



South Gippsland Shire Council Annual Residents Satisfaction Survey 2018

Report | May 2018



South Gippsland
Shire Council



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Introduction, Objectives and Method

Introduction

- The South Gippsland Shire Council has an ongoing need to measure how satisfied residents are with resources, facilities and services provided by the Council, and to prioritise improvement opportunities that will be valued by the residents

Research Objectives

- Assess satisfaction among residents in relation to services, facilities and other activities of the South Gippsland Shire Council
- Provide insights into how the Council can best invest its resources to improve residents' satisfaction with its overall performance

Method

- A statistically robust postal survey with an online option for completion was conducted with a sample of n=621 residents across the South Gippsland shire
- Post data collection the sample has been weighted so it is aligned with known population distributions as contained in the Census 2016
- At an aggregate level the sample has an expected 95% confidence interval (margin of error) of $\pm 3.8\%$
- Interviewing took place between 28 March and 8 May 2018
- The 2018 survey used a new questionnaire that is designed to provide for a wider review of residents' perceptions of Council including reputation and value for money. The structure is also designed to facilitate additional analysis to help determine opportunities and how these should be prioritised
- All performance scores have been calculated excluding 'don't know' responses, unless otherwise stated

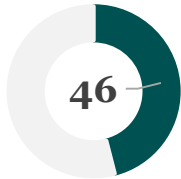
Note

- Due to rounding, percentages may add to just over or under ($\pm 1\%$) totals

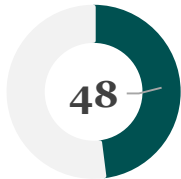
Key Findings

INDEX scores

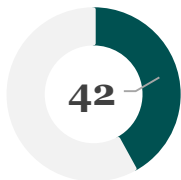
Local Sealed Roads



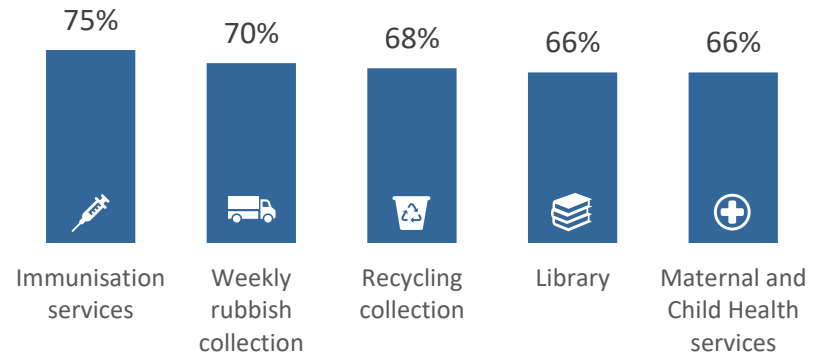
Community Consultation and Engagement



Decisions Made in Interest of Community



Top 5 Best Performing Areas (% very satisfied – scoring 8 to 10)



Key Opportunities for Improvement



Executive Summary

1

Residents of South Gippsland Shire are moderately satisfied with Council's performance, with an index score of 46 out of 100 and 15% saying they are very satisfied (% scoring 8 to 10).

2

The South Gippsland Shire Council has a moderate to weak reputation profile with only one-fifth of residents classified as 'Champions' – having a positive emotional connection and recognising that Council is doing a good job. Conversely, a large proportion of residents are considered 'Sceptics', having less trust in Council and believing they could do a better job. This profile is relatively consistent across areas and ages of residents, although those aged 65 or over are more likely than younger residents to see Council as competent and be emotionally connected.

3

Residents rate the image and reputation of Council poorly and are not recognising that rates represent value for money. Image and reputation have a high impact on overall perceptions and demonstrating quality of leadership, financial management and being trustworthy has potential to improve overall perceptions.

4

Residents generally see Council as performing moderately across the services and facilities provided. Roading is an area of concern and this is largely influenced by the condition of local roads (both gravel and sealed). In contrast, residents are relatively satisfied with parks, reserves and waste services.

5

Close to two-thirds of residents are interacting with Council annually to make enquiries, lodge complaints or raise issues. Satisfaction with the customer service provided is high with three quarters being at least somewhat satisfied (% scoring 6 to 10) with the service received.

6

There is potential for Council to improve perceptions by promoting the various services, facilities and infrastructure where its performance is high. These aspects, such as parks, reserves and waste services, are not currently having a great deal of impact and, accordingly, communicating that Council is doing well in these areas may give it better recognition and work to positively influence perceptions of value.

The questionnaire, rating scale, and categorisation for reporting satisfaction scores has been refined and is somewhat similar to what has been used in previous years

Residents were asked to rate their satisfaction with various services, infrastructure and facilities provided by Council, using a 10 point scale where 1 is very dissatisfied and 10 is very satisfied.

Results throughout this report are presented as:

- the percentage of respondents that provided a score of 8 to 10 being very satisfied,
- an index score calculated and represented as a score out of 100 on a 0 to 100 scale as required by the Local Government Performance Reporting Framework (LGPRF).

Index scores can be categorised as follows:

Category	Score	Index Value
Very satisfied	8 – 10	80 – 100
Satisfied	6 – 7	60 – 79
Neutral	5	40 – 59
Dissatisfied	1 – 4	0 – 39

When making direct comparisons to previous survey results, slight variations could potentially be attributed to differences in questionnaire layout and question wording, method, scale, and index score calculations. When undertaking the survey design and reporting of results, every effort has been made to minimise any potential for variation.

In adopting the mandatory calculation measures as stipulated by the Local Government Performance Reporting Framework (LGPRF), no significant impact can be attributed directly to the change in scale when reporting index scores.



Overall Satisfaction



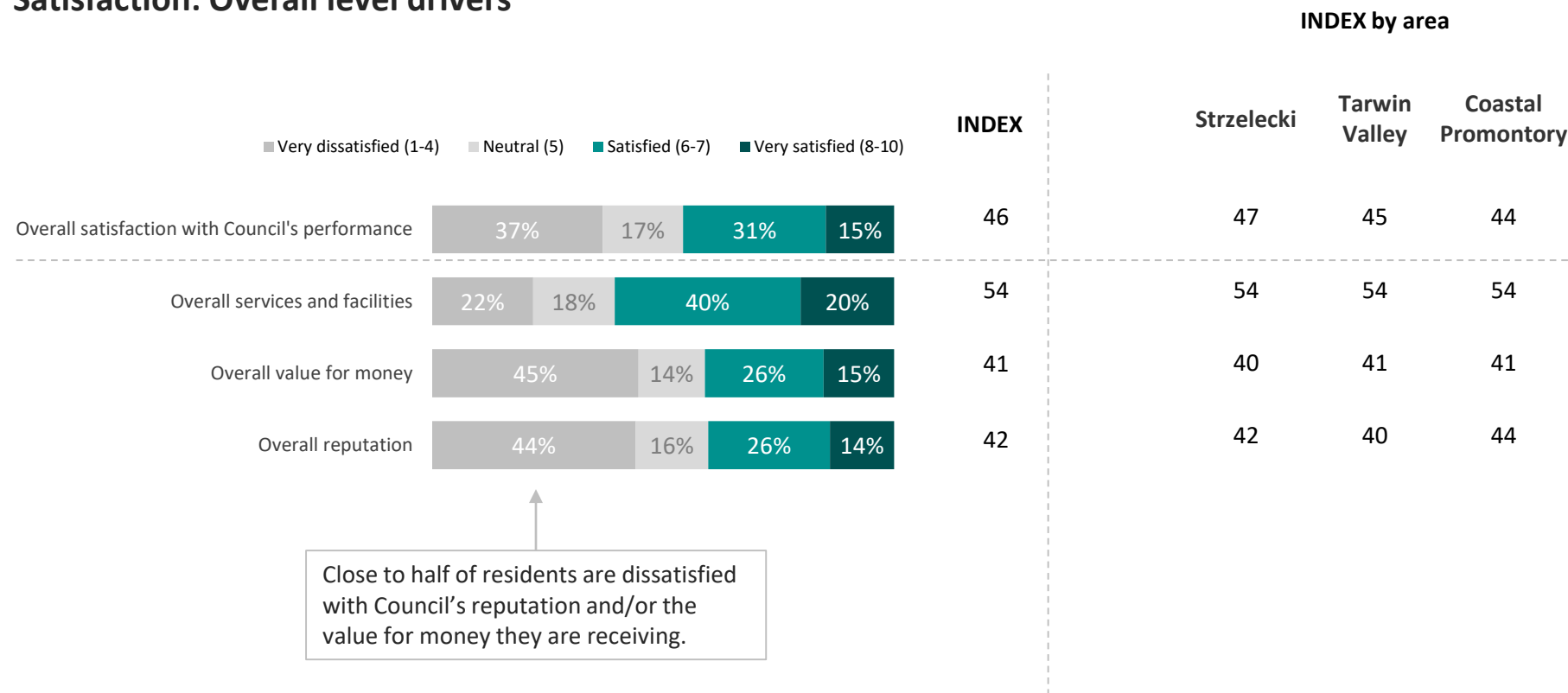
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Close to half of residents (46%) are satisfied with Council's performance, giving a rating of six or more out of ten

Satisfaction: Overall level drivers

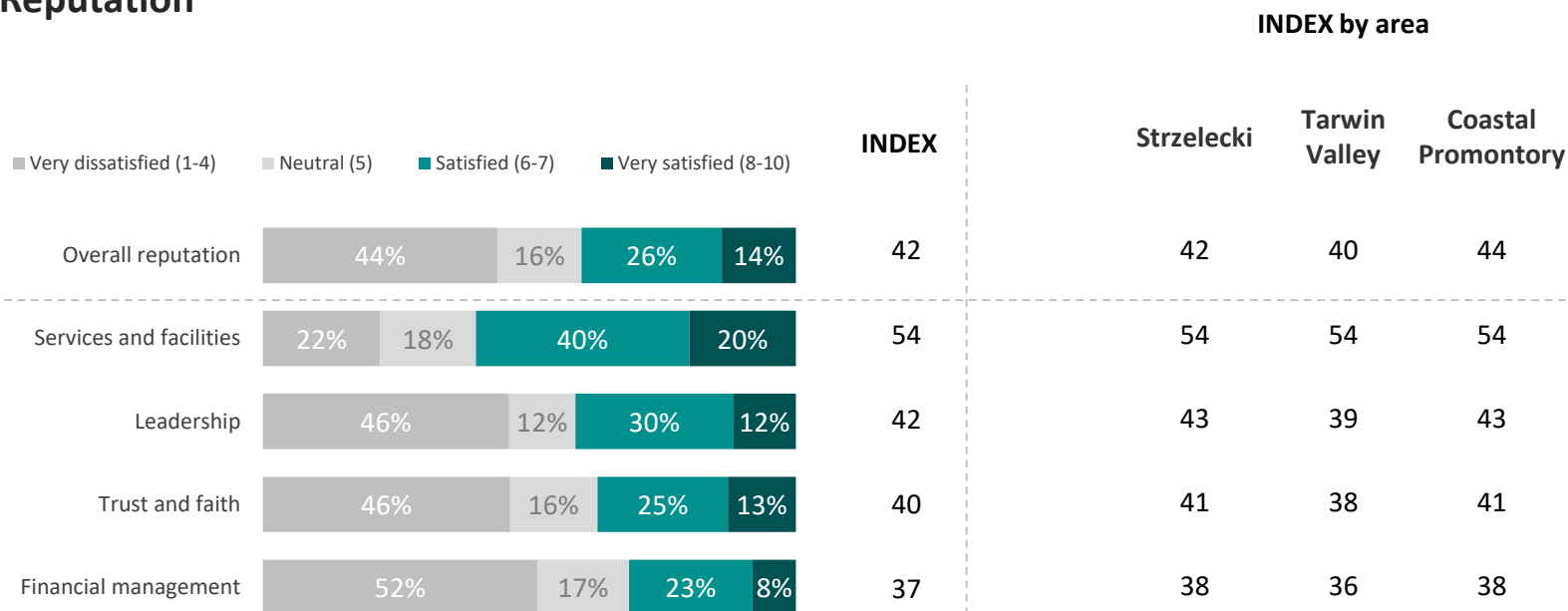


NOTES:

1. Sample: n=621
2. OP1. Everything considered; reputation, services and facilities, and value for money, how satisfied are you with the overall performance of Council over the past twelve months?
3. REP5. So considering leadership, trust, financial management and also taking into account the quality services and facilities provided, how would you rate Council for its overall reputation?
4. OVLSV. When you think of all the services and facilities that we have gone through that Council provides; so roads, footpaths and trails, waste services, parks and reserves, facilities and events, family and child care, aged and disability care and regulatory services. Overall, how satisfied are you with the services and facilities that Council provides?
5. VM3. Considering all the services and facilities that Council provides. Overall how satisfied are you that you receive good value for the money you spend in rates and other fees?

Council received relatively low scores for reputation, with residents least satisfied with Council's financial management

Satisfaction: Reputation

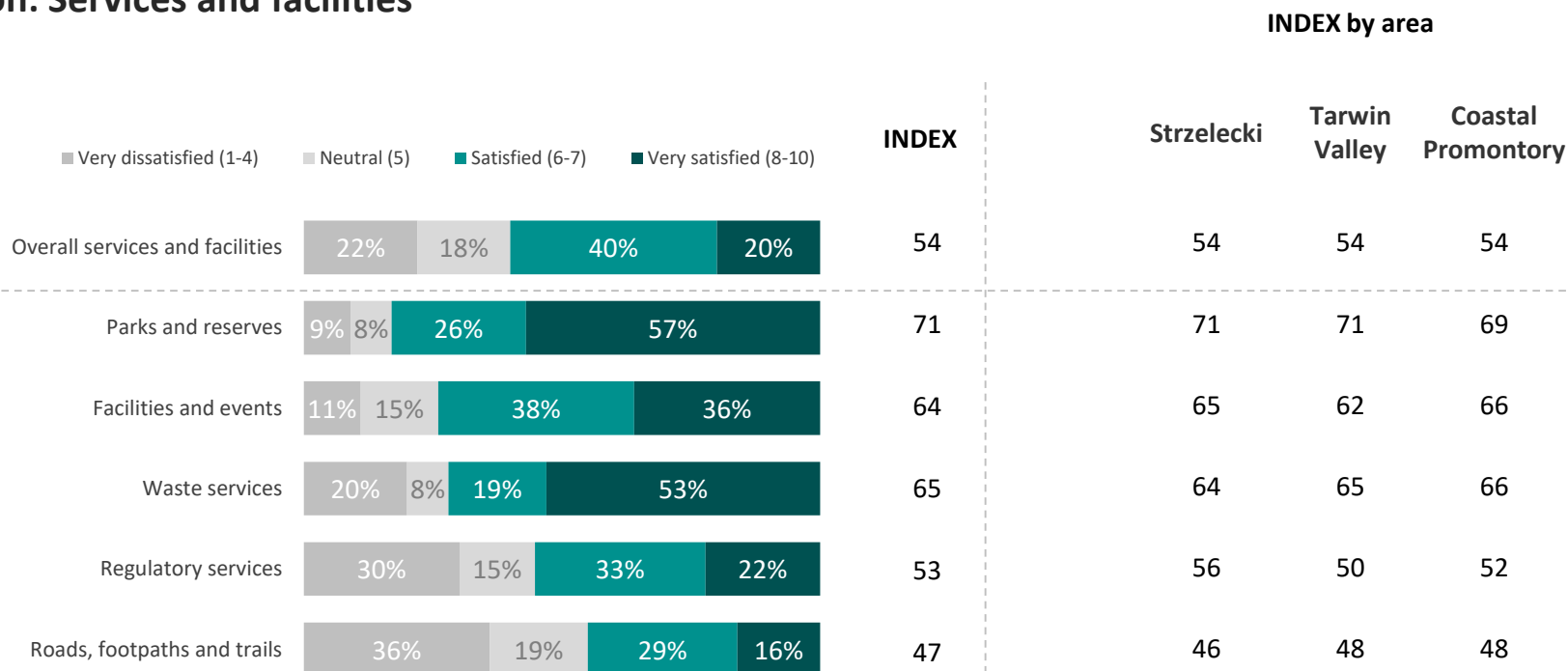


NOTES:

- Sample: n=621
- REP1. Being committed to creating a great shire, how it promotes economic development, being in touch with the community and setting clear direction – how would you rate Council for its leadership?
- REP2. Overall how would you rate Council in terms of the faith and trust you have in them?
- REP3. How would you rate Council overall for its financial management?
- OVLSV. When you think of all the services and facilities that we have gone through that Council provides; so roads, footpaths and trails, waste services, parks and reserves, facilities and events, family and child care, aged and disability care and regulatory services. Overall, how satisfied are you with the services and facilities that Council provides?
- REP5. So considering leadership, trust, financial management and also taking into account the quality services and facilities provided, how would you rate Council for its overall reputation?

From the services and facilities provided by Council, residents are mostly satisfied with parks and reserves, and less likely to be satisfied with the roads, footpaths and trails around the shire

Satisfaction: Services and facilities

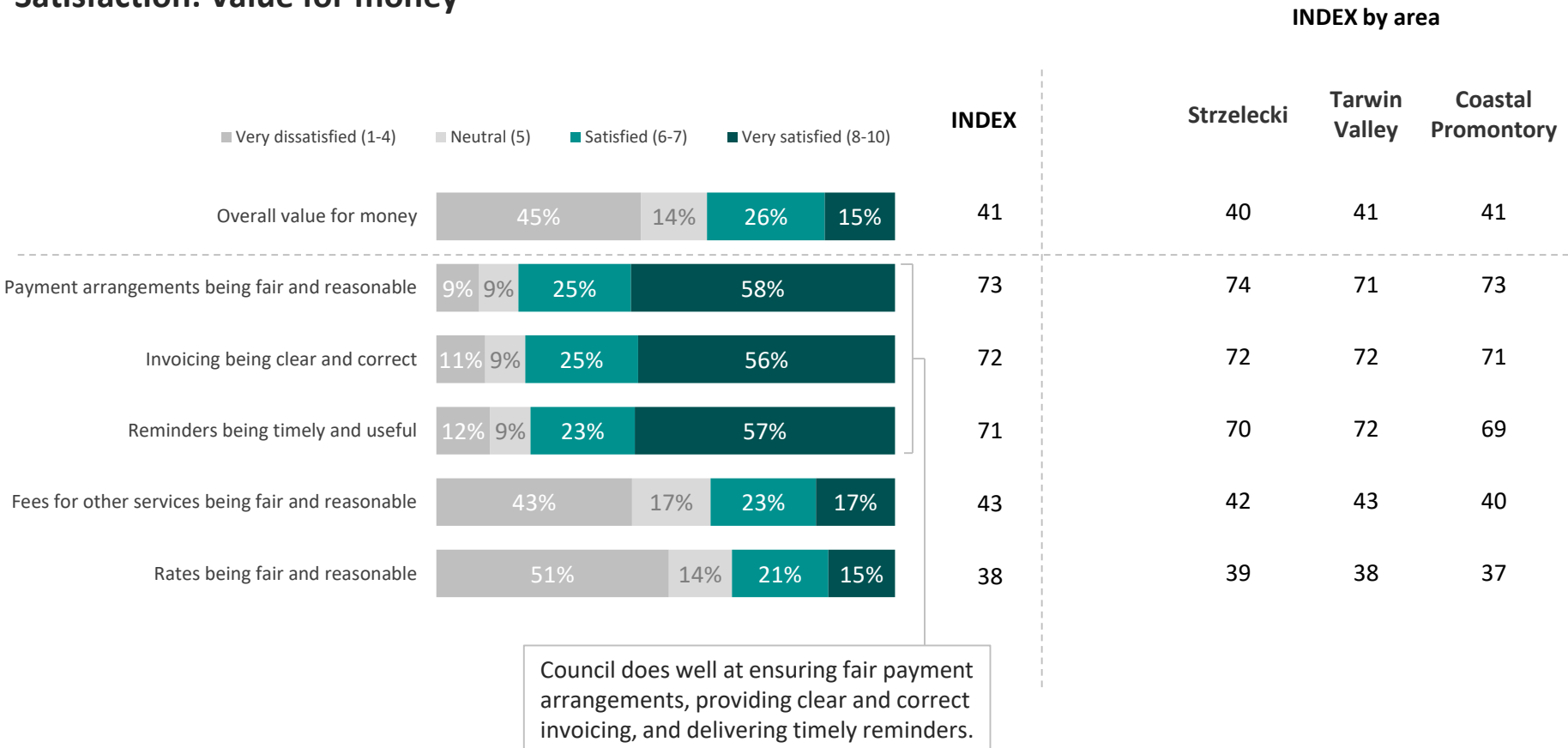


NOTES:

1. Sample: n=621
2. RF3. Overall how satisfied are you with Council's roads, footpaths and trails?
3. WW2. Overall how satisfied are you with Council's waste services?
4. PR2. Overall how satisfied are you with the provision and maintenance of Council's parks and reserves?
5. FE2. Overall how satisfied are you with the Council's facilities and events?
6. OVLSV. When you think of all the services and facilities that we have gone through that Council provides; so roads, footpaths and trails, waste services, parks and reserves, facilities and events, family and child care, aged and disability care and regulatory services. Overall, how satisfied are you with the services and facilities that Council provides?

Fewer than half of residents are satisfied with the value for money they receive from Council, with rates and other fees generally not being seen as fair or reasonable

Satisfaction: Value for money



NOTES:

1. Sample: n=613; only asked of ratepayers
2. VM2. How would you rate your satisfaction with Council for...
3. VM3. Considering all the services and facilities that Council provides. Overall how satisfied are you that you receive good value for the money you spend in rates or other fees?



Drivers of Overall Satisfaction



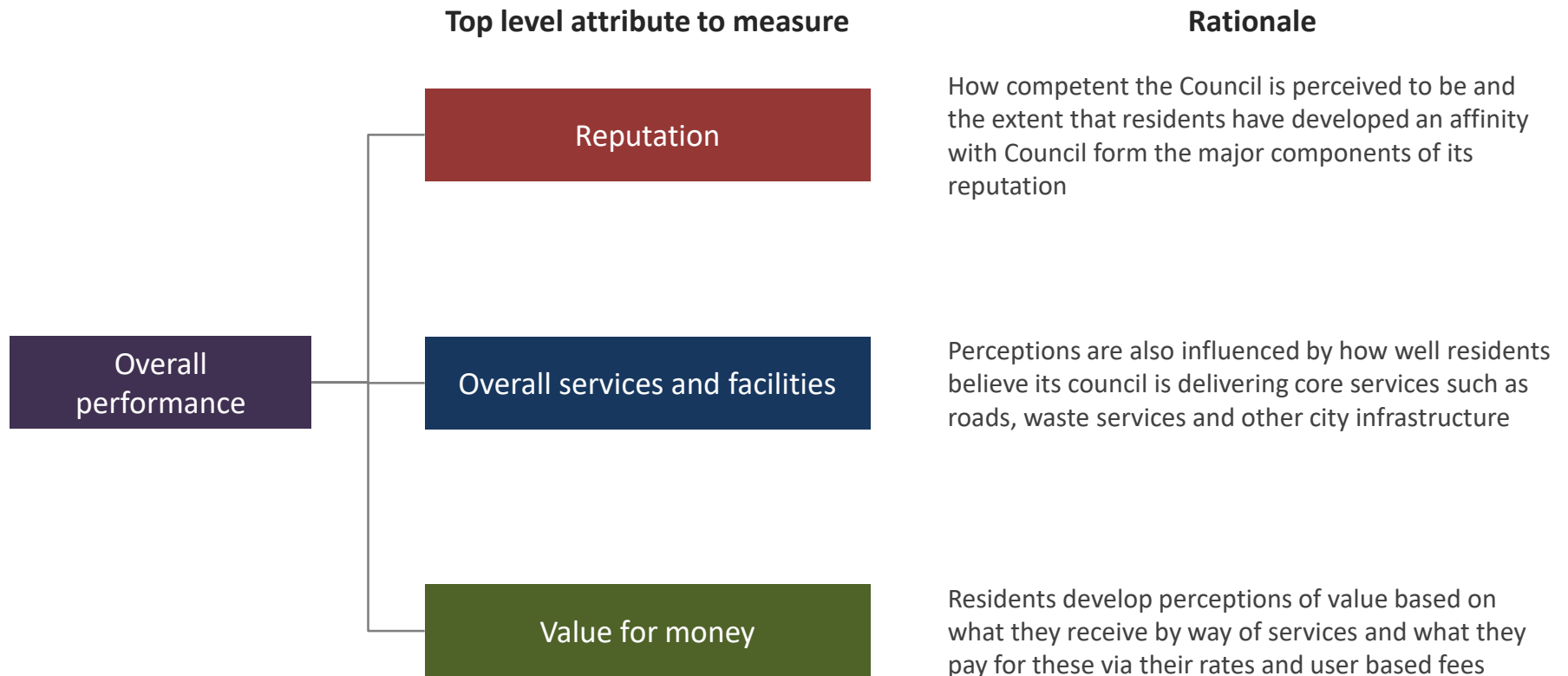
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A framework has been used to determine how the various reputation, service and value elements impact residents overall evaluation of Council

Overview

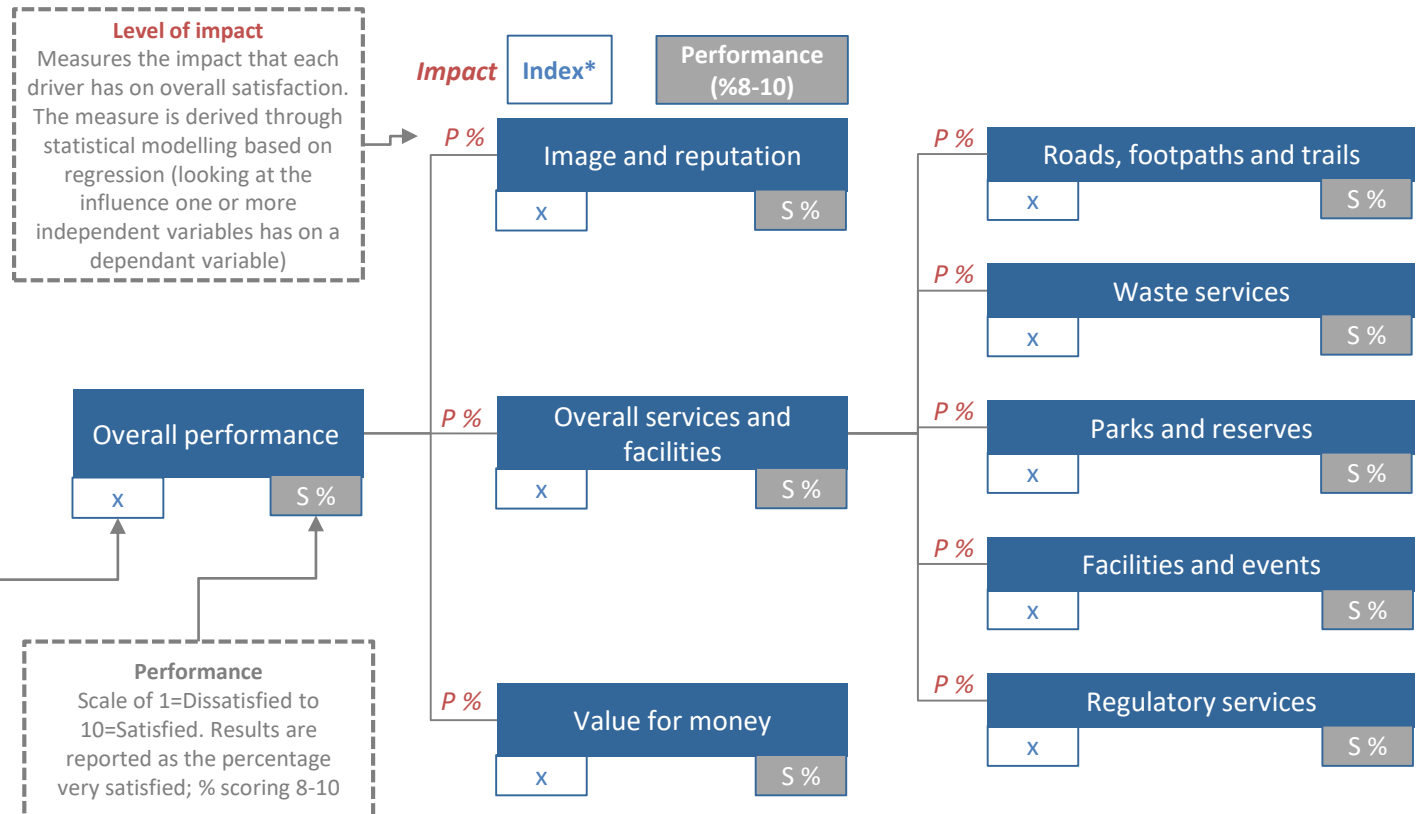


The Customer Value Management (CVM) model has been used to understand perceptions of Council and as a mechanism for prioritising improvement opportunities

Introduction to the CVM driver model

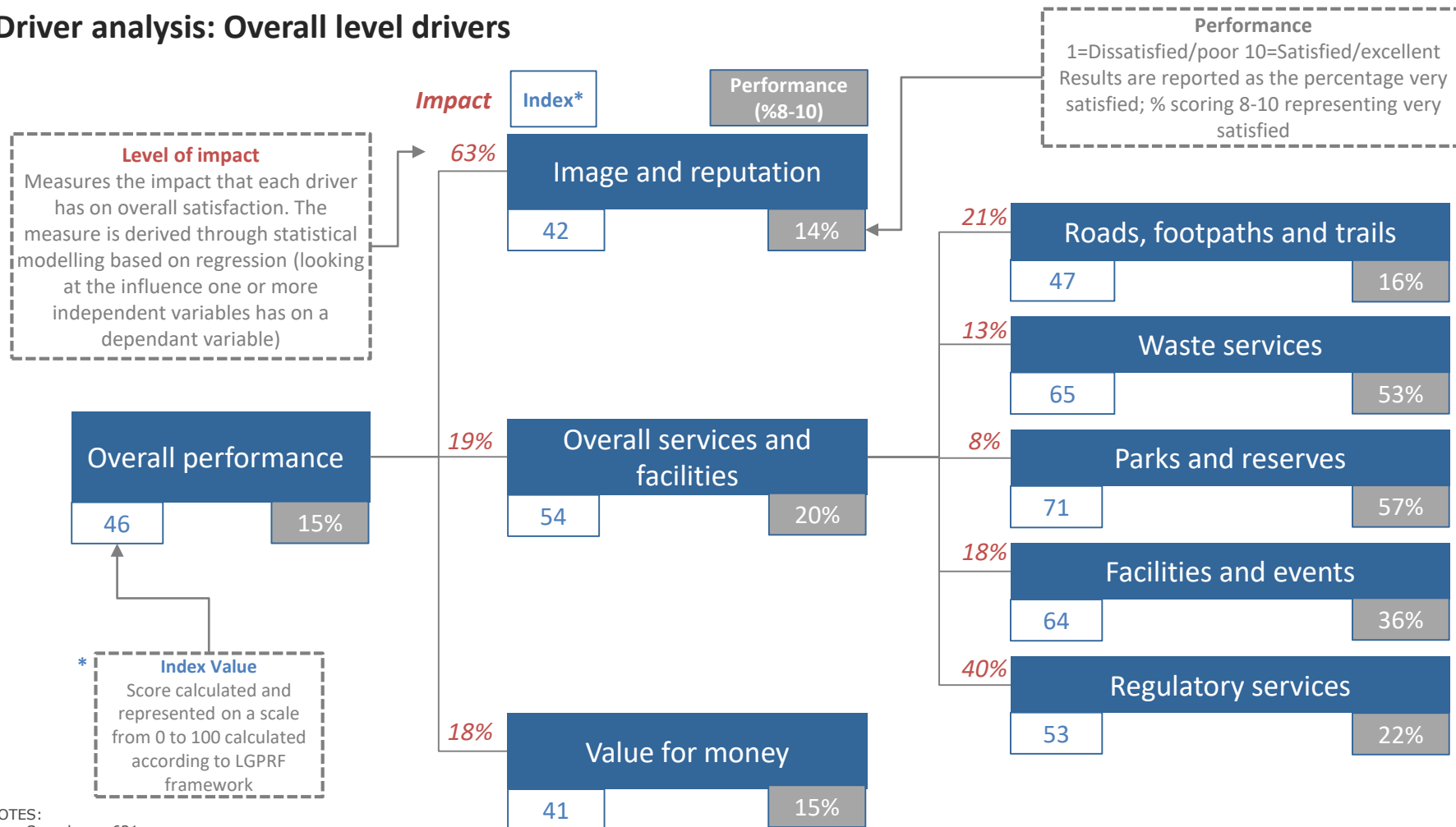
Overview of our driver model

- Residents are asked to rate their perceptions of Council's performance on the various elements that impact overall satisfaction with public services, facilities and activities that Council provides
- We use statistics to derive the impact each driver has on overall satisfaction



The overall performance evaluation is most strongly influenced by image and reputation, more so than the various services, infrastructure and facilities provided, as well as value for money

Driver analysis: Overall level drivers

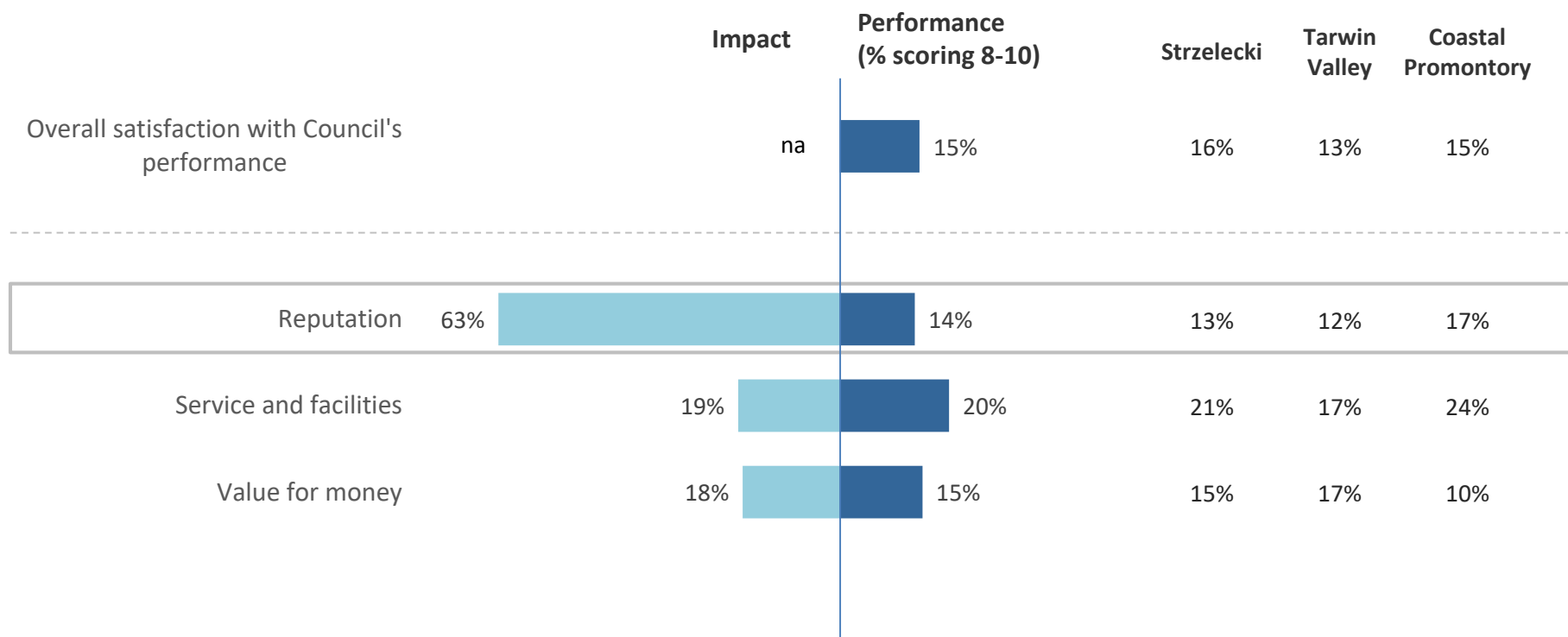


NOTES:

1. Sample: n=621
2. Excludes 'Don't know' responses

Given reputation is strongly influencing perceptions of Council, and performance here is rated relatively low, this is an improvement opportunity for Council

Driver analysis: Overall level drivers

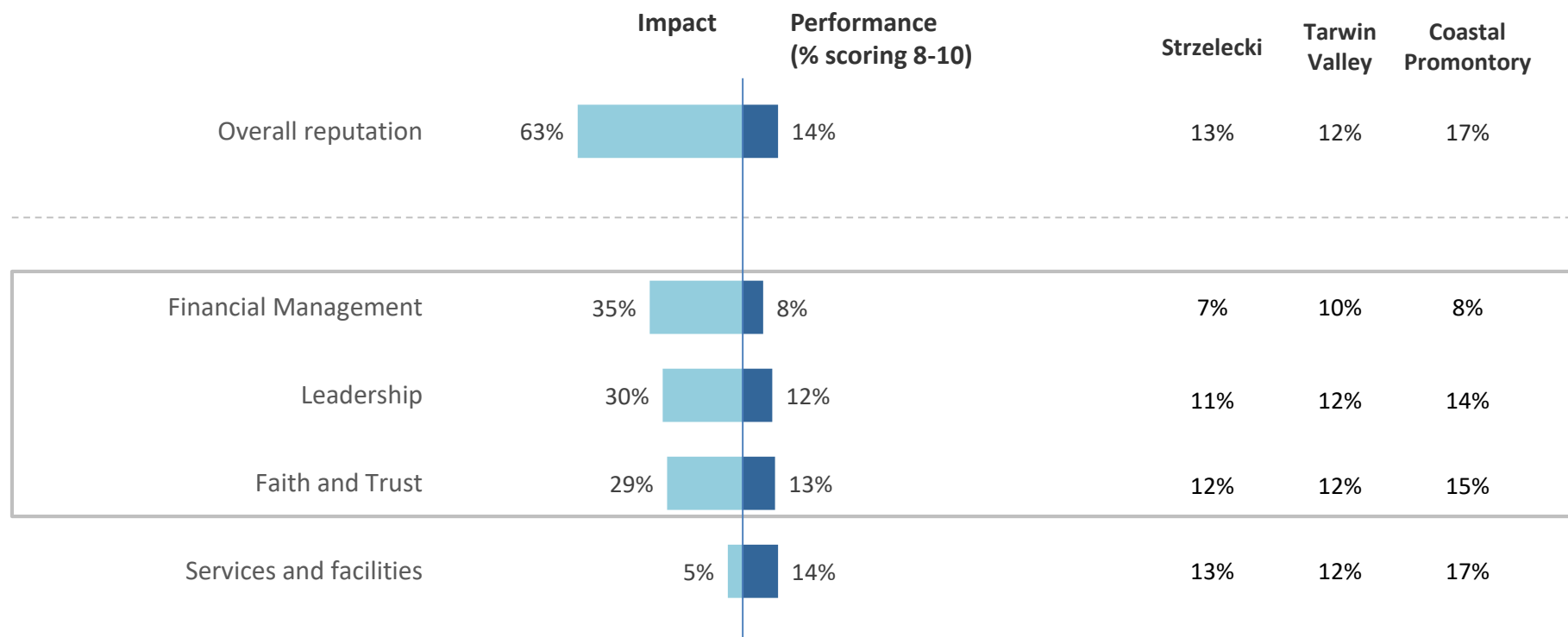


NOTES:

1. Sample: n=621
2. OP1. Everything considered; reputation, services and facilities, and value for money, how satisfied are you with the overall performance of Council over the past twelve months?
3. REP5. So considering leadership, trust, financial management and also taking into account the quality services and facilities provided, how would you rate Council for its overall reputation?
4. OVLSV. When you think of all the services and facilities that we have gone through that Council provides; so roads, footpaths and trails, waste services, parks and reserves, facilities and events, family and child care, aged and disability care and regulatory services. Overall, how satisfied are you with the services and facilities that Council provides?
5. VM3. Considering all the services and facilities that Council provides. Overall how satisfied are you that you receive good value for the money you spend in rates and other fees?

To improve perceptions of reputation, there is a need for Council to improve residents' opinions of the important areas of financial management, leadership and trust

Driver analysis: Reputation

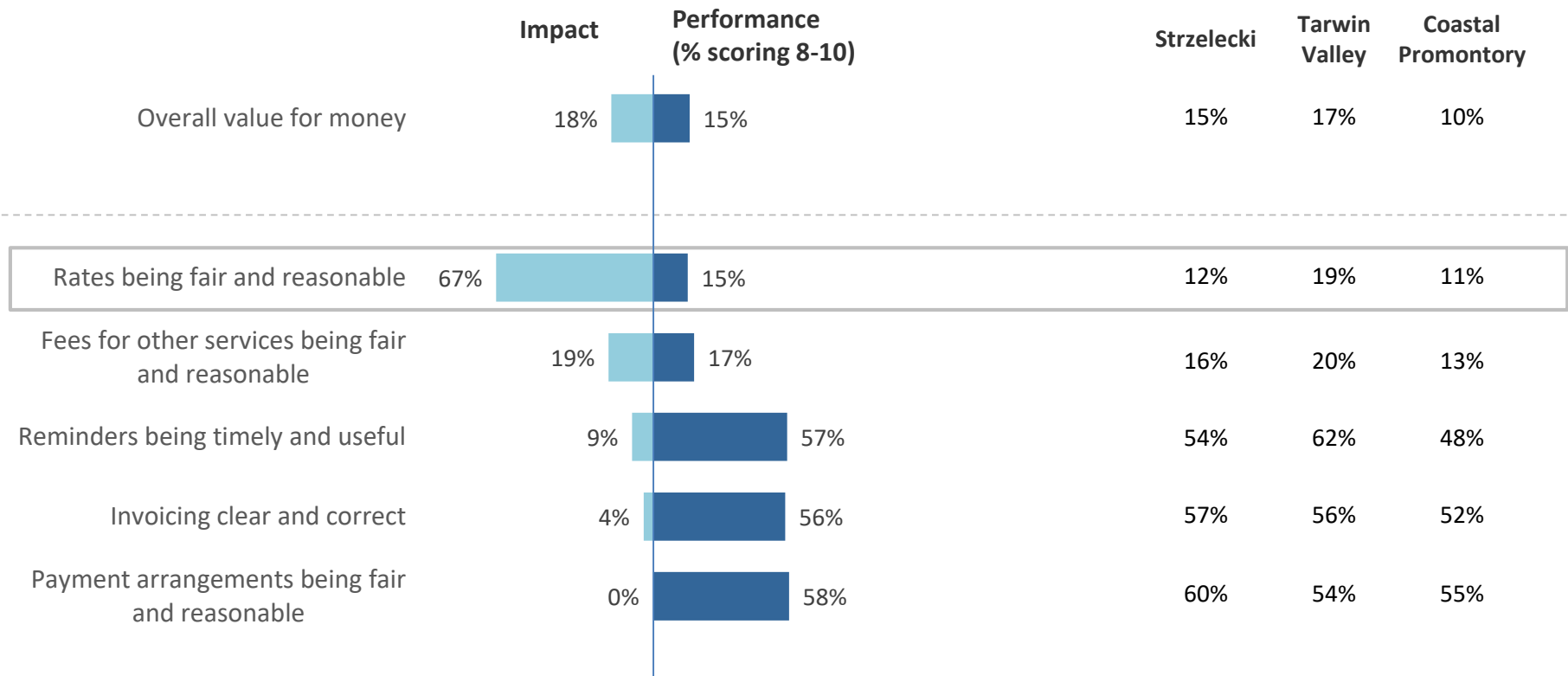


NOTES:

1. Sample: n=621
2. REP1. Being committed to creating a great shire, how it promotes economic development, being in touch with the community and setting clear direction – how would you rate Council for its leadership?
3. REP2. Overall how would you rate Council in terms of the faith and trust you have in them?
4. REP3. How would you rate Council overall for its financial management?
5. OVLSV. When you think of all the services and facilities that we have gone through that Council provides; so roads, footpaths and trails, waste services, parks and reserves, facilities and events, family and child care, aged and disability care and regulatory services. Overall, how satisfied are you with the services and facilities that Council provides?
6. REP5. So considering leadership, trust, financial management and also taking into account the quality services and facilities provided, how would you rate Council for its overall reputation?

Improving perceptions of value for money is best achieved by focusing on demonstrating that rates are reasonable, given the high level of impact and comparatively poor performance

Driver analysis: Value for money

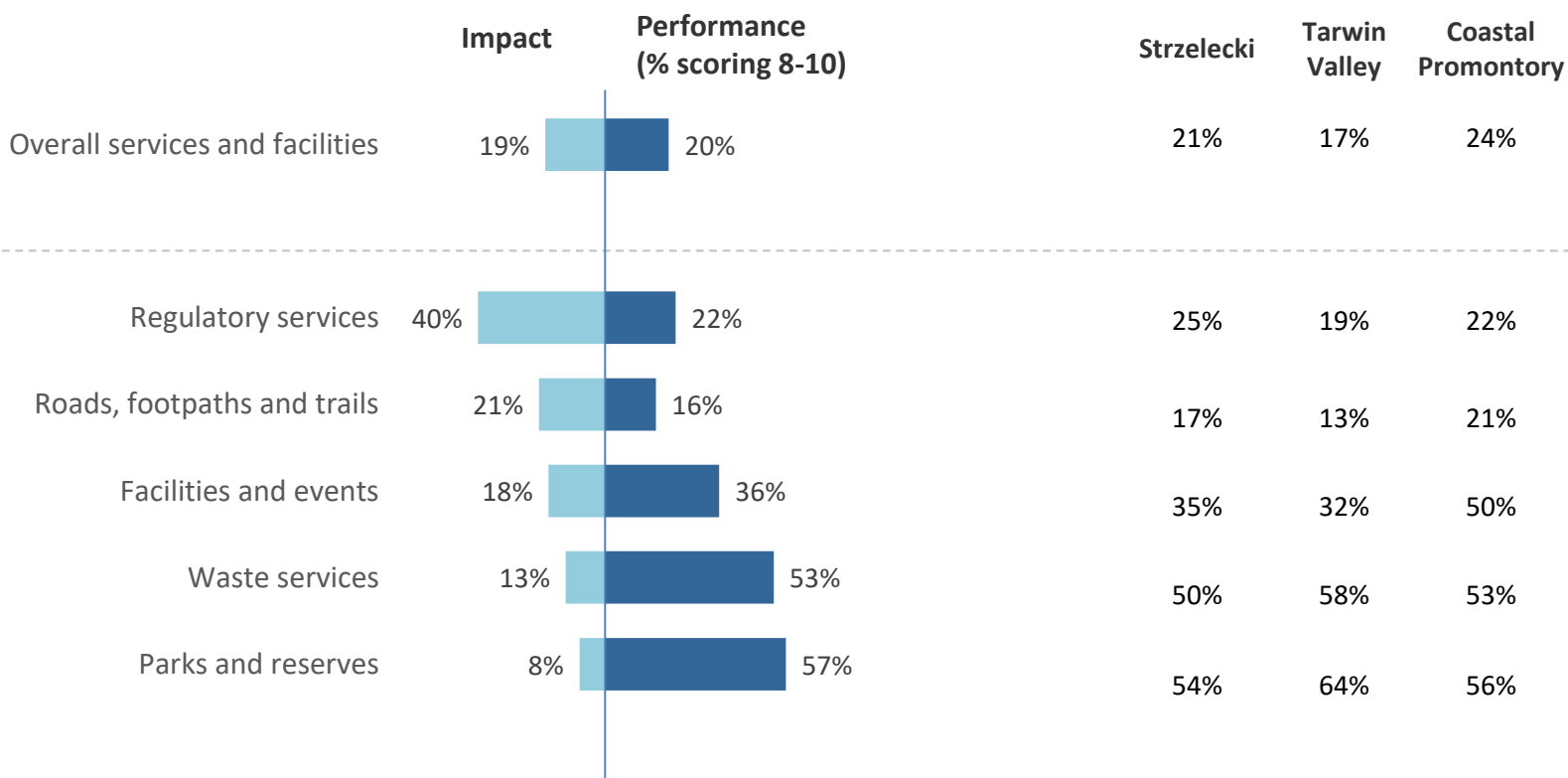


NOTES:

1. Sample: n=613; only asked of ratepayers
2. VM2. How would you rate your satisfaction with Council for...
3. VM3. Considering all the services and facilities that Council provides. Overall how satisfied are you that you receive good value for the money you spend in rates or other fees?

As regulatory services are strongly influencing perceptions of services and facilities, and satisfaction here is rated relatively low, this is identified as an improvement opportunity

Driver analysis: Services and facilities

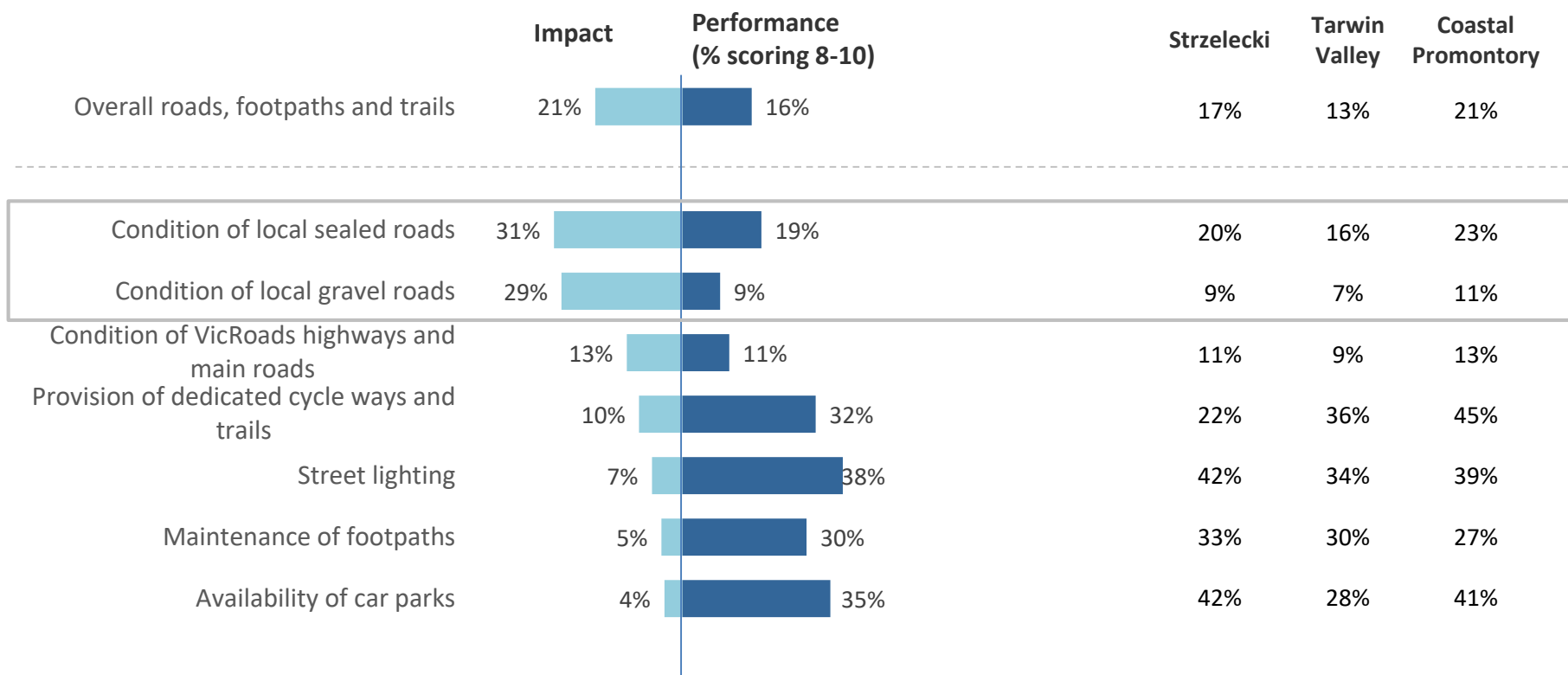


NOTES:

1. Sample: n=621
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3. WW2. Overall how satisfied are you with Council's waste services?
4. PR2. Overall how satisfied are you with the provision and maintenance of Council's parks and reserves?
5. FE2. Overall how satisfied are you with the Council's facilities and events?
6. OVLSV. When you think of all the services and facilities that we have gone through that Council provides; so roads, footpaths and trails, waste services, parks and reserves, facilities and events, family and child care, aged and disability care and regulatory services. Overall, how satisfied are you with the services and facilities that Council provides?

In terms of roading, residents would most value improvements to the condition of gravel roads, followed by the upkeep of sealed local roads

Driver analysis: Roads and Footpaths

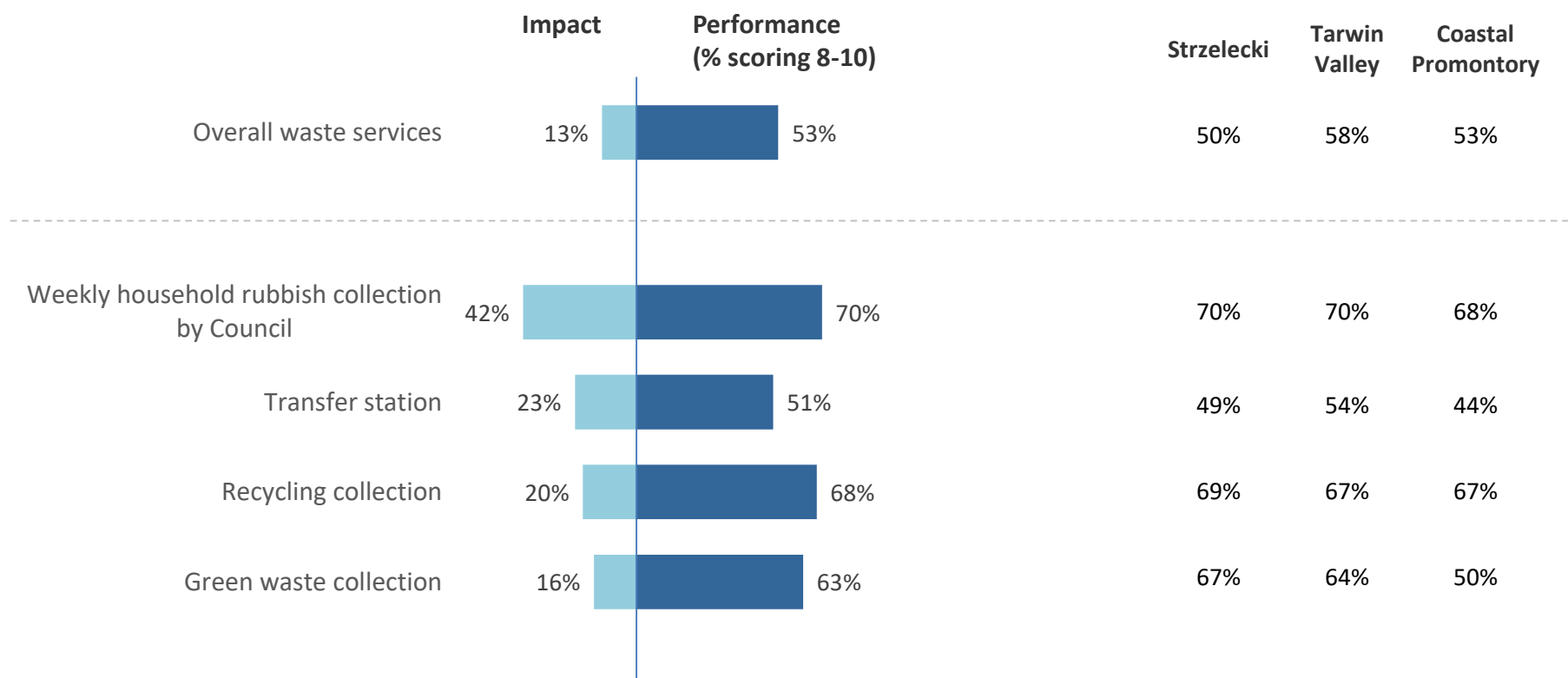


NOTES:

1. Sample: n=621
2. RF1. Using a 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your overall satisfaction with each of the following...
3. RF3. Overall how satisfied are you with Council's roads, footpaths and trails?

Improving perceptions of waste services is best achieved by focusing on improving perceptions of the transfer station, as this has a large impact while performance is evaluated as average

Driver analysis: Waste Services

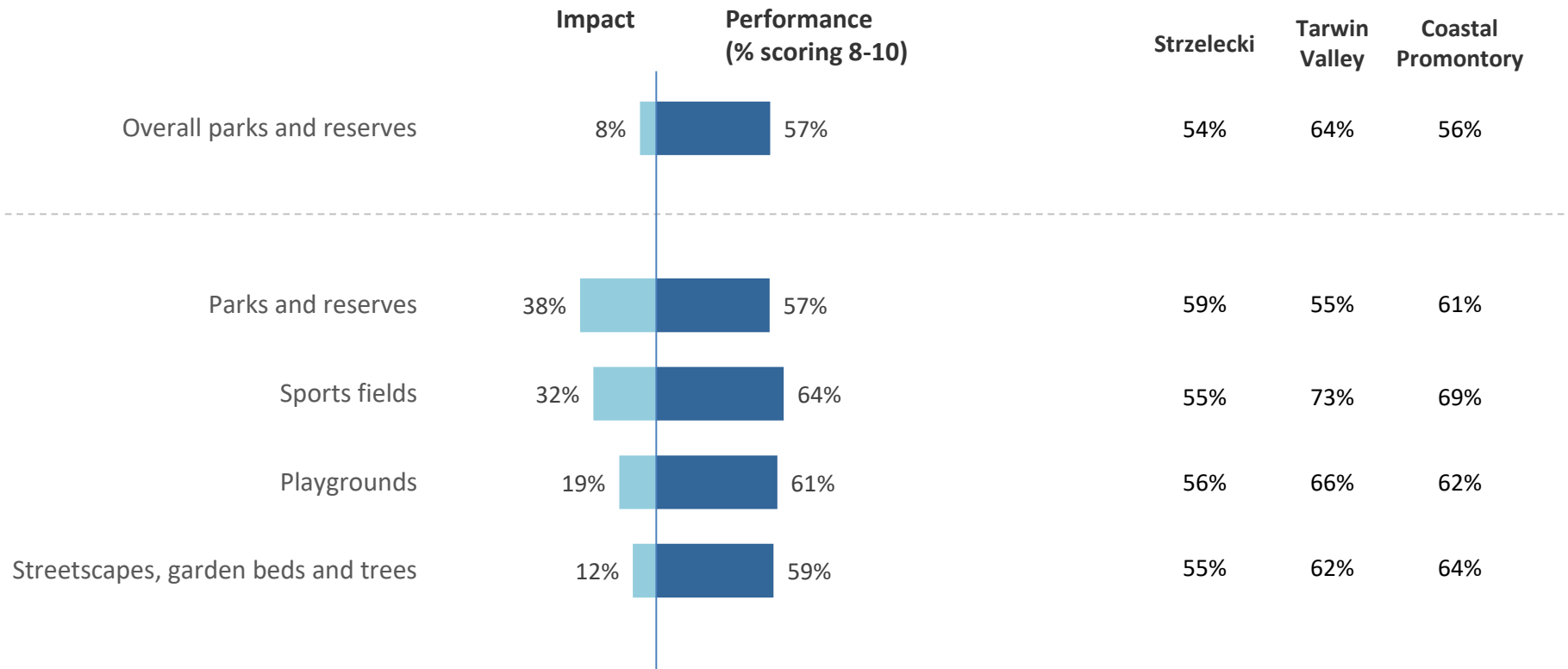


NOTES:

1. Sample: n=621
2. WW1. Still using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your overall satisfaction with each of the following...
3. WW2. Overall how satisfied are you with Council's waste services?

Performance is reasonably strong across aspects of parks and reserves, with those in Tarwin Valley being the most satisfied driven by satisfaction with sports fields in the area

Driver analysis: Parks and Reserves

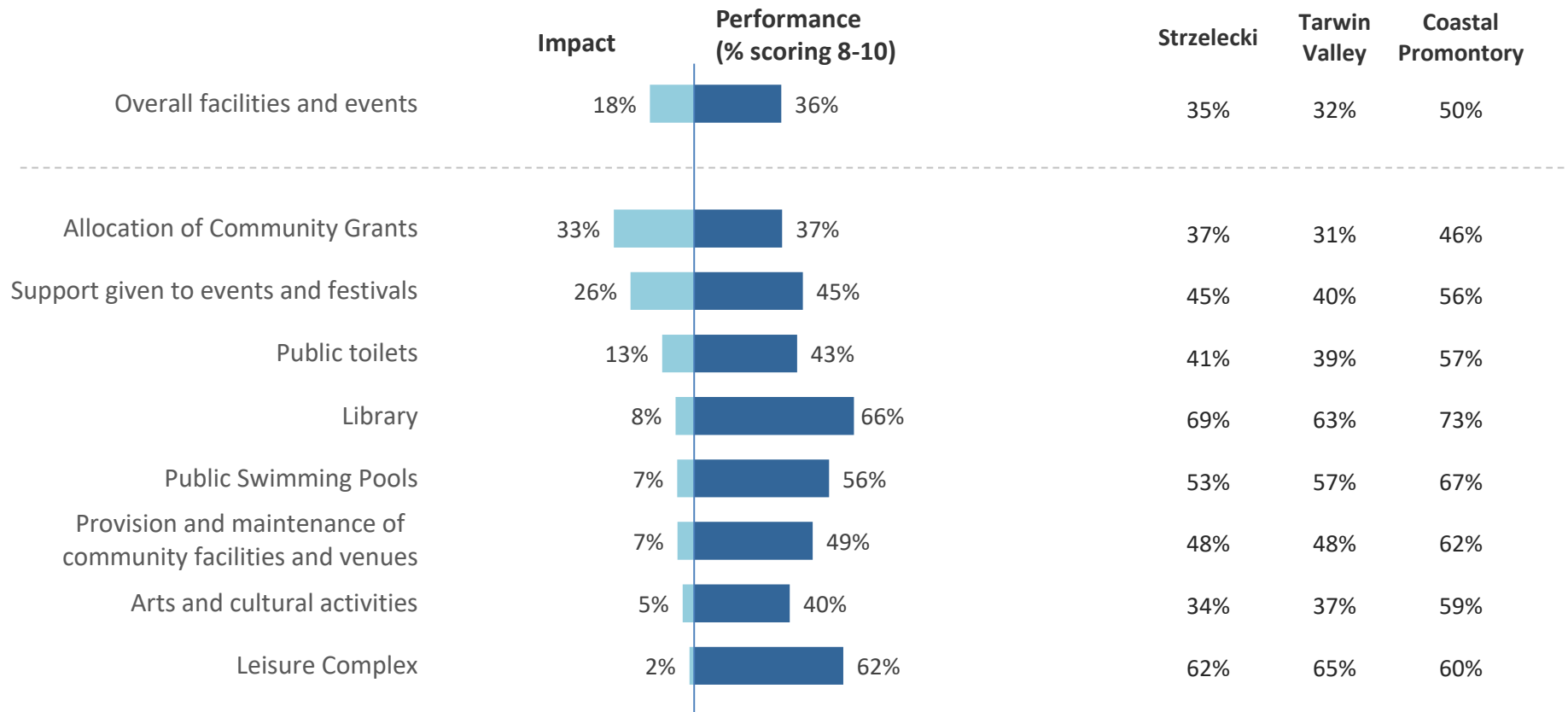


NOTES:

1. Sample: n=621
2. PR1. Still using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your satisfaction with Council's performance in providing and maintaining its...
3. PR2. Overall how satisfied are you with the provision and maintenance of Council's parks and reserves?

The allocation of grants has a high level of impact on the overall facilities and events score, yet performance is poor relative to other measures, identifying this as an opportunity to improve

Driver analysis: Facilities and Events

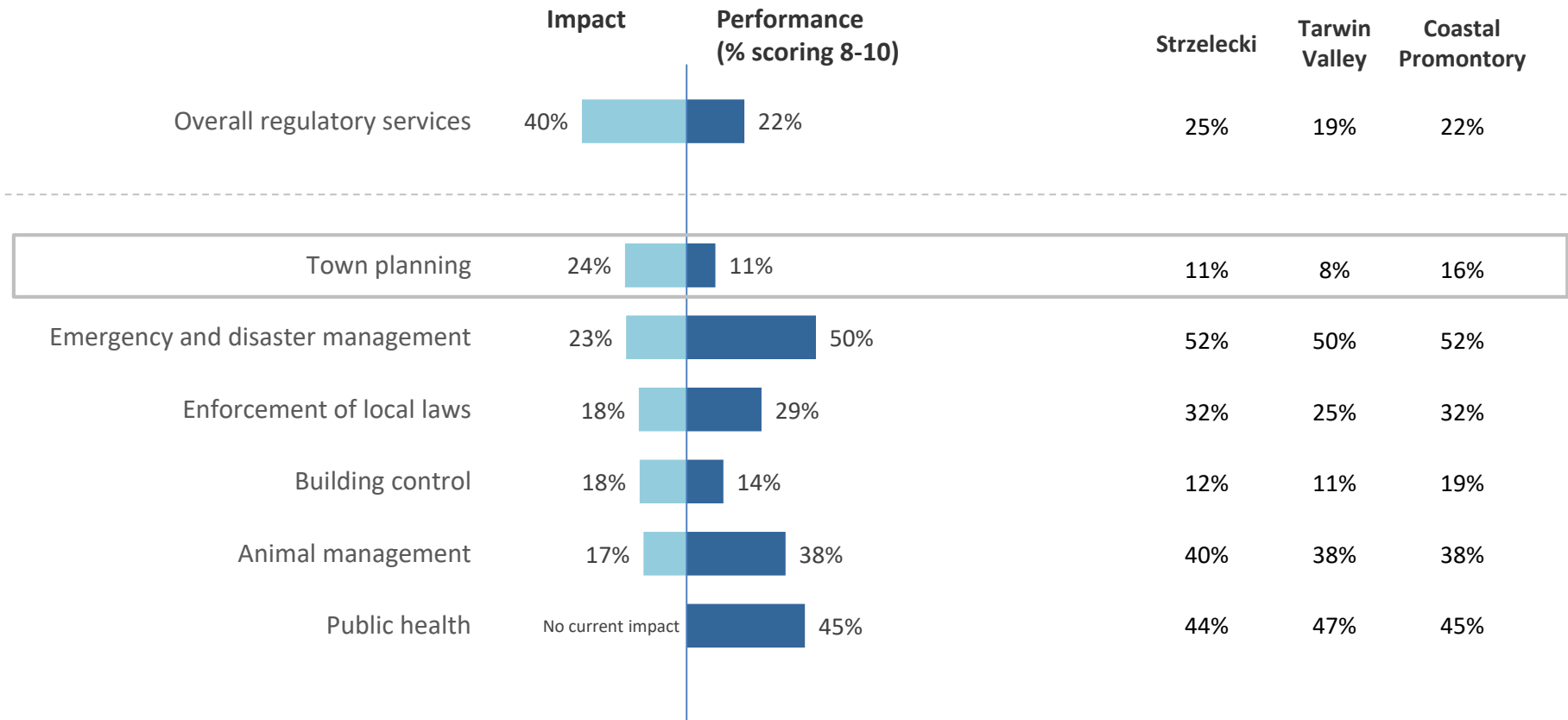


NOTES:

1. Sample: n=621
2. FE1. Still using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your overall satisfaction with each of the following...
3. FE2. Overall how satisfied are you with the Council's facilities and events?

Town planning has the greatest impact on the overall regulatory services score, yet has the lowest level of performance, therefore offering the greatest opportunity to improve

Driver analysis: Regulatory Services

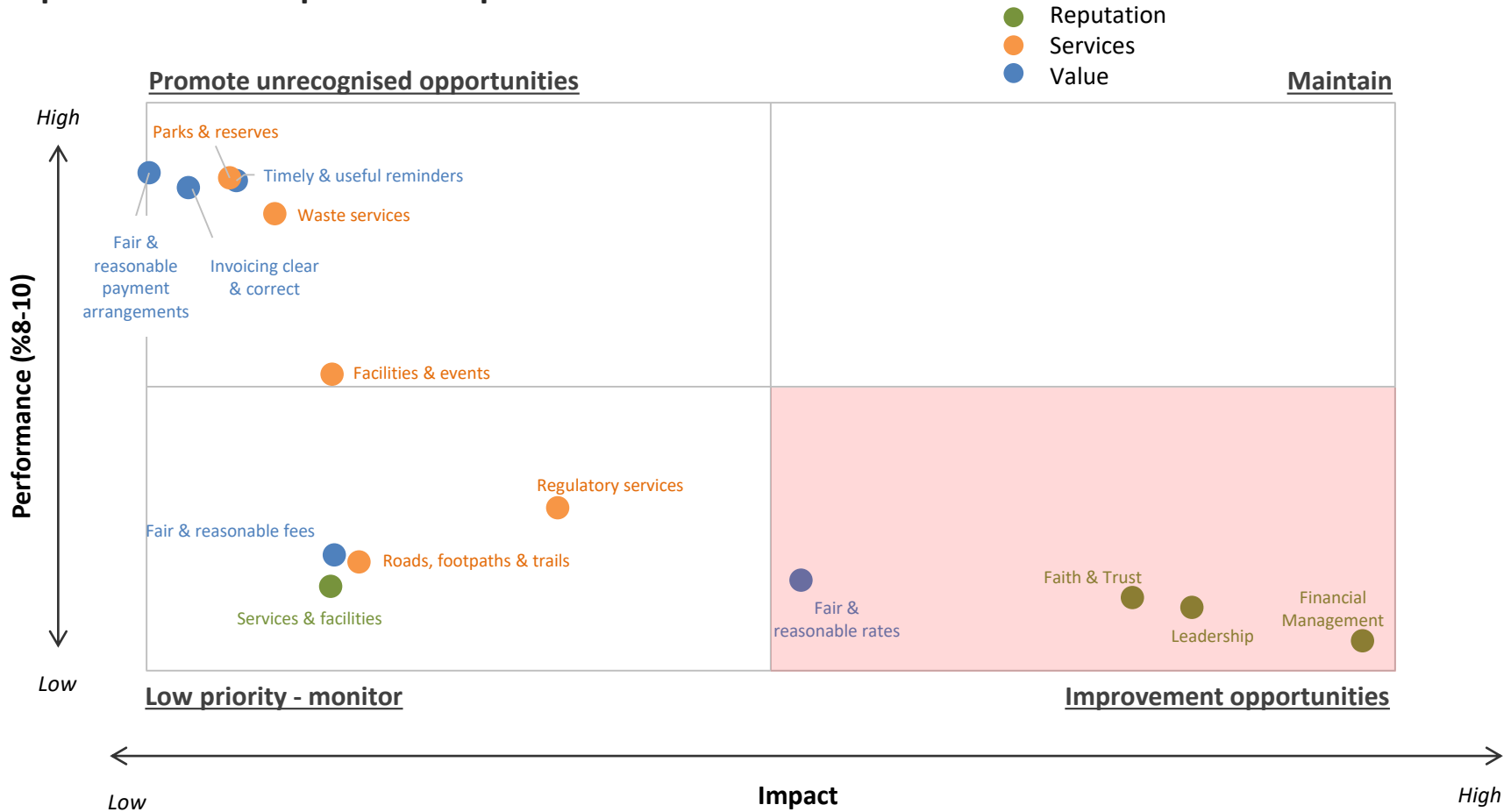


NOTES:

1. Sample: n=621
2. RS1. Still using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your overall satisfaction with each of the following...
3. RS2. Overall how satisfied are you with the Council's regulatory services?

Opportunities for improving perceptions exist around reputation (leadership, faith and trust, and financial management) and demonstrating that rates are reasonable

Overall performance: Improvement priorities





Understanding Reputation



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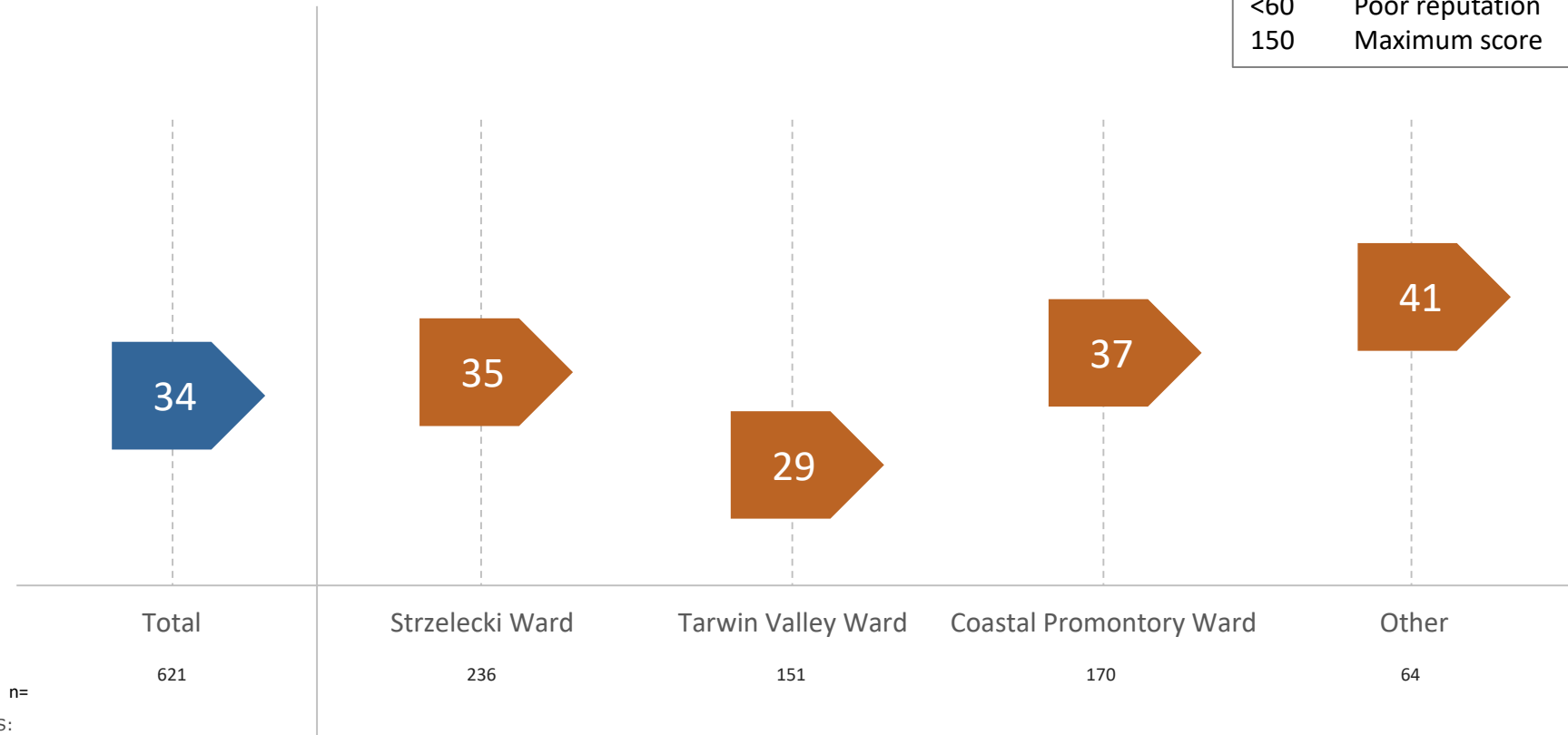


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Residents rate Council's reputation as poor, with those in Tarwin Valley being less positive about Council than residents living in other areas

Reputation benchmarks

Key:
 >80 Excellent reputation
 60-79 Acceptable reputation
 <60 Poor reputation
 150 Maximum score

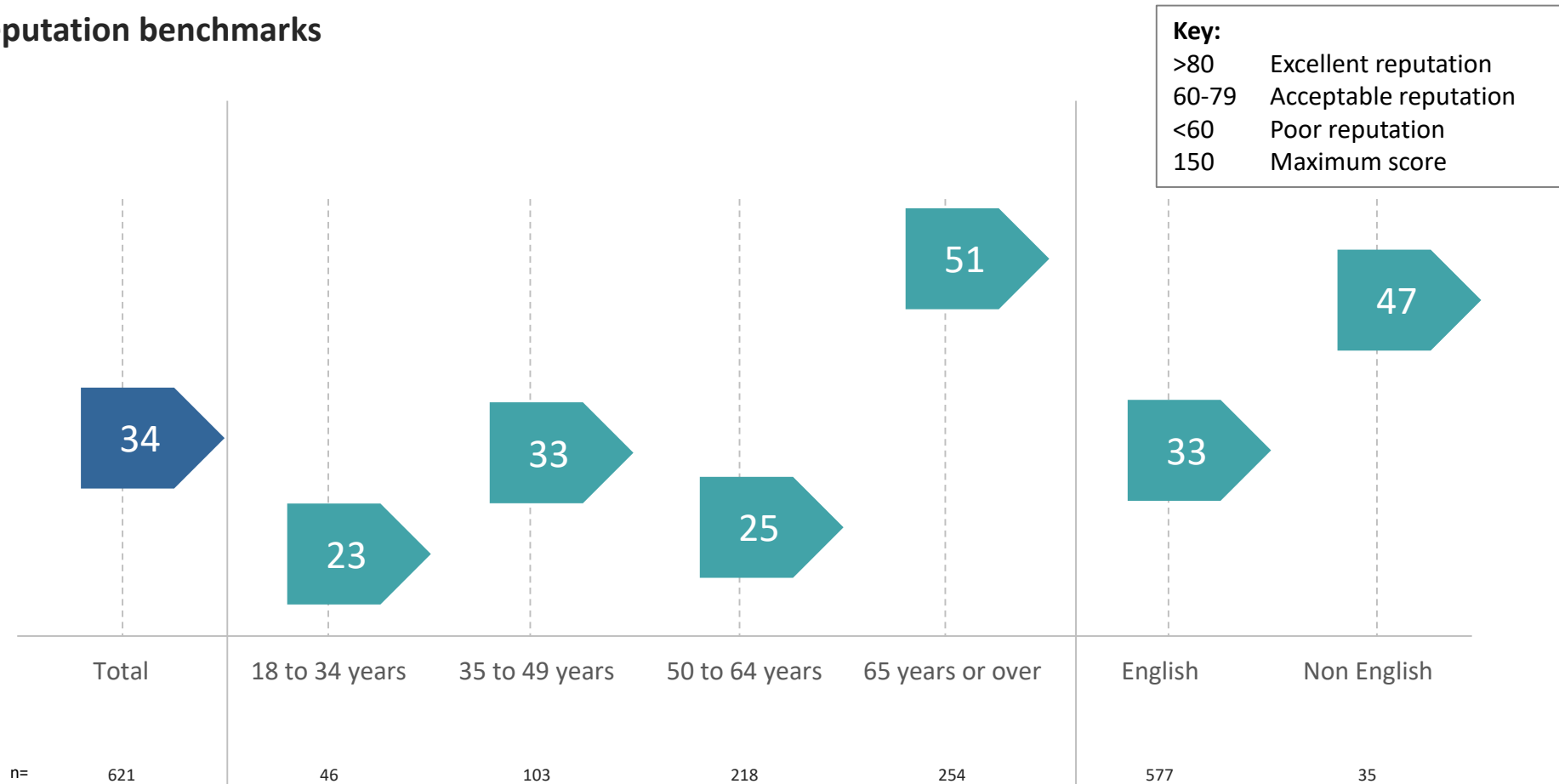


NOTES:

1. Sample: n=621
2. REP5. So considering leadership, trust, financial management and also taking into account the quality services and facilities provided, how would you rate Council for its overall reputation?
3. The benchmark is calculated by re-scaling the overall reputation measure to a new scale between -50 and +150 to improve granularity for the purpose of benchmarking
4. Location is unknown for 64 respondents

Respondents aged 65 years and older have a more favourable view of the council than younger residents

Reputation benchmarks

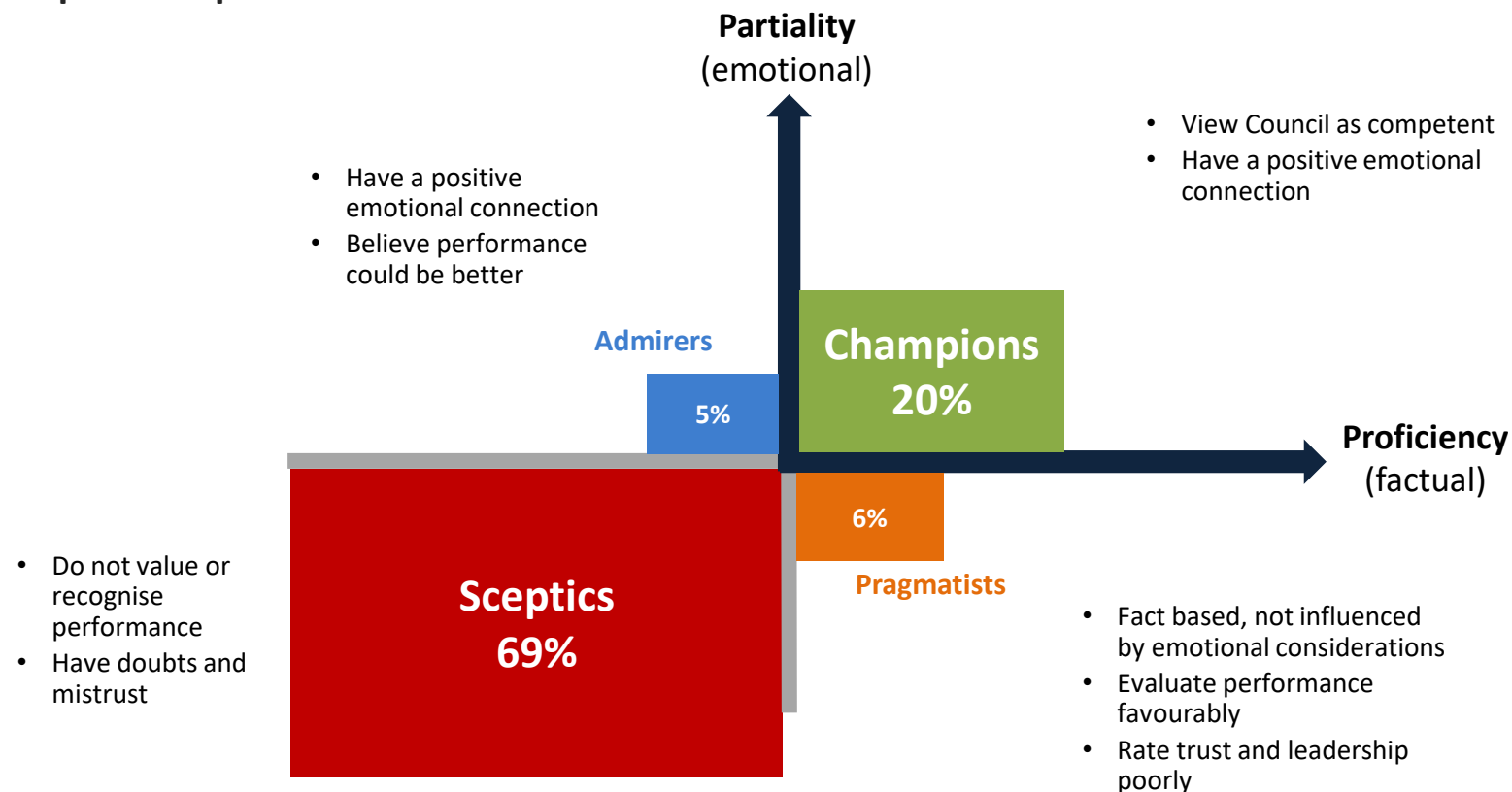


NOTES:

1. Sample: n=621
2. REPS. So considering leadership, trust, financial management and also taking into account the quality services and facilities provided, how would you rate Council for its overall reputation?
3. The benchmark is calculated by re-scaling the overall reputation measure to a new scale between -50 and +150 to improve granularity for the purpose of benchmarking

South Gippsland Shire Council has a high proportion of 'Sceptics', with 69% of residents being less emotionally connected and believing Council could be doing a better job

Reputation profile

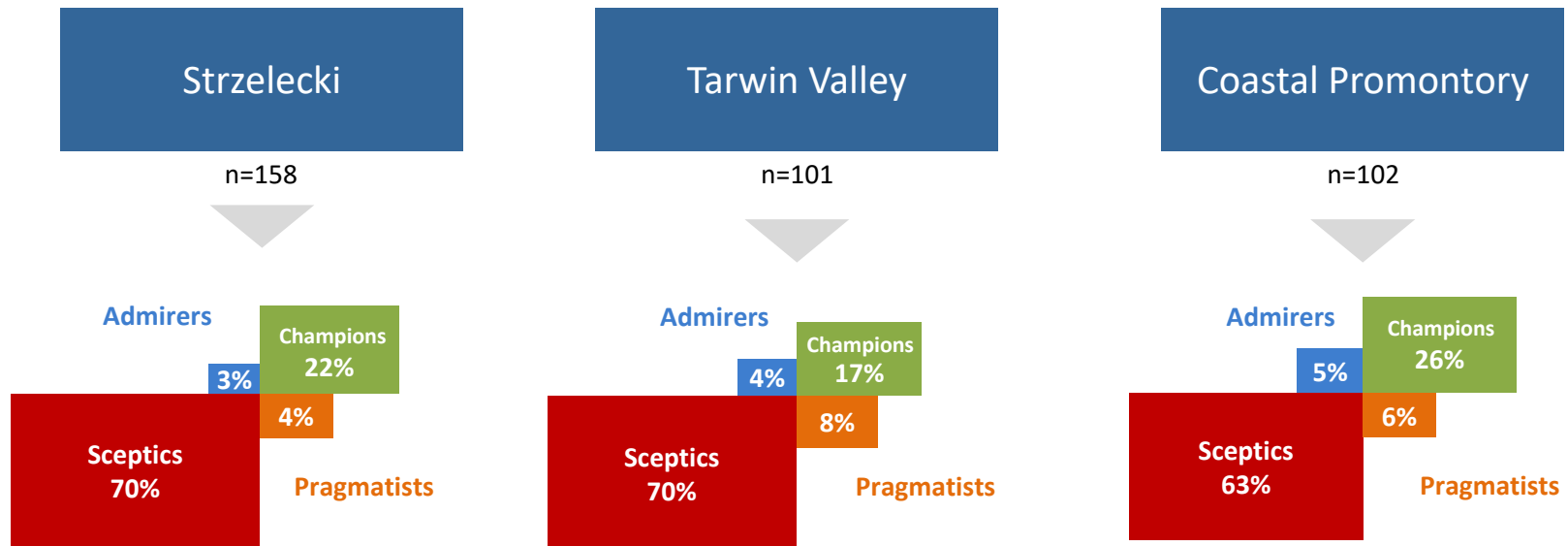


NOTES:

1. Sample: n=621. Excludes 'don't know' responses to any of the reputation questions
2. Segments have been determined using the results from a set of five overall level questions
3. REP1 leadership, REP2 trust, REP3 financial management, OVLSV quality of deliverables, REP5 overall reputation

The reputation profile is consistent across the areas, although those in the Coastal Promontory are slightly less sceptical and are more emotionally connected than those living elsewhere

Reputation profile: Areas

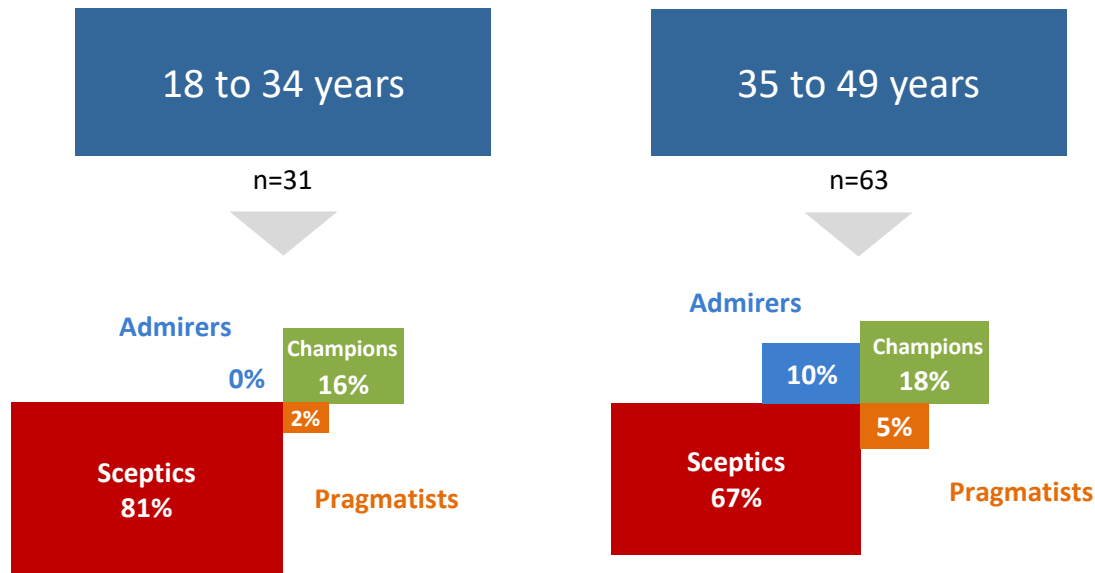


NOTES:

1. Sample: n=621. Excludes 'don't know' responses to any of the reputation questions
2. Segments have been determined using the results from a set of five overall level questions
3. REP1 leadership, REP2 trust, REP3 financial management, OVLSV quality of deliverables, REP5 overall reputation

Younger residents (aged 18 to 34) are slightly more sceptical about Council than their older counterparts

Reputation profile: Age (I)

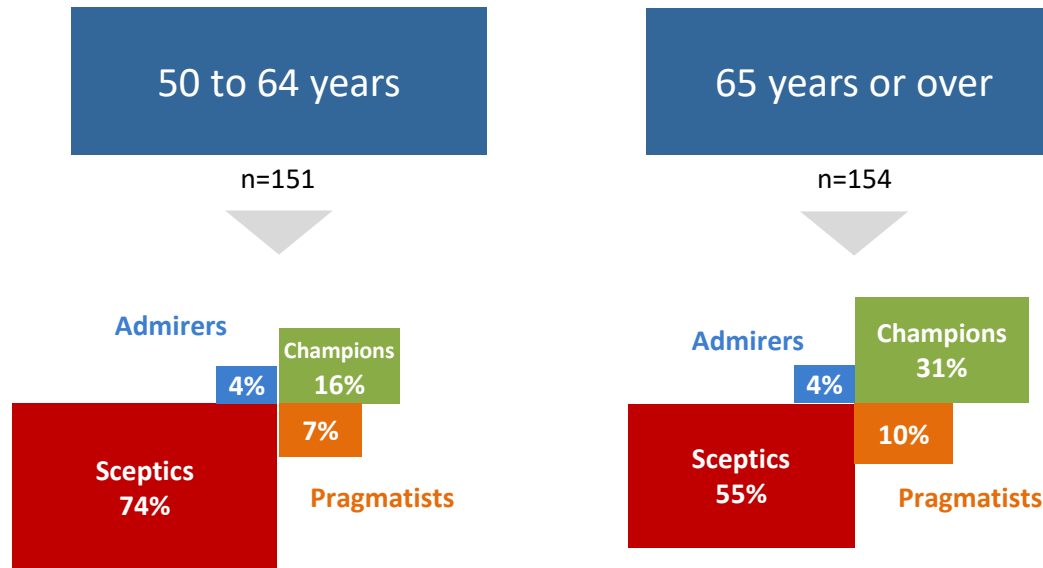


NOTES:

1. Sample: n=621. Excludes 'don't know' responses to any of the reputation questions
2. Segments have been determined using the results from a set of five overall level questions
3. REP1 leadership, REP2 trust, REP3 financial management, OVLSV quality of deliverables, REP5 overall reputation

Residents aged over 65 are the most likely to be Council champions viewing Council as competent, although there are still a large number of sceptics among this age group (55%)

Reputation profile: Age (II)



NOTES:

1. Sample: n=621. Excludes 'don't know' responses to any of the reputation questions
2. Segments have been determined using the results from a set of five overall level questions
3. REP1 leadership, REP2 trust, REP3 financial management, OVLSV quality of deliverables, REP5 overall reputation



Satisfaction with Services and Facilities



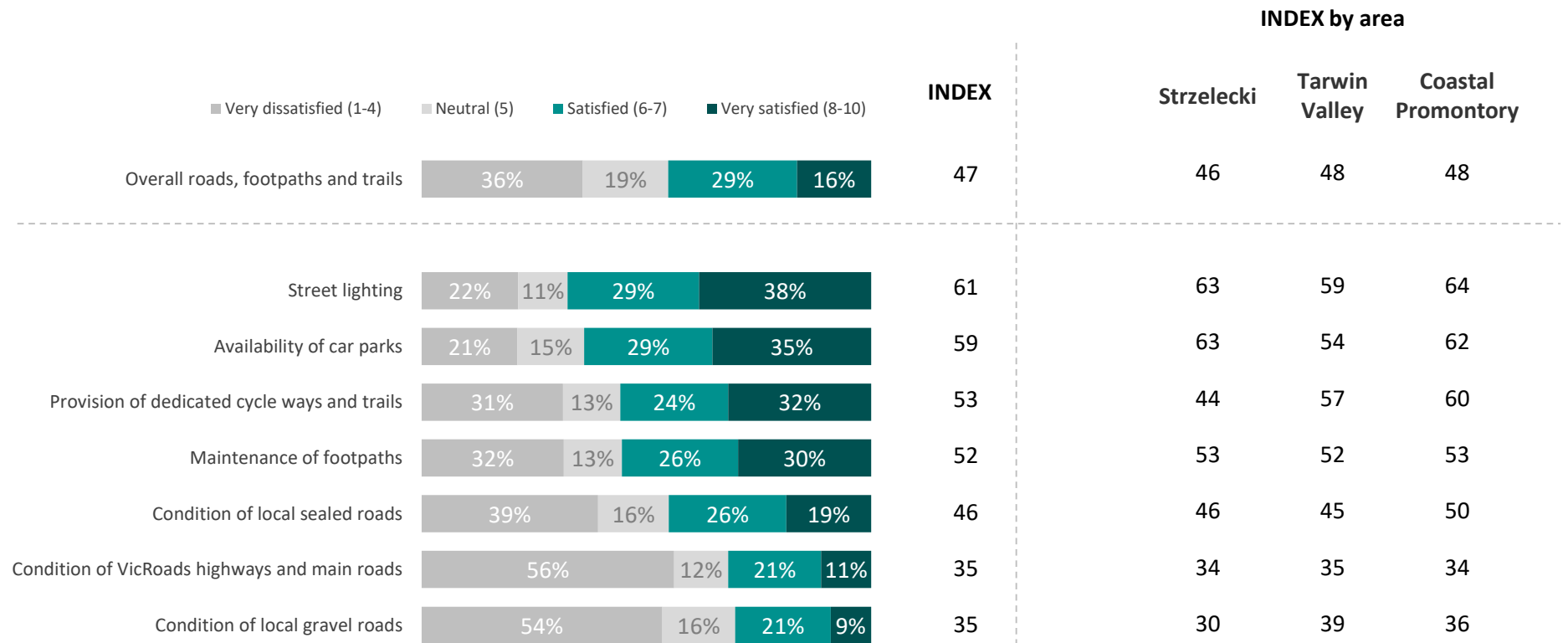
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In terms of roading, residents are satisfied with street lighting and car parks, but less satisfied with the condition of roads

Satisfaction: Roads and Footpaths

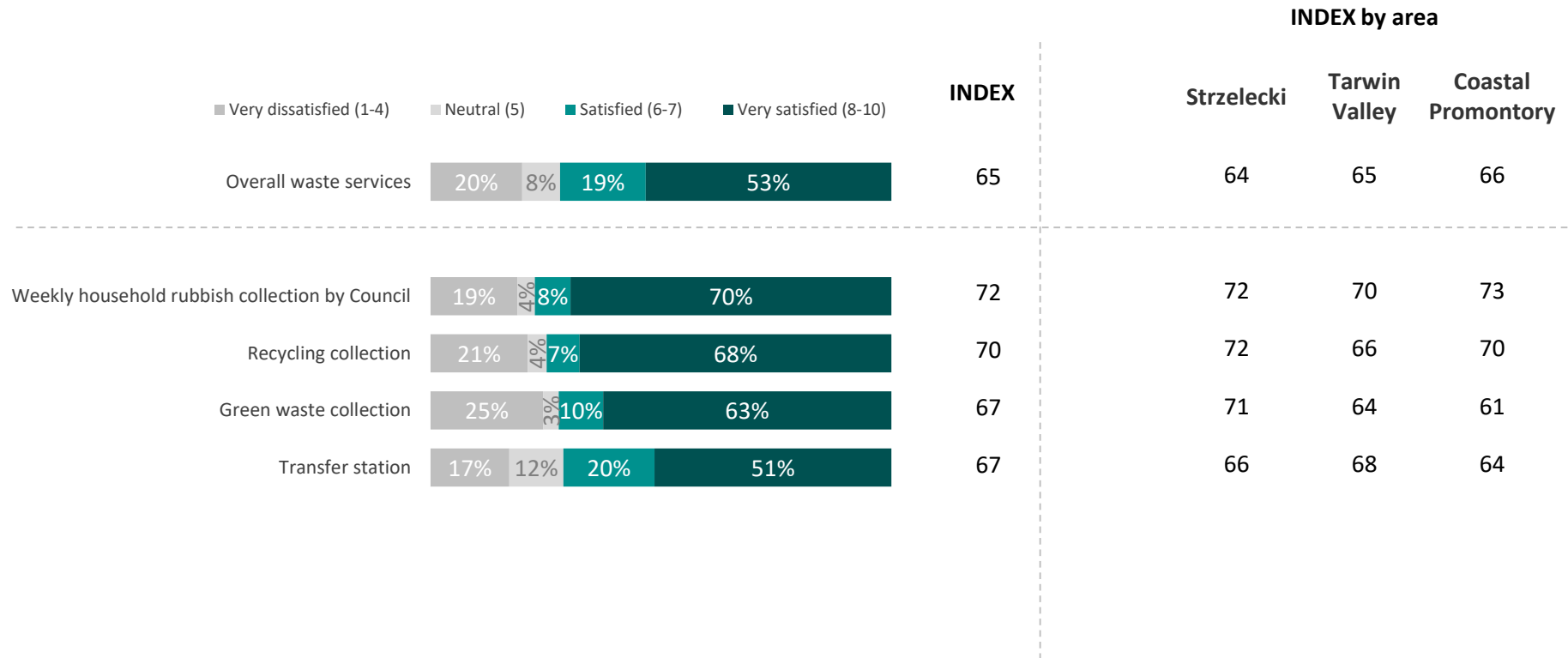


NOTES:

1. Sample: n=621
2. RF1. Using a 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your overall satisfaction with each of the following...
3. RF3. Overall how satisfied are you with Council's roads, footpaths and trails?

Most residents are satisfied with the various elements of waste services

Satisfaction: Waste Services

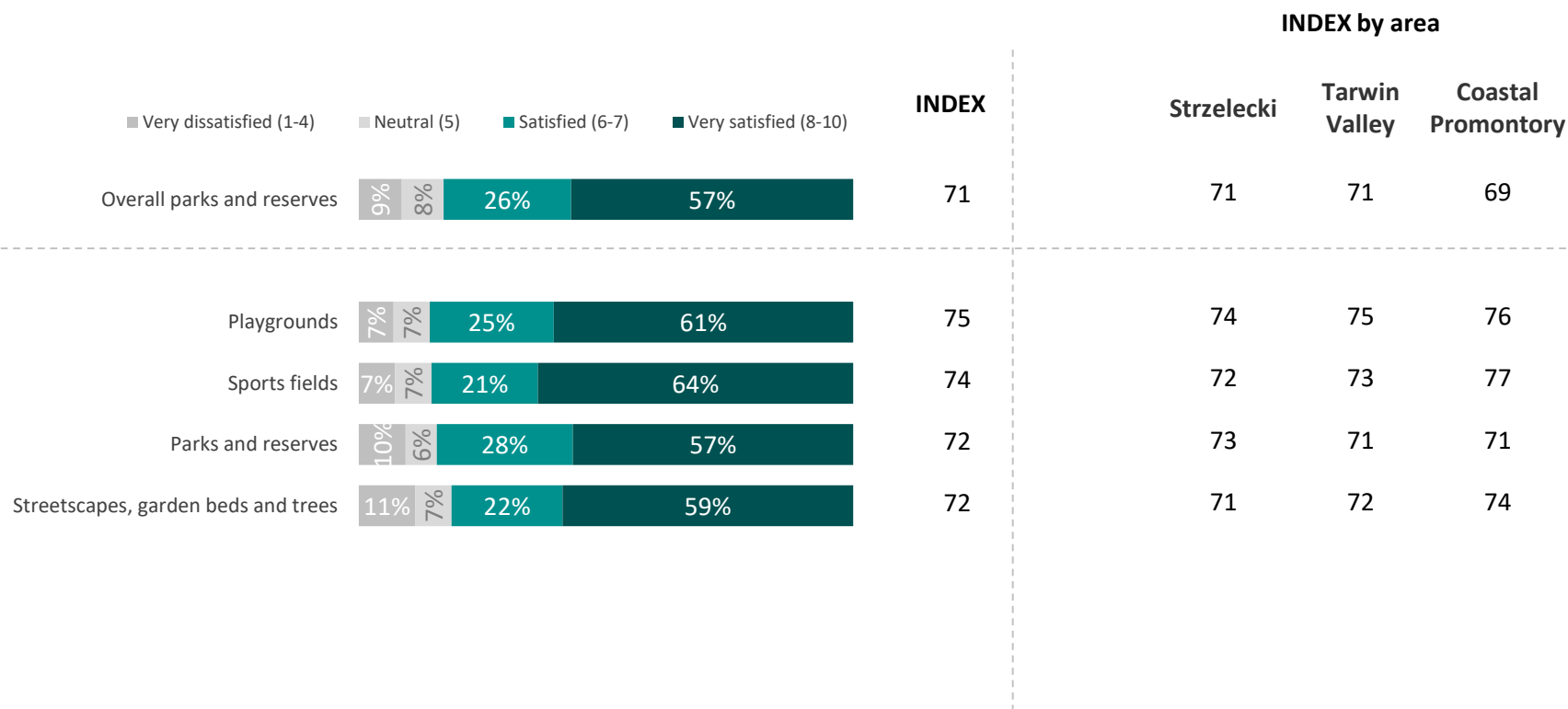


NOTES:

1. Sample: n=621
2. WW1. Still using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your overall satisfaction with each of the following...
3. WW2. Overall how satisfied are you with Council's waste services?

Parks and reserves is the Council service/facility with which residents are most satisfied, and this is consistent across playgrounds, sports fields, parks and streetscapes

Satisfaction: Parks and Reserves

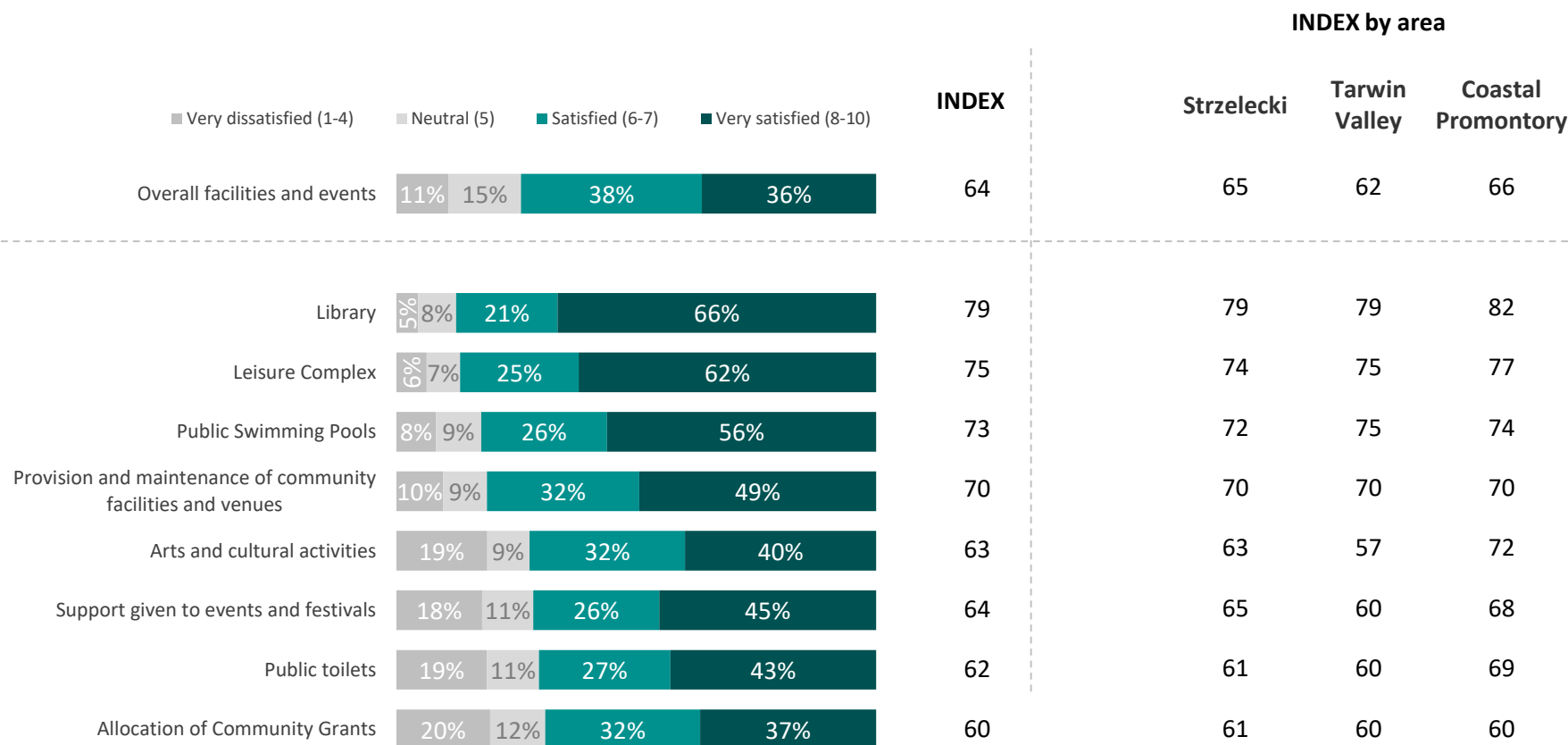


NOTES:

1. Sample: n=621
2. PR1. Still using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your satisfaction with Council's performance in providing and maintaining its...
3. PR2. Overall how satisfied are you with the provision and maintenance of Council's parks and reserves?

Three-quarters (74%) of residents are satisfied with the facilities and events provided by Council, especially the library and leisure complex

Satisfaction: Facilities and Events

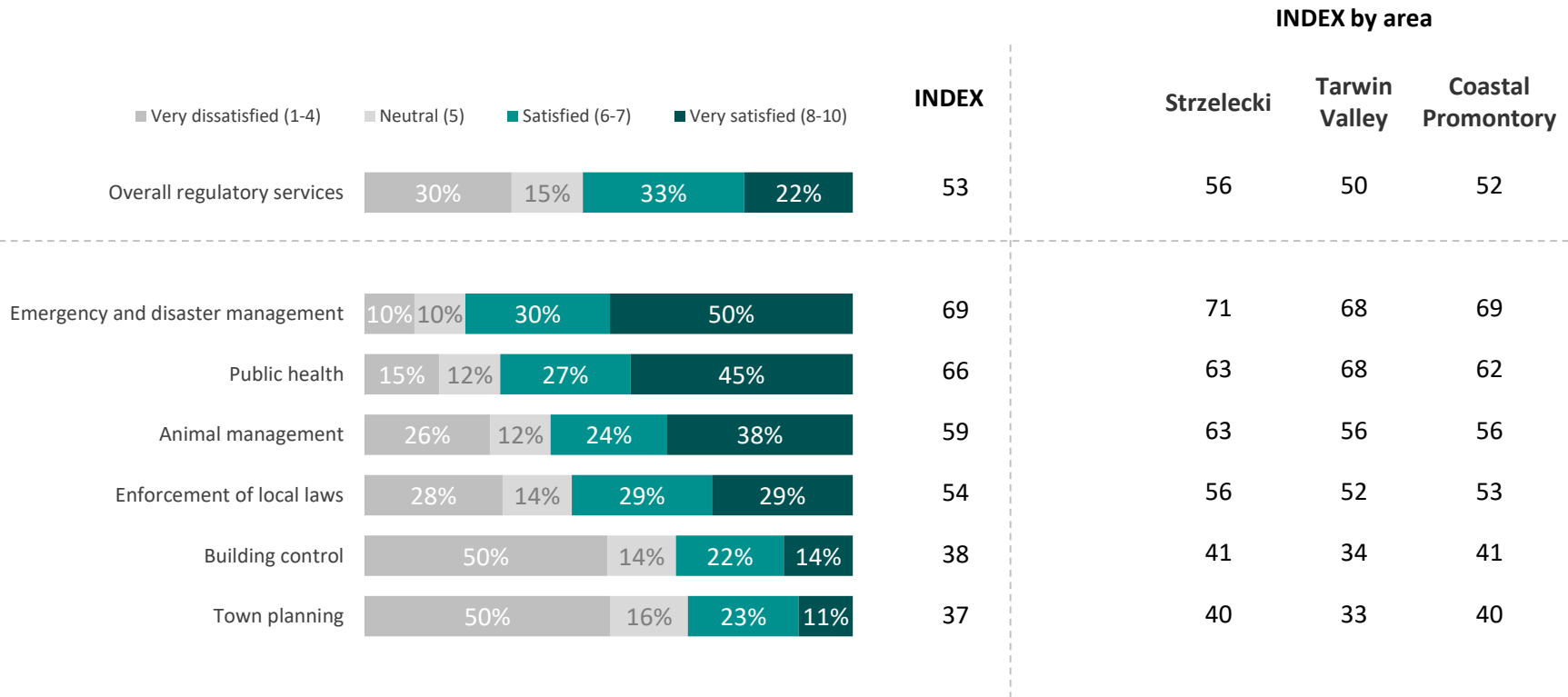


NOTES:

1. Sample: n=621
2. FE1. Still using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your overall satisfaction with each of the following...
3. FE2. Overall how satisfied are you with the Council's facilities and events?

Slightly over half of residents (55%) are satisfied with regulatory services overall, although residents are less satisfied with building control and town planning

Satisfaction: Regulatory Services



NOTES:

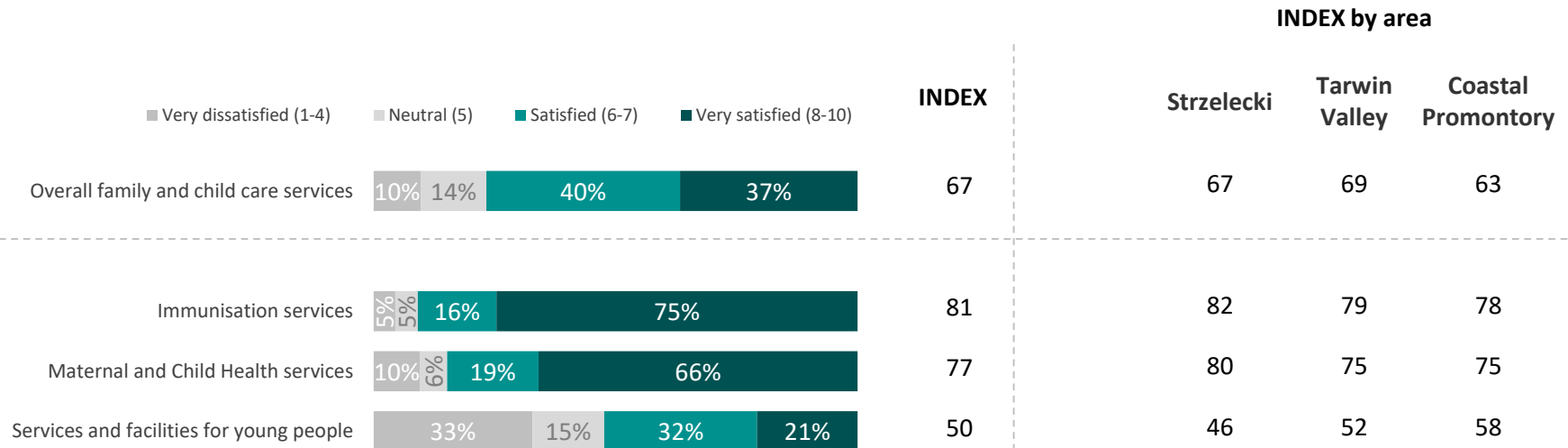
1. Sample: n=621
2. RS1. Still using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your overall satisfaction with each of the following...
3. RS2. Overall how satisfied are you with the Council's regulatory services?

Health and aged care services and children's services are both areas that are not included in the overall driver model and impact calculations

- In determining the drivers of overall satisfaction and the impact that each driver has on overall satisfaction, services and facilities that are unique to a specific sub-set of the population and have only been rated by that sub-set are excluded from the model calculations
- Due to the mathematical nature of the calculations involved and the use of regression in determining impact, variables that have a significantly lower sample base can have undue influence on the calculation of the impact weights
- This does not imply that these services and facilities have in any way less or no impact on a community members assessment of their overall perceptions of Councils performance
- As Health and Aged Care Services, and Children's Services apply to a specific sub-set of the population, and have only been answered by less than half of the sample base, these services have been excluded from the overall impact driver model calculations

In terms of Family and Child Care services, residents are satisfied with Immunisation, and Maternal and Child Health services but are less satisfied with the services and facilities for youth

Satisfaction: Family and Child Care Services

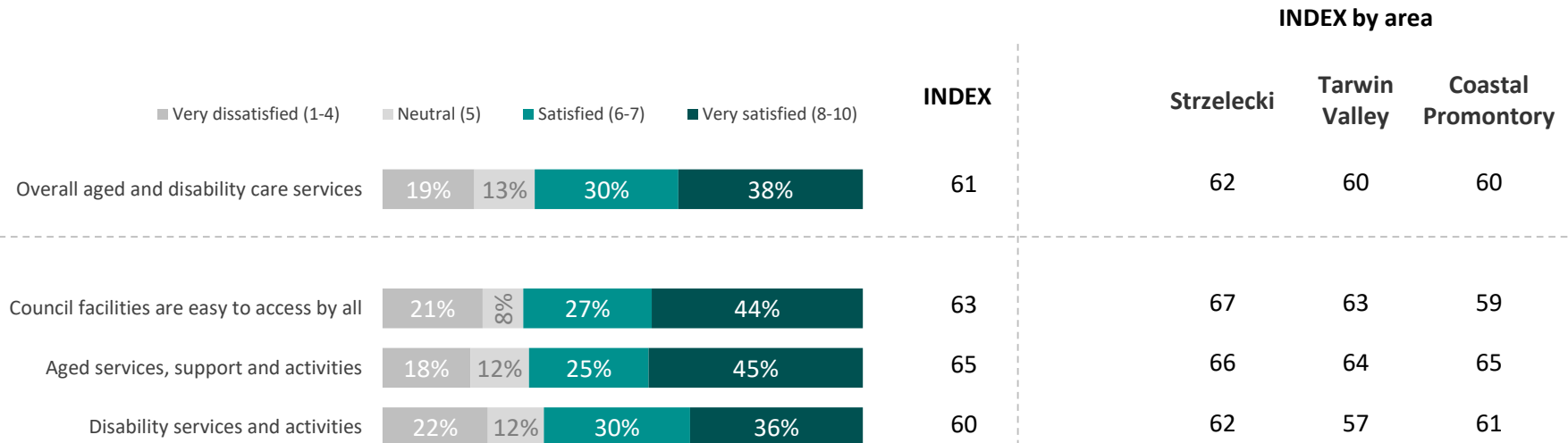


NOTES:

1. Sample: n=203
2. CC1. Still using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your overall satisfaction with each of the following...
3. CC2. Overall how satisfied are you with the Council's family and child care services?

Aged care and disability care services are being performed reasonably well, with two-thirds of residents satisfied overall

Satisfaction: Aged and disability care services



NOTES:

1. Sample: n=297
2. HE1. On a scale from 1 to 10 where 1 is 'very dissatisfied' and 10 is 'very satisfied', how satisfied are you with each of the following services that are provided by the Council?
3. HE2. How would you rate your satisfaction with the Council overall for its aged and disability care services?



Customer Service and Contact with Council



South Gippsland
Shire Council



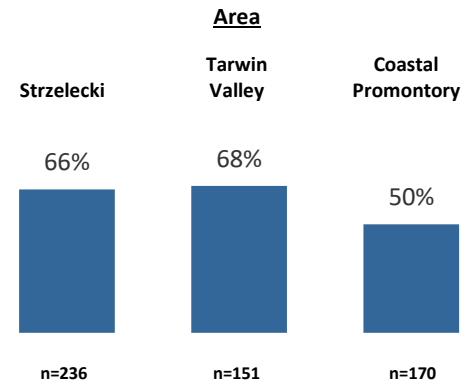
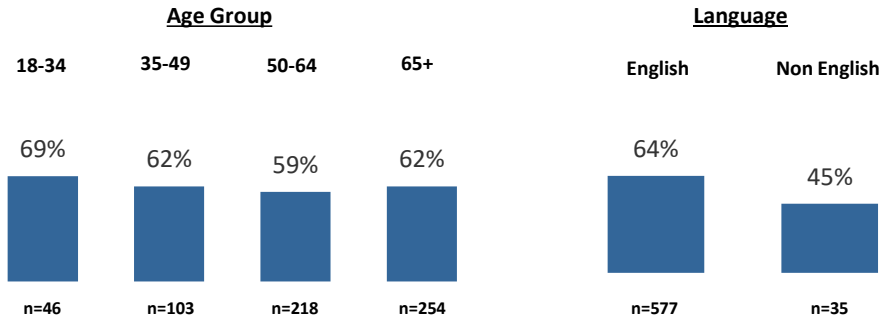
KEYRESEARCH
Unlocking Business Knowledge

Around two-thirds of residents have contacted Council in the past 12 months, with Coastal Promontory residents the least likely to have contacted Council

Contact with Council in the last 12 months



Proportion of residents in each group who have contacted Council

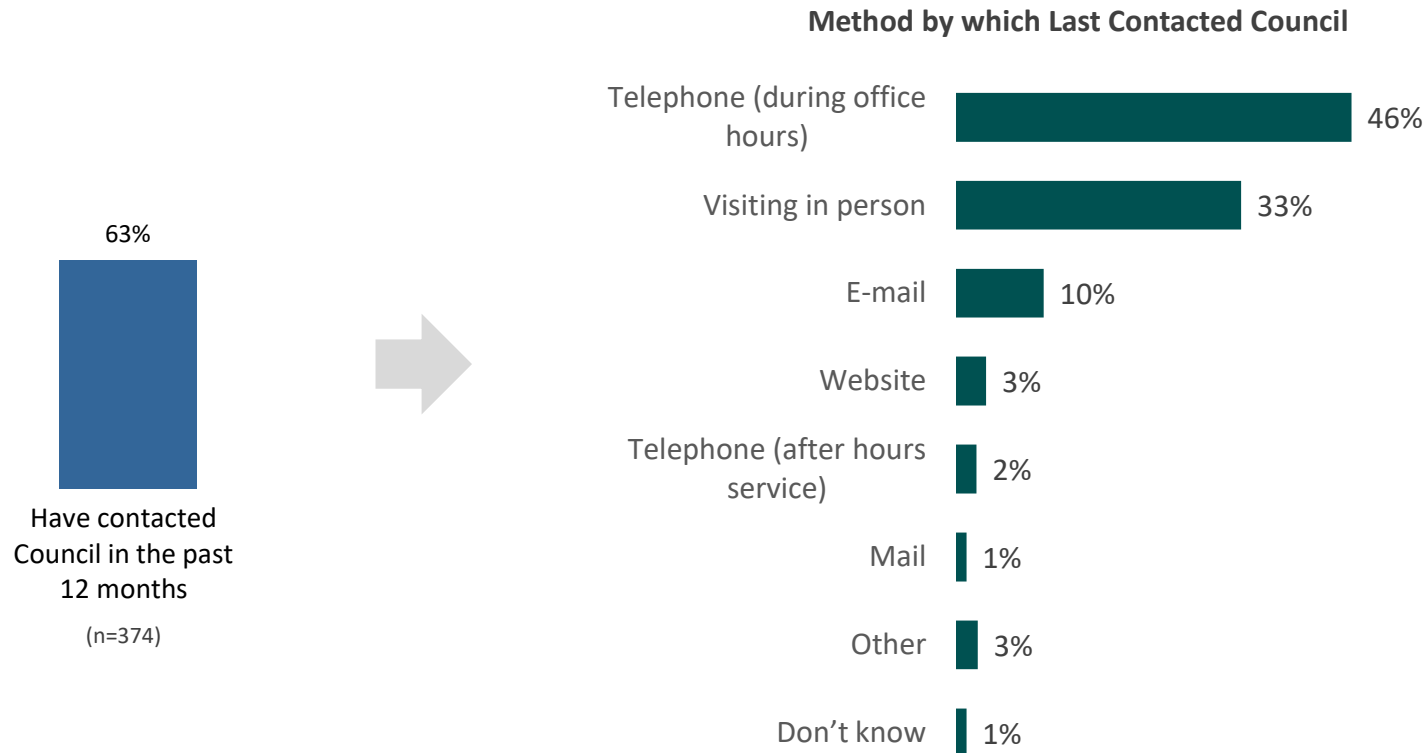


NOTES:

1. Sample: n=621
2. CS1. Have you or any member of your household contacted South Gippsland Shire Council in the last 12 months?

The most common way of contacting Council is via telephone (during work hours), followed by visiting Council in person

Contact with Council in the last 12 months

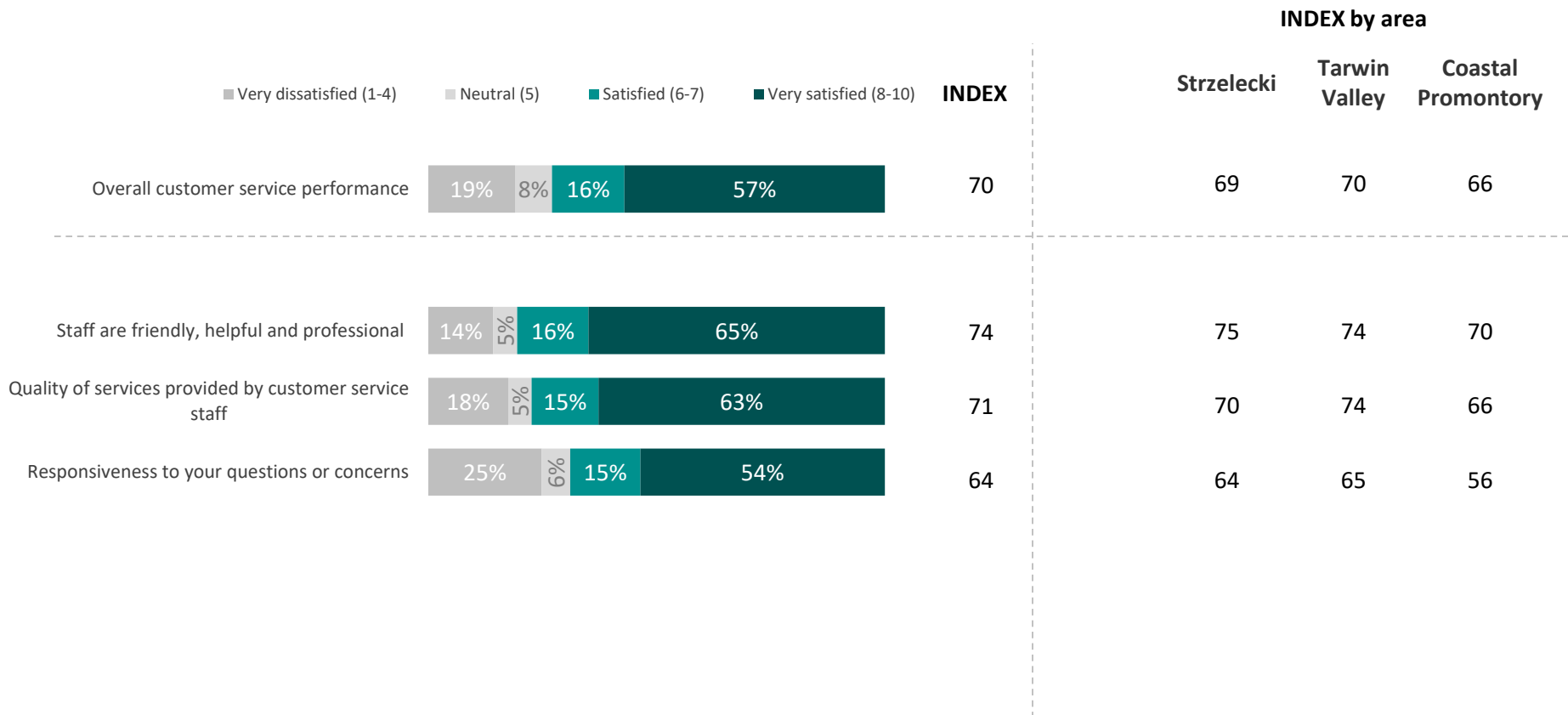


NOTES:

1. Sample: n=621
2. CS1. Have you or any member of your household contacted South Gippsland Shire Council in the last 12 months?
3. CS2. When you or a member of your household last contacted Council, was it by...?

Close to three quarters of residents who contacted Council were satisfied or very satisfied with the overall customer service

Satisfaction: Customer Service and Contact with Council

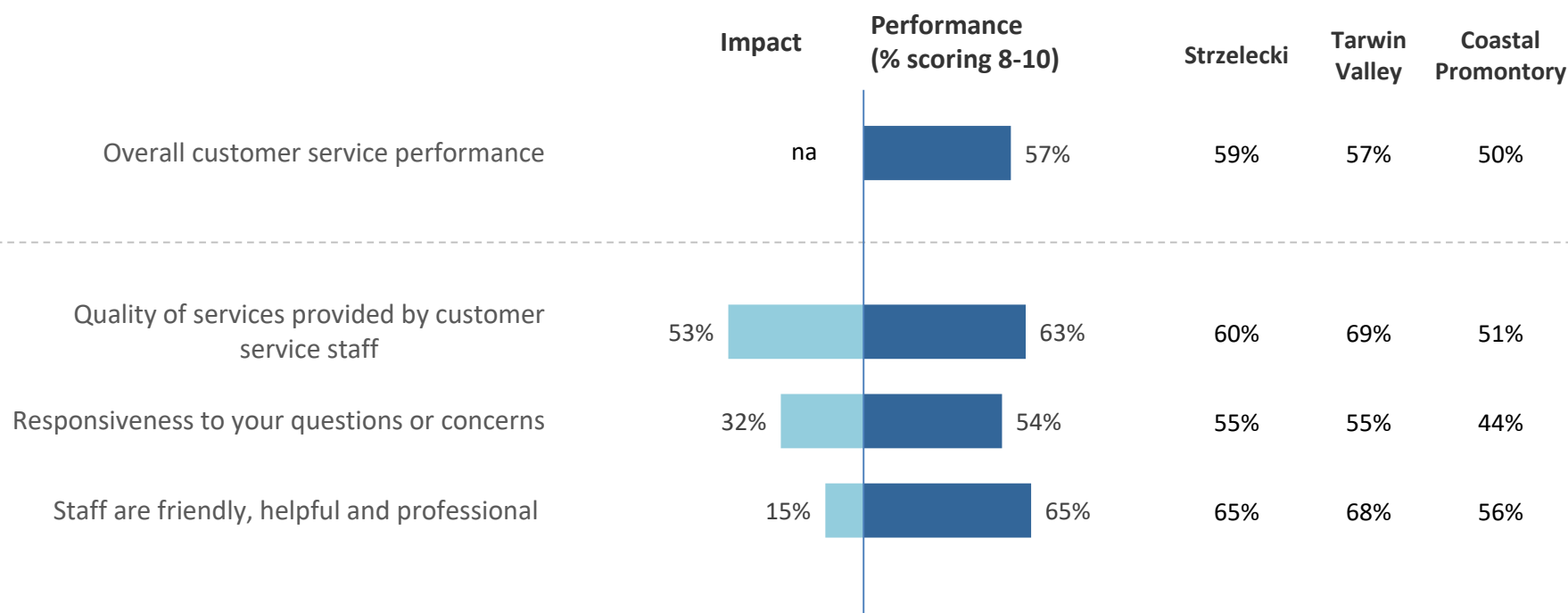


NOTES:

1. Sample: n=621
2. CS3. Thinking back to your customer service experience within the last 12 months, using the 10-point scale where 1 is 'very dissatisfied' and 10 is 'very satisfied', how would you rate your satisfaction with each of the following...?
3. CS4. Considering the above, using the same 10-point scale, how satisfied were you with Council's overall performance in customer service of the last 12 months?

The quality of services provided by staff is the biggest influencer of satisfaction with customer service, and while performance is reasonable, improvements would be valued by residents

Understanding Satisfaction with Customer Service



NOTES:

1. Sample: n=621
2. CS3. Thinking back to your customer service experience within the last 12 months, using the 10-point scale where 1 is 'very dissatisfied' and 10 is 'very satisfied', how would you rate your satisfaction with each of the following...?
3. CS4. Considering the above, using the same 10-point scale, how satisfied were you with Council's overall performance in customer service of the last 12 months?



Community Engagement



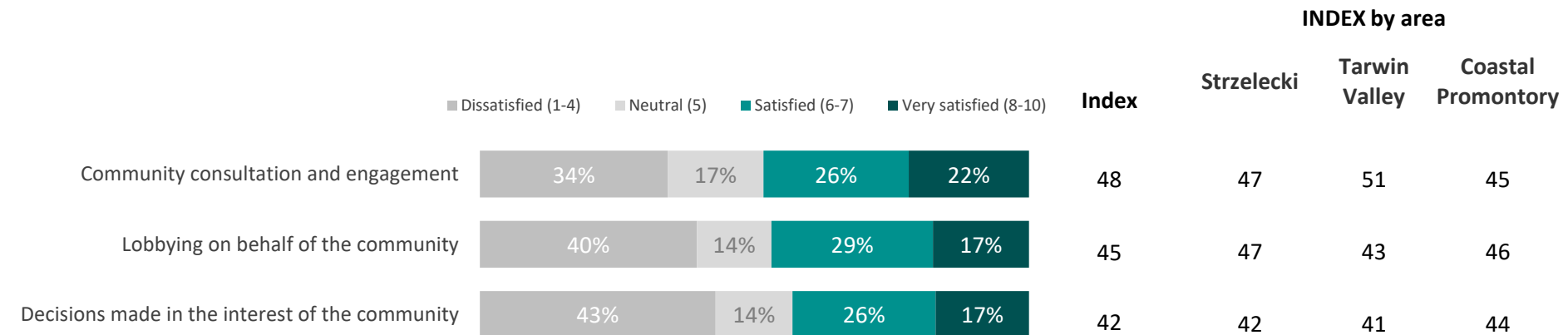
South Gippsland
Shire Council



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There are mixed reviews of Council’s community engagement, with half of, or slightly fewer, residents satisfied with the various elements and significant proportions of dissatisfied residents

Community engagement: Feedback provided



NOTES:

1. Sample: n=621
2. CE1. On the 10-point scale where 1 is 'very poor' and 10 is 'very good', please rate the following aspects of Council performance in relation to community engagement?



Looking Ahead



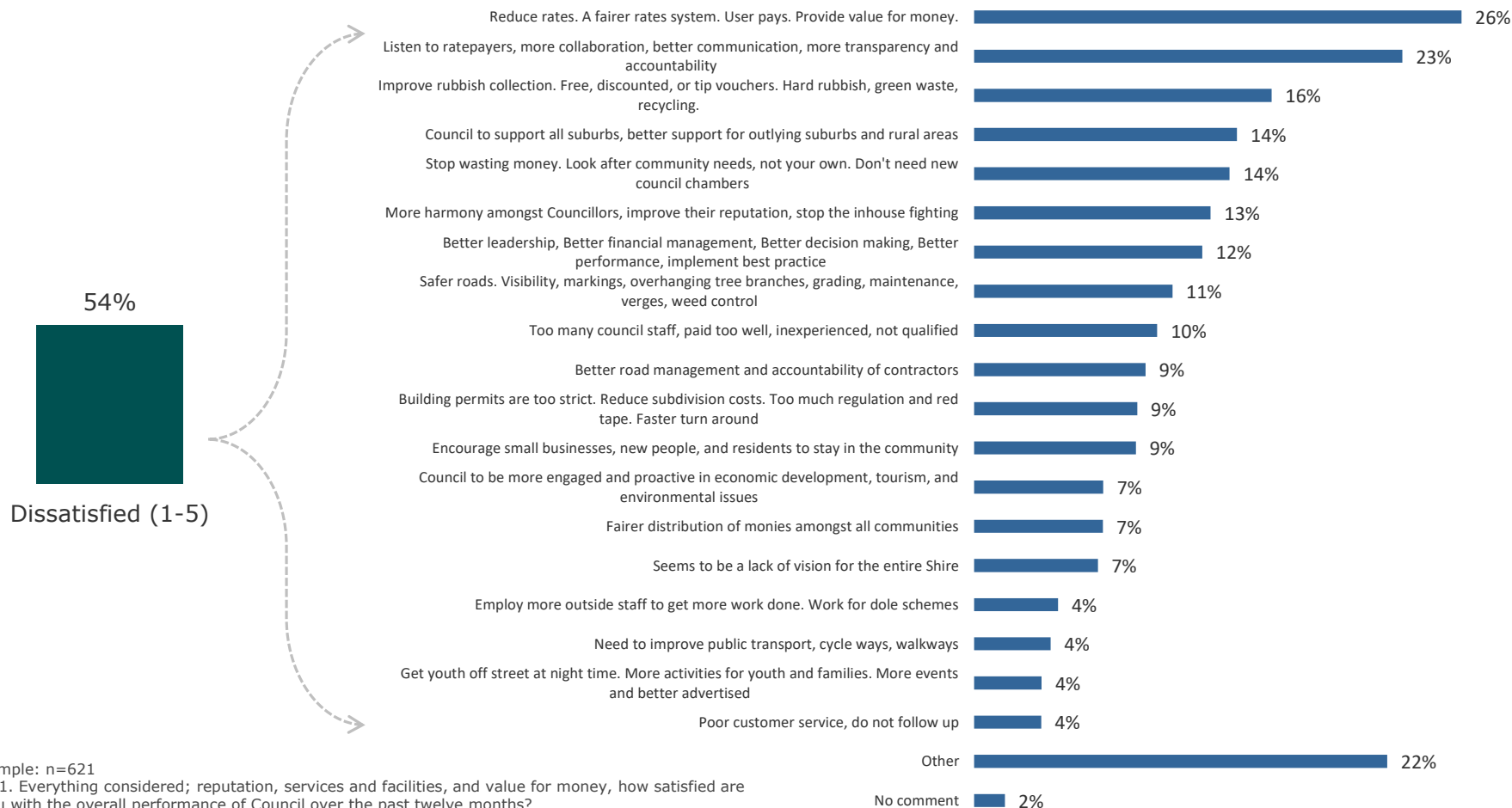
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Residents who were dissatisfied with overall performance of council had a range of suggestions for how to improve their scores, the most common theme being reducing rates

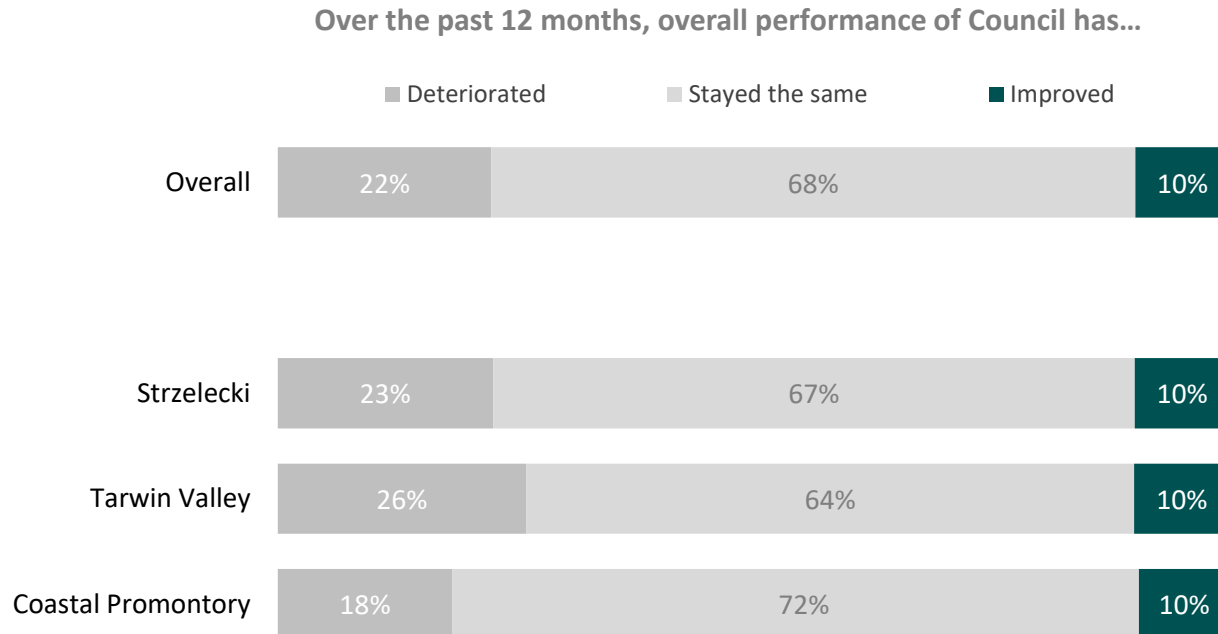
Changes required for a higher performance rating



- NOTES:
1. Sample: n=621
 2. OP1. Everything considered; reputation, services and facilities, and value for money, how satisfied are you with the overall performance of Council over the past twelve months?
 3. OP2. What would need to change to make you rate the Council's performance at a higher level?

Most residents think Council's performance has stayed the same over the past 12 months, although around one-fifth think it has deteriorated

Performance over the past twelve months

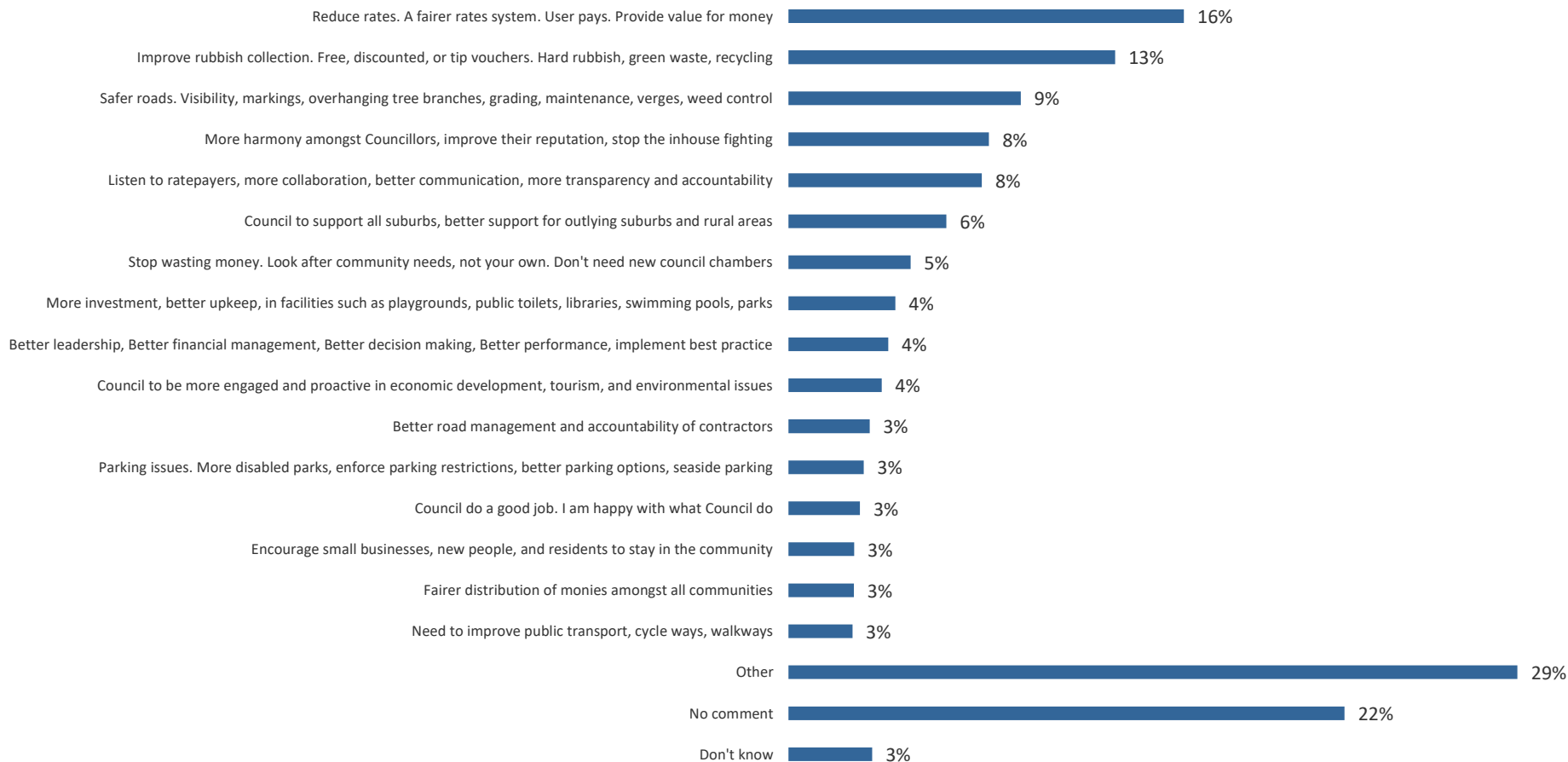


NOTES:

1. Sample: n=621
2. OP3. Over the past twelve months, do you think South Gippsland Shire Council's overall performance has...?

General feedback from all residents again highlighted their concerns regarding rates, as well as rubbish collection and recycling

Further Comments



NOTES:

1. Sample: n=621
2. GEN1. Do you have any further comments you would like to make?



Sample Profile



South Gippsland
Shire Council

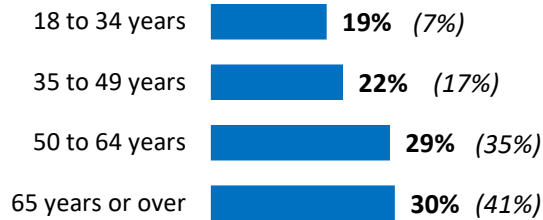


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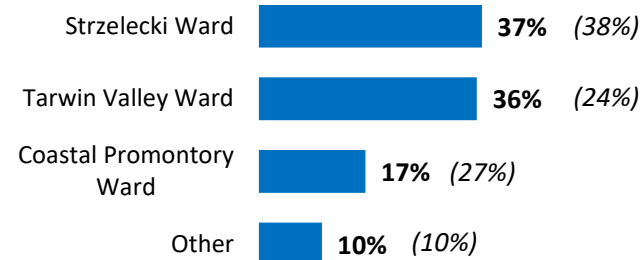
Sample profile

Demographics

Age



Area



Gender



Weighting

The sample structure target is set broadly in line with known population distributions and is weighted post survey so as to be exactly representative of the known population distributions according to the 2016 Census. This represents 'best practice' in research and means that inferences made about the population will then be reliable, within the confidence limits.

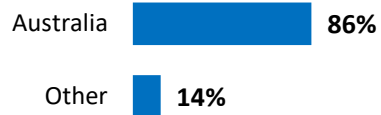
n=621
weighted
(unweighted)

The remaining respondents identified as 'other' gender.

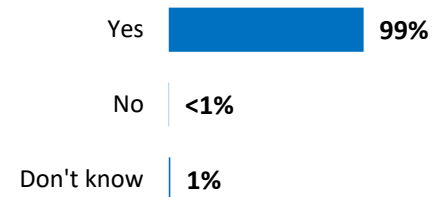
Sample profile

Demographics

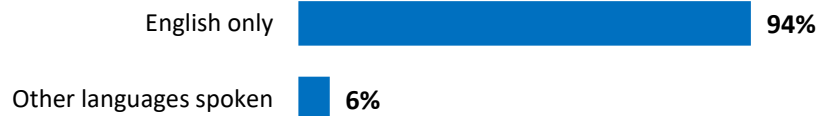
Country of Birth



Member of household pays rates in South Gippsland Shire



Home Languages





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