

**ANNUAL COMMUNITY
SATISFACTION SURVEY 2004**

- RESEARCH RESULTS -

JULY 2004

PREPARED FOR

LOCAL GOVERNMENT VICTORIA
DEPARTMENT FOR VICTORIAN COMMUNITIES
LEVEL 14/1 SPRING ST
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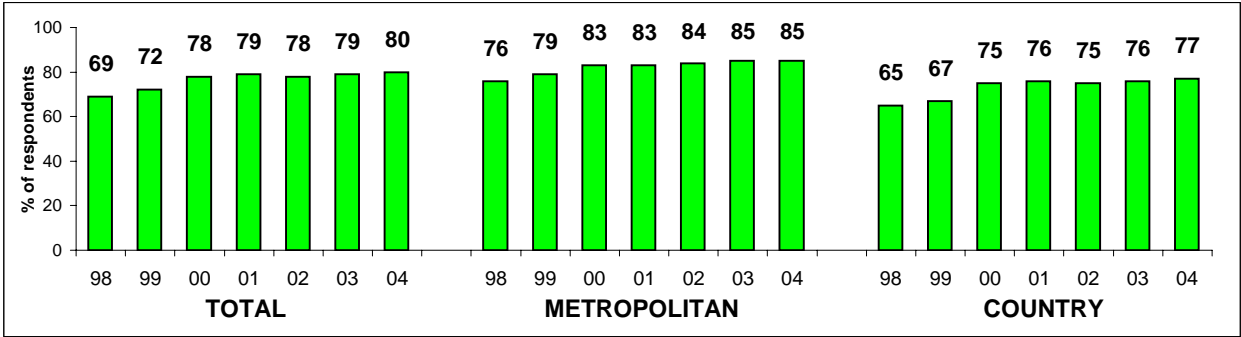
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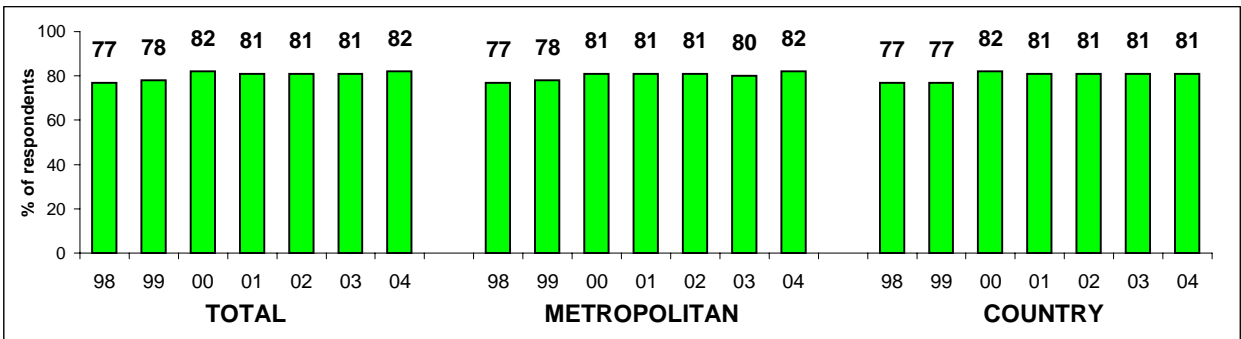
ANNUAL COMMUNITY SATISFACTION SURVEY 2004

KEY PERFORMANCE INDICATORS: 1998 - 2004

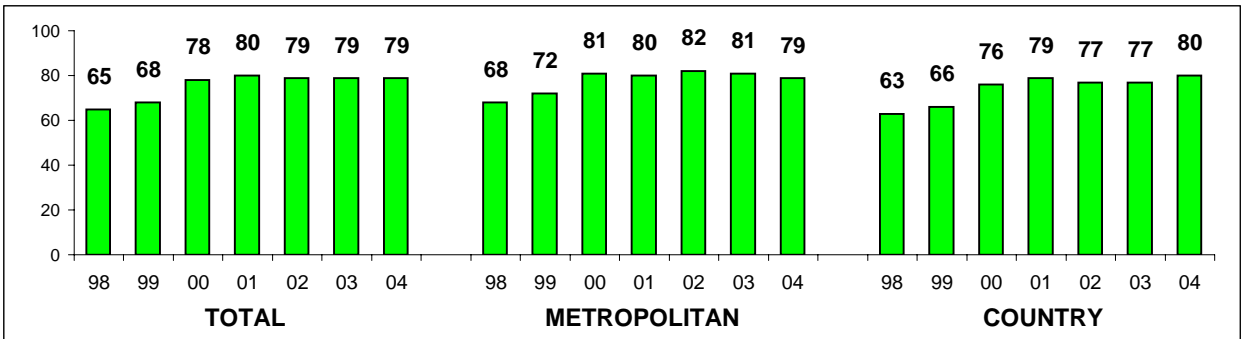
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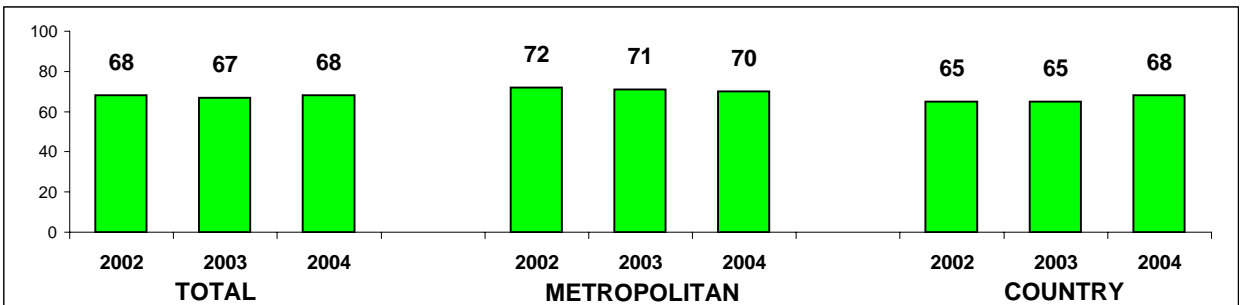
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- ADVOCACY -



- COMMUNITY ENGAGEMENT* -



* New Indicator in 2002

■ Excellent, Good and Adequate

EXECUTIVE SUMMARY

BACKGROUND

In 2004, Local Government Victoria commissioned Newton Wayman Chong (NWC) to conduct the Annual Community Satisfaction Survey across all participating councils of Victoria. This was the seventh year the survey has been undertaken to measure Victorian residents' perceptions about the performance of their local government.

This report details the Statewide results for 2004 and compares these results to those of the previous six years. It should be noted that in the first three years of the survey, all 78 councils participated. Since 2001 there have been a few councils who have chosen not to participate. In some cases they have opted out for one or two years and then rejoined in later years. The number of councils participating over the past four years were:

- ◆ 76 out of 78 in 2001
- ◆ 75 out of 78 in 2002
- ◆ 78 out of 79 in 2003
- ◆ 76 out of 79 in 2004.

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 seven survey years, and for the fourth indicator across the three years this has been measured.

It is a positive result that in 2004, the three long standing Key Performance Indicators have maintained high satisfaction levels where eight in ten respondents were satisfied. Community Engagement has also remained stable.

Overall Performance

The results for Overall Performance on a Statewide basis, have improved this year to reach a high of 80% "excellent, good and adequate". This is the third consecutive year that there has been a marginal (but statistically significant) positive change in the "excellent, good and adequate" results. The results between 2000 and 2003 had apparently stabilised, however the statistically significant positive change apparent in 2004 indicates a slight positive trend over the five year period.

This improvement has been driven by the positive change in the results for Country residents (up 1% to 77% from 76% in 2003). While the change is marginal, it is statistically significant. Metropolitan councils achieved the same result in 2004 as in 2003 (85% "excellent, good and adequate").

One fifth of respondents overall were seeking improvement in 2004 (20%), and this was also an improvement on the 2003 result of 21% and the 2002 result of 22%. Metropolitan results have remained stable (16% "needs improvement" for the three years, 2002 to 2004) however the Country councils have shown improvement (23% in 2004 compared with 24% in 2003 and 25% in 2002).

In comparison to 1998 the results are very positive, with an overall improvement of 11% in "excellent, good and adequate" results for Overall Performance at the Statewide level (only 69% in 1998 compared with 80% in 2004) and a corresponding 11% decrease in the proportion seeking improvement (31% "needs improvement" in 1998 compared with only 20% in 2004).

Direction of Change in Overall Performance

In 2004, one third (35%) of respondents feel that they have seen improvement in their council's performance. This is a marginally more positive result than achieved in 2003 (34%) (although, not statistically significant at the 99% confidence level). Further, there has been a positive improvement of 2% with regards to the proportion of residents who believe that their council's performance has deteriorated in comparison to 2003 and this was statistically significant.

Metropolitan results are stable in terms of change in Councils' performance. In contrast, Country residents are more likely to say they have seen improvement this year (34% "improved" compared with 32% in 2003) and they are also less likely to feel they have seen deterioration (10% "deteriorated" compared with 12% in 2003).

Further, the three to one ratio of residents noting improvement compared with those noticing deterioration has remained effectively constant over the past five years. This indicates continuous ongoing improvement, as this performance 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 (82%) rated their experience with the council as “excellent, good and adequate”. This result has been improved significantly in comparison to 2003 when the result was 81%, and returns to the levels achieved in 2000. Further, there has been an overall improvement of 5% in comparison to the 1998 result of 77%.

One fifth (19%) of Statewide respondents feel that Customer Contact is in need of improvement and this has been stable for the four years since 2001.

Metropolitan councils have shown improvement on this dimension (up 2% to 82% compared with 80% in 2003) while Country councils have remained stable.

The proportion of respondents who had contact with their council within the past twelve months has also remained stable in comparison to the last four years (55% in 2004 compared with 54% in 2003 and 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.

Advocacy

Eight in ten respondents (79%) rated their council’s Advocacy as “excellent, good and adequate”. This is the same result achieved in both 2003 and 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 2003 and 2002 (remaining at 21% across all three years). Nevertheless, this is a dramatic improvement compared with 1998 when 35% overall were seeking improvement.

Community Engagement

2004 is the third year that Community Engagement has been part of the survey, and generally results have been quite stable across the three years. The 2004 overall Statewide result has shown a marginal improvement on 2003 (68% in 2004 compared with 67% in 2003). This change is not statistically significant at the 99% confidence level.

There has been a very positive improvement for the Country results (up 3% this year to 68% “excellent, good and adequate”). Metropolitan results have remained stable.

KEY RESPONSIBILITY AREAS

Results for 2004 remain very positive. With regards to the combined “excellent, good and adequate” results, at the 99% confidence level, five of the attributes have remained stable in comparison to 2003. Further, two attributes have shown statistically significant improvement in the combined “excellent, good and adequate” results, with all three of them showing a corresponding decline in the proportion seeking improvement.

The positive changes were:

◆ **Waste Management**

- ❖ 82% “excellent, good and adequate” compared with 81% in 2003
- ❖ 18% “needs improvement” compared with 19% in 2003

This positive change has been driven by improved opinions amongst respondents within Group Two and Group Five with a 4% improvement evident for both groups (Group Two up to 86% in 2004 and Group Five improved to 81%).

In contrast, results for Group One have declined this year (down 2% to 82% “excellent, good and adequate”).

In terms of the “needs improvement” ratings positive change was also evident for Group Two and Group Five, while Group One results have declined in comparison to 2003.

◆ **Enforcement of By Laws**

- ❖ 79% “excellent, good and adequate” compared with 78% in 2003
- ❖ 20% “needs improvement” compared with 23% in 2003

Improvement of 3% was evident across three of the Council Groups. Among these, both Group One and Group Five have now attracted positive ratings of 80% of respondents, and Group Two is now positively viewed on this dimension by 77% of respondents.

It should also be noted that on a Statewide basis, there was a 3% decline in the proportion of respondents who feel there is need for improvement and this positive change has been driven by results for Group One and Group Five.

◆ **Economic Development**

- ❖ 71% “excellent, good and adequate” compared with 70% in 2003
- ❖ 31% “needs improvement” compared with 28% in 2003

There have been positive movements across all five groups, however only Group Five showed a statistically significant improvement (up 5% to 68% “excellent, good and adequate” in 2004).

In terms of the “needs improvement” results, both Group One and Group Five have strengthened statistically significantly (down 3% for Group One to 19% in 2004 and down 5% for Group Five to 32%).

There was however, one attribute which has shown statistically significant decline in comparison to 2003, viz:

◆ **Health and Human Services**

- ❖ 87% “excellent, good and adequate” compared with 89% in 2003
- ❖ 13% “needs improvement” compared with 11% in 2003

Decline is evident across the five groups, with Group Two, Three and Four showing a 3% deterioration, while Group One and Group Five have weakened by 2%.

There were also corresponding growth in the proportions of respondents across four of the groups (Group Five was the exception). The greatest negative change was for Group One and Group Three which both had a 3% increase in negative ratings.

Finally, while there has been no statistically significant change for the “excellent, good and adequate” results for Appearance of Public Areas, there were improvements with regards to the proportion of respondents who were seeking improvement, viz:

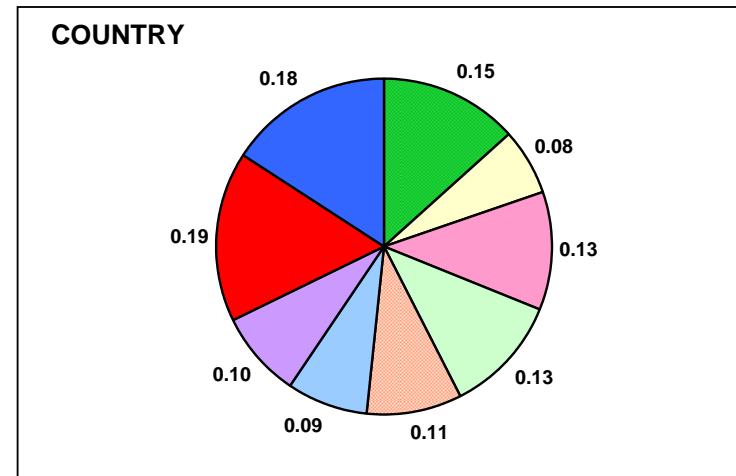
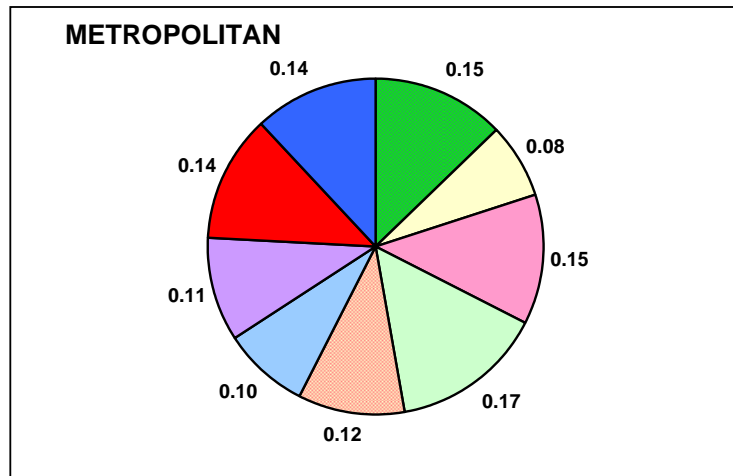
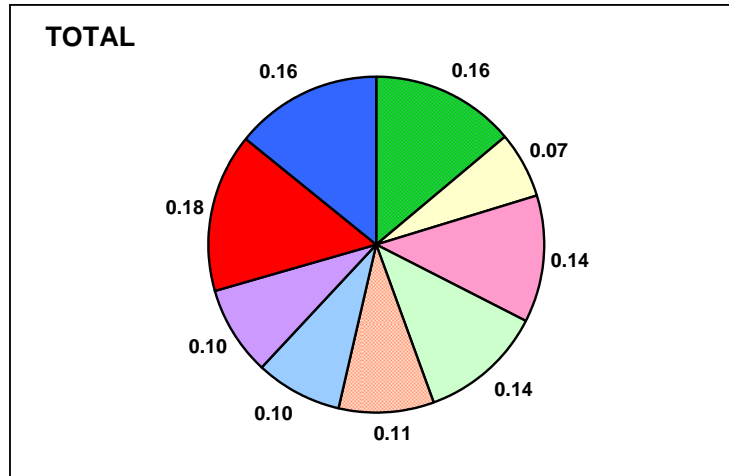
◆ **Appearance of Public Areas**

- ❖ 79% “excellent, good and adequate” same as in 2003
- ❖ 21% “needs improvement” compared with 20% in 2003

However, at the Group level, there were no statistically significant changes.

ANNUAL COMMUNITY SATISFACTION SURVEY 2004

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



Derived Drivers of Satisfaction

Regression Analysis has been run on the nine attributes. This type of analysis 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. The only change was for Metropolitan where Town Planning is now the second most important driver and Local Roads and Footpaths has become the fifth (a reversal of their positions in 2003).

The ranked order for 2004 was:

◆ **Statewide**

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

◆ **Metropolitan**

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

◆ **Country**

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

REGIONAL ANALYSIS

Overall, Metropolitan respondents tend to be more satisfied than their Country counterparts, and this is most clearly evident in the Overall Performance results (85% “excellent, good and adequate” for Metropolitan compared with 77% for Country). This difference has been consistent across all seven years the survey has been conducted.

Metropolitan respondents were more satisfied than Country respondents on two Key Performance Indicators and four specific attributes. In contrast, Country respondents showed higher satisfaction levels on four other particular attributes.

Results were more positive for Metropolitan councils on the following dimensions:

◆ Key Performance Indicators

- ❖ Overall performance (85% “excellent, good and adequate” for Metropolitan compared with 77% for Country).
- ❖ Community Engagement (70% for Metropolitan compared with 68% for Country)

◆ Attributes

- ❖ Local roads and footpaths (66% for Metropolitan compared with 51% for Country)
- ❖ Recreational facilities (83% for Metropolitan compared with 77% for Country)
- ❖ Waste management (85% for Metropolitan compared with 80% for Country)
- ❖ Economic development (77% for Metropolitan compared with 69% for Country).

The areas where Country respondents were more satisfied, were:

◆ Attributes

- ❖ Health and human services (87% for Country compared with 85% for Metropolitan)
- ❖ Appearance of public areas (82% for Country compared with 76% for Metropolitan)
- ❖ Traffic management and parking facilities (70% for Country compared with 63% for Metropolitan)
- ❖ Enforcement of By-laws (80% for Country compared with 78% for Metropolitan)

SUMMARY CONCLUSIONS

In summary, it is a positive result that although slight, there has been a statistically significant change for Overall Performance in 2004 (up 1% to 80% “excellent, good and adequate”), indicating that Councils’ continuing improvement efforts are being recognised by residents. This is particularly pleasing in light of the apparent levelling off of results across the four previous years from 2000 to 2003. It is also considerably more positive than the 1998 result of only 69% (11% difference).

Further, positive change has also been seen at the Statewide level for Customer Contact, Waste Management and Enforcement of By-Laws. Conversely, the overall results for Health and Human Services has declined this year (down 2%), and also while the change for Town Planning, Policy and Approvals in 2004 is not statistically significantly different to that of 2003, there continues to be a pattern of decline evident since 2001.

As in recent years, it should be noted that the results have tended to be fairly stable on the Key Performance Indicators. This is probably to be expected given the high degree of improvement shown over the first three years of the survey. Further, it is likely that while councils continue to improve, community expectations are also likely to have increased. 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, community engagement, local roads and footpaths, recreational facilities, waste management and economic development were all rated more positively by Metropolitan respondents.

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

In terms of individual council results for the Indexed Mean on Overall Performance, results are very positive. In 2004, 62 councils (or 82%) have maintained the standards they achieved in 2003. There have been eleven councils (or 14%) who have improved this year and only three (4%) which have deteriorated. This compares favourably to 2003 when only seven councils showed improvement and thirteen councils actually deteriorated on the Overall Performance measure.

In summary, the improvement in 2003 on the Overall Performance measure is very pleasing, indicating that Councils are continuing to make improvements that are discernable to their constituents. The changes that are being made at the local level are continuing to have an impact upon the Statewide results. Further, the dramatic improvement, in comparison to the 1998 results, are being sustained.

1.

INTRODUCTION

1.1 BACKGROUND

In 2004, the Local Government Victoria commissioned Newton Wayman Chong (NWC) to conduct the Annual Community Satisfaction Survey across all participating councils of Victoria. This was the seventh 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 2004 and compares these results to those of the previous six years. In the first three years of the survey, all 78 councils participated, however since then there have been a number of councils who have chosen not to participate. In some cases, they have rejoined in subsequent years. The number of councils participating in each of the last four years were:

- ◆ 76 in 2001
- ◆ 75 in 2002
- ◆ 78 in 2003
- ◆ 76 in 2004.

This research report reviews the findings for 2004 and compares them with the results of previous years for each of the five (5) groupings of local governments. Each local government of the participating councils received their individual results before the end of May 2004.

In 1998 the survey also 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, 2003 and 2004 viz:

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

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

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

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

(ix) In 2002, it was decided to give councils two options, and that format has continued over the three subsequent years. The options were:

◆ **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 2004, of the seventy-six participating councils 22 chose Option A and 54 chose Option B. For a listing of the councils which nominated each option see **Appendix C**.

2. METHODOLOGY

In 2004, there were a total of 27,069 interviews conducted across the 76 participating local government areas, with approximately 350 interviews conducted in each. Mornington Peninsula Shire Council which opted to increase the sample size of their interviews to 800 to facilitate comparisons across geographic areas within its boundaries.

The councils who have chosen not to participate in different years were:

- ◆ Did not participate in **2001**
 - ❖ Moreland City Council
 - ❖ Surf Coast Shire Council
- ◆ Did not participate in **2002**
 - ❖ Moreland City Council
 - ❖ Surf Coast Shire Council
 - ❖ Nillumbik Shire Council
- ◆ Did not participate in **2003**
 - ❖ Wellington Shire Council
- ◆ Did not participate in **2004**
 - ❖ Maribyrnong Shire Council
 - ❖ Nillumbik Shire Council

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.

There are a number of councils which have an unusually large proportion of non-resident ratepayers (often beach areas with high numbers of holiday homes). In the past, some of these councils have indicated a concern that as non-resident ratepayers may not be at their secondary residence at the time of interviewing, that they would be under represented in the survey findings. In 2004, these councils were given the option to include, where possible, the 'non-municipality' phone number (as well as the local number) of these non-resident ratepayers. Three councils, Surf Coast, Queenscliffe and Bass Coast, took up this option. The methodology employed for drawing the sample for these three councils was:

1. Sample was drawn as per usual for these three councils with a total of 2500 names. This was to ensure comparability with previous results as well as consistency with the methodology employed for all councils.
2. These three Councils provided their ratepayer lists, in confidence to NWC.
3. The ratepayer lists were matched against the sample. Where possible, these names were then matched against the white pages telephone directory to find the 'non-municipality' phone number. In all, approximately 1500 names were able to be matched in this way.
4. The local phone number was tried in the first instance. If there was no answer, the 'non-municipality' phone number was tried. In all, just over 100 interviews were conducted with non-resident ratepayers across the three councils.

The survey was modified in 2002, has remained in the same format as for 2003 and 2004.

Interviewing was conducted from 28th of January to 2nd of April 2004. 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.

CHART 1

ANNUAL COMMUNITY SATISFACTION SURVEY 2004 - STATEWIDE RESULTS
KEY PERFORMANCE AREAS MEAN RESULTS FOR 2004 - COMPARED WITH 1998 TO 2003

	TOTAL								Significant Change							GROUP ONE								Significant Change							GROUP TWO								Significant Change						
	1998	1999	2000	2001	2002	2003	2004	98/99	99/00	00/01	01/02	02/03	03/04	98/04	1998	1999	2000	2001	2002	2003	2004	98/99	99/00	00/01	01/02	02/03	03/04	98/04	1998	1999	2000	2001	2002	2003	2004	98/99	99/00	00/01	01/02	02/03	03/04	98/04			
OVERALL PERFORMANCE	3.02	3.10	3.23	3.25	3.25	3.24	3.26	Green	Green	Green				Green	3.26	3.35	3.45	3.41	3.45	3.43	3.41	Green	Green					Green	3.09	3.17	3.30	3.30	3.33	3.31	3.32	Green	Green					Green			
ADVOCACY	2.90	2.97	3.18	3.23	3.21	3.19	3.21	Green	Green	Green				Green	2.98	3.10	3.28	3.23	3.26	3.25	3.24	Green	Green	Red				Green	2.96	3.07	3.22	3.24	3.24	3.21	3.18	Green	Green					Green			
CUSTOMER CONTACT	3.49	3.53	3.68	3.68	3.67	3.65	3.71	Green	Green			Green	Green	3.50	3.58	3.65	3.66	3.66	3.65	3.73	Green	Green				Green	Green	3.51	3.58	3.68	3.68	3.66	3.65	3.73	Green	Green				Green	Green				
COMMUNITY ENGAGEMENT	NA	NA	NA	NA	2.97	2.96	3.00						02/04	NA	NA	NA	NA	3.06	3.05	3.04						02/04	NA	NA	NA	NA	3.06	3.05	3.03						02/04						

	GROUP THREE								Significant Change							GROUP FOUR								Significant Change							GROUP FIVE								Significant Change						
	1998	1999	2000	2001	2002	2003	2004	98/99	99/00	00/01	01/02	02/03	03/04	98/04	1998	1999	2000	2001	2002	2003	2004	98/99	99/00	00/01	01/02	02/03	03/04	98/04	1998	1999	2000	2001	2002	2003	2004	98/99	99/00	00/01	01/02	02/03	03/04	98/04			
OVERALL PERFORMANCE	3.08	3.23	3.38	3.34	3.33	3.32	3.32	Green	Green				Green	2.78	2.85	2.98	3.07	3.04	3.10	3.11	Green	Green	Green		Green		Green	2.92	2.96	3.10	3.16	3.15	3.10	3.19	Green	Green		Red	Green	Green					
ADVOCACY	2.97	3.07	3.24	3.29	3.25	3.26	3.25	Green	Green				Green	2.73	2.77	3.02	3.13	3.10	3.11	3.14	Green	Green	Green				Green	2.92	2.93	3.15	3.28	3.21	3.16	3.25	Green	Green	Red	Red	Green	Green					
CUSTOMER CONTACT	3.56	3.60	3.80	3.75	3.77	3.73	3.75	Green	Green				Green	3.40	3.39	3.58	3.61	3.64	3.57	3.62	Green	Green			Red	Green	3.53	3.52	3.71	3.70	3.66	3.68	3.73	Green	Green					Green					
COMMUNITY ENGAGEMENT	NA	NA	NA	NA	2.87	2.86	2.92						02/04	NA	NA	NA	NA	2.88	2.90	2.94						02/04	NA	NA	NA	NA	2.97	2.92	3.04				Red	Green	02/04						

* 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 the total of all participating local governments each of the five “like groups”. 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

Chart 1 opposite shows the Mean results for each of the Key Performance Indicators over the six survey years. The green boxes indicate a statistically significant positive change (at the 99% confidence level) while the red boxes indicate a statistically significant negative change. Where there is no colour, the results have shown no significant change. Please note, as Community Engagement was a new indicator in 2002, change can only be measured over the three years of 2002 to 2004.

The Mean results take into account change in both positive and negative ratings. As such, while there has been statistically significant positive change for the combined “excellent, good and adequate” results, the 2004 Overall Performance Mean for the Statewide result has remained stable in comparison to 2003 (at the 99% confidence level). (It is however, interesting to note that it is a statistically significant positive change at the 95% confidence level).

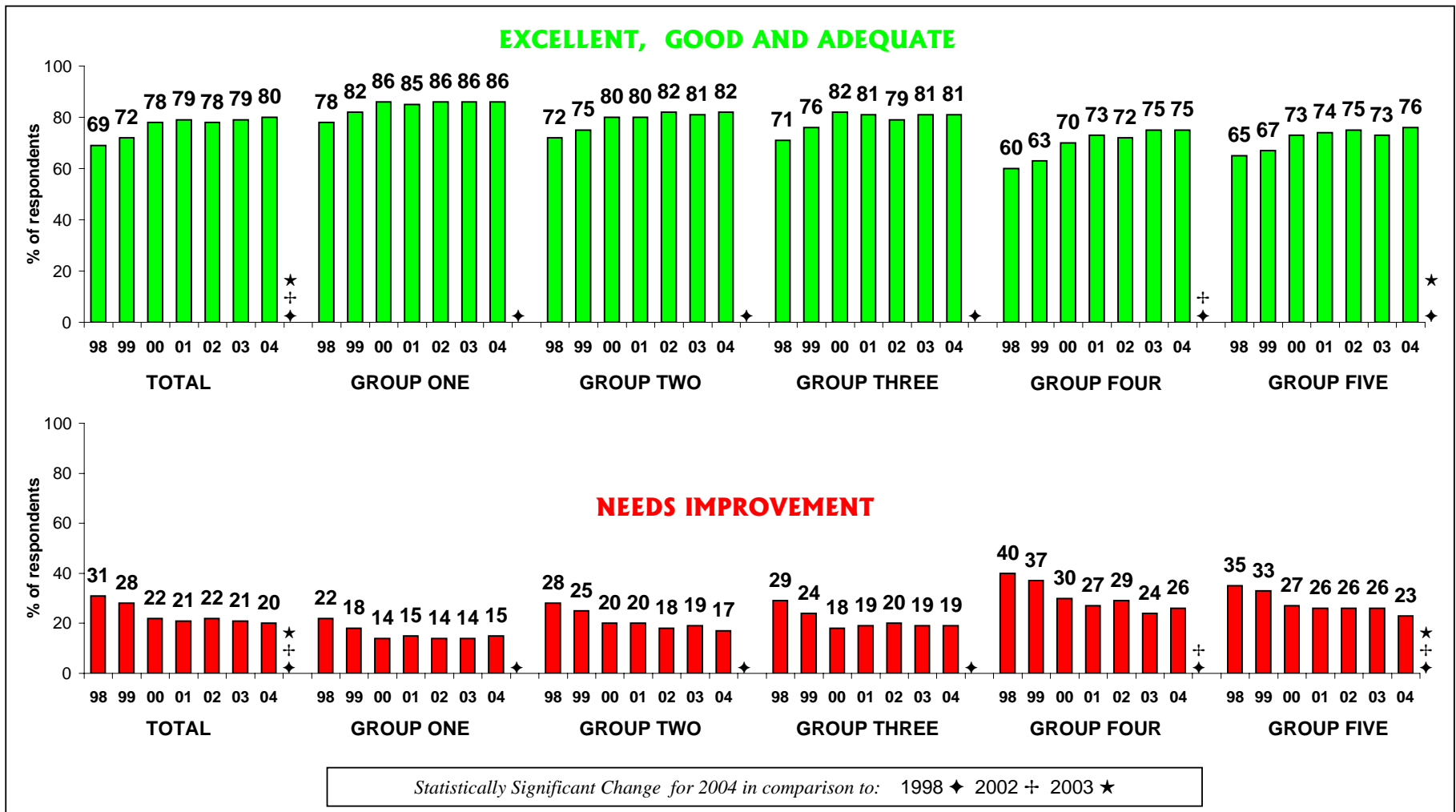
At the Statewide level, Advocacy has remained stable in comparison to 2003, however it is positive to note that there has been a statistically significant improvement for both Customer Contact and Community Engagement.

The improvement on Customer Contact is driven by the positive change which occurred in Groups One and Two, while the improvement on Community Engagement was driven by the statistically significant positive change which occurred for this measure in Group Five.

The 2004 results on the Key Performance Indicators for Group Five are particularly pleasing, with statistically significant positive change for Overall Performance, Advocacy and Community Engagement.

CHART 2

ANNUAL COMMUNITY SATISFACTION SURVEY 2004 - STATEWIDE RESULTS
KEY PERFORMANCE INDICATORS FOR 2004 - COMPARED WITH 1998 TO 2003
- OVERALL PERFORMANCE -



Since 2001, results were tending to stabilise, however the 2004 results indicate that continuous improvement is still occurring at the Statewide level. Over the seven year period since 1998, the three original Key Performance Indicators have shown dramatic improvement. This is also the case across the five groups.

At the Statewide level, the Mean result for Community Engagement is statistically significantly more positive than it was in 2001. In terms of change at the group level, this indicator improved statistically significantly in Group Four and Group Five.

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

3.1.1 OVERALL PERFORMANCE

Chart 2 opposite shows the “excellent, good and adequate” and “needs improvement” results for Overall Performance for 2004, across the seven years (1998 to 2004).

Due to the extremely large sample size, any percentage change for the Statewide results are likely to be statistically significant. For this reason, testing is done at the 99% confidence level. It is a very positive result that at the 99% confidence level, the Overall Performance results for 2004 have shown statistically significant improvement (up 1% to 80% “excellent, good and adequate”).

On average, most respondents rate their councils’ Overall Performance as better than “adequate” (a mean of **3.26** on a five point scale). In comparison to the Statewide 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.

With the exception of Group 3, this difference across groups was also reflected in the combined “excellent, good and adequate” results, detailed in the discussion of results for each group, which follows.

◆ **Group One**

Group One achieved the best results on Overall Performance. A significantly higher proportion of respondents in Group One rated their Council’s Overall Performance positively in comparison to the Statewide results (86% “excellent, good and adequate” which is 6% higher than the Statewide result of 80%).

There was also a corresponding smaller proportion who rated their Council's Overall Performance as in "need of improvement" (only 15% compared with 20% at the Statewide level).

In comparison to 2003, Group One's results have remained stable.

◆ **Group Two**

Results for Group Two were also more positive than the Statewide Total (82% "excellent, good and adequate"), and the proportion of respondents who are seeking improvement is also lower than the Total (17%). These results are also in line with the 2003 results for Group 2.

◆ **Group Three**

Group Three achieved similar results to the overall Total (81% "excellent, good and adequate"). Although this is 1% higher than the Statewide result, this difference is not statistically significant. There has been no change in comparison to 2003.

◆ **Group Four**

In comparison to the Statewide results, Group Four achieved statistically significantly lower levels of satisfaction ratings from residents in terms of their Overall Performance (only 75% "excellent, good and adequate"). There was also a relatively high proportion (26%) who were seeking improvement. This results have also remained stable in comparison to 2003.

◆ **Group Five**

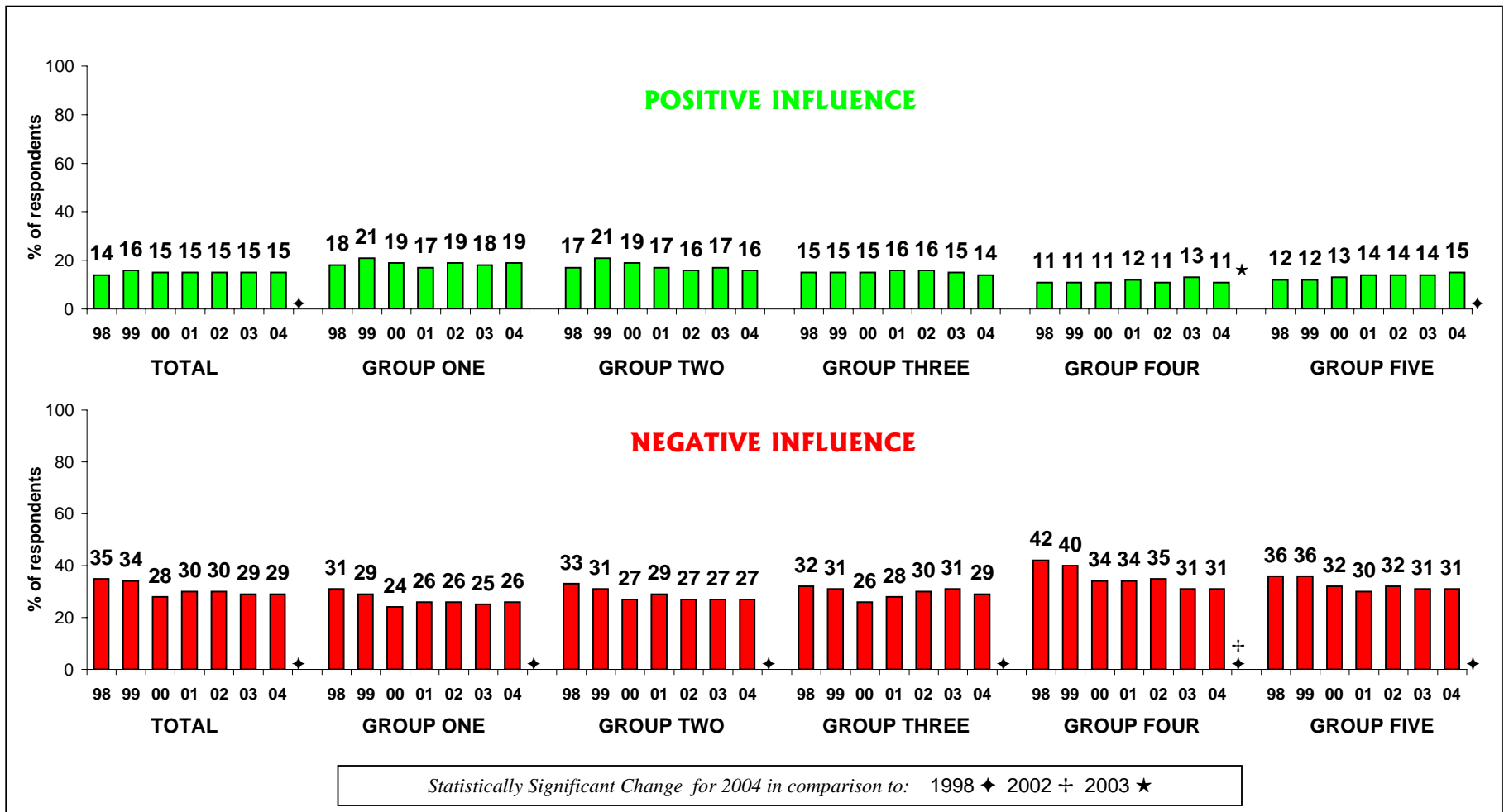
Results for Group Five are very positive. While they remain statistically significantly lower than the Statewide (only 76% "excellent, good and adequate"), this represents a statistically significant improvement on the 2003 result (only 73%). There has also been a corresponding decline in the proportion who are seeking improvement (only 23% compared with 26% in 2003).

The **sub-groups** which were significantly different to the Statewide Total tended 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 (89% "excellent, good and adequate")
- ◆ Interviewed in Language Other Than English (87%)
- ◆ Renting (86%)

CHART 3

**ANNUAL COMMUNITY SATISFACTION SURVEY 2004 - STATEWIDE RESULTS
 KEY PERFORMANCE INDICATORS FOR 2004 - COMPARED WITH 1998 TO 2003
 - ISSUES STRONGLY INFLUENCED ASSESSMENT OF OVERALL PERFORMANCE -**



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

- ◆ Farming households (25% "needs improvement")
- ◆ Aged 50-64 years (23%)

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 77% for Country). There has been no statistically significant change in these results in comparison to 2003.

Issues Which Influenced Assessment Of Overall Performance

Chart 3 opposite shows the results over the seven 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 (56%) 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 achieved since 2001) and 29% said that there was a "negative influence" (same as in 2003).

Results for this question have remained fairly stable across the seven years, particularly since 2001. Respondents for Groups One and Two tended to be the most positive with 19% and 16% claiming they had a "positive influence". In contrast, one in three respondents in all three country groups claimed there was a "negative influence" (29% for Group Three and 31% for Group Four and Group Five).

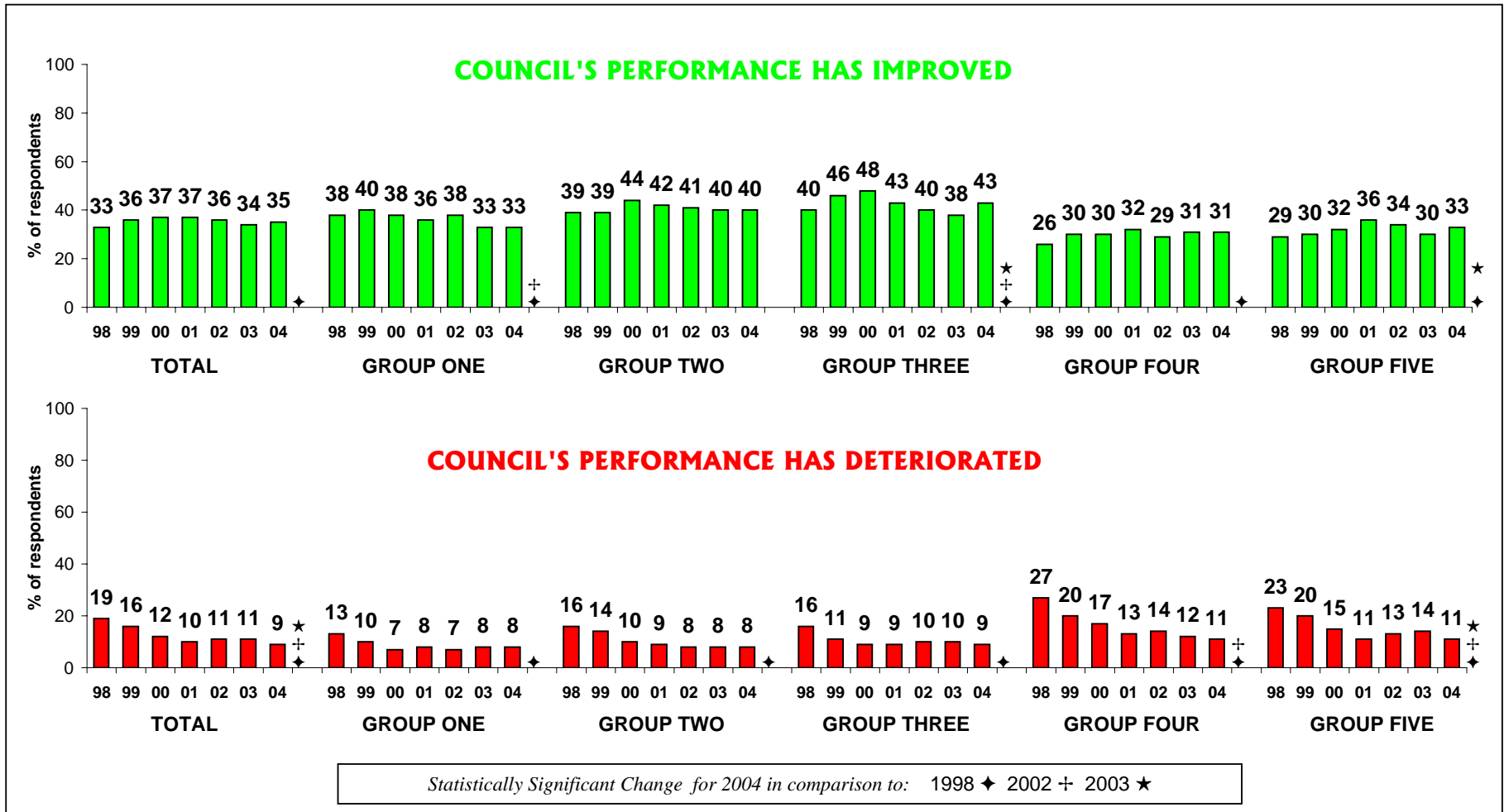
Only the results of Group Four have changed statistically significantly in comparison to 2003 (11% "positive influence" compared with 13% last year - a return the levels of 2002).

Sub-groups who were more likely than the Total to feel that they had "positively influenced" in their assessment were the same as in 2003:

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

CHART 4

ANNUAL COMMUNITY SATISFACTION SURVEY 2004 - STATEWIDE RESULTS
KEY PERFORMANCE INDICATORS FOR 2004 - COMPARED WITH 1998 TO 2003
- DIRECTION OF CHANGE IN OVERALL PERFORMANCE -



The **sub-groups** who were more likely than the Total to feel that they had been “negatively influenced” in their assessment of councils’ Overall Performance were:

- ◆ Farming households (32% “negatively influenced”)
- ◆ Aged 35-64 years (31%)

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

- ◆ Interviewed in a Language Other Than English (78% “no influence”)
- ◆ Aged 65 years plus (62%)
- ◆ Renting (61%)
- ◆ Aged 18-34 years (59%)

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 seven survey years are detailed in **Chart 4 opposite**.

Overall, the proportions of respondents who feel that their councils have “improved” have remained quite stable since 2002, with one third of respondents feeling that their council’s performance had “improved” (35%).

It is pleasing that there was statistically significantly less respondents who feel that their council’s performance has “deteriorated” in 2004 in comparison to past years. Only 9% overall feel that their council’s performance has “deteriorated” and this is a significantly better result than in 2003 (11%).

Between 2000 and 2003 there has been a three to one ratio of residents noting “improvement” compared with those noticing “deterioration”. The results for 2004 show a positive change with a four to one ratio being evident this year. This is a very pleasing result. It also compares favourably with the lower ratios that were apparent in the 1998 and 1999 surveys.

While perceptions of change are still improving in terms of the Statewide results for 2004, it is also positive to note that there has been quite dramatic improvement on this measure for both Group Three and Group Five, viz:

◆ Group Three

In 2004, just over four in ten respondents (43%) feel that they have seen "improvement" in their Council's performance and this represents an increase of 5% in comparison to 2003. These results return to the 2001 levels.

◆ Group Five

One third of Group Five respondents (33%) believe their Council has improved in the past twelve months. This is statistically significantly better than the 2003 result of 30% (up 3%). It is also pleasing to note that the proportions of respondents who feel they have seen "deteriorated" has also shown positive change (down 3% this year to 11%).

Those **sub-groups** of respondents who were most likely to feel they have seen "improvement" were:

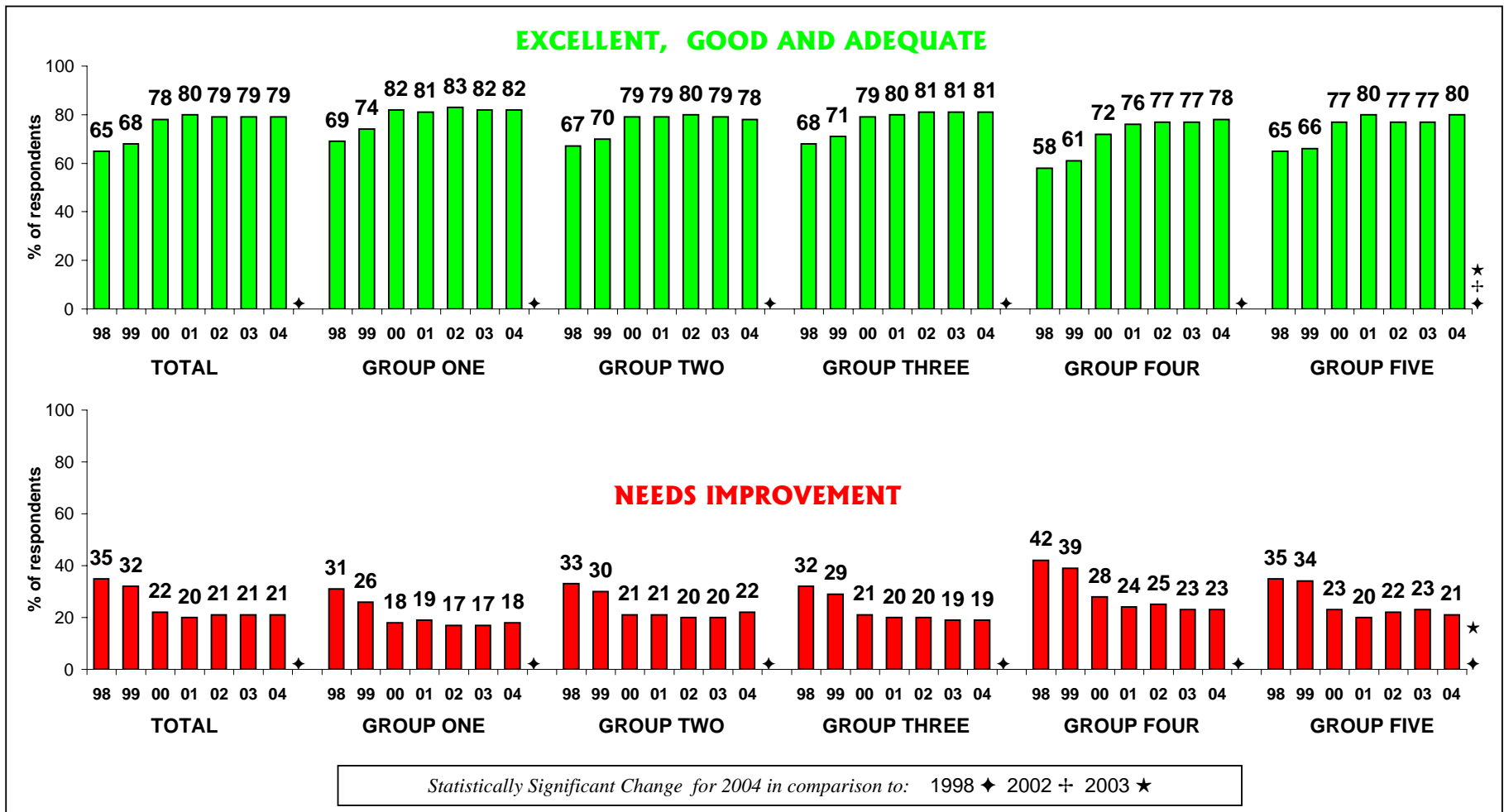
- ◆ Renting (43% 'improved')
- ◆ Interviewed in a Language Other Than English (42%)
- ◆ Aged 18-34 years (41%)
- ◆ Females (37%)

In contrast, the **sub-groups** who were more likely to say they have seen "deterioration" were:

- ◆ Rated council on a "secondary" residence (13% "deteriorated")
- ◆ Farming households (12%)
- ◆ Aged 50-64 years (11%)
- ◆ Males (11%)

CHART 5

ANNUAL COMMUNITY SATISFACTION SURVEY 2004 - STATEWIDE RESULTS
KEY PERFORMANCE INDICATORS FOR 2004 - COMPARED WITH 1998 TO 2003
- ADVOCACY -



3.1.3 ADVOCACY: REPRESENTING THE COMMUNITY'S INTERESTS

Chart 5 opposite shows "excellent, good and adequate" and "needs improvement" ratings across the seven 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 has remained stable since 2002.

Over the past twelve months there has been statistically significant improvement on this measure for Group Five (80% "excellent, good and adequate") up 3% since 2003 when it was 77%. There has also been a significant decrease in the number of respondents who are seeking improvement in Group Five (down 2% to 21% in 2004).

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

- ◆ Interviewed in Language Other Than English (93% "excellent, good and adequate")
- ◆ Renting (85%)
- ◆ Aged 18-34 years (86%)

The only sub-group which were more likely to be seeking improvement were those Aged 50-64 years (23% "needs improvement").

The combined Metropolitan results (Group One and Two) has shown a statistically significant decline in comparison to 2003 (79% compared with 81% last year). Country respondents in contrast, are now more satisfied on this dimension than they were in 2003 (80% compared with 77% in 2003). The latter also show a pleasing decline in the proportion of respondents seeking improvement (21% "needs improvement" for Country in 2004 compared with 23% in 2003).

3.1.4 CUSTOMER CONTACT

Chart 6 overleaf shows the performance ratings for Customer Contact, and **Chart 7 further overleaf** shows the proportion of respondents who had contact with their council in the last twelve months over the seven survey years.

Of those respondents who had had contact with their council, eight in ten respondents (82%) rated the contact as "excellent, good and adequate". This is a statistically significant positive change in comparison to the 2003 result of 81%. This improvement has been driven by the Metropolitan councils. The proportion who felt there was room for improvement has remained stable since 2001 (19% "needs some or a lot of improvement").

CHART 6

**ANNUAL COMMUNITY SATISFACTION SURVEY 2004 - STATEWIDE RESULTS
KEY PERFORMANCE INDICATORS FOR 2004 - COMPARED WITH 1998 TO 2003
- CUSTOMER CONTACT -**

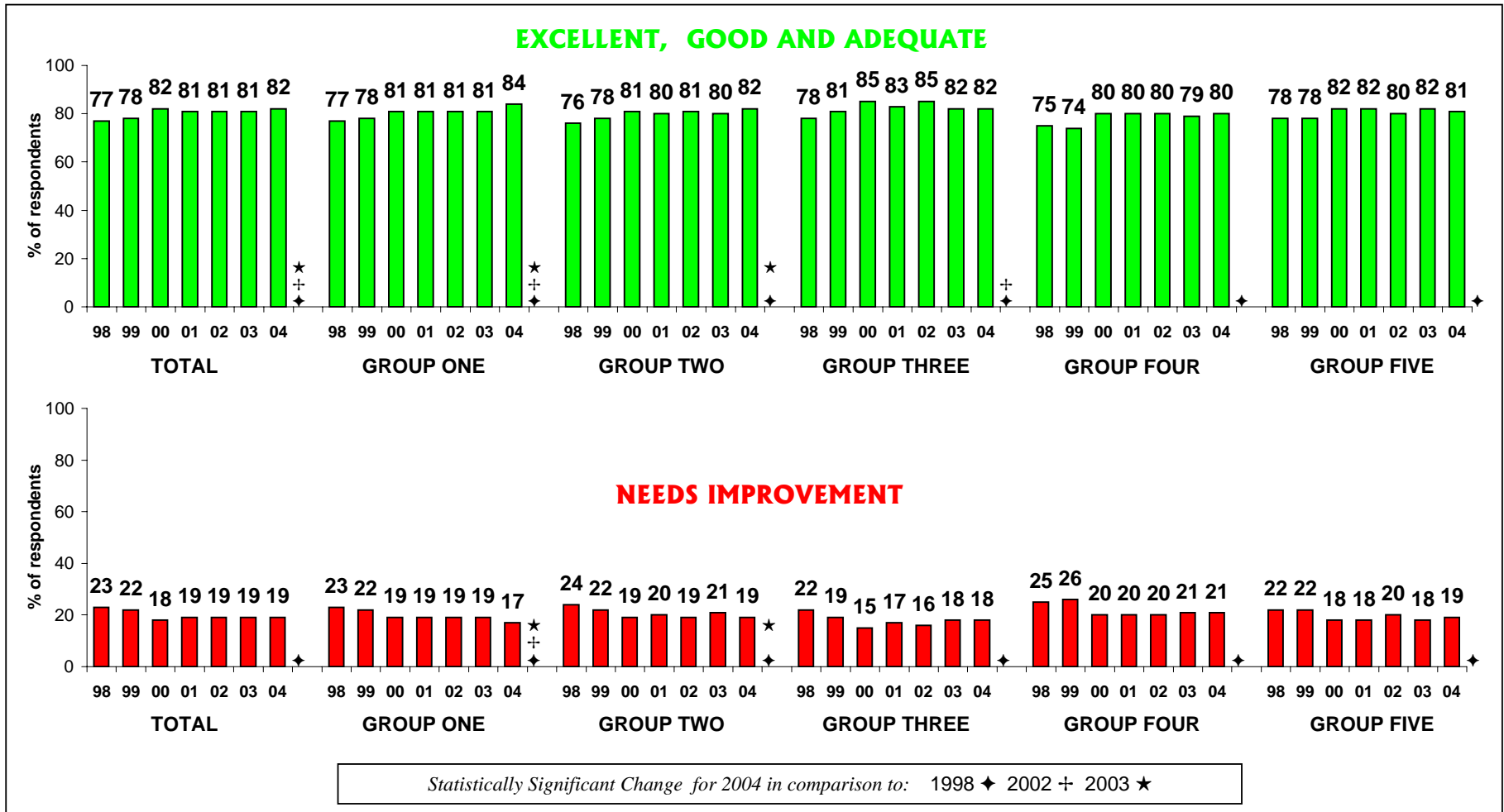
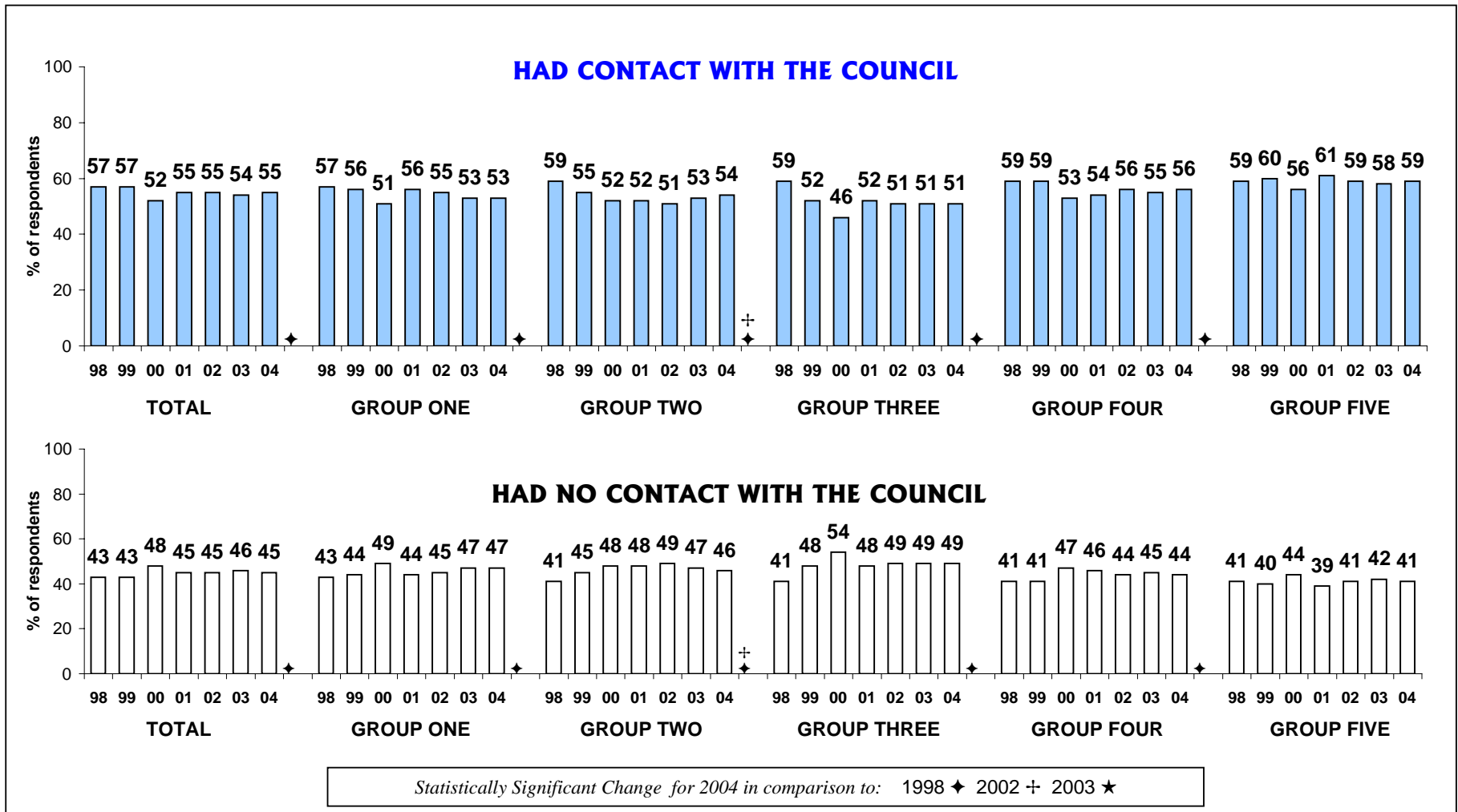


CHART 7

ANNUAL COMMUNITY SATISFACTION SURVEY 2004 - STATEWIDE RESULTS
KEY PERFORMANCE INDICATORS FOR 2004 - COMPARED WITH 1998 TO 2003
- EXPERIENCED CUSTOMER CONTACT -



There has been an improvement of 3% on the results for Group One (up to 84% "excellent, good and adequate" in 2004 compared with 81% in 2003). Further, there was a 2% drop in the proportion who were seeking improvement amongst Group One respondents (17% compared with 19% in 2003).

The results for Group Two are also very encouraging, with an improvement of 2% this year (82% "excellent, good and adequate" compared with 80% in 2003). There has also been a corresponding 2% decline in the proportion of "needs improvement" ratings (19% in 2004 compared with 21% in 2002). It should be noted however, that the proportions of "needs improvement" ratings for Group Two on this measure have vacillated in this range since 2000.

The other three groups have not shown significant change at the 99% confidence level on this measure.

As in previous years there was no significant difference between the percentage "excellent, good and adequate" for Metropolitan in comparison to the Country results.

Experienced Customer Contact

Just over half of respondents (55%) have contacted their council in the past twelve months and Group Five respondents are more likely than others to contact their council (59%). This result has remained stable across the past four years (see **Chart 7 opposite**). 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:

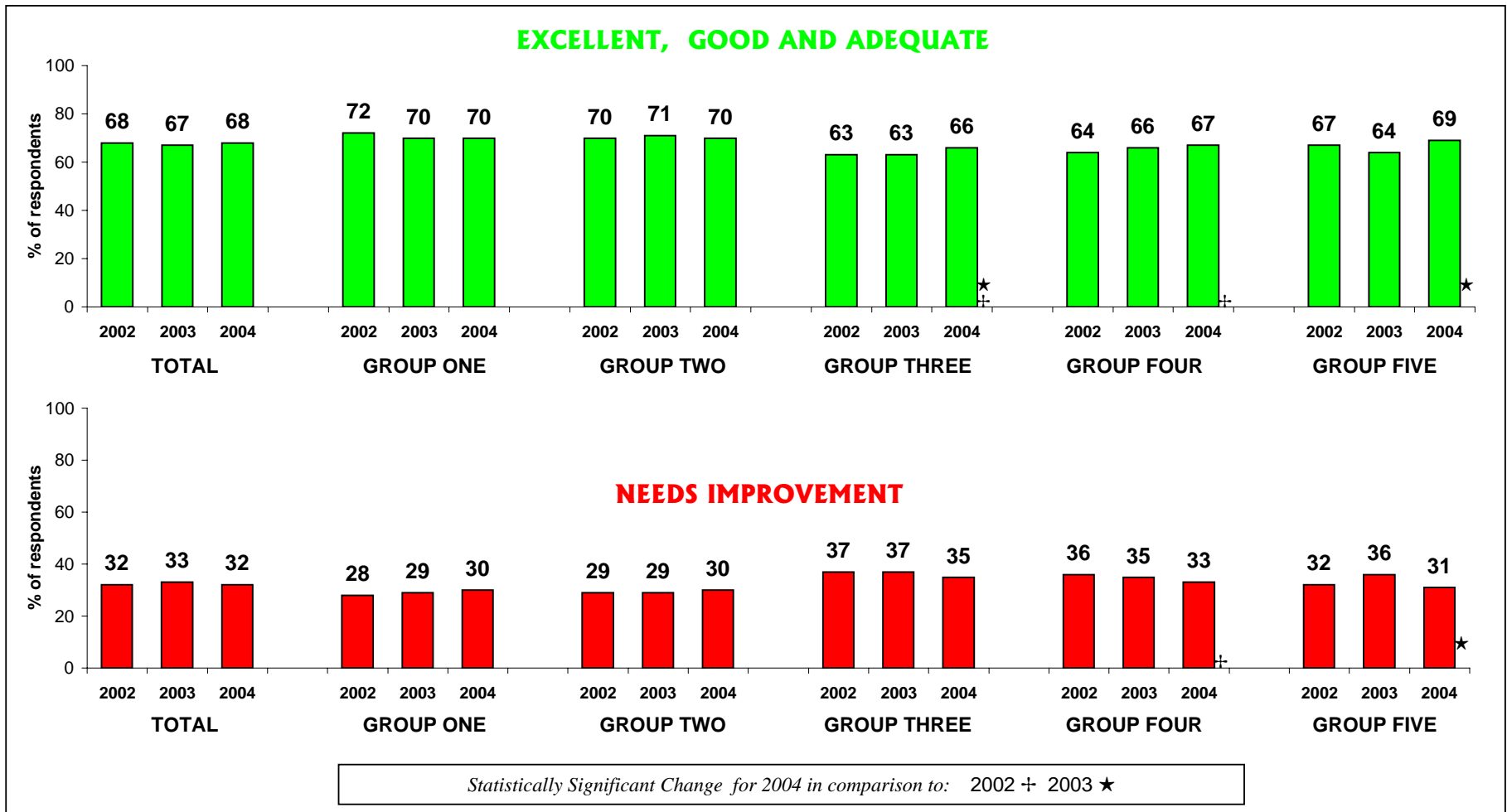
- ◆ Farming households (59% "contacted the council")
- ◆ Aged 35-49 years (60%)

In contrast, those who were the least likely to make contact with their Council were:

- ◆ Interviewed in a Language Other Than English (84% "no contact")
- ◆ Renting (56%)
- ◆ Aged 65 years plus (53%)

CHART 8

ANNUAL COMMUNITY SATISFACTION SURVEY 2004 - STATEWIDE RESULTS
KEY PERFORMANCE INDICATORS FOR 2004 - COMPARED WITH 1998 TO 2003
- COMMUNITY ENGAGEMENT -



3.1.5 COMMUNITY ENGAGEMENT

Chart 8 opposite shows the 2004 results for the “excellent, good and adequate” and “needs improvement” ratings for Community Engagement. This is the third year that this Key Performance Indicator has been measured.

There was a slight (although not statistically significant) change in results from 2002 to 2003. In 2004, the overall Statewide ratings have returned to the same levels as in 2002. While two thirds of respondents feel that their council’s performance on Community Engagement is “excellent, good and adequate” (68%) the remaining third feel there is room for improvement (32%).

There has been significant positive change on this dimension in Group Three (up 3% to 66% “excellent, good and adequate” and Group Five (up 5% to 69% in 2004). Further, the latter has also shown a statistically significant positive change in the proportion who were seeking improvement (down 5% to 31% in 2004).

There has also been a statistically significant positive change for the combined Country results this year (68% “excellent, good and adequate” compared with 65% in 2003 and 32% “needs improvement” compared with 35% in 2003). Metropolitan results have remained stable.

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

- ◆ Interviewed in Language Other Than English (80% “excellent, good and adequate”)
- ◆ Renting (73% “excellent, good and adequate”)
- ◆ Aged 18-34 years (77%)

Those Aged 50-64 years were the most likely to feel there was room for improvement (35% “needs improvement”), followed by those Aged 35- 49 years (33%).

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).

CHART 9
**ANNUAL COMMUNITY SATISFACTION SURVEY 2004 - STATEWIDE RESULTS
REASONS "NEEDS IMPROVEMENT"**
- OVERALL PERFORMANCE -

	N=	TOTAL	GROUP ONE	GROUP TWO	GROUP THREE	GROUP FOUR	GROUP FIVE
		3786	711	802	514	888	871
		%	%	%	%	%	%
ISSUES ATTRACTING MODERATE LEVELS OF FEEDBACK							
✦ Favour certain areas in Local Government Area over others		14	5	8	17	20	20
✦ Decline in standard of service generally provided by council		10	12	11	9	10	7
✦ Local roads and footpaths		10	9	11	7	9	13
✦ They make up their own minds despite community consultation/ don't listen to community		10	8	10	13	9	12
✦ Town planning policy and approvals		9	11	8	4	12	9
✦ Communicating/leading discussion with community		9	11	9	9	9	10
✦ Rates are not giving value for money		9	10	9	7	10	8
ISSUES ATTRACTING LOW LEVELS OF FEEDBACK							
✦ Council too focussed on internal politics/don't achieve outcomes		8	6	8	14	9	4
✦ Waste/spend too much money/poor financial management/in debt		8	6	6	11	10	6
✦ Traffic management and parking facilities		6	14	7	7	3	3
✦ Appearance of public areas including foreshore		5	9	6	4	3	4
✦ Economic development		5	2	4	6	5	8
✦ Service not as good as other councils		4	5	6	1	3	3
✦ Recreational facilities		4	4	7	4	4	3
✦ Customer contact		4	3	4	3	4	3
✦ More resources/better handling of environmental issues		4	2	5	6	4	3
✦ Health and human services		3	5	3	2	2	3
✦ Waste management		3	6	3	1	3	2
✦ Enforcement of By laws		3	4	4	1	2	2
✦ Advocacy - representation to other levels of govt		1	1	1	1	2	2
✦ Crime/drug related problems/violence		1	2	1	1	-	-
✦ Spent too much money on the Civic Centre/building Civic Centre outraged many locals		1	-	-	4	1	-
✦ No specific reason/just don't do anything particularly well		7	5	6	11	7	7
✦ OTHER		17	20	22	13	10	22

Councils were given the choice as to whether they would participate in gathering this additional information (**Option B**) and in 2004 fifty-four of the seventy-six participating councils chose to do so. These councils were:

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

◆ **Overall Performance**

Chart 9 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).

Overall, there were 3,786 respondents who gave a reason for rating Overall Performance as "needing improvement". This represents 14% of all the respondents interviewed on a Statewide basis. The most commonly mentioned issue was that "Council favours certain areas in the Local Government Area over others" (14%). Country respondents in Group Four and Group Five were the most likely to feel this way (both 20%).

There was one tenth of respondents who feel that there has been a "decline in the standard of service generally" and that the "council makes up their own minds despite community consultation" (both 10%). A further tenth were seeking improvement with regards to "local roads and footpaths" and respondents from Group Five were most likely to make a comment that fell into this category (13%) as were those from Farming Households (17%).

Issues to do with "Town planning, policy and approvals" was mentioned by 9% of dissatisfied respondents on a Statewide level, and those from Group Four were more likely to mention these than others (12%). Further, those who were rating Council on a "secondary" residence were much more likely than others to make a comment that fell into this category (27%).

There was 9% who were seeking improvement on Council's current level of "communicating with the community" and 9% who feel that they do not get "value for their rates".

CHART 10

**ANNUAL COMMUNITY SATISFACTION SURVEY 2004 - STATEWIDE RESULTS
REASONS "NEEDS IMPROVEMENT"**

- ADVOCACY -

	N=	TOTAL	GROUP ONE	GROUP TWO	GROUP THREE	GROUP FOUR	GROUP FIVE
		3029 %	591 %	707 %	454 %	610 %	667 %
ISSUES ATTRACTING HIGH LEVELS OF FEEDBACK							
✦ Don't represent the interests of the community		27	29	27	25	24	30
✦ Council does not make sufficient effort		22	19	25	19	23	23
✦ Not sure what the council does/don't communicate effectively		20	26	20	16	22	16
ISSUES ATTRACTING MODERATE LEVELS OF FEEDBACK							
✦ Council represents some areas/services/interests but neglect others		14	10	12	13	16	21
✦ Council doesn't have much influence or impact		13	13	12	16	13	10
✦ Council is more interested in politics than community interests		9	12	11	11	7	6
ISSUES ATTRACTING LOW LEVELS OF FEEDBACK							
✦ Don't consult to gauge community views		8	11	8	4	7	7
✦ Need to lobby harder on key local issues eg. roads/bypass/ring road/farmers/drought relief etc		3	1	2	6	3	5
✦ Didn't lobby effectively on freeway/toll issues etc		2	2	4	2	1	-
✦ Need more/improved public transport		1	-	2	1	-	-
✦ Division within council/infighting/need to be more cohesive		1	-	-	4	-	1
✦ Lobbying skills need improvement/more professional/effective lobbying		1	-	-	1	-	1
✦ Need to assist/protect/encourage local business/industry		1	-	-	2	1	2
✦ OTHER		17	25	19	16	17	10

◆ **Advocacy**

Overall, 3,029 respondents (11% of the Total sample) made a comment regarding why they felt council's performance on Advocacy needed improvement (see **Chart 10 opposite**).

Just over one quarter (27%) felt that their councils "don't represent the interests of the community" while one fifth felt that that "council does not make sufficient effort" (22%) or that they are "not sure what the council does because they don't communicate effectively" (20%). The latter was more likely to be mentioned by respondents from Group One (26%).

Those who rated their Council on a "secondary" residence were more likely than others to feel that their council does not "represent the interest of the community" (46%), while the younger age brackets were more likely to say that they do not know what the council does, viz:

- ❖ Aged 18-34 years (25%)
- ❖ Aged 35-49 years (23%)

A further 14% felt that "council represents some areas, services or interests but neglect others" and Group Five respondents were statistically significantly more likely to mention this (21%). A further tenth felt that the "Council doesn't have much influence or impact" and that "Council is more interest in politics than community interests" (9%).

◆ **Customer Contact**

There were 1,972 respondents who gave a reason as to their negative rating on Customer Contact (see **Chart 11 overleaf**). This was 7% of the Total Statewide sample.

One third of respondents felt that their council "lacked follow up" (33%) and that they "took too long to respond" (31%). One quarter (24%) said that they thought the council was "not interested in helping, didn't take an interest". There was also 17% who said that the people they dealt with were "impolite or rude" and 15% said that the "issue was not resolved in a satisfactory manner".

CHART 11

**ANNUAL COMMUNITY SATISFACTION SURVEY 2004 - STATEWIDE RESULTS
REASONS "NEEDS IMPROVEMENT"**

- CUSTOMER CONTACT -

	N=	TOTAL	GROUP ONE	GROUP TWO	GROUP THREE	GROUP FOUR	GROUP FIVE
		1972 %	447 %	468 %	244 %	386 %	427 %
ISSUES ATTRACTING HIGH LEVELS OF FEEDBACK							
✦ Lack of follow up		33	32	33	27	34	37
✦ Took too long to respond		31	29	33	32	31	30
✦ Not interested in helping/didn't take an interest		24	27	26	21	23	23
✦ Impolite/rude manner/tone		17	19	16	16	18	13
✦ Issue not resolved in a satisfactory manner		15	19	18	10	12	14
ISSUES ATTRACTING MODERATE LEVELS OF FEEDBACK							
✦ Passed around departments/not clear who to speak to		13	13	14	14	15	12
✦ Not knowledgeable		10	12	12	8	10	8
ISSUES ATTRACTING LOW LEVELS OF FEEDBACK							
✦ Did not achieve outcome I wanted		5	7	5	5	4	4
✦ Poor customer service/need to improve communication skills/more personal service		2	-	-	7	5	2
✦ Need longer opening hours/after hours contacts		1	-	-	2	1	-
✦ OTHER		11	16	13	5	8	8

CHART 12

**ANNUAL COMMUNITY SATISFACTION SURVEY 2004 - STATEWIDE RESULTS
REASONS "NEEDS IMPROVEMENT"**

- COMMUNITY ENGAGEMENT -

	N=	TOTAL	GROUP ONE	GROUP TWO	GROUP THREE	GROUP FOUR	GROUP FIVE
		5557 %	1290 %	1220 %	864 %	1008 %	1175 %
ISSUES ATTRACTING HIGH LEVELS OF FEEDBACK							
✦ Need to keep community better informed/communicate more		39	44	42	33	37	34
✦ Don't consult sufficiently/effectively		36	35	37	37	34	36
✦ Should consult more with the community/use consultants less/more public meetings		25	30	23	24	23	23
✦ Don't listen to the community/need to take more notice of community's wishes		24	19	21	27	25	28
ISSUES ATTRACTING MODERATE LEVELS OF FEEDBACK							
✦ Need to publicise/promote consultation sessions and inform us of results		9	12	8	9	7	9
ISSUES ATTRACTING LOW LEVELS OF FEEDBACK							
✦ Only pay lip service to issues/need to follow through		7	6	8	5	8	10
✦ Don't take a role in leading discussion/aren't proactive		4	5	4	4	5	3
✦ Need to consult with all people and groups within the Council area		4	1	2	3	6	5
✦ Only talk to the same people		3	3	2	2	3	4
✦ Inconsistent/pick and choose which issues it leads discussion on		3	4	3	2	4	3
✦ Too much council in-fighting/get politics out of it		1	1	1	2	1	1
✦ Takes too long to get things done/not enough action		1	-	1	2	1	3
✦ Communicate more regularly via newsletter/surveys/local papers/shopping centres/door knocks		1	2	1	1	1	2
✦ OTHER		10	13	12	9	8	9

◆ **Community Engagement**

Chart 12 opposite details the results for Community Engagement. In all, 5,557 respondents gave a reason why they felt their council needed to improve in this area and this was 21% of the Total Statewide sample.

Four in ten said that their council “need to keep the community informed, need to communicate more” (39%). Respondents from Group One were most likely to feel this way (44%) as were those Aged 18-34 years (49%).

One third (36%) feel that their Council “does not consult sufficiently or effectively” while one quarter (25%) feel that the Council “should consult more with the community, use consultants less, more public meetings”. The latter was more likely to mentioned by respondents in Group One (30%). There was also 24% who said that their Council “don’t listen to the community” and 28% of those who made a comment from Group Five felt this way.

CHART 13

ANNUAL COMMUNITY SATISFACTION SURVEY 2004 - STATEWIDE RESULTS

KEY PERFORMANCE AREAS MEAN RESULTS FOR 2004 - COMPARED WITH 1998 TO 2003

	TOTAL								Significant Change									GROUP ONE								Significant Change									GROUP TWO								Significant Change							
	1998	1999	2000	2001	2002	2003	2004	98/99	99/00	00/01	01/02	02/03	03/04	98/04	1998	1999		2000	2001	2002	2003	2004	98/99	99/00	00/01	01/02	02/03	03/04	98/04	1998	1999	2000	2001		2002	2003	2004	98/99	99/00	00/01	01/02	02/03	03/04	98/04						
Waste management	3.26	3.32	3.41	3.48	3.50	3.58	3.61								3.64	3.68	3.71	3.71	3.75	3.76	3.74									3.40	3.52	3.60	3.63	3.59	3.62	3.77														
Health and human services	3.32	3.41	3.64	3.65	3.67	3.66	3.58								3.25	3.38	3.53	3.57	3.58	3.57	3.49									3.19	3.34	3.58	3.52	3.54	3.54	3.46														
Appearance of public areas	3.21	3.27	3.44	3.47	3.48	3.46	3.48								3.25	3.34	3.44	3.44	3.47	3.43	3.46									3.06	3.10	3.31	3.32	3.30	3.29	3.33														
Recreational facilities	3.19	3.24	3.40	3.40	3.44	3.44	3.43								3.43	3.48	3.66	3.67	3.68	3.66	3.69									3.16	3.21	3.43	3.45	3.51	3.47	3.46														
Enforcement of By laws	3.02	3.07	3.24	3.24	3.22	3.19	3.25								3.05	3.09	3.21	3.20	3.21	3.20	3.24									2.99	3.08	3.19	3.21	3.18	3.15	3.21														
Economic development	2.62	2.76	2.86	2.88	2.96	2.99	3.05								2.86	2.98	3.06	3.02	3.08	3.13	3.20									2.68	2.86	2.92	2.96	3.00	3.05	3.08														
Traffic management & parking facilities	2.94	2.99	3.07	3.03	3.02	3.00	3.00								2.88	2.94	2.97	2.95	2.90	2.91	2.91									2.82	2.89	2.97	2.95	2.96	2.98	2.94														
Town planning policy and approvals	2.80	2.85	3.02	3.07	3.05	2.96	2.95								2.75	2.76	2.87	2.90	2.94	2.89	2.87									2.85	2.92	3.09	3.09	3.15	3.04	3.05														
Local roads and footpaths	2.63	2.66	2.75	2.77	2.75	2.78	2.75								2.98	3.03	3.12	3.12	3.13	3.11	3.08									2.69	2.72	2.89	2.86	2.86	2.89	2.87														

	GROUP THREE								Significant Change									GROUP FOUR								Significant Change									GROUP FIVE								Significant Change							
	1998	1999	2000	2001	2002	2003	2004	98/99	99/00	00/01	01/02	02/03	03/04	98/04	1998	1999		2000	2001	2002	2003	2004	98/99	99/00	00/01	01/02	02/03	03/04	98/04	1998	1999	2000	2001		2002	2003	2004	98/99	99/00	00/01	01/02	02/03	03/04	98/04						
Waste management	3.36	3.44	3.60	3.64	3.66	3.76	3.74								3.02	3.03	3.12	3.23	3.28	3.36	3.34									2.93	3.00	3.13	3.29	3.32	3.44	3.52														
Health and human services	3.31	3.42	3.69	3.64	3.70	3.68	3.54								3.30	3.39	3.68	3.67	3.70	3.70	3.61									3.45	3.49	3.73	3.76	3.75	3.75	3.69														
Appearance of public areas	3.43	3.51	3.71	3.73	3.70	3.72	3.65								3.15	3.18	3.36	3.42	3.46	3.47	3.46									3.20	3.27	3.45	3.50	3.51	3.46	3.51														
Recreational facilities	3.30	3.36	3.53	3.52	3.60	3.57	3.49								2.99	3.06	3.16	3.20	3.23	3.30	3.24									3.08	3.13	3.29	3.25	3.28	3.29	3.32														
Enforcement of By laws	3.08	3.16	3.36	3.34	3.30	3.34	3.35								2.94	2.98	3.20	3.21	3.17	3.17	3.18									3.06	3.08	3.28	3.27	3.24	3.16	3.26														
Economic development	2.67	2.89	3.00	2.90	3.05	3.08	3.12								2.44	2.58	2.66	2.70	2.82	2.93	2.95									2.51	2.61	2.75	2.88	2.91	2.85	2.98														
Traffic management & parking facilities	2.85	2.92	3.07	2.96	2.84	2.83	2.77								2.99	3.02	3.04	3.07	3.08	3.11	3.05									3.08	3.11	3.26	3.18	3.21	3.12	3.18														
Town planning policy and approvals	2.89	2.99	3.16	3.20	3.11	3.01	2.97								2.69	2.75	2.95	3.01	2.95	2.94	2.84									2.85	2.88	3.09	3.16	3.12	2.94	2.99														
Local roads and footpaths	2.74	2.76	2.88	2.95	2.89	2.93	2.86								2.38	2.36	2.43	2.51	2.46	2.54	2.51									2.43	2.46	2.52	2.53	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

Chart 13 opposite shows the Mean results for each of the Performance Areas over the seven survey years. The green boxes indicate a statistically significant positive change (at the 99% confidence level) while the red boxes indicate a statistically significant negative change. Where there is no colour, the results have shown no significant change.

In comparison to 2003, there were three attributes which have shown statistically significant positive change. They were:

- ◆ Waste Management
 - ❖ 2004 is the second consecutive year that statistically significant change has occurred on this measure.
- ◆ Enforcement of By Laws
 - ❖ While 2003 saw a decline on this measure, the 2004 result is now slightly above that of 2002. This is a very positive change.
- ◆ Economic Development
 - ❖ Results for Economic Development continue to be very positive, with 2004 being the third consecutive year that statistically significant improvement has occurred.

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

- ◆ Health and human services
 - ❖ Change on this dimension is of some concern. Results are higher than in 1998 and 1999, but lower than every other year the survey has been conducted. Further, this negative change has occurred across the five groups.
- ◆ Local roads and footpaths
 - ❖ The results for this measure improved in 2003 and has now returned to the 2002 levels.

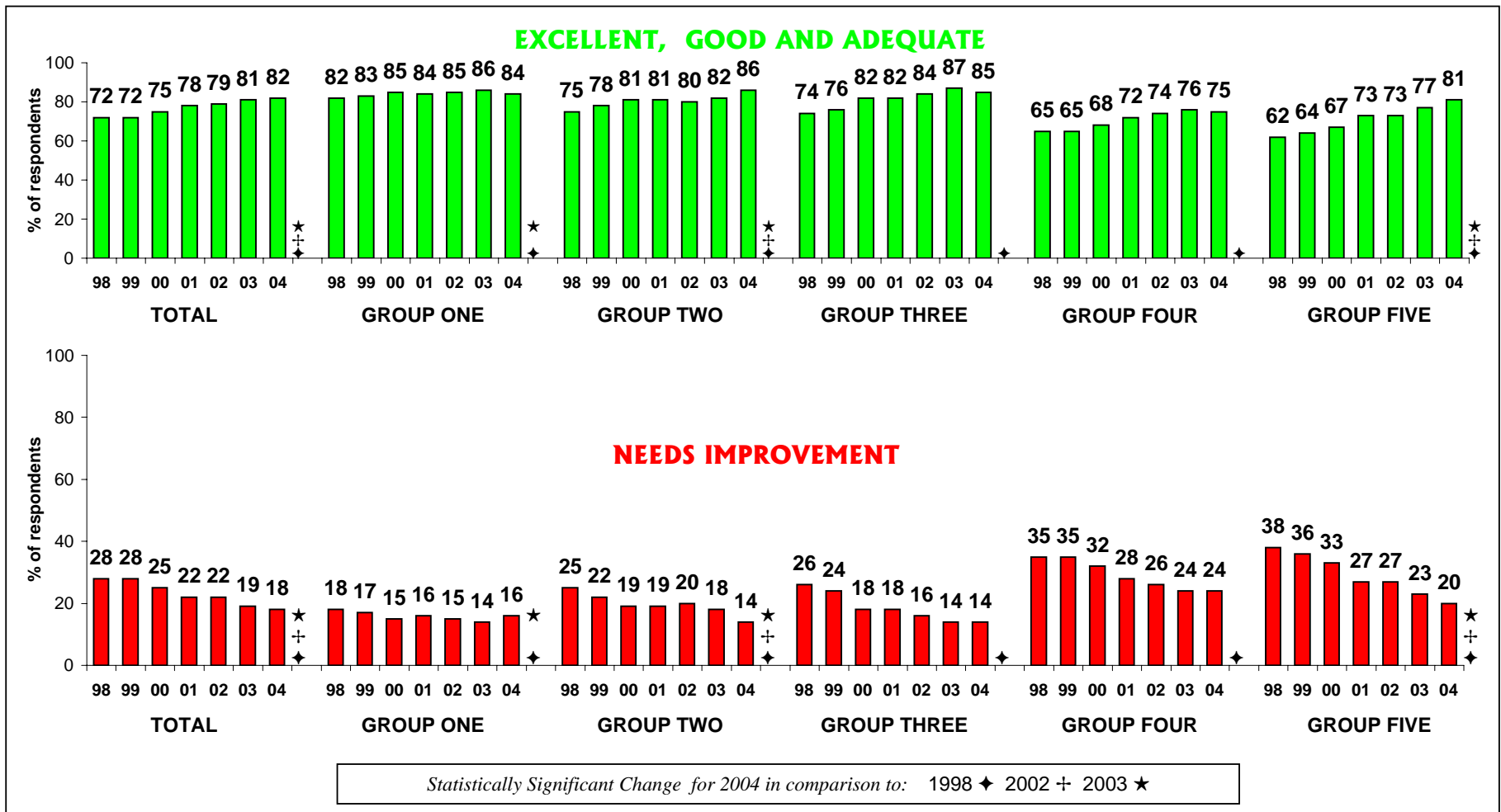
Despite the decline since 2003 for these two attributes, it is still a positive result that in comparison to 1998, all nine attributes continue to show statistically significant improvement.

Statistically significant changes since 2003 across the groups are highlighted below:

- ◆ Group One
 - ❖ Economic Development has improved statistically significantly for the third year in a row. There has been decline with regards to Health and Human Services.
- ◆ Group Two
 - ❖ Positive change has occurred with regards to Waste Management and Enforcement of By Laws. Negative change has occurred for Health and Human Services.
- ◆ Group Three
 - ❖ Results for Group Three are of some concern with decline evident across four attributes. Health and Human Services, Appearance of Public Areas, Recreational Facilities and Local Roads and footpaths all have statistically significantly less positive results than those of 2003.
- ◆ Group Four
 - ❖ In 2003, there were four attributes which had improved statistically significantly. One of these attributes, Recreational Facilities, has declined this year and returns to the levels of 2002. It is of some concern that three other attributes have declined this year. They were Health and Human Services, Traffic Management and Parking Facilities and Town Planning Policy and Approvals.
- ◆ Group Five
 - ❖ Results for Group Five are very positive this year. In 2003, five attributes declined. These five attributes were Appearance of Public Areas, Enforcement of By Laws, Economic Development, Traffic Management and Parking Facilities and Town Planning Policy and Approvals. In 2004, all five have improved statistically significantly in comparison to 2003. It is particularly pleasing that the improvement evident on Economic Development has also surpassed the result achieved in 2002.

CHART 14

**ANNUAL COMMUNITY SATISFACTION SURVEY 2004 - STATEWIDE RESULTS
KEY PERFORMANCE INDICATORS FOR 2004 - COMPARED WITH 1998 TO 2003
- WASTE MANAGEMENT -**



Further, Waste Management has improved statistically significantly in 2004 and this is the second consecutive year that improvement on this measure has occurred. The only decline was for Health and Human Services.

The chart **opposite** and those **which follow** show the “excellent, good and adequate” and “needs improvement” results for the nine Key Service Areas for the seven years (1998 to 2004). The attributes are listed below in descending order of performance ratings. It should be noted that all statistically significant differences are calculated at the 99% confidence level.

Chart 14 opposite shows the results for Waste Management.

- ◆ **Waste management** **82% excellent, good and adequate**
18% needs improvement

- ❖ For the second consecutive year, ratings for Waste Management have improved statistically significantly at the 99% confidence level. This is an excellent result. In 2004, 82% of respondent Statewide feel their Council’s performance on this measure is “excellent, good and adequate”. Further, the “needs improvement” ratings have also shown improvement (down 1% to 18% in 2004).

- ❖ This positive change has been driven by improvements for Groups Two and Five. In contrast, results for Group One have declined in comparison to 2003.

- ❖ Metropolitan councils tended to be more satisfied on this dimension than their Country counterparts (85% for Groups One and Two compared with 80% for the combined Groups Three, Four and Five).

- ❖ **Sub-groups** which were statistically significantly different to the Total were:
 - Aged 65 years plus (88% “excellent, good and adequate”)
 - Renting (85%)
 - Farming households (25% “needs improvement”)
 - Aged 35-49 years (20%)

CHART 15

ANNUAL COMMUNITY SATISFACTION SURVEY 2004 - STATEWIDE RESULTS
KEY PERFORMANCE INDICATORS FOR 2004 - COMPARED WITH 1998 TO 2003
- HEALTH AND HUMAN SERVICES -

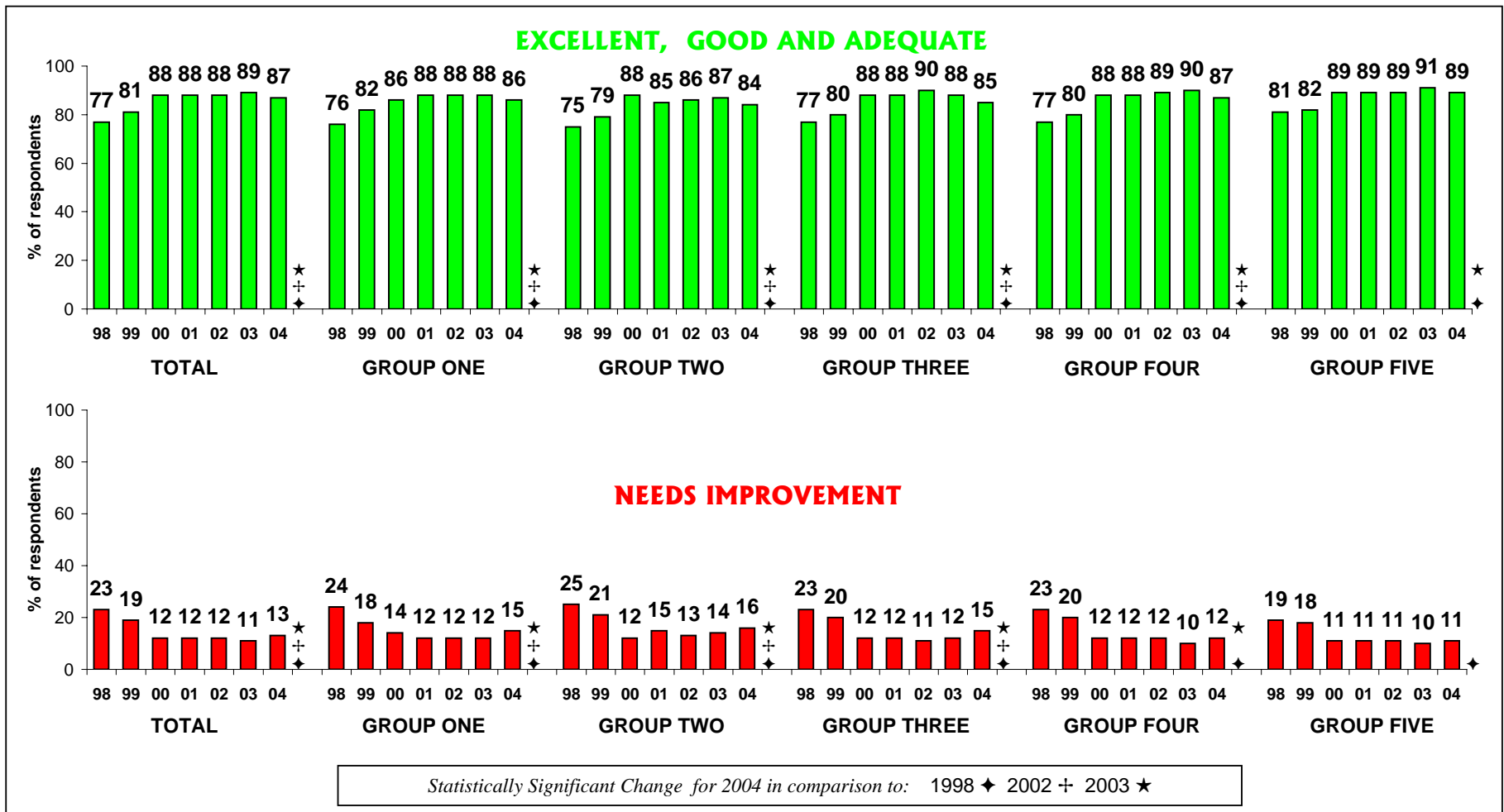


Chart 15 opposite shows the results for Health and human services.

- ◆ **Health and human services 87% excellent, good and adequate
13% needs improvement**
- ❖ While results for Health and human services is still higher than all but one other attribute, it is of some concern that there has been significant decline on this measure in 2004.
- ❖ There has been a 2% decline in the proportion of respondents who feel that their Council's performance is "excellent, good and adequate" (87% in 2004 compared with 89% in 2003). Further, 13% are now seeking improvement and this is 2% higher than in 2003 (only 11%). Both changes are statistically significant at the 99% confidence level.
- ❖ This decline is evident across all five groups, however Group Three has shown the greatest deterioration.
- ❖ Despite these weakening results, Country respondents remain more positive on this dimension than do Metropolitan residents (87% for Country compared with 85% for Metropolitan).
- ❖ **Sub-groups** who displayed statistically significantly different results to the Total were:
 - Aged 65 years plus (90% "excellent, good and adequate")
 - Farming households (90%)
 - Males (89%)
 - Females (15% "needs improvement")
 - Aged 35-49 years (15%)

CHART 16

ANNUAL COMMUNITY SATISFACTION SURVEY 2004 - STATEWIDE RESULTS
KEY PERFORMANCE INDICATORS FOR 2004 - COMPARED WITH 1998 TO 2003
- APPEARANCE OF PUBLIC AREAS -

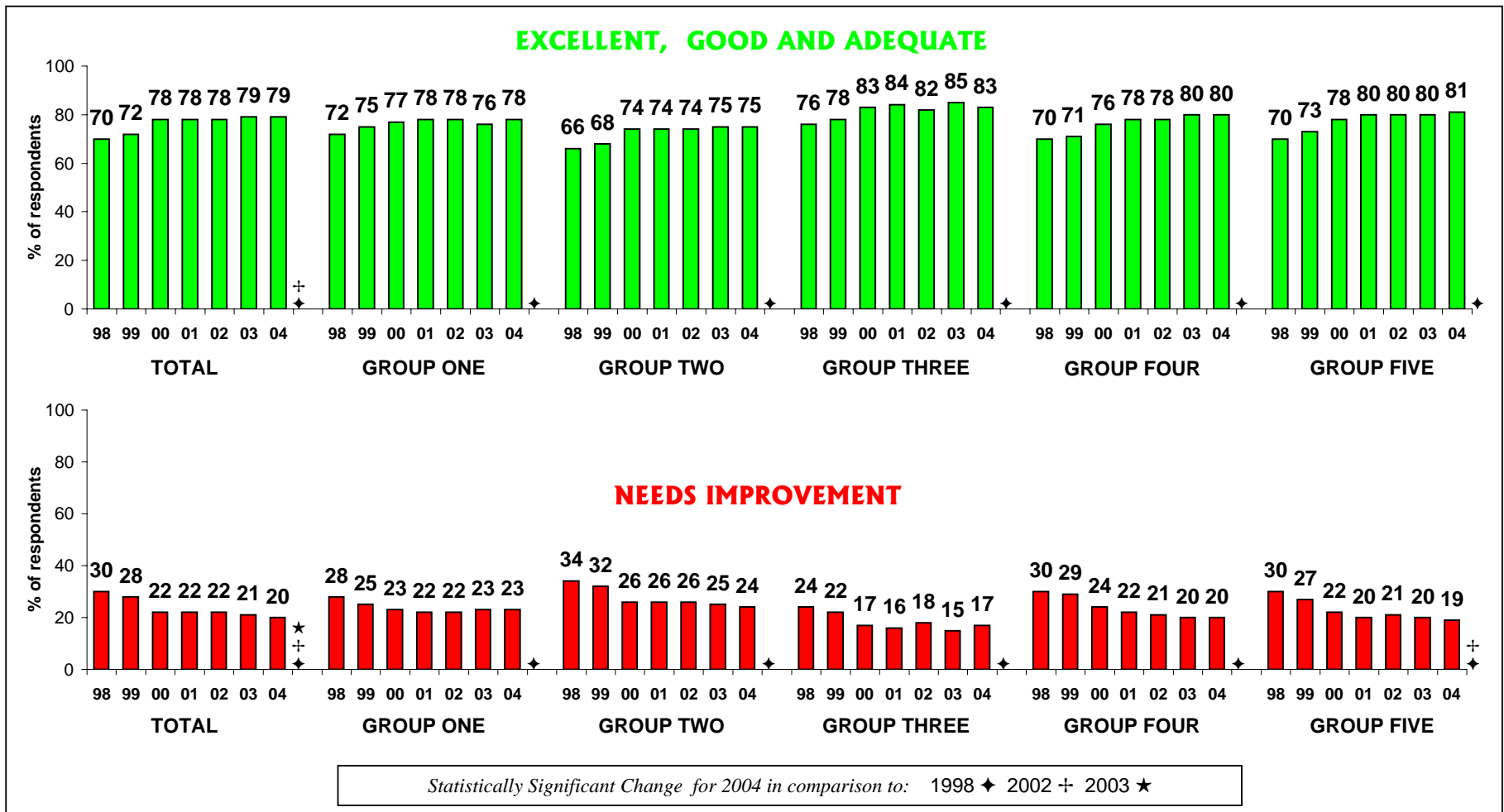


Chart 16 opposite shows the results for Appearance of public areas.

- ◆ **Appearance of public areas 79% excellent, good and adequate
20% needs improvement**
- ❖ There has been no change for the “excellent, good and adequate” results, however the 1% decline on the “needs improvement” ratings represents a statistically significant positive change.
- ❖ Across the groups, no statistically significant changes are evident for either the combined “excellent, good and adequate” results or for the “needs improvement” results.
- ❖ As in past years, Group Three achieved the most positive ratings on this dimension compared with other groups (83% “excellent, good and adequate”). It should be noted that this result is a slight (but not statistically significant) decline on the 2003 result of 85%.
- ❖ Country respondents are more satisfied with regards to the Appearance of public places than were Metropolitan respondents (82% “excellent, good and adequate” for Country and 76% for Metropolitan).
- ❖ The **sub-groups** which were different to the Total were:
 - Farming households (87% “excellent, good and adequate”)
 - Aged 18-34 years (86%)
 - Renting (83%)
 - Aged 50 plus years (23% “needs improvement”)

CHART 17

**ANNUAL COMMUNITY SATISFACTION SURVEY 2004 - STATEWIDE RESULTS
KEY PERFORMANCE INDICATORS FOR 2004 - COMPARED WITH 1998 TO 2003
- RECREATIONAL FACILITIES -**

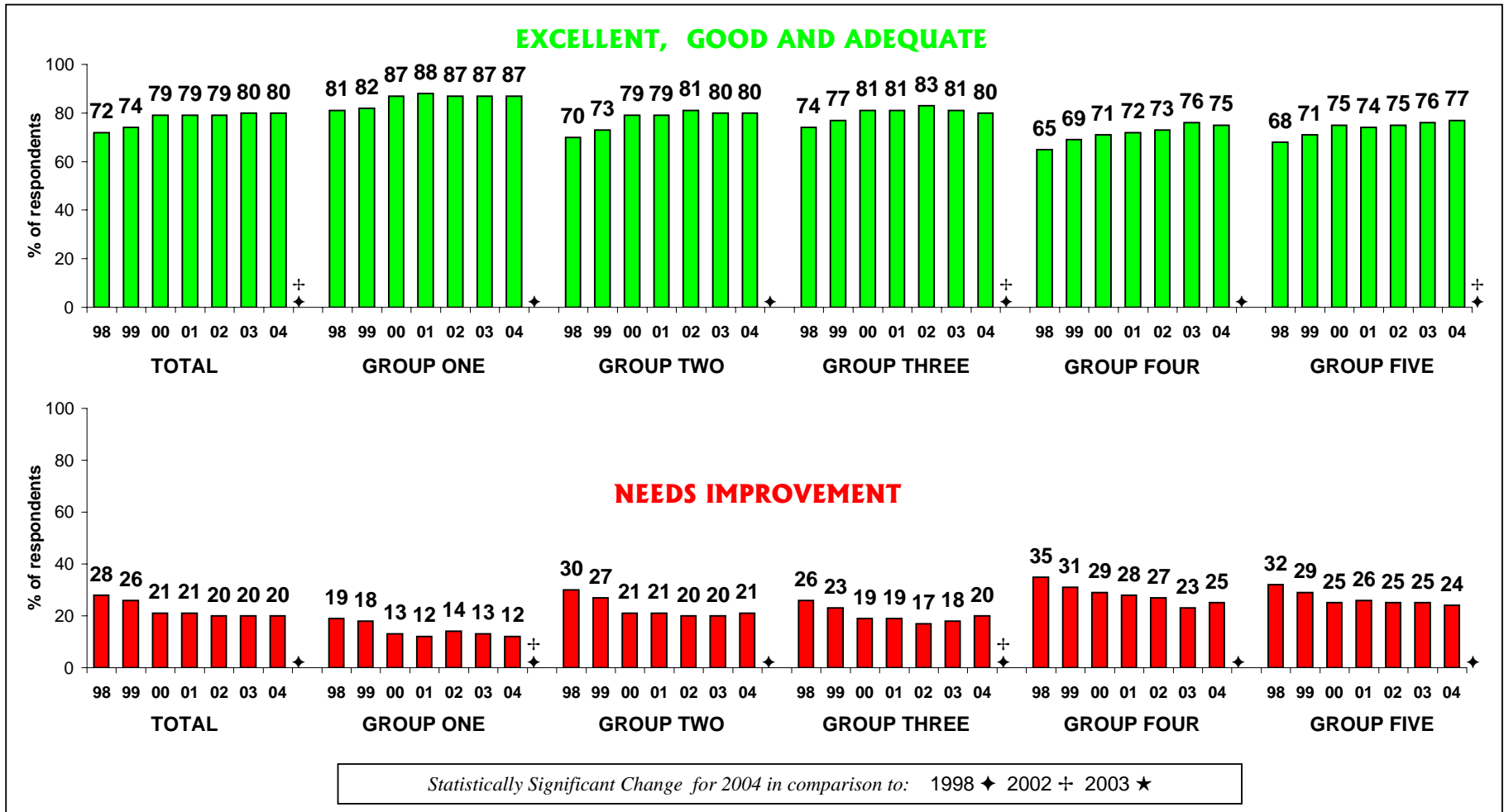


Chart 17 opposite shows the results for Recreational facilities.

- ◆ **Recreational facilities** **80% excellent, good and adequate**
20% needs improvement

- ❖ Results have remained stable in comparison to 2003 (80% “excellent, good and adequate” and 20% “needs improvement”). There have been no statistically significant changes evident across the groups.

- ❖ The most positive results were for Metropolitan councils (83% “excellent, good and adequate” for combined Group One and Two). Country respondents were less satisfied (77%).

- ❖ Respondents who were more likely to rate Recreational facilities as “excellent, good and adequate” were:
 - Aged 65 years plus (85% “excellent, good and adequate”)
 - Renting (82%)
 - Aged 35-49 years (25% “needs improvement”)

CHART 18

ANNUAL COMMUNITY SATISFACTION SURVEY 2004 - STATEWIDE RESULTS
KEY PERFORMANCE INDICATORS FOR 2004 - COMPARED WITH 1998 TO 2003
- ENFORCEMENT OF BY LAWS -

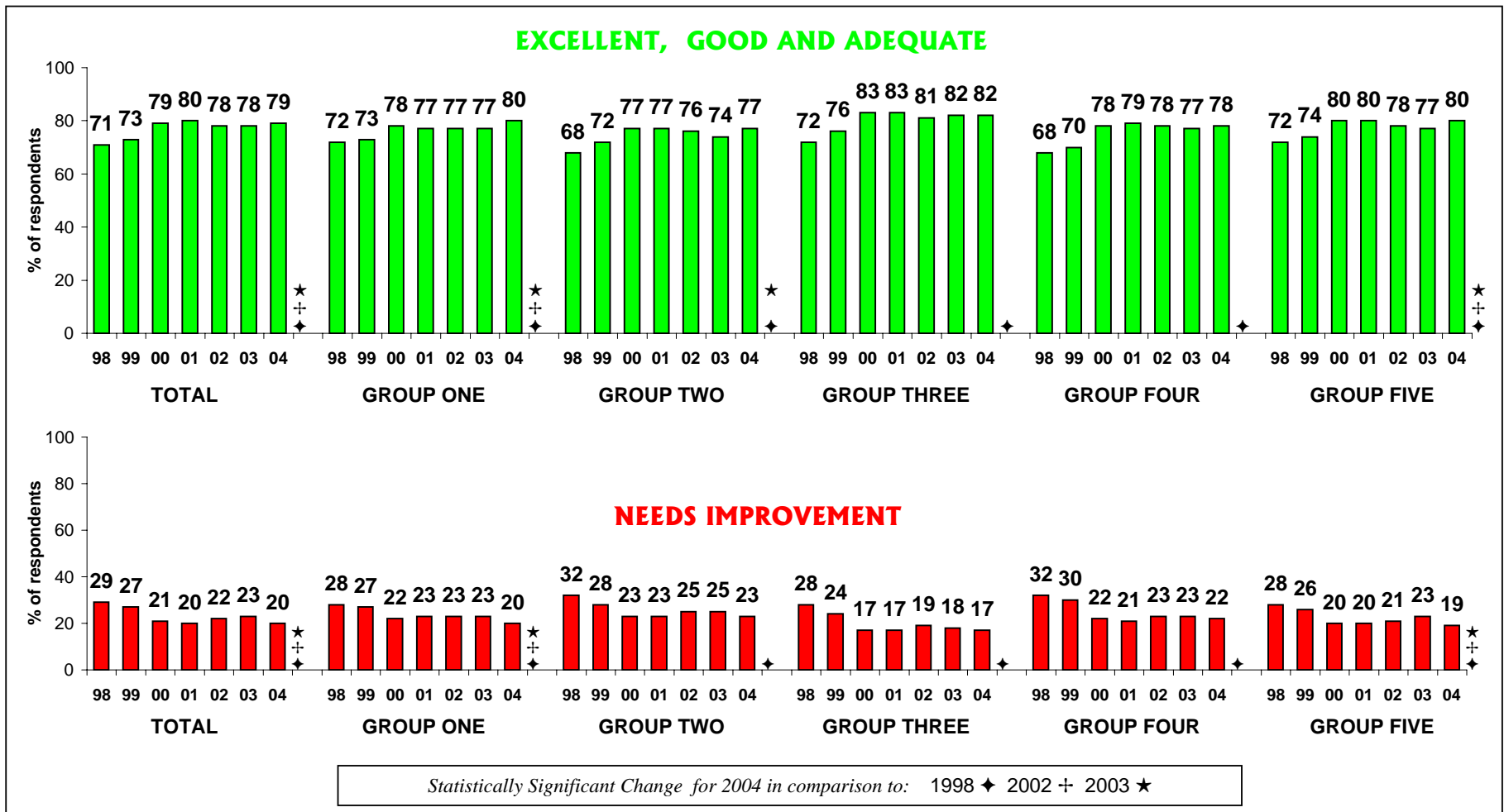


Chart 18 opposite shows the results for Enforcement of By Laws.

- ◆ **Enforcement of By laws 79% excellent, good and adequate
20% needs improvement**

- ❖ Results on this measure are very positive, with statistically significant improvement for “excellent, good and adequate” ratings (up 1% since 2003 to 79%) and the “needs improvement” ratings (down 3% to 20% in 2004).

- ❖ Improvements are evident for Group One (up 3% to 80% “excellent, good and adequate”), Group Two (up 3% to 77%) and Group Five (up 3% to 80%).

- ❖ Country respondents tended to be more satisfied for Enforcement of By Laws (80%) than Metropolitan respondents (78%).

- ❖ The **Sub-groups** which were statistically significantly different to the Total were:
 - Aged 18-34 years (85% “excellent, good and adequate”)
 - Farming households (83%)
 - Renting (82%)
 - Females (81%)
 - Aged 50 plus years (23% “needs improvement”)

CHART 19

ANNUAL COMMUNITY SATISFACTION SURVEY 2004 - STATEWIDE RESULTS
KEY PERFORMANCE INDICATORS FOR 2004 - COMPARED WITH 1998 TO 2003
- ECONOMIC DEVELOPMENT -

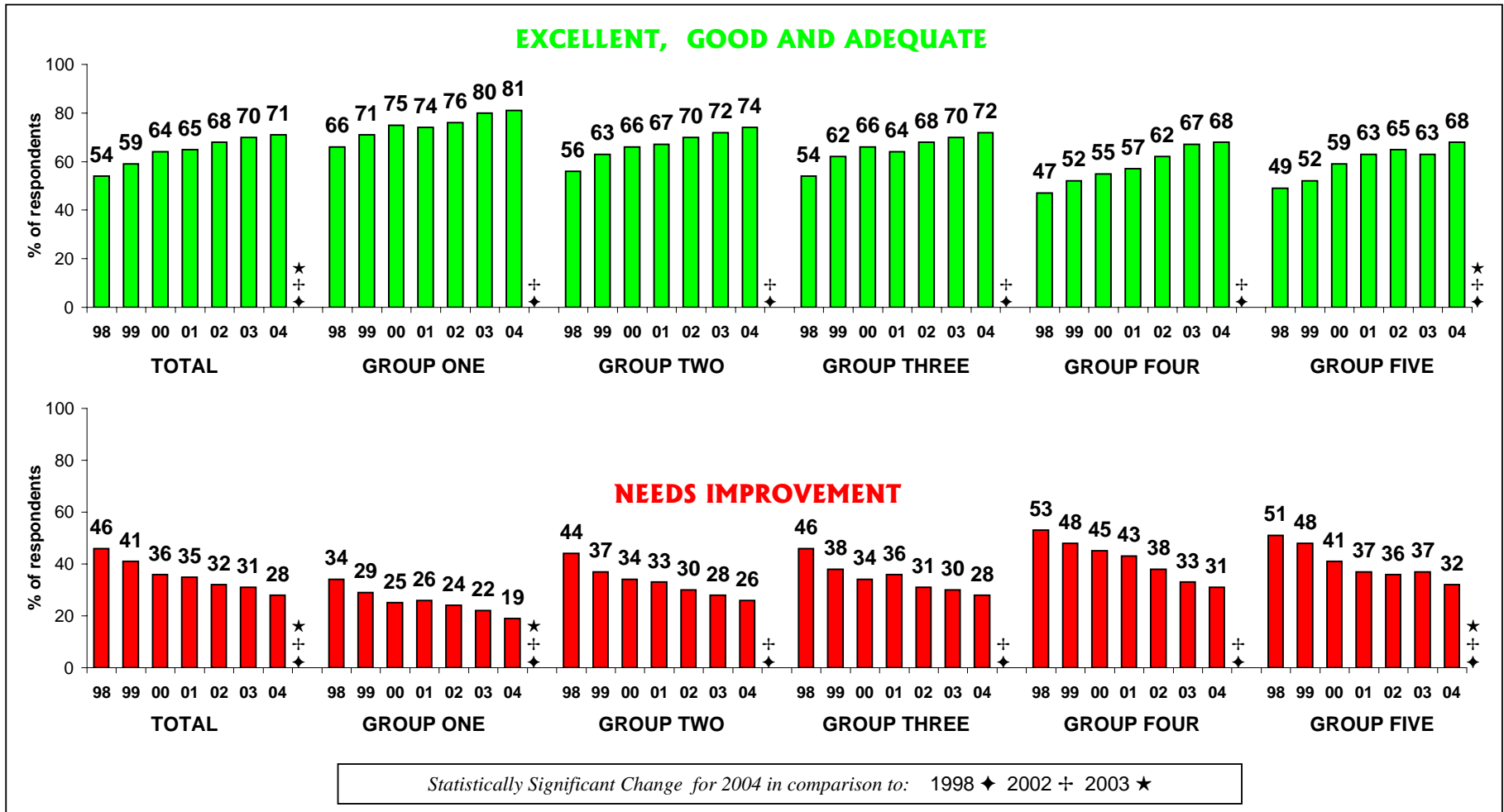


Chart 19 opposite shows the results for Economic development.

- ◆ **Economic development 71% excellent, good and adequate
28% needs improvement**

- ❖ Seven in ten respondents overall rated their council's performance as "excellent, good and adequate" on this dimension (71%). While this result is in line with the 2003 ratings, it is positive to note that there was a statistically significant positive change with regards to the proportion of respondents who rated Economic development as "needs improvement" (down 3% to 28% in 2004).

- ❖ Both Group One and Group Five have shown statistically significant improvements, particularly with regards to the ratings of those who were critical of the service. The proportion of those seeking improvement in Group One has dropped 3% to 19% in 2004, while there has been a 5% drop in Group Five (32% in 2004 compared with 37% in 2003). Further, there has also been quite a dramatic improvement on this measure with regards to the proportion who rated their Council as "excellent, good and adequate" (up 5% to 68% this year).

- ❖ The **sub-groups** which were statistically significantly different to the total were:
 - Aged 18-34 years (81% "excellent, good and adequate")
 - Renting (75%)
 - Aged 50-64 years (32% "needs improvement")
 - Aged 35-49 years (30%)

CHART 20

ANNUAL COMMUNITY SATISFACTION SURVEY 2004 - STATEWIDE RESULTS
KEY PERFORMANCE INDICATORS FOR 2004 - COMPARED WITH 1998 TO 2003
- TRAFFIC MANAGEMENT AND PARKING FACILITIES -

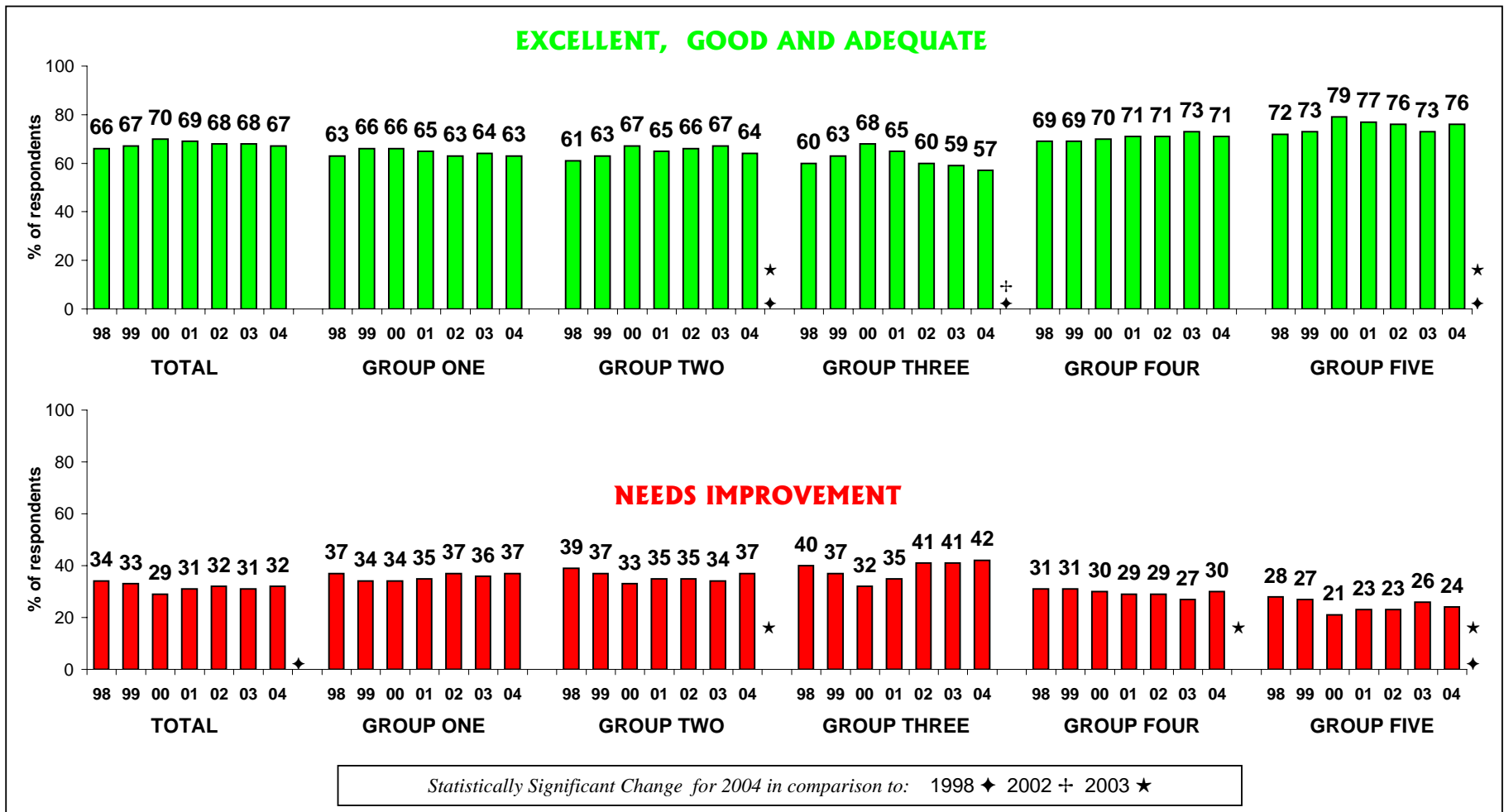


Chart 20 opposite shows the results for Traffic management and parking facilities.

- ◆ **Traffic management and parking facilities** **67% excellent, good and adequate**
32% needs improvement
- ❖ There has been a slight (but not statistically significant) negative change with regards to Traffic Management and parking facilities in 2004. While the combined results for “excellent, good and adequate” have declined by 1% to 67% in 2004, the “needs improvement” ratings have increased by 1% to 32% this year.
- ❖ It is interesting to note that while the overall mean for Group Two has not changed statistically significantly on this measure, the combined “excellent, good and adequate” results have declined significantly (down 3% to 64% in 2004) as have the “needs improvement” ratings (up 3% to 37%). This apparent anomaly is due to the fact that the change has occurred primarily amongst the “adequate” ratings (rather than at the upper end of “excellent or good”) and therefore the change in mean result is not statistically significant.
- ❖ In contrast, Group Four has shown statistically significant decline and these are reflected in the mean results. There has been a 3% increase in the proportion of respondents who are dissatisfied in Group Four (up 3% to 30%).
- ❖ Results for Group Five are very positive, with a statistically significant improvement overall. The proportion of respondents who rated their Council as “excellent, good and adequate” has improved by 3% to 76% this year, while the proportions seeking improvement has declined by 2% to 24%.
- ❖ As in previous years, Country respondents (or more particularly, those from Small Rural Shires) are more satisfied than are Metropolitan residents on this dimension (70% “excellent, good and adequate” for Country compared with 63% for Metropolitan).
- ❖ Sub-groups which showed statistically significant different opinions to the Statewide Total were:
 - Farming households (78% “excellent, good and adequate”)
 - Aged 18-34 years (70%)
 - Aged 35-49 years (34% “needs improvement”)

CHART 21

**ANNUAL COMMUNITY SATISFACTION SURVEY 2004 - STATEWIDE RESULTS
KEY PERFORMANCE INDICATORS FOR 2004 - COMPARED WITH 1998 TO 2003
- TOWN PLANNING POLICY AND APPROVALS -**

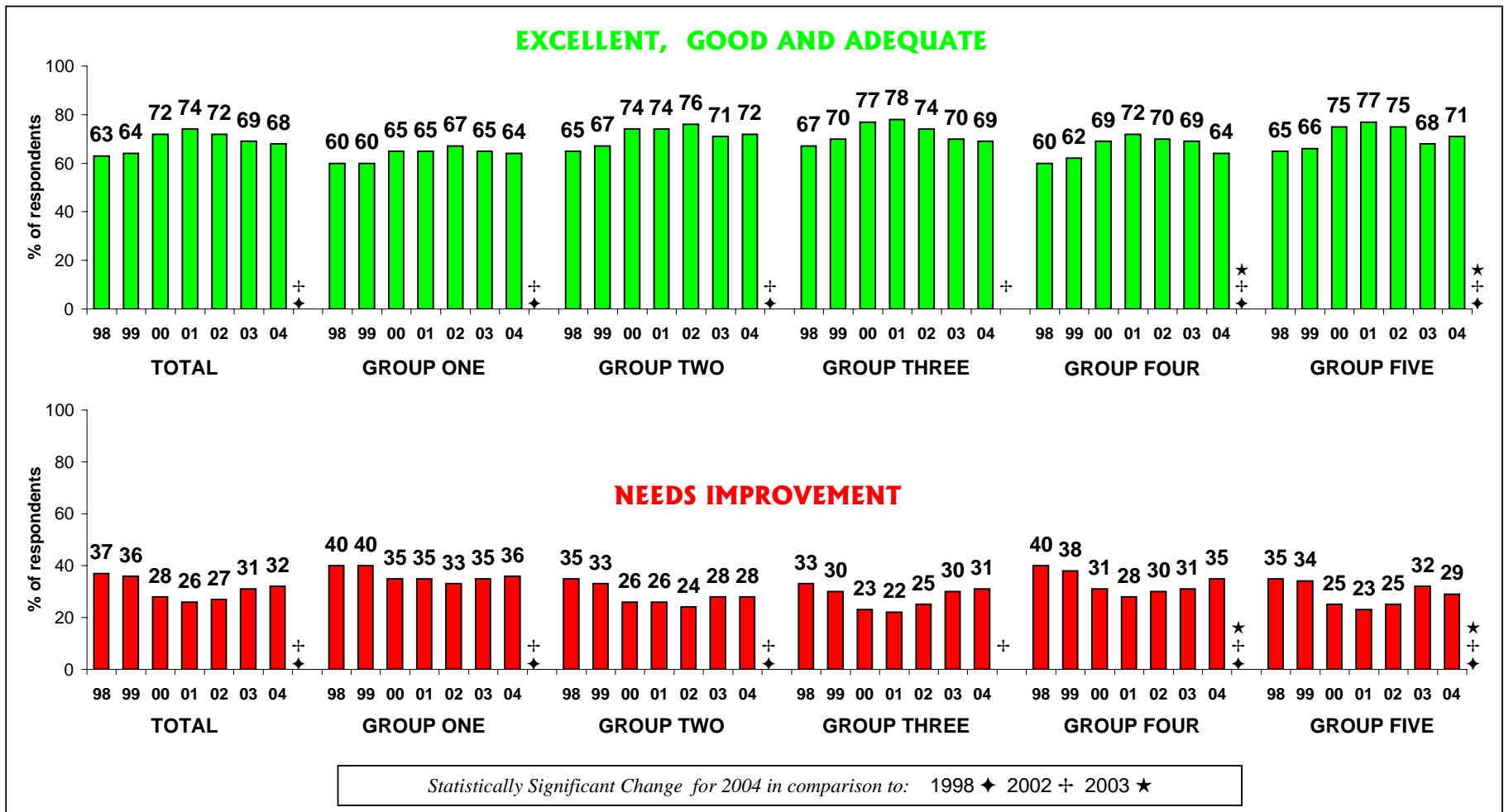


Chart 21 opposite shows the results for Town planning policy and approvals.

◆ **Town planning policy and approvals 68% excellent, good and adequate
32% needs improvement**

- ❖ While not statistically significant at the 99% confidence level, there has been a slight decline on this measure in comparison to 2003. Two thirds (68%) of respondents rated their Council's performance as "excellent, good and adequate", while 32% feel there is room for improvement. Both results have shown a movement of 1%.
- ❖ Both Group Four and Group Five have shown statistically significant change in comparison to 2003. Group Four have declined (down 5% to 64% "excellent, good and adequate") this year. In contrast, it is very positive that the results for Group Five have improved this year (up 3% to 71%).
- ❖ There is no differences apparent between Metropolitan and Country respondents on this dimension with the combined results for Group One and Two being the same as the combined results for Group Three, Four and Five (both 68% "excellent, good and adequate").
- ❖ The **sub-groups** which showed statistically significantly different opinions to the Total were:
 - Language Other than English (84% "excellent, good and adequate")
 - Aged 18-34 years (78%)
 - Renting (77%)
 - Farming households (72%)
 - Rated council on a "secondary" residence (42% "needs improvement")
 - Aged 50-64 years (36%)

CHART 22

ANNUAL COMMUNITY SATISFACTION SURVEY 2004 - STATEWIDE RESULTS
KEY PERFORMANCE INDICATORS FOR 2004 - COMPARED WITH 1998 TO 2003
- LOCAL ROADS AND FOOTPATHS -

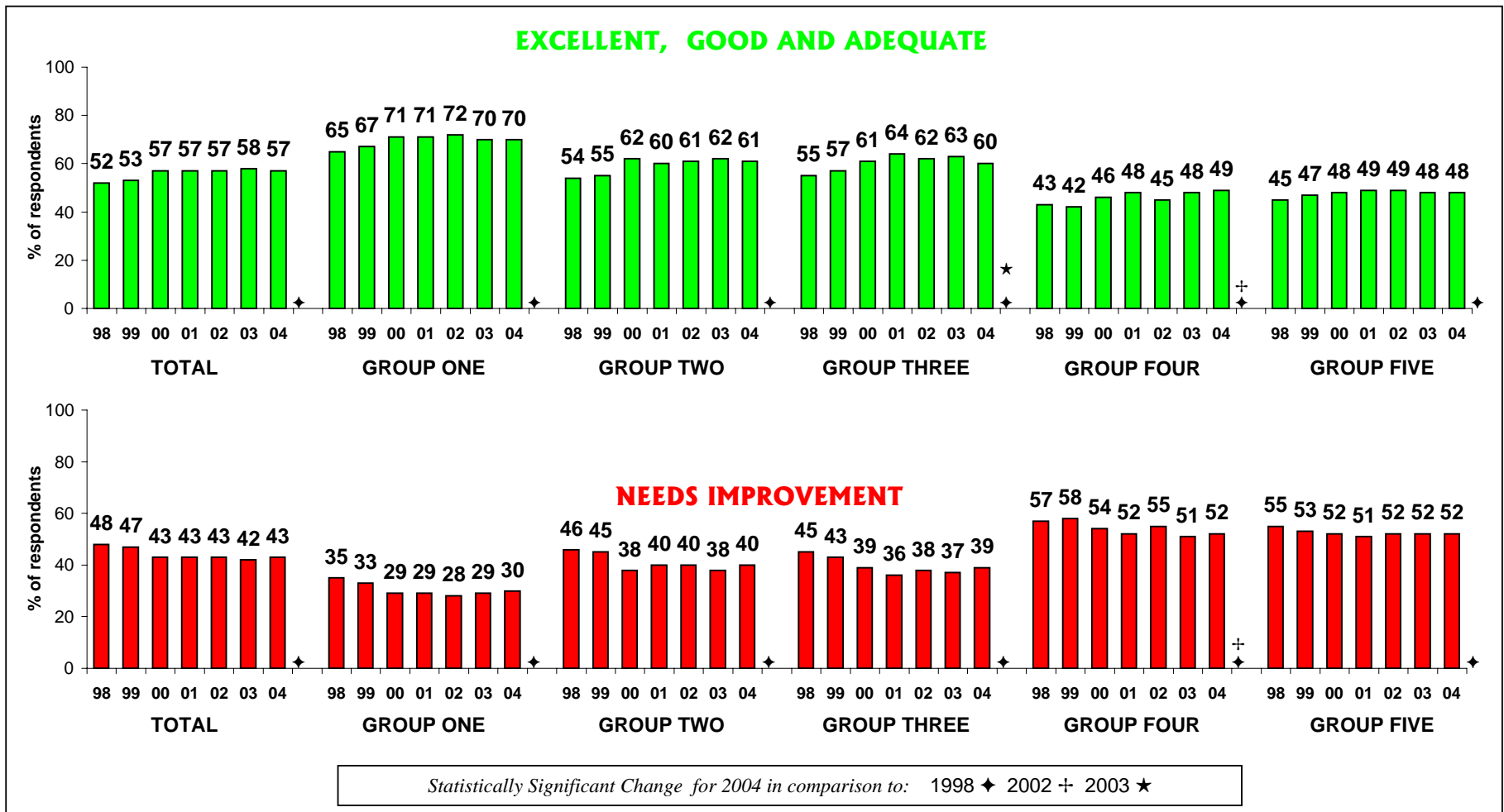


Chart 22 opposite shows the results for Local roads and footpaths.

- ◆ **Local roads and footpaths 57% excellent, good and adequate
43% needs improvement**

- ❖ Resident satisfaction on Local roads and footpaths remains low with less than six in ten respondents being satisfied (57% “excellent, good and adequate”) and almost as many seeking improvement (43%). The statistically significant decline in the performance mean shows that the results have deteriorated still further this year, however the changes in the combined “excellent, good and adequate” and “needs improvement” results are not statistically significant.

- ❖ In terms of the groups, only Group Three has shown statistically significant change and this was a decline of 3% (60% “excellent, good and adequate” in 2004).

- ❖ Two thirds (66%) of residents in the combined Groups One and Two rated their Local roads and footpaths as “excellent, good and adequate”. Clearly, Metropolitan respondents are more satisfied than their Country counterparts (Groups Three, Four and Five) of whom only 51% were satisfied.

- ❖ **Sub-groups** which were different to the Total were:
 - Language Other than English (74% “excellent, good and adequate”)
 - Rated council on a secondary residence (67%)
 - Renting (67%)
 - Aged 18-34 years (66%)
 - Farming households (60% “needs improvement”)
 - Aged 50-64 years (46%)
 - Aged 65 plus years (45%)

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.

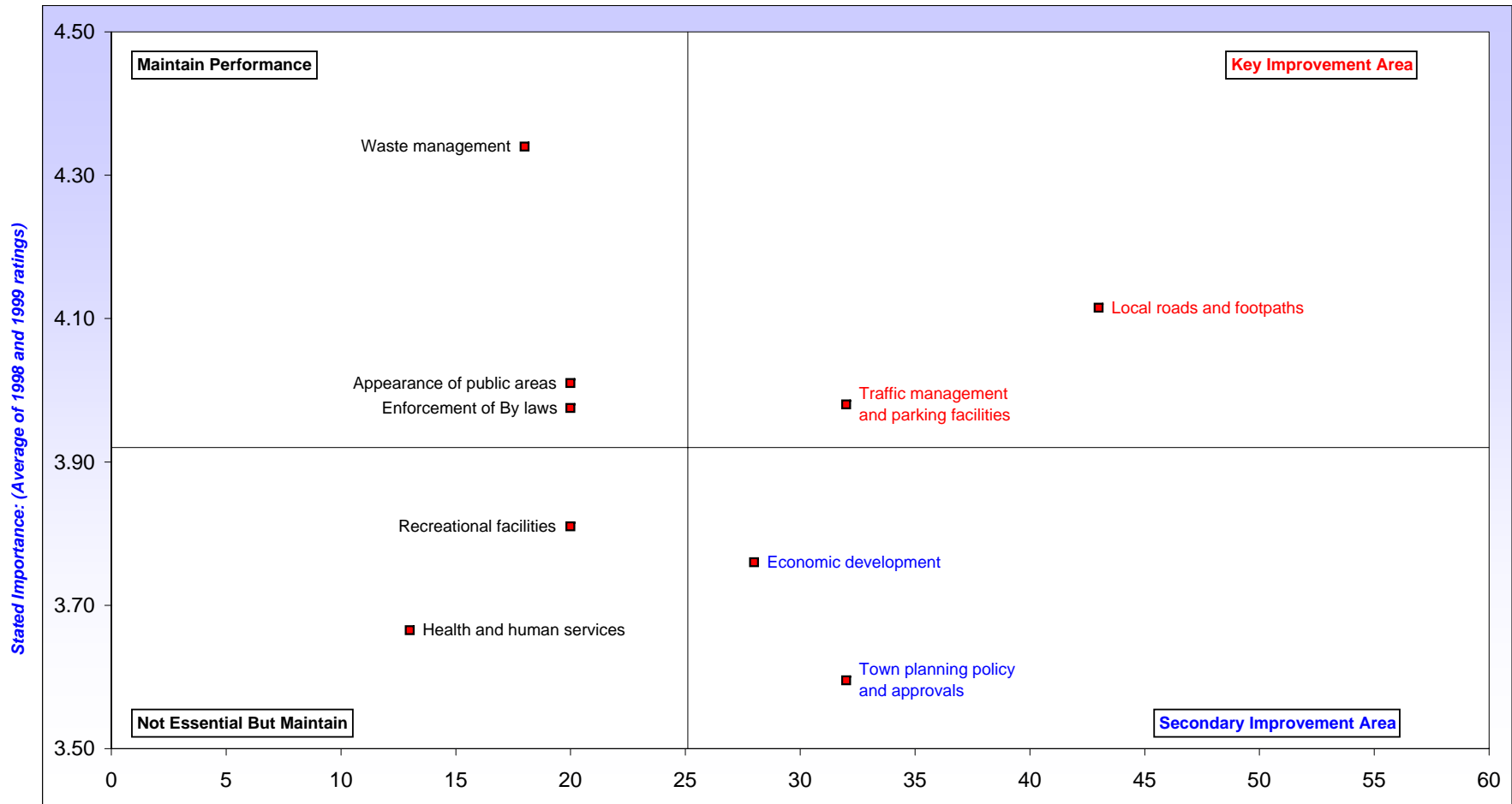
There has been very little change with regards to which attributes fell within each quadrant, although the proportions of respondents seeking improvement have declined since 1998.

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 has done since 2000).
- ◆ With the exception of Group Five, **Traffic management and parking facilities** also fell within the Key Improvement Area for the Total and all the groups. , Groups One, Two and Three in 2003. In 2004, the result is the same however this attribute now also falls within this improvement quadrant for Group Four.
- ◆ Since 2000, **Economic development** has consistently fell within the Secondary Improvement Area. This is true for the Total and across the groups with the exception of Group Three, where it falls within the Key Improvement area as it did in 2003.
- ◆ As in 2003, **Town planning policy and approvals** fell within the Secondary Improvement Area the Total and for all five groups.

CHART 23

ANNUAL COMMUNITY SATISFACTION SURVEY 2004 - STATEWIDE RESULTS KEY SERVICE AREAS - IMPROVEMENT WINDOW TOTAL



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

It is positive that the average proportion of "needs improvement" ratings has decreased quite dramatically in comparison to the 1998 results. Since 2000 however, the change has still been positive, but not as striking.

The average proportion of "needs improvement" ratings for the Statewide results and across each of the five groups over the seven years are shown in the table **below**.

	AVERAGE % "NEEDS IMPROVEMENT"							% CHANGE OVER TIME	
	1998	1999	2000	2001	2002	2003	2004	2003/ 2004	1998/ 2004
TOTAL	34	32	26	26	26	25	25	<i>0</i>	<i>9</i>
Group One	29	27	23	23	23	23	23	<i>0</i>	<i>6</i>
Group Two	35	31	26	26	26	25	25	<i>0</i>	<i>10</i>
Group Three	32	29	23	24	24	24	25	<i>-1</i>	<i>8</i>
Group Four	38	36	31	29	29	27	28	<i>-1</i>	<i>10</i>
Group Five	35	33	28	27	26	28	26	<i>2</i>	<i>9</i>

Since 2003, the Statewide, Group One and Group Two average has remained constant. There has been a 2% improvement in the average proportion of respondent seeking improvement in Group Five. The average results for Group Three and Group Four have declined marginally this year (down 1% in both cases).

In comparison to 1998, the most positive change has occurred for Group Two and Four (overall drop of 10% on the average "needs improvement" ratings). This was followed closely by the Statewide and Group Five results (drop of 9%). Group Three has shown an overall improvement on this measure of 8% and for Group One the improvement has been 6%.

Chart 23 opposite shows the Improvement Window for the Statewide results. The windows for the five groups are shown on the following pages. The attributes which fell within the Improvement Quadrants are detailed below.

◆ STATEWIDE

Key Improvement Area

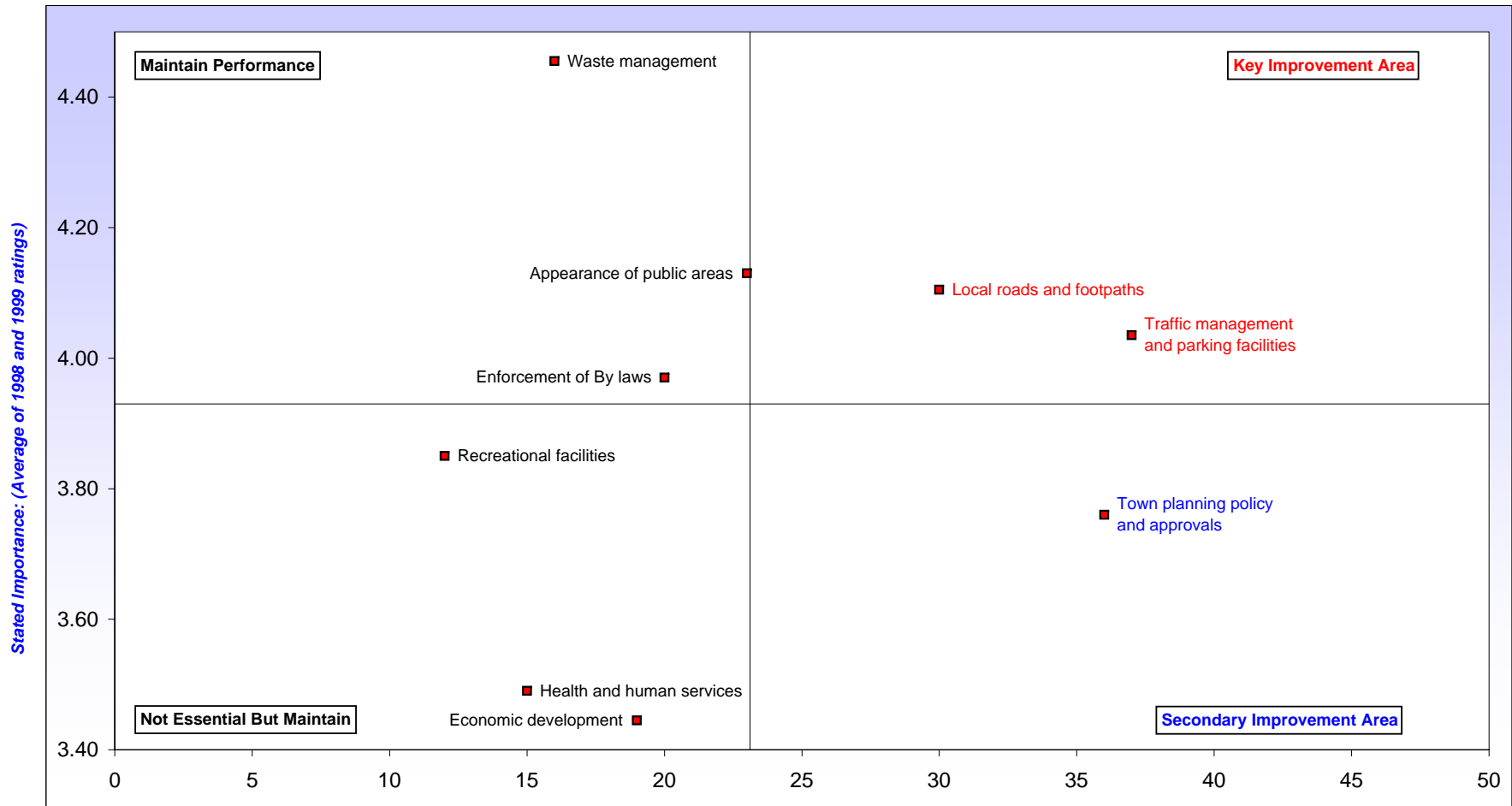
- ❖ Local roads and footpaths
- ❖ Traffic management and parking facilities

Secondary Improvement Area

- ❖ Town planning policy and approvals
- ❖ Economic development

CHART 24

**ANNUAL COMMUNITY SATISFACTION SURVEY 2004 - STATEWIDE RESULTS
KEY SERVICE AREAS - IMPROVEMENT WINDOW
GROUP ONE**



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

◆ **GROUP ONE: Chart 24**

Key Improvement Area

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

Secondary Improvement Area

- ❖ Town planning policy and approvals

◆ **GROUP TWO: Chart 25**

Key Improvement Area

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

Secondary Improvement Area

- ❖ Town planning policy and approvals
- ❖ Economic development

◆ **GROUP THREE: Chart 26**

Key Improvement Area

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

Secondary Improvement Area

- ❖ Town planning policy and approvals

◆ **GROUP FOUR: Chart 27**

Key Improvement Area

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

Secondary Improvement Area

- ❖ Economic development
- ❖ Town planning policy and approvals

CHART 25

**ANNUAL COMMUNITY SATISFACTION SURVEY 2004 - STATEWIDE RESULTS
KEY SERVICE AREAS - IMPROVEMENT WINDOW
GROUP TWO**

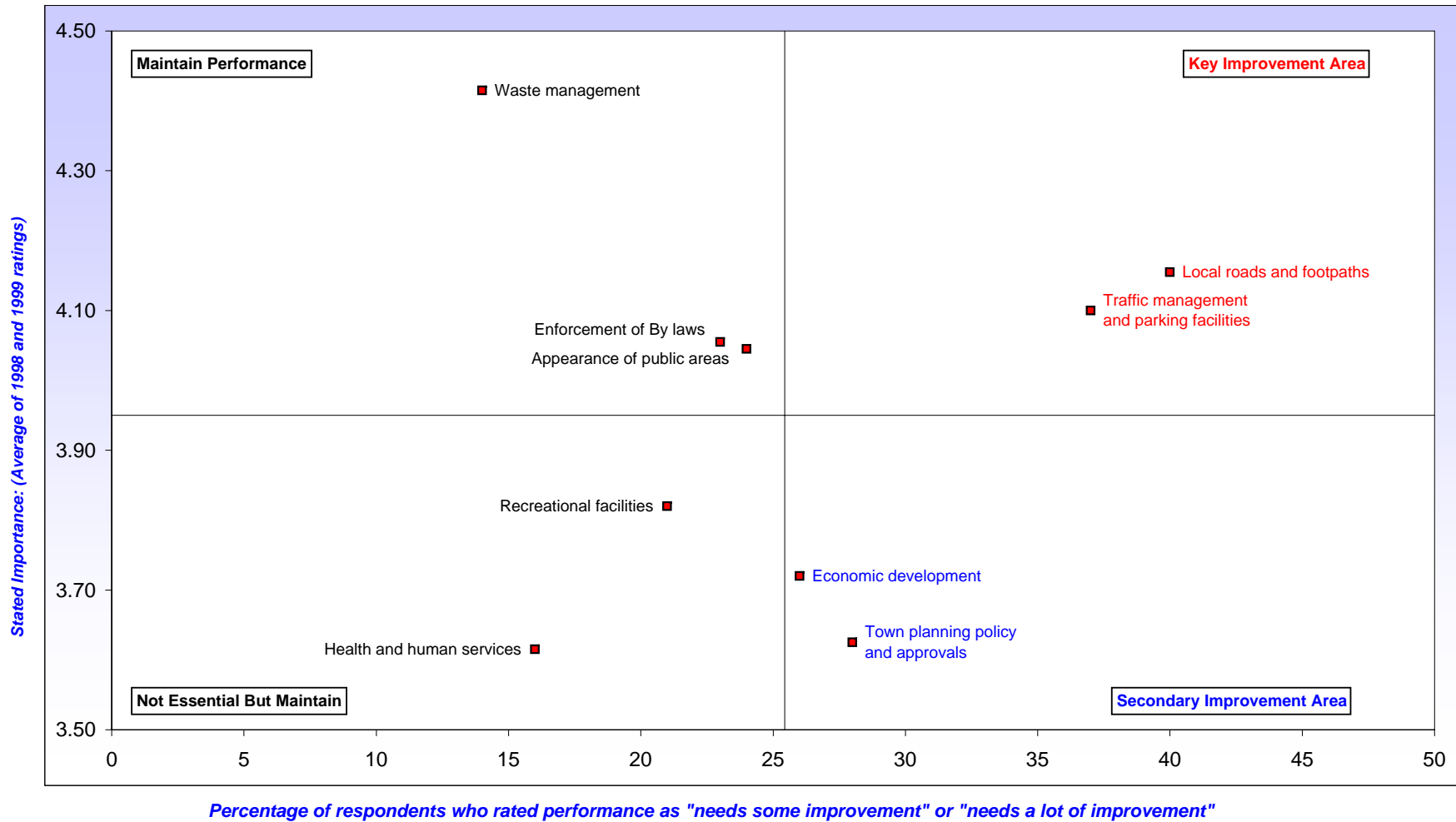
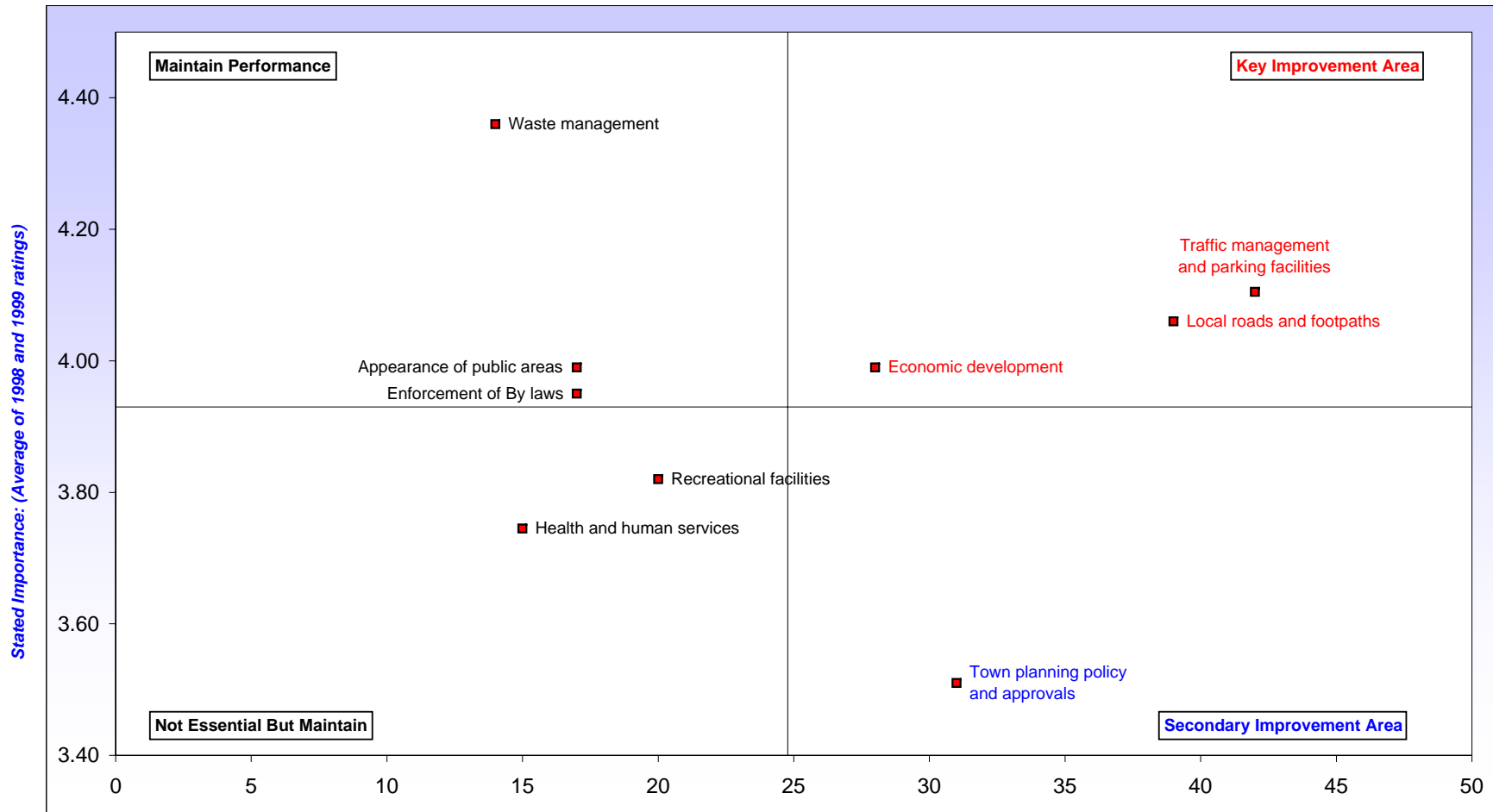


CHART 26

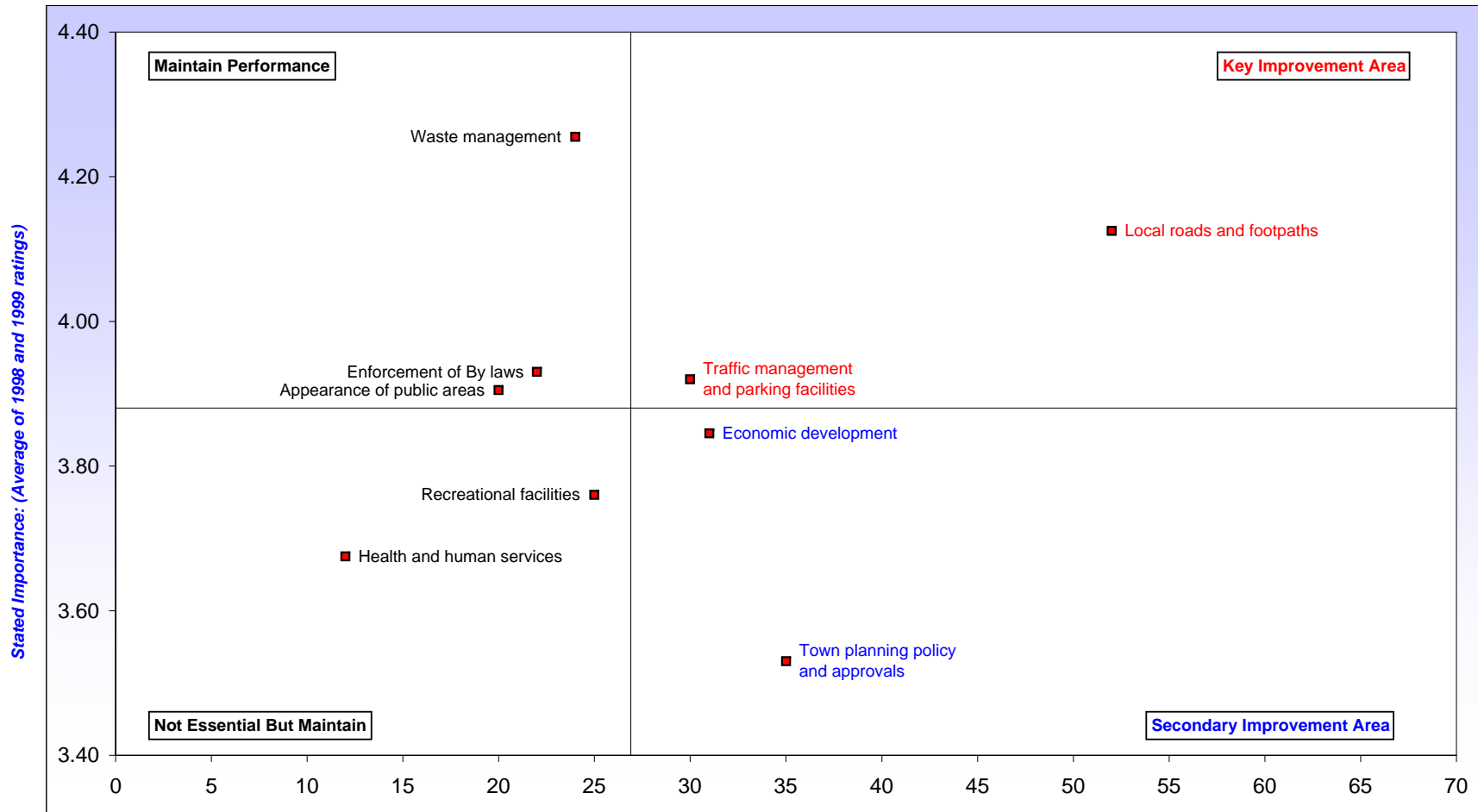
**ANNUAL COMMUNITY SATISFACTION SURVEY 2004 - STATEWIDE RESULTS
KEY SERVICE AREAS - IMPROVEMENT WINDOW
GROUP THREE**



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

CHART 27

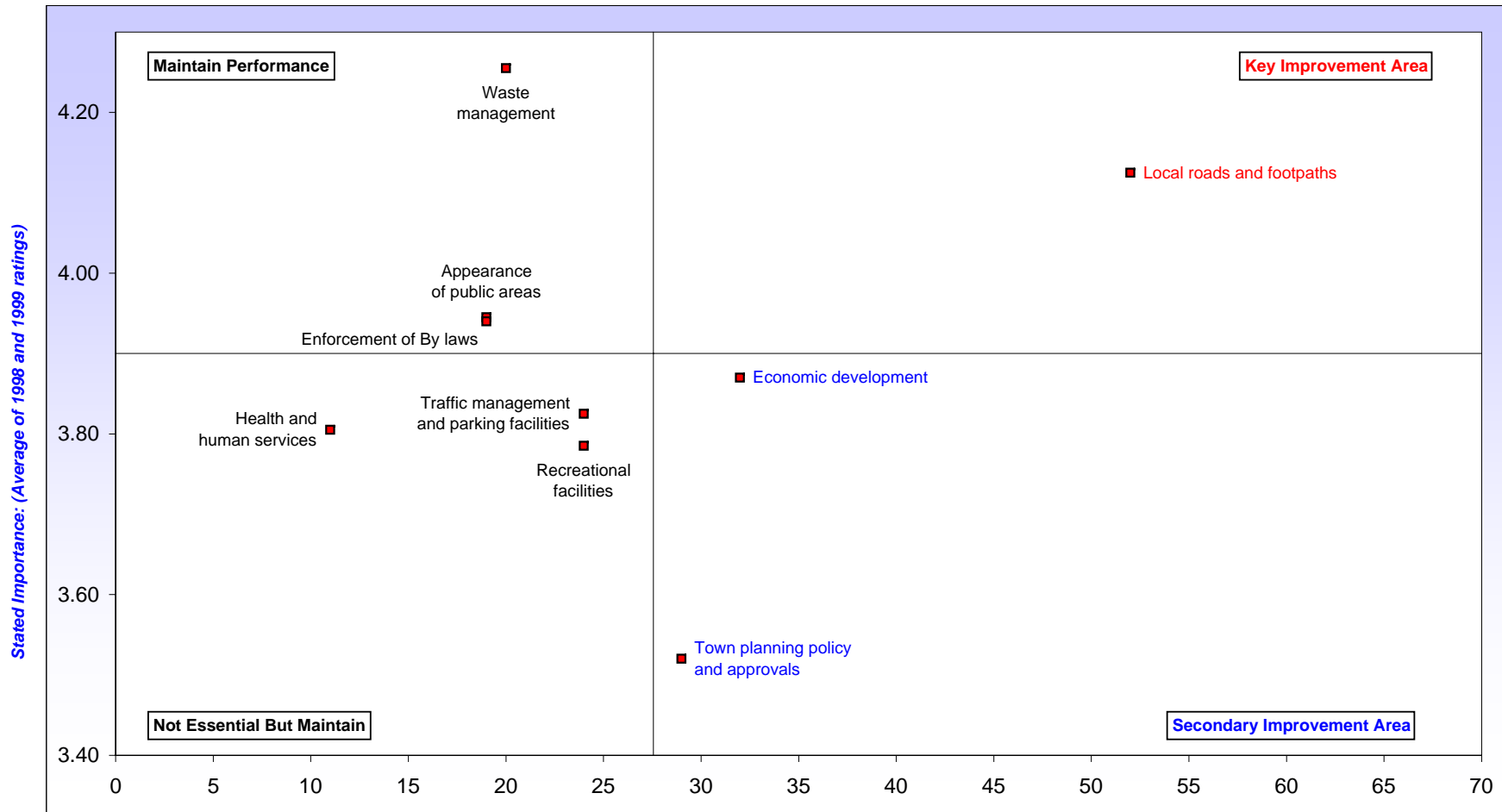
**ANNUAL COMMUNITY SATISFACTION SURVEY 2004 - STATEWIDE RESULTS
KEY SERVICE AREAS - IMPROVEMENT WINDOW
GROUP FOUR**



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

CHART 28

**ANNUAL COMMUNITY SATISFACTION SURVEY 2004 - STATEWIDE RESULTS
KEY SERVICE AREAS - IMPROVEMENT WINDOW
GROUP FIVE**



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

◆ **GROUP FIVE: Chart 28**

Key Improvement Area

- ❖ Local roads and footpaths

Secondary Improvement Area

- ❖ Economic development
- ❖ Town planning policy and approvals

CHART 29

**ANNUAL COMMUNITY SATISFACTION SURVEY 2004 - STATEWIDE RESULTS
REASONS "NEEDS IMPROVEMENT"**

- LOCAL ROADS AND FOOTPATHS -

	N=	TOTAL 11606 %	GROUP ONE 1665 %	GROUP TWO 1965 %	GROUP THREE 1499 %	GROUP FOUR 2520 %	GROUP FIVE 3957 %
ISSUES ATTRACTING HIGH LEVELS OF FEEDBACK							
✦ Improve/Fix/Repair uneven surface of footpaths	33	59	40	41	19	23	
✦ More frequent/better re-surfacing of roads	30	25	32	27	33	30	
✦ More frequent/better slashing of roadside verges	18	1	13	16	28	23	
✦ Improve standard of un-sealed roads (amount loose gravel, corrugations, dust suppression etc.)	17	-	12	11	23	26	
ISSUES ATTRACTING MODERATE LEVELS OF FEEDBACK							
✦ More frequent grading/re-sheeting of un-sealed roads	14	-	8	7	18	24	
✦ Increase number of footpaths	10	2	12	10	12	11	
✦ Quicker response for repairs to roads, footpaths or gutters	9	13	12	9	7	9	
✦ Fix/improve unsafe sections of roads	9	9	9	8	10	9	
ISSUES ATTRACTING LOW LEVELS OF FEEDBACK							
✦ Improve the quality of maintenance on roads and footpaths	6	20	2	15	3	2	
✦ Fix/improve edges and shoulders of roads	6	2	1	6	8	9	
✦ More frequent maintenance of roadside drains and culverts	4	5	5	1	5	5	
✦ Prune/trim trees/shrubs overhanging footpaths	3	8	6	1	1	1	
✦ More/better roadside drains and culverts	3	1	1	1	4	5	
✦ Widen roads/roads too narrow	2	1	3	1	2	2	
✦ More/better street/road signs (including position/visibility)	1	2	1	-	1	-	
✦ Increase number of sealed roads - inside town limits	1	-	3	1	1	2	
✦ Upgrade roads and bridges to cope with current traffic demands	1	1	1	1	1	2	
✦ Council favours/focuses on certain areas over others	1	-	-	2	1	2	
✦ OTHER	9	9	10	6	6	10	

3.4 IMPROVEMENT SUGGESTIONS

Those respondents who rated a service area as needing improvement were asked "why do you say that?" The chart **opposite** and those **which follow** detail the results of the specific improvement suggestions given by residents. Where the numbers are highlighted, they are statistically significantly different to the Total. A green highlight indicates that residents in a particular group were statistically significantly more likely to make mention of that issue, while a red highlight indicates that they were statistically significantly less likely to mention it.

The most important issues are detailed below, along with any sub-groups which were statistically significantly more likely than the Total to mention a particular issue. It should be noted that Metropolitan refers to the combined results for Group One and Two, while Country refers to the combined results for Group Three, Four and Five.

◆ **LOCAL ROADS AND FOOTPATHS: Chart 29**

Overall, there were 11,606 responses made regarding Local roads and footpaths. As in the past, 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%)
- Interviewed in a Language Other than English (58%)
- Metropolitan (49%)
- Group Two (40%)
- Group Three (41%)
- Aged 65 plus (41%)
- Renting (39%)
- Females (36%)

❖ More frequent, better resurfacing of roads (30%)

In 2003, it was Group Three residents who were most likely to be calling for an improvement on resurfacing roads. In 2004, it is Group Four residents who are more likely to mention this issue.

- Interviewed in a Language Other Than English (42%)
- Group Four (33%)
- Aged 18-34 years (35%)
- Farming households (33%)
- Males (33%)

CHART 30

**ANNUAL COMMUNITY SATISFACTION SURVEY 2004 - STATEWIDE RESULTS
REASONS "NEEDS IMPROVEMENT"**

- HEALTH AND HUMAN SERVICES -

	N=	TOTAL	GROUP ONE	GROUP TWO	GROUP THREE	GROUP FOUR	GROUP FIVE
		2698	510	505	481	492	710
		%	%	%	%	%	%
ISSUES ATTRACTING HIGH LEVELS OF FEEDBACK							
✦ More funds/resources for programs/services to reduce waiting lists/improve access		31	28	33	37	27	30
✦ More/better support/services for ethnic/minority/disadvantaged groups		16	17	15	19	15	15
ISSUES ATTRACTING MODERATE LEVELS OF FEEDBACK							
✦ More resources/longer opening hours for Maternal and Child Health facilities		14	17	14	9	17	13
✦ More facilities/resources for Aged Care (elderly)/better nursing homes		14	13	15	20	17	10
✦ Increase resources for/availability of home help		12	12	13	11	14	12
✦ Improve quality of home help		9	11	9	8	8	11
ISSUES ATTRACTING LOW LEVELS OF FEEDBACK							
✦ Improved/Increased childcare facilities/after school/holiday care		6	11	6	7	2	7
✦ More/better centres/facilities across the shire/in more remote towns/areas		6	-	2	2	12	11
✦ Improve quality/variety of food in meals on wheels program		5	5	6	5	5	5
✦ More/better publicity/information about available services		3	5	6	1	3	2
✦ More/better premises for health or community facilities		3	3	7	-	1	2
✦ Greater availability of meals on wheels outside towns		2	-	-	-	1	5
✦ Better transport arrangements to/from health or community centres/facilities		1	-	-	-	1	1
✦ More/better activities/programs for young people		1	1	1	1	1	2
✦ More information/resources to immunisation programs		1	3	1	2	1	1
✦ More de-centralisation of service provision across shire/in more remote areas		1	-	-	-	1	1
✦ OTHER		16	16	19	14	16	18

- ❖ More frequent, better slashing of roadside verges (18%)
 - Group Four (28%)
 - Farming households (28%)
 - Group Five (23%)
 - Country (23%)

- ❖ Improve standard of un-sealed roads (ie. loose gravel, corrugations, dust suppression etc) (17%)
 - Farming households (37%)
 - Rated council on a "secondary" residence (28%)
 - Group Five (26%)
 - Group Four (23%)
 - Country (22%)
 - Males (20%)
 - Aged 50-64 years (20%)

◆ **HEALTH AND HUMAN SERVICES: Chart 30**

Overall, 2,698 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.

- ❖ More funds, resources for programs, services to reduce waiting lists, improve access (31% which is higher than in previous years – 27% in 2003, 25% in 2002, 21% in 2001 and 15% in 2000). This issue appears to be consistently growing across the years and may account for the drop in satisfaction on this measure in 2004.
 - Aged 18-34 years (41%)
 - Group Three (37%)
 - Aged 35-49 years (35%)

- ❖ More, better support services for ethnic, minority or disadvantaged groups (16%)
 - Renting (22%)

CHART 31

**ANNUAL COMMUNITY SATISFACTION SURVEY 2004 - STATEWIDE RESULTS
REASONS "NEEDS IMPROVEMENT"**

- RECREATIONAL FACILITIES -

	N=	TOTAL	GROUP ONE	GROUP TWO	GROUP THREE	GROUP FOUR	GROUP FIVE
		5321 %	672 %	975 %	754 %	1186 %	1734 %
ISSUES ATTRACTING HIGH LEVELS OF FEEDBACK							
✦ More/better Sporting Complexes (including pools)		36	27	37	32	37	39
✦ Better maintenance of Sporting Fields/Grounds and/or buildings(including pools)		20	17	17	21	19	23
ISSUES ATTRACTING MODERATE LEVELS OF FEEDBACK							
✦ More facilities/activities for young people/teenagers		12	4	14	9	13	15
✦ More/better/safer Playgrounds and/or equipment		10	11	14	10	7	8
ISSUES ATTRACTING LOW LEVELS OF FEEDBACK							
✦ More/better recreational activities/programs		8	13	11	5	9	6
✦ More/better sporting complexes and/or facilities in smaller towns		8	-	6	8	14	9
✦ More/better library buildings		5	6	7	1	4	7
✦ More community consultation about recreational facilities etc		4	4	3	6	4	4
✦ More/better bike paths, skate board or roller blade facilities		4	5	7	1	4	4
✦ Longer opening hours for Sporting Complexes (including pools)		4	2	1	5	5	4
✦ More/better facilities and resources at libraries		4	8	7	5	2	1
✦ More/better arts/cultural facilities/events in smaller towns		4	-	1	5	6	5
✦ More support for local sporting clubs in smaller towns		3	-	-	-	4	6
✦ More/better amenities in recreation areas (eg. seats, picnic tables, barbeques etc)		2	7	5	-	1	-
✦ Less expensive recreational facilities and activities		2	3	1	6	-	-
✦ Better/More maintenance of Parks/Playgrounds-syringes/lighting/trees/equipment etc		2	11	3	1	1	-
✦ Pool/baths closing/moving/closed		2	4	2	1	2	-
✦ Council favours certain areas over others in regard to recreational facilities		2	-	2	4	2	3
✦ More support/funding needed for recreational/sporting facilities/some facilities closing down		2	-	1	3	4	4
✦ More publicity/information on facilities and activities/programs		1	3	1	1	1	-
✦ More/better performing arts facilities		1	1	1	1	-	-
✦ More/better events and festivals		1	4	3	1	-	1
✦ Not enough support for local community groups/clubs		1	1	1	1	1	2
✦ Larger range/greater availability of books		1	4	1	1	1	1
✦ Increase opening hours/days for libraries		1	1	1	1	1	1
✦ Swimming pool was closed for the summer		1	1	-	1	-	1
✦ Need indoor/heated swimming pool		1	-	-	2	1	1
✦ OTHER		14	21	15	19	12	11

◆ **RECREATIONAL FACILITIES: Chart 31**

There were 5,321 respondents who mentioned an issue to do with Recreational Facilities. As in past years there were two issues which attracted high levels of complaint.

- ❖ More, better sporting complexes (including pools) (36%)
 - Rated council on a "secondary" residence (47%)
 - Group Five (39%)
 - Aged 35-49 years (39%)
- ❖ Better maintenance of sporting fields, grounds and/or buildings (20%)
 - Farming households (25%)
 - Group Five (23%)
 - Males (23%)
 - Aged 35-49 years (22%)

◆ **APPEARANCE OF PUBLIC AREAS: Chart 32**

There were 5,550 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 the past two years, viz:

- ❖ Better maintenance of parks and gardens (28%)
 - Group Two (32%)
 - Aged 35-49 years (32%)
- ❖ More frequent street cleaning (27%)
 - Interviewed in a Language Other Than English (41%)
 - Group One (35%)
 - Aged 65 years plus (33%)
 - Metropolitan (32%)
- ❖ More frequent, better pruning of street trees (16%)
 - Interviewed in a Language Other Than English (29%)
 - Aged 65 plus years (23%)
 - Group One (21%)
 - Metropolitan (19%)

CHART 32

**ANNUAL COMMUNITY SATISFACTION SURVEY 2004 - STATEWIDE RESULTS
REASONS "NEEDS IMPROVEMENT"**

- APPEARANCE OF PUBLIC AREAS -

	N=	TOTAL 5550 %	GROUP ONE 1243 %	GROUP TWO 1225 %	GROUP THREE 652 %	GROUP FOUR 968 %	GROUP FIVE 1462 %
ISSUES ATTRACTING HIGH LEVELS OF FEEDBACK							
✦ Better maintenance of parks and gardens		28	23	32	25	30	29
✦ More frequent/better street cleaning		27	35	28	26	25	20
✦ More frequent/better pruning of street trees		16	21	17	13	13	13
ISSUES ATTRACTING MODERATE LEVELS OF FEEDBACK							
✦ More frequent/better removal of litter in parks and gardens		11	13	12	9	13	8
✦ More frequent slashing/mowing of public areas		10	2	13	12	15	11
ISSUES ATTRACTING LOW LEVELS OF FEEDBACK							
✦ Better landscaping/design (eg. more colour, more shady trees)		8	7	7	6	9	8
✦ More street trees		7	6	8	6	5	6
✦ Better maintenance of amenities (eg. BBQ's, Picnic tables, toilets etc.) within parks/gardens		5	6	-	3	7	7
✦ Better care of street trees - watering, staking, removal of dead trees/tree roots etc		5	4	5	4	2	8
✦ Better maintenance of beaches, lakes, rivers etc. and surrounding areas		4	2	2	6	5	5
✦ More frequent sweeping of leaves		4	10	1	3	3	4
✦ More frequent spraying of weeds in open spaces/better weed management		3	1	5	2	2	3
✦ More/better cleaning up of condoms, syringes etc. in parks, beaches, alleys etc		3	6	5	-	-	-
✦ More emphasis on smaller towns		3	-	-	5	6	7
✦ More parks and gardens/open spaces		2	1	5	1	1	1
✦ Better amenities within parks/gardens (eg. BBQ's. Picnic tables, toilets, play equipment etc.)		2	1	5	1	1	1
✦ Better/different types/mix of trees/vegetation		2	4	3	2	1	1
✦ Improve streetscapes with landscape or architectural features		2	4	1	4	1	-
✦ Cleaning of public areas		2	4	4	1	1	1
✦ Some areas favoured over others		2	2	1	4	4	2
✦ More frequent clearing of public litter bins		2	7	1	1	2	1
✦ More public litter bins		1	2	1	1	1	1
✦ Quicker/more frequent removal of graffiti		1	2	2	-	-	-
✦ Cutting down too many trees		1	1	-	-	2	1
✦ Clear drains regularly/stormwater drains often blocked		1	1	1	1	1	1
✦ More maintenance of nature strips/median strips		1	1	1	2	1	-
✦ Improve/better maintenance of entrances to town		1	-	-	1	2	1
✦ OTHER		13	9	14	17	6	17

CHART 33

**ANNUAL COMMUNITY SATISFACTION SURVEY 2004 - STATEWIDE RESULTS
REASONS "NEEDS IMPROVEMENT"**

- TRAFFIC MANAGEMENT -

	N=	TOTAL 8616 %	GROUP ONE 1996 %	GROUP TWO 1768 %	GROUP THREE 1610 %	GROUP FOUR 1398 %	GROUP FIVE 1844 %
ISSUES ATTRACTING HIGH LEVELS OF FEEDBACK							
✦ More parking facilities adjacent to shopping and business centres	33	19	27	44	40	38	
✦ More parking facilities/capacity	29	28	23	30	32	34	
ISSUES ATTRACTING MODERATE LEVELS OF FEEDBACK							
✦ Poor traffic/parking management	13	12	15	9	15	14	
ISSUES ATTRACTING LOW LEVELS OF FEEDBACK							
✦ Improve traffic management at intersections	7	7	7	6	8	6	
✦ Improve traffic flow/congestion	7	8	10	13	3	2	
✦ More parking specifically allocated for residents	5	16	4	-	1	1	
✦ More free parking/cheaper parking	5	6	8	9	1	-	
✦ Improve road signage - general(parking/speed/road works)	5	5	5	3	8	7	
✦ More parking enforcement/traffic officers	4	8	4	1	1	3	
✦ More speed inhibitors (humps, barriers, traffic islands etc)	4	6	8	1	2	3	
✦ Improved parking management around schools/more parking around schools	4	2	10	1	4	1	
✦ Less parking restrictions	3	5	2	3	2	1	
✦ Reduce speed limits in residential areas	3	3	5	-	2	3	
✦ Fewer parking meters	2	1	-	8	1	1	
✦ More disabled parking needed	2	1	2	3	2	3	
✦ Longer parking times	2	3	1	3	1	1	
✦ Install more traffic lights at dangerous intersections	2	1	6	1	1	1	
✦ Restrict/discourage traffic on residential roads	2	6	1	-	-	-	
✦ More pedestrian crossings	2	1	2	1	3	3	
✦ Streets/roads too narrow/need widening/cars parked on sides	2	2	3	5	1	1	
✦ Improve blind spots, dangerous curves etc. on country roads (excluding highways)	2	-	1	1	3	4	
✦ More community consultation	1	1	1	2	-	2	
✦ Greater restriction of non-resident parking	1	5	-	-	-	-	
✦ More parking restrictions	1	2	1	-	-	-	
✦ More parking around specific areas, eg. train stations, hospitals, etc	1	3	1	1	1	-	
✦ Fewer speed inhibitors (humps, barriers traffic islands etc)	1	1	1	1	-	-	
✦ More roundabouts	1	-	1	1	1	1	
✦ Less roundabouts	1	1	1	2	1	1	
✦ Restrict truck traffic in streets	1	-	-	1	2	2	
✦ Parking spaces too small/need to be widened	1	-	1	1	1	1	
✦ OTHER	15	16	14	17	13	12	

◆ **TRAFFIC MANAGEMENT AND PARKING FACILITIES: Chart 33**

Overall, there were 8,616 respondents who had some complaint about Traffic management and parking facilities. The two priority issues listed below were the same as those mentioned since 2001.

❖ More parking facilities adjacent to shopping and business centres (33%)

- Group Three (44%)
- Country (41%)
- Group Four (40%)
- Group Five (38%)
- Females (35%)
- Aged 65 plus years (35%)

❖ More parking facilities, capacity (29%)

- Rated council on a "secondary" residence (47%)
- Group Five (34%)
- Country (32%)

◆ **WASTE MANAGEMENT: Chart 34**

The results for Waste Management have changed positively this year, and consequently there were fewer respondents making improvement suggestions were smaller (N=4,805 in 2004). There was one main issue to emerge:

❖ Lower fees for Tips etc, introduce (or re-introduce) tip vouchers or provide more tip vouchers (16%)

- Group Three (24%)
- Group Four (20%)
- Farming households (20%)
- Country (18%)

CHART 34

**ANNUAL COMMUNITY SATISFACTION SURVEY 2004 - STATEWIDE RESULTS
REASONS "NEEDS IMPROVEMENT"**

- WASTE MANAGEMENT -

	N= TOTAL 4805 %	GROUP ONE 862 %	GROUP TWO 714 %	GROUP THREE 544 %	GROUP FOUR 1184 %	GROUP FIVE 1501 %
ISSUES ATTRACTING HIGH LEVELS OF FEEDBACK						
✦ Lower fees for Tips etc, introduce (or re-introduce) tip vouchers or provide more tip vouchers	16	5	17	24	20	15
ISSUES ATTRACTING MODERATE LEVELS OF FEEDBACK						
✦ Any/More frequent hard waste collection	13	20	23	9	7	11
✦ More reliable Collections	12	18	19	10	9	9
✦ More comprehensive recycling program	12	11	10	14	11	15
✦ Longer opening times/days for Tips etc.	11	-	1	12	15	19
ISSUES ATTRACTING LOW LEVELS OF FEEDBACK						
✦ Bigger bins	8	9	9	9	5	7
✦ Any/More frequent collection of green waste/vegetation	8	17	13	7	7	3
✦ Any/Better containers for collection of recyclable materials/green materials	8	14	10	15	6	3
✦ No garbage collection	8	-	-	4	17	12
✦ More convenient location of tips/transfer stations/rubbish dumps	7	1	2	9	12	8
✦ No collection of recyclable materials	7	-	-	3	9	14
✦ More frequent collection of recyclable materials	6	10	10	7	2	6
✦ Tip/transfer stations in poor condition/badly managed	5	-	1	3	10	6
✦ Spilling garbage on footpath/ road during garbage collection	4	12	8	2	1	1
✦ Extend areas covered by garbage collection in areas outside townships	3	-	-	-	2	8
✦ More community consultation	2	4	3	2	2	-
✦ Bins should be returned upright to kerbside	2	5	6	1	-	1
✦ More education/promotion for recycling	2	5	1	2	1	1
✦ More frequent rubbish collection	2	3	2	-	3	1
✦ Cost of garbage/waste collection too much (including bins)	2	1	2	3	3	2
✦ Recyclable material goes into garbage truck/ Doubt recycling occurs	2	1	2	1	2	2
✦ Less damage to garbage bins	1	1	3	1	1	-
✦ Reduce cost of second/larger bins	1	2	2	1	-	-
✦ Being charged for waste disposal but not having a garbage collection	1	-	-	-	1	1
✦ Too many rules/restrictions on pick up of green waste/recycling	1	2	-	1	-	1
✦ Inconvenient time of day for pick-ups (too early/late/too noisy)	1	1	-	1	1	-
✦ OTHER	11	13	15	3	9	12

CHART 35

**ANNUAL COMMUNITY SATISFACTION SURVEY 2004 - STATEWIDE RESULTS
REASONS "NEEDS IMPROVEMENT"**

- ENFORCEMENT OF BY LAWS -

	N=	TOTAL 5074 %	GROUP ONE 993 %	GROUP TWO 1036 %	GROUP THREE 601 %	GROUP FOUR 1010 %	GROUP FIVE 1434 %
ISSUES ATTRACTING HIGH LEVELS OF FEEDBACK							
✦ Greater enforcement of animal By-laws	36	29	35	36	40	36	
✦ Greater enforcement of noise By-laws (domestic, industrial, traffic etc.)	19	27	24	20	14	13	
✦ Greater enforcement of fire prevention By-laws to clean up properties	16	-	13	13	23	25	
ISSUES ATTRACTING MODERATE LEVELS OF FEEDBACK							
✦ Greater enforcement of parking restrictions	14	24	14	13	10	10	
ISSUES ATTRACTING LOW LEVELS OF FEEDBACK							
✦ Greater enforcement of by-laws generally/more by-laws officers	8	3	6	5	11	13	
✦ Greater enforcement of health/food handling By-laws	6	7	5	7	5	6	
✦ By-laws are too stringent	5	6	5	3	4	6	
✦ Greater enforcement of fire prevention By-laws	5	2	3	2	12	3	
✦ Greater enforcement of littering By-laws	4	7	4	1	3	3	
✦ Less enforcement of parking restrictions	4	9	3	9	1	1	
✦ Quicker response to reports of By-law infringements	4	5	6	4	4	3	
✦ Better attitude for by-laws enforcement officers/rangers	4	3	3	2	3	5	
✦ Greater enforcement of pollution By-laws (domestic, industrial, traffic etc)	2	3	2	2	1	1	
✦ By-laws are too lenient	2	1	2	3	2	2	
✦ More publicity/information to residents	2	1	2	2	2	1	
✦ Animal by-laws are too stringent	1	-	1	-	1	1	
✦ OTHER	10	11	11	9	9	11	

◆ **ENFORCEMENT OF BY LAWS: Chart 35**

Overall, there were 5,074 respondents who made suggestions about Enforcement of By laws. There were three issues which attracted high levels of complaint. They were also the three most mentioned issues in 2003.

- ❖ Greater enforcement of animal By-laws (36%)
 - Interviewed in a Language Other Than English (52%)
 - Group Four (40%)
 - Aged 65 plus years (39%)
 - Country (38%)
 - Females (38%)
- ❖ Greater enforcement of noise By-laws (domestic, industrial, traffic etc) (19%)
 - Interviewed in a Language Other Than English (36%)
 - Group One (27%)
 - Metropolitan (26%)
 - Group Two (24%)
 - Renting (24%)
 - Aged 18-34 years (23%)
- ❖ Greater enforcement of fire prevention By laws to clean up properties (16%)
 - Farming households (37%)
 - Group Four (23%)
 - Group Five (25%)
 - Country (22%)

◆ **ECONOMIC DEVELOPMENT: Chart 36**

There were 6,319 respondents who made a comment about why Economic development needs improvement. The three issues which attracted high levels of complaint have been consistent since 2002.

- ❖ Need more, better job creation programs, employment opportunities (37%)
 - Interviewed in a Language Other Than English (58%)
 - Renting (51%)
 - Aged 18-34 years (47%)
 - Group Two (43%)
 - Females (43%)
- ❖ Encourage more tourism (17%)
 - Group Four (24%)
- ❖ Not enough support for local businesses (16%)

CHART 36

**ANNUAL COMMUNITY SATISFACTION SURVEY 2004 - STATEWIDE RESULTS
REASONS "NEEDS IMPROVEMENT"**

- ECONOMIC DEVELOPMENT -

	N=	TOTAL 6319 %	GROUP ONE 682 %	GROUP TWO 981 %	GROUP THREE 993 %	GROUP FOUR 1392 %	GROUP FIVE 2271 %
ISSUES ATTRACTING HIGH LEVELS OF FEEDBACK							
✦ Need more/better job creation programs/employment opportunities	37	34	43	42	36	35	
✦ Encourage more tourism	17	9	13	15	24	19	
✦ Not enough support for local businesses	16	17	18	16	15	16	
ISSUES ATTRACTING MODERATE LEVELS OF FEEDBACK							
✦ Greater emphasis on Economic Development in general	13	19	14	10	11	13	
✦ Encourage more companies/industries to re-locate to the area	13	9	10	17	12	14	
✦ Not aware of any economic development/they don't do anything	9	12	6	5	9	10	
ISSUES ATTRACTING LOW LEVELS OF FEEDBACK							
✦ Not enough promotion of local businesses	7	8	10	6	6	7	
✦ Economic development programs are too focussed on majors towns	6	-	2	5	8	9	
✦ Encourage more desirable industries to locate to the area	5	7	7	5	4	5	
✦ Better financial planning/management of Council budget	5	6	3	7	5	5	
✦ Need to publicise/inform the community of Council activities	2	5	3	1	1	1	
✦ More community consultation/consultation with business	1	-	-	1	1	1	
✦ OTHER	12	13	16	8	10	13	

CHART 37

**ANNUAL COMMUNITY SATISFACTION SURVEY 2004 - STATEWIDE RESULTS
REASONS "NEEDS IMPROVEMENT"**

- TOWN PLANNING POLICY AND APPROVALS -

	N=	TOTAL 7288 %	GROUP ONE 1624 %	GROUP TWO 1092 %	GROUP THREE 1060 %	GROUP FOUR 1510 %	GROUP FIVE 2002 %
ISSUES ATTRACTING HIGH LEVELS OF FEEDBACK							
✦ Better planning policies	21	16	19	23	21	23	
✦ More efficient/faster approval processes	16	11	16	13	22	16	
ISSUES ATTRACTING MODERATE LEVELS OF FEEDBACK							
✦ More consultation with community	12	11	12	10	11	14	
✦ Too little regulation in heritage areas	10	11	8	15	8	9	
✦ More consistent decisions	9	8	6	12	9	12	
✦ Less high density dwellings	9	26	13	4	5	-	
✦ Take better account of environmental issues	9	7	9	8	11	10	
ISSUES ATTRACTING LOW LEVELS OF FEEDBACK							
✦ Council should be stronger in representing community opinion	8	8	7	7	6	9	
✦ Too much residential sub-division	7	12	8	5	8	4	
✦ Take better account of impact on neighbouring properties	6	11	6	4	3	4	
✦ Ugly/inappropriate design/development (no character)	6	16	8	2	1	2	
✦ Greater enforcement of/adherence to planning policies	4	6	1	5	4	5	
✦ Greater clarity/information on guidelines and process for building application	4	4	3	4	5	4	
✦ Too much regulation in heritage areas	4	2	1	9	4	3	
✦ More helpful Town planning staff	2	1	1	1	1	3	
✦ Less development/too much overdevelopment	2	3	3	1	1	1	
✦ Too much highrise development/high rise apartments	2	5	3	-	-	-	
✦ Better planning for development of shopping areas	1	1	4	3	-	1	
✦ Not enough residential sub-division	1	-	-	1	1	1	
✦ Too influenced by developers/real estate agents/other influences	1	1	1	1	1	-	
✦ Less double storey dwellings/large buildings on small blocks	1	3	1	-	-	-	
✦ Not enough infrastructure to support new developments ie. lack of water/parkings/roads	1	-	-	2	3	1	
✦ OTHER	20	17	26	10	22	24	

◆ **TOWN PLANNING POLICY AND APPROVALS: Chart 37**

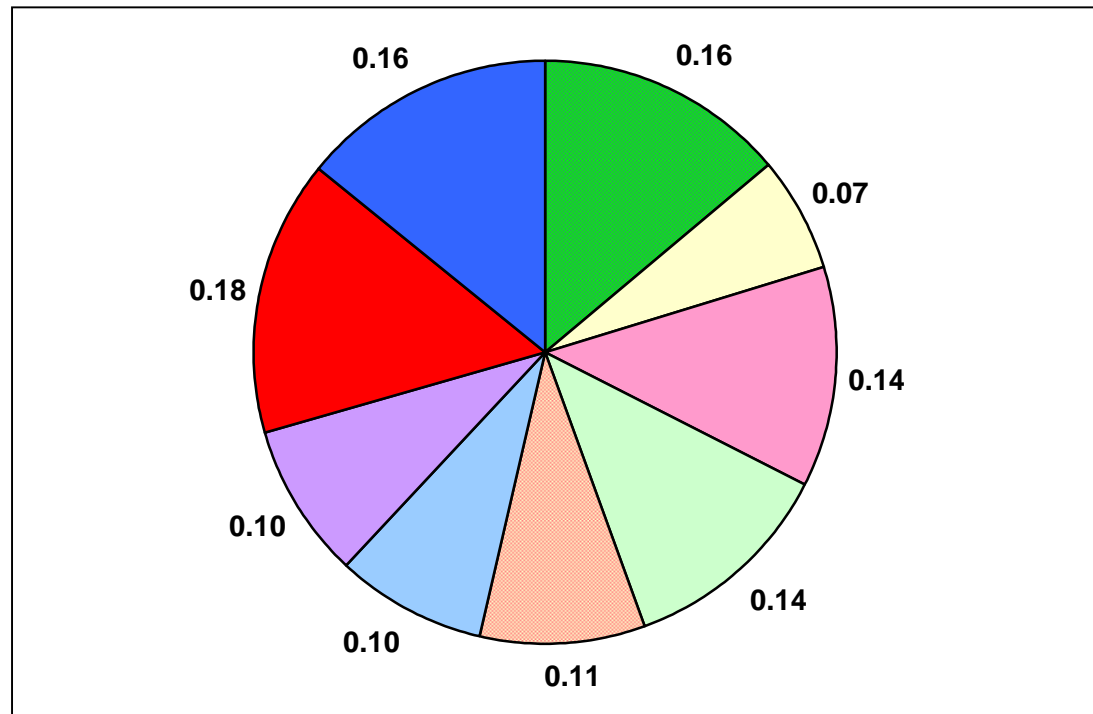
The number of respondents who made a suggestion regarding Town planning policy and approvals totalled 7,288. There were two main issues to emerge.

- ❖ Better planning policies (21%)
 - Rated council on a "secondary" residence (27%)
 - Group Five (23%)

- ❖ More efficient, faster approval processes (16%)
 - Group Four (22%)
 - Aged 18-34 years (20%)
 - Farming households (20%)
 - Males (18%)

CHART 38

**ANNUAL COMMUNITY SATISFACTION SURVEY 2004
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. **Chart 38 opposite** shows the Statewide priorities as determined by the regression analysis.

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

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

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

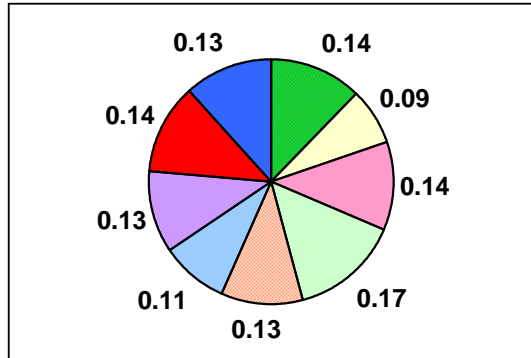
The attributes which have the greatest impact upon Overall Satisfaction are identical to those found since the regression analysis was first undertaken in 2000 and all subsequent years. Further, the order for 2004 is the same as in 2003, viz:

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

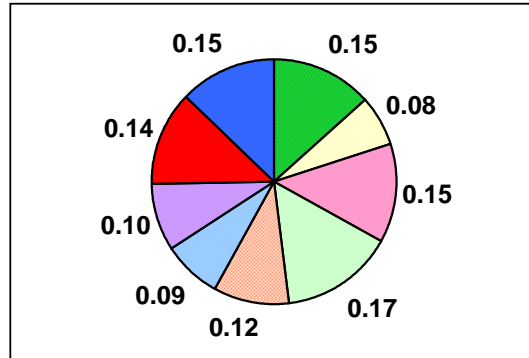
CHART 39

**ANNUAL COMMUNITY SATISFACTION SURVEY 2004
RELATIVE PROPORTION OF SERVICES WHICH HAVE
THE MOST IMPACT ON RESIDENT SATISFACTION**

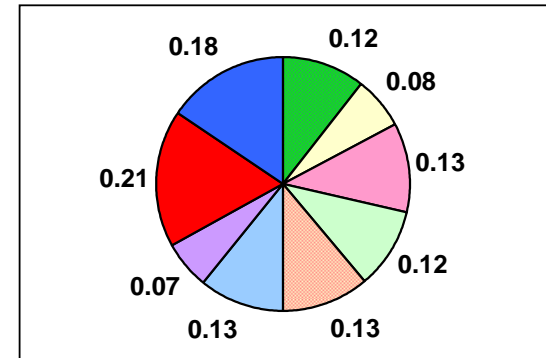
GROUP ONE



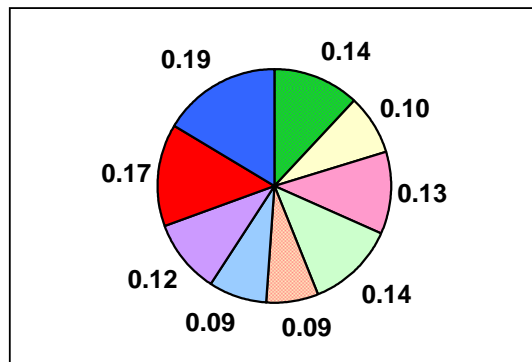
GROUP TWO



GROUP THREE



GROUP FOUR



GROUP FIVE

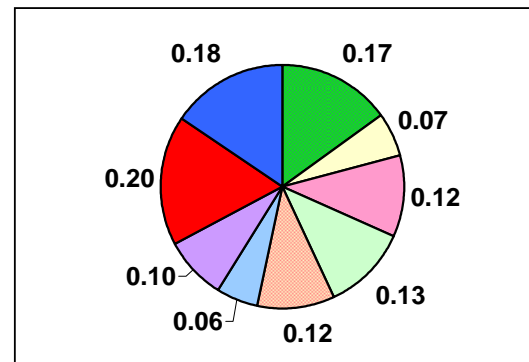


Chart 39 opposite shows the results for the Regression Analysis for the Groups. The Key Drivers for each, listed in order of importance, are detailed below.

◆ **GROUP ONE**

Economic Development has attained a higher priority this year, and in 2003 Town Planning Policy and Approvals and Enforcement of By Laws were also key drivers. This year the four key drivers for Group One were:

- ❖ Appearance of Public Areas
- ❖ Local Roads and Footpaths
- ❖ Economic Development
- ❖ Recreational Facilities
- ❖ Town Planning Policy and Approvals
- ❖ Traffic Management and Parking Facilities
- ❖ Enforcement of By Laws

◆ **GROUP TWO**

Local Roads and footpaths has become a key driver this year whereas it was not in 2003. Traffic Management and Parking Facilities was important in 2003 but has dropped in significance this year.

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

◆ **GROUP THREE**

Two very strong drivers are apparent in Group Three.

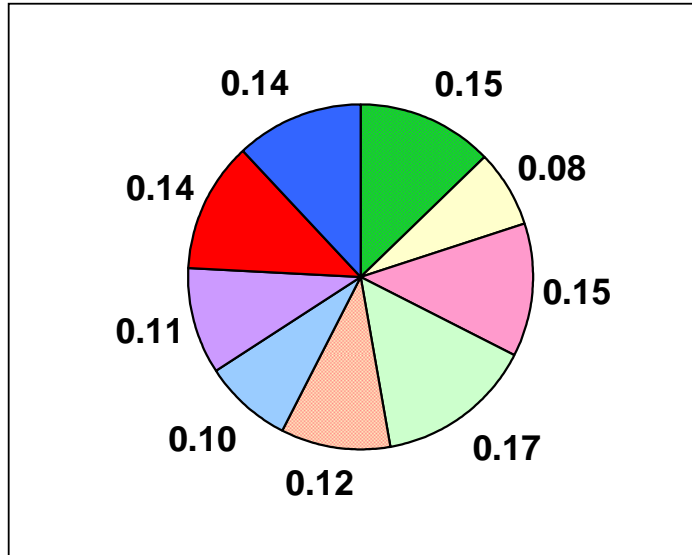
- ❖ Economic Development
- ❖ Town Planning Policy and Approvals

In 2003, Appearance of Public Areas was also one of the main drivers.

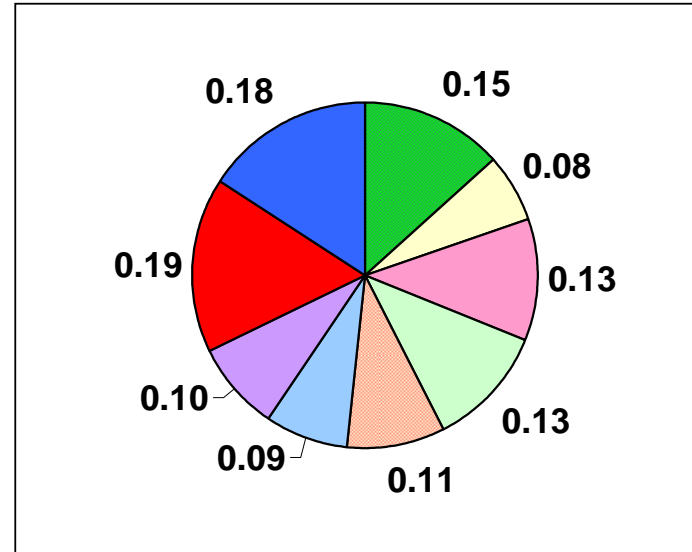
CHART 40

**ANNUAL COMMUNITY SATISFACTION SURVEY 2004
RELATIVE PROPORTION OF SERVICES WHICH HAVE
THE MOST IMPACT ON RESIDENT SATISFACTION**

METROPOLITAN



COUNTRY



◆ **GROUP FOUR**

In 2003, Recreational Facilities was also one of the main drivers.

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

◆ **GROUP FIVE**

Economic Development and Town Planning Policy and Approvals are now the main drivers for Group Five, whereas they were of lower importance in 2003.

- ❖ Economic Development
- ❖ Town Planning Policy and Approvals
- ❖ Local Roads and Footpaths

Chart 40 opposite shows the results for the Regression Analysis for Metropolitan (Groups One and Two) and Country (Groups Three, Four and Five).

◆ **METROPOLITAN**

The Key Drivers are the same as in 2003, however Town Planning is now the second most important driver and Local Roads and Footpaths has become the fifth (a reversal of their positions in 2003).

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

◆ **COUNTRY**

The Key Drivers and the order of priority is the same as in 2003.

- ❖ Economic Development
- ❖ Town Planning Policy and Approvals
- ❖ Local Roads and Footpaths

3.6 SUMMARY CONCLUSIONS

3.6.1 CHANGES SINCE 2003

Results for 2004 are quite positive, with improvements apparent across a number of dimensions, in particular the result for Overall Performance. In the past two years it had appeared that results had begun to plateau, however the positive change apparent in 2004 seems to indicate that Council's improvement efforts are still being recognised by residents. The statistically significant changes apparent for 2004 are detailed below.

STATEWIDE:

There were two Key Performance Indicators and four service attributes which have improved statistically significantly in comparison to 2003. They were:

◆ Overall Performance

- ❖ Eight in ten respondents (80%) rated their Council's Overall Performance as "excellent, good and adequate" in 2004, a statistically significant improvement on the 2003 result of 79%.

◆ Customer Contact

- ❖ An improvement of 1% was evident for the "excellent, good and adequate" results for Customer Contact in 2004 (82% compared with 81% in 2003).

◆ Waste Management

- ❖ While the percentage change is small, the large sample size means that it is statistically significant. In 2004, 82% of respondents rated their Council's performance on this service attribute as "excellent, good and adequate" and this is an improvement on the 2003 result of 81%.

◆ Enforcement of By Laws

- ❖ Just under eight in ten respondents (79%) rated this attribute as "excellent, good and adequate" and this is an improvement on the result for 2003 (78%).

◆ Economic Development

- ❖ There was a statistically significant drop in the proportion of respondents who are seeking improvement on this dimension in 2004 (28% needs improvement" compared with 31% in 2003).

◆ **Appearance of Public Areas**

- ❖ There was a statistically significant drop in the proportion of respondents seeking improvement on this measure in 2004 (20% compared with 21% in 2003).

In contrast, there were two attributes which declined statistically significantly in comparison to 2003.

◆ **Health and Human Services**

- ❖ While results are still very positive, they have declined significantly in comparison to last year (87% "excellent, good and adequate" compared with 89% in 2003).

◆ **Local Roads and Footpaths**

- ❖ Overall, change was small but evident in the Mean result was a statistically significant decline. This deterioration is of some concern given that this attribute consistently achieves the lowest satisfaction ratings (only 57% "excellent, good and adequate" compared with 58% in 2003).

GROUP ONE

◆ **Economic Development**

- ❖ The Mean results have improved statistically significantly on this measure in Group One and this has been driven by the positive change apparent in the number of respondents seeking improvement (19% "needs improvement" compared with 22% in 2003).

◆ **Health and Human Services**

- ❖ The results for this measure have been stable for Group One between 2001 and 2003 (88% "excellent, good and adequate" and 12% "needs improvement" in each of the three years). In 2004, the results have declined (86% "excellent, good and adequate" and 15% "needs improvement"). It should be noted that decline on this measure was evident across all five groups.

GROUP TWO:

◆ **Waste Management**

- ❖ There has been a substantial improvement on this measure for Group Two councils (up 4% to 86% "excellent, good and adequate" in 2004 compared with 2003).

◆ **Enforcement of By Laws**

- ❖ Again, results are very positive with a 3% positive change on this dimension (77% "excellent, good and adequate" compared with 74% in 2003).

◆ **Health and Human Services**

- ❖ The residents of Group Two were more likely to be seeking improvement on this measure in 2004 than in 2003 (16% "needs improvement" compared with 14% in 2003).

GROUP THREE:

It is of some concern that the four following attributes have all declined since 2003.

◆ **Health and Human Services**

- ❖ There was a 3% decline in the proportion of respondents who rated their Council's performance on this measure as "excellent, good and adequate" (85% in 2004 compared with 88% in 2003).

◆ **Appearance of Public Areas**

- ❖ Just over eight in ten Group Three resident were satisfied with the Appearance of public areas (83% "excellent, good and adequate" compared with 85% in 2003).

◆ **Recreational Facilities**

- ❖ One fifth of respondents were seeking improvement on this measure (20%) compared with 18% in 2003.

◆ **Local Roads and Footpaths**

- ❖ There was a 3% decline in the proportion who were satisfied with local roads and footpaths in 2004 (60% "excellent, good and adequate" compared with 63% in 2003).

GROUP FOUR:

Results for Group Four are also not positive, with four attributes showing statistically significant decline in comparison to 2003.

◆ **Health and human services**

- ❖ While 90% of respondents were satisfied on this dimension in 2003, this has declined to 87% in 2004.

◆ **Recreational facilities**

- ❖ One quarter of respondents this year are seeking improvement on Recreational facilities (25%) and this is a deterioration of 2% in comparison to the 2003 result of 23%.

◆ **Traffic management & parking facilities**

- ❖ One third (30%) rated their Council as “needs improvement” on this dimension in 2004 compared with 27% in 2003.

◆ **Town planning policy and approvals**

- ❖ There was a decline of 5% in the “excellent, good and adequate” results on this measure in 2004 (64% compared with 69% in 2003).

GROUP FIVE:

Results for Group Five were very positive, with six attributes showing statistically significant improvement. There was one that has declined.

◆ **Waste Management**

- ❖ Eight in ten Group Five respondents are satisfied with Waste Management this year (81%) compared with only 77% in 2003.

◆ **Appearance of Public Areas**

- ❖ While the change was small, overall results are statistically significantly better than they were in 2003. This year 81% were satisfied on this dimension, compared with 80% last year.

◆ **Enforcement of By Laws**

- ❖ There was a 4% improvement in the proportion of respondents seeking improvement on this dimension this year (19% compared with 23% in 2003). This is a very pleasing result.

◆ **Economic Development**

- ❖ The change in results on this measure is also very pleasing, with an improvement of 5% (68% "excellent, good and adequate" compared with 63% in 2003).

◆ **Traffic Management and Parking Facilities**

- ❖ Three quarters (76%) of respondents are satisfied this year compared with 73% in 2003.

◆ **Town Planning Policy and Approvals**

- ❖ Seven in ten (71%) rated their Council as "excellent, good and adequate" on this service attribute in 2004 compared with only 68% in 2003.

◆ **Health and Human Services**

- ❖ Consistent across all five groups, respondents of Group Five were less satisfied this year on this dimension than they had been in 2003. This year 89% rated Council's performance as "excellent, good and adequate" compared with 91% in 2003.

3.6.2 DIFFERENCES BETWEEN METROPOLITAN AND COUNTRY

As in previous years, there were different levels of satisfaction apparent on the service attributes between Metropolitan and Country respondents. These differences are detailed below.

METROPOLITAN

Metropolitan respondents were more satisfied than their Country counterparts with regards to two Key Performance Indicators and four attributes. They were:

- ◆ **Overall Performance**
 - ❖ 85% "excellent, good and adequate" compared with 77% for Country
- ◆ **Community Engagement**
 - ❖ 70% "excellent, good and adequate" compared with 68% for Country
- ◆ **Local Roads and Footpaths**
 - ❖ 66% "excellent, good and adequate" compared with 51% for Country
- ◆ **Recreational Facilities**
 - ❖ 83% "excellent, good and adequate" compared with 77% for Country
- ◆ **Waste Management**
 - ❖ 85% "excellent, good and adequate" compared with 80% for Country
- ◆ **Economic Development**
 - ❖ 77% "excellent, good and adequate" compared with 69% for Country

COUNTRY

There were four service attributes where Country respondents were more satisfied than Metropolitan respondents. They were:

- ◆ **Health and Human Services**
 - ❖ 87% "excellent, good and adequate" compared with 85% for Metropolitan

- ◆ **Traffic Management and Parking Facilities**
 - ❖ 70% "excellent, good and adequate" compared with 63% for Metropolitan
- ◆ **Appearance of Public Areas**
 - ❖ 82% "excellent, good and adequate" compared with 76% for Metropolitan
- ◆ **Enforcement of By Laws**
 - ❖ 80% "excellent, good and adequate" compared with 78% for Metropolitan