Melton City Council

2014 Community Satisfaction Survey Overview

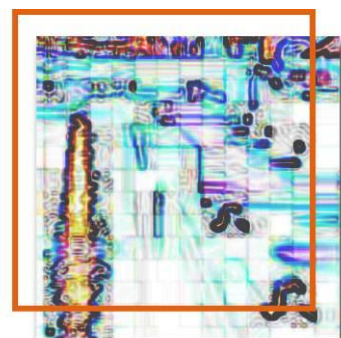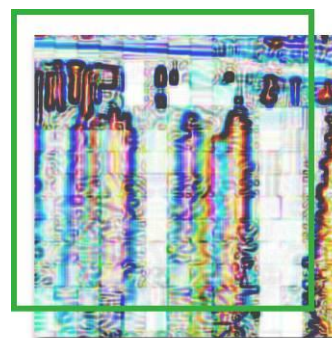## February 2015

Disclaimer

Any representation, statement, opinion or advice, expressed or implied in this publication is made in good faith but on the basis that Metropolis Research Pty Ltd, its agents and employees are not liable (whatever by reason of negligence, lack of care or otherwise) to any person for any damages or loss whatsoever which has occurred or may occur in relation to that person taking action in respect of any representation, statement, or advice referred to above.

Contact details

This report was prepared by Metropolis Research Pty Ltd on behalf of the Melton City Council. For more information, please contact:

Dale Hubner

Managing Director
Metropolis Research Pty Ltd

Level 1, 74 Victoria Street
Carlton Vic 3053

(03) 9272 4600
d.hubner@metropolis-research.com

Kate Waters

Coordinator Social Planning and Wellbeing
Melton City Council

232 High Street
Melton Vic 3337

(03) 9747 7364
katewa@melton.vic.gov.au

Table of contents

Introduction

Metropolis Research was commissioned by Melton City Council to undertake this *Community Satisfaction Survey*.

The survey has been designed to measure community satisfaction with a range of Council services and facilities as well as to measure community sentiment across a range of additional issues in the municipality.

The *Community Survey* program comprises the following core components:

⊗ Satisfaction with Council's overall performance and change in performance

⊗ Satisfaction with aspects of governance and leadership

⊗ Importance of and satisfaction with a range of Council services and facilities

⊗ Issues of importance for Council to address in the coming year

⊗ Community perception of safety in public areas of City of Melton

⊗ Housing related financial stress

⊗ Satisfaction with Council customer service

⊗ Respondent profile.

In addition to these core components, the *Melton City Council – 2014 Community Survey* includes questions exploring current issues of importance that reflect Council's current requirements. The 2014 survey includes questions related to the following issues:

⊗ Construction projects

⊗ Food security

⊗ Preferred methods of receiving / seeking information from Council

⊗ Sense of community

⊗ Support for a Youth refuge in the City of Melton

⊗ Participation in community activities

Rationale

The *Community Survey* has been designed to provide Council with a wide range of information covering community satisfaction, community sentiment and community feel and involvement. The survey meets the requirements of the Department of Transport Planning and Local Infrastructure (DTPLI) *Annual Satisfaction Survey* by providing importance and satisfaction ratings for the major Council services and facilities as well as scores for satisfaction with Council overall.
The *Community Survey* provides an in depth coverage of Council services and facilities as well as additional community issues and expectations. This information is critical to

informing Council of the attitudes, levels of satisfaction and issues facing the community in the City of Melton.

In addition, the *Community Survey* includes a range of demographic and socio-economic variables against which the results can be analysed including age structure, period of residence, language, gender and household structure. These variables have been included to facilitate in-depth analysis of the results of the survey by demographic profile and also to ensure that the sample selected represents the underlying population of the City of Melton.

Methodology

The *Melton City Council – 2014 Community Survey* was conducted as a door-to-door interview style survey of 800 households drawn randomly from across the municipality during the months of December 2014 and January 2015.

Trained Metropolis Research survey staff conducted face to face interviews of approximately twenty minutes duration with householders. This methodology has produced highly consistent results in terms of the demographics surveyed, although it is noted that face-to-face interviews will tend to slightly over represent families, in particular parents with younger children.

Response rate

A total of approximately 4,817 households were approached by Metropolis Research to participate in the *Melton City Council – 2014 Community Satisfaction Survey*. Of these households, 2,466 were unattended at the time, 1,548 refused to participate and 800 completed surveys. This provides a response rate of 34.1%.

Governing Melbourne

Governing Melbourne is a new service provided by Metropolis Research since 2010. *Governing Melbourne* is a survey of 800 respondents drawn in equal numbers from every municipality in metropolitan Melbourne. *Governing Melbourne* provides an objective, consistent and reliable basis on which to compare the results of the *Melton City Council – 2014 Community Satisfaction Survey*. It is not intended to provide a "league table" for local councils, rather to provide a context within which to understand the results.

This report provides some comparisons against the metropolitan Melbourne average, which includes all municipalities located within Greater Melbourne (Greater Capital City Statistical Area) as well as the western region, which includes the municipalities of Maribyrnong, Hobsons Bay, Wyndham, Brimbank, Melton, and Moonee Valley.
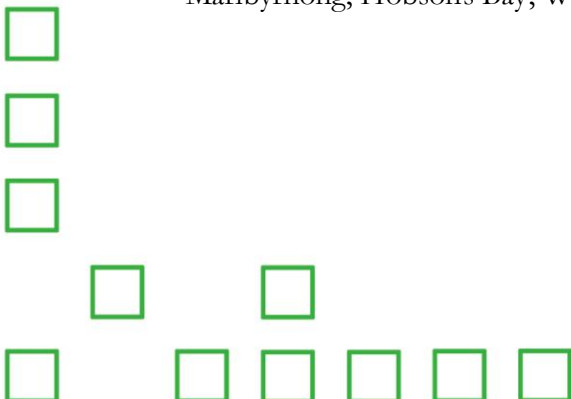
Glossary of terms

Precinct

The term precinct is used by Metropolis Research to describe the small areas and in this instance reflects the official suburbs within the City of Melton. Readers seeking to use precinct results should seek clarification of specific precinct boundaries if necessary.

Measurable

A measurable difference is one where the difference between or change in results is sufficiently large to ensure that they are in fact different results, i.e. the difference is statistically significant. This is due to the fact that survey results are subject to a margin of error or an area of uncertainty.

Statistically significant

Statistically significant is the technical term for a measurable difference as described above. The term "statistically significant" and the alternative term "measurable" describe a quantifiable change or difference between results. They do not describe or define whether the result or change is of a sufficient magnitude to be important in the evaluation of performance or the development of policy and service delivery.

Significant result

Metropolis Research uses the term *significant result* to describe a change or difference between results that Metropolis Research believes to be of sufficient magnitude that they may impact on relevant aspects of policy development, service delivery and the evaluation of performance and are therefore identified and noted as significant or important.

Discernible / observed

Metropolis Research will describe some results or changes in results as being discernible, observable or notable. These are not statistical terms rather they are interpretive. They are used to draw attention to results that may be of interest or relevance to policy development and service delivery. These terms are often used for results that may not be statistically significant due to sample size or other factors but may none-the-less provide some insight.

95% confidence interval and standard deviation

Average satisfaction results are presented in this report with a 95% confidence interval included. These figures reflect the range of values within which it is 95% certain that the true average satisfaction falls. The 95% confidence interval is displayed in this report as the "upper" and "lower" values around the mean in satisfaction tables.

Satisfaction categories

Metropolis Research categorises satisfaction results to assist in the understanding and interpretative of the results. These categories have been developed as a guide to the scores presented in the report and are designed to give a general context.
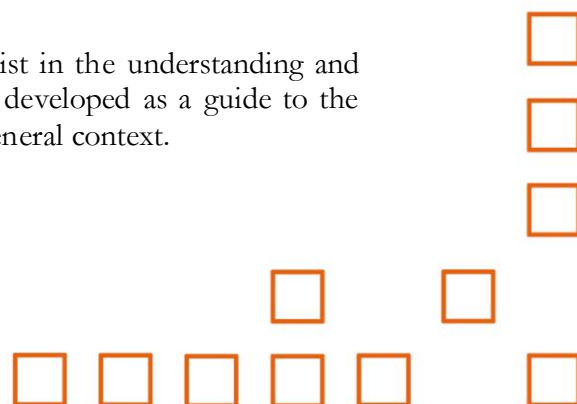
They are generally defined as follows:

Very Poor:	Scores of less than 5.5 are categorised as very poor
Poor:	Scores less than 6 are categorised as poor
Solid:	Scores of 6 to less than 6.5 are categorised as solid
Good:	Scores of 6.5 to less than 7.25 are categorised as good
Very good:	Scores of 7.25 to less than 7.75 are categorised as very good
Excellent:	Scores of 7.75 and above are categorised as excellent

Precincts

This report provides results at both the municipal and precinct level. The precincts are consistent with those used for the *City of Melton Community Profile* prepared by i.d consulting.

The precincts used in this report are as follows:

Precincts within Melton Township:

- ⊗ Melton precinct
- ⊗ Melton West
- ⊗ Kurunjang
- ⊗ Melton South / Brookfield

Precincts at the urban fringe:

- ⊗ Burnside
- ⊗ Caroline Springs
- ⊗ Hillside
- ⊗ Taylors Hill

The rural precinct includes the rural balance and the rural townships of Diggers Rest, Toolern Vale, Eynesbury and Rockbank.

Summary of results

Metropolis Research, in this its first *Community Satisfaction Survey* for the City of Melton, found a high level of satisfaction with the performance of Melton City Council. This relatively high satisfaction was recorded across the board range of Council services, facilities, governance and the leadership of Council in the community.

It was found that satisfaction with Melton City Council was generally recorded at levels higher than the metropolitan Melbourne and the western region averages. There was however some significant variation in satisfaction recorded across the municipality, with the rural precinct (including the rural townships such as Rockbank, Toolern Vale, Diggers Rest and Eynesbury) recording lower than average satisfaction for many aspects of performance.

There was relatively little variation in satisfaction across the community, with male and female respondents similarly satisfied with Council's performance. It was observed however that the small sample of senior citizens and adolescents were notably more satisfied than average.
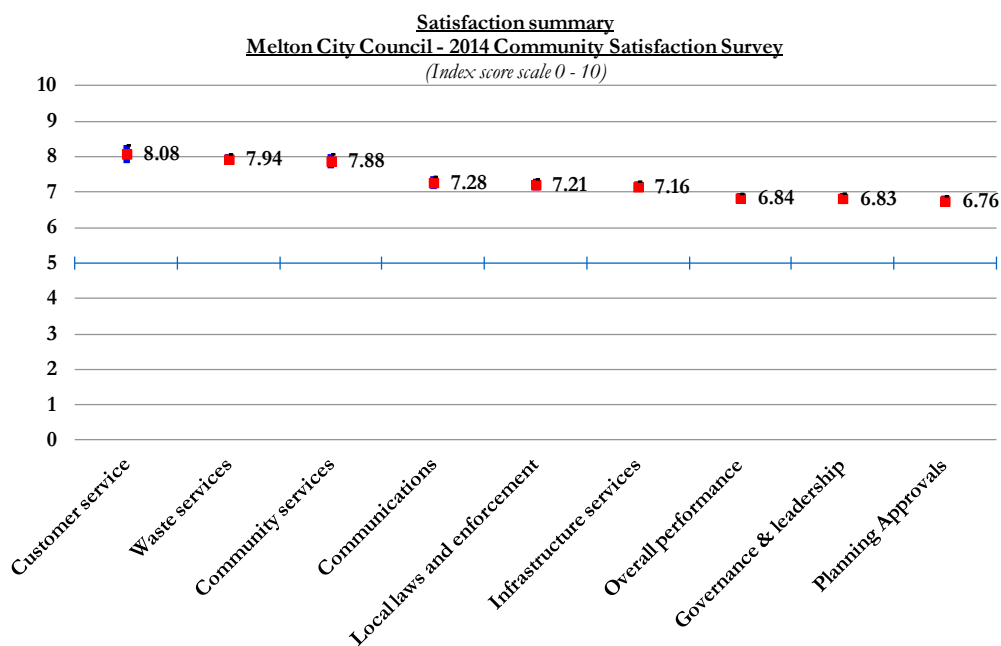
The main issues of importance in the community appear to be traffic management, public transport, parks, gardens and open space, safety, policing and crime. Traffic management in particular appears to be a mildly negative influence on community satisfaction with the performance of Council.

Almost ten percent raised the issue of rates. This issue however was not a negative influence on community satisfaction with the performance of Council.

The community has a relatively strong sense of community both in relation to community sentiment and connectedness, as well as in regards to accessing services and facilities. This result, when read in conjunction with the satisfaction scores suggests that overall the City of Melton community is satisfied with the performance of Council.

Key findings

The following outlines the key findings from the *Melton City Council – 2014 Community Satisfaction Survey* for each section of the survey.

Overall performance

⊗ Satisfaction with Council's overall performance was rated at 6.84 out of a potential ten, a level of satisfaction best categorised as "good"

⊗ This score is measurably higher than the metropolitan Melbourne (6.53) and western region (6.47) averages as measured in the 2014 *Governing Melbourne*

⊗ Respondents from Melton West (7.42) were measurably more satisfied with Council's overall performance than the municipal average, rating satisfaction as "very good"

⊗ Respondents from the rural precinct (6.14) rated satisfaction measurably and significantly lower than the municipal average

⊗ 7.6% of respondents were dissatisfied (rating satisfaction less than five) with Council's overall performance

⊗ Just over half of the respondents (52.8%) were neutral to somewhat satisfied (rating satisfaction five to seven)

⊗ More than one-third of respondents (39.7%) were very satisfied (rating satisfaction eight or more)

⊗ Senior citizens (8.23) were measurably more satisfied than the municipal average

⊗ Approximately one-sixth (16.5%) of respondents considered that Council's overall performance had improved in the last 12 months, compared to five percent of respondents who considered that it had deteriorated.

Governance and leadership

⊗ The average satisfaction with the seven aspects of governance and leadership was rated at 6.83 in 2014. This result is measurably higher than metropolitan Melbourne (6.58) average and marginally higher than the western region (6.74) average as recorded in the 2014 *Governing Melbourne*

⊗ Satisfaction with the seven aspects of governance and leadership can best be summarised as follows:

    o Meeting its environmental responsibilities   *(7.55)*   *"very good"*
    o Seeking community opinion and feedback   *(6.91)*   *"good"*
    o Community consultation and engagement   *(6.83)*   *"good"*
    o Representation, lobbying and advocacy   *(6.80)*   *"good"*
    o Responsiveness to local community needs   *(6.77)*   *"good"*
    o Maintaining trust and confidence   *(6.69)*   *"good"*
    o Making decisions in interests of community   *(6.67)*   *"good"*

⊗ Metropolis Research has consistently found that with the exception of environment, satisfaction with the other aspects of governance is typically rated marginally lower than satisfaction with Council's overall performance.

Issues for Melton City Council to address in the coming year

⊗ A total of 1,246 responses were obtained from 597 respondents (74.7% of total)

⊗ The top five issues for the City of Melton identified by respondents were:

- o Traffic management   *(20.8% compares to metro Melbourne 21.7%)*
- o Public transport   *(12.1% compares to metro Melbourne 3.2%)*
- o Parks, gardens and open space   *(10.4% compares to metro Melbourne 6.0%)*
- o Safety, policing and crime issues   *(9.9% compares to metro Melbourne 5.0%)*
- o Council rates   *(8.4% compares to metro Melbourne 5.2%)*
- o Roads maintenance and repairs   *(7.4% compares to metro Melbourne 6.1%).*

Perceptions of safety in public areas of the City of Melton

⊗ The perception of safety in public areas of Melton was rated relatively high, as follows:

- o In public areas during the day   *(8.45 compares to metro Melbourne 8.47)*
- o In and around local shopping district   *(8.10 compares to metro Melbourne 7.75)*
- o In and around Woodgrove S.C   *(8.05)*
- o In and around High St. Melton   *(7.77)*
- o Travelling on / waiting for public transport   *(7.47 compares to metro Melbourne 7.24)*
- o In public areas at night   *(6.79 compares to metro Melbourne 6.46)*

⊗ Male respondents reported a higher perception of safety at night and travelling on / waiting for public transport than female respondents.

Housing related financial stress

⊗ Of the 395 respondents from rental and mortgagee households, 51.5% reported that they experience some level of housing related financial stress:

- o Rental households *(43.9% compared to metro Melbourne 59.7%)*

  ▪ Low stress (18.1%), moderate stress (19.7%), heavy stress (6.1%)

- o Mortgagee households *(54.6% compared to metro Melbourne 74.7%)*

  ▪ Low stress (21.4%), moderate stress (23.0%), heavy stress (10.2%).

Planning and housing development

⊗ Less than ten percent of respondents reported being personally involved in planning in the last 12 months (7.4% as applicants and 1.4% as objectors)

⊗ Average satisfaction with planning and housing development was 6.76 in 2014. This is marginally higher than the western region average of 6.72 and measurably higher than the metropolitan Melbourne average (6.33) from the 2014 *Governing Melbourne*

- o Maintaining local heritage   *(7.08, or "good")*
- o Appearance and quality of new developments   *(6.91, or "good")*
- o Effectiveness of community consultation   *(6.73, or "good")*
- o Opportunities to participate in strategic planning   *(6.30, or "good").*

Council construction projects

⊗ 11.9% of respondents reported that Council had undertaken a construction project in their local area in the last twelve months

⊗ Fifty-five respondents (57.8% of the 11.9%) identified at least one issue that had occurred during the construction phase, with the top three issues being mud and dirt on roads (35.8%), traffic and parking issues (32.6%) and construction rubbish (13.7%).

Food security

⊗ Less than five percent of respondents (4.3%) reported that their household had run out of food at least once in the last twelve months and couldn't afford to buy more:

  o Once (0.6%), a couple of times (3.0%), monthly or almost every month (0.4%) and more than once a month (0.3%).

Preferred methods of receiving or seeking information from Council

⊗ Almost all respondents identified at least one method by which they would like to receive or seek information from Council, identifying an average of approximately three methods each. The top five methods were:

  o Direct mail / letterbox drop of printed material   (47.5%)
  o Articles in the local newspaper   (47.3%)
  o Council's quarterly printed newsletter   (38.5%)
  o Council's website   (29.9%)
  o Flyers / brochures at locations in the community   (21.1%)

Sense of community

⊗ Average agreement with the eight community related aspects of the sense of community was rated at 7.40 out of a potential ten. Agreement with these eight statements can best be summarised as follows:

  o **Very Strong** agreement with each of "I / we could turn to the neighbours for help", "Melton is an age-friendly community", "My / our neighbourhood has a distinct character, it's a special place", "Melton is accessible and inclusive for people with a disability".

  o **Strong** agreement with each of "I / we feel part of the local community" and "most people in my local community can be trusted".

  o **Solid** agreement that "it's an active community; people do things and get involved in local issues".

  o **Mild** agreement that "I / we volunteer locally".

⊗ Average agreement with the ten services and facilities related aspects of the sense of community were rated at 7.10 out of a potential ten. Agreement with these ten statements can best be summarised as follows:

- o **Very Strong** agreement with "the community has access to adequate community services".

- o **Strong** agreement with each of "the community has access to adequate health services", "it's easy to find out about activities and events available locally", "there is adequate primary and secondary school locally", "it's easy to find out what services are available to me / us".

- o **Solid** agreement that "there is access to affordable and efficient public transport", "there are opportunities to have a real say on issues that are important to me / us", "there is public transport that goes where I need to go", "there are adequate local employment opportunities", and "there is access to adequate tertiary education opportunities".

Participation in community activities

⊗ Two-thirds of respondents (66.1%) participated in at least one of the eleven included types of community activities. The top five activities were as follows:

o Local community festivals	*(32.8%)*
o Arts / cultural events	*(32.3%)*
o Sports / leisure events	*(29.1%)*
o School events / fetes	*(20.5%)*
o Activities, events, classes in neighbourhood	*(13.5%).*

Access community services and support

⊗ A little less than ten percent of respondents (9.5%) reported that there were services or support they required but could not access locally. The two most common services or support were medical facilities (including hospital) (32 comments) and sports, leisure and recreation facilities (14 comments).

Support a Youth Refuge in the City of Melton

⊗ Almost two-thirds of respondents (62.0%) supported the opening of a Youth Refuge in the City of Melton, whilst 15.6% opposed, and 22.4% replied can't say.

Customer service

⊗ More than two-thirds of the respondents (40.2%) contacted Council in the last year

⊗ The main forms of contact were by telephone (61.3%) and visits in person (22.7%)

⊗ Internet based method was identified by 7.0%, similar to other municipalities

⊗ Average satisfaction with customer service was 8.08, a level categorised as "excellent", slightly higher than the western region average and metropolitan Melbourne average of 7.73 from the 2014 *Governing Melbourne*

o General reception	*(8.40, or "excellent")*
o Understand language needs	*(8.39, or "excellent")*
o Opening hours	*(8.33, or "excellent")*
o Access to relevant officer	*(8.33, or "excellent")*
o Courtesy of service	*(8.16, or "excellent")*
o Provision of information	*(7.83, or "excellent")*
o Care and attention to enquiry	*(7.70, or "very good")*
o Speed of service	*(7.53, or "very good")*.

Importance of Council services and facilities

⊗ The average importance of the thirty-five services and facilities was 8.75 out of a potential ten, marginally higher than the metropolitan Melbourne (8.72) from the 2014 *Governing Melbourne*

⊗ The importance of services and facilities varied from a high of 9.30 for services for people with a disability to a low of 7.55 for Council's quarterly printed newsletter (7.70).

Satisfaction with Council services and facilities

⊗ The average satisfaction with the thirty-five services and facilities was 7.62 out of a potential ten, a score best categorised as "very good"

⊗ The metropolitan Melbourne average satisfaction with services as recorded in the 2014 *Governing Melbourne* was measurably lower at 7.34

⊗ Satisfaction with Council services and facilities varied from a high of 8.70 for the green waste collection to a low of 6.69 for footpath maintenance and repairs.

Council's overall performance

Respondents were asked:

> *"On a scale of 0 (lowest) to 10 (highest), please rate the performance of Council across all areas of responsibility?"*

Respondents were asked their satisfaction with the performance of Council across all areas of responsibility, reporting an average satisfaction of 6.84 out of a potential ten.

This level of satisfaction is best categorised as "good", and is measurably and significantly higher than both the western region (6.47) and metropolitan Melbourne (6.53) averages as recorded in the 2014 *Governing Melbourne* research.

Overall performance summary
Melton City Council - 2014 Community Satisfaction Survey
(Index score scale 0 - 10)
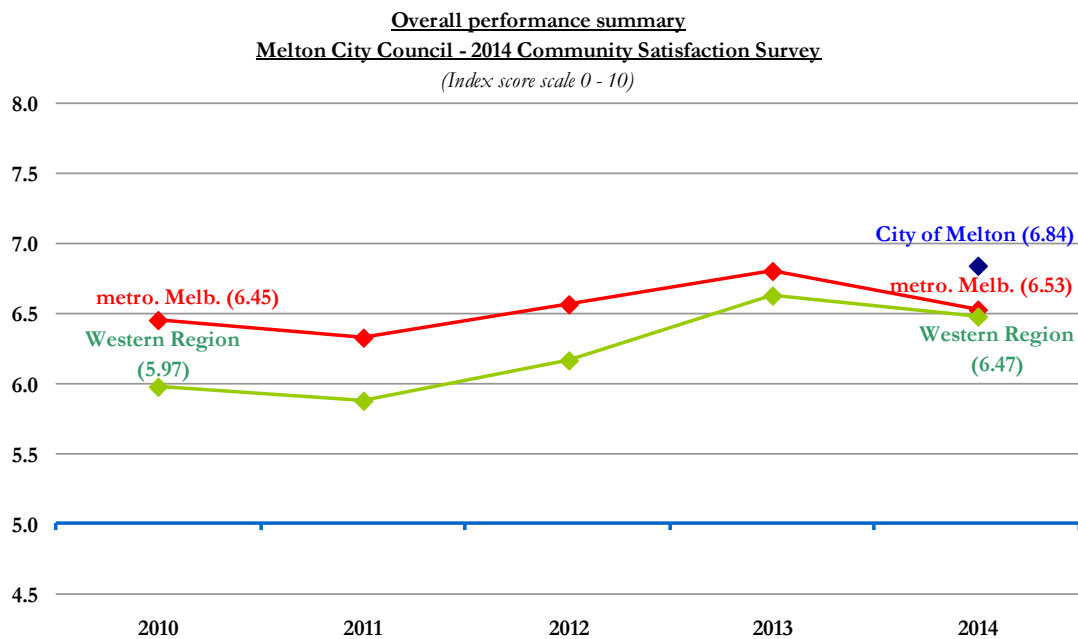
There was measurable and significant variation in satisfaction with the overall performance of Council across the nine precincts comprising the City of Melton.

Particular attention is drawn to the following:

⊗ The measurably and significantly higher than average satisfaction of respondents from Melton West, rating satisfaction at a level categorised as "very good".

⊗ The somewhat higher than average satisfaction of respondents from the precinct of Melton.

⊗ The somewhat lower than average satisfaction of respondents from Hillside.
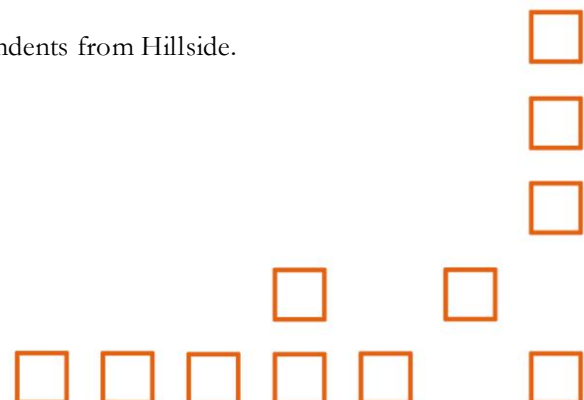
⊗ The measurably and significantly lower than average satisfaction of respondents from the rural precinct (including Diggers Rest, Rockbank, Eynesbury, and Toolern Vale).

Satisfaction with Council's overall performance
Melton City Council - 2014 Community Satisfaction Survey
(Index score scale 0 - 10)
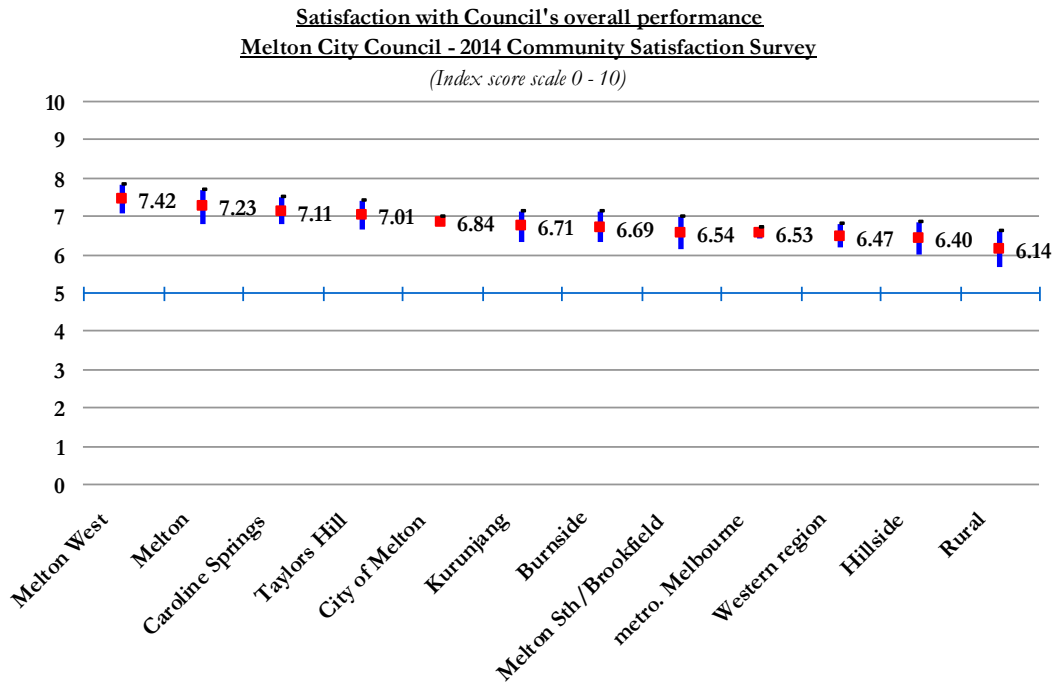
The high average satisfaction with the overall performance of Council is further borne out by the examination of the distribution of individual responses from zero to ten.

As is clearly evident in the following graph, a total of fifty-five respondents (7.6%) were dissatisfied with Council's overall performance. By contrast more than one-third of respondents (39.7%) were very satisfied with Council's overall performance (rating satisfaction at eight or more).

There was some variation in this result across the municipality, with attention drawn to the following:

⊗ The higher than average proportion of respondents from Melton West, Caroline Springs, and Melton precinct very satisfied with Council's overall performance.

⊗ The lower than average proportion of respondents from Hillside and the rural precinct very satisfied with Council's overall performance.

⊗ The slightly higher than average proportion of respondents from Hillside and the rural precinct dissatisfied with Council's overall performance.

⊗ Respondents from the City of Melton were significantly more likely than either the western region or metropolitan Melbourne averages to be very satisfied with Council's overall performance.
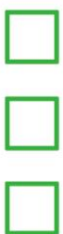
⊗ Respondents from the City of Melton were marginally but not measurably less likely than either the western region or metropolitan Melbourne averages to be dissatisfied with Council's overall performance.

Satisfaction with Council's overall performance
Melton City Council - 2014 Community Satisfaction Survey
(number of responses)

Rating	Responses
Zero	5
One	5
Two	12
Three	10
Four	23
Five	106
Six	105
Seven	172
Eight	169
Nine	90
Ten	29
Can't say	74

Satisfaction with Council's overall performance
Melton City Council - 2014 Community Satisfaction Survey
(Percent of total respondents)

Area	Very satisfied	Neutral to somewhat satisfied	Dissatisfied
Melton West	52.8%	43.0%	4.2%
Caroline Springs	50.6%	44.9%	4.5%
Taylors Hill	43.4%	51.3%	5.3%
Melton	50.6%	43.1%	6.3%
Burnside	33.7%	59.1%	7.2%
City of Melton	39.7%	52.8%	7.6%
metro. Melbourne	25.5%	66.8%	7.7%
Kurunjang	33.7%	58.4%	7.9%
Melton Sth/Brookfield	32.1%	58.4%	9.5%
Western region	26.1%	64.2%	9.7%
Hillside	24.3%	62.8%	12.9%
Rural	27.3%	58.4%	14.3%
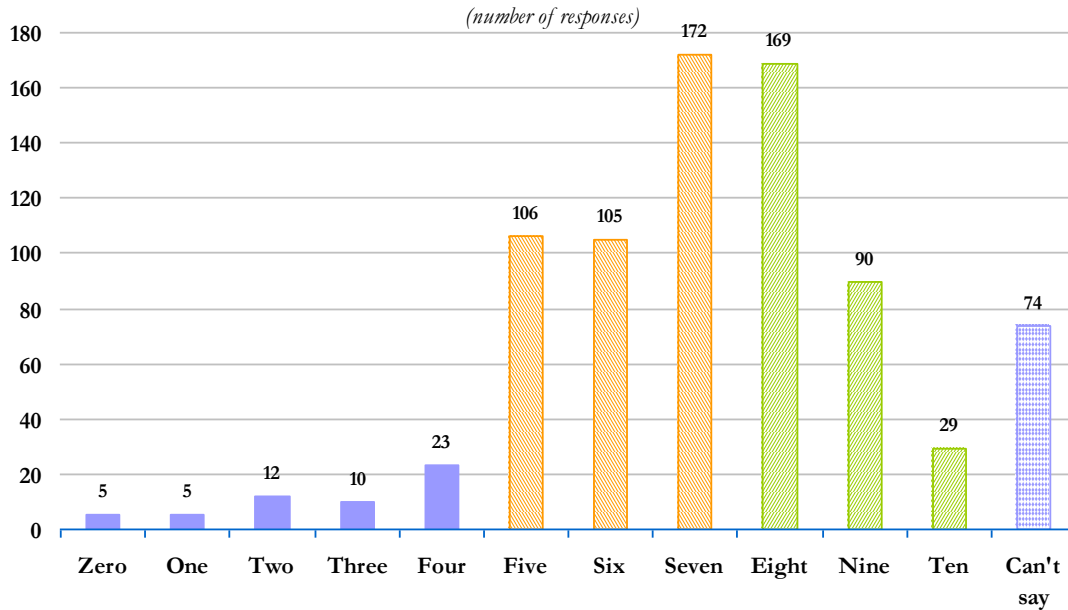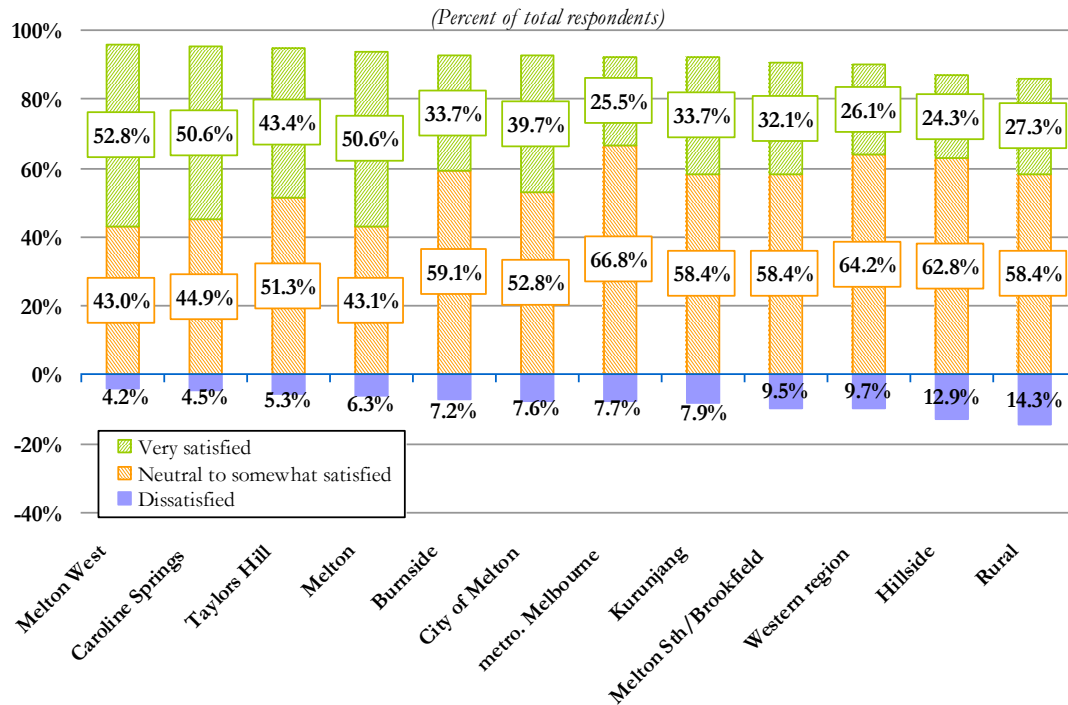
Overall performance by respondent profile

With the exception of senior citizens, who were measurably more satisfied than average with Council's overall performance, there was no statistically significant variation in satisfaction across the City of Melton.

Satisfaction with Council's overall performance by respondent profile
Melton City Council - 2014 Community Satisfaction Survey
(Number and index score 0 - 10)

	Number	Lower	Mean	Upper
Age structure				
15 - 19 years	21	6.18	**7.11**	8.04
20 - 35 years	161	6.72	**6.99**	7.26
36 - 45 years	182	6.41	**6.65**	6.89
46 - 55 years	218	6.43	**6.68**	6.93
56 - 75 years	122	6.59	**6.93**	7.26
76 years and over	20	7.54	**8.23**	8.91
Gender				
Male	380	6.62	**6.80**	6.98
Female	342	6.69	**6.89**	7.08
Disability				
Household member with disability	73	6.41	**6.88**	7.35
No disability	645	6.69	**6.83**	6.97
Language				
ESB	481	6.67	**6.84**	7.00
NESB	233	6.66	**6.89**	7.12
Household structure				
Two parent family *(youngest 0 - 4 yrs)*	124	6.43	**6.76**	7.09
Two parent family *(youngest 5 - 12 yrs)*	105	6.27	**6.62**	6.98
Two parent family *(youngest 13 - 18 yrs)*	74	6.42	**6.81**	7.21
Two parent family *(adults only)*	87	6.35	**6.74**	7.14
One parent family *(youngest 0 - 4 yrs)*	12	5.62	**6.50**	7.38
One parent family *(youngest 5 - 12 yrs)*	9	6.75	**8.17**	9.59
One parent family *(youngest 13 - 18 yrs)*	7	1.88	**4.85**	7.83
One parent family *(adults only)*	21	5.58	**6.63**	7.68
Couple only household	177	6.81	**7.06**	7.31
Group household	59	6.57	**6.98**	7.39
Sole person household	44	6.50	**7.06**	7.62
Housing situation				
Own this home	358	6.79	**6.98**	7.16
Mortgage	222	6.37	**6.63**	6.89
Renting this home	129	6.70	**6.97**	7.23
Other arrangement	7	5.67	**6.51**	7.35
Period of residence in City of Melton				
Less than 1 year	46	6.52	**6.99**	7.47
1 to less than 5 years	135	6.36	**6.62**	6.87
5 to less than 10 years	173	6.71	**6.98**	7.25
10 years or more	368	6.63	**6.83**	7.03
City of Melton	**725**	**6.71**	**6.84**	**6.97**

Change in Council's overall performance

Respondents were asked:

"Over the past twelve months, do you think Melton City Council's overall performance has improved, deteriorated or stayed the same?"

A little less than one-sixth of respondents (16.5%) considered that Council's overall performance had improved in the last twelve months, compared to just five percent who considered that performance had deteriorated. It is observed that female respondents were marginally, but not measurably more likely than male respondents to consider that performance improved.

A little more than half of the respondents (56.9%) considered that Council's overall performance had stayed the same and a little more than one-fifth (21.6%) were unable to provide a response.

Change in Council's overall performance
Melton City Council - 2014 Community Satisfaction Survey
(Number and percent of total respondents)

Result	2014		Male	Female
	Number	Percent		
Improved	132	16.5%	15.5%	17.7%
Stayed the same	455	56.9%	58.1%	55.4%
Deteriorated	40	5.0%	4.9%	5.1%
Can't say	173	21.6%	21.5%	21.8%
Total	**800**	**100%**	**408**	**389**

There was measurable and significant variation in these results across the nine precincts comprising the City of Melton. Particular attention is drawn to the following:

⊗ Respondents from Melton West were measurably more likely than average to consider that Council's overall performance had improved.

⊗ Respondents from Melton precinct were somewhat, albeit not measurably, more likely than average to consider that performance had improved.

⊗ No respondents from Burnside or Caroline Springs considered that Council's overall performance had deteriorated.

⊗ Respondents from Melton South / Brookfield and Melton precinct were somewhat, albeit not measurably more likely than average to consider that performance had deteriorated.

⊗ Respondents in the City of Melton (were somewhat more likely to consider that performance had improved than either the western region (14.0%) or metropolitan Melbourne (11.1%) averages.

⊗ Respondents in the City of Melton (5.0%) were somewhat less likely to consider that performance had deteriorated than either the western region (9.3%) or metropolitan Melbourne (7.4%) averages.
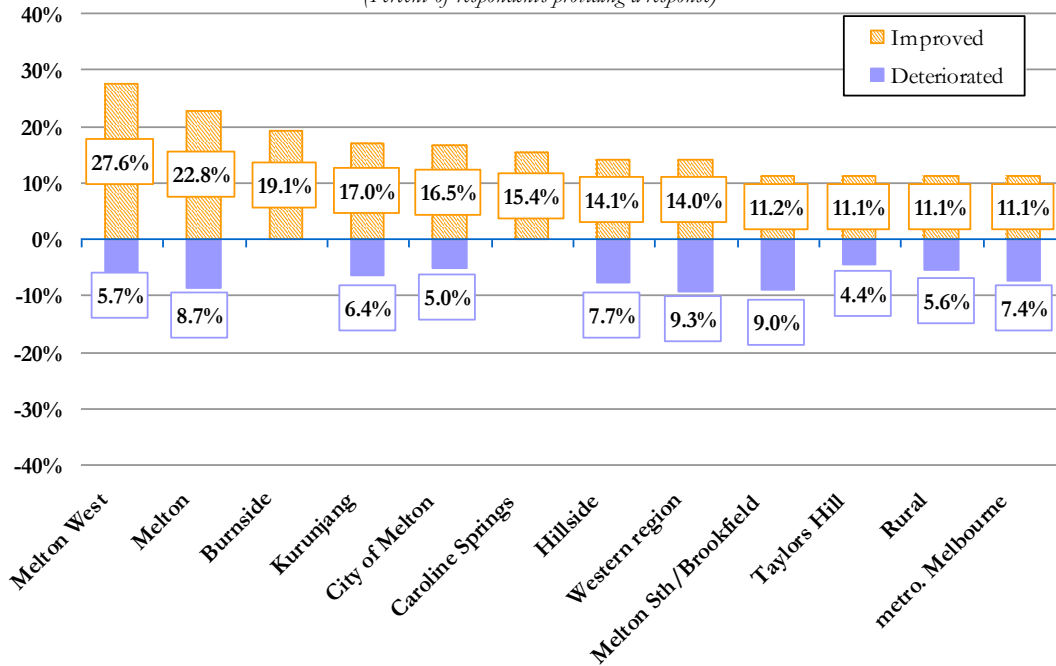
Change in Council's overall performance
Melton City Council - 2014 Community Satisfaction Survey
(Percent of respondents providing a response)

	Improved	Deteriorated
Melton West	27.6%	5.7%
Melton	22.8%	8.7%
Burnside	19.1%	
Kurunjang	17.0%	6.4%
City of Melton	16.5%	5.0%
Caroline Springs	15.4%	
Hillside	14.1%	7.7%
Western region	14.0%	9.3%
Melton Sth/Brookfield	11.2%	9.0%
Taylors Hill	11.1%	4.4%
Rural	11.1%	5.6%
metro. Melbourne	11.1%	7.4%

Comments regarding overall satisfaction

Respondents rating satisfaction with the overall performance of Council at less than five out of ten were asked the reasons for their rating.

These open-ended comments are available on request, but can be summarised as follows:

⊗	Communications, consultation and responsiveness	Twenty-two comments
⊗	Services and facilities	Thirteen comments
⊗	Rates	Eight comments
⊗	More resources should go to older areas	Six comments
⊗	Traffic management	Three comments
⊗	Environment and greenery	Three comments
⊗	Safety and security	Two comments
⊗	Other issues	Thirteen comments

Governance and leadership

Respondents were asked:

> *"On a scale of 0 (lowest) to 10 (highest), please rate your personal level of satisfaction with the following aspects of Council's performance?"*

Respondents were asked to rate their satisfaction with Council's performance across seven aspects of governance and leadership.

The average satisfaction with governance and leadership was rated at 6.83 out of a potential ten, a very similar result to satisfaction with Council's overall performance.

This level of satisfaction is best categorised as "good" and is marginally higher than the western region average (6.74) and measurably higher than the metropolitan Melbourne average (6.58).

Governance and leadership summary
Melton City Council - 2014 Community Satisfaction Survey
(Index score scale 0 - 10)
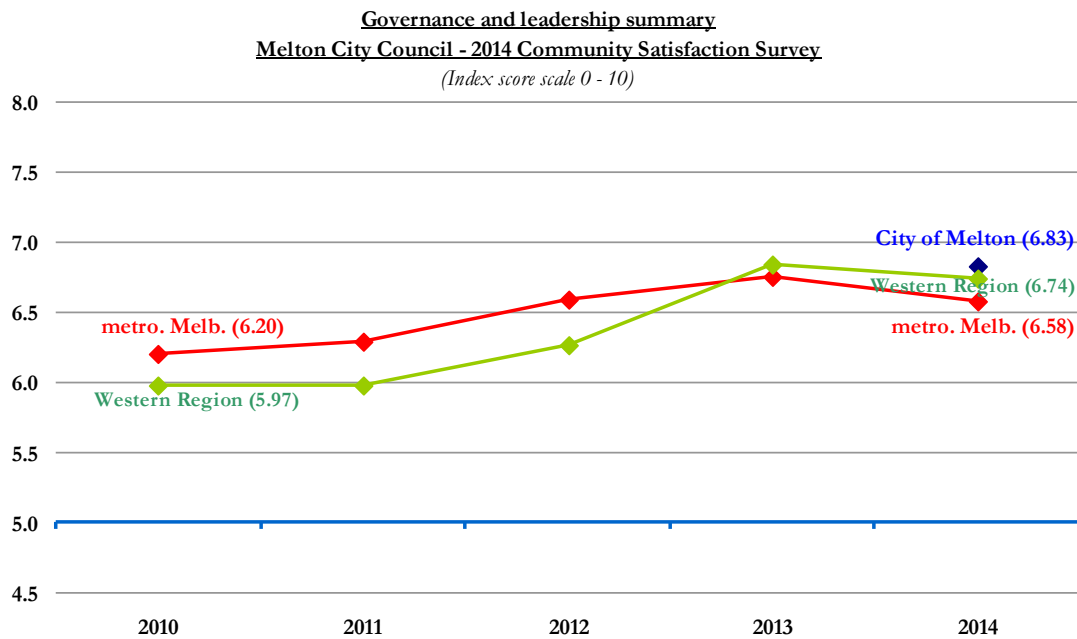
Satisfaction with Council's performance meeting its responsibilities towards the environment was rated at 7.55, a level categorised as "very good", whilst satisfaction with the remaining six aspects were all rated at levels categorised as "good".

Satisfaction with aspects of governance and leadership
Melton City Council - 2014 Community Satisfaction Survey
(Index score scale 0 - 10)
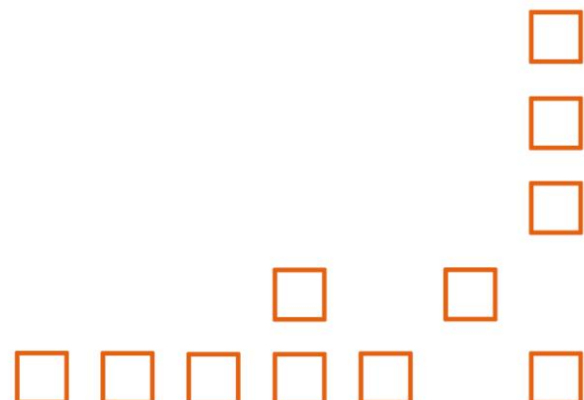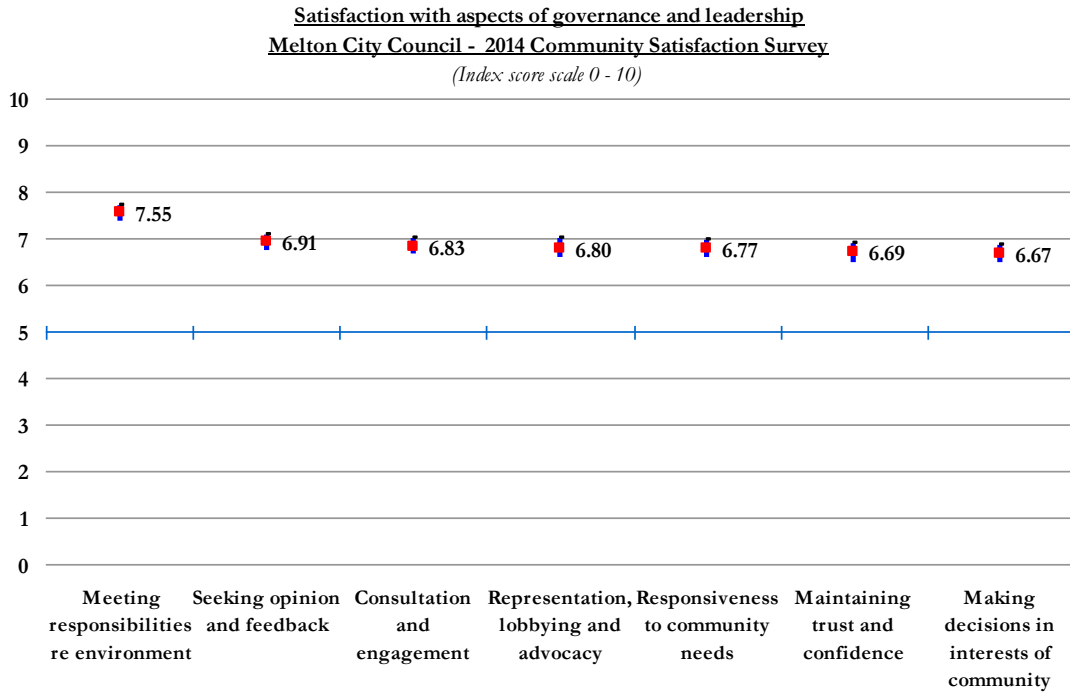
Five of the seven aspects of governance and leadership included in the *City of Melton – 2014 Community Satisfaction Survey* were also included in the Governing Melbourne research.

Attention is drawn to the following:

⊗   Satisfaction with each of these five aspects was somewhat, albeit not measurably, higher in the City of Melton than in the western region.

⊗   Satisfaction with each of meeting responsibilities towards the environment, representation, lobbying and advocacy, and maintaining community trust and confidence was measurably higher than the metropolitan Melbourne average.

Satisfaction with aspects of governance and leadership
Melton City Council - 2014 Community Satisfaction Survey
(Index score scale 0 - 10)

Chart showing index scores (scale 0-10) for satisfaction with aspects of governance and leadership, grouped by City of Melton, metro. Melbourne, and Western region for five categories:

- **Meeting responsibilities towards environment**: City of Melton 7.40, metro. Melbourne 7.12, Western region 7.30
- **Responsiveness to community needs**: City of Melton 6.79, metro. Melbourne 6.56, Western region 6.77
- **Representation, lobbying and advocacy**: City of Melton 6.72, metro. Melbourne 6.28, Western region 6.55
- **Seeking opinion and feedback**: City of Melton 6.72, metro. Melbourne 6.51, Western region 6.63
- **Maintaining community trust & confidence**: City of Melton 6.70, metro. Melbourne 6.42, Western region 6.44

Consistent with the relatively high average satisfaction scores recorded, it is observed that:

⊗ More than half of the respondents (52.5%) rated their satisfaction with Council meeting its responsibilities towards at the environment as "very high" (i.e. eight or more out of ten), whilst less than five percent of respondents were dissatisfied.

⊗ Approximately one-third of respondents were very satisfied with each of the six other aspects of governance and leadership, approximately half were neutral to somewhat satisfied, and approximately ten percent were dissatisfied.

Satisfaction with aspects of governance and leadership
Melton City Council - 2014 Community Satisfaction Survey
(Percent of respondents providing a response)

Legend:
- Very satisfied
- Neutral to somewhat satisfied
- Dissatisfied

Aspect	Very satisfied	Neutral to somewhat satisfied	Dissatisfied
Meeting responsibilities towards environment	52.5%	43.4%	4.1%
Representation, lobbying and advocacy	36.9%	54.5%	8.6%
Making decisions in interests of community	37.9%	53.3%	8.8%
Seeking opinion and feedback	37.9%	52.5%	9.6%
Responsiveness to community needs	38.7%	51.7%	9.6%
Consultation and engagement	36.1%	54.2%	9.7%
Maintaining trust and confidence	37.3%	52.5%	10.2%

Community issues, behaviors and attitudes

Issues for Council to address

Respondents were asked:

"Can you please list what you consider to be the top three issues for the City of Melton at the moment?"

Respondents were asked to identify the top three issues for the City of Melton at the moment. It is important to bear in mind that these issues are not to be read as a list of complaints about Council performance as many of the issues raised are not directly within the ambit of local government. A total of 597 respondents (74.7%) provided a total of 1,246 individual responses.

These responses have been categorised and the results are presented in the following table. The main issues identified by respondents and significant findings include:

⊗ **Traffic management** – identified by 20.8% of respondents in 2014. This compares to the 2014 metropolitan Melbourne average of 21.7% as recorded in *Governing Melbourne*.

⊗ **Public transport** – identified by 12.1% in 2014. This compares to the 2014 metropolitan Melbourne average of 3.2% as recorded in *Governing Melbourne*. This issue is clearly of greater importance in the City of Melton than elsewhere across metropolitan Melbourne, consistent with for example the City of Wyndham (13.8%.

⊗ **Parks, gardens and open space** – identified by 10.4% of respondents in 2014. This compares to the 2014 metropolitan Melbourne average of 6.0% as recorded in *Governing Melbourne.*

⊗ **Safety, policing and crime** – identified by 9.9% of respondents in 2014. This compares to the 2014 metropolitan Melbourne average of 5.0% as recorded in *Governing Melbourne.*

⊗ **Rates** – identified by 8.4% of respondents in 2014. This compares to the 2014 metropolitan Melbourne average of 5.2% as recorded in *Governing Melbourne.*

Attention is also drawn to the 3.4% of respondents identifying both "education and schools" as well as "health and medical services". These results are notably higher than the metropolitan Melbourne averages of 0.3% and 0.4% respectively.

It is also observed that the City of Melton respondents were less likely than the metropolitan Melbourne average for the issues of "parking" (6.9% compared to 13.1%) and "building, housing, planning and development" (1.5% compared to 5.0%).
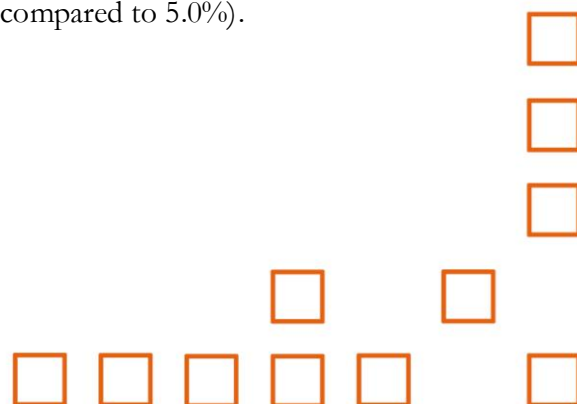
Top issues for Council to address in the coming twelve months
Melton City Council - 2014 Community Satisfaction Survey
(Number and percent of total respondents)

Issue	2014		metro. Melb 2014
	Number	Percent	
Traffic management	166	20.8%	21.7%
Public transport	97	12.1%	3.2%
Parks, gardens & open space	83	10.4%	6.0%
Safety, policing & crime	79	9.9%	5.0%
Rates	67	8.4%	5.2%
Roads maintenance & repairs	59	7.4%	6.1%
Footpath maintenance & repairs	56	7.0%	6.1%
Parking	55	6.9%	13.1%
Provision & maintenance of street trees	46	5.8%	7.2%
Hard rubbish collection	43	5.4%	3.4%
Rubbish and waste issues incl. garbage	35	4.4%	3.2%
Street lighting	34	4.3%	3.4%
Education & schools	27	3.4%	0.3%
Health & medical services	27	3.4%	0.4%
Animal management	24	3.0%	1.9%
Provision & maintenance of sports & recreation facilities	22	2.8%	1.6%
Multicultural issues / cultural diversity	21	2.6%	0.0%
Provision & maintenance of cycling / walking paths	19	2.4%	2.3%
Consultation, communication & provision of information	18	2.3%	1.3%
Drugs and alcohol issues	17	2.1%	1.6%
Tip / smell / pollution	17	2.1%	0.0%
Graffiti & vandalism	16	2.0%	1.3%
Employment & job creation	15	1.9%	0.5%
Street cleaning and maintenance	15	1.9%	3.0%
Activities and facilities for children	13	1.6%	0.6%
Building, planning, housing & development	12	1.5%	5.0%
Activities, services & facilities for youth	12	1.5%	0.0%
Cleanliness & general maintenance of area	12	1.5%	3.0%
Shops, restaurants & entertainment venues	11	1.4%	0.9%
Economic development	10	1.3%	0.0%
Provision & maintenance of infrastructure	10	1.3%	2.1%
Services and facilities for the disabled	9	1.1%	0.3%
Quality & provision of community services	9	1.1%	0.0%
Noise	9	1.1%	0.9%
Services & facilities for the elderly	8	1.0%	0.5%
Community activities, events, arts & culture	4	0.5%	0.0%
Recycling collection	4	0.5%	0.4%
Provision & maintenance of community facilities	3	0.4%	0.0%
Childcare	3	0.4%	0.0%
Public toilets	3	0.4%	1.2%
All other issues *(18 separately identified issues)*	56	7.0%	12.7%
Total responses	**1,246**		**969**
Total respondents providing a response	*597 (74.7%)*		*64.8%*

Note: (*) Metropolis Research, Governing Melbourne 2014

Impact of issues on satisfaction with Council's overall performance

The following graph displays the average satisfaction with Council's overall performance of respondents identifying each of the five top issues.

As is clearly evident in the graph, respondents identifying public transport, rates and safety, policing and crime issues rated satisfaction with Council's overall performance at or around the municipal average. This strongly suggests that these issues are not having a negative influence on respondents' satisfaction with the performance of Council.

Respondents identifying traffic management (6.60) and in particular those identifying parks, gardens and open space (6.42) rated satisfaction with Council's overall performance somewhat lower than the municipal average. This result suggests that these issues may be having a somewhat negative influence on respondents' satisfaction with the performance of Council.

Satisfaction with Council's overall performance by top issues
Melton City Council - 2014 Community Satisfaction Survey
(Index score 0 - 10)

Public transport (n = 87)	Rates (n = 62)	All respondents (n = 725)	Safety, policing & crime (n = 71)	Traffic management (n = 139)	Parks, gardens & open space (n = 74)
6.91	6.86	6.84	6.74	6.60	6.42
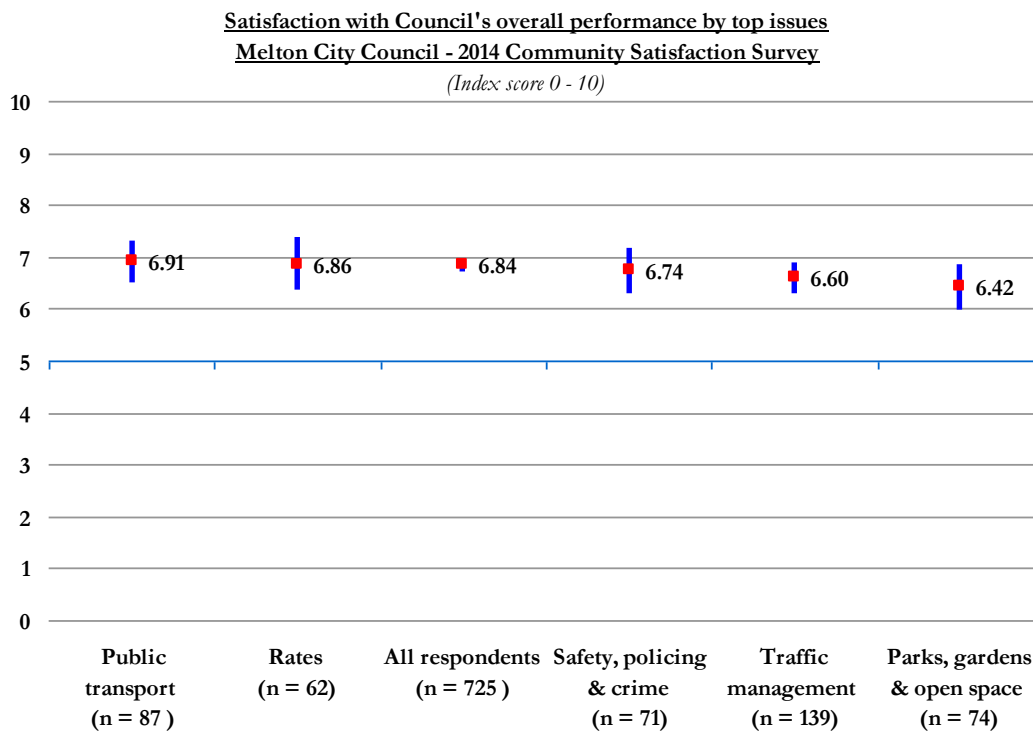
Customer service

Contact with Council in the last twelve months

Respondents were asked:

"Have you contacted Melton City Council in the last twelve months?"

A little more than one-third of respondents (40.2%) had contacted Council in the last twelve month. This is consistent with results observed elsewhere.

Contacted Council in the last twelve months
Melton City Council - 2014 Community Satisfaction Survey
(Number and percent of respondents providing a response)

Response	2014	
	Number	*Percent*
Yes	317	40.2%
No	471	59.8%
Not stated	12	
Total	**800**	**100%**

Forms of contact

Respondents were asked:

"When you last contacted the Council, was it?"

The two most common methods by which respondents contacted Council were telephone (61.3%) and visits in person (22.7%). Seven percent of respondents contacted Council via electronic means (email and the website).

These results are also very consistent with those recorded elsewhere.

Form of last contact with Council
Melton City Council - 2014 Community Satisfaction Survey
(Number and percent of respondents who contacted Council)

Response	2014	
	Number	*Percent*
Telephone *(during office hours)*	192	61.3%
Visit in person	71	22.7%
E-mail	17	5.4%
Website	5	1.6%
Mail	3	1.0%
Telephone *(after hours service)*	2	0.6%
Multiple	23	7.3%
Not stated	4	
Total	**317**	**100%**
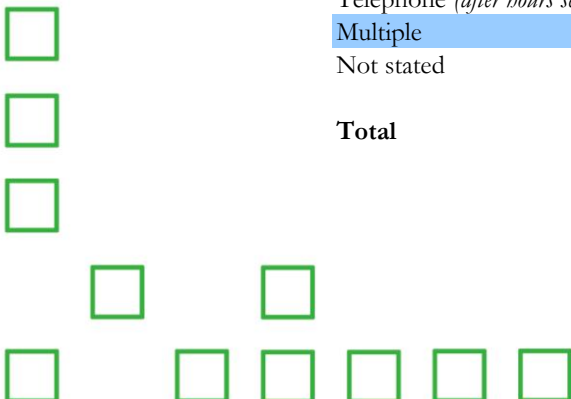
Satisfaction with aspects of customer service

Respondents were asked:

> *"On a scale of 0 (lowest) to 10 (highest), how satisfied were you with the following aspects of service when you last contacted the Melton City Council?"*

Respondents were asked to rate their satisfaction with eight aspects of customer service. The average satisfaction with these eight aspects was 8.08 in 2014, a level of satisfaction categorised as "excellent".

Metropolis Research advises that satisfaction scores of more than eight out of ten are relatively rare and are reflective of a very high level of respondent satisfaction with the issue at hand.

This average satisfaction score is measurably and significantly higher than both the western region (7.73) and metropolitan Melbourne (7.73) averages as recorded in *Governing Melbourne*.

Customer service summary
Melton City Council - 2014 Community Satisfaction Survey
(Index score scale 0 - 10)
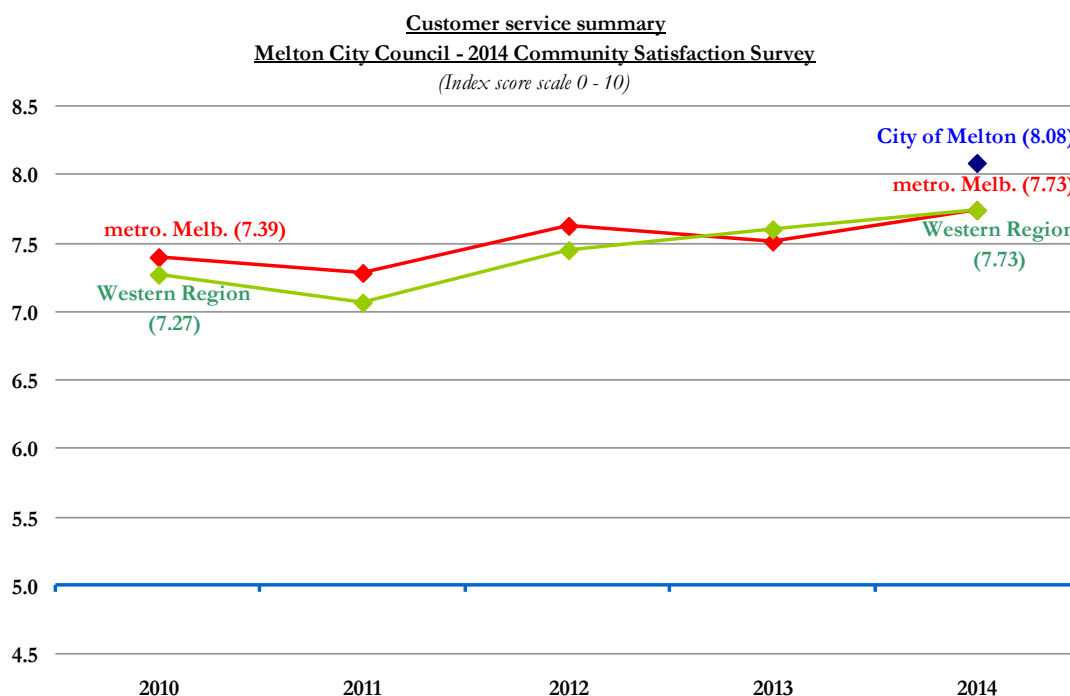
Satisfaction with these eight aspects can best be summarised as follows:

- ⊗ **Excellent** – for each of general reception, understanding language needs (NESB household respondents only), opening hours, access to relevant officer / area, courtesy of service, and provision of information.

- ⊗ **Very Good** – for care and attention to enquiry and speed of service.

Satisfaction with aspects of customer service
Melton City Council - 2014 Community Satisfaction Survey
(Index score 0 - 10)

General reception	Understand language needs	Opening hours	Access to relevant officer / area	Courtesy of service	Provision of information	Care and attention to enquiry	Speed of service
8.40	8.39	8.33	8.33	8.16	7.83	7.70	7.53
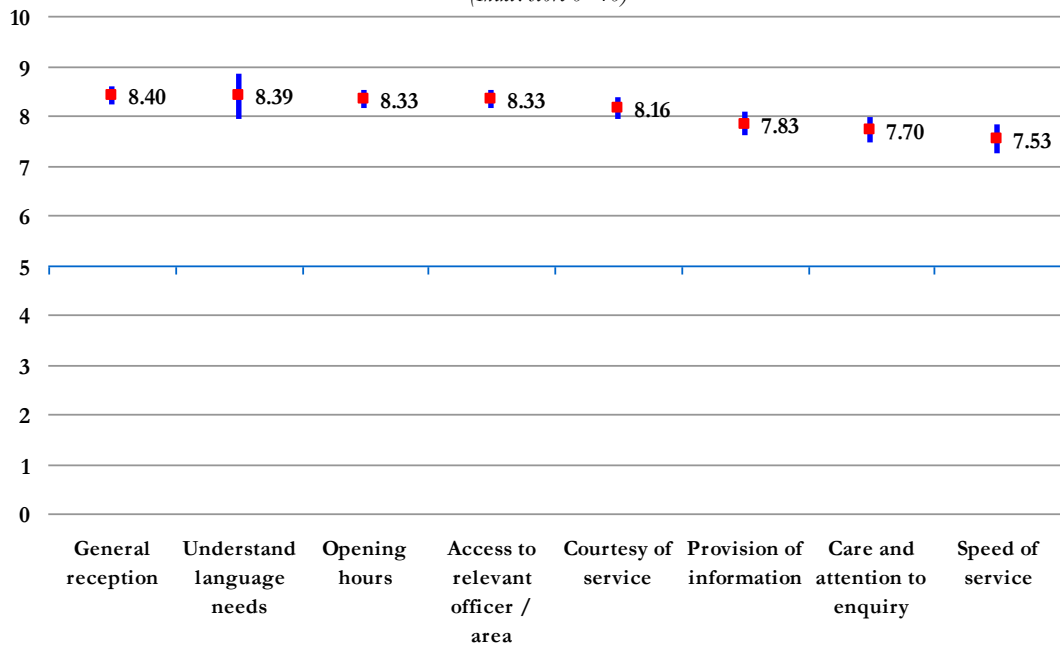
The following graph displays the proportion of respondents dissatisfied (zero to four), neutral to somewhat satisfied (five to seven) and very satisfied (eight to ten) with each of the seven aspects of customer service. It is observed that two-thirds or more of respondents were very satisfied with each of the seven aspects, although it is noted that more than ten percent of respondents were dissatisfied with care and attention to enquiry (10.6%) and speed of service (13.5%).

Satisfaction with aspects of customer service
Melton City Council - 2014 Community Satisfaction Survey
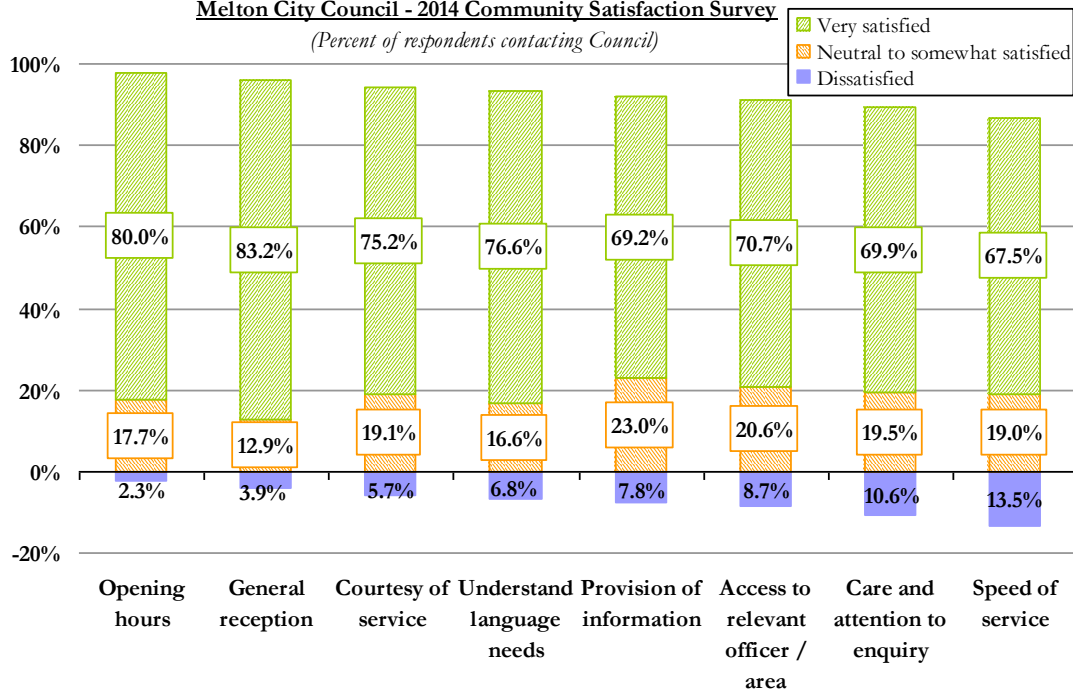*(Percent of respondents contacting Council)*

Legend: Very satisfied / Neutral to somewhat satisfied / Dissatisfied

	Opening hours	General reception	Courtesy of service	Understand language needs	Provision of information	Access to relevant officer / area	Care and attention to enquiry	Speed of service
Very satisfied	80.0%	83.2%	75.2%	76.6%	69.2%	70.7%	69.9%	67.5%
Neutral to somewhat satisfied	17.7%	12.9%	19.1%	16.6%	23.0%	20.6%	19.5%	19.0%
Dissatisfied	2.3%	3.9%	5.7%	6.8%	7.8%	8.7%	10.6%	13.5%

The following graph displays the average satisfaction with each of the eight aspects of customer service for respondents contacting Council via the telephone (192 respondents) and those visiting in person (71 respondents).

It is observed that respondents visiting in person were somewhat more satisfied with each aspect of customer service than those contacting Council via telephone. This variation is statistically significant in relation to courtesy of service and opening hours.

Satisfaction with aspects of customer service by method of contact
Melton City Council - 2014 Community Satisfaction Survey
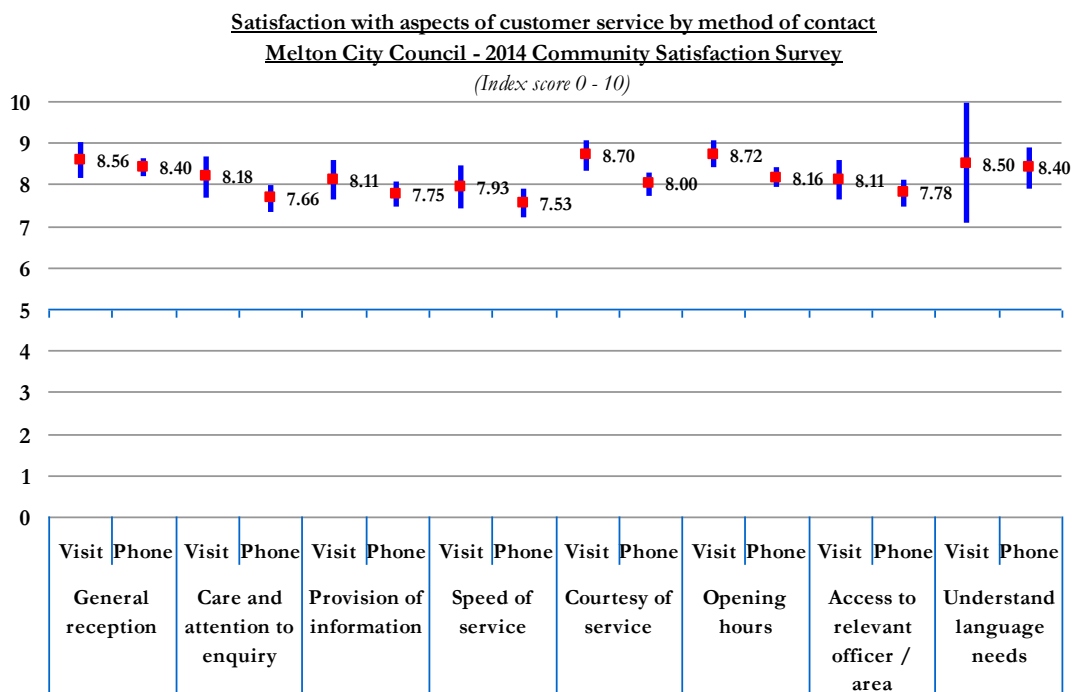*(Index score 0 - 10)*

	Visit	Phone	Visit	Phone	Visit	Phone	Visit	Phone	Visit	Phone	Visit	Phone	Visit	Phone	Visit	Phone
Score	8.56	8.40	8.18	7.66	8.11	7.75	7.93	7.53	8.70	8.00	8.72	8.16	8.11	7.78	8.50	8.40
	General reception		Care and attention to enquiry		Provision of information		Speed of service		Courtesy of service		Opening hours		Access to relevant officer / area		Understand language needs	

Council services and facilities

Respondents were asked:

"On a scale of 0 (lowest) to 10 (highest), can you please rate the importance to the community, and your personal level of satisfaction with each of the following Council provided services?"

Respondents were asked to rate firstly the importance to the community of thirty-five separate services and facilities provided by the City of Melton.

These services and facilities were broken into two groups, those services and facilities which all respondents should be able to provide a rating for satisfaction and those which are used by only a sub-set of respondents.

These client based services included an additional question asking if the respondent or a member of their household had used the service or facility in the last year. Only those respondents answering yes to this question were then asked to rate satisfaction with the service.

Importance of selected services and facilities

The average importance of the thirty-five services and facilities included in the 2014 survey was 8.75 out of a potential ten. This is almost identical to the metropolitan Melbourne average of 8.72 recorded in the 2014 *Governing Melbourne*.

Importance of selected services and facilities
Melton City Council - 2014 Community Satisfaction Survey
(Number and index score scale 0 - 10)

Service/facility	Number	Lower	2014 Mean	Upper	metro. Melb 2014
Services for people with a disability	653	9.23	**9.30**	9.38	na
Health services for babies, infants & toddlers	697	9.20	**9.28**	9.36	na
Regular garbage collection	788	9.21	**9.28**	9.35	9.47
Regular recylcing	785	9.17	**9.24**	9.32	9.36
Services for children	687	9.16	**9.24**	9.31	9.32
Services for seniors	676	9.09	**9.18**	9.26	9.27
Green waste collection	762	9.06	**9.14**	9.22	8.94
Services for young people	672	9.05	**9.13**	9.20	9.03
Local library	734	9.03	**9.11**	9.19	8.79
Provision & maintenance of street lighting	780	8.94	**9.03**	9.11	na
Melton Recycling Facility	715	8.85	**8.94**	9.02	na
Public toilets	703	8.80	**8.90**	9.00	8.73
Litter collection in public areas	762	8.80	**8.89**	8.97	8.86
On & off road bike and / or walking paths	712	8.77	**8.86**	8.95	8.54
Traffic management	767	8.72	**8.81**	8.91	8.95
Hard rubbish collection	700	8.71	**8.81**	8.91	9.03
Sealed road maintenance & repairs	790	8.72	**8.81**	8.90	8.87
Sports ovals	718	8.68	**8.78**	8.88	8.73
Footpath maintenance & repairs	780	8.65	**8.75**	8.84	8.94
Maintenance of parks & gardens	766	8.65	**8.74**	8.83	9.17
Provision and maintenance of playgrounds	717	8.61	**8.70**	8.80	na
Provision of parks & gardens	764	8.61	**8.70**	8.80	9.17
Community centres / Neighbourhood houses	657	8.51	**8.61**	8.71	na
Maintenance & cleaning of shopping strips	742	8.51	**8.60**	8.70	8.66
Melton Waves swimming pool	670	8.45	**8.57**	8.68	na
Recreation and leisure centres	694	8.46	**8.56**	8.65	8.45
Provision of cultural events	664	8.41	**8.51**	8.62	8.21
Provision & maintenance of street trees	772	8.40	**8.50**	8.61	8.61
Street sweeping	776	8.36	**8.47**	8.58	na
Council's activities promoting local eco. develop.	720	8.32	**8.43**	8.55	8.11
Animal management	711	8.30	**8.42**	8.55	8.44
Council's website	636	8.05	**8.19**	8.32	8.25
Parking enforcement	746	8.01	**8.14**	8.28	8.37
Council information & columns in local papers	695	7.91	**8.04**	8.18	7.58
Council's quarterly printed newsletter	715	7.55	**7.70**	7.84	7.82
Average importance of Council services			*8.75*		*8.72*

Satisfaction with services and facilities

The average satisfaction with the thirty-five services and facilities included in the 2014 survey was 7.62 out of a potential ten. This level of satisfaction is best categorised as very good and is measurably higher than the metropolitan Melbourne average of 7.33 as recorded in the 2014 *Governing Melbourne* research.

Satisfaction with selected services and facilities
Melton City Council - 2014 Community Satisfaction Survey
(Number and index score scale 0 - 10)

| Service/facility	Number	Lower	2014 Mean	Upper	metro. Melb 2014
Green waste collection	717	8.59	**8.70**	8.82	8.21
Regular garbage collection	799	8.57	**8.68**	8.79	8.78
Local library	475	8.56	**8.66**	8.77	8.26
Regular recylcing	789	8.53	**8.64**	8.76	8.55
Sports ovals	391	8.11	**8.25**	8.39	7.80
Services for seniors	133	7.90	**8.15**	8.41	7.72
Services for children	210	7.86	**8.06**	8.26	7.80
Health services for babies, infants & toddlers	247	7.85	**8.04**	8.23	na
Provision of cultural events	308	7.80	**7.94**	8.09	7.19
Recreation and leisure centres	297	7.76	**7.91**	8.06	7.71
Community centres / Neighbourhood houses	231	7.51	**7.73**	7.94	na
Services for people with a disability	80	7.29	**7.71**	8.13	na
Melton Recycling Facility	475	7.52	**7.71**	7.89	na
Provision & maintenance of street lighting	789	7.54	**7.68**	7.82	na
Provision of parks & gardens	767	7.48	**7.62**	7.76	7.70
Provision and maintenance of playgrounds	405	7.43	**7.60**	7.77	na
Maintenance & cleaning of shopping strips	712	7.47	**7.59**	7.71	7.13
Services for young people	155	7.33	**7.58**	7.83	7.21
Council's website	253	7.37	**7.57**	7.77	7.20
Hard rubbish collection	377	7.25	**7.49**	7.72	7.94
On & off road bike and / or walking paths	481	7.32	**7.48**	7.64	7.14
Council information & columns in local papers	366	7.29	**7.46**	7.62	6.84
Melton Waves swimming pool	320	7.18	**7.40**	7.61	na
Maintenance of parks & gardens	765	7.24	**7.39**	7.53	7.70
Animal management	670	7.21	**7.37**	7.53	7.25
Street sweeping	768	7.20	**7.36**	7.52	na
Litter collection in public areas	752	7.19	**7.33**	7.48	7.04
Council's quarterly printed newsletter	677	6.95	**7.12**	7.29	7.10
Parking enforcement	699	6.88	**7.05**	7.23	6.32
Provision & maintenance of street trees	776	6.87	**7.03**	7.20	6.78
Traffic management	757	6.85	**7.00**	7.16	6.62
Sealed road maintenance & repairs	798	6.85	**6.99**	7.13	6.95
Council's activities promoting local eco. develop.	661	6.78	**6.95**	7.12	6.77
Public toilets	324	6.65	**6.86**	7.08	6.34
Footpath maintenance & repairs	779	6.53	**6.69**	6.85	6.66
Average satisfaction with Council services			*7.62*		*7.33*

Average satisfaction with Council services and facilities

The average satisfaction with the thirty-five services and facilities included in the 2014 survey was 7.62 out of a potential ten. This level of satisfaction is best categorised as "very good".

This result is measurably higher than the metropolitan Melbourne average of 7.33 and measurably and significantly higher than the western region average of 7.04, both as recorded in the 2014 *Governing Melbourne* research.

It is noted that the exact list of services and facilities included in the *Melton City Council – 2014 Community Survey* will vary slightly from the list included in Governing Melbourne, although in general terms they are comparable.

Average satisfaction with services and facilities summary
Melton City Council - 2014 Community Satisfaction Survey
(Index score scale 0 - 10)
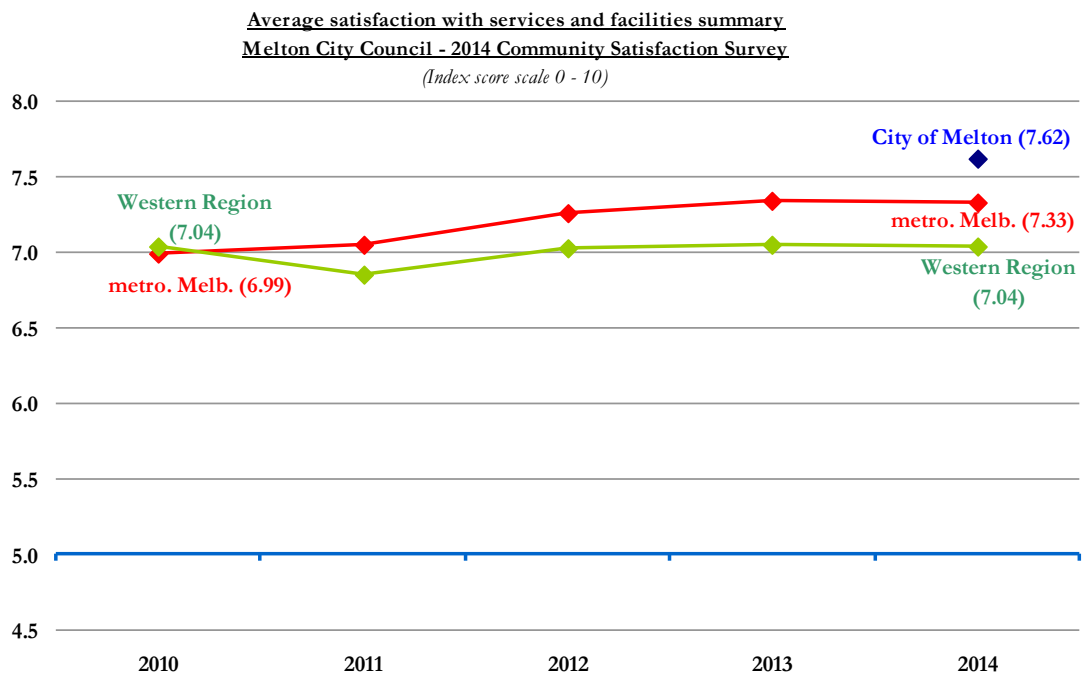
Importance and satisfaction cross tabulation

The following graph provides a cross-tabulation of the importance of each of the services and facilities against satisfaction. The cross-hairs represent the average importance (8.75) and the average satisfaction (7.62).

Services in the top, right hand quadrant are those which the respondents rated as more important than average and which are rated at higher than average satisfaction. It is important to note that those services and facilities respondents rated as most important including the waste and recycling services and many of the community services (services for seniors, services for people with a disability) were rated at higher than average satisfaction.
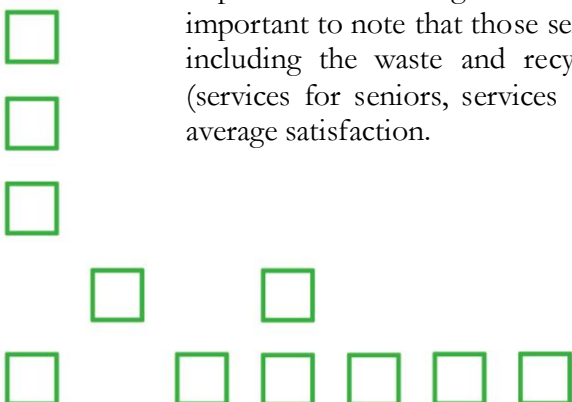
The bottom, right hand quadrant includes those services with a higher than average importance and a lower than average satisfaction. Services of note in this quadrant include traffic management and the maintenance and repair of sealed local roads.

Importance of and satisfaction with Council services
Melton City Council - 2014 Community Satisfaction Survey
*(Index score scale 0 - 10)*
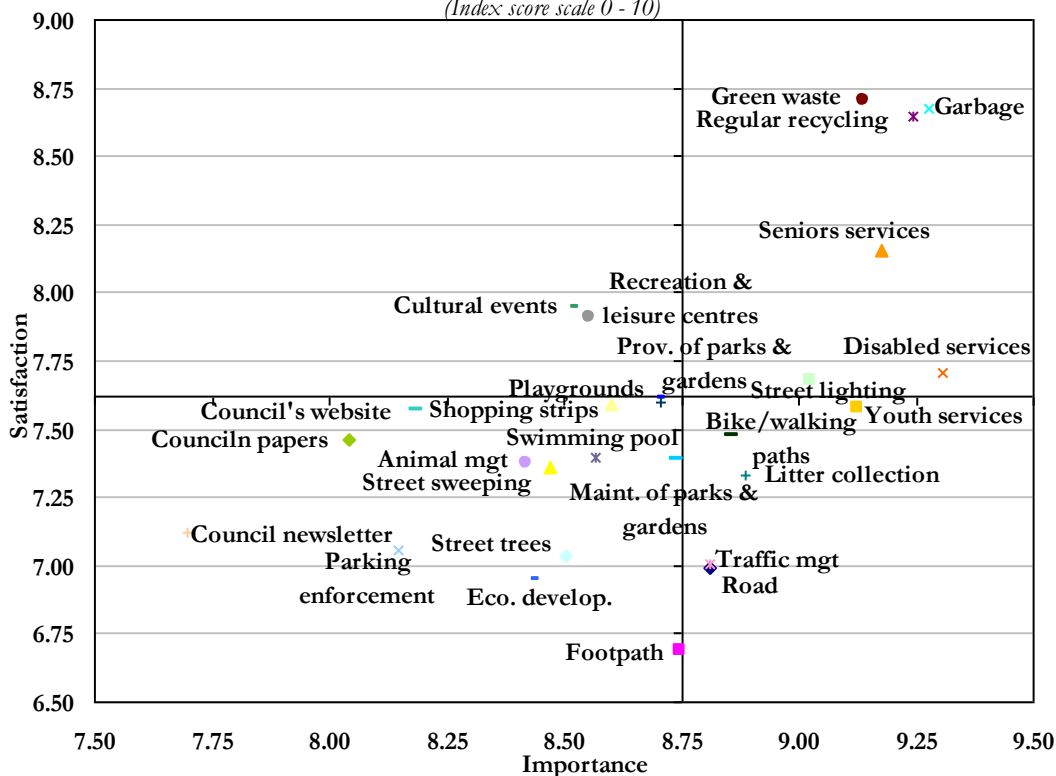
Satisfaction by broad service areas

The thirty-five services and facilities included in the survey have been broadly categorised into five broad service areas. These categories have been developed by Metropolis Research to provide a consistent set of categories against which to compare satisfaction across metropolitan Melbourne.

Satisfaction with these five broad service areas can best be summarised as follows:

- ⊗ **Excellent** – for each of waste services and community services.
- ⊗ **Very Good** – for communication services.
- ⊗ **Good** – for each of local laws and infrastructure.

Respondents in the City of Melton rated satisfaction with waste services marginally but not significantly lower than the metropolitan Melbourne average. Satisfaction with the four remaining broad service areas (community, communications, local laws and infrastructure) were all marginally but not measurably higher than the metropolitan Melbourne averages.

Satisfaction by broad service areas
Melton City Council - 2014 Community Satisfaction Survey
(Index score scale 0 - 10)
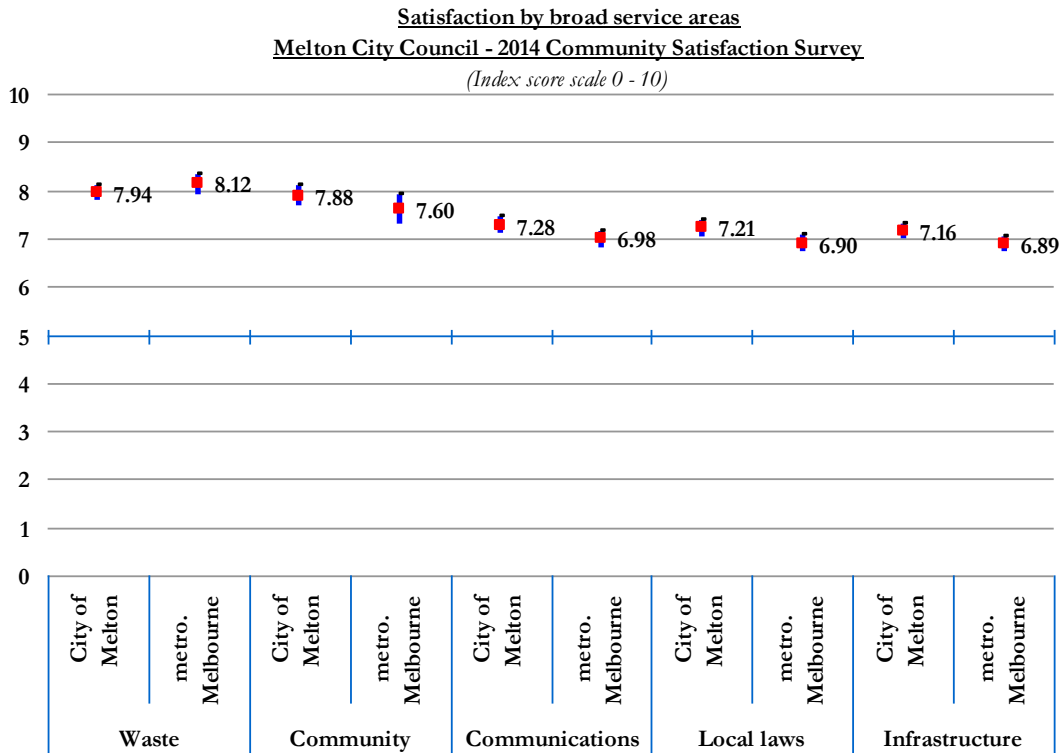
It is observed that female respondents were marginally but not measurably more satisfied than male respondents with each of the five broad service areas.

Satisfaction by broad service areas
Melton City Council - 2014 Community Satisfaction Survey
(Index score scale 0 - 10)