



South Gippsland Shire Council Annual Residents Satisfaction Survey 2019

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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 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 $\pm 3.3\%$.
- 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 ($\pm 1\%$) 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.

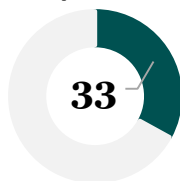
5

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*. The strategy to improve performance the strategy is to maintain performance.

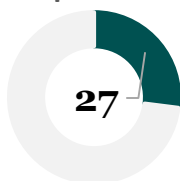
Key Findings

Index scores

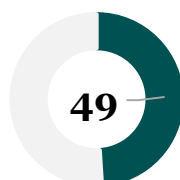
Overall performance



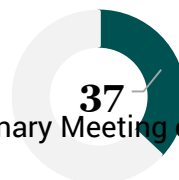
Reputation



Services and facilities

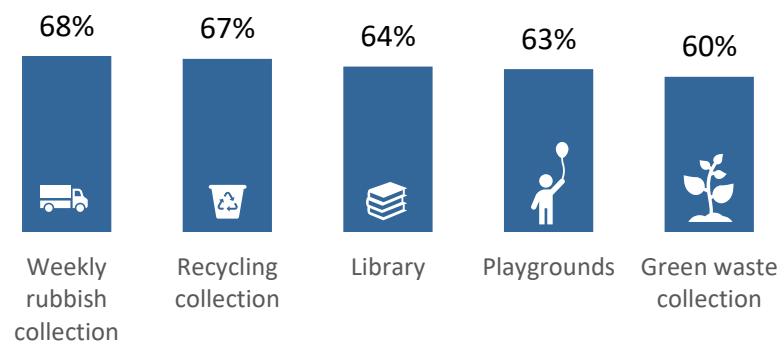


Value for money





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



Key Opportunities for Improvement



 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.

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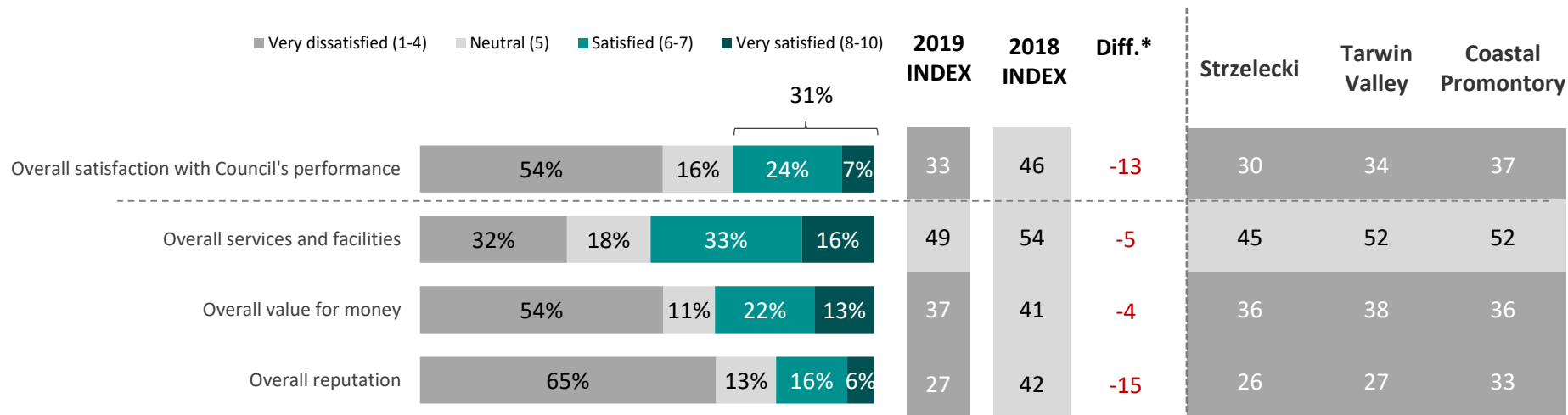


Overall Satisfaction

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



NOTES:

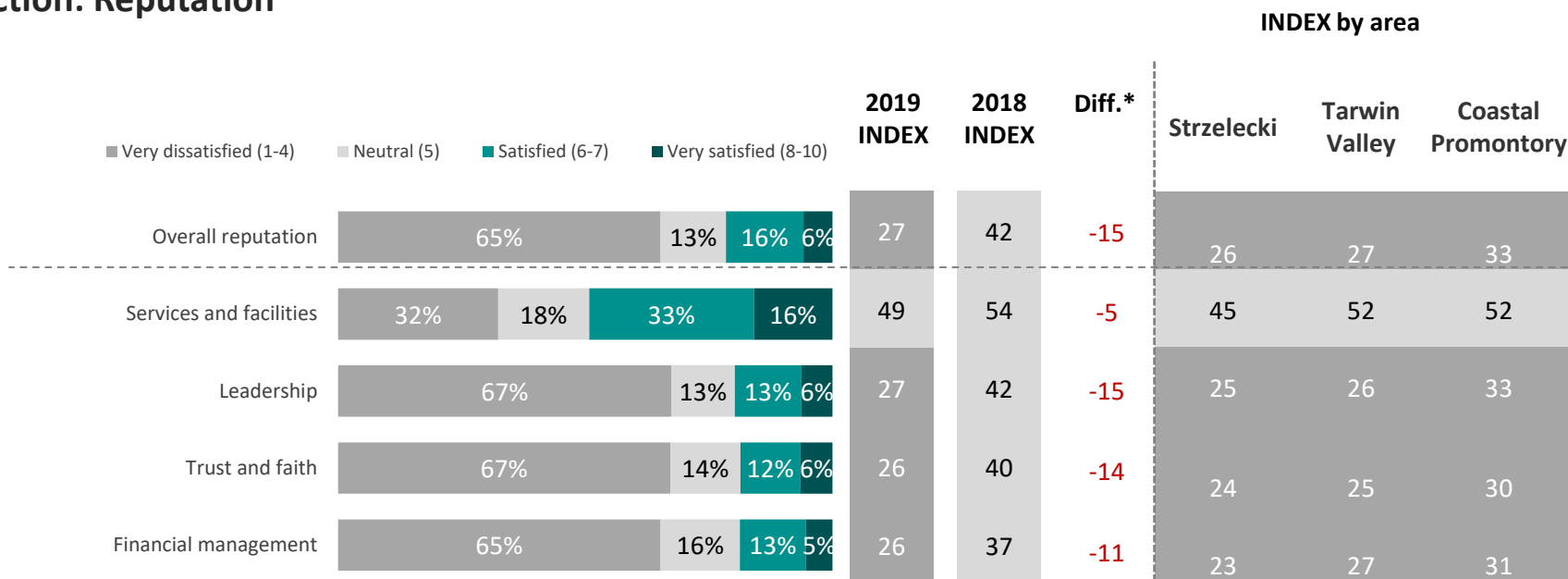
- Sample: 2018 n=621, 2019 n=813, Strzelecki n=274, Tarwin Valley n=267, Coastal Promontory n=272
- OP1. Everything considered; reputation, services and facilities, and value for money, how satisfied are you with the overall performance of Council over the past twelve months?
- REP5. So considering leadership, trust, financial management and also taking into account the quality services and facilities provided, how would you rate Council for its overall reputation?
- OVLSV. Overall how satisfied are you with the services and facilities that Council provides?
- 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?
- *Difference 2019 Index - 2018 Index

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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



NOTES:

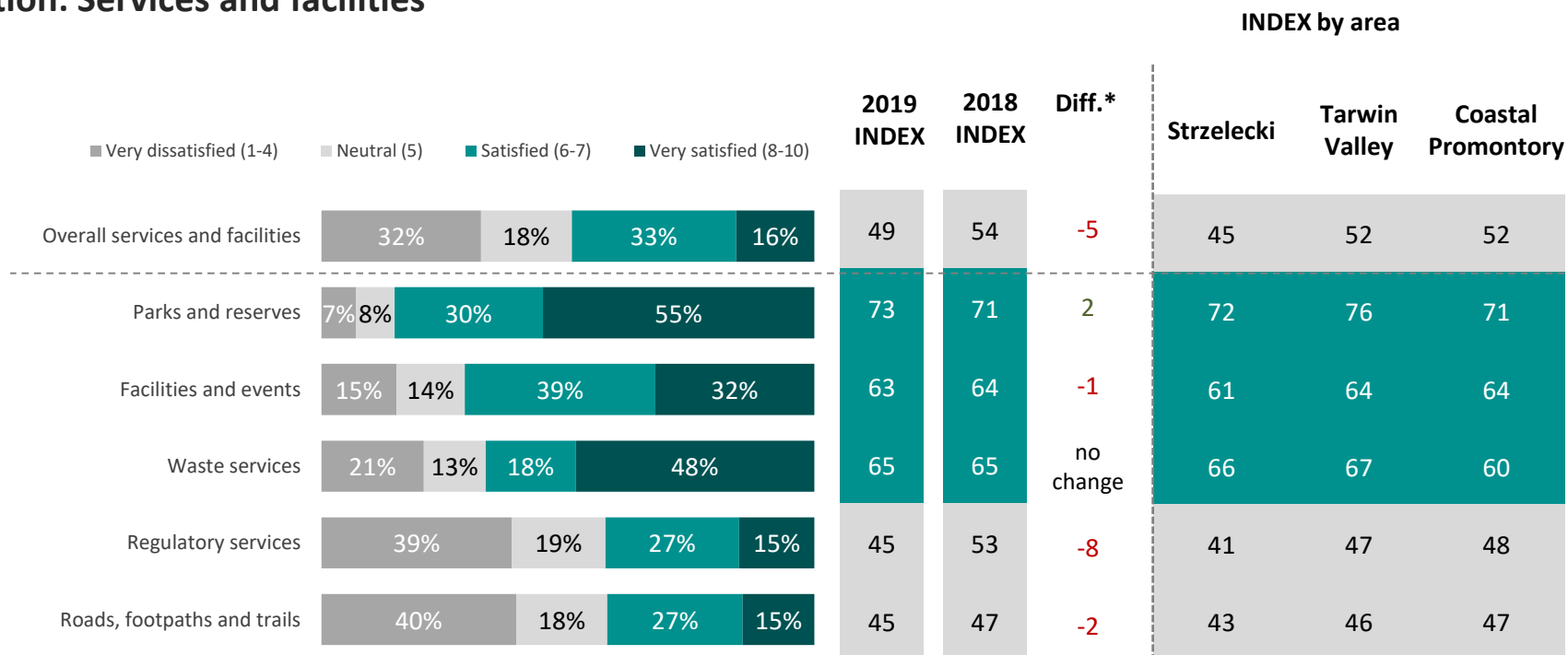
- Sample: 2018 n=621, 2019 n=813, Strzelecki n=274, Tarwin Valley n=267, Coastal Promontory n=272
- REP1. Being committed to creating a great shire, how it promotes economic development, being in touch with the community and setting clear direction – how would you rate Council for its leadership?
- REP2. 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?
- 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?
- OVLSV. 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?
- *Difference 2019 Index – 2018 Index

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

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



NOTES:

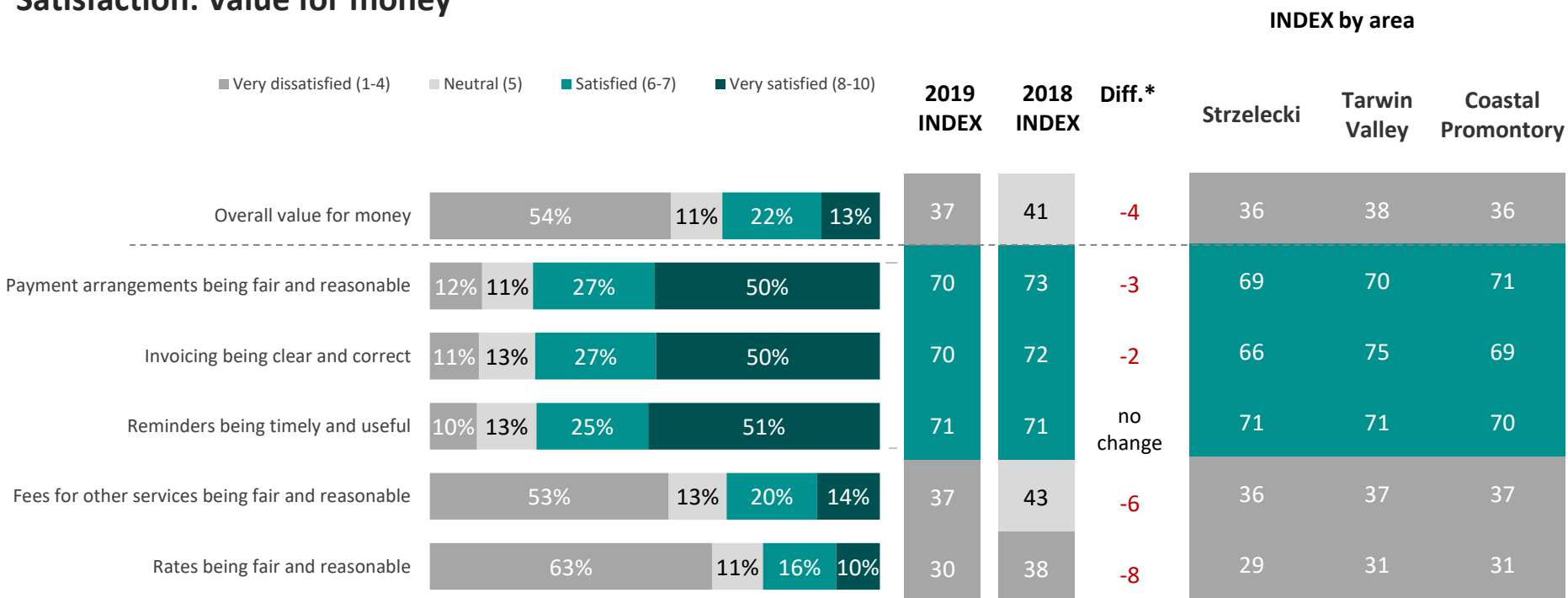
1. Sample: 2018 n=621, 2019 n=813, Strzelecki n=274, Tarwin Valley n=267, Coastal Promontory n=272
2. RF3. Overall how satisfied are you with Council's roads, footpaths and trails?
3. WW3. Overall how satisfied are you with Council's waste services?
4. PR3. Overall how satisfied are you with the provision 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

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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



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 services provided by Council, 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
Satisfied	60 – 79
Neutral	40 – 59
Dissatisfied	0 – 39

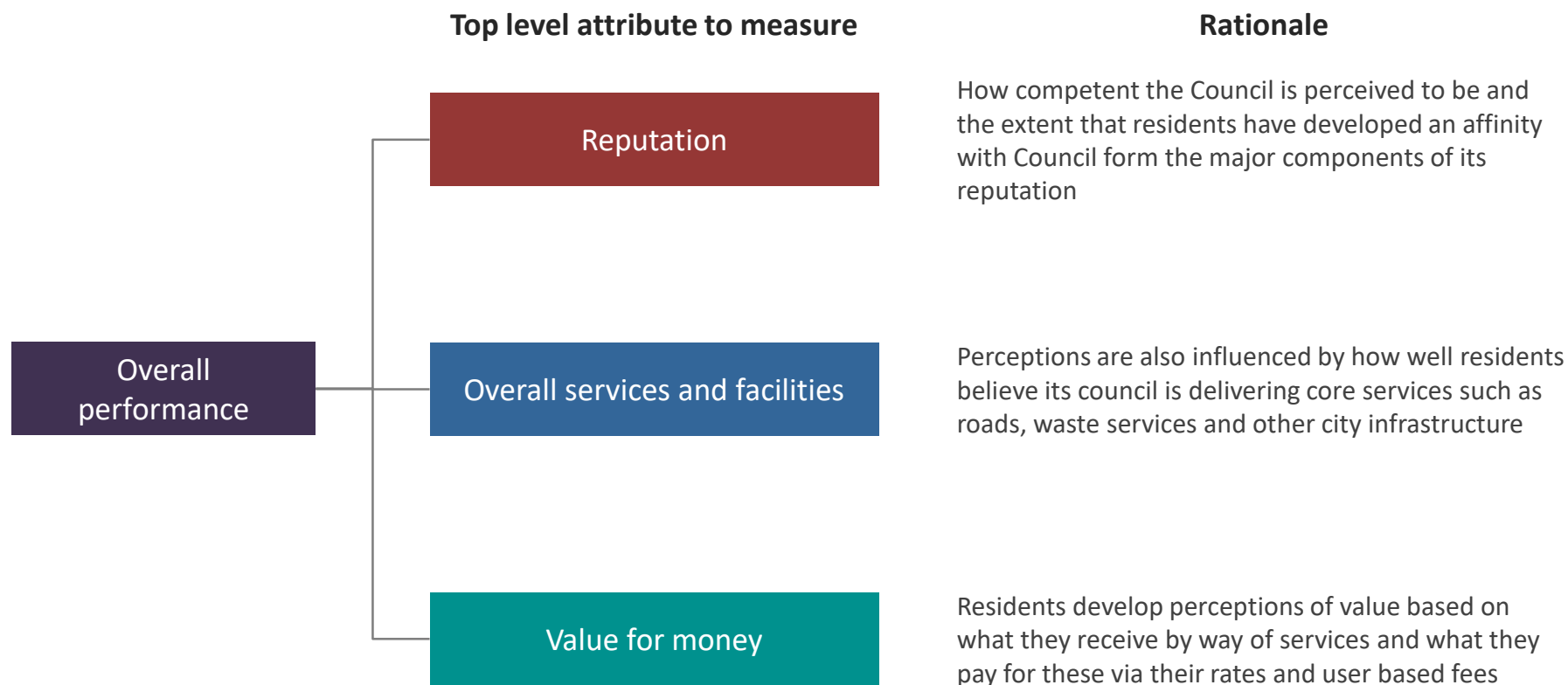


Drivers of Overall Satisfaction

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.



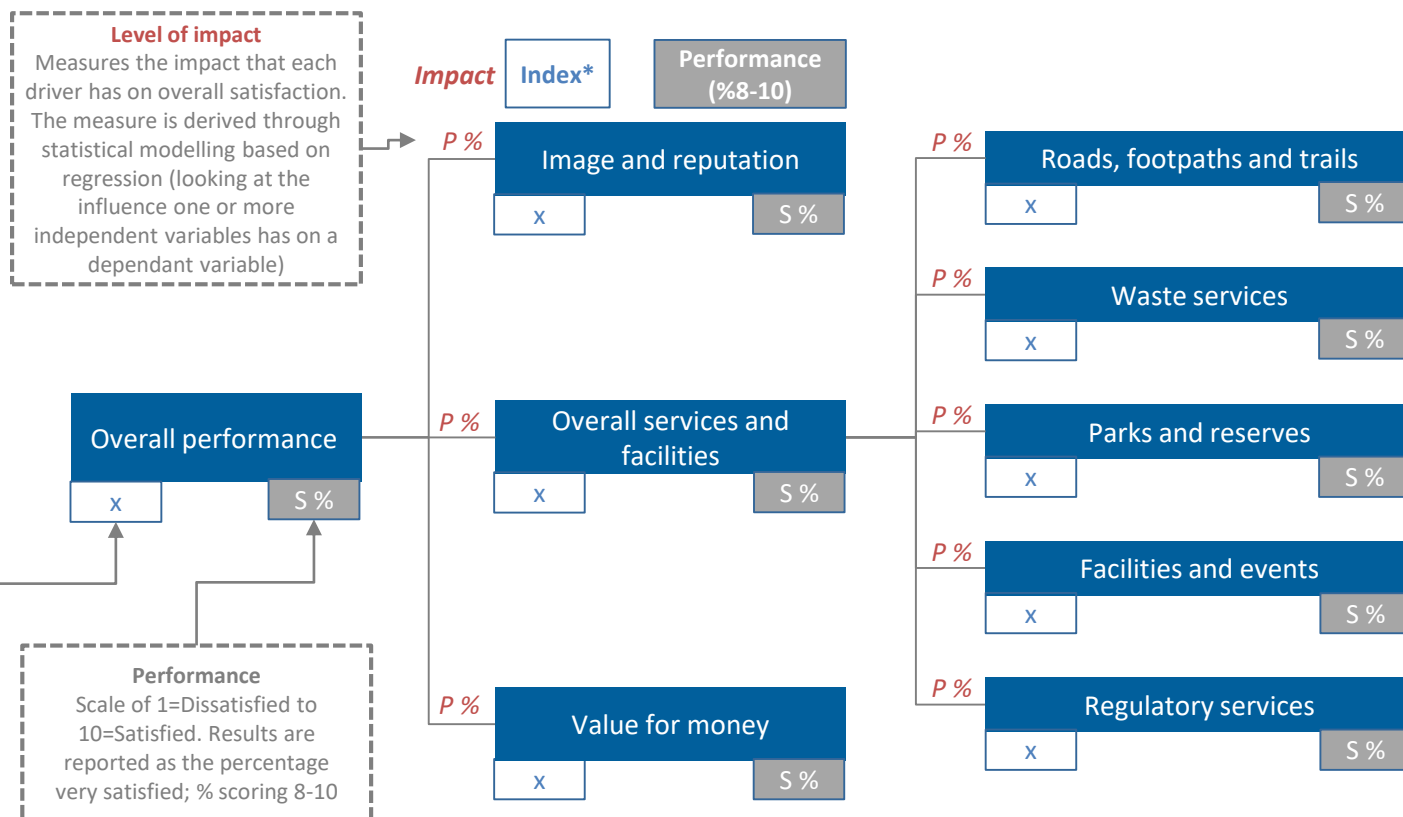
The Customer Value Management (CVM) model has been used to understand perceptions of Council and as a mechanism for prioritising improvement opportunities

Introduction to the CVM driver model

Illustrative

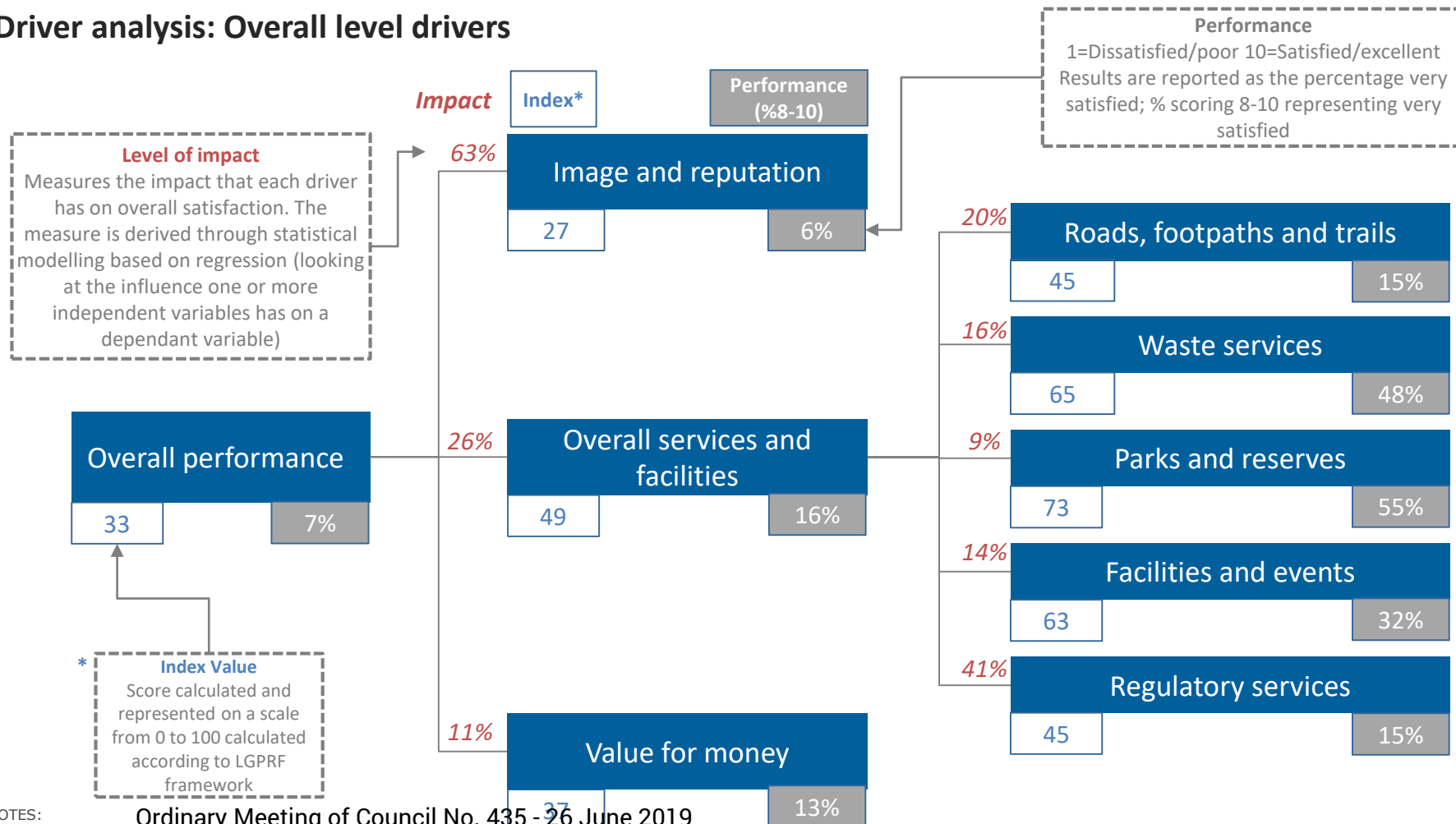
Overview of our driver model

- 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



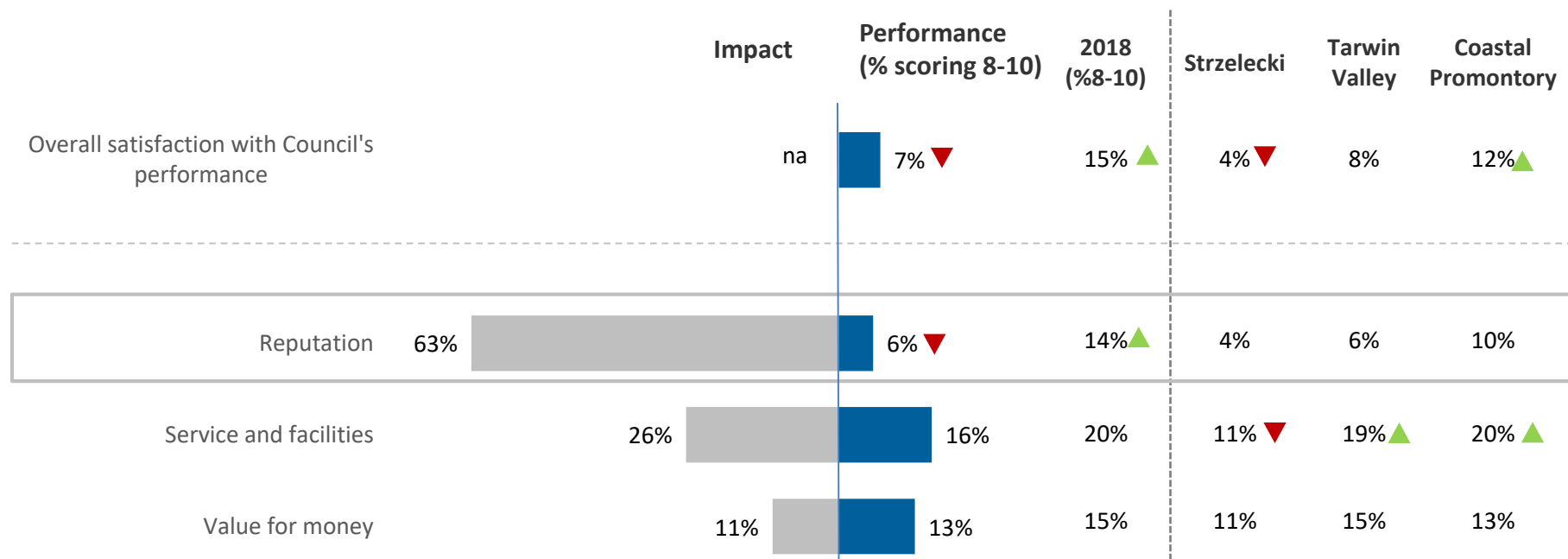
The overall performance evaluation is most strongly influenced by *Image and reputation*, more so than by the *Various services and facilities* provided, as well as by *Value for money*

Driver analysis: Overall level drivers



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



NOTES:

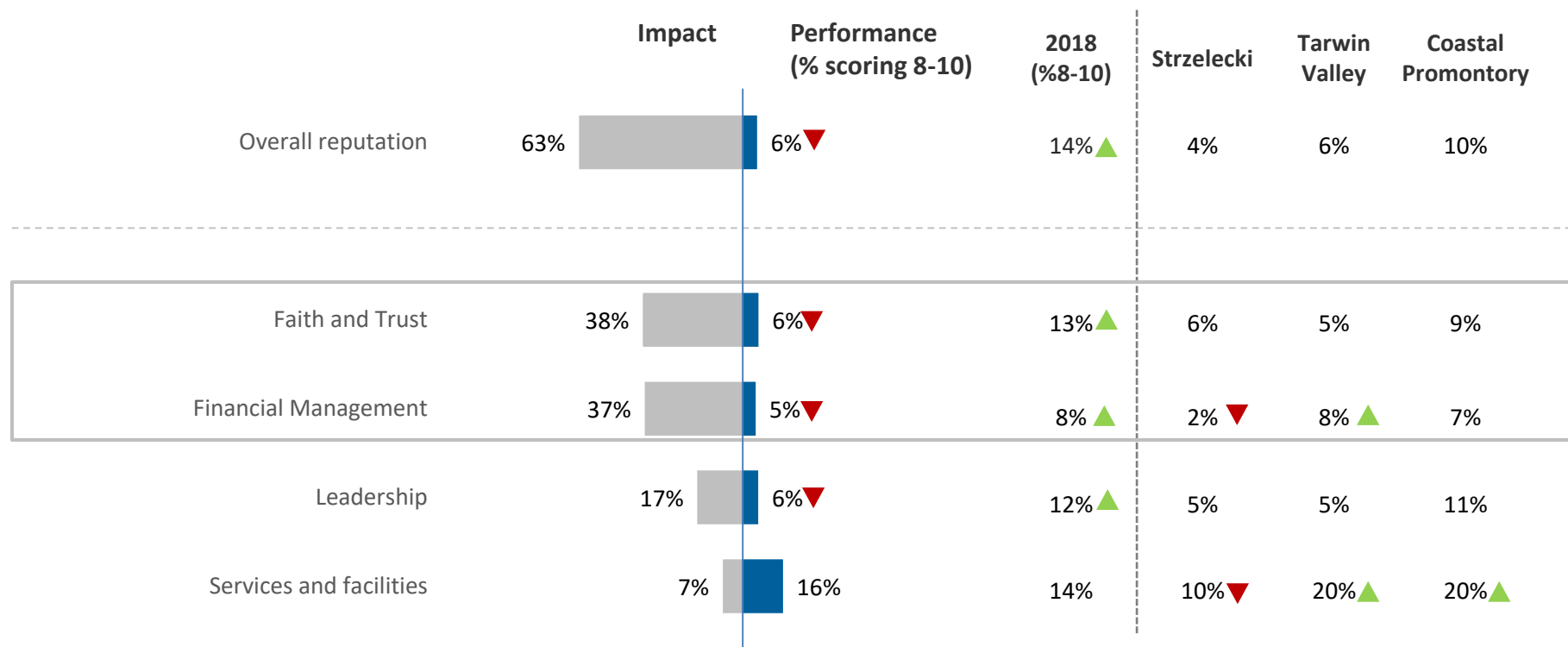
1. Sample: 2018 n=621, 2019 n=813, Strzelecki n=274, Tarwin Valley n=267, Coastal Promontory n=272
2. OP1. Everything considered; reputation, services and facilities, and value for money, how satisfied are you with the overall performance of Council over the past twelve months?
3. REP5. So considering 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?

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▲ 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

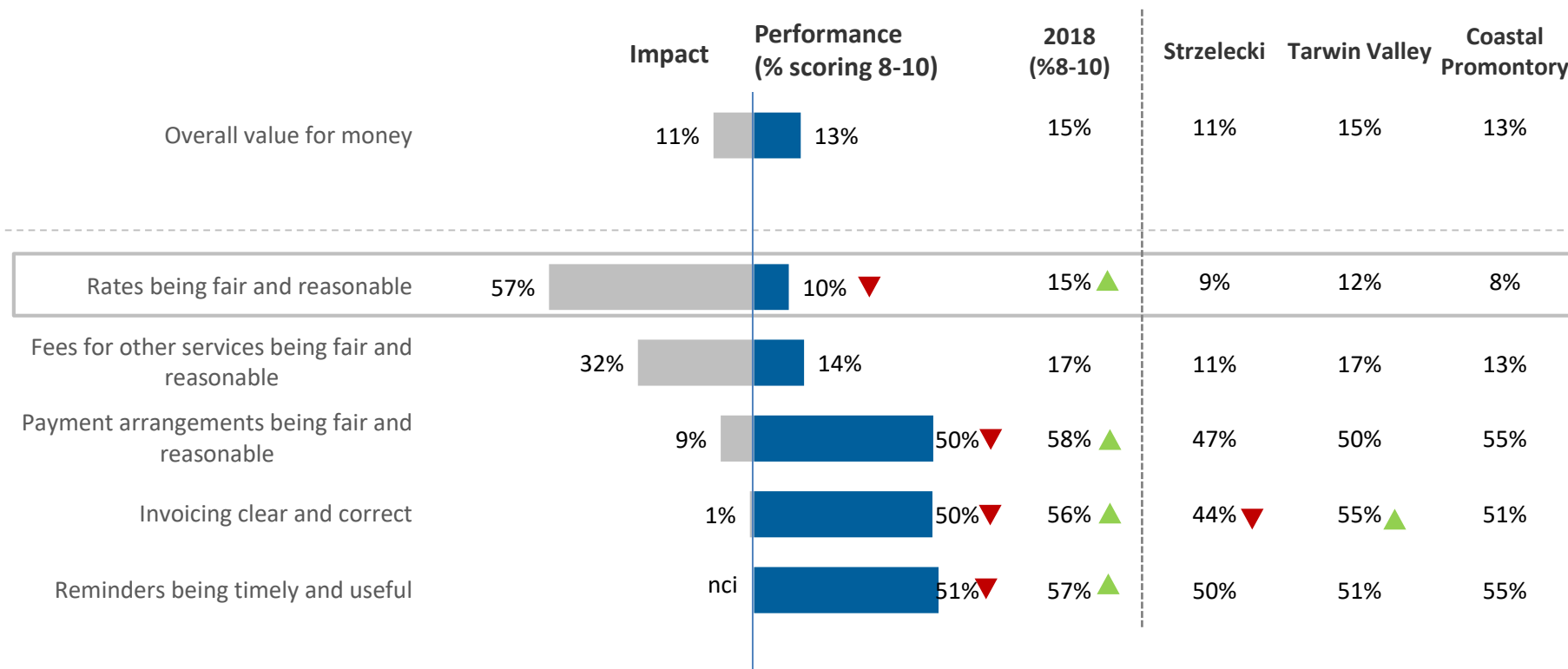


NOTES:

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



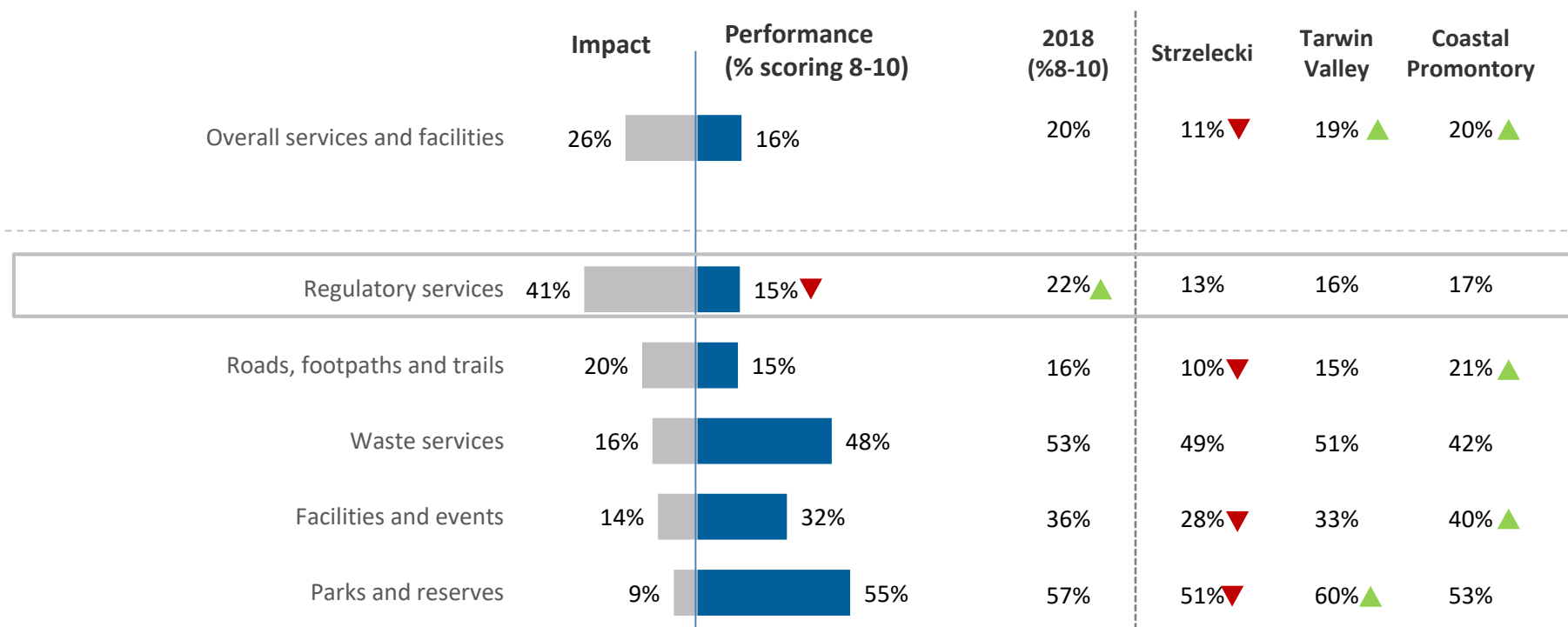
NOTES:

1. Sample: 2018 n=597 ratepayers, 2019 n=704 ratepayers, Strzelecki n=340, 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



NOTES:

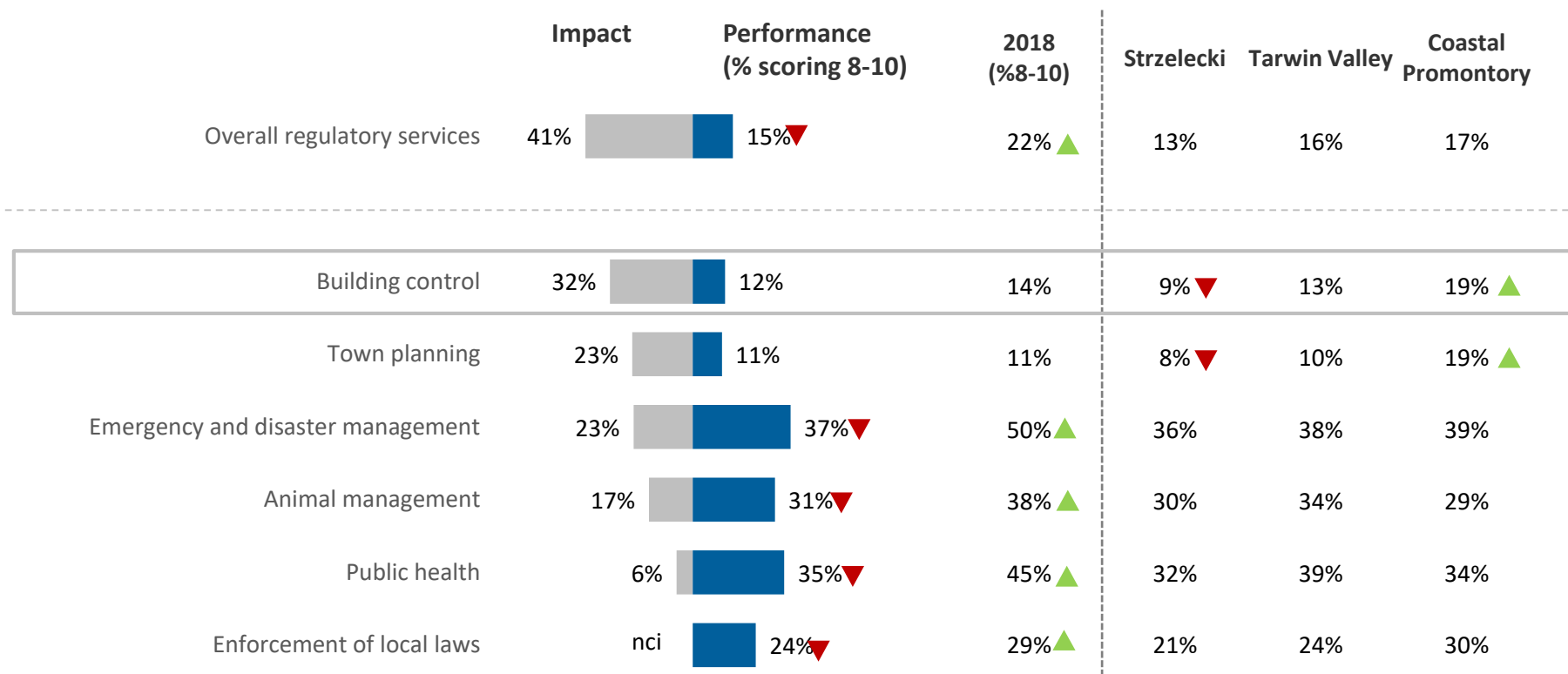
1. Sample: 2018 n=621, 2019 n=813, Strzelecki n=274, Tarwin Valley n=267, Coastal Promontory n=272
2. RF3. Overall how satisfied are you with Council's roads, footpaths and trails?
3. WW2. Overall how satisfied are you with Council's waste services?
4. PR2. Overall how satisfied are you with the provision and maintenance of Council's parks and reserves?
5. FE2. Overall how satisfied are you with the Council's facilities and events?
6. OVLSV. Overall, how satisfied are you with the services and facilities that Council provides?

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▲ 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



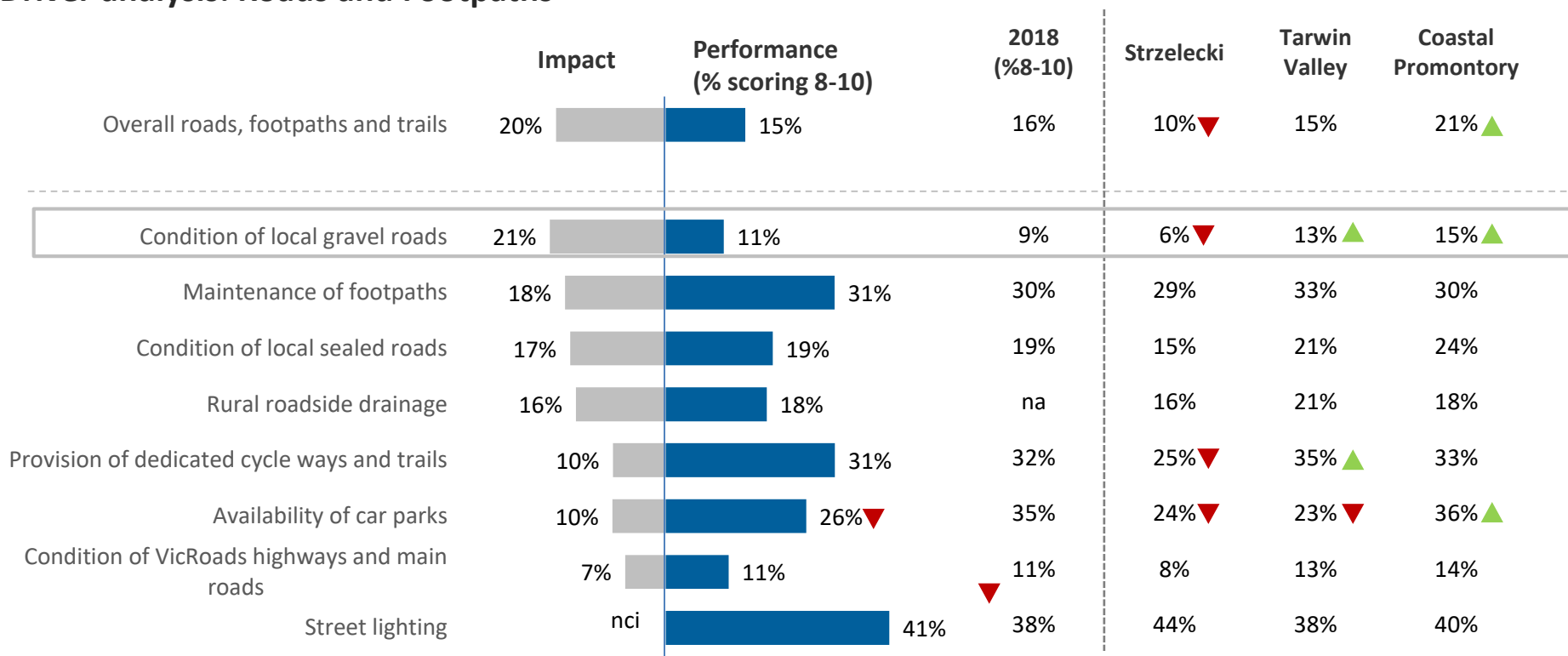
NOTES:

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 is 'not at all satisfied' and 10 is '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?
4. nci = no current impact

▲ Significantly higher
▼ Significantly lower

In terms of *Roads, footpaths and trails*, 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



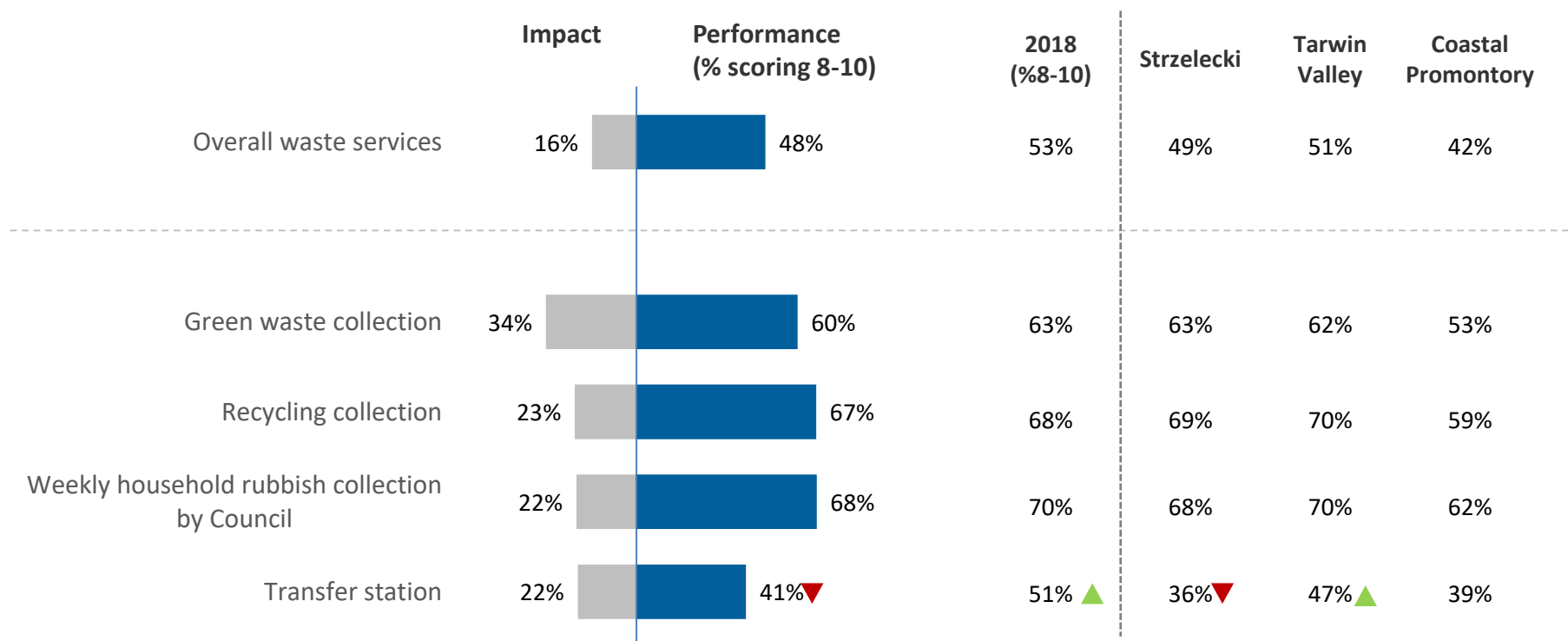
NOTES:

1. Sample: 2018 n=621, 2019 n=813, Strzelecki n=274, Tarwin Valley n=267, Coastal Promontory n=272
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?
4. nci = no current impact

▲ 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



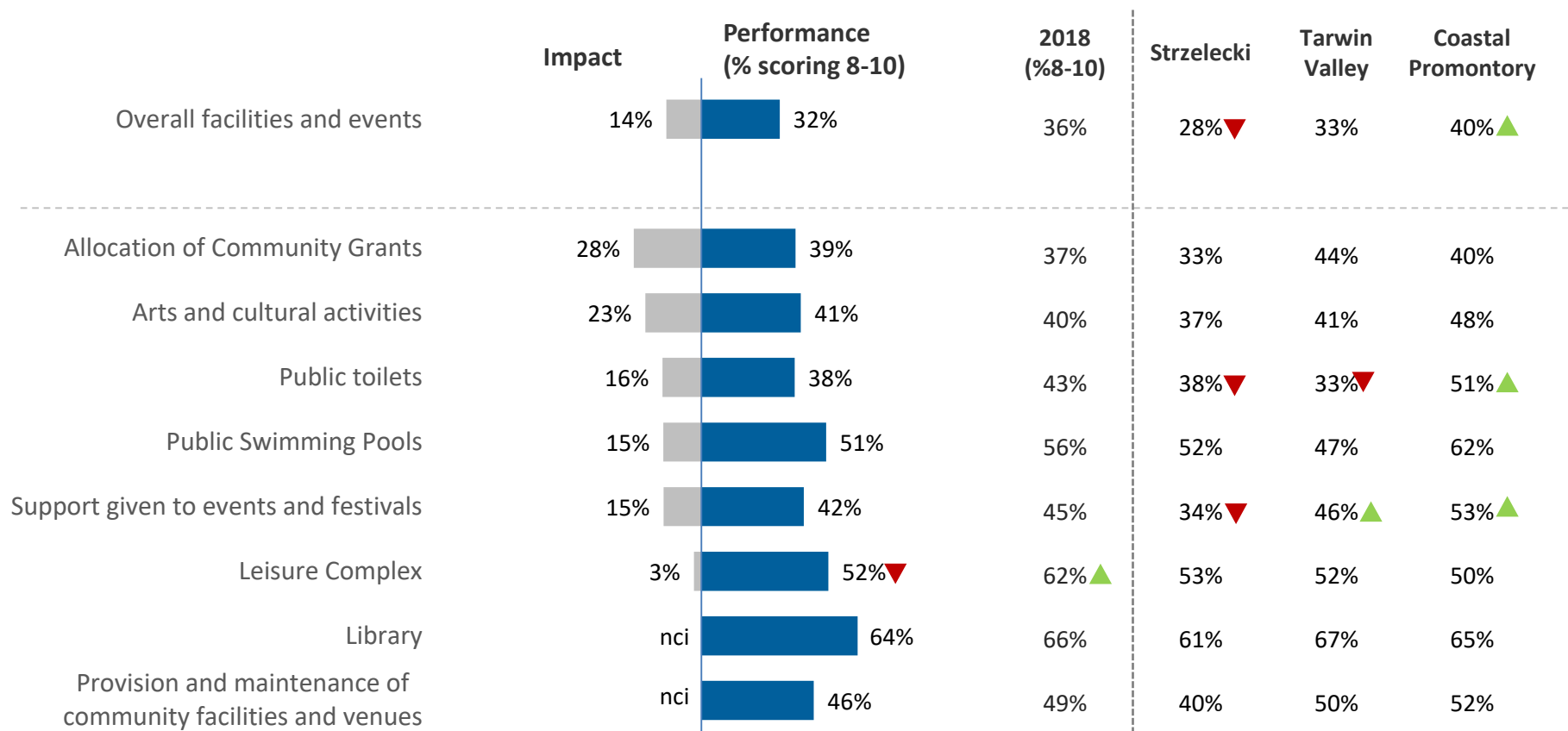
NOTES:

1. Sample: 2018 n=272, 2019 n=272, Strzelecki n=271, Tarwin Valley n=272, 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



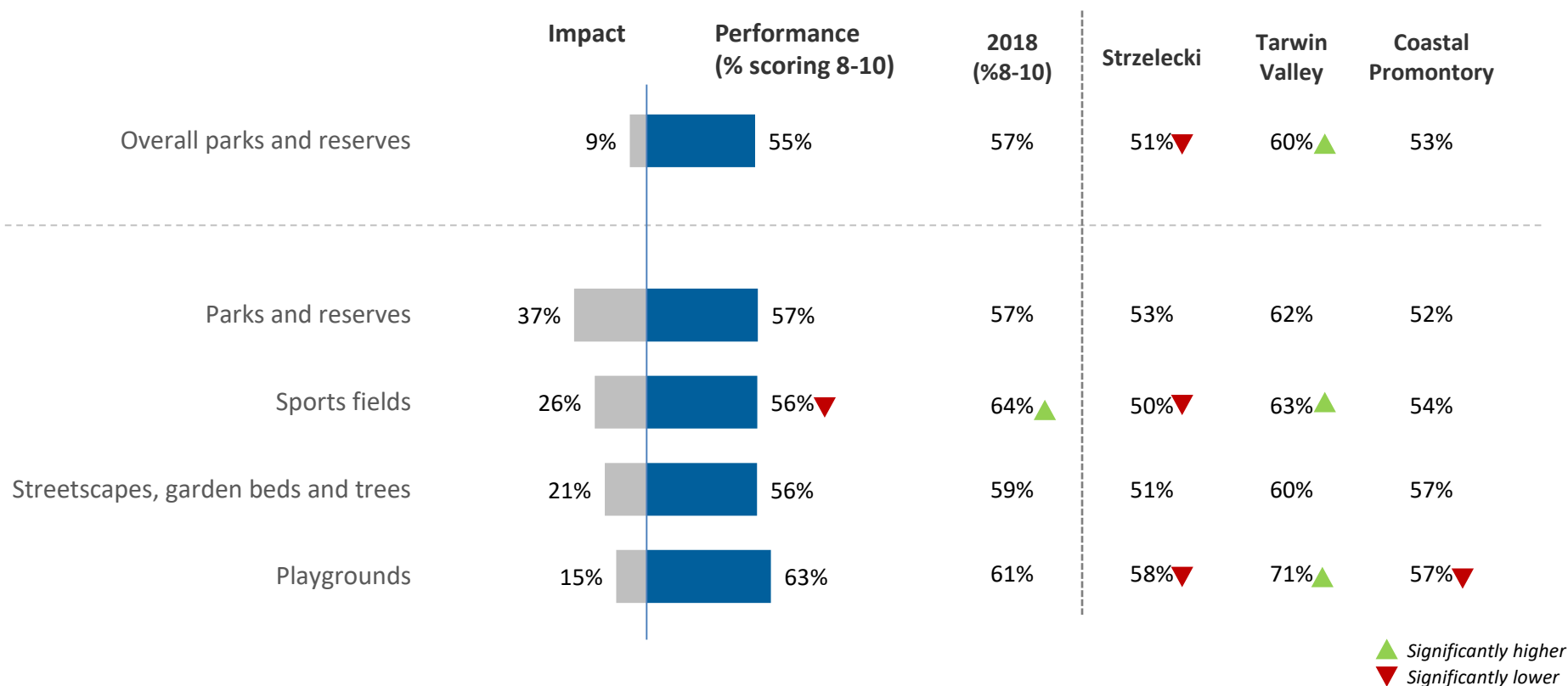
▲ Significantly higher
▼ Significantly lower

NOTES:

1. Sample: 2018 n=621, 2019 n=613, 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?

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

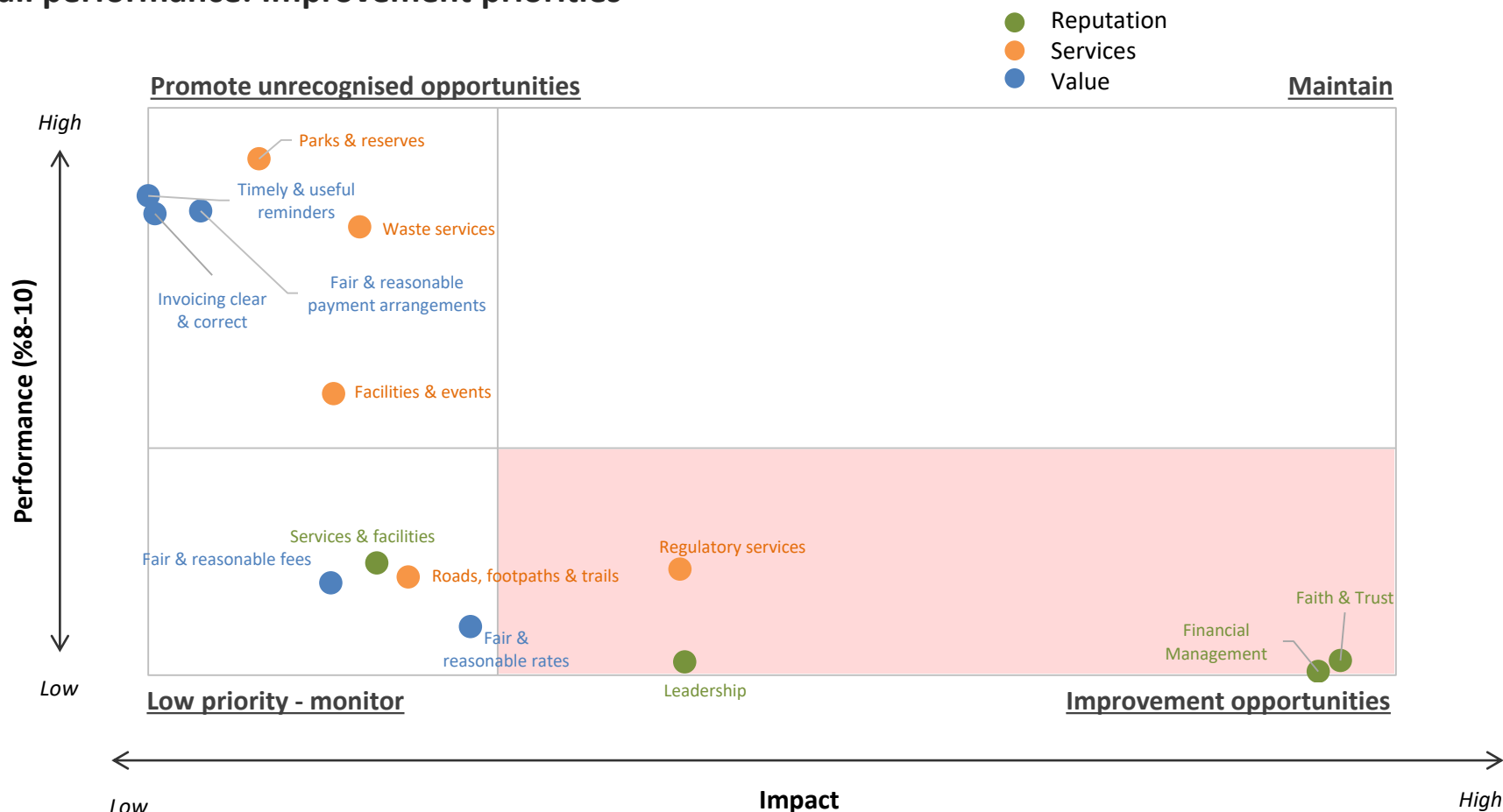


NOTES:

1. Sample: 2018 n=621, 2019 n=813, Strzelecki n=274, Tarwin Valley n=267, Coastal Promontory n=272
2. PR1. Still using the old satisfaction scale (1-10) and the question '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



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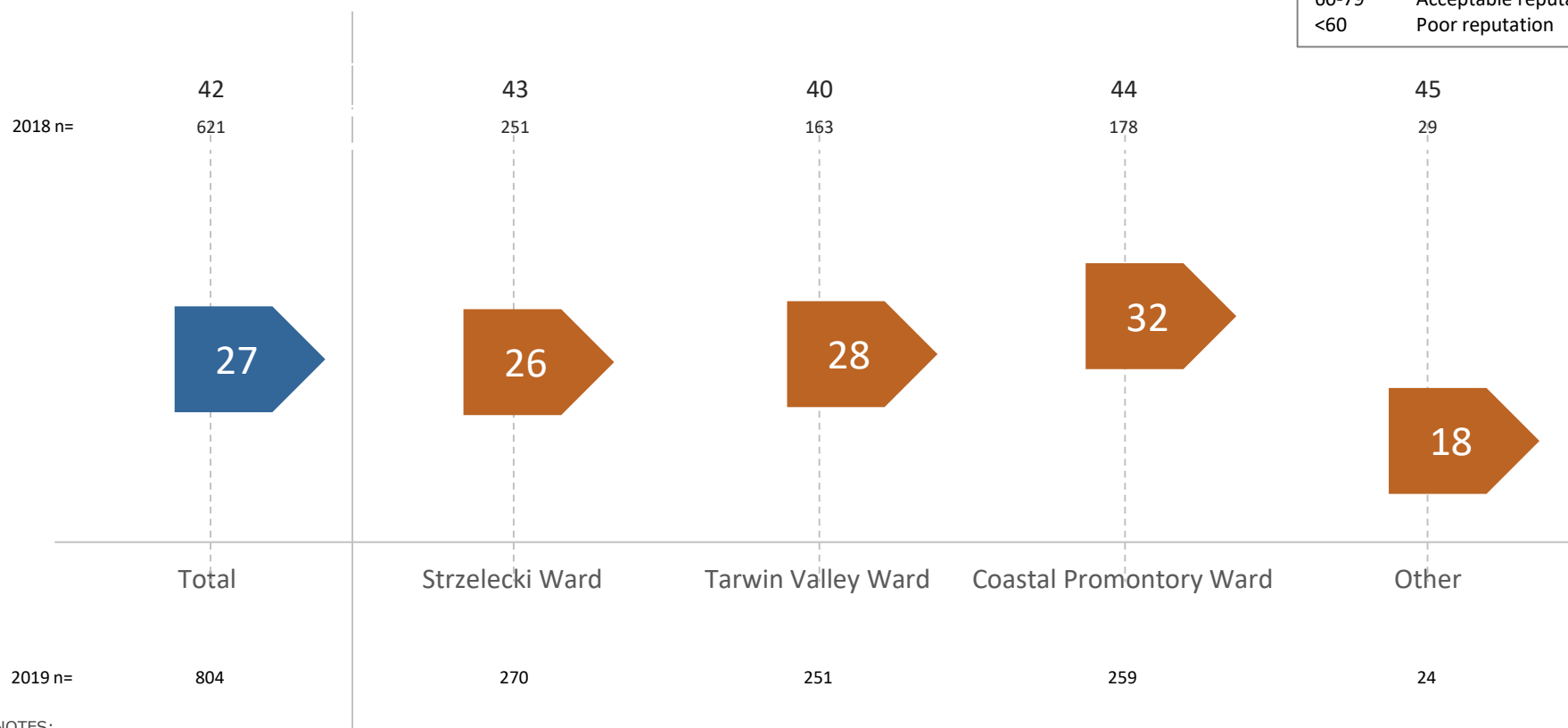


Understanding Reputation

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

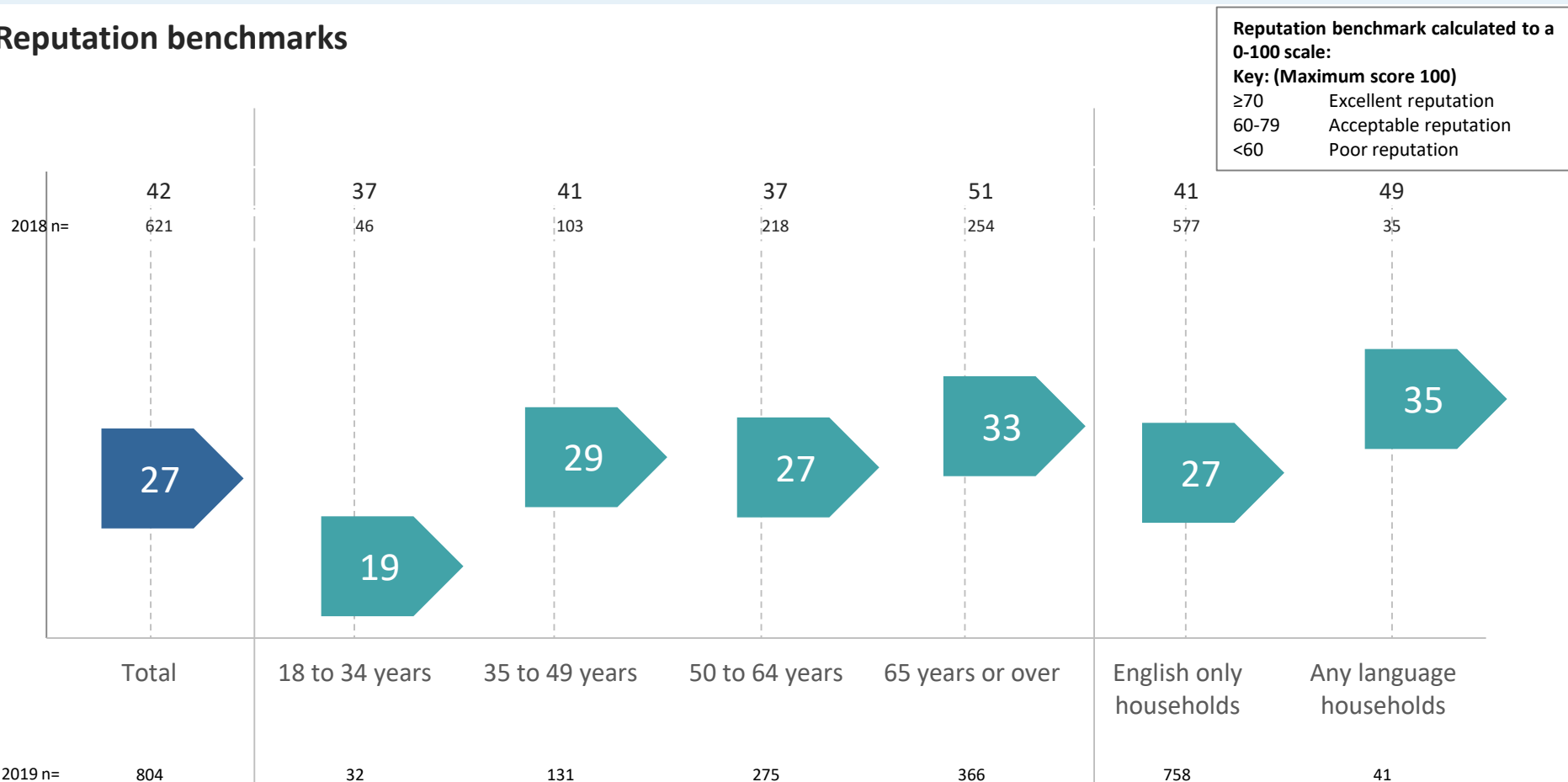


NOTES:

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 for the Council is calculated as a score 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



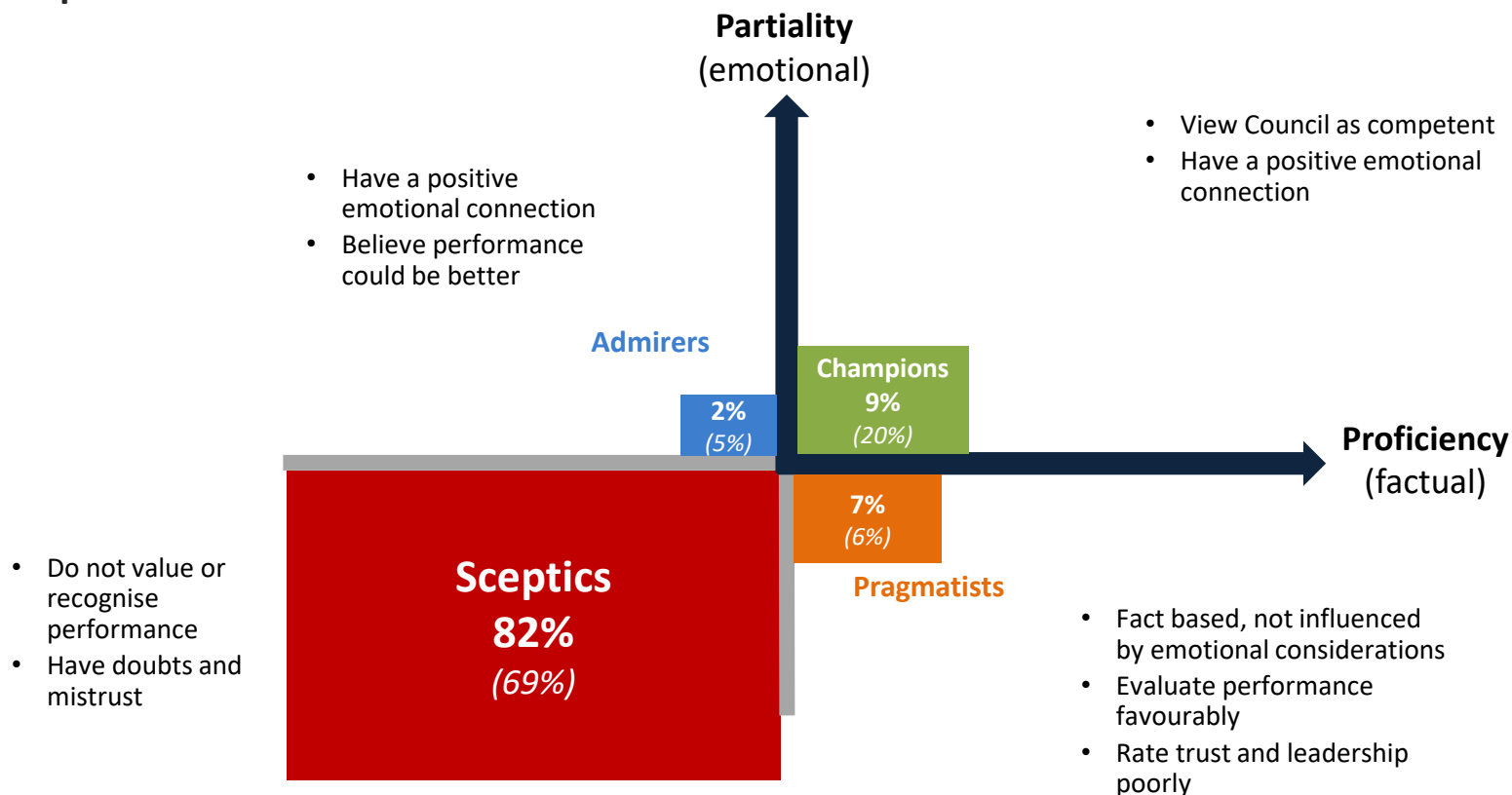
NOTES:

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)



NOTES:

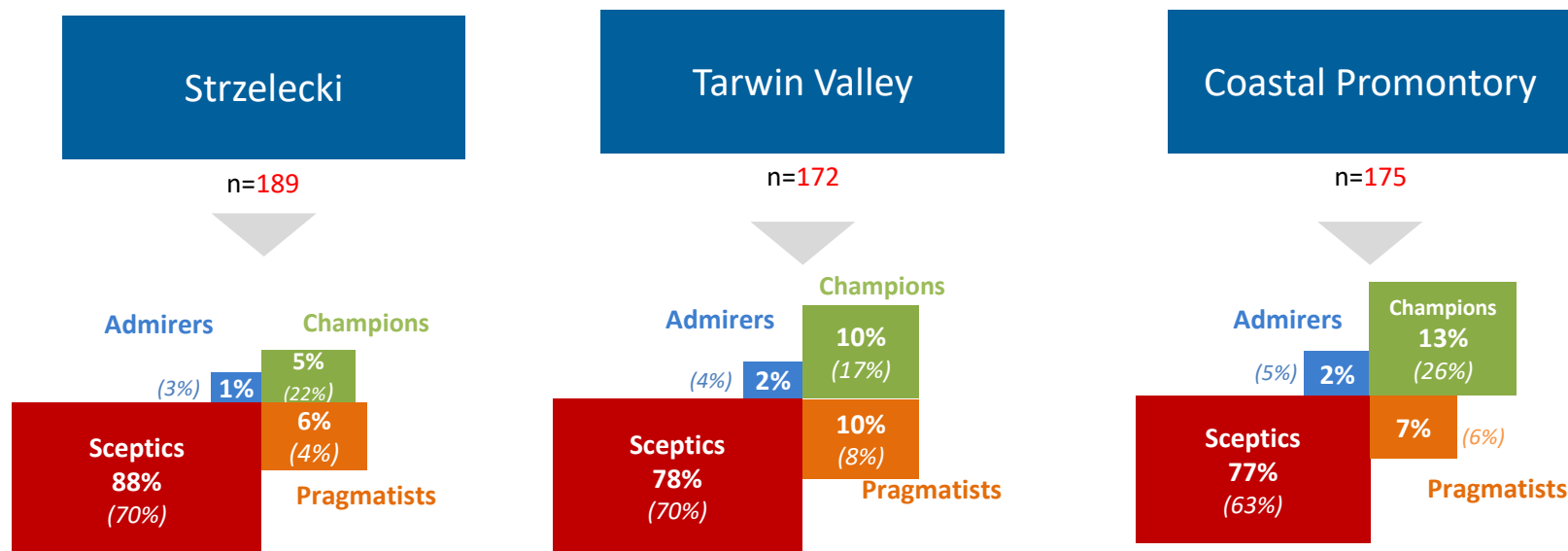
- Sample: 2008
- Segments have been determined using the results from a set of five overall level questions
- REP1 leadership, REP2 trust, REP3 financial management, OVLSV quality of deliverables, REP5 overall reputation

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)

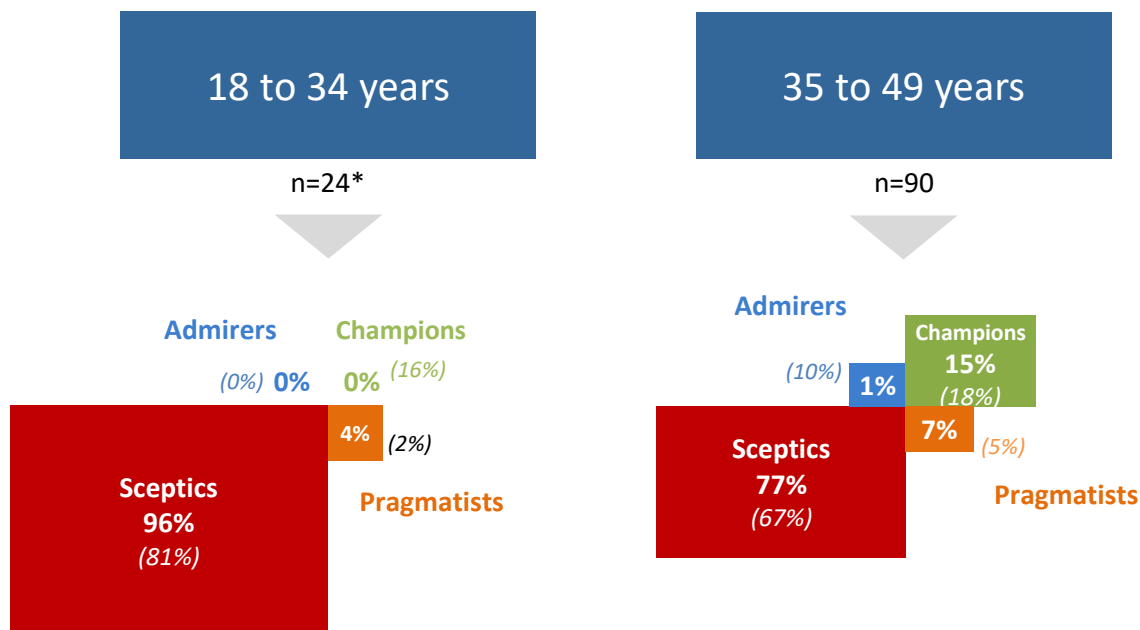


NOTES:

1. Sample: 2018n=621, 2019 n=813. Excludes 'don't know' responses to any of the reputation questions
2. Segments have been derived from the results of a five-point Likert scale (1=Strongly Dislike, 2=Dislike, 3=Neutral, 4=Like, 5=Strongly Like)
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)

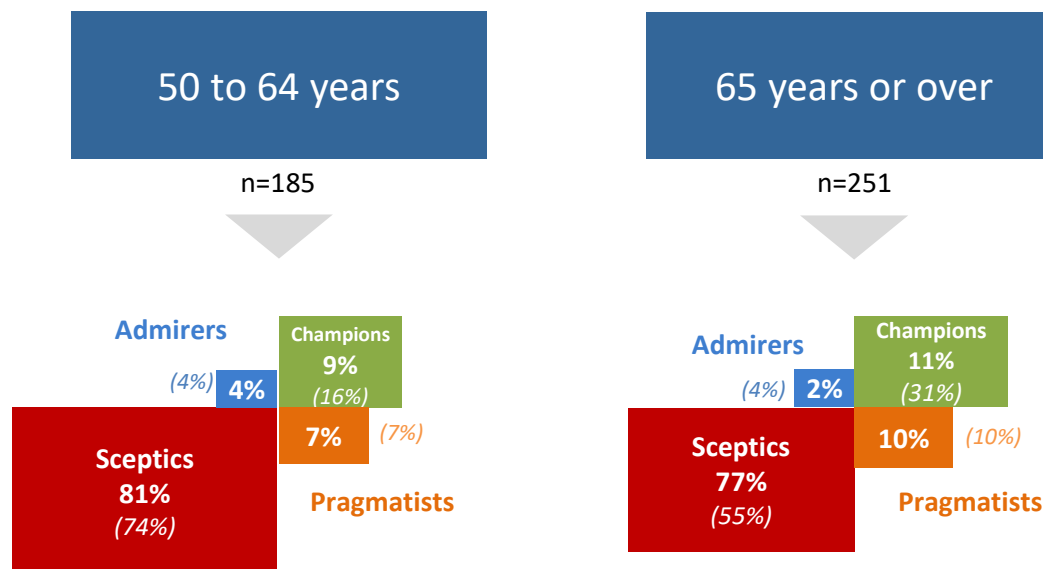


NOTES:

1. Sample: 2018 n=621, 2019 n=813. Excludes 'don't know' responses to any of the reputation questions
2. Segments have been defined based on the results of a series of reputation 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)



NOTES:

1. Sample: 2018 n=621, 2019 n=813. Excludes 'don't know' responses to any of the reputation questions
2. Segments have been named in order of the best to the worst reputation
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

					2019 INDEX	2018 INDEX	Diff.*	INDEX by area		
	Very dissatisfied (1-4)	Neutral (5)	Satisfied (6-7)	Very satisfied (8-10)				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

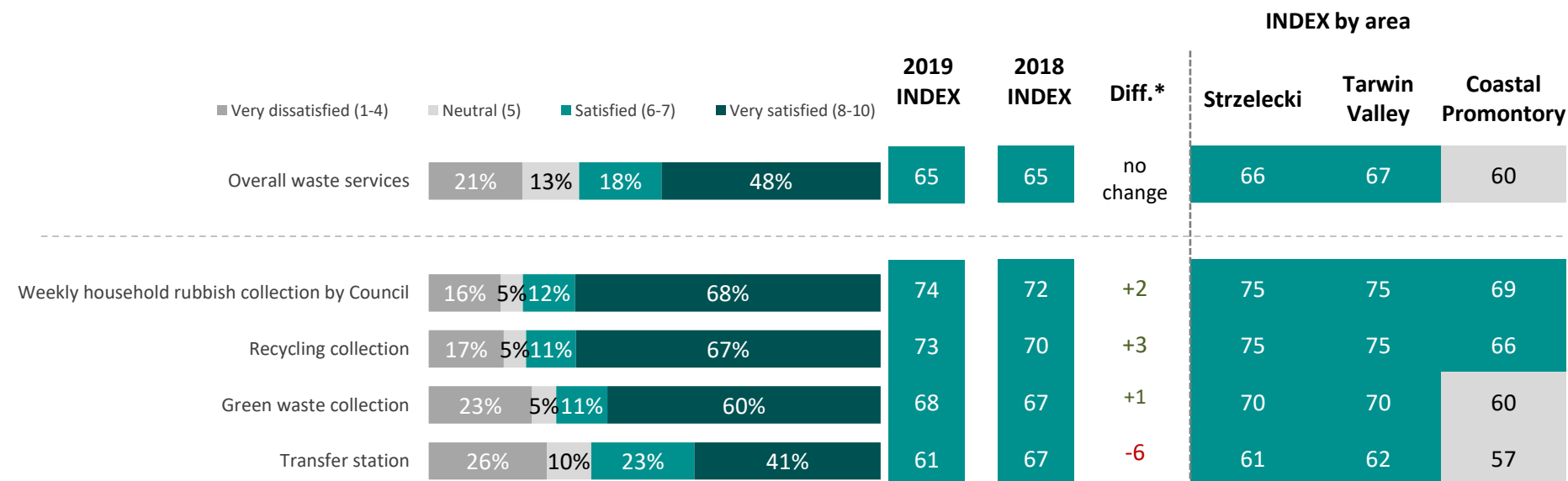
Category	Index Value
Very satisfied	80 – 100
Satisfied	60 – 79
Neutral	40 – 59
Dissatisfied	0 – 39

NOTES:

- Sample: 2018 n=621, 2019 n=813, Strzelecki n=274, Tarwin Valley n=267, Coastal Promontory n=272
- 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...
- RF3. Overall how satisfied are you with Council's roads, footpaths and trails?
- *Difference 2019 Index – 2018 Index

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



NOTES:

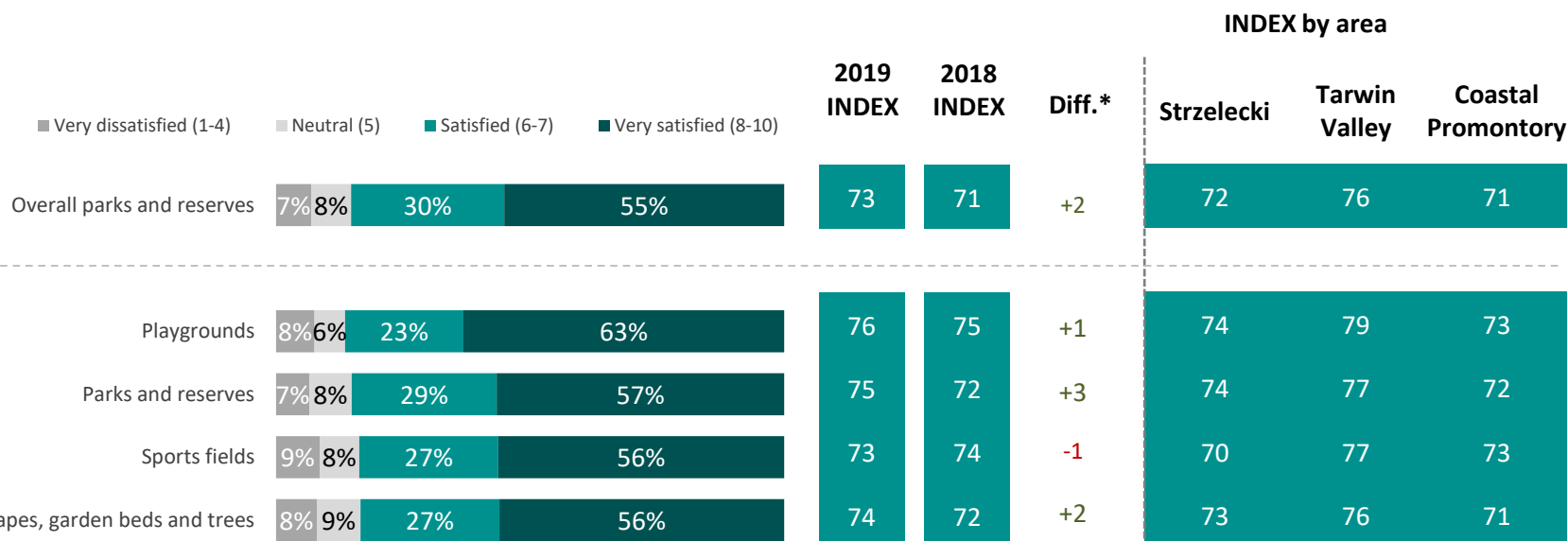
1. Sample: 2018 n=621, 2019 n =813, Strzelecki n=270, Tarwin Valley n= 254, Coastal Promontory n=264
2. WW1. Still using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your overall satisfaction with each of the following...
3. WW3. Overall how satisfied are you with Council's waste services?
4. *Difference 2019 Index – 2018 Index

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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



NOTES:

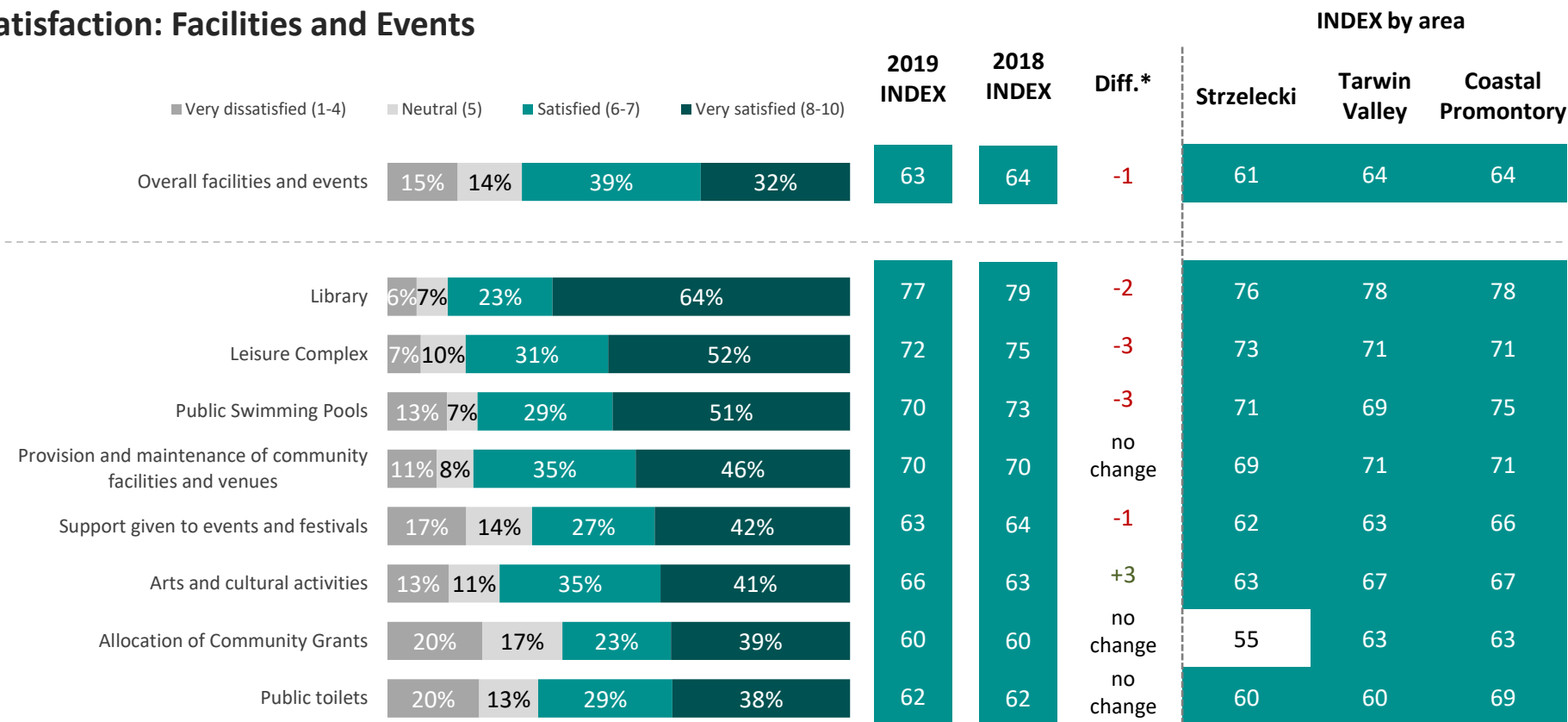
1. Sample: 2018 n=621, 2019 n=813, Strzelecki n=274, Tarwin Valley n=267, Coastal Promontory n=272
2. PR1. Still using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your satisfaction with Council's performance in Overall Parks and Reserves?
3. PR3. Overall how satisfied are you with the provision and maintenance of Council's parks and reserves?
4. *Difference 2019 Index - 2018 Index

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

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



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

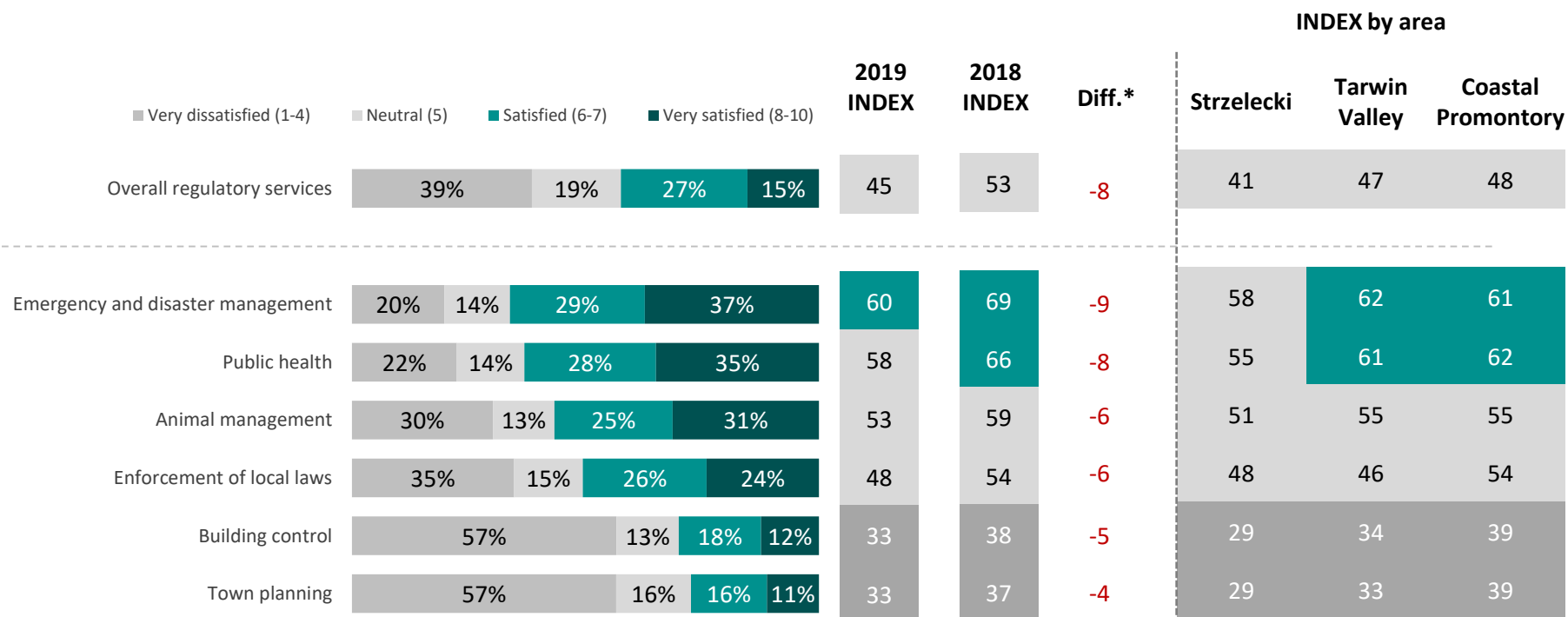
NOTES:

- Sample: 2018 n=621, 2019 n=813, Strzelecki n=274, Tarwin Valley n=267, Coastal Promontory n=272
- 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...
- FE2. Overall how satisfied are you with the Council's facilities and events?
- *Difference 2019 Index – 2018 Index

Ordinary Meeting of Council No. 435 - 26 June 2019

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



NOTES:

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

Ordinary Meeting of Council No. 435 - 26 June 2019

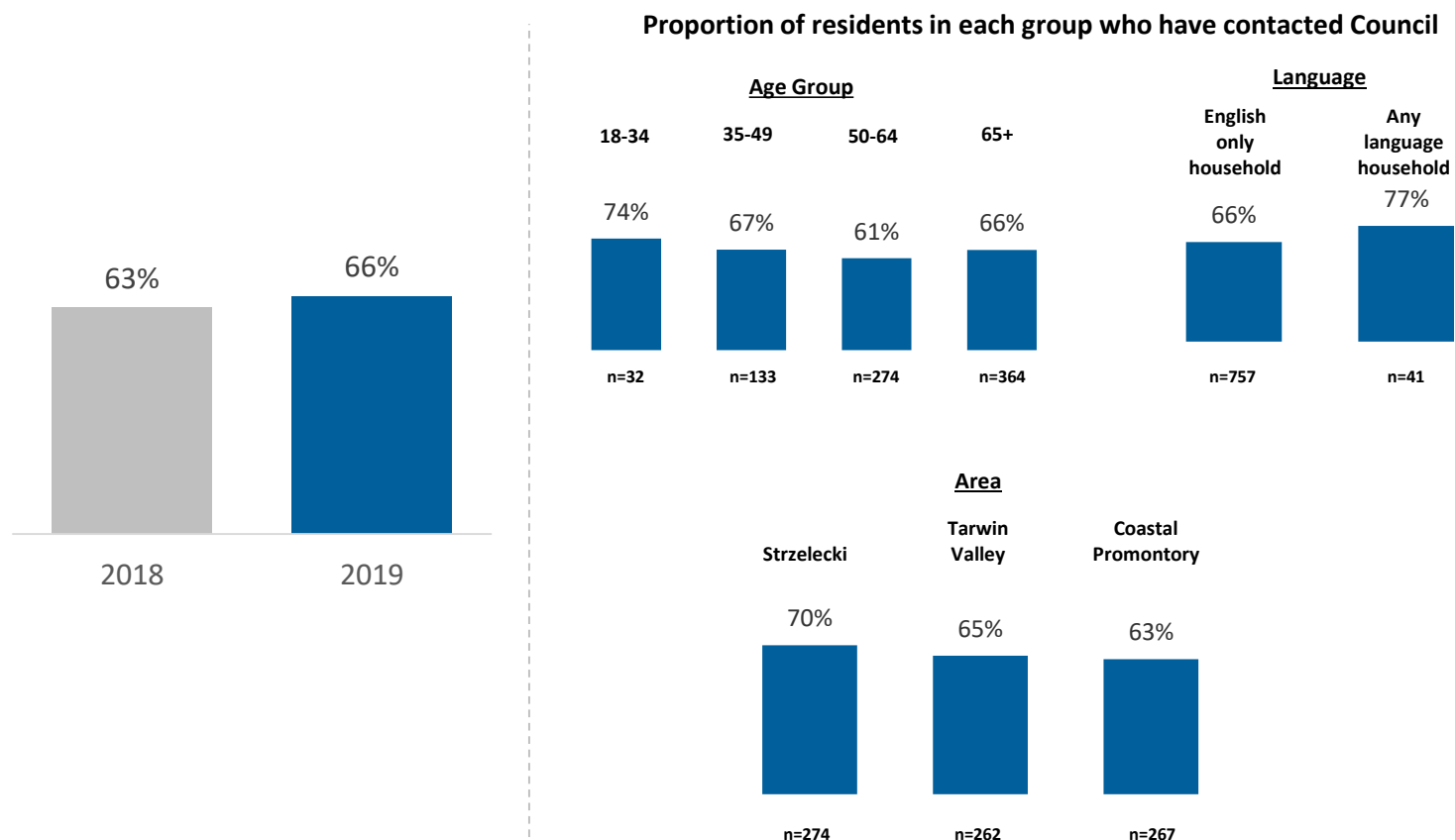
Category	Index Value
Very satisfied	80 – 100
Satisfied	60 – 79
Neutral	40 – 59
Dissatisfied	0 – 39



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

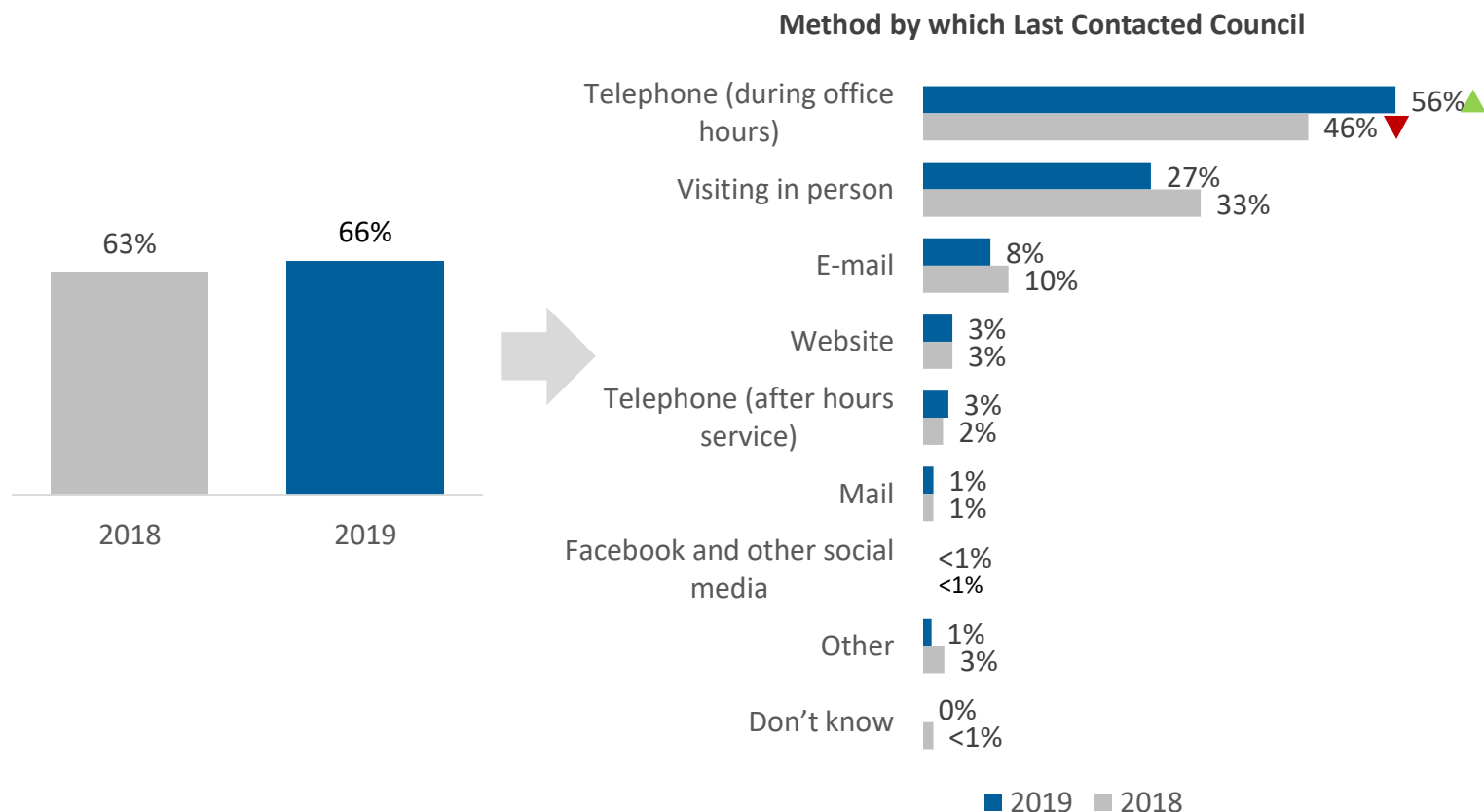


NOTES:

1. Sample: 2018 n=621, 2019 n=813
2. CS1: Have you contacted 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



NOTES:

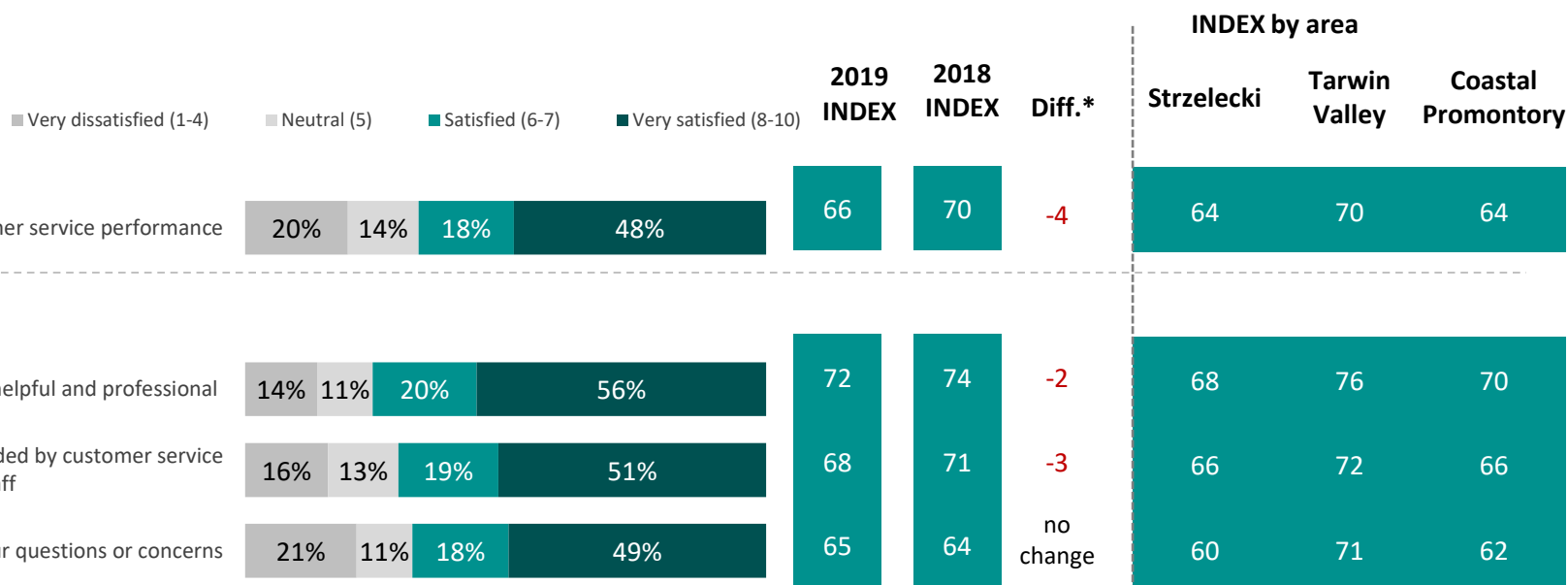
1. Sample: 2018 n=621, 2019 n=813; those who contacted Council 2018 n=374; 2019 n=514
2. CS1. Have you or any member of your household contacted South Gippsland Shire Council in the last 12 months?
3. CS2. When you or a member of your household last contacted Council, was it by...?

Ordinary Meeting of Council No. 435 - 26 June 2019

▲ 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



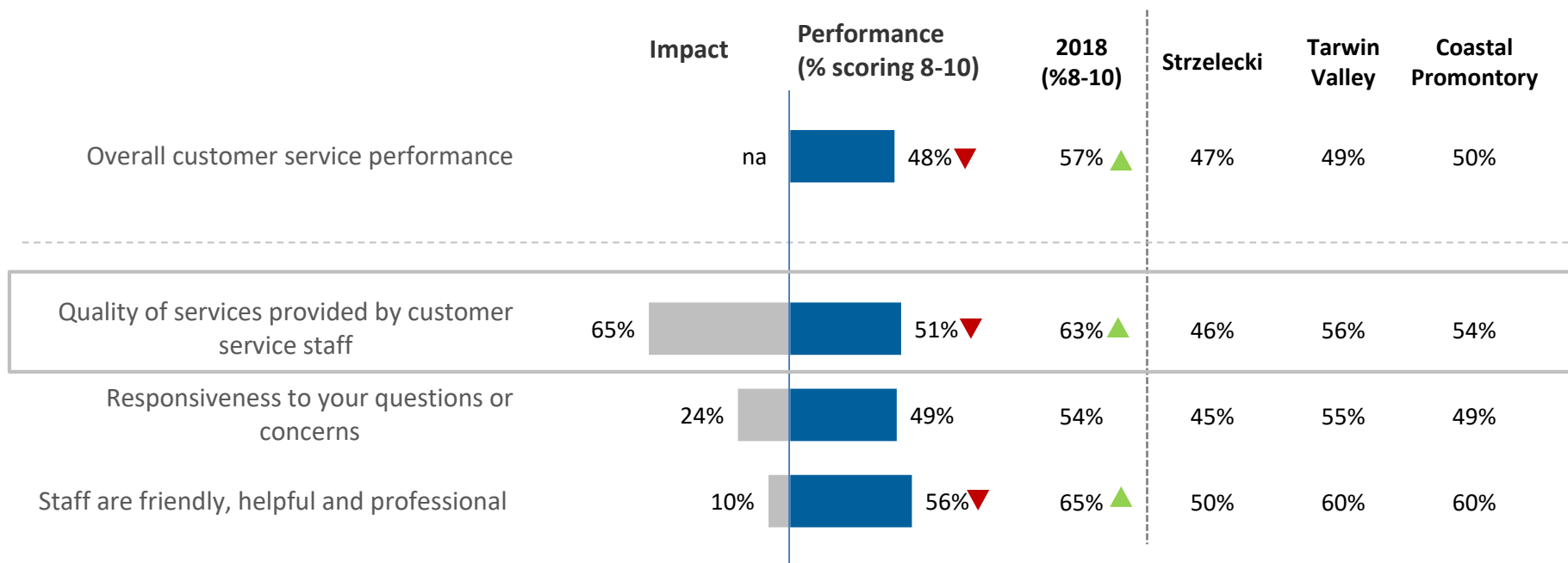
NOTES:

- Sample: Those who contacted Council 2018 n=374; 2019 n=514 Strzelecki n=178, Tarwin Valley n= 171, Coastal Promontory n=165
- 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...?
- CS4. Considering the last 12 months, how would you rate your satisfaction 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
- *Difference 2019 Index – 2018 Index

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

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



▲ Significantly higher
▼ Significantly lower

NOTES:

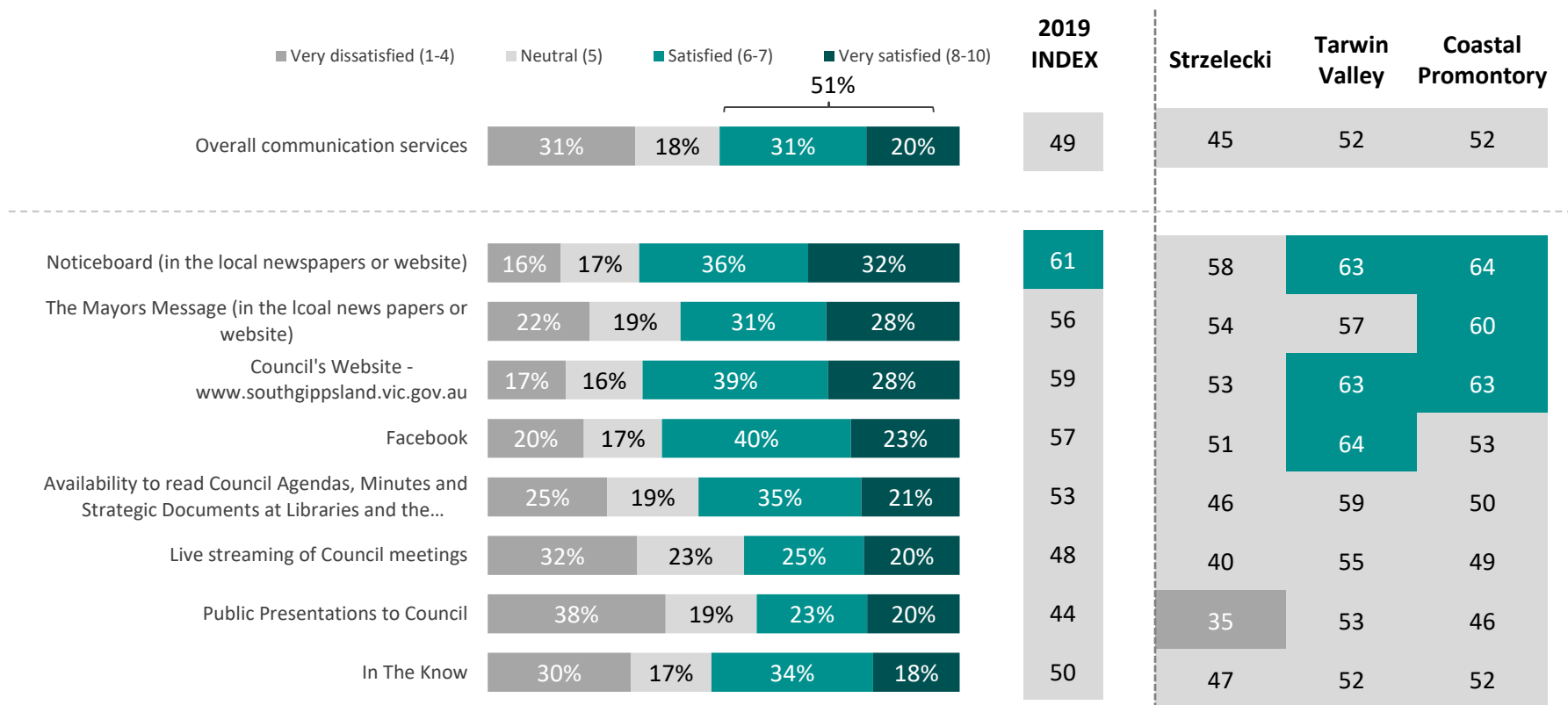
1. Sample: Those who contacted Council 2018 n=374; 2019 n=514 Strzelecki n=178, Tarwin Valley n= 171, Coastal Promontory n=165
2. CS3. Thinking back to your customer service experience within the last 12 months, using the 10-point scale where 1 is 'very dissatisfied' and 10 is 'very satisfied', how would you rate your satisfaction with the following aspects of Council's customer service?
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



NOTES:

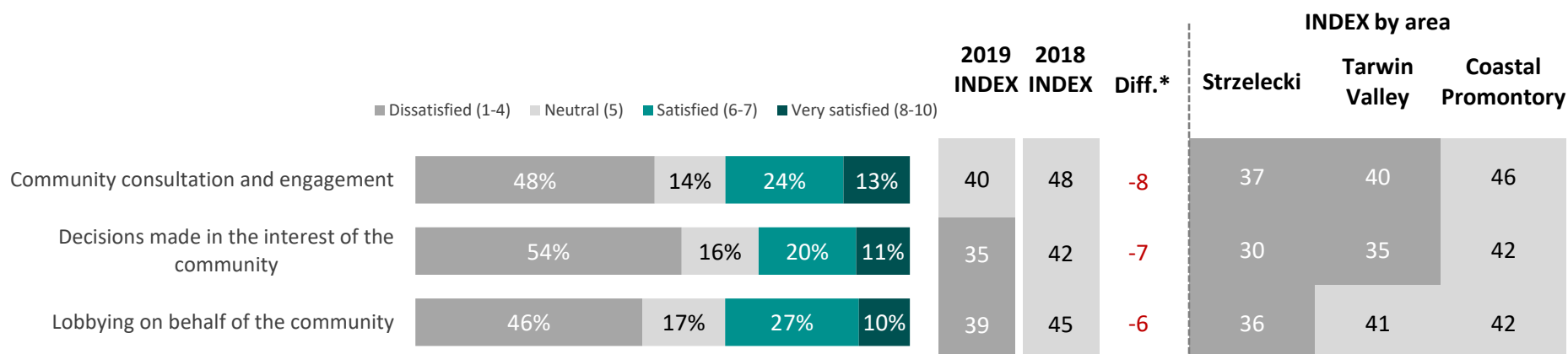
- Sample: 2019 n=813, Strzelecki n=274, Tarwin Valley n=267, Coastal Promontory n=272
- CM1. On scale from 1 to 10 where 1 is 'very dissatisfied' and 10 is 'very satisfied', how satisfied are you with each of the following communication services that are provided by Council? (CM1.1) (CM1.2) (CM1.3) (CM1.4) (CM1.5) (CM1.6) (CM1.7) (CM1.8) (CM1.9) (CM1.10) (CM1.11) (CM1.12) (CM1.13) (CM1.14) (CM1.15) (CM1.16) (CM1.17) (CM1.18) (CM1.19) (CM1.20) (CM1.21) (CM1.22) (CM1.23) (CM1.24) (CM1.25) (CM1.26) (CM1.27) (CM1.28) (CM1.29) (CM1.30) (CM1.31) (CM1.32) (CM1.33) (CM1.34) (CM1.35) (CM1.36) (CM1.37) (CM1.38) (CM1.39) (CM1.40) (CM1.41) (CM1.42) (CM1.43) (CM1.44) (CM1.45) (CM1.46) (CM1.47) (CM1.48) (CM1.49) (CM1.50) (CM1.51) (CM1.52) (CM1.53) (CM1.54) (CM1.55) (CM1.56) (CM1.57) (CM1.58) (CM1.59) (CM1.60) (CM1.61) (CM1.62) (CM1.63) (CM1.64) (CM1.65) (CM1.66) (CM1.67) (CM1.68) (CM1.69) (CM1.70) (CM1.71) (CM1.72) (CM1.73) (CM1.74) (CM1.75) (CM1.76) (CM1.77) (CM1.78) (CM1.79) (CM1.80) (CM1.81) (CM1.82) (CM1.83) (CM1.84) (CM1.85) (CM1.86) (CM1.87) (CM1.88) (CM1.89) (CM1.90) (CM1.91) (CM1.92) (CM1.93) (CM1.94) (CM1.95) (CM1.96) (CM1.97) (CM1.98) (CM1.99) (CM1.100)
- CM3. How would you rate your satisfaction with Council overall for communication services?

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

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



NOTES:

1. Sample: 2018 n=621, 2019 n=813, Strzelecki n=274, Tarwin Valley n=267, Coastal Promontory n=272
2. CE1. On the 10th of June 2019, the following aspects of Council performance in relation to community engagement? **Ordinary Meeting of Council No. 435 - 26 June 2019**
3. *Difference 2019 Index - 2018 Index

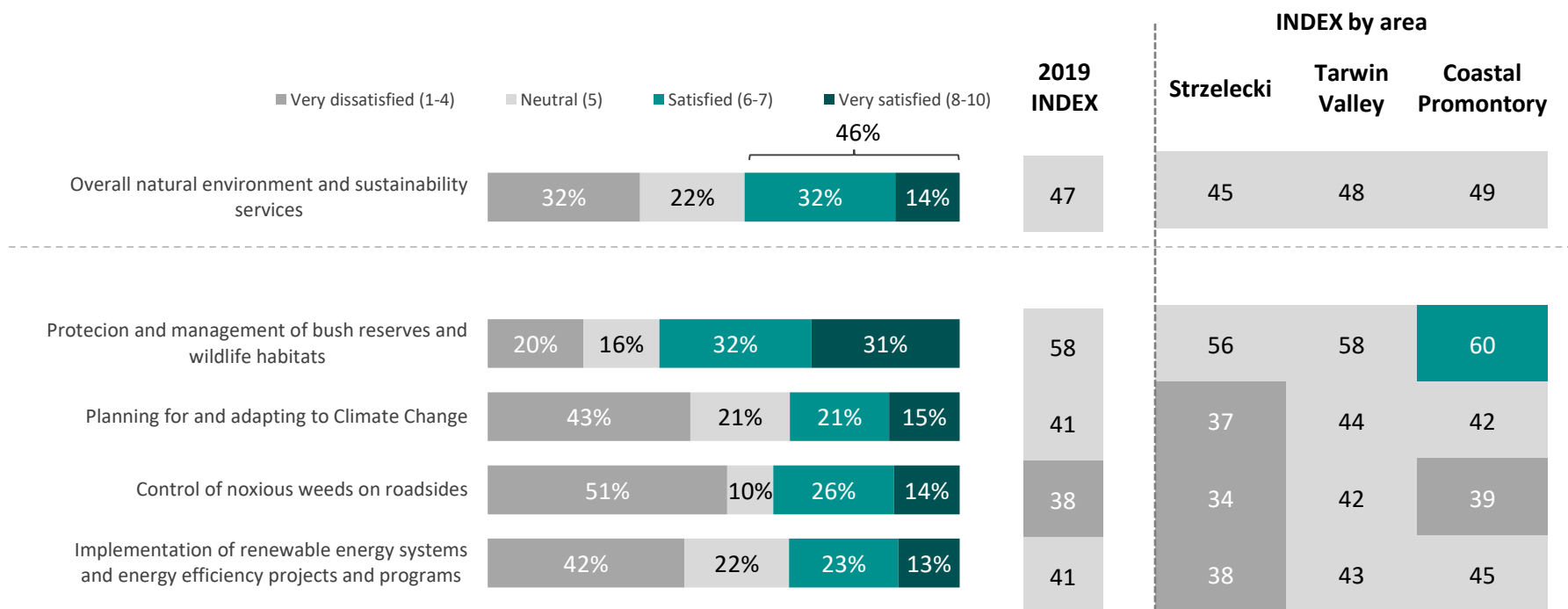
Category	Index Value
Very satisfied	80 – 100
Satisfied	60 – 79
Neutral	40 – 59
Dissatisfied	0 – 39



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



NOTES:

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

Ordinary Meeting of Council No. 435 - 26 June 2019

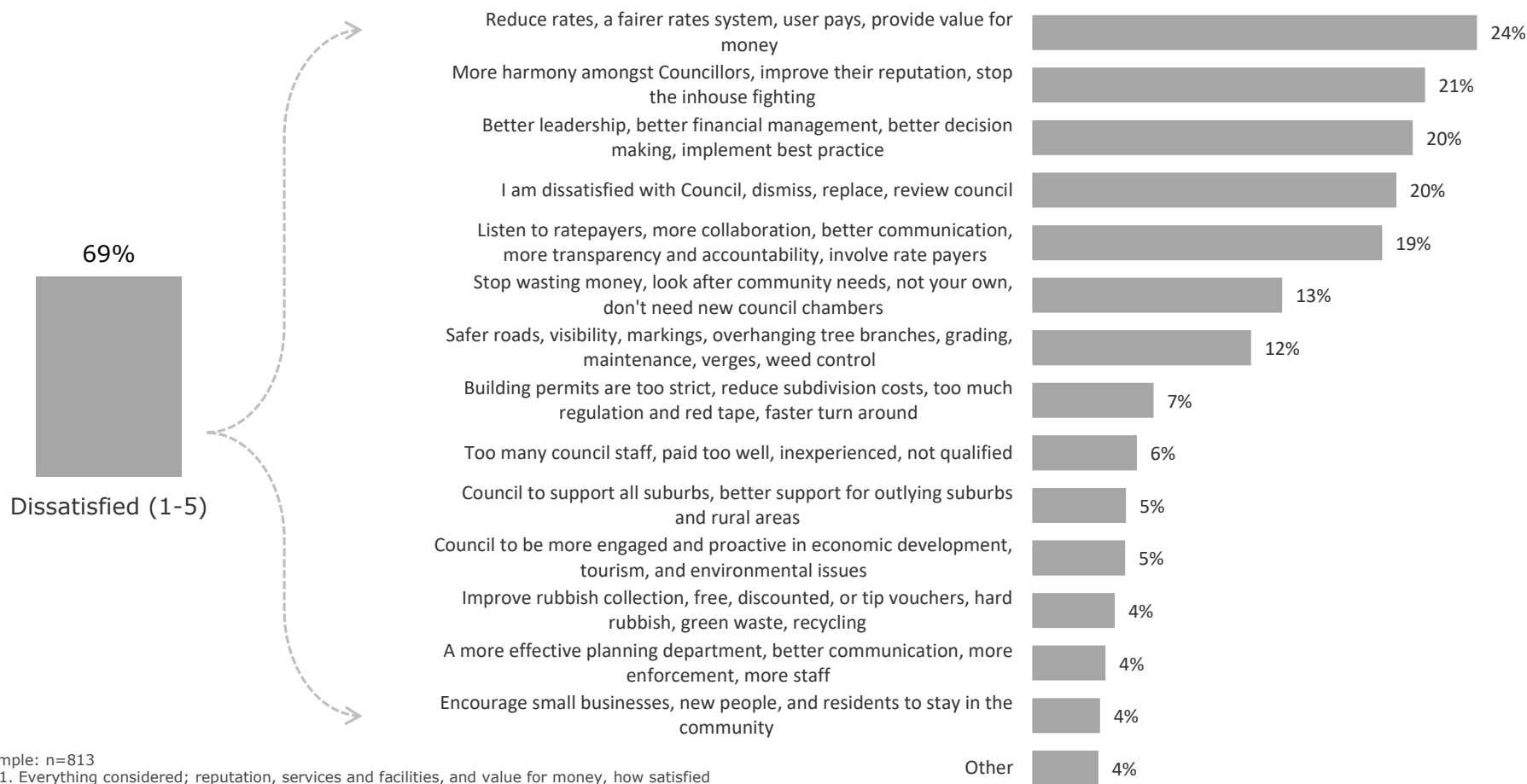
Category	Index Value
Very satisfied	80 – 100
Satisfied	60 – 79
Neutral	40 – 59
Dissatisfied	0 – 39



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



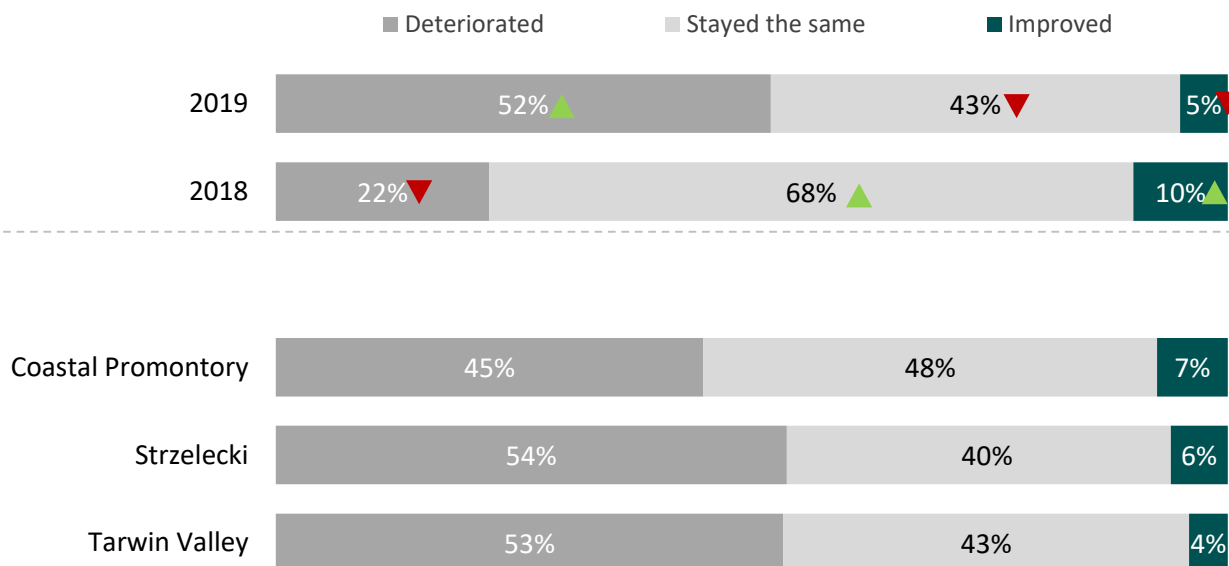
NOTES:



1. Sample: n=813
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?
4. Options with 4%+ counts shown.

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...



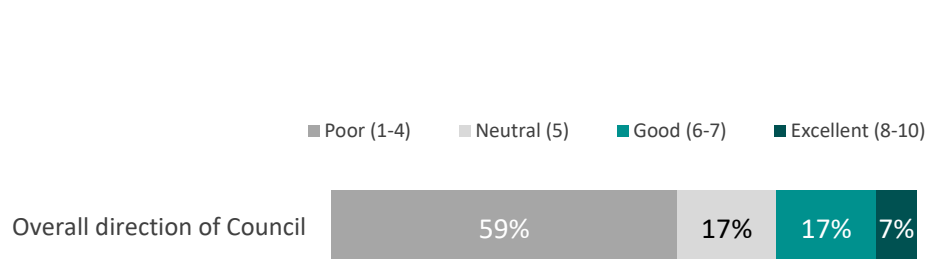
 Significantly higher
 Significantly lower

NOTES:

1. Sample: 2018 n=621, 2019 n=813, Strzelecki n=274, Tarwin Valley n=267, Coastal Promontory n=272
2. OP3. Over the past twelve months, do you think South Gippsland Shire Council's overall performance has...?

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



2019 INDEX	INDEX by area		
	Strzelecki	Tarwin Valley	Coastal Promontory
30	28	30	35

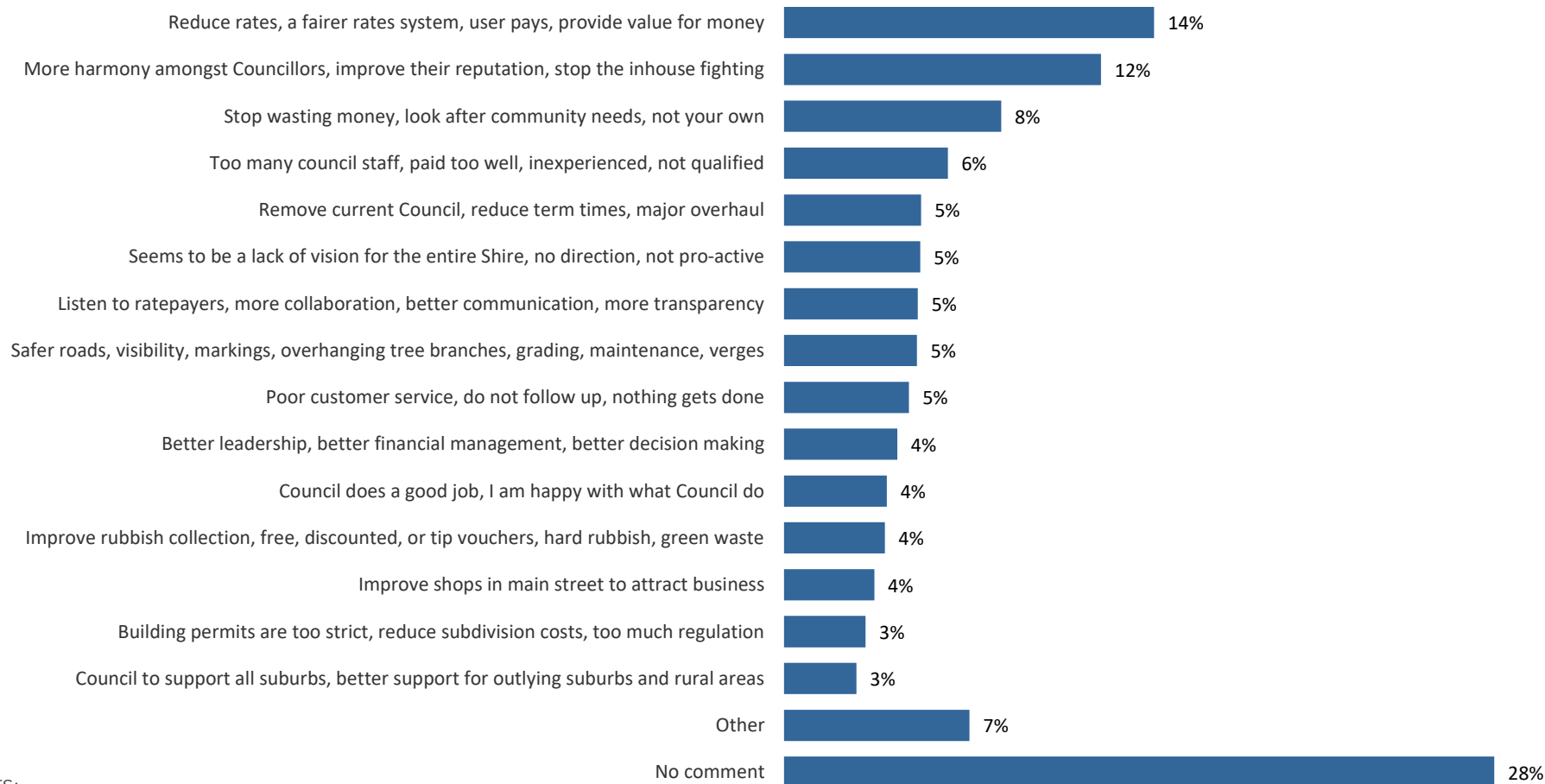
Category	Index Value
Very satisfied	80 – 100
Satisfied	60 – 79
Neutral	40 – 59
Dissatisfied	0 – 39

NOTES:

1. Sample: 2019 n = 820, Strzelecki n = 217, Tarwin Valley n = 209, Coastal Promontory n = 212
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



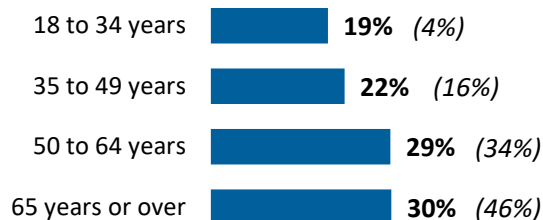


Sample Profile

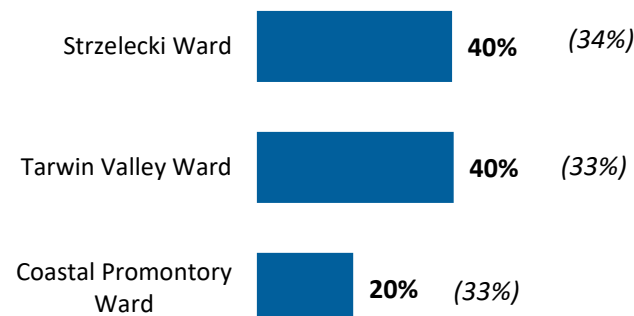
Sample profile

Demographics

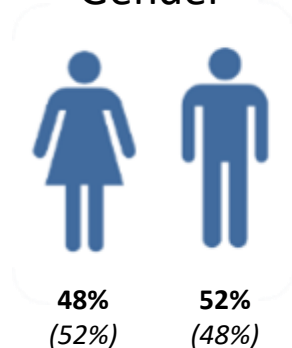
Age



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=813

weighted

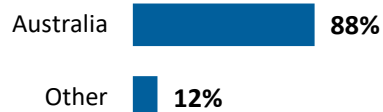
(unweighted)

The remaining respondents identified as 'other' gender.

Sample profile

Demographics

Country of Birth



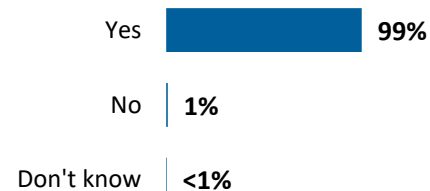
Identify as Aboriginal or Torres Strait Islander



Home language



Member of household pays rates in South Gippsland Shire





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