South Gippsland Shire Council
Annual Residents Satisfaction Survey 2019

South Gippsland
Shire Council

KEYRESEARCH
Unlocking Business Knowledge

Table of Contents

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 sent to 4,000 ratepayers, with response of n=813 residents across the South Gippsland shire opting to provide feedback (a response rate of 20%).
- 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 ± 3.3%.
- Interviewing took place in two waves; between 8 October and 7 November 2018 and 29 March and 8 May 2019.
- The 2019 survey was similar to the new questionnaire that was designed in 2018 to provide for a wider review of residents' perceptions of Council including reputation and value for money. The structure was 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 (± 1%) totals.

Executive Summary

1 Residents of South Gippsland Shire are dissatisfied with Council's performance, with an index score of 33 out of 100. Only 7% say they are very satisfied (% scoring 8 to 10) while more than half (54%) are 'very dissatisfied' with council (% scoring 1 to 4). More than half of residents (52%) feel that Council performance 'deteriorated' in the past 12 months and nearly six in ten (59%) rate the overall direction of Council 'poor' (% scoring 1 to 4). Residents indicate that a reduction in rates (24%), more harmony amongst Councillors (21%), better leadership (20%) and dismissal/review/replacement of Council (20%) is called for to improve evaluation.

2 The South Gippsland Shire Council has a poor reputation profile with over eight in ten residents classified as *'Sceptics'* - not recognising the value offered and doubting/mistrusting Council. This profile is relatively consistent across areas and ages of residents, with nearly all residents aged 18 to 34 years (96%) classified as *'Sceptics'.*

3 Residents rate the *Image and reputation* of Council poorly and as this has a high impact on overall perceptions demonstrating quality of *Leadership*, *Financial management* and being trustworthy has potential to improve overall perceptions. Similarly, *Value for money* is rated poorly. The aspect with greatest influence on perceptions of value, *Rates being fair and reasonable,* perform poorly presenting an opportunity to improve ratings.

4 Satisfaction with most *Services and facilities* remain consistent year-on-year, with *Regulatory services* being the exception. *Building control* has the greatest impact on perceptions of *Regulatory services,* and as performance is comparatively low, there is an opportunity to improve evaluation through improving *Building control* performance.

5 Two-thirds (66%) of residents have contacted Council in the last 12 months, with more than half (56%) doing so via *Telephone (during office hours).* The *Quality of services provided by customer service staff* has the greatest impact on satisfaction with customer service and with comparatively high performance the strategy is to maintain performance.

Key Findings

Index scores

Overall performance

33

Reputation

27

Services and facilities

49

Value for money

37
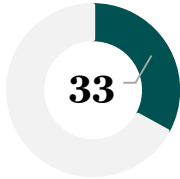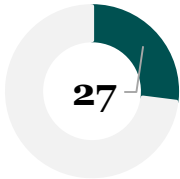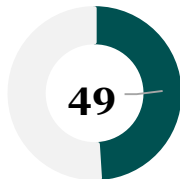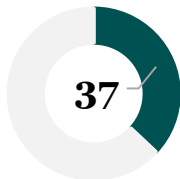
Top 5 Best Performing Areas
(% very satisfied – scoring 8 to 10)

68%	67%	64%	63%	60%
Weekly rubbish collection	Recycling collection	Library	Playgrounds	Green waste collection
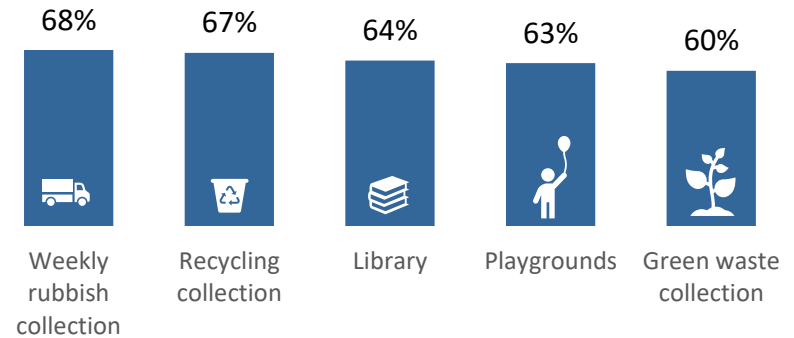
Key Opportunities for Improvement

Faith and trust in Council

Leadership

Financial management

Regulatory services

▲ *Significantly higher*
▼ *Significantly lower*

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 in the results can be attributed directly to the change in scale when reporting index scores.

Overall Satisfaction

Index scores decline across all key measures year-on-year. Less than a third of residents (31%) are satisfied with Council's performance, giving a rating of six or more out of ten

Satisfaction: Overall level drivers

INDEX by area

Legend: ■ Very dissatisfied (1-4) ■ Neutral (5) ■ Satisfied (6-7) ■ Very satisfied (8-10)

	Very dissatisfied (1-4)	Neutral (5)	Satisfied (6-7)	Very satisfied (8-10)	2019 INDEX	2018 INDEX	Diff.*	Strzelecki	Tarwin Valley	Coastal Promontory
Overall satisfaction with Council's performance	54%	16%	24%	7%	33	46	-13	30	34	37
Overall services and facilities	32%	18%	33%	16%	49	54	-5	45	52	52
Overall value for money	54%	11%	22%	13%	37	41	-4	36	38	36
Overall reputation	65%	13%	16%	6%	27	42	-15	26	27	33

(31% bracket spans Satisfied (6-7) 24% and Very satisfied (8-10) 7% for Overall satisfaction with Council's performance)

NOTES:
1. Sample: 2018 n=621, 2019 n=813, Strzelecki n=274, Tarwin Valley n=267, Coastal Promontory n=272
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. 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?
6. *Difference 2019 Index – 2018 Index

Category	Index Value
Very satisfied	80 – 100
Satisfied	60 – 79
Neutral	40 – 59
Dissatisfied	0 – 39

Index scores decline for all Reputation measures year-on-year. Council received relatively low scores for reputation, with residents least satisfied with Council's *Leadership, Financial management* and having little *Trust and faith* in Council

Satisfaction: Reputation

INDEX by area

	Very dissatisfied (1-4)	Neutral (5)	Satisfied (6-7)	Very satisfied (8-10)	2019 INDEX	2018 INDEX	Diff.*	Strzelecki	Tarwin Valley	Coastal Promontory
Overall reputation	65%	13%	16%	6%	27	42	-15	26	27	33
Services and facilities	32%	18%	33%	16%	49	54	-5	45	52	52
Leadership	67%	13%	13%	6%	27	42	-15	25	26	33
Trust and faith	67%	14%	12%	6%	26	40	-14	24	25	30
Financial management	65%	16%	13%	5%	26	37	-11	23	27	31

NOTES:
1. Sample: 2018 n=621, 2019 n=813, Strzelecki n=274, Tarwin Valley n=267, Coastal Promontory n=272
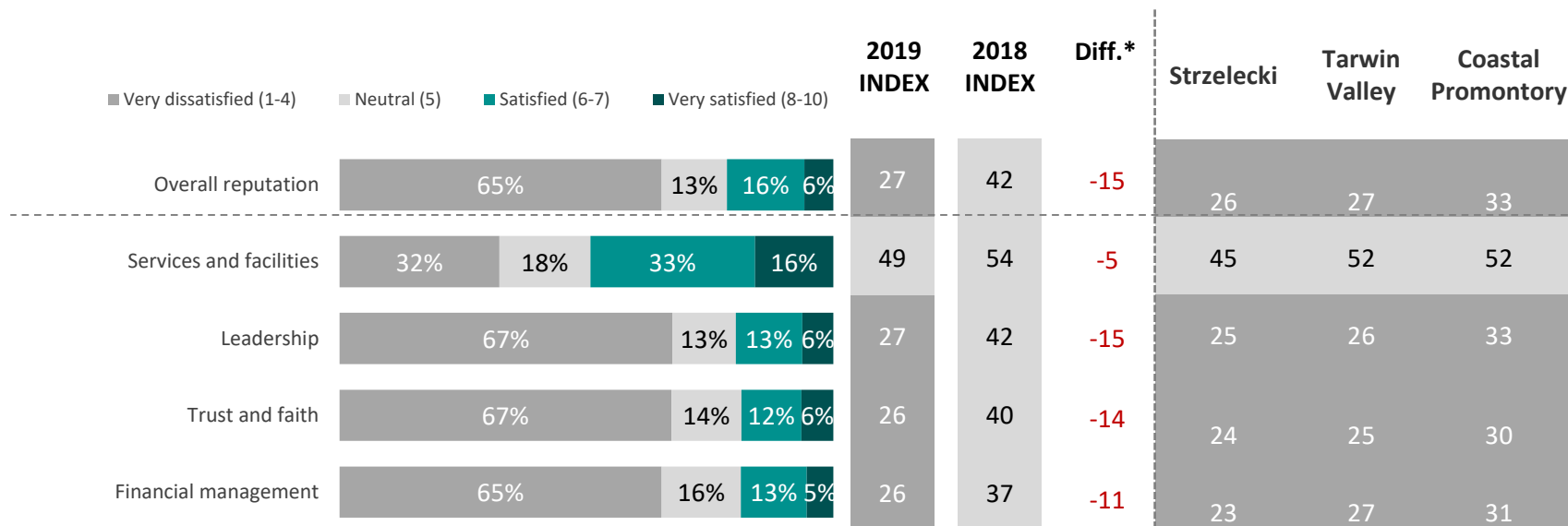2. REP1. Being committed to creating a great shire, how it promotes economic development, being in touch with the community and setting clear direction – how would you rate Council for its leadership?
3. REP2. Next I'd like you to think about how open and transparent Council is, how Council can be relied on to act honestly and fairly, and their ability to work in the best interest of the shire. Overall how would you rate Council in terms of the faith and trust you have in them?
4. REP3. Now thinking about Council's financial management – how appropriately it invests in the shire, how wisely it spends and avoids waste and its transparency around spending. How would you rate Council overall for its financial management?
5. OVLSV. 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?
7. *Difference 2019 Index – 2018 Index

Category	Index Value
Very satisfied	80 – 100
Satisfied	60 – 79
Neutral	40 – 59
Dissatisfied	0 – 39

South Gippsland Shire Council

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Residents are 'very satisfied' with *Parks and reserves* (55%), *Waste services* (48%) and *Facilities and events* (32%). *Roads, footpaths and trails* and *Regulatory services* are cause for dissatisfaction within the shire

Satisfaction: Services and facilities

Legend:
- ■ Very dissatisfied (1-4)
- ■ Neutral (5)
- ■ Satisfied (6-7)
- ■ Very satisfied (8-10)

	Very dissatisfied (1-4)	Neutral (5)	Satisfied (6-7)	Very satisfied (8-10)	2019 INDEX	2018 INDEX	Diff.*	Strzelecki	Tarwin Valley	Coastal Promontory
Overall services and facilities	32%	18%	33%	16%	49	54	-5	45	52	52
Parks and reserves	7%	8%	30%	55%	73	71	2	72	76	71
Facilities and events	15%	14%	39%	32%	63	64	-1	61	64	64
Waste services	21%	13%	18%	48%	65	65	no change	66	67	60
Regulatory services	39%	19%	27%	15%	45	53	-8	41	47	48
Roads, footpaths and trails	40%	18%	27%	15%	45	47	-2	43	46	47

INDEX by area

NOTES:
1. Sample: 2018 n=621, 2019 n=813, Strzelecki n=274, Tarwin Valley n=267, Coastal Promontory n=272
2. RF3. Overall how satisfied are you with Council's roads, footpaths and trails?
3. WW3. Overall how satisfied are you with Council's waste services?
4. PR3. Overall how satisfied are you with the provision and maintenance of Council's parks and reserves?
5. FE3. Overall how satisfied are you with the Council's facilities and events?
6. OVLSV. Overall, how satisfied are you with the services and facilities that Council provides?
7. RS3. Overall how satisfied are you with Council's regulatory services?
8. *Difference 2019 Index – 2018 Index

Category	Index Value
Very satisfied	80 – 100
Satisfied	60 – 79
Neutral	40 – 59
Dissatisfied	0 – 39

Just over half of residents (54%) are 'very dissatisfied' with the *Value for money* they receive from Council, with rates and fees for other services generally not being seen as fair or reasonable

Satisfaction: Value for money

INDEX by area

Legend: ■ Very dissatisfied (1-4) ■ Neutral (5) ■ Satisfied (6-7) ■ Very satisfied (8-10)

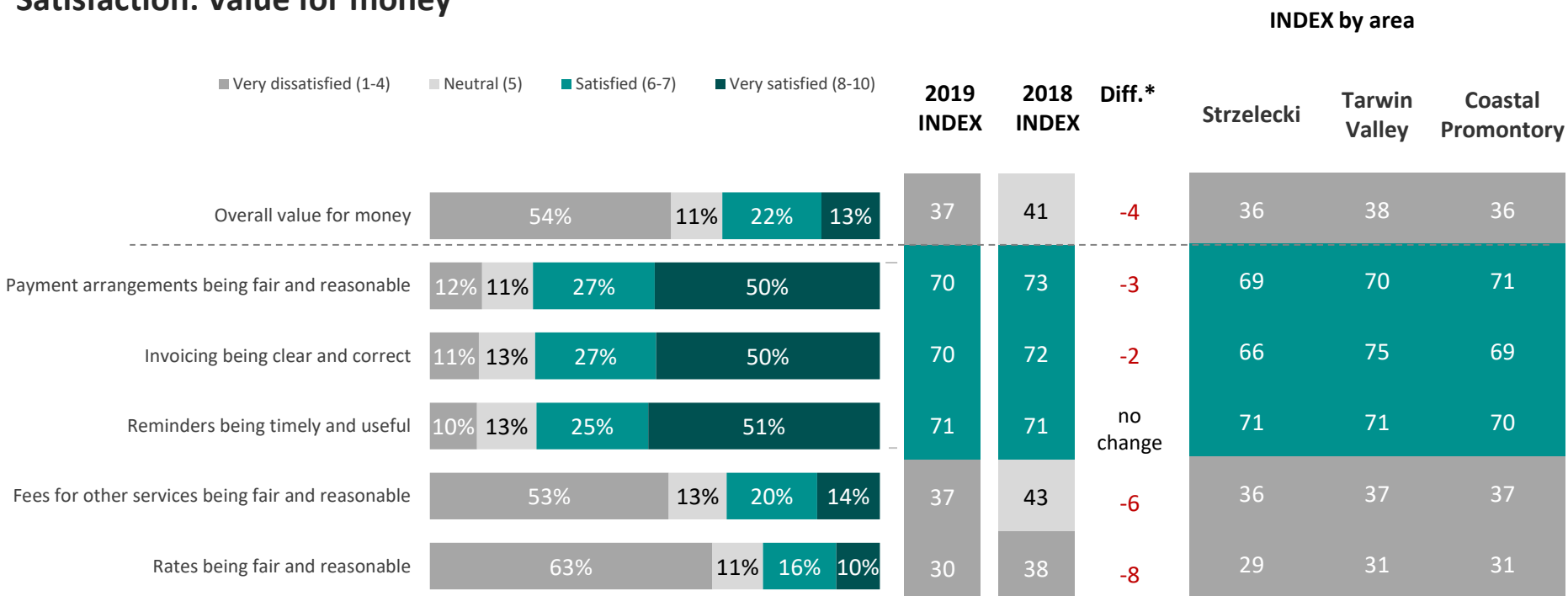|	Distribution	2019 INDEX	2018 INDEX	Diff.*	Strzelecki	Tarwin Valley	Coastal Promontory
Overall value for money	54% / 11% / 22% / 13%	37	41	-4	36	38	36
Payment arrangements being fair and reasonable	12% / 11% / 27% / 50%	70	73	-3	69	70	71
Invoicing being clear and correct	11% / 13% / 27% / 50%	70	72	-2	66	75	69
Reminders being timely and useful	10% / 13% / 25% / 51%	71	71	no change	71	71	70
Fees for other services being fair and reasonable	53% / 13% / 20% / 14%	37	43	-6	36	37	37
Rates being fair and reasonable	63% / 11% / 16% / 10%	30	38	-8	29	31	31

NOTES:
1. Sample: 2018 n=621, 2019 n=813, Strzelecki n=274, Tarwin Valley n=267, Coastal Promontory n=272
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?
4. *Difference 2019 Index – 2018 Index

Category	Index Value
Very satisfied	80 – 100
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Neutral	40 – 59
Dissatisfied	0 – 39

Drivers of Overall Satisfaction

The framework below determines how the various reputation, service and value elements impact residents overall evaluation of Council

Overview

The model determines the relationships that exist between a set of independent variables and a dependent variable for which we want to predict the outcome.

Top level attribute to measure	**Rationale**
Reputation	How competent the Council is perceived to be and the extent that residents have developed an affinity with Council form the major components of its reputation
Overall services and facilities	Perceptions are also influenced by how well residents believe its council is delivering core services such as roads, waste services and other city infrastructure
Value for money	Residents develop perceptions of value based on what they receive by way of services and what they pay for these via their rates and user based fees

Overall performance

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

Illustrative

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

Level of impact
Measures the impact that each driver has on overall satisfaction. The measure is derived through statistical modelling based on regression (looking at the influence one or more independent variables has on a dependant variable)

Impact Index* Performance (%8-10)

P % Image and reputation x S %

Overall performance x S %

P % Overall services and facilities x S %

P % Value for money x S %

P % Roads, footpaths and trails x S %

P % Waste services x S %

P % Parks and reserves x S %

P % Facilities and events x S %

P % Regulatory services x S %

* **Index Value**
Score calculated and represented on a scale from 0 to 100 calculated according to LGPRF framework

Performance
Scale of 1=Dissatisfied to 10=Satisfied. Results are reported as the percentage very satisfied; % scoring 8-10
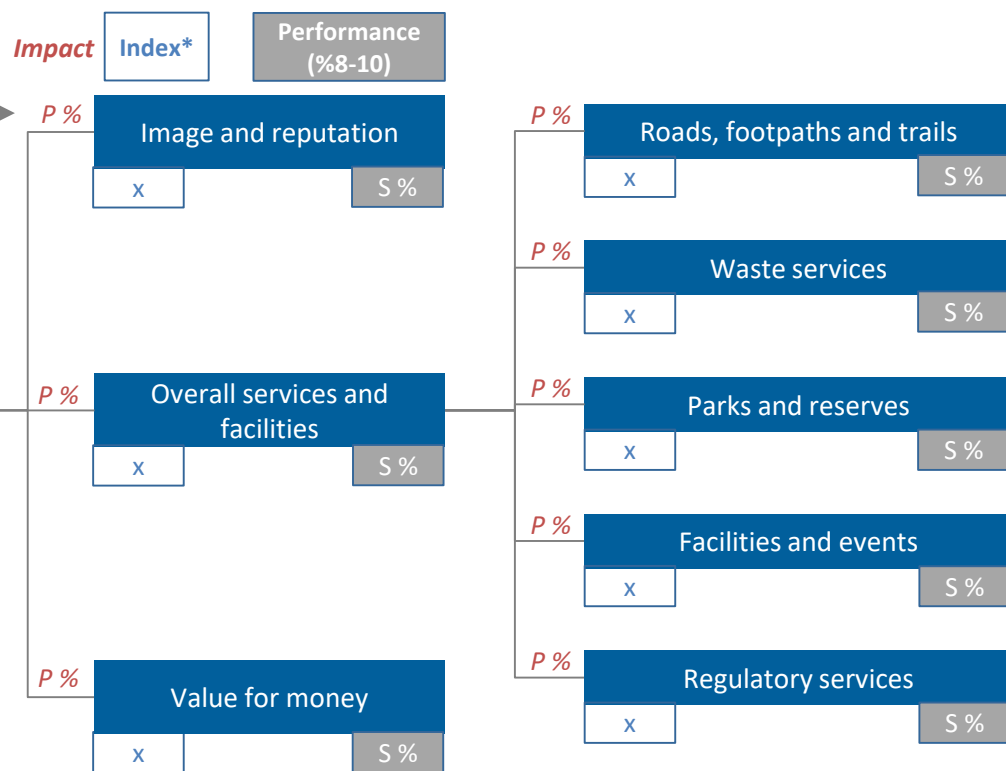
The overall performance evaluation is most strongly influenced by *Image and reputation*, more so than by the *Various services and facilities* provided, as well as by *Value for money*

Driver analysis: Overall level drivers

Level of impact
Measures the impact that each driver has on overall satisfaction. The measure is derived through statistical modelling based on regression (looking at the influence one or more independent variables has on a dependant variable)

Impact   **Index***   **Performance (%8-10)**

63%   **Image and reputation**   27   6%

Overall performance   33   7%

26%   **Overall services and facilities**   49   16%

20%   **Roads, footpaths and trails**   45   15%

16%   **Waste services**   65   48%

9%   **Parks and reserves**   73   55%

14%   **Facilities and events**   63   32%

41%   **Regulatory services**   45   15%

11%   **Value for money**   37   13%

* Index Value
Score calculated and represented on a scale from 0 to 100 calculated according to LGPRF framework

NOTES:
1. Sample: n=813
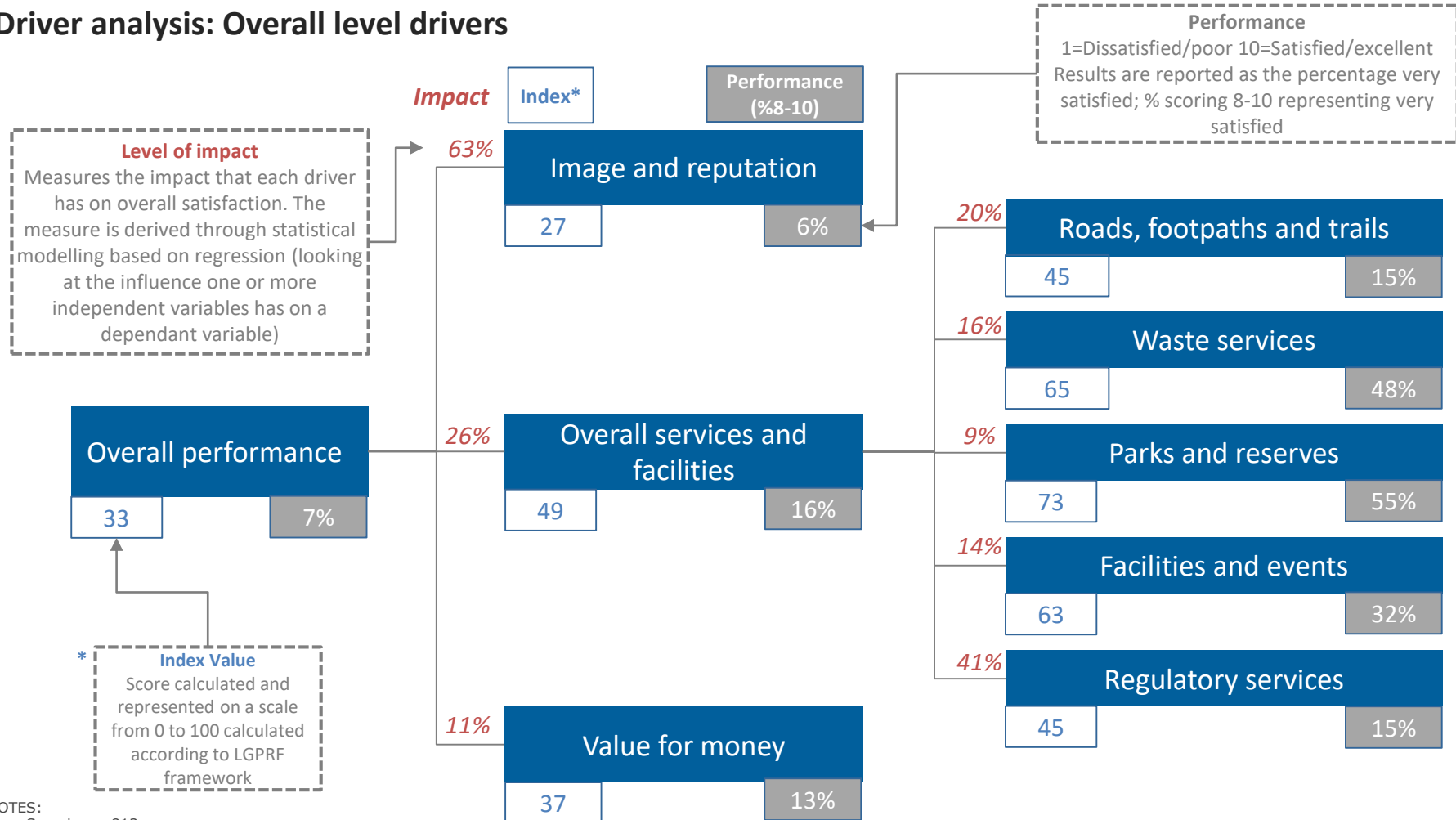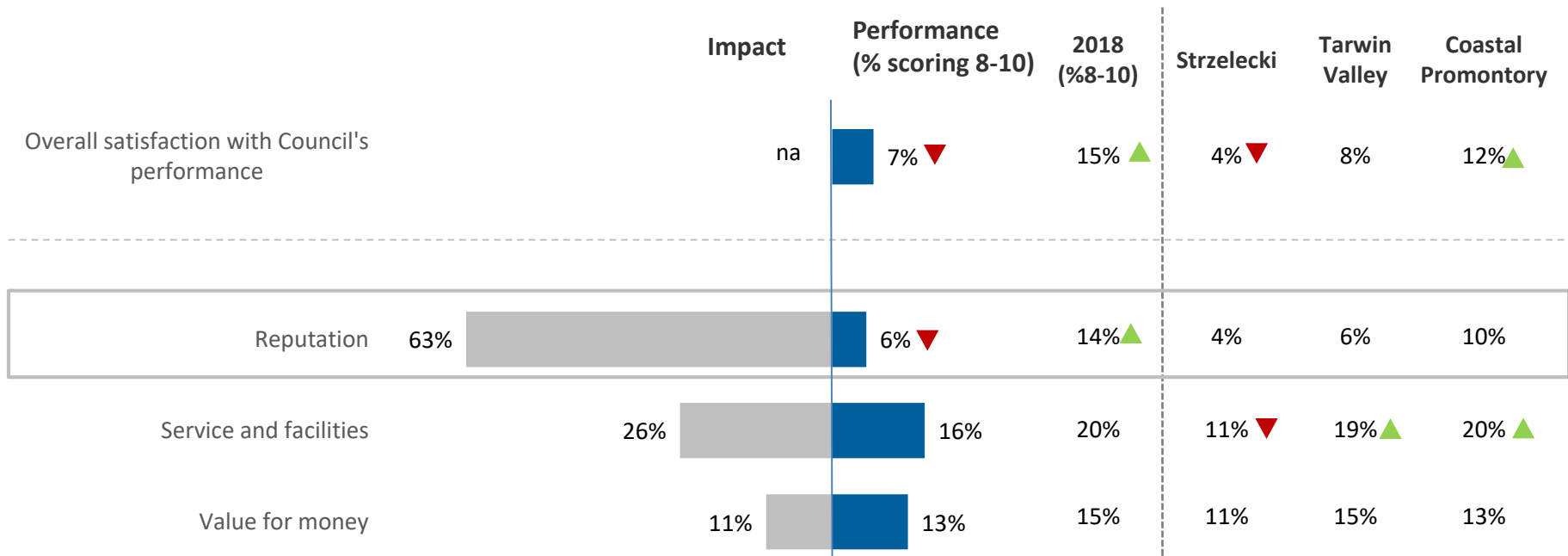2. Excludes 'Don't know' responses

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

Driver analysis: Overall level drivers

	Impact	Performance (% scoring 8-10)	2018 (%8-10)	Strzelecki	Tarwin Valley	Coastal Promontory
Overall satisfaction with Council's performance	na	7% ▼	15% ▲	4% ▼	8%	12% ▲
Reputation	63%	6% ▼	14% ▲	4%	6%	10%
Service and facilities	26%	16%	20%	11% ▼	19% ▲	20% ▲
Value for money	11%	13%	15%	11%	15%	13%

NOTES:
1. Sample: 2018 n=621, 2019 n=813, Strzelecki n=274, Tarwin Valley n=267, Coastal Promontory n=272
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. 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?

▲ *Significantly higher*
▼ *Significantly lower*

To improve perceptions of reputation, there is a need for Council to restore residents' *Faith and trust*, and address concerns regarding *Financial management*

Driver analysis: Reputation

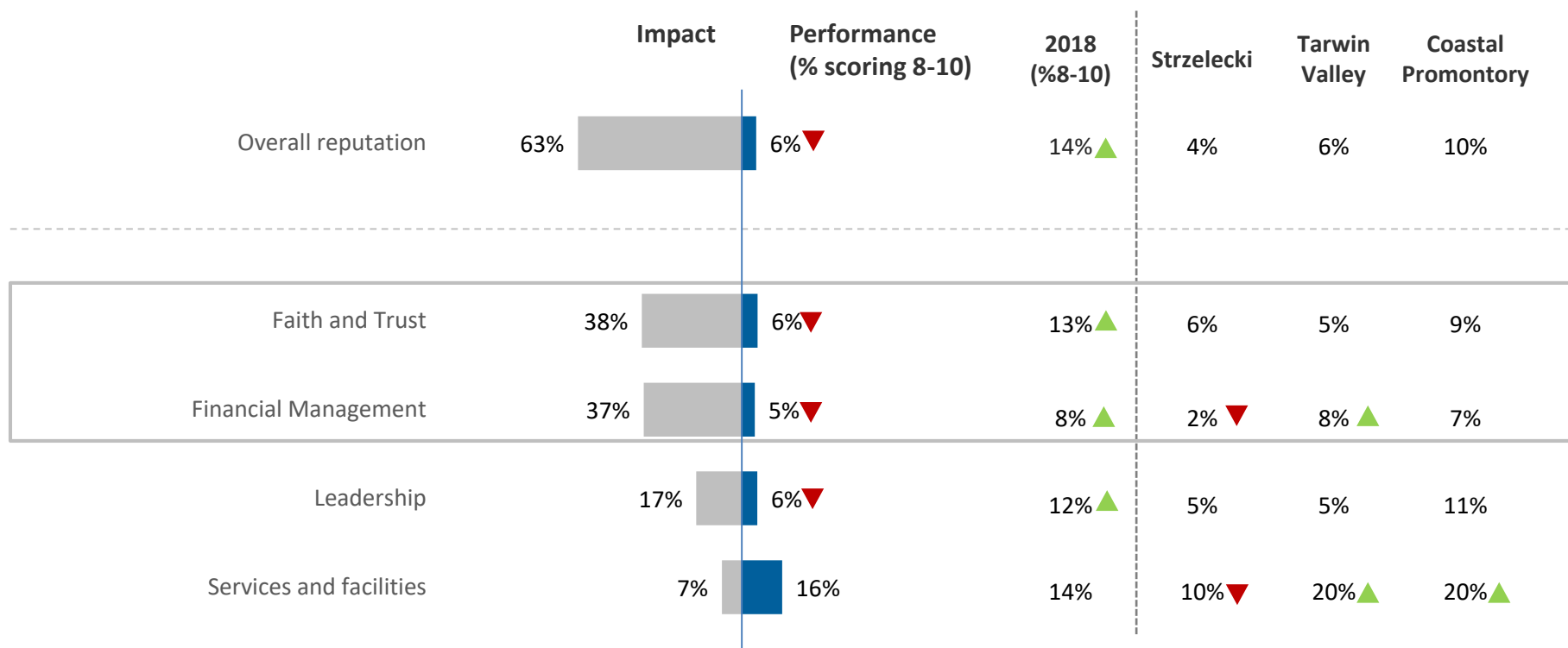|	Impact	Performance (% scoring 8-10)	2018 (%8-10)	Strzelecki	Tarwin Valley	Coastal Promontory
Overall reputation	63%	6% ▼	14% ▲	4%	6%	10%
Faith and Trust	38%	6% ▼	13% ▲	6%	5%	9%
Financial Management	37%	5% ▼	8% ▲	2% ▼	8% ▲	7%
Leadership	17%	6% ▼	12% ▲	5%	5%	11%
Services and facilities	7%	16%	14%	10% ▼	20% ▲	20% ▲

▲ *Significantly higher*
▼ *Significantly lower*

NOTES:
1. Sample: 2018 n=621, 2019 n=813, Strzelecki n=274, Tarwin Valley n=267, Coastal Promontory n=272
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. 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 fair and reasonable*, given the high level of impact and comparatively poor performance

Driver analysis: Value for money

	Impact	Performance (% scoring 8-10)	2018 (%8-10)	Strzelecki	Tarwin Valley	Coastal Promontory
Overall value for money	11%	13%	15%	11%	15%	13%
Rates being fair and reasonable	57%	10% ▼	15% ▲	9%	12%	8%
Fees for other services being fair and reasonable	32%	14%	17%	11%	17%	13%
Payment arrangements being fair and reasonable	9%	50% ▼	58% ▲	47%	50%	55%
Invoicing clear and correct	1%	50% ▼	56% ▲	44% ▼	55% ▲	51%
Reminders being timely and useful	nci	51% ▼	57% ▲	50%	51%	55%

NOTES:
1. Sample: 2018 n=597 ratepayers, 2019 n=704 ratepayers, Strzelecki n=240, Tarwin Valley n= 235, Coastal Promontory n=229, excluding don't know response
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?
4. nci = no current impact

▲ *Significantly higher*
▼ *Significantly lower*

As *Regulatory services* are strongly influencing perceptions of services and facilities, and satisfaction here is rated relatively low, this is identified as an opportunity to improve evaluation of *Overall services and facilities*

Driver analysis: Services and facilities

	Impact	Performance (% scoring 8-10)	2018 (%8-10)	Strzelecki	Tarwin Valley	Coastal Promontory
Overall services and facilities	26%	16%	20%	11% ▼	19% ▲	20% ▲
Regulatory services	41%	15% ▼	22% ▲	13%	16%	17%
Roads, footpaths and trails	20%	15%	16%	10% ▼	15%	21% ▲
Waste services	16%	48%	53%	49%	51%	42%
Facilities and events	14%	32%	36%	28% ▼	33%	40% ▲
Parks and reserves	9%	55%	57%	51% ▼	60% ▲	53%

▲ *Significantly higher*
▼ *Significantly lower*

Building control has the greatest impact on the overall regulatory services score, yet has a low level of performance, therefore offering the greatest opportunity to improve perceptions of *Overall regulatory services*

Driver analysis: Regulatory Services

	Impact	Performance (% scoring 8-10)	2018 (%8-10)	Strzelecki	Tarwin Valley	Coastal Promontory
Overall regulatory services	41%	15% ▼	22% ▲	13%	16%	17%
Building control	32%	12%	14%	9% ▼	13%	19% ▲
Town planning	23%	11%	11%	8% ▼	10%	19% ▲
Emergency and disaster management	23%	37% ▼	50% ▲	36%	38%	39%
Animal management	17%	31% ▼	38% ▲	30%	34%	29%
Public health	6%	35% ▼	45% ▲	32%	39%	34%
Enforcement of local laws	nci	24% ▼	29% ▲	21%	24%	30%

▲ *Significantly higher*
▼ *Significantly lower*

In terms of *Roads, footpaths and trials*, residents would most value improvements to the *Condition of local gravel roads*, followed by the *Maintenance of footpaths, Condition of local sealed roads* and *Rural roadside drainage*

Driver analysis: Roads and Footpaths

	Impact	Performance (% scoring 8-10)	2018 (%8-10)	Strzelecki	Tarwin Valley	Coastal Promontory
Overall roads, footpaths and trails	20%	15%	16%	10% ▼	15%	21% ▲
Condition of local gravel roads	21%	11%	9%	6% ▼	13% ▲	15% ▲
Maintenance of footpaths	18%	31%	30%	29%	33%	30%
Condition of local sealed roads	17%	19%	19%	15%	21%	24%
Rural roadside drainage	16%	18%	na	16%	21%	18%
Provision of dedicated cycle ways and trails	10%	31%	32%	25% ▼	35% ▲	33%
Availability of car parks	10%	26% ▼	35%	24% ▼	23% ▼	36% ▲
Condition of VicRoads highways and main roads	7%	11%	11% ▼	8%	13%	14%
Street lighting	nci	41%	38%	44%	38%	40%

▲ *Significantly higher*
▼ *Significantly lower*

Green waste collection has the largest impact on evaluation of *Overall waste services* and with high performance relative to other areas the strategy is one of maintaining performance

Driver analysis: Waste Services

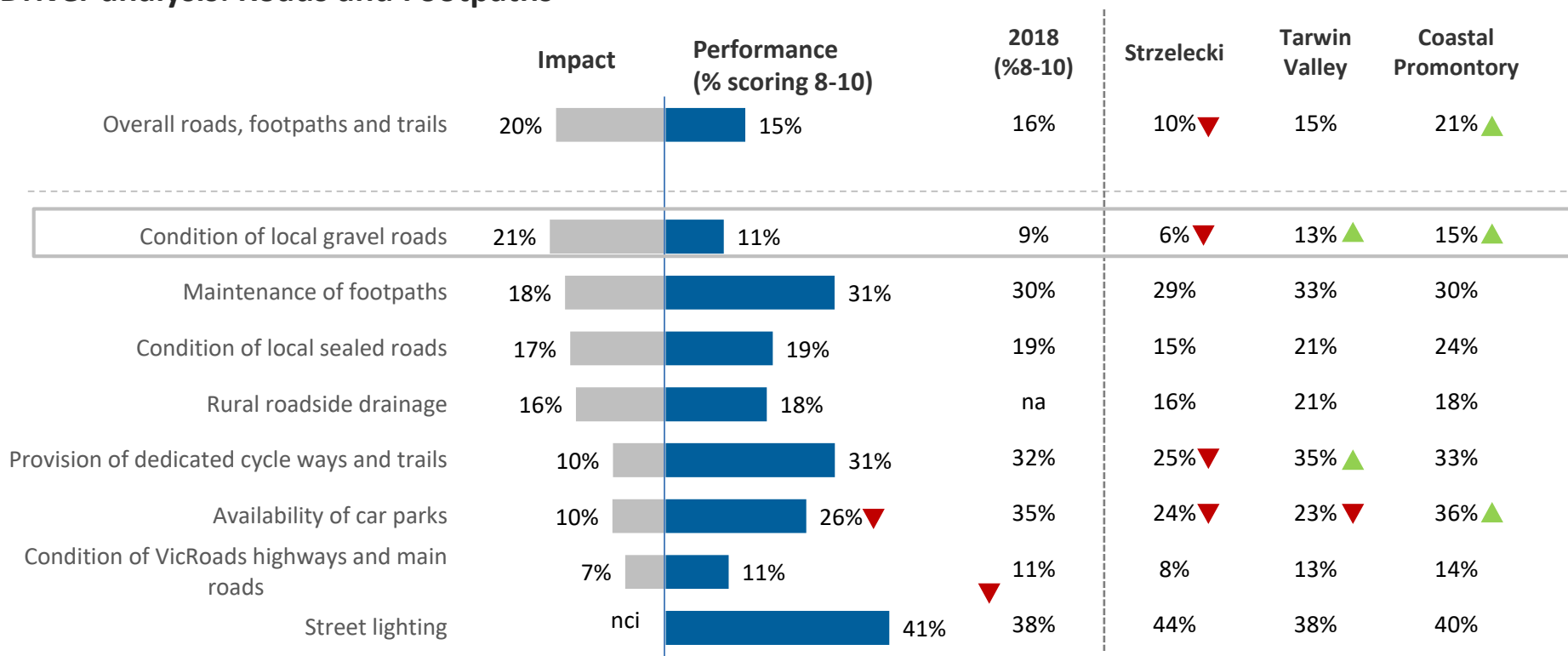|	Impact	Performance (% scoring 8-10)	2018 (%8-10)	Strzelecki	Tarwin Valley	Coastal Promontory
Overall waste services	16%	48%	53%	49%	51%	42%
Green waste collection	34%	60%	63%	63%	62%	53%
Recycling collection	23%	67%	68%	69%	70%	59%
Weekly household rubbish collection by Council	22%	68%	70%	68%	70%	62%
Transfer station	22%	41% ▼	51% ▲	36% ▼	47% ▲	39%

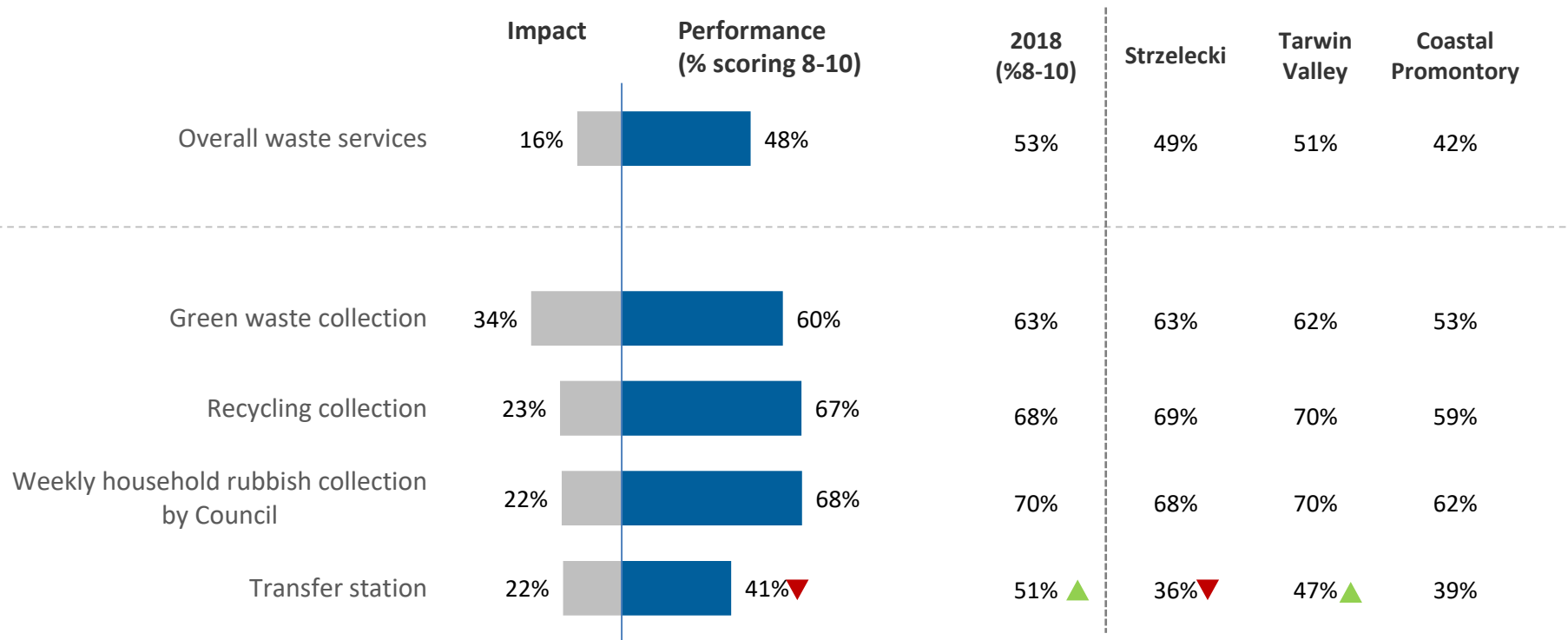NOTES:
1. Sample: 2018 n=621, 2019 n=813, Strzelecki n=274, Tarwin Valley n=267, Coastal Promontory n=272
2. WW1. Still using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your overall satisfaction with each of the following…
3. WW2. Overall how satisfied are you with Council's waste services?

▲ *Significantly higher*
▼ *Significantly lower*

The *Allocation of Community Grants* has a high level of impact on the *Overall facilities and events* score, followed by *Arts and cultural activities.* With similar levels of performance for both these aspects the strategy is to maintain performance

Driver analysis: Facilities and Events

	Impact	Performance (% scoring 8-10)	2018 (%8-10)	Strzelecki	Tarwin Valley	Coastal Promontory
Overall facilities and events	14%	32%	36%	28% ▼	33%	40% ▲
Allocation of Community Grants	28%	39%	37%	33%	44%	40%
Arts and cultural activities	23%	41%	40%	37%	41%	48%
Public toilets	16%	38%	43%	38% ▼	33% ▼	51% ▲
Public Swimming Pools	15%	51%	56%	52%	47%	62%
Support given to events and festivals	15%	42%	45%	34% ▼	46% ▲	53% ▲
Leisure Complex	3%	52% ▼	62% ▲	53%	52%	50%
Library	nci	64%	66%	61%	67%	65%
Provision and maintenance of community facilities and venues	nci	46%	49%	40%	50%	52%

▲ *Significantly higher*
▼ *Significantly lower*

Page 23

Performance is reasonably strong across all aspects of parks and reserves and the strategy is to maintain performance. Satisfaction with *Parks and reserves* has the greatest impact on residents' perceptions of *Overall parks and reserves*

Driver analysis: Parks and Reserves

	Impact	Performance (% scoring 8-10)	2018 (%8-10)	Strzelecki	Tarwin Valley	Coastal Promontory
Overall parks and reserves	9%	55%	57%	51%▼	60%▲	53%
Parks and reserves	37%	57%	57%	53%	62%	52%
Sports fields	26%	56%▼	64%▲	50%▼	63%▲	54%
Streetscapes, garden beds and trees	21%	56%	59%	51%	60%	57%
Playgrounds	15%	63%	61%	58%▼	71%▲	57%▼

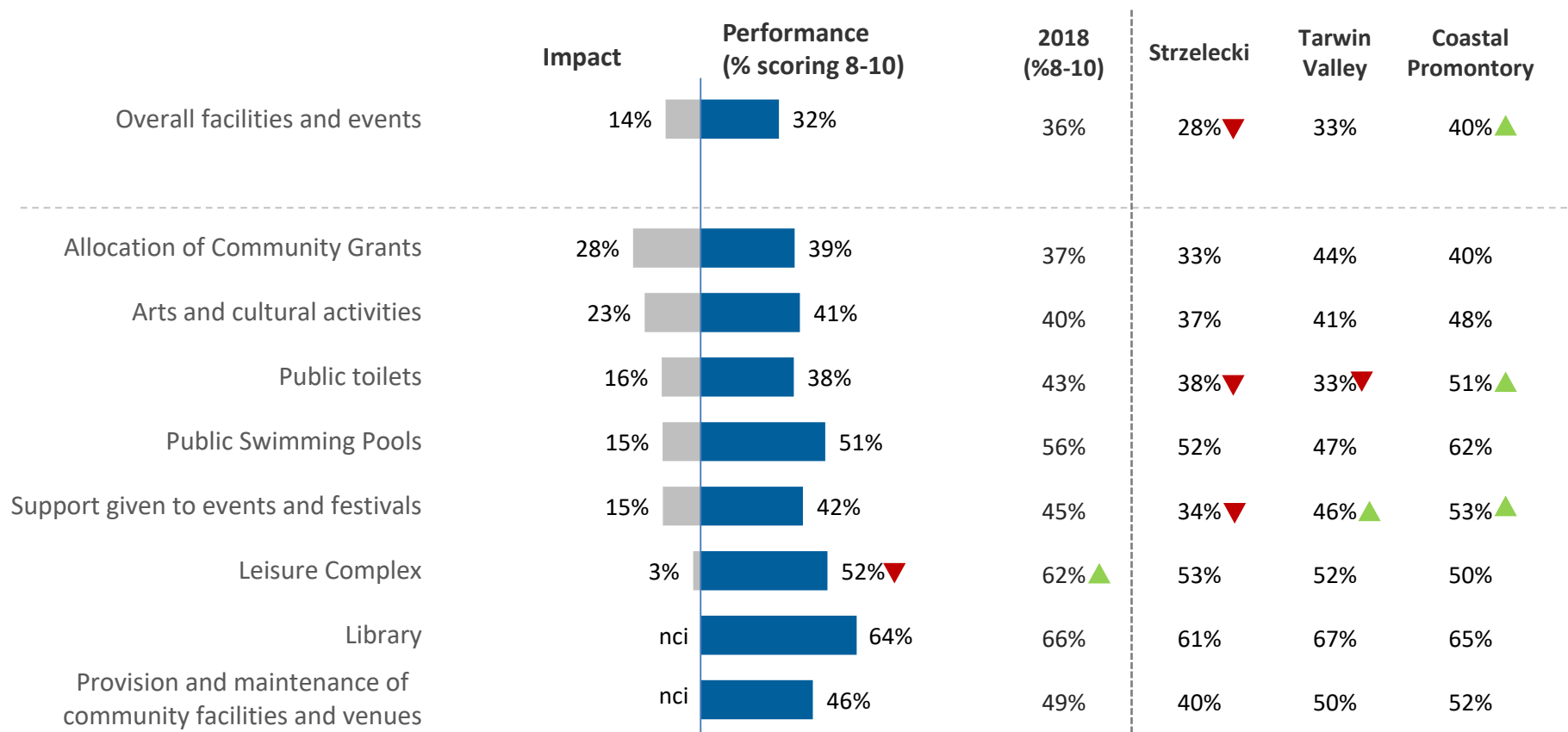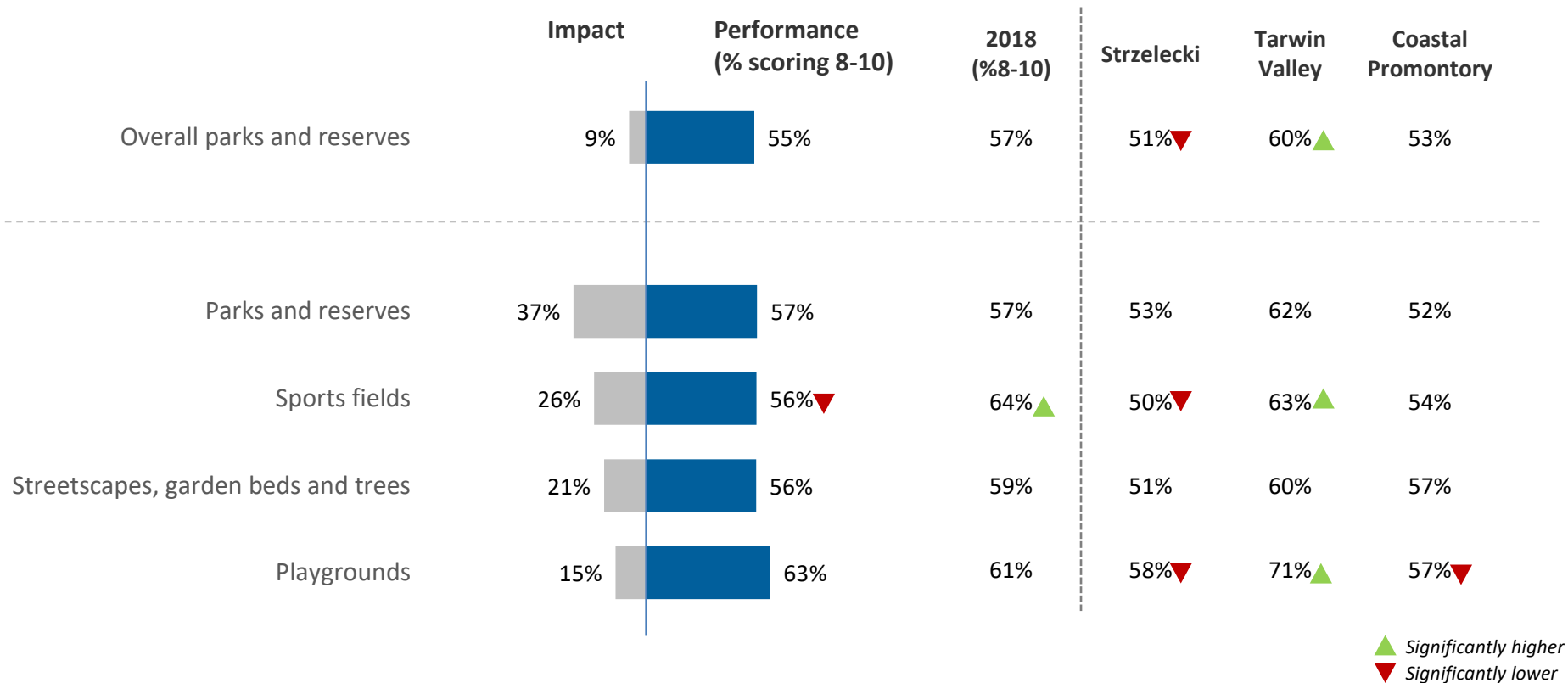▲ *Significantly higher*
▼ *Significantly lower*

NOTES:
1. Sample: 2018 n=621, 2019 n=813, Strzelecki n=274, Tarwin Valley n=267, Coastal Promontory n=272
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?

Opportunities for improving perceptions exist around reputation (*Faith and trust, Financial management* and *Leadership*) and *Regulatory services*

Overall performance: Improvement priorities

Legend:
- Reputation
- Services
- Value

Quadrant labels:
- Promote unrecognised opportunities
- Maintain
- Low priority - monitor
- Improvement opportunities

Axis labels:
- Performance (%8-10), High / Low
- Impact, Low / High

Data point labels:
- Parks & reserves
- Timely & useful reminders
- Waste services
- Invoicing clear & correct
- Fair & reasonable payment arrangements
- Facilities & events
- Services & facilities
- Fair & reasonable fees
- Roads, footpaths & trails
- Regulatory services
- Fair & reasonable rates
- Leadership
- Financial Management
- Faith & Trust

Understanding Reputation

Residents rate Council's reputation as poor, with results consistent across areas

Reputation benchmarks

Reputation benchmark calculated to a 0-100 scale:
Key: (Maximum score 100)
≥70   Excellent reputation
60-79   Acceptable reputation
<60   Poor reputation

	Total	Strzelecki Ward	Tarwin Valley Ward	Coastal Promontory Ward	Other
2018 n=	42 / 621	43 / 251	40 / 163	44 / 178	45 / 29
2019 score	27	26	28	32	18
2019 n=	804	270	251	259	24
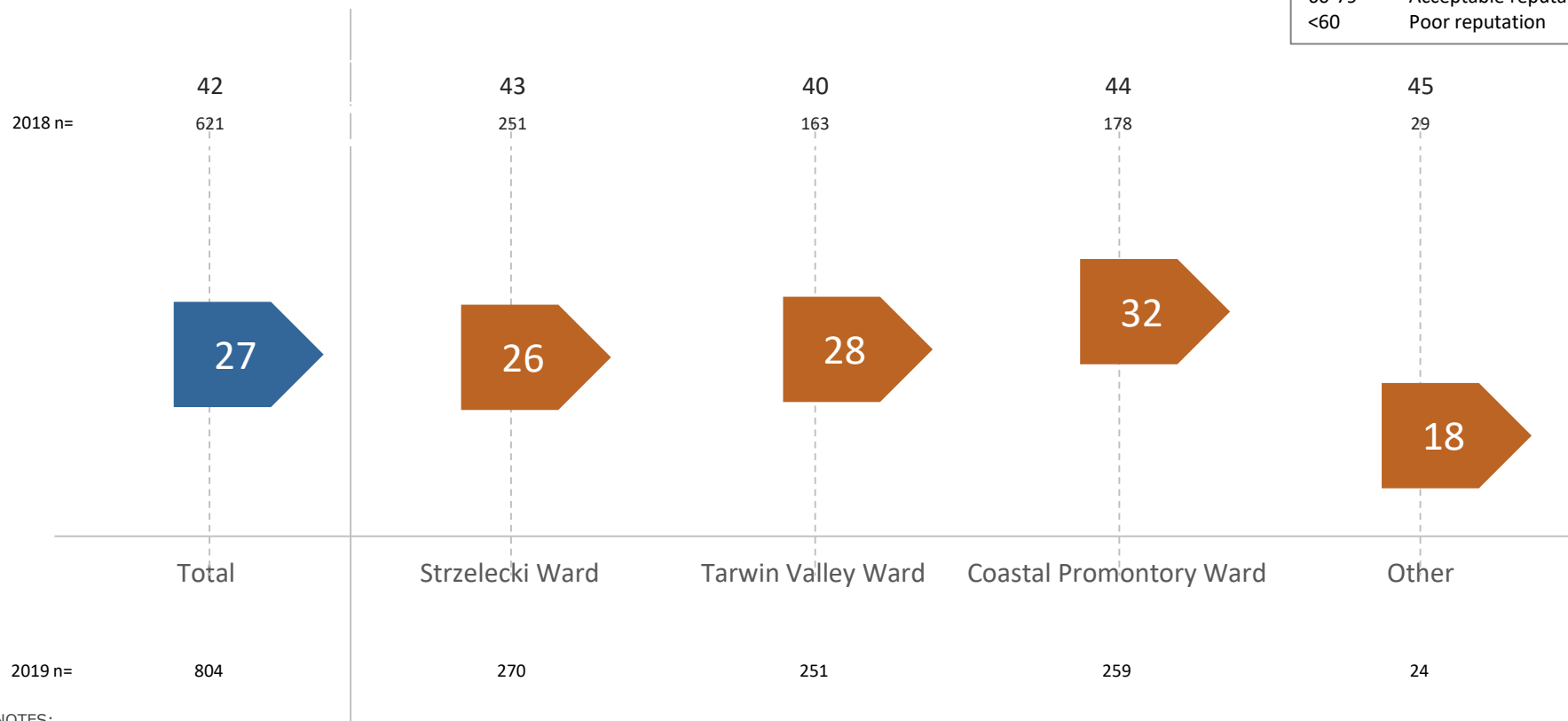
NOTES:
1. REP5. So considering leadership, trust, financial management and also taking into account the quality services and facilities provided, how would you rate Council for its overall reputation?
2. The benchmark is calculated by re-scaling the overall reputation measure to a new scale between 0 and +100 to improve granularity for the purpose of benchmarking
3. Location is unknown for 64 respondents

Respondents aged 65 years and older, and households who speak any language other than and including English, have a more favourable view of Council

Reputation benchmarks

Reputation benchmark calculated to a 0-100 scale:
Key: (Maximum score 100)
≥70   Excellent reputation
60-79   Acceptable reputation
<60   Poor reputation

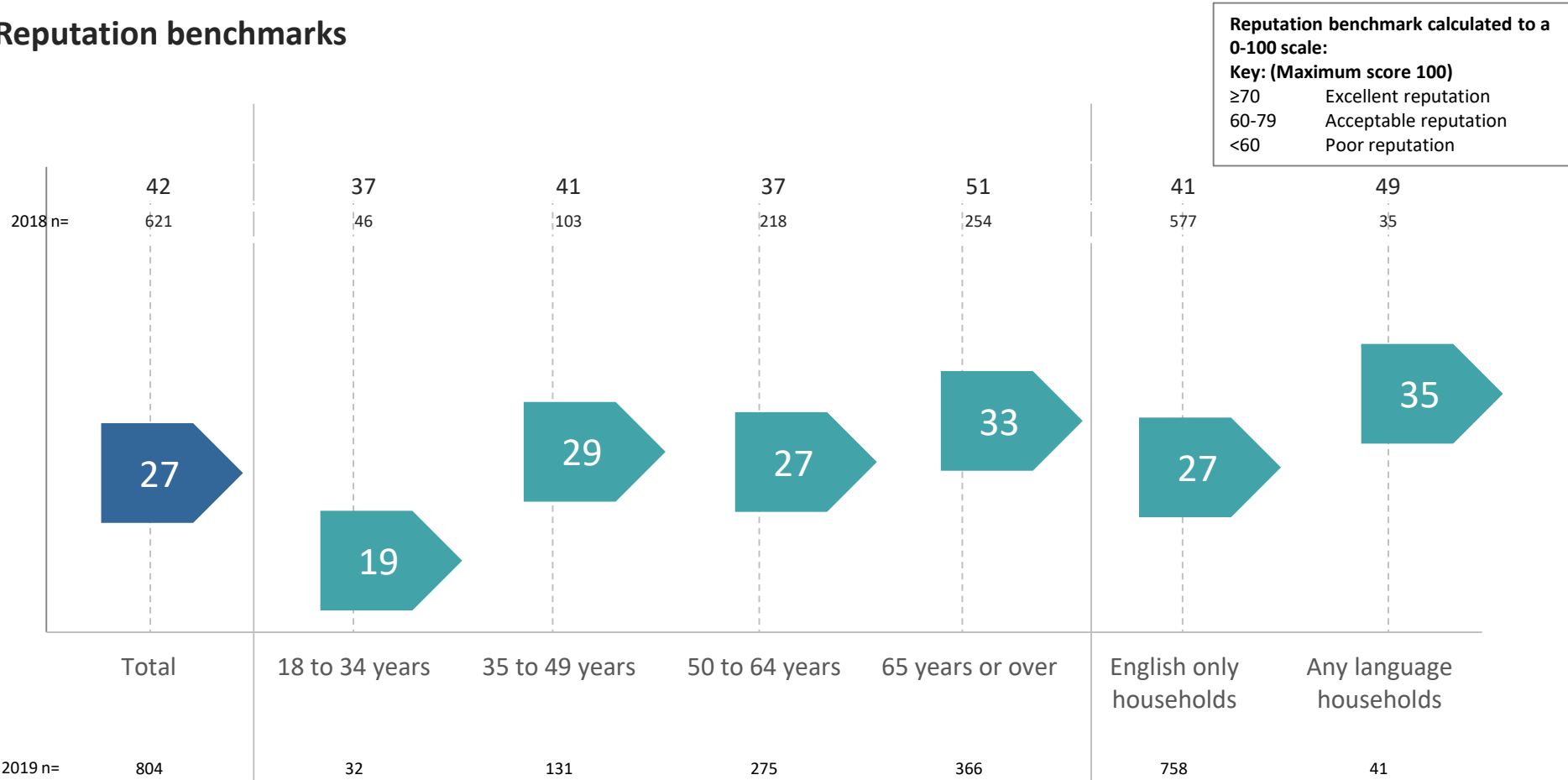|	Total	18 to 34 years	35 to 49 years	50 to 64 years	65 years or over	English only households	Any language households
2018 n=	42 / 621	37 / 46	41 / 103	37 / 218	51 / 254	41 / 577	49 / 35
2019 value	27	19	29	27	33	27	35
2019 n=	804	32	131	275	366	758	41

NOTES:
1.   Sample: n=813
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 0 and +100 to improve granularity for the purpose of benchmarking
4.   DEM3: Are there any languages other than English spoken at home? *Any language, other than and including English.

The proportion of *'Sceptics'* increased to 82%, with residents struggling to recognise the value on offer and expressing doubt and mistrust in Council

Reputation profile

2019
(2018)

Partiality (emotional)

Proficiency (factual)

- View Council as competent
- Have a positive emotional connection

- Have a positive emotional connection
- Believe performance could be better

Admirers

Champions
9%
(20%)

2%
(5%)

7%
(6%)

Pragmatists

Sceptics
82%
(69%)

- Do not value or recognise performance
- Have doubts and mistrust

- Fact based, not influenced by emotional considerations
- Evaluate performance favourably
- Rate trust and leadership poorly

NOTES:
1. Sample: 2008 n=621, 2019 n=813. 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 Strzelecki are slightly more sceptical, while those in Coastal Promontory are more likely to be *'Champions'* (13%)

Rerun

Reputation profile: Areas

2019
(2018)

Strzelecki

n=189

Admirers

(3%) **1%**

Champions
5%
(22%)

6%
(4%)

Pragmatists

Sceptics
88%
(70%)

Tarwin Valley

n=172

Champions

Admirers

(4%) **2%**

10%
(17%)

10%
(8%)

Sceptics
78%
(70%)

Pragmatists

Coastal Promontory

n=175

Champions
13%
(26%)

Admirers

(5%) **2%**

7%
(6%)
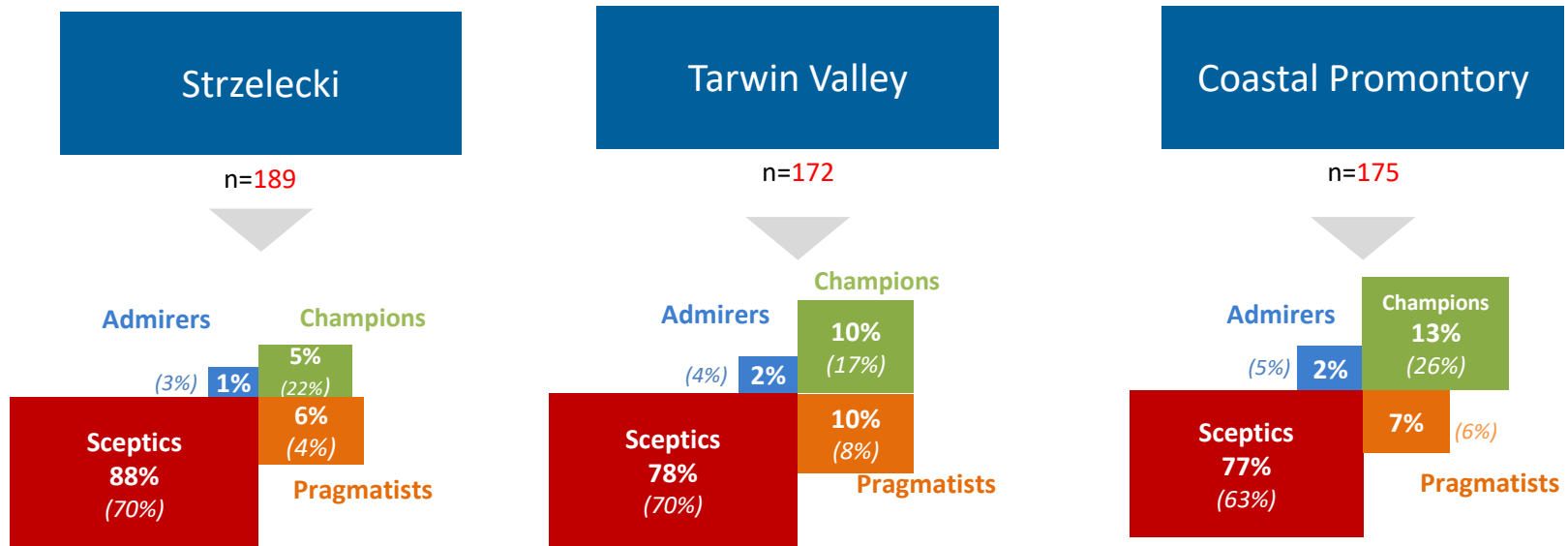
Sceptics
77%
(63%)

Pragmatists

NOTES:
1.   Sample: 2018n=621, 2019 n=813. 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

Nearly all (96%) younger residents (aged 18 to 34) are *'Sceptics'* about Council while slightly less than eight in ten (77%) 35 to 49 year olds are sceptical

Reputation profile: Age (I)

18 to 34 years

n=24*

Admirers

(0%) **0%**

Champions

0% *(16%)*

4% *(2%)*

Pragmatists

Sceptics
96%
(81%)

35 to 49 years

n=90

Admirers

(10%) **1%**

Champions
15%
(18%)

7% *(5%)*

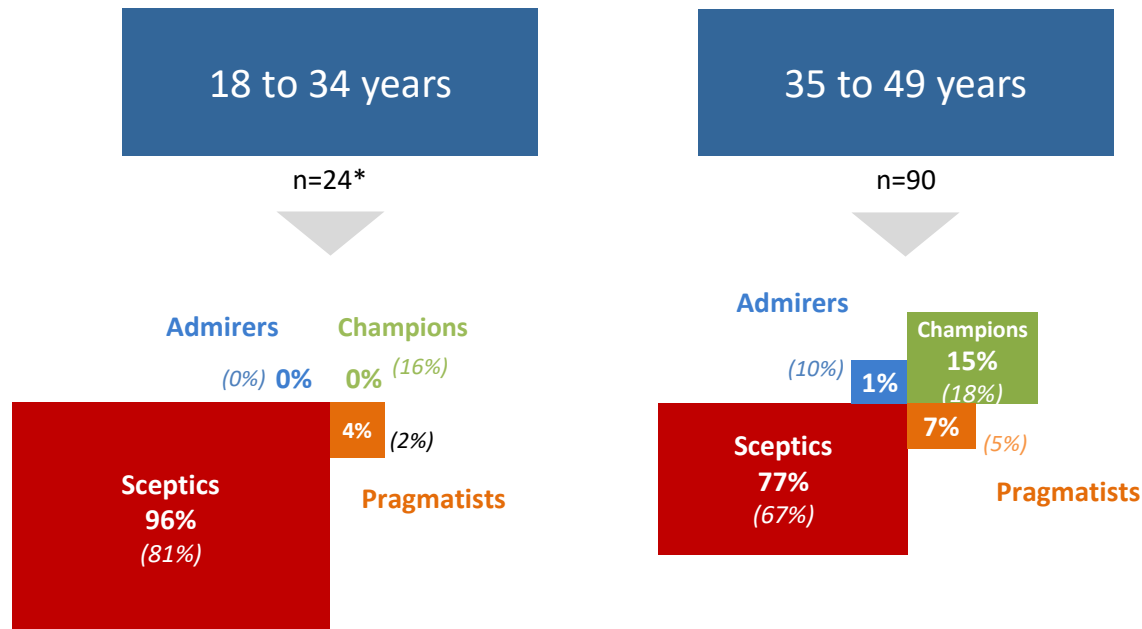**Pragmatists**

Sceptics
77%
(67%)

NOTES:
1. Sample: 2018 n=621, 2019 n=813. 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
4. * Caution: small base size

The reputation profile is similar for those aged 50 to 64 years and residents aged 65 years or older with around eight in ten sceptical about Council (81% and 77% respectively)

Reputation profile: Age (II)

50 to 64 years	65 years or over
n=185	n=251

50 to 64 years

Admirers
(4%) **4%**

Champions
9%
(16%)

7% (7%)

Pragmatists

Sceptics
81%
(74%)

65 years or over

Admirers
(4%) **2%**

Champions
11%
(31%)

10% (10%)
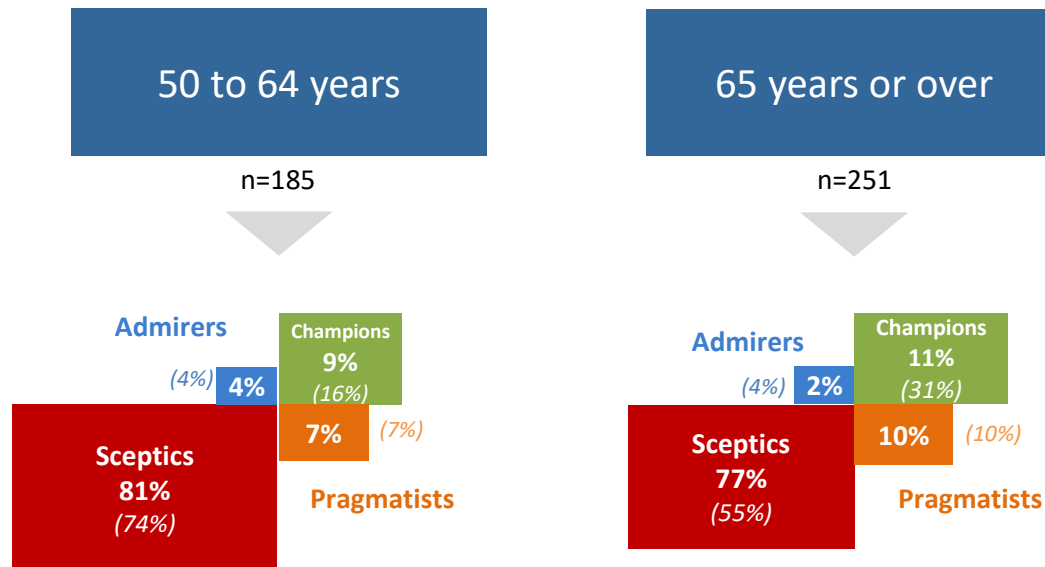
Pragmatists

Sceptics
77%
(55%)

NOTES:
1. Sample: 2018 n=621, 2019 n=813. 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

In terms of *Roads, footpaths and trails*, residents are satisfied with *Street lighting* but there is a decline in index scores for the *Availability of car parks* year-on-year. Residents are dissatisfied with the *Condition of local gravel roads* and *Conditions of VicRoads highways and main roads*

Satisfaction: Roads and Footpaths

INDEX by area

Legend: ■ Very dissatisfied (1-4) ■ Neutral (5) ■ Satisfied (6-7) ■ Very satisfied (8-10)

	Very dissatisfied (1-4)	Neutral (5)	Satisfied (6-7)	Very satisfied (8-10)	2019 INDEX	2018 INDEX	Diff.*	Strzelecki	Tarwin Valley	Coastal Promontory
Overall roads, footpaths and trails	40%	18%	27%	15%	45	47	-2	43	46	47
Street lighting	18%	15%	26%	41%	62	61	+1	61	63	60
Provision of dedicated cycle ways and trails	28%	16%	25%	31%	55	53	+2	49	61	54
Maintenance of footpaths	25%	16%	28%	31%	56	52	+4	54	59	52
Availability of car parks	33%	17%	25%	26%	51	59	-8	50	50	58
Condition of local sealed roads	36%	18%	26%	19%	48	46	+2	44	50	50
Rural roadside drainage (new)	47%	16%	18%	18%	40	-	-	36	45	41
Condition of VicRoads highways and main roads	53%	15%	20%	11%	37	35	+2	36	34	43
Condition of local gravel roads	57%	12%	21%	11%	34	35	-1	29	37	39

Category	Index Value
Very satisfied	80 – 100
Satisfied	60 – 79
Neutral	40 – 59
Dissatisfied	0 – 39

Page 34

Most residents are satisfied with the various elements of *Overall waste services*, with nearly seven in ten 'very satisfied' with *Weekly household rubbish collection by Council* (68%) and *Recycling collection* (67%). Index scores for the *Transfer station* declines year-on-year

Satisfaction: Waste Services

INDEX by area

Legend: ■ Very dissatisfied (1-4) ■ Neutral (5) ■ Satisfied (6-7) ■ Very satisfied (8-10)

	Distribution	2019 INDEX	2018 INDEX	Diff.*	Strzelecki	Tarwin Valley	Coastal Promontory
Overall waste services	21% / 13% / 18% / 48%	65	65	no change	66	67	60
Weekly household rubbish collection by Council	16% / 5% / 12% / 68%	74	72	+2	75	75	69
Recycling collection	17% / 5% / 11% / 67%	73	70	+3	75	75	66
Green waste collection	23% / 5% / 11% / 60%	68	67	+1	70	70	60
Transfer station	26% / 10% / 23% / 41%	61	67	-6	61	62	57

NOTES:
1. Sample: 2018 n=621, 2019 n =813, Strzelecki n=270, Tarwin Valley n= 254, Coastal Promontory n=264
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. WW3. Overall how satisfied are you with Council's waste services?
4. *Difference 2019 Index – 2018 Index

Category	Index Value
Very satisfied	80 – 100
Satisfied	60 – 79
Neutral	40 – 59
Dissatisfied	0 – 39

Overall parks and reserves remains the Council service/facility with which residents are most satisfied, and this is consistent across *Playgrounds*, *Sports fields*, *Parks and reserves* and *Streetscapes, garden beds and trees*

Satisfaction: Parks and Reserves

Legend: ■ Very dissatisfied (1-4) ■ Neutral (5) ■ Satisfied (6-7) ■ Very satisfied (8-10)

	Very dissatisfied	Neutral	Satisfied	Very satisfied	2019 INDEX	2018 INDEX	Diff.*	INDEX by area Strzelecki	Tarwin Valley	Coastal Promontory
Overall parks and reserves	7%	8%	30%	55%	73	71	+2	72	76	71
Playgrounds	8%	6%	23%	63%	76	75	+1	74	79	73
Parks and reserves	7%	8%	29%	57%	75	72	+3	74	77	72
Sports fields	9%	8%	27%	56%	73	74	-1	70	77	73
Streetscapes, garden beds and trees	8%	9%	27%	56%	74	72	+2	73	76	71

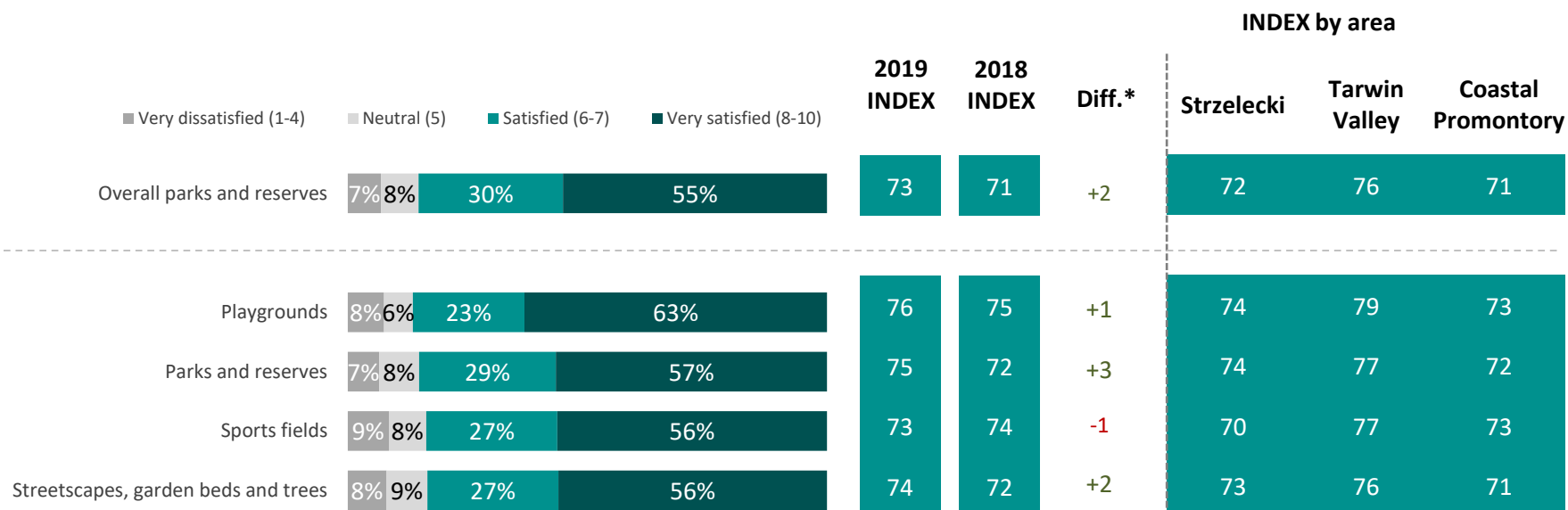| Category	Index Value
Very satisfied	80 – 100
Satisfied	60 – 79
Neutral	40 – 59
Dissatisfied	0 – 39

NOTES:
1. Sample: 2018 n=621, 2019 n=813, Strzelecki n=274, Tarwin Valley n=267, Coastal Promontory n=272
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. PR3. Overall how satisfied are you with the provision and maintenance of Council's parks and reserves?
4. *Difference 2019 Index – 2018 Index

Residents are satisfied with all aspects related to *Overall facilities and events* with more than six in ten residents (64%) 'very satisfied' with the *Library,* and just over half 'very satisfied' with the *Leisure Complex* (52%) and *Public Swimming Pools* (51%)

Satisfaction: Facilities and Events

INDEX by area

Legend: ■ Very dissatisfied (1-4) ■ Neutral (5) ■ Satisfied (6-7) ■ Very satisfied (8-10)

	Very dissatisfied (1-4)	Neutral (5)	Satisfied (6-7)	Very satisfied (8-10)	2019 INDEX	2018 INDEX	Diff.*	Strzelecki	Tarwin Valley	Coastal Promontory
Overall facilities and events	15%	14%	39%	32%	63	64	-1	61	64	64
Library	6%	7%	23%	64%	77	79	-2	76	78	78
Leisure Complex	7%	10%	31%	52%	72	75	-3	73	71	71
Public Swimming Pools	13%	7%	29%	51%	70	73	-3	71	69	75
Provision and maintenance of community facilities and venues	11%	8%	35%	46%	70	70	no change	69	71	71
Support given to events and festivals	17%	14%	27%	42%	63	64	-1	62	63	66
Arts and cultural activities	13%	11%	35%	41%	66	63	+3	63	67	67
Allocation of Community Grants	20%	17%	23%	39%	60	60	no change	55	63	63
Public toilets	20%	13%	29%	38%	62	62	no change	60	60	69

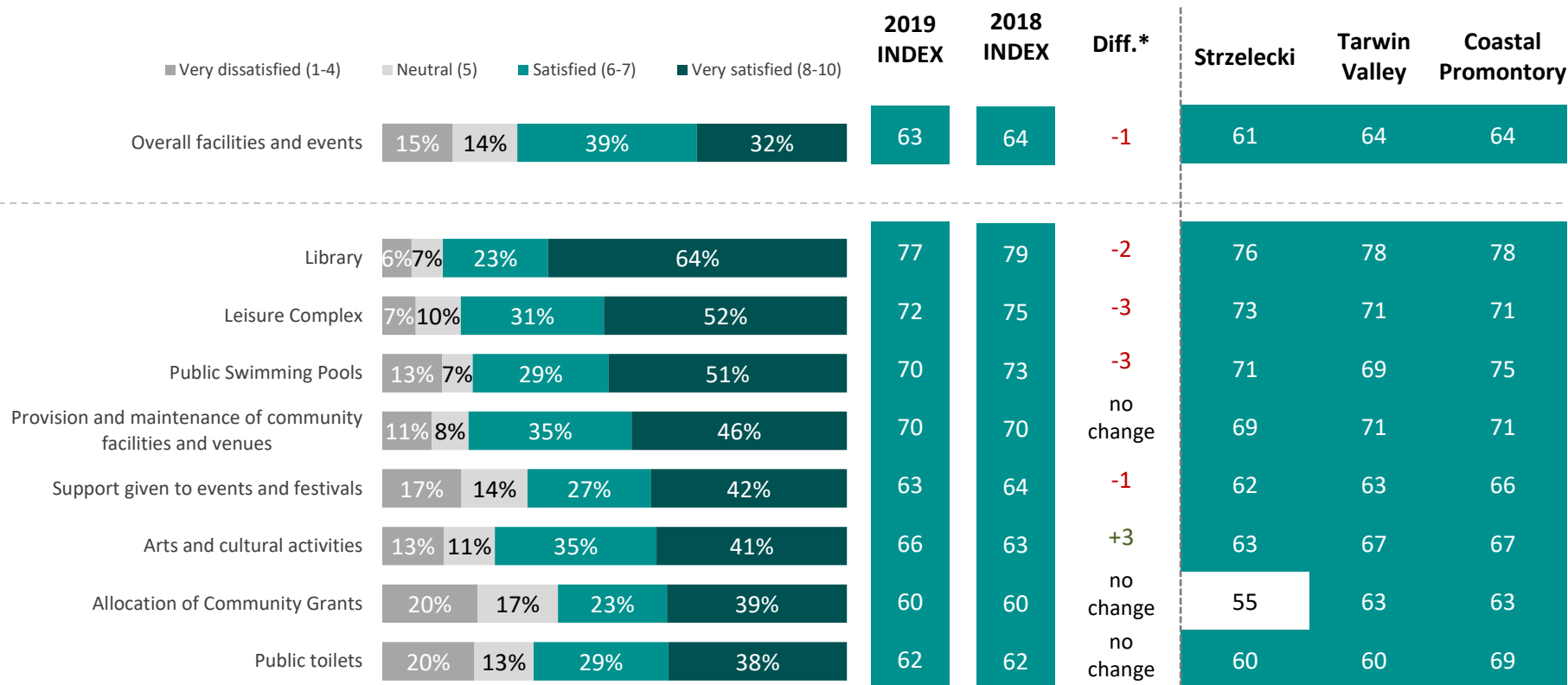| Category	Index Value
Very satisfied	80 – 100
Satisfied	60 – 79
Neutral	40 – 59
Dissatisfied	0 – 39

NOTES:
1. Sample: 2018 n=621, 2019 n=813, Strzelecki n=274, Tarwin Valley n=267, Coastal Promontory n=272
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?
4. *Difference 2019 Index – 2018 Index

Index scores decline for all aspects related to *Overall regulator services* year-on-year. More than half of residents are 'very dissatisfied' with *Town planning* (57%) and *Building control* (57%)

Satisfaction: Regulatory Services
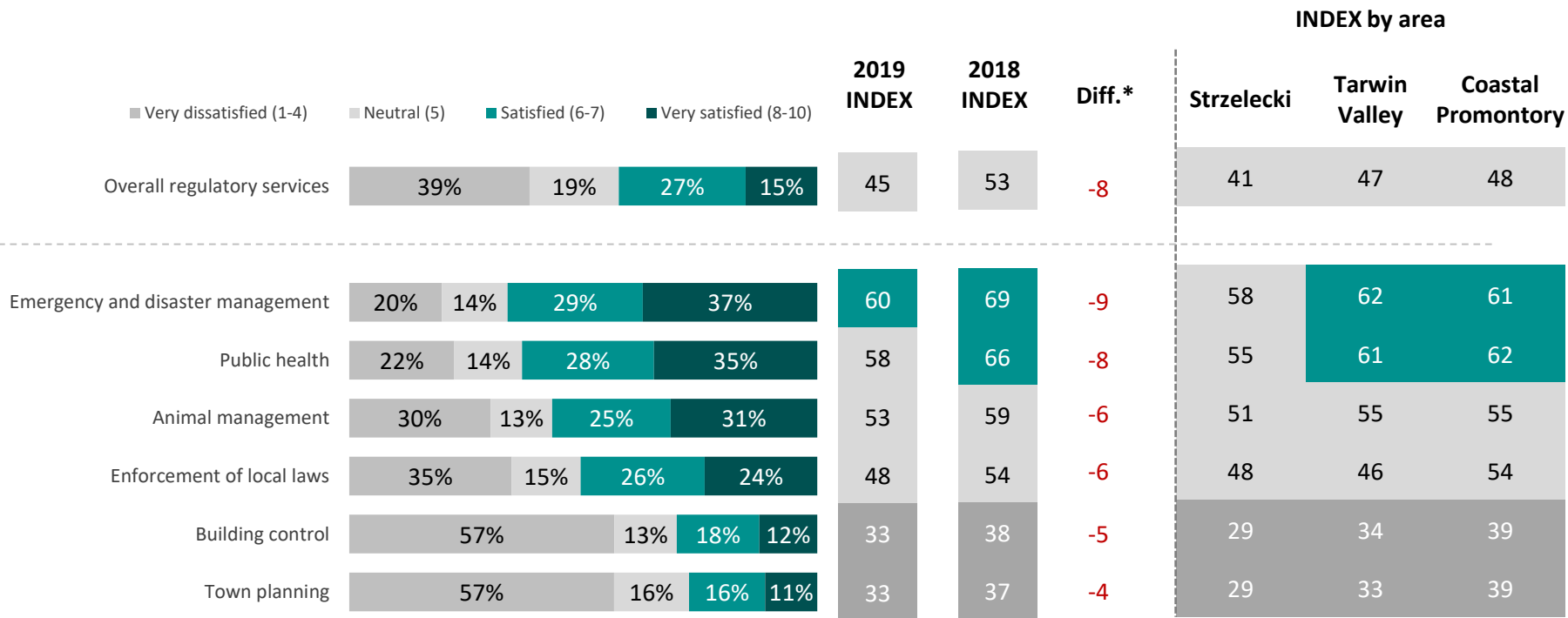
INDEX by area

	Very dissatisfied (1-4)	Neutral (5)	Satisfied (6-7)	Very satisfied (8-10)	2019 INDEX	2018 INDEX	Diff.*	Strzelecki	Tarwin Valley	Coastal Promontory
Overall regulatory services	39%	19%	27%	15%	45	53	-8	41	47	48
Emergency and disaster management	20%	14%	29%	37%	60	69	-9	58	62	61
Public health	22%	14%	28%	35%	58	66	-8	55	61	62
Animal management	30%	13%	25%	31%	53	59	-6	51	55	55
Enforcement of local laws	35%	15%	26%	24%	48	54	-6	48	46	54
Building control	57%	13%	18%	12%	33	38	-5	29	34	39
Town planning	57%	16%	16%	11%	33	37	-4	29	33	39

NOTES:
1. Sample: 2018 n=621, 2019 n=813, Strzelecki n=274, Tarwin Valley n=267, Coastal Promontory n=272
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. RS3. Overall how satisfied are you with the Council's regulatory services?
4. *Difference 2019 Index – 2018 Index

Category	Index Value
Very satisfied	80 – 100
Satisfied	60 – 79
Neutral	40 – 59
Dissatisfied	0 – 39

Customer Service and Contact with Council
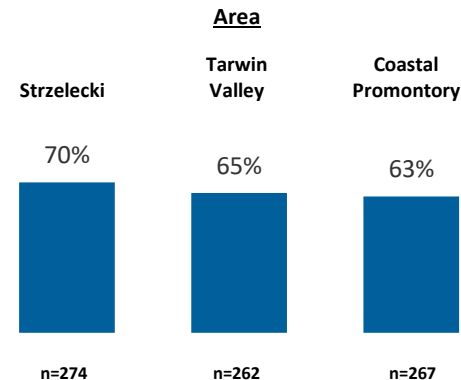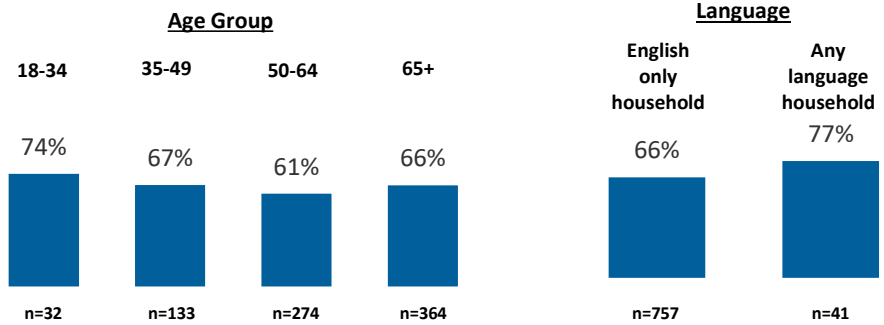
Two thirds of residents (66%) have contacted Council in the past 12 months, with seven in ten Strzelecki residents (70%) likely to have contacted Council

Contact with Council in the last 12 months
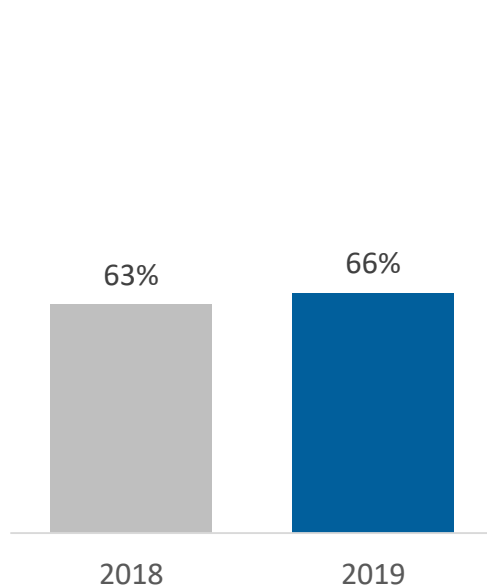
Proportion of residents in each group who have contacted Council

Age Group

18-34	35-49	50-64	65+
74%	67%	61%	66%
n=32	n=133	n=274	n=364

Language

English only household	Any language household
66%	77%
n=757	n=41

2018	2019
63%	66%

Area

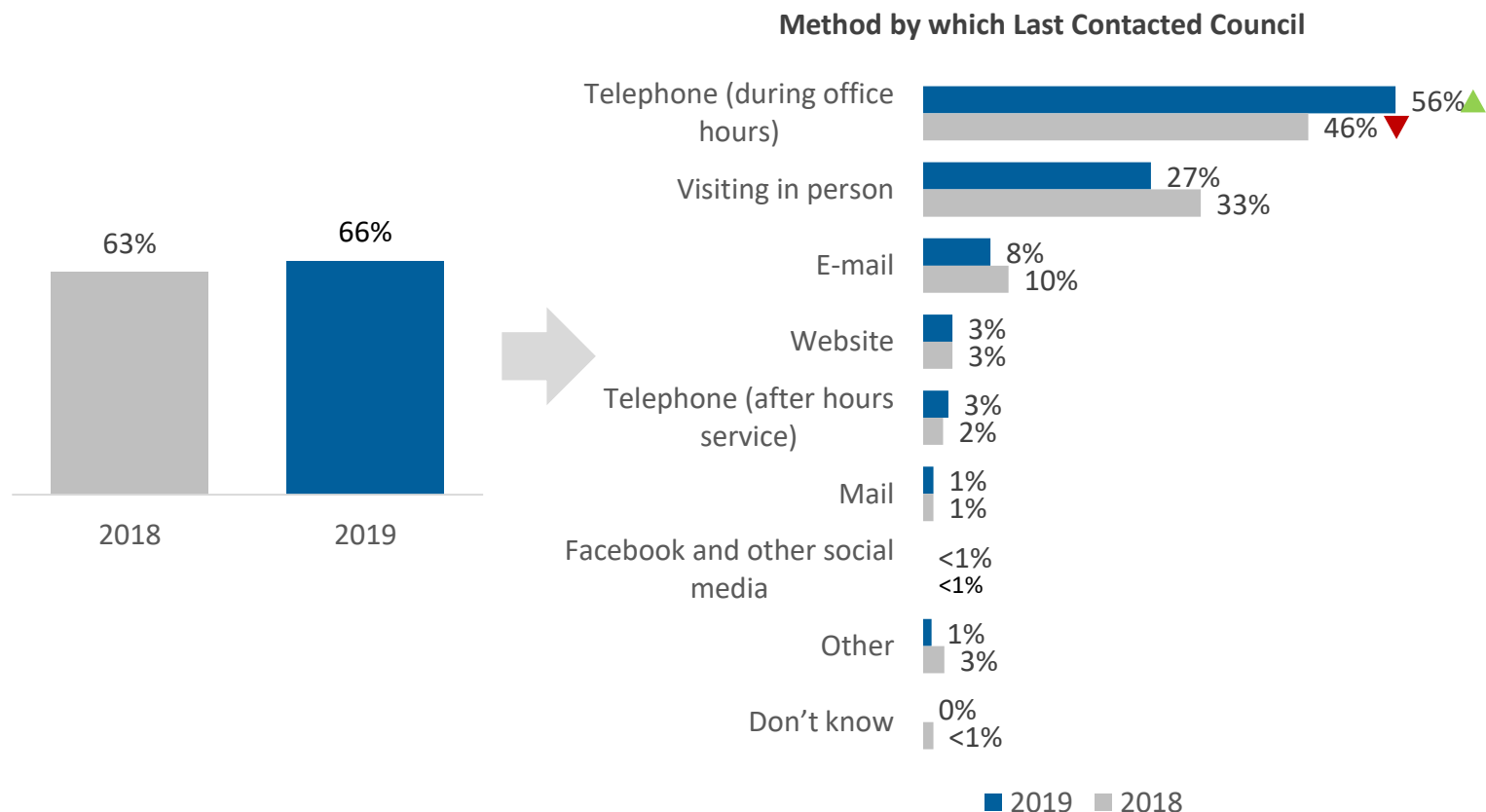| Strzelecki	Tarwin Valley	Coastal Promontory
70%	65%	63%
n=274	n=262	n=267

NOTES:
1. Sample: 2018 n=621, 2019 n=813
2. CS1. Have you or any member of your household contacted South Gippsland Shire Council in the last 12 months?
3. DEM3: Are there any languages other than English spoken at home? *Any language, other than and including English.

More than half of those who have contacted Council in the past 12 months did so via *Telephone (during office hours)* (56%), with just over a quarter (27%) visiting Council in person

Contact with Council in the last 12 months

Method by which Last Contacted Council

	2019	2018
Telephone (during office hours)	56% ▲	46% ▼
Visiting in person	27%	33%
E-mail	8%	10%
Website	3%	3%
Telephone (after hours service)	3%	2%
Mail	1%	1%
Facebook and other social media	<1%	<1%
Other	1%	3%
Don't know	0%	<1%

2018: 63%
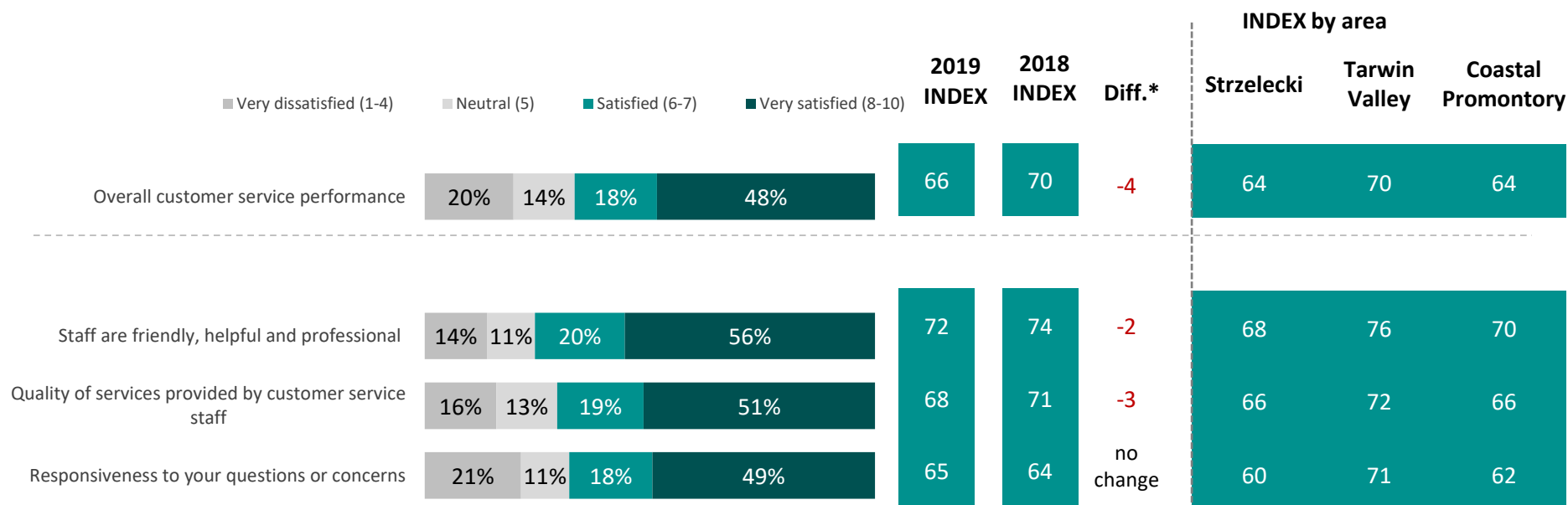2019: 66%

■ 2019 ■ 2018

NOTES:
1. Sample: 2018 n=621, 2019 n=813; those who contacted Council 2018 n=374; 2019 n=514
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…?

▲ *Significantly higher*
▼ *Significantly lower*

Index scores for *Overall customer service performance* remain similar year-on-year, and residents who contacted Council in the past 12 months are satisfied with most aspects relating to customer service
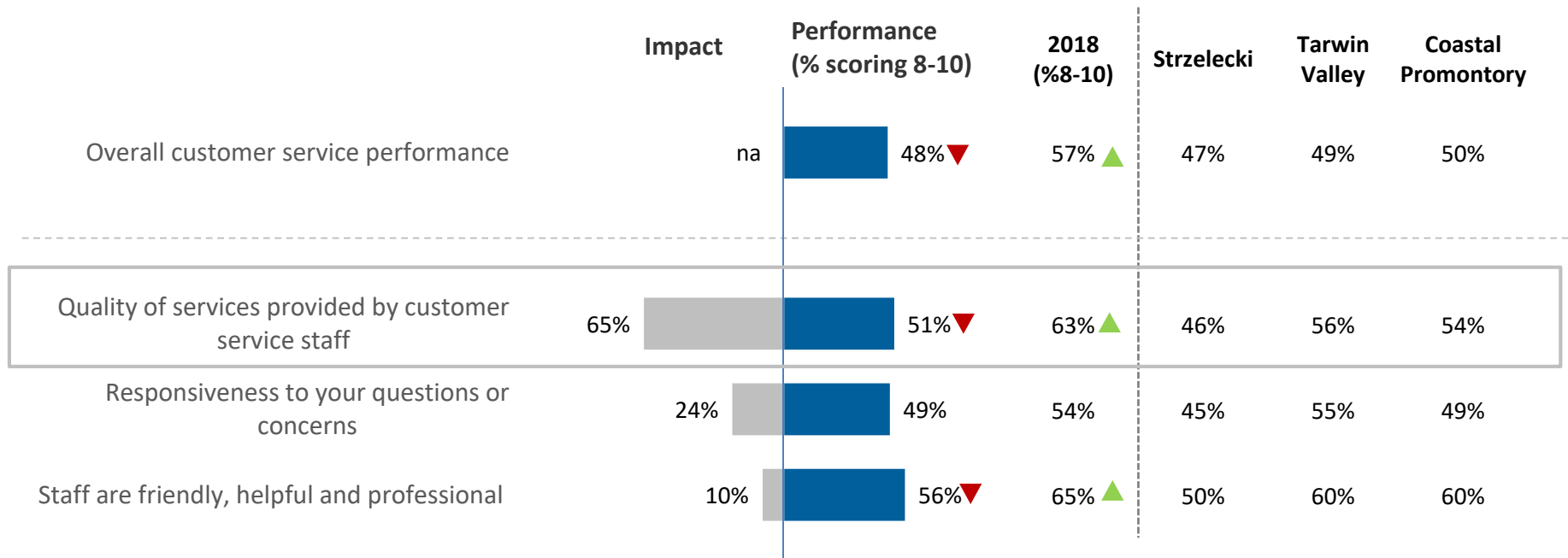
Satisfaction: Customer Service and Contact with Council

INDEX by area

Legend: ■ Very dissatisfied (1-4) ■ Neutral (5) ■ Satisfied (6-7) ■ Very satisfied (8-10)

	Very dissatisfied (1-4)	Neutral (5)	Satisfied (6-7)	Very satisfied (8-10)	2019 INDEX	2018 INDEX	Diff.*	Strzelecki	Tarwin Valley	Coastal Promontory
Overall customer service performance	20%	14%	18%	48%	66	70	-4	64	70	64
Staff are friendly, helpful and professional	14%	11%	20%	56%	72	74	-2	68	76	70
Quality of services provided by customer service staff	16%	13%	19%	51%	68	71	-3	66	72	66
Responsiveness to your questions or concerns	21%	11%	18%	49%	65	64	no change	60	71	62

Category	Index Value
Very satisfied	80 – 100
Satisfied	60 – 79
Neutral	40 – 59
Dissatisfied	0 – 39

NOTES:
1. Sample: Those who contacted Council 2018 n=374; 2019 n=514 Strzelecki n=178, Tarwin Valley n= 171, Coastal Promontory n=165
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? Please keep in mind we do not mean the actual outcome but rather the actual service that was received
4. *Difference 2019 Index – 2018 Index

The *Quality of services provided by customer service staff* remains the biggest influencer of satisfaction with customer service. Performance is relatively high compared to other aspects and as such the strategy is to maintain performance

Understanding Satisfaction with Customer Service

	Impact	Performance (% scoring 8-10)	2018 (%8-10)	Strzelecki	Tarwin Valley	Coastal Promontory
Overall customer service performance	na	48% ▼	57% ▲	47%	49%	50%
Quality of services provided by customer service staff	65%	51% ▼	63% ▲	46%	56%	54%
Responsiveness to your questions or concerns	24%	49%	54%	45%	55%	49%
Staff are friendly, helpful and professional	10%	56% ▼	65% ▲	50%	60%	60%

▲ Significantly higher
▼ Significantly lower

NOTES:
1. Sample: Those who contacted Council 2018 n=374; 2019 n=514 Strzelecki n=178, Tarwin Valley n= 171, Coastal Promontory n=165
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?

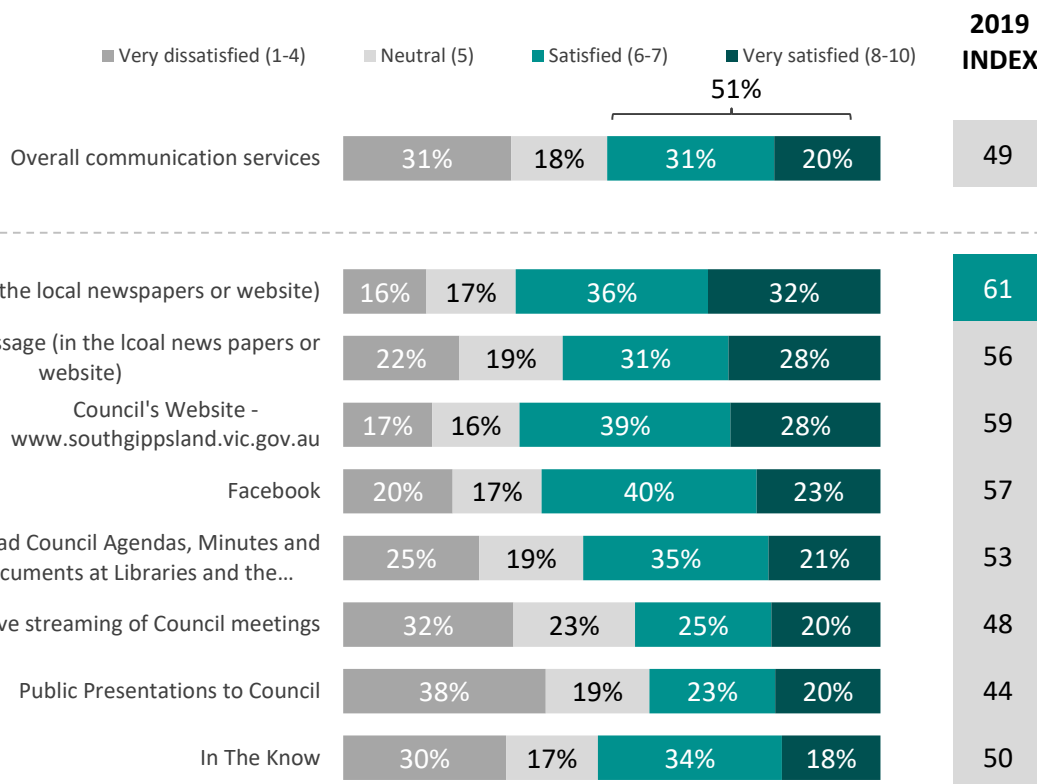# Communications and Community Engagement

Just over half of residents (51%) rate *Overall communication services* six or more out of ten. Greatest satisfaction is measured for *Noticeboard (in the local newspapers or website)* with nearly a third (32%) of residents 'very satisfied' with this communication channel

Satisfaction: Communications

Legend: ■ Very dissatisfied (1-4) ■ Neutral (5) ■ Satisfied (6-7) ■ Very satisfied (8-10)

INDEX by area

	Very dissatisfied (1-4)	Neutral (5)	Satisfied (6-7)	Very satisfied (8-10)	2019 INDEX	Strzelecki	Tarwin Valley	Coastal Promontory
Overall communication services	31%	18%	31%	20% (51%)	49	45	52	52
Noticeboard (in the local newspapers or website)	16%	17%	36%	32%	61	58	63	64
The Mayors Message (in the lcoal news papers or website)	22%	19%	31%	28%	56	54	57	60
Council's Website - www.southgippsland.vic.gov.au	17%	16%	39%	28%	59	53	63	63
Facebook	20%	17%	40%	23%	57	51	64	53
Availability to read Council Agendas, Minutes and Strategic Documents at Libraries and the…	25%	19%	35%	21%	53	46	59	50
Live streaming of Council meetings	32%	23%	25%	20%	48	40	55	49
Public Presentations to Council	38%	19%	23%	20%	44	35	53	46
In The Know	30%	17%	34%	18%	50	47	52	52

Category	Index Value
Very satisfied	80 – 100
Satisfied	60 – 79
Neutral	40 – 59
Dissatisfied	0 – 39

NOTES:
1. Sample: 2019 n=813, Strzelecki n=274, Tarwin Valley n=267, Coastal Promontory n=272
2. CM1. On scale from 1 to 10 where 1 is 'very dissatisfied' and 10 is 'very satisfied', how satisfied are you with each of the following communication services that are provided by Council? Please select the 'Don't Use' column for communication services that you do not use.
3. CM3. How would you rate your satisfaction with Council overall for communication services?

More than half of residents (54%) are 'dissatisfied' with *Decisions made in the interest of the community,* while just under half are 'dissatisfied' with *Community consultation and engagement* (48%) and *Lobbying on behalf of the community* (46%)

Community engagement: Feedback provided

Legend: ■ Dissatisfied (1-4) ■ Neutral (5) ■ Satisfied (6-7) ■ Very satisfied (8-10)

	Dissatisfied (1-4)	Neutral (5)	Satisfied (6-7)	Very satisfied (8-10)	2019 INDEX	2018 INDEX	Diff.*	INDEX by area		
								Strzelecki	Tarwin Valley	Coastal Promontory
Community consultation and engagement	48%	14%	24%	13%	40	48	-8	37	40	46
Decisions made in the interest of the community	54%	16%	20%	11%	35	42	-7	30	35	42
Lobbying on behalf of the community	46%	17%	27%	10%	39	45	-6	36	41	42

Category	Index Value
Very satisfied	80 – 100
Satisfied	60 – 79
Neutral	40 – 59
Dissatisfied	0 – 39

NOTES:
1. Sample: 2018 n=621, 2019 n=813, Strzelecki n=274, Tarwin Valley n=267, Coastal Promontory n=272
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?
3. *Difference 2019 Index – 2018 Index

Natural Environment and Sustainability Services

Residents are neutral regarding Council's *Overall natural environment and sustainability services* with almost a third 'very dissatisfied' (32%) and slightly less than half (46%) rating this aspect six or more out of ten

Satisfaction: Natural Environment and Sustainability Services

Legend: ■ Very dissatisfied (1-4) ■ Neutral (5) ■ Satisfied (6-7) ■ Very satisfied (8-10)

	Very dissatisfied (1-4)	Neutral (5)	Satisfied (6-7)	Very satisfied (8-10)	2019 INDEX	Strzelecki	Tarwin Valley	Coastal Promontory
Overall natural environment and sustainability services	32%	22%	32%	14%	47	45	48	49
Protecion and management of bush reserves and wildlife habitats	20%	16%	32%	31%	58	56	58	60
Planning for and adapting to Climate Change	43%	21%	21%	15%	41	37	44	42
Control of noxious weeds on roadsides	51%	10%	26%	14%	38	34	42	39
Implementation of renewable energy systems and energy efficiency projects and programs	42%	22%	23%	13%	41	38	43	45

INDEX by area

46% (bracket over Satisfied + Very satisfied for overall row)

Category	Index Value
Very satisfied	80 – 100
Satisfied	60 – 79
Neutral	40 – 59
Dissatisfied	0 – 39

NOTES:
1. Sample: 2019 n=813, Strzelecki n=274, Tarwin Valley n=267, Coastal Promontory n=272
2. NE1. 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. NE3. Overall, how satisfied are you with Council's natural environment and sustainability services?

Looking Ahead

Residents who were dissatisfied with overall performance of council had a range of suggestions for how to improve their scores, the most common being *Reduce rates* (24%), *More harmony amongst Councillors* (21%), *Better leadership* (20%) and a call to *Dismiss/replace/review Council (20%)*
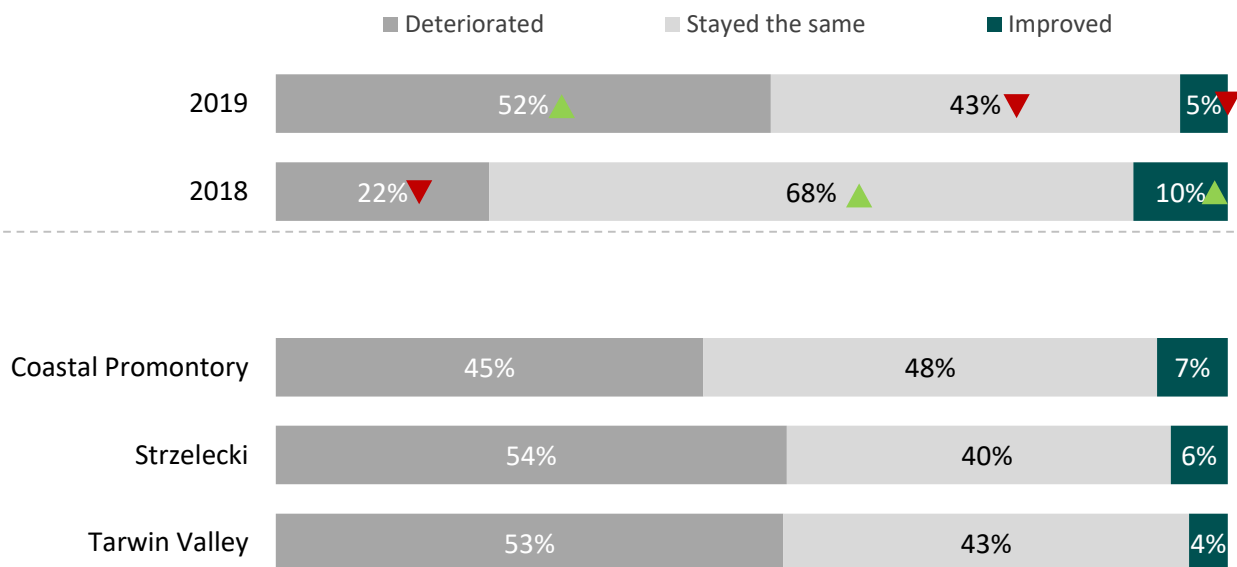
Changes required for a higher performance rating

69%

Dissatisfied (1-5)

Category	%
Reduce rates, a fairer rates system, user pays, provide value for money	24%
More harmony amongst Councillors, improve their reputation, stop the inhouse fighting	21%
Better leadership, better financial management, better decision making, implement best practice	20%
I am dissatisfied with Council, dismiss, replace, review council	20%
Listen to ratepayers, more collaboration, better communication, more transparency and accountability, involve rate payers	19%
Stop wasting money, look after community needs, not your own, don't need new council chambers	13%
Safer roads, visibility, markings, overhanging tree branches, grading, maintenance, verges, weed control	12%
Building permits are too strict, reduce subdivision costs, too much regulation and red tape, faster turn around	7%
Too many council staff, paid too well, inexperienced, not qualified	6%
Council to support all suburbs, better support for outlying suburbs and rural areas	5%
Council to be more engaged and proactive in economic development, tourism, and environmental issues	5%
Improve rubbish collection, free, discounted, or tip vouchers, hard rubbish, green waste, recycling	4%
A more effective planning department, better communication, more enforcement, more staff	4%
Encourage small businesses, new people, and residents to stay in the community	4%
Other	4%

More than half of residents (52%) think Council's overall performance has deteriorated. More than half of residents from Strzelecki (55%) and Tarwin Valley (54%) think Council's performance deteriorated, while just under half (47%) of Coastal Promontory residents feel the same way

Performance over the past twelve months

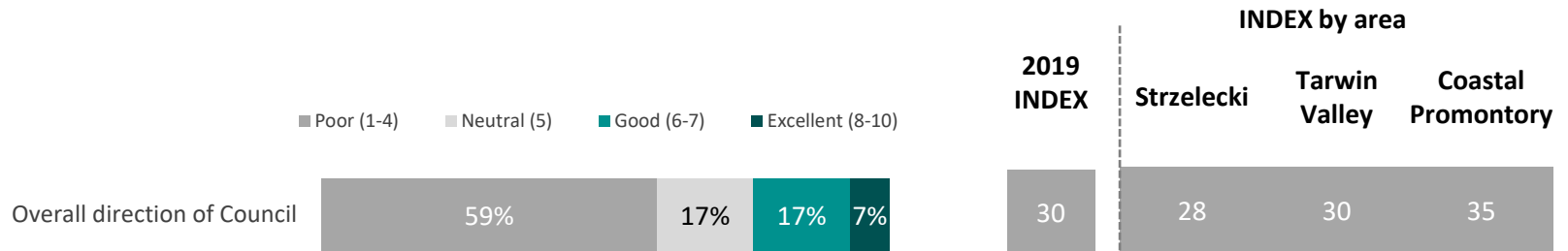**Over the past 12 months, overall performance of Council has…**

■ Deteriorated   ■ Stayed the same   ■ Improved

	Deteriorated	Stayed the same	Improved
2019	52% ▲	43% ▼	5% ▼
2018	22% ▼	68% ▲	10% ▲
Coastal Promontory	45%	48%	7%
Strzelecki	54%	40%	6%
Tarwin Valley	53%	43%	4%

▲ *Significantly higher*
▼ *Significantly lower*

Nearly six in ten residents (59%) rate the *Overall direction of Council* poor, that is one to four out of ten. This results in an index score of 30 and is consistent across the different areas of the Shire
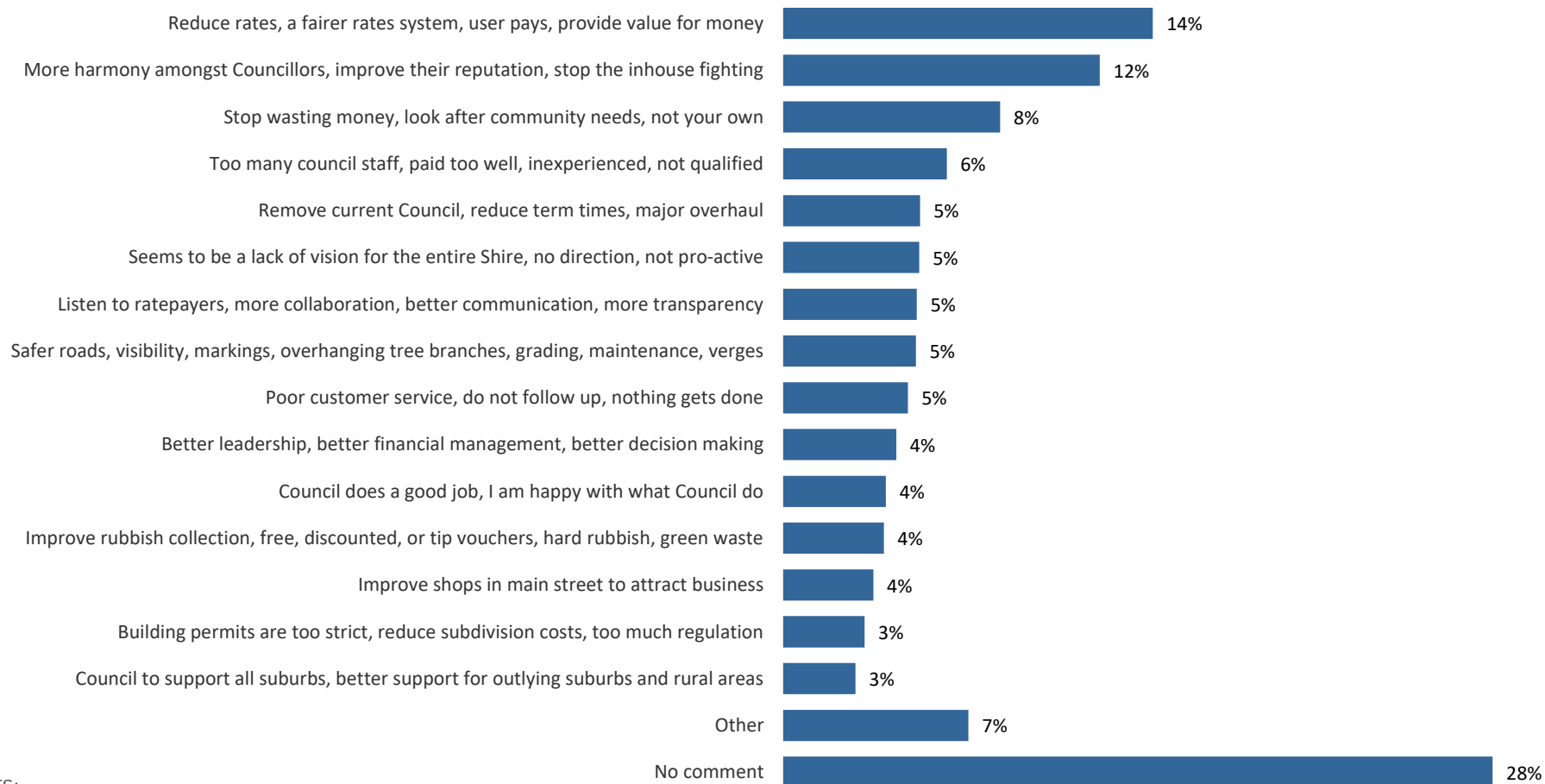
Overall Direction of Council

INDEX by area

■ Poor (1-4) ■ Neutral (5) ■ Good (6-7) ■ Excellent (8-10)

	2019 INDEX	Strzelecki	Tarwin Valley	Coastal Promontory
Overall direction of Council	30	28	30	35

Overall direction of Council: 59% | 17% | 17% | 7%

Category	Index Value
Very satisfied	80 – 100
Satisfied	60 – 79
Neutral	40 – 59
Dissatisfied	0 – 39

NOTES:
1. Sample: 2019 n=813, Strzelecki n=274, Tarwin Valley n=267, Coastal Promontory n=272
2. OP4. Finally, thinking about the direction Council has established, how would you rate the overall direction of Council?

General feedback from all residents again highlighted their concerns regarding rates (18%), a call for greater harmony amongst Councillors(12%) as well as a need to unnecessary spend (8%) and decrease Council staff (6%)

Further Comments

Comment	Percentage
Reduce rates, a fairer rates system, user pays, provide value for money	14%
More harmony amongst Councillors, improve their reputation, stop the inhouse fighting	12%
Stop wasting money, look after community needs, not your own	8%
Too many council staff, paid too well, inexperienced, not qualified	6%
Remove current Council, reduce term times, major overhaul	5%
Seems to be a lack of vision for the entire Shire, no direction, not pro-active	5%
Listen to ratepayers, more collaboration, better communication, more transparency	5%
Safer roads, visibility, markings, overhanging tree branches, grading, maintenance, verges	5%
Poor customer service, do not follow up, nothing gets done	5%
Better leadership, better financial management, better decision making	4%
Council does a good job, I am happy with what Council do	4%
Improve rubbish collection, free, discounted, or tip vouchers, hard rubbish, green waste	4%
Improve shops in main street to attract business	4%
Building permits are too strict, reduce subdivision costs, too much regulation	3%
Council to support all suburbs, better support for outlying suburbs and rural areas	3%
Other	7%
No comment	28%

NOTES:
1. Sample: n=813
2. GEN1. Do you have any further comments you would like to make?
3. Options with 3%+ counts shown

Sample Profile
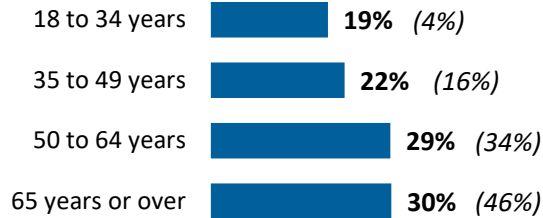
South Gippsland
Shire Council
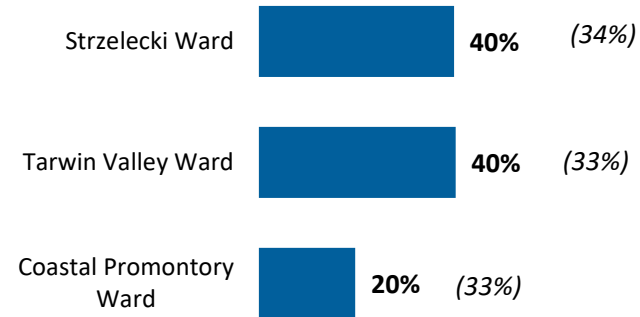
KEYRESEARCH
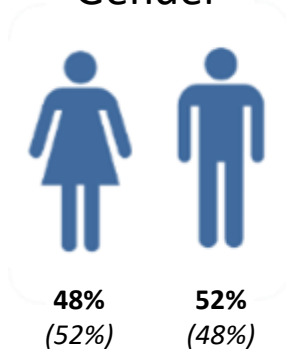Unlocking Business Knowledge

Sample profile

Demographics

Age

18 to 34 years	**19%**	*(4%)*
35 to 49 years	**22%**	*(16%)*
50 to 64 years	**29%**	*(34%)*
65 years or over	**30%**	*(46%)*

Area

Strzelecki Ward	**40%**	*(34%)*
Tarwin Valley Ward	**40%**	*(33%)*
Coastal Promontory Ward	**20%**	*(33%)*

Gender

48%	**52%**
(52%)	*(48%)*

The remaining respondents identified as 'other' gender.

n=813
weighted
(unweighted)

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.
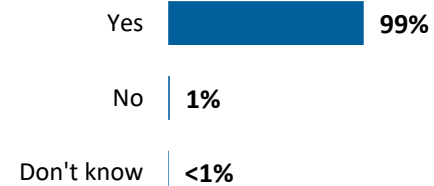
Demographics

Country of Birth

Australia **88%**

Other **12%**
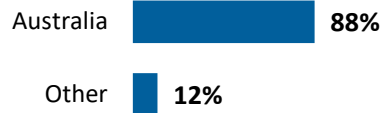
Identify as Aboriginal or Torres Strait Islander

Yes **<1%**

No **86%**

Home language

English only **95%**

Any language spoken **5%**

Member of household pays rates in South Gippsland Shire

Yes **99%**

No **1%**

Don't know **<1%**

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