



**REPORT TO**  
**CITY OF MONASH**  
**COMMUNITY SATISFACTION MEASUREMENT**  
**SURVEY**

**OCTOBER 2001**

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## **DETAILED RESULTS**

## 1. BACKGROUND

### 1:1 RESEARCH METHODOLOGY

The Community Satisfaction Measurement Survey developed by the Centre for Local Government Research 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*
North West	3125 - Burwood
	3147 - Ashwood
	3148 - Chadstone
	3149 - Mt. Waverley.
East	3150 - Glen Waverley
	3170 - Mulgrave.
South West	3166 - Oakleigh
	3167 - South Oakleigh
	3168 - Clayton & Notting Hill

Households were selected from the current Council voters' roll and two questionnaires were mailed to randomly selected households during October 2001, 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. \*4% 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.

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 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

Forty -five (45) tables of data are provided in this report. The research is considered in five 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, **SECTION 4** provides the detailed results of the Corporate Image Indicators and **SECTION 5** provides the results to the extra questions where commissioned by Council. The **APPENDICES** provide the detailed data in forty-five 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.

<b>IMPORTANCE INDICATOR</b>	<b>90+</b>	=	<b>VERY HIGH</b>
	<b>80-90</b>	=	<b>HIGH</b>
	<b>70-80</b>	=	<b>MODERATE</b>
	<b>60-70</b>	=	<b>LOW</b>
	<b>BELOW 60</b>	=	<b>VERY LOW</b>
<b>PERFORMANCE INDICATOR</b>	<b>75+</b>	=	<b>VERY HIGH</b>
	<b>70-75</b>	=	<b>HIGH</b>
	<b>60-70</b>	=	<b>MODERATE</b>
	<b>50-60</b>	=	<b>LOW</b>
	<b>BELOW 50</b>	=	<b>VERY LOW</b>
<b>COMMUNITY SATISFACTION INDEX (CSI)</b>	<b>75+</b>	=	<b>VERY HIGH</b>
	<b>65-75</b>	=	<b>HIGH</b>
	<b>55-65</b>	=	<b>MODERATE</b>
	<b>45-55</b>	=	<b>LOW</b>
	<b>BELOW 45</b>	=	<b>VERY LOW</b>

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

<b>65+</b>	=	<b>VERY HIGH</b>
<b>55-65</b>	=	<b>HIGH</b>
<b>45-55</b>	=	<b>MODERATE</b>
<b>35-45</b>	=	<b>LOW</b>
<b>BELOW 35</b>	=	<b>VERY LOW</b>

### 1:3 SURVEY ACCURACY

For a response rate of 601 surveys, the maximum standard error for the overall results is 4.07%. 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 45.93% and 54.07%.

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.

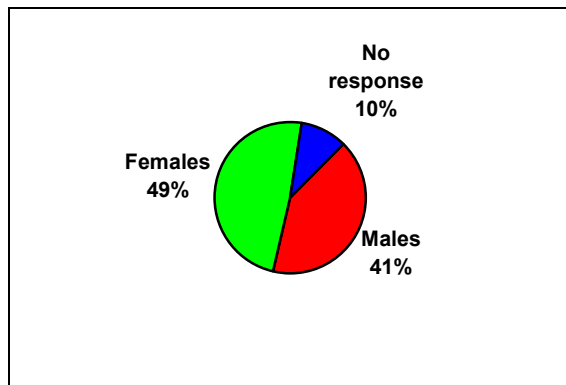
The value of the sub-groups analysis is that it helps in understanding the overall result. In other words, we can look at the results and consider which groups tended to have *lower* levels of satisfaction and which tended to have *higher* levels of satisfaction. In this way, the final result is more 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

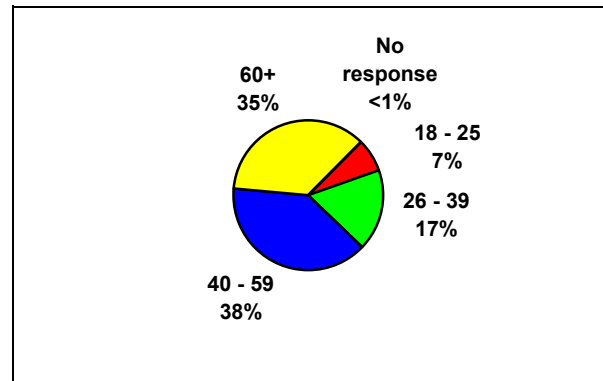
### 2:1 OVERALL STRUCTURE

A total of 601 responses were received from 1000 randomly selected households. Our analysis demonstrates that the sample has a good cross-section of community opinion. The pie charts below show the structure of the survey sample.

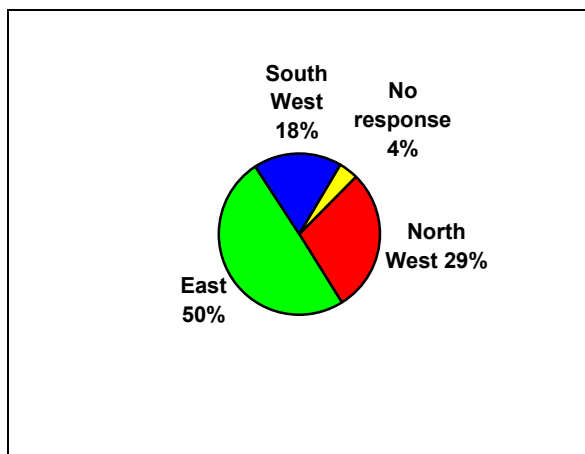
#### GENDER



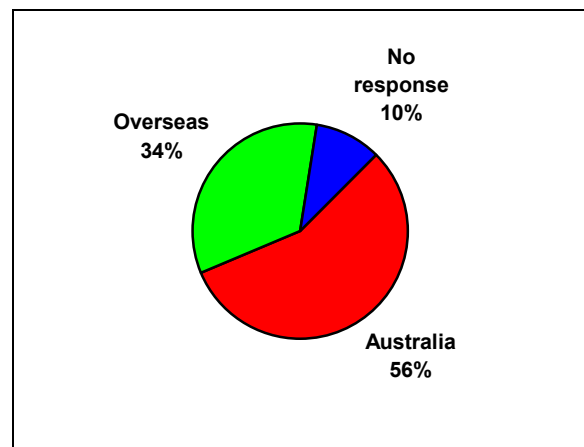
#### AGE



#### LOCATION



#### BIRTHPLACE

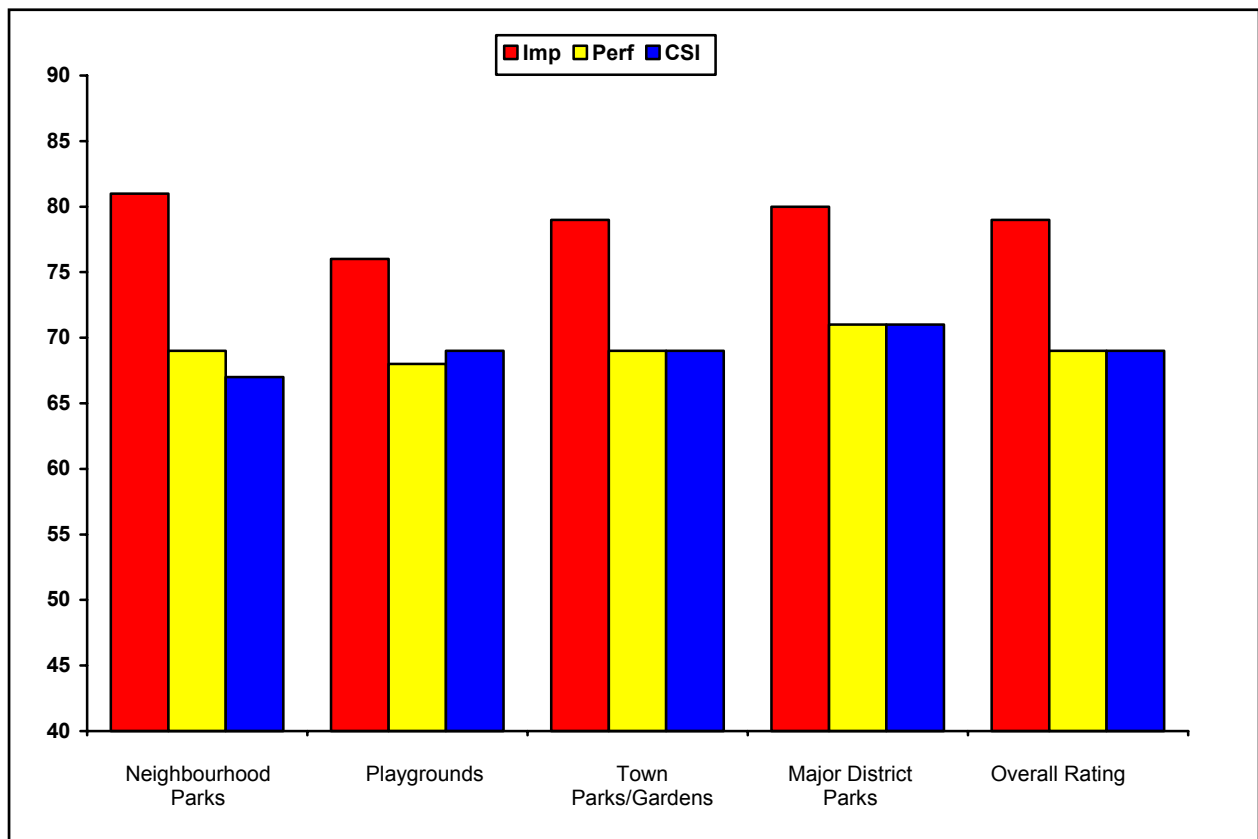


3. DIRECT SERVICE PROVISION

# Recreation Index

	Public Open Space	Sporting Services	Cultural Services	Service Index
<b>Total</b>	69 High	70 Increase from moderate to a high result	73 High	71 High overall result
<b>Gender</b>				
Male	69	72	74	72
Female	69	69	74	71
<b>Age</b>				
18 - 25 yrs	Very high 77	67 High	74	73
26 - 39 yrs	63 Moderate result increased from low moderate score last year	63	68 High levels	65
40 - 59 yrs	High 67	70	74	70
60+ yrs	74	76	78 Very high satisfaction levels for 60+ respondents	76
<b>Locality</b>				
North West	67	67 Satisfaction in high range across all localities – highest for East residents	73	High to very high levels 69
East	73	74	76	75
South West	61	66	68 Increase from moderate result last year to a high level	65
<b>Birth Place</b>				
Australia	68	68	73	70
Overseas	70	71	74	72

## 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:

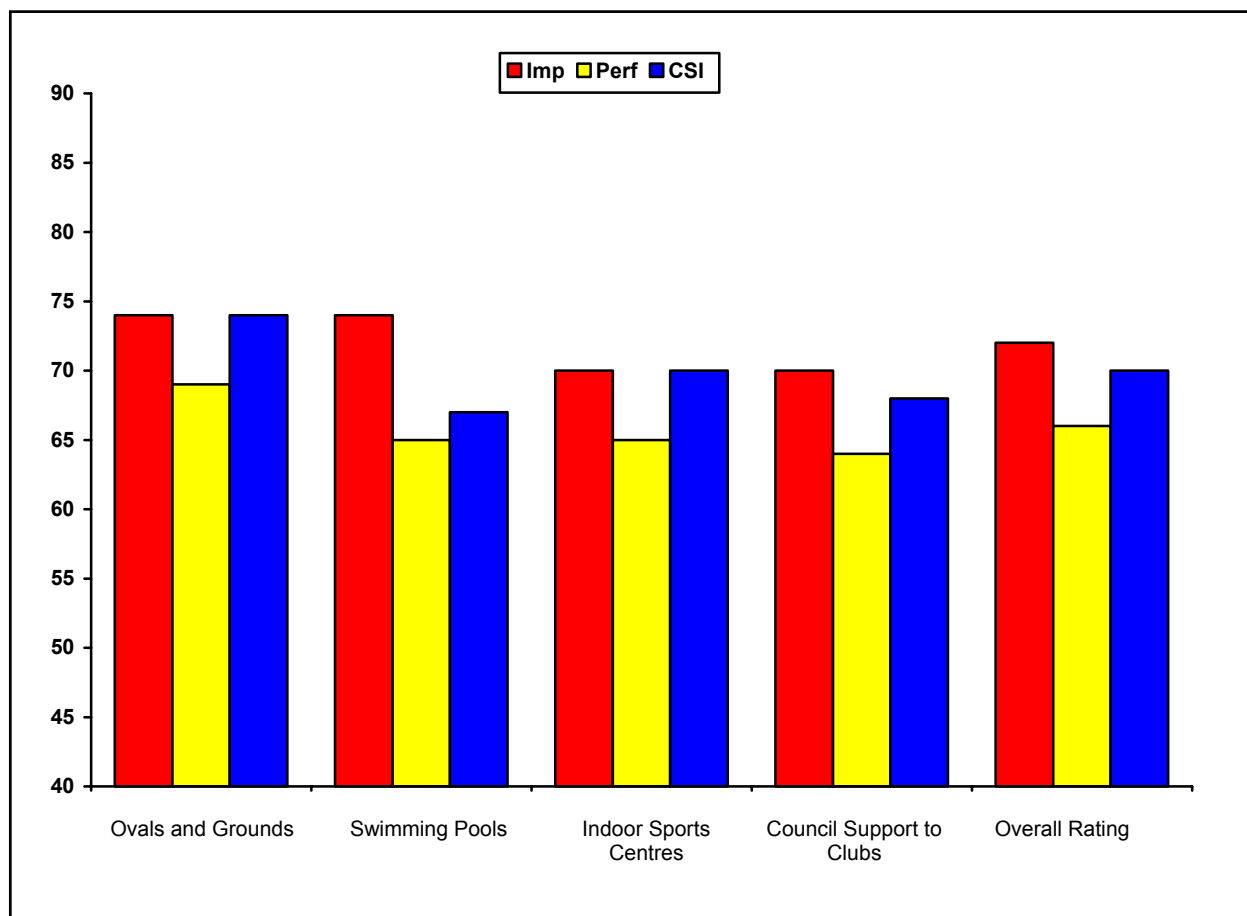
Importance ratings were consistent with last year, Playgrounds recorded a slight drop in importance yet remained in the moderate range. Performance ratings were similar to last year and mainly in the high moderate range. Satisfaction levels were in the high range for all aspects, with Major District Parks maintaining the highest level of satisfaction among the Public Open Space service aspects tested. Overall satisfaction was consistent with last year and in the high range.

## CONSULTANTS' COMMENTS:

Overall satisfaction levels were in the high range for all age groups, except the 26-39 year olds where a high moderate overall score was recorded (63), this was an improvement on the low moderate overall score recorded last year. This age group also tended to record higher levels of importance on all Public Open Space aspects.

Across the localities overall satisfaction levels were in the high range for North West and East residents, consistent with last year. South West residents recorded a solid moderate overall result, which was a noticeable increase from the low result recorded last year. All localities recorded high CSI scores for Major District Parks.

## 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:

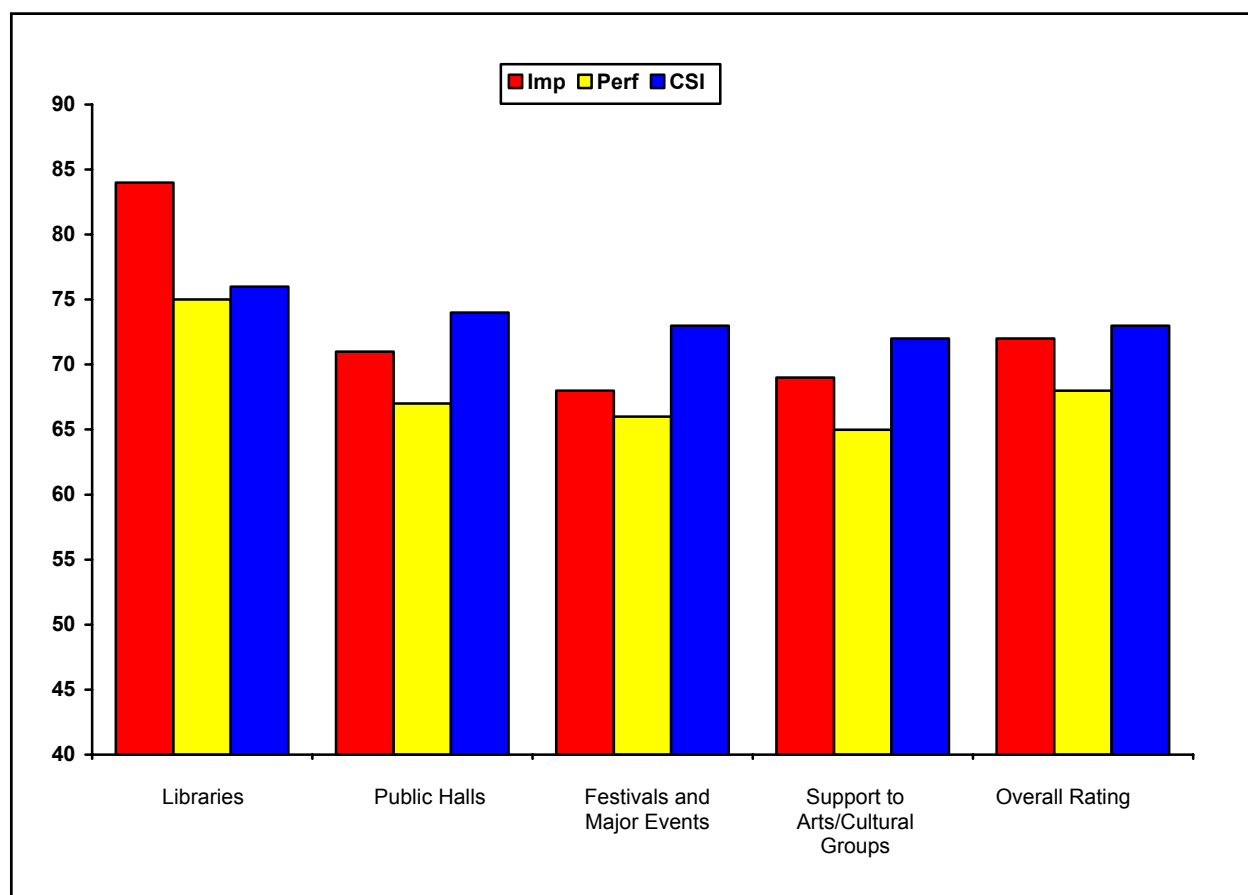
Importance ratings were in the moderate range, Indoor Sports Centres and Council Support to Clubs continued to record lower level importance ratings and solid moderate performance ratings, resulting in CSI scores in the high range. Swimming Pools and Ovals and Grounds recorded solid moderate performance ratings and high CSI scores. Ovals and Grounds retained the highest level of satisfaction among the Sporting Services aspects tested. Overall satisfaction for Sporting Services has increased from a moderate (64) rating to a high level (70).

## CONSULTANTS' COMMENTS:

Satisfaction levels were in the high range for all age groups for Ovals and Grounds. Overall CSI scores were high for all age groups except the 26-39 year olds where it was moderate.

East residents recorded high to very high CSI scores across all aspects, with the high overall CSI score (74) a significant increase from the moderate result recorded last year. Overall satisfaction levels were in the high level for North West and South West residents. South West residents recorded significant increases in satisfaction across all aspects tested.

## 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 in the high range for Libraries, moderate for Public Halls and slipped into the low range for Festivals and Major Events and Support to Arts/Cultural groups. Performance ratings were high for Libraries, resulting in a very high CSI score, similar to the result recorded last year. Public Halls and Festivals and Major Events and Support to Arts/Cultural groups all recorded moderate performance ratings and high CSI scores. The overall satisfaction rating for Cultural Services remained in the high range.

## CONSULTANTS' COMMENTS:

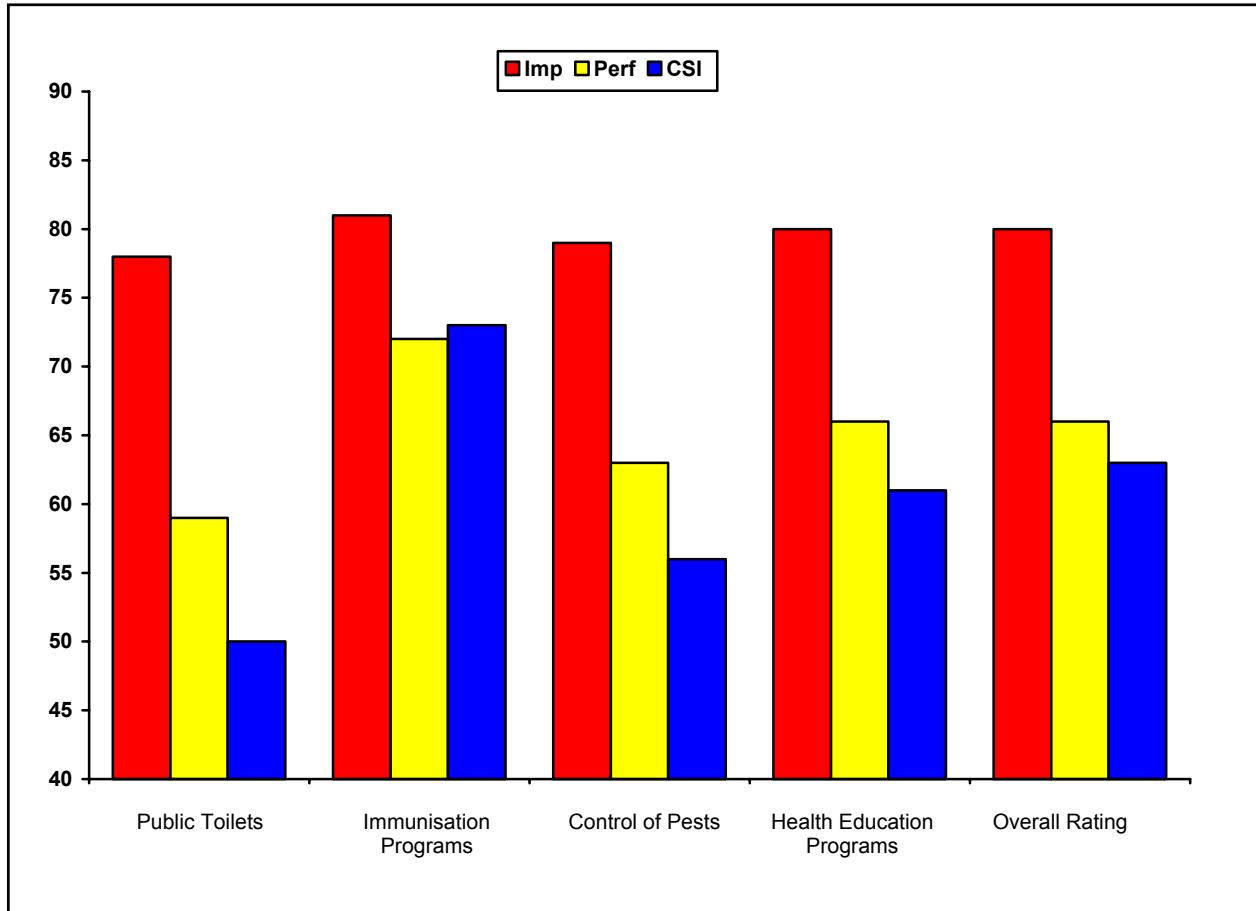
Satisfaction levels were in the high to very high range across the age groups. Libraries recorded very high CSI scores for all age groups except the 26-39 year olds (high). The 26-39 age group tended to place slightly higher levels of importance on these aspects, which resulted in CSI scores lower than the average recorded. Overall satisfaction was highest for the 60+ respondents.

Overall satisfaction levels remained in the high range for North West residents and South West residents and has increased to a very high level for East respondents. Across the localities satisfaction with Libraries was very high for North West and East residents and high for South residents.

# Health & Amenities Index

	Public Health	Waste Management	Public Amenity	Conservation and Natural Resources	Service Index
<b>Total</b>	63	66	64	62	64
	Moderate result consistent with previous years	Slight decline, although still in high range	Dropped from a high result to a moderate to high level	Moderate to high	
<b>Gender</b>					
Male	66	67	67	62	66
Female	61	65	62	62	62
<b>Age</b>					
18 - 25 yrs	54	64	67	52	59
26 - 39 yrs	54	56	63	55	57
40 - 59 yrs	64	65	63	60	63
60+ yrs	71	74	67	71	71
	Low satisfaction	Moderate to high score	Results consistent with last year across ages	Low levels	
		High levels	Low moderate result consistent with last year		
<b>Locality</b>					
North West	60	65	62	58	61
East	67	66	66	66	66
South West	60	65	63	57	61
	High levels across municipality			High satisfaction levels	
<b>Birth Place</b>					
Australia	62	65	65	61	63
Overseas	65	68	65	63	65
				recorded across all service areas for East residents –consistent with last year	

## 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:

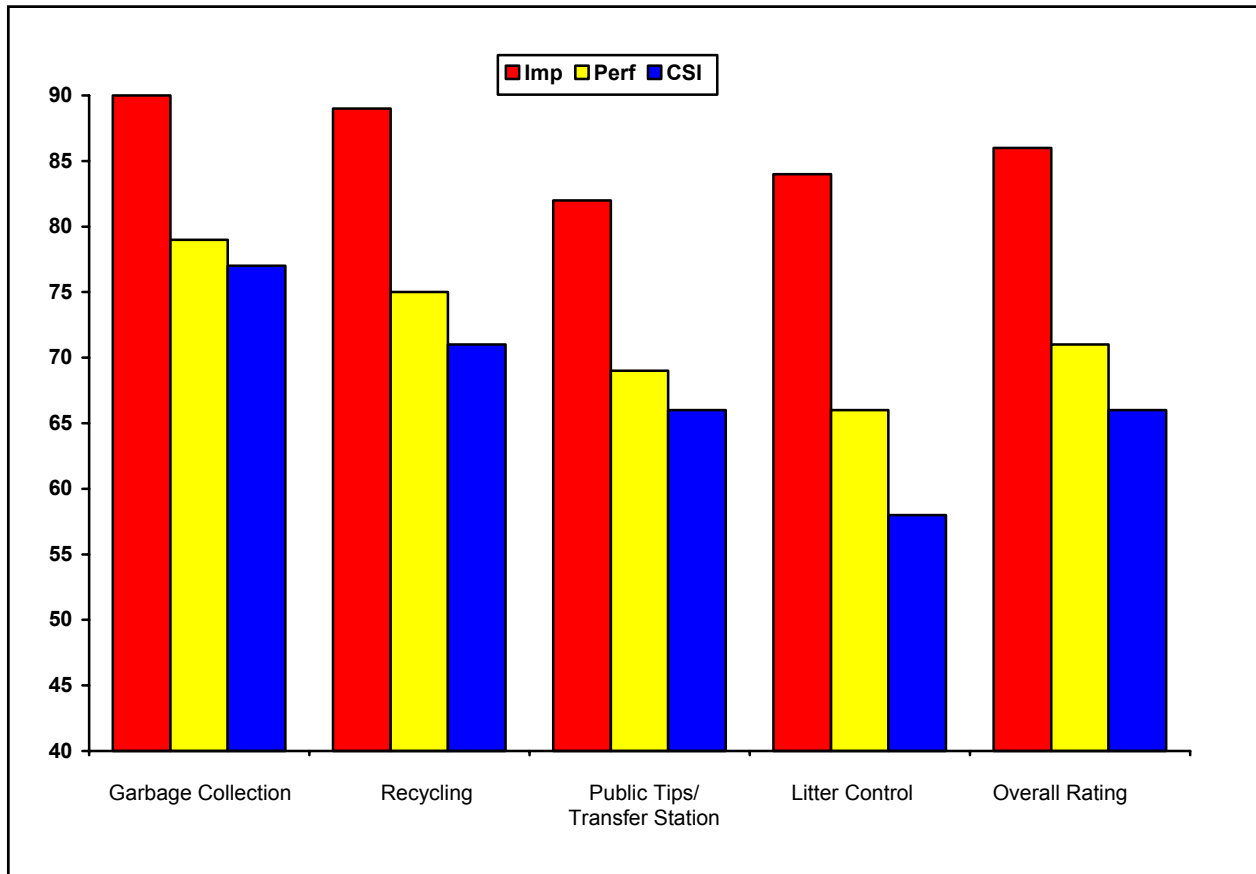
Importance ratings were consistent with last year, whilst there has been little change in the performance ratings, Immunisation Programs continued to record the highest level of perceived performance and subsequently remained the highest rated service area in terms of the CSI score. Public Toilets remained the lowest rated service aspect, although the CSI has increased it did remain in the low range. Overall satisfaction remained in the moderate range for Public Health.

## CONSULTANTS' COMMENT:

Satisfaction levels for the 18-25 and 26-39 age groups tended to be in the low range for most aspects, due to higher importance values and lower performance ratings which was also reflected in the overall satisfaction levels for these age groups (low). The 26-39 age group recorded a high CSI for Immunisation Programs, consistent with last year's result.

Public Toilets rated poorly across all localities. Overall CSI scores were moderate for South West and North West residents and high for East respondents.

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:

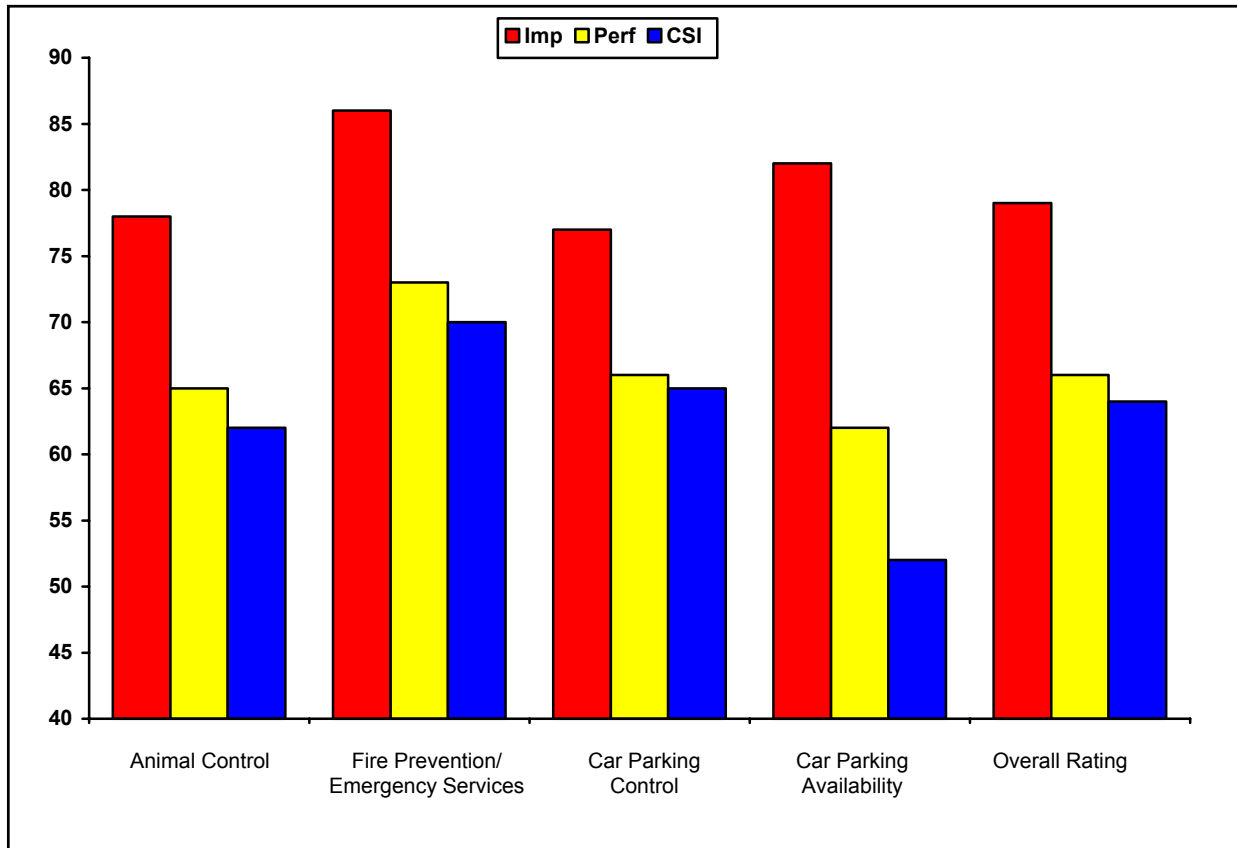
Very high importance continued to be placed on Garbage Collection and Recycling Services. Corresponding performance scores were in line with the very high levels recorded last year which resulted in a very high CSI score for Garbage Collection and a high CSI for Recycling. There was little change in the CSI scores recorded for Public tips/transfer stations and Litter Control with a high CSI maintained for Public tips/transfer stations and a moderate result for Litter Control. Overall satisfaction was in the high range for Waste Management, despite a slight drop due to a marginal increase in overall importance and a slight drop in performance.

CONSULTANTS' COMMENTS:

All age groups tended to place high to very high levels of importance on Waste Management Services. However, the 26-39 year olds recorded a low CSI score for Recycling, a further decline from the moderate level recorded last year. CSI scores for Litter Control were in the low range for the 18-25 and 26-39 age groups.

Across the localities overall satisfaction levels were in the high range. South West residents recorded low satisfaction with Litter Control, this was driven by a low level of perceived performance (58), however this is an improvement on the lower score (48) recorded last year.

## 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:

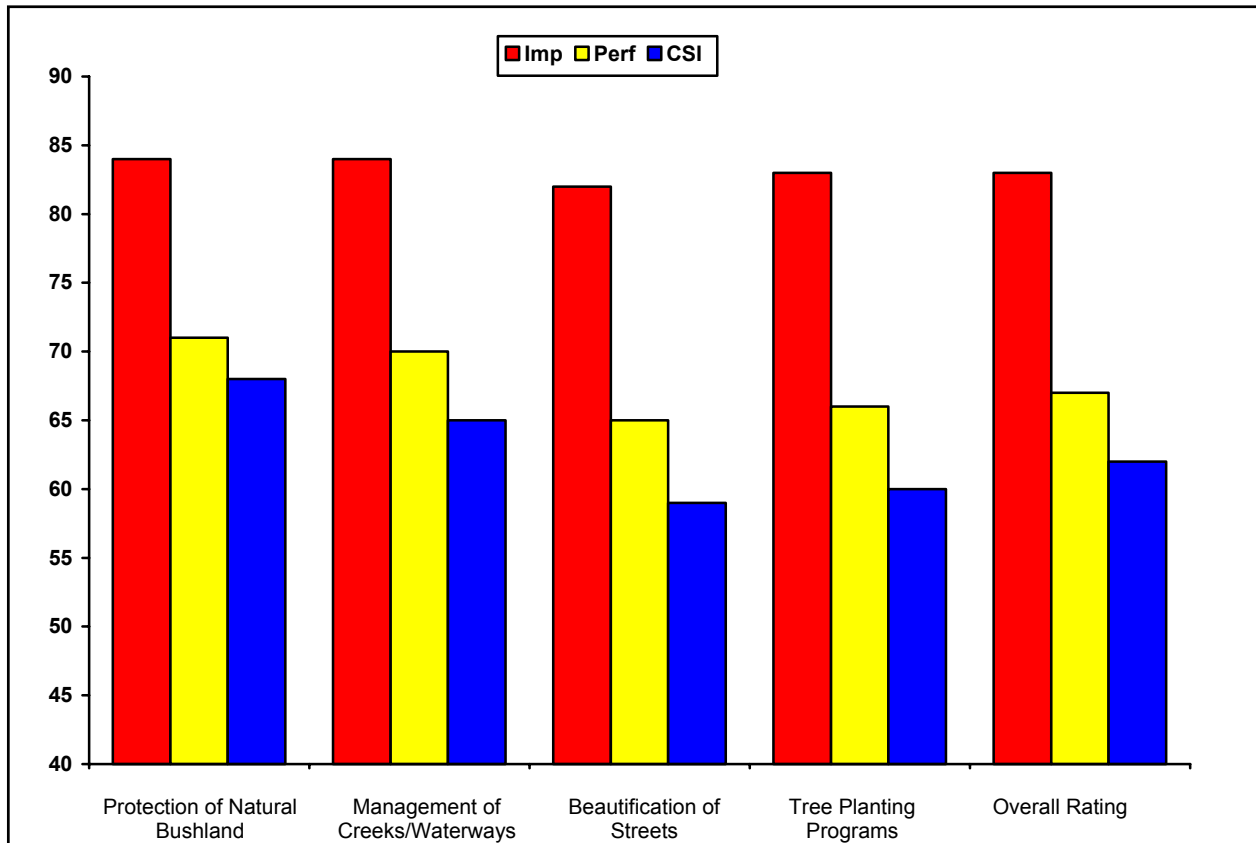
There was minimal change in the importance levels recorded this year, Marginal drops in perceived performance have resulted in some changes to the CSI scores, although generally they remained in the same range as last year, moderate for Animal Control, high for Fire Prevention/Emergency Services and low for Car Parking Availability. Overall satisfaction was in the high moderate range for Public Amenity.

## CONSULTANTS' COMMENTS:

Overall satisfaction levels were in the high range for the 18-25 and 60+ respondents and moderate for the 26-39 and 40-50 year olds. Satisfaction levels were in the low to very low range for all age groups except the 60+ group, for Car Parking Availability.

Fire Prevention/emergency services rated highly across all localities, while Car Parking Availability recorded low levels across the municipality. Overall satisfaction scores were similar to last year with moderate scores for North West and South West residents and high for East residents.

## 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:

Although marginal drops were recorded, importance ratings remained in the high range for all aspects. There was minimal change in performance ratings with Protection of Natural Bushland and Management of Creeks/Waterways recording high scores and moderate levels for Beautification of Streets and Tree Planting Programs. High CSI scores were maintained for Protection of Natural Bushland and Management of Creeks/Waterways, while Beautification of Streets and Tree Planting Programs recorded moderate levels consistent with last year. Overall satisfaction for Conservation and Natural Resources was moderate.

## CONSULTANTS' COMMENTS:

The younger age groups tended to record lower satisfaction levels overall for Conservation and Natural Resources, similar to the levels recorded last year. Low overall CSI scores were recorded for the 18-25 and 26-39 year olds, with lower scores predominant in Tree Planting programs and Beautification of Streets. The 18-25 year olds placed particularly high importance on Tree Planting Programs.

A noticeable increase in perceived performance for South West residents resulted in a moderate overall CSI score, compared to a low score recorded last year. Overall satisfaction levels were moderate for North West and remained in the high range for East resident. Protection of Natural Bushland remained the highest rated aspects across all localities with the CSI's ranging from high (North West and East residents) to high moderate scores (South West) and South West residents, which reflected a noticeable increase in perceived performance for South West residents.

# Economic Index

	Engineering Services	Traffic Services	Planning and Building	Service Index
<b>Total</b>	65	66	60	64
	High satisfaction overall			
	Overall results consistent with last year for these services			
<b>Gender</b>				
Male	64	68	61	64
Female	65	63	60	63
<b>Age</b>				
18 - 25 yrs	66	74	70	70
26 - 39 yrs	62	62	57	60
40 - 59 yrs	63	64	61	62
60+ yrs	69	70	61	67
<b>Locality</b>				
North West	62	68	57	62
East	67	67	66	67
South West	63	61	50	58
<b>Birth Place</b>				
Australia	65	67	58	63
Overseas	65	66	64	65

High satisfaction overall

Overall results consistent with last year for these services

Moderate CSI scores for 26-39 & 40-59 age groups

High overall levels

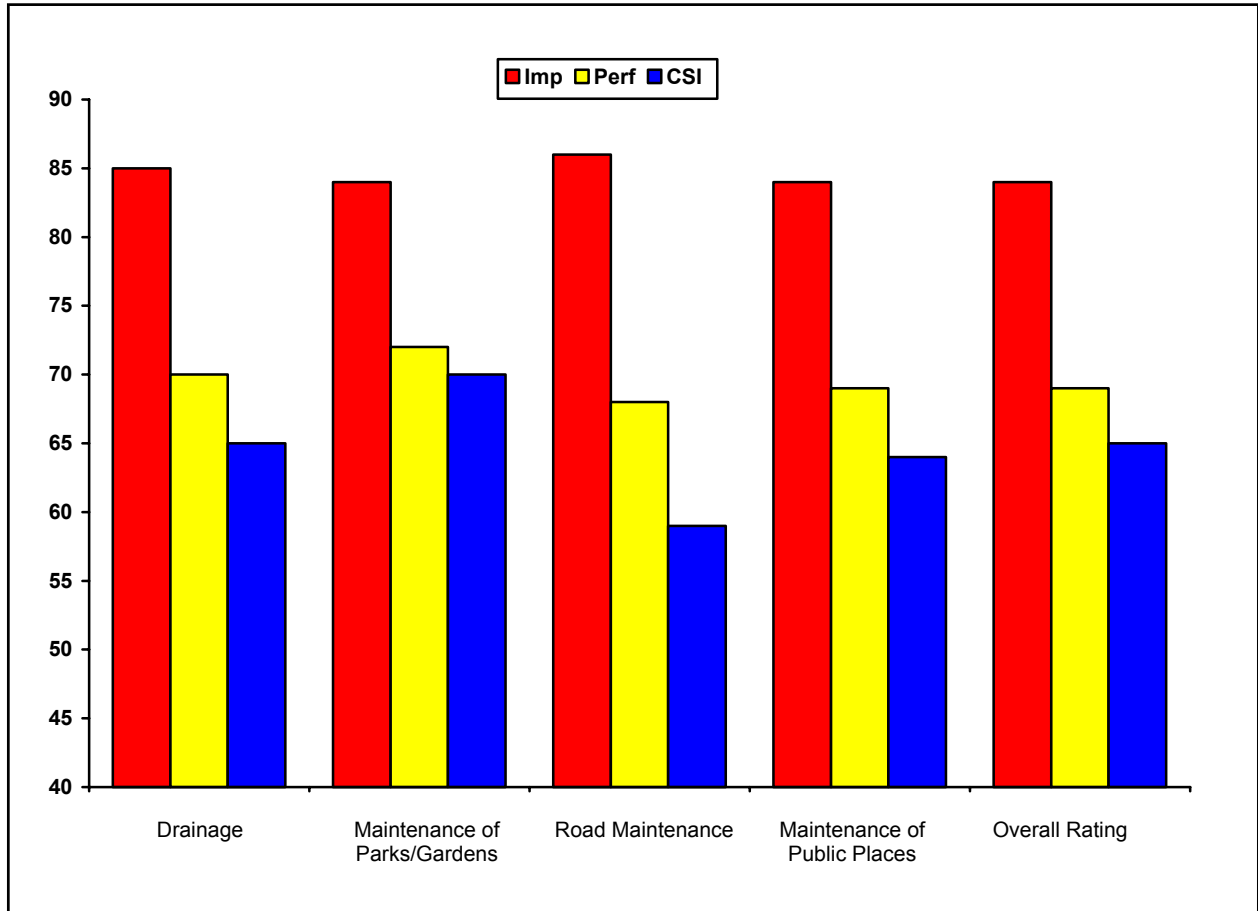
Decline from high result to a low moderate score this year

Noticeable increases from low levels to high for South West respondents

Continues to record low satisfaction

Increase from low score recorded last year to a moderate result this year

## 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:

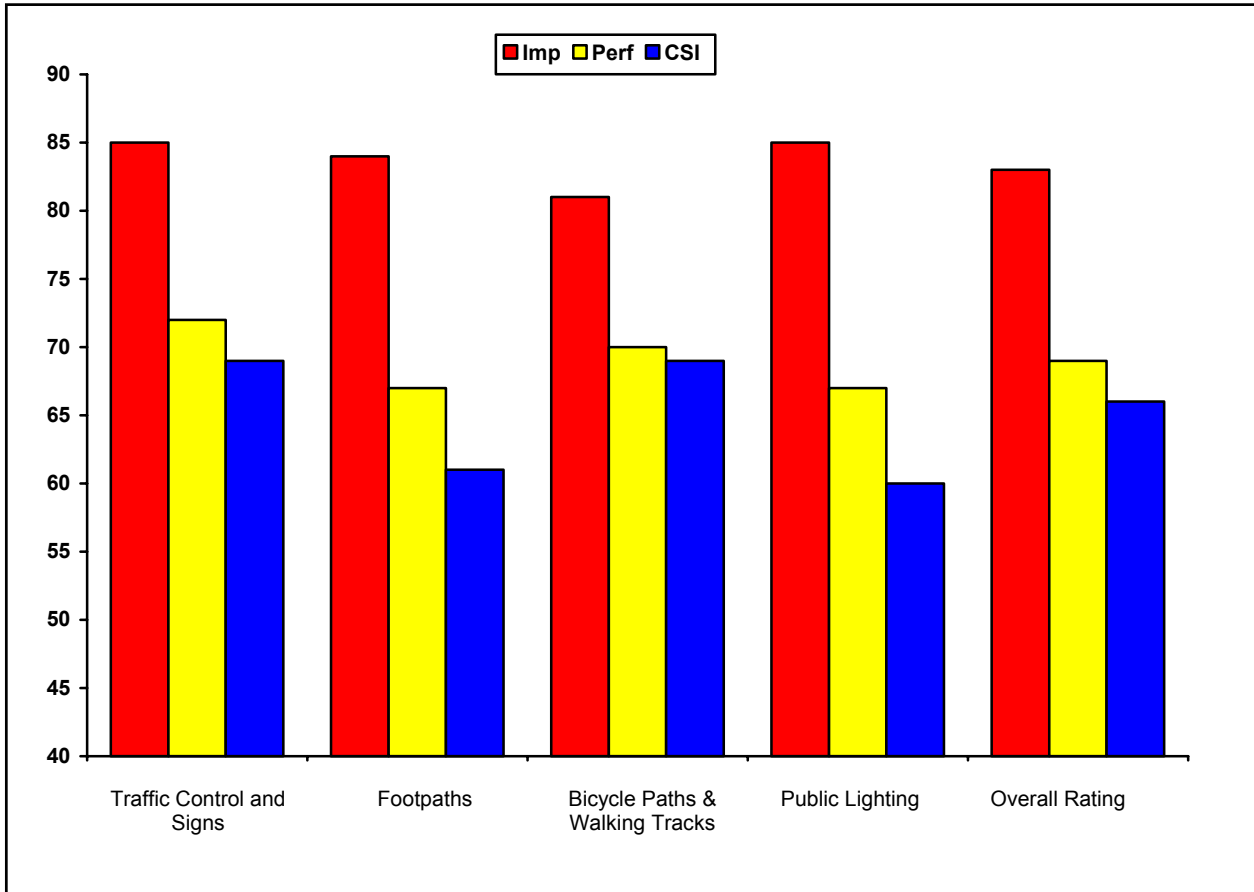
Importance levels remained in the high range for all Engineering Services aspects. Performance levels have all remained in the same range, high for Drainage and Maintenance of Parks/Gardens and high-moderate for Road Maintenance and Maintenance of Public Places. CSI levels were similar to last year, Maintenance of Parks/Gardens continued to record the highest level of satisfaction, followed by Drainage (high) while remaining aspects scored moderately. The overall CSI for Engineering Services was high.

## CONSULTANTS' COMMENTS:

Overall satisfaction levels were in the high range for the 18-25 and 60+ age group and moderate for the 26-39 and 40-59 year olds, who also tended to place slightly higher levels of importance on these aspects.

All localities recorded high levels of satisfaction for Maintenance of Parks/Gardens, while overall CSI levels were high for East residents and moderate for North West and South West residents. CSI levels for Road Maintenance were in the lower moderate range for North West and South West residents and in the high moderate range for East residents.

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:

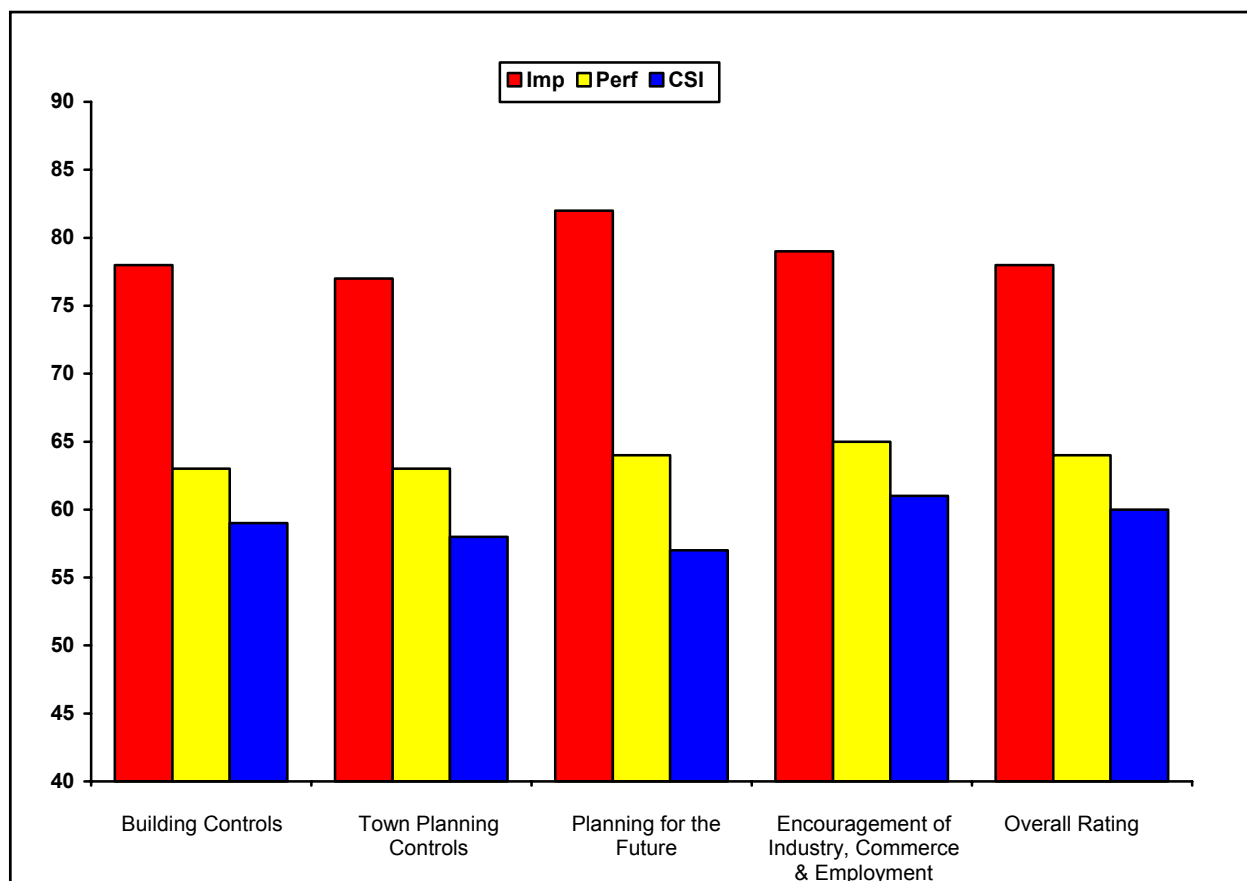
The has been little movement in the high importance ratings recorded for Traffic Services, compared to last year. Performance ratings have also remained consistent and in the high range for Bicycle Paths and Walking Tracks and Traffic Control and Signs resulting in high CSI scores, while performance ratings in the high moderate range for Footpaths and Public Lighting have resulted in moderate CSI scores for these aspects. Overall satisfaction remained high for Traffic Services.

CONSULTANTS' COMMENTS:

The 26-39 and 40-59 year olds tended to place higher levels of importance on all Traffic Services aspects and slightly lower performance ratings than the other age groups which was reflect in their lower overall CSI scores – moderate, compared to high overall score for the 18-25 and 60+ age groups.

Across the localities South West residents continued to record a lower level of satisfaction with Public Lighting, however the CSI has increased from a very low rating to low for this year, due mainly to a drop in importance rather than a higher performance rating. Footpaths recorded increases in CSI scores across all localities, with moderate levels for North West and East residents and a noticeable performance driven increase for South West residents from a very low rating (41) to a low to moderate (54) result this year.

## 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 levels have generally remained in the higher moderate range, although Planning for the Future recorded a marginal increase which ensured that it remained in the high range. Performance ratings were in the moderate range for all aspects, with CSI scores mainly in the lower moderate range for Building Controls, Town Planning Controls and Planning for the Future and a slightly higher moderate score for Encouragement of Industry, Commerce and Employment similar to last year. Overall satisfaction levels were moderate for Planning and Building.

## CONSULTANTS' COMMENTS:

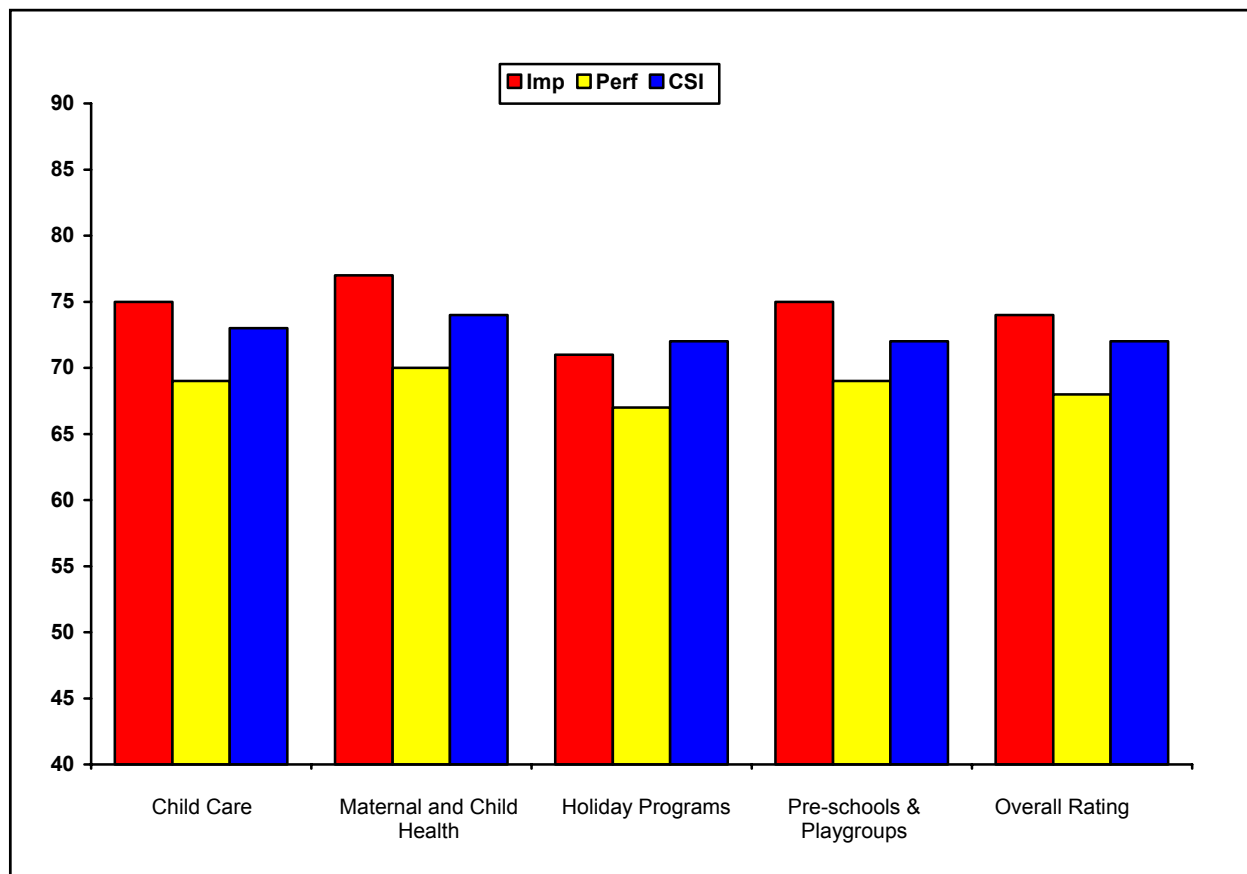
Overall satisfaction levels were moderate for all age groups except the 18-25 year olds where a lower level of importance was the primary driver for a higher CSI score. The 26-39 age group continued to record the lowest levels of satisfaction with Planning and Building aspects, with low CSI ratings for Planning for the Future and Town Planning Control.

Across the localities, overall satisfaction levels remained in the low range for South West residents, due mainly to a low perceived performance rating. These low satisfaction levels were reflected across all Planning and Building aspects for residents in the South West area. Moderate CSI levels were recorded for North West and East residents, although East residents typically recorded a higher performance rating than North West residents. Overall satisfaction had declined for North West residents to a low moderate level whilst it was high for East residents.

# Human Services Index

	Services to Families	Home Care Services	Services to Children	Service Index
<b>Total</b>	65 <i>High result reflect slight increase in satisfaction for Services to Families</i>	67 <i>High levels maintained</i>	72	68 <i>High result consistent with last year</i>
<b>Gender</b>				
Male	66	69	72	69
Female	63	63	72	66
<b>Age</b>				
18 - 25 yrs	66 <i>Moderate result consistent with last year</i>	75	77	73 <i>Moderate</i>
26 - 39 yrs	58	65	68 <i>Increase from a moderate result to high for this year</i>	64
40 - 59 yrs	64	66 <i>High levels</i>	72	68 <i>High</i>
60+ yrs	70	66	75	70
<b>Locality</b>				
North West	67 <i>High levels for North West &amp; East residents</i>	67	72 <i>Higher satisfaction maintained across municipality</i>	69
East	67	69	74	70
South West	57	60	70	62
<b>Birth Place</b>				
Australia	65	67	70	67
Overseas	64	68	75	69

## 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:

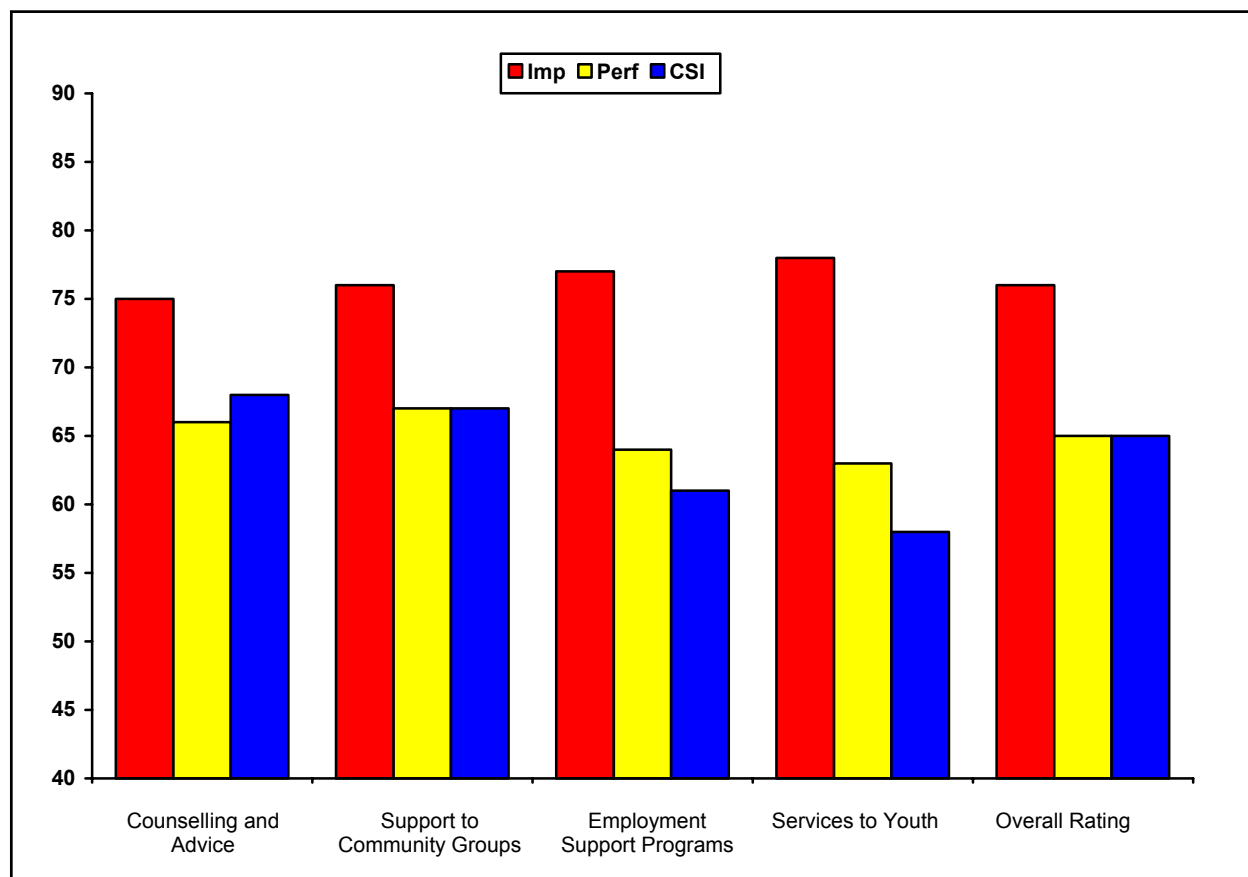
All aspects of Children's Services rated in the higher moderate range. Although there have been slight drops recorded in the importance ratings, there was little change in the performance ratings with all high moderate ratings consistent with last year. Resulting CSI scores increased for Maternal and Child Health Centres and Child Care by several points due to the slight drop in importance rather than an increase in perceived performance. Holiday Programs maintained a high CSI score as did Pre schools and Playgroups. Overall satisfaction was the same high score as recorded last year (72).

## CONSULTANTS' COMMENTS:

The 26-39 age group continued to place a higher level of importance on Children's Services with high importance ratings for all aspects except Holiday Programs. However the performance ratings were in the high to moderate range which resulted in moderate to high CSI scores, the highest being for Pre schools and Playgroups by this age group. Overall satisfaction levels for Children's Services were in the high range for all age groups, and very high for the 18-25 year olds, however the level of importance placed on this Service area by these respondents was in the low to moderate range.

Overall CSI scores were in the high range across all localities. Although South West residents tended to have a lower level than the other localities, all aspects did rate highly.

## 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:

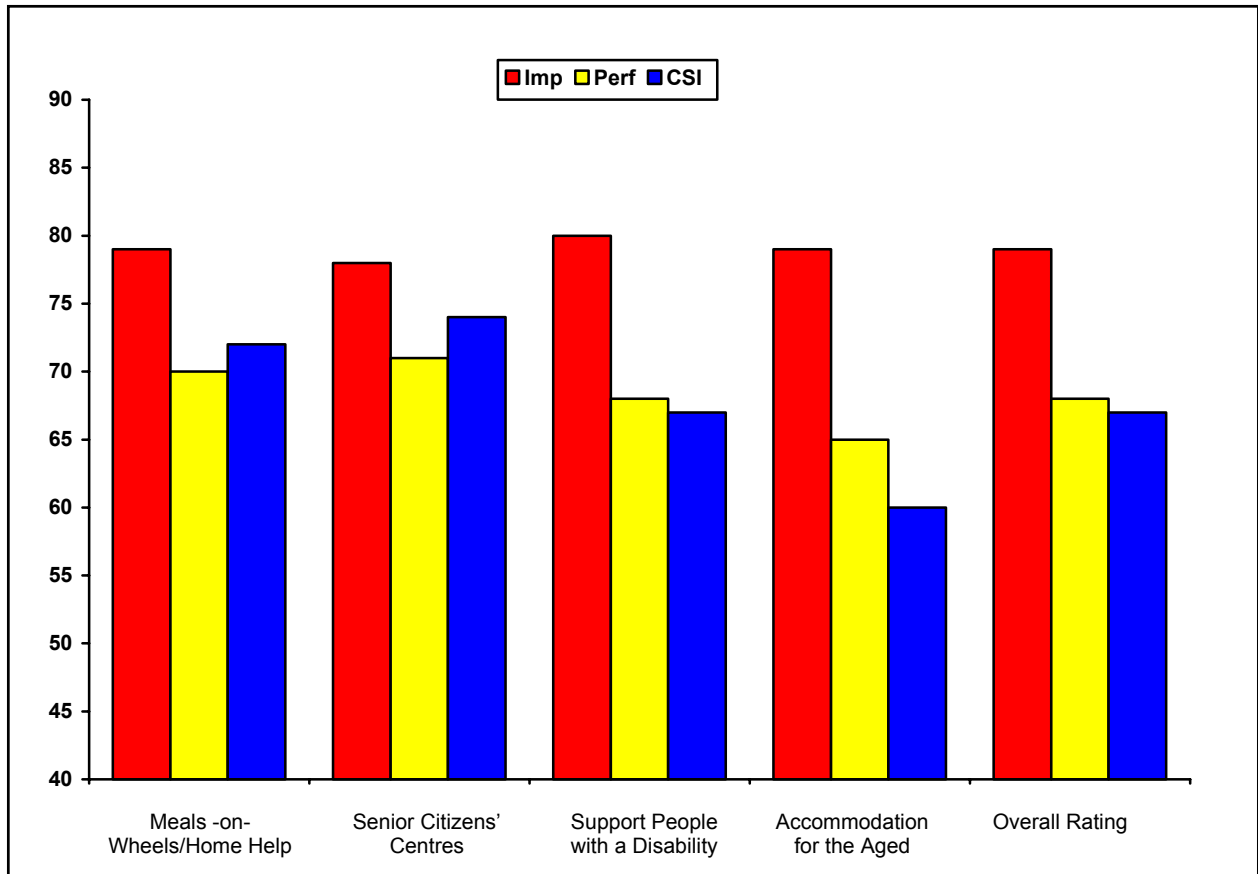
Importance ratings were in the higher moderate range for all aspects consistent with last year, while performance ratings also remained in the moderate range. Counselling and Advice continued to record the highest CSI score overall followed by Support to Community Groups, while Employment Support Programs and Services to Youth recorded lower moderate CSI scores. Due to a slight drop in overall importance the overall CSI score for Services to Families was high.

## CONSULTANTS' COMMENTS:

Importance levels were in the moderate to high range across all age groups. The 18-25 age group recorded a moderate rating for Services to Youth. Overall CSI levels were high for the 18-25 and 60+ age groups and moderate for the 26-39 and 40-59 year olds.

Across the localities high overall CSI levels were recorded for North West and East residents and a moderate overall CSI recorded for South West residents. South West residents tended to record low CSI scores for Services to Youth and Employment Support Programs which were mainly driven by low levels of perceived performance, while remaining localities recorded CSI scores in the moderate to high range for all aspects.

## 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 levels were marginally lower than last year and have slipped into the high moderate range. Perceived performance ratings were similar to last year with high levels recorded for Meals on Wheels/Home Help and Senior Citizens Centres, while Support to People with a Disability and Accommodation for the Aged recorded moderate levels. CSI scores were high for all aspects except Accommodation for the Aged where it has declined slightly to a lower moderate score than what was recorded last year. The overall CSI score recorded was high for Home Care Services.

## CONSULTANTS' COMMENTS:

Satisfaction levels were in the high range across all age sub groups. Respondents aged over 60 recorded the lowest level of satisfaction for Accommodation for the Aged. Due mainly to the large gap between the high importance score and a moderate performance score.

However high to very high CSI levels were recorded for all other aspects for the older age group.

Across the localities satisfaction levels were in the high range for North West and East residents, consistent with last year, while South West residents recorded a moderate overall CSI.

# Information Index

## Information Services

### Total

63

Moderate overall result

### Gender

Male

62

Female

64

### Age

18 - 25 yrs

73

26 - 39 yrs

55

Low-moderate satisfaction for 26-39 age group

40 - 59 yrs

64

60+ yrs

65

### Locality

North West

62

Moderate

East

66

High result

South West

57

Increase from a low level last year to a moderate result

### Birth Place

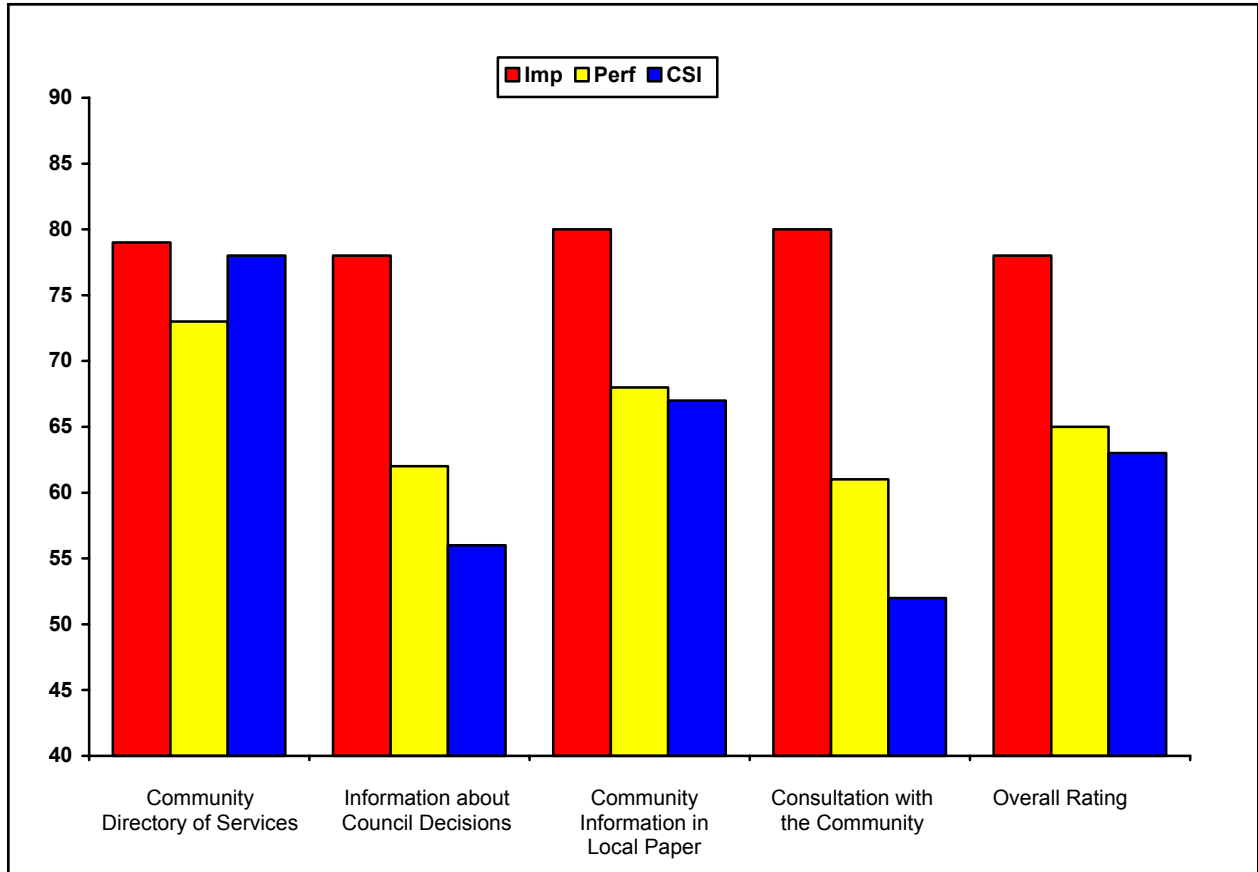
Australia

62

Overseas

67

## 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 were in the moderate to high range and performance ratings were moderate for all aspects except Community Directory of Services where it continued to be high. CSI scores were in the same range as last year with a very high rating maintained for Community Directory of Services, high for Community Information in Local Papers, low moderate for Information about Council Decisions and low for Consultation with the Community. Overall satisfaction was moderate for Information Services.

## CONSULTANTS' COMMENTS:

Overall satisfaction levels were in the low – moderate range for 26-39 age group, moderate for the 40-59 year olds and high for the 18-25 and 60+ age groups. With the exception of the 26-39 age group all age groups recorded high CSI scores for Community Information in Local Papers.

Overall CSI scores were in the high range for East residents and moderate for North and South West respondents. High to very high CSI levels were recorded across the municipality for Community Directory of Services, while low CSI scores were recorded by North West and South West residents for Information about Council Decisions compared to a moderate rating for East residents.

## 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 RATING						
	2001	2000	1999	1998	1997	1996	1995
<b>COUNCIL STAFF</b>							
General Courtesy of Council Staff	74	73	75	74	73	68	66
General Efficiency of Council Staff	71	70	73	71	71	65	62
Responsiveness to Complaints	68	67	70	67	68	61	61
<b>COUNCIL IMAGE</b>							
Overall Image of Council	71	70	71	70	70	62	59
Presentation of the District to Visitors	73	72	73	72	73	65	65
Image of Council in the Local District	69	69	70	69	68	60	59
<b>VALUE FOR MONEY</b>							
The Current Level of Council Rates	58	58	62	63	60	54	47
Charges Made for Other Council Services	59	59	62	62	60	52	51
Performance of Council compared to level of Rates	61	60	64	62	60	53	50

Satisfaction levels have remained steady and have increased marginally or maintained the same result recorded last year.

Very high levels were recorded for all Council Staff aspects, General Courtesy of Council Staff continued to record the highest level of satisfaction overall.

Council Image aspects have also remained consistent with last years very high levels. Across the age groups, satisfaction levels were highest for the 60+ respondents.

Current Level of Council Rates have remained in the lower high range, although a slight increase was recorded for Performance of Council compared to Level of Rates Paid.

South West residents tended to have satisfaction levels of four to five points lower, than the other localities however most satisfaction levels were in the high range for South West residents, with the exception of Value for Money aspects where levels were mainly in the lower end of the high range.

## 5. ADDITIONAL QUESTIONS

The City of Monash commissioned a further 11 questions related to Public Library services.

Readers who wish to gain a more complete appreciation of the community's response to these questions are encouraged to examine the detailed tables in the Appendices. A general analysis of the response is contained below.

### QUESTION 1

*Which of the following Monash Public Library Services should be given priority in future planning.*

Service	Very High Priority 5	High Priority 4	Medium Priority 3	Low Priority 2	Very Low Priority 1	Mean
Children's Collections (including books) and Activities	34.7%	38.7%	19.2%	4.5%	2.9%	3.98
Adult Collections (including books) and Activities	30.0%	41.8%	21.8%	4.1%	2.3%	3.93
Computer and Internet access e.g electronic databases	30.9%	35.4%	26.0%	4.7%	3.1%	3.86
Facilities for reading, study and activities	29.0%	37.7%	25.2%	4.8%	3.4%	3.84
Multimedia formats: CDs, DVDs, CD ROMs etc.	17.3%	35.6%	35.9%	7.9%	3.2%	3.56
Talking book & Large Print collections	20.1%	34.2%	32.1%	8.1%	5.6%	3.55
Community Language collections	16.6%	29.3%	37.6%	10.5%	6.0%	3.40
*Other (please specify)	14.3%	7.1%	27.0%	27.0%	24.6%	3.40

Children's Collections and activities and Adults Collections and activities emerged as the two Library services which respondents believed should be given highest priority in future planning.

Over 73% of respondents placed *high* or *very high* priority for Children's Collections and activities, and a similarly high level of respondents (71.8%) placed *high* or *very high* priority on Adult Collections and activities.

Computer and Internet access was considered to have future priority of a *high* or *very high* level by over 66% of residents, which was followed closely by Facilities for Reading, study and activities.

Respondents who had indicated they had used a Monash Library service in the last 12 months tended to place higher levels of importance on all aspects, however they recorded highest priority levels for Adult Collections (78.1%) followed by Children Collections (76%)

Across the age groups, the 18-25 year olds placed highest importance on Computer and Internet access with over 83% of respondents from this age group placing a *high* or *very high* level of importance on this aspect.

The highest priority areas for the 26-39 year olds included Computer and Internet Access (78.5% *high* or *very high* priority) and Children's Collections and Activities (82.4%).

The 40-59 year olds recorded the highest level of *high* or *very high* priority responses for Adult Collections and Activities (71.3%) followed by Children's Collections and Activities (67%).

Finally for the 60+ respondents Children's Collections and Activities topped their highest priority for future planning with 77.1% rating the priority level as *high* or *very high*, followed by Adult Collections and Activities (71.6%).

*Examples given by respondents who nominated an "other" response are listed in the table below.*

Daily Papers
Students Project Materials
Computer facilities education
Genealogy
Mobile Library
Multi-Cultural Books
Library Hours-Weekend
Don't use Library
Safe Intersections
Make the library a community centre for fun activities
Availability access information

**QUESTION 2**

*From the list above please write down the three library services which are most important to you?*

<b>Service</b>	<b>1st Most Important</b>	<b>2<sup>nd</sup> Most Important</b>	<b>3<sup>rd</sup> Most Important</b>
Computer and Internet access e.g electronic databases	18.5%	10.3%	9.8%
Multimedia formats: CDs, DVDs, CD ROMs etc.	2.3%	12.1%	9.2%
Children's Collections (including books) and Activities	15.1%	14.3%	7.5%
Adult Collections (including books) and Activities	32.6%	17.0%	9.3%
Community Language collections	1.3%	3.8%	6.0%
Talking book & Large Print collections	3.2%	6.8%	8.5%
Facilities for reading, study and activities	5.8%	10.8%	19.3%
Other (please specify):	3.2%	3.5%	3.7%
Educational Courses	0.3%	0.2%	0.0%
<i>Don't Know/No response</i>	<i>17.6%</i>	<i>21.1%</i>	<i>26.8%</i>

Overall Adult Collection and Activities received the highest number of 1<sup>st</sup> most important nominations.

Across the age groups, the 18-25 year olds were more likely to nominate Computer and Internet Access as 1<sup>st</sup> Most important with 45.5% indicating this was the most important Library service to them, this was followed by Adult Collections and Activities (34.1%).

Over 35% of 26-39 year olds nominated Children's Collections and Activities as most important, followed by 25% nominating Computer and Internet Access.

The 40-59 age group identified Adult Collections and the most important Library service (33.8%) as did the 60+ respondents (38.5%).

**QUESTION 3**

*How likely do you think you are to use the following services?*

<b>Service</b>	Very Likely 4	Likely 3	Unlikely 2	Very Unlikely 1	Undecided	Mean
Adult Collections (including books) and Activities	35.1%	37.3%	11.7%	14.3%	1.6%	2.94
Facilities for reading, study and activities	14.8%	32.2%	25.4%	25.2%	2.5%	2.38
Multimedia formats: CDs, DVDs, CD ROMs etc.	12.6%	29.3%	24.5%	30.9%	2.8%	2.24
Computer and Internet access	11.9%	27.4%	22.7%	34.8%	3.2%	2.16
Children's Collections (including books) and Activities	18.7%	18.6%	18.7%	42.2%	1.8%	2.13
*Other (please specify):	15.9%	15.9%	11.9%	36.5%	19.8%	2.14
Talking book & Large Print collections	9.8%	18.6%	24.6%	44.5%	2.5%	1.93
Community Language collections	6.7%	14.9%	21.6%	53.2%	3.5%	1.74

Adult Collections and Activities was the service nominated as being most likely to be used by all age groups.

For the 18-25 year olds, the service which recorded the second highest level of likelihood in terms of usage was Computer and Internet Access (64.1% indicated *likely* or *very likely*).

The 26-39 year olds nominated Children's Collections and Activities (68.4% *likely* or *very likely*).

Facilities for Reading, Study and Activities was the second highest nominated area for the 40-59 year olds (48% *likely* or *very likely*) and the 60+ age group (40.4% nominating a *likely* or *very likely* response).

Respondents who nominated *Other* indicated the following responses:

Newspapers
Students Project Material
Better libraries
Photocopying
English as a second language material
Genealogy
Daily Papers

#### QUESTION 4

*How often do you visit a Monash Public Library?*

- |                                |       |
|--------------------------------|-------|
| 1. At least once a fortnight   | 14.6% |
| 2. Monthly                     | 19.4% |
| 3. About 4-6 times a year      | 19.7% |
| 4. Less than four times a year | 25.7% |
| 5. Never                       | 20.6% |

The 60+ age group were least likely to visit a Monash Public Library with 30.4% indicating they *never* visit a Monash Public Library. The 40-59 age group recorded the more frequent visits with 17.7% indicating they visited a Monash Library on at *least a fortnightly* basis, and 22.6% on a *monthly* basis.

Overseas born respondents were more likely to visit a library on at *least a fortnightly* basis (18.9%) compared to Australian born residents (11.2%).

Across the localities, South West respondents tended to indicate a higher level of *never* responses (30.4%) compared to North West and East residents who both recorded ~18% of residents indicating a *never* response.

#### QUESTION 5

*Have you visited a Monash Public Library in the last 12 months?*

- |        |       |
|--------|-------|
| 1. Yes | 65.9% |
| 2. No  | 34.1% |

With the exception of the 60+ respondents, over 70% of respondents in all age groups indicated they had visited a Monash Public Library in the last 12 months. 53.7% of respondents over the age of 60 indicated they has visited a Monash Public Library in the last 12 months.

#### QUESTION 6

*Were you aware that the Monash Public Library Service web homepage (<http://www.monlib.vic.gov.au>) gives 24 hour access to the library catalogue and other databases?*

- |        |       |
|--------|-------|
| 1. Yes | 16.8% |
| 2. No  | 83.2% |

The 18-25 age group were slightly more likely to be aware of the Monash Public Library Service web homepage (21.4%) followed by the 26-30 (17.5%) and the 60+ age group (17.7%) age groups.

South West residents were least likely to be aware of Library web page (13.7%) compared to North West (16.1%) and East (18.1%) residents.

Residents who has used a Monash Library in the last 12 months were more likely to be aware of the web page (20.1%) compared to non library users (9.2%).

**QUESTION 7**

*Have you used the Monash Public Library Service web homepage to access information?*

- |        |       |
|--------|-------|
| 1. Yes | 5.5%  |
| 2. No  | 94.5% |

In proportion to the age groups the 18-25 year olds were more likely to have used the Library web page to access information (14.3% indicated yes), followed by the 40-59 age group (5.8%).

**QUESTION 8**

*Respondents who answered Yes to question 7, were asked from where did you access the Monash Public Library Service web homepage?*

- |                               |       |
|-------------------------------|-------|
| 1. Home                       | 27.8% |
| 2. Work                       | 13.9% |
| 3. School                     | 5.6%  |
| 4. In a Monash Public Library | 50.0% |
| 5. Other (please specify)     | 2.8%  |

**QUESTION 9**

*Did you access the Monash Public Library Service catalogue?*

- |        |       |
|--------|-------|
| 1. Yes | 25.9% |
| 2. No  | 74.1% |

**QUESTION 10**

*Did you access other electronic databases*

- |        |       |
|--------|-------|
| 1. Yes | 15.0% |
| 2. No  | 85.0% |

**QUESTION 11**

*Do you have any suggestions for how Council can improve their library services to you?*

First Responses were:

<b>DESCRIPTION</b>	<b>COMMENT</b>	<b>%</b>
Don't Know/No Response		57.5%
No Suggestions/Happy as it is	<i>No, the service is improving all the time, what they are doing is good enough, very satisfied with service, it is quite adequate as it is,</i>	18.3%
Better variety of books	<i>More non-fiction books otherwise it's pretty good, include biographies &amp; autobiographies in talking book collection, more current books-especially for children, wider collection of books, more current recent publications, more variety of books at Wheelers Hill, updated novels for adults, more books would be helpful, availability of modern books, more text books &amp; reference books in regard to the basic core subjects would be useful, books related to art or craft,</i>	5.7%
Other	<i>Have another entrance near car parking, I just need to make the time to enjoy the books, more availability of aid to convallesing senior citizens, the library needs to be a fun filled activity centre for the whole community, libraries could exert more muscle with publishers to insist on shelf-friendly book sizes and print designed to be readable not just trendy, better security of newspapers to avoid vandalism of them, update Mt. Waverley-improve presentation, I use Oakleigh library but very often the books I want to borrow are at Mt. Waverley &amp; Glen Waverley,</i>	4.5%
More Information/Advertising	<i>Better advertising (eg. Local paper) on opening times-activities-locations &amp; facilities, advertise it more in local paper, please advertise its services, keep me informed of new services, advertise via local newspapers what services are available, advertise availability-was surprised about web access to catalogue, tell residents more-update information available in yearly info book, I am not aware of the range of library services available, advertise in local paper &amp; leaflet drops, more information sent to residents of services the library provides &amp; any other valid information,</i>	3.0%
Improve Staff Service	<i>More staff who are happy to assist customers are needed, staff should be more friendly &amp; not so stoic &amp; bossy, educate staff on customer service,</i>	1.5%

DESCRIPTION (CONT'D)	COMMENT	%
Non Library User	<i>I have so many books at home that I want to read that I never have the need to go to a library, don't read so I don't use library, I use the library at uni-so at the moment I don't use the public library much,</i>	1.5%
Extend Library Hours	<i>Opening hours at Oakleigh to increase, longer opening hours, longer hours at the weekend,</i>	1.3%
Increase Size of Library	<i>More study rooms in library, at the glen Waverley library increase space available for books-books are being left on trolleys because of unavailable shelf space, increase the area of private studying especially for the college students,</i>	1.3%
Improve Computer Access	<i>Provide more computer access-perhaps an area for older adults apart from school children area, install more computers for public use,</i>	1.0%
Community Language Collections	<i>Provide more books in languages other than English, Greek books &amp; magazines to be held at Wheelers Hill library, more Chinese language collection like Box Hill library, increase the foreign language reading elements such as newspapers (Italian-Chinese-Greek) as there are lots of those people living in Monash area,</i>	1.0%
Better variety of videos & CD's	<i>Install more of the new millennium things-internet-computer-multimedia formats for adults as well as children, more video selection, more Genealogy CD's, please get some more English as a 2<sup>nd</sup> language videos so that non-english speakers restricted to home can teach themselves, more videos other than craft &amp; DIY's,</i>	1.0%
Reduction of Fines	<i>Reduce the period for library fines, overdue fees a bit too high,</i>	0.8%
Web Based Catalogue	<i>Since I have not used the web-based catalogue I am not sure whether these services are already available: ability to renew-place holds on books &amp; transfer books from one library to be picked up at another using the remotely accessed catalogue, it would be good when searching for a book on the library catalogue to be able to specify a particular branch &amp; not always have to go through what's at other branches,</i>	0.5%
Educational Courses	<i>Seniors &amp; older persons computer education programmes,</i>	0.5%
Introduce Mobile Library	<i>Mobile library, what about a visiting library to those who are housebound-is there one,</i>	0.5%

Second Responses were:

DESCRIPTION	COMMENT	%
Don't Know/No Response		92.8%
Better variety of books	<i>Book purchasing should be 85% quality &amp; only 15% ephemeral taste-lowing fiction that many people cannot understand, better selection at Oakleigh, a wider variety of books in general, more antique subject books, include a copy of every book in the catalogue in every library location-not just one, books related to calligraphy,</i>	1.8%
Other	<i>Have path &amp; steps leading to door instead of gardens, numbers of books are in bad condition, it is the rate payers money the council is using, being able to return books to any library,</i>	1.2%
No Suggestions/Happy as it is	<i>I love it as it is, the library is great-I love it,</i>	0.8%
Extend Library Hours	<i>Open on Sundays,</i>	0.7%
More Information/Advertising	<i>What's new at our libraries,</i>	0.5%
Improve Computer Access		0.5%
Educational Courses	<i>Teach use of internet-courses for adults, please arrange courses for older adult parents,</i>	0.3%
Reduction of Fines	<i>Reduce fees or increase borrowing time-I find it very difficult to get books back on time due to work commitments, abolish old fines (more than 1yr) to encourage people back,</i>	0.3%
Better variety of videos & CD's		0.3%
Web Based Catalogue	<i>Provide access to borrowing via web page,</i>	0.2%
Community Language Collections	<i>Get Greek language books at Wheelers Hill library,</i>	0.2%
Introduce Mobile Library		0.2%
Improve Staff Service		0.2%

# **APPENDICES**

DETAILED RESULTS