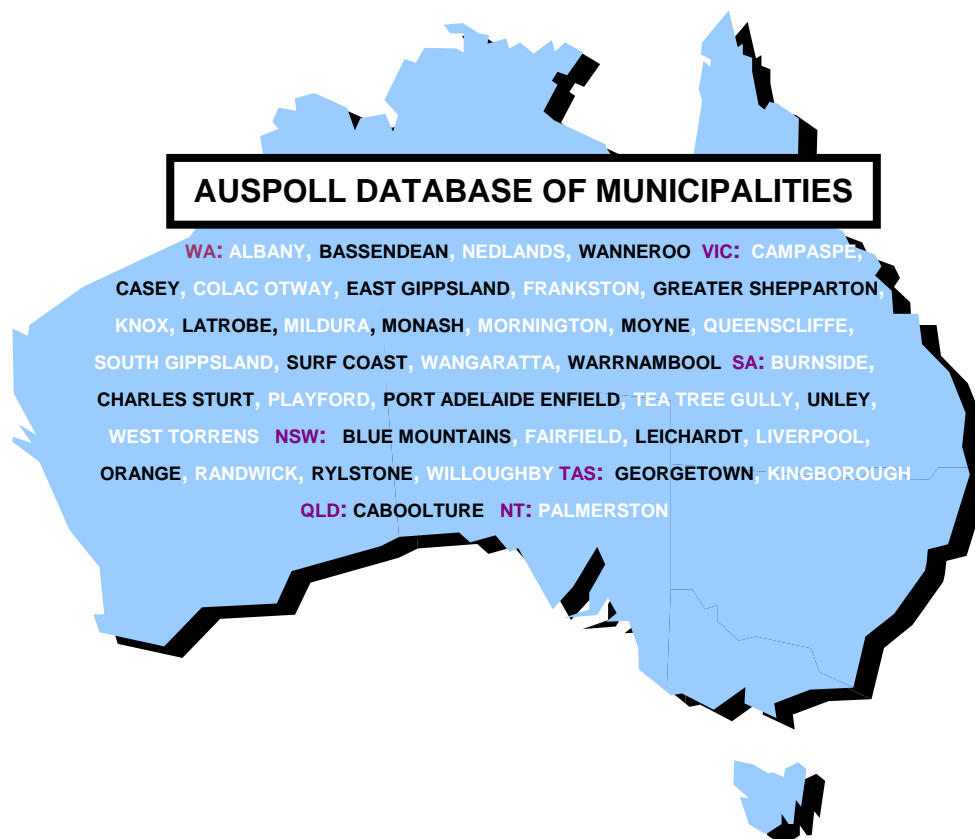


EXECUTIVE SUMMARY

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.

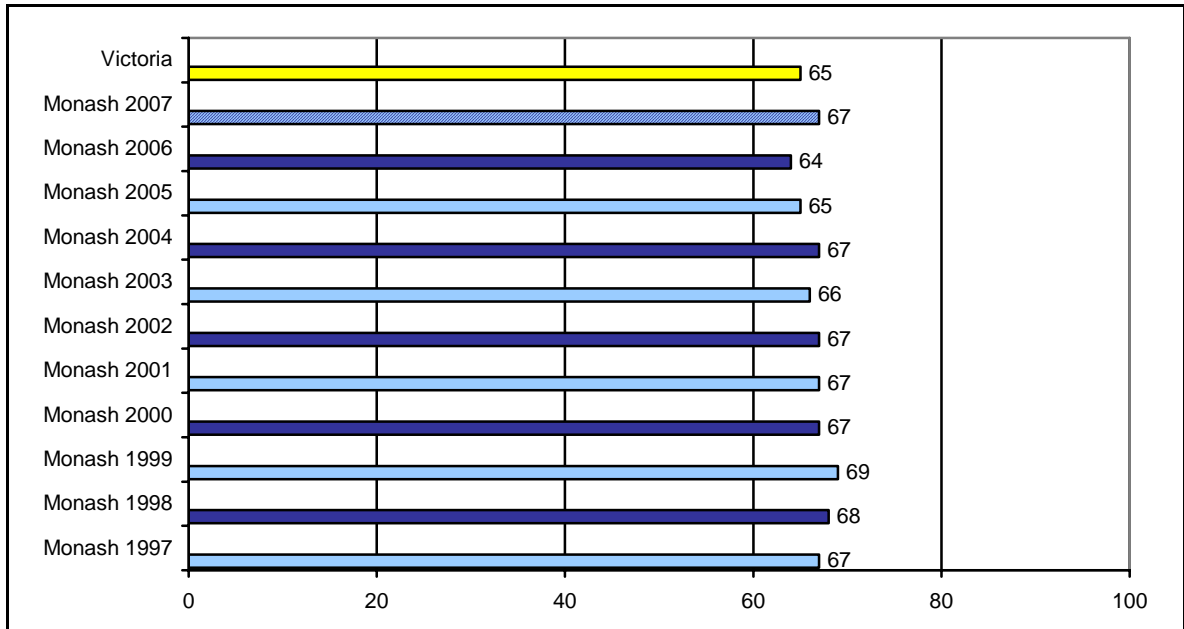
The 2007 survey involved a mail out to 3,100 randomly selected households from Victorian Electoral Commission voters' roll for Monash, with a total of 1114 responses received. The graphs on the following pages compare the results for Monash in 2007 to those of 1997 – 2006 as well as the average results of the Auspoll database for Victoria. These latter comparisons utilise ten years of experience in local Government research and capture the responses of over 65,000 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

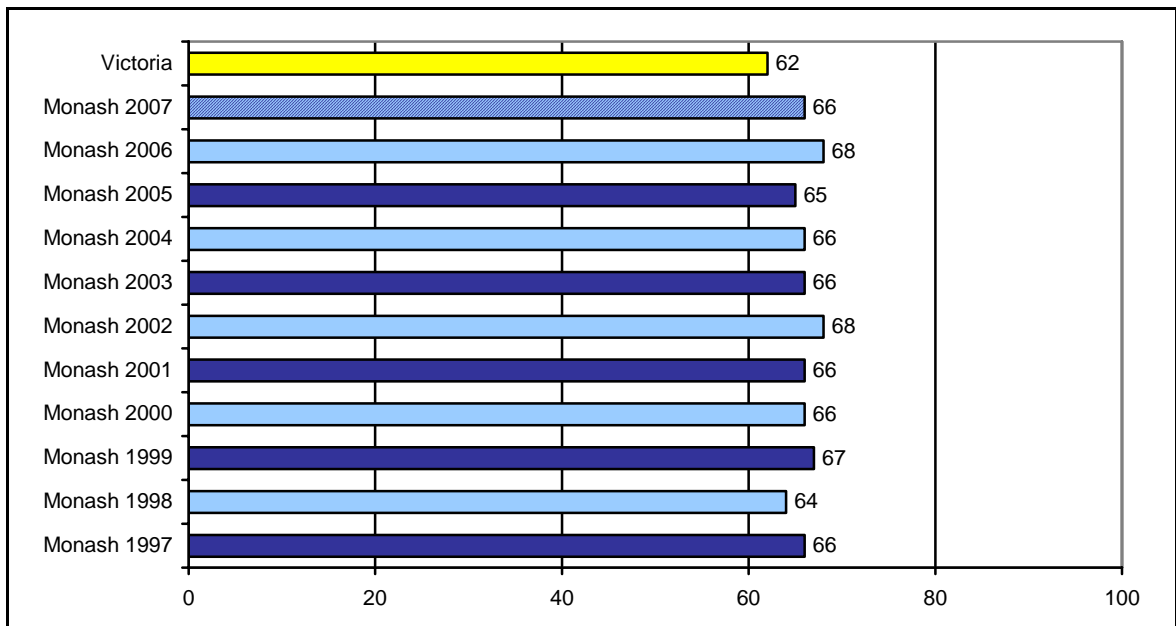
CORPORATE IMAGE INDEX

This overall score is the average of the nine benchmark Corporate Image Indicators. The 2007 Corporate Image Index for Monash is high overall and an improvement on 2006. The result is also above the Victorian Progressive Average* and is an improvement on the 2006 result.



SERVICE PERCEPTION INDEX

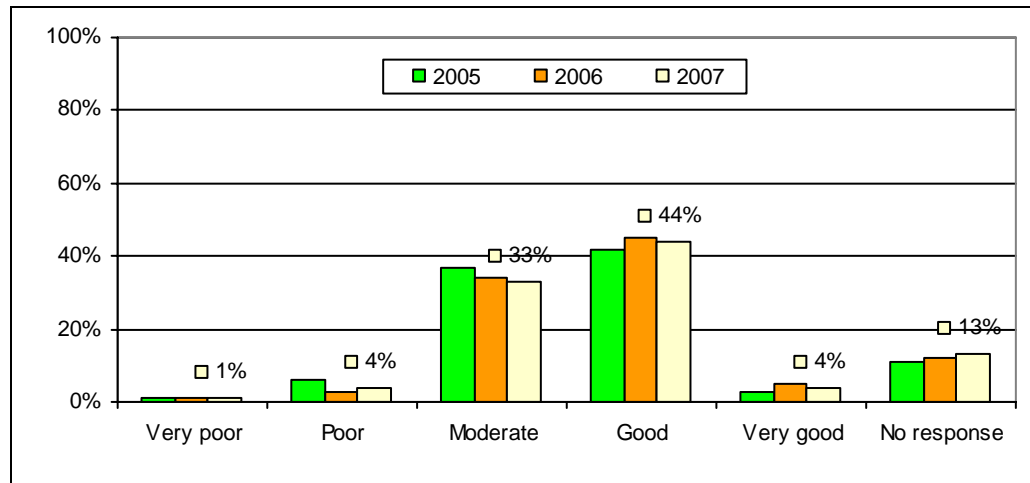
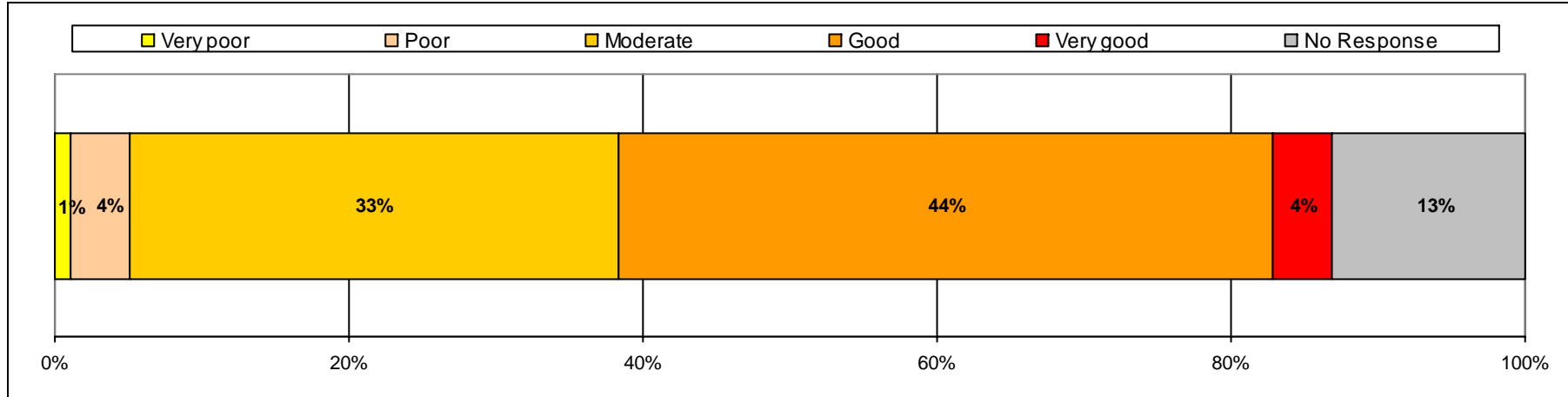
These scores are taken from the mean of the 13 benchmark Customer Satisfaction Indicators. The 2007 Service Perception Index for Monash shows a high overall result of 66 which rates strongly above the Victorian Progressive Average**. Although a slight decrease on 2006 results, this result remains in the high range.



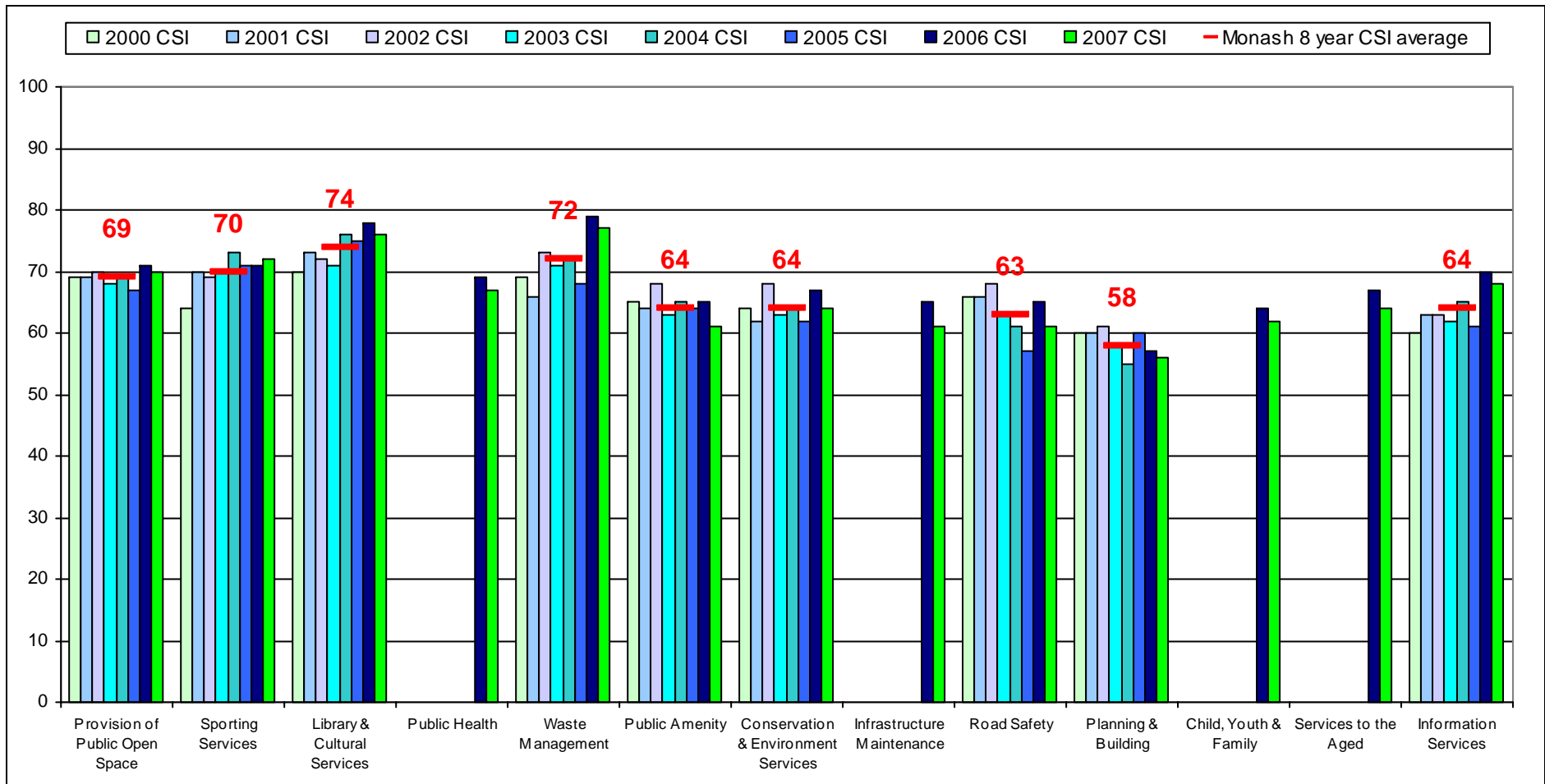
* The Victorian Progressive Average for the Corporate Image Index is inclusive of Elected Member aspects.
 ** The Victorian Progressive Average for the Service Perception Index is inclusive of Economic Development.

OVERALL PERFORMANCE OF COUNCIL

The average overall performance rating (3.54) of Council remained consistent to that of 2006 (3.58). Across the wards, Oakleigh residents had a noticeably lower average rating (3.31) than residents in Mount Waverley (3.63), Mulgrave (3.61) and Glen Waverley (3.57).



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. These service areas include: Public Health, Infrastructure & Maintenance, Child, Youth & Family as well as Services to the Aged.

CORPORATE IMAGE

The significant improvements in satisfaction in this year's survey have been across the Council Staff aspects. Council is to be commended on the significant increases across a number of its Corporate Image Indicators, most noticeably in the area of Council Staff.

Council Staff

Responsiveness to Complaints, in particular, has seen a reversal of the decline of 2006 to now be back in the high range (from 59 to 68). Residents across all wards had high satisfaction for all aspects of Council staff, with ratings ranging from 65 (Oakleigh ward residents for Responsiveness to Complaints) to 76 (Mount Waverley ward residents for General Courtesy). Results compare favourably with the Victorian progressive average.

	2006	2007
• General Courtesy of Council Staff	70	74
• General Efficiency of Council Staff	66	71
• Responsiveness to Complaints	59	68

Council Image

These are all in the high range and up from the 2006 survey for all aspects. The only two ward results which are just under the high range are Oakleigh ward (64 for Presentation, and 63 for Image in Local District). Results are well above the Victorian progressive average for Overall Image and Image in the Local Area.

	2006	2007
• Overall Image of Council	69	70
• Presentation of the District to Visitors	70	71
• Image of Council in the Local District	66	68

Value for Money

All these aspects returned slight increases in satisfaction and remain in the moderate range. Results were consistent across the wards, the most noticeable difference being Oakleigh ward residents for Performance Compared to Council rates (56).

	2006	2007
• The Current Level of Council Rates	58	60
• Charges Made for Other Council Services	57	60
• Perf. of Council comp. to level of Rates	59	60

SERVICE AREAS

There has been some fluctuation in results across all the service areas with areas dropping in their satisfaction levels. Most noticeably, the following areas declined by 4 satisfaction points in 2007, compared with 2006:

- Public Amenity - went from an overall high satisfaction in 2006 to a moderate 61 in 2007
- Infrastructure Maintenance – from a high (65) in 2006 to a moderate 61 in 2007
- Road Safety – also from a high (65) in 2006 to a moderate 61 in 2007

A decline of 3 satisfaction points was recorded for:

- Conservation & Natural Resources – from a high (67) in 2006 to a moderate-high (64) in 2007
- Services to the Aged - from a high (67) in 2006 to a moderate-high (64) in 2007

All other areas had minimal movement of 1 – 2 point-drop in satisfaction (the only exception being Sporting Service, which returned a one-point increase on 2006).

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.

Wards

This is the first year that the survey was marked with the ward of each resident selected to participate, in order to gain accurate ward data.

Oakleigh ward residents consistently had the lowest satisfaction levels across all services and this has had a negative impact on CSI scores. This is most noticeable for Swimming Pools/Aquatic Centres.

●●●●● VERY HIGH SATISFACTION RANGE

WASTE MANAGEMENT (77)

This service area recorded the highest overall importance (86), and performance (76) results across the 13 service areas tested. Satisfaction for Garbage Collection (83), Green Waste (81) and Recycling (81) was very high across the municipality. It was high for all remaining aspects, (lowest for Litter Control, 67 – driven by a moderate performance score in the Oakleigh ward).

LIBRARY AND CULTURAL SERVICES (76)

Satisfaction with Monash Gallery of Art (82) 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 (75). Libraries remained the aspect with the highest importance rating (86). The remaining aspects returned moderate importance ratings. Across the wards, satisfaction with Library and Cultural Services overall was highest for Mulgrave (81) ward residents.

●●●●○ HIGH SATISFACTION RANGE

SPORTING SERVICES (72)

Across the Sporting Services aspects, satisfaction results were generally consistent with 2006 CSI scores were all in the high range. Swimming Pools/Aquatic Centres returned a high (74) satisfaction, consistent across all wards with the exception of Oakleigh (moderate, 57). The Golf Courses also rated very well (very high 77).

PROVISION OF PUBLIC OPEN SPACE (70)

Similar overall satisfaction result to 2006. All aspects were in the high satisfaction range (68 – 70). The most noticeable variation was the moderate satisfaction ratings from Oakleigh ward residents, across all aspects, compared with high rating from residents in all other wards.

INFORMATION SERVICES (68)

This service area declined slightly (2 points) but maintained its high rating. The most noticeable decline was for Consultation with the Community (down 4 points to 51) and this decline was most noticeable for Oakleigh (45) and Mulgrave (51) ward residents. The Community Directory continues to rate very highly (78). There was also high satisfaction for Information in the Monash Bulletin (72), Information in the Local Paper (70), Promotion of arts/cultural events (70), Website Information (69). Information about Council decisions had a solid, moderate satisfaction level (61).

PUBLIC HEALTH (67)

Immunisation continues to perform well with a very high satisfaction (75). Health education programs (Sunsmart) had a high satisfaction (65), however Control of Pests continues to rate moderately (59). This aspect is lowest for those in Oakleigh (54) and Mulgrave (56) wards.

 **MODERATE SATISFACTION RANGE****SERVICES TO THE AGED (64)**

This service area has declined from a previously high (67) satisfaction rating overall to be at the high end of the moderate range. Whilst still rating performance across all services well, those aged over 60 have returned some lower performance ratings, particularly for Meals on Wheels (75, down 3 points) and home care (73, down 3 points) which has had some impact on the overall satisfaction score.

CONSERVATION AND ENVIRONMENT SERVICES (64)

This area has declined from the high (67) satisfaction rating in 2006. There have been declines in the performance of Beautification of Streets and Tree Planting Programs since 2006, further down the moderate range as well as declines (but still in the high range) for the performance of Management of Wetlands. Oakleigh ward residents had significantly lower satisfaction for Beautification of Streets and Tree Planting Programs than residents in other wards.

CHILD, YOUTH AND FAMILY (62)

Slight declines in performance (but no movement in importance) scores across all three aspects resulted in a drop in overall satisfaction with these services. Maternal & Child Health maintained its high overall satisfaction (67), but Parental education dropped slightly (to 63 from 65). Services to Youth retained a moderate satisfaction (59).

ROAD SAFETY (61)

This area has declined from a high (65) level of satisfaction in 2006 to a moderate level in 2007. The most noticeable variations have been declines in performance, particularly from Oakleigh ward residents, for footpaths and Public Lighting, which Oakleigh ward residents rated as low.

PUBLIC AMENITY (61)

This has declined from a high (65) level of satisfaction in 2006 to a moderate level in 2007. This is driven by significant declines in performance across all wards in Car Parking Availability and Car Parking Control. Availability has gone from a moderate to a low satisfaction overall (53), whilst control has slipped further down the moderate scale (59). Animal control retains a high overall rating (68).

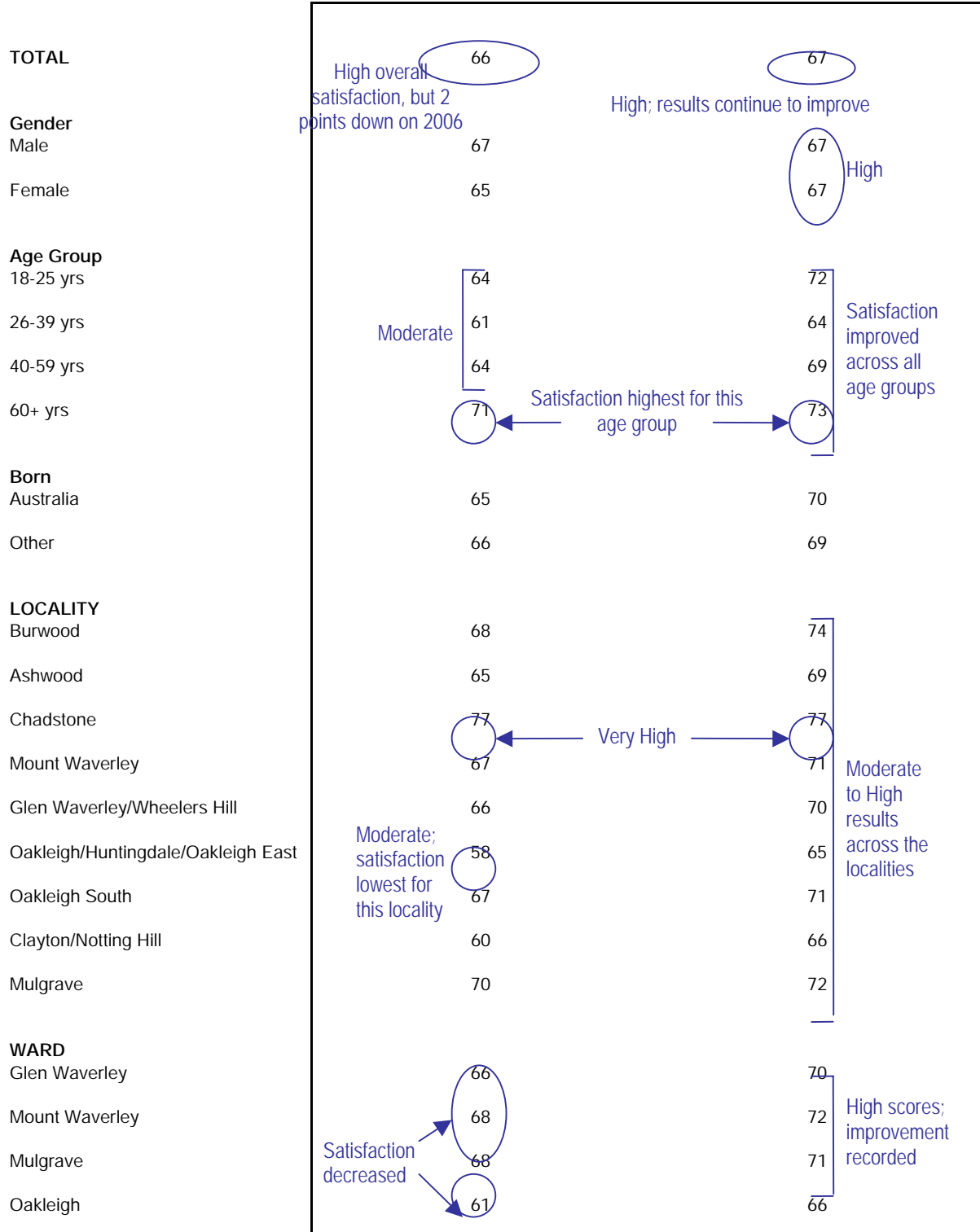
INFRASTRUCTURE MAINTENANCE (61)

Having returned solid improvements in 2006 and recorded a high (65), there has been some decline in satisfaction overall. Importance ratings continue to be high across all aspects, but there has been some small declines in performance across all aspects, particularly in the Oakleigh ward. Satisfaction for footpath maintenance has declined into the low range (53). Satisfaction remains high for Maintenance of Parks and (70) and Drainage (65). It is a solid moderate for Maintenance of Public Places (63) and Road Maintenance (61) and low for Maintenance of Public Toilets (53).

PLANNING AND BUILDING (56)

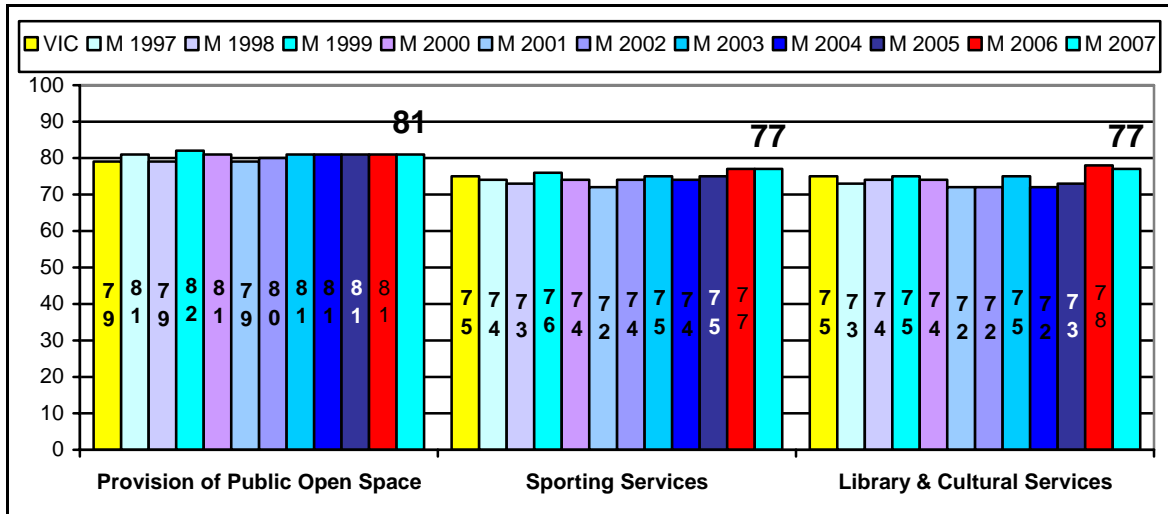
Results are consistent with 2006. Satisfaction remains highest for Encouragement of Industry, Commerce & Employment (solid moderate, 62). It is low-moderate for Planning for the future (56) and low for Management of Building Controls (50) and management of Planning Controls (51). Glen Waverley, Oakleigh and Mount Waverly ward residents are markedly less satisfied with these two aspects than residents in the Mulgrave ward.

SERVICE PERCEPTION INDEX CORPORATE IMAGE INDEX

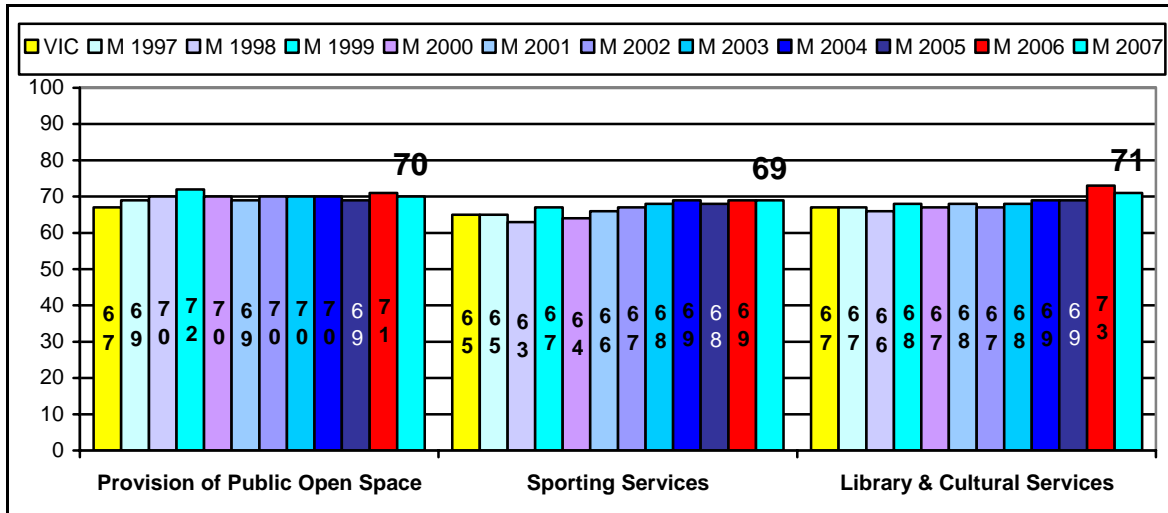


RECREATION GROUP

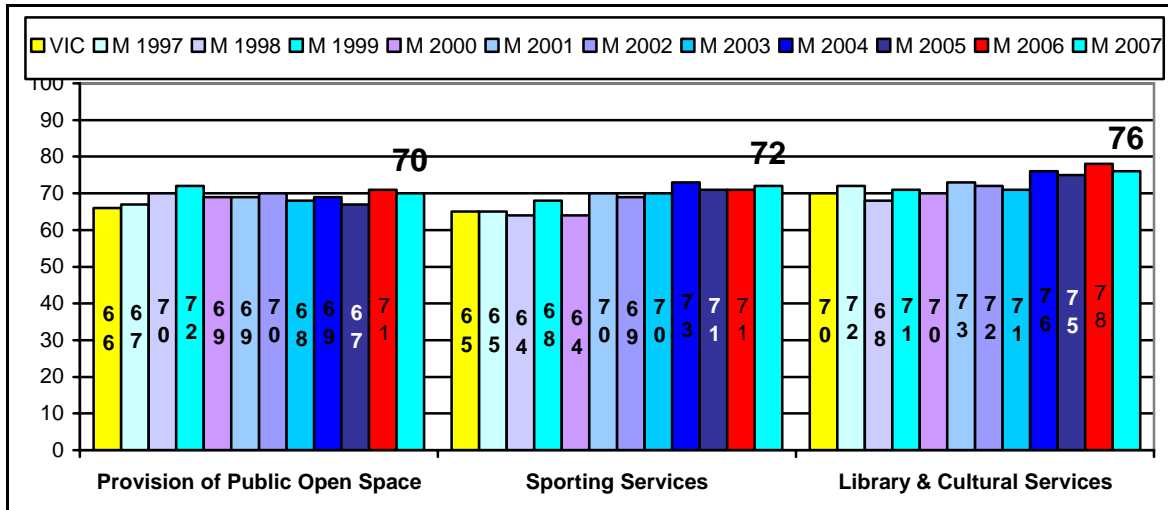
IMPORTANCE



PERFORMANCE

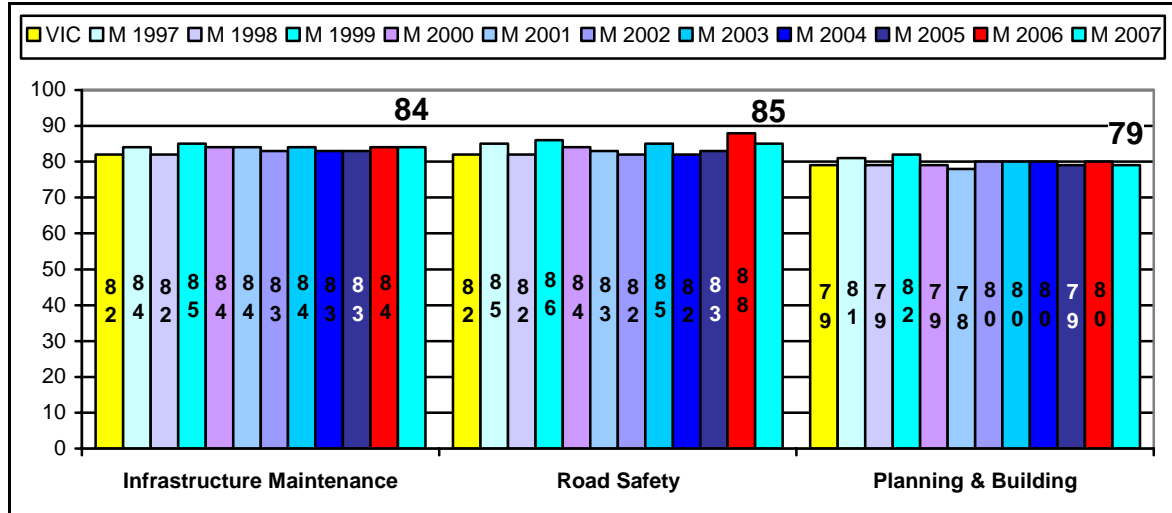


COMMUNITY SATISFACTION INDEX

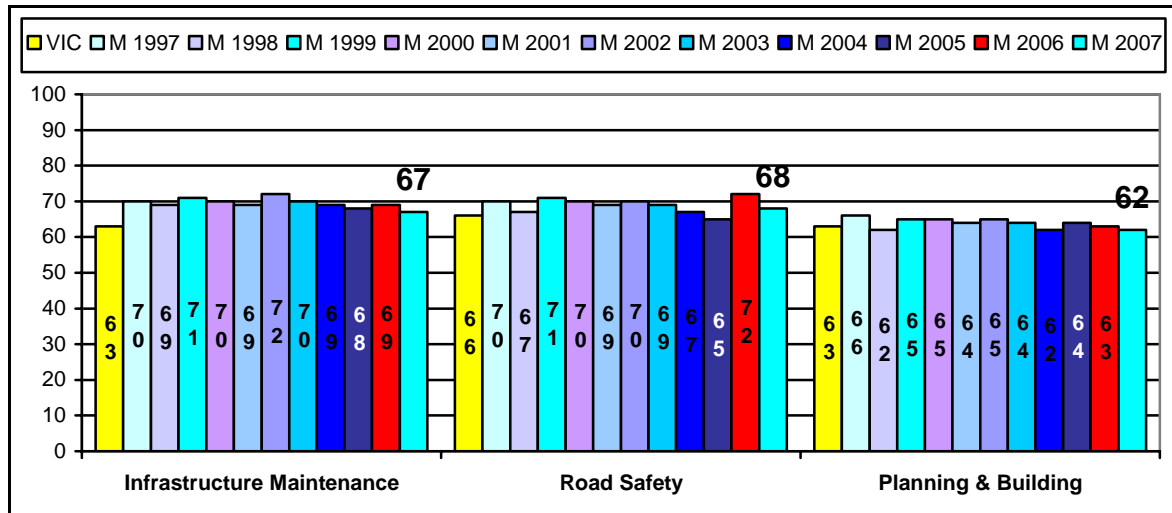


ECONOMIC SERVICES GROUP

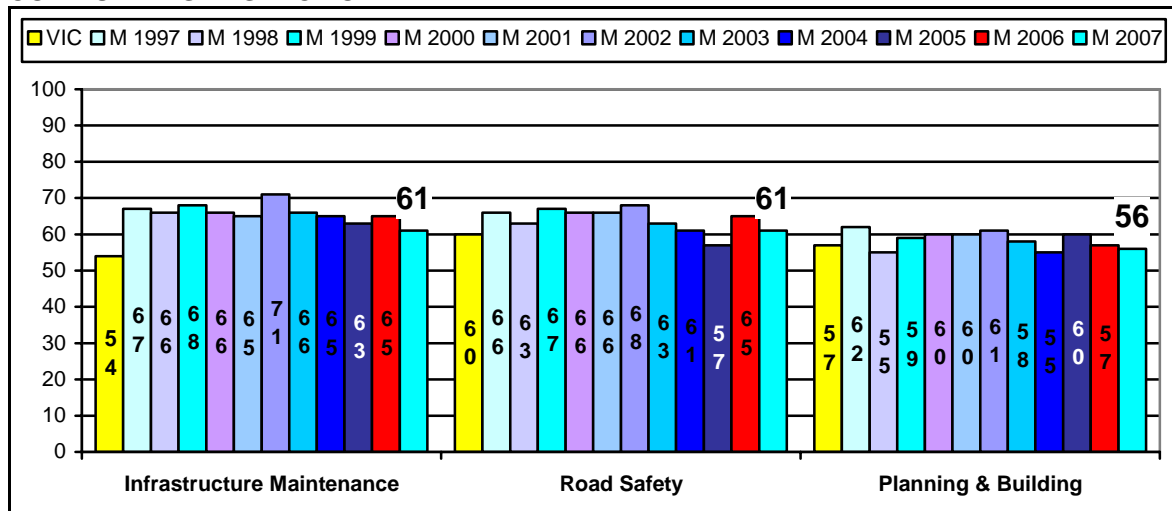
IMPORTANCE



PERFORMANCE

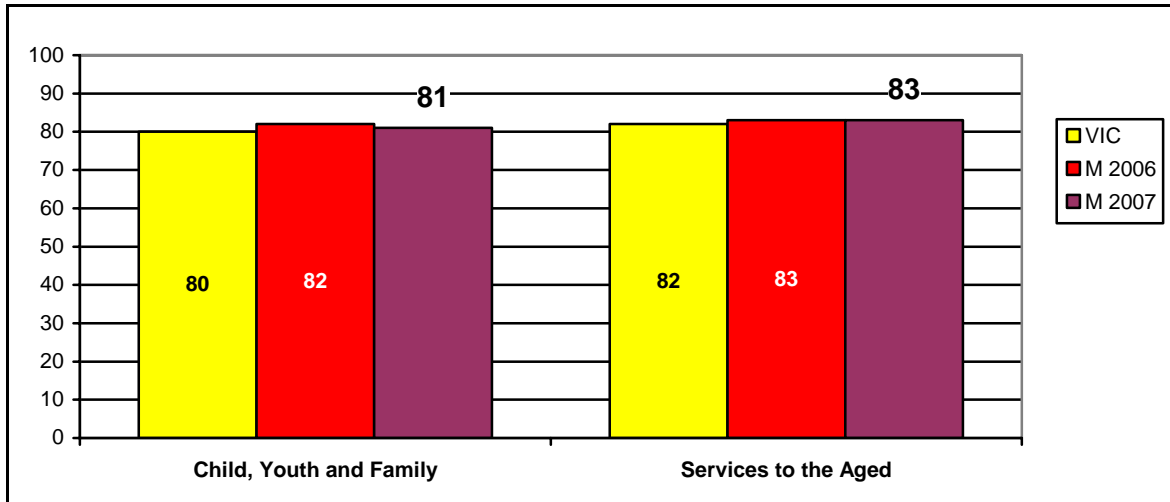


COMMUNITY SATISFACTION INDEX

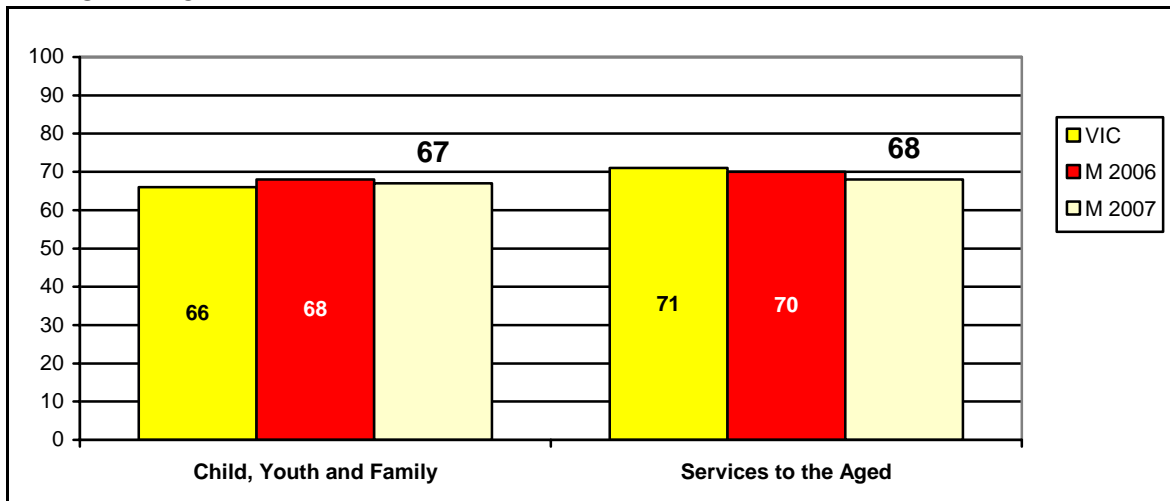


HUMAN SERVICES GROUP

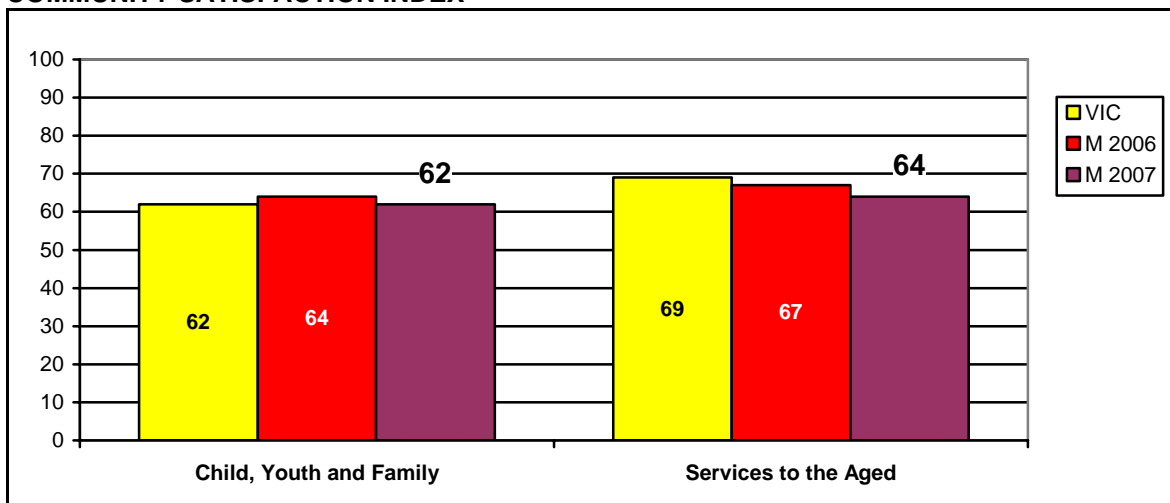
IMPORTANCE



PERFORMANCE

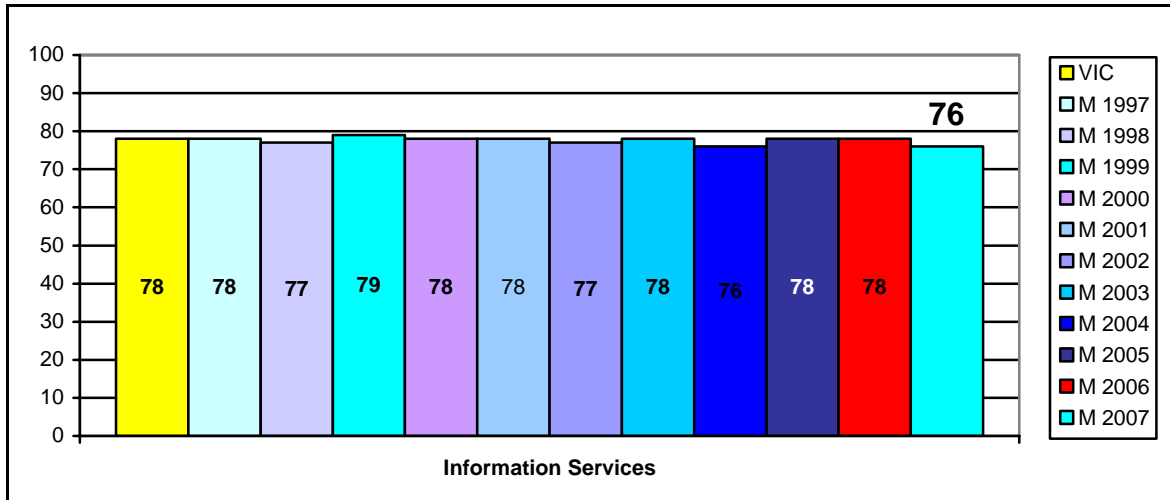


COMMUNITY SATISFACTION INDEX

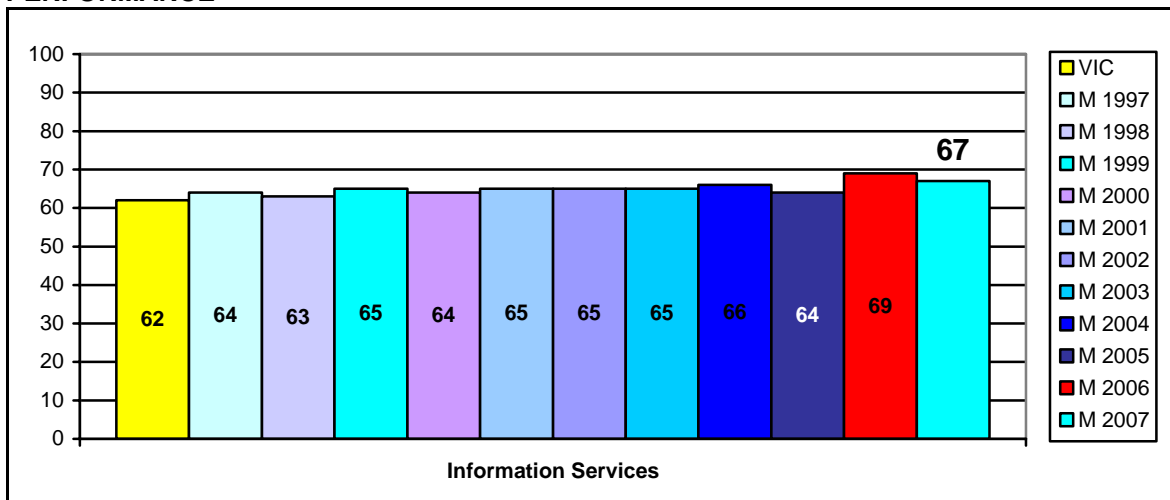


INFORMATION SERVICES GROUP

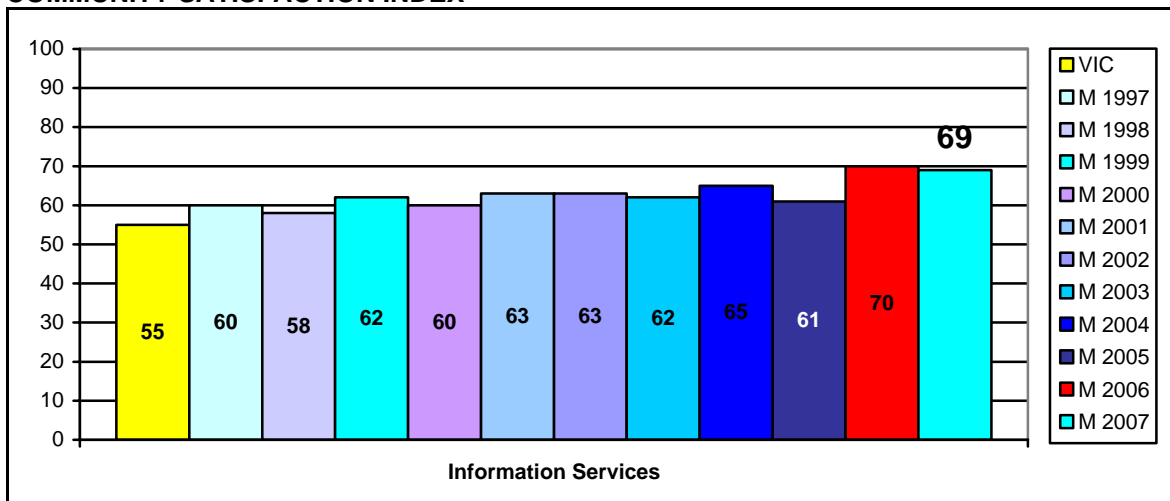
IMPORTANCE



PERFORMANCE



COMMUNITY SATISFACTION INDEX

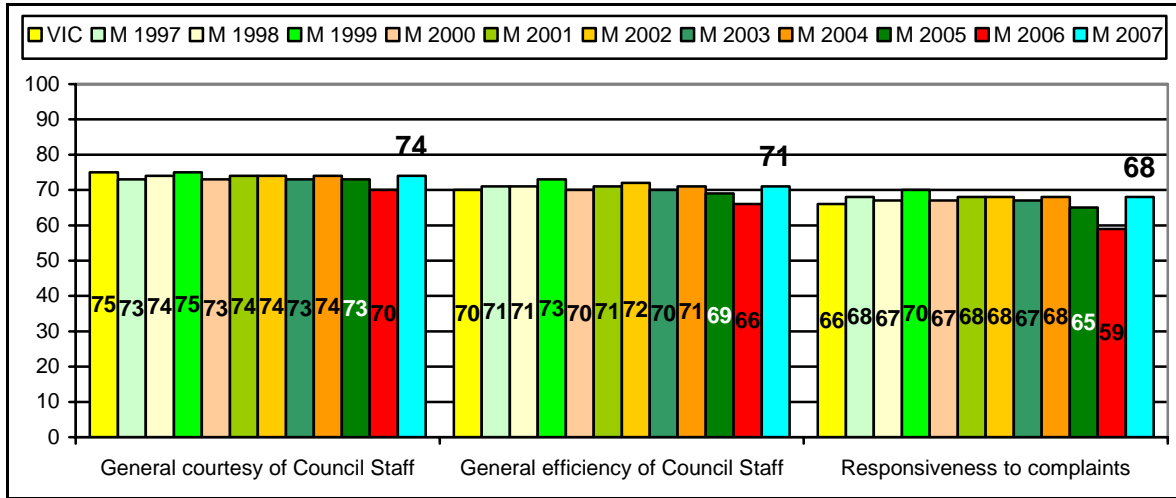


CORPORATE IMAGE INDEX

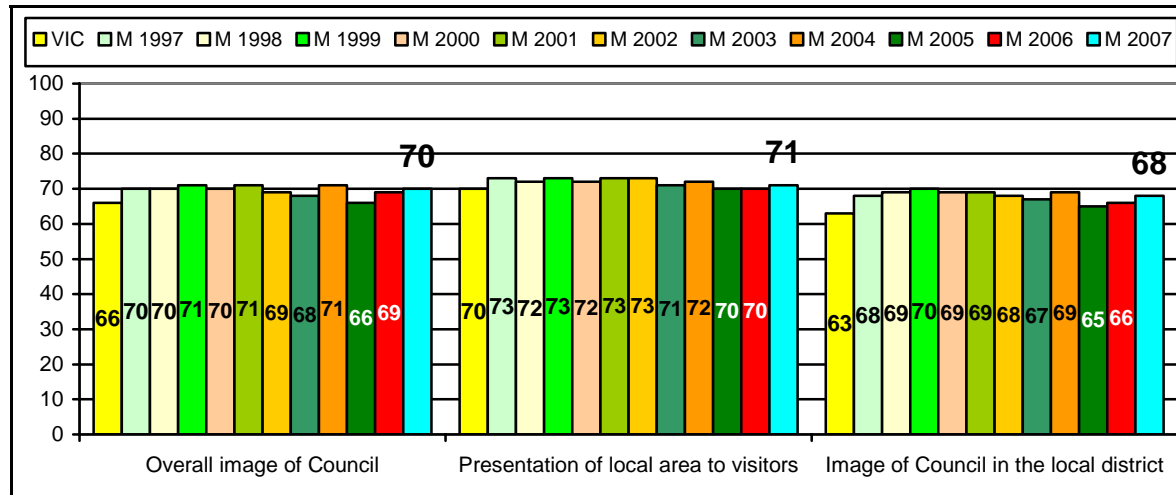
	COUNCIL STAFF	COUNCIL'S IMAGE	VALUE FOR MONEY	INDEX
TOTAL	71	70	60	Increase from Moderate to High (67)
Results improved across all aspects				
Gender				
Male	71	70	60	Results improved (67)
Female	71	70	60	
Age Group				
18-25 yrs	68	68	69	High results across most age groups overall (72)
26-39 yrs	68	68	57	
40-59 yrs	69	68	68	
60+ yrs	74	72	72	
Satisfaction increased with age				
Born				
Australia	71	69	69	70
Other	70	69	69	69
Results were High to Very High across most locations				
LOCALITY				
Burwood	Very High (76)	74	72	74
Ashwood	71	69	69	69
Chadstone	76	77	77	77
Mount Waverley	72	70	70	71
Glen Waverley/Wheelers Hill	71	70	70	70
Very High; satisfaction highest for this local				
Oakleigh/Huntingdale/Oakleigh East	67	65	63	Satisfaction lowest for these localities (65)
Oakleigh South	72	71	71	71
Clayton/Notting Hill	69	67	63	66
Mulgrave	72	71	71	72
WARD				
Glen Waverley	71	69	69	Increase in satisfaction for these wards (70)
Mount Waverley	73	71	71	
Mulgrave	71	70	71	
Oakleigh	68	66	65	
Across the wards, results were consistently lower for Oakleigh				

CORPORATE IMAGE INDICATORS

COUNCIL STAFF



COUNCIL'S IMAGE



VALUE FOR MONEY

