LOCAL GOVERNMENT COMMUNITY SATISFACTION SURVEY

WHITTLESEA CITY COUNCIL

2017 RESEARCH REPORT

COORDINATED BY THE DEPARTMENT OF ENVIRONMENT, LAND, WATER AND PLANNING ON BEHALF OF VICTORIAN COUNCILS

JWS RESEARCH

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BACKGROUND AND OBJECTIVES

Welcome to the report of results and recommendations for the 2017 State-wide Local Government Community Satisfaction Survey for Whittlesea 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. Participating councils have various 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 Whittlesea 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 Whittlesea City Council.

Survey sample matched to the demographic profile of Whittlesea City Council as determined by the most recent ABS population estimates 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 within Whittlesea City Council, particularly younger people.

A total of n=400 completed interviews were achieved in Whittlesea City Council. Survey fieldwork was conducted in the period of 1st February – 30th March, 2017.

The 2017 results are compared with previous years, as detailed below:

- 2016, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2015, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2014, n=400 completed interviews, conducted in the period of 31st January – 11th March.
- 2013, n=400 completed interviews, conducted in the period of 1st February – 24th March.
- 2012, n=400 completed interviews, conducted in the period of 18th May – 30th June.

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 Whittlesea 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

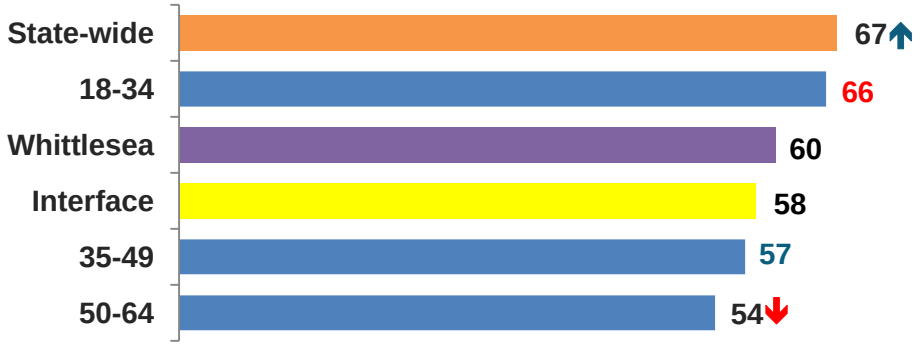
Within tables and index score charts throughout this report, statistically significant differences at the 95% confidence level are represented by upward directing blue and downward directing red arrows. Significance when noted indicates a significantly higher or lower result for the analysis group in 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 blue and red indicate significantly higher or lower results than in 2016. Therefore in the example below:

- The result among 35-49 year olds in the council is significantly higher than the result achieved among this group in 2016.
- The result among 18-34 year olds in the council is significantly lower than the result achieved among this group in 2016.

Overall Performance – Index Scores (example extract only)



Note: Details on the calculations used to determine statistically significant differences may be found in Appendix B.

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 2017 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on (03) 8685 8555.

KEY FINDINGS & RECOMMENDATIONS

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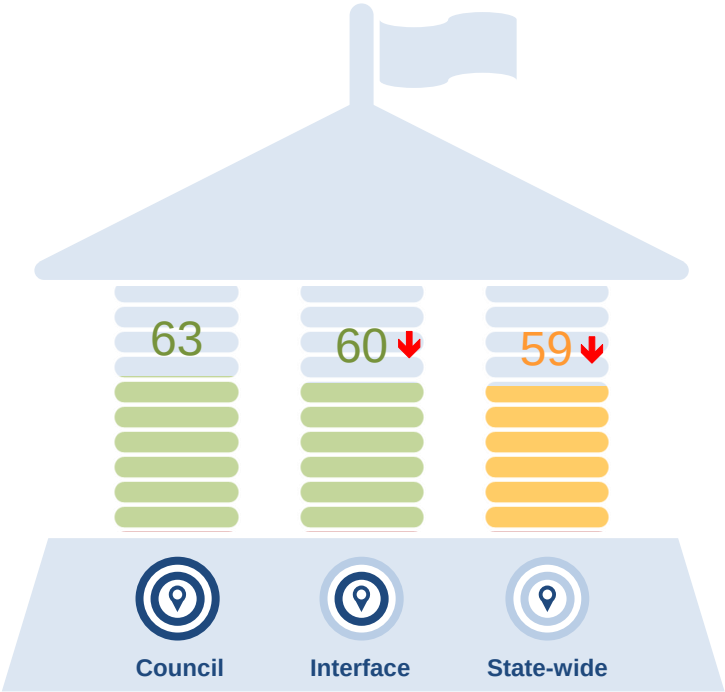

OVERALL COUNCIL PERFORMANCE

Results shown are index scores out of 100.

OVERALL PERFORMANCE

The **overall performance index score of 63** for Whittlesea City Council represents a three point **decline** on the 2016 result, though the decrease is not considered significant. Council's overall performance rating has been fluctuating since 2012.

- Despite the slight dip in ratings, Whittlesea City Council's overall performance is rated statistically ***significantly higher*** (at the 95% confidence interval) **than the average rating for councils State-wide and in the Interface group** (index scores of 59 and 60 respectively).
- **Residents aged 50 to 64 years** (index score of 57) **are *significantly less* favourable** in their view of Council's overall performance compared to residents overall. They also showed the equal largest **decline** in their impressions of Council's overall performance in the past year (seven points lower in 2017), along with residents aged 65+ years (down seven points to a score of 67).

More residents rate Whittlesea City Council's overall performance as 'very good' (13%) than 'very poor' (4%). More than two in five residents (42%) rate Council's overall performance as 'good', while a further 33% sit mid-scale providing an 'average' rating. Another 6% rate Council's overall performance as 'poor'.

OVERVIEW OF CORE PERFORMANCE MEASURES

Review of the core performance measures (as shown on page 18) shows that Whittlesea City Council's **performance fluctuated by a couple of points** in either direction compared to Council's own results in 2016. Although there were no significant changes in 2017, the results are ***significantly higher*** **than the Interface and State-wide council averages on all measures,** with the exception of customer service.

In the area of **customer service** (index score of 72), Whittlesea City Council is ***similar*** to the Interface and State-wide council averages (index scores of 69 each), although this is Whittlesea City Council's best performing area.

There are generally no significant differences in ratings on core measures between **demographic and geographic cohorts** within Whittlesea City Council.

- The only difference is on the measure of **overall council direction** (index score of 57) where residents aged 18 to 34 years (index score of 64) are *significantly higher* in their rating than the overall council average.
- Also on the measure of **overall council direction,** residents aged 65 years and over, *decreased significantly* in their perceptions of Council's performance in this area (index score of 51, 10 points lower than 2016).

CUSTOMER CONTACT AND SERVICE

Half (54%) of Whittlesea City Council residents have had recent contact with Council.

Customer service, with a performance index score of 72 (one index point higher than 2016), is Council's strongest area of performance and a positive result for Council.

- Two in five (38%) rate Council's customer service as 'very good', with a further 30% rating customer service as 'good', consistent with 2016. Performance on this measure has remained relatively stable since 2012.

Perceptions of customer service are relatively consistent across all demographic groups, meaning there is no particular demographic that Council should focus its attention on.

Newsletters, sent via mail (38%) or email (21%), are the preferred way for Council to inform residents about news, information and upcoming events.

- Residents prefer to receive a newsletter in the mail to email regardless of age, though residents aged 50+ years (40% newsletter via mail, 17% newsletter via email) prefer a print newsletter by a much wider margin than their younger counterparts (36% newsletter via mail, 24% newsletter via email).

AREAS WHERE COUNCIL IS PERFORMING WELL

Apart from customer service, another area where Whittlesea City Council is well regarded is sealed local roads. With a performance index score of 62, this service area is rated second highest among residents.

- More than half of residents (56%) rate Council's performance in the area of sealed local roads as 'very good' or 'good'.
- Again, Council performs *significantly higher* than both the Interface group and State-wide averages for councils on this measure (index scores of 59 and 53 respectively).

Council receives an index score of 60 or higher on all service areas tested with the exception of overall council direction (index score of 57). Even on this measure, however, Council ratings are *significantly higher* than the Interface group and State-wide averages for councils (index score of 53 each). In addition, Council made slight gains on the measures of **making community decisions** (two index points higher) in the past year.

FOCUS AREAS FOR COMING 12 MONTHS

For the coming 12 months, Whittlesea City Council should pay particular attention to the areas where performance ratings are lower than what Council has previously achieved, to ensure that perceptions do not further decline. The key priority is **sealed local roads**, which is two index points lower than in 2016 and three points lower than in 2015.

Consideration should be given to *all* groups of Whittlesea City Council residents, but especially those aged 50 to 64 years and men, who appear to be most driving negative opinion in 2017.

On the positive side, Council should **maintain its relatively strong performance in the area of customer service**.

- It is also important not to ignore, and to learn from, what is working amongst other groups, especially residents aged 65+ years, and use these lessons to build performance experience and perceptions in other areas.

FURTHER AREAS OF EXPLORATION

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, self-mining the SPSS data provided, or via the dashboard portal available to the council.

A 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.

SNAPSHOT OF KEY FINDINGS

Higher results in 2017 *(Significantly higher result than 2016)*	• None applicable
Lower results in 2017 *(Significantly lower result than 2016)*	• None applicable
Most favourably disposed towards Council	• Aged 65+ years
Least favourably disposed towards Council	• Aged 50-64 years • Men

SUMMARY OF FINDINGS

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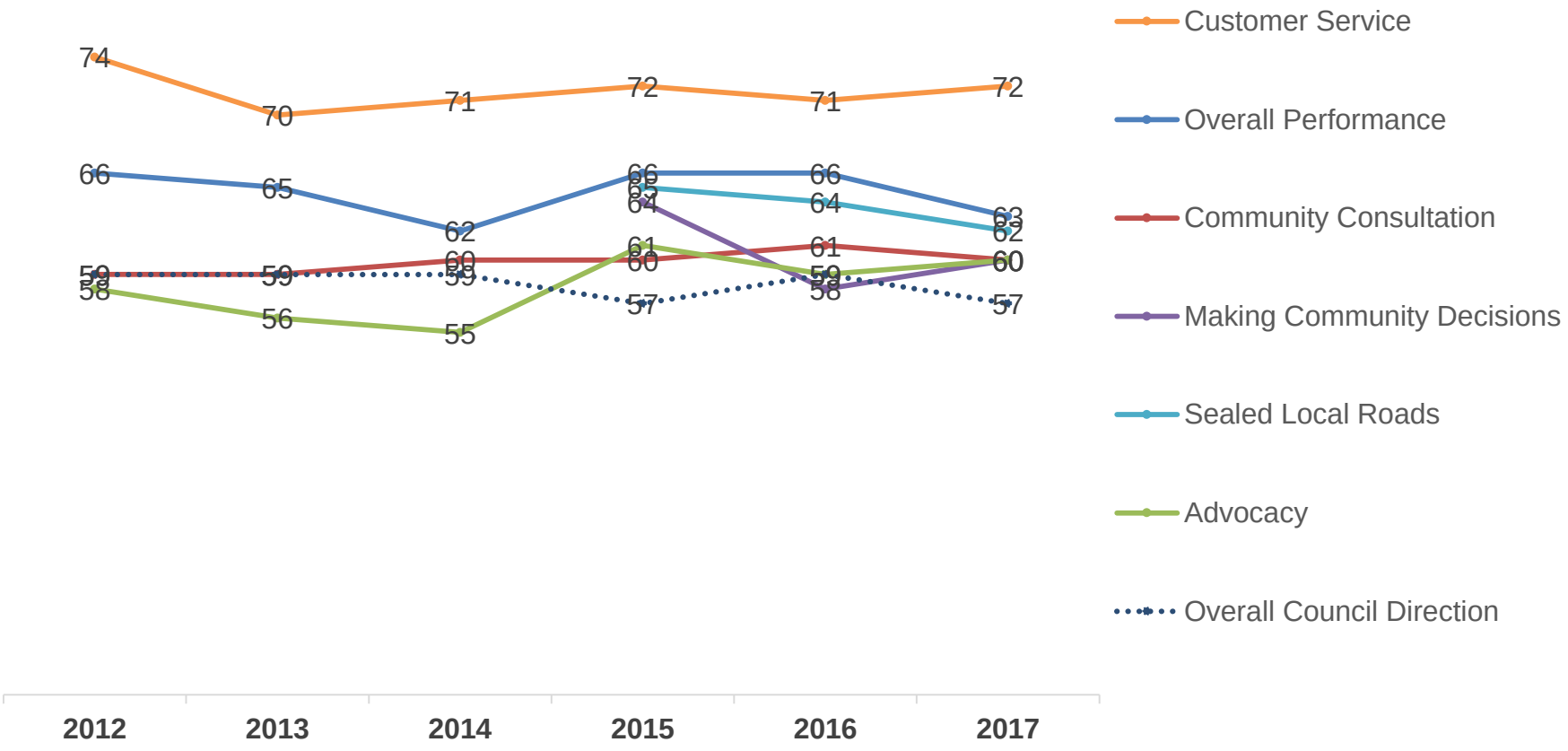
2017 SUMMARY OF CORE MEASURES

INDEX SCORE RESULTS



2017 SUMMARY OF CORE MEASURES

DETAILED ANALYSIS

Performance Measures	Whittlesea 2017	Whittlesea 2016	Interface 2017	State-wide 2017	Highest score	Lowest score
OVERALL PERFORMANCE	**63**	66	60	59	Aged 65+ years	Aged 50-64 years
COMMUNITY CONSULTATION (Community consultation and engagement)	**60**	61	53	55	Aged 65+ years	Men, Aged 50-64 years
ADVOCACY (Lobbying on behalf of the community)	**60**	59	54	54	Aged 65+ years	Aged 50-64 years
MAKING COMMUNITY DECISIONS (Decisions made in the interest of the community)	**60**	58	55	54	Aged 65+ years	Aged 50-64 years
SEALED LOCAL ROADS (Condition of sealed local roads)	**62**	64	59	53	Aged 65+ years	Aged 35-49 years, South West Ward
CUSTOMER SERVICE	**72**	71	69	69	Aged 65+ years	Men, Aged 35-49 years
OVERALL COUNCIL DIRECTION	**57**	59	53	53	Aged 18-34 years	Aged 65+ years

2017 SUMMARY OF KEY COMMUNITY SATISFACTION

PERCENTAGE RESULTS

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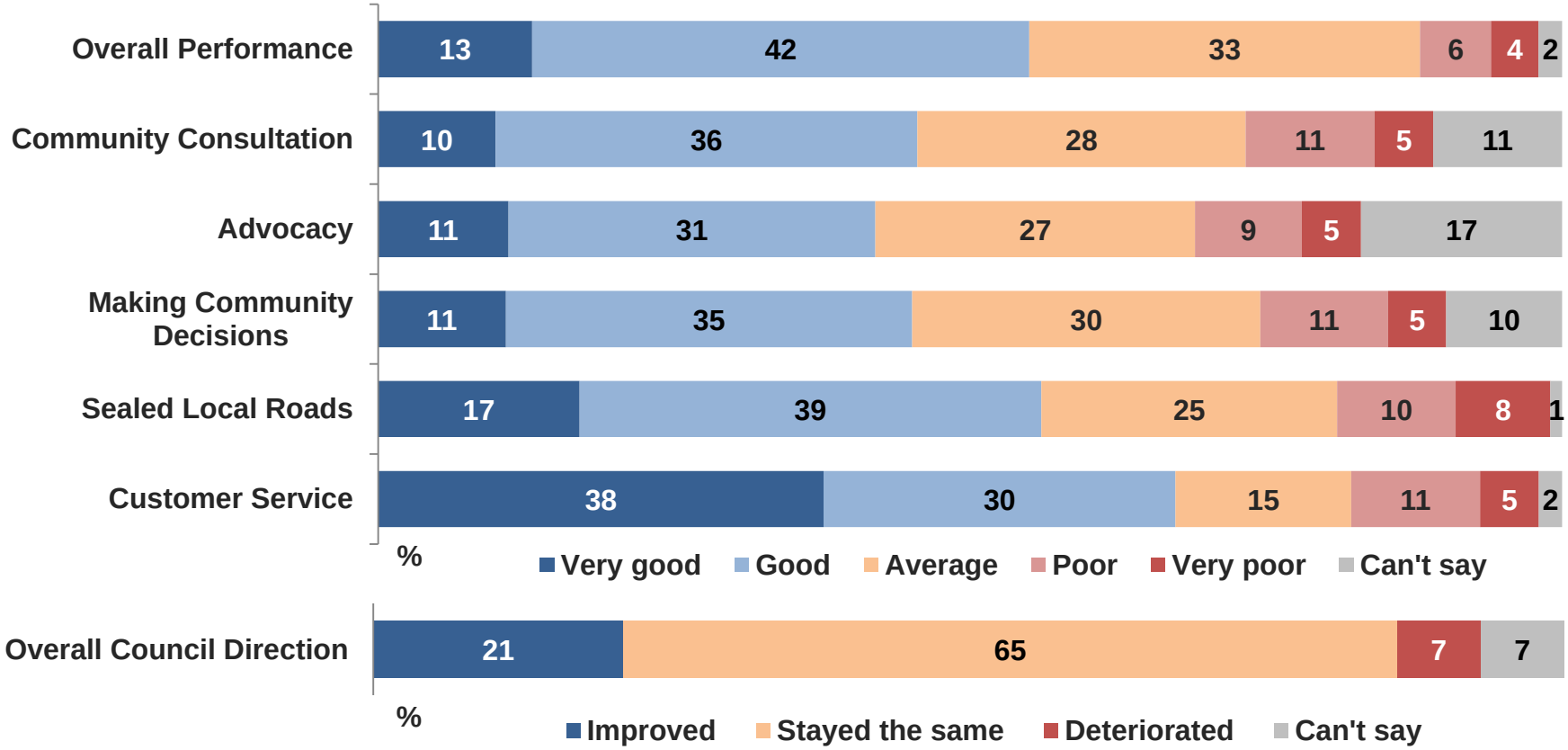
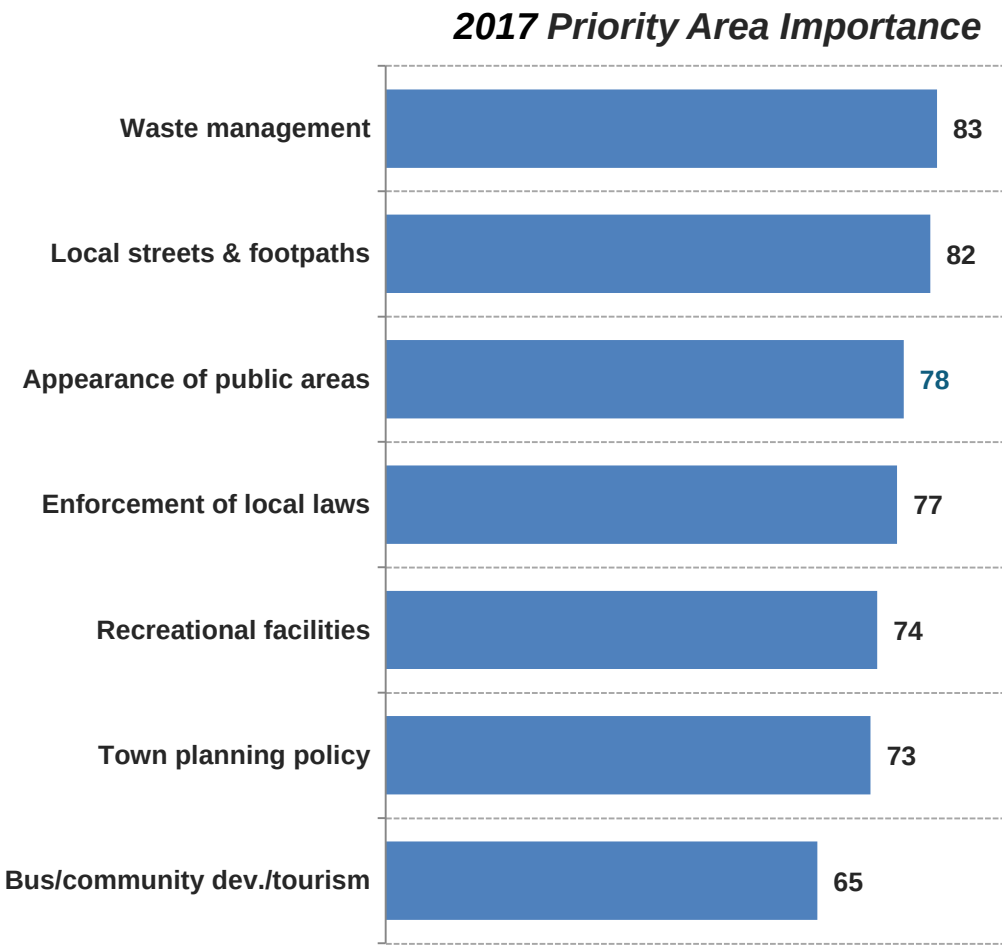
Key Measures Summary Results



2017 IMPORTANCE SUMMARY

INDEX SCORES OVER TIME

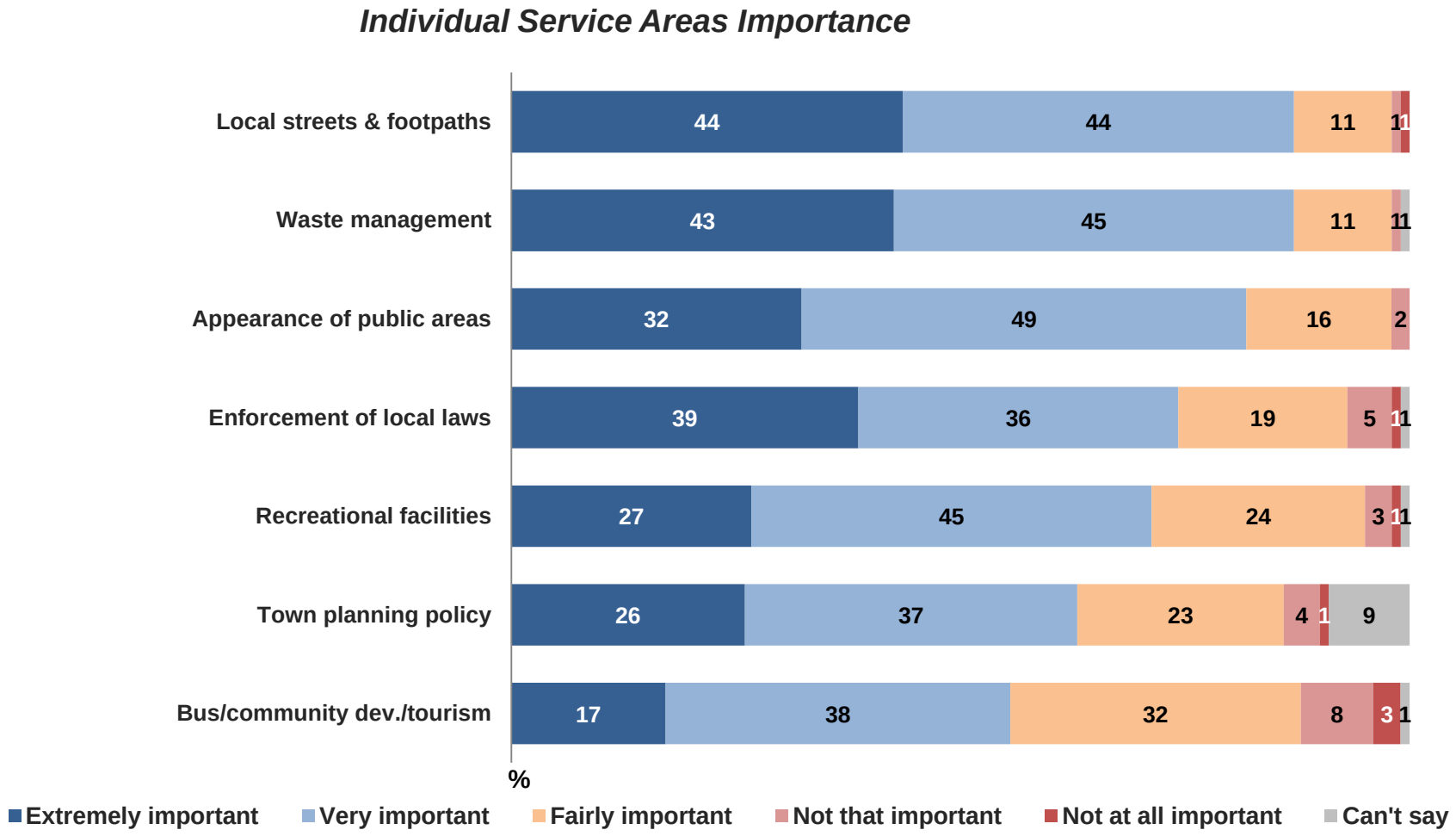


	2016	2015	2014	2013	2012
Waste management	83	81	n/a	n/a	n/a
Local streets & footpaths	81	81	n/a	n/a	81
Appearance of public areas	75	77	n/a	n/a	74
Enforcement of local laws	77	77	n/a	n/a	n/a
Recreational facilities	73	72	n/a	n/a	74
Town planning policy	74	74	n/a	n/a	n/a
Bus/community dev./tourism	65	64	n/a	n/a	66

Q1. Firstly, how important should [RESPONSIBILITY AREA] be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 32 Councils asked group: 4
Note: Please see page 5 for explanation of significant differences

INDIVIDUAL SERVICE AREAS IMPORTANCE

DETAILED PERCENTAGES



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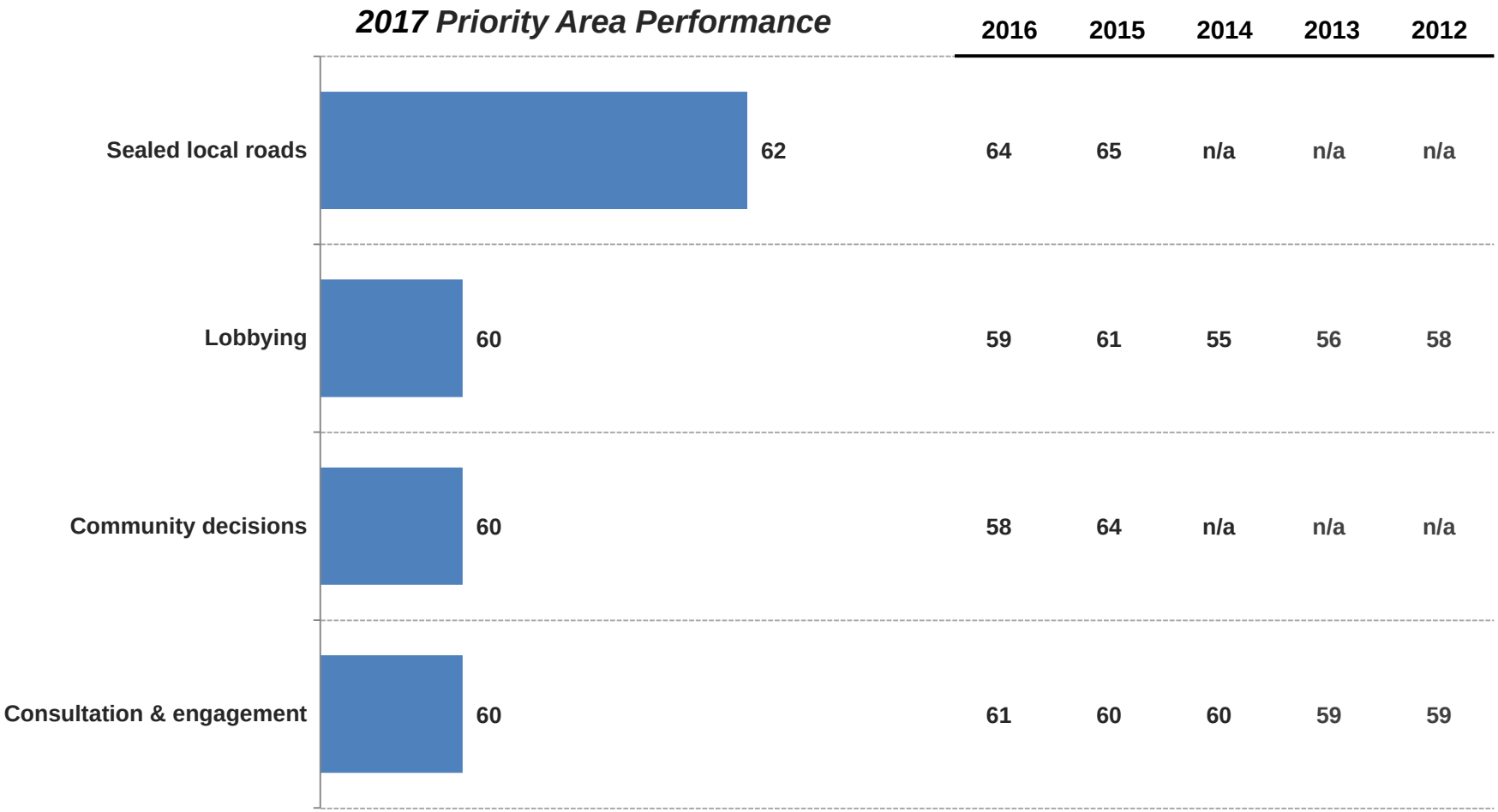
Base: All respondents. Councils asked state-wide: 32 Councils asked group: 4

2017 PERFORMANCE SUMMARY

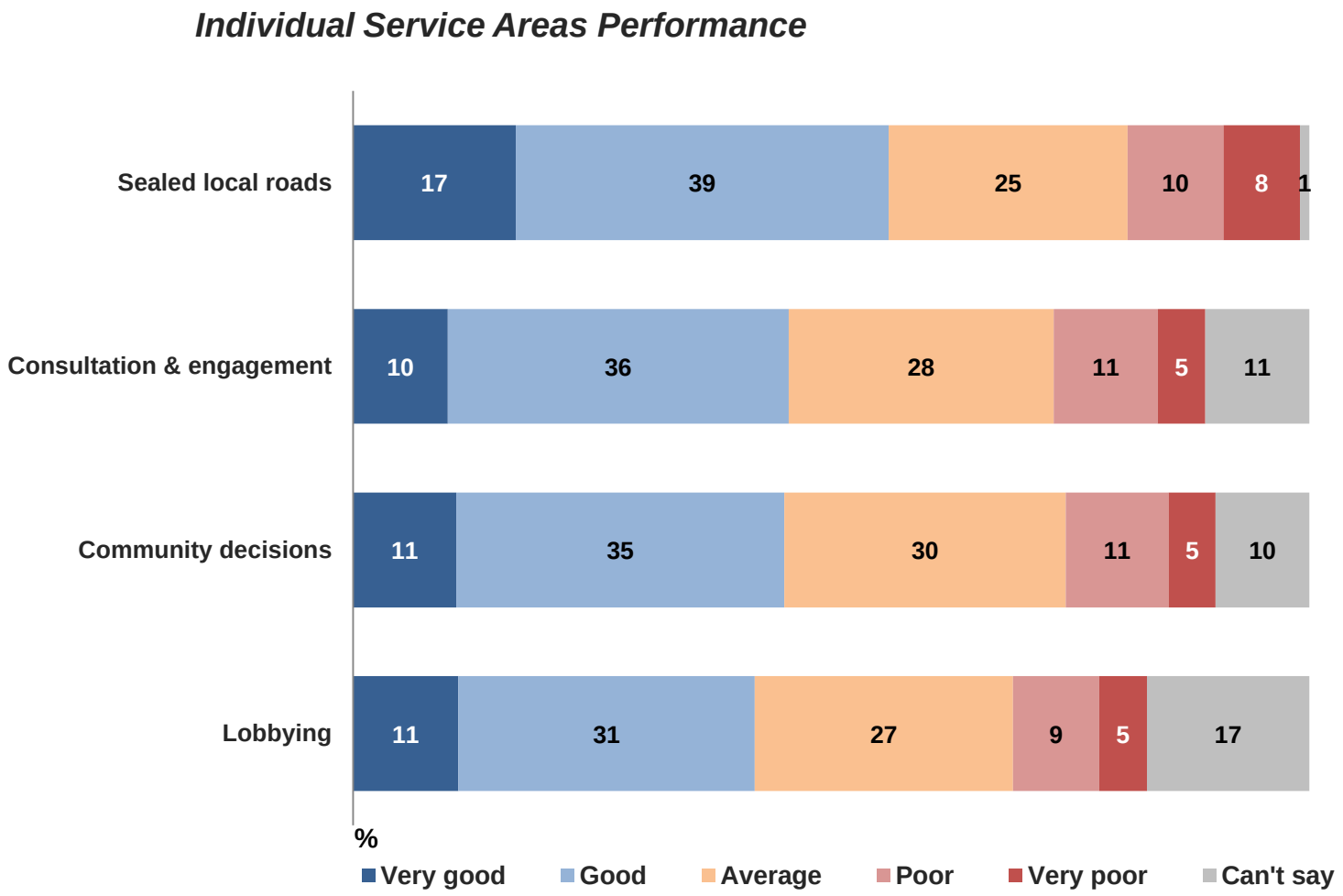
INDEX SCORES OVER TIME



Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?
Base: All respondents. Councils asked state-wide: 68 Councils asked group: 6
Note: Please see page 5 for explanation of significant differences

INDIVIDUAL SERVICE AREAS PERFORMANCE

DETAILED PERCENTAGES



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Base: All respondents. Councils asked state-wide: 68 Councils asked group: 6

INDIVIDUAL SERVICE AREAS SUMMARY

COUNCIL'S PERFORMANCE VS STATE-WIDE AVERAGE

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Significantly higher than state-wide average

-Consultation & engagement
-Lobbying
-Making community decisions
-Sealed local roads

-None Applicable

Significantly lower than state-wide average

INDIVIDUAL SERVICE AREAS SUMMARY

COUNCIL'S PERFORMANCE VS GROUP AVERAGE

Significantly higher than group average

-Consultation & engagement
-Lobbying
-Making community decisions
-Sealed local roads

-None Applicable

Significantly lower than group average

DETAILED FINDINGS

JWS RESEARCH

KEY CORE MEASURE OVERALL PERFORMANCE

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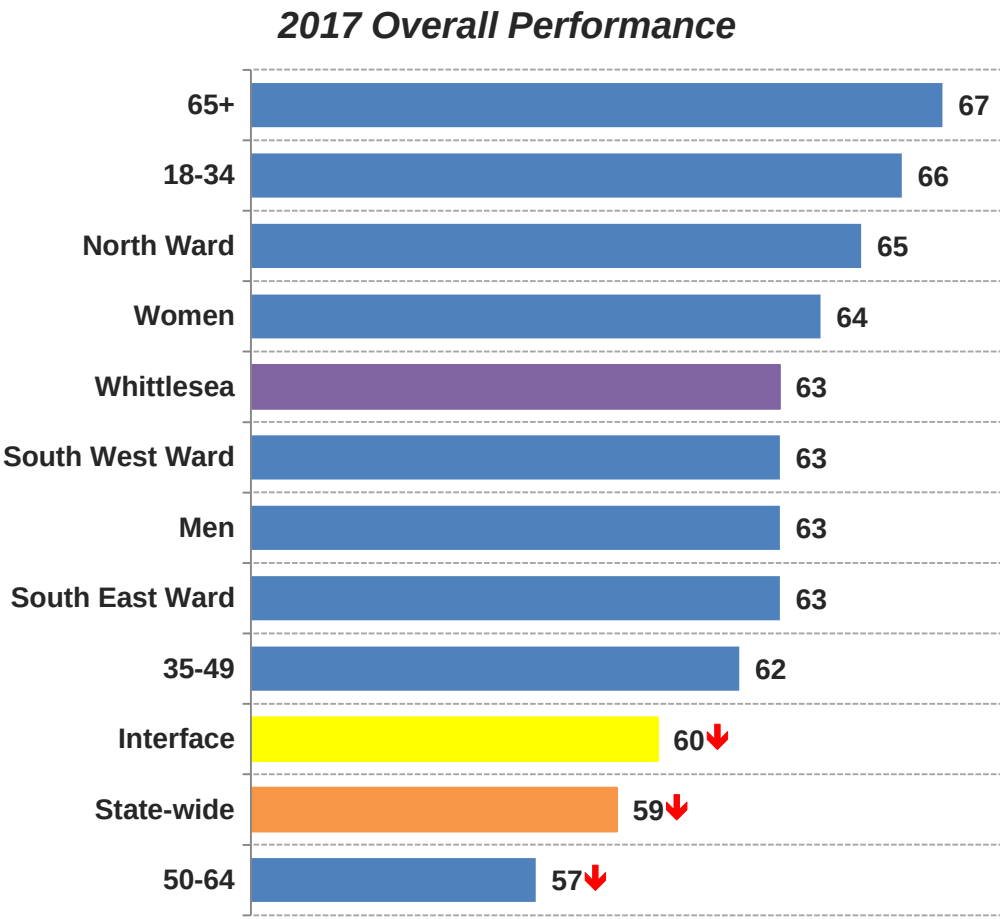
OVERALL PERFORMANCE

INDEX SCORES

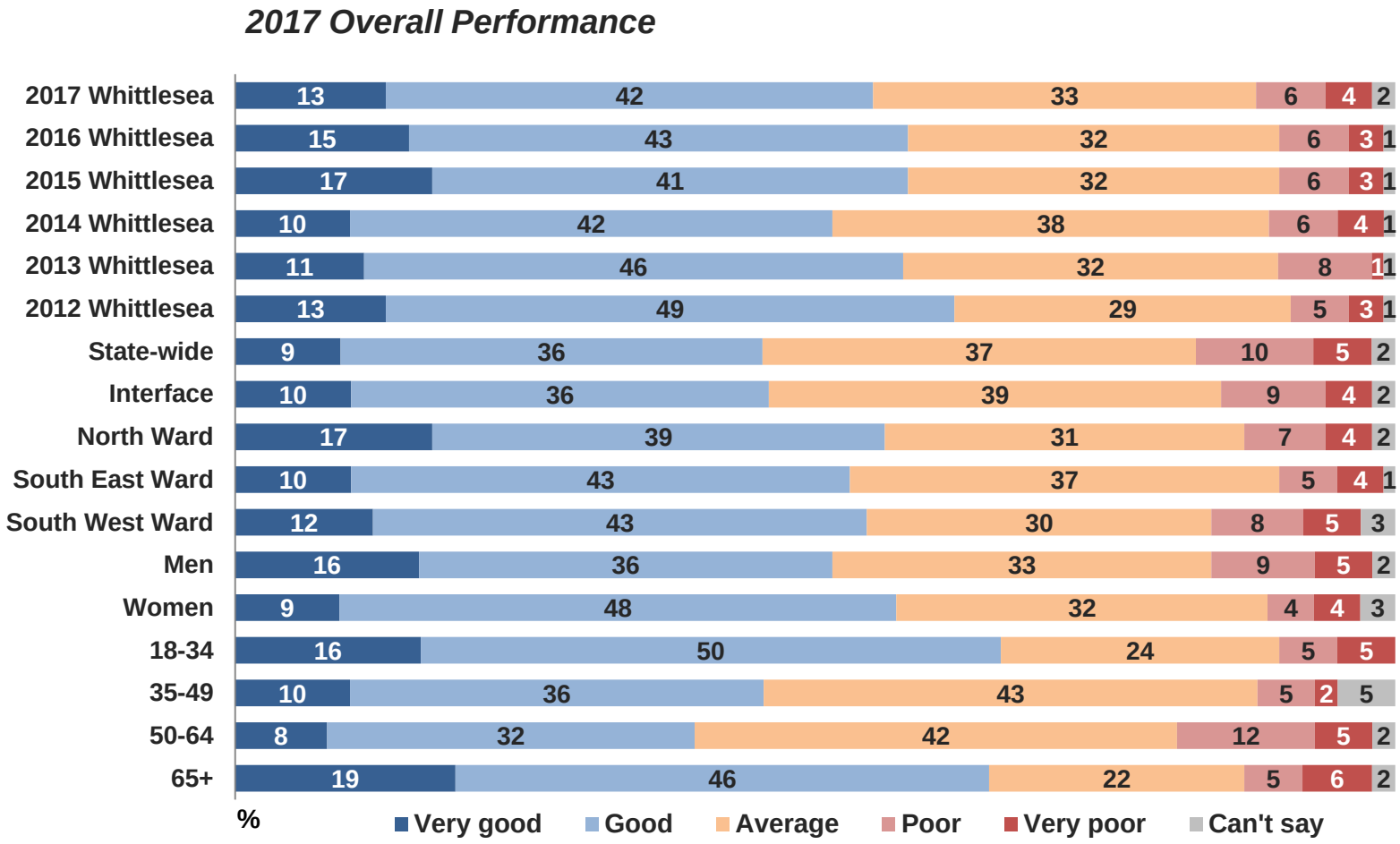


	2016	2015	2014	2013	2012
65+	74	67	65	70	68
18-34	65	66	65	66	68
North Ward	n/a	n/a	n/a	n/a	n/a
Women	68	69	63	64	68
Whittlesea	66	66	62	65	66
South West Ward	n/a	n/a	n/a	n/a	n/a
Men	63	62	61	65	65
South East Ward	n/a	n/a	n/a	n/a	n/a
35-49	62	67	59	64	64
Interface	61	62	n/a	n/a	n/a
State-wide	59	60	61	60	60
50-64	64	60	60	62	65

Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Whittlesea 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 state-wide: 68 Councils asked group: 6
Note: Please see page 5 for explanation about significant differences

OVERALL PERFORMANCE

DETAILED PERCENTAGES



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Base: All respondents. Councils asked state-wide: 68 Councils asked group: 6

KEY CORE MEASURE
CUSTOMER SERVICE

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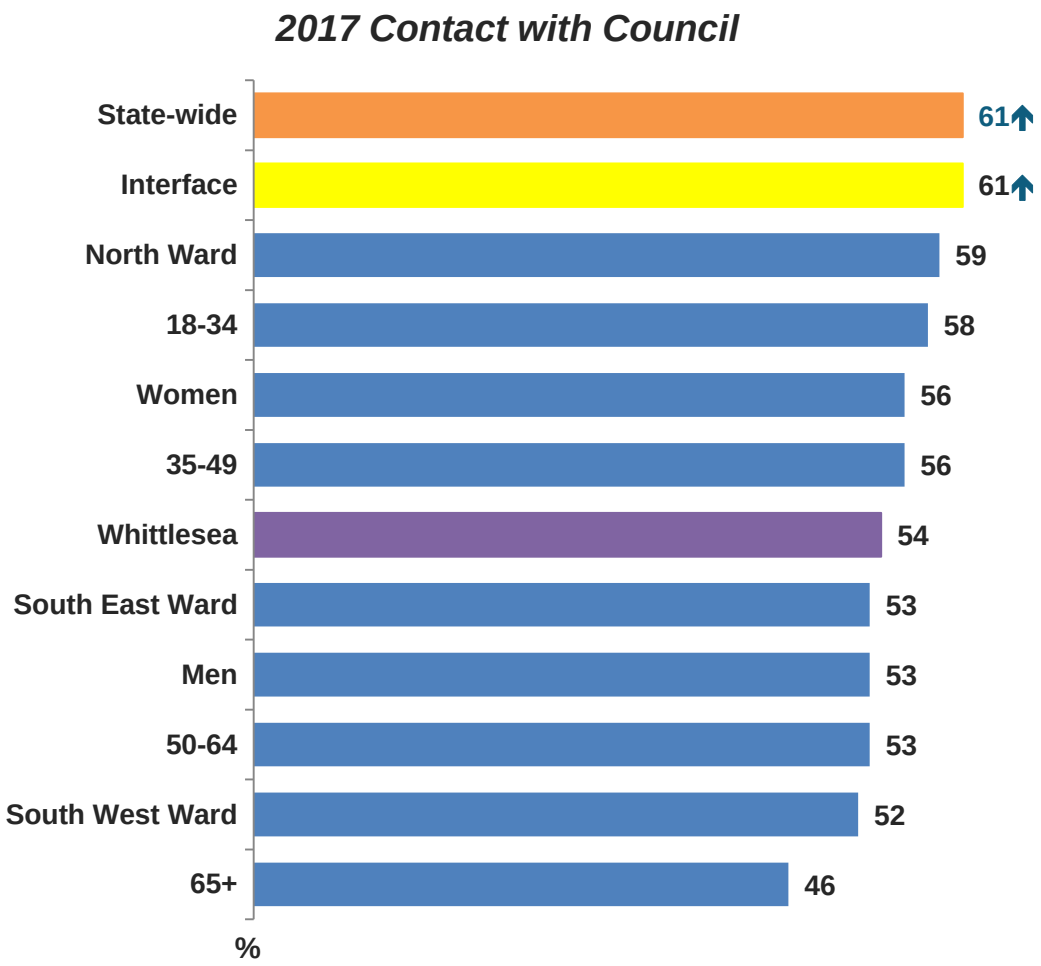
CONTACT LAST 12 MONTHS

SUMMARY

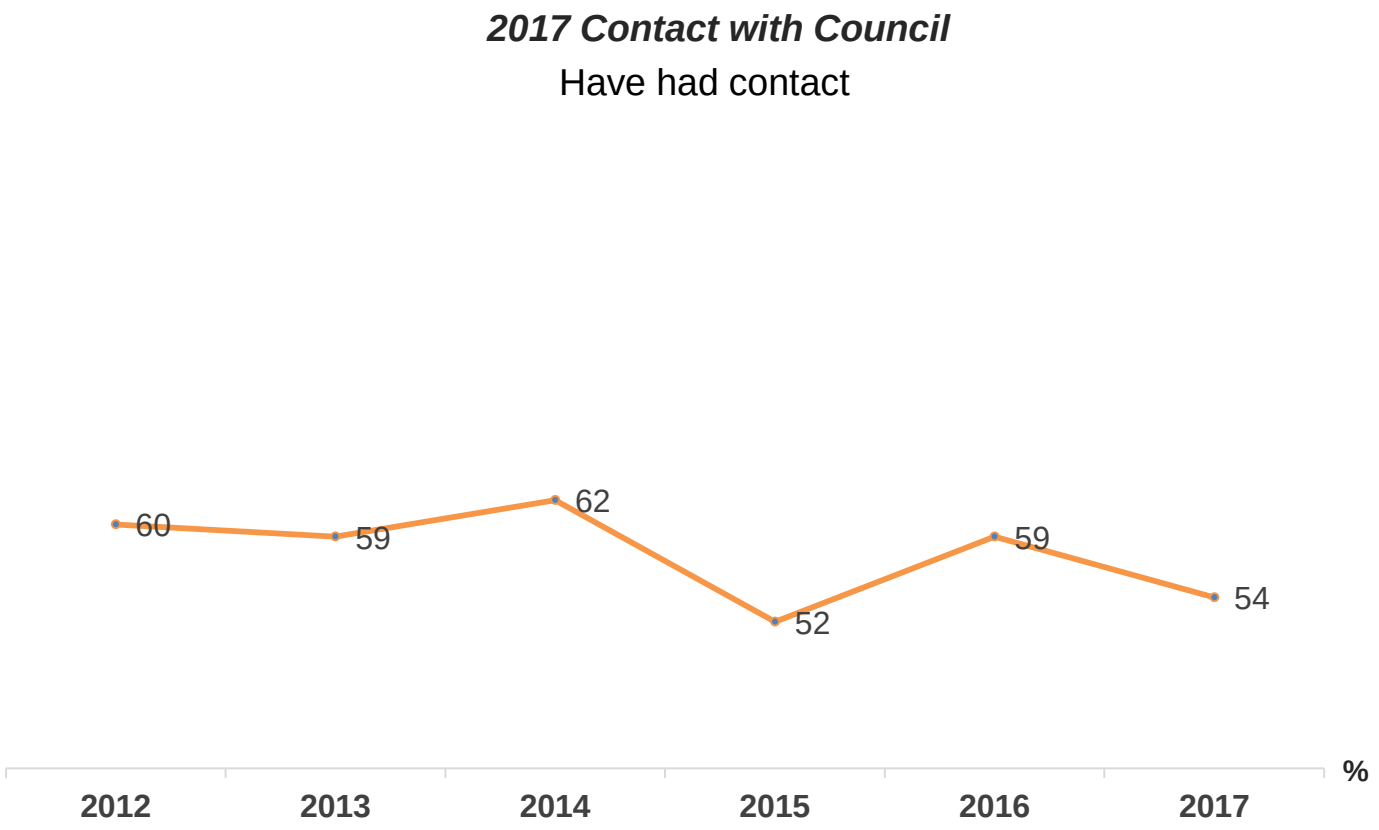
Overall contact with Whittlesea City Council	• 54%, down 5 points on 2016
Most contact with Whittlesea City Council	• North Ward
Least contact with Whittlesea City Council	• Aged 65+ years
Customer service rating	• Index score of 72, up 1 point on 2016
Most satisfied with customer service	• Aged 65+ years • Women
Least satisfied with customer service	• Men • Aged 35-49 years

2017 CONTACT WITH COUNCIL



Q5. Over the last 12 months, have you or any member of your household had any contact with Whittlesea Shire Council? This may have been in person, in writing, by telephone conversation, by text message, by email or via their website or social media such as Facebook or Twitter?
Base: All respondents. Councils asked state-wide: 49 Councils asked group: 4
Note: Please see page 5 for explanation about significant differences

2017 CONTACT WITH COUNCIL



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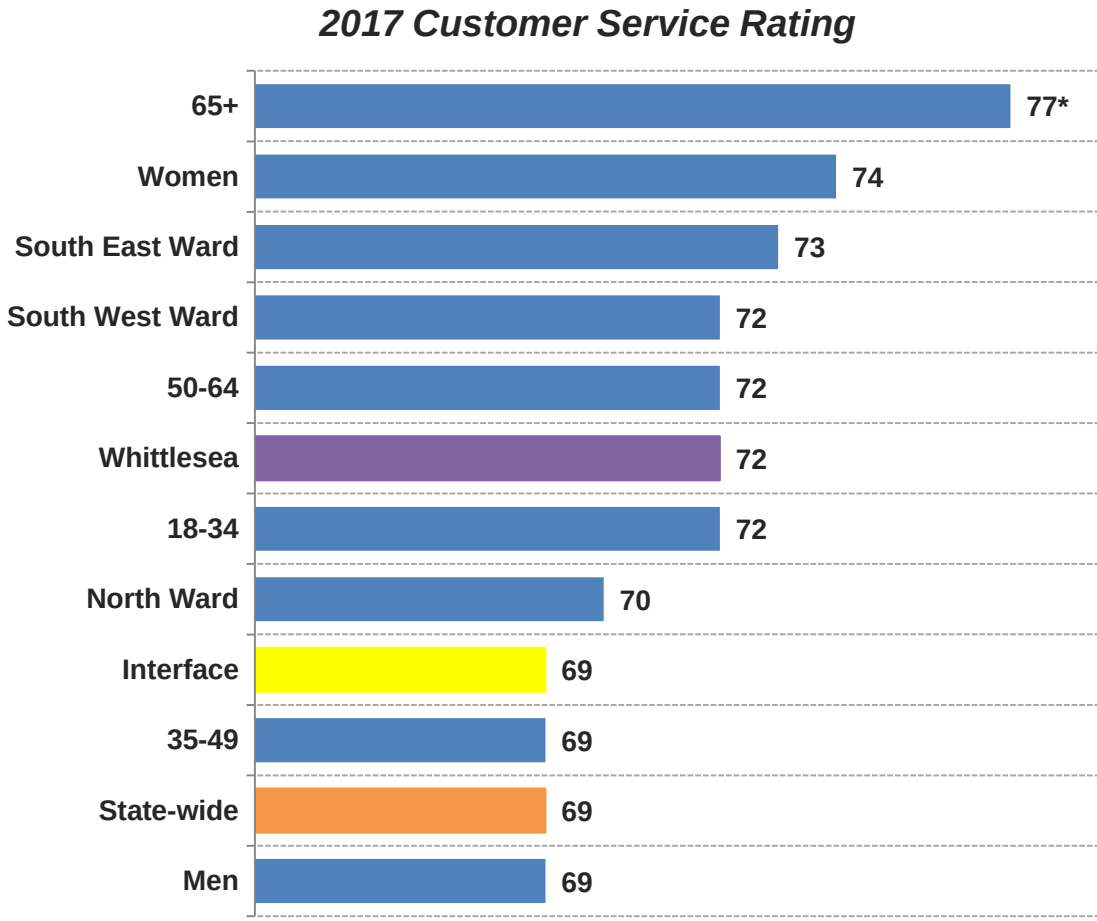
Base: All respondents. Councils asked state-wide: 49 Councils asked group: 4

2017 CONTACT CUSTOMER SERVICE

INDEX SCORES

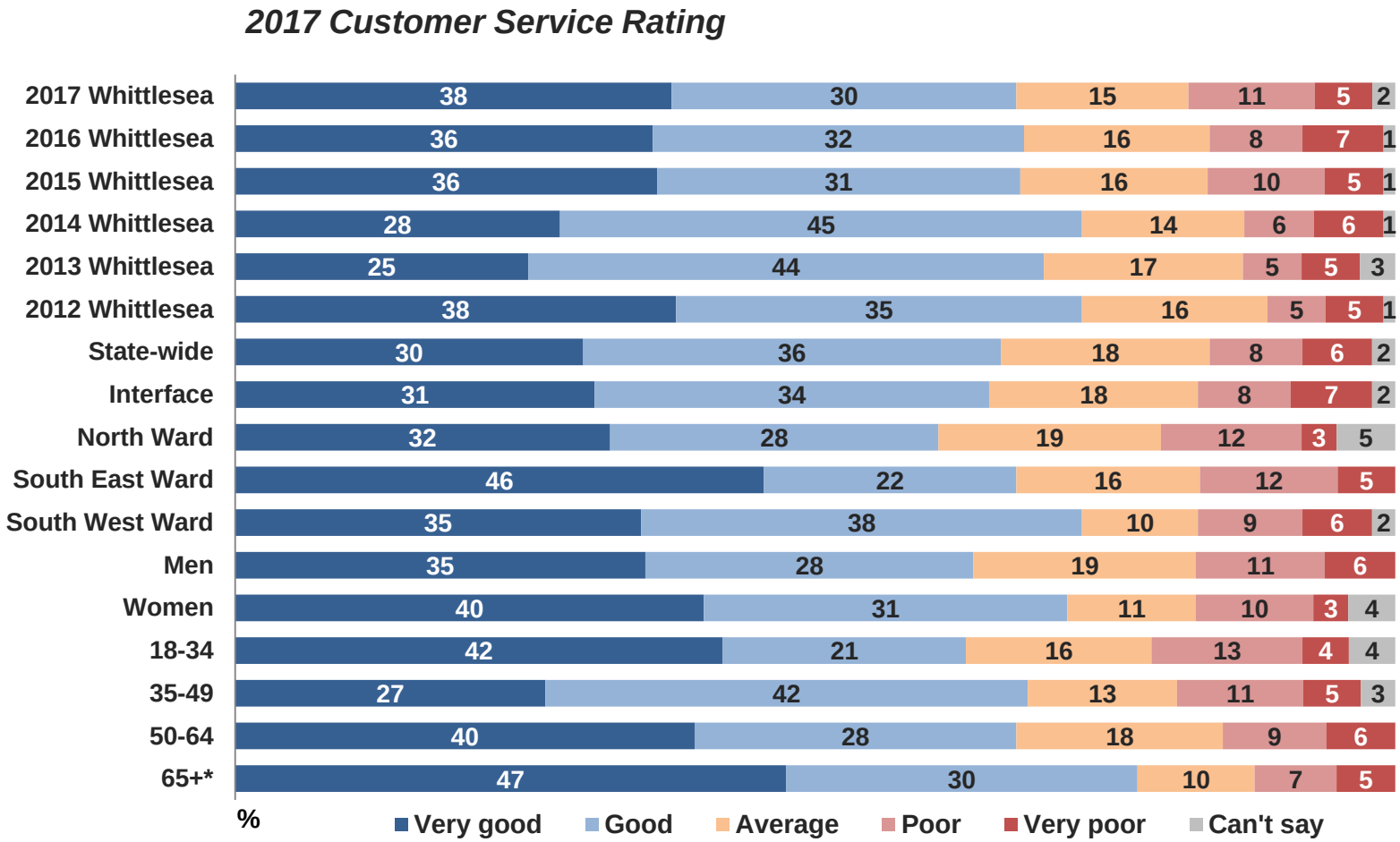


	2016	2015	2014	2013	2012
65+	79	77	79	75	79
Women	71	75	75	71	76
South East Ward	n/a	n/a	n/a	n/a	n/a
South West Ward	n/a	n/a	n/a	n/a	n/a
50-64	73	72	69	69	76
Whittlesea	71	72	71	70	74
18-34	66	64	76	69	70
North Ward	n/a	n/a	n/a	n/a	n/a
Interface	70	72	n/a	n/a	n/a
35-49	72	76	63	71	76
State-wide	69	70	72	71	71
Men	71	68	66	69	72

Q5c. Thinking of the most recent contact, how would you rate Whittlesea City Council for customer service? Please keep in mind we do not mean the 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 state-wide: 68 Councils asked group: 6
Note: Please see page 5 for explanation about significant differences
**Caution: small sample size < n=30*

2017 CONTACT CUSTOMER SERVICE

DETAILED PERCENTAGES



Q5c. Thinking of the most recent contact, how would you rate Whittlesea City Council for customer service? Please keep in mind we do not mean the 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 state-wide: 68 Councils asked group: 6
**Caution: small sample size < n=30*

KEY CORE MEASURE COUNCIL DIRECTION INDICATORS

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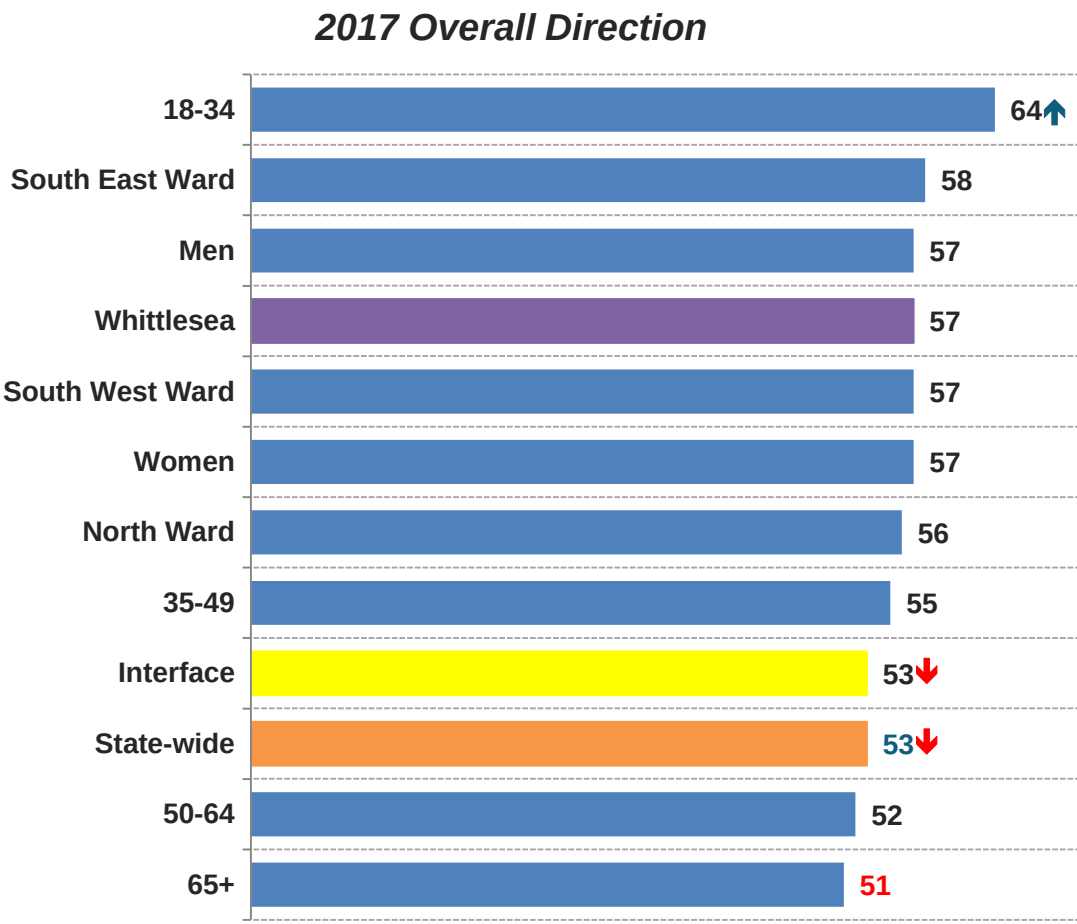
COUNCIL DIRECTION

SUMMARY

Council Direction from Q6	• 65% stayed about the same, up 1 point on 2016 • 21% improved, down 2 points on 2016 • 7% deteriorated, up 1 point on 2016
Most satisfied with Council Direction from Q6	• Aged 18-34 years
Least satisfied with Council Direction from Q6	• Aged 65+ years

2017 OVERALL COUNCIL DIRECTION LAST 12 MONTHS

INDEX SCORES

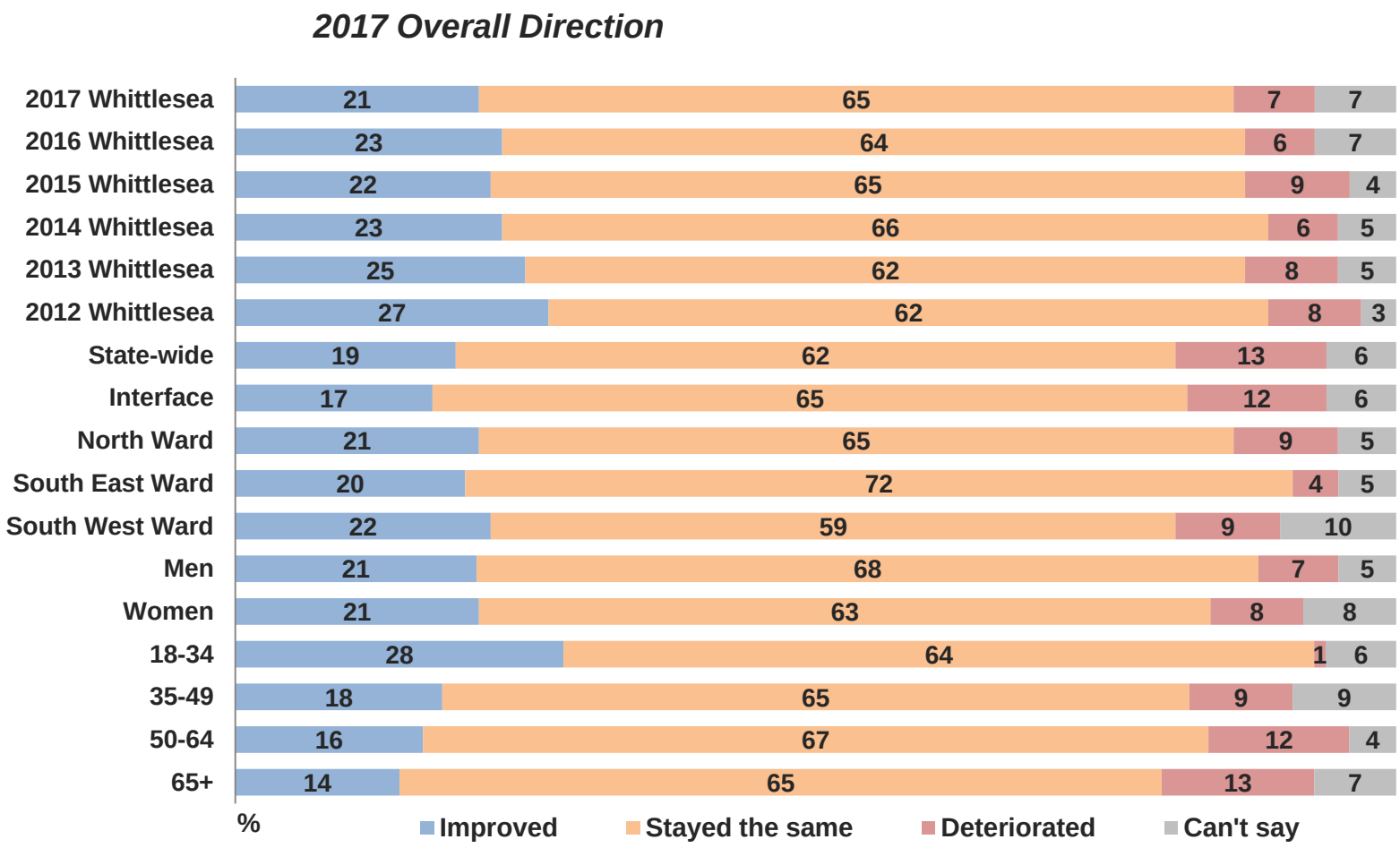


	2016	2015	2014	2013	2012
18-34	60	57	61	66	62
South East Ward	n/a	n/a	n/a	n/a	n/a
Men	57	54	58	61	57
Whittlesea	59	57	59	59	59
South West Ward	n/a	n/a	n/a	n/a	n/a
Women	61	60	59	57	62
North Ward	n/a	n/a	n/a	n/a	n/a
35-49	58	56	55	53	57
Interface	54	54	n/a	n/a	n/a
State-wide	51	53	53	53	52
50-64	56	54	58	54	59
65+	61	60	61	68	58

Q6. Over the last 12 months, what is your view of the direction of Whittlesea City Council's overall performance?
Base: All respondents. Councils asked state-wide: 68 Councils asked group: 6
Note: Please see page 5 for explanation about significant differences

2017 OVERALL COUNCIL DIRECTION LAST 12 MONTHS

DETAILED PERCENTAGES



Q6. Over the last 12 months, what is your view of the direction of Whittlesea City Council's overall performance?
Base: All respondents. Councils asked state-wide: 68 Councils asked group: 6

COMMUNICATIONS

JWS RESEARCH

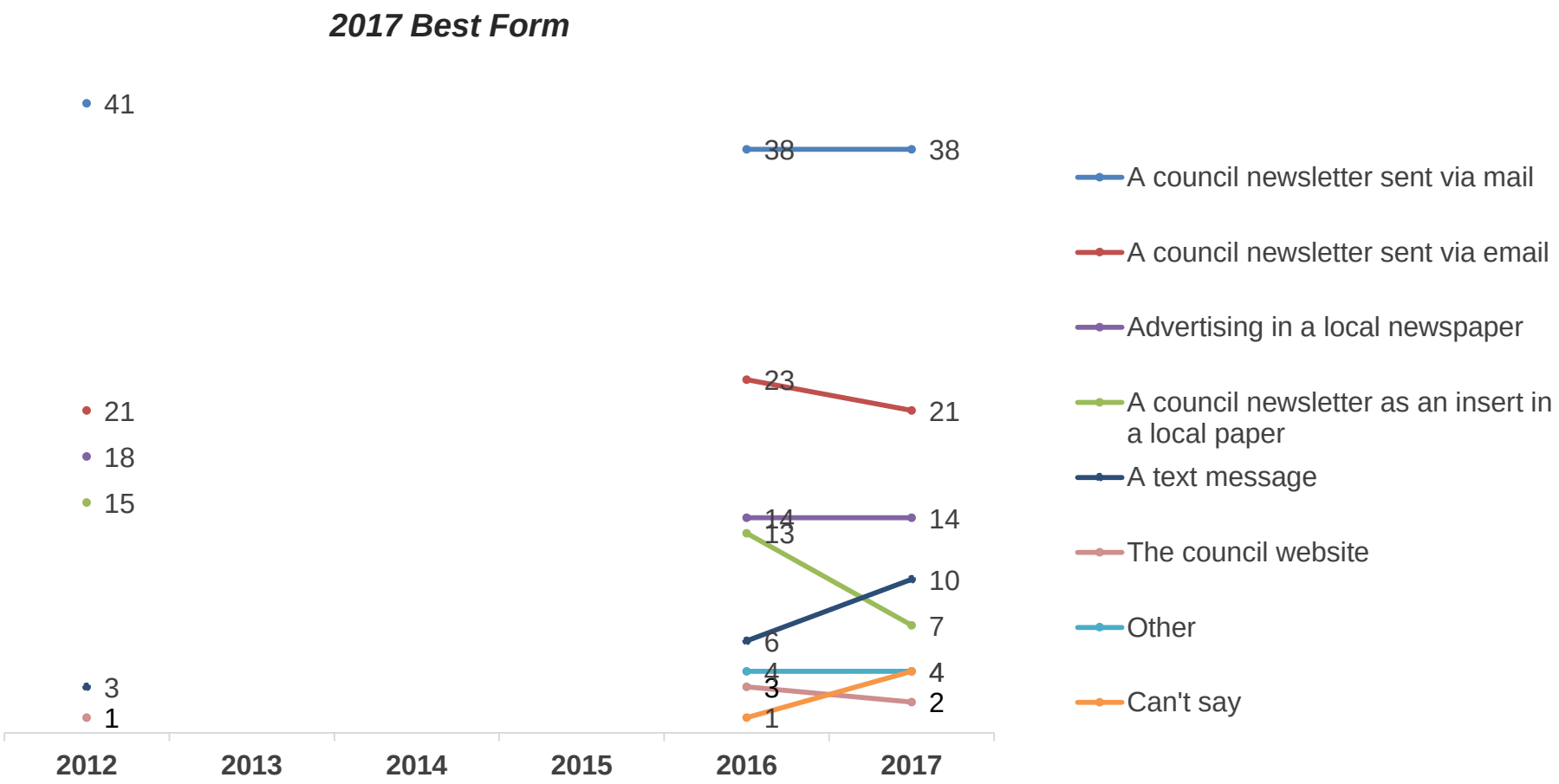
COMMUNICATIONS

SUMMARY

Overall preferred forms of communication	• Newsletter sent via mail (38%)
Preferred forms of communication among over 50s	• Newsletter sent via mail (40%)
Preferred forms of communication among under 50s	• Newsletter sent via mail (36%)
Greatest change since 2016	• Newsletter as an insert in a local newspaper (-6)

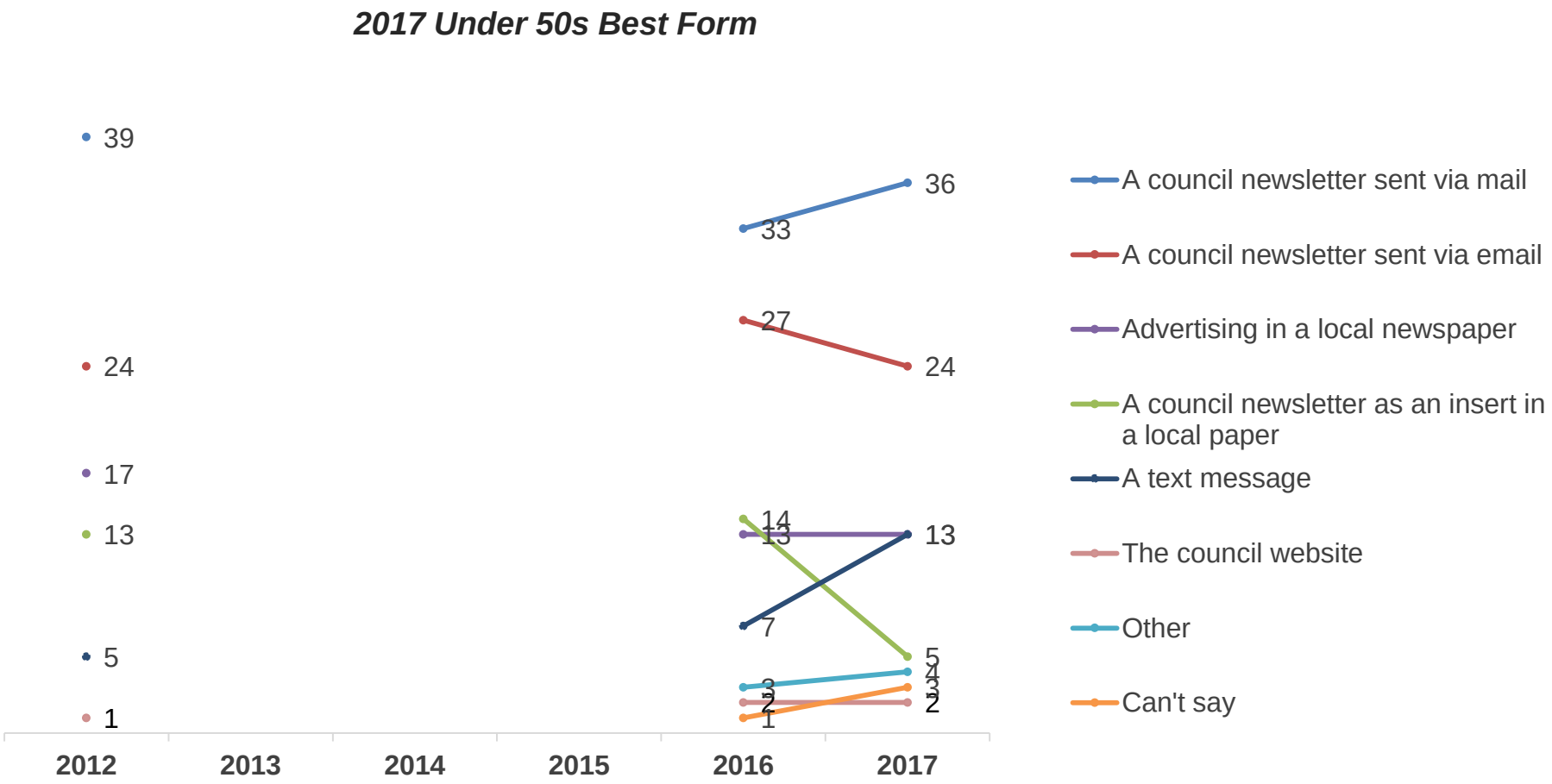
Note: Website and text message formats again did not rate as highly as other modes of communication, although further analysis is recommended to understand the demographic preference profiles of the various different forms of communication.

2017 BEST FORMS OF COMMUNICATION



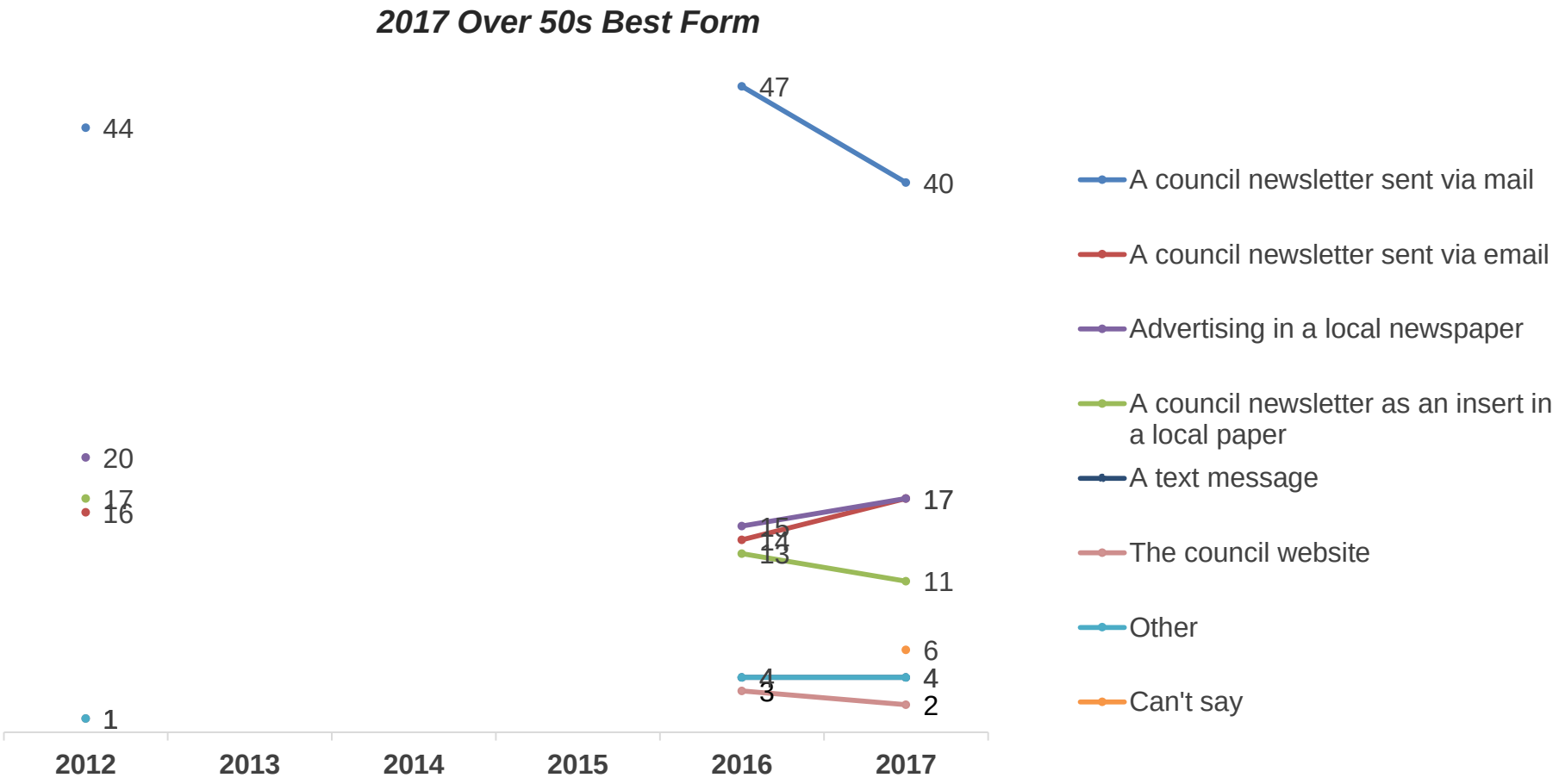
Q13. If Whittlesea City Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?
Base: All respondents. Councils asked state-wide: 30 Councils asked group: 3

2017 BEST FORMS OF COMMUNICATION: UNDER 50S



Q13. If Whittlesea 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. Councils asked state-wide: 30 Councils asked group: 3

2017 BEST FORMS OF COMMUNICATION: OVER 50S



Q13. If Whittlesea 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. Councils asked state-wide: 30 Councils asked group: 3

INDIVIDUAL SERVICE AREAS

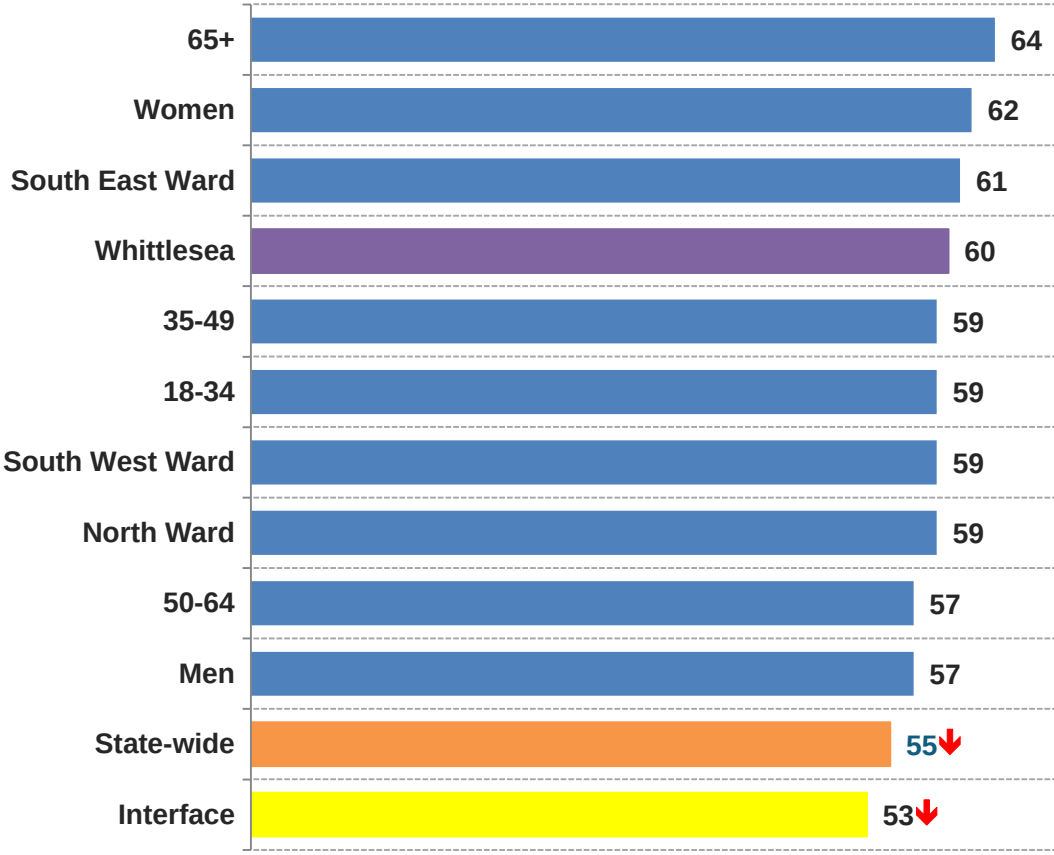
JWS RESEARCH

2017 COMMUNITY CONSULTATION AND ENGAGEMENT

PERFORMANCE INDEX SCORES

JWS RESEARCH

2017 Consultation and Engagement Performance



	2016	2015	2014	2013	2012
65+	65	61	62	66	58
Women	64	62	63	57	60
South East Ward	n/a	n/a	n/a	n/a	n/a
Whittlesea	61	60	60	59	59
35-49	57	63	56	56	59
18-34	63	60	64	62	61
South West Ward	n/a	n/a	n/a	n/a	n/a
North Ward	n/a	n/a	n/a	n/a	n/a
50-64	59	55	57	56	56
Men	57	59	58	61	59
State-wide	54	56	57	57	57
Interface	55	57	n/a	n/a	n/a

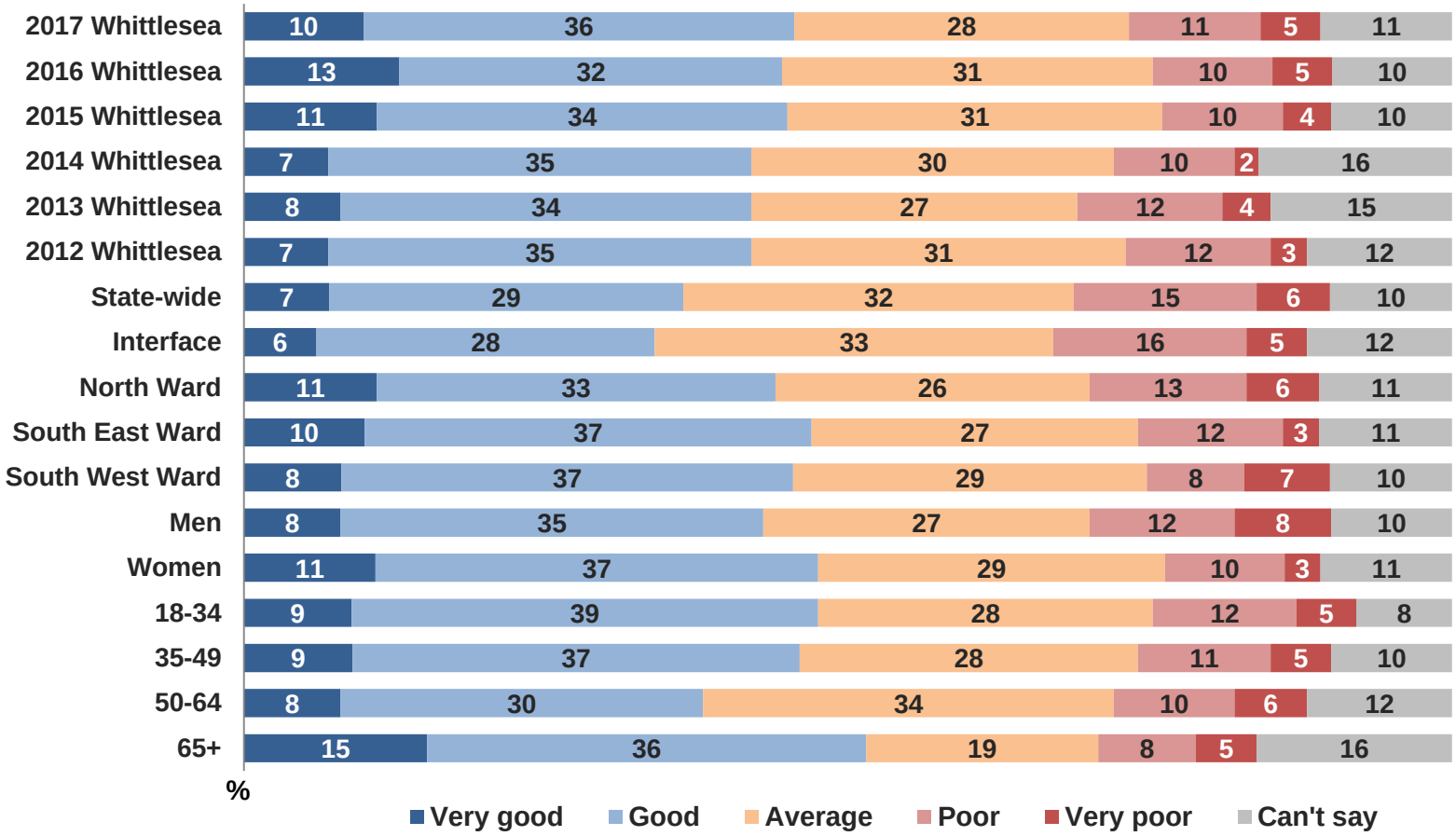
Q2. How has Council performed on 'community consultation and engagement' over the last 12 months?
Base: All respondents. Councils asked state-wide: 68 Councils asked group: 6
Note: Please see page 5 for explanation about significant differences

2017 COMMUNITY CONSULTATION AND ENGAGEMENT

PERFORMANCE DETAILED PERCENTAGES

JWS RESEARCH

2017 Consultation and Engagement Performance

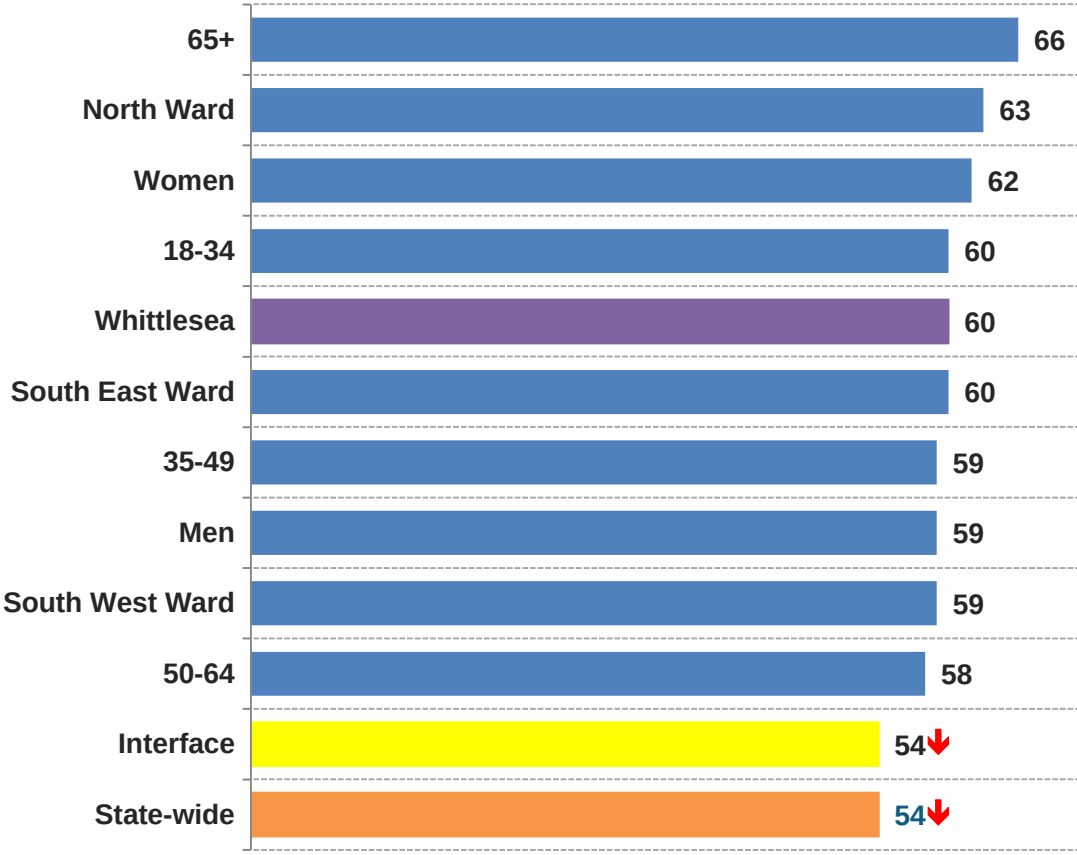


Q2. How has Council performed on 'community consultation and engagement' over the last 12 months?
Base: All respondents. Councils asked state-wide: 68 Councils asked group: 6

2017 LOBBYING ON BEHALF OF THE COMMUNITY

PERFORMANCE INDEX SCORES

2017 Lobbying Performance



	2016	2015	2014	2013	2012
65+	66	62	53	61	58
North Ward	n/a	n/a	n/a	n/a	n/a
Women	61	64	55	58	61
18-34	60	63	61	57	58
Whittlesea	59	61	55	56	58
South East Ward	n/a	n/a	n/a	n/a	n/a
35-49	57	62	48	57	60
Men	58	58	55	54	55
South West Ward	n/a	n/a	n/a	n/a	n/a
50-64	55	53	57	52	57
Interface	55	56	n/a	n/a	n/a
State-wide	53	55	56	55	55

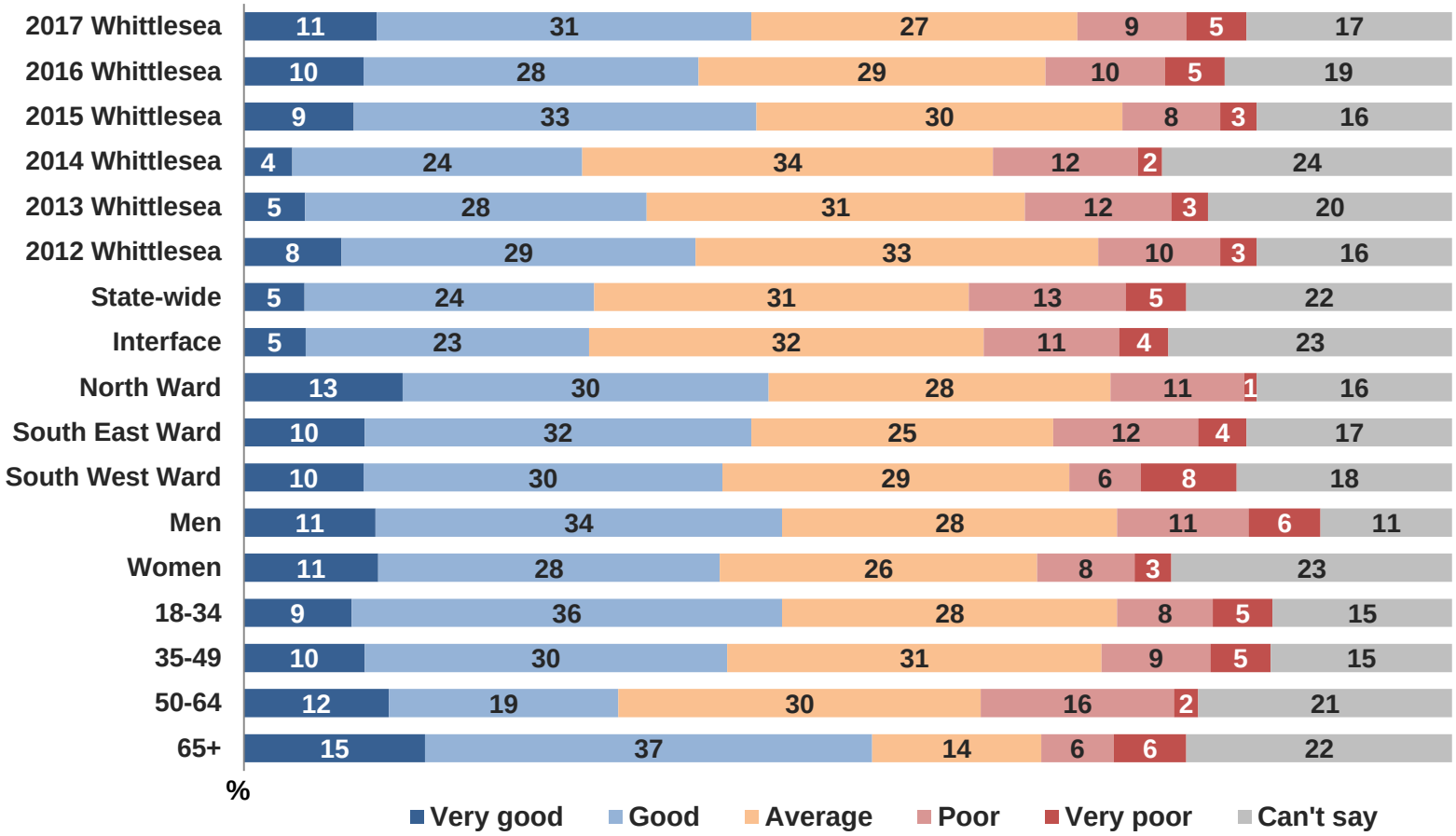
Q2. How has Council performed on 'lobbying on behalf of the community' over the last 12 months?
Base: All respondents. Councils asked state-wide: 68 Councils asked group: 6
Note: Please see page 5 for explanation about significant differences

2017 LOBBYING ON BEHALF OF THE COMMUNITY

PERFORMANCE DETAILED PERCENTAGES

JWS RESEARCH

2017 Lobbying Performance

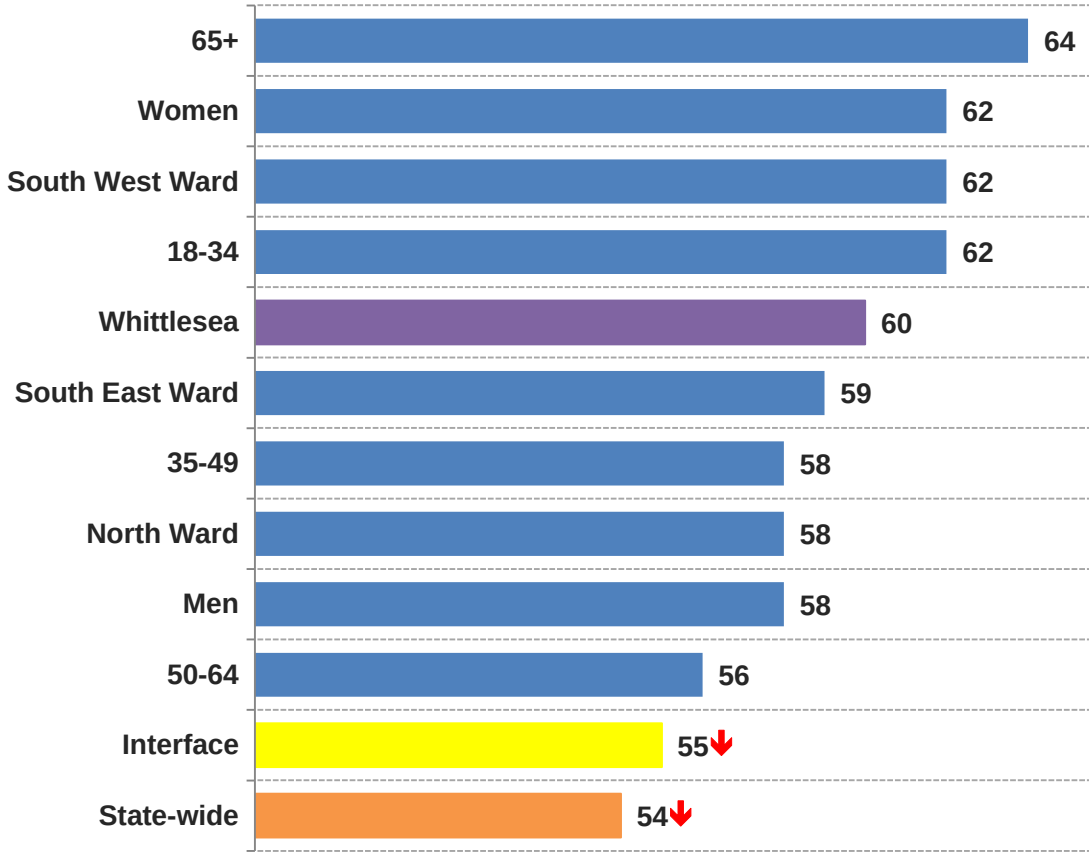


Q2. How has Council performed on 'lobbying on behalf of the community' over the last 12 months?
Base: All respondents. Councils asked state-wide: 68 Councils asked group: 6

2017 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY

PERFORMANCE INDEX SCORES

2017 Community Decisions Made Performance



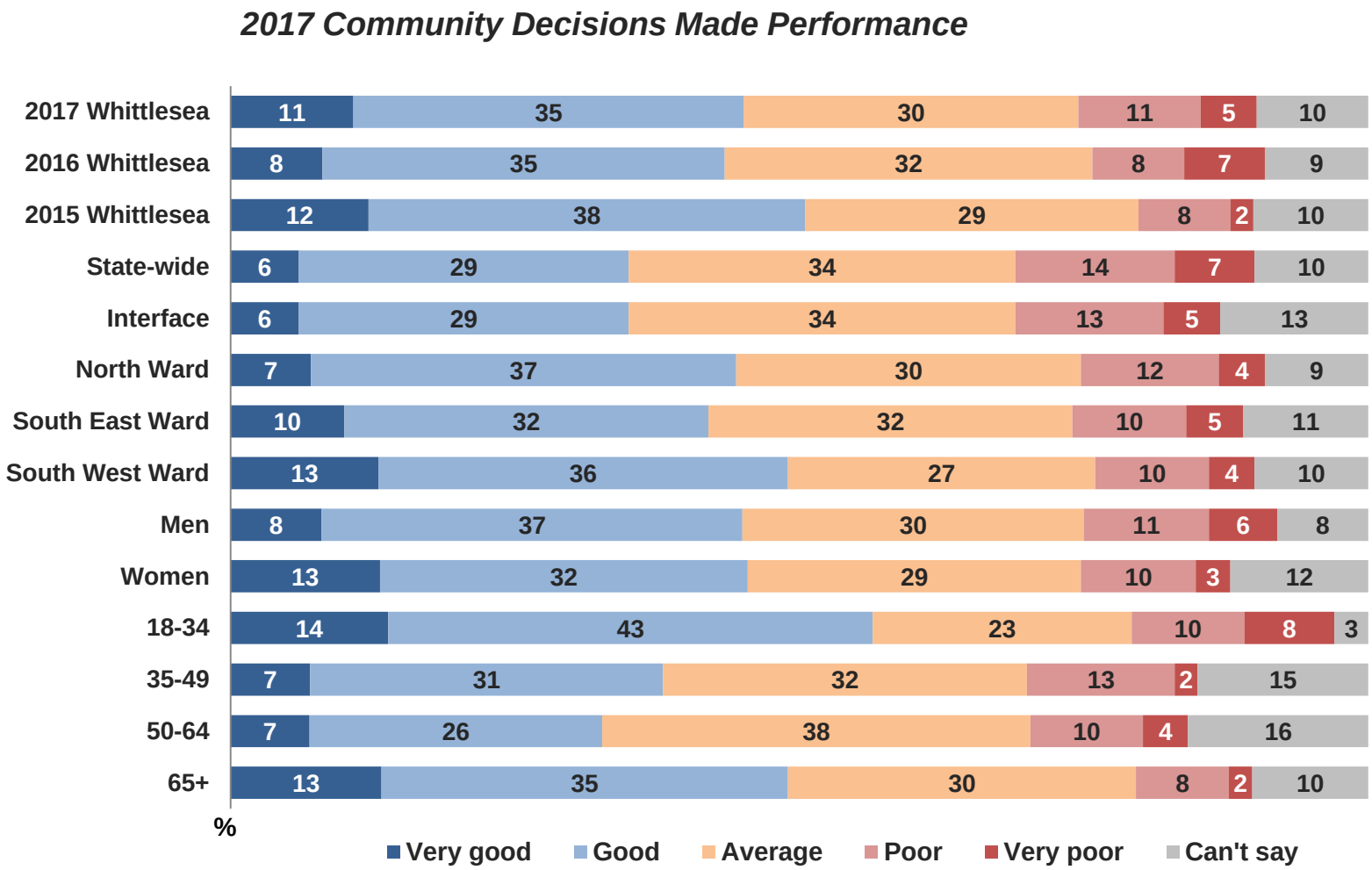
	2016	2015	2014	2013	2012
65+	65	65	n/a	n/a	n/a
Women	61	66	n/a	n/a	n/a
South West Ward	n/a	n/a	n/a	n/a	n/a
18-34	60	65	n/a	n/a	n/a
Whittlesea	58	64	n/a	n/a	n/a
South East Ward	n/a	n/a	n/a	n/a	n/a
35-49	54	64	n/a	n/a	n/a
North Ward	n/a	n/a	n/a	n/a	n/a
Men	56	61	n/a	n/a	n/a
50-64	55	58	n/a	n/a	n/a
Interface	56	58	n/a	n/a	n/a
State-wide	54	55	57	n/a	n/a

Q2. How has Council performed on 'decisions made in the interest of the community' over the last 12 months?
Base: All respondents. Councils asked state-wide: 68 Councils asked group: 6
Note: Please see page 5 for explanation about significant differences

2017 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY

PERFORMANCE DETAILED PERCENTAGES

JWS RESEARCH



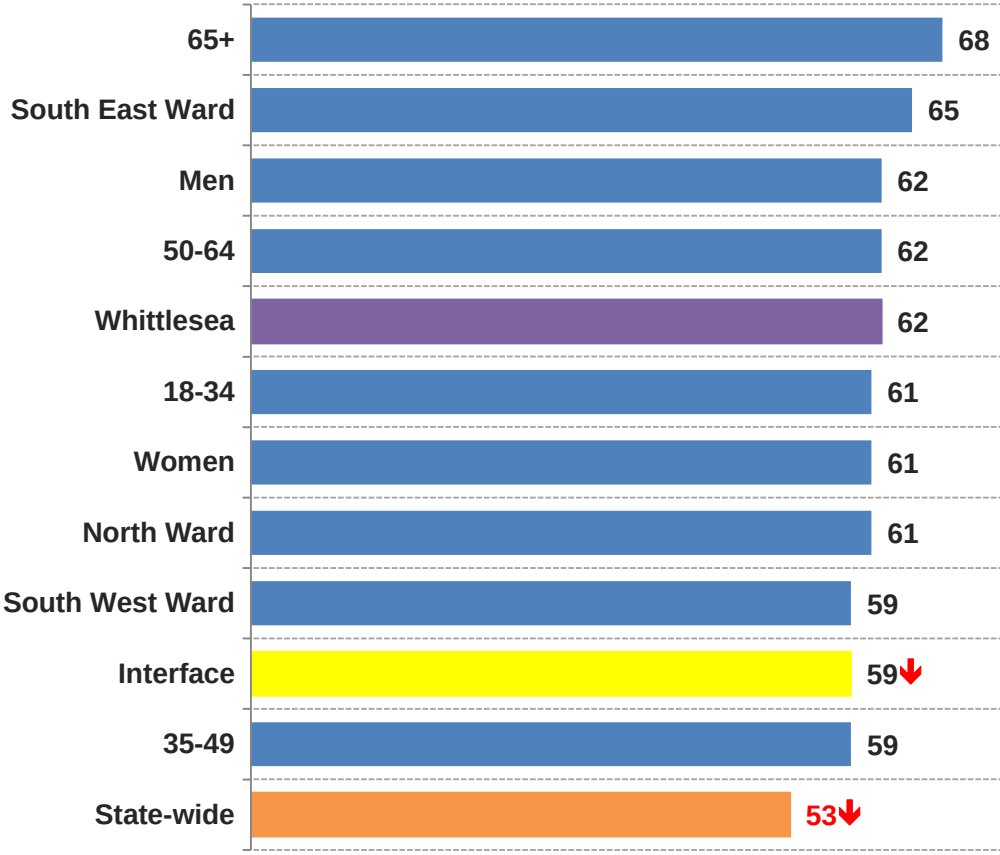
Q2. How has Council performed on 'decisions made in the interest of the community' over the last 12 months?
Base: All respondents. Councils asked state-wide: 68 Councils asked group: 6

2017 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA

PERFORMANCE INDEX SCORES

JWS RESEARCH

2017 Sealed Local Roads Performance



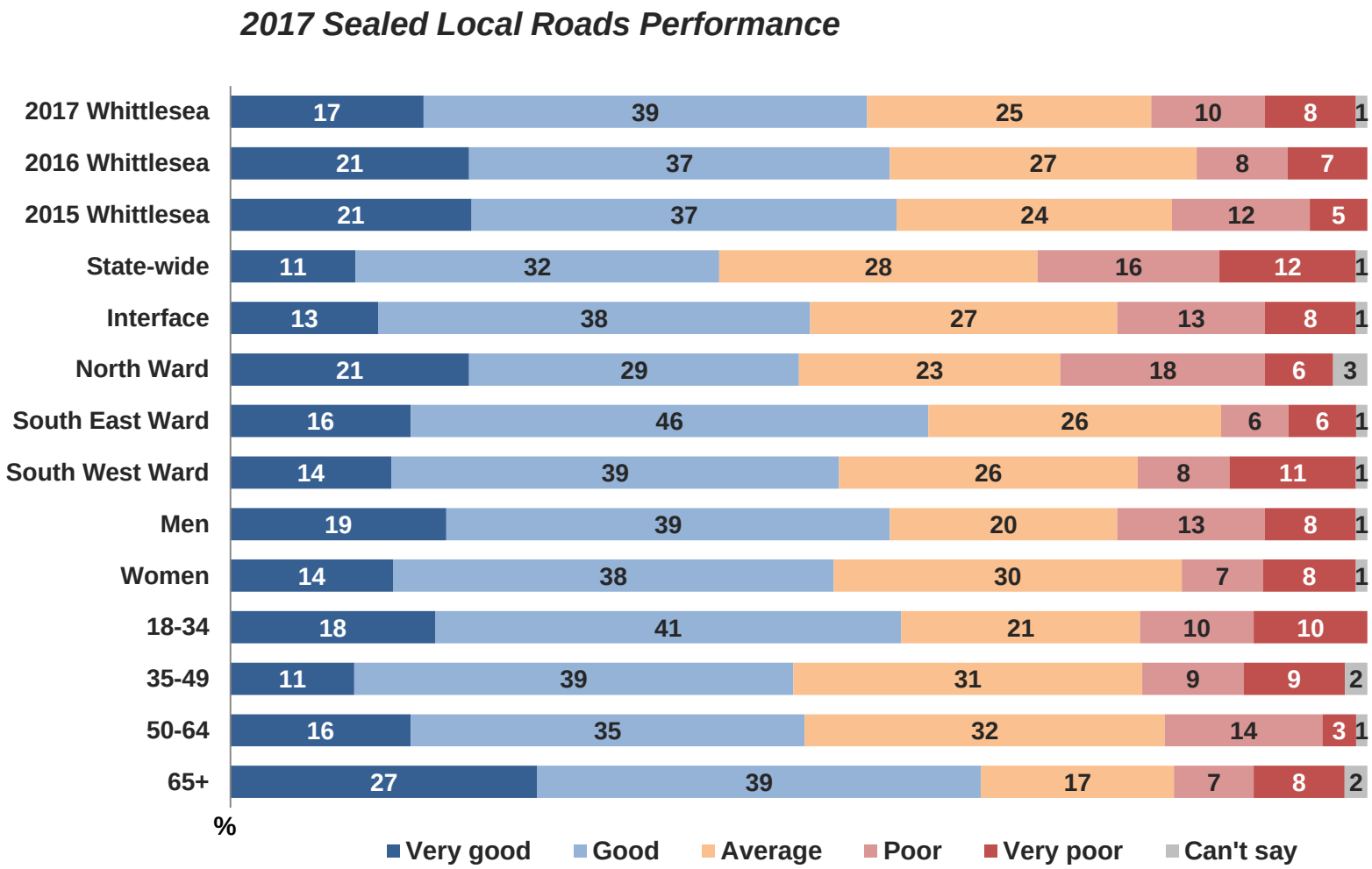
	2016	2015	2014	2013	2012
65+	69	65	n/a	n/a	n/a
South East Ward	n/a	n/a	n/a	n/a	n/a
Men	63	63	n/a	n/a	n/a
50-64	61	62	n/a	n/a	n/a
Whittlesea	64	65	n/a	n/a	n/a
18-34	65	67	n/a	n/a	n/a
Women	65	66	n/a	n/a	n/a
North Ward	n/a	n/a	n/a	n/a	n/a
South West Ward	n/a	n/a	n/a	n/a	n/a
Interface	60	60	n/a	n/a	n/a
35-49	63	62	n/a	n/a	n/a
State-wide	54	55	55	n/a	n/a

Q2. How has Council performed on 'the condition of sealed local roads in your area' over the last 12 months?
Base: All respondents. Councils asked state-wide: 68 Councils asked group: 6
Note: Please see page 5 for explanation about significant differences

2017 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA

PERFORMANCE DETAILED PERCENTAGES

JWS RESEARCH

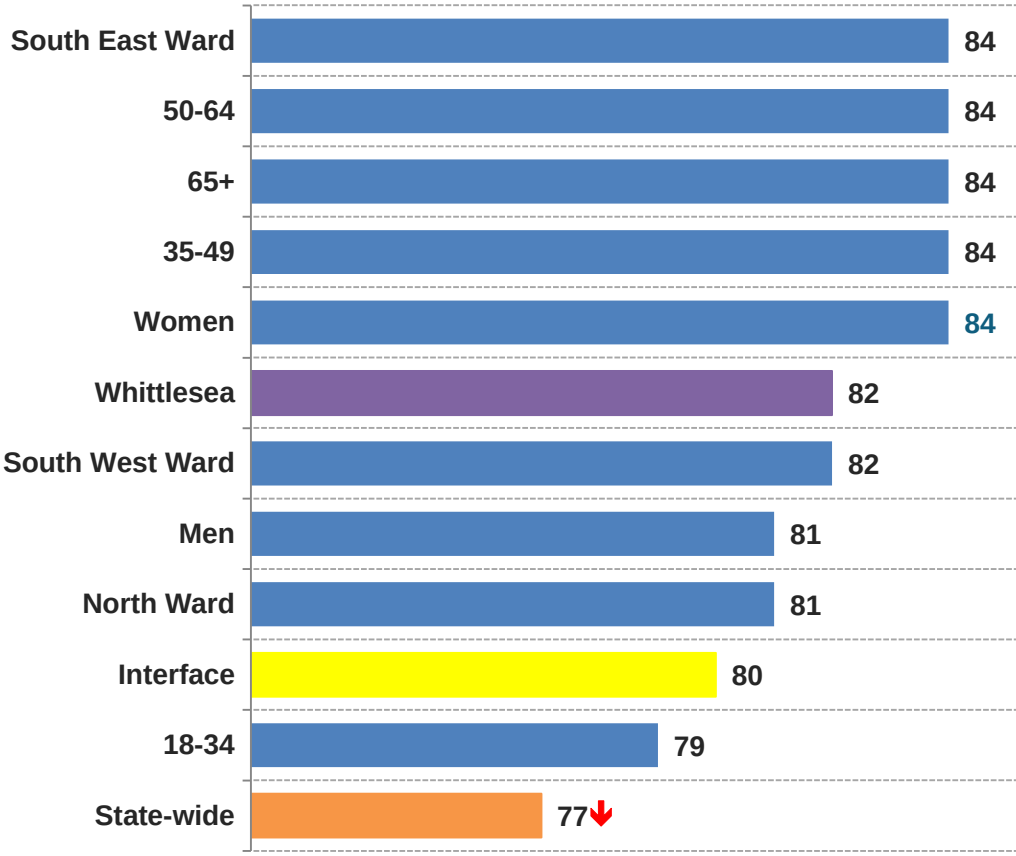


Q2. How has Council performed on 'the condition of sealed local roads in your area' over the last 12 months?
Base: All respondents. Councils asked state-wide: 68 Councils asked group: 6

2017 THE CONDITION OF LOCAL STREETS AND FOOTPATHS IN YOUR AREA IMPORTANCE INDEX SCORES

JWS RESEARCH

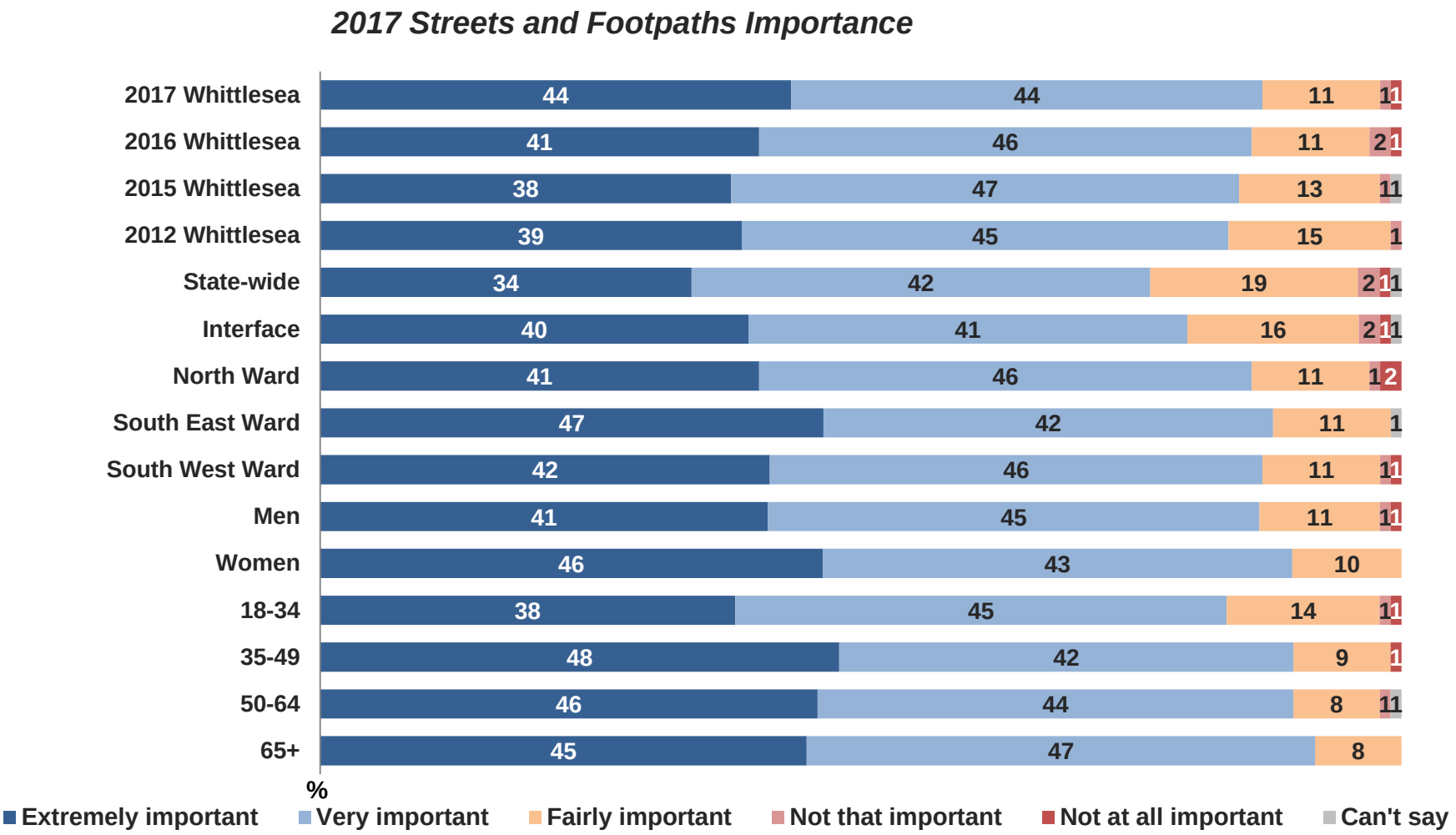
2017 Streets and Footpaths Importance



	2016	2015	2014	2013	2012
South East Ward	n/a	n/a	n/a	n/a	n/a
50-64	85	85	n/a	n/a	80
65+	81	80	n/a	n/a	83
35-49	83	82	n/a	n/a	82
Women	80	82	n/a	n/a	82
Whittlesea	81	81	n/a	n/a	81
South West Ward	n/a	n/a	n/a	n/a	n/a
Men	81	80	n/a	n/a	79
North Ward	n/a	n/a	n/a	n/a	n/a
Interface	79	78	n/a	n/a	n/a
18-34	77	78	n/a	n/a	79
State-wide	77	77	77	78	77

Q1. Firstly, how important should 'the condition of local streets and footpaths in your area' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 25 Councils asked group: 4
Note: Please see page 5 for explanation about significant differences

2017 THE CONDITION OF LOCAL STREETS AND FOOTPATHS IN YOUR AREA IMPORTANCE DETAILED PERCENTAGES



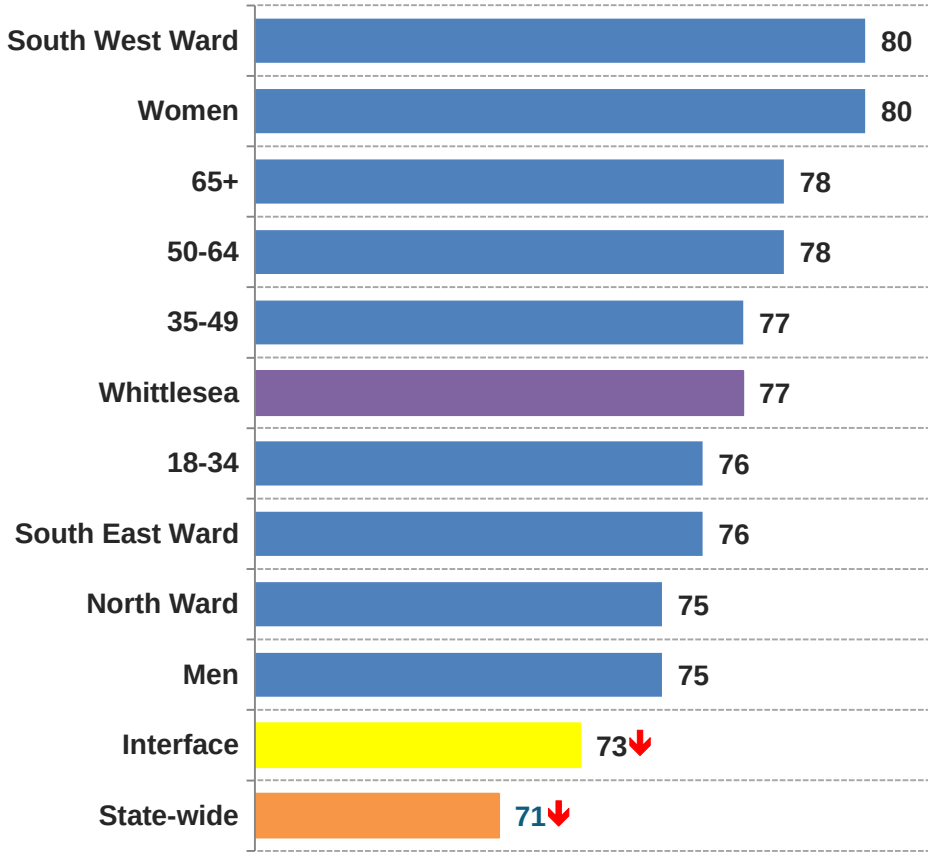
Q1. Firstly, how important should 'the condition of local streets and footpaths in your area' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 25 Councils asked group: 4

2017 ENFORCEMENT OF LOCAL LAWS

IMPORTANCE INDEX SCORES

JWS RESEARCH

2017 Law Enforcement Importance

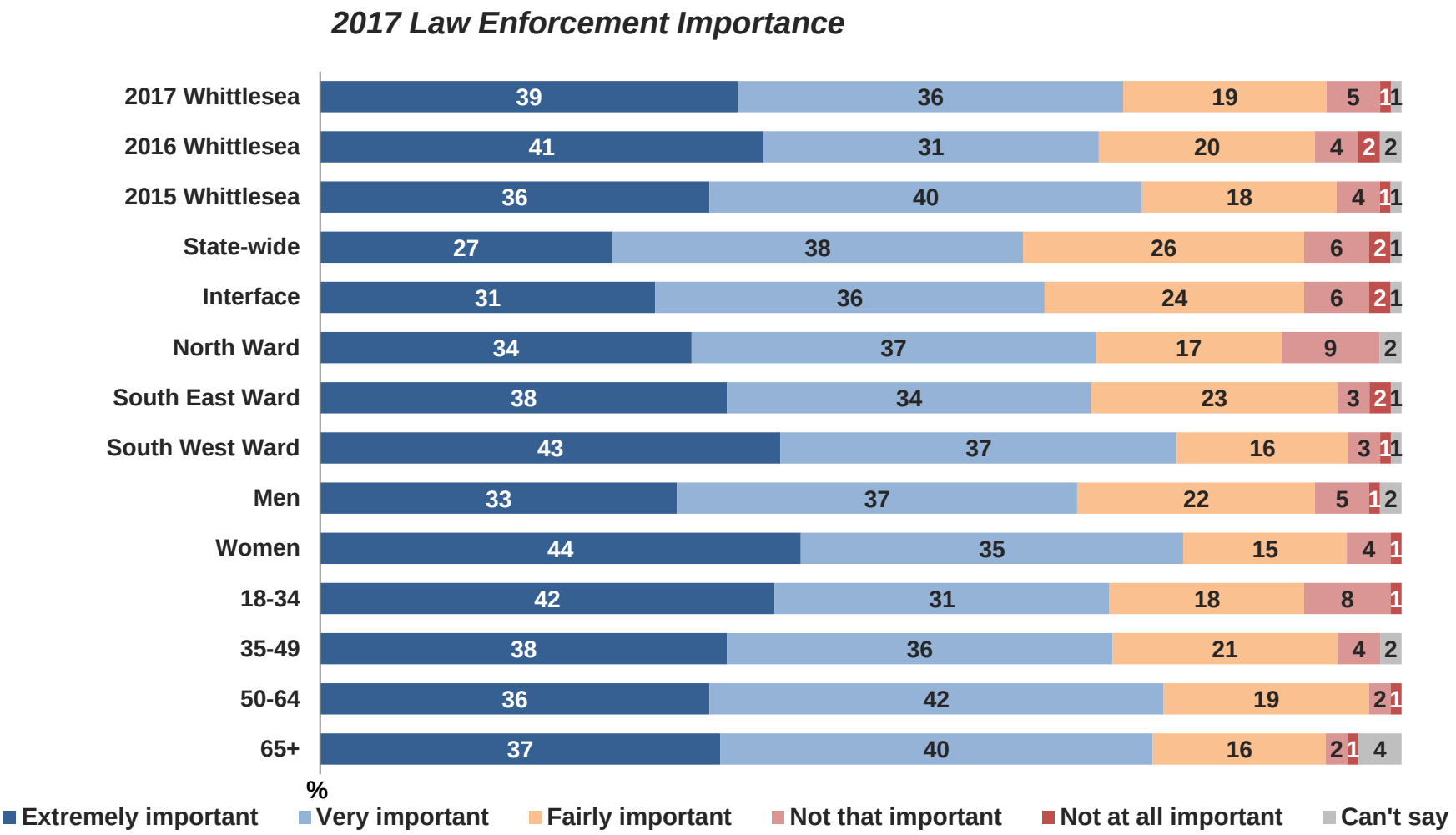


	2016	2015	2014	2013	2012
South West Ward	n/a	n/a	n/a	n/a	n/a
Women	80	79	n/a	n/a	n/a
65+	76	79	n/a	n/a	n/a
50-64	81	77	n/a	n/a	n/a
35-49	76	75	n/a	n/a	n/a
Whittlesea	77	77	n/a	n/a	n/a
18-34	76	78	n/a	n/a	n/a
South East Ward	n/a	n/a	n/a	n/a	n/a
North Ward	n/a	n/a	n/a	n/a	n/a
Men	74	75	n/a	n/a	n/a
Interface	73	71	n/a	n/a	n/a
State-wide	70	71	70	71	70

Q1. Firstly, how important should 'enforcement of local laws' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 23 Councils asked group: 3
Note: Please see page 5 for explanation about significant differences

2017 ENFORCEMENT OF LOCAL LAWS

IMPORTANCE DETAILED PERCENTAGES



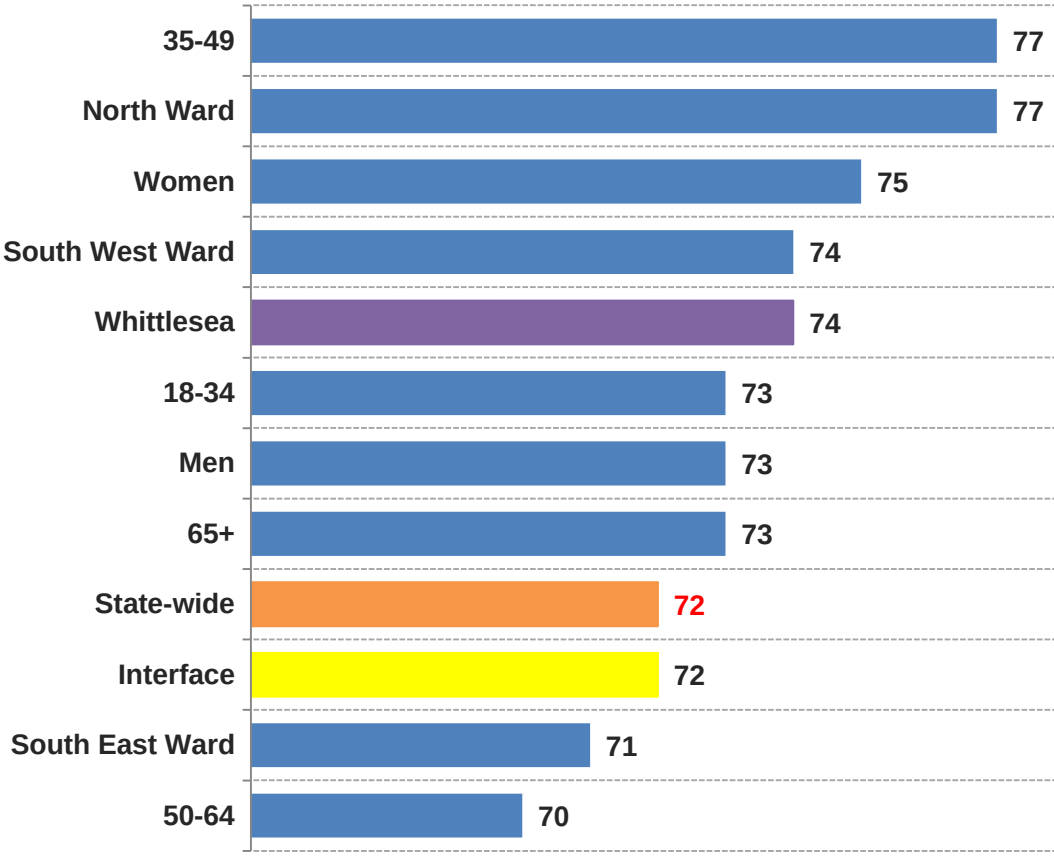
Q1. Firstly, how important should 'enforcement of local laws' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 23 Councils asked group: 3

2017 RECREATIONAL FACILITIES

IMPORTANCE INDEX SCORES

JWS RESEARCH

2017 Recreational Facilities Importance

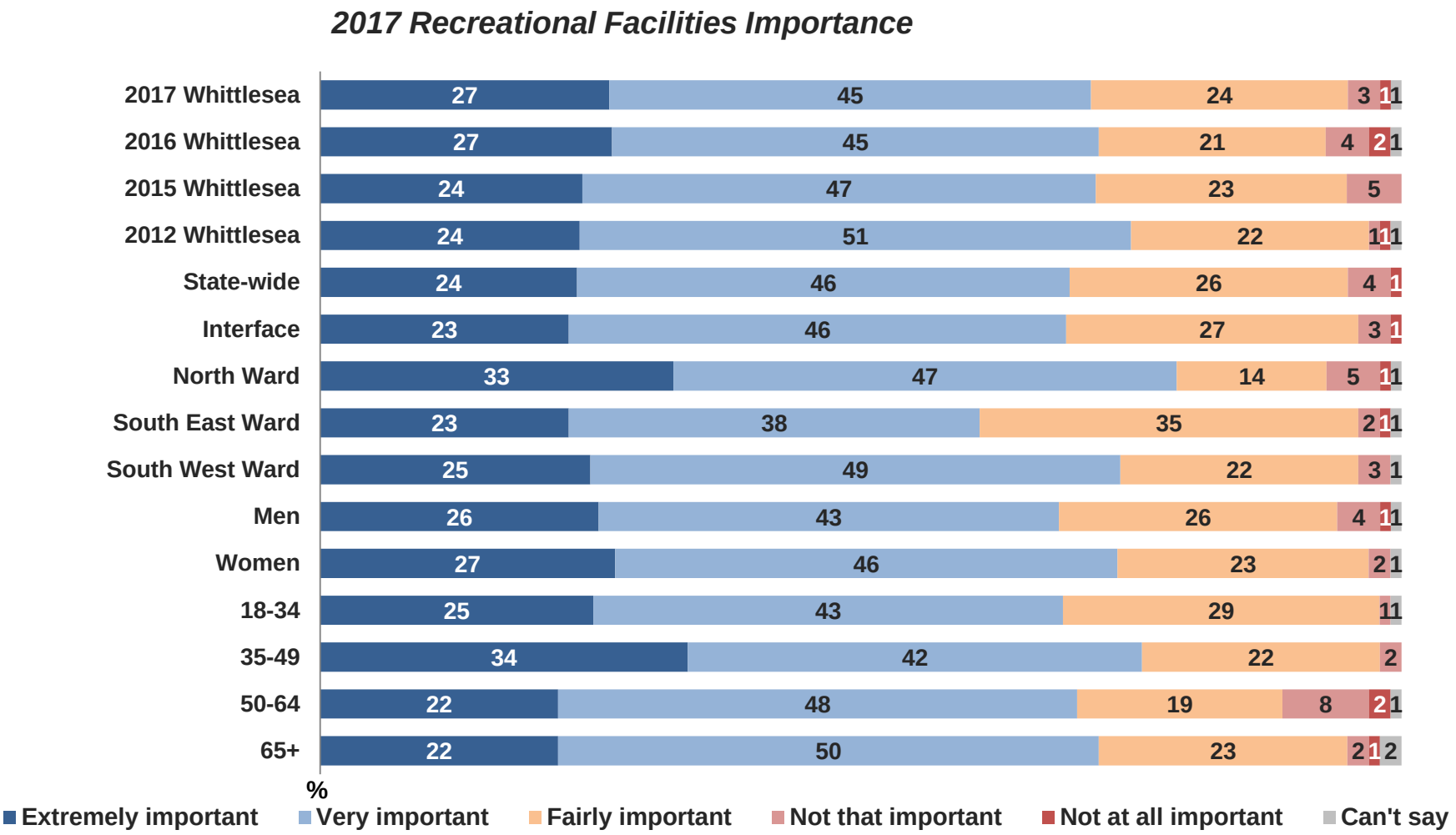


	2016	2015	2014	2013	2012
35-49	76	77	n/a	n/a	78
North Ward	n/a	n/a	n/a	n/a	n/a
Women	74	72	n/a	n/a	75
South West Ward	n/a	n/a	n/a	n/a	n/a
Whittlesea	73	72	n/a	n/a	74
18-34	69	68	n/a	n/a	71
Men	73	73	n/a	n/a	73
65+	74	73	n/a	n/a	73
State-wide	73	72	72	72	72
Interface	73	72	n/a	n/a	n/a
South East Ward	n/a	n/a	n/a	n/a	n/a
50-64	76	74	n/a	n/a	74

Q1. Firstly, how important should 'recreational facilities' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 27 Councils asked group: 3
Note: Please see page 5 for explanation about significant differences

2017 RECREATIONAL FACILITIES

IMPORTANCE DETAILED PERCENTAGES



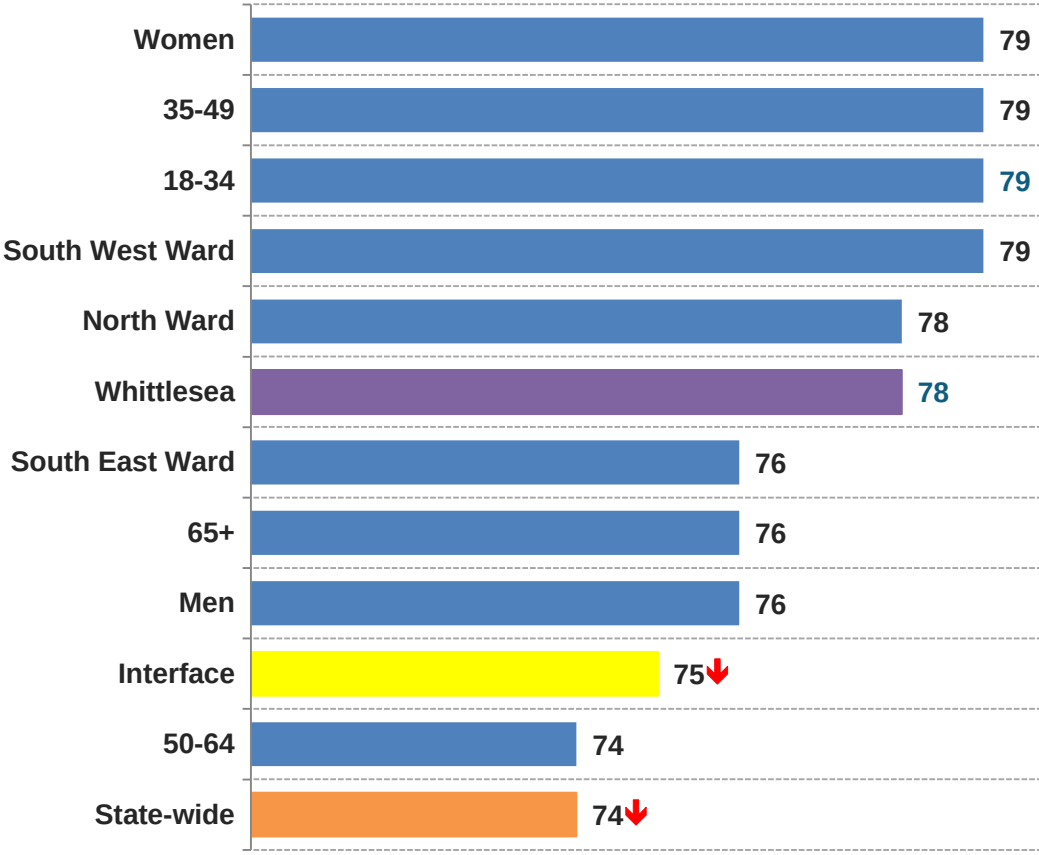
Q1. Firstly, how important should 'recreational facilities' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 27 Councils asked group: 3

2017 THE APPEARANCE OF PUBLIC AREAS

IMPORTANCE INDEX SCORES

JWS RESEARCH

2017 Public Areas Importance

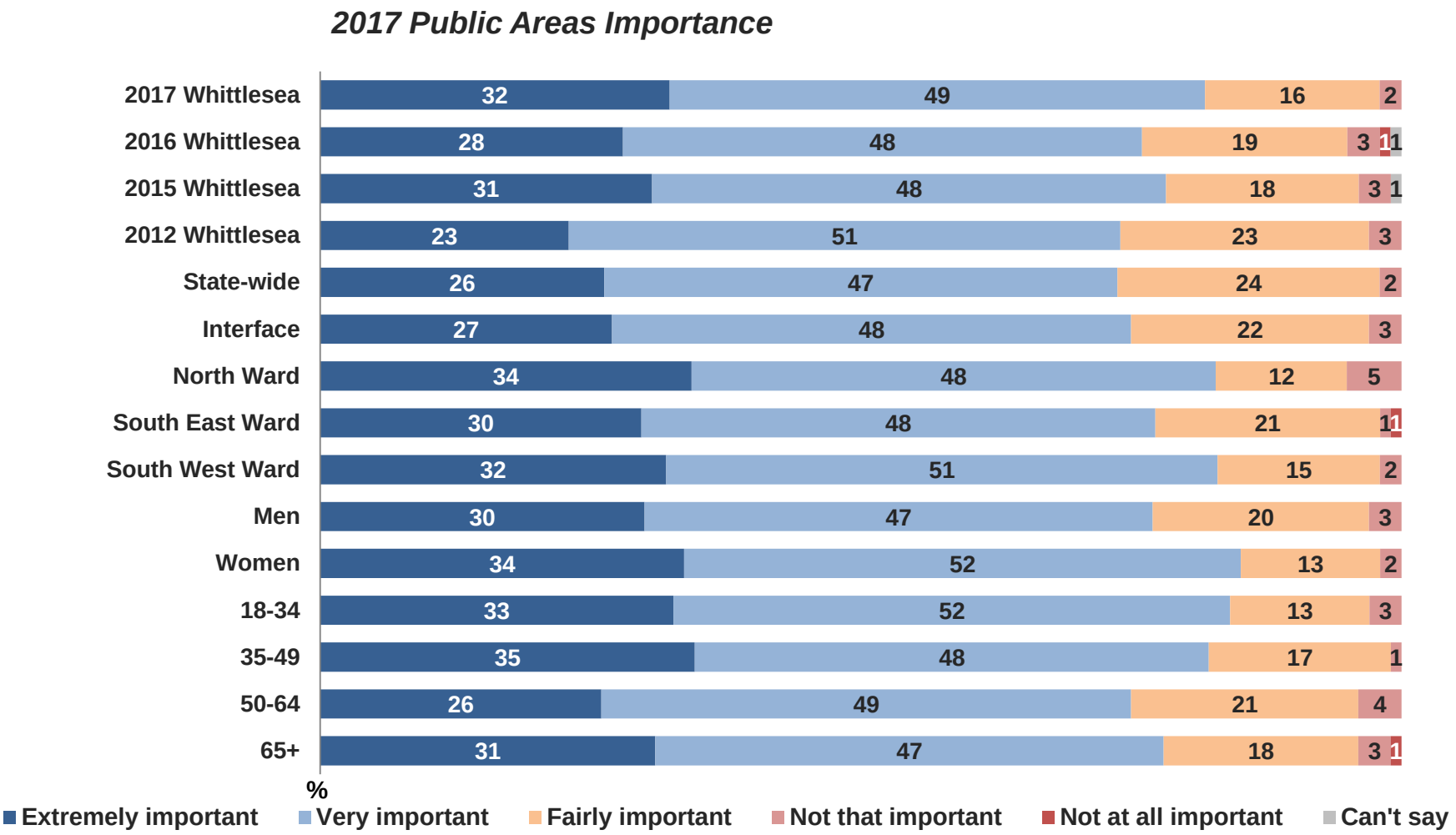


	2016	2015	2014	2013	2012
Women	76	78	n/a	n/a	73
35-49	78	79	n/a	n/a	78
18-34	72	73	n/a	n/a	71
South West Ward	n/a	n/a	n/a	n/a	n/a
North Ward	n/a	n/a	n/a	n/a	n/a
Whittlesea	75	77	n/a	n/a	74
South East Ward	n/a	n/a	n/a	n/a	n/a
65+	75	80	n/a	n/a	74
Men	75	75	n/a	n/a	74
Interface	75	73	n/a	n/a	n/a
50-64	78	77	n/a	n/a	74
State-wide	74	73	73	74	73

Q1. Firstly, how important should 'the appearance of public areas' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 28 Councils asked group: 3
Note: Please see page 5 for explanation about significant differences

2017 THE APPEARANCE OF PUBLIC AREAS

IMPORTANCE DETAILED PERCENTAGES

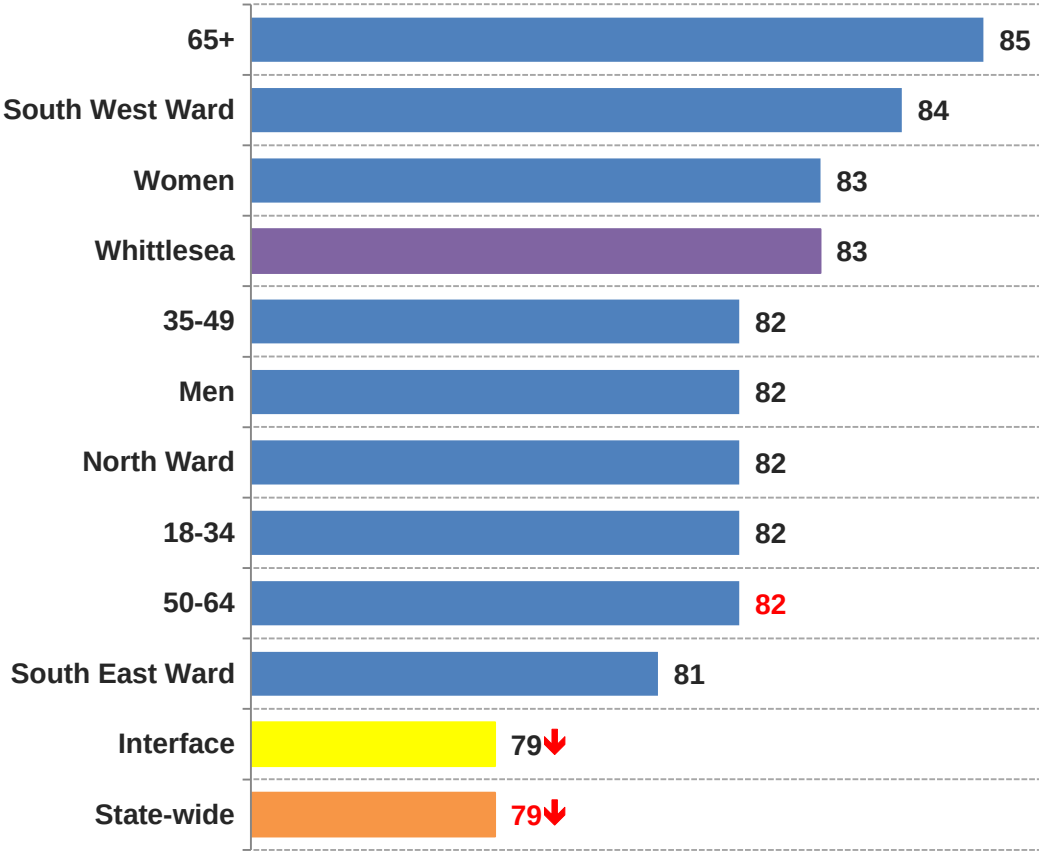


Q1. Firstly, how important should 'the appearance of public areas' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 28 Councils asked group: 3

2017 WASTE MANAGEMENT

IMPORTANCE INDEX SCORES

2017 Waste Management Importance

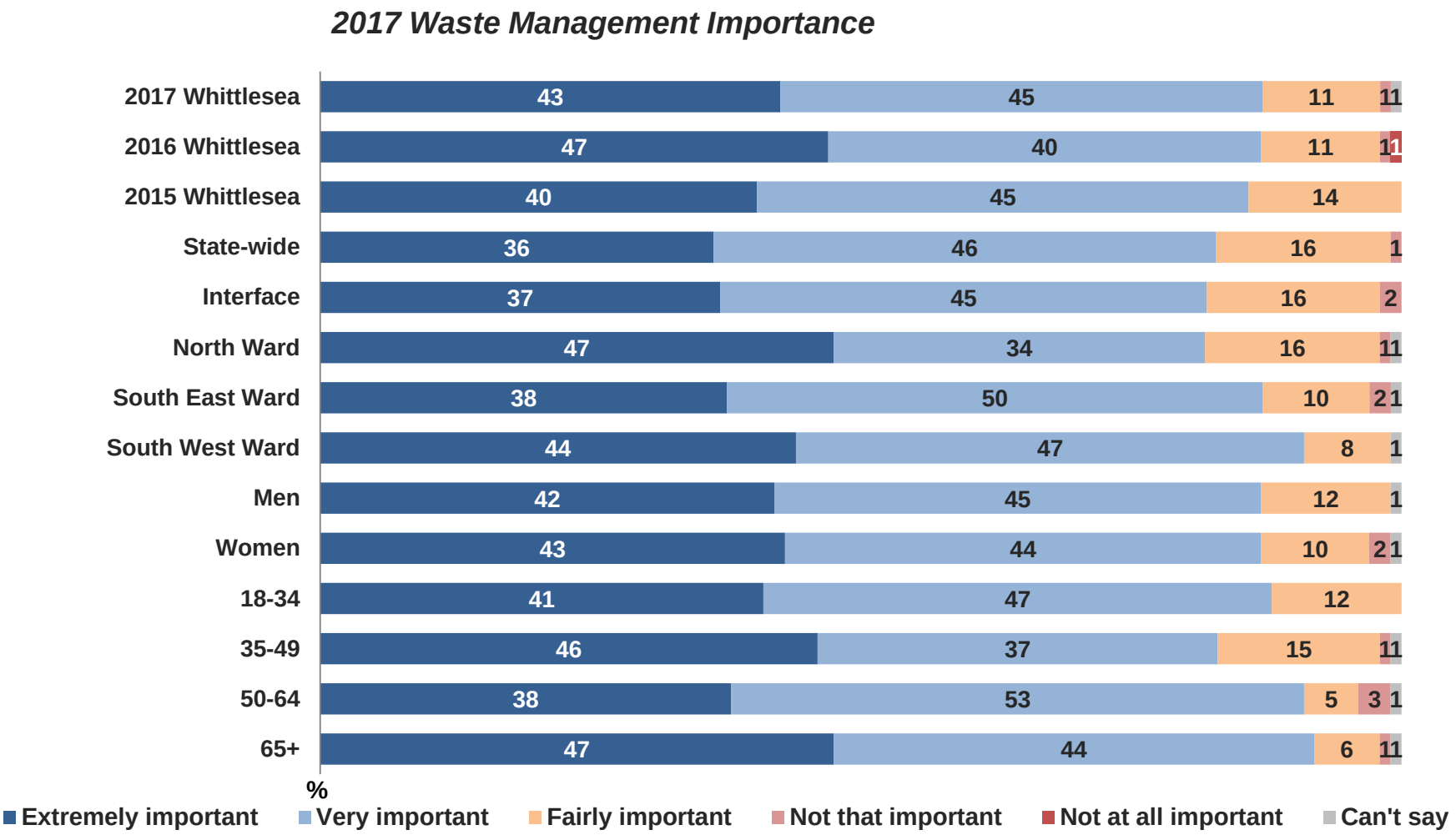


	2016	2015	2014	2013	2012
65+	84	81	n/a	n/a	n/a
South West Ward	n/a	n/a	n/a	n/a	n/a
Women	84	80	n/a	n/a	n/a
Whittlesea	83	81	n/a	n/a	n/a
35-49	84	80	n/a	n/a	n/a
Men	82	83	n/a	n/a	n/a
North Ward	n/a	n/a	n/a	n/a	n/a
18-34	79	81	n/a	n/a	n/a
50-64	88	85	n/a	n/a	n/a
South East Ward	n/a	n/a	n/a	n/a	n/a
Interface	81	79	n/a	n/a	n/a
State-wide	80	79	79	79	78

Q1. Firstly, how important should 'waste management' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 28 Councils asked group: 3
Note: Please see page 5 for explanation about significant differences

2017 WASTE MANAGEMENT

IMPORTANCE DETAILED PERCENTAGES

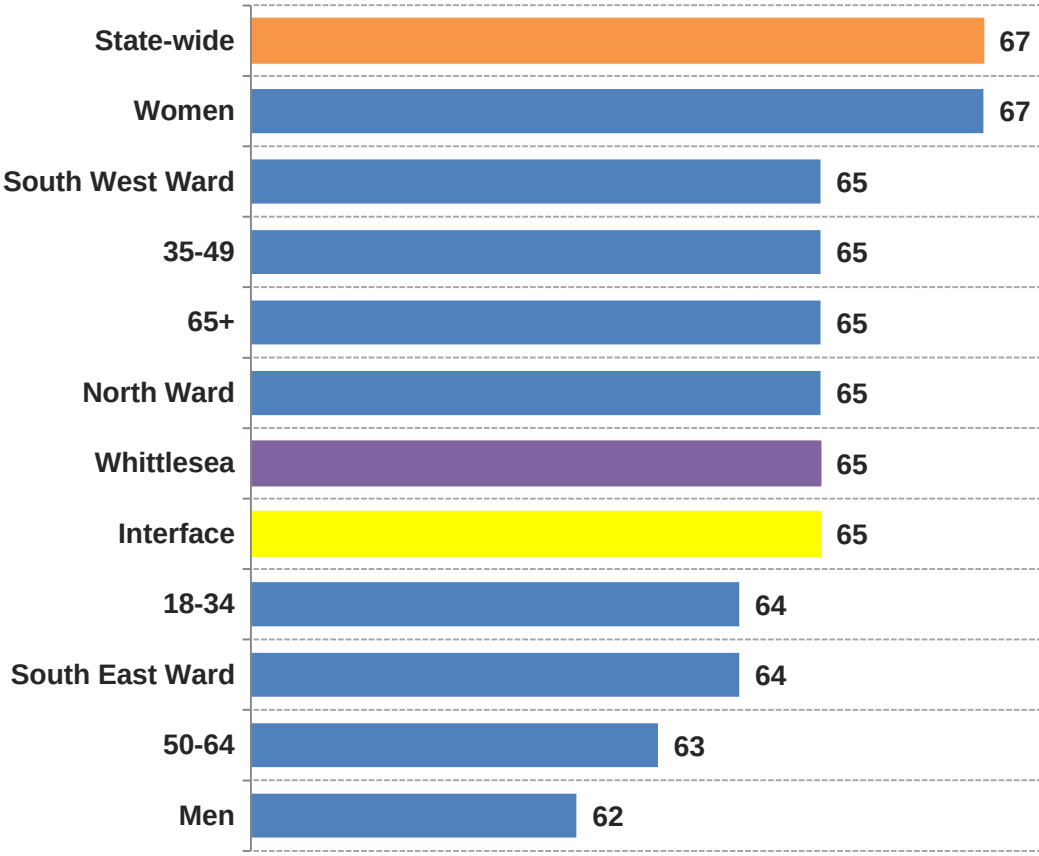


Q1. Firstly, how important should 'waste management' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 28 Councils asked group: 3

2017 BUSINESS AND COMMUNITY DEVELOPMENT AND TOURISM IMPORTANCE INDEX SCORES

JWS RESEARCH

2017 Business/Development/Tourism Importance

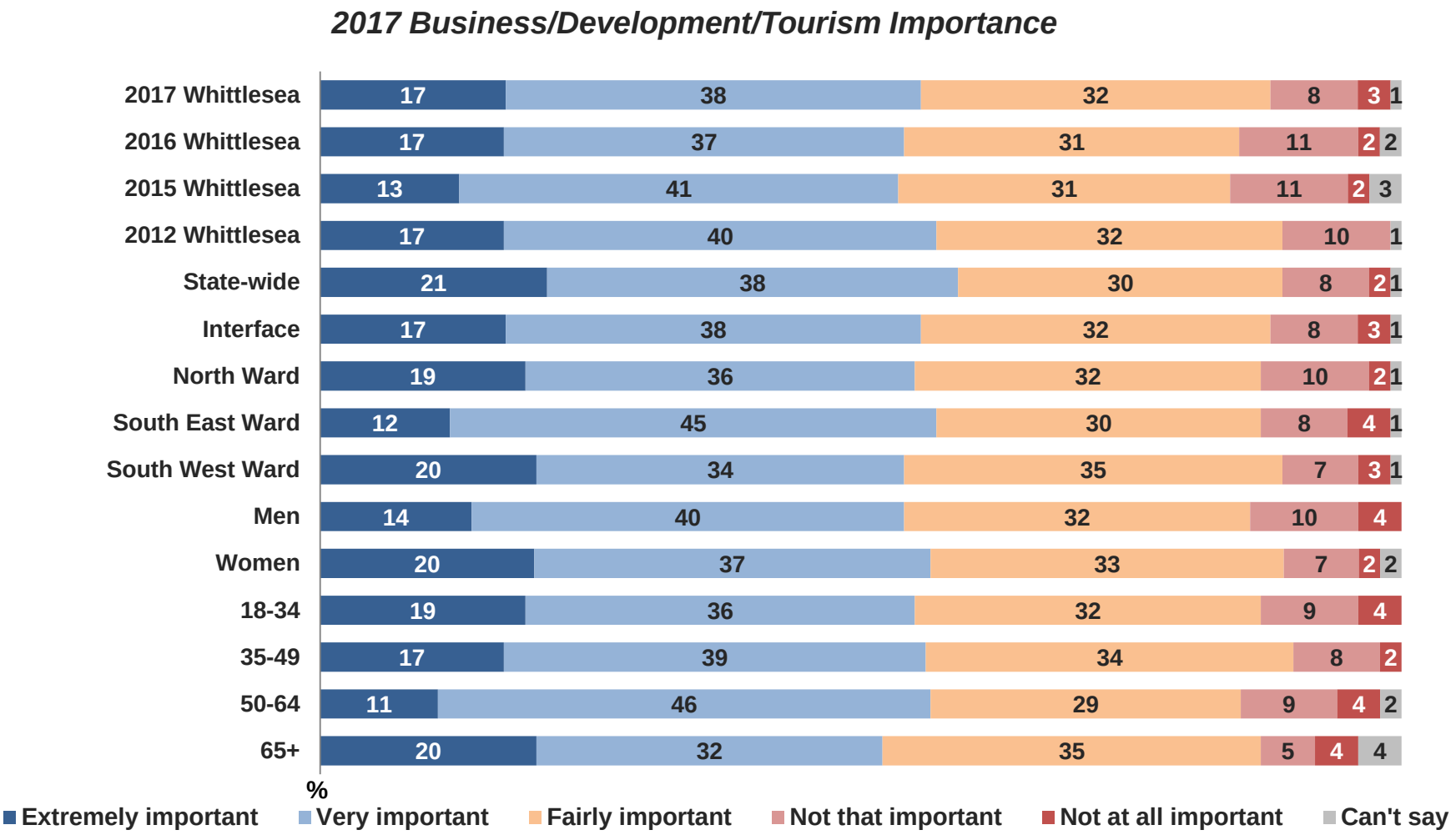


	2016	2015	2014	2013	2012
State-wide	67	67	67	67	66
Women	65	65	n/a	n/a	66
South West Ward	n/a	n/a	n/a	n/a	n/a
35-49	69	66	n/a	n/a	69
65+	66	64	n/a	n/a	66
North Ward	n/a	n/a	n/a	n/a	n/a
Whittlesea	65	64	n/a	n/a	66
Interface	65	64	n/a	n/a	n/a
18-34	61	62	n/a	n/a	65
South East Ward	n/a	n/a	n/a	n/a	n/a
50-64	65	63	n/a	n/a	65
Men	64	62	n/a	n/a	66

Q1. Firstly, how important should 'business and community development and tourism' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 18 Councils asked group: 1
Note: Please see page 5 for explanation about significant differences

2017 BUSINESS AND COMMUNITY DEVELOPMENT AND TOURISM IMPORTANCE DETAILED PERCENTAGES

JWS RESEARCH



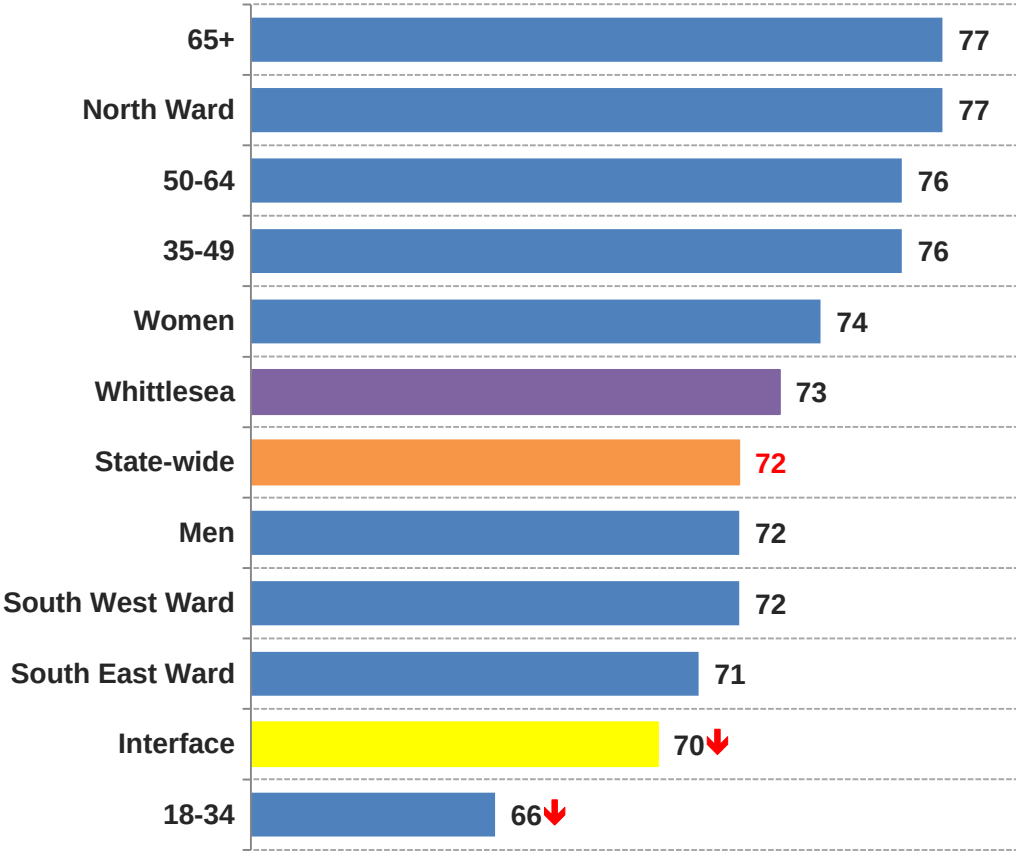
Q1. Firstly, how important should 'business and community development and tourism' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 18 Councils asked group: 1

2017 COUNCIL'S GENERAL TOWN PLANNING POLICY

IMPORTANCE INDEX SCORES

JWS RESEARCH

2017 Town Planning Importance

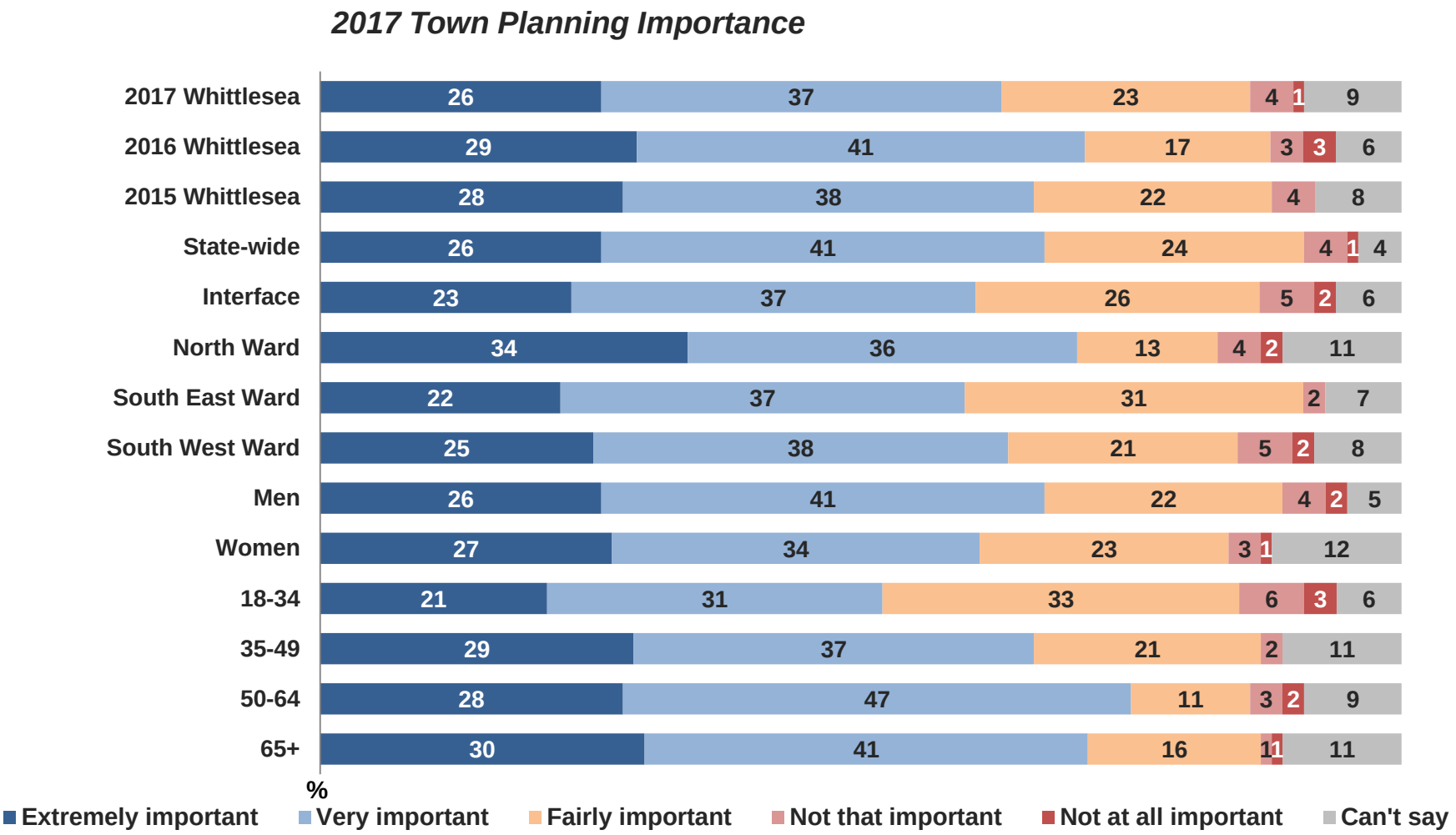


	2016	2015	2014	2013	2012
65+	75	74	n/a	n/a	n/a
North Ward	n/a	n/a	n/a	n/a	n/a
50-64	78	78	n/a	n/a	n/a
35-49	76	78	n/a	n/a	n/a
Women	75	73	n/a	n/a	n/a
Whittlesea	74	74	n/a	n/a	n/a
State-wide	73	72	72	73	72
Men	74	76	n/a	n/a	n/a
South West Ward	n/a	n/a	n/a	n/a	n/a
South East Ward	n/a	n/a	n/a	n/a	n/a
Interface	72	72	n/a	n/a	n/a
18-34	71	69	n/a	n/a	n/a

Q1. Firstly, how important should 'council's general town planning policy' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 16 Councils asked group: 3
Note: Please see page 5 for explanation about significant differences

2017 COUNCIL'S GENERAL TOWN PLANNING POLICY

IMPORTANCE DETAILED PERCENTAGES



Q1. Firstly, how important should 'council's general town planning policy' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 16 Councils asked group: 3

DETAILED DEMOGRAPHICS

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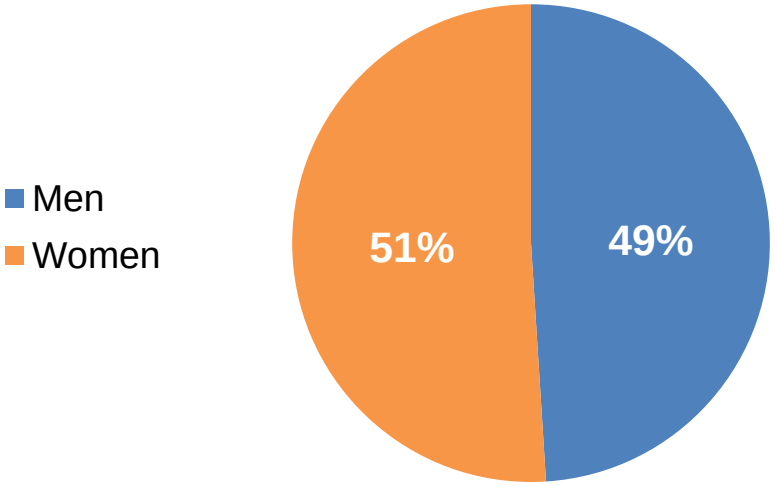
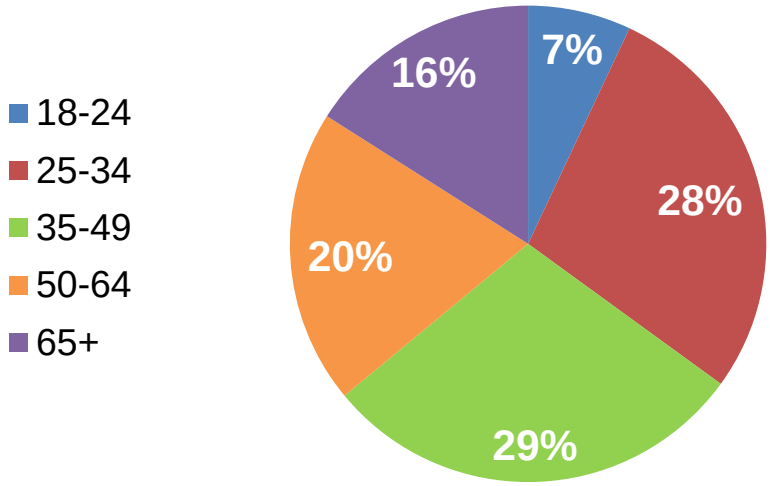
2017 GENDER AND AGE PROFILE

Gender



Age



Please note that for the reason of simplifying reporting, interlocking age and gender reporting has not been included in this report. Interlocking age and gender analysis is still available in the dashboard and data tables provided alongside this report.

S3. [Record gender] / S4. To which of the following age groups do you belong?
Base: All respondents. Councils asked state-wide: 68 Councils asked group: 6

APPENDIX A: DETAILED SURVEY TABULATIONS

AVAILABLE IN SUPPLIED EXCEL FILE

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APPENDIX B: FURTHER PROJECT INFORMATION

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APPENDIX B: BACKGROUND AND OBJECTIVES

The survey was revised in 2012. As a result:

- 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 Whittlesea 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 State-wide Local Government Community Satisfaction Survey should be considered as a benchmark. Please note that comparisons should not be made with the State-wide Local Government Community Satisfaction Survey results from 2011 and prior due to the methodological and sampling changes. **Comparisons in the period 2012-2017 have been made throughout this report as appropriate.**

APPENDIX B: MARGINS OF ERROR

The sample size for the 2017 State-wide Local Government Community Satisfaction Survey for Whittlesea 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 146,000 people aged 18 years or over for Whittlesea City Council, according to ABS estimates.

Demographic	Actual survey sample size	Weighted base	Maximum margin of error at 95% confidence interval
Whittlesea City Council	400	400	+/-4.9
Men	171	197	+/-7.5
Women	229	203	+/-6.5
North Ward	108	106	+/-9.5
South East Ward	143	140	+/-8.2
South West Ward	149	154	+/-8.1
18-34 years	79	143	+/-11.1
35-49 years	125	115	+/-8.8
50-64 years	109	79	+/-9.4
65+ years	87	63	+/-10.6

APPENDIX B:
ANALYSIS AND REPORTING

All participating councils are listed in the state-wide report published on the DELWP website. In 2017, 68 of the 79 Councils throughout Victoria participated in this survey. For consistency of analysis and reporting across all projects, Local Government Victoria has aligned its presentation of data to use standard council groupings. Accordingly, the council reports for the community satisfaction survey provide analysis using these standard council groupings. Please note that councils participating across 2012-2017 vary slightly.

Council Groups

Whittlesea City Council is classified as a Interface council according to the following classification list:

- Metropolitan, Interface, Regional Centres, Large Rural & Small Rural

Councils participating in the Interface group are: Cardinia, Casey, Melton, Mornington Peninsula, Whittlesea and Yarra Ranges.

Wherever appropriate, results for Whittlesea City Council for this 2017 State-wide Local Government Community Satisfaction Survey have been compared against other participating councils in the Interface group and on a state-wide basis. Please note that council groupings changed for 2015, and as such comparisons to council group results before that time can not be made within the reported charts.

APPENDIX B:
ANALYSIS AND REPORTING

JWS RESEARCH

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 survey and measured 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

APPENDIX B:
ANALYSIS AND REPORTING

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.

SCALE CATEGORIES	% RESULT	INDEX FACTOR	INDEX VALUE
Improved	36%	100	36
Stayed the same	40%	50	20
Deteriorated	23%	0	0
Can't say	1%	--	INDEX SCORE 56

APPENDIX B:
INDEX SCORE IMPLICATIONS

Index scores are indicative of an overall rating on a particular service area. In this context, index scores indicate:

a) how well council is seen to be performing in a particular service area; or

b) the level of importance placed on a particular service area.

For ease of interpretation, index score ratings can be categorised as follows:

INDEX SCORE	Performance implication	Importance implication
75 – 100	Council is performing **very well** in this service area	This service area is seen to be **extremely important**
60 – 75	Council is performing **well** in this service area, but there is room for improvement	This service area is seen to be **very important**
50 – 60	Council is performing **satisfactorily** in this service area but needs to improve	This service area is seen to be **fairly important**
40 – 50	Council is performing **poorly** in this service area	This service area is seen to be **somewhat important**
0 – 40	Council is performing **very poorly** in this service area	This service area is seen to be **not that important**

APPENDIX B:
INDEX SCORE SIGNIFICANT DIFFERENCE CALCULATION

The test applied to the Indexes was an Independent Mean Test, as follows:

Z Score = ($1 - $2) / Sqrt (($3*2 / $5) + ($4*2 / $6))

Where:

- $1 = Index Score 1
- $2 = Index Score 2
- $3 = unweighted sample count 1
- $4 = unweighted sample count 1
- $5 = standard deviation 1
- $6 = standard deviation 2

All figures can be sourced from the detailed cross tabulations.

The test was applied at the 95% confidence interval, so if the Z Score was greater than +/- 1.954 the scores are significantly different.

APPENDIX B:
ANALYSIS AND REPORTING

JWS RESEARCH

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 2017 State-wide Local Government 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)
- Decisions made in the interest of the community (Making community decisions)
- Condition of sealed local roads (Sealed local roads)
- 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 participating councils in the council group and against all participating councils state-wide. Alternatively, some questions in the 2017 State-wide Local Government Community Satisfaction Survey were optional. Councils also had the ability to ask tailored questions specific only to their council.

APPENDIX B:
ANALYSIS AND REPORTING

Reporting

Every council that participated in the 2017 State-wide Local Government Community Satisfaction Survey receives a customised report. In addition, the state government 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 unless by express written approval of the commissioning council.

The overall State-wide Local Government Community Satisfaction Report is available at https://www.localgovernment.vic.gov.au/our-programs/council-community-satisfaction-survey.

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APPENDIX B: GLOSSARY OF TERMS

Core questions: Compulsory inclusion questions for all councils participating in the CSS.

CSS: 2017 Victorian Local Government Community Satisfaction Survey.

Council group: One of five classified groups, comprising: metropolitan, interface, regional centres, large rural and small rural.

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.

Statewide 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.

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