

**COMMUNITY SATISFACTION SURVEY
MONASH CITY COUNCIL
2013**

- RESEARCH REPORT -

**Coordinated by the
Department of Planning and Community Development
on behalf of Victorian councils**



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Background & Objectives

- Welcome to the report of results and recommendations for the 2013 Community Satisfaction Survey for Monash City Council.
- Each year the Department of Community Planning and Development (DCPD) coordinates and auspices this 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 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 the DCPD.

Background & Objectives (Cont'd)

- Please note that as a result of feedback from extensive consultations with Councils, in 2012 there were necessary and significant changes to the methodology and content of the survey, including:
 - The survey is now conducted as a representative random probability survey of residents aged 18 years or over in local Councils, whereas previously it was conducted as a 'head of household' survey.
 - As part of the change to a representative resident survey, results are now weighted post survey to the known population distribution of Monash City Council according to the most recently available Australian Bureau of Statistics population estimates, whereas the results were previously not weighted.
 - The service responsibility area performance measures have changed significantly and the rating scale used to assess performance has also changed.
- As such, the results of the 2012 Community Satisfaction Survey should be considered as a benchmark. Please note that comparisons should not be made with Community Satisfaction Survey results from 2011 and prior due to the methodological and sampling changes.
- **Comparisons between 2013 and 2012 results have been made throughout this report as appropriate.**

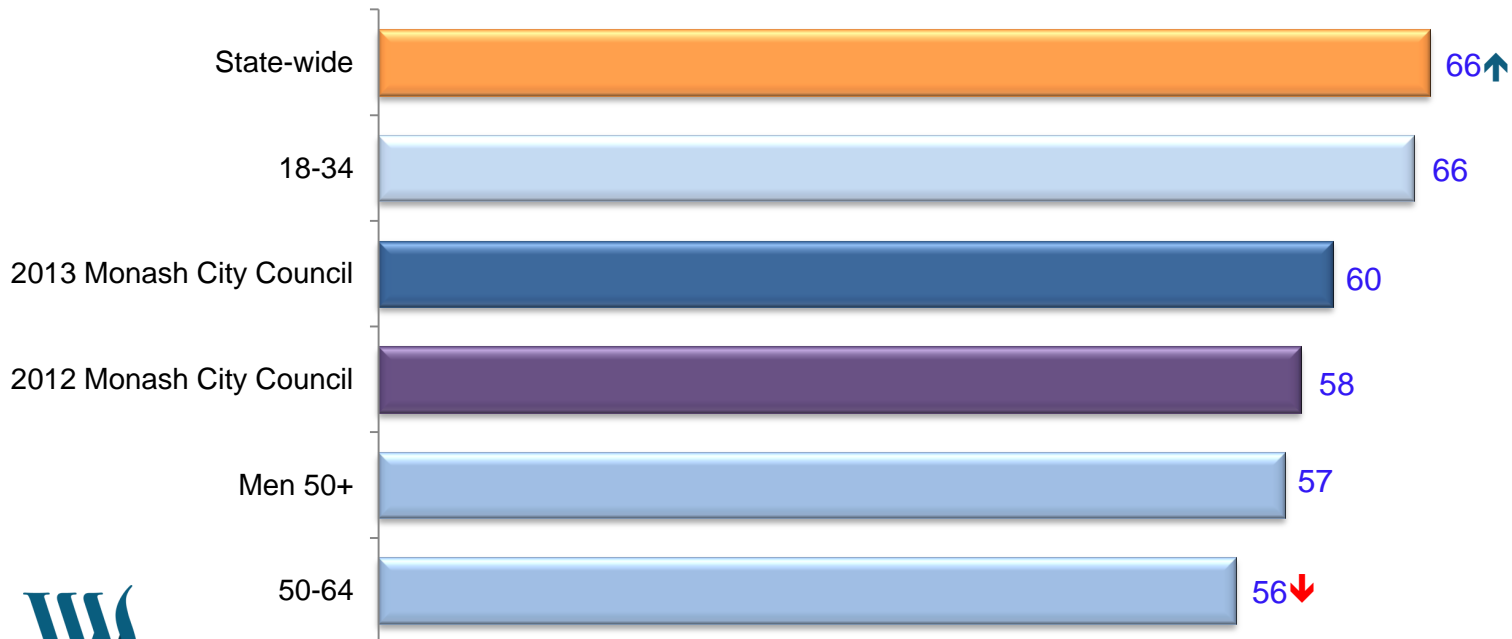
Survey Methodology & Sampling

- This survey was conducted by Computer Assisted Telephone Interviewing (CATI) as a representative random probability survey of residents aged 18+ years in the 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 1st February – 24th March 2013.
- The 2012 results against which 2013 results are compared involved a total of n=400 completed interviews in Monash City Council conducted in the period of 18th May – 30th June 2012.
- 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.
- “NET” scores refer to two or more response categories being combined into one category for simplicity of reporting.

Survey Methodology & Sampling (Cont'd)

- 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 '2013 Total' result for the Council for that survey question. Therefore in the following example:
 - The State-wide result is significantly higher than the overall result for the Council.
 - The result amongst 50-64 year olds in the Council is significantly lower than for the overall result for the Council.

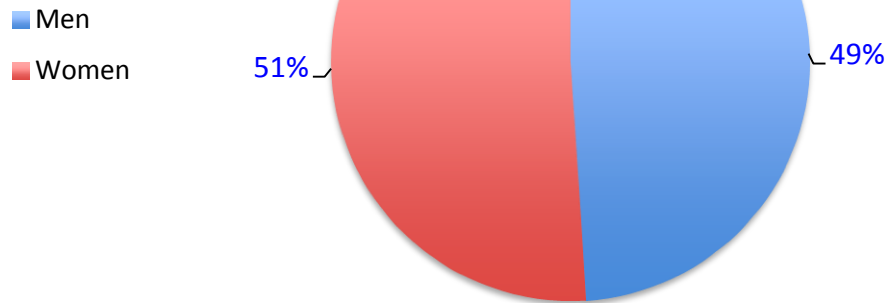
Overall Performance – Index Score (example extract only)



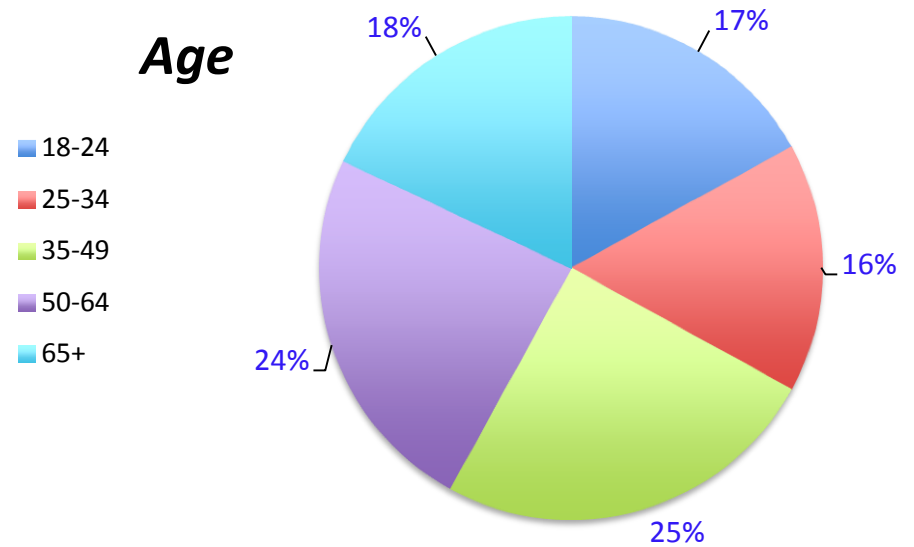
Note: For details on the calculations used to determine statistically significant differences, please refer to Appendix B

Weighted Demographics

Gender



Age



Margins of Error

- The sample size for the 2013 Community Satisfaction Survey for Monash City Council was n=400. Unless otherwise noted, this is the total sample base for all reported charts and tables.
- The maximum margin of error on a sample of approximately n=400 interviews is +/-4.9 at the 95% confidence level for results around 50%. Margins of error will be larger for any sub-samples.
- As an example, a result of 50% can be read confidently as falling midway in the range 45.1% - 54.9%.
- Maximum margins of error are listed in the table below, based on a population of 144,000 people aged 18 years or over for Monash City Council, according to ABS estimates.

Survey sub-samples and margins of error

Demographic	Actual survey sample size	Weighted base	Maximum margin of error at 95% confidence interval
Monash City Council	400	400	+/-4.9
Monash West	57	62	+/-13.1
Monash East	128	137	+/-8.7
Monash South-West	215	201	+/-6.7
Men	198	197	+/-7.0
Women	202	203	+/-6.9
18-34 years	79	134	+/-11.1
35-49 years	55	99	+/-13.3
50-64 years	150	94	+/-8.0
65+ years	116	73	+/-9.1
Men 18-49 years	72	120	+/-11.6
Men 50+ years	126	77	+/-8.8
Women 18-49 years	62	114	+/-12.5
Women 50+ years	140	90	+/-8.3

Analysis & Reporting

Council Groups

- Wherever appropriate, results for Monash City Council for this 2013 Community Satisfaction Survey have been compared against other Councils in the Inner Melbourne Metro group and on a State-wide basis. Monash City Council is self-classified as an Inner Melbourne Metro Council according to the following classification list:
 - Inner metropolitan councils
 - Outer metropolitan councils
 - Rural cities and regional centres
 - Large rural shires
 - Small rural shires
- The Councils in the Inner Melbourne Metro group are: Banyule, Bayside, Boroondara, Darebin, Glen Eira, Hobsons Bay, Kingston, Maroondah, Melbourne, Monash, Moonee Valley, Moreland, Port Phillip, Stonnington, Whitehorse and Yarra. All participating Councils are listed in the State-wide report published on the DPCD website. In 2013, 71 of the 79 Councils throughout Victoria participated in this survey.
- Please note that the Councils that participated in 2012 vary slightly to those participating in 2013.

Analysis & Reporting (Cont'd)

Index Scores

- Many questions ask respondents to rate Council performance on a five-point scale, for example, from "Very good" to "Very poor", with "Can't say" also a possible response category. To facilitate ease of reporting and comparison of results over time (starting from the 2012 benchmark survey) and against the State-wide result and the Council group, an 'Index Score' has been calculated for such measures.
- The 'Index Score' is calculated and represented as a score out of 100 (on a 0 to 100 scale), with "Can't say" responses excluded from the analysis. The '% RESULT' for each scale category is multiplied by the 'INDEX FACTOR'. This produces an 'INDEX VALUE' for each category, which are then summed to produce the 'INDEX SCORE', equating to '60' in the following example.

SCALE CATEGORIES	% RESULT	INDEX FACTOR	INDEX VALUE
Very good	9%	100	9
Good	40%	75	30
Average	37%	50	19
Poor	9%	25	2
Very poor	4%	0	0
Can't say	1%	--	INDEX SCORE 60

- Similarly, an Index Score has been calculated for the Core question 'Performance direction in the last 12 months', based on the following scale for each performance measure category, with 'Can't say' responses excluded from the calculation:
 - 'Improved' = 100
 - 'Stayed about the same' = 50
 - 'Deteriorated' = 0

Analysis & Reporting (Cont'd)

Core, Optional and Tailored Questions

- Over and above necessary geographic and demographic questions required to ensure sample representativeness, a base set of questions for the 2013 Community Satisfaction Survey was designated as 'Core' and therefore compulsory inclusions for all participating Councils. These Core questions comprised:
 - Overall performance last 12 months (Overall performance)
 - Lobbying on behalf of community (Advocacy)
 - Community consultation and engagement (Consultation)
 - Contact in last 12 months (Contact)
 - Rating of contact (Customer Service)
 - Overall council direction last 12 months (Council direction)
- Reporting of results for these Core questions can always be compared against other Councils in the Council group and against all participating Councils State-wide. Alternatively, some questions in the 2013 Community Satisfaction Survey were optional. If comparisons for Monash City Council for some questions cannot be made against all other Councils in the Inner Melbourne Metro group and/or all Councils on a State-wide basis, this is noted for those results by a footnote of the number of Councils the comparison is made against.
- Councils also had the ability to ask tailored questions specific only to their Council.

Analysis & Reporting (Cont'd)

Reporting

- Every Council that participated in the 2013 Community Satisfaction Survey receives a customized report. In addition, DPCD is supplied with a State-wide summary report of the aggregate results of 'Core' and 'Optional' questions asked across all Council areas surveyed.
- Tailored questions commissioned by individual Councils are reported only to the commissioning Council and not otherwise shared with DPCD or others unless by express written approval of the commissioning Council.
- The State-wide Research Results Summary Report is available on the Department's website at www.localgovernment.vic.gov.au.

Contacts

- For further queries about the conduct and reporting of this Community Satisfaction Survey, please contact JWS Research as follows:
 - Mark Zuker – mzucker@jwsresearch.com - 0418 364 009
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Glossary of Terms

- **Core questions:** Compulsory inclusion questions for all Councils participating in the CSS.
- **CSS:** 2013 Victorian Local Government Community Satisfaction Survey.
- **Council group:** One of five self-classified groups, comprising: inner metropolitan councils, outer metropolitan councils, rural cities and regional centres, large rural shires and small rural shires.
- **Council group average:** The average result for all participating Councils in the Council group.
- **Highest / Lowest:** The result described is the highest or lowest result across a particular demographic sub-group e.g. Men, for the specific question being reported. Reference to the result for a demographic sub-group being the highest or lowest does not imply that it is significantly higher or lower, unless this is specifically mentioned.
- **Index Score:** A score calculated and represented as a score out of 100 (on a 0 to 100 scale). This score is sometimes reported as a figure in brackets next to the category being described, e.g. men 50+ (60).
- **Optional questions:** Questions which Councils had an option to include or not.
- **Percentages:** Also referred to as 'detailed results', meaning the proportion of responses, expressed as a percentage.
- **Sample:** The number of completed interviews, e.g. for a Council or within a demographic sub-group.
- **Significantly higher / lower:** The result described is significantly higher or lower than the comparison result based on a statistical significance test at the 95% confidence limit. If the result referenced is statistically higher or lower then this will be specifically mentioned, however not all significantly higher or lower results are referenced in summary reporting.
- **State-wide average:** The average result for all participating Councils in the State.
- **Tailored questions:** Individual questions tailored by and only reported to the commissioning Council.
- **Weighting:** Weighting factors are applied to the sample for each Council based on available age and gender proportions from ABS census information to ensure reported results are proportionate to the actual population of the Council, rather than the achieved survey sample.

KEY FINDINGS & RECOMMENDATIONS

Key Findings & Recommendations

- Further investigation is recommended with Monash City Council's performance on most core measures except Overall Direction – Overall Performance, Community Consultation, Advocacy and Customer Service – dropping relative to 2012.
- Positively, Monash City Council's rating on Overall Performance is still significantly above the State-wide and Inner Melbourne Metropolitan averages. On Community Consultation and Customer Service, however, it rates slightly lower than the State-wide and Inner Metropolitan averages.
- On Overall Council Direction, Monash City Council's performance improved by 1-point relative to 2012 and is now slightly above the State-wide average and on par with the Inner Melbourne Metropolitan average.
- On service delivery, the importance of most services continued to exceed the perceived performance of Monash City Council, whilst rated performance relative to 2012 did not increase on any service area.

Key Findings & Recommendations

- The greatest disconnect between perceived importance and Council performance was in relation to planning & building permits (where there is an 18-point net negative differential).
- The greatest change in perceived performance relative to 2012 is a 5 point decrease in relation to family support services.
- Younger residents aged 18-34, and particularly men aged 18-49, tended to be more favourable toward Council, while residents aged 50-64 and men aged 50+ tended to be less favourable.
- While it did vary by service area, residents residing in Monash East and Monash South-West also tended to be more favourable toward Council than those residing in Monash West.

Key Findings & Recommendations

- Monash City Council should pay particular attention to the service areas where importance exceeds performance by more than 10 points, including:
 - Planning & building permits
 - Community consultation & engagement
 - Condition of local streets & footpaths
 - Parking facilities
 - Lobbying
- Positively, residents had more good than bad to say about Council. When asked to describe the best thing about the Council, residents were very forthcoming in their responses, with top two mentions including proximity to facilities (31%) and parks and gardens (21%).
- When asked what the Council most needs to do to improve its performance, positively, 9% of residents said nothing. The top areas for improvement included parking availability (11%) and informing the community (10%).

Key Findings & Recommendations

- It is also important not to ignore, and to learn from, what is working amongst other groups, especially 18-34 year olds and men aged 18-49.
- Worth noting is that residents aged 18-34 years represent 33% of the residents population, 35-49 year olds represent 25%, 50-64 year olds represent 24% and 65+ represent 18%, so Monash has a relatively young age profile.
- 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 generic 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.

Key Findings & Recommendations

Higher results in 2013

- Overall Council Direction (only 1 point)

Lower results in 2013

- Overall Performance, Community Consultation, Advocacy and Customer Service
- Family support services

Most favourably disposed towards Council

- Aged 18-34 years
- Men aged 18-49 years
- Residing in Monash East and Monash South-West

Least favourably disposed towards Council

- Aged 50-64 years
- Men aged 50+
- Residing in Monash West

DETAILED RESULTS

CORE MEASURES



Core Measures Summary

- In 2013 Monash City Council recorded an Overall Performance Index Score of 69, which is a decrease of 2 points from 2012. The result is 9 points higher than the State-wide average for this measure of 60 and 3 points higher than the average Index Score of 66 for the Inner Melbourne Metropolitan group.
- On other core performance measures (which can also be compared against all Councils State-wide and the Inner Melbourne Metropolitan group) Monash City Council scored as follows:
 - 56 for Community Consultation and Engagement – down 3 points since 2012
 - 57 for Advocacy – down 3 points since 2012
 - 70 for Customer Service – down 1 point since 2012
 - 55 for Overall Council Direction – up 1 point since 2012
- More specifically on these core measures:
 - 56 for Consultation is 1 point lower than the State-wide average of 57 and 2 points lower than the Inner Melbourne Metropolitan average of 58.
 - 57 for Advocacy is 2 points higher than the State-wide average of 55 and 1 point higher than the Inner Melbourne Metropolitan average of 56.
 - 70 for Customer Service is 1 point lower than the State-wide average of 71 and 3 points lower than the Inner Melbourne Metropolitan average of 73.
 - 55 for Council Direction is 2 points higher than the State-wide average of 53 and on par with the average Index Score of 55 for the Inner Melbourne Metropolitan group.

Core Measures Summary

- In terms of its Overall Performance Index Score of 69, which is significantly higher than the State-wide average of 60 and the Inner Melbourne Metropolitan group average of 66, rated performance for Monash City Council is:
 - Highest amongst residents aged 18-34 (72).
 - Significantly lower amongst residents aged 50-64 (64). Although the results are not statistically significant, residents residing in Monash West (63) also rated Council lower.
 - The greatest change since 2012 is a 10-point decrease among residents residing in Monash West.
- On Community Consultation and Engagement, Council's average Index Score of 56 was slightly below the State-wide and Inner Melbourne Metropolitan averages and:
 - Highest amongst men aged 18-49 and residents aged 18-34 (both 59).
 - Lowest amongst residents aged 50-64 (52).
 - With the exception of men aged 18-49 and residents aged 35-49, ratings relative to 2012 dropped amongst all groups.

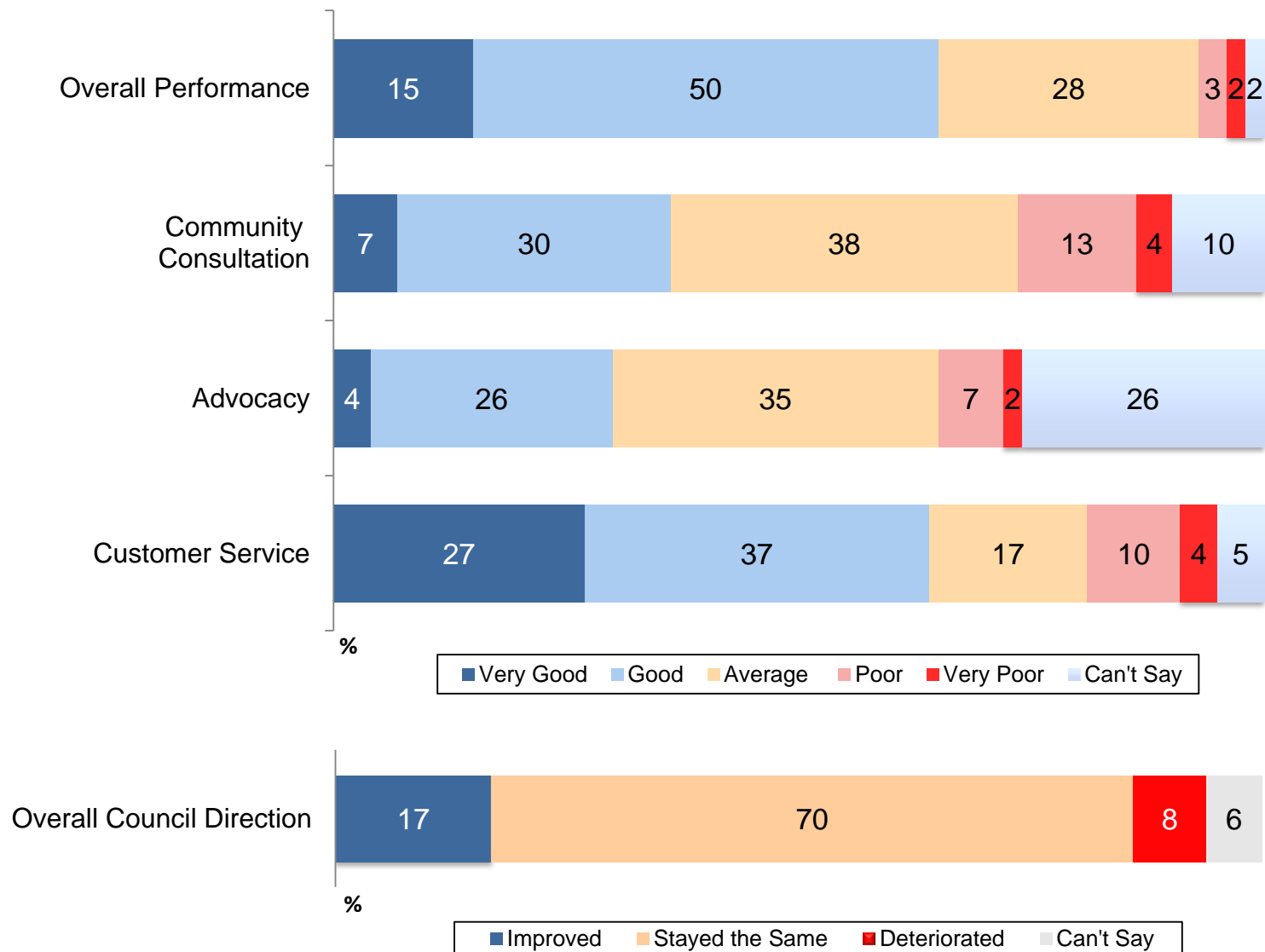
Core Measures Summary

- In terms of Monash City Council's Advocacy efforts, which achieved an average Index Score of 57 and is significantly lower than 2012, but still slightly higher than the State-wide and Inner Melbourne Metropolitan averages, ratings are:
 - Significantly higher amongst residents aged 18-34 (62).
 - Lowest amongst men aged 50+ (52).
 - Ratings have decreased among all groups relative to 2012. The greatest change since 2012 is a 7-point decrease among Monash West residents.
- At 70 overall for Customer Service, performance is slightly lower than the State-wide average (of 71) and the Inner Melbourne Metropolitan average (of 73) and:
 - Highest amongst residents residing in Monash West and residents aged 65+ (both 76). Caution should be used in relation to the Monash West result given the small sample size.
 - Lowest amongst women aged 18-49 (62).
 - The greatest change since 2012 is an 8-point increase among men aged 18-49 and a 7-point decrease among women aged 18-49.
- 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.

Summary of Key Community Satisfaction Index Score Results

Performance Measures	Monash City Council 2012	Monash City Council 2013	Inner Melbourne Metro 2013	State-wide 2013
OVERALL PERFORMANCE	71	69	66	60
COMMUNITY CONSULTATION (Community consultation and engagement)	59	56	58	57
ADVOCACY (Lobbying on behalf of the community)	60	57	56	55
CUSTOMER SERVICE	71	70	73	71
OVERALL COUNCIL DIRECTION	54	55	55	53

2013 Summary of Key Community Satisfaction Percentage Results

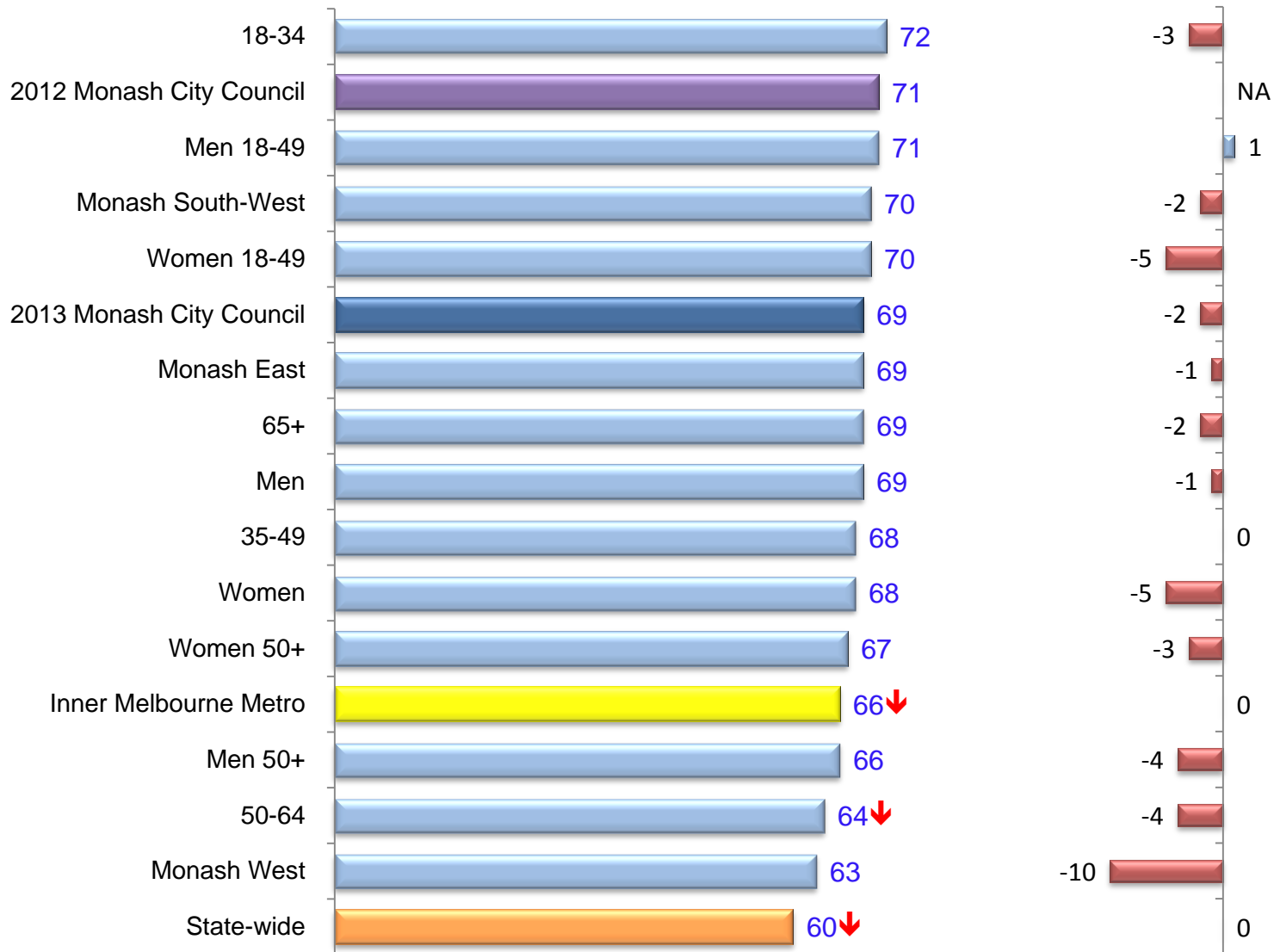


KEY CORE MEASURE OVERALL PERFORMANCE

2013 Overall Performance

Index Score

Change (2012 to 2013)



2013 Overall Performance – Detailed Percentages

