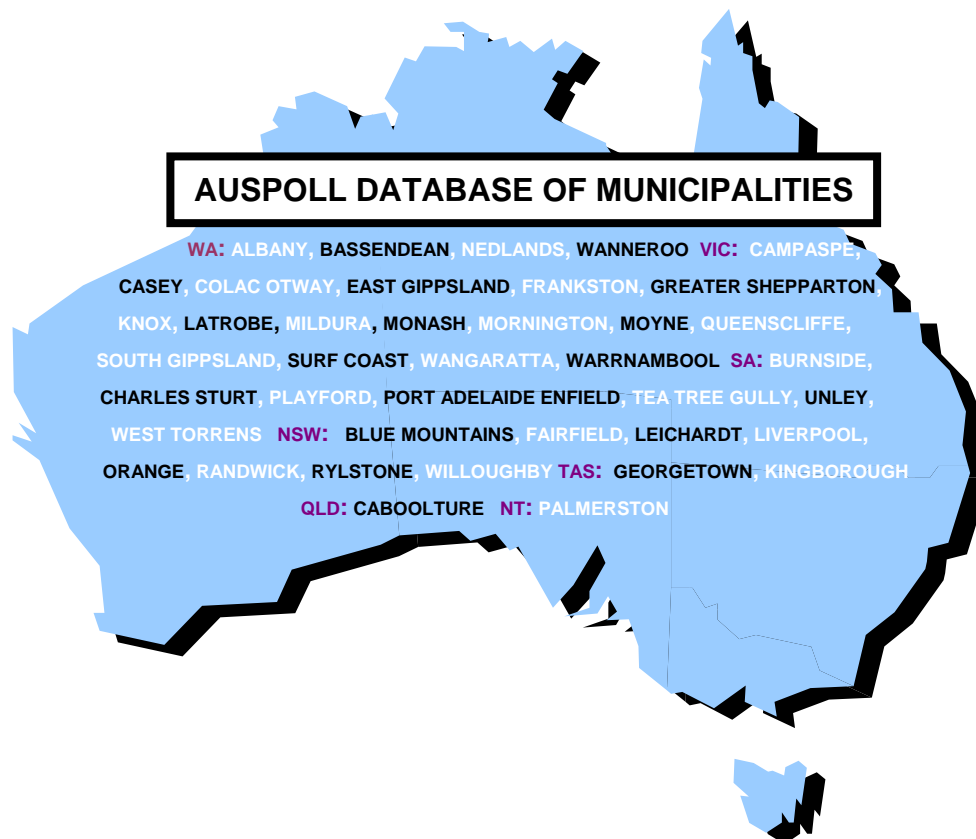


## EXECUTIVE SUMMARY

The **Community Satisfaction Measurement (CSM) Survey** provides Council with an *Importance Index*, a *Performance Index* and a *Community Satisfaction Index* for 71 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 provision of 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.

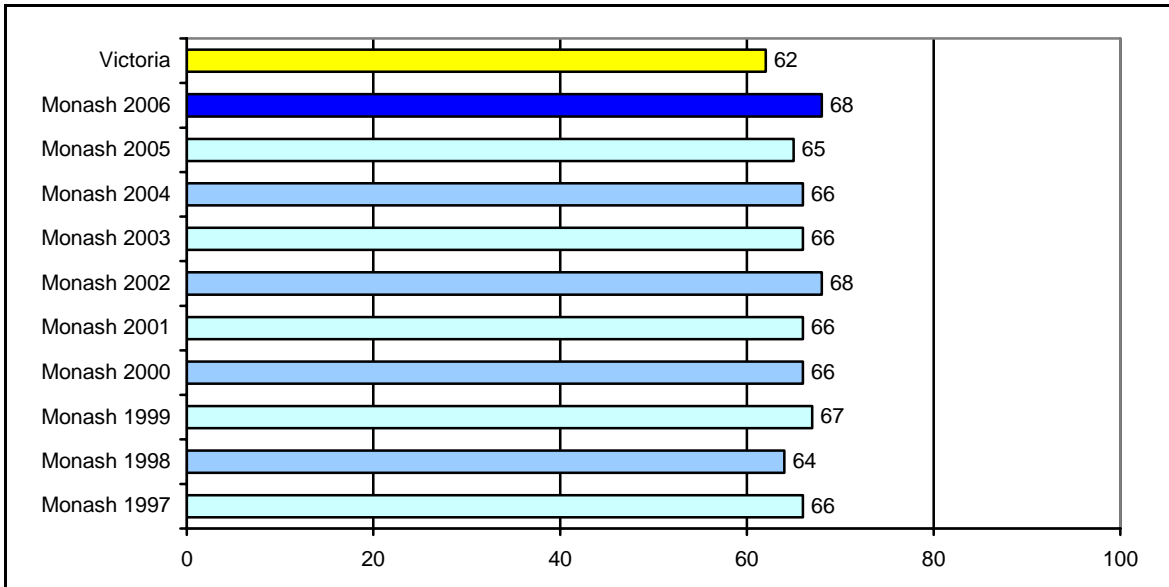
The 2006 survey for Monash involved a mail out to 3,000 randomly selected households from Victorian Electoral Commission voters' roll, with a total of 1003 responses received. The graphs on the following pages compare the results for Monash in 2006 to those of 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004 and 2005 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 63,000 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**

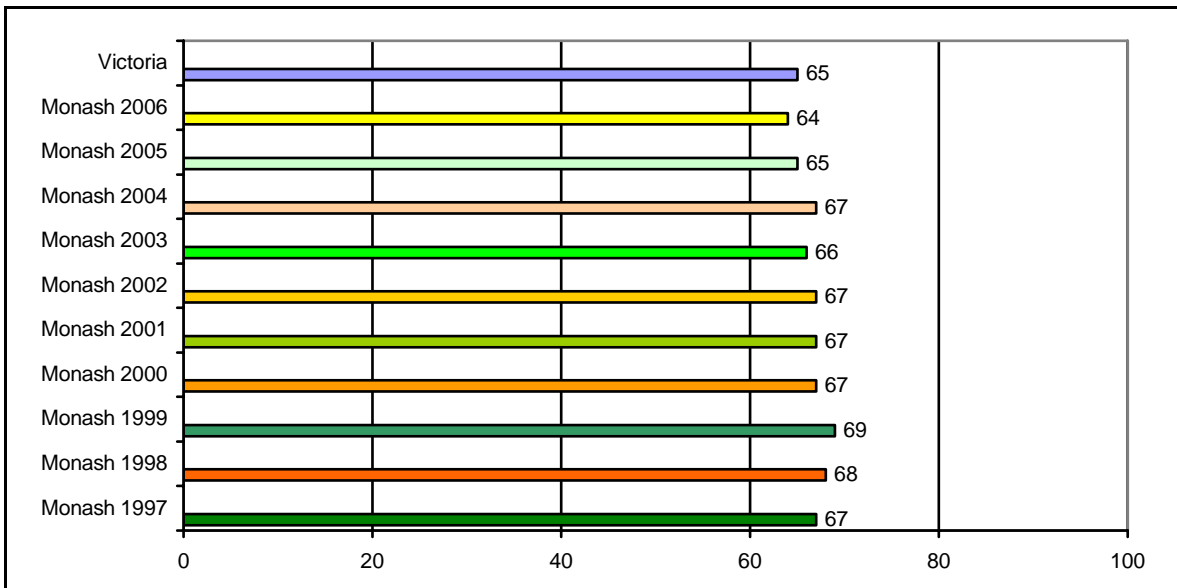
**SERVICE PERCEPTION INDEX**

These scores are taken from the mean of the 13 benchmark Customer Satisfaction Indicators. The 2006 Service Perception Index for Monash shows a high overall result of 68 which rates strongly above the Victorian Progressive Average\*. It is important to note that the 2006 results reflect a number of new and revised elements to the Service Areas tested and that this presents some limitations to direct comparisons with results of previous years.



**CORPORATE IMAGE INDEX**

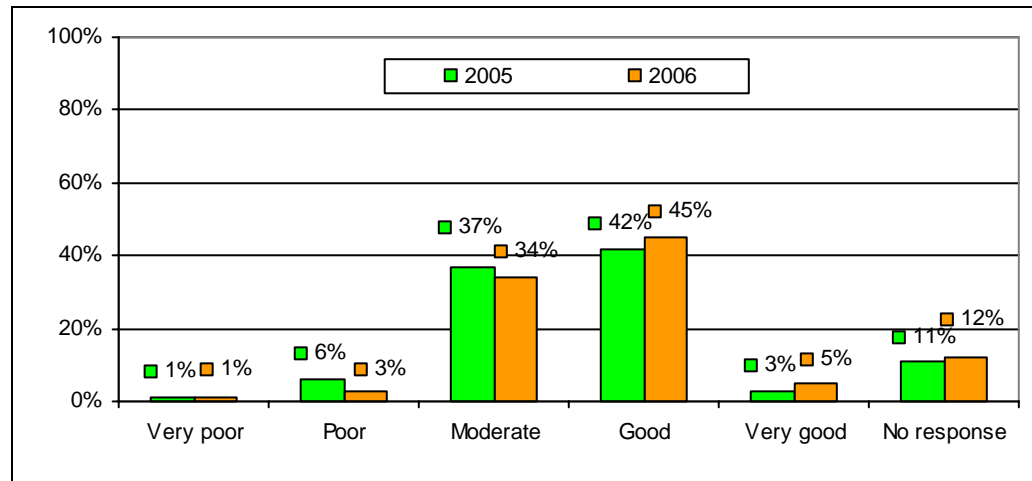
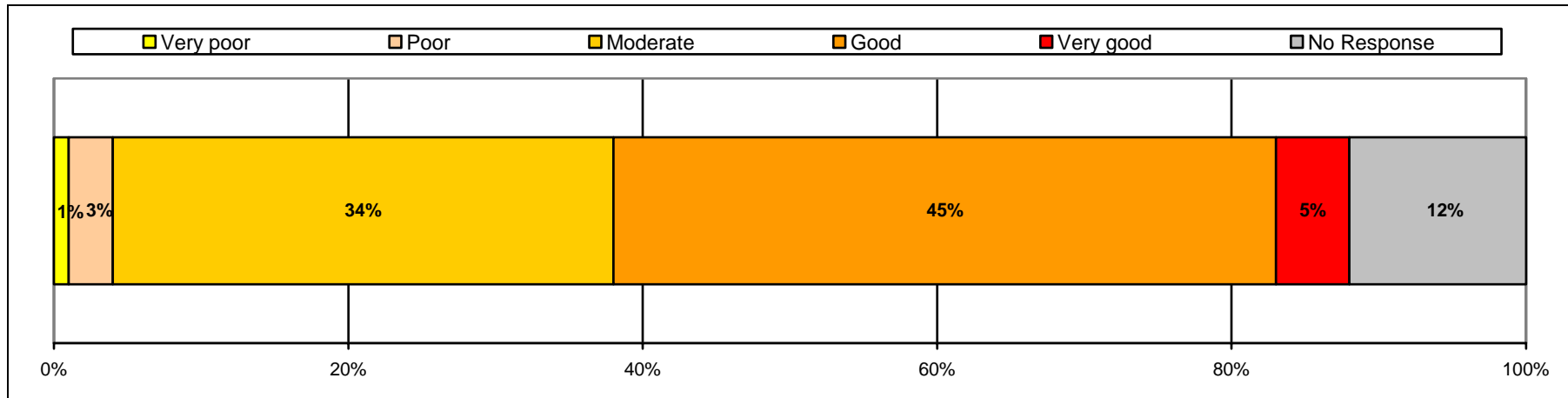
These scores are taken from the mean of the 9 benchmark Corporate Image Indicators. The 2006 Corporate Image Index for Monash shows a high-moderate overall result which compares with the Victorian Progressive Average\*\* falling only slightly below this result.



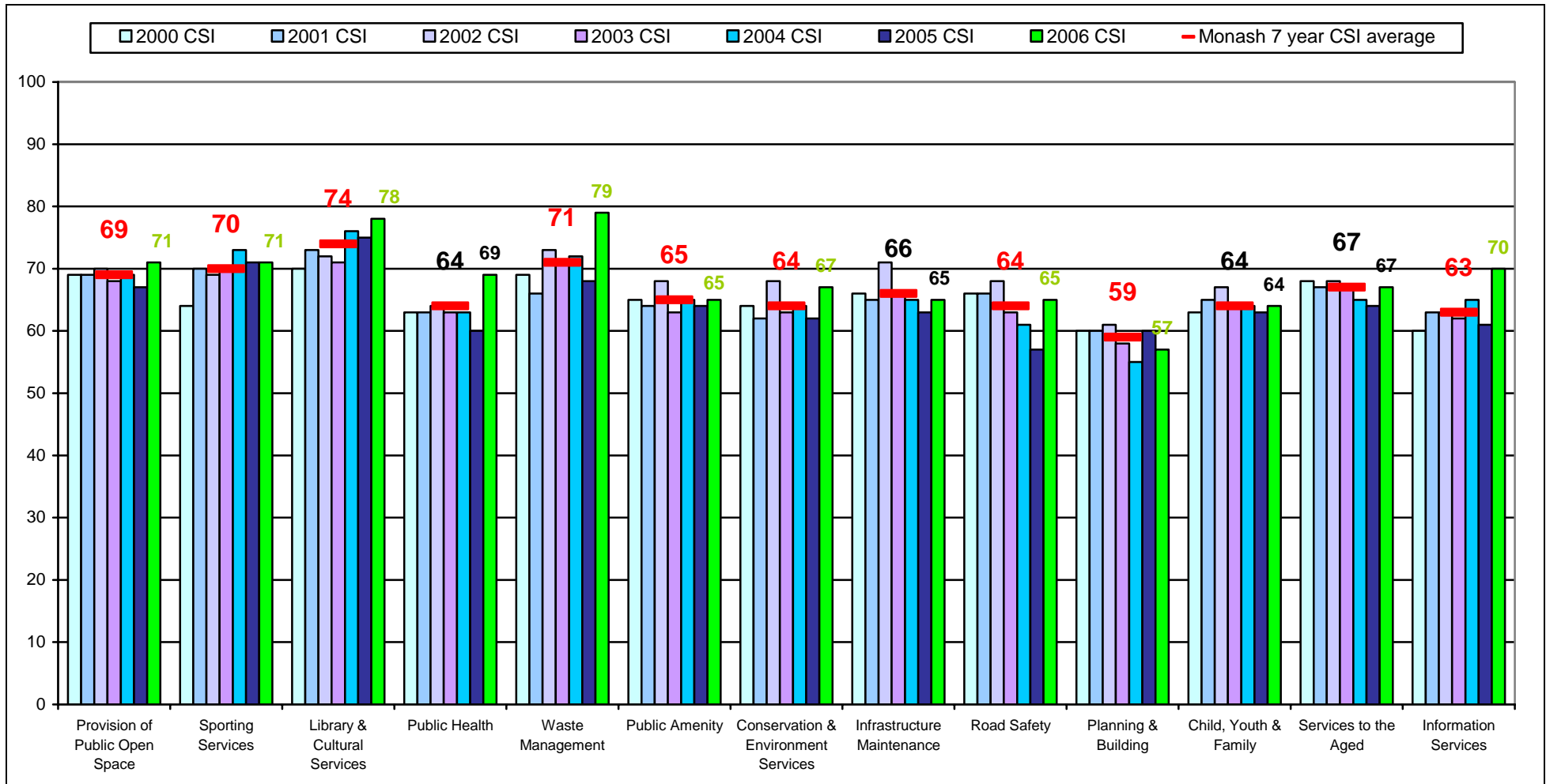
\* The Victorian Progressive Average for the Service Perception Index is inclusive of Economic Development.  
 \*\* The Victorian Progressive Average for the Corporate Image Index is inclusive of Elected Member aspects.

### OVERALL PERFORMANCE OF COUNCIL

The average result was a moderate 3.58, slightly exceeding the strong moderate result (3.44) of 2005. Across the municipality, this overall result was exceeded by the Glen Waverley/Wheelers Hill (3.63), Oakleigh South (3.65) and Mulgrave (3.65) localities and by the Glen Waverley (3.65) and Mulgrave (3.65) wards.



## SERVICE AREAS - Community Satisfaction Indicators



**NB:** Substantial benchmarking is shown throughout this report however, due to the updating of the 2006 survey there are now some specific service areas that should not be used for benchmarking this year although shown in the comparative graph above. These service areas include; Public Health, Infrastructure & Maintenance, Child, Youth & Family as well as Services to the Aged.

## CONSULTANTS' COMMENTS

Due to changes made in a number of service measurement areas it is difficult to fairly compare the results of the 2006 Community Satisfaction Measurement Survey with previous years. The changes were brought about to more accurately reflect Councils' current services. Comparisons with 9 of the 13 Customer Satisfaction Indicators have been made which were not significantly affected by the changes. Future benchmark surveys will enable fairer comparisons of the new Customer Satisfaction Indicators.

Overall Council recorded a high satisfaction result with the ratings across all comparable service areas with the exception of Planning & Building. Although the results are positive the viewer should note that the results may have been influenced by changes made to the Community Satisfaction Measurement Survey. Future benchmarking studies will show whether the changes played a significant role in the large increase in most service areas.

Although the CSI scores across service areas have increased in all comparable areas, with the exception of Planning & Building, the Corporate Image Index has decreased a further 1 point from the 2005 study and is a percentage point below the Victorian Progressive Average Score. The decrease in the Corporate Image Index was driven by a 3 points decrease in Council Staff Satisfaction scores. In particular, a 6 points decrease in the measure of Responsiveness to Complaints.

The decrease in the Corporate Image Index has followed the declining trend in the Corporate Image Index since 1999. This trend has been driven mainly by the Oakleigh Ward (previously the South-West locality in prior surveys).

### Results across Demographics

#### **Age Groups**

Respondents under 40 years of age generally recorded lower levels of satisfaction results for most service areas compared with those respondents over 40 years of age.

#### **Ward / Localities**

The Oakleigh Ward (previously the South-West locality in prior surveys) has tended to drive down CSI scores in a number of service areas. The most notable is in the service area of swimming pools / aquatic centres under Sporting Services where the CSI score was 19 - 24 points lower than other wards.

## SERVICE AREAS

### ●●●●● VERY HIGH SATISFACTION RANGE

#### WASTE MANAGEMENT (79)

This service area recorded the highest overall importance (88), and performance (78) results across the 13 service areas tested. Introduced in 2006, Green Waste and Street Sweeping both performed well with satisfaction ratings in the very high (83) and high (72) ranges respectively. Importance ratings were in the high range for these two new aspects along with the previously tested aspects of Transfer Station and Litter Control. Very high importance ratings were achieved for Garbage Collection and Recycling Services. Improved performance results drove marked increases in satisfaction with Recycling Services (83), Transfer Station (77) and Litter Control (68). Satisfaction was in the high to very high range across the localities and wards.

#### LIBRARY AND CULTURAL SERVICES (78)

Satisfaction with Monash Gallery of Art (83) remained very high and the highest scoring aspect in this service area. Results were also very high for Libraries (77) and Arts/Cultural Events and Festivals (77) with slight increases recorded. Libraries remained the aspect with the highest importance rating (87), increasing slightly and remaining high. The remaining aspects returned moderate importance ratings. Across the wards, satisfaction with Library and Cultural Services overall was highest for Glen Waverley (82) and Mount Waverley (79).

### ●●●●○ HIGH SATISFACTION RANGE

#### SPORTING SERVICES (71)

Across the Sporting Services aspects, satisfaction results were generally consistent with 2005 CSI scores. The major exception was a decrease in satisfaction with Swimming Pools/Aquatic Centres (70), driven by an increased importance rating (82-high). Satisfaction with Oakleigh/Glen Waverley Golf Courses remained in the very high range (76) and the highest of the Sporting Services aspects. High satisfaction results were maintained across the remaining aspects. The importance rating for Ovals and Grounds improved further into the moderate range this year (79). Importance ratings were also in the moderate range for Indoor Sports Centres (75), Council Support to Sporting Clubs (74) and Oakleigh/Glen Waverley Golf Courses (71).

#### PROVISION OF PUBLIC OPEN SPACE (71)

A marked increase in satisfaction (+6pts) was recorded for Neighbourhood Parks (70) this year, increasing a previously moderate result (64) into the high range (nb. the 2006 survey extended this aspect to include the examples of Brickmakers and Pioneer Memorial Park). Importance ratings increased for both the Playgrounds (80) and Bicycle Paths/ Walking Trails (83) aspects with the latter returning the highest importance rating across this service area. Satisfaction was in the high range across the aspects tested including new aspects Major Reserves (71) and Parks (70). Across the municipality, overall satisfaction was noticeably higher for Mount Waverley (75), Ashwood (73) and Glen Waverley/Wheelers Hill (73).

**INFORMATION SERVICES (70)**

Importance ratings were moderate for the newly tested aspects of Website Information (76) and Promotion of Arts/Culture and Festivals Events (74). Both of these aspects achieved strong satisfaction results in the high range. Strong improvements were recorded for each of the previously tested aspects, returning satisfaction results in the very high range for Community Directory (79) and Information in Monash Bulletin (75). While satisfaction remained in the low range for Consultation with the Community (55), an improved performance result (63) drove a marked increase in satisfaction with this aspect. Satisfaction with Information about Council Decisions (62) remained in the moderate range while a high result was recorded for Information in the Local Paper (72). Satisfaction with Information Services overall was higher for respondents in the Mulgrave ward (77), compared to those residing in Glen Waverley (72), Mount Waverley (68) and Oakleigh (68) wards.

**PUBLIC HEALTH (69)**

Importance ratings were in the high range for each of the aspects tested. Importance increased four points for Immunisation (75). Strong improvements in performance ratings were recorded for each of the Public Health aspects, driving marked increases in satisfaction for Control of Pests (60) and Health Education Programs (67). Satisfaction with this latter aspect rose from a moderate result in 2005 to the high range this year. Across the aspects tested, satisfaction remained highest for Immunisation. Across the wards, satisfaction was noticeably lower for respondents in Oakleigh (64) although recording in the moderate range. (It is important to note that Public Toilets is no longer an aspect tested within the Public Health service area.)

**SERVICES TO THE AGED (67)**

Each of the aspects tested this year were either new or adjusted aspects, with the majority returning satisfaction ratings in the high range. Residential Aged Care recorded a very high-moderate CSI score (65), driven by high importance (85) and moderate (70) performance ratings. Importance ratings were high across the Services to the Aged aspects, showing only minimal differences and recording results within a close range (81 – 85). Performance ratings were also similar across the aspects and all recorded in the moderate to high range (69-71). The majority of localities returned high overall satisfaction results.

**CONSERVATION AND ENVIRONMENT SERVICES (67)**

Satisfaction remained in the high range for Management of Wetlands (73) and was also high for Management of Natural Bushland (73). The remaining aspects recorded strong improvements resulting in strong moderate results for both Beautification of Streets (62) and Tree Planting Programs (62). Only minor variations were shown for importance ratings; each of the Conservation and Environment aspects returned similarly high importance ratings (81-83). The Oakleigh ward returned the lowest CSI score (60- moderate) while the remaining wards all recorded satisfaction ratings in the high range (67-68).

**ROAD SAFETY (65)**

Strong improvements in overall importance and performance this year, drove a marked increase in satisfaction with this service area overall. High importance ratings were maintained this year however, each aspect recorded some improvement in this result. Strong improvements in performance were recorded across the Road Safety aspects, driving marked increases in satisfaction. These improved scores resulted in a high CSI rating for Traffic Control and Signs (67) and moderate results for Footpaths (63) and Public Lighting (61). Mount Waverley was the only ward to return a high (68) overall satisfaction result for this service area; the remaining wards recorded moderate (64) CSI scores.

 **MODERATE SATISFACTION RANGE****PUBLIC AMENITY (65)**

Strong improvements were shown for satisfaction with Car Parking Availability (58) and Animal Management (68 - formerly Animal Control) while Car Parking Control recorded a decline in satisfaction this year (62). Both car parking aspects recorded moderate satisfaction results however, Car Parking Availability returned a higher importance rating (high-82). Importance for this service area rated in the moderate range overall (78) and was also moderate for Animal Management (77) and Car Parking Control (77). Satisfaction with Public Amenity was notably higher for respondents in the Mount Waverley (72) and Mulgrave (68) wards.

**INFRASTRUCTURE MAINTENANCE (65)**

Strong improvements were shown across the previously tested aspects and were generally driven by increased performance results. Satisfaction with Drainage (66) improved from the moderate range into the high range this year while satisfaction remained high for Maintenance of Parks/Gardens (72). CSI scores were moderate for both Road Maintenance (61) and Maintenance of Public Places (65). Across the aspects, satisfaction was lowest and in the low range for the newly tested aspect Footpaths Maintenance (55) and Public Toilet Maintenance (55). This latter aspect rates markedly higher than the 2005 result for the similar aspect of Public Toilets (45). Satisfaction results were high across the wards (66-67) with the exception of Oakleigh where a moderate result was recorded (58).

**CHILD, YOUTH AND FAMILY (64)**

A high (82) importance and a moderate performance (68) rating drove the moderate overall satisfaction result with this service area. Importance ratings for Maternal and Child Health (85) and Services to Youth (83) recorded markedly increased results in the high range. Importance was also in the high range for newly tested aspect Parental Education (80). Satisfaction with Maternal and Child Health was a consistent high rating (68). Satisfaction was also in the high moderate range for Parental Education (65) and remained in the moderate range for Services to Youth (60). Mulgrave respondents recorded a satisfaction result (57) below the remaining wards (63-67).

**PLANNING AND BUILDING (57)**

Across these aspects, importance was lowest for the newly tested aspect Diversity in Housing (76) recording in the moderate range whereas the remaining Planning and Building aspects returned importance ratings in the high range. Satisfaction results were in the low range for Management of Building Controls (52) and Management of Town Planning Controls (51) and moderate for remaining aspects.



## CORPORATE IMAGE

The majority of Council Staff and Council's Image aspects retained high rating results however, the majority of results across the Corporate Image aspects met or fell below 2005 results. Declined results were seen across the Council Staff aspects and most notably for Responsiveness to Complaints. Improvements were shown for the two aspects of Overall Image of Council and Image of Council in the Local District, although the latter recorded only a minor increase (+1pt).

Council compared well against the Victorian Progressive Average results for the Council's Image and Value for Money aspects, meeting or exceeding each of these results. Across the Council Staff aspects however, Council fell well below each of the state averages (4-7pts).

**Council Staff** aspects all fell below 2005 levels with a marked decline recorded for Responsiveness to Complaints (-6pts). This decline reduced satisfaction with this aspect from the high range (65) into the moderate range (59) this year. Despite a decrease in satisfaction for the remaining Council Staff aspects, satisfaction remained in the high range.

The **Council Image** aspects each remained in the high satisfaction range. Following a marked decline last year, Overall Image of Council (69) recorded the best increase across the Corporate Image aspects (+3pts) with results improving for all age groups except the 18-25 age group. Satisfaction with Presentation of Local Area to Visitors (70) maintained the result set in 2005.

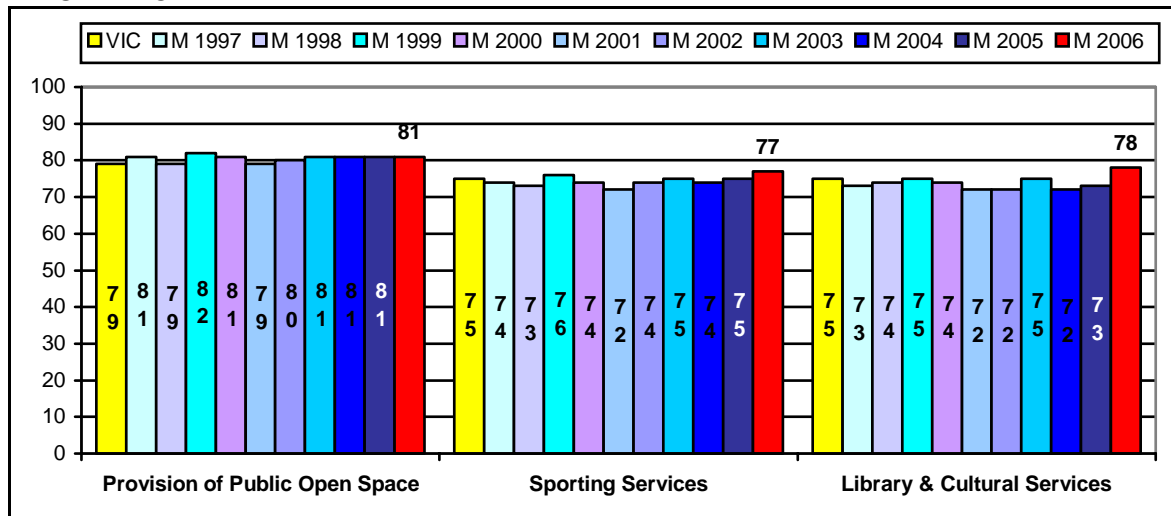
Satisfaction remained in the moderate range for each of the **Value for Money** aspects. Scores for The Current Level of Council Rates (58) and Performance of Council Compared to Level of Rates Paid (59) remained consistent while a slight drop was recorded for Charges Made for Other Council Services (57).

**SERVICE PERCEPTION INDEX      CORPORATE IMAGE INDEX**

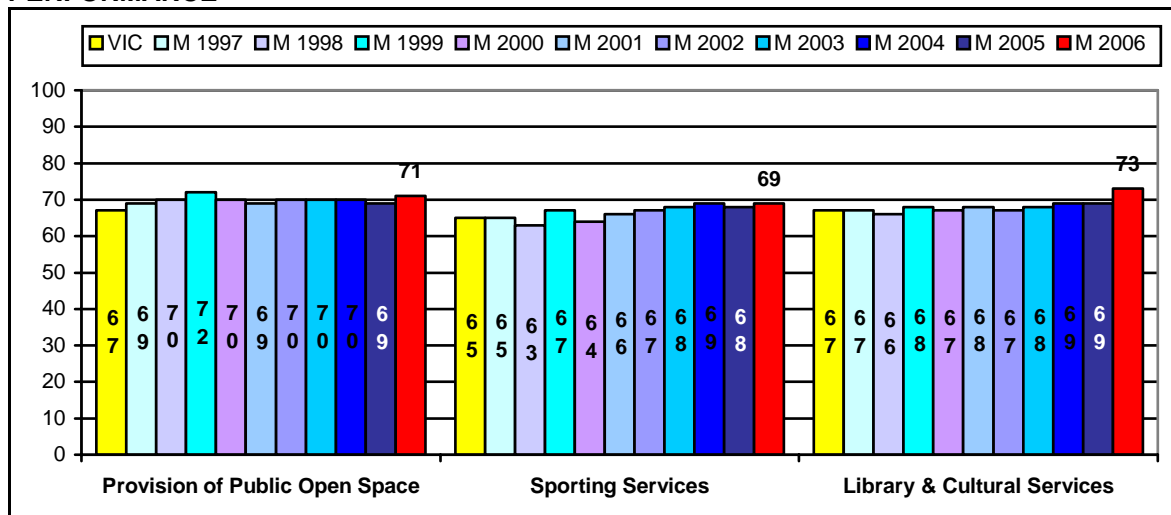
<b>TOTAL</b>	68	High; improved to result last recorded in 2002.	64	Higher moderate result
<b>Gender</b>				
Male	69		64	
Female	67		63	
<b>Age Group</b>				
18-25 yrs	66		69	
26-39 yrs	65		61	
40-59 yrs	67		65	
60+ yrs	73		67	
<b>Born</b>				
Australia	66		65	
Other	70		66	
<b>LOCALITY</b>				
Burwood	62		67	
Ashwood	69	Results high across most localities.	67	Moderate to high results across the localities.
Chadstone	66		62	
Mount Waverley	71		64	
Glen Waverley/Wheelers Hill	69		67	
Oakleigh/Huntingdale/Oakleigh East	63		65	
Oakleigh South	72		64	
Clayton/Notting Hill	62		60	
Mulgrave	68	66		
<b>WARD</b>				
Mount Waverley	70		64	
Glen waverley	69		67	High scores
Oakleigh	64	Moderate	64	
Mulgrave	68		66	

## RECREATION GROUP

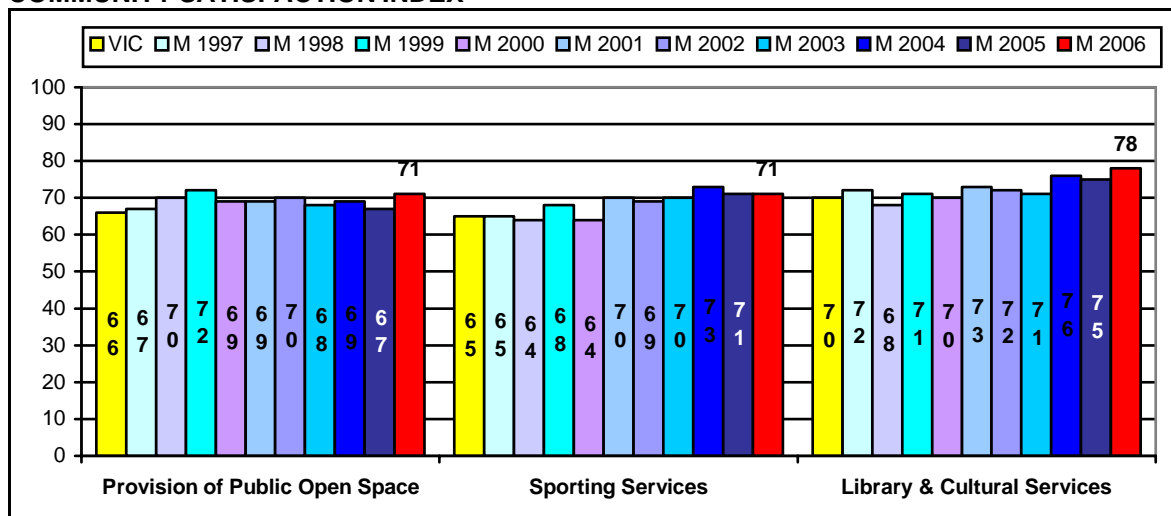
### IMPORTANCE



### PERFORMANCE

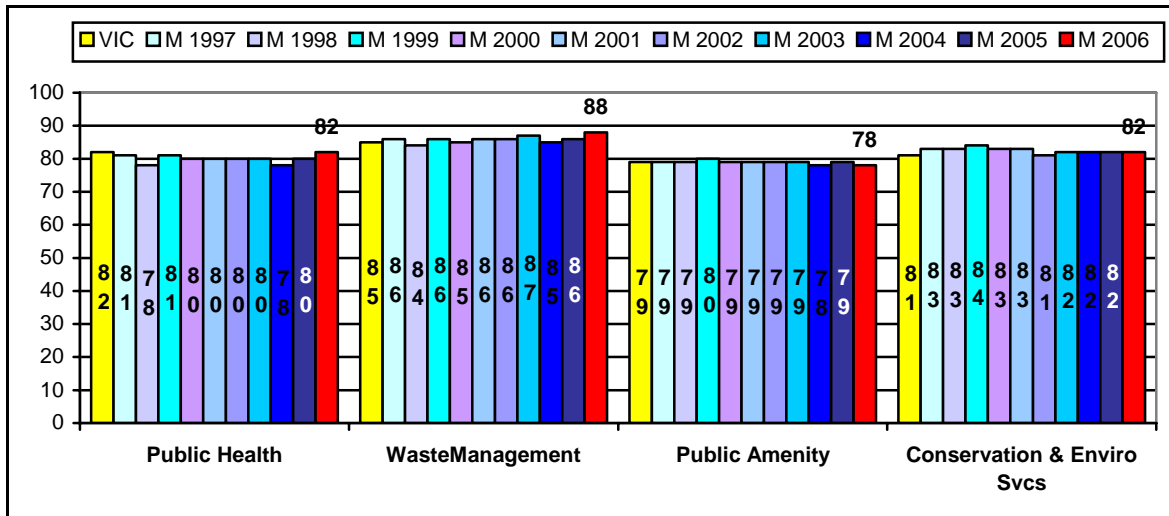


### COMMUNITY SATISFACTION INDEX

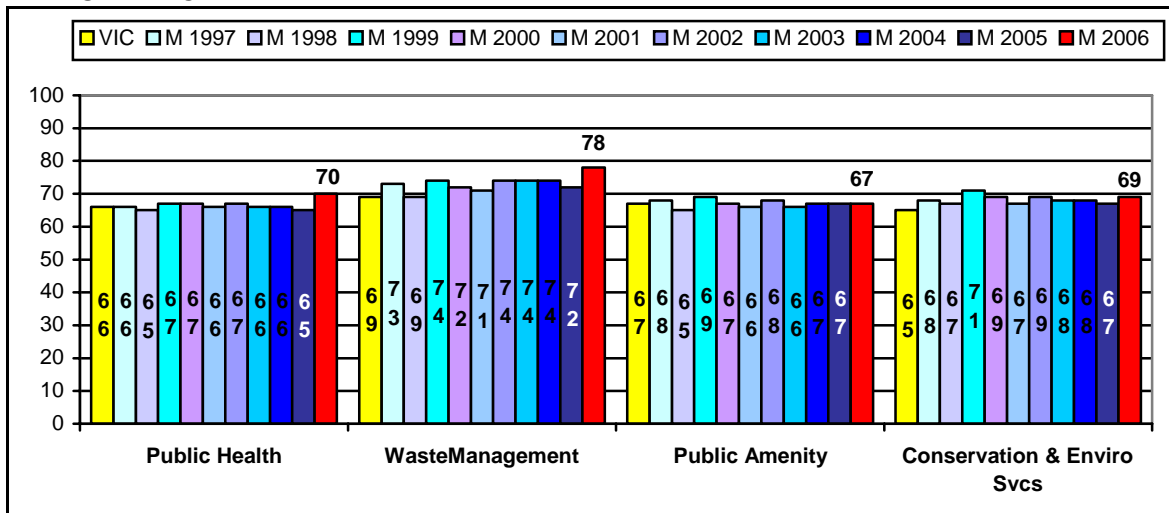


## HEALTH & AMENITIES GROUP

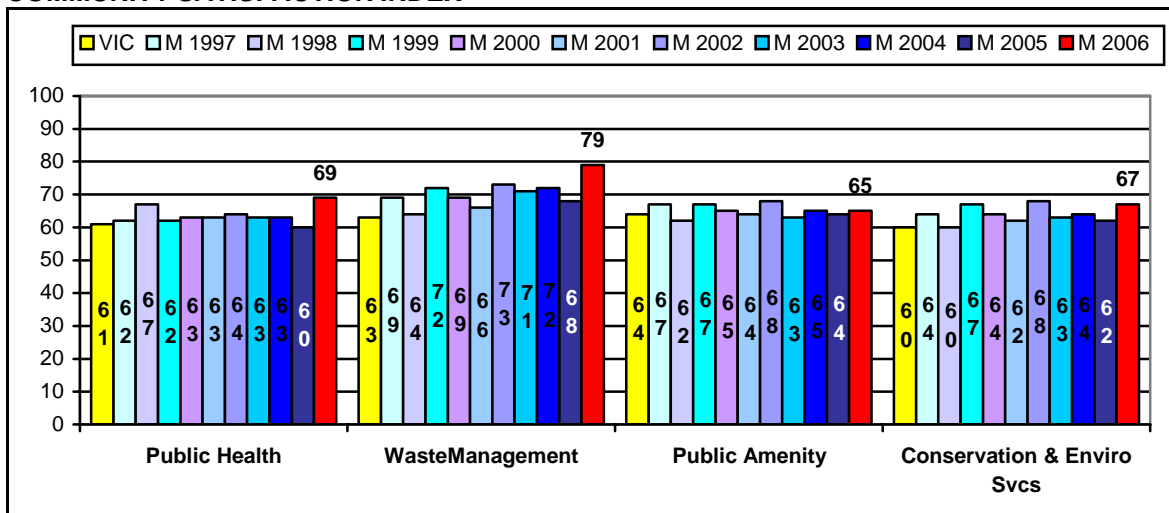
### IMPORTANCE



### PERFORMANCE

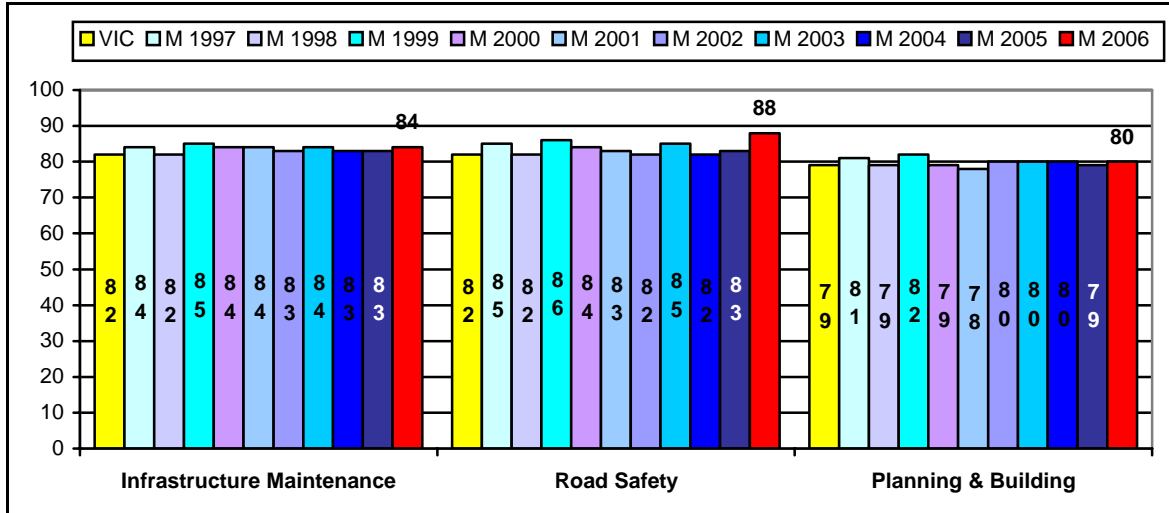


### COMMUNITY SATISFACTION INDEX

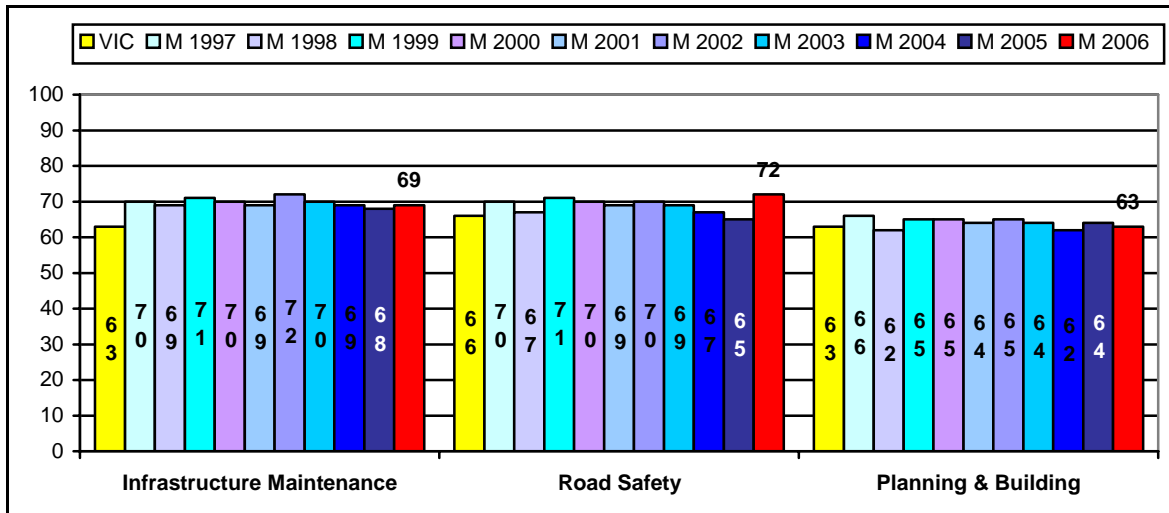


## ECONOMIC SERVICES GROUP

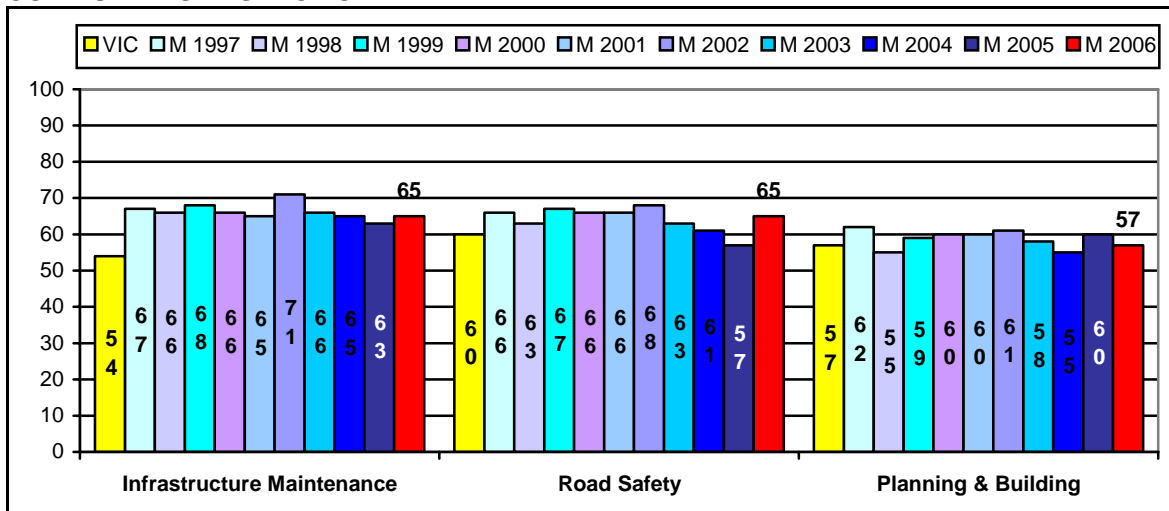
### IMPORTANCE



### PERFORMANCE

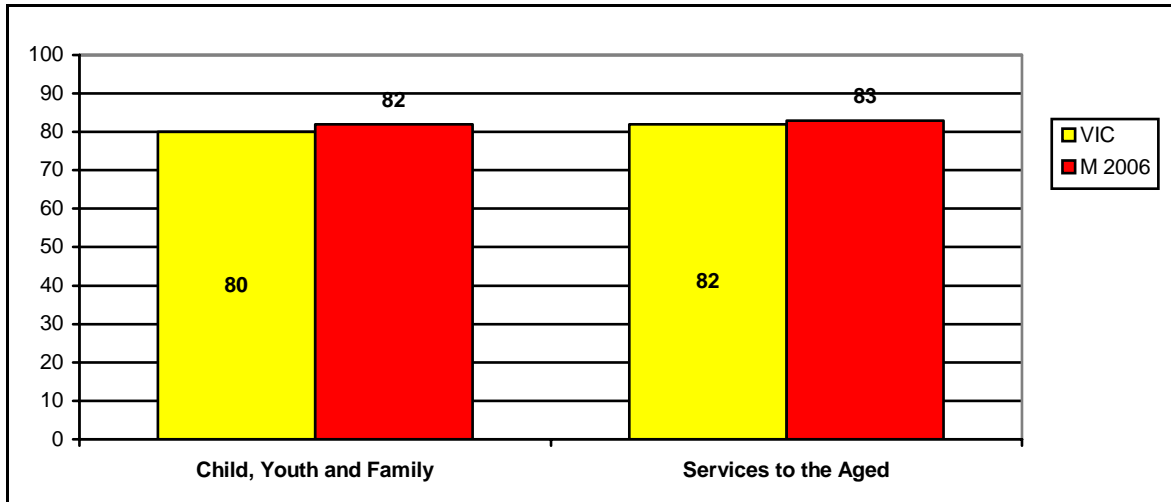


### COMMUNITY SATISFACTION INDEX

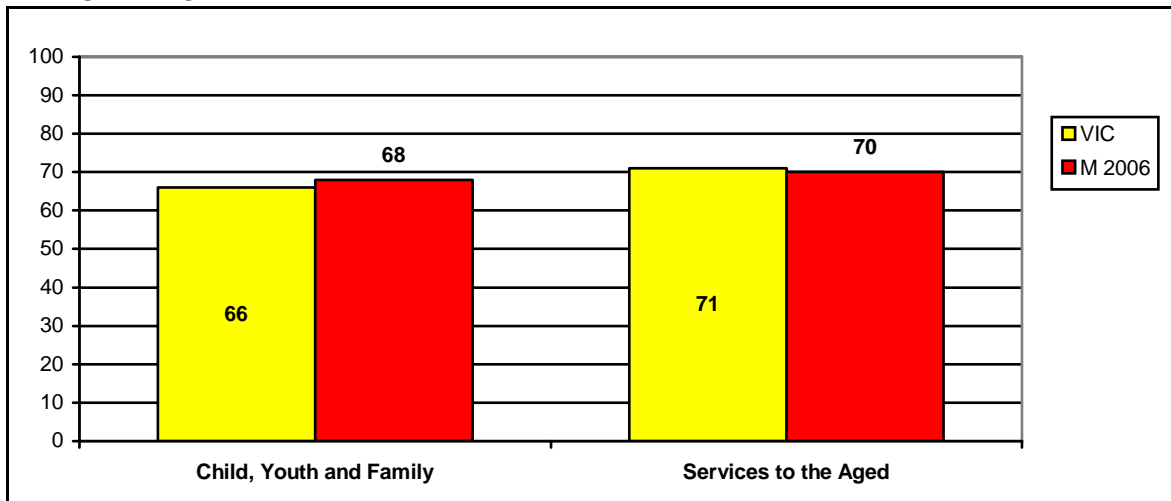


# HUMAN SERVICES GROUP

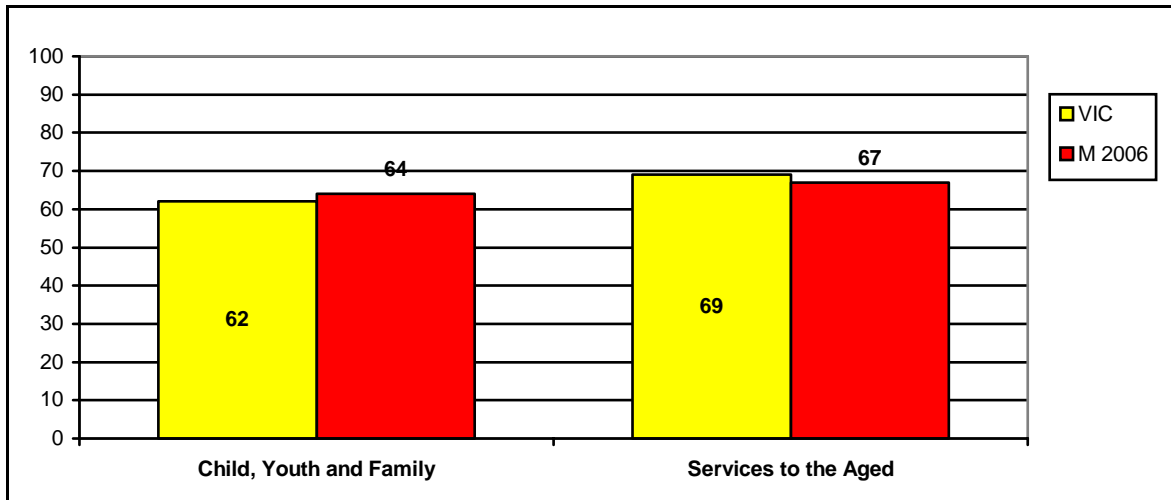
## IMPORTANCE



## PERFORMANCE

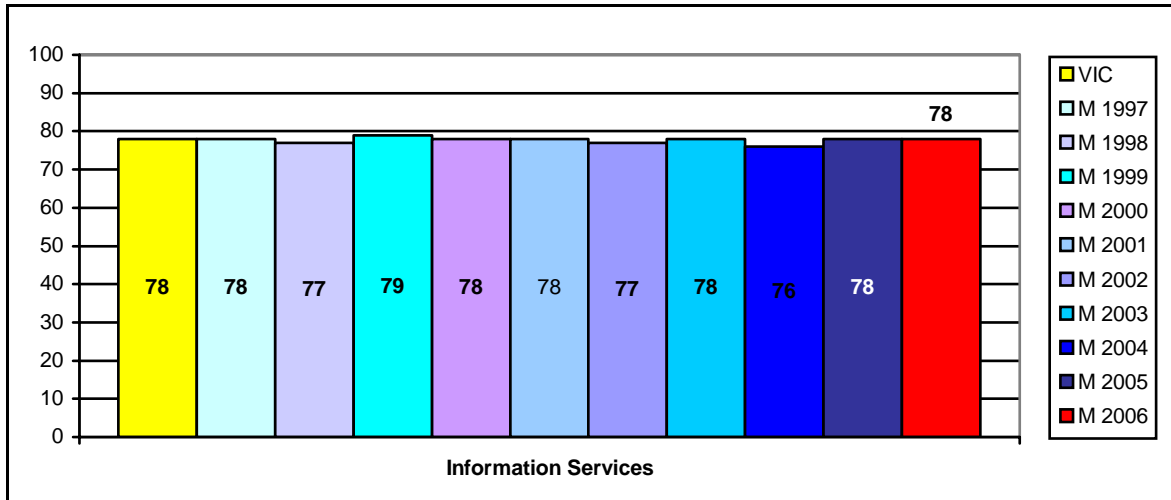


## COMMUNITY SATISFACTION INDEX

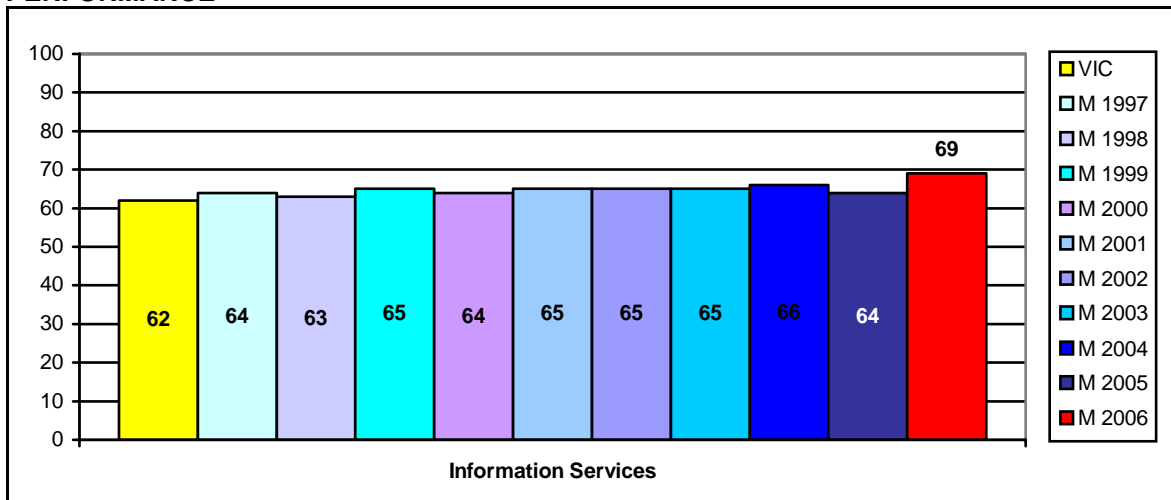


# INFORMATION SERVICES GROUP

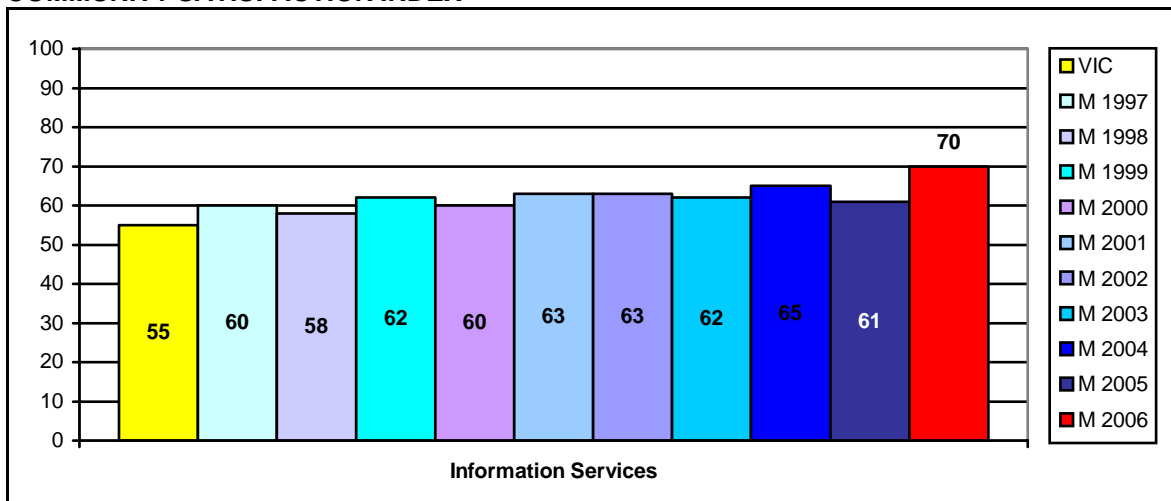
## IMPORTANCE



## PERFORMANCE



## COMMUNITY SATISFACTION INDEX

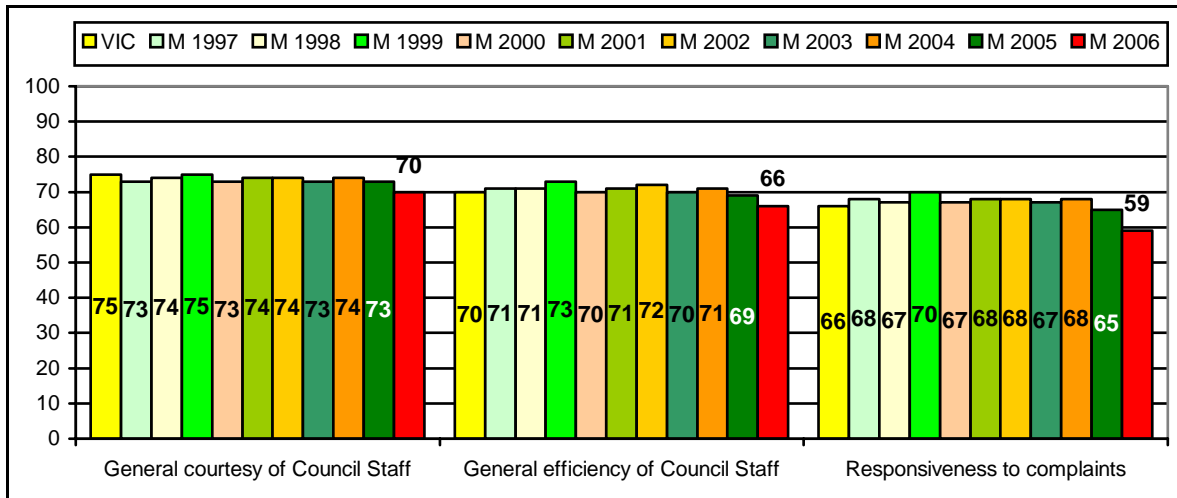


# CORPORATE IMAGE INDEX

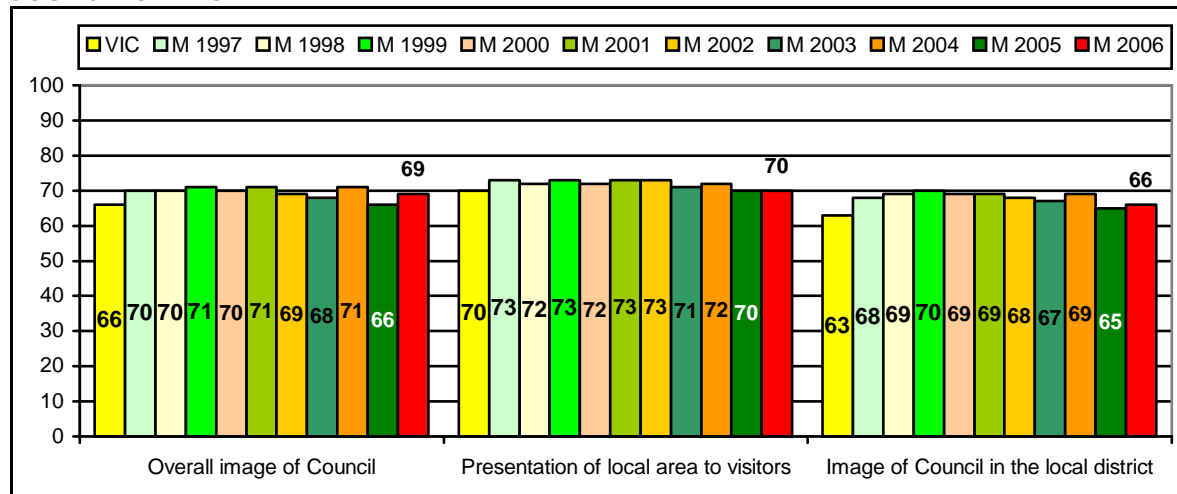
	COUNCIL STAFF	COUNCIL'S IMAGE	VALUE FOR MONEY	INDEX
<b>TOTAL</b>	65	68	58	64
	Result has dropped but remained high High Consistent moderate result			
<b>Gender</b>				
Male	65	68	59	64
Female	65	68	57	63
<b>Age Group</b>				
18-25 yrs	62	64	66	69
26-39 yrs	62	66	53	61
40-59 yrs	65	65	66	65
60+ yrs	67	66	67	67
	Results fell across the age groups			High results across most age groups overall
<b>Born</b>				
Australia	65	64	65	65
Other	65	65	67	66
Results were high across the Corporate Image areas for Burwood, Ashwood, Glen Waverley/Wheelers Hill and Mulgrave				
<b>LOCALITY</b>				
Burwood	68	68	67	67
Ashwood	66	67	68	67
Chadstone	62	62	63	62
Mount Waverley	64	63	64	64
Glen Waverley/Wheelers Hill	66	66	68	67
Oakleigh/Huntingdale/Oakleigh East	66	64	64	65
Oakleigh South	65	63	63	64
Clayton/Notting Hill	59	60	62	60
Mulgrave	65	66	67	66
<b>WARD</b>				
Mount Waverley	64	63	65	64
Glen waverley	66	66	68	67
Oakleigh	64	63	63	64
Mulgrave	65	66	67	66
	Across the wards, results were consistently lower for Mount Waverley and Oakleigh			

## CORPORATE IMAGE INDICATORS

### COUNCIL STAFF



### COUNCIL'S IMAGE



### VALUE FOR MONEY

