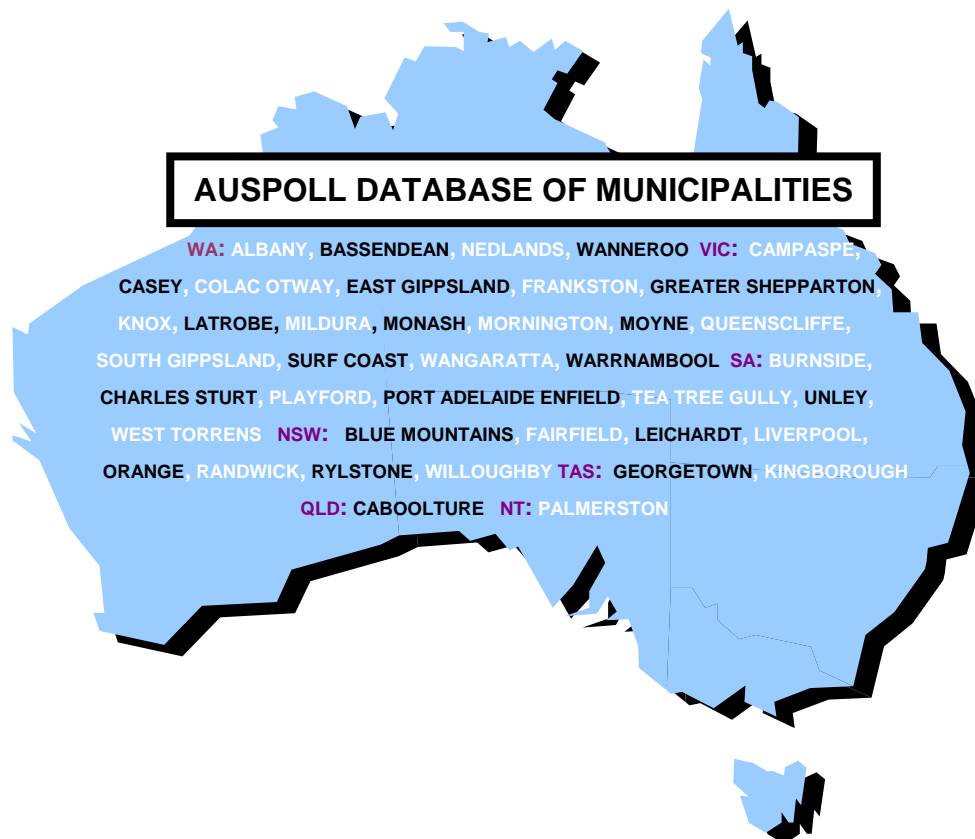


## EXECUTIVE SUMMARY

The **Community Satisfaction Measurement (CSM) Survey** provides Council with an *Importance Index*, a *Performance Index* and a *Community Satisfaction Index* for 65 Specific Service Areas. These measures are derived from a resident survey where respondents rated how important they perceived each service to be and then how satisfied they were with Council's performance.

The Importance and Performance indices show scores out of 100 and represent the average result. The **Community Satisfaction Index (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.

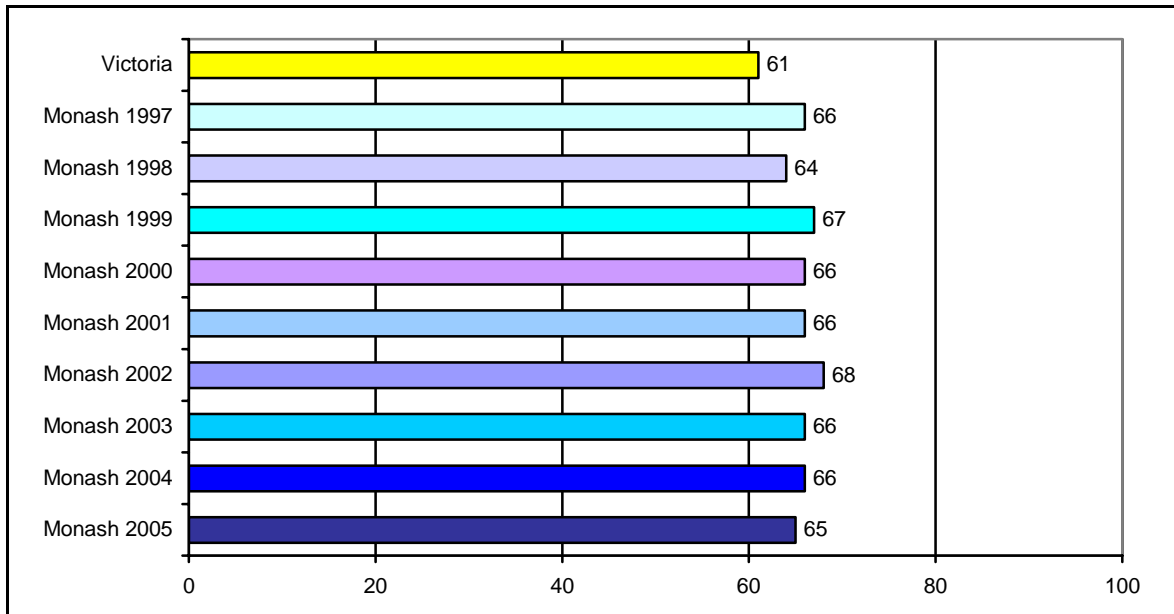
The 2005 survey for Monash involved a mail out to 3,000 randomly selected households from Council's voters' roll, with a total of 1079 responses received. The graphs on the following pages compare the results for Monash in 2005 to those of 1997, 1998, 1999, 2000, 2001, 2002, 2003 and 2004 and the average results of the Auspoll database for Victoria. These latter comparisons utilise ten years of experience in local Government research and capture the responses of over 57,000 residents from 40 different municipalities across Australia. The Auspoll database is sufficiently large enough to ensure that comparisons are not affected by anomalous results for individual municipalities.



**KEY FINDINGS**

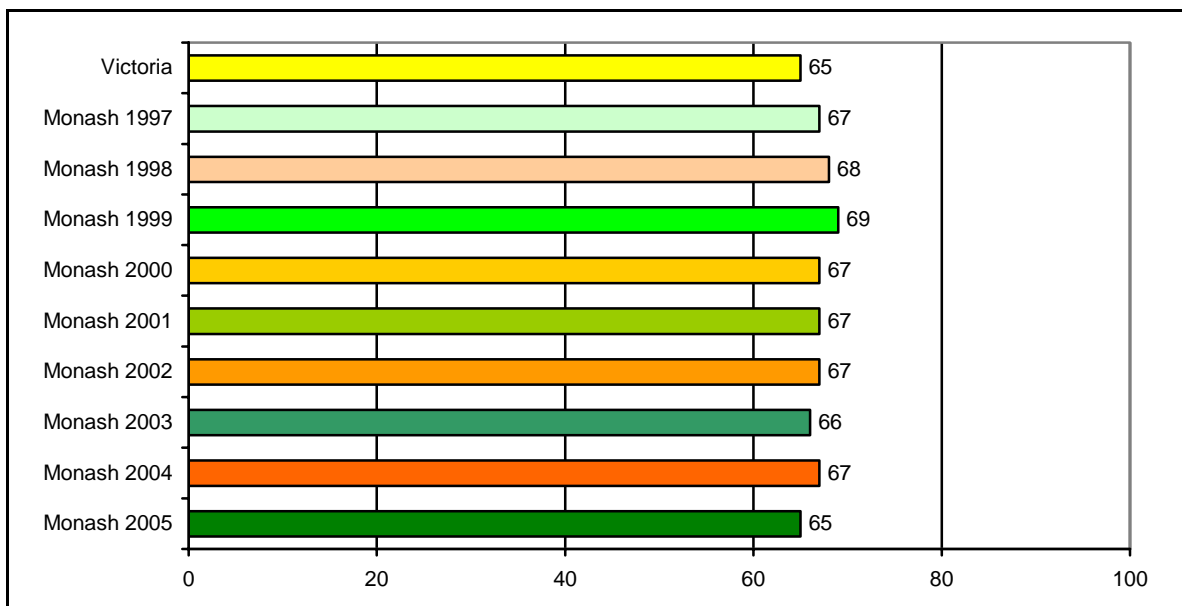
**SERVICE PERCEPTION INDEX**

These scores are taken from the mean of the 14 benchmark Customer Satisfaction Indicators. The 2005 Service Perception Index for Monash shows a high overall result of 65 which continues to exceed the Victorian Progressive average (61).



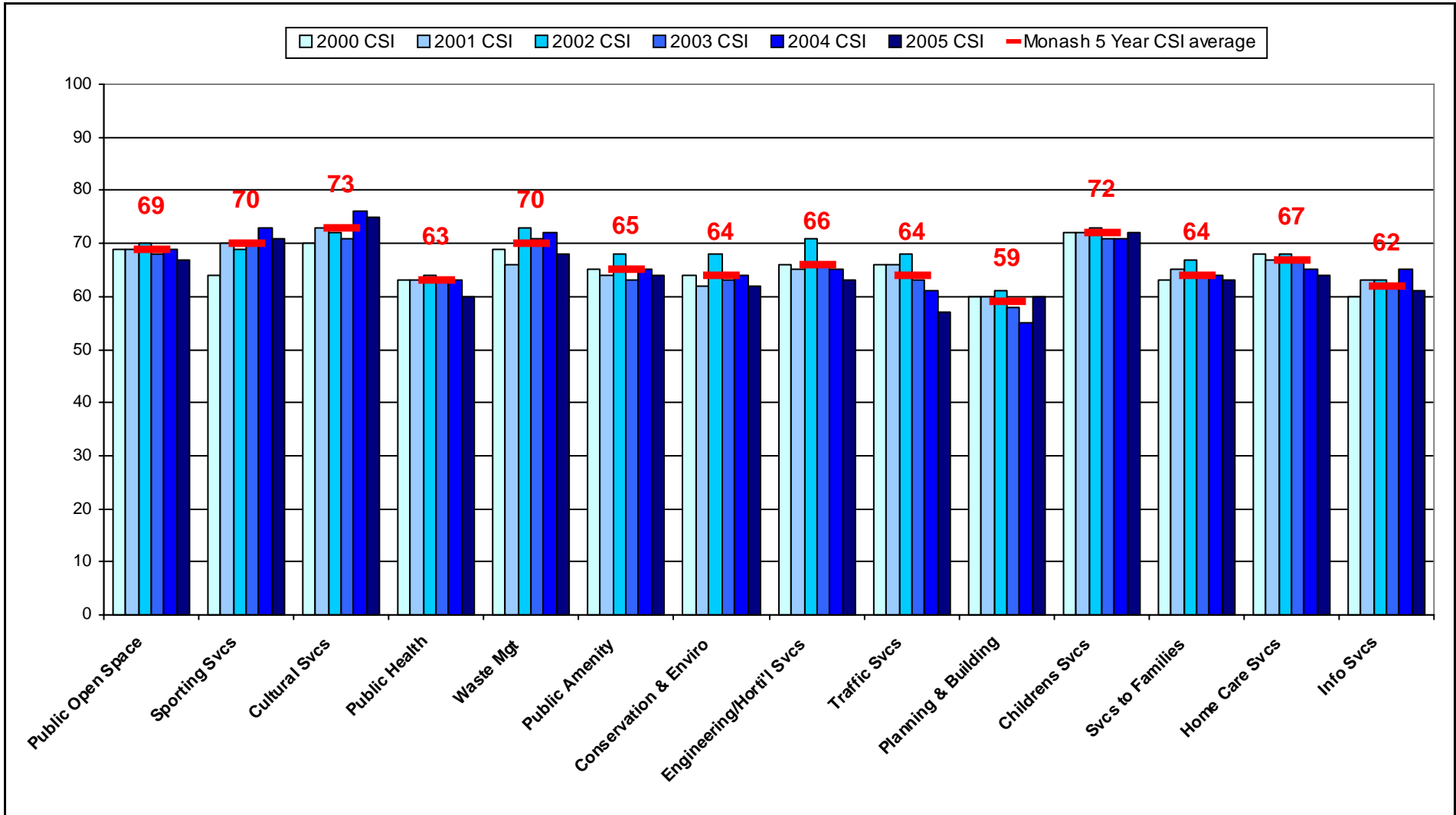
**CORPORATE IMAGE INDEX**

These scores are taken from the mean of the 9 benchmark Corporate Image Indicators. The 2005 Corporate Image Index for Monash shows a high overall result which is in line with the Victorian Progressive average.



\* The Victorian Progressive Average for the Service Perception Index is inclusive of Economic Development.  
 \*\* The Victorian Progressive Average for the Corporate Image Index is inclusive of Elected Member aspects.

## SERVICE AREAS - Community Satisfaction Indicators



## CONSULTANTS' COMMENTS

Council recorded a high overall satisfaction result with the ratings across the majority of the service areas consistent with the 2004 results. There were slight drops in the CSI scores due to variations in importance and performance ratings across most service areas. Generally these were only minor variations with slight increases of one to two points in importance ratings and marginal drops of between one to two points in performance ratings. Planning and Building was the only service area to record an increase in the overall CSI score of three CSI points, driven by a higher perceived performance rating. Across the service areas, satisfaction scores were in the moderate to high range for all service areas.

Cultural services remained the highest scoring service area with a high to very high satisfaction result (75). This exceeded the Victorian average by five CSI points.

Council exceeded the Victorian average for all service areas except for Public Health and Public Amenity where it recorded the same score as the Victorian average and for Home Care where it recorded a CSI score which was five CSI points lower than the Victorian average.

### Results across Demographics

#### **Age Groups**

Respondents aged over 60 years continued to record higher levels of satisfaction with most service areas again due to a combination of higher performance and lower importance ratings compared to other age groups.

#### **Localities**

South West residents recorded slightly lower satisfaction results for most of the service areas compared to other localities. South West residents tended to record lower performance ratings than other localities and in most service areas there has been a drop in the CSI scores for this locality compared to last year.

A summary of the overall results across the service areas is listed on the following pages. The figure in brackets denotes the CSI score recorded in the current (2005) survey.

## SERVICE AREAS

### ★★★★☆ HIGH SATISFACTION RANGE

#### **CULTURAL SERVICES (75)**

Cultural Services returned the highest CSI score out of the 14 service areas tested. This result was in line with the 2004 result (76) and reflects a moderate importance rating and a moderate to high performance rating. Across the localities North West and East residents recorded a very high overall satisfaction rating whilst South West residents recorded a high CSI result. The overall CSI for this service area exceeds the Victorian average (70) by five CSI points. Across the individual aspects Libraries continued to record the highest importance rating (85) and returned a high to very high CSI result (75).

#### **CHILDREN'S SERVICES (72)**

The high satisfaction result was consistent with the 2004 result (71) and was reflected across the individual results recorded for this service area. Across the age groups overall satisfaction was in the high range. Whilst it was at the lower end of the high range for the 26-39 year olds (66) this age group also placed a higher level of importance on this service area than the 18-25 and 40-59 age group. Satisfaction levels across all localities were in the high range, the highest being for East residents (74). The overall CSI result exceeded the Victorian result by 10 CSI points.

#### **SPORTING SERVICES (71)**

This service area maintained a high overall CSI score with only a marginal drop since 2004 of two CSI points due to marginal increase in importance rating and a one point drop in perceived performance. Across the individual aspects CSI scores were all in the high to very high range. Swimming Pool/ Aquatic centres continued to record the highest importance score by residents compared to all aspects tested in this Service area. South West residents recorded a low moderate satisfaction rating for Swimming Pools/ Aquatic centres compared to very high satisfaction ratings in remaining localities.

#### **WASTE MANAGEMENT (68)**

Residents continued to place high importance for this Service area. A slight drop in perceived performance resulted in a drop in the overall CSI score of four CSI points since 2004. Results across the individual aspects continued to return high to very high satisfaction results for Garbage Collection, Recycling and Public Tips/ Transfer Stations. A moderate satisfaction result for Litter Control showed a five point decline from a solid moderate result in 2004 driven mainly by a drop in perceived performance and a slight increase in importance. South West residents recorded a very low CSI result for Litter Control. Waste Management exceeded the Victorian average by six CSI points (62).

#### **PUBLIC OPEN SPACE (67)**

Public open space returned a slight drop in the overall CSI score of two points compared to last year due to a small drop in the overall perceived performance rating. The overall CSI score for Public Open Space is two points higher than the Victorian average (65). The most noticeable drop across the sub groups was recorded among the South West residents where the overall CSI dropped from a solid moderate result in 2004 (64) to a lower moderate score (58) in 2005 driven primarily by a decline in perceived performance.

## ★ ★ ★ ☆ ☆ MODERATE SATISFACTION RANGE

### **PUBLIC AMENITY (64)**

A solid result overall satisfaction score at the high end of the moderate range was in line with the 2004 result (65) and the Victorian average (64). Car Parking Availability recorded a decline in satisfaction due to a slight increase in importance which resulted in a low satisfaction result. Across the localities overall satisfaction results were in the high range for North West and East residents and in the lower moderate range (57) for South West residents due mainly to a lower performance rating by these residents.

### **HOME CARE SERVICES (64)**

Residents continued to place high overall importance on this Service area and the moderate perceived performance rating was consistent with the 2004 result. Across the individual aspects satisfaction levels did not differ widely from the 2004 results. A high satisfaction result was maintained for Meals-on-Wheels/ Home help and Senior Citizens Centres and moderate levels for Accommodation for the aged and Support to people with a disability. The 60+ age group continued to place high importance on all aspects and also recorded high levels of perceived performance across most aspects, the one exception being Accommodation for the aged where perceived performance was moderate and resulted in a low to moderate satisfaction result. The overall CSI result for Home Care services was five points lower than the Victorian average (69).

### **SERVICES TO FAMILIES (63)**

A solid moderate result was consistent with the 2004 result (64). There was moderate satisfaction recorded for Services to Youth and Employment Support programs and high satisfaction scores recorded for the Counselling and advice and Support to community groups with little change from last year's results. Moderate overall satisfaction results were recorded across all localities and age groups except the 60+ age group where satisfaction was high (68).

### **ENGINEERING/HORTICULTURAL SERVICES (63)**

This service area maintained a high importance rating (83) and a high moderate performance rating resulting in a solid moderate overall satisfaction rating. North West residents recorded a high overall satisfaction result (66), East residents returned a high moderate result (63) whilst a low moderate result was returned for South West residents (56). South West residents recorded a particularly low score for Maintenance of Public places (49) compared to moderate results for the other localities. The overall CSI result for Engineering/Horticultural Services was nine points higher than the Victorian average (54).

### **CONSERVATION AND ENVIRONMENTAL SERVICES (62)**

Conservation and environmental services returned a moderate overall satisfaction result which recorded a slight drop of two CSI points since last year, due to slight decline in perceived performance. Across the individual aspects Protection of natural bushland and Management of wetlands continued to record high CSI results whilst Beautification of streets and Tree planting programs recorded lower moderate satisfaction ratings due mainly to the large gap between high importance scores and moderate performance ratings. The overall CSI result for Conservation and Environmental services exceeded the Victorian average (59).

### **INFORMATION SERVICES (61)**

There was four point drop in overall satisfaction for Information Services this year due mainly to a two point increase in the overall importance rating and a two point decrease in the perceived

performance rating. Across the individual aspects there were slight increases in importance ratings recorded across most aspects of between one to two points, whilst performance rating decreased by between one to two points for most aspects. Consultation with the Community was the lowest scoring aspect with a low (48) satisfaction result and this was consistent across the localities. The Community Directory of services continued to score the highest satisfaction score in this service area with a high to very high result (75) despite a drop from the result recorded in 2004 (79). The 60+ age group was the only age group to record a high overall satisfaction score with moderate overall satisfaction scores recorded for remaining age groups. The overall CSI result for Information services exceeded the Victorian average by six points (55).

#### **PUBLIC HEALTH (60)**

The moderate overall satisfaction result recorded for this service area is in line with the Victorian average. There was a slight drop of three CSI points this year since 2004, due mainly to an increase in importance. Across the individual aspects Public toilets remained a low scoring aspect with a further drop in satisfaction to a low to very low CSI score (45), which was consistent across all localities. Immunisation programs continued to rate highly in importance and performance resulting in a high CSI score reflected across most age groups and all localities.

#### **PLANNING AND BUILDING (60)**

This service area recorded a five point increase in overall satisfaction from a lower moderate satisfaction result in 2004 (55) to a solid moderate result for this year. This increase was due to an rise in perceived performance and a slight drop in importance. Results were consistent across localities. Planning for the Future recorded a low CSI across all localities. The satisfaction result for this service area exceeded the Victorian average by three CSI points.

#### **TRAFFIC SERVICES (57)**

Traffic Services recorded a drop of four CSI points since 2004, mainly due to a drop in perceived performance rating for this service area. Drops in satisfaction were recorded across all individual aspects with Public Lighting falling to a low CSI score (52). Across the localities overall satisfaction results were in the low range for South West residents and in the moderate range for the other localities. The Victorian average exceeds the result for Monash 2005 by three CSI points.

## CORPORATE IMAGE

Council has maintained high satisfaction levels for all Council Staff and Council's Image aspects and moderate levels for all Value for Money aspects.

The 2005 results were consistent with last year however slight drops recorded for most aspects tested. The most noticeable drops were recorded for Overall Image of Council (5 points) and Image of Council in the local District (4 points). Remaining aspects either remained at the same level as last year or dropped between 1-3 points.

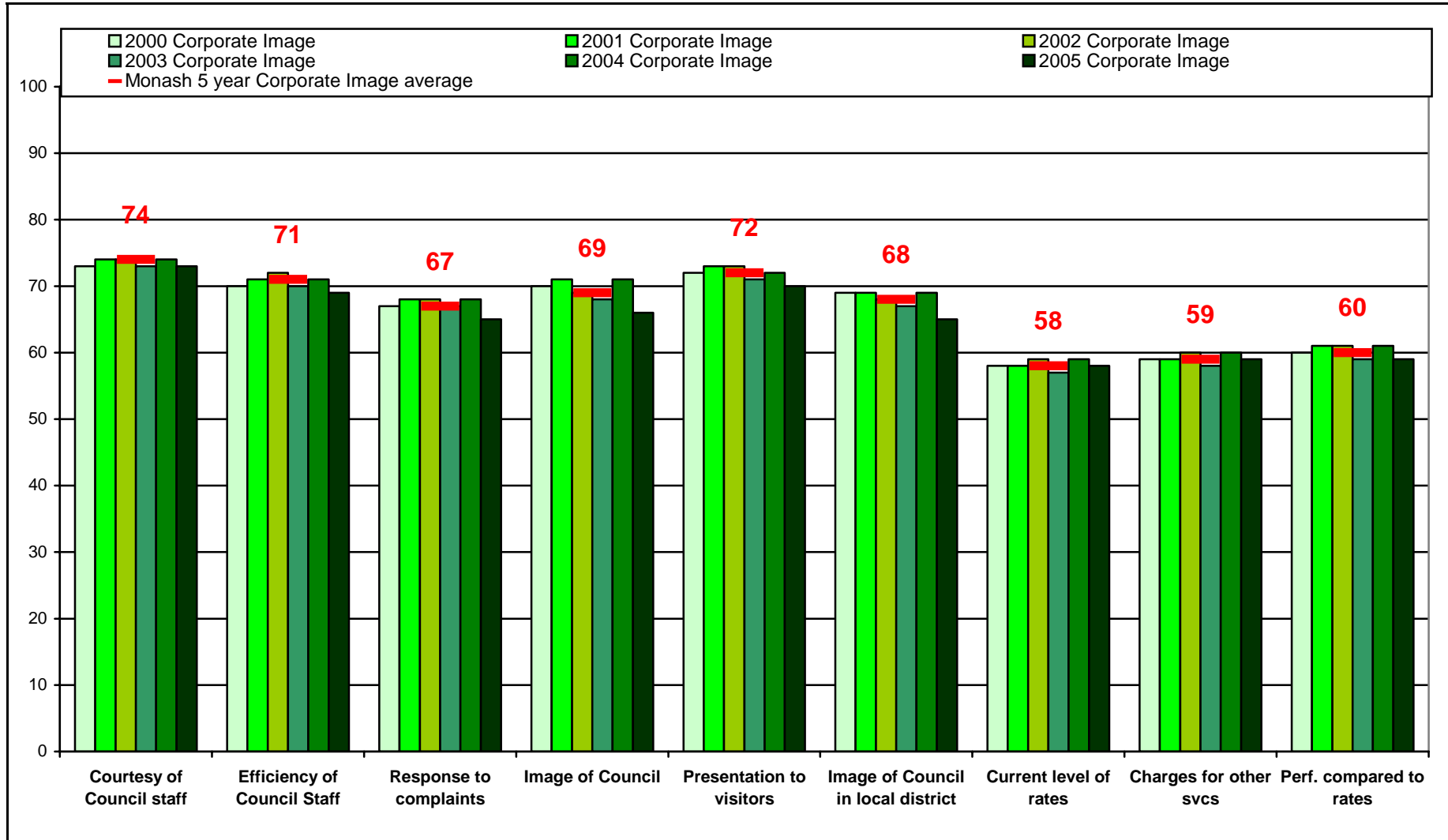
The results for Monash were in line with the Victorian Progressive average for most of the Corporate Image areas, with a few aspects exceeding the average by one to two points and the remaining aspects falling in line with or just below the average.

**Council Staff** aspects continued to record high results (65-73) despite drops of between one to three points compared to last year. General Courtesy of Council Staff continued to record the highest satisfaction result across all aspects tested (73) and this was in line with the Victorian Progressive average. Satisfaction remained at a high level for General Efficiency of Council Staff (69) and Responsiveness to Complaints (65) although this aspect recorded a drop of 3 points since last year.

Across the **Council Image** aspects the most noticeable drop was recorded for the Overall Image of Council which recorded a five point drop from a 71 in 2004 to a 66 result this year. Presentation of local area to Visitors dropped two points from 2004 results to record a 70 score whilst the Image of Council in the local District recorded a four point drop from a 69 (2004) to a 65 score.

**Value for Money** aspects returned moderate satisfaction results that showed slight drops of one to two points compared to last year. However these results exceeded the Victorian average by two to three points for charges Made for Other Council Services and Performance of Council compared to level of Rates.

# CORPORATE IMAGE

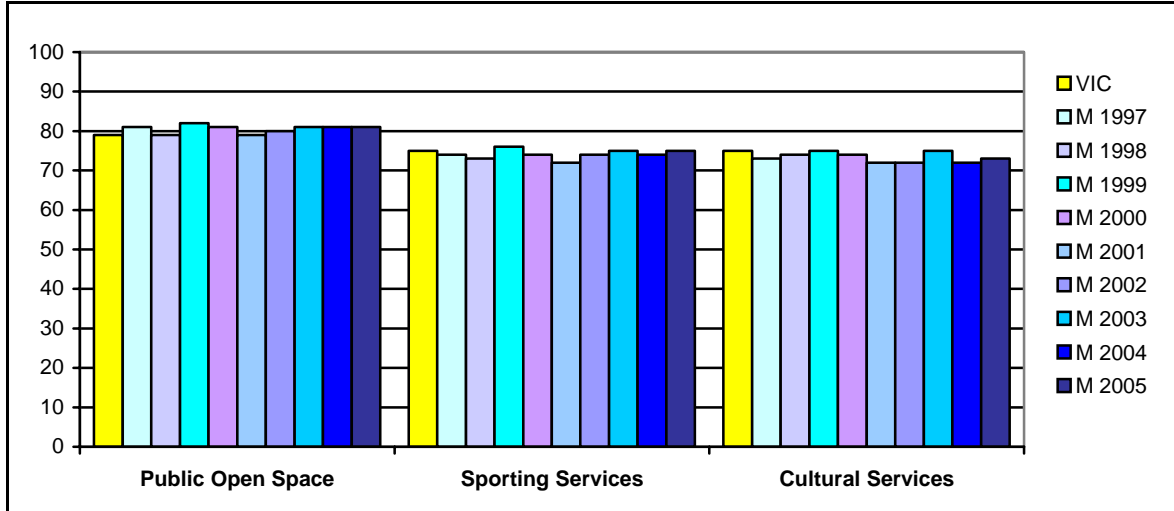


# SERVICE PERCEPTION INDEX      CORPORATE IMAGE INDEX

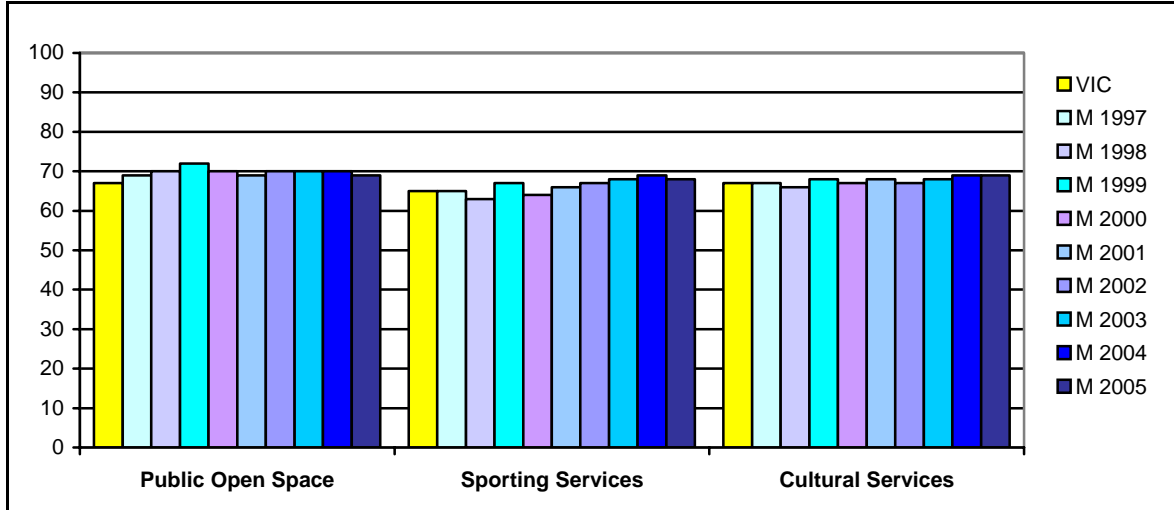
<b>TOTAL</b>	65 High result consistent with 2004	65 High
<b>GENDER</b>		
Male	67	65
Female	63	65
<b>AGE GROUP</b>		
18-25	65	64 Moderate
26-39	62	61 Slight drop from high result in 2004
40-59	62	64
60+	69	67
<b>LOCALITY</b>		
North West	67 High	66 High
East	65	66
South West	60 Slides further down moderate scale	62 Moderate
<b>BIRTHPLACE</b>		
Australia	63	65
Other	68	65

## RECREATION GROUP

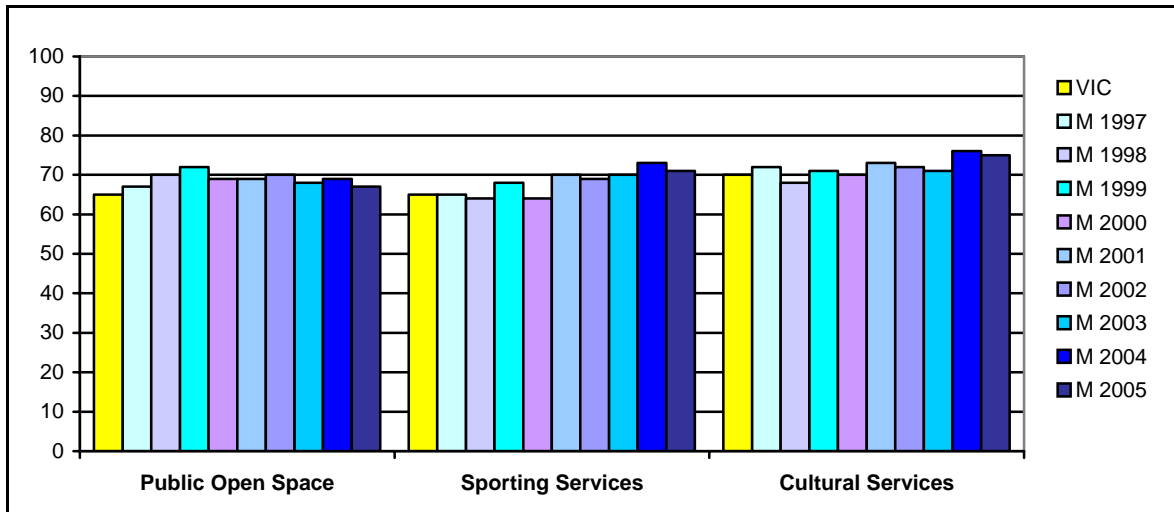
### IMPORTANCE



### PERFORMANCE

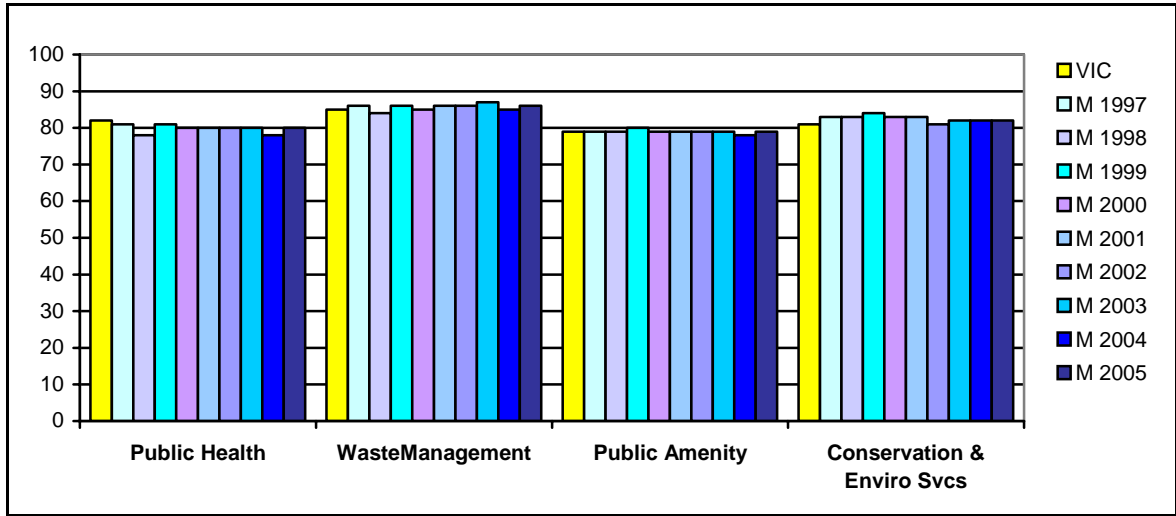


### COMMUNITY SATISFACTION INDEX

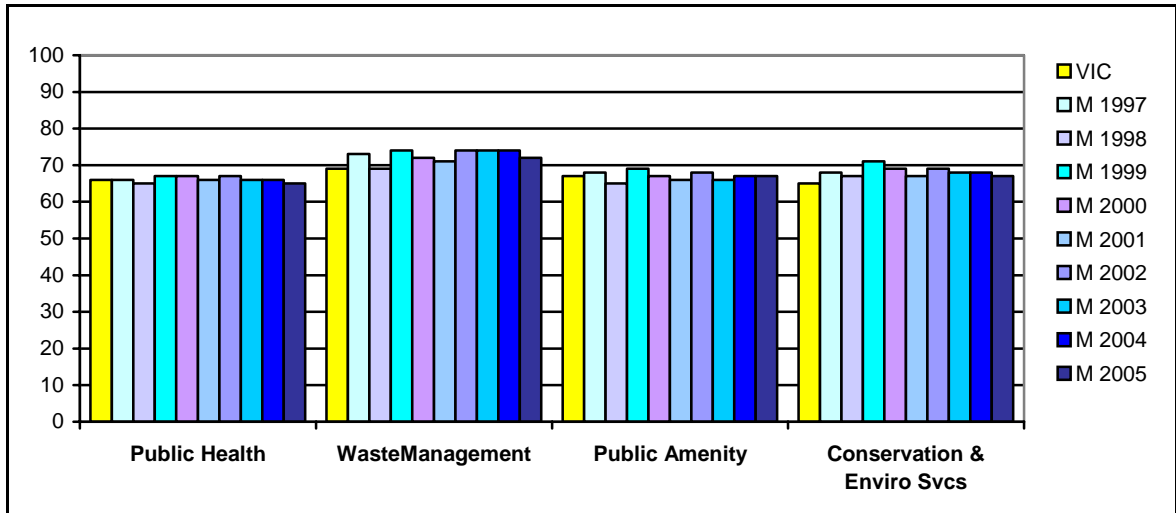


# HEALTH & AMENITIES GROUP

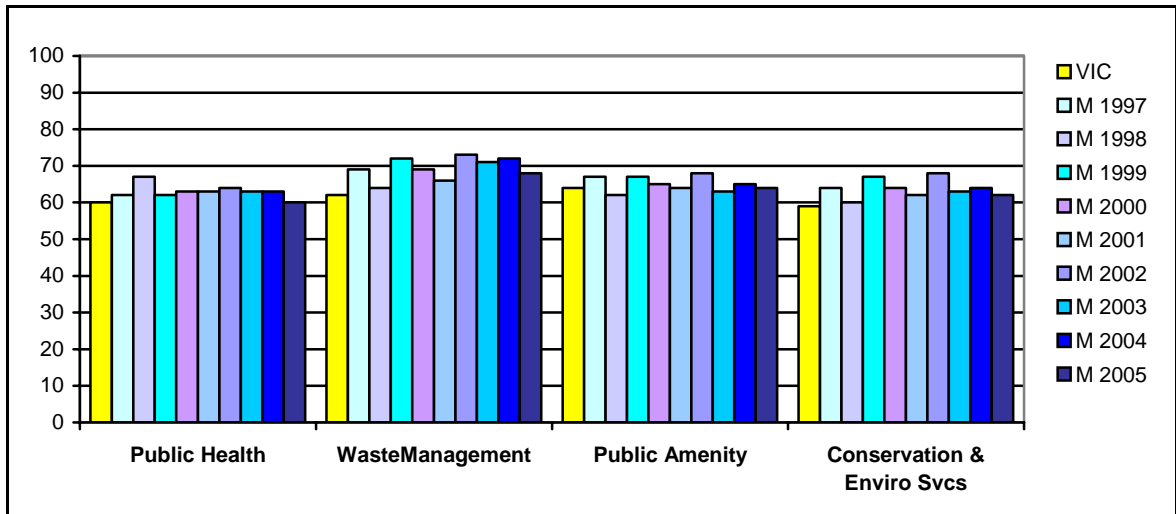
## IMPORTANCE



## PERFORMANCE

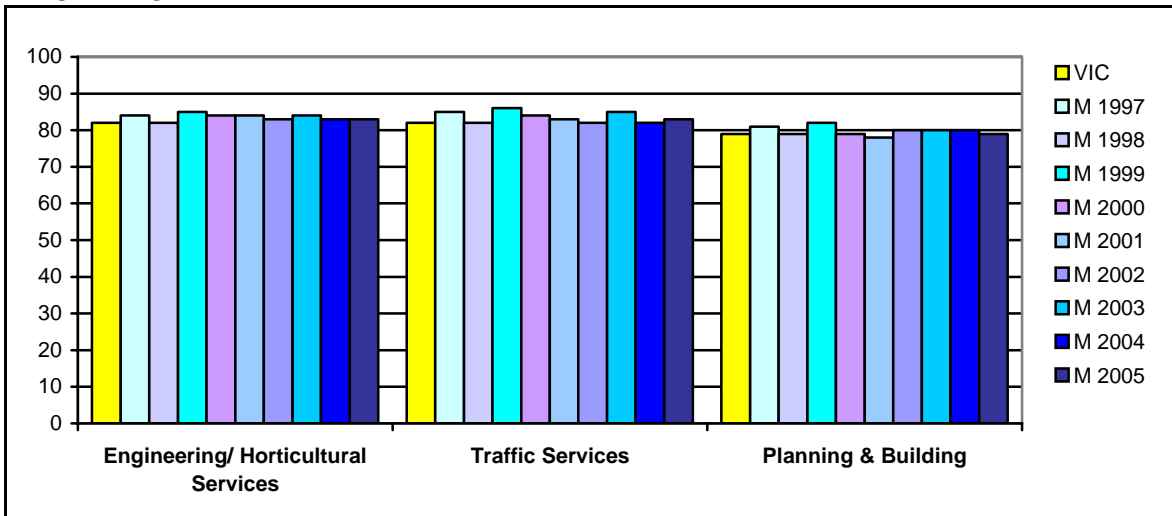


## COMMUNITY SATISFACTION INDEX

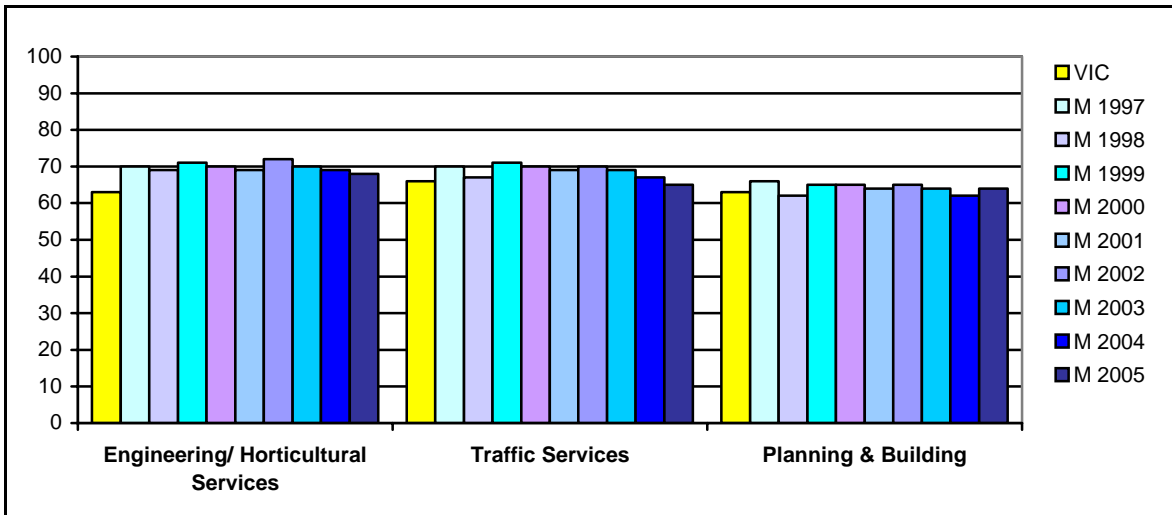


## ECONOMIC SERVICES GROUP

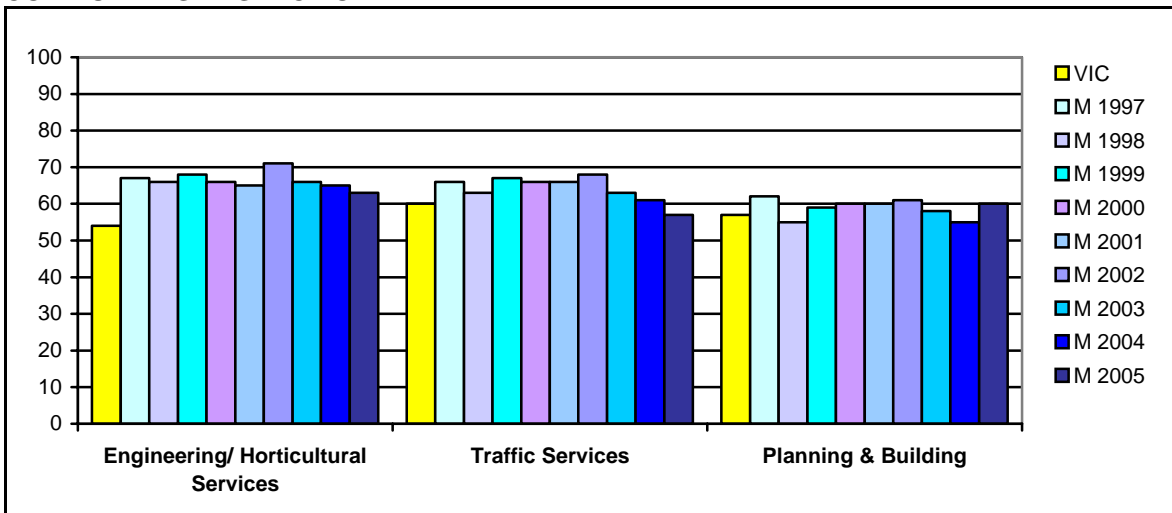
### IMPORTANCE



### PERFORMANCE

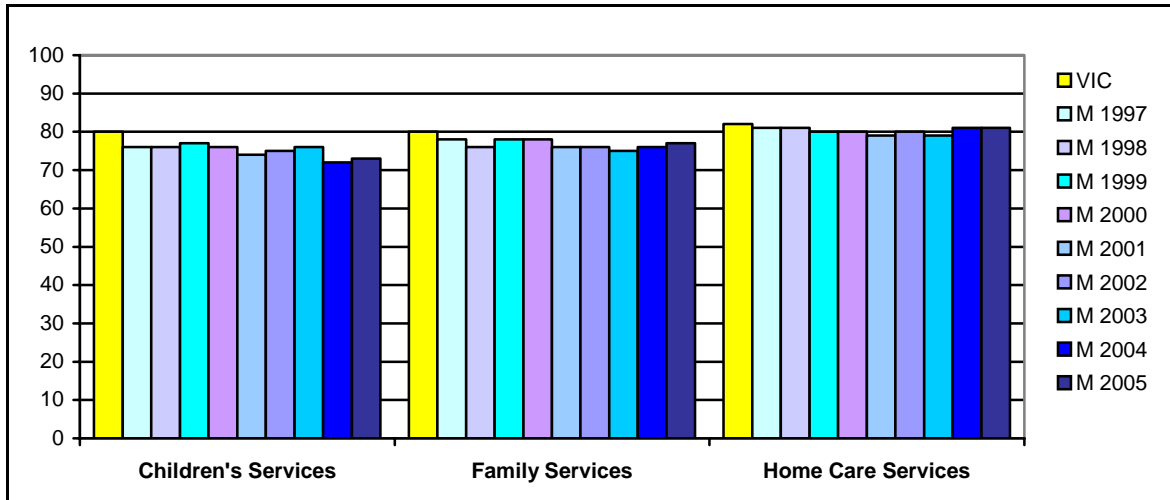


### COMMUNITY SATISFACTION INDEX



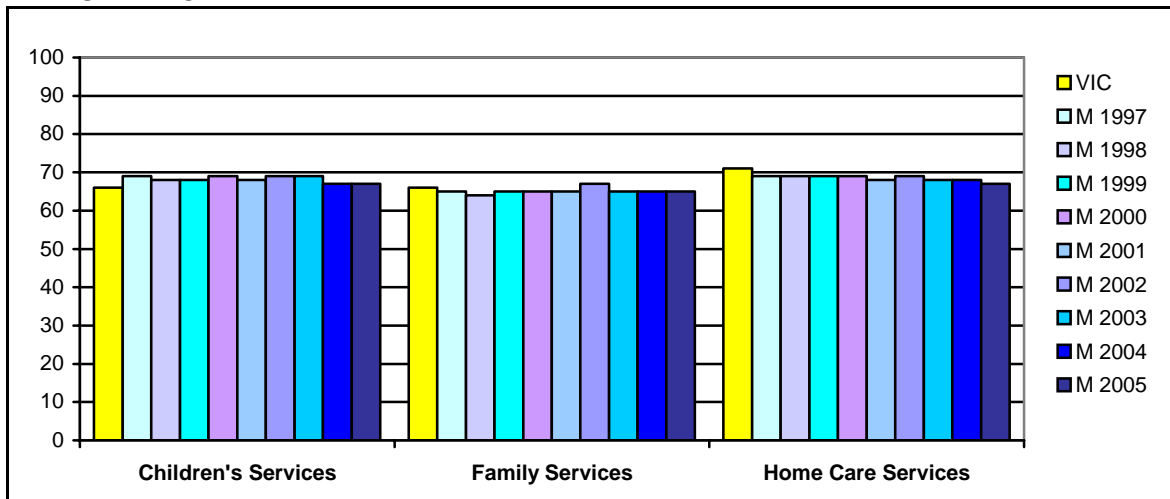
# HUMAN SERVICES GROUP

## IMPORTANCE



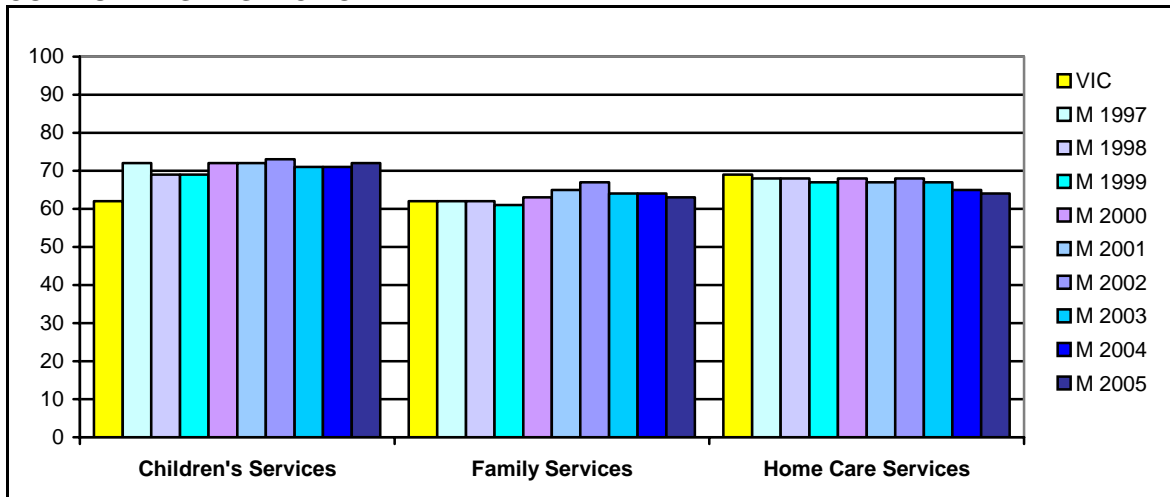
\*\* The Victorian averages combine Children's Services and Family Services as Children's & Family services

## PERFORMANCE



\* The Victorian averages combine Children's Services and Family Services as Children's & Family services

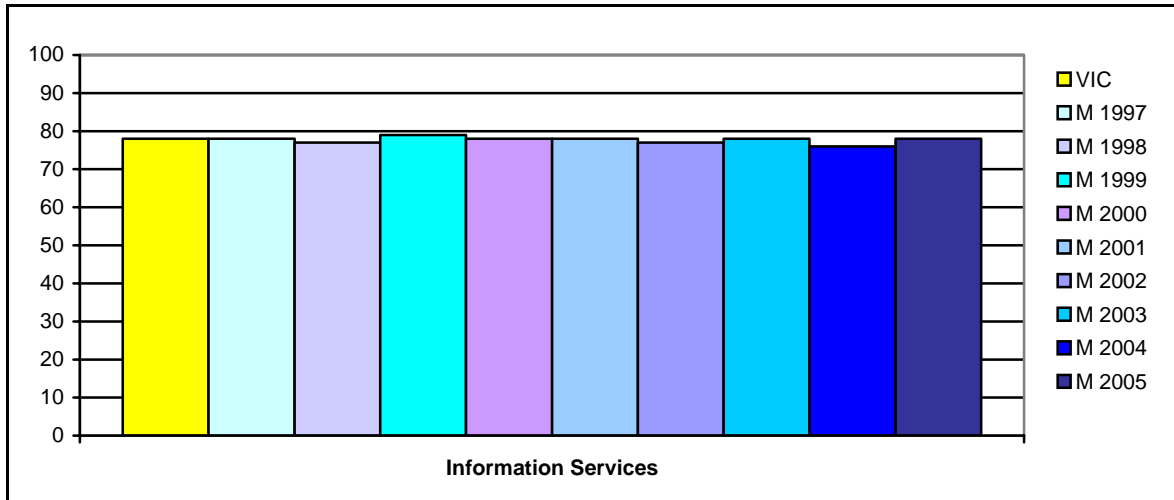
## COMMUNITY SATISFACTION INDEX



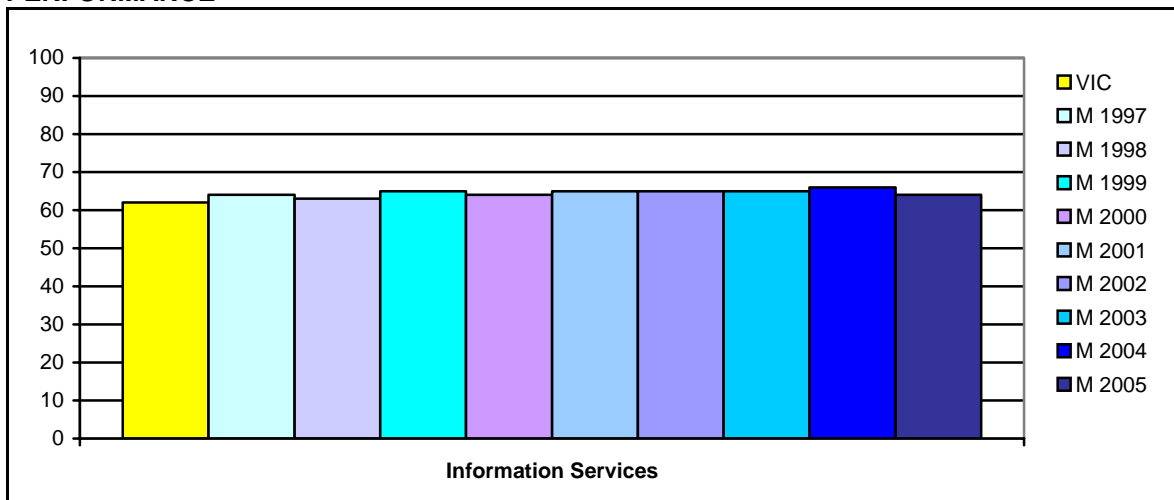
\* The Victorian averages combine Children's Services and Family Services as Children's & Family services

# INFORMATION SERVICES GROUP

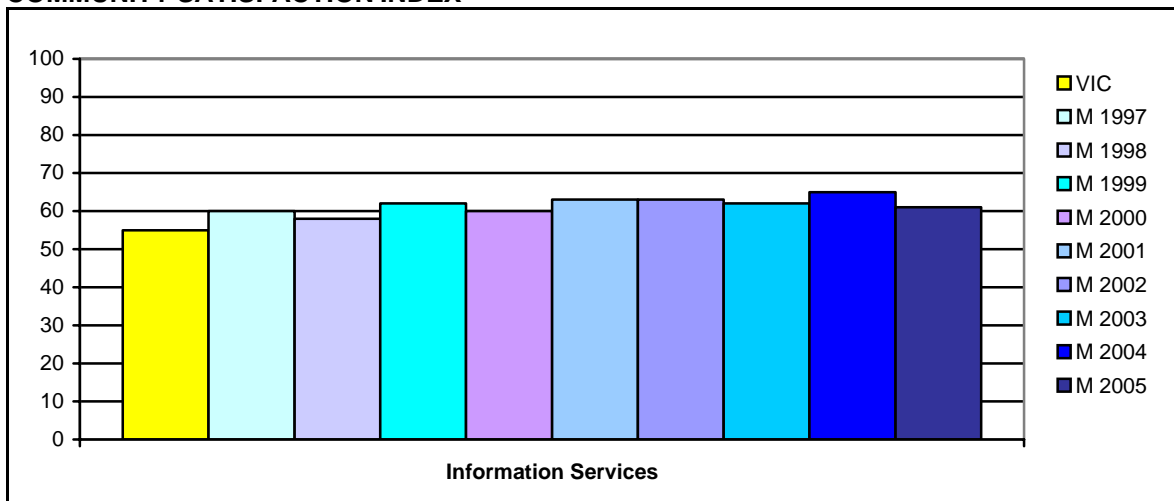
## IMPORTANCE



## PERFORMANCE



## COMMUNITY SATISFACTION INDEX

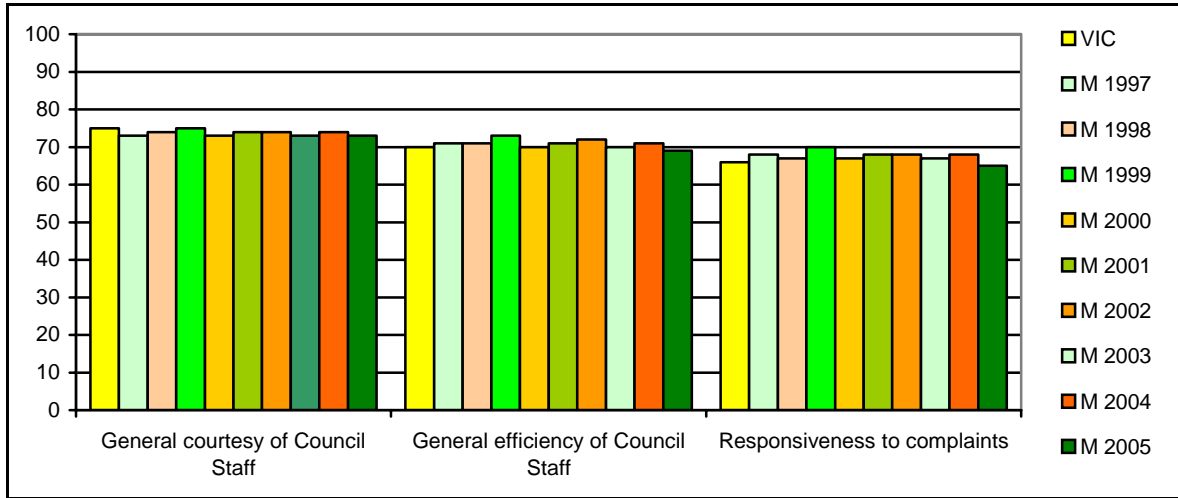


# CORPORATE IMAGE INDEX

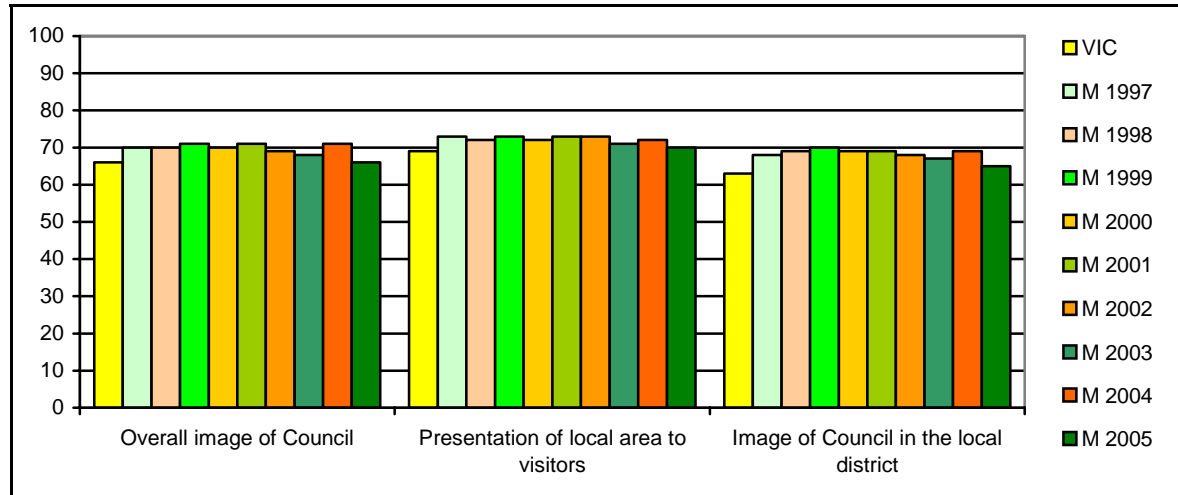
	COUNCIL STAFF	COUNCIL'S IMAGE	VALUE FOR MONEY	INDEX
<b>TOTAL</b>	69 High results	67 High	59 Moderate results consistent with 2004	65 High
<b>GENDER</b>				
Male	69	67	60	65
Female	69	67	59	65
<b>AGE GROUP</b>				
18-25	66 65 68 72 High	70 High	57 Moderate	64 61 64 67 High
26-39		64 Moderate		
40-59		67		
60+		68		
<b>LOCALITY</b>				
North West	69 69 High 68	68 High	60 59 Moderate 56	66 66 High 62 Drop from high to moderate score in 2005
East		68		
South West		63 Moderate		
<b>BIRTHPLACE</b>				
Australia	69	66	59	65
Other	70	69	57	65

## CORPORATE IMAGE INDICATORS

### COUNCIL STAFF



### COUNCIL'S IMAGE



### VALUE FOR MONEY

