

Local Government Community Satisfaction Survey

2007

Adamsville
City Council

Research Results
May 2007

A project sponsored by the
Department for Victorian Communities
and local governments

Prepared by
Wallis
CONSULTING GROUP

*Department for
Victorian Communities*

A Victorian
Government
initiative



MINISTER'S FOREWORD

This year marks the tenth year Local Government Victoria has been conducting the annual Community Satisfaction Survey.

This is a significant milestone as the survey has proven to be an important measure of community views on the performance of local councils. Through the survey, local government has been able to gauge and report on the satisfaction with those services being delivered directly to local communities.

It is extremely pleasing that a consistently high number of councils continue to participate in the survey, which is coordinated by Local Government Victoria (LGV), part of the Department for Victorian Communities (DVC).

Particularly pleasing is the value it provides Councils to improve forward planning, monitor trends and set new performance targets. However, it is important that councils continue to build and refine their own community consultations and performance measurement systems.

The survey measures residents' satisfaction with each council's overall performance, advocacy, responsiveness and community engagement. These are important indicators of how well councils are providing vital services, strengthening democracy and building stronger communities. It also measures satisfaction with council performance across nine specific services such as local roads and footpaths, recreational facilities, town planning and waste management.

This year's results shows a positive trend in community satisfaction, with 81 per cent of respondents rating as "adequate to excellent" the overall performance of Victorian councils in this survey.

There was also a positive movement in metropolitan and country results for overall council performance, an improvement of three per cent for metropolitan councils compared to the 2006 result, and an improvement of one per cent for country councils.

Respondents overall identified several common issues that influenced their level of satisfaction, which are in order of priority: town planning policy and approvals; economic development; local roads and footpaths; followed by recreational facilities. These issues are important to local communities both in metropolitan and country areas.

Several areas of the survey results form part of the Victorian local government indicators which are reported in the Local Government in Victoria Report, also prepared by LGV. These results add a qualitative aspect to the indicators, which are predominantly financial in nature.

As was the practice last year, council results have been provided in an improved electronic format. A summary of the aggregate statewide results will be available on the LGV website at www.localgovernment.vic.gov.au

As part of the Victorian Government's commitment to working in partnership with local councils, I am pleased to provide your Council with the results from this year's Community Satisfaction Survey for local government and I would like to thank all councils who participated in the survey.



RICHARD WYNNE MP
Minister for Local Government

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1. INTRODUCTION

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

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

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

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

2. HOW THE SURVEY IS DONE

The 2007 survey was undertaken by an independent market research consultancy, Wallis Consulting Group. The questionnaire used was almost identical to that of 2006 (and previous years) to allow for comparisons over time.

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

Seventy-seven of the total seventy-nine Victorian local councils took part in the 2007 survey. Using a sample size of 350 interviews per council area, some 27,000 interviews were conducted across the State.

If you have further queries about the conduct of the survey, please contact either John Fidler at Wallis Consulting Group (jfidler@wallisgroup.com.au / 03 8620 5628) or Eveline Kane at the Department for Victorian Communities (eveline.kane@dvc.vic.gov.au).

3. KEY RESULTS IN SUMMARY

EXPLANATION: INDEXED MEAN SCORES

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

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

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

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

3. KEY RESULTS: SUMMARY OF RESULTS FOR 2007

	Indexed Mean
1 * Community satisfaction rating for overall performance generally of the council	69
2 * Community satisfaction rating for council's advocacy and community representation on key local issues (Advocacy)	68
3 * Community satisfaction rating for council's engagement in decision making on key local issues (Community Engagement)	62
4 Community satisfaction rating for council's interaction and responsiveness in dealing with the public (Customer Contact)	76
5 Community satisfaction rating for overall performance in key service areas and responsibilities (individual service group ratings shown below)	67
5a Local Roads and Footpaths	63
5b Health and Human Services	75
5c Recreational Facilities	73
5d Appearance of Public Areas	65
5e Traffic Management and Parking Facilities	62
5f Waste Management	75
5g Enforcement of By Laws	67
5h Economic Development	64
5i Town Planning Policy and Approvals	62

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

3. KEY RESULTS: SUMMARY AT A GLANCE

1. How the City of Adamsville performed in 2006/2007

	2006		2007		Change in performance in the Last Year	Comparison of results to:	
	Mean	Indexed Mean	Mean	Indexed Mean		All Councils in Group 2007	All Councils 2007
a. Local Government Indicators					*	**	**
Overall Performance	3.5	69	3.4	69	Unchanged	Similar	Higher
Advocacy	3.3	67	3.4	68	Unchanged	Higher	Higher
Community Engagement	3.2	63	3.1	62	Unchanged	Similar	Similar
Customer Contact	3.8	75	3.8	76	Unchanged	Similar	Similar
b. Specific Performance Areas							
Local Roads and Footpaths	3.2	63	3.2	63	Unchanged	Similar	Higher
Health and Human Services	3.6	73	3.7	75	Unchanged	Similar	Similar
Recreational Facilities	3.7	74	3.6	73	Unchanged	Similar	Higher
Appearance of Public Areas	3.3	67	3.3	65	Unchanged	Lower	Lower
Traffic Management and Parking	3.1	61	3.1	62	Unchanged	Higher	Higher
Waste Management	3.7	73	3.8	75	Unchanged	Similar	Higher
Enforcement of By-Laws	3.2	64	3.4	67	Unchanged	Similar	Similar
Economic Development	3.1	62	3.2	64	Unchanged	Similar	Similar
Town Planning Policy and Approvals	3.0	60	3.1	62	Unchanged	Higher	Higher

* Improved/declined indicates a significantly different result from 2006.

** Higher/lower indicates a significantly different result from the 2007 mean score for others in the group/total.

Has any particular issue strongly influenced residents' overall rating?

	%
Yes - positive	14
Yes - negative	20
No	59
Don't Know	7

Q5 In giving your overall rating, has any particular issue strongly influenced your view, either in a positive or negative way?

If yes, Was it a positive or negative influence?

Residents' view of change in this Council's performance since 2006.

	%
Improved	29
Stayed the same	53
Deteriorated	7
Don't Know	11

Q6 Over the last 12 months, what is your view of the direction of Council's overall performance?

Has it improved, stayed the same or deteriorated?

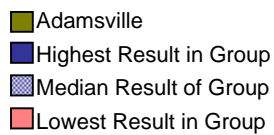
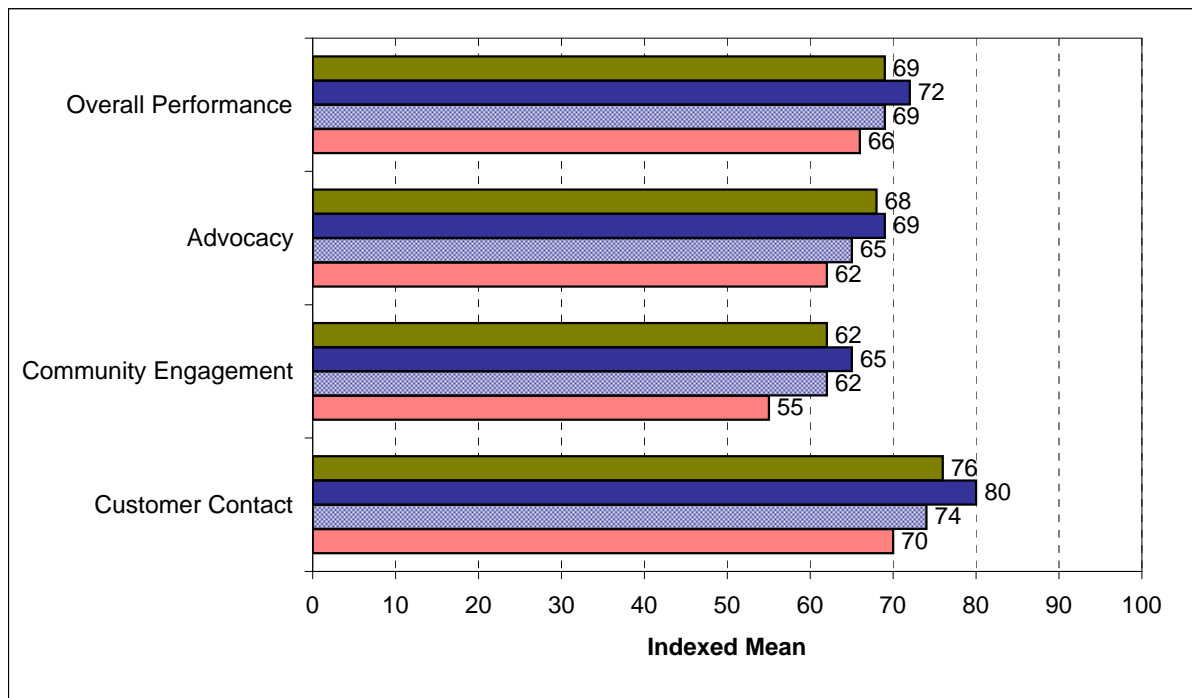
4. SUMMARY RESULTS BY MEASURE: 2007

Results for Adamsville City Council

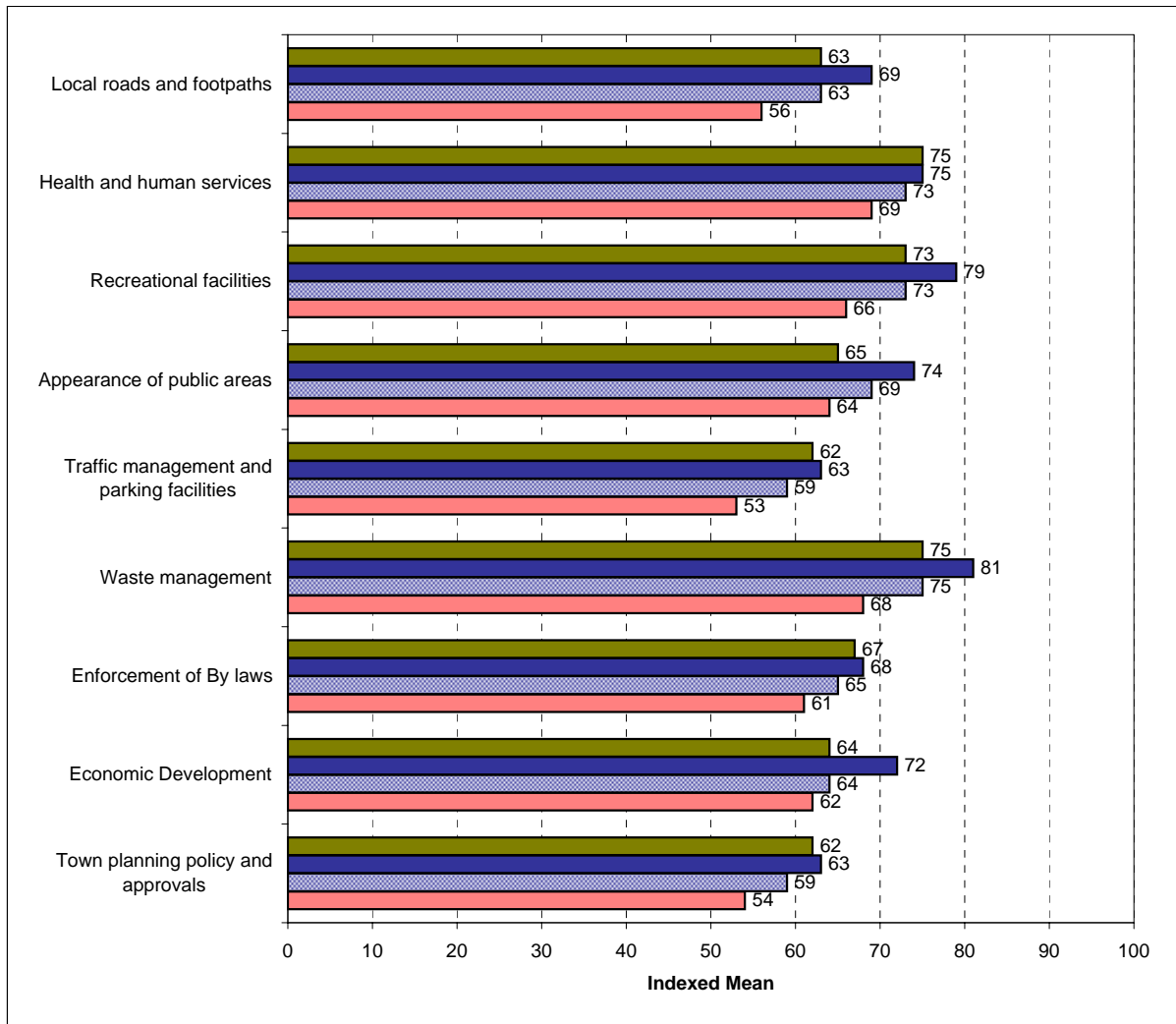
MEASURE	Percentage of respondents saying performance was.....					RELEVANCY	MEAN	INDEXED MEAN
	Excellent	Good	Adequate	Needs some improvement	Needs a lot of improvement			
	%	%	%	%	%			
Overall Performance	4	54	27	10	5	95%	3.4	69
Advocacy and community representation	6	48	34	10	4	56%	3.4	68
Community Engagement	5	38	28	20	9	74%	3.1	62
Customer Contact (interaction & responsiveness)	27	49	7	9	8	48%	3.8	76
Specific responsibility areas:								
1. Local Roads and Footpaths	7	40	25	19	9	99%	3.2	63
2. Health and Human Services	14	57	21	6	3	61%	3.7	75
3. Recreational Facilities	14	52	21	10	3	86%	3.6	73
4. Appearance of Public Areas	9	44	18	21	8	99%	3.3	65
5. Traffic Management and Parking	4	38	30	19	9	95%	3.1	62
6. Waste Management	18	57	12	11	2	100%	3.8	75
7. Enforcement of By-Laws	6	49	27	13	6	81%	3.4	67
8. Economic Development	4	40	34	16	7	54%	3.2	64
9. Town Planning Policy and Approvals	5	39	28	18	10	74%	3.1	62

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

5. RELATIVE PERFORMANCE WITHIN LGA GROUP FOR 2007



5. RELATIVE PERFORMANCE WITHIN LGA GROUP FOR 2007



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

6. CUSTOMER WINDOW: AN EXPLANATION

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

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

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

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

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

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

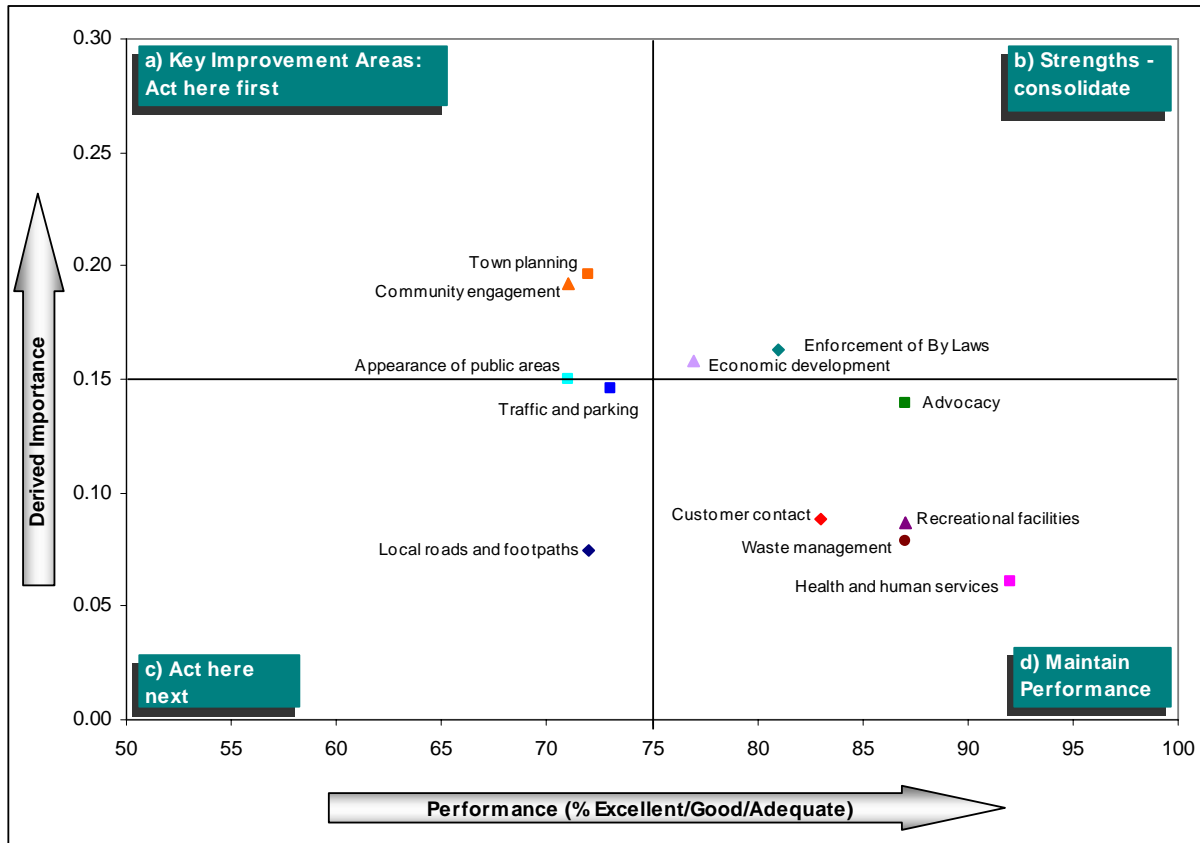
The four quadrants of the improvement window inform service improvement decisions as follows:

- 1) **Top left quadrant: Key areas for improvement.** Identifies those services that are relatively important to the community in which the Council underperformed. These are the first areas for improvement.
- 2) **Top right quadrant: Strengthen and consolidate.** Indicates those service areas that are relatively important to the community and for which they expressed a high level of satisfaction.
- 3) **Bottom left quadrant: Secondary areas for improvement.** Identifies service areas in which the Council has performed poorly which are of relatively lower importance to the community.
- 4) **Bottom right quadrant: Maintain existing performance.** Identifies services in which the Council has performed well, but which are of little relative importance to the Community. Although these areas don't contribute greatly to overall satisfaction, it may be that if Council allows standards to drop then the community may attribute them with a higher level of importance in the future.

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

6. CUSTOMER WINDOW: KEY AREAS FOR IMPROVEMENT 2007

Customer Window for Adamsville City Council



Adamsville's key areas for improvement are:

1. Community Engagement

- This is one of the most important issues for residents, but it has a low performance score
- 29% consider this to be a key area for improvement.

2. Town Planning Policy and Approvals

- This has the highest connection to the overall performance rating, but
- 28% of residents indicate improvement is needed.

3. Appearance of Public Areas

- Although of lower relative importance, this has one of the lowest performance ratings, and some 29% of residents would like to see improvement.

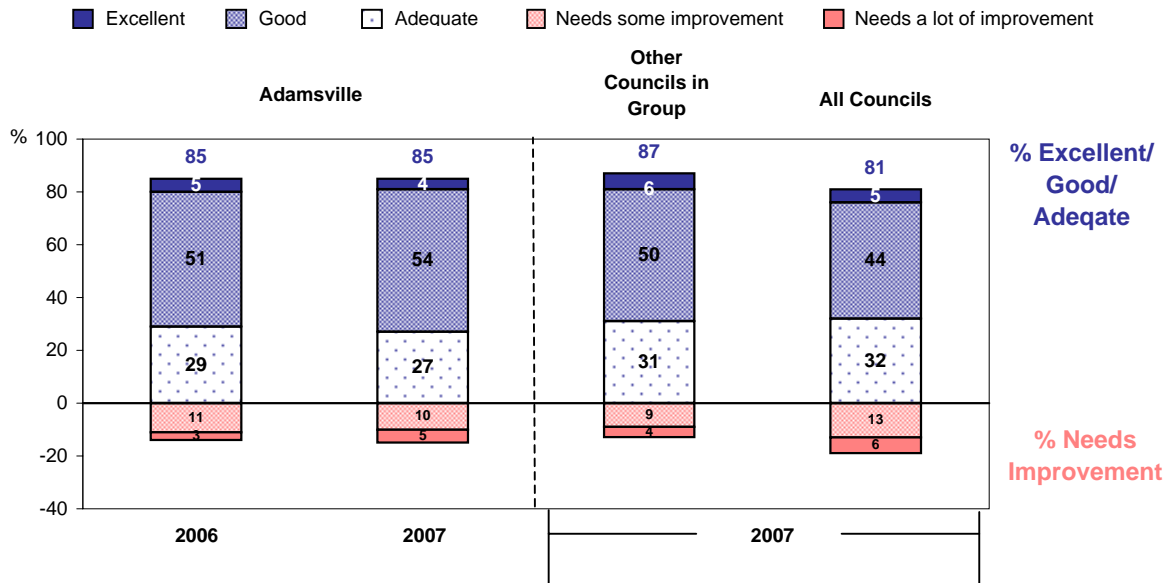
4. Traffic Management and Parking Facilities

- Similar in relative importance to Appearance of Public Areas, and
- 27% of residents seek improvement.

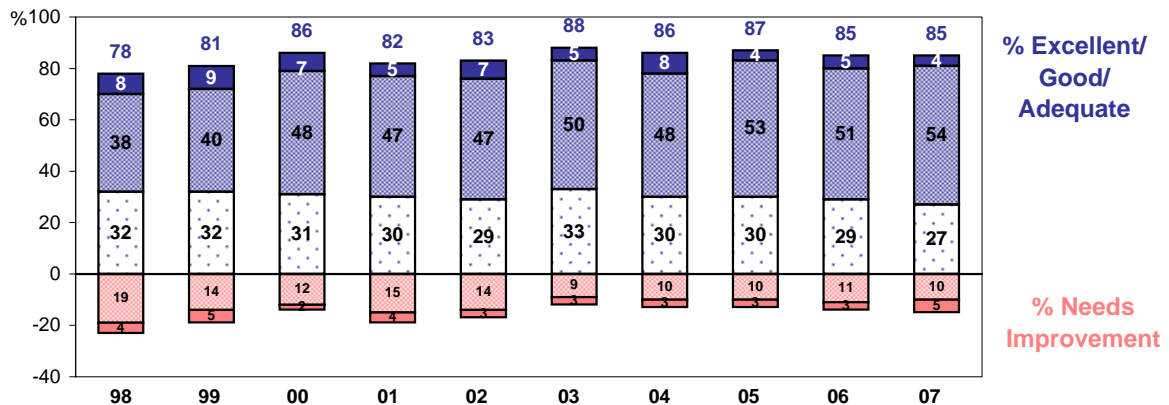
What Adamsville does well

Despite being areas in which residents would like to see further improvement, Adamsville in fact does better than other councils in its group for Traffic Management and Parking Facilities and Town Planning Policy and Approvals. It also performs well in the area of Advocacy.

7. RESULTS IN DETAIL: OVERALL PERFORMANCE



Adamsville - Performance Over Time



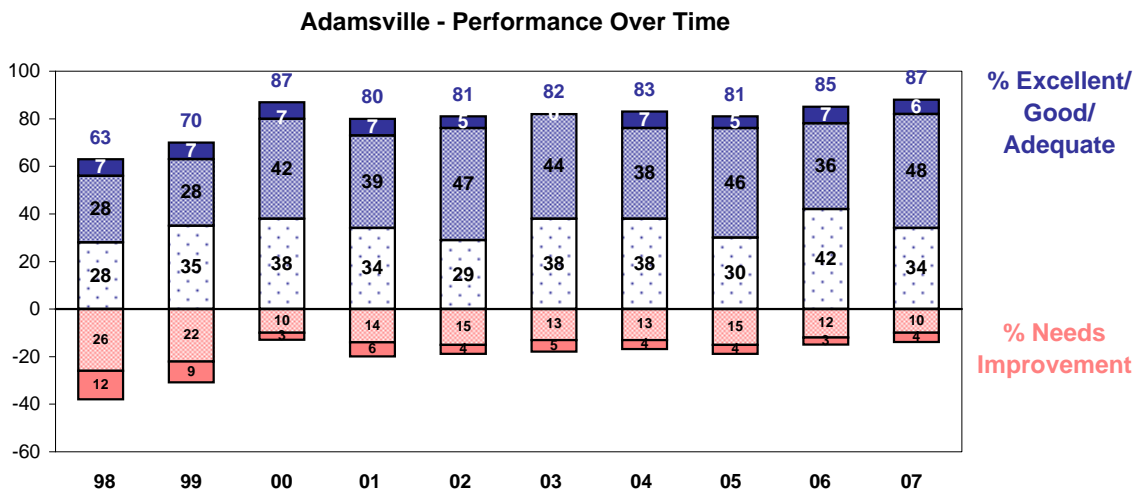
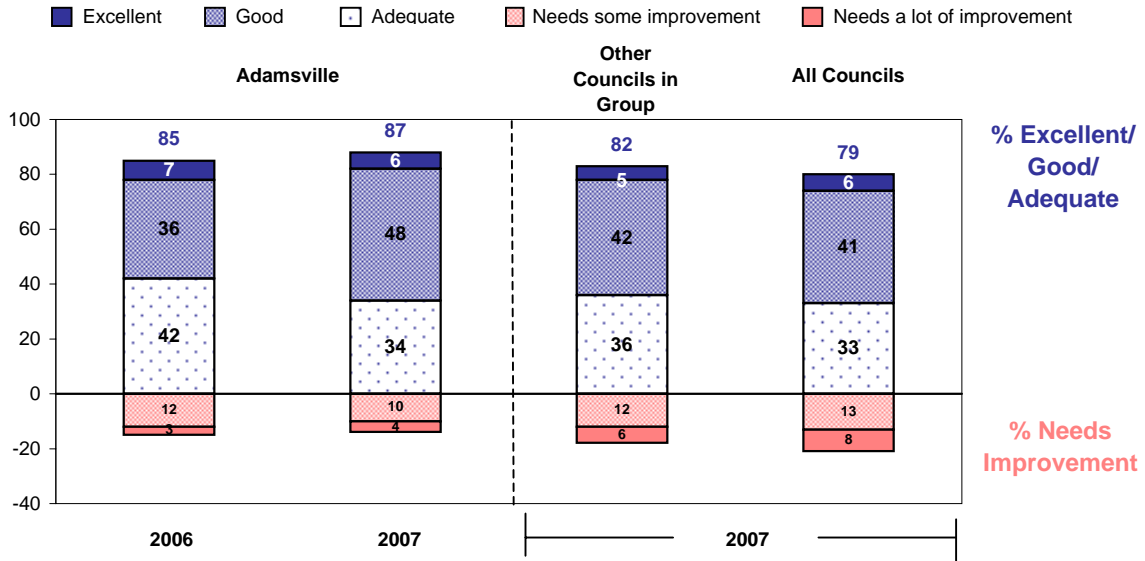
Reasons Needs Improvement (2007)

Number of Respondents: 50
%

◆ Local roads and footpaths	30
◆ Rates are not giving value for money	22
◆ Traffic management and parking facilities	20
◆ Appearance of public areas including foreshore	18
◆ Town planning policy and approvals	16
◆ Make decisions despite community consultation/ don't listen to community	14
◆ Favour certain areas in Shire/ local government area over others	14
◆ Waste/spend too much money/poor financial management/in debt	12
◆ Decline in standard of service generally provided by council	10
◆ Health and human services	10

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

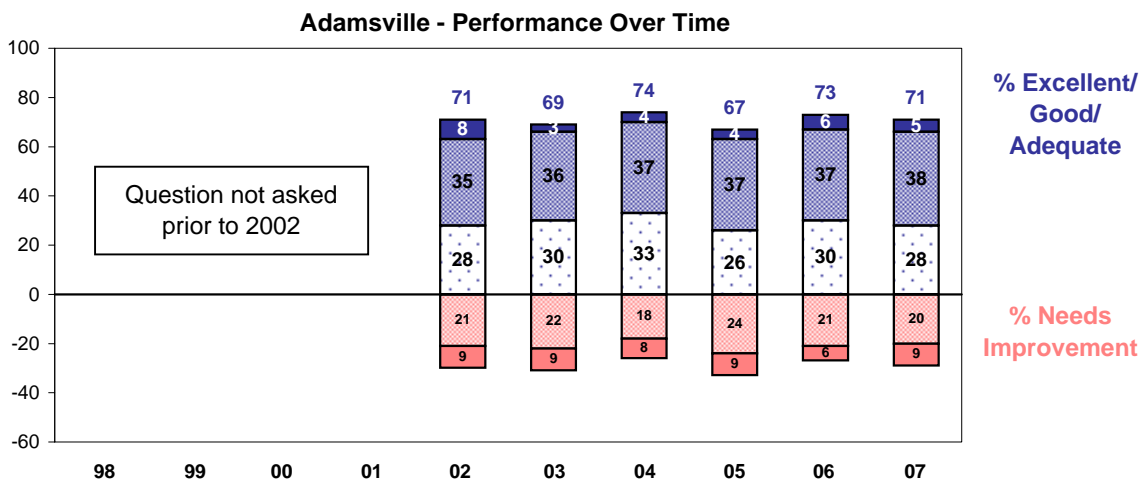
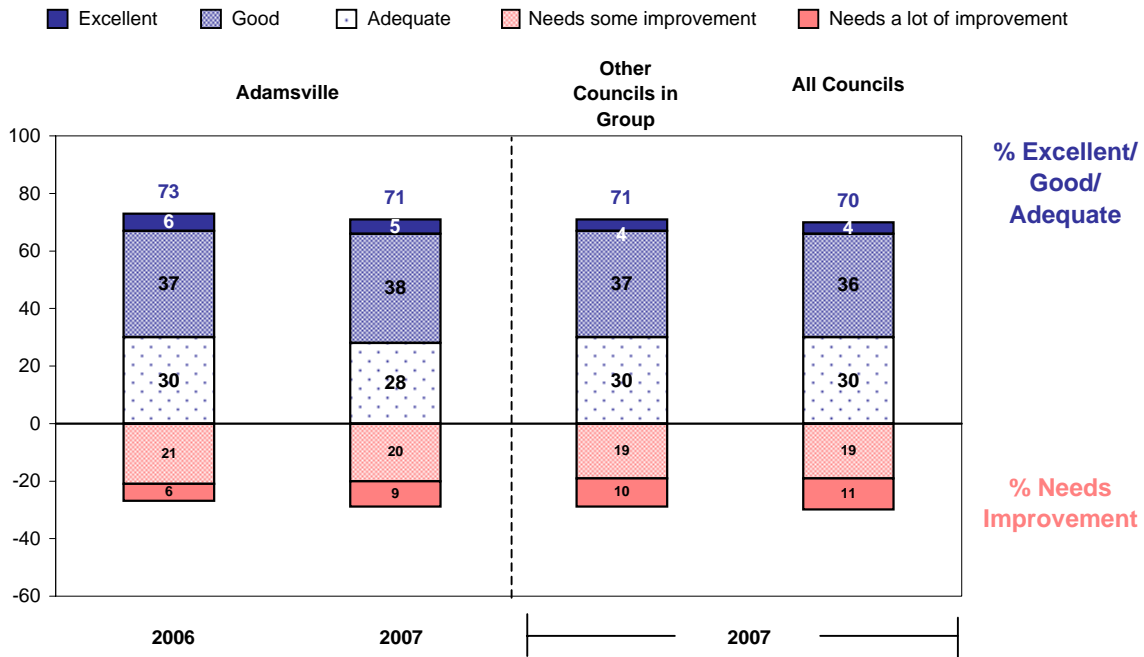
8. RESULTS IN DETAIL: ADVOCACY



Reasons Needs Improvement (2007)	
	Number of responses
◆ Don't represent the interests of the community	8
◆ Not sure what the council does/ need to promote/ communicate effectively	6
◆ Don't consult to gauge community views	6
◆ Council does not make sufficient effort	5
◆ Not doing enough/ need to lobby harder on key local issues	5
◆ Council represents some areas/services/interests but neglect others	4
◆ Town planning issues/ inappropriate development	4
◆ Need more/improved public transport	3
◆ Lobbying skills need improvement/ more professional/ effective lobbying	2
◆ Could generally improve/do better	1

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

9. RESULTS IN DETAIL: COMMUNITY ENGAGEMENT

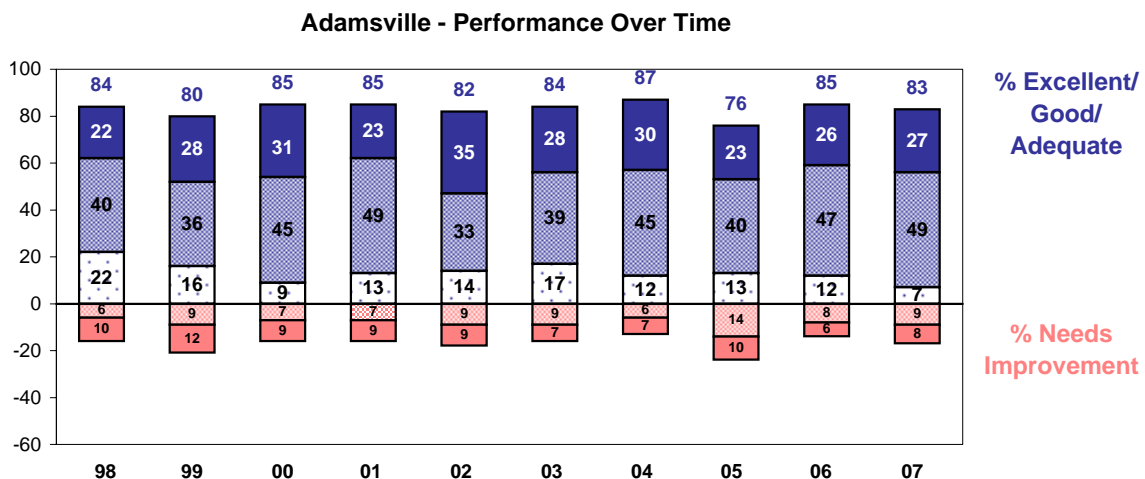
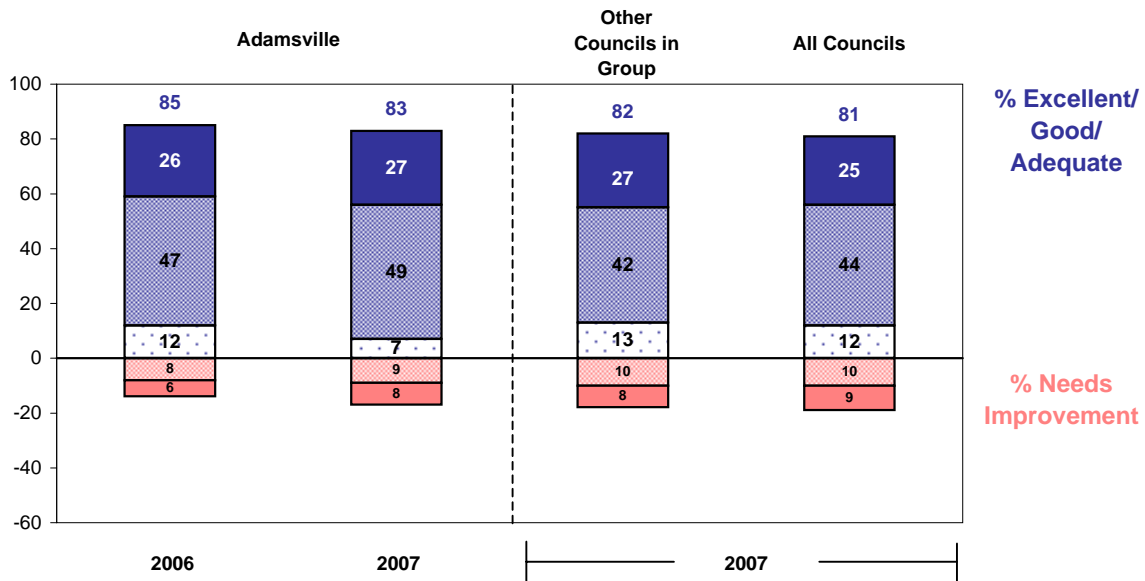


Reasons Needs Improvement (2007)	
	Number of Respondents: 75
	%
◆ Need to keep community better informed/communicate more	49
◆ Don't consult sufficiently/effectively/with entire community	40
◆ Don't listen/ need to take more notice of community's wishes	29
◆ Need to publicise/promote consultation sessions and inform us of results	13
◆ More community consultation/ use consultants less/more public meetings	12
◆ Communicate more regularly via newsletter/ local paper etc	12
◆ Only pay lip service to issues/need to follow through	11
◆ Takes too long to get things done/ not enough action	7
◆ More attention on other particular local issues	7
◆ Councillors/ incompetent/ uninterested/ dishonest/ self-serving	4

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

10. RESULTS IN DETAIL: CUSTOMER CONTACT

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



Reasons Needs Improvement (2007)

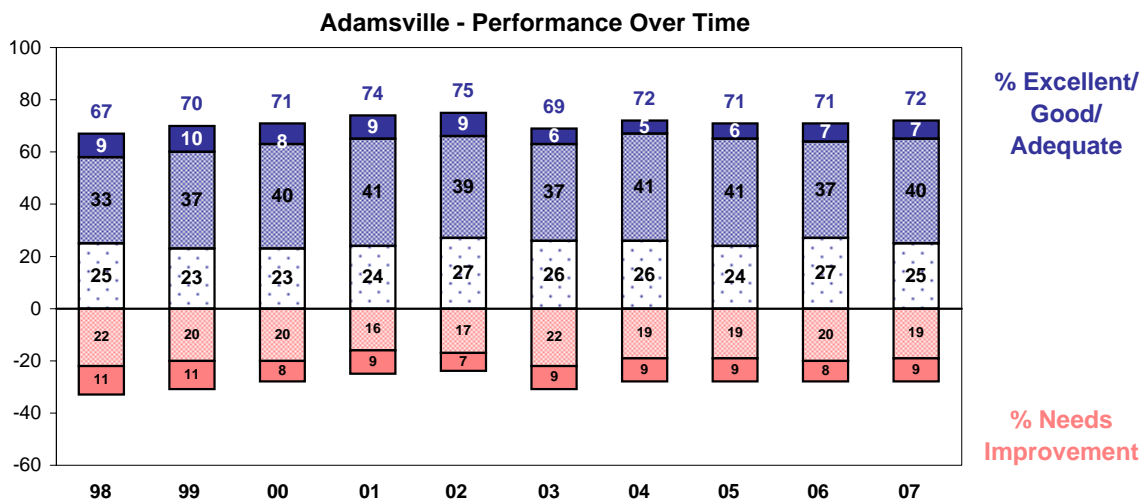
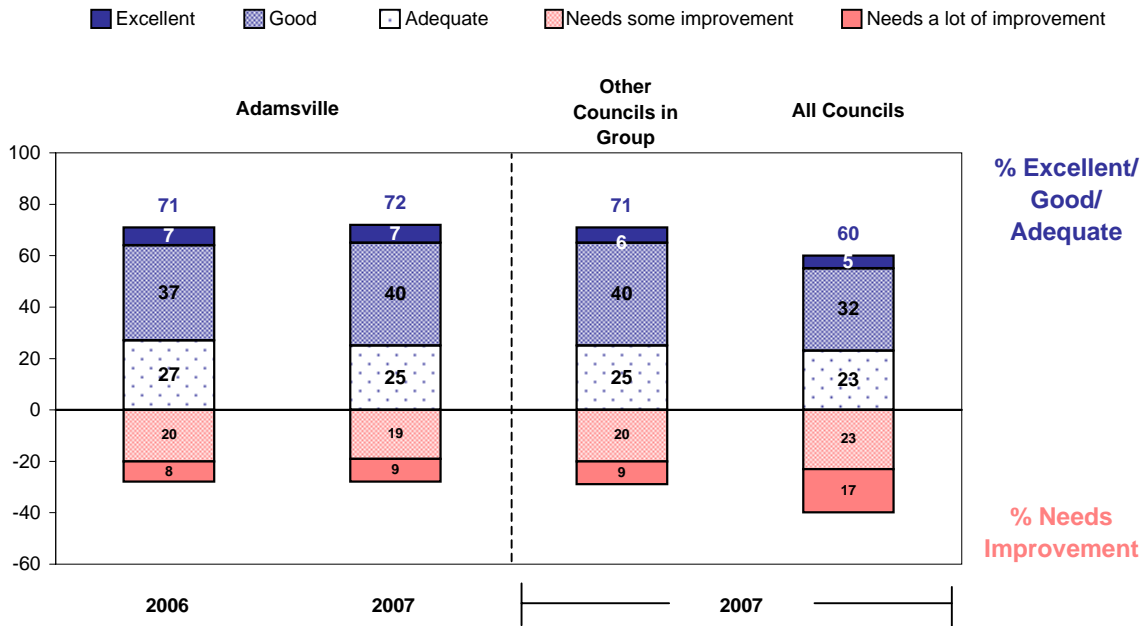
Number of Respondents: 29
Number of responses

◆ Not interested in helping/didn't take an interest/responsibility	9
◆ Poor customer service/ need better communication skills/personal service	9
◆ Lack of follow up	7
◆ Took too long to respond	5
◆ Impolite/rude manner/ tone	4
◆ Issue not resolved in a satisfactory manner	4
◆ Passed around departments/not clear who to speak to	4
◆ Not knowledgeable	4
◆ Too hard to get through to anyone/kept getting machine	3
◆ Did not achieve outcome I wanted	2

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

11. RESULTS IN DETAIL: RESPONSIBILITY AREAS

A) Local Roads and Footpaths

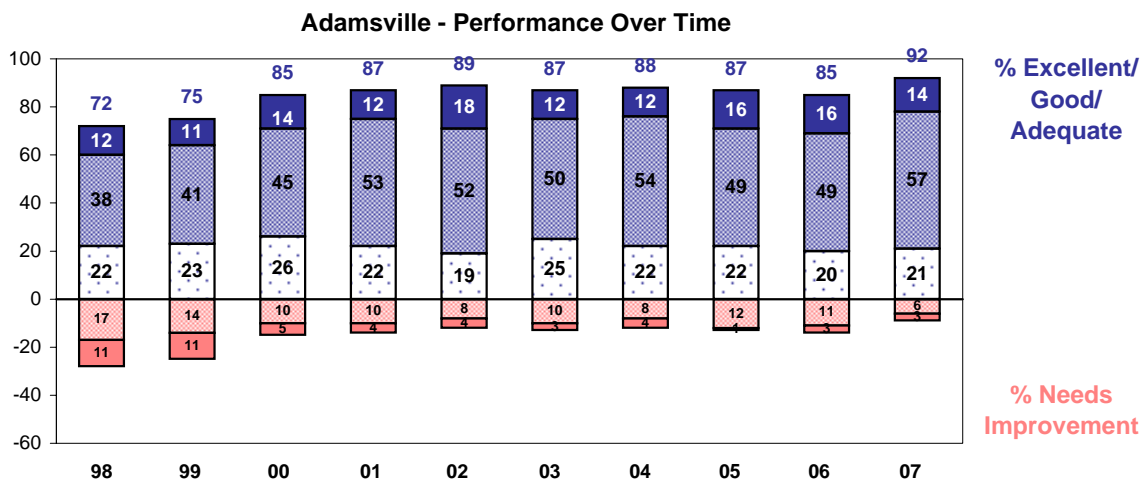
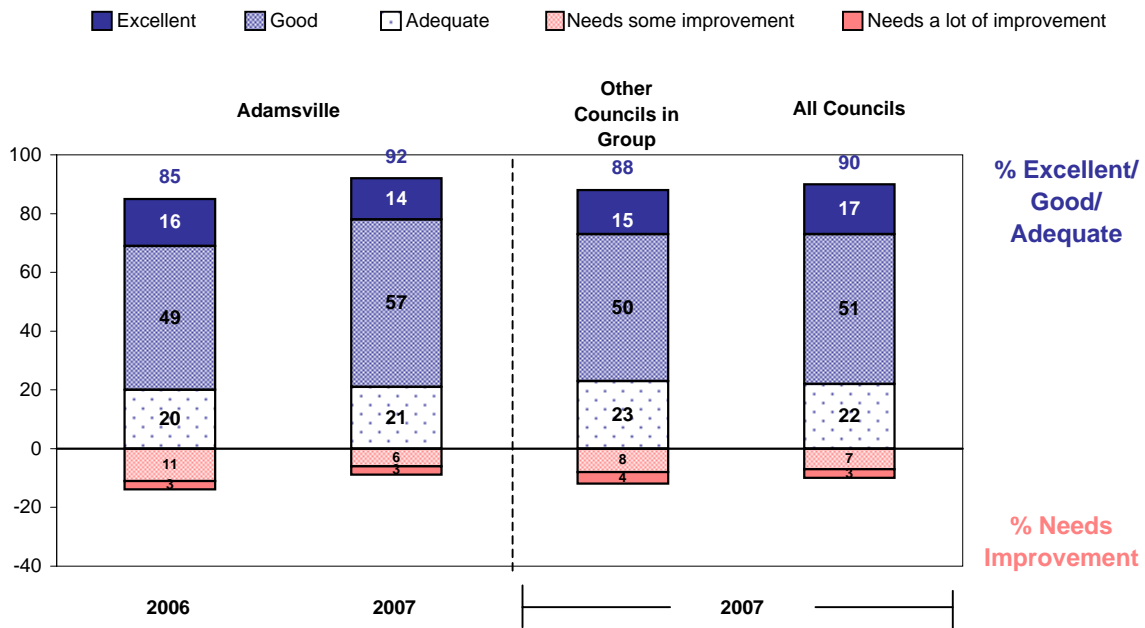


Reasons Needs Improvement (2007)	
	Number of Respondents: 99
	%
◆ Improve/ Fix/ Repair uneven surface of footpaths	63
◆ More frequent/ better re-surfacing of roads	36
◆ Improve the quality of maintenance on roads and footpaths	17
◆ More frequent maintenance/ cleaning of roadside drains and culverts	12
◆ Quicker response for repairs to roads, footpaths or gutters	10
◆ Fix/ improve unsafe sections of roads	9
◆ Increase number of footpaths/ widen footpaths	3
◆ Improve standard of unsealed roads (loose gravel, dust, corrugations)	3
◆ Prune/trim trees/shrubs overhanging footpaths/roads	3
◆ Traffic management issues	3

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

12. RESULTS IN DETAIL: RESPONSIBILITY AREAS

B) Health & Human Services

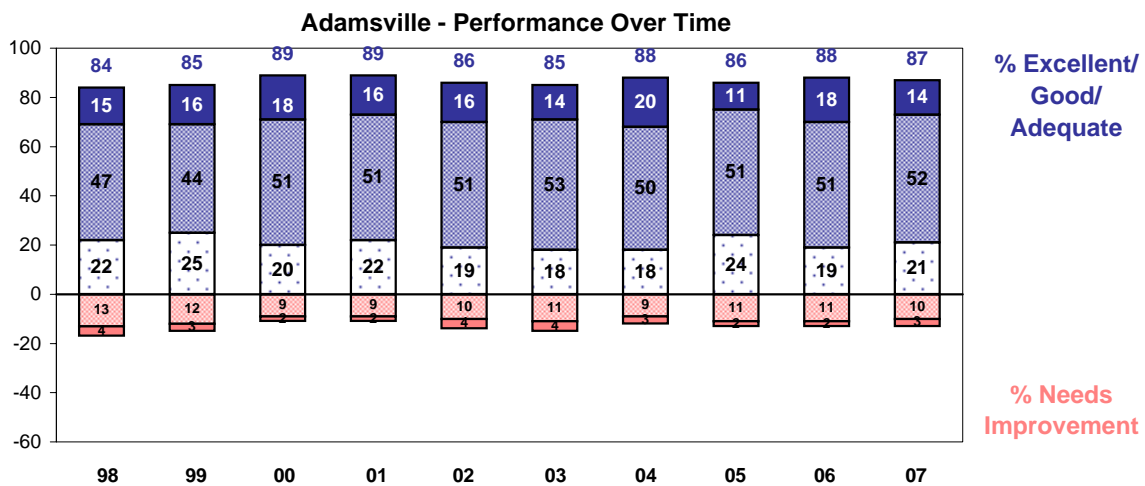
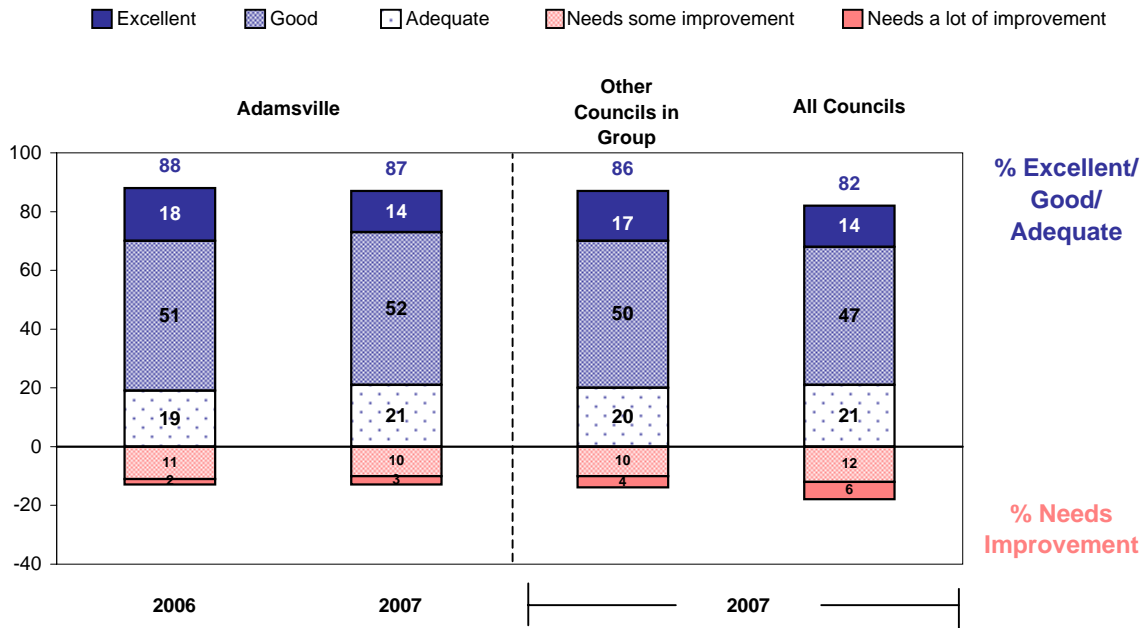


Reasons Needs Improvement (2007)	
	Number of Responses: 18
	Number of responses
◆ Increase resources for/availability of home help /meals on wheels	5
◆ More facilities/resources for Aged Care/better nursing homes	4
◆ More funds/resources to reduce waiting lists for services	3
◆ Improved/More childcare facilities/after school/holiday care	3
◆ Improve quality of home help	3
◆ Services need to be improved in all areas/council needs to do more	3
◆ More resources/longer hours for Maternal & Child Health Facilities	2
◆ Improve quality/variety of food in meals on wheels program	2
◆ More/better support/services for minority/disadvantaged groups	1
◆ More/better centres/facilities generally in more remote towns/areas	1

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

12. RESULTS IN DETAIL: RESPONSIBILITY AREAS

C) Recreational Facilities



Reasons Needs Improvement (2007)

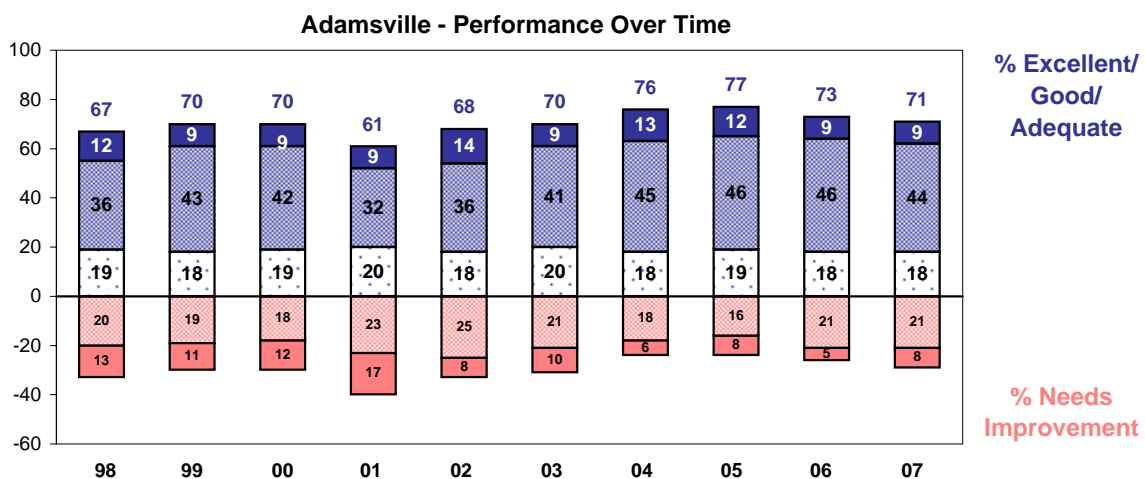
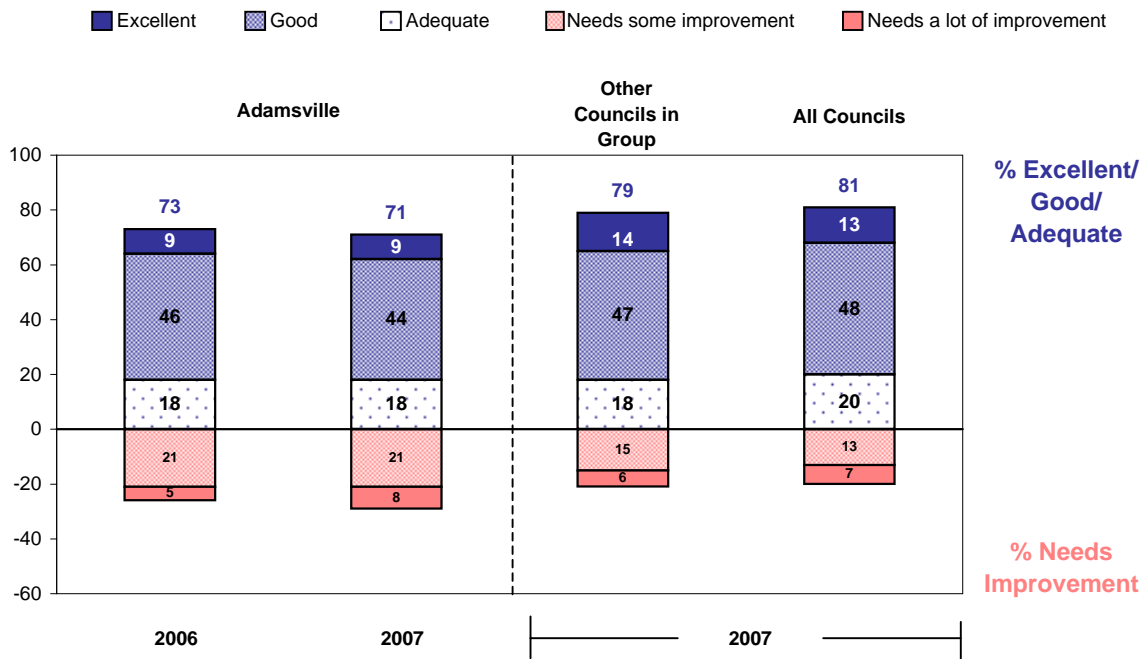
Number of Respondents: 39
%

◆ More/better Sporting Complexes (including pools)	33
◆ Better maintenance of Sporting facilities (including pools)	21
◆ More facilities/activities for young people/teenagers	15
◆ More/better/safer Playgrounds and/or equipment/with sun shade	13
◆ More/better recreational activities/programs	10
◆ More/better library buildings/no library service/closing /moving library	10
◆ More/better facilities and resources at libraries (incl funding)	8
◆ More community consultation about recreational facilities etc	8
◆ More support/funding needed for recreational/sporting facilities	8
◆ More/better amenities in recreation areas (eg.seats,picnic tables,BBQs)	8

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

12. RESULTS IN DETAIL: RESPONSIBILITY AREAS

D) Appearance of Public Areas

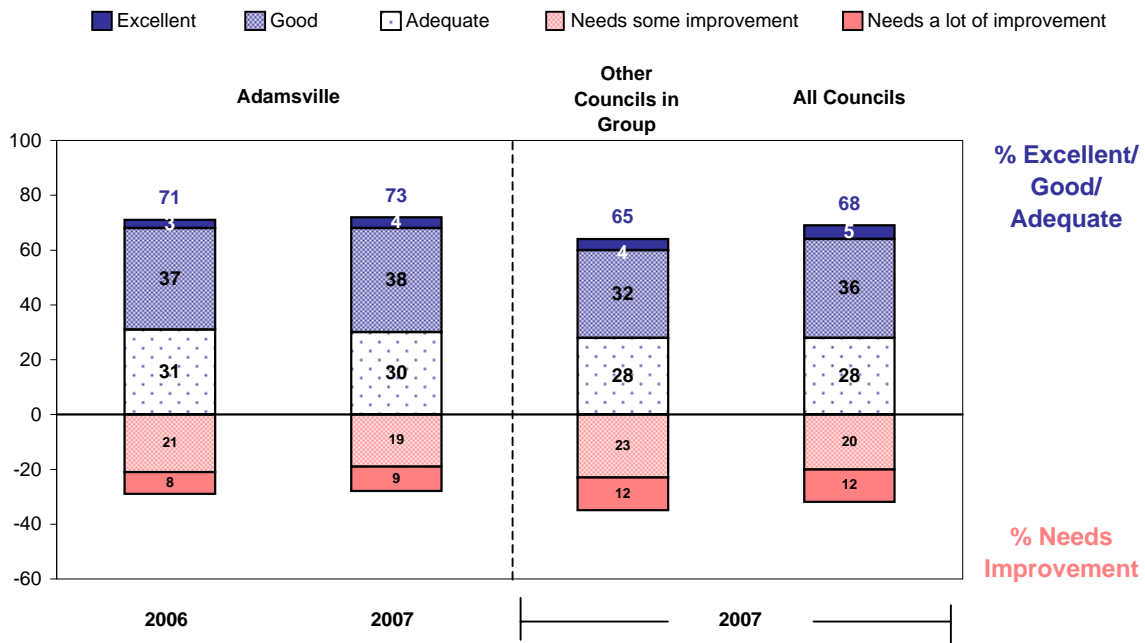


Reasons Needs Improvement (2007)	
	Number of Respondents: 101
	%
◆ More frequent/better street cleaning	32
◆ Better maintenance of parks and gardens	23
◆ More frequent/better pruning of street trees/plants	23
◆ Better care of street trees - watering, staking, removal etc	11
◆ More frequent/better removal of litter in parks and gardens	10
◆ Better landscaping/design (eg. more colour, more shady trees)	7
◆ More street trees	6
◆ More frequent sweeping of leaves	6
◆ Better/different types/mix of trees/vegetation/more appropriate trees	5
◆ Retain/More parks and gardens/open spaces	4

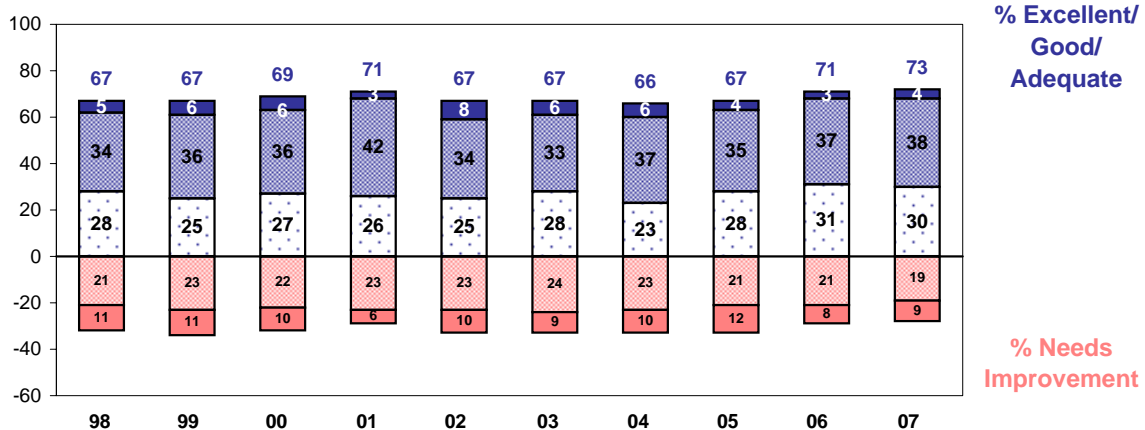
Note: Only the most frequently mentioned reasons shown. Some respondents may have given more than one reason for needing improvement.

12. RESULTS IN DETAIL: RESPONSIBILITY AREAS

E) Traffic Management & Parking Facilities



Adamsville - Performance Over Time



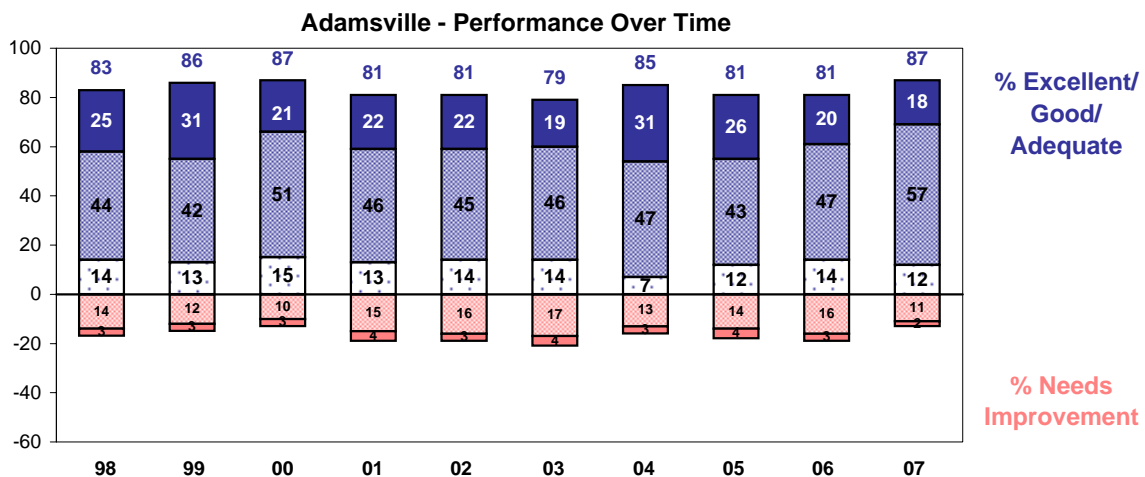
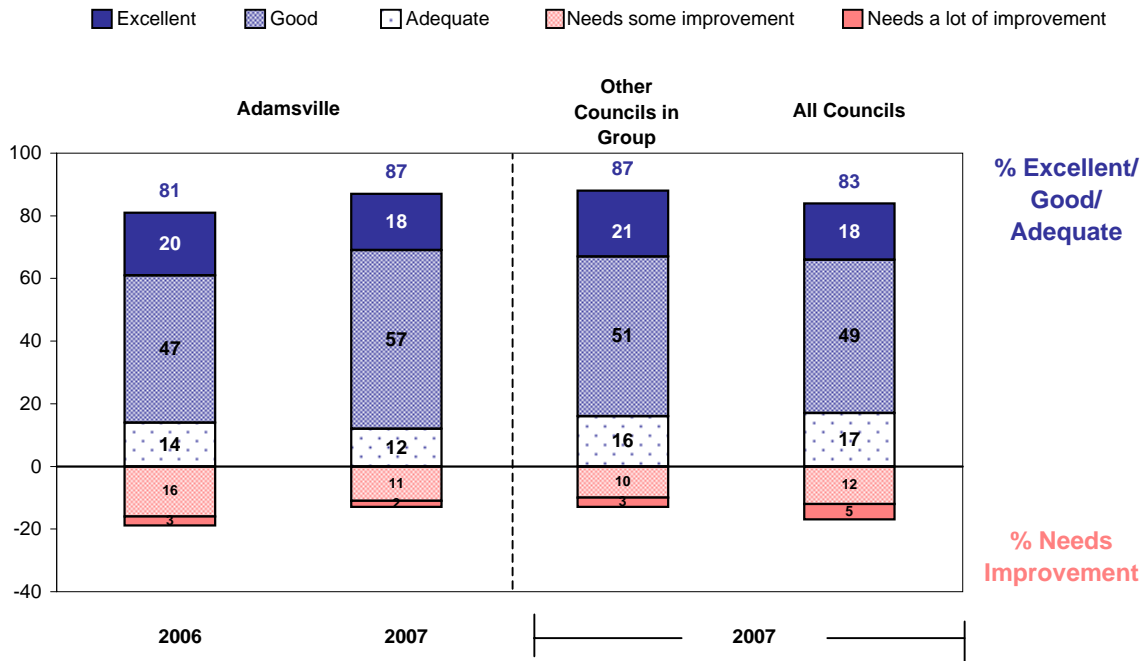
Reasons Needs Improvement (2007)

	Number of Respondents:	91
		%
◆ More parking facilities adjacent to shopping and business centres		34
◆ More parking facilities/capacity		25
◆ Improve traffic flow/congestion		23
◆ Poor traffic/parking management		13
◆ More parking specifically allocated for residents		9
◆ Improve traffic management at intersections		8
◆ Longer parking times/more long-term parking		8
◆ Improve road signage - general (parking/speed/road works)		7
◆ Improved parking management /more parking around schools		7
◆ More speed inhibitors (humps, barriers, traffic islands etc)		5

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

12. RESULTS IN DETAIL: RESPONSIBILITY AREAS

F) Waste Management

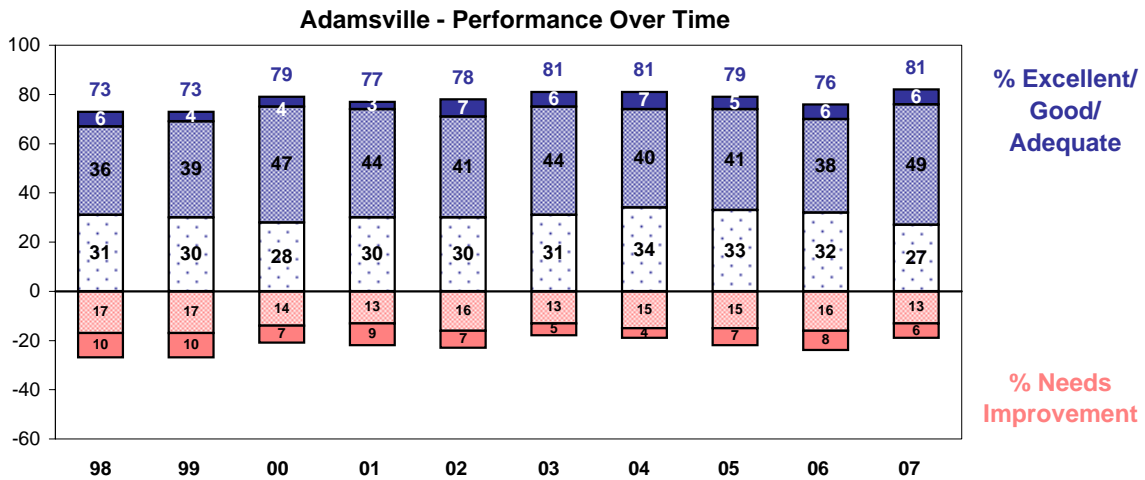
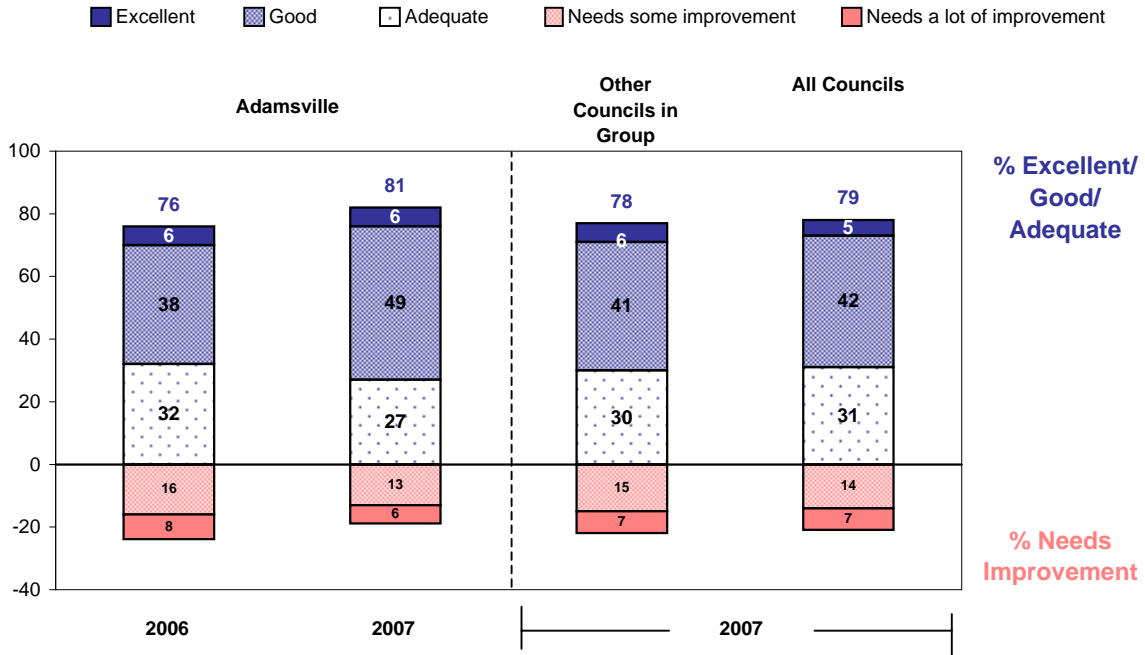


Reasons Needs Improvement (2007)		Number of Respondents: 47
		%
◆ Any/more frequent hard waste collection		26
◆ Bigger bins		9
◆ Any/More frequent collection of green waste/vegetation		9
◆ Spilling garbage on footpath/ road during garbage collection/rubbish blows out of truck		9
◆ Bins should be returned upright to curbside/in same place/with lids closed		9
◆ Cost of garbage/waste collection too much (including bins)		9
◆ Any/Better containers for collection of recyclable /green materials		6
◆ More reliable Collections		6
◆ More consistent/ lower fees for tips etc (reintroduce vouchers)		6
◆ More comprehensive recycling program/no recycling program		6

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

12. RESULTS IN DETAIL: RESPONSIBILITY AREAS

G) Enforcement of By Laws

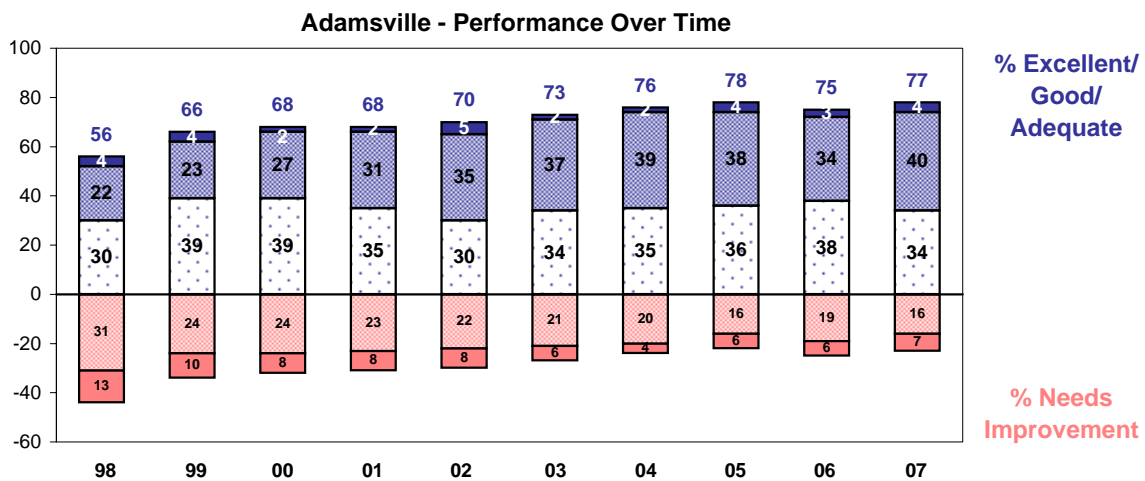
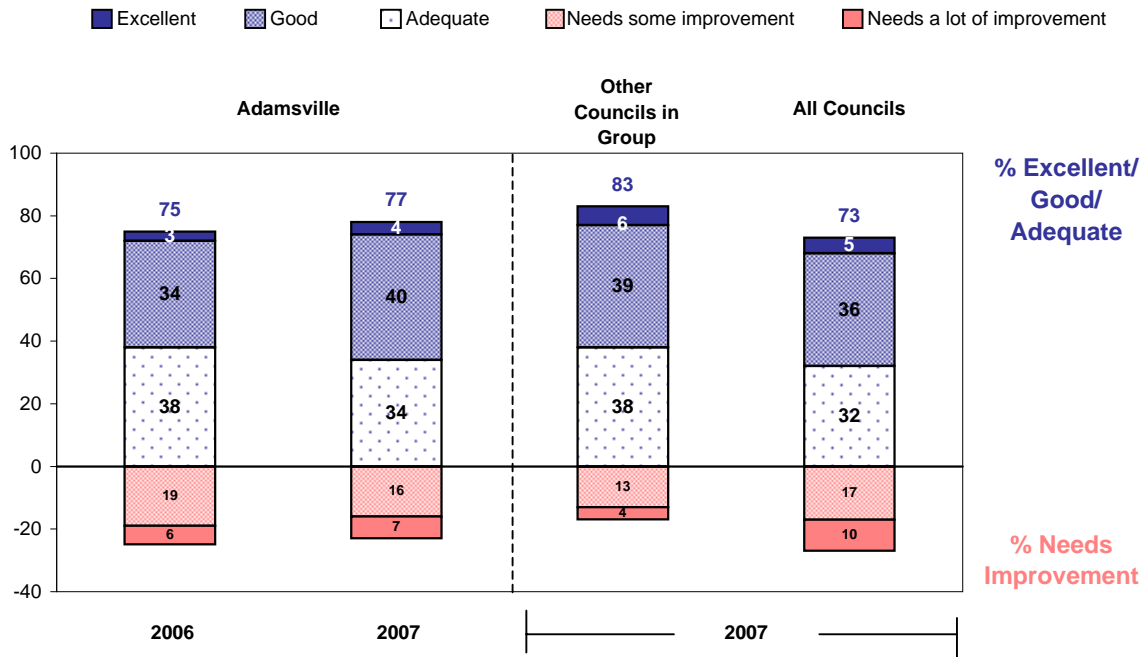


Reasons Needs Improvement (2007)	
	Number of Respondents: 54
	%
◆ Greater enforcement of animal By-laws	31
◆ Greater enforcement of noise By-laws (domestic, industrial, traffic)	26
◆ Greater enforcement of parking restrictions/more officers/rangers	22
◆ Greater enforcement of health/food handling By-laws	13
◆ Less enforcement of parking restrictions	7
◆ Greater enforcement of by-laws generally/more by-laws officers	6
◆ Quicker response to reports of By-law infringements	6
◆ Better attitude for by-laws enforcement officers/rangers	6
◆ By-laws are too stringent	4
◆ By-laws are too lenient	4

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

12. RESULTS IN DETAIL: RESPONSIBILITY AREAS

H) Economic Development

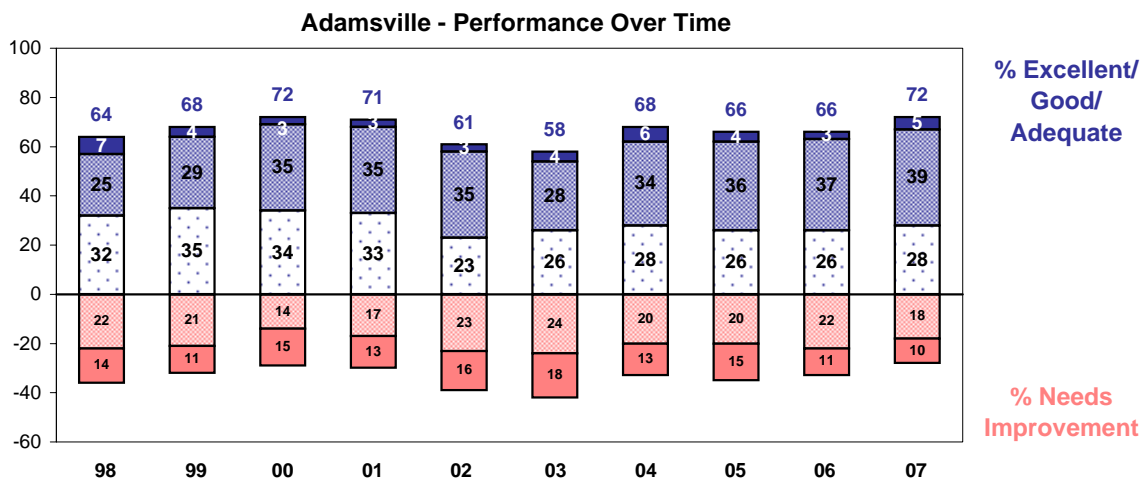
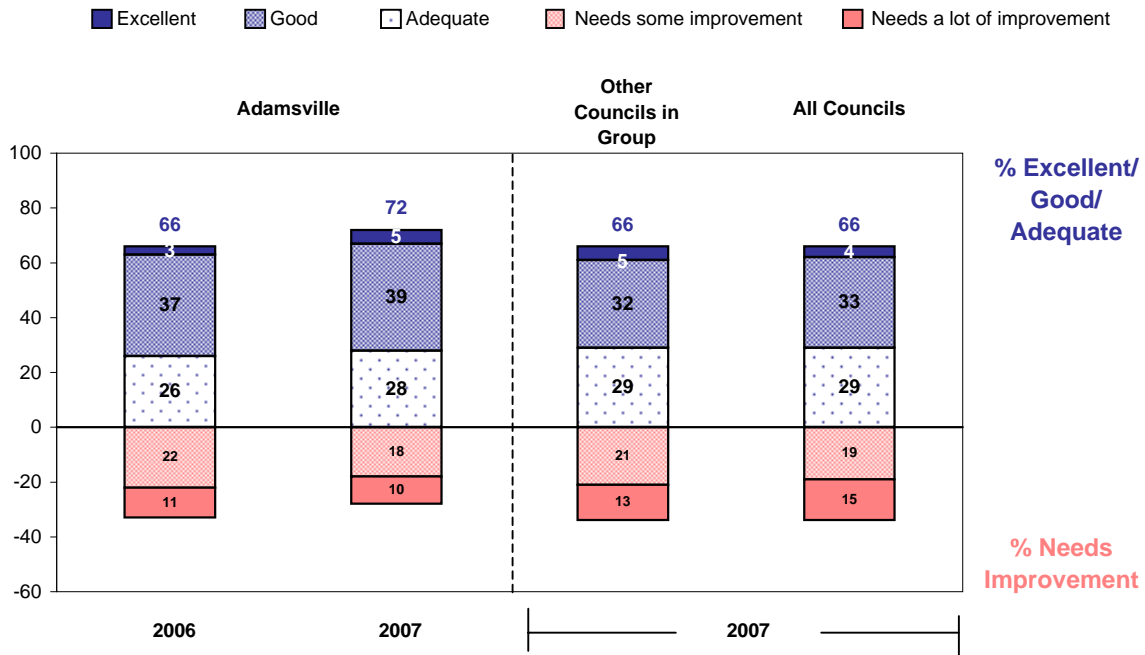


Reasons Needs Improvement (2007)	
	Number of Respondents: 43
	%
◆ More/better job creation programs/employment opportunities	35
◆ Too little support for local businesses/ new business/many closing down	35
◆ Greater emphasis on Economic Development in general	21
◆ Unaware of any economic development/improvement needed	19
◆ Encourage more companies/industries to re-locate to the area	12
◆ Encourage more desirable industries to locate to the area	9
◆ Not enough promotion of local businesses	7
◆ Encourage more tourism	5
◆ Better financial planning/management of Council budget/money wasted	5
◆ Need to publicise/inform the community of Council activities	5

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

12. RESULTS IN DETAIL: RESPONSIBILITY AREAS

I) Town Planning Policy & Approvals



Reasons Needs Improvement (2007)	
	Number of Respondents: 73
	%
◆ Ugly/inappropriate design/development/out of character with area	30
◆ Better planning policies	23
◆ Less high density dwellings	19
◆ More consultation with community	16
◆ Too much residential sub-division	15
◆ More efficient/faster approval processes	15
◆ Council should be stronger in representing community opinion	11
◆ Too little regulation in heritage areas/knocking down old houses	8
◆ Take better account of impact on neighbouring properties	8
◆ Greater enforcement of/adherence to planning policies	7

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

APPENDIX 1

Survey Questionnaire

WALLIS CONSULTING GROUP
Department for Victorian Communities
Community Satisfaction Survey 2007

WG3255
January 2007

OPTION 1: Base Questionnaire
OPTION 2: Value Adding

INTRODUCTION

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

SCREENING

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

- | | | |
|---|------------------------|------------------|
| 1 | Yes - Market Research | TERMINATE |
| 2 | Yes - Local Government | TERMINATE |
| 3 | No | |

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

- | | | |
|---|-----------------------------|------------------|
| 1 | Yes - Residential Household | |
| 2 | Yes - Farming Household | |
| 3 | No | TERMINATE |

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

- | | | |
|---|----------------------------------|------------------|
| 1 | Yes - Available | |
| 2 | Not available (make appointment) | |
| 3 | Household refusal | TERMINATE |
| 4 | Selected resident refusal | TERMINATE |

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

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

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

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

MAIN SURVEY

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

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

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

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

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

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

Q1bx) Why do you say that? USE PRE-CODE(S) WHERE APPROPRIATE - BUT DO NOT READ OUT. OTHERWISE RECORD VERBATIM COMMENTS.

USE ATTACHED PRE-CODES FOR EACH RESPONSIBILITY AREA.

ASK Q1c FOR THE SECOND RESPONSIBILITY AREA ONLY.

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

- 1 Yes
- 2 No

RESPONSIBILITY AREAS:

1. LOCAL ROADS AND FOOTPATHS, excluding highways and main roads, but INCLUDING roadside slashing / maintenance (IN RURAL AREAS ONLY)
2. HEALTH AND HUMAN SERVICES; this includes Meals on Wheels, home help, maternal and child health, immunisation, child care, and support for disadvantaged and minority groups, but EXCLUDES hospitals.
3. RECREATIONAL FACILITIES; this includes sporting facilities, swimming pools, sports fields and playgrounds, arts centres and festivals, and library services.
4. APPEARANCE OF PUBLIC AREAS; this includes local parks and gardens, street cleaning and letter collection, and street trees.
5. TRAFFIC MANAGEMENT AND PARKING FACILITIES; this includes council provision of street and off street parking, and local road safety.
6. WASTE MANAGEMENT; this includes garbage and recyclable collection, and operation of tips / transfer stations.

-
7. ENFORCEMENT OF BY LAWS; this includes food and health, noise, animal control, parking, and fire prevention.
 8. ECONOMIC DEVELOPMENT; this includes business and tourism, and jobs creation.
 9. TOWN PLANNING POLICY AND APPROVALS, including heritage and environmental issues.
-

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

- 1 Yes
- 2 No

SKIP TO Q3

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

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

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

Q2c Why do you say that? RECORD VERBATIM

ASK ALL

Q3a In the last twelve months, how well has **(NAME OF COUNCIL)** represented and lobbied on behalf of the community with other levels of government and private organisations, on key local issues? Was it ... READ OUT 1-5 ... ?

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

ASK Q3b IF OPTION 2 AND CODES 4 OR 5 IN Q3a. OTHERWISE SKIP TO Q4

Q3b Why do you say that? RECORD VERBATIM

Q4 ON BALANCE, for the last twelve months, how do you feel about the performance of **(NAME OF COUNCIL)**, not just on one or two issues, BUT OVERALL across all responsibility areas. Was it ... READ OUT PERFORMANCE SCALE 1-5 ... ?

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

SKIP TO Q6

Q5a In giving your answer to the previous question, has any particular issue **STRONGLY** influenced your view, either in a positive or negative way? IF YES: Was it a positive or negative influence?

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

ASK Q5b IF OPTION 2 AND CODES 4 OR 5 IN Q4. OTHERWISE SKIP TO Q6

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

Q6 Over the last 12 months, what is your view of the direction of **(NAME OF COUNCIL)** overall performance? Has it IMPROVED, STAYED THE SAME or DETERIORATED?

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

Q7a Over the last 12 months, how would you rate the performance of **(NAME OF COUNCIL)** on consulting with the community and leading discussion on key social, economic and environmental issues which could impact on the local area, and may require decisions by Council? Would you say it was... READ OUT PERFORMANCE SCALE 1-5 ... ?

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

ASK Q7b IF OPTION 2 AND CODES 4 OR 5 IN Q7a. OTHERWISE SKIP TO Q8

Q7b Why do you say that? RECORD VERBATIM

DEMOGRAPHICS

Q8 Now I have just three final questions ...To which one of the following age groups do you belong? (READ OUT 2-6)

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

TERMINATE

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

- 1 Own (includes purchasing)
 - 2 Renting
-

Q10 And is this property your main permanent residence or a secondary residence such as a holiday home?

- 1 Permanent residence
 - 2 Secondary residence
-

Q11 Record gender:

- 1 Male
 - 2 Female
-

Q12 Record language interview conducted in:

- 1 English
 - 2 Other SPECIFY (including home translator)
-

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

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

RA 1 – Local Roads and Footpaths Pre-codes

1. Improve/ Fix/ Repair uneven surface of footpaths
2. More frequent/ better re-surfacing of roads
3. More frequent/ better slashing of roadside verges
4. Improve standard of unsealed roads (loose gravel, dust suppression etc)
5. Improve/ More frequent grading/ re-sheeting of unsealed roads
6. Quicker response for repairs to roads, footpaths or gutters
7. Increase number of footpaths/ widen footpaths
8. Fix/ improve unsafe sections of roads
9. Improve the quality of maintenance on roads and footpaths
10. More frequent maintenance/ cleaning of roadside drains and culverts
11. Fix/improve edges and shoulders of roads
12. More/better roadside drains and culverts
13. Prune/trim trees/shrubs overhanging footpaths/roads
14. Widen roads/roads too narrow
15. More/better street/road signs (including position/visibility)
16. More/better street lighting
17. Need improved/more frequent weed control
18. Increase number of sealed roads - outside town limits
19. Increase number of sealed roads - inside town limits
20. Tree roots causing damage to footpaths/roads/drains
21. Council favours/focuses on certain areas over others
22. Traffic management issues
23. Other (SPECIFY)

RA 2 – Health and Human Services Pre-codes

1. More funds/resources for programs/services to reduce waiting lists/ improve access (inc. child care)
2. More facilities/resources for Aged Care (elderly)/ better nursing homes
3. More/better support/services for ethnic/minority/disadvantaged groups (including drug addicts/disabled/homeless people etc.)
4. Increase resources for/availability of home help (inc meals on wheels)
5. More resources/longer opening hours for Maternal and Child Health Facilities
6. Improved/Increased childcare facilities/after school/holiday care
7. Improve quality of home help
8. More/better centres/facilities across the shire/in more remote towns/areas
9. Services need to be improved in all areas/council needs to do more
10. Improve quality/variety of food in meals on wheels program
11. More/better publicity/information about available services
12. More/better premises for health or community facilities
13. Better transport arrangements to/from health or community centres/facilities
14. More/better activities/programs for young people
15. More information/resources to immunisation programs
16. Improve services for children with special needs/ disability services
17. More facilities/services for mental health
18. Improve/increased dental program/services
19. Better management of services/organisations
20. Other (SPECIFY)

RA 3 – Recreational Facilities Pre-codes

1. More/better Sporting Complexes (including pools)
2. Better maintenance of Sporting Fields/Grounds and/or buildings(including pools)
3. More facilities/activities for young people/teenagers
4. More/better/safer Playgrounds and/or equipment/with sun shade
5. More/better sporting complexes and/or facilities in smaller towns
6. More/better recreational activities/programs
7. More/better library buildings/no library service/closing library/moving library
8. More/better facilities and resources at libraries (incl. services & funding)
9. More community consultation about recreational facilities etc
10. More/better arts/cultural facilities/events in smaller towns
11. More/better bike paths, skate board or roller blade facilities (walking tracks)
12. Longer opening hours for Sporting Complexes (including pools)
13. More support/funding needed for recreational/sporting facilities/some facilities closing down (incl sports clubs)
14. More/better amenities in recreation areas (eg. seats, picnic tables, barbeques etc)
15. Less expensive recreational facilities and activities/more consistent fees
16. Better/More maintenance of Parks/Playgrounds-syringes/ lighting/ trees/ equipment etc
17. More support for local sporting clubs in smaller towns
18. Council favours certain areas over others in regard to recreational facilities
19. More publicity/information on facilities and activities/programs
20. More/better performing arts facilities
21. More/better events and festivals
22. Not enough money spent on cultural events and festivals
23. Not enough support for local community groups/clubs
24. Larger range/greater availability of books
25. Pool/baths closing/moving/closed/should be open more months a year
26. Need more parks/open space
27. Everything takes too long/upgrading of facilities/decision making i.e. facilities
28. Improved management of facilities/sports/recreation/library etc (incl food management)
29. Other (SPECIFY)

RA 4 – Appearance of Public Areas Pre-codes

1. Better maintenance of parks and gardens
2. More frequent/better street cleaning
3. More frequent/better pruning of street trees/plants
4. More frequent slashing/mowing of public areas/fire hazard
5. More frequent/better removal of litter in parks and gardens
6. Better care of street trees - watering, staking, removal of dead trees/tree roots/replace dead trees, etc
7. Better landscaping/design (eg. more colour, more shady trees)
8. More street trees
9. Better maintenance of beaches, lakes, rivers etc. and surrounding areas
10. Some areas favoured over others/some areas are neglected
11. Better maintenance of amenities (eg. BBQ's, Picnic tables, toilets etc.) within parks/ gardens
12. More frequent sweeping of leaves
13. More emphasis on smaller towns
14. More frequent spraying of weeds in open spaces/better weed management
15. Retain/More parks and gardens/open spaces
16. Better amenities within parks/gardens (eg. BBQ's, Picnic tables, toilets, play equipment etc.)
17. Better/different types/mix of trees/vegetation/more appropriate trees
18. Cleaning of public areas/generally untidy
19. More frequent clearing of public litter bins
20. More/better cleaning up of condoms, syringes etc. in parks, beaches, alleys
21. Clear drains regularly/stormwater drains often blocked/gutters
22. Improve streetscapes with landscape or architectural features
23. More public litter bins
24. Quicker/more frequent removal of graffiti/attention to vandalism
25. Cutting down too many trees
26. More maintenance of nature strips/median strips
27. Improve/better maintenance of entrances to town
28. Not responsive to maintenance requests/takes too long
29. Other (SPECIFY)

RA 5 – Traffic Management and Parking Facilities Pre-codes

1. More parking facilities adjacent to shopping and business centres
2. More parking facilities/capacity
3. Poor traffic/parking management
4. Improve traffic flow/congestion
5. Improve traffic management at intersections
6. More free parking/cheaper parking
7. Improve road signage - general(parking/speed/road works)
8. More parking specifically allocated for residents
9. Longer parking times/more long-term parking
10. More speed inhibitors (humps, barriers, traffic islands etc)
11. Improved parking management around schools/more parking around schools
12. Less parking restrictions
13. Fewer parking meters
14. More parking enforcement/traffic officers
15. More disabled parking needed
16. Reduce speed limits in residential areas
17. More pedestrian crossings
18. Streets/roads too narrow/need widening/cars parked on sides
19. Improve blind spots, dangerous curves etc. on country roads (excluding highways)
20. More community consultation
21. Greater restriction of non-resident parking
22. More parking restrictions
23. More parking around specific areas, eg train stations, hospitals, etc
24. Fewer speed inhibitors (humps, barriers traffic islands etc)
25. Install more traffic lights at dangerous intersections
26. Less Roundabouts
27. Restrict/discourage traffic on residential roads
28. Restrict truck traffic in streets
29. Parking spaces too small/need to be widened
30. Greater enforcement of speed limits
31. Other (SPECIFY)

RA 6 – Waste Management Pre-codes

1. More consistent/ lower fees for tips etc (reintroduce (more) tip vouchers)
2. Any/more frequent hard waste collection
3. More comprehensive recycling program/no recycling program
4. More consistent/convenient/Longer opening times/days for Tips etc.
5. No garbage collection
6. More reliable Collections
7. Bigger bins
8. Any/More frequent collection of green waste/vegetation
9. More convenient location of tips/transfer stations/rubbish dumps/no tip/closed tip
10. No collection of recyclable materials
11. Any/Better containers for collection of recyclable materials/green materials
12. More frequent collection of recyclable materials
13. Tip/transfer stations in poor condition/badly managed
14. Spilling garbage on footpath/ road during garbage collection/rubbish blows out of truck
15. Bins should be returned upright to curbside/in same place/with lids closed
16. More frequent rubbish collection
17. Cost of garbage/waste collection too much (including bins)
18. Extend areas covered by garbage collection in areas outside townships
19. Provide more info/keep residents informed about waste management procedures
20. More community consultation
21. Less damage to garbage bins
22. More education/promotion for recycling
23. Recyclable material goes into garbage truck/Doubt recycling occurs
24. Inconvenient time of day for pick-ups (too early/late/too noisy)
25. Collection of rubbish left on streets/footpaths/gutters/public areas
26. Quicker response to requests i.e., for new bins/bin lids
27. Other (SPECIFY)

RA 7 – Enforcement of By Laws Pre-codes

1. Greater enforcement of animal By-laws
2. Greater enforcement of noise By-laws (domestic, industrial, traffic etc.)
3. Greater enforcement of parking restrictions/more officers/rangers
4. Greater enforcement of by-laws generally/more by-laws officers
5. Greater enforcement of fire prevention By-laws to clean up properties
6. Greater enforcement of fire prevention By-laws
7. Greater enforcement of health/food handling By-laws
8. By-laws are too stringent
9. Greater enforcement of littering By-laws
10. Less enforcement of parking restrictions
11. Quicker response to reports of By-law infringements
12. Better attitude for by-laws enforcement officers/rangers
13. By-law are too lenient
14. Greater enforcement of pollution By-laws (domestic, industrial, traffic etc)
15. More publicity/information to residents
16. By-laws purely revenue raising
17. Animal by-laws are too stringent
18. Greater enforcement of traffic/road laws (including footpaths)
19. More consistent application of by-laws/enforcement
20. Create access to/more free parking/unrestricted parking/dislike parking meters
21. Other (SPECIFY)

RA 8 – Economic Development Pre-codes

1. Need more/better job creation programs/employment opportunities
2. Encourage more tourism
3. Not enough support for local businesses/opening new business/many closing down
4. Greater emphasis on Economic Development in general
5. Encourage more companies/industries to re-locate to the area
6. Not aware of any economic development/they don't do anything/improvement needed
7. Better financial planning/management of Council budget/don't waste money
8. Economic development programs are too focused on major towns/need to focus on rural & regional areas
9. Not enough promotion of local businesses
10. Encourage more desirable industries to locate to the area
11. Need to publicise/inform the community of Council activities
12. More community consultation/consultation with business
13. Too much emphasis on tourism
14. Some areas of local govt are neglected
15. Stop rate increases/rates too high for businesses
16. Attract/encourage better/more diverse shops/businesses i.e. Target/ Spotlight/ newsagents
17. Takes too long to get things done/complete projects
18. Infrastructure in the area needs to be improved/keep up with new developments
19. Other (SPECIFY)

RA 9 – Town Planning Policy and Approvals Pre-codes

1. Better planning policies
2. More efficient/faster approval processes
3. More consultation with community
4. More consistent decisions
5. Too little regulation in heritage areas/knocking down old houses
6. Council should be stronger in representing community opinion
7. Take better account of environmental issues
8. Less high density dwellings
9. Too much residential sub-division
10. Ugly/inappropriate design/development (no character)/out of character with area
11. Greater enforcement of/adherence to planning policies
12. Take better account of impact on neighbouring properties
13. Too much regulation in heritage areas
14. Less development/too much overdevelopment
15. Greater clarity/information on guidelines and process for building application
16. Too much highrise development/high rise apartments
17. More helpful Town planning staff
18. Not enough infrastructure to support new developments i.e. lack of water/ parking/ roads
19. Process is too bureaucratic/needs to be flexible/too many regulations/in exports
20. Council not very professional in this area/poor management
21. Could do better in this area/some areas favoured over others
22. Better planning for development of shopping areas
23. Decisions overridden by State Government/VCAT/the Tribunal
24. Other (SPECIFY)

APPENDIX 2

List of participating councils

Annual Community Satisfaction Survey 2007

Participating Councils

1. Inner Melbourne Metropolitan Councils

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

2. Outer Melbourne Metropolitan Councils

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

3. Rural Cities and Regional Centres

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

4. Large Rural Shires

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

5. Small Rural Shires

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