



South Gippsland Shire Council Annual Residents' Satisfaction Survey 2020



Report – July 2020



South Gippsland Shire Council Meeting No. 447 - 22 July 2020



Table of Contents

Introduction, Objectives and Method	<u>Page 3</u>
Executive Summary	<u>Page 4</u>
Overall Satisfaction	<u>Page 7</u>
Drivers of Overall Satisfaction	<u>Page 12</u>
Understanding Reputation	<u>Page 26</u>
Satisfaction with Services and Facilities	<u>Page 33</u>
Customer Service and Contact with Council	<u>Page 40</u>
Community Engagement	<u>Page 45</u>
Looking Ahead	<u>Page 47</u>
Sample Profile	<u>Page 52</u>



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 Council, and to prioritise improvement opportunities that will be valued by the residents.

Research Objectives

- To assess satisfaction among residents in relation to services, facilities and other activities of South Gippsland Shire Council.
- To provide insights into how 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 a response of n=421 residents across the South Gippsland Shire
- Post data collection the sample has been weighted so it is aligned with known population distributions as contained in the Census 2016.
- At an aggregate level the sample has an expected 95% confidence interval (margin of error) of $\pm 4.78\%$.
- Interviewing took place between 11 May and 19 June 2020.
- The 2020 survey is similar to the questionnaire that was used in the 2019 survey to allow benchmarking with past survey results. 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

Overall satisfaction with *South Gippsland Shire Council's performance* has increased from 31% satisfied residents in 2019 (scoring six to ten out of ten) to 42% satisfied residents in 2020. Perceptions of *Overall services and facilities* as well as *Overall reputation* have also improved while satisfaction with *Value for money* has slightly declined.

2

Council's reputation profile has been evaluated more positively in 2020 as compared with 2019. The reputation benchmark score increased from +27 in 2019 to +32 in 2020 with residents aged 65 years and older and residents in the Coastal Promontory ward being more likely to view Council's reputation more favourably than the other residents. The proportion of residents who are considered as *Champions* has increased while the proportion of residents who are *Sceptics* or those who have doubts or mistrust Council has decreased when compared with 2019.

3

Overall reputation is the main contributor to overall satisfaction with Council's performance. The priorities for improvement for Council are with regard to *Financial management, Leadership, Faith and trust, Regulatory services* and *Roads, footpaths and trails*. Improving performance in these areas will likely increase overall satisfaction.

4

Satisfaction with most *Services and facilities* has increased from 16% satisfied residents in 2019 to 22% satisfied residents in 2020. Perceptions are most strongly influenced by Council's performance in Regulatory services. Council's overall performance regarding *Waste services* and *Facilities and events* has also improved while the satisfaction index score for *Roads, footpaths and trails* remained the same as its level in 2019.

5

More than two thirds of residents have contacted South Gippsland Shire Council in the past 12 months with more than half (56%) doing so via Telephone (during office hours). Satisfaction with *Council's customer service performance* is consistent with the previous year. *Staff friendliness and professionalism* and the *Quality of services provided by customer service staff* have been rated highly in 2020 with 81% and 77% satisfied residents, respectively.



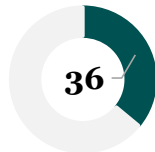
Report – July 2020



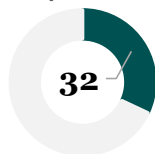
Key Findings

Index scores

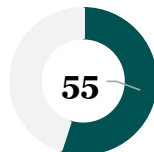
Overall performance



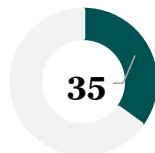
Reputation



Services and facilities

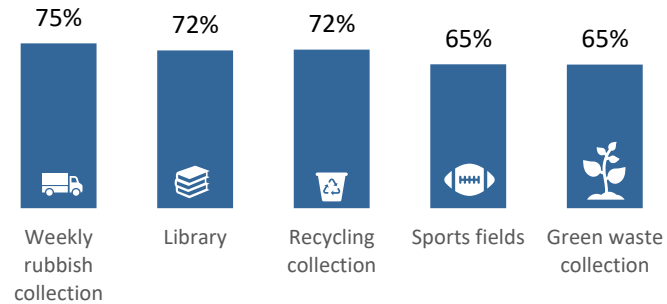


Value for money



Top 5 Best Performing Areas

(% very satisfied – scoring 8 to 10)



Key Opportunities for Improvement





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

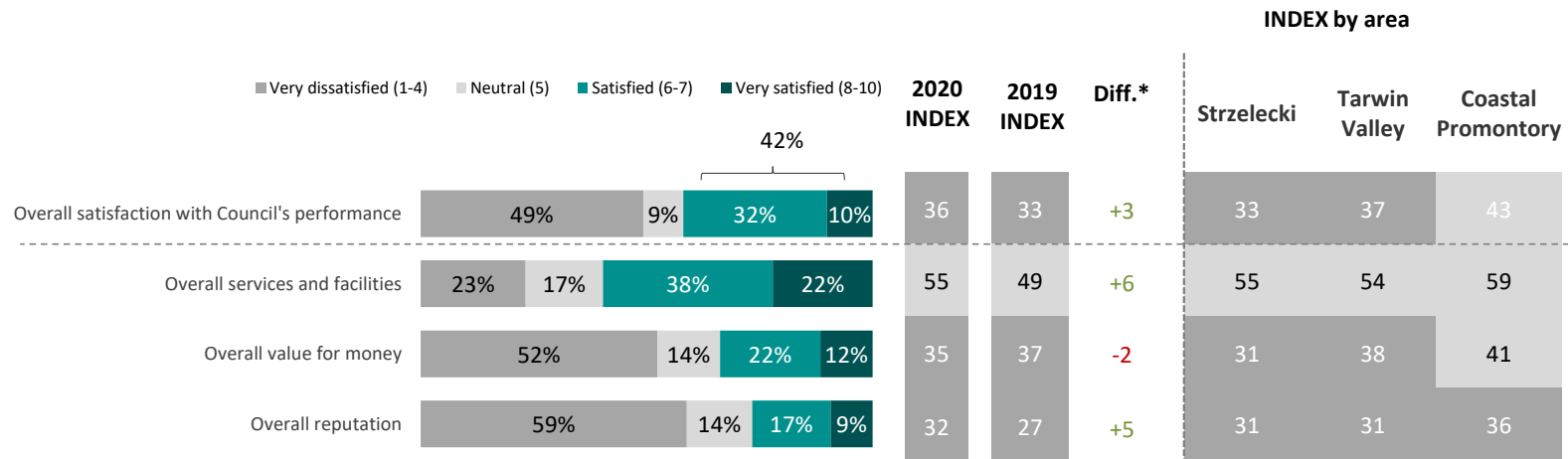


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Overall satisfaction with South Gippsland Shire Council's performance has improved with more than four in ten satisfied residents (giving a rating of six to ten out of ten). Index scores have also increased for *Overall services and facilities* and *Overall reputation*

Satisfaction: Overall level drivers



NOTES:

- Sample: 2019 n=813, 2020 n=421, Strzelecki n=120, Tarwin Valley n=164, Coastal Promontory n=137
- 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?
- OVL5V. 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 2020 Index – 2019 Index

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

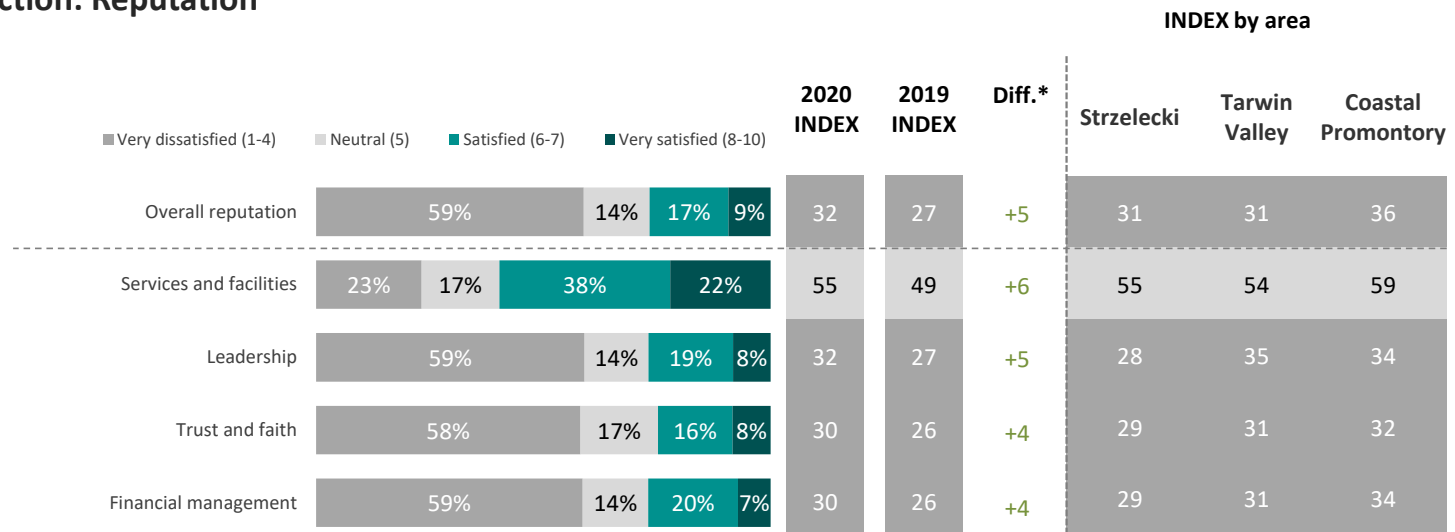


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Index scores for all aspects of *Reputation* have increased from their levels in 2019 with the highest point difference pertaining to *Services and facilities*

Satisfaction: Reputation



NOTES:

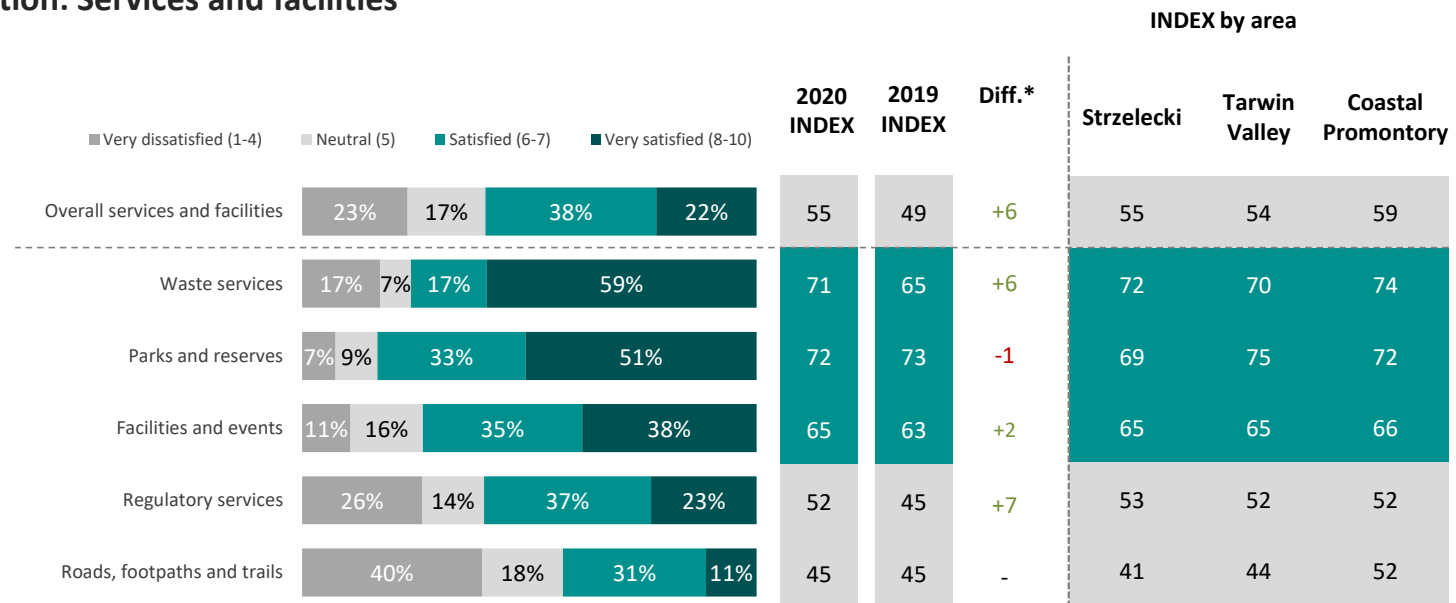
- Sample: 2019 n=813, 2020 n=421, Strzelecki n=120, Tarwin Valley n=164, Coastal Promontory n=137
- REP1. Being committed to creating a great shire, how it promotes economic development, being in touch with the community and setting clear direction – how would you rate Council for its leadership?
- REP2. 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 2020 Index – 2019 Index

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



Most residents of the Shire are very satisfied with Council's *Waste services* (59%) and with the maintenance of *Parks and reserves* (51%). The satisfaction index score for *Regulatory services* increased by seven points from 45 in 2019 to 52 in 2020

Satisfaction: Services and facilities



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

NOTES:

- Sample: 2019 n=813, 2020 n=421, Strzelecki n=120, Tarwin Valley n=164, Coastal Promontory n=137
- RF3. Overall how satisfied are you with Council's roads, footpaths and trails?
- WW3. Overall how satisfied are you with Council's waste services?
- PR3. Overall how satisfied are you with the provision and maintenance of Council's parks and reserves?
- FE3. Overall how satisfied are you with the Council's facilities and events?
- OVLSV. Overall, how satisfied are you with the services and facilities that Council provides?
- RS3. Overall how satisfied are you with Council's regulatory services?
- *Difference 2020 Index – 2019 Index



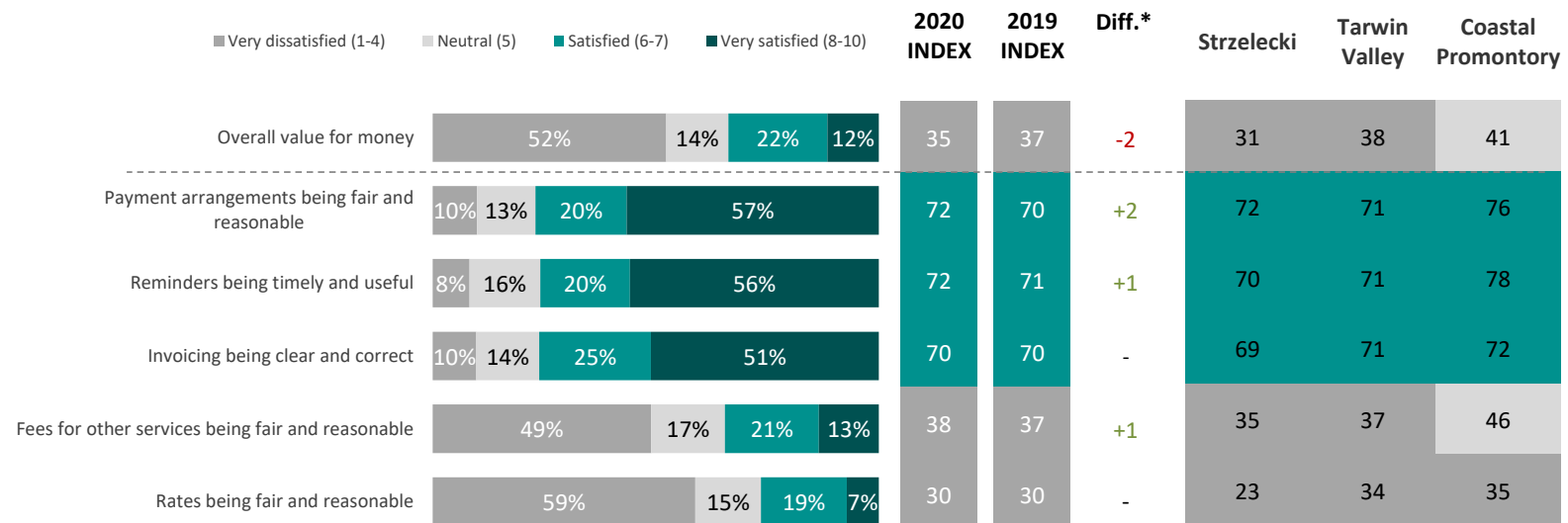
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Residents' satisfaction with *Payment arrangements being fair and reasonable, Reminders being timely and useful and Invoicing being clear and correct* is high. However, more than half of the residents (52%) are dissatisfied with *Overall value for money*

Satisfaction: Value for money

INDEX by area



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

NOTES:

- Sample: 2019 n=813, 2020 n=421, Strzelecki n=120, Tarwin Valley n=164, Coastal Promontory n=137
- VM2. How would you rate your satisfaction with Council for...
- 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?
- *Difference 2020 Index – 2019 Index



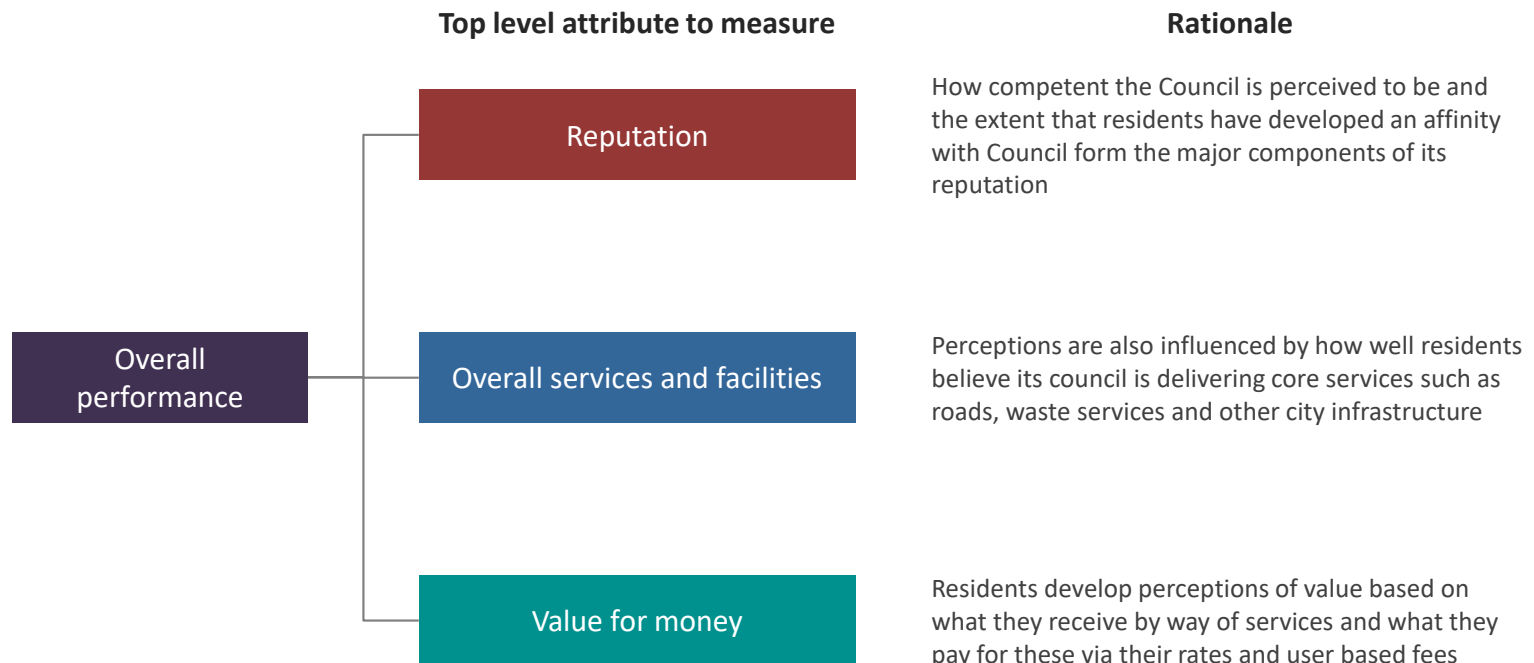
Drivers of Overall Satisfaction



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.



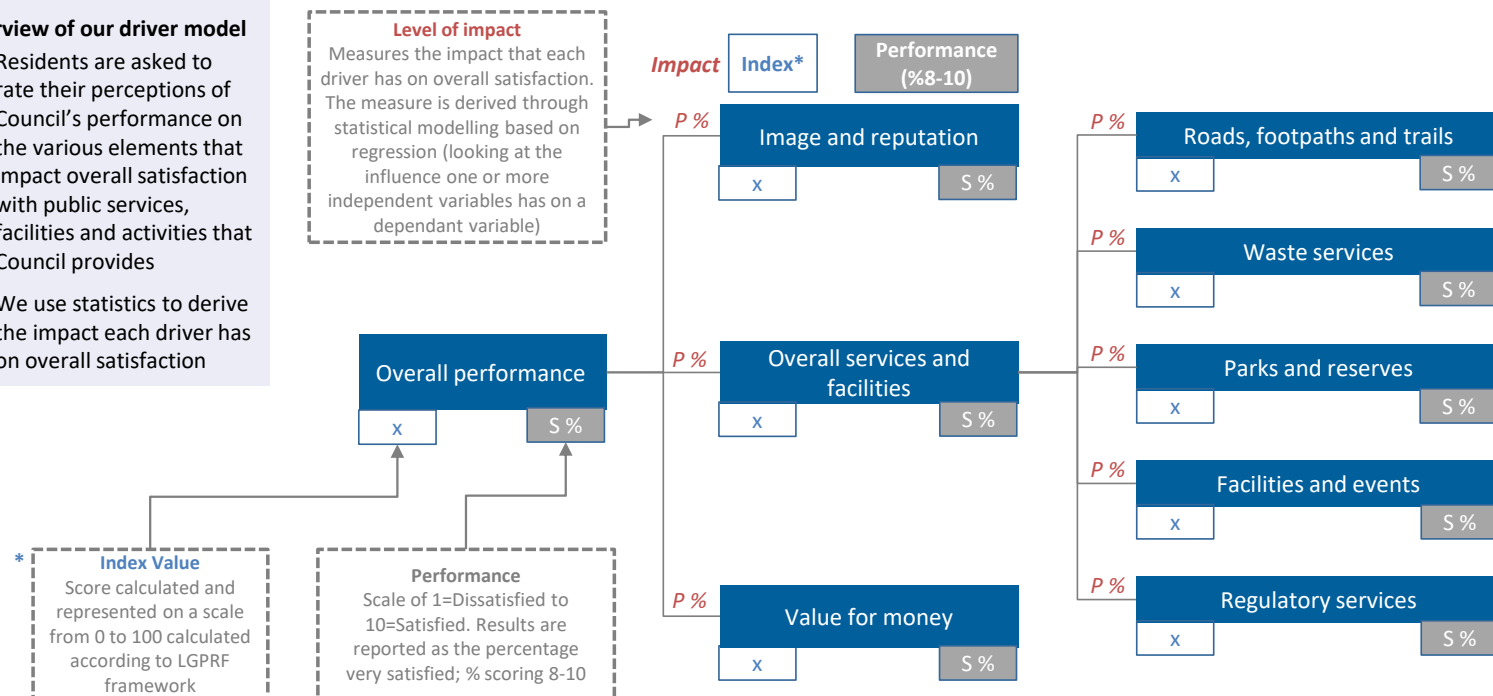
The Customer Value Management (CVM) model has been used to understand perceptions of Council and as a mechanism for prioritising improvement opportunities

Introduction to the CVM driver model

Illustrative

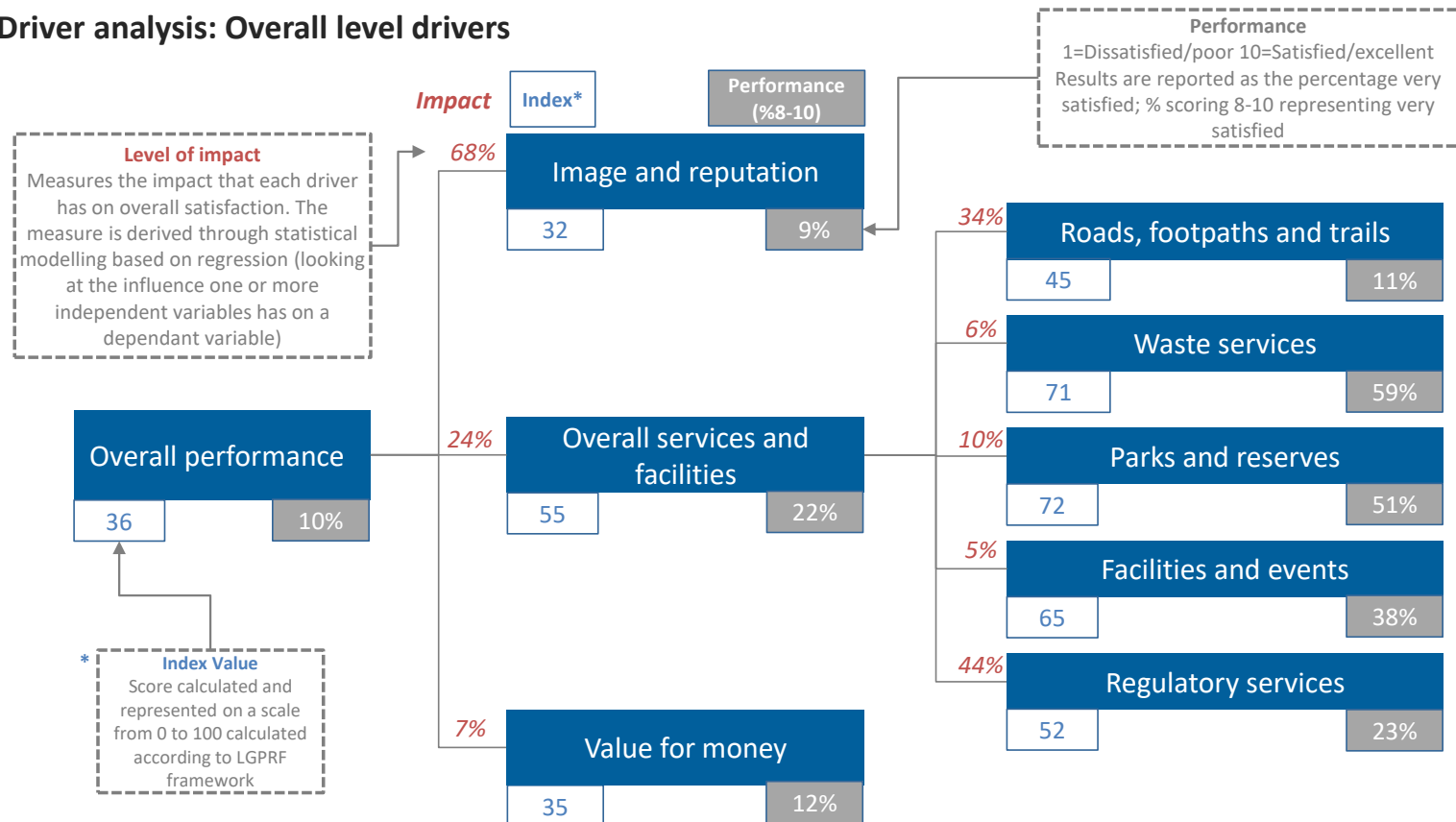
Overview of our driver model

- 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



Council's overall performance evaluation is strongly influenced by *Image and reputation* with *Services and facilities* having a moderate level of impact on perceptions

Driver analysis: Overall level drivers



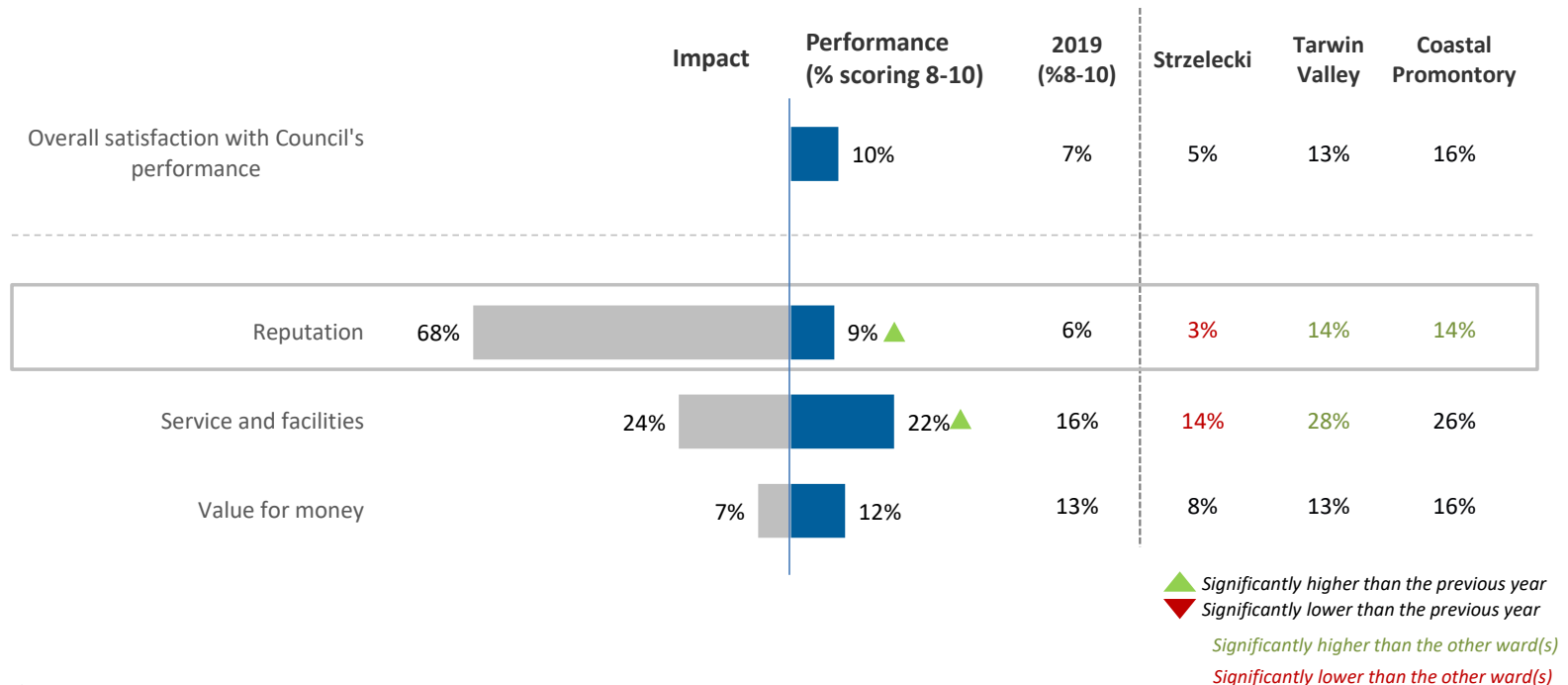


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Reputation is the main driver of perception of Council's performance and as satisfaction with this aspect is low, it is identified as a key area for improvement

Driver analysis: Overall level drivers



NOTES:

- Sample: 2019 n=813, 2020 n=421, Strzelecki n=120, Tarwin Valley n=164, Coastal Promontory n=137
- 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?

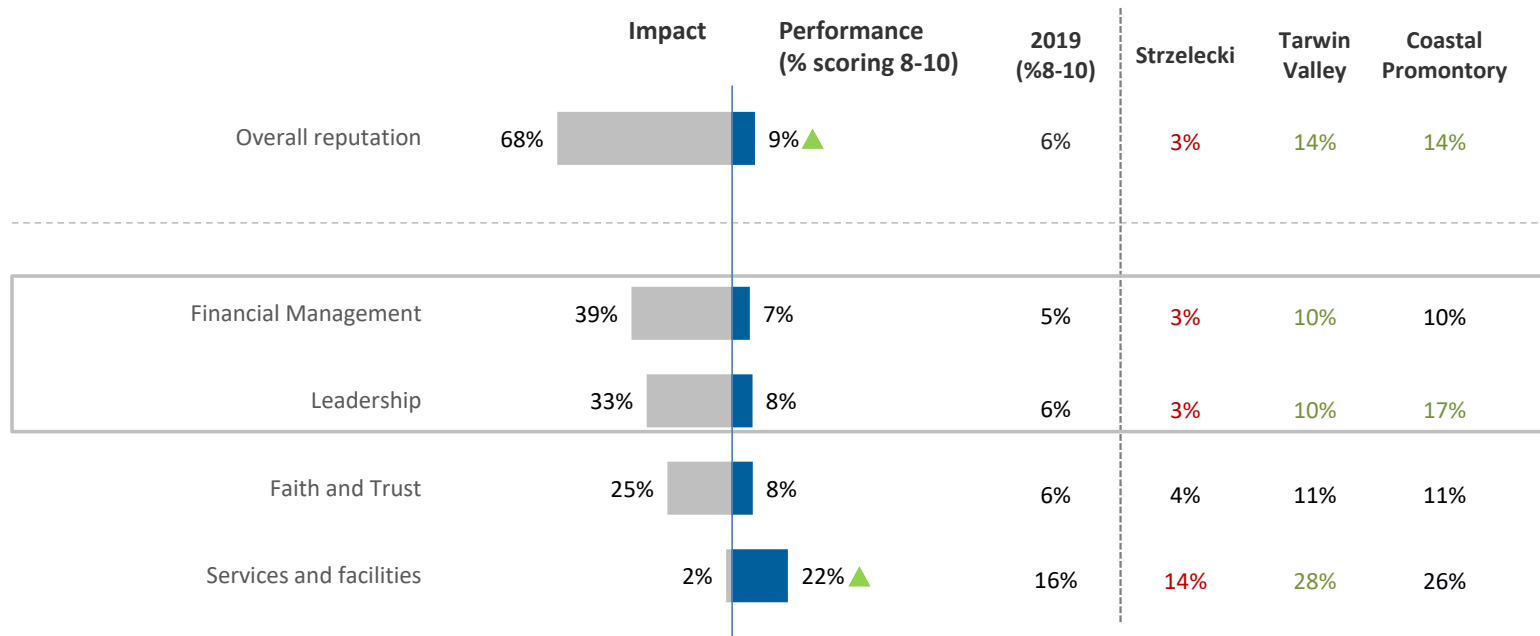


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Financial management and Leadership have the greatest impact on satisfaction with *Overall reputation*. Making improvements in these two areas will likely improve perceptions of Council's performance

Driver analysis: Reputation



▲ Significantly higher than the previous year
▼ Significantly lower than the previous year

Significantly higher than the other ward(s)

Significantly lower than the other ward(s)

NOTES:

- Sample: 2019 n=813, 2020 n=421, Strzelecki n=120, Tarwin Valley n=164, Coastal Promontory n=137
- REP1. Being committed to creating a great shire, how it promotes economic development, being in touch with the community and setting clear direction – how would you rate Council for its leadership?
- REP2. Overall how would you rate Council in terms of the faith and trust you have in them?
- REP3. How would you rate Council overall for its financial management?
- OVLSV. 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?

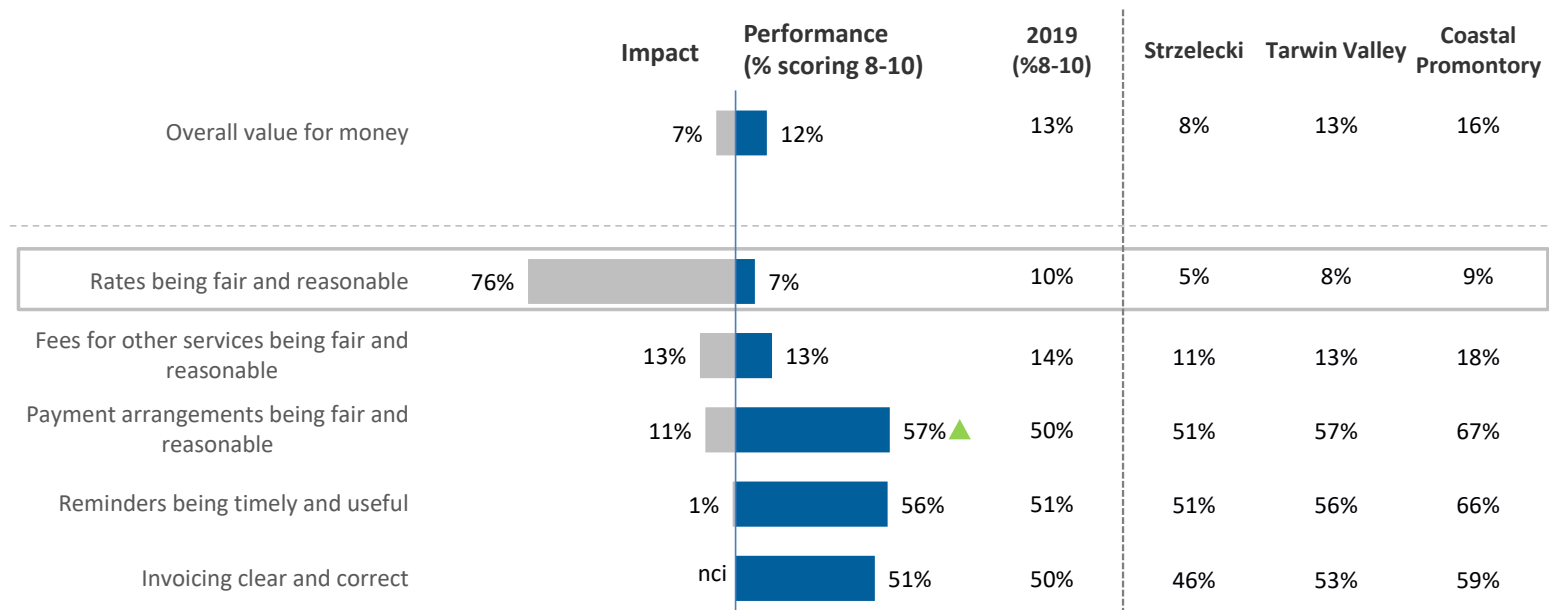


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Rates being fair and reasonable highly influences how residents perceive the value they get out of the rates they pay and with this attribute having a poor performance rating, it is considered as a priority for improvement

Driver analysis: Value for money



▲ Significantly higher than the previous year
▼ Significantly lower than the previous year

NOTES:

1. Sample: 2019 n=704 ratepayers, 2020 n=400 ratepayers; Strzelecki n=114, Tarwin Valley n= 156, Coastal Promontory n=130
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

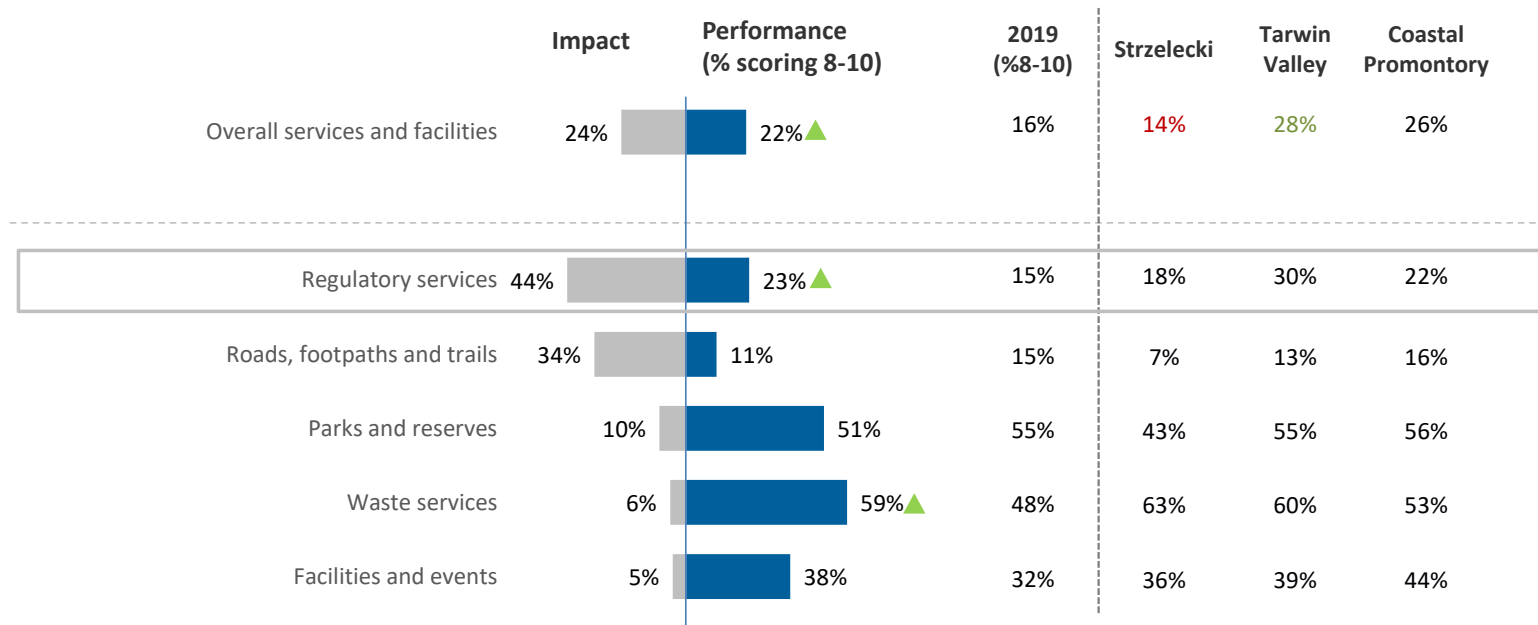


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Making improvements regarding *Regulatory services* will likely enhance perceptions of *Overall services and facilities* due to its high impact and relatively low performance score

Driver analysis: Services and facilities



▲ Significantly higher than the previous year
▼ Significantly lower than the previous year
▲ Significantly higher than the other ward(s)
▼ Significantly lower than the other ward(s)

NOTES:

1. Sample: 2019 n=813, 2020 n=421, Strzelecki n=120, Tarwin Valley n=164, Coastal Promontory n=137
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?

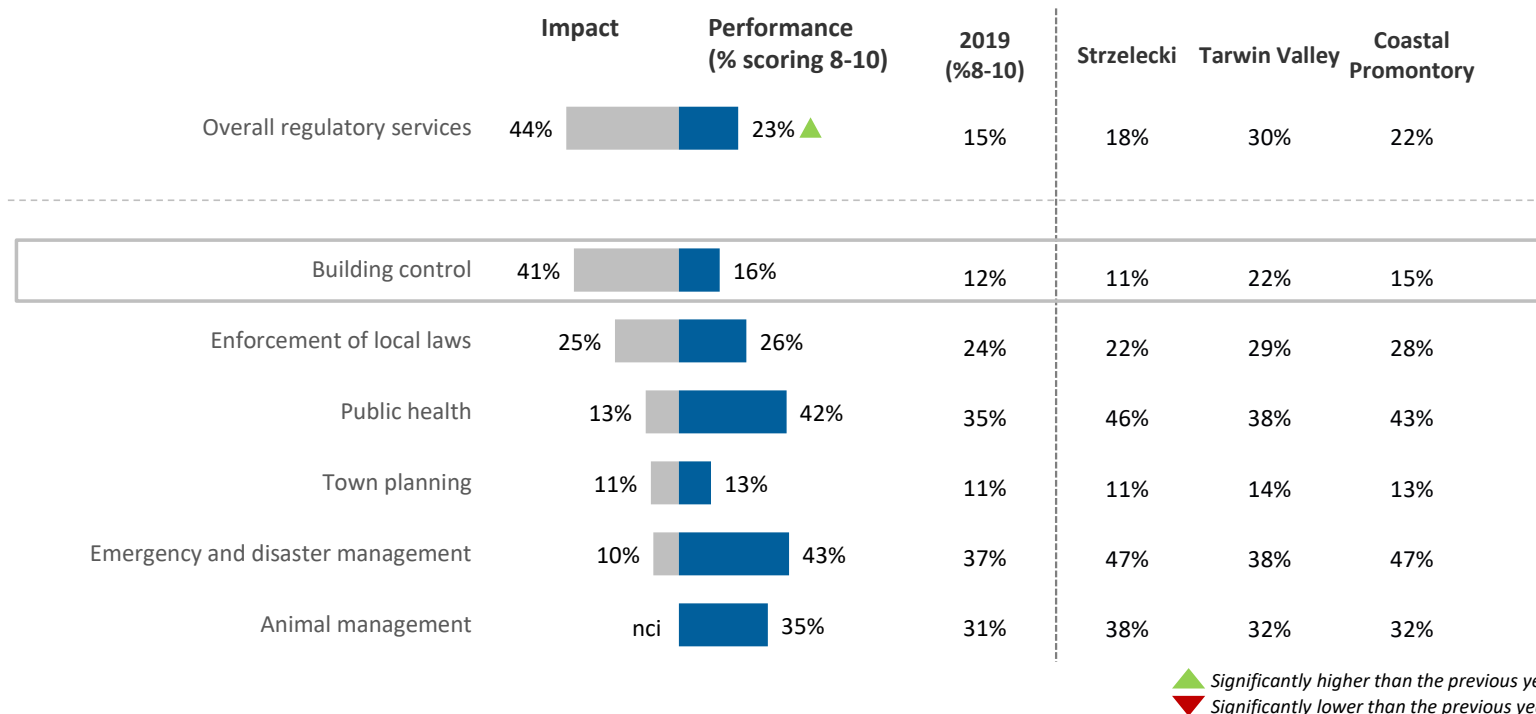


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Building control mainly drives perceptions of *Regulatory services* and it is also the area where improvements should be made since satisfaction with this service is low

Driver analysis: Regulatory Services



NOTES:

- Sample: 2019 n=813, 2020 n=421, Strzelecki n=120, Tarwin Valley n=164, Coastal Promontory n=137
- 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...
- RS2. Overall how satisfied are you with the Council's regulatory services?
- nci = no current impact

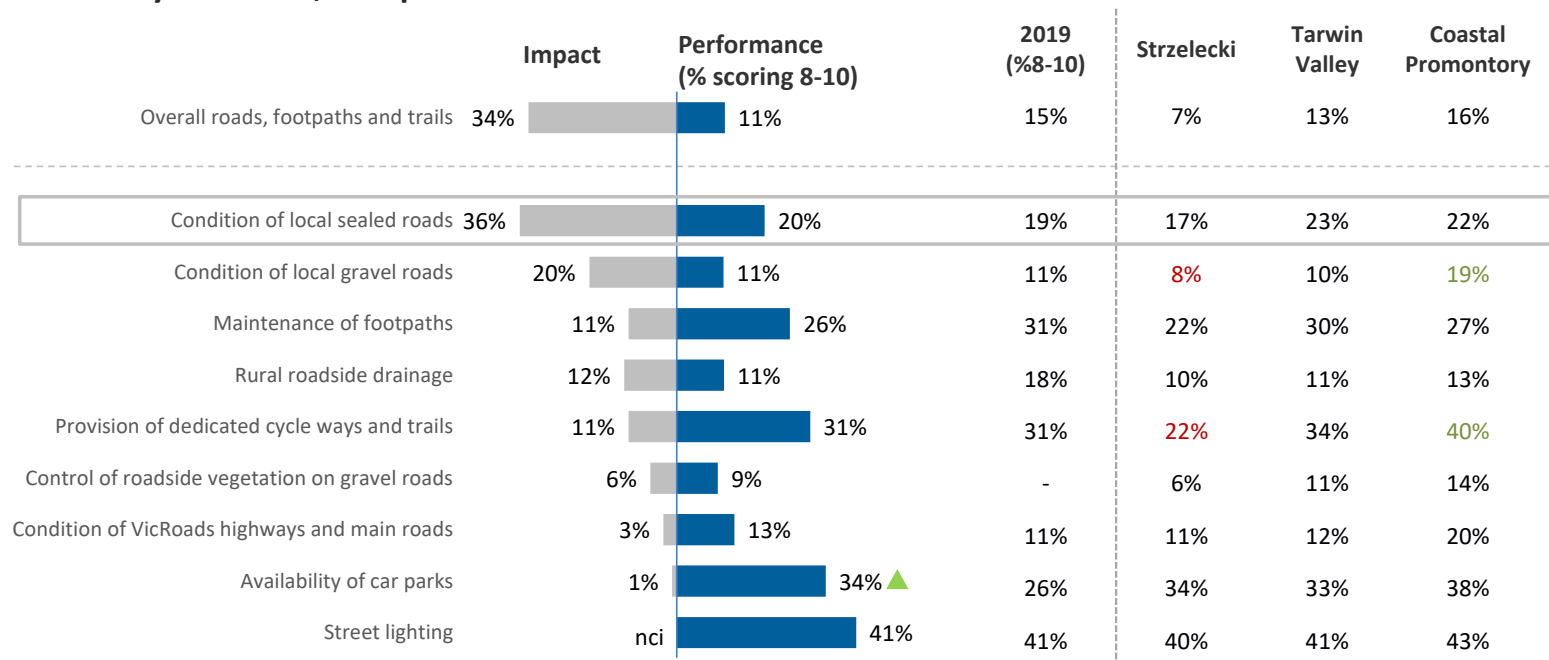


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Regarding Council's performance in the provision and maintenance of *Roads and footpaths*, residents would most value improvements to the *Condition of local sealed roads* as well as the *Condition of gravel roads*

Driver analysis: Roads, Footpaths and Trails



▲ Significantly higher than the previous year
▼ Significantly lower than the previous year
▲ Significantly higher than the other ward(s)
▼ Significantly lower than the other ward(s)

NOTES:

1. Sample: 2019 n=813, 2020 n=421, Strzelecki n=120, Tarwin Valley n=164, Coastal Promontory n=137
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

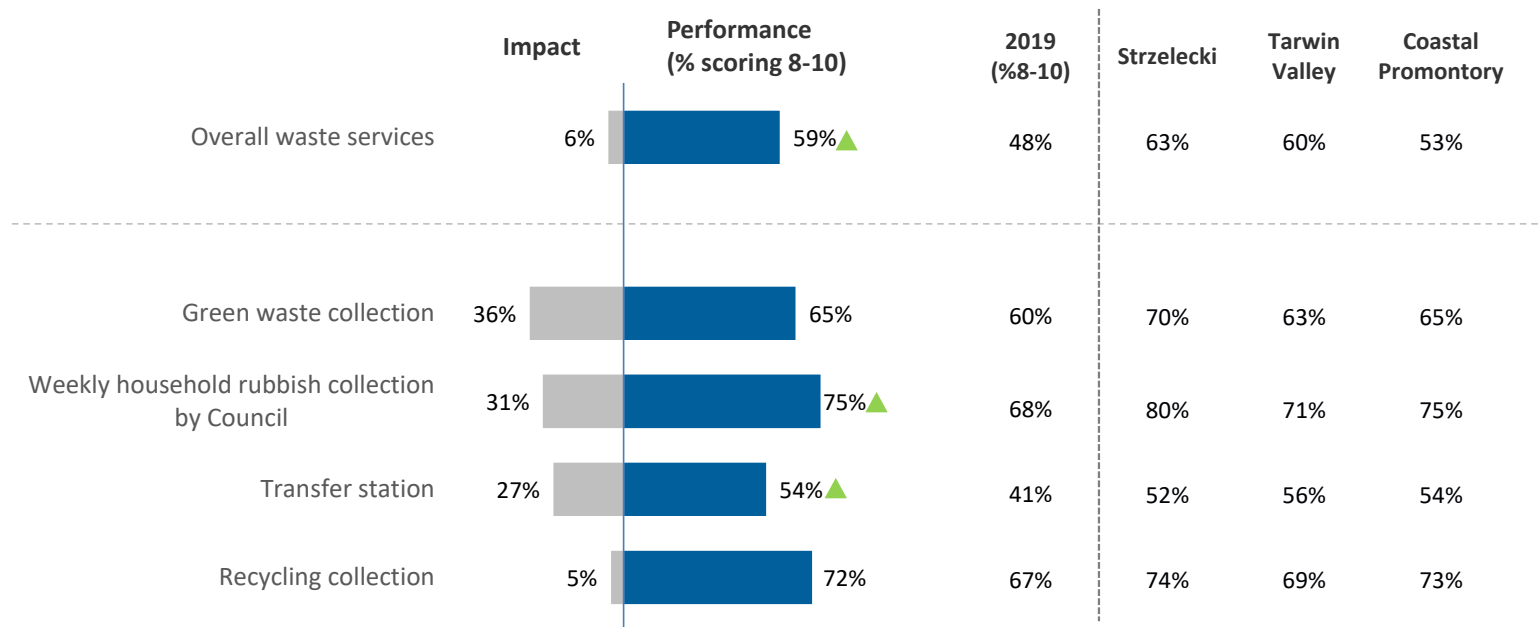


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Green waste collection is an area for improvement concerning Council's *Waste services* while performance regarding the *Weekly household rubbish collection* should be maintained

Driver analysis: Waste Services



▲ Significantly higher than the previous year
▼ Significantly lower than the previous year

NOTES:

1. Sample: 2019 n=813, 2020 n=421, Strzelecki n=120, Tarwin Valley n=164, Coastal Promontory n=137
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?

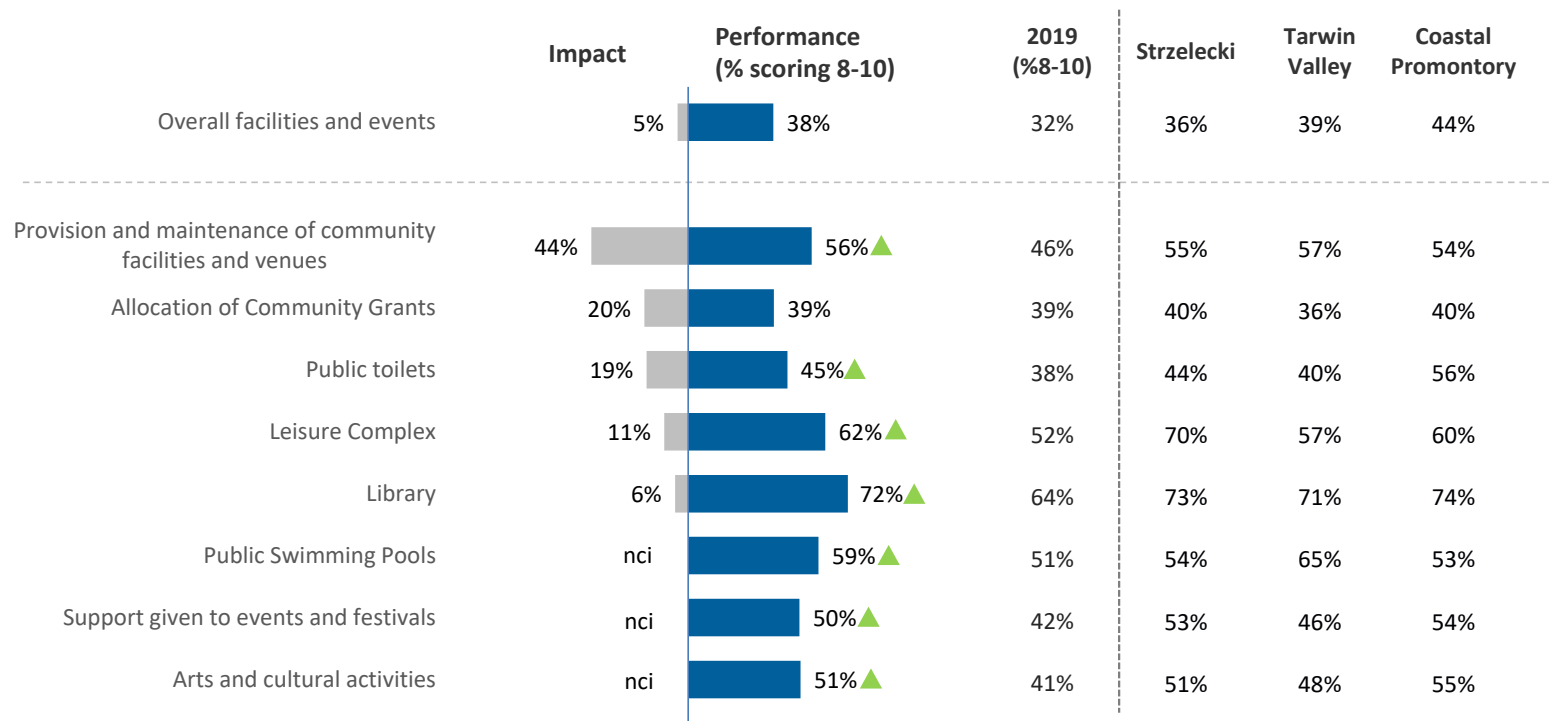


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The *Provision and maintenance of community facilities and venues* has the greatest impact on overall evaluation of Council *Facilities and events* and as satisfaction is relatively low, improvements should be made

Driver analysis: Facilities and Events



NOTES:

- Sample: 2019 n=813, 2020 n=421, Strzelecki n=120, Tarwin Valley n=164, Coastal Promontory n=137
- 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...
- FE3. Overall how satisfied are you with Council's facilities and events?

▲ Significantly higher than the previous year
▼ Significantly lower than the previous year

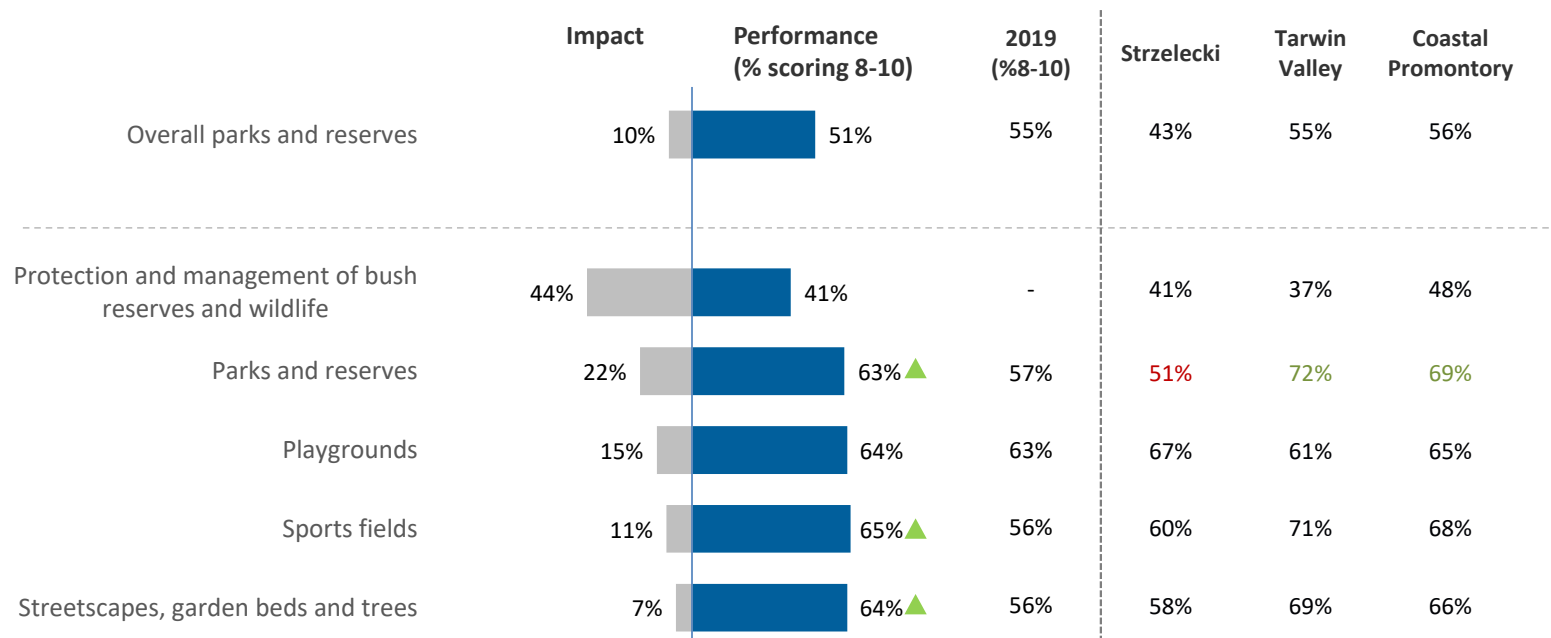


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The *Protection and management of bush reserves and wildlife* strongly influences perception of the maintenance of *Parks and reserves* in the Shire. The Council has performed well in the maintenance of the other outdoor spaces in the Shire

Driver analysis: Parks and Reserves



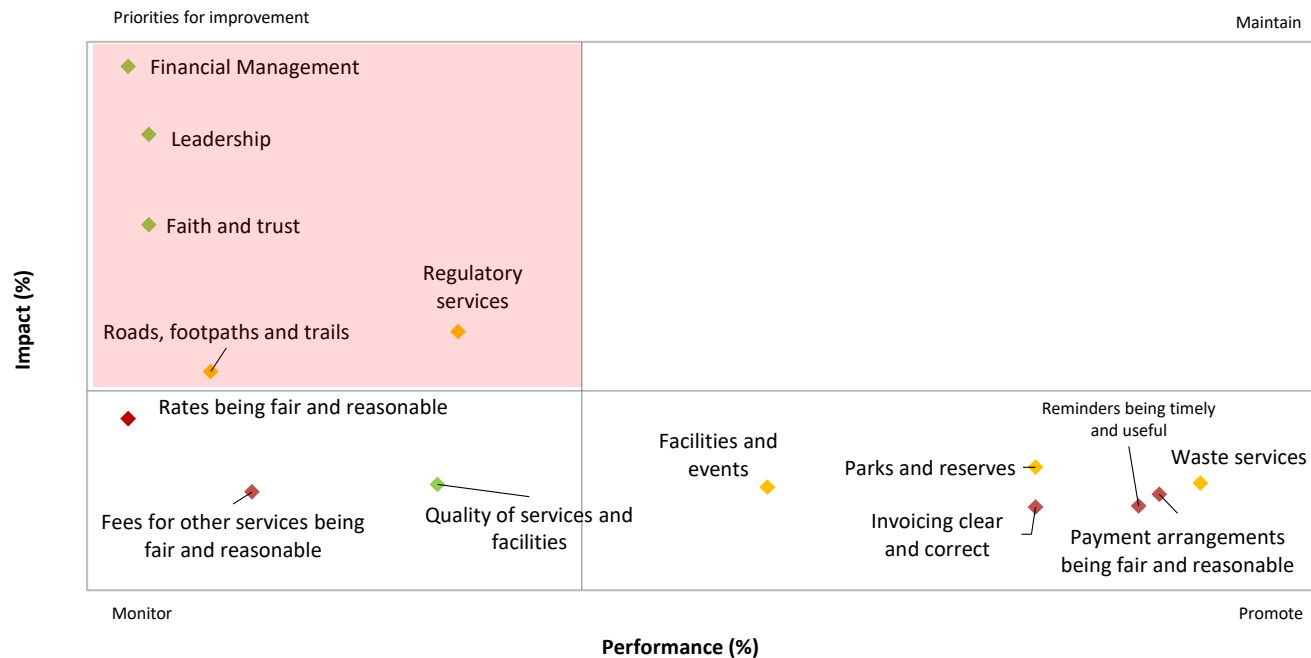
▲ Significantly higher than the previous year
 ▼ Significantly lower than the previous year
 ▲ Significantly higher than the other ward(s)
 ▼ Significantly lower than the other ward(s)

NOTES:

1. Sample: 2019 n=813, 2020 n=421, Strzelecki n=120, Tarwin Valley n=164, Coastal Promontory n=137
2. PR1. Still using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your satisfaction with Council's performance in providing and maintaining its...
3. PR2. Overall how satisfied are you with the provision and maintenance of Council's parks and reserves?

The key improvement opportunities for South Gippsland Shire Council are with regard to *Financial management, Leadership, Faith and trust, Regulatory services* and *Roads, footpaths and trails*

Overall performance: Improvement priorities



Key

- ◆ Reputation
- ◆ Services and facilities
- ◆ Value for money



Understanding Reputation



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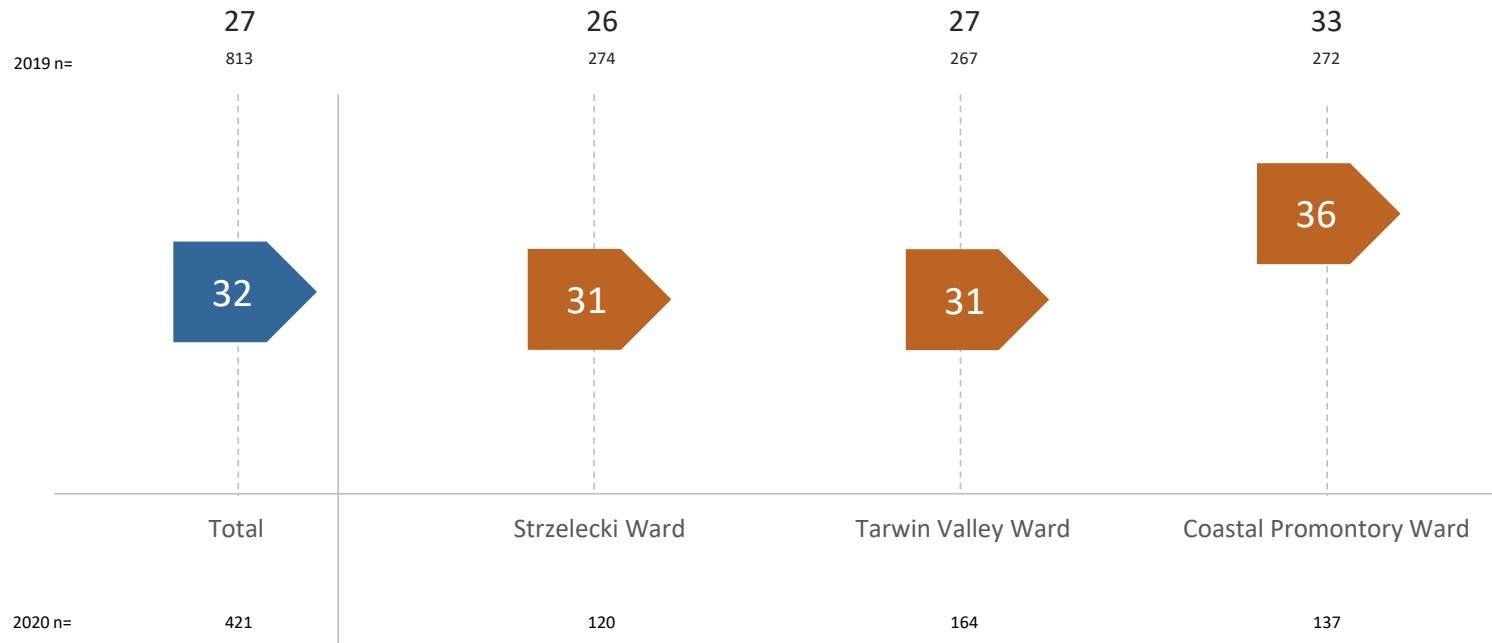
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Council's reputation benchmark score in 2020 rose to +32 from +27 in 2019. Coastal Promontory ward residents are likely to view Council's reputation more favourably than the other residents

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. Total Sample: n=421
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



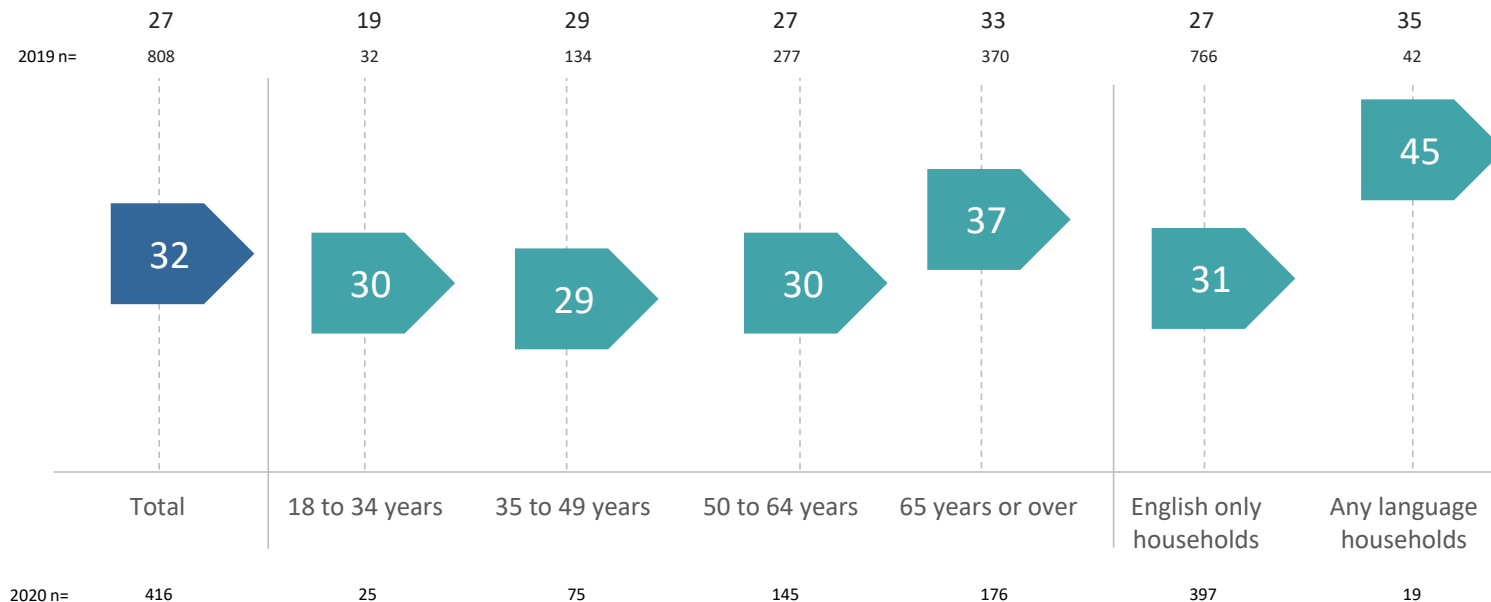
Report – July 2020



Residents aged 65 years and older and 'Any language' households continue to have a more positive evaluation of Council's reputation when compared to other residents

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:

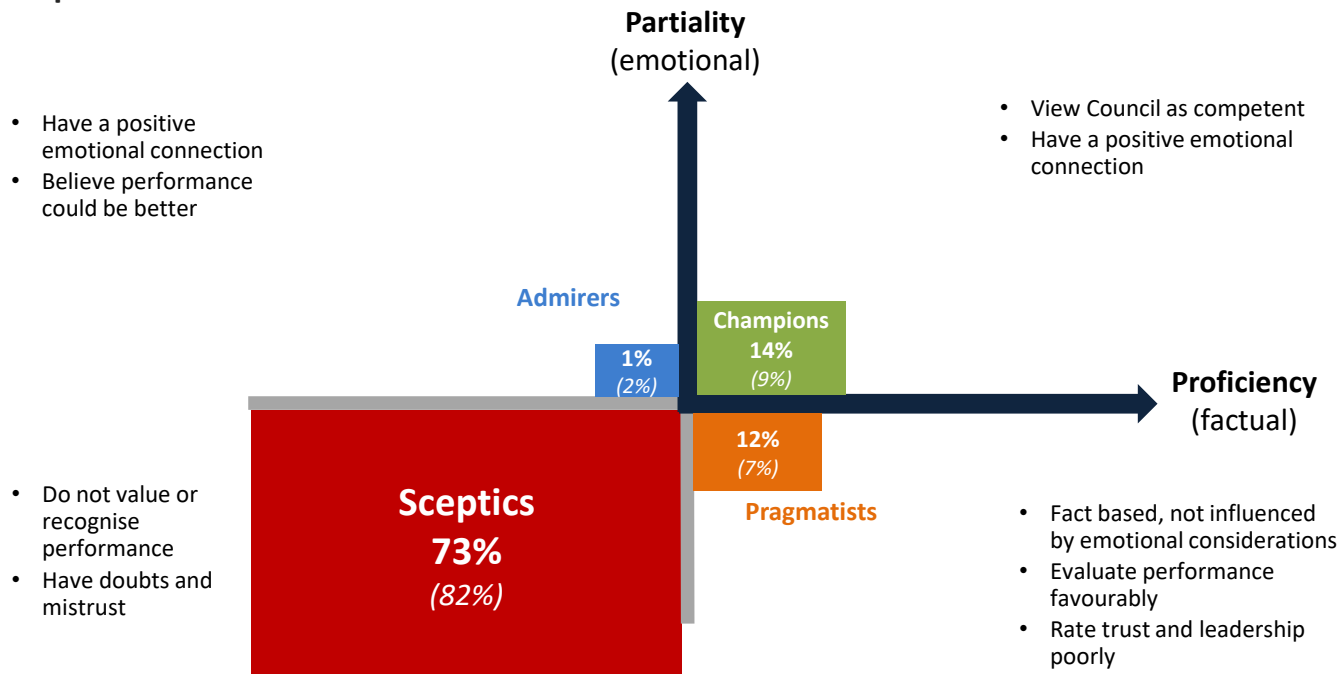
1. Total Sample: n=421
2. REP5: So considering leadership, trust, financial management and also taking into account the quality services and facilities provided, how would you rate Council for its overall reputation?
3. The benchmark is calculated by re-scaling the overall reputation measure to a new 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.



In 2020, the proportion of residents who are deemed as *Champions* has increased with a corresponding decrease in the proportion of residents who are *Sceptics* or those who do not value or recognise Council's performance

Reputation profile

2020
(2019)



NOTES:

1. Sample: 2019 n=813, 2020 n=421; 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



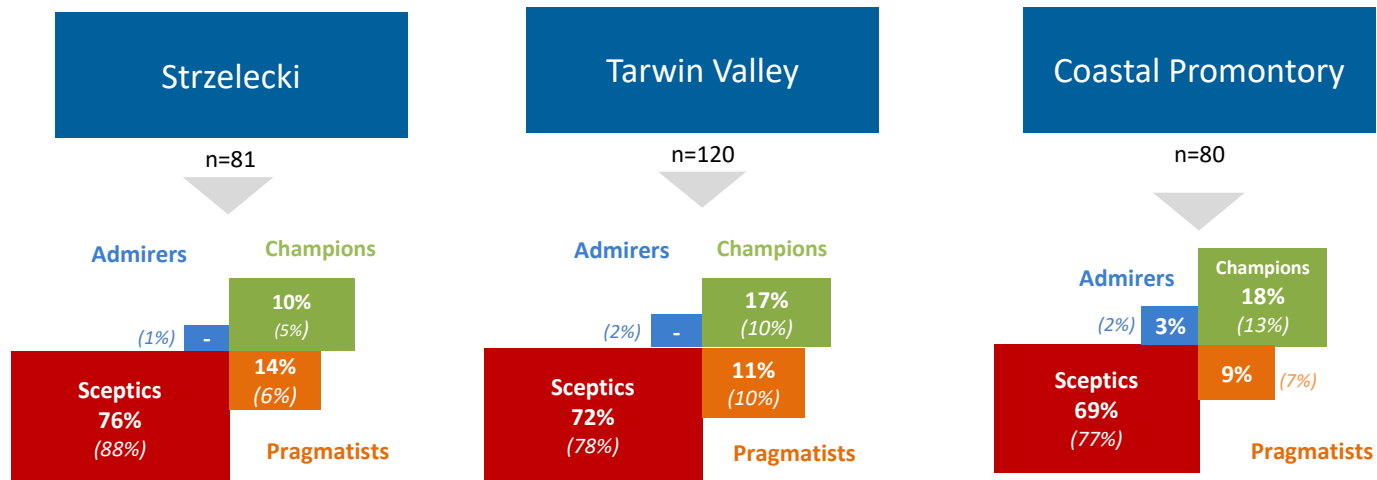
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Strzelecki ward residents tend to be slightly more sceptical of Council than the other residents

Reputation profile: Areas

2020
(2019)



NOTES:

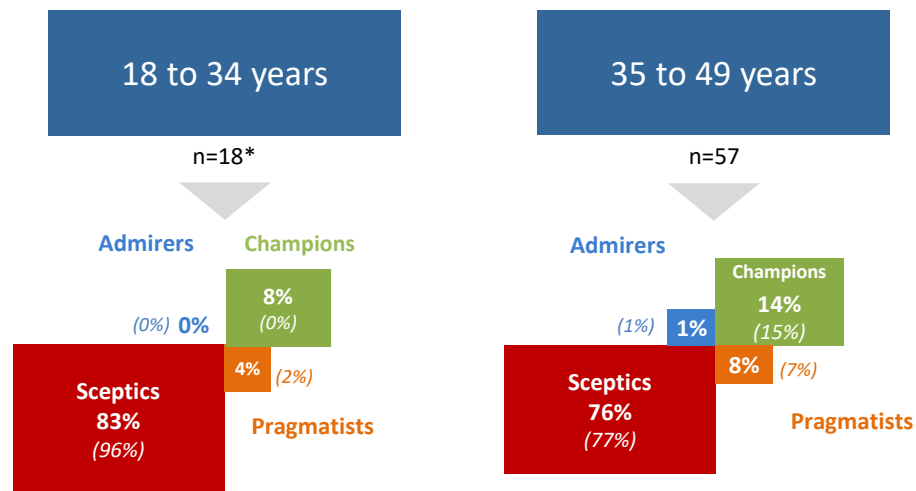
1. Sample: 2019 n=813, 2020 n=421; Excludes 'don't know' responses to any of the reputation questions
2. Segments have been determined using the results from a set of five overall level questions
3. REP1 leadership, REP2 trust, REP3 financial management, OVLSV quality of deliverables, REP5 overall reputation



More than eight in ten residents (83%) *aged 18 to 34 years* and just over three quarters of residents (76%) *aged 35 to 49 years* are *Sceptics*

Reputation profile: Age (I)

2020
(2019)



NOTES:

1. Sample: 2019 n=813, 2020 n=421; 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



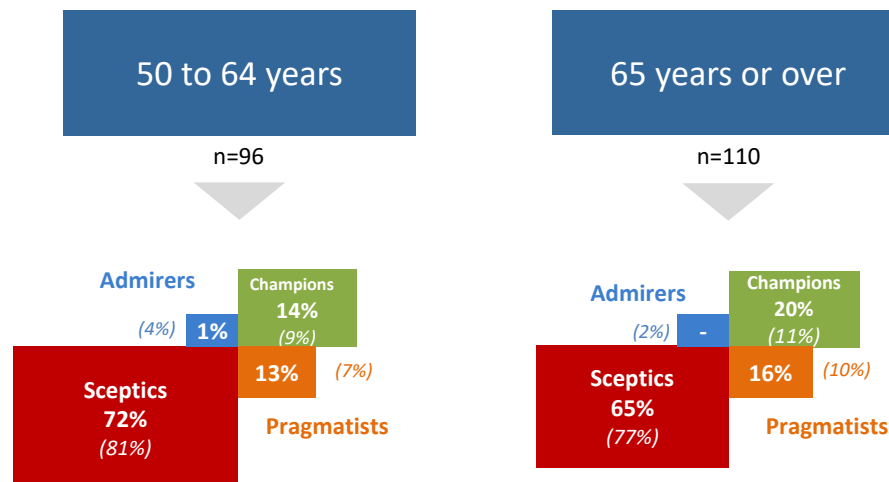
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The proportion of *Champions* amongst residents aged 50 years and older has increased since 2019

Reputation profile: Age (II)

2020
(2019)



NOTES:

1. Sample: 2019 n=813, 2020 n=421; 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



South Gippsland Shire Council Meeting No. 447 - 22 July 2020





Report – July 2020



The satisfaction index score pertaining to the *Availability of car parks* has increased by nine points from 51 in 2019 to 60 in 2020. Residents are likely to be least satisfied with the *Control of roadside vegetation on gravel roads*

Satisfaction: Roads, Footpaths and Trails

INDEX by area

	■ Very dissatisfied (1-4) ■ Neutral (5) ■ Satisfied (6-7) ■ Very satisfied (8-10)				2020 INDEX	2019 INDEX	Diff.*	INDEX by area		
								Strzelecki	Tarwin Valley	Coastal Promontory
Overall roads, footpaths and trails	40%	18%	31%	11%	45	45	-	41	44	52
Street lighting	19%	13%	27%	41%	62	62	-	60	62	63
Availability of car parks	21%	12%	33%	34%	60	51	+9	61	58	63
Provision of dedicated cycle ways and trails	27%	19%	24%	31%	56	55	+1	51	57	63
Maintenance of footpaths	34%	16%	24%	26%	52	56	-4	48	54	57
Condition of local sealed roads	37%	16%	28%	20%	47	48	-1	46	46	51
Condition of VicRoads highways and main roads	50%	11%	25%	13%	38	37	+1	34	39	47
Rural roadside drainage (new)	52%	15%	22%	11%	36	40	-4	31	37	43
Condition of local gravel roads	55%	14%	21%	11%	35	34	+1	33	33	44
Control of roadside vegetation on gravel roads	63%	13%	15%	9%	31			28	30	39

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

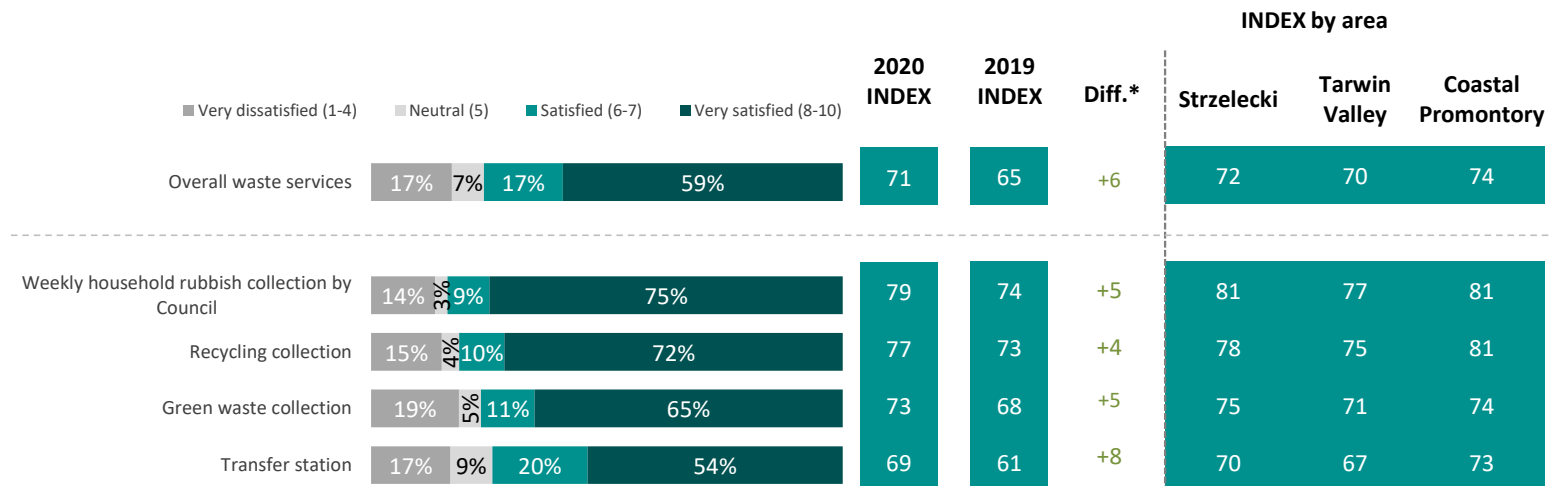
NOTES:

- Sample: 2019 n=813, 2020 n=421, Strzelecki n=120, Tarwin Valley n=164, Coastal Promontory n=137
- 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 2020 Index – 2019 Index



Perceptions of Council's performance in various aspects of *Waste services* have improved over the past year with the *Weekly household rubbish collection service* having the highest proportion of satisfied residents (76%)

Satisfaction: Waste Services



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

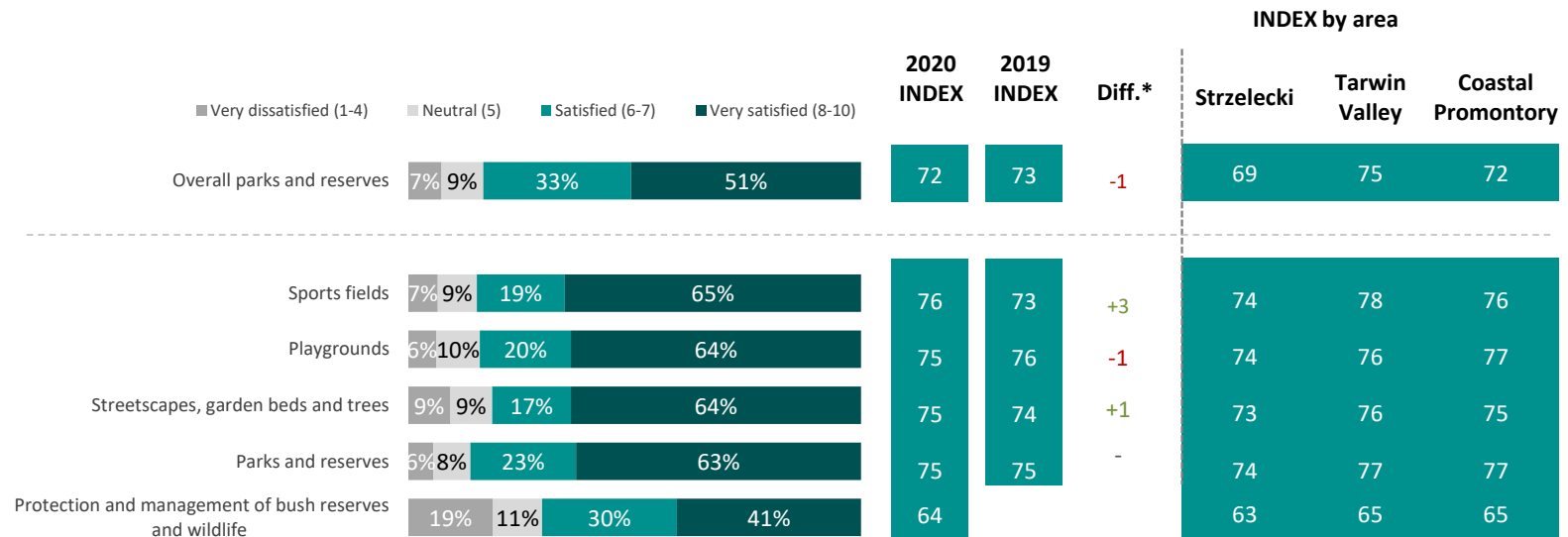
NOTES:

- Sample: 2019 n=813, 2020 n=421, Strzelecki n=120, Tarwin Valley n=164, Coastal Promontory n=137
- 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...
- WW3. Overall how satisfied are you with Council's waste services?
- *Difference 2020 Index – 2019 Index



Council's performance regarding the maintenance of *Parks and reserves* has been generally good. Index scores for *Sports fields* and *Streetscapes, garden beds and trees* have increased since 2019

Satisfaction: Parks and Reserves



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

NOTES:

- Sample: 2019 n=813, 2020 n=421, Strzelecki n=120, Tarwin Valley n=164, Coastal Promontory n=137
- 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...
- PR3. Overall how satisfied are you with the provision and maintenance of Council's parks and reserves?
- *Difference 2019 Index – 2018 Index



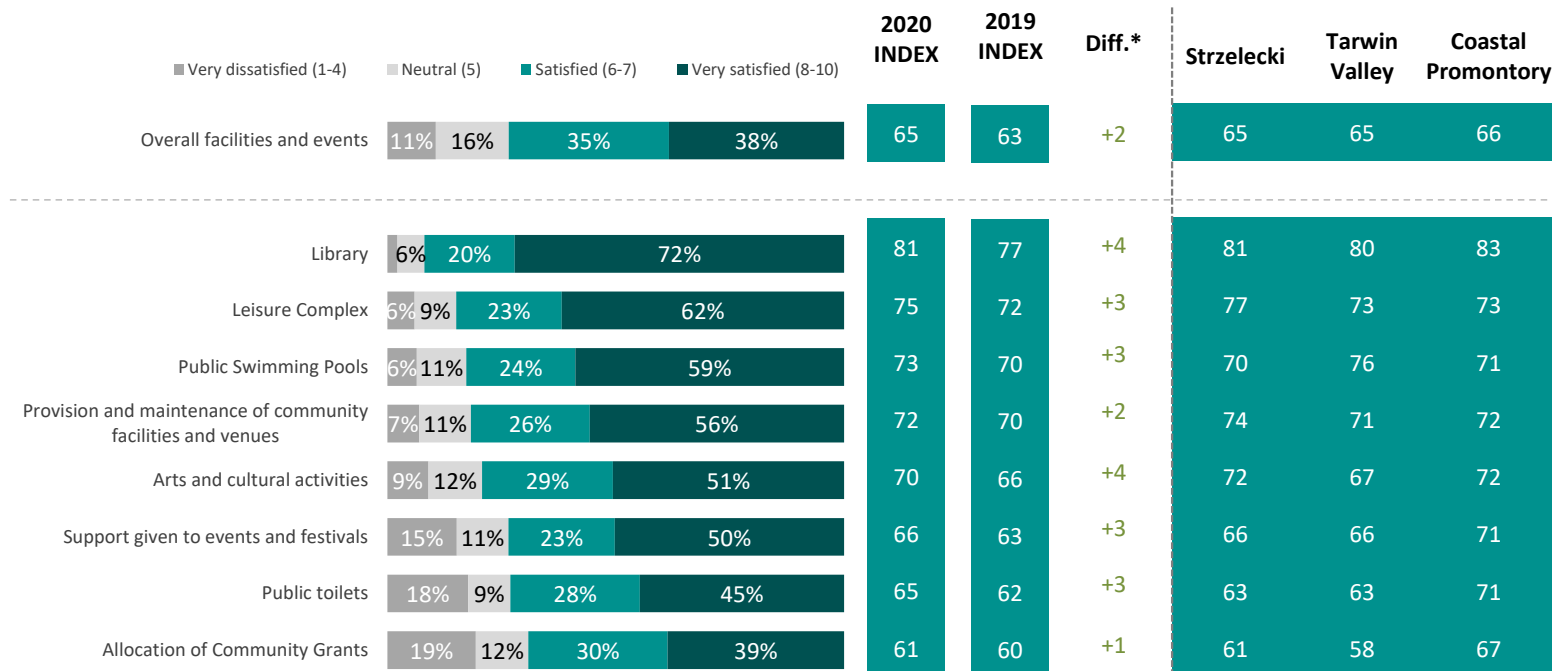
Report – July 2020



Satisfaction index scores related to all aspects of Council *Facilities and events* have increased from their levels a year ago

Satisfaction: Facilities and Events

INDEX by area



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

NOTES:

- Sample: 2019 n=813, 2020 n=421, Strzelecki n=120, Tarwin Valley n=164, Coastal Promontory n=137
- 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 2020 Index – 2019 Index

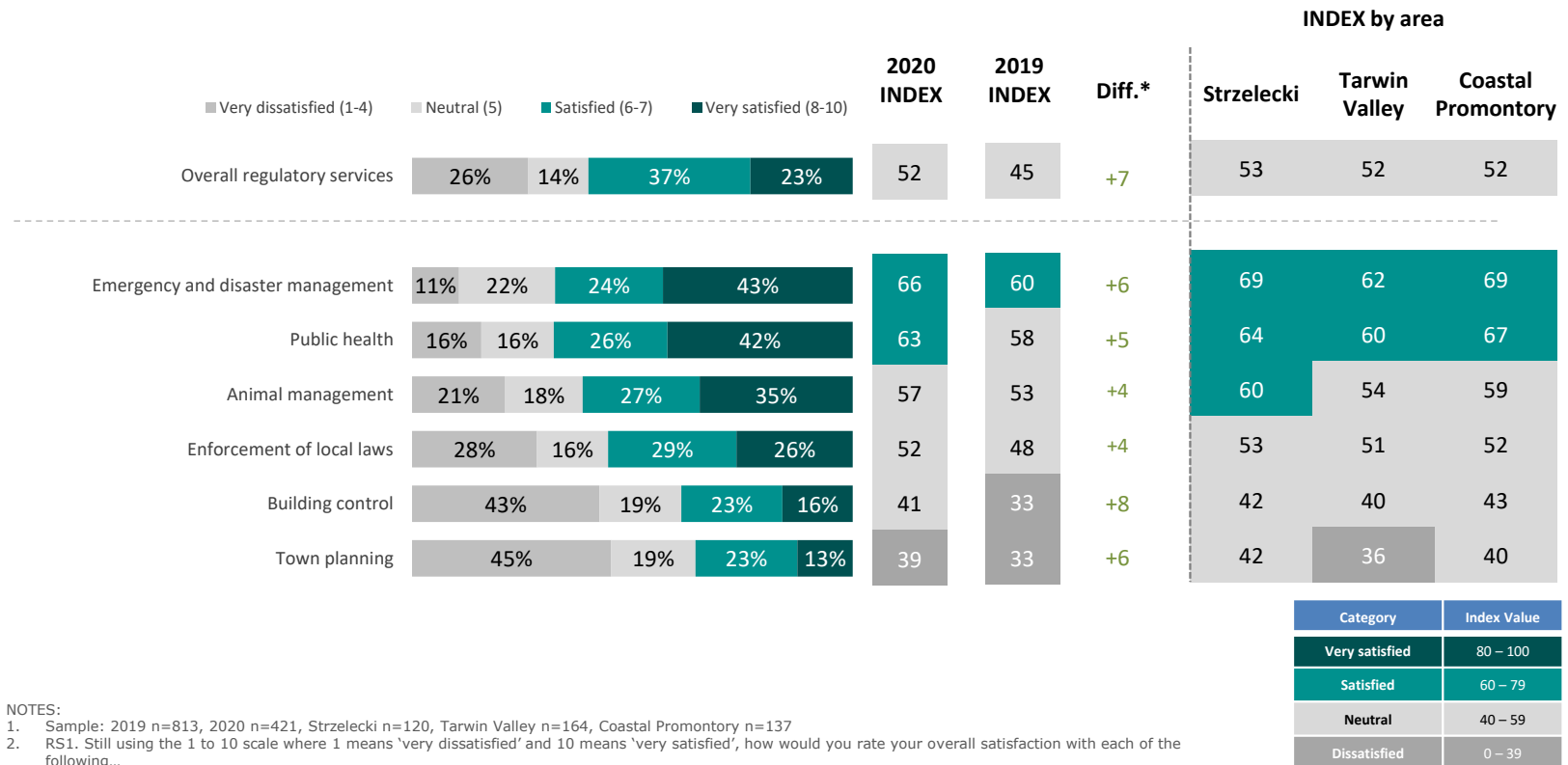


Report – July 2020



Perceptions across all service attributes of *Regulatory services* have also improved. The satisfaction index score pertaining to *Building control* increased from 33 in 2019 to 41 in 2020

Satisfaction: Regulatory Services



NOTES:

- Sample: 2019 n=813, 2020 n=421, Strzelecki n=120, Tarwin Valley n=164, Coastal Promontory n=137
- 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 2020 Index – 2019 Index

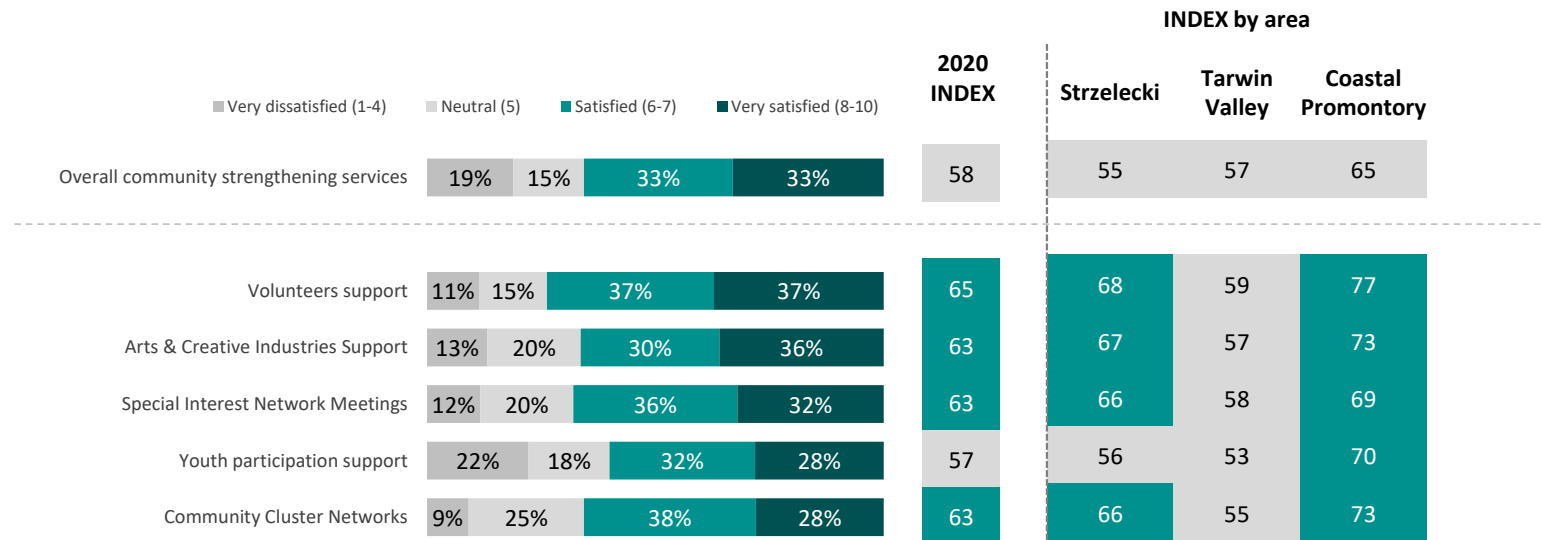


Report – July 2020



Overall, two thirds of the residents (66%) are satisfied with Council's *Community Strengthening Services* with the highest satisfaction index score pointing to *Volunteers support* (65)

Satisfaction: Community Strengthening Services



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

NOTES:

- Sample: 2019 n=813, 2020 n=421, Strzelecki n=120, Tarwin Valley n=164, Coastal Promontory n=137
- CS1. On a scale from 1 to 10 where 1 is 'very dissatisfied' and 10 is 'very satisfied', how satisfied are you with each of the following community strengthening services that are provided by Council?



Customer Service and Contact with Council



South Gippsland Shire Council Meeting No. 447 - 22 July 2020



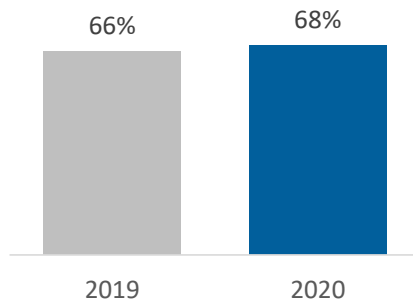


Report – July 2020

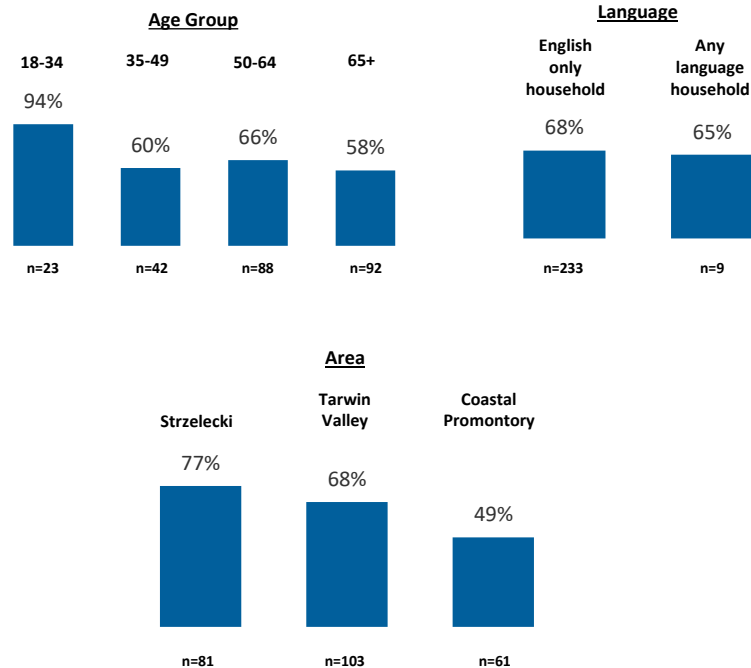


More than two thirds of residents (68%) have had contact with Council in the last 12 months

Contact with Council in the last 12 months



Proportion of residents in each group who have contacted Council



NOTES:

1. Sample: 2019 n=813, 2020 n=421
2. CS1. Have you or any member of your household contacted South Gippsland Shire Council in the last 12 months? Had contact with Council n=252
3. DEM3: Are there any languages other than English spoken at home? *Any language, other than and including English.

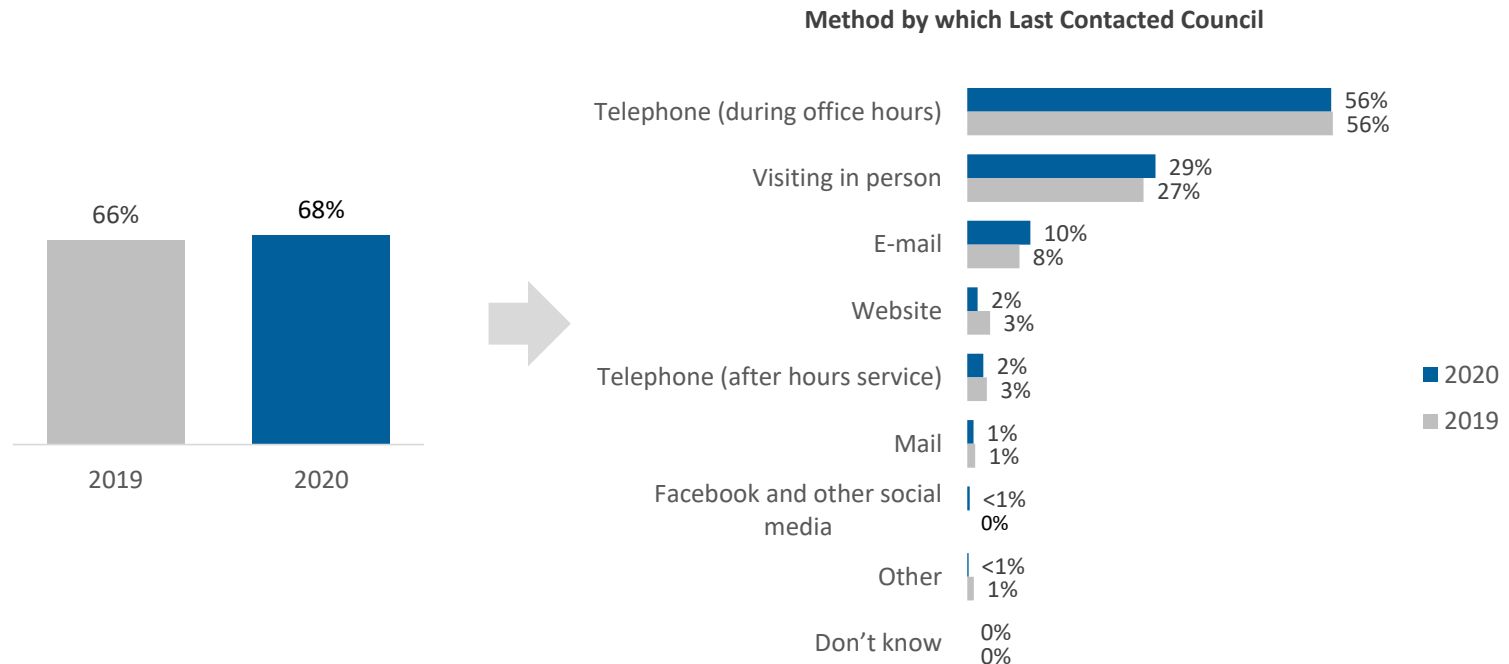


Report – July 2020



Most residents (56%) who have had contact with Council did so via *Telephone (during office hours)*. Almost three in ten residents (29%) had an interaction with Council *In person*

Contact with Council in the last 12 months



NOTES:

1. Sample: 2019 n=813, 2020 n=421; Those who contacted Council, 2019 n=508, 2020 n=252
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...?

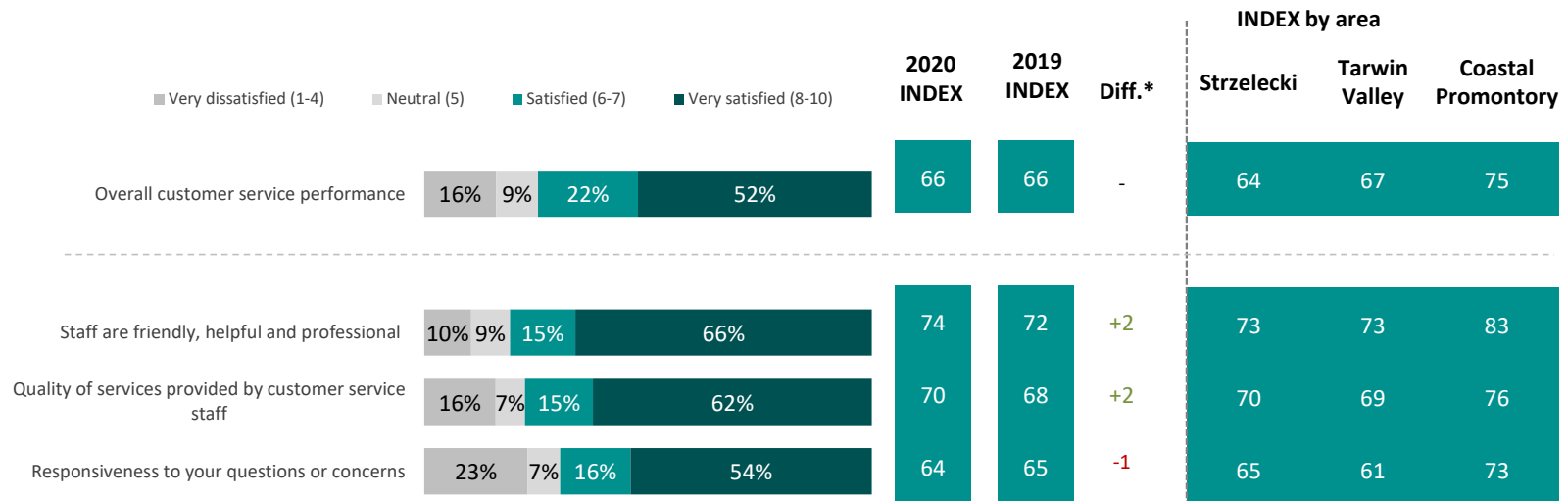


Report – July 2020



The overall index score for *Customer service* is consistent with last year's rating. Index scores for *Staff friendliness and professionalism* and the *Quality of services provided by customer service staff* have increased while the index score for *Staff responsiveness* slightly dropped in 2020

Satisfaction: Customer Service and Contact with Council



NOTES:

- Sample: Those who contacted Council: 2019 n=508, 2020 n=252, Strzelecki n=84, Tarwin Valley n=107, Coastal Promontory n=62
- 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 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
- *Difference 2020 Index – 2019 Index

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

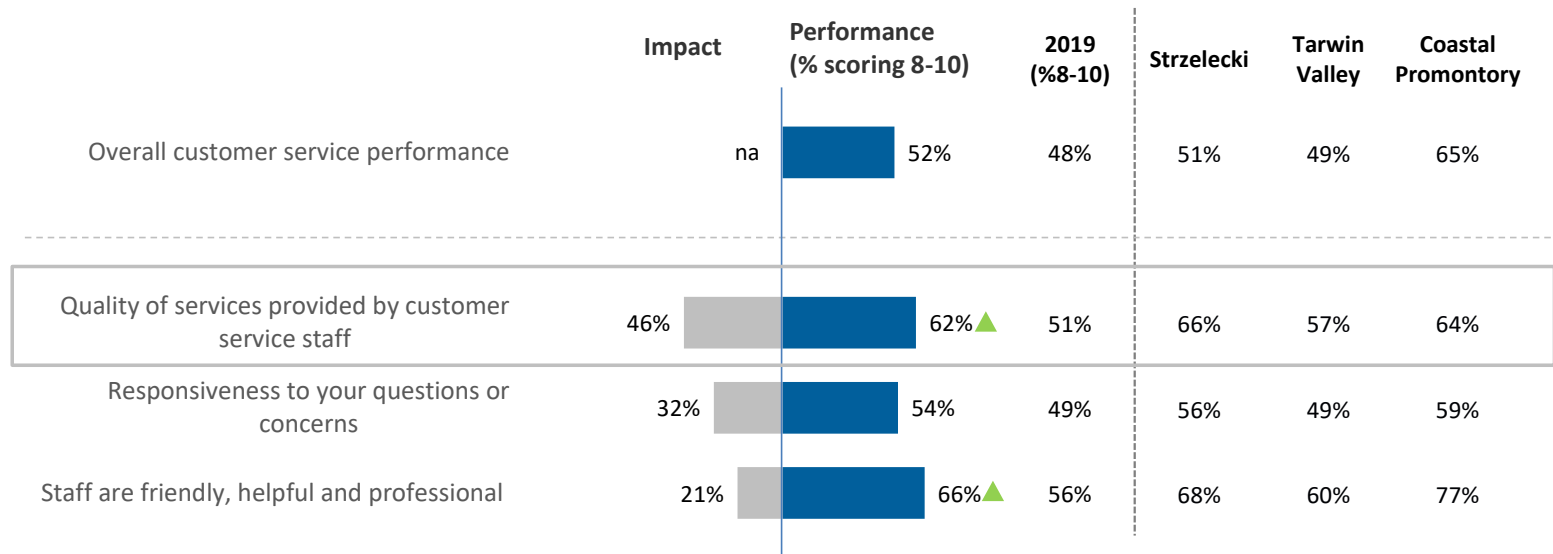


Report – July 2020



The Quality of services provided by Customer service staff is the main driver of perception of Council's Overall customer service performance and this is an area where current service levels should be maintained

Understanding Satisfaction with Customer Service



▲ Significantly higher than the previous year
▼ Significantly lower than the previous year

NOTES:

1. Sample: Those who contacted Council 2019 n=508, 2020 n=252; Strzelecki n=84, Tarwin Valley n=107, Coastal Promontory n=62
2. CS3. Thinking back to your customer service experience within the last 12 months, using the 10-point scale where 1 is 'very dissatisfied' and 10 is 'very satisfied', how would you rate your satisfaction with each of the following...?
3. CS4. Considering the above, using the same 10-point scale, how satisfied were you with Council's overall performance in customer service of the last 12 months?



Community Engagement



South Gippsland Shire Council Meeting No. 447 - 22 July 2020



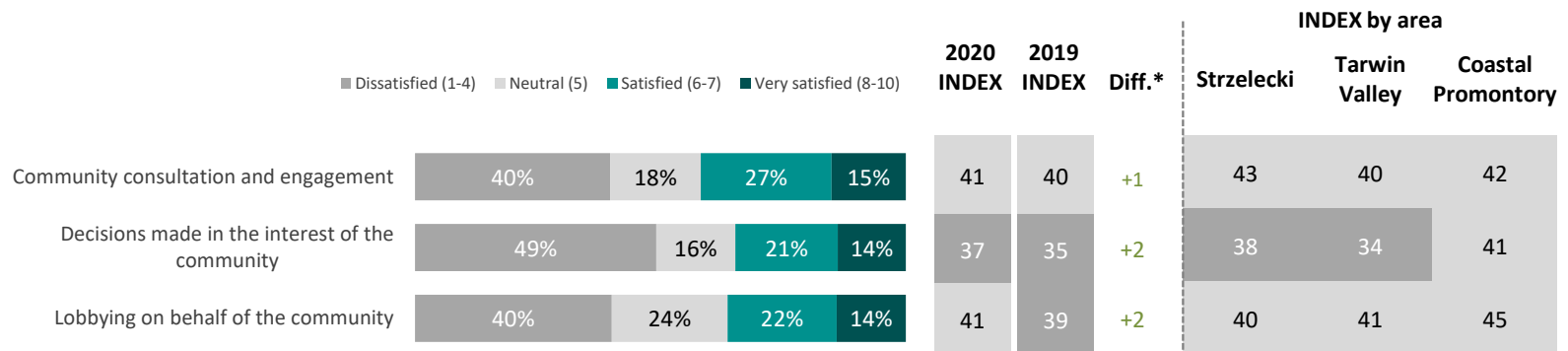


Report – July 2020



Index scores regarding various aspects of *Community engagement* have increased. More than four in ten residents (42%) are satisfied with *Community consultation and engagement*

Community engagement: Feedback provided



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

NOTES:

- Sample: 2019 n=813, 2020 n=421, Strzelecki n=120, Tarwin Valley n=164, Coastal Promontory n=137
- 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?
- *Difference 2020 Index – 2019 Index



Looking Ahead

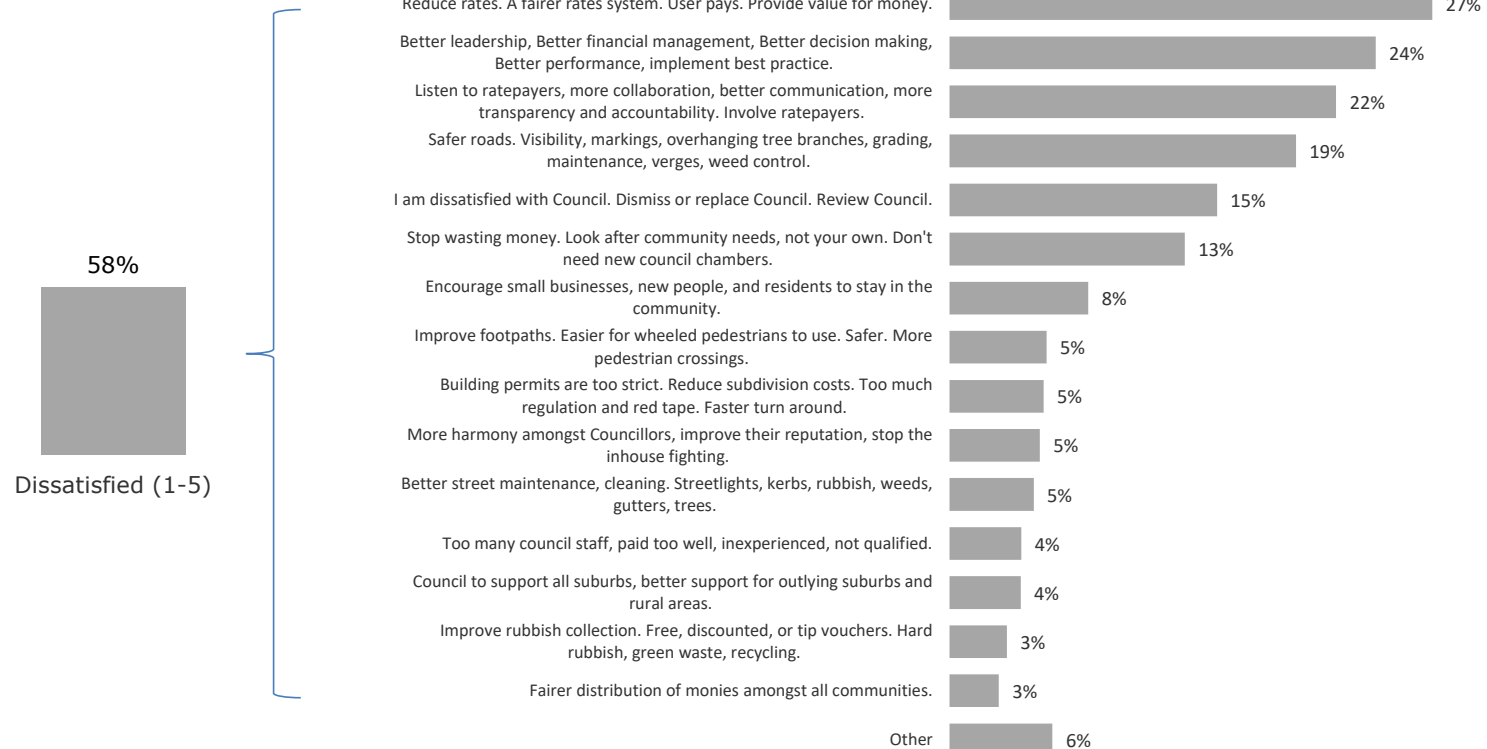


Report – July 2020



Some of the top comments from residents as to the changes that would make them rate Council's performance at a higher level is the *Reduction of rates/a fairer rating system* and *Better leadership*

Changes required for a higher performance rating



NOTES:

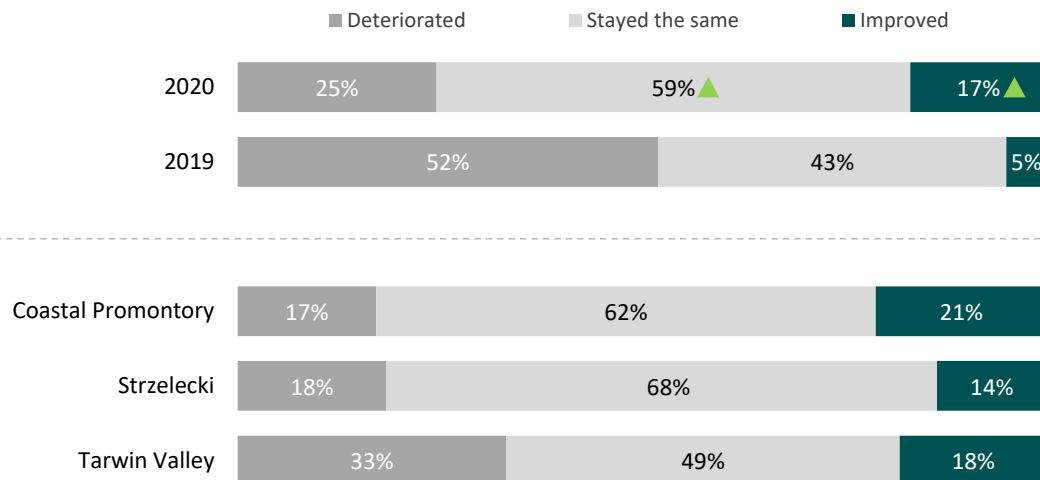
1. Sample: n=190
2. OP1. Everything considered; reputation, services and facilities, and value for money, how satisfied are you with the overall performance of Council over the past twelve months?
3. OP2. What would need to change to make you rate the Council's performance at a higher level?
4. Options with 3%+ counts shown.



The proportion of residents who think that Council's performance has improved has significantly increased from 5% in 2019 to 17% in 2020

Performance over the past twelve months

Over the past 12 months, overall performance of Council has...



▲ Significantly higher than the previous year
▼ Significantly lower than the previous year

NOTES:

1. Sample: 2019 n=813, 2020 n=421, Strzelecki n=120, Tarwin Valley n=164, Coastal Promontory n=137
2. OP3. Over the past twelve months, do you think South Gippsland Shire Council's overall performance has...?

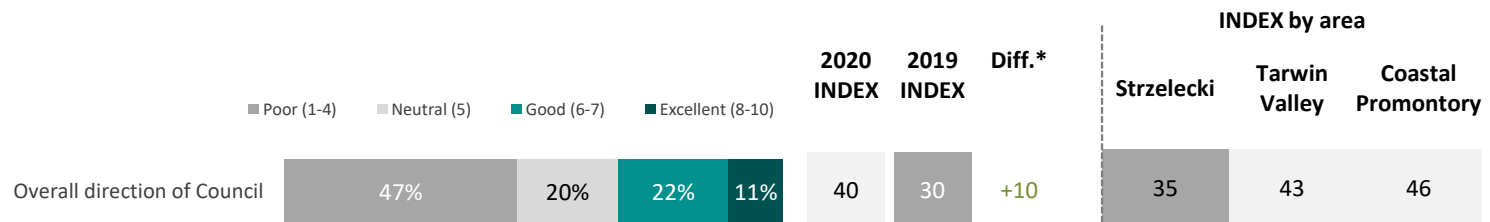


Report – July 2020



A third of residents (33%) are satisfied with the *Overall direction of Council* resulting in an increase in the index score by ten points

Overall Direction of Council



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

NOTES:

- Sample: 2019 n=813, 2020 n=421, Strzelecki n=120, Tarwin Valley n=164, Coastal Promontory n=137
- OP4. Finally, thinking about the direction Council has established, how would you rate the overall direction of Council?

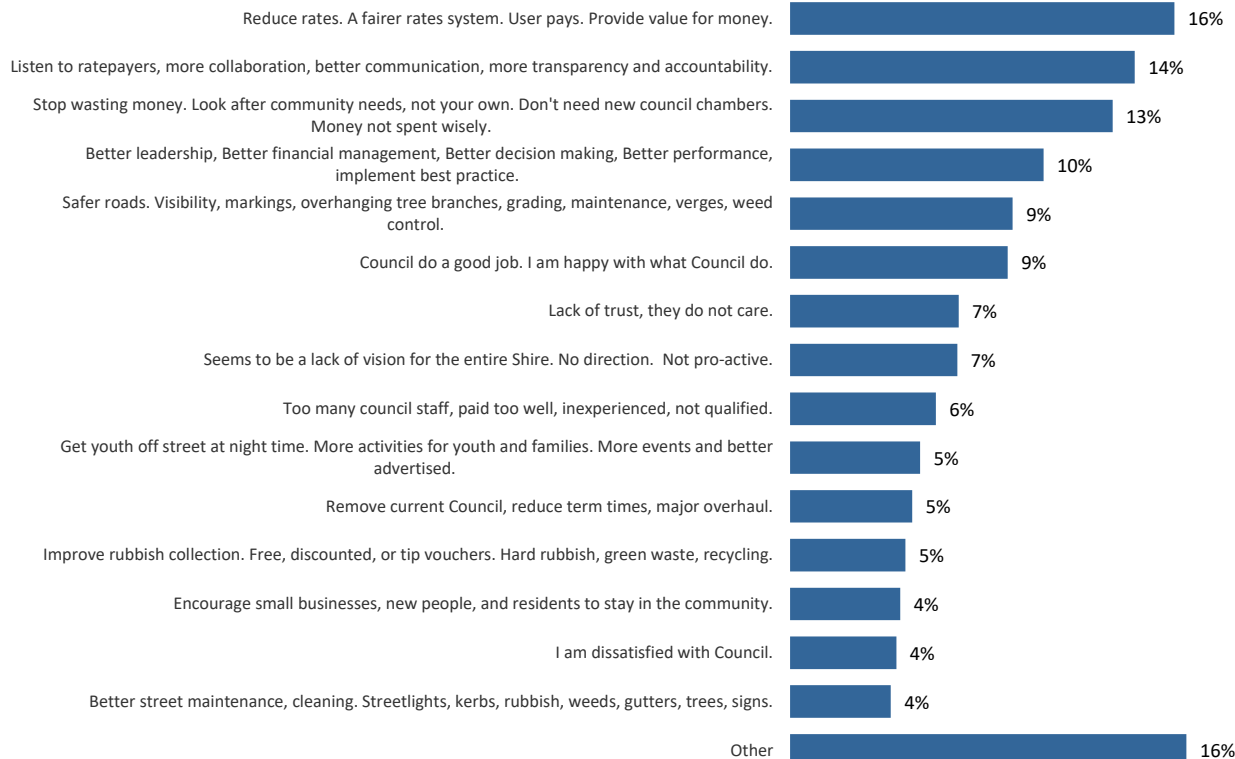


Report – July 2020



General feedback from all residents again focuses on improving *Value for money, Better collaboration/communication with residents and More transparency and accountability*

Further Comments



NOTES:

1. Sample: n=149
2. GEN1. Do you have any further comments you would like to make?
3. Options with 4%+ counts shown



Sample Profile



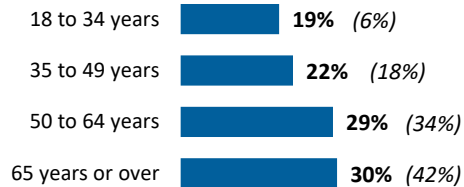
Report – July 2020



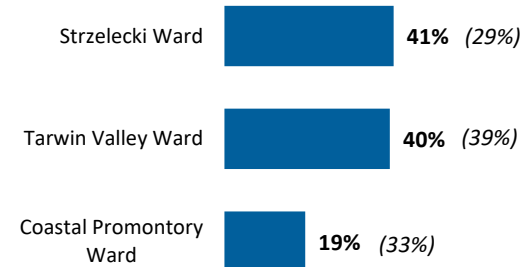
Sample profile

Demographics

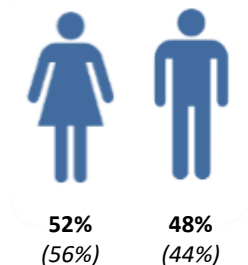
Age



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.

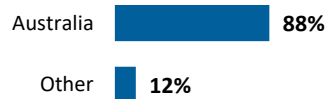
n=421
weighted
 (unweighted)



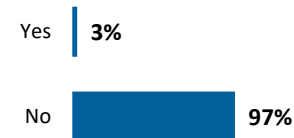
Sample profile

Demographics

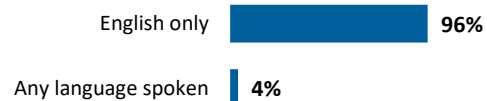
Country of Birth



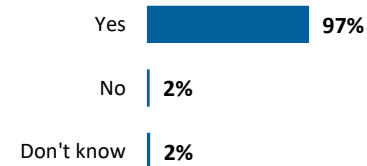
Identify as Aboriginal or Torres Strait Islander



Home language



Member of household pays rates in South Gippsland Shire





Telephone: + 64 7 575 6900

Address: Level 1, 247 Cameron Road
PO Box 13297
Tauranga 3141

Website: www.keyresearch.co.nz

