

CUSTOMER SERVICE

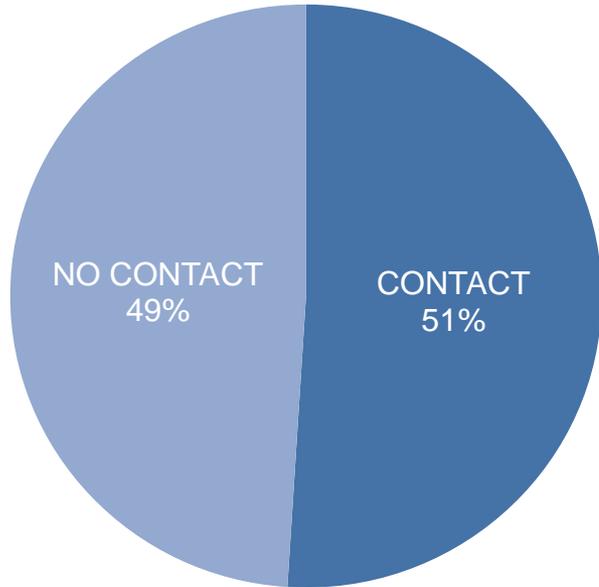


Contact last 12 months

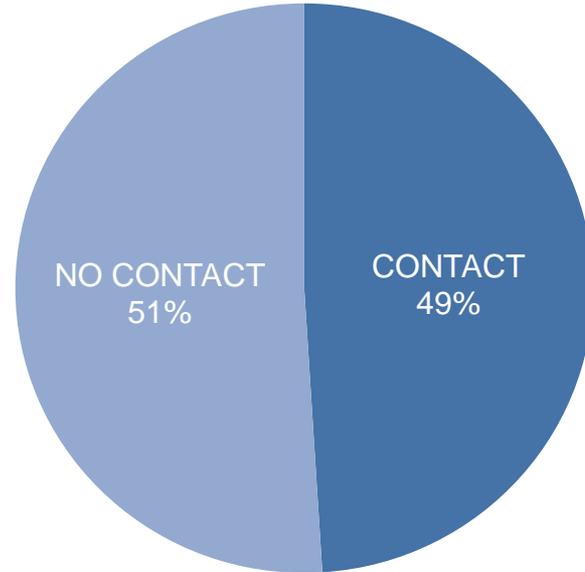
- 49% of Monash City Council residents have had contact with Customer Service in the last 12 months, down 2% on 2012.
- Rating of Customer Service has decreased slightly from 71 in 2012 to 70 in 2013, slightly below the State-wide average and Inner Melbourne Metropolitan averages.
- The greatest change relative to 2012 was a 7-point drop among women aged 18-49 and an 8-point increase among men aged 18-49.

Contact Last 12 Months

2012



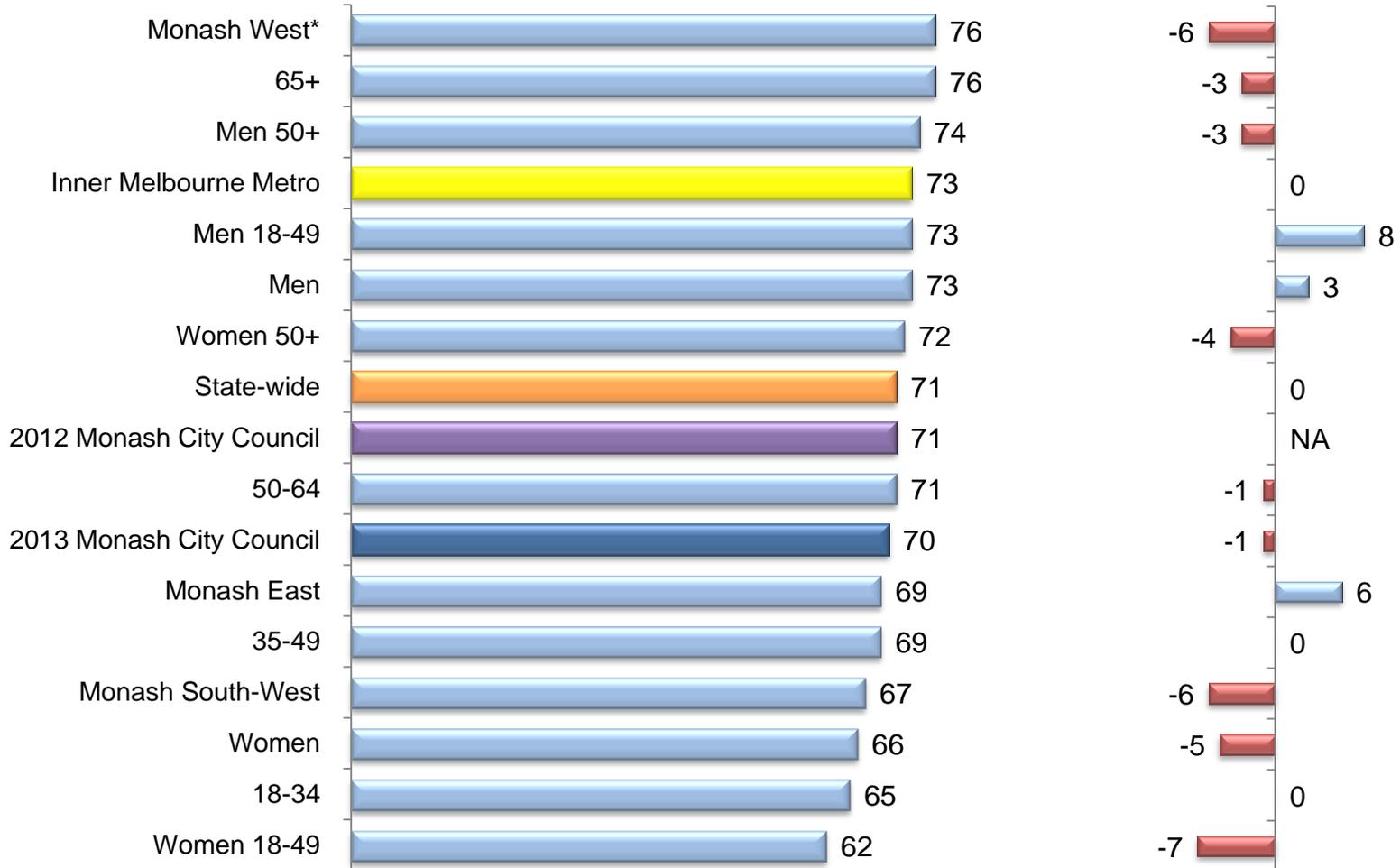
2013



2013 Contact Customer Service

Index Score

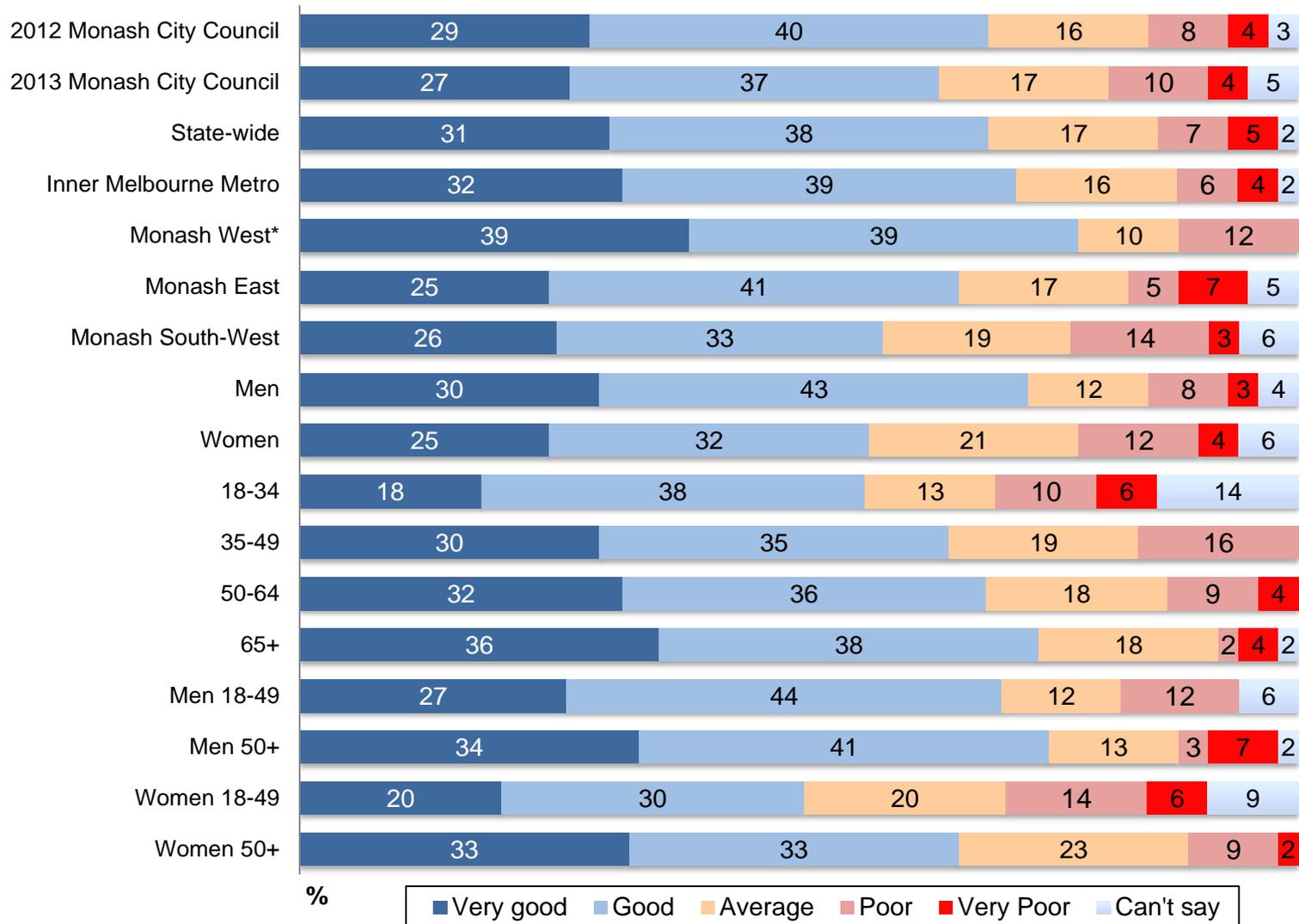
Change (2012 to 2013)



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

2013 Contact Customer Service



COUNCIL DIRECTION INDICATORS

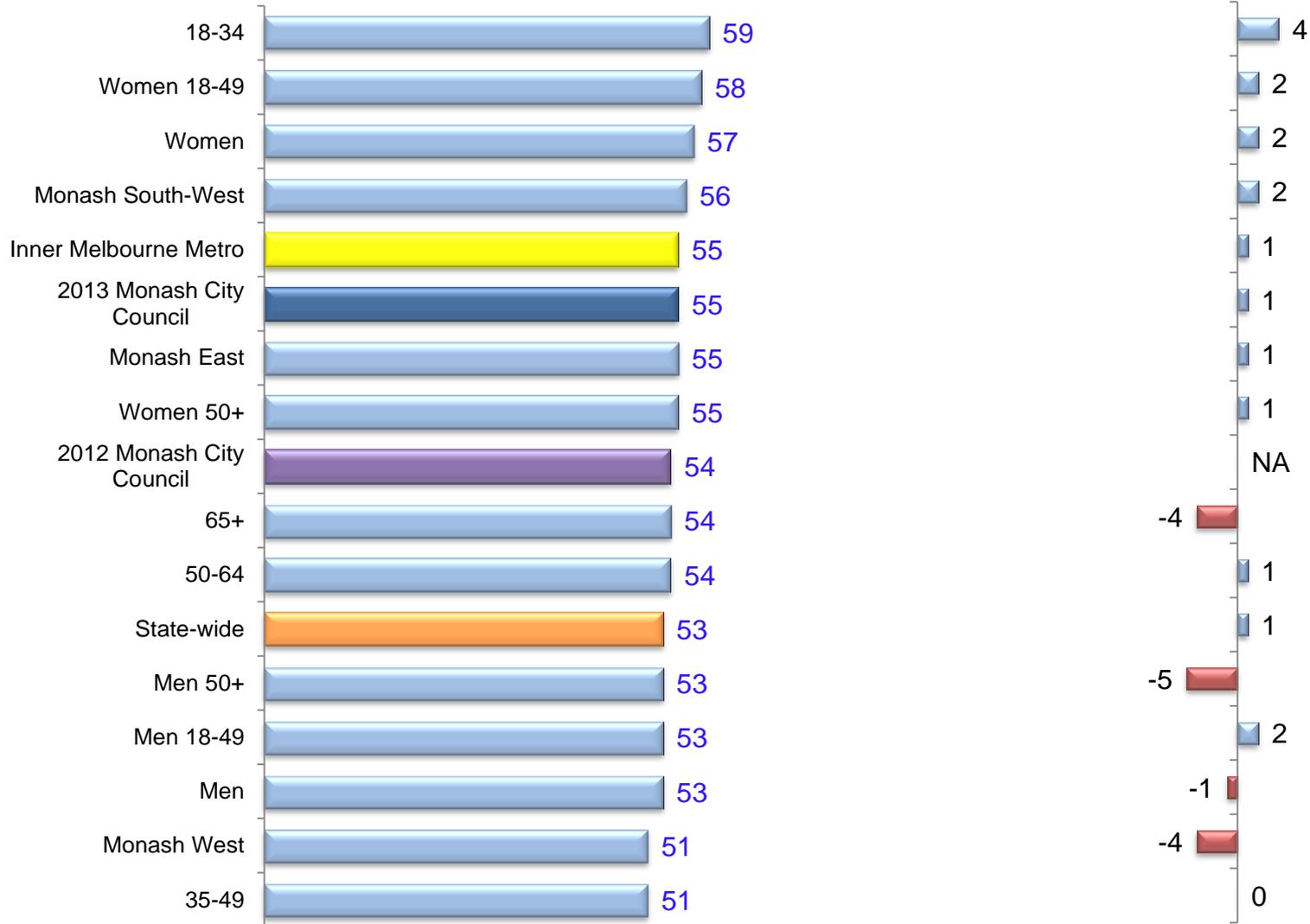
Council Direction Summary

- 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.

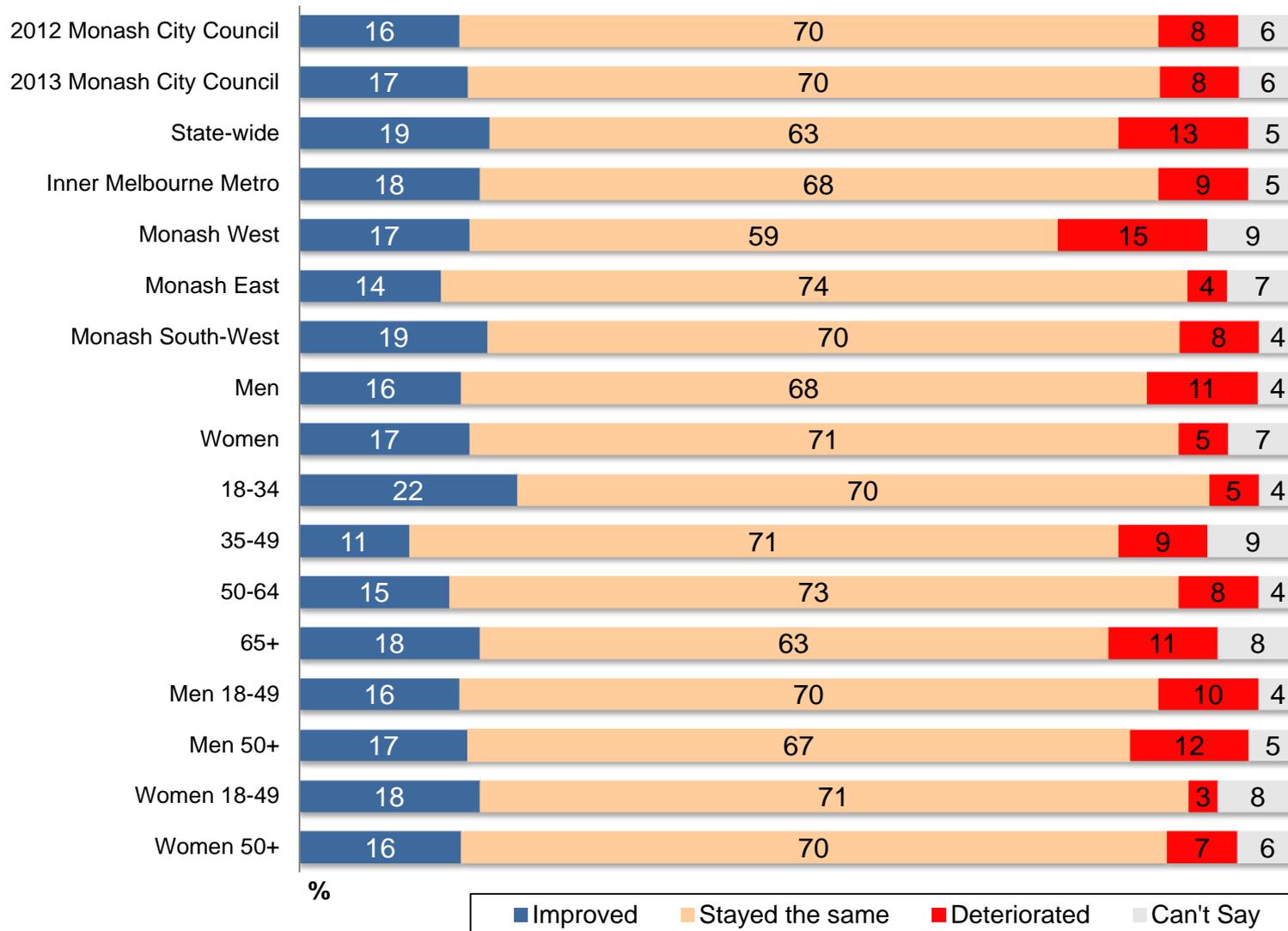
2013 Overall Direction Last 12 Months

Index Score

Change (2012 to 2013)



2013 Overall Direction Last 12 Months



COMMUNICATIONS



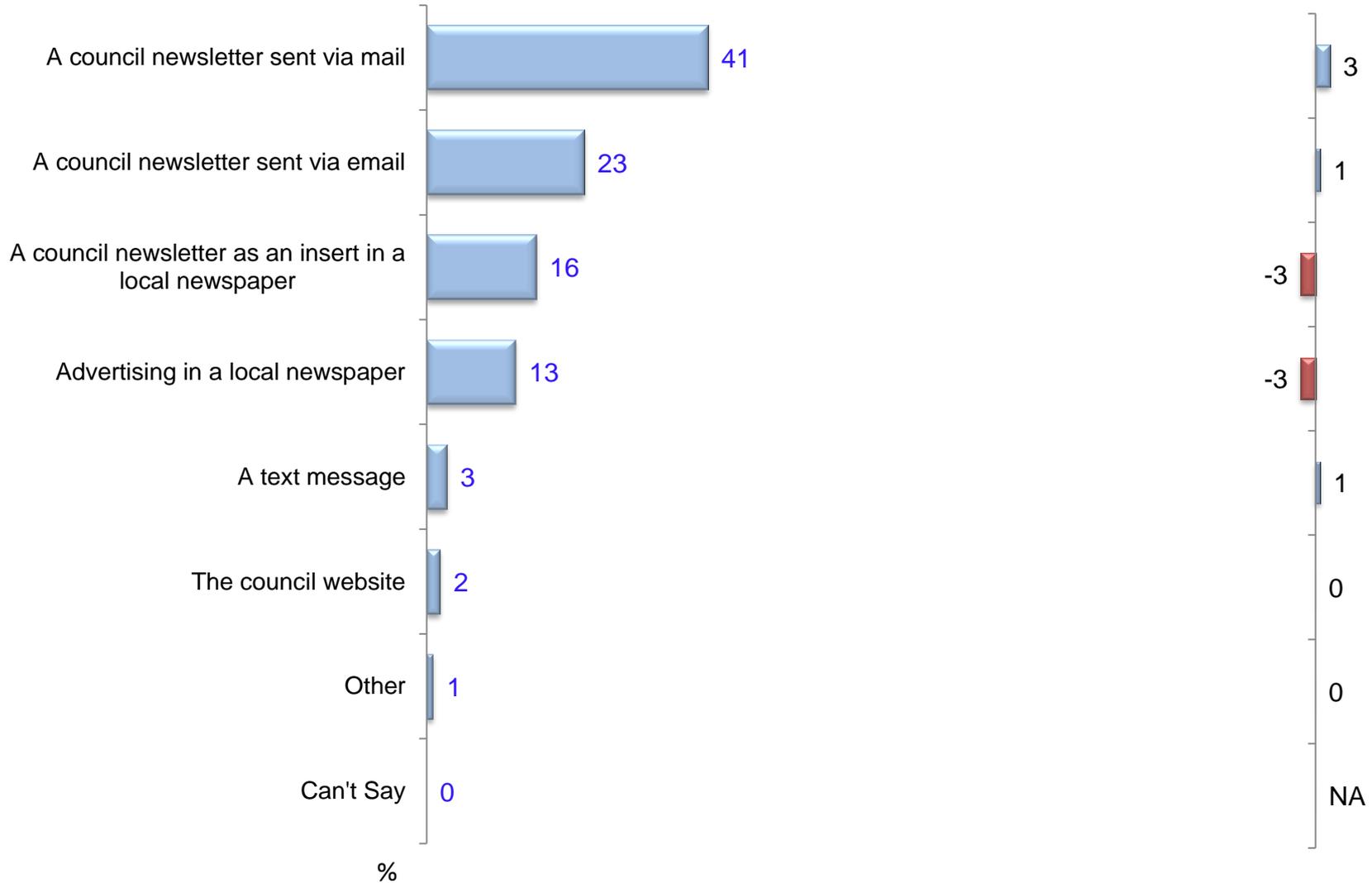
Communications Summary

- 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.

2013 Best Forms of Communication

Detailed Percentages

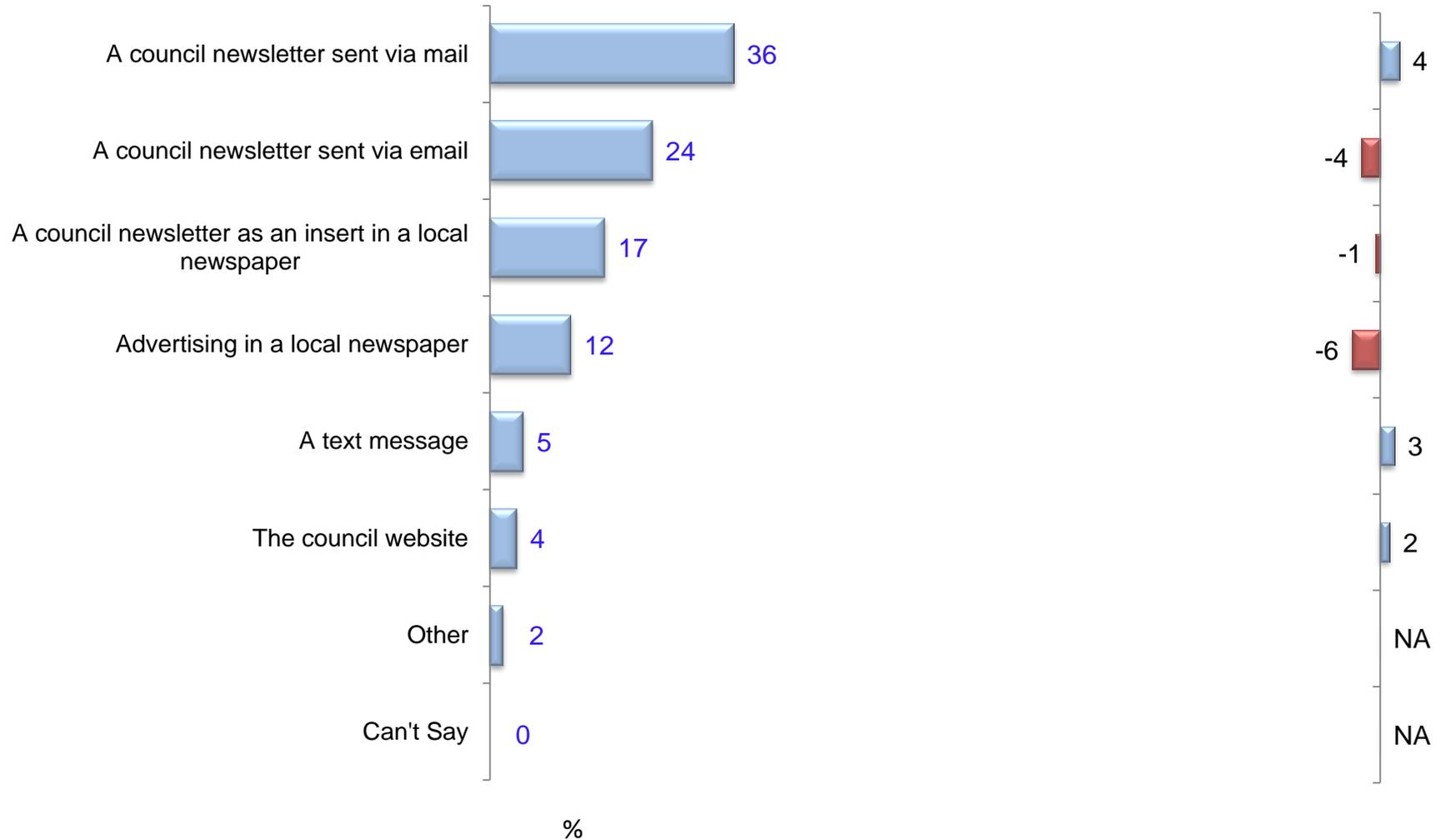
Change (2012 to 2013)



2013 Best Forms of Communication

Under 50s

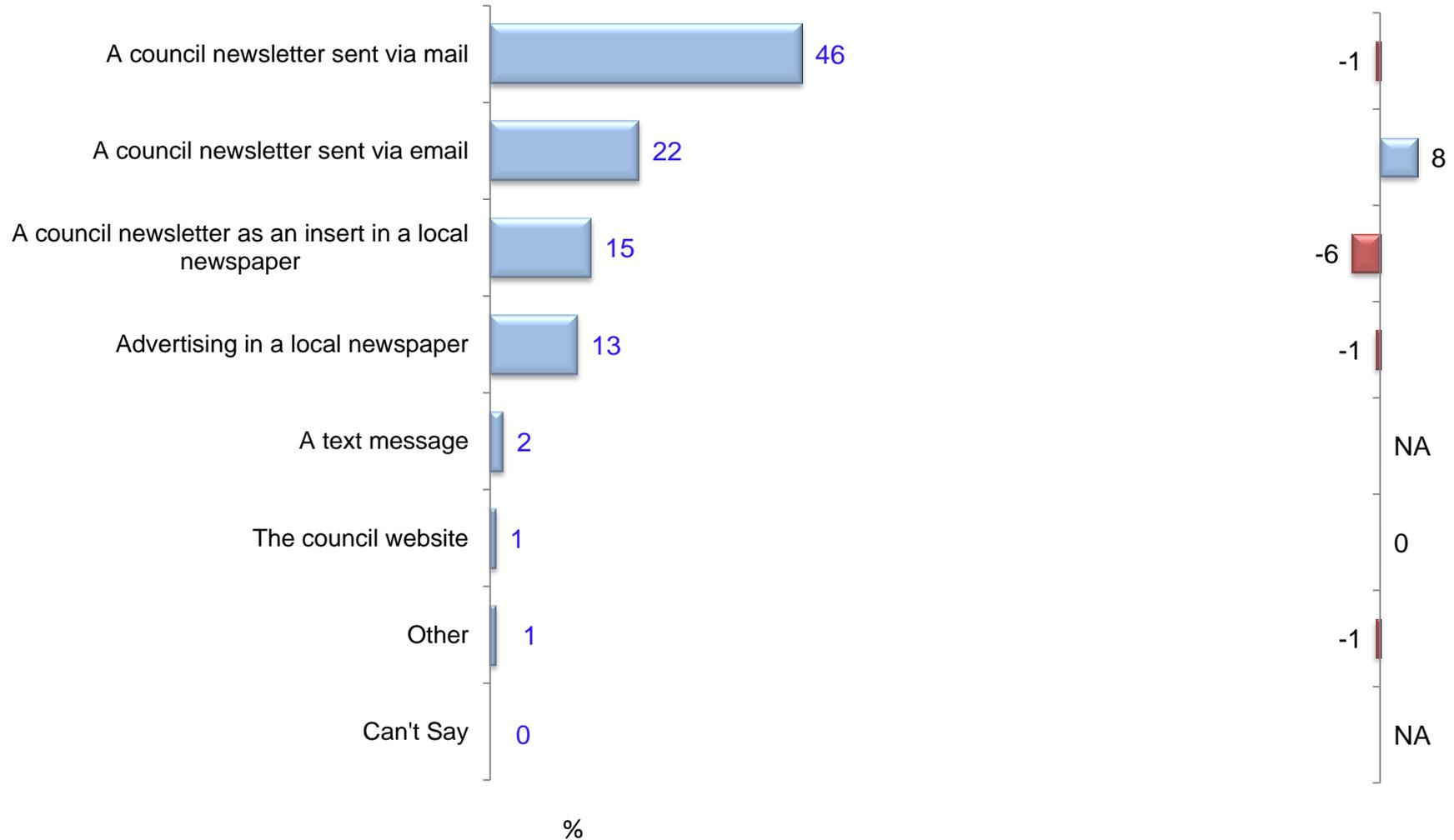
Change (2012 to 2013)



2013 Best Forms of Communication

Over 50s

Change (2012 to 2013)



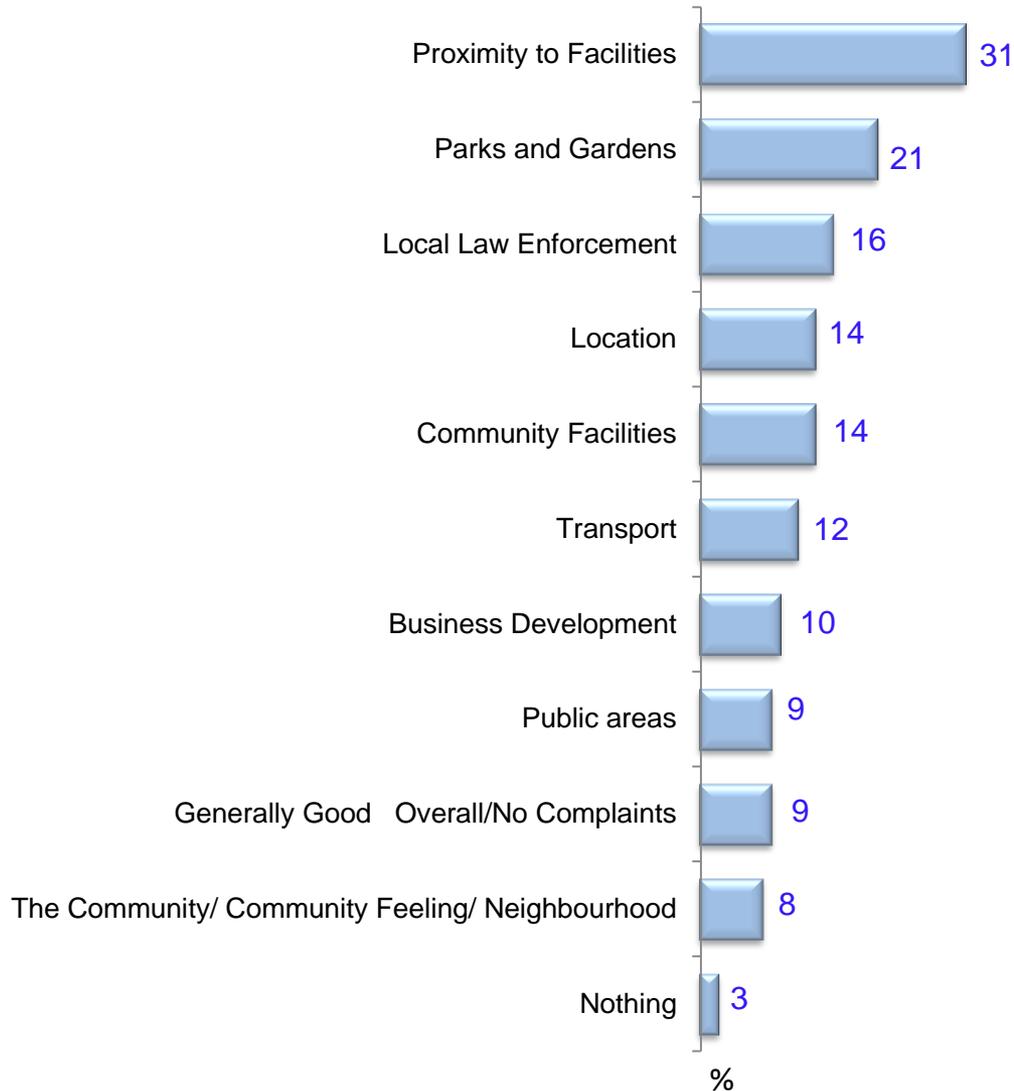
POSITIVES & AREAS FOR IMPROVEMENT

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%

2013 Best things about Council

Detailed Percentages



2013 Council needs to improve

Detailed Percentages

