

**AUSTRALIAN
RESEARCH GROUP**
PTY LTD

REPORT TO

CITY OF MONASH

**COMMUNITY SATISFACTION MEASUREMENT
SURVEY**

OCTOBER 2002

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DETAILED RESULTS

1. BACKGROUND

1:1 RESEARCH METHODOLOGY

The Community Service Measurement System 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*.

The demographics used to analyse the results were: gender, age, birth place and locality based on the following three geographic groupings:

DISTRICT	POST CODE/SUBURB	
North West	3125 - Burwood 3147 - Ashwood	3148 - Chadstone 3149 - Mt. Waverley
East	3170 - Mulgrave	3150 - Glen Waverley
South West	3166 - Oakleigh 3167 - South Oakleigh	3168 - Clayton & Notting Hill

900 households were randomly selected from Council voters' rolls and two questionnaires were mailed on 10 October 2002, 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 AND ENVIRONMENTAL SERVICES
- 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's 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 element in Council's performance measurement.

1:2 READING THE RESULTS

Forty-four (44) 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-four 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. Due to rounding there may be a variation on CSI scores of between 1 and 2 points, from survey to survey.

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 (CSI)	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 404 surveys, the maximum standard error for the overall results is 4.96% at the 95% confidence level. It 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 adult population of Monash to be somewhere between 45.04% and 54.96%, 95% of the time.

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.

An indication of the standard error for various sample sizes is provided below:

SUBGROUP SIZE	STANDARD ERROR
600	± 4.07%
500	± 4.46%
400	± 4.99%
300	± 5.34%
250	± 6.32%
200	± 7.06%
150	± 8.16%
100	± 9.99%
50	±14.14%

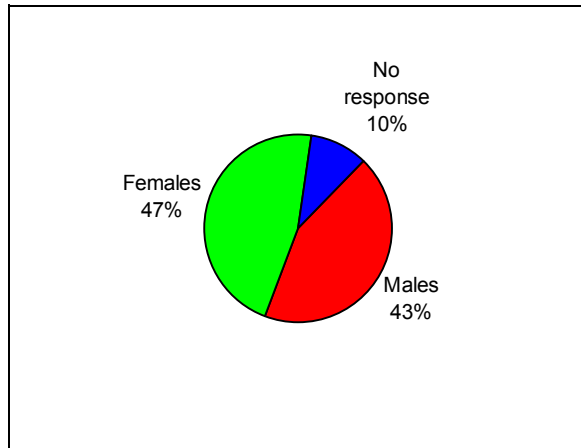
The value of the sub-groups analysis is that it helps in understanding the overall result. In other words, we can look at the results and consider which groups tended to have lower levels of satisfaction and which tended to have higher levels of satisfaction. In this way, the final result is more meaningful.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

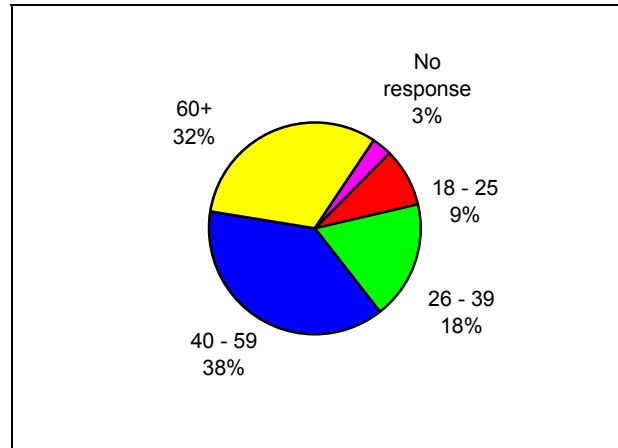
2:1 OVERALL STRUCTURE

A total of 404 responses were received from 900 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.

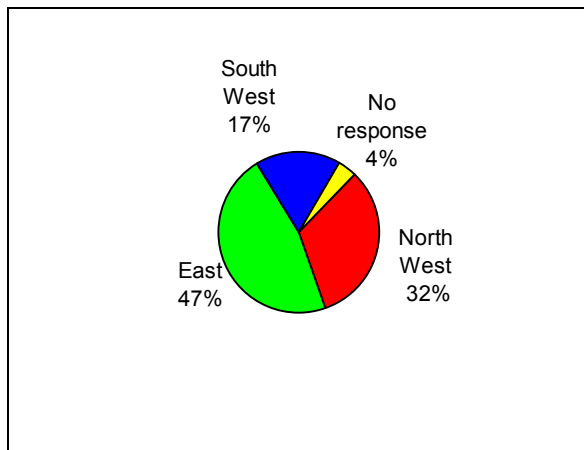
GENDER



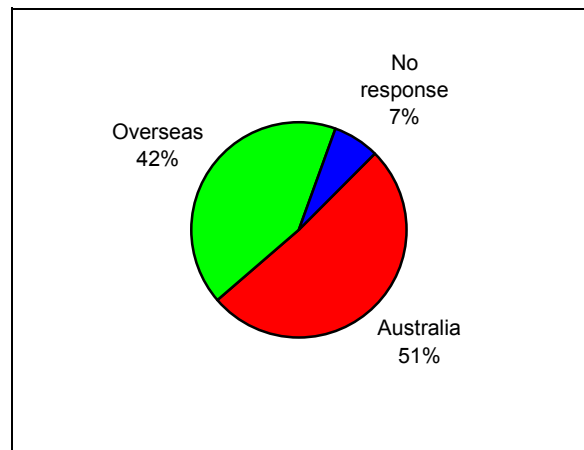
AGE



LOCATION



BIRTHPLACE

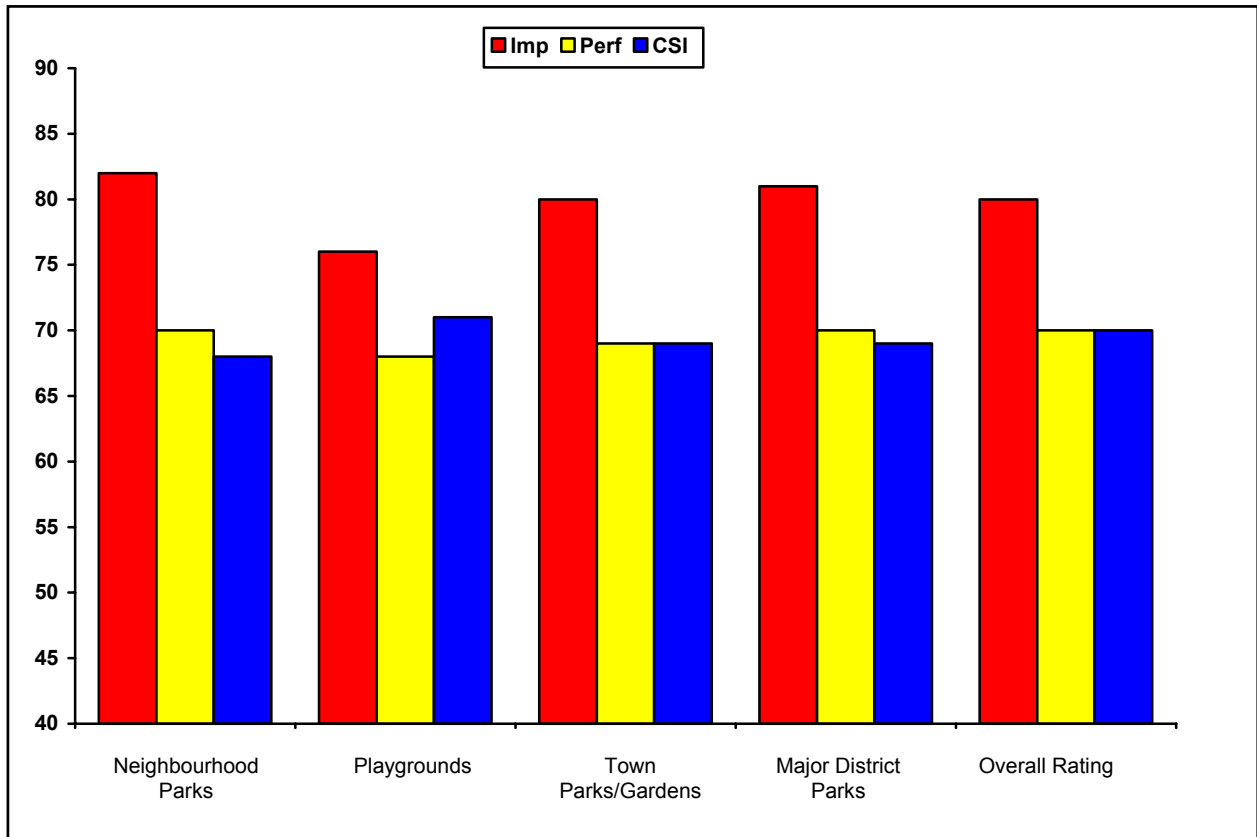


3. DIRECT SERVICE PROVISION

Recreation Index

	Public Open Space	Sporting Services	Cultural Services	Service Index
Total	70	69	72	71
	Maintained high levels			
Gender				
Male	71	69	73	71
Female	69	70	72	70
	High result declined from very high score last year			
Age				
18 - 25 yrs	72	66	66	68
26 - 39 yrs	67	71	72	70
40 - 59 yrs	66	64	70	66
60+ yrs	77	78	78	78
	Very high satisfaction levels			
Locality				
North West	69	70	71	70
East	73	72	74	73
South West	67	66	71	68
	Satisfaction in high range across all localities- East maintains highest levels from previous year			
	High level reflects continued improvement in scores			
Birth				
Australia	71	69	73	71
Overseas	69	72	72	71

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:

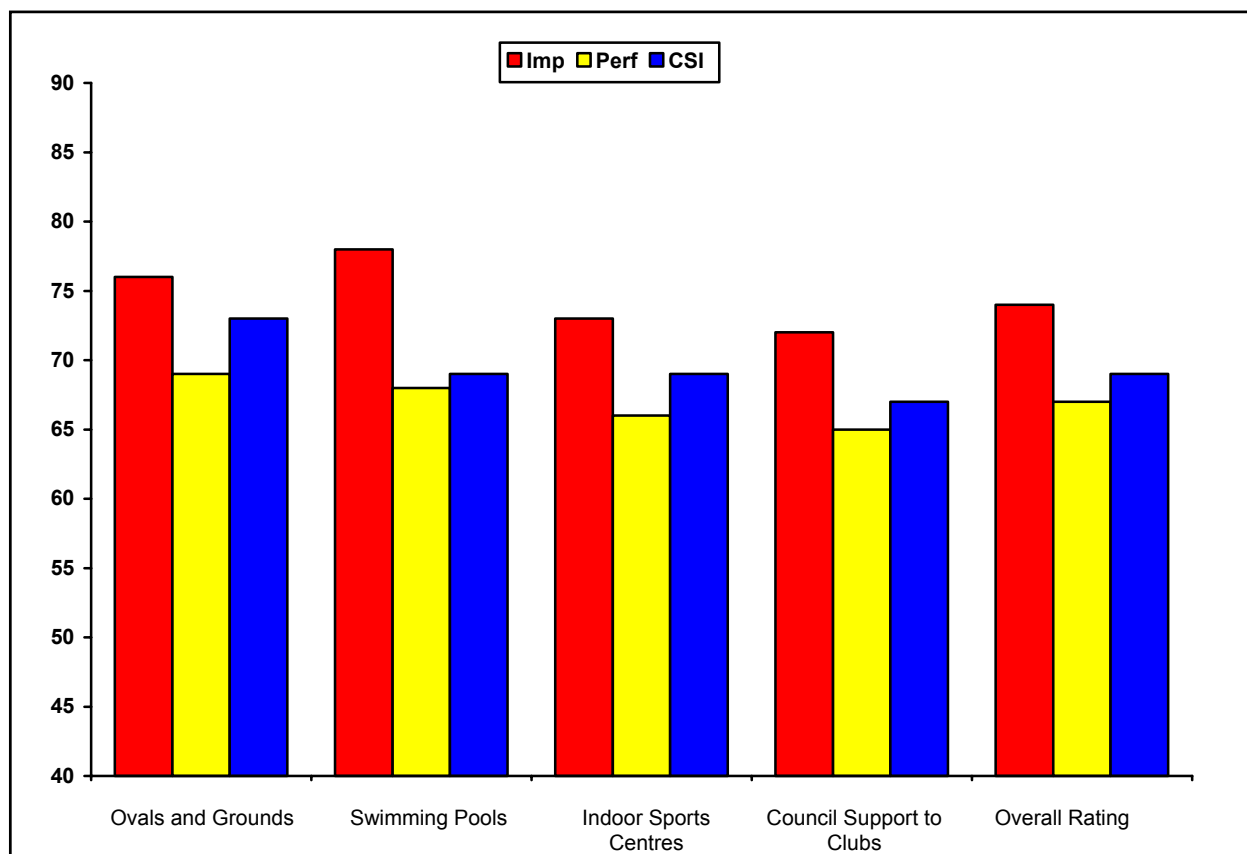
Overall importance and performance levels were consistent with 2001 results for all aspects. Importance levels were maintained in the moderate to high range and performance levels in the moderate range, leading to high CSI scores consistent with 2001. A slight increase in performance and importance levels for Neighbourhood Parks led to a minor rise in the CSI score for this aspect, whilst remaining in the high range. Despite a minor rise in importance levels for Major District Parks, a decline in the performance level led to a slight decrease in the CSI result. Overall satisfaction remained in the high range.

CONSULTANTS' COMMENTS:

Overall satisfaction levels for the 18-25 age group declined for all aspects except Town Parks/Gardens where levels increased by 4 CSI points. This decline was reflected in lower importance and performance levels across these aspects, although satisfaction levels remained within the high range. A decline in satisfaction levels for Major District Parks was also seen in responses from the 60+ age group. Lower importance and performance levels resulted in a drop of 3 CSI points. An increase in satisfaction levels for the 26-39 age group was seen across the aspects excluding Town Parks/Gardens where the 2001 moderate level was maintained.

Satisfaction levels increased for South West residents across all aspects with noticeable increases of 4+ points across the indicators for Neighbourhood Parks and Major District Parks. Overall satisfaction levels for this locality increased from moderate up to high levels. Satisfaction levels remained high for North West and East residents.

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:

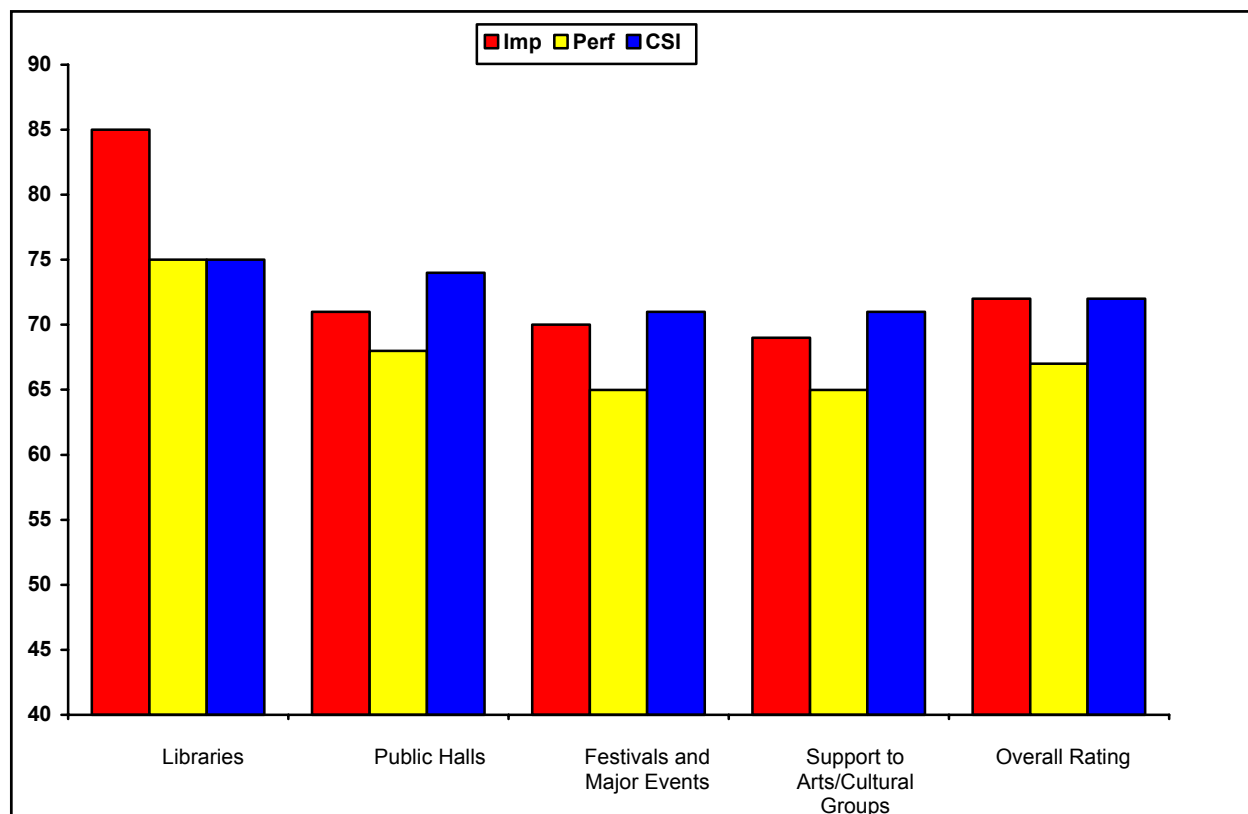
Although high levels of satisfaction were maintained, the overall satisfaction levels dropped slightly reflecting a minor improvement in overall importance levels and a minor decline in overall performance levels. Satisfaction levels for Swimming Pools increased slightly, and levels for remaining aspects decreased slightly. Ovals and Grounds maintained the highest satisfaction level across these aspects.

CONSULTANTS' COMMENTS:

Performance levels for the 26-39 age group increased across the aspects which is reflected in the overall CSI high rating, an increase of 8 CSI points from 2001's moderate level. Overall satisfaction levels for the 18-25 age group dropped slightly, a reflection of the decline in scores across the indicators for Ovals and Grounds and Council Support to Clubs, and a decline in CSI result for Indoor Sports Centres.

Overall satisfaction ratings remained in the high range across the localities with North West residents showing a slight increase, East residents indicating a slight decline, and South West residents maintaining their overall satisfaction levels. Noticeable increases in importance levels of between 5 and 10 points were shown for South West residents for all aspects excluding Indoor Sports Centres where a 6 point increase was shown. These importance levels remained in the high range.

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:

Satisfaction levels remained in the high range although levels did drop by 1 CSI point across the aspects excluding Public Halls which was consistent with the previous year. Importance and performance levels remained highest for Libraries (high range). Importance levels for Festivals and Major Events increased by 2 points, raising it from the lowest level in 2001. Importance levels for Support to Arts/Cultural Groups were consistent with the previous year.

CONSULTANTS' COMMENTS:

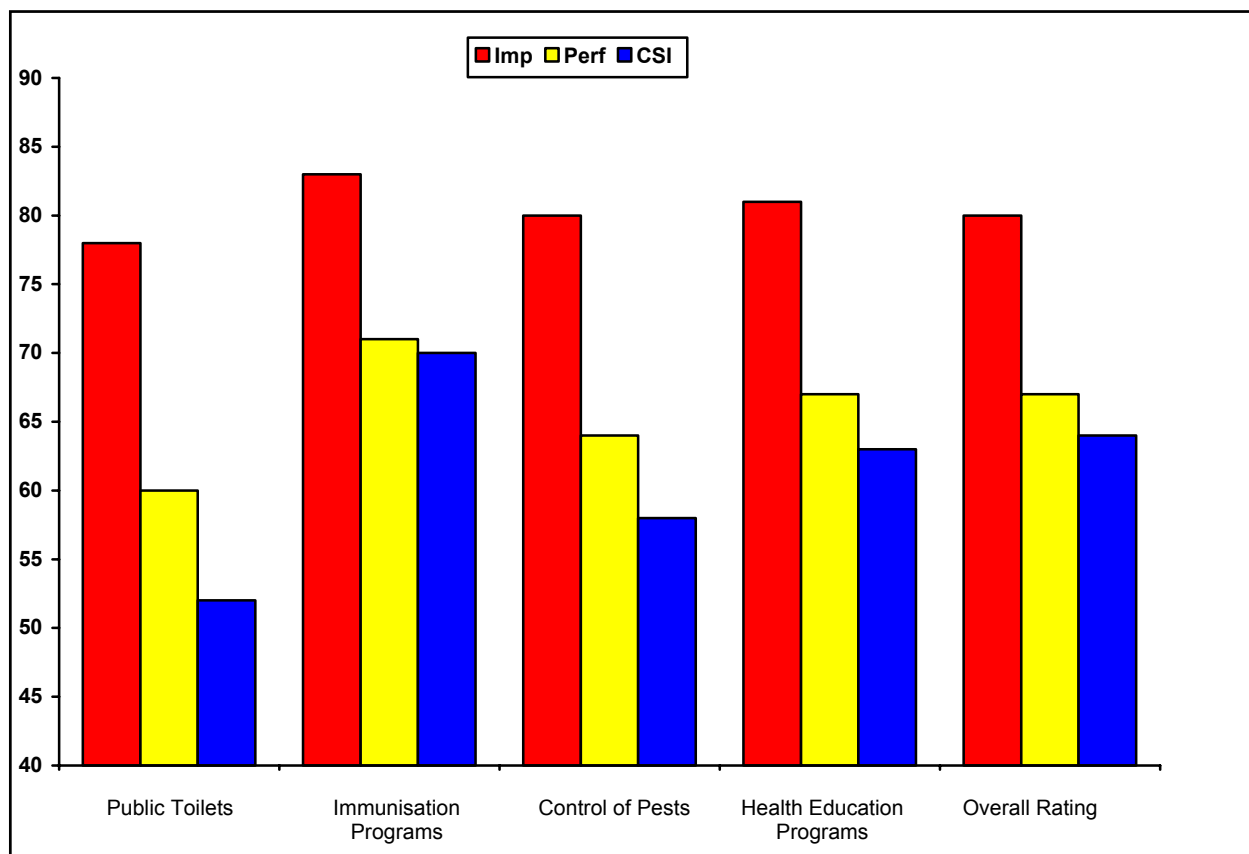
Satisfaction levels for the 18-25 age group declined across the aspects, with overall satisfaction dropping from a solid high result to a low high. For this age group, importance levels increased to the moderate range for Festivals and Major Events, and Support to Arts/Cultural Groups, although these two aspects recorded the lowest CSI scores for this age group. Satisfaction levels increased into the high range across the aspects for the 26-39 age group. Overall satisfaction levels declined for the 40-59 age group whilst remaining in the high range. Satisfaction levels across the aspects remained highest for 60+ residents, although a slight decline was seen for Libraries.

Overall satisfaction levels declined slightly for North West and East residents, and increased slightly for South West residents. These levels remained in the high range.

Health & Amenities

	Public Health	Waste Management	Public Amenity	Conservation & Environmental Services	Service Index
Total	64 <i>Moderate result consistent with previous years</i>	73	68	68	68
		<i>High results reflect overall improvements across these</i>			
Gender					
Male	64	73	66	71	68
Female	64 <i>Moderate result increased from low 2001</i>	73 <i>High result improved from 2001 moderate score</i>	69 <i>Moderate result declined from high score</i>	65	68
Age					
18 - 25 yrs	64	70	58	69	65 <i>High</i>
26 - 39 yrs	66	75 <i>High result increased from low moderate score</i>	71 <i>High result increased from moderate score</i>	63 <i>Increase in levels across age groups.</i>	69
40 - 59 yrs	59 <i>Remained in moderate range</i>	66	64	65	63
60+ yrs	70	80 <i>Very high score increased from 2001 high result</i>	73 <i>High</i>	75	74 <i>High</i>
Locality					
North West	63 <i>High to very high range indicates improvement across all localities</i>	69	70	67	67
East	64	78	65 <i>High results improved from 2001 moderate levels</i>	70	69
South West	70	71	72	63	69
				<i>Scores increased across localities</i>	
Birth Place					
Australia	65	72	66	65	67
Oversea	64	75	71	72	70

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:

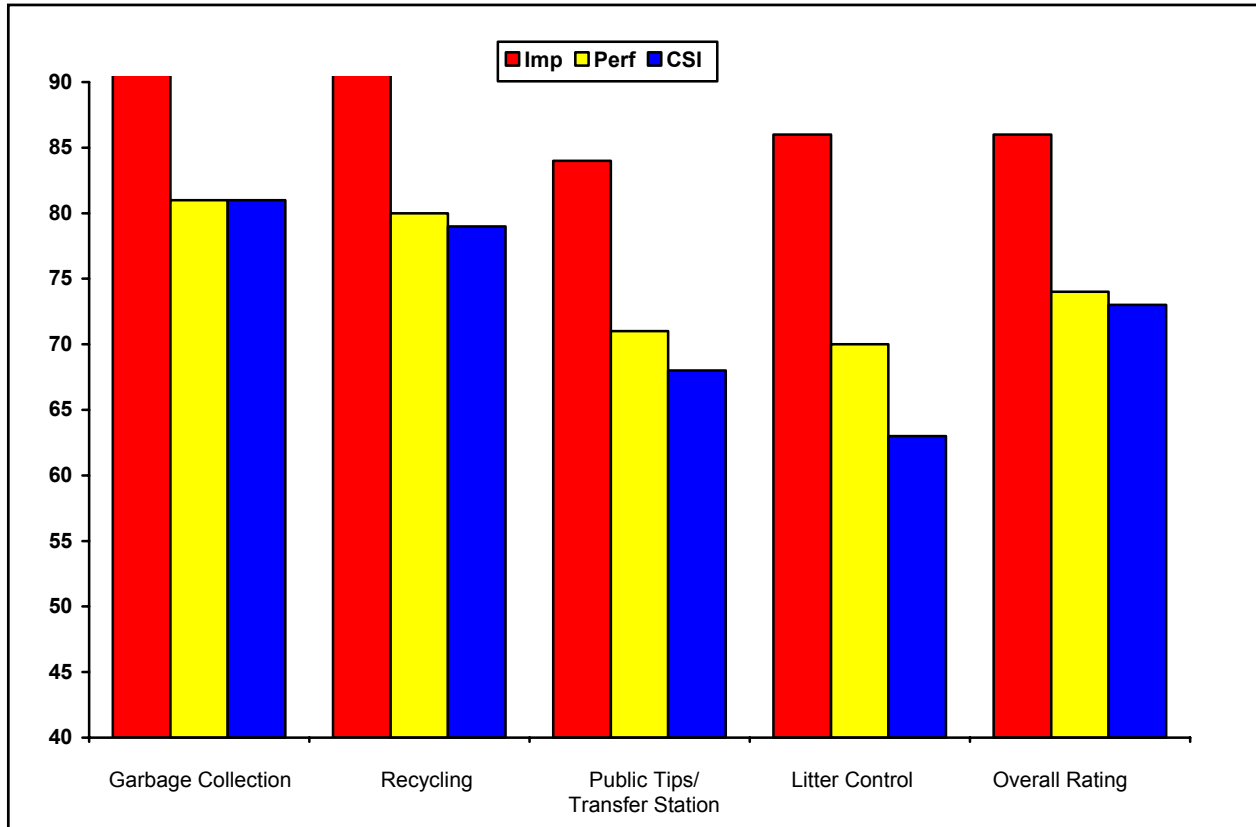
Overall satisfaction levels increased slightly whilst remaining in the moderate range. Satisfaction levels for Public Toilets remained low despite a slight increase in performance levels. This aspect again received the lowest satisfaction levels. Satisfaction levels for Immunisation Programs remained in the high range and continued to receive the highest satisfaction levels. Control of Pests and Health Education Programs maintained moderate scores.

CONSULTANTS' COMMENT:

Noticeable increases in overall satisfaction were recorded across the two younger age groups whilst residents in the two older age groups recorded a decline. Last year's low results for overall satisfaction with residents under 39 years, have increased to the moderate to high range.

Satisfaction levels for North West residents increased across the aspects excluding Immunisation Programs which maintained the high 2001 result (71). Overall satisfaction levels increased slightly for North West residents and declined slightly for East residents. Noticeably, South West residents recorded an increase of 10 CSI points for overall satisfaction with Public Health.

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:

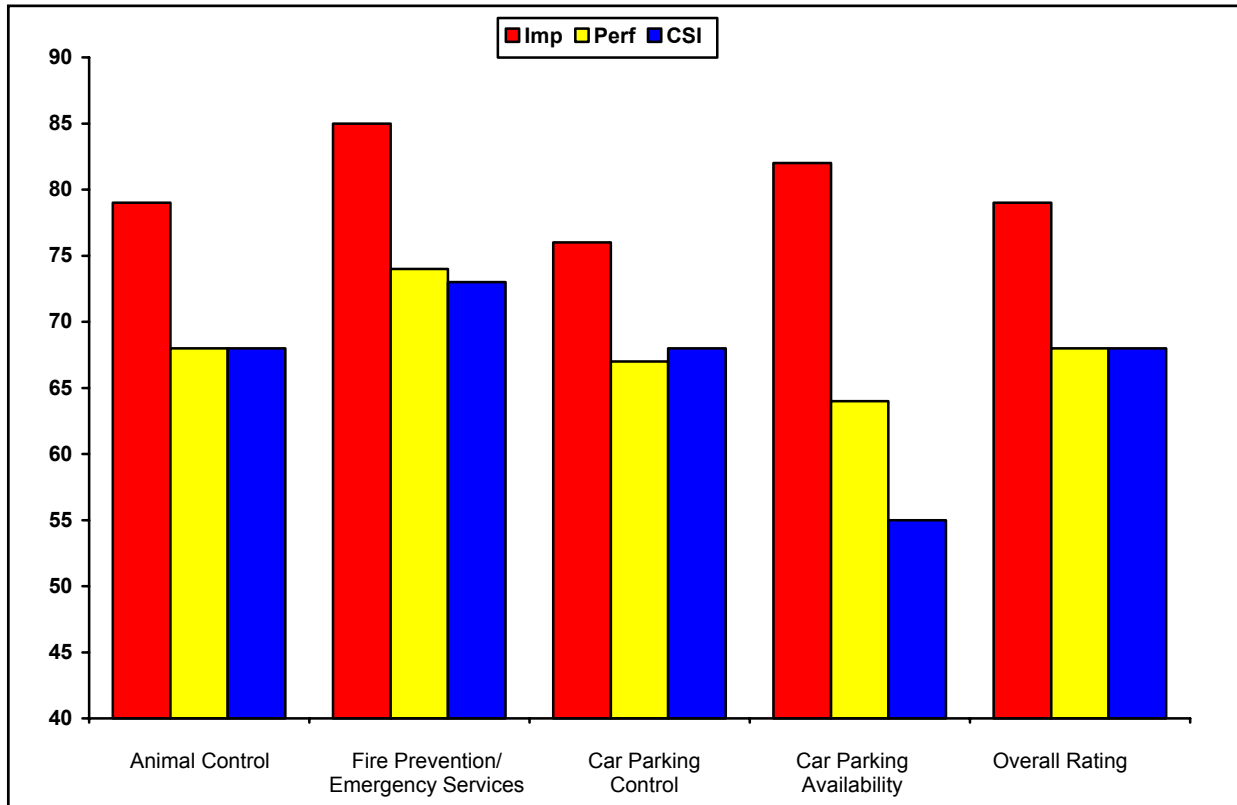
Overall satisfaction levels increased to a solid high result from the low high range in 2001. Most noticeably, satisfaction levels for Recycling increased by 8 CSI points whilst remaining in the high range. A slight increase in importance levels was recorded across the aspects with results remaining in the high range. Performance levels also recorded a slight increase whilst remaining in the moderate to high range.

CONSULTANTS' COMMENTS:

Overall satisfaction levels increased across all age groups and localities. Noticeable increases were recorded for the overall satisfaction levels of the 26-39 age group. These increased to high levels from last year's moderate levels. East residents also recorded a noticeable increase in overall satisfaction, moving from a low high result to a solid high level. These residents maintained the highest overall satisfaction level, and North West residents recorded the lowest level.

Importance levels were all in the high range across the age groups and localities. Performance levels were also in the high range for Garbage Collection and Recycling, and in the moderate to high range for Public Tips/Transfer Stations and Litter Control. 60+ residents maintained the highest overall satisfaction rating.

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:

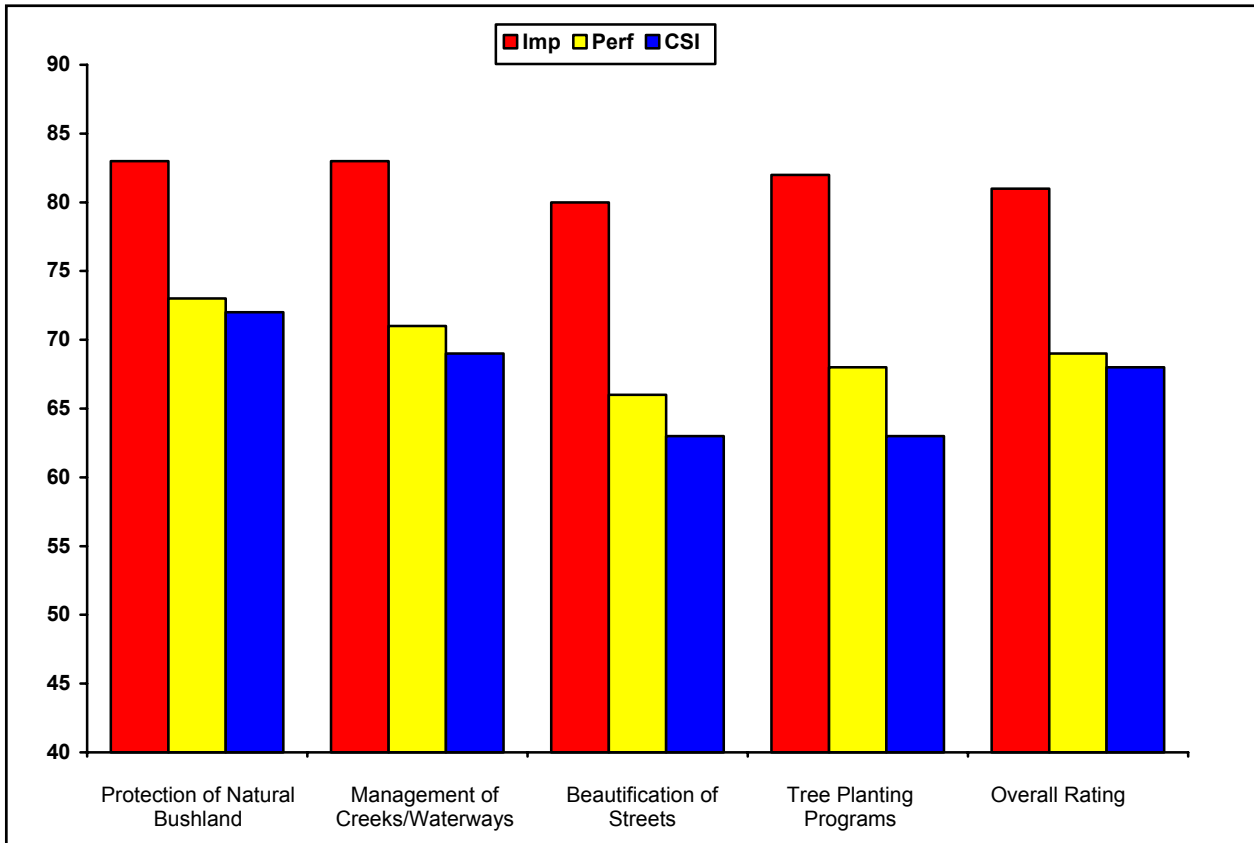
Satisfaction levels improved across the aspects, with Car Parking Availability recording the lowest satisfaction level (55) and Fire Prevention/Emergency Services recording the highest satisfaction level (73). These increases were reflective of improved performance levels recorded across the aspects. High importance levels for Car Parking Availability were consistent with 2001 results. Importance levels for Animal Control and Fire Prevention/Emergency Services recorded slight increases and remained in the moderate and high ranges respectively.

CONSULTANTS' COMMENTS:

Overall satisfaction levels for the 18-25 age group declined to a moderate result from a high score in 2001. Satisfaction levels for this age group however did increase for Car Parking Availability although it remained in the low range. The three older age groups all recorded an increase in overall satisfaction levels in the high range excluding residents aged 40-59 years who recorded an increase into the moderate range.

North West and South West residents both recorded high overall satisfaction levels with noticeable increases from last year's moderate results. A decline in importance levels was recorded across the aspects for East residents. Overall satisfaction levels also declined slightly for this locality.

3:7 CONSERVATION AND ENVIRONMENTAL 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 declined across all aspects and performance levels increased. This is reflected in an increase of overall satisfaction levels. The high result for overall satisfaction was consistent with last year. Despite a slight decline, importance levels remained in the high range. Performance levels for Protection of Natural Bushland and Management of Creeks/Waterways remained in the high range, and levels for Beautification of Streets and Tree Planting Programs remained in the moderate range.

CONSULTANTS' COMMENTS:

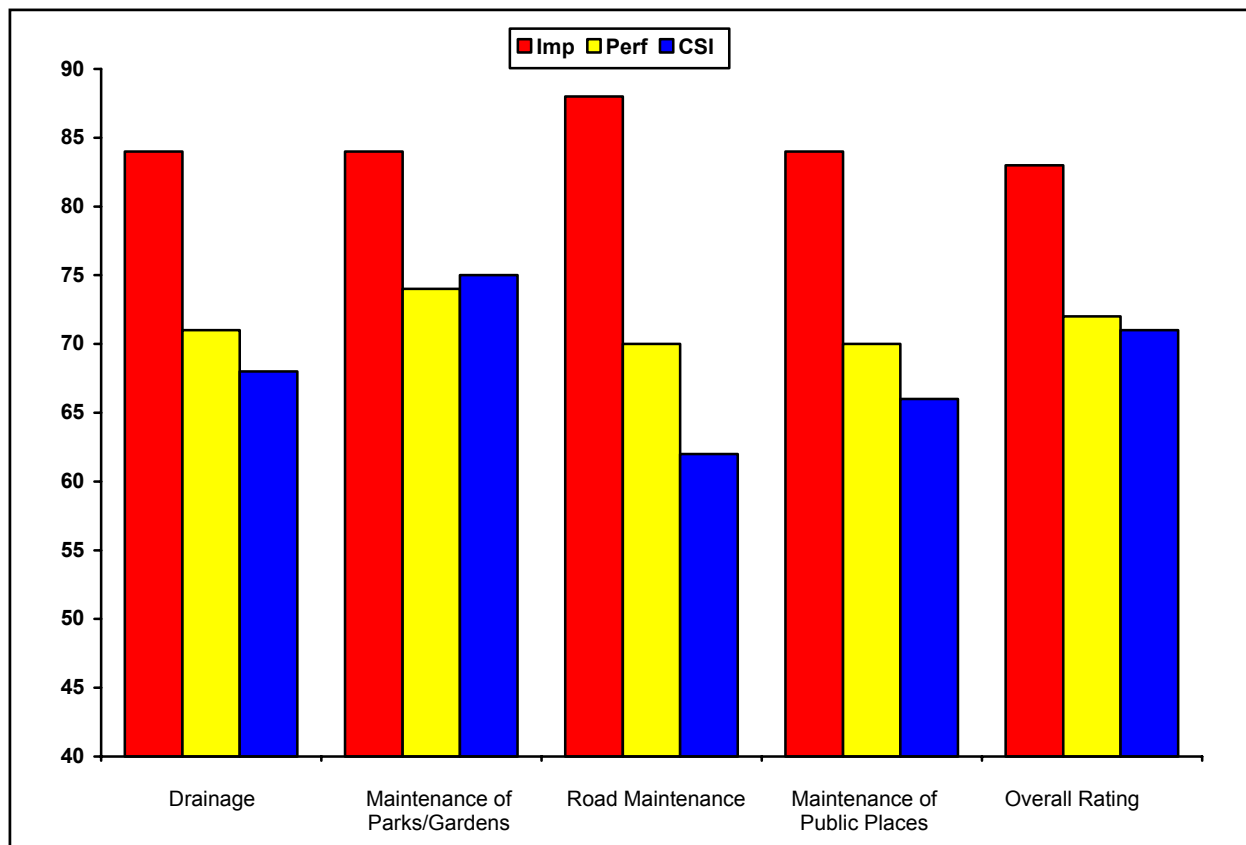
Overall satisfaction levels increased to a moderate level for the 26-39 age group, and to high levels for the remaining age groups. Noticeably, overall satisfaction for the 18-25 age group increased from a low result (52) last year. This is a reflection of decreased importance levels and increased performance levels recorded across the aspects excluding Management of Creeks/Waterways. Performance levels across the remaining age groups generally improved slightly or were consistent with last year.

Overall satisfaction levels increased across the localities with East residents recording the highest level, as was seen last year. East residents also recorded a slight decline in importance levels across all aspects. All localities recorded an increase in performance levels for all aspects, excluding East residents' levels for Management of Creeks/Waterways which recorded a result consistent with last year.

Economic Index

	Engineering Services	Traffic Services	Planning and Building	Service Index
Total	71	68	61	67
	Maintained high satisfaction overall		Maintained moderate level	High result increased from moderate score
Gender				
Male	73	69	62	68
Female	69	66	60	65
Age				
18 - 25 yrs	72	67	63	67
26 - 39 yrs	68	66	63	66
40 - 59 yrs	67	66	57	63
60+ yrs	78	73	64	72
	Levels increased across the age groups	High levels	Moderate levels	Maintained high levels
Locality				
North West	69	66	59	65
East	73	69	61	68
South West	74	71	62	69
	Noticeable increases for South West respondents. Overall moderate- high levels			
Birth Place				
Australia	71	68	58	66
Overseas	72	68	63	68

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:

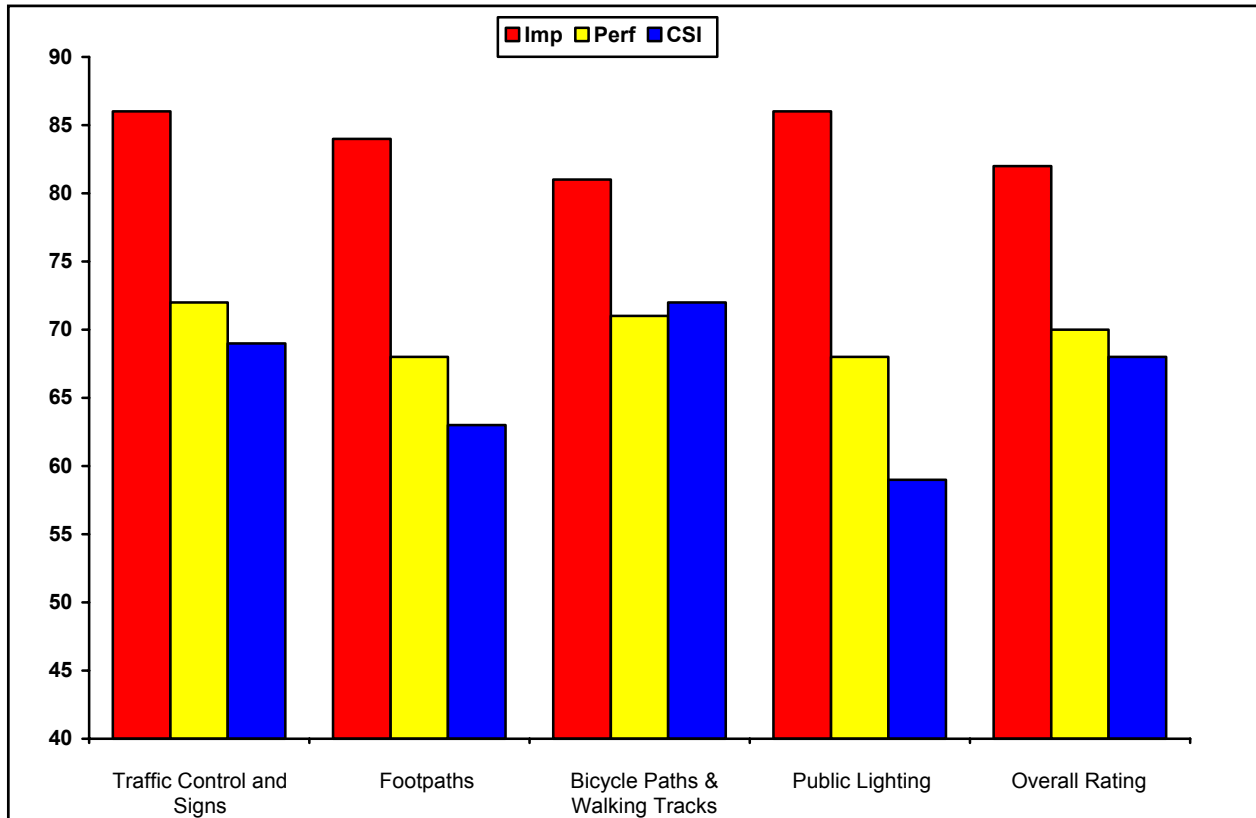
Overall satisfaction levels increased noticeably (6 CSI points) to a solid high (71) from a low high result last year (65). These increases were seen across the aspects with Drainage, Road Maintenance and Maintenance of Public Places all recording 2-3 point increases and Maintenance of Parks/Gardens recording a noticeable five point increase. Importance levels were all high and increased slightly for Road Maintenance. Performance levels increased slightly for all aspects, recording in the high range.

CONSULTANTS' COMMENTS:

Overall satisfaction ratings remained the highest for 60+ residents and were lowest for the 40-59 age group. All age groups recorded increased CSI scores for Maintenance of Parks/Gardens and Maintenance of Public Places with all age groups also recording increased performance levels for these two aspects excluding the 40-59 age group response to Maintenance of Public Places which declined by one point.

South West residents recorded consistent increase in importance, performance and satisfaction levels across the aspects. The overall satisfaction levels for these residents increased to the high range from moderate levels in 2001. Overall satisfaction levels for North West residents maintained the lowest score for the three localities, although it did increase from a moderate level in 2001, to this year's high level.

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:

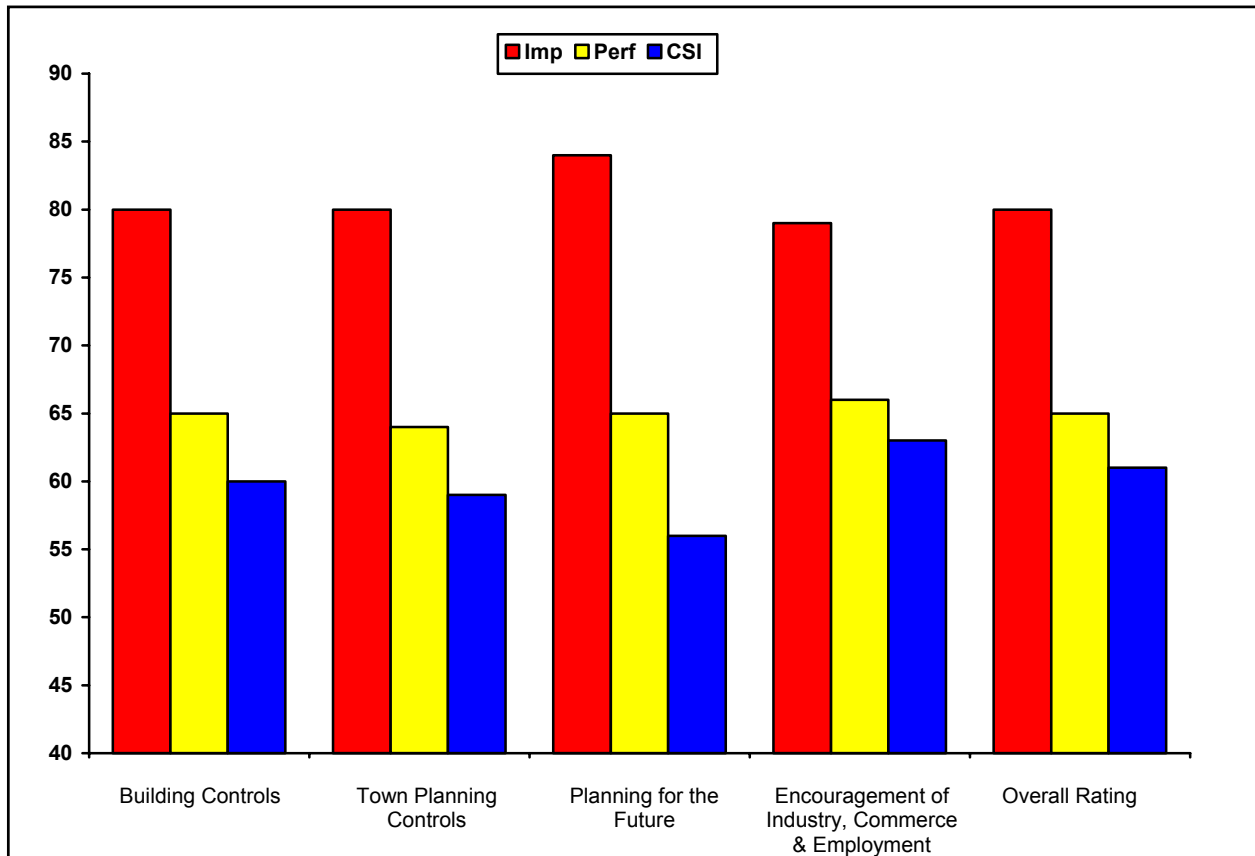
Overall satisfaction levels increased slightly and remained in the high range. Importance levels also remained in the high range and increased for Traffic Control & Signs, and Public Lighting. Importance levels for Footpaths, and Bicycle Paths & Walking Tracks remained consistent with 2001 levels. Performance levels increased for Footpaths, Bicycle Paths & Walking Tracks, and Public Lighting. The highest and lowest satisfaction levels recorded were consistent with last year's results. Satisfaction levels for Bicycle Paths & Walking Tracks recorded in the high range as the aspect with the highest satisfaction score. The lowest satisfaction level was recorded for Public Lighting which remained in the moderate range.

CONSULTANTS' COMMENTS:

High importance and moderate performance levels were recorded across the aspects for the 18-25 age group. Noticeable declines in satisfaction levels recorded for all aspects excluding Public Lighting reflected this. Respondents aged 26-39 recorded a slight drop in performance levels for Traffic Control & Signs, and Footpaths and a slight increase for Public Lighting. The 40-59 age group generally recorded results consistent with 2001, with some minor increases. 60+ residents recorded a decline in importance levels for all aspects except Public Lighting where levels were maintained.

South West residents recorded the highest overall satisfaction across the localities with noticeable increases in satisfaction for Footpaths and Public Lighting. North West residents recorded declines in satisfaction for Traffic Control & Signs whilst remaining in the high range. Overall importance ratings were similar across the localities and were all high.

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:

Satisfaction levels were generally consistent with last year's moderate levels with the overall satisfaction increasing by 1 CSI point. Importance levels for Building Controls, Town Planning Controls and Planning for the Future, all increased slightly and were in the high range. Performance levels increased slightly for all aspects and remained in the moderate range.

CONSULTANTS' COMMENTS:

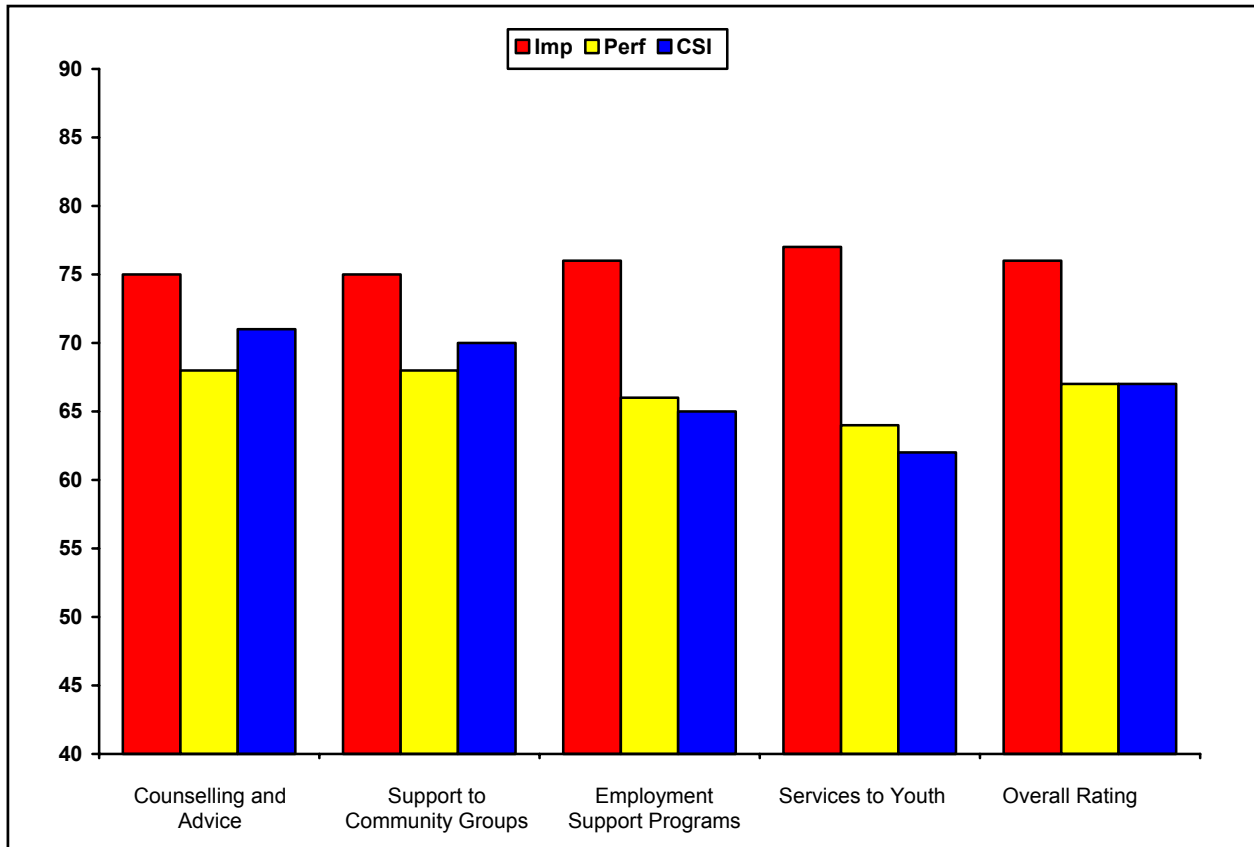
Overall importance levels increased for respondents aged over 40 years and overall performance levels increased for respondents over 26 years. A noticeable increase was seen in satisfaction with Town Planning Controls for the 26-39 age group (moderate) and a noticeable decrease was seen in satisfaction levels with Building Controls for the 18-25 age group (high). Performance levels across the age groups was in the moderate range, whilst importance levels were in the moderate to high range.

Importance and performance levels increased across the aspects for North West residents with all importance levels in the high range and all performance levels in the moderate range. An increase in satisfaction levels for Town Planning Controls was recorded for North West and South West respondents. All localities recorded an increase in importance levels for Building Controls, Town Planning Controls, and Planning for the Future. South West residents recorded noticeable increases in performance and satisfaction levels for these same three aspects.

Human Services

	Services to Families	Home Care Services	Services to Children	Service Index
Total	67	68	73	69
Maintained 2001 high levels overall				
Gender				
Male	69	70	75	72
Female	64	66	70	67
Age				
18 - 25 yrs	71	73	80	75
Very high levels increased from moderate results				
26 - 39 yrs	76	80	72	76
Very high level reflects increase begun in previous years				
40 - 59 yrs	61	62	69	64
60+ yrs	70	67	76	71
High results consistent with last year				
Locality				
Moderate levels declined from 2001 high levels				
North West	61	64	73	66
High levels for East residents				
East	70	70	74	71
South West	72	72	73	72
High scores for South West residents reflects an increase in satisfaction levels				
Birth				
Australia	67	66	74	69
Oversea	68	69	72	70

3:11 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:

Performance levels increased slightly across the aspects, with an overall moderate performance level. Importance levels were consistent with last year for Counselling and Advice, and declined for Support to Community Groups, Employment Support Programs, and Services to Youth. These were all in the moderate range.

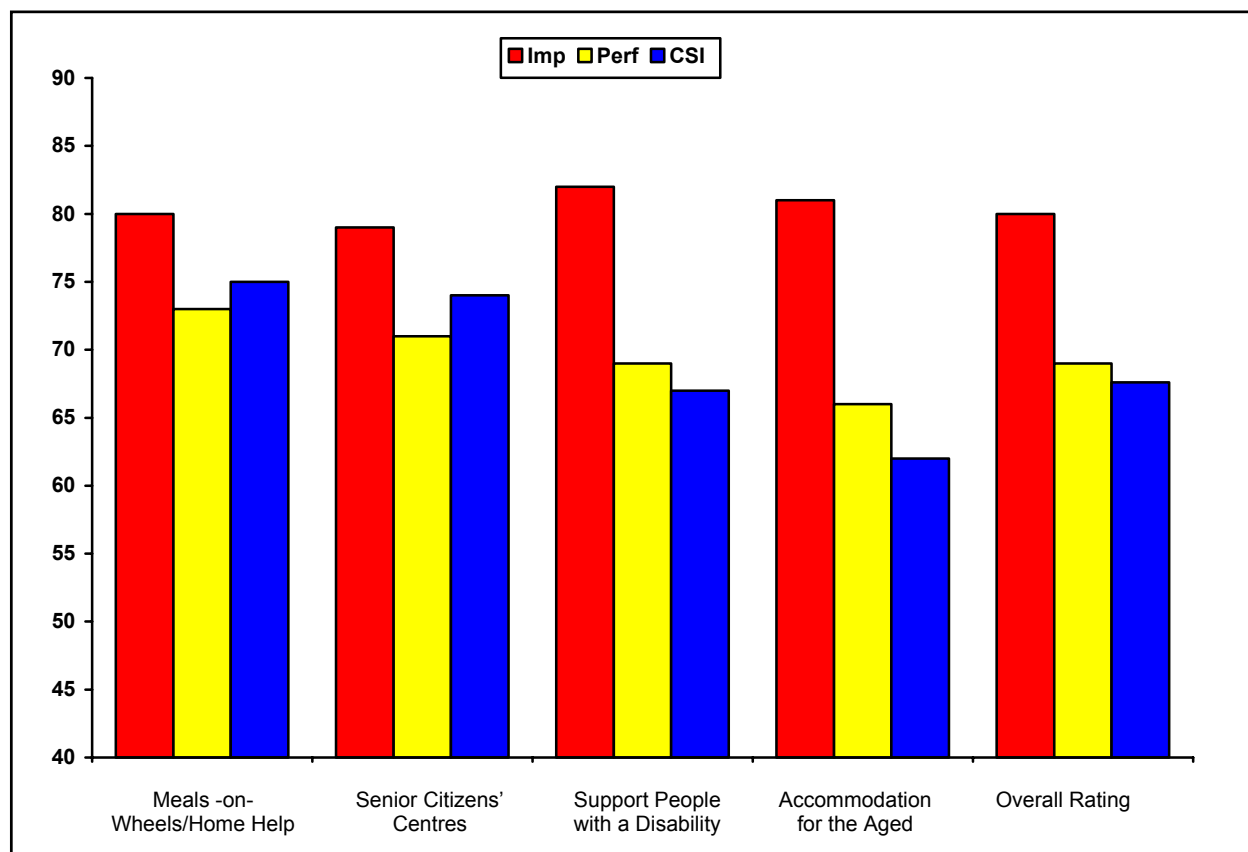
Overall satisfaction levels increased slightly and recorded in the high range. Across the aspects, satisfaction levels increased between 3 and 4 CSI points. All aspects recorded high satisfaction levels excluding Services to Youth which recorded in the moderate range.

CONSULTANTS' COMMENTS:

Overall satisfaction increased for respondents aged under 40 years. 60+ respondents maintained 2001 satisfaction levels. Noticeably increases recorded for satisfaction levels across the aspects for the 26-39 age group, ranged from 9 to 18 CSI points. These were all strong high results.

South West residents recorded noticeable increases in satisfaction levels, all in the high range. East residents also recorded increases in satisfaction levels across the aspects, with a high overall satisfaction level. North West residents recorded declines across the aspects, with moderate overall importance, performance and satisfaction levels.

3:12 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:

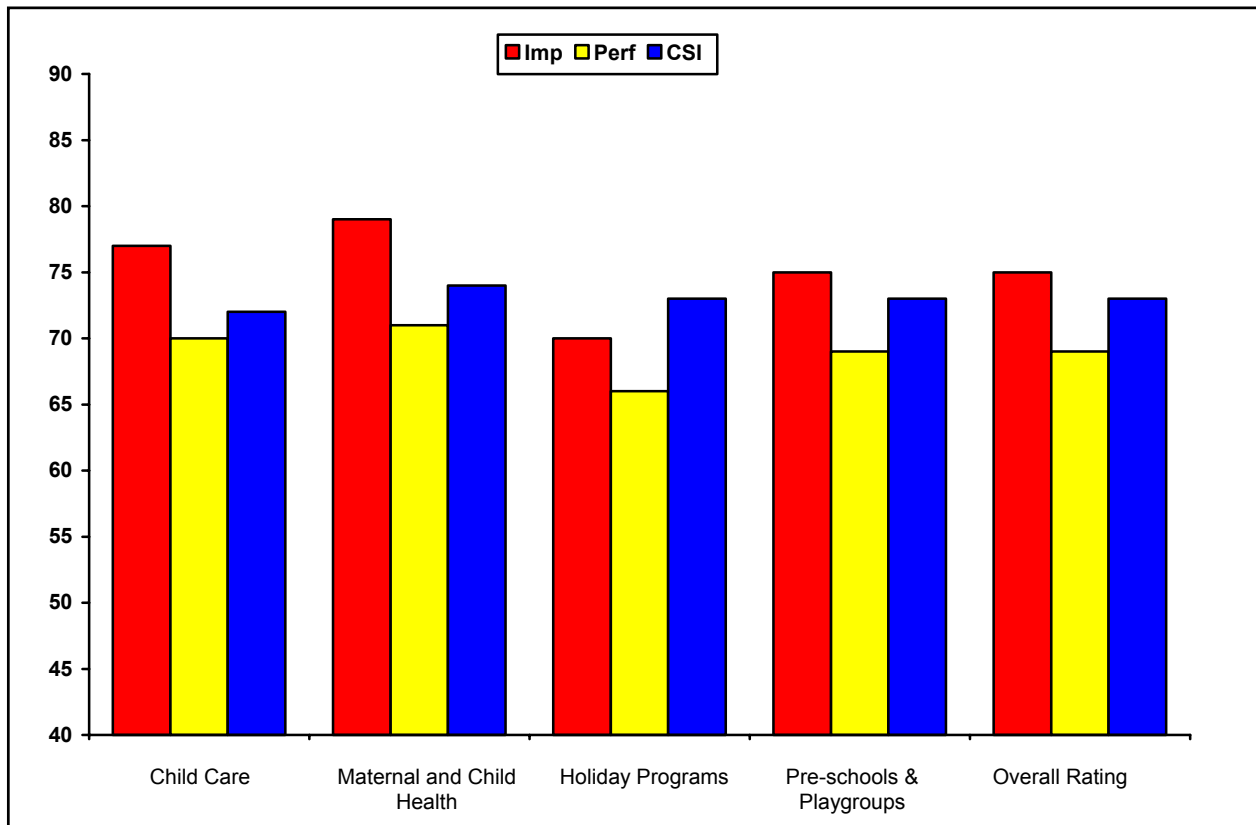
Overall levels increased slightly with importance and satisfaction levels recording in the high range and overall performance levels recording in the moderate range. Meals on Wheels/Home Help recorded increases across the three indicators with each of these being in the high range. Importance levels also increased for Senior Citizens Centres, Support to People with a Disability and Accommodation for the Aged. Performance levels increased for these same aspects excluding Senior Citizens Centres which maintained high level recorded in 2001.

CONSULTANTS' COMMENTS:

Overall satisfaction levels declined for all age groups excluding 26-39 which recorded a noticeable increase to a solid high result. The 18-25 age group also recorded declines in overall importance and performance which scored low and moderate levels respectively. The 60+ age group recorded slight increases for importance and performance levels, both remaining in the high range.

Overall importance and performance levels increased for North West and South West residents. Satisfaction levels noticeably increased across the aspects for South West residents with all aspects recording high levels. East residents also recorded increased satisfaction levels across the aspects excluding Support to People with a Disability which maintained last year's result.

3:13 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:

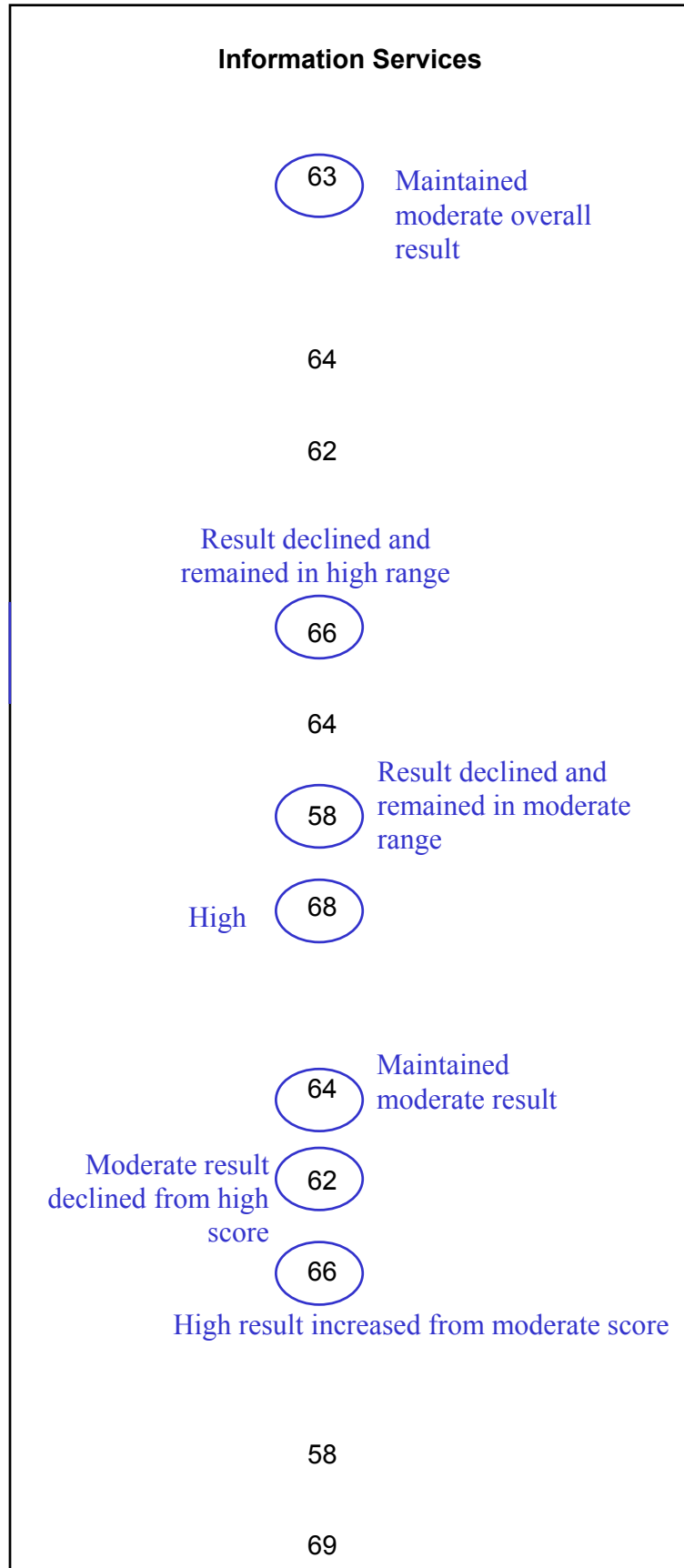
Overall satisfaction levels increased slightly and remained in the high range. Overall importance and performance levels also increased slightly and remained in the moderate range. Maternal and Child Health recorded the highest importance level, although all aspects recorded moderate levels. Holiday programs recorded the lowest importance and performance levels across the aspects. All aspects recorded performance levels in the moderate range excluding Maternal and Child Health which recorded a low high result.

CONSULTANTS' COMMENTS:

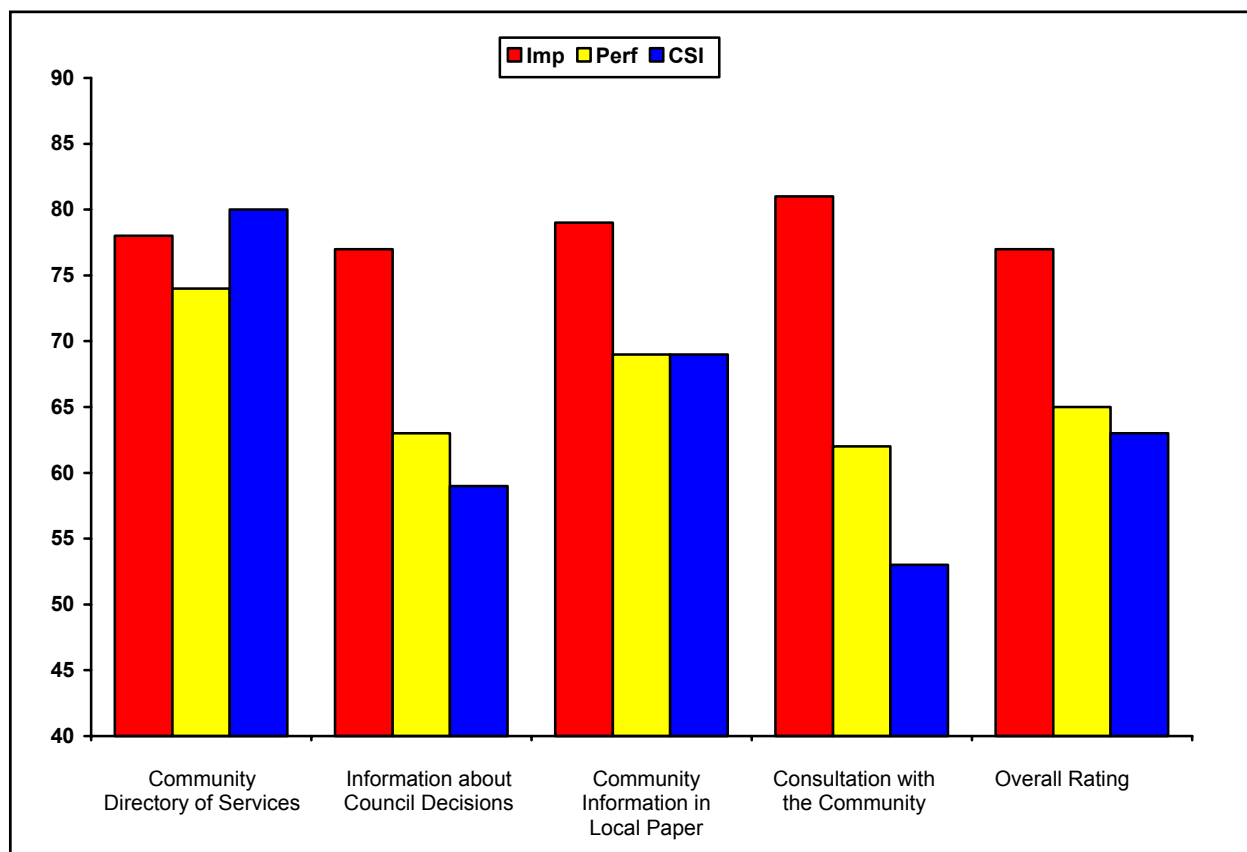
Importance and performance levels recorded for the 18-25 age group declined across the aspects. Noticeable declines for this age group were recorded in satisfaction levels for Holiday Programs, and Pre-Schools and Playgroups. Importance and performance levels increased across aspects for the 26-39 age group. Overall importance and performance levels for this age group were high. Satisfaction levels declined across the aspects for the 40-59 age group, with a drop of between 6-7 CSI points that maintained high satisfaction levels. 60+ respondents recorded increased satisfaction levels across the aspects, all in the high range.

North West and East residents recorded a slight decline in satisfaction levels for Child Care, and maintained 2001 satisfaction levels for Maternal and Child Health. South West residents recorded increased satisfaction levels across all aspects, with a noticeable increase in importance levels for Pre-Schools and Playgroups.

Information Index



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:

Overall satisfaction and performance levels remained in the moderate range, whilst overall importance levels declined slightly maintaining a moderate result. The decline in importance levels was reflected across the aspects excluding Consultation with the Community which recorded a slight increase. Performance levels recorded slight increases across the aspects, with Community Directory of Services recording the highest level and Consultation with the Community recording the lowest performance level.

CONSULTANTS' COMMENTS:

Overall satisfaction levels increased for the 26-39 and 60+ age groups and declined for the 18-25 and 40-59 age groups. These all remained in the moderate to high ranges. 60+ respondents recorded increased satisfaction levels across all aspects, with their highest satisfaction recorded for Community Directory of Services and their lowest for Consultation with the Community.

Overall satisfaction levels increased for North West (high moderate) and South West (low high) residents and declined for East residents (moderate). This decline was driven by a drop in performance rating. South West residents recorded noticeable increases in satisfaction levels for Community Directory of Services and Consultation with the Community. East residents recorded a slight decline in satisfaction levels across the aspects.

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						
	2002	2001	2000	1999	1998	1997	VIC AVERAGE
COUNCIL STAFF							
General courtesy of Council Staff	74	74	73	75	74	73	75
General efficiency of Council Staff	72	71	70	73	71	71	71
Responsiveness to complaints	68	68	67	70	67	68	66
COUNCIL IMAGE							
Overall Image of Council	69	71	70	71	70	70	67
Presentation of local area to visitors	73	73	72	73	72	73	69
Image of Council in the Local District	68	69	69	70	69	68	64
VALUE FOR MONEY							
The Current level of Council Rates	59	58	58	62	63	60	59
Charges made for other Council Services	60	59	69	62	62	60	57
Performance of Council compared to level of Rates paid	61	61	60	64	62	60	57

Satisfaction levels have remained steady across the elements. Council Staff and Value for Money aspects have increased marginally or maintained the same result recorded last year. Council Image aspects have maintained 2001 results or declined marginally.

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 maintained very high levels although Overall Image of Council, and Image of Council in the Local District, declined marginally. Across the localities, satisfaction levels were highest for East residents.

High Value for Money aspects were consistent with last year's results. East residents recorded the highest satisfaction levels for this aspect. Across the age groups, 60+ respondents recorded the highest satisfaction levels and the 18-25 age group recorded the lowest satisfaction levels for this aspect.

Results were generally comparable with the Victorian averages or slightly higher. Monash recorded levels higher than the Victorian average for all aspects except General Courtesy of Council Staff, and Current levels of Council rates.

5. ADDITIONAL QUESTIONS

The City of Monash commissioned a further 7 specific questions which are summarised below.

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

Below is a list of Council's local law responsibilities. Can you please select the three areas which you think should be of highest priority for Council to address.

Local Law Area	1 st Priority	2 nd Priority	3 rd Priority
Traffic /Parking hazard	25%	17%	10%
Fire hazard	17%	12%	7%
Inappropriate noise levels	16%	6%	10%
Overhanging trees	15%	12%	9%
Unightly property	14%	7%	8%
Dumped rubbish	13%	14%	13%
Footpaths or Naturestrips damaged by new development	9%	9%	9%
Domestic animals	7%	7%	8%
Goods and signs on footpaths	6%	6%	7%
Abandoned vehicle	4%	6%	4%
Other	3%	3%	1%

Traffic/Parking hazard emerged as the local law area which respondents believed should be Council's first priority. This area also recorded the highest percentage of responses for Council's second priority. Dumped Rubbish emerged as the area respondents indicated as Council's third priority.

25% of respondents indicated Traffic/Parking hazard should be Council's first priority, and 17% indicated it should be the second priority. Across the age groups, a higher proportion of respondents aged over 40 years indicated this area should be Council's first priority. As their first priority, East residents were also more likely to nominate this area.

13% of respondents indicated Dumped Rubbish as the third priority. Although this area recorded the highest percentage for this priority, it recorded comparable percentages as a first and second priority (13% and 14% respectively).

Across the local law areas, Abandoned Vehicle generally received the lowest percentage of responses for each priority level (4% as first, 6% as second and 4% as third priority).

QUESTION 2

Who would you contact if you felt that there was a local law service that needed to be addressed?

- | | | |
|----|--------------------|-----|
| 1. | Council | 81% |
| 2. | Emergency Services | 17% |
| 3. | Other | 3% |

The 26-39 (80%) and 60+ (92%) age groups were more likely to contact the Council, although the majority of respondents across the age groups indicated this option.

Across the localities, South West residents were least likely to indicate Council (76%).

QUESTION 3

Are there any Council services which should have their hours of operation extended or changed to improve accessibility?

- | | | |
|----|------------|-----|
| 1. | Yes | 12% |
| 2. | No | 22% |
| 3. | Don't Know | 66% |

More respondents indicated that there were not any services that required changed hours. A high percentage of Don't Know responses may indicate low awareness of current service hours.

18-25 year olds were more likely to indicate Don't Know (81%) and were least likely to indicate No (8%).

If yes please list services.

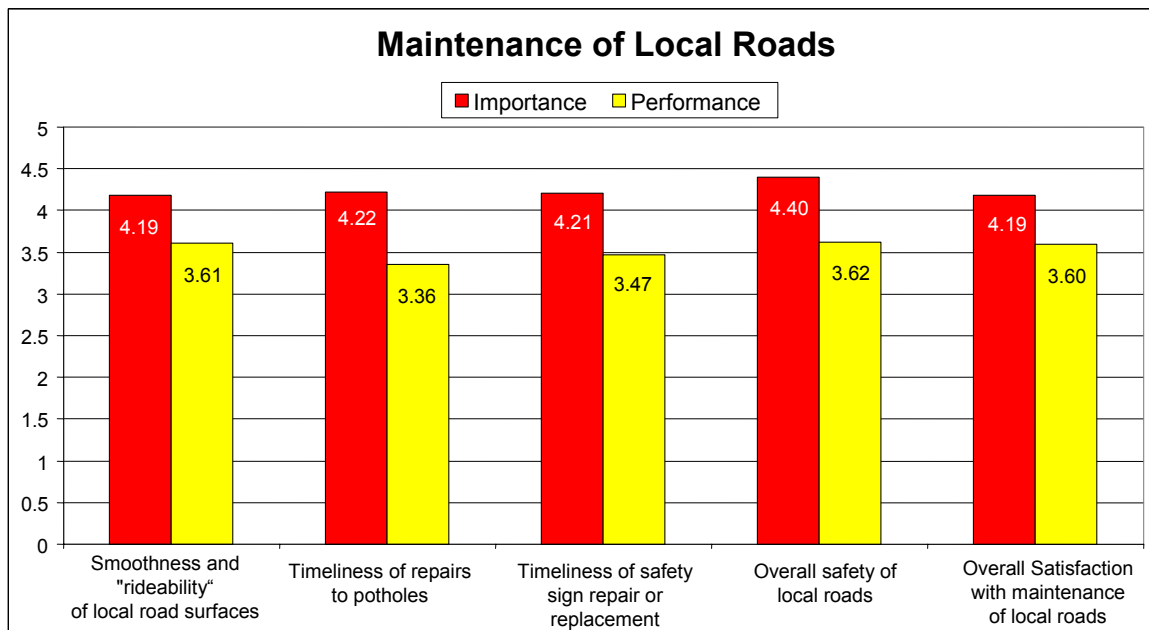
COMMENT/ DESCRIPTION	NO OF RESPONSES
Council offices to extend hours (Remain open until 5pm weekdays & 1pm Saturdays)	6
Animal Services	6
Aged Care/Disability Services	6
Libraries	4
Swimming pools	3
Waste Collection/Services	3
Emergency Services	3
All	2
Building Permits	1
Websites	1
Information Lines	1
Traffic	1
Town planning	1
Noise level at night	1
Services to youth	1
Children/health services	1
Community Toilets open Holidays & weekends daytime and possibly night time with security as well	1

QUESTION 4

Council is responsible for maintenance of local roads (excluding major roads) within the municipality. For each of the following aspects of Council's Sealed Roads Maintenance Service, please rate the importance of that aspect, and how well Council performs that service.

Service	Very High 5		High 4		Medium 3		Low 2		Very Low 1	
	IMP	PERF	IMP	PERF	IMP	PERF	IMP	PERF	IMP	PERF
Smoothness and "rideability" of local road surfaces	35%	8%	50%	50%	13%	39%	1%	3%	1%	1%
Timeliness of repairs to potholes	42%	6%	40%	37%	16%	46%	1%	9%	1%	2%
Timeliness of safety sign repair or replacement	41%	6%	42%	43%	16%	46%	1%	4%	1%	2%
Overall safety of local roads	51%	10%	39%	48%	10%	37%	0%	3%	0%	1%
Overall satisfaction with maintenance of local roads	35%	10%	50%	47%	14%	38%	1%	3%	0%	2%

The graph below illustrates the mean scores for this question.



Overall safety of local roads was rated as the service with the highest importance and performance levels. Importance levels across the services were in the high range, and performance levels were in the medium range.

50% of respondents placed high importance on Smoothness and "rideability" of local road surfaces, and also rated this aspect's performance as high.

Importance levels for Timeliness of safety sign repair or replacement were higher than performance levels for this service, with importance levels averaging high levels and performance averaging medium levels.

50% of respondents recorded high importance levels and 47% recorded high performance levels for Overall satisfaction with maintenance of local roads. 60+ respondents recorded lower importance and higher performance levels for this aspect.

QUESTION 5

If you rated Council's performance as Low or Very Low for any aspect listed in the table above can you please explain why?

COMMENT/ DESCRIPTION	NO OF RESPONSES
Potholes on main roads not fixed quickly enough	13
Time taken to rectify problems	3
Many local roads are in a state of disrepair	2
Far too many speed humps in our local streets	2
Speed limit signs hard to see eg. Coleman Pde	1
Coleman Pde is in terrible condition & therefore we have to put up with 50km speed limit	1
Bad edging along Ferntree Gully Rd	1
Council forgets its duties to the ratepayer & looks at its own survival	1
Seeing is believing	1
A local road needed to be repaired twice because of a poor job done	1
Obvious	1
No repair works appear to have been carried out anywhere within my neighbourhood	1
Slow replacement of stolen signs	1
Some local intersections not marked well/unconcealed	1
Too much leeway for cutting corners	1
Parking in Townsend St at afternoon pick up time for school children	1
Roundabouts & speed humps do not slow the traffic down	1
Council must oppose the removal of on/off ramps for freeway at Police rd	1
When council are notified they don't take action for about 1 year	1
Wellington Rd needs pedestrian overpass between Wanda St & Monash freeway	1
Some roads unable to cater for excessive traffic	1
Signs get knocked down all the time	1
Waste of money in Edmonds Ave	1
Roadside plantings make it impossible to see other vehicles	1
For residents on the east side of Gallagher Rd wishing to turn right during High St Rd construction is a death trap	1

QUESTION 6

Have you been driving over the roads in this municipality for more than five years?

- | | |
|--------|-----|
| 1. Yes | 83% |
| 2. No | 17% |

90% of respondents in each of the 40-59 and 60+ age groups indicated they had been driving in Monash for more than five years. 18-25 year olds were more likely to indicate that they had not driven in Monash more than five years (53% indicate No).

South West residents were slightly less likely to indicate that they had driven in the municipality for more than five years (77% indicate Yes) and East residents were most likely to indicate that they had driven in Monash for at least this period (86% indicated Yes).

QUESTION 7

How would you rate the general road condition within the municipality compared to five years ago:

- | | |
|----------------------------|-----|
| • Much worse today | 1% |
| • Worse today | 3% |
| • Neither better nor worse | 43% |
| • Better today | 46% |
| • Much better | 7% |

The majority of respondents indicated that comparatively, the current general road condition was either Better today or Neither better nor worse.

40-59 year olds were most likely to indicate that the roads were Neither better nor worse (54%) and 60+ year olds were most likely to indicate the roads were Better today (57%).

The age group most likely to select the most positive response was the 26-39 year olds (15% indicated Much better). Across the localities, South West residents were most likely to select this rating (13%).

18-25 year olds were more likely to provide negative responses with 16% of this age group indicating that the road condition was Worse today and 5% indicating condition were Much worse today.

APPENDICES

DETAILED RESULTS