

# Local Government Community Satisfaction Survey

2011

## South Gippsland Shire Council

Research Results  
May 2011

A project sponsored by the  
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and local governments

Prepared by  
**Wallis**  
CONSULTING GROUP

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## 1. INTRODUCTION

This is the fourteenth year in which the Local Government Community Satisfaction Survey has been conducted. It is also the fourteenth year in which South Gippsland Shire Council has participated in the survey.

Hence, using this report, South Gippsland Shire Council is able to track residents' views on its performance over time. The survey focussed on nine service areas and four governance measures. Each of these is reported to show progress and improvements in performance.

The report also identifies some key areas for improvement and for increasing resident satisfaction in the coming year.

In this report, South Gippsland Shire can monitor its performance on key measures with other councils in its like council group, that is 'large rural shires'.

In the section showing results in detail, beginning on page 10, results are provided for the last seven years. Councils requiring historical results from earlier years, should consult their previous reports, or contact Wallis Consulting Group.

## 2. HOW THE SURVEY IS DONE

The 2011 survey was undertaken by an independent market research consultancy, Wallis Consulting Group. The questionnaire used was identical to that of 2010 (and very similar to previous years) to allow for comparisons over time.

The survey was conducted by telephone. In order to complete the survey, a random sample of telephone numbers was selected from postcodes known to be in the South Gippsland Shire area. These numbers were called and a 'head of household' was selected for interview at that dwelling. Average interview length was 10 minutes.

Seventy-seven of the total seventy-nine Victorian local councils took part in the 2011 survey. Using a sample size of 350 interviews per council area, over 27,000 interviews were conducted across the State. The Statewide Research Results Summary Report is available on the Department's website at [www.localgovernment.vic.gov.au](http://www.localgovernment.vic.gov.au)

If you have further queries about the conduct of the survey, please contact either Pam Millwood at Wallis Consulting Group ([pamm@wallisgroup.com.au](mailto:pamm@wallisgroup.com.au) / 03 8620 5614) or Eveline Kane at the Department of Planning and Community Development ([eveline.kane@dpcd.vic.gov.au](mailto:eveline.kane@dpcd.vic.gov.au)).

### 3. KEY RESULTS IN SUMMARY

#### EXPLANATION: INDEXED MEAN SCORES

Many of the survey questions ask respondents to rate their Council's performance on a five-point scale from "Excellent" to "Needs a lot of Improvement".

To facilitate comparisons over time, and between different measures, or between Councils, the scales are scored as shown below:

<u>SCALE RESULTS</u>	<u>SCORE</u>	<u>INDEXED SCORE</u>
Excellent - outstanding performance	5	100
Good - a high standard	4	80
Adequate - an acceptable standard	3	60
Needs some improvement	2	40
Needs a lot of improvement	1	20

The "Indexed Mean" is calculated by taking the mean value for all respondents on the five point scale and multiplying by twenty to convert this mean to an index of up to 100. In the Figures and Tables on the following pages, the scale for the "Indexed Mean" is used, which ranges from a minimum of 20 to a maximum of 100.

It should be noted that the indexed mean, as described above, is a quite separate measure from the 'Excellent/Good/Adequate' totals which are shown alongside the performance over time data on pages 10 to 22. The 'Excellent/Good/Adequate' results relate to the proportions of respondents giving these ratings, and are not mean scores.

### 3. KEY RESULTS: SUMMARY OF RESULTS FOR 2011

	Indexed Mean
1 * Community satisfaction rating for overall performance generally of the council	59
2 * Community satisfaction rating for council's advocacy and community representation on key local issues (Advocacy)	58
3 * Community satisfaction rating for council's engagement in decision making on key local issues (Community Engagement)	56
4 Community satisfaction rating for council's interaction and responsiveness in dealing with the public (Customer Contact)	72
5 Community satisfaction rating for overall performance in key service areas and responsibilities (individual service group ratings shown below)	60
5a Local Roads and Footpaths	46
5b Health and Human Services	73
5c Recreational Facilities	71
5d Appearance of Public Areas	70
5e Traffic Management and Parking Facilities	57
5f Waste Management	62
5g Enforcement of Local Laws	64
5h Economic Development	52
5i Town Planning Policy and Approvals	50

\* These results form part of the Victorian Local Government Indicators which councils include in their annual reports.

### 3. KEY RESULTS: SUMMARY AT A GLANCE

#### 1. How the Shire of South Gippsland performed in 2010/2011

	2010		2011		Change in performance in the Last Year	Comparison of results to:	
	Mean	Indexed Mean	Mean	Indexed Mean		All Councils in Group	All Councils
						2011	2011
<b>a. Local Government Indicators</b>					*	**	**
Overall Performance	3.0	60	2.9	59	Unchanged	Similar	Lower
Advocacy	2.9	57	2.9	58	Unchanged	Lower	Lower
Community Engagement	2.8	57	2.8	56	Unchanged	Similar	Lower
Customer Contact	3.6	72	3.6	72	Unchanged	Similar	Similar
<b>b. Specific Performance Areas</b>							
Local Roads and Footpaths	2.5	50	2.3	46	Declined	Similar	Lower
Health and Human Services	3.5	70	3.6	73	Unchanged	Similar	Similar
Recreational Facilities	3.5	70	3.5	71	Unchanged	Higher	Similar
Appearance of Public Areas	3.6	71	3.5	70	Unchanged	Higher	Higher
Traffic Management and Parking	2.9	58	2.9	57	Unchanged	Similar	Similar
Waste Management	3.1	62	3.1	62	Unchanged	Lower	Lower
Enforcement of Local Laws	3.2	63	3.2	64	Unchanged	Similar	Similar
Economic Development	2.6	52	2.6	52	Unchanged	Lower	Lower
Town Planning Policy and Approvals	2.4	48	2.5	50	Unchanged	Lower	Lower

\* Improved/declined indicates a significantly different result from 2010.

\*\* Higher/lower indicates a significantly different result from the 2011 mean score for others in the group/total.

#### Has any particular issue strongly influenced residents' overall rating?

	%
Yes - positive	9
Yes - negative	41
No	47
Don't Know	1

Q6a In giving your overall rating, has any particular issue strongly influenced your view, either in a positive or negative way?

If yes, Was it a positive or negative influence?

#### Residents' view of change in this Council's performance since 2010.

	%
Improved	15
Stayed the same	65
Deteriorated	12
Don't Know	8

Q7 Over the last 12 months, what is your view of the direction of Council's overall performance?

Has it improved, stayed the same or deteriorated?

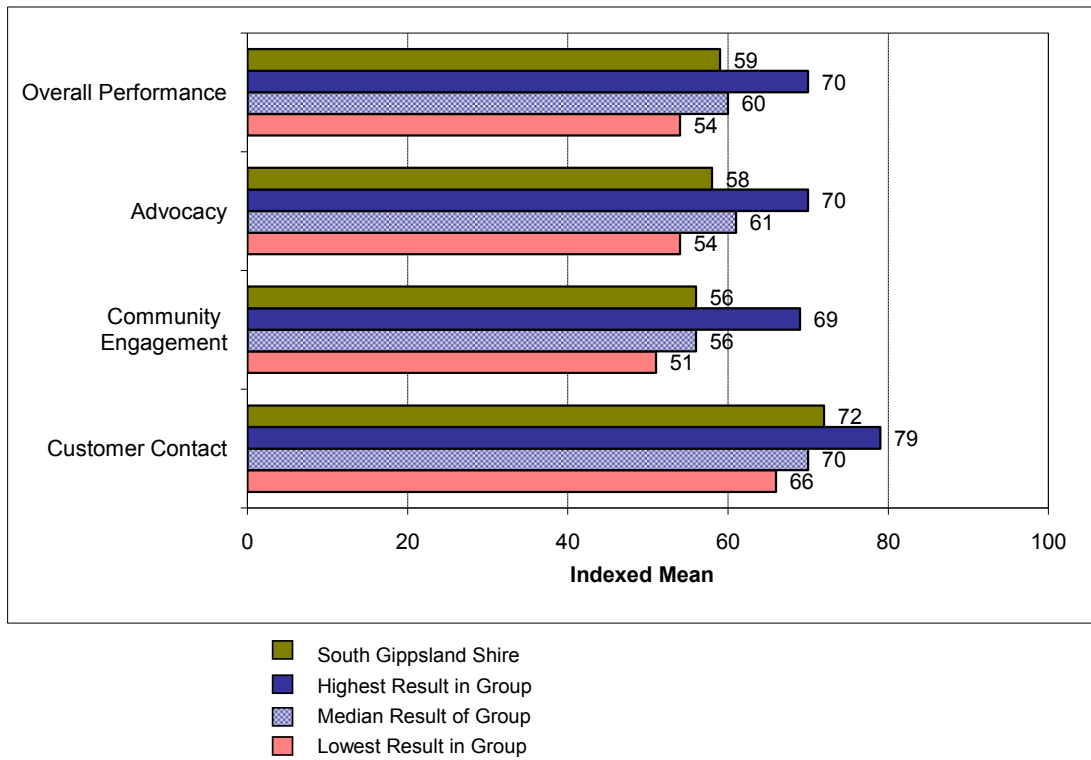
## 4. SUMMARY RESULTS BY MEASURE: 2011

### Results for South Gippsland Shire Council

MEASURE	Percentage of respondents saying performance was.....					RELEVANCY	MEAN	INDEXED MEAN
	Excellent	Good	Adequate	Needs some improvement	Needs a lot of improvement			
	%	%	%	%	%			
Overall Performance	2	28	39	24	7	97%	2.9	59
Advocacy and community representation	3	28	38	19	12	61%	2.9	58
Community Engagement	3	23	35	27	12	85%	2.8	56
Customer Contact (interaction & responsiveness)	23	44	13	14	7	50%	3.6	72
<b>Specific responsibility areas:</b>								
1. Local Roads and Footpaths	3	17	20	30	30	99%	2.3	46
2. Health and Human Services	18	46	23	9	4	72%	3.6	73
3. Recreational Facilities	12	48	25	11	4	94%	3.5	71
4. Appearance of Public Areas	17	43	23	11	6	98%	3.5	70
5. Traffic Management and Parking	3	29	32	21	14	95%	2.9	57
6. Waste Management	11	35	21	20	14	95%	3.1	62
7. Enforcement of Local Laws	6	39	34	12	9	88%	3.2	64
8. Economic Development	2	20	32	24	22	77%	2.6	52
9. Town Planning Policy and Approvals	3	20	27	25	26	80%	2.5	50

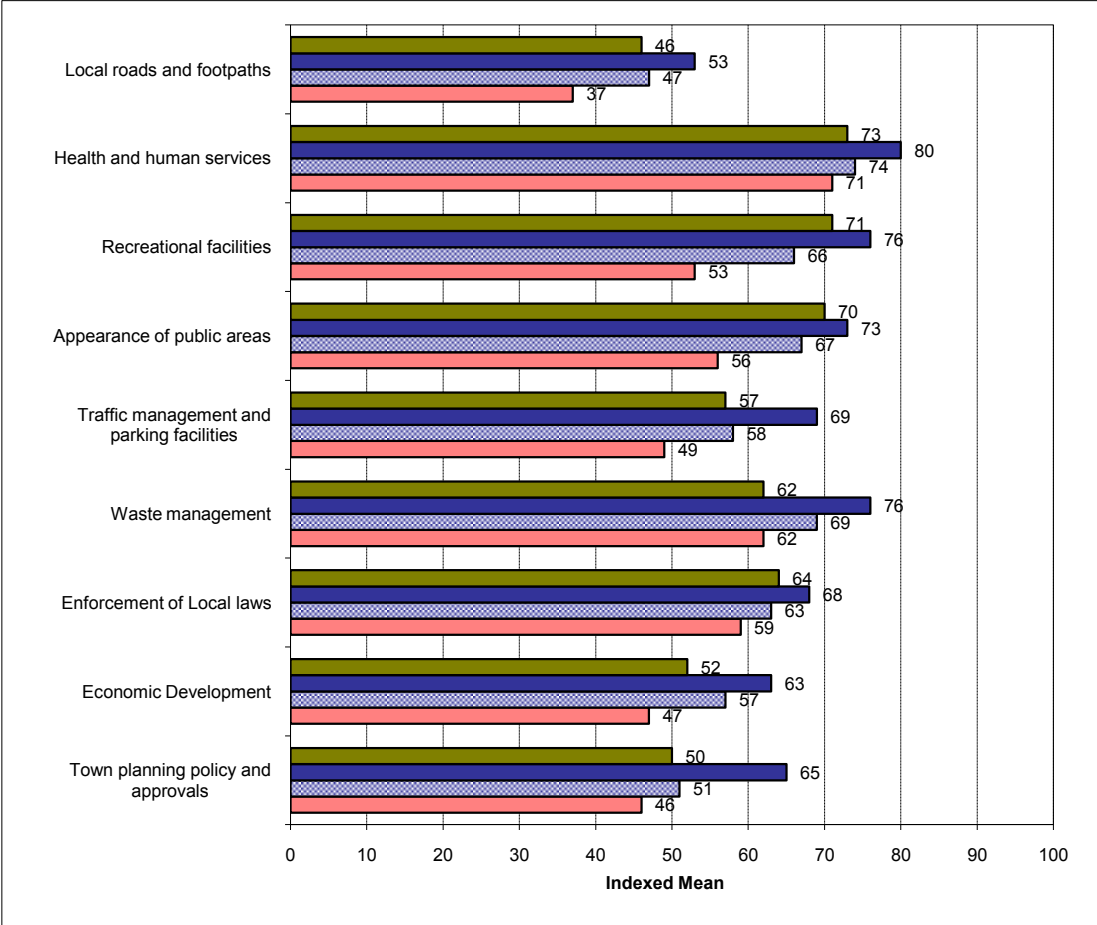
Explanation: Relevancy is the % of residents who could rate the Council on this measure, i.e. did not give a "Don't know" rating.

## 5. RELATIVE PERFORMANCE WITHIN LGA GROUP FOR 2011





## 5. RELATIVE PERFORMANCE WITHIN LGA GROUP FOR 2011



- South Gippsland Shire
- Highest Result in Group
- Median Result of Group
- Lowest Result in Group

## 6. CUSTOMER WINDOW: AN EXPLANATION

In allocating resources to improve services, Councils need to consider two factors:

1. The **relative importance** of each service area to the community, and
2. The current level of **performance** in service provision.

The improvement window (page 9) graphically identifies the 4 possible combinations of these two factors. The highest priority for improvement is indicated where current performance is low in a service area that the community views as of high importance.

The **importance** dimension uses a correlation coefficient. The correlation coefficient shows the relationship between each responsibility area rating and the overall performance rating – the extent to which a change in one influences a change in the other. Correlation coefficients range from 0 to 1. 0 indicates that there is no relationship while 1 shows a positive association (that an improvement in one rating will lead to an improvement in the other). A good level of correlation for survey measures of this kind is 0.5.

Another figure used to derive relative importance is the percentage of people who were able to rate Council's performance on the service area concerned. This is used because people generally do not rate services when they have not experienced them, or have no opinion about them. **Relative importance** for each area surveyed is achieved by multiplying the square of the correlation coefficient by the percentage of people who gave a satisfaction rating.

The **performance** measure is based on the percentage of people who gave a rating of excellent, good or adequate.

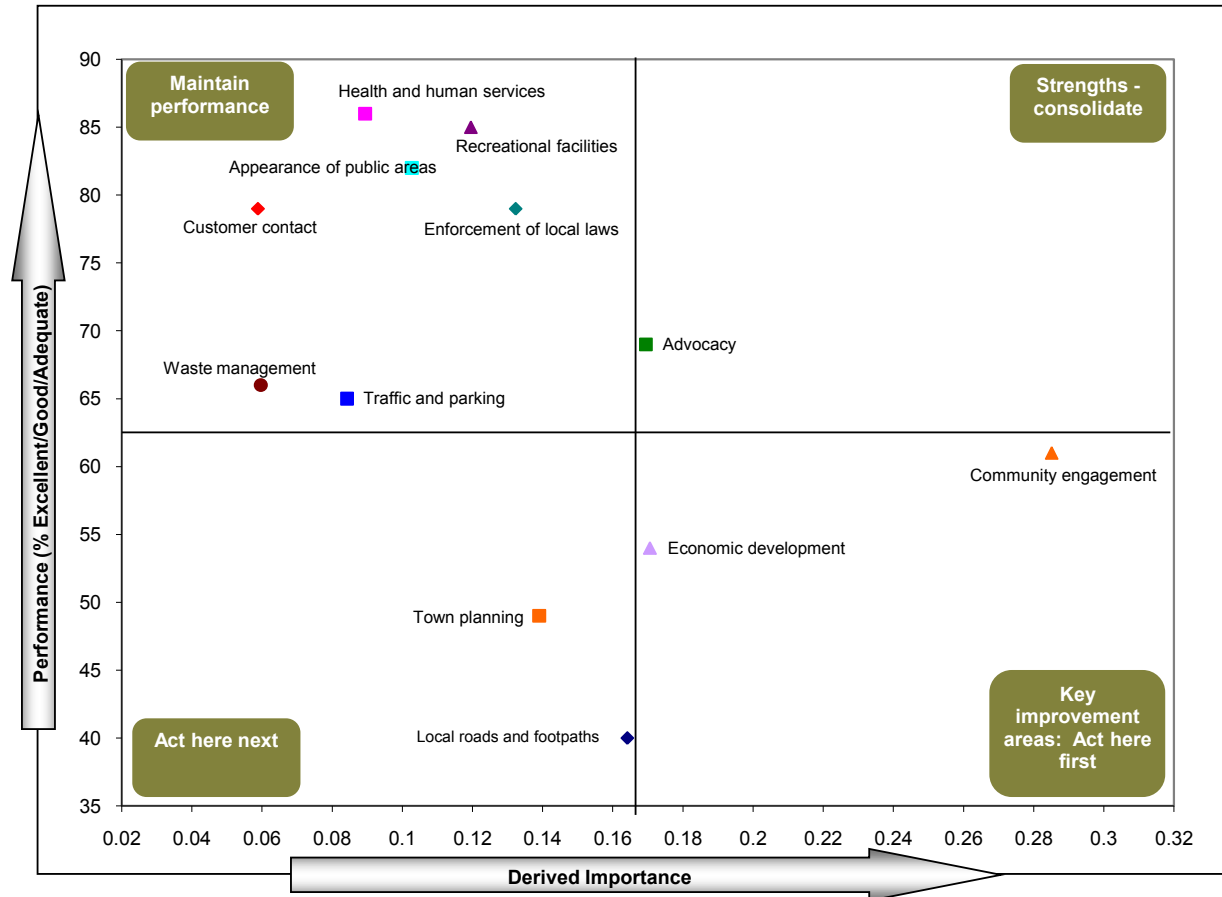
The four quadrants of the improvement window inform service improvement decisions as follows:

- 1) **Bottom right quadrant: Key areas for improvement.** Identifies those services that are relatively important to the community in which the Council underperformed. These are the first areas for improvement.
- 2) **Bottom left quadrant: Secondary areas for improvement.** Identifies service areas in which the Council has performed poorly which are of relatively lower importance to the community.
- 3) **Top right quadrant: Strengthen and consolidate.** Indicates those service areas that are relatively important to the community and for which they expressed a high level of satisfaction.
- 4) **Top left quadrant: Maintain existing performance.** Identifies services in which the Council has performed well, but which are of little relative importance to the Community. Although these areas don't contribute greatly to overall satisfaction, it may be that if Council allows standards to drop then the community may attribute them with a higher level of importance in the future.

The visual display on the next page shows the improvement window for South Gippsland Shire Council.

## 6. CUSTOMER WINDOW: KEY AREAS FOR IMPROVEMENT 2011

### Customer Window for South Gippsland Shire Council



#### South Gippsland Shire Council's key areas for improvement are:

##### 1. Economic Development

- This area is of high relative importance to residents, yet 46% believe that improvement is needed.

##### 2. Community Engagement

- The area of highest importance and 39% of residents seek improvement.

##### 3. Local Roads and Footpaths

- Of all key service areas the highest proportion seek improvement for local roads and footpaths, with more than half (60%) of residents feeling improvement is needed.

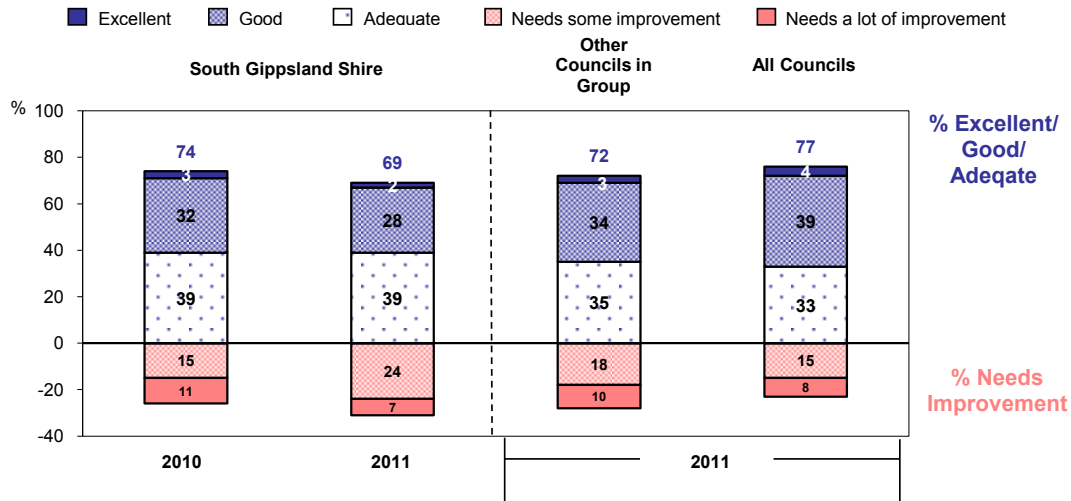
##### 4. Town Planning Policy and Approvals

- This is an area of moderate importance to residents.
- 51% said they would like to see some improvement in this area.

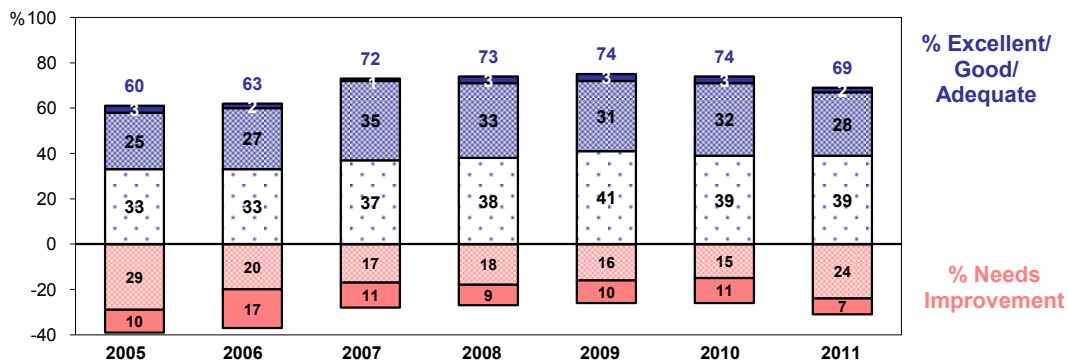
#### What South Gippsland does well

As in 2010, South Gippsland continues to perform significantly better than the average of other councils in its group on recreational facilities and the appearance of public areas. These are areas of moderate importance to residents and are particular strengths for the council. Although Advocacy is portrayed as a 'strength' in this chart, the ratings are lower than for other councils in the group and Council should focus on this important measure

## 7. RESULTS IN DETAIL: OVERALL PERFORMANCE



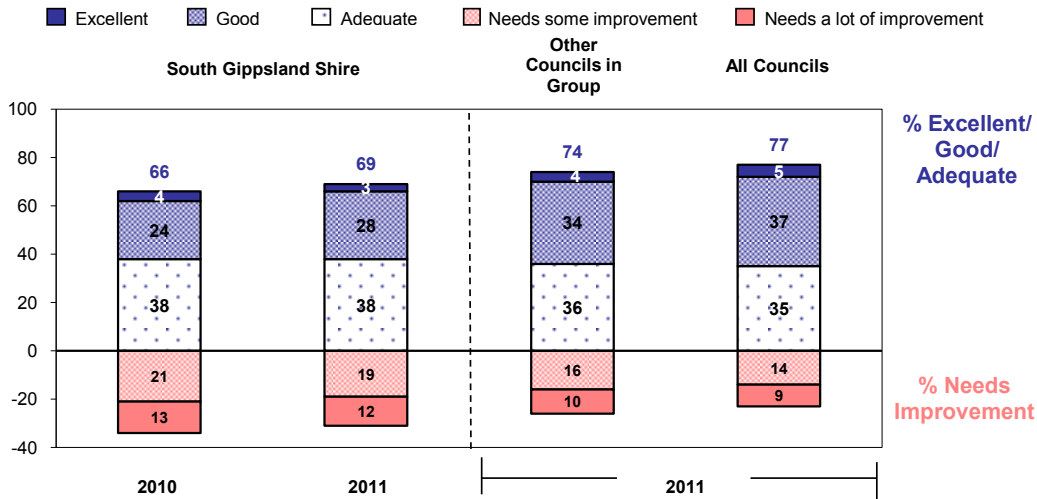
South Gippsland Shire - Performance Over Time



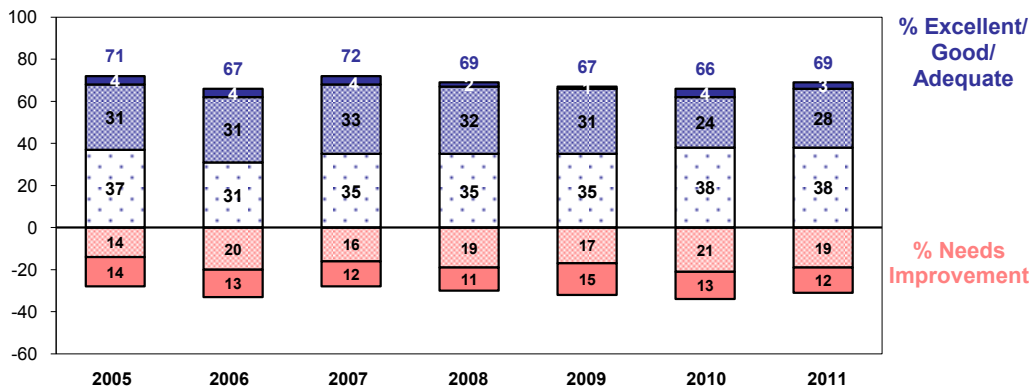
Reasons Needs Improvement (2011)		Number of Respondents: 105
		%
◆ Town planning policy and approvals	33	
◆ Local roads and footpaths	26	
◆ Economic development	20	
◆ Make decisions despite community consultation/ don't listen to community	16	
◆ Communicating/leading discussion with community	15	
◆ Favour certain areas in Shire/ local government area over others	12	
◆ Rates are not giving value for money	11	
◆ Council too focused on internal politics/ don't achieve outcomes	10	
◆ Appearance of public areas including foreshore	10	
◆ Decline in standard of service generally provided by council	10	

Note: Only the most frequently mentioned reasons shown. Some respondents may have given more than one reason for needing improvement.

## 8. RESULTS IN DETAIL: ADVOCACY



South Gippsland Shire - Performance Over Time



### Reasons Needs Improvement (2011)

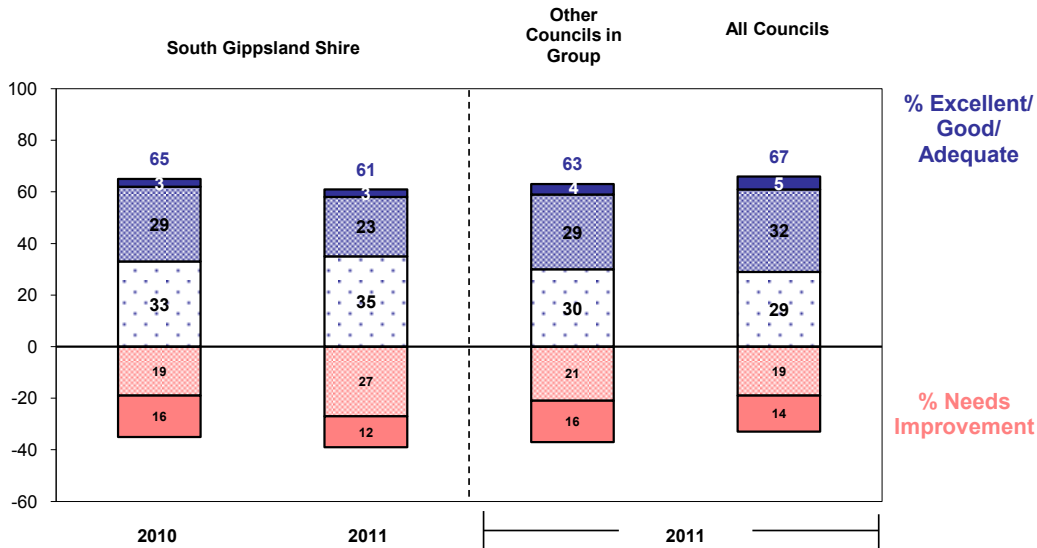
Number of Respondents: 66  
%

◆ Don't represent the interests of the community	27
◆ Council does not make sufficient effort	24
◆ Not doing enough/ need to lobby harder on key local issues	24
◆ Not sure what the council does/ need to promote/ communicate effectively	23
◆ Lobbying skills need improvement/ more professional/ effective lobbying	15
◆ Don't consult to gauge community views	12
◆ Town planning issues/ inappropriate development	12
◆ Council represents some areas/services/interests but neglect others	8
◆ Council more interested in politics/themselves than community interests	8
◆ Didn't lobby effectively on freeway/toll issues etc	3

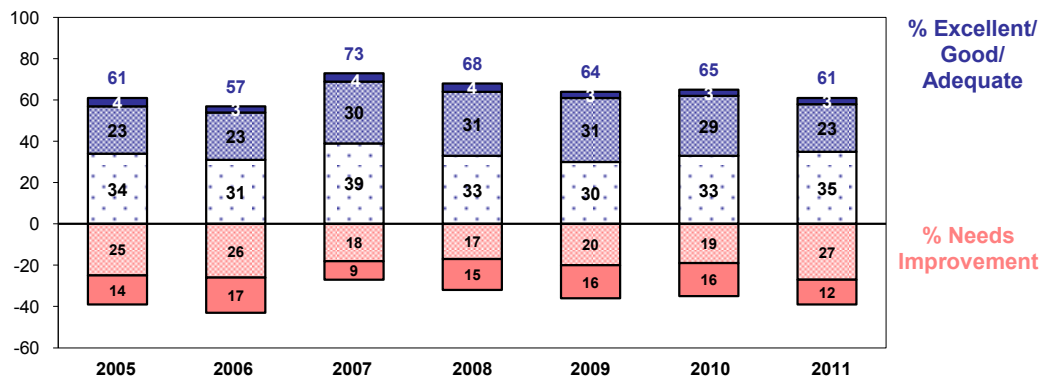
Note: Only the most frequently mentioned reasons shown. Some respondents may have given more than one reason for needing improvement.

## 9. RESULTS IN DETAIL: COMMUNITY ENGAGEMENT

■ Excellent   
 ■ Good   
 ■ Adequate   
 ■ Needs some improvement   
 ■ Needs a lot of improvement



South Gippsland Shire - Performance Over Time



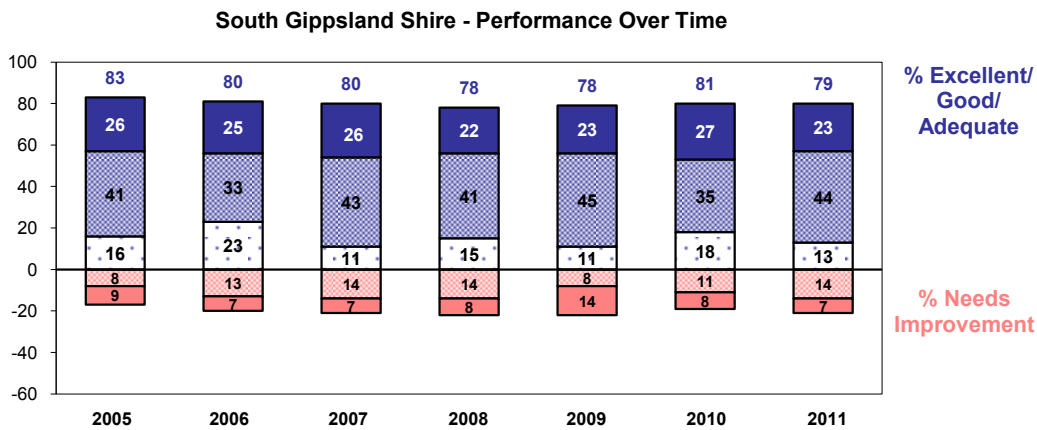
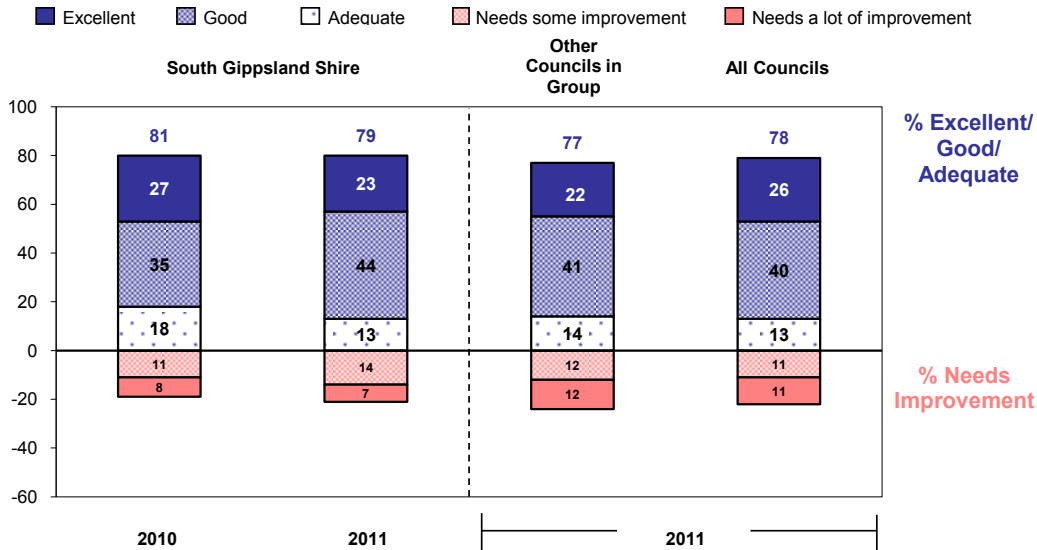
### Reasons Needs Improvement (2011)

Number of Respondents: 117  
%

◆ Need to keep community better informed/communicate more	50
◆ Don't consult sufficiently/effectively/with entire community	40
◆ Don't listen/ need to take more notice of community's wishes	26
◆ More community consultation/ use consultants less/more public meetings	22
◆ Need to publicise/promote consultation sessions and inform us of results	9
◆ Only talk to the same people	6
◆ Need to consult with all areas in the council/ district	6
◆ Only pay lip service to issues/need to follow through	4
◆ Communicate more regularly via newsletter/ local paper etc	4
◆ Inconsistent/ pick and choose which issues it leads discussion on	3

Note: Only the most frequently mentioned reasons shown. Some respondents may have given more than one reason for needing improvement.

## 10. RESULTS IN DETAIL: CUSTOMER CONTACT

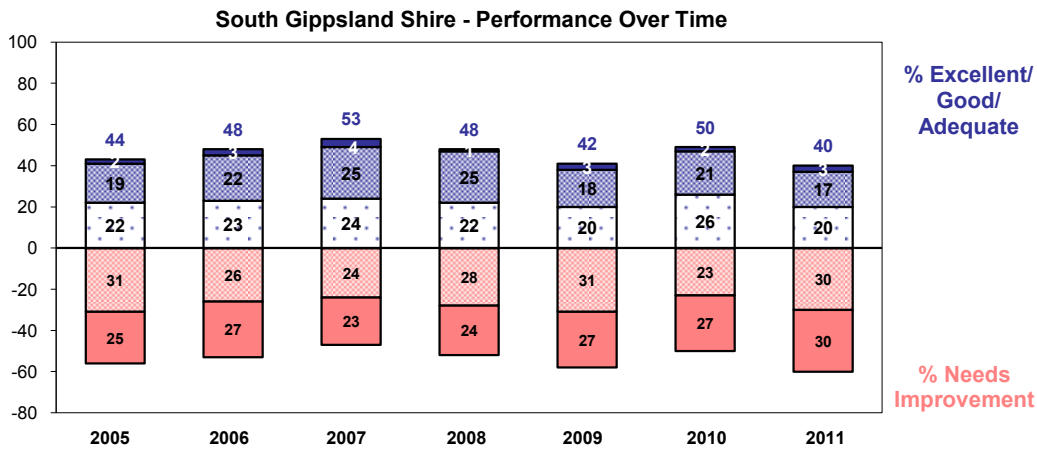
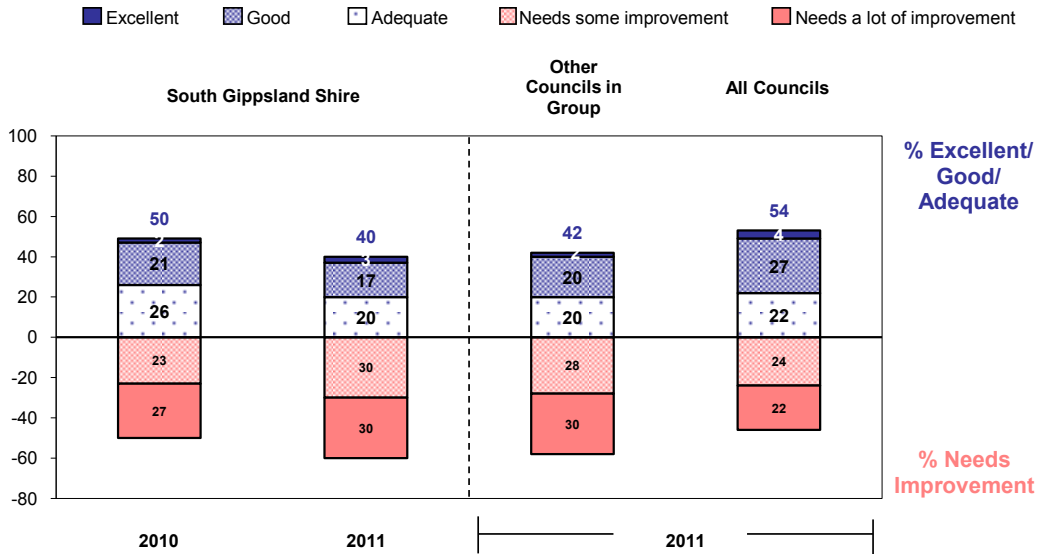


Reasons Needs Improvement (2011)		Number of Respondents: 37
		%
◆ Lack of follow up		46
◆ Took too long to respond		32
◆ Poor customer service/ need better communication skills/personal service		22
◆ Issue not resolved in a satisfactory manner		19
◆ Did not achieve outcome I wanted		16
◆ Not interested in helping/didn't take an interest/responsibility		14
◆ Not knowledgeable		11
◆ Passed around departments/not clear who to speak to		8
◆ Impolite/rude manner/tone		5
◆ Too hard to get through to anyone/kept getting machine		3

Note: Only the most frequently mentioned reasons shown. Some respondents may have given more than one reason for needing improvement.

# 11. RESULTS IN DETAIL: RESPONSIBILITY AREAS

## A) Local Roads and Footpaths



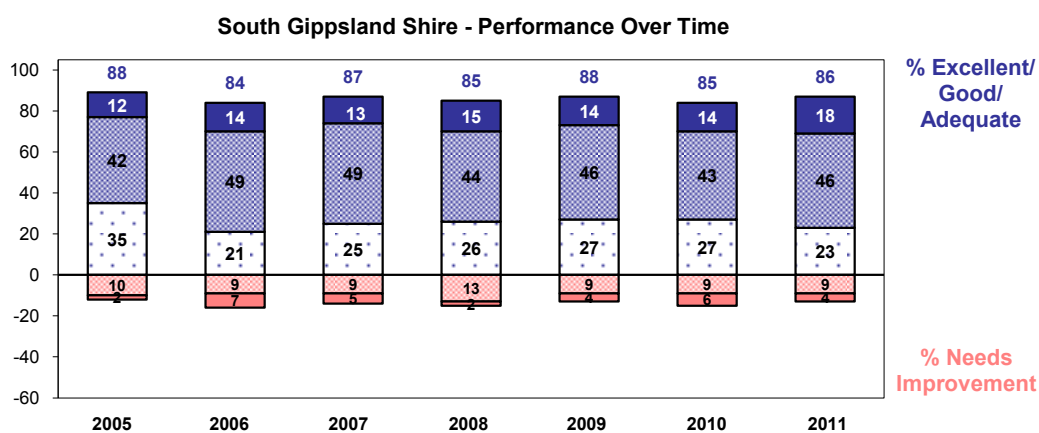
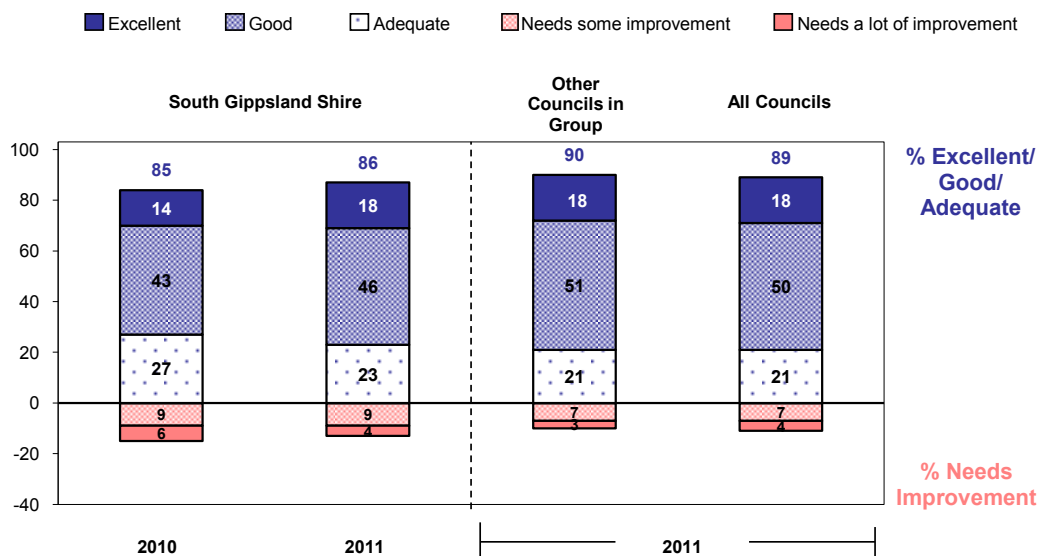
Reasons Needs Improvement (2011)		Number of Respondents: 208
		%
◆ More frequent/ better re-surfacing of roads		47
◆ Improve/ Fix/ Repair uneven surface of footpaths		26
◆ More frequent/ better slashing of roadside verges		23
◆ Improve the quality of maintenance on roads and footpaths		22
◆ Improve standard of unsealed roads (loose gravel, dust, corrugations)		16
◆ Improve/More frequent grading etc of unsealed roads		13
◆ Quicker response for repairs to roads, footpaths or gutters		11
◆ Fix/ improve unsafe sections of roads		8
◆ More frequent maintenance/ cleaning of roadside drains and culverts		8
◆ Increase number of footpaths/ widen footpaths		7

Note: Only the most frequently mentioned reasons shown. Some respondents may have given more than one reason for needing improvement.



## 11. RESULTS IN DETAIL: RESPONSIBILITY AREAS

### B) Health & Human Services

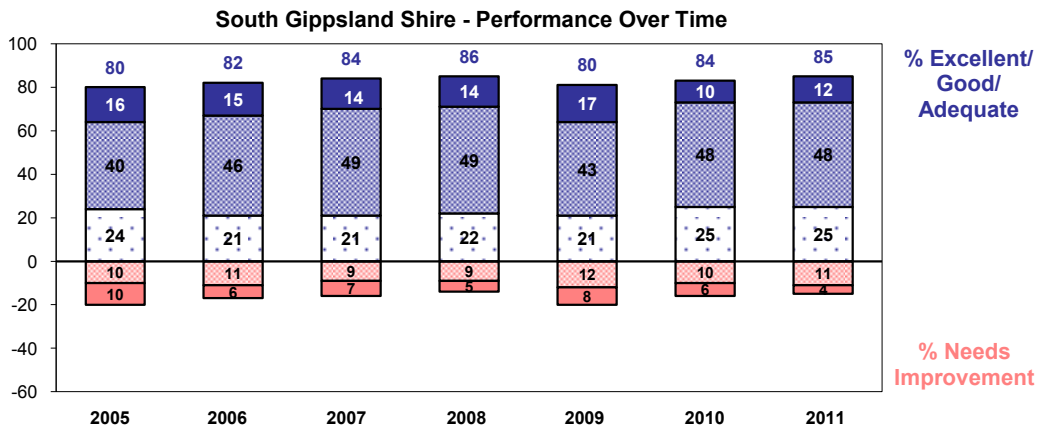
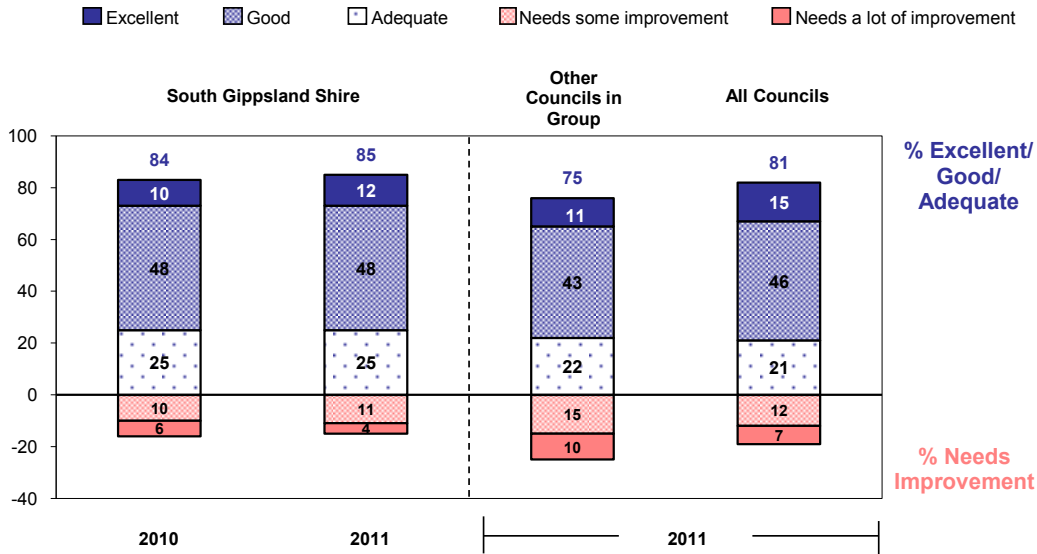


Reasons Needs Improvement (2011)		Number of Respondents: 34 %
◆ Improve quality of home help	21	
◆ More/better support/services for minority/disadvantaged groups	18	
◆ Increase resources for/availability of home help /meals on wheels	15	
◆ More facilities/resources for Aged Care/better nursing homes	15	
◆ Services need to be improved in all areas/council needs to do more	15	
◆ More funds/resources to reduce waiting lists for services	12	
◆ More/better publicity/information about available services	12	
◆ More resources/longer hours for Maternal & Child Health Facilities	9	
◆ Better transport to/from health or community centres/facilities	9	
◆ Improve services for children with special needs/ disability services	9	

Note: Only the most frequently mentioned reasons shown. Some respondents may have given more than one reason for needing improvement.

# 11. RESULTS IN DETAIL: RESPONSIBILITY AREAS

## C) Recreational Facilities

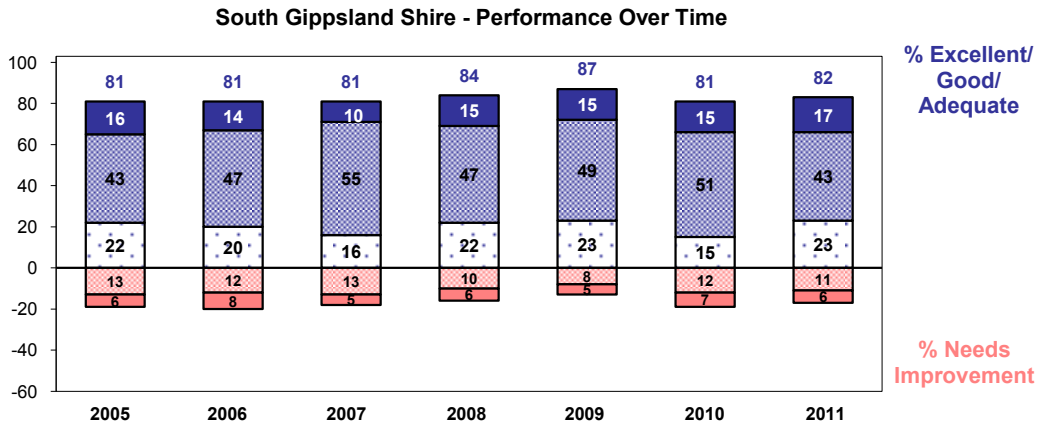
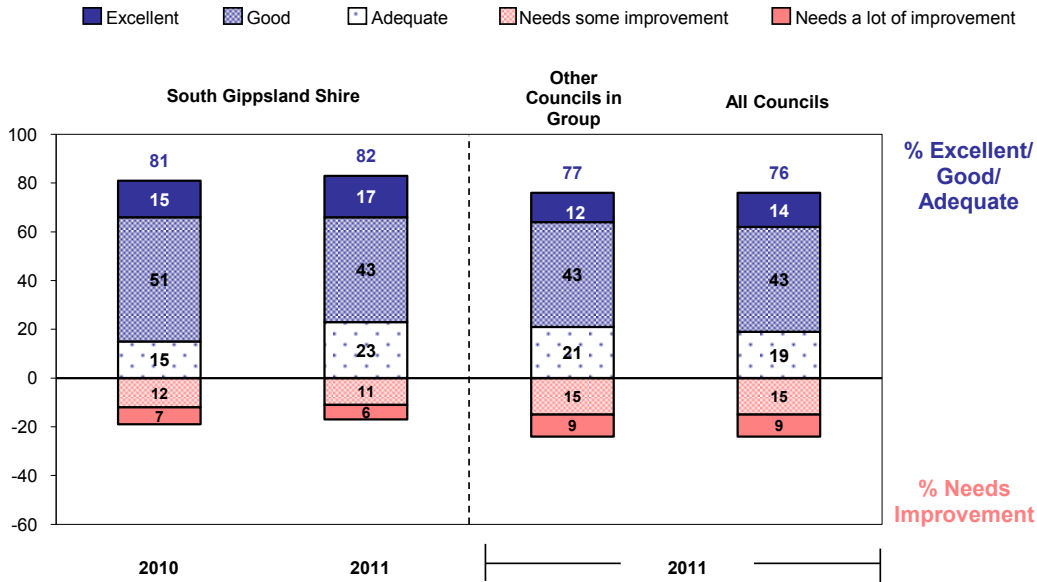


Reasons Needs Improvement (2011)		Number of Respondents: 50
		%
◆ More/better Sporting Complexes (excluding pools)		44
◆ Better maintenance of Sporting facilities (excluding pools)		16
◆ More facilities/activities for young people/teenagers		14
◆ More/better arts/cultural facilities/events in smaller towns		14
◆ More/better recreational activities/programs		12
◆ More/better facilities and resources at libraries (incl funding)		10
◆ More/better sporting complexes and/or facilities in smaller towns		10
◆ More support/funding needed for recreational/sporting facilities		10
◆ More/better library buildings/no library service/closing /moving library		8
◆ More/better/safer Playgrounds and/or equipment/with sun shade		8

Note: Only the most frequently mentioned reasons shown. Some respondents may have given more than one reason for needing improvement.

# 11. RESULTS IN DETAIL: RESPONSIBILITY AREAS

## D) Appearance of Public Areas

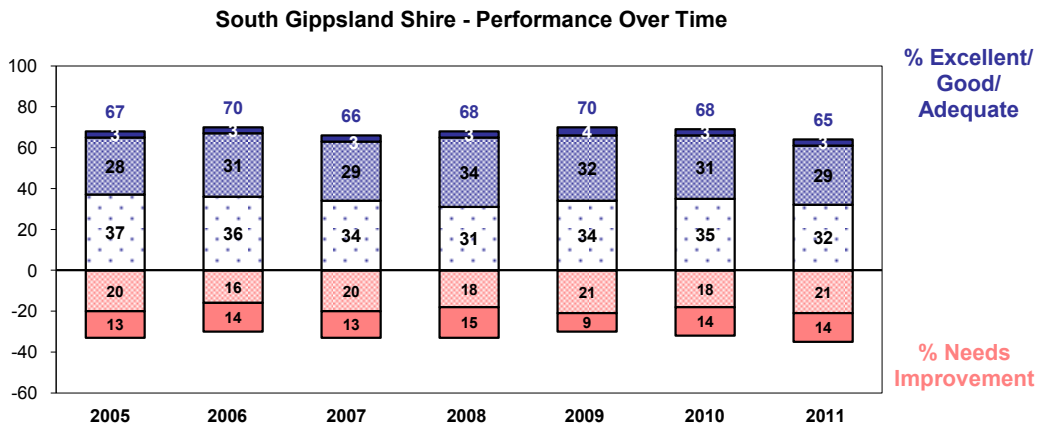
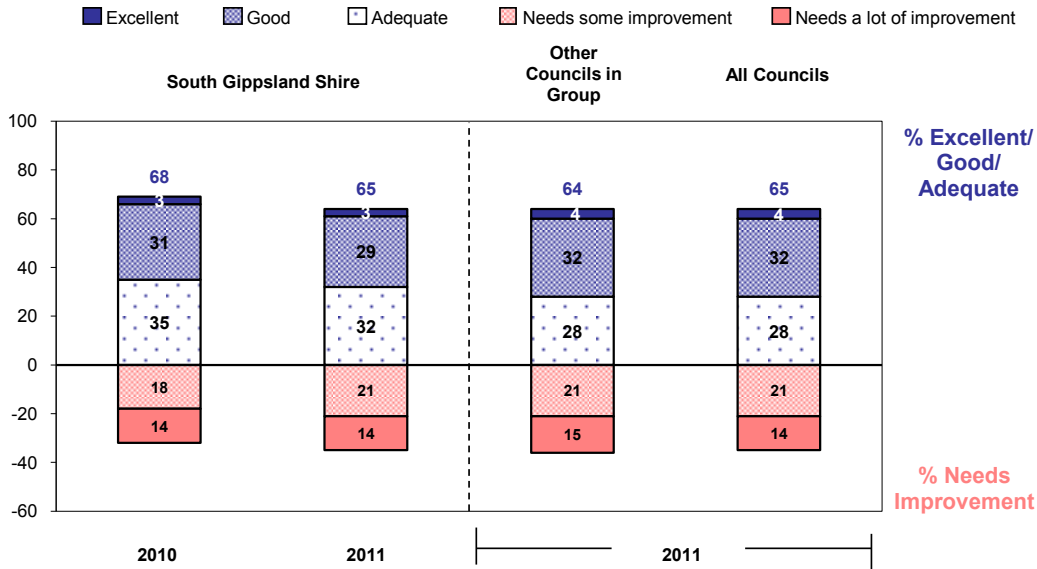


Reasons Needs Improvement (2011)		Number of Respondents: 61
		%
◆ Better maintenance of parks and gardens		36
◆ More frequent/better street cleaning		30
◆ More frequent slashing/mowing of public areas/fire hazard		20
◆ More frequent/better pruning of street trees/plants		16
◆ Better care of street trees - watering, staking, removal etc		13
◆ More frequent sweeping of leaves		13
◆ Some areas favoured over others/some areas are neglected		8
◆ More frequent/better removal of litter in parks and gardens		7
◆ More emphasis on smaller towns		7
◆ Better landscaping/design (eg. more colour, more shady trees)		5

Note: Only the most frequently mentioned reasons shown. Some respondents may have given more than one reason for needing improvement.

# 11. RESULTS IN DETAIL: RESPONSIBILITY AREAS

## E) Traffic Management & Parking Facilities

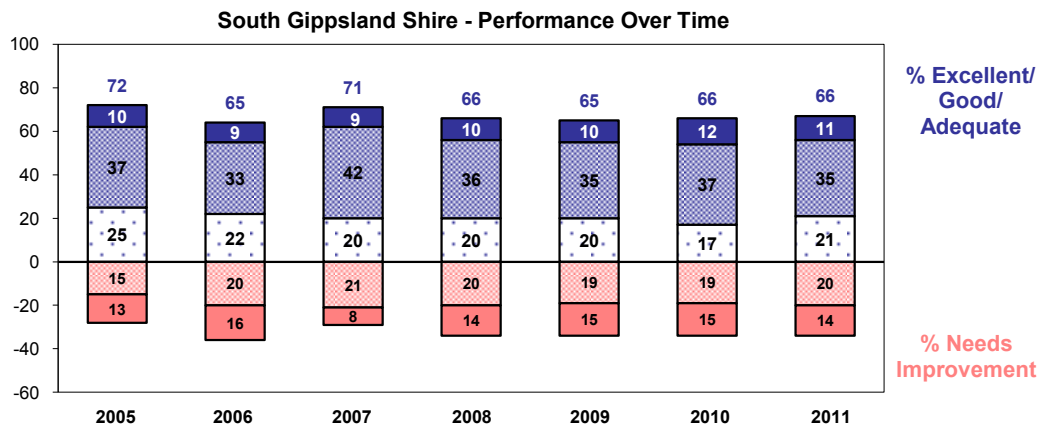
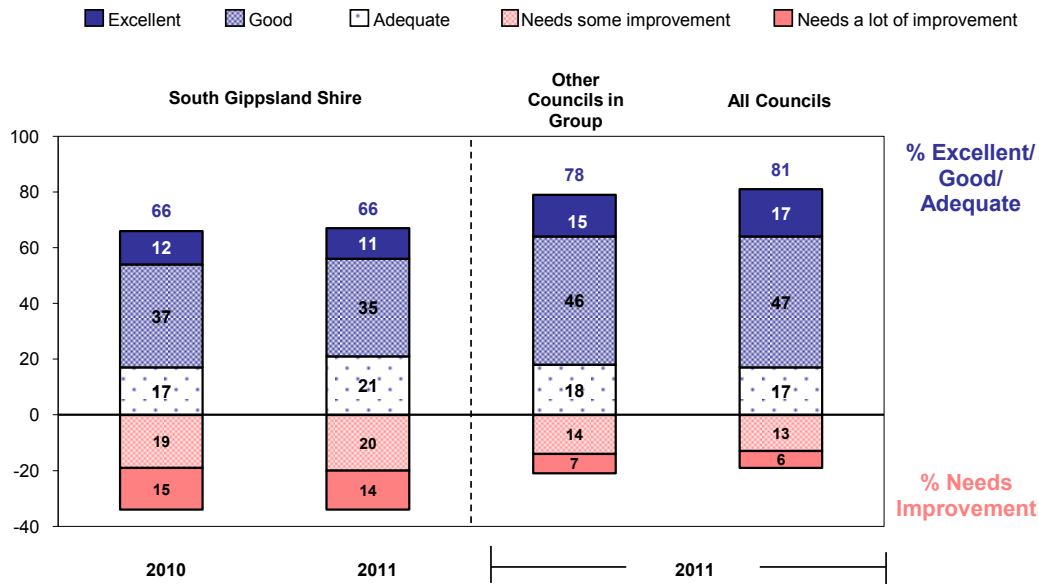


Reasons Needs Improvement (2011)	
	Number of Respondents: 118
	%
◆ More parking facilities adjacent to shopping and business centres	56
◆ More parking facilities/capacity	55
◆ Improve traffic flow/congestion	15
◆ Poor traffic/parking management	11
◆ Improve road signage - general (parking/speed/road works)	5
◆ Improve traffic management at intersections	4
◆ More free parking/cheaper parking	3
◆ Longer parking times/more long-term parking	3
◆ Restrict truck traffic in streets	3
◆ Make roads safer	3

Note: Only the most frequently mentioned reasons shown. Some respondents may have given more than one reason for needing improvement.

# 11. RESULTS IN DETAIL: RESPONSIBILITY AREAS

## F) Waste Management

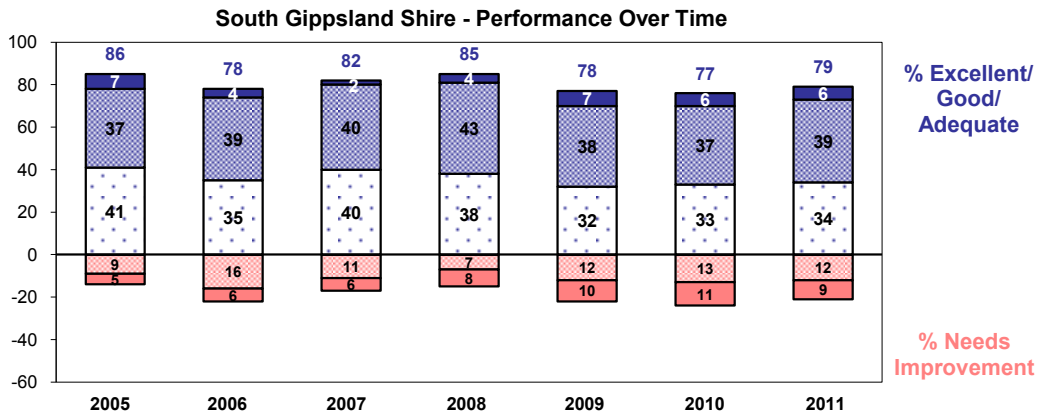
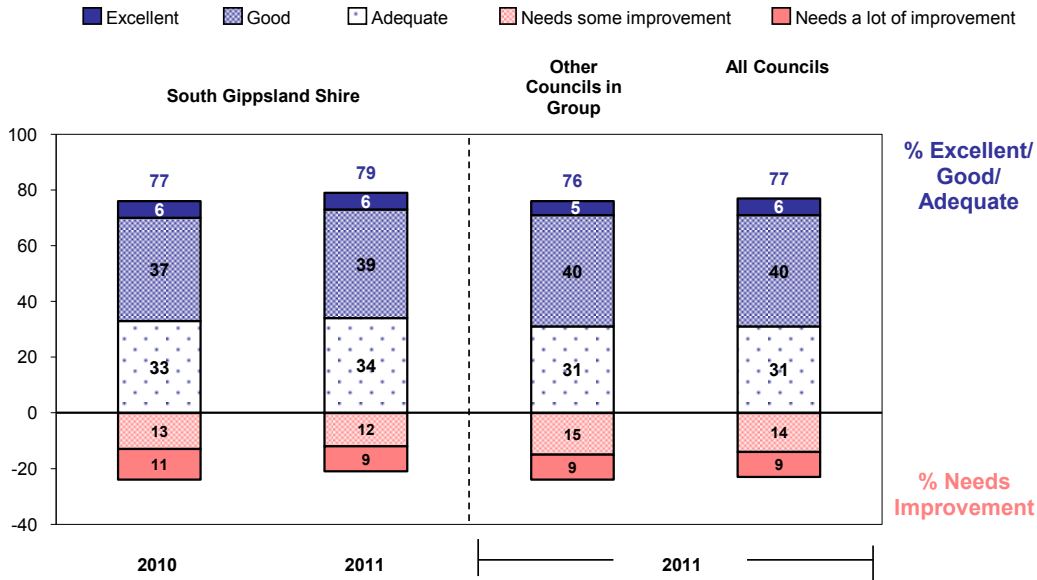


Reasons Needs Improvement (2011)		Number of Respondents: 112
		%
◆ Any/more frequent hard waste collection		38
◆ No garbage collection		28
◆ More consistent/ lower fees for tips etc (reintroduce vouchers)		21
◆ Any/More frequent collection of green waste/vegetation		12
◆ More consistent/convenient/Longer opening times/days for Tips etc.		11
◆ More comprehensive recycling program/no recycling program		7
◆ More reliable Collections		5
◆ No collection of recyclable materials		4
◆ Cost of garbage/waste collection too much (including bins)		4
◆ Tip/transfer stations in poor condition/badly managed		3

Note: Only the most frequently mentioned reasons shown. Some respondents may have given more than one reason for needing improvement.

# 11. RESULTS IN DETAIL: RESPONSIBILITY AREAS

## G) Enforcement of Local Laws

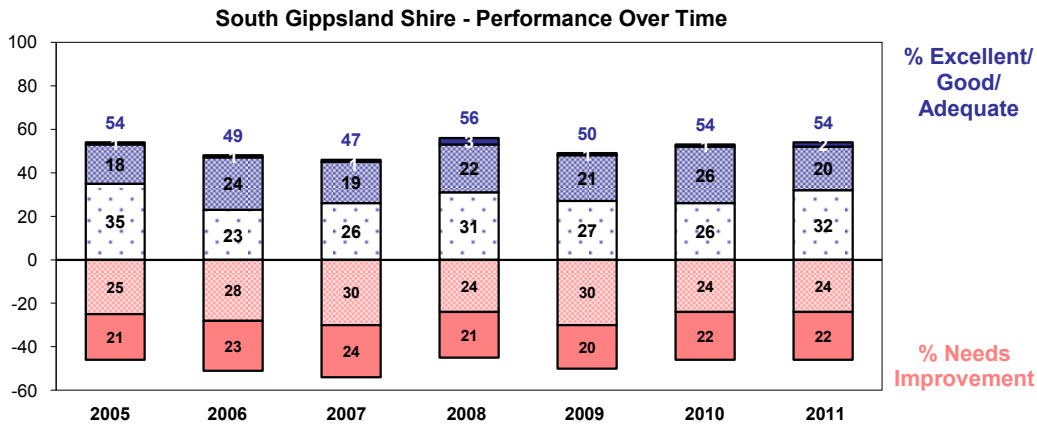
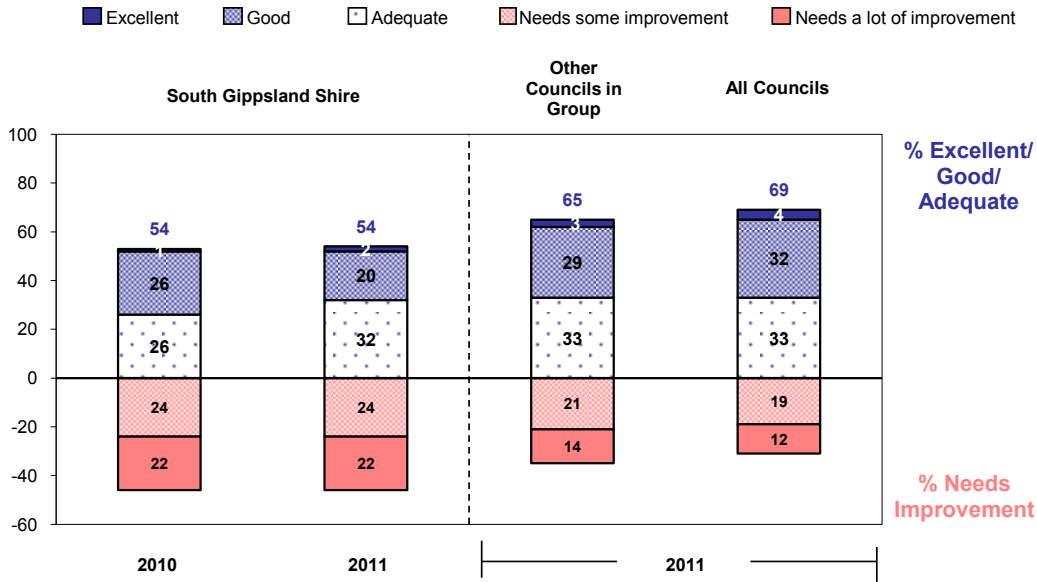


Reasons Needs Improvement (2011)		Number of Respondents:	66
			%
◆ Greater enforcement of animal local laws			38
◆ Greater enforcement of fire prevention local laws			17
◆ Greater enforcement of noise local laws (domestic, industrial, traffic)			14
◆ Greater enforcement of fire prevention local laws to clean up properties			12
◆ Greater enforcement of parking restrictions/more officers/rangers			12
◆ Better attitude for local laws enforcement officers/rangers			11
◆ local laws are too stringent			8
◆ local laws are too lenient			8
◆ Greater enforcement of local laws generally/more Local laws officers			6
◆ Quicker response to reports of By-law infringements			6

Note: Only the most frequently mentioned reasons shown. Some respondents may have given more than one reason for needing improvement.

# 11. RESULTS IN DETAIL: RESPONSIBILITY AREAS

## H) Economic Development

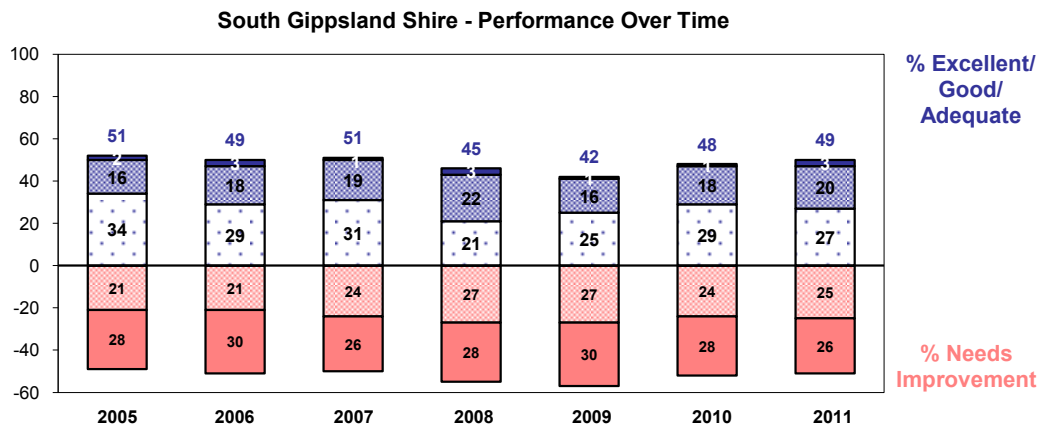
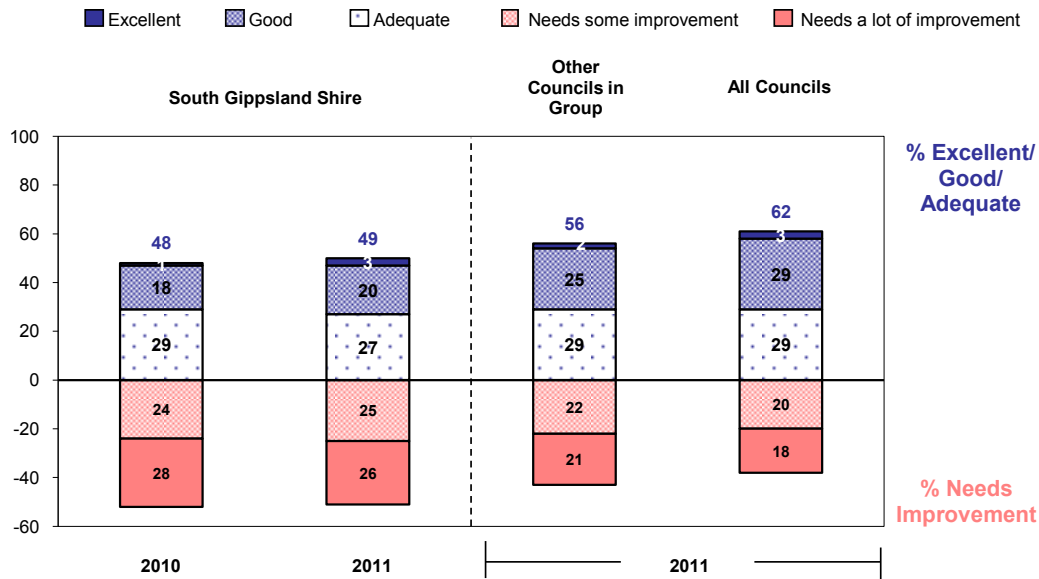


Reasons Needs Improvement (2011)		Number of Respondents: 123
		%
◆ More/better job creation programs/employment opportunities		37
◆ Too little support for local businesses/ new business/many closing down		36
◆ Greater emphasis on Economic Development in general		24
◆ Encourage more tourism		17
◆ Encourage more companies/industries to re-locate to the area		11
◆ Better financial planning/management of Council budget/money wasted		9
◆ Too much focus on major towns/need more focus on rural & regional areas		8
◆ Unaware of any economic development/improvement needed		7
◆ Not enough promotion of local businesses		7
◆ Encourage more desirable industries to locate to the area		7

Note: Only the most frequently mentioned reasons shown. Some respondents may have given more than one reason for needing improvement.

# 11. RESULTS IN DETAIL: RESPONSIBILITY AREAS

## I) Town Planning Policy & Approvals



Reasons Needs Improvement (2011)		Number of Respondents: 143
		%
◆ Better planning policies		46
◆ More efficient/faster approval processes		37
◆ More consultation with community		13
◆ More consistent decisions		10
◆ Council should be stronger in representing community opinion		9
◆ Allow development and subdivision		8
◆ Process is too bureaucratic/needs to be flexible/too many regulations/in exports		8
◆ Greater enforcement of/adherence to planning policies		4
◆ Take better account of environmental issues		4
◆ Ugly/inappropriate design/development/out of character with area		4

Note: Only the most frequently mentioned reasons shown. Some respondents may have given more than one reason for needing improvement.



# APPENDIX 1

## Survey Questionnaire

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**WALLIS CONSULTING GROUP**  
**Department for Planning & Community Development**  
**Community Satisfaction Survey 2011**

**WG3822**  
**January 2011**

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**INTRODUCTION**

**IF IN COUNCIL AREA:**

Good morning/afternoon/evening. My name is .....from Wallis Consulting Group. We are conducting research on behalf of Victorian Local Government. The survey aims to find out how residents feel about the PERFORMANCE of local Government in your area. Can you confirm that you live in **(NAME OF COUNCIL)**?

**IF NON-RESIDENT RATE-PAYER:**

Good morning/afternoon/evening. My name is .....from Wallis Consulting Group. We are conducting research on behalf of Victorian Local Government. The survey aims to find out how residents feel about the PERFORMANCE of local Government in the **(NAME OF COUNCIL)**. Council records indicate that you are a rate-payer in that area.

- |   |                                    |                      |
|---|------------------------------------|----------------------|
| 1 | Yes                                | <b>GO TO S1</b>      |
| 2 | In different Council area          | <b>GO TO PRE S1</b>  |
| 3 | Not available/callback (make appt) | <b>RETURN TO SMS</b> |
| 4 | Household refusal                  | <b>RETURN TO SMS</b> |
| 5 | Selected resident refusal          | <b>RETURN TO SMS</b> |
| 6 | Language Difficulties              | <b>RETURN TO SMS</b> |

PRE S1

**LIST ALL COUNCILS IN SAME GROUP**

What Local Government Area do you live in?

- |   |                                    |                      |
|---|------------------------------------|----------------------|
| 1 | Correct Council can be selected    | <b>CONTINUE</b>      |
| 2 | Council not listed – cannot select | <b>RETURN TO SMS</b> |
| 3 | Don't know                         | <b>RETURN TO SMS</b> |

**SCREENING**

S1: Firstly, have you or anyone in your household worked in a market research organisation or local government anywhere in the last three years?

- |   |                        |                      |
|---|------------------------|----------------------|
| 1 | No (continue)          | <b>CONTINUE</b>      |
| 2 | Yes - Market Research  | <b>RETURN TO SMS</b> |
| 3 | Yes - Local Government | <b>RETURN TO SMS</b> |

S2: Also, we just wish to speak to residents, not businesses, of **(NAME OF COUNCIL)**. Are you a residential household (**IF GROUPS 3-5:** or a farming household)?

- |   |                             |                      |
|---|-----------------------------|----------------------|
| 1 | Yes - Residential Household |                      |
| 2 | Yes - Farming Household     |                      |
| 3 | No                          | <b>RETURN TO SMS</b> |

S3: Can I please speak to a head of your household (either male or female) that is 18 years or older?

- |   |                                    |                      |
|---|------------------------------------|----------------------|
| 1 | Yes – available                    | Continue             |
| 2 | Not available/callback (make appt) | <b>RETURN TO SMS</b> |
| 3 | Household refusal                  | <b>RETURN TO SMS</b> |
| 4 | Selected resident refusal          | <b>RETURN TO SMS</b> |
| 5 | Not in Council area                | <b>RETURN TO SMS</b> |
| 6 | Language Difficulties              | <b>RETURN TO SMS</b> |

ONCE HAVE CORRECT PERSON: Thank-you for your participation. The survey will only take about 8 or 9 minutes AND THE INFORMATION YOU PROVIDE WILL BE USED TO HELP COUNCILS IMPROVE THEIR SERVICES. No information that you provide will be linked to your name.

**IF A FARMING HOUSEHOLD:** Please note, we would like you to participate in the survey thinking of your needs as a resident, rather than specific farm management issues.

S5: My supervisor may be monitoring the interview for quality control purposes. If you do not wish this to occur, please let me know.

- |   |                        |
|---|------------------------|
| 1 | Monitoring allowed     |
| 2 | Monitoring NOT allowed |

### MAIN SURVEY

Q1 I'm going to read out a list of nine areas which are the responsibility of local Government. For each area of responsibility, I would like to establish your ASSESSMENT OF THE PERFORMANCE of **(NAME OF COUNCIL)** over the last twelve months. Please keep in mind that the focus is on local government only.

**NOW ASK (a) AND (b) WHERE NECESSARY FOR EACH RESPONSIBILITY AREA, BEFORE PROCEEDING TO NEXT SERVICE AREA. RANDOMISE.**

Q1ax) In the last twelve months, how has **(NAME OF COUNCIL)** performed on **(RESPONSIBILITY AREA)**? Was it ... ?

READ OUT 1-5 INCLUDING DEFINITIONS THE FIRST TIME AND THEREAFTER ONLY THE KEY WORDS.

- 5 Excellent - outstanding performance
- 4 Good - a high standard
- 3 Adequate - an acceptable standard
- 2 Needs some improvement
- 1 Needs a lot of improvement
- 0 Don't Know / Can't Say

**ASK Q1b IF CODES 1 OR 2 IN Q1a. OTHERWISE CONTINUE WITH THE NEXT RESPONSIBILITY AREA.**

Q1bx) Why do you say that? PROBE FULLY. DO NOT READ OUT.

**USE ATTACHED PRE-CODES FOR EACH RESPONSIBILITY AREA.**

**ASK Q1c FOR THE SECOND RESPONSIBILITY AREA ONLY.**

Q1c) Have you or any member of your household used any of the HEALTH AND HUMAN SERVICES provided by the **(NAME OF COUNCIL)** in the last 12 months?

- 1 Yes
- 2 No

#### RESPONSIBILITY AREAS:

1. LOCAL ROADS AND FOOTPATHS, excluding highways and main roads **(IF GROUPS 2-5: but INCLUDING roadside slashing / maintenance)**
2. HEALTH AND HUMAN SERVICES; this includes Meals on Wheels, home help, maternal and child health, immunisation, child care, and support for disadvantaged and minority groups, but EXCLUDES hospitals.
3. RECREATIONAL FACILITIES; this includes sporting facilities, swimming pools, sports fields and playgrounds, arts centres and festivals, and library services.
4. APPEARANCE OF PUBLIC AREAS; this includes local parks and gardens, street cleaning and litter collection, and street trees.
5. TRAFFIC MANAGEMENT AND PARKING FACILITIES; this includes council provision of street and off street parking, and local road safety.
6. WASTE MANAGEMENT; this includes garbage and recyclable collection, and operation of tips / transfer stations.

- 
7. ENFORCEMENT OF LOCAL LAWS; this includes food and health, noise, animal control, parking, and fire prevention.
8. ECONOMIC DEVELOPMENT; this includes business and tourism, and jobs creation.
9. TOWN PLANNING POLICY AND APPROVALS, including heritage and environmental issues.
- 

Q2a In the last twelve months, have you had any contact with **(NAME OF COUNCIL)**? This may have been in person, by telephone, in writing, email or by fax.

- 1 Yes  
2 No

**SKIP TO Q3**

Q2b Thinking of the most recent contact, how well did **(NAME OF COUNCIL)** perform in the WAY you were treated - things like the ease of contact, helpfulness and ability of staff, speed of response, and their attitude towards you. We do NOT mean the ACTUAL OUTCOME. Was it ... READ OUT 1-5 ... ?

- 5 Excellent - outstanding performance  
4 Good - a high standard  
3 Adequate - an acceptable standard  
2 Needs some improvement  
1 Needs a lot of improvement  
0 Don't Know / Can't Say

**ASK Q2c IF OPTION 2 AND CODES 4 OR 5 IN Q2b. OTHERWISE SKIP TO Q3a**

Q2c Why do you say that? PROBE FULLY. DO NOT READ OUT.

**(USE ATTACHED PRE-CODES)**

**ASK ALL**

Q3a Over the last 12 months, how would you rate the performance of **(NAME OF COUNCIL)** on consulting with the community and leading discussion on key social, economic and environmental issues which could impact on the local area, and may require decisions by Council? Would you say it was... READ OUT PERFORMANCE SCALE 1-5... ?

- 5 Excellent - outstanding performance  
4 Good - a high standard  
3 Adequate - an acceptable standard  
2 Needs some improvement  
1 Needs a lot of improvement  
0 Don't Know / Can't Say

**ASK Q3b IF OPTION 2 AND CODES 4 OR 5 IN Q3a. OTHERWISE SKIP TO Q4a**

Q3b Why do you say that? PROBE FULLY. DO NOT READ OUT.

**(USE ATTACHED PRE-CODES)**

Q4a In the last twelve months, how well has **(NAME OF COUNCIL)** represented and lobbied on behalf of the community with other levels of government and private organisations, on key local issues? Was it ... READ OUT 1-5 ... ?

- 5 Excellent - outstanding performance
- 4 Good - a high standard
- 3 Adequate - an acceptable standard
- 2 Needs some improvement
- 1 Needs a lot of improvement
- 0 Don't Know / Can't Say

**ASK Q4b IF OPTION 2 AND CODES 4 OR 5 IN Q4a. OTHERWISE SKIP TO Q5**

Q4b Why do you say that? PROBE FULLY. DO NOT READ OUT.

**(USE ATTACHED PRE-CODES)**

Q5 ON BALANCE, for the last twelve months, how do you feel about the performance of **(NAME OF COUNCIL)**, not just on one or two issues, BUT OVERALL across all responsibility areas. Was it ... READ OUT PERFORMANCE SCALE 1-5 ... ?

- 5 Excellent - outstanding performance
- 4 Good - a high standard
- 3 Adequate - an acceptable standard
- 2 Needs some improvement
- 1 Needs a lot of improvement
- 0 Don't Know / Can't Say

**SKIP TO Q7**

Q6a In giving your answer to the previous question, has any particular issue STRONGLY influenced your view, either in a positive or negative way? IF YES: Was it a positive or negative influence? MULTICODE IF NECESSARY

- 1 Yes - Positive
- 2 Yes - Negative
- 3 No
- 4 Don't Know / No Response

**ASK Q6b IF OPTION 2 AND CODES 4 OR 5 IN Q5. OTHERWISE SKIP TO Q7**

Q6b Why do you say that on balance the council's overall performance is in need of improvement? PROBE FULLY. DO NOT READ OUT.

**(USE ATTACHED PRE-CODES)**

Q7 Over the last 12 months, what is your view of the direction of **(NAME OF COUNCIL)**'s overall performance? Has it IMPROVED, STAYED THE SAME or DETERIORATED?

- 1 Improved
- 2 Stayed the Same
- 3 Deteriorated
- 4 Don't Know / Can't Say

---

**DEMOGRAPHICS**

Q8a Now I have just three final questions ...To which one of the following age groups do you belong? (READ OUT 1-5)

- 1 18 - 24
- 2 25 - 34
- 3 35 - 49
- 4 50 - 64
- 5 65 +
- 6 Refused
- 7 Under 18

**GO TO Q8b**

**NOW GO TO Q9**

Q8b I originally asked to speak to someone who is 18 years or older. Can you please confirm that you are under 18 years old?

- 1 Yes, confirm
- 2 No

**GO BACK TO Q8a**

Q9 Thinking of the property you live in, do you OWN it or are you RENTING?

- 1 Own (includes purchasing)
- 2 Renting

**IF CALLING PROPERTY IN COUNCIL AREA ASK Q10a, IF CALLING PROPERTY OUTSIDE COUNCIL AREA ASK Q10b**

Q10a Is the property WE HAVE CALLED YOU AT your main permanent residence or a secondary residence such as a holiday home?

Q10b Is the property in the **(NAME OF COUNCIL)** area your main permanent residence or a secondary residence such as a holiday home?

- 1 Permanent residence
- 2 Secondary residence

Q11 Record gender:

- 1 Male
- 2 Female

Q12 Record language interview conducted in:

- 1 English
- 2 Other SPECIFY (including home translator)

---

CLOSE: Thank you for taking part in this research. Your views count and we're very glad you made them known to us. This research is being carried out in accordance with the Privacy Act and the information you provided will be used for research purposes only. Once the survey is complete, any information that could identify you will be removed from the computer records.

Just in case you missed it, my name is ..... and I'm from the Wallis Group. If you would like more information about this survey please visit our website at [www.wallisgroup.com.au](http://www.wallisgroup.com.au) . If would like to check the bona fides of the Wallis Group you may contact the Australian Market and Social Research Society on 1300 364 830.

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**RESPONSIBILITY AREA PRE-CODES****RA 1 – Local Roads and Footpaths Pre-codes****ON SCREEN:**

1. Improve/ Fix/ Repair uneven surface of footpaths
2. More frequent/ better re-surfacing of roads
3. More frequent / better slashing of roadside verges
4. Improve standard of unsealed roads (loose gravel, dust, corrugations)
5. Improve/More frequent grading etc of unsealed roads
6. Quicker response for repairs to roads, footpaths or gutters
7. Increase number of footpaths/ widen footpaths
8. Fix/ improve unsafe sections of roads
9. Improve the quality of maintenance on roads and footpaths
10. More frequent maintenance/ cleaning of roadside drains and culverts
11. Fix/ improve edges and shoulders of roads
12. More/ better roadside drains and culverts
13. Prune/trim trees/shrubs overhanging footpaths/roads
14. Other (SPECIFY)

**CODING:**

15. Widen roads/roads too narrow
16. More/better street/road signs (including position/visibility)
17. More/better street lighting
18. Need improved/more frequent weed control
19. Increase number of sealed roads - outside town limits
20. Increase number of sealed roads - inside town limits
21. Tree roots causing damage to footpaths/roads/drains
22. Council favours/focuses on certain areas over others
23. Traffic management issues



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**RA 2 – Health and Human Services Pre-codes****ON SCREEN:**

1. More funds/resources to reduce waiting lists for services
2. More facilities/resources for Aged Care/better nursing homes
3. More/better support/services for minority/disadvantaged groups
4. Increase resources for/availability of home help /meals on wheels
5. More resources/longer hours for Maternal & Child Health Facilities
6. Improved/More childcare facilities/after school/holiday care
7. Improve quality of home help
8. More/better centres/facilities generally in more remote towns/areas
9. Services need to be improved in all areas/council needs to do more
10. Improve quality/variety of food in meals on wheels program
11. More/better publicity/information about available services
12. More/better premises for health or community facilities
13. Better transport to/from health or community centres/facilities
14. Other (SPECIFY)

**CODING:**

15. More/better activities/programs for young people
16. More information/resources to immunisation programs
17. Improve services for children with special needs/ disability services
18. More facilities/services for mental health
19. Improve/increased dental program/services
20. Better management of services/organisations

---

**RA 3 – Recreational Facilities Pre-codes****ON SCREEN:**

1. More/better Sporting Complexes (including pools)
2. Better maintenance of Sporting facilities (including pools)
3. More facilities/activities for young people/teenagers
4. More/better/safer Playgrounds and/or equipment/with sun shade
5. More/better sporting complexes and/or facilities in smaller towns
6. More/better recreational activities/programs
7. More/better library buildings/no library service/closing /moving library
8. More/better facilities and resources at libraries (incl funding)
9. More community consultation about recreational facilities etc
10. More/better arts/cultural facilities/events in smaller towns
11. More/better bike paths/ walking tracks/ skate board facilities
12. Longer opening hours for Sporting Complexes (including pools)
13. More support/funding needed for recreational/sporting facilities
14. Other (SPECIFY)

**CODING:**

15. More/better amenities in recreation areas (eg. seats, picnic tables, barbeques etc)
16. Less expensive recreational facilities and activities/more consistent fees
17. Better/More maintenance of Parks/Playgrounds-syringes/ lighting/ trees/ equipment etc
18. More support for local sporting clubs in smaller towns
19. Council favours certain areas over others in regard to recreational facilities
20. More publicity/information on facilities and activities/programs
21. More/better performing arts facilities
22. More/better events and festivals
23. Not enough money spent on cultural events and festivals
24. Not enough support for local community groups/clubs
25. Larger range/greater availability of books
26. Pool/baths closing/moving/closed/should be open more months a year
27. Need more parks/open space
28. Everything takes too long/upgrading of facilities/decision making i.e. facilities
29. Improved management of facilities/sports/recreation/library etc (incl food management)

---

**RA 4 – Appearance of Public Areas Pre-codes****ON SCREEN:**

1. Better maintenance of parks and gardens
2. More frequent/better street cleaning
3. More frequent/better pruning of street trees/plants
4. More frequent slashing/mowing of public areas/fire hazard
5. More frequent/better removal of litter in parks and gardens
6. Better care of street trees - watering, staking, removal etc
7. Better landscaping/design (eg. more colour, more shady trees)
8. More street trees
9. Better maintenance of beaches, lakes, rivers and surrounding areas
10. Some areas favoured over others/some areas are neglected
11. Better maintenance of amenities in parks (BBQ's, tables, toilets etc)
12. More frequent sweeping of leaves
13. More emphasis on smaller towns
14. Other (SPECIFY)

**CODING:**

15. More frequent spraying of weeds in open spaces/better weed management
16. Retain/More parks and gardens/open spaces
17. Better amenities within parks/gardens (eg. BBQ's, Picnic tables, toilets, play equipment etc.)
18. Better/different types/mix of trees/vegetation/more appropriate trees
19. Cleaning of public areas/generally untidy
20. More frequent clearing of public litter bins
21. More/better cleaning up of condoms, syringes etc. in parks, beaches, alleys
22. Clear drains regularly/stormwater drains often blocked/gutters
23. Improve streetscapes with landscape or architectural features
24. More public litter bins
25. Quicker/more frequent removal of graffiti/attention to vandalism
26. Cutting down too many trees
27. More maintenance of nature strips/median strips
28. Improve/better maintenance of entrances to town
29. Not responsive to maintenance requests/takes too long

---

**RA 5 – Traffic Management and Parking Facilities Pre-codes****ON SCREEN:**

1. More parking facilities adjacent to shopping and business centres
2. More parking facilities/capacity
3. Poor traffic/parking management
4. Improve traffic flow/congestion
5. Improve traffic management at intersections
6. More free parking/cheaper parking
7. Improve road signage – general (parking/speed/road works)
8. More parking specifically allocated for residents
9. Longer parking times/more long-term parking
10. More speed inhibitors (humps, barriers, traffic islands etc)
11. Improved parking management /more parking around schools
12. Less parking restrictions
13. Fewer parking meters
14. Other (SPECIFY)

**CODING:**

15. More parking enforcement/traffic officers
16. More disabled parking needed
17. Reduce speed limits in residential areas
18. More pedestrian crossings
19. Streets/roads too narrow/need widening/cars parked on sides
20. Improve blind spots, dangerous curves etc. on country roads (excluding highways)
21. More community consultation
22. Greater restriction of non-resident parking
23. More parking restrictions
24. More parking around specific areas, eg train stations, hospitals, etc
25. Fewer speed inhibitors (humps, barriers traffic islands etc)
26. Install more traffic lights at dangerous intersections
27. Less Roundabouts
28. Restrict/discourage traffic on residential roads
29. Restrict truck traffic in streets
30. Parking spaces too small/need to be widened
31. Greater enforcement of speed limits

---

**RA 6 – Waste Management Pre-codes****ON SCREEN:**

1. More consistent/ lower fees for tips etc (reintroduce vouchers)
2. Any/more frequent hard waste collection
3. More comprehensive recycling program/no recycling program
4. More consistent/convenient/Longer opening times/days for Tips etc.
5. No garbage collection
6. More reliable Collections
7. Bigger bins
8. Any/More frequent collection of green waste/vegetation
9. Better location of tip/transfer station/rubbish dump/no tip/closed tip
10. No collection of recyclable materials
11. Any/Better containers for collection of recyclable /green materials
12. More frequent collection of recyclable materials
13. Tip/transfer stations in poor condition/badly managed
14. Other (SPECIFY)

**CODING:**

15. Spilling garbage on footpath/ road during garbage collection/rubbish blows out of truck
16. Bins should be returned upright to curbside/in same place/with lids closed
17. More frequent rubbish collection
18. Cost of garbage/waste collection too much (including bins)
19. Extend areas covered by garbage collection in areas outside townships
20. Provide more info/keep residents informed about waste management procedures
21. More community consultation
22. Less damage to garbage bins
23. More education/promotion for recycling
24. Recyclable material goes into garbage truck/Doubt recycling occurs
25. Inconvenient time of day for pick-ups (too early/late/too noisy)
26. Collection of rubbish left on streets/footpaths/gutters/public areas
27. Quicker response to requests i.e., for new bins/bin lids

---

**RA 7 – Enforcement of Local Laws Pre-codes****ON SCREEN:**

1. Greater enforcement of animal Local Laws
2. Greater enforcement of noise Local Laws (domestic, industrial, traffic)
3. Greater enforcement of parking restrictions/more officers/rangers
4. Greater enforcement of Local Laws generally/more Local Laws officers
5. Greater enforcement of fire prevention Local Laws to clean up properties
6. Greater enforcement of fire prevention Local Laws
7. Greater enforcement of health/food handling Local Laws
8. Greater enforcement of littering Local Laws
9. Local Laws are too stringent
10. Less enforcement of parking restrictions
11. Quicker response to reports of Local Law infringements
12. Better attitude for Local Laws enforcement officers/rangers
13. Local Laws are too lenient
14. Other (SPECIFY)

**CODING:**

15. Greater enforcement of pollution Local Laws (domestic, industrial, traffic etc)
16. More publicity/information to residents
17. Local Laws purely revenue raising
18. Animal Local Laws are too stringent
19. Greater enforcement of traffic/road laws (including footpaths)
20. More consistent application of Local Laws/enforcement
21. Create access to/more free parking/unrestricted parking/dislike parking meters

---

**RA 8 – Economic Development Pre-codes****ON SCREEN:**

1. More/better job creation programs/employment opportunities
2. Encourage more tourism
3. Too little support for local businesses/ new business/many closing down
4. Greater emphasis on Economic Development in general
5. Encourage more companies/industries to re-locate to the area
6. Unaware of any economic development/improvement needed
7. Better financial planning/manage't of Council budget/ money wasted
8. Too much focus on major towns/need more focus on rural & regional areas
9. Not enough promotion of local businesses
10. Encourage more desirable industries to locate to the area
11. Need to publicise/inform the community of Council activities
12. More community consultation/consultation with business
13. Too much emphasis on tourism
14. Other (SPECIFY)

**CODING:**

15. Some areas of local govt are neglected
16. Stop rate increases/rates too high for businesses
17. Attract/encourage better/more diverse shops/businesses i.e. Target/ Spotlight/ newsagents
18. Takes too long to get things done/complete projects
19. Infrastructure in the area needs to be improved/keep up with new developments

---

**RA 9 – Town Planning Policy and Approvals Pre-codes****ON SCREEN:**

1. Better planning policies
2. More efficient/faster approval processes
3. More consultation with community
4. More consistent decisions
5. Too little regulation in heritage areas/knocking down old houses
6. Council should be stronger in representing community opinion
7. Take better account of environmental issues
8. Less high density dwellings
9. Too much residential sub-division
10. Ugly/inappropriate design/development/out of character with area
11. Greater enforcement of/adherence to planning policies
12. Take better account of impact on neighbouring properties
13. Too much regulation in heritage areas
14. Other (SPECIFY)

**CODING:**

15. Less development/too much overdevelopment
16. Greater clarity/information on guidelines and process for building application
17. Too much highrise development/high rise apartments
18. More helpful Town planning staff
19. Not enough infrastructure to support new developments i.e. lack of water/  
parking/ roads
20. Process is too bureaucratic/needs to be flexible/too many regulations/in  
exports
21. Council not very professional in this area/poor management
22. Could do better in this area/some areas favoured over others
23. Better planning for development of shopping areas
24. Decisions overridden by State Government/VCAT/the Tribunal



**VALUE-ADD QUESTIONS PRE-CODES**

**Customer Contact: Q2c Why do you say that?**

**ON SCREEN (ALL):**

1. Lack of follow up
2. Took too long to respond
3. Not interested in helping/didn't take an interest/responsibility
4. Poor customer service/ need better communication skills/personal service
5. Impolite/rude manner/tone
6. Issue not resolved in a satisfactory manner
7. Passed around departments/not clear who to speak to
8. Not knowledgeable
9. Did not achieve outcome I wanted
10. Too hard to get through to anyone/kept getting machine
11. Need longer opening hours/after hours contacts
12. Understaffed/spent too long waiting in queue/on phone
13. Not enough information/keep community informed
14. Other (SPECIFY)

---

**Advocacy: Q3b Why do you say that?****ON SCREEN:**

1. Don't represent the interests of the community
2. Not sure what the council does/ need to promote/ communicate effectively
3. Council does not make sufficient effort
4. Council represents some areas/services/interests but neglect others
5. Council more interested in politics/themselves than community interests
6. Don't consult to gauge community views
7. Not doing enough/ need to lobby harder on key local issues
8. Lobbying skills need improvement/ more professional/ effective lobbying
9. Didn't lobby effectively on freeway/toll issues etc
10. Division within council/infighting/need to be more cohesive
11. Need to assist/protect/encourage local business/industry
12. Town planning issues/ inappropriate development
13. Need more/improved public transport
14. Other (SPECIFY)

**CODING:**

15. Time taken for action to take place is too long
16. Could generally improve/do better
17. Rates are too high/unjustified increases
18. Councillors seem incompetent/naive/inexperienced
19. Waste money/spending money in the wrong areas

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**Overall Performance:**

Q5b Why do you say that on balance the council's overall performance is in need of improvement?

**ON SCREEN:**

1. Favour certain areas in Shire/ local government area over others
2. Council too focused on internal politics/ don't achieve outcomes
3. Make decisions despite community consultation/ don't listen to community
4. Rates are not giving value for money
5. Local roads and footpaths
6. Town planning policy and approvals
7. Decline in standard of service generally provided by council
8. Waste/spend too much money/poor financial management/in debt
9. Communicating/leading discussion with community
10. Appearance of public areas including foreshore
11. Traffic management and parking facilities
12. Recreational facilities
13. Economic development
14. Other (SPECIFY)

**CODING:**

15. More resources/better handling of environmental issues
16. Service not as good as other councils
17. Health and human services
18. Waste management
19. Customer contact
20. Enforcement of Local laws
21. Too slow to act/respond/make decisions
22. Advocacy - representation to other levels of govt
23. Crime/drug related problems/violence
24. Wasted money on plastic cows/moving art/public sculpture

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**Community Engagement: Q7b Why do you say that?****ON SCREEN:**

1. Need to keep community better informed/communicate more
2. Don't consult sufficiently/effectively/with entire community
3. Don't listen/ need to take more notice of community's wishes
4. More community consultation/ use consultants less/more public meetings
5. Need to publicise/promote consultation sessions and inform us of results
6. Only pay lip service to issues/need to follow through
7. Don't take a role in leading discussion/aren't proactive
8. Communicate more regularly via newsletter/ local paper etc
9. Only talk to the same people
10. Need to consult with all areas of the LGD
11. Inconsistent/ pick and choose which issues it leads discussion on
12. Too much council in-fighting/get politics out of it
13. Takes too long to get things done/ not enough action
14. Other (SPECIFY)

**CODING:**

15. Should explain/justify/consult more on rates and fees
16. Rates are too high
17. More knowledgeable people/senior management on council
18. People don't get opportunity to speak at council meetings
19. Too concerned with lobby groups/minority groups
20. Could generally improve
21. Inappropriate developments/poor town planning decisions
22. Need to focus more on environmental issues

## APPENDIX 2

### List of participating councils

# Annual Community Satisfaction Survey 2011

## Participating Councils

### 1. Inner Melbourne Metropolitan Councils

Banyule City Council  
Bayside City Council  
Boroondara City Council  
Darebin City Council  
Glen Eira City Council  
Hobsons Bay City Council  
Kingston City Council  
Maroondah City Council  
Melbourne City Council  
Monash City Council  
Moonee Valley City Council  
Moreland City Council  
Port Phillip City Council  
Stonnington City Council  
Whitehorse City Council  
Yarra City Council

### 2. Outer Melbourne Metropolitan Councils

Brimbank City Council  
Cardinia Shire Council  
Casey City Council  
Frankston City Council  
Greater Dandenong City Council  
Knox City Council  
Manningham City Council  
Melton Shire Council  
Mornington Peninsula Shire Council  
Nillumbik Shire Council  
Whittlesea City Council  
Wyndham City Council  
Yarra Ranges Shire Council

### 3. Rural Cities and Regional Centres

Ballarat City Council  
Greater Bendigo City Council  
Greater Geelong City Council  
Greater Shepparton City Council  
Horsham Rural City Council  
Latrobe City Council  
Mildura Rural City Council  
Swan Hill Rural City Council  
Wangaratta Rural City Council  
Warrnambool City Council  
Wodonga City Council

### 4. Large Rural Shires

Bass Coast Shire Council  
Baw Baw Shire Council  
Campaspe Shire Council  
Colac-Otway Shire Council  
Corangamite Shire Council  
East Gippsland Shire Council  
Glenelg Shire Council  
Macedon Ranges Shire Council  
Mitchell Shire Council  
Moirra Shire Council  
Moorabool Shire Council  
Moyne Shire Council  
South Gippsland Shire Council  
Southern Grampians Shire Council  
Surf Coast Shire Council  
Wellington Shire Council

### 5. Small Rural Shires

Alpine Shire Council  
Ararat Rural City Council  
Benalla Rural City Council  
Buloke Shire Council  
Central Goldfields Shire Council  
Gannawarra Shire Council  
Golden Plains Shire Council  
Hepburn Shire Council  
Hindmarsh Shire Council  
Indigo Shire Council  
Loddon Shire Council  
Mansfield Shire Council  
Mount Alexander Shire Council  
Murrindindi Shire Council  
Northern Grampians Shire Council  
Pyrenees Shire Council  
Borough of Queenscliffe  
Strathbogie Shire Council  
Towong Shire Council  
West Wimmera Shire Council  
Yarriambiack Shire Council

## APPENDIX 3

### Responses to Open-Ended Questions

**Please note:** The verbatims in this document are **unedited** comments recorded exactly as taken by the interviewer.

## Overall Performance

### Reasons why council needs to improve overall performance:

	Number of respondents:	105
		%
<b>Response codes:</b>		
Town planning policy and approvals		33
Local roads and footpaths		26
Economic development		20
Make decisions despite community consultation/ don't listen to community		16
Communicating/leading discussion with community		15
Favour certain areas in Shire/ local government area over others		12
Rates are not giving value for money		11
Council too focused on internal politics/ don't achieve outcomes		10
Appearance of public areas including foreshore		10
Decline in standard of service generally provided by council		10
Traffic management and parking facilities		7
Waste/spend too much money/poor financial management/in debt		7
Recreational facilities		5
Councillors/ staff seem incompetent		5
Waste management		2
Too slow to act/respond/make decisions		1
Advocacy - representation to other levels of govt		1
Health and human services		1
Too many councillors		1
More resources/better handling of environmental issues		0
Service not as good as other councils		0
Crime/drug related problems/violence		0
Wasted money on plastic cows/moving art/public sculpture		0
Improve facilities/ amenities/ infrastructure		0
Customer contact		0
Enforcement of By laws		0
Other		0
Don't know		0



## Advocacy

### Reasons why council needs to improve on representing the community's interests:

	Number of respondents:	66
		%
<b>Response codes:</b>		
Don't represent the interests of the community		27
Council does not make sufficient effort		24
Not doing enough/ need to lobby harder on key local issues		24
Not sure what the council does/ need to promote/ communicate effectively		23
Lobbying skills need improvement/ more professional/ effective lobbying		15
Don't consult to gauge community views		12
Town planning issues/ inappropriate development		12
Council represents some areas/services/interests but neglect others		8
Council more interested in politics/themselves than community interests		8
Didn't lobby effectively on freeway/toll issues etc		3
Need to assist/protect/encourage local business/industry		2
Need more/improved public transport		2
Could generally improve/do better		2
Councillors seem incompetent/naive/inexperienced		2
Waste money/spending money in the wrong areas		2
Rates are too high/unjustified increases		0
Time taken for action to take place is too long		0
Division within council/infighting/need to be more cohesive		0
Not doing enough/ need to lobby more on water/drought issues		0
Other		0
Don't know		0

## Community Engagement

### Reasons why council needs to improve on community consultation / being proactive:

	Number of respondents:	117
		%
<b>Response codes:</b>		
Need to keep community better informed/communicate more		50
Don't consult sufficiently/effectively/with entire community		40
Don't listen/ need to take more notice of community's wishes		26
More community consultation/ use consultants less/more public meetings		22
Need to publicise/promote consultation sessions and inform us of results		9
Only talk to the same people		6
Need to consult with all areas in the council/ district		6
Only pay lip service to issues/need to follow through		4
Communicate more regularly via newsletter/ local paper etc		4
Inconsistent/ pick and choose which issues it leads discussion on		3
Don't take a role in leading discussion/aren't proactive		2
Takes too long to get things done/ not enough action		2
Could generally improve		2
More attention on other particular local issues		2
Too much council in-fighting/get politics out of it		1
Councillors/ incompetent/ uninterested/ dishonest/ self-serving		1
People don't get opportunity to speak at council meetings		0
Too concerned with lobby groups/minority groups		0
Should explain/justify/consult more on rates and fees		0
Inappropriate developments/poor town planning decisions		0
Need to focus more on environmental issues		0
Rates are too high		0
More knowledgeable people/senior management on council		0
Waste money		0
Need to communicate in different languages		0
Other		0
Don't know		1

## Customer Contact

### Reasons why council needs to improve on customer contact:

	Number of respondents:	37
		%
<b>Response codes:</b>		
Lack of follow up		46
Took too long to respond		32
Poor customer service/ need better communication skills/personal service		22
Issue not resolved in a satisfactory manner		19
Did not achieve outcome I wanted		16
Not interested in helping/didn't take an interest/responsibility		14
Not knowledgeable		11
Passed around departments/not clear who to speak to		8
Impolite/rude manner/tone		5
Too hard to get through to anyone/kept getting machine		3
Not enough information/keep community informed		3
Understaffed/spent too long waiting in queue/on phone		0
Need longer opening hours/after hours contacts		0
Other		3
Don't know		0

### 'Other' includes the following verbatim comments:

*Partial completion of job only.*

## Responsibility Areas

### Reasons why council needs to improve on local roads and footpaths:

	Number of respondents:	208
		%
<b>Response codes:</b>		
More frequent/ better re-surfacing of roads		47
Improve/ Fix/ Repair uneven surface of footpaths		26
More frequent/ better slashing of roadside verges		23
Improve the quality of maintenance on roads and footpaths		22
Improve standard of unsealed roads (loose gravel, dust, corrugations)		16
Improve/More frequent grading etc of unsealed roads		13
Quicker response for repairs to roads, footpaths or gutters		11
Fix/ improve unsafe sections of roads		8
More frequent maintenance/ cleaning of roadside drains and culverts		8
Increase number of footpaths/ widen footpaths		7
Prune/trim trees/shrubs overhanging footpaths/roads		7
More/ better roadside drains and culverts		5
Need improved/more frequent weed control		3
Fix/ improve edges and shoulders of roads		2
Council favours/focuses on certain areas over others		0
Waste money on unnecessary maintenance		0
More/ improved bike paths		0
No levies for roads and footpaths		0
Increase number of sealed roads - inside town limits		0
Tree roots causing damage to footpaths/roads/drains		0
More/better street/road signs (including position/visibility)		0
Traffic management issues		0
More/better street lighting		0
Better communication with community		0
Better access on footpaths for wheelchairs/ prams/ elderly		0
Widen roads/roads too narrow		0
Seal unsealed roads		0
Increase number of sealed roads - outside town limits		0
Other		0
Don't know		0

## Responsibility Areas

### Reasons why council needs to improve on health and human services:

	Number of respondents:	34
		%
<b>Response codes:</b>		
Improve quality of home help		21
More/better support/services for minority/disadvantaged groups		18
Increase resources for/availability of home help /meals on wheels		15
More facilities/resources for Aged Care/better nursing homes		15
Services need to be improved in all areas/council needs to do more		15
More funds/resources to reduce waiting lists for services		12
More/better publicity/information about available services		12
More resources/longer hours for Maternal & Child Health Facilities		9
Better transport to/from health or community centres/facilities		9
Improve services for children with special needs/ disability services		9
Improve quality/variety of food in meals on wheels program		6
More/better centres/facilities generally in more remote towns/areas		6
Improved/More childcare facilities/after school/holiday care		3
More/better premises for health or community facilities		3
More facilities/services for mental health		3
More/better activities/programs for young people		0
More information/resources for immunisation programs		0
Improve/increased dental program/services		0
Better management of services/organisations		0
Other		6
Don't know		0

### 'Other' includes the following verbatim comments:

*These matters should be handled by State not local Govt.*

*The council is the 2nd biggest employer in the town - however do not have any disabled employees. They should employ a better diversity policy.*

## Responsibility Areas

### Reasons why council needs to improve on recreational facilities:

	Number of respondents:	50
		%
<b>Response codes:</b>		
More/better Sporting Complexes (excluding pools)		44
Better maintenance of Sporting facilities (excluding pools)		16
More facilities/activities for young people/teenagers		14
More/better arts/cultural facilities/events in smaller towns		14
More/better recreational activities/programs		12
More/better facilities and resources at libraries (incl funding)		10
More/better sporting complexes and/or facilities in smaller towns		10
More support/funding needed for recreational/sporting facilities		10
More/better library buildings/no library service/closing /moving library		8
More/better/safer Playgrounds and/or equipment/with sun shade		8
Council favours certain areas over others in regard to recreational facilities		8
Less expensive recreational facilities and activities/more consistent fees		4
More community consultation about recreational facilities etc		4
Pool/baths closing/moving/closed/should be open more months a year		4
More support for local sporting clubs in smaller towns		2
Should allocate funds better in more important areas		2
More/ better/ maintenance of pools		2
More/better amenities in recreation areas (eg.seats,picnic tables,BBQs)		0
More publicity/information on facilities and activities/programs		0
More/better performing arts facilities		0
More/better events and festivals		0
Not enough money spent on cultural events and festivals		0
Not enough support for local community groups/clubs		0
Larger range/greater availability of books		0
Longer opening hours for Sporting Complexes (including pools)		0
Need more parks/open space		0
Everything takes too long/upgrading of facilities/decision making i.e. facilities		0
Improved management of facilities/sports/recreation/library etc (incl food management)		0
More facilities/ activities for older people/ pensioners		0
Better/More maintenance of Parks/Playgrounds-syringes/lighting/trees/equipment		0
More/better bike paths/ walking tracks/ skate board facilities		0
Other		0
Don't know		0

## Responsibility Areas

### Reasons why council needs to improve on appearance of public areas:

	Number of respondents:	61
		%
<b>Response codes:</b>		
Better maintenance of parks and gardens		36
More frequent/better street cleaning		30
More frequent slashing/mowing of public areas/fire hazard		20
More frequent/better pruning of street trees/plants		16
Better care of street trees - watering, staking, removal etc		13
More frequent sweeping of leaves		13
Some areas favoured over others/some areas are neglected		8
More frequent/better removal of litter in parks and gardens		7
More emphasis on smaller towns		7
Better landscaping/design (eg. more colour, more shady trees)		5
Clear drains regularly/stormwater drains often blocked/gutters		5
More street trees		3
More frequent spraying of weeds in open spaces/better weed management		3
Better maintenance of beaches, lakes, rivers and surrounding areas		3
Retain/More parks and gardens/open spaces		2
Cleaning of public areas/generally untidy		2
Better maintenance of amenities in parks (BBQs, tables, toilets etc)		2
More maintenance of nature strips/median strips		2
More frequent clearing of public litter bins		0
More/better cleaning up of condoms, syringes etc. in parks, beaches, alleys		0
Better/different types/mix of trees/vegetation/more appropriate trees		0
Improve streetscapes with landscape or architectural features		0
More public litter bins		0
Quicker/more frequent removal of graffiti/attention to vandalism		0
Cutting down too many trees		0
Better amenities within parks/gardens (eg. BBQs, Picnic tables, toilets, play equipment etc.)		0
Improve/better maintenance of entrances to town		0
Not responsive to maintenance requests/takes too long		0
More consultation with community		0
More/ better street lighting		0
Improve roads/ footpaths/ bikepaths		0
Consideration of short water resources during drought		0
Relies on volunteer labour/ need more manpower		0
Other		2
Don't know		0

#### 'Other' includes the following verbatim comments:

*They put a bus stop where we wouldn't like it to be.*

## Responsibility Areas

### Reasons why council needs to improve on traffic management and parking facilities:

	Number of respondents:	118
Response codes:		%
More parking facilities adjacent to shopping and business centres		56
More parking facilities/capacity		55
Improve traffic flow/congestion		15
Poor traffic/parking management		11
Improve road signage - general (parking/speed/road works)		5
Improve traffic management at intersections		4
More free parking/cheaper parking		3
Longer parking times/more long-term parking		3
Restrict truck traffic in streets		3
Make roads safer		3
More parking specifically allocated for residents		2
Less parking restrictions		1
More pedestrian crossings		1
Less Roundabouts		1
More speed inhibitors (humps, barriers, traffic islands etc)		1
Improved parking management /more parking around schools		1
Issues with lower/ 40km speed limit		1
Better/ safer areas around schools		1
Beautifying the area has cut the number of parking spaces		1
Other		2
Don't know		0

#### 'Other' includes the following verbatim comments:

*Silly parking arrangements and signage created erosion.*

*Council need to lobby harder with the Vic government to solve the congestion on the main road that leads into the town.*



## Responsibility Areas

### Reasons why council needs to improve on waste management:

	Number of respondents:	112
		%
<b>Response codes:</b>		
Any/more frequent hard waste collection		38
No garbage collection		28
More consistent/ lower fees for tips etc (reintroduce vouchers)		21
Any/More frequent collection of green waste/vegetation		12
More consistent/convenient/Longer opening times/days for Tips etc.		11
More comprehensive recycling program/no recycling program		7
More reliable Collections		5
No collection of recyclable materials		4
Cost of garbage/waste collection too much (including bins)		4
Tip/transfer stations in poor condition/badly managed		3
Any/Better containers for collection of recyclable /green materials		3
Bins should be returned upright to curbside/in same place/with lids closed		2
Better location of tip/transfer station/rubbish dump/no tip/closed tip		2
More frequent collection of recyclable materials		1
Spilling garbage on footpath/ road during garbage collection/rubbish blows out of truck		1
Quicker response to requests i.e., for new bins/bin lids		1
Drive less dangerously/ take more care during collection		1
Extend areas covered by garbage collection in areas outside townships		0
Provide more info/keep residents informed about waste management procedures		0
More community consultation		0
Less damage to garbage bins		0
More education/promotion for recycling		0
Recyclable material goes into garbage truck/Doubt recycling occurs		0
Inconvenient time of day for pick-ups (too early/late/too noisy)		0
Collection of rubbish left on streets/footpaths/gutters/public areas		0
More frequent rubbish collection		0
Bigger bins		0
Inflexible about what they will collect		0
Bins not fully emptied		0
Dissatisfied with where the bin has to be located to be collected		0
Offer more bins/ different sized		0
Other		1
Don't know		0

### 'Other' includes the following verbatim comments:

*Grass grown and can't see the road.*

## Responsibility Areas

### Reasons why council needs to improve on enforcement of Local Laws:

	Number of respondents:	66
		%
<b>Response codes:</b>		
Greater enforcement of animal local laws		38
Greater enforcement of fire prevention local laws		17
Greater enforcement of noise local laws (domestic, industrial, traffic)		14
Greater enforcement of fire prevention local laws to clean up properties		12
Greater enforcement of parking restrictions/more officers/rangers		12
Better attitude for local laws enforcement officers/rangers		11
local laws are too stringent		8
local laws are too lenient		8
Greater enforcement of local laws generally/more Local laws officers		6
Quicker response to reports of By-law infringements		6
Greater enforcement of health/food handling local laws		5
Less enforcement of parking restrictions		3
Greater enforcement of littering local laws		3
Greater enforcement of state and federal laws		2
More publicity/information to residents		0
local laws purely revenue raising		0
Animal local laws are too stringent		0
Greater enforcement of traffic/road laws (including footpaths)		0
More consistent application of local laws/enforcement		0
Create access to/more free parking/unrestricted parking/dislike parking meters		0
Greater enforcement of anti-graffiti/ clean up graffiti		0
Greater enforcement of picking up after dog		0
Greater enforcement of pollution local laws (domestic, industrial, traffic etc)		0
Other		3
Don't know		0

#### 'Other' includes the following verbatim comments:

*Better control of scouring the beaches of pipis all by large groups of Asians.*

*The council need to be restructured.*

## Responsibility Areas

### Reasons why council needs to improve on economic development:

	Number of respondents:	123
		%
<b>Response codes:</b>		
More/better job creation programs/employment opportunities		37
Too little support for local businesses/ new business/many closing down		36
Greater emphasis on Economic Development in general		24
Encourage more tourism		17
Encourage more companies/industries to re-locate to the area		11
Better financial planning/management of Council budget/money wasted		9
Too much focus on major towns/need more focus on rural & regional areas		8
Unaware of any economic development/improvement needed		7
Not enough promotion of local businesses		7
Encourage more desirable industries to locate to the area		7
More community consultation/consultation with business		3
Need to publicise/inform the community of Council activities		2
Some areas of local govt are neglected		2
Takes too long to get things done/complete projects		1
Infrastructure in the area needs to be improved/keep up with new developments		1
Clean up the area/ make more attractive		1
Too much emphasis on tourism		0
Stop rate increases/rates too high for businesses		0
Attract/encourage better/more diverse shops/businesses i.e. Target/ Spotlight/ newsagents		0
Other		2
Don't know		0

### 'Other' includes the following verbatim comments:

*People try to come into businesses here and Chamber of Commerce can block it if there's a vested interest and I don't think they should be allowed to do that. There's a lot of that goes on here.*

*Development in the area is very awkward and not a lot gets done.*

*More signage needed for tourist attractions and very limited mobile phone access.*

## Responsibility Areas

### Reasons why council needs to improve on town planning policy and approvals:

	Number of respondents:	143
		%
<b>Response codes:</b>		
Better planning policies		46
More efficient/faster approval processes		37
More consultation with community		13
More consistent decisions		10
Council should be stronger in representing community opinion		9
Allow development and subdivision		8
Process is too bureaucratic/needs to be flexible/too many regulations/in exports		8
Greater enforcement of/adherence to planning policies		4
Take better account of environmental issues		4
Ugly/inappropriate design/development/out of character with area		4
Too much residential sub-division		3
Take better account of impact on neighbouring properties		3
Too little regulation in heritage areas/knocking down old houses		3
Too much regulation in heritage areas		3
Not enough infrastructure to support new developments i.e. lack of water/ parking/ roads		2
Council not very professional in this area/poor management		1
Less high density dwellings		1
Decisions overridden by State Government/VCAT/the Tribunal		1
Greater clarity/information on guidelines and process for building application		0
Too much highrise development/high rise apartments		0
Could do better in this area/some areas favoured over others		0
Better planning for development of shopping areas		0
More helpful Town planning staff		0
Less development/too much overdevelopment		0
Other		1
Don't know		0

**'Other' includes the following verbatim comments:**

*More quality businesses to open in Leongatha area.*