LOCAL GOVERNMENT COMMUNITY SATISFACTION SURVEY WHITEHORSE CITY COUNCIL

2018 RESEARCH REPORT

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

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WHITEHORSE CITY COUNCIL — AT A GLANCE





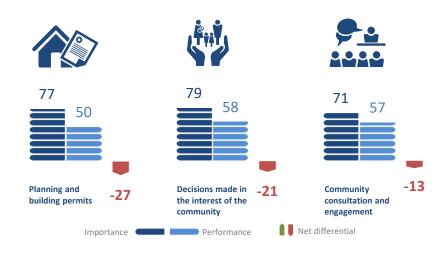
OVERALL COUNCIL PERFORMANCE

Results shown are index scores out of 100.

TOP 3 PERFORMING AREAS



TOP 3 AREAS FOR IMPROVEMENT



BACKGROUND AND OBJECTIVES



Welcome to the report of results and recommendations for the 2018 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 40% 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, 2018.

The 2018 results are compared with previous years, as detailed below:

- 2017, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2016, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2014, n=400 completed interviews, conducted in the period of 31st January – 11th March.
- 2013, n=400 completed interviews, conducted in the period of 1st February – 24th 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



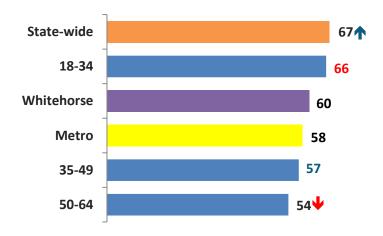
Within tables and index score charts throughout this report, statistically significant differences at the 95% confidence level are represented by upward directing blue and downward directing red arrows. Significance when noted indicates a significantly higher or lower result for the analysis group in 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 <u>higher</u> 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 2017. 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 2017.
- The result among 18-34 year olds in the council is significantly lower than the result achieved among this group in 2017.

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 2018 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on (03) 8685 8555.

KEY FINDINGS & RECOMMENDATIONS



OVERALL PERFORMANCE



The **overall performance index score of 69** for Whitehorse City Council represents a two-point (not significant) increase from the 2017 result. Overall performance ratings have been largely stable over the past five years, dipping temporarily in 2014 (index score of 64) before increasing again.

- Whitehorse City Council's overall performance is rated statistically significantly higher (at the 95% confidence interval) than the average rating for councils Statewide and in the Metropolitan group (index scores of 59 and 65 respectively).
- Residents of postal codes 3132/3131/3133 (index score of 73, six points higher than 2017) grew significantly more favourable in the past year in their view of Council's overall performance. They also rate Council significantly higher than the average for overall performance.
- Overall performance ratings are otherwise largely consistent across demographic and demographic sub-groups, with no other significant differences evident compared to Council's average rating.

Positively, 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 providing an 'average' rating.



OVERALL COUNCIL PERFORMANCE

Results shown are index scores out of 100.

OVERVIEW OF CORE PERFORMANCE MEASURES



Review of the core performance measures (as shown on page 19) shows that Whitehorse City Council's **performance was relatively stable** compared to Council's own results in 2017. Performance index scores for core measures have been largely consistent over the course of the past five years. **Consultation and engagement** (index score of 57) is the only core measure whose current rating is currently *significantly lower* than a previously achieved result (index score of 63 in 2014).

- The results are in line with Metropolitan group averages on most measures. The exception is **overall council direction** (index score of 51) where Whitehorse City Council's performance index is *significantly lower* than the Metropolitan group average (three points lower).
- In addition to overall performance, Council significantly exceeds State-wide averages for councils on the measures of **community decisions** (index score of 58, four points higher) and **sealed local roads** (70, 17 points higher). It is in line with State-wide averages for councils on all other core measures.

Performance on sealed local roads (index score of 70) declined just slightly, by three index points, in the past year. Most groups rated Council similarly in this area compared to 2017 results with the exception of women (index score of 67, six points lower than 2017), residents aged 35 to 49 years (67, six points lower), and residents of postal codes 3130/3151 (66, five points lower).

Customer service (index score of 73) is a top performing area for Whitehorse City Council and is the highest-rated core performance measure. In the area of customer service, Whitehorse City Council's rating is in line with the State-wide and Metropolitan group averages for councils (index score of 70 and 72 respectively).

CUSTOMER CONTACT AND SERVICE



Three in five (60%) Whitehorse City Council residents have had recent contact with Council. Those aged 18 to 34 years are least likely to have contacted Council (51%). Conversely, residents aged 35 to 49 years are most likely to have done so (68%).

Customer service, with an index score of 73, is a **positive result** for Council. Perceptions of customer service have been stable over time.

More than one-third (37%) rate Council's customer service as 'very good', with a further 31% rating customer service as 'good'.

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 seven percentage points) in the past year. For the first time, preferences favour mailed over emailed newsletters.

- The popularity of mailed communications increased among both residents under (from 26% in 2017 to 33% in 2018) and over (32% to 38%) fifty years of age since 2017.
- But 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%, six 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.

AREAS WHERE COUNCIL IS PERFORMING WELL



Whitehorse City Council performs most strongly in the areas of art centres and libraries and waste management (index score of 77 each).

Art centres and libraries have been rated highest for performance 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.
- Art centres and libraries, however, rates lower (rating in the bottom three) in terms of perceived importance relative to other service areas evaluated (importance index score of 69).

In the area of waste management, Council not only performs strongly, but it is the highest-rated service area in terms of its importance (importance index score of 84).

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 for councils (index score of 70) in this area.

Recreational facilities (performance index score of 76) is also an area where Council is rated more highly compared to other service areas.

- Perceptions 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 in 2017 to 75 currently).
- Council performs significantly higher than both the Metropolitan group (index score of 74) and Statewide average for councils (index score of 69) in this area.
- 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.

AREAS IN NEED OF ATTENTION



Council's performance ratings *declined significantly* in only two areas in 2018: **appearance of public areas** (index score of 73, four index points lower than 2017) and **family support services** (69, three points lower).

- Much of the decline in the area of public areas can be attributed to more critical ratings on this issue from residents aged 18 to 49 years and women.
- Impressions of family support services also declined significantly among the youngest cohort (residents aged 18 to 34 years) in the past year.

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 rates lowest in this service area relative to other services evaluated, though Council's performance in this area has stayed the same three years in a row.

One-quarter of residents (25%) rate Council performance in this service area 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) on this measure despite being the lowest rated service area.
- The importance of this service area is evidenced by a high 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.

FOCUS AREAS FOR COMING 12 MONTHS



Perceptions of Council *declined significantly* in only two areas in the past year. This is a positive result for Council, particularly given that Whitehorse City Council does not have any service areas that are performing *significantly below* the Metropolitan group or State-wide average.

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 & building permits (margin of 27 points)
- > Community decisions (margin of 21 points)
- Consultation and engagement (margin of 13 points).

On the positive side, Council should maintain its relatively strong performance in the area of customer service, and aim to shore up service areas that are currently rated higher than others, such as waste management and recreational facilities.

FURTHER AREAS OF EXPLORATION



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 2018

(Significantly <u>higher</u> result than 2017)

• No significant change

Lower results in 2018

(Significantly lower result than 2017)

- Appearance of public areas
- Family support services

Most favourably disposed towards Council

 None Applicable (Results largely consistent across demographic groups)

Least favourably disposed towards Council

None Applicable

SUMMARY OF FINDINGS



2018 SUMMARY OF CORE MEASURES

INDEX SCORE RESULTS















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Community Consultation

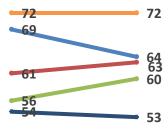
Advocacy

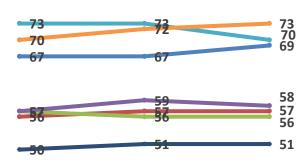
Making Community Decisions

Sealed Local Roads

Customer Service

Overall Council Direction







2018 SUMMARY OF CORE MEASURES

DETAILED ANALYSIS



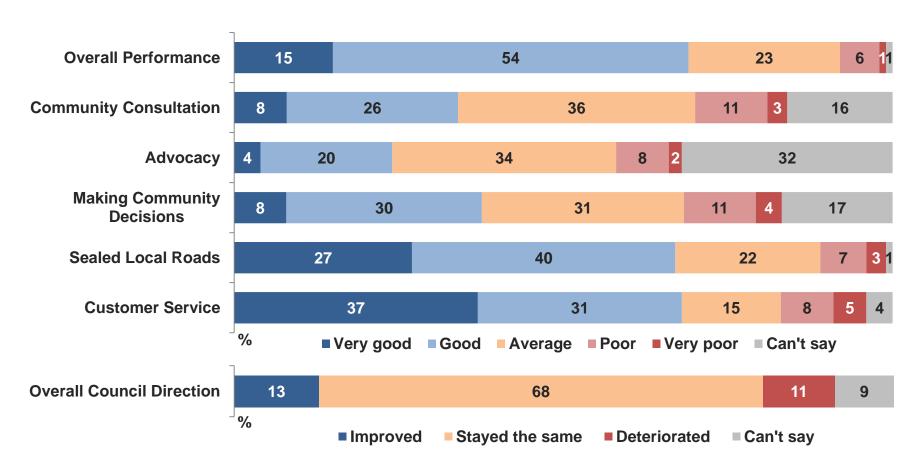
Performance Measures	Whitehorse 2018	Whitehorse 2017	Metro 2018	State- wide 2018	Highest score	Lowest score
OVERALL PERFORMANCE	69	67	65	59	3132/ 3131/ 3133	Aged 50- 64 years
COMMUNITY CONSULTATION (Community consultation and engagement)	57	57	57	55	3132/ 3131/ 3133	NA
ADVOCACY (Lobbying on behalf of the community)	56	56	56	54	NA	Aged 50- 64 years
MAKING COMMUNITY DECISIONS (Decisions made in the interest of the community)	58	59	58	54	Aged 18- 34 years	Aged 50- 64 years
SEALED LOCAL ROADS (Condition of sealed local roads)	70	73	68	53	Men	3130/ 3151
CUSTOMER SERVICE	73	72	72	70	Aged 50+ years, 3132/ 3131/ 3133	3129/ 3128/ 3125/ 3127
OVERALL COUNCIL DIRECTION	51	51	54	52	3130/ 3151	Aged 50- 64 years

2018 SUMMARY OF KEY COMMUNITY SATISFACTION

PERCENTAGE RESULTS



Key Measures Summary Results

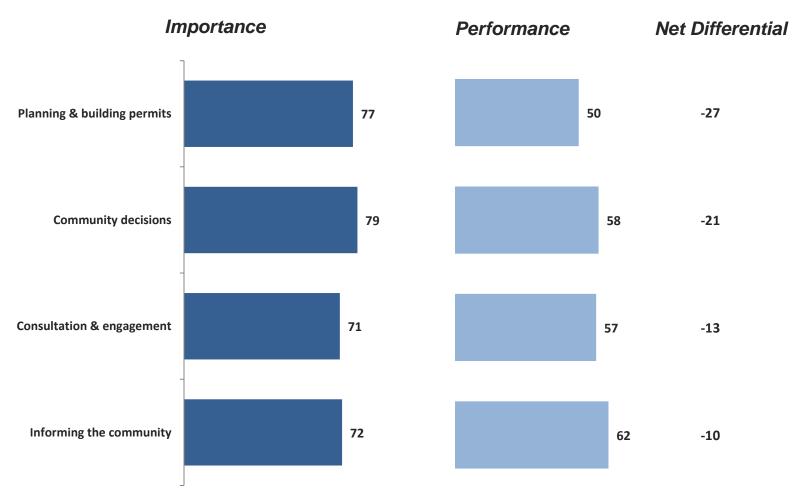


INDIVIDUAL SERVICE AREAS INDEX SCORE SUMMARY

IMPORTANCE VS PERFORMANCE



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

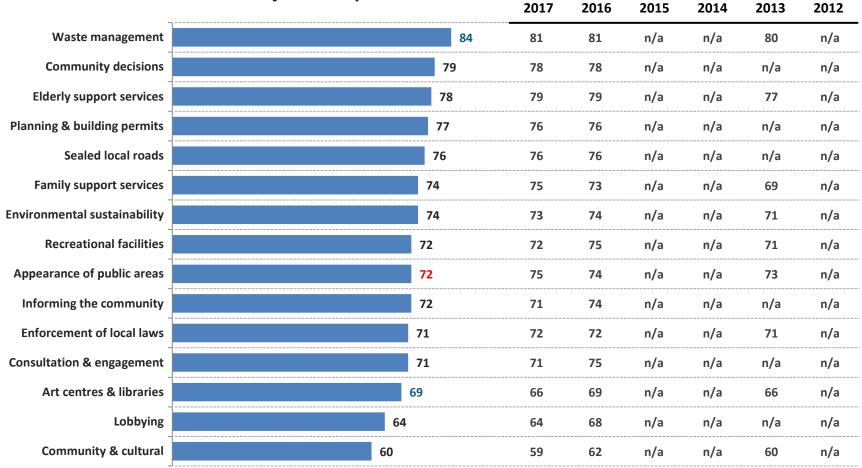


2018 IMPORTANCE SUMMARY

INDEX SCORES OVER TIME



2018 Priority Area Importance

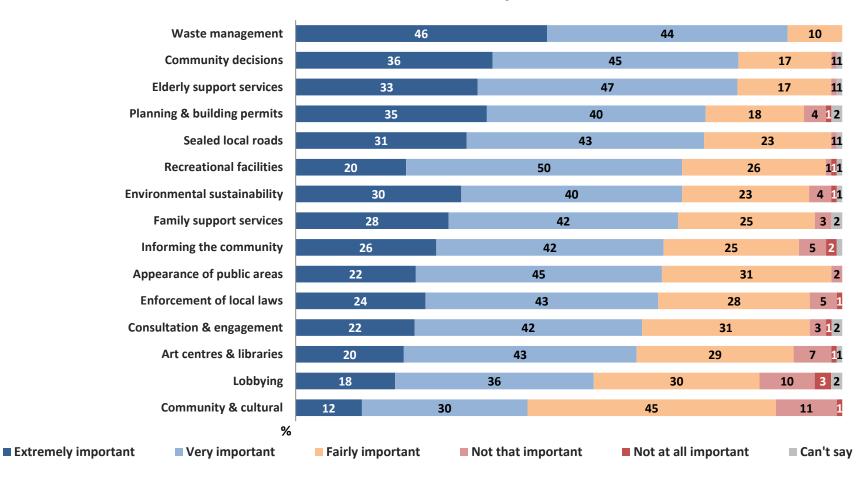


2018 IMPORTANCE SUMMARY

DETAILED PERCENTAGES



Individual Service Areas Importance



2018 PERFORMANCE SUMMARY

INDEX SCORES OVER TIME



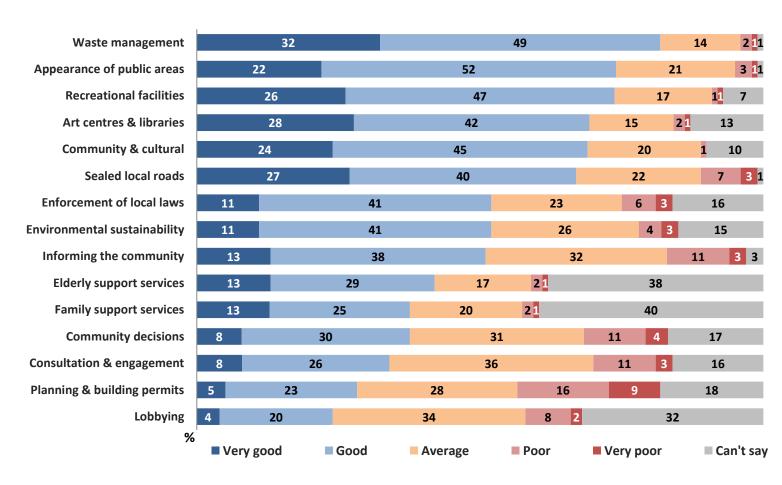


2018 PERFORMANCE SUMMARY

DETAILED PERCENTAGES



Individual Service Areas Performance



INDIVIDUAL SERVICE AREAS SUMMARY

COUNCIL'S PERFORMANCE VS STATE-WIDE AVERAGE





Significantly <u>Higher</u> than State-wide Average

- Informing the community
- Family support services
- Recreational facilities
- Appearance of public areas
- · Art centres & libraries
- Community & cultural
- Waste management
- Making community decisions
- · Sealed local roads

Significantly <u>Lower</u> than State-wide Average

None Applicable

INDIVIDUAL SERVICE AREAS SUMMARY

COUNCIL'S PERFORMANCE VS GROUP AVERAGE





Significantly <u>Higher</u> than Group Average

- Elderly support services
- Recreational facilities
- Community & cultural

Significantly <u>Lower</u> than Group Average

None Applicable

2018 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
 Waste management Community decisions Elderly support services 	 Waste management Emergency & disaster mngt Community decisions 	 Traffic management Emergency & disaster mngt Waste management 	 Emergency & disaster mngt Sealed roads Community decisions 	 Sealed roads Unsealed roads Emergency & disaster mngt 	 Emergency & disaster mngt Waste management Community decisions

Bottom Three Least Important Service Areas

(Lowest to highest, i.e. 1. = least important)

Whitehorse City Council	Metropolitan	Interface	Regional Centres	Large Rural	Small Rural
 Community & cultural Lobbying Art centres & libraries 	 Bus/community dev./tourism Community & cultural Slashing & weed control 	 Tourism development Community & cultural Bus/community dev./tourism 	 Community & cultural Art centres & libraries Lobbying 	 Community & cultural Art centres & libraries Traffic management 	 Community & cultural Art centres & libraries Tourism development

2018 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
 Art centres & libraries Waste management Recreational facilities 	 Art centres & libraries Waste management Recreational facilities 	 Art centres & libraries Emergency & disaster mngt Recreational facilities 	 Art centres & libraries Appearance of public areas Emergency & disaster mngt 	 Art centres & libraries Emergency & disaster mngt Appearance of public areas 	 Art centres & libraries Emergency & disaster mngt Appearance of public areas

Bottom Three Performing Service Areas

(Lowest to highest, i.e. 1. = lowest performance)

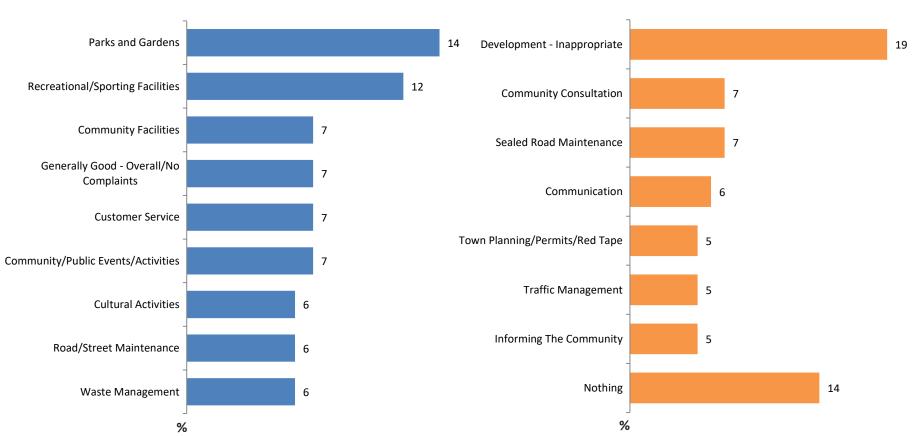
Whitehorse City Council	Metropolitan	Interface	Regional Centres	Large Rural	Small Rural
 Planning permits Lobbying Consultation & engagement 	 Population growth Planning permits Town planning policy 	 Unsealed roads Population growth Traffic management 	 Parking facilities Community decisions Unsealed roads 	 Unsealed roads Sealed roads Planning permits 	 Unsealed roads Sealed roads Population growth

2018 BEST THINGS ABOUT COUNCIL DETAILED PERCENTAGES 2018 SERVICES TO IMPROVE DETAILED PERCENTAGES





2018 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: 20 Councils asked group: 7

Base: All respondents. Councils asked state-wide: 20 Councils asked group: 7

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

Base: All respondents. Councils asked state-wide: 36 Councils asked group: 9

POSITIVES AND AREAS FOR IMPROVEMENT

SUMMARY



Best Things

- Parks and Gardens: 14% (down 1 point from 2017)
- Recreational/Sporting Facilities: 12% (equal points on 2017)
- Community Facilities: 7% (equal points on 2017)
- Generally Good Overall/No Complaints: 7% (up 2 points from 2017)
- Customer Service: 7% (up 1 point from 2017)
- Community/Public Events/Activities: 7% (down 2 points from 2017)

Areas for Improvement

- Development Inappropriate: 19% (up 2 points from 2017)
- Community Consultation: 7% (down 1 point from 2017)
- Sealed Road Maintenance: 7% (up 2 points from 2017)

DETAILED FINDINGS



KEY CORE MEASURE OVERALL PERFORMANCE

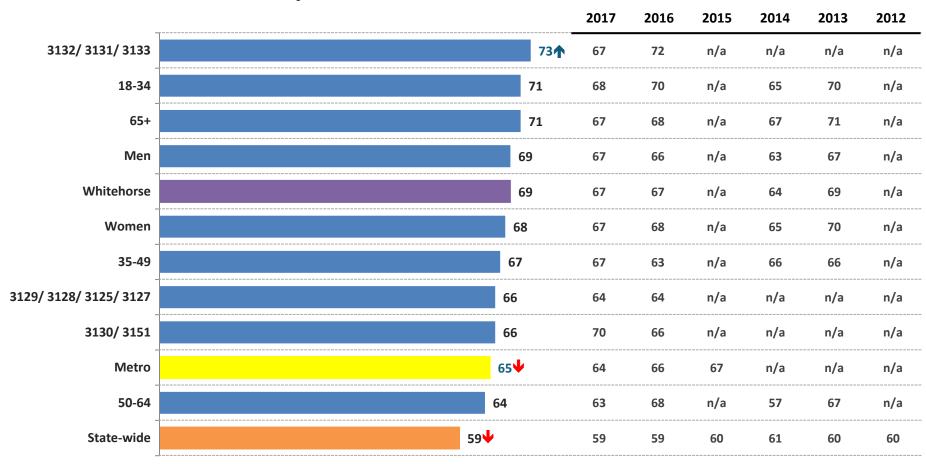


OVERALL PERFORMANCE

INDEX SCORES



2018 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: 64 Councils asked group: 14

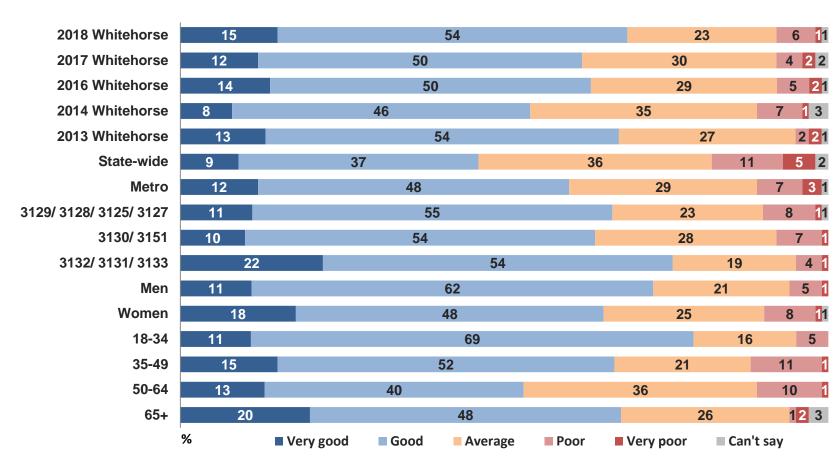
Note: Please see page 6 for explanation about significant differences.

OVERALL PERFORMANCE

DETAILED PERCENTAGES



2018 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: 64 Councils asked group: 14

KEY CORE MEASURE CUSTOMER SERVICE



CONTACT LAST 12 MONTHS

SUMMARY

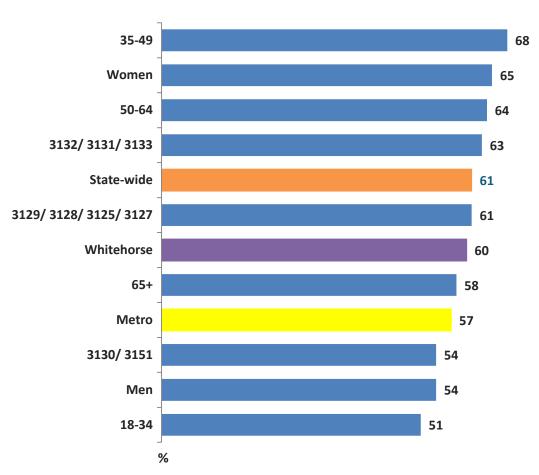


Overall contact with Whitehorse City Council	• 60%, down 4 points on 2017
Most contact with Whitehorse City Council	Aged 35-49 years
Least contact with Whitehorse City Council	Aged 18-34 years
Customer service rating	• Index score of 73, up 1 point on 2017
Most satisfied with customer service	Aged 50+ years3132/ 3131/ 3133
Least satisfied with customer service	• 3129/ 3128/ 3125/ 3127

2018 CONTACT WITH COUNCIL



2018 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: 43 Councils asked group: 8

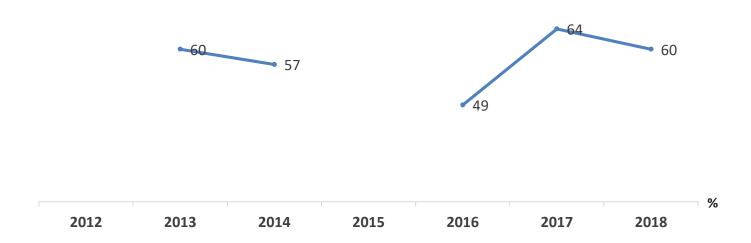
Note: Please see page 6 for explanation about significant differences.

2018 CONTACT WITH COUNCIL



2018 Contact with Council

Have had contact



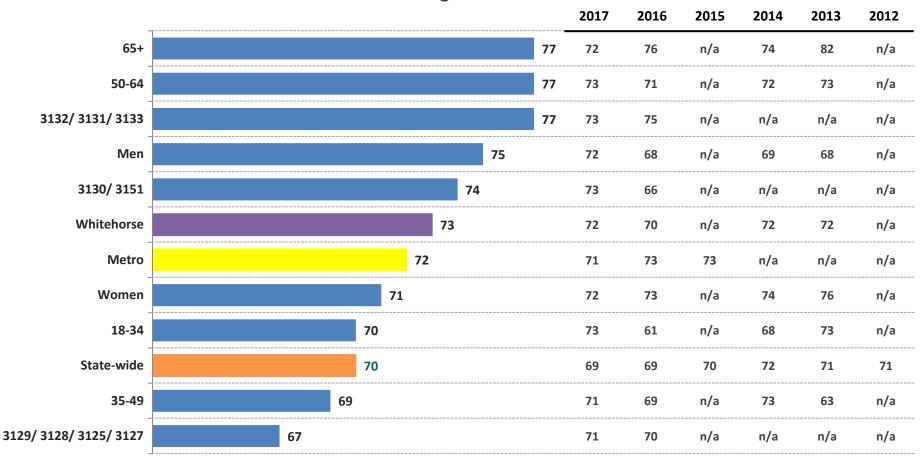
Q5. Over the last 12 months, have you or any member of your household had any contact with Whitehorse City Council? This may have been in person, in writing, by telephone conversation, by text message, by email or via their website or social media such as Facebook or Twitter?

2018 CONTACT CUSTOMER SERVICE

INDEX SCORES



2018 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: 64 Councils asked group: 14

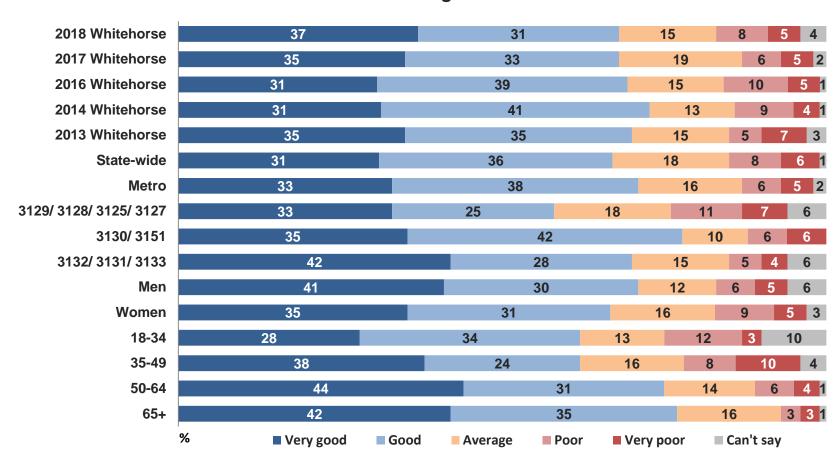
Note: Please see page 6 for explanation about significant differences.

2018 CONTACT CUSTOMER SERVICE

DETAILED PERCENTAGES



2018 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: 64 Councils asked group: 14

KEY CORE MEASURE COUNCIL DIRECTION INDICATORS



COUNCIL DIRECTION

SUMMARY



Council direction

- 68% stayed about the same, equal points on 2017
- 13% improved, equal points on 2017
- 11% deteriorated, equal points on 2017

Most satisfied with council direction

- 3130/3151
- Aged 18-34 years

Least satisfied with council direction

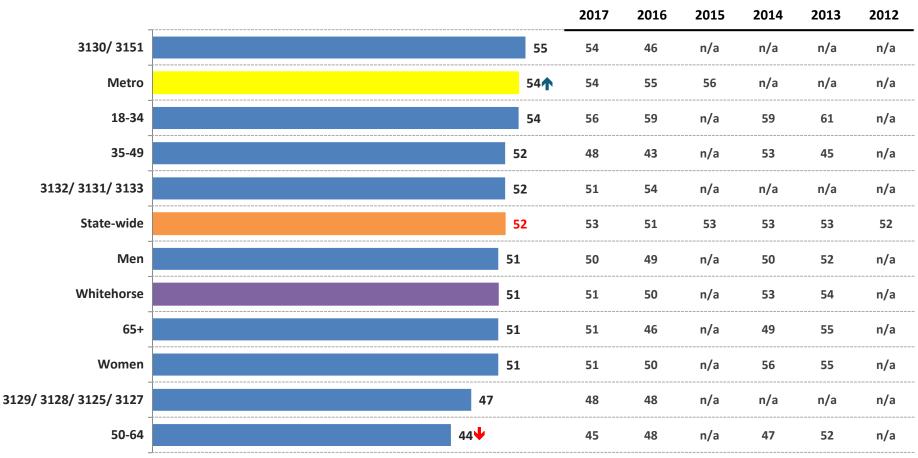
- Aged 50-64 years
- 3129/3128/3125/3127

2018 OVERALL COUNCIL DIRECTION LAST 12 MONTHS

INDEX SCORES



2018 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: 64 Councils asked group: 14

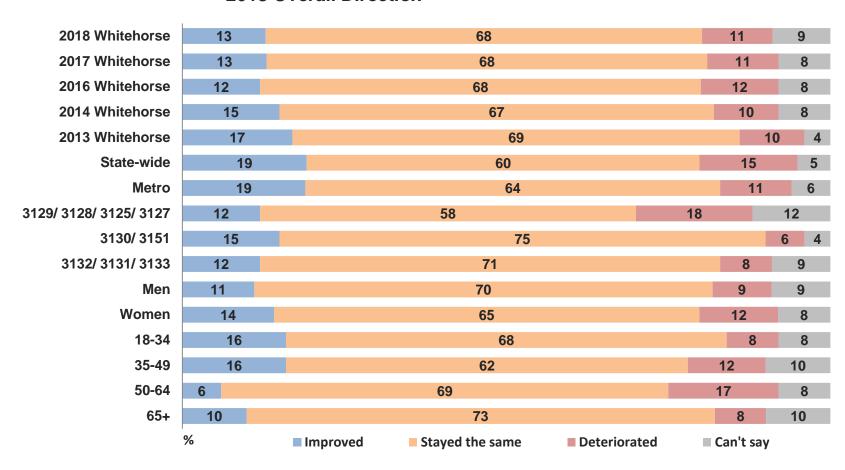
Note: Please see page 6 for explanation about significant differences.

2018 OVERALL COUNCIL DIRECTION LAST 12 MONTHS

DETAILED PERCENTAGES



2018 Overall Direction



COMMUNICATIONS



COMMUNICATIONS

SUMMARY



Overall preferred forms of communication

- Newsletter sent via mail (35%)
- Newsletter sent via email (31%)

Preferred forms of communication among over 50s

• Newsletter sent via mail (38%)

Preferred forms of communication among under 50s

- Newsletter sent via email (35%)
- Newsletter sent via mail (33%)

Greatest change since 2017

Newsletter sent via mail (+7)

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.

2018 BEST FORMS OF COMMUNICATION



2018 Best Form



Advertising in a Local Newspaper



Council Newsletter via Mail



Council Newsletter via Email



Council Newsletter as Local Paper Insert



Council Website



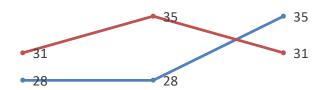
Text Message

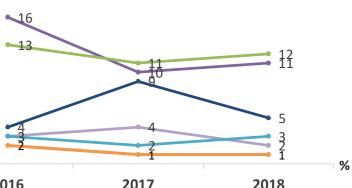


Other



Can't Say





2012 2013 2014 2015 2016 2017 2018

2018 BEST FORMS OF COMMUNICATION: UNDER 50S



2018 Under 50s Best Form



Advertising in a Local Newspaper



Council Newsletter via Mail



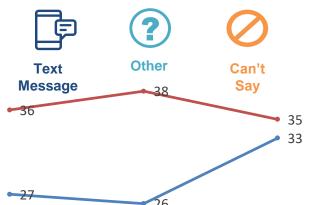
Council Newsletter via Email

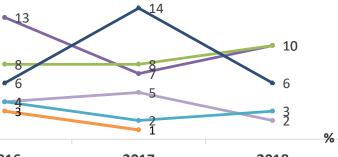


Council Newsletter as Local Paper Insert



Council Website





2012 2013 2014 2015 2016 2017 2018

2018 BEST FORMS OF COMMUNICATION: OVER 50S



2018 Over 50s Best Form



Advertising in a Local **Newspaper**



Council Newsletter via Mail



Council **Newsletter** via Email



Council **Newsletter as Local Paper** Insert



Council **Website**



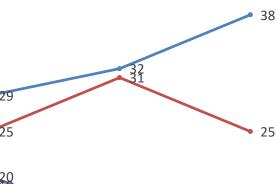
Text Message



Other



Can't Say







2012

2013

2014

2015

2016

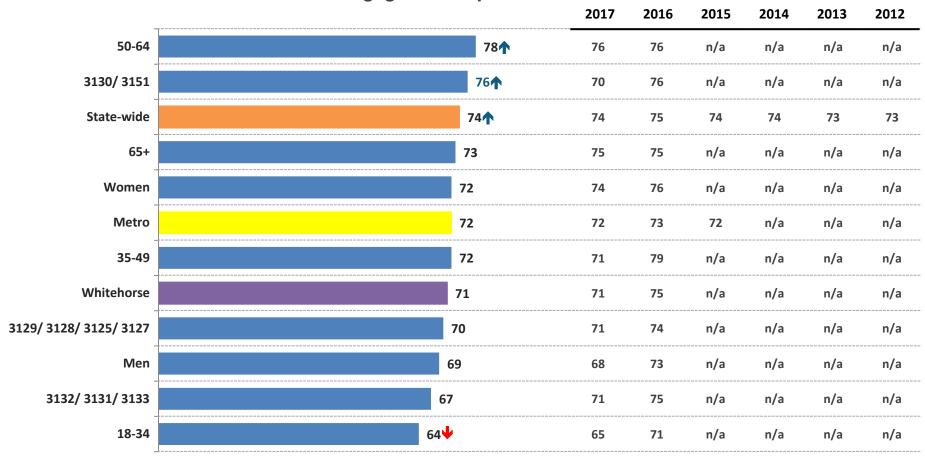
INDIVIDUAL SERVICE AREAS



IMPORTANCE INDEX SCORES



2018 Consultation and Engagement Importance



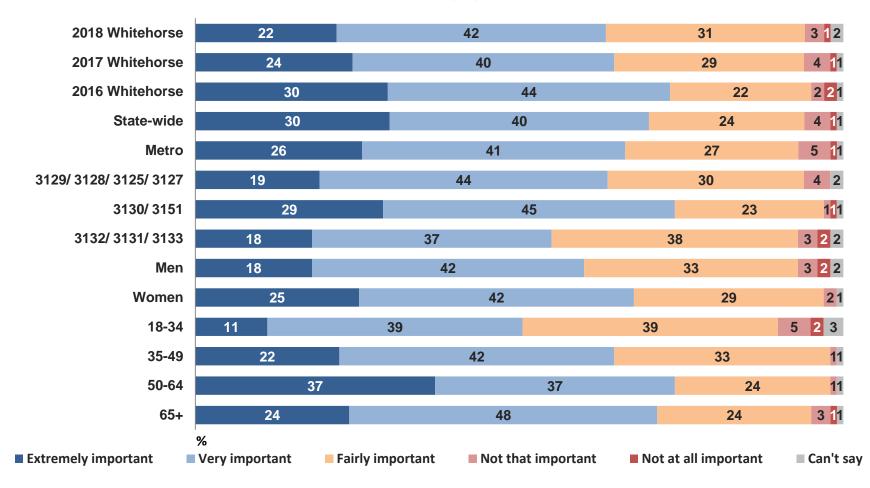
Q1. Firstly, how important should 'community consultation and engagement' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 20 Councils asked group: 6

Note: Please see page 6 for explanation about significant differences.

IMPORTANCE DETAILED PERCENTAGES



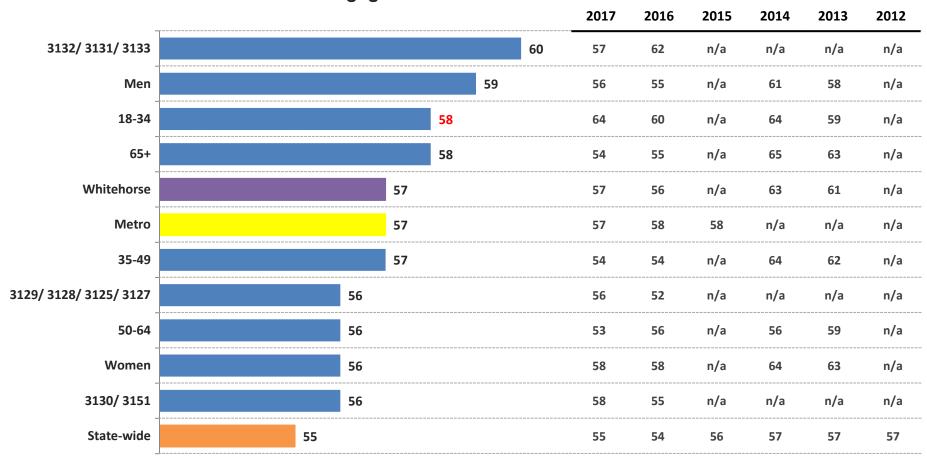
2018 Consultation and Engagement Importance



PERFORMANCE INDEX SCORES



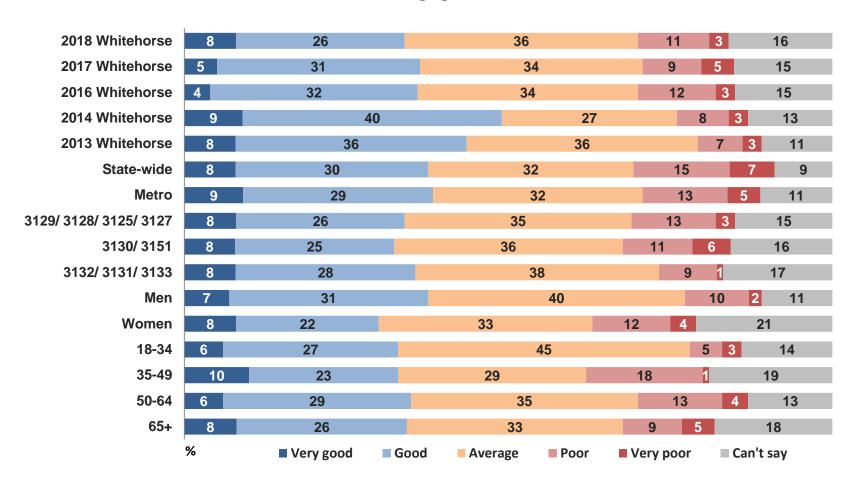
2018 Consultation and Engagement Performance



PERFORMANCE DETAILED PERCENTAGES



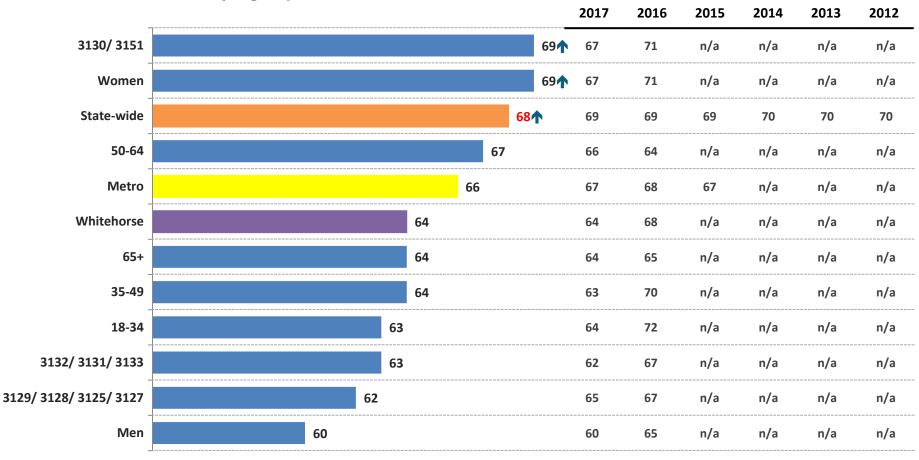
2018 Consultation and Engagement Performance



IMPORTANCE INDEX SCORES



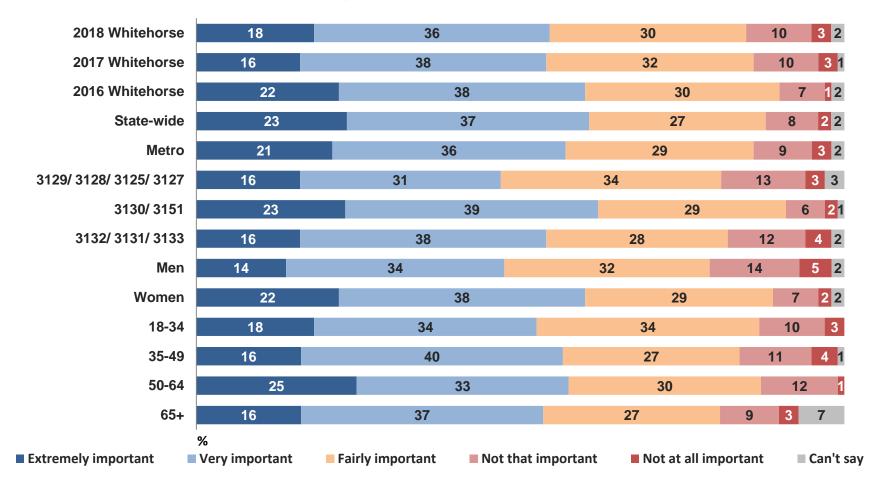
2018 Lobbying Importance



IMPORTANCE DETAILED PERCENTAGES



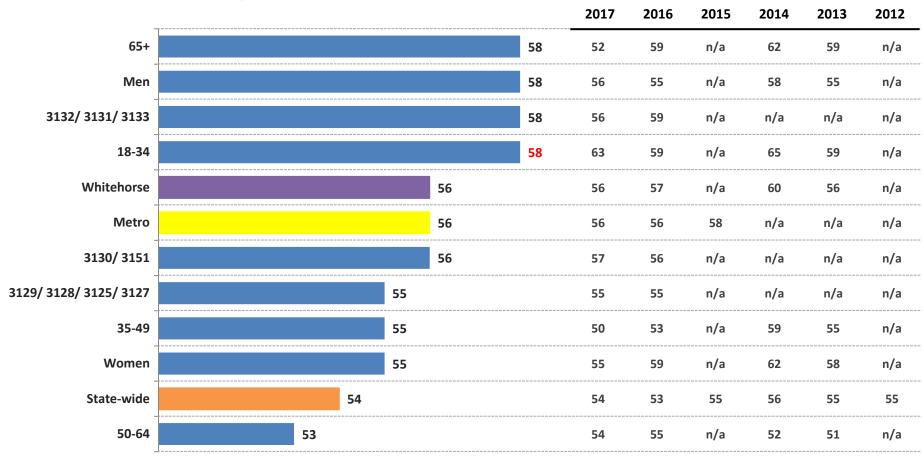
2018 Lobbying Importance



PERFORMANCE INDEX SCORES



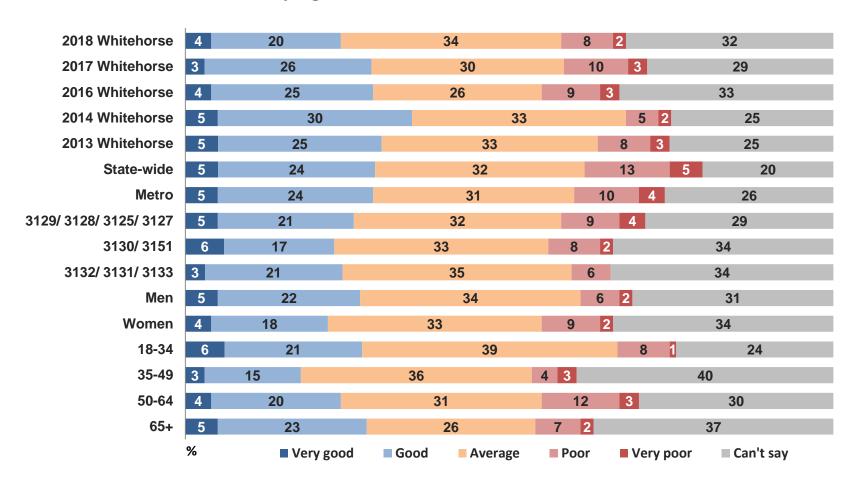
2018 Lobbying Performance



PERFORMANCE DETAILED PERCENTAGES



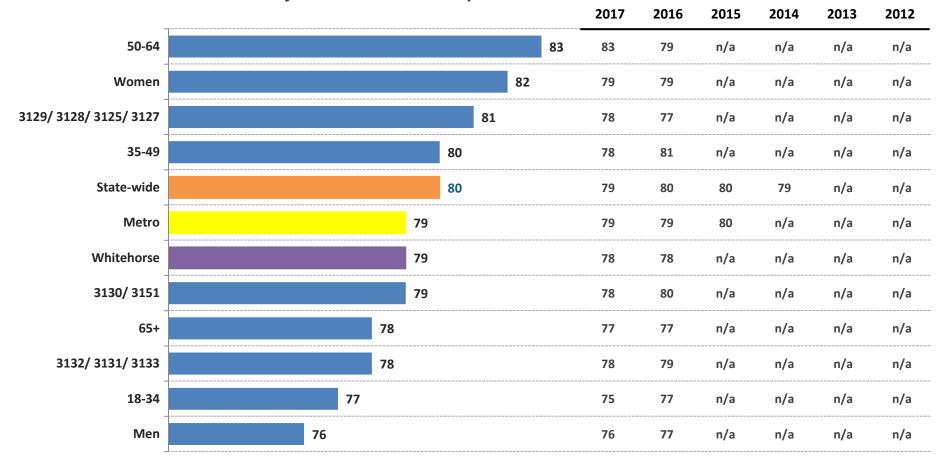
2018 Lobbying Performance



IMPORTANCE INDEX SCORES



2018 Community Decisions Made Importance



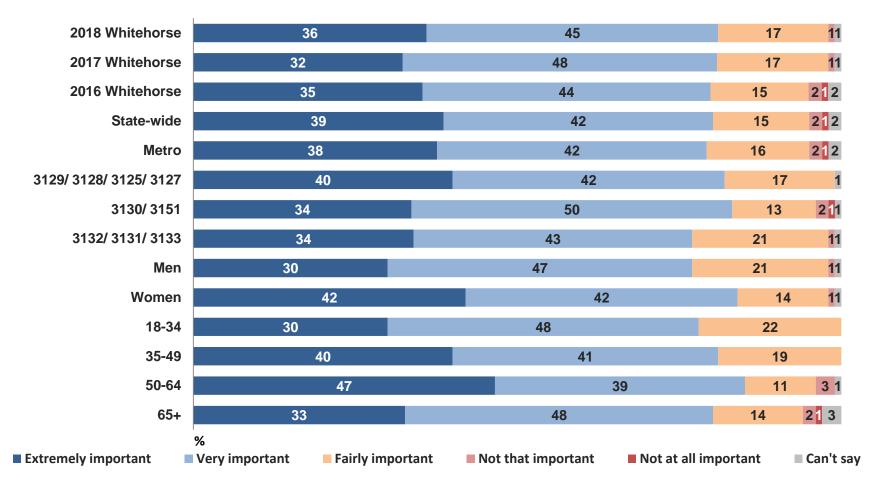
Q1. Firstly, how important should 'decisions made in the interest of the community' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 15 Councils asked group: 6

Note: Please see page 6 for explanation about significant differences.

IMPORTANCE DETAILED PERCENTAGES



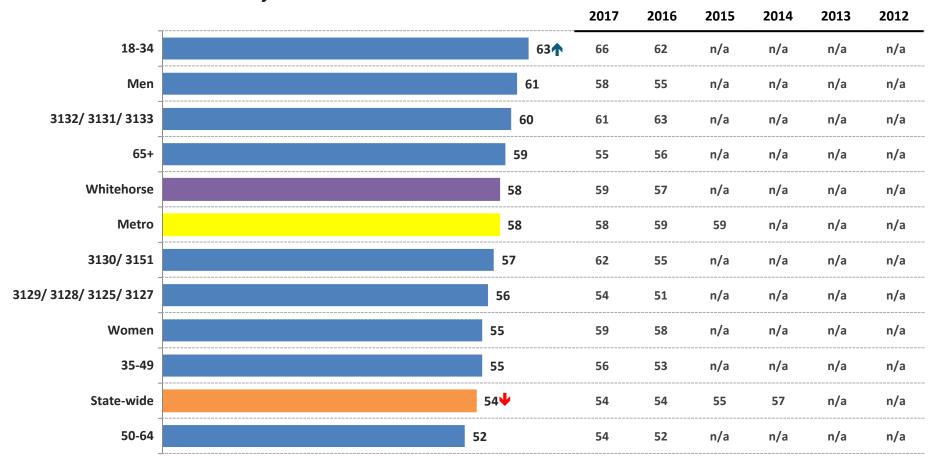
2018 Community Decisions Made Importance



PERFORMANCE INDEX SCORES



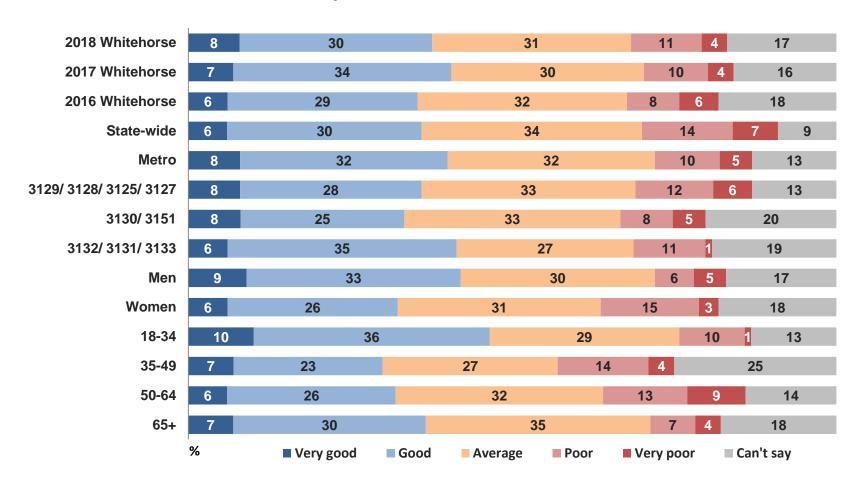
2018 Community Decisions Made Performance



PERFORMANCE DETAILED PERCENTAGES



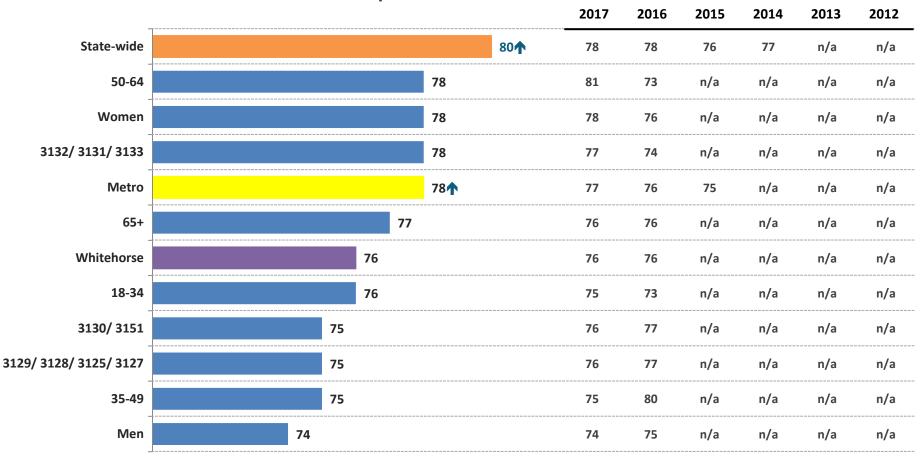
2018 Community Decisions Made Performance



IMPORTANCE INDEX SCORES



2018 Sealed Local Roads Importance



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

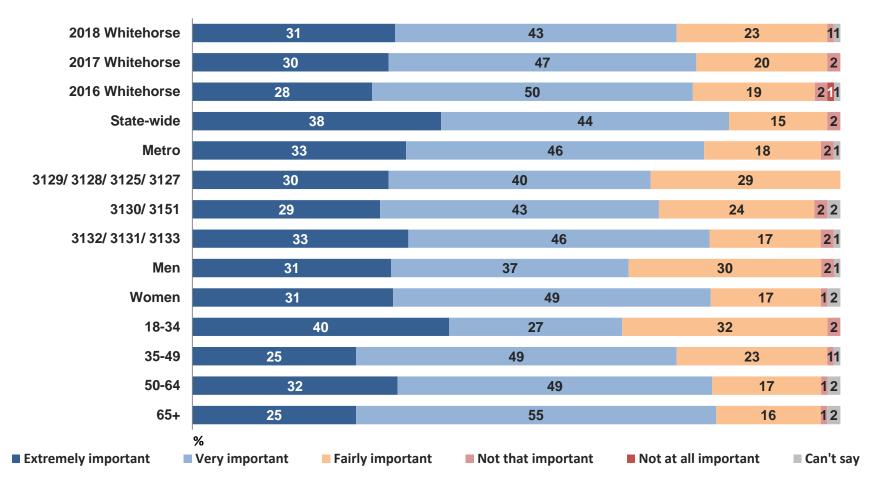
Base: All respondents. Councils asked state-wide: 17 Councils asked group: 7

Note: Please see page 6 for explanation about significant differences.

IMPORTANCE DETAILED PERCENTAGES



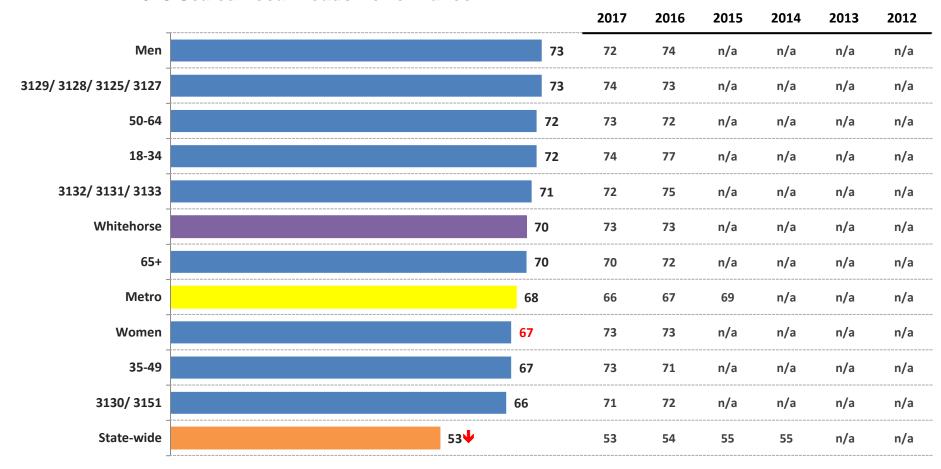
2018 Sealed Local Roads Importance



PERFORMANCE INDEX SCORES



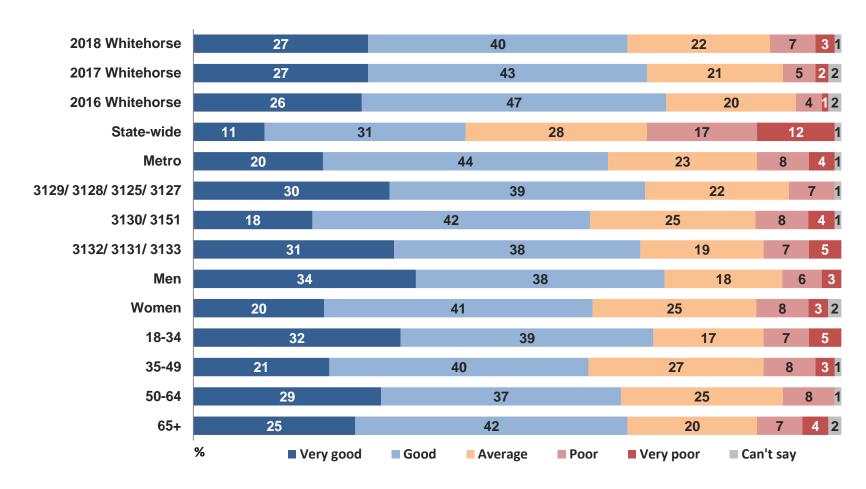
2018 Sealed Local Roads Performance



PERFORMANCE DETAILED PERCENTAGES



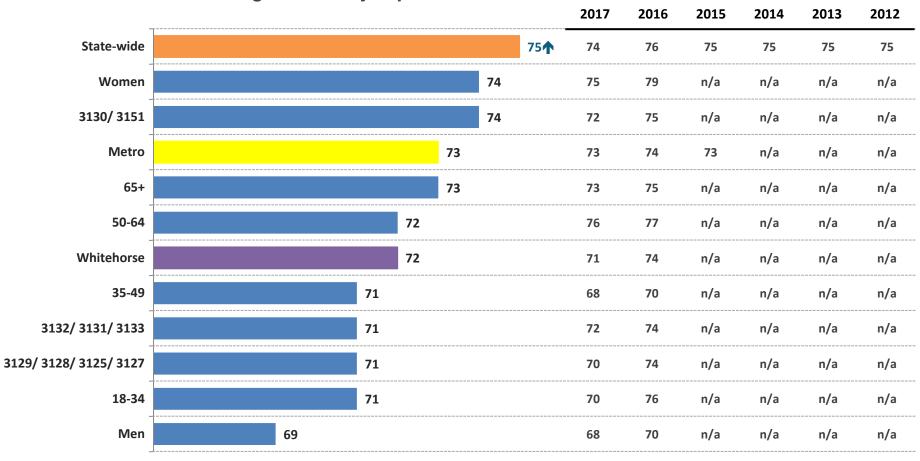
2018 Sealed Local Roads Performance



IMPORTANCE INDEX SCORES



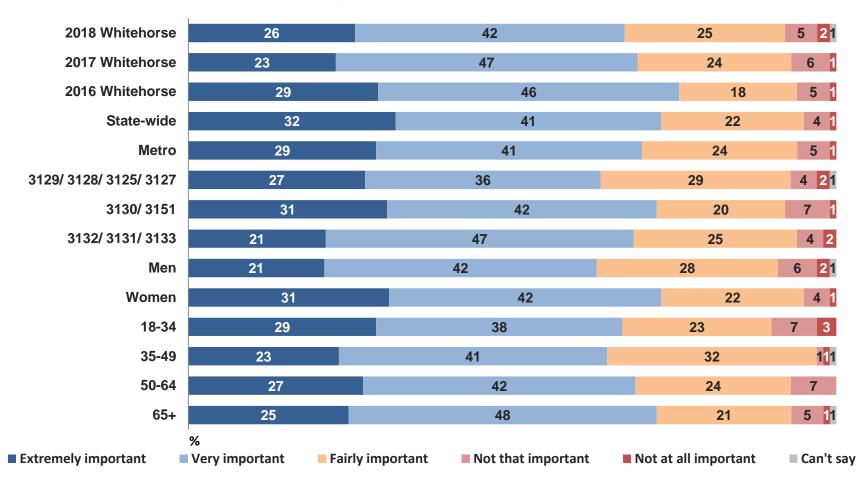
2018 Informing Community Importance



IMPORTANCE DETAILED PERCENTAGES



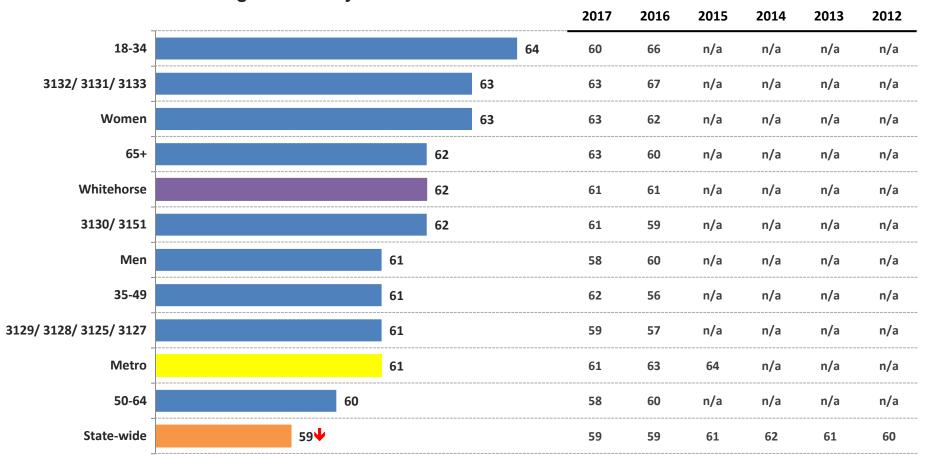
2018 Informing Community Importance



PERFORMANCE INDEX SCORES



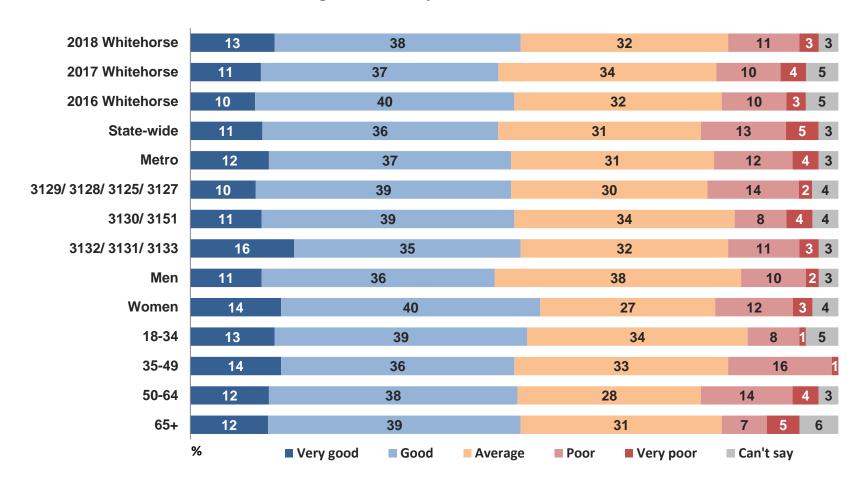
2018 Informing Community Performance



PERFORMANCE DETAILED PERCENTAGES



2018 Informing Community Performance

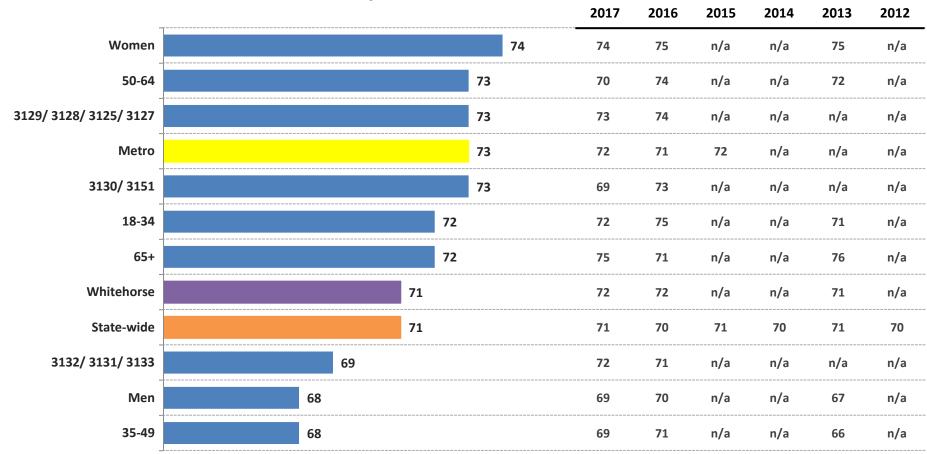


2018 ENFORCEMENT OF LOCAL LAWS

IMPORTANCE INDEX SCORES



2018 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: 20 Councils asked group: 8

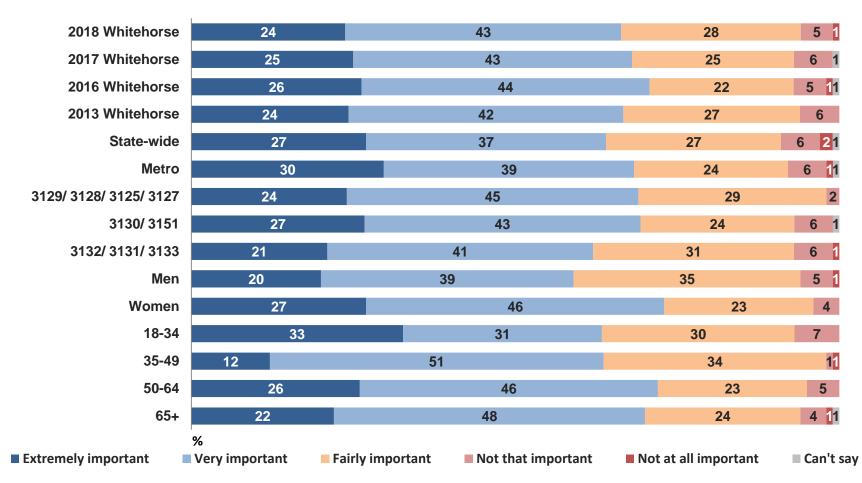
Note: Please see page 6 for explanation about significant differences.

2018 ENFORCEMENT OF LOCAL LAWS

IMPORTANCE DETAILED PERCENTAGES



2018 Law Enforcement Importance

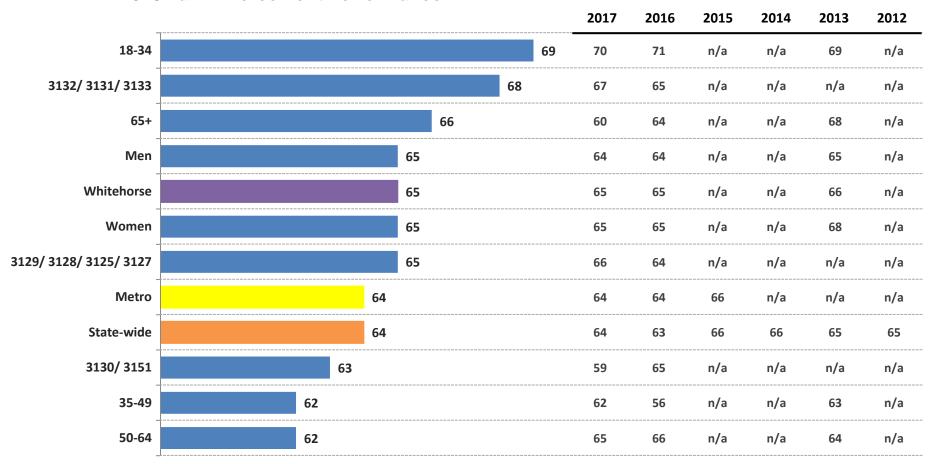


2018 ENFORCEMENT OF LOCAL LAWS

PERFORMANCE INDEX SCORES



2018 Law Enforcement Performance

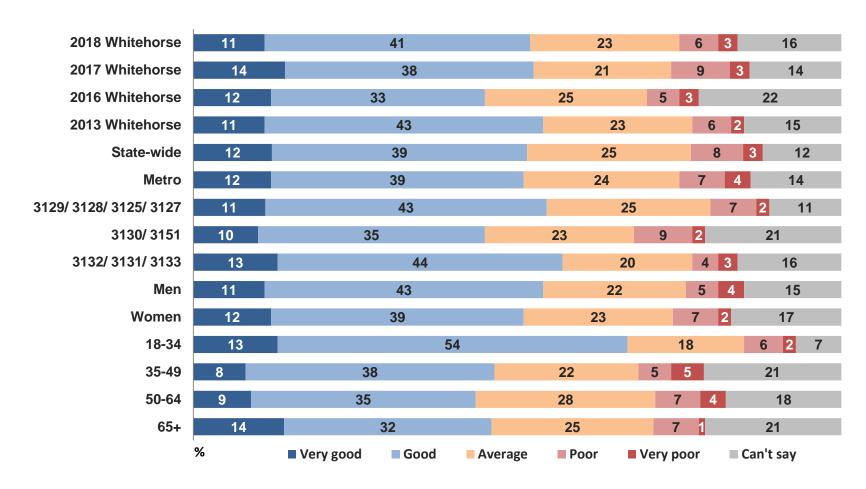


2018 ENFORCEMENT OF LOCAL LAWS

PERFORMANCE DETAILED PERCENTAGES



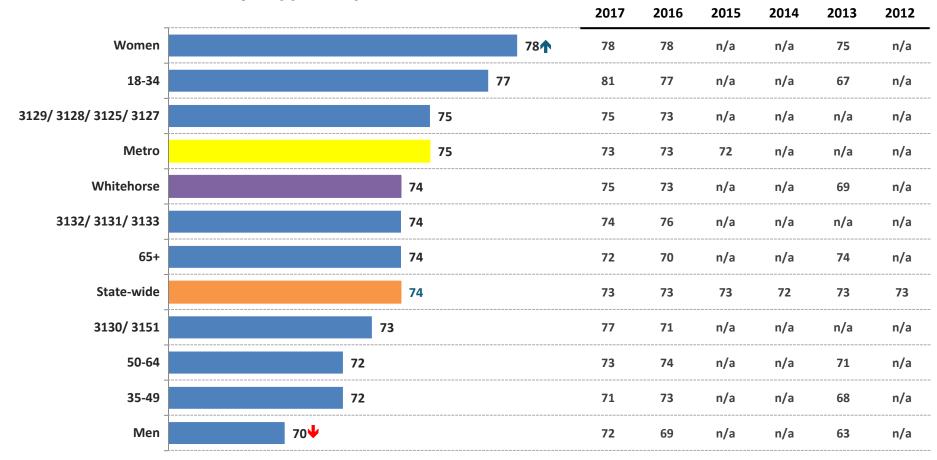
2018 Law Enforcement Performance



IMPORTANCE INDEX SCORES



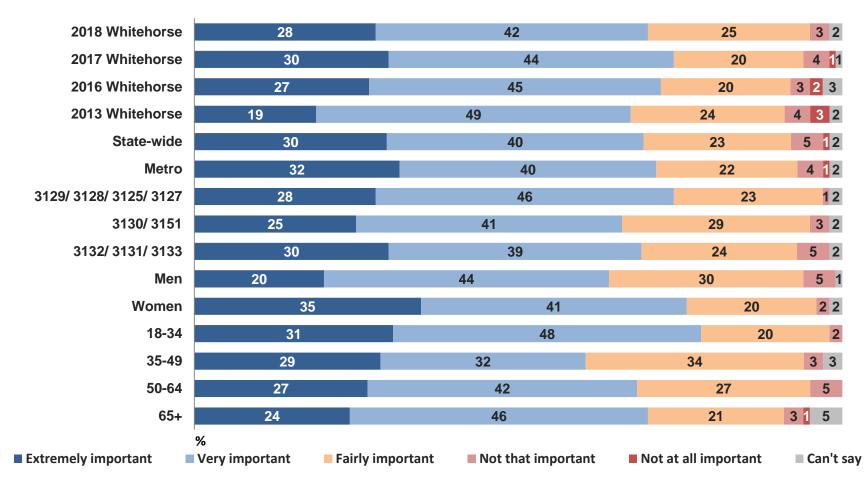
2018 Family Support Importance



IMPORTANCE DETAILED PERCENTAGES



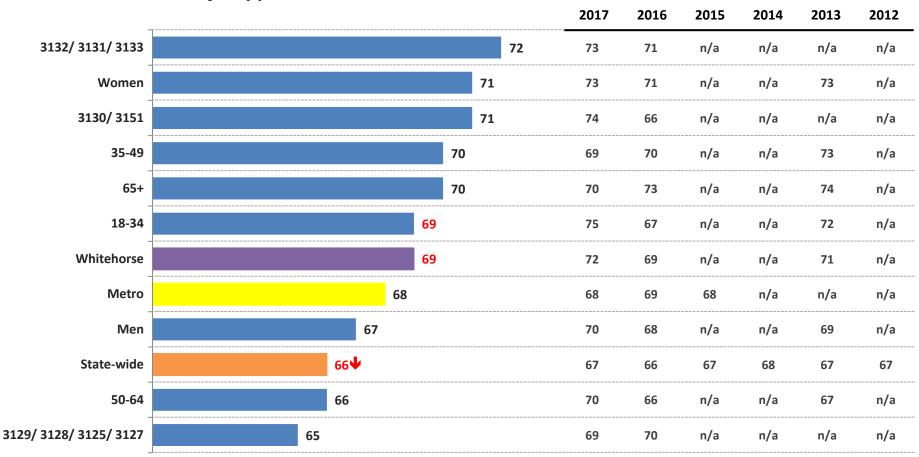
2018 Family Support Importance



PERFORMANCE INDEX SCORES



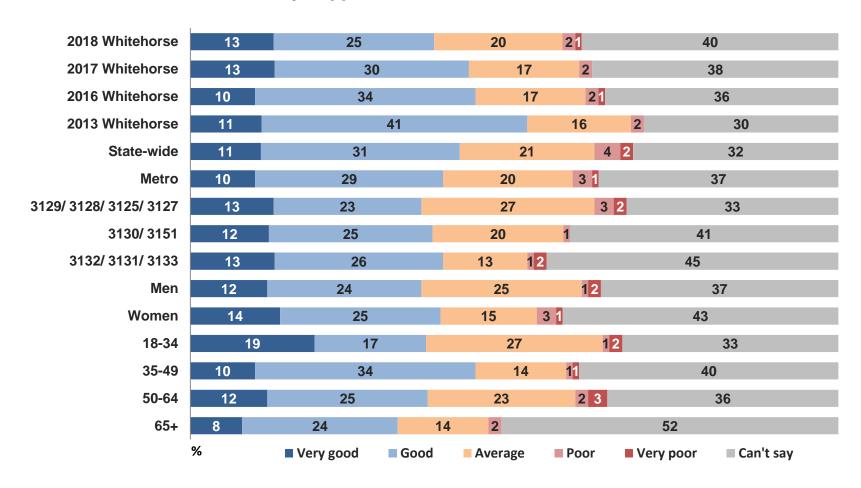
2018 Family Support Performance



PERFORMANCE DETAILED PERCENTAGES



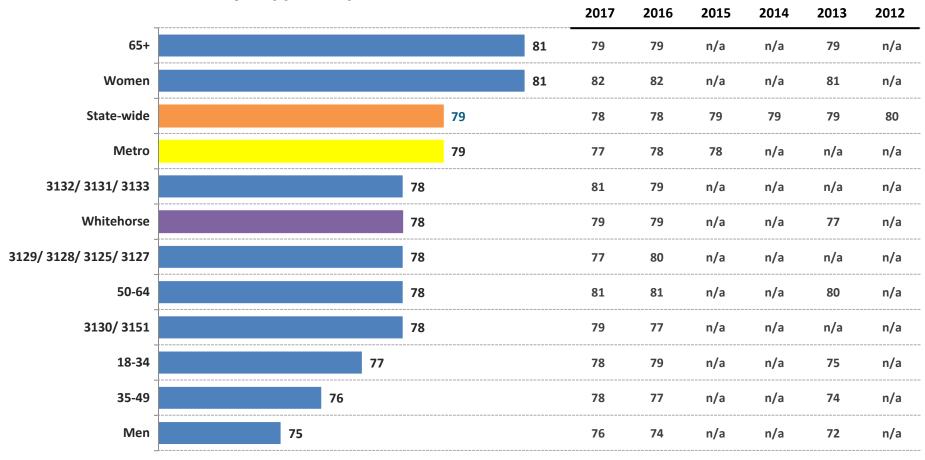
2018 Family Support Performance



IMPORTANCE INDEX SCORES



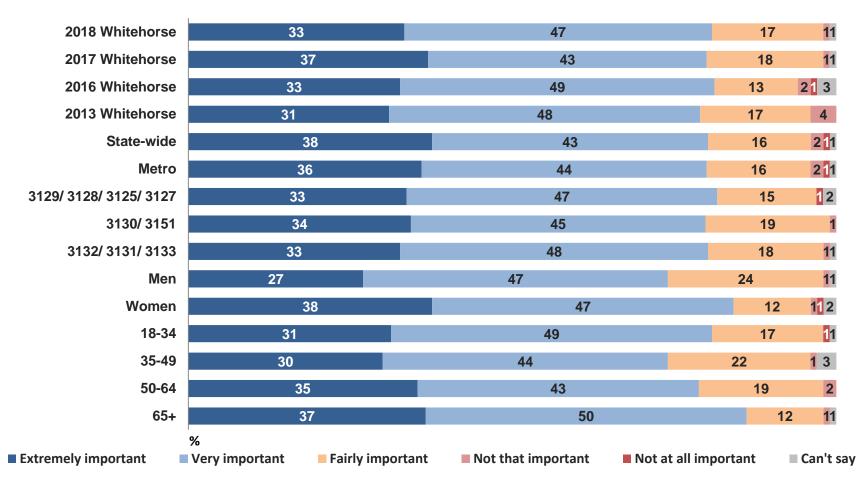
2018 Elderly Support Importance



IMPORTANCE DETAILED PERCENTAGES



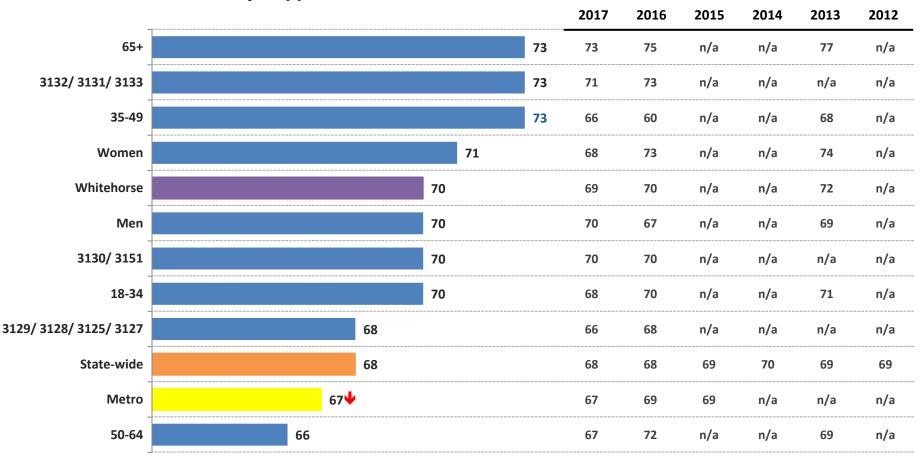
2018 Elderly Support Importance



PERFORMANCE INDEX SCORES



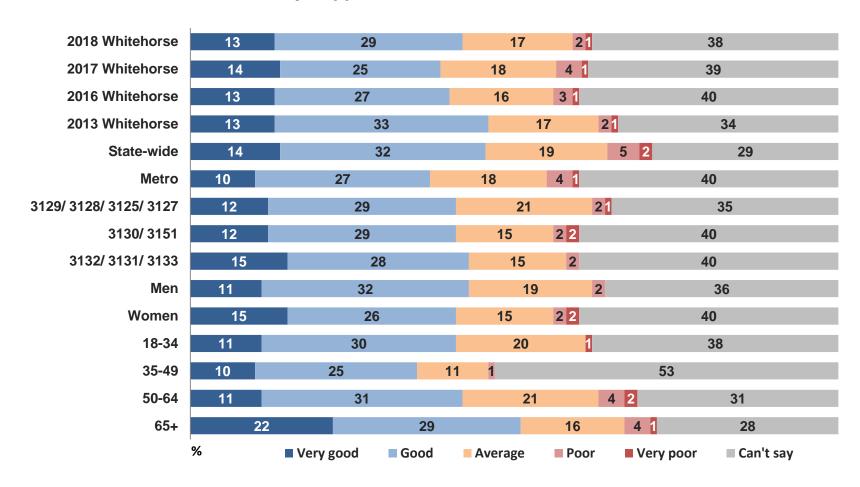
2018 Elderly Support Performance



PERFORMANCE DETAILED PERCENTAGES



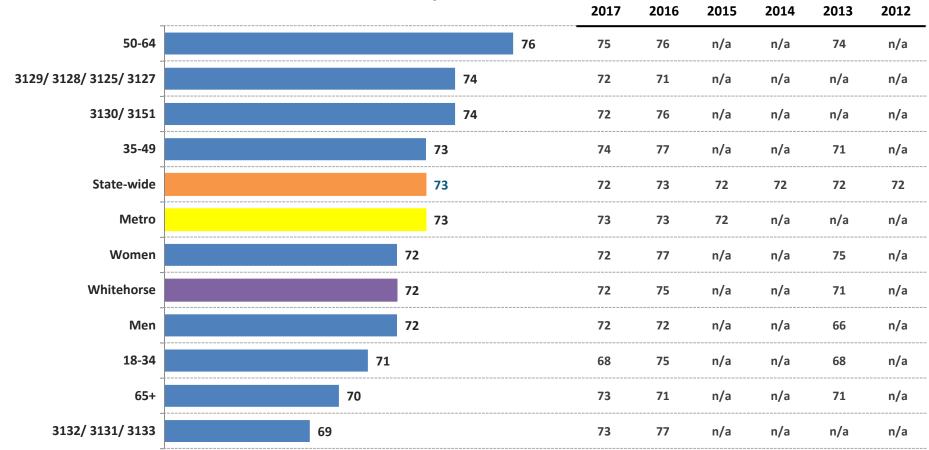
2018 Elderly Support Performance



IMPORTANCE INDEX SCORES



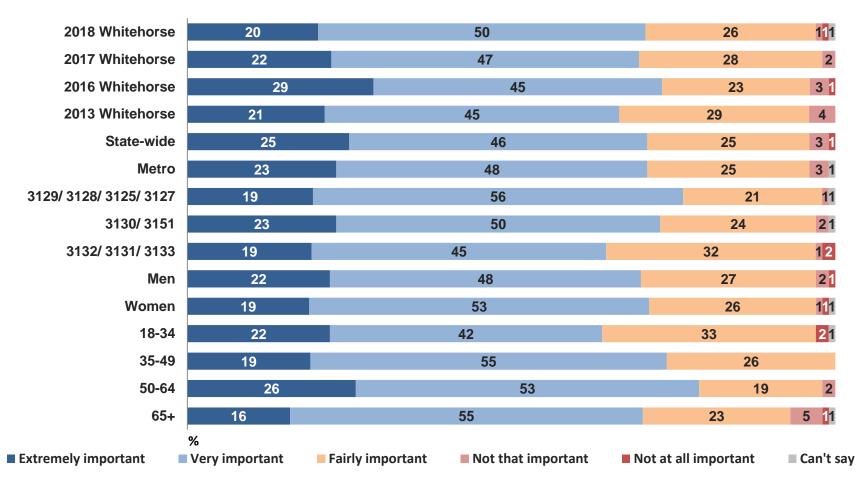
2018 Recreational Facilities Importance



IMPORTANCE DETAILED PERCENTAGES



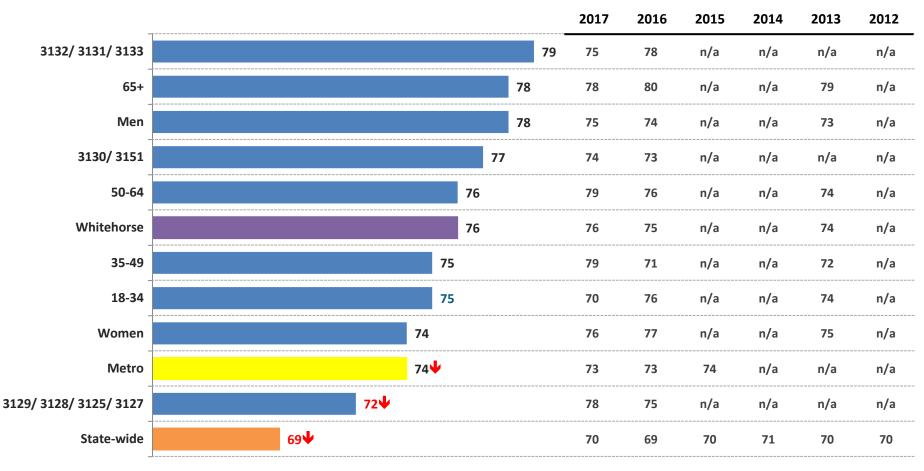
2018 Recreational Facilities Importance



PERFORMANCE INDEX SCORES



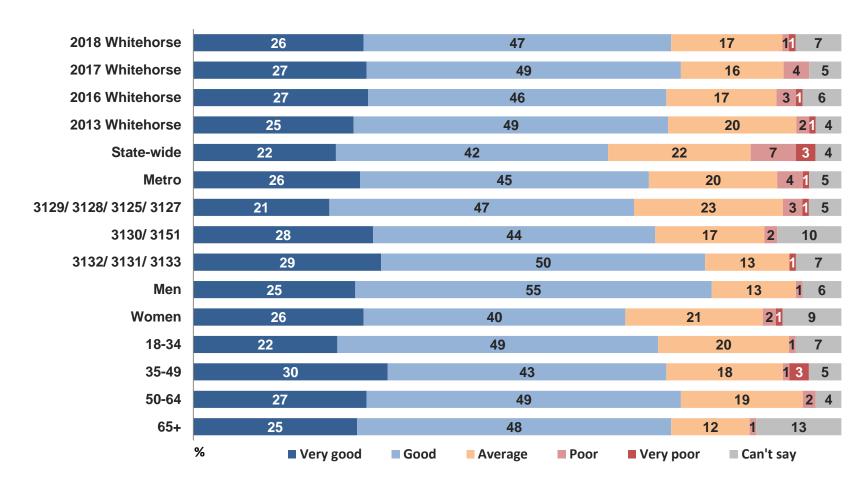
2018 Recreational Facilities Performance



PERFORMANCE DETAILED PERCENTAGES



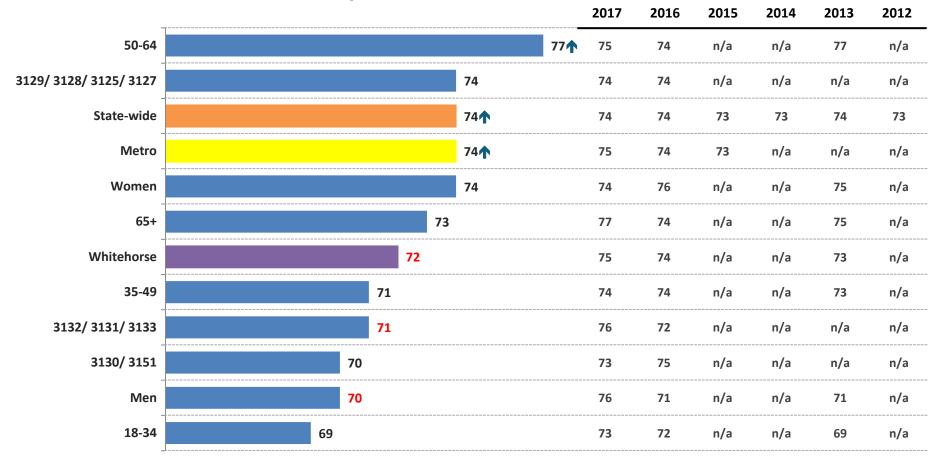
2018 Recreational Facilities Performance



IMPORTANCE INDEX SCORES



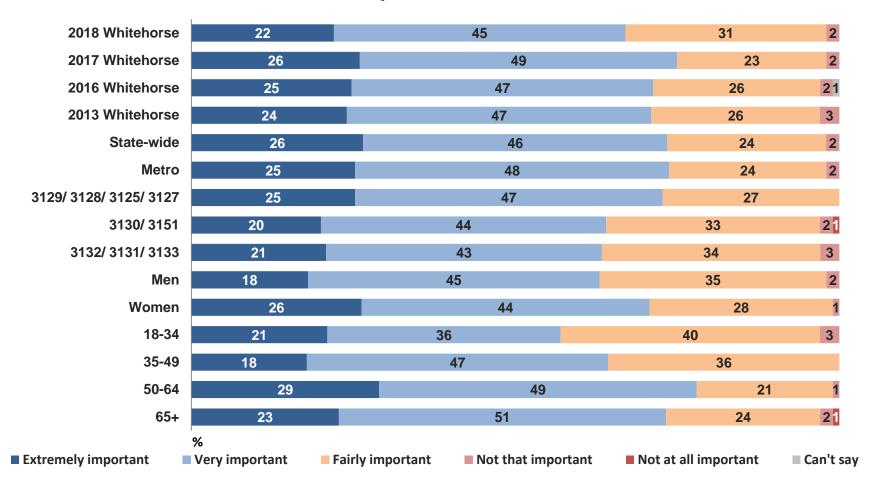
2018 Public Areas Importance



IMPORTANCE DETAILED PERCENTAGES



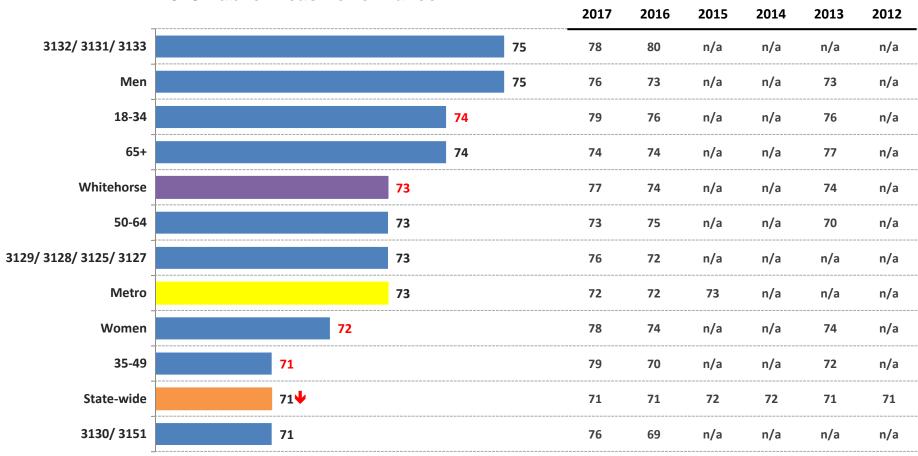
2018 Public Areas Importance



PERFORMANCE INDEX SCORES



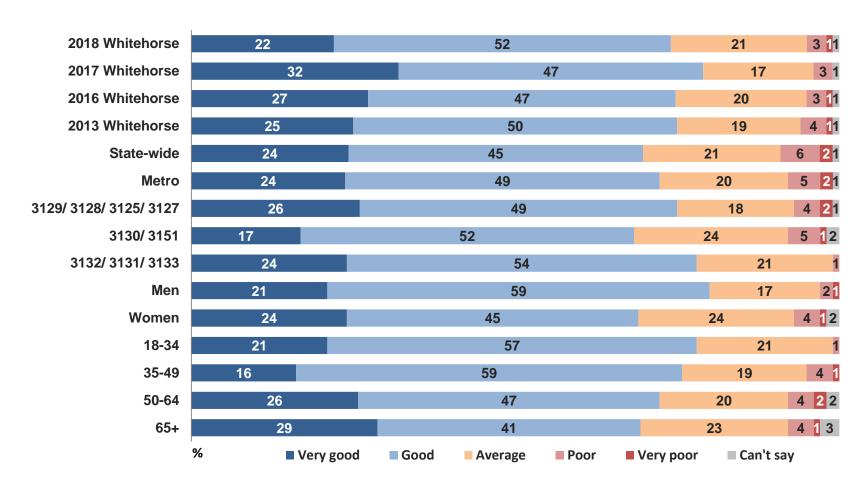
2018 Public Areas Performance



PERFORMANCE DETAILED PERCENTAGES



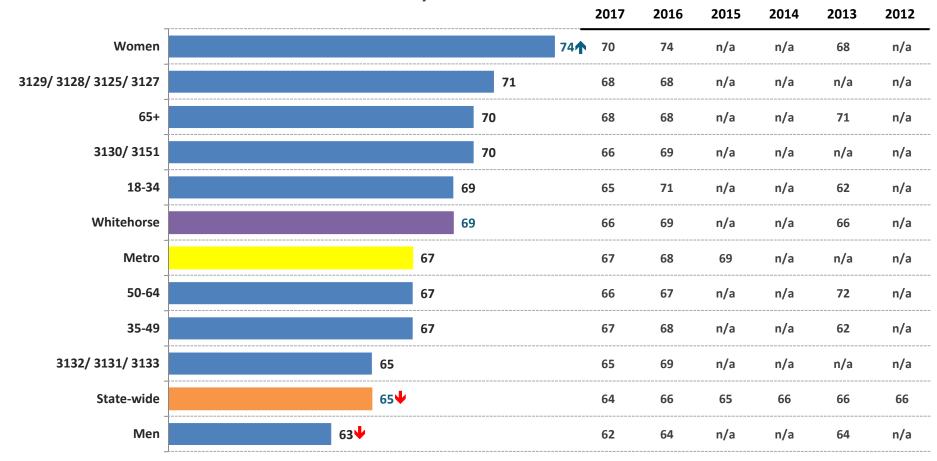
2018 Public Areas Performance



IMPORTANCE INDEX SCORES



2018 Art Centres & Libraries Importance



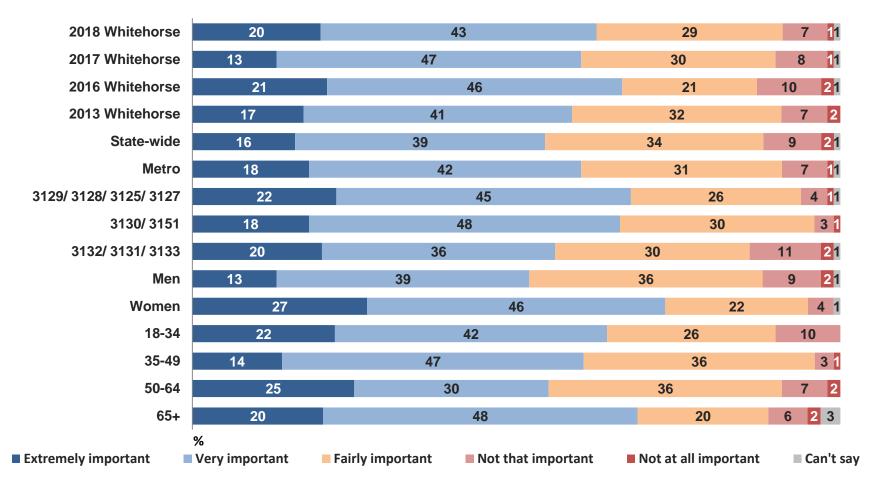
Q1. Firstly, how important should 'art centres and libraries' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 17 Councils asked group: 8

Note: Please see page 6 for explanation about significant differences.

IMPORTANCE DETAILED PERCENTAGES



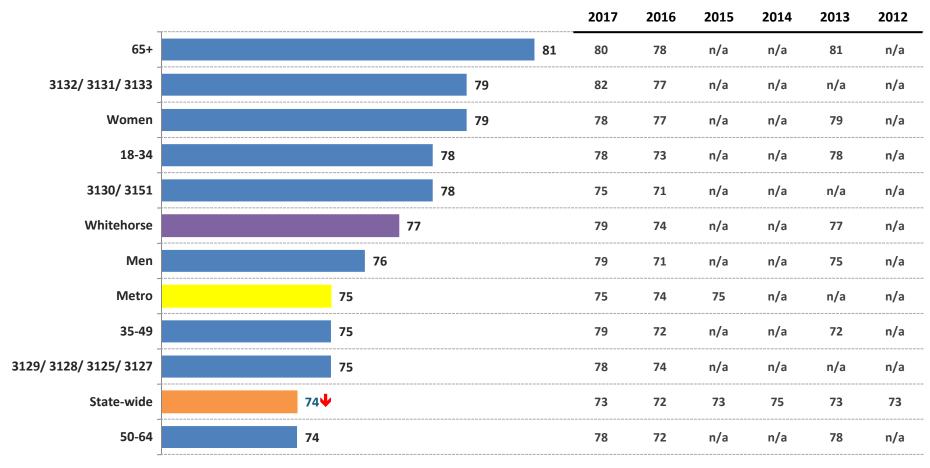
2018 Art Centres & Libraries Importance



PERFORMANCE INDEX SCORES



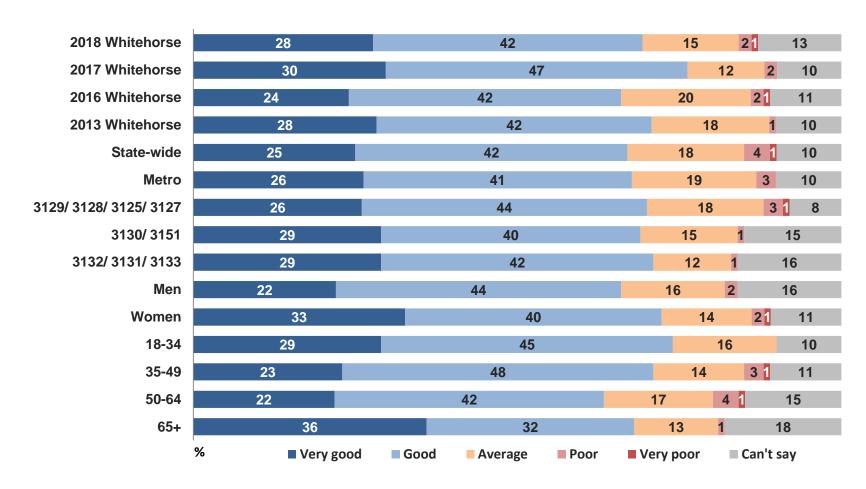
2018 Art Centres & Libraries Performance



PERFORMANCE DETAILED PERCENTAGES



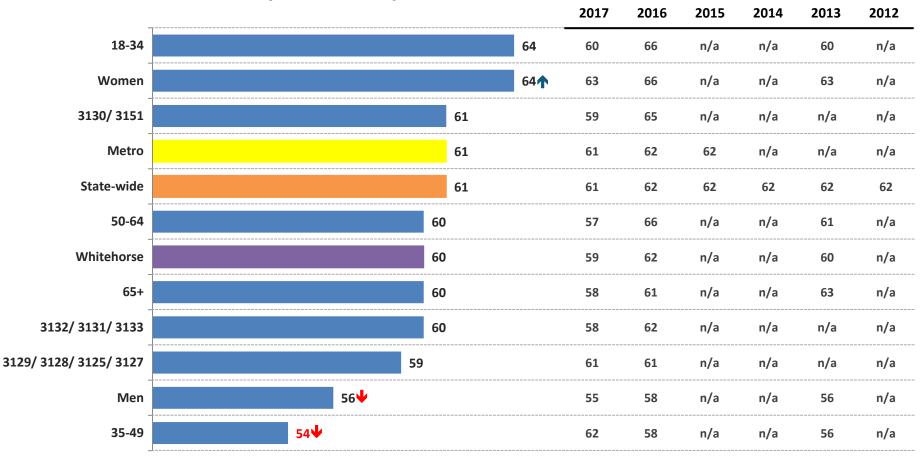
2018 Art Centres & Libraries Performance



IMPORTANCE INDEX SCORES



2018 Community Activities Importance



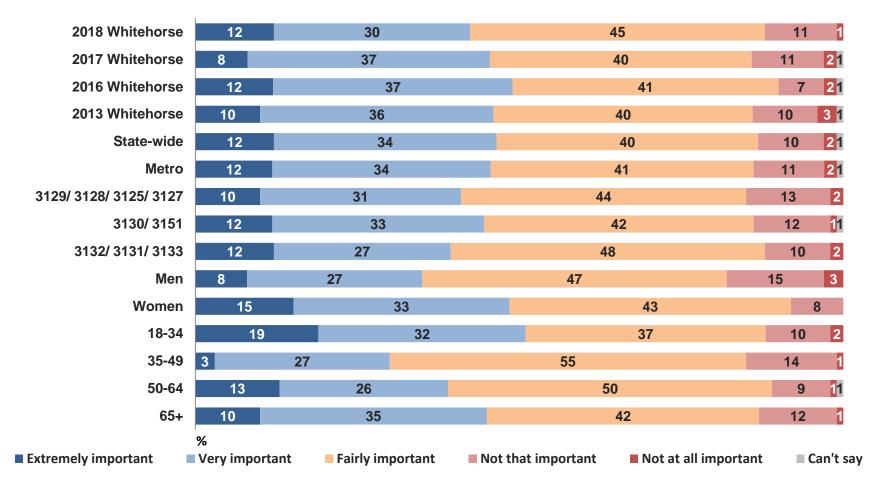
Q1. Firstly, how important should 'community and cultural activities' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 20 Councils asked group: 8

Note: Please see page 6 for explanation about significant differences.

IMPORTANCE DETAILED PERCENTAGES



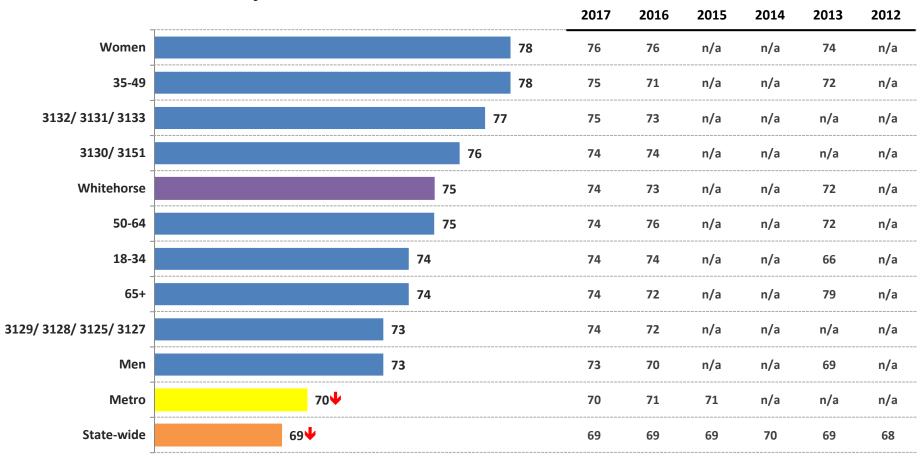
2018 Community Activities Importance



PERFORMANCE INDEX SCORES



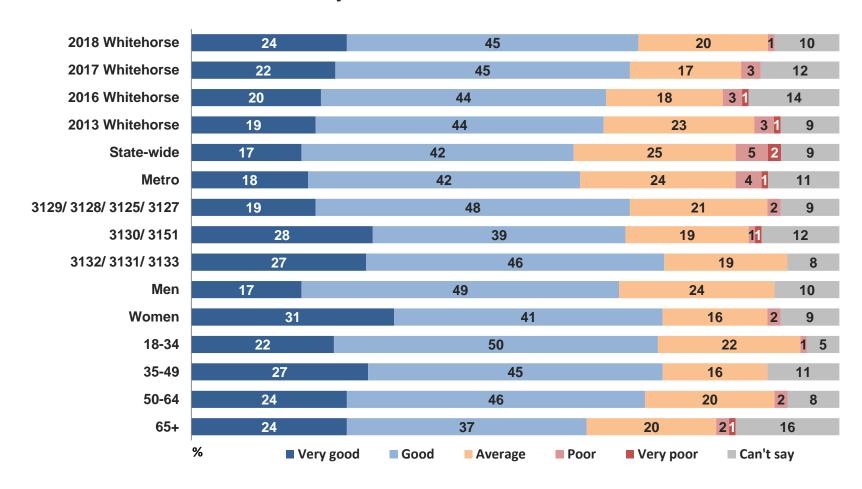
2018 Community Activities Performance



PERFORMANCE DETAILED PERCENTAGES



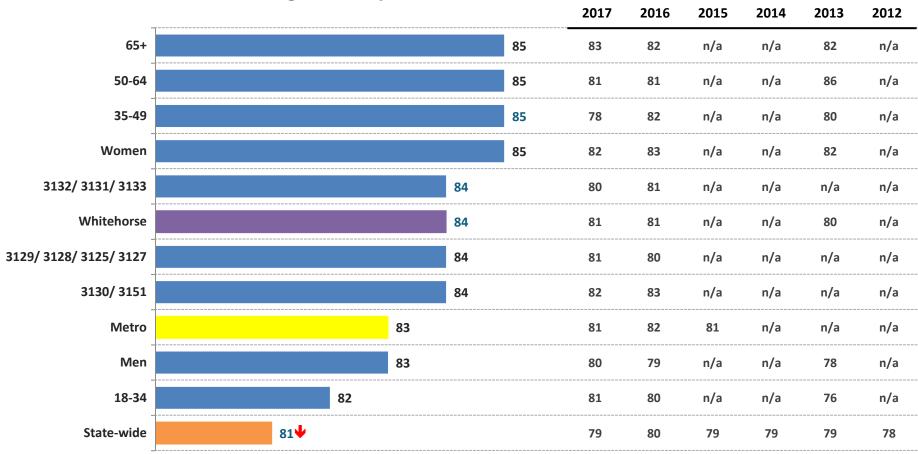
2018 Community Activities Performance



IMPORTANCE INDEX SCORES



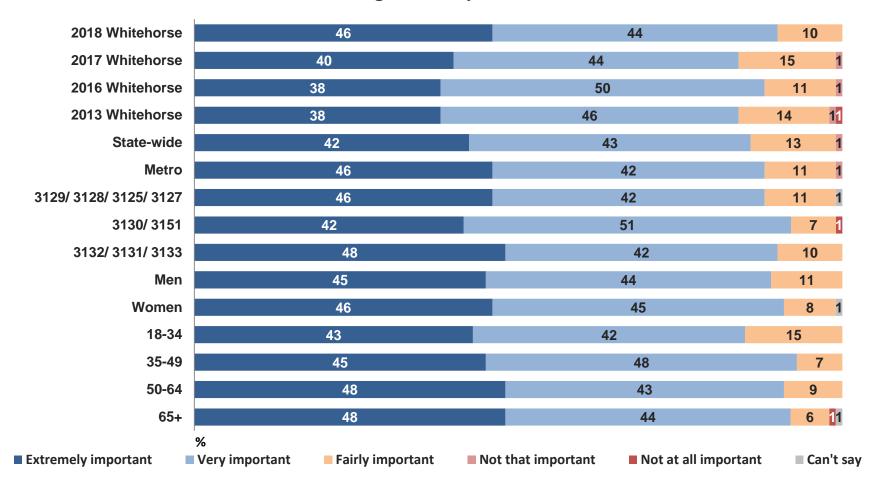
2018 Waste Management Importance



IMPORTANCE DETAILED PERCENTAGES



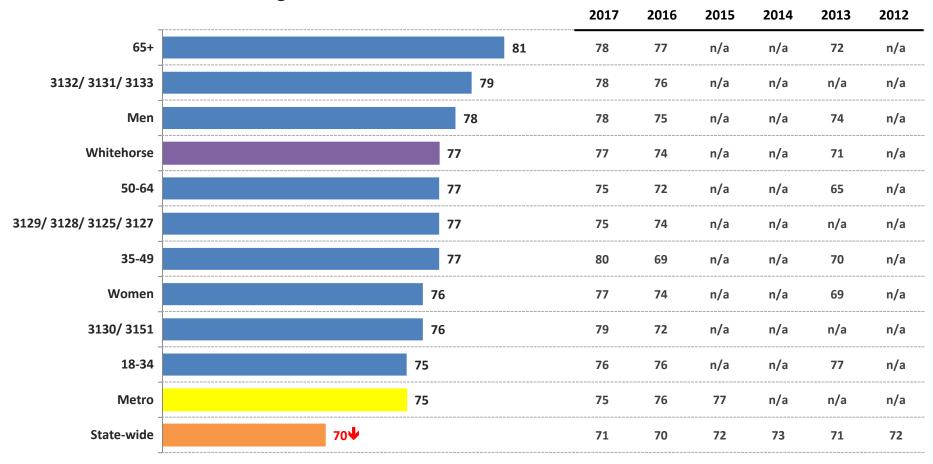
2018 Waste Management Importance



PERFORMANCE INDEX SCORES



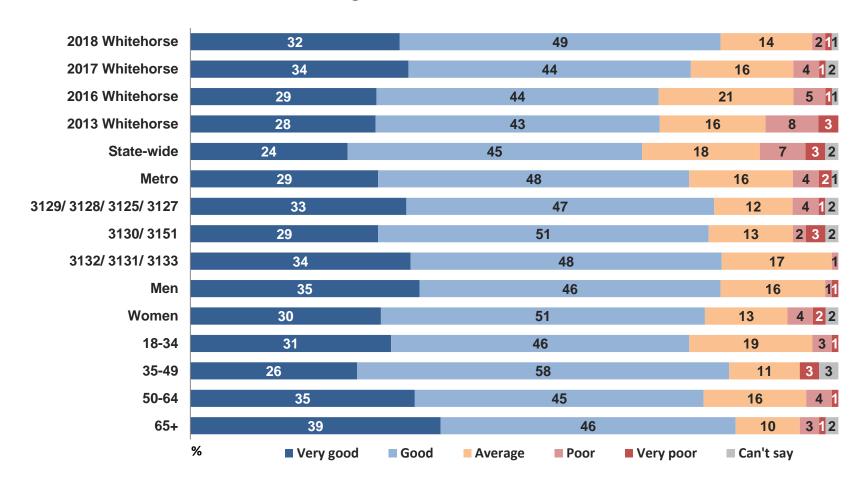
2018 Waste Management Performance



PERFORMANCE DETAILED PERCENTAGES



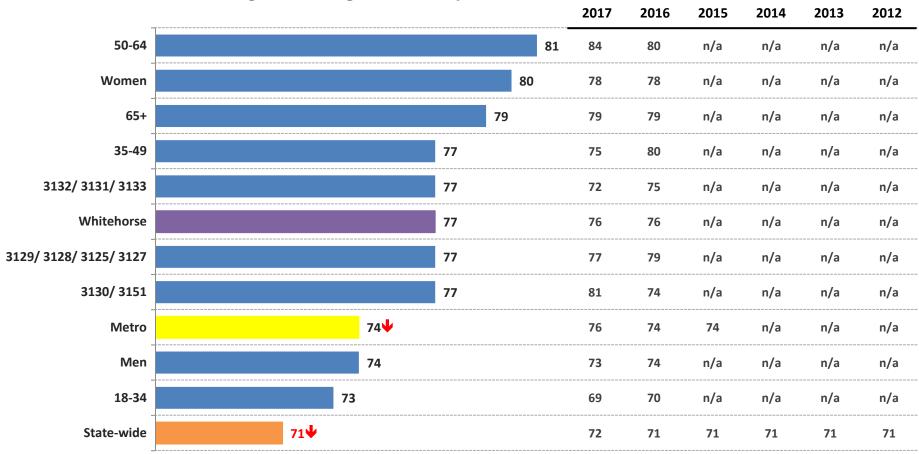
2018 Waste Management Performance



IMPORTANCE INDEX SCORES



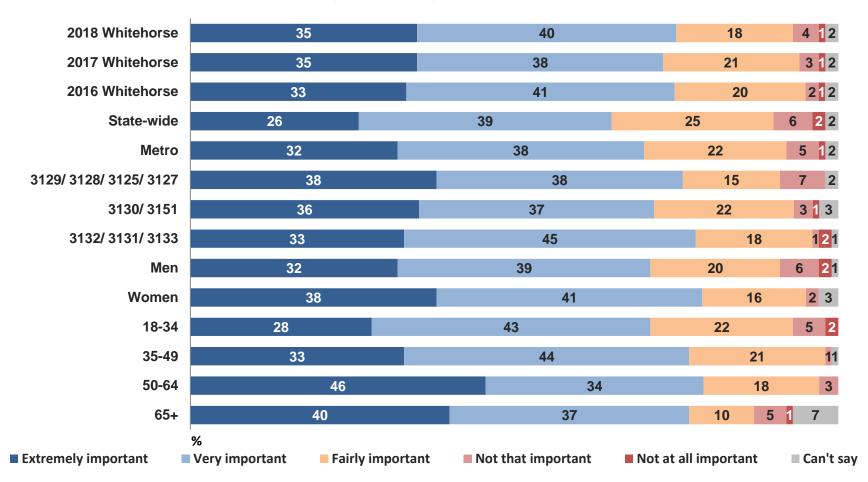
2018 Planning & Building Permits Importance



IMPORTANCE DETAILED PERCENTAGES



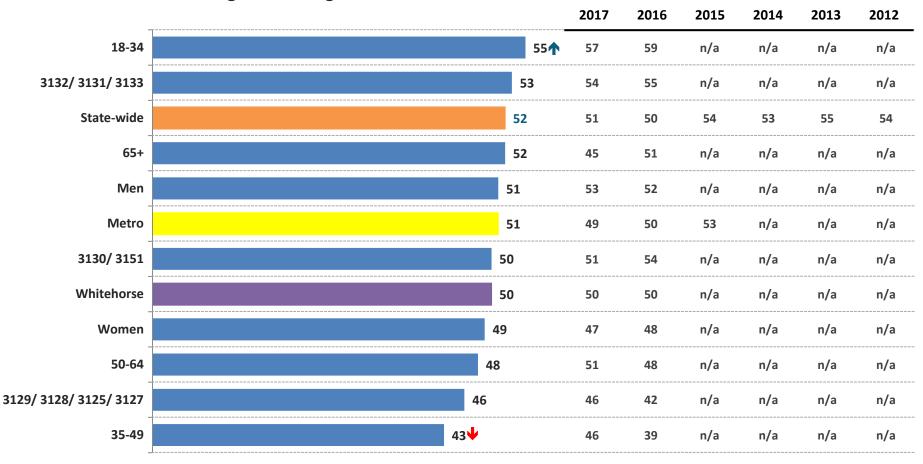
2018 Planning & Building Permits Importance



PERFORMANCE INDEX SCORES



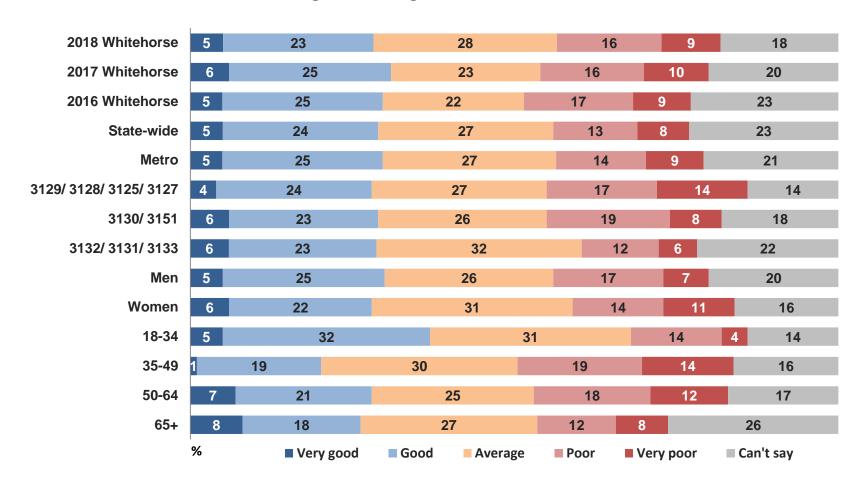
2018 Planning & Building Permits Performance



PERFORMANCE DETAILED PERCENTAGES



2018 Planning & Building Permits Performance

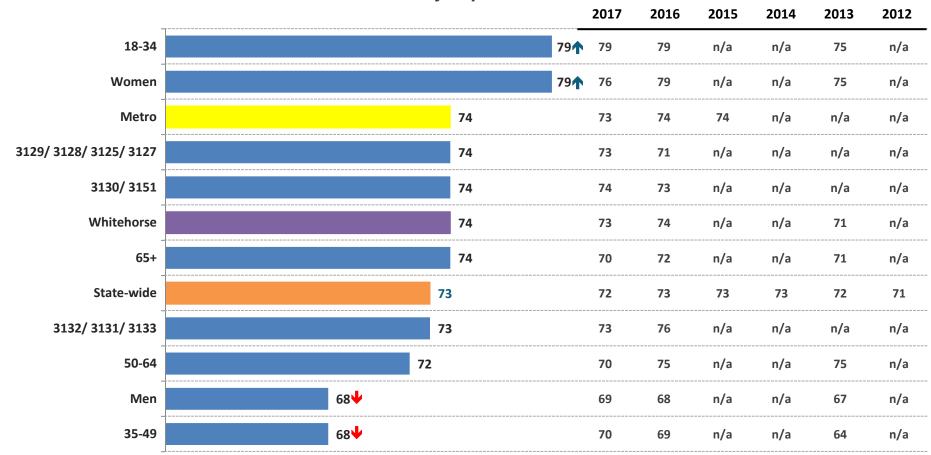


2018 ENVIRONMENTAL SUSTAINABILITY

IMPORTANCE INDEX SCORES



2018 Environmental Sustainability Importance

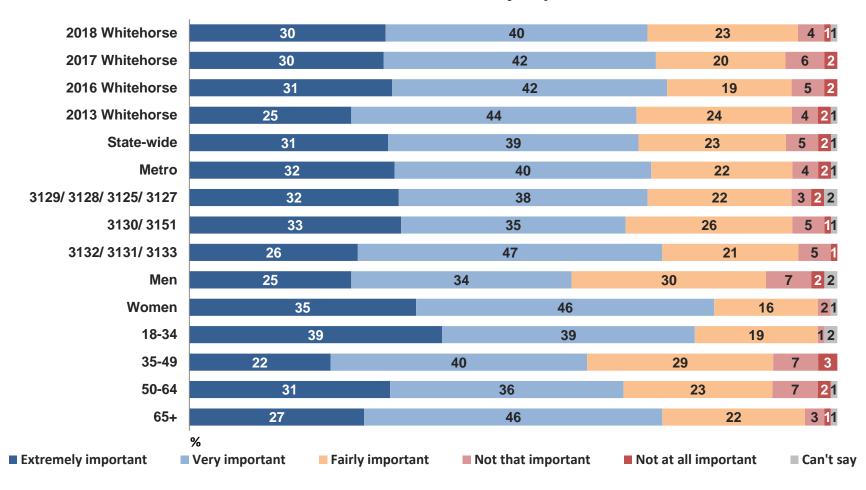


2018 ENVIRONMENTAL SUSTAINABILITY

IMPORTANCE DETAILED PERCENTAGES



2018 Environmental Sustainability Importance

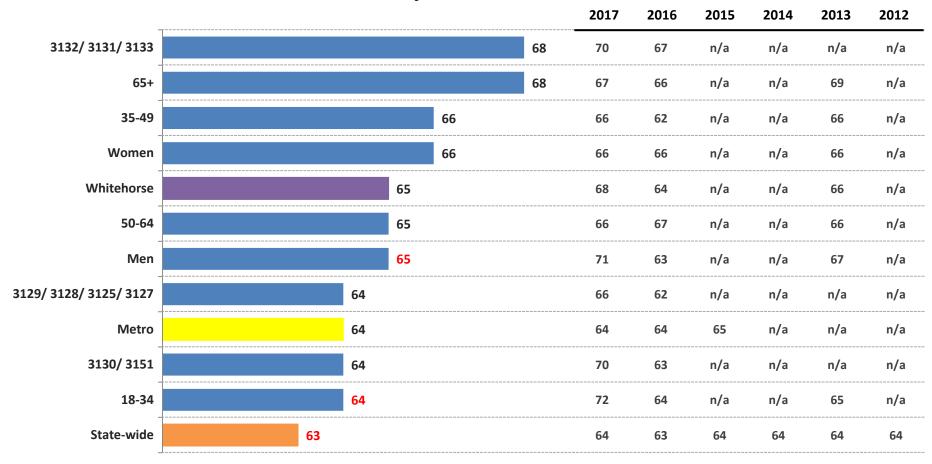


2018 ENVIRONMENTAL SUSTAINABILITY

PERFORMANCE INDEX SCORES



2018 Environmental Sustainability Performance

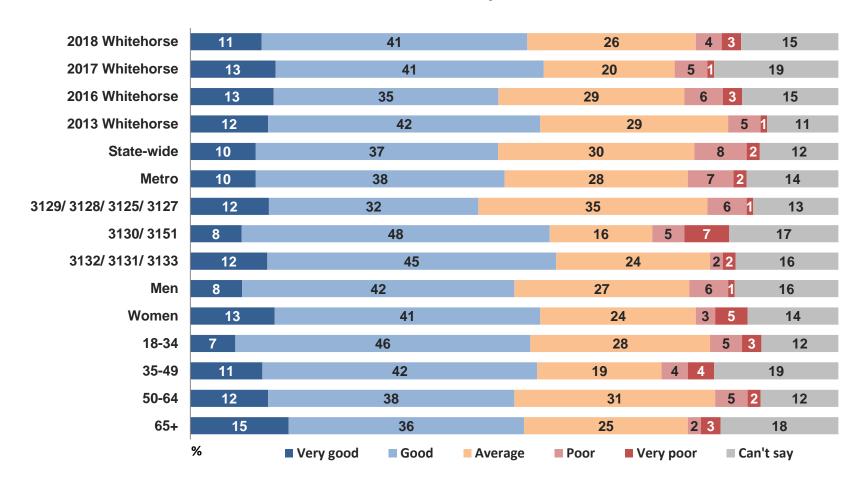


2018 ENVIRONMENTAL SUSTAINABILITY

PERFORMANCE DETAILED PERCENTAGES



2018 Environmental Sustainability Performance



LOCAL GOVERNMENT COMMUNITY SATISFACTION SURVEY WHITEHORSE CITY COUNCIL

2018 TAILORED QUESTION

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

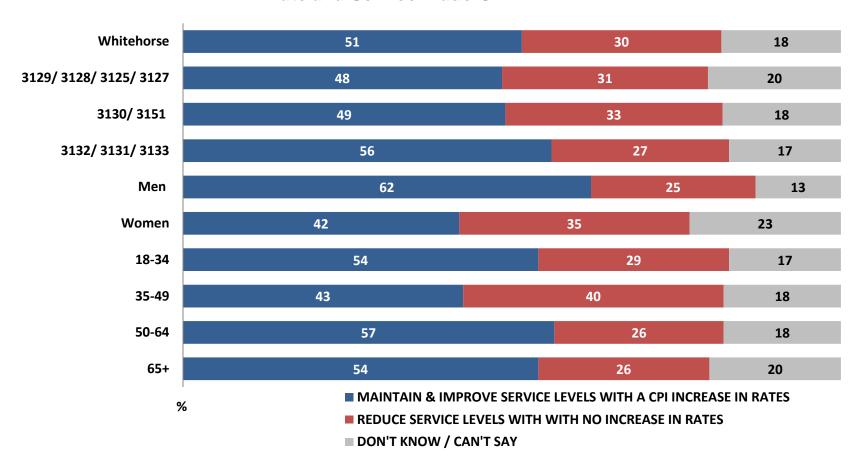
VV) J w s r e s e a r c h

RATE AND SERVICE TRADE-OFF

DETAILED PERCENTAGES



Rate and Service Trade-Off



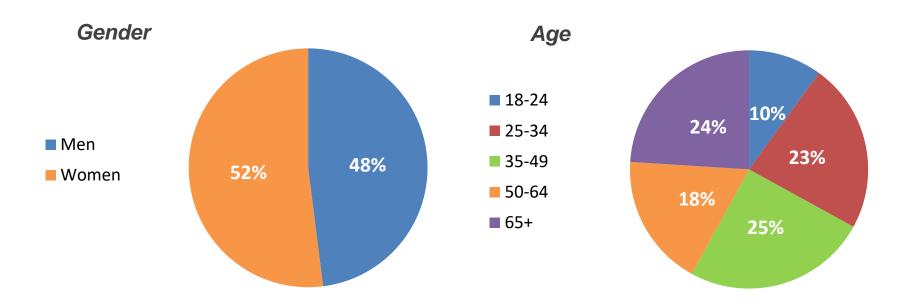
WH1. Over the last few years, the State Government has implemented legislation that caps council rate increases at CPI. Council believes that to maintain or improve current levels of local services, it would need to increase rates by the CPI amount. With this in mind, would you prefer council to maintain 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? Base: All respondents.

DETAILED DEMOGRAPHICS



2018 GENDER AND AGE PROFILE



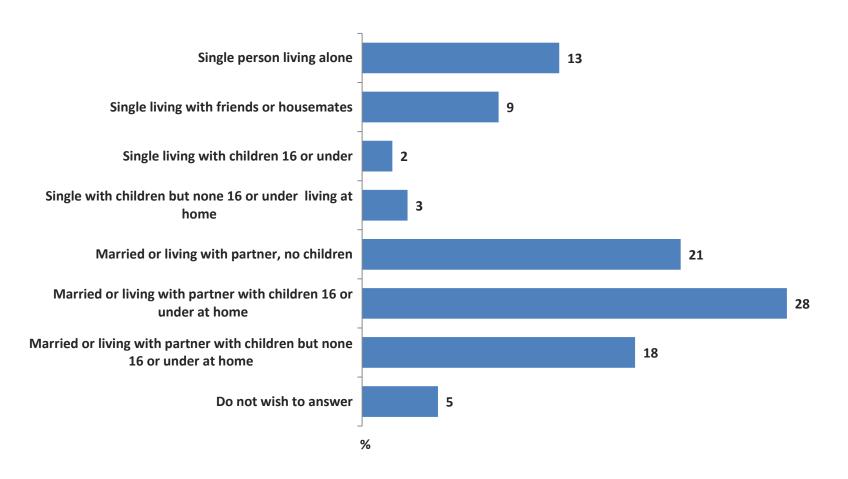


Please note that for the reason of simplifying reporting, interlocking age and gender reporting has not been included in this report. Interlocking age and gender analysis is still available in the dashboard and data tables provided alongside this report.

2018 HOUSEHOLD STRUCTURE



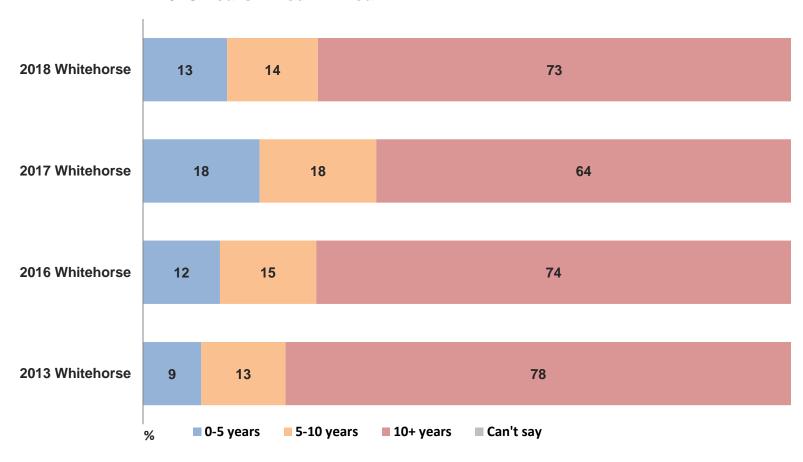
2018 Household Structure



2018 YEARS LIVED IN AREA



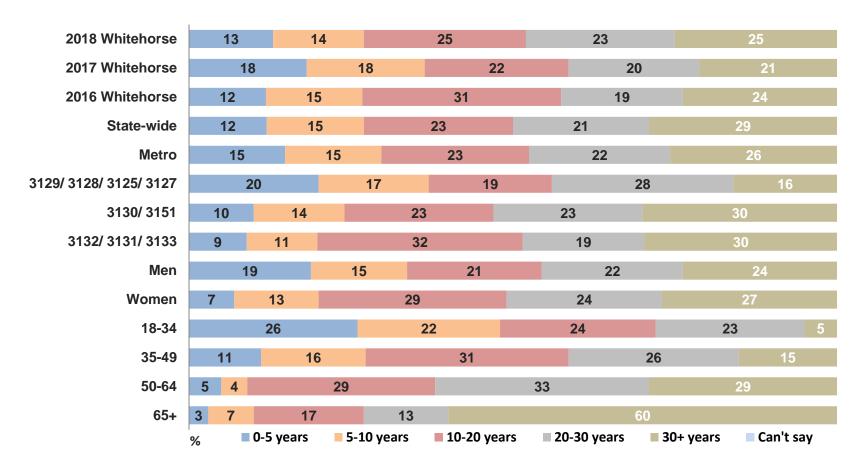
2018 Years Lived in Area



2018 YEARS LIVED IN AREA



2018 Years Lived in Area

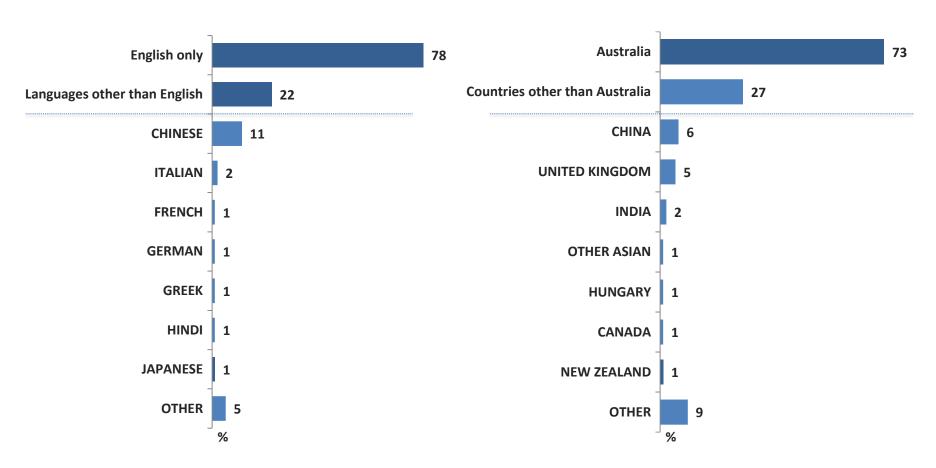


2018 LANGUAGES SPOKEN AT HOME 2018 COUNTRIES OF BIRTH



2018 Languages Spoken

2018 Countries of Birth



Q11. What languages, other than English, are spoken regularly in your home? Base: All respondents. Councils asked state-wide: 4 Councils asked group: 4

Note: Respondents could name multiple languages so responses may add to more than 100%

Q12. Could you please tell me which country you were born in?

Base: All respondents. Councils asked state-wide: 3 Councils asked group: 3

APPENDIX A: DETAILED SURVEY TABULATIONS AVAILABLE IN SUPPLIED EXCEL FILE



APPENDIX B: FURTHER PROJECT INFORMATION



APPENDIX B: BACKGROUND AND OBJECTIVES



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 2012-2018 have been made throughout this report as appropriate.

APPENDIX B: MARGINS OF ERROR



The sample size for the 2018 State-wide Local Government Community Satisfaction Survey for Whitehorse City Council was 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 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 135,000 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	184	192	+/-7.2
Women	216	208	+/-6.7
3129/ 3128/ 3125/ 3127	126	137	+/-8.8
3130/ 3151	126	116	+/-8.8
3132/ 3131/ 3133	148	147	+/-8.1
18-34 years	61	129	+/-12.6
35-49 years	73	102	+/-11.5
50-64 years	113	72	+/-9.3
65+ years	153	97	+/-7.9



All participating councils are listed in the State-wide report published on the DELWP website. In 2018, 64 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 2012-2018 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, Boroondara, Brimbank, Glen Eira, Greater Dandenong, Frankston, Kingston, Knox, Manningham, Maroondah, Melbourne, Port Phillip, Stonnington and Whitehorse. Wherever appropriate, results for Whitehorse City Council for this 2018 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.



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 statewide 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



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:

- 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 very well in this service area	This service area is seen to be extremely important	
60 – 75	Council is performing well in this service area, but there is room for improvement	This service area is seen to be very important	
50 – 60	Council is performing satisfactorily in this service area but needs to improve	This service area is seen to be fairly important	
40 – 50	Council is performing poorly in this service area	This service area is seen to be somewhat important	
0 – 40	Council is performing very poorly in this service area	This service area is seen to be not that important	

APPENDIX B: INDEX SCORE SIGNIFICANT DIFFERENCE CALCULATION



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

$$Z Score = (\$1 - \$2) / Sqrt ((\$3*2 / \$5) + (\$4*2 / \$6))$$

Where:

>\$1 = Index Score 1

 \gg \$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.



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 2018 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 2018 State-wide Local Government Community Satisfaction Survey were optional. Councils also had the ability to ask tailored questions specific only to their council.



Reporting

Every council that participated in the 2018 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 http://www.delwp.vic.gov.au/local-government/strengthening-councils/council-community-satisfaction-survey.

APPENDIX B: GLOSSARY OF TERMS



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

CSS: 2018 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 subgroup 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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