

ANNUAL COMMUNITY SATISFACTION SURVEY 2002

- RESEARCH RESULTS -

JULY 2002

PREPARED FOR

**LOCAL GOVERNMENT AND REGIONAL SERVICES DIVISION
DEPARTMENT OF INFRASTRUCTURE
19TH FLOOR
NAURU HOUSE
COLLINS STREET
MELBOURNE VIC 3000**





Newton Wayman Chong
& Associates Pty Ltd
ABN 24 304 324 557

Skipping Girl Place
651 Victoria Street
Abbotsford VIC 3067

Telephone +61 (3) 9428 6565

Facsimile +61 (3) 9428 6505

www.nwca.com.au

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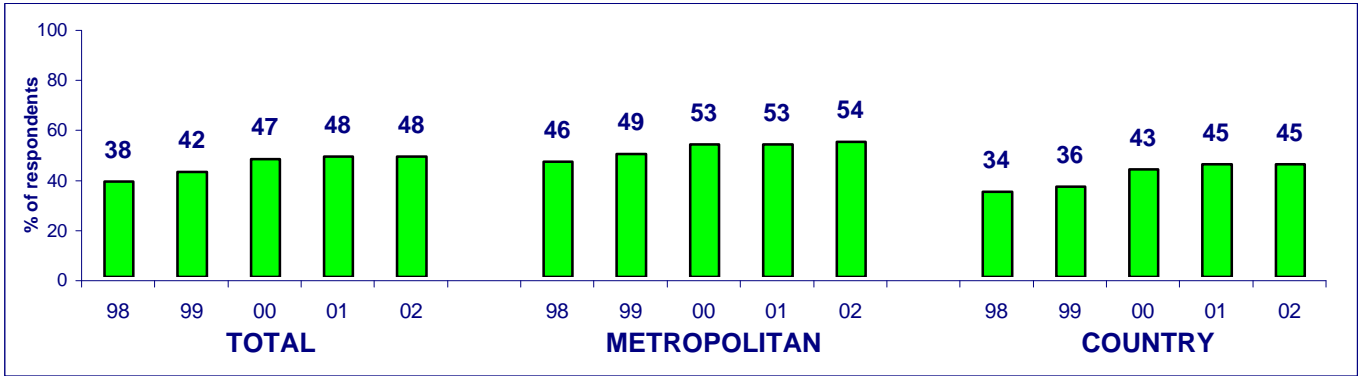
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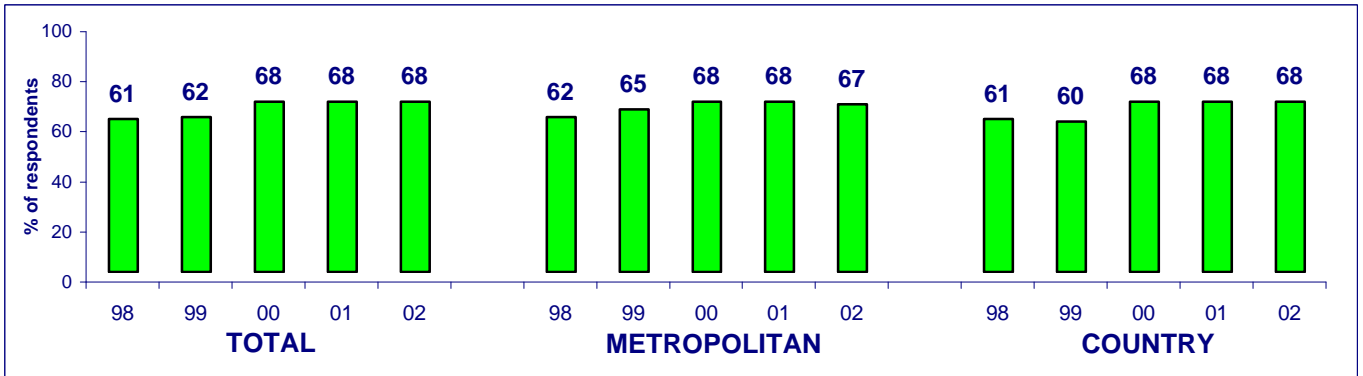
ANNUAL COMMUNITY SATISFACTION SURVEY 2002

KEY PERFORMANCE INDICATORS: 1998 - 2002

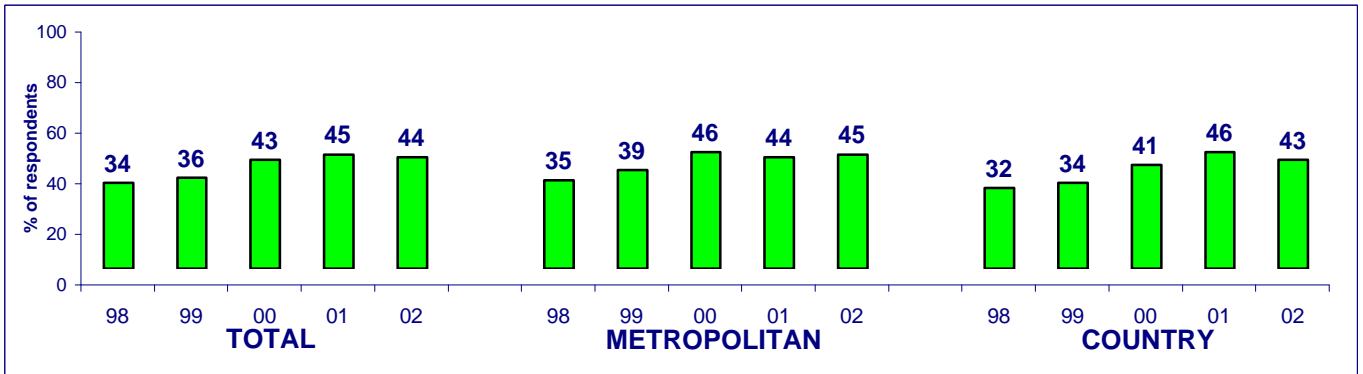
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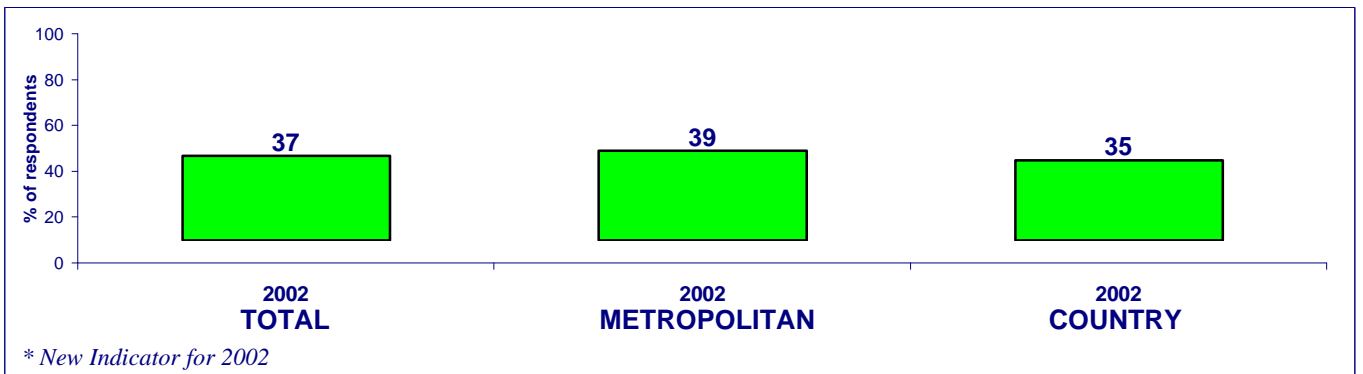
- CUSTOMER SERVICE -



- ADVOCACY -



- COMMUNITY ENGAGEMENT* -



* New Indicator for 2002

Excellent and Good

EXECUTIVE SUMMARY

BACKGROUND

In 2002, the Local Government Division (LGD) commissioned Newton Wayman Chong (NWC) to conduct the Annual Community Satisfaction Survey across all participating councils of Victoria. This was the fifth year the survey has been undertaken to measure Victorian residents' perceptions about the performance of their local government. This report details the Statewide results of 2002 and compares these results to those of the previous four years. It should be noted that in the first three years of the survey, all 78 councils participated. In 2001, the number was 76 and in 2002 there was a total of 75 participating councils.

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 and good" results for these Key Performance Indicators across the five survey years. It is a positive result that across the five groupings of councils all three Key Performance Indicators have maintained the high satisfaction levels achieved in 2001. While there has not been any incremental improvement in these indicators, the standards have been maintained. Further, it should be noted that over the five years since 1998, all three Key Performance Indicators have improved significantly for the Total (ie Statewide) and across all five groups.

Overall Performance

The results for Overall Performance on a Statewide basis, have remained stable in comparison to 2001, with 48% of respondents rating their council's performance as "excellent or good". This was a marginal increase (although statistically significant) to the 2000 result of 47% "excellent and good" and quite a dramatic improvement on the 1998 result of only 38%. While ratings have stabilised, the 10% increase from 1998 is an excellent result.

Despite this, there has been a marginal increase in the proportion of respondents who were seeking improvement in their council's Overall Performance (22% "needs improvement" compared with 21% in 2001). This result is the same as in 2000. Nevertheless, in comparison to 1998 (when 31% were seeking improvement) it is a very positive change.

Direction of Change in Overall Performance

In 2002, one third (36%) of respondents feel that they have seen improvement in their council's performance. This was the same result as in 1999, and is marginally lower than in 2000 and 2001 (when it was 37%). There has also been a similar increase overall with the proportion of respondents who feel they have seen deterioration in the council's performance (11% compared with 10% in 2001). Nevertheless, this is still far more positive than the 1998 result when one fifth (19%) rated their council's performance as having deteriorated.

Further, the three to one ratio of residents noting improvement compared with those noticing deterioration has remained effectively constant over the past three years. This indicates continuous ongoing improvement, as this measure takes account of increasing expectations. This compares favourably with the two to one ratio that was apparent in the 1998 and 1999 surveys.

Customer Contact

Amongst those respondents who had contact with their Council in the past twelve months, two thirds (68%) rated their experience with the council as "excellent or good". This result has been stable across the three years of 2000, 2001 and 2002. It is an improvement on the result achieved in 1998 (61%) and 1999 (62%).

There has also been a stabilising affect across the last three years, on the proportion who rated the contact with the council as requiring improvement with approximately one fifth feeling this way (19% in 2002, 19% in 2001 and 18% in 2000). Once again, in comparison to 1998, this result is very positive – in 1998 23% felt there was room for improvement.

The proportion of respondents who had contact with their council within the past twelve months has also remained stable in comparison to 2001 (both 55%). This is a higher proportion than in 2000 (52%) and is lower than the 1999 and 1998 results when 57% of respondents had contact in both cases.

Performance in Representing the Community's Interests

Just under half (44%) of respondents rated their council's Advocacy as "excellent and good". This is slightly lower than in 2001 (45%) but higher than in 2000 (43%), 1999 (36%) and 1998 (only 34%). One fifth of respondents (21%) are seeking improvement on this dimension, and while this is slightly higher than in 2001 (20%), it is lower than in 2000 (22%), 1999 (32%) and 1998 (35%).

Community Engagement

In 2002, an additional Key Performance Indicator was included in the survey. Respondents were asked to rate the performance of their council in terms of how well they consult with the community and lead discussion on key social, economic and environmental issues which could impact on the local area, and may require decisions by council. Overall, just over one third of respondents were satisfied on this dimension (37% "excellent and good"). Metropolitan respondents were marginally more satisfied than were Country respondents (39% compared with 35%).

KEY RESPONSIBILITY AREAS

Results for 2001 remain very positive, with the high standards achieved in 2001 having been maintained, with the exception of two attributes which have shown statistically significant improvement. The two exceptions are:

□ Recreational facilities

- 57% "excellent or good" compared with 56% in 2001
- 20% "needs improvement" compared with 21% in 2001

This change has been driven by improved opinions amongst respondents within Group Two and Group Three.

□ Economic development

- 36% "excellent or good" compared with 33% in 2001
- 32% "needs improvement" compared with 35% in 2001

This change was driven by improved opinions amongst respondents in Group One, Group Three and Group Four.

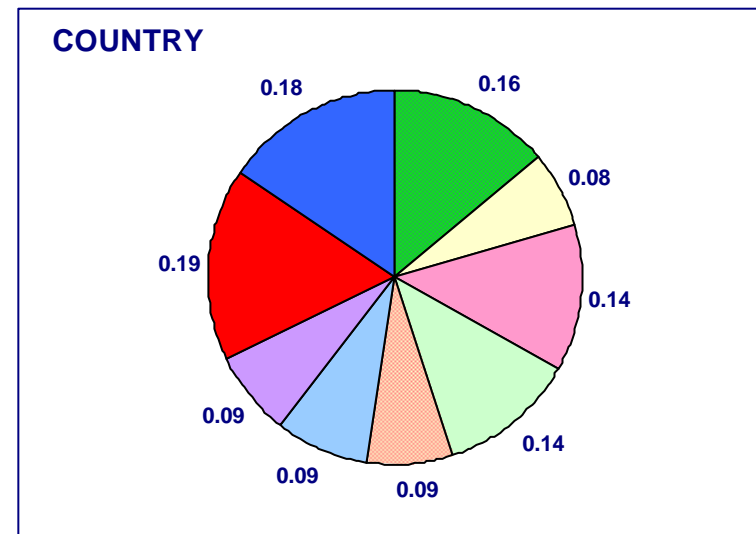
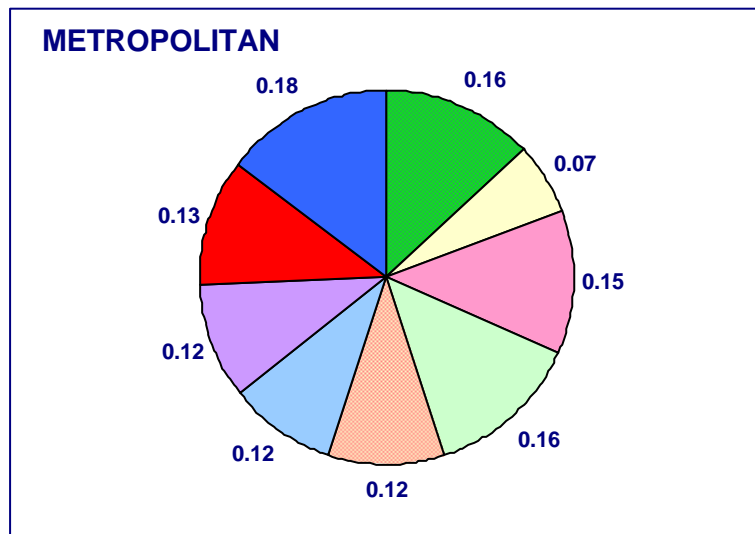
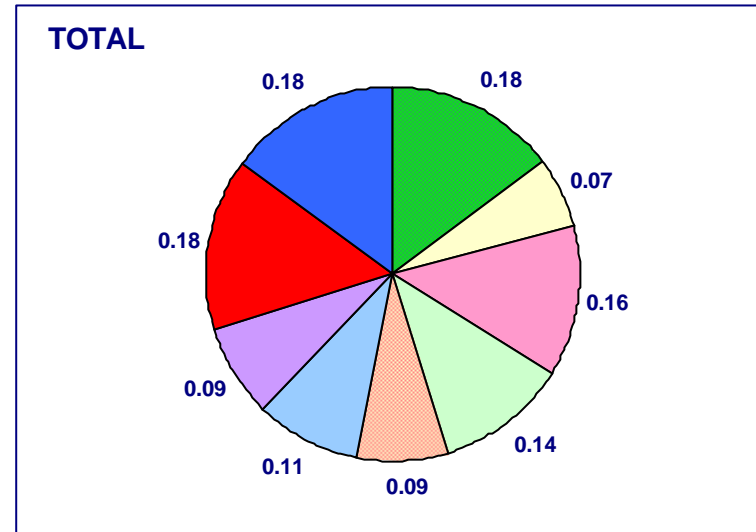
Further, it is very positive that across the State, all nine attributes have improved statistically significantly in comparison to 1998. This is also the case across the five groups with the following two exceptions:

□ Group One and Group Three

- The results for Traffic management with regards to both Group One and Group Two, peaked in 2000 and have subsequently declined, returning to the 1998 levels.

ANNUAL COMMUNITY SATISFACTION SURVEY 2002

RELATIVE PROPORTION OF SERVICES WHICH HAVE THE MOST IMPACT ON RESIDENT SATISFACTION



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 33% excellent or good), fell within the Key Improvement Area in all five years, and has been identified via Regression Analysis as one of the three major Derived Drivers of Satisfaction (see below).

Derived Drivers of Satisfaction

Regression Analysis has been run on the nine attributes. This helps to highlight the “sub-conscious” linkages between Overall Performance and the relative impact of the individual services that drive it (see chart **opposite**). The most important of the Derived Drivers were the same as in 2000 and 2001. 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 previous years, Metropolitan respondents tended to be more satisfied than their Country counterparts. In 2001, Country respondents were marginally more positive on Advocacy than Metropolitan respondents (a change from 2000). In 2002, Metropolitan respondents are once again more positive on this measure, viz:

- Overall performance (54% excellent or good for Metropolitan compared with 45% for Country).
- Advocacy (45% excellent or good compared with 43%)
- Local roads and footpaths (40% compared with 28%)
- Recreational facilities (64% compared with 53%)
- Waste management (67% compared with 56%).

There were however, three attributes where Country respondents were more satisfied, viz:

- Health and human services (67% for Country compared with 60% for Metropolitan)
- Appearance of public areas (62% compared with 58%)
- Traffic management and parking facilities (43% compared with 37%)

IMPROVEMENT PRIORITIES

The priorities for 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. The attributes and the issues pertaining to them are very similar to 2001, viz:

- **Statewide**
 - Local roads and footpaths
 - Issues mentioned for improvement include the need to improve, fix and repair uneven surface of footpaths, more frequent re-surfacing of roads, quicker response for repairs to roads, footpaths or gutters, the need to prune and trim trees and shrubs overhanging footpaths as well as to fix and improve unsafe sections of roads.
 - Economic development
 - As in 2001, there was a high proportion of respondents calling for better job creation programs and employment opportunities. Other issues included the need for more support and promotion for local businesses, and greater emphasis on economic development in general.

□ Metropolitan

Group One - Inner Melbourne Metropolitan

- Town planning policy and approvals
 - Respondents are seeking less high density dwellings, better planning policies, more regulation in heritage areas, more consultation with community, less residential sub-division and for councils to take better account of impact on neighbouring properties.
- Local roads and footpaths
 - Issues are the need for improved surface of footpaths, more frequent and better re-surfacing of roads and quicker response for repairs to roads, footpaths or gutters.

Group Two – Outer Melbourne Metropolitan

- Town planning policy and approvals
 - There is a need for better planning policies, more consultation with community and to take better account of environmental issues.
- Local roads and footpaths
 - Issues include the need for more frequent and better re-surfacing of roads, improved surface of footpaths, quicker response for repairs to roads, footpaths or gutters and more frequent and better slashing of roadside verges.
- Appearance of public areas
 - Respondents are looking for better maintenance of parks and gardens, more frequent street cleaning and more frequent slashing and mowing of public areas.
- Economic development
 - A large proportion of respondents who were seeking improvement felt that there is a need for more and better job creation programs and employment opportunities.

□ **Country**

Group Three - Large Rural Cities and Regional Centres

- Economic development
 - Need for more and better job creation programs and employment opportunities, to encourage more companies and industries to re-locate to the area as well as encouraging more tourism. It was also felt that there is not enough support for local businesses.
- Town planning policy and approvals
 - There is a need for better planning policies and consultation with community, while there is too little regulation in heritage areas.

Group Four – Large Rural Shires

- Economic development
 - There is a need for more and better job creation programs and employment opportunities and to encourage more tourism. Further, some respondents feel that there is not enough support for local businesses.
- Town planning policy and approvals
 - Better planning policies and more consultation with community are needed as well as taking into account environmental issues and being stronger in representing community opinion.

Group Five – Small Rural Shires

- Economic development
 - Need more and better job creation programs, employment opportunities and to encourage more tourism. Further, a greater emphasis on economic development in general is needed.
- Local roads and footpaths
 - More frequent, better re-surfacing of roads, more frequent grading, re-sheeting of unsealed roads and there is a need to improve the standard of unsealed roads.

SUMMARY CONCLUSIONS

In summary, the community's perception of council performance has improved dramatically since the survey began in 1998. While there was dramatic improvement for the Key Performance Indicators and across all nine attributes for the first three years (in particular from 1999 to 2000), there has been a slowing of the rate of improvement. The 2002 results tend to be stable in comparison to 2001 and 2000.

Nevertheless, there were still two attributes, Recreational facilities and Economic development, which have shown statistically significant improvement in comparison to 2001. No attributes have declined.

While the high standards continue to be maintained, the speed and degree of change is slowing. As stated in 2001, this is probably to be expected given the high degree of improvement shown in previous years and the probability that as councils continue to improve, community expectations are also likely to increase. As such, the stability of the perception of improvement to deterioration ratio indicates councils are maintaining performance while keeping up with community expectations.

As in previous survey years, Metropolitan respondents were generally more satisfied than Country respondents. In particular, overall performance, advocacy, local roads and footpaths, recreational facilities and waste management were all rated more positively by Metropolitan respondents. Nevertheless, there were a number of areas where Country councils achieved higher ratings than did Metropolitan councils. Those areas were health and human services, traffic management and parking facilities and appearance of public areas.

The rating of councils' Overall Performance has also been maintained in 2002. Just under half of the respondents rate their council's overall performance positively (48%) and this is considerably more positive than the 38% who felt this way in 1998.

For individual councils, it is also very pleasing to report that in terms of the Overall Performance Indicator, 75% have maintained the high standard achieved in 2001, while 13% have actually improved on this measure.

In summary, the overall Statewide results have begun to plateau. While there has been predominately positive change across individual councils, the overall results for the State are very stable in comparison to 2000 and 2001. Nevertheless, the improvement evident in comparison to 1998 is dramatic and has been maintained in 2002.

1.

INTRODUCTION

1.1 BACKGROUND

In 2002, the Local Government Division (LGD) commissioned Newton Wayman Chong (NWC) to conduct research into satisfaction of communities with their local government. The survey was previously conducted in 1998, 1999, 2000 and 2001. This year, 75 of the 78 local governments of Victoria chose to participate.

This research report reviews the findings for 2002 and compares them with the results of previous years 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 May 2002.

In 1998 the survey included business respondents in six (6) metropolitan local governments, in addition to the survey of residential respondents. This business component has not been included in the subsequent survey years.

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, 2001 or 2002.

- (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 Customer Service, Advocacy (representation on key local issues) and Overall Performance. In 2002, to gauge community satisfaction on how well councils communicate with their constituents, Community Engagement, was also included.
- (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 and 2002 viz:

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

To further enhance the survey instrument, two further additions were made in 2002, viz:

- (viii) An additional question regarding councils performance in engaging with the community;

Over the last 12 months, how would you rate the performance of ...
READ OUT COUNCIL’S NAME ... 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 ... ?

- (ix) Councils were given two options, viz:

- Option A**

The 2001 survey plus the additional KPI of Community Engagement.

- Option B**

The 2001 survey, plus the additional KPI of Community Engagement, plus asking “why do you say that?” when respondents rated any of the four KPIs as “needs improvement”.

Of the seventy-five participating councils 35 chose Option A and 40 chose Option B. For a listing of the councils which nominated each option see **Appendix C**.

2. METHODOLOGY

In 2002, there were a total of 26,285 interviews conducted across the 75 participating local government areas, with approximately 350 interviews conducted in each. In 2001 and 2002, the City of Moreland and the Shire of Surf Coast chose not to participate. The Shire of Nillumbik chose not to participate in 2002.

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 localities) with local governments and 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.

Two changes were made to the questionnaire for 2002, viz:

- There was an additional Key Performance Indicator, regarding Community Engagement.
- Respondents who felt that the councils' performance required improvement on the four Key Performance Indicators were asked "why do you say that?". Councils were given the option as to whether to take on this option. Forty of the seventy-five councils did so.

Interviewing was conducted from 29th of January to 22nd of March 2002. A profile of respondent characteristics is contained in **Appendix A** and a copy of both questionnaires (**Option A** and **Option B**) are 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 2002 - STATEWIDE RESULTS

KEY PERFORMANCE AREAS MEAN RESULTS FOR 2002 - COMPARED WITH 1998, 1999, 2000 AND 2001

	TOTAL					Significant Change						GROUP ONE					Significant Change						GROUP TWO					Significant Change					
	1998	1999	2000	2001	2002	98/99	99/00	00/01	01/02	98/02		1998	1999	2000	2001	2002	98/99	99/00	00/01	01/02	98/02		1998	1999	2000	2001	2002	98/99	99/00	00/01	01/02	98/02	
OVERALL PERFORMANCE	3.02	3.10	3.23	3.25	3.25						3.26	3.35	3.45	3.41	3.45						3.09	3.17	3.30	3.30	3.33								
ADVOCACY	2.90	2.97	3.18	3.23	3.21						2.98	3.10	3.28	3.23	3.26						2.96	3.07	3.22	3.24	3.24								
CUSTOMER CONTACT	3.49	3.53	3.68	3.68	3.67						3.50	3.58	3.65	3.66	3.66						3.51	3.58	3.68	3.68	3.66								
COMMUNITY ENGAGEMENT	NA	NA	NA	NA	2.97						NA	NA	NA	NA	3.06						NA	NA	NA	NA	3.06								

	GROUP THREE					Significant Change						GROUP FOUR					Significant Change						GROUP FIVE					Significant Change					
	1998	1999	2000	2001	2002	98/99	99/00	00/01	01/02	98/02		1998	1999	2000	2001	2002	98/99	99/00	00/01	01/02	98/02		1998	1999	2000	2001	2002	98/99	99/00	00/01	01/02	98/02	
OVERALL PERFORMANCE	3.08	3.23	3.38	3.34	3.33						2.78	2.85	2.98	3.07	3.04						2.92	2.96	3.10	3.16	3.15								
ADVOCACY	2.97	3.07	3.24	3.29	3.25						2.73	2.77	3.02	3.13	3.10						2.92	2.93	3.15	3.28	3.21								
CUSTOMER CONTACT	3.56	3.60	3.80	3.75	3.77						3.40	3.39	3.58	3.61	3.64						3.53	3.52	3.71	3.70	3.66								
COMMUNITY ENGAGEMENT	NA	NA	NA	NA	2.87						NA	NA	NA	NA	2.88						NA	NA	NA	NA	2.97								

* Please note: due to large sample sizes, statistical testing was conducted at the 99% confidence level

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 KEY PERFORMANCE INDICATORS

The table opposite shows the Mean results for each of the Key Performance Indicators over the five survey years. 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. Please note, Community Engagement is a new indicator for 2002 and therefore there is no such indication.

The overall Statewide results have begun to plateau. While there was significant positive change in previous years, the results for both Overall Performance and Advocacy are stable in comparison to 2001, and the result for Customer Contact is stable in comparison to both 2000 and 2001.

This stabilisation has also occurred across the five groups, with the exception of Advocacy in Group Five, which has deteriorated statistically significantly in comparison to 2001. However, it is a positive result that in comparison to 1998, all results have improved statistically significantly, for the Total and across the five groups.

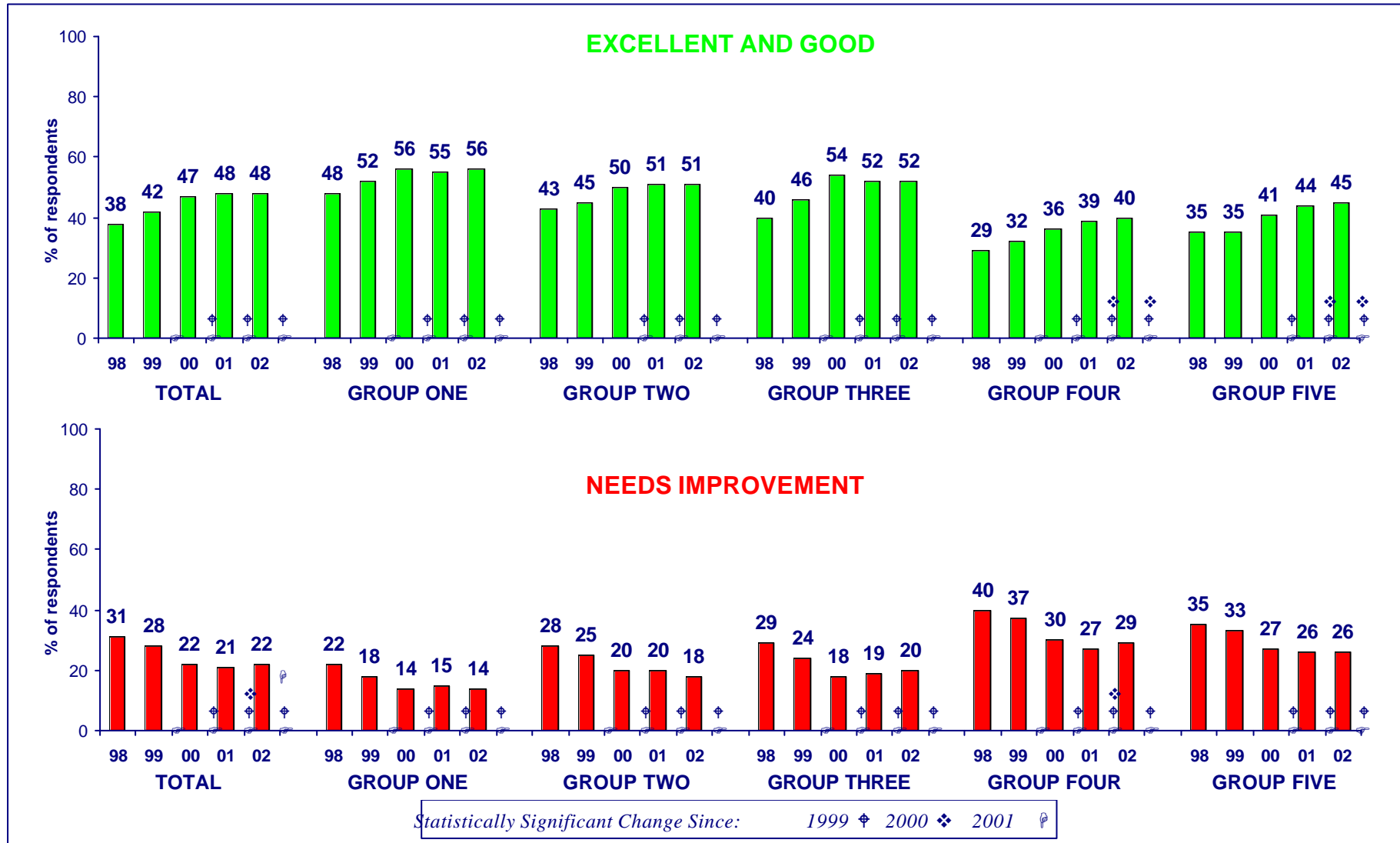
The key issue for the future will be to ensure that performance on these KPIs does not deteriorate due to complacency or local governments not keeping pace with increasing community expectations.

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

ANNUAL COMMUNITY SATISFACTION SURVEY 2002 - STATEWIDE RESULTS

KEY PERFORMANCE INDICATORS FOR 2002 - COMPARED WITH 1998, 1999, 2000 & 2001

- OVERALL PERFORMANCE -



3.1.1 OVERALL PERFORMANCE

The chart **opposite** shows the “excellent and good” and “needs improvement” results for Overall Performance for 2002, across the five years (1998 to 2002).

It is a positive result that on average, most people rate their councils’ Overall Performance as better than “adequate” (3.25). In comparison to the Total results, Group One, Group Two and Group Three achieved significantly higher results. In contrast, Group Four and Group Five attracted less positive results that were only just above an average rating of adequate.

Just under half of the respondents (48%) felt their councils’ Overall Performance was “excellent and good”. While the result is stable in comparison to 2001, it should be noted that it is a dramatic positive change in comparison to 1998 when only 38% rated their council as satisfactory. The Metropolitan respondents (Group One and Two) and those in Regional Cities (Group Three) were the most positive (56%, 51% and 52% respectively). There have been no statistically significant changes in comparison to 2001.

One fifth of respondents (22%) felt that their councils’ Overall Performance was in need of improvement. This was a marginal, but significant decline on the result in 2001 (21%). Nevertheless, in comparison to 1998, this is quite a dramatic positive change (31% in 1998). Approximately one quarter of Group Four and Group Five respondents felt this way. The negative change noticed in the Total results have been driven by marginal increases in the “needs improvement” results within groups Three, Four and Five, however it should be noted that the changes within the groups themselves were not statistically significant.

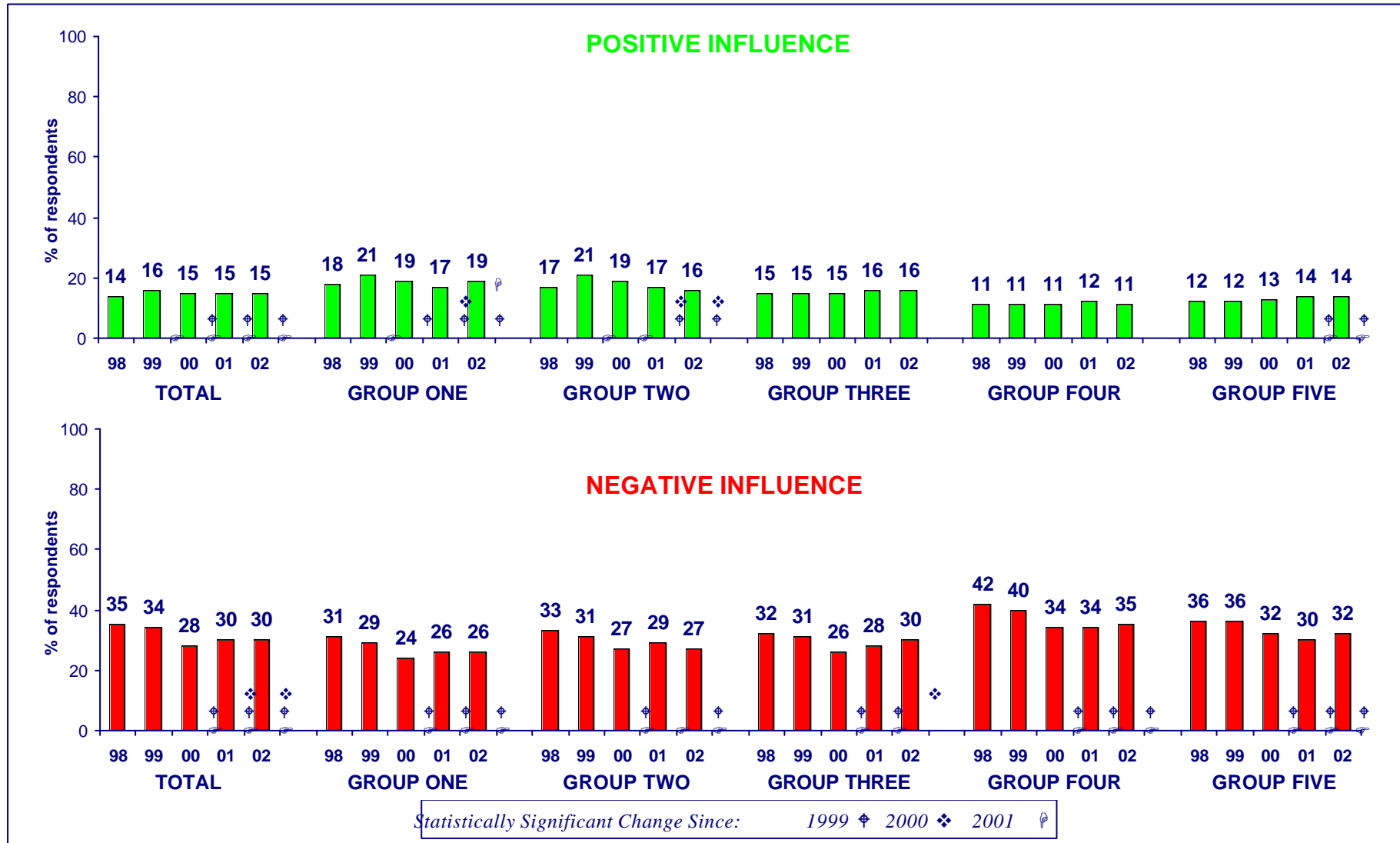
The **sub-groups** which were significantly different to the Total continue to be the similar to those of past years. In terms of the “excellent and good” ratings, sub-groups which were more likely to rate their councils’ Overall Performance positively were:

- Aged 18-34 years (58%)
- Renting (58%)

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 (25% needs improvement)

ANNUAL COMMUNITY SATISFACTION SURVEY 2002 - STATEWIDE RESULTS
KEY PERFORMANCE INDICATORS FOR 2002 - COMPARED WITH 1998, 1999, 2000 & 2001
- ISSUES STRONGLY INFLUENCED ASSESSMENT OF OVERALL PERFORMANCE -



A comparison has also been made between Metropolitan and Country results (ie combined Groups One and Two in comparison with the combined results of Groups Three, Four and Five). The charts detailing these results are shown in **Appendix E**. As in previous years, the Metropolitan respondents were more satisfied with their council's Overall Performance than were the Country respondents (54% "excellent and good" compared with only 45% for Country). There has been no statistically significant change in these results in comparison to 2001.

Issues Which Influenced Assessment Of Overall Performance

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

Overall, most people said that there was "no influence" (Mean 1.85), with 2.00 being the "no influence" point. However it should be noted that there was a marginal leaning towards "negative influence" overall. This was most pronounced in Group Four (1.76).

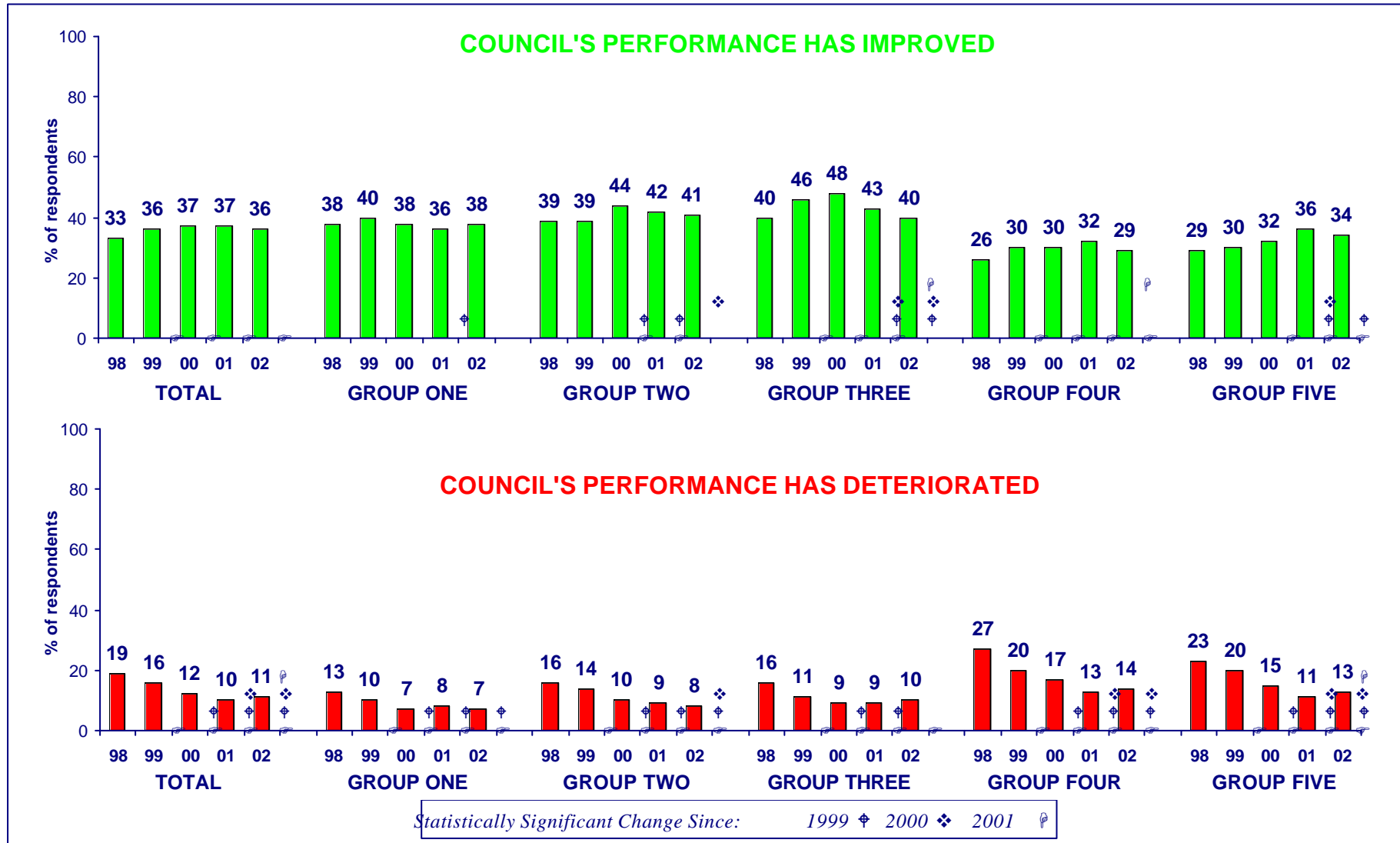
Results for this question have remained fairly stable across the five years. One in seven (15%) said that there had been something which had influenced them "positively" while approximately one third (30%) claim to have been influenced "negatively". The remainder (55%) said there had been "no influence".

In terms of those who had something which influenced them "positively" only the results of Group One have changed statistically significantly in comparison to 2001 (now 19% compared with 17% last year). There has been some volatility within this group, with the results this year returning to the 2000 levels, but still statistically significantly lower than in 1999.

Sub-groups who were more likely than the Total to feel that they had "positively influenced" in their assessment were:

- Aged 18-34 years (18% "positively influenced")
- Renting (18%)

ANNUAL COMMUNITY SATISFACTION SURVEY 2002 - STATEWIDE RESULTS
KEY PERFORMANCE INDICATORS FOR 2002 - COMPARED WITH 1998, 1999, 2000 & 2001
- DIRECTION OF CHANGE IN OVERALL PERFORMANCE -



The **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 the same groups as in 2001, viz:

- Farming households (36% “negatively influenced”)
- Aged 35-49 years (34%)
- Aged 50-64 years (33%)
- Males (32%)
- Home owners (32%)

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

- Aged 65 years plus (61% “no influence”)
- Renting (60%)

3.1.2 DIRECTION OF CHANGE

Respondents were asked if they believe that the council’s service has Improved, Deteriorated or Stayed the same. The proportion of “improved” and “deteriorated” results for the five survey years are detailed in the chart **opposite**.

It is a positive result that on average most people leaned towards feeling that their council’s performance had “improved” (2.25). Group One, Two and Three achieved results significantly higher than the Total, while Groups Four and Five were less so (but still slightly positive).

The overall positive direction for change in performance is particularly pleasing, given the strong increase in all performance ratings over the past five years. While other KPIs have stabilised, this measure of continuous improvement has not declined. This indicates that the performance of local governments in Victoria is at least keeping pace with community expectations.

One third of respondents (36%) continue to feel that their council has “improved” over the past twelve months.

This positive result is further emphasised by the low levels of respondents who have perceived “deterioration” over the past twelve months. Although the result of 11% is marginally (but statistically significantly) higher than the 2001 result of only 10%, it still compares favourably with the 19% who felt this way in 1998.

It should also be noted that the three to one ratio of residents noting “improvement” compared with those noticing “deterioration” has remained effectively constant over the past three years and compares favourably with the two to one ratio which was apparent in the 1998 and 1999 surveys.

In terms of change within the groups, both Group Three and Group Four have shown a significantly lower proportion of respondents claiming that they have seen “improvements” over the past twelve months (40% for Group Three and only 29% for Group Four – a decline of 3% in both cases). Respondents in Group Five were statistically significantly more likely this year to say they have seen “deterioration” (13% compared with 11% in 2001).

Sub-groups that were statistically significantly more positive than the Total to say they have seen “improvement” are the same as in 2000 and 2001. They were:

- Renting (44% Improved)
- Aged 18-34 years (42%)
- Females (38%)

Likewise, the sub-groups who were more likely to say they have seen “deterioration” were also the same as those in 2000 and 2001, viz:

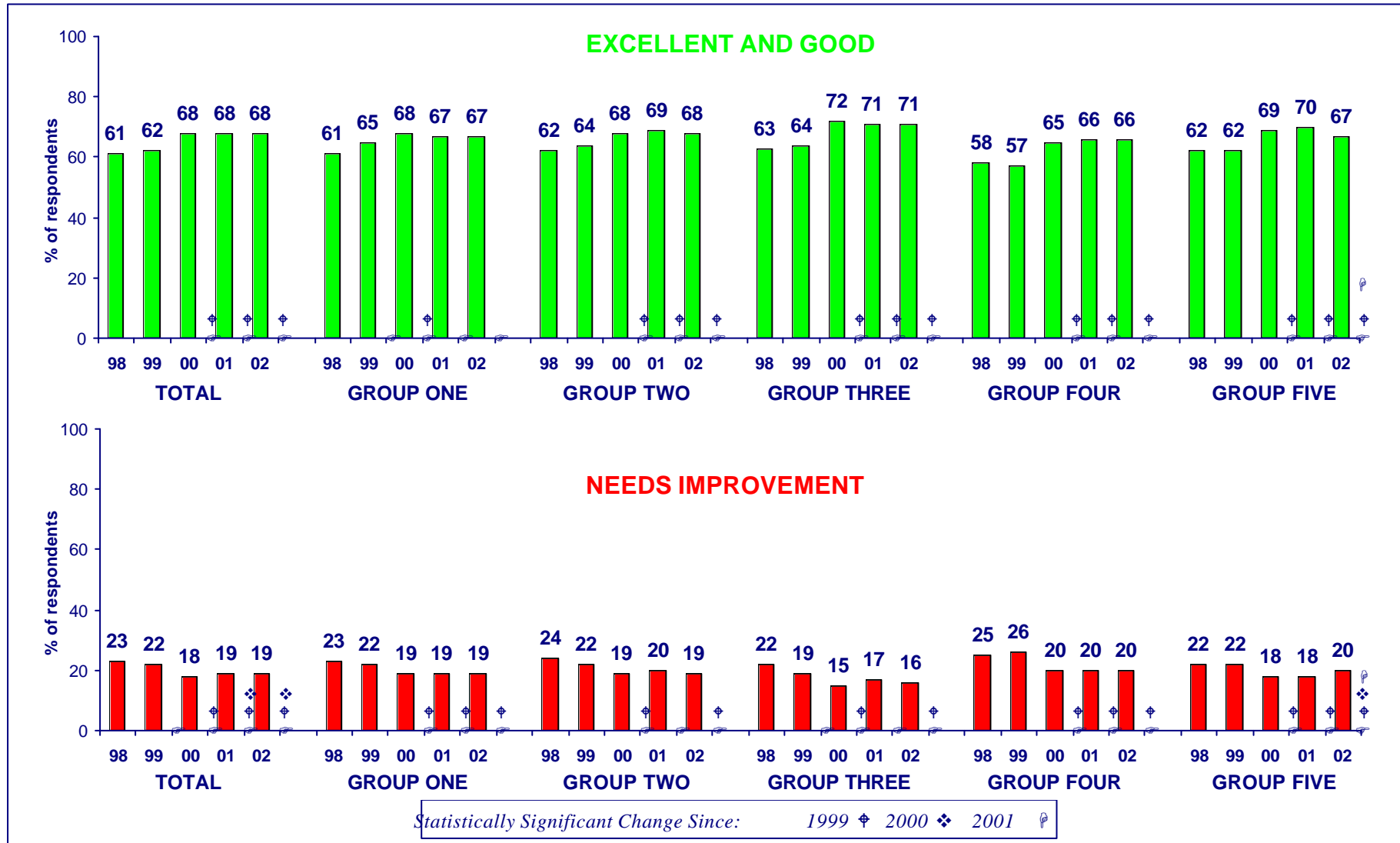
- Farming households (14% Deteriorated)
- Aged 50-64 years (12%)
- Males (12%)

Four in ten Metropolitan respondents feel that their council have “improved” (39%) which is the same result as in 2001. However, only 7% this year feel they have seen “deterioration” and this is statistically significantly more positive than the 9% who felt this way last year. In contrast, the proportion of Country respondents who rated their council as having “improved” has declined significantly since last year (down 2% to 34%) and the proportion who have seen “deterioration” has increased by 2% (now 13%).

ANNUAL COMMUNITY SATISFACTION SURVEY 2002 - STATEWIDE RESULTS

KEY PERFORMANCE INDICATORS FOR 2002 - COMPARED WITH 1998, 1999, 2000 & 2001

- CUSTOMER CONTACT -



3.1.3 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 over the five survey years.

On average, most respondents feel that their council's performance on Customer Contact was just below "good" (3.67). The results were similar across the five groups with the exception of Group Three, which showed a statistically significantly more positive result (3.77).

The proportions of respondents who rated their council's performance as "excellent and good" has remained stable in comparison to both 2000 and 2001 (68%). One fifth (19%) felt that it "needs improvement" which is the same as in 2001 and significantly higher than in 2000 (18%).

In terms of change in comparison to 2001 within the Groups, Group Five has a significantly lower proportion of respondents rating their contact as "excellent and good" (down 3% to 67%) and 2% more respondents rating it as "needs improvement" (20%).

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

- Aged 65 years plus (72% "excellent and good")
- Renting (72%)
- Females (69%)

As in the previous two years there was no significant difference between the Metropolitan and the Country results (67% "excellent and good" for Metropolitan and 68% for Country).

Experienced Customer Contact

The proportions of respondents who have contacted their council in the past twelve months have remained stable in comparison to 2001 (55%) (see chart **overleaf**). Councils within Group Five were more likely than other groups to have had respondents contact them (59%).

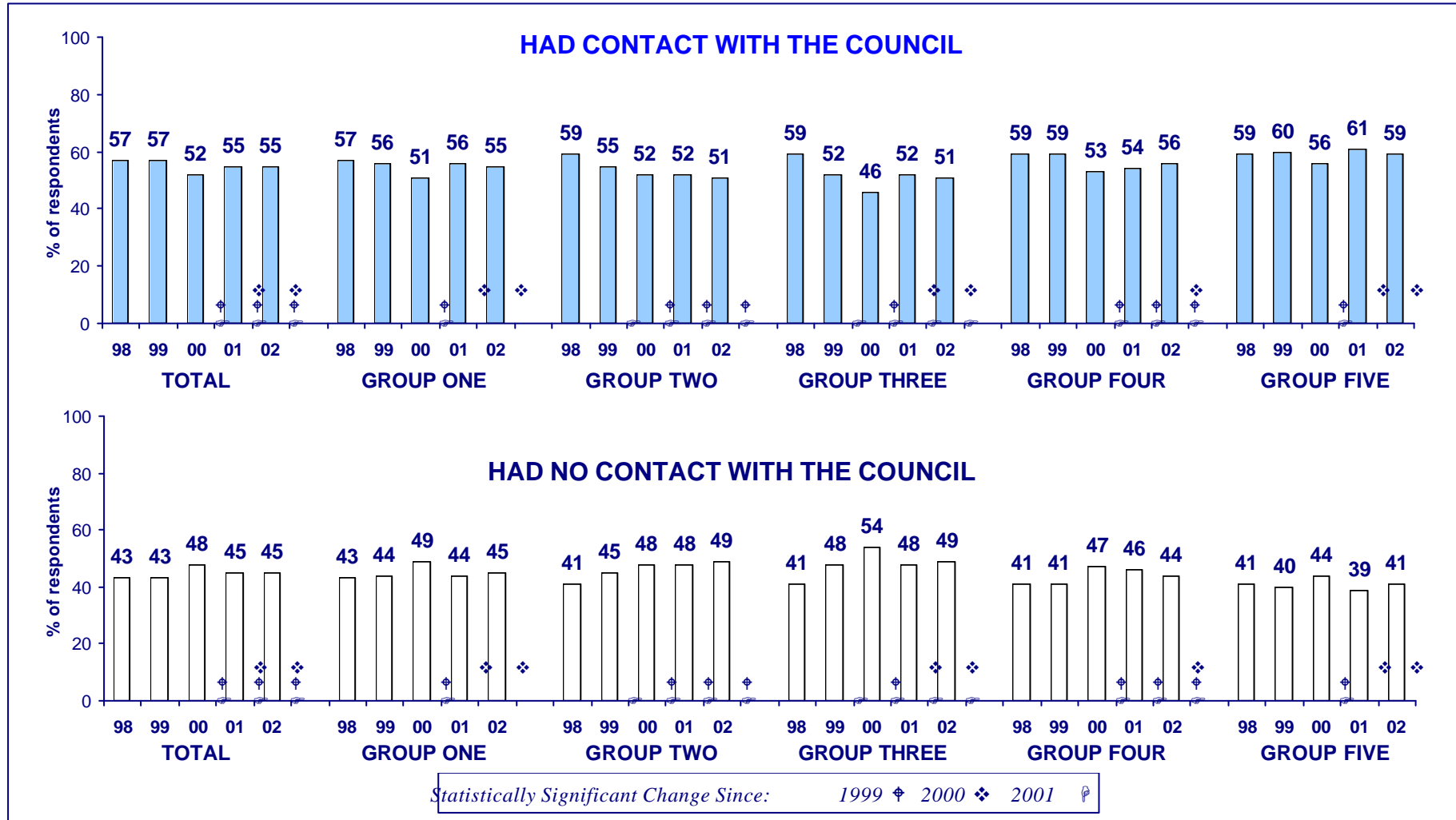
Sub-groups who were statistically significantly more likely to make contact were:

- Farming households (61% "contacted the council")
- Aged 35-49 years (60%)
- Home owners (57%)

ANNUAL COMMUNITY SATISFACTION SURVEY 2002 - STATEWIDE RESULTS

KEY PERFORMANCE INDICATORS FOR 2002 - COMPARED WITH 1998, 1999, 2000 & 2001

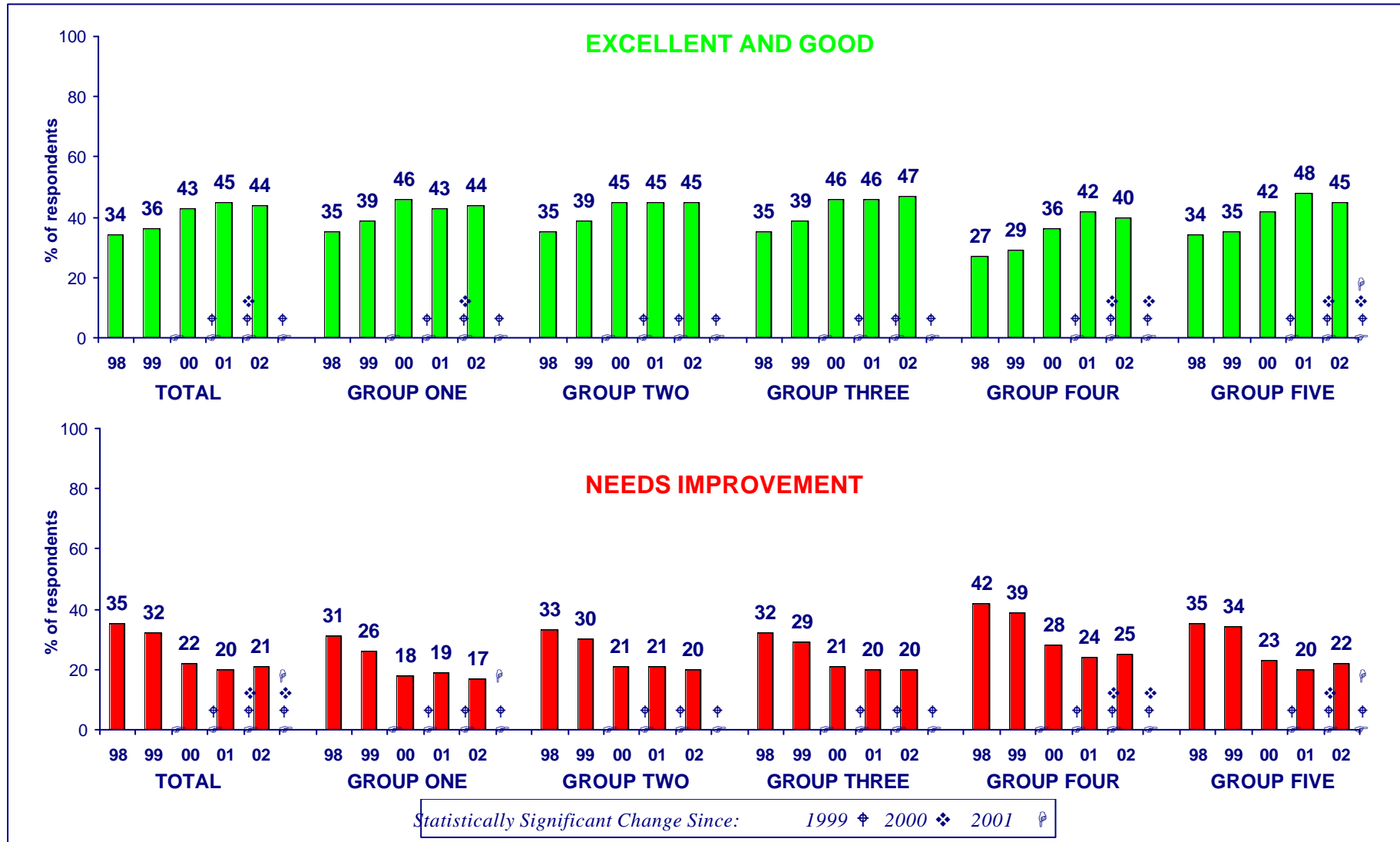
- EXPERIENCED CUSTOMER CONTACT -



ANNUAL COMMUNITY SATISFACTION SURVEY 2002 - STATEWIDE RESULTS

KEY PERFORMANCE INDICATORS FOR 2002 - COMPARED WITH 1998, 1999, 2000 & 2001

- ADVOCACY -



3.1.4 ADVOCACY: REPRESENTING THE COMMUNITY'S INTERESTS

The chart **opposite** shows “excellent and good” and “needs improvement” ratings across the five survey years. On average, most people felt that their council’s performance was “adequate” (3.21), with Group One respondents being the most satisfied (3.26). Respondents in Group Four showed the least satisfactory results (3.10).

Results for Advocacy have also stabilised with 44% this year rating their council’s performance as “excellent and good”, however there was a marginal (but significant) increase in the proportion who felt there was room for improvement (up 1% to 21%).

In comparison to 2001, it is positive that Group One has a significantly lower proportion of respondents who feel there is room for improvement (down 2% to 17%). In contrast, Group Five has shown a decline with only 45% rating Advocacy as “excellent and good” (down 3%) and 22% feeling there is room for improvement (up 2%).

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

- Renting (51% “excellent and good”)
- Aged 65 years plus (49%)
- Aged 18-34 years (48%)

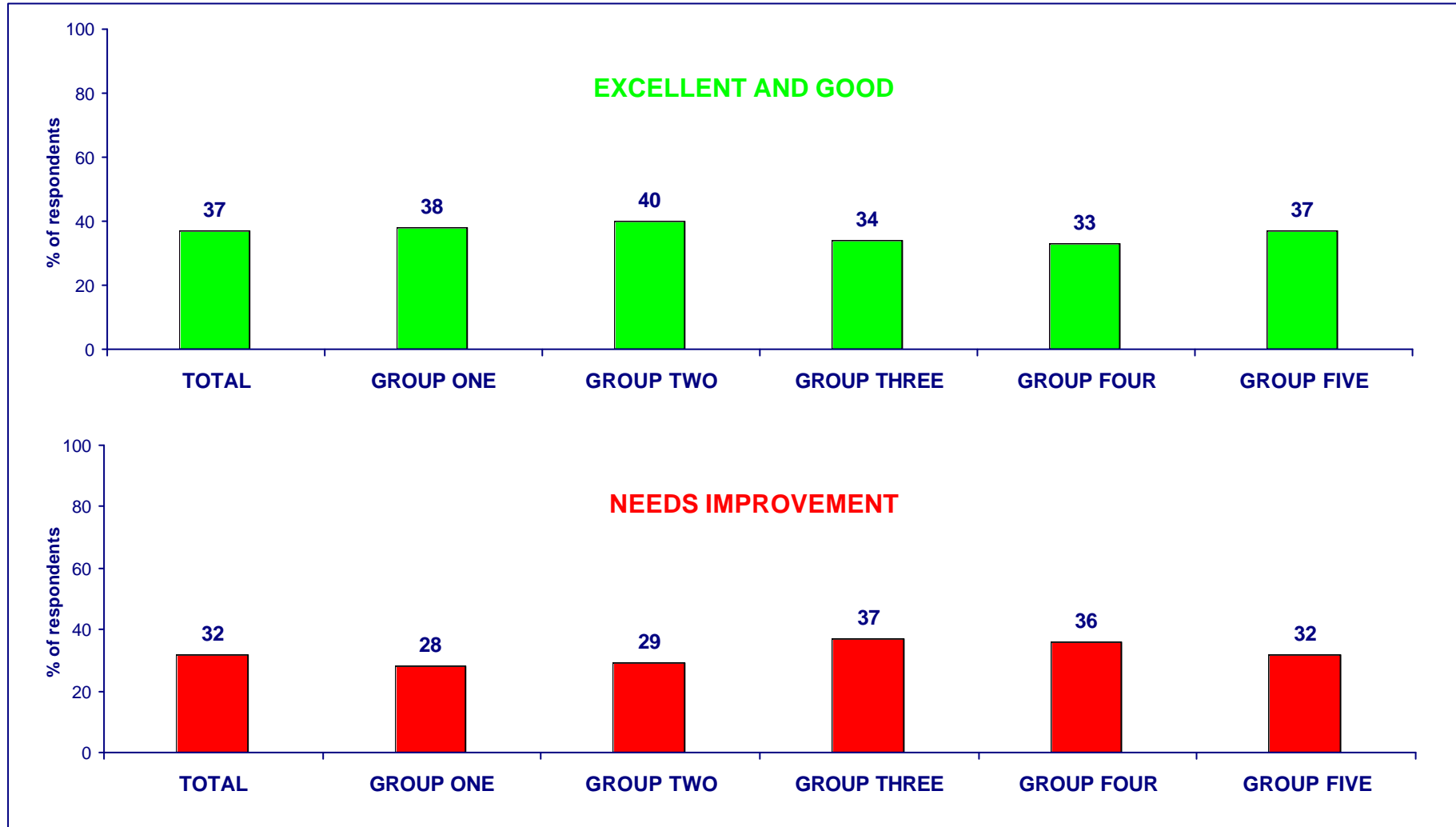
Sub-groups who were more likely to be seeking improvement were:

- Aged 50-64 years (24% “needs improvement”)
- Aged 34-49 years (23%)

There has been some volatility in terms of the differences between Metropolitan and Country results on this dimension. Metropolitan respondents have been more satisfied than their Country counterparts in 1998, 1999, 2000 and again in 2002. The results for 2001 were an exception, with Country respondents being more satisfied.

The 2002 “excellent and good” results for Metropolitan respondents are similar to 2001 (45% compared with 44% last year), however the “needs improvement” results have shown a significant improvement (18% compared with 20% in 2001). In contrast, Country respondents are now significantly less likely to rate their council’s performance as “excellent and good” (43% down 3% on 2001) while there is a marginally higher level of “needs improvement” ratings (22% up 1% on 2001). It should be noted that the latter change was not statistically significant.

ANNUAL COMMUNITY SATISFACTION SURVEY 2002 - STATEWIDE RESULTS
KEY PERFORMANCE INDICATORS FOR 2002
- COMMUNITY ENGAGEMENT* -



* New Indicator for 2002

3.1.5 COMMUNITY ENGAGEMENT

In 2002, a new Key Performance Indicator question was included, viz:

Over the last 12 months, how would you rate the performance of ...
READ OUT COUNCIL'S NAME ... 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 ... ?

The chart **opposite** shows the 2002 results for the “excellent and good” and “needs improvement” ratings. On average, most people felt their council’s performance on Community Engagement was just “adequate” (2.97). While Group One and Group Two showed statistically significantly more positive results (both 3.06), Group Three and Group Four were statistically significant less positive (2.87 and 2.88 respectively).

Only just over a third of respondents (37%) rated their council’s performance on this measure as “excellent and good”. Almost as many (32%) felt that there was room for improvement. This is the lowest result across the four Key Performance Indicators and indicates that there is substantial scope for council’s to increase their constituent’s satisfaction on this dimension.

Sub-groups who were statistically significantly more positive than the Total were:

- Renting (43% “excellent and good”)
- Aged 18-34 years (41%)
- Aged 65 years plus (41%)

Those Aged 35-49 years were the most likely to feel there was room for improvement (36% “needs improvement”)

3.1.6 REASONS FOR “NEEDS IMPROVEMENT” RATINGS

A further enhancement on the 2002 survey was the option for councils to gather additional information about the four Key Performance Indicators which identified the key reasons residents were seeking improvement for each of the four Key Performance Indicators (ie Customer Service, Advocacy, Overall Performance and Community Engagement).

Councils were given the choice as to whether they would participate in gathering the additional information about the four Key Performance Indicators (**Option B**) and forty of the seventy-five participating councils chose to do so. These councils were predominately Metropolitan councils, viz:

	TOTAL	Option A	Option B
TOTAL	75	35	40
Metropolitan	29	7	22
Group One	16	5	11
Group Two	13	2	11
Country	46	24	18
Group Three	11	4	7
Group Four	15	9	6
Group Five	20	11	5

The Key Performance Indicator which attracted the most comments was the new indicator, Community Engagement with 28% of the Total (see table **below**). One quarter of the Metropolitan respondents made comment (24% for both Group One and Group Two) compared with one third for each of the Country groups (34% for Group Three and 32% for both Group Four and Five).

	TOTAL N=14,028 %	Group One N=3869 %	Group Two N=3854 %	Group Three N=2,453 %	Group Four N=2,102 %	Group Five N=1,750 %
Community Engagement	28	24	24	34	32	32
Overall Performance	19	14	17	21	26	26
Advocacy	14	11	13	17	19	19
Customer Contact	10	10	10	8	11	13

Approximately one fifth in Total made a response with regards to Overall Performance (19%) and again the proportions were significantly higher amongst Group Four and Group Five (both 26%). There were 14% of respondents who made “improvement” comments about Advocacy, and the Country groups again showed significantly higher response rates (17% for Group Three and 19% for both Group Four and Group Five).

Just one tenth (10%) of respondents nominated reasons for feeling Customer Contact required improvement. Group Three showed significantly lower results (only 8%) while Group Five showed significantly higher results (13%).

ANNUAL COMMUNITY SATISFACTION SURVEY 2002 - STATEWIDE RESULTS

REASONS "NEEDS IMPROVEMENT"

- OVERALL PERFORMANCE -

	N= TOTAL 2696 %	GROUP ONE 526 %	GROUP TWO 650 %	GROUP THREE 505 %	GROUP FOUR 552 %	GROUP FIVE 463 %
ISSUES ATTRACTING HIGH LEVELS OF FEEDBACK						
☞ Local roads and footpaths	17	14	18	11	20	22
ISSUES ATTRACTING MODERATE LEVELS OF FEEDBACK						
☞ Communicating/leading discussion with community	12	10	9	17	11	14
☞ Town planning policy and approvals	12	16	13	7	13	9
☞ Favour certain areas in Shire/local government area over others	11	5	7	11	15	20
☞ Decline in standard of service generally provided by council	11	11	14	8	12	8
☞ Appearance of public areas	11	15	17	6	7	6
☞ Council too focussed on internal politics	10	7	9	18	13	5
☞ Traffic management and parking facilities	8	15	12	7	5	2
☞ Customer contact	8	8	7	7	9	10
☞ Economic development	7	3	7	13	6	7
☞ Recreational facilities	7	7	6	4	11	7
ISSUES ATTRACTING LOW LEVELS OF FEEDBACK						
☞ Waste management	5	8	6	2	4	4
☞ Enforcement of By laws	4	6	7	2	4	3
☞ Rates are not giving value for money	4	5	2	2	4	9
☞ Service not as good as other councils	4	5	4	2	5	4
☞ Health and human services	3	5	5	2	1	3
☞ Waste/spend too much money	3	2	2	5	2	4
☞ More resources/better handling of environmental issues	1	2	1	1	1	2
☞ Advocacy - representation to other levels of govt	1	2	1	1	2	2
OTHER ISSUES						
☞ No specific reason/just don't do anything particularly well	7	7	5	8	10	6
☞ OTHER	14	13	14	17	12	16

□ Overall Performance

The table **opposite** shows the reasons nominated by respondents as to why they felt that Overall Performance needed improvement. The numbers highlighted are where the results are statistically significantly different to the Total (with red indicating the result is significantly higher than the Total and green indicating a significantly lower result).

In Total, there were 2,696 respondents who gave a reason for rating Overall Performance as “needs improvement”, with “local roads and footpaths” attracting the most mentions (17%). Group Three respondents were statistically significantly less likely to mention this (11%).

Approximately one tenth (12%) felt that their council should improve in terms of “communicating and leading discussion with the community” and for “town planning policy and approvals”. Group Three results were statistically significantly different to the Total with regards to both of these reasons, with significantly more respondents mentioning the former (17%) and less mentioning the latter (7%).

Group Five respondents were much more likely than others to feel that their councils “favour certain areas in the shire/local government area over others” with 20% of them feeling this way. This was a significantly higher proportion than the Total (11%).

While 11% felt that there is a “decline in standard of service generally provided by the council” a further 11% wanted improvement on the “appearance of public areas”. Group Two respondents were most likely to mention the latter (17%), followed by those Aged 18-34 years (16%).

One tenth felt that “council is too focussed on internal politics” (10%) and Group Three respondents were significantly more likely to mention this (18%). “Traffic management and parking facilities” were significantly more likely to be mentioned by the Metropolitan respondents (15% for Group One and 12% for Group Two) compared with only 8% for the Total. A further 8% mentioned “customer contact” and 7% “economic development”. The latter was most likely to be mentioned by Group Three respondents. Finally, 7% were seeking improvement on “recreational facilities” and 11% of Group Four respondents felt this way.

ANNUAL COMMUNITY SATISFACTION SURVEY 2002 - STATEWIDE RESULTS

REASONS "NEEDS IMPROVEMENT"

- ADVOCACY -

	N= TOTAL 2030 %	GROUP ONE 410 %	GROUP TWO 490 %	GROUP THREE 414 %	GROUP FOUR 389 %	GROUP FIVE 327 %
ISSUES ATTRACTING HIGH LEVELS OF FEEDBACK						
☞ Don't represent the interests of the community	31	32	32	26	36	29
☞ Not sure what the council does/don't communicate effectively	25	30	31	21	24	17
☞ Council does not make sufficient effort	24	25	24	21	27	26
☞ Council doesn't have much influence or impact	17	18	16	17	16	17
ISSUES ATTRACTING MODERATE LEVELS OF FEEDBACK						
☞ Council is more interested in politics than community interests	12	10	14	15	12	8
☞ Council represents some areas/services/interests but neglect others	11	4	11	13	10	21
☞ Don't consult to gauge community views	10	7	11	14	12	7
OTHER ISSUES						
☞ OTHER	11	12	10	11	12	8

□ **Advocacy**

Overall, 2,030 respondents made a comment regarding why they felt council's performance on Advocacy needed improvement (see table **opposite**).

One third (31%) felt that their council "don't represent the interests of the community" and farming households were the most likely to feel this way (38%). One quarter said that they are "not sure what the council does because they don't communicate effectively" (25%) and while Group Two respondents were more likely than others to mention this (31%), Group Five respondents were significantly less likely to mention it (only 17%). A further quarter (24%) felt that "council does not make sufficient effort" and older respondents (Aged 65 years plus) were more likely than others to feel this way (29%). Just under one fifth (17%) feel that the "council doesn't have much influence or impact".

Overall, 12% feel that "council is more interested in politics than community interests" and once again, Group Five respondents were much more likely than others to feel that their "council represents some areas, services, interests but neglect others" with 21% feeling this way compared with only 11% for the Total.

□ **Customer Contact**

There were 1,443 respondents who gave a reason as to their negative rating on Customer Contact (see table **overleaf**). The results are evenly distributed across the five groups, with none standing out as statistically significantly different to the Total.

One third of respondents (34%) felt that the council was "not interested in helping, didn't take an interest", and 31% felt that they "took too long to respond". A similar proportion (29%) mentioned a "lack of follow up" while a fifth felt that the "issue was not resolved in a satisfactory manner" (19%) and that there was an "impolite, rude manner, tone" (18%).

Respondents who Rent were more likely than others to feel that the council employee was "not interested in helping, didn't take an interest" (39%) and that there was an "impolite, rude manner, tone" (22%).

ANNUAL COMMUNITY SATISFACTION SURVEY 2002 - STATEWIDE RESULTS

REASONS "NEEDS IMPROVEMENT"

- CUSTOMER CONTACT -

N=	TOTAL	GROUP ONE	GROUP TWO	GROUP THREE	GROUP FOUR	GROUP FIVE
	1443	406	381	202	224	230
	%	%	%	%	%	%
ISSUES ATTRACTING HIGH LEVELS OF FEEDBACK						
☞ Not interested in helping/didn't take an interest	34	38	33	32	31	32
☞ Took too long to respond	31	30	34	35	29	28
☞ Lack of follow up	29	27	28	30	33	32
☞ Issue not resolved in a satisfactory manner	19	19	21	13	23	16
☞ Impolite/rude manner/tone	18	17	15	21	17	19
ISSUES ATTRACTING MODERATE LEVELS OF FEEDBACK						
☞ Not knowledgeable	14	17	14	14	11	11
ISSUES ATTRACTING LOW LEVELS OF FEEDBACK						
☞ Did not achieve outcome I wanted	5	4	7	7	4	3
OTHER ISSUES						
☞ OTHER	8	10	11	5	5	7

ANNUAL COMMUNITY SATISFACTION SURVEY 2002 - STATEWIDE RESULTS

REASONS "NEEDS IMPROVEMENT"

- COMMUNITY ENGAGEMENT -

	N= TOTAL 3934 %	GROUP ONE 945 %	GROUP TWO 932 %	GROUP THREE 838 %	GROUP FOUR 667 %	GROUP FIVE 552 %
ISSUES ATTRACTING HIGH LEVELS OF FEEDBACK						
☞ Don't consult sufficiently/effectively	59	70	57	62	56	44
☞ Need to keep community better informed/communicate more	24	16	30	20	23	36
ISSUES ATTRACTING MODERATE LEVELS OF FEEDBACK						
☞ Don't listen to the community	14	4	13	15	17	26
☞ Should consult more with the community/use consultants less	12	5	13	15	13	16
☞ Don't take a role in leading discussion	8	11	7	7	9	8
☞ Only pay lip service to issues	8	7	8	8	9	7
ISSUES ATTRACTING LOW LEVELS OF FEEDBACK						
☞ Inconsistent/pick and choose which issues it leads discussion on	5	4	4	6	7	4
☞ Only talk to the same people	5	4	4	7	7	4
OTHER ISSUES						
☞ OTHER	9	10	7	11	9	8

□ **Community Engagement**

The table **opposite** details the results for Community Engagement. In all, 3,934 respondents gave a reason why they felt their council needed to improve in this area.

It is of some concern that the majority of them (59%) felt that their council “don't consult sufficiently, effectively” and 70% of Group One respondents felt this way. There were also 24% who felt that their council “need to keep community better informed, communicate more” and Group Five respondents were the most likely to mention this (36%) followed by those from Group Two (30%). Younger people (Aged 18-34 years) were also more likely than the Total to mention this (29%).

Just over one tenth said that their council “don't listen to the community” (14%) and one quarter of Group Five respondents felt this way (26%). Farming households were also more likely than others to mention this (25%). A further 12% felt that their council “should consult more with the community and use consultants less” while 8% feel that they “don't take a role in leading discussion” and that they “only pay lip service to issues”.

ANNUAL COMMUNITY SATISFACTION SURVEY 2002 - STATEWIDE RESULTS

KEY SERVICE AREAS MEAN RESULTS FOR 2002 - COMPARED WITH 1998, 1999, 2000 AND 2001

	TOTAL					Significant Change						GROUP ONE					Significant Change						GROUP TWO					Significant Change				
	1998	1999	2000	2001	2002	98/99	99/00	00/01	01/02	98/02		1998	1999	2000	2001	2002	98/99	99/00	00/01	01/02	98/02		1998	1999	2000	2001	2002	98/99	99/00	00/01	01/02	98/02
	Health and human services	3.32	3.41	3.65	3.65	3.67							3.25	3.38	3.53	3.57	3.58							3.19	3.34	3.58	3.52	3.54				
Waste management	3.26	3.32	3.41	3.48	3.50						3.64	3.68	3.71	3.71	3.75						3.40	3.52	3.60	3.63	3.59							
Appearance of public areas	3.21	3.27	3.44	3.47	3.48						3.25	3.34	3.44	3.44	3.47						3.06	3.10	3.31	3.32	3.30							
Recreational facilities	3.19	3.24	3.40	3.40	3.44						3.43	3.48	3.66	3.67	3.68						3.16	3.21	3.43	3.45	3.51							
Enforcement of By laws	3.02	3.07	3.24	3.24	3.22						3.05	3.09	3.21	3.20	3.21						2.99	3.08	3.19	3.21	3.18							
Town planning policy and approvals	2.80	2.85	3.02	3.07	3.05						2.75	2.76	2.87	2.90	2.94						2.85	2.92	3.09	3.09	3.15							
Traffic management and parking facilities	2.94	2.99	3.07	3.03	3.02						2.88	2.94	2.97	2.95	2.90						2.82	2.89	2.97	2.95	2.96							
Economic development	2.62	2.76	2.86	2.88	2.96						2.86	2.98	3.06	3.02	3.08						2.68	2.86	2.92	2.96	3.00							
Local roads and footpaths	2.63	2.66	2.75	2.77	2.75						2.98	3.03	3.12	3.12	3.13						2.69	2.72	2.89	2.86	2.86							

	GROUP THREE					Significant Change						GROUP FOUR					Significant Change						GROUP FIVE					Significant Change				
	1998	1999	2000	2001	2002	98/99	99/00	00/01	01/02	98/02		1998	1999	2000	2001	2002	98/99	99/00	00/01	01/02	98/02		1998	1999	2000	2001	2002	98/99	99/00	00/01	01/02	98/02
	Health and human services	3.31	3.42	3.69	3.64	3.70							3.30	3.39	3.68	3.67	3.70							3.45	3.49	3.73	3.76	3.75				
Waste management	3.36	3.44	3.60	3.64	3.66						3.02	3.03	3.12	3.23	3.28						2.93	3.00	3.13	3.29	3.32							
Appearance of public areas	3.43	3.51	3.71	3.73	3.70						3.15	3.18	3.36	3.42	3.46						3.20	3.27	3.45	3.50	3.51							
Recreational facilities	3.30	3.36	3.53	3.52	3.60						2.99	3.06	3.16	3.20	3.23						3.08	3.13	3.29	3.25	3.28							
Enforcement of By Laws	3.08	3.16	3.36	3.34	3.30						2.94	2.98	3.20	3.21	3.17						3.06	3.08	3.28	3.27	3.24							
Town planning policy and approvals	2.89	2.99	3.16	3.20	3.11						2.69	2.75	2.95	3.01	2.95						2.85	2.88	3.09	3.16	3.12							
Traffic management and parking facilities	2.85	2.92	3.07	2.96	2.84						2.99	3.02	3.04	3.07	3.08						3.08	3.11	3.26	3.18	3.21							
Economic development	2.67	2.89	3.00	2.90	3.05						2.44	2.58	2.66	2.70	2.82						2.51	2.61	2.75	2.88	2.91							
Local roads and footpaths	2.74	2.76	2.88	2.95	2.89						2.38	2.36	2.43	2.51	2.46						2.43	2.46	2.52	2.53	2.53							

* Please note: due to large sample sizes, statistical testing was conducted at the 99% confidence level

3.2 PERFORMANCE ON KEY SERVICE AREAS

The table **opposite** shows the Mean results for each of the Performance Areas over the five 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 2001, there were two attributes which have shown statistically significant positive change. They were:

- Recreational facilities
- Economic development

In comparison to 1998, all nine attributes continue to show statistically significant improvement however, there are indications that results are beginning to plateau. As stated in 2001, this is probably to be expected, given the high degree of improvements shown in the first three 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 2001, they should be seen in the light of having maintained a high standards.

Most of the changes since 2001, within the five groups since have been positive. The attributes which have shown change within each group, in comparison to 2001 are:

- Group One
 - Economic development has improved statistically significantly in comparison to 2001.

It should also be noted that there was a marginal decline in the result for Traffic management and parking facilities. In comparison to 2001 this deterioration was not statistically significant, however this decline has the affect of meaning that in comparison to 1998, there has been no significant overall improvement.

- Group Two
 - Recreational facilities and Town planning policy and approvals have both improved significantly in comparison to 2001.

□ Group Three

□ There were five attributes which have changed significantly in comparison to 2001. It is positive that three of them are improvements, viz:

□ Health and human services

□ Recreational facilities

□ Economic development

□ This attribute declined significantly in 2001 and has now returned to the 2000 level.

The two attributes which have shown significant deterioration in comparison to 2001 are:

□ Town planning policy and approvals

□ Traffic management and parking facilities

□ This attribute has declined over the past two years. As in Group One, this attribute does not show a significant improvement in comparison to 1998.

□ Group Four

□ Results for Economic development show significant improvement since last year, however there has been deterioration for Town planning policy and approvals.

□ Group Five

□ There have been no significant changes in comparison to 2001. All nine attributes have improved in comparison to 1998.

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.

The attributes where Metropolitan respondents were more satisfied than their Country counterparts are identical to 2001. They are listed below, along with details of any significant changes in comparison to previous years.

- Local roads and footpaths (40% “excellent and good” for Metropolitan compared with 28% Country).
- The proportion of Country respondents who were seeking improvement on this attribute have increased significantly this year, returning to the same level as in 2000 (50% “needs improvement”).
- Recreational facilities (64% compared with 53% for Country respondents)
- Waste management (67% compared with 56%)
- Economic development
- One third of both Metropolitan and Country respondents rated this attribute as “excellent and good” (36%), and both are a statistically significantly improvement on 2001 (up 2% for the former and 4% for the latter). However, less Metropolitan respondents were seeking improvement than their Country counterparts (27% compared with 35% for Country – both results are also statistically significant improvements on 2001).

There were three attributes where Country respondents were more satisfied than Metropolitan respondents, viz:

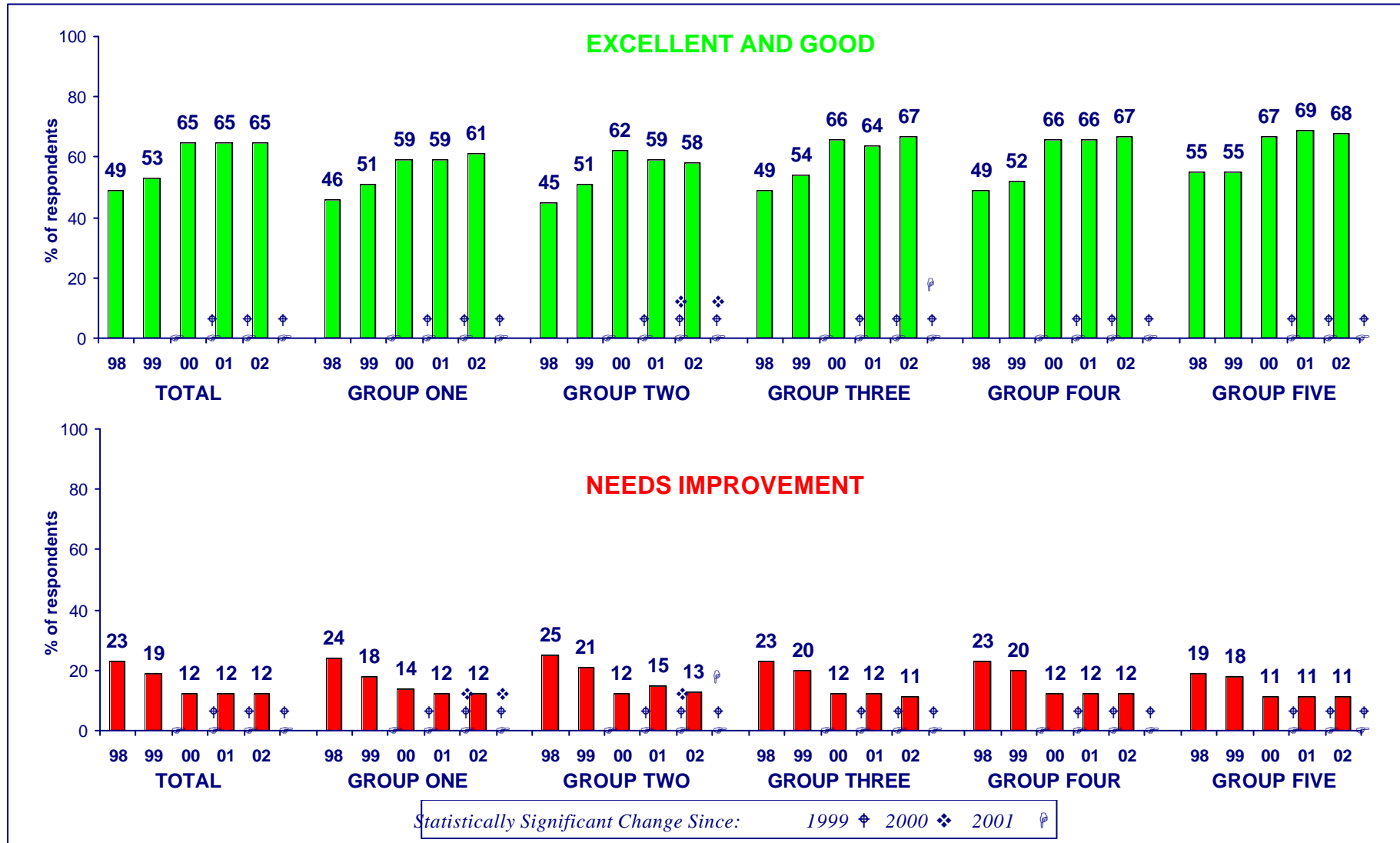
- Health and human services (67% “excellent and good” for Country compared with 60% for Metropolitan)
- The “excellent and good” results have improved statistically significantly for Metropolitan (up 2% returning to the 2000 levels). Further, there were statistically significantly less Country respondents seeking improvement this year (down 1% to 11%).
- Appearance of public areas (62% compared with 58%)
- Traffic management and parking facilities (43% compared with 37%)

The charts on the following pages show the “excellent and good” and “needs improvement” results for the nine Key Service Areas for the five years (1998 to 2002).

ANNUAL COMMUNITY SATISFACTION SURVEY 2002 - STATEWIDE RESULTS

KEY PERFORMANCE INDICATORS FOR 2002 - COMPARED WITH 1998, 1999, 2000 & 2001

- HEALTH AND HUMAN SERVICES -



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

- **Health and human services** **Mean: 3.67**
65% excellent and good
12% needs improvement

- Results have remained stable across the three years from 2000 to 2002. 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 and good”. Further only a tenth (12%) are seeking improvement over the past three 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”.

- Groups One and Two show statistically significantly lower results than the Total, while Group Five respondents indicate satisfaction which is statistically significantly more positive than the Total.

- Group Three shows a significant change in comparison to 2001 with 67% of respondents rating this attribute as “excellent and good” (up 3% on 2001).

- Group Two has shown a significant decline in the proportion who are seeking improvement (down 2% to 13%).

- Although there has not been any change in comparison to 2001, Group Five continues to exhibit the most positive results for this attribute with 68% rating it as “excellent and good”.

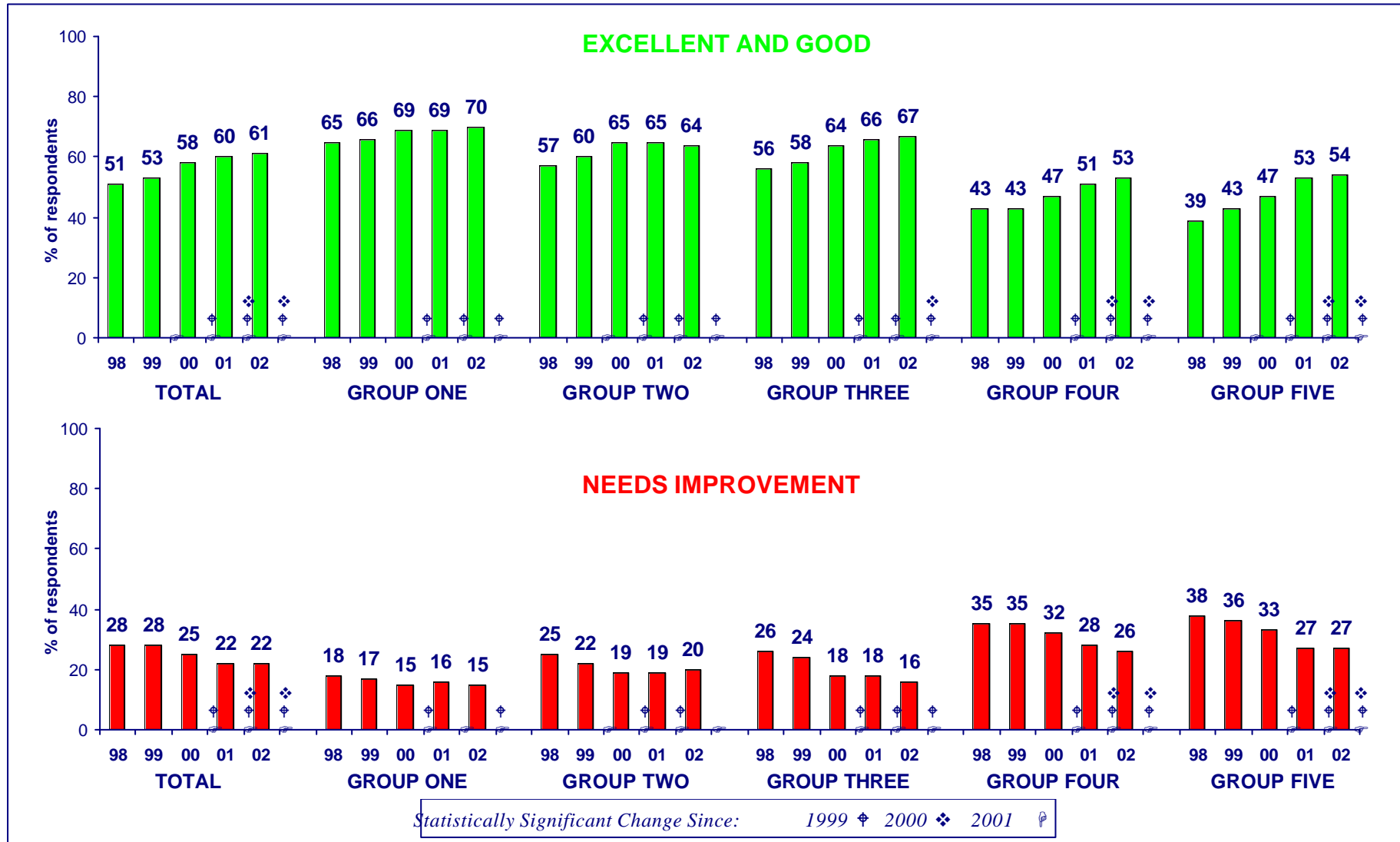
- **Sub-groups** who displayed statistically significantly different results to the Total were:
 - Aged 65 years plus (72% “excellent and good”)
 - Aged 35-49 years (13% “needs improvement”)

Results for Females were polarised with significantly more than the Total rating this attribute as “excellent and good” (66%), but also more rating it as “needs improvement” in comparison to the Total (13%).

ANNUAL COMMUNITY SATISFACTION SURVEY 2002 - STATEWIDE RESULTS

KEY PERFORMANCE INDICATORS FOR 2002 - COMPARED WITH 1998, 1999, 2000 & 2001

- WASTE MANAGEMENT -

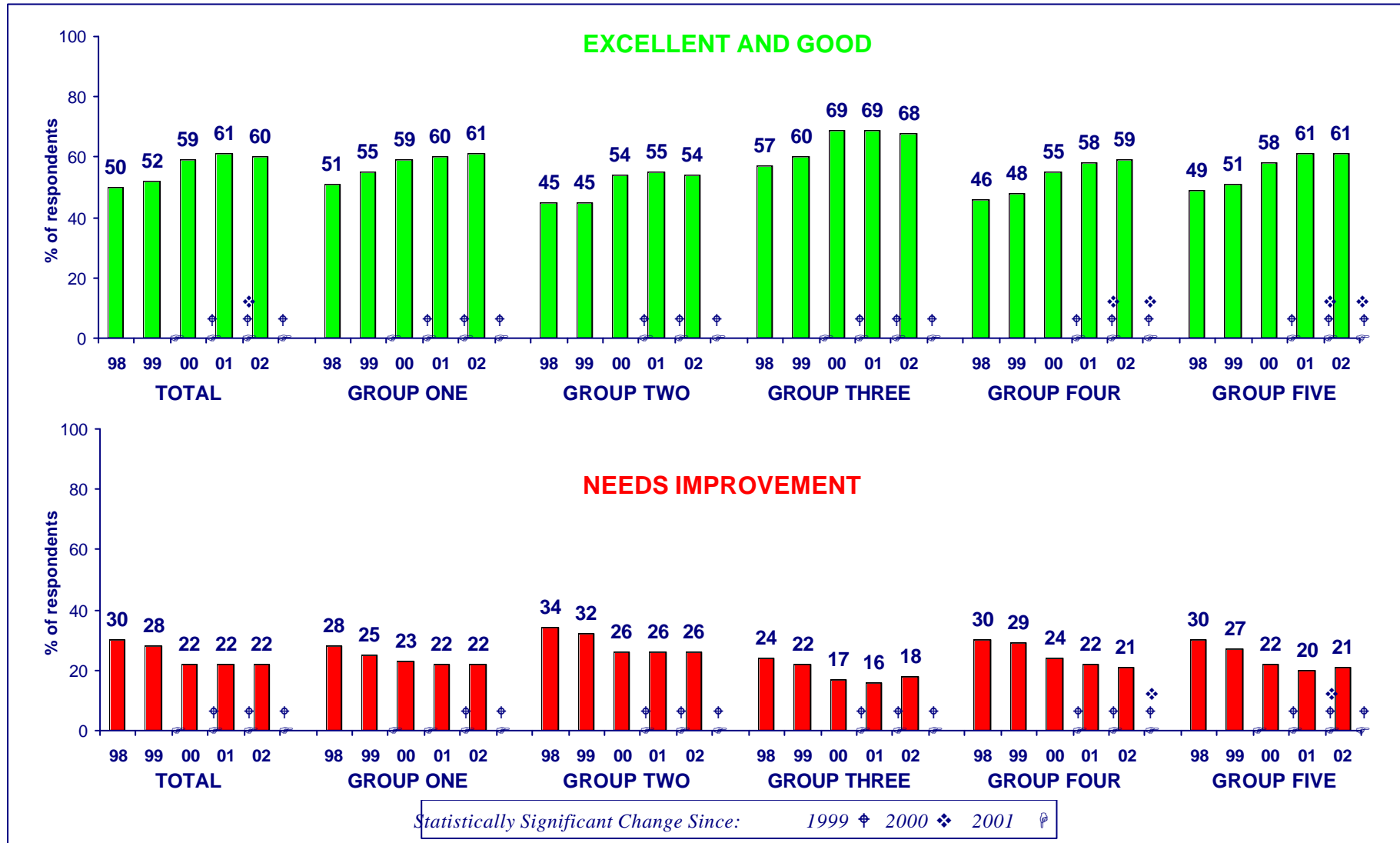


- **Waste management** **Mean: 3.50**
61% excellent and good
22% needs improvement
- Groups One, Two and Three have displayed more positive results than the Total on this attribute over the past three years (2000 to 2002).
- There have been no statistically significant changes in comparison to 2001 for any of the groups.
- Group One continues to be the most positive (70% “excellent and good”).
- **Sub-groups** which were statistically significantly different to the Total were the same groups as in 2001. They were:
- Aged 65 years plus (69% “excellent and good”)
 - Renters (66%)
 - Aged 18-34 years (63%)
 - Farming households (30% “needs improvement”)
 - Aged 35-49 years (26%)
 - Home owners (22%)
- **Appearance of public areas** **Mean: 3.48**
60% excellent and good
22% needs improvement
- Results have stayed stable in comparison to 2001 for the Total and across the five groups. Group Three and Group Five were statistically significantly more positive than the Total, while Group Two was less so.
- Six in ten rated this as “excellent and good” (60%) with one fifth rating it as “needs improvement” (22%).
- Group Three continues to display the most positive results (68% “excellent and good”) and Group Two the least positive (54%).

ANNUAL COMMUNITY SATISFACTION SURVEY 2002 - STATEWIDE RESULTS

KEY PERFORMANCE INDICATORS FOR 2002 - COMPARED WITH 1998, 1999, 2000 & 2001

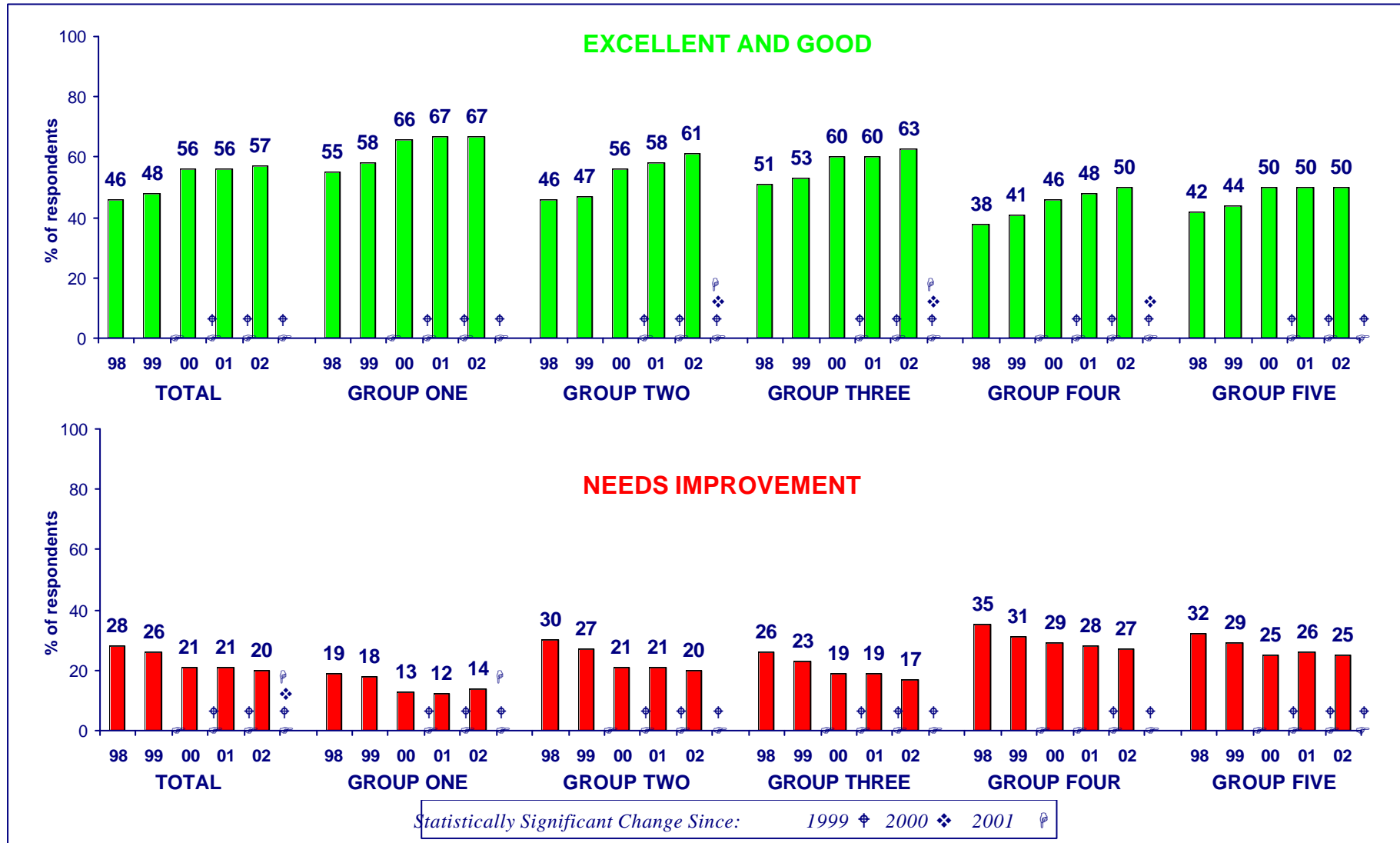
- APPEARANCE OF PUBLIC AREAS -



ANNUAL COMMUNITY SATISFACTION SURVEY 2002 - STATEWIDE RESULTS

KEY PERFORMANCE INDICATORS FOR 2002 - COMPARED WITH 1998, 1999, 2000 & 2001

- RECREATIONAL FACILITIES -



- The **sub-groups** which were different to the Total were:
 - Renting (69% “excellent and good”)
 - Aged 18-34 years (67%)
 - Farming households (65%)
 - Aged 50-64 years (24% “needs improvement”)

- **Recreational facilities** **Mean: 3.44**
57% excellent and good
20% needs improvement

- It is a positive result that there has been a statistically significant improvement on this dimension overall in comparison to 2001. While there has been a marginal (but not significant) increase in the proportion who rated it as “excellent and good” (up 1% to 57%), there has been a statistically significant decline in the proportion who were seeking improvement (down 1% to 20%).

- Groups One, Two and Three achieved the most satisfactory results, being statistically significantly more positive than the Total. Group One in particular achieved very positive results with 67% rating it as “excellent and good”. However it should be noted that there was a statistically significant increase in the proportion who felt this attribute needed improvement for Group One (up 2% to 14%).

- Group Two and Group Three both showed statistically significant increases in the proportion who rated this attribute as “excellent and good” (61% for Group Two and 63% for Group Three – both increased by 3%).

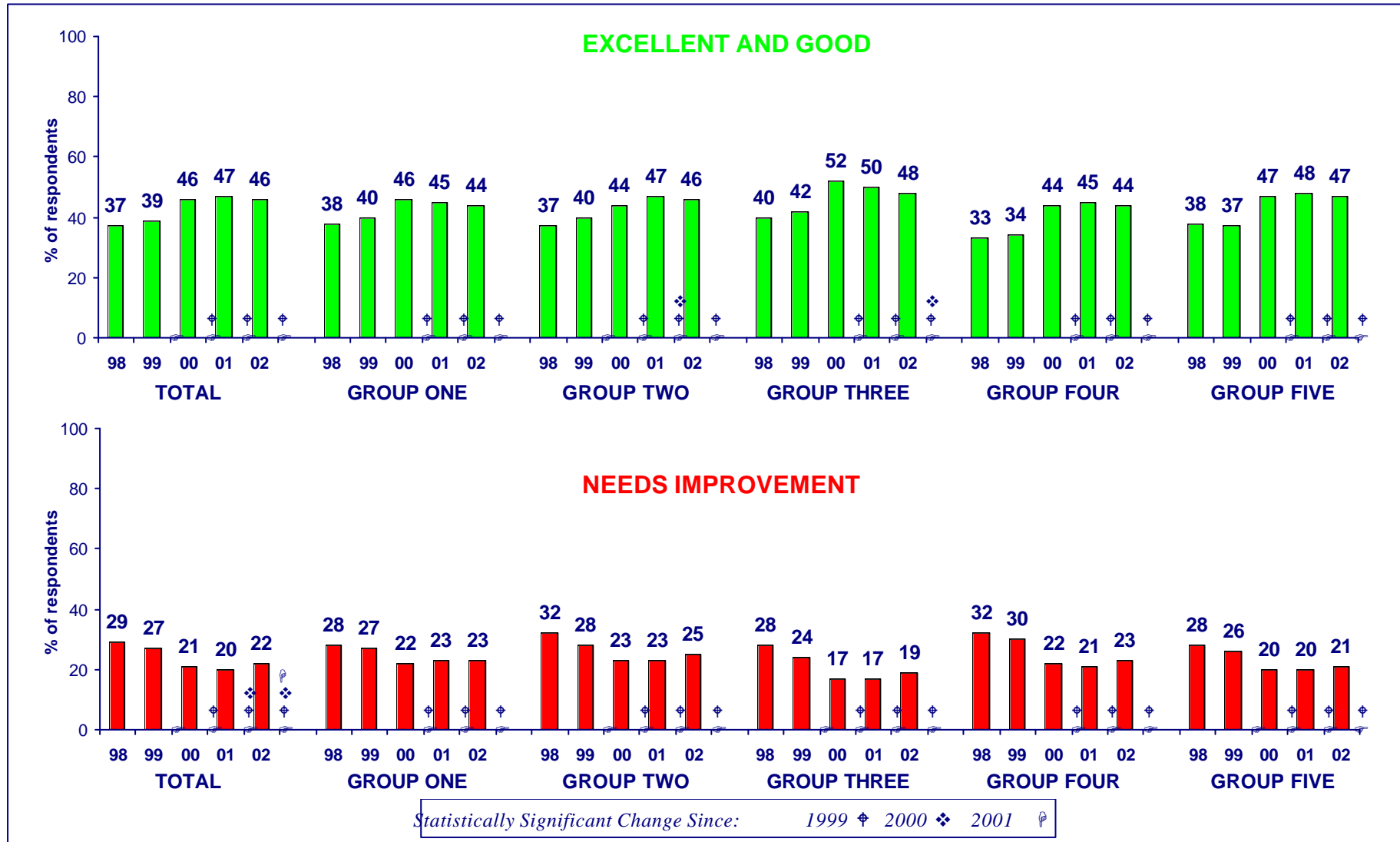
- Respondents who were more likely to rate Recreational facilities as “excellent and good” were the same **sub-groups** as in 2000 and 2001:
 - Renters (64% “excellent and good”)
 - Aged 65 years plus (63%)
 - Aged 18-34 years (61%)

And also as in previous years, the respondents most likely to be seeking improvement were Aged 35-49 years (25% needs improvement).

ANNUAL COMMUNITY SATISFACTION SURVEY 2002 - STATEWIDE RESULTS

KEY PERFORMANCE INDICATORS FOR 2002 - COMPARED WITH 1998, 1999, 2000 & 2001

- ENFORCEMENT OF BY LAWS -



- **Enforcement of By laws** **Mean 3.22**
46% excellent and good
22% needs improvement
- Enforcement of By laws has remained stable over the past three years. Group Three shows statistically significantly more positive results than the Total, while Group Four was less positive.
- There has been a significant increase in the proportion of respondents who rated Enforcement of By laws as “needs improvement” this year (up 2% to 22%).
- There were no statistically significant changes within the Groups.
- The **Sub-groups** which were statistically significantly more positive than the Total were the same groups as in 2001, viz:
- Aged 18-34 years (53% “excellent and good”)
 - Renting (52%)
 - Females (48%)
- Males were more likely to be seeking improvement (34% “needs improvement”).
- **Town planning policy and approvals** **Mean 3.05**
40% excellent and good
27% needs improvement
- Overall, there has been no significant change in the Mean result since 2001, however there is a statistically significant increase in the proportion of respondents who were seeking improvement on this attribute (27% “needs improvement” up 1% from 2001).
- While Group One and Group Four were less positive than the Total, Group Two and Group Three were more positive. In particular, 44% of respondents in Group Two rated this attribute as “excellent and good” while only 36% in Group Four did so.
- In terms of significant change in comparison to 2001, Group Three has less respondents rating Town planning policy and approvals as “excellent and good” (down 3% to 41%) and more rating it as “needs improvement” (up 3% to 25%).

ANNUAL COMMUNITY SATISFACTION SURVEY 2002 - STATEWIDE RESULTS

KEY PERFORMANCE INDICATORS FOR 2002 - COMPARED WITH 1998, 1999, 2000 & 2001

- TOWN PLANNING POLICY AND APPROVALS -



ANNUAL COMMUNITY SATISFACTION SURVEY 2002 - STATEWIDE RESULTS

KEY PERFORMANCE INDICATORS FOR 2002 - COMPARED WITH 1998, 1999, 2000 & 2001

- TRAFFIC MANAGEMENT AND PARKING FACILITIES -

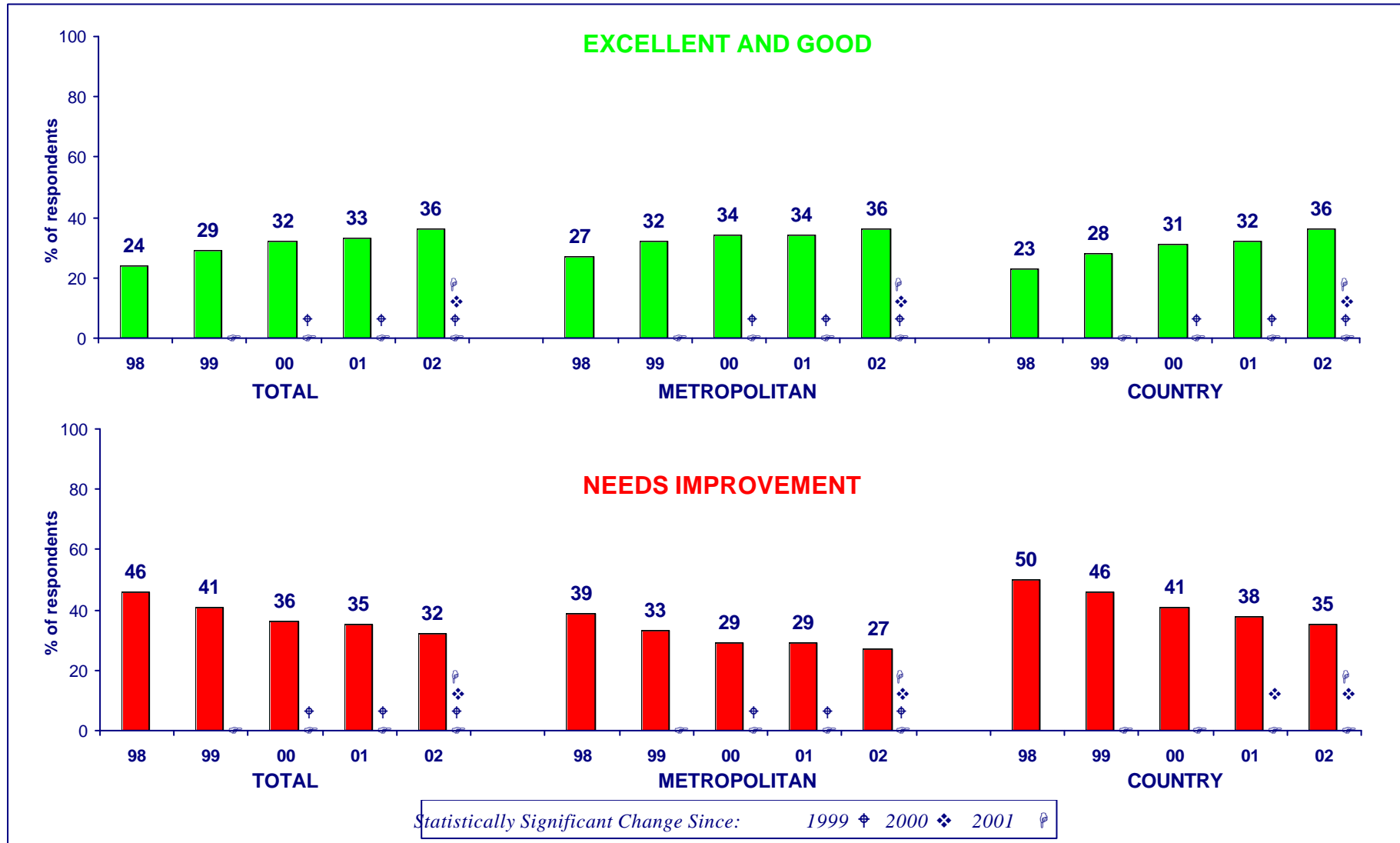


- Group Five respondents also showed a significant increase in the proportion seeking improvement (up 2% to 25%).
- The **sub-groups** which showed statistically significantly different opinions to the Total were:
 - Renting (48% “excellent and good”)
 - Aged 18-34 years (47%)
 - Aged 65 years plus (44%)
 - Aged 50-64 years (31% “needs improvement”)
 - Aged 35-49 years (30%)
- **Traffic management and parking facilities** **Mean 3.02**
40% excellent and good
32% needs improvement
 - Results on this attribute are stable in comparison to 2001, however it should be noted that the decline apparent last year has not been reversed in 2002.
 - Group Four and Group Five show more positive results than the Total, in contrast to Group One, Two and Three which were the least positive.
 - The only Group which has shown statistically significant change in comparison to 2001 is Group Three. Less respondents are rating Traffic management and parking facilities as “excellent and good” (down 4% to 35%) and more are rating it as “needs improvement” (up 6% to 41%). This is the second consecutive year where this decline is apparent, and may be the beginning of a negative trend.
 - Farming households and those Aged 65 years plus are the most satisfied overall on this dimension (both 43% “excellent and good”).
- **Economic development** **Mean 2.96**
36% excellent and good
32% needs improvement
 - Although the satisfaction results for Economic development are still relatively low (36% “excellent and good”) it is an excellent result that there has been statistically significant positive change in comparison to 2001.

ANNUAL CONSTITUENT SATISFACTION SURVEY 2002

KEY PERFORMANCE INDICATORS FOR 2002 - COMPARED WITH 1998, 1999, 2000 & 2001

- ECONOMIC DEVELOPMENT -



- There has been a statistically significant increase in the proportion of respondents overall who rated Economic development as “excellent and good” (up 3% to 36%) and a significant decline in those who felt there was room for improvement (down 3% to 32%).
 - Groups One and Three were more positive than the Total and Group Four and Five were less positive.
 - In Group One, there were statistically significantly more respondents this year compared with 2001 who rated Economic development as “excellent and good” (up 3% to 36%).
 - The results for Group Two, Three and Four also show statistically significant change, with more respondents within these groups feeling council’s performance on Economic development is “excellent and good” and less rating it as “needs improvement”, viz:
 - Group Two
 - 37% “excellent and good” – up 3%
 - 30% “needs improvement – down 3%
 - Group Three
 - 41% “excellent and good” – up 5%
 - 31% “needs improvement – down 5%
 - Group Four
 - 32% “excellent and good” – up 5%
 - 38% “needs improvement – down 5%
 - As in 2001, the results showed variations by age group, with the youngest and the oldest age groups being slightly more satisfied, viz:
 - Aged 18-34 years (40% “excellent and good”)
 - Aged 65 plus years (39%)
- In contrast to:
- Aged 50-64 years (35% needs improvement)
 - Aged 35-49 years (34%)

ANNUAL COMMUNITY SATISFACTION SURVEY 2002 - STATEWIDE RESULTS

KEY PERFORMANCE INDICATORS FOR 2002 - COMPARED WITH 1998, 1999, 2000 & 2001

- LOCAL ROADS AND FOOTPATHS -



- **Local roads and footpaths** **Mean 2.75**
33% excellent and good
43% needs improvement
- Constituents continue to not be very satisfied with regards to council performance on Local roads and footpaths. Once again, in 2002 results are low with only 33% of respondents rating it as “excellent and good” with 43% feeling there is room for improvement. Nevertheless, it should be kept in mind that these results are still significantly more positive than those achieved in 1998 (only 29% “excellent and good”).
- Respondents in Groups One, Two and Three were statistically significant more satisfied than the Total and Groups Four and Five were less positive. The most satisfactory result was for Group One (44% “excellent and good”) with the least satisfactory being for Group Five (52% “needs improvement”).
- The only significant change in comparison to 2001 within Groups was the increase in the “needs improvement” ratings apparent within Group Four (up 3% to 55% in 2002).
- Farming households were particularly dissatisfied on this dimension with 62% seeking improvement. Those Aged 50-64 years were also more likely to be seeking improvement than the Total (46%).
- Respondents who were less critical than others were those who Rent (41% “excellent and good”) and those Aged 18-34 years (40%).

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 only asked in 1998 and 1999, the average result for these two years has 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.

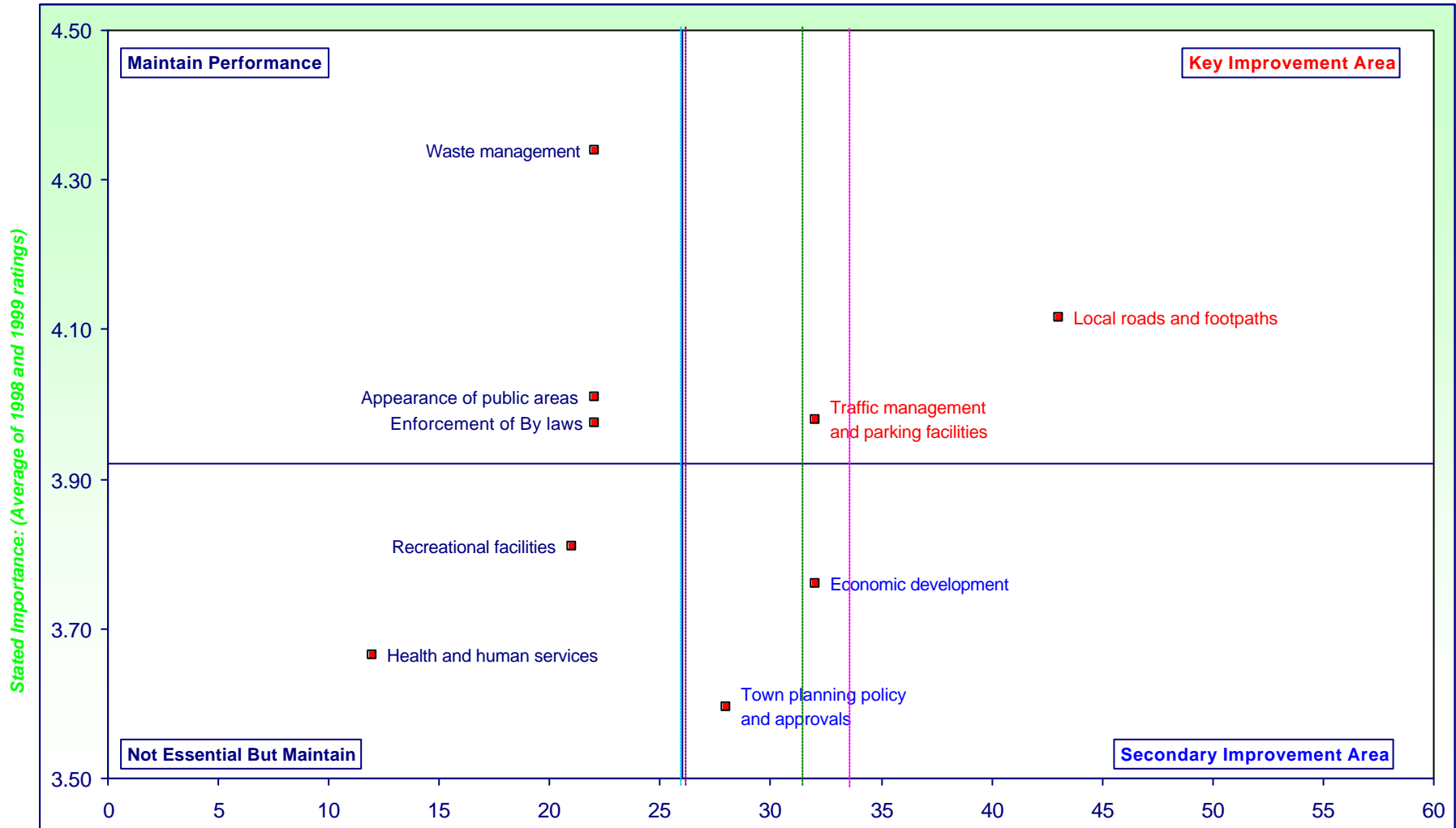
There has been virtually no change with regards to which attributes fell within each quadrant, although the proportions of respondents seeking improvement have declined since 1998. For clarity, only the 2002 results are plotted, but the average “needs improvement” rating across the previous four years are also indicated on the chart. The trend was positive, but has now stabilised.

There were several attributes which fell within the Improvement Quadrants that were common to the Total and for the Groups, viz:

- **Local roads and footpaths** continues to fall within the Key Improvement Area for the Total and for all five groups (as it did in 2000 and 2001).
- **Economic development** fell within the Secondary Improvement Area for the Total, and for all Groups with the exception of Group Three where it fell within the Key Improvement Area (which was also the same as in 2000 and 2001).
- **Traffic management and parking facilities** fell within the Key Improvement Area for the Total, Groups One, Two and Three.
- The only other attribute in common was **Town planning policy and approvals**, which fell within the Secondary Improvement Area for the Total, Groups One, Three and Four.
- A higher than average number of respondents in Group Two were also calling for improvement for **Appearance of public places**, and consequently for this group only, this attribute fell within the Key Improvement Area.

ANNUAL COMMUNITY SATISFACTION SURVEY 2002 - STATEWIDE RESULTS

KEY SERVICE AREAS - IMPROVEMENT WINDOW TOTAL



Percentage of respondents who rated performance as "needs some improvement" or "needs a lot of improvement"

Average "Needs Improvement"	1998 = 33.78	1999 = 31.67	2000 = 26.33	2001 = 26.11
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As indicated above and in the chart **opposite**, the average proportion of “needs improvement” decreased over the first three years of the survey, but this average has remained virtually stable for 2000, 2001 and 2002. The average proportion of “needs improvement” ratings for each group and for all groups (Total) for the five years are shown in the table **below**.

	AVERAGE % “NEEDS IMPROVEMENT”					% CHANGE OVER TIME	
	1998	1999	2000	2001	2002	2001/ 2002	1998/ 2002
TOTAL	34	32	26	26	26	0	8
Group One	29	27	23	23	23	0	6
Group Two	35	31	26	26	26	0	9
Group Three	32	29	23	24	24	0	8
Group Four	38	36	31	29	29	0	9
Group Five	35	33	28	27	26	1	8

The groups which have shown the most positive change with regards to average “needs improvement” results are Group Two and Group Four (both achieving a 9% reduction in proportion of respondents seeking improvement). Group Three and Group Five have also done particularly well with an 8% reduction. Group One has shown the least improvement overall with a 6% reduction (although it should be kept in mind that Group One’s results tend to be the most positive overall).

The chart **opposite** shows the Key Improvement Window for the Total. Even though the proportions are small, four attributes have shown statistically significant changed compared with the 2001 results. The following two were positive moves, viz:

- **Economic development** (32% “needs improvement” in 2002 compared with 35% in 2001 – an improvement of 3%).
- **Recreational facilities** (20% “needs improvement” in 2002 compared with 21% in 2001 – an improvement of 1%).

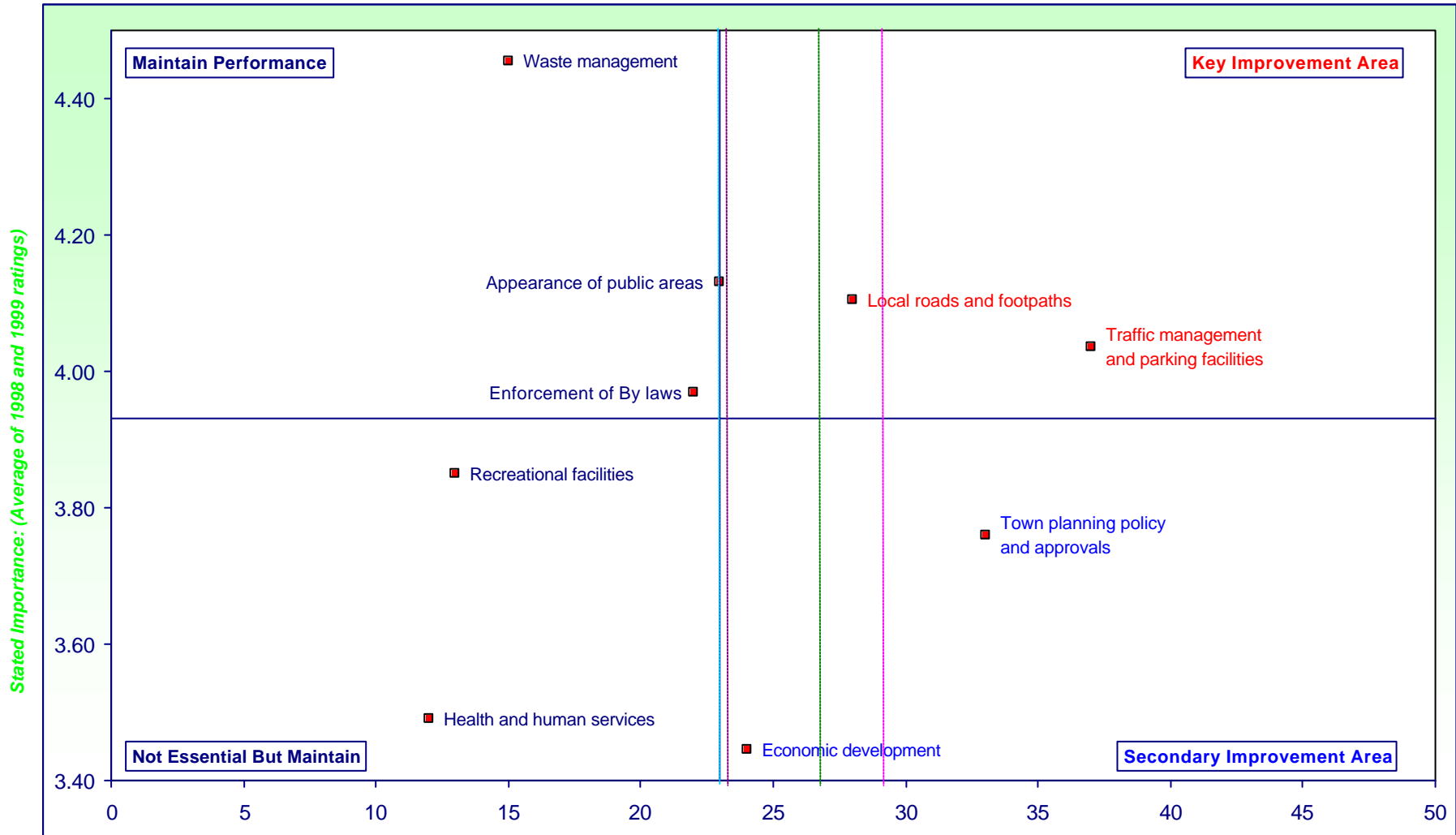
The two attributes below show a slightly higher proportion of respondents seeking improvement this year and represent slight deteriorations, viz:

- **Enforcement of By laws** (22% needs improvement in 2002 compared with 20% in 2001 – deteriorated by 2%).
- **Town planning policy and approvals** (27% needs improvement in 2002 compared with 26% in 2001 – deteriorated by 1%)

ANNUAL COMMUNITY SATISFACTION SURVEY 2002 - STATEWIDE RESULTS

KEY SERVICE AREAS - IMPROVEMENT WINDOW

GROUP ONE



Percentage of respondents who rated performance as "needs some improvement" or "needs a lot of improvement"

Average "Needs Improvement" ——— 1998 = 29.22 ——— 1999 = 26.78 ——— 2000 = 23.33 ——— 2001 = 23.11

Specific results for each group are detailed below.

□ **Group One**

As in 2001 and 2000, there was, on average, 23% of respondents who felt there was room for improvement. As in the previous four 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

Recreational facilities has shown a small, but statistically significant positive move in comparison to 2001 (14% “needs improvement” a decline of 2%).

□ **Group Two**

Just over a quarter (26%) on average were seeking improvement, and this result has been stable across the three consecutive years from 2000 to 2002.

The Improvement Areas were virtually the same as in 1999, 2000 and 2001, with the exception that Town planning policy and approval no longer falls within the Secondary Improvement Area, viz:

Key Improvement Area

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

Secondary Improvement Area

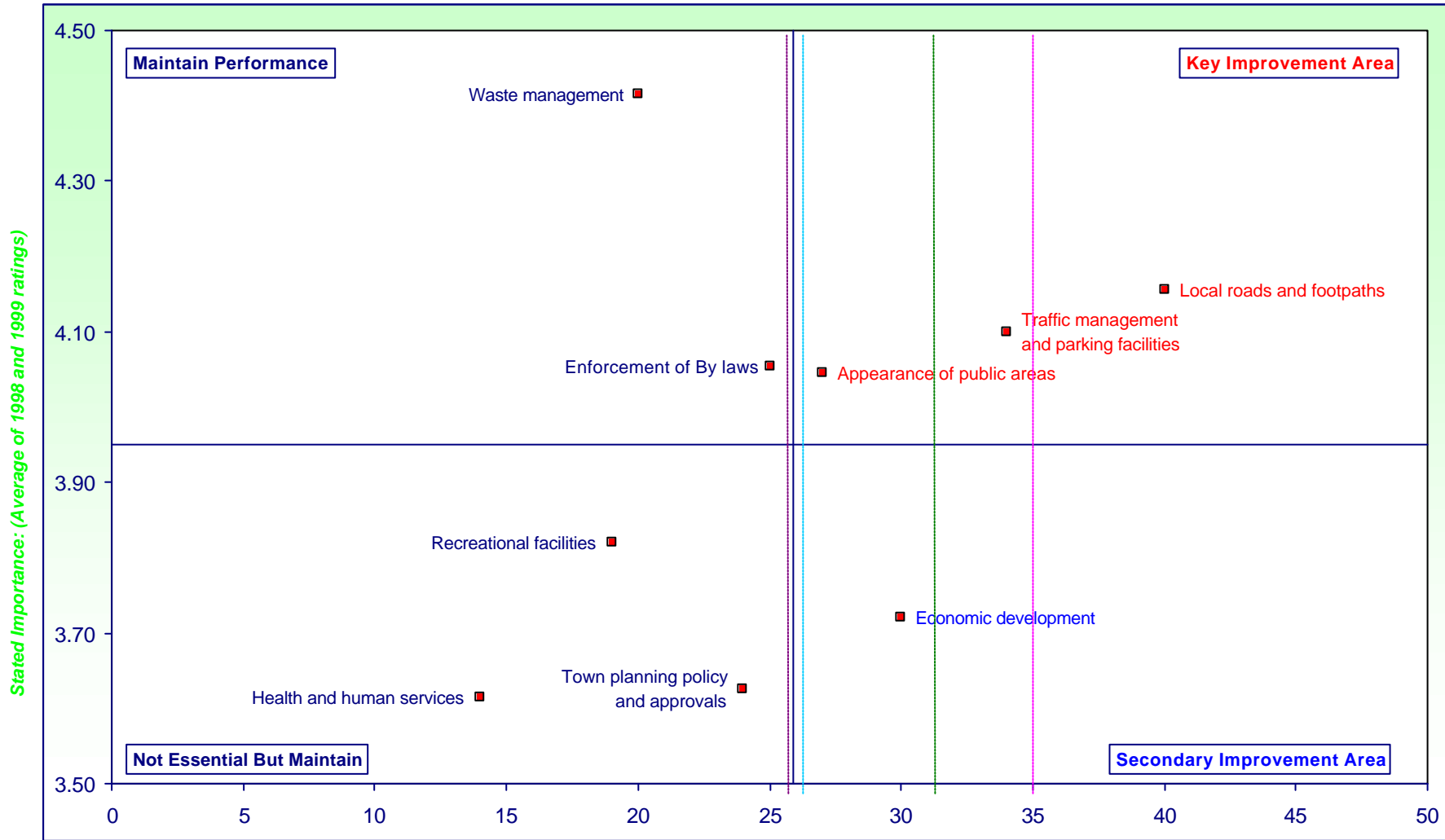
- Economic development

Statistically significant changes in comparison to 2001 on the “needs improvement” results within Group Two are:

- Economic development (30% “needs improvement” a drop of 3% from 33%).
- Health and human services (13% “needs improvement” a drop of 2% from 15%).

ANNUAL COMMUNITY SATISFACTION SURVEY 2002 - STATEWIDE RESULTS

KEY SERVICE AREAS - IMPROVEMENT WINDOW GROUP TWO



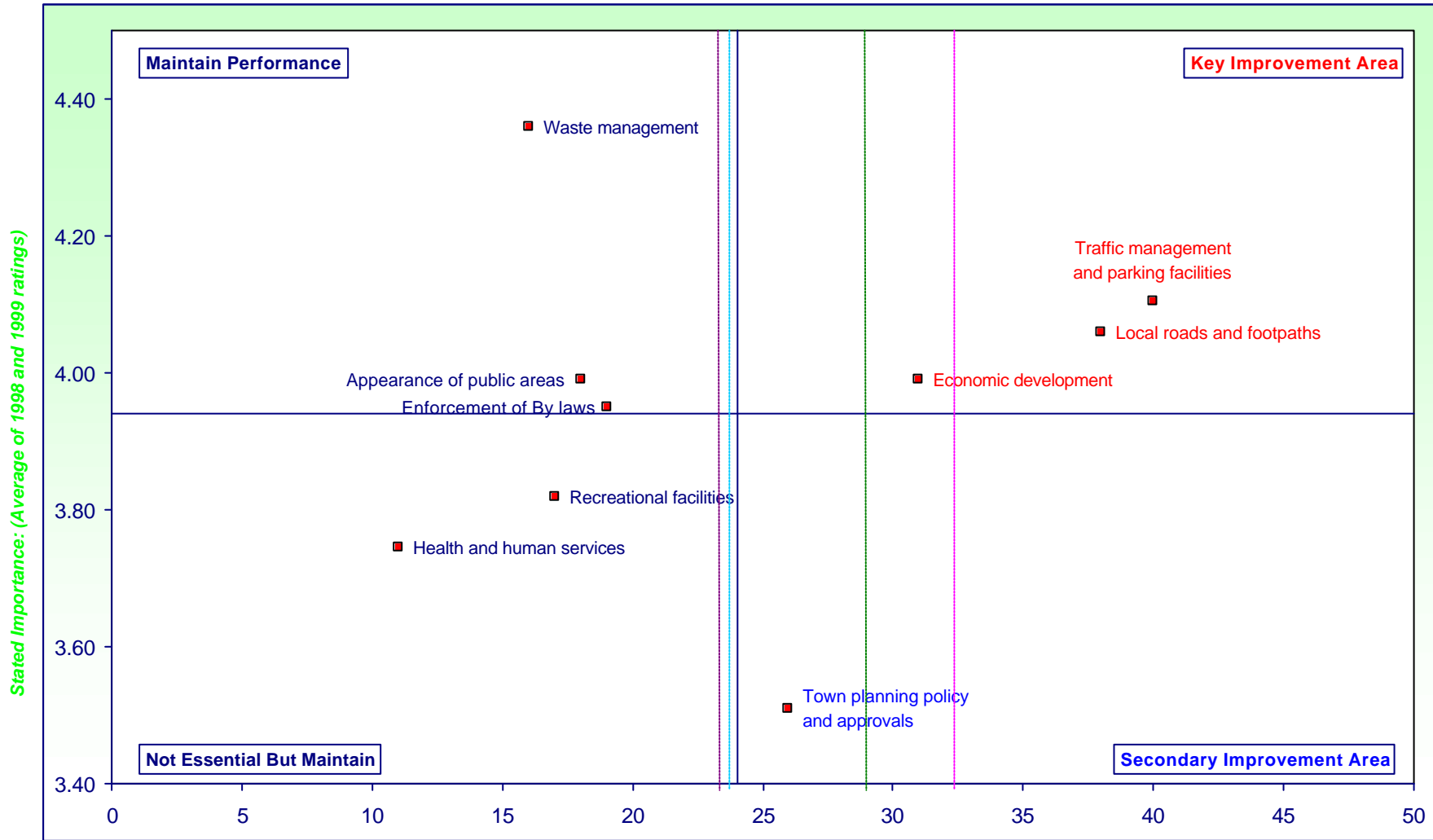
Percentage of respondents who rated performance as "needs some improvement" or "needs a lot of improvement"

Average "Needs Improvement" ——— 1998 = 35.00 ——— 1999 = 31.33 ——— 2000 = 25.78 ——— 2001 = 26.33

ANNUAL COMMUNITY SATISFACTION SURVEY 2002 - STATEWIDE RESULTS

KEY SERVICE AREAS - IMPROVEMENT WINDOW

GROUP THREE



Percentage of respondents who rated performance as "needs some improvement" or "needs a lot of improvement"

Average "Needs Improvement" ——— 1998 = 32.44 ——— 1999 = 29.00 ——— 2000 = 23.44 ——— 2001 = 23.78

□ **Group Three**

On average, 24% of respondents were seeking improvement in Group Three in 2002. The attributes which fell within the Key Improvement Area are identical across the five survey years. This year, however there was one attribute which fell within the Secondary Improvement Area, viz:

Key Improvement Area

- Traffic management
- Local roads and footpaths
- Economic development

Secondary Improvement Area

- Town planning policy and approvals.

There were three attributes which have shown statistically significant change in comparison to 2001, viz:

- Economic development (31% “needs improvement” a drop of 5% in comparison to 2001 when it was 36%).
- Town planning policy and approvals (25% “needs improvement” a deterioration of 3% since 2001 when it was 22%).
- Traffic management and parking facilities (41% “needs improvement” a deterioration of 6% since 2001 when it was 47%).

□ **Group Four**

In 2002, there was an average of 29% of respondents seeking improvement (the same result as in 2001). The four attributes which fell within the Key Improvement quadrants are also identical to 2001, viz:

Key Improvement Area

- Local roads and footpaths
- Traffic management and parking facilities

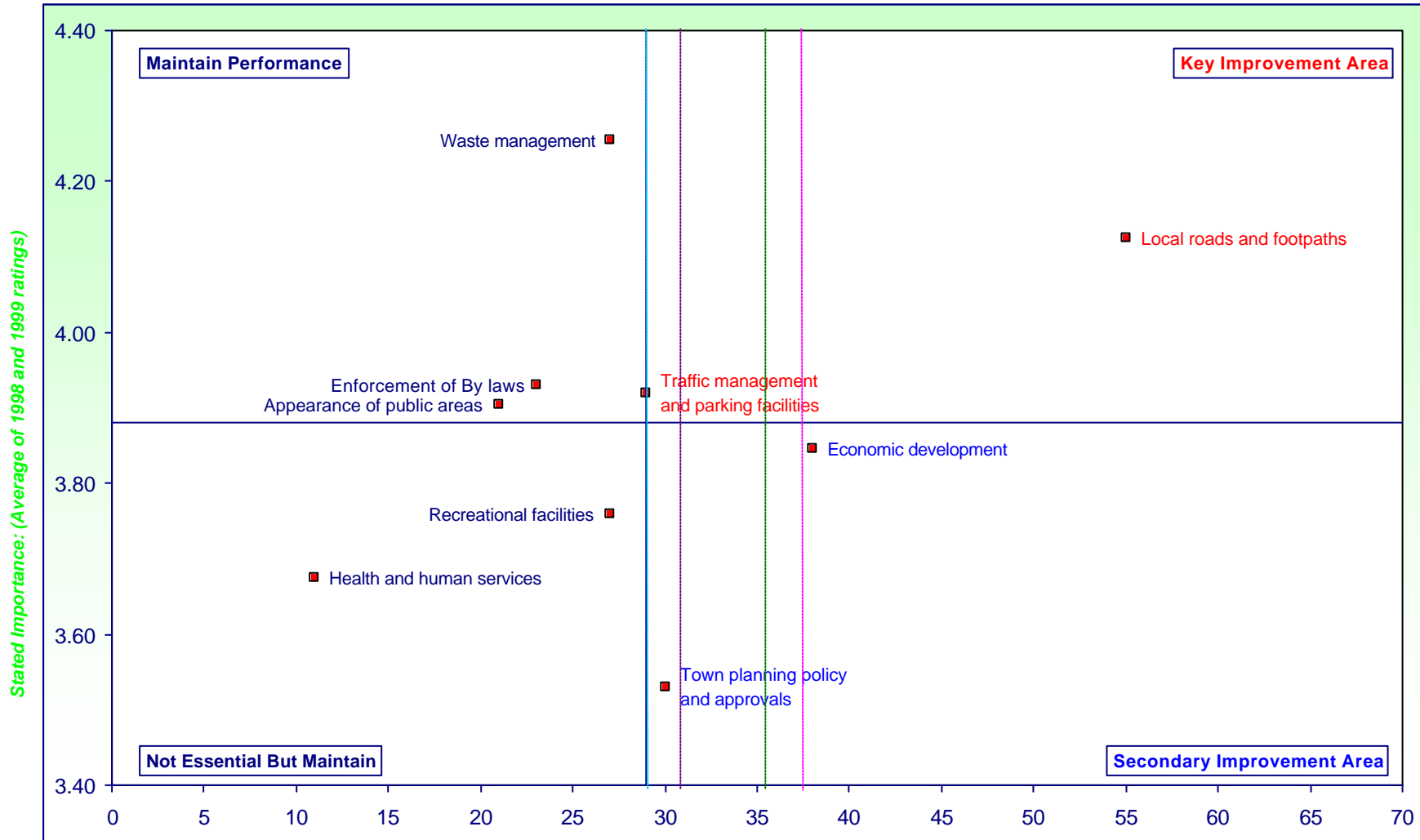
Secondary Improvement Area

- Economic development
- Town planning policy and approvals

ANNUAL COMMUNITY SATISFACTION SURVEY 2002 - STATEWIDE RESULTS

KEY SERVICE AREAS - IMPROVEMENT WINDOW

GROUP FOUR



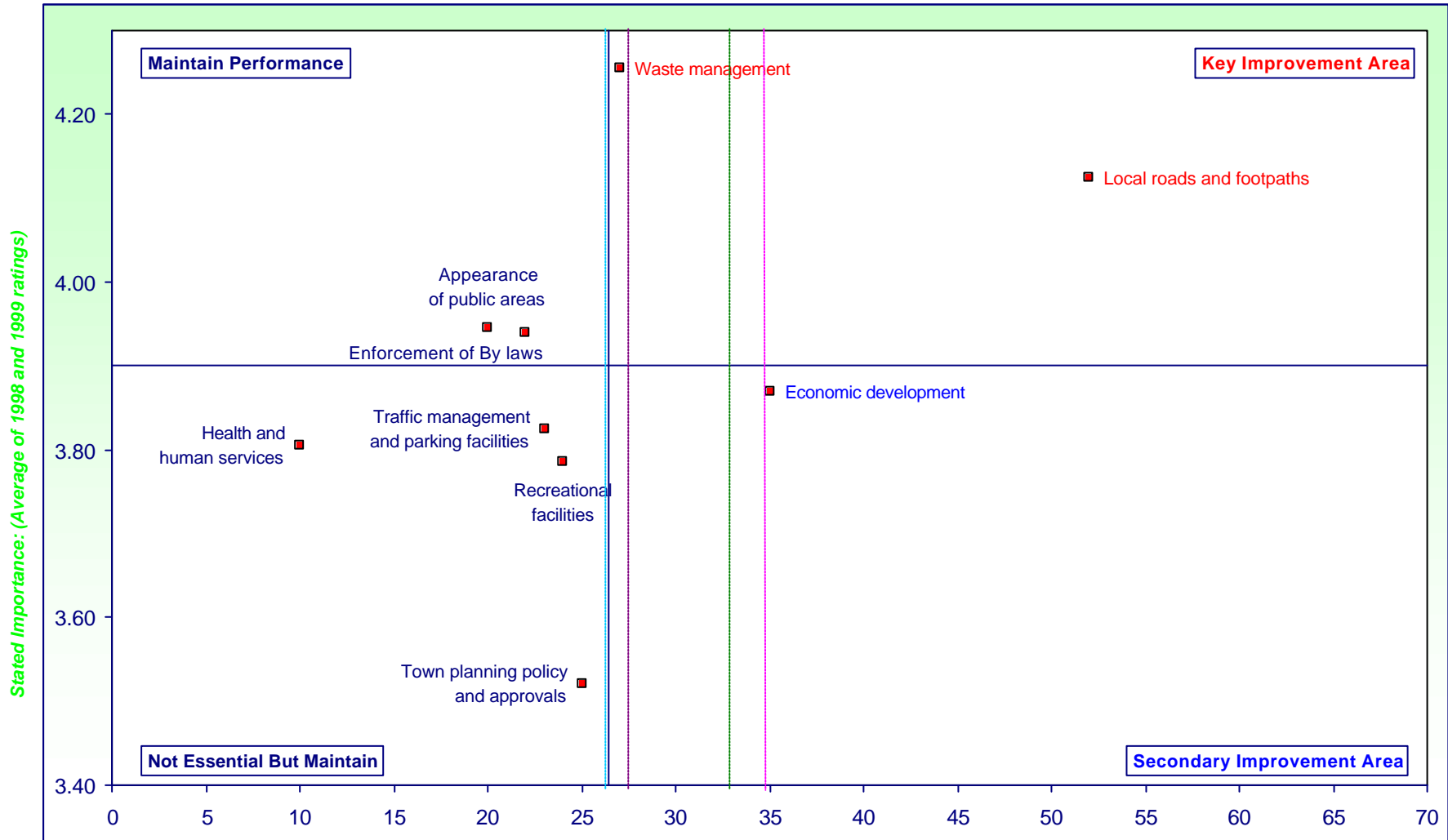
Percentage of respondents who rated performance as "needs some improvement" or "needs a lot of improvement"

Average "Needs Improvement" 1998 = 37.56 1999 = 35.56 2000 = 31.00 2001 = 29.22

ANNUAL COMMUNITY SATISFACTION SURVEY 2002 - STATEWIDE RESULTS

KEY SERVICE AREAS - IMPROVEMENT WINDOW

GROUP FIVE



Average "Needs Improvement" 1998 = 34.89 1999 = 33.11 2000 = 27.78 2001 = 26.56

There were two attributes which have changed statistically significantly in comparison to the 2001 results, viz:

- Economic development (38% “needs improvement” a drop of 5% on 2001 when it was 43%).
- Local roads and footpaths (55% “needs improvement” a deterioration of 3% in comparison to 2001 when it was 52%).

□ **Group Five**

There was a marginal positive move in terms of the average proportion of respondents seeking improvement in Group Five (27% down 1% on 2001). The attributes which fell within the Improvement Areas are the same as in 2000 and 2001, viz:

Key Improvement Area

- Local roads and footpaths
- Waste management

Secondary Improvement Area

- Economic development

There was only one attribute which changed statistically significantly since 2001. One quarter of Group Five respondents were seeking improvement on Town planning policy and approvals (25%) which is a deterioration of 2% on 2001.

ANNUAL COMMUNITY SATISFACTION SURVEY 2002 - STATEWIDE RESULTS

PROPORTION OF "NEEDS IMPROVEMENT" RATINGS

- KEY SERVICE AREAS -

SURVEY YEAR	TOTAL			GROUP ONE			GROUP TWO			GROUP THREE			GROUP FOUR			GROUP FIVE			
	2000	2001	2002	2000	2001	2002	2000	2001	2002	2000	2001	2002	2000	2001	2002	2000	2001	2002	
	N=	27317	26620	26285	5956	5603	5620	4904	4905	4554	3854	3858	3853	5601	5250	5253	7002	7004	7005
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Local roads and footpaths	43	42	43	28	29	28	37	40	39	39	37	38	54	52	54	51	51	51	
Traffic management and parking facilities	28	30	31	33	34	36	32	34	34	31	35	40	28	28	28	20	23	23	
Economic development	30	29	27	16	17	16	26	25	23	31	34	29	39	37	34	36	33	32	
Town planning policy and approvals	23	22	23	28	27	27	21	20	18	20	19	22	25	23	25	21	20	22	
Waste management	24	22	21	15	15	15	19	18	20	18	18	16	31	27	26	32	26	27	
Appearance of public areas	22	21	21	23	22	23	26	26	26	17	16	18	24	22	21	21	20	20	
Recreational facilities	21	20	20	12	12	13	20	19	18	19	19	16	28	27	26	23	24	23	
Enforcement of By laws	19	19	20	20	19	20	21	20	22	15	16	17	20	19	21	18	18	20	
Health and human services	9	9	9	8	7	8	8	9	9	9	10	9	9	10	9	9	9	9	9

Statistically significant different to the Total 2002
eg Significantly Lower eg Significantly Higher

Statistically significant change compared with 2001
 Positive Change Negative Change

3.3 IMPROVEMENT SUGGESTIONS

In 2000, 2001 and 2002 when respondents rated an attribute as “needing some or a lot of improvement” they were asked “why do you say that?” The table **opposite** shows the percentages of the total sample who made responses regarding improvement suggestions for each of the nine attributes for 2000, 2001 and 2002. The highlighted numbers indicate a statistically significant change in comparison to 2001.

Results tend to be quite stable, with some marginal changes since 2001. As in previous years, Local roads and footpaths attracted the highest proportion of comments (43% of respondents), followed by Traffic management (31%) and Economic development (27% - down from 29% in 2001). Approximately one quarter (23%) of the respondents commented about Town planning policy and approvals (up 1% from 2001) and 21% spoke about Waste management (down 1% from 2001) and Appearance of public areas.

One fifth of the respondents in each case commented about Recreational facilities and Enforcement of By Laws (both 20% with a statistically significant increase for the latter). Only 9% of those surveyed commented about Health and human services.

The attributes which attracted statistically significantly higher proportion of comments than the Total within each Group are listed below, viz:

- Local roads and footpaths (43% for the Total)
 - Group Four (54%)
 - Group Five (51%)
- Traffic management and parking facilities (31% for the Total)
 - Group One (36%)
 - Group Two (34%)
 - Group Three (40%)
- Economic development (27% for the Total)
 - Group Three (29%)
 - Group Four (34%)
 - Group Five (32%)

ANNUAL COMMUNITY SATISFACTION SURVEY 2002 - STATEWIDE RESULTS

REASONS "NEEDS IMPROVEMENT"

- LOCAL ROADS AND FOOTPATHS -

	N=	TOTAL	GROUP ONE	GROUP TWO	GROUP THREE	GROUP FOUR	GROUP FIVE
		11286 %	1576 %	1782 %	1470 %	2857 %	3601 %
ISSUES ATTRACTING HIGH LEVELS OF FEEDBACK							
☞ More frequent/better re-surfacing of roads		37	31	38	41	42	35
☞ Improve/Fix/Repair uneven surface of footpaths		31	59	37	33	20	23
☞ More frequent/better slashing of roadside verges		20	3	12	17	31	24
☞ Improve standard of unsealed roads (ie loose gravel, corrugations, dust suppression etc)		19	0	12	13	27	28
☞ More frequent grading/re-sheeting of un-sealed roads		17	0	7	9	20	29
ISSUES ATTRACTING MODERATE LEVELS OF FEEDBACK							
☞ Quicker response for repairs to roads, footpaths or gutters		13	15	18	12	13	10
☞ Fix/improve unsafe sections of roads		8	8	8	8	9	8
☞ Increase number of footpaths		8	2	10	7	8	10
☞ More frequent maintenance of roadside drains and culverts		6	7	6	4	6	5
ISSUES ATTRACTING LOW LEVELS OF FEEDBACK							
☞ Fix/improve edges and shoulders of roads		5	3	1	5	7	7
☞ More/better roadside drains and culverts		3	0	0	0	5	5
☞ Prune/trim trees/shrubs overhanging footpaths		3	8	4	5	1	1
☞ Improve the quality of maintenance on roads and footpaths		2	3	2	2	2	1
☞ Upgrade roads & bridges to cope with current traffic demands (volume, trucks/B-doubles etc)		2	1	3	2	1	2
☞ Increase number of sealed roads - inside town limits		2	0	3	0	1	2
☞ Don't do anything for country areas		1	0	0	3	1	1
☞ Increase number of sealed roads - outside town limits		1	0	0	0	1	2
OTHER ISSUES							
☞ OTHER		5	8	7	6	4	4

- Town planning policy and approvals (23% for the Total)
 - Group One (27%)
 - Group Four (25%)
- Waste management (21% for the Total)
 - Group Four (26%)
 - Group Five (27%)
- Appearance of public areas (21% for the Total)
 - Group One (23%)
 - Group Two (26%)
- Recreational facilities (20% for the Total)
 - Group Four (26%)
 - Group Five (23%)
- Enforcement of By laws (20% for the Total)
 - Group Two (22%)

The tables **opposite** and on the following pages detail the specific improvement suggestions given by respondents. The bolded numbers indicate where an improvement suggestion was statistically significantly more likely to be mentioned in a particular group. Results which are dramatically different to previous years will be mentioned on an exception basis.

□ **Local roads and footpaths**

Overall, there were 11,286 responses were made regarding Local roads and footpaths which represents 43% of the Total sample. This result has been stable across the three years (42% in 2001 and 43% in 2000).

As in 2000 and 2001, there were five issues which attracted high levels of complaint. These are detailed below along with any sub-groups who were statistically significantly different to the Total. Results tend to be very stable, and the sub-groups which differ also tend to be similar to previous years.

In general terms, roads are more of an issue in the country, while footpaths are the focus in the metropolitan areas.

- More frequent, better resurfacing of roads (37%)
 - Aged 18-34 years (44%)
 - Group Four (42%)
 - Group Three (41%)
 - Males (41%)

It should also be noted that results for Group One are statistically significantly lower than the Total (only 31%) and have also declined in comparison to 2001 when the result was 37%.

- Improve, fix, repair uneven surface of footpaths (31%)
 - Group One (59%)
 - Males (41%)
 - Aged 65 plus (40%)
 - Group Two (37%)
- More frequent, better slashing of roadside verges (20% statistically significantly higher than the 2001 result of only 15%)
 - Farming households (31%)
 - Group Four (31%)
 - Group Five (24%)
- Improve standard of unsealed roads (ie. loose gravel, corrugations, dust suppression etc) (19%)
 - Farming households (39%)
 - Group Five (28% - a decline on 2001 when it was 32%)
 - Group Four (27%)
- More frequent grading, resheeting of unsealed roads (17% - a decline in comparison to 2001 when it was 20%)
 - Farming households (40% - a decline on the 2001 result of 45%)
 - Group Five (29% - a decline on the 2001 result of 34%)
 - Group Four (20% - a decline on the 2001 result of 24%)

ANNUAL COMMUNITY SATISFACTION SURVEY 2002 - STATEWIDE RESULTS

REASONS "NEEDS IMPROVEMENT"

- HEALTH AND HUMAN SERVICES -

	N=	TOTAL	GROUP ONE	GROUP TWO	GROUP THREE	GROUP FOUR	GROUP FIVE
		2241 %	423 %	399 %	346 %	477 %	596 %
ISSUES ATTRACTING HIGH LEVELS OF FEEDBACK							
☞ More funds/resources for programs/services to reduce waiting lists/improve access		25	18	21	32	29	26
☞ Increase resources for/availability of home help		20	16	21	18	25	17
☞ More/better support/services for ethnic/minority/disadvantaged groups (including drug addicts etc)		17	20	21	22	14	10
ISSUES ATTRACTING MODERATE LEVELS OF FEEDBACK							
☞ More resources/longer opening hours for Maternal and Child Health facilities		15	15	15	14	13	18
☞ Improve quality of home help		14	14	16	14	16	11
☞ More/better centres/facilities across the shire/in more remote towns/areas		8	0	5	5	13	14
☞ Improve quality/variety of food in meals on wheels program		7	7	5	9	9	5
☞ More/better premises for health or community facilities		7	8	11	3	6	5
ISSUES ATTRACTING LOW LEVELS OF FEEDBACK							
☞ More facilities/resources for Aged Care (elderly)/better nursing homes		5	7	7	6	5	2
☞ More/better access to people with knowledge about specific programs/services		3	6	1	4	6	1
☞ More/better publicity/information about available services		3	3	3	3	1	3
☞ More/better activities/programs for young people		2	2	4	3	1	2
☞ Greater availability of meals on wheels outside towns		2	0	0	0	1	6
☞ Reduce costs of Child care/pre-schools		2	4	1	0	1	1
OTHER ISSUES							
☞ OTHER		14	14	13	13	11	17

□ **Health and human services**

As in 2000 and 2001, one tenth (9%) of the respondents spoke of issues regarding Health and human services (2,241 responses) and again similarly to previous years there was little difference across the groups.

There were three improvement suggestions that attracted high levels of complaint, viz:

- More funds, resources for programs, services to reduce waiting lists, improve access (25% - higher than in previous years – 21% in 2001 and 15% in 2000)
 - Group Three (32%)
 - Farming households (29%)
- Increase resources for, availability of home help (20%)
 - Aged 65 plus years (28%)
- More, better support, services for ethnic, minority, disadvantaged groups (including drug addicts etc) (17%)

□ **Recreational Facilities**

One fifth of those surveyed cited reasons for dissatisfaction regarding Recreational Facilities (21% or 5,145 responses). There were two issues which attracted high levels of complaint, viz:

- More, better sporting complexes (including pools) (37%)
 - Group Four (41%)
 - Aged 35-49 years (41%)
- Better maintenance of sporting fields, grounds and/or buildings (18%)
 - Group Five (21%)
 - Males (21%)

ANNUAL COMMUNITY SATISFACTION SURVEY 2002 - STATEWIDE RESULTS

REASONS "NEEDS IMPROVEMENT"

- RECREATIONAL FACILITIES -

	TOTAL N=	GROUP ONE	GROUP TWO	GROUP THREE	GROUP FOUR	GROUP FIVE
	5145 %	705 %	819 %	626 %	1352 %	1643 %
ISSUES ATTRACTING HIGH LEVELS OF FEEDBACK						
☞ More/better Sporting Complexes (including pools)	37	35	40	30	41	35
☞ Better maintenance of Sporting Fields/Grounds and/or buildings	18	15	13	18	17	21
ISSUES ATTRACTING MODERATE LEVELS OF FEEDBACK						
☞ More/better recreational activities/programs	15	13	20	12	16	14
☞ More/better sporting complexes and/or facilities in smaller towns	11	1	10	11	16	13
☞ More/better/safer Playgrounds and/or equipment	11	11	17	12	8	10
☞ More/better bike paths, skate board or roller blade facilities	8	5	8	5	8	9
☞ More community consultation about recreational facilities etc	7	6	5	9	9	7
☞ More/better arts/cultural facilities/events in smaller towns	6	0	5	5	9	8
☞ More support for local sporting clubs in smaller towns	6	0	0	2	9	9
ISSUES ATTRACTING LOW LEVELS OF FEEDBACK						
☞ More/better library buildings	5	8	7	1	2	7
☞ More/better facilities and resources at libraries	5	8	6	10	4	1
☞ More facilities/activities for young people/teenagers	4	2	5	2	4	4
☞ Longer opening hours for Sporting Complexes (including pools)	4	1	0	3	5	5
☞ More/better amenities in recreation areas (eg. seats, picnic tables, barbeques etc)	3	5	6	1	1	3
☞ Less expensive recreational facilities and activities	2	3	2	8	1	1
☞ Larger range/greater availability of books	2	4	0	0	3	1
☞ Better/More maintenance of Parks/Playgrounds-syringes/lighting/trees etc	2	8	1	1	1	0
☞ More/better library services/facilities (including mobile services) in smaller towns	1	0	0	1	1	2
☞ Increase opening hours/days	1	1	1	0	2	2
☞ More/better events and festivals	1	3	0	0	1	1
☞ More publicity/information on facilities and activities/programs	1	1	1	0	0	1
☞ Not enough money spent on cultural events and festivals	1	1	0	0	1	0
OTHER ISSUES						
☞ OTHER	13	13	12	18	13	12

ANNUAL COMMUNITY SATISFACTION SURVEY 2002 - STATEWIDE RESULTS

REASONS "NEEDS IMPROVEMENT"

- APPEARANCE OF PUBLIC AREAS -

	N=	TOTAL	GROUP ONE	GROUP TWO	GROUP THREE	GROUP FOUR	GROUP FIVE
		5647 %	1270 %	1205 %	693 %	1085 %	1394 %
ISSUES ATTRACTING HIGH LEVELS OF FEEDBACK							
☞ Better maintenance of parks and gardens		31	29	33	30	34	30
☞ More frequent street cleaning		29	37	27	30	24	27
☞ More frequent/better pruning of street trees		17	21	18	13	14	16
ISSUES ATTRACTING MODERATE LEVELS OF FEEDBACK							
☞ More frequent slashing/mowing of public areas		15	2	20	14	23	18
☞ More frequent/better removal of litter in parks and gardens		11	11	16	11	10	8
☞ Better landscaping/design (eg. more colour, more shady trees)		9	8	9	8	9	12
☞ More street trees		7	9	9	5	4	8
ISSUES ATTRACTING LOW LEVELS OF FEEDBACK							
☞ More emphasis on smaller towns		5	0	1	6	9	10
☞ Better maintenance of amenities (eg. BBQ's, Picnic tables, toilets etc) within parks/gardens		4	4	0	5	6	5
☞ More frequent sweeping of leaves		4	7	0	4	4	4
☞ More/better cleaning up of condoms, syringes etc in parks, beaches etc		3	7	8	0	0	0
☞ More frequent spraying of weeds in open spaces		3	1	4	3	3	4
☞ Better maintenance of beaches, lakes, rivers etc and surrounding areas		3	2	1	2	6	3
☞ More parks and gardens/open spaces		2	1	5	1	1	4
☞ Improve streetscapes with landscape or architectural features		2	4	0	6	1	1
☞ More frequent clearing of public litter bins		2	7	0	0	0	0
☞ Better amenities within parks/gardens (eg. BBQ's. Picnic tables, toilets etc)		2	0	6	1	1	1
☞ Better/different types/mix of trees		2	2	2	2	1	1
☞ Quicker/more frequent removal of graffiti		1	2	2	0	0	0
☞ More public litter bins		1	2	1	1	1	1
OTHER ISSUES							
☞ OTHER		12	13	12	13	11	9

□ **Appearance of Public Areas**

One fifth (21%) of the Total sample made suggestions regarding the Appearance of public areas (5,647 responses). There were three issues which attracted high levels of complaint, viz:

- Better maintenance of parks and gardens (31% - a decline on 2001 when it was 34%)
 - Aged 35-49 years (37%)
- More frequent street cleaning (29% - also a decline on the 32% who mentioned this in 2001)
 - Aged 65 years plus (39%)
 - Group One (37%)
 - Renting (33%)
- More frequent, better pruning of street trees (17%)
 - Group One (21%)
 - Aged 65 plus years (20%)

□ **Traffic Management and parking facilities**

One third (31%) of the Total sample gave responses about Traffic management and parking facilities (8,125 responses). There were two issues which attracted high levels of complaint, viz:

- More parking facilities adjacent to shopping and business centres (36%)
 - Group Three (48% - a decline on the 2001 result of 55%)
 - Group Four (46% - a decline on the 2001 result of 51%)
 - Farming households (45%)
 - Group Five (42%)
- More parking facilities, capacity (25% - a decline on the 2001 result of 32%)
 - Group Four (32%)

ANNUAL COMMUNITY SATISFACTION SURVEY 2002 - STATEWIDE RESULTS

REASONS "NEEDS IMPROVEMENT"

- TRAFFIC MANAGEMENT -

N=	TOTAL	GROUP ONE	GROUP TWO	GROUP THREE	GROUP FOUR	GROUP FIVE
	8125 %	2005 %	1530 %	1534 %	1477 %	1579 %
ISSUES ATTRACTING HIGH LEVELS OF FEEDBACK						
☞ More parking facilities adjacent to shopping and business centres	36	22	27	48	46	42
☞ More parking facilities/capacity	25	24	21	28	32	24
ISSUES ATTRACTING MODERATE LEVELS OF FEEDBACK						
☞ Improve traffic management at intersections	13	12	17	11	12	12
☞ Less parking restrictions	7	12	6	10	4	3
☞ More parking specifically allocated for residents	6	17	5	1	3	2
☞ Improve road signage - general	6	5	6	4	8	8
ISSUES ATTRACTING LOW LEVELS OF FEEDBACK						
☞ More speed inhibitors (humps, barriers, traffic islands etc)	5	6	7	2	3	4
☞ Poor traffic/parking management	4	4	5	5	4	3
☞ More parking enforcement/traffic officers	4	6	4	2	3	3
☞ Reduce speed limits in residential areas	4	4	5	2	3	4
☞ Fewer parking meters	4	4	1	12	1	0
☞ Improve blind spots, dangerous curves etc on country roads (excluding highways)	3	0	3	3	6	6
☞ Improved parking management around schools/more parking around schools	3	1	10	1	2	1
☞ Restrict/discourage traffic on residential roads	3	9	1	0	0	2
☞ More community consultation	3	3	1	3	3	3
☞ More pedestrian crossings	2	1	1	1	3	4
☞ Install more traffic lights at dangerous intersections	2	0	7	0	1	1
☞ More disabled parking needed	2	1	2	2	2	2
☞ Streets/roads too narrow/need widening	2	2	3	2	1	1
☞ More parking restrictions	2	3	0	1	1	2
☞ Greater restriction of non-resident parking	1	5	0	0	0	0
☞ More free parking	1	1	3	2	0	0
☞ Fewer speed inhibitors (humps, barriers traffic islands etc)	1	1	1	2	1	1
☞ Less roundabouts	1	0	0	3	0	0
☞ Redesign of roads has made them unsafe	1	0	0	1	0	1
OTHER ISSUES						
☞ OTHER	14	14	15	11	12	15

ANNUAL COMMUNITY SATISFACTION SURVEY 2002 - STATEWIDE RESULTS

REASONS "NEEDS IMPROVEMENT"

- WASTE MANAGEMENT -

	N= TOTAL 5612 %	GROUP ONE 865 %	GROUP TWO 900 %	GROUP THREE 624 %	GROUP FOUR 1365 %	GROUP FIVE 1858 %
ISSUES ATTRACTING HIGH LEVELS OF FEEDBACK						
☞ Lower fees for Tips etc	17	6	19	22	19	18
☞ More comprehensive recycling program	16	15	12	15	15	19
ISSUES ATTRACTING MODERATE LEVELS OF FEEDBACK						
☞ Any/More frequent hard waste collection	12	21	24	10	7	7
☞ More reliable Collections	12	18	16	10	12	7
☞ Longer opening times/days for Tips etc	12	0	1	12	11	23
☞ More convenient location of tips/transfer stations/rubbish dumps	10	5	6	12	13	11
☞ No collection of recyclable materials	9	0	0	8	11	16
☞ Bigger bins	8	10	9	6	7	8
☞ Any/More frequent collection of green waste/vegetation	7	14	11	6	5	4
☞ Better containers for collection of recyclable materials	6	10	12	9	5	1
☞ No garbage collection	6	0	0	3	11	9
☞ More frequent collection of recyclable materials	6	9	6	6	4	6
ISSUES ATTRACTING LOW LEVELS OF FEEDBACK						
☞ Spilling garbage on footpath/ road during garbage collection	4	10	8	2	1	1
☞ More community consultation	3	4	2	3	4	3
☞ Tip/transfer stations in poor condition/badly managed	3	0	1	3	6	2
☞ Bins should be returned upright to kerbside	2	8	6	1	1	0
☞ Extend areas covered by garbage collection in areas outside townships	2	0	0	1	1	6
☞ More education/promotion for recycling	2	6	1	2	3	0
☞ Cost of garbage/waste collection too much (including bins)	2	2	3	2	2	1
☞ More frequent rubbish collection	1	0	1	0	1	2
☞ Less damage to garbage bins	1	1	2	2	1	0
☞ Better siting of tips etc (too close to residential areas)	1	0	1	3	1	0
☞ Too many rules/restrictions on pick up of green waste/recycling	1	1	1	1	0	1
OTHER ISSUES						
☞ OTHER	11	12	11	12	14	9

Waste Management

As in 2001, one fifth of respondents' comments were regarding Waste Management (21% or 5,612 responses). There were two issues which attracted high levels of complaint, viz:

- Lower fees for tips etc (17%)
 - Group Three (22%)
 - Males (21%)
- More comprehensive recycling program (16%)

Enforcement of By laws

One fifth of respondents made suggestions about Enforcement of By laws (20% or 5,242 responses). There were two issues which attracted high levels of complaint, viz:

- Greater enforcement of animal By-laws (41%)
- Greater enforcement of noise By-laws (domestic, industrial, traffic etc) (18%)
 - Group One (25%)
 - Renting (23%)
 - Group Two (22%)

Economic development

Just over one quarter (27%) of those surveyed spoke about Economic development (7,003 responses). There were four issues which attracted high levels of complaint, viz:

- Need more, better job creation programs, employment opportunities (44% - a decline on the 2001 result of 48%)
 - Renting (56%)
 - Group Two (52% - a decline on the 2001 result of 57%)
 - Aged 18-34 years (49%)
 - Females (48%)

ANNUAL COMMUNITY SATISFACTION SURVEY 2002 - STATEWIDE RESULTS

REASONS "NEEDS IMPROVEMENT"

- ENFORCEMENT OF BY LAWS -

	N=	TOTAL 5242 %	GROUP ONE 1105 %	GROUP TWO 991 %	GROUP THREE 667 %	GROUP FOUR 1094 %	GROUP FIVE 1385 %
ISSUES ATTRACTING HIGH LEVELS OF FEEDBACK							
☞ Greater enforcement of animal By-laws		41	36	42	35	43	44
☞ Greater enforcement of noise By-laws (domestic, industrial, traffic etc)		18	25	22	18	14	14
ISSUES ATTRACTING MODERATE LEVELS OF FEEDBACK							
☞ Greater enforcement of fire prevention By-laws to clean up properties		15	0	12	15	24	24
☞ Greater enforcement of parking restrictions		14	21	16	14	11	10
☞ Greater enforcement of food handling By-laws		6	6	6	6	6	6
☞ Quicker response to reports of By-law infringements		6	5	6	6	7	6
ISSUES ATTRACTING LOW LEVELS OF FEEDBACK							
☞ Better attitude for by-laws enforcement officers/rangers		5	5	4	6	5	4
☞ By-laws are too lenient		4	4	4	4	4	5
☞ Greater enforcement of littering By-laws		4	6	5	3	3	4
☞ By-laws are too stringent		4	5	4	4	3	5
☞ Less enforcement of parking restrictions		3	10	1	5	1	1
☞ Greater enforcement of pollution By-laws (domestic, industrial, traffic etc)		3	2	3	3	3	2
☞ Greater enforcement of fire prevention By-laws		1	1	1	1	2	2
OTHER ISSUES							
☞ OTHER		13	12	14	14	14	12

ANNUAL COMMUNITY SATISFACTION SURVEY 2002 - STATEWIDE RESULTS

REASONS "NEEDS IMPROVEMENT"

- ECONOMIC DEVELOPMENT -

	N= TOTAL 7003 %	GROUP ONE 886 %	GROUP TWO 1037 %	GROUP THREE 1104 %	GROUP FOUR 1766 %	GROUP FIVE 2210 %
ISSUES ATTRACTING HIGH LEVELS OF FEEDBACK						
☞ Need more/better job creation programs/employment opportunities	44	42	52	48	40	40
☞ Not enough support for local businesses	18	22	17	16	19	17
☞ Encourage more tourism	18	12	13	17	21	20
☞ Greater emphasis on Economic Development in general	17	14	16	15	18	19
ISSUES ATTRACTING MODERATE LEVELS OF FEEDBACK						
☞ Encourage more companies/industries to re-locate to the area	14	8	10	18	14	17
☞ Not enough promotion of local businesses	8	13	10	7	9	7
☞ Economic development programs are too focussed on majors towns	7	0	3	5	9	9
ISSUES ATTRACTING LOW LEVELS OF FEEDBACK						
☞ Encourage more desirable industries to locate to the area	4	4	4	7	3	4
☞ Encourage/retain key services such as GP's, hospitals and banks in rural areas	1	1	1	1	1	1
OTHER ISSUES						
☞ OTHER	14	17	13	13	14	13

ANNUAL COMMUNITY SATISFACTION SURVEY 2002 - STATEWIDE RESULTS

REASONS "NEEDS IMPROVEMENT"

- TOWN PLANNING POLICY AND APPROVALS -

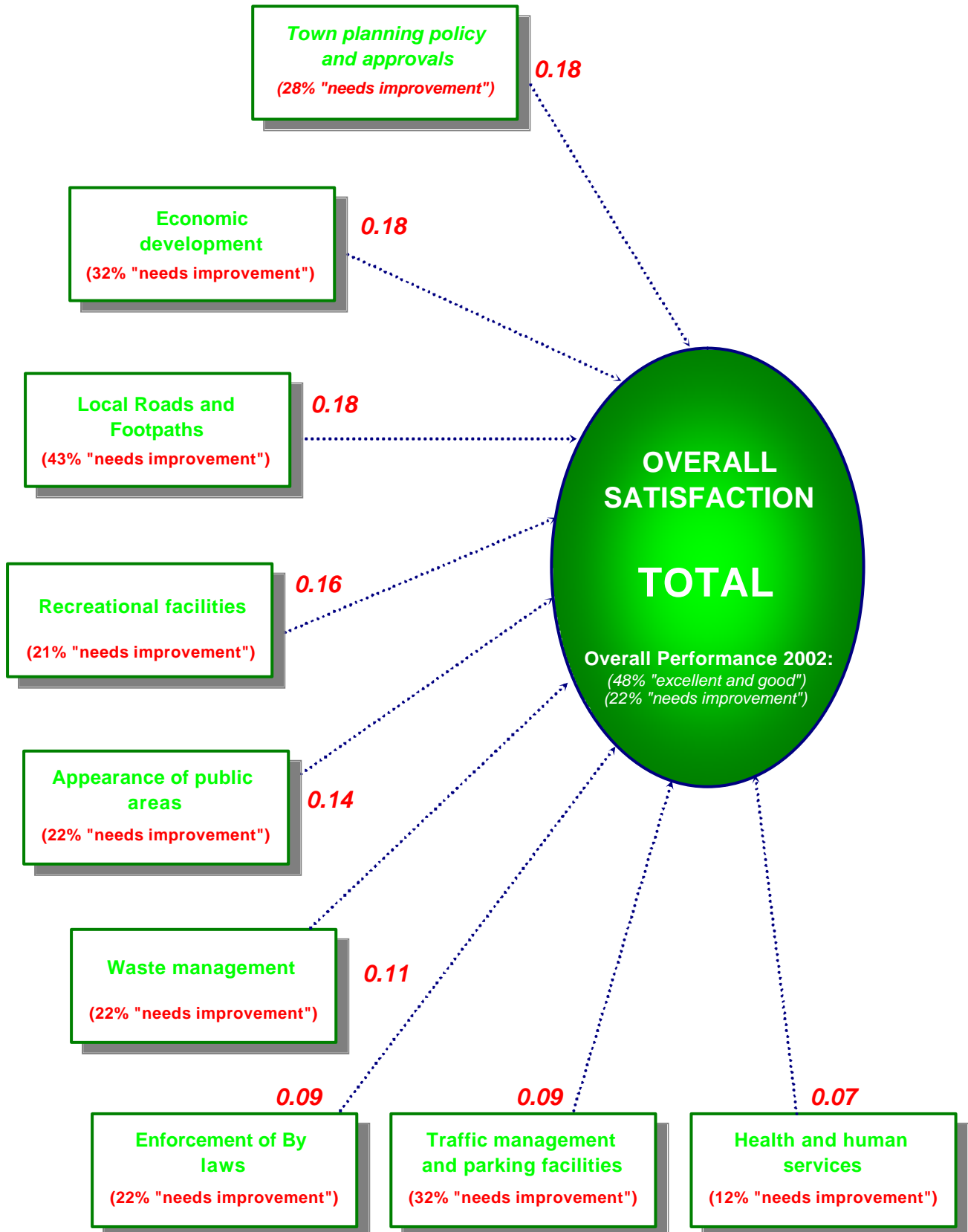
	N= TOTAL 6027 %	GROUP ONE 1500 %	GROUP TWO 821 %	GROUP THREE 850 %	GROUP FOUR 1339 %	GROUP FIVE 1517 %
ISSUES ATTRACTING HIGH LEVELS OF FEEDBACK						
☞ Better planning policies	22	19	24	21	25	20
☞ More consultation with community	16	13	13	20	19	17
ISSUES ATTRACTING MODERATE LEVELS OF FEEDBACK						
☞ Too little regulation in heritage areas	15	18	8	21	10	16
☞ Take better account of environmental issues	14	8	18	15	15	15
☞ Council should be stronger in representing community opinion	11	8	11	11	14	12
☞ More efficient/faster approval processes	11	8	11	8	13	14
☞ Less high density dwellings	10	25	11	4	4	2
☞ More consistent decisions	9	9	7	9	11	10
☞ Take better account of impact on neighbouring properties	7	10	8	4	5	5
☞ Too much residential sub-division	6	11	8	3	6	2
ISSUES ATTRACTING LOW LEVELS OF FEEDBACK						
☞ Greater clarity/information on guidelines and process for building application	5	6	4	4	5	6
☞ Greater enforcement of/adherence to planning policies	5	6	1	5	5	5
☞ Better planning for development of shopping areas	3	2	6	6	3	2
☞ Ugly/inappropriate design/development (no character)	2	4	1	1	1	2
☞ Too much regulation in heritage areas	2	2	1	3	2	1
☞ More helpful Town planning staff	2	1	2	0	1	4
OTHER ISSUES						
☞ OTHER	14	12	19	11	14	17

- Not enough support for local businesses (18%)
 - Group One (22%)
- Encourage more tourism (18%)
 - Group Four (21% - higher than the 2001 result of 17%)
- Greater emphasis on economic development in general (17%)
- **Town planning policy and approvals**

One quarter of respondents made comments regarding Town planning policy and approvals (23% or 6,027 responses). The two issues which attracted high levels of complaints were:

- Better planning policies (22%)
- More consultation with community (16% - a decline on the 2001 result of 19%)
 - Group Three (20%)
 - Group Four (19%)

ANNUAL CONSTITUENT SATISFACTION SURVEY 2002
 DERIVED DRIVERS OF SATISFACTION FOR 2002
TOTAL



3.5 REGRESSION ANALYSIS

As stated importance tends to be very stable over time, in 2000 a decision was made to not ask respondents to rank the importance of the attributes. 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 of 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 individual 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.

The attributes which have the greatest impact upon Overall Satisfaction are identical to those found in both 2000 and 2001, viz:

- Local Roads and Footpaths
- Economic Development
- Town Planning Policy and Approvals
- Recreational Facilities
- Appearance of Public Areas.

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 detailed below. Generally, results are similar to 2001. Changes are noted on an exception basis.

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

- Group Two:

There has been some change in the order of the Drivers for Group Two this year. In particular, Appearance of Public areas has increased in importance (second this year in comparison to sixth in 2001).

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

- Group Three:

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

- Group Four:

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

- Group Five:
 - Economic development
 - Town planning policy and approvals
 - Local roads and footpaths

- 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 2002 have remained at the high levels achieved in 2001. Although the rate of improvement has slowed, there has been statistically significant improvement with regards to two of the nine service areas, viz:

- Recreational facilities (Mean 3.44 up from 3.40 in 2001)
 - 57% “excellent and good” compared with 56% in 2001
 - 20% “needs improvement” compared with 21% in 2001
- Economic development (Mean 2.96 up from 2.88 in 2001)
 - 36% “excellent and good” compared with 33% in 2001
 - 32% “needs improvement” compared with 35% in 2001

There were no areas which showed a significant decline.

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

- Overall performance (54% excellent or good for Metropolitan compared with 45% for Country).
- Advocacy (45% excellent or good compared with 43%)
- Local roads and footpaths (40% compared with 28%)
- Recreational facilities (64% compared with 53%)
- Waste management (67% compared with 56%).

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

- Health and human services (67% for Country compared with 60% for Metropolitan)
- Appearance of public areas (62% compared with 58%)
- Traffic management and parking facilities (43% compared with 37%)

- 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:

- Statewide

- Local roads and footpaths
- Economic development

- Group One

- Town planning policy and approvals

The key areas nominated for improvement were:

- Less high density dwellings
- Better planning policies
- Too little regulation in heritage areas
- More consultation with community

- Local roads and footpaths

The key areas nominated for improvement were:

- Improve/Fix/Repair uneven surface of footpaths
- More frequent/better re-surfacing of roads
- Quicker repairs to roads, footpaths or gutters

- Group Two

- Town planning policy and approvals

The key areas nominated for improvement were:

- Better planning policies
- Take better account of environmental issues
- 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
- Quicker repairs to roads, footpaths or gutters

Appearance of public areas

The key areas nominated for improvement were:

- Better maintenance of parks and gardens
- More frequent street cleaning
- More frequent slashing/mowing of public areas
- More frequent/better pruning of street trees

Economic development

The key areas nominated for improvement were:

- Need more/better job creation programs and employment opportunities

Group Three

Economic development

The key areas nominated for improvement were:

- Need more/better job creation programs and employment opportunities

Town planning policy and approvals

The key areas nominated for improvement were:

- Better planning policies
- Too little regulation in heritage areas
- More consultation with community
- Take better account of environmental issues

Group Four

Economic development

The key areas nominated for improvement were:

- Need more/better job creation programs and employment opportunities

- Town planning policy and approvals

The key areas nominated for improvement were:

- Better planning policies
- More consultation with community
- Take better account of environmental issues

- Group Five

- Economic development

The key areas nominated for improvement were:

- Need more/better job creation programs and employment opportunities

- Local roads and footpaths

The key areas nominated for improvement were:

- More frequent/better re-surfacing of roads
- More frequent grading/re-sheeting of un-sealed roads
- Improve standard of unsealed roads
- More frequent/better slashing of roadside verges
- Improve/Fix/Repair uneven surface of footpaths

- The changes since 2001 within the Groups are as follows:

- Group One

- Economic development

- 36% of respondents rated this as “excellent and good” compared with only 33% in 2001

- Group Two

- Economic development

- 37% “excellent and good” up from 34% in 2001

- Town planning policy and approvals

- 44% “excellent and good” up from 42% in 2001

□ Group Three

There were five attributes which changed statistically significantly within Group Three. While three of these were significant improvements, two significant deteriorations, viz:

IMPROVEMENTS:

□ Health and human services

- 67% “excellent and good” up from 64% in 2001

□ Recreational facilities

- 63% “excellent and good” up from 60% in 2001

□ Economic development

- 41% “excellent and good” up from 36% in 2001

DETERIORATIONS:

□ Traffic management and parking facilities

- 35% “excellent and good” down from 39% in 2001

□ Town planning policy and approvals

- 41% “excellent and good” down from 44% in 2001

□ Group Four

□ Economic development

- 32% “excellent and good” up from 27% in 2001

□ Town planning policy and approvals

- 36% “excellent and good” down from 38% in 2001

□ Group Five

□ There have been no attributes which have changed statistically significantly since 2001.