### KEY CORE MEASURE OVERALL PERFORMANCE



## Overall performance index scores

		2014	2013	2012
18-34		71↑	72	75
Women		70	68	73
Monash West	69		63	73
65+	69		69	71
Inner Melbourne Metro	68		66	66
Monash	67		69	71
Monash South-West	67		70	72
Monash East	65		69	70
Men	63♥		69	70
50-64	63		64	68
35-49	62↓		68	68
State-wide	61₩		60	60

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

2014 Monash	12	52	28	4 3 1
2013 Monash	15	50	28	3 2 2
2012 Monash	18	54	24	2 <mark>1</mark> 1
State-wide	11	40	35	9 4 1
Inner Melbourne Metro	15	49	28	5 <mark>2</mark> 1
Monash West	16	53	23	5 <mark>2</mark> 2
Monash East	9	51	32	4 21
Monash South-West	14	51	27	2 5
Men	9	50	27	7 4 2
Women	15	53	29	1 <mark>1</mark> 1
18-34	15	56	23	2 <mark>2</mark> 2
35-49	3	60	22	9 5 1
50-64	9	40	44	4 2
65+	19	45	30	3 21
%				
	Very Good	Good Average	Poor Very Poor	Can't say
Q3. ON BALANCE, for the last twelve m Council, not just on one or two issues, B good, average, poor or very poor? Base: All respondents Councils asked s	UT OVERALL across a	Il responsibility areas? Has it been very goo	d, JWSRESEA	RСН 37

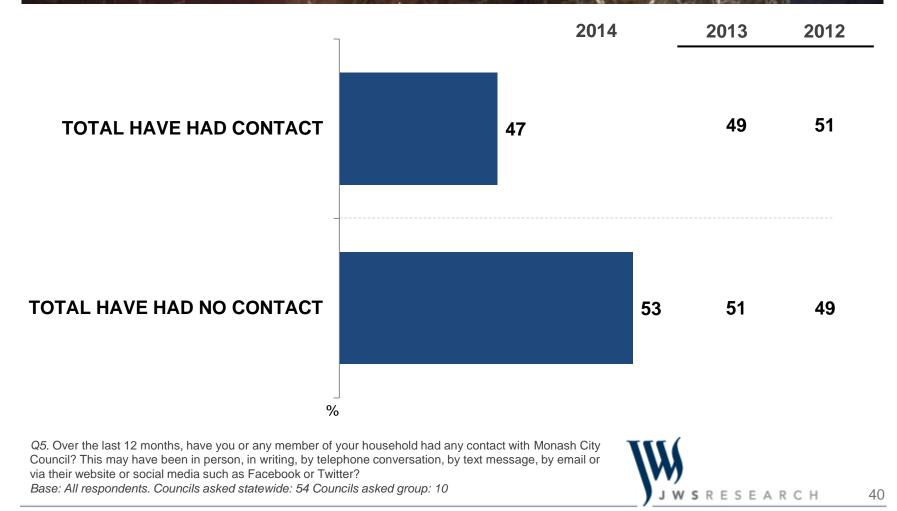
### KEY CORE MEASURE CUSTOMER SERVICE

# Contact last 12 months summary

Overall contact with Monash City Council	<ul> <li>47%, down 2 points on 2013</li> </ul>
Most contact with Monash City Council	Aged 35-49 years
Least contact with Monash City Council	<ul> <li>Aged 18-34 years</li> </ul>
Customer Service rating	<ul> <li>Index score of 73, up 3 points on 2013</li> </ul>
Most satisfied with Customer Service	<ul> <li>Aged 65+ years</li> </ul>
Least satisfied with Customer Service	Aged 18-34 years



#### 2014 contact with council last 12 months



Note: please see page 6 for explanation about significant differences

# 2014 contact customer service index scores

	2014	2013	2012
65+	80	76	79
Inner Melbourne Metro	74	73	73
Monash West	74	76	82
Women	74	66	71
Monash	73	70	71
Monash South-West	73	67	73
35-49	73	69	69
State-wide	72	71	71
Monash East	72	69	63
Men	71	73	70
50-64	69*	71	72
18-34	66♥	65	65

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

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Note: please see page 6 for explanation about significant differences \*Caution: small sample size < n=30

# 2014 contact customer service detailed percentages

2014 Monash	31	41	16	7 3 2
2013 Monash	27	37	17	10 4 5
2012 Monash	29	40	16	8 4 3
State-wide	32	38	16	7 5 1
Inner Melbourne Metro	35	38	15	6 4 2
Monash West	35	37	20	4 3
Monash East	30	38	15	10 3 3
Monash South-West	24	55		13 4 4
Men	22	47	21	5 2 3
Women	40	35	11	10 4
18-34	6	59	18	12 6
35-49	29	41	23	5 2
50-64*	30	37	17	2 11 2
65+	51		30	<mark>8 9 2</mark>
%	■ Very good ■ Goo	od ■Average ■Poor ■Very	y poor ∎ Can't sa	у

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

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### KEY CORE MEASURE COUNCIL DIRECTION INDICATORS



#### Council Direction Summary

Council Direction over last 12 months	<ul> <li>66% stayed about the same, down 4 points on 2013</li> <li>17% improved, equal points on 2013</li> <li>9% deteriorated, up 1 point on 2013</li> </ul>
Most satisfied with Council Direction	Aged 18-34 years
Least satisfied with Council Direction	Aged 50-64 years



#### 2014 overall Monash City Council direction last 12 months INDEX SCORES

		2014	2013	2012
18-34	5	9	59	55
Women	57		57	55
Monash West	56		51	55
Monash South-West	56		56	54
Monash	55		55	54
Inner Melbourne Metro	55		55	54
65+	55		54	58
State-wide	53		53	52
Monash East	53		55	54
35-49	53		51	51
Men	52		53	54
50-64	46♥		54	53
-			111	

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



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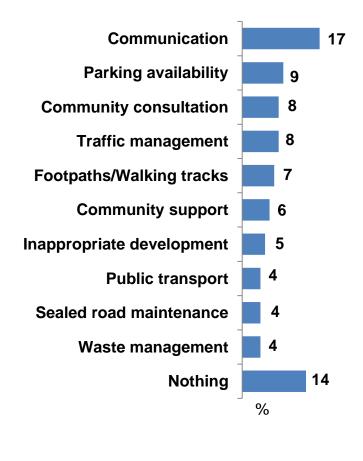
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# 2014 overall council direction last 12 months detailed percentages

	1				
2014 Monash	17	60	6	9	7
2013 Monash	17	7	0	8	6
2012 Monash	16	7	0	8	6
State-wide	20	6	3	13	5
Inner Melbourne Metro	17	6	9	8	6
Monash West	22	58	3	11	10
Monash East	13	75		8	5
Monash South-West	21	6	51	10	8
Men	16	63		12	9
Women	19		70	6	5
18-34	23		65	6	6
35-49	16	66		10	8
50-64	8	68		15	9
65+	18	6	57	8	7
	% Impro	ved Stayed the same	Deteriorated Can't	say	
Q6. Over the last 12 months, what is your performance? Base: All respondents. Councils asked sta			J W S R E S	EARCH	46

### AREAS FOR IMPROVEMENT

#### 2014 council needs to improve detailed percentages (top issues or services)



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



### COMMUNICATIONS

#### 2014 best forms of communication

	2014		2013	2012
A council newsletter sent via mail		49	41	38
A council newsletter sent via email	17		23	22
Advertising in a local newspaper	14		13	16
A council newsletter as an insert in a local newspaper	11		16	19
A text message	5		3	2
The council website	2		2	2
Other	2		1	1
Can't say	0		*	1
	%			
Q13. If Monash City Council was going to get in touch with information and upcoming events, which ONE of the follow Base: All respondents. Councils asked statewide: 28 Cour	ing is the BEST way to communicate with you?	<b>W</b>	W S RESEA	<b>RCH</b> 50

Note: please see page 6 for explanation about significant differences

#### 2014 best forms of communication – under 50s

	2014	2013	2012
A council newsletter sent via mail	47	36	32
A council newsletter sent via email	17	24	28
Advertising in a local newspaper	16	12	18
A council newsletter as an insert in a local newspaper	10	17	18
A text message	8	5	2
The council website	2	4	2
Other	0	2	n/a
Can't say	0	n/a	*
	%		
Q13. If Monash City Council was going to get in touch with information and upcoming events, which ONE of the follow Base: All respondents aged under 50. Councils asked state	ng is the BEST way to communicate with you?	JWSRESEA	<b>RCH</b> 51

Note: please see page 6 for explanation about significant differences

#### 2014 best forms of communication - over 50s

	<b>-</b>	2014		2013	2012
A council newsletter sent via mail			51	46	47
A council newsletter sent via email	16			22	14
Advertising in a local newspaper	12			13	14
A council newsletter as an insert in a local newspaper	13			15	21
A text message	1			2	*
The council website	1			1	1
Other	5			1	2
Can't say	1			*	2
۔ ۶. If Monash City Council was going to get in touch with y	%		111	(	

*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* 

