

5.2 RESULTS OF 2019 LOCAL GOVERNMENT COMMUNITY SATISFACTION SURVEY

(JR:)

Submitting Officer: Chief Executive Officer

RECOMMENDATION

That Council notes the findings of the 2019 Monash Community Satisfaction Survey, including strong results for Council's governance, leadership and service areas and that specific areas have been identified for further attention or improvement.

INTRODUCTION

This year's Community Satisfaction Survey was conducted in June 2019, with final results arriving in July. The research was again undertaken by independent research company *Metropolis Research Pty Ltd*, with 800 randomly selected residents aged 15 years and over. Face-to-face interviews were undertaken at residents' front doors, by multilingual field staff. The survey sample reflects the cultural and linguistic diversity of our community with 42% of respondents speaking a language other than English at home.

The survey meets the requirements of the Local Government Victorian annual satisfaction survey by providing ratings on importance and satisfaction for the major services and facilities provided by Council, as well as scores for satisfaction with Council.

The results are useful to Council as they highlight areas where we are performing well and identify areas for improvement, as well as helping track our performance over time.

RESULTS

Council recorded an excellent result again this year for 'overall satisfaction', a score of 73. Monash remains one of the Council with the highest level of overall satisfaction, shared this year with two other Councils with a score of 73. Monash and the other two councils with the same result reported scores "measurably and significantly higher" than the 2019 metropolitan Melbourne average benchmark of 69.

High scores were also achieved for community satisfaction with governance and leadership, averaging a score of 73 for five key aspects:

- Maintaining trust and confidence of the local community (73)
- Community engagement and consultation (73)
- Making decisions in the interest of the community (72)
- Responsiveness to local community needs (72) and
- Representation, lobbying and advocacy on behalf of community (72).

Each of these aspects rated significantly above the Melbourne metropolitan benchmarks.

Council's customer service was again rated as "excellent", with an average score of 78. This is significantly above the Melbourne metropolitan benchmark of 72.

The survey also asks about satisfaction with and the importance of 32 specific Council services and facilities. The report concludes that satisfaction with services and facilities in Monash "remains at an excellent level" with an average score of 77. Across metropolitan Melbourne, satisfaction with Council services is rated as "very good" at an average score of 75.

In Monash, the highest community satisfaction continues to be with our local libraries & library services (85), our Waste Management (average of 84), Sporting Ovals and Outdoor Sport Facilities (80); Services for older residents/seniors (80) and now also: Council's support for local community organisations, clubs and associations (81).

Residents dissatisfied with Council's overall performance mostly mentioned the need for "better communication" and "need to listen" and "support residents".

SOME AREAS FOR COUNCIL'S ATTENTION OR IMPROVEMENT

When comparing the gap between importance and performance to our community, the areas identified as needing attention of Monash Council are:

- Car Parking - with a 20 point gap between importance and performance; this gap has been increasing over time
- Street lighting (particularly in Clayton, Chadstone and Hughesdale) a 19 point gap
- Council's efforts on environmental sustainability - a 16 point gap
- Public Toilets – a 17 point gap. The research further identifies that the key concerns here were related to cleanliness, rather than provision of public toilets.

Residents were also asked to identify "the top three issues for Monash at the moment". The results here are consistent with previous surveys. The most mentioned issues were:

- Car parking – 21% of respondents
- Traffic management - 13%
- Building, housing, planning & development - 8%.

This year emerging issues of concern are:

- Street Lighting – identified by 10% respondents
- Street Trees - 9%

Throughout the survey, residents were asked to explain why they were dissatisfied with specific services and facilities and this feedback will be carefully considered by each of the relevant divisions.

CONCLUSION

Council thanks those community members who gave of their time to participate in our 2019 Community Satisfaction Surveys. Such feedback provides direction and focus on what matters to our residents and inspires us to build an even higher-functioning organisation that is community-focused.

The full results of this survey have been made public (in this meeting's agenda) and will be communicated to residents via the Monash Bulletin, the e-newsletter, a media release and on Council's website. There is no requirement for this but Monash does make its full report publicly available every year in the interests of transparency and open government.