

5.6 RESULTS OF 2018 COMMUNITY SATISFACTION SURVEY

(JR: File No.)

Submitting Officer: Chief Executive Officer

RECOMMENDATION

That Council notes the findings of the 2018 Community Satisfaction Survey for Monash, including the areas which have been nominated by the community as needing improvement.

INTRODUCTION

The 2018 Community Satisfaction Survey was conducted in April and May 2018. Previously Council has undertaken a random telephone survey of 400 Monash residents aged 18-plus years old. This year, the survey was carried out by Metropolis Research to 800 randomly selected households across Monash, double the previous survey size, using a face-to-face interview methodology.

The respondent profile this year, using the door to door interviewing method using surveyors with multiple languages, more closely represents the demographic and cultural profile of Monash, particularly in regard to our cultural diversity.

This 2018 survey included significantly less Australian –born respondents (50% instead of 54% in 2017) and significantly more culturally diverse residents, for example:

- 15% Chinese-born residents compared with only 9% in 2017
- 9% Indian-born residents compared with only 5% in 2017.

Importantly throughout the report, the results on key questions are analysed for the Non-English Speaking Background community - compared to English speaking community - to help our analysis and understanding.

In terms of age groups, this 2018 survey:

- Includes the views of young people aged 15 to 18 years for the first time (34 residents or 4% of respondents)

Adolescent views were not included at all in the surveys of 2017 & earlier.

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.

This survey was also used to ask important questions about community perceptions of safety and several aspects that contribute to a sense of community. These results are being used to support community strengthening initiatives resourced by Council.

RESULTS

Council recorded excellent results in this survey particularly in the area of overall satisfaction (74) with the survey company Metropolis Research reporting that the score of 74 “was significantly higher than the metropolitan Melbourne average (65) and is far and away the highest overall satisfaction score recorded by Metropolis Research (since it began in 2001).” By comparison with the telephone survey, in 2017 we scored 66 and in 2016 we scored 70 for overall performance.

High scores were also recorded for governance and leadership (an average score of 73) in particular the following aspects:

- Engagement and consultation (74)
- Making decisions in the interest of the community (73) and
- Responsiveness to local community needs (73)
- Maintaining trust and confidence of the community (73).

Council’s representation, lobbying and advocacy on behalf of the community recorded 71.

Seven aspects of our customer service were rated by residents, achieving an average satisfaction score of 79, well above the metro Melbourne average of 75.

Monash scored six points above metro Melbourne for:

- Our general reception scored 82 (83 for in person visits, 82 for telephone reception)
- Our speed of service (74)
- For our customer service 72% of residents rated the service as “good” or “very good”.

The survey asks about satisfaction with and importance of 32 specific Council services and facilities. The report concludes that satisfaction with services and facilities in Monash is very good. The highest community satisfaction is with Waste Management and Libraries (averaging 85), Sporting Ovals and Outdoor Sport Facilities (82) and Recreation and Aquatic Centres (also 82). Satisfaction with Council services and facilities is measurably higher in Monash compared with metro Melbourne.

Monash has scored consistently higher than the metro Melbourne average across all areas of the survey.

AREAS FOR ATTENTION OR IMPROVEMENT

The area of lowest satisfaction for the Monash community was the provision of parking.

When comparing the gap between importance and performance to our community, the area identified as needing most attention by Council is the provision of parking facilities (16 point gap between importance and performance).

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

- Parking (including enforcement – 21% of respondents)
- Traffic management (15%)
- Building, housing, planning and development (11%).

DISCUSSION

Council is pleased with the results for our core service areas of Customer Service, Waste Services, Libraries and Recreation Facilities.

Over the next 12 months we will focus on responding to the message from the community that Council needs to do more to demonstrate how it is planning for population growth through town planning policy, traffic management/congestion, parking facilities and infrastructure investment. We have begun this work with strategies such as the Draft Urban Landscape and Vegetation Canopy Strategy (currently on consultation), the considers protecting and enhancing the ‘garden city character’ of Monash and the Oakleigh and Glen Waverley precinct plans.

CONCLUSION

Council thanks those community members who gave of their time to participate in the 2018 Community Satisfaction Survey. The feedback provides direction and focus on what matters to our residents and inspires us to build an even higher-functioning organisation that delivers to the Monash community.

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, a

media release and on Council's website. There is no requirement for councils to make their results available publicly but Monash does every year – whether the results are good or bad – in the interests of transparency and open government.