Local Government Community
Satisfaction Survey

2009

# Adamsville City Council

**Research Results**
**May 2009**

A project sponsored by the
Department of Planning and
Community Development
and local governments

Prepared by

**Wallis**
CONSULTING GROUP

# MINISTER'S FOREWORD

I am pleased to present the 2009 *Community Satisfaction Survey* results, which provide Victoria's local government sector with a valuable overview of how communities view the performance of councils.

Importantly, the individual results give each participating council information about its own performance, as rated by residents, enabling trends in community satisfaction to be monitored and areas for both celebration and improvement to be highlighted.

The trend in overall council performance since the survey commenced in 1998 continues to be positive. In 2009, 79 per cent of respondents rated their councils' overall performance as *excellent*, *good* or *adequate*. This compares with 69 per cent in 1998. However, the result of 79 per cent is a slight fall on the previous year's result of 80 per cent. Metropolitan councils continue to report higher satisfaction with overall council performance than country councils, 82 per cent compared with 78 per cent respectively.

The survey questions refer to the broad areas of governance and service delivery. Governance is covered by overall council performance, advocacy, council contact and community. Service delivery is captured by nine key service areas ranging from town planning and economic development to local laws and waste management.

Town planning, economic development, and local roads and footpaths continue to be the key drivers of community satisfaction. These issues were identified as having the greatest influence on residents' levels of satisfaction, followed by recreational facilities and enforcement of local laws.

Seventy-eight of seventy-nine councils participated in the survey this year. The consistent involvement enables trends to be monitored and supports the survey's value as a powerful benchmarking tool for councils.

Three of the survey results form part of the Victorian Local Government Indicators, which councils publish annually in their annual reports. It is pleasing to note that some councils are making more than just these three survey results publicly available.

The *Community Satisfaction Survey*, together with the financial and asset management measures reported annually in the recently released *Local Government in Victoria Report*, provide a comprehensive overview of the sector's performance.

While councils recognise the *Community Satisfaction Survey* as important for benchmarking performance, it is essential that they continue to refine their own performance measurement systems. This enables a wide and robust selection of both qualitative and quantitative measures to be used to assess council performance.

I would like to thank all councils that participated in this year's survey as well as the independent research company, Wallis Consulting Group, for conducting the survey.

**RICHARD WYNNE MP**
**Minister for Local Government**

# CONTENTS

## 1.  INTRODUCTION

This is the twelfth year in which the Local Government Community Satisfaction Survey has been conducted. It is also the twelfth year in which Adamsville City Council has participated in the survey.

Hence, using this report, Adamsville City Council is able to track residents' views on its performance over time.  The survey focussed on nine service areas and four governance measures.  Each of these is reported to show progress and improvements in performance.

The report also identifies some key areas for improvement and for increasing resident satisfaction in the coming year.

In this report, Adamsville can monitor its performance on key measures with other councils in its like council group, that is 'inner metropolitan areas'.

In the section showing results in detail, beginning on page 10, results are provided for the last seven years.  Councils requiring historical results from earlier years, should consult their previous reports, or contact Wallis Consulting Group.

## 2.  HOW THE SURVEY IS DONE

The 2009 survey was undertaken by an independent market research consultancy, Wallis Consulting Group. The questionnaire used was identical to that of 2008 (and very similar to previous years) to allow for comparisons over time.

The survey was conducted by telephone. In order to complete the survey, a random sample of telephone numbers was selected from postcodes known to be in the Adamsville area. These numbers were called and a 'head of household' was selected for interview at that dwelling.  Average interview length was 10 minutes.

Seventy-eight of the total seventy-nine Victorian local councils took part in the 2009 survey. Using a sample size of 350 interviews per council area, over 27,000 interviews were conducted across the State.  The Statewide Research Results Summary Report is available on the Department's website at www.localgovernment.vic.gov.au

If you have further queries about the conduct of the survey, please contact either Pam Millwood at Wallis Consulting Group (pamm@wallisgroup.com.au / 03 8620 5614) or Eveline Kane at the Department of Planning and Community Development (eveline.kane@dpcd.vic.gov.au).

## 3. KEY RESULTS IN SUMMARY

EXPLANATION: INDEXED MEAN SCORES

Many of the survey questions ask respondents to rate their Council's performance on a five-point scale from "Excellent" to "Needs a lot of Improvement".

To facilitate comparisons over time, and between different measures, or between Councils, the scales are scored as shown below:

| SCALE RESULTS | SCORE | INDEXED SCORE |
|---|---|---|
| Excellent - outstanding performance | 5 | 100 |
| Good - a high standard | 4 | 80 |
| Adequate - an acceptable standard | 3 | 60 |
| Needs some improvement | 2 | 40 |
| Needs a lot of improvement | 1 | 20 |

The "Indexed Mean" is calculated by taking the mean value for all respondents on the five point scale and multiplying by twenty to convert this mean to an index of up to 100. In the Figures and Tables on the following pages, the scale for the "Indexed Mean" is used, which ranges from a minimum of 20 to a maximum of 100.

It should be noted that the indexed mean, as described above, is a quite separate measure from the 'Excellent/Good/Adequate' totals which are shown alongside the performance over time data on pages 10 to 22. The 'Excellent/Good/Adequate' results relate to the proportions of respondents giving these ratings, and are not mean scores.

## 3. KEY RESULTS: SUMMARY OF RESULTS FOR 2009

**Indexed Mean**

**1 * Community satisfaction rating for overall performance generally of the council**
| **67** |

**2 * Community satisfaction rating for council's advocacy and community representation on key local issues (Advocacy)**
| **62** |

**3 * Community satisfaction rating for council's engagement in decision making on key local issues (Community Engagement)**
| **60** |

**4 Community satisfaction rating for council's interaction and responsiveness in dealing with the public (Customer Contact)**
| **74** |

**5 Community satisfaction rating for overall performance in key service areas and responsibilities (individual service group ratings shown below)**
| **67** |

| 5a | Local Roads and Footpaths | 64 |
| 5b | Health and Human Services | 73 |
| 5c | Recreational Facilities | 73 |
| 5d | Appearance of Public Areas | 69 |
| 5e | Traffic Management and Parking Facilities | 60 |
| 5f | Waste Management | 76 |
| 5g | Enforcement of By Laws | 67 |
| 5h | Economic Development | 65 |
| 5i | Town Planning Policy and Approvals | 59 |

* These results form part of the Victorian Local Government Indicators which councils include in their annual reports.

# 3. KEY RESULTS: SUMMARY AT A GLANCE

## 1. How the City of Adamsville performed in 2008/2009

| | 2008 | | 2009 | | Change in performance in the Last Year | Comparison of results to: | |
| | | | | | | All Councils in Group | All Councils |
| | Mean | Indexed Mean | Mean | Indexed Mean | | 2009 | 2009 |
|---|---|---|---|---|---|---|---|
| **a. Local Government Indicators** | | | | | * | ** | ** |
| Overall Performance | 3.4 | 68 | 3.4 | 67 | Unchanged | Similar | **Higher** |
| Advocacy | 3.2 | 64 | 3.1 | 62 | Unchanged | Similar | Similar |
| Community Engagement | 3.1 | 62 | 3.0 | 60 | Unchanged | Similar | Similar |
| Customer Contact | 3.9 | 78 | 3.7 | 74 | Unchanged | Similar | Similar |
| **b. Specific Performance Areas** | | | | | | | |
| Local Roads and Footpaths | 3.0 | 61 | 3.2 | 64 | **Improved** | **Higher** | **Higher** |
| Health and Human Services | 3.6 | 72 | 3.7 | 73 | Unchanged | Similar | Similar |
| Recreational Facilities | 3.7 | 74 | 3.6 | 73 | Unchanged | **Higher** | **Higher** |
| Appearance of Public Areas | 3.4 | 68 | 3.5 | 69 | Unchanged | **Higher** | Similar |
| Traffic Management and Parking | 3.1 | 62 | 3.0 | 60 | Unchanged | **Higher** | Similar |
| Waste Management | 3.8 | 75 | 3.8 | 76 | Unchanged | **Higher** | **Higher** |
| Enforcement of Local Laws | 3.3 | 66 | 3.3 | 67 | Unchanged | **Higher** | Similar |
| Economic Development | 3.1 | 63 | 3.2 | 65 | Unchanged | Similar | **Higher** |
| Town Planning Policy and Approvals | 2.9 | 58 | 2.9 | 59 | Unchanged | Similar | Similar |

\* Improved/declined indicates a significantly different result from 20087.

\*\* Higher/lower indicates a significantly different result from the 2009 mean score for others in the group/total.

| **Has any particular issue strongly influenced residents' overall rating?** | |
|---|---|
| | % |
| Yes - positive | 13 |
| Yes - negative | 32 |
| No | 52 |
| Don't Know | 1 |

Q6a  In giving your overall rating, has any particular issue strongly influenced your view, either in a positive or negative way?

If yes, Was it a positive or negative influence?

| **Residents' view of change in this Council's performance since 2007.** | |
|---|---|
| | % |
| Improved | 19 |
| Stayed the same | 64 |
| Deteriorated | 8 |
| Don't Know | 8 |

Q7  Over the last 12 months, what is your view of the direction of Council's overall performance?
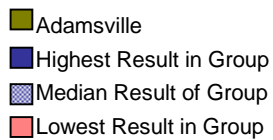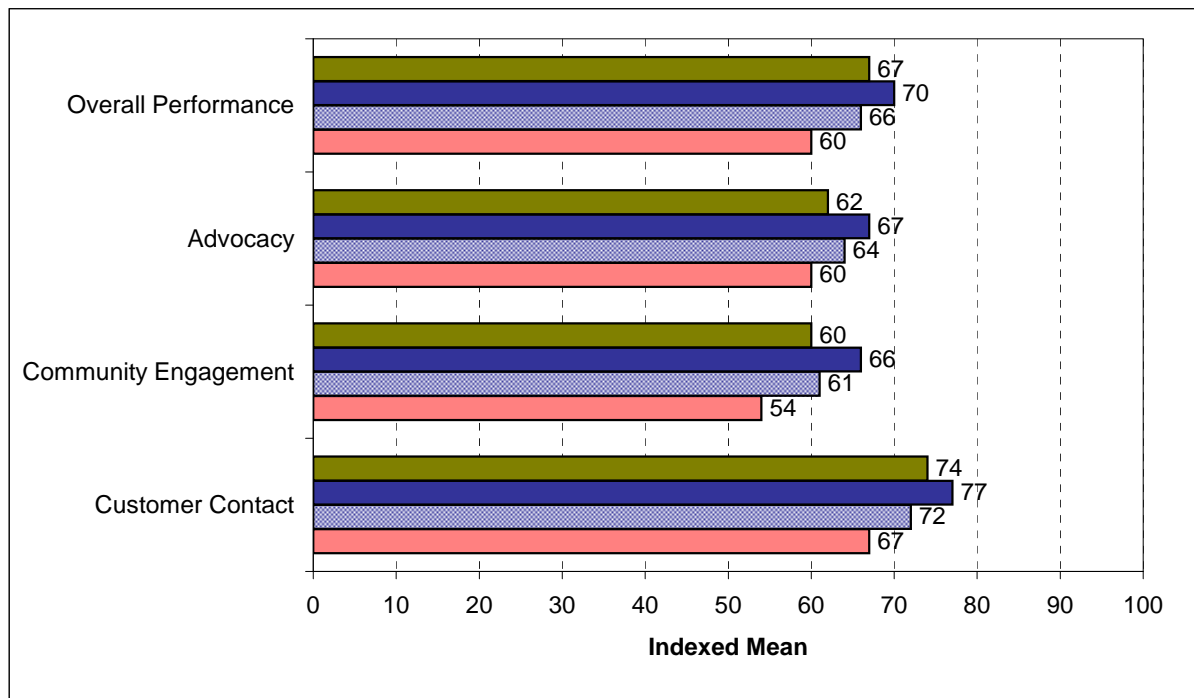
Has it improved, stayed the same or deteriorated?

**Results for Adamsville City Council**

| MEASURE | Percentage of respondents saying performance was...… | | | | | RELEVANCY | MEAN | INDEXED MEAN |
|---|---|---|---|---|---|---|---|---|
| | Excellent % | Good % | Adequate % | Needs some improvement % | Needs a lot of improvement % | | | |
| Overall Performance | 5 | 47 | 31 | 13 | 4 | 98% | 3.4 | 67 |
| Advocacy and community representation | 4 | 35 | 39 | 14 | 8 | 60% | 3.1 | 62 |
| Community Engagement | 4 | 36 | 28 | 22 | 10 | 79% | 3.0 | 60 |
| Customer Contact (interaction & responsiveness) | 30 | 42 | 8 | 9 | 11 | 51% | 3.7 | 74 |
| **Specific responsibility areas:** | | | | | | | | |
| 1. Local Roads and Footpaths | 8 | 40 | 28 | 14 | 11 | 98% | 3.2 | 64 |
| 2. Health and Human Services | 19 | 48 | 19 | 9 | 5 | 53% | 3.7 | 73 |
| 3. Recreational Facilities | 18 | 48 | 19 | 12 | 4 | 89% | 3.6 | 73 |
| 4. Appearance of Public Areas | 11 | 52 | 16 | 16 | 6 | 99% | 3.5 | 69 |
| 5. Traffic Management and Parking | 5 | 33 | 29 | 23 | 10 | 96% | 3.0 | 60 |
| 6. Waste Management | 20 | 52 | 16 | 10 | 2 | 99% | 3.8 | 76 |
| 7. Enforcement of By-Laws | 8 | 44 | 28 | 14 | 6 | 84% | 3.3 | 67 |
| 8. Economic Development | 4 | 32 | 51 | 9 | 4 | 53% | 3.2 | 65 |
| 9. Town Planning Policy and Approvals | 4 | 33 | 30 | 20 | 13 | 73% | 2.9 | 59 |

Explanation: Relevancy is the % of residents who could rate the Council on this measure, i.e. did not give a "Don't know" rating.

## 5. RELATIVE PERFORMANCE WITHIN LGA GROUP FOR 2009
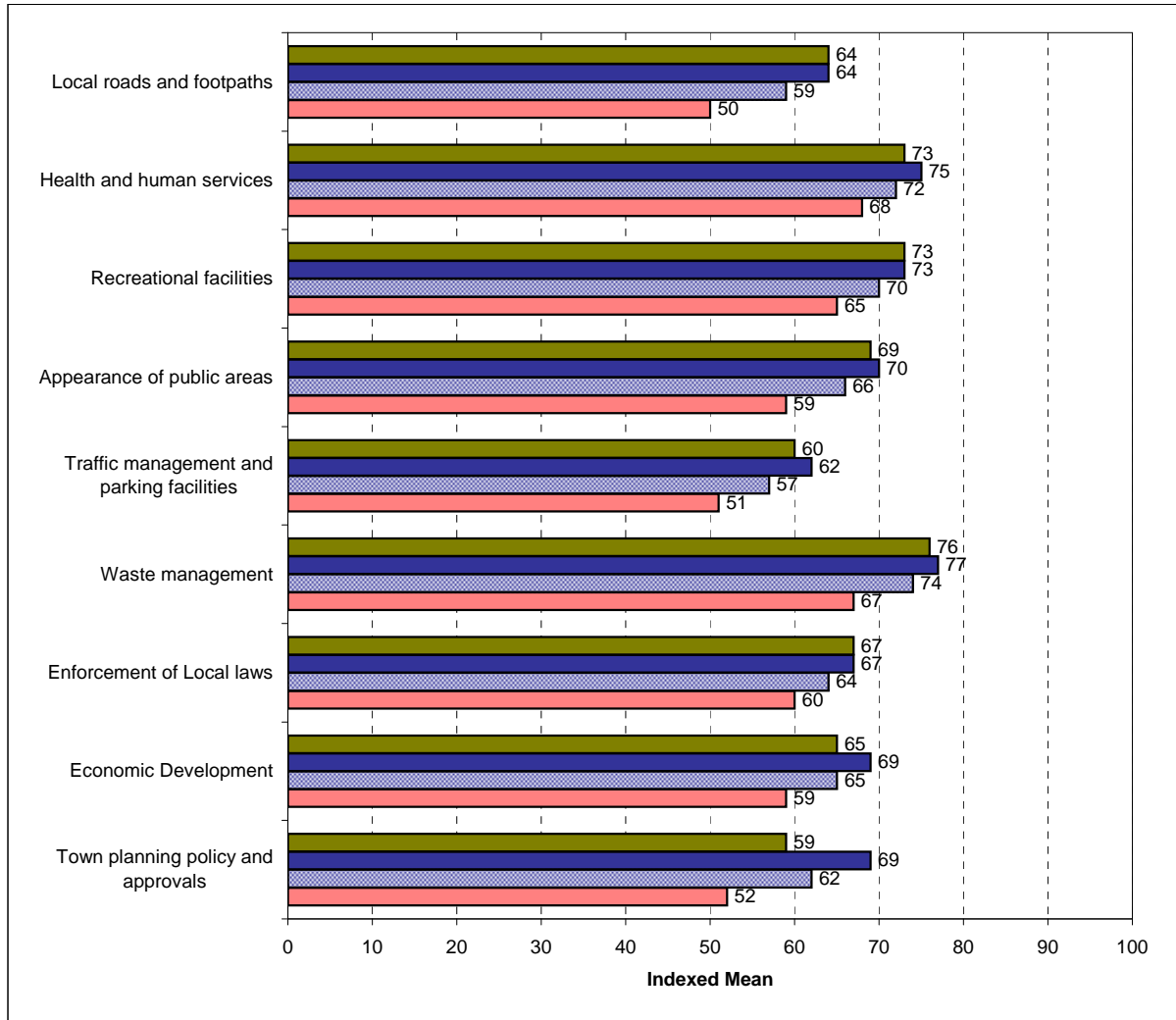


Legend:
- Adamsville
- Highest Result in Group
- Median Result of Group
- Lowest Result in Group

**Local roads and footpaths**
- 64
- 64
- 59
- 50

**Health and human services**
- 73
- 75
- 72
- 68

**Recreational facilities**
- 73
- 73
- 70
- 65

**Appearance of public areas**
- 69
- 70
- 66
- 59

**Traffic management and parking facilities**
- 60
- 62
- 57
- 51

**Waste management**
- 76
- 77
- 74
- 67

**Enforcement of Local laws**
- 67
- 67
- 64
- 60

**Economic Development**
- 65
- 69
- 65
- 59

**Town planning policy and approvals**
- 59
- 69
- 62
- 52

Indexed Mean

## 6. CUSTOMER WINDOW: AN EXPLANATION

In allocating resources to improve services, Councils need to consider two factors:

1. The **relative importance** of each service area to the community, and
2. The current level of **performance** in service provision.

The improvement window (page 9) graphically identifies the 4 possible combinations of these two factors. The highest priority for improvement is indicated where current performance is low in a service area that the community views as of high importance.

The **importance** dimension uses a correlation coefficient. The correlation coefficient shows the relationship between each responsibility area rating and the overall performance rating – the extent to which a change in one influences a change in the other. Correlation coefficients range from 0 to 1. 0 indicates that there is no relationship while 1 shows a positive association (that an improvement in one rating will lead to an improvement in the other). A good level of correlation for survey measures of this kind is 0.5.

Another figure used to derive relative importance is the percentage of people who were able to rate Council's performance on the service area concerned. This is used because people generally do not rate services when they have not experienced them, or have no opinion about them. **Relative importance** for each area surveyed is achieved by multiplying the square of the correlation coefficient by the percentage of people who gave a satisfaction rating.

The **performance** measure is based on the percentage of people who gave a rating of excellent, good or adequate.

The four quadrants of the improvement window inform service improvement decisions as follows:

1) **Bottom right quadrant: Key areas for improvement.** Identifies those services that are relatively important to the community in which the Council underperformed. These are the first areas for improvement.

2) **Bottom left quadrant: Secondary areas for improvement.** Identifies service areas in which the Council has performed poorly which are of relatively lower importance to the community.

3) **Top right quadrant: Strengthen and consolidate.** Indicates those service areas that are relatively important to the community and for which they expressed a high level of satisfaction.

4) **Top left quadrant: Maintain existing performance.** Identifies services in which the Council has performed well, but which are of little relative importance to the Community. Although these areas don't contribute greatly to overall satisfaction, it may be that if Council allows standards to drop then the community may attribute them with a higher level of importance in the future.

The visual display on the next page shows the improvement window for Adamsville City Council.

**Customer Window for Adamsville City Council**
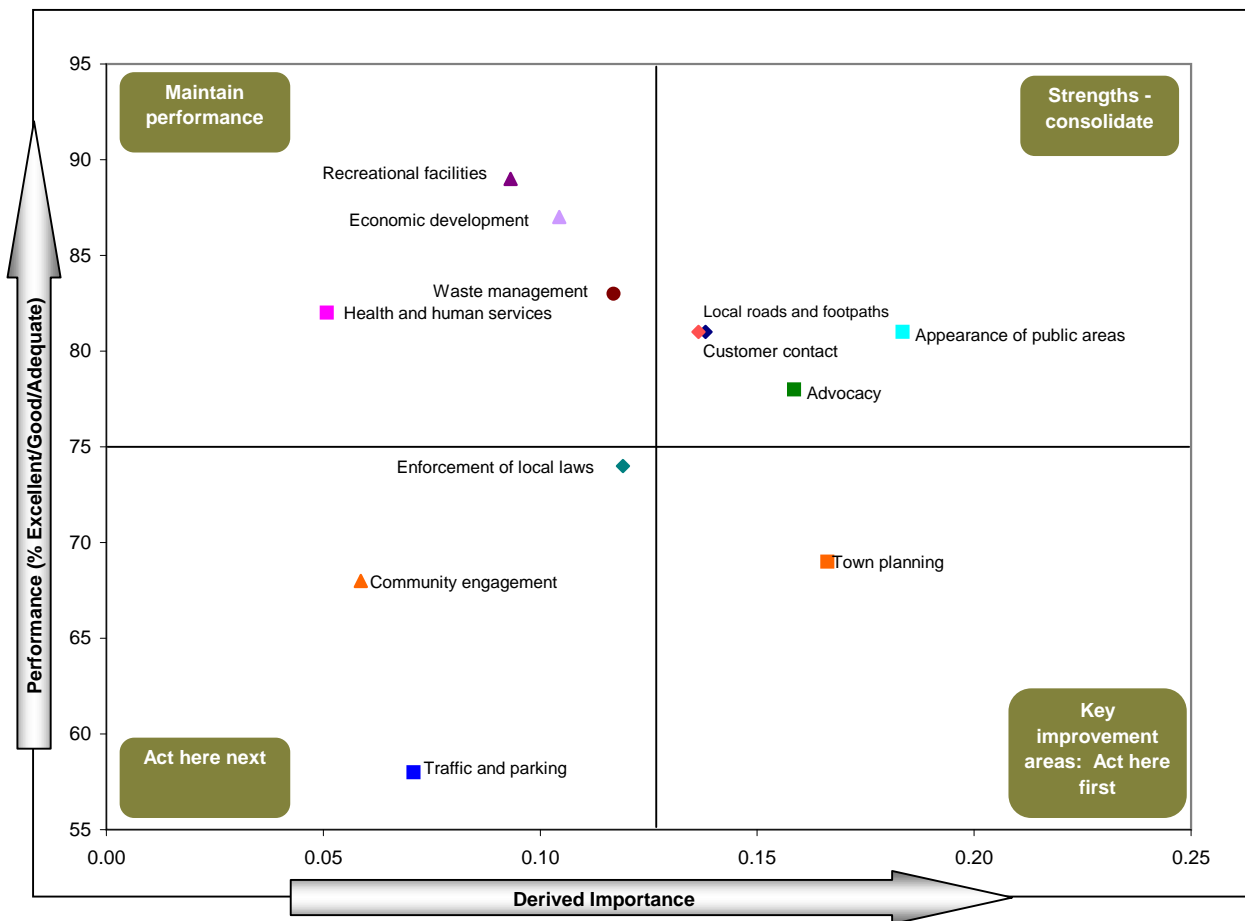


**Adamsville's key areas for improvement are:**

**1. Town Planning Policy and Approvals**
- This is an important issue for residents, but it has the lowest percentage of "Excellent/ Good/ Adequate" ratings, and some 34% would like to see improvement.

**2. Traffic Management and Parking Facilities**
- Although of lesser importance in comparison, it is still an area in need of attention
- 33% seek improvement.

**3. Community Engagement**
- Also lower in relative importance, yet
- 32% of residents would like to see improvement.

**What Adamsville does well**

Although residents desire further improvement in the area of traffic management and parking, Adamsville does relatively well compared to other councils in its group on this. Recreational facilities, enforcement of local laws, local roads and footpaths, waste management and the appearance of public areas also areas on which it performs better than the group. The latter three areas are also important to residents and are strengths which should be consolidated.

# 7. RESULTS IN DETAIL: OVERALL PERFORMANCE

Legend: ■ Excellent  ▦ Good  ☐ Adequate  ▨ Needs some improvement  ▧ Needs a lot of improvement

**Adamsville**     **Other Councils in Group**     **All Councils**



Chart (% scale -40 to 100):

| | 2008 | 2009 | Other Councils in Group 2009 | All Councils 2009 |
|---|---|---|---|---|
| Total (Excellent/Good/Adequate) | 86 | 83 | 81 | 80 |
| Excellent | 6 | 5 | 5 | 5 |
| Good | 48 | 47 | 43 | 41 |
| Adequate | 32 | 31 | 33 | 34 |
| Needs some improvement | 12 | 13 | 13 | 13 |
| Needs a lot of improvement | 3 | 4 | 5 | 7 |

% Excellent/ Good/ Adeqate

% Needs Improvement

## Adamsville - Performance Over Time



| | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 |
|---|---|---|---|---|---|---|---|
| Total | 90 | 95 | 89 | 87 | 84 | 86 | 83 |
| Excellent | 8 | 5 | 7 | 7 | 4 | 6 | 5 |
| Good | 53 | 54 | 54 | 49 | 46 | 48 | 47 |
| Adequate | 29 | 36 | 28 | 31 | 34 | 32 | 31 |
| Needs some improvement | 8 | 4 | 8 | 7 | 11 | 12 | 13 |
| Needs a lot of improvement | 3 | | 2 | 5 | 4 | 3 | 4 |

% Excellent/ Good/ Adequate

% Needs Improvement

| Reasons Needs Improvement (2009) | |
|---|---|
| | Number of Respondents: 87 % |
| ◆ Traffic management and parking facilities | 22 |
| ◆ Make decisions despite community consultation/ don't listen to community | 20 |
| ◆ Appearance of public areas including foreshore | 15 |
| ◆ Town planning policy and approvals | 14 |
| ◆ Communicating/leading discussion with community | 13 |
| ◆ Favour certain areas in Shire/ local government area over others | 11 |
| ◆ Rates are not giving value for money | 9 |
| ◆ Local roads and footpaths | 9 |
| ◆ Council too focused on internal politics/ don't achieve outcomes | 9 |
| ◆ Recreational facilities | 8 |

Note: Only the most frequently mentioned reasons shown. Some respondents may have given more than one reason for needing improvement.

## 8. RESULTS IN DETAIL: ADVOCACY

Legend: ■ Excellent ▦ Good ☐ Adequate ▨ Needs some improvement ▨ Needs a lot of improvement

**Adamsville** / **Other Councils in Group** / **All Councils**

% Excellent/ Good/ Adequate

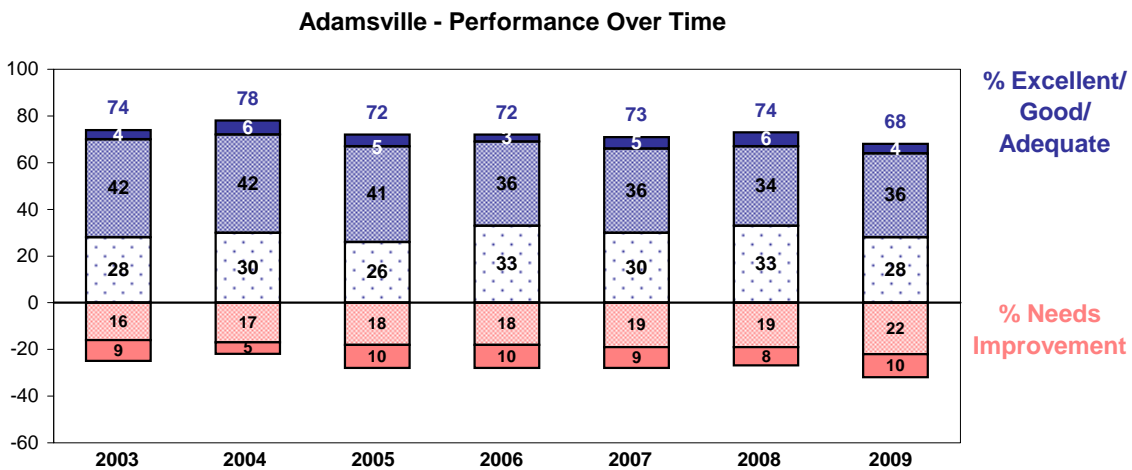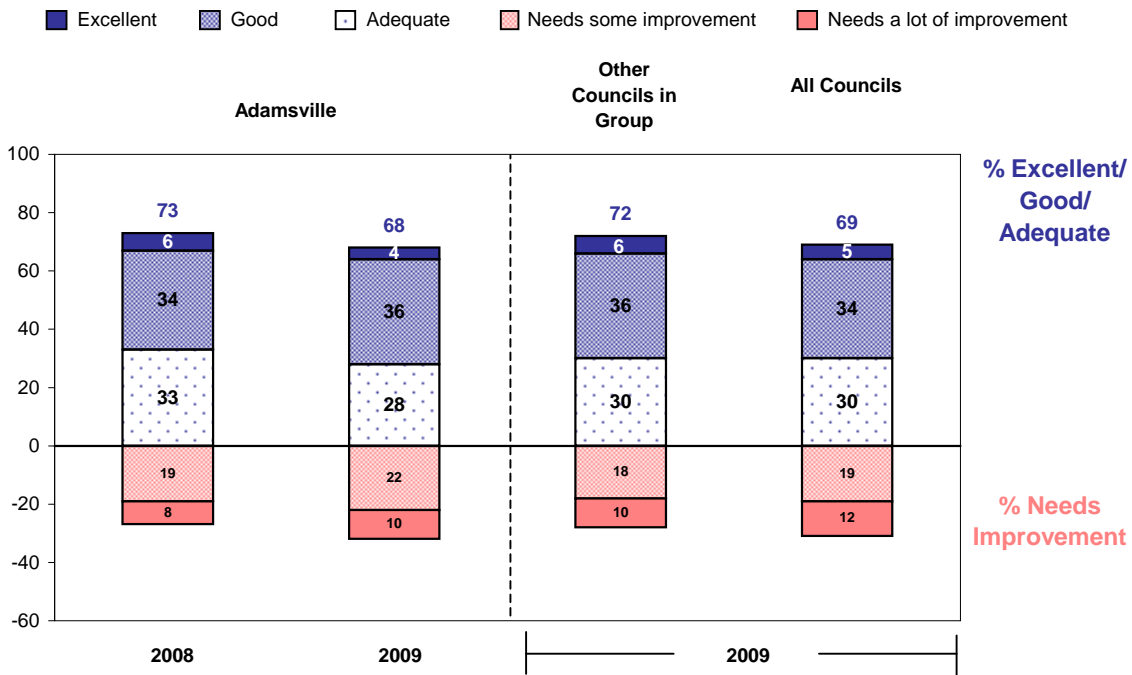| | Excellent | Good | Adequate | Needs some improvement | Needs a lot of improvement | Total |
|---|---|---|---|---|---|---|
| Adamsville 2008 | 6 | 31 | 43 | 15 | 5 | 80 |
| Adamsville 2009 | 4 | 35 | 39 | 14 | 8 | 78 |
| Other Councils in Group 2009 | 4 | 38 | 35 | 14 | 8 | 78 |
| All Councils 2009 | 5 | 37 | 35 | 14 | 9 | 77 |

% Needs Improvement

### Adamsville - Performance Over Time

| | Excellent | Good | Adequate | Needs some improvement | Needs a lot of improvement | Total |
|---|---|---|---|---|---|---|
| 2003 | 2 | 47 | 34 | 12 | 5 | 83 |
| 2004 | 4 | 47 | 36 | 9 | 3 | 87 |
| 2005 | 2 | 40 | 38 | 13 | 7 | 80 |
| 2006 | 5 | 45 | 32 | 12 | 6 | 82 |
| 2007 | 5 | 39 | 37 | 13 | 6 | 81 |
| 2008 | 6 | 31 | 43 | 15 | 5 | 80 |
| 2009 | 4 | 35 | 39 | 14 | 8 | 78 |

% Excellent/ Good/ Adequate

% Needs Improvement

| Reasons Needs Improvement (2009) | Number of Respondents: 47 |
|---|---|
| | % |
| ◆ Don't represent the interests of the community | 36 |
| ◆ Not sure what the council does/ need to promote/ communicate effectively | 30 |
| ◆ Council does not make sufficient effort | 17 |
| ◆ Need more/improved public transport | 17 |
| ◆ Don't consult to gauge community views | 15 |
| ◆ Not doing enough/ need to lobby harder on key local issues | 13 |
| ◆ Council represents some areas/services/interests but neglect others | 13 |
| ◆ Lobbying skills need improvement/ more professional/ effective lobbying | 9 |
| ◆ Council more interested in politics/themselves than community interests | 9 |
| ◆ Town planning issues/ inappropriate development | 4 |

Note: Only the most frequently mentioned reasons shown. Some respondents may have given more than one reason for needing improvement.

Legend: Excellent ■ Good ▨ Adequate ▢ Needs some improvement ▨ Needs a lot of improvement ■

**Adamsville** — **Other Councils in Group** — **All Councils**

% Excellent/ Good/ Adequate

% Needs Improvement

2008: 73, 6, 34, 33, 19, 8
2009: 68, 4, 36, 28, 22, 10
Other Councils in Group 2009: 72, 6, 36, 30, 18, 10
All Councils 2009: 69, 5, 34, 30, 19, 12

**Adamsville - Performance Over Time**

% Excellent/ Good/ Adequate

% Needs Improvement

2003: 74, 4, 42, 28, 16, 9
2004: 78, 6, 42, 30, 17, 5
2005: 72, 5, 41, 26, 18, 10
2006: 72, 3, 36, 33, 18, 10
2007: 73, 5, 36, 30, 19, 9
2008: 74, 6, 34, 33, 19, 8
2009: 68, 4, 36, 28, 22, 10

| Reasons Needs Improvement (2009) | |
|---|---|
| **Number of Respondents:** | **89** |
| | **%** |
| ◆ Need to keep community better informed/communicate more | 57 |
| ◆ Don't consult sufficiently/effectively/with entire community | 44 |
| ◆ More community consultation/ use consultants less/more public meetings | 25 |
| ◆ Don't listen/ need to take more notice of community's wishes | 24 |
| ◆ Need to publicise/promote consultation sessions and inform us of results | 11 |
| ◆ Only pay lip service to issues/need to follow through | 8 |
| ◆ Communicate more regularly via newsletter/ local paper etc | 8 |
| ◆ Takes too long to get things done/ not enough action | 7 |
| ◆ Too much council in-fighting/get politics out of it | 2 |
| ◆ Need to consult with all areas in the council/ district | 2 |

Note: Only the most frequently mentioned reasons shown. Some respondents may have given more than one reason for needing improvement.
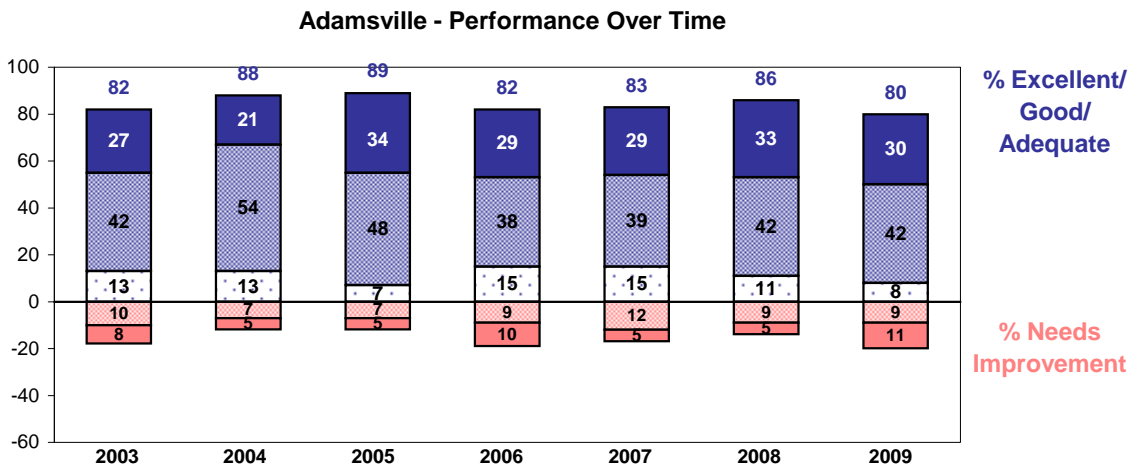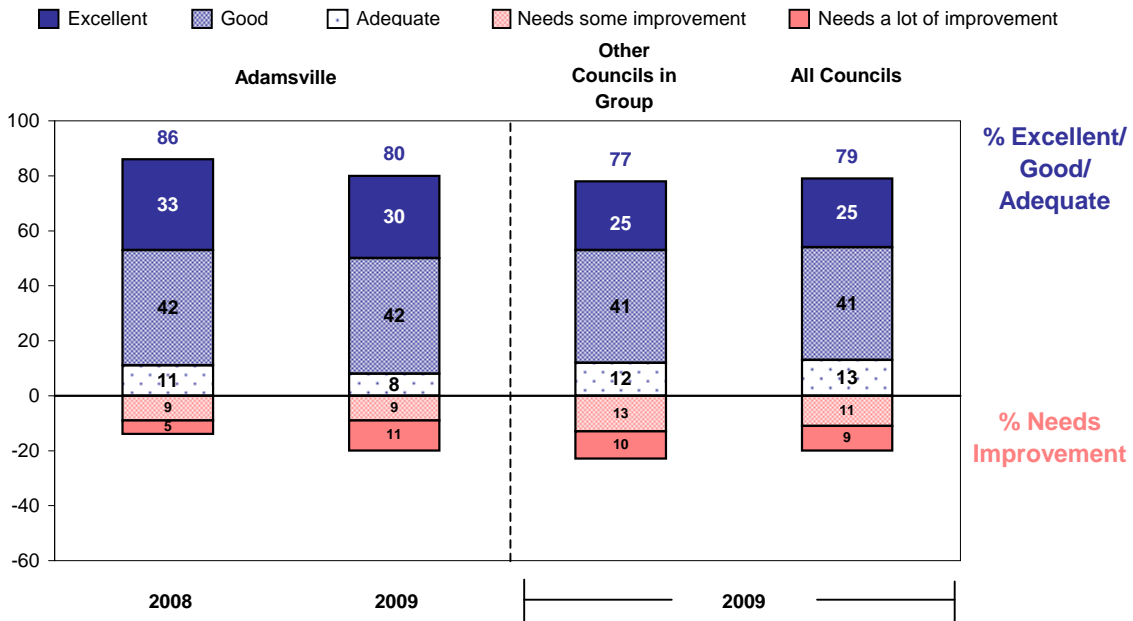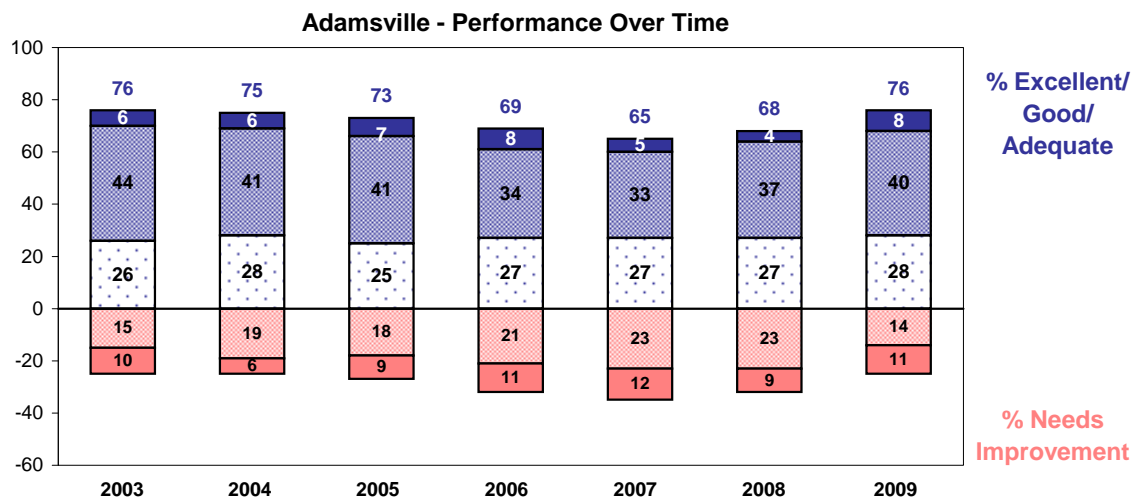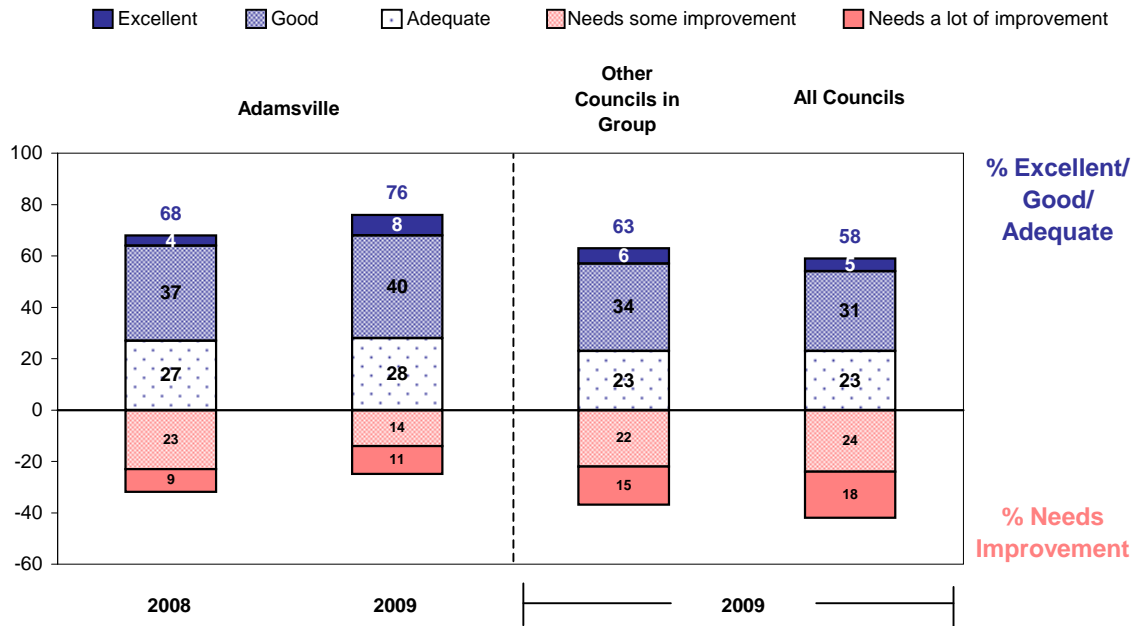
## 10. RESULTS IN DETAIL: CUSTOMER CONTACT

Legend: ■ Excellent  ▦ Good  ☐ Adequate  ▨ Needs some improvement  ▧ Needs a lot of improvement

**Adamsville** | **Other Councils in Group** | **All Councils**

% Excellent/ Good/ Adequate

| | 2008 | 2009 | 2009 (Other Councils in Group) | 2009 (All Councils) |
|---|---|---|---|---|
| Total top | 86 | 80 | 77 | 79 |
| Excellent | 33 | 30 | 25 | 25 |
| Good | 42 | 42 | 41 | 41 |
| Adequate | 11 | 8 | 12 | 13 |
| Needs some improvement | 9 | 9 | 13 | 11 |
| Needs a lot of improvement | 5 | 11 | 10 | 9 |

% Needs Improvement

### Adamsville - Performance Over Time

% Excellent/ Good/ Adequate

| | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 |
|---|---|---|---|---|---|---|---|
| Total top | 82 | 88 | 89 | 82 | 83 | 86 | 80 |
| Excellent | 27 | 21 | 34 | 29 | 29 | 33 | 30 |
| Good | 42 | 54 | 48 | 38 | 39 | 42 | 42 |
| Adequate | 13 | 13 | 7 | 15 | 15 | 11 | 8 |
| Needs some improvement | 10 | 7 | 7 | 9 | 12 | 9 | 9 |
| Needs a lot of improvement | 8 | 5 | 5 | 10 | 5 | 5 | 11 |

% Needs Improvement

| Reasons Needs Improvement (2009) | |
|---|---|
| **Number of Respondents:** | **36 %** |
| ◆ Poor customer service/ need better communication skills/personal service | 42 |
| ◆ Not interested in helping/didn't take an interest/responsibilty | 36 |
| ◆ Lack of follow up | 33 |
| ◆ Took too long to respond | 28 |
| ◆ Issue not resolved in a satisfactory manner | 25 |
| ◆ Impolite/rude manner/tone | 19 |
| ◆ Did not achieve outcome I wanted | 17 |
| ◆ Not knowledgeable | 11 |
| ◆ Passed around departments/not clear who to speak to | 11 |
| ◆ Too hard to get through to anyone/kept getting machine | 8 |

Note: Only the most frequently mentioned reasons shown. Some respondents may have given more than one reason for needing improvement.

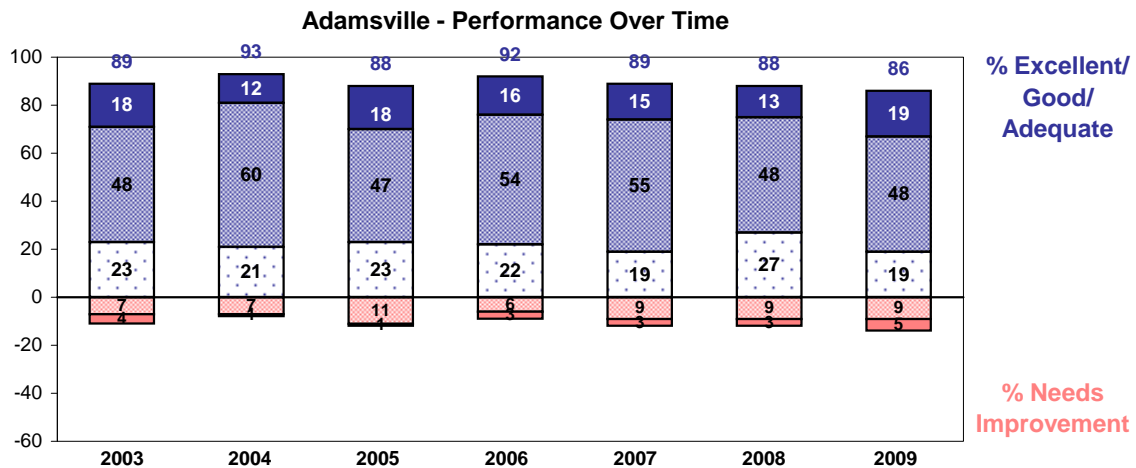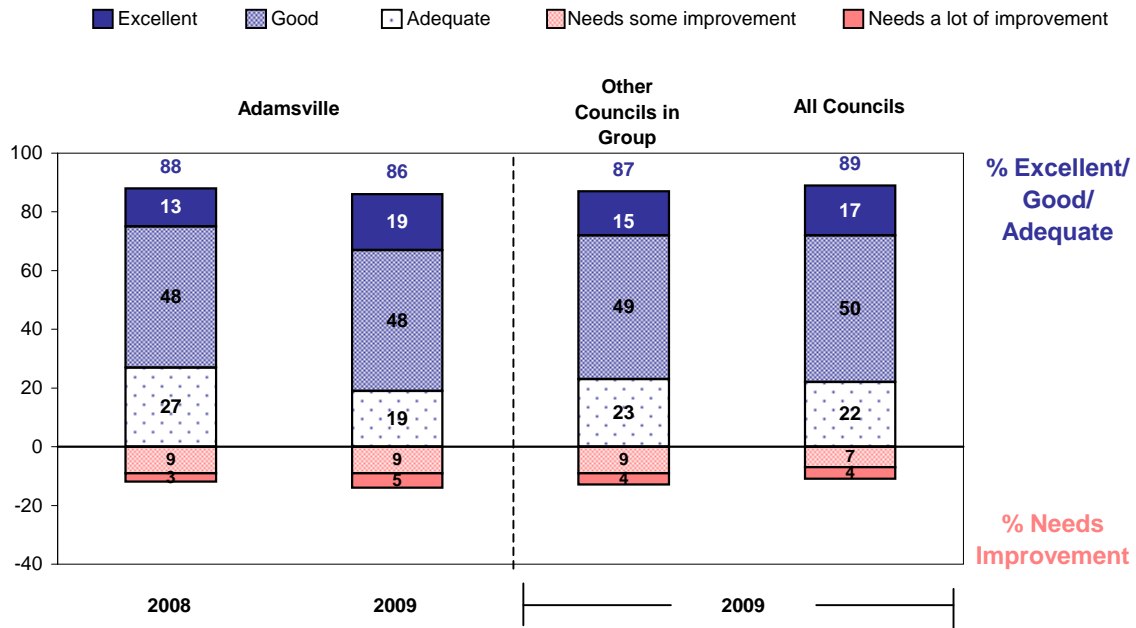# 11. RESULTS IN DETAIL: RESPONSIBILITY AREAS
## A) Local Roads and Footpaths

Legend: ■ Excellent  ▨ Good  ⊡ Adequate  ▨ Needs some improvement  ■ Needs a lot of improvement

**Adamsville** / **Other Councils in Group** / **All Councils**

% Excellent/ Good/ Adequate

| | 2008 | 2009 | Other Councils in Group 2009 | All Councils 2009 |
|---|---|---|---|---|
| Total | 68 | 76 | 63 | 58 |
| Excellent | 4 | 8 | 6 | 5 |
| Good | 37 | 40 | 34 | 31 |
| Adequate | 27 | 28 | 23 | 23 |
| Needs some improvement | 23 | 14 | 22 | 24 |
| Needs a lot of improvement | 9 | 11 | 15 | 18 |

% Needs Improvement

### Adamsville - Performance Over Time

% Excellent/ Good/ Adequate

| | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 |
|---|---|---|---|---|---|---|---|
| Total | 76 | 75 | 73 | 69 | 65 | 68 | 76 |
| Excellent | 6 | 6 | 7 | 8 | 5 | 4 | 8 |
| Good | 44 | 41 | 41 | 34 | 33 | 37 | 40 |
| Adequate | 26 | 28 | 25 | 27 | 27 | 27 | 28 |
| Needs some improvement | 15 | 19 | 18 | 21 | 23 | 23 | 14 |
| Needs a lot of improvement | 10 | 6 | 9 | 11 | 12 | 9 | 11 |

% Needs Improvement

| Reasons Needs Improvement (2009) | Number of Respondents: 84 % |
|---|---|
| ◆ Improve/ Fix/ Repair uneven surface of footpaths | 44 |
| ◆ More frequent/ better re-surfacing of roads | 35 |
| ◆ Improve the quality of maintenance on roads and footpaths | 21 |
| ◆ More/ better roadside drains and culverts | 21 |
| ◆ Increase number of footpaths/ widen footpaths | 18 |
| ◆ Quicker response for repairs to roads, footpaths or gutters | 12 |
| ◆ Fix/ improve edges and shoulders of roads | 11 |
| ◆ More frequent maintenance/ cleaning of roadside drains and culverts | 11 |
| ◆ More frequent/ better slashing of roadside verges | 8 |
| ◆ Prune/trim trees/shrubs overhanging footpaths/roads | 8 |

Note: Only the most frequently mentioned reasons shown. Some respondents may have given more than one reason for needing improvement.

## 12. RESULTS IN DETAIL: RESPONSIBILITY AREAS
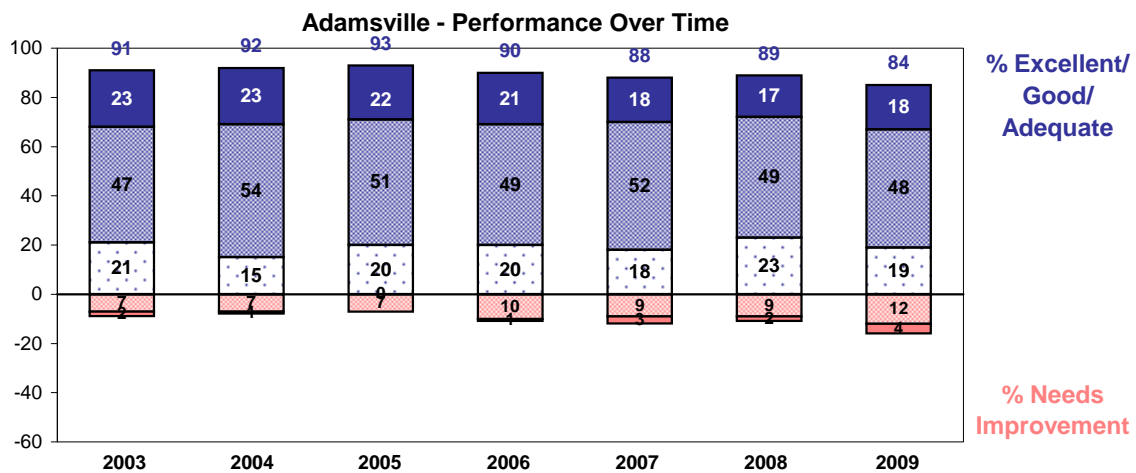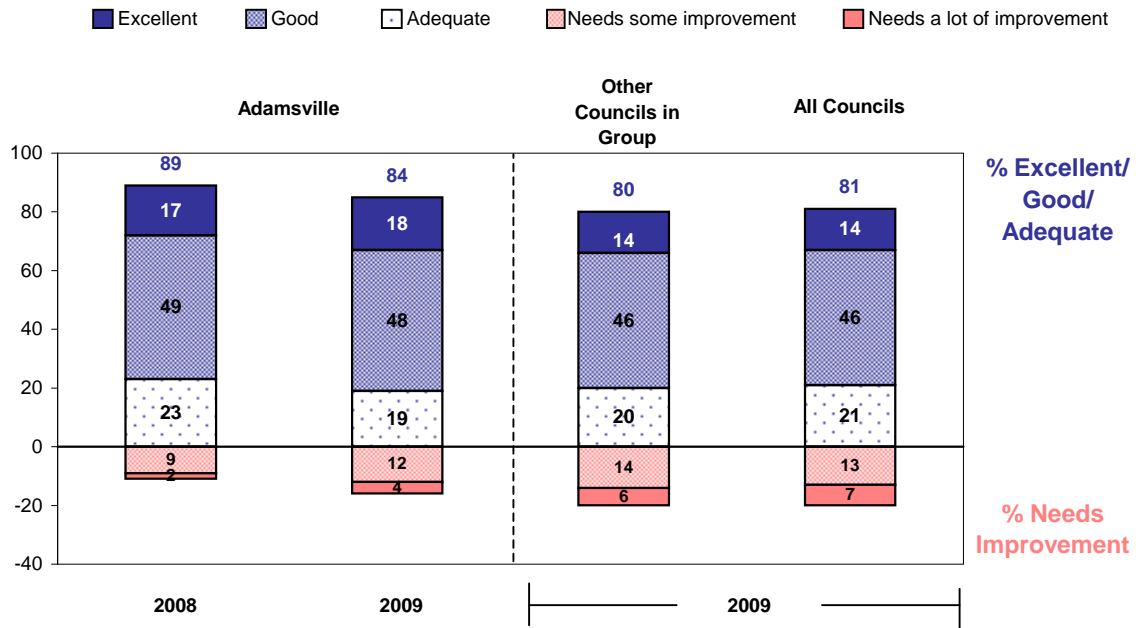### B) Health & Human Services

Legend: ■ Excellent  ▦ Good  ⬚ Adequate  ▨ Needs some improvement  ▨ Needs a lot of improvement

**Adamsville | Other Councils in Group | All Councils**



% Excellent/ Good/ Adequate

| | Adamsville 2008 | Adamsville 2009 | Other Councils in Group 2009 | All Councils 2009 |
|---|---|---|---|---|
| Total top | 88 | 86 | 87 | 89 |
| Excellent | 13 | 19 | 15 | 17 |
| Good | 48 | 48 | 49 | 50 |
| Adequate | 27 | 19 | 23 | 22 |
| Needs some improvement | 9 | 9 | 9 | 7 |
| Needs a lot of improvement | 3 | 5 | 4 | 4 |

% Needs Improvement

### Adamsville - Performance Over Time



% Excellent/ Good/ Adequate

| | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 |
|---|---|---|---|---|---|---|---|
| Total top | 89 | 93 | 88 | 92 | 89 | 88 | 86 |
| Excellent | 18 | 12 | 18 | 16 | 15 | 13 | 19 |
| Good | 48 | 60 | 47 | 54 | 55 | 48 | 48 |
| Adequate | 23 | 21 | 23 | 22 | 19 | 27 | 19 |
| Needs some improvement | 7 | 7 | 11 | 6 | 9 | 9 | 9 |
| Needs a lot of improvement | 4 | 4 | 4 | 3 | 3 | 3 | 5 |

% Needs Improvement

| Reasons Needs Improvement (2009) | |
|---|---|
| | **Number of Respondents: 26** |
| | **Number of responses** |
| ◆ More facilities/resources for Aged Care/better nursing homes | 8 |
| ◆ Improved/More childcare facilities/after school/holiday care | 8 |
| ◆ More funds/resources to reduce waiting lists for services | 5 |
| ◆ Increase resources for/availability of home help /meals on wheels | 4 |
| ◆ More/better support/services for minority/disadvantaged groups | 4 |
| ◆ More/better premises for health or community facilities | 4 |
| ◆ Improve quality of home help | 3 |
| ◆ More resources/longer hours for Maternal & Child Health Facilities | 3 |
| ◆ Services need to be improved in all areas/council needs to do more | 2 |
| ◆ Improve services for children with special needs/ disability services | 1 |

Note:  Only the most frequently mentioned reasons shown. Some respondents may have given more than one reason for needing improvement.

## 12. RESULTS IN DETAIL: RESPONSIBILITY AREAS
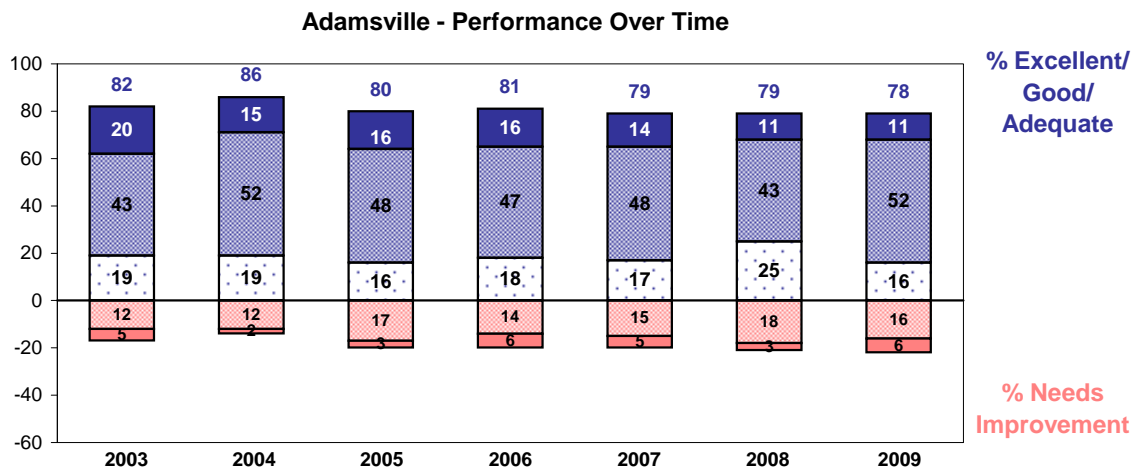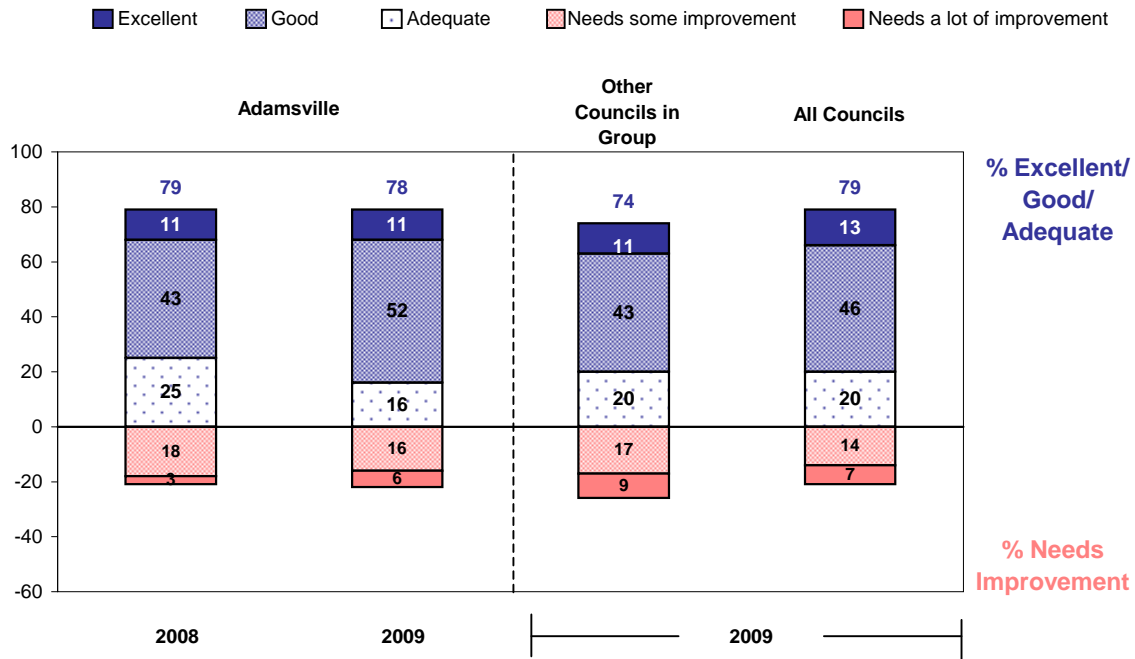### C) Recreational Facilities

Legend: ■ Excellent  ▦ Good  ⬚ Adequate  ▨ Needs some improvement  ▨ Needs a lot of improvement

**Adamsville / Other Councils in Group / All Councils**

| | Adamsville 2008 | Adamsville 2009 | Other Councils in Group 2009 | All Councils 2009 |
|---|---|---|---|---|
| % E/G/A total | 89 | 84 | 80 | 81 |
| Excellent | 17 | 18 | 14 | 14 |
| Good | 49 | 48 | 46 | 46 |
| Adequate | 23 | 19 | 20 | 21 |
| Needs some improvement | 9 | 12 | 14 | 13 |
| Needs a lot of improvement | 2 | 4 | 6 | 7 |

% Excellent/Good/Adequate — % Needs Improvement

**Adamsville - Performance Over Time**

| | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 |
|---|---|---|---|---|---|---|---|
| % E/G/A total | 91 | 92 | 93 | 90 | 88 | 89 | 84 |
| Excellent | 23 | 23 | 22 | 21 | 18 | 17 | 18 |
| Good | 47 | 54 | 51 | 49 | 52 | 49 | 48 |
| Adequate | 21 | 15 | 20 | 20 | 18 | 23 | 19 |
| Needs some improvement | 7 | 7 | 9 | 10 | 9 | 9 | 12 |
| Needs a lot of improvement | 2 | 1 | 1 | 1 | 3 | 2 | 4 |

% Excellent/Good/Adequate — % Needs Improvement

| Reasons Needs Improvement (2009) | Number of Respondents: 49 % |
|---|---|
| ◆ Better maintenance of Sporting facilities (including pools) | 29 |
| ◆ More/better Sporting Complexes (including pools) | 24 |
| ◆ More/better recreational activities/programs | 18 |
| ◆ More/better/safer Playgrounds and/or equipment/with sun shade | 12 |
| ◆ More/better library buildings/no library service/closing /moving library | 10 |
| ◆ More support/funding needed for recreational/sporting facilities | 10 |
| ◆ More/better facilities and resources at libraries (incl funding) | 8 |
| ◆ More/better bike paths/ walking tracks/ skate board facilities | 8 |
| ◆ More facilities/activities for young people/teenagers | 8 |
| ◆ More/better arts/cultural facilities/events in smaller towns | 6 |

Note: Only the most frequently mentioned reasons shown. Some respondents may have given more than one reason for needing improvement.

## 12. RESULTS IN DETAIL: RESPONSIBILITY AREAS
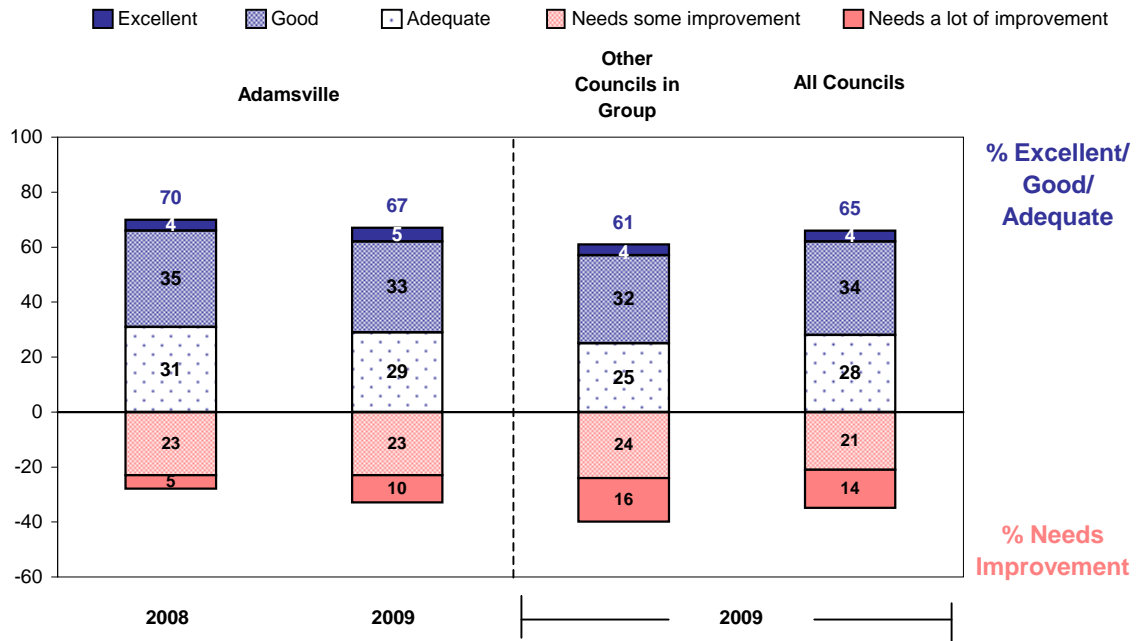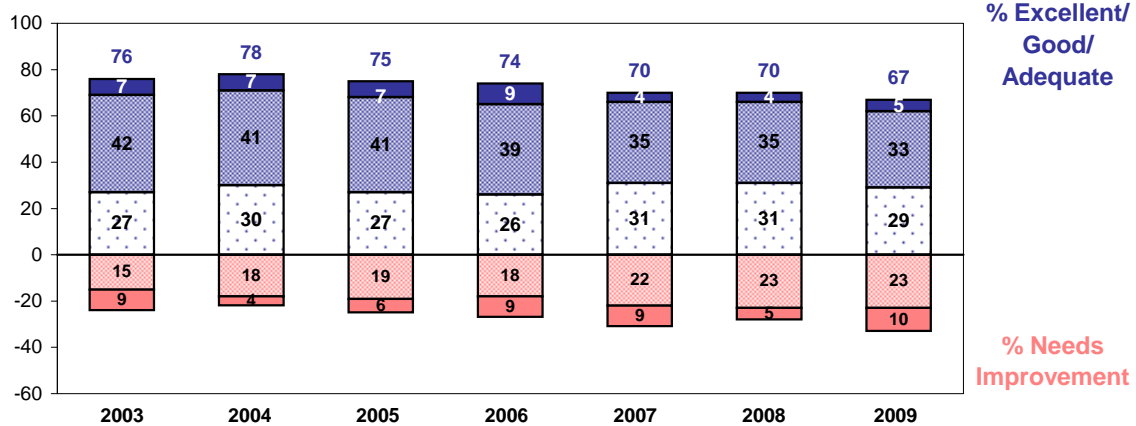### D) Appearance of Public Areas

Legend: ■ Excellent  ▨ Good  ⬚ Adequate  ▨ Needs some improvement  ▨ Needs a lot of improvement



Adamsville / Other Councils in Group / All Councils

% Excellent/Good/Adequate — % Needs Improvement



**Adamsville - Performance Over Time**

| Reasons Needs Improvement (2009) | Number of Respondents: 76 % |
|---|---|
| ◆ Better maintenance of parks and gardens | 24 |
| ◆ Better care of street trees - watering, staking, removal etc | 24 |
| ◆ More frequent/better pruning of street trees/plants | 22 |
| ◆ More frequent/better street cleaning | 20 |
| ◆ Better landscaping/design (eg. more colour, more shady trees) | 20 |
| ◆ More frequent/better removal of litter in parks and gardens | 16 |
| ◆ More street trees | 9 |
| ◆ Better/different types/mix of trees/vegetation/more appropriate trees | 8 |
| ◆ Better maintenance of amenities in parks (BBQs, tables, toilets etc) | 7 |
| ◆ More frequent slashing/mowing of public areas/fire hazard | 4 |

Note: Only the most frequently mentioned reasons shown. Some respondents may have given more than one reason for needing improvement.

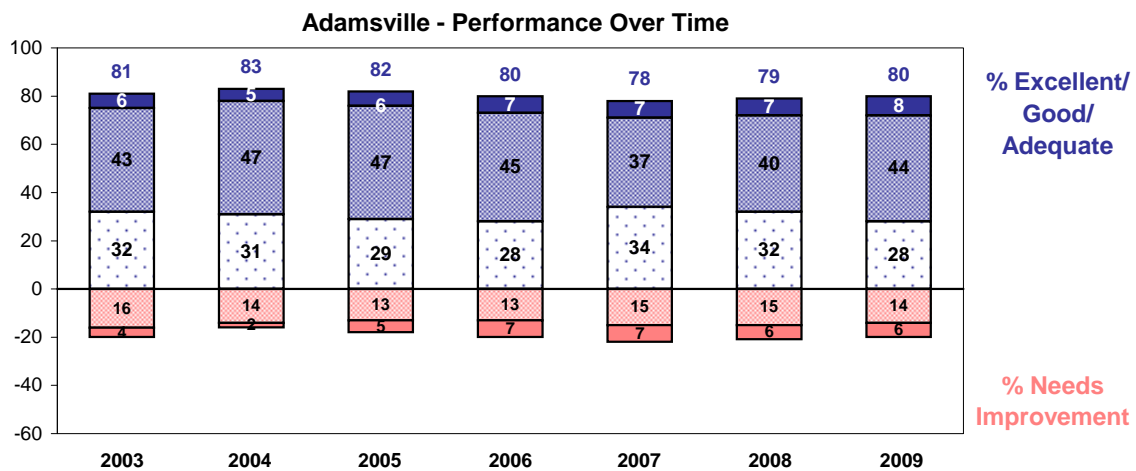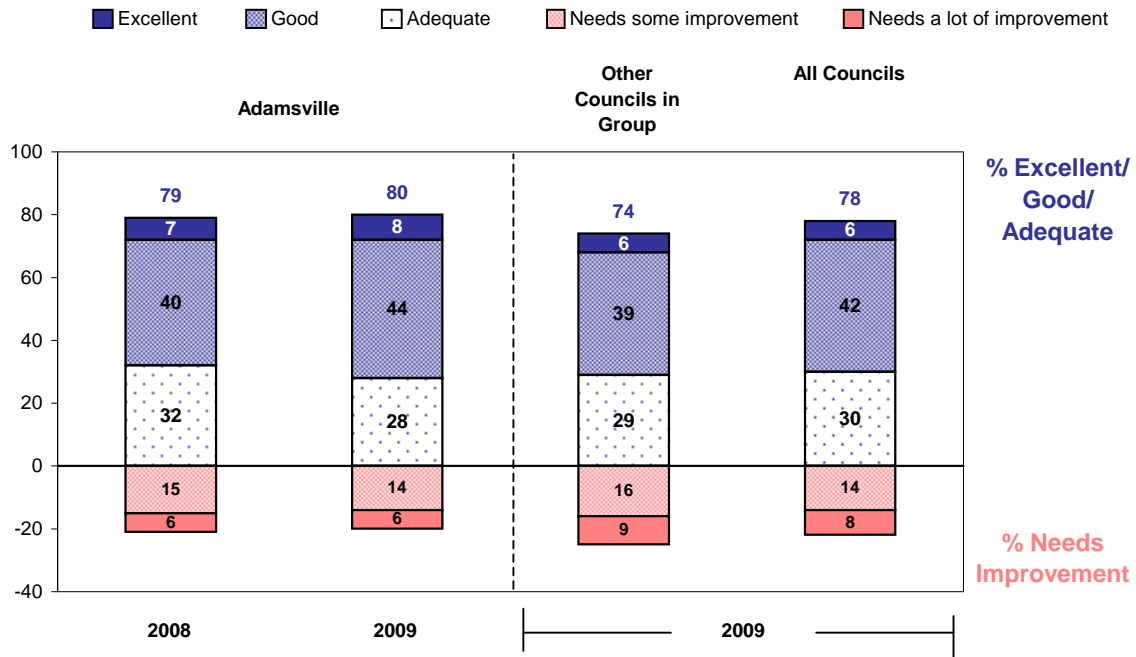## 12. RESULTS IN DETAIL: RESPONSIBILITY AREAS
### E) Traffic Management & Parking Facilties

Legend: ■ Excellent ▨ Good ⬚ Adequate ▨ Needs some improvement ▨ Needs a lot of improvement



**Adamsville**

| | 2008 | 2009 |
|---|---|---|
| % Excellent/Good/Adequate | 70 | 67 |
| Excellent | 4 | 5 |
| Good | 35 | 33 |
| Adequate | 31 | 29 |
| Needs some improvement | 23 | 23 |
| Needs a lot of improvement | 5 | 10 |

**Other Councils in Group (2009)** — 61, Excellent 4, Good 32, Adequate 25, Needs some improvement 24, Needs a lot of improvement 16

**All Councils (2009)** — 65, Excellent 4, Good 34, Adequate 28, Needs some improvement 21, Needs a lot of improvement 14

### Adamsville - Performance Over Time



| | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 |
|---|---|---|---|---|---|---|---|
| % Excellent/Good/Adequate | 76 | 78 | 75 | 74 | 70 | 70 | 67 |
| Excellent | 7 | 7 | 7 | 9 | 4 | 4 | 5 |
| Good | 42 | 41 | 41 | 39 | 35 | 35 | 33 |
| Adequate | 27 | 30 | 27 | 26 | 31 | 31 | 29 |
| Needs some improvement | 15 | 18 | 19 | 18 | 22 | 23 | 23 |
| Needs a lot of improvement | 9 | 4 | 6 | 9 | 9 | 5 | 10 |

| **Reasons Needs Improvement (2009)** | |
|---|---|
| | **Number of Respondents: 110** |
| | **%** |
| ◆ More parking facilities/capacity | 42 |
| ◆ More parking facilities adjacent to shopping and business centres | 33 |
| ◆ Poor traffic/parking management | 24 |
| ◆ Improve traffic flow/congestion | 23 |
| ◆ Improve traffic management at intersections | 13 |
| ◆ More parking specifically allocated for residents | 12 |
| ◆ Improved parking management /more parking around schools | 11 |
| ◆ Improve road signage - general (parking/speed/road works) | 7 |
| ◆ Less parking restrictions | 6 |
| ◆ More speed inhibitors (humps, barriers, traffic islands etc) | 5 |

Note: Only the most frequently mentioned reasons shown. Some respondents may have given more than one reason for needing improvement.

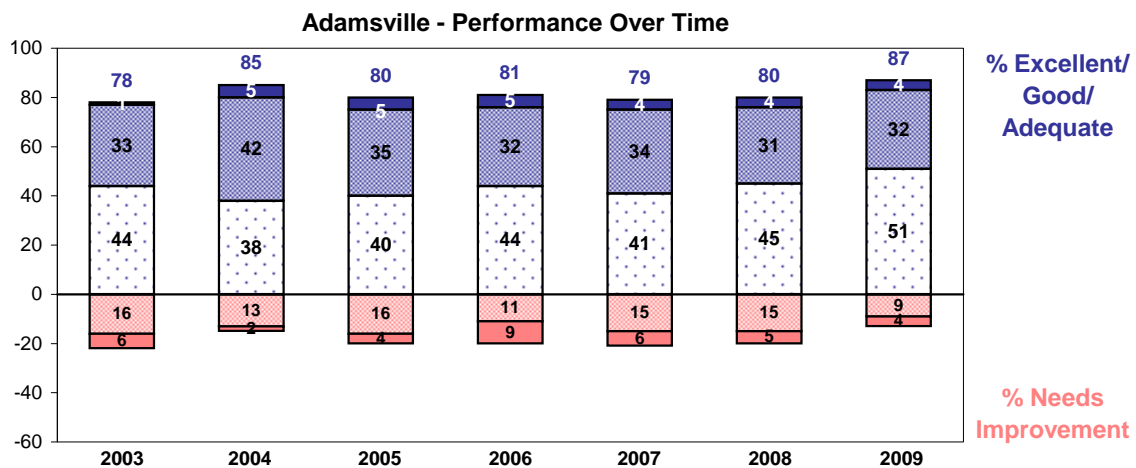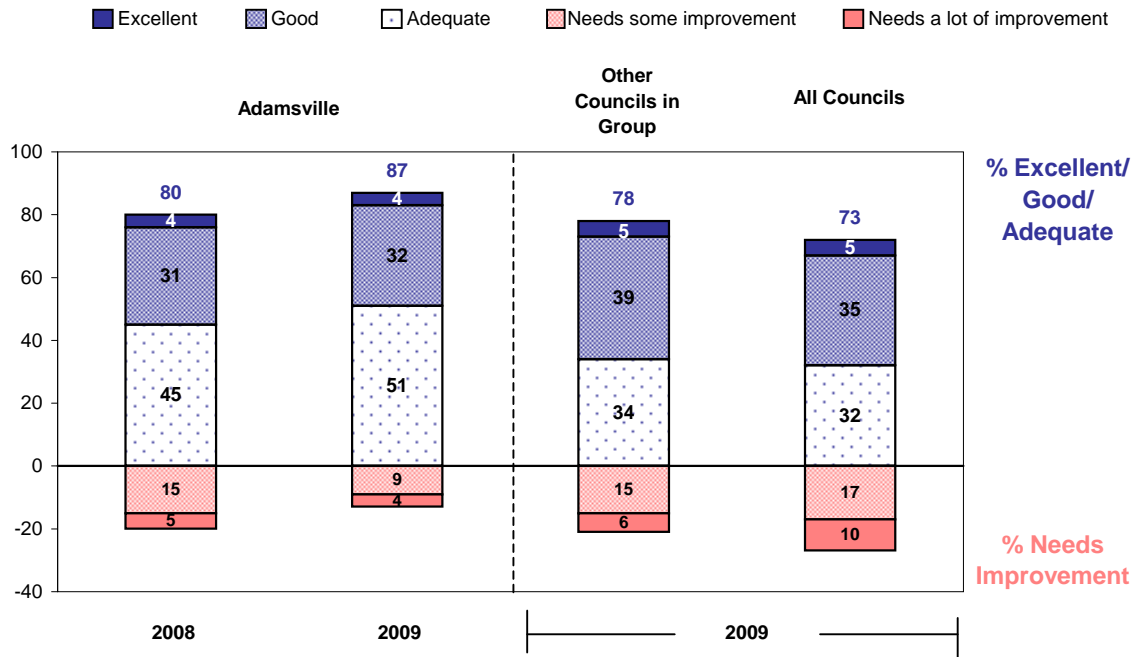# 12. RESULTS IN DETAIL: RESPONSIBILITY AREAS
## F) Waste Management

Legend: ■ Excellent ▨ Good ☐ Adequate ■ Needs some improvement ■ Needs a lot of improvement

**Adamsville / Other Councils in Group / All Councils**



**Adamsville - Performance Over Time**
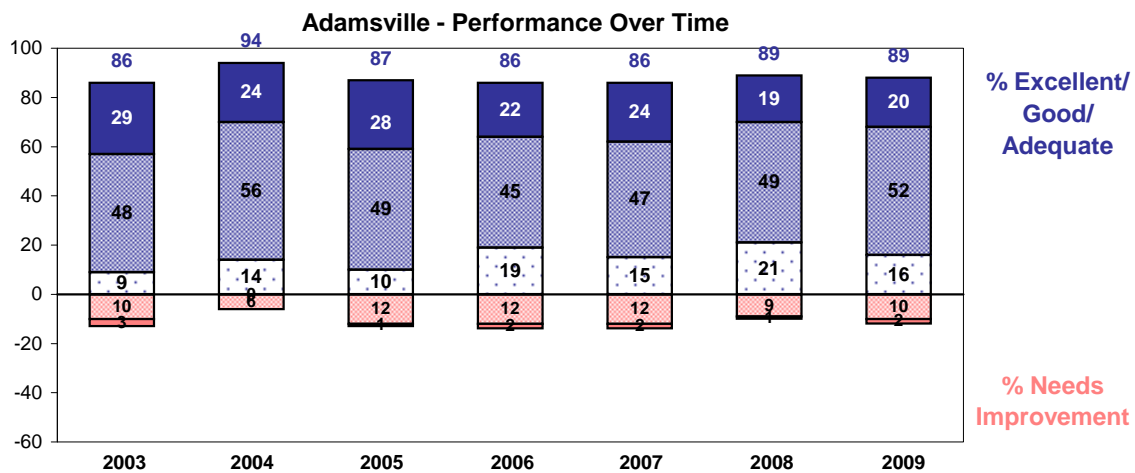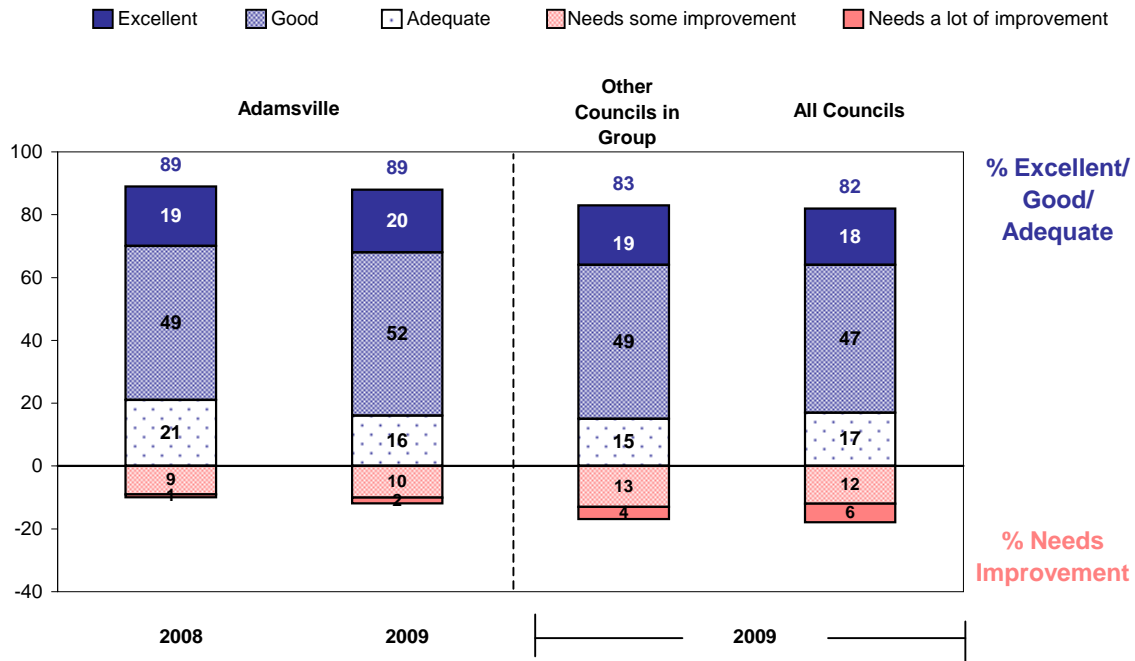


| Reasons Needs Improvement (2009) | Number of Respondents: 39 % |
|---|---|
| ◆ Any/more frequent hard waste collection | 33 |
| ◆ Any/More frequent collection of green waste/vegetation | 15 |
| ◆ More reliable Collections | 13 |
| ◆ More consistent/ lower fees for tips etc (reintroduce vouchers) | 10 |
| ◆ More comprehensive recycling program/no recycling program | 10 |
| ◆ Better location of tip/transfer station/rubbish dump/no tip/closed tip | 8 |
| ◆ Collection of rubbish left on streets/footpaths/gutters/public areas | 8 |
| ◆ Any/Better containers for collection of recyclable /green materials | 5 |
| ◆ More frequent collection of recyclable materials | 5 |
| ◆ Tip/transfer stations in poor condition/badly managed | 5 |

Note: Only the most frequently mentioned reasons shown. Some respondents may have given more than one reason for needing improvement.

Legend: ■ Excellent  ▨ Good  ▫ Adequate  ▨ Needs some improvement  ▨ Needs a lot of improvement

**Adamsville** | **Other Councils in Group** | **All Councils**



% Excellent/ Good/ Adequate

% Needs Improvement

| Year | Excellent | Good | Adequate | Needs some improvement | Needs a lot | % E/G/A |
|------|-----------|------|----------|------------------------|-------------|---------|
| 2008 (Adamsville) | 7 | 40 | 32 | 15 | 6 | 79 |
| 2009 (Adamsville) | 8 | 44 | 28 | 14 | 6 | 80 |
| 2009 (Other Councils in Group) | 6 | 39 | 29 | 16 | 9 | 74 |
| 2009 (All Councils) | 6 | 42 | 30 | 14 | 8 | 78 |

**Adamsville - Performance Over Time**



% Excellent/ Good/ Adequate

% Needs Improvement

| Year | Excellent | Good | Adequate | Needs some improvement | Needs a lot | % E/G/A |
|------|-----------|------|----------|------------------------|-------------|---------|
| 2003 | 6 | 43 | 32 | 16 | 4 | 81 |
| 2004 | 5 | 47 | 31 | 14 | 2 | 83 |
| 2005 | 6 | 47 | 29 | 13 | 5 | 82 |
| 2006 | 7 | 45 | 28 | 13 | 7 | 80 |
| 2007 | 7 | 37 | 34 | 15 | 7 | 78 |
| 2008 | 7 | 40 | 32 | 15 | 6 | 79 |
| 2009 | 8 | 44 | 28 | 14 | 6 | 80 |

| Reasons Needs Improvement (2009) | Number of Respondents: 59 % |
|---|---|
| ◆ Greater enforcement of animal Local Laws | 31 |
| ◆ Greater enforcement of noise Local Laws (domestic, industrial, traffic) | 31 |
| ◆ Greater enforcement of parking restrictions/more officers/rangers | 20 |
| ◆ Less enforcement of parking restrictions | 14 |
| ◆ Greater enforcement of fire prevention Local Laws | 7 |
| ◆ Greater enforcement of littering Local Laws | 5 |
| ◆ Greater enforcement of Local Laws generally/more Local Laws officers | 5 |
| ◆ Local Laws are too lenient | 3 |
| ◆ Local Laws are too stringent | 2 |
| ◆ Greater enforcement of health/food handling Local Laws | 2 |

Note: Only the most frequently mentioned reasons shown. Some respondents may have given more than one reason for needing improvement.

## 12. RESULTS IN DETAIL: RESPONSIBILITY AREAS
## H) Economic Development

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



|  | Adamsville | Other Councils in Group | All Councils |
|---|---|---|---|

**% Excellent/ Good/ Adequate**

**% Needs Improvement**

2008    2009    2009



**Adamsville - Performance Over Time**

**% Excellent/ Good/ Adequate**

**% Needs Improvement**

2003    2004    2005    2006    2007    2008    2009

| Reasons Needs Improvement (2009) | Number of Respondents: 24 |
|---|---|
|  | Number of responses |
| ◆ Greater emphasis on Economic Development in general | 6 |
| ◆ Unaware of any economic development/improvement needed | 5 |
| ◆ More/better job creation programs/employment opportunities | 4 |
| ◆ Too little support for local businesses/ new business/many closing down | 4 |
| ◆ Not enough promotion of local businesses | 2 |
| ◆ Better financial planning/management of Council budget/money wasted | 1 |
| ◆ Too much focus on major towns/need more focus on rural & regional areas | 1 |
| ◆ Encourage more tourism | 1 |
| ◆ Need to publicise/inform the community of Council activities | 1 |
| ◆ More community consultation/consultation with business | 1 |

Note: Only the most frequently mentioned reasons shown. Some respondents may have given more than one reason for needing improvement.

Legend: ■ Excellent  ▨ Good  ⬚ Adequate  ▨ Needs some improvement  ■ Needs a lot of improvement

**Adamsville - Performance Over Time**
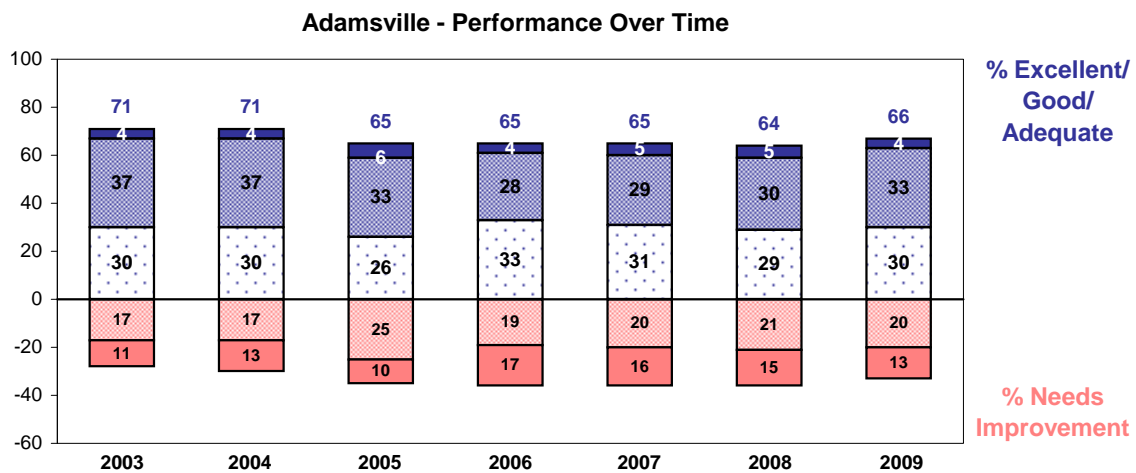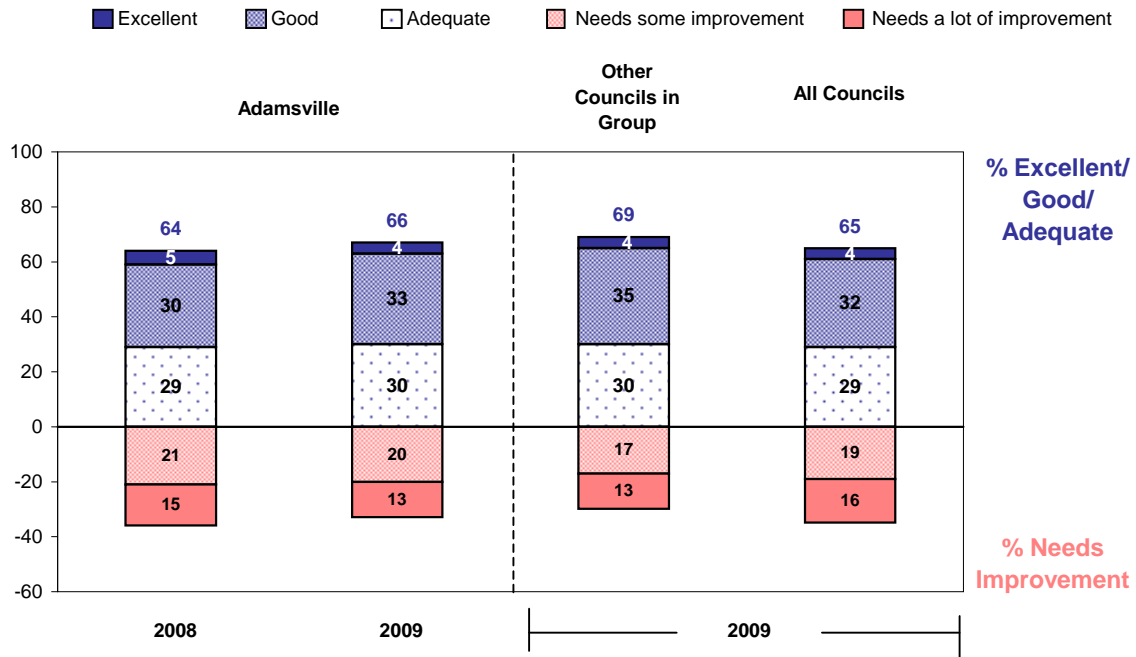


| Reasons Needs Improvement (2009) | Number of Respondents: 86 % |
|---|---|
| ◆ Better planning policies | 31 |
| ◆ Ugly/inappropriate design/development/out of character with area | 21 |
| ◆ Less high density dwellings | 19 |
| ◆ More consultation with community | 19 |
| ◆ More efficient/faster approval processes | 14 |
| ◆ Too much residential sub-division | 13 |
| ◆ Take better account of environmental issues | 13 |
| ◆ More consistent decisions | 8 |
| ◆ Greater enforcement of/adherence to planning policies | 8 |
| ◆ Council should be stronger in representing community opinion | 7 |

Note:  Only the most frequently mentioned reasons shown. Some respondents may have given more than one reason for needing improvement.

# APPENDIX 1

## Survey Questionnaire

Wallis
CONSULTING GROUP

**WALLIS CONSULTING GROUP**

**Department for Planning & Community Development
Community Satisfaction Survey 2009**

**WG3585
January 2009**

**INTRODUCTION**

**IF IN COUNCIL AREA:**

Good morning/afternoon/evening.  My name is ………from Wallis Consulting Group.  We are conducting research on behalf of Victorian Local Government. The survey aims to find out how residents feel about the PERFORMANCE of local Government in your area.  Can you confirm that you live in  **(NAME OF COUNCIL)**?

**IF NON-RESIDENT RATE-PAYER:**

Good morning/afternoon/evening.  My name is ………from Wallis Consulting Group.  We are conducting research on behalf of Victorian Local Government. The survey aims to find out how residents feel about the PERFORMANCE of local Government in the **(NAME OF COUNCIL).** Council records indicate that you are a rate-payer in that area.

|   |   |   |
|---|---|---|
| 1 | Yes | **GO TO S1** |
| 2 | In different Council area | **GO TO PRE S1** |
| 3 | Not available/callback (make appt) | **RETURN TO SMS** |
| 4 | Household refusal | **RETURN TO SMS** |
| 5 | Selected resident refusal | **RETURN TO SMS** |
| 6 | Language Difficulties | **RETURN TO SMS** |

PRE S1

**LIST ALL COUNCILS IN SAME GROUP**

What Local Government Area do you live in?

|   |   |   |
|---|---|---|
| 1 | Correct Council can be selected | **CONTINUE** |
| 2 | Council not listed – cannot select | **RETURN TO SMS** |
| 3 | Don't know | **RETURN TO SMS** |

**SCREENING**

S1: Firstly, have you or anyone in your household worked in a market research organisation or local government anywhere in the last three years?

|   |   |   |
|---|---|---|
| 1 | No (continue) | **CONTINUE** |
| 2 | Yes - Market Research | **RETURN TO SMS** |
| 3 | Yes - Local Government | **RETURN TO SMS** |

S2: Also, we just wish to speak to residents, not businesses, of **(NAME OF COUNCIL)**. Are you a residential household (**IF GROUPS 3-5:** or a farming household)?

|   |   |   |
|---|---|---|
| 1 | Yes - Residential Household | |
| 2 | Yes - Farming Household | |
| 3 | No | **RETURN TO SMS** |

S3: Can I please speak to a head of your household (either male or female) that is 18 years or older?

|   |   |   |
|---|---|---|
| 1 | Yes – available Continue | |
| 2 | Not available/callback (make appt) | **RETURN TO SMS** |
| 3 | Household refusal | **RETURN TO SMS** |
| 4 | Selected resident refusal | **RETURN TO SMS** |
| 5 | Not in Council area | **RETURN TO SMS** |
| 6 | Language Difficulties | **RETURN TO SMS** |

ONCE HAVE CORRECT PERSON: Thank-you for your participation. The survey will only take about 8 or 9 minutes AND THE INFORMATION YOU PROVIDE WILL BE USED TO HELP COUNCILS IMPROVE THEIR SERVICES. No information that you provide will be linked to your name.

**IF A FARMING HOUSEHOLD:** Please note, we would like you to participate in the survey thinking of your needs as a resident, rather than specific farm management issues.

S5: My supervisor may be monitoring the interview for quality control purposes. If you do not wish this to occur, please let me know.

|   |   |
|---|---|
| 1 | Monitoring allowed |
| 2 | Monitoring NOT allowed |

**MAIN SURVEY**

Q1    I'm going to read out a list of nine areas which are the responsibility of local Government. For each area of responsibility, I would like to establish your ASSESSMENT OF THE PERFORMANCE of **(NAME OF COUNCIL)** over the last twelve months. Please keep in mind that the focus is on local government only.

**NOW ASK (a) AND (b) WHERE NECESSARY FOR EACH RESPONSIBILITY AREA, BEFORE PROCEEDING TO NEXT SERVICE AREA.  RANDOMISE.**

Q1ax)  In the last twelve months, how has **(NAME OF COUNCIL)** performed on **(RESPONSIBILITY AREA)**?  Was it … ?

READ OUT 1-5 INCLUDING DEFINITIONS THE FIRST TIME AND THEREAFTER ONLY THE KEY WORDS.

    5    Excellent  - outstanding performance
    4    Good - a high standard
    3    Adequate - an acceptable standard
    2    Needs some improvement
    1    Needs a lot of improvement
    0    Don't Know / Can't Say

**ASK Q1b IF CODES 4 OR 5 IN Q1a.  OTHERWISE CONTINUE WITH THE NEXT RESPONSIBILITY AREA.**

Q1bx)  Why do you say that?  PROBE FULLY.  DO NOT READ OUT.

**USE ATTACHED PRE-CODES FOR EACH RESPONSIBILITY AREA.**

**ASK Q1c FOR THE SECOND RESPONSIBILITY AREA ONLY.**

Q1c)  Have you or any member of your household used any of the HEALTH AND HUMAN SERVICES provided by the **(NAME OF COUNCIL)** in the last 12 months?

    1    Yes
    2    No

**RESPONSIBILITY AREAS:**

1.    LOCAL ROADS AND FOOTPATHS, excluding highways and main roads  (**IF GROUPS 2-5:** but INCLUDING roadside slashing / maintenance)

2.    HEALTH AND HUMAN SERVICES; this includes Meals on Wheels, home help, maternal and child health, immunisation, child care, and support for disadvantaged and minority groups, but EXCLUDES hospitals.

3.    RECREATIONAL FACILITIES; this includes sporting facilities, swimming pools, sports fields and playgrounds, arts centres and festivals, and library services.

4.    APPEARANCE OF PUBLIC AREAS; this includes local parks and gardens, street cleaning and litter collection, and street trees.

5.    TRAFFIC MANAGEMENT AND PARKING FACILITIES; this includes council provision of street and off street parking, and local road safety.

6.    WASTE MANAGEMENT; this includes garbage and recyclable collection, and operation of tips / transfer stations.

7.     ENFORCEMENT OF LOCAL LAWS; this includes food and health, noise, animal control, parking, and fire prevention.

8.     ECONOMIC DEVELOPMENT; this includes business and tourism, and jobs creation.

9.     TOWN PLANNING POLICY AND APPROVALS, including heritage and environmental issues.

Q2a    In the last twelve months, have you had any contact with **(NAME OF COUNCIL)**?  This may have been in person, by telephone, in writing, email or by fax.

   1     Yes
   2     No                                                        **SKIP TO Q3**

Q2b    Thinking of the most recent contact, how well did **(NAME OF COUNCIL)** perform in the WAY you were treated - things like the ease of contact, helpfulness and ability of staff, speed of response, and their attitude towards you.  We do NOT mean the ACTUAL OUTCOME.  Was it … READ OUT 1-5 … ?

   5     Excellent  - outstanding performance
   4     Good - a high standard
   3     Adequate - an acceptable standard
   2     Needs some improvement
   1     Needs a lot of improvement
   0     Don't Know / Can't Say

**ASK Q2c IF OPTION 2 AND CODES 4 OR 5 IN Q2b. OTHERWISE SKIP TO Q3a**

Q2c    Why do you say that?     PROBE FULLY.  DO NOT READ OUT.

   **(USE ATTACHED PRE-CODES)**

**ASK ALL**

Q3a    Over the last 12 months, how would you rate the performance of **(NAME OF COUNCIL)** on consulting with the community and leading discussion on key social, economic and environmental issues which could impact on the local area, and may require decisions by Council?  Would you say it was… READ OUT PERFORMANCE SCALE 1-5… ?

   5     Excellent  - outstanding performance
   4     Good - a high standard
   3     Adequate - an acceptable standard
   2     Needs some improvement
   1     Needs a lot of improvement
   0     Don't Know / Can't Say

**ASK Q3b IF OPTION 2 AND CODES 4 OR 5 IN Q3a. OTHERWISE SKIP TO Q4a**

Q3b    Why do you say that?   PROBE FULLY.  DO NOT READ OUT.

   **(USE ATTACHED PRE-CODES)**

Q4a In the last twelve months, how well has **(NAME OF COUNCIL)** represented and lobbied on behalf of the community with other levels of government and private organisations, on key local issues? Was it … READ OUT 1-5 … ?

        5    Excellent - outstanding performance
        4    Good - a high standard
        3    Adequate - an acceptable standard
        2    Needs some improvement
        1    Needs a lot of improvement
        0    Don't Know / Can't Say

**ASK Q4b IF OPTION 2 AND CODES 4 OR 5 IN Q4a. OTHERWISE SKIP TO Q5**

Q4b Why do you say that? PROBE FULLY. DO NOT READ OUT.

    **(USE ATTACHED PRE-CODES)**

Q5 ON BALANCE, for the last twelve months, how do you feel about the performance of **(NAME OF COUNCIL)**, not just on one or two issues, BUT OVERALL across all responsibility areas. Was it … READ OUT PERFORMANCE SCALE 1-5 … ?

        5    Excellent - outstanding performance
        4    Good - a high standard
        3    Adequate - an acceptable standard
        2    Needs some improvement
        1    Needs a lot of improvement
        0    Don't Know / Can't Say                    **SKIP TO Q7**

Q6a In giving your answer to the previous question, has any particular issue STRONGLY influenced your view, either in a positive or negative way? IF YES: Was it a positive or negative influence? MULTICODE IF NECESSARY

        1    Yes - Positive
        2    Yes - Negative
        3    No
        4    Don't Know / No Response

**ASK Q6b IF OPTION 2 AND CODES 4 OR 5 IN Q5. OTHERWISE SKIP TO Q7**

Q6b Why do you say that on balance the council's overall performance is in need of improvement? PROBE FULLY. DO NOT READ OUT.

    **(USE ATTACHED PRE-CODES)**

Q7 Over the last 12 months, what is your view of the direction of **(NAME OF COUNCIL)**'s overall performance? Has it IMPROVED, STAYED THE SAME or DETERIORATED?

        1    Improved
        2    Stayed the Same
        3    Deteriorated
        4    Don't Know / Can't Say

## DEMOGRAPHICS

Q8a    Now I have just three final questions …To which one of the following age groups do you belong?  (READ OUT 1-5)

1    18 - 24
2    25 - 34
3    35 - 49
4    50 - 64
5    65 +
6    Refused
7    Under 18                                    **GO TO Q8b**

**NOW GO TO Q9**

Q8b    I originally asked to speak to someone who is 18 years or older. Can you please confirm that you are under 18 years old?

1    Yes, confirm
2    No                                          **GO BACK TO Q8a**

Q9    Thinking of the property you live in, do you OWN it or are you RENTING?

1    Own (includes purchasing)
2    Renting

**IF CALLING PROPERTY IN COUNCIL AREA ASK Q10a, IF CALLING PROPERTY OUTSIDE COUNCIL AREA ASK Q10b**

Q10a   Is the property WE HAVE CALLED YOU AT your main permanent residence or a secondary residence such as a holiday home?

Q10b   Is the property in the **(NAME OF COUNCIL)** area your main permanent residence or a secondary residence such as a holiday home?

1    Permanent residence
2    Secondary residence

Q11    Record gender:

1    Male
2    Female

Q12    Record language interview conducted in:

1    English
2    Other  SPECIFY (including home translator)

CLOSE: Thank you for taking part in this research. Your views count and we're very glad you made them known to us. This research is being carried out in accordance with the Privacy Act and the information you provided will be used for research purposes only. Once the survey is complete, any information that could identify you will be removed from the computer records.

Just in case you missed it, my name is …….. and I'm from the Wallis Group.  If you have any questions about this survey you may contact the Australian Market and Social Research Society on 1300 364 830.

## RESPONSIBILITY AREA PRE-CODES

## RA 1 – Local Roads and Footpaths Pre-codes

## ON SCREEN:

1. Improve/ Fix/ Repair uneven surface of footpaths
2. More frequent/ better re-surfacing of roads
3. More frequent / better slashing of roadside verges
4. Improve standard of unsealed roads (loose gravel, dust, corrugations)
5. Improve/More frequent grading etc of unsealed roads
6. Quicker response for repairs to roads, footpaths or gutters
7. Increase number of footpaths/ widen footpaths
8. Fix/ improve unsafe sections of roads
9. Improve the quality of maintenance on roads and footpaths
10. More frequent maintenance/ cleaning of roadside drains and culverts
11. Fix/ improve edges and shoulders of roads
12. More/ better roadside drains and culverts
13. Prune/trim trees/shrubs overhanging footpaths/roads
14. Other (SPECIFY)

## CODING:

15. Widen roads/roads too narrow
16. More/better street/road signs (including position/visibility)
17. More/better street lighting
18. Need improved/more frequent weed control
19. Increase number of sealed roads - outside town limits
20. Increase number of sealed roads - inside town limits
21. Tree roots causing damage to footpaths/roads/drains
22. Council favours/focuses on certain areas over others
23. Traffic management issues

**RA 2 – Health and Human Services Pre-codes**

**ON SCREEN:**

1. More funds/resources to reduce waiting lists for services
2. More facilities/resources for Aged Care/better nursing homes
3. More/better support/services for minority/disadvantaged groups
4. Increase resources for/availability of home help /meals on wheels
5. More resources/longer hours for Maternal & Child Health Facilities
6. Improved/More childcare facilities/after school/holiday care
7. Improve quality of home help
8. More/better centres/facilities generally in more remote towns/areas
9. Services need to be improved in all areas/council needs to do more
10. Improve quality/variety of food in meals on wheels program
11. More/better publicity/information about available services
12. More/better premises for health or community facilities
13. Better transport to/from health or community centres/facilities
14. Other (SPECIFY)

**CODING:**

15. More/better activities/programs for young people
16. More information/resources to immunisation programs
17. Improve services for children with special needs/ disability services
18. More facilities/services for mental health
19. Improve/increased dental program/services
20. Better management of services/organisations

## RA 3 – Recreational Facilities Pre-codes

**ON SCREEN:**

1. More/better Sporting Complexes (including pools)
2. Better maintenance of Sporting facilities (including pools)
3. More facilities/activities for young people/teenagers
4. More/better/safer Playgrounds and/or equipment/with sun shade
5. More/better sporting complexes and/or facilities in smaller towns
6. More/better recreational activities/programs
7. More/better library buildings/no library service/closing /moving library
8. More/better facilities and resources at libraries (incl funding)
9. More community consultation about recreational facilities etc
10. More/better arts/cultural facilities/events in smaller towns
11. More/better bike paths/ walking tracks/ skate board facilities
12. Longer opening hours for Sporting Complexes (including pools)
13. More support/funding needed for recreational/sporting facilities
14. Other (SPECIFY)

**CODING:**

15. More/better amenities in recreation areas (eg. seats, picnic tables, barbeques etc)
16. Less expensive recreational facilities and activities/more consistent fees
17. Better/More maintenance of Parks/Playgrounds-syringes/ lighting/ trees/ equipment etc
18. More support for local sporting clubs in smaller towns
19. Council favours certain areas over others in regard to recreational facilities
20. More publicity/information on facilities and activities/programs
21. More/better performing arts facilities
22. More/better events and festivals
23. Not enough money spent on cultural events and festivals
24. Not enough support for local community groups/clubs
25. Larger range/greater availability of books
26. Pool/baths closing/moving/closed/should be open more months a year
27. Need more parks/open space
28. Everything takes too long/upgrading of facilities/decision making i.e. facilities
29. Improved management of facilities/sports/recreation/library etc (incl food management)

**RA 4 – Appearance of Public Areas Pre-codes**

**ON SCREEN:**

1. Better maintenance of parks and gardens
2. More frequent/better street cleaning
3. More frequent/better pruning of street trees/plants
4. More frequent slashing/mowing of public areas/fire hazard
5. More frequent/better removal of litter in parks and gardens
6. Better care of street trees - watering, staking, removal etc
7. Better landscaping/design (eg. more colour, more shady trees)
8. More street trees
9. Better maintenance of beaches, lakes, rivers and surrounding areas
10. Some areas favoured over others/some areas are neglected
11. Better maintenance of amenities in parks (BBQ's, tables, toilets etc)
12. More frequent sweeping of leaves
13. More emphasis on smaller towns
14. Other (SPECIFY)

**CODING:**

15. More frequent spraying of weeds in open spaces/better weed management
16. Retain/More parks and gardens/open spaces
17. Better amenities within parks/gardens (eg. BBQ's, Picnic tables, toilets, play equipment etc.)
18. Better/different types/mix of trees/vegetation/more appropriate trees
19. Cleaning of public areas/generally untidy
20. More frequent clearing of public litter bins
21. More/better cleaning up of condoms, syringes etc. in parks, beaches, alleys
22. Clear drains regularly/stormwater drains often blocked/gutters
23. Improve streetscapes with landscape or architectural features
24. More public litter bins
25. Quicker/more frequent removal of graffiti/attention to vandalism
26. Cutting down too many trees
27. More maintenance of nature strips/median strips
28. Improve/better maintenance of entrances to town
29. Not responsive to maintenance requests/takes too long

**RA 5 – Traffic Management and Parking Facilities Pre-codes**

**ON SCREEN:**

1. More parking facilities adjacent to shopping and business centres
2. More parking facilities/capacity
3. Poor traffic/parking management
4. Improve traffic flow/congestion
5. Improve traffic management at intersections
6. More free parking/cheaper parking
7. Improve road signage – general (parking/speed/road works)
8. More parking specifically allocated for residents
9. Longer parking times/more long-term parking
10. More speed inhibitors (humps, barriers, traffic islands etc)
11. Improved parking management /more parking around schools
12. Less parking restrictions
13. Fewer parking meters
14. Other (SPECIFY)

**CODING:**

15. More parking enforcement/traffic officers
16. More disabled parking needed
17. Reduce speed limits in residential areas
18. More pedestrian crossings
19. Streets/roads too narrow/need widening/cars parked on sides
20. Improve blind spots, dangerous curves etc. on country roads (excluding highways)
21. More community consultation
22. Greater restriction of non-resident parking
23. More parking restrictions
24. More parking around specific areas, eg train stations, hospitals, etc
25. Fewer speed inhibitors (humps, barriers traffic islands etc)
26. Install more traffic lights at dangerous intersections
27. Less Roundabouts
28. Restrict/discourage traffic on residential roads
29. Restrict truck traffic in streets
30. Parking spaces too small/need to be widened
31. Greater enforcement of speed limits

### RA 6 – Waste Management Pre-codes

**ON SCREEN:**

1. More consistent/ lower fees for tips etc (reintroduce vouchers)
2. Any/more frequent hard waste collection
3. More comprehensive recycling program/no recycling program
4. More consistent/convenient/Longer opening times/days for Tips etc.
5. No garbage collection
6. More reliable Collections
7. Bigger bins
8. Any/More frequent collection of green waste/vegetation
9. Better location of tip/transfer station/rubbish dump/no tip/closed tip
10. No collection of recyclable materials
11. Any/Better containers for collection of recyclable /green materials
12. More frequent collection of recyclable materials
13. Tip/transfer stations in poor condition/badly managed
14. Other (SPECIFY)

**CODING:**

15. Spilling garbage on footpath/ road during garbage collection/rubbish blows out of truck
16. Bins should be returned upright to curbside/in same place/with lids closed
17. More frequent rubbish collection
18. Cost of garbage/waste collection too much (including bins)
19. Extend areas covered by garbage collection in areas outside townships
20. Provide more info/keep residents informed about waste management procedures
21. More community consultation
22. Less damage to garbage bins
23. More education/promotion for recycling
24. Recyclable material goes into garbage truck/Doubt recycling occurs
25. Inconvenient time of day for pick-ups (too early/late/too noisy)
26. Collection of rubbish left on streets/footpaths/gutters/public areas
27. Quicker response to requests i.e., for new bins/bin lids

**RA 7 – Enforcement of Local Laws Pre-codes**

**ON SCREEN:**

1. Greater enforcement of animal Local Laws
2. Greater enforcement of noise Local Laws (domestic, industrial, traffic)
3. Greater enforcement of parking restrictions/more officers/rangers
4. Greater enforcement of Local Laws generally/more Local Laws officers
5. Greater enforcement of fire prevention Local Laws to clean up properties
6. Greater enforcement of fire prevention Local Laws
7. Greater enforcement of health/food handling Local Laws
8. Greater enforcement of littering Local Laws
9. Local Laws are too stringent
10. Less enforcement of parking restrictions
11. Quicker response to reports of Local Law infringements
12. Better attitude for Local Laws enforcement officers/rangers
13. Local Laws are too lenient
14. Other (SPECIFY)

**CODING:**

15. Greater enforcement of pollution Local Laws (domestic, industrial, traffic etc)
16. More publicity/information to residents
17. Local Laws purely revenue raising
18. Animal Local Laws are too stringent
19. Greater enforcement of traffic/road laws (including footpaths)
20. More consistent application of Local Laws/enforcement
21. Create access to/more free parking/unrestricted parking/dislike parking meters

**RA 8 – Economic Development Pre-codes**

**ON SCREEN:**

1. More/better job creation programs/employment opportunities
2. Encourage more tourism
3. Too little support for local businesses/ new business/many closing down
4. Greater emphasis on Economic Development in general
5. Encourage more companies/industries to re-locate to the area
6. Unaware of any economic development/improvement needed
7. Better financial planning/manage't of Council budget/ money wasted
8. Too much focus on major towns/need more focus on rural & regional areas
9. Not enough promotion of local businesses
10. Encourage more desirable industries to locate to the area
11. Need to publicise/inform the community of Council activities
12. More community consultation/consultation with business
13. Too much emphasis on tourism
14. Other (SPECIFY)

**CODING:**

15. Some areas of local govt are neglected
16. Stop rate increases/rates too high for businesses
17. Attract/encourage better/more diverse shops/businesses i.e. Target/ Spotlight/ newsagents
18. Takes too long to get things done/complete projects
19. Infrastructure in the area needs to be improved/keep up with new developments

### RA 9 – Town Planning Policy and Approvals Pre-codes

**ON SCREEN:**

1. Better planning policies
2. More efficient/faster approval processes
3. More consultation with community
4. More consistent decisions
5. Too little regulation in heritage areas/knocking down old houses
6. Council should be stronger in representing community opinion
7. Take better account of environmental issues
8. Less high density dwellings
9. Too much residential sub-division
10. Ugly/inappropriate design/development/out of character with area
11. Greater enforcement of/adherence to planning policies
12. Take better account of impact on neighbouring properties
13. Too much regulation in heritage areas
14. Other (SPECIFY)

**CODING:**

15. Less development/too much overdevelopment
16. Greater clarity/information on guidelines and process for building application
17. Too much highrise development/high rise apartments
18. More helpful Town planning staff
19. Not enough infrastructure to support new developments i.e. lack of water/ parking/ roads
20. Process is too bureaucratic/needs to be flexible/too many regulations/in exports
21. Council not very professional in this area/poor management
22. Could do better in this area/some areas favoured over others
23. Better planning for development of shopping areas
24. Decisions overridden by State Government/VCAT/the Tribunal

**VALUE-ADD QUESTIONS PRE-CODES**

**Customer Contact:** **Q2c** **Why do you say that?**

**ON SCREEN (ALL):**

1. Lack of follow up
2. Took too long to respond
3. Not interested in helping/didn't take an interest/responsibilty
4. Poor customer service/ need better communication skills/personal service
5. Impolite/rude manner/tone
6. Issue not resolved in a satisfactory manner
7. Passed around departments/not clear who to speak to
8. Not knowledgeable
9. Did not achieve outcome I wanted
10. Too hard to get through to anyone/kept getting machine
11. Need longer opening hours/after hours contacts
12. Understaffed/spent too long waiting in queue/on phone
13. Not enough information/keep community informed
14. Other (SPECIFY)

**Advocacy:   Q3b   Why do you say that?**

**ON SCREEN:**

1. Don't represent the interests of the community
2. Not sure what the council does/ need to promote/ communicate effectively
3. Council does not make sufficient effort
4. Council represents some areas/services/interests but neglect others
5. Council more interested in politics/themselves than community interests
6. Don't consult to gauge community views
7. Not doing enough/ need to lobby harder on key local issues
8. Lobbying skills need improvement/ more professional/ effective lobbying
9. Didn't lobby effectively on freeway/toll issues etc
10. Division within council/infighting/need to be more cohesive
11. Need to assist/protect/encourage local business/industry
12. Town planning issues/ inappropriate development
13. Need more/improved public transport
14. Other (SPECIFY)

**CODING:**

15. Time taken for action to take place is too long
16. Could generally improve/do better
17. Rates are too high/unjustified increases
18. Councillors seem incompetent/naive/inexperienced
19. Waste money/spending money in the wrong areas

**Overall Performance:**

Q5b    Why do you say that on balance the council's overall performance is in need of improvement?

**ON SCREEN:**

1. Favour certain areas in Shire/ local government area over others
2. Council too focused on internal politics/ don't achieve outcomes
3. Make decisions despite community consultation/ don't listen to community
4. Rates are not giving value for money
5. Local roads and footpaths
6. Town planning policy and approvals
7. Decline in standard of service generally provided by council
8. Waste/spend too much money/poor financial management/in debt
9. Communicating/leading discussion with community
10. Appearance of public areas including foreshore
11. Traffic management and parking facilities
12. Recreational facilities
13. Economic development
14. Other (SPECIFY)

**CODING:**

15. More resources/better handling of environmental issues
16. Service not as good as other councils
17. Health and human services
18. Waste management
19. Customer contact
20. Enforcement of Local laws
21. Too slow to act/respond/make decisions
22. Advocacy - representation to other levels of govt
23. Crime/drug related problems/violence
24. Wasted money on plastic cows/moving art/public sculpture

**Community Engagement:** **Q7b** **Why do you say that?**

**ON SCREEN:**

1. Need to keep community better informed/communicate more
2. Don't consult sufficiently/effectively/with entire community
3. Don't listen/ need to take more notice of community's wishes
4. More community consultation/ use consultants less/more public meetings
5. Need to publicise/promote consultation sessions and inform us of results
6. Only pay lip service to issues/need to follow through
7. Don't take a role in leading discussion/aren't proactive
8. Communicate more regularly via newsletter/ local paper etc
9. Only talk to the same people
10. Need to consult with all areas of the LGD
11. Inconsistent/ pick and choose which issues it leads discussion on
12. Too much council in-fighting/get politics out of it
13. Takes too long to get things done/ not enough action
14. Other (SPECIFY)

**CODING:**

15. Should explain/justify/consult more on rates and fees
16. Rates are too high
17. More knowledgeable people/senior management on council
18. People don't get opportunity to speak at council meetings
19. Too concerned with lobby groups/minority groups
20. Could generally improve
21. Inappropriate developments/poor town planning decisions
22. Need to focus more on environmental issues

# APPENDIX 2

## List of participating councils

# Annual Community Satisfaction Survey 2009
## Participating Councils

### 1. Inner Melbourne Metropolitan Councils

Banyule City Council
Bayside City Council
Boroondara City Council
Darebin City Council
Glen Eira City Council
Hobsons Bay City Council
Kingston City Council
Maroondah City Council
Melbourne City Council
Monash City Council
Moonee Valley City Council
Moreland City Council
Port Phillip City Council
Stonnington City Council
Whitehorse City Council
Yarra City Council

### 2. Outer Melbourne Metropolitan Councils

Brimbank City Council
Cardinia Shire Council
Casey City Council
Frankston City Council
Greater Dandenong City Council
Hume City Council
Knox City Council
Manningham City Council
Melton Shire Council
Mornington Peninsula Shire Council
Nillumbik Shire Council
Whittlesea City Council
Wyndham City Council
Yarra Ranges Shire Council

### 3. Rural Cities and Regional Centres

Ballarat City Council
Greater Bendigo City Council
Greater Geelong City Council
Greater Shepparton City Council
Horsham Rural City Council
Latrobe City Council
Mildura Rural City Council
Swan Hill Rural City Council
Wangaratta Rural City Council
Warrnambool City Council
Wodonga City Council

### 4. Large Rural Shires

Bass Coast Shire Council
Baw Baw Shire Council
Campaspe Shire Council
Colac-Otway Shire Council
Corangamite Shire Council
East Gippsland Shire Council
Glenelg Shire Council
Macedon Ranges Shire Council
Mitchell Shire Council
Moira Shire Council
Moorabool Shire Council
Moyne Shire Council
South Gippsland Shire Council
Southern Grampians Shire Council
Surf Coast Shire Council
Wellington Shire Council

### 5. Small Rural Shires

Alpine Shire Council
Ararat Rural City Council
Benalla Rural City Council
Buloke Shire Council
Central Goldfields Shire Council
Gannawarra Shire Council
Golden Plains Shire Council
Hepburn Shire Council
Hindmarsh Shire Council
Indigo Shire Council
Loddon Shire Council
Mansfield Shire Council
Mount Alexander Shire Council
Murrindindi Shire Council
Northern Grampians Shire Council
Pyrenees Shire Council
Borough of Queenscliffe
Strathbogie Shire Council
Towong Shire Council
West Wimmera Shire Council
Yarriambiack Shire Council