

# **ANNUAL COMMUNITY SATISFACTION SURVEY 2003**

**- RESEARCH RESULTS -**

**SEPTEMBER 2003**

**PREPARED FOR**

**LOCAL GOVERNMENT AND REGIONAL SERVICES DIVISION  
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**September 2003**

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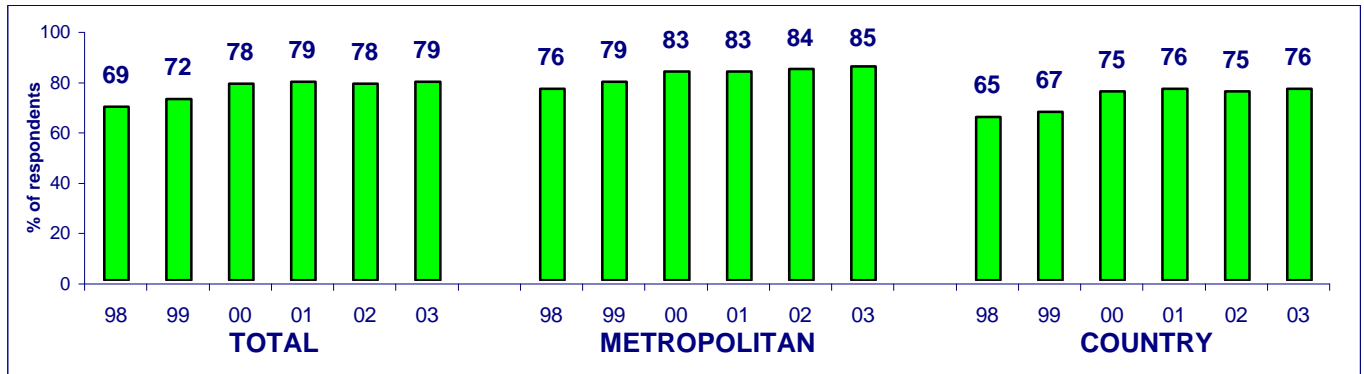
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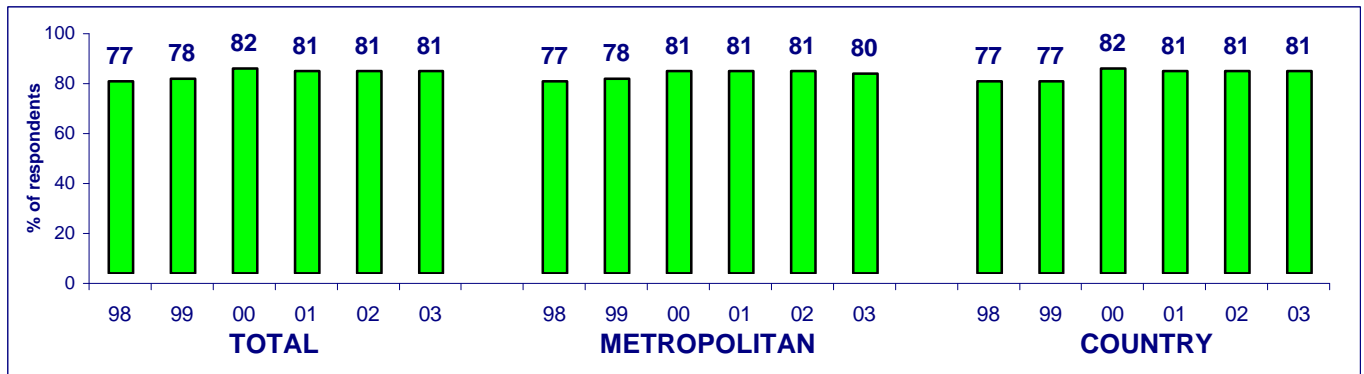
# ANNUAL COMMUNITY SATISFACTION SURVEY 2003

## KEY PERFORMANCE INDICATORS: 1998 - 2003

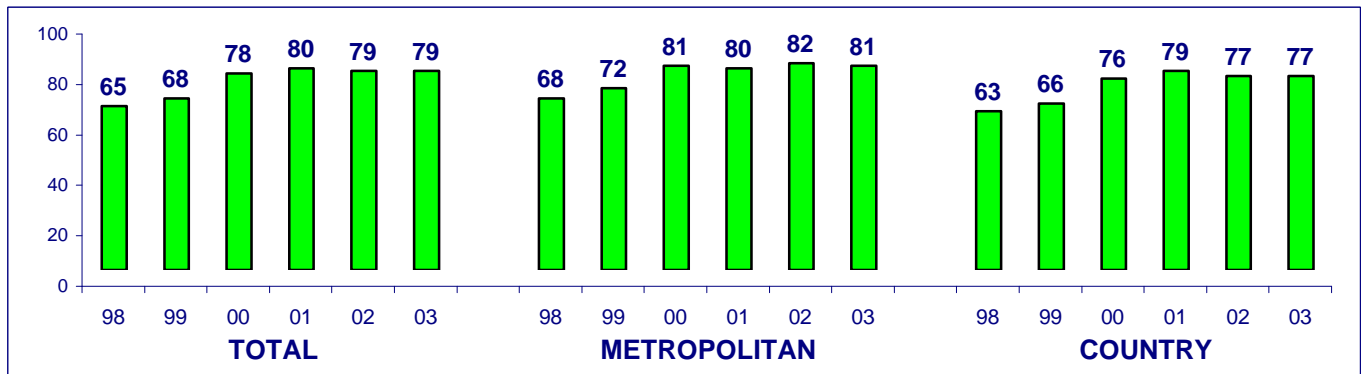
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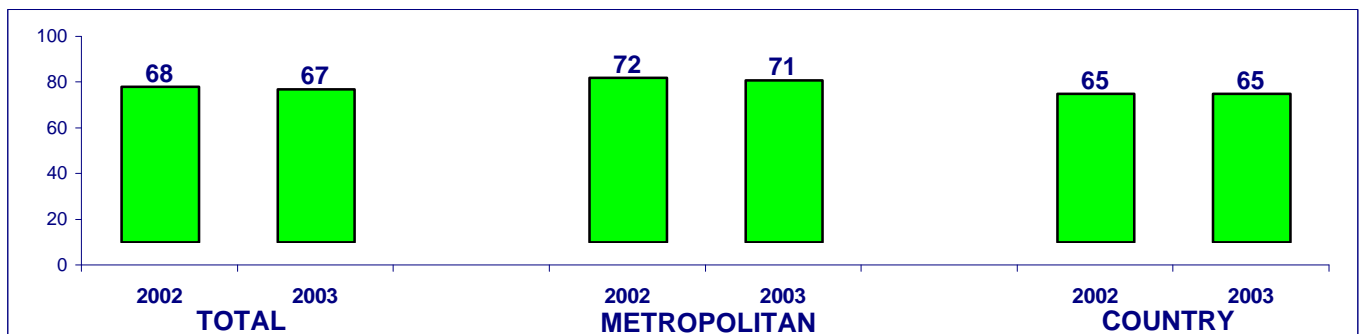
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### - COMMUNITY ENGAGEMENT\* -



\* New Indicator in 2002

Excellent, Good and Adequate

# EXECUTIVE SUMMARY

## BACKGROUND

In 2003, the Local Government and Regional Services Division (LG&RSD) commissioned Newton Wayman Chong (NWC) to conduct the Annual Community Satisfaction Survey across all participating councils of Victoria. This was the sixth 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 2003 and compares these results to those of the previous five years. It should be noted that in the first three years of the survey, all 78 councils participated. In 2001, the number was 76, in 2002 there was a total of 75 and in 2003 the number was 78 out of 79 councils.

This research report reviews the findings for the survey of residents 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, good and adequate” results for the three Key Performance Indicators across the six survey years and for the fourth indicator across the two years this has been measured. It is a positive result that the three long standing Key Performance Indicators have maintained the high satisfaction levels where eight in ten respondents were satisfied. Community Engagement is also quite stable but has declined marginally this year (down 1% to 67%).

## Overall Performance

The results for Overall Performance on a Statewide basis, have improved marginally (although statistically significantly) in comparison to 2002 (79% “excellent, good and adequate” compared with 78% in 2002). This improvement was evident for both Metropolitan councils (up to 85% from 84% in 2002) and Country councils (up to 76% from 75% in 2002).

Further, while 21% were seeking improvement in 2003, this was also an improvement on the 2002 result, when 22% rated the Overall Performance of their council as “needs some or needs a lot of improvement”). This positive change is evident for the country councils where 24% are seeking improvement compared with 25% in 2002. The result for Metropolitan councils remains stable in comparison to 2002 (both years 16% “needs improvement”).

It should also be noted that in comparison to 1998, there has been dramatic improvement overall, with a 10% change for “excellent, good and adequate” (only 69% in 1998 compared with 79% in 2003) and a 14% decrease in the proportion seeking improvement (35% “needs improvement” in 1998 compared with only 21% in 2003).

### **Direction of Change in Overall Performance**

In 2003, one third (34%) of respondents feel that they have seen improvement in their council's performance. This is a statistically significant change in comparison to 2002 (36%) and may indicate that the pace of positive change has slowed. Nevertheless, the same proportion as in 2002 (11%) feel their council's performance has declined indicating that overall, residents are not noting higher levels of decline than in previous years.

It should also be noted that the results are far more positive than in 1998 when one fifth (19%) rated their council's performance as having declined in contrast with 11% for 2003.

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

### **Customer Contact**

Amongst those respondents who had contact with their Council in the past twelve months, eight in ten (81%) rated their experience with the council as “excellent, good and adequate”. This result has been stable across the three years of 2001, 2002 and 2003. It is an improvement on the result achieved in 1998 (77%) and 1999 (78%).

There has also been a stabilising effect, 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 2001, 2002 and 2003). 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 the last three years (54% in 2003 compared with 55% in 2002 and 2001). 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**

Eight in ten respondents (79%) rated their council's Advocacy as "excellent, good and adequate". This is the same result achieved in 2002 but is slightly lower than the result of 2001 (80%). The proportion who rated this attribute as "needs improvement" is also stable in comparison to 2002 (both years 21%). Nevertheless, while this is a slight decline on the 2001 result of 20% it is a dramatic improvement compared with 1998 when 35% overall were seeking improvement.

## **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, two thirds of respondents were satisfied on this dimension (67% "excellent, good and adequate"). This is a slight deterioration on the 2002 result (68%) and there was also a marginally higher proportion of respondents who feel there is need for improvement (33% in 2003 compared with 32% in 2002).

## **KEY RESPONSIBILITY AREAS**

Results for 2003 remain very positive. Of the nine attributes surveyed, six have shown statistically significant improvement in the combined "excellent, good and adequate" results, with almost all of them showing a corresponding decline in the proportion seeking improvement. These positive changes are:

### **◆ Local roads and footpaths**

- ❖ 58% "excellent, good and adequate" compared with 57% in 2002
- ❖ 42% "needs improvement" compared with 43% in 2002

This change has been driven by improved opinions amongst respondents within Group Two, Group Three and Group Four. In particular, there has been a 3% improvement on this dimension in Group Four (48% compared with 45% in 2002).

### **◆ Health and Human Services**

- ❖ 89% "excellent, good and adequate" compared with 88% in 2002
- ❖ 11% "needs improvement" compared with 12% in 2002

Group Five respondents showed the greatest positive change (91% compared with 89% in 2002). Group Two and Group Four also showed a positive change of 1% in comparison to 2002.

◆ **Recreational Facilities**

- ❖ 80% “excellent, good and adequate” compared with 79% in 2002
- ❖ 20% “needs improvement” which is stable in comparison to 2002 (also 20%)

This improved result is driven by Group Four (up 3% to 76% in 2003) and Group Five (up 1% to 75%). In contrast, there has been a decline in the results for both Group Two (down 1% to 80% in 2003) and Group Three (down 2% to 81% in 2003).

◆ **Appearance of Public Areas**

- ❖ 79% “excellent, good and adequate” compared with 78% in 2002
- ❖ 21% “needs improvement” compared with 22% in 2002

Group Two, Group Three and Group Four have shown improvement on this dimension (particularly Group Three which is up 3% to 85% this year).

◆ **Waste Management**

- ❖ 81% “excellent, good and adequate” compared with 79% in 2002
- ❖ 19% “needs improvement” compared with 22% in 2002

There has been positive change across all five groups on this dimension.

◆ **Economic Development**

- ❖ 70% “excellent, good and adequate” compared with 68% in 2002
- ❖ 31% “needs improvement” compared with 32% in 2002

Group One to Group Four all showed improvement on this dimension in 2003. Group Five however has shown a decline (63% compared with 65% in 2002).

The attribute below also showed a positive change in the “needs improvement” result (although the combined “excellent, good and adequate” result has remained stable), viz:

◆ **Traffic management and parking facilities**

- ❖ 68% “excellent, good and adequate” (also 68% in 2002)
- ❖ 31% “needs improvement” compared with 32% in 2002

Group One, Two and Four are driving this slight improvement. Group Five however has declined on this dimension (26% “needs improvement” compared with 23% in 2002).

In contrast, the following attribute showed a negative change in the “needs improvement” result (however the combined “excellent, good and adequate” result has remained stable):

◆ **Enforcement of By-laws**

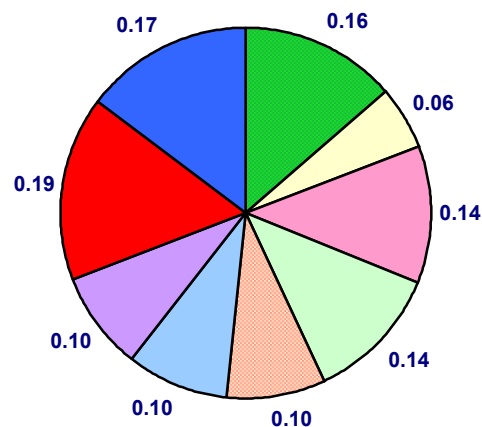
- ❖ 78% “excellent, good and adequate” (also 78% in 2002)
- ❖ 23% “needs improvement” compared with 22% in 2002

This marginal decline is driven by the result for Group Five (an increase of 2% “needs improvement” to 23% in 2003).

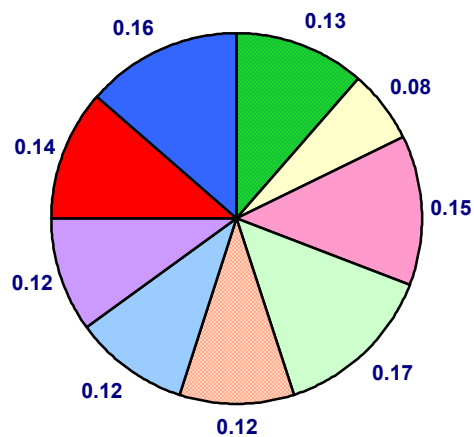
# ANNUAL COMMUNITY SATISFACTION SURVEY 2003

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

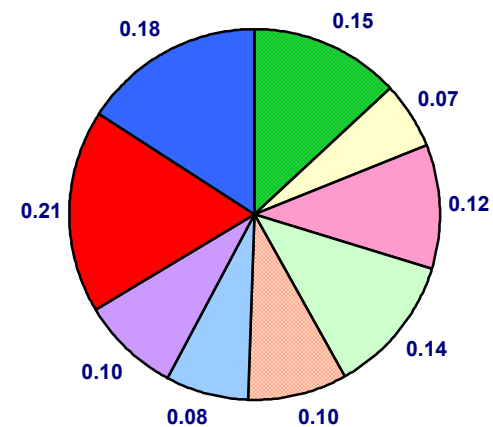
**TOTAL**



**METROPOLITAN**



**COUNTRY**





There was also one attribute which has shown an overall decline in comparison to 2002 and in fact is now showing a negative trend since 2001, viz:

◆ **Town Planning Policy and Approvals**

- ❖ 69% “excellent, good and adequate” compared with 72% in 2002 and 74% in 2001
- ❖ 31% “needs improvement” compared with 27% in 2002 and 26% in 2001.

This decline was evident across all five groups but most noticeably in Group Five where there has been an 7% decline (68% “excellent, good and adequate compared with 75% in 2002).

**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 the previous three years. They were (in ranked order):

◆ **Statewide**

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

◆ **Metropolitan**

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

◆ **Country**

- ❖ Economic development
- ❖ Town planning 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. Metropolitan results are more positive with regards to three of the Key Performance Indicators and four of the attributes. Nevertheless, Country respondents are more satisfied than their Metropolitan counterparts with regards to five attributes.

The areas where Metropolitan respondents were more satisfied than Country respondents were:

### ◆ Key Performance Indicators

- ❖ Overall performance (85% “excellent, good and adequate” for Metropolitan compared with 76% for Country).
- ❖ Advocacy (81% for Metropolitan compared with 77% for Country)
- ❖ Community Engagement (71% for Metropolitan compared with 65% for Country)

### ◆ Attributes

- ❖ Local roads and footpaths (67% for Metropolitan compared with 52% for Country)
- ❖ Recreational facilities (83% for Metropolitan compared with 78% for Country)
- ❖ Waste management (85% for Metropolitan compared with 79% for Country)
- ❖ Economic development (75% for Metropolitan compared with 66% for Country).

The areas where Country respondents were more satisfied, were:

### ◆ Key Performance Indicators

- ❖ Customer Service (81% for Country compared with 80% for Metropolitan)

### ◆ Attributes

- ❖ Health and human services (90% for Country compared with 87% for Metropolitan)
- ❖ Appearance of public areas (81% for Country compared with 76% for Metropolitan)
- ❖ Traffic management and parking facilities (70% for Country compared with 65% for Metropolitan)
- ❖ Enforcement of By-laws (78% for Country compared with 76% for Metropolitan)
- ❖ Town planning policy and approvals (69% for Country compared with 67% for Metropolitan).

## 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 over the last few years. Nevertheless, the combined "excellent, good and adequate" results for 2003 have shown a statistically significant improvement for Overall Performance and for six of the attributes.

There was however, one attribute, Town planning policy and approvals which has shown decline at a Statewide level, over two consecutive years.

While the high standards continue to be maintained, the speed and degree of change is slowing. As stated in 2001 and 2002, this is probably to be expected given the high degree of improvement shown in previous years and the probability that while 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, community engagement, local roads and footpaths, recreational facilities, waste management and economic development were all rated more positively by Metropolitan respondents.

Nevertheless, there were five areas where Country councils achieved higher ratings than did Metropolitan councils. Those areas were health and human services, traffic management and parking facilities, appearance of public areas, enforcement of by-laws and town planning policy and approvals.

In terms of Indexed Mean results, three quarters of the individual councils (74% or 58 councils) have maintained the standard they achieved in 2002 on the Overall Performance measure. There were seven councils (or 9%) who improved on this measure in comparison to 2002 and unfortunately there were 13 (or 17%) who deteriorated.

In summary, the stabilisation of the Statewide results which were evident over the past three years has continued in 2003. Nevertheless, there is still some positive change evident and for individual councils, year on year there is greater movement in the results which indicates the community satisfaction program is measuring changes at the local level. Further, the dramatic improvement in comparison to the 1998 results have been maintained in 2003.

# 1.

## INTRODUCTION

### 1.1 BACKGROUND

In 2003, the Local Government and Regional Services Division (LG&RSD) commissioned Newton Wayman Chong (NWC) to conduct the Annual Community Satisfaction Survey across all participating councils of Victoria. This was the sixth 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 2003 and compares these results to those of the previous five years. It should be noted that in the first three years of the survey, all 78 councils participated. In 2001, the number was 76, in 2002 there was a total of 75 and in 2003 the number was 78 out of 79 councils.

This research report reviews the findings for 2003 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 April 2003.

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 after 1999.

- (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, 2002 and 2003 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 2003, 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) In 2002 and 2003 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”.

In 2003, of the seventy-eight participating councils 26 chose Option A and 52 chose Option B. For a listing of the councils which nominated each option see **Appendix C**.

## **2.**

### **METHODOLOGY**

In 2003, there were a total of 27,370 interviews conducted across the 78 participating local government areas, with approximately 350 interviews conducted in each. The councils who have chosen not to participate in different years were:

- ◆ Did not participate in 2001 and 2002
  - ◆ City of Moreland
  - ◆ Shire of Surf Coast
- ◆ Did not participate in 2002
  - ◆ Shire of Nillumbik
- ◆ Did not participate in 2003
  - ◆ Shire of Wellington

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 and continued in 2003, 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. Fifty-two of the seventy-eight councils did so.

Interviewing was conducted from 29<sup>th</sup> of January to 20<sup>th</sup> of March 2003. 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 2003 - STATEWIDE RESULTS

## KEY PERFORMANCE AREAS MEAN RESULTS FOR 2003 - COMPARED WITH 1998, 1999, 2000, 2001 AND 2002

	TOTAL						Significant Change						GROUP ONE						Significant Change						GROUP TWO						Significant Change											
	1998	1999	2000	2001	2002	2003	98/99	99/00	00/01	01/02	02/03	98/03	1998	1999	2000	2001	2002	2003	98/99	99/00	00/01	01/02	02/03	98/03	1998	1999	2000	2001	2002	2003	98/99	99/00	00/01	01/02	02/03	98/03						
OVERALL PERFORMANCE	3.02	3.10	3.23	3.25	3.25	3.24							3.26	3.35	3.45	3.41	3.45	3.43							3.09	3.17	3.30	3.30	3.33	3.31												
ADVOCACY	2.90	2.97	3.18	3.23	3.21	3.19							2.98	3.10	3.28	3.23	3.26	3.25							2.96	3.07	3.22	3.24	3.24	3.21												
CUSTOMER CONTACT	3.49	3.53	3.68	3.68	3.67	3.65							3.50	3.58	3.65	3.66	3.66	3.65							3.51	3.58	3.68	3.68	3.66	3.65												
COMMUNITY ENGAGEMENT	NA	NA	NA	NA	2.97	2.96							NA	NA	NA	NA	3.06	3.05							NA	NA	NA	NA	3.06	3.05												

	GROUP THREE						Significant Change						GROUP FOUR						Significant Change						GROUP FIVE						Significant Change																		
	1998	1999	2000	2001	2002	2003	98/99	99/00	00/01	01/02	02/03	98/03	1998	1999	2000	2001	2002	2003	98/99	99/00	00/01	01/02	02/03	98/03	1998	1999	2000	2001	2002	2003	98/99	99/00	00/01	01/02	02/03	98/03													
OVERALL PERFORMANCE	3.08	3.23	3.38	3.34	3.33	3.32							2.78	2.85	2.98	3.07	3.04	3.10							2.92	2.96	3.10	3.16	3.15	3.10								2.92	2.96	3.10	3.16	3.15	3.10						
ADVOCACY	2.97	3.07	3.24	3.29	3.25	3.26							2.73	2.77	3.02	3.13	3.10	3.11							2.92	2.93	3.15	3.28	3.21	3.16								2.92	2.93	3.15	3.28	3.21	3.16						
CUSTOMER CONTACT	3.56	3.60	3.80	3.75	3.77	3.73							3.40	3.39	3.58	3.61	3.64	3.57							3.53	3.52	3.71	3.70	3.66	3.68								3.53	3.52	3.71	3.70	3.66	3.68						
COMMUNITY ENGAGEMENT	NA	NA	NA	NA	2.87	2.86							NA	NA	NA	NA	2.88	2.90							NA	NA	NA	NA	2.97	2.92																			

\* 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 six 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 was a new indicator in 2002 and therefore, change can only be measured for differences between the 2002 and 2003 result.

In 2002, it was evident that the overall Statewide had begun to plateau and the stable results continue in 2003. 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. Further, the new Key Performance Indicator, Community Engagement has not show a statistically significant change in comparison to 2002.

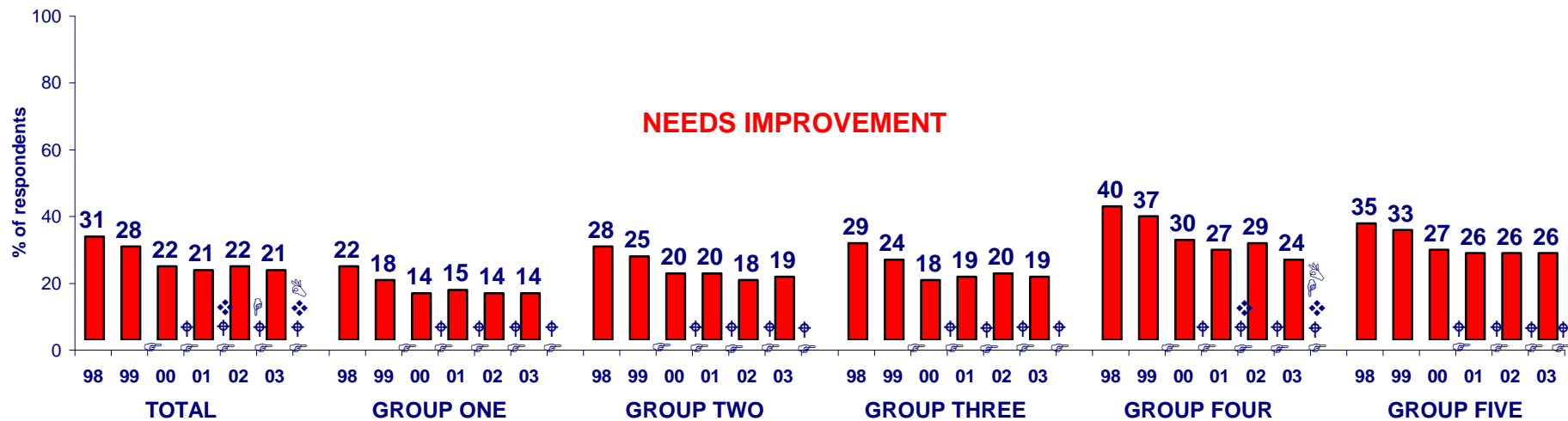
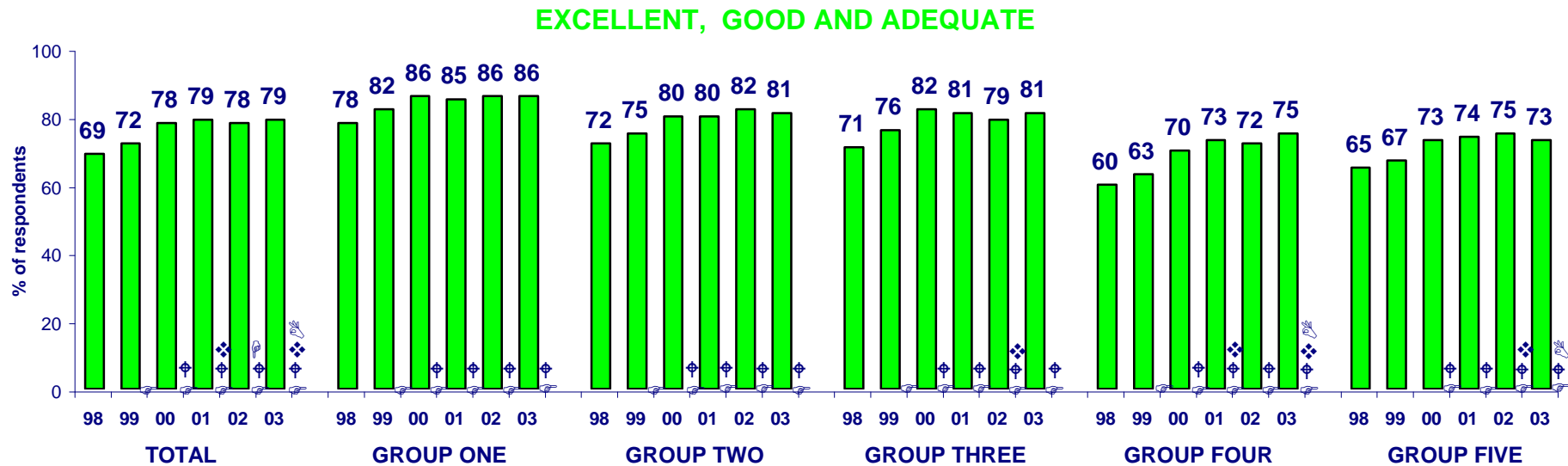
This stabilisation has also occurred for Groups One, Two and Three, however there has been change evident for Groups Four and Five, viz:

- ◆ Group Four
  - ❖ It is a positive result that Overall Performance has improved statistically significantly in 2003 in comparison to 2002.
  - ❖ There has, however been decline with regards to Customer Contact which has shown a statistically significantly negative change.
- ◆ Group Five
  - ❖ There are two Key Performance Indicators, Overall Performance and Advocacy, which have declined significantly in comparison to 2002. The latter has shown this decline over two consecutive years.

# ANNUAL COMMUNITY SATISFACTION SURVEY 2003 - STATEWIDE RESULTS

## KEY PERFORMANCE INDICATORS FOR 2003 - COMPARED WITH 1998, 1999, 2000, 2001 & 2002

### - OVERALL PERFORMANCE -



Statistically Significant Change Since: 1998 1999 2000 2001 2002

It should also be noted that in comparison to 1998, results continue to be statistically significantly more positive for the Statewide results 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.

### 3.1.1 OVERALL PERFORMANCE

The chart **opposite** shows the “excellent, good and adequate” and “needs improvement” results for Overall Performance for 2003, across the six years (1998 to 2003).

It is a positive result that on average, most people rate their councils' Overall Performance as better than “adequate” (3.24). 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 slightly behind the Statewide result.

Eight in ten respondents (79%) felt their councils' Overall Performance was “excellent, good and adequate” and this is statistically significantly more positive than the 2002 result (78%). The Metropolitan respondents (Group One and Two) and those in Regional Cities (Group Three) were the most positive (86%, 81% and 81% respectively).

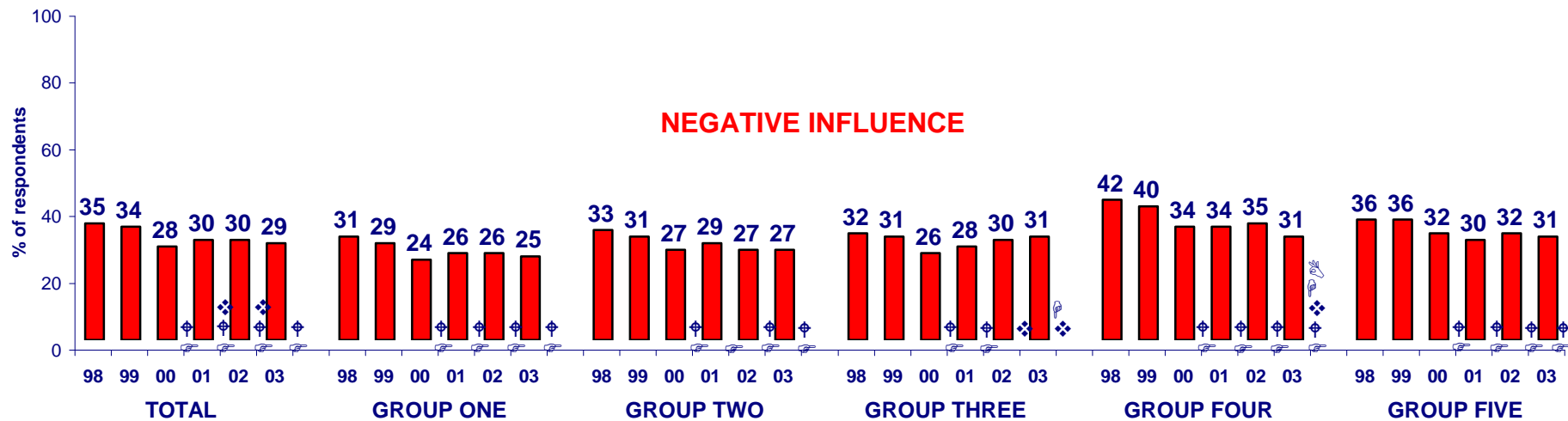
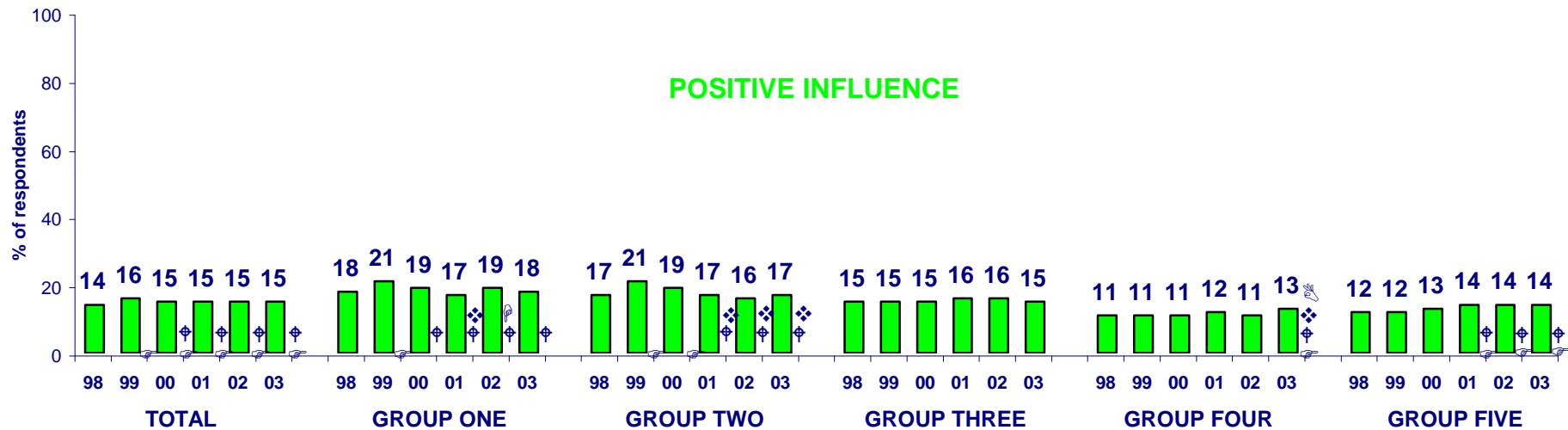
One fifth of respondents (21%) felt that their councils' Overall Performance was in need of improvement and this was also a marginal, but significant improvement on the 2002 result of 22%. The results for Group One were the most positive with only 14% seeking improvement on this measure.

In terms of statistically significant change since 2002 amongst the groups, only Group Four has shown a statistically significant improvement since 2002 (up 3% to 75% “excellent, good and adequate” in 2003). This positive change was also evident in the lower proportions seeking improvement in Group Four (24% “needs improvement” in 2003 down from 29% in 2002).

# ANNUAL COMMUNITY SATISFACTION SURVEY 2003 - STATEWIDE RESULTS

## KEY PERFORMANCE INDICATORS FOR 2003 - COMPARED WITH 1998, 1999, 2000, 2001 & 2002

### - ISSUES STRONGLY INFLUENCED ASSESSMENT OF OVERALL PERFORMANCE -



Statistically Significant Change Since: 1998 1999 2000 2001 2002

In contrast, since 2002 there has been a slight, but significant decline on this measure for Group Five (down 2% to 73% “excellent, good and adequate” in 2003).

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, good and adequate” ratings, sub-groups which were more likely to rate their councils’ Overall Performance positively were:

- ◆ Aged 18-34 years (88%)

- ◆ Renting (86%)

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

- ◆ Farming households (26% needs improvement)

- ◆ Aged 50-64 years (24% needs improvement)

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 (85% “excellent, good and adequate” compared with only 76% for Country). There has been no statistically significant change in these results in comparison to 2002.

### **Issues Which Influenced Assessment Of Overall Performance**

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

Overall, just over half of the respondents (55%) said that there was “no influence” . Of those who said there was an influence only 15% said there was a “positive influence” (the same result as in 2002) and 29% said that there was a “negative influence” (slightly lower than in 2002, but this change is not statistically significant).

Results for this question have remained fairly stable across the six years. Respondents for Groups One and Two tended to be the most positive with 18% and 17% claiming they had a “positive influence”. In contrast, one third (31%) of respondents in all three country groups claimed there was a “negative influence”.

In terms of change in comparison to 2002 only the results of Group Four have changed statistically significantly in comparison to 2002 (13% “positive influence” compared with 11% last year and 31% “negative influence” compared with 35% last year).

**Sub-groups** who were more likely than the Total to feel that they had “positively influenced” in their assessment were the same as in 2002:

- ◆ Aged 18-34 years (17% “positively influenced”)
- ◆ Renting (18%)

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 also the same groups as in 2002, viz:

- ◆ Farming households (33% “negatively influenced” although this is not as high as in 2002 when it was 36%)
- ◆ Aged 35-49 years (33%)
- ◆ Aged 50-64 years (32%)
- ◆ Males (31%)
- ◆ Home owners (31%)

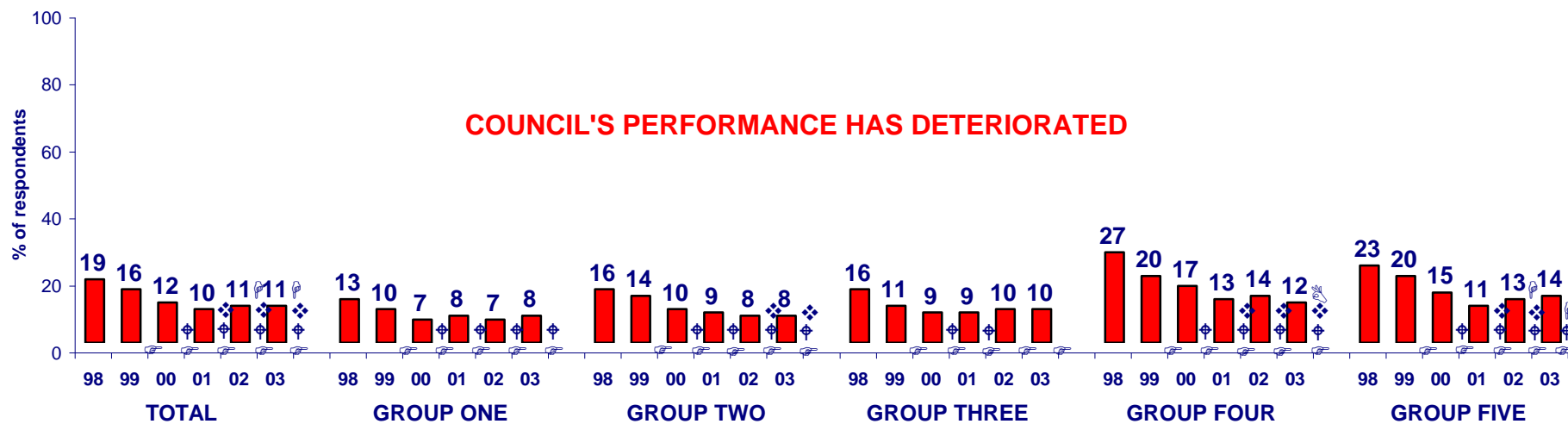
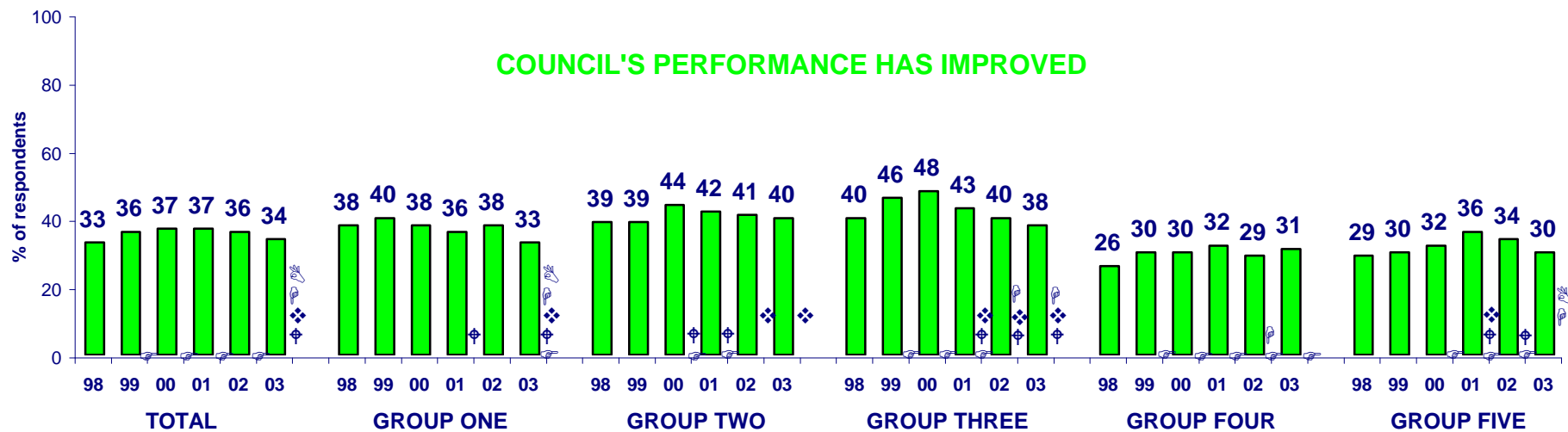
**Sub-groups** who were more likely than the Total to feel that they had not been influenced at all were:

- ◆ Aged 65 years plus (62% “no influence”)
- ◆ Renting (60%)

# ANNUAL COMMUNITY SATISFACTION SURVEY 2003 - STATEWIDE RESULTS

## KEY PERFORMANCE INDICATORS FOR 2003 - COMPARED WITH 1998, 1999, 2000, 2001 & 2002

### - DIRECTION OF CHANGE IN OVERALL PERFORMANCE -



Statistically Significant Change Since: 1998 1999 2000 2001 2002

### 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 six survey years are detailed in the chart **opposite**.

One third of respondents feel that their council's performance had "improved" (34%) and this is significantly lower than the proportion in 2002 (36%). It should also be noted that this is the lowest proportion since 1999. This seems to indicate that the pace of improvement has slowed, nevertheless, the proportion who have perceived deterioration has remained stable in comparison to 2002 (11%). This latter result is also far more positive than the result in 1998 (when it was 19%).

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 four years and compares favourably with the lower ratios that were apparent in the 1998 and 1999 surveys.

In terms of change within the groups, both Group One and Group Five have shown a significantly lower proportion of respondents claiming that they have seen "improvements" over the past twelve months (33% for Group One and only 30% for Group Five – a decline of 5% in the case of the former and 4% for the latter). Respondents in Group Four were statistically significantly less likely this year to say they have seen "deterioration" (12% compared with 14% in 2002).

**Sub-groups** that were statistically significantly more positive than the Total to say they have seen "improvement" are the same as those evident since 2000. They were:

- ◆ Renting (41% Improved)
- ◆ Aged 18-34 years (38%)
- ◆ Females (36%)

Likewise, the sub-groups who were more likely to say they have seen "deterioration" were also the same as those in 2000, 2001 and 2002, viz:

- ◆ Farming households (14% Deteriorated)
- ◆ Aged 50-64 years (13%)
- ◆ Males (12%)

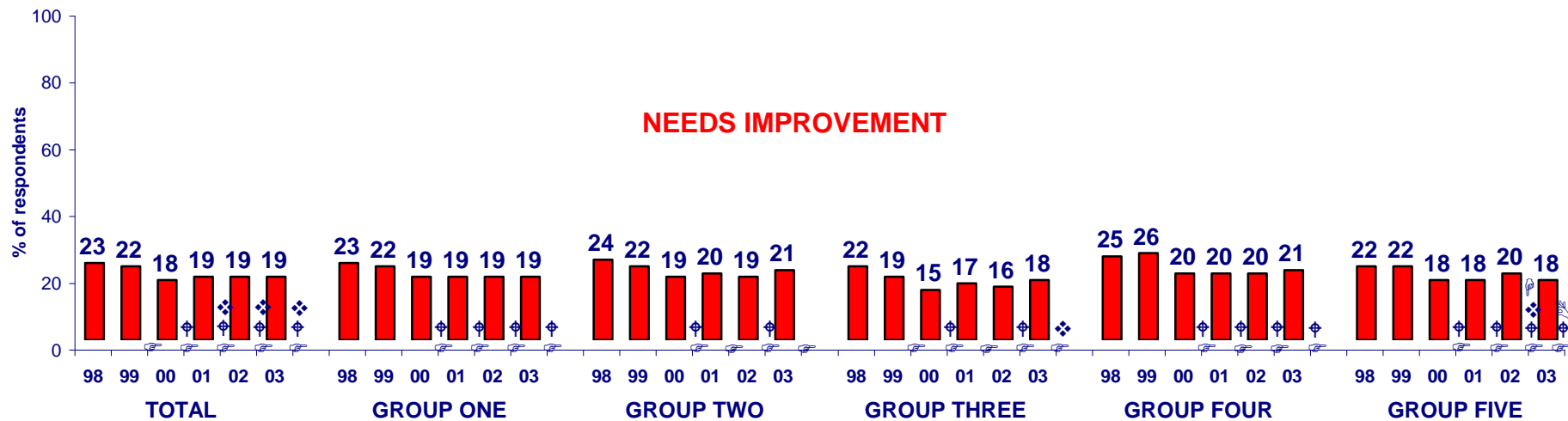
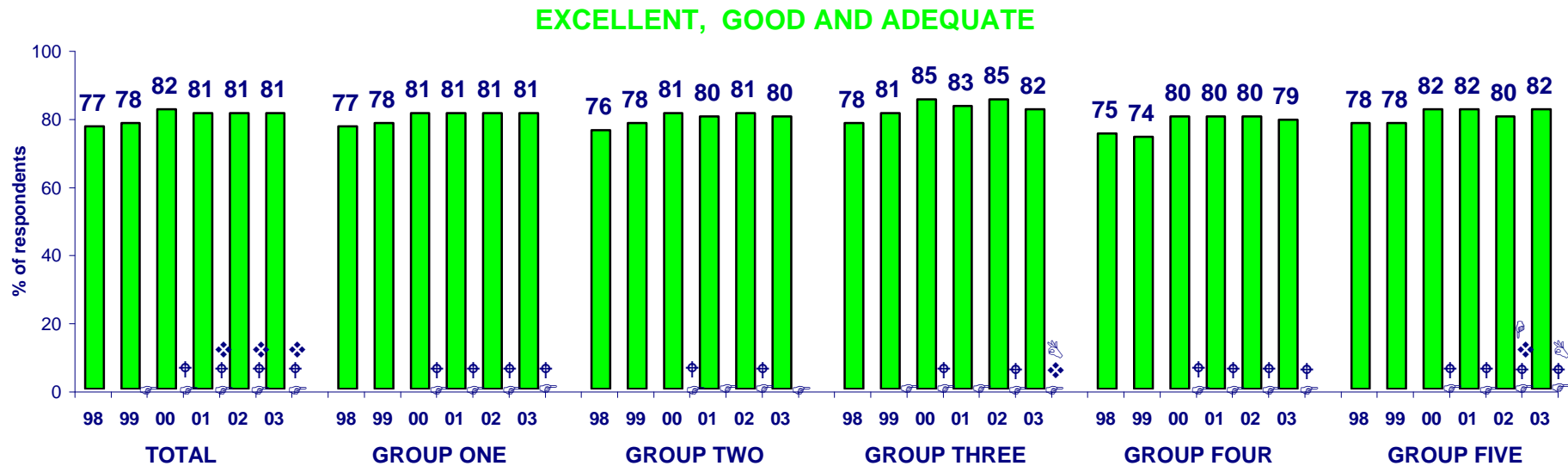
Respondents in Metropolitan councils were more likely to feel that their council has "improved" (36%) than were Country respondents (32%). Both results are statistically significantly lower than in 2002 (when they were 39% and 34% respectively).



# ANNUAL COMMUNITY SATISFACTION SURVEY 2003 - STATEWIDE RESULTS

## KEY PERFORMANCE INDICATORS FOR 2003 - COMPARED WITH 1998, 1999, 2000, 2001 & 2002

### - CUSTOMER CONTACT -



Statistically Significant Change Since: 1998 ⬆ 1999 ⬆ 2000 ⬆ 2001 ⬆ 2002 ⬆

### 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 six survey years.

Of those respondents who had had contact with their council, eight in ten respondents (81%) rated the contact as “excellent, good and adequate”. This result has been stable since 2001. The proportion who felt there was room for improvement has also remained stable since 2001 (19% “needs some or a lot of improvement”).

In terms of change in comparison to 2002 within the groups, Group Three has declined with 82% this year rating the contact as “excellent, good and adequate” compared with 85% in 2002. In contrast, Group Five has shown statistically significant improvement with an increase in the proportion rating the contact as “excellent, good and adequate” (up 2% to 82%) and a decline in those feeling there is room for improvement (down 2% to 18%).

Respondent who rent were more likely to rate their council’s performance on this measure as “excellent, good and adequate” than others (85%).

As in the previous two years there was no significant difference between the Metropolitan and the Country results (80% “excellent, good and adequate” for Metropolitan and 81% for Country).

#### **Experienced Customer Contact**

Just over half of respondents (54%) have contacted their council in the past twelve months. This result has remained stable across the past three years (see chart **overleaf**). This stability can also be seen across the five groups and also for both Metropolitan and Country results.

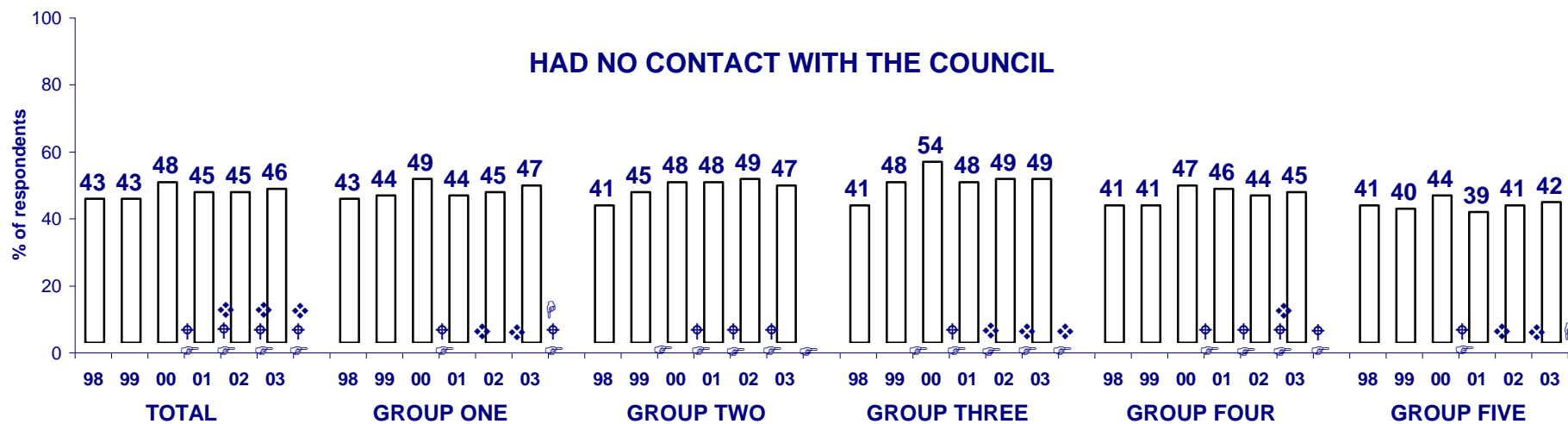
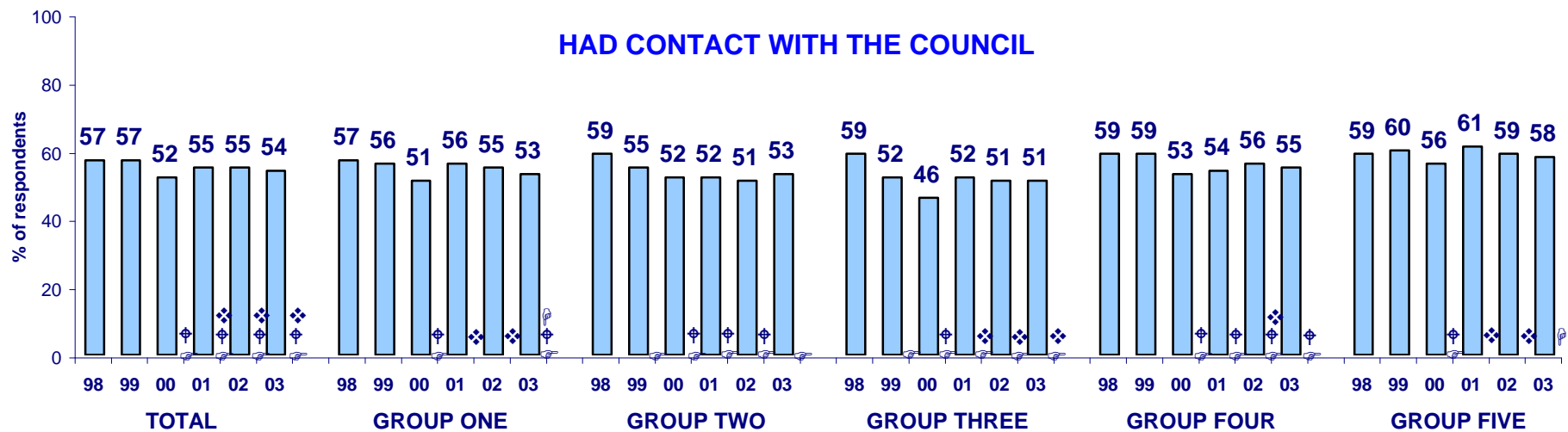
**Sub-groups** who were statistically significantly more likely to make contact were the same as in 2002, viz:

- ◆ Farming households (62% “contacted the council”)
- ◆ Aged 35-49 years (60%)
- ◆ Home owners (56%)

# ANNUAL COMMUNITY SATISFACTION SURVEY 2003 - STATEWIDE RESULTS

## KEY PERFORMANCE INDICATORS FOR 2003 - COMPARED WITH 1998, 1999, 2000, 2001 & 2002

### - EXPERIENCED CUSTOMER CONTACT -



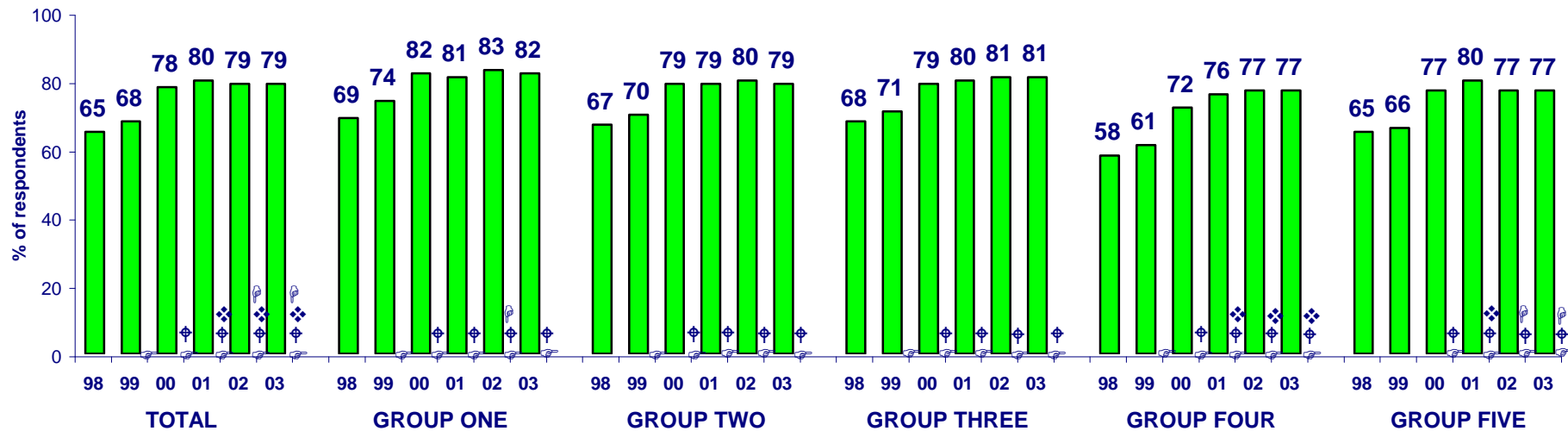
Statistically Significant Change Since: 1998 1999 2000 2001 2002

# ANNUAL COMMUNITY SATISFACTION SURVEY 2003 - STATEWIDE RESULTS

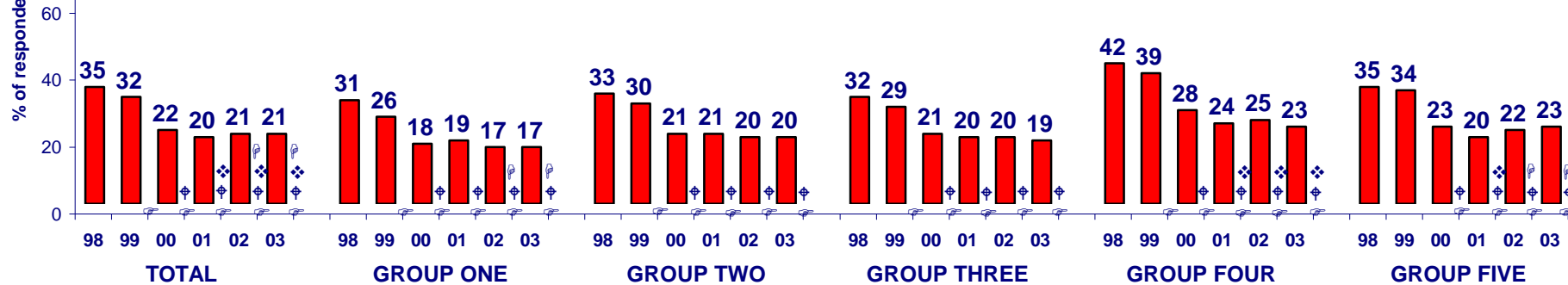
## KEY PERFORMANCE INDICATORS FOR 2003 - COMPARED WITH 1998, 1999, 2000, 2001 & 2002

### - ADVOCACY -

#### EXCELLENT, GOOD AND ADEQUATE



#### NEEDS IMPROVEMENT



Statistically Significant Change Since: 1998 1999 2000 2001 2002

### 3.1.4 ADVOCACY: REPRESENTING THE COMMUNITY'S INTERESTS

The chart **opposite** shows “excellent, good and adequate” and “needs improvement” ratings across the six survey years for Advocacy. Eight in ten respondents overall (79%) rated their council’s performance on Advocacy as “excellent, good and adequate” while 21% felt there was room for improvement. This result is stable in comparison to 2002 and is slightly, but significantly less positive than the results of 2001 when it was 81%.

There have been no statistically significant changes in comparison to 2002 across the five groups. The most positive results are for Group One (81% “excellent, good and adequate”) and for Group Three (81%).

Overall, approximately one fifth (21%) were seeking improvement on this measure at a Statewide level. Group Four and Group Five attracted the least positive results with almost one quarter (23%) in each case rating their council’s performance on this measure as “needs some or needs a lot of improvement”.

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

- ◆ Renting (85% “excellent, good and adequate”)
- ◆ Aged 65 years plus (81%)
- ◆ Aged 18-34 years (86%)

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

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

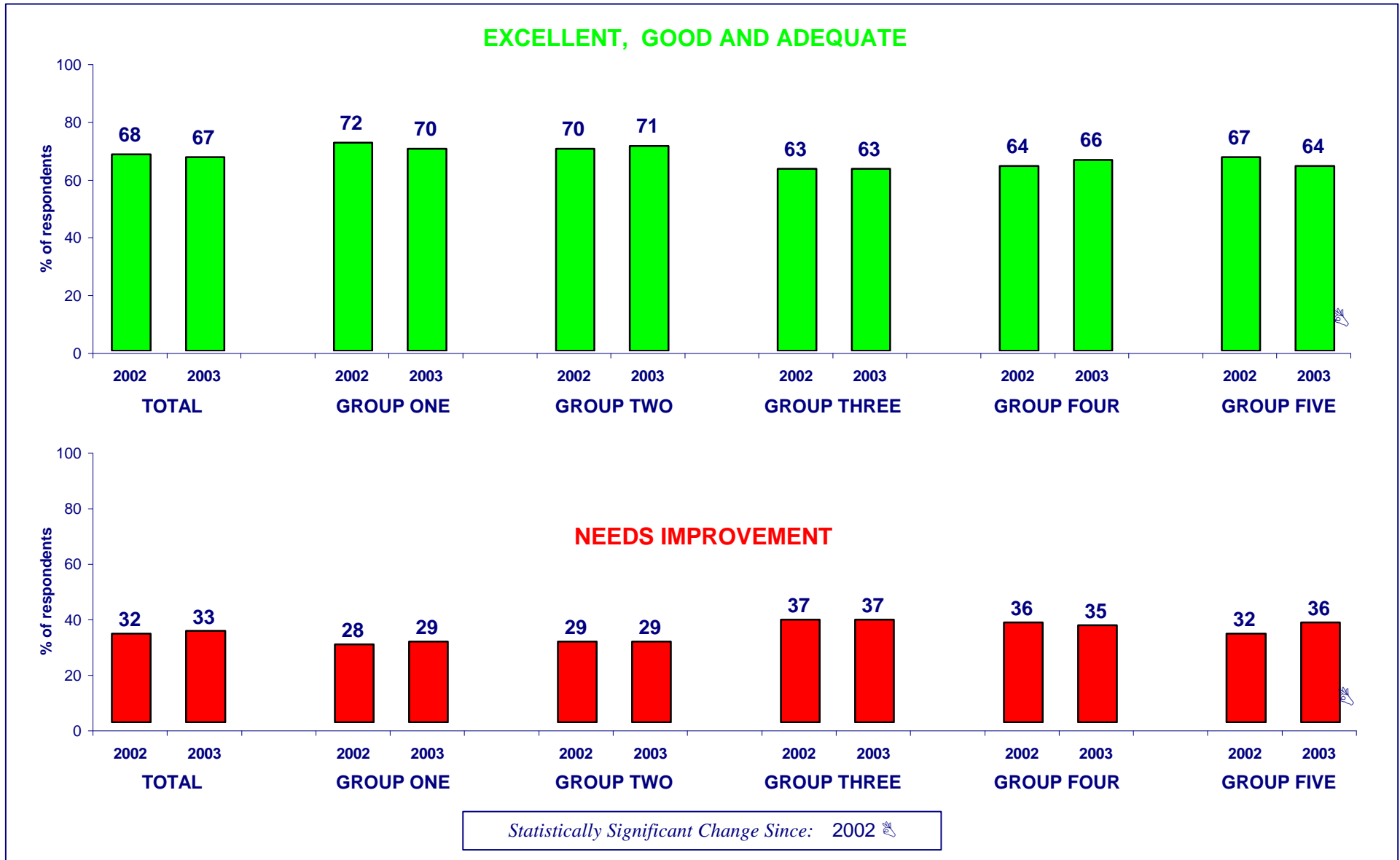
Results for Metropolitan and Country are also stable in comparison to 2002. Marginally higher proportions of Metropolitan respondents were satisfied than at the Statewide level (81% “excellent, good and adequate” compared with 79% Statewide). Country respondents were slightly less satisfied (77% “excellent, good and adequate” with 23% seeking improvement).

While these results have been quite stable since 2001, they are significantly better than in 1999 and 1998.

# ANNUAL COMMUNITY SATISFACTION SURVEY 2003 - STATEWIDE RESULTS

## KEY PERFORMANCE INDICATORS FOR 2003 - COMPARED WITH 1998, 1999, 2000, 2001 & 2002

### - COMMUNITY ENGAGEMENT -



### 3.1.5 COMMUNITY ENGAGEMENT

The chart **opposite** shows the 2003 results for the “excellent, good and adequate” and “needs improvement” ratings for Community Engagement. This is the second year that this Key Performance Indicator has been measured.

Two thirds (67%) of respondents overall feel that their council’s performance on Community Engagement is “excellent, good and adequate” and while this was a marginal decline on the 2002 result of 68%, it was not a statistically significant change. The results were most positive in Group Two (71%) and Group One (70%). The latter has declined significantly in comparison to the 2002 result of 72%. The lowest results were for Group Three (63%) and for Group Five (64%), the latter having also shown a statistically significant decline in comparison to 2002.

In line with above, the combined Metropolitan respondents (Groups One and Two) were more positive than were Country respondents (71% “excellent, good and adequate” for the former compared with 65% for the latter).

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

- ◆ Renting (72% “excellent, good and adequate”)
- ◆ Aged 18-34 years (75%)
- ◆ Aged 65 years plus (69%)

Those Aged 50-64 years were the most likely to feel there was room for improvement (37% “needs improvement”).

### 3.1.6 REASONS FOR “NEEDS IMPROVEMENT” RATINGS

In 2002, councils were given the option 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 this additional information (**Option B**) and fifty-two of the seventy-eight participating councils chose to do so. These councils were:

# ANNUAL COMMUNITY SATISFACTION SURVEY 2003 - STATEWIDE RESULTS

## REASONS "NEEDS IMPROVEMENT"

### - OVERALL PERFORMANCE -

	N=	TOTAL 3578 %	GROUP ONE 627 %	GROUP TWO 815 %	GROUP THREE 519 %	GROUP FOUR 766 %	GROUP FIVE 851 %
ISSUES ATTRACTING HIGH LEVELS OF FEEDBACK							
☞ Local roads and footpaths	17	15	17	12	18	23	
☞ Communicating/leading discussion with community	17	15	13	20	16	20	
☞ Town planning policy and approvals	15	17	17	15	16	13	
ISSUES ATTRACTING MODERATE LEVELS OF FEEDBACK							
☞ Favour certain areas in Shire/local government area over others	13	4	12	14	16	16	
☞ Decline in standard of service generally provided by council	8	8	9	7	9	9	
☞ Appearance of public areas	8	13	11	4	5	5	
☞ Rates are not giving value for money	8	10	7	4	6	11	
☞ Council too focussed on internal politics	7	7	8	11	7	5	
☞ Traffic management and parking facilities	7	10	13	7	3	1	
☞ Waste/spend too much money	7	3	4	17	11	3	
☞ Economic development	6	2	5	8	7	8	
☞ Customer contact	6	8	6	2	5	6	
ISSUES ATTRACTING LOW LEVELS OF FEEDBACK							
☞ Recreational facilities	5	6	4	3	6	6	
☞ Health and human services	3	4	2	3	2	2	
☞ Waste management	3	5	5	1	2	2	
☞ Enforcement of By laws	3	7	4	0	1	2	
☞ More resources/better handling of environmental issues	2	4	3	1	2	2	
☞ Service not as good as other councils	1	2	1	0	1	0	
☞ Advocacy - representation to other levels of govt	1	1	1	0	1	1	
OTHER ISSUES							
☞ No specific reason/just don't do anything particularly well	1	2	1	1	1	1	
☞ OTHER	18	12	17	19	18	21	



	<b>TOTAL</b>	<b>Option A</b>	<b>Option B</b>
<b>TOTAL</b>	<b>78</b>	<b>26</b>	<b>52</b>
<b>Metropolitan</b>	<b>31</b>	<b>5</b>	<b>26</b>
Group One	17	4	13
Group Two	14	1	13
<b>Country</b>	<b>47</b>	<b>21</b>	<b>26</b>
Group Three	11	3	8
Group Four	14	6	8
Group Five	22	12	10

The reasons given by respondents for their “needs improvement” ratings for each of the Key Performance Indicators are detailed below.

#### ◆ **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 3,578 respondents who gave a reason for rating Overall Performance as “needs improvement”, with “local roads and footpaths” attracting the most mentions (17%). In 2002, this reason was also the most commonly given for rating Overall Performance as less than satisfactory. While Group Five respondents were statistically significantly more likely to mention this (23% “needs improvement”) Group Three respondents were the least likely (only 12%).

The same proportion of respondents overall felt that their council was not engaging with the community (17% “needs improvement” for “communicate, lead discussion with the community”) and respondents in Group Two were the least likely to mention this (only 13%). Overall, 15% also mentioned something to do with “Town planning policy and approvals”.

# ANNUAL COMMUNITY SATISFACTION SURVEY 2003 - STATEWIDE RESULTS

## REASONS "NEEDS IMPROVEMENT"

### - ADVOCACY -

	N=	TOTAL 2681 %	GROUP ONE 480 %	GROUP TWO 636 %	GROUP THREE 430 %	GROUP FOUR 566 %	GROUP FIVE 569 %
<b>ISSUES ATTRACTING HIGH LEVELS OF FEEDBACK</b>							
☞ Don't represent the interests of the community		29	27	27	28	32	32
☞ Not sure what the council does/don't communicate effectively		21	23	24	18	19	20
☞ Council does not make sufficient effort		20	19	18	20	22	20
☞ Council represents some areas/services/interests but neglect others		18	12	17	22	17	19
<b>ISSUES ATTRACTING MODERATE LEVELS OF FEEDBACK</b>							
☞ Council doesn't have much influence or impact		11	12	8	9	13	11
☞ Council is more interested in politics than community interests		10	11	9	13	10	7
☞ [Don't consult to gauge community views]		10	9	9	13	8	9
<b>OTHER ISSUES</b>							
☞ OTHER		20	19	21	22	18	21

### ◆ **Advocacy**

Overall, 2,681 respondents made a comment regarding why they felt council's performance on Advocacy needed improvement (see table **opposite**).

Just under one third (29%) felt that their council "don't represent the interests of the community" while one fifth are "not sure what the council does because they don't communicate effectively" (21%) or that "council does not make sufficient effort" (20%). A further 18% felt that "council represents some areas, services or interests but neglect others" and Group One respondents were statistically significantly less likely to mention this (only 12%).

### ◆ **Customer Contact**

There were 1,874 respondents who gave a reason as to their negative rating on Customer Contact (see table **overleaf**). One third of respondents felt that the council "took too long to respond" or that there was a "lack of follow up" (both 31%). One quarter (24%) said that they thought the council was "not interested in helping, didn't take an interest" and respondents in Group Two were statistically significantly more likely to mention this (30%).

One fifth said that the person they spoke to was "impolite, rude manner or tone" and 16% said that the "issue was not resolved in a satisfactory manner".

### ◆ **Community Engagement**

The table **further overleaf** details the results for Community Engagement. In all, 5,164 respondents gave a reason why they felt their council needed to improve in this area.

Four in ten said that their council "don't consult sufficiently, effectively" and that there is a "need to keep the community better informed" (both 41%). The latter was most likely to be mentioned by Group One respondents (47%).

One quarter said that their council "should consult more with the community" and that they "don't listen to the community" (both 23%). Group Three respondents were the most likely to mention the latter reason (28%).

# ANNUAL COMMUNITY SATISFACTION SURVEY 2003 - STATEWIDE RESULTS

## REASONS "NEEDS IMPROVEMENT"

### - CUSTOMER CONTACT -

	N=	TOTAL 1874 %	GROUP ONE 473 %	GROUP TWO 485 %	GROUP THREE 239 %	GROUP FOUR 329 %	GROUP FIVE 348 %
<b>ISSUES ATTRACTING HIGH LEVELS OF FEEDBACK</b>							
☞ Took too long to respond		31	30	29	32	29	35
☞ Lack of follow up		31	29	33	32	32	30
☞ Not interested in helping/didn't take an interest		24	21	30	23	25	23
☞ Impolite/rude manner/tone		19	20	19	19	17	18
☞ Issue not resolved in a satisfactory manner		16	20	18	11	16	13
<b>ISSUES ATTRACTING MODERATE LEVELS OF FEEDBACK</b>							
☞ Not knowledgeable		13	11	14	10	15	12
☞ Passed around departments/not clear who to speak to		8	8	6	10	9	6
<b>ISSUES ATTRACTING LOW LEVELS OF FEEDBACK</b>							
☞ [Did not achieve outcome I wanted]		5	7	5	5	5	3
<b>OTHER ISSUES</b>							
☞ OTHER		13	13	12	13	13	13

# ANNUAL COMMUNITY SATISFACTION SURVEY 2003 - STATEWIDE RESULTS

## REASONS "NEEDS IMPROVEMENT"

### - COMMUNITY ENGAGEMENT -

	N=	TOTAL 5164 %	GROUP ONE 1148 %	GROUP TWO 1132 %	GROUP THREE 893 %	GROUP FOUR 957 %	GROUP FIVE 1034 %
<b>ISSUES ATTRACTING HIGH LEVELS OF FEEDBACK</b>							
☞ Don't consult sufficiently/effectively		41	40	45	42	41	36
☞ Need to keep community better informed/communicate more		41	47	44	36	39	39
☞ Should consult more with the community/use consultants less		23	22	23	27	19	24
☞ Don't listen to the community		23	19	19	28	26	26
<b>ISSUES ATTRACTING LOW LEVELS OF FEEDBACK</b>							
☞ Don't take a role in leading discussion		5	5	3	4	6	6
☞ Only pay lip service to issues		5	4	7	5	5	6
☞ Only talk to the same people		3	3	3	3	4	4
☞ Inconsistent/pick and choose which issues it leads discussion on		3	2	4	4	3	3
<b>OTHER ISSUES</b>							
☞ OTHER		13	11	12	13	14	15

# ANNUAL COMMUNITY SATISFACTION SURVEY 2003 - STATEWIDE RESULTS

## KEY SERVICE AREAS MEAN RESULTS FOR 2003 - COMPARED WITH 1998, 1999, 2000, 2001 AND 2002

	TOTAL						Significant Change							GROUP ONE						Significant Change							GROUP TWO						Significant Change						
	1998	1999	2000	2001	2002	2003	98/99	99/00	00/01	01/02	02/03	98/03		1998	1999	2000	2001	2002	2003	98/99	99/00	00/01	01/02	02/03	98/03		1998	1999	2000	2001	2002	2003	98/99	99/00	00/01	01/02	02/03	98/03	
Health and human services	3.32	3.41	3.65	3.65	3.67	3.66							3.25	3.38	3.53	3.57	3.58	3.57								3.19	3.34	3.58	3.52	3.54	3.54								
Waste management	3.26	3.32	3.41	3.48	3.50	3.58							3.64	3.68	3.71	3.71	3.75	3.76								3.40	3.52	3.60	3.63	3.59	3.62								
Appearance of public areas	3.21	3.27	3.44	3.47	3.48	3.46							3.25	3.34	3.44	3.44	3.47	3.43								3.06	3.10	3.31	3.32	3.30	3.29								
Recreational facilities	3.19	3.24	3.40	3.40	3.44	3.44							3.43	3.48	3.66	3.67	3.68	3.66								3.16	3.21	3.43	3.45	3.51	3.47								
Enforcement of By laws	3.02	3.07	3.24	3.24	3.22	3.19							3.05	3.09	3.21	3.20	3.21	3.20								2.99	3.08	3.19	3.21	3.18	3.15								
Traffic management and parking	2.94	2.99	3.07	3.03	3.02	3.00							2.88	2.94	2.97	2.95	2.90	2.91								2.82	2.89	2.97	2.95	2.96	2.98								
Economic development	2.62	2.76	2.86	2.88	2.96	2.99							2.86	2.98	3.06	3.02	3.08	3.13								2.68	2.86	2.92	2.96	3.00	3.05								
Town planning policy and approval	2.80	2.85	3.02	3.07	3.05	2.96							2.75	2.76	2.87	2.90	2.94	2.89								2.85	2.92	3.09	3.09	3.15	3.04								
Local roads and footpaths	2.63	2.66	2.75	2.77	2.75	2.78							2.98	3.03	3.12	3.12	3.13	3.11								2.69	2.72	2.89	2.86	2.86	2.89								

	GROUP THREE						Significant Change							GROUP FOUR						Significant Change							GROUP FIVE						Significant Change							
	1998	1999	2000	2001	2002	2003	98/99	99/00	00/01	01/02	02/03	98/03		1998	1999	2000	2001	2002	2003	98/99	99/00	00/01	01/02	02/03	98/03		1998	1999	2000	2001	2002	2003	98/99	99/00	00/01	01/02	02/03	98/03		
Health and human services	3.31	3.42	3.69	3.64	3.70	3.68							3.30	3.39	3.68	3.67	3.70	3.70								3.45	3.49	3.73	3.76	3.75	3.75									
Waste management	3.36	3.44	3.60	3.64	3.66	3.76							3.02	3.03	3.12	3.23	3.28	3.36								2.93	3.00	3.13	3.29	3.32	3.44									
Appearance of public areas	3.43	3.51	3.71	3.73	3.70	3.72							3.15	3.18	3.36	3.42	3.46	3.47								3.20	3.27	3.45	3.50	3.51	3.46									
Recreational facilities	3.30	3.36	3.53	3.52	3.60	3.57							2.99	3.06	3.16	3.20	3.23	3.30								3.08	3.13	3.29	3.25	3.28	3.29									
Enforcement of By laws	3.08	3.16	3.36	3.34	3.30	3.34							2.94	2.98	3.20	3.21	3.17	3.17								3.06	3.08	3.28	3.27	3.24	3.16									
Traffic management and parking	2.85	2.92	3.07	2.96	2.84	2.83							2.99	3.02	3.04	3.07	3.08	3.11							3.08	3.11	3.26	3.18	3.21	3.12										
Economic development	2.67	2.89	3.00	2.90	3.05	3.08							2.44	2.58	2.66	2.70	2.82	2.93								2.51	2.61	2.75	2.88	2.91	2.85									
Town planning policy and approval	2.89	2.99	3.16	3.20	3.11	3.01							2.69	2.75	2.95	3.01	2.95	2.94								2.85	2.88	3.09	3.16	3.12	2.94									
Local roads and footpaths	2.74	2.76	2.88	2.95	2.89	2.93							2.38	2.36	2.43	2.51	2.46	2.54								2.43	2.46	2.52	2.53	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 six 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 2002, there were three attributes which have shown statistically significant positive change. They were:

- ◆ Local roads and footpaths
- ◆ Waste management
- ◆ Economic development

There were however, also two attributes which have show statistically significant negative change, viz:

- ◆ Enforcement of By laws
- ◆ Town planning policy and approvals

Despite the decline since 2002 for the these two attributes, it is still a positive result that in comparison to 1998, all nine attributes continue to show statistically significant improvement. It should be kept in mind that it is likely that while councils continue to improve, community expectations can also increase.

The statistically significant changes since 2002 across the groups are highlighted below:

- ◆ Group One
  - ❖ Economic development (improved statistically significantly in comparison to 2002). It should also be noted that incremental declines over the years in the results for 'Traffic management and parking facilities has meant that the 2003 result is in line with the 1998 result.
- ◆ Group Two
  - ❖ Town planning policy and approvals has declined since 2002, returning to the 2001 levels. Nevertheless, in comparison to 1998 all results are statistically significantly more positive.

◆ Group Three

- ❖ While Waste management has improved in comparison to 2002, Town planning policy and approvals has declined. Due to the significant declines evidenced in 2001 and 2002, the result for Traffic management and parking facilities is at the 1998 level.

◆ Group Four

- ❖ Results for Group Four are quite positive, with four attributes showing statistically significant improvement. They were Local roads and footpaths, Recreational facilities, Waste management and Economic development.

◆ Group Five

- ❖ Results for Group Five are quite disturbing with five attributes declining significantly in comparison to 2002. They were Appearance of public areas, Traffic management and parking facilities, Enforcement of By laws, Economic development and Town planning policy and approvals. Further, the result for Traffic management and parking facilities is at the 1998 level. Nevertheless, one attribute, Waste Management, has improved significantly since 2002.

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 2002. They are listed below, along with details of any significant changes in comparison to previous years.

- ◆ Local roads and footpaths (67% “excellent, good and adequate” for Metropolitan compared with 52% Country).
- ❖ The proportion of Country respondents who were seeking improvement on this attribute have decreased significantly this year, returning to the same level as in 2001 (48% “needs improvement”).



- ◆ Recreational facilities (83% “excellent, good and adequate” for metropolitan compared with 78% for Country respondents)
  - ❖ The “excellent, good and adequate” result for Country councils have improved statistically significantly in comparison to 2002 (up 2%).
- ◆ Waste management (85% “excellent, good and adequate” compared with 79% for Country respondents)
  - ❖ The improvement in the Statewide combined “excellent, good and adequate” for Waste management was apparent for both Metropolitan councils (up 3%) and Country councils (up 4%).
- ◆ Economic development (75% “excellent, good and adequate” compared with 66% for Country respondents)
  - ❖ The “excellent, good and adequate” results for Metropolitan councils has improved in comparison to 2002 (up 3%).

In 2002, there were three attributes where Country respondents were more satisfied than Metropolitan respondents. In 2003, there are five attributes, viz:

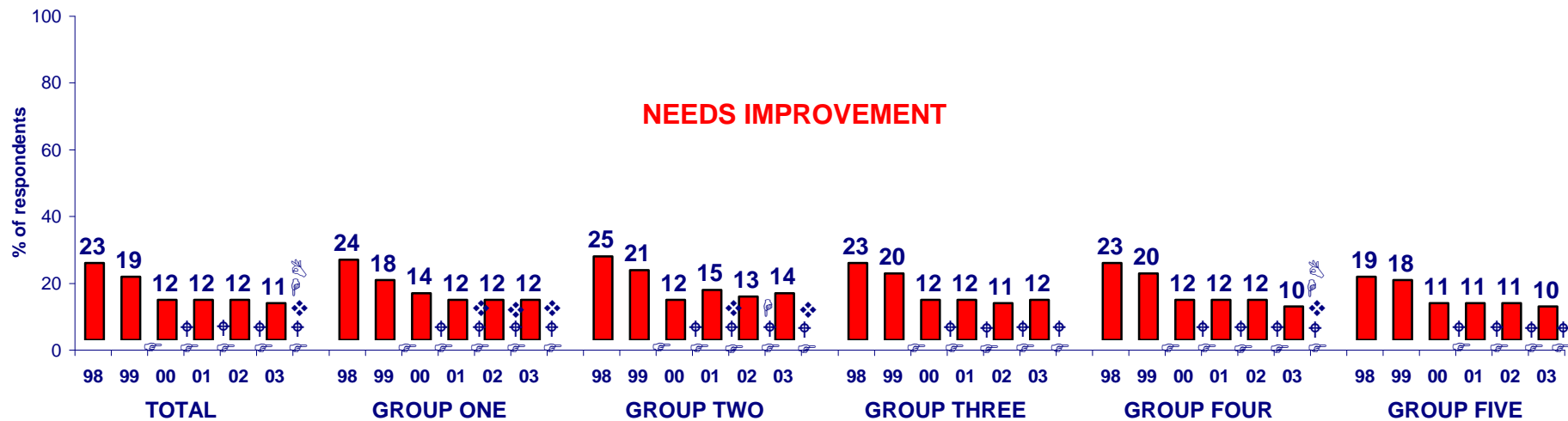
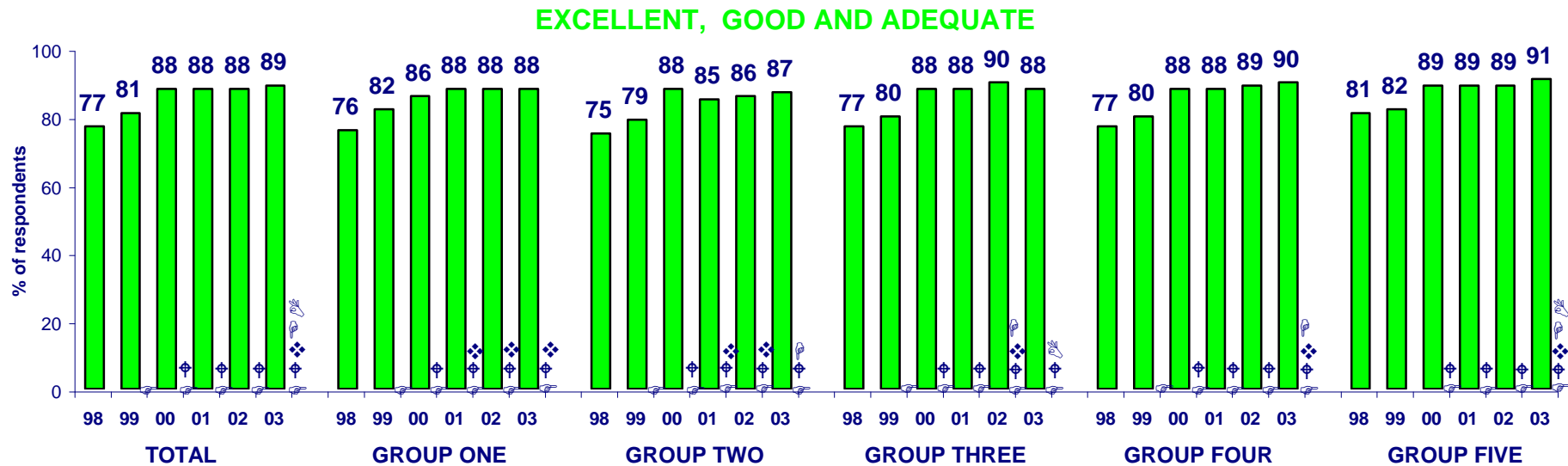
- ◆ Health and human services (90% “excellent, good and adequate” for Country compared with 87% for Metropolitan)
  - ❖ The “excellent, good and adequate” results have improved marginally but statistically significantly for Country since 2002 (up 1%) which the proportion seeking improvement have also improved significantly (down 1% to 10%).
- ◆ Appearance of public areas (81% “excellent, good and adequate” for Country compared with 76% for Metropolitan)
- ◆ Traffic management and parking facilities (70% “excellent, good and adequate” for Country compared with 65% for Metropolitan)
- ◆ Enforcement of By laws (78% “excellent, good and adequate” for Country compared with 76% for Metropolitan)
- ◆ Town planning policy and approvals (69% “excellent, good and adequate” for Country compared with 67% for Metropolitan)
  - ❖ Results for both Metropolitan and Country have declined significantly in comparison to 2002 (down 4% for both).

The charts on the following pages show the “excellent, good and adequate” and “needs improvement” results for the nine Key Service Areas for the six years (1998 to 2003).

# ANNUAL COMMUNITY SATISFACTION SURVEY 2003 - STATEWIDE RESULTS

## KEY SERVICE AREAS FOR 2003 - COMPARED WITH 1998, 1999, 2000, 2001 & 2002

### - HEALTH AND HUMAN SERVICES -



Statistically Significant Change Since: 1998 ⬅ 1999 ⬆ 2000 ❖ 2001 ⬇ 2002 ⬇

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

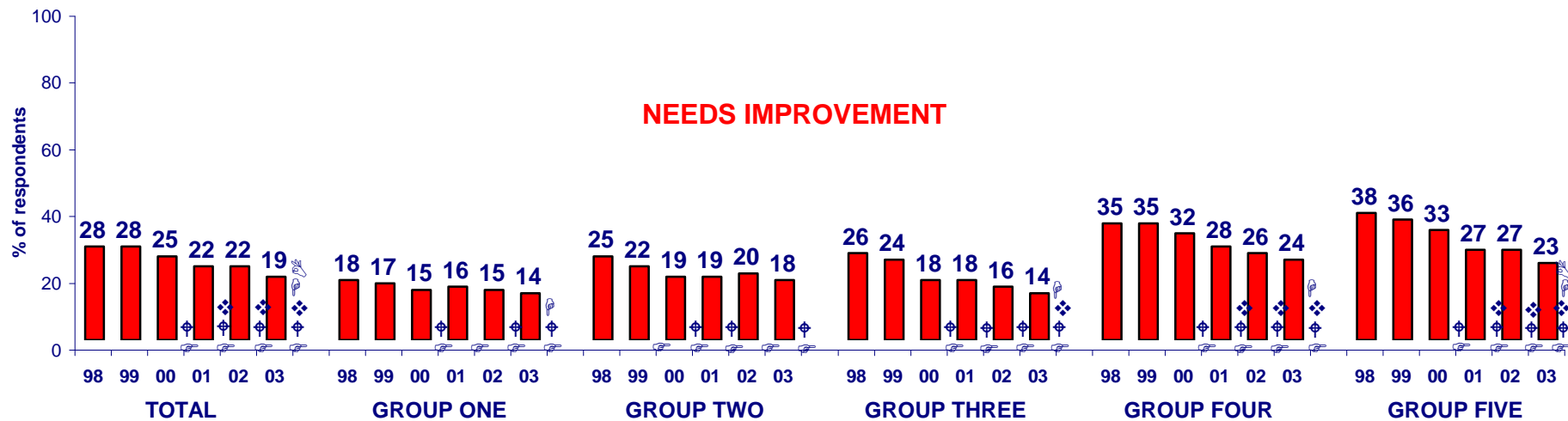
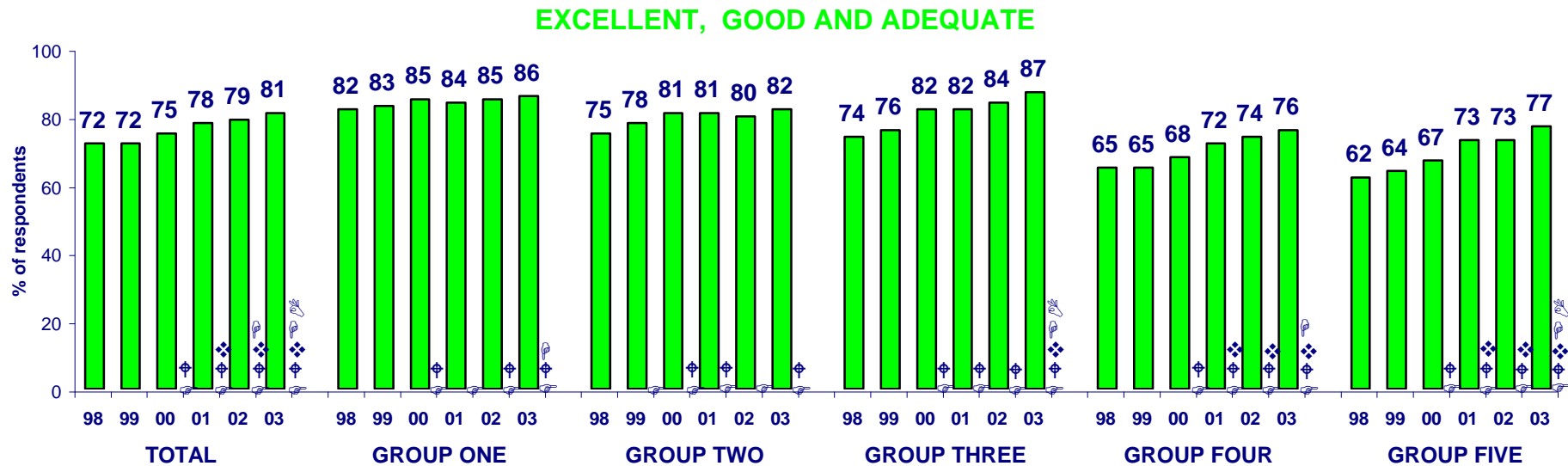
- ◆ **Health and human services** **89% excellent, good and adequate**  
**11% needs improvement**
- ❖ It is a positive result that after three years of stability (from 2000 to 2002) on this measure, the results for 2003 are statistically significantly more positive than in 2002. While the change in the “excellent, good and adequate” result is small (only 1%), due to the large sample size this is statistically significant. Further, the proportion who are seeking improvement has also improved significantly (down 1%).
- Nevertheless it should be noted that this positive change was not evident in the Mean results as the improvement occurred primarily for the “adequate” rating and so overall the average remained the same as for 2002.
- ❖ Group Two showed a 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 decline in comparison to 2002 with 88% of respondents rating this attribute as “excellent, good and adequate” (down 2% on 2002).
- ❖ It is positive that Group Four respondents were statistically significantly less likely to be seeking improvement on this measure in 2003 in comparison to 2002 (down 2% to 10% “needs some or a lot of improvement”).
- ❖ Group Five has improved statistically significantly by 2% for the “excellent, good and adequate” result (now 91%).
- ❖ **Sub-groups** who displayed statistically significantly more positive results to the Total were:
  - Aged 65 years plus (92% “excellent, good and adequate”)
  - Farmers (92%)

In contrast, those aged 35-49 years were more likely to be seeking improvement than the Total (13%).

# ANNUAL COMMUNITY SATISFACTION SURVEY 2003 - STATEWIDE RESULTS

## KEY SERVICE AREAS FOR 2003 - COMPARED WITH 1998, 1999, 2000, 2001 & 2002

### - WASTE MANAGEMENT -



Statistically Significant Change Since: 1998 ⬅ 1999 ⬆ 2000 ❖ 2001 ⬇ 2002 ⬇

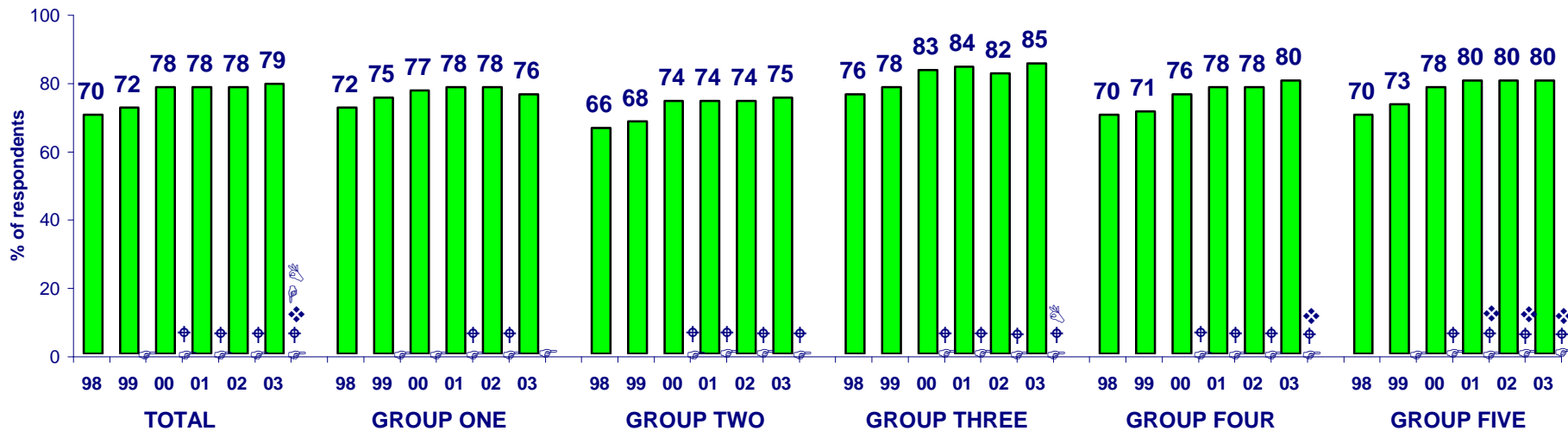
- ◆ **Waste management** **81% excellent, good and adequate**  
**19% needs improvement**
  - ❖ It is a positive result that results have improved statistically significantly in comparison to 2002 for Statewide. The “excellent, good and adequate” result has improved by 2% while the proportion seeking improvement has declined by 3%.
  - ❖ Groups One and Three have attracted more positive results than the Total, while Groups Four and Five have less positive results. There has been significant positive change for Group Three (“excellent, good and adequate” up 3% to 87%) and Group Five (up 4%).
  - ❖ **Sub-groups** which were statistically significantly different to the Total were:
    - Aged 65 years plus (87% “excellent, good and adequate”)
    - Renters (83%)
    - Farming households (27% “needs improvement”)
    - Aged 35-49 years (23%)
- ◆ **Appearance of public areas** **79% excellent, good and adequate**  
**21% needs improvement**
  - ❖ Results have improved marginally but statistically significantly in comparison to 2002 (up 1% for “excellent, good and adequate” and down 1% for “needs improvement”).
  - ❖ The most positive results are evident in Group Three (85% “excellent, good and adequate”) and this is a significant improvement on the 2002 result of 82%.
  - ❖ The least satisfactory results occurred in Group Two (75%) and Group One (76%).
  - ❖ The **sub-groups** which were different to the Total were:
    - Farming households (87% “excellent, good and adequate”)
    - Aged 18-34 years (85%)
    - Renting (84%)
    - Aged 50 plus years (23% “needs improvement”)

# ANNUAL COMMUNITY SATISFACTION SURVEY 2003 - STATEWIDE RESULTS

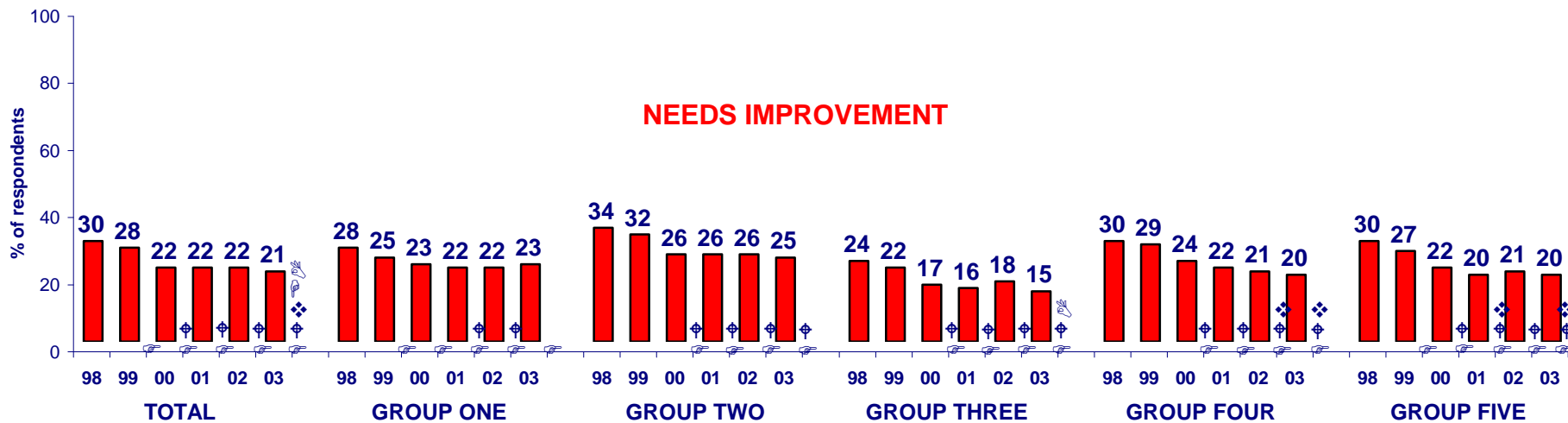
## KEY SERVICE AREAS FOR 2003 - COMPARED WITH 1998, 1999, 2000, 2001 & 2002

### - APPEARANCE OF PUBLIC AREAS -

#### EXCELLENT, GOOD AND ADEQUATE



#### NEEDS IMPROVEMENT

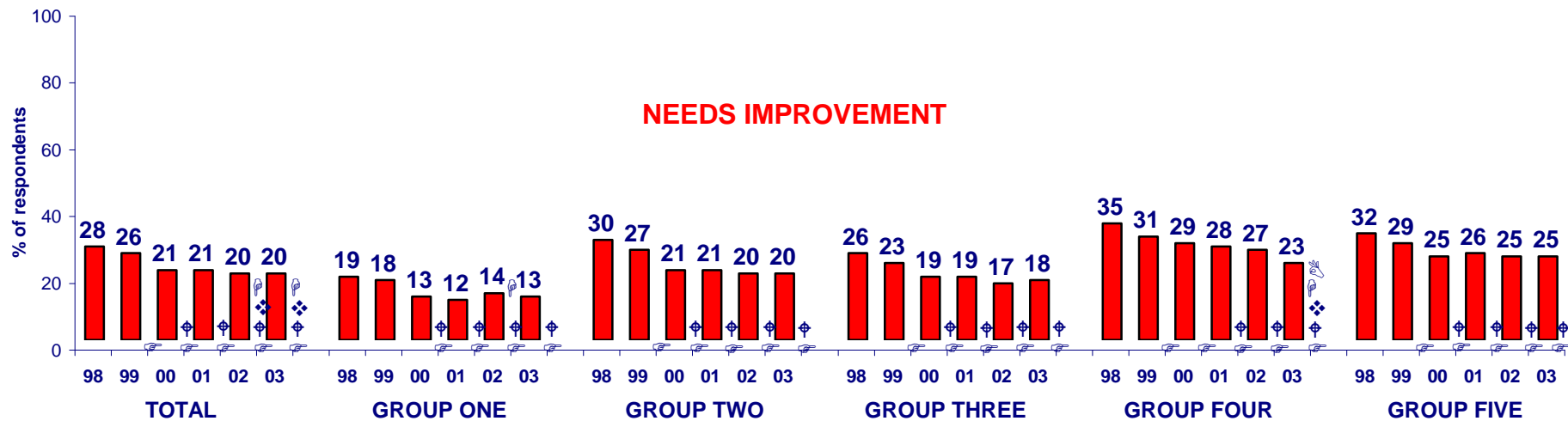
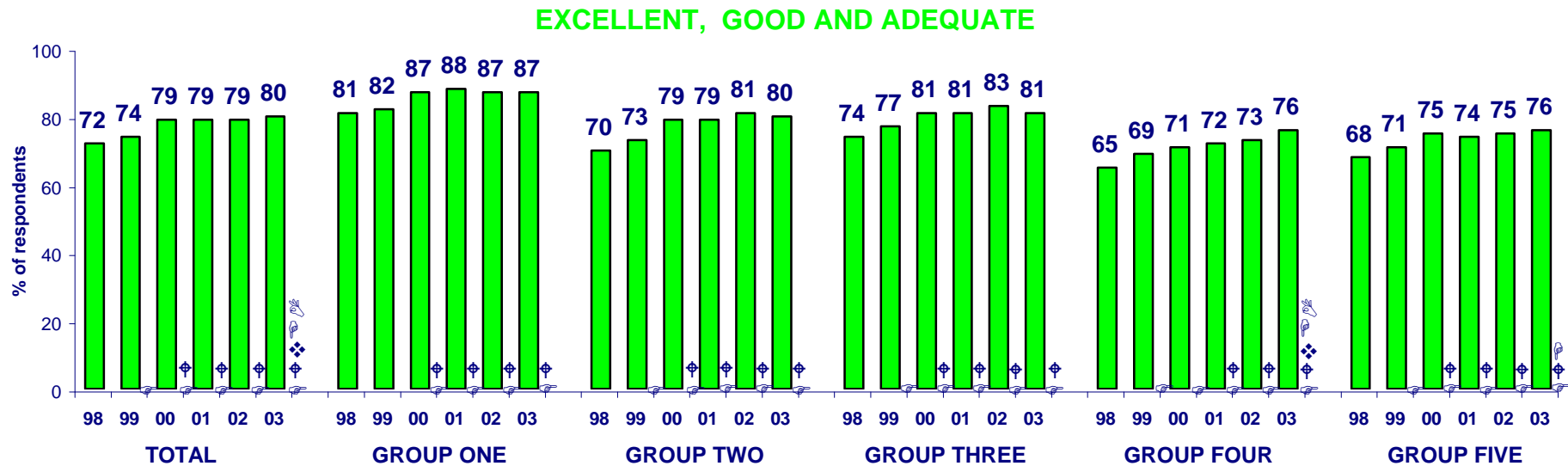


Statistically Significant Change Since: 1998 1999 2000 2001 2002

# ANNUAL COMMUNITY SATISFACTION SURVEY 2003 - STATEWIDE RESULTS

## KEY SERVICE AREAS FOR 2003 - COMPARED WITH 1998, 1999, 2000, 2001 & 2002

### - RECREATIONAL FACILITIES -



Statistically Significant Change Since: 1998 ⬅ 1999 ⬆ 2000 ❖ 2001 ⬇ 2002 ⬇

- ◆ **Recreational facilities** **80% excellent, good and adequate**  
**20% needs improvement**
  - ❖ It is a positive result that there has been a statistically significant improvement on this dimension overall in comparison to 2002 with a 1% increase for the “excellent, good and adequate” result.
  - ❖ The most positive result occurred in Group One (87% “excellent, good and adequate”) with the least positive results evident for Groups Four and Five (both 76%). Nevertheless, results for Group Four are a statistically significant improvement on 2002 (up 3% for “excellent, good and adequate” and a corresponding decline in the proportion seeking improvement - down 4% to 23% “needs improvement”).
  - ❖ Respondents who were more likely to rate Recreational facilities as “excellent, good and adequate” were the same **sub-groups** were:
    - Aged 65 years plus (85% “excellent, good and adequate”)
    - Renters (82%)
    - Aged 35-49 years (25% “needs improvement”)
- ◆ **Enforcement of By laws** **78% excellent, good and adequate**  
**23% needs improvement**
  - ❖ Enforcement of By laws has declined overall in comparison to 2002, and this negative change has occurred due to the marginal but statistically significantly higher proportion of respondents seeking improvement (up 1%).
  - ❖ Group Three results are the most positive (82% “excellent, good and adequate”) with the lowest results occurring in Group Two (only 74%).
  - ❖ The only other significant change evident since 2002 is for Group Five where the proportion seeking improvement has increased by 2% to 23% “needs some or a lot of improvement”.
  - ❖ The **Sub-groups** which were statistically significantly more positive than the Total were the same groups as in 2001, viz:
    - Aged 18-34 years (83% “excellent, good and adequate”)
    - Renting (81%)
    - Farmers (80%)
    - Aged 50-64 years (26% “needs improvement”)

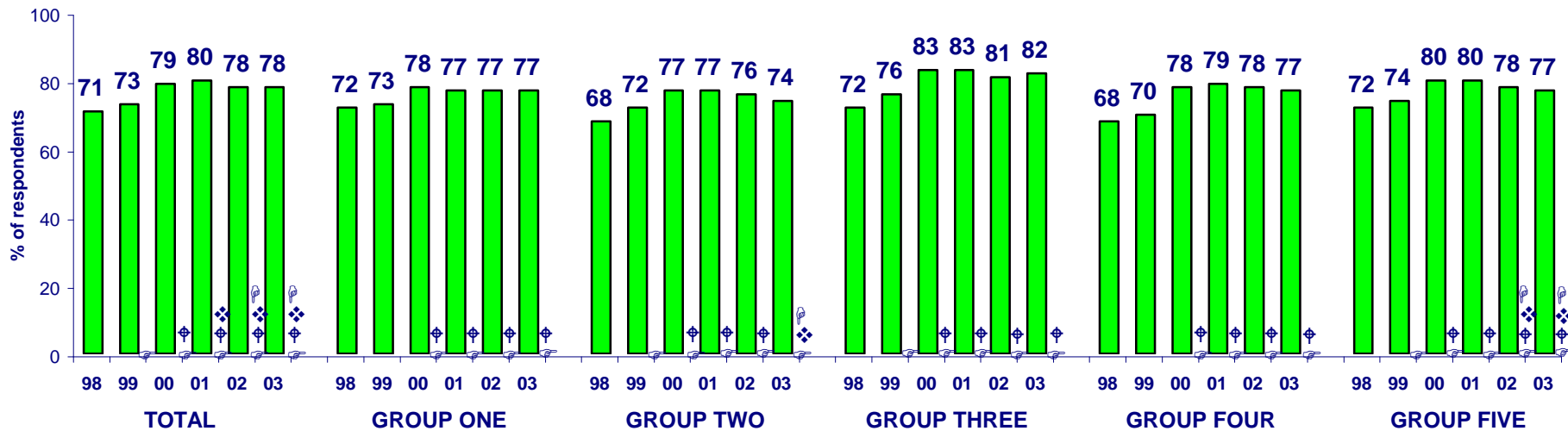


# ANNUAL COMMUNITY SATISFACTION SURVEY 2003 - STATEWIDE RESULTS

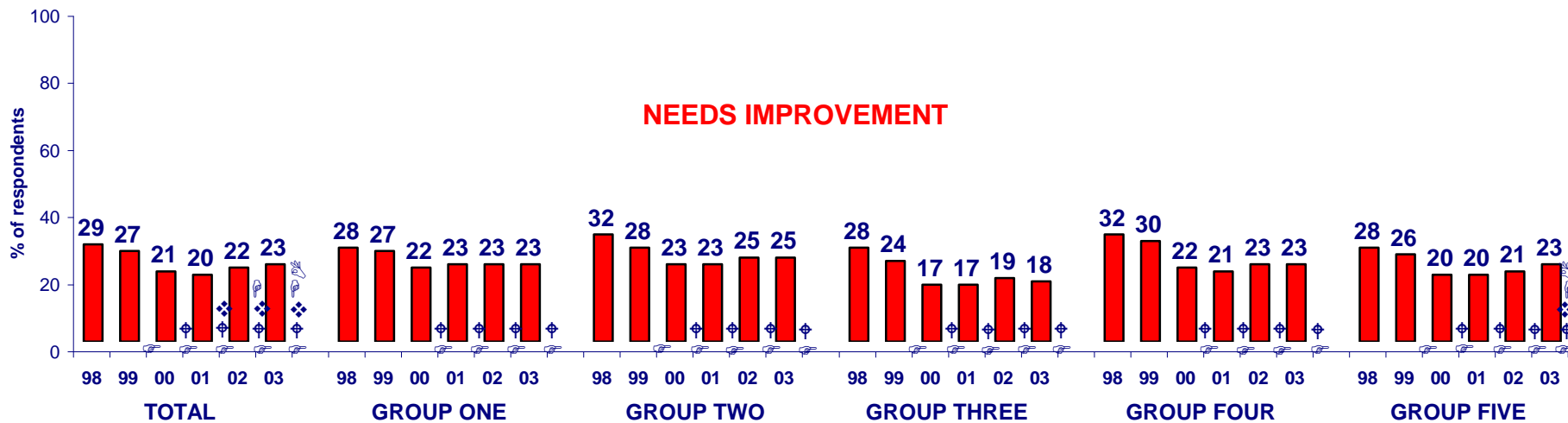
## KEY SERVICE AREAS FOR 2003 - COMPARED WITH 1998, 1999, 2000, 2001 & 2002

### - ENFORCEMENT OF BY LAWS -

#### EXCELLENT, GOOD AND ADEQUATE



#### NEEDS IMPROVEMENT

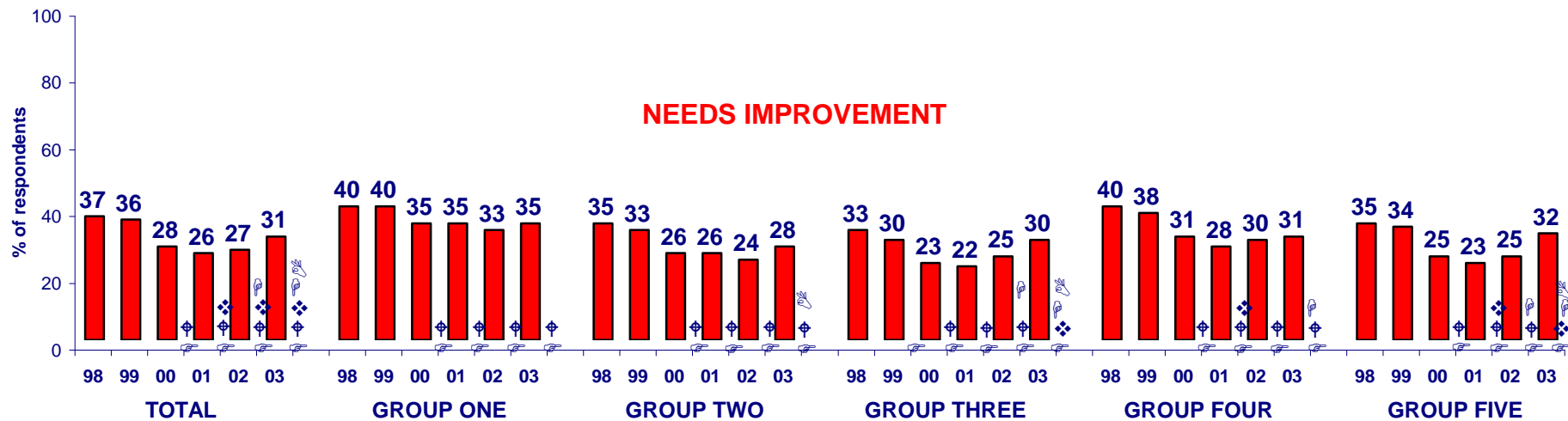
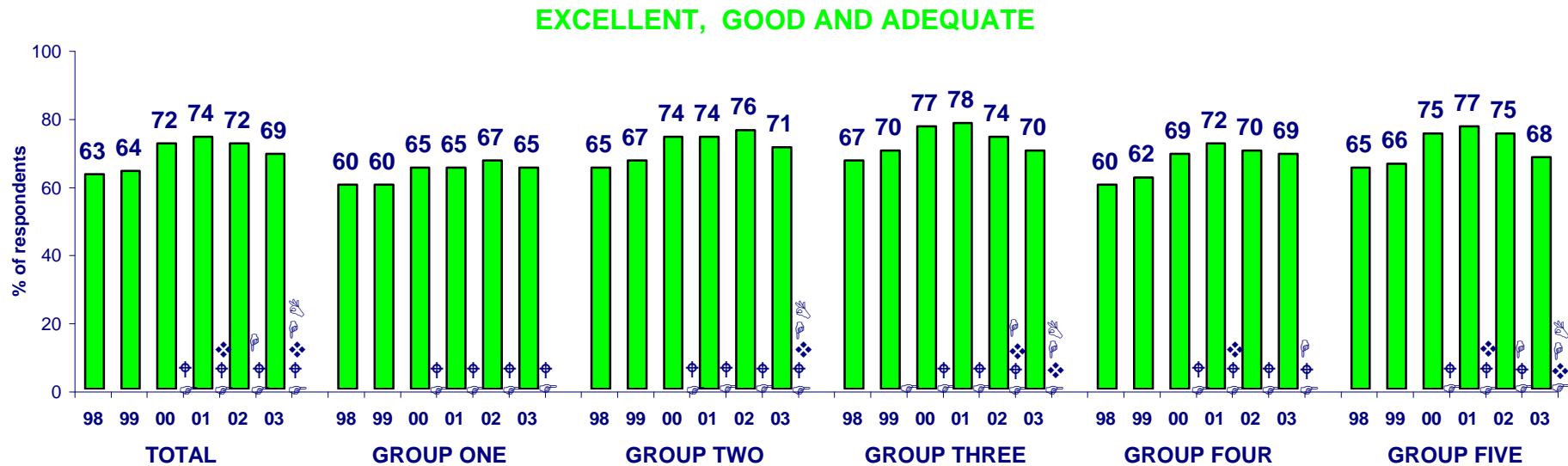


Statistically Significant Change Since: 1998 1999 2000 2001 2002

# ANNUAL COMMUNITY SATISFACTION SURVEY 2003 - STATEWIDE RESULTS

## KEY SERVICE AREAS FOR 2003 - COMPARED WITH 1998, 1999, 2000, 2001 & 2002

### - TOWN PLANNING POLICY AND APPROVALS -



Statistically Significant Change Since: 1998 1999 2000 2001 2002

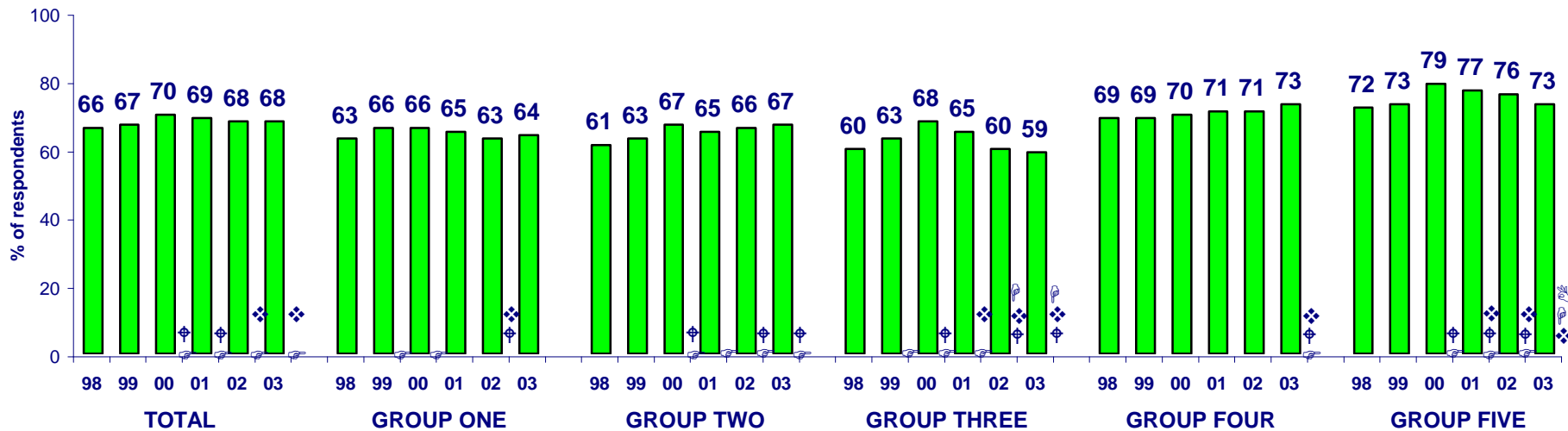
- ◆ **Town planning policy and approvals**      **69% excellent, good and adequate**  
**31% needs improvement**
  - ❖ Results on this dimension are not positive. There has been a statistically significant decline in the proportion rating their council's performance as "excellent, good and adequate" (down 3%) and a significant increase in those seeking improvement (up 4%). This negative change has been driven primarily by Group Two (down 5% "excellent, good and adequate" to 71%), Group Three (down 4% to 70%) and Group Five (down 7% to 68%).
  - ❖ The **sub-groups** which showed statistically significantly different opinions to the Total were:
    - Renting (76% "excellent, good and adequate")
    - Aged 18-34 years (78%)
    - Farmers (72%)
    - Aged 50-64 years (35% "needs improvement")
    - Aged 35-49 years (33%)
- ◆ **Traffic management & parking facilities**      **68% excellent, good & adequate**  
**31% needs improvement**
  - ❖ This attribute has remained stable in comparison to 2002. There has been a marginal (but not statistically significant) improvement in the proportion seeking improvement (down 1%). Groups Four and Five showed the most positive results (both 73% "excellent, good and adequate").
  - ❖ It is some concern that there is a high proportion seeking improvement on this dimension in Group Three (41%) and while this was a significant change in comparison to 2001 (when it was only 35%) it is stable in comparison to 2002.
  - ❖ Secondary (non permanent) residents (77% "excellent, good and adequate")
  - ❖ Farmers (75%)
  - ❖ Aged 18-34 years (70%)

# ANNUAL COMMUNITY SATISFACTION SURVEY 2003 - STATEWIDE RESULTS

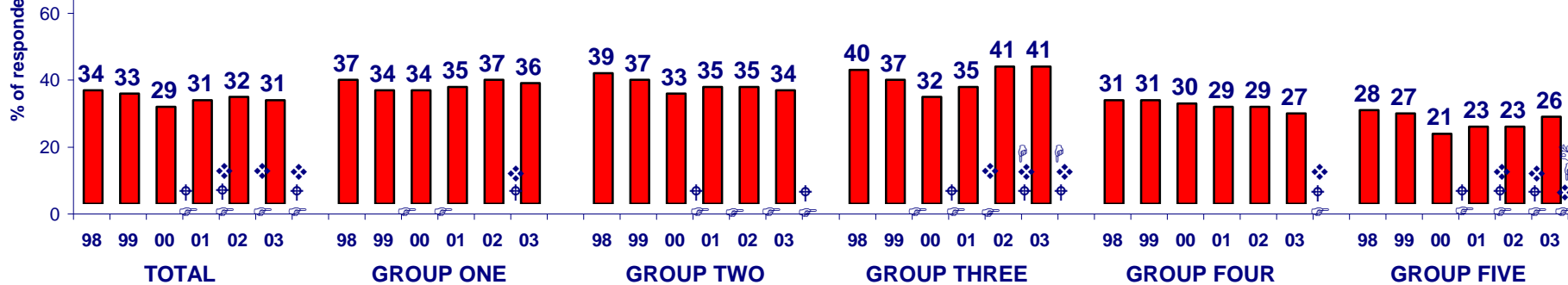
## KEY SERVICE AREAS FOR 2003 - COMPARED WITH 1998, 1999, 2000, 2001 & 2002

### - TRAFFIC MANAGEMENT AND PARKING FACILITIES -

#### EXCELLENT, GOOD AND ADEQUATE



#### NEEDS IMPROVEMENT

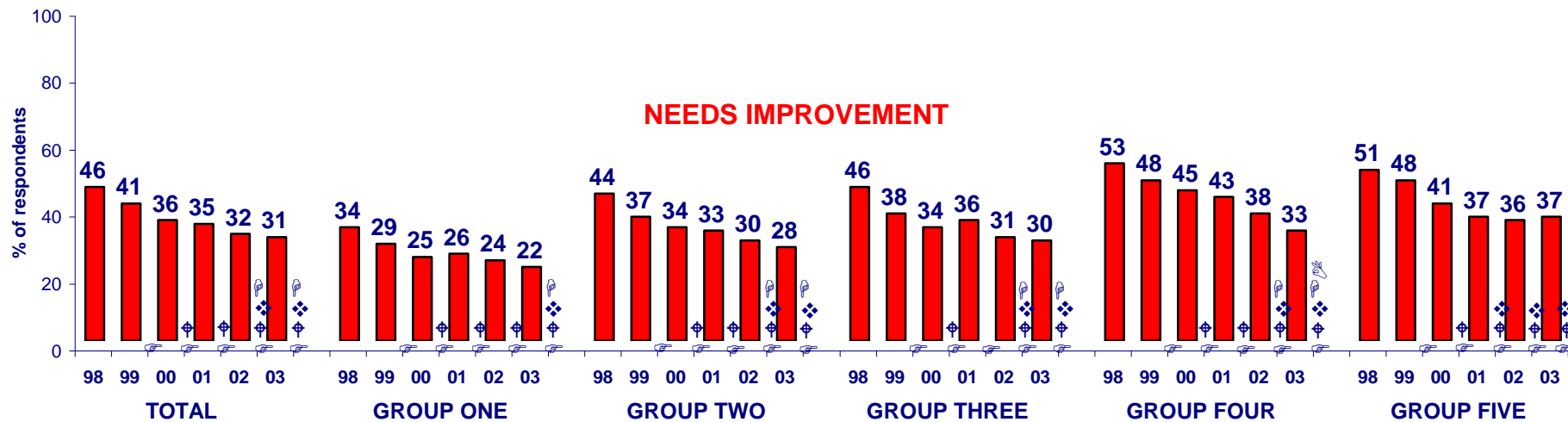
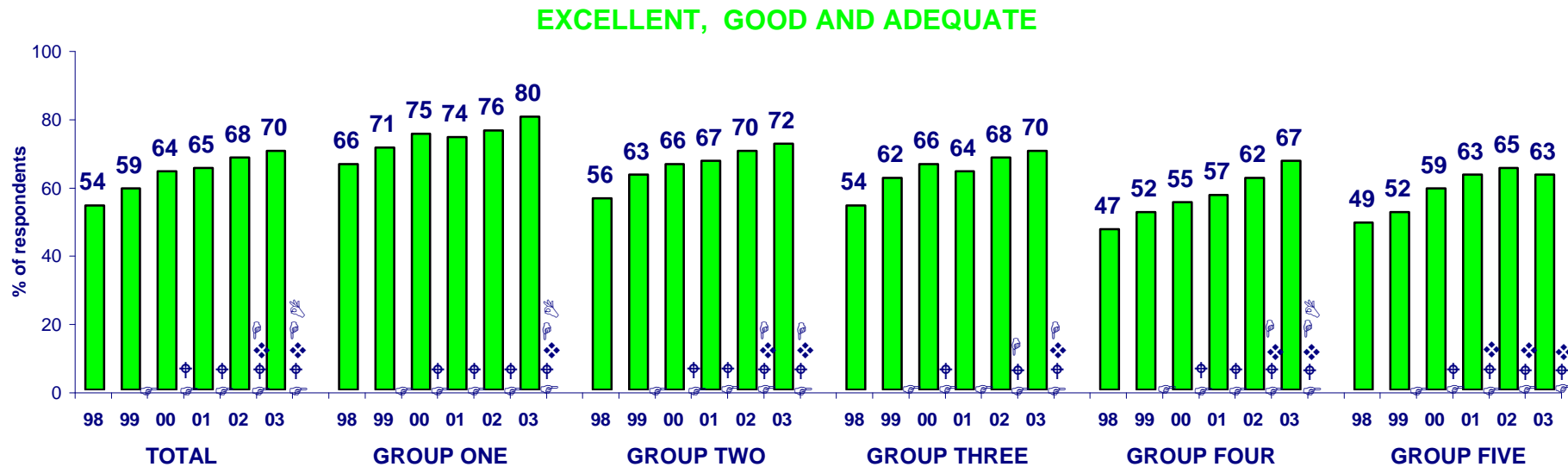


Statistically Significant Change Since: 1998 ♦ 1999 ◊ 2000 ◆ 2001 ◡ 2002 ◧

# ANNUAL COMMUNITY SATISFACTION SURVEY 2003 - STATEWIDE RESULTS

## KEY SERVICE AREAS FOR 2003 - COMPARED WITH 1998, 1999, 2000, 2001 & 2002

### - ECONOMIC DEVELOPMENT -



Statistically Significant Change Since: 1998 1999 2000 2001 2002

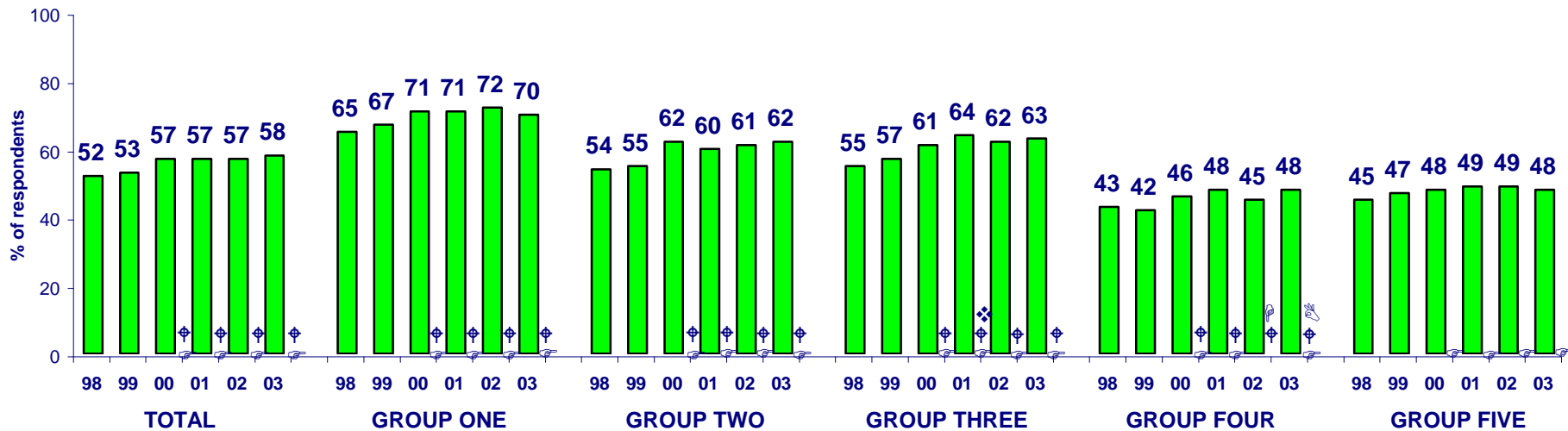
- ◆ **Economic development** **70% excellent, good and adequate**  
**31% needs improvement**
  - ❖ Seven in ten respondents overall rated their council's performance as "excellent, good and adequate" on this dimension. This is a statistically significant improvement on the 2002 result of 68%.
  - ❖ This positive change is driven by Group One (up 2% to 80%) and Group Four (up 5% to 67%). Group Four also showed a very positive decline in the proportion seeking improvement on Economic development (down 5% to 33% "needs improvement").
  - ❖ The **sub-groups** which were statistically significantly different to the total were:
    - Aged 18-34 years (76% "excellent, good and adequate")
    - Renters (73%)
    - Aged 65 plus years (72%)
    - Aged 50-64 years (35% "needs improvement")
- ◆ **Local roads and footpaths** **58% excellent, good and adequate**  
**42% needs improvement**
  - ❖ It is some concern that less than six in ten respondents overall are satisfied with their council's performance on Local roads and footpaths (only 58%) with 42% still seeking improvement. Nevertheless, this is a marginal improvement on the 2002 result of 57% (up 1%) and with a corresponding decline in the proportion seeking improvement (down 1%) the overall Mean result has improved statistically significantly.
  - ❖ The most positive results are for Group One (70% "excellent, good and adequate"). There has been statistically significant change in the results for Group Four (up 3% "excellent, good and adequate" to 48% since 2002) with the proportion seeking improvement also showing a more positive result (down 4% to 51%).
  - ❖ **Sub-groups** which were different to the Total were:
    - Renting (67% "excellent, good and adequate")
    - Aged 18-34 years (66%)
    - Farmers (56% "needs improvement")
    - Aged 50-64 years (45%)

# ANNUAL COMMUNITY SATISFACTION SURVEY 2003 - STATEWIDE RESULTS

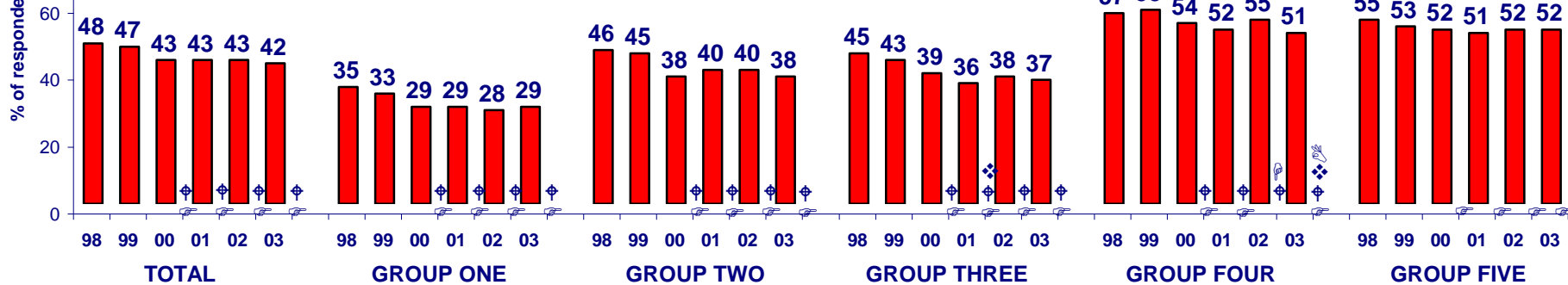
## KEY SERVICE AREAS FOR 2003 - COMPARED WITH 1998, 1999, 2000, 2001 & 2002

### - LOCAL ROADS AND FOOTPATHS -

#### EXCELLENT, GOOD AND ADEQUATE



#### NEEDS IMPROVEMENT



Statistically Significant Change Since: 1998 1999 2000 2001 2002

### 3.3 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 very little change with regards to which attributes fell within each quadrant, although the proportions of respondents seeking improvement have declined since 1998. The 2003 results are plotted with the average “needs improvement” rating across the previous five years also indicated on the chart. The trend was positive, but has now stabilised.

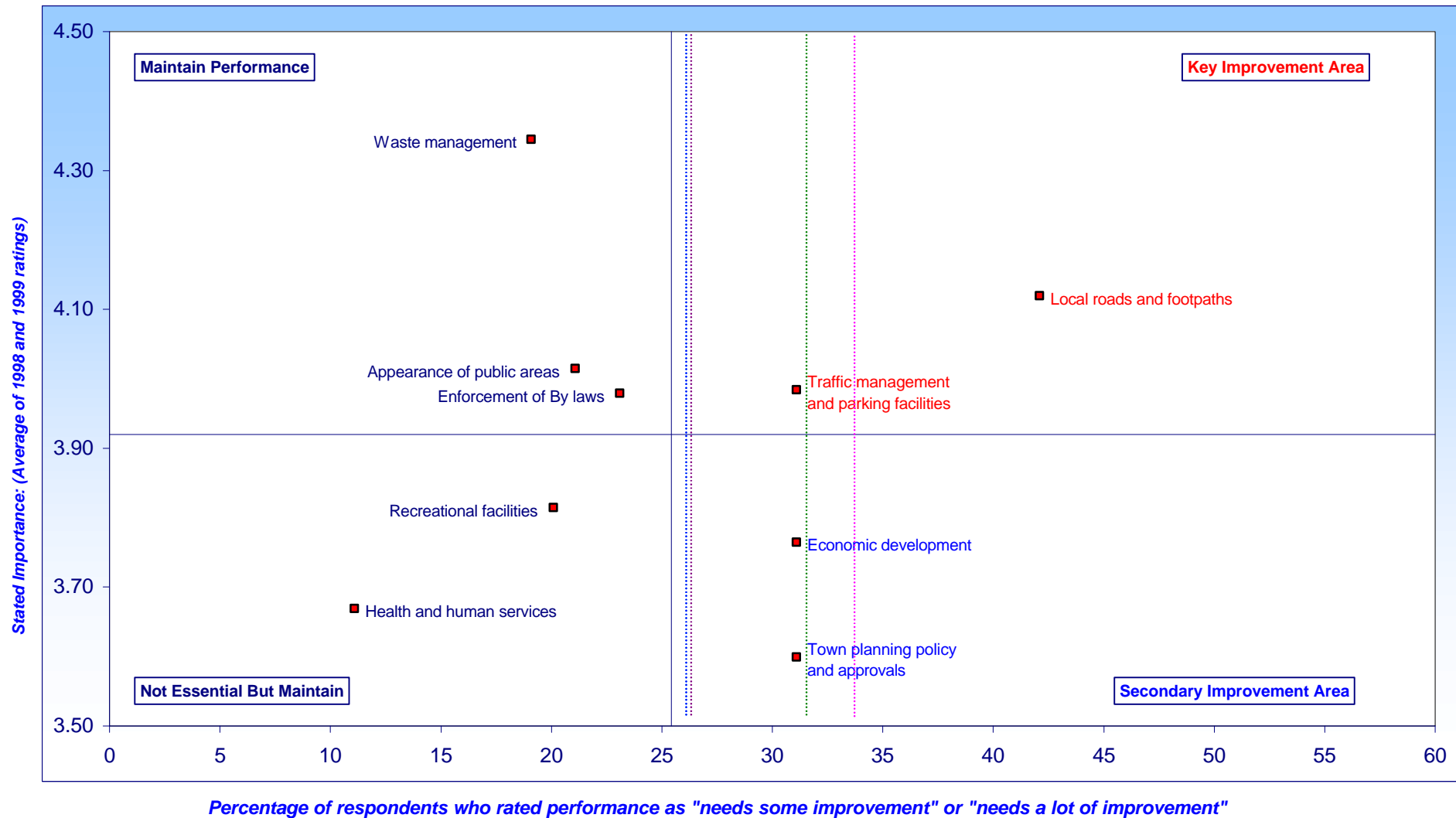
There were several attributes which fell within the Improvement Quadrants that were common to the Total and for the Groups, viz:

- ◆ **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, 2001 and 2002).
- ◆ In 2000, 2001 and 2002, **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. This result is the same in 2003, with the exception of Group One, where this attribute no longer falls within either of the two improvement quadrants.
- ◆ **Traffic management and parking facilities** fell within the Key Improvement Area for the Total, Groups One, Two and Three in 2002. In 2003, the result is the same however this attribute now also falls within this improvement quadrant for Group Four.
- ◆ **Town planning policy and approvals** fell within the Secondary Improvement Area the Total and for all five groups. In 2002, it was only an improvement priority for the Total, Groups One, Three and Four.
- ◆ For Group One, two new attributes fell just within the Key Improvement Area. They were **Appearance of public places** and **Enforcement of By laws**.
- ◆ **Appearance of public places** also fell within the Key Improvement Area for Group Two as it did in 2002.



# ANNUAL COMMUNITY SATISFACTION SURVEY 2003 - STATEWIDE RESULTS

## KEY SERVICE AREAS - IMPROVEMENT WINDOW TOTAL



Average "Needs Improvement" 1998 = 33.78 1999 = 31.67 2000 = 26.33 2001 = 26.11 2002 = 26.00

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 since 2000. The average proportion of “needs improvement” ratings for each group and for all groups (Total) for the six years are shown in the table below.

	AVERAGE % “NEEDS IMPROVEMENT”						% CHANGE OVER TIME	
	1998	1999	2000	2001	2002	2003	2002/ 2003	1998/ 2003
<b>TOTAL</b>	<b>34</b>	<b>32</b>	<b>26</b>	<b>26</b>	<b>26</b>	<b>26</b>	<b>0</b>	<b>8</b>
<b>Group One</b>	29	27	23	23	23	23	0	6
<b>Group Two</b>	35	31	26	26	26	25	1	10
<b>Group Three</b>	32	29	23	24	24	24	0	8
<b>Group Four</b>	38	36	31	29	29	27	2	11
<b>Group Five</b>	35	33	28	27	26	27	-1	8

The groups which have shown the most positive change with regards to average “needs improvement” results are Group Four (an 11% reduction in the average proportion of respondents seeking improvement) and Group Two (with a 10% reduction). 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. While change is small, due to the large sample size, there were five attributes which have changed statistically significantly in comparison to 2002. Three were positive changes, viz:

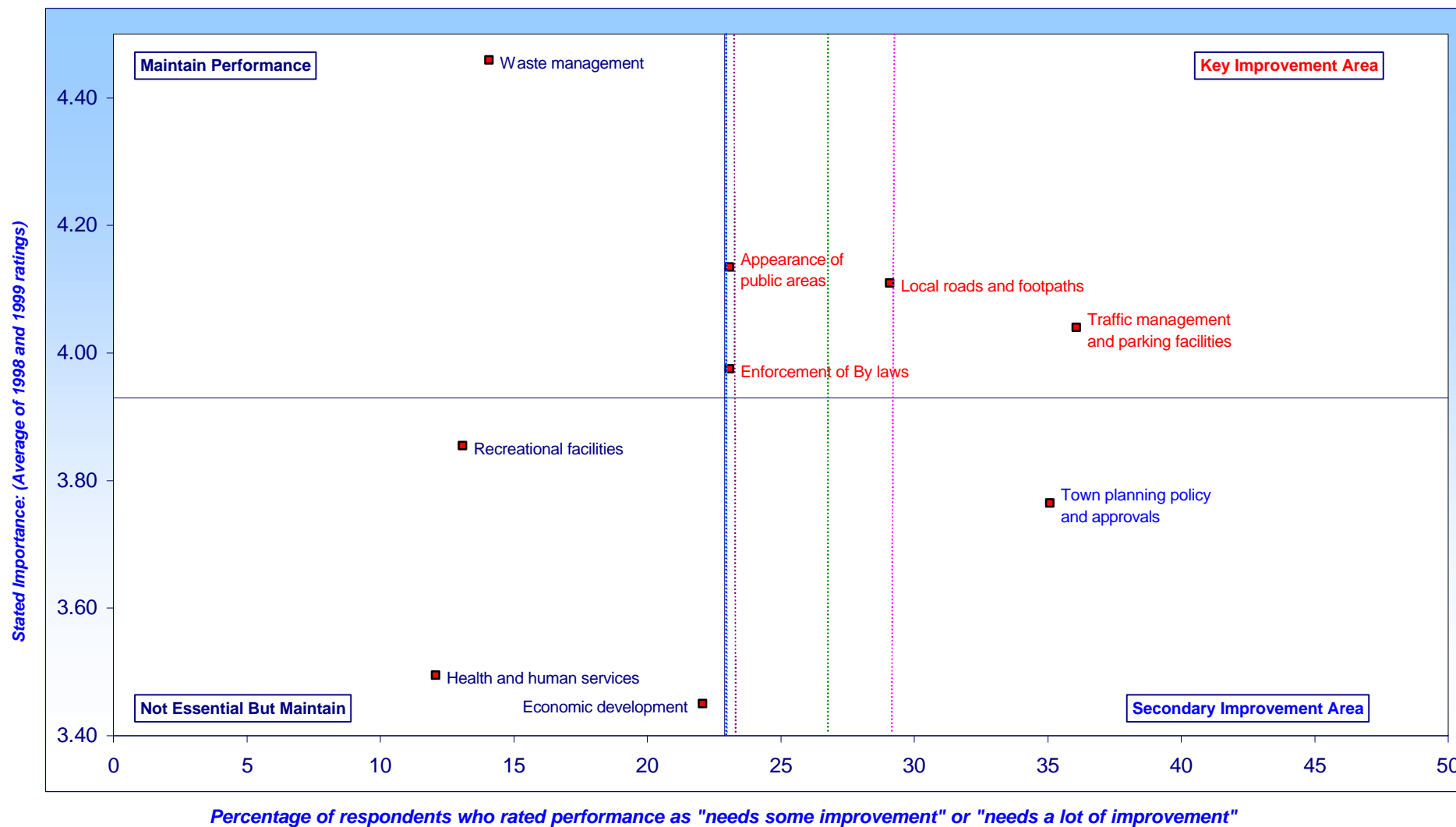
- ◆ **Waste management** (19% “needs improvement” in 2003 compared with 22% in 2002 – an improvement of 3%).
- ◆ **Health and human services** (11% “needs improvement” in 2003 compared with 12% in 2002 – an improvement of 1%).
- ◆ **Appearance of public areas** (21% “needs improvement” in 2003 compared with 22% in 2002 – an improvement of 1%).

The two attributes which have shown statistically significant decline in comparison to 2002 were:

- ◆ **Town planning policy and approvals** (31% “needs improvement” in 2003 compared with 28% in 2002 – a decline of 3%).
- ◆ **Enforcement of By laws** (23% “needs improvement” in 2003 compared with 22% in 2002 – a decline of 1%).

# ANNUAL COMMUNITY SATISFACTION SURVEY 2003 - STATEWIDE RESULTS

## KEY SERVICE AREAS - IMPROVEMENT WINDOW GROUP ONE



Average "Needs Improvement" ..... 1998 = 29.22 ..... 1999 = 26.78 ..... 2000 = 23.33 ..... 2001 = 23.11 ..... 2002 = 23.00

Specific results for each group are detailed below.

◆ ***Group One***

Since 2002, there was on average, 23% of respondents who felt there was room for improvement. The attributes which fall within the Improvement Areas were:

**Key Improvement Area**

- ❖ Local roads and footpaths
- ❖ Traffic management
- ❖ Appearance of public areas
- ❖ Enforcement of By laws

**Secondary Improvement Area**

- ❖ Town planning policy and approvals

◆ ***Group Two***

Just over a quarter (25%) on average were seeking improvement, and this result has shown a slight improvement in comparison to 2002 when it was 26%.

**Key Improvement Area**

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

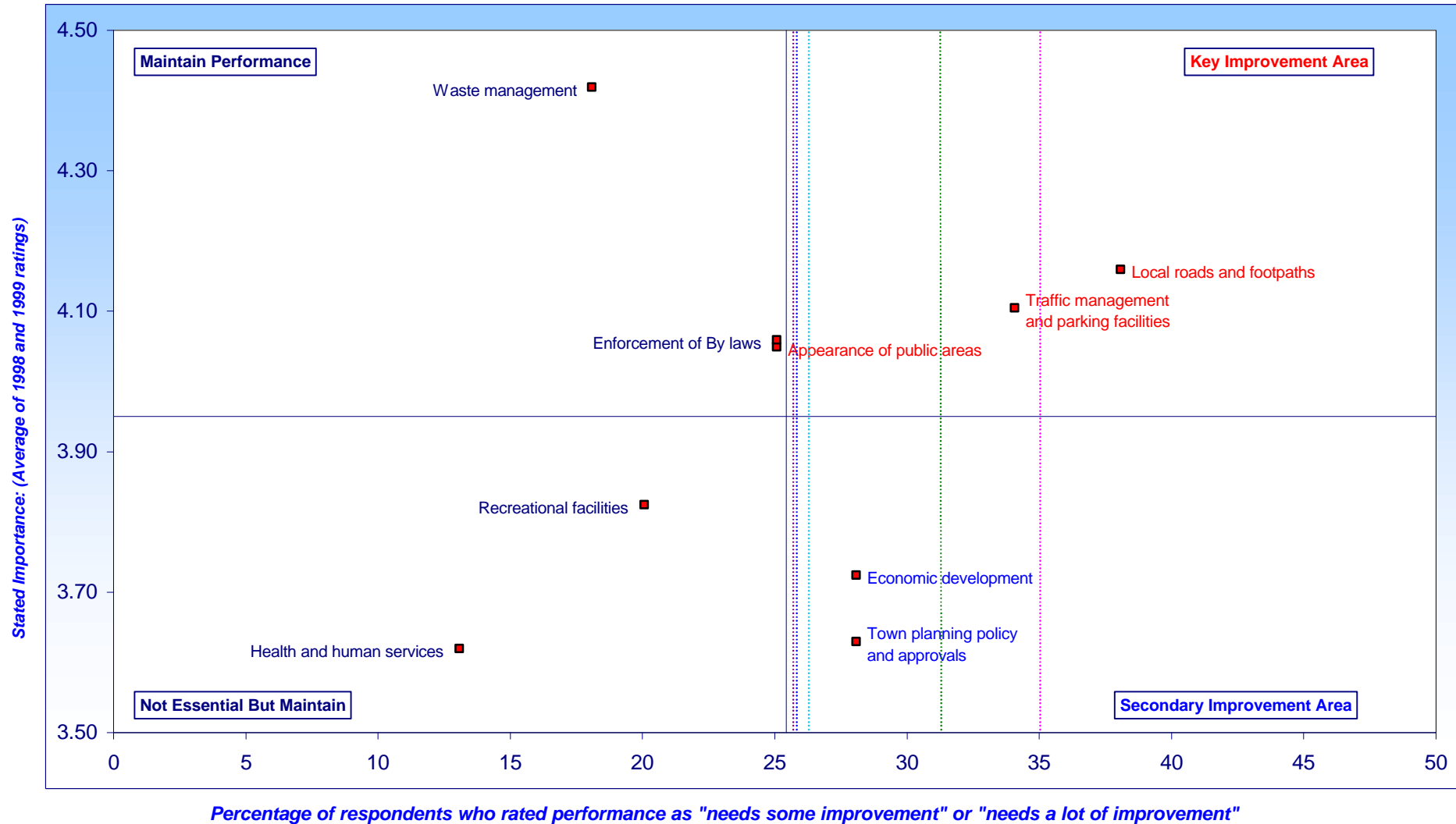
**Secondary Improvement Area**

- ❖ Economic development
- ❖ Town planning policy and approvals

The attribute, **Town planning policy and approvals** has shown statistically significant decline in comparison to 2002 (an increase of 4% to 28% this year).

# ANNUAL COMMUNITY SATISFACTION SURVEY 2003 - STATEWIDE RESULTS

## KEY SERVICE AREAS - IMPROVEMENT WINDOW GROUP TWO

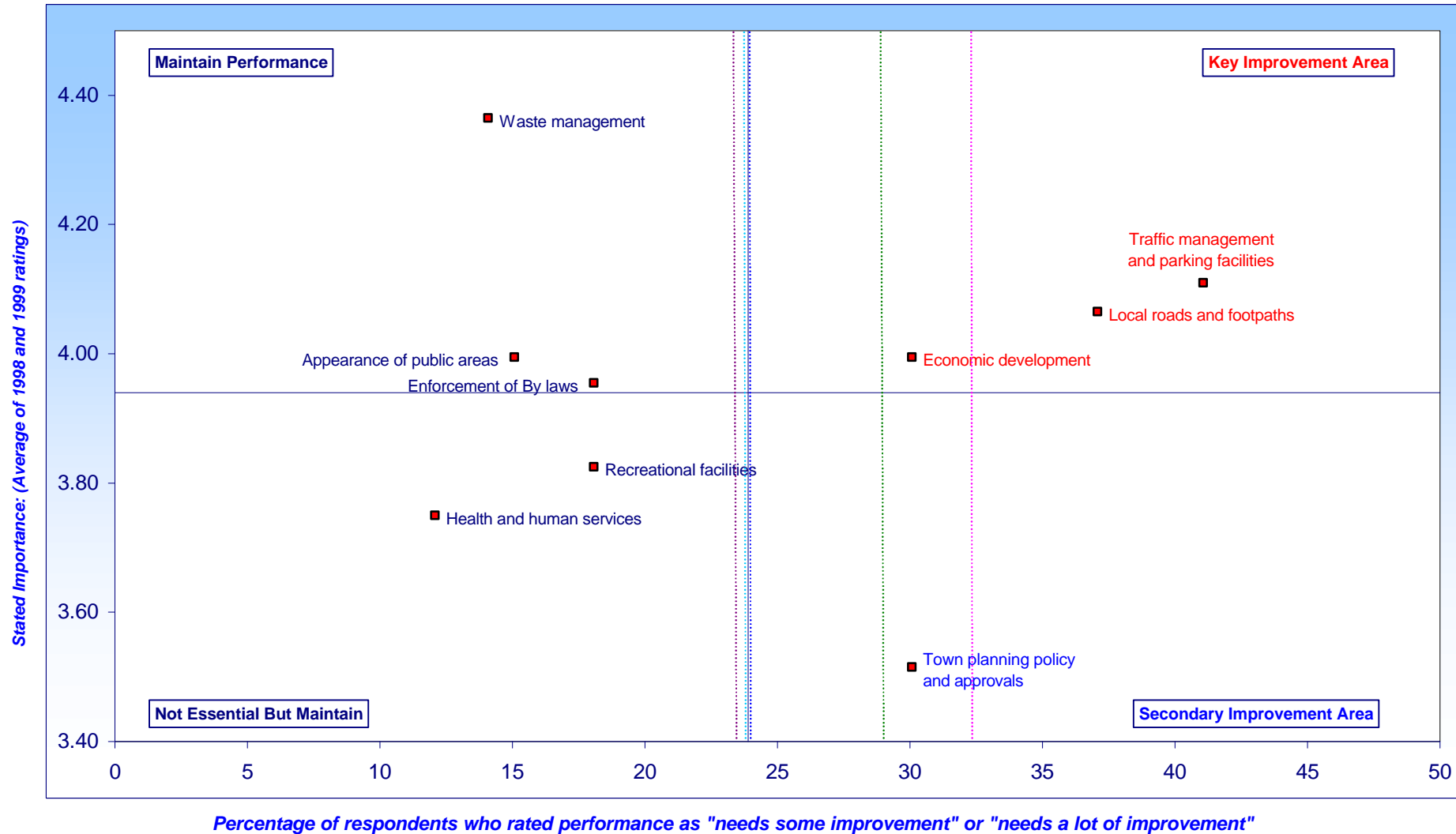


Average "Needs Improvement" ..... 1998 = 35.00 ..... 1999 = 31.33 ..... 2000 = 25.78 ..... 2001 = 26.33 ..... 2002 = 25.89

# ANNUAL COMMUNITY SATISFACTION SURVEY 2003 - STATEWIDE RESULTS

## KEY SERVICE AREAS - IMPROVEMENT WINDOW

### GROUP THREE



Average "Needs Improvement" ..... 1998 = 32.44 ..... 1999 = 29.00 ..... 2000 = 23.44 ..... 2001 = 23.78 ..... 2002 = 24.00

### ◆ *Group Three*

On average, 24% of respondents were seeking improvement in Group Three in 2003 which is the same proportion in 2001 and 2002. The attributes which fell within the improvement quadrants are the same as in 2002, viz:

#### **Key Improvement Area**

- ❖ Traffic management
- ❖ Local roads and footpaths
- ❖ Economic development

#### **Secondary Improvement Area**

- ❖ Town planning policy and approvals.

There was one attribute, **Appearance of public places** which has improved statistically significantly in comparison to 2002 (down 3% to 15% “needs improvement” in 2003).

### ◆ *Group Four*

In 2003, there was an average of 27% of respondents seeking improvement which is an improvement on the 2002 result of 29%. The four attributes which fell within the improvement quadrants are identical to 2001 and 2002, viz:

#### **Key Improvement Area**

- ❖ Local roads and footpaths
- ❖ Traffic management and parking facilities

#### **Secondary Improvement Area**

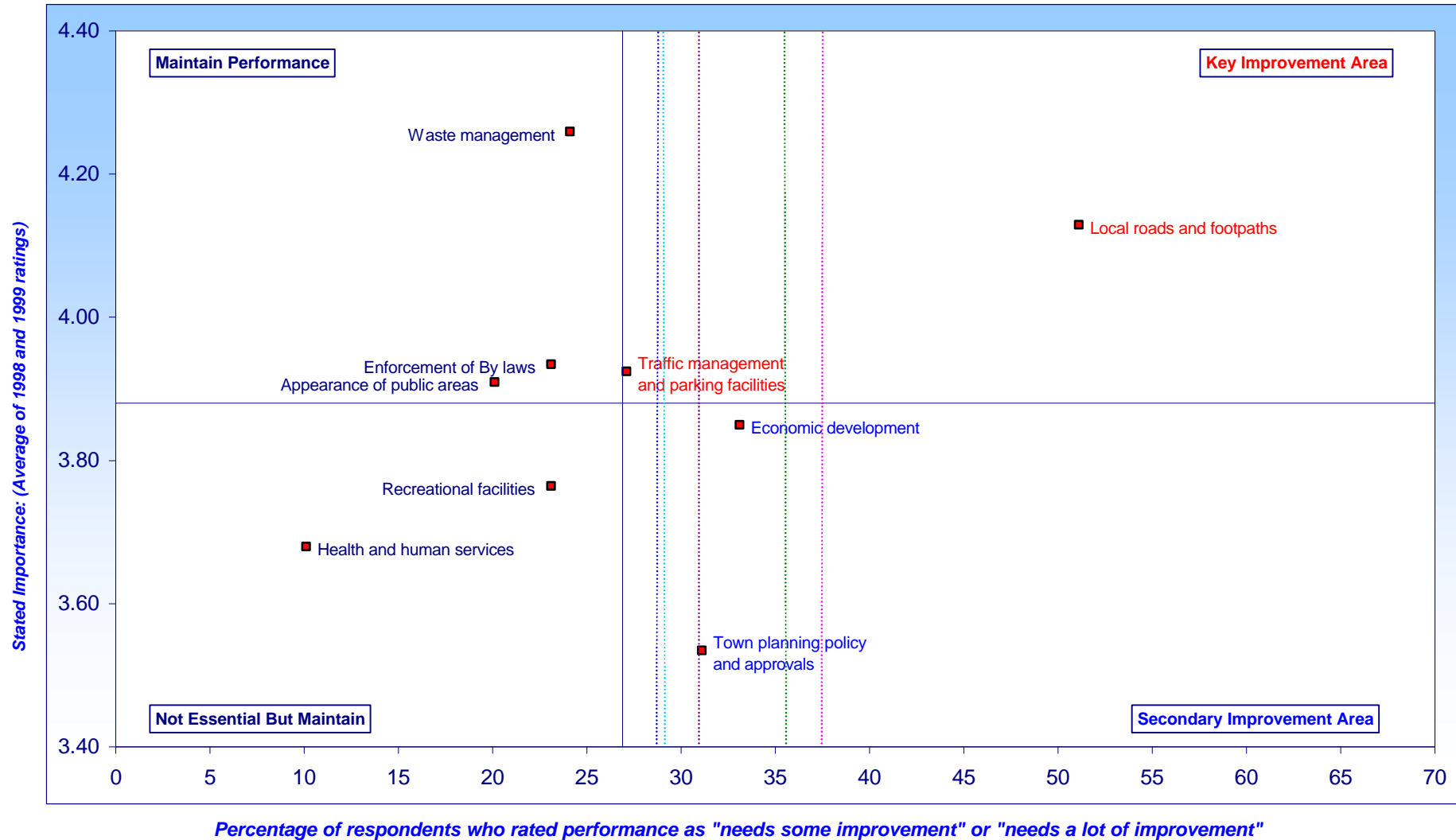
- ❖ Economic development
- ❖ Town planning policy and approvals

There were four attributes which have improved statistically significantly for Group Four in comparison to 2002. **Economic development** has improved by 5%, while the two attributes, **Local roads and footpaths** and **Recreational facilities** have improved by 4% in each case. **Health and human services** has improved by 2% this year.

# ANNUAL COMMUNITY SATISFACTION SURVEY 2003 - STATEWIDE RESULTS

## KEY SERVICE AREAS - IMPROVEMENT WINDOW

### GROUP FOUR

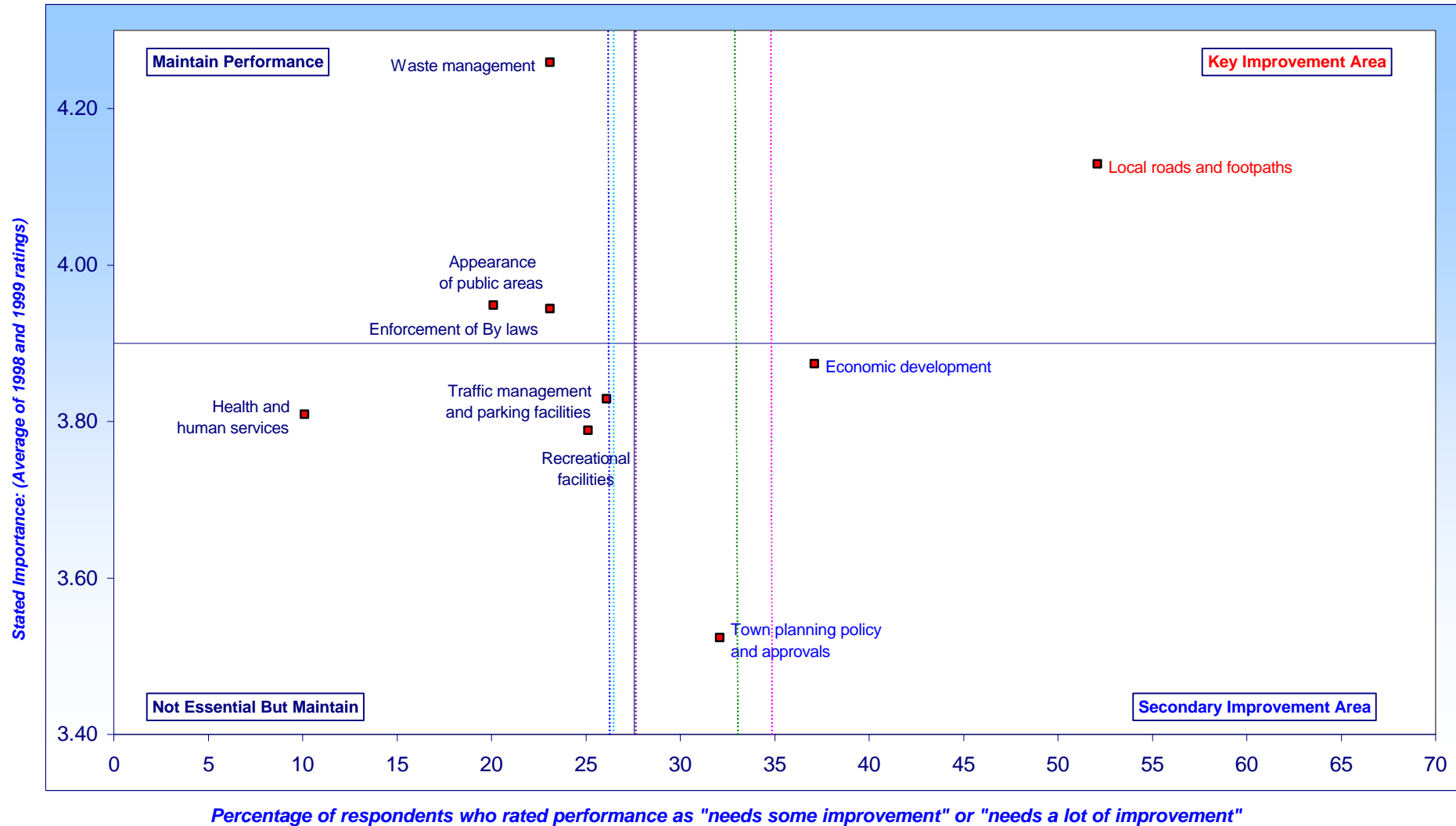


Average "Needs Improvement" ..... 1998 = 37.56 ..... 1999 = 35.56 ..... 2000 = 31.00 ..... 2001 = 29.22 ..... 2002 = 29.00



# ANNUAL COMMUNITY SATISFACTION SURVEY 2003 - STATEWIDE RESULTS

## KEY SERVICE AREAS - IMPROVEMENT WINDOW GROUP FIVE



Average "Needs Improvement" ..... 1998 = 34.89 ..... 1999 = 33.11 ..... 2000 = 27.78 ..... 2001 = 26.56 ..... 2002 = 26.44

◆ **Group Five**

There was a marginal negative move in terms of the average proportion of respondents seeking improvement in Group Five (27% an increase of 1% on 2002). The attributes which fell within the improvement quadrants were:

**Key Improvement Area**

- ❖ Local roads and footpaths

**Secondary Improvement Area**

- ❖ Economic development
- ❖ Town planning policy and approvals

There was one attribute **Waste management**, which improved significantly in comparison to 2002 for Group Five (an improvement of 4% in comparison to 2002). However, there were also three which deteriorated, viz:

- ❖ Town planning policy and approvals (a decline of 7% in comparison to 2002)
- ❖ Traffic management and parking facilities (a decline of 3% in comparison to 2002)
- ❖ Enforcement of By laws (a decline of 2% in comparison to 2002)

# ANNUAL COMMUNITY SATISFACTION SURVEY 2003 - STATEWIDE RESULTS

## REASONS "NEEDS IMPROVEMENT"

### - LOCAL ROADS AND FOOTPATHS -

	N=	TOTAL 11446 %	GROUP ONE 1729 %	GROUP TWO 1856 %	GROUP THREE 1423 %	GROUP FOUR 2510 %	GROUP FIVE 3928 %
ISSUES ATTRACTING HIGH LEVELS OF FEEDBACK							
🔧 Improve/Fix/Repair uneven surface of footpaths	33	59	40	38	20	24	
🔧 More frequent/better re-surfacing of roads	31	30	31	35	31	29	
🔧 More frequent/better slashing of roadside verges	18	2	12	15	29	21	
🔧 More frequent grading/re-sheeting of un-sealed roads	17	0	8	11	21	28	
🔧 Improve standard of un-sealed roads (amount of loose gravel, corrugations, dust suppression etc.)	17	0	12	11	24	24	
ISSUES ATTRACTING MODERATE LEVELS OF FEEDBACK							
🔧 Quicker response for repairs to roads, footpaths or gutters	13	16	16	13	10	12	
🔧 Increase number of footpaths	9	2	11	8	9	10	
🔧 Fix/improve unsafe sections of roads	9	9	12	11	9	8	
ISSUES ATTRACTING LOW LEVELS OF FEEDBACK							
🔧 Improve the quality of maintenance on roads and footpaths	5	15	2	3	3	3	
🔧 More frequent maintenance of roadside drains and culverts	5	4	6	2	4	6	
🔧 Fix/improve edges and shoulders of roads	5	3	0	5	6	8	
🔧 Prune/trim trees/shrubs overhanging footpaths	3	7	5	2	1	1	
🔧 More/better roadside drains and culverts	3	0	0	1	4	5	
🔧 Increase number of sealed roads - inside town limits	2	0	4	1	2	2	
🔧 More/better street/road signs (including position/visibility)	1	2	1	0	1	1	
🔧 More community consultation about roads and footpaths	1	1	0	1	0	1	
🔧 Need improved/more frequent weed control	1	0	0	1	1	1	
OTHER ISSUES							
🔧 OTHER	6	10	7	6	5	4	

### 3.4 IMPROVEMENT SUGGESTIONS

Since 2002, when respondents rated an attribute as “needing some or a lot of improvement” they were asked “why do you say that?” The tables **opposite** and on the following pages detail the specific improvement suggestions given by respondents. 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).

#### ◆ *Local roads and footpaths*

Overall, there were 11,446 responses were made regarding Local roads and footpaths. Since 2000 there have been five issues which attracted high levels of complaint. These are detailed below along with 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.

- ❖ Improve, fix, repair uneven surface of footpaths (33%)
  - Group One (59%)
  - Group Two (40%)
  - Group Three (38%)
  - Aged 65 plus (40%)
  - Females (37%)
- ❖ More frequent, better resurfacing of roads (31%)
  - Group Three (35%)
  - Aged 18-34 years (38%)
  - Males (34%)
- ❖ More frequent, better slashing of roadside verges (18%)
  - Group Four (29%)
  - Group Five (21%)
  - Farming households (30%)
  - Aged 50-64 years (21%)

# ANNUAL COMMUNITY SATISFACTION SURVEY 2003 - STATEWIDE RESULTS

## REASONS "NEEDS IMPROVEMENT"

### - HEALTH AND HUMAN SERVICES -

	N=	TOTAL 2234 %	GROUP ONE 446 %	GROUP TWO 415 %	GROUP THREE 375 %	GROUP FOUR 403 %	GROUP FIVE 595 %
ISSUES ATTRACTING HIGH LEVELS OF FEEDBACK							
☞ More funds/resources for programs/services to reduce waiting lists/improve access (including child care facilities)	27	24	21	31	31	29	
☞ More resources/longer opening hours for Maternal and Child Health facilities	15	19	19	11	12	14	
ISSUES ATTRACTING MODERATE LEVELS OF FEEDBACK							
☞ Increase resources for/availability of home help	14	13	16	16	14	12	
☞ More/better support/services for ethnic/minority/disadvantaged groups (including drug addicts etc.)	13	14	11	16	14	12	
☞ Improve quality of home help	12	13	12	11	9	12	
☞ More facilities/resources for Aged Care (elderly)/better nursing homes	10	16	11	15	5	5	
☞ Improve quality/variety of food in meals on wheels program	8	8	7	9	10	7	
☞ More/better centres/facilities across the shire/in more remote towns/areas	6	0	3	4	10	10	
ISSUES ATTRACTING LOW LEVELS OF FEEDBACK							
☞ More/better premises for health or community facilities	4	3	9	1	3	4	
☞ Improved childcare facilities	4	4	4	5	2	4	
☞ More/better publicity/information about available services	3	3	4	2	2	3	
☞ More information/resources to immunisation programs	3	5	2	2	3	2	
☞ Greater availability of meals on wheels outside towns	2	0	0	0	0	6	
☞ Better transport arrangements to/from health or community centres/facilities	1	0	1	1	1	2	
OTHER ISSUES							
☞ OTHER	13	12	13	9	18	13	

- ❖ More frequent grading, resheeting of unsealed roads (17%)
  - Group Four (21%)
  - Group Five (28%)
  - Farming households (40%)
- ❖ Improve standard of unsealed roads (ie. loose gravel, corrugations, dust suppression etc) (17%)
  - Group Four (24%)
  - Group Five (24%)
  - Farming households (35%)

◆ ***Health and human services***

Overall, 2,234 respondents mentioned issues regarding Health and human services and similarly to previous years there was little difference across the groups. There were two improvement suggestions that attracted high levels of complaint. In previous years, the top “moderate” issue was mentioned by more respondents (in 2002 it was 20% compared with only 14% this year). The two most important issues were:

- ❖ More funds, resources for programs, services to reduce waiting lists, improve access (27% which is higher than in previous years – 25% in 2002, 21% in 2001 and 15% in 2000).
  - Aged 18-34 years (34%)
  - Farming households (32%)
- ❖ More resources, longer opening hours for Maternal and Child Health facilities (15%)
  - Aged 18-34 years (28%)

◆ ***Recreational Facilities***

There were 5,209 respondents who mentioned an issue to do with Recreational Facilities. As in 2002, there were two issues which attracted high levels of complaint. There were no sub-groups which were statistically significantly different to the Total, viz:

- ❖ More, better sporting complexes (including pools) (37%)
- ❖ Better maintenance of sporting fields, grounds and/or buildings (18%)

# ANNUAL COMMUNITY SATISFACTION SURVEY 2003 - STATEWIDE RESULTS

## REASONS "NEEDS IMPROVEMENT"

### - RECREATIONAL FACILITIES -

	N=	TOTAL 5209 %	GROUP ONE 739 %	GROUP TWO 893 %	GROUP THREE 688 %	GROUP FOUR 1100 %	GROUP FIVE 1789 %
<b>ISSUES ATTRACTING HIGH LEVELS OF FEEDBACK</b>							
☞ More/better Sporting Complexes (including pools)		37	36	41	35	39	34
☞ Better maintenance of Sporting Fields/Grounds and/or buildings		16	13	14	16	16	20
<b>ISSUES ATTRACTING MODERATE LEVELS OF FEEDBACK</b>							
☞ More/better recreational activities/programs		13	11	17	9	12	13
☞ More/better/safer Playgrounds and/or equipment		11	11	15	9	8	11
☞ More/better sporting complexes and/or facilities in smaller towns		9	0	7	11	12	12
☞ More facilities/activities for young people/teenagers		7	4	15	4	6	5
☞ More/better bike paths, skate board or roller blade facilities		6	4	10	4	7	6
<b>ISSUES ATTRACTING LOW LEVELS OF FEEDBACK</b>							
☞ More community consultation about recreational facilities etc		5	4	4	9	5	4
☞ More/better library buildings		5	4	8	1	2	8
☞ More/better facilities and resources at libraries		5	12	5	9	4	2
☞ More/better arts/cultural facilities/events in smaller towns		5	0	1	8	9	5
☞ More support for local sporting clubs in smaller towns		4	0	0	1	7	8
☞ Longer opening hours for Sporting Complexes (including pools)		3	1	1	3	5	4
☞ More/better amenities in recreation areas (eg. seats, picnic tables, barbeques etc)		2	4	3	1	1	1
☞ Less expensive recreational facilities and activities		2	2	1	7	1	1
☞ Better/More maintenance of Parks/Playgrounds-syringes/lighting/trees etc		2	8	1	1	1	0
☞ More/better events and festivals		2	4	2	1	2	1
☞ More publicity/information on facilities and activities/programs		1	2	1	0	1	1
☞ More/better performing arts facilities		1	1	1	1	1	0
☞ Not enough support for local community groups		1	1	0	1	1	1
☞ Larger range/greater availability of books		1	4	1	0	2	1
☞ Increase opening hours/days		1	1	0	0	1	1
<b>OTHER ISSUES</b>							
☞ OTHER		12	14	11	12	11	13

# ANNUAL COMMUNITY SATISFACTION SURVEY 2003 - STATEWIDE RESULTS

## REASONS "NEEDS IMPROVEMENT"

### - APPEARANCE OF PUBLIC AREAS -

	N=	TOTAL 5697 %	GROUP ONE 1375 %	GROUP TWO 1253 %	GROUP THREE 578 %	GROUP FOUR 972 %	GROUP FIVE 1519 %
ISSUES ATTRACTING HIGH LEVELS OF FEEDBACK							
👉 Better maintenance of parks and gardens	29	24	35	27	28	28	
👉 More frequent street cleaning	28	32	28	27	23	28	
👉 More frequent/better pruning of street trees	14	19	18	11	13	10	
ISSUES ATTRACTING MODERATE LEVELS OF FEEDBACK							
👉 More frequent/better removal of litter in parks and gardens	12	13	15	10	10	9	
👉 Better landscaping/design (eg. more colour, more shady trees)	9	8	8	8	10	9	
👉 More frequent slashing/mowing of public areas	9	1	11	9	13	12	
👉 More street trees	7	9	7	6	6	6	
ISSUES ATTRACTING LOW LEVELS OF FEEDBACK							
👉 Better maintenance of amenities (eg. BBQ's, Picnic tables, toilets etc.) within parks/gardens	4	4	0	4	7	5	
👉 More frequent sweeping of leaves	4	6	1	4	4	5	
👉 More emphasis on smaller towns	4	0	1	4	7	6	
👉 Better maintenance of beaches, lakes, rivers etc. and surrounding areas	3	2	1	6	5	5	
👉 Better care of street trees - watering, staking, removal of dead trees,etc	3	4	2	3	4	3	
👉 More/better cleaning up of condoms, syringes etc. in parks, beaches etc	3	7	7	0	0	0	
👉 More frequent spraying of weeds in open spaces	2	0	3	3	2	4	
👉 More parks and gardens/open spaces	2	1	6	2	1	2	
👉 Better amenities within parks/gardens (eg. BBQ's, Picnic tables, toilets etc.)	2	2	5	1	1	1	
👉 Better/different types/mix of trees	2	3	2	2	1	2	
👉 Improve streetscapes with landscape or architectural features	2	5	0	7	1	1	
👉 Cleaning of public areas	2	3	2	1	2	1	
👉 More frequent clearing of public litter bins	2	7	0	1	1	1	
OTHER ISSUES							
👉 OTHER	12	12	9	10	10	15	



◆ ***Appearance of Public Areas***

There were 5,697 respondents in all who mentioned an issue regarding the Appearance of public areas. The three issues which attracted high levels of complaint, were the same as in 2002, viz:

- ❖ Better maintenance of parks and gardens (29%)
  - Group Two (35%)
  - Aged 35-49 years (32%)
- ❖ More frequent street cleaning (28%)
  - Group One (32%)
  - Aged 65 years plus (38%)
- ❖ More frequent, better pruning of street trees (14%)
  - Group One (19%)
  - Group Two (18%)
  - Aged 65 plus years (17%)

◆ ***Traffic Management and parking facilities***

Overall, there were 8,514 respondents who had some complaint about Traffic management and parking facilities. The two priority issues listed below were the same as those in 2002 and 2001, viz:

- ❖ More parking facilities adjacent to shopping and business centres (32%)
  - Group Three (42%)
  - Group Four (42%)
  - Group Five (38%)
  - Aged 65 plus years (35%)
  - Farming households (34%)
- ❖ More parking facilities, capacity (28%)
  - Group Five (32%)
  - Renting (32%)

# ANNUAL COMMUNITY SATISFACTION SURVEY 2003 - STATEWIDE RESULTS

## REASONS "NEEDS IMPROVEMENT"

### - TRAFFIC MANAGEMENT -

	N=	TOTAL 8514 %	GROUP ONE 2082 %	GROUP TWO 1613 %	GROUP THREE 1569 %	GROUP FOUR 1294 %	GROUP FIVE 1956 %
ISSUES ATTRACTING HIGH LEVELS OF FEEDBACK							
☞ More parking facilities adjacent to shopping and business centres	32	20	24	42	42	38	
☞ More parking facilities/capacity	28	27	23	31	29	32	
ISSUES ATTRACTING MODERATE LEVELS OF FEEDBACK							
☞ Poor traffic/parking management	13	13	13	17	13	12	
☞ Improve traffic management at intersections	9	8	14	9	9	8	
☞ More parking specifically allocated for residents	6	16	5	1	2	2	
☞ Improve road signage - general	6	5	6	3	7	7	
ISSUES ATTRACTING LOW LEVELS OF FEEDBACK							
☞ Less parking restrictions	4	9	4	4	3	2	
☞ More parking enforcement/traffic officers	4	6	5	1	2	4	
☞ More speed inhibitors (humps, barriers, traffic islands etc)	4	6	8	2	3	3	
☞ Reduce speed limits in residential areas	4	4	5	1	4	3	
☞ More free parking/cheaper parking	3	3	5	8	1	0	
☞ Restrict/discourage traffic on residential roads	3	7	1	0	0	2	
☞ Improved parking management around schools/more parking around schools	3	2	9	1	4	1	
☞ Improve traffic flow/congestion	3	3	4	5	2	2	
☞ More community consultation	2	1	0	4	1	2	
☞ Greater restriction of non-resident parking	2	6	0	0	0	0	
☞ Fewer parking meters	2	3	0	7	1	0	
☞ More disabled parking needed	2	1	2	2	3	3	
☞ Install more traffic lights at dangerous intersections	2	0	7	1	1	0	
☞ More pedestrian crossings	2	1	1	1	3	3	
☞ Streets/roads too narrow/need widening	2	1	2	7	1	1	
☞ Improve blind spots, dangerous curves etc. on country roads (excluding highways)	2	0	3	2	3	5	
☞ More parking around specific areas, eg. train stations, hospitals, etc	1	1	1	1	2	0	
☞ Longer parking times	1	2	1	2	1	0	
☞ Fewer speed inhibitors (humps, barriers traffic islands etc)	1	2	1	1	0	0	
OTHER ISSUES							
☞ OTHER	10	11	13	7	10	11	

# ANNUAL COMMUNITY SATISFACTION SURVEY 2003 - STATEWIDE RESULTS

## REASONS "NEEDS IMPROVEMENT"

### - WASTE MANAGEMENT -

	N=	TOTAL 5104 %	GROUP ONE 830 %	GROUP TWO 869 %	GROUP THREE 536 %	GROUP FOUR 1144 %	GROUP FIVE 1725 %
ISSUES ATTRACTING HIGH LEVELS OF FEEDBACK							
☞ Lower fees for Tips etc./ (re)-introduce (more) tip vouchers	15	3	12	21	22	15	
☞ Any/More frequent hard waste collection	14	18	28	9	9	10	
ISSUES ATTRACTING MODERATE LEVELS OF FEEDBACK							
☞ More reliable Collections	13	18	17	9	8	12	
☞ More comprehensive recycling program	12	10	8	12	13	14	
☞ Longer opening times/days for Tips etc.	10	0	1	10	10	19	
☞ Bigger bins	8	11	9	9	7	6	
☞ Any/Better containers for collection of recyclable materials/green materials	8	13	10	12	5	4	
☞ Any/More frequent collection of green waste/vegetation	7	11	11	7	4	4	
☞ No collection of recyclable materials	7	0	0	5	11	10	
☞ More frequent collection of recyclable materials	6	6	6	7	3	8	
☞ Spilling garbage on footpath/ road during garbage collection	6	19	9	2	1	2	
☞ More convenient location of tips/transfer stations/rubbish dumps	6	2	4	6	8	6	
☞ No garbage collection	6	0	0	2	13	7	
ISSUES ATTRACTING LOW LEVELS OF FEEDBACK							
☞ Tip/transfer stations in poor condition/badly managed	4	0	1	2	10	3	
☞ Bins should be returned upright to kerbside	3	9	5	2	1	0	
☞ Extend areas covered by garbage collection in areas outside townships	3	0	0	1	2	6	
☞ More community consultation	2	3	4	2	2	0	
☞ More education/promotion for recycling	2	3	2	1	1	2	
☞ More frequent rubbish collection	2	1	1	0	2	3	
☞ Cost of garbage/waste collection too much (including bins)	2	1	2	2	2	2	
☞ Recyclable material goes into garbage truck/ Doubt recycling occurs	2	1	2	1	1	3	
☞ Less damage to garbage bins	1	2	2	1	0	0	
☞ Better siting of tips etc (too close to residential areas)	1	0	0	3	1	0	
OTHER ISSUES							
☞ OTHER	14	17	15	14	13	12	

### ◆ **Waste Management**

Of the 5,104 respondents who made an improvement suggestion regarding Waste Management, there were two main issues to emerge. While the first was also a priority issue in 2002, the second has increased in importance, viz:

- ❖ Lower fees for tips etc (15%)
  - Group Three (21%)
  - Group Four (22%)
- ❖ Any, more frequent hard waste collection (14%)
  - Group One (18%)
  - Group Two (28%)
  - Aged 65 plus years (19%)

### ◆ **Enforcement of By laws**

Overall, there were 5,611 respondents who made suggestions about Enforcement of By laws (20% or 5,242 responses). There were three issues which attracted high levels of complaint, viz:

- ❖ Greater enforcement of animal By-laws (32% – down from 41% in 2002)
  - Group Three (40%)
  - Females (35%)
- ❖ Greater enforcement of fire prevention By laws to clean up properties (22% - up from 15% in 2002)
  - Group Four (34%)
  - Group Five (33%)
  - Farmers (46%)
- ❖ Greater enforcement of noise By-laws (domestic, industrial, traffic etc) (18%)
  - Group One (23%)
  - Group Two (24%)
  - Renting (22%)

# ANNUAL COMMUNITY SATISFACTION SURVEY 2003 - STATEWIDE RESULTS

## REASONS "NEEDS IMPROVEMENT"

### - ENFORCEMENT OF BY LAWS -

	N=	TOTAL 5611 %	GROUP ONE 1181 %	GROUP TWO 1110 %	GROUP THREE 649 %	GROUP FOUR 1023 %	GROUP FIVE 1648 %
<b>ISSUES ATTRACTING HIGH LEVELS OF FEEDBACK</b>							
☞ Greater enforcement of animal By-laws		32	29	30	40	32	33
☞ Greater enforcement of fire prevention By-laws to clean up properties		22	0	24	16	34	33
☞ Greater enforcement of noise By-laws (domestic, industrial, traffic etc.)		18	23	24	19	13	13
<b>ISSUES ATTRACTING MODERATE LEVELS OF FEEDBACK</b>							
☞ Greater enforcement of parking restrictions		12	20	13	10	8	10
☞ Greater enforcement of health/food handling By-laws		8	13	7	8	7	7
<b>ISSUES ATTRACTING LOW LEVELS OF FEEDBACK</b>							
☞ Quicker response to reports of By-law infringements		4	6	6	4	3	3
☞ Better attitude for by-laws enforcement officers/rangers		4	4	4	3	5	5
☞ By-laws are too lenient		4	3	4	4	5	5
☞ By-laws are too stringent		4	5	3	4	5	4
☞ Greater enforcement of pollution By-laws (domestic, industrial, traffic etc)		3	2	3	4	2	3
☞ Greater enforcement of littering By-laws		3	5	5	1	3	3
☞ Less enforcement of parking restrictions		3	9	1	5	1	0
☞ Greater enforcement of by-laws generally/more by-laws officers		3	2	2	2	4	4
<b>OTHER ISSUES</b>							
☞ OTHER		12	13	12	10	11	11

# ANNUAL COMMUNITY SATISFACTION SURVEY 2003 - STATEWIDE RESULTS

## REASONS "NEEDS IMPROVEMENT"

### - ECONOMIC DEVELOPMENT -

	N=	TOTAL 6729 %	GROUP ONE 818 %	GROUP TWO 1001 %	GROUP THREE 1039 %	GROUP FOUR 1424 %	GROUP FIVE 2447 %
ISSUES ATTRACTING HIGH LEVELS OF FEEDBACK							
☞ Need more/better job creation programs/employment opportunities	40	44	46	42	37	37	
☞ Encourage more tourism	18	11	14	17	21	20	
☞ Not enough support for local businesses	17	18	16	16	16	17	
ISSUES ATTRACTING MODERATE LEVELS OF FEEDBACK							
☞ Greater emphasis on Economic Development in general	14	13	14	11	12	15	
☞ Encourage more companies/industries to re-locate to the area	14	6	8	18	16	16	
☞ Not enough promotion of local businesses	8	9	9	7	8	8	
☞ Economic development programs are too focussed on majors towns	6	1	2	5	7	8	
ISSUES ATTRACTING LOW LEVELS OF FEEDBACK							
☞ Encourage more desirable industries to locate to the area	5	3	4	6	4	6	
☞ Better financial planning/management of Council budget	2	2	1	3	2	2	
OTHER ISSUES							
☞ OTHER	15	16	16	13	14	15	

◆ ***Economic development***

There were 6,729 respondents who made a comment about why Economic development needs improvement. The three issues which attracted high levels of complaint were also the most important in 2002, viz:

- ❖ Need more, better job creation programs, employment opportunities (40%)
  - Group Two (46%)
  - Renting (54%)
  - Aged 18-34 years (50%)
  - Females (45%)
- ❖ Encourage more tourism (18%)
  - Group Four (21%)
- ❖ Not enough support for local businesses (17%)

◆ ***Town planning policy and approvals***

The number of respondents who made a suggestion regarding Town planning policy and approvals totalled 6,968. The one major issue was:

- ❖ Better planning policies (20%)
  - Group Four (24%)
  - Males (23%)
  - Aged 50-64 years (23%)

# ANNUAL COMMUNITY SATISFACTION SURVEY 2003 - STATEWIDE RESULTS

## REASONS "NEEDS IMPROVEMENT"

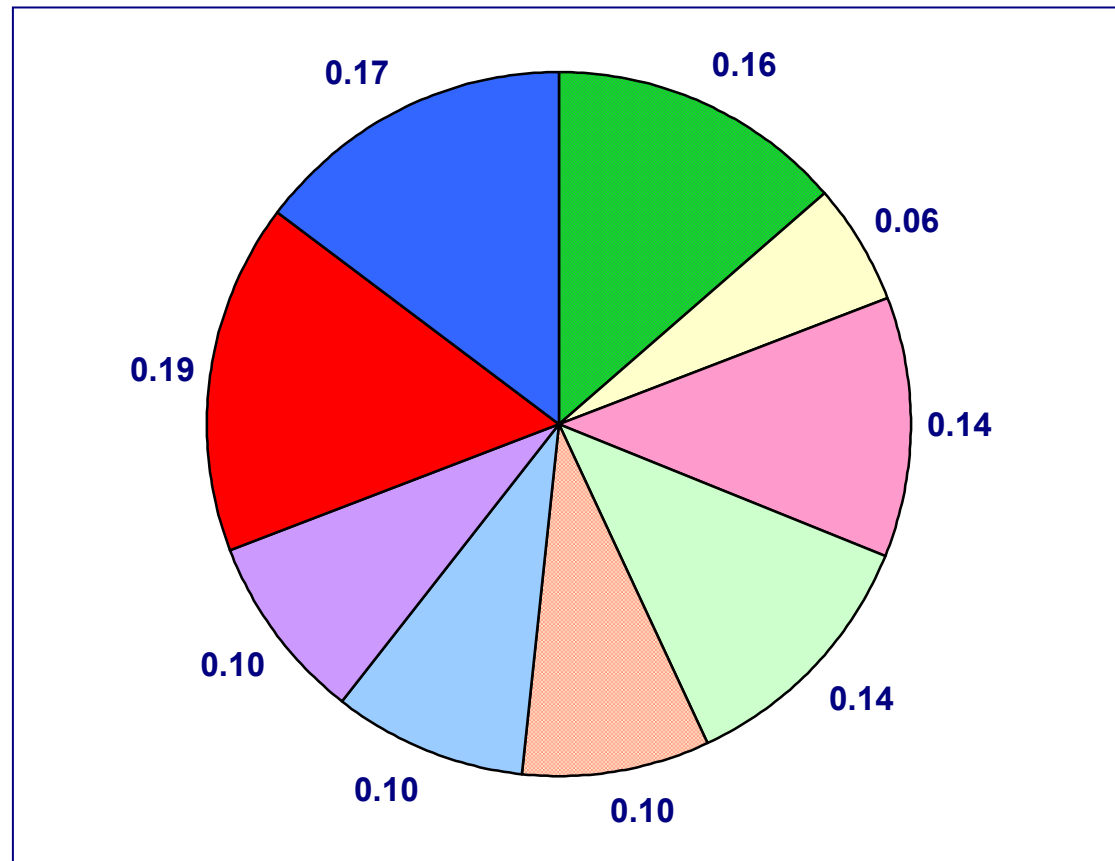
### - TOWN PLANNING POLICY AND APPROVALS -

	N=	TOTAL 6968 %	GROUP ONE 1638 %	GROUP TWO 1047 %	GROUP THREE 984 %	GROUP FOUR 1297 %	GROUP FIVE 2002 %
ISSUES ATTRACTING HIGH LEVELS OF FEEDBACK							
☞ Better planning policies	20	15	22	21	24	21	
ISSUES ATTRACTING MODERATE LEVELS OF FEEDBACK							
☞ More consultation with community	13	11	11	15	12	14	
☞ More efficient/faster approval processes	12	10	11	14	16	10	
☞ Too little regulation in heritage areas	11	12	10	14	8	10	
☞ Less high density dwellings	10	24	13	3	4	2	
☞ Take better account of environmental issues	10	7	12	8	11	10	
☞ Council should be stronger in representing community opinion	9	7	6	8	9	12	
☞ More consistent decisions	9	8	8	8	12	10	
☞ Too much residential sub-division	7	9	11	3	7	4	
☞ Ugly/inappropriate design/development (no character)	6	16	8	2	2	2	
ISSUES ATTRACTING LOW LEVELS OF FEEDBACK							
☞ Greater clarity/information on guidelines and process for building application	5	5	4	3	4	6	
☞ Take better account of impact on neighbouring properties	5	9	7	3	4	3	
☞ Greater enforcement of/adherence to planning policies	4	6	0	3	4	4	
☞ Too much regulation in heritage areas	3	2	0	6	3	3	
☞ Better planning for development of shopping areas	2	0	4	4	2	1	
☞ More helpful Town planning staff	2	1	3	1	1	3	
OTHER ISSUES							
☞ OTHER	22	19	20	21	21	26	



# ANNUAL COMMUNITY SATISFACTION SURVEY 2003

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



### 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 correlation, 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.*

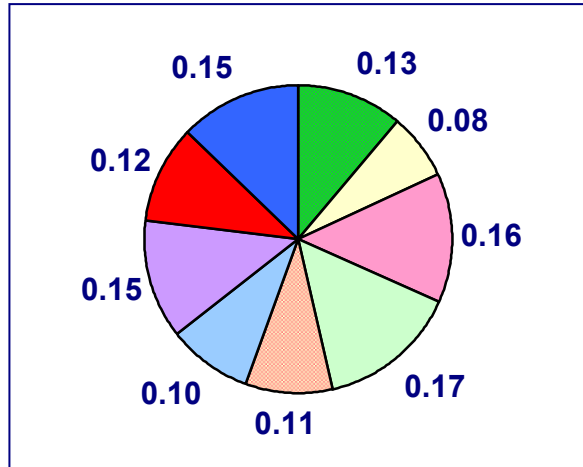
The attributes which have the greatest impact upon Overall Satisfaction are identical to those found in both 2000, 2001 and 2002, however the order of priority has changed slightly, viz:

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

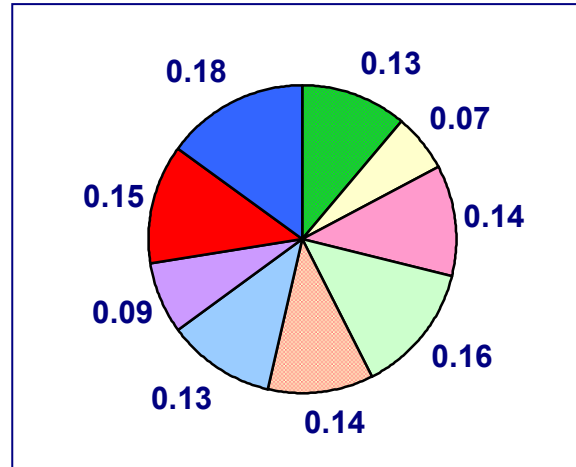
# ANNUAL COMMUNITY SATISFACTION SURVEY 2003

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

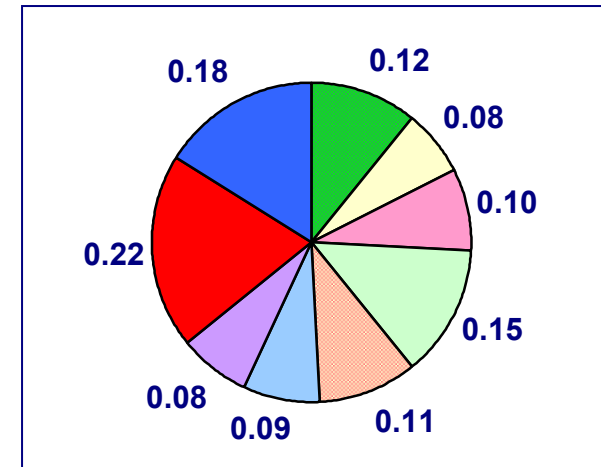
GROUP ONE



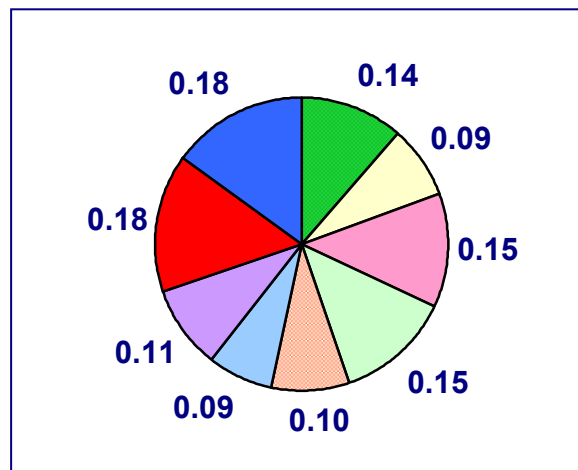
GROUP TWO



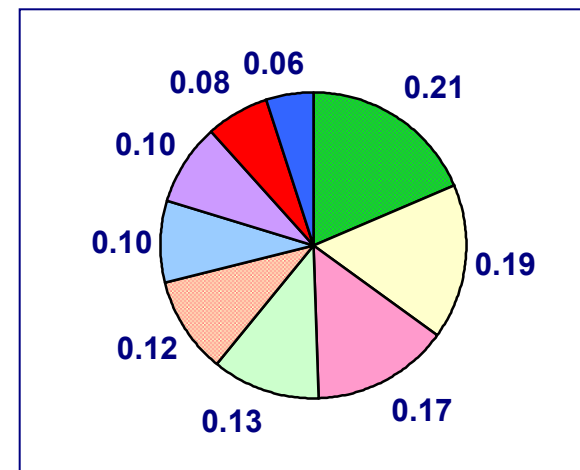
GROUP THREE



GROUP FOUR



GROUP FIVE



The Regression Analysis for the Groups as well as for Metropolitan and Country are detailed below and shown in the charts **opposite** and **overleaf**. The Key Drivers for each, listed in order of importance, are detailed below. Generally, results are similar to 2001 and 2002, although there has been some change in the order of priorities.

◆ Group One:

- ❖ Appearance of Public Areas
- ❖ Recreational Facilities
- ❖ Town Planning Policy and Approvals
- ❖ Enforcement of By Laws
- ❖ Local Roads and Footpaths

◆ Group Two:

- ❖ Town Planning Policy and Approvals
- ❖ Appearance of Public Areas
- ❖ Economic Development
- ❖ Recreational Facilities
- ❖ Traffic Management and Parking Facilities

◆ Group Three:

- ❖ Economic Development
- ❖ Town Planning Policy and Approvals
- ❖ Appearance of Public Areas

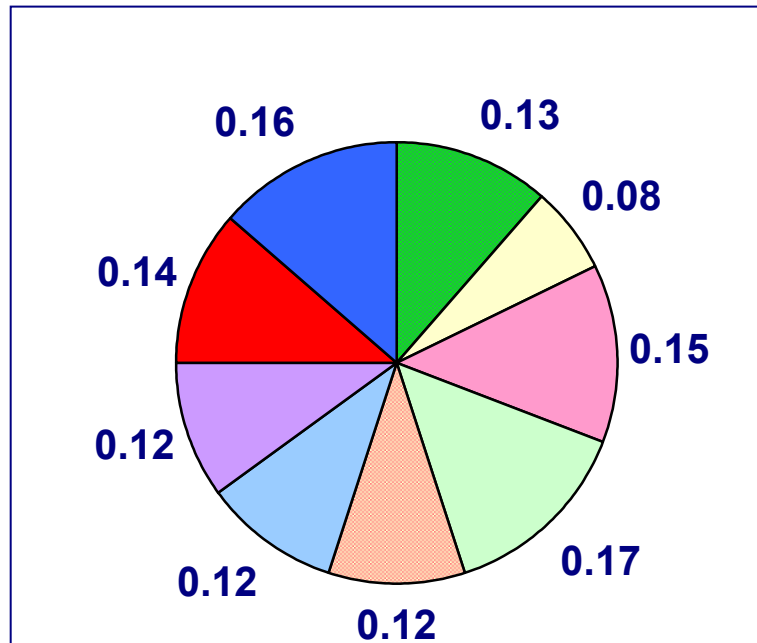
◆ Group Four:

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

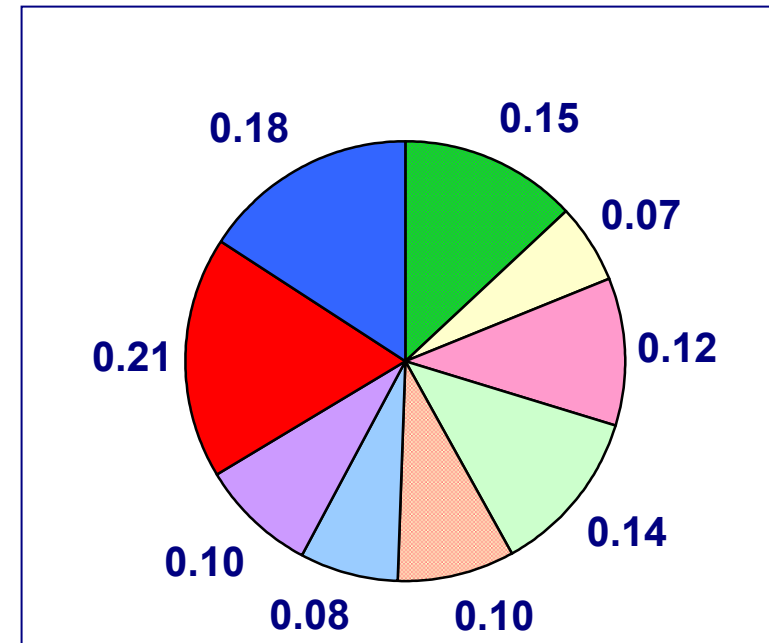
# ANNUAL COMMUNITY SATISFACTION SURVEY 2003

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

**METROPOLITAN**



**COUNTRY**



◆ Group Five:

- ❖ Local Roads and Footpaths
- ❖ Health and Human Services
- ❖ Recreational Facilities

◆ Metropolitan:

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

◆ Country:

- ❖ Economic Development
- ❖ Town Planning Policy and Approvals
- ❖ Local Roads and Footpaths
- ❖ Appearance of Public Areas

### 3.6 SUMMARY CONCLUSIONS

- ◆ Generally, the results for 2003 have remained at the high levels achieved in 2001 and 2002. Although the rate of improvement has slowed, the Mean results have shown statistically significant improvement with regards to three of the nine service areas, viz:

- ❖ Waste management (Mean 3.58 up from 3.50 in 2002)
  - 81% “excellent, good and adequate” compared with 79% in 2002
  - 19% “needs improvement” compared with 22% in 2002
- ❖ Economic development (Mean 2.99 up from 2.96 in 2002) – this is the second consecutive year that this has made a statistically significant improvement.
  - 70% “excellent, good and adequate” compared with 68% in 2002
  - 31% “needs improvement” compared with 32% in 2002
- ❖ Local roads and footpaths (Mean 2.78 up from 2.75 in 2002)
  - 58% “excellent, good and adequate” compared with 57% in 2002
  - 42% “needs improvement” compared with 43% in 2002

However, there were also two attributes which have shown a statistically significant decline, viz:

- ❖ Enforcement of By laws (Mean 3.19 down from 3.22 in 2002)
  - 78% “excellent, good and adequate” same as in 2002
  - 23% “needs improvement” compared with 22% in 2002
- ❖ Town planning policies and approvals (Mean 2.96 down from 3.05 in 2002)
  - 69% “excellent, good and adequate” compared with 72% in 2002
  - 31% “needs improvement” compared with 27% in 2002

Just taking into account the “excellent, good and adequate” results, there were also three other attributes which have shown statistically significant improvement in comparison to 2002, viz:

- ❖ Health and human services (89% “excellent, good and adequate” compared with 88% in 2002)
- ❖ Recreational facilities (80% “excellent, good and adequate” compared with 79% in 2002)
- ❖ Appearance of public areas (79% “excellent, good and adequate” compared with 78% in 2002)
- ◆ Metropolitan respondents tended to be more satisfied than their Country counterparts. The areas where differences were most apparent were:
  - ❖ Overall performance (85% “excellent, good and adequate” for Metropolitan compared with 76% for Country)
  - ❖ Advocacy (81% “excellent, good and adequate” for Metropolitan compared with 77% for Country)
  - ❖ Community engagement (71% “excellent, good and adequate” for Metropolitan compared with 65% for Country)
  - ❖ Local roads and footpaths (67% “excellent, good and adequate” for Metropolitan compared with 52% for Country)
  - ❖ Recreational facilities (83% “excellent, good and adequate” for Metropolitan compared with 78% for Country)
  - ❖ Waste management (85% “excellent, good and adequate” for Metropolitan compared with 79% for Country)
  - ❖ Economic development (75% “excellent, good and adequate” for Metropolitan compared with 66% for Country)

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

- ❖ Customer Service (81% “excellent, good and adequate” for Country compared with 80% for Metropolitan)
- ❖ Health and human services (90% “excellent, good and adequate” for Country compared with 87% for Metropolitan)
- ❖ Appearance of public areas (81% “excellent, good and adequate” for Country compared with 76% for Metropolitan)



- ❖ Traffic management and parking facilities (70% “excellent, good and adequate” for Country compared with 65% for Metropolitan)
- ❖ Enforcement of By laws (78% “excellent, good and adequate” for Country compared with 76% for Metropolitan)
- ❖ Town planning policy and approvals (69% “excellent, good and adequate” for Country compared with 67% for Metropolitan)
- ◆ The statistically significant changes since 2002 within the Groups are as follows:

#### **Group One**

- ❖ Economic development (Mean 3.13 up from 3.08 in 2002)
  - 80% “excellent, good and adequate” compared with 76% in 2002
  - 23% “needs improvement” compared with 22% in 2002

#### **Group Two**

- ❖ Town planning policy and approvals (Mean 3.04 down from 3.15 in 2002)
  - 71% “excellent, good and adequate” compared with 76% in 2002
  - 24% “needs improvement” compared with 28% in 2002

#### **Group Three**

- ❖ Waste management (Mean 3.76 up from 3.66 in 2002)
  - 87% “excellent, good and adequate” compared with 84% in 2002
  - 14% “needs improvement” compared with 16% in 2002
- ❖ Town planning policy and approvals (Mean 3.01 down from 3.11 in 2002)
  - 70% “excellent, good and adequate” compared with 74% in 2002
  - 25% “needs improvement” compared with 30% in 2002

### Group Four

- ❖ Waste management (Mean 3.36 up from 3.28 in 2002)
  - 76% “excellent, good and adequate” compared with 74% in 2002
  - 24% “needs improvement” compared with 26% in 2002
- ❖ Recreational facilities (Mean 3.30 up from 3.23 in 2002)
  - 76% “excellent, good and adequate” compared with 73% in 2002
  - 23% “needs improvement” compared with 27% in 2002
- ❖ Economic development (Mean 2.93 up from 2.82 in 2002)
  - 67% “excellent, good and adequate” compared with 62% in 2002
  - 33% “needs improvement” compared with 38% in 2002
- ❖ Local roads and footpaths (Mean 2.54 up from 3.46 in 2002)
  - 48% “excellent, good and adequate” compared with 45% in 2002
  - 51% “needs improvement” compared with 55% in 2002

### Group Five

- ❖ Waste management (Mean 3.44 up from 3.32 in 2002)
  - 77% “excellent, good and adequate” compared with 73% in 2002
  - 23% “needs improvement” compared with 27% in 2002
- ❖ Appearance of public areas (Mean 3.46 down from 3.51 in 2002)
  - 80 % “excellent, good and adequate” same as 2002
  - 20% “needs improvement” compared with 21% in 2002

The Mean result has declined in comparison to 2002 due to a decrease in the proportion of “excellent” ratings (14% compared with 18% in 2002).

- ❖ Enforcement of By laws (Mean 3.16 down from 3.24 in 2002)
  - 77% “excellent, good and adequate” compared with 78% in 2002
  - 23% “needs improvement” compared with 21% in 2002

- ❖ Traffic management and parking facilities (Mean 3.12 down from 3.21 in 2002)
  - 73% “excellent, good and adequate” compared with 76% in 2002
  - 26% “needs improvement” compared with 23% in 2002
- ❖ Economic development (Mean 2.85 down from 2.91 in 2002)
  - 63% “excellent, good and adequate” compared with 65% in 2002
  - 37% “needs improvement” compared with 36% in 2002
- ❖ Town planning policy and approvals (Mean 2.94 down from 3.12 in 2002)
  - 68% “excellent, good and adequate” compared with 75% in 2002
  - 32% “needs improvement” compared with 25% in 2002