CUSTOMER SERVICE
Contact last 12 months

• 49% of Monash City Council residents have had contact with Customer Service in the last 12 months, down 2% on 2012.

• Rating of Customer Service has decreased slightly from 71 in 2012 to 70 in 2013, slightly below the State-wide average and Inner Melbourne Metropolitan averages.

• The greatest change relative to 2012 was a 7-point drop among women aged 18-49 and an 8-point increase among men aged 18-49.
Q5. Over the last 12 months, have you or any member of your household had any contact with Council? This may be in person, in writing, by telephone conversation, by text message, by email or via their website or social media such as Facebook or Twitter?
Base: All respondents. Councils asked statewide: 71
Q5c. Thinking of the most recent contact, how would you rate Council for customer service?

Base: All respondents who have had contact with Council in the last 12 months. Councils asked statewide: 71
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COUNCIL DIRECTION INDICATORS
Council Direction Summary

• When asked about the direction of Monash City Council over the last 12 months, 70% of all residents say it has stayed about the same, 17% say things have improved and 8% say things have deteriorated.

• These results are almost identical to 2012 when 70% of all residents said it had stayed about the same, 16% said things improved and 8% said things had deteriorated.

• Residents aged 18-34 (22%) are most likely to believe Council Direction has improved and residents residing in Monash West (15%) are most likely to believe Council Direction has deteriorated.
Q6. Over the last 12 months, what is your view about the direction of Council overall?
Base: All respondents. Councils asked statewide: 71
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Base: All respondents. Councils asked statewide: 71

<table>
<thead>
<tr>
<th>Region</th>
<th>Improved</th>
<th>Stayed the same</th>
<th>Deteriorated</th>
<th>Can't Say</th>
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<td>2012 Monash City Council</td>
<td>16</td>
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<td>8</td>
<td>6</td>
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<tr>
<td>2013 Monash City Council</td>
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<td>State-wide</td>
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<td>Monash South-West</td>
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<tr>
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<td>Women 50+</td>
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<td>70</td>
<td>7</td>
<td>6</td>
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</table>
COMMUNICATIONS
• A council newsletter sent via mail (41%) is the main preferred form of communication among residents, for those aged under 50 (36%) and even more so for those aged over 50 (46%).

• A council newsletter sent via email (23%) is the second most preferred method of communication among residents, again both for those aged under 50 (24%) and over 50 (22%).

• A council newsletter as an insert in a local newspaper (16%) and advertising in a local newspaper (13%) following as the third and fourth preferred forms of communication, although incidence levels are down slightly on 2012.

• Website and text message formats did not rate as highly as other modes of communication, although further analysis is recommended to understand the demographic preference profiles of the various different forms of communication.
Q13. If Council was going to get in touch with you to inform you about council news and information and upcoming events, which one is the BEST way to communicate with you?

Base: All respondents. Councils asked statewide: 27 Councils asked group: 7

COMMUNITY SATISFACTION SURVEY 2013 - Monash City Council
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Community Satisfaction Survey 2013 - Monash City Council

2013 Best Forms of Communication

Over 50s

- A council newsletter sent via mail: 46%
- A council newsletter sent via email: 22%
- A council newsletter as an insert in a local newspaper: 15%
- Advertising in a local newspaper: 13%
- A text message: 2%
- The council website: 1%
- Other: 1%
- Can't Say: 0%

Change (2012 to 2013)

- NA
- NA
- -1
- 0
- -1
- -6
- 8
- -1
POSITIVES & AREAS FOR IMPROVEMENT
Positives & areas for improvement summary

• When asked to describe the best thing about the Council, residents were very forthcoming in their responses, with top mentions including:
  – Proximity to Facilities: 31%
  – Parks and Gardens: 21%
  – Local Law Enforcement: 16%
  – Location: 14%
  – Community Facilities: 14%

• Conversely, when asked what the Council most needs to do to improve its performance, the top areas for improvement included:
  – Parking Availability: 11%
  – Informing The Community: 10%
  – Nothing: 9%
  – Community Consultation: 9%
  – Footpaths/Walking Tracks: 6%
Q16. Please tell me what is the BEST thing about living in Monash City Council?
Base: All respondents. Councils asked statewide: 32 Councils asked group: 9

- Proximity to Facilities: 31%
- Parks and Gardens: 21%
- Local Law Enforcement: 16%
- Location: 14%
- Community Facilities: 14%
- Transport: 12%
- Business Development: 10%
- Public areas: 9%
- Generally Good/Overall/No Complaints: 9%
- The Community/Community Feeling/Neighbourhood: 8%
- Nothing: 3%
Q17. What does Council most need to do to improve its performance?
Base: All respondents. Councils asked statewide: 33 Councils asked group: 11

2013 Council needs to improve
Detailed Percentages

- Parking Availability: 11%
- Informing The Community: 10%
- Community Consultation: 9%
- Footpaths/Walking Tracks: 6%
- Waste Management: 5%
- Traffic Management: 5%
- Rates too expensive: 5%
- Public Areas general maintenance: 5%
- Medium Strips/Nature Strips: 5%
- Nothing: 9%