



COMMUNITY SATISFACTION SURVEY 2018

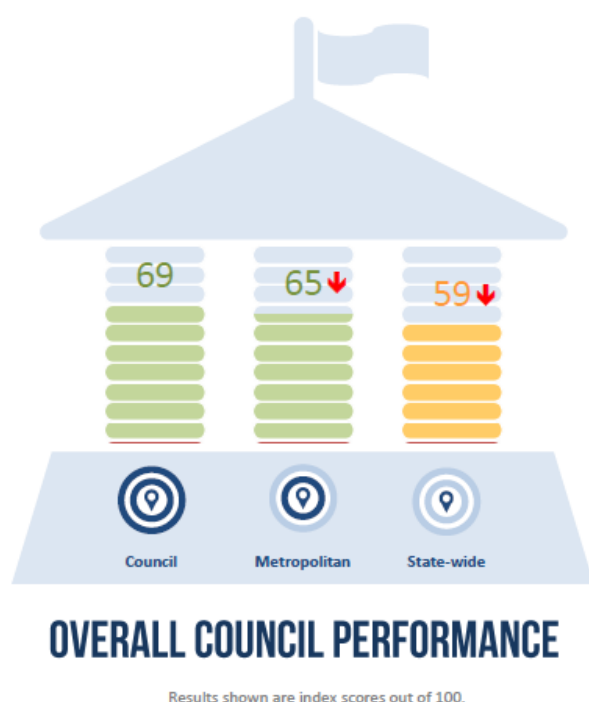
Results Summary

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SNAPSHOT OF KEY RESULTS



Whitehorse City Council's overall performance index score of 69 is an increase, though not statistically significant, from 2017 (67 index points).

The 2018 result is **significantly higher** than the 2018 state-wide and metropolitan group results (59 and 65 respectively).

Residents are much more likely to rate Whitehorse City Council's overall performance as 'very good' (15%) or 'good' (54%) than 'poor' (6%) or 'very poor' (1%). A further 23% sit mid-scale as an 'average' rating.

Top areas of performance

- Customer service (core)
- Sealed local roads (core)
- Arts centres and libraries
- Waste management
- Recreational facilities

Areas showing most decline

- Appearance of public areas
- Family support services
- Planning and building permits

Top areas for improvement

- Overall council direction (core)
- Planning and building permits
- Decisions made in the interest of the community
- Community consultation and engagement
- Informing the community

BACKGROUND

Each year, Local Government Victoria coordinates and auspices the state-wide Local Government Community Satisfaction Survey. The main objectives are to assess the performance of Whitehorse City Council across a range of measures and seek insight into ways to provide improved or more effective service delivery. The survey also provides Council with a means to fulfil some of the statutory reporting requirements as per the Local Government Performance Reporting Framework.

METHODOLOGY

- The survey was conducted by Computer Assisted Telephone Interviewing
- Random probability survey of residents aged 18 years +
- Survey sample matched to demographic profile
- Includes up to 40% mobile numbers
- 400 interviews
- Minimum quotas of gender within each age group applied
- Reasonable comparisons can be made for survey results from 2012-2018

METROPOLITAN GROUPING: Banyule, Booroondara, Brimbank, Glen Eira, Greater Dandenong, Frankston, Kingston, Knox, Manningham, Maroondah, Melbourne, Port Phillip, Stonnington & Whitehorse

WHITEHORSE REGIONS

Regions of Whitehorse as previously linked to Australian Bureau of Statistics Census regions (Statistical Local Area 3)

NUNAWADING EAST GROUPING: 3131, 3132, 3133
Nunawading, Forest Hill, Mitcham, Vermont, Vermont South

NUNAWADING WEST GROUPING: 3130, 3151
Blackburn, Blackburn North, Blackburn South, Burwood East

BOX HILL GROUPING: 3125, 3127, 3128, 3129
Burwood, Surrey Hills, Mont Albert, Box Hill, Box Hill South, Box Hill North, Mont Albert North

Note: A Community Satisfaction Survey was not conducted in 2015, as a result, five year trend data relates to 2013, 2014, 2016, 2017, and 2018.

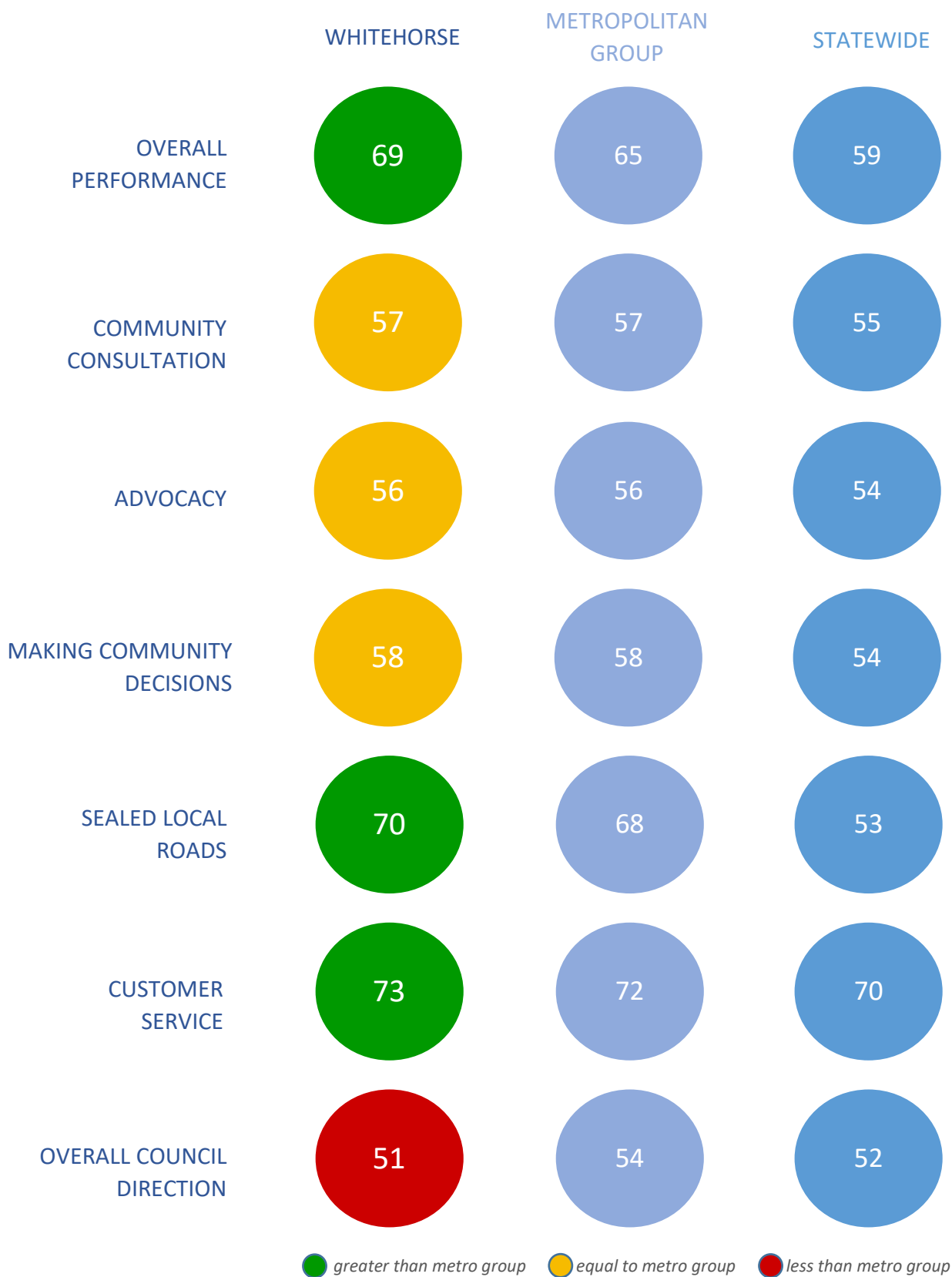
INDEX SCORES

Index Score	Performance implication	Importance implication
75 - 100	Performing very well	Extremely important
60 - 75	Performing well	Very important
50 - 60	Satisfactory	Fairly important
40 - 50	Poor	Somewhat important
0 - 40	Very poor	Not that important

PERFORMANCE

CORE (COMPULSORY) PERFORMANCE MEASURES

COMPARED WITH STATE AND METROPOLITAN GROUP



CHANGES FROM 2017

Significantly higher

No results were significantly higher.

Significantly lower

- Appearance of public areas
- Family support services

Results by demographics

In general, higher scores were given by respondents who are:

- born overseas
- aged 65+ or 18-34, and
- residents of Nunawading East

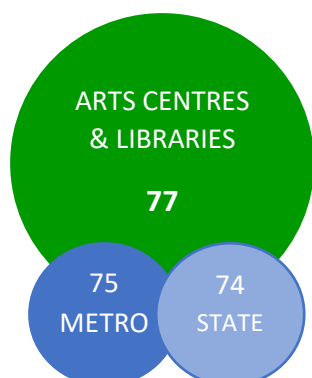
Performance Measure	Whitehorse Index Score 2018	Whitehorse Index Score 2017	Change from 2017 to 2018*
CORE/COMPULSORY			
Overall Performance	69	67	+2
Customer Service	73	72	+1
Community Consultation	57	57	0
Advocacy	56	56	0
Overall Council Direction	51	51	0
Making Community Decisions	58	59	-1
Sealed Local Roads	70	73	-3
SERVICE AREAS			
Community and Cultural Activities	75	74	+1
Elderly Support Services	70	69	+1
Informing the Community	62	61	+1
Waste Management	77	77	0
Recreational Facilities	76	76	0
Enforcement of Local Laws	65	65	0
Planning and Building Permits	50	50	0
Arts Centres and Libraries	77	79	-2
Environmental Sustainability	65	68	-3
Family Support Services	69	72	-3*
Appearance of Public Areas	73	77	-4*

Green = Improved from 2017 **Yellow** = Equal to 2017 **Red** = Less than 2017

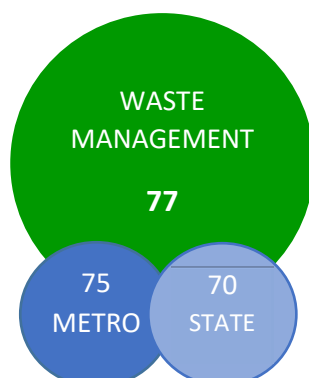
* only those areas marked by an asterisk are statistically significant

HIGH AND LOW PERFORMANCE

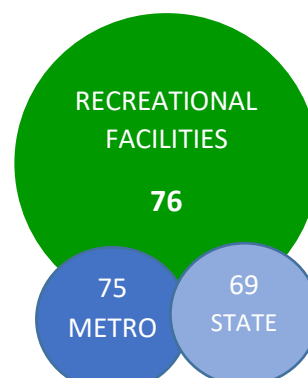
AREAS WHERE COUNCIL IS PERFORMING WELL



- Highest service performance for the past 2 years
- Down 2 points from 2017
- 70% rate performance as very good or good
- Performance is higher than importance (69)

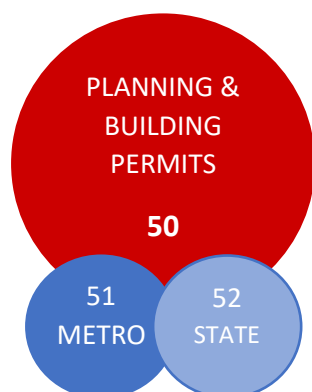


- 81% rate performance as very good or good
- Highest rated service area in terms of importance (84)

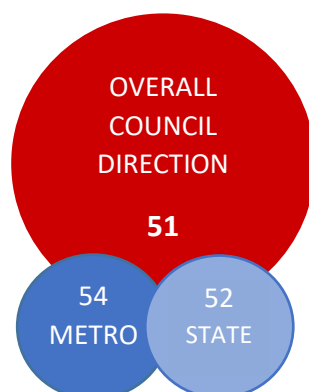


- Perceptions increased significantly in the last 12 months among residents aged 18 to 34
- Rated highest by Nunawading East residents

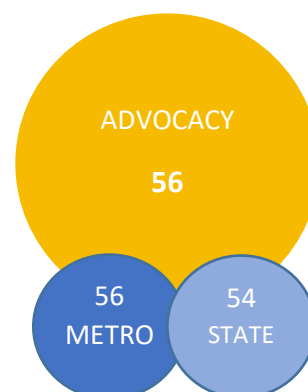
AREAS OF LOW PERFORMANCE



- Lowest rated service area
- Consistent score previous 3 years
- 25% rate performance poor or very poor
- Performance is consistent with state (52) and metro (51)
- High perceived importance (27 points higher than performance)



- Significantly lower than metro (54)
- Declined in residents aged 18-34 and 50-64
- Increased for residents aged 35-49



- Increased for male residents (from 56 in 2017 to 58 in 2018) and residents aged 35-49 (from 50 in 2017 to 55 in 2018)
- Performance scored the lowest by residents aged 50-64
- Performance rates lower than perceived importance (56 compared to 64)

● greater than metro group
 ● equal to metro group
 ● less than metro group

FOCUS AREAS

Service areas in which importance exceeds rated performance by 10 points



Relative to other services evaluated, respondents rate planning and building permits the lowest, though performance in this area has stayed consistent three years in a row. Those Australian born, aged 35-49, and those from the Box Hill region rate this area the lowest.

Decisions in the interest of the community, community consultation and engagement, and informing the community are strongly linked areas. They are all rated very important and performance is rated significantly lower. Residents aged 50-64 rate all three areas lower than other age groups. These areas relate closely to perceptions of the overall council direction, which is the only core performance area where Whitehorse rates lower than other Metro or State-wide councils (51, compared to 54 and 52 respectively).

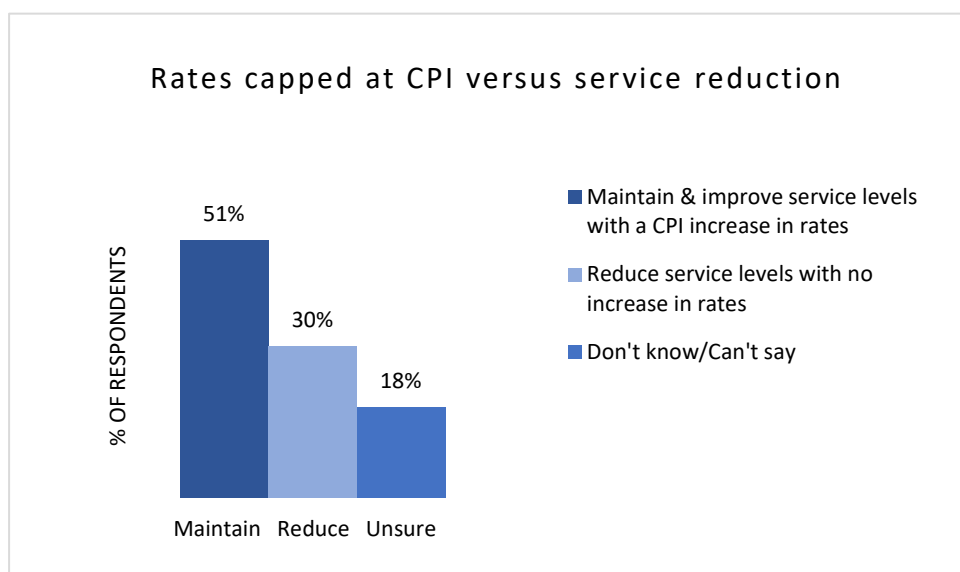
Making community decisions, consultation and engagement, and informing the community relate to communication to and with the community. Results in relation to communication preferences are outlined below:

COMMUNICATIONS

Newsletters, sent via mail (35%) and email (31%), are the preferred way for Council to inform residents about news, information and upcoming events. Demand for emailed newsletters declined just slightly, while preferences for emailed newsletters increased (by 7 percentage points) in the past year. For the first time, **preferences favour mailed over emailed newsletters**.

- Since 2017 the popularity of mailed communications increased among residents under 50 years of age (from 26% to 33%) and those over 50 (from 32% to 38%).
- While younger adults (under fifty years of age) divide evenly in their preferences (35% mailed and 33% emailed newsletter), adults aged over 50 years prefer to receive a newsletter via mail (38%) to email (25%, 6 percentage points lower than 2017) by a wider margin.
- The popularity of an e-newsletter declined among older residents in the past year.
- Demand for **text message updates** (6%) **also dropped considerably since 2017** (14%) among residents under fifty years of age.

RATES V SERVICES

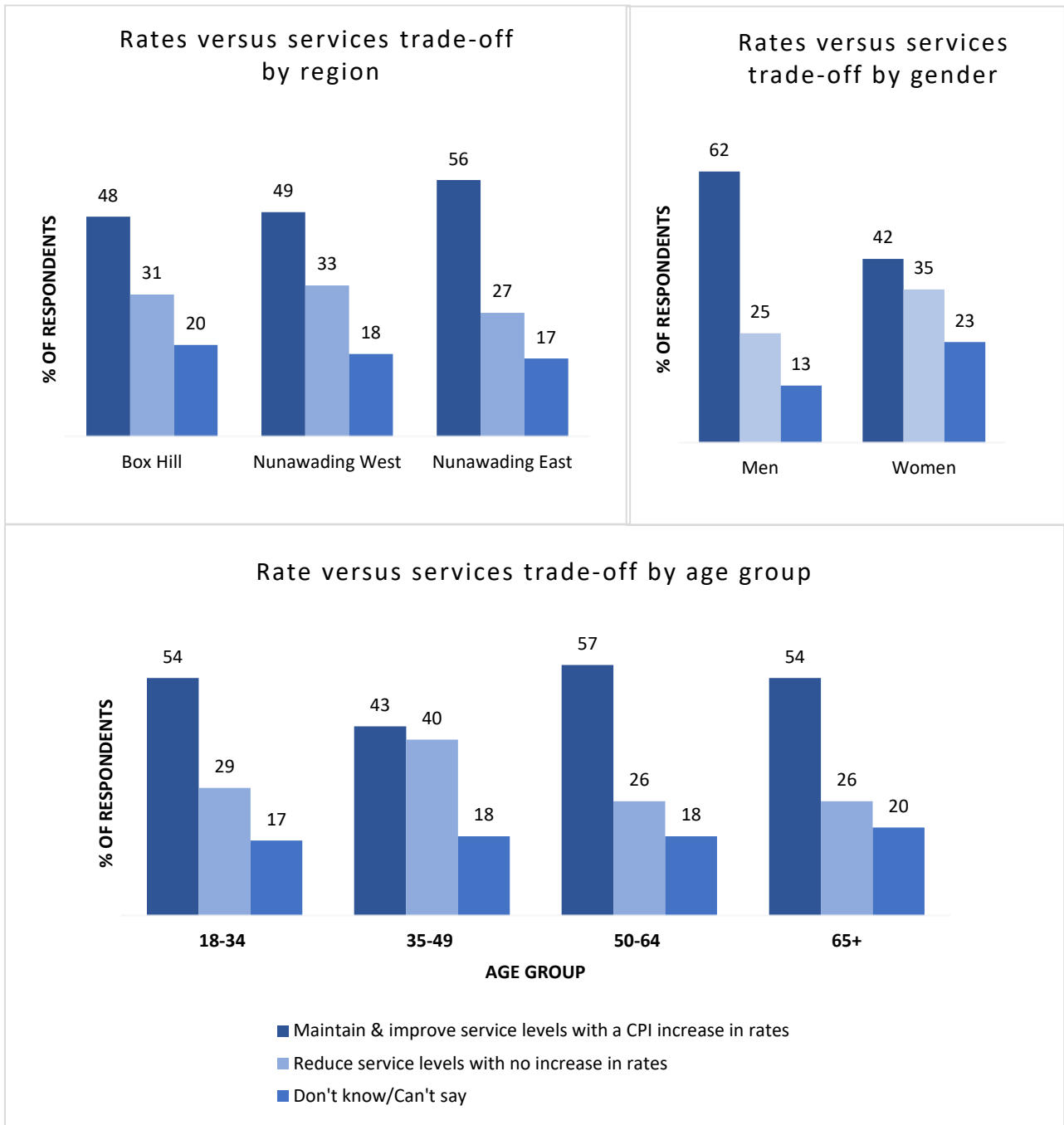


A tailored question has been included in the Community Satisfaction Survey since the introduction of rate capping.

In response to this question, 51% of respondents would prefer to maintain and improve service levels with a CPI increase in rates.

Tailored question 2018:

“Over the last few years, the State Government has implemented legislation that caps council rate increases at CPI. Council believes that to maintain or improve current levels of local services, it would need to increase rates by the CPI amount. With this in mind, would you prefer council to maintain and improve current service levels by implementing a CPI increase to council rates OR hold rates with no increase at their current level but with reduced service levels?”



By comparison, the 2017 Question was:

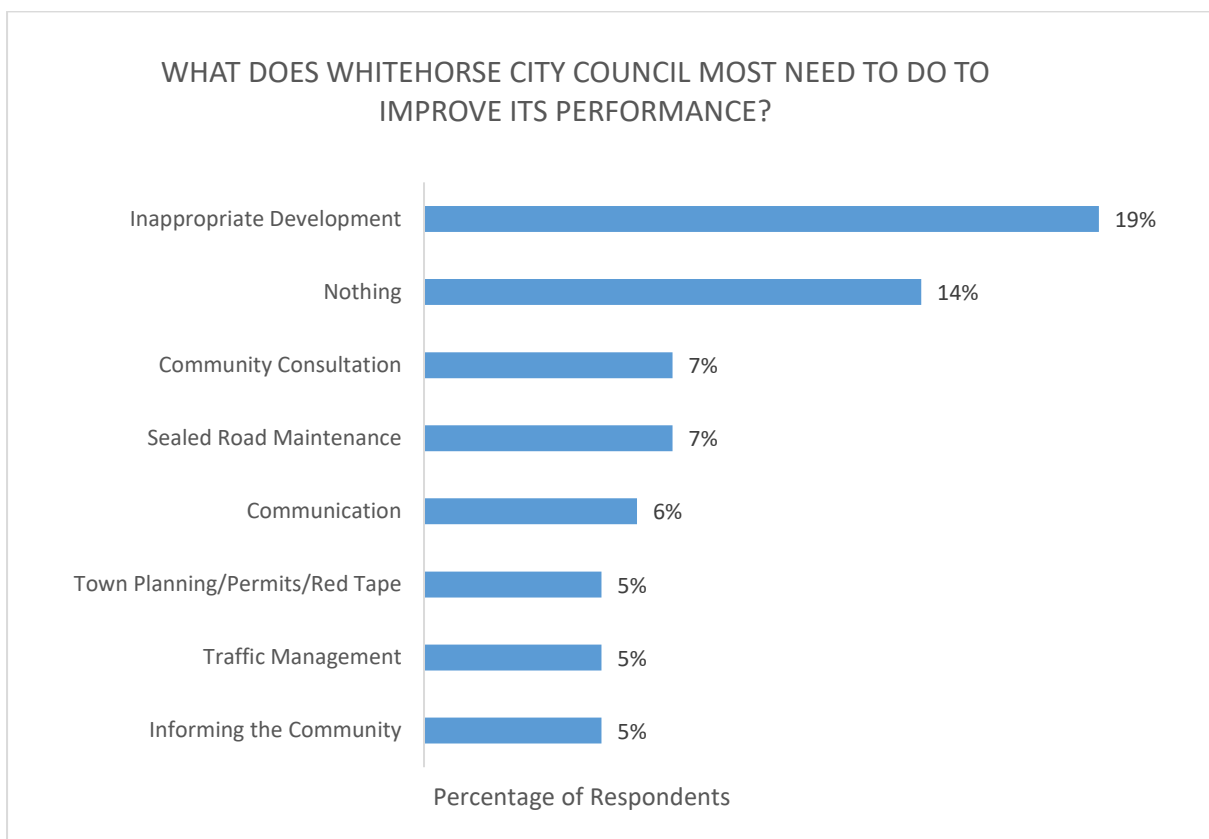
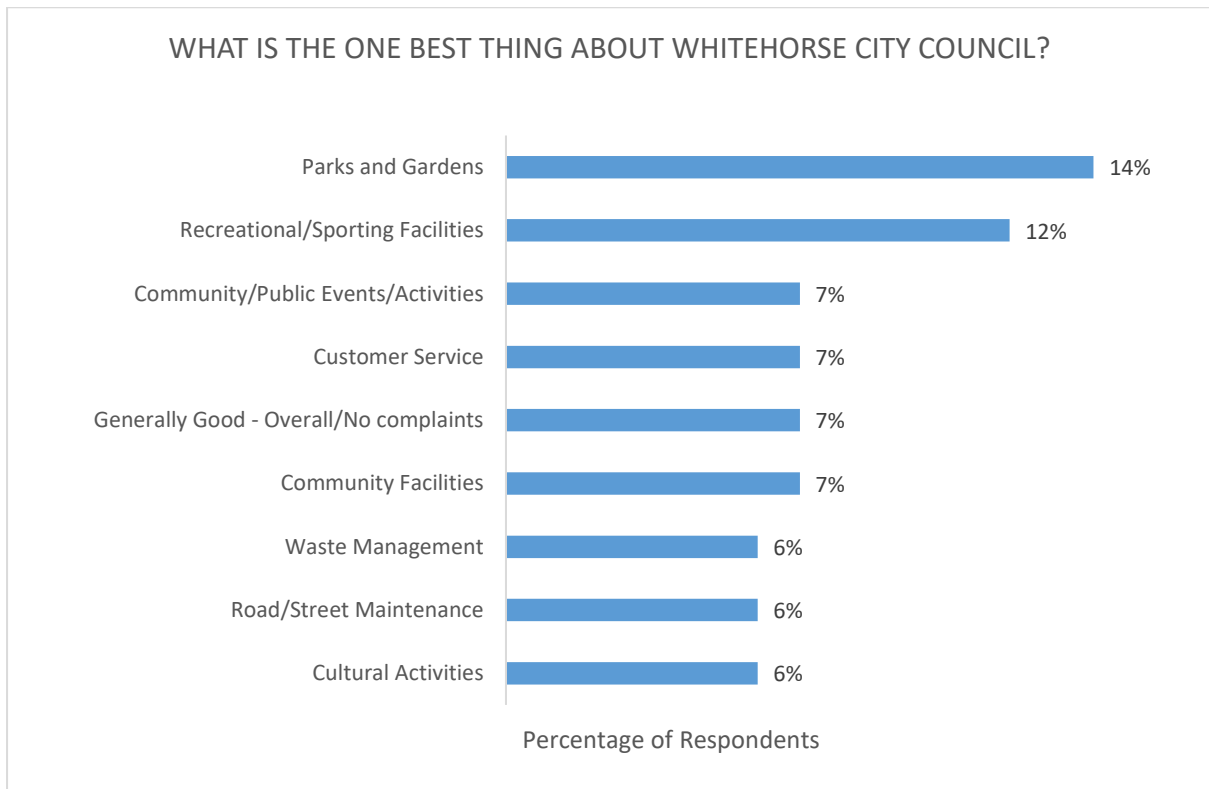
“If you had to choose between Council rate rises to improve local services OR cuts in Council services to keep Council rates at the same level as they are now, would you prefer to see Council rate rises or would you prefer to see cuts in Council services? Is that definitely or probably?”

The responses were:

Definitely raise rates to improve services	26%
Maybe raise rates to improve services	21%
Unable to choose	21%
Maybe cut services to maintain rates at current level	23%
Definitely cut services to maintain rates at current level	9%

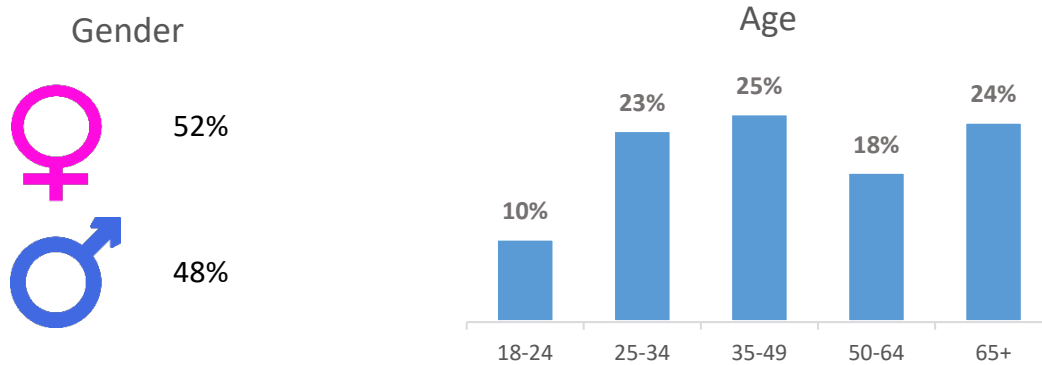
THE BEST AND MOST IN NEED OF IMPROVEMENT

Results are consistent with results from the 2017 survey.



DEMOGRAPHICS

SURVEY RESPONDENTS



The survey captured a reasonably even distribution of gender and age cohorts.

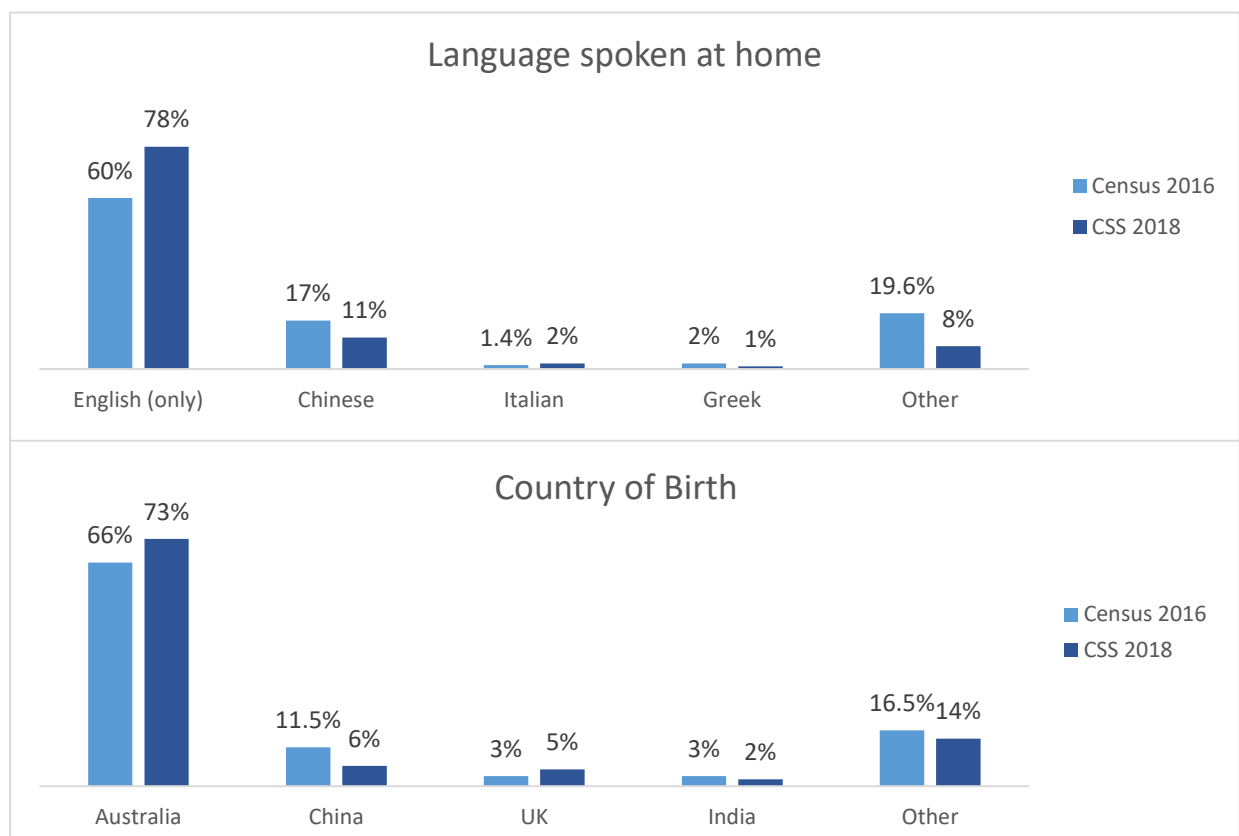
HOUSEHOLDS

28% of respondent’s household structure is a family with children under 16 at home.

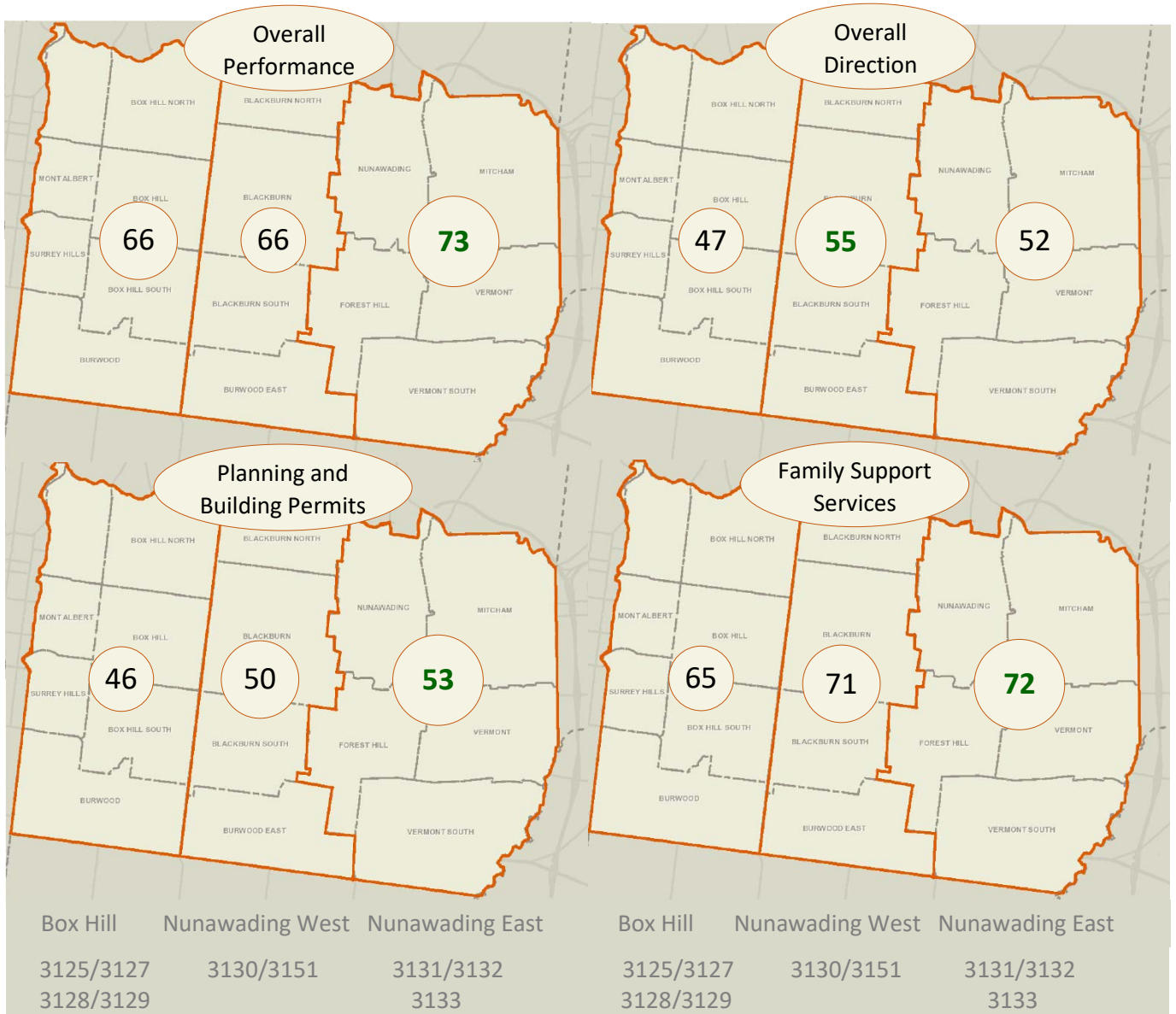
Consistent with prior years, the majority of respondents have lived in Whitehorse for more than 10 years (73% in 2018).

DIVERSITY

For the 2018 Community Satisfaction Survey the point of difference in the selection of questions compared to those of last year were two optional cultural diversity questions.



PERFORMANCE BY REGION



PERFORMANCE BY AGE GROUP

	18-34	35-49	50-64	65+
Overall performance	71	67	64	71
Overall direction	54	52	44	51
Decisions in the interest of the community	63	55	52	59
Planning and building permits	55	43	48	52
Recreational facilities	74	75	76	78

Green = Highest score for this area Red = Lowest score for this area

PERFORMANCE BY DIVERSITY



Born in Australia



Born overseas

Overall performance	68	71
Overall direction	49	58
Decisions in the interest of the community	56	62
Planning and building permits	48	56
Recreational facilities	77	74

Green = Highest score for this area



Only speak English



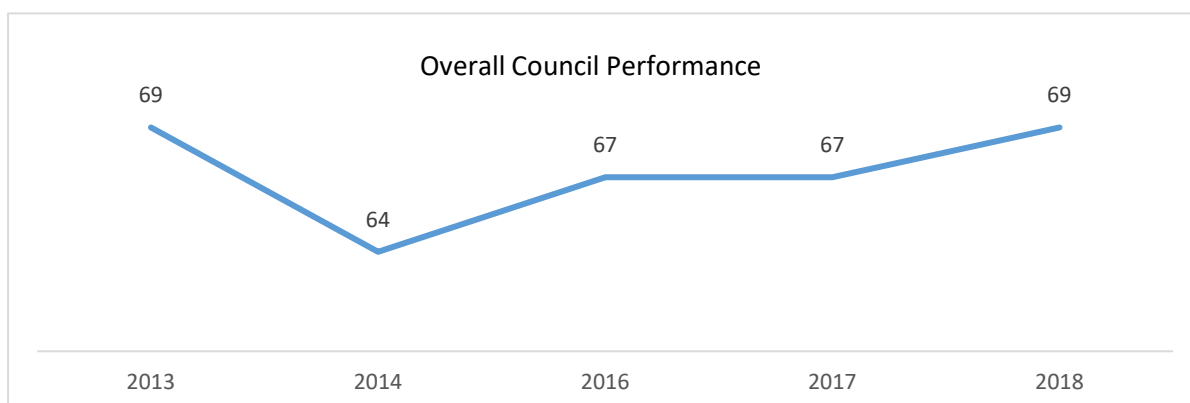
Speak other languages

Overall performance	68	71
Overall direction	49	59
Decisions in the interest of the community	56	64
Planning and building permits	48	57
Recreational facilities	76	74

Green = Highest score for this area

INDIVIDUAL SERVICE AREAS

OVERALL PERFORMANCE

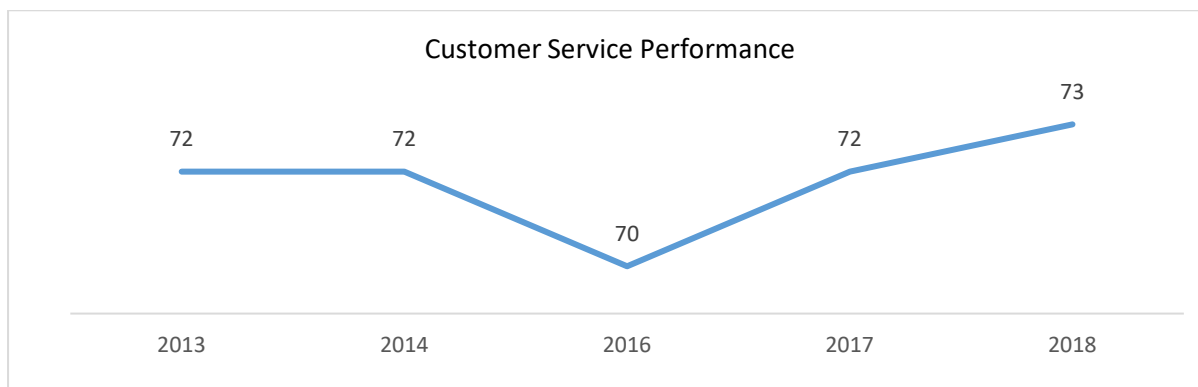


Performance: Overall performance ratings have been largely stable over the past 5 years, dipping temporarily in 2014 before increasing again.

Nunawading East group rate the Council performance significantly higher than other groups and also increased **significantly** from an index score of 67 in 2017 to 73 in 2018.

Overall performance ratings are largely consistent across demographic groups.

CUSTOMER SERVICE

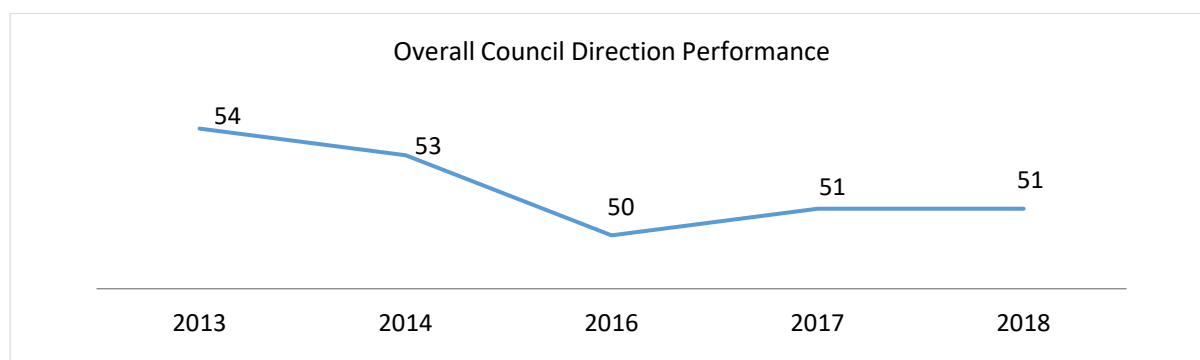


Performance: Perceptions of customer service have been quite stable over time.

During the past year, three in five (60%) of Whitehorse residents have had contact with Council. Residents aged 35 to 49 years (68%) are **most likely** to have had contact with Council, those aged 18 to 34 are **least likely** to have done so (51%). Residents under 50 years old were less satisfied than residents 50+.

- More women than men contact Council (65% v 54%)
- More than one-third rate customer service as very good
- Nunawading East is the most satisfied with customer service (Nunawading, Forest Hill, Mitcham, Vermont, Vermont South)

OVERALL COUNCIL DIRECTION

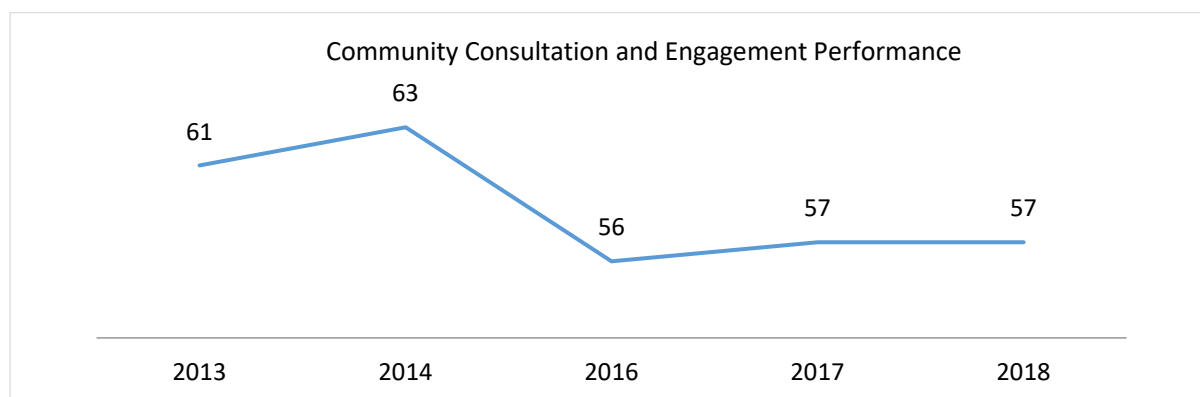


Performance: Whitehorse City Council's performance index for overall council direction is **significantly lower** than the Metropolitan group average (by 3 points). This is the only core measure whose results were below Metropolitan group averages.

In summary, 68% of respondents perceive council direction stayed about the same, 13% perceived improvement and 11% perceived deterioration, exactly the same as in 2017.

- Residents aged 18 to 34 years and those living in Nunawading West are **most satisfied** with council direction.
- Residents 50 to 64 years and those living in Box Hill are **least satisfied** with council direction.

COMMUNITY CONSULTATION AND ENGAGEMENT



Performance: This was the only core measure whose current rating (index score 57) is currently **significantly lower** than a previously achieved result (index score 63 in 2014).

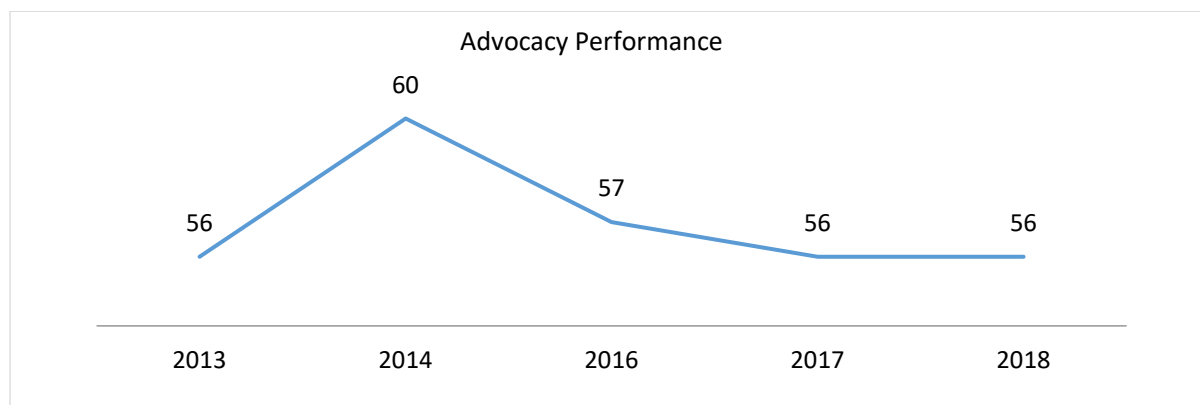
Rated among the top 3 areas for improvement for 2018, as performance was 14 points lower than importance (index score 71).

- Nunawading East was **most satisfied** with consultation.
- The performance rating among 18-34 year olds is **significantly lower** than 2017.

Importance: Older age groups place **higher** importance on this area, with 74% of 50-64 year olds and 72% of the 65+ age group responding with 'very' to 'extremely important'.

Nunawading West residents rate the importance of community consultation **higher** than Box Hill and Nunawading East (76 vs 70 and 67 index points)

ADVOCACY



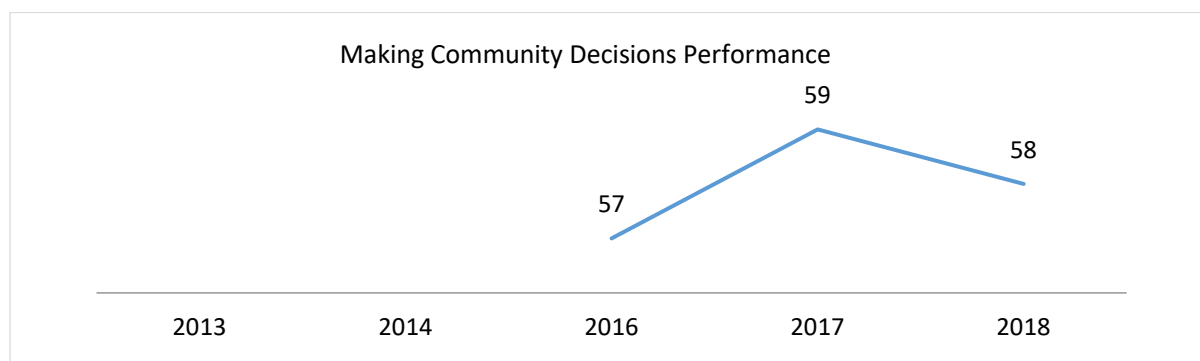
Performance: Advocacy/lobbying was rated among the lowest performing service areas. Lowest scores were received from those aged 50-64 years. 18-34 year olds rate advocacy significantly lower in 2018 compared with 2017.

Highest scores were given by men, Nunawading East residents, and those aged 65+ and 18-34.

Importance:

- Lobbying on behalf of the community is rated as one of the least important areas, and **significantly lower** than state-wide scores.
- Woman place **significantly more** importance on advocacy than men (index scores: 69 vs 60).
- Nunawading West rates the importance of advocacy **significantly higher** than the rest of Whitehorse.

MAKING COMMUNITY DECISIONS



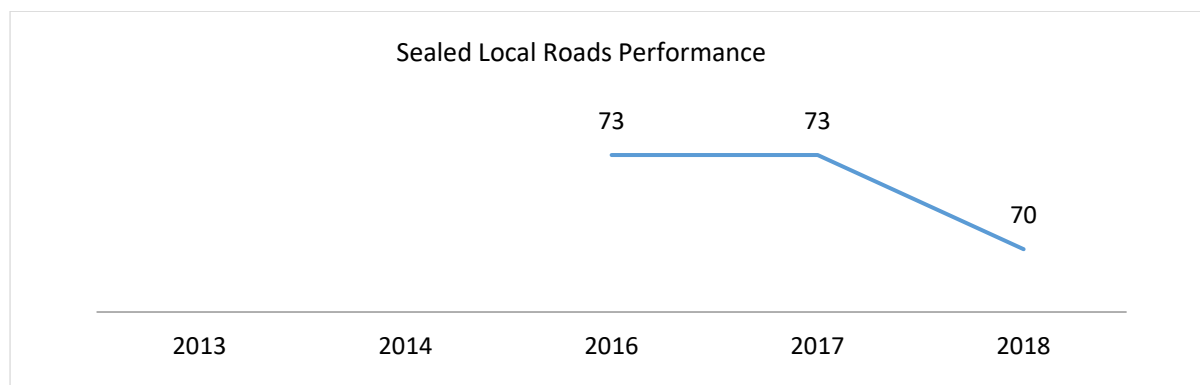
Performance: Council **significantly exceeds** State-wide averages on the measure of decisions made in the interest of the community (four points higher).

- 18-34 year olds rate community decisions **highest**, while 50-64 year olds rated it the **lowest**.

Importance:

- The importance of community decisions **exceeded** the rated performance by a significant margin of 21 points indicating this is an important focus for Whitehorse.
- Making community decisions was rated **most important** by 50-64 year olds

SEALED LOCAL ROADS

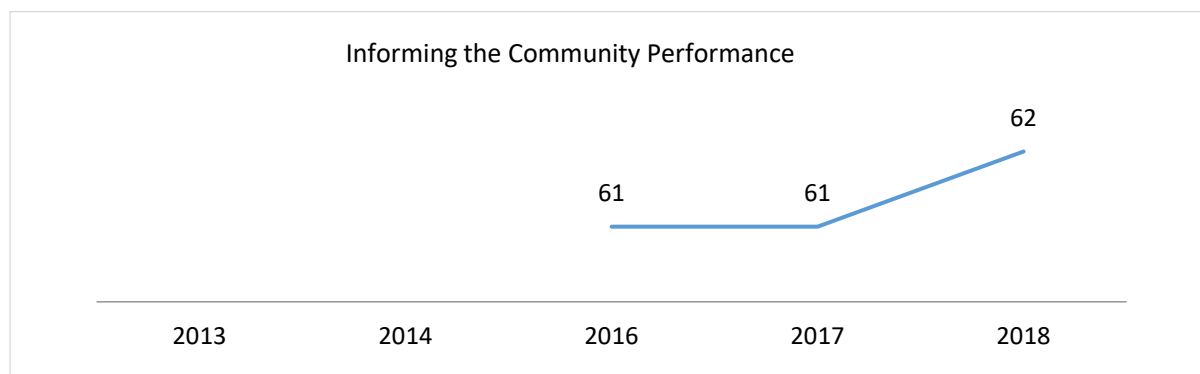


Performance: Whitehorse **significantly exceeds** the state-wide council average (17 points higher).

- Sealed local roads performance **declined slightly** by 3 index points in the past year.
- Most cohorts rated Whitehorse **similarly** in this area compared to 2017 with the exception of women (67, six points **lower**) and residents aged 35 to 49 years (67, six points **lower**).

Importance: Whitehorse rates the importance of sealed local roads **significantly lower** than the rest of the metro group or state.

INFORMING THE COMMUNITY



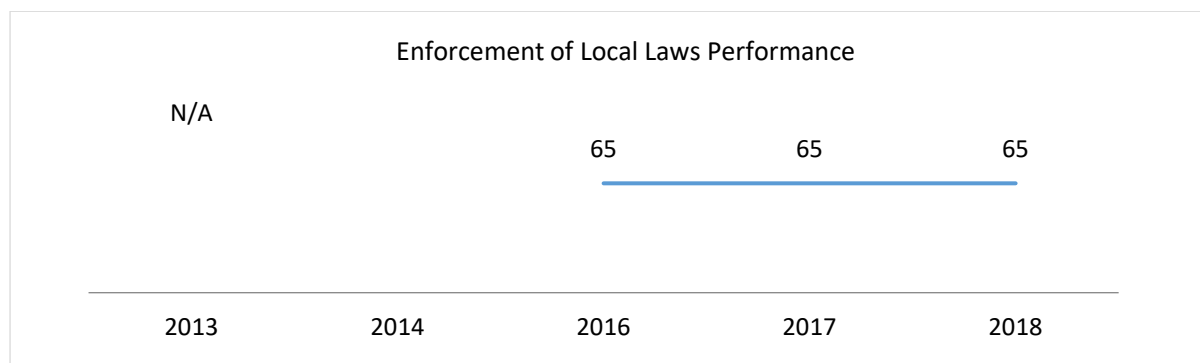
Performance: Whitehorse performance informing the community is **significantly higher** than state-wide performance.

Those aged 18-34 rated Council performance the **highest** (64 points) which is a four point increase from 2017. Those aged 50-64 rate council performance the **lowest** (60).

Importance:

- Whitehorse rates the importance of informing the community **significantly lower** than the state.
- The importance of informing the community is **highest** for women, and **lowest** for men.

ENFORCEMENT OF LOCAL LAWS

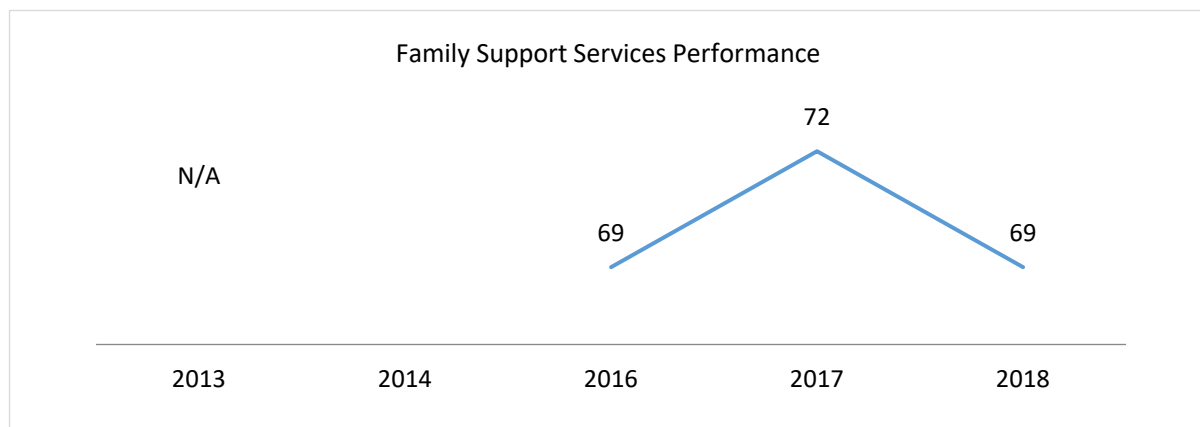


Performance: Performance scores from men and women were **equal** (index score 65)

- The age group **most** satisfied with performance of enforcement of local laws over the last 12 months was 18-34 year olds, while 50-64 year olds were the **least** satisfied.
- Performance ratings from those aged 65 and over **significantly increased** (60 points in 2017 to 66 in 2018)

Importance: **Significantly more** women than men perceive enforcement of local laws as very or extremely important (73% vs 59%).

FAMILY SUPPORT SERVICES



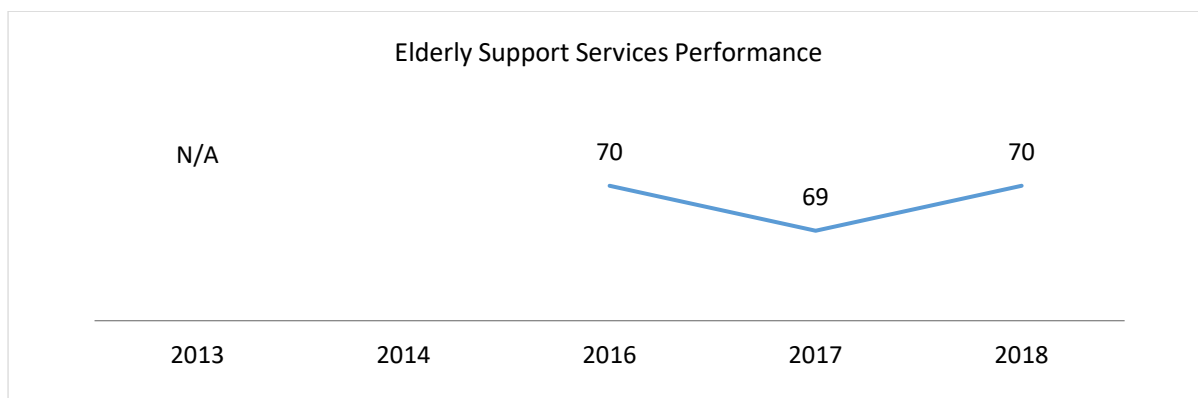
Performance: Whitehorse performs **significantly higher** than the state-wide result in all years.

- Whitehorse performance ratings **declined significantly** in 2018 (three points lower), in particular for residents aged 18 to 34 years.

Importance:

- Residents aged 18 to 34 years rate family support as **more important** than other age groups.
- Women rate family support **significantly higher** while men rate it **significantly lower** than Whitehorse overall.

ELDERLY SUPPORT SERVICES

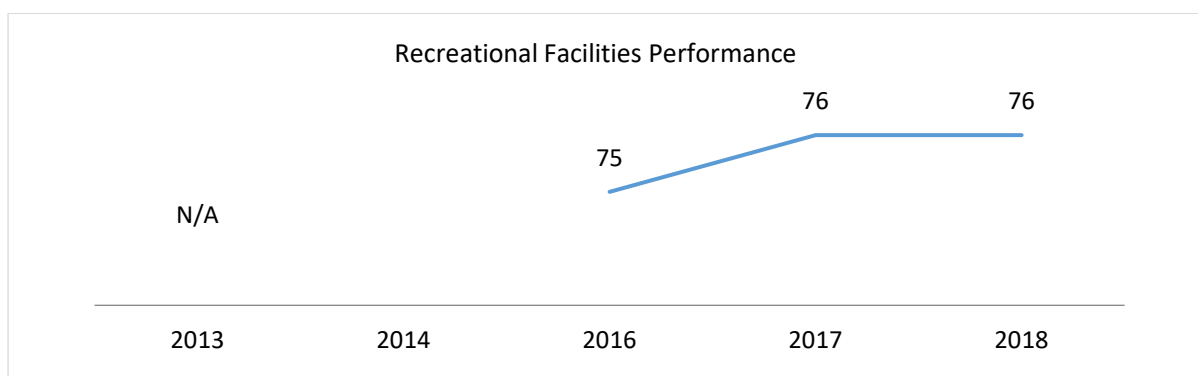


Performance: Council's performance was **significantly higher** than the metropolitan group.

- **Highest** scores were from age group 65+, Nunawading East and age group 35-29 (all 73 index points).

Importance: Those who view elderly support as **more important** are women and those aged 65+ (81 index points). Men rate the importance of elderly support the lowest at 75 index points.

RECREATIONAL FACILITIES



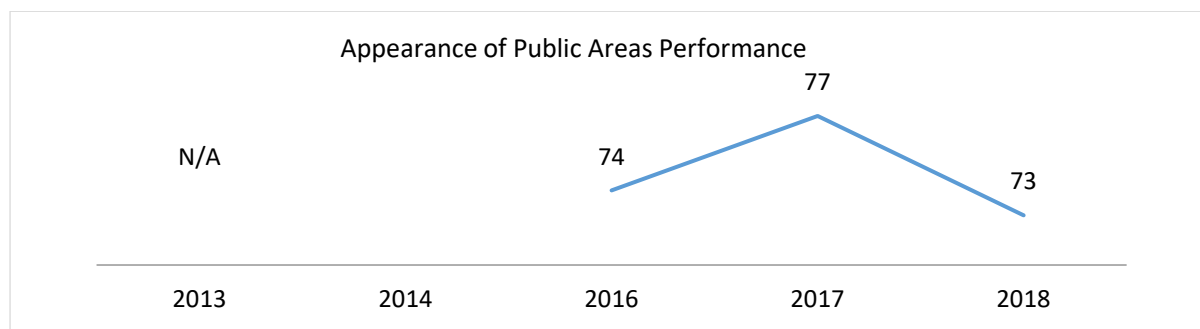
Performance: Recreational facilities is an area rated more highly compared to other service areas, and Whitehorse performance is **significantly higher** than the metropolitan and state-wide group averages.

- Performance of this service area have **increased significantly** in the last 12 months among residents aged 18 to 34 years (from a performance index score of 70 to 75).

Importance: Parks and gardens (14%), recreational and sporting facilities (12%), and community facilities (7%) are among the **most frequently** mentioned best things about living in the council area.

Council should continue to develop service areas that are currently rated higher than others, including recreational facilities.

APPEARANCE OF PUBLIC AREAS



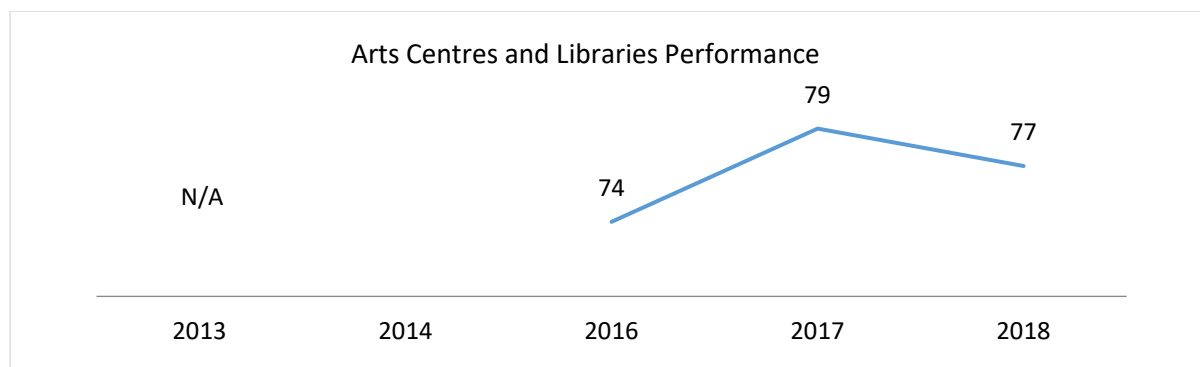
Performance: Council's performance ratings **declined significantly** in 2018 for appearance of public areas (index score of 73, four index points lower than 2017). Much of the decline can be attributed to more critical ratings from residents aged 18 to 49 years and women.

Performance for Whitehorse was **significantly higher** than for the state as a whole.

Importance:

- The appearance of public areas was considered **more important** by those aged 50-64 years (70 points).
- Whitehorse view this area as **significantly less** important than the metropolitan group and state-wide results.
- Men, and residents from Nunawading East rated the importance of this area **significantly lower** than they did in 2017.

ARTS CENTRES AND LIBRARIES



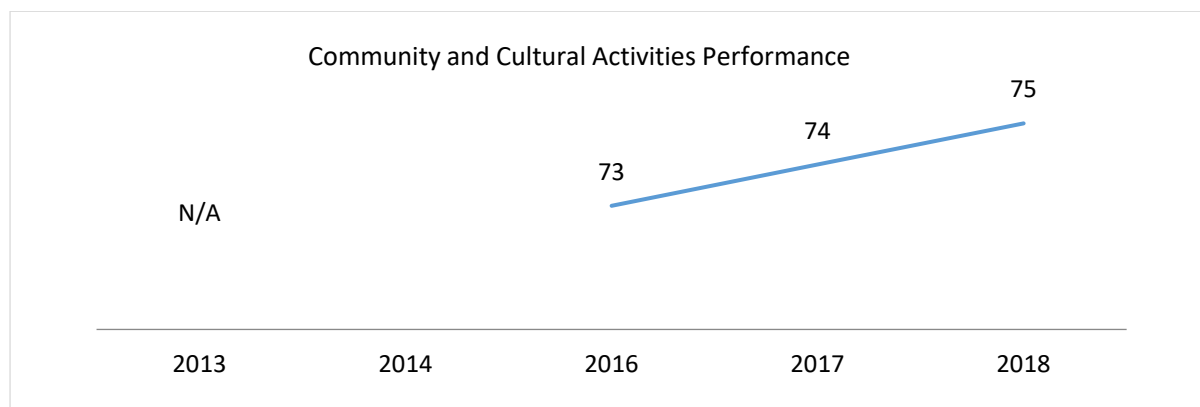
Performance: Art centres and libraries is one of the **strongest performing** areas (index score of 77), and have been rated **highest** relative to other service areas for the past two years.

- Seven in ten residents (70%) rates Council's performance in the area of art centres and libraries as 'very good' or 'good'.
- Council performs in line with the Metropolitan group (index score of 75) and **significantly higher** than the State-wide average for councils (index score of 74) in this area.

Importance:

- Art centres and libraries is considered one of the **least** important service areas.
- Women rate art centres and libraries **the most important**, and men **the least** (74 and 63).

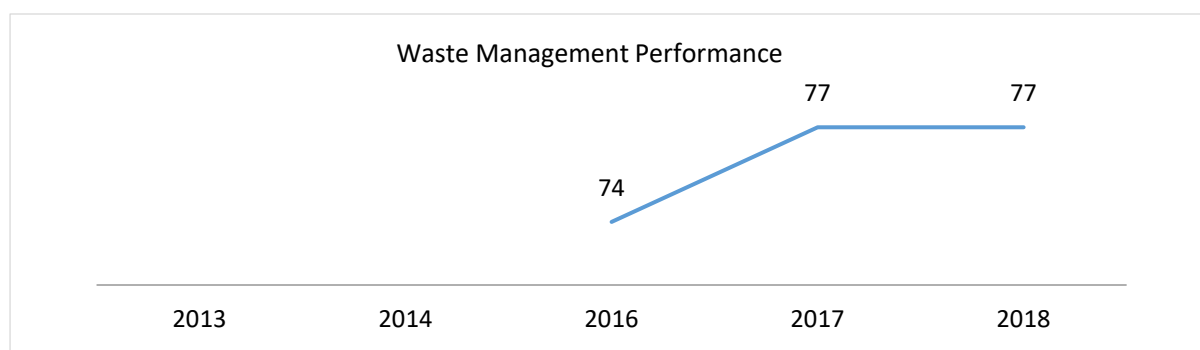
COMMUNITY AND CULTURAL ACTIVITIES



Performance: Council's performance is **significantly higher** than metro or state-wide groups (70 and 69 index points respectively) and rated highest by women and those aged 35-49 years old (both 78 index points).

Importance: Men and those aged 35-49 rated community and cultural activities as **significantly less** important than all other groups. Women and those aged 18-34 rated it **the most** important.

WASTE MANAGEMENT



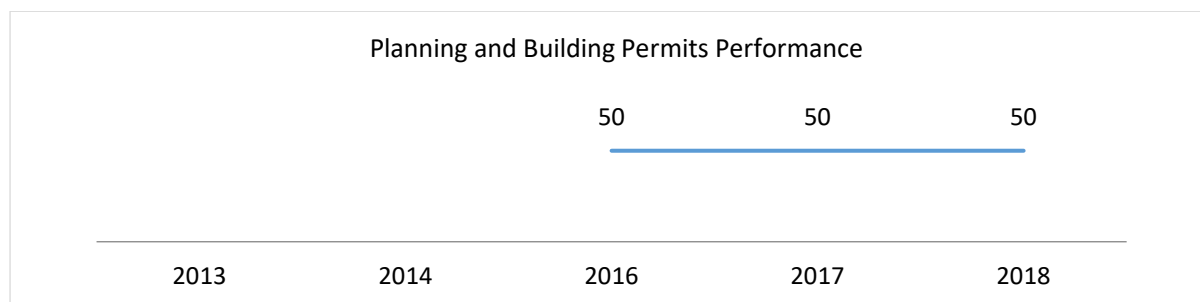
Performance: Waste Management is one of **the strongest** performing areas (index score of 77).

- Most (81%) residents rate Council's performance in the area of waste management as 'very good' or 'good'.
- Council performs in line with the Metropolitan group (index score of 75) and **significantly higher** than the State-wide average (index score of 70) for councils in this area.

Council should continue to support service areas that are currently rated higher than others, including **waste management**.

Importance: Waste management is considered the **most important** service area (index score of 84).

PLANNING AND BUILDING PERMITS



Performance: With a performance index score of only 50, residents rate planning and building permits **lowest** of all services evaluated. Council's performance in this area has **stayed the same** three years in a row.

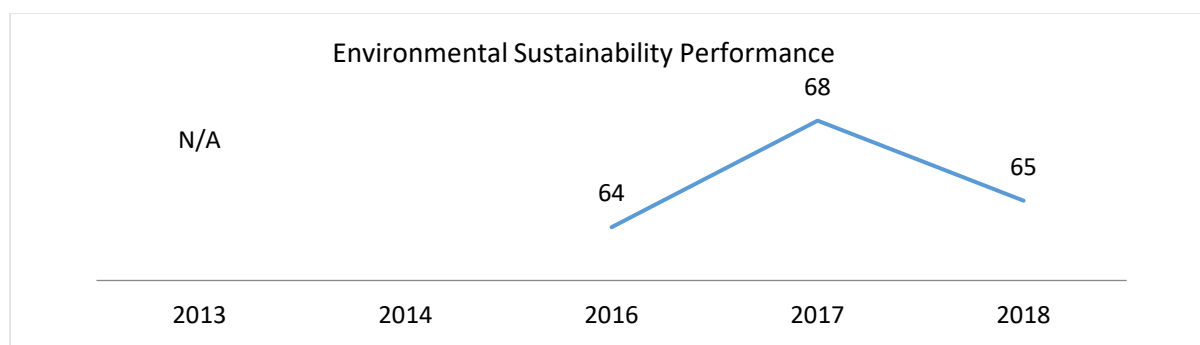
- One-quarter of respondent's rate Council performance as 'poor' or 'very poor' combined.
- Council's performance is **in line** with both the Metropolitan group and State-wide average for councils (index scores of 51 and 52 respectively).

Importance:

- Whitehorse resident rated planning and building permits as the **fourth most important** service area (index score of 77).
- Feedback from residents on what they consider Council most needs to do to improve its performance in the next 12 months **supports** this finding, with town planning/ permits /red tape mentioned by 5% of residents.

Whitehorse City Council should pay particular attention to this service area where the rated importance exceeds performance by a significant 27 points.

ENVIRONMENTAL SUSTAINABILITY



Performance: **Highest scores** were from those aged 65+ and residents of Nunawading East.

The performance ratings from men and age group 18-34 years were **significantly lower** than they were in 2017.

Importance:

- Women and age group 18-34 years place **significantly more** importance on environmental sustainability.
- Men and age group 35-49 years place **significantly less** importance on this area.

APPENDIX 1: DETAILED PERFORMANCE BY DEMOGRAPHIC

PERFORMANCE BY DIVERSITY

	Language		Country of Birth		All
	English only	Other Language	Australia	Overseas	
Overall performance	68.4	70.6	68.0	71.2	68.9
Overall direction	49.0	58.6	48.6	57.9	51.1
Community consultation and engagement	56.3	61.1	55.6	62.1	57.3
Informing the community	61.4	64.6	61.2	64.7	62.1
Lobbying on behalf of the community	55.0	60.7	54.4	61.7	56.3
Decisions in the interest of the community	56.1	63.7	56.4	61.7	57.9
Family support services	68.8	69.9	68.0	72.0	69.1
Elderly support services	69.7	72.9	69.8	72.0	70.4
Art centres and libraries	77.7	76.1	76.3	80.3	77.4
Recreational facilities	76.4	73.9	76.6	73.6	75.9
Community and cultural activities	75.6	75.0	76.2	73.3	75.4
Waste management	78.1	74.7	77.7	76.2	77.3
Enforcement of local laws	64.8	67.3	65.2	66.0	65.4
The appearance of public areas	72.9	74.3	73.1	73.5	73.2
Planning and building permits	48.0	56.5	47.5	55.9	49.9
Sealed local roads	69.3	73.3	69.9	70.9	70.2
Environmental sustainability	66.1	63.1	63.7	69.6	65.5
<i>% of people surveyed (weighted)</i>	<i>78%</i>	<i>22%</i>	<i>73%</i>	<i>27%</i>	

Darkest green indicates the highest result for this measure

PERFORMANCE BY AGE GROUP

	18-34 years	35-49 years	50-64 years	65+ years	All
Overall performance	71.5	67.1	63.7	71.1	68.9
Overall direction	54.0	52.3	44.2	51.1	51.1
Community consultation and engagement	58.2	56.8	56.1	57.6	57.3
Informing the community	64.0	61.0	60.2	62.3	62.1
Lobbying on behalf of the community	57.6	54.6	53.5	58.3	56.3
Decisions in the interest of the community	62.6	55.0	52.1	58.5	57.9
Family support services	69.1	70.5	66.0	70.3	69.1
Elderly support services	69.6	72.8	66.0	73.0	70.4
Art centres and libraries	78.5	75.0	73.7	81.2	77.4

	18-34 years	35-49 years	50-64 years	65+ years	All
Recreational facilities	74.7	75.4	76.2	77.8	75.9
Community and cultural activities	74.4	78.1	75.0	74.4	75.4
Waste management	75.4	76.8	77.2	80.7	77.3
Enforcement of local laws	69.0	62.1	61.6	66.1	65.4
The appearance of public areas	74.2	71.3	73.2	74.0	73.2
Planning and building permits	55.4	42.6	47.9	51.8	49.9
Sealed local roads	71.8	67.0	72.1	69.8	70.2
Environmental sustainability	63.6	66.1	65.3	67.6	65.5
<i>% of people surveyed (weighted)</i>	32%	26%	18%	24%	

Darkest green indicates the highest result for this measure

PERFORMANCE BY REGION

	Box Hill	Nunawading West	Nunawading East	All
Overall performance	66.5	66.1	73.3	68.9
Overall direction	46.6	54.6	52.3	51.1
Community consultation and engagement	56.2	55.5	59.9	57.3
Informing the community	60.8	62.1	63.3	62.1
Lobbying on behalf of the community	55.2	55.9	57.9	56.3
Decisions in the interest of the community	55.9	57.4	60.3	57.9
Family support services	65.0	70.8	72.3	69.1
Elderly support services	68.5	69.9	72.9	70.4
Art centres and libraries	74.6	78.4	79.4	77.4
Recreational facilities	72.1	77.0	78.6	75.9
Community and cultural activities	73.2	76.2	77.0	75.4
Waste management	77.1	75.7	78.9	77.3
Enforcement of local laws	64.7	63.4	67.6	65.4
The appearance of public areas	73.2	70.7	75.2	73.2
Planning and building permits	46.5	50.2	53.2	49.9
Sealed local roads	72.9	65.6	71.2	70.2
Environmental sustainability	64.0	63.7	68.2	65.5
<i>% of people surveyed (weighted)</i>	34%	29%	37%	

Darkest green indicates the highest result for this measure

APPENDIX 2: WHAT ARE PEOPLE SAYING

