

**ANNUAL CONSTITUENT
SATISFACTION SURVEY 2001**

- RESEARCH RESULTS -

JULY 2001

PREPARED FOR

**LOCAL GOVERNMENT DIVISION
DEPARTMENT OF INFRASTRUCTURE
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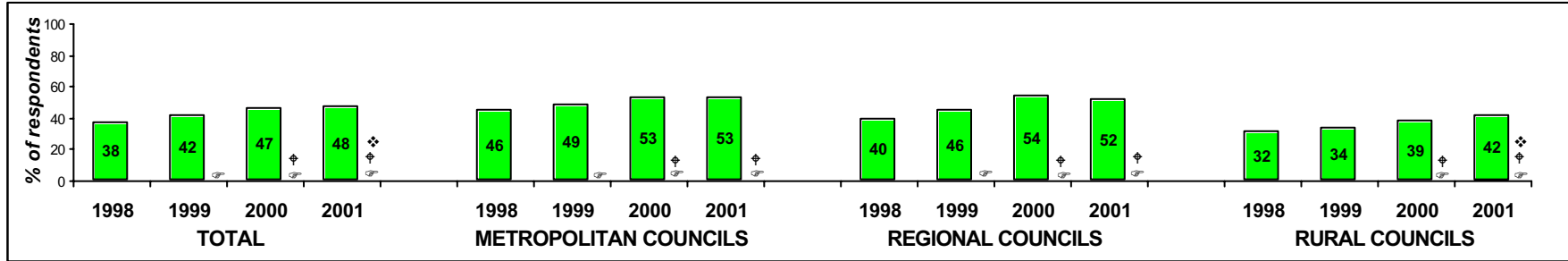
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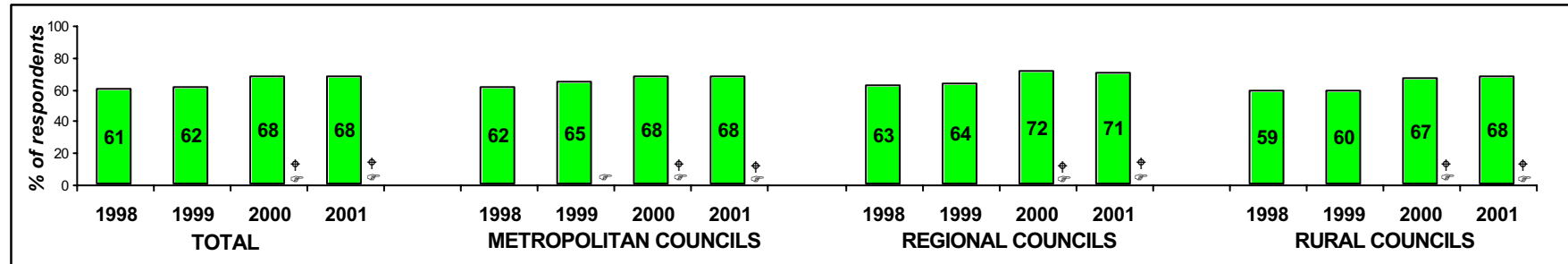
ANNUAL CONSTITUENT SATISFACTION SURVEY

IMPROVING PERFORMANCE: KEY PERFORMANCE INDICATORS FOR 1998-2001

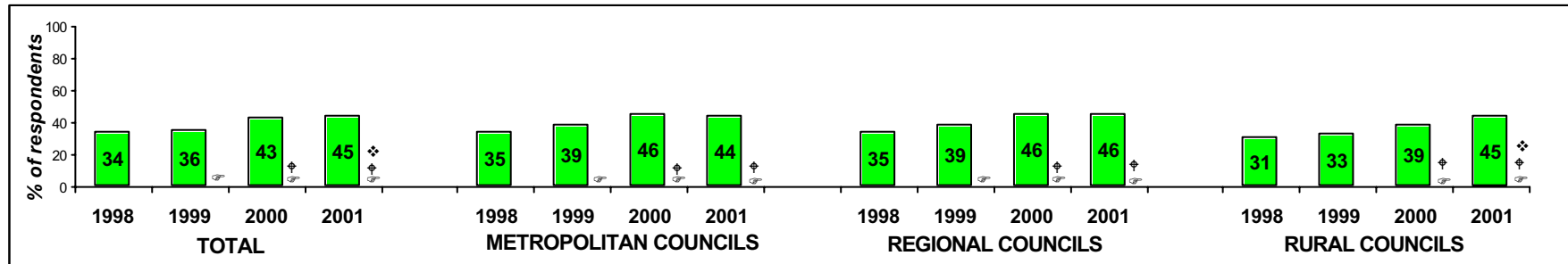
- OVERALL PERFORMANCE -



- CUSTOMER SERVICE -



- ADVOCACY -



Excellent and Good
Statistically Significant Change
Since: 1998 ☞ 1999 ☜ 2000 ❖

EXECUTIVE SUMMARY

BACKGROUND

In 2001, the Local Government Division (LGD) once again commissioned Newton Wayman Chong (NWC) to conduct the Annual Constituent Satisfaction Survey across all participating councils of Victoria. This was the fourth survey undertaken to measure Victorian residents' perceptions about the performance of their local government. This report details the Statewide results of the fourth survey and compares these results to those of the previous three years. It should be noted that in 2001, 76 of the 78 councils chose to participate.

This research report reviews the findings for the residential survey for each of five (5) groupings, viz:

- Group 1 - Inner Melbourne Metropolitan Councils;
- Group 2 - Outer Melbourne Metropolitan Councils;
- Group 3 - Large Rural Cities and Regional Centres;
- Group 4 - Large Rural Shires;
- Group 5 - Small Rural Shires.

KEY PERFORMANCE INDICATORS

The chart **opposite** shows the "excellent or good" results for the three Key Performance Indicators over the four years of the survey (1998 to 2001). It is a positive result that in comparison to 2000, two of the three Key Performance Indicators (Overall Performance and Advocacy) have shown statistically significant improvement, while the other (Customer Service/Customer Contact) has maintained the high satisfaction level achieved in 2000. Further, over the four years since 1998, all three have improved significantly for the Total (ie Statewide) and across all five groups.

Overall Performance

Results for Overall Performance are positive. Just under half (48%) of respondents rated their council's performance as "excellent or good" and although this is marginal, it is still a statistically significant improvement on the 2000 result of 47%. Further, it is quite a dramatic improvement on the 1998 result of only 38%. This year, 21% were seeking improvement, a positive change compared with 2000 (22%) and in particular in comparison to the 1998 result of 31%.

Direction of Change in Overall Performance

In 2001, in response to the question regarding whether or not residents felt they had seen improvement on their council's performance, 37% responded positively. This was the same as the 2000 result (37%) and similar to the 1999 result of 36%. It was statistically significantly more positive than the 1998 result of 33%. It is also very pleasing to note that the proportion of respondents who feel they have seen deterioration has declined statistically significantly once again in 2001. Only 10% rated their council's performance as having deteriorated, compared with 12% in 2000, 16% in 1999 and 19% in 1998.

Customer Contact

Amongst those who had contact with their Council, two thirds (68%) rated their experience with the council as "excellent or good". While this is the same level as achieved in 2000, it is a significant improvement on 1999 (62%) and 1998 (61%). One fifth however continue to feel there is room for improvement (19% "needs improvement"). This is slightly higher than the result achieved in 2000 (18%), but lower than the other two survey years (22% in 1999 and 23% in 1998).

Just over half (55%) of respondents had contact with their council within the past 12 months. While this is statistically significantly higher than the result of 2000 (52%), it is still lower than the 1999 and 1998 when 57% of respondents had contact in both cases.

Performance in Representing the Community's Interests

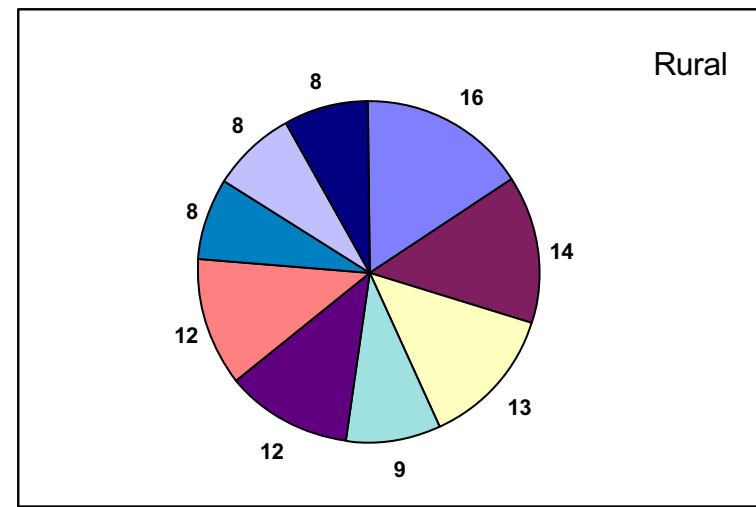
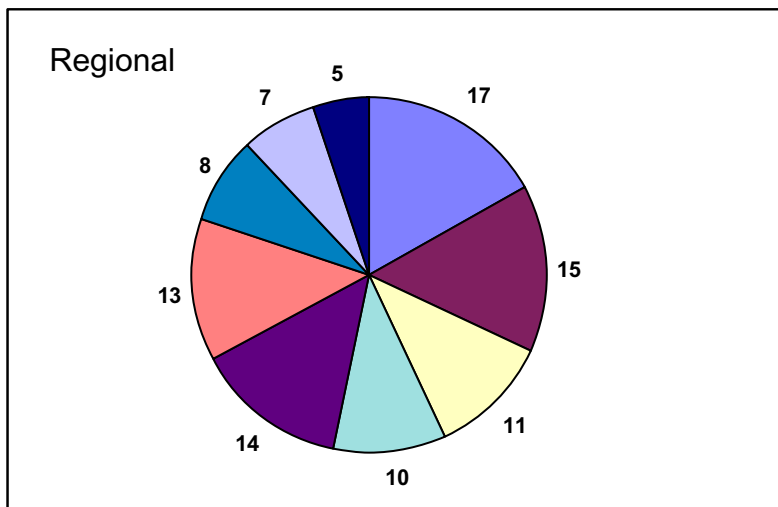
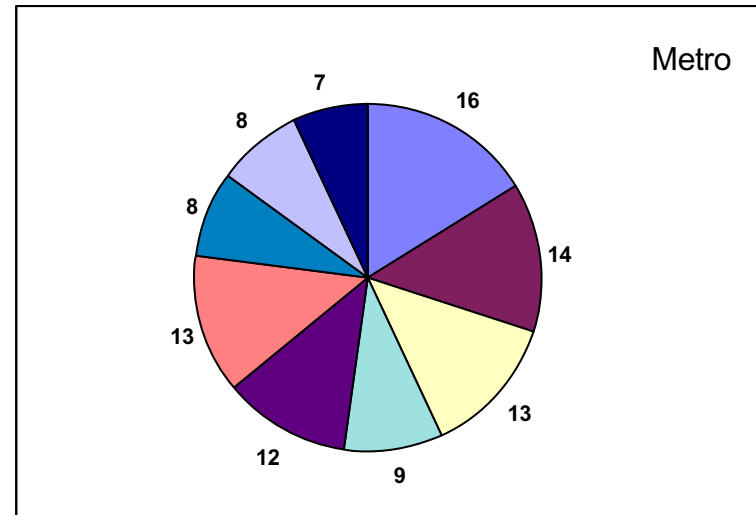
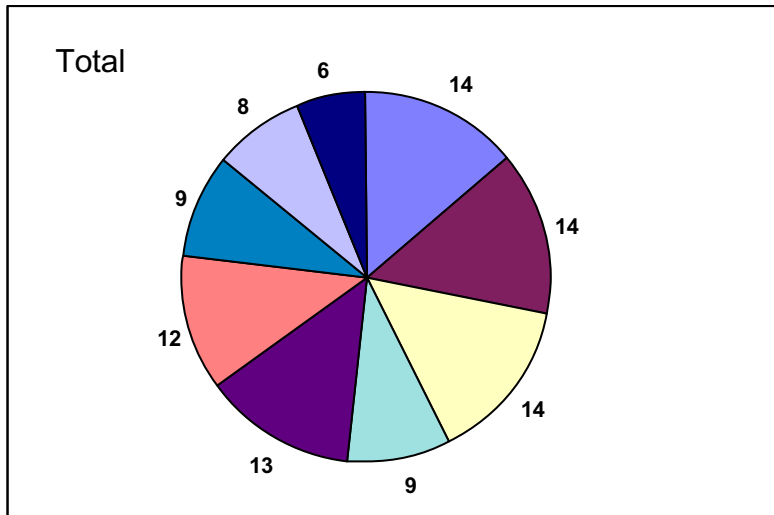
In terms of Advocacy, the proportion of satisfied respondents has improved statistically significantly this year. Just under half (45%) of respondents rated their council's performance in representing their interests as "excellent or good". This compared with 43% in 2000, 36% in 1999 and 34% in 1998. It is also pleasing that the proportion who are seeking improvement on this dimension have declined significantly over the four survey years (20% in 2001, compared with 22% in 2000, 32% in 1999 and 35% in 1998).

KEY RESPONSIBILITY AREAS

Results for 2001 remain very positive, with the high standards achieved in 2000 having been maintained. In comparison to the 1998 results, all responsibility areas have improved statistically significantly, for the Total and across all five groups. This is a very positive result.

ANNUAL CONSTITUENT SATISFACTION SURVEY 2001

RELATIVE PROPORTION (%) OF SERVICES WHICH HAVE THE MOST IMPACT ON RESIDENT SATISFACTION
(FOR ILLUSTRATIVE PURPOSES ONLY)



In comparison to 2000, there were also a further three responsibility areas which have improved significantly. There was however, one which has declined since last year.

The areas which have shown improvement were:

- Appearance of public areas (Mean 3.47 up from 3.44 in 2000)
 - 61% “excellent or good” compared with 59% in 2000
 - 22% “needs improvement” compared with 22% in 2000
- Waste management (Mean 3.48 up from 3.41 in 2000)
 - 60% “excellent or good” compared with 58% in 2000
 - 22% “needs improvement” compared with 25% in 2000
- Town planning policy and approvals (Mean 3.07 up from 3.02 in 2000)
 - 41% “excellent or good” compared with 38% in 2000
 - 28% “needs improvement” compared with 26% in 2000

There was however, one area which has shown marginal but statistically significant decline in comparison to the 2000 result, viz:

- Traffic management and parking facilities (Mean 3.03 down from 3.07 in 2000)
 - 40% “excellent or good” compared with 41% in 2000
 - 29% “needs improvement” compared with 31% in 2000

As in previous years, the main area which has been identified as being a focus for improvement is Local roads and footpaths. This responsibility area once again attracted the lowest satisfaction results overall (only 34% excellent or good), fell within the Key Improvement Area in all four years, and has been identified via Regression Analysis as one of the three major Derived Drivers of Satisfaction (see below).

Derived Drivers of Satisfaction

In 2000, it was decided that respondents would not be asked to indicate the importance of the responsibility areas (as stated importance tends to be very stable over time). Instead, Regression Analysis was undertaken on the nine attributes. This allows councils to see the “sub-conscious” linkages between Overall Performance and the relative impact of the individual services that drive it. The pie charts **opposite** show the relative proportion of the services which have the most impact upon resident’s Overall Satisfaction. The most important of the Derived Drivers were the same as in 2000. They were (in ranked order):

- **Statewide**
 - Local roads and footpaths
 - Economic development
 - Town planning policy and approvals
 - Recreational facilities
 - Appearance of public areas
- **Metropolitan**
 - Town Planning Policy and Approvals
 - Local Roads and Footpaths
 - Appearance of Public Areas
 - Recreational Facilities
- **Country**
 - Economic development
 - Town planning policy and approvals
 - Local roads and footpaths
 - Appearance of public areas
 - Recreational facilities

REGIONAL ANALYSIS

As in 2000, Metropolitan respondents tended to be more satisfied than their Country counterparts. The areas where the Metropolitan respondents showed significantly more positive opinions were:

- Overall performance (53% excellent or good for Metropolitan compared with 45% for Country).
- Local roads and footpaths (41% compared with 29%).
- Recreational facilities (63% compared with 52%)
- Waste management (68% compared with 55%)
- Economic development (34% compared with 32%)

There were however, four attributes where Country respondents were more satisfied. The only change in comparison to 2000, was that now Country respondents are more satisfied with regards to Advocacy than their Metropolitan counterparts, viz:

- Advocacy (46% excellent or good for Country compared with 44% for Metropolitan)
- Health and human services (67% compared with 58%)
- Appearance of public areas (61% compared with 58%)
- Traffic management and parking facilities (42% compared with 38%)

IMPROVEMENT PRIORITIES

The priorities for further enhancing community satisfaction are detailed below. These have been determined using the Derived Drivers of Satisfaction as well looking at attributes which were of high importance but achieved lower satisfaction ratings. These priorities are:

□ **Statewide**

□ Local roads and footpaths

- Issues mentioned for improvement include the need for better and more frequent resurfacing of roads, fixing uneven surface of footpaths and improve the standards of unsealed roads.

□ Economic development

- By far, the most important thing with regards to Economic development is the creation of greater job and employment opportunities. Further, there was a perceived need for greater support for local business.

□ **Metropolitan**

Group One - Inner Melbourne Metropolitan

□ Town planning policy and approvals

- Better planning policies, more consultation with community and that the council should be stronger in representing community opinion.

Group Two – Outer Melbourne Metropolitan

□ Town planning policy and approvals

- Better planning policies and more consultation with the community.

- Local roads and footpaths
 - More frequent, better re-surfacing of roads and to improve and fix uneven surface of footpaths.

□ **Country**

Group Three - Large Rural Cities and Regional Centres

- Economic development
 - Need more, better job creation programs, employment opportunities and more support for local businesses. Further, greater emphasis on economic development in general.

Group Four – Large Rural Shires

- Economic development
 - Need more, better job creation programs, employment opportunities, greater emphasis on economic development in general, more support for local businesses.
- Town planning policy and approvals
 - Better planning policies, more consultation with community and the council should be stronger in representing community opinion. Further, they should take better account of environmental issues

Group Five – Small Rural Shires

- Economic development
 - Need more, better job creation programs, employment opportunities, encourage more tourism, greater emphasis on economic development in general. Further, there is not enough support for local businesses.
- Local roads and footpaths
 - More frequent, better re-surfacing of roads, more frequent grading, re-sheeting of unsealed roads and improve the standard of unsealed roads.

SUMMARY CONCLUSIONS

Overall, results continue to be positive. The high standard achieved in 2000 has been maintained in 2001, in almost all instances. Further, over the four survey years since 1998, every attribute has improved statistically significantly, for the Total as well as for the five groups. It should also be noted, that while there was one attribute which has declined overall this year, there were still three attributes which have shown significant improvement.

While the high standards are being maintained, the speed and degree of change is slowing. This is probably to be expected, given the high degree of improvements shown in previous years. Further, it is likely that while councils continue to improve, constituent expectations can also increase.

As in previous years, Metropolitan councils continue to show more positive results than their Country counterparts, particularly with regards to local roads and recreational facilities. Nevertheless, Country residents are more satisfied with regards to health and human services, and in 2001 they are now more satisfied than Metropolitan respondents with regards to Advocacy.

The rating of councils' Overall Performance continues to improve, again showing significant positive change in 2000 for the Total results. While almost half of the respondents overall now rate their council's performance positively, this is quite a dramatic improvement on the 1998 result when only one third were satisfied.

For individual councils, it is also very pleasing to report that in terms of the Overall Performance Indicator, 80% have maintained the high standard achieved in 2000, while 16% have actually improved on this measure.

In summary, councils have generally maintained the high performance achieved in 2000, and while the speed of change is slowing, there are still indications of continued improvement. There are some diverse movement within the individual groups, especially with regards to Group Four and Group Five, both showing pleasing increases in sentiment.

1.

INTRODUCTION

1.1 BACKGROUND

In 2001, the Local Government Division (LGD) once again commissioned Newton Wayman Chong (NWC) to conduct research into satisfaction of communities with their local government. 76 of the 78 local governments of Victoria chose to participate. The survey was conducted in 1998, 1999, 2000 and again in 2001.

This research report reviews the findings for 2001 and compares them with, 2000, 1999 and 1998 for each of the five (5) groupings of local governments. Each local government of the participating councils received their individual results before the end of June 2001.

In 1998 the survey included business respondents in six (6) metropolitan local governments, in addition to the survey of residential respondents. The 1999, 2000 and 2001 surveys did not include this additional business component.

1.2 RESEARCH OBJECTIVES

The original research objectives comprised determining satisfaction across a small number of measures, focusing on measuring councils' performance at a global level, viz:

- (i) Establish a measure of community satisfaction which reflects a community view of overall council performance.

- (ii) Determine the most important council services across each of the five nominated geographic “like Groups” (see **Appendix C**) viz:
- Group 1 - Inner Melbourne Metropolitan Councils;
 - Group 2 - Outer Melbourne Metropolitan Councils
 - Group 3 - Large Rural Cities and Regional Centres;
 - Group 4 - Large Rural Shires;
 - Group 5 - Small Rural Shires.

Please note: as stated importance tends to be very stable over time, it was decided to not ask respondents to state importance in 2000 or 2001.

- (iii) Establish stated importance and satisfaction for each of the nine services identified for each of the five “like Groups”.
- (iv) Provide key performance indicators on several issues, including customer service, community advocacy and representation on key local issues.
- (v) Compare results to ascertain if there has been improvement or deterioration with regards to customer’s level of satisfaction.

Two additional objectives were included for the 2000 survey and were continued in 2001, viz.:

- (vi) Identify key reasons for residents seeking improvement in each of the nine individual services.
- (vii) Derive key drivers of satisfaction.

2.

METHODOLOGY

The survey of residents in the year 2001 comprised 26,620 interviews across 76 local governments, with approximately 350 interviews being conducted in each (in 2001 the City of Moreland and the Shire of Surf Coast chose not to participate). The sample size of 350 was chosen as it is statistically representative and has virtually the same degree of accuracy whether the total population of the individual local government is 10,000 or 100,000. That is, the statistical variance between different size populations is negligible, when comparing populations of more than 1,000 people.

The sampling process comprised:

- A representative random sample of telephone numbers was drawn within each LGA.
- Matching the White Pages (electronic format) with a database compiled by Oz Info which assigns Census Collection Districts (CCD's) and local governments in turn, to telephone numbers via the associated street address.
- In the minority of instances when a match was not obtained, the postcode was used to allocate telephone numbers to local governments. In these instances respondents were asked a screening question to ensure that they resided in a particular LGA.

This subset of telephone numbers which could not be matched to CCD's resulted from properties which did not list a full street address (i.e. both street name and number) in the White Pages. These were typically apartment blocks where the name of the apartments appeared in the White Pages, or rural mail boxes, post office boxes and street/road names without a number. As expected the incidence of non-matches was higher in rural areas.

- Finally, respondents were also screened to make sure that the property was a residential dwelling and not a business premises.
- The respondent was defined as either the male or female head of household.

No changes were made to the questionnaire for the 2001 survey.

Interviewing was conducted from 30th April to 21st June 2001. A profile of respondent characteristics is contained in **Appendix A** and a copy of the questionnaire is shown in **Appendix B**. Please note that aggregated results for each group, or across groups, **have not** been weighted to represent the relative population of each local government area, ie. they represent arithmetic averages rather than weighted averages.

ANNUAL COMMUNITY SATISFACTION SURVEY 2001

KEY SERVICE AREAS MEAN RESULTS FOR 2001 - COMPARED WITH 1998, 1999 AND 2000

	TOTAL				Significant Change			
	1998	1999	2000	2001	98/99	99/00	00/01	98/01
Health and human services	3.32	3.41	3.65	3.65	🟢	🟢		🟢
Waste management	3.26	3.32	3.41	3.48	🟢	🟢	🟢	🟢
Appearance of public areas	3.21	3.27	3.44	3.47	🟢	🟢	🟢	🟢
Recreational facilities	3.19	3.24	3.40	3.40	🟢	🟢		🟢
Enforcement of By laws	3.02	3.07	3.24	3.24	🟢	🟢		🟢
Town planning policy and approvals	2.80	2.85	3.02	3.07	🟢	🟢	🟢	🟢
Traffic management and parking facilities	2.94	2.99	3.07	3.03	🟢	🟢	🔴	🟢
Economic development	2.62	2.76	2.86	2.88	🟢	🟢		🟢
Local roads and footpaths	2.63	2.66	2.75	2.77	🟢	🟢		🟢

	GROUP ONE				Significant Change			
	1998	1999	2000	2001	98/99	99/00	00/01	98/01
Health and human services	3.25	3.38	3.53	3.57	🟢	🟢		🟢
Waste management	3.64	3.68	3.71	3.71				🟢
Appearance of public areas	3.25	3.34	3.44	3.44	🟢	🟢		🟢
Recreational facilities	3.43	3.48	3.66	3.67		🟢		🟢
Enforcement of By laws	3.05	3.09	3.21	3.20		🟢		🟢
Town planning policy and approvals	2.75	2.76	2.87	2.90		🟢		🟢
Traffic management and parking facilities	2.88	2.94	2.97	2.95	🟢			🟢
Economic development	2.86	2.98	3.06	3.02	🟢	🟢		🟢
Local roads and footpaths	2.98	3.03	3.12	3.12		🟢		🟢

	GROUP TWO				Significant Change			
	1998	1999	2000	2001	98/99	99/00	00/01	98/01
Health and human services	3.19	3.34	3.58	3.52	🟢	🟢	🔴	🟢
Waste management	3.40	3.52	3.60	3.63	🟢	🟢		🟢
Appearance of public areas	3.06	3.10	3.31	3.32		🟢		🟢
Recreational facilities	3.16	3.21	3.43	3.45		🟢		🟢
Enforcement of By laws	2.99	3.08	3.19	3.21	🟢	🟢		🟢
Town planning policy and approvals	2.85	2.92	3.09	3.09	🟢	🟢		🟢
Traffic management and parking facilities	2.82	2.89	2.97	2.95	🟢	🟢		🟢
Economic development	2.68	2.86	2.92	2.96	🟢	🟢		🟢
Local roads and footpaths	2.69	2.72	2.89	2.86		🟢		🟢

	GROUP THREE				Significant Change			
	1998	1999	2000	2001	98/99	99/00	00/01	98/01
Health and human services	3.31	3.42	3.69	3.64	🟢	🟢		🟢
Waste management	3.36	3.44	3.60	3.64	🟢	🟢		🟢
Appearance of public areas	3.43	3.51	3.71	3.73	🟢	🟢		🟢
Recreational facilities	3.30	3.36	3.53	3.52		🟢		🟢
Enforcement of By laws	3.08	3.16	3.36	3.34	🟢	🟢		🟢
Town planning policy and approvals	2.89	2.99	3.16	3.20	🟢	🟢		🟢
Traffic management and parking facilities	2.85	2.92	3.07	2.96	🟢	🟢	🔴	🟢
Economic development	2.67	2.89	3.00	2.90	🟢	🟢	🔴	🟢
Local roads and footpaths	2.74	2.76	2.88	2.95		🟢	🟢	🟢

	GROUP FOUR				Significant Change			
	1998	1999	2000	2001	98/99	99/00	00/01	98/01
Health and human services	3.30	3.39	3.68	3.67	🟢	🟢		🟢
Waste management	3.02	3.03	3.12	3.23		🟢	🟢	🟢
Appearance of public areas	3.15	3.18	3.36	3.42		🟢		🟢
Recreational facilities	2.99	3.06	3.16	3.20	🟢	🟢		🟢
Enforcement of By laws	2.94	2.98	3.20	3.21		🟢		🟢
Town planning policy and approvals	2.69	2.75	2.95	3.01	🟢	🟢	🟢	🟢
Traffic management and parking facilities	2.99	3.02	3.04	3.07				🟢
Economic development	2.44	2.58	2.66	2.70	🟢	🟢		🟢
Local roads and footpaths	2.38	2.36	2.43	2.51		🟢	🟢	🟢

	GROUP FIVE				Significant Change			
	1998	1999	2000	2001	98/99	99/00	00/01	98/01
Health and human services	3.45	3.49	3.73	3.76		🟢		🟢
Waste management	2.93	3.00	3.13	3.29	🟢	🟢	🟢	🟢
Appearance of public areas	3.20	3.27	3.45	3.50	🟢	🟢		🟢
Recreational facilities	3.08	3.13	3.29	3.25		🟢		🟢
Enforcement of By laws	3.06	3.08	3.28	3.27		🟢		🟢
Town planning policy and approvals	2.85	2.88	3.09	3.16		🟢	🟢	🟢
Traffic management and parking facilities	3.08	3.11	3.26	3.18		🟢	🔴	🟢
Economic development	2.51	2.61	2.75	2.88	🟢	🟢	🟢	🟢
Local roads and footpaths	2.43	2.46	2.52	2.53		🟢		🟢

3.

KEY FINDINGS

This chapter discusses the results for each of the five “like groups” of local governments. A listing of the individual local governments contained within each group are shown in **Appendix C**. An example of the survey data as presented to each individual council is shown in **Appendix D**.

3.1 PERFORMANCE ON KEY RESPONSIBILITY AREAS

The table **opposite** shows the Mean results for each of the Performance Areas over the three survey years. The ticks (°) indicate a statistically significant positive change (at the 99% confidence level) while the crosses (°) indicate a statistically significant negative change. Where there is no tick or cross, the results have shown no significant change.

In comparison to 2000, there are three attributes which have shown statistically significant improvement overall for the state. These attributes are:

- Waste management
- Appearance of public areas
- Town planning policy and approvals

There was however, one area “traffic management and parking facilities” which has shown statistically significant deterioration in comparison to 2000. Nevertheless, it is still very pleasing to note that over the four years of the survey (ie from 1998 to 2001) there has been statistically significant improvement on every attribute.

However, the speed and degree of change is slowing. This is probably to be expected, given the high degree of improvements shown in previous years. Further, it is likely that while councils continue to improve, constituent expectations can also increase. Therefore, rather than seeing the results in terms of the change since 2000, they should be seen in the light of having maintained a high standards.

In comparison to 2000, the changes within the five groups were somewhat more erratic. Nevertheless, all attributes have improved across **all** the five groups over the four years. The attributes which have shown change within each group, in comparison to 2000 are:

□ Group One

- All attributes have remained stable in comparison to 2000.

□ Group Two

- One attribute “health and human services” has deteriorated significantly in comparison to 2000, but is still well above levels for 1999 and 1998.

□ Group Three

- While “local roads and footpaths” has shown statistically significant improvement in comparison to 2000, the two attributes below have declined significantly:

- Traffic management and parking facilities
- Economic development

However, they do remain well above the levels achieved in 1998.

Group Four

There has been improvement on the following attributes:

- Waste management
- Town planning policy and approvals
- Local roads and footpaths

Group Five

There has been a significant decline with regards to “traffic management and parking facilities”, however the following three attributes have improved significantly, viz:

- Waste management
- Town planning policy and approvals
- Economic development

The charts on the **following pages** show the performance ratings (“excellent” to “needs a lot of improvement”) for each of the responsibility areas. While the Means display the average performance for each aspect, the charts are more specific in where those changes have occurred.

The charts also indicate whether the Group results were statistically significantly positive or negative in relation to the Total (these are indicated with ☺ more positive than the Total, ☹ less positive than the Total ☺ same as the Total. It should be kept in mind that while some groups were not as positive as the Total with regards to some attributes, they have all improved statistically significantly over the four years.

A comparison has also been made between Metropolitan and Country results (ie combined Groups One and Two in comparison to the combined results of Groups Three, Four and Five). The charts detailing these results are shown in **Appendix E** and results are reported on an exception basis.

In summary, Metropolitan respondents were more satisfied than their Country counterparts with regards to:

- Local roads and footpaths (41% excellent or good for Metropolitan compared with 29% Country).
 - While Country results are still lower than the Total it is pleasing that they have improved statistically significantly in comparison to the 2000 result of 27%.
- Recreational facilities (63% compared with 52%)
 - Metropolitan have improved statistically significantly in comparison to the 2000 result of 61%.
- Waste management (68% compared with 55%)
 - Country results are substantially better than they were in 2000 when only 51% rated this aspect as “excellent or good”.
- Economic development (34% compared with 32%)

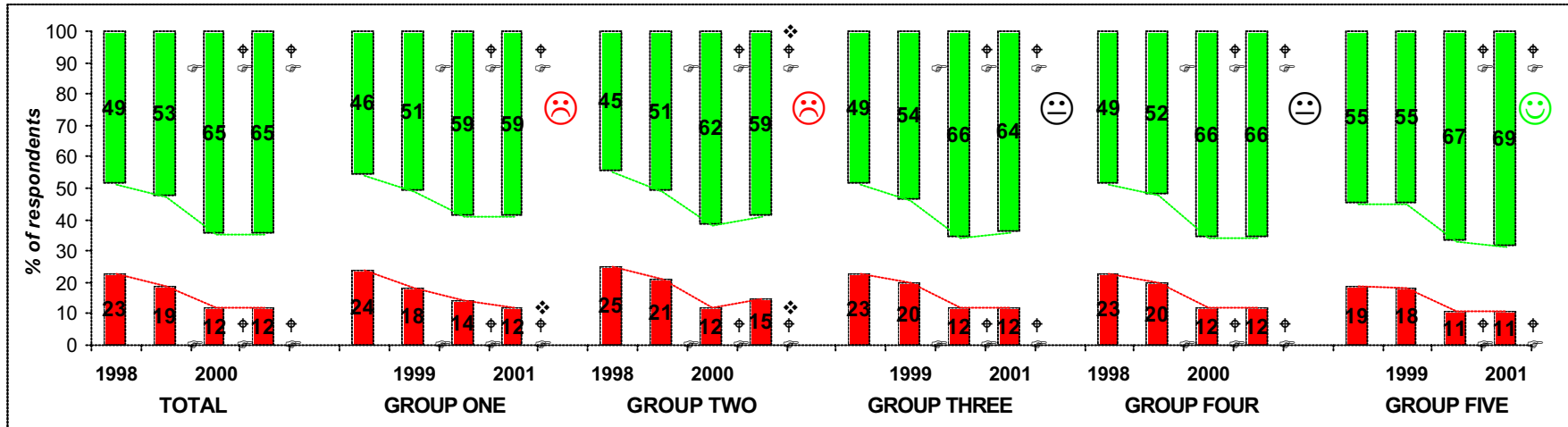
In contrast, Country respondents were more satisfied in the following areas:

- Health and human services (67% excellent or good for Country compared with only 58% for Metropolitan).
 - Overall, Metropolitan results have declined in comparison to 2000 when 60% were satisfied – this was driven by the results of Group Two.
- Appearance of public areas (61% compared with 58%)
 - The result for Country has improved statistically significantly compared with the 2000 result of 59%.
- Traffic management and parking facilities (42% compared with 38%)
 - The result for this attribute has declined in comparison to the 2000 result of 44% - this was driven by the results in Group Three and Group Five.

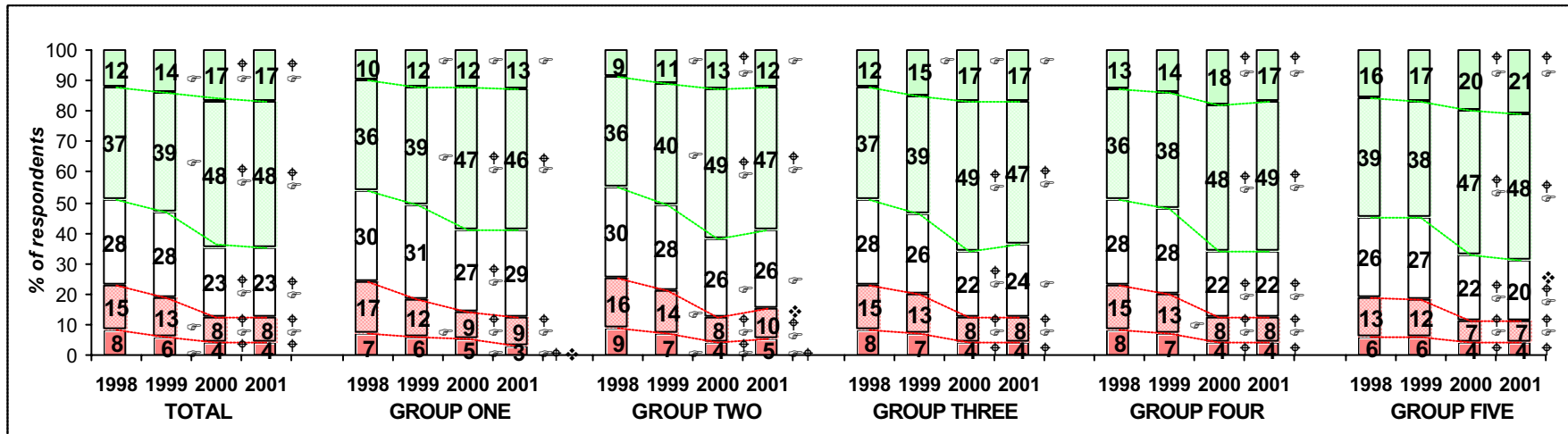
ANNUAL CONSTITUENT SATISFACTION SURVEY 2001

KEY SERVICE AREAS RESULTS FOR 2001 - COMPARED WITH 1998, 1999 AND 2000

- HEALTH AND HUMAN SERVICES -



■ Excellent and Good
 ■ Needs "some" and "a lot" of improvement
 😊 More positive than Total
 😞 Less positive than Total
 😐 Same as Total



■ Excellent
 ■ Good
 ■ Adequate
 ■ Needs some improvement
 ■ Needs a lot of improvement

Statistically Significant Change
 Since: 1998 ☞ 1999 ♣ 2000 ❖

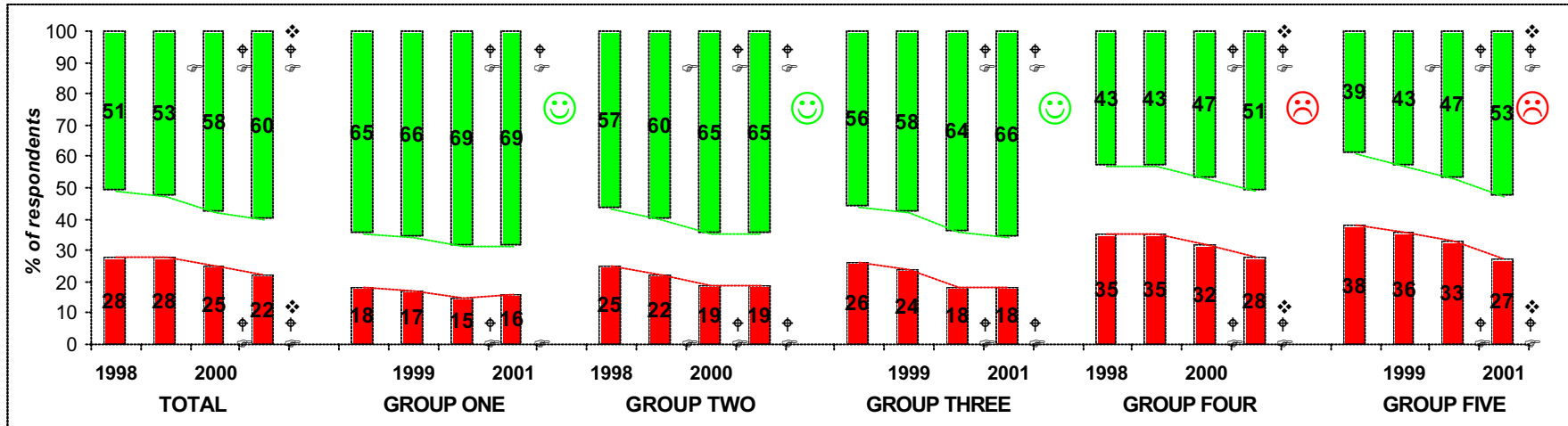
The aspects are listed below in descending order of performance ratings, viz:

- **Health and human services** **Mean: 3.65**
65% excellent or good and
12% needs improvement
 - Results have remained at the same high levels as in 2000. Two thirds of respondents are satisfied, a significantly more positive result than achieved in 1998 or 1999 when only approximately half rated this attribute as “excellent or good”. Further only a tenth (12%) are seeking improvement over the past two years, which is again more positive than the 23% in 1998 and the 19% in 1999 who rated it as “needs some or a lot of improvement”.
 - As in 2000, Group Five has again achieved the most positive results with 69% of respondents rating this aspect positively. This result is statistically significantly more positive than the Total.
 - Groups One and Two displayed slightly (but statistically significantly) less positive results (both 59% “excellent or good”). It is also of some concern that for Group 2, this attribute has declined significantly in comparison to 2000.
 - The sub-groups who displayed statistically significantly different results to the total were the same as in 2000.
 - Respondents Aged 65 plus were more satisfied than others (72% excellent or good). The respondents who were more likely to be seeking improvement than others were:
 - Females (13% needs improvement)
 - Renting (14%)
 - Aged 35-49 years (14%)

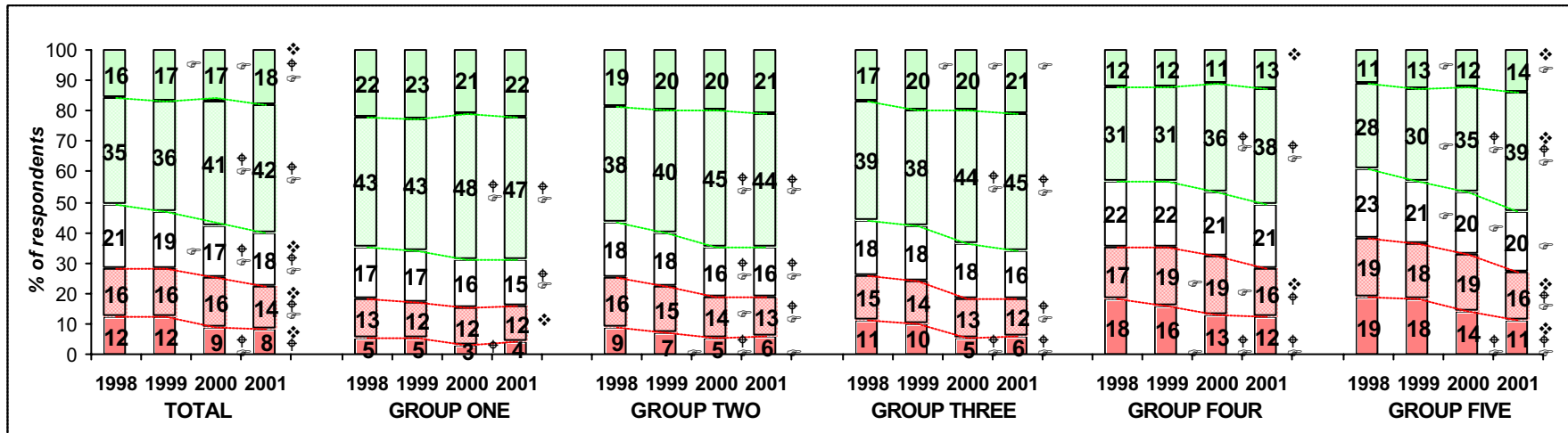
ANNUAL CONSTITUENT SATISFACTION SURVEY 2001

KEY SERVICE AREAS RESULTS FOR 2001 - COMPARED WITH 1998, 1999 AND 2000

- WASTE MANAGEMENT -



■ Excellent and Good
 ■ Needs "some" and "a lot" of improvement
 😊 More positive than Total
 😞 Less positive than Total
 😐 Same as Total



■ Excellent
 ■ Good
 ■ Adequate
 ■ Needs some improvement
 ■ Needs a lot of improvement

Statistically Significant Change
 Since: 1998 ☞ 1999 ☚ 2000 ❖

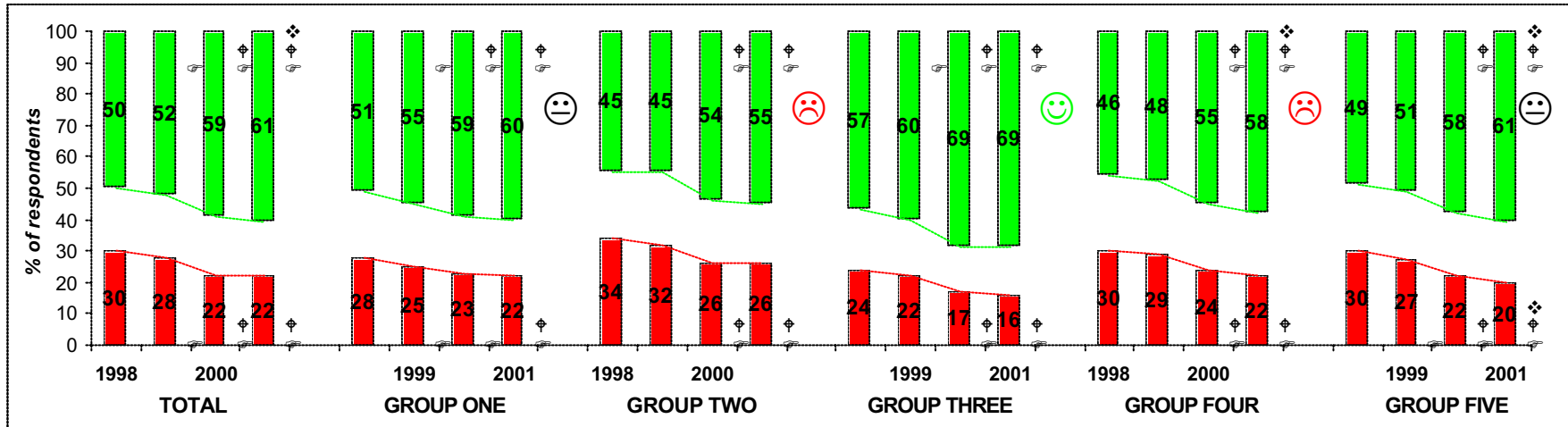
- **Waste management** **Mean: 3.48**
60% excellent or good and
22% needs improvement
 - As in 2000, the first three groups (Metropolitan and Large Rural Cities) achieved results which were better than the Total. Group One achieved the most satisfactory result with 69% rating the service as “excellent or good”.

In contrast, the two Rural shires (Group Four and Five) achieved significantly less positive results, however both have shown statistically significant improvement compared to the 2000 results. While only 47% rated their council’s performance as “excellent or good” in 2000 for both groups, in 2001 51% of Group Four respondents and 53% of Group Five respondents were satisfied.
 - The most satisfied respondents continue to be:
 - Aged 65 plus years (67% excellent or good)
 - Renters (67%)
 - Aged 18-34 years (63%)
 - The respondents most likely to be seeking improvement were:
 - Farming households (32% needs improvement)
 - Aged 35-49 years (26%)
 - Home owners (22%)
- **Appearance of public areas** **Mean: 3.47**
61% excellent or good and
22% needs improvement
 - Six in ten were satisfied (“excellent or good”) with this attribute overall and this is a statistically significant improvement on the 2000 result of 59%. Nevertheless, the proportion who are seeking improvement has remained the same (22%).

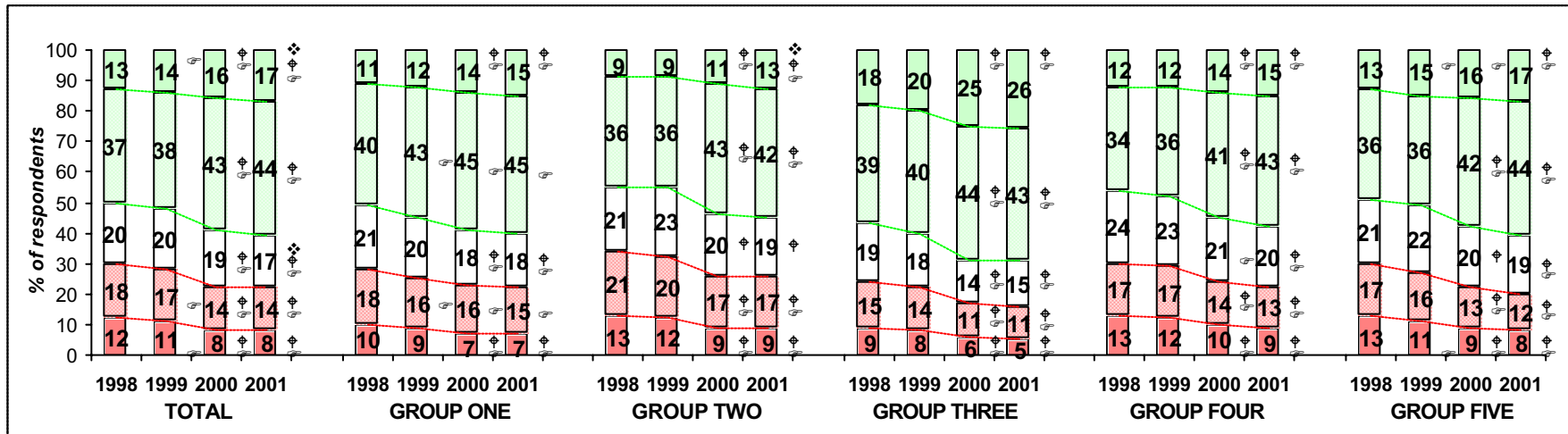
ANNUAL CONSTITUENT SATISFACTION SURVEY 2001

KEY SERVICE AREAS RESULTS FOR 2001 - COMPARED WITH 1998, 1999 AND 2000

- APPEARANCE OF PUBLIC AREAS -



■ Excellent and Good
 ■ Needs "some" and "a lot" of improvement
 😊 More positive than Total
 😞 Less positive than Total
 😐 Same as Total



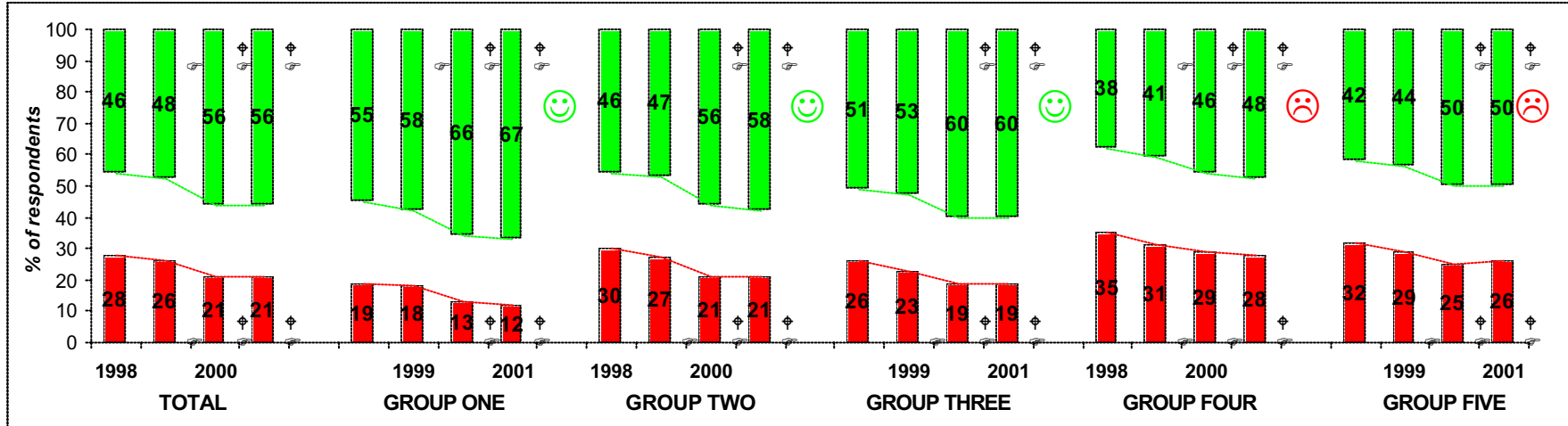
■ Excellent
 ■ Good
 ■ Adequate
 ■ Needs some improvement
 ■ Needs a lot of improvement

Statistically Significant Change
 Since: 1998 ☞ 1999 ♣ 2000 ❖

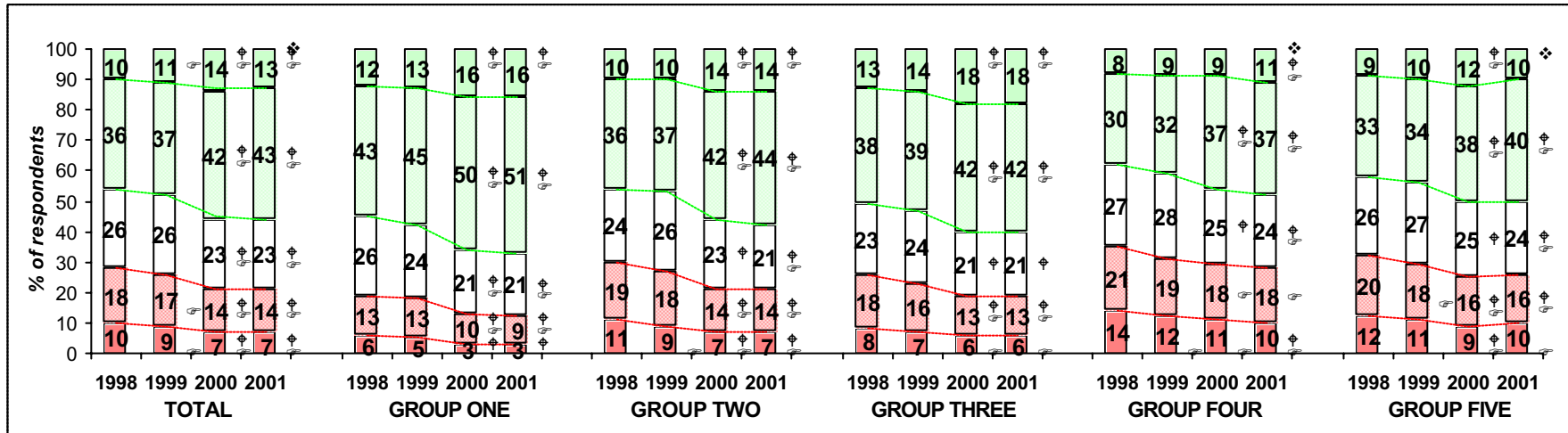
ANNUAL CONSTITUENT SATISFACTION SURVEY 2001

KEY SERVICE AREAS RESULTS FOR 2001 - COMPARED WITH 1998, 1999 AND 2000

- RECREATIONAL FACILITIES -



■ Excellent and Good
 ■ Needs "some" and "a lot" of improvement
 😊 More positive than Total
 😞 Less positive than Total
 😐 Same as Total



■ Excellent
 ■ Good
 ■ Adequate
 ■ Needs some improvement
 ■ Needs a lot of improvement

Statistically Significant Change
 Since: 1998 ☞ 1999 ♣ 2000 ❖

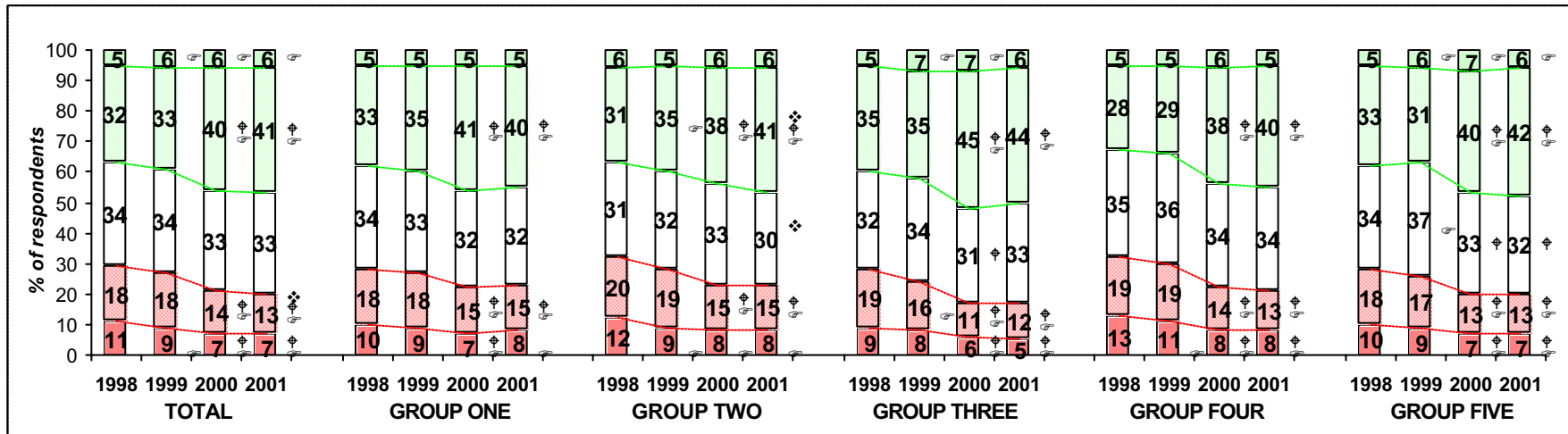
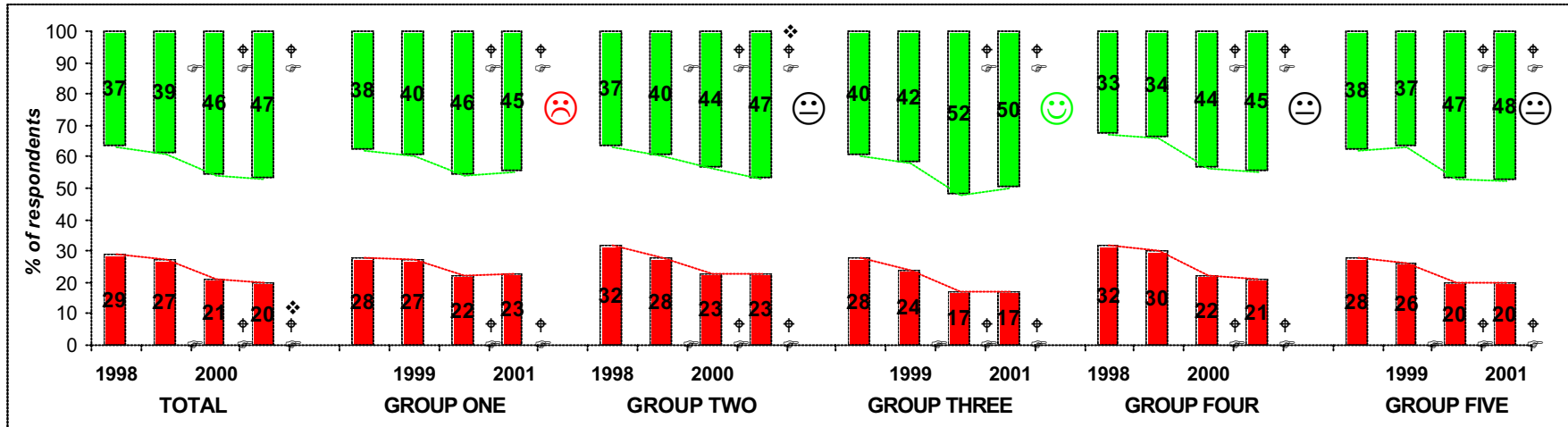
- In comparison to the Total, Group Three was statistically significantly more positive (69% “excellent or good”) and Group Two and Four were less positive (55% and 58% respectively).
- As in 2000, respondents Aged 18-34 years and those who Rented were the most satisfied (67% and 68% “excellent or good” respectively). Those Aged 65 plus years were the most likely to be seeking improvement (24%).
- **Recreational facilities** **Mean: 3.40**
56% excellent or good
21% needs improvement
- The results for Recreational facilities has remained very stable in comparison to 2000. Once again, the three groups which were more satisfied than the Total are Group One, Two and Three. In particular two thirds (67%) of respondents in Group One rated this attribute as “excellent or good”.

Group Four and Group Five were the least satisfied, with 28% of respondents in Group Four seeking improvement.
- Respondents who were more likely to rate Recreational facilities as “excellent or good” were the same sub-groups as in 2000, viz:
 - Renters (63% excellent or good)
 - Aged 65 plus years (62%)
 - Aged 18-34 years (59%)
- The respondents most likely to be seeking improvement were Aged 35-49 years (26% needs improvement)

ANNUAL CONSTITUENT SATISFACTION SURVEY 2001

KEY SERVICE AREAS RESULTS FOR 2001 - COMPARED WITH 1998, 1999 AND 2000

- ENFORCEMENT OF BY LAWS -



Statistically Significant Change
 Since: 1998 ☞ 1999 ♣ 2000 ❖

□ **Enforcement of By laws**

Mean 3.24

47% excellent or good

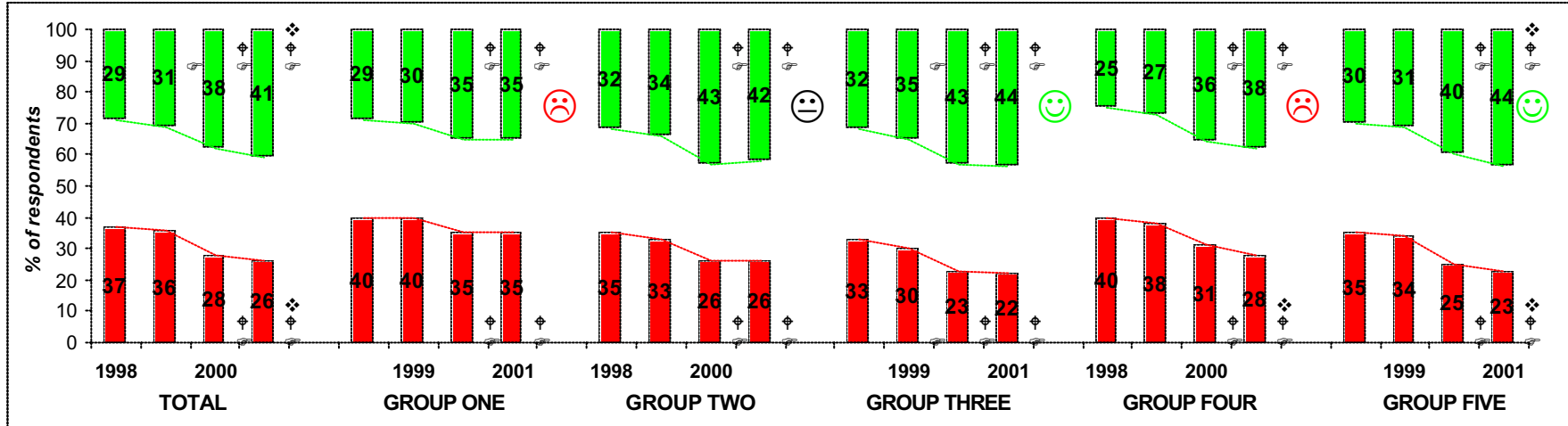
22% needs improvement

- Compared with 2000, the overall results for Enforcement of By-laws have remained very stable. Just under half (47%) of respondents were satisfied with this attribute. Group Three were once again more satisfied than the Total (50% excellent or good).
- In 2000, Group One was on a par with the Total, however this year the results are not as positive as the Total with only 45% of respondents in Group One rating Enforcement of By-laws as “excellent or good”. Nevertheless, this result for Group One is not a statistically significant decline in comparison to 2000.
- In contrast, in 2000 both Group Two and Group Four were less satisfied than the Total, however this year they are on a par with it.
- The respondents who were the most satisfied with this attribute were:
 - Aged 18-34 years (53% excellent or good)
 - Renting (52%)
 - Females (49%)
- In contrast, those Aged 65 plus were the least satisfied (23% needs improvement).

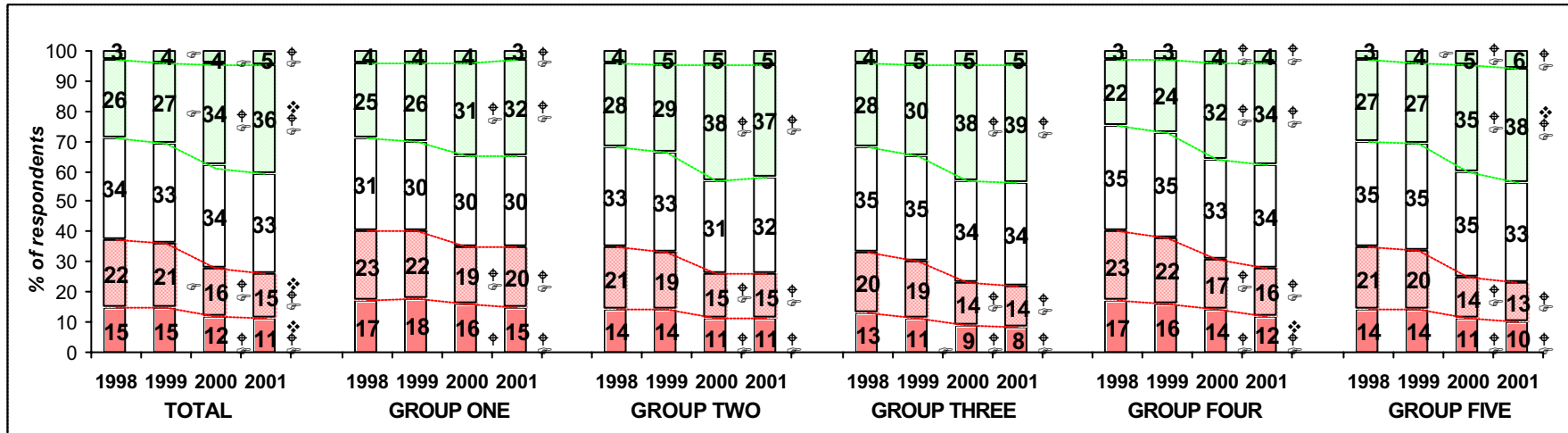
ANNUAL CONSTITUENT SATISFACTION SURVEY 2001

KEY SERVICE AREAS RESULTS FOR 2001 - COMPARED WITH 1998, 1999 AND 2000

- TOWN PLANNING POLICY AND APPROVALS -



■ Excellent and Good
 ■ Needs "some" and "a lot" of improvement
 😊 More positive than Total
 😞 Less positive than Total
 😐 Same as Total



■ Excellent
 ■ Good
 ■ Adequate
 ■ Needs some improvement
 ■ Needs a lot of improvement

Statistically Significant Change
 Since: 1998 ☞ 1999 ♣ 2000 ❖

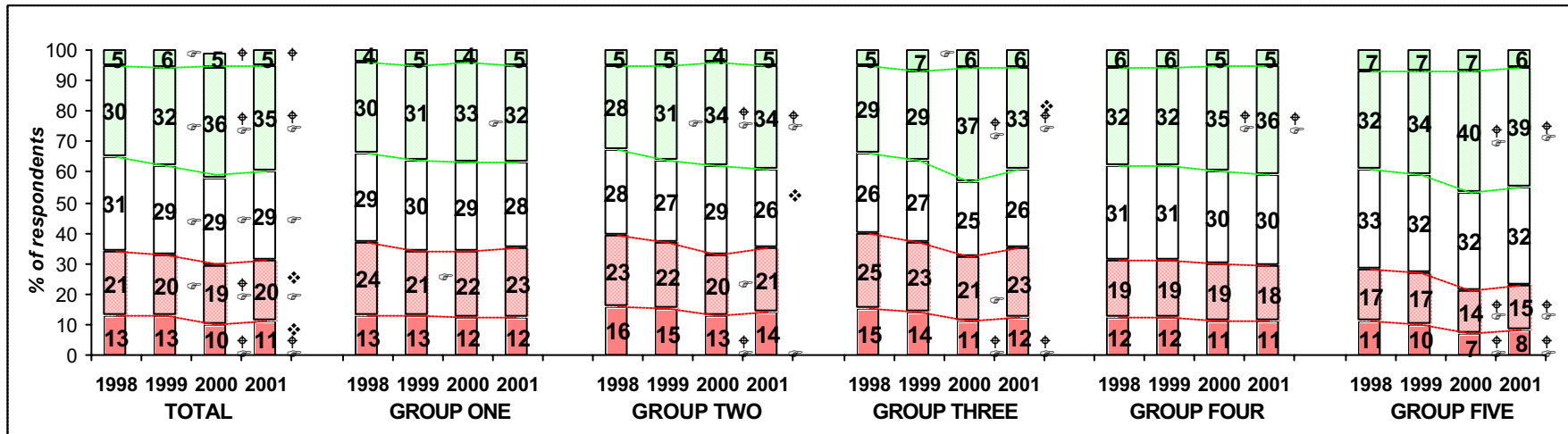
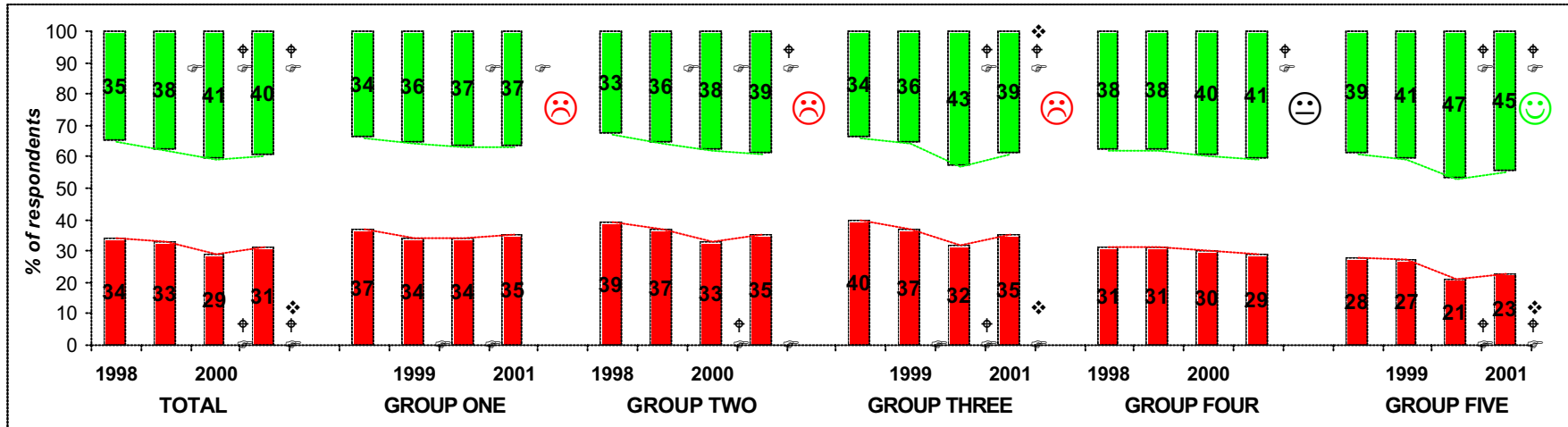
- **Town planning policy and approvals** **Mean 3.07**
41% excellent or good
26% needs improvement
 - There has been a statistically significant improvement overall on this attribute compared with 2000 with 41% rating it as “excellent or good”. The improvement in results for Group Four and Group Five have driven this positive change.
 - As in 2000, Group Three and Group Five are more positive than the Total with 44% rating this attribute as positively in both cases.
 - In contrast, Group One and Group Four are less positive than the total with approximately one third in both cases rating it as “excellent or good” (35% and 38% respectively).
 - Respondents who were more satisfied than others were those who Rent (42% excellent or good) and those Aged 18-34 years (46%).
 - Those Aged 35-49 years and those Aged 50-64 years were the most likely to be seeking improvement (29% and 28% respectively).

- **Traffic management and parking facilities** **Mean 3.03**
40% excellent or good
31% needs improvement
 - This is the only attribute which has declined statistically significantly in comparison to 2000. It should be noted however, that over the four years since 1998, there has still been improvement overall. The deterioration has been driven by the decline of results in Group Three and Group Five.

ANNUAL CONSTITUENT SATISFACTION SURVEY 2001

KEY SERVICE AREAS RESULTS FOR 2001 - COMPARED WITH 1998, 1999 AND 2000

- TRAFFIC MANAGEMENT AND PARKING FACILITIES -

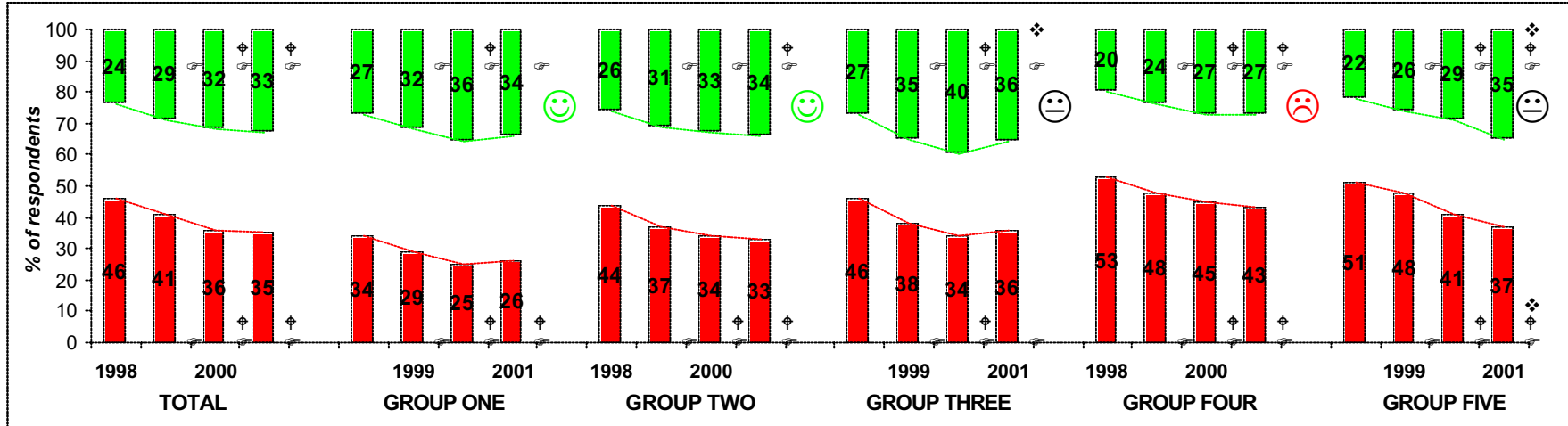


Statistically Significant Change
 Since: 1998 ☞ 1999 ♠ 2000 ❖

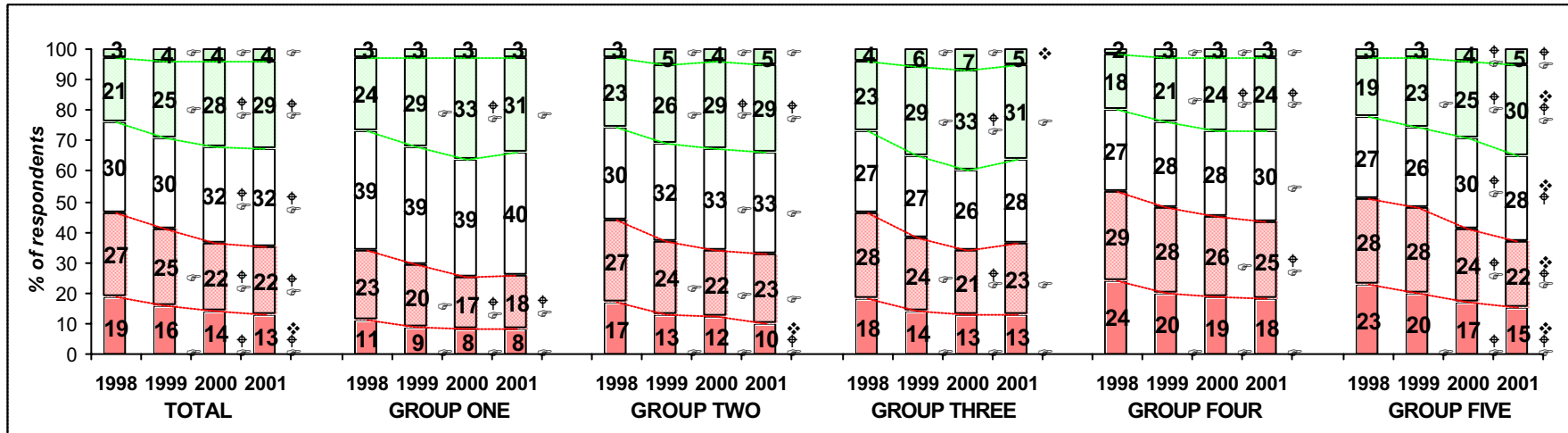
ANNUAL CONSTITUENT SATISFACTION SURVEY 2001

KEY SERVICE AREAS RESULTS FOR 2001 - COMPARED WITH 1998, 1999 AND 2000

- ECONOMIC DEVELOPMENT -



■ Excellent and Good
 ■ Needs "some" and "a lot" of improvement
 😊 More positive than Total
 😞 Less positive than Total
 😐 Same as Total



■ Excellent
 ■ Good
 ■ Adequate
 ■ Needs some improvement
 ■ Needs a lot of improvement

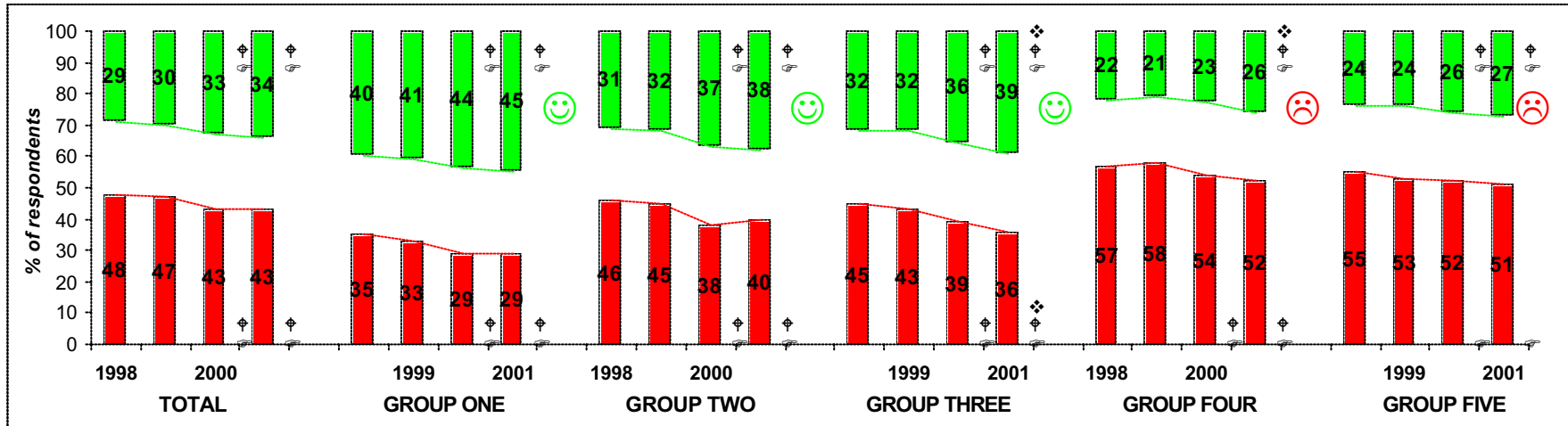
Statistically Significant Change
 Since: 1998 ☞ 1999 ☚ 2000 ❖

- Only four in ten respondents (40%) rated this aspect as “excellent or good”. While Group Five was the most positive with 45% rating it as “excellent or good”, Group One, Two and Three were less positive than the Total with one third (35%) seeking improvement in each case.
- As in 2000, the only respondent group which showed statistically significantly different results to the average were those Aged 65 plus years (43% excellent or good).
- **Economic development** **Mean 2.88**
33% excellent or good
35% needs improvement
- Only one third (33%) of respondents were satisfied with Economic Development with a slightly higher proportion (35%) seeking improvement. While there was no change for the Total in comparison to 2000, Group Three has shown a statistically significant deterioration and Group Five has shown an improvement.
- Groups One and Two were the most satisfied (both 34% excellent or good). Group Four was less positive than the Total with only 27% rating Economic development positively. Both Group Three and Group Five were on a par with the Total.
- Once again, results showed variations by age group, with the youngest and the oldest age groups being slightly more satisfied, viz:
 - Aged 18-34 years (38% “excellent or good”)
 - Aged 65 plus years (37%)

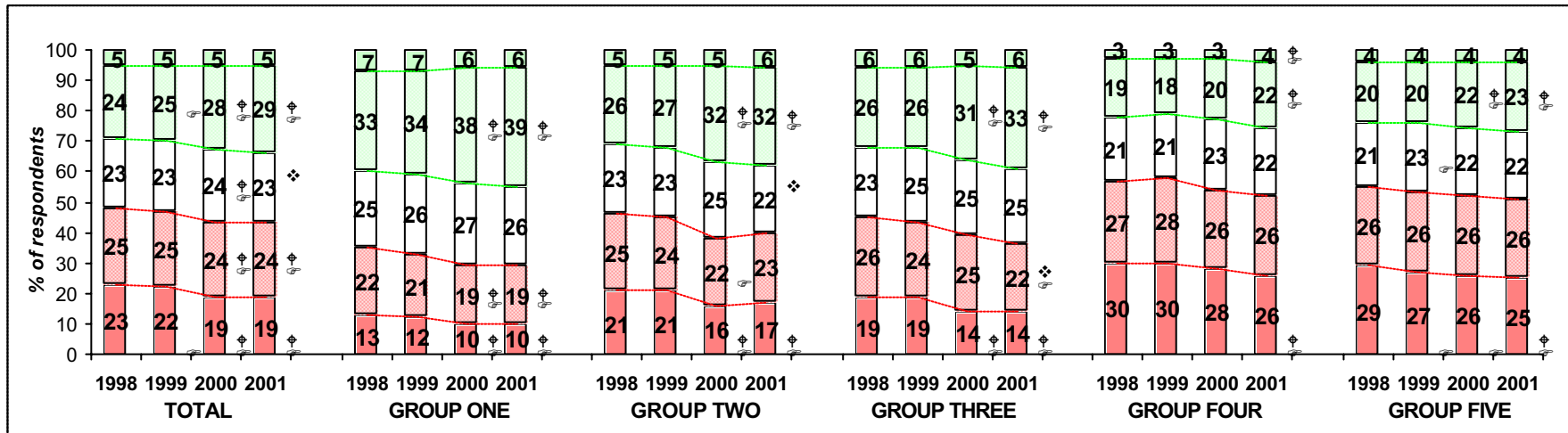
ANNUAL CONSTITUENT SATISFACTION SURVEY 2001

KEY SERVICE AREAS RESULTS FOR 2001 - COMPARED WITH 1998, 1999 AND 2000

- LOCAL ROADS AND FOOTPATHS -



■ Excellent and Good
 ■ Needs "some" and "a lot" of improvement
 😊 More positive than Total
 😞 Less positive than Total
 ☹️ Same as Total



■ Excellent
 ■ Good
 ■ Adequate
 ■ Needs some improvement
 ■ Needs a lot of improvement

Statistically Significant Change
 Since: 1998 ☞ 1999 ☚ 2000 ❖

In contrast to:

- Aged 50-64 years (38% needs improvement)
- Aged 35-49 years (39%)

- **Local roads and footpaths** **Mean 2.77**
34% excellent or good
43% needs improvement

- As in previous years, Local roads and footpaths achieved low satisfaction results. Only one third (34%) of respondents overall rated it as “excellent or good” while 43% were seeking improvement. Nevertheless, the result has remained stable in comparison to 2000.

Both Group Three and Group Four have shown a statistically significant improvement in comparison to 2000.

- As may be expected, the Metropolitan and Large Rural Cities councils achieved the most satisfactory results, particularly with regards to Group One (45% “excellent or good”). Respondents in the Rural shires were the least satisfied with only approximately one quarter (26% and 27%) rating their Local roads and footpaths as “excellent or good”.
- The most satisfied respondents were Aged 18-34 years (41% “excellent or good”).

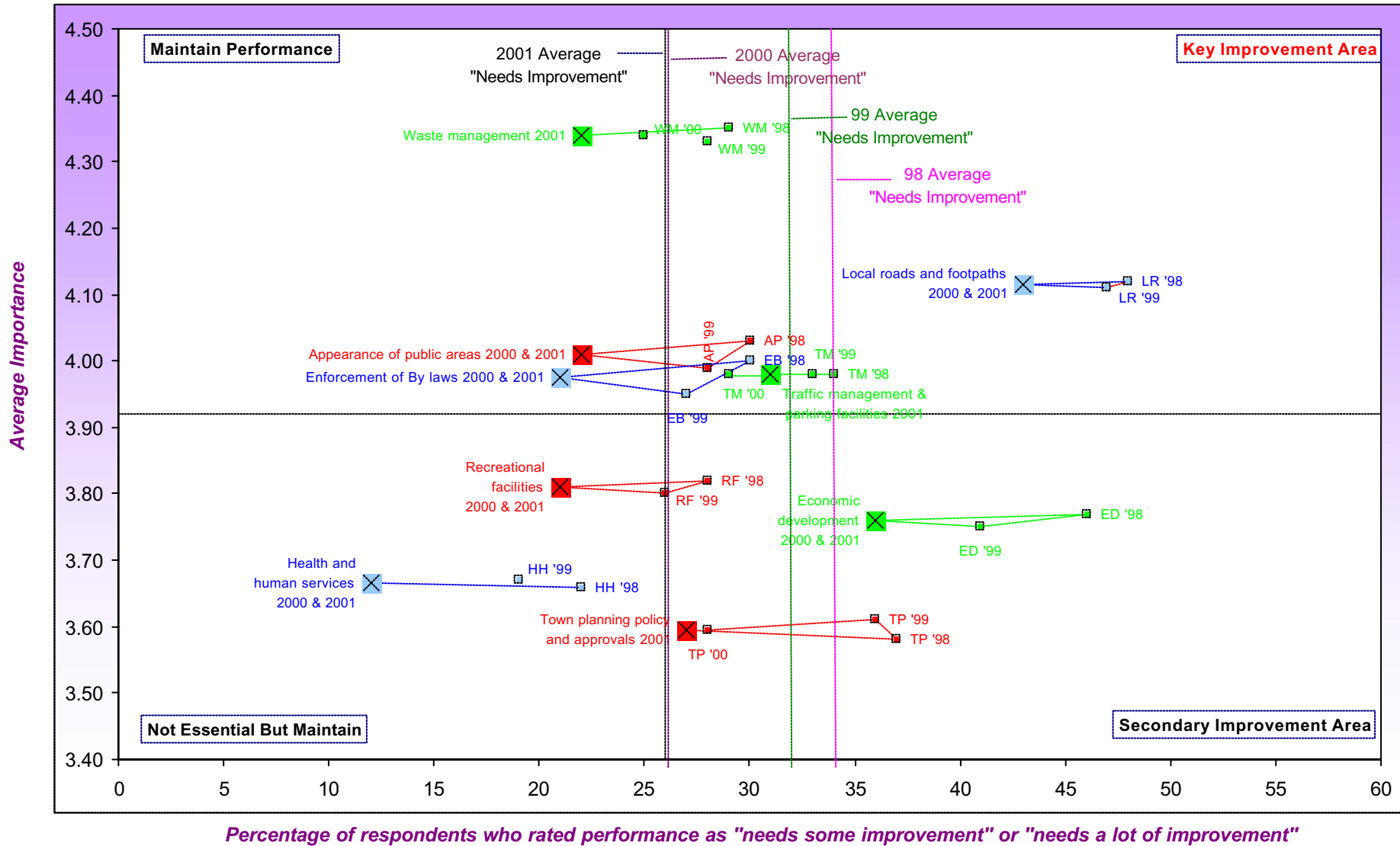
The respondents most likely to be seeking improvement were:

- Farming households (60% needs improvement)
- Aged 50-64 years (46%)

ANNUAL CONSTITUENT SATISFACTION SURVEY 2001

TOTAL

KEY SERVICE AREAS - IMPROVEMENT WINDOW



3.2 KEY IMPROVEMENT WINDOWS

Key Improvement Windows have been produced to indicate where priorities exist for improvement efforts, across each of the five groups.

The Windows have been produced by plotting the average importance along the Y axes and the percentage of respondents who rated the service as “needs some or a lot of improvement” along the X axis. (Please note that since Importance was not asked in 2000 or 2001, the average of the Importance ratings for 1998 and 1999 have been used).

An average of all the Importance and Performance ratings are then calculated to produce the four improvement quadrants which allows for the prioritising of improvement efforts.

Also, the results for 1998, 1999 and 2000 are plotted so that change over the four years can be seen. Please note that for clarity the 1998, 1999 and 2000 attributes have been abbreviated.

There has been virtually no change with regards to which attributes fell within the Improvement Areas over the four years. As in 2000, there were two attributes which fell within these improvement areas which were common to all groups, viz:

- Local roads and footpaths (Key Improvement Area for all five groups).
- Economic development (Key Improvement Area for Group Three, and a Secondary Improvement Area for the other groups).

Groups One, Two and Three also had Traffic management and parking facilities as a Key Improvement Area in common.

Finally Group One had Town planning policy and approvals as a Secondary Improvement Area while Waste Management is a Key Improvement Area for Group Five.

The average proportion of “needs improvement” decreased over the first three years of the survey. This year, the results are generally stable. The average for the Total, Group One and Group Two has remained static in comparison to the 2000 result. In contrast, Group Three has actually deteriorated by 1%, while Group Four and Group Five have improved (by 2% and 1% respectively).

The average proportion of “needs improvement” ratings for each group and for all groups (Total) for the four years are shown in the table **below**.

	AVERAGE % “NEEDS IMPROVEMENT”				Difference	
	1998	1999	2000	2001	2000/2001	1998/2000
Group One	29	27	23	23	0	6
Group Two	35	31	26	26	0	9
Group Three	32	29	23	24	-1	9
Group Four	38	36	31	29	2	7
Group Five	35	33	28	27	1	7
TOTAL	34	32	26	26	0	8

The chart **opposite** shows the Key Improvement Window for the Total. Even though the margins are small, four attributes have shown statistically significant change compared with the 2000 results. Three of them are improvements however, one has shown deterioration, viz:

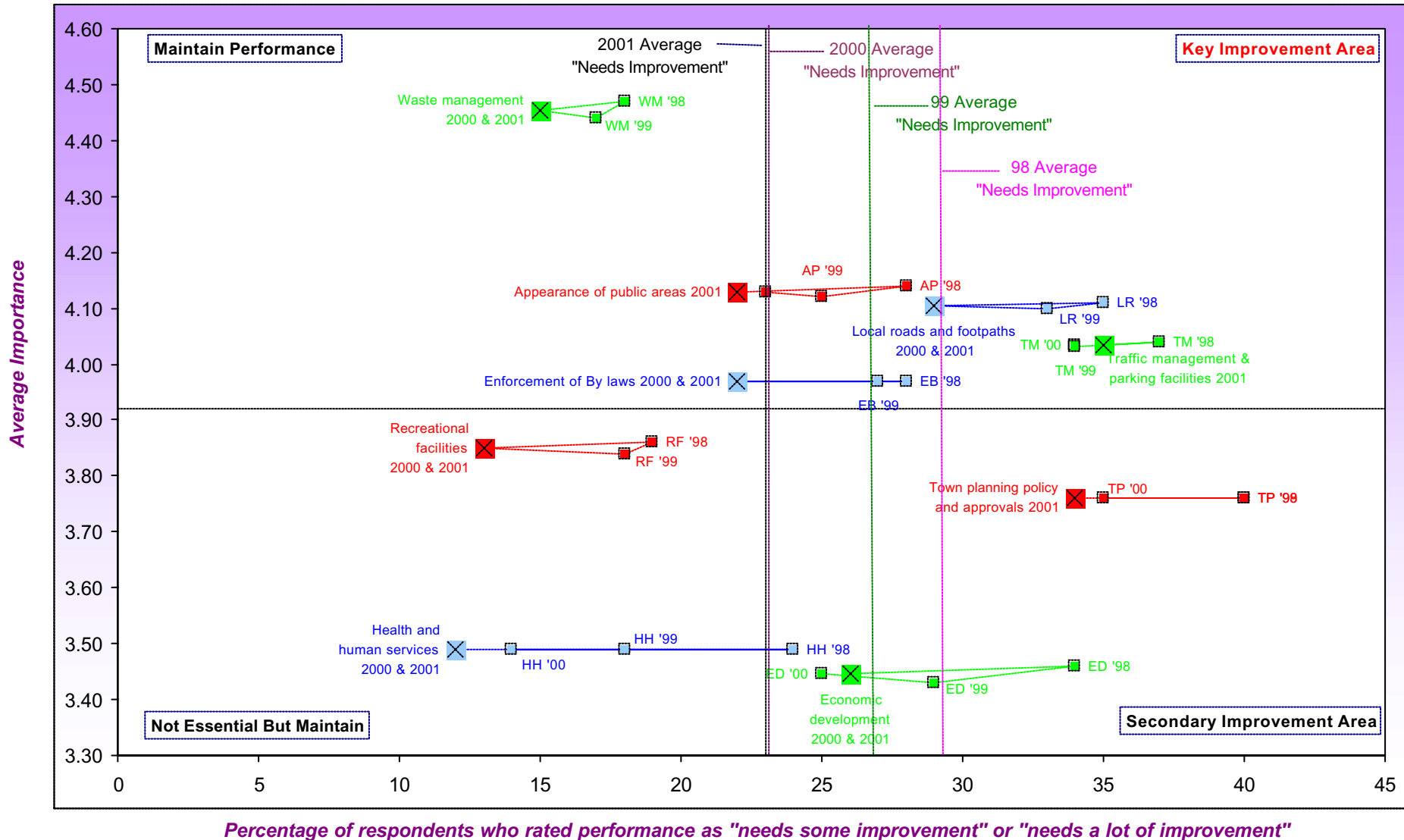
- Waste management (25% needs improvement in 2000 compared with 22% in 2001 – improved by 3%)
- Enforcement of By laws (21% needs improvement in 2000 compared with 20% in 2001 – improved by 1%)
- Town planning policy and approvals (28% needs improvement in 2000 compared with 26% in 2001 – improved by 2%)
- Traffic management and parking facilities (29% needs improvement in 2000 compared with 31% in 2001 – deteriorated by 2%).

Specific results for each group are detailed below.

ANNUAL CONSTITUENT SATISFACTION SURVEY 2001

GROUP ONE

KEY SERVICE AREAS - IMPROVEMENT WINDOW



□ **Group One**

There was, on average, 23% of respondents who felt there was room for improvement. This was the same result as in 2000.

As in the three previous survey years, the attributes which fall within the Improvement Areas continue to be:

Key Improvement Area

- Local roads and footpaths
- Traffic management

Secondary Improvement Area

- Town planning policy and approvals
- Economic development

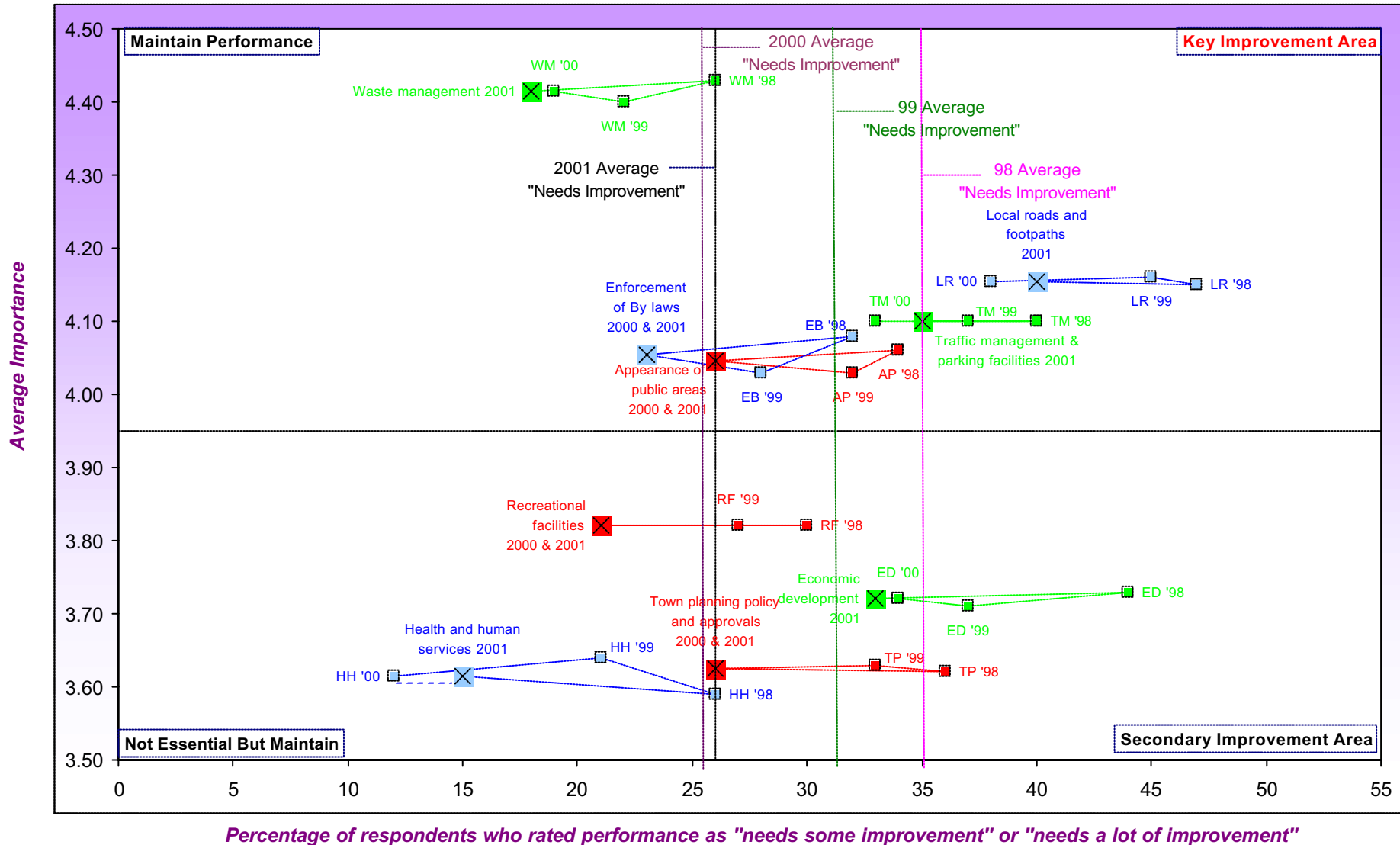
There was only one attribute which has shown statistically significant change in comparison to 2000, viz:

- Health and human services (14% needs improvement in 2000 compared with 12% in 2001 - improved by 2%)

ANNUAL CONSTITUENT SATISFACTION SURVEY 2001

GROUP TWO

KEY SERVICE AREAS - IMPROVEMENT WINDOW



□ **Group Two**

There was, on average, 26% of respondents who felt there was room for improvement. This was the same proportion as in 2000.

The Improvement Areas were identical to 1999 and 2000. They were:

Key Improvement Area

- Local roads and footpaths
- Traffic management
- Appearance of public areas

Secondary Improvement Area

- Economic development
- Town planning policy and approvals

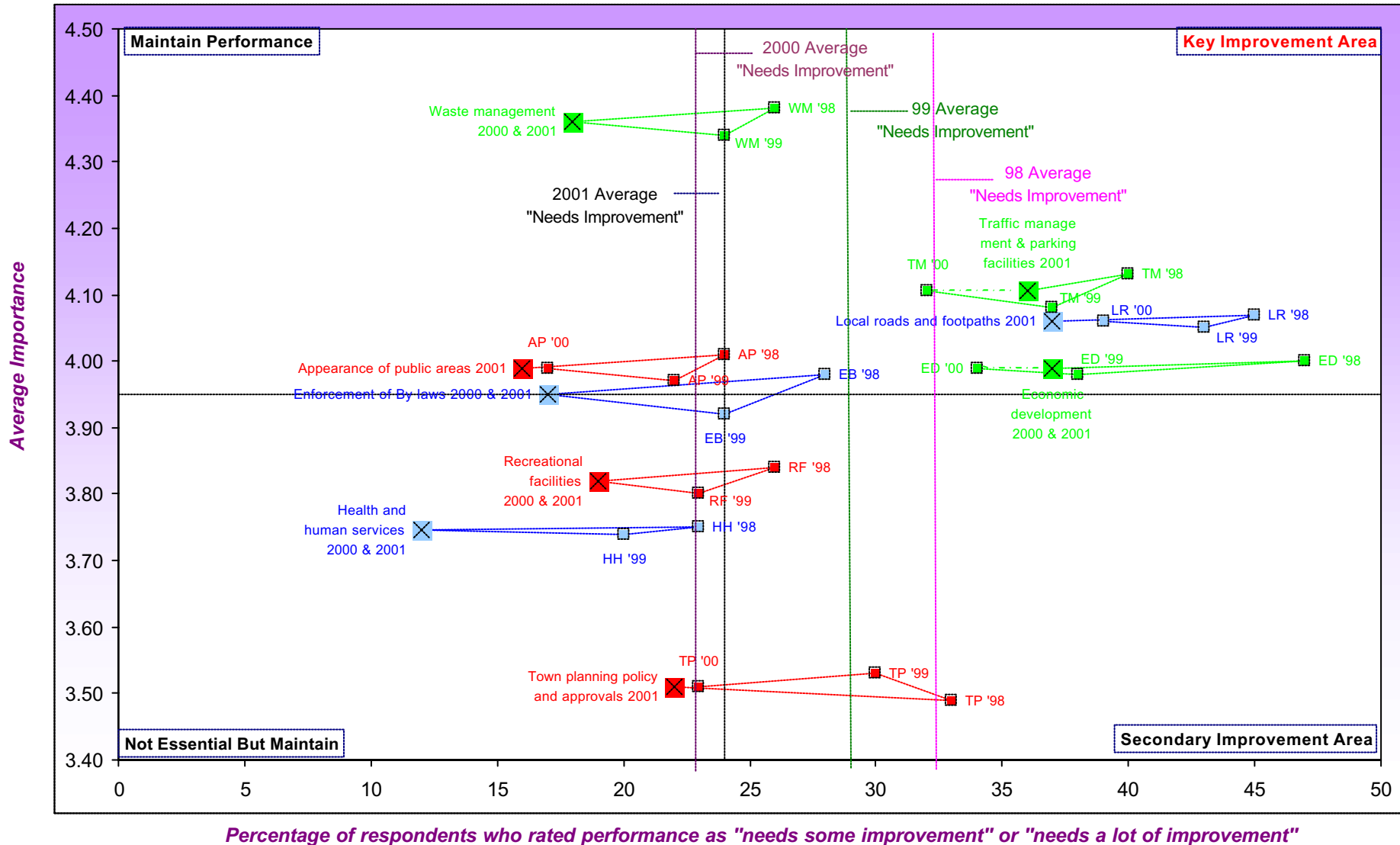
In Group Two, only one attribute has changed statistically significantly. Unfortunately, it was a marginal decline, viz:

- Health and human services (12% needs improvement in 2000 compared with 15% in 2001 – deteriorated by 3%)

ANNUAL CONSTITUENT SATISFACTION SURVEY 2001

GROUP THREE

KEY SERVICE AREAS - IMPROVEMENT WINDOW



□ **Group Three**

As in 2000, there was an average of 23% of respondents who were seeking improvement.

The attributes which fell within the Key Improvement Area are the same as in 1998, 1999 and 2000. As in 2000, no attribute fell within the Secondary Improvement Area.

Key Improvement Area

- Traffic management
- Local roads and footpaths
- Economic development

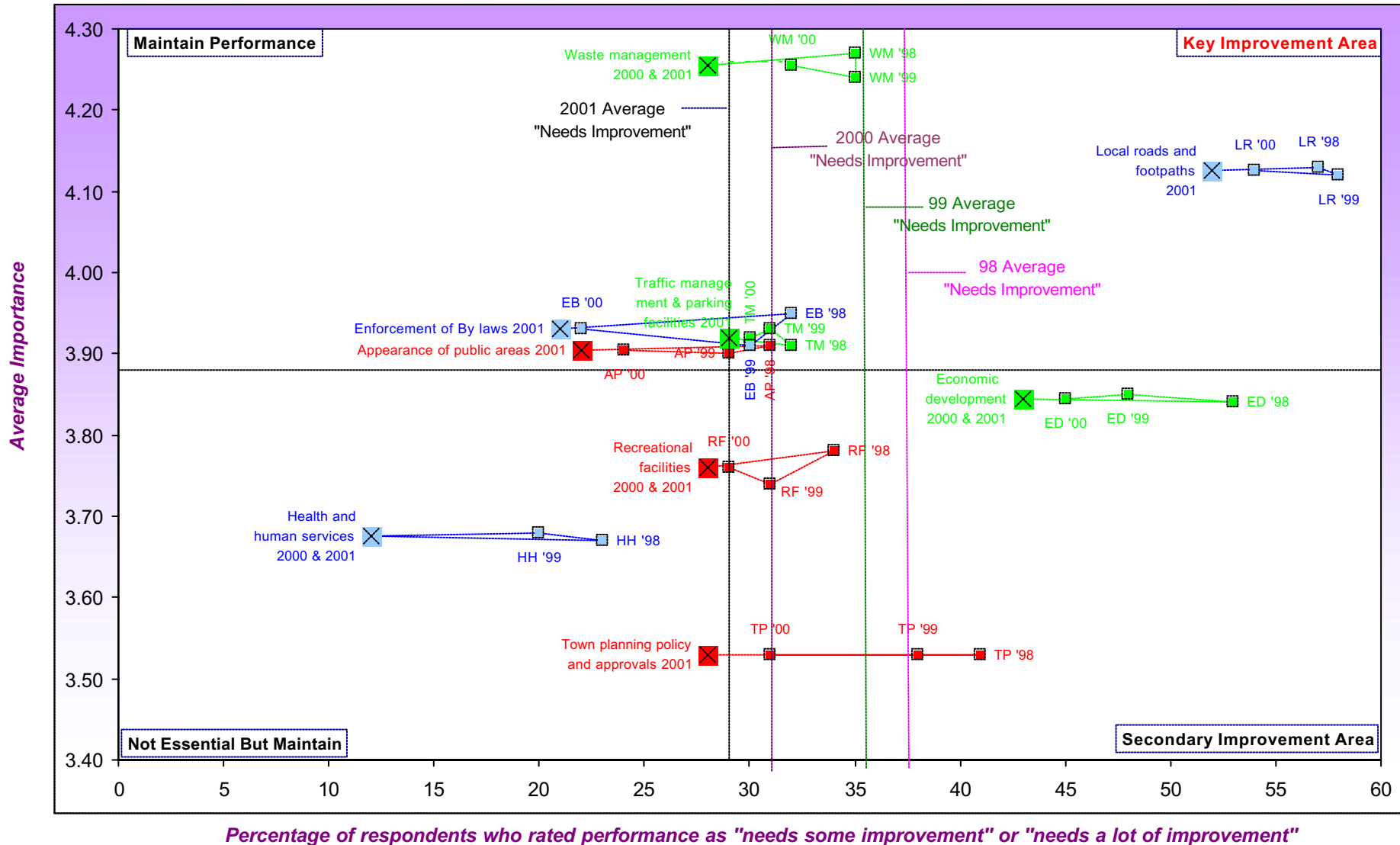
There were two attributes which have shown statistically significant change in comparison to 2000. While one was an improvement, the other was a deterioration, viz:

- Local roads and footpaths (39% needs improvement in 2000 compared with 36% in 2001 - improved by 3%)
- Traffic management and parking facilities (32% needs improvement in 2000 compared with 35% in 2001 - deteriorated by 3%)

ANNUAL CONSTITUENT SATISFACTION SURVEY 2001

GROUP FOUR

KEY SERVICE AREAS - IMPROVEMENT WINDOW



□ **Group Four**

Group Four has shown the greatest overall improvement in comparison to 2000. On average 29% of respondents were seeking improvement, compared with 31% last year.

As in previous years, Local roads and footpaths continues to be a Key Improvement Area, however this year, Traffic management and parking facilities also just falls within this quadrant.

The attributes which fell within the Improvement Areas, continue to be very similar to previous years.

Key Improvement Area

- Local roads and footpaths
- Traffic management and parking facilities

Secondary Improvement Area

- Economic development
- Town planning policy and approvals

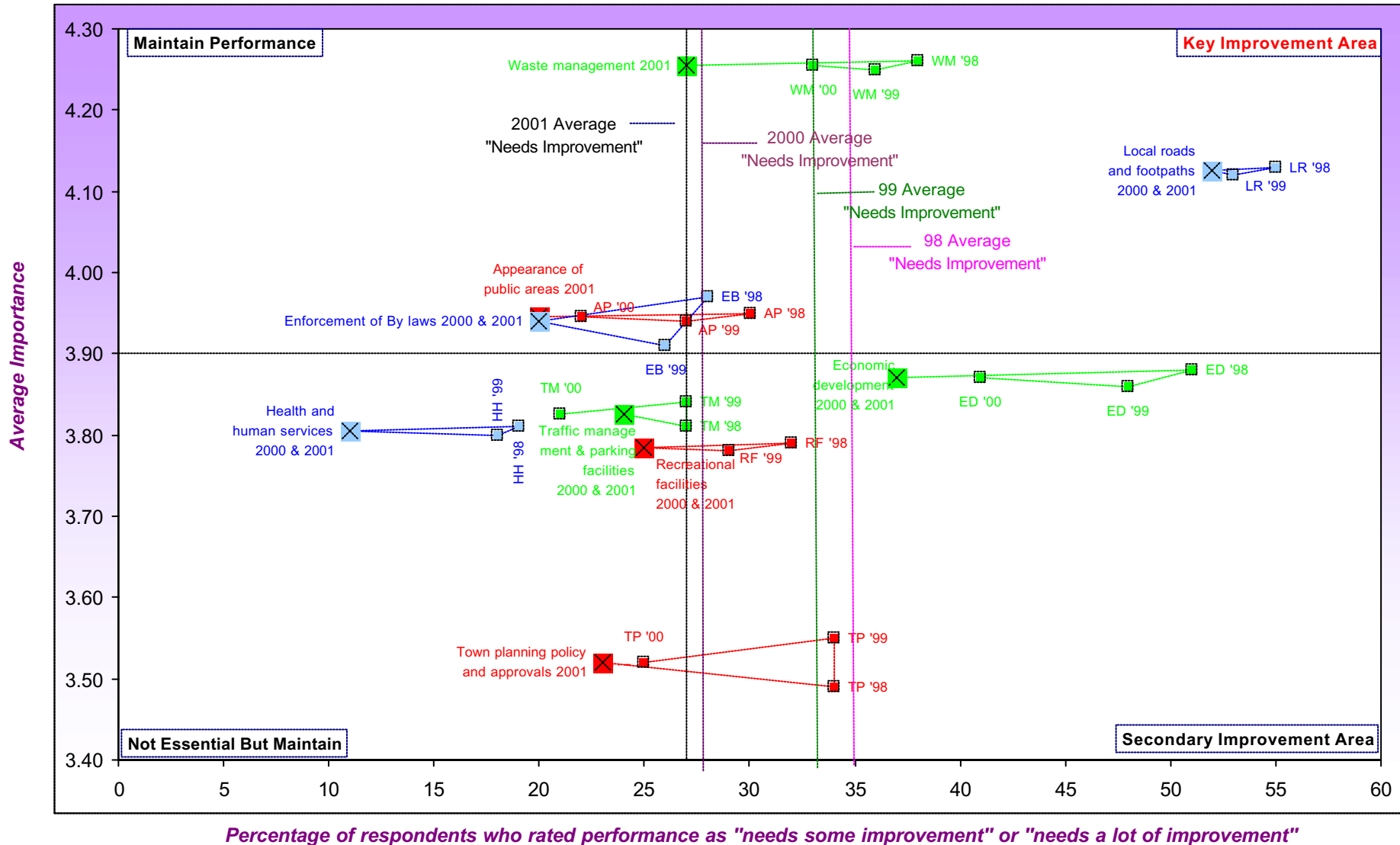
There were two attributes which have improved statistically significantly in comparison to the 2000 results, viz:

- Waste management (32% needs improvement in 2000 compared with 28% in 2001 - improved by 4%)
- Town planning policy and approvals (31% needs improvement in 2000 compared with 28% in 2001 - improved by 3%)

ANNUAL CONSTITUENT SATISFACTION SURVEY 2001

GROUP FIVE

KEY SERVICE AREAS - IMPROVEMENT WINDOW



□ **Group Five**

There was just over one quarter of respondents (27%) who were seeking improvement in Group Five. This is an improvement on the 2000 result of 28%.

The attributes which fell within the Improvement Areas are the same as in 2000, viz:

Key Improvement Area

- Local roads and footpaths
- Waste management

Secondary Improvement Area

- Economic development

There were five attributes which have shown statistically significant change in comparison to 2000. Four of the five have improved, however one has shown deterioration. They were:

- Appearance of public areas (22% needs improvement in 2000 compared with 20% in 2001 - improved by 2%)
- Waste management (33% needs improvement in 2000 compared with 27% in 2001 - improved by 6%)
- Economic development (41% needs improvement in 2000 compared with 37% in 2001 - improved by 4%)
- Town planning policy and approvals (25% needs improvement in 2000 compared with 23% in 2001 - improved by 2%)
- Traffic management and parking facilities (21% needs improvement in 2000 compared with 23% in 2001 – deteriorated by 2%)

3.3 IMPROVEMENT SUGGESTIONS

In 2000 and 2001 when respondents rated an attribute as “needing some or a lot of improvement” they were asked “why do you say that?” The table **below** shows the percentages of the total sample who made responses regarding improvement suggestions for each of the nine attributes for both 2000 and 2001. The highlighted numbers (eg 30) indicate a statistically significant change in comparison to 2000.

	TOTAL		GROUP ONE		GROUP TWO		GROUP THREE		GROUP FOUR		GROUP FIVE	
	00	01	00	01	00	01	00	01	00	01	00	01
	N=	27317	26620	5956	5603	4904	4905	3854	3858	5601	5250	7002
	%	%	%	%	%	%	%	%	%	%	%	%
Local roads and footpaths	43	42	28	29	37	40	39	37	54	52	51	51
Traffic management and parking facilities	28	30	33	34	32	34	31	35	28	28	20	23
Economic development	30	29	16	17	26	25	31	34	39	37	36	33
Town planning policy and approvals	23	22	28	27	21	20	20	19	25	23	21	20
Waste management	24	22	15	15	19	18	18	18	31	27	32	26
Appearance of public areas	22	21	23	22	26	26	17	16	24	22	21	20
Recreational facilities	21	20	12	12	20	19	19	19	28	27	23	24
Enforcement of By laws	19	19	20	19	21	20	15	16	20	19	18	18
Health and human services	9	9	8	7	8	9	9	10	9	10	9	9

While there have been some marginal changes, overall the results are very similar to 2000. Once again, Local roads and footpaths attracted the most comments with 42% of respondents in 2001 making some improvement suggestion.

Approximately one third overall made suggestions regarding Traffic management and parking facilities and Economic development. While only one tenth (9%) made suggestions regarding Health and Human services (a reflection of the relatively low usage of these services) the remaining attributes attracted comments from approximately one fifth in each case.

The Metropolitan Groups (and in some cases the Regional Centres) were statistically significantly more likely than the Total to have higher levels of suggestions on the following attributes:

- Traffic management and parking facilities (30% overall)
 - Group One (34%)
 - Group Two (34%)
 - Group Three (35%)
- Town planning policy and approvals (22% overall)
 - Group One (27%)
- Appearance of public areas (21% overall)
 - Group Two (26%)

In contrast, the Rural Groups (and again in some cases the Regional Centres) were statistically significantly more likely than the Total to have higher levels of suggestions on the following attributes:

- Local roads and footpaths (42% overall)
 - Group Four (52%)
 - Group Five (51%)

ANNUAL COMMUNITY SATISFACTION SURVEY 2000

KEY SERVICE AREAS - REASONS "NEEDS IMPROVEMENT"

- LOCAL ROADS AND FOOTPATHS -

	N=	TOTAL	G1	G2	G3	G4	G5
		11654	1678	1836	1499	3036	3605
		%	%	%	%	%	%
☞ More frequent, better re-surfacing of roads		38	40	33	42	39	36
☞ Improve, fix, repair uneven surface of footpaths		31	53	34	35	24	23
☞ Quicker response for repairs to roads, footpaths or gutters		20	28	22	23	17	18
☞ Improve standard of unsealed roads (amount of loose gravel, corrugations, dust suppression etc)		18	0	10	14	24	27
☞ More frequent grading, re-sheeting of unsealed roads		17	0	11	11	22	27
☞ More frequent, better slashing of roadside verges		17	1	13	15	24	22
☞ Increase number of footpaths		6	1	9	6	7	6
☞ Fix, improve unsafe sections of roads		5	1	5	4	6	5
☞ More frequent maintenance of roadside drains and culverts		5	2	6	7	6	7
☞ Prune, trim trees, shrubs overhanging footpaths		5	10	6	5	3	4
☞ Fix, improve edges and shoulders of roads		4	1	2	4	5	5
☞ Increase number of sealed roads - outside town limits		4	0	3	3	4	5
☞ More, better roadside drains and culverts		4	2	4	4	5	5
☞ Upgrade roads, bridges to cope with current traffic demands (volume, type-trucks, B-doubles etc)		4	1	4	3	4	4
☞ More community consultation about roads and footpaths		3	4	4	3	3	3
☞ Increase number of sealed roads - inside town limits		2	0	2	1	2	3
☞ More, better street, road signs (including position, visibility)		1	1	1	1	0	1
☞ More information, notifications about upcoming road works		0	0	0	0	0	0
☞ Other		9	11	8	7	8	9

- Economic development (29% overall)
 - Group Three (34%)
 - Group Four (37%)
 - Group Five (33%)
- Waste management (22% overall)
 - Group Four (27%)
 - Group Five (26%)
- Recreational facilities (20% overall)
 - Group Four (27%)
 - Group Five (24%)

The tables **opposite** and on the following pages detail the specific improvement suggestions given by respondents. The shading indicates where an improvement suggestion was statistically significantly more likely to be mentioned in a particular group, while the red numbers indicate a statistically significant change in comparison to the 2000 results.

□ **Local roads and footpaths**

Overall, 11,277 responses were made regarding Local roads and footpaths (42% of the total sample) – a similar result to 2000. There were six areas of comments which were made by more than one tenth of these respondents. They are detailed below along with any sub-groups who were statistically significantly different to the Total. In general, results were very similar in comparison to 2000:

- More frequent, better resurfacing of roads (37%)
 - Aged 18-34 years (43%)
 - Renting (42%)
 - Group Three (42%)
 - Males (40%)

- Improve, fix, repair uneven surface of footpaths (30%)
 - Group One (56%)
 - Aged 65 plus (38%)
 - Group Two (36%)
 - Group Three (35%)
 - Females (34%)
- Improve standard of unsealed roads (amount of loose gravel, corrugations, dust suppression etc) (21% - statistically significantly higher than the 2000 result of 18%)
 - Farming households (41%)
 - Group Five (32% - statistically significantly higher than in 2000 when it was only 27%)
 - Group Four (25%)
 - Males (23%)
 - Aged 50-64 years (23%)
- More frequent grading, resheeting of unsealed roads (20% - statistically significantly higher than the 2000 result of 17%)
 - Farming households (45% – statistically significantly higher than the 2000 result of 38%)
 - Group Five (34% - statistically significantly higher than in 2000 when it was only 27%)
 - Group Four (24%)
 - Males (23%)
 - Aged 50-64 years (23%)
- More frequent, better slashing of roadside verges (15% - statistically significantly lower than the 2000 result of 17%)
 - Farming households (23%)
 - Group Four (22%)
 - Group Five (19%)
 - Aged 35-49 years (17%)

ANNUAL COMMUNITY SATISFACTION SURVEY 2000

KEY SERVICE AREAS - REASONS "NEEDS IMPROVEMENT"

- HEALTH AND HUMAN SERVICES -

	N=	TOTAL	G1	G2	G3	G4	G5
		2371 %	476 %	393 %	358 %	512 %	632 %
☞ Increase resources for, availability of home help		17	20	15	20	16	17
☞ More resources, longer opening hours for Maternal and Child Health facilities		17	19	20	15	17	13
☞ Improve quality of home help		16	17	13	22	14	16
☞ More funds, resources for programs, services to reduce waiting lists, improve access		15	18	14	15	14	15
☞ More, better support, services for ethnic, minority, disadvantaged groups (including drug addicts etc)		15	17	18	18	16	10
☞ More, better premises for health or community facilities		11	13	11	11	10	12
☞ Improve quality, variety of food in meals on wheels program		9	10	8	7	9	9
☞ More, better centres, facilities across the shire, in more remote towns, areas		7	0	5	6	9	12
☞ More, better access to people with knowledge about specific programs, services		6	5	7	8	5	6
☞ More frequent visits by carers, home help across shire, in more remote areas		4	1	4	3	4	6
☞ More, better activities, programs for young people		4	3	6	5	4	3
☞ Better transport arrangements to, from health or community centres, facilities		3	2	4	1	3	3
☞ Greater availability of home help services outside towns		3	0	2	2	4	6
☞ Greater availability of meals on wheels outside towns		3	0	1	2	4	7
☞ Reduce costs of child care, pre-schools		3	3	3	3	4	2
☞ More, better publicity, information about available services		2	2	4	2	2	2
☞ Other		20	20	20	18	17	22

- Quicker response for repairs to roads, footpaths or gutters (14% - statistically significantly lower than in 2000 when it was 20%)
 - Group One (16%)
- **Health and human services**

There were 2,360 responses overall regarding Health and human services (9% of the total sample). As in 2000, there was very little differences across the five groups with very few issues standing out as statistically significantly different.

There were seven improvement suggestions that were mentioned by 10% or more of those who nominated improvement, and the sub-groups that were more likely to mention these particular suggestions are detailed below:

- More funds, resources for programs, services to reduce waiting lists, improve access (21% - statistically significantly higher than the proportion in 2000 of 15%)
 - Farming households (29%)
 - Group Four (28%)
 - Group Three (27%)
- Increase resources for, availability of home help (20% - statistically significantly higher than the proportion in 2000 of 17%)
 - Aged 65 plus years (26%)
 - Aged 50-64 years (25%)
 - Females (23%)

ANNUAL COMMUNITY SATISFACTION SURVEY 2000

KEY SERVICE AREAS - REASONS "NEEDS IMPROVEMENT"

- RECREATIONAL FACILITIES -

	N=	TOTAL	G1	G2	G3	G4	G5
		5613	716	982	739	1550	1626
		%	%	%	%	%	%
☞ More, better sporting complexes (including pools)		39	35	43	39	45	33
☞ Better maintenance of sporting fields, grounds and/or buildings		20	16	18	18	19	24
☞ More, better recreational activities, programs		16	12	18	14	17	16
☞ More, better, safer playgrounds and/or equipment		13	16	19	12	11	10
☞ More community consultation about recreational facilities etc		9	8	9	9	9	11
☞ More, better sporting complexes and/or facilities in smaller towns		9	1	4	7	12	12
☞ More, better bike paths, skate board or roller blade facilities		7	4	7	6	7	10
☞ More support for local sporting clubs in smaller towns		6	1	2	4	7	9
☞ More, better amenities in recreation areas (eg. seats, picnic tables, barbeques etc)		6	8	7	4	5	5
☞ More, better facilities and resources at libraries		6	11	5	5	5	5
☞ Longer opening hours for sporting complexes (including pools)		5	3	3	7	6	5
☞ More, better arts, cultural facilities, events in smaller towns		5	0	4	6	7	8
☞ More, better library buildings		4	7	4	3	4	4
☞ More, better library services, facilities (including mobile services) in smaller towns		3	0	2	2	4	5
☞ Larger range, greater availability of books		2	7	2	3	2	1
☞ Improve coverage, frequency of visits for mobile library services		1	0	1	1	1	1
☞ Increase opening hours, days		1	1	1	1	1	1
☞ Less expensive recreational facilities and activities		1	1	2	1	1	1
☞ More publicity, information on facilities and activities, programs		1	2	1	0	0	0
☞ More, better events and festivals		1	2	2	1	1	0
☞ More, better programs, activities at Libraries		1	2	2	1	1	1
☞ More specialist types of books (eg. large print, talking books, other language etc)		0	1	0	0	0	0
☞ Not enough money spent on cultural events and festivals		0	1	1	0	0	0
☞ Reduce fees, charges, fines		0	1	0	0	0	0
☞ Other		15	17	12	17	13	18

- More, better support, services for ethnic, minority, disadvantaged groups (including drug addicts etc) (19% - statistically significantly higher than the proportion in 2000 of 15%)
- Improve quality of home help (13% - statistically significantly lower than the 2000 result of 16%)
 - Aged 65 plus years (19%)
 - Females (15%)
- More, better centres, facilities across the shire, in more remote towns, areas (11% - statistically significantly higher than the 2000 result of 7%)
 - Farming households (20%)
 - Group Five (18% - statistically significantly higher than the 2000 result of 12%)
 - Group Four (14% - statistically significantly higher than the 2000 result of 9%)
- More, better premises for health or community facilities (10%)

□ **Recreational Facilities**

Overall, there were 5,423 responses regarding Recreational facilities (21% of the total sample). There were five suggestions made by more than one tenth such of respondents, viz:

- More, better sporting complexes (including pools) (36% - statistically significantly lower than the 2000 result of 39%)
 - Group Four (40%)
 - Females (38%)

ANNUAL COMMUNITY SATISFACTION SURVEY 2000

KEY SERVICE AREAS - REASONS "NEEDS IMPROVEMENT"

- APPEARANCE OF PUBLIC AREAS -

	N=	TOTAL	G1	G2	G3	G4	G5
		6094 %	1348 %	1251 %	666 %	1331 %	1498 %
☞ Better maintenance of parks and gardens		35	29	37	38	39	35
☞ More frequent street cleaning		26	33	24	25	19	27
☞ More frequent, better pruning of street trees		15	20	18	14	12	12
☞ More frequent, better removal of litter in parks and gardens		14	15	19	11	12	10
☞ Better landscaping, design (eg. more colour, more shady trees)		12	9	11	12	14	14
☞ More frequent slashing, mowing of public areas		10	2	13	10	13	12
☞ More frequent spraying of weeds in open spaces		6	3	6	7	7	7
☞ More frequent sweeping of leaves		6	7	4	6	5	7
☞ More street trees		6	8	7	6	5	6
☞ Better maintenance of amenities (eg. BBQ's, picnic tables, toilets etc) within parks, gardens		5	4	5	5	5	6
☞ Better maintenance of beaches, lakes, rivers etc and surrounding areas		5	4	4	4	6	6
☞ Improve streetscapes with landscape or architectural features		5	5	4	5	4	6
☞ Better amenities within parks, gardens (eg. BBQ's, picnic tables, toilets etc)		4	3	5	5	4	5
☞ More emphasis on smaller towns		4	0	2	6	7	7
☞ More frequent clearing of public litter bins		4	5	3	5	4	4
☞ More parks and gardens, open spaces		4	2	6	5	5	4
☞ More public litter bins		3	4	3	2	4	2
☞ More, better cleaning up of condoms, syringes etc in parks, beaches etc		3	6	6	2	1	1
☞ Better, different types, mix of trees		1	2	1	2	1	0
☞ More frequent watering of green public areas		1	0	1	1	1	1
☞ Quicker, more frequent removal of graffiti		1	2	2	1	1	0
☞ More, better cleaning up of dog litter		0	1	0	0	0	0
☞ Too much money, resources wasted on landscaping and/or streetscapes		0	0	0	1	1	0
☞ Other		12	11	9	13	12	14

- Better maintenance of sporting fields, grounds and/or buildings (20%)
 - Male (23%)
- More, better recreational activities, programs (16%)
 - Renting (21%)
 - Female (17%)
- More, better, safer playgrounds and/or equipment (13%)
 - Group Two (22%)
 - Aged 18-34 years (19%)
 - Renting (16%)
 - Aged 35-49 years (15%)
 - Females (15%)
- More, better, sporting complexes and/or facilities in smaller towns (12% - statistically significantly higher than the 2000 result of 9%)
 - Group Four (17%)
 - Farming households (17%)
 - Group Five (15%)
 - Aged 35-49 years (14%)
- **Appearance of Public Areas**

One fifth (22%) of the Total sample made suggestions regarding the Appearance of public areas (5,676 responses). As in 2000, there were six improvement suggestions that were nominated by 10% or more of those respondents. These six and the sub-groups that were more likely to mention these particular suggestions are detailed below:

- Better maintenance of parks and gardens (34%)
 - Group Two (41%)
 - Aged 35-49 years (39%)
 - Males (36%)

- More frequent street cleaning (32% - statistically significantly higher than the 2000 result of 26%)
 - Group One (39% - statistically significantly higher than the 2000 result of 33%)
 - Aged 65 plus years (39% - statistically significantly higher than the 2000 result of 33%)

- More frequent, better pruning of street trees (15%)
 - Group One (21%)
 - Aged 65 plus years (21%)

- More frequent, better removal of litter in parks and gardens (12% - statistically significantly lower than the 2000 result of 14%)
 - Aged 18-34 years (16%)
 - Renting (16%)
 - Group Two (15%)

- More frequent slashing, mowing of public areas (12% - statistically significantly higher than the 2000 result of 10%)
 - Group Four (18%)
 - Group Five (15%)
 - Group Two (14%)
 - Aged 35-49 years (14%)

ANNUAL COMMUNITY SATISFACTION SURVEY 2000

KEY SERVICE AREAS - REASONS "NEEDS IMPROVEMENT"

- TRAFFIC MANAGEMENT AND PARKING FACILITIES -

	N=	TOTAL	G1	G2	G3	G4	G5
		7772 %	1964 %	1583 %	1203 %	1592 %	1430 %
☞ More parking facilities, capacity		35	29	31	43	37	36
☞ More parking facilities adjacent to shopping and business centres		33	23	29	44	40	34
☞ Improve traffic management at intersections		16	17	19	13	14	13
☞ More parking specifically allocated for residents		8	20	6	3	4	4
☞ Improve road signage - general		6	5	5	4	6	9
☞ Less parking restrictions		6	10	4	8	4	3
☞ More parking enforcement, traffic officers		5	7	5	3	5	5
☞ More speed inhibitors (humps, barriers etc)		5	6	9	2	4	4
☞ Improve blind spots, dangerous curves etc on country roads (excluding highways)		4	0	4	3	6	7
☞ More community consultation		4	4	4	2	6	4
☞ Reduce speed limits in residential areas		4	5	5	1	4	4
☞ Fewer parking meters		3	3	3	9	2	0
☞ Greater restriction of non-resident parking		2	6	1	1	1	1
☞ More parking restrictions		2	4	2	1	2	2
☞ Fewer speed inhibitors (humps, barriers etc)		1	2	1	1	0	0
☞ Install more traffic lights at dangerous intersections		1	1	2	0	0	0
☞ Less roundabouts		1	0	1	2	0	0
☞ More pedestrian crossings		1	1	1	1	1	1
☞ Restrict, discourage traffic on residential roads		1	3	2	1	0	1
☞ Improve road signage - school crossings and bus stops		0	0	0	0	0	0
☞ More parking permits per household for residents		0	1	0	0	0	0
☞ More restrictions on parking of trucks in residential areas		0	0	1	0	0	0
☞ Other		17	17	18	11	17	20

- Better landscaping, design (eg. more colour, more shady trees) (10% - statistically significantly lower than the 2000 result of 12%)

- Aged 35-49 years (12%)

- **Traffic Management and parking facilities**

There was a statistically significantly higher proportion who made suggestions on this attribute this year in comparison to 2000. This year 30% of the total sample (or 7,944 responses) made suggestions regarding Traffic management and parking facilities.

As in 2000, there were three suggestions that were made by over one tenth of such respondents. They are detailed below:

- More parking facilities adjacent to shopping and business centres (38% - statistically significantly higher than the 2000 result of 33%)
 - Group Three (55% - statistically significantly higher than the 2000 result of 44%)
 - Group Four (51% - statistically significantly higher than the 2000 result of 40%)
 - Group Five (45% - statistically significantly higher than the 2000 result of 34%)
 - Females (41% - statistically significantly higher than the 2000 result of 36%)
 - Farming households (46%)
- More parking facilities, capacity (32% - statistically significantly lower than the 2000 result of 35%)
 - Group Three (35% - statistically significantly lower than the 2000 result of 43%)

ANNUAL COMMUNITY SATISFACTION SURVEY 2000

KEY SERVICE AREAS - REASONS "NEEDS IMPROVEMENT"

- WASTE MANAGEMENT -

	N=	TOTAL	G1	G2	G3	G4	G5
		6544 %	912 %	937 %	708 %	1757 %	2230 %
☞ More comprehensive recycling program	21	23	13	26	24	19	
☞ Lower fees for tips etc	17	5	18	18	20	18	
☞ More reliable collections	13	24	17	7	12	9	
☞ Longer opening times, days for tips etc	12	1	1	10	11	21	
☞ More frequent collection of recyclable materials	11	16	9	13	10	10	
☞ More frequent hard waste collection	11	22	24	6	6	6	
☞ More convenient location of tips, transfer stations, rubbish dumps	10	4	5	10	12	12	
☞ Bigger bins	8	6	11	8	10	7	
☞ More frequent collection of green waste, vegetation	8	13	14	6	5	6	
☞ No collection of recyclable materials	7	0	1	7	8	11	
☞ No garbage collection	7	0	1	5	11	10	
☞ Better containers for collection of recyclable materials	7	11	9	11	6	5	
☞ More community consultation	5	4	5	4	5	5	
☞ Extend areas covered by garbage collection in areas outside townships	3	0	0	2	4	4	
☞ Being charged for waste disposal but not having a garbage collection	2	0	1	2	3	3	
☞ Better siting of tips etc (in terms of too close to residential areas)	2	1	2	3	3	3	
☞ Bins should be returned upright to kerbside	2	4	4	1	1	1	
☞ Less restrictions on amount collected	1	1	1	0	1	2	
☞ More education, promotion for recycling	1	2	1	2	1	1	
☞ Less damage to garbage bins	1	1	1	0	1	0	
☞ Other	18	19	17	19	15	19	

- Improve traffic management at intersections (14% - statistically significantly lower than the 2000 result of 16%)
 - Group Two (23% - statistically significantly higher than the 2000 result of 19%)

□ **Waste Management**

One fifth of the total sample gave responses regarding Waste Management (5,722 or 22%), which is statistically significantly lower than the 2000 result of 24%. The most commonly mentioned suggestions were:

- Lower fees for tips etc (17%)
 - Group Three (23%)
- More comprehensive recycling program (15% - statistically significantly lower than the 2000 result of 21%)
 - Females (17%)
- More reliable collections (14%)
 - Group One (23%)
 - Renting (18%)
 - Aged 18-34 years (17%)
- More frequent hard waste collection (12%)
 - Group Two (27%)
 - Group One (20%)
- Longer opening times, days for tips etc (12%)
 - Group Five (25% - statistically significantly higher than the 2000 result of 21%)
 - Farming households (24%)

ANNUAL COMMUNITY SATISFACTION SURVEY 2000

KEY SERVICE AREAS - REASONS "NEEDS IMPROVEMENT"

- ENFORCEMENT OF BY LAWS -

	N=	TOTAL	G1	G2	G3	G4	G5
		5109 %	1162 %	1015 %	589 %	1101 %	1242 %
☞ Greater enforcement of animal By-laws		42	36	40	44	45	45
☞ Greater enforcement of noise By-laws (domestic, industrial, traffic etc)		18	24	21	18	12	15
☞ Greater enforcement of parking restrictions		15	27	14	12	11	9
☞ Greater enforcement of fire prevention By-laws to clean up properties		14	2	13	10	21	23
☞ Greater enforcement of food handling By-laws		8	7	9	12	9	8
☞ Quicker response to reports of By-law infringements		8	7	9	8	7	8
☞ By-laws are too lenient		6	5	5	6	5	6
☞ Greater enforcement of littering By-laws		5	7	6	4	3	5
☞ Greater enforcement of pollution By-laws (domestic, industrial, traffic etc)		4	6	5	4	3	4
☞ Better attitude for by-laws enforcement officers, rangers		2	3	2	1	2	1
☞ By-laws are too stringent		2	3	2	2	2	1
☞ Less enforcement of parking restrictions		1	3	1	1	0	0
☞ Other		16	13	15	17	18	19

- More convenient location of tips, transfer stations, rubbish dumps (10%)
 - Farming households (20%)

□ **Enforcement of By laws**

As in 2000, one fifth of the total sample made suggestions regarding the Enforcement of By laws (19% or 4,932 responses). There were four improvement suggestions that were mentioned by more than one tenth of these respondents, viz:

- Greater enforcement of animal By-laws (43%)
 - Aged 65 plus years (47%)
 - Females (47%)
- Greater enforcement of noise By-laws (domestic, industrial, traffic etc) (17%)
 - Renting (24%)
 - Aged 18-34 years (22%)
 - Group One (21%)
- Greater enforcement of parking restrictions (16%)
 - Group One (25%)
- Greater enforcement of fire prevention By-laws to clean up properties (12% - statistically significantly lower than the 2000 result of 14%)
 - Farming households (37% - statistically significantly higher than the 2000 result of 33%)
 - Group Five (21%)
 - Group Four (18%)
 - Males (15%)

ANNUAL COMMUNITY SATISFACTION SURVEY 2000

KEY SERVICE AREAS - REASONS "NEEDS IMPROVEMENT"

- ECONOMIC DEVELOPMENT -

	N=	TOTAL	G1	G2	G3	G4	G5
		8168	955	1269	1197	2210	2537
		%	%	%	%	%	%
☞ Need more, better job creation programs, employment opportunities		50	49	58	54	44	49
☞ Greater emphasis on economic development in general		22	22	18	18	23	24
☞ Not enough support for local businesses		18	20	16	18	18	18
☞ Encourage more tourism		16	10	12	14	19	19
☞ Encourage more companies, industries to re-locate to the area		14	8	11	18	15	16
☞ Not enough promotion of local businesses		11	12	11	11	10	10
☞ Economic development programs are too focussed on majors towns		7	0	3	4	11	10
☞ Encourage more desirable industries to locate to the area		6	5	4	7	6	7
☞ Encourage, retain key services such as GP's, hospitals and banks in rural areas		1	1	1	1	2	2
☞ Other		13	14	14	12	14	13

□ **Economic development**

Three in ten of the total sample gave responses regarding Economic development (29%). There were six improvement suggestions that were made by one tenth or more, viz:

- Need more, better job creation programs, employment opportunities (48%)
 - Renting (58%)
 - Group Two (57%)
 - Aged 18-34 years (55%)
 - Group Three (53%)
 - Females (53%)
- Greater emphasis on economic development in general (19% - statistically significantly lower than the 2000 result of 22%)
 - Males (21%)
- Not enough support for local businesses (19%)
- Encourage more tourism (15%)
 - Group Five (20%)
- Encourage more companies, industries to re-locate to the area (13%)
 - Farming households (17%)
 - Group Five (16%)
 - Males (15%)
- Not enough promotion of local businesses (11%)
 - Group One (14%)

ANNUAL COMMUNITY SATISFACTION SURVEY 2000

KEY SERVICE AREAS - REASONS "NEEDS IMPROVEMENT"

- TOWN PLANNING POLICY AND APPROVALS -

	N=	TOTAL	G1	G2	G3	G4	G5
		6248 %	1656 %	1015 %	758 %	1381 %	1438 %
☞ More consultation with community		22	17	24	21	26	24
☞ Better planning policies		21	20	22	19	21	21
☞ Too little regulation in heritage areas		17	25	9	23	13	17
☞ Take better account of environmental issues		15	10	16	16	17	18
☞ Council should be stronger in representing community opinion		14	11	16	12	16	15
☞ Less high density dwellings		13	32	14	5	4	4
☞ More consistent decisions		11	9	12	10	14	10
☞ Take better account of impact on neighbouring properties		11	18	9	8	6	9
☞ More efficient, faster approval processes		8	5	9	8	10	9
☞ Too much residential sub-division		7	13	9	4	3	2
☞ Greater enforcement of, adherence to planning policies		6	8	6	4	6	5
☞ Greater clarity, information on guidelines and process for building application		4	5	4	4	5	4
☞ Better planning for development of shopping areas		3	2	6	3	3	2
☞ More helpful Town planning staff		1	0	1	1	1	1
☞ Too much regulation in heritage areas		1	2	1	2	1	1
☞ Other		16	12	15	15	17	21

□ **Town planning policy and approvals**

One fifth of the total sample (22% or 5,816) made responses regarding Town planning policy and approvals, a statistically significantly lower result than in 2000 – 23%. The most commonly mentioned suggestions were:

- Better planning policies (22%)
 - Males (24%)
- More consultation with community (19% - statistically significantly lower than the 2000 result of 22%)
 - Group Five (23%)
- Council should be stronger in representing community opinion (14%)
 - Group Five (18%)
- Take better account of environmental issues (14%)
 - Group Five (18%)
 - Females (15%)
- Too little regulation in heritage areas (14% - statistically significantly lower than the 2000 result of 17%)
 - Group Three (22%)
 - Renting (20%)
 - Group One (18%)
 - Aged 18-34 years (18%)
 - Females (16%)

ANNUAL COMMUNITY SATISFACTION SURVEY 2001

KEY PERFORMANCE INDICATORS FOR 2001 - COMPARED WITH 1998, 1999 AND 2000

	TOTAL				Significant Change					GROUP ONE				Significant Change					GROUP TWO				Significant Change				
	1998	1999	2000	2001	98/99	99/00	00/01	98/01		1998	1999	2000	2001	98/99	99/00	00/01	98/01		1998	1999	2000	2001	98/99	99/00	00/01	98/01	
OVERALL PERFORMANCE	3.02	3.10	3.23	3.25	■	■	■	■	3.26	3.35	3.45	3.41	■	■	■	■	3.09	3.17	3.30	3.30	■	■	■	■			
ADVOCACY	2.90	2.97	3.18	3.23	■	■	■	■	2.98	3.10	3.28	3.23	■	■	■	■	2.96	3.07	3.22	3.24	■	■	■	■			
CUSTOMER CONTACT	3.49	3.53	3.68	3.68	■	■	■	■	3.50	3.58	3.65	3.66	■	■	■	■	3.51	3.58	3.68	3.68	■	■	■	■			

	GROUP THREE				Significant Change					GROUP FOUR				Significant Change					GROUP FIVE				Significant Change				
	1998	1999	2000	2001	98/99	99/00	00/01	98/01		1998	1999	2000	2001	98/99	99/00	00/01	98/01		1998	1999	2000	2001	98/99	99/00	00/01	98/01	
OVERALL PERFORMANCE	3.08	3.23	3.38	3.34	■	■	■	■	2.78	2.85	2.98	3.07	■	■	■	■	2.92	2.96	3.10	3.16	■	■	■	■			
ADVOCACY	2.97	3.07	3.24	3.29	■	■	■	■	2.73	2.77	3.02	3.13	■	■	■	■	2.92	2.93	3.15	3.28	■	■	■	■			
CUSTOMER CONTACT	3.56	3.60	3.80	3.75	■	■	■	■	3.40	3.39	3.58	3.61	■	■	■	■	3.53	3.52	3.71	3.70	■	■	■	■			

3.4 KEY PERFORMANCE INDICATORS

The table **opposite** shows the Mean results for each of the Key Performance Indicators over the three survey years. Once again, the ticks ([Ⓟ]) indicate a statistically significant positive change (at the 99% confidence level) while the crosses ([Ⓢ]) indicate a statistically significant negative change. Where there is no tick or cross, the results have shown no significant change.

It is a very positive result that two of the three Key Performance Indicators have improved statistically significantly in 2001 for the Total, while the third (Customer contact) has maintained its high standard. Group Four and Group Five also displayed significant increases. It is less positive that Group One has shown a decline on Advocacy in comparison to 2000. Nevertheless, over the four years there has been statistically significant improvement on all three Indicators across all groups.

The most positive changes in comparison to 2000 were:

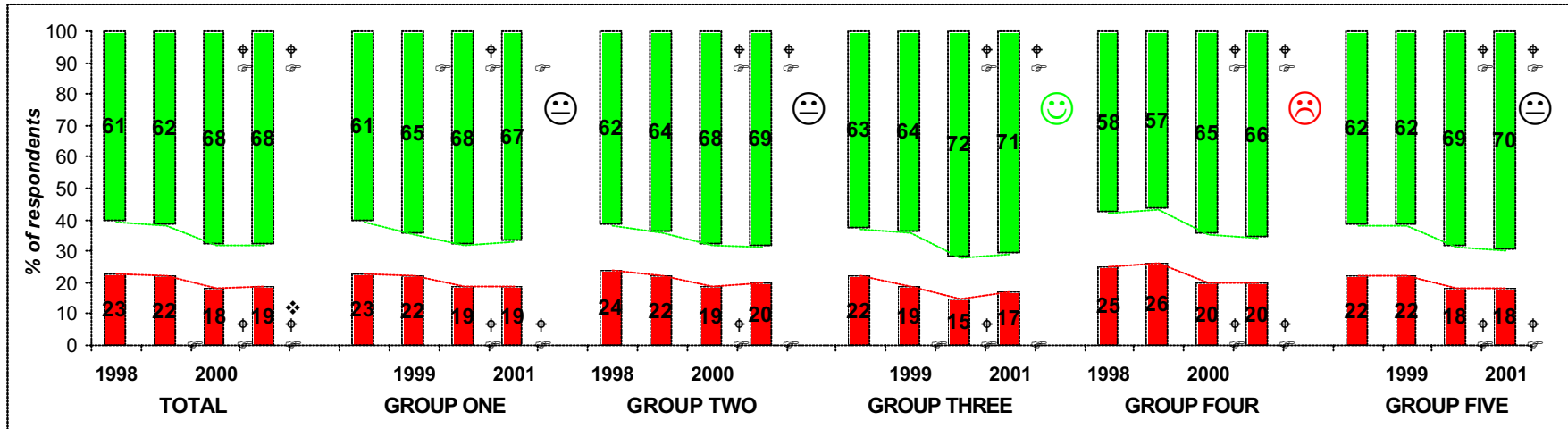
- Overall Performance (3.25 for the Total)
 - Group Four (3.07 up from 2.98 in 2000 - a change of 0.09)
 - Group Five (3.16 up from 3.10 in 2000 - a change of 0.06)
- Advocacy (3.23 for the Total up from 3.18 – a change of 0.05)
 - Group Three (3.29 up from 3.24 in 2000 - a change of 0.05)
 - Group Four (3.13 up from 3.02 in 2000 - a change of 0.11)
 - Group Five (3.28 up from 3.15 in 2000 - a change of 0.13)

The results for these three Key Performance Indicators are discussed in greater detail in the following sections.

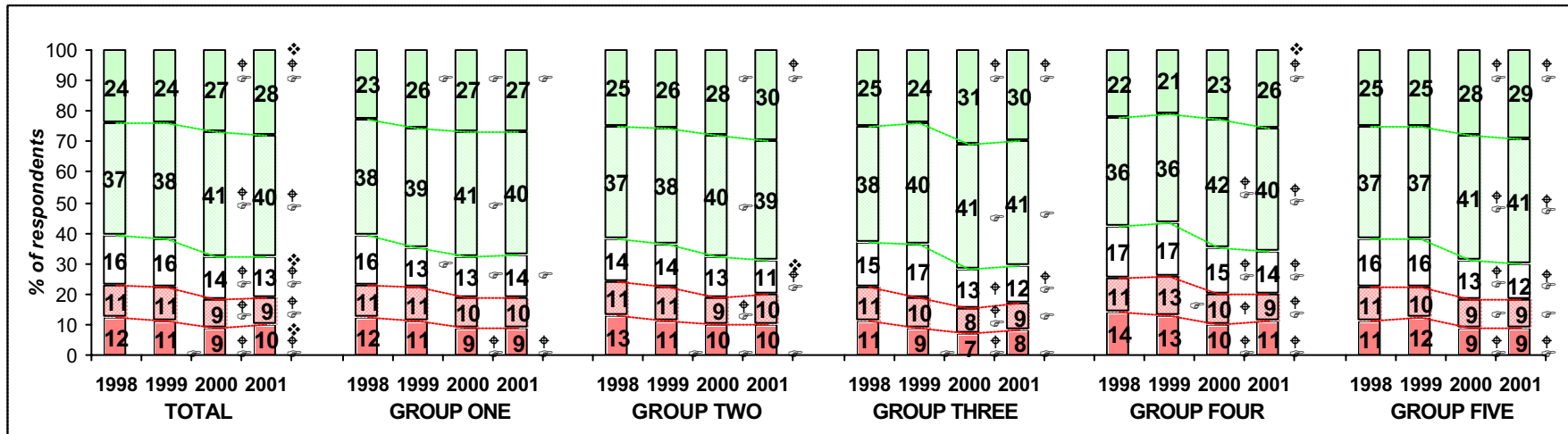
ANNUAL CONSTITUENT SATISFACTION SURVEY 2001

KEY PERFORMANCE INDICATORS FOR 2001 - COMPARED WITH 1998, 1999 AND 2000

- CUSTOMER CONTACT -



■ Excellent and Good
 ■ Needs "some" and "a lot" of improvement
 😊 More positive than Total
 😞 Less positive than Total
 😐 Same as Total



■ Excellent
 ■ Good
 ■ Adequate
 ■ Needs some improvement
 ■ Needs a lot of improvement

Statistically Significant Change
 Since: 1998 ♣ 1999 ♠ 2000 ♡ 2001 ♣

3.4.1 CUSTOMER CONTACT

The chart **opposite** shows the performance ratings for Customer Contact, while the chart **overleaf** shows the proportion of respondents who had contact with their Council in the last twelve months (bottom) over the four survey years.

The proportions of respondents who have contacted their council in the past twelve months has increased statistically significantly in comparison to 2000, similar to the higher levels of 1998 and 1999. Overall, just over half (55%) contacted their council and this increase has occurred in Group One (56%), Group Three (52%) and Group Five (61%).

The sub-groups who had higher **proportions of contact** than others were:

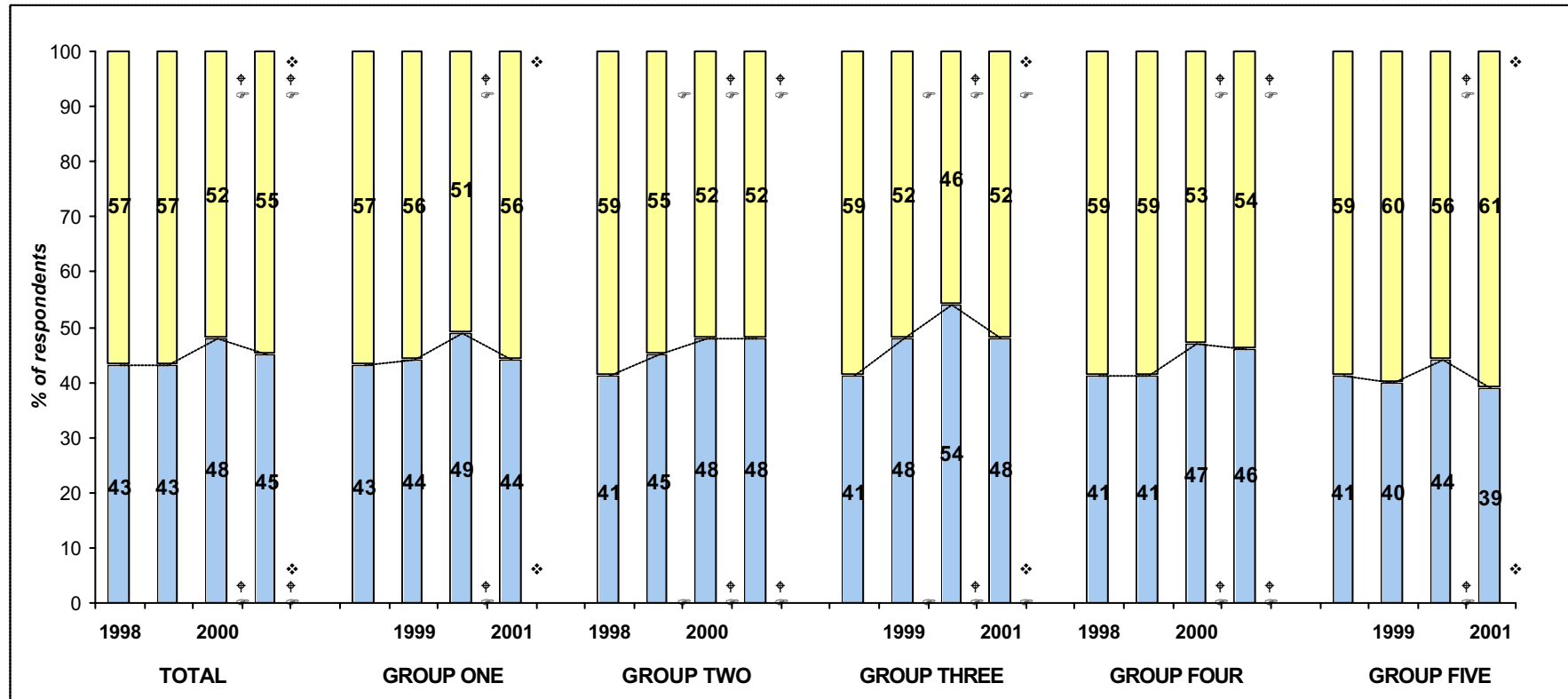
- Farming households (64%)
- Aged 35-49 years (60%)
- Aged 50-64 years (57%)
- Home owners (57%)

The **performance results** have remained very satisfactory, with 68% rating the experience as “excellent or good”. Nevertheless, 19% were still seeking improvement which, although marginal was still statistically significantly higher than in 2000 (18%).

In comparison to the Total, as in 2000 only Group Three achieved a more positive result (71% excellent or good), while Group Four’s result was statistically significantly less positive (66%).

ANNUAL CONSTITUENT SATISFACTION SURVEY 2001 OVERALL RESULTS FOR 2001 - COMPARED WITH 1998, 1999 AND 2000

- EXPERIENCED CUSTOMER CONTACT -



NO - No contact
 YES - Had contact

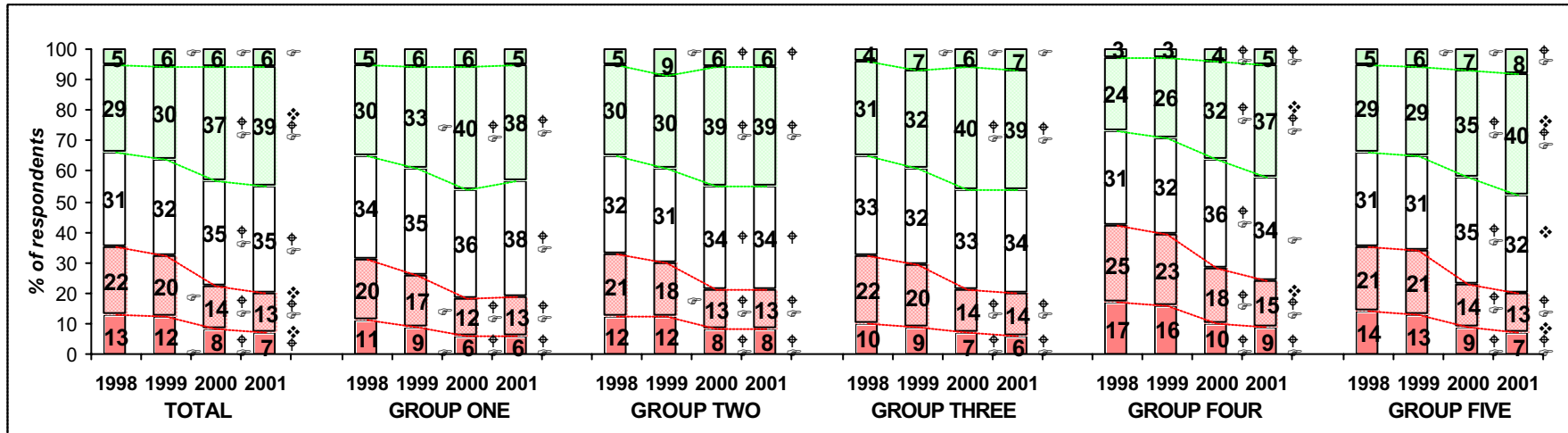
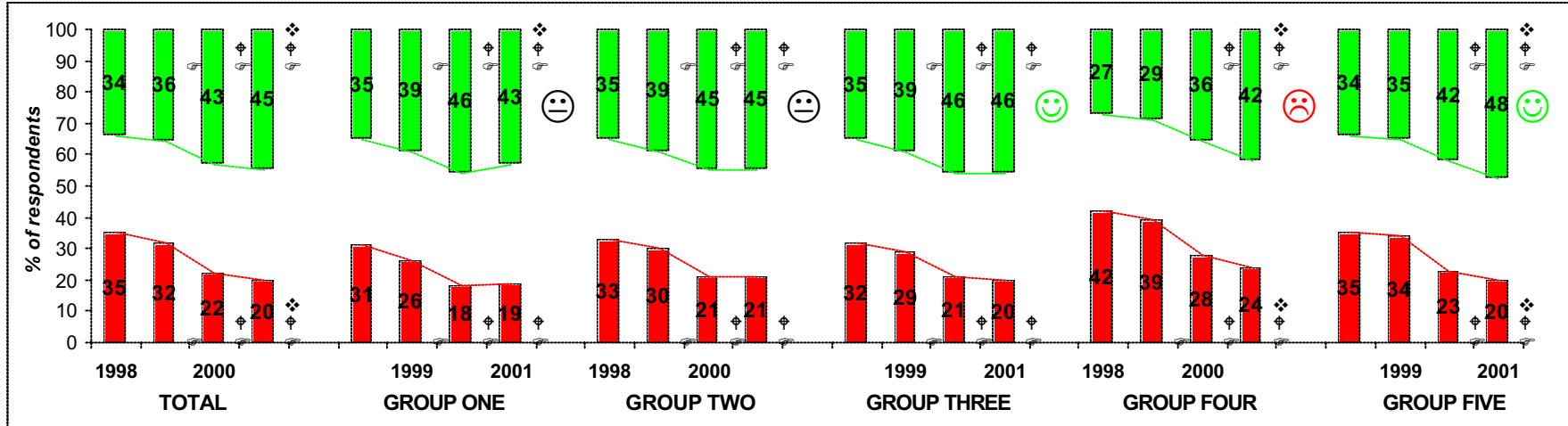
😊 More positive than Total
 ☹️ Less positive than Total
 😐 Same as Total

Statistically Significant Change
 Since: 1998 ☞ 1999 ☜ 2000 ❖

ANNUAL CONSTITUENT SATISFACTION SURVEY 2001

KEY PERFORMANCE INDICATORS FOR 2001 - COMPARED WITH 1998, 1999 AND 2000

- ADVOCACY -



Statistically Significant Change
 Since: 1998 ☞ 1999 ☚ 2000 ❖

Sub-groups who were more likely to be satisfied with their council's performance were:

- Renting (74%)
- Group Three (71%)
- Females (70%)

As in 2000, there was no difference between the Metropolitan and the Country results (both 68% excellent or good).

3.4.2 ADVOCACY: REPRESENTING THE COMMUNITY'S INTERESTS

The chart **opposite** shows the performance ratings for Advocacy. It is very positive that this has shown a statistically significant improvement in comparison to all previous survey year results. Just under half (45%) rated this "excellent or good" with one fifth (20%) seeking improvement. While Group Four and Group Five have also shown statistically significant improvements, satisfaction levels in Group One have declined, viz:

- Group One (43% - down 3% from 46% in 2000)
- Group Four (42% - up 6% from 36% in 2000)
 - Nevertheless, Group Four still achieved a statistically significantly lower result than the Total.
- Group Five (48% - up 6% from 42% in 2000)

Sub-groups who were more satisfied than the Total were:

- Aged 65 years plus (50% excellent or good)
- Renting (49%)

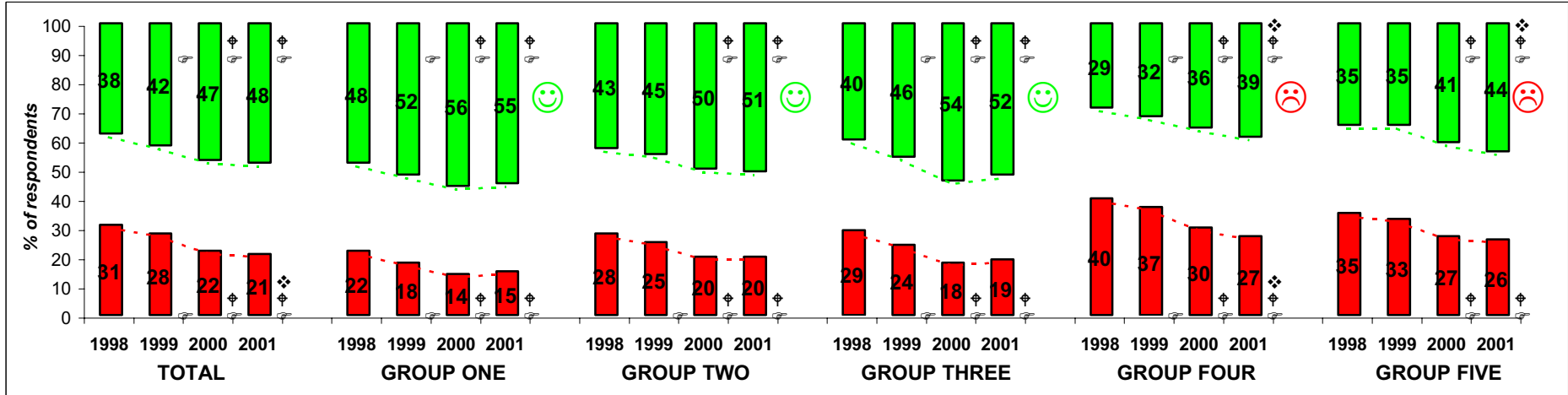
Sub-groups who were more likely to be seeking improvement were:

- Aged 34-49 years (23% needs improvement)
- Aged 50-64 years (22%)

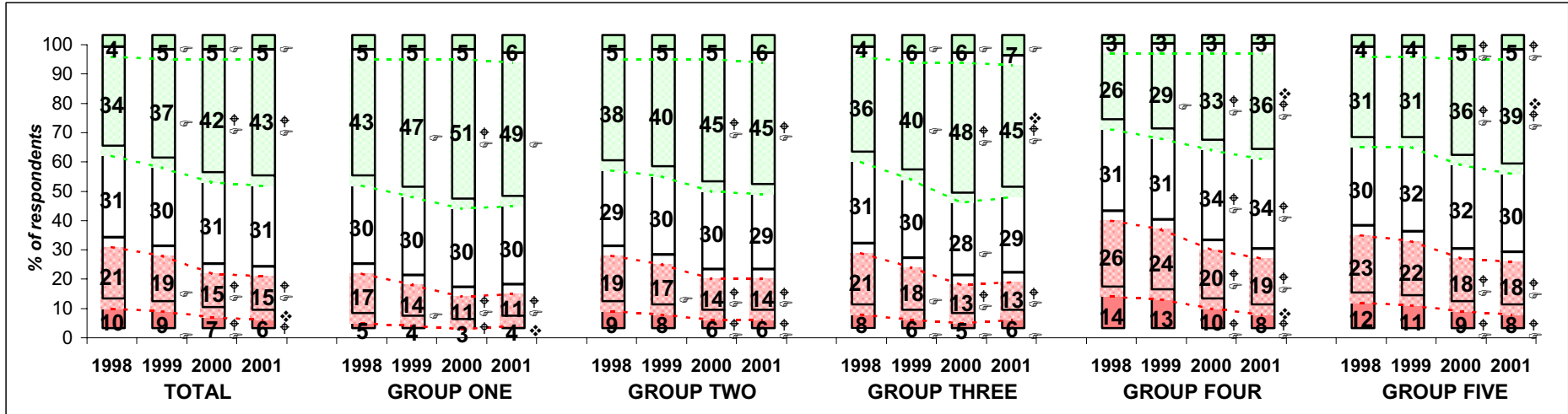
ANNUAL CONSTITUENT SATISFACTION SURVEY 2001

KEY PERFORMANCE INDICATORS FOR 2001 - COMPARED WITH 1998, 1999 AND 2000

- OVERALL PERFORMANCE -



■ Excellent and Good
 ■ Needs "some" and "a lot" of improvement
 😊 More positive than Total
 😞 Less positive than Total
 ☹️ Same as Total



■ Excellent
 ■ Good
 ■ Adequate
 ■ Needs some improvement
 ■ Needs a lot of improvement

Statistically Significant Change
 Since: 1998 ☞ 1999 ☞ 2000 ❖

In 2000, Metropolitan respondents were more satisfied on this dimension than Rural respondents, however this is not the case in 2001. Now Rural respondents are more satisfied with 46% rating this dimension as “excellent or good” compared with 44% of Metropolitan respondents. While the difference is marginal it is still statistically significant.

3.4.4 OVERALL PERFORMANCE

Overall, there has been a statistically significant improvement with regards to Overall Performance compared with 2000. Trends for an increasing perception of “excellent or good” and a declining proportion of “needs improvement” continued (see chart **opposite**).

Just under half (48%) of respondents feel their councils’ Overall Performance was “excellent or good”. In comparison to the Total, the most satisfied groups continue to be Group One (55%), Group Three (52%) and Group Two (51%).

While Group Four and Group Five continue to perform less satisfactorily than the Total, it is very positive that there has been statistically significant improvement in comparison to the 2000 results, viz:

- Group Four (39% - up 3% from 36% in 2000)
- Group Five (44% - up 3% from 41% in 2000)

Sub-groups which were more likely to rate their councils’ Overall Performance as “excellent or good” were:

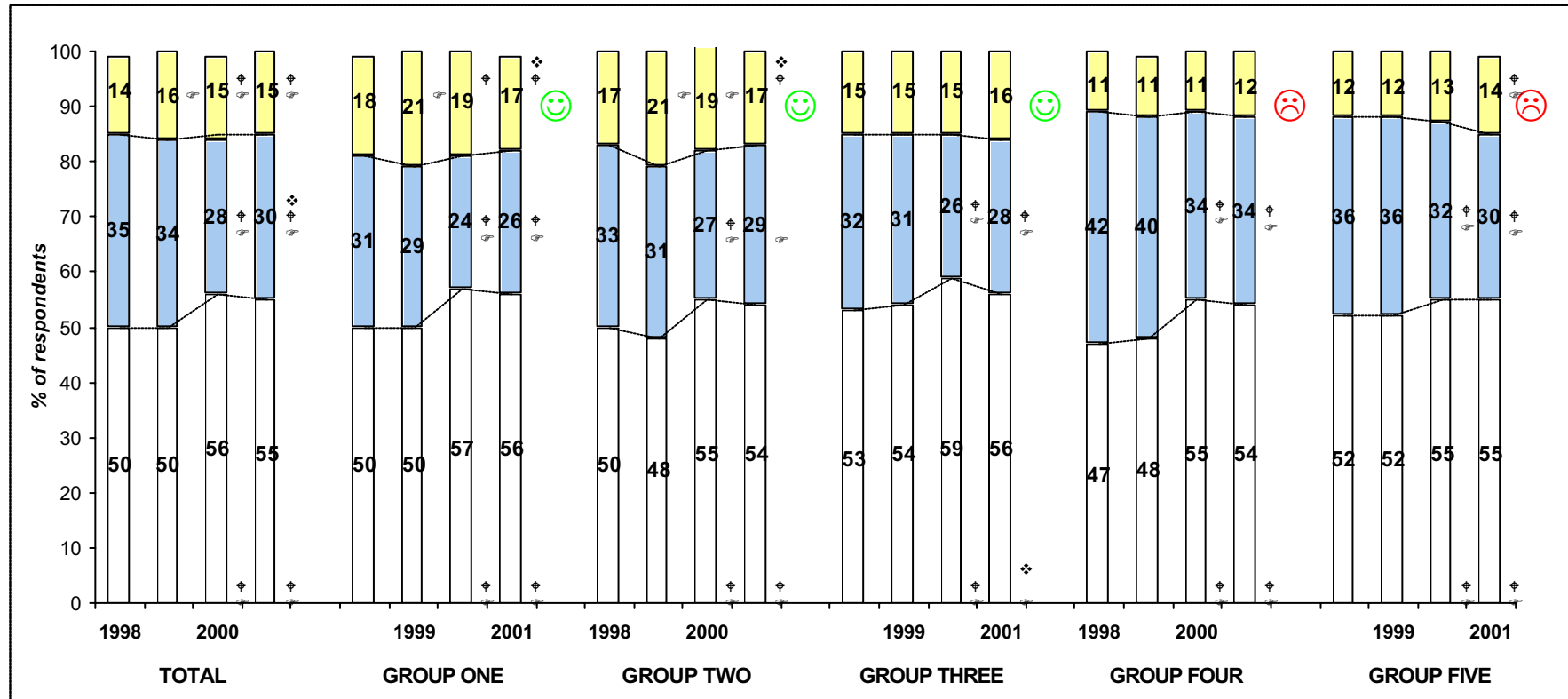
- Renting (58% excellent or good)
- Aged 18-34 years (56%)

Those that were more likely to rate their council’s Overall Performance as “needing some or a lot of improvement” were:

- Farming households (27% needs improvement)
- Aged 50-64 years (24% needs improvement)

ANNUAL CONSTITUENT SATISFACTION SURVEY 2001 OVERALL RESULTS FOR 2001 - COMPARED WITH 1998, 1999 AND 2000

- ISSUES STRONGLY INFLUENCED ASSESSMENT -



 NO
 Yes - Negative
 Yes Positive

😊 More positive than Total
 ☹️ Less positive than Total
 ☹️ Same as Total

Statistically Significant Change
 Since: 1998 ⚡ 1999 ⚡ 2000 ⚡

Metropolitan respondents rated performance much higher than Country respondents (53% excellent or good compared with only 45% for Country).

The chart **opposite** shows the results over the four survey years with regards to whether there has been issues which strongly (positively or negatively) affected respondents' rating of their councils' Overall Performance.

Just under half (45%) of respondents said that their assessment had been influenced (15% Positively and 30% Negatively). This was a similar result to that achieved in 2000. In comparison to the Total, Groups One and Two achieved the most positive result (both 17% Positively influenced).

In contrast, both Group Four and Five achieved less positive results than the Total with only 12% and 14% of respondents respectively saying that they had been Positively influenced.

Sub-groups who were more likely than the Total to feel that they had been Negatively influenced in their assessment of councils' Overall Performance were:

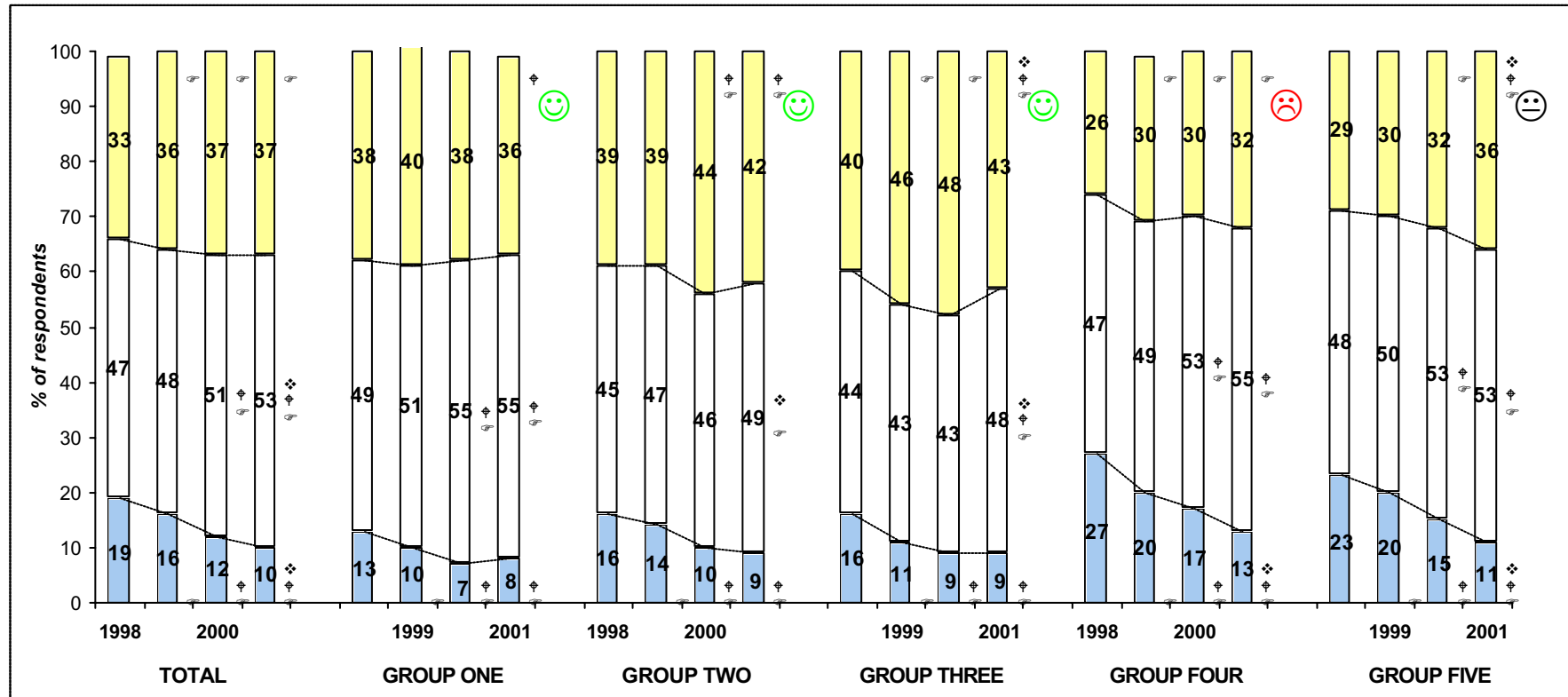
- Farming households (36% Negatively influenced)
- Aged 35-49 years (34%)
- Aged 50-64 years (31%)
- Males (31%)
- Home owners (31%)

Sub-groups who were more likely than the Total to feel that they had not been influenced at all were:

- Aged 65 plus years (62% no influence)
- Aged 18-34 years (58%)

ANNUAL CONSTITUENT SATISFACTION SURVEY 2001 OVERALL RESULTS FOR 2001 - COMPARED WITH 1998, 1999 AND 2000

- DIRECTION OF CHANGE -



Deteriorated
 Stayed the same
 Improved

😊 More positive than Total
 ☹️ Less positive than Total
 😐 Same as Total

Statistically Significant Change
 Since: 1998 ☞ 1999 ☜ 2000 ❖

3.4.5 DIRECTION OF CHANGE

Respondents were asked if they believe that the council's service has Improved, Deteriorated or Stayed the same. The results for the three survey years are detailed in the chart **opposite**.

It is a positive result that the proportion overall who feel there has been Deterioration has declined over the four survey years with only 10% feeling this way in 2001. As in 2000, 37% feel they have seen improvement, with Group Two and Group Three having the most positive results (42% and 43% improved respectively).

Group Four continues to show the least satisfactory result in comparison to the Total with only 32% saying they have seen improvement. Nevertheless, there are now only 13% who feel there has been deterioration amongst Group Four respondents (compared with 17% in 2000, 20% in 1999 and 27% in 1998).

Sub-groups that were statistically significantly more positive than the Total are the same as in 2000, and are detailed below:

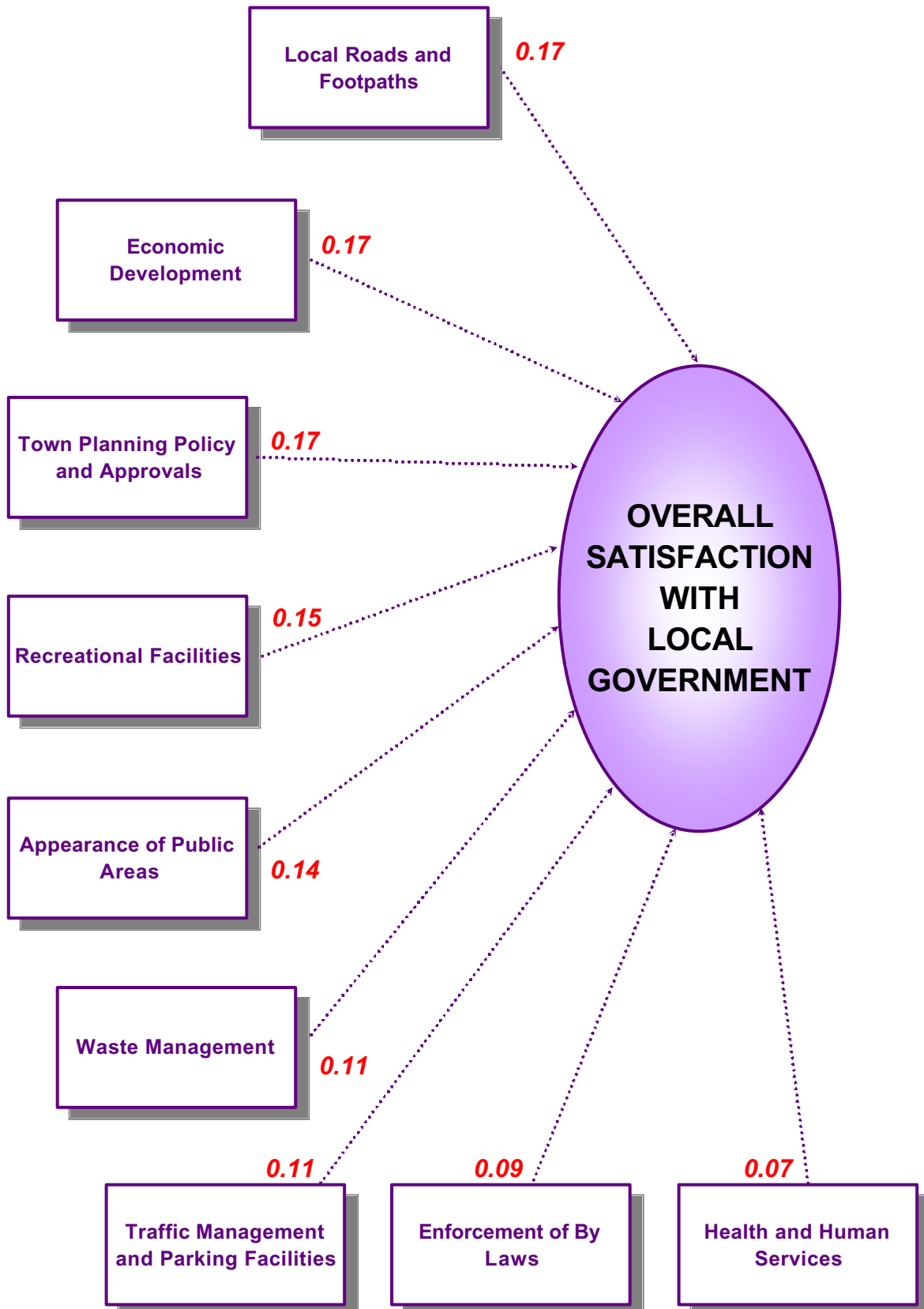
- Renting (43% Improved)
- Aged 18-34 years (41%)
- Females (39%)

As in 2000, the sub-groups who were most likely to say they have seen Deterioration were:

- Farming households (14% Deteriorated)
- Aged 50-64 years (12%)
- Males (12%)

While 39% of Metropolitan respondents believe their council's service has Improved, only 36% of Country respondents felt this way.

ANNUAL CONSTITUENT SATISFACTION SURVEY 2001
TOTAL
DERIVED DRIVERS OF SATISFACTION



3.5 REGRESSION ANALYSIS

In 2000, it was decided that respondents **would not** be asked how important they felt attributes were this year (as stated importance tends to be very stable over time). Instead, Regression Analysis was undertaken to determine the Drivers of Satisfaction (see chart **opposite**).

The orders of magnitude of the coefficients for the derived drivers shown next to each service area indicates the relative strength of each (therefore a driver with a coefficient of 0.18 has three times the impact as a driver with a coefficient of 0.06). Please note, these are not percentages. To facilitate analysis, where respondents could not provide a rating for a particular service, the average results for the respondents who could, was utilised.

The Regression Analysis measures the relationship between Overall Satisfaction and both positive and negative satisfaction with performance on individual attributes. As such, it is a measure of the degree of sensitivity that Overall Satisfaction has to an attribute. The analysis is based on observations of corelationship, rather than respondents rational responses to what influences their Overall Satisfaction. The resultant "derived drivers" are therefore based on sub-conscious rather than conscious linkages.

The sub-conscious nature of linkages means that the derived drivers reveal things to which respondents react positively or negatively, irrespective of the reality of causal linkages.

Across all councils, those attributes which have the greatest impact upon Overall Satisfaction are exactly the same as in 2000. They were Local Roads and Footpaths, Economic Development, Town Planning Policy and Approvals, Recreational Facilities and Appearance of Public Areas.

Those attributes which have a lesser impact are Waste Management, Traffic Management and Parking Facilities, Enforcement of By-Laws and Health and Human Services.

The Regression Analysis for the Groups as well as for Metropolitan and Country are detailed in **Appendix F**. The Key Drivers for each, listed in order of importance, are:

Group One:

- Town planning policy and approvals
- Appearance of public areas
- Local roads and footpaths
- Recreational facilities

Group Two:

- Town planning policy and approvals
- Local roads and footpaths
- Recreational facilities
- Economic development
- Traffic Management and parking facilities
- Appearance of public areas

Group Three:

- Economic development
- Town planning policy and approvals
- Recreational facilities
- Appearance of public areas

Group Four:

- Economic development
- Town planning policy and approvals
- Local roads and footpaths
- Group Five:**
 - Economic development
 - Local roads and footpaths
 - Town planning policy and approvals
 - Appearance of public areas
- Metropolitan:**
 - Town Planning Policy and Approvals
 - Local Roads and Footpaths
 - Appearance of Public Areas
 - Recreational Facilities
- Country:**
 - Economic development
 - Town planning policy and approvals
 - Local roads and footpaths
 - Appearance of public areas
 - Recreational facilities

3.6 SUMMARY CONCLUSIONS

- Generally, the results for 2001 have remained at the high levels achieved in 2000. Although the rate of improvement has slowed, there has been statistically significant improvement with regards to a number of the Key Performance Indicators and individual service areas, viz:
 - Overall Performance (Mean 3.25 up from 3.23 in 2000)
 - 48% “excellent or good” compared with 47% in 2000
 - 21% “needs improvement” compared with 22% in 2000
 - Advocacy (Mean 3.23 up from 3.18 in 2000)
 - 45% “excellent or good” compared with 43% in 2000
 - 20% “needs improvement” compared with 22% in 2000
 - Appearance of public areas (Mean 3.47 up from 3.44 in 2000)
 - 61% “excellent or good” compared with 59% in 2000
 - 22% “needs improvement” compared with 22% in 2000
 - Waste management (Mean 3.48 up from 3.41 in 2000)
 - 60% “excellent or good” compared with 58% in 2000
 - 22% “needs improvement” compared with 25% in 2000
 - Town planning policy and approvals
(Mean 3.07 up from 3.02 in 2000)
 - 41% “excellent or good” compared with 38% in 2000
 - 28% “needs improvement” compared with 26% in 2000

There was however, one area which has shown marginal but statistically significant decline in comparison to the 2000 result, viz:

- Traffic management and parking facilities
(Mean 3.03 down from 3.07 in 2000)
 - 40% “excellent or good” compared with 41% in 2000
 - 29% “needs improvement” compared with 31% in 2000

Metropolitan respondents tended to be more satisfied than their Country counterparts. The areas where the differences were apparent are:

- Overall performance (53% excellent or good for Metropolitan compared with 45% for Country).
- Local roads and footpaths (41% compared with 29%).
- Recreational facilities (63% compared with 52%)
- Waste management (68% compared with 55%)
- Economic development (34% compared with 32%)

However, there were four attributes where Country respondents were more satisfied, viz:

- Advocacy (46% excellent or good for Country compared with 44% for Metropolitan)
- Health and human services (67% compared with 58%)
- Appearance of public areas (61% compared with 58%)
- Traffic management and parking facilities (42% compared with 38%)

□ The priorities for further enhancing community satisfaction based on the Derived Drivers of satisfaction, and where performance is below the average for all service areas are:

□ Total

□ Local roads and footpaths

□ Economic development

□ Town planning policy and approvals

□ Group One

□ Town planning policy and approvals

The key areas nominated for improvement were:

- Better planning policies
- More consultation with community
- Council should be stronger in representing community opinion

□ Group Two

□ Town planning policy and approvals

The key areas nominated for improvement were:

- Better planning policies
- More consultation with community

□ Local roads and footpaths

The key areas nominated for improvement were:

- More frequent, better re-surfacing of roads
- Improve, fix, repair uneven surface of footpaths

□ **Group Three**

□ **Economic development**

The key areas nominated for improvement were:

- Need more, better job creation programs, employment opportunities
- Not enough support for local businesses
- Greater emphasis on economic development in general

□ **Group Four**

□ **Economic development**

The key areas nominated for improvement were:

- Need more, better job creation programs, employment opportunities
- Greater emphasis on economic development in general
- Not enough support for local businesses

□ **Town planning policy and approvals**

The key areas nominated for improvement were:

- Better planning policies
- More consultation with community
- Council should be stronger in representing community opinion
- Take better account of environmental issues

□ **Group Five**

□ **Economic development**

The key areas nominated for improvement were:

- Need more, better job creation programs, employment opportunities
- Encourage more tourism
- Greater emphasis on economic development in general
- Not enough support for local businesses

□ **Local roads and footpaths**

The key areas nominated for improvement were:

- More frequent, better re-surfacing of roads
- More frequent grading, re-sheeting of unsealed roads
- Improve standard of unsealed roads (amount of loose gravel, corrugations, dust suppression etc)

□ Within the Groups there were some diverse changes, in respect to the service areas. While Group One was stable and Group Two exhibited a decline in Health and human services, the rural groups experienced a mixture of improvement in some areas, and deterioration in others.

□ For Group Three, Local roads and footpaths has shown statistically significant improvement in comparison to 2000, however, Traffic management and parking facilities and Economic development have declined.

- Group Four has shown improvement with regards to Waste management, Town planning policy and approvals and Local roads and footpaths.
- Group Five showed significant decline with regards to Traffic management and parking facilities, however the three attributes Waste management, Town planning policy and approvals and Economic development have improved significantly.
- Also, Group Four and Five experienced improvement with regards to the Key Performance Indicators of Overall Performance and Advocacy. Group One however, experienced a decline in Advocacy.

