



**LOCAL GOVERNMENT COMMUNITY SATISFACTION SURVEY  
WHITEHORSE CITY COUNCIL**

**2017 RESEARCH REPORT**

**COORDINATED BY THE DEPARTMENT OF ENVIRONMENT, LAND, WATER AND  
PLANNING ON BEHALF OF VICTORIAN COUNCILS**

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# BACKGROUND AND OBJECTIVES

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Welcome to the report of results and recommendations for the 2017 State-wide Local Government Community Satisfaction Survey for Whitehorse City Council.

Each year Local Government Victoria (LGV) coordinates and auspices this State-wide Local Government Community Satisfaction Survey throughout Victorian local government areas. This coordinated approach allows for far more cost effective surveying than would be possible if councils commissioned surveys individually.

Participation in the State-wide Local Government Community Satisfaction Survey is optional. Participating councils have various choices as to the content of the questionnaire and the sample size to be surveyed, depending on their individual strategic, financial and other considerations.

The main objectives of the survey are to assess the performance of Whitehorse City Council across a range of measures and to seek insight into ways to provide improved or more effective service delivery. The survey also provides councils with a means to fulfil some of their statutory reporting requirements as well as acting as a feedback mechanism to LGV.

# SURVEY METHODOLOGY AND SAMPLING

This survey was conducted by Computer Assisted Telephone Interviewing (CATI) as a representative random probability survey of residents aged 18+ years in Whitehorse City Council.

Survey sample matched to the demographic profile of Whitehorse City Council as determined by the most recent ABS population estimates was purchased from an accredited supplier of publicly available phone records, including up to 30% mobile phone numbers to cater to the diversity of residents within Whitehorse City Council, particularly younger people.

A total of n=400 completed interviews were achieved in Whitehorse City Council. Survey fieldwork was conducted in the period of 1st February – 30th March, 2017.

The 2017 results are compared with previous years, as detailed below:

- 2016, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2014, n=400 completed interviews, conducted in the period of 31<sup>st</sup> January – 11<sup>th</sup> March.
- 2013, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 24<sup>th</sup> March.

Minimum quotas of gender within age groups were applied during the fieldwork phase. Post-survey weighting was then conducted to ensure accurate representation of the age and gender profile of the Whitehorse City Council area.

Any variation of +/-1% between individual results and net scores in this report or the detailed survey tabulations is due to rounding. In reporting, '—' denotes not mentioned and '0%' denotes mentioned by less than 1% of respondents. 'Net' scores refer to two or more response categories being combined into one category for simplicity of reporting.

# SURVEY METHODOLOGY AND SAMPLING

Within tables and index score charts throughout this report, statistically significant differences at the 95% confidence level are represented by upward directing blue and downward directing red arrows. Significance when noted indicates a significantly higher or lower result for the analysis group in comparison to the 'Total' result for the council for that survey question for that year. Therefore in the example below:

- The state-wide result is significantly higher than the overall result for the council.
- The result among 50-64 year olds is significantly lower than for the overall result for the council.

Further, results shown in blue and red indicate significantly higher or lower results than in 2016. Therefore in the example below:

- The result among 35-49 year olds in the council is significantly higher than the result achieved among this group in 2016.
- The result among 18-34 year olds in the council is significantly lower than the result achieved among this group in 2016.

## Overall Performance – Index Scores (example extract only)



# FURTHER INFORMATION

Further information about the report and explanations about the State-wide Local Government Community Satisfaction Survey can be found in [Appendix B](#), including:

- [Background and objectives](#)
- [Margins of error](#)
- [Analysis and reporting](#)
- [Glossary of terms](#)

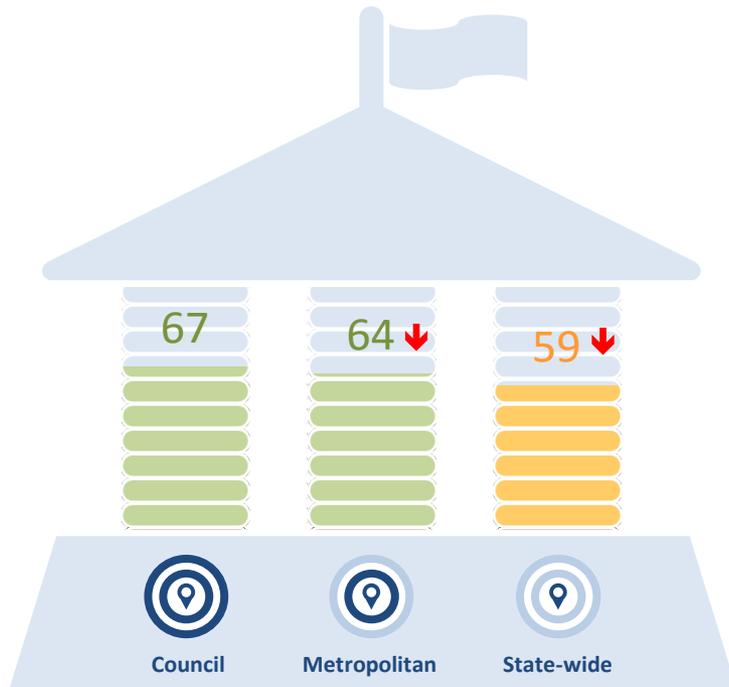
## Contacts

For further queries about the conduct and reporting of the 2017 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on (03) 8685 8555.



# KEY FINDINGS & RECOMMENDATIONS

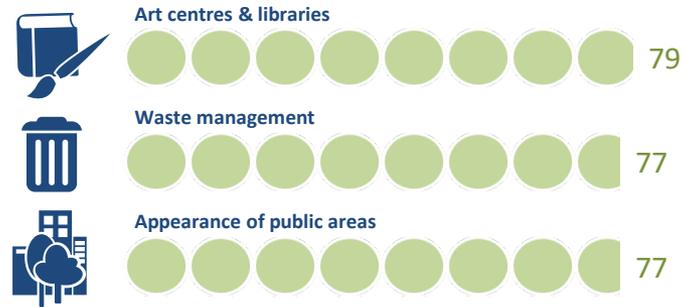
# WHITEHORSE CITY COUNCIL



## OVERALL COUNCIL PERFORMANCE

Results shown are index scores out of 100.

## TOP 3 PERFORMING AREAS



## TOP 3 AREAS FOR IMPROVEMENT



Importance Performance Net differential

# OVERALL PERFORMANCE

The **overall performance index score of 67** for Whitehorse City Council is unchanged from Council's 2016 result. The current result is slightly lower than the peak rating of 69 achieved in 2013.

- Whitehorse City Council's overall performance is rated *statistically significantly higher* (at the 95% confidence interval) **than the average rating for councils State-wide and in the Metropolitan group** (index scores of 59 and 64 respectively).
- **Residents of postal codes 3132/3131/3133** (index score of 67) **are significantly less favourable** in their view of Council's overall performance than they were just one year ago (five points lower than in 2016).

More residents rate Whitehorse City Council's overall performance as 'very good' (12%) than 'very poor' (2%). Half (50%) rate Council's overall performance as 'good', while a further 30% sit mid-scale providing an 'average' rating. Another 4% rate Council's overall performance as 'poor'.

# OVERVIEW OF CORE PERFORMANCE MEASURES

Review of the core performance measures (as shown on page 20) shows that Whitehorse City Council's **performance ratings have not changed significantly** compared to Council's own results in 2016. The results are generally in line with the Metropolitan group and State-wide council averages with a couple of exceptions.

- In addition to overall performance, on the core measure of **sealed local roads** (index score of 73), Council *significantly exceeds* the Metropolitan group and State-wide averages (66 and 53 respectively). It also *significantly exceeds* the State-wide result (index score of 54) on **making community decisions** (index score of 59).
- Whitehorse City Council performs *significantly lower* than the Metropolitan group average (index score of 54) on one measure, **overall council direction** (index score of 51).

There is **one notable difference across geographic cohorts** within Whitehorse City Council. Residents of postal codes **3129/3128/3125/3127** (index score of 54) rate Council *significantly lower* than average the measure of **making community decisions** (index score of 59).

Of the core measures, Council performs best on **sealed local roads** and **customer service** (index scores of 73 and 72 respectively). Performance ratings are at their equal highest level for each of these measures (noting that performance on sealed local roads has only been evaluated once before).

# CUSTOMER CONTACT AND SERVICE

**More than three in five (64%) Whitehorse City Council residents have had recent contact with Council.**

Those aged 18 to 34 years are significantly less likely to have contacted Council (50%).

**Whitehorse City Council's customer service index of 72 is a positive result for Council.**

- Council's customer service index is not significantly different to the Metropolitan group and State-wide averages (index scores of 71 and 69 respectively).
- A third (35%) of residents rate Council's customer service as 'very good', with a further 33% rating customer service as 'good'.

Perceptions of customer service are relatively consistent across all demographic groups, meaning there is no particular cohort that Council should focus its attention on. Rather, Council should aim to maintain (or improve) customer service levels across all groups.

- A potential group to watch are residents aged 65+ years (index score of 72). Although they do not rate customer service significantly different to the Council average, perceptions among this group have declined over time (from a peak score of 82 in 2013).

**Newsletters**, sent via email (35%) or mail (28%), are the preferred way for Council to inform residents about news, information and upcoming events.

- Residents under the age of 50 years prefer to receive a Council newsletter via email (38%) to mail (26%) by a 12 point margin while older residents divide equally (32% mail, 31% email).

# AREAS WHERE COUNCIL IS PERFORMING WELL

**Art centres and libraries** is the area where Whitehorse City Council has **performed most strongly** (index score of 79). Council performance **increased significantly** in this area in the past year (five index points higher than in 2016).

- Three in ten (30%) residents rate performance in this area as ‘very good’, 47% rate it as ‘good’.
- That said, it is also considered of lesser importance (importance index score of 66) than other service areas (ranking third from the bottom in terms of importance).

With a performance index score of 77, **waste management** is Council’s second highest performing area. Council also **improved significantly** in this area in the past year (three index points higher than in 2016).

- One-third (34%) of residents rate Council’s performance in this area as ‘very good’ and a further 44% rate it as ‘good’.
- Waste management is consistently rated the **most important service area** (importance index score of 81 in 2017).

**Appearance of public areas** (performance index score of 77) is another area where Council is rated more highly compared to other service areas and ties for second in terms of performance with waste management. Ratings also **improved significantly**, by three index points, in the past year.

- Parks and gardens (15%) are among the frequently mentioned best things about living in the council area.

Other areas where Council saw *significant ratings improvements* in the last year are the areas of **family support services** (index score of 72, up three points from 2016) and **environmental sustainability** (68, up four points).

# AREAS IN NEED OF ATTENTION

**Council did not experience any significant declines in ratings in the past year.** That said, the area that stands out as being most in need of Council attention is **planning and building permits**. With a performance index score of 50, Council's performance rates **lowest** in this area.

- Residents aged 18 to 34 years (index score of 57) rate Council *significantly higher* in this area.
- One-quarter (26%) of residents rate Council performance in this service area as 'very poor' or 'poor'. One in five (20%) do not know enough about Council's work in this area to rate its performance (similar to the Metropolitan group average, 22%).
- The importance of this service area is evidenced by an index score of 76, placing it equal fourth among the service areas evaluated.
- Feedback from residents on what they consider Council most needs to do to improve its performance in the next 12 month support this finding, with **inappropriate development** mentioned by 17% of residents and town planning, permits, and red tape mentioned by 5%.

**Lobbying** (performance index of 56) is another area where Council performs less well. The importance index score of 64 indicates that this service area is less important to residents than other areas evaluated.

- The 2017 rating has returned to the low seen in 2013 after a growth trend in the intervening years.
- Again, residents aged 18 to 34 years (index score of 63) rate Council *significantly higher* in this area. Conversely, residents aged 35 to 49 years (index score of 50) rate Council *significantly lower*.

Although these are two service areas are Council's lowest performing areas, they are rated similarly to the Metropolitan group averages.

# RATES VERSUS SERVICES

When it comes to the trade-off between a rise in rates and cuts to services, more Whitehorse City Council residents (47%) indicate they would **prefer cuts in Council services to keep Council rates at the same level as they are now compared to rates rises (32%) to improve local services.**

- Those 'definitely' preferring service cuts (26%) far outweigh those who 'definitely' prefer rate rises (9%).
- One in five residents (21%) are unable to choose.
- The preference for service cuts over rate increases is consistent across all demographic and geographic sub-groups with the exception of residents aged 18 to 34 years, who are more evenly divided in their preferences for rates rises versus cuts in Council services (41% each).

# FOCUS AREAS FOR COMING 12 MONTHS

For the coming 12 months, Whitehorse City Council should pay particular attention to the service areas where stated importance exceeds rated performance by more than 10 points. Key priorities include:

- **Planning and building permits** (margin of 26 points)
- **Making community decisions** (margin of 19 points)
- **Consultation and engagement** (margin of 14 points)
- **Informing the community** (margin of 11 points).

Consideration should also be given to residents aged 50 to 64 years and residents of postal codes 3129/3128/3125/3127, who appear to be most driving negative opinion in 2017.

On the positive side, Council should **maintain its relatively strong performance in the area of sealed local roads**, and aim to shore up service areas that are currently rated higher than others, such as **art centres and libraries**, the **appearance of public areas** and **waste management**.

- It is also important not to ignore, and to learn from, what is working amongst other groups, especially residents aged 18 to 34 years, and use these lessons to build performance experience and perceptions in other areas.

# FURTHER AREAS OF EXPLORATION

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An approach we recommend is to further mine the survey data to better understand the profile of these over and under-performing demographic groups. This can be achieved via additional consultation and data interrogation, self-mining the SPSS data provided, or via the dashboard portal available to the council.

Please note that the category descriptions for the coded open ended responses are generic summaries only. We recommend further analysis of the detailed cross tabulations and the actual verbatim responses, with a view to understanding the responses of the key gender and age groups, especially any target groups identified as requiring attention.

**A personal briefing by senior JWS Research representatives is also available to assist in providing both explanation and interpretation of the results. Please contact JWS Research on 03 8685 8555.**

# SNAPSHOT OF KEY FINDINGS

## Higher results in 2017

*(Significantly higher result than 2016)*

- Art centres and libraries
- Waste management
- Appearance of public areas
- Family support services
- Environmental sustainability

## Lower results in 2017

*(Significantly lower result than 2016)*

- None applicable

## Most favourably disposed towards Council

- Aged 18-34 years

## Least favourably disposed towards Council

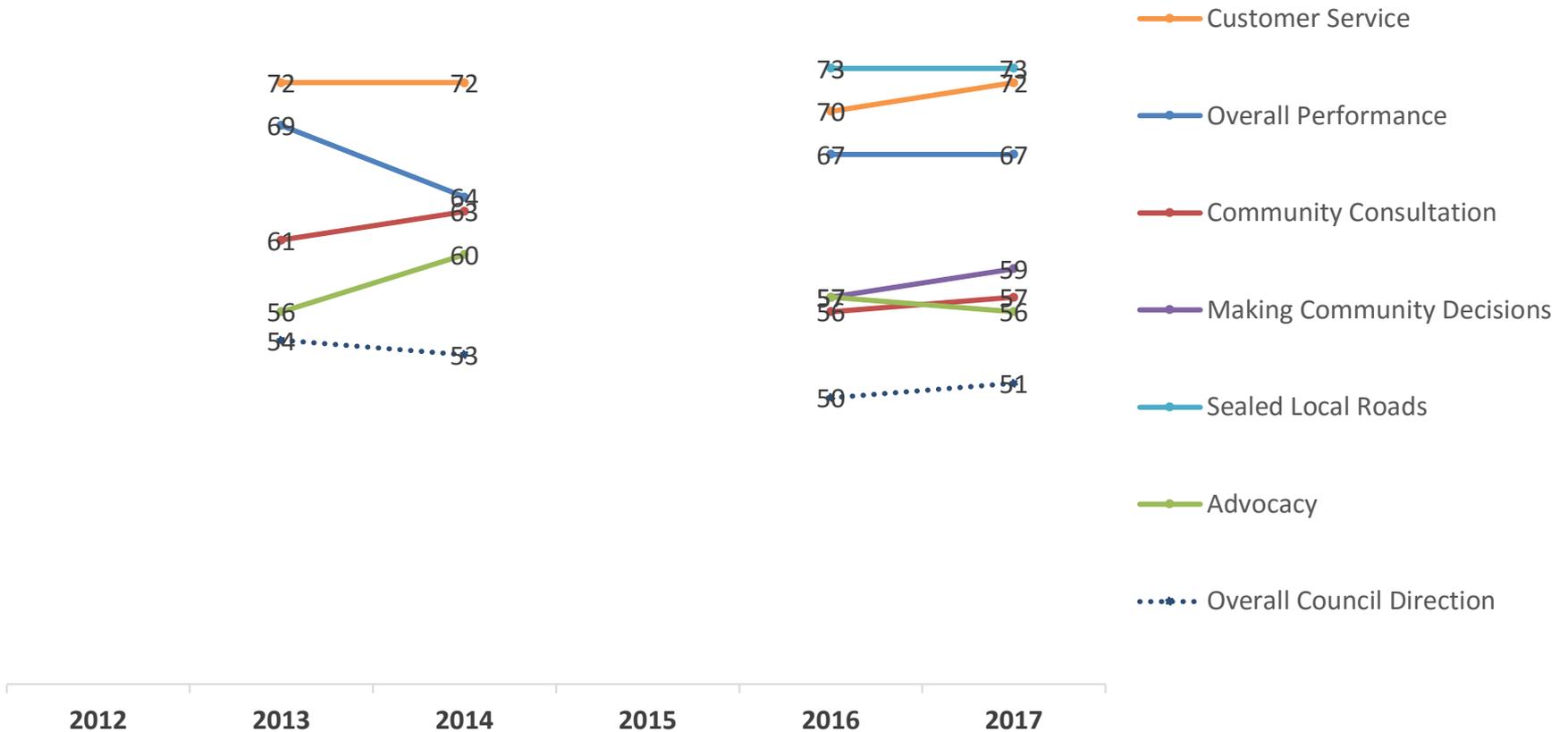
- Aged 50-64 years
- 3129/3128/3125/3127



# SUMMARY OF FINDINGS

# 2017 SUMMARY OF CORE MEASURES

## INDEX SCORE RESULTS



# 2017 SUMMARY OF CORE MEASURES

## DETAILED ANALYSIS

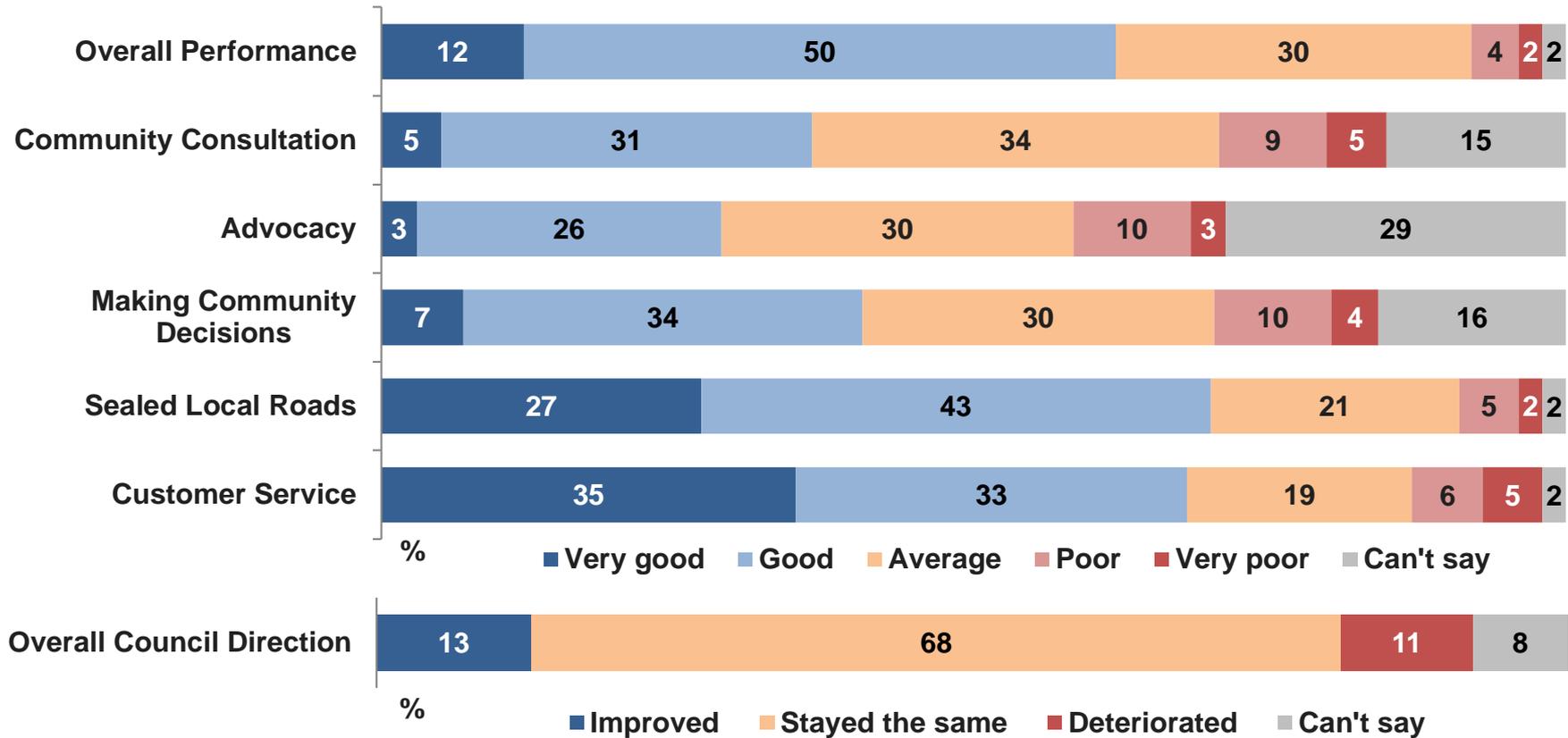


Performance Measures	Whitehorse 2017	Whitehorse 2016	Metro 2017	State-wide 2017	Highest score	Lowest score
<b>OVERALL PERFORMANCE</b>	<b>67</b>	67	64	59	3130/ 3151	Aged 50-64 years
<b>COMMUNITY CONSULTATION</b> (Community consultation and engagement)	<b>57</b>	56	57	55	Aged 18-34 years	Aged 50-64 years
<b>ADVOCACY</b> (Lobbying on behalf of the community)	<b>56</b>	57	56	54	Aged 18-34 years	Aged 35-49 years
<b>MAKING COMMUNITY DECISIONS</b> (Decisions made in the interest of the community)	<b>59</b>	57	58	54	Aged 18-34 years	3129/ 3128/ 3125/ 3127, Aged 50-64 years
<b>SEALED LOCAL ROADS</b> (Condition of sealed local roads)	<b>73</b>	73	66	53	Aged 18-34 years, 3129/ 3128/ 3125/ 3127	Aged 65+ years
<b>CUSTOMER SERVICE</b>	<b>72</b>	70	71	69	Various	3129/ 3128/ 3125/ 3127, Aged 35-49 years
<b>OVERALL COUNCIL DIRECTION</b>	<b>51</b>	50	54	53	Aged 18-34 years	Aged 50-64 years

# 2017 SUMMARY OF KEY COMMUNITY SATISFACTION

## PERCENTAGE RESULTS

### Key Measures Summary Results

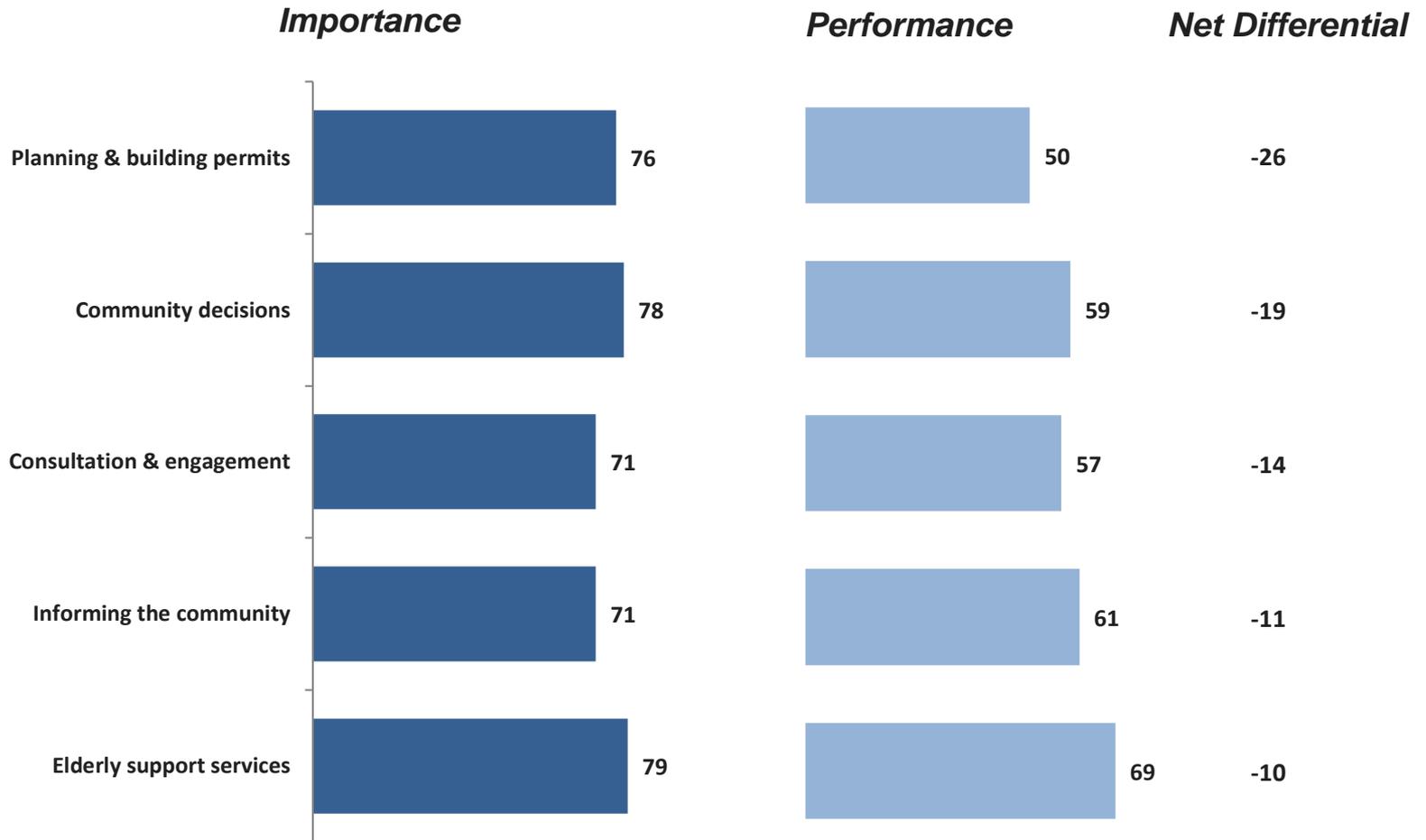


# INDIVIDUAL SERVICE AREAS INDEX SCORE SUMMARY

## IMPORTANCE VS PERFORMANCE

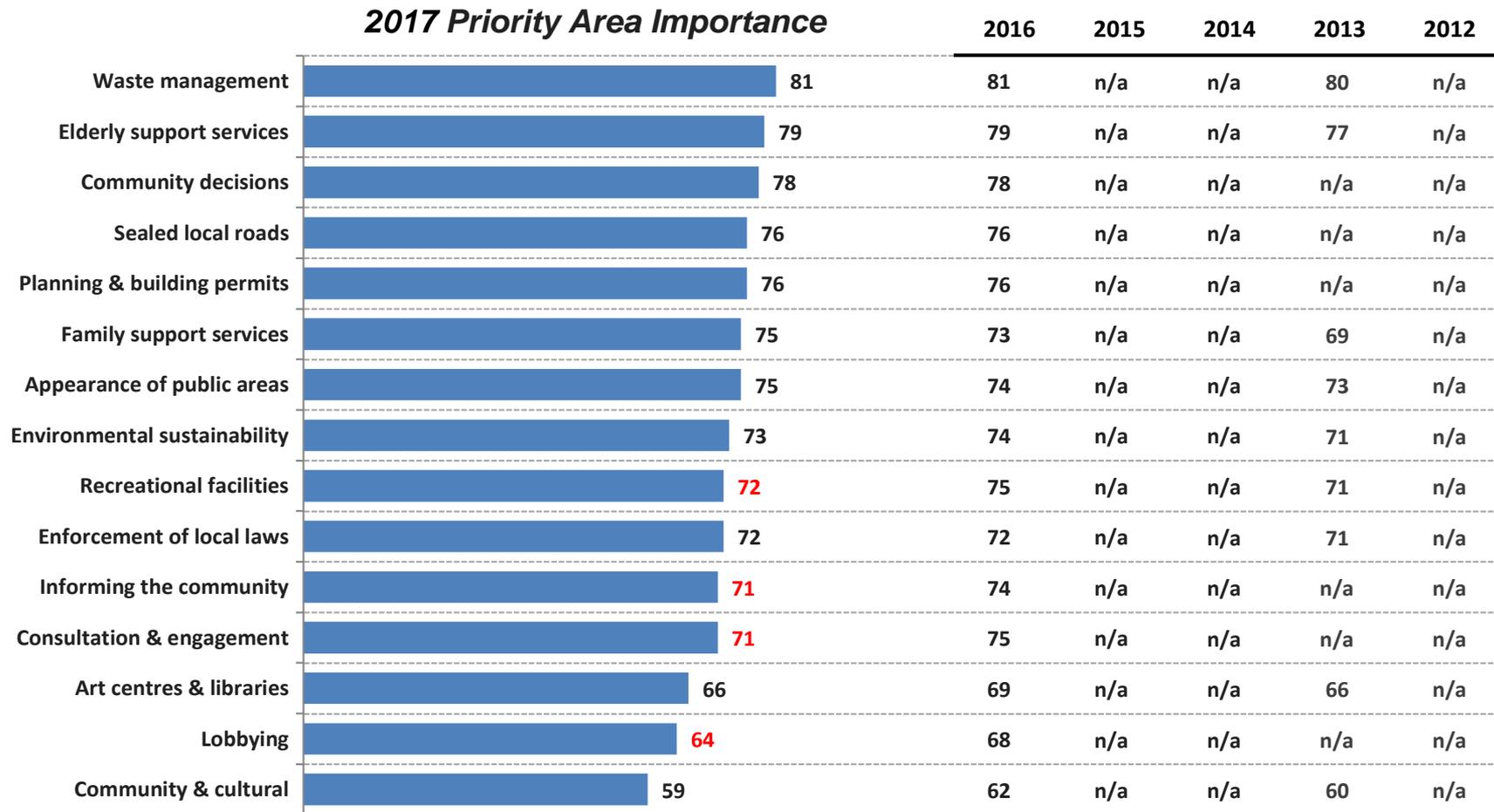


*Service areas where importance exceeds performance by 10 points or more, suggesting further investigation is necessary:*



# 2017 IMPORTANCE SUMMARY

## INDEX SCORES OVER TIME



Q1. Firstly, how important should [RESPONSIBILITY AREA] be as a responsibility for Council?

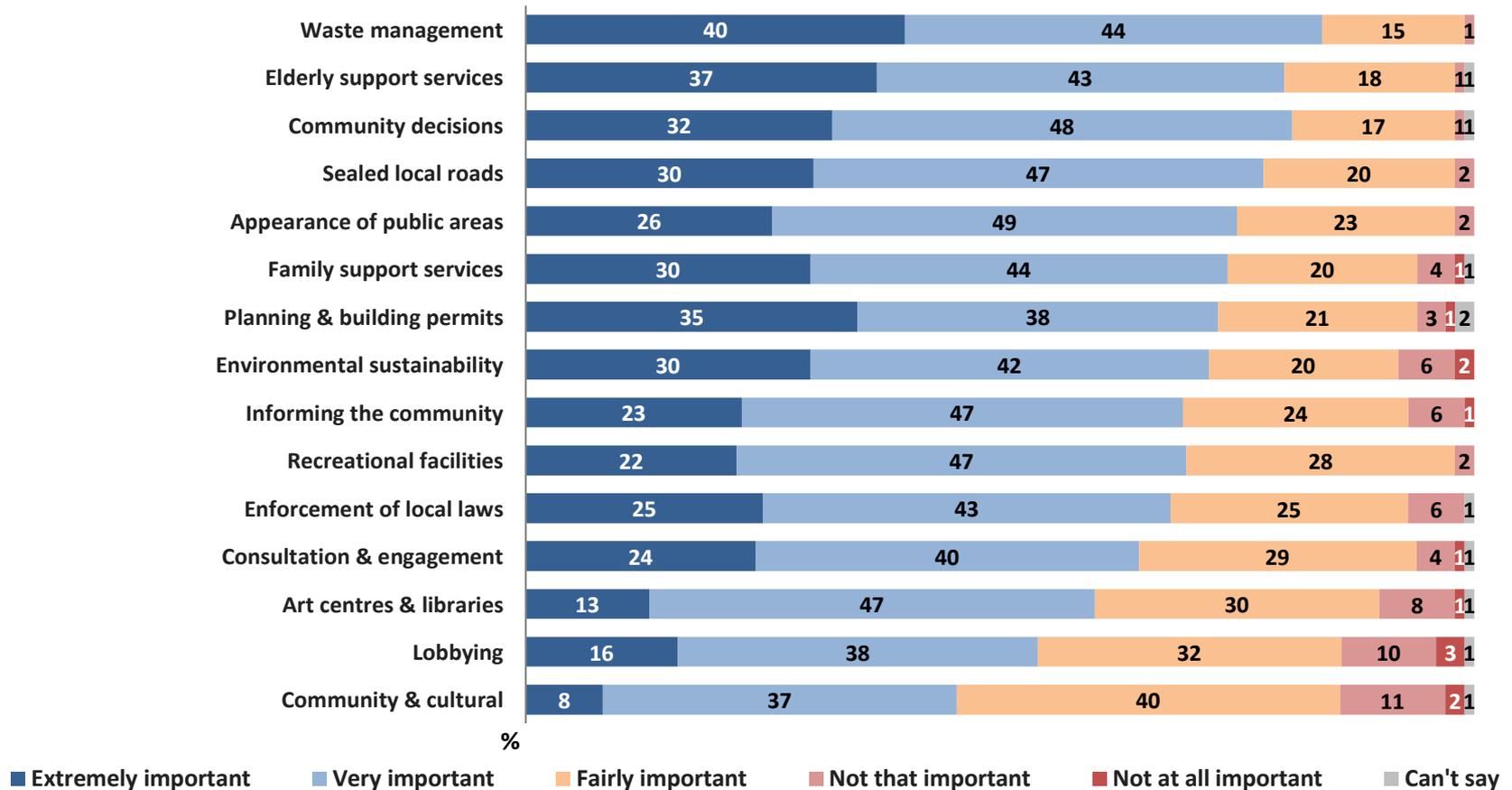
Base: All respondents. Councils asked state-wide: 32 Councils asked group: 12

Note: Please see page 5 for explanation of significant differences

# INDIVIDUAL SERVICE AREAS IMPORTANCE

## DETAILED PERCENTAGES

### Individual Service Areas Importance



Q1. Firstly, how important should [RESPONSIBILITY AREA] be as a responsibility for Council?  
 Base: All respondents. Councils asked state-wide: 32 Councils asked group: 12

# 2017 PERFORMANCE SUMMARY

## INDEX SCORES OVER TIME

<b>2017 Priority Area Performance</b>		<b>2016</b>	<b>2015</b>	<b>2014</b>	<b>2013</b>	<b>2012</b>
Art centres & libraries	79	74	n/a	n/a	77	n/a
Waste management	77	74	n/a	n/a	71	n/a
Appearance of public areas	77	74	n/a	n/a	74	n/a
Recreational facilities	76	75	n/a	n/a	74	n/a
Community & cultural	74	73	n/a	n/a	72	n/a
Sealed local roads	73	73	n/a	n/a	n/a	n/a
Family support services	72	69	n/a	n/a	71	n/a
Elderly support services	69	70	n/a	n/a	72	n/a
Environmental sustainability	68	64	n/a	n/a	66	n/a
Enforcement of local laws	65	65	n/a	n/a	66	n/a
Informing the community	61	61	n/a	n/a	n/a	n/a
Community decisions	59	57	n/a	n/a	n/a	n/a
Consultation & engagement	57	56	n/a	63	61	n/a
Lobbying	56	57	n/a	60	56	n/a
Planning & building permits	50	50	n/a	n/a	n/a	n/a

Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?

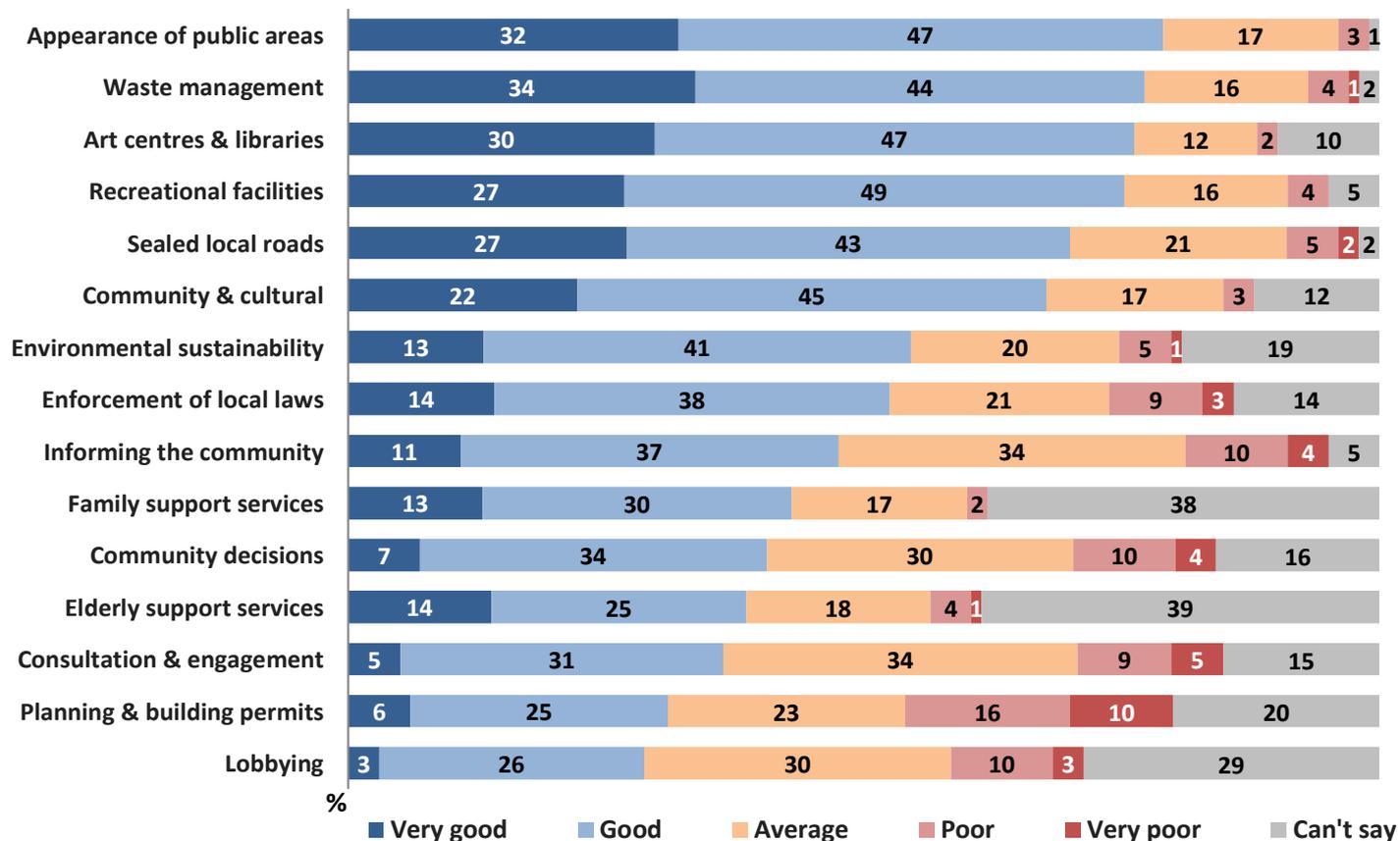
Base: All respondents. Councils asked state-wide: 68 Councils asked group: 18

Note: Please see page 5 for explanation of significant differences

# INDIVIDUAL SERVICE AREAS PERFORMANCE

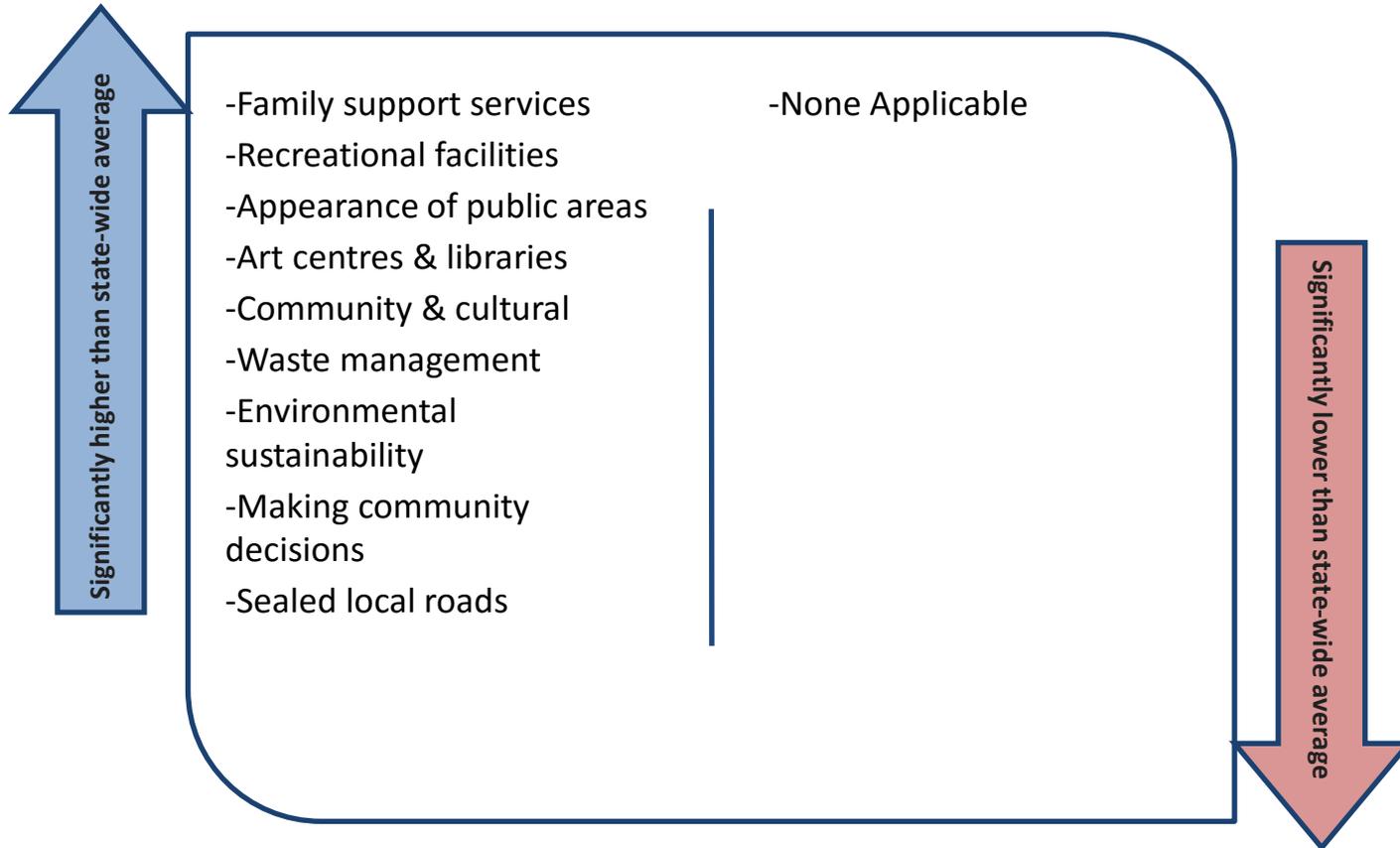
## DETAILED PERCENTAGES

### Individual Service Areas Performance



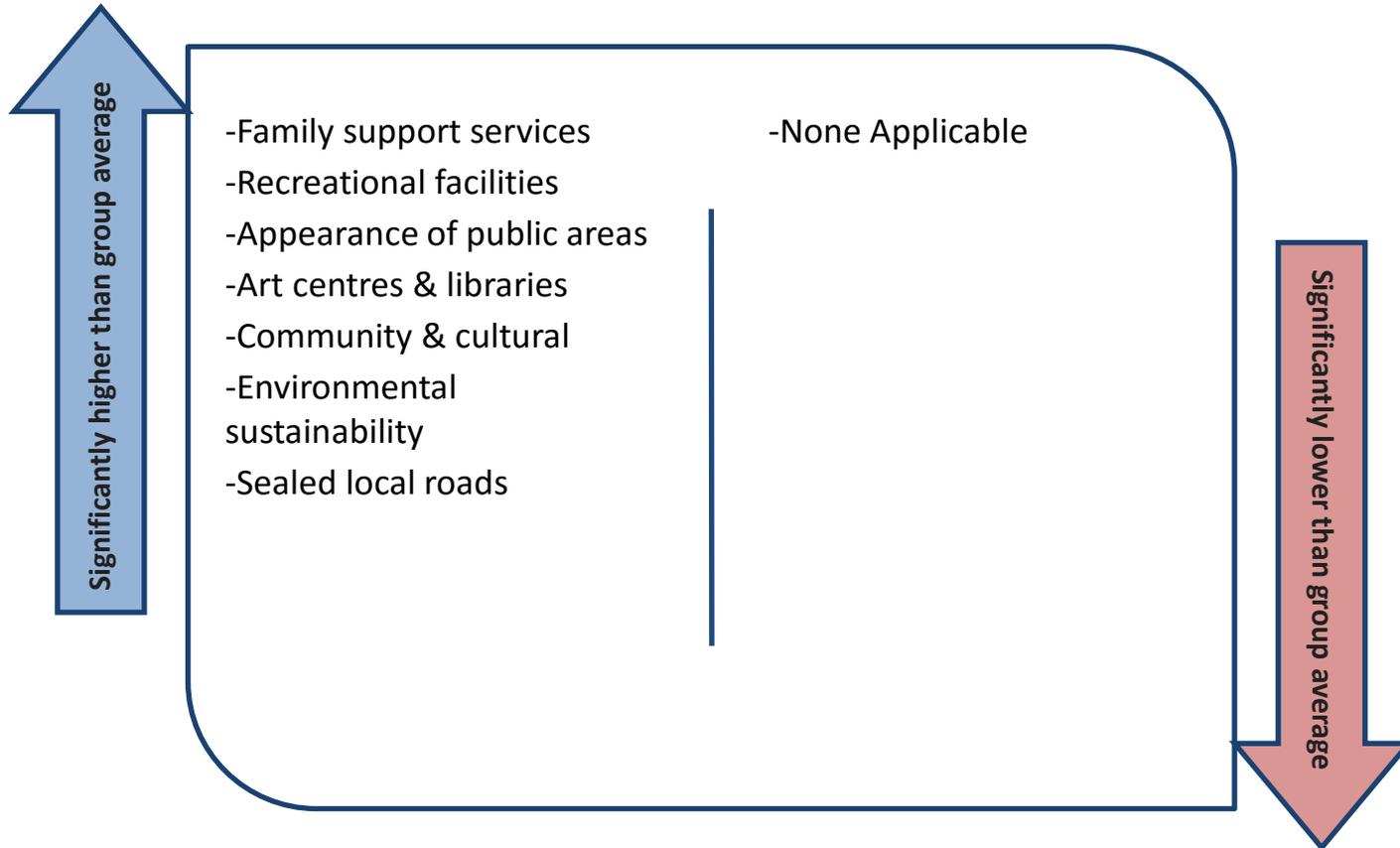
# INDIVIDUAL SERVICE AREAS SUMMARY

## COUNCIL'S PERFORMANCE VS STATE-WIDE AVERAGE



# INDIVIDUAL SERVICE AREAS SUMMARY

## COUNCIL'S PERFORMANCE VS GROUP AVERAGE



# 2017 IMPORTANCE SUMMARY

## BY COUNCIL GROUP

### Top Three Most Important Service Areas (Highest to lowest, i.e. 1. = most important)

Whitehorse City Council	Metropolitan	Interface	Regional Centres	Large Rural	Small Rural
<ol style="list-style-type: none"> <li>1. Waste management</li> <li>2. Elderly support services</li> <li>3. Community decisions</li> </ol>	<ol style="list-style-type: none"> <li>1. Waste management</li> <li>2. Community decisions</li> <li>3. Local streets &amp; footpaths</li> </ol>	<ol style="list-style-type: none"> <li>1. Emergency &amp; disaster mngt</li> <li>2. Population growth</li> <li>3. Local streets &amp; footpaths</li> </ol>	<ol style="list-style-type: none"> <li>1. Community decisions</li> <li>2. Sealed roads</li> <li>3. Emergency &amp; disaster mngt</li> </ol>	<ol style="list-style-type: none"> <li>1. Unsealed roads</li> <li>2. Sealed roads</li> <li>3. Emergency &amp; disaster mngt</li> </ol>	<ol style="list-style-type: none"> <li>1. Emergency &amp; disaster mngt</li> <li>2. Community decisions</li> <li>3. Waste management</li> </ol>

### Bottom Three Most Important Service Areas (Lowest to highest, i.e. 1. = least important)

Whitehorse City Council	Metropolitan	Interface	Regional Centres	Large Rural	Small Rural
<ol style="list-style-type: none"> <li>1. Community &amp; cultural</li> <li>2. Lobbying</li> <li>3. Art centres &amp; libraries</li> </ol>	<ol style="list-style-type: none"> <li>1. Bus/community dev./tourism</li> <li>2. Community &amp; cultural</li> <li>3. Slashing &amp; weed control</li> </ol>	<ol style="list-style-type: none"> <li>1. Tourism development</li> <li>2. Community &amp; cultural</li> <li>3. Art centres &amp; libraries</li> </ol>	<ol style="list-style-type: none"> <li>1. Art centres &amp; libraries</li> <li>2. Community &amp; cultural</li> <li>3. Planning permits</li> </ol>	<ol style="list-style-type: none"> <li>1. Art centres &amp; libraries</li> <li>2. Community &amp; cultural</li> <li>3. Traffic management</li> </ol>	<ol style="list-style-type: none"> <li>1. Community &amp; cultural</li> <li>2. Art centres &amp; libraries</li> <li>3. Tourism development</li> </ol>

# 2017 PERFORMANCE SUMMARY

## BY COUNCIL GROUP

### Top Three Performing Service Areas (Highest to lowest, i.e. 1. = highest performance)

Whitehorse City Council	Metropolitan	Interface	Regional Centres	Large Rural	Small Rural
<ol style="list-style-type: none"> <li>1. Art centres &amp; libraries</li> <li>2. Waste management</li> <li>3. Appearance of public areas</li> </ol>	<ol style="list-style-type: none"> <li>1. Waste management</li> <li>2. Art centres &amp; libraries</li> <li>3. Recreational facilities</li> </ol>	<ol style="list-style-type: none"> <li>1. Art centres &amp; libraries</li> <li>2. Waste management</li> <li>3. Emergency &amp; disaster mngt</li> </ol>	<ol style="list-style-type: none"> <li>1. Art centres &amp; libraries</li> <li>2. Appearance of public areas</li> <li>3. Emergency &amp; disaster mngt</li> </ol>	<ol style="list-style-type: none"> <li>1. Appearance of public areas</li> <li>2. Emergency &amp; disaster mngt</li> <li>3. Art centres &amp; libraries</li> </ol>	<ol style="list-style-type: none"> <li>1. Emergency &amp; disaster mngt</li> <li>2. Art centres &amp; libraries</li> <li>3. Community &amp; cultural</li> </ol>

### Bottom Three Performing Service Areas (Lowest to highest, i.e. 1. = lowest performance)

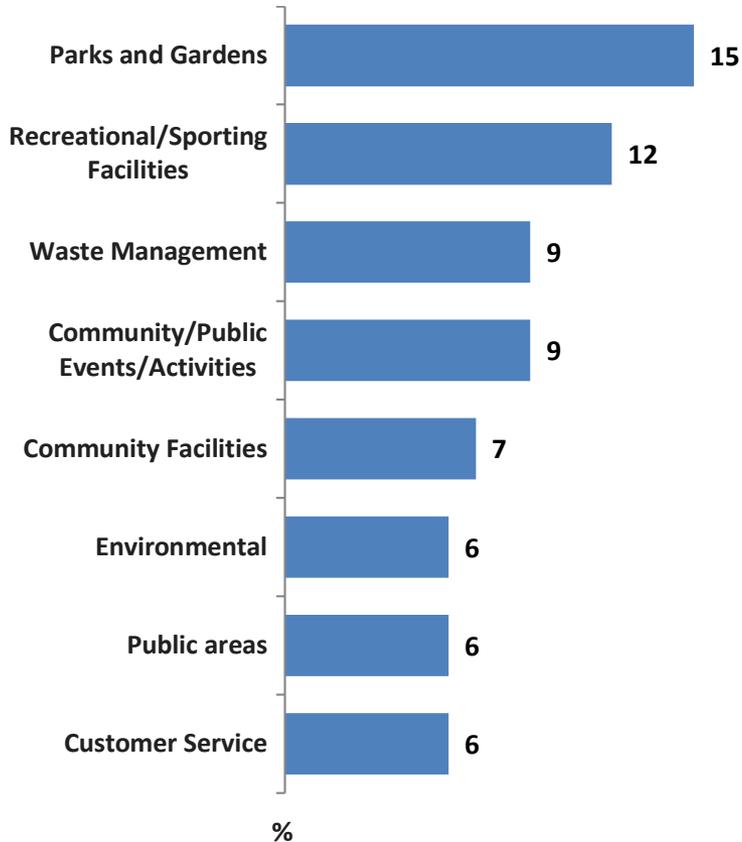
Whitehorse City Council	Metropolitan	Interface	Regional Centres	Large Rural	Small Rural
<ol style="list-style-type: none"> <li>1. Planning permits</li> <li>2. Lobbying</li> <li>3. Consultation &amp; engagement</li> </ol>	<ol style="list-style-type: none"> <li>1. Planning permits</li> <li>2. Population growth</li> <li>3. Parking facilities</li> </ol>	<ol style="list-style-type: none"> <li>1. Unsealed roads</li> <li>2. Planning permits</li> <li>3. Population growth</li> </ol>	<ol style="list-style-type: none"> <li>1. Parking facilities</li> <li>2. Community decisions</li> <li>3. Unsealed roads</li> </ol>	<ol style="list-style-type: none"> <li>1. Unsealed roads</li> <li>2. Sealed roads</li> <li>3. Slashing &amp; weed control</li> </ol>	<ol style="list-style-type: none"> <li>1. Unsealed roads</li> <li>2. Sealed roads</li> <li>3. Planning permits</li> </ol>

# 2017 BEST THINGS ABOUT COUNCIL DETAILED PERCENTAGES

## 2017 SERVICES TO IMPROVE DETAILED PERCENTAGES



**2017 Best Aspects**



**2017 Areas for Improvement**



Q16. Please tell me what is the ONE BEST thing about Whitehorse City Council? It could be about any of the issues or services we have covered in this survey or it could be about something else altogether?

Base: All respondents. Councils asked state-wide: 25 Councils asked group: 8

Q17. What does Whitehorse City Council MOST need to do to improve its performance?

Base: All respondents. Councils asked state-wide: 41 Councils asked group: 13



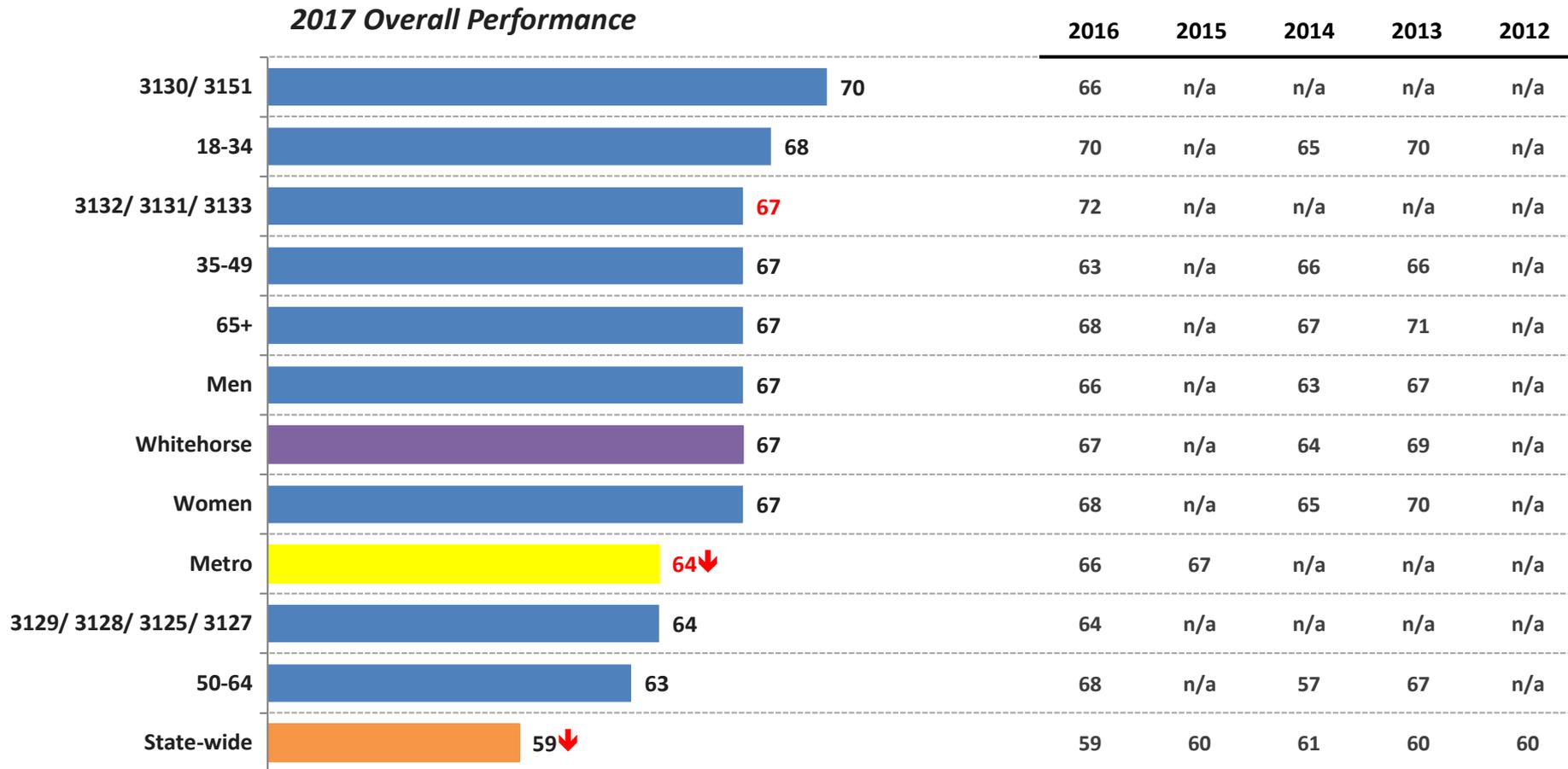
# DETAILED FINDINGS



**KEY CORE MEASURE  
OVERALL PERFORMANCE**

# OVERALL PERFORMANCE

## INDEX SCORES



Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Whitehorse City Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?

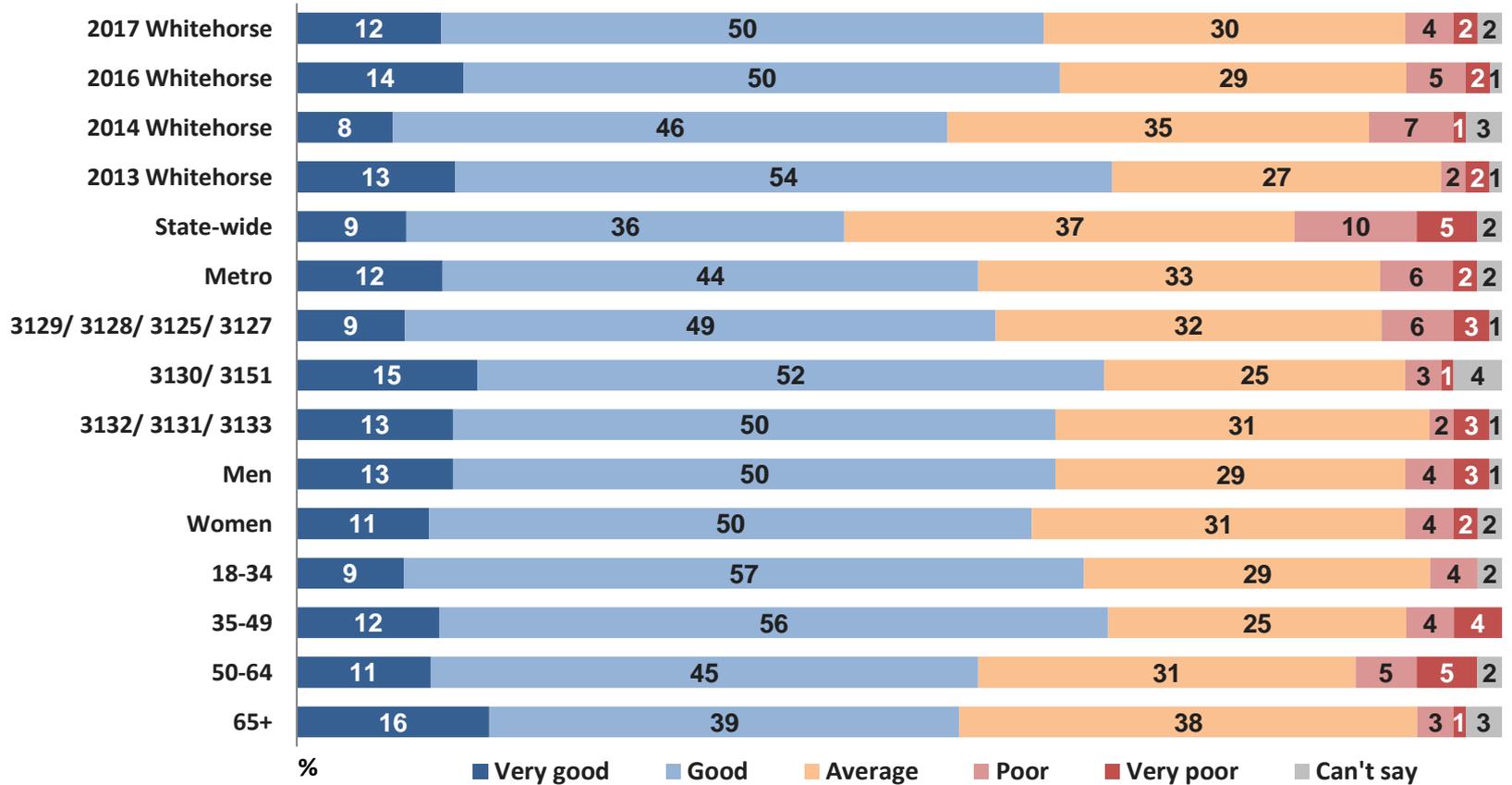
Base: All respondents. Councils asked state-wide: 68 Councils asked group: 18

Note: Please see page 5 for explanation about significant differences

# OVERALL PERFORMANCE

## DETAILED PERCENTAGES

### 2017 Overall Performance



Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Whitehorse City Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?

Base: All respondents. Councils asked state-wide: 68 Councils asked group: 18



**KEY CORE MEASURE  
CUSTOMER SERVICE**

# CONTACT LAST 12 MONTHS

## SUMMARY

### Overall contact with Whitehorse City Council

- 64%, up 15 points on 2016

### Most contact with Whitehorse City Council

- Aged 35-49 years

### Least contact with Whitehorse City Council

- Aged 18-34 years

### Customer service rating

- Index score of 72, up 2 points on 2016

### Most satisfied with customer service

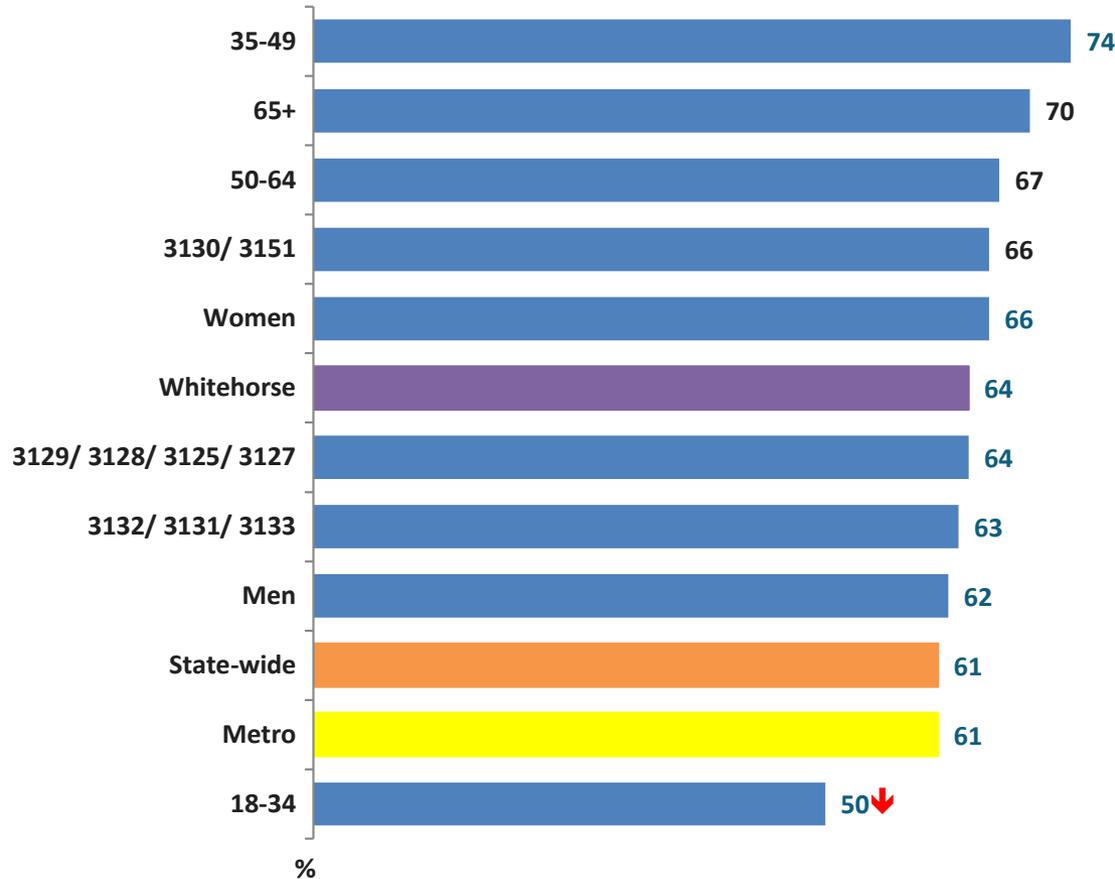
- Aged 18-34 years
- 3132/3131/3133
- 3131/3151
- Aged 50-64 years

### Least satisfied with customer service

- 3129/ 3128/ 3125/ 3127
- Aged 35-49 years

# 2017 CONTACT WITH COUNCIL

## 2017 Contact with Council



Q5. Over the last 12 months, have you or any member of your household had any contact with Whitehorse City Council? This may have been in person, in writing, by telephone conversation, by text message, by email or via their website or social media such as Facebook or Twitter?

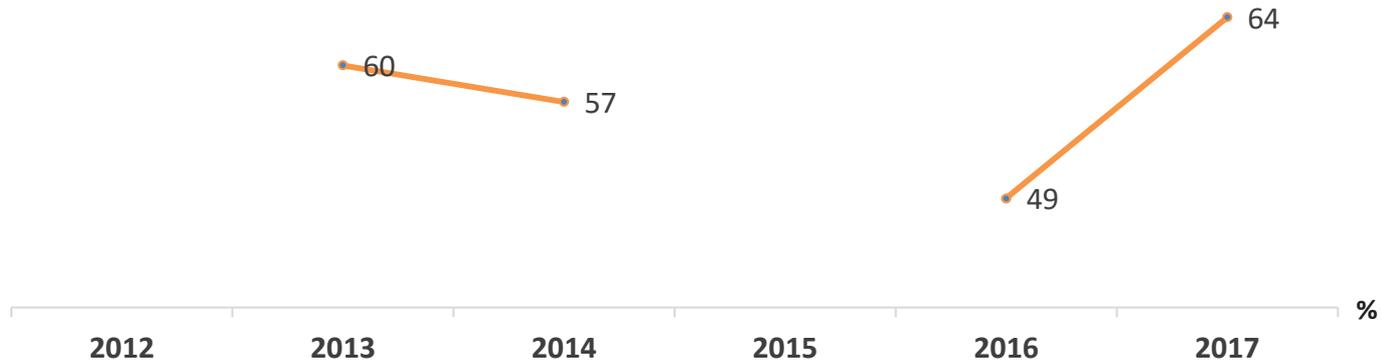
Base: All respondents. Councils asked state-wide: 49 Councils asked group: 11

Note: Please see page 5 for explanation about significant differences

# 2017 CONTACT WITH COUNCIL

## 2017 Contact with Council

Have had contact



Q5. Over the last 12 months, have you or any member of your household had any contact with Whitehorse City Council? This may have been in person, in writing, by telephone conversation, by text message, by email or via their website or social media such as Facebook or Twitter?

Base: All respondents. Councils asked state-wide: 49 Councils asked group: 11

# 2017 CONTACT CUSTOMER SERVICE INDEX SCORES



## 2017 Customer Service Rating

		2016	2015	2014	2013	2012
18-34	73	61	n/a	68	73	n/a
3132/ 3131/ 3133	73	75	n/a	n/a	n/a	n/a
3130/ 3151	73	66	n/a	n/a	n/a	n/a
50-64	73	71	n/a	72	73	n/a
Women	72	73	n/a	74	76	n/a
Whitehorse	72	70	n/a	72	72	n/a
Men	72	68	n/a	69	68	n/a
65+	72	76	n/a	74	82	n/a
35-49	71	69	n/a	73	63	n/a
Metro	71	73	73	n/a	n/a	n/a
3129/ 3128/ 3125/ 3127	71	70	n/a	n/a	n/a	n/a
State-wide	69	69	70	72	71	71

Q5c. Thinking of the most recent contact, how would you rate Whitehorse City Council for customer service? Please keep in mind we do not mean the actual outcome but rather the actual service that was received.

Base: All respondents who have had contact with Council in the last 12 months.

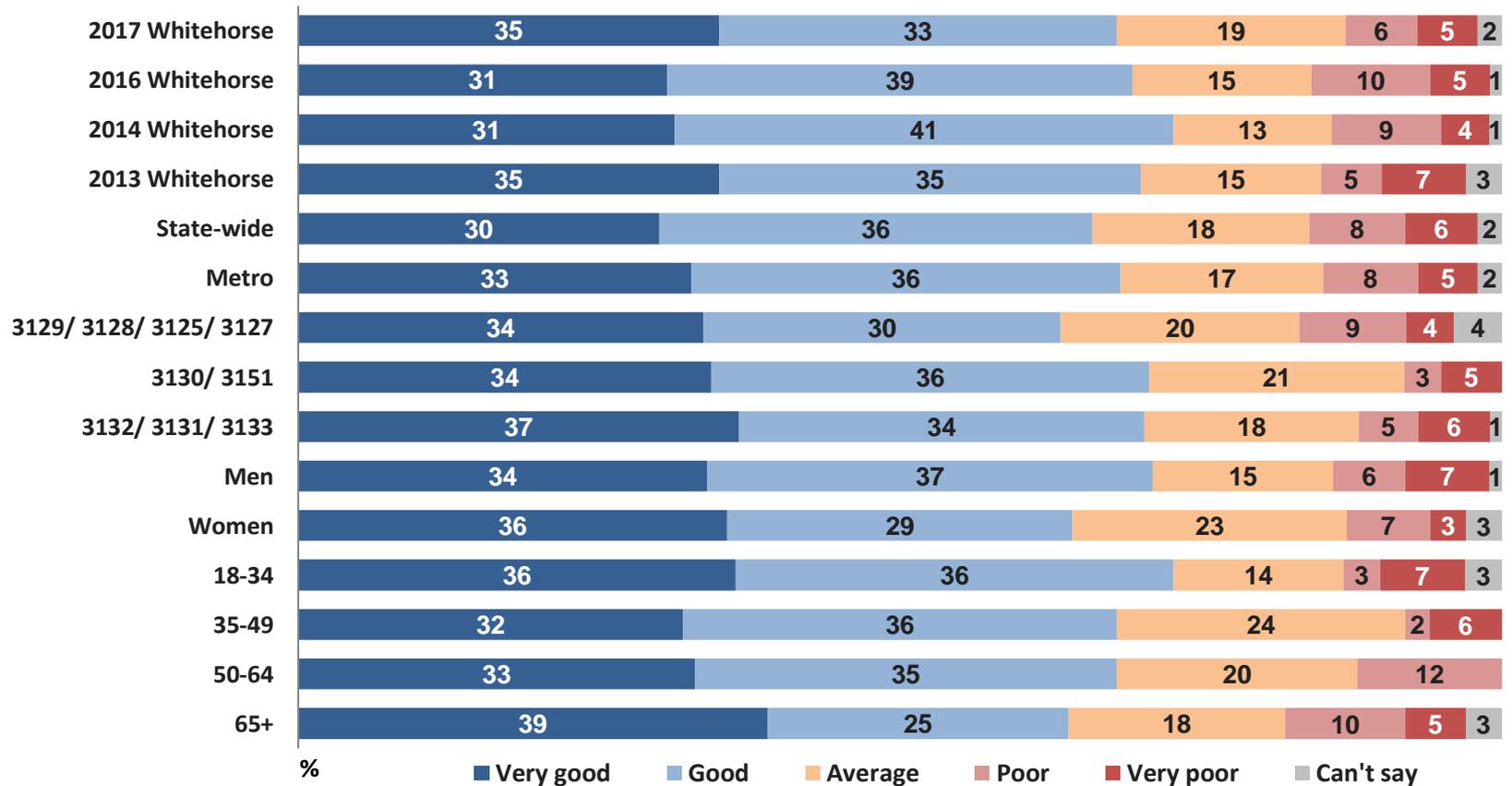
Councils asked state-wide: 68 Councils asked group: 18

Note: Please see page 5 for explanation about significant differences

# 2017 CONTACT CUSTOMER SERVICE

## DETAILED PERCENTAGES

### 2017 Customer Service Rating



Q5c. Thinking of the most recent contact, how would you rate Whitehorse City Council for customer service? Please keep in mind we do not mean the actual outcome but rather the actual service that was received.

Base: All respondents who have had contact with Council in the last 12 months.

Councils asked state-wide: 68 Councils asked group: 18



# KEY CORE MEASURE COUNCIL DIRECTION INDICATORS

# COUNCIL DIRECTION

## SUMMARY

### Council Direction from Q6

- 68% stayed about the same, equal points on 2016
- 13% improved, up 1 point on 2016
- 11% deteriorated, down 1 point on 2016

### Most satisfied with Council Direction from Q6

- Aged 18-34 years

### Least satisfied with Council Direction from Q6

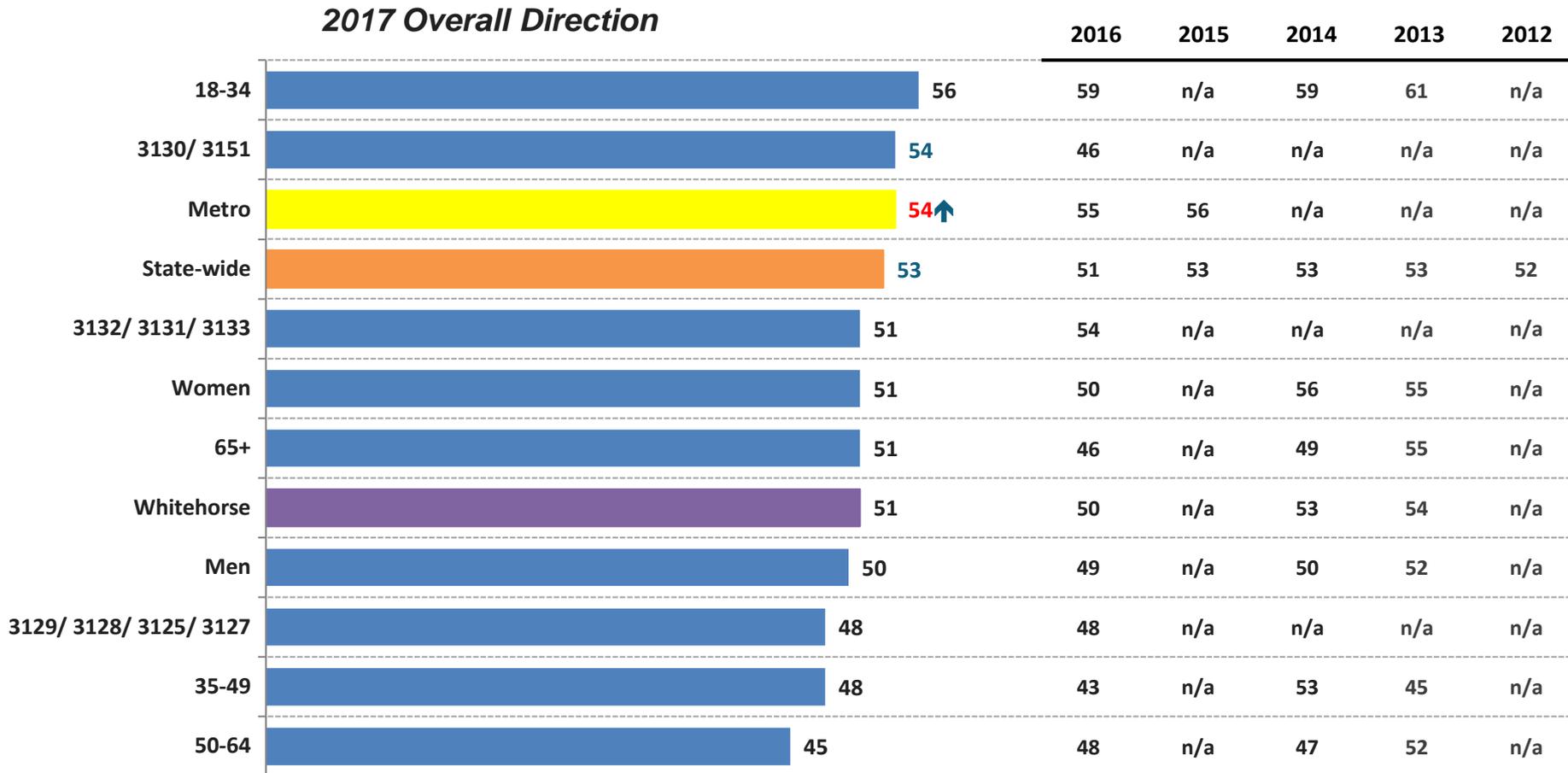
- Aged 50-64 years

### Rates vs Services Trade-Off from Q10

- 32% prefer rate rise, equal points on 2016
- 47% prefer service cuts, down 3 points on 2016

# 2017 OVERALL COUNCIL DIRECTION LAST 12 MONTHS

## INDEX SCORES



Q6. Over the last 12 months, what is your view of the direction of Whitehorse City Council's overall performance?

Base: All respondents. Councils asked state-wide: 68 Councils asked group: 18

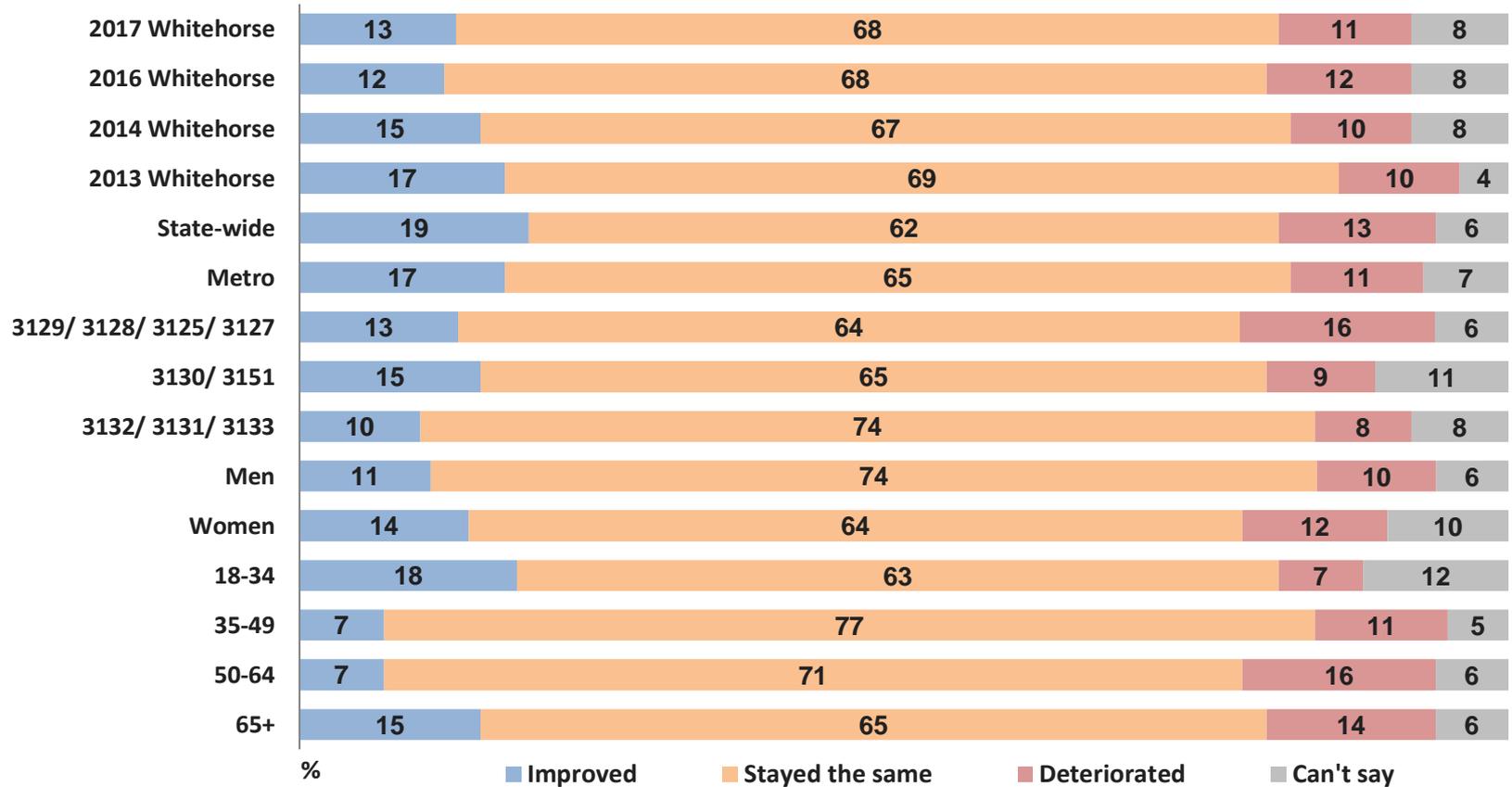
Note: Please see page 5 for explanation about significant differences

# 2017 OVERALL COUNCIL DIRECTION LAST 12 MONTHS

## DETAILED PERCENTAGES



### 2017 Overall Direction

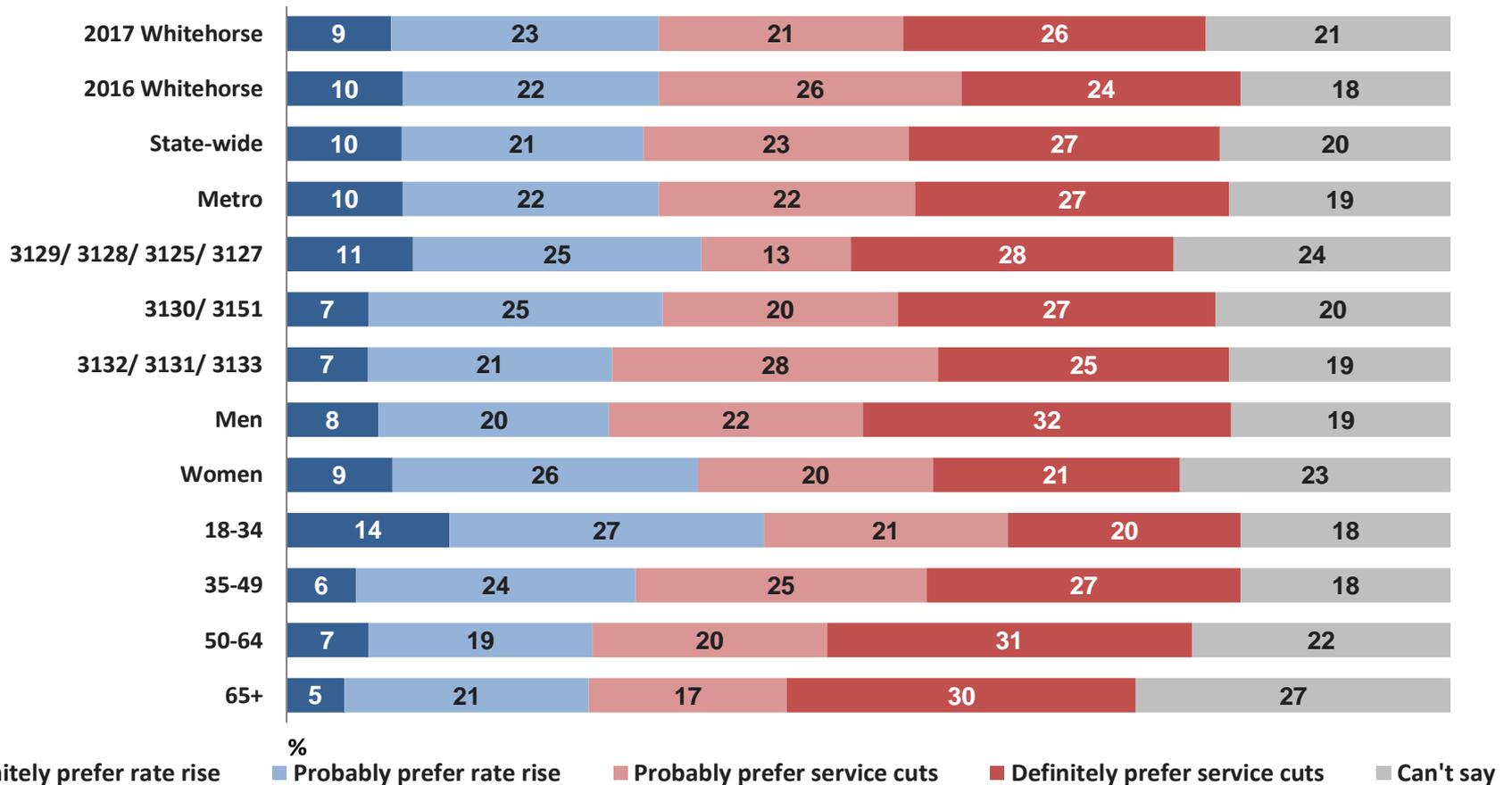


Q6. Over the last 12 months, what is your view of the direction of Whitehorse City Council's overall performance?  
 Base: All respondents. Councils asked state-wide: 68 Councils asked group: 18

# 2017 RATES/SERVICE TRADE OFF

## DETAILED PERCENTAGES

### 2017 Rate Rise v Service Cut



Q10. If you had to choose, would you prefer to see council rate rises to improve local services OR would you prefer to see cuts in council services to keep council rates at the same level as they are now?

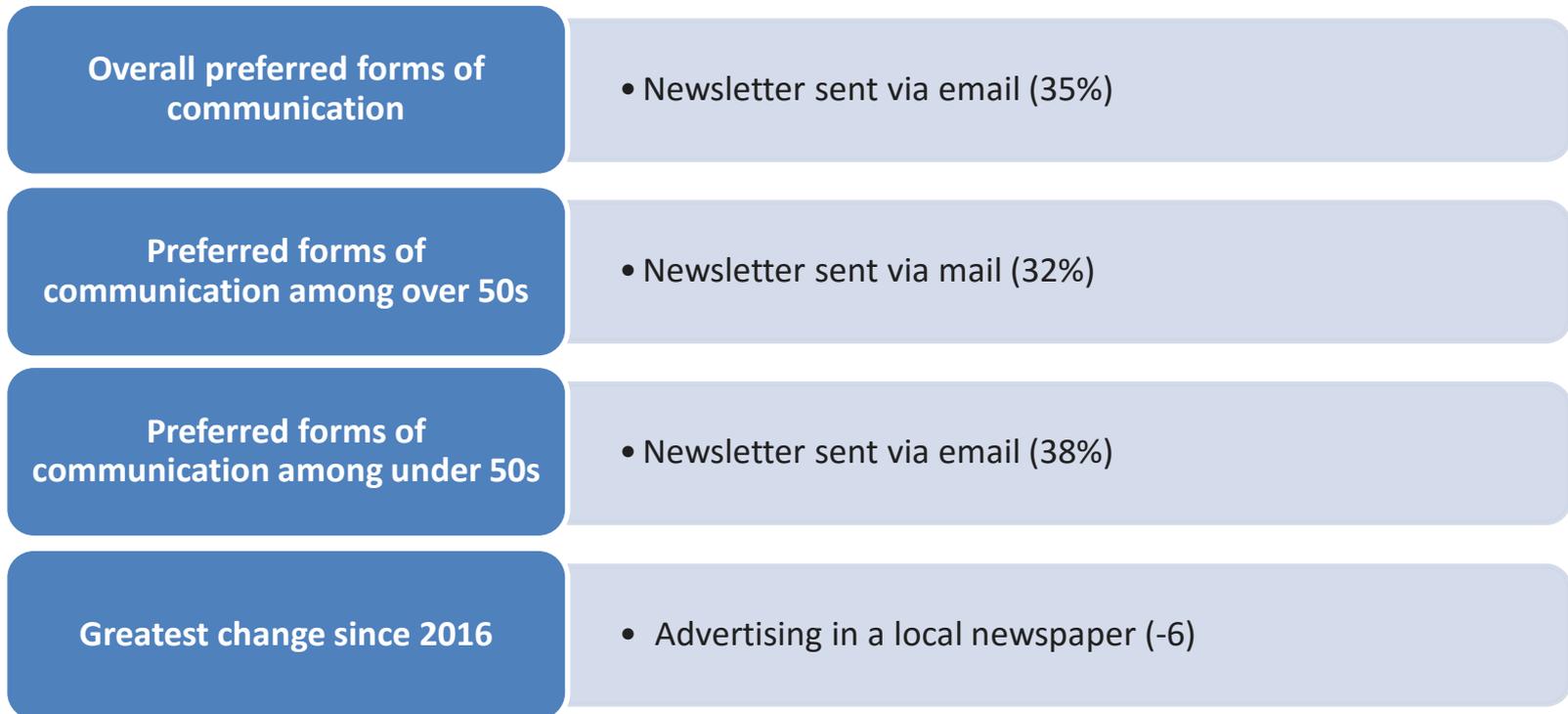
Base: All respondents. Councils asked state-wide: 19 Councils asked group: 8



# COMMUNICATIONS

# COMMUNICATIONS

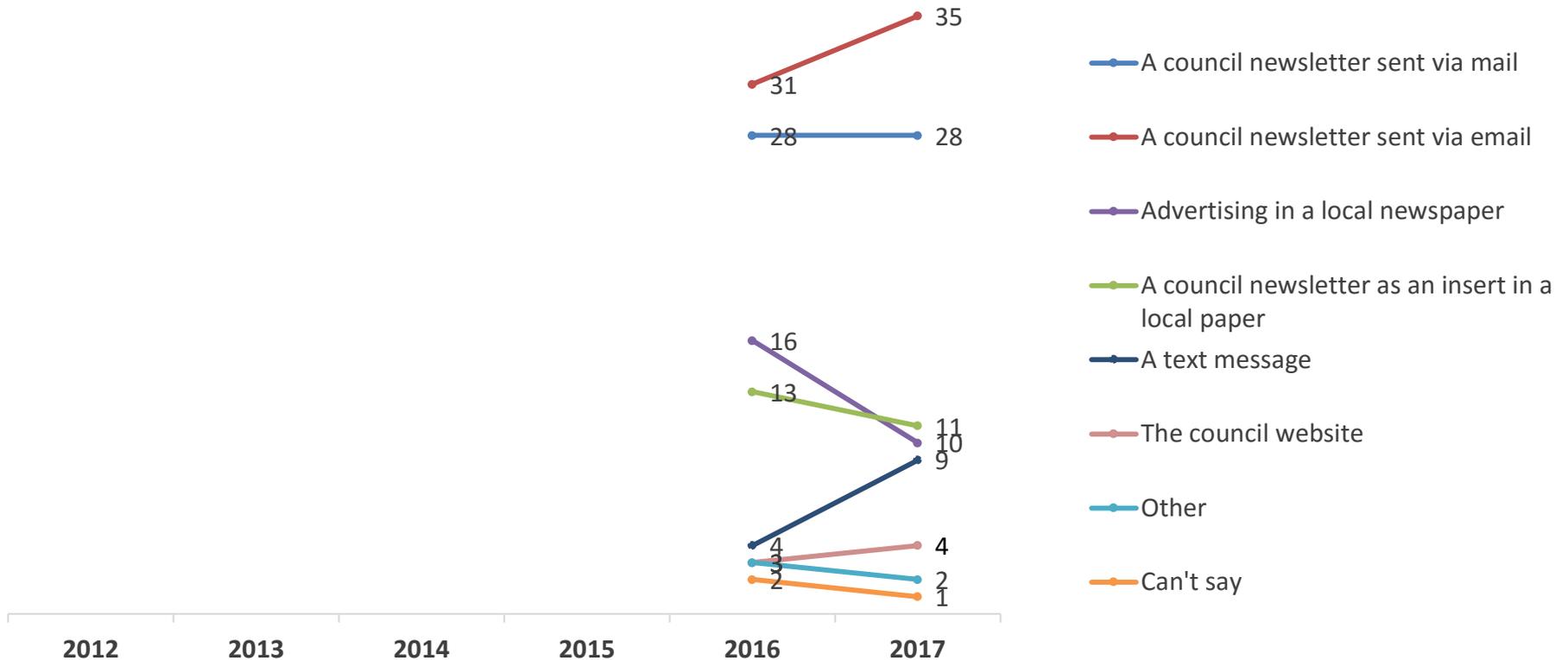
## SUMMARY



Note: Website and text message formats again did not rate as highly as other modes of communication, although further analysis is recommended to understand the demographic preference profiles of the various different forms of communication.

# 2017 BEST FORMS OF COMMUNICATION

## 2017 Best Form

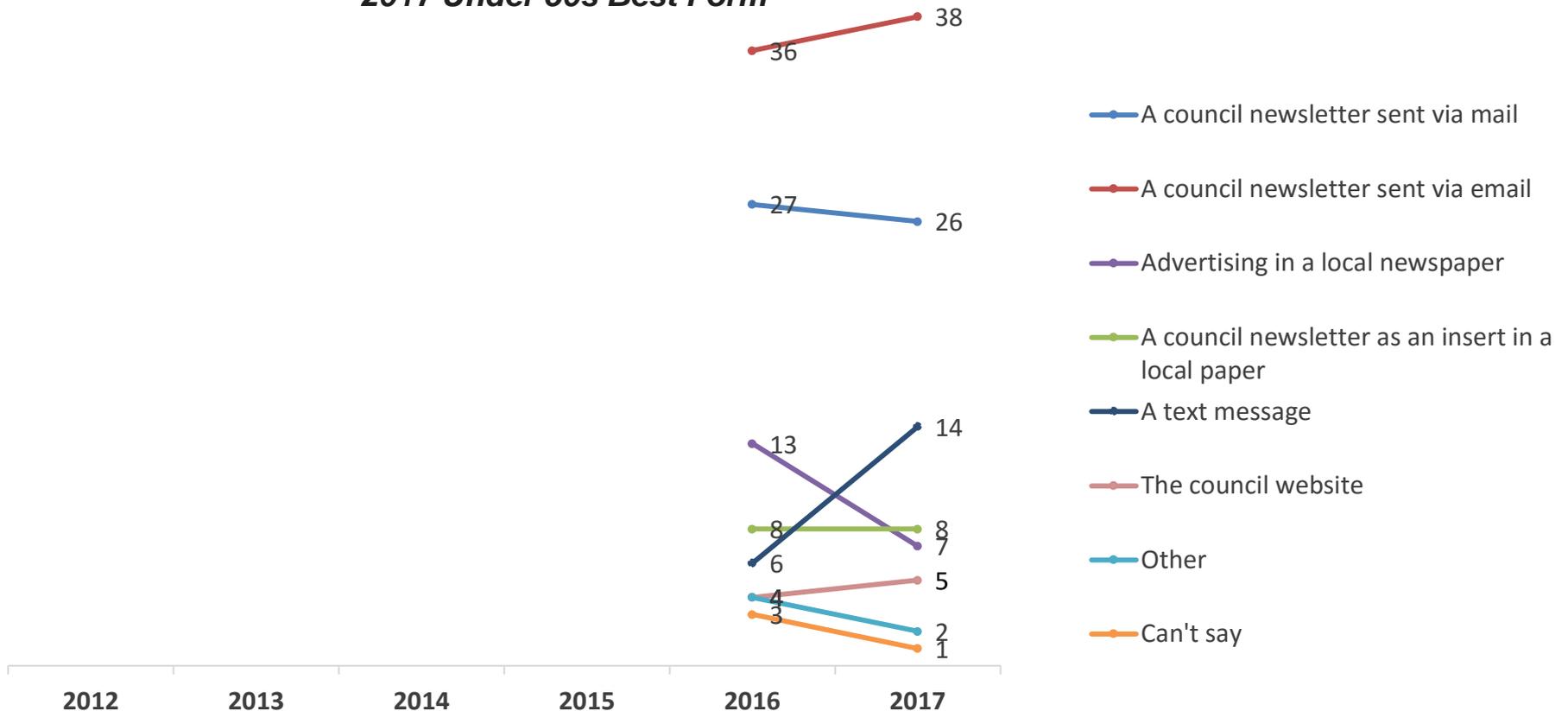


Q13. If Whitehorse City Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?

Base: All respondents. Councils asked state-wide: 30 Councils asked group: 9

# 2017 BEST FORMS OF COMMUNICATION: UNDER 50S

2017 Under 50s Best Form

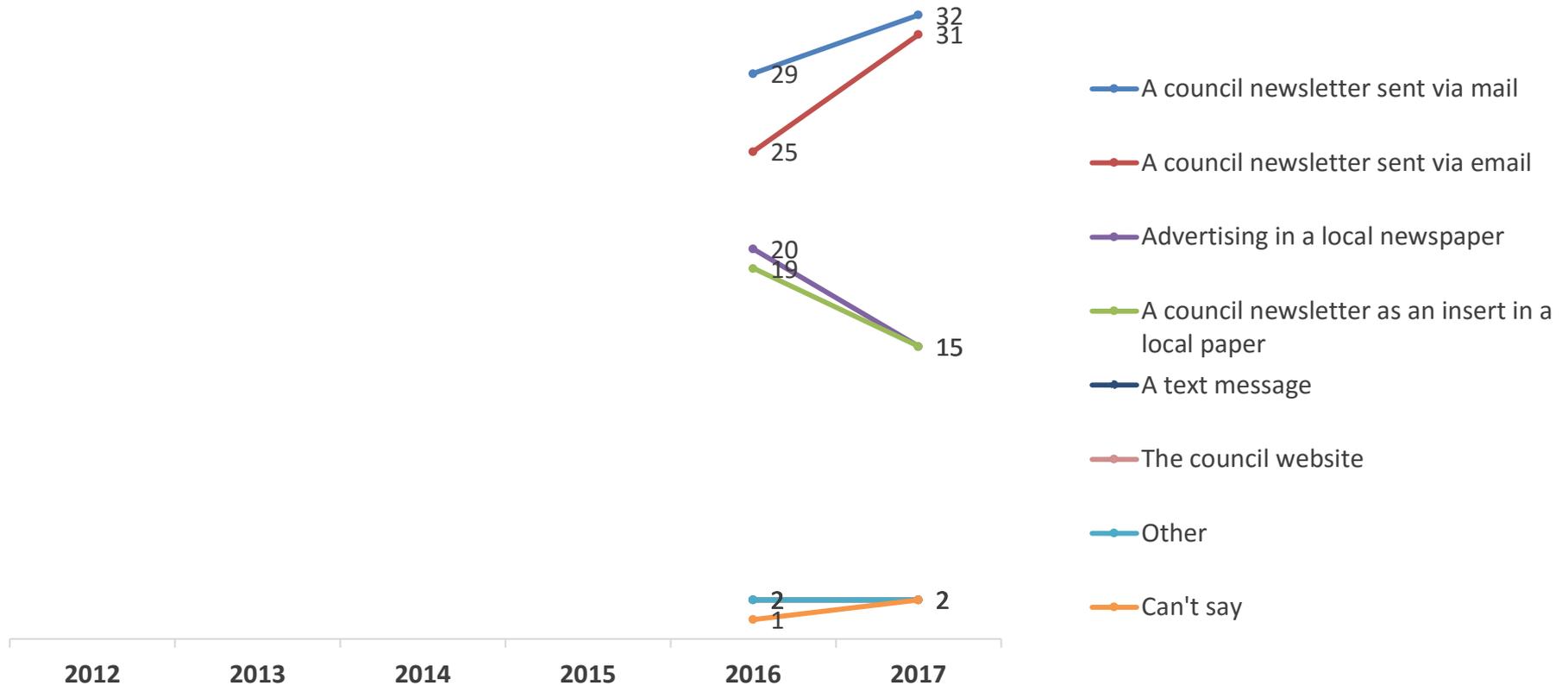


Q13. If Whitehorse City Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?

Base: All respondents. Councils asked state-wide: 30 Councils asked group: 9

# 2017 BEST FORMS OF COMMUNICATION: OVER 50S

**2017 Over 50s Best Form**



Q13. If Whitehorse City Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?

Base: All respondents. Councils asked state-wide: 30 Councils asked group: 9

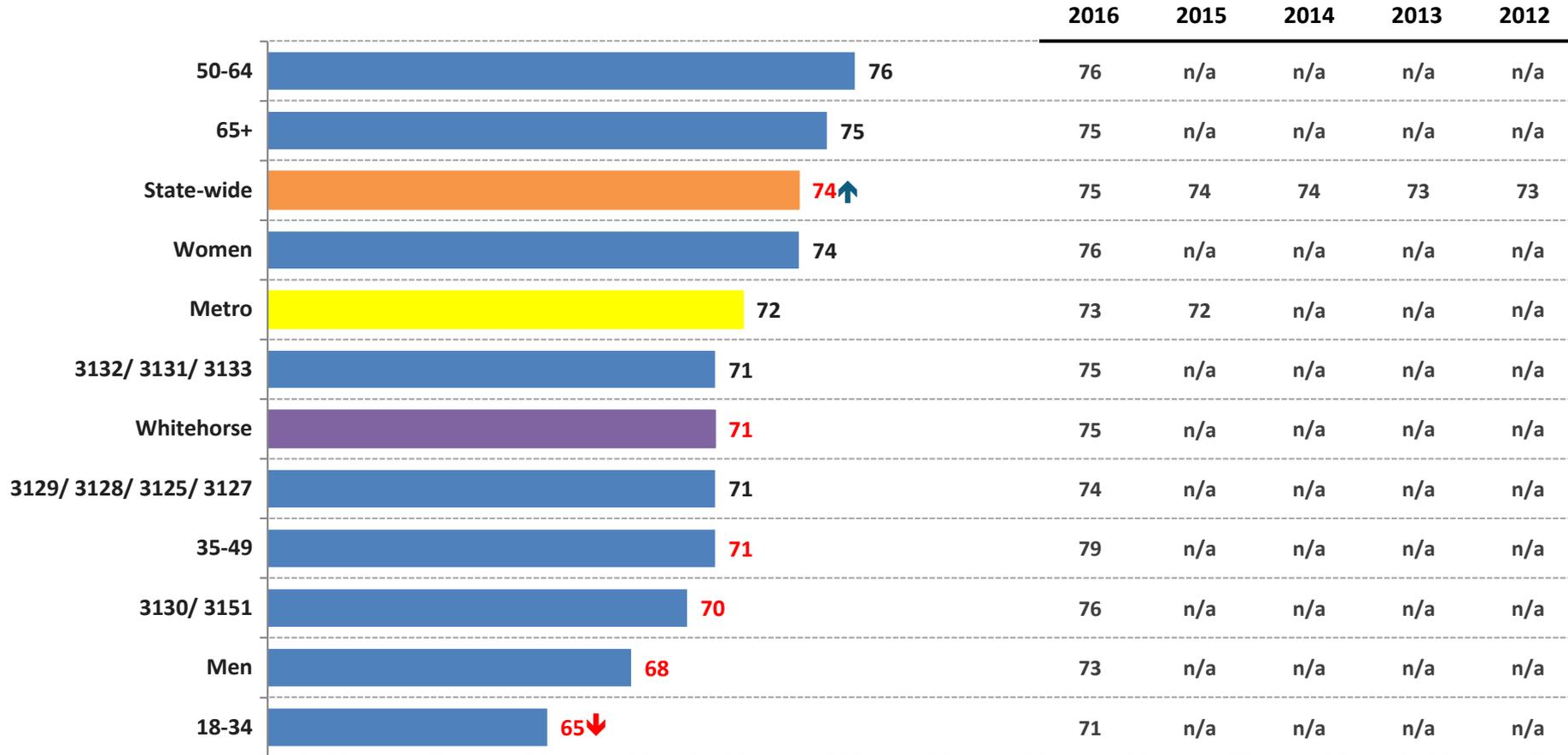


# INDIVIDUAL SERVICE AREAS

# 2017 COMMUNITY CONSULTATION AND ENGAGEMENT IMPORTANCE INDEX SCORES



## 2017 Consultation and Engagement Importance



Q1. Firstly, how important should 'community consultation and engagement' be as a responsibility for Council?

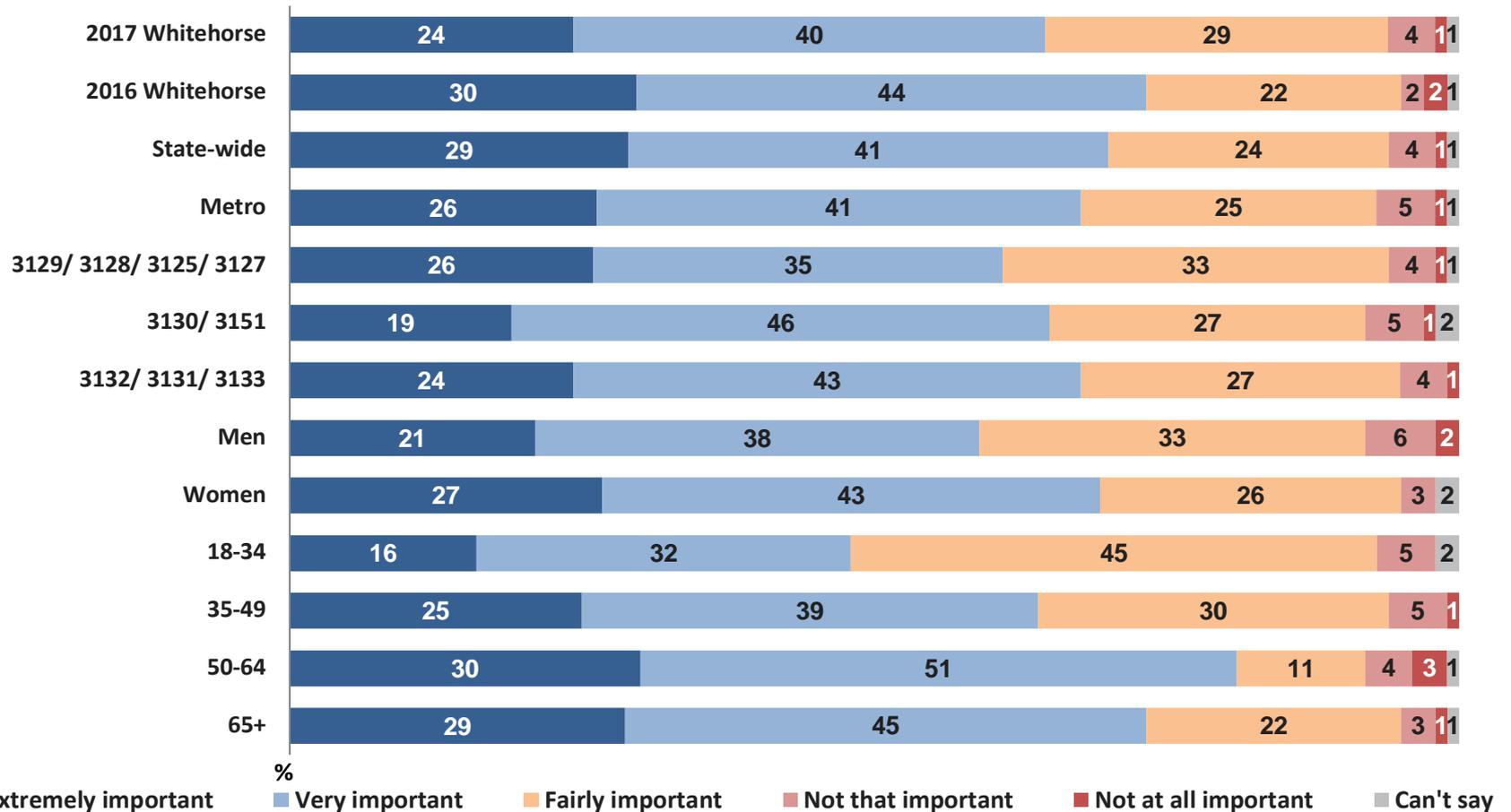
Base: All respondents. Councils asked state-wide: 22 Councils asked group: 7

Note: Please see page 5 for explanation about significant differences

# 2017 COMMUNITY CONSULTATION AND ENGAGEMENT

## IMPORTANCE DETAILED PERCENTAGES

### 2017 Consultation and Engagement Importance

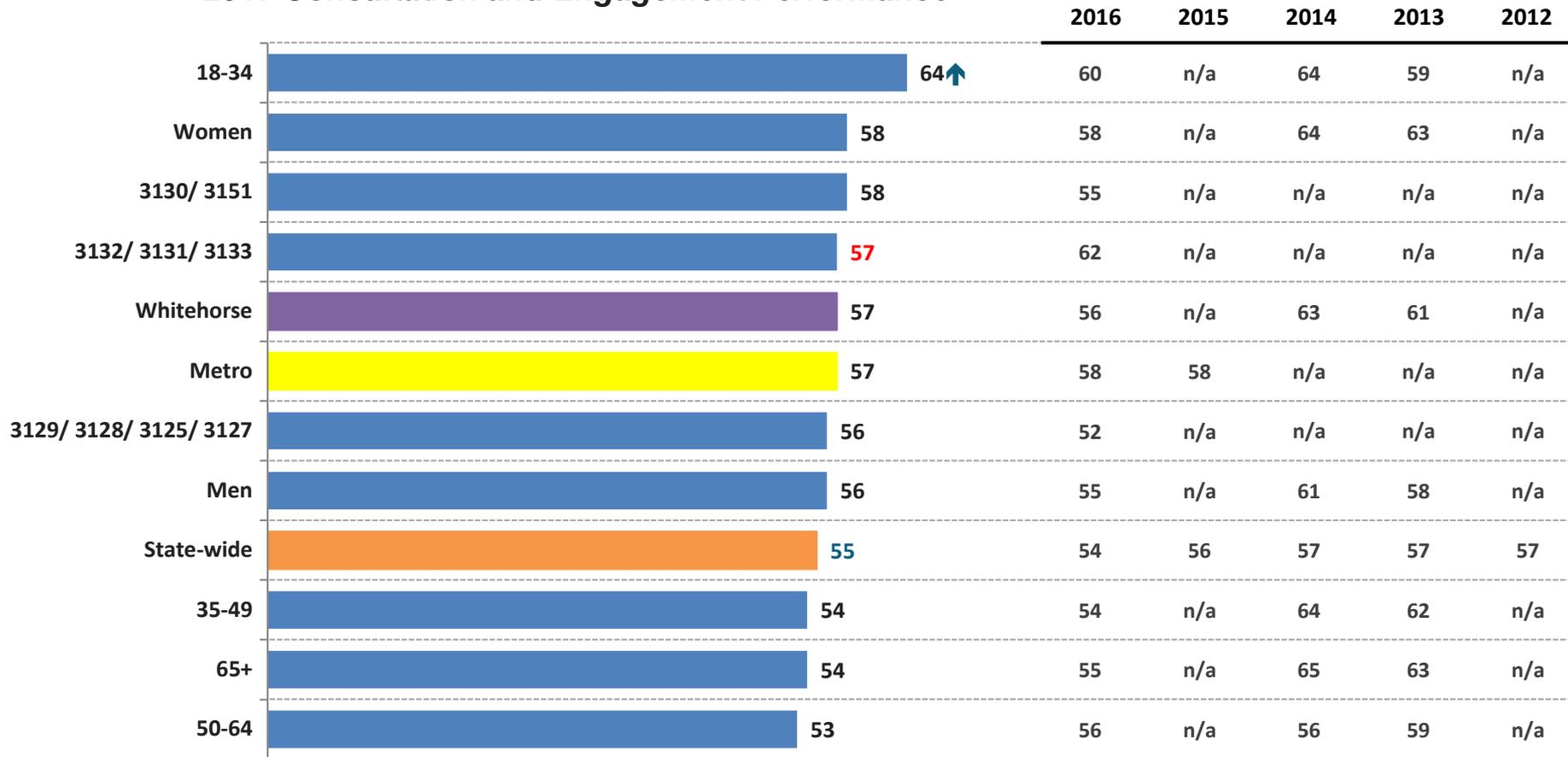


Q1. Firstly, how important should 'community consultation and engagement' be as a responsibility for Council?  
 Base: All respondents. Councils asked state-wide: 22 Councils asked group: 7

# 2017 COMMUNITY CONSULTATION AND ENGAGEMENT PERFORMANCE INDEX SCORES



## 2017 Consultation and Engagement Performance



Q2. How has Council performed on 'community consultation and engagement' over the last 12 months?

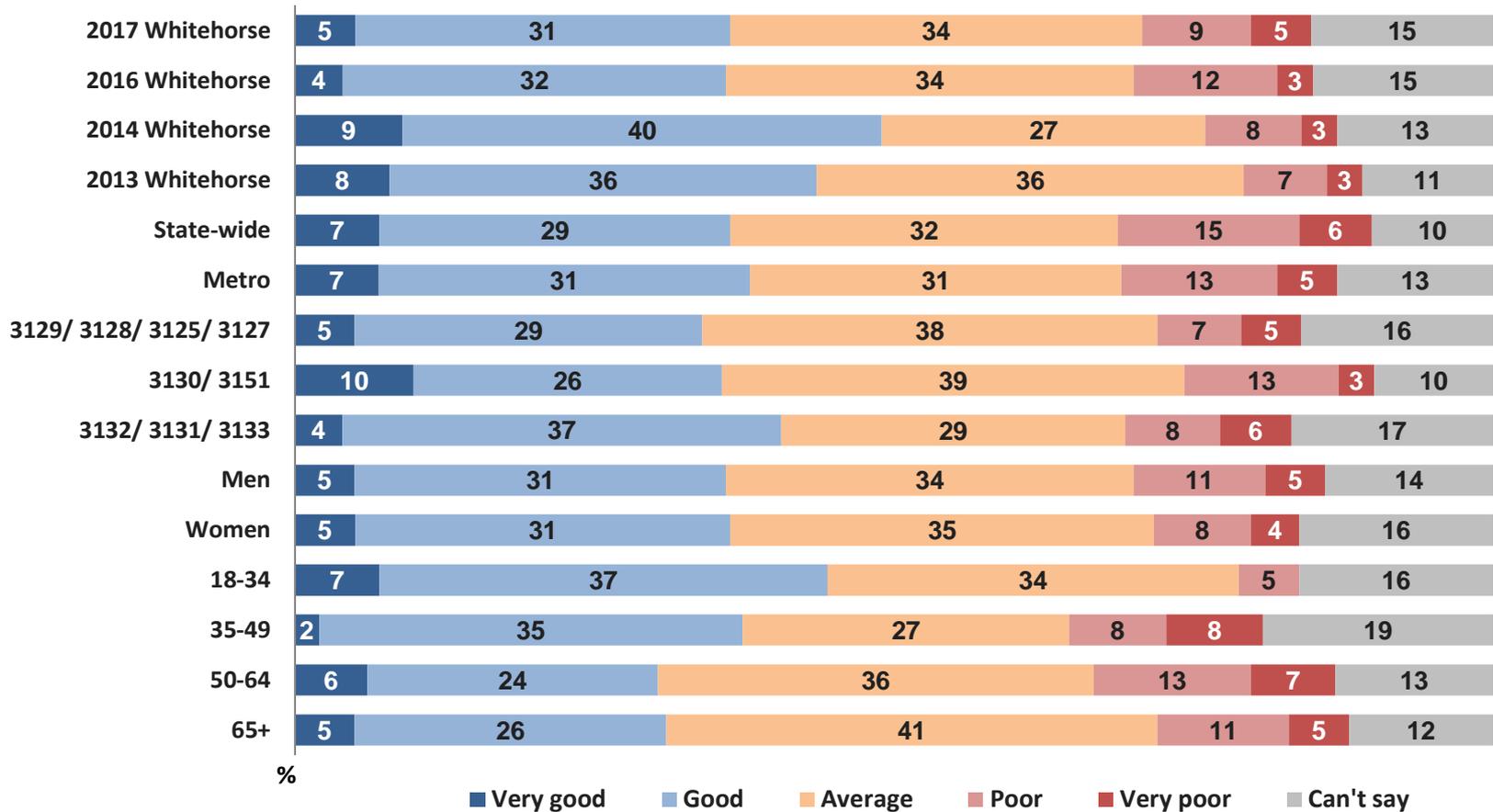
Base: All respondents. Councils asked state-wide: 68 Councils asked group: 18

Note: Please see page 5 for explanation about significant differences

# 2017 COMMUNITY CONSULTATION AND ENGAGEMENT

## PERFORMANCE DETAILED PERCENTAGES

### 2017 Consultation and Engagement Performance

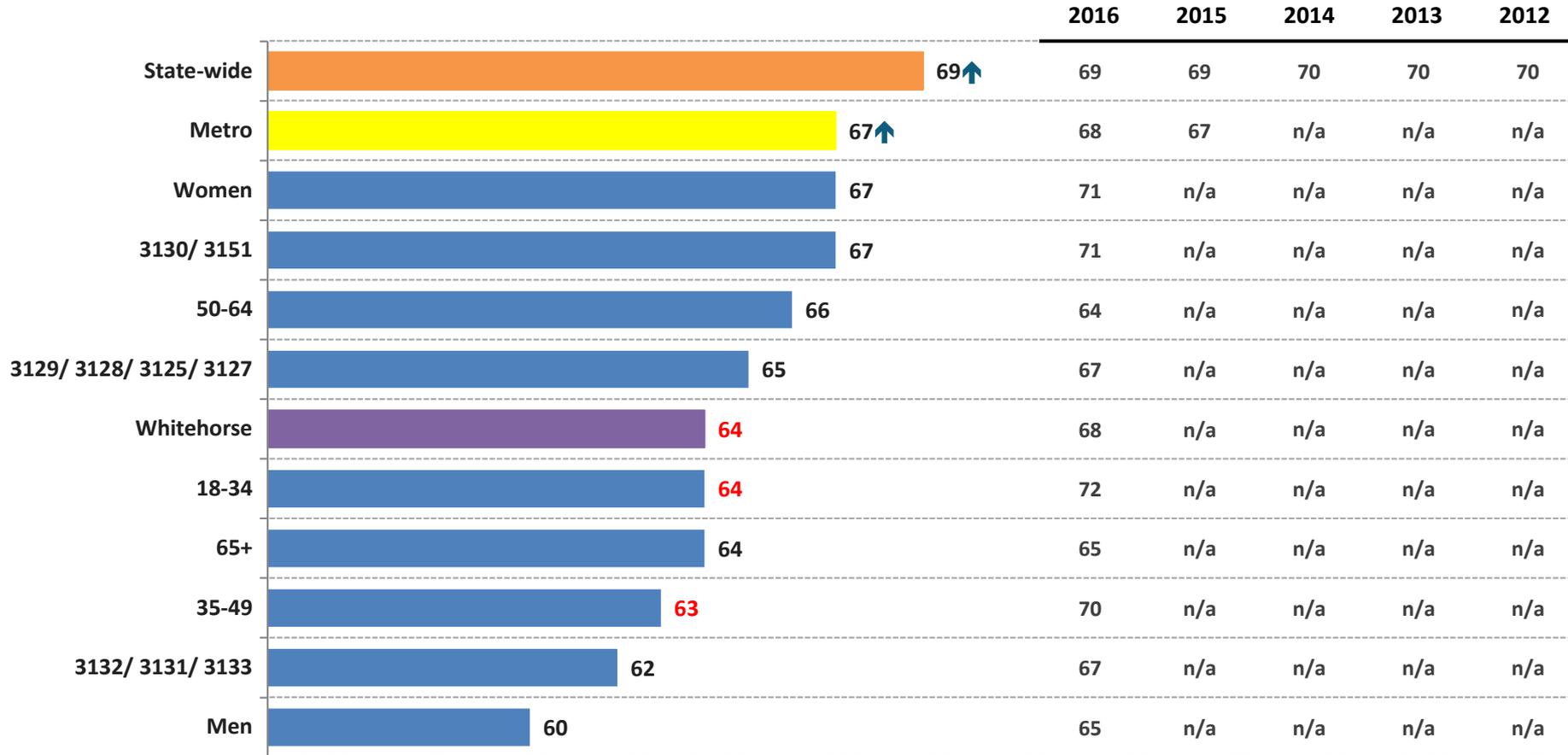


Q2. How has Council performed on 'community consultation and engagement' over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 68 Councils asked group: 18

# 2017 LOBBYING ON BEHALF OF THE COMMUNITY

## IMPORTANCE INDEX SCORES

### 2017 Lobbying Importance



Q1. Firstly, how important should 'lobbying on behalf of the community' be as a responsibility for Council?

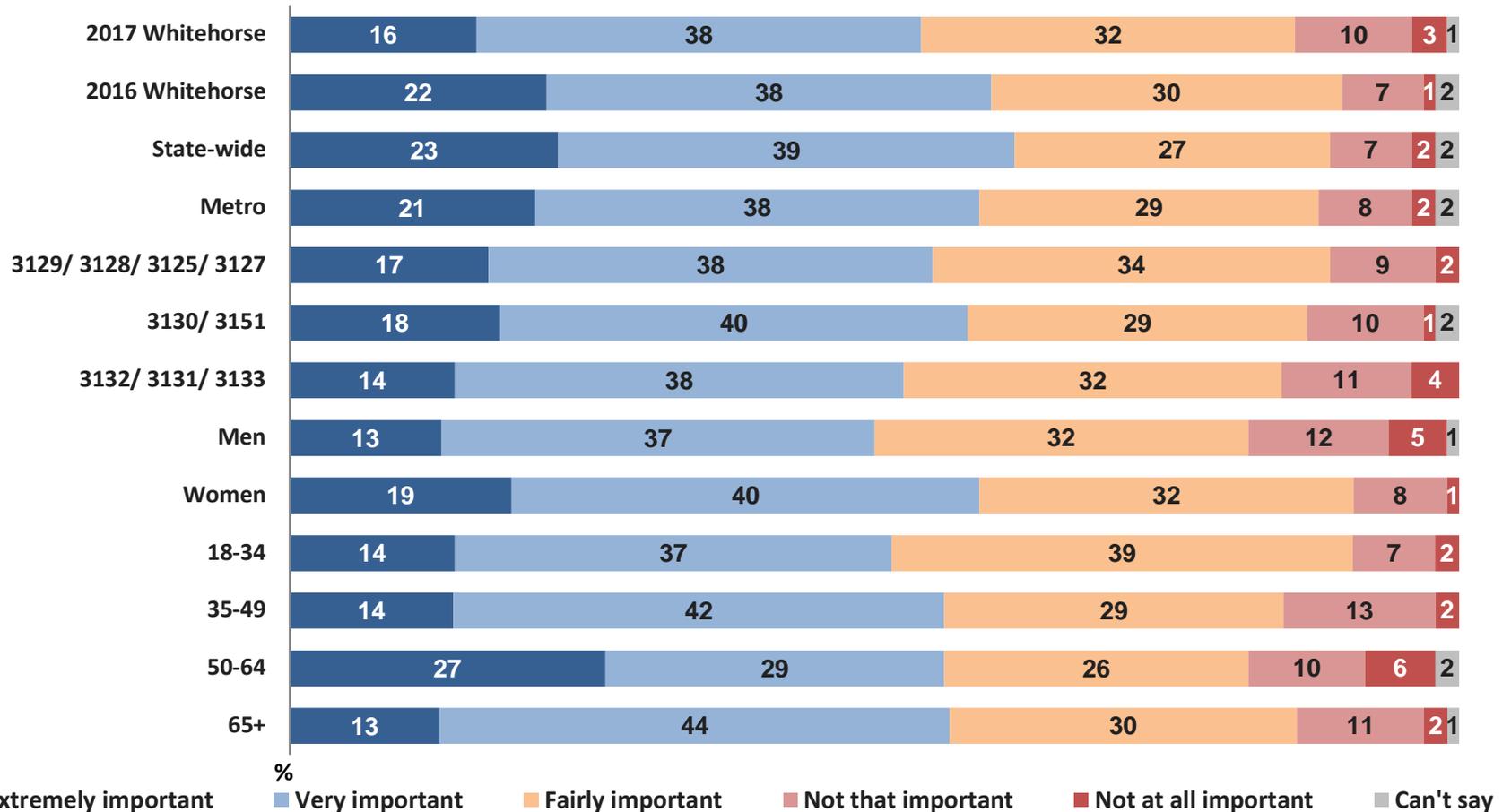
Base: All respondents. Councils asked state-wide: 22 Councils asked group: 7

Note: Please see page 5 for explanation about significant differences

# 2017 LOBBYING ON BEHALF OF THE COMMUNITY

## IMPORTANCE DETAILED PERCENTAGES

### 2017 Lobbying Importance



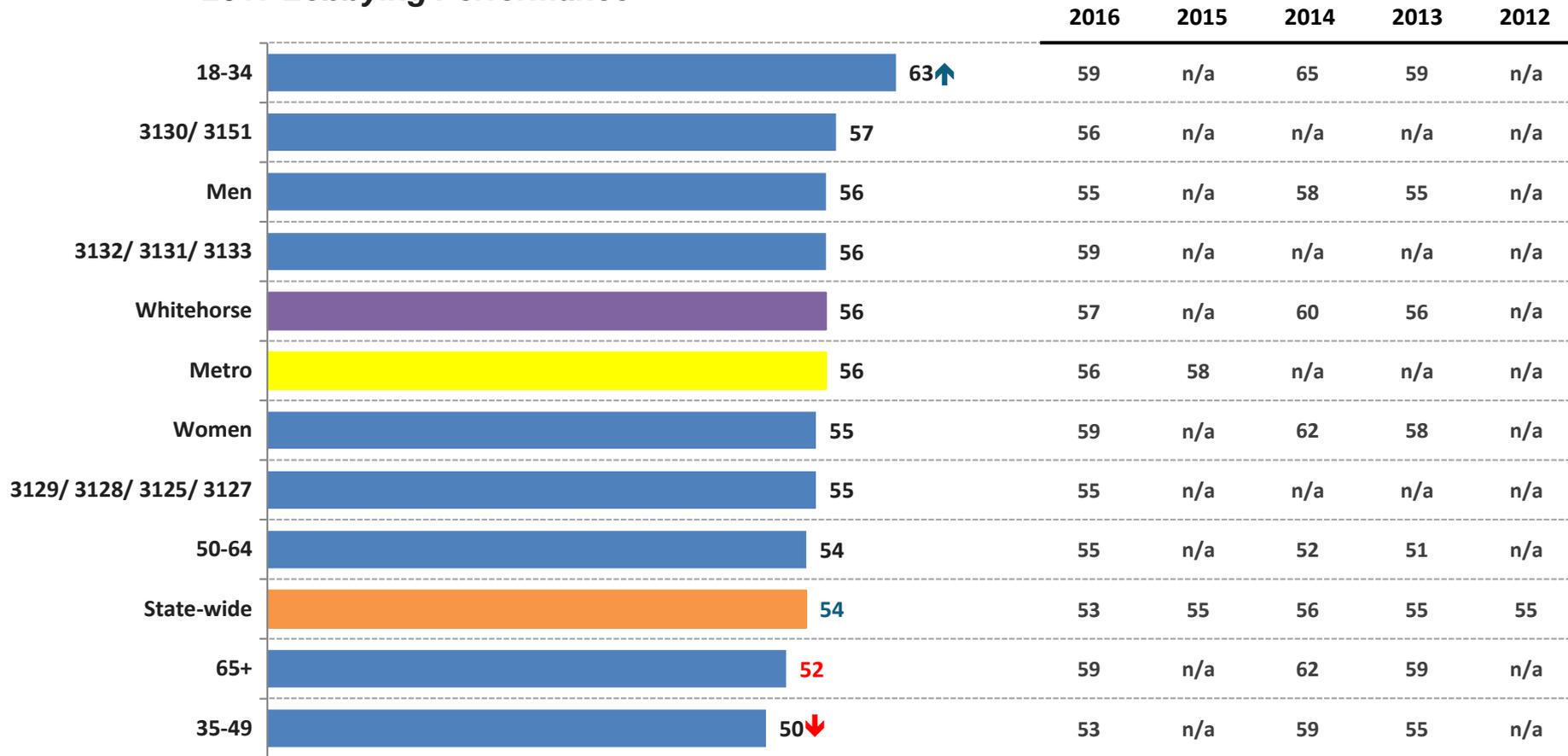
Q1. Firstly, how important should 'lobbying on behalf of the community' be as a responsibility for Council?  
 Base: All respondents. Councils asked state-wide: 22 Councils asked group: 7

# 2017 LOBBYING ON BEHALF OF THE COMMUNITY

## PERFORMANCE INDEX SCORES



### 2017 Lobbying Performance



Q2. How has Council performed on 'lobbying on behalf of the community' over the last 12 months?

Base: All respondents. Councils asked state-wide: 68 Councils asked group: 18

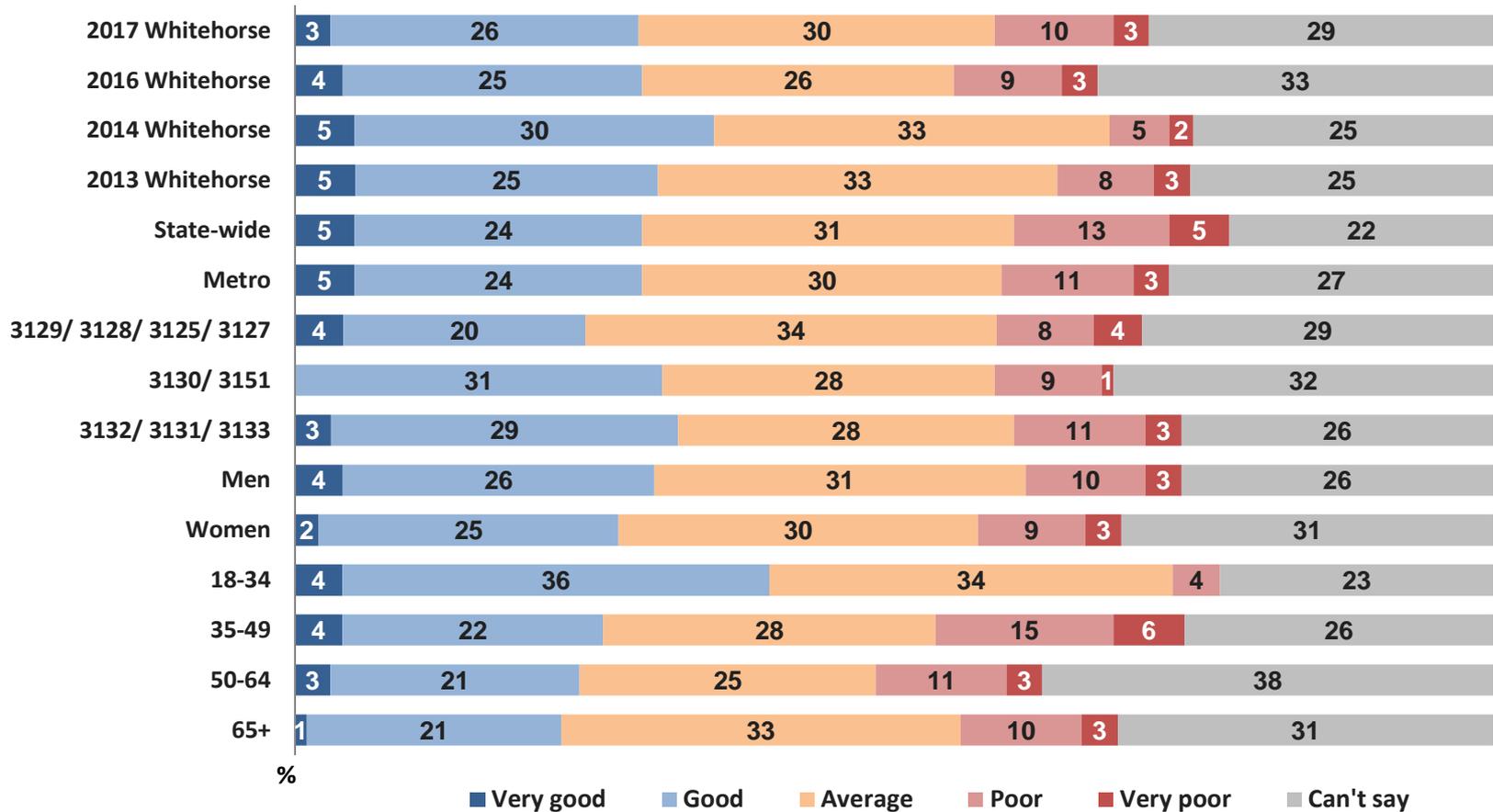
Note: Please see page 5 for explanation about significant differences

# 2017 LOBBYING ON BEHALF OF THE COMMUNITY

## PERFORMANCE DETAILED PERCENTAGES



### 2017 Lobbying Performance



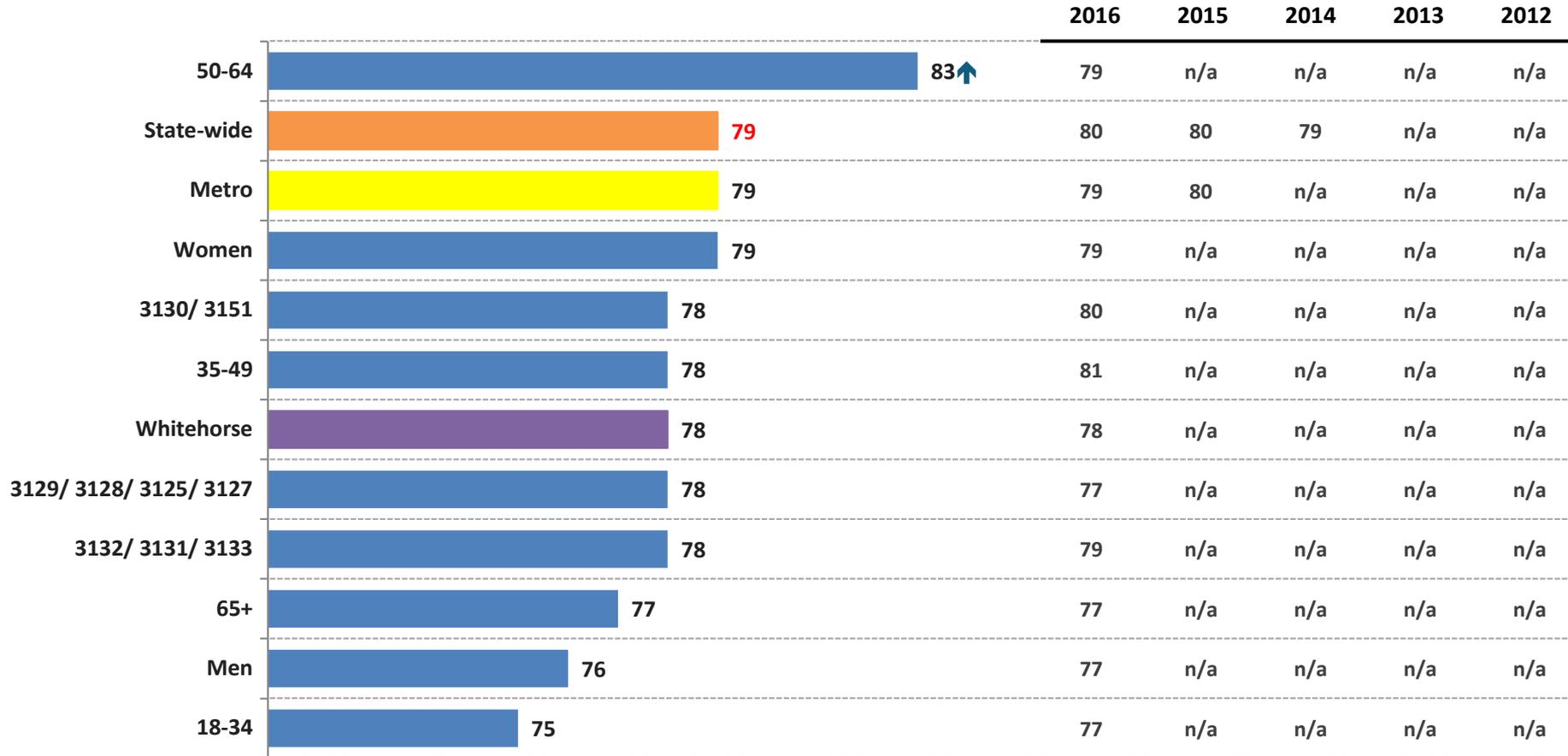
Q2. How has Council performed on 'lobbying on behalf of the community' over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 68 Councils asked group: 18

# 2017 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY

## IMPORTANCE INDEX SCORES



### 2017 Community Decisions Made Importance



Q1. Firstly, how important should 'decisions made in the interest of the community' be as a responsibility for Council?

Base: All respondents. Councils asked state-wide: 15 Councils asked group: 7

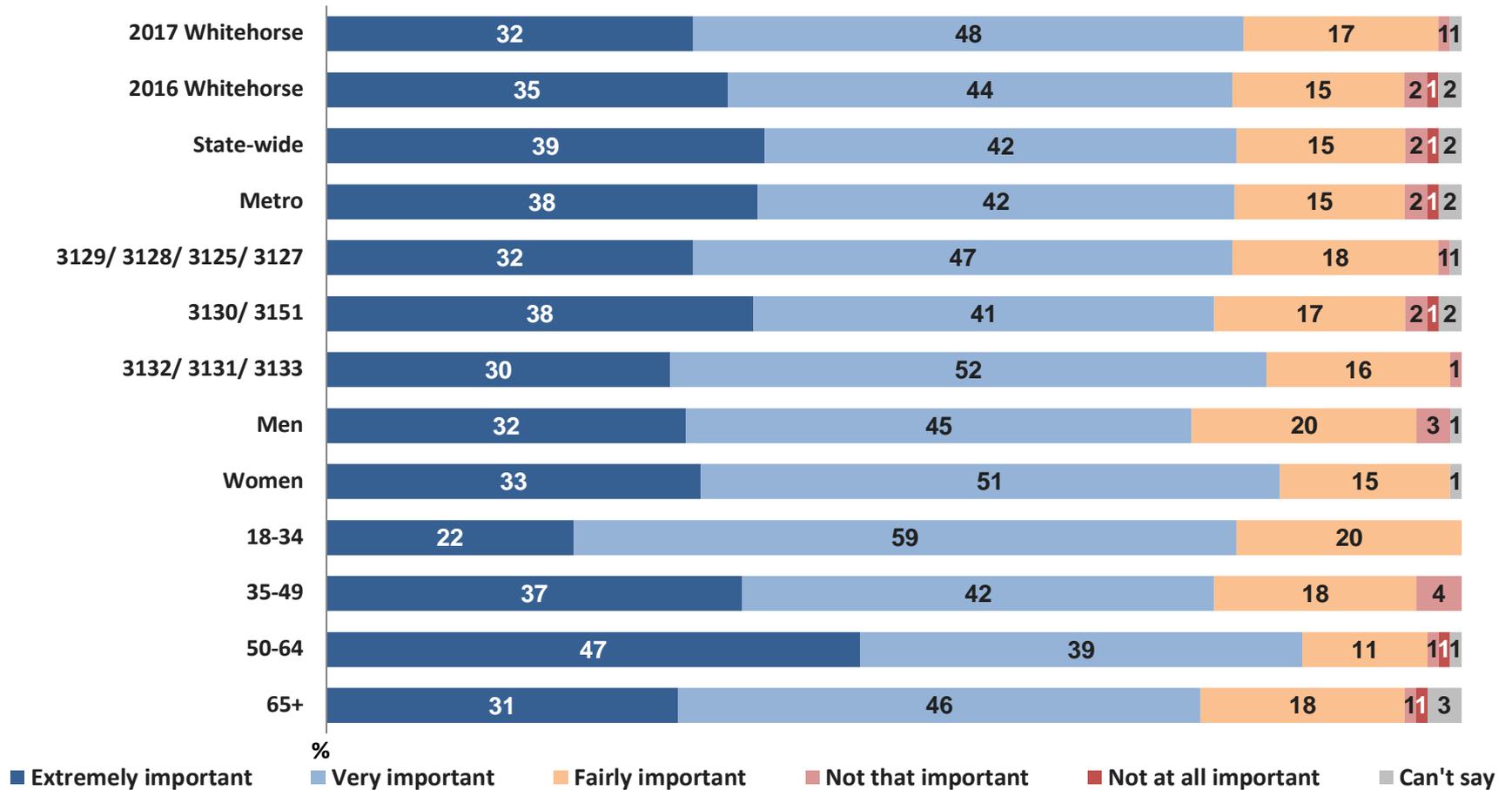
Note: Please see page 5 for explanation about significant differences

# 2017 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY

## IMPORTANCE DETAILED PERCENTAGES



*2017 Community Decisions Made Importance*



Q1. Firstly, how important should 'decisions made in the interest of the community' be as a responsibility for Council?  
 Base: All respondents. Councils asked state-wide: 15 Councils asked group: 7

# 2017 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY

## PERFORMANCE INDEX SCORES



### 2017 Community Decisions Made Performance

		2016	2015	2014	2013	2012
18-34	66↑	62	n/a	n/a	n/a	n/a
3130/ 3151	62	55	n/a	n/a	n/a	n/a
3132/ 3131/ 3133	61	63	n/a	n/a	n/a	n/a
Women	59	58	n/a	n/a	n/a	n/a
Whitehorse	59	57	n/a	n/a	n/a	n/a
Men	58	55	n/a	n/a	n/a	n/a
Metro	58	59	59	n/a	n/a	n/a
35-49	56	53	n/a	n/a	n/a	n/a
65+	55	56	n/a	n/a	n/a	n/a
50-64	54	52	n/a	n/a	n/a	n/a
State-wide	54↓	54	55	57	n/a	n/a
3129/ 3128/ 3125/ 3127	54↓	51	n/a	n/a	n/a	n/a

Q2. How has Council performed on 'decisions made in the interest of the community' over the last 12 months?

Base: All respondents. Councils asked state-wide: 68 Councils asked group: 18

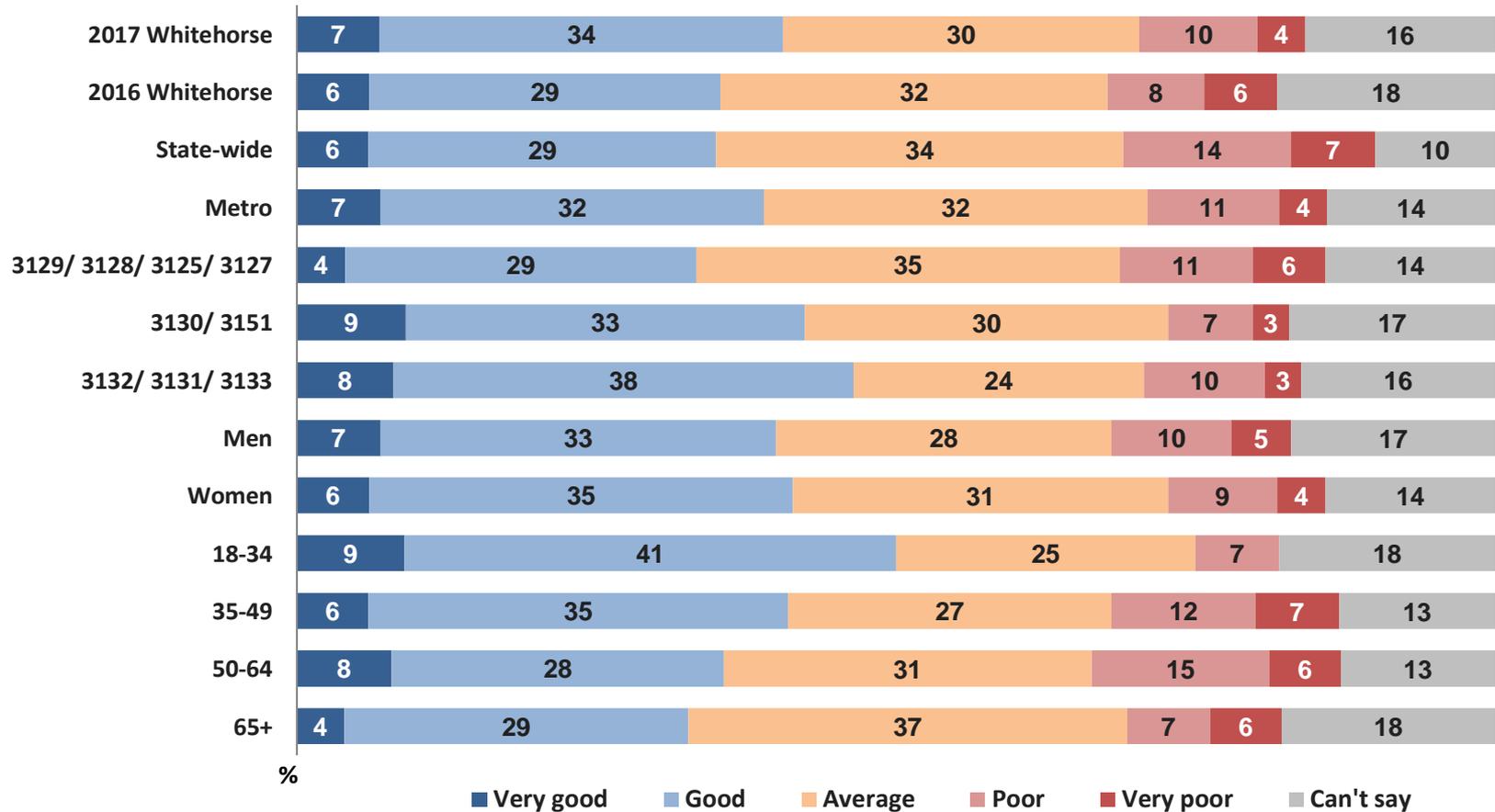
Note: Please see page 5 for explanation about significant differences

# 2017 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY

## PERFORMANCE DETAILED PERCENTAGES



### 2017 Community Decisions Made Performance



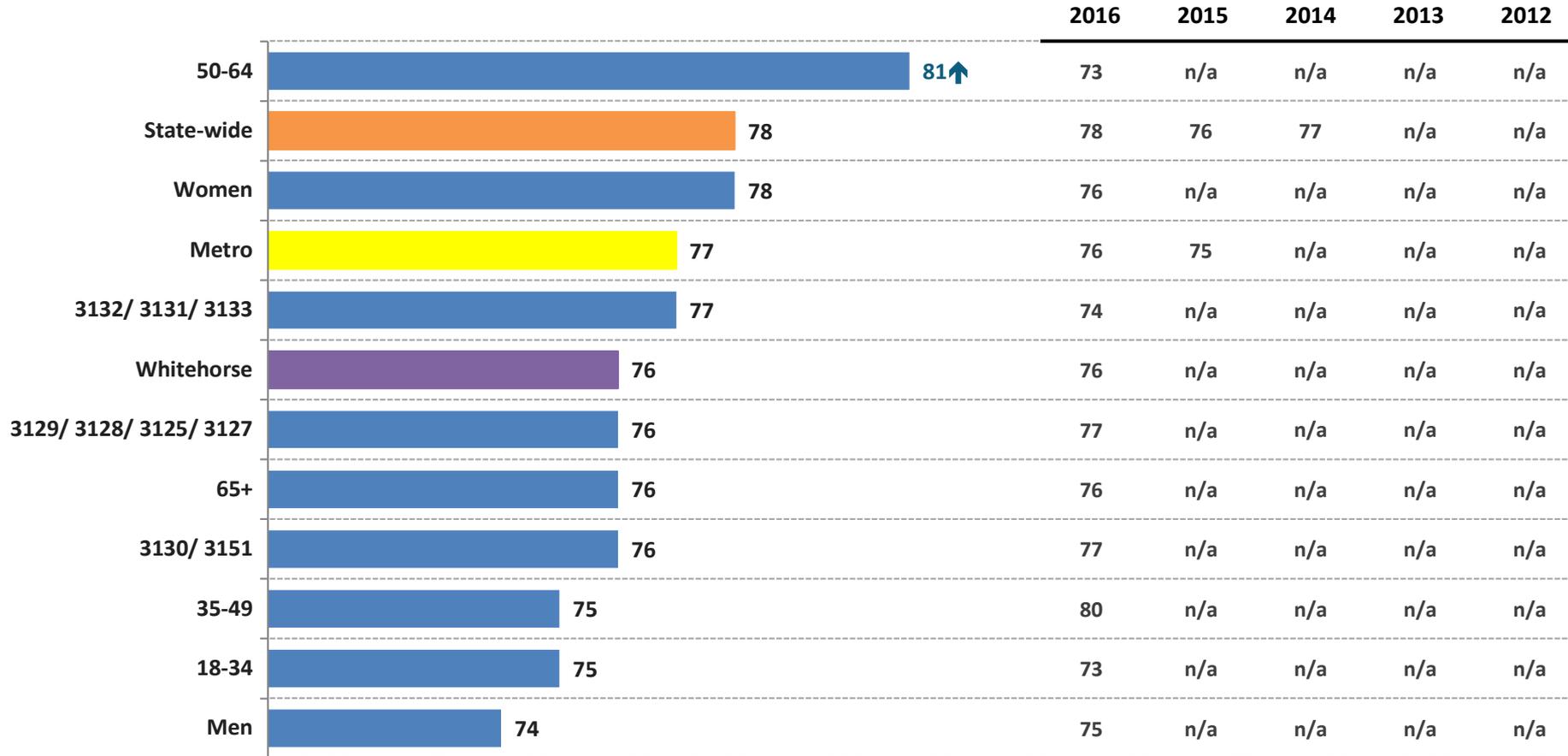
Q2. How has Council performed on 'decisions made in the interest of the community' over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 68 Councils asked group: 18

# 2017 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA

## IMPORTANCE INDEX SCORES



### 2017 Sealed Local Roads Importance



Q1. Firstly, how important should 'the condition of sealed local roads in your area' be as a responsibility for Council?

Base: All respondents. Councils asked state-wide: 17 Councils asked group: 8

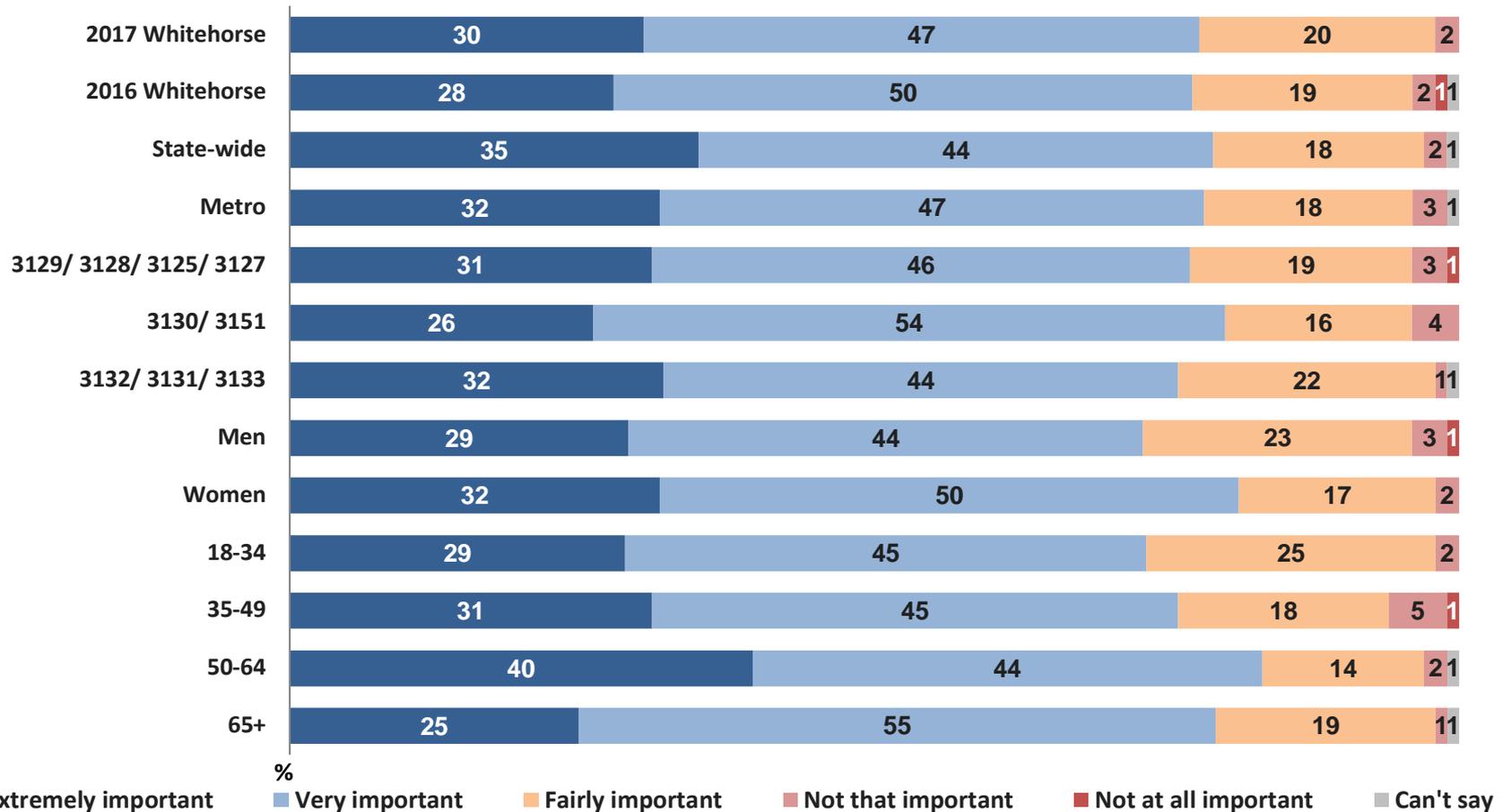
Note: Please see page 5 for explanation about significant differences

# 2017 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA

## IMPORTANCE DETAILED PERCENTAGES



### 2017 Sealed Local Roads Importance



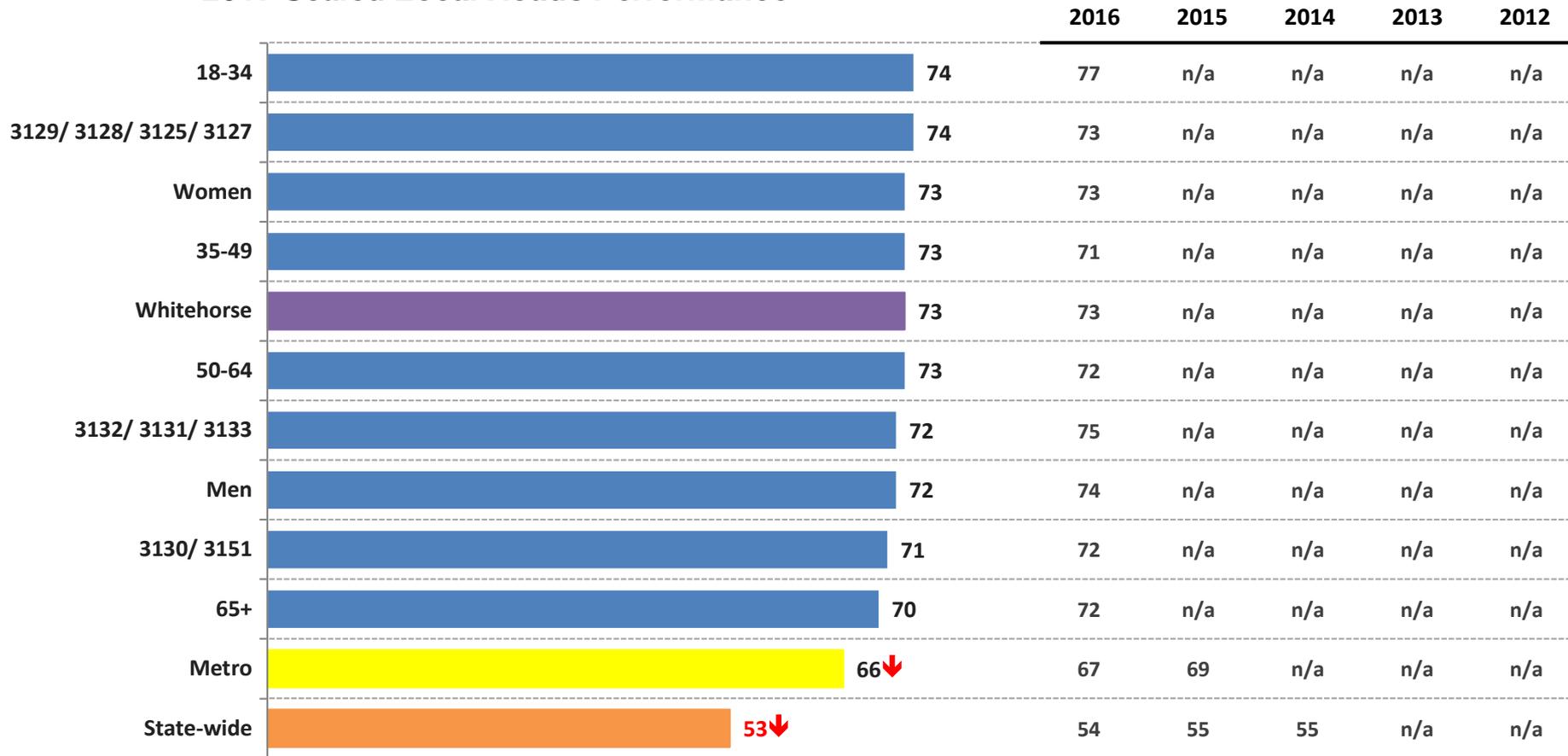
Q1. Firstly, how important should 'the condition of sealed local roads in your area' be as a responsibility for Council?  
 Base: All respondents. Councils asked state-wide: 17 Councils asked group: 8

# 2017 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA

## PERFORMANCE INDEX SCORES



### 2017 Sealed Local Roads Performance



Q2. How has Council performed on 'the condition of sealed local roads in your area' over the last 12 months?

Base: All respondents. Councils asked state-wide: 68 Councils asked group: 18

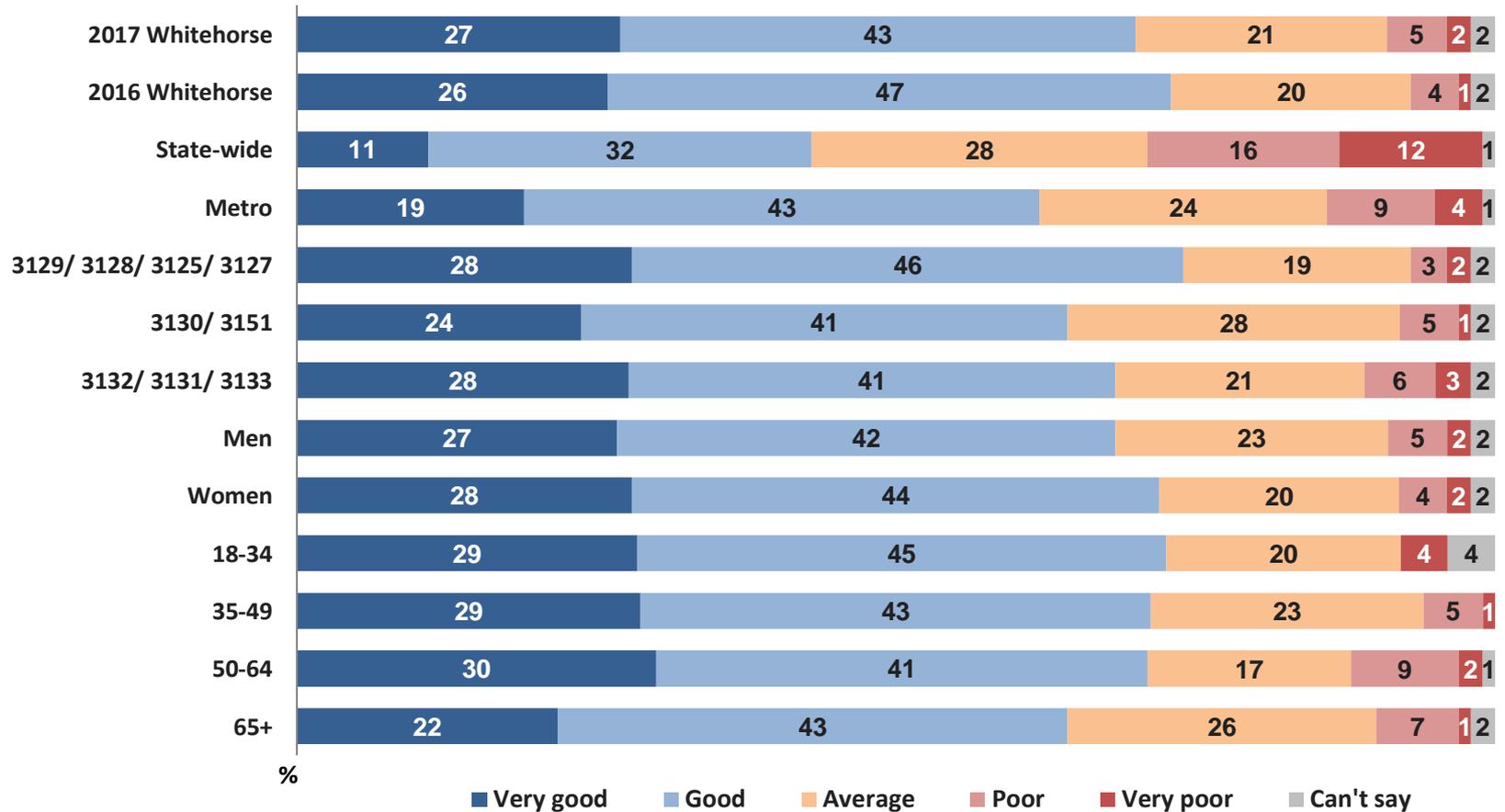
Note: Please see page 5 for explanation about significant differences

# 2017 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA

## PERFORMANCE DETAILED PERCENTAGES



### 2017 Sealed Local Roads Performance



Q2. How has Council performed on 'the condition of sealed local roads in your area' over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 68 Councils asked group: 18

# 2017 INFORMING THE COMMUNITY

## IMPORTANCE INDEX SCORES

### 2017 Informing Community Importance

	2016	2015	2014	2013	2012
50-64	76	77	n/a	n/a	n/a
Women	75↑	79	n/a	n/a	n/a
State-wide	74↑	76	75	75	75
Metro	73	74	73	n/a	n/a
65+	73	75	n/a	n/a	n/a
3130/ 3151	72	75	n/a	n/a	n/a
3132/ 3131/ 3133	72	74	n/a	n/a	n/a
Whitehorse	71	74	n/a	n/a	n/a
3129/ 3128/ 3125/ 3127	70	74	n/a	n/a	n/a
18-34	70	76	n/a	n/a	n/a
35-49	68	70	n/a	n/a	n/a
Men	68	70	n/a	n/a	n/a

Q1. Firstly, how important should 'informing the community' be as a responsibility for Council?

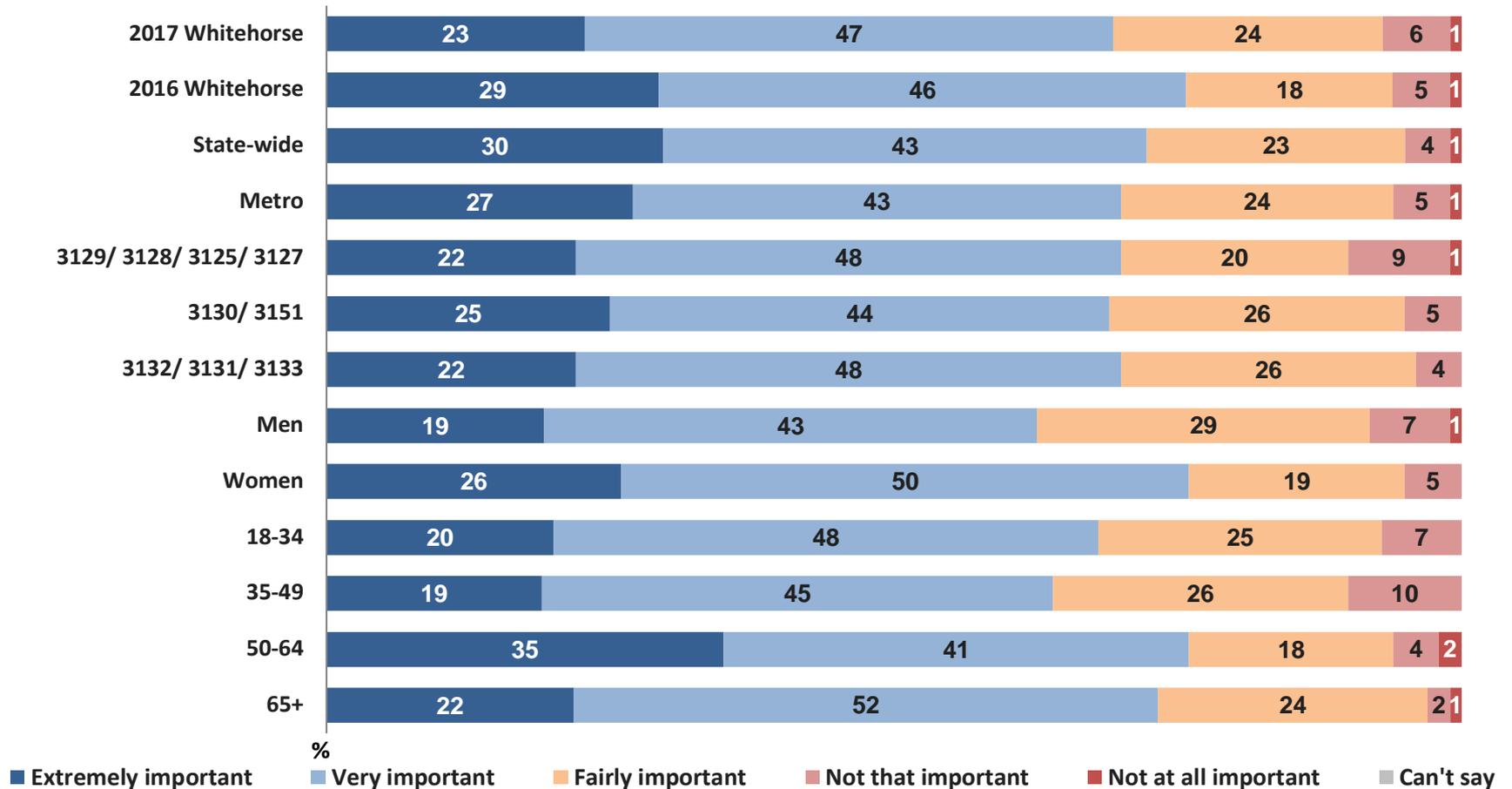
Base: All respondents. Councils asked state-wide: 24 Councils asked group: 9

Note: Please see page 5 for explanation about significant differences

# 2017 INFORMING THE COMMUNITY

## IMPORTANCE DETAILED PERCENTAGES

### 2017 Informing Community Importance



Q1. Firstly, how important should 'informing the community' be as a responsibility for Council?  
 Base: All respondents. Councils asked state-wide: 24 Councils asked group: 9

# 2017 INFORMING THE COMMUNITY

## PERFORMANCE INDEX SCORES



### 2017 Informing Community Performance

		2016	2015	2014	2013	2012
Women	63	62	n/a	n/a	n/a	n/a
65+	63	60	n/a	n/a	n/a	n/a
3132/ 3131/ 3133	63	67	n/a	n/a	n/a	n/a
35-49	62	56	n/a	n/a	n/a	n/a
Metro	61	63	64	n/a	n/a	n/a
Whitehorse	61	61	n/a	n/a	n/a	n/a
3130/ 3151	61	59	n/a	n/a	n/a	n/a
18-34	60	66	n/a	n/a	n/a	n/a
3129/ 3128/ 3125/ 3127	59	57	n/a	n/a	n/a	n/a
State-wide	59	59	61	62	61	60
50-64	58	60	n/a	n/a	n/a	n/a
Men	58	60	n/a	n/a	n/a	n/a

Q2. How has Council performed on 'informing the community' over the last 12 months?

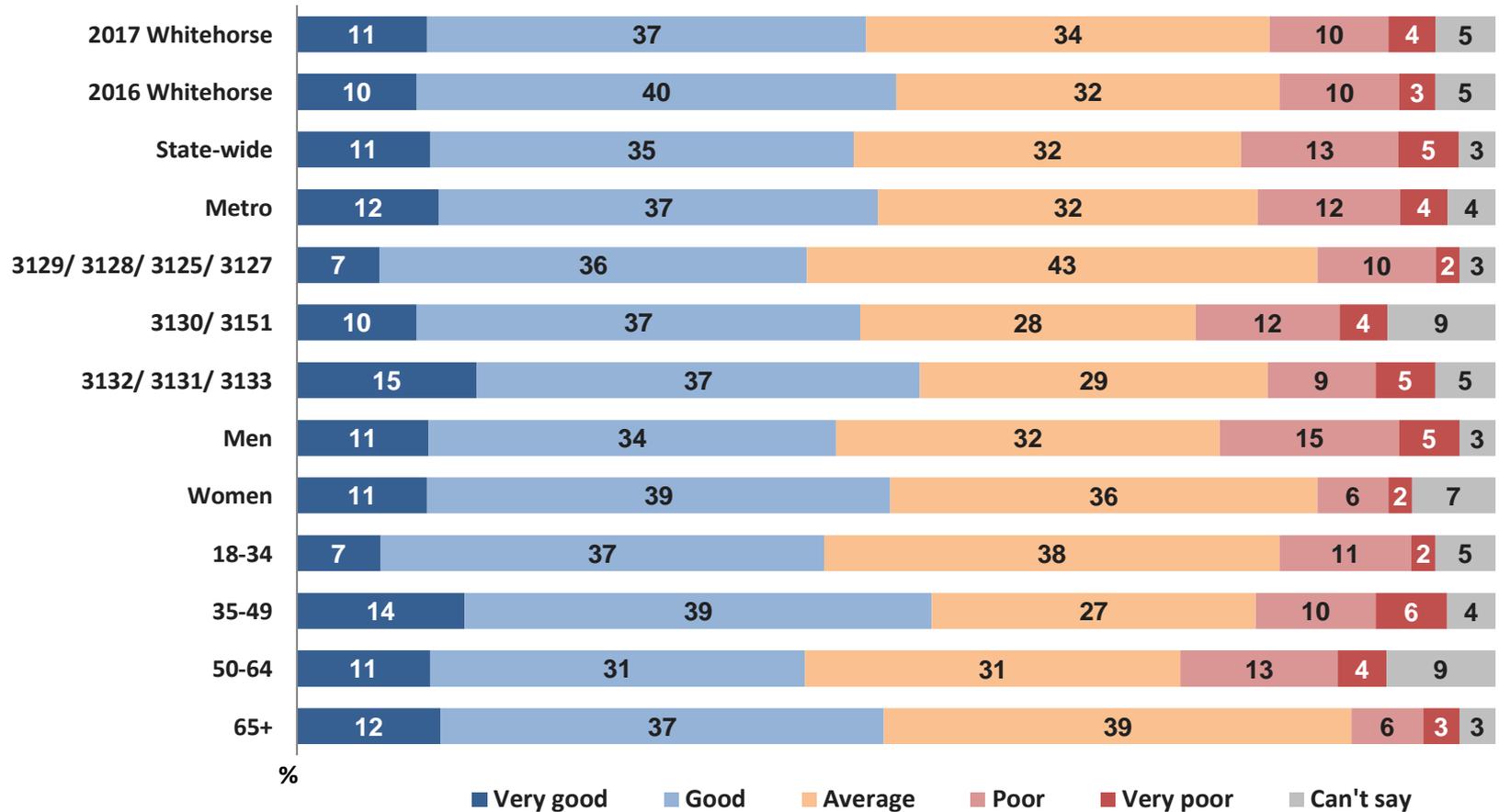
Base: All respondents. Councils asked state-wide: 36 Councils asked group: 13

Note: Please see page 5 for explanation about significant differences

# 2017 INFORMING THE COMMUNITY

## PERFORMANCE DETAILED PERCENTAGES

### 2017 Informing Community Performance



Q2. How has Council performed on 'informing the community' over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 36 Councils asked group: 13

# 2017 ENFORCEMENT OF LOCAL LAWS

## IMPORTANCE INDEX SCORES

### 2017 Law Enforcement Importance

		2016	2015	2014	2013	2012
65+	75	71	n/a	n/a	76	n/a
Women	74	75	n/a	n/a	75	n/a
3129/ 3128/ 3125/ 3127	73	74	n/a	n/a	n/a	n/a
Metro	72	71	72	n/a	n/a	n/a
3132/ 3131/ 3133	72	71	n/a	n/a	n/a	n/a
18-34	72	75	n/a	n/a	71	n/a
Whitehorse	72	72	n/a	n/a	71	n/a
State-wide	71	70	71	70	71	70
50-64	70	74	n/a	n/a	72	n/a
35-49	69	71	n/a	n/a	66	n/a
3130/ 3151	69	73	n/a	n/a	n/a	n/a
Men	69	70	n/a	n/a	67	n/a

Q1. Firstly, how important should 'enforcement of local laws' be as a responsibility for Council?

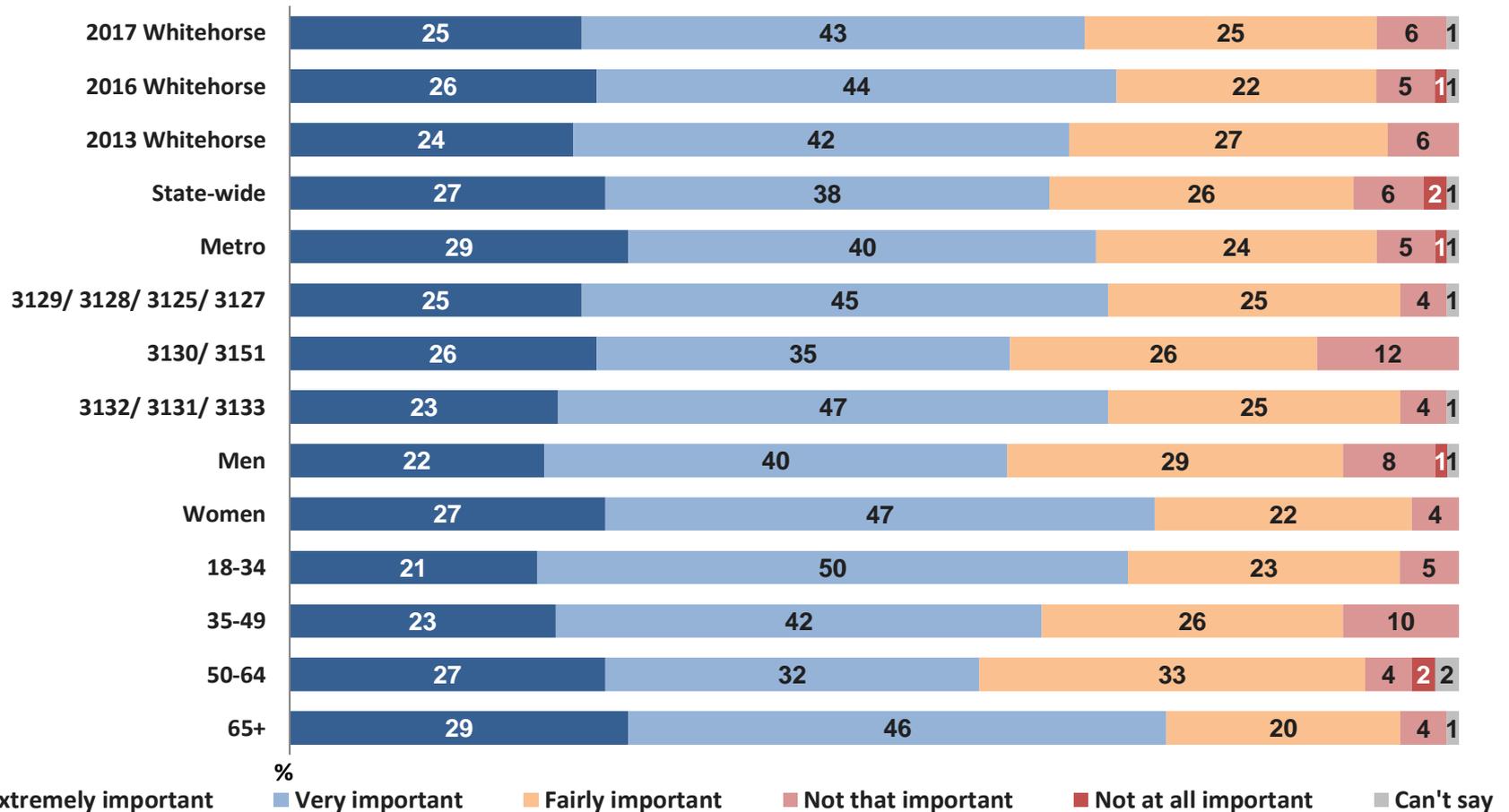
Base: All respondents. Councils asked state-wide: 23 Councils asked group: 10

Note: Please see page 5 for explanation about significant differences

# 2017 ENFORCEMENT OF LOCAL LAWS

## IMPORTANCE DETAILED PERCENTAGES

### 2017 Law Enforcement Importance

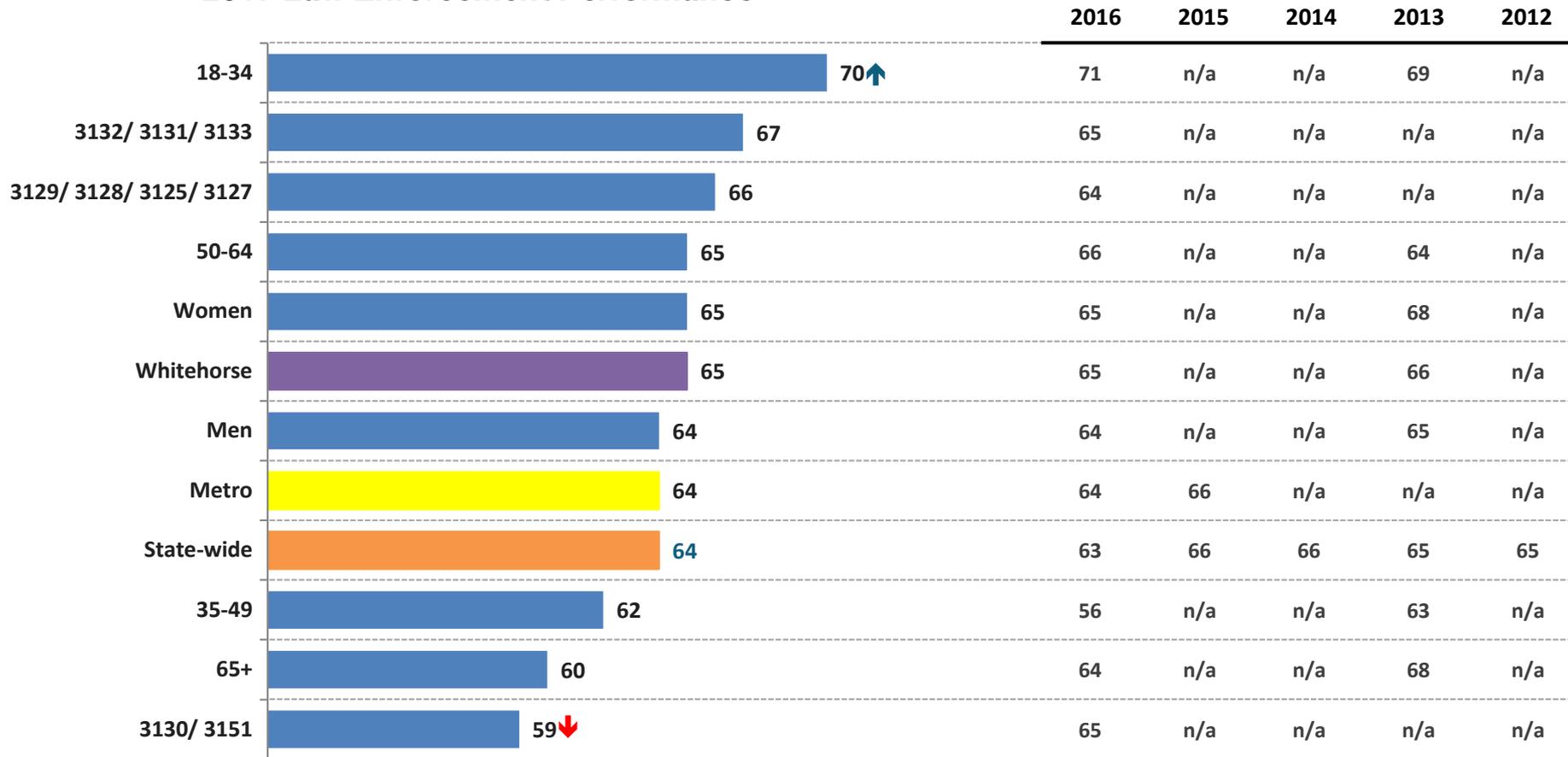


Q1. Firstly, how important should 'enforcement of local laws' be as a responsibility for Council?  
 Base: All respondents. Councils asked state-wide: 23 Councils asked group: 10

# 2017 ENFORCEMENT OF LOCAL LAWS

## PERFORMANCE INDEX SCORES

### 2017 Law Enforcement Performance



Q2. How has Council performed on 'enforcement of local laws' over the last 12 months?

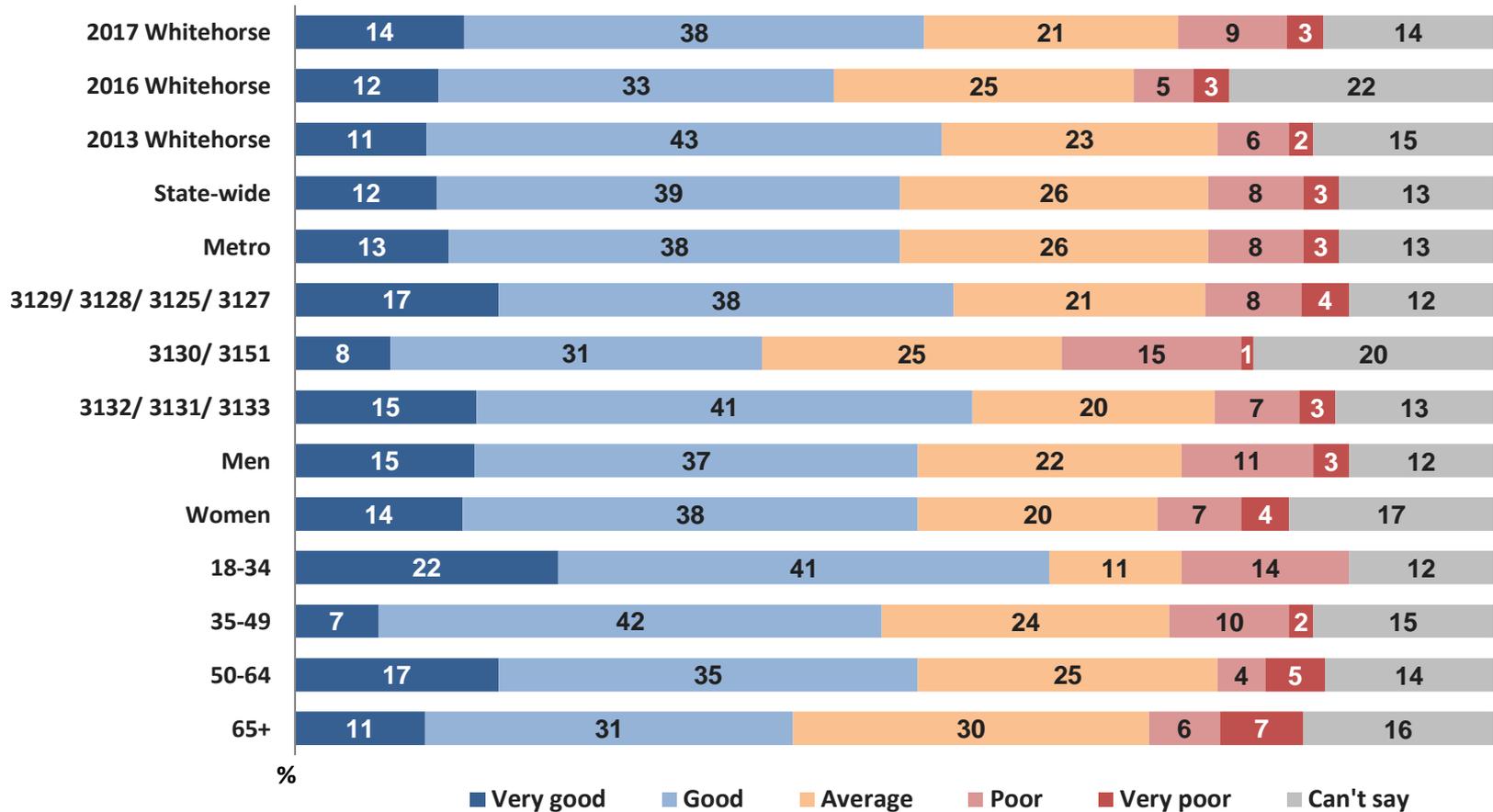
Base: All respondents. Councils asked state-wide: 32 Councils asked group: 13

Note: Please see page 5 for explanation about significant differences

# 2017 ENFORCEMENT OF LOCAL LAWS

## PERFORMANCE DETAILED PERCENTAGES

### 2017 Law Enforcement Performance



Q2. How has Council performed on 'enforcement of local laws' over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 32 Councils asked group: 13

# 2017 FAMILY SUPPORT SERVICES

## IMPORTANCE INDEX SCORES



### 2017 Family Support Importance

		2016	2015	2014	2013	2012
18-34	81↑	77	n/a	n/a	67	n/a
Women	78	78	n/a	n/a	75	n/a
3130/ 3151	77	71	n/a	n/a	n/a	n/a
Whitehorse	75	73	n/a	n/a	69	n/a
3129/ 3128/ 3125/ 3127	75	73	n/a	n/a	n/a	n/a
3132/ 3131/ 3133	74	76	n/a	n/a	n/a	n/a
Metro	73	73	72	n/a	n/a	n/a
State-wide	73	73	73	72	73	73
50-64	73	74	n/a	n/a	71	n/a
65+	72	70	n/a	n/a	74	n/a
Men	72	69	n/a	n/a	63	n/a
35-49	71	73	n/a	n/a	68	n/a

Q1. Firstly, how important should 'family support services' be as a responsibility for Council?

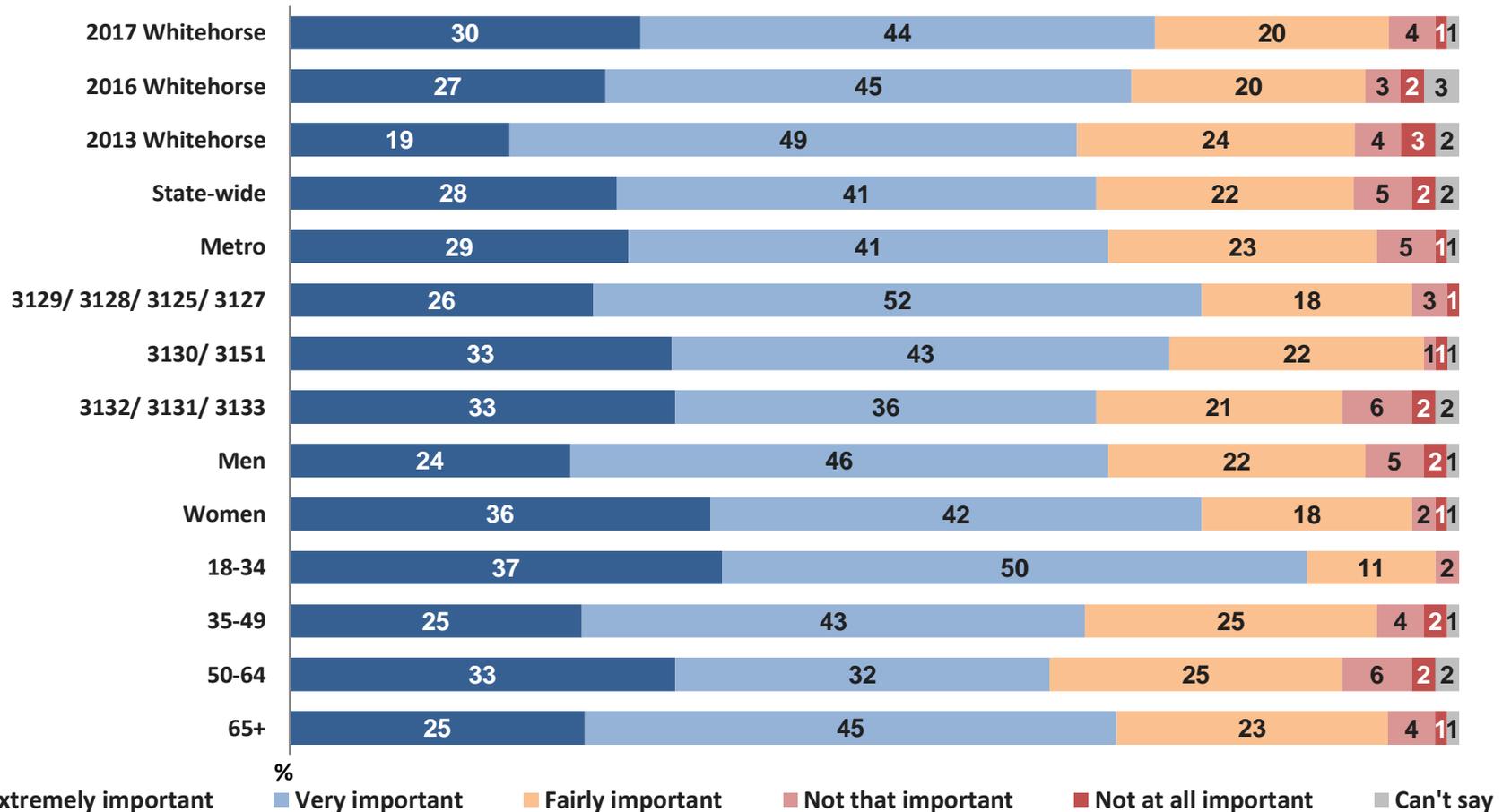
Base: All respondents. Councils asked state-wide: 21 Councils asked group: 7

Note: Please see page 5 for explanation about significant differences

# 2017 FAMILY SUPPORT SERVICES

## IMPORTANCE DETAILED PERCENTAGES

### 2017 Family Support Importance



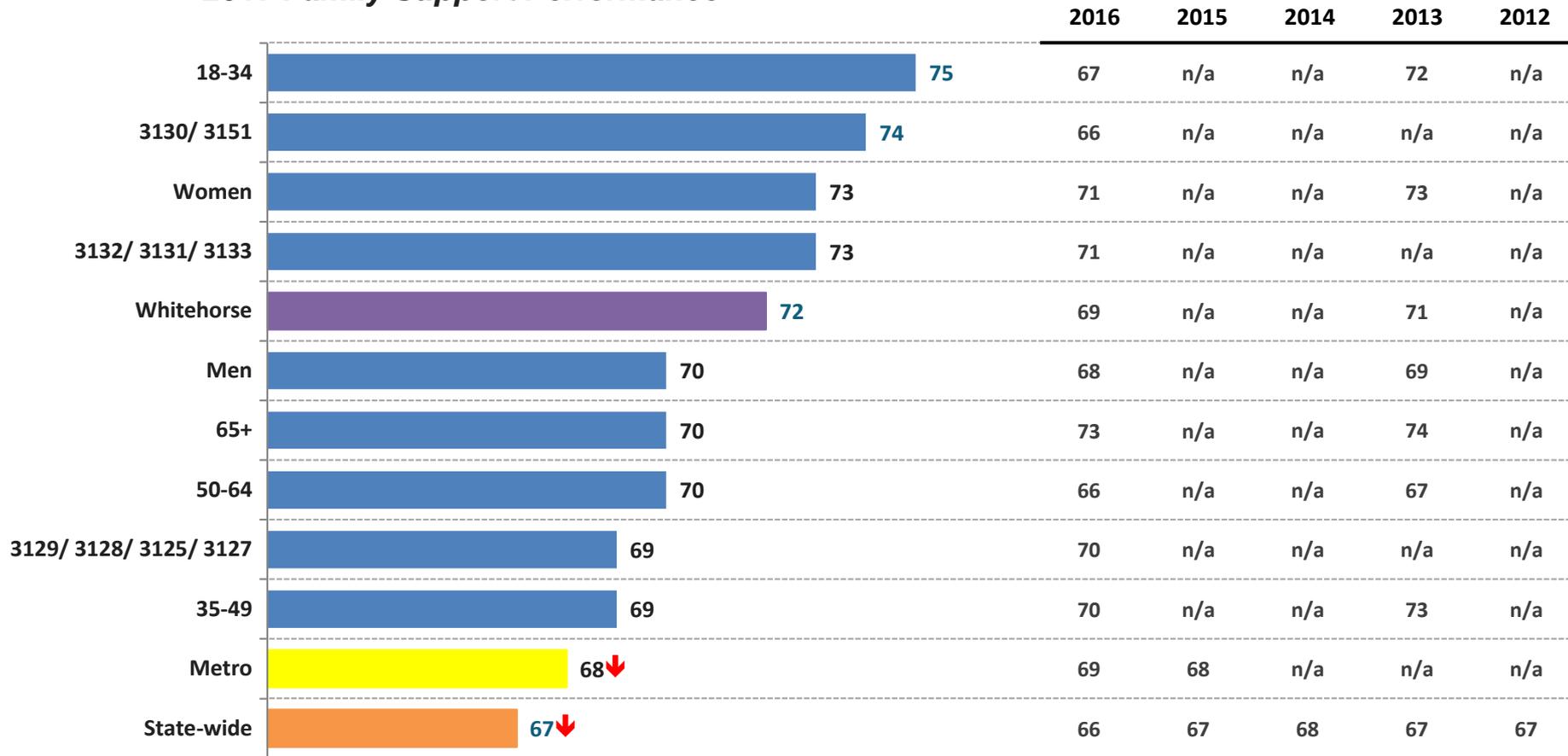
Q1. Firstly, how important should 'family support services' be as a responsibility for Council?  
 Base: All respondents. Councils asked state-wide: 21 Councils asked group: 7

# 2017 FAMILY SUPPORT SERVICES

## PERFORMANCE INDEX SCORES



### 2017 Family Support Performance



Q2. How has Council performed on 'family support services' over the last 12 months?

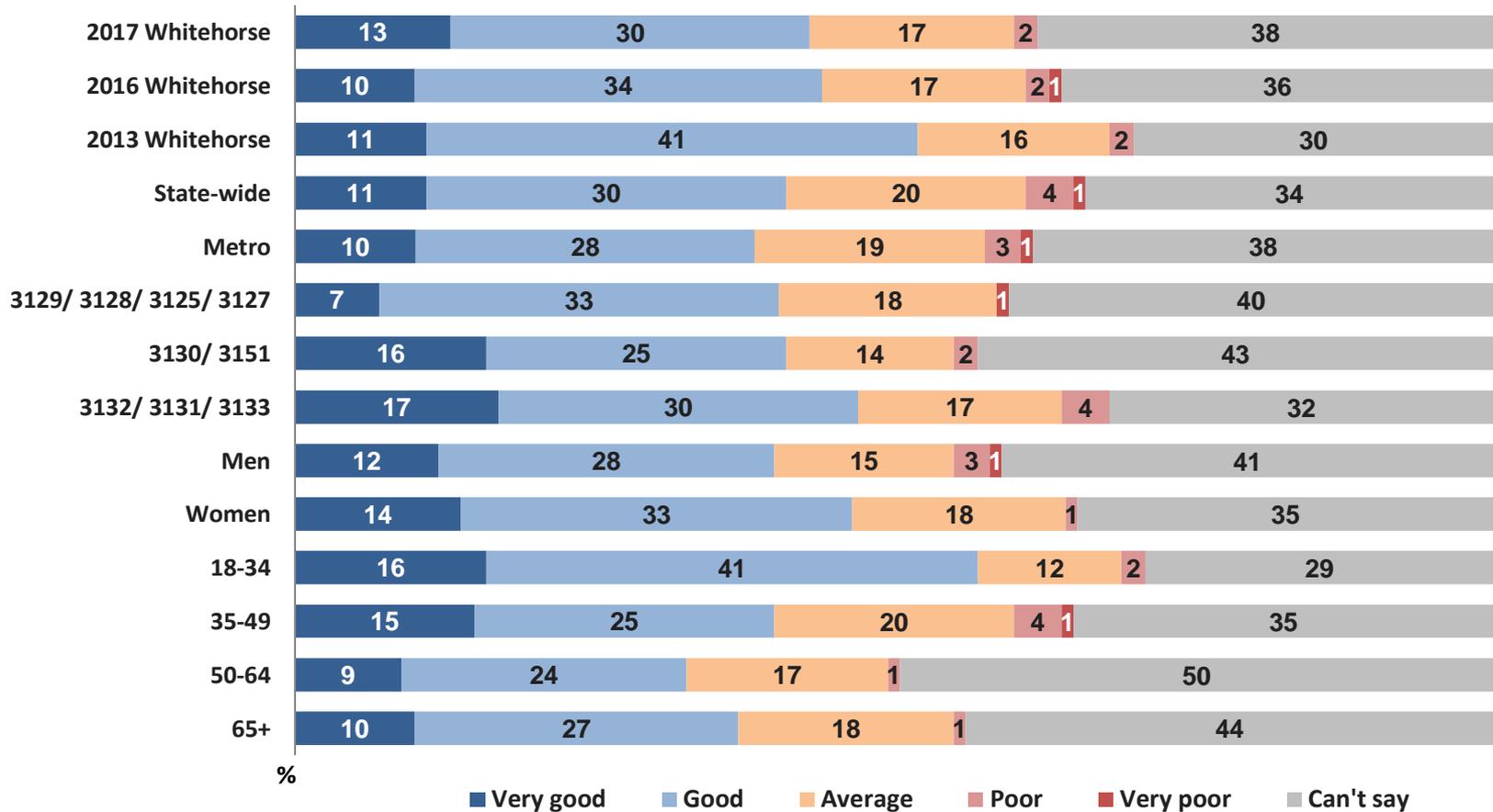
Base: All respondents. Councils asked state-wide: 32 Councils asked group: 11

Note: Please see page 5 for explanation about significant differences

# 2017 FAMILY SUPPORT SERVICES

## PERFORMANCE DETAILED PERCENTAGES

### 2017 Family Support Performance



Q2. How has Council performed on 'family support services' over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 32 Councils asked group: 11

# 2017 ELDERLY SUPPORT SERVICES IMPORTANCE INDEX SCORES



## 2017 Elderly Support Importance

		2016	2015	2014	2013	2012
Women	82	82	n/a	n/a	81	n/a
50-64	81	81	n/a	n/a	80	n/a
3132/ 3131/ 3133	81	79	n/a	n/a	n/a	n/a
3130/ 3151	79	77	n/a	n/a	n/a	n/a
65+	79	79	n/a	n/a	79	n/a
Whitehorse	79	79	n/a	n/a	77	n/a
18-34	78	79	n/a	n/a	75	n/a
35-49	78	77	n/a	n/a	74	n/a
State-wide	78	78	79	79	79	80
Metro	77↓	78	78	n/a	n/a	n/a
3129/ 3128/ 3125/ 3127	77	80	n/a	n/a	n/a	n/a
Men	76	74	n/a	n/a	72	n/a

Q1. Firstly, how important should 'elderly support services' be as a responsibility for Council?

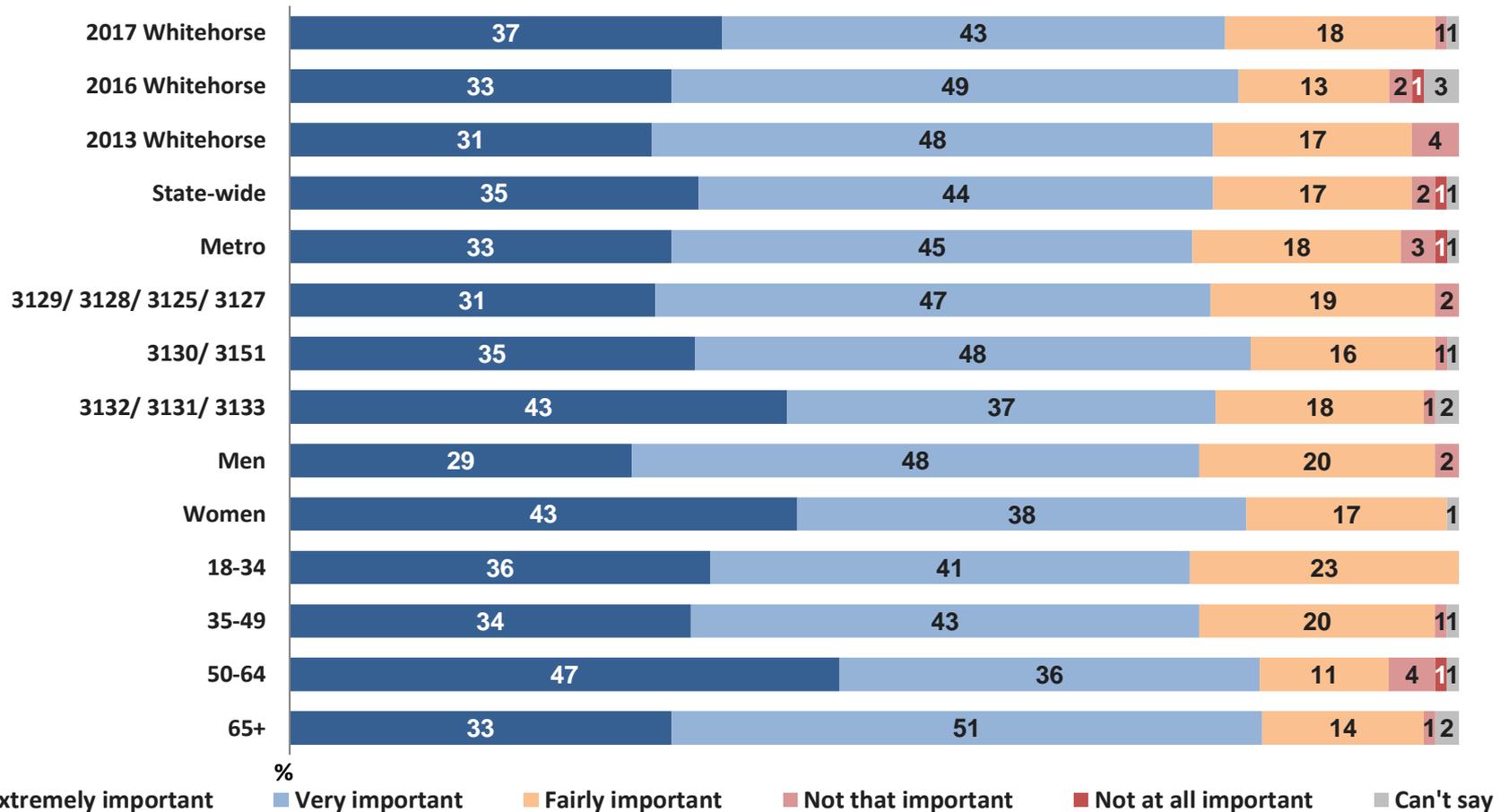
Base: All respondents. Councils asked state-wide: 24 Councils asked group: 10

Note: Please see page 5 for explanation about significant differences

# 2017 ELDERLY SUPPORT SERVICES

## IMPORTANCE DETAILED PERCENTAGES

### 2017 Elderly Support Importance



Q1. Firstly, how important should 'elderly support services' be as a responsibility for Council?  
 Base: All respondents. Councils asked state-wide: 24 Councils asked group: 10

# 2017 ELDERLY SUPPORT SERVICES

## PERFORMANCE INDEX SCORES



### 2017 Elderly Support Performance

		2016	2015	2014	2013	2012
65+	73	75	n/a	n/a	77	n/a
3132/ 3131/ 3133	71	73	n/a	n/a	n/a	n/a
3130/ 3151	70	70	n/a	n/a	n/a	n/a
Men	70	67	n/a	n/a	69	n/a
Whitehorse	69	70	n/a	n/a	72	n/a
18-34	68	70	n/a	n/a	71	n/a
State-wide	68	68	69	70	69	69
Women	68	73	n/a	n/a	74	n/a
Metro	67	69	69	n/a	n/a	n/a
50-64	67	72	n/a	n/a	69	n/a
35-49	66	60	n/a	n/a	68	n/a
3129/ 3128/ 3125/ 3127	66	68	n/a	n/a	n/a	n/a

Q2. How has Council performed on 'elderly support services' over the last 12 months?

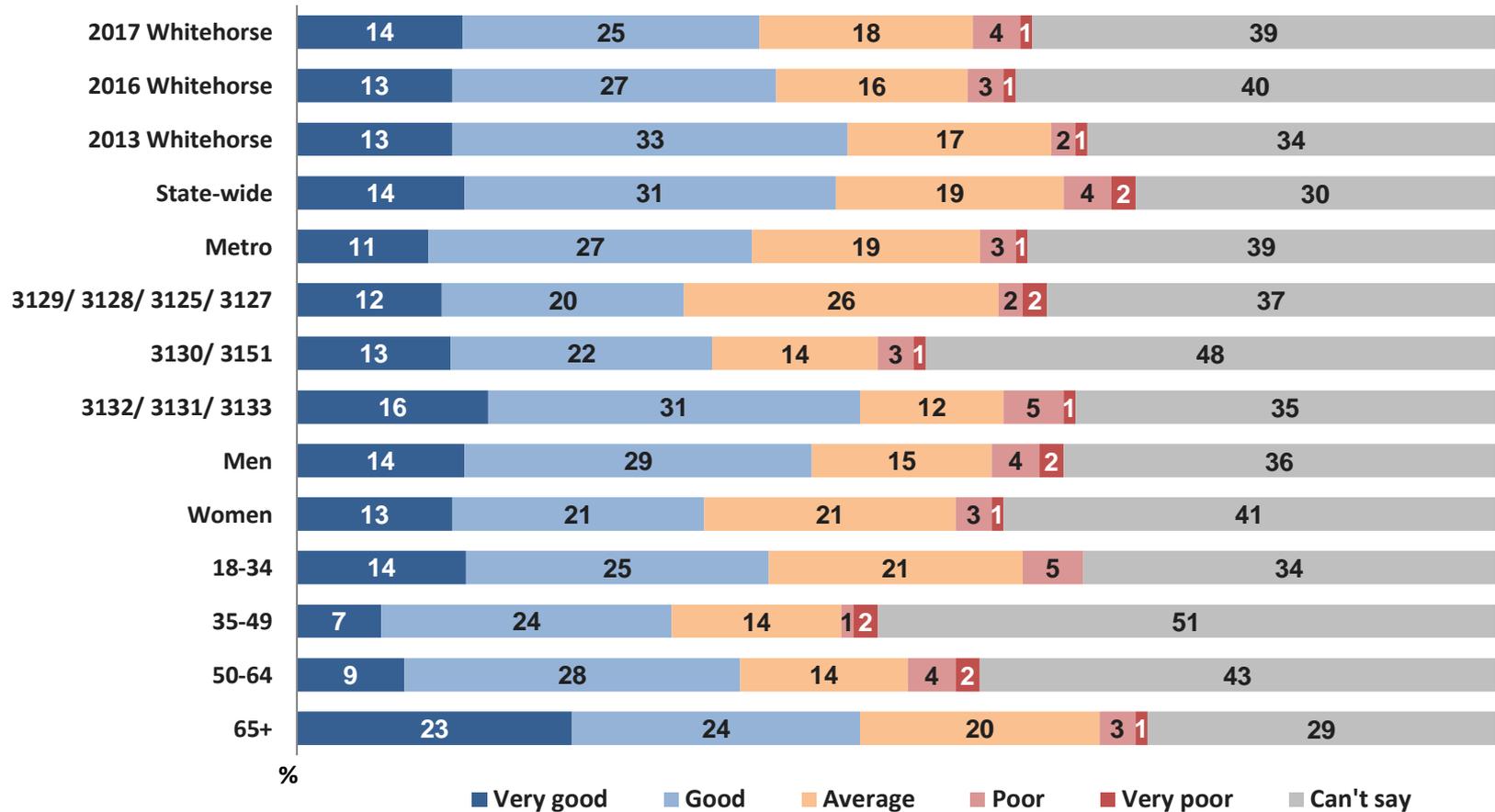
Base: All respondents. Councils asked state-wide: 35 Councils asked group: 13

Note: Please see page 5 for explanation about significant differences

# 2017 ELDERLY SUPPORT SERVICES

## PERFORMANCE DETAILED PERCENTAGES

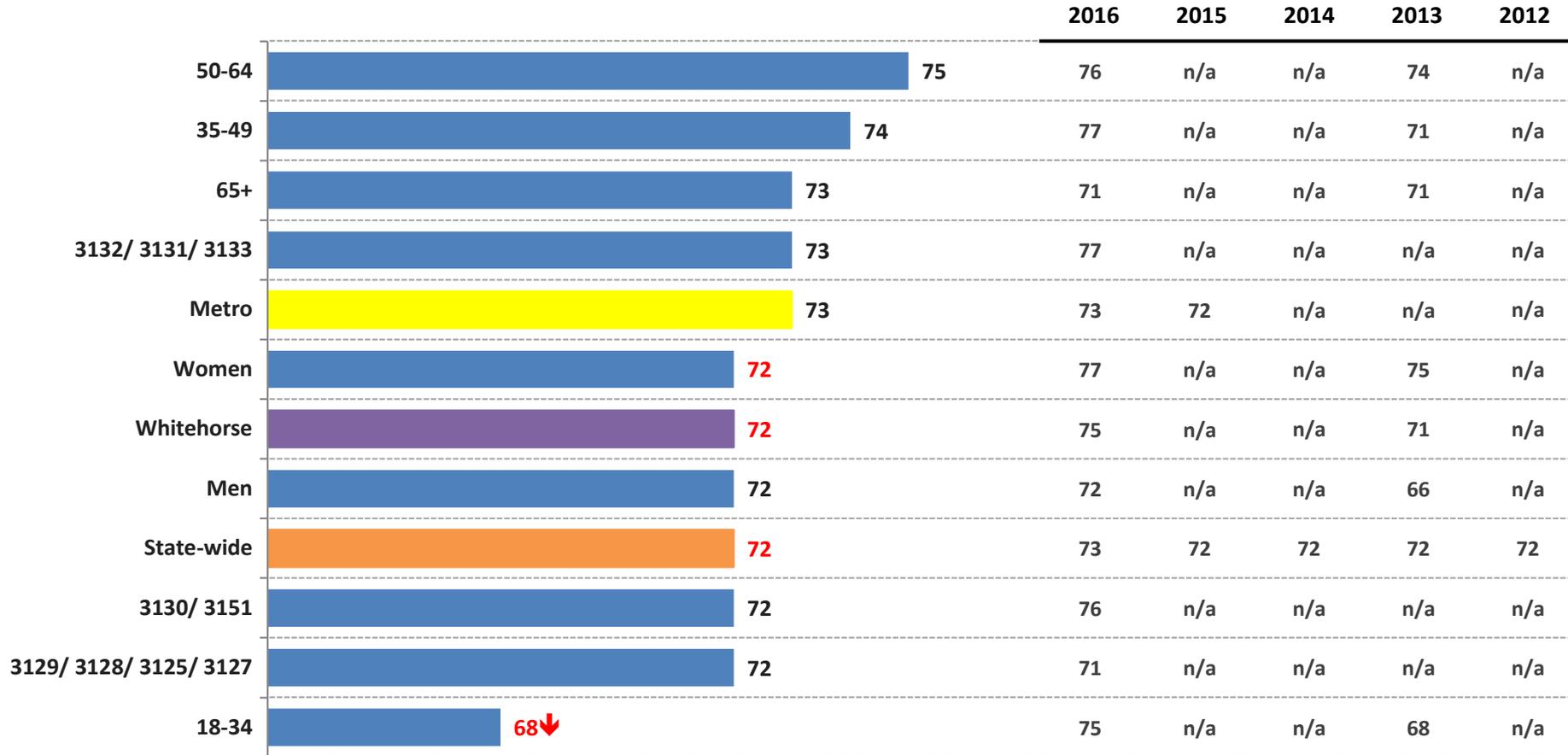
### 2017 Elderly Support Performance



Q2. How has Council performed on 'elderly support services' over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 35 Councils asked group: 13

# 2017 RECREATIONAL FACILITIES IMPORTANCE INDEX SCORES

## 2017 Recreational Facilities Importance



Q1. Firstly, how important should 'recreational facilities' be as a responsibility for Council?

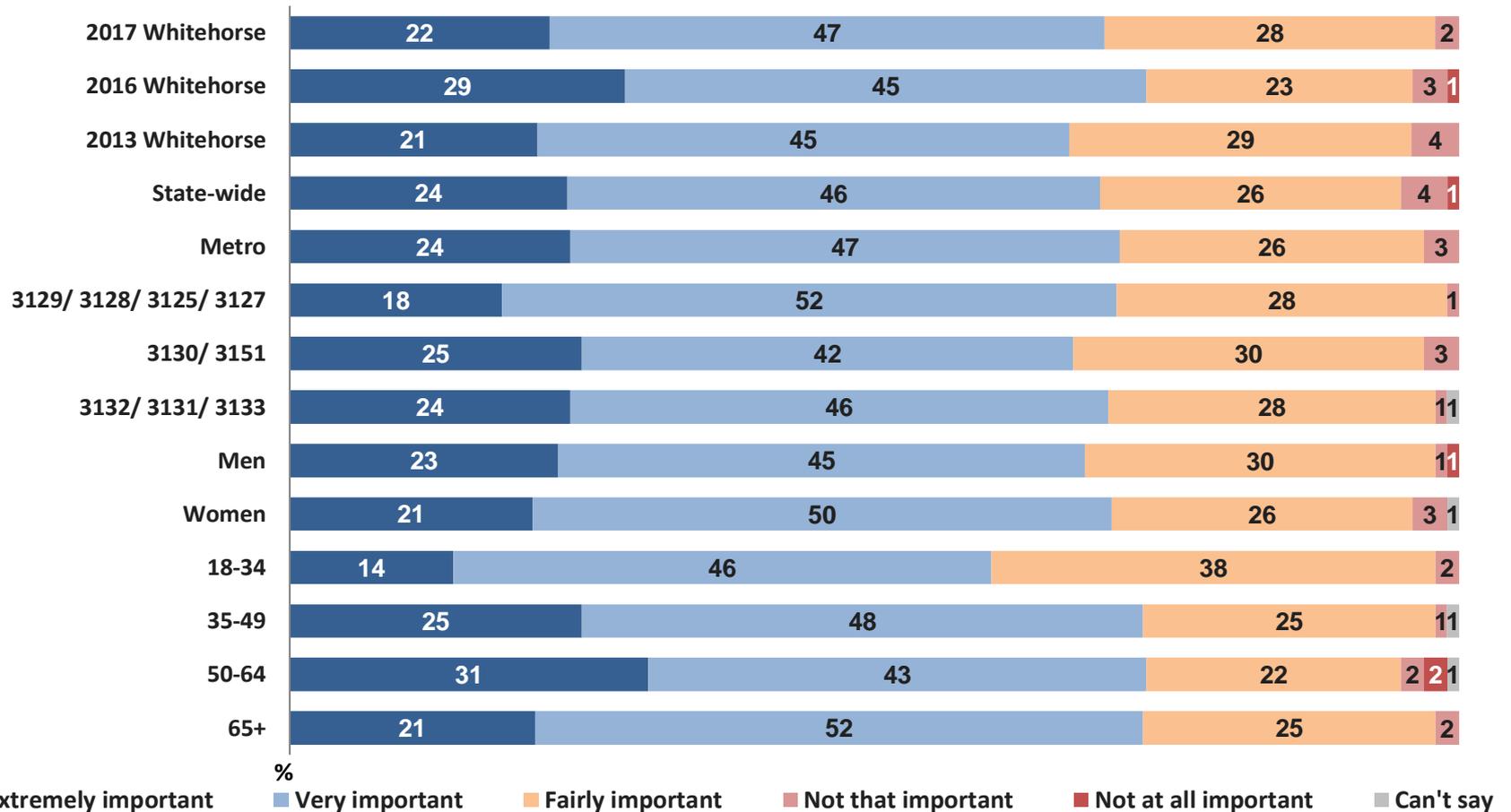
Base: All respondents. Councils asked state-wide: 27 Councils asked group: 10

Note: Please see page 5 for explanation about significant differences

# 2017 RECREATIONAL FACILITIES

## IMPORTANCE DETAILED PERCENTAGES

### 2017 Recreational Facilities Importance



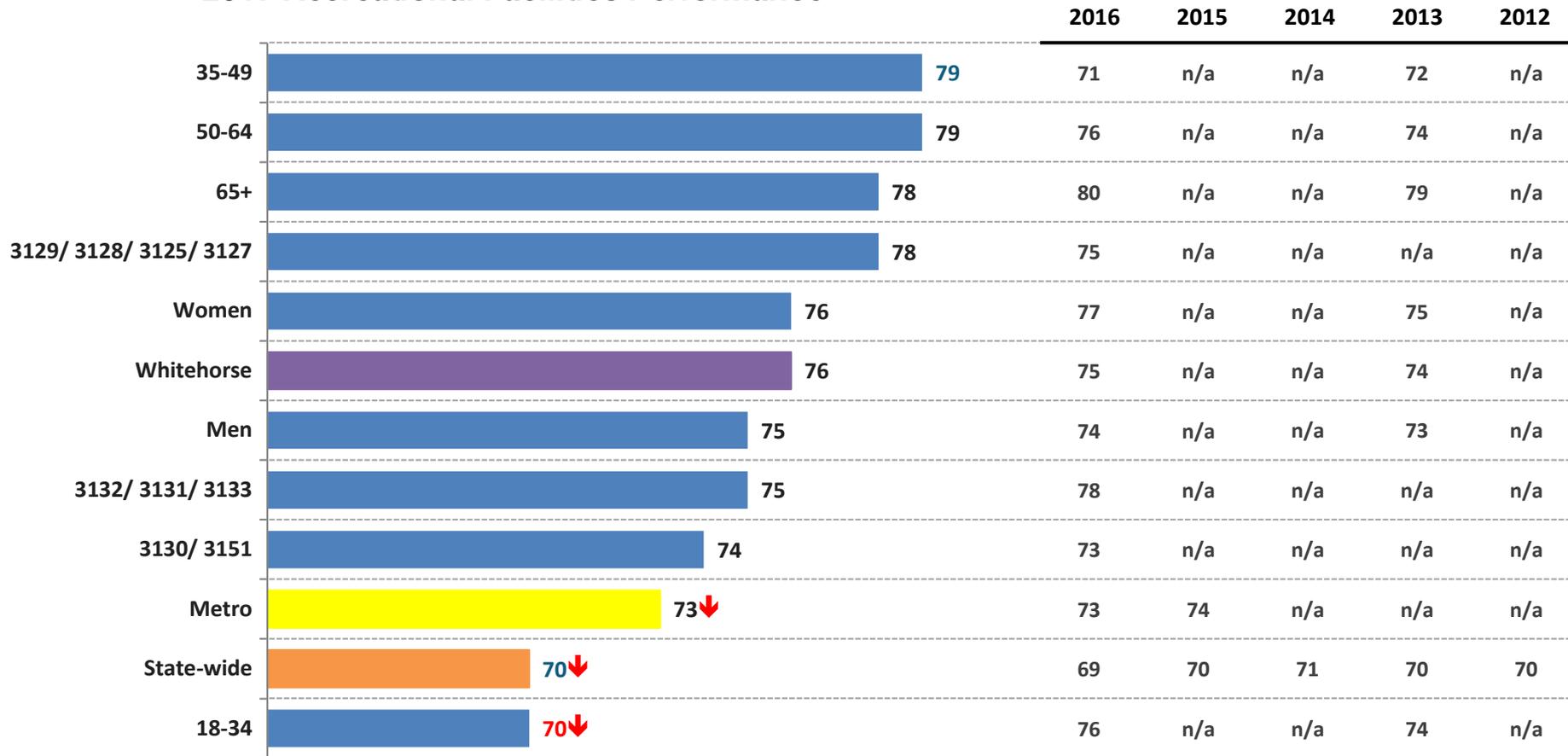
Q1. Firstly, how important should 'recreational facilities' be as a responsibility for Council?  
 Base: All respondents. Councils asked state-wide: 27 Councils asked group: 10

# 2017 RECREATIONAL FACILITIES

## PERFORMANCE INDEX SCORES



### 2017 Recreational Facilities Performance



Q2. How has Council performed on 'recreational facilities' over the last 12 months?

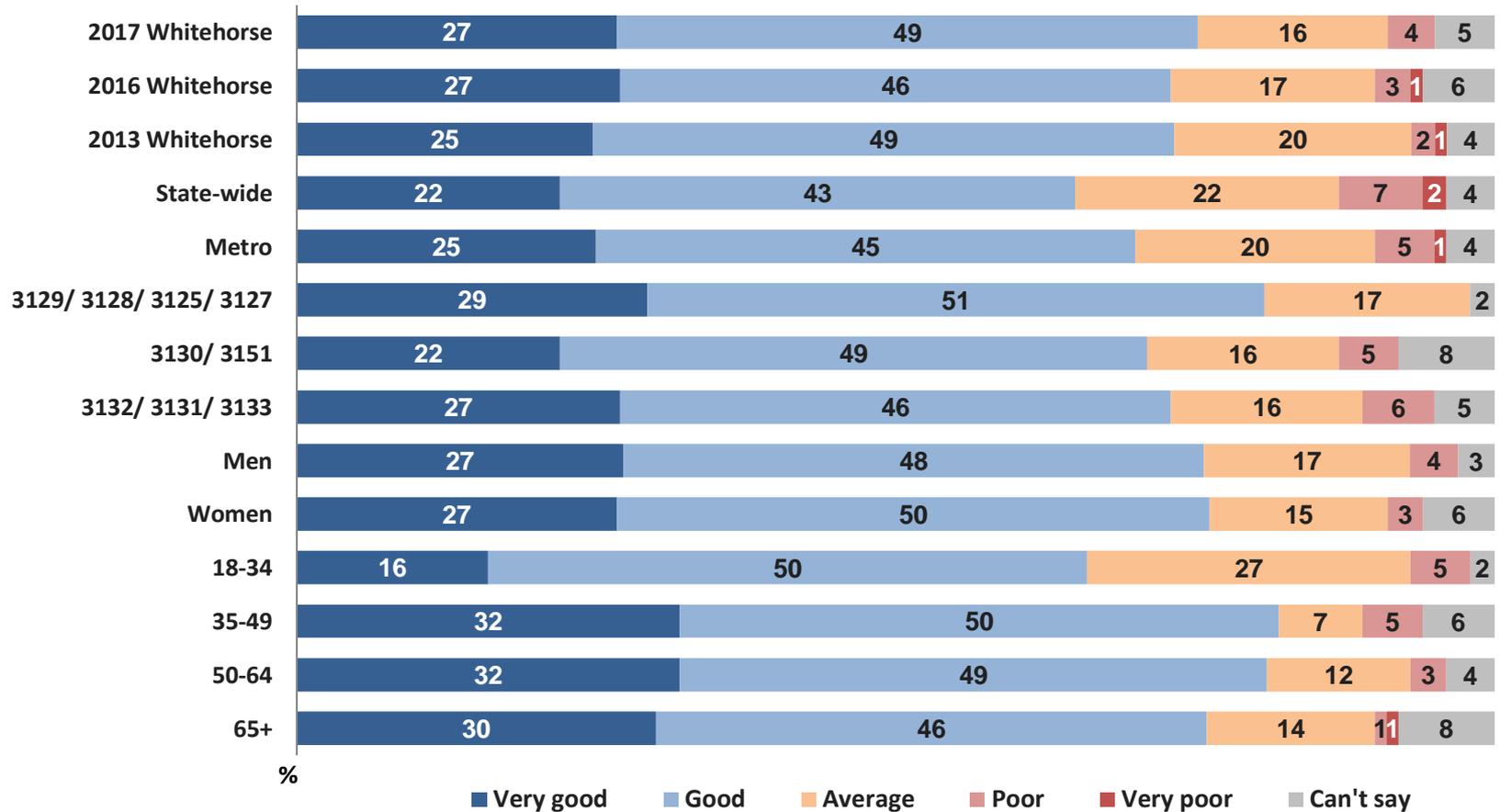
Base: All respondents. Councils asked state-wide: 40 Councils asked group: 13

Note: Please see page 5 for explanation about significant differences

# 2017 RECREATIONAL FACILITIES

## PERFORMANCE DETAILED PERCENTAGES

### 2017 Recreational Facilities Performance



Q2. How has Council performed on 'recreational facilities' over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 40 Councils asked group: 13

# 2017 THE APPEARANCE OF PUBLIC AREAS

## IMPORTANCE INDEX SCORES

### 2017 Public Areas Importance

		2016	2015	2014	2013	2012
65+	77	74	n/a	n/a	75	n/a
3132/ 3131/ 3133	76	72	n/a	n/a	n/a	n/a
Men	76	71	n/a	n/a	71	n/a
50-64	75	74	n/a	n/a	77	n/a
Metro	75	74	73	n/a	n/a	n/a
Whitehorse	75	74	n/a	n/a	73	n/a
35-49	74	74	n/a	n/a	73	n/a
State-wide	74	74	73	73	74	73
3129/ 3128/ 3125/ 3127	74	74	n/a	n/a	n/a	n/a
Women	74	76	n/a	n/a	75	n/a
3130/ 3151	73	75	n/a	n/a	n/a	n/a
18-34	73	72	n/a	n/a	69	n/a

Q1. Firstly, how important should 'the appearance of public areas' be as a responsibility for Council?

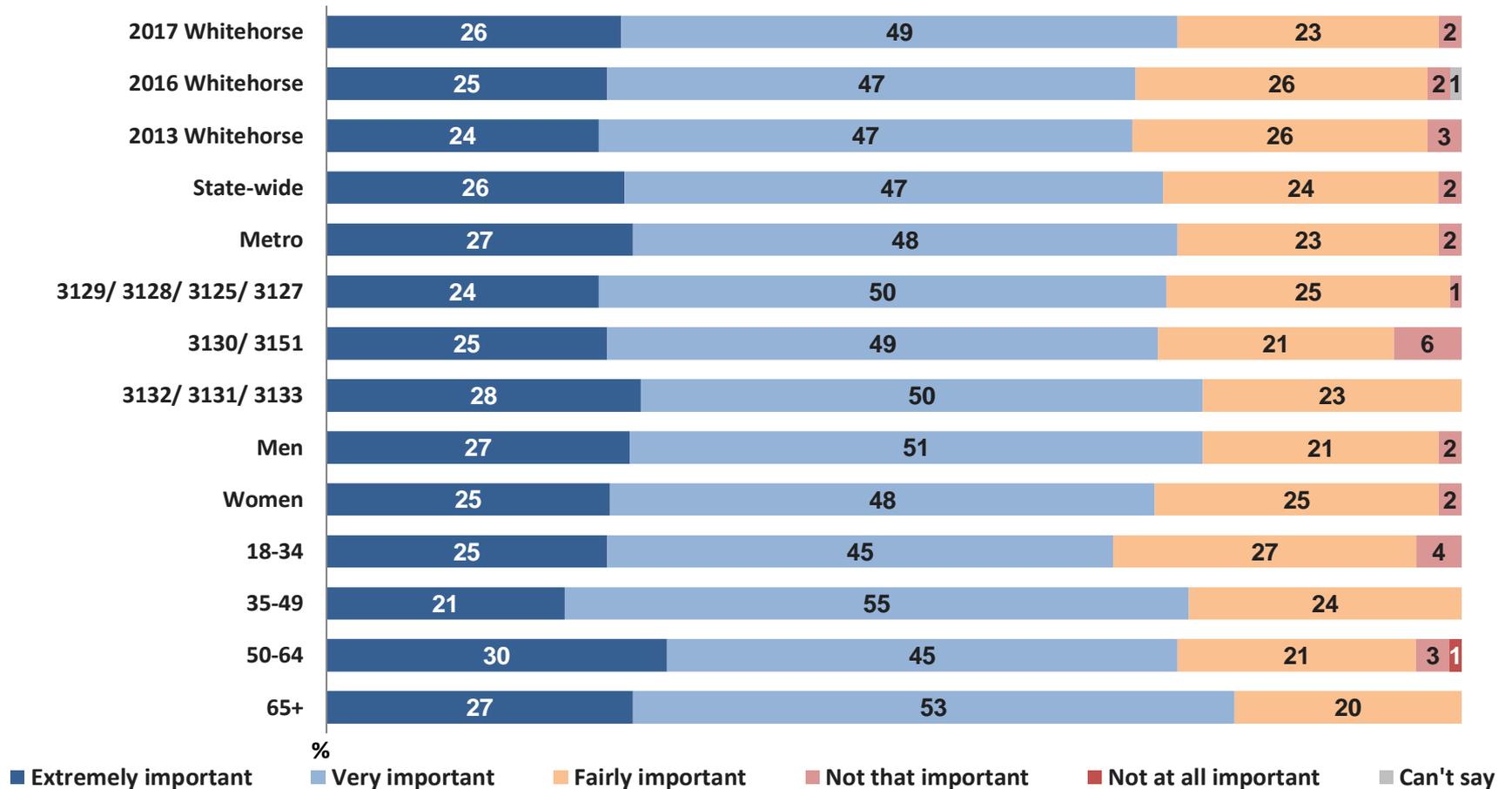
Base: All respondents. Councils asked state-wide: 28 Councils asked group: 11

Note: Please see page 5 for explanation about significant differences

# 2017 THE APPEARANCE OF PUBLIC AREAS

## IMPORTANCE DETAILED PERCENTAGES

### 2017 Public Areas Importance

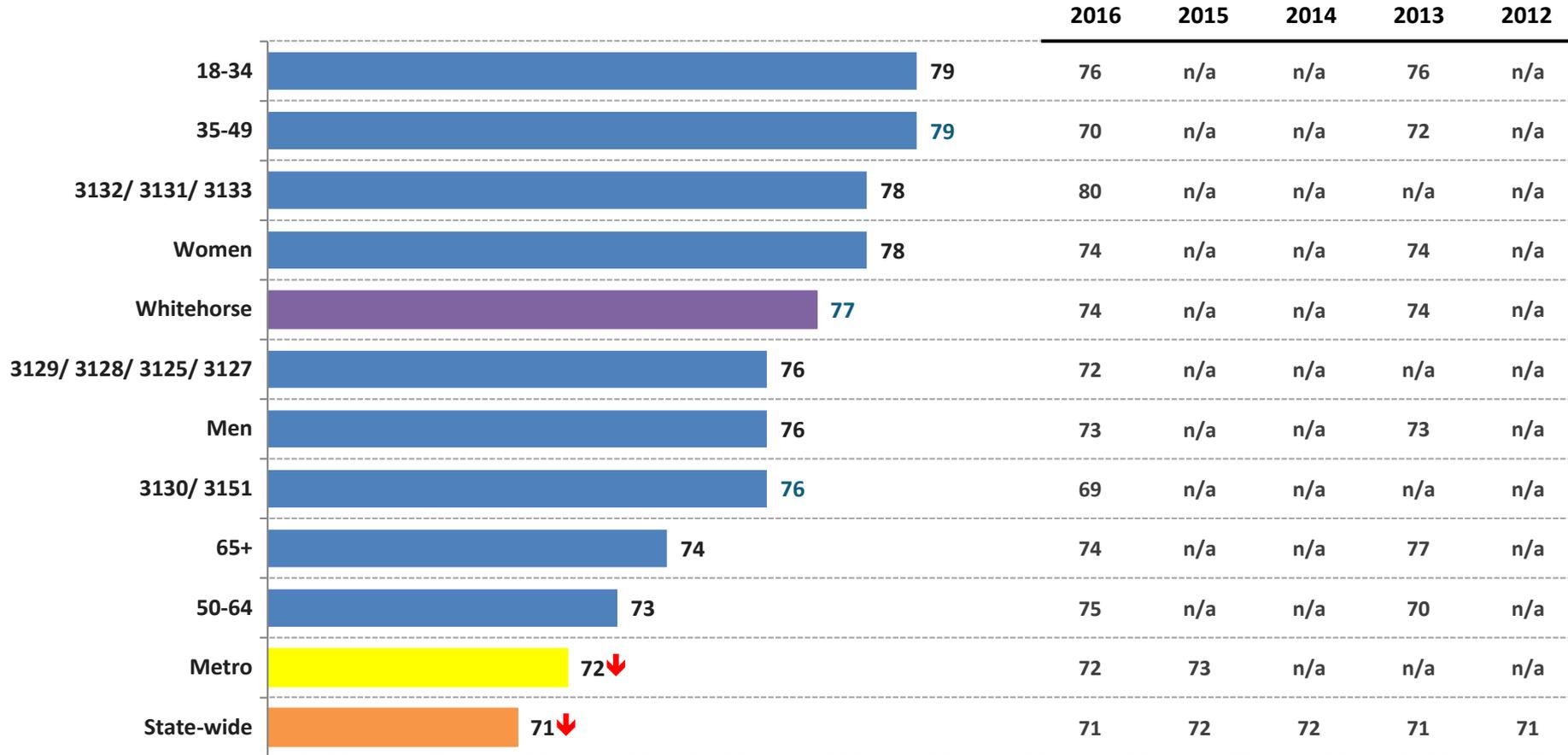


Q1. Firstly, how important should 'the appearance of public areas' be as a responsibility for Council?  
 Base: All respondents. Councils asked state-wide: 28 Councils asked group: 11

# 2017 THE APPEARANCE OF PUBLIC AREAS

## PERFORMANCE INDEX SCORES

### 2017 Public Areas Performance



Q2. How has Council performed on 'the appearance of public areas' over the last 12 months?

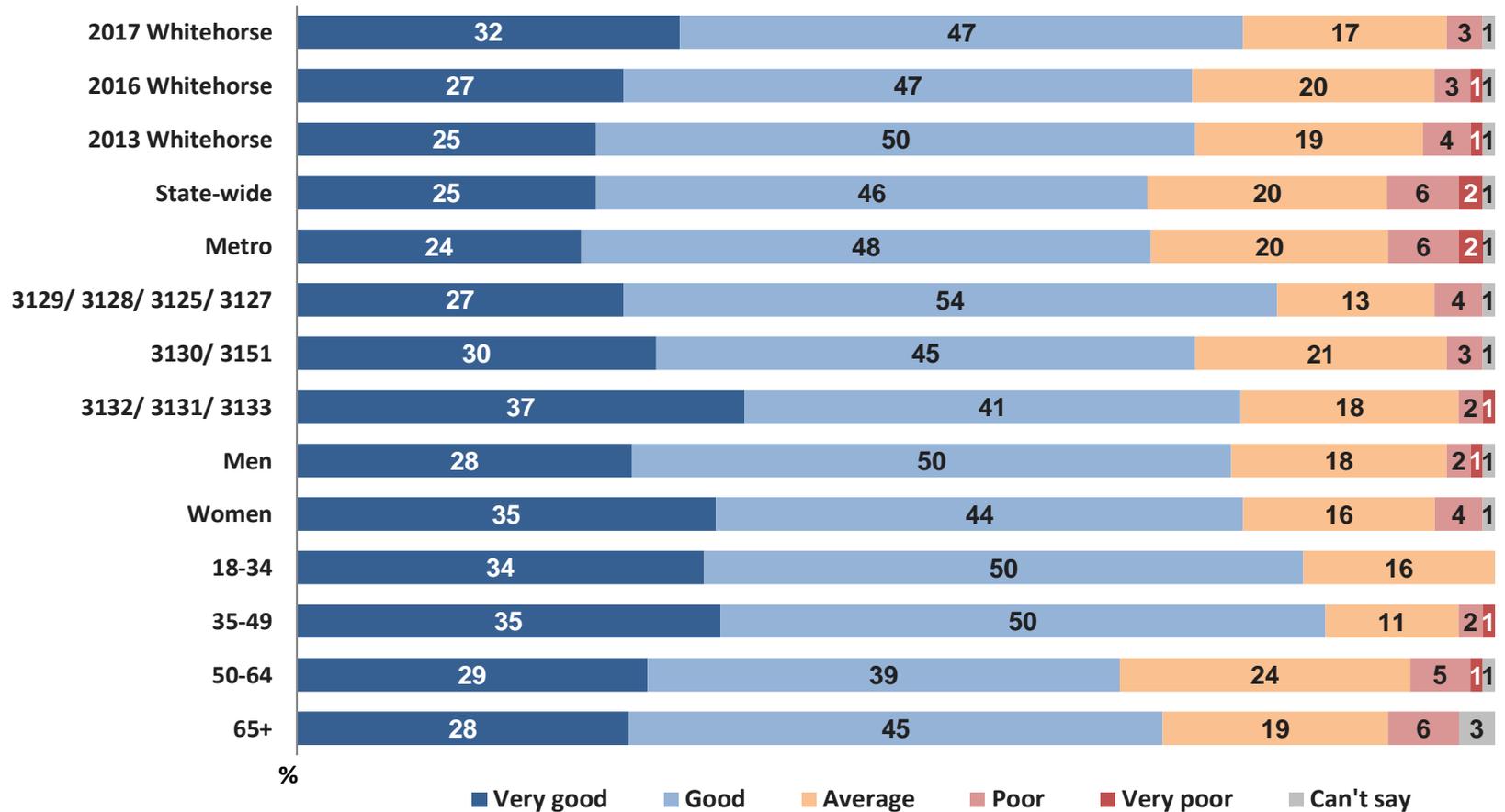
Base: All respondents. Councils asked state-wide: 39 Councils asked group: 14

Note: Please see page 5 for explanation about significant differences

# 2017 THE APPEARANCE OF PUBLIC AREAS

## PERFORMANCE DETAILED PERCENTAGES

### 2017 Public Areas Performance



Q2. How has Council performed on 'the appearance of public areas' over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 39 Councils asked group: 14

# 2017 ART CENTRES AND LIBRARIES

## IMPORTANCE INDEX SCORES

### 2017 Art Centres & Libraries Importance

		2016	2015	2014	2013	2012
Women	70↑	74	n/a	n/a	68	n/a
3129/ 3128/ 3125/ 3127	68	68	n/a	n/a	n/a	n/a
65+	68	68	n/a	n/a	71	n/a
35-49	67	68	n/a	n/a	62	n/a
Metro	67	68	69	n/a	n/a	n/a
Whitehorse	66	69	n/a	n/a	66	n/a
50-64	66	67	n/a	n/a	72	n/a
3130/ 3151	66	69	n/a	n/a	n/a	n/a
3132/ 3131/ 3133	65	69	n/a	n/a	n/a	n/a
18-34	65	71	n/a	n/a	62	n/a
State-wide	64	66	65	66	66	66
Men	62↓	64	n/a	n/a	64	n/a

Q1. Firstly, how important should 'art centres and libraries' be as a responsibility for Council?

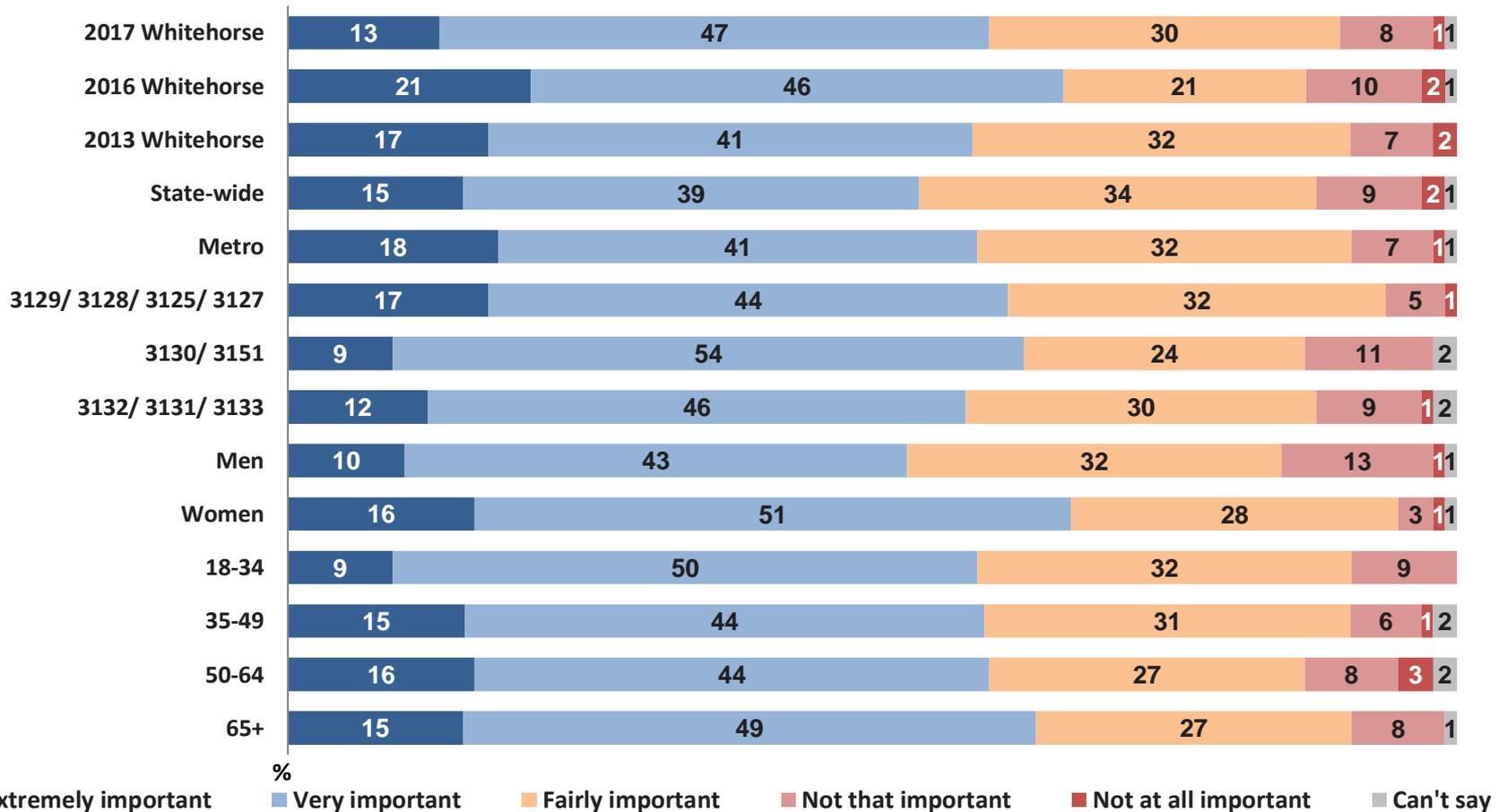
Base: All respondents. Councils asked state-wide: 20 Councils asked group: 9

Note: Please see page 5 for explanation about significant differences

# 2017 ART CENTRES AND LIBRARIES

## IMPORTANCE DETAILED PERCENTAGES

### 2017 Art Centres & Libraries Importance



Q1. Firstly, how important should 'art centres and libraries' be as a responsibility for Council?  
 Base: All respondents. Councils asked state-wide: 20 Councils asked group: 9

# 2017 ART CENTRES AND LIBRARIES

## PERFORMANCE INDEX SCORES

### 2017 Art Centres & Libraries Performance

	2016	2015	2014	2013	2012
3132/ 3131/ 3133	77	n/a	n/a	n/a	n/a
65+	78	n/a	n/a	81	n/a
Men	71	n/a	n/a	75	n/a
35-49	72	n/a	n/a	72	n/a
Whitehorse	74	n/a	n/a	77	n/a
Women	77	n/a	n/a	79	n/a
50-64	72	n/a	n/a	78	n/a
18-34	73	n/a	n/a	78	n/a
3129/ 3128/ 3125/ 3127	74	n/a	n/a	n/a	n/a
3130/ 3151	71	n/a	n/a	n/a	n/a
Metro	74	75	n/a	n/a	n/a
State-wide	72	73	75	73	73

Q2. How has Council performed on 'art centres and libraries' over the last 12 months?

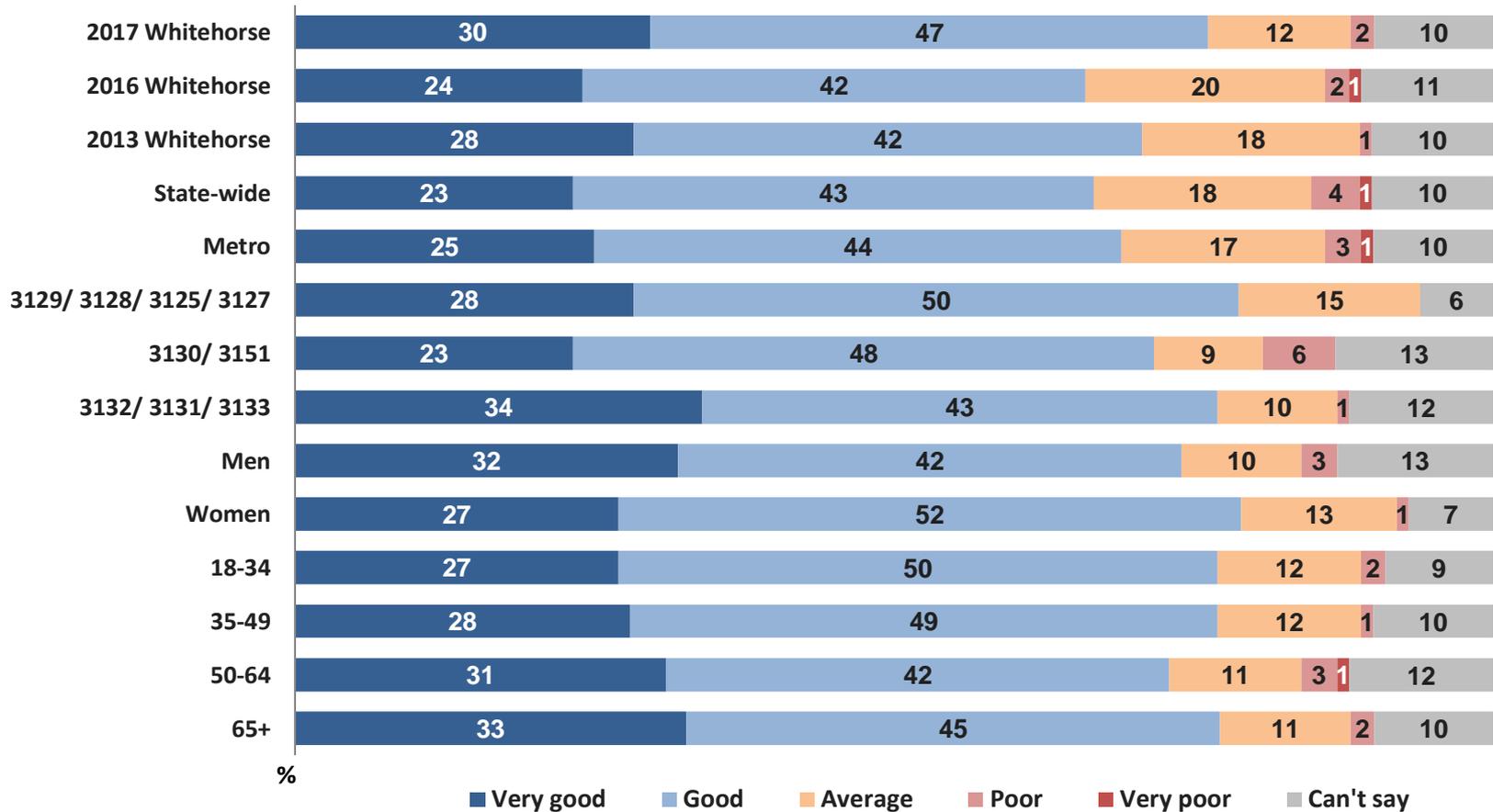
Base: All respondents. Councils asked state-wide: 28 Councils asked group: 13

Note: Please see page 5 for explanation about significant differences

# 2017 ART CENTRES AND LIBRARIES

## PERFORMANCE DETAILED PERCENTAGES

### 2017 Art Centres & Libraries Performance



Q2. How has Council performed on 'art centres and libraries' over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 28 Councils asked group: 13

# 2017 COMMUNITY AND CULTURAL ACTIVITIES IMPORTANCE INDEX SCORES



## 2017 Community Activities Importance

		2016	2015	2014	2013	2012
Women	63↑	66	n/a	n/a	63	n/a
35-49	62	58	n/a	n/a	56	n/a
Metro	61	62	62	n/a	n/a	n/a
State-wide	61	62	62	62	62	62
3129/ 3128/ 3125/ 3127	61	61	n/a	n/a	n/a	n/a
18-34	60	66	n/a	n/a	60	n/a
Whitehorse	59	62	n/a	n/a	60	n/a
3130/ 3151	59	65	n/a	n/a	n/a	n/a
3132/ 3131/ 3133	58	62	n/a	n/a	n/a	n/a
65+	58	61	n/a	n/a	63	n/a
50-64	57	66	n/a	n/a	61	n/a
Men	55↓	58	n/a	n/a	56	n/a

Q1. Firstly, how important should 'community and cultural activities' be as a responsibility for Council?

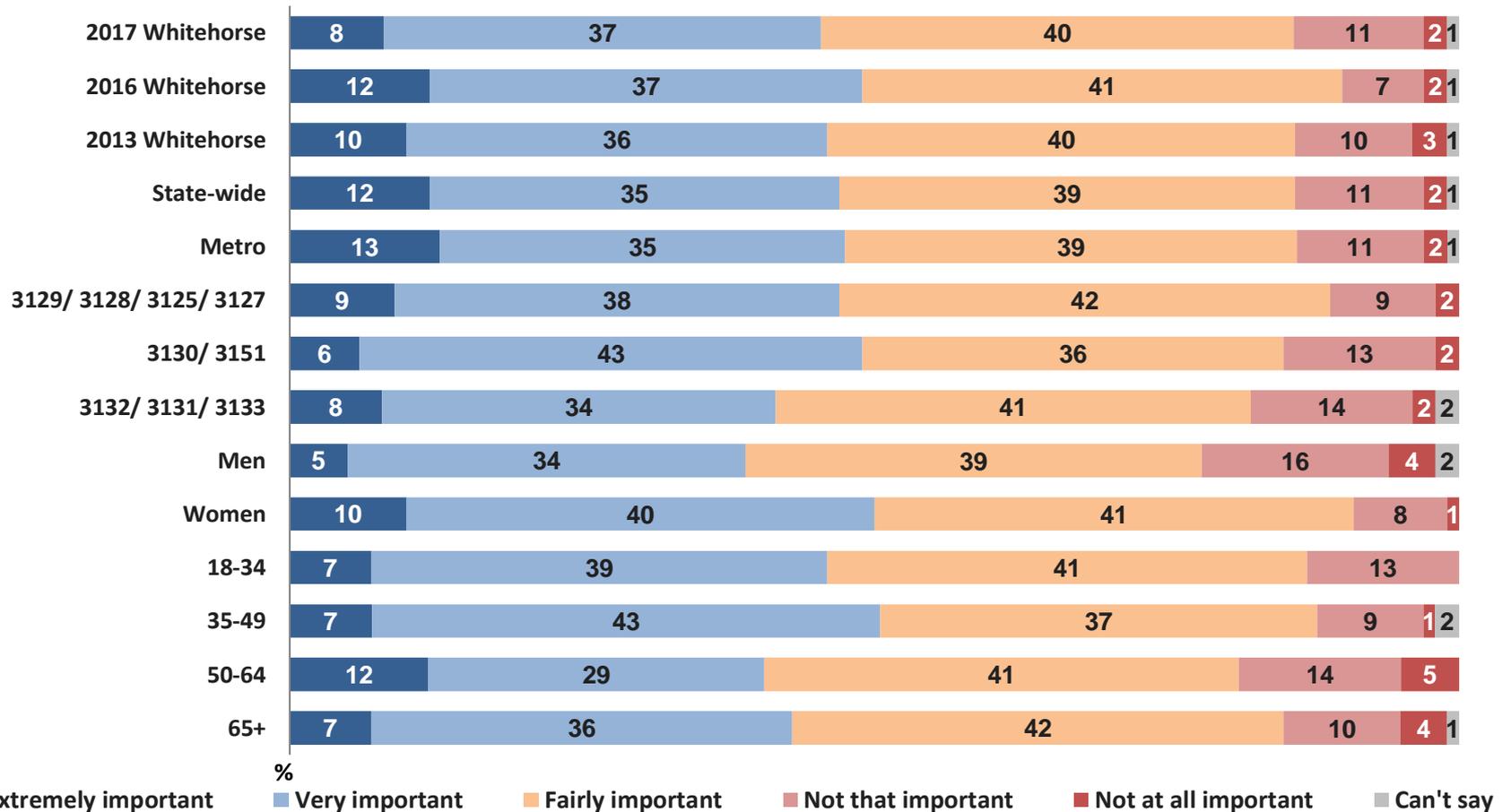
Base: All respondents. Councils asked state-wide: 21 Councils asked group: 9

Note: Please see page 5 for explanation about significant differences

# 2017 COMMUNITY AND CULTURAL ACTIVITIES

## IMPORTANCE DETAILED PERCENTAGES

### 2017 Community Activities Importance



Q1. Firstly, how important should 'community and cultural activities' be as a responsibility for Council?  
 Base: All respondents. Councils asked state-wide: 21 Councils asked group: 9

# 2017 COMMUNITY AND CULTURAL ACTIVITIES

## PERFORMANCE INDEX SCORES

### 2017 Community Activities Performance

		2016	2015	2014	2013	2012
Women	76	76	n/a	n/a	74	n/a
35-49	75	71	n/a	n/a	72	n/a
3132/ 3131/ 3133	75	73	n/a	n/a	n/a	n/a
50-64	74	76	n/a	n/a	72	n/a
Whitehorse	74	73	n/a	n/a	72	n/a
3130/ 3151	74	74	n/a	n/a	n/a	n/a
65+	74	72	n/a	n/a	79	n/a
3129/ 3128/ 3125/ 3127	74	72	n/a	n/a	n/a	n/a
18-34	74	74	n/a	n/a	66	n/a
Men	73	70	n/a	n/a	69	n/a
Metro	70↓	71	71	n/a	n/a	n/a
State-wide	69↓	69	69	70	69	68

Q2. How has Council performed on 'community and cultural activities' over the last 12 months?

Base: All respondents. Councils asked state-wide: 29 Councils asked group: 13

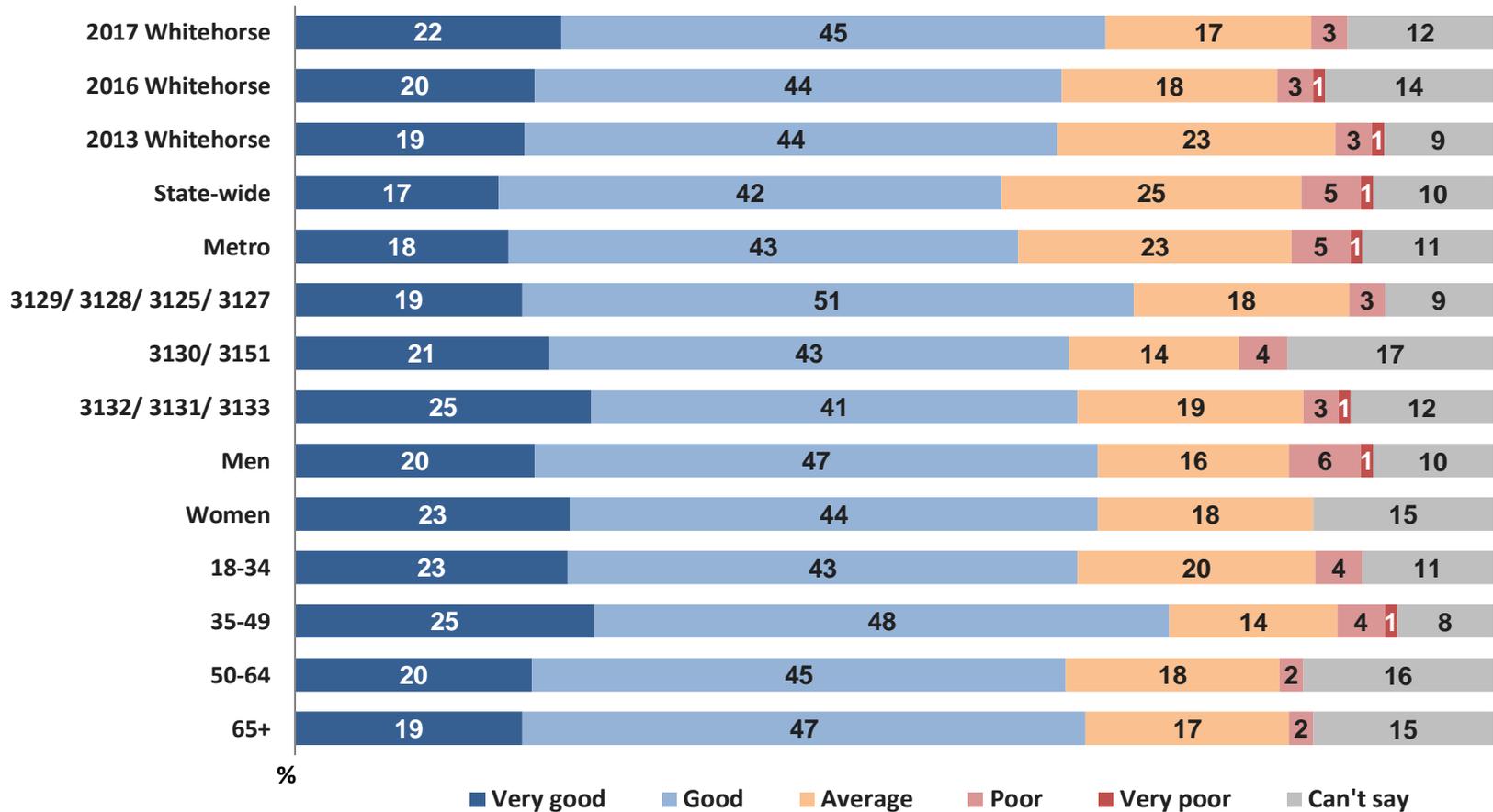
Note: Please see page 5 for explanation about significant differences

# 2017 COMMUNITY AND CULTURAL ACTIVITIES

## PERFORMANCE DETAILED PERCENTAGES



### 2017 Community Activities Performance



Q2. How has Council performed on 'community and cultural activities' over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 29 Councils asked group: 13

# 2017 WASTE MANAGEMENT IMPORTANCE INDEX SCORES



## 2017 Waste Management Importance

		2016	2015	2014	2013	2012
65+	83	82	n/a	n/a	82	n/a
Women	82	83	n/a	n/a	82	n/a
3130/ 3151	82	83	n/a	n/a	n/a	n/a
18-34	81	80	n/a	n/a	76	n/a
Metro	81	82	81	n/a	n/a	n/a
3129/ 3128/ 3125/ 3127	81	80	n/a	n/a	n/a	n/a
Whitehorse	81	81	n/a	n/a	80	n/a
50-64	81	81	n/a	n/a	86	n/a
3132/ 3131/ 3133	80	81	n/a	n/a	n/a	n/a
Men	80	79	n/a	n/a	78	n/a
State-wide	79↓	80	79	79	79	78
35-49	78	82	n/a	n/a	80	n/a

Q1. Firstly, how important should 'waste management' be as a responsibility for Council?

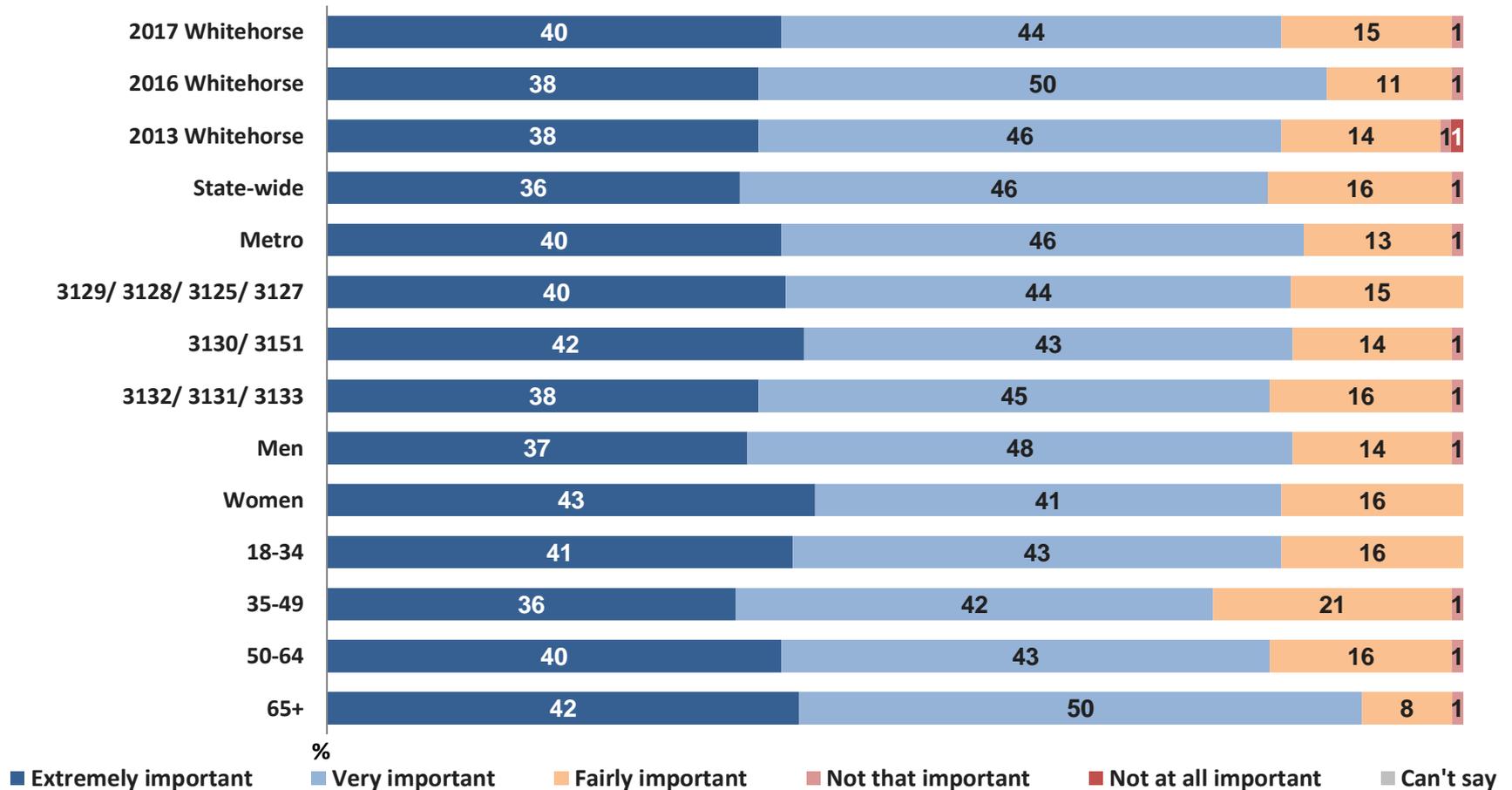
Base: All respondents. Councils asked state-wide: 28 Councils asked group: 10

Note: Please see page 5 for explanation about significant differences

# 2017 WASTE MANAGEMENT

## IMPORTANCE DETAILED PERCENTAGES

### 2017 Waste Management Importance



Q1. Firstly, how important should 'waste management' be as a responsibility for Council?  
 Base: All respondents. Councils asked state-wide: 28 Councils asked group: 10

# 2017 WASTE MANAGEMENT PERFORMANCE INDEX SCORES



## 2017 Waste Management Performance

	2016	2015	2014	2013	2012
35-49	69	n/a	n/a	70	n/a
3130/ 3151	72	n/a	n/a	n/a	n/a
3132/ 3131/ 3133	76	n/a	n/a	n/a	n/a
65+	77	n/a	n/a	72	n/a
Men	75	n/a	n/a	74	n/a
Whitehorse	74	n/a	n/a	71	n/a
Women	74	n/a	n/a	69	n/a
18-34	76	n/a	n/a	77	n/a
50-64	72	n/a	n/a	65	n/a
3129/ 3128/ 3125/ 3127	74	n/a	n/a	n/a	n/a
Metro	76	77	n/a	n/a	n/a
State-wide	70	72	73	71	72

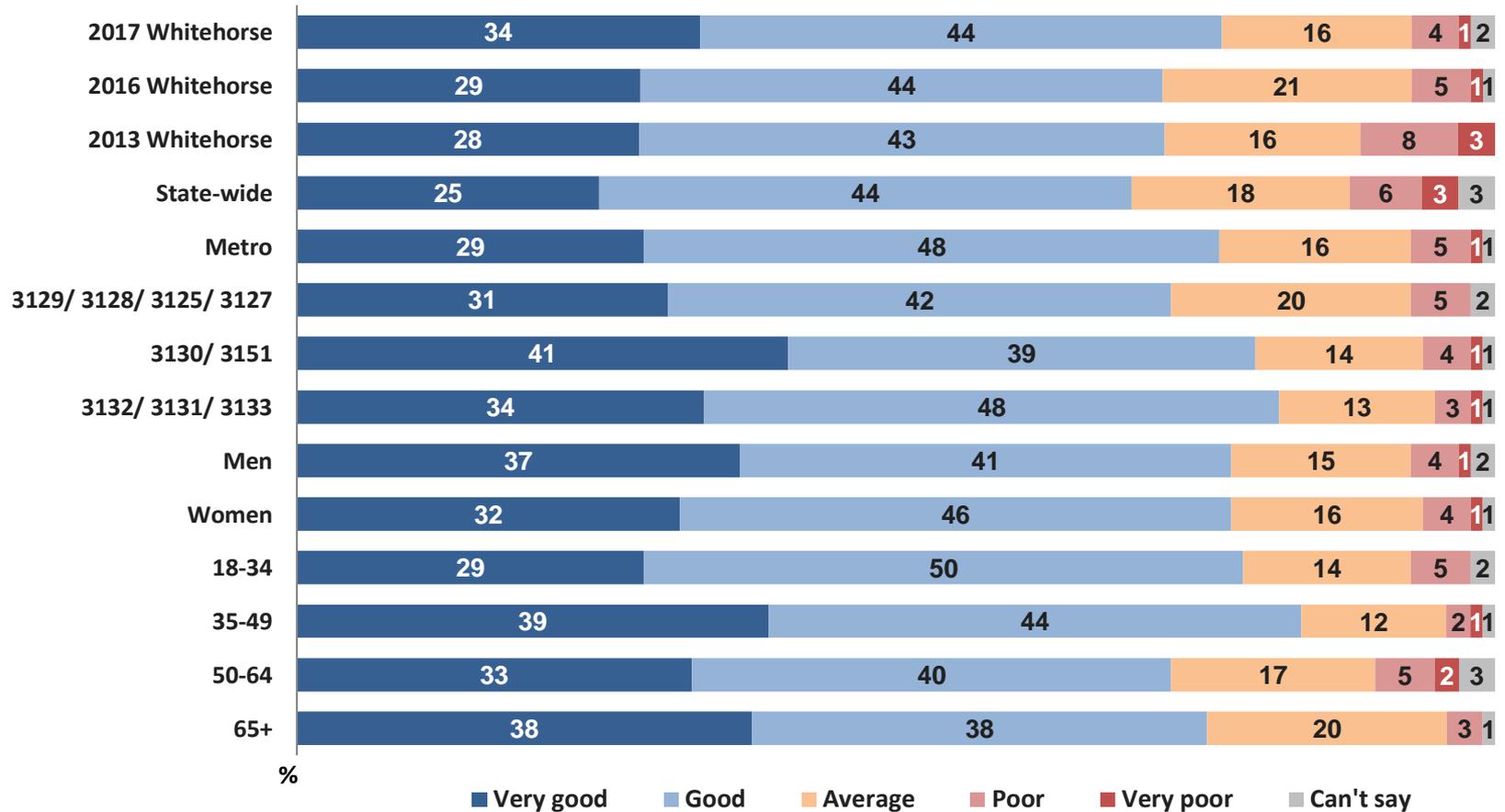
Q2. How has Council performed on 'waste management' over the last 12 months?

Base: All respondents. Councils asked state-wide: 38 Councils asked group: 13

Note: Please see page 5 for explanation about significant differences

# 2017 WASTE MANAGEMENT PERFORMANCE DETAILED PERCENTAGES

## 2017 Waste Management Performance

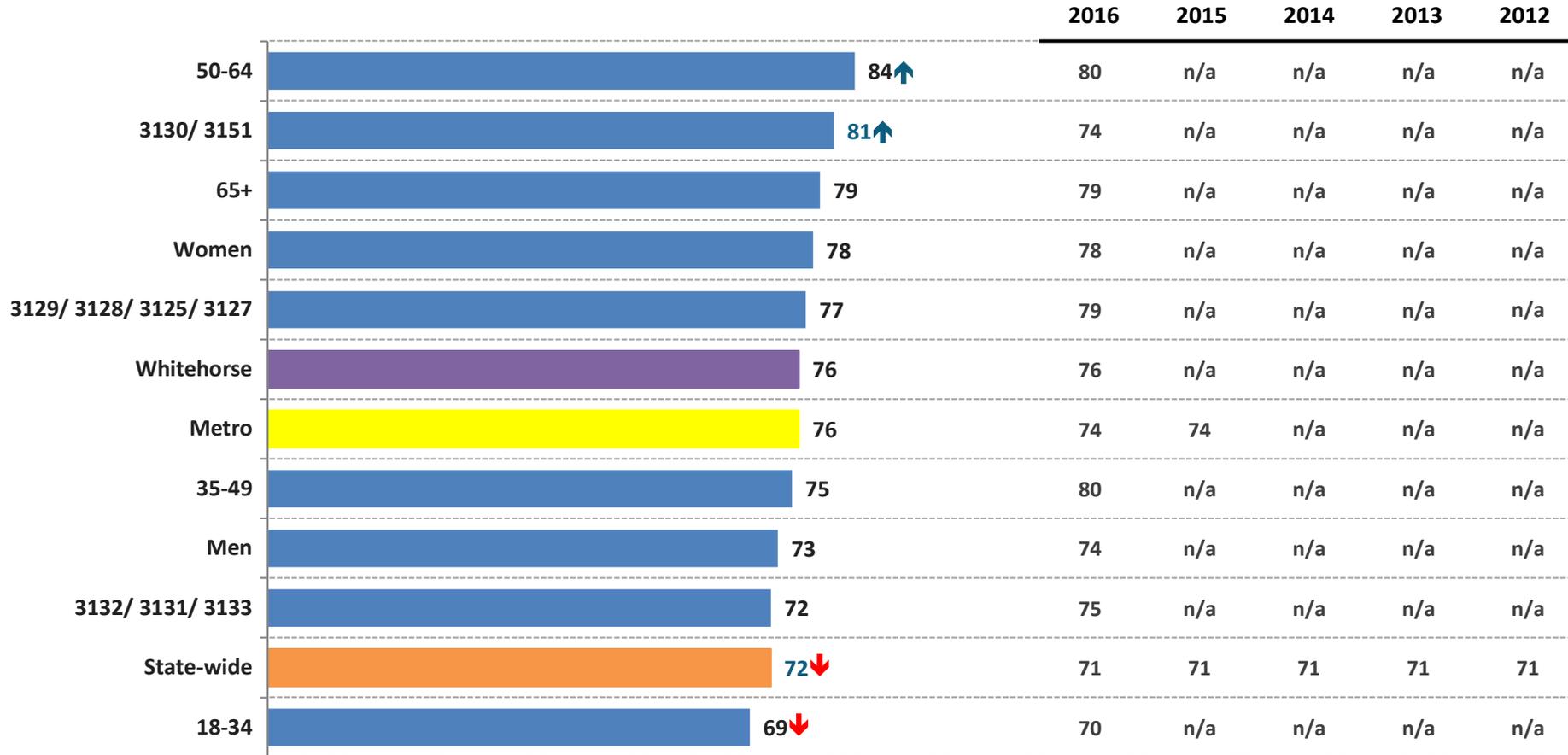


Q2. How has Council performed on 'waste management' over the last 12 months?  
Base: All respondents. Councils asked state-wide: 38 Councils asked group: 13

# 2017 PLANNING AND BUILDING PERMITS

## IMPORTANCE INDEX SCORES

### 2017 Planning & Building Permits Importance



Q1. Firstly, how important should 'planning and building permits' be as a responsibility for Council?

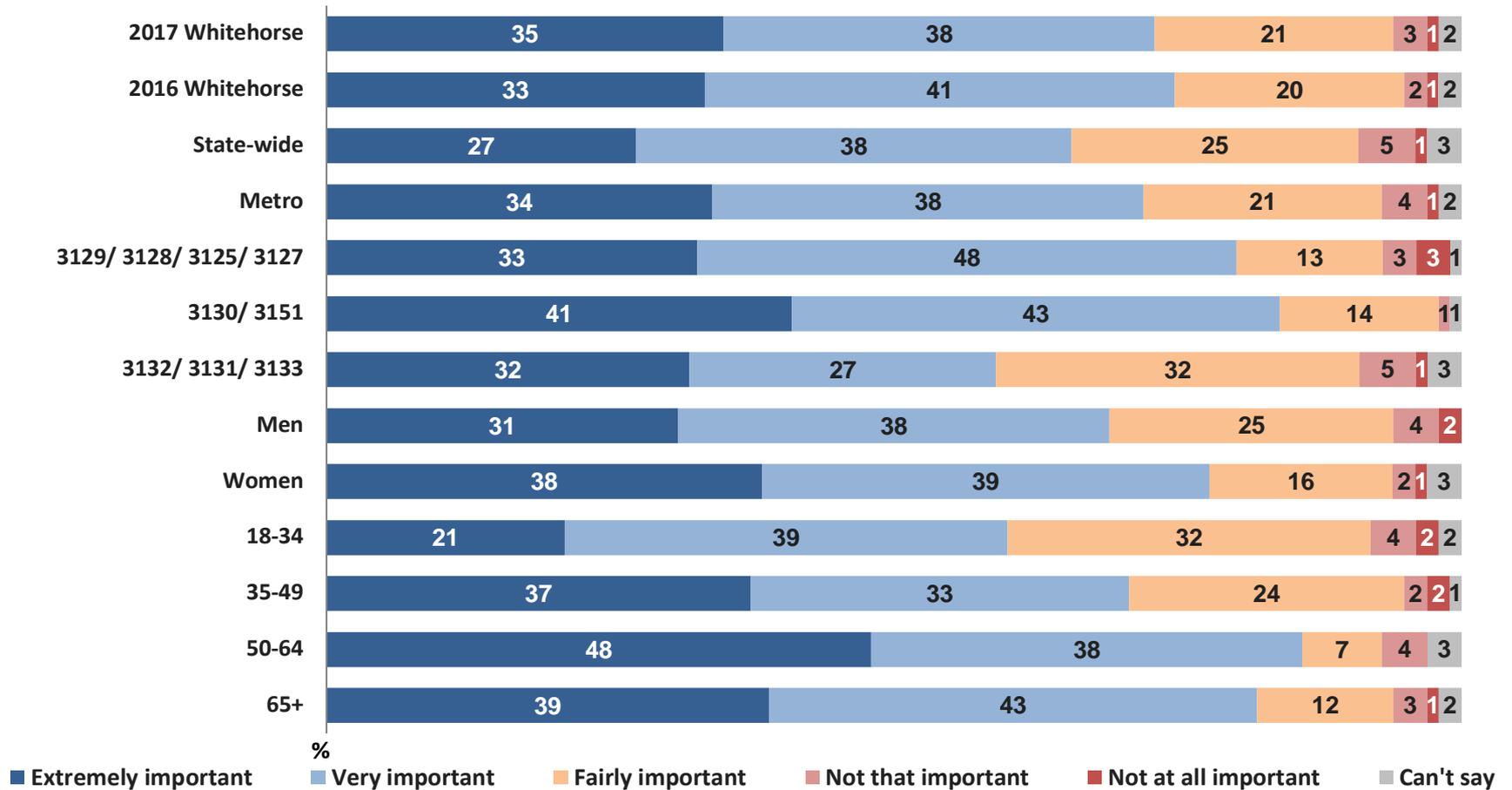
Base: All respondents. Councils asked state-wide: 19 Councils asked group: 7

Note: Please see page 5 for explanation about significant differences

# 2017 PLANNING AND BUILDING PERMITS

## IMPORTANCE DETAILED PERCENTAGES

### 2017 Planning & Building Permits Importance



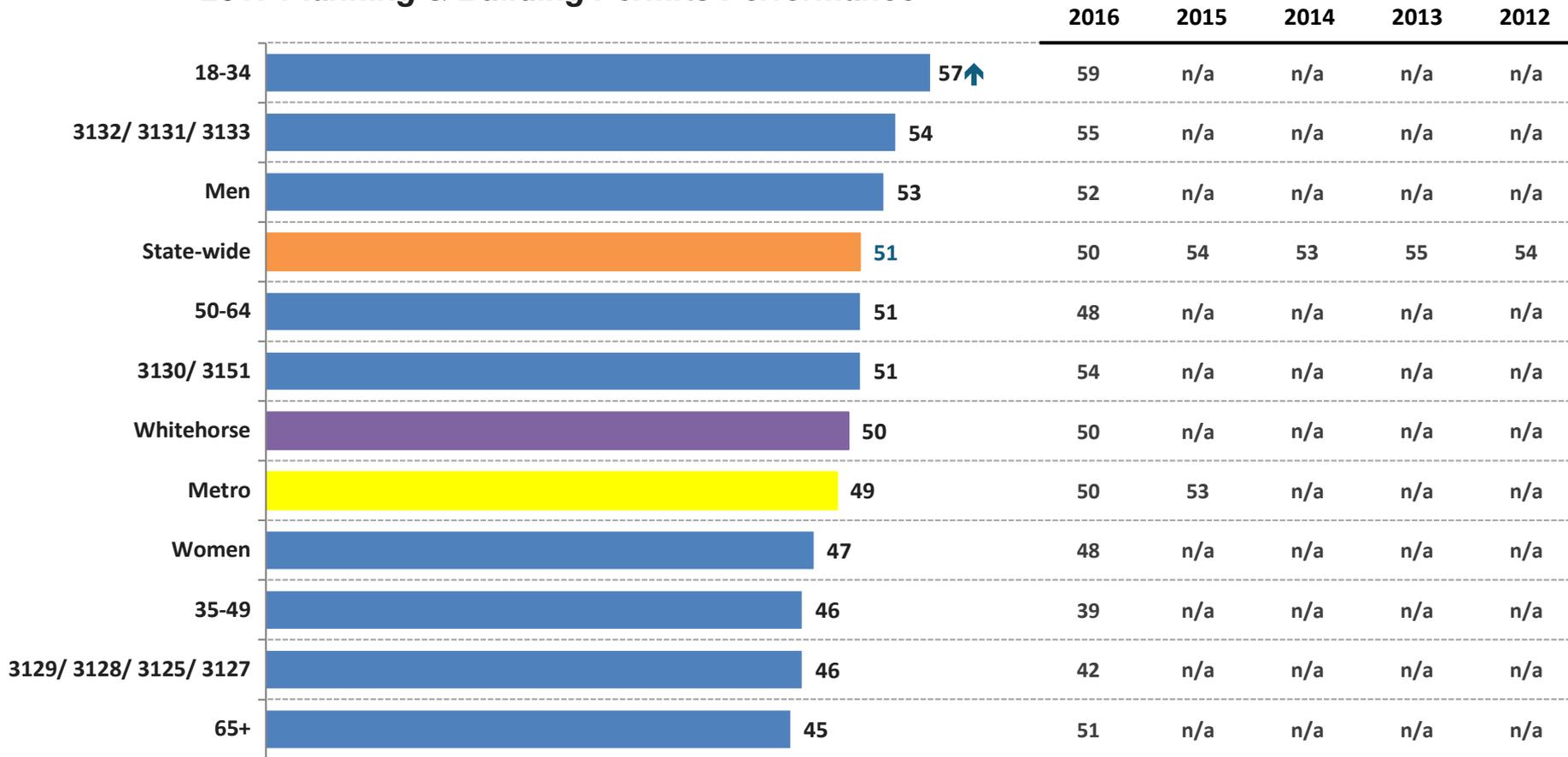
Q1. Firstly, how important should 'planning and building permits' be as a responsibility for Council?  
 Base: All respondents. Councils asked state-wide: 19 Councils asked group: 7

# 2017 PLANNING AND BUILDING PERMITS

## PERFORMANCE INDEX SCORES



### 2017 Planning & Building Permits Performance



Q2. How has Council performed on 'planning and building permits' over the last 12 months?

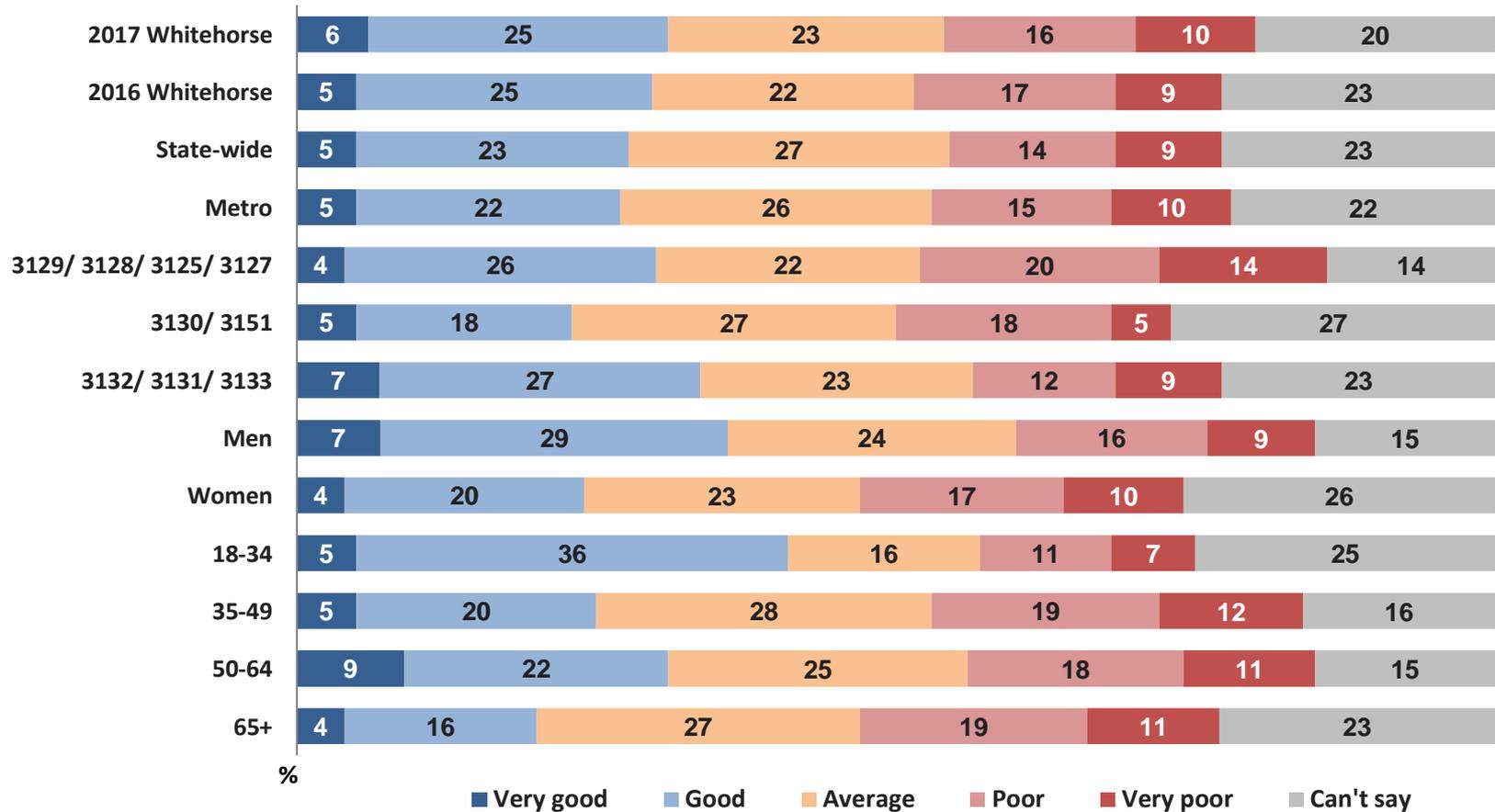
Base: All respondents. Councils asked state-wide: 25 Councils asked group: 10

Note: Please see page 5 for explanation about significant differences

# 2017 PLANNING AND BUILDING PERMITS

## PERFORMANCE DETAILED PERCENTAGES

### 2017 Planning & Building Permits Performance

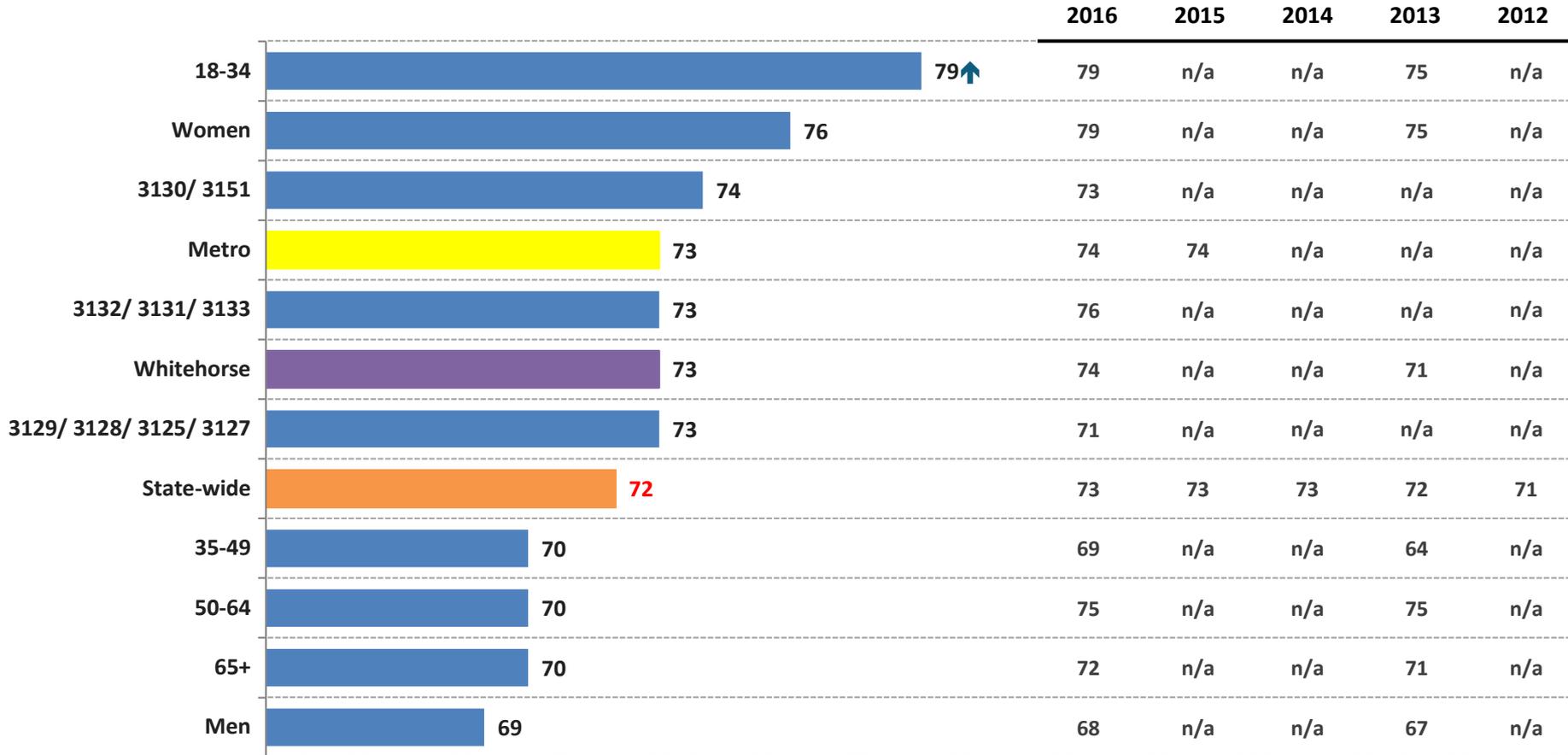


Q2. How has Council performed on 'planning and building permits' over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 25 Councils asked group: 10

# 2017 ENVIRONMENTAL SUSTAINABILITY IMPORTANCE INDEX SCORES



## 2017 Environmental Sustainability Importance



Q1. Firstly, how important should 'environmental sustainability' be as a responsibility for Council?

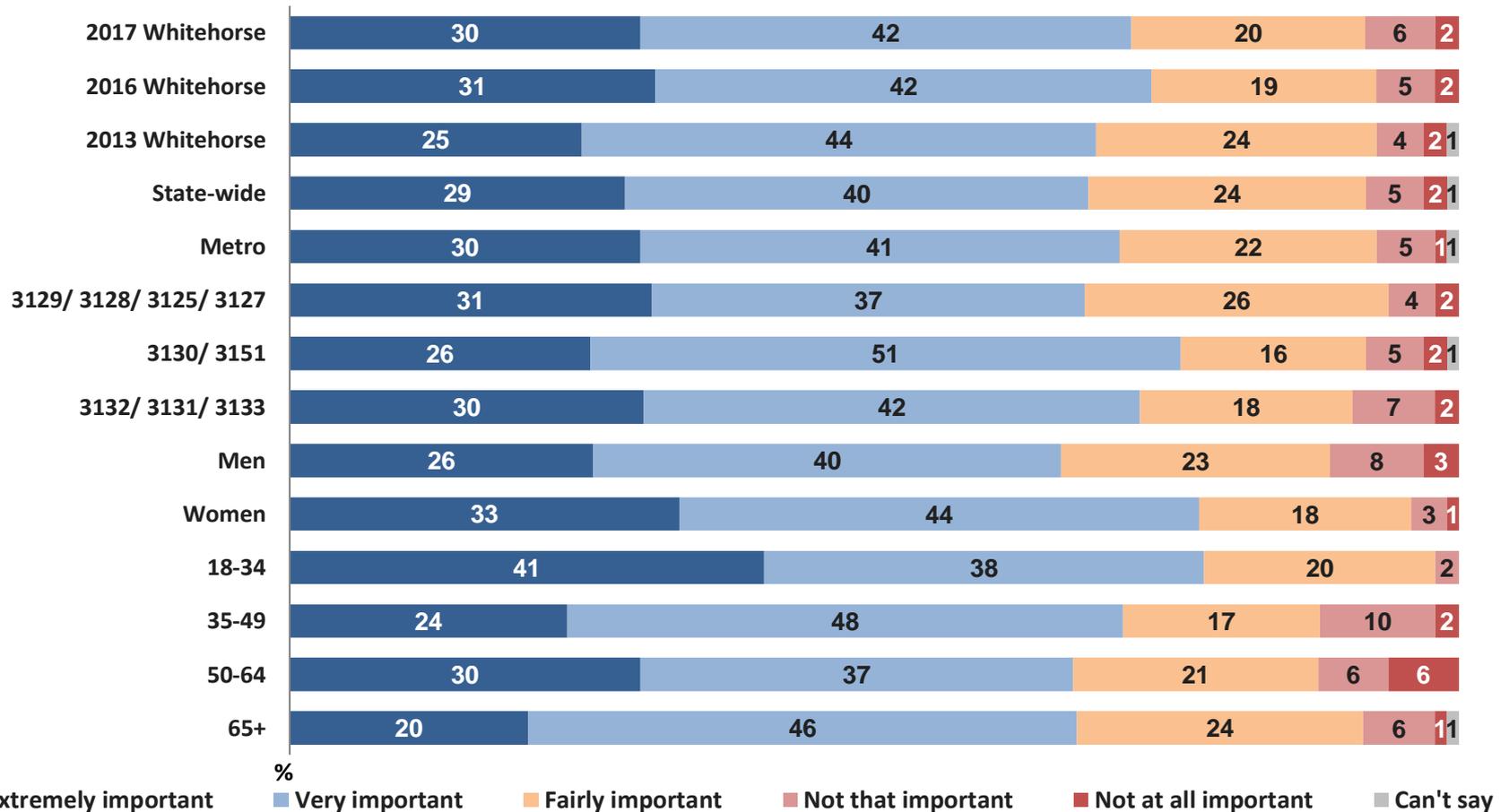
Base: All respondents. Councils asked state-wide: 20 Councils asked group: 10

Note: Please see page 5 for explanation about significant differences

# 2017 ENVIRONMENTAL SUSTAINABILITY

## IMPORTANCE DETAILED PERCENTAGES

### 2017 Environmental Sustainability Importance

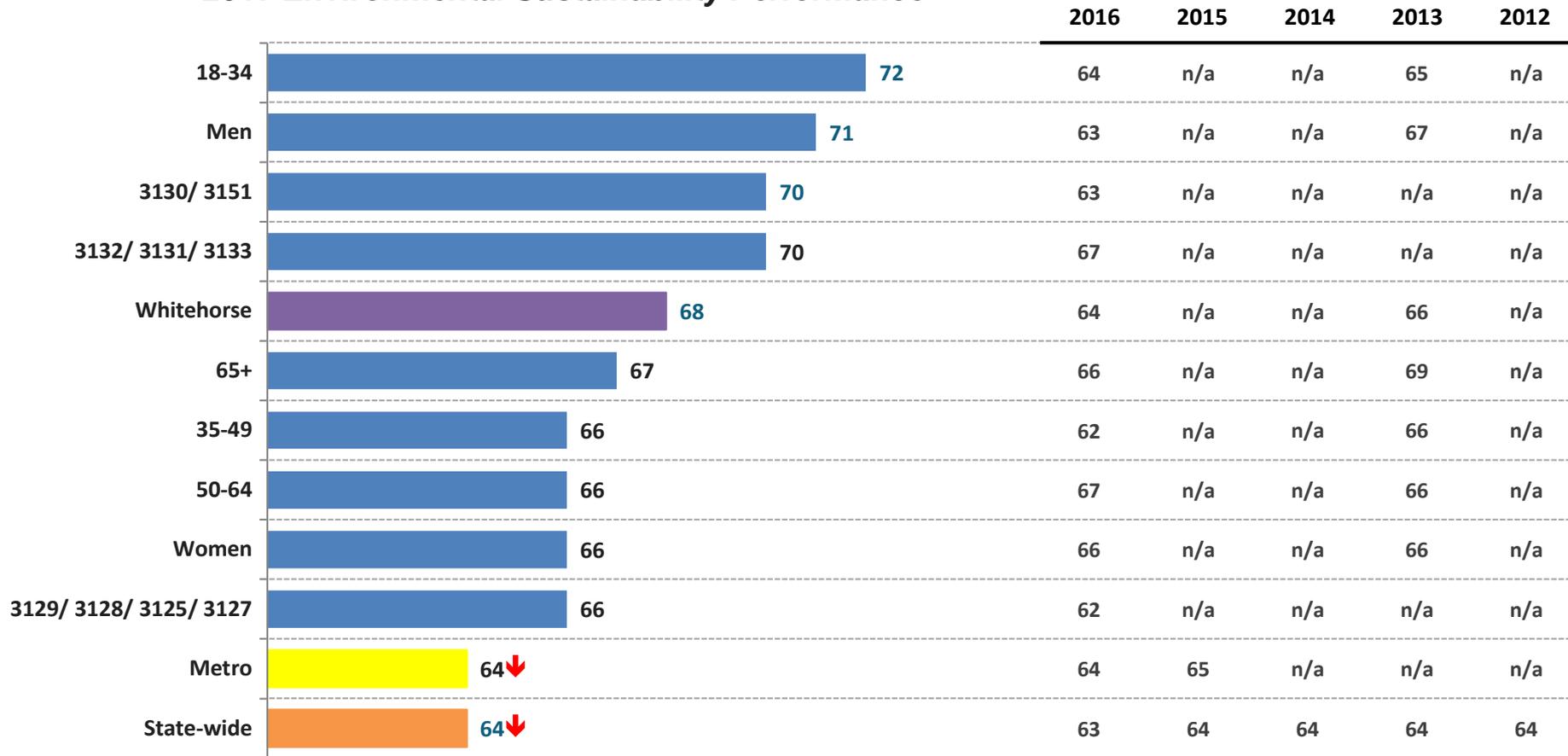


Q1. Firstly, how important should 'environmental sustainability' be as a responsibility for Council?  
 Base: All respondents. Councils asked state-wide: 20 Councils asked group: 10

# 2017 ENVIRONMENTAL SUSTAINABILITY PERFORMANCE INDEX SCORES



## 2017 Environmental Sustainability Performance



Q2. How has Council performed on 'environmental sustainability' over the last 12 months?

Base: All respondents. Councils asked state-wide: 29 Councils asked group: 14

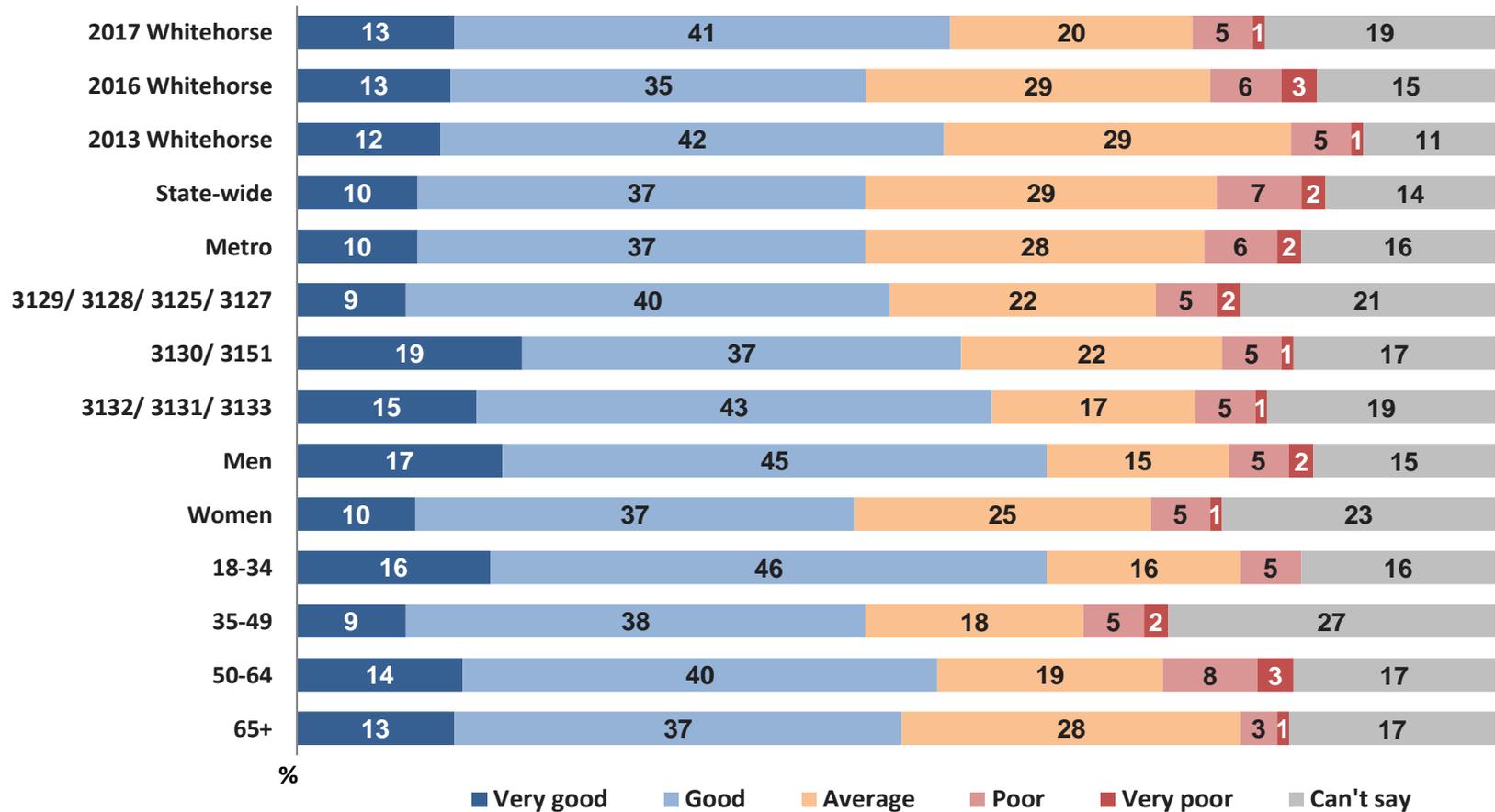
Note: Please see page 5 for explanation about significant differences

# 2017 ENVIRONMENTAL SUSTAINABILITY

## PERFORMANCE DETAILED PERCENTAGES



### 2017 Environmental Sustainability Performance



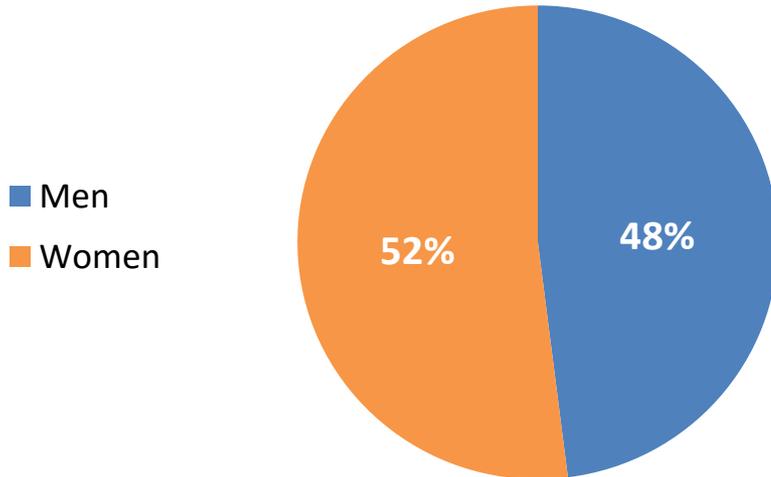
Q2. How has Council performed on 'environmental sustainability' over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 29 Councils asked group: 14



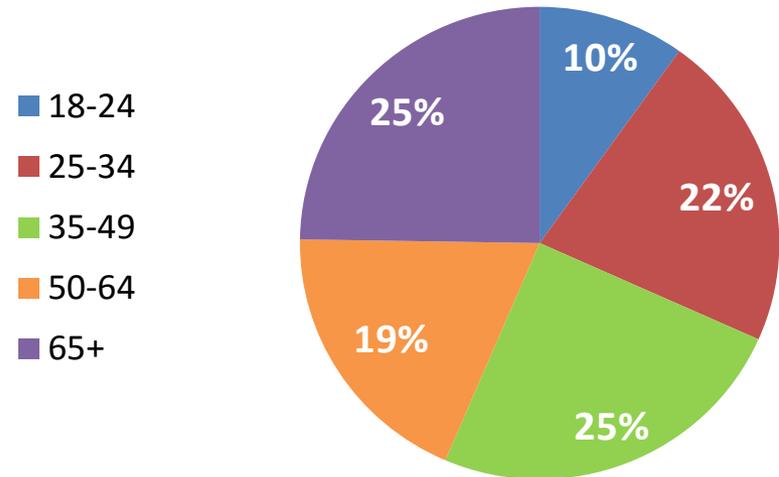
# DETAILED DEMOGRAPHICS

# 2017 GENDER AND AGE PROFILE

## Gender



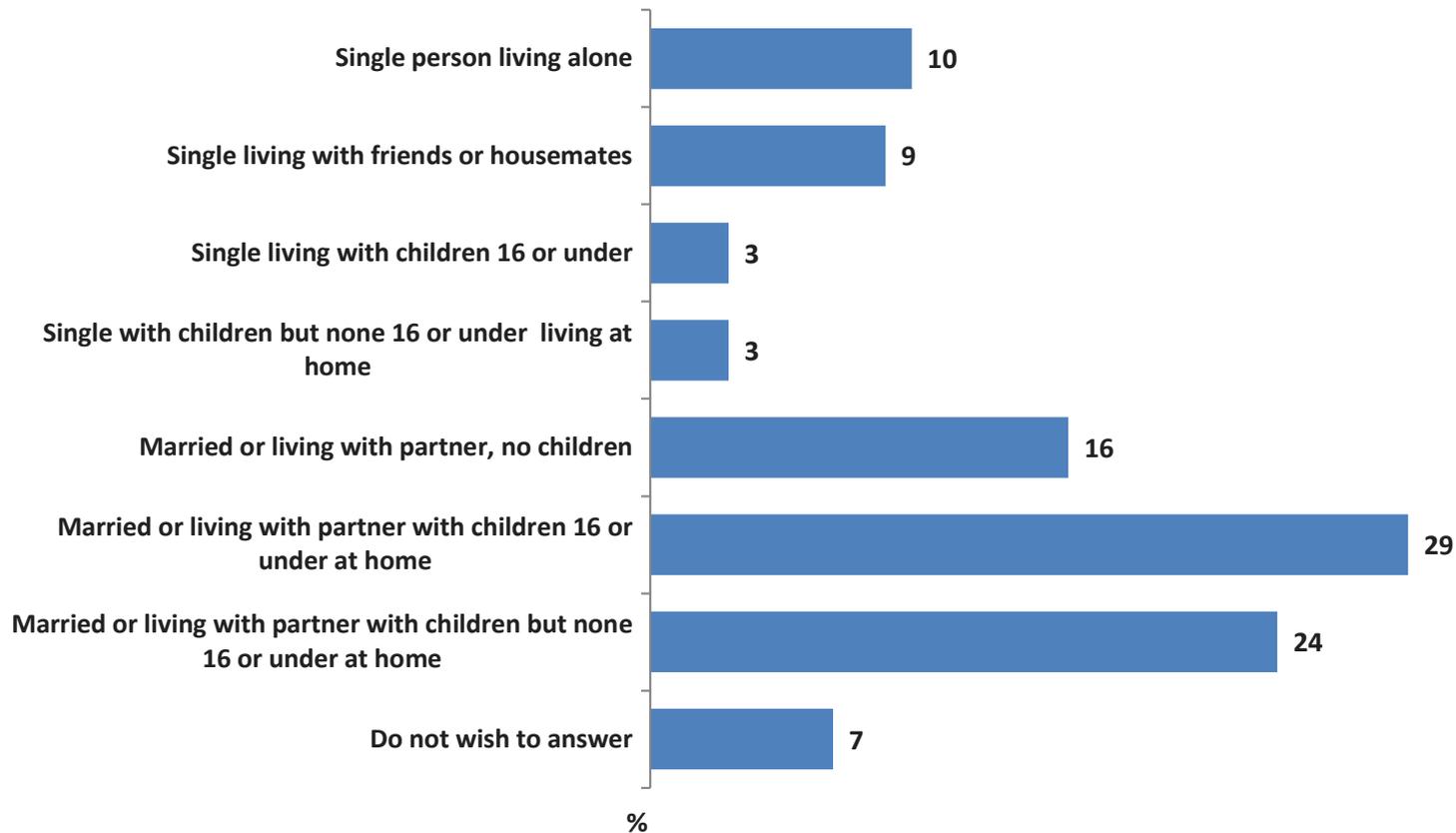
## Age



*Please note that for the reason of simplifying reporting, interlocking age and gender reporting has not been included in this report. Interlocking age and gender analysis is still available in the dashboard and data tables provided alongside this report.*

# 2017 HOUSEHOLD STRUCTURE

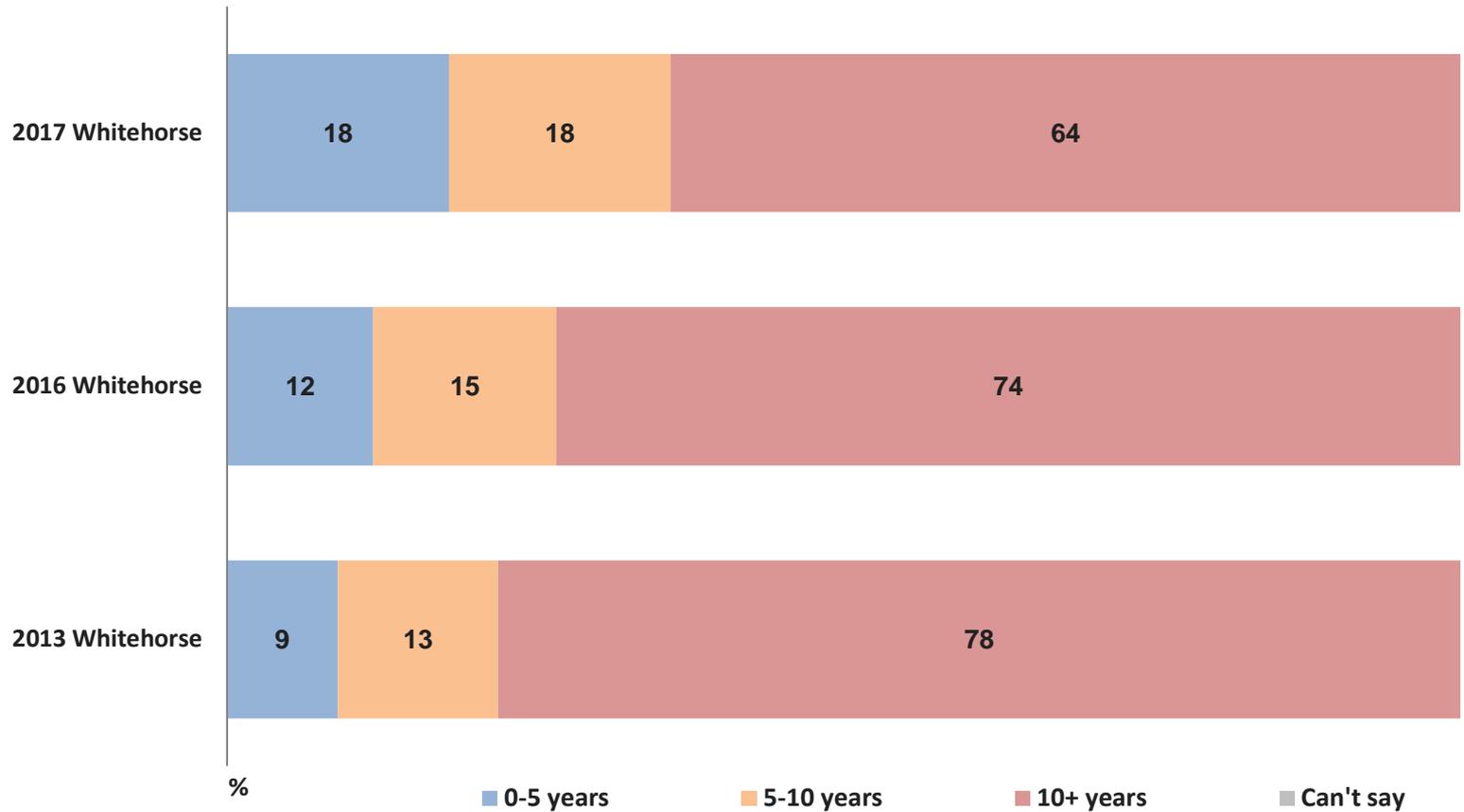
## 2017 Household Structure



S6. Which of the following BEST describes your household?  
Base: All respondents. Councils asked state-wide: 11 Councils asked group: 6

# 2017 YEARS LIVED IN AREA

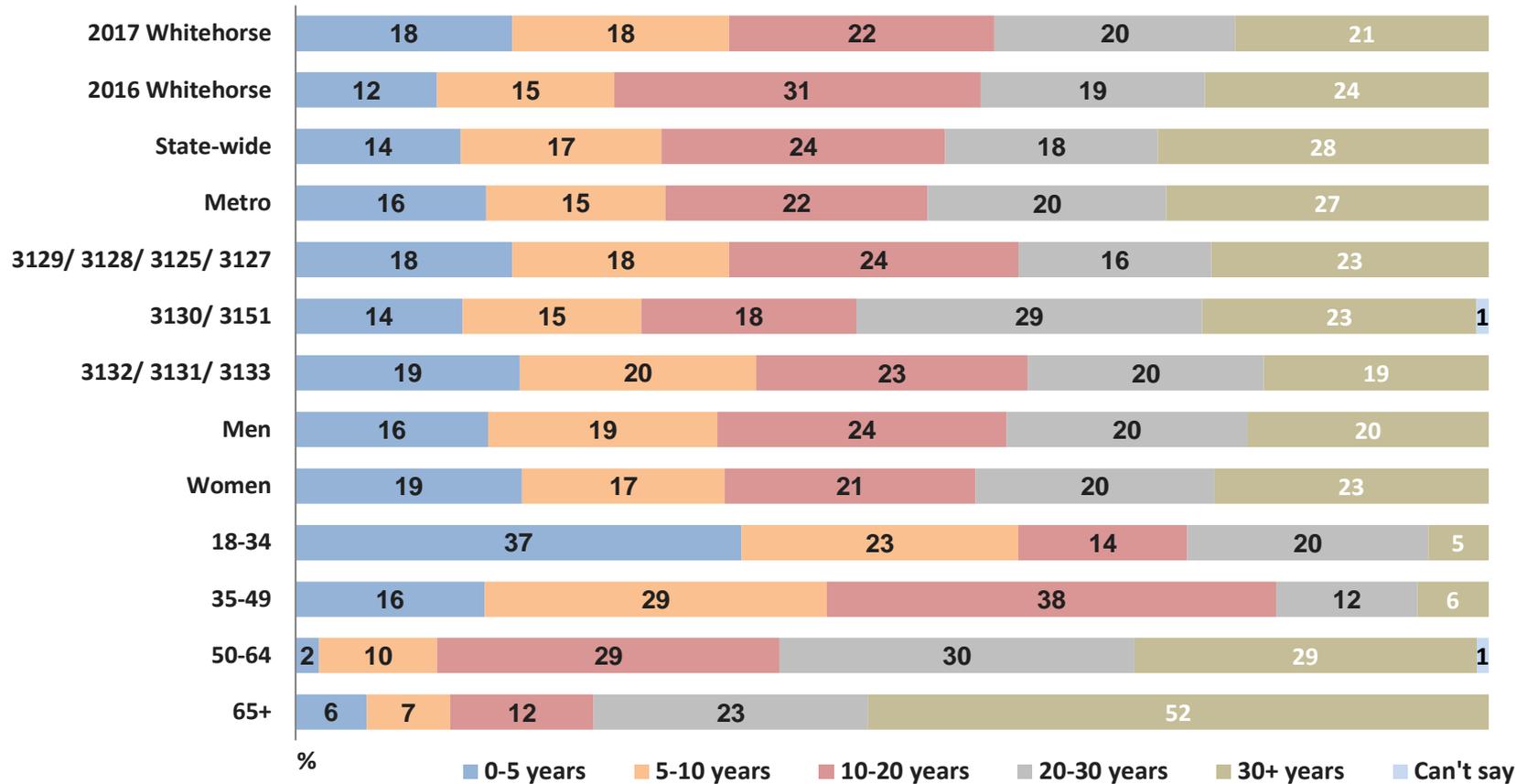
2017 Years Lived in Area



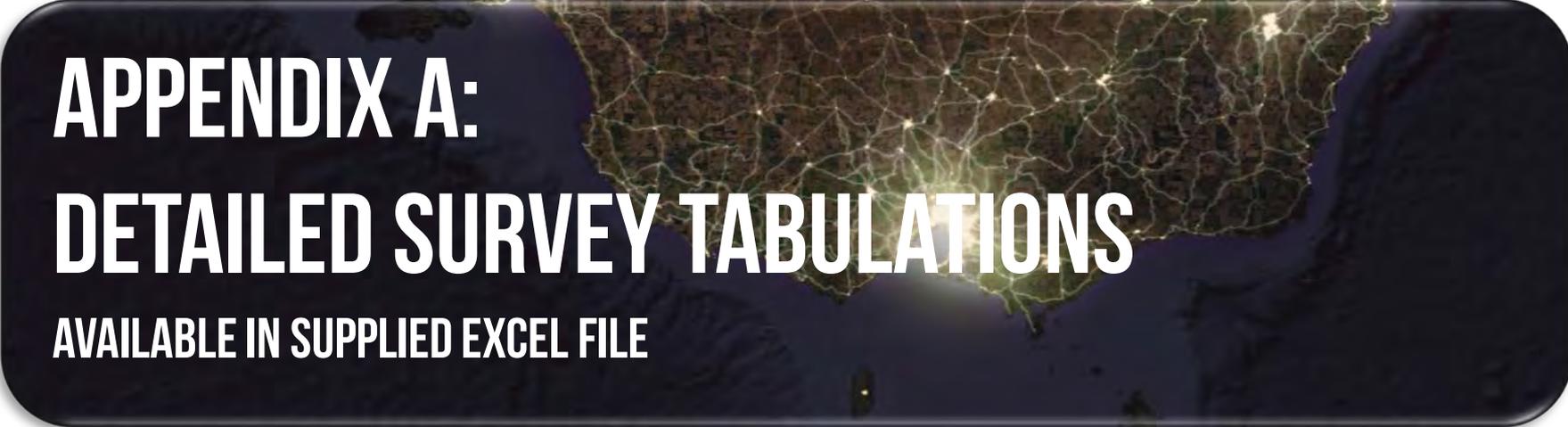
S5. How long have you lived in this area?/How long have you owned a property in this area?  
 Base: All respondents. Councils asked state-wide: 15 Councils asked group: 6

# 2017 YEARS LIVED IN AREA

## 2017 Years Lived in Area



S5. How long have you lived in this area?/How long have you owned a property in this area?  
 Base: All respondents. Councils asked state-wide: 15 Councils asked group: 6



**APPENDIX A:  
DETAILED SURVEY TABULATIONS**

**AVAILABLE IN SUPPLIED EXCEL FILE**



**APPENDIX B:  
FURTHER PROJECT INFORMATION**

# APPENDIX B:

## BACKGROUND AND OBJECTIVES

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The survey was revised in 2012. As a result:

- The survey is now conducted as a representative random probability survey of residents aged 18 years or over in local councils, whereas previously it was conducted as a 'head of household' survey.
- As part of the change to a representative resident survey, results are now weighted post survey to the known population distribution of Whitehorse City Council according to the most recently available Australian Bureau of Statistics population estimates, whereas the results were previously not weighted.
- The service responsibility area performance measures have changed significantly and the rating scale used to assess performance has also changed.

As such, the results of the 2012 State-wide Local Government Community Satisfaction Survey should be considered as a benchmark. Please note that comparisons should not be made with the State-wide Local Government Community Satisfaction Survey results from 2011 and prior due to the methodological and sampling changes. **Comparisons in the period 2012-2017 have been made throughout this report as appropriate.**

# APPENDIX B:

## MARGINS OF ERROR

The sample size for the 2017 State-wide Local Government Community Satisfaction Survey for Whitehorse City Council was n=400. Unless otherwise noted, this is the total sample base for all reported charts and tables.

The maximum margin of error on a sample of approximately n=400 interviews is +/-4.9% at the 95% confidence level for results around 50%. Margins of error will be larger for any sub-samples. As an example, a result of 50% can be read confidently as falling midway in the range 45.1% - 54.9%.

Maximum margins of error are listed in the table below, based on a population of 132,000 people aged 18 years or over for Whitehorse City Council, according to ABS estimates.

Demographic	Actual survey sample size	Weighted base	Maximum margin of error at 95% confidence interval
Whitehorse City Council	400	400	+/-4.9
Men	177	191	+/-7.4
Women	223	209	+/-6.6
3129/ 3128/ 3125/ 3127	146	152	+/-8.1
3130/ 3151	97	86	+/-10.0
3132/ 3131/ 3133	157	162	+/-7.8
18-34 years	56	128	+/-13.2
35-49 years	84	99	+/-10.8
50-64 years	112	74	+/-9.3
65+ years	148	99	+/-8.1

# APPENDIX B:

## ANALYSIS AND REPORTING

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All participating councils are listed in the state-wide report published on the DELWP website. In 2017, 68 of the 79 Councils throughout Victoria participated in this survey. For consistency of analysis and reporting across all projects, Local Government Victoria has aligned its presentation of data to use standard council groupings. Accordingly, the council reports for the community satisfaction survey provide analysis using these standard council groupings. Please note that councils participating across 2012-2017 vary slightly.

### **Council Groups**

Whitehorse City Council is classified as a Metropolitan council according to the following classification list:

- Metropolitan, Interface, Regional Centres, Large Rural & Small Rural

Councils participating in the Metropolitan group are: Banyule, Bayside, Boroondara, Brimbank, Glen Eira, Greater Dandenong, Frankston, Kingston, Knox, Manningham, Maroondah, Melbourne, Monash, Moonee Valley, Moreland, Port Phillip, Stonnington and Whitehorse.

Wherever appropriate, results for Whitehorse City Council for this 2017 State-wide Local Government Community Satisfaction Survey have been compared against other participating councils in the Metropolitan group and on a state-wide basis. Please note that council groupings changed for 2015, and as such comparisons to council group results before that time can not be made within the reported charts.

# APPENDIX B: ANALYSIS AND REPORTING

## Index Scores

Many questions ask respondents to rate council performance on a five-point scale, for example, from ‘very good’ to ‘very poor’, with ‘can’t say’ also a possible response category. To facilitate ease of reporting and comparison of results over time, starting from the 2012 survey and measured against the state-wide result and the council group, an ‘Index Score’ has been calculated for such measures.

The Index Score is calculated and represented as a score out of 100 (on a 0 to 100 scale), with ‘can’t say’ responses excluded from the analysis. The ‘% RESULT’ for each scale category is multiplied by the ‘INDEX FACTOR’. This produces an ‘INDEX VALUE’ for each category, which are then summed to produce the ‘INDEX SCORE’, equating to ‘60’ in the following example.

SCALE CATEGORIES	% RESULT	INDEX FACTOR	INDEX VALUE
Very good	9%	100	9
Good	40%	75	30
Average	37%	50	19
Poor	9%	25	2
Very poor	4%	0	0
Can't say	1%	--	INDEX SCORE 60

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Similarly, an Index Score has been calculated for the Core question ‘Performance direction in the last 12 months’, based on the following scale for each performance measure category, with ‘Can’t say’ responses excluded from the calculation.

SCALE CATEGORIES	% RESULT	INDEX FACTOR	INDEX VALUE
Improved	36%	100	36
Stayed the same	40%	50	20
Deteriorated	23%	0	0
Can't say	1%	--	INDEX SCORE 56

# APPENDIX B:

## INDEX SCORE IMPLICATIONS

Index scores are indicative of an overall rating on a particular service area. In this context, index scores indicate:

- a) how well council is seen to be performing in a particular service area; or
- b) the level of importance placed on a particular service area.

For ease of interpretation, index score ratings can be categorised as follows:

INDEX SCORE	Performance implication	Importance implication
75 – 100	Council is performing <b>very well</b> in this service area	This service area is seen to be <b>extremely important</b>
60 – 75	Council is performing <b>well</b> in this service area, but there is room for improvement	This service area is seen to be <b>very important</b>
50 – 60	Council is performing <b>satisfactorily</b> in this service area but needs to improve	This service area is seen to be <b>fairly important</b>
40 – 50	Council is performing <b>poorly</b> in this service area	This service area is seen to be <b>somewhat important</b>
0 – 40	Council is performing <b>very poorly</b> in this service area	This service area is seen to be <b>not that important</b>

# APPENDIX B:

## INDEX SCORE SIGNIFICANT DIFFERENCE CALCULATION

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The test applied to the Indexes was an Independent Mean Test, as follows:

$$Z \text{ Score} = (\$1 - \$2) / \text{Sqrt} ((\$3^2 / \$5) + (\$4^2 / \$6))$$

Where:

- \$1 = Index Score 1
- \$2 = Index Score 2
- \$3 = unweighted sample count 1
- \$4 = unweighted sample count 1
- \$5 = standard deviation 1
- \$6 = standard deviation 2

All figures can be sourced from the detailed cross tabulations.

The test was applied at the 95% confidence interval, so if the Z Score was greater than +/- 1.954 the scores are significantly different.

# APPENDIX B:

## ANALYSIS AND REPORTING

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### Core, Optional and Tailored Questions

Over and above necessary geographic and demographic questions required to ensure sample representativeness, a base set of questions for the 2017 State-wide Local Government Community Satisfaction Survey was designated as 'Core' and therefore compulsory inclusions for all participating Councils.

These core questions comprised:

- Overall performance last 12 months (Overall performance)
- Lobbying on behalf of community (Advocacy)
- Community consultation and engagement (Consultation)
- Decisions made in the interest of the community (Making community decisions)
- Condition of sealed local roads (Sealed local roads)
- Contact in last 12 months (Contact)
- Rating of contact (Customer service)
- Overall council direction last 12 months (Council direction)

Reporting of results for these core questions can always be compared against other participating councils in the council group and against all participating councils state-wide. Alternatively, some questions in the 2017 State-wide Local Government Community Satisfaction Survey were optional. Councils also had the ability to ask tailored questions specific only to their council.

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### Reporting

Every council that participated in the 2017 State-wide Local Government Community Satisfaction Survey receives a customised report. In addition, the state government is supplied with a state-wide summary report of the aggregate results of 'Core' and 'Optional' questions asked across all council areas surveyed.

Tailored questions commissioned by individual councils are reported only to the commissioning council and not otherwise shared unless by express written approval of the commissioning council.

The overall State-wide Local Government Community Satisfaction Report is available at <https://www.localgovernment.vic.gov.au/our-programs/council-community-satisfaction-survey>

# APPENDIX B:

## GLOSSARY OF TERMS

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**Core questions:** Compulsory inclusion questions for all councils participating in the CSS.

**CSS:** 2017 Victorian Local Government Community Satisfaction Survey.

**Council group:** One of five classified groups, comprising: metropolitan, interface, regional centres, large rural and small rural.

**Council group average:** The average result for all participating councils in the council group.

**Highest / lowest:** The result described is the highest or lowest result across a particular demographic sub-group e.g. men, for the specific question being reported. Reference to the result for a demographic sub-group being the highest or lowest does not imply that it is significantly higher or lower, unless this is specifically mentioned.

**Index score:** A score calculated and represented as a score out of 100 (on a 0 to 100 scale). This score is sometimes reported as a figure in brackets next to the category being described, e.g. men 50+ (60).

**Optional questions:** Questions which councils had an option to include or not.

**Percentages:** Also referred to as 'detailed results', meaning the proportion of responses, expressed as a percentage.

**Sample:** The number of completed interviews, e.g. for a council or within a demographic sub-group.

**Significantly higher / lower:** The result described is significantly higher or lower than the comparison result based on a statistical significance test at the 95% confidence limit. If the result referenced is statistically higher or lower then this will be specifically mentioned, however not all significantly higher or lower results are referenced in summary reporting.

**Statewide average:** The average result for all participating councils in the State.

**Tailored questions:** Individual questions tailored by and only reported to the commissioning council.

**Weighting:** Weighting factors are applied to the sample for each council based on available age and gender proportions from ABS census information to ensure reported results are proportionate to the actual population of the council, rather than the achieved survey sample.



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