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Specialists in Social Research

REPORT TO
CITY OF MONASH
COMMUNITY SATISFACTION MEASUREMENT SURVEY

OCTOBER 2000

Auspoll Pty Ltd
ABN: 86 085 341 304 ACN:085 341 304

48 Hartnett Drive, Seaford 3198
PO Box 114, Seaford, 3198

Tel: (03) 9776 9900
Fax: (03) 9776 8565
mail@auspoll.com.au

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DETAILED RESULTS

1. BACKGROUND

1:1 RESEARCH METHODOLOGY

The Community Satisfaction Measurement Survey offers Local Government a means of monitoring its performance.

The system provides Council with an **Importance Index**, a **Performance Index** and a **Community Satisfaction Index** for 70 *Specific Service Areas*. It also provides satisfaction ratings for 9 *Corporate Image Areas*.

For the purposes of the survey, the municipality was divided into three geographic districts based on the following postcode groupings:

DISTRICT	POST CODE/SUBURB	% VOTERS ROLL	* % SURVEY RESPONSES
North West	3125 - Burwood 3147 - Ashwood 3148 - Chadstone 3149 - Mt. Waverley.	29%	31%
East	3150 - Glen Waverley 3170 - Mulgrave.	48%	49%
South West	3166 - Oakleigh 3167 - South Oakleigh 3168 - Clayton & Notting Hill	23%	14%

*5% of respondents failed to nominate their postcode.

The number of surveys sent to each district were in proportion to the population as recorded in the voters roll. Households were randomly selected from Council's voters' roll and two questionnaires were mailed to these households during October 2000, with any two residents over the age of 18 invited to respond. A reminder letter was mailed one week after the original mail-out. Reply paid envelopes were provided for return of the questionnaire.

Respondents were asked to rate each *Specific Service Area* on a scale of 1 to 5, firstly indicating the importance of that service and then their satisfaction with the current level of Council's performance. For the *Corporate Image Areas*, respondents were asked to simply indicate their level of satisfaction.

The 70 Specific Service Areas are divided into 14 categories:

- PUBLIC OPEN SPACE
- SPORTING SERVICES
- CULTURAL SERVICES
- PUBLIC HEALTH
- WASTE MANAGEMENT
- PUBLIC AMENITY
- CONSERVATION & NATURAL RESOURCES
- ENGINEERING SERVICES
- TRAFFIC SERVICES
- PLANNING & BUILDING
- CHILDREN'S SERVICES
- SERVICES TO FAMILIES
- HOME CARE SERVICES
- INFORMATION SERVICES

The 9 Corporate Image Areas are divided into 3 categories:

- COUNCIL STAFF
- COUNCIL'S IMAGE
- VALUE FOR MONEY

The analysis of the data in this report is explained below. The research provides quantitative analysis of Council performance, as measured by the community. It is most valuable as a planning tool, giving guidance to future resource allocation. Measuring the

effectiveness of Council services should also include other performance measures such as productivity analysis, staff surveys and financial analysis. A detailed understanding of the reasons for the community's judgement may require additional research and community consultation. However, the results of your community research do provide an important guide in Council's performance measurement.

1:2 READING THE RESULTS

Seventeen (17) data tables are provided in this report. The research is considered in four sections. This Section (**SECTION 1**) explains the research methodology. **SECTION 2** provides a detailed breakdown of the survey sample, **SECTION 3** considers the results for Council's Direct Service Provision and **SECTION 4** provides the detailed results of the Corporate Image Indicators. The **APPENDICES** provide the detailed data in seventeen tables.

1.2.1 SPECIFIC SERVICES AREAS - The results for the Specific Service Areas show an **IMPORTANCE INDEX** and **PERFORMANCE INDEX**. Both of these indices show scores out of 100 and represent the average result.

The tables also show the **COMMUNITY SATISFACTION INDEX (CSI)**. The CSI is best thought of as a performance index weighted according to the importance applied by each respondent. FOR EXAMPLE: When a respondent indicates that they place a *high* importance on public open space, but a *lower* performance rating, a *low* Community Satisfaction Index will result. On the other hand, if a respondent applied a *low* importance rating, but a *high* performance rating, this would result in a *higher* CSI. The Community Satisfaction Index in the tables is an average of the total individual CSI scores.

As a guide to the results, the following general indicators can be used.

IMPORTANCE INDICATOR	90+	=	VERY HIGH
	80-90	=	HIGH
	70-80	=	MODERATE
	60-70	=	LOW
	BELOW 60	=	VERY LOW
PERFORMANCE INDICATOR	75+	=	VERY HIGH
	70-75	=	HIGH
	60-70	=	MODERATE
	50-60	=	LOW
	BELOW 50	=	VERY LOW
COMMUNITY SATISFACTION INDEX	75+	=	VERY HIGH
	65-75	=	HIGH
	55-65	=	MODERATE
	45-55	=	LOW
	BELOW 45	=	VERY LOW

1.2.2 CORPORATE IMAGE AREAS - The corporate image indicators use a mean score and the following provides a guide to the results.

65+	=	VERY HIGH
55-65	=	HIGH
45-55	=	MODERATE
35-45	=	LOW
BELOW 35	=	VERY LOW

1:3 SURVEY ACCURACY

For a response rate of 419 surveys, the maximum standard error for the overall results is 5%. This is acceptable for indicative research. It simply means that if 50% of respondents indicated that they had a particular level of satisfaction with a service, we could expect the result for the entire municipality to be somewhere between 45% and 55%.

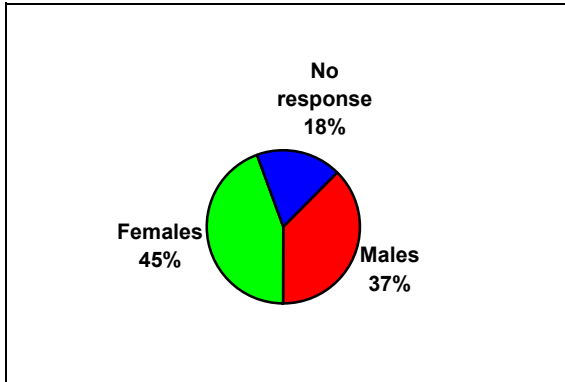
It is important to remember when considering the results, that the standard error for each of the sub-groups is much larger than for the overall results. When considering a sub-group size of 100 for example, the standard error increases to 10%. Some of the sub-groups in this study fall at, or below this level.

The value of the sub-groups analysis is that it helps in understanding the overall result. Results can be examined in terms of which groups tended to have *lower* levels of satisfaction and which tended to have *higher* levels of satisfaction. In this way, the final result is more meaningful. However, the potential standard error for small sub-groups necessitates a degree of caution in decision-making about programs and services to specific target areas.

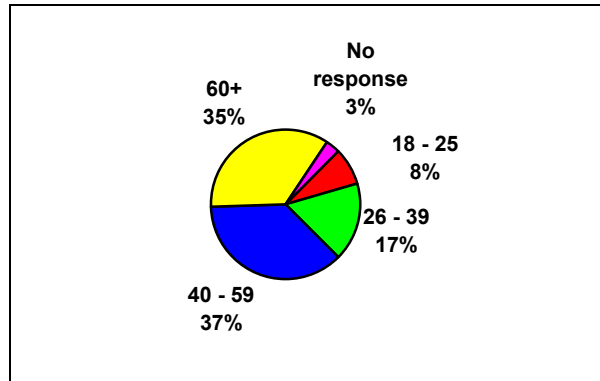
2. ANALYSIS OF THE SURVEY SAMPLE

2:1 OVERALL STRUCTURE

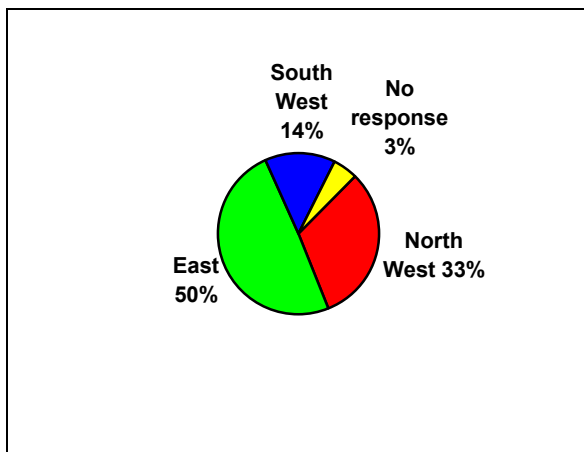
GENDER



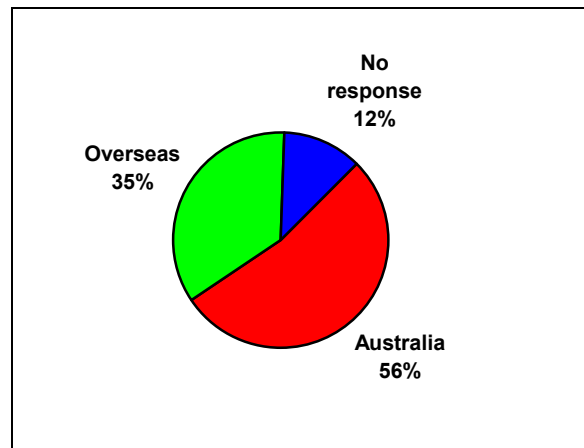
AGE



LOCATION



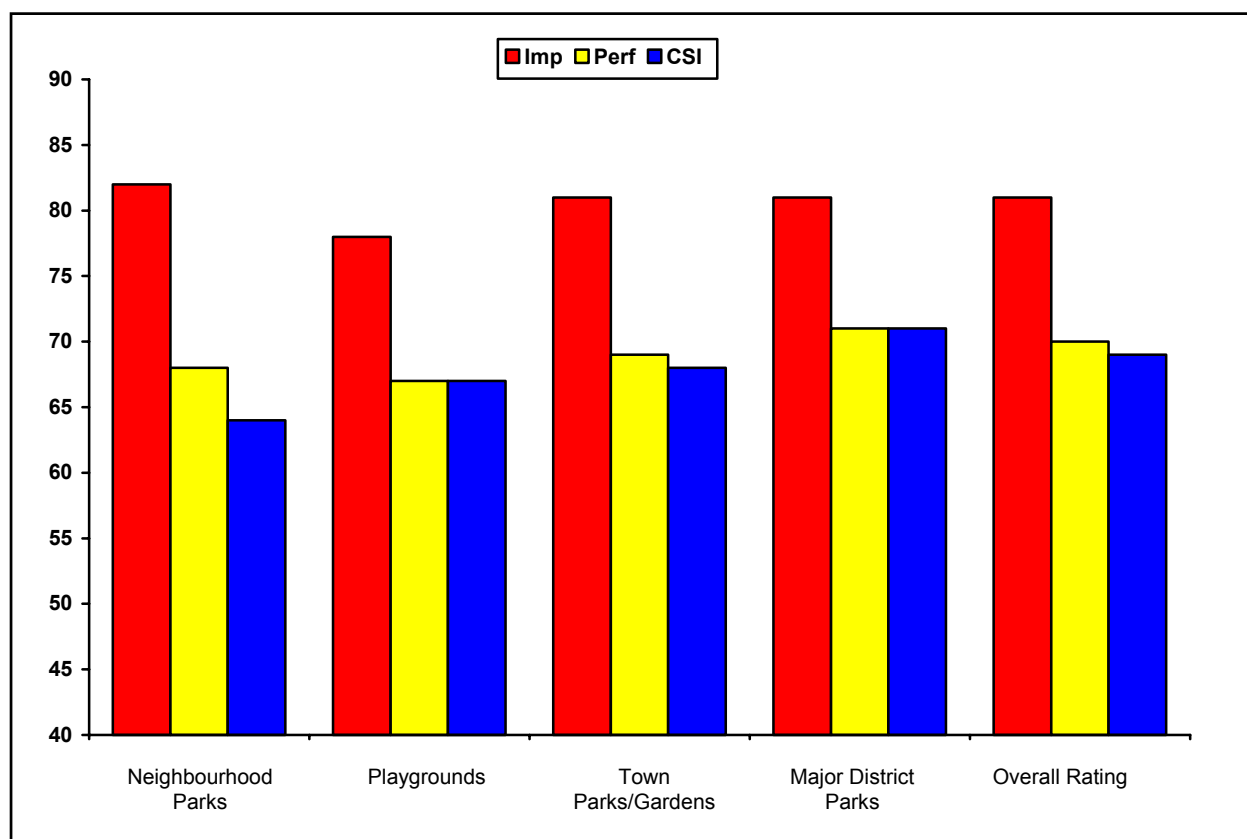
BIRTHPLACE



Recreation Index

	Public Open Space	Sporting Services	Cultural Services	Service Index
Total	69	64	70	68
		Decrease from high in 1999 to a moderate-high result		
Gender				
Male	68	63	69	67
Female	68	64	69	67
Age				
18 - 25 yrs	67	58	64	63
26 - 39 yrs	55	56	64	58
40 - 59 yrs	68	62	68	66
60+ yrs	77	72	75	74
			High to very high	Satisfaction continues to be highest for older age groups
Locality				
North West	71	66	69	68
East	71	63	71	68
South West	55	58	65	59
				Decline from high to moderate result for this year
Birth Place				
Australia	66	63	68	66
Overseas	73	64	69	69

3:1 PUBLIC OPEN SPACE



GUIDE TO RESULTS			
	IMPORTANCE	PERFORMANCE	C.S.I.
HIGH	80+	70+	65+
MODERATE	70-80	60-70	55-65
LOW	<70	<60	<55

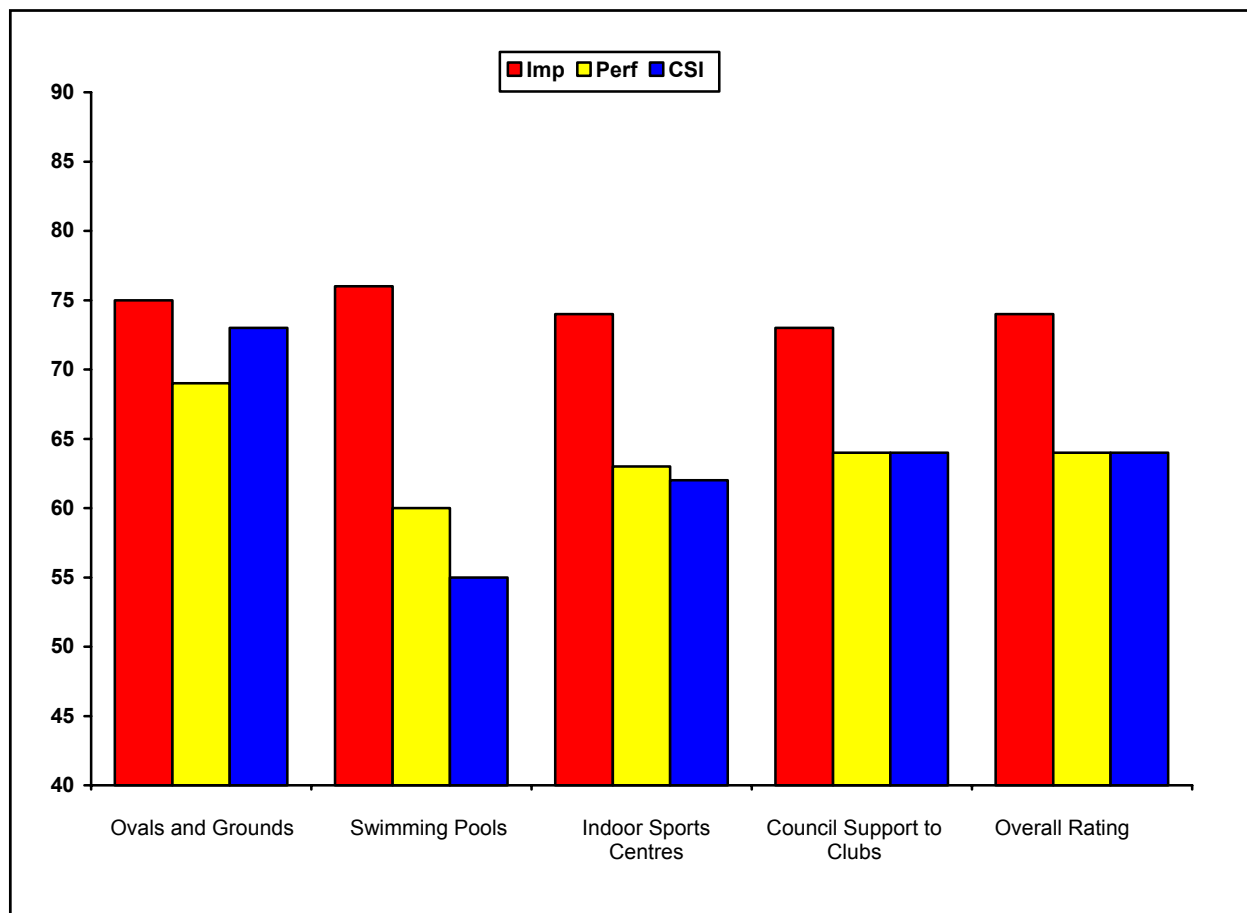
RESULTS:

Importance ratings have remained consistent with those of 1999 and in the high range. There has been a decline in performance ratings across all service aspects, particularly for Neighbourhood parks and playgrounds which have gone from high performance to moderate to high performance in 2000. The resulting CSIs were in the high range however lower than 1999. The exception was Neighbourhood Parks which has decreased to a moderate to high satisfaction. The overall rating was in the high range.

CONSULTANTS' COMMENTS

Satisfaction ratings have declined for both males and females and across all age groups. Respondents in the South West had a noticeably lower satisfaction across all service areas with an overall low to very low satisfaction for Public Open Space compared with high in 1999.

3:2 SPORTING SERVICES



GUIDE TO RESULTS			
	IMPORTANCE	PERFORMANCE	C.S.I.
HIGH	80+	70+	65+
MODERATE	70-80	60-70	55-65
LOW	<70	<60	<55

RESULTS:

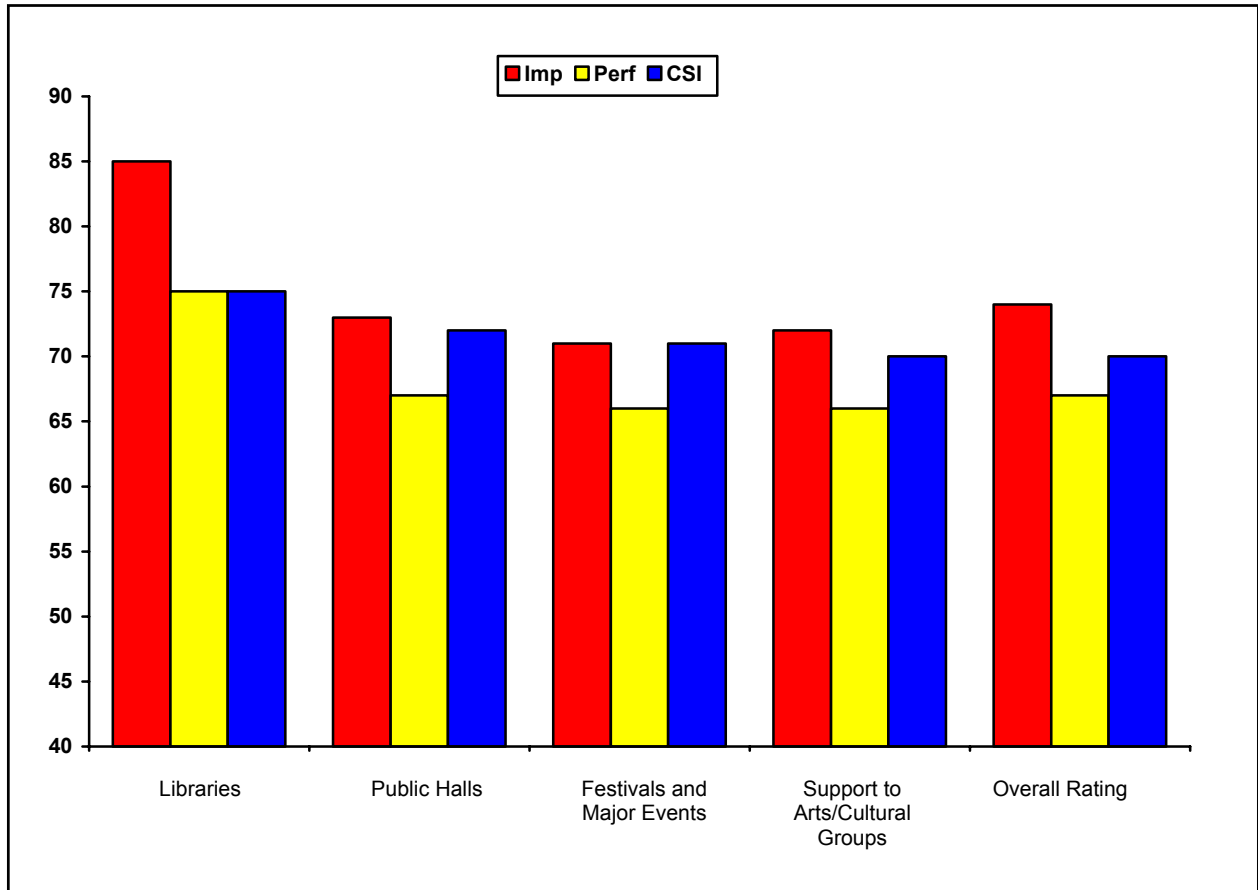
Importance ratings were in the moderate range across aspects the highest was Swimming Pools (76) and the lowest for Council Support to Clubs (73). Performance ratings were high for Ovals and Grounds and moderate for Council Support to Clubs, which was consistent with 1999. Performance ratings for Swimming Pools and Indoor Sports Centres have declined to be in the moderate to low range. This was particularly so for. Overall satisfaction was moderate and a decline on 1999's high score.

CONSULTANTS' COMMENTS

Male respondents' satisfaction with Swimming Pools has declined as has their satisfaction for Indoor Sports Centres. All age groups recorded declines for Swimming Pools, with the lowest satisfaction being for those aged 26-39 who rated Swimming Pools as very low.

Satisfaction levels were down across all locations. This was driven by declines in performance. Respondents had particularly low satisfaction with Swimming Pools.

3:3 CULTURAL SERVICES



GUIDE TO RESULTS			
	IMPORTANCE	PERFORMANCE	C.S.I.
HIGH	80+	70+	65+
MODERATE	70-80	60-70	55-65
LOW	<70	<60	<55

RESULTS:

Importance ratings remained consistent with 1999: very high for Libraries and moderate to low for the remaining aspects. Performance ratings were also consistent with 1999: very high for Libraries and moderate for the remaining aspects. This resulted in high overall satisfaction with Cultural Services, consistent with 1999.

CONSULTANTS' COMMENTS

Respondents aged over 60 had slight declines in performance ratings across all aspects however, overall satisfaction was still in the high range. Respondents in the two younger age groups had moderate to high satisfaction, similar to the results in 1999.

Overall satisfaction was down across all locations and in particular for those respondents living in the South West. However all, locations had an overall high satisfaction for Cultural Services.

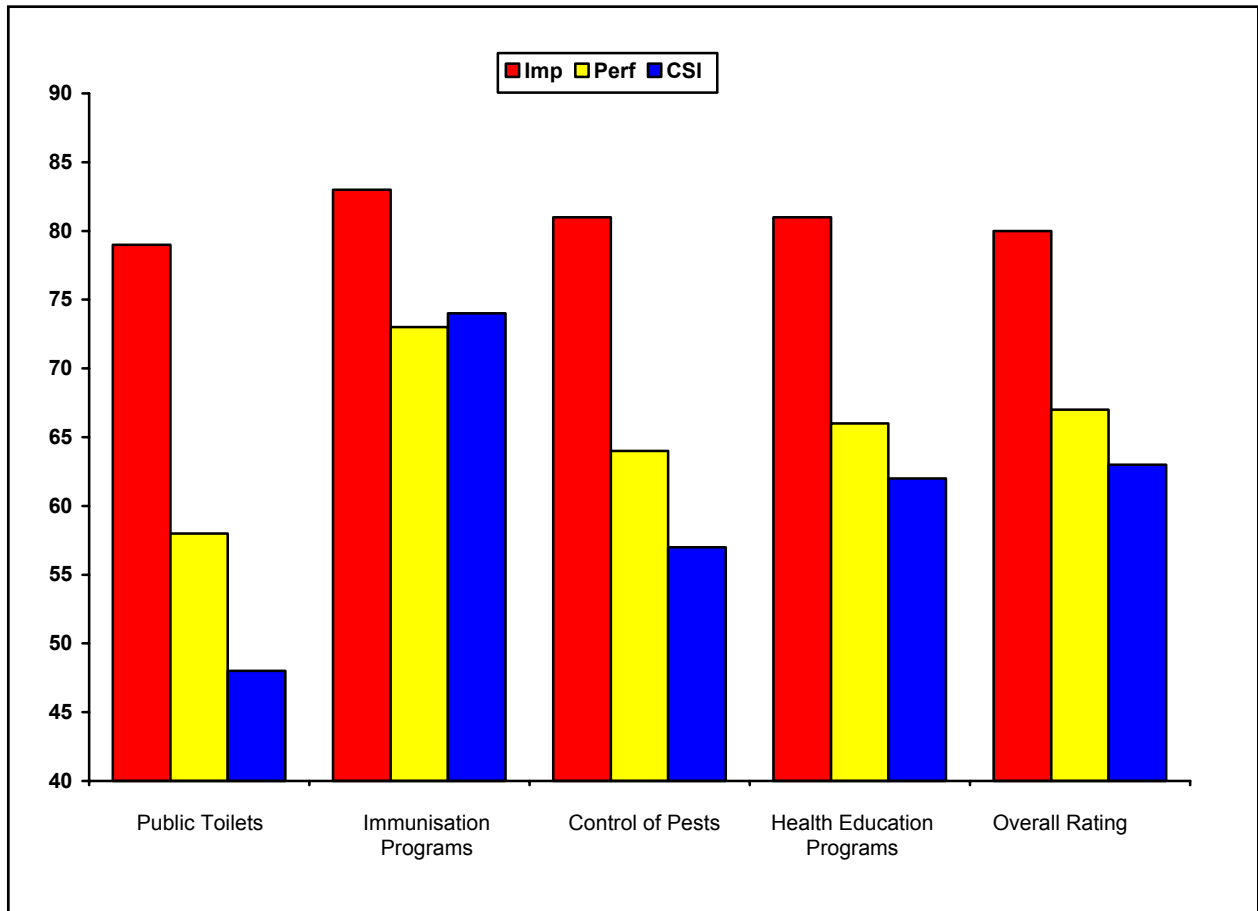
Health & Amenities Index

Public Health Waste Management Public Amenity Conservation & Natural Resources Service Index

Total	63	Moderate, consistent with 1999	69	Slight decline although remains high	65	High levels	64	Moderate to high	65
Gender									
Male	62		69		61		63		64
Female	64		65		66		64		65
Age									
18 - 25 yrs	56		67	High satisfaction across all ages except 26-39	66	Low satisfaction	57		62
26 - 39 yrs	59		57		61		52		57
40 - 59 yrs	64		68		64		63	High satisfaction overall	65
60+ yrs	67		75		67		71		70
Locality									
North West	66		68		64		66	High	66
East	62		71		66		66		66
South West	61		59	Decline from high to moderate	62	Significant decrease from moderate to low result for South West residents	48	Moderate	58
Birth Place									
Australia	64		67		63		61		64
Overseas	61		69		66		67		66

3:4

PUBLIC HEALTH



GUIDE TO RESULTS			
	IMPORTANCE	PERFORMANCE	C.S.I.
HIGH	80+	70+	65+
MODERATE	70-80	60-70	55-65
LOW	<70	<60	<55

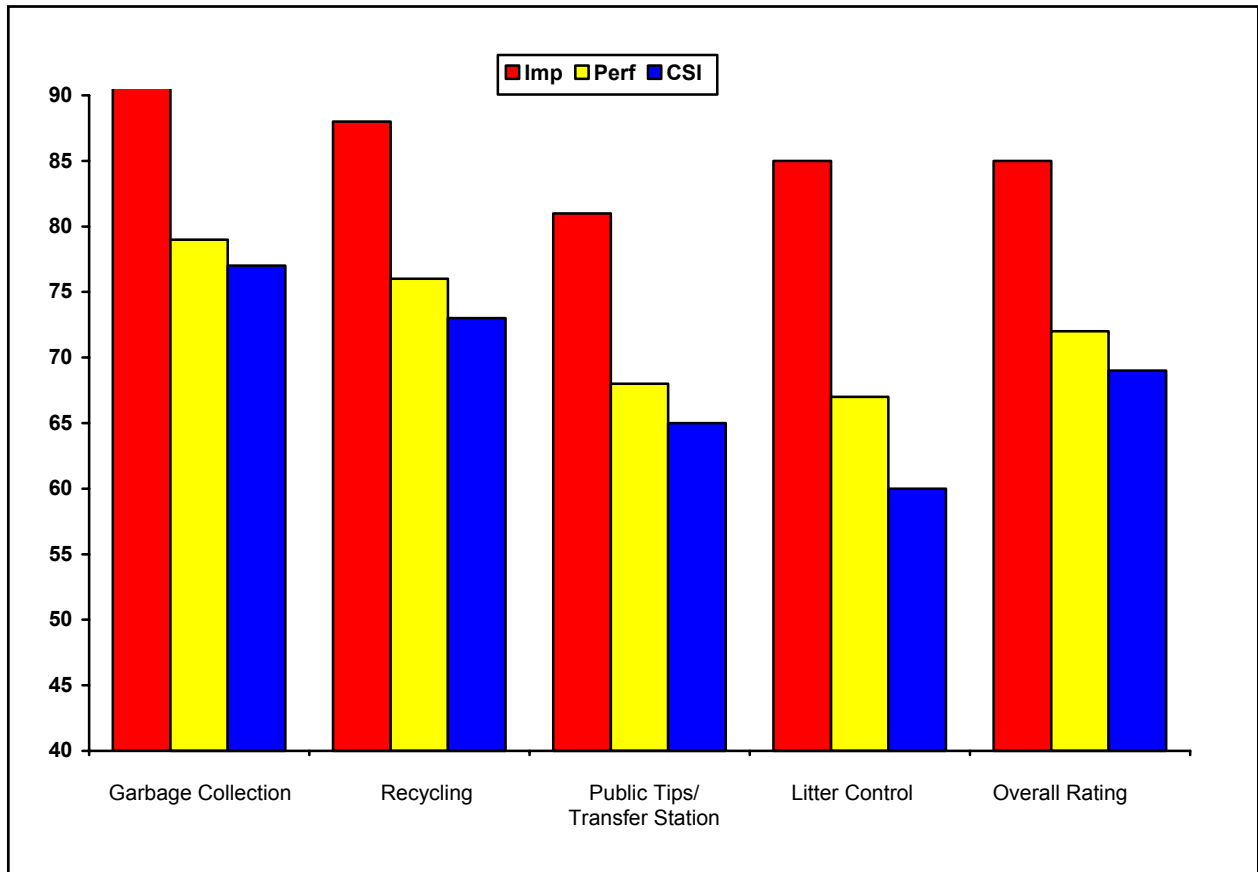
RESULTS:

Importance ratings were consistent with 1999 (high) as were performance ratings. This resulted in low satisfaction for Public Toilets, high satisfaction for Immunisation Programs and moderate satisfaction for the remaining aspects.

CONSULTANTS' COMMENT

Satisfaction levels were very low for Public Toilets in the South West. Overall satisfaction levels were high in the North West and moderate in the East and South West regions.

3:5 WASTE MANAGEMENT



GUIDE TO RESULTS			
	IMPORTANCE	PERFORMANCE	C.S.I.
HIGH	80+	70+	65+
MODERATE	70-80	60-70	55-65
LOW	<70	<60	<55

RESULTS:

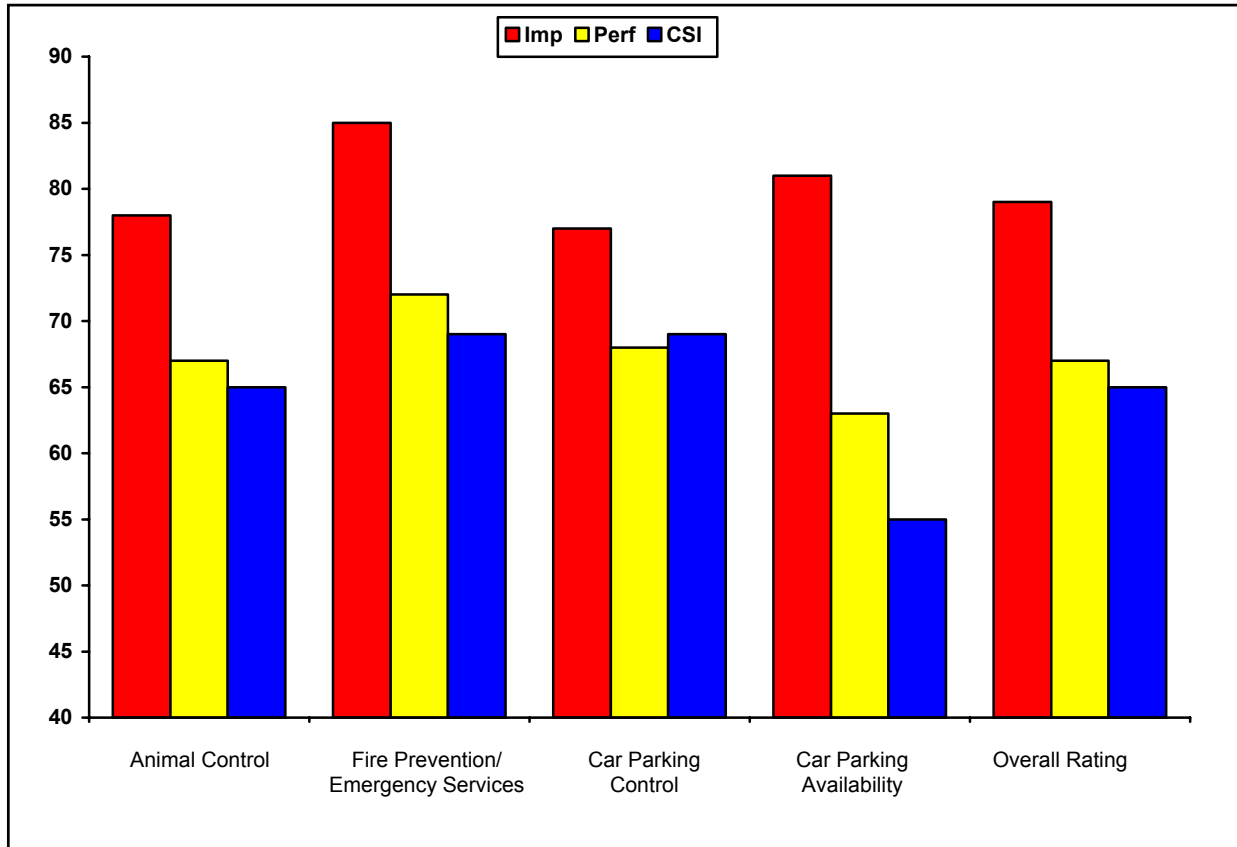
Importance ratings have remained very high across all aspects. Performance levels were marginally lower however, still in the very high range for Garbage Collection and Recycling. This resulted in very high satisfaction overall for Garbage Collection and high satisfaction for Recycling. Satisfaction was also very high for Public Tips/Transfer Stations however lower than 1999. Litter Control remained moderate overall. Overall satisfaction was high but lower than 1999.

CONSULTANTS' COMMENTS

26-39 year olds had noticeably lower performance scores across all aspects which resulted in moderate satisfaction overall compared with very high in 1999.

Although high overall, satisfaction was lower for both males and females across all aspects. Satisfaction levels in the South West were lower than 1999 particularly for Litter Control and Recycling, which went from a high satisfaction to a moderate satisfaction. Garbage collection went from very high satisfaction to high satisfaction for residents in the South West.

3:6 PUBLIC AMENITY



GUIDE TO RESULTS			
	IMPORTANCE	PERFORMANCE	C.S.I.
HIGH	80+	70+	65+
MODERATE	70-80	60-70	55-65
LOW	<70	<60	<55

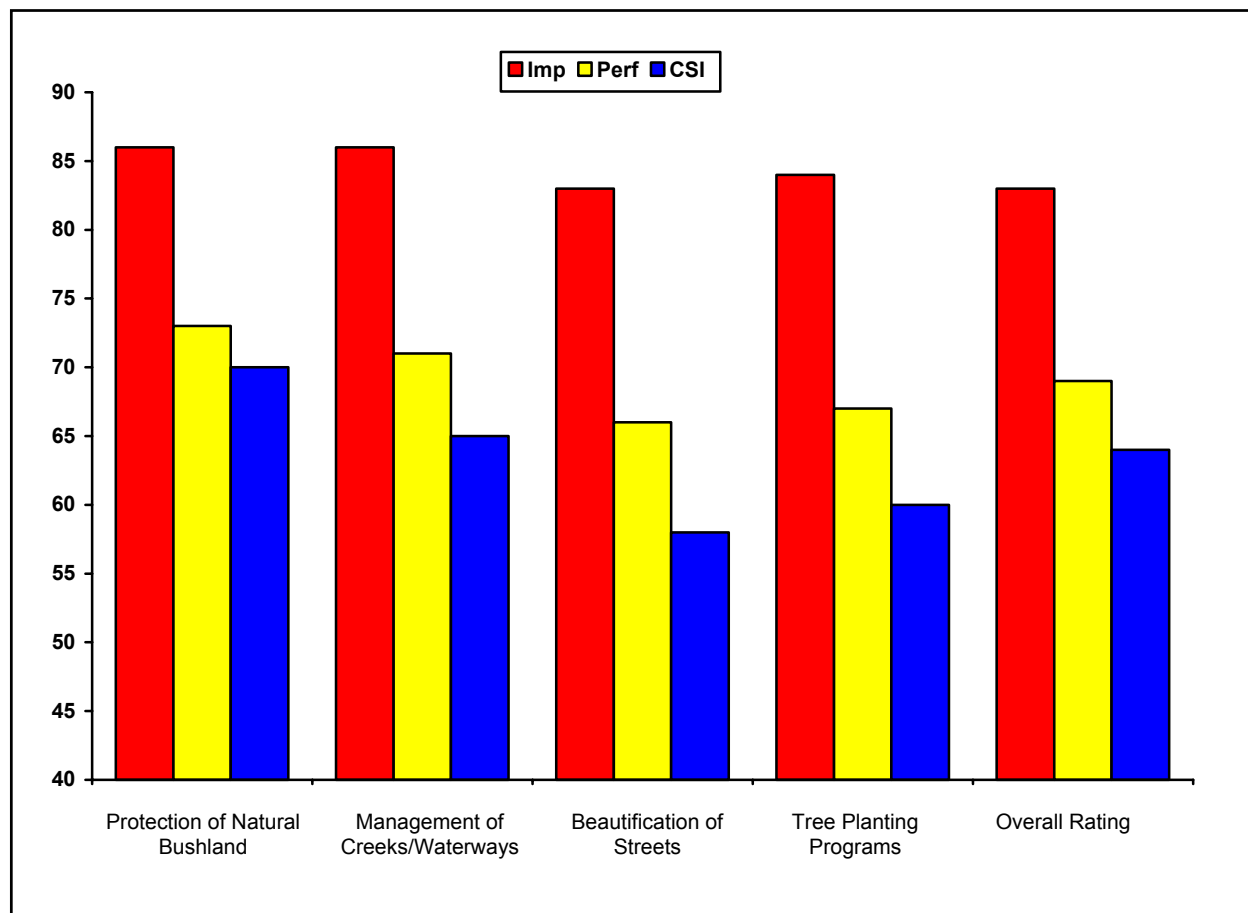
RESULTS:

Overall, Public Amenity results were consistent with 1999 and in the high range for Fire Prevention/Emergency Services, Car Parking Control and Animal Control. Car Parking availability remained moderate to low. Overall satisfaction was high.

CONSULTANTS' COMMENTS

Overall satisfaction was slightly lower across the locations with the East locality the only one to have overall high satisfaction. Car Parking Availability was low in the East and the South West.

3:7 CONSERVATION AND NATURAL RESOURCES



GUIDE TO RESULTS			
	IMPORTANCE	PERFORMANCE	C.S.I.
HIGH	80+	70+	65+
MODERATE	70-80	60-70	55-65
LOW	<70	<60	<55

RESULTS:

Importance ratings stayed consistent with 1999 and in the high to very high range. Performance ratings were in the high range for all aspects which resulted in high satisfaction for Protection of Natural Bushland and Management of Creeks and Waterways and moderate satisfaction for Beautification of Streets and Tree Planting Programs. Overall satisfaction was moderate to high.

CONSULTANTS' COMMENTS

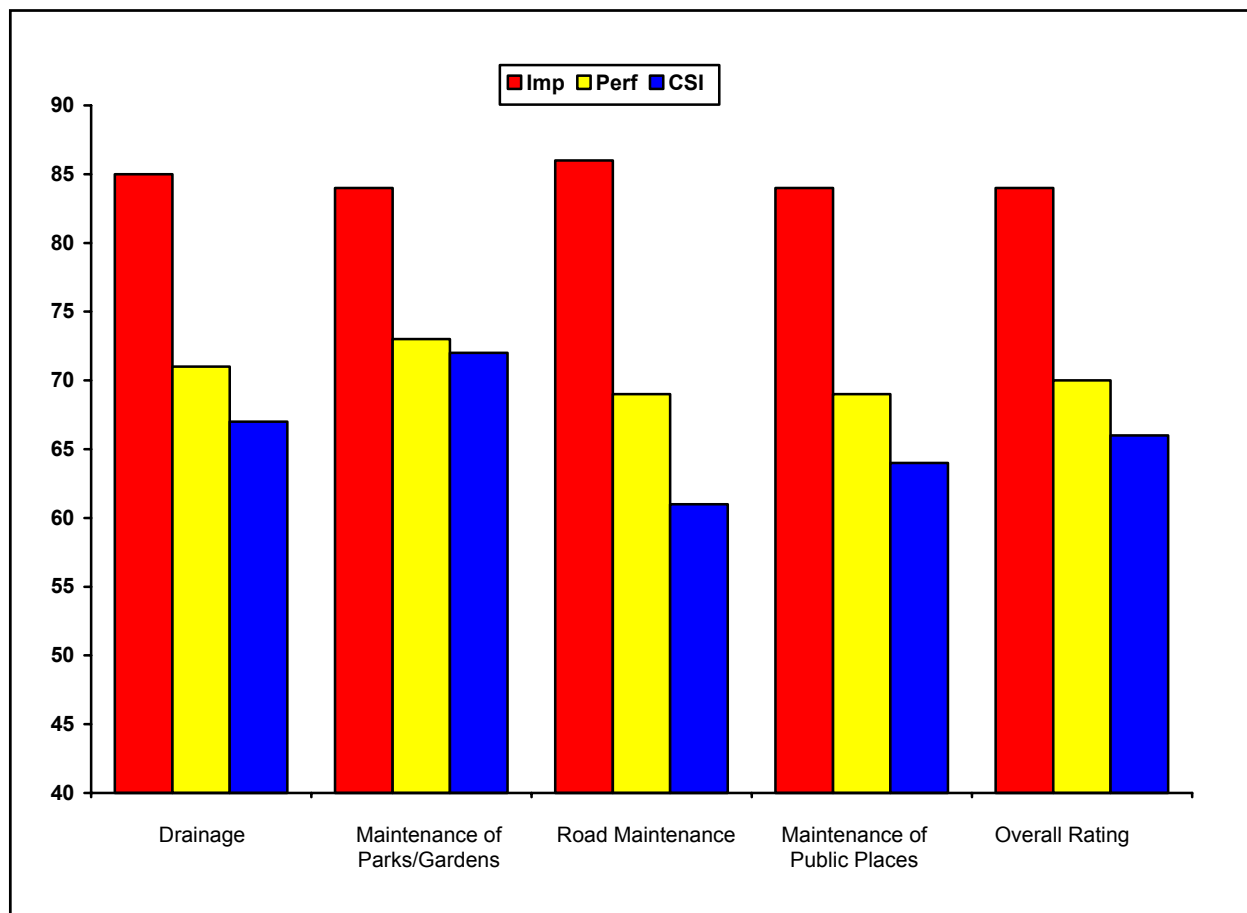
Management of Creeks and Waterways had slightly lower satisfaction levels across both genders compared with 1999. Beautification of Streets had noticeably lower satisfaction for female respondents (moderate to low).

Satisfaction levels were noticeably lower for respondents aged 26-39 years as a result of increased importance ratings and lower performance ratings. Respondents in the South West had noticeably lower satisfaction (in the low range) overall with very low satisfaction for Beautification of Streets and Tree Planting Programs considerably lower than 1999.

Economic Index

	Engineering Services	Traffic Services	Planning & Building	Service Index
Total	66	66	60 Moderate	64
	High satisfaction overall			
Gender				
Male	65	65	58	63
Female	66	63	61	64
Age				
18 - 25 yrs	56	58	61	58
26 - 39 yrs	57	58	51 Low	55
40 - 59 yrs	66	65	63	64
60+ yrs	72	71	64	69
	Satisfaction has declined however remains in the high range			
Locality				
North West	66	65	65	65
East	69	69	61	66
South West	49 Declines from moderate level in 1999 to low for this year	50 Low	47 Satisfaction declined further for South West residents - low	49 Low overall – reflects drops across all service areas
Birth Place				
Australia	62	64	57	61
Overseas	69	65	65	66

3:8 ENGINEERING SERVICES



GUIDE TO RESULTS			
	IMPORTANCE	PERFORMANCE	C.S.I.
HIGH	80+	70+	65+
MODERATE	70-80	60-70	55-65
LOW	<70	<60	<55

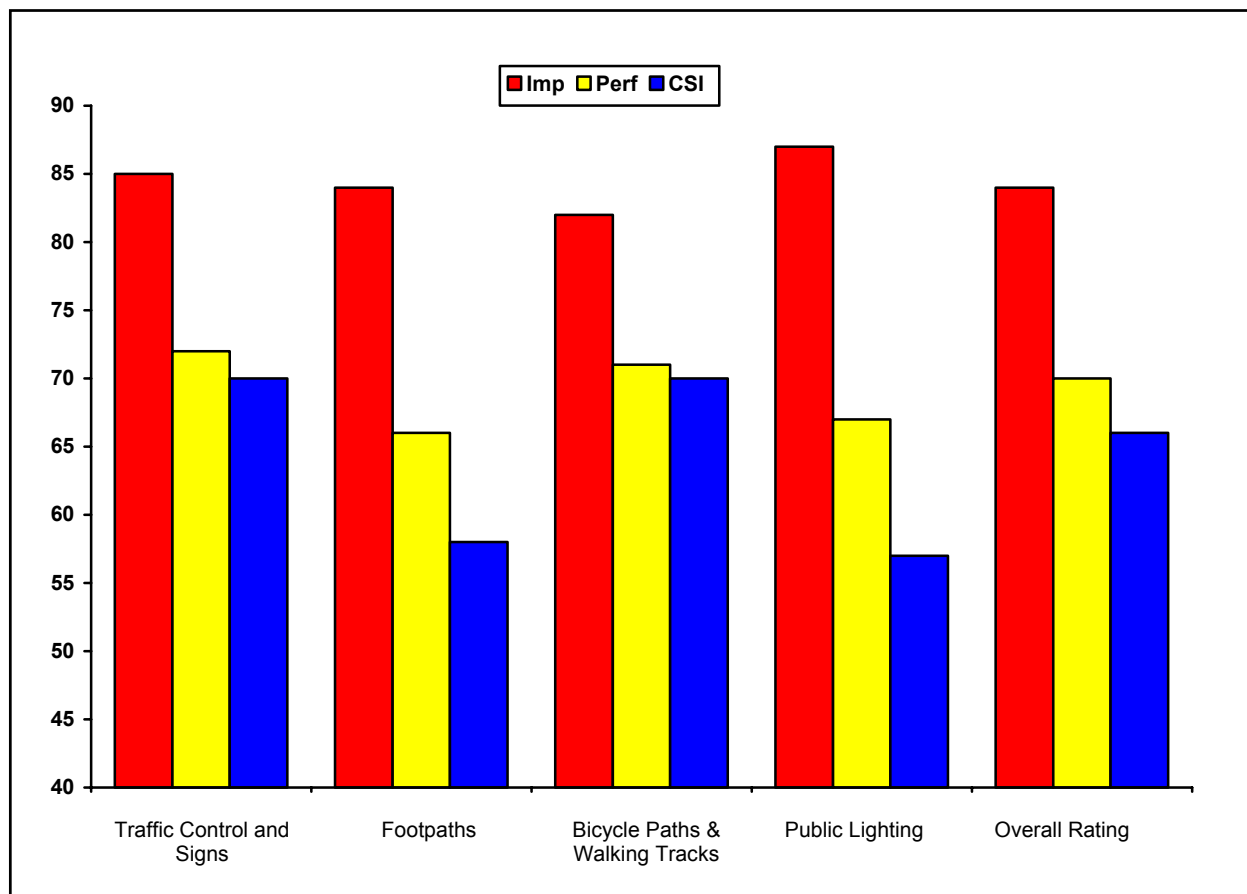
RESULTS:

Importance ratings have remained in the high to very high range across the service areas. Performance ratings have also remained high across all aspects and consistent with 1999. Results in satisfaction were in the high range and consistent with 1999.

CONSULTANTS' COMMENTS

Respondents in the South West region had lower performance ratings particularly for Road Maintenance and Maintenance of Public Places. This resulted in very low satisfaction for Road Maintenance and low satisfaction for Maintenance of Public Places.

3:9 TRAFFIC SERVICES



GUIDE TO RESULTS			
	IMPORTANCE	PERFORMANCE	C.S.I.
HIGH	80+	70+	65+
MODERATE	70-80	60-70	55-65
LOW	<70	<60	<55

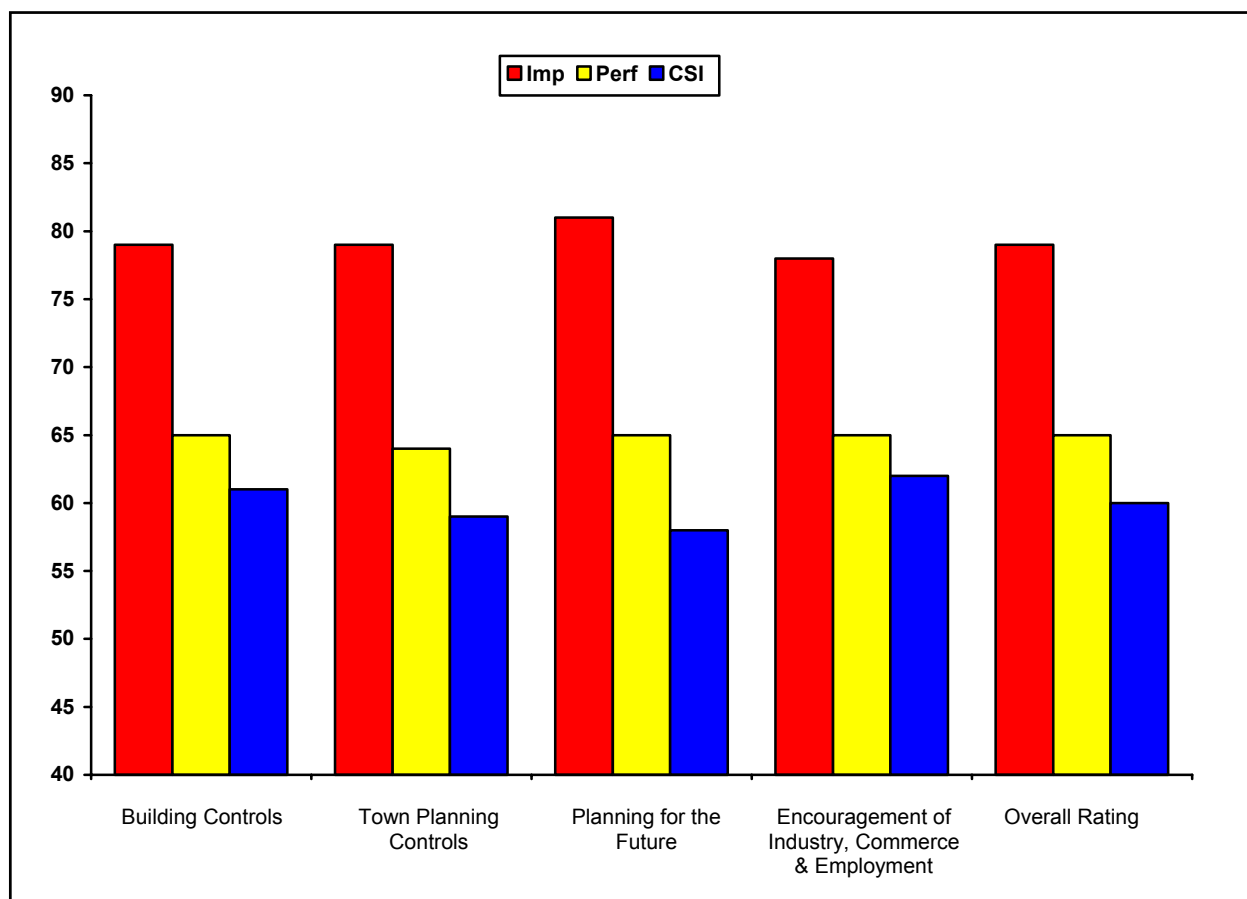
RESULTS:

Importance ratings were high to very high across service aspects. Performance ratings were slightly lower than 1999 for all aspects except Public Lighting. Satisfaction remained higher for Traffic Control and Signs and Bicycle Paths and Walking Ways and moderate for Footpaths and Public Lighting. Overall satisfaction was high and consistent with 1999.

CONSULTANTS' COMMENTS

South West respondents had low satisfaction overall compared with moderate in 1999 and very low satisfaction for Footpaths and Public Lighting. Their satisfaction for Bicycle Paths and Walking Tracks has declined noticeably on 1999 to moderate to low in 2000.

3:10 PLANNING AND BUILDING



GUIDE TO RESULTS			
	IMPORTANCE	PERFORMANCE	C.S.I.
HIGH	80+	70+	65+
MODERATE	70-80	60-70	55-65
LOW	<70	<60	<55

RESULTS:

Importance ratings were moderate to high compared with high in 1999. Satisfaction ratings have remained consistently in the moderate range which has resulted in moderate satisfaction across all aspects. Overall satisfaction was moderate and consistent with 1999.

CONSULTANTS' COMMENTS

Respondents in the South West continue to have the lowest satisfaction ratings across each service aspect, particularly for Planning for the Future where satisfaction was low. Their ratings were slightly lower than 1999.

Human Services Index

	Services to Families	Home Care Services	Services to Children	Service Index
Total	63	68	72	68
	Slightly higher satisfaction across these service areas			High overall result
Gender				
Male	62	68	73	67
Female	63	69	72	68
Age				
18 - 25 yrs	58	68	70	65
26 - 39 yrs	59	59	61	60
40 - 59 yrs	61	70	73	68
60+ yrs	69	70	78	73
Locality				
North West	65	71	73	70
East	62	67	72	67
South West	59	62	68	63
	Moderate result			
Birth Place				
Australia	63	67	71	67
Overseas	62	70	73	68

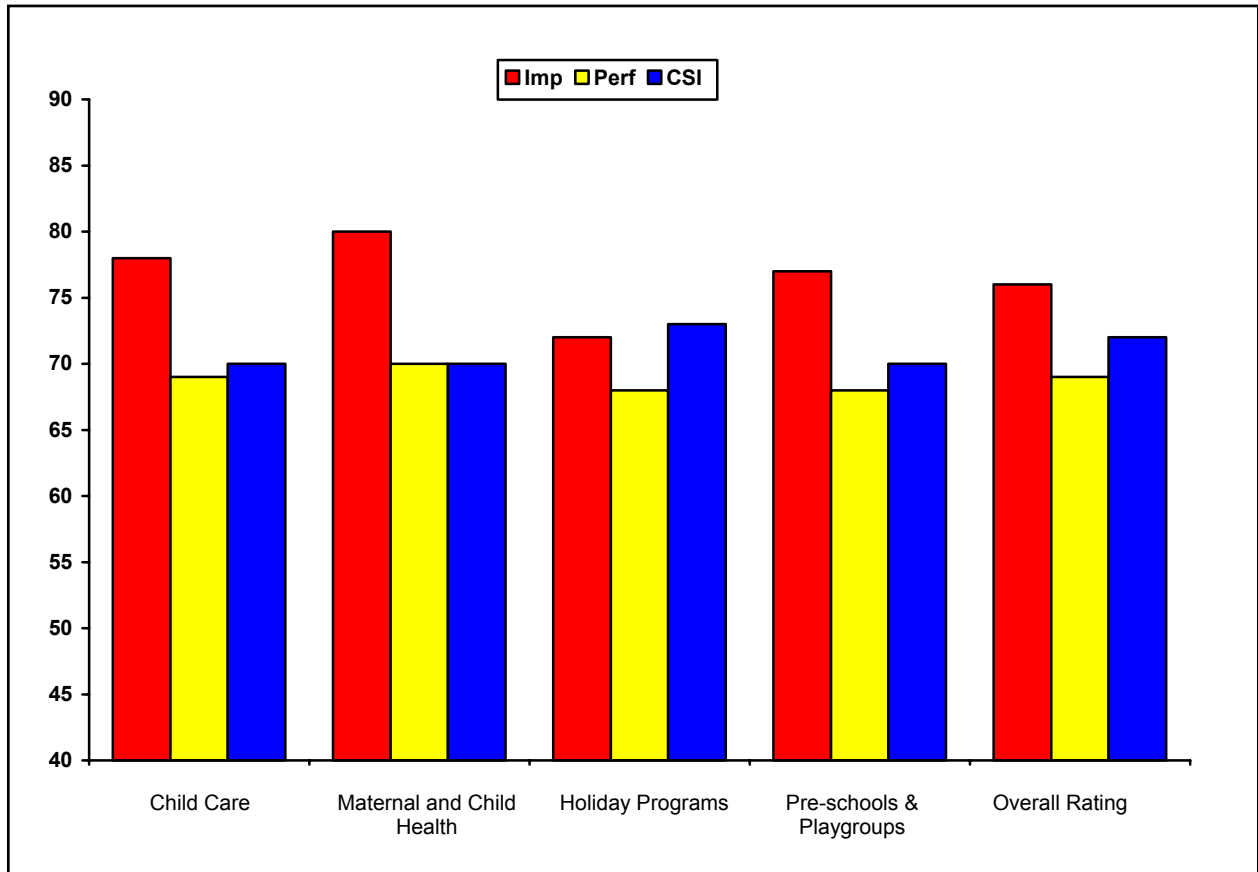
Moderate satisfaction for 26-39 year olds across all areas

High satisfaction

Higher satisfaction

High satisfaction across municipality – moderate overall result

3:11 CHILDREN'S SERVICES



GUIDE TO RESULTS			
	IMPORTANCE	PERFORMANCE	C.S.I.
HIGH	80+	70+	65+
MODERATE	70-80	60-70	55-65
LOW	<70	<60	<55

RESULTS:

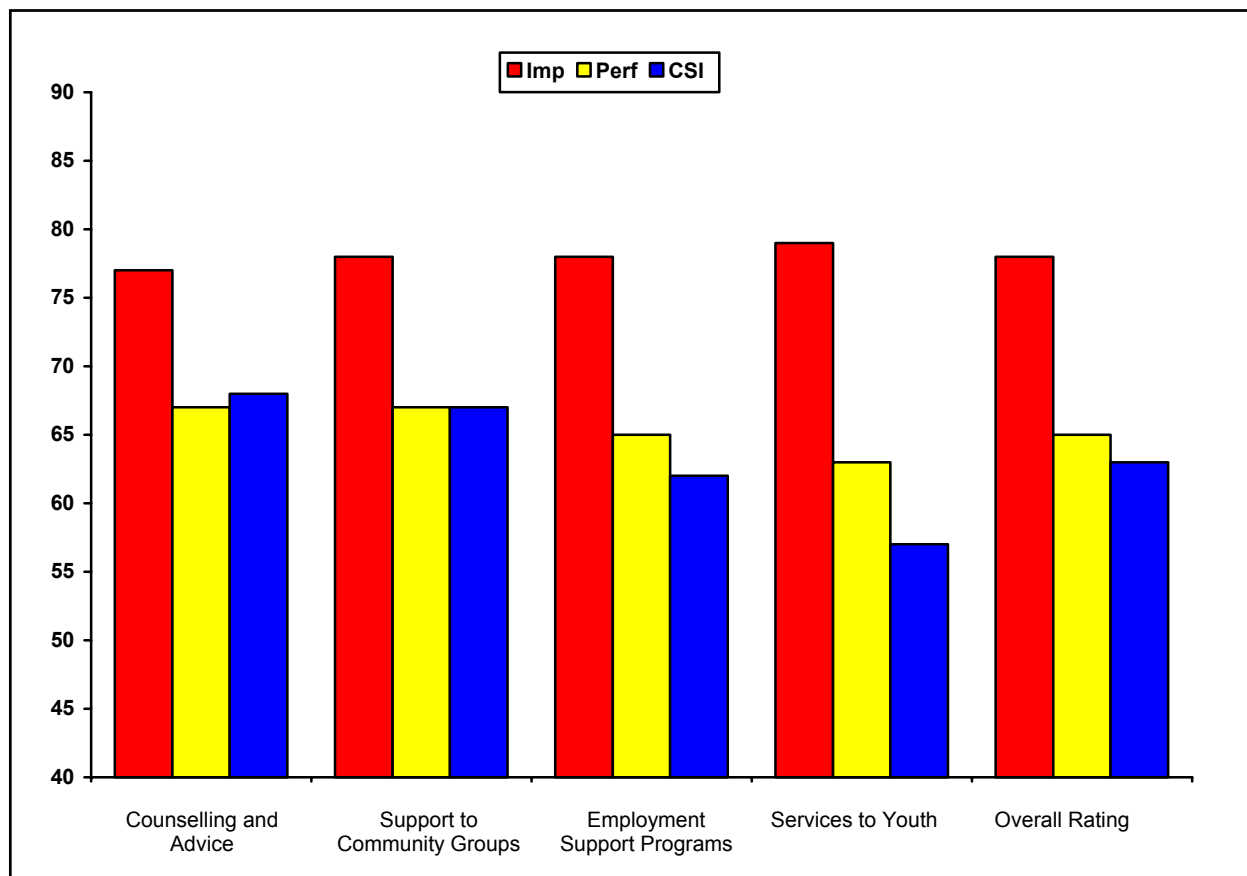
Importance ratings were high for Maternal & Child Health, moderate for Childcare and Pre-schools & Playgrounds and moderate to low for Holiday Programs. Performance ratings continued to be high for Childcare, Maternal Child Health and moderate to high for the remaining aspects. This resulted in high satisfaction across all aspects and high satisfaction overall consistent with 1999.

CONSULTANTS' COMMENTS

Respondents aged 26-39 years had noticeably lower satisfaction across all aspects than respondents of other age groups. However, their satisfaction with Holiday Programs was in the high range and it was moderate for the remaining aspects.

Overall satisfaction was high across all locations.

3:12 SERVICES TO FAMILIES



GUIDE TO RESULTS			
	IMPORTANCE	PERFORMANCE	C.S.I.
HIGH	80+	70+	65+
MODERATE	70-80	60-70	55-65
LOW	<70	<60	<55

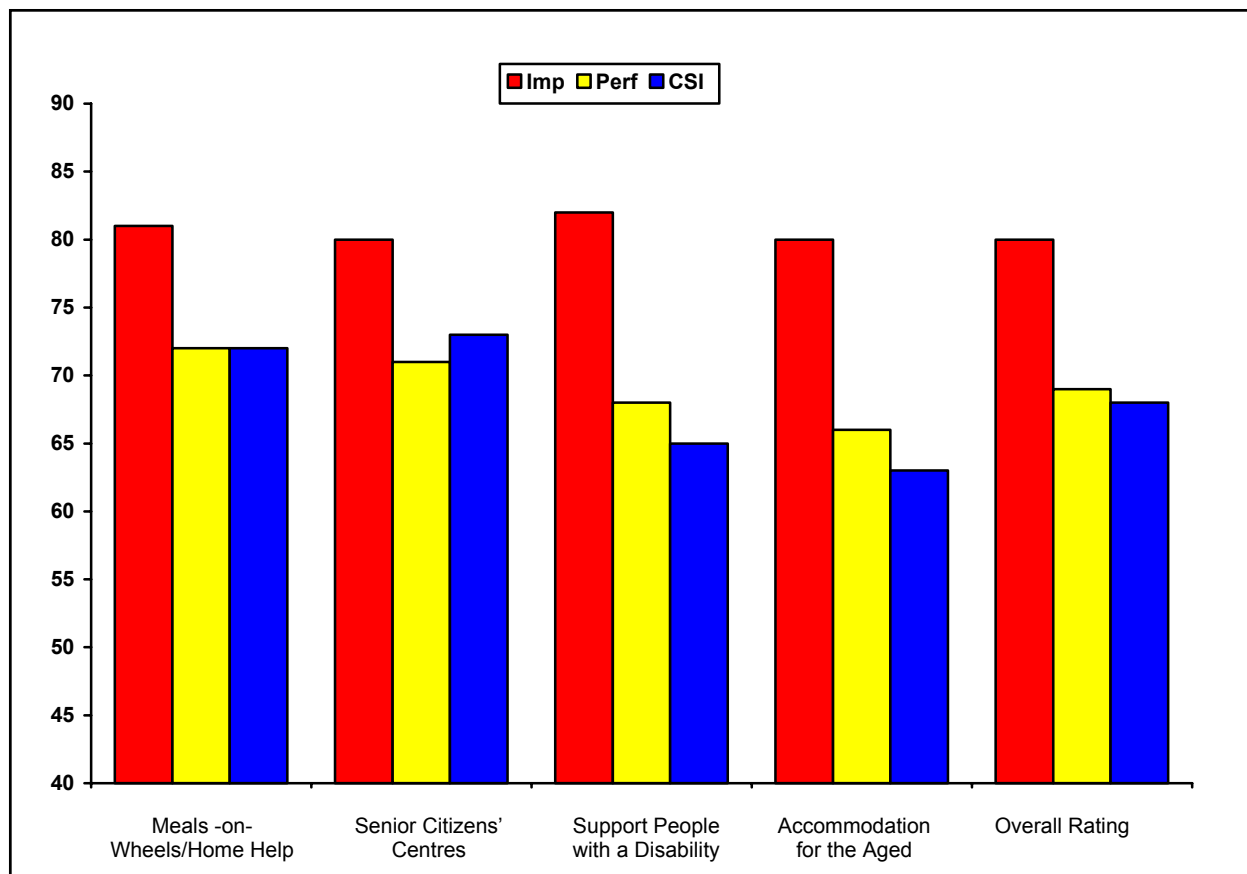
RESULTS:

Importance ratings were in the high end of the moderate scale across the services. Performance ratings were also in the moderate range, the lowest being for Services to Youths (63). Overall satisfaction was moderate.

CONSULTANTS' COMMENTS

Satisfaction tended to increase with age overall and was predominantly in the moderate range. It was high for respondents in the North West and moderate for those in the East and South West.

3:13 HOME CARE SERVICES



GUIDE TO RESULTS			
	IMPORTANCE	PERFORMANCE	C.S.I.
HIGH	80+	70+	65+
MODERATE	70-80	60-70	55-65
LOW	<70	<60	<55

RESULTS:

Importance ratings were high across all aspects. Performance was also high for Meals On Wheels/Home Help and Senior Citizens centres, it was moderate for Support People with a Disability and Accommodation for the Aged. Overall satisfaction was high and consistent with 1999.

CONSULTANTS' COMMENTS

Respondents aged over 60 continued to have high satisfaction levels across all services except Accommodation for the Aged, where satisfaction was moderate.

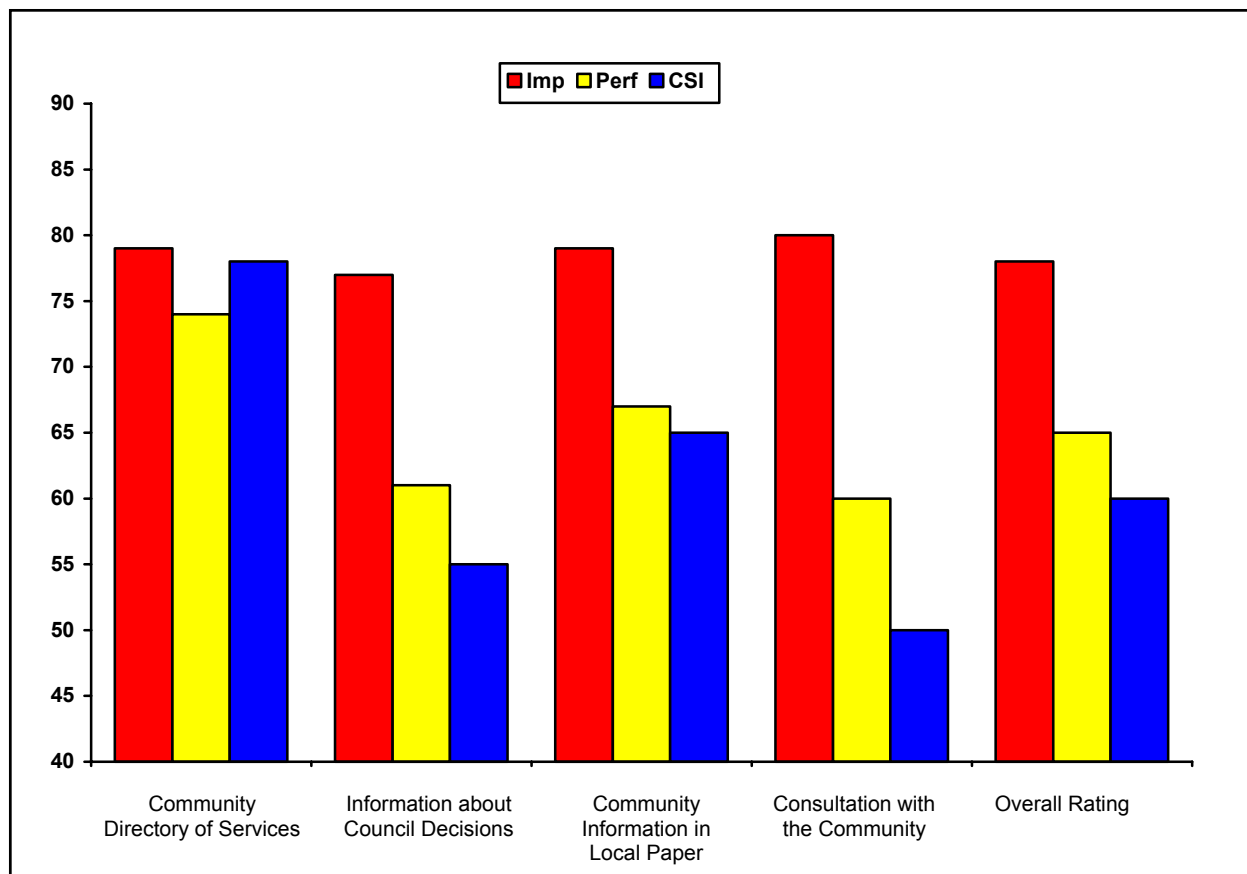
Satisfaction levels although moderate to high were lower for those respondents living in the South West.

Information Index

Information Services

Total	60	Moderate overall rating
Gender		
Male	60	
Female	60	
Age		
18 - 25 yrs	54	Low levels
26 - 39 yrs	53	
40 - 59 yrs	60	
60+ yrs	66	High satisfaction continues for older respondents
Locality		
North West	61	
East	61	
South West	53	Significant decrease to a low level.
Birth Place		
Australia	57	
Overseas	65	

3:14 INFORMATION SERVICES



GUIDE TO RESULTS			
	IMPORTANCE	PERFORMANCE	C.S.I.
HIGH	80+	70+	65+
MODERATE	70-80	60-70	55-65
LOW	<70	<60	<55

RESULTS:

Importance ratings remained moderate to high across the service aspect. Performance was high for Community Directory of Services, moderate to high for Community Information in Local Papers and moderate to low for Information about Council Decisions and Consultation with the Community. This resulted in very high satisfaction for the Directory, high satisfaction for Community Information in the Local Papers, moderate to low satisfaction for Information about Council Decisions and Consultation with the Community. These results are consistent with 1999. Overall satisfaction was moderate.

CONSULTANTS' COMMENTS

Satisfaction was noticeably lower for those in the South West, particularly for Community Information about Council Decisions.

4. CORPORATE IMAGE INDICATORS

SUMMARY TABLE AND RESULTS

The table below summarises the results for the Corporate Image Areas of Council Staff, Council Image and Value For Money.

ELEMENT	MONASH 2000 RATING	MONASH 1999 RATING	MONASH 1998 RATING	MONASH 1997 RATING	MONASH 1996 RATING	MONASH 1995 RATING
COUNCIL STAFF General Courtesy of Council Staff	73	75	74	73	68	66
General Efficiency of Council Staff	70	73	71	71	65	62
Responsiveness to Complaints	67	70	67	68	61	61
COUNCIL IMAGE Overall Image of Council	70	71	70	70	62	59
Presentation of the District to Visitors	72	73	72	73	65	65
Image of Council in the Local District	69	70	69	68	60	59
VALUE FOR MONEY The Current Level of Council Rates	58	62	63	60	54	47
Charges Made for Other Council Services	59	62	62	60	52	51
Performance of Council compared to level of Rates	60	64	62	60	53	50

Although Council Staff aspects have remained in the very high range there have been slight declines, particularly for General Effectiveness of Council Staff (from 73 – 70). Satisfaction has declined most noticeably for those respondents living in the South West.

Council Image aspects have remained consistent with 1999 and are in the very high range. However, there have been declines for respondents living in the South West.

The most noticeable declines have been for Value for Money aspects, where all aspects have declined from 1999. This has been consistent across all locations.

APPENDICES

DETAILED RESULTS