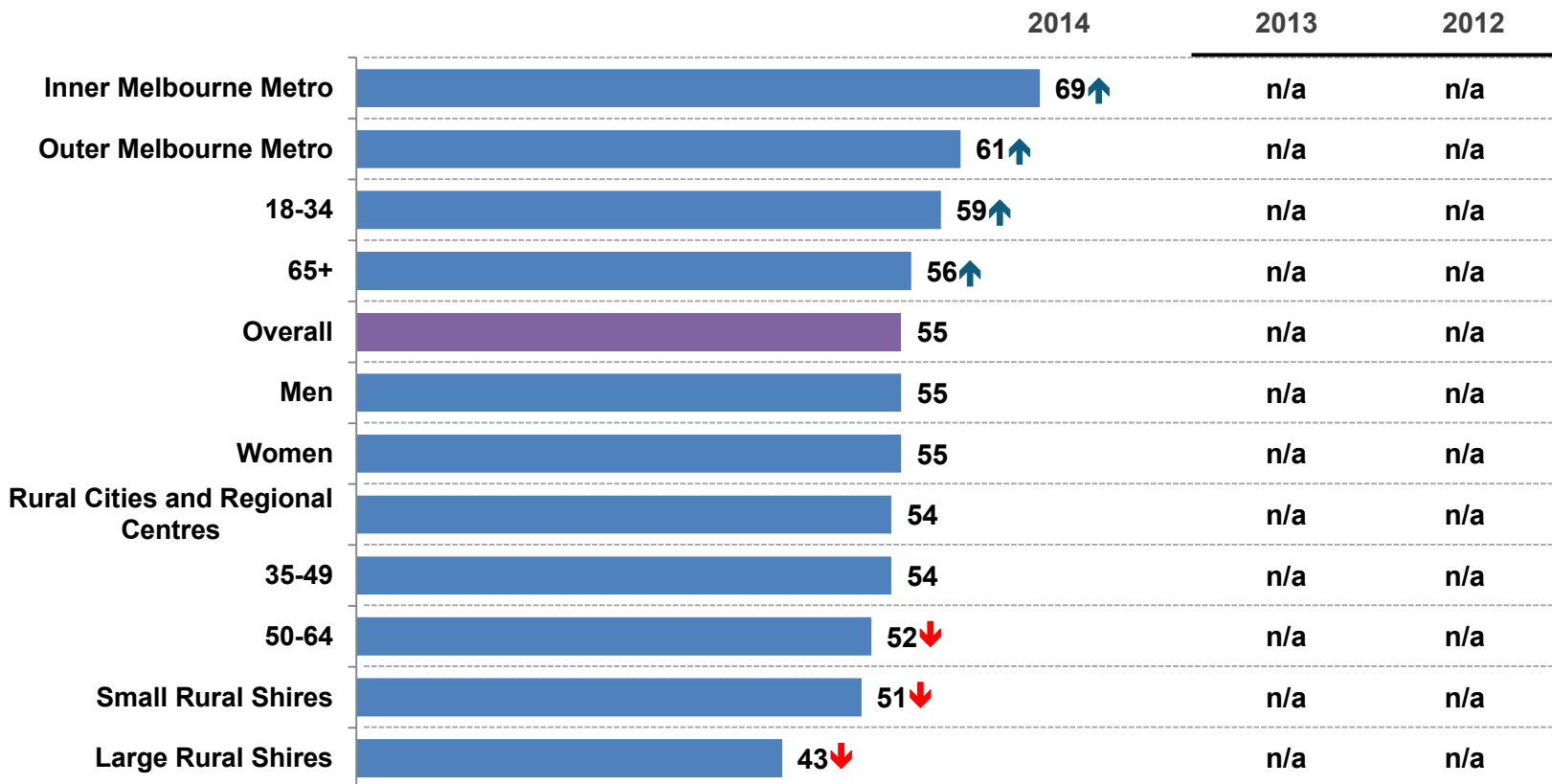
Base: All respondents. Councils asked: 14



JWS RESEARCH

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2014 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA PERFORMANCE INDEX SCORES



Q2. How has Council performed on 'The condition of sealed local roads in your area' over the last 12 months?

Base: All respondents. Councils asked: 40



JWS RESEARCH

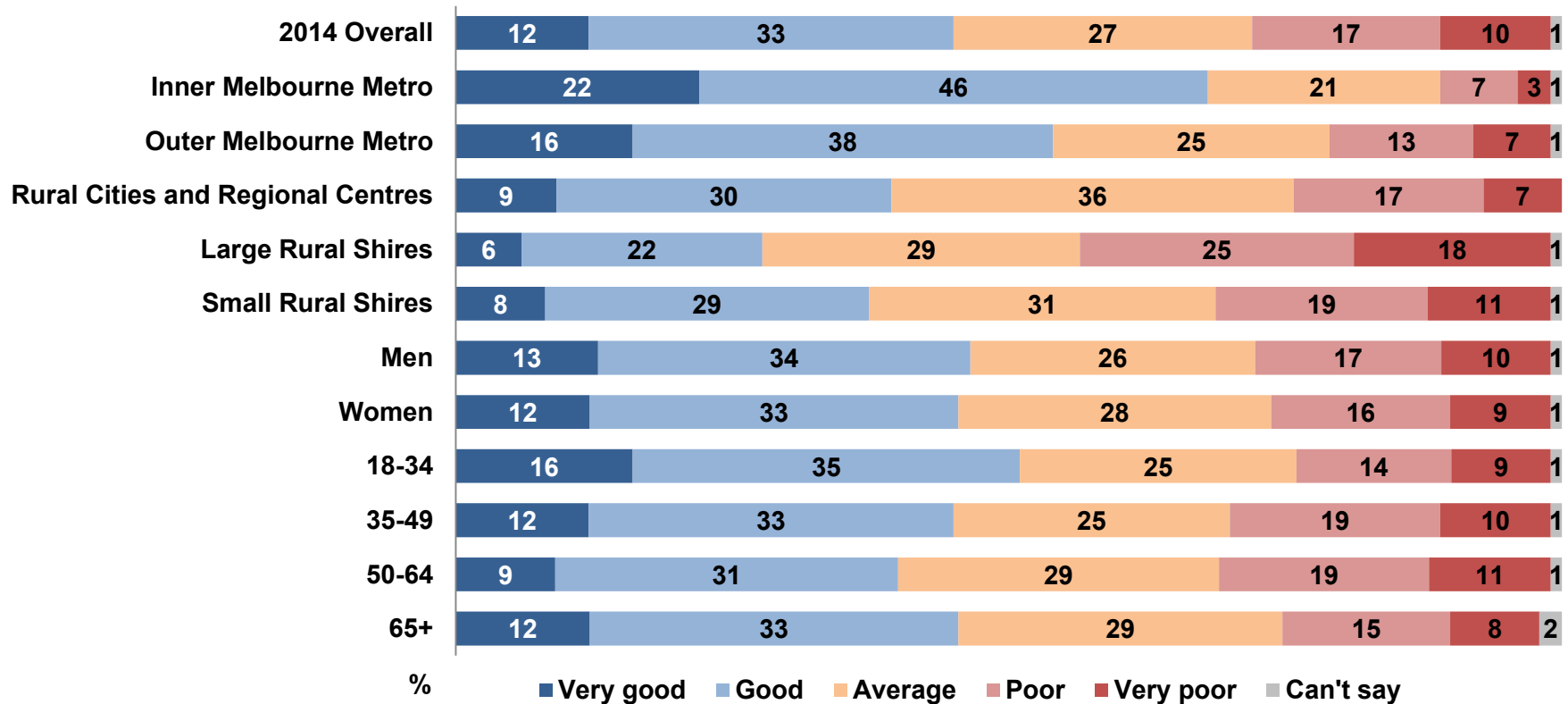
162

Note: please see page 6 for explanation about significant differences

Local Government Community Satisfaction Survey 2014

2014 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA

PERFORMANCE DETAILED PERCENTAGES



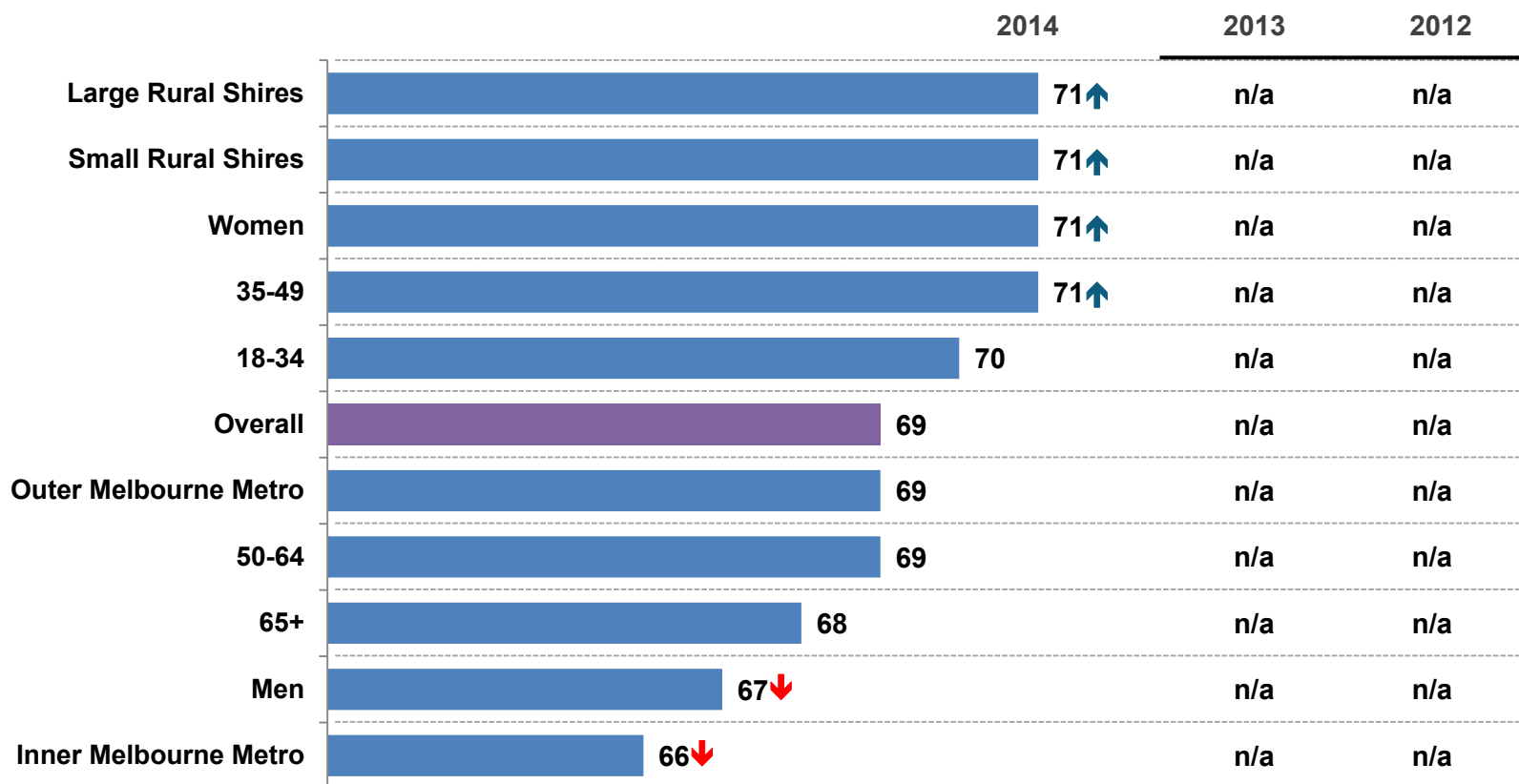
Q2. How has Council performed on 'The condition of sealed local roads in your area' over the last 12 months?
Base: All respondents. Councils asked: 40



JWS RESEARCH

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2014 BUSINESS AND COMMUNITY DEVELOPMENT IMPORTANCE INDEX SCORES



Q1. Firstly, how important should 'Business and community development' be as a responsibility for Council?

Base: All respondents. Councils asked: 8



JWS RESEARCH

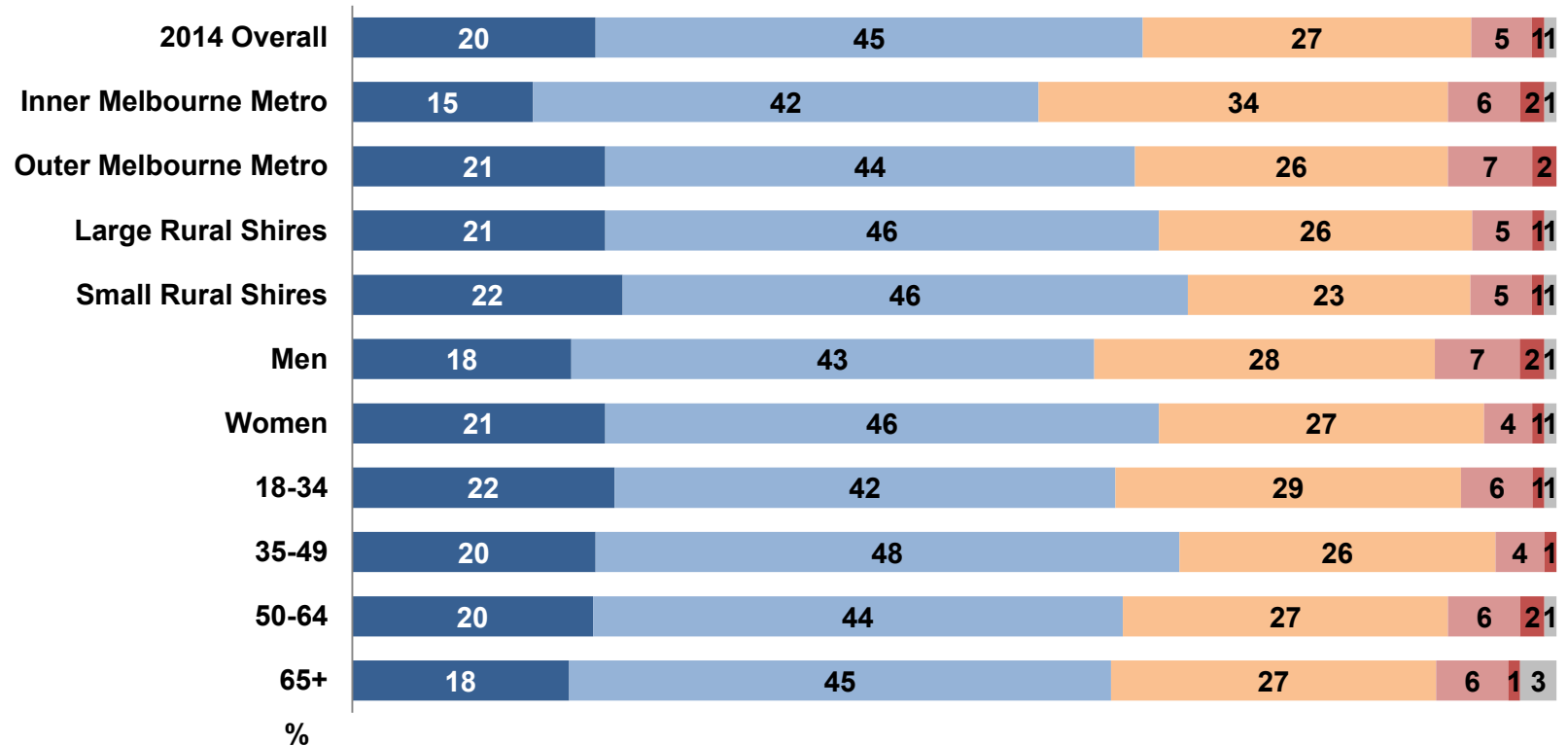
164

Note: please see page 6 for explanation about significant differences

Note: question not asked by any Rural Cities and Regional Centres

Local Government Community Satisfaction Survey 2014

2014 BUSINESS AND COMMUNITY DEVELOPMENT IMPORTANCE DETAILED PERCENTAGES



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

Q1. Firstly, how important should 'Business and community development' be as a responsibility for Council?

Base: All respondents. Councils asked: 8



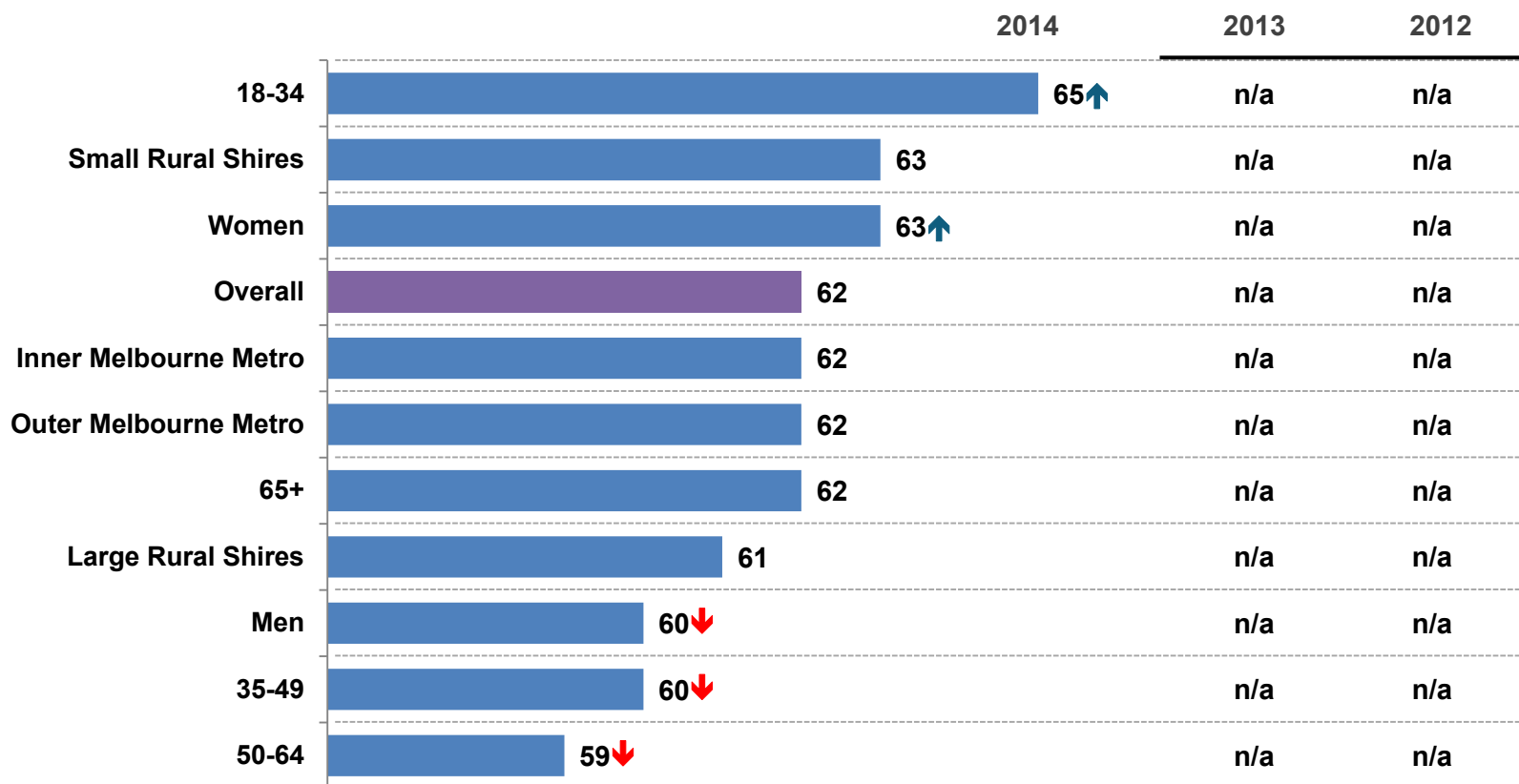
JWS RESEARCH

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Note: question not asked by any Rural Cities and Regional Centres

Local Government Community Satisfaction Survey 2014

2014 BUSINESS AND COMMUNITY DEVELOPMENT PERFORMANCE INDEX SCORES



Q2. How has Council performed on 'Business and community development' over the last 12 months?
Base: All respondents. Councils asked: 14



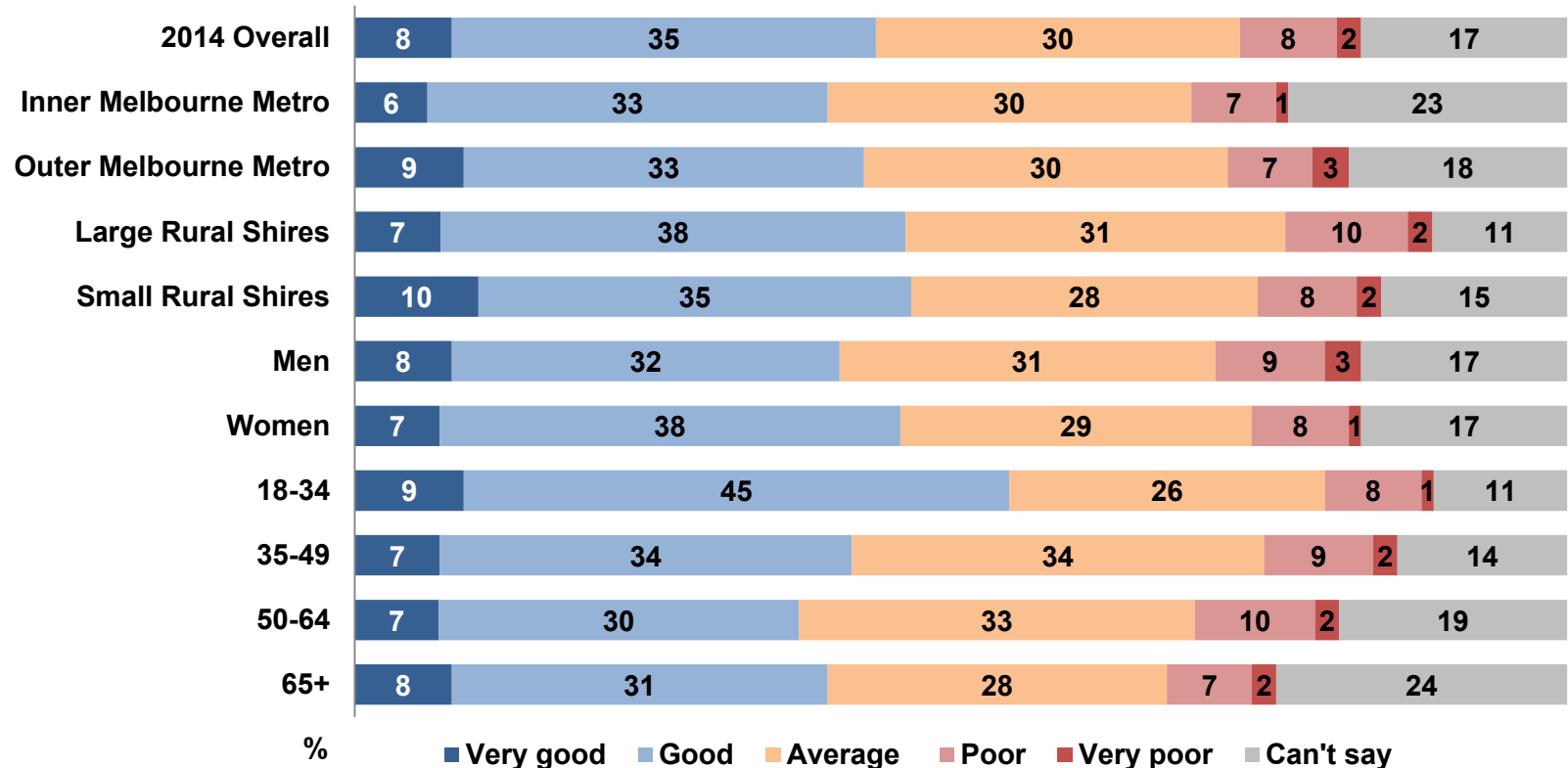
JWS RESEARCH

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Note: please see page 6 for explanation about significant differences
Note: question not asked by any Rural Cities and Regional Centres

Local Government Community Satisfaction Survey 2014

2014 BUSINESS AND COMMUNITY DEVELOPMENT PERFORMANCE DETAILED PERCENTAGES



Q2. How has Council performed on 'Business and community development' over the last 12 months?
Base: All respondents. Councils asked: 14

Note: question not asked by any Rural Cities and Regional Centres

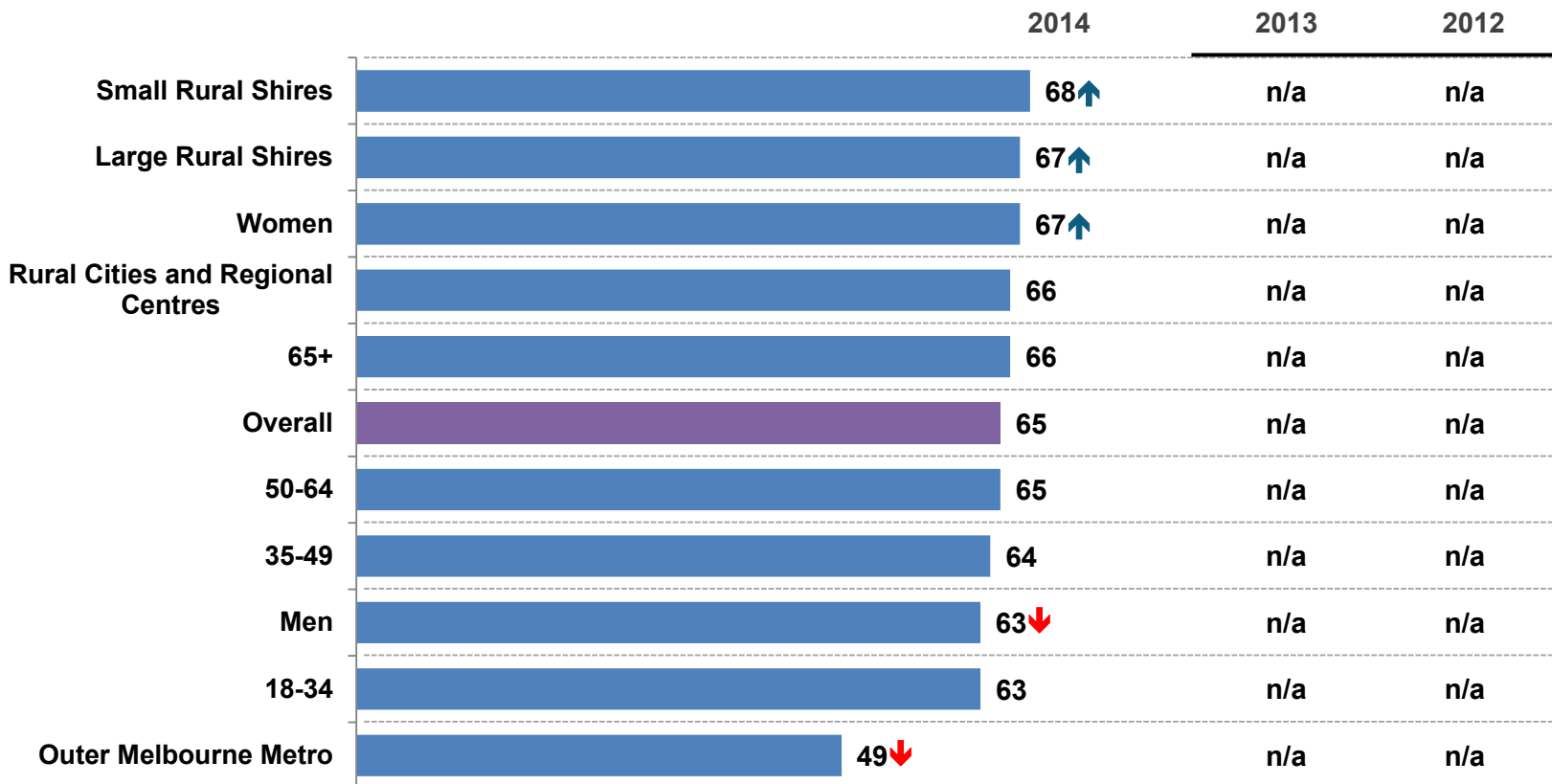


JWS RESEARCH

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Local Government Community Satisfaction Survey 2014

2014 TOURISM DEVELOPMENT IMPORTANCE INDEX SCORES



Q1. Firstly, how important should 'Tourism development' be as a responsibility for Council?
Base: All respondents. Councils asked: 7



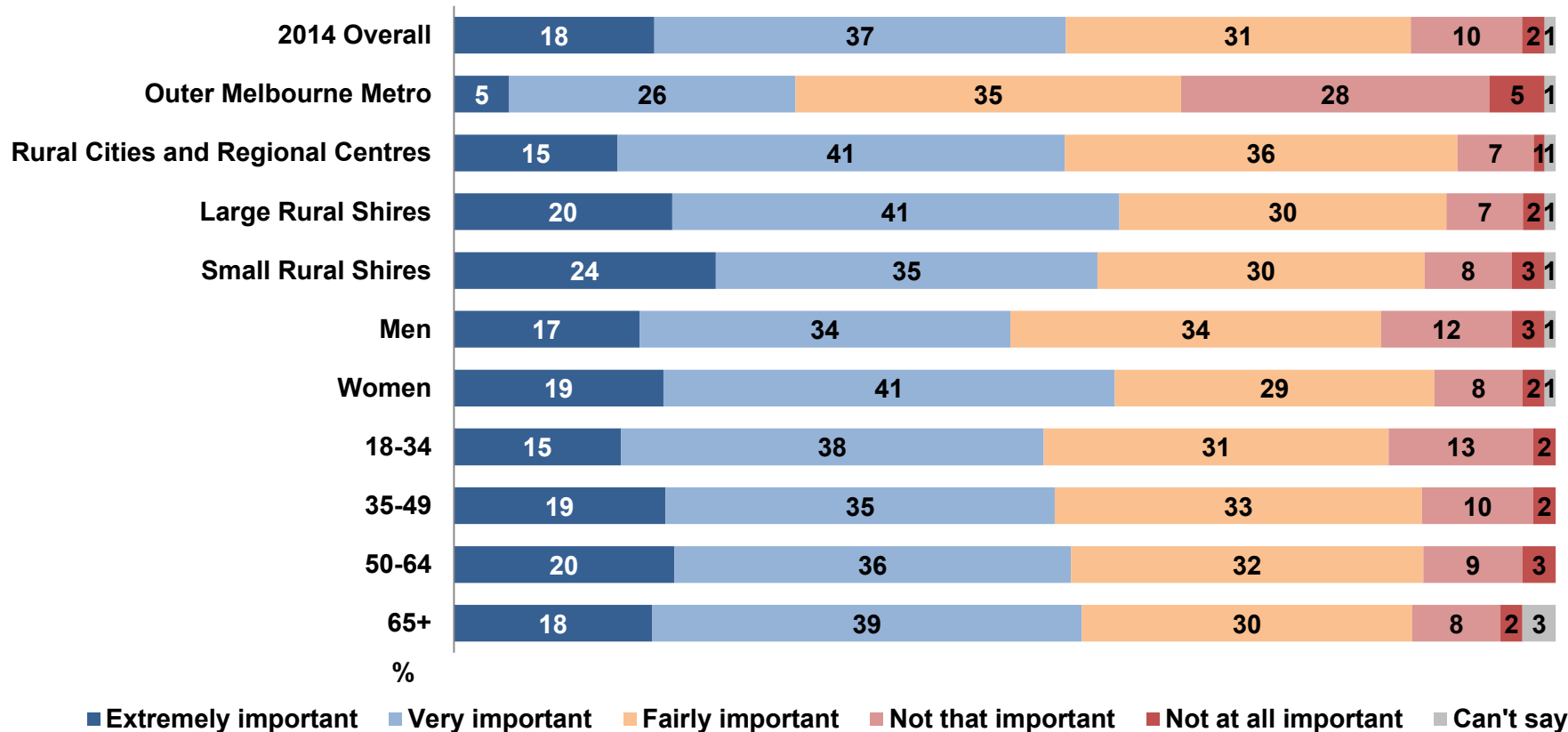
JWS RESEARCH

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Note: please see page 6 for explanation about significant differences
Note: question not asked by any Inner Melbourne Metro councils

Local Government Community Satisfaction Survey 2014

2014 TOURISM DEVELOPMENT IMPORTANCE DETAILED PERCENTAGES



Q1. Firstly, how important should 'Tourism development' be as a responsibility for Council?
Base: All respondents. Councils asked: 7

Note: question not asked by any Inner Melbourne Metro councils

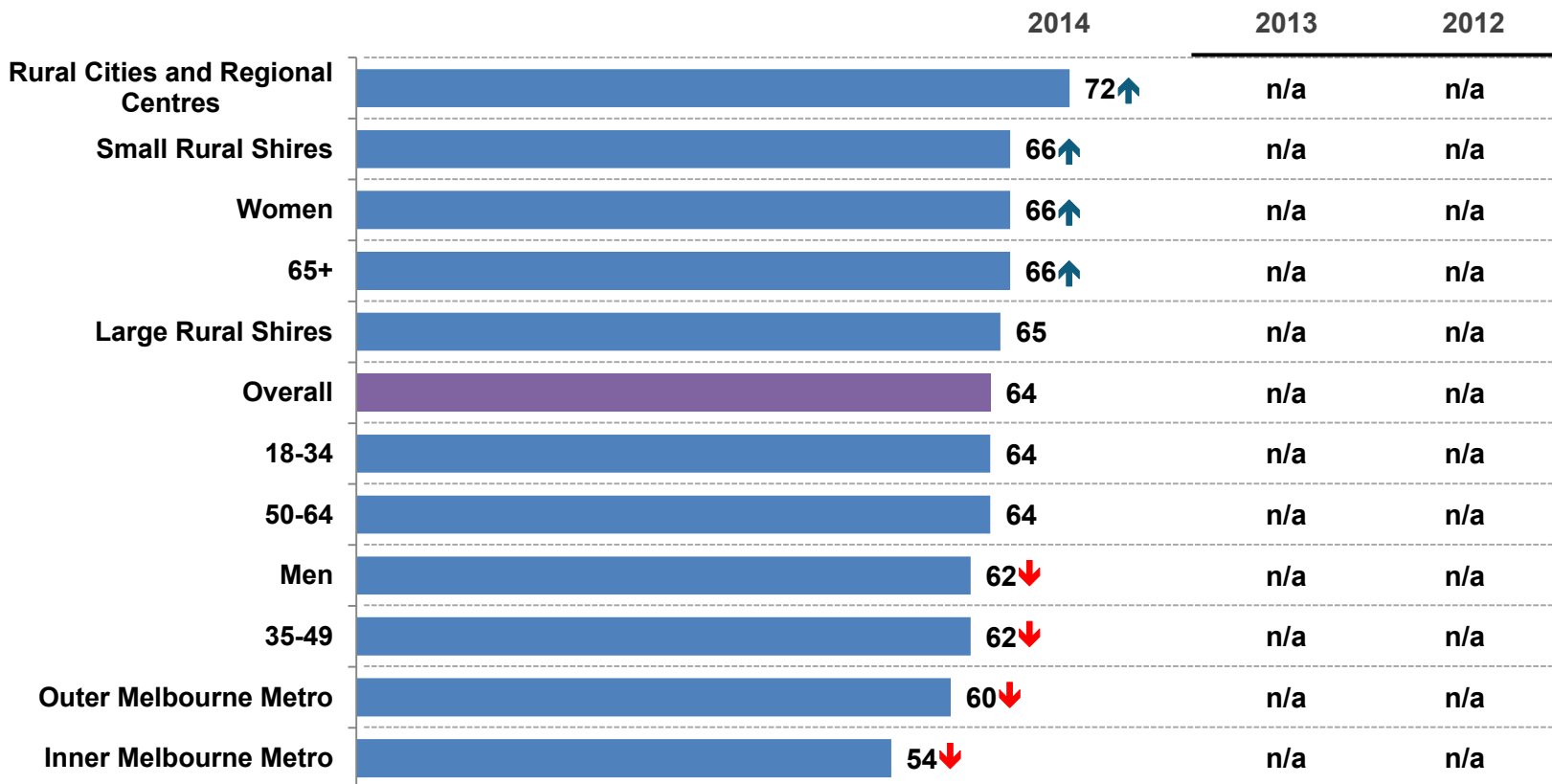


J W S R E S E A R C H

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Local Government Community Satisfaction Survey 2014

2014 TOURISM DEVELOPMENT PERFORMANCE INDEX SCORES



Q2. How has Council performed on 'Tourism development' over the last 12 months?

Base: All respondents. Councils asked: 13



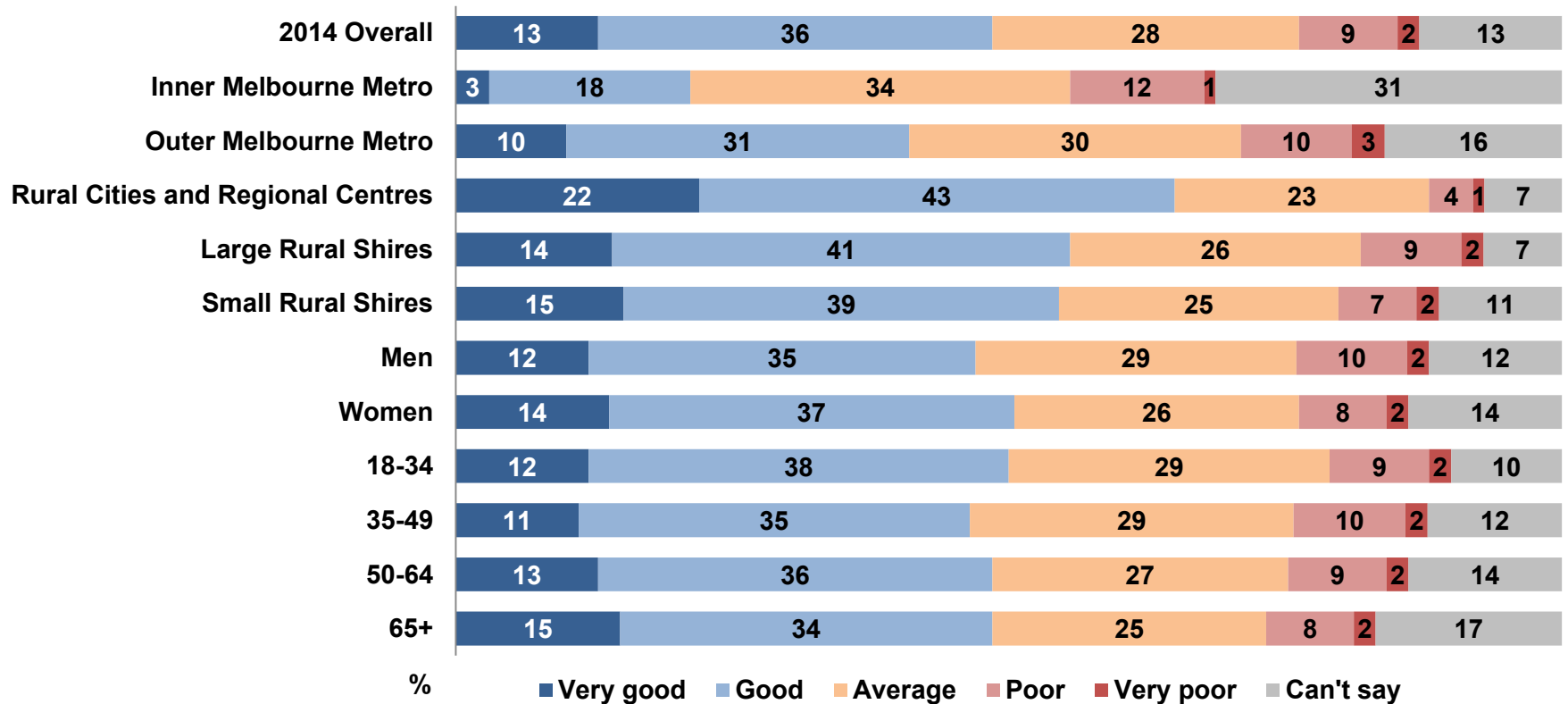
JWS RESEARCH

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Note: please see page 6 for explanation about significant differences

Local Government Community Satisfaction Survey 2014

2014 TOURISM DEVELOPMENT PERFORMANCE DETAILED PERCENTAGES



Q2. How has Council performed on 'Tourism development' over the last 12 months?

Base: All respondents. Councils asked: 13



JWS RESEARCH

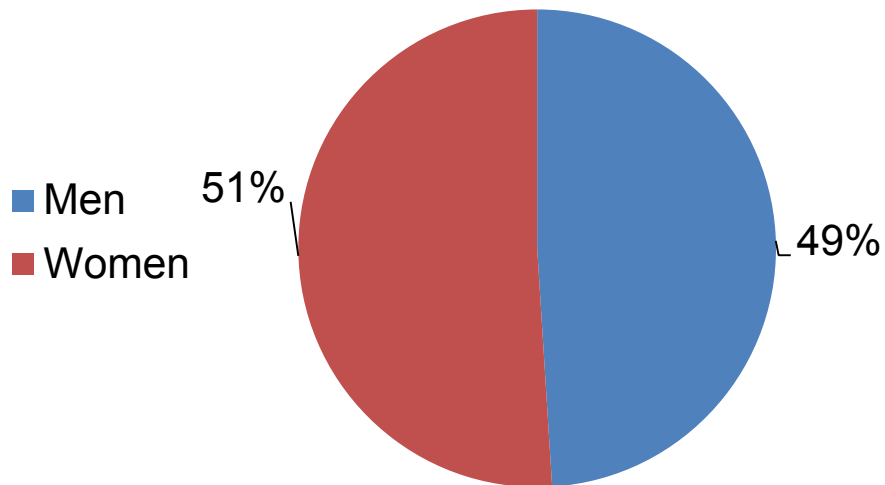
171

A satellite night-time image of South America, showing the continent's outline against the dark ocean. Major cities and urban areas are highlighted by bright yellow and white lights, indicating high population density. A dense network of smaller lights represents regional cities and towns. The text "DETAILED DEMOGRAPHICS" is overlaid in white, bold, sans-serif font across the central part of the continent.

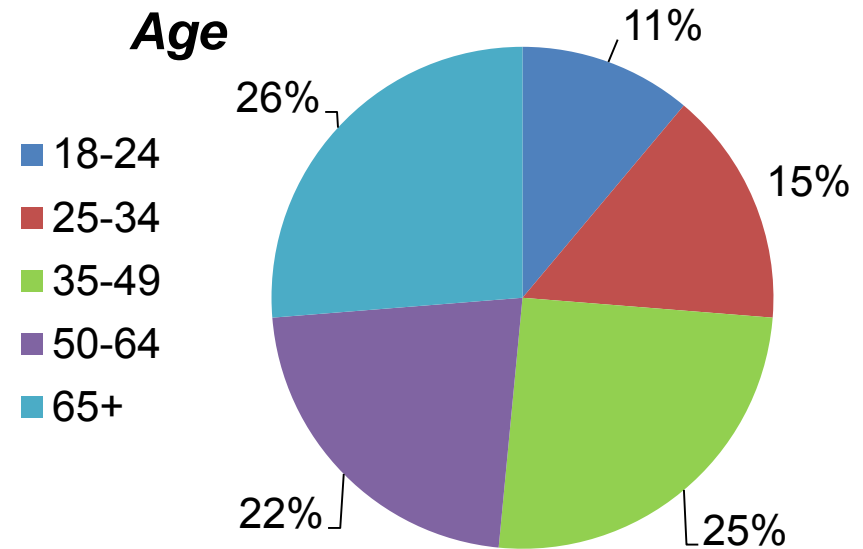
DETAILED DEMOGRAPHICS

2014 GENDER AND AGE

Gender



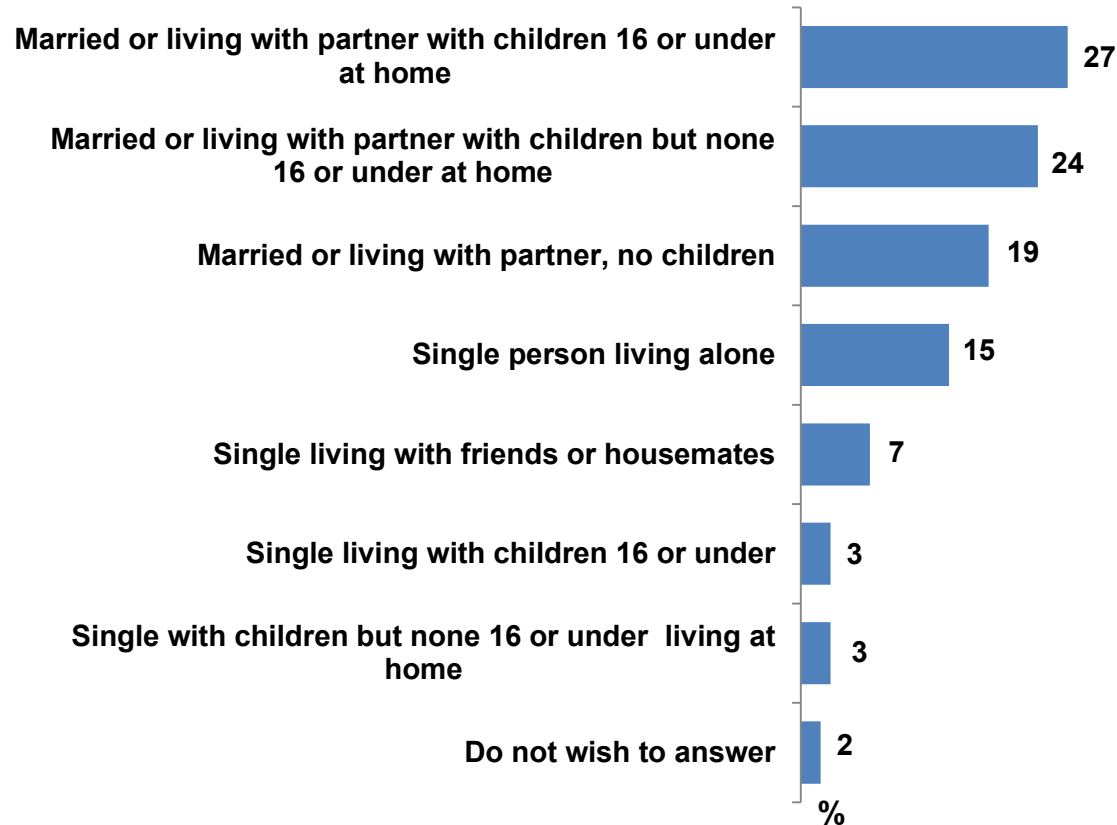
Age



Please note that for the reason of simplifying reporting, interlocking age and gender reporting has not been included in this report. Interlocking age and gender analysis is still available in the dashboard and data tables provided alongside this report.



HOUSEHOLD STRUCTURE



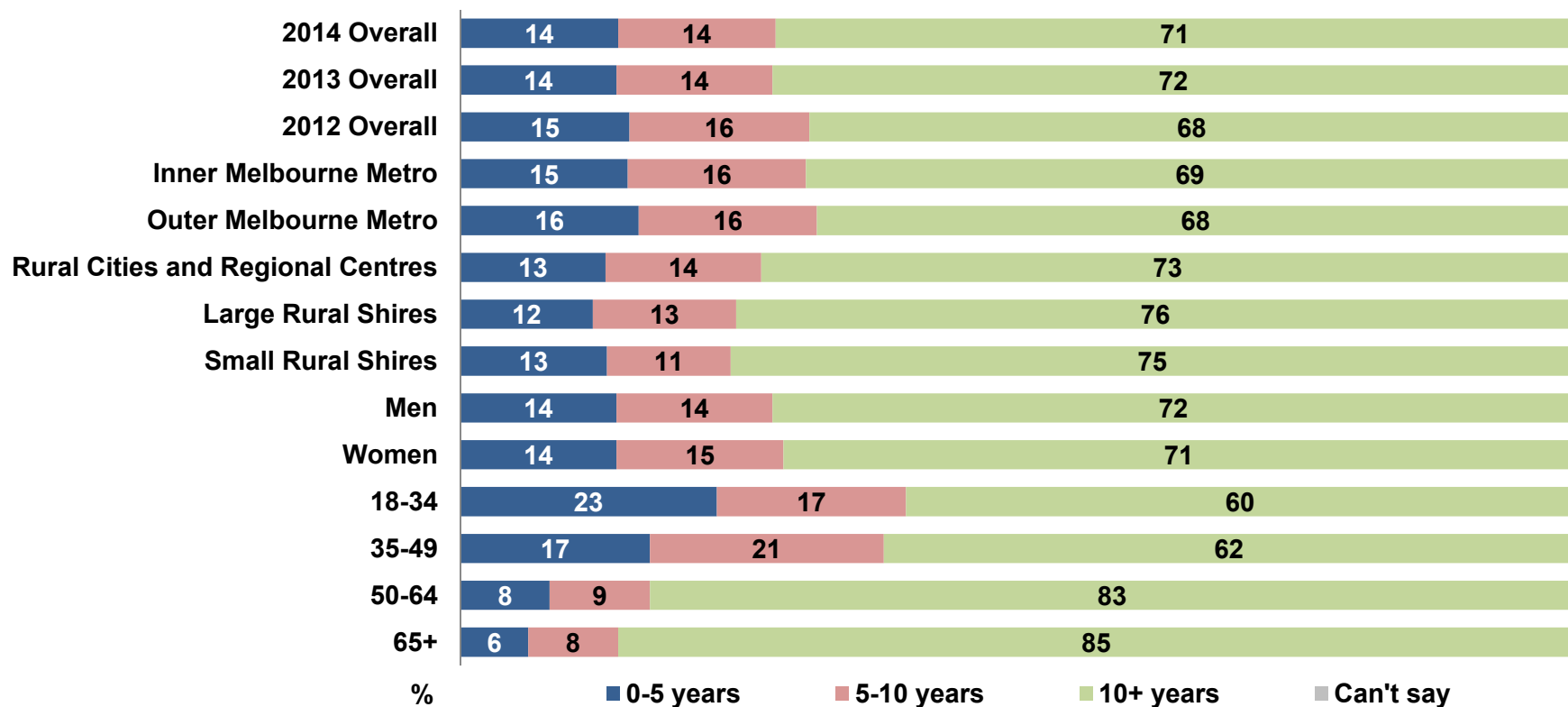
S6. Which of the following *BEST* describes your household?
 Base: All respondents. Councils asked: 16



JWS RESEARCH

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2014 YEARS LIVED IN AREA



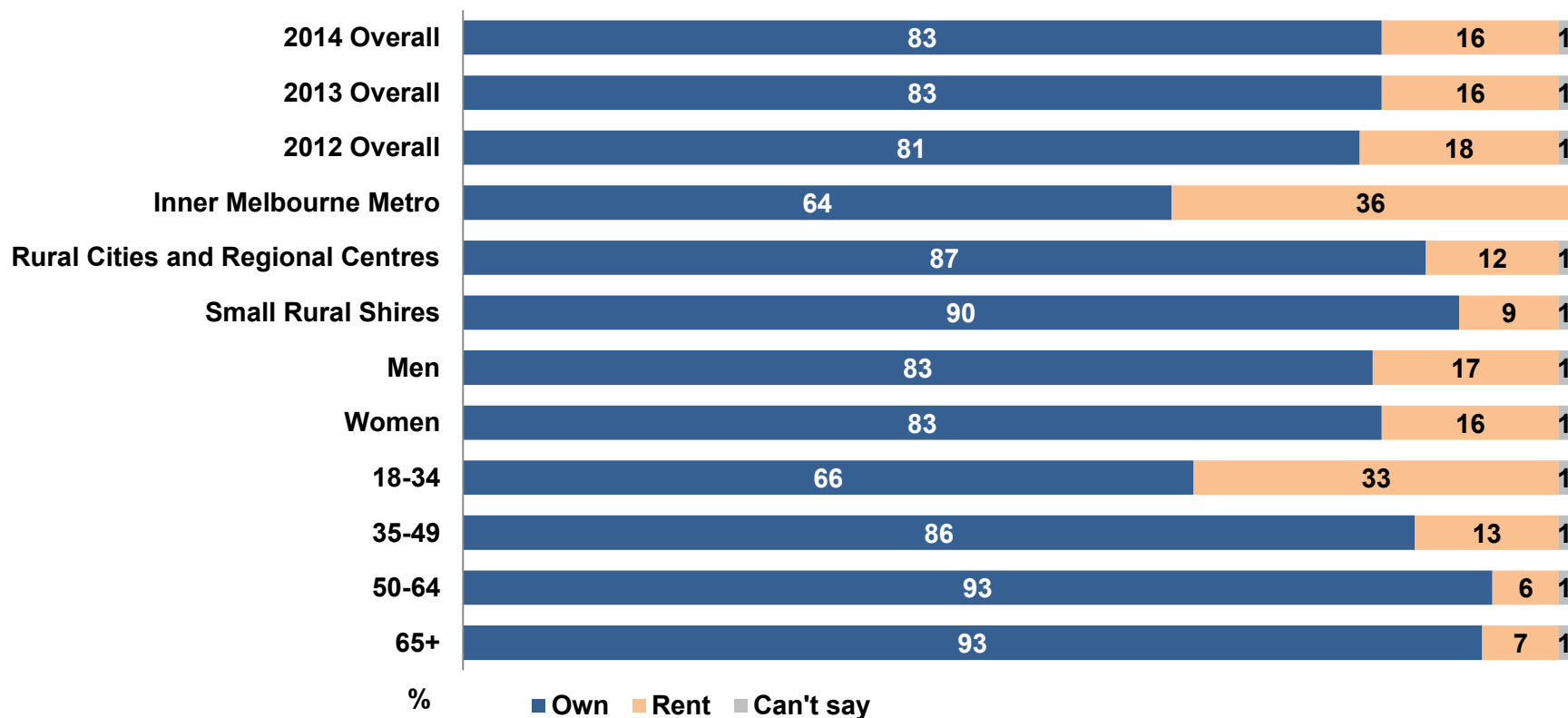
S5. How long have you lived in this area?/How long have you owned a property in this area?
Base: All respondents. Councils asked: 23



JWS RESEARCH

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2014 OWN OR RENT



Q9. Thinking of the property you live in, do you or other members of your household own this property, or is it a rental property?

Base: All respondents. Councils asked: 4

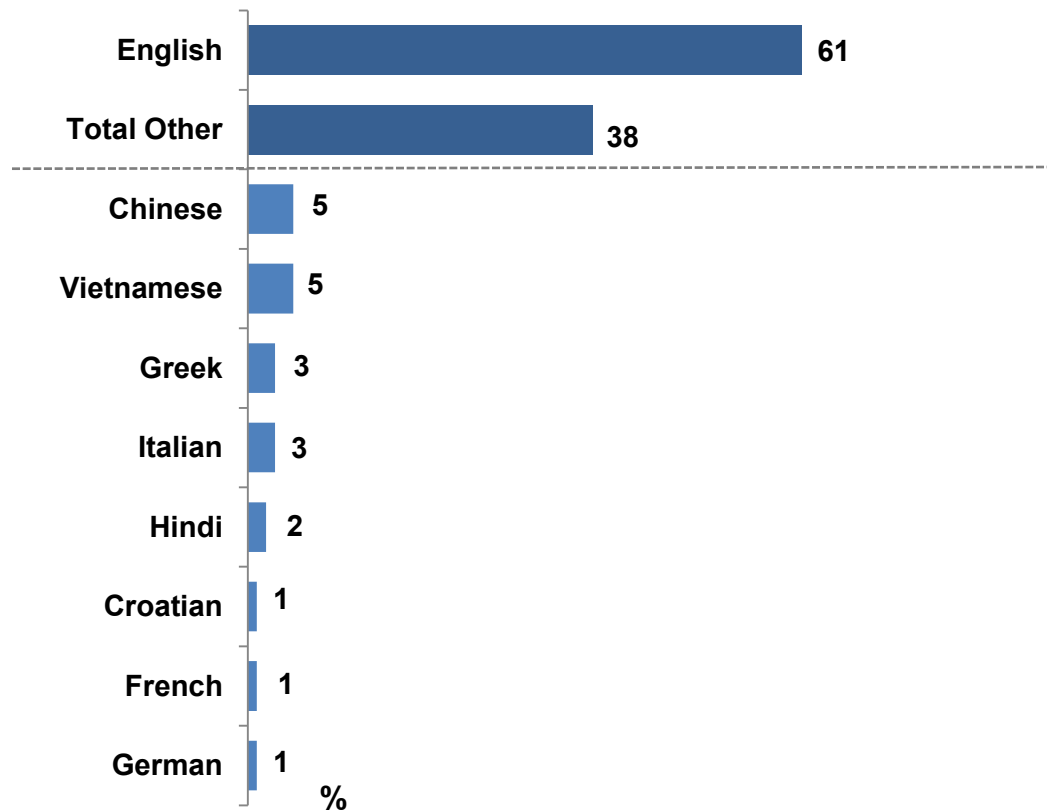


JWS RESEARCH

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Note: question not asked by any Outer Melbourne Metro councils or any Large Rural Shires Local Government Community Satisfaction Survey 2014

2014 LANGUAGES SPOKEN AT HOME



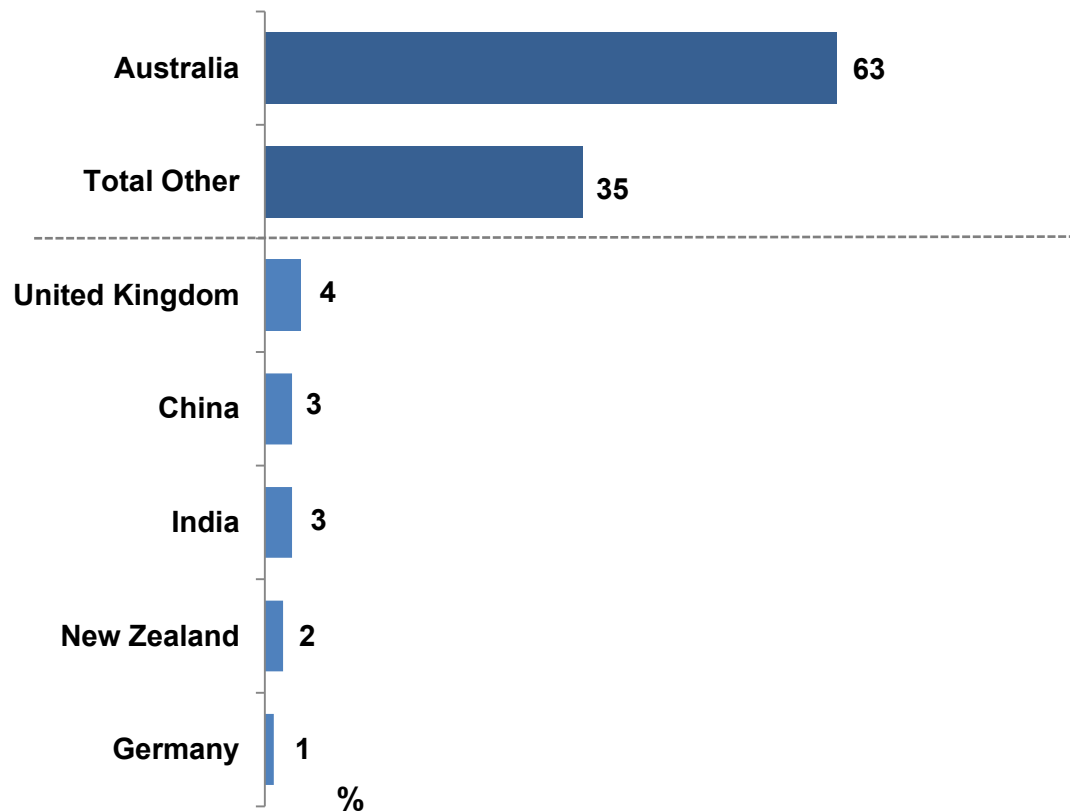
Q11. What languages, other than English, are spoken regularly in your home?
Base: All respondents. Councils asked: 3



JWS RESEARCH

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2014 COUNTRIES OF BIRTH



Q12. Could you please tell me which country you were born in?
Base: All respondents. Councils asked: 2



JWS RESEARCH

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A satellite night map of South Africa, showing the country's coastline and internal landmass. The land is dark brown, and the surrounding ocean is dark blue. A dense network of yellow and white lights represents cities, towns, and roads, particularly concentrated in the coastal regions and the interior. The text "APPENDIX A: FURTHER PROJECT INFORMATION" is overlaid in white, bold, sans-serif font on the left side of the map.

APPENDIX A: FURTHER PROJECT INFORMATION

APPENDIX A:

BACKGROUND AND OBJECTIVES

Please note that as a result of feedback from extensive consultations with councils, in 2012 there were necessary and significant changes to the methodology and content of the survey, 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 Overall 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 State-wide Local Government Community Satisfaction Survey should be considered as a benchmark. Please note that comparisons should not be made with the State-wide Local Government Community Satisfaction Survey results from 2011 and prior due to the methodological and sampling changes. **Comparisons in the period 2012-2014 have been made throughout this report as appropriate.**



APPENDIX A:

MARGINS OF ERROR

The sample size for the 2014 State-wide Local Government Community Satisfaction Survey for Overall was n=26,800. 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 26,800 interviews is +/-0.6% 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 49.4% - 50.6%.

Maximum margins of error are listed in the table below, based on a population of 3,699,000 people aged 18 years or over, according to ABS estimates.

| Demographic | Actual survey sample size | Weighted base | Maximum margin of error at 95% confidence interval |
|-------------|---------------------------|---------------|--|
| Overall | 27906 | 26800 | +/-0.6 |
| Men | 12272 | 13206 | +/-0.9 |
| Women | 15634 | 13594 | +/-0.8 |
| 18-34 years | 3013 | 7008 | +/-1.8 |
| 35-49 years | 5325 | 6831 | +/-1.3 |
| 50-64 years | 9071 | 5982 | +/-1.0 |
| 65+ years | 10497 | 6980 | +/-1.0 |



APPENDIX A:

ANALYSIS AND REPORTING

In 2014, 67 of the 79 Victorian councils participated in this survey. Please note that the Councils that participated in 2012 and 2013 vary slightly to those participating in 2014.

| Inner Metropolitan | Outer Metropolitan | Regional Centres | Large Rural Shires | Small Rural Shires |
|--------------------|----------------------|--------------------|--------------------|--------------------|
| Banyule | Brimbank | Ballarat | Bass Coast | Benalla |
| Bayside | Cardinia | Greater Bendigo | Baw Baw | Buloke |
| Boroondara | Casey | Greater Geelong | Campaspe | Central Goldfields |
| Glen Eira | Frankston | Greater Shepparton | Colac Otway | Gannawarra |
| Kingston | Greater Dandenong | Horsham | Corangamite | Golden Plains |
| Maroondah | Knox | Latrobe | East Gippsland | Hepburn |
| Melbourne | Manningham | Mildura | Glenelg | Hindmarsh |
| Monash | Melton | Wangaratta | Macedon Ranges | Indigo |
| Moonee Valley | Mornington Peninsula | Warrnambool | Mitchell | Loddon |
| Moreland | Whittlesea | | Moira | Mansfield |
| Port Phillip | Yarra Ranges | | Moorabool | Mount Alexander |
| Stonnington | | | Moyne | Murrindindi |
| Whitehorse | | | South Gippsland | Pyrenees |
| | | | Southern Grampians | Queenscliffe |
| | | | Surf Coast | Strathbogie |
| | | | Swan Hill | West Wimmera |
| | | | Wellington | Yarriambiack |

Non-participating councils: Alpine, Ararat, Darebin, Hobsons Bay, Hume, Maribyrnong, Nillumbik, Northern Grampians, Towong, Wodonga, Wyndham, Yarra

APPENDIX A: ANALYSIS AND REPORTING

Council Groups

In this 2014 Community Satisfaction Survey, councils have been able to self-classify according to the following classification list:

- Inner metropolitan councils
- Outer metropolitan councils
- Rural cities and regional centres
- Large rural shires
- Small rural shires



APPENDIX A:

ANALYSIS AND REPORTING

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, starting from the 2012 benchmark survey and measured 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 |



APPENDIX A:

ANALYSIS AND REPORTING

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.

| SCALE CATEGORIES | % RESULT | INDEX FACTOR | INDEX VALUE |
|------------------|----------|--------------|----------------|
| Improved | 36% | 100 | 36 |
| Stayed the same | 40% | 50 | 20 |
| Deteriorated | 23% | 0 | 0 |
| Can't say | 1% | -- | INDEX SCORE 56 |



APPENDIX A:

ANALYSIS AND REPORTING

Index Scores Significant Difference Calculation

The test applied to the indexes was an Independent Mean Test, as follows:

$$Z \text{ Score} = (\$1 - \$2) / \text{Sqrt} ((\$3^2 / \$5) + (\$4^2 / \$6))$$

Where:

- \$1 = Index Score 1
- \$2 = Index Score 2
- \$3 = unweighted sample count 1
- \$4 = unweighted sample count 1
- \$5 = standard deviation 1
- \$6 = standard deviation 2

All figures can be sourced from the detailed cross tabulations.

The test was applied at the 95% confidence interval, so if the Z Score was greater than +/- 1.954 the scores are significantly different.



APPENDIX A:

ANALYSIS AND REPORTING

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 2014 State-wide Local Government Community Satisfaction Survey was 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 (Customer service)
- Overall council direction last 12 months (Council direction)



APPENDIX A:

ANALYSIS AND REPORTING

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 2014 State-wide Local Government Community Satisfaction Survey were optional. Optional questions are noted for those results by a footnote of the number of councils who have asked the question.

Councils also had the ability to ask tailored questions specific only to their council.



APPENDIX A: ANALYSIS AND REPORTING

Reporting

Every Council that participated in the 2014 State-wide Local Government Services Survey has received a customised report. In addition, the State Government is supplied with this 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 unless by express written approval of the commissioning council.

The overall State-wide Local Government Services Report is available at www.localgovernment.vic.gov.au.



APPENDIX A:

GLOSSARY OF TERMS

Core questions: Compulsory inclusion questions for all councils participating in the CSS.

CSS: 2014 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.

