

Background and objectives

Welcome to the report of results and recommendations for the 2014 State-wide Local Government Community Satisfaction Survey for Monash City Council.

Each year Local Government Victoria (LGV) coordinates and auspices this State-wide Local Government Community Satisfaction Survey throughout Victorian local government areas. This coordinated approach allows for far more cost effective surveying than would be possible if councils commissioned surveys individually.

Participation in the State-wide Local Government Community Satisfaction Survey is optional and participating councils have a range of choices as to the content of the questionnaire and the sample size to be surveyed, depending on their individual strategic, financial and other considerations.

The main objectives of the survey are to assess the performance of Monash City Council across a range of measures and to seek insight into ways to provide improved or more effective service delivery. The survey also provides councils with a means to fulfil some of their statutory reporting requirements as well as acting as a feedback mechanism to LGV.

Survey methodology and sampling

This survey was conducted by Computer Assisted Telephone Interviewing (CATI) as a representative random probability survey of residents aged 18+ years in Monash City Council.

Survey sample matched to the Monash City Council was purchased from an accredited supplier of publicly available phone records, including up to 10% mobile phone numbers to cater to the diversity of residents in the Council, particularly younger people.

A total of n=400 completed interviews were achieved in Monash City Council. Survey fieldwork was conducted in the period of 31 January – 11 March 2014.

The 2013 results against which 2014 results are compared involved a total of n=400 completed interviews in Monash City Council conducted in the period of 1 February – 24 March, 2013.

The 2012 results against which results are compared involved a total of n=400 completed interviews in Monash City Council conducted in the period of 4 May – 30 June 2012.

Survey methodology and sampling

Minimum quotas of gender within age groups were applied during the fieldwork phase. Post survey weighting was then conducted to ensure accurate representation of the age and gender profile of the Monash City Council area.

Any variation of +/-1% between individual results and NET scores in this report or the detailed survey tabulations is due to rounding. In reporting, '--' denotes not mentioned and '0%' denotes mentioned by less than 1% of respondents. "NET" scores refer to two or more response categories being combined into one category for simplicity of reporting.

SURVEY METHODOLOGY AND SAMPLING

Within tables and index score charts throughout this report, statistically significant differences at the 95% confidence level are represented by upward directing blue and downward directing red arrows. Significance when noted indicates a significantly higher or lower result for the analysis group in comparison to the 'Total' result for the council for that survey question for that year. Therefore in the example below:

- The state-wide result is significantly higher than the overall result for the council.
- The result among 50-64 year olds is significantly lower than for the overall result for the council.

Further, results shown in red indicate a significantly lower result than in 2013, for example, below the result among 18-34 year olds in the council is significantly lower than the result achieved among this group in 2013. Results shown in blue indicate a significantly higher result than in 2013, for example, below the result among 35-49 year olds is significantly higher than the result achieved among this group in 2013.

Overall Performance – Index Score (example extract only)



Note: For details on the calculations used to determine statistically significant differences, please refer to Appendix B

Further information

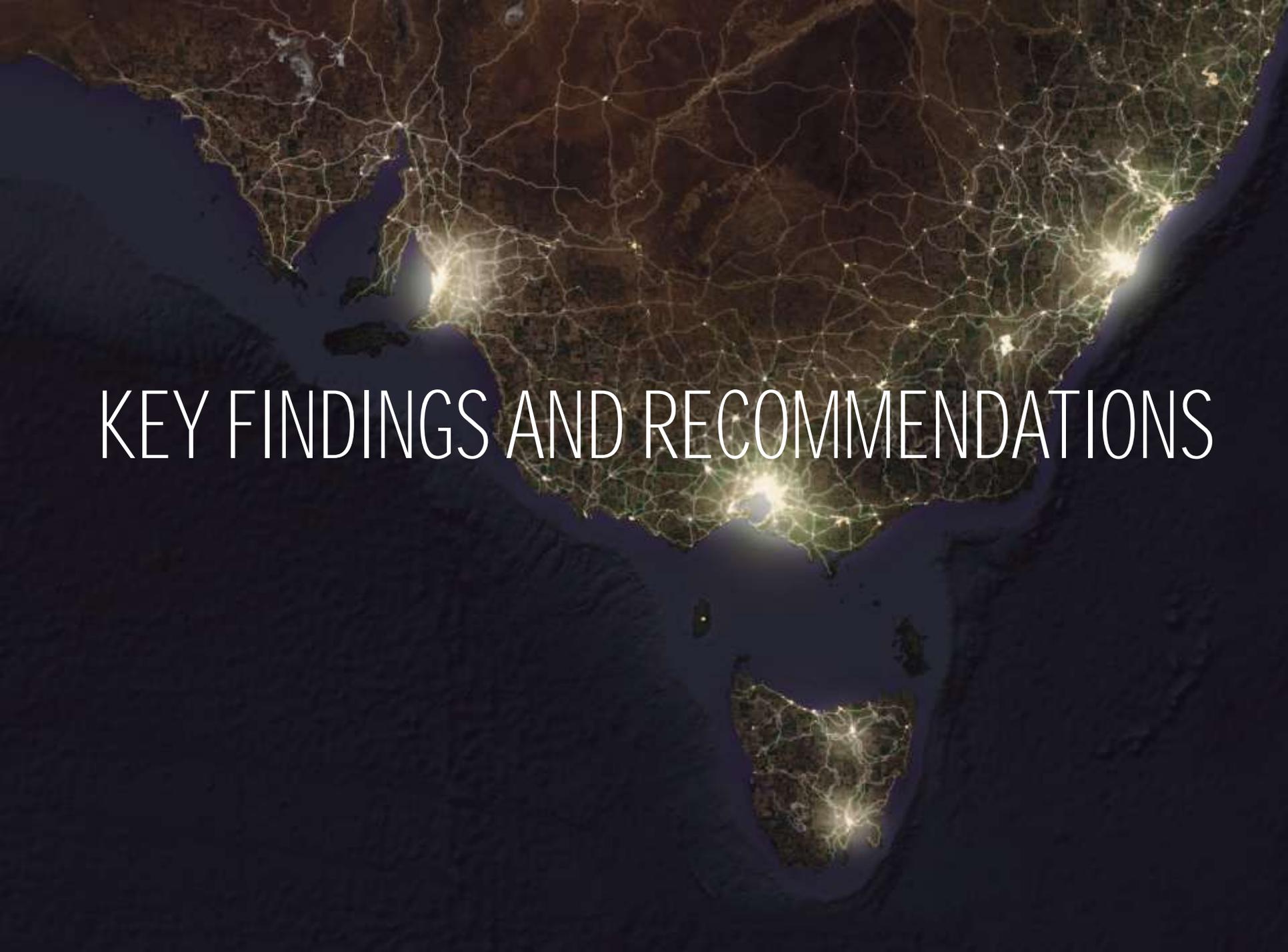
Further Information

Further information about the report and explanations about the State-wide Local Government Community Satisfaction Survey can be found in [Appendix B](#), including:

- [Background and objectives](#)
- [Margins of error](#)
- [Analysis and reporting](#)
- [Glossary of terms](#)

Contacts

For further queries about the conduct and reporting of the 2014 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on (03) 8685 8555.



KEY FINDINGS AND RECOMMENDATIONS

Key findings and recommendations

In terms of **overall performance**, ratings of Monash City Council have dropped by 2 points each year since 2012. At a score of 67 in 2014, overall performance is now on par with the Inner Metropolitan average, but still significantly higher than the state-wide average.

Likewise, there has been no significant decrease in **community consultation and engagement**, although at 54 it has dropped 5 points since 2012 and is also now significantly below the state-wide and Inner Metropolitan averages.

- There have been significant decreases from 2013 among men (down 7 points) and 18-34 year olds (down 6 points).

Council's **advocacy** rating of 56 is on par with its 2013 score, and with the state-wide and Inner Metropolitan averages.

- Again, there have been significant falls in rated performance on this measure among men and 18-34 year olds (both down 6 points).

Key findings and recommendations

Overall council direction is unchanged from 2013, and Monash City Council's score of 55 is on par with the state-wide and Inner Metropolitan average.

- However, 50-64 year olds have significantly decreased their rating of Council, by 8 points, and also rate Council significantly below the council-wide average for 2014.

Contact with Council is fairly low – less than half of Monash residents have had contact with council (47%), and this has been falling since 2012.

At 73, Council's **customer service** satisfaction rating is not significantly changed from 2013, and is on par with the Inner Metropolitan and state-wide averages.

- 18-34 year olds are significantly less satisfied with customer service than Council residents as a whole.

Key findings and recommendations

Council's best performing **individual service areas** in 2014 included waste management (78) and art centres and libraries (76).

The lowest performing service areas were making decisions in the interest of the community (55) and community consultation and engagement (54). When asked to nominate unprompted **areas for improvement** for Monash City Council, 17% of residents wanted better communication.

A council newsletter sent via mail continues to be the **preferred form of communication** and significantly more so than in 2013.

Relative to 2013, Council has seen a significant increase in ratings of community and cultural activities (up 3 points), returning to 2012 levels. However, there has been a 4 point drop on ratings of elderly support services.

Across most service areas, 50-64 year olds are driving negative opinions of Council, while 65+ year olds are generally more positive. Men are also generally less favourably disposed towards Monash City Council than women.

Key findings and recommendations

Rated performance in the following service areas is tracking below the Inner Metropolitan group averages:

- Informing the community
- Elderly support services
- Recreational facilities
- Community and cultural activities
- Making decisions in the interest of the community

Council does better than the Inner Metropolitan average on some services that are difficult for Inner Metropolitan councils, such as traffic and planning issues:

- Traffic management
- Parking facilities
- Council's town planning policy
- Planning and building permits

Key findings and recommendations

It is however important to note that on some of these individual service areas, residents' rated importance is well above rated performance. Council should pay close attention to services where importance exceeds performance by more than 10 points:

- Making decisions in the interest of the community (imp. minus perf. = -22)
- Community consultation and engagement (-18)
- Elderly support services (-15)
- Planning and building permits (-15)
- Town planning policy (-13)
- Advocacy (-12)
- Informing the community (-12)
- Parking facilities (-12)

Key findings and recommendations

An approach we recommend is to **further mine the survey data** to better understand the profile of these over and under-performing demographic groups. This can be achieved via additional consultation and data interrogation, or self-mining the SPSS data provided or via the dashboard portal available to the council.

Please note that the **category descriptions for the coded open ended responses are summaries only**. We recommend further analysis of the detailed cross tabulations and the actual verbatim responses, with a view to the responses of the key gender and age groups, especially any target groups identified.

A **complimentary personal briefing** by senior JWS Research representatives is also available to assist in providing both explanation and interpretation of the results. Please contact JWS Research on 03 8685 8555.

Key findings and recommendations

Highest results in 2014

- Waste management
- Art centres and libraries

Lowest results in 2014

- Community consultation and engagement
- Overall council direction

Most favourably disposed towards Council

- 65+ year olds

Least favourably disposed towards Council

- 50-64 year olds





SUMMARY OF FINDINGS

2014 Summary of core measures Index Score Results

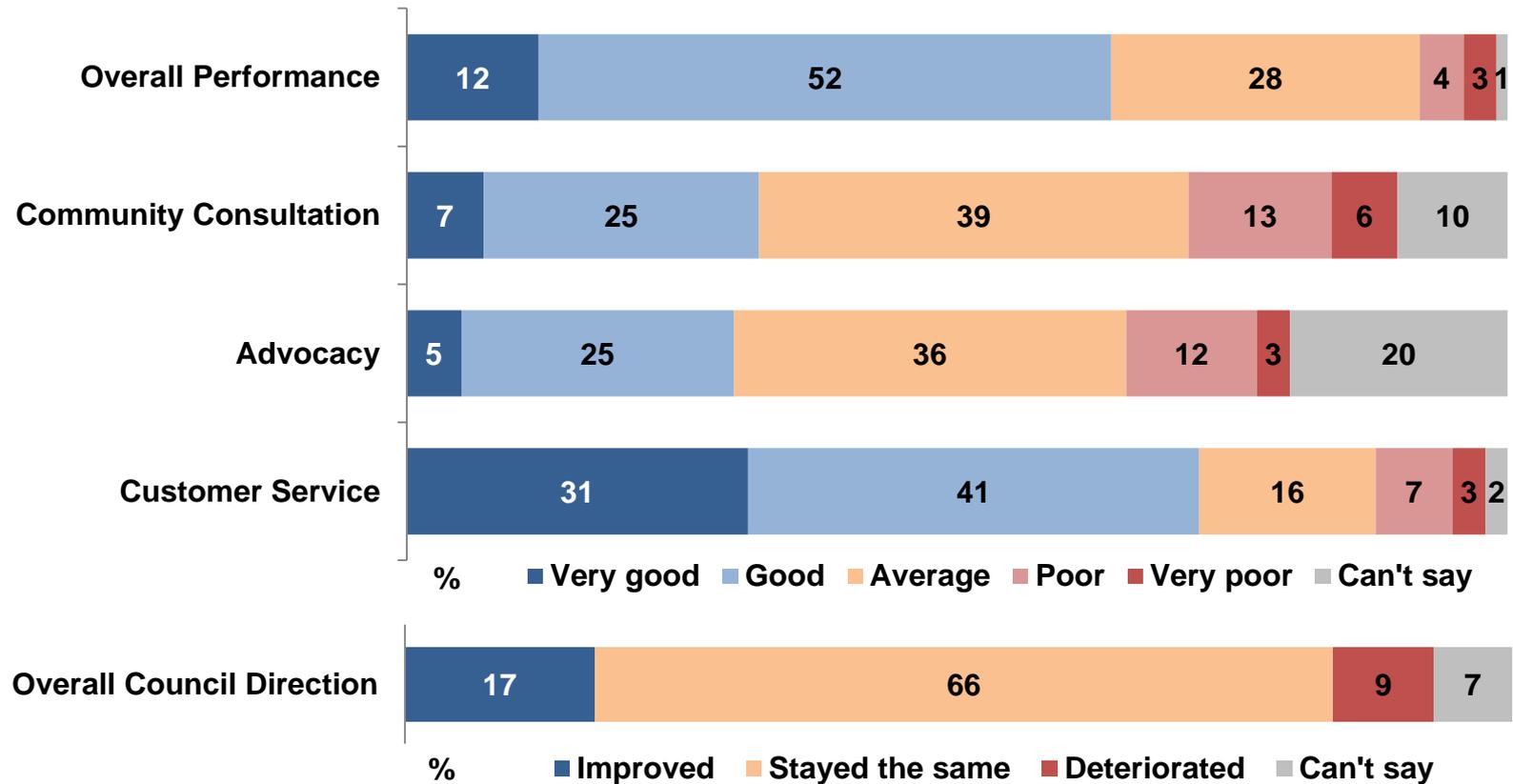
Performance Measures	Monash 2012	Monash 2013	Monash 2014	Inner Melbourne Metro 2014	State-wide 2014
OVERALL PERFORMANCE	71	69	67	68	61
COMMUNITY CONSULTATION (Community consultation and engagement)	59	56	54	59	57
ADVOCACY (Lobbying on behalf of the community)	60	57	56	57	56
CUSTOMER SERVICE	71	70	73	74	72
OVERALL COUNCIL DIRECTION	54	55	55	55	53

2014 Summary of core measures detailed analysis

Performance Measures	Monash 2014	vs. Monash 2013	vs. Inner Melbourne Metro 2014	vs. State-wide 2014	Highest score amongst	Lowest score amongst
OVERALL PERFORMANCE	67	2 points lower	1 points lower	6 points higher	18-34 year olds	35-49 year olds
COMMUNITY CONSULTATION (Community consultation and engagement)	54	2 points lower	5 points lower	3 points lower	Monash South-West	50-64 year olds
ADVOCACY (Lobbying on behalf of the community)	56	1 points lower	1 points lower	Equal	Monash South-West	Men
CUSTOMER SERVICE	73	3 points higher	1 points lower	1 points higher	65+ year olds	18-34 year olds
OVERALL COUNCIL DIRECTION	55	Equal	Equal	2 points higher	18-34 year olds	50-64 year olds



2014 Summary of Key Community Satisfaction Percentage Results



Individual service areas summary key results

Highest results in 2014

- Waste management (78)
- Art centres and libraries (76)

Lowest results in 2014

- Making decisions in the interest of the community (55)

Most favourably disposed towards Council

- 65+ year olds

Least favourably disposed towards Council

- 50-64 year olds

Individual service areas summary

COUNCIL'S PERFORMANCE VS STATE-wide average



Individual service areas summary

COUNCIL'S performance vs group average

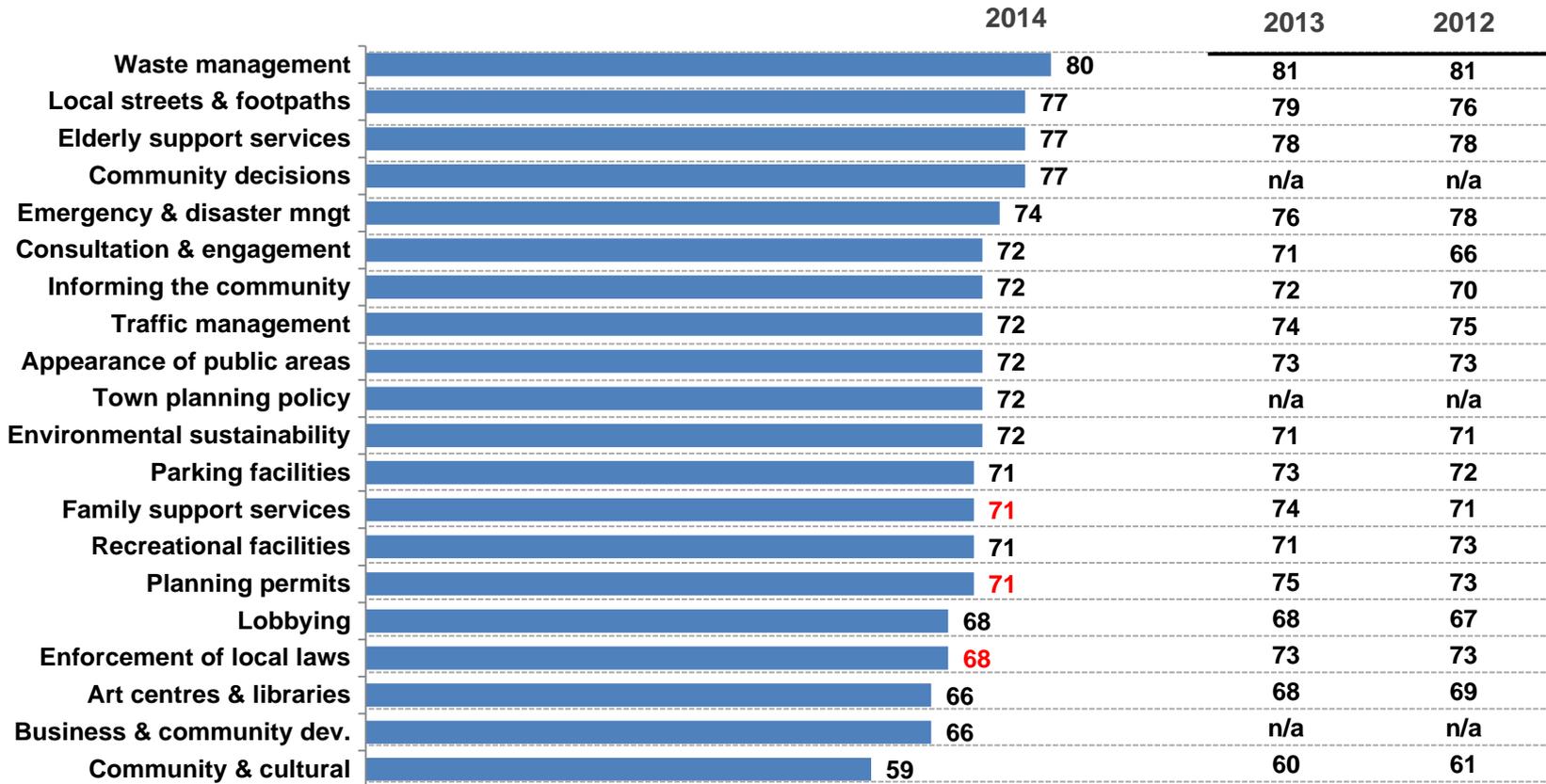


Individual Service Area Summary importance Vs performance

Service areas where Importance exceeds Performance by 10 points or more, suggesting further investigation is necessary:

Service	Importance	Performance	Net differential
Making decisions in the interest of the community	77	55	-22
Consultation & engagement	72	54	-18
Elderly support services	77	62	-15
Planning permits	71	56	-15
Town planning policy	72	59	-13
Lobbying on behalf of the community	68	56	-12
Informing the community	72	60	-12
Parking facilities	71	59	-12

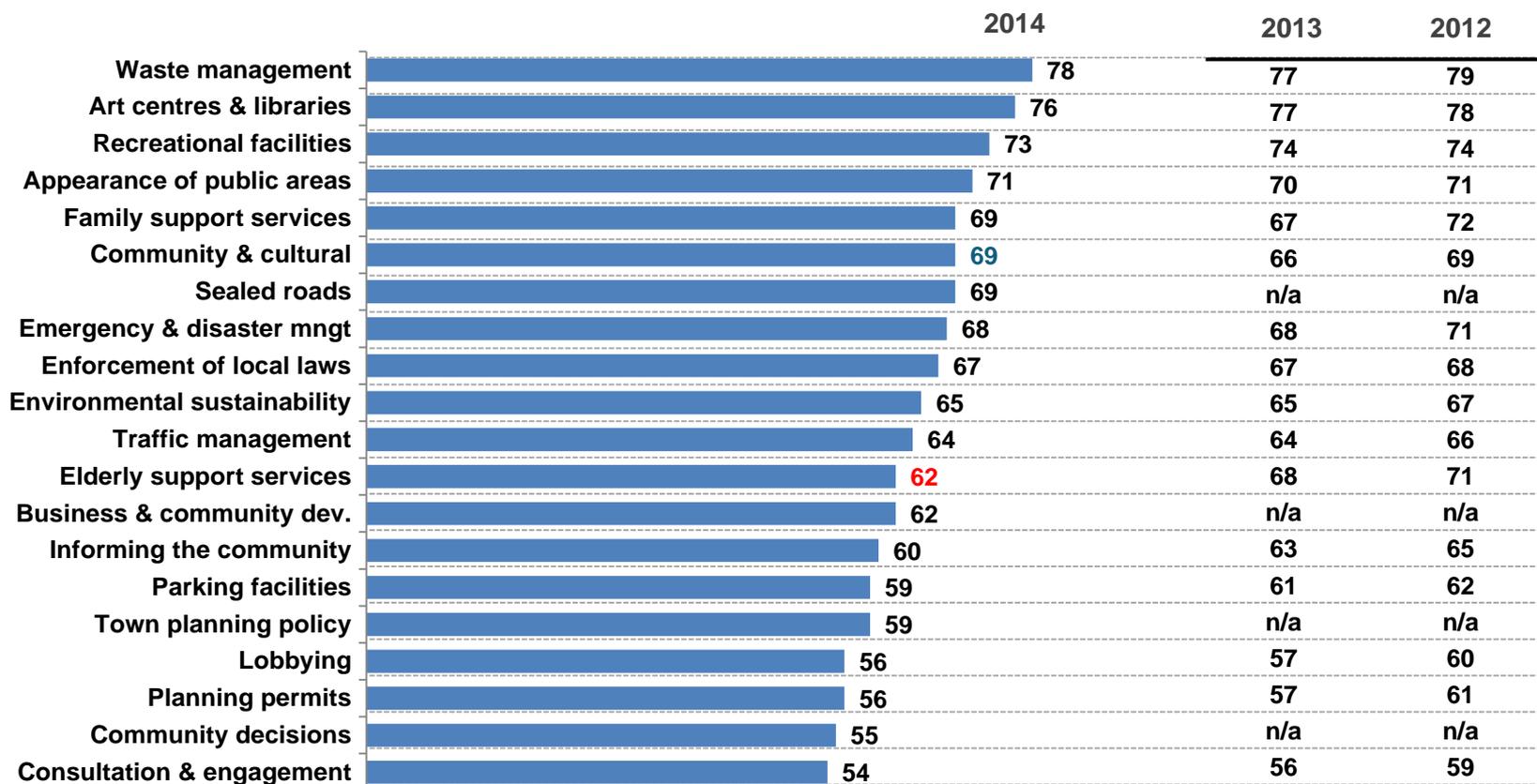
2014 Importance summary



Base: All respondents.

Note: please see page 6 for explanation about significant differences

2014 Performance summary



Base: All respondents.

Note: please see page 6 for explanation about significant differences

2014 Importance summary by council group

Top Five Most Important Service Areas (Highest to Lowest, i.e. #1 – Most Important)

Monash City Council	Inner Metro	Outer Metro	Regional Centres	Small Rural Shires	Large Rural Shires
<ol style="list-style-type: none"> 1. Waste management 2. Community decisions 3. Local streets & footpaths 4. Elderly support services 5. Emergency & disaster mngt 	<ol style="list-style-type: none"> 1. Waste management 2. Community decisions 3. Elderly support services 4. Local streets & footpaths 5. Emergency & disaster mngt 	<ol style="list-style-type: none"> 1. Elderly support services 2. Emergency & disaster mngt 3. Local streets & footpaths 4. Waste management 5. Unsealed roads 	<ol style="list-style-type: none"> 1. Emergency & disaster mngt 2. Community decisions 3. Waste management 4. Elderly support services 5. Sealed roads 	<ol style="list-style-type: none"> 1. Emergency & disaster mngt 2. Community decisions 3. Sealed roads 4. Unsealed roads 5. Elderly support services 	<ol style="list-style-type: none"> 1. Emergency & disaster mngt 2. Community decisions 3. Sealed roads 4. Elderly support services 5. Unsealed roads

2014 Importance summary by council group

Bottom Five Most Important Service Areas (Lowest to Highest, i.e. #1 – Least Important)

Monash City Council	Inner Metro	Outer Metro	Regional Centres	Small Rural Shires	Large Rural Shires
<ol style="list-style-type: none"> 1. Community & cultural 2. Business & community dev. 3. Art centres & libraries 4. Lobbying 5. Enforcement of local laws 	<ol style="list-style-type: none"> 1. Bus/community dev./tourism 2. Community & cultural 3. Slashing & weed control 4. Business & community dev. 5. Lobbying 	<ol style="list-style-type: none"> 1. Tourism development 2. Community & cultural 3. Bus/community dev./tourism 4. Art centres & libraries 5. Lobbying 	<ol style="list-style-type: none"> 1. Community & cultural 2. Art centres & libraries 3. Tourism development 4. Lobbying 5. Planning permits 	<ol style="list-style-type: none"> 1. Community & cultural 2. Art centres & libraries 3. Traffic management 4. Parking facilities 5. Tourism development 	<ol style="list-style-type: none"> 1. Community & cultural 2. Art centres & libraries 3. Parking facilities 4. Traffic management 5. Tourism development

2014 performance summary by council group

Top Five Highest Performing Service Areas (Highest to Lowest, i.e. #1 – Highest Performing)

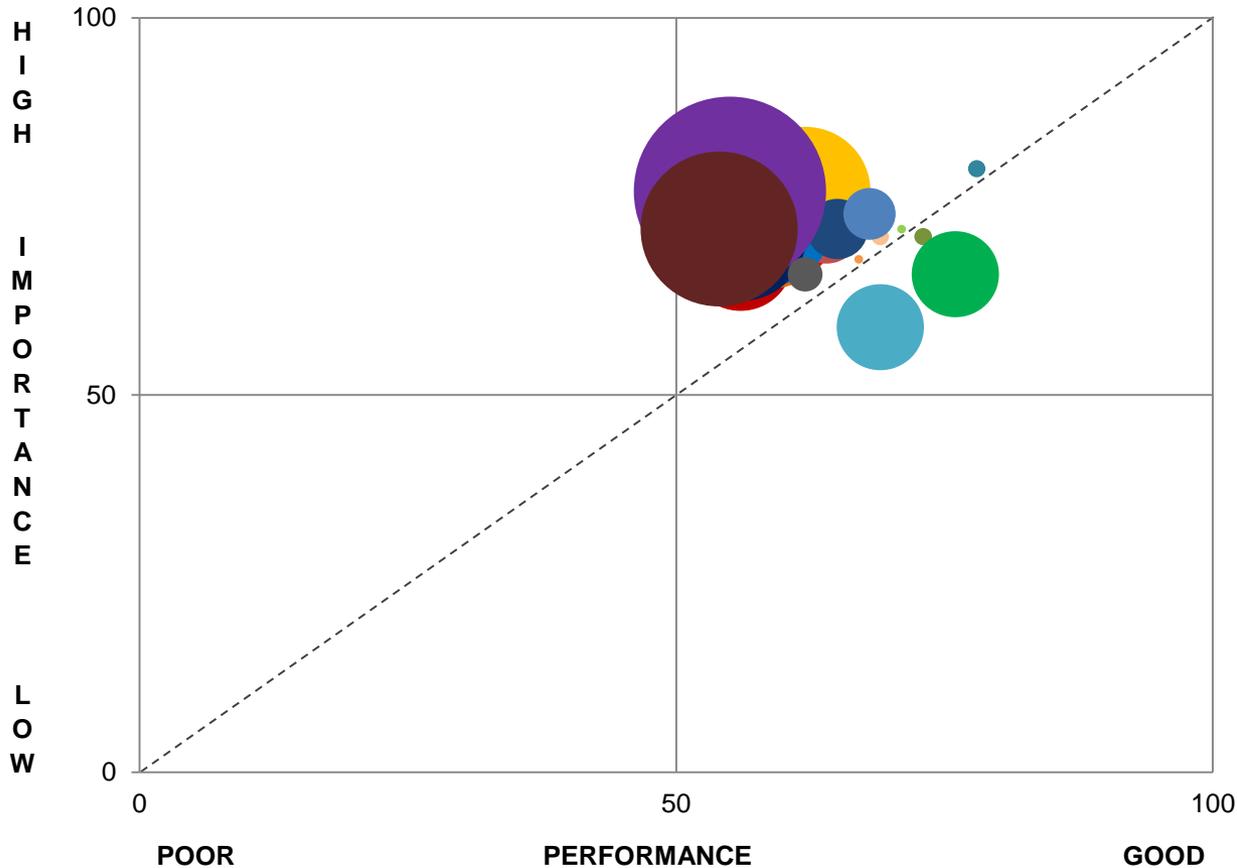
Monash City Council	Inner Metro	Outer Metro	Regional Centres	Small Rural Shires	Large Rural Shires
<ol style="list-style-type: none"> 1. Waste management 2. Art centres & libraries 3. Recreational facilities 4. Appearance of public areas 5. Sealed roads 	<ol style="list-style-type: none"> 1. Art centres & libraries 2. Waste management 3. Recreational facilities 4. Appearance of public areas 5. Community & cultural 	<ol style="list-style-type: none"> 1. Art centres & libraries 2. Waste management 3. Emergency & disaster mngt 4. Recreational facilities 5. Family support services 	<ol style="list-style-type: none"> 1. Art centres & libraries 2. Emergency & disaster mngt 3. Appearance of public areas 4. Waste management 5. Recreational facilities 	<ol style="list-style-type: none"> 1. Appearance of public areas 2. Art centres & libraries 3. Elderly support services 4. Waste management 5. Community & cultural 	<ol style="list-style-type: none"> 1. Art centres & libraries 2. Emergency & disaster mngt 3. Appearance of public areas 4. Waste management 5. Elderly support services

2014 performance summary by council group

Bottom Five Lowest Performing Service Areas (Lowest to Highest, i.e. #1 – Lowest Performing)

Monash City Council	Inner Metro	Outer Metro	Regional Centres	Small Rural Shires	Large Rural Shires
<ol style="list-style-type: none"> 1. Consultation & engagement 2. Community decisions 3. Lobbying 4. Planning permits 5. Town planning policy 	<ol style="list-style-type: none"> 1. Planning permits 2. Population growth 3. Tourism development 4. Town planning policy 5. Parking facilities 	<ol style="list-style-type: none"> 1. Unsealed roads 2. Planning permits 3. Town planning policy 4. Lobbying 5. Traffic management 	<ol style="list-style-type: none"> 1. Unsealed roads 2. Parking facilities 3. Sealed roads 4. Planning permits 5. Town planning policy 	<ol style="list-style-type: none"> 1. Unsealed roads 2. Sealed roads 3. Slashing & weed control 4. Planning permits 5. Town planning policy 	<ol style="list-style-type: none"> 1. Sealed roads 2. Unsealed roads 3. Slashing & weed control 4. Population growth 5. Local streets & footpaths

Importance and Performance 2014 Index Scores Grid

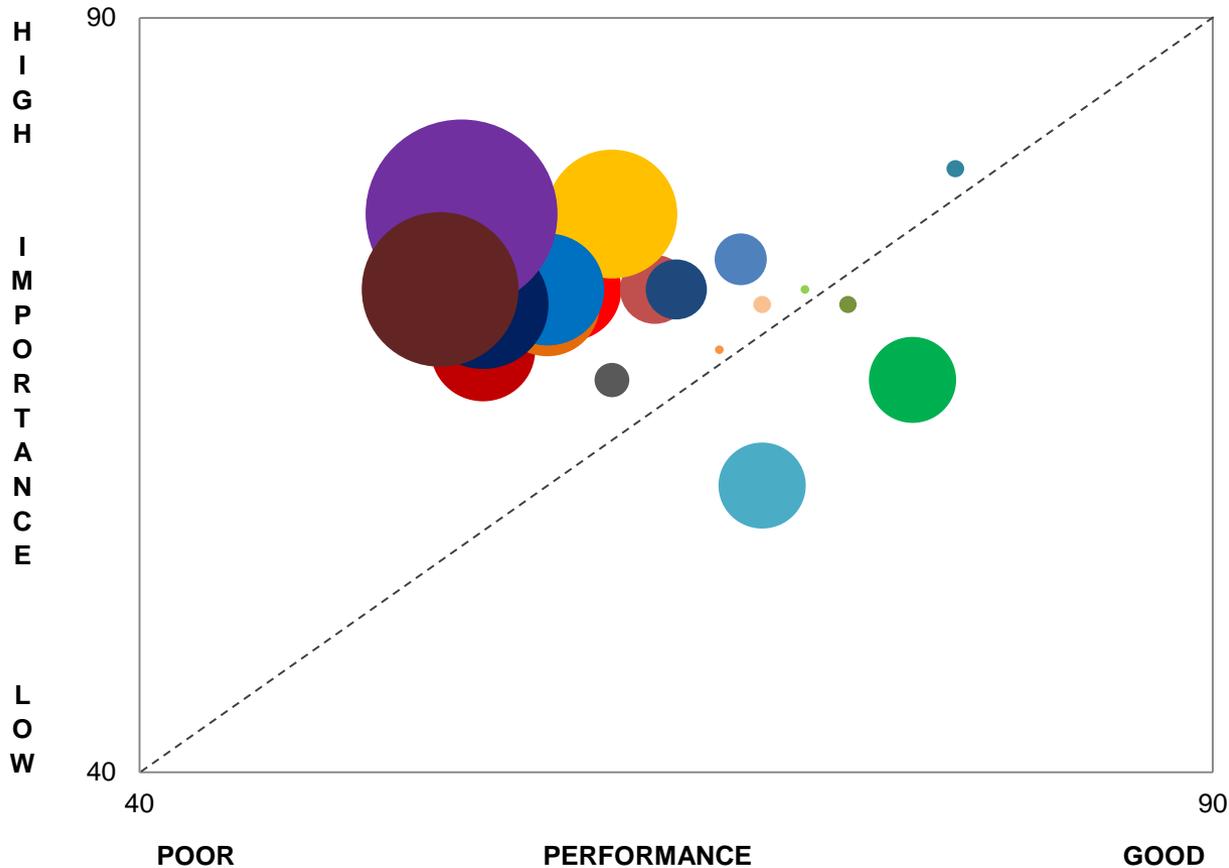


Service	Importance	Performance
Consultation & engagement	72	54
Lobbying on behalf of the community	68	56
Informing the community	72	60
Traffic management	72	64
Parking facilities	71	59
Enforcement of local laws	68	67
Family support services	71	69
Elderly support services	77	62
Recreational facilities	71	73
Appearance of public areas	72	71
Art centres & libraries	66	76
Community & cultural activities	59	69
Waste management	80	78
Town planning policy	72	59
Planning permits	71	56
Environmental sustainability	72	65
Emergency & disaster management	74	68
Making decisions in the interest of the community	77	55
Business & community development	66	62

Note: The larger the circle, the larger the gap between Importance and Performance
 Base: All respondents



Importance and Performance 2014 Index Scores Grid (Magnified view of top right quadrant)

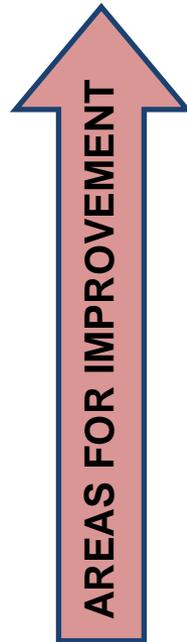


Service	Importance	Performance
Consultation & engagement	72	54
Lobbying on behalf of the community	68	56
Informing the community	72	60
Traffic management	72	64
Parking facilities	71	59
Enforcement of local laws	68	67
Family support services	71	69
Elderly support services	77	62
Recreational facilities	71	73
Appearance of public areas	72	71
Art centres & libraries	66	76
Community & cultural activities	59	69
Waste management	80	78
Town planning policy	72	59
Planning permits	71	56
Environmental sustainability	72	65
Emergency & disaster management	74	68
Making decisions in the interest of the community	77	55
Business & community development	66	62

Note: The larger the circle, the larger the gap between Importance and Performance
Base: All respondents



Areas for Improvement Summary



-Communication

Communications Summary

Overall preferred forms of communication

- Newsletter sent via mail (49)

Preferred forms of communication among over 50s

- Newsletter sent via mail (51)

Preferred forms of communication among under 50s

- Newsletter sent via mail (47)

Greatest change since 2013

- Newsletter sent via mail (up 8 points)

Preference for a council newsletter sent via email and a council newsletter as an insert in a local newspaper has dropped significantly (down 6 and down 5 points respectively).