KEY CORE MEASURE
OVERALL PERFORMANCE
### Overall performance index scores

<table>
<thead>
<tr>
<th>Category</th>
<th>2014</th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-34</td>
<td>71</td>
<td>72</td>
<td>75</td>
</tr>
<tr>
<td>Women</td>
<td>70</td>
<td>68</td>
<td>73</td>
</tr>
<tr>
<td>Monash West</td>
<td>69</td>
<td>63</td>
<td>73</td>
</tr>
<tr>
<td>65+</td>
<td>69</td>
<td>69</td>
<td>71</td>
</tr>
<tr>
<td>Inner Melbourne Metro</td>
<td>68</td>
<td>66</td>
<td>66</td>
</tr>
<tr>
<td>Monash</td>
<td>67</td>
<td>69</td>
<td>71</td>
</tr>
<tr>
<td>Monash South-West</td>
<td>67</td>
<td>70</td>
<td>72</td>
</tr>
<tr>
<td>Monash East</td>
<td>65</td>
<td>69</td>
<td>70</td>
</tr>
<tr>
<td>Men</td>
<td>63</td>
<td>69</td>
<td>70</td>
</tr>
<tr>
<td>50-64</td>
<td>63</td>
<td>64</td>
<td>68</td>
</tr>
<tr>
<td>35-49</td>
<td>62</td>
<td>68</td>
<td>68</td>
</tr>
<tr>
<td>State-wide</td>
<td>61</td>
<td>60</td>
<td>60</td>
</tr>
</tbody>
</table>

Q3. **ON BALANCE, for the last twelve months, how do you feel about the performance of Monash City Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?**

Base: All respondents  Councils asked statewide: 67  Councils asked group: 13

Note: please see page 6 for explanation about significant differences
### Overall Performance Detailed Percentages

<table>
<thead>
<tr>
<th>Suburb</th>
<th>Very Good</th>
<th>Good</th>
<th>Average</th>
<th>Poor</th>
<th>Very Poor</th>
<th>Can't Say</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014 Monash</td>
<td>12%</td>
<td>52%</td>
<td>28%</td>
<td>4%</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>2013 Monash</td>
<td>15%</td>
<td>50%</td>
<td>28%</td>
<td>3%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>2012 Monash</td>
<td>18%</td>
<td>54%</td>
<td>24%</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Monash South-West</td>
<td>14%</td>
<td>51%</td>
<td>27%</td>
<td>2%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Monash East</td>
<td>9%</td>
<td>51%</td>
<td>32%</td>
<td>4%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Monash West</td>
<td>16%</td>
<td>53%</td>
<td>23%</td>
<td>5%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Inner Melbourne Metro</td>
<td>15%</td>
<td>49%</td>
<td>28%</td>
<td>5%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>State-wide</td>
<td>11%</td>
<td>40%</td>
<td>35%</td>
<td>9%</td>
<td>4%</td>
<td>1%</td>
</tr>
<tr>
<td>Men</td>
<td>9%</td>
<td>50%</td>
<td>27%</td>
<td>7%</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>Women</td>
<td>15%</td>
<td>53%</td>
<td>29%</td>
<td>9%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>18-34</td>
<td>15%</td>
<td>56%</td>
<td>23%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>35-49</td>
<td>3%</td>
<td>60%</td>
<td>22%</td>
<td>9%</td>
<td>5%</td>
<td>1%</td>
</tr>
<tr>
<td>50-64</td>
<td>9%</td>
<td>40%</td>
<td>44%</td>
<td>9%</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>65+</td>
<td>19%</td>
<td>45%</td>
<td>30%</td>
<td>3%</td>
<td>2%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Q3. **ON BALANCE, for the last twelve months, how do you feel about the performance of Monash City Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?**

*Base: All respondents. Councils asked statewide: 67 Councils asked group: 13*
KEY CORE MEASURE

CUSTOMER SERVICE
### Contact last 12 months summary

<table>
<thead>
<tr>
<th>Category</th>
<th>Summary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall contact with Monash City Council</td>
<td>47%, down 2 points on 2013</td>
</tr>
<tr>
<td>Most contact with Monash City Council</td>
<td>Aged 35-49 years</td>
</tr>
<tr>
<td>Least contact with Monash City Council</td>
<td>Aged 18-34 years</td>
</tr>
<tr>
<td>Customer Service rating</td>
<td>Index score of 73, up 3 points on 2013</td>
</tr>
<tr>
<td>Most satisfied with Customer Service</td>
<td>Aged 65+ years</td>
</tr>
<tr>
<td>Least satisfied with Customer Service</td>
<td>Aged 18-34 years</td>
</tr>
</tbody>
</table>
Q5. Over the last 12 months, have you or any member of your household had any contact with Monash City Council? This may have been 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: 54 Councils asked group: 10

Note: please see page 6 for explanation about significant differences
Q5c. Thinking of the most recent contact, how would you rate Monash City Council for customer service? Please keep in mind we do NOT mean ACTUAL OUTCOME but rather the actual service that was received. Base: All respondents who have had contact with Council in the last 12 months. Councils asked statewide: 67 Councils asked group: 13

Note: please see page 6 for explanation about significant differences

*Caution: small sample size < n=30
Q5c. Thinking of the most recent contact, how would you rate Monash City Council for customer service? Please keep in mind we do NOT mean ACTUAL OUTCOME but rather the actual service that was received. Base: All respondents who have had contact with Council in the last 12 months. Councils asked statewide: 67 Councils asked group: 13

*Caution: small sample size < n=30

<table>
<thead>
<tr>
<th>Group</th>
<th>Very Good</th>
<th>Good</th>
<th>Average</th>
<th>Poor</th>
<th>Very Poor</th>
<th>Can't say</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014 Monash</td>
<td>31</td>
<td>41</td>
<td>16</td>
<td>7</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>2013 Monash</td>
<td>27</td>
<td>37</td>
<td>17</td>
<td>10</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>2012 Monash</td>
<td>29</td>
<td>40</td>
<td>16</td>
<td>8</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>State-wide</td>
<td>32</td>
<td>38</td>
<td>16</td>
<td>7</td>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td>Inner Melbourne Metro</td>
<td>35</td>
<td>38</td>
<td>15</td>
<td>6</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Monash West</td>
<td>35</td>
<td>37</td>
<td>20</td>
<td>4</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Monash East</td>
<td>30</td>
<td>38</td>
<td>15</td>
<td>10</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Monash South-West</td>
<td>24</td>
<td>55</td>
<td>13</td>
<td>4</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Men</td>
<td>22</td>
<td>47</td>
<td>21</td>
<td>5</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Women</td>
<td>40</td>
<td>35</td>
<td>11</td>
<td>10</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>18-34</td>
<td>6</td>
<td>59</td>
<td>18</td>
<td>12</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>35-49</td>
<td>29</td>
<td>41</td>
<td>23</td>
<td>5</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>50-64*</td>
<td>30</td>
<td>37</td>
<td>17</td>
<td>2</td>
<td>11</td>
<td>2</td>
</tr>
<tr>
<td>65+</td>
<td>51</td>
<td>30</td>
<td>8</td>
<td>9</td>
<td>2</td>
<td></td>
</tr>
</tbody>
</table>

*Caution: small sample size < n=30
## Council Direction Summary

| Council Direction over last 12 months | • 66% stayed about the same, down 4 points on 2013  
|                                      | • 17% improved, equal points on 2013  
<p>|                                      | • 9% deteriorated, up 1 point on 2013 |
| Most satisfied with Council Direction | • Aged 18-34 years |
| Least satisfied with Council Direction | • Aged 50-64 years |</p>
<table>
<thead>
<tr>
<th>Age Group</th>
<th>2014</th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-34</td>
<td>59</td>
<td>59</td>
<td>55</td>
</tr>
<tr>
<td>Women</td>
<td>57</td>
<td>57</td>
<td>55</td>
</tr>
<tr>
<td>Monash West</td>
<td>56</td>
<td>51</td>
<td>55</td>
</tr>
<tr>
<td>Monash South-West</td>
<td>56</td>
<td>56</td>
<td>54</td>
</tr>
<tr>
<td>Monash</td>
<td>55</td>
<td>55</td>
<td>54</td>
</tr>
<tr>
<td>Inner Melbourne Metro</td>
<td>55</td>
<td>55</td>
<td>54</td>
</tr>
<tr>
<td>65+</td>
<td>55</td>
<td>54</td>
<td>58</td>
</tr>
<tr>
<td>State-wide</td>
<td>53</td>
<td>53</td>
<td>52</td>
</tr>
<tr>
<td>Monash East</td>
<td>53</td>
<td>55</td>
<td>54</td>
</tr>
<tr>
<td>35-49</td>
<td>53</td>
<td>51</td>
<td>51</td>
</tr>
<tr>
<td>Men</td>
<td>52</td>
<td>53</td>
<td>54</td>
</tr>
<tr>
<td>50-64</td>
<td>46</td>
<td>54</td>
<td>53</td>
</tr>
</tbody>
</table>

Q6. Over the last 12 months, what is your view of the direction of Monash City Council’s overall performance? Base: All respondents. Councils asked statewide: 67 Councils asked group: 13

Note: please see page 6 for explanation about significant differences
Q6. Over the last 12 months, what is your view of the direction of Monash City Council’s overall performance?

*Base: All respondents. Councils asked statewide: 67 Councils asked group: 13*
AREAS FOR IMPROVEMENT
Q17. What does Monash City Council MOST need to do to improve its performance?
Base: All respondents. Councils asked statewide: 35 Councils asked group: 11

<table>
<thead>
<tr>
<th>Issue</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication</td>
<td>17%</td>
</tr>
<tr>
<td>Parking availability</td>
<td>9%</td>
</tr>
<tr>
<td>Community consultation</td>
<td>8%</td>
</tr>
<tr>
<td>Traffic management</td>
<td>8%</td>
</tr>
<tr>
<td>Footpaths/Walking tracks</td>
<td>7%</td>
</tr>
<tr>
<td>Community support</td>
<td>6%</td>
</tr>
<tr>
<td>Inappropriate development</td>
<td>5%</td>
</tr>
<tr>
<td>Public transport</td>
<td>4%</td>
</tr>
<tr>
<td>Sealed road maintenance</td>
<td>4%</td>
</tr>
<tr>
<td>Waste management</td>
<td>4%</td>
</tr>
<tr>
<td>Nothing</td>
<td>14%</td>
</tr>
</tbody>
</table>
COMMUNICATIONS
### 2014 best forms of communication

<table>
<thead>
<tr>
<th>Method</th>
<th>2014</th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>A council newsletter sent via mail</td>
<td>49</td>
<td>41</td>
<td>38</td>
</tr>
<tr>
<td>A council newsletter sent via email</td>
<td>17</td>
<td>23</td>
<td>22</td>
</tr>
<tr>
<td>Advertising in a local newspaper</td>
<td>14</td>
<td>13</td>
<td>16</td>
</tr>
<tr>
<td>A council newsletter as an insert in a local newspaper</td>
<td>11</td>
<td>16</td>
<td>19</td>
</tr>
<tr>
<td>A text message</td>
<td>5</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>The council website</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Other</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Can't say</td>
<td>0</td>
<td>*</td>
<td>1</td>
</tr>
</tbody>
</table>

Q13. If Monash City Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?

Note: please see page 6 for explanation about significant differences
### 2014 best forms of communication — under 50s

<table>
<thead>
<tr>
<th>Method</th>
<th>2014</th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>A council newsletter sent via mail</td>
<td>47</td>
<td>36</td>
<td>32</td>
</tr>
<tr>
<td>A council newsletter sent via email</td>
<td>17</td>
<td>24</td>
<td>28</td>
</tr>
<tr>
<td>Advertising in a local newspaper</td>
<td>16</td>
<td>12</td>
<td>18</td>
</tr>
<tr>
<td>A council newsletter as an insert in a local newspaper</td>
<td>10</td>
<td>17</td>
<td>18</td>
</tr>
<tr>
<td>A text message</td>
<td>8</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>The council website</td>
<td>2</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Other</td>
<td>0</td>
<td>2</td>
<td>n/a</td>
</tr>
<tr>
<td>Can’t say</td>
<td>0</td>
<td>n/a</td>
<td>*</td>
</tr>
</tbody>
</table>

Q13. If Monash City Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?  
Base: All respondents aged under 50. Councils asked statewide: 28  Councils asked group: 8

Note: please see page 6 for explanation about significant differences
### 2014 best forms of communication — over 50s

<table>
<thead>
<tr>
<th>Communication Method</th>
<th>2014</th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>A council newsletter sent via mail</td>
<td>51</td>
<td>46</td>
<td>47</td>
</tr>
<tr>
<td>A council newsletter sent via email</td>
<td>16</td>
<td>22</td>
<td>14</td>
</tr>
<tr>
<td>Advertising in a local newspaper</td>
<td>12</td>
<td>13</td>
<td>14</td>
</tr>
<tr>
<td>A council newsletter as an insert in a local newspaper</td>
<td>13</td>
<td>15</td>
<td>21</td>
</tr>
<tr>
<td>A text message</td>
<td>1</td>
<td>2</td>
<td>*</td>
</tr>
<tr>
<td>The council website</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Other</td>
<td>5</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Can’t say</td>
<td>1</td>
<td>*</td>
<td>2</td>
</tr>
</tbody>
</table>

Q13. If Monash City Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you? Base: All respondents aged over 50. Councils asked statewide: 28  Councils asked group: 8

Note: please see page 6 for explanation about significant differences