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### **Background and objectives**

The Victorian Community Satisfaction Survey (CSS) creates a vital interface between the council and their community.

Held annually, the CSS asks the opinions of local people about the place they live, work and play and provides confidence for councils in their efforts and abilities.

Now in its twenty-second year, this survey provides insight into the community's views on:

- councils' overall performance, with benchmarking against State-wide and council group results
- · value for money in services and infrastructure
- community consultation and engagement
- decisions made in the interest of the community
- customer service, local infrastructure, facilities, services and
- · overall council direction.

When coupled with previous data, the survey provides a reliable historical source of the community's views since 1998. A selection of results from the last ten years shows that councils in Victoria continue to provide services that meet the public's expectations.

### **Serving Victoria for 22 years**

Each year the CSS data is used to develop this State-wide report which contains all of the aggregated results, analysis and data. Moreover, with 22 years of results, the CSS offers councils a long-term measure of how they are performing – essential for councils that work over the long term to provide valuable services and infrastructure to their communities.

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.



# Whitehorse City Council – at a glance



### **Overall council performance**

Results shown are index scores out of 100.



Whitehorse 69



State-wide 61



### Council performance compared to State-wide and group averages

The three areas where Council performance is significantly higher by the widest margin Sealed local roads Compared to State-wide average



Waste management



Community decisions



None

Informing the community

**Areas where Council** 

performance is significantly

lower

Elderly support services



group average

Compared to

Sealed local roads



Waste management



# **Summary of core measures**



### **Index scores**





Consultation & engagement



Community decisions



Sealed local roads



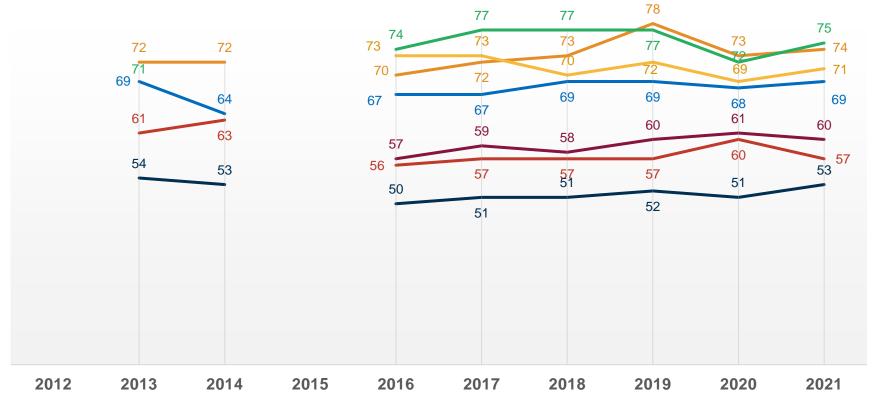
Waste management



Customer service



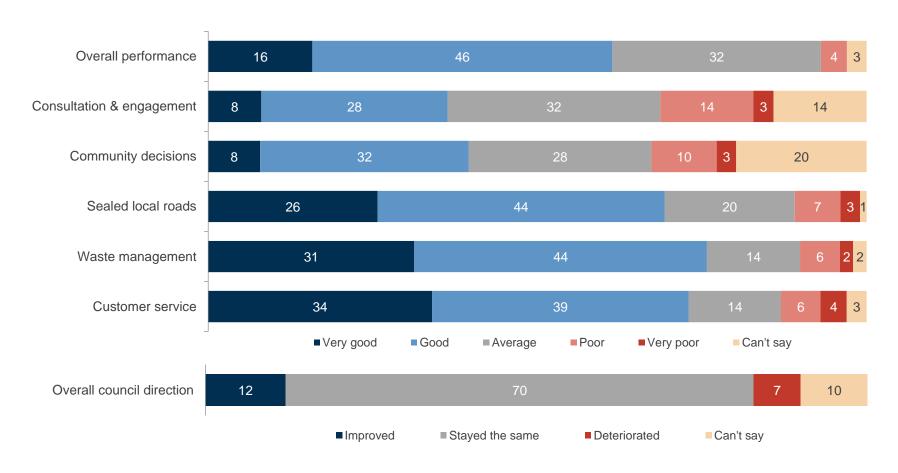
Overall council direction



# **Summary of core measures**



### Core measures summary results (%)



# **Summary of Whitehorse City Council performance**



Servio	ces	Whitehorse 2021	Whitehorse 2020	Metro 2021	State-wide 2021	Highest score	Lowest score
<i>(</i> %	Overall performance	69	68	67	61	Box Hill residents	Aged 35-49 years
S	Value for money	63	-	62	54	Aged 65+ years	Aged 35-49 years, Box Hill residents
+	Overall council direction	53	51	55	53	Aged 18-34 years	Aged 35-49 years
	Customer service	74	73	74	70	Aged 65+ years	Men
<u>.</u>	Appearance of public areas	76	73	74	73	Women, Aged 50-64 years	Men
	Waste management	75	72	72	69	Aged 50-64 years	Aged 35-49 years
外	Recreational facilities	74	75	75	71	Aged 65+ years, Women	Men, Aged 18-34 years
	Art centres & libraries	73	77	73	73	Aged 65+ years	Aged 18-34 years
A	Sealed local roads	71	69	68	57	Aged 35-49 years	Aged 65+ years, Aged 18-34 years, Men, Nunawading East residents
	Elderly support services	70	71	66	69	Aged 65+ years	Aged 18-34 years

# **Summary of Whitehorse City Council performance**



Servi	ces	Whitehorse 2021	Whitehorse 2020	Metro 2021	State-wide 2021	Highest score	Lowest score
	Family support services	67	72	67	66	Aged 65+ years	Aged 18-34 years
C. E	Community & cultural	67	73	66	65	Aged 65+ years	Aged 18-34 years
	Enforcement of local laws	66	66	66	64	Women	Men
2	Environmental sustainability	63	65	64	62	Nunawading East residents	Aged 35-49 years, Box Hill
***	Community decisions	60	61	61	56	Women	Aged 50-64 years
	Informing the community	59	63	62	60	Aged 35-49 years	Aged 18-34 years
<u>.</u>	Lobbying	58	59	56	55	Nunawading East residents, Aged 65+ years	Aged 50-64 years, Aged 18-34 years, Men, Nunawading West residents
	Consultation & engagement	57	60	59	56	Aged 50-64 years, Women, Nunawading East residents	Nunawading West residents, Men, Aged 18-34 years
	Building & planning permits	54	53	54	51	Aged 18-34 years	Aged 65+ years, Aged 35-49 years

### Focus areas for the next 12 months



Overview

Whitehorse City Council's overall performance index experienced a one-point increase over the last 12 months, returning to the peak rating last seen in 2019. While performance ratings remained steady across most individual service areas, significant declines occurred in the areas of community and cultural activities, family support services, art centres and libraries and informing the community. Importantly, performance ratings of the appearance of public areas increased significantly.

Key influences on perceptions of overall performance

Council should focus on maintaining and improving performance in the individual service areas that most influence overall performance perceptions. The condition of sealed local roads is shown to have the strongest influence on Council's overall performance rating and Council performs relatively well here. Most in need of attention is decisions made in the interests of the community and informing the community, as these service areas are rated less well, but are among the service areas that are more influential on overall perceptions.

Comparison to state and area grouping

Positively, Whitehorse City Council performs significantly higher than the State-wide and Metropolitan group averages on waste management and sealed local roads. Council also rates significantly higher than the Metropolitan group average in the area of elderly support services but significantly lower in informing the community. On other service areas, it is on par with the Metropolitan group average.

Maintain gains achieved to date

Council should look to consolidate and build upon its strong and improved performance on the appearance of public areas, waste management and the condition of sealed local roads. Demonstrating that Council consults and engages with residents on relevant matters, particularly those regarding its approach to building and planning permits – which is showing incremental improvement over time – will also help to bolster perceptions of its overall performance in the year ahead.

# **DETAILED FINDINGS**







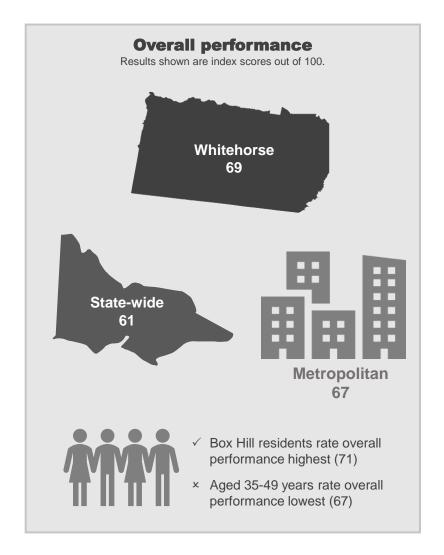
The overall performance index score of 69 for Whitehorse City Council marks a marginal improvement on the 2020 result and a return to the peak rating.

Council's overall performance continues to rate statistically significantly higher (at the 95% confidence interval) than the State-wide average for councils, and in line with the Metropolitan group average.

- Overall performance is rated highest among Box Hill residents and lowest among 35 to 49 year-olds (index scores of 71 and 67 respectively).
- Notably, the most improved ratings are among residents aged 50 to 64 years (index score of 69 – up four points). While this is not a significant increase, it marks an all-time high rating among this cohort, who in the previous evaluation had been most critical of Council's overall performance.

Almost half of residents (48%) rate the value for money they receive from Council in infrastructure and services provided to their community as 'very good' or 'good'. A further one in three (33%) rate Council as 'average', while 11% rate it as 'very poor' or 'poor'.

 Residents aged 65 years and over have significantly more positive perceptions of Council's value for money, whereas 35 to 49 year-olds and Box Hill residents have the least positive perceptions.



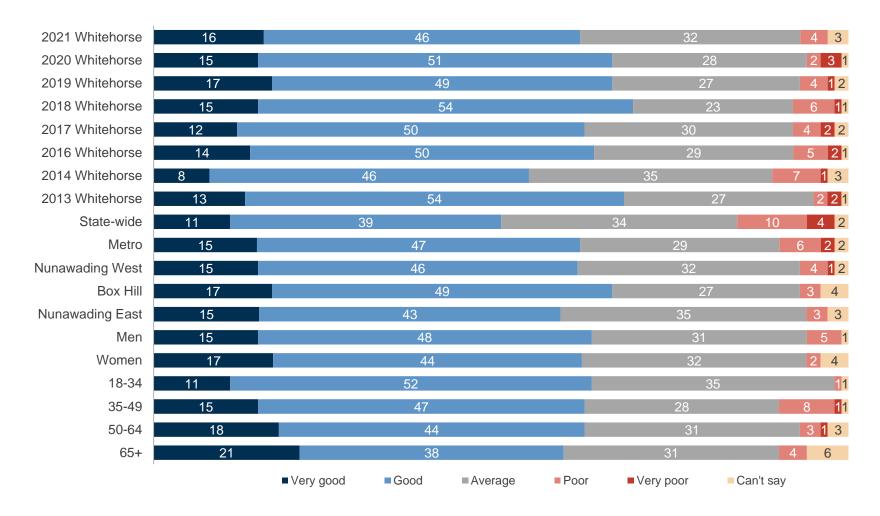


### 2021 overall performance (index scores)





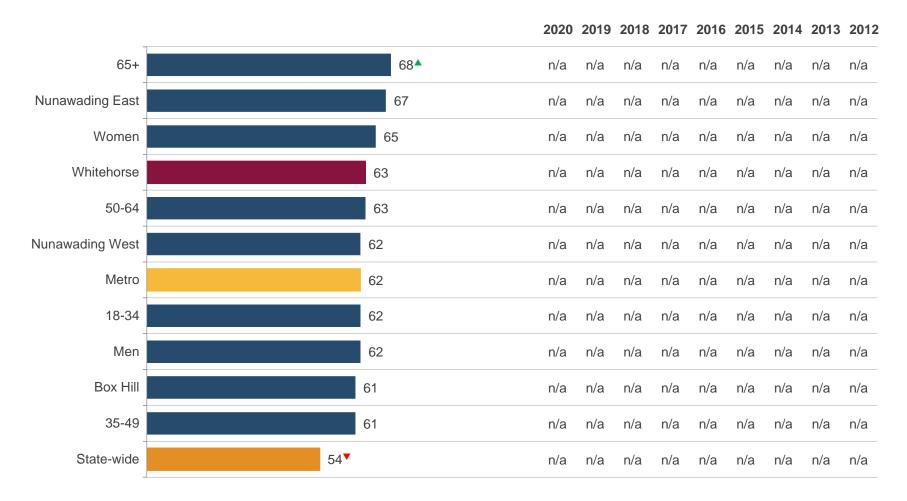
### 2021 overall performance (%)



# Value for money in services and infrastructure



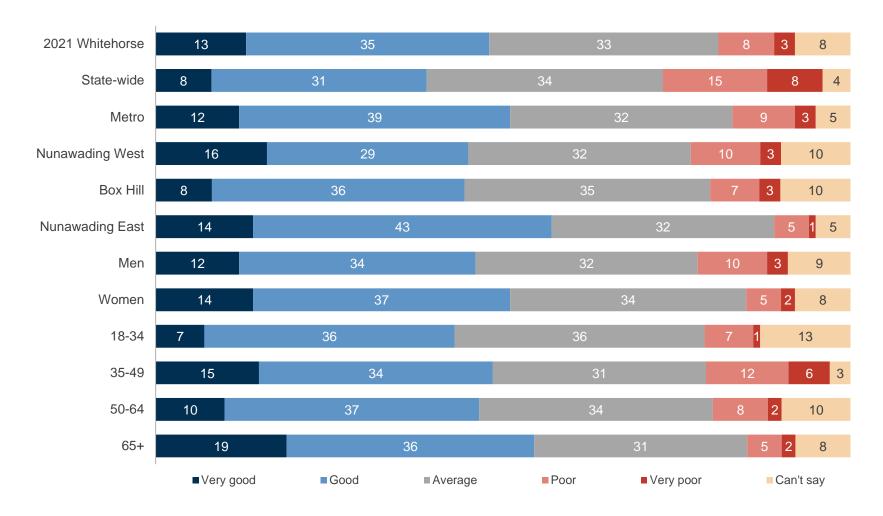
### 2021 value for money (index scores)



# Value for money in services and infrastructure



### 2021 value for money (%)



# **Top performing service areas**

Appearance of public areas is where Council performed best in 2021 (index score of 76). Since the previous evaluation, performance perceptions of this service area improved significantly by three-points, marking a full recovery from the significant decline in 2020.

 Key contributors to this increase are significant improvements in performance perceptions among residents aged 18 to 34 and 50 to 64 years (both up nine points on the previous result).

Waste management is Council's next highest rated service area (index score of 75), followed by recreational facilities (74), art centres and libraries (73 – a significant four-point decrease) and sealed local roads (71).

Of note, Council performs significantly higher than both the State-wide and Metropolitan group averages in the areas of waste management and sealed local roads.

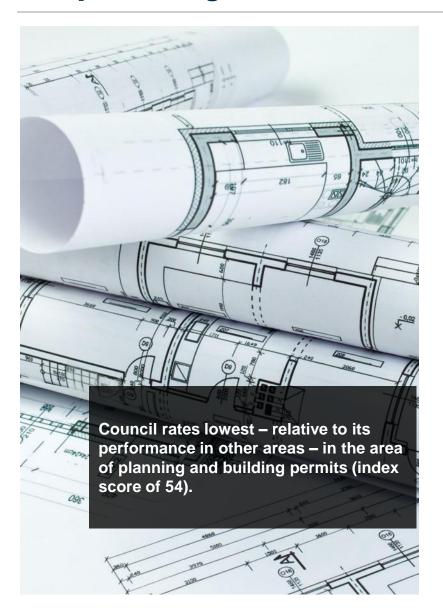
The appearance of public areas, waste management and sealed local roads all have a positive influence on perceptions of Council's overall performance. Maintaining these high ratings should remain a focus for Council.

Council's strong performance in the aforementioned areas is further highlighted by the fact that 18% of residents volunteer parks and gardens as the best thing about Council. One in ten (10%) nominate recreational/ sporting facilities, and 8% cite waste management (noting that 13% cite this as an area most in need of improvement).



# Low performing service areas





Council continues to rate lowest in the area of planning and building permits (index score of 54), despite a one-point improvement on the 2020 result. Consistent with previous evaluations, this service area exhibits the largest diparity between importance and performance perceptions (20-point differential).

- Perceptions do not differ significantly from the average across demographic and geographic cohorts.
- Planning and building permits is one of the service areas that influences perceptions of overall performance – so efforts to address resident concerns here should be considered.

Furthermore, inappropriate or over-development and town planning/ permits /red tape are two of the most frequently mentioned areas as in need of improvement (by 8% and 6% of residents respectively).

Community consultation and engagement is Council's next lowest rated service area (index score of 57, the equal lowest rating for Council on this measure).

 Perceptions declined significantly among 18 to 34 year-old residents and those in Nunawading West.

Council also performs relatively less well in lobbying (index score of 58) and informing the community (59 – significantly lower than the Metropolitan group average and a significant four-point decline on the 2020 result).

### Individual service area performance



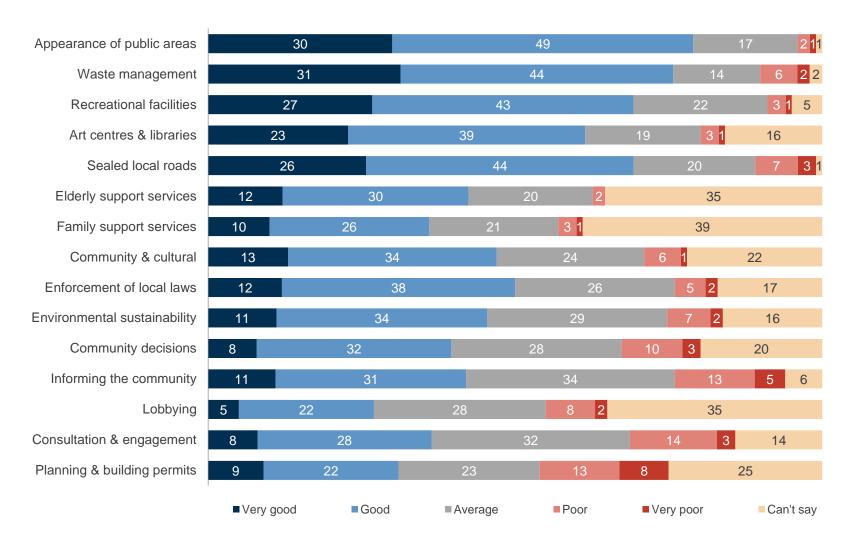
### 2021 individual service area performance (index scores)



# Individual service area performance



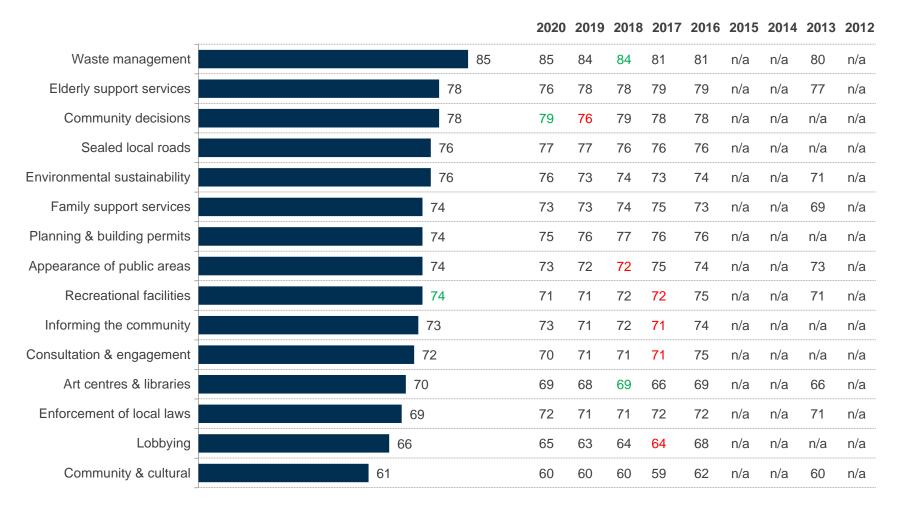
### 2021 individual service area performance (%)



# Individual service area importance



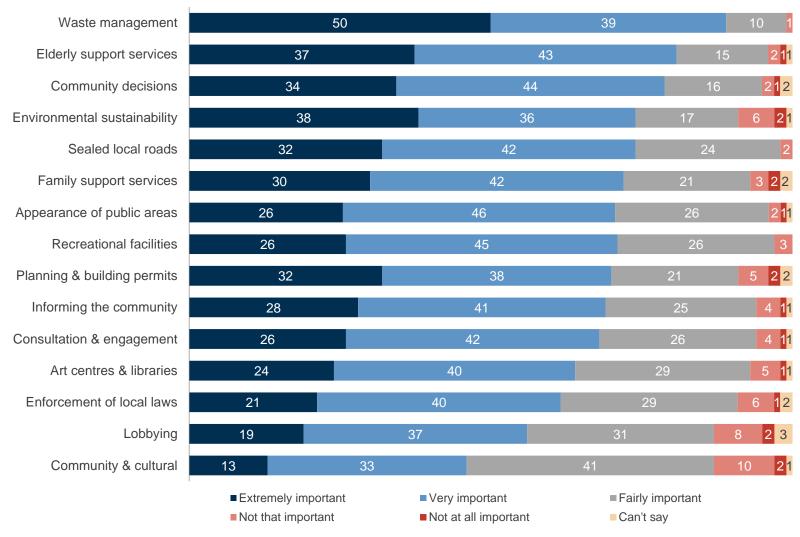
### 2021 individual service area importance (index scores)



# Individual service area importance



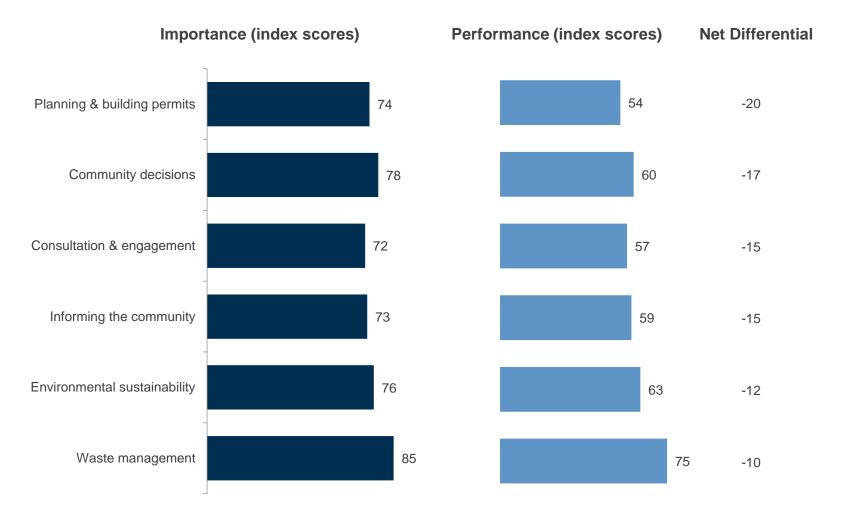
### 2021 individual service area importance (%)



# Individual service areas importance vs performance



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



### Influences on perceptions of overall performance

W

The individual service area that has the strongest influence on the overall performance rating (based on regression analysis) is:

· The condition of sealed local roads.

Council currently performs very well in this service area (index score of 71) and a continued focus on maintaining the local road network provides the greatest opportunity to drive up overall opinion of Council's performance.

Following on from that, other individual service areas with a more moderate influence on the overall performance rating are:

- Decisions made in the interest of the community
- Informing the community
- The appearance of public areas
- Community consultation and engagement
- Waste management
- Planning and building permits.

The appearance of public areas and waste management are Council's best performing service areas (index score of 76 and 75 respectively) and a moderate influence on the overall performance rating.

Maintaining these positive results should remain a focus but there is greater work to be done elsewhere.

Other service areas that have a moderate influence on overall perceptions, but perform relatively less well, are planning and building permits, community consultation, informing the community and community decisions (performance index score of 54, 57, 59 and 60 respectively).

Addressing resident concerns about Council's approach to planning and building permits, and ensuring good communication, consultation and transparency with residents in Council decision making, can also help shore up positive ratings of Council's overall performance.

# Regression analysis explained



We use regression analysis to investigate which individual service areas, such as community consultation, condition of sealed local roads, etc. (the independent variables) are influencing respondent perceptions of overall council performance (the dependent variable).

In the charts that follow:

- The horizontal axis represents the council performance index for each individual service.
   Service areas appearing on the right-side of the chart have a higher performance index than those on the left.
- The vertical axis represents the Standardised Beta Coefficient from the multiple regression performed.
   This measures the contribution of each service area to the model. Service areas near the top of the chart have a greater positive effect on overall performance ratings than service areas located closer to the axis.

The regressions are shown on the following two charts.

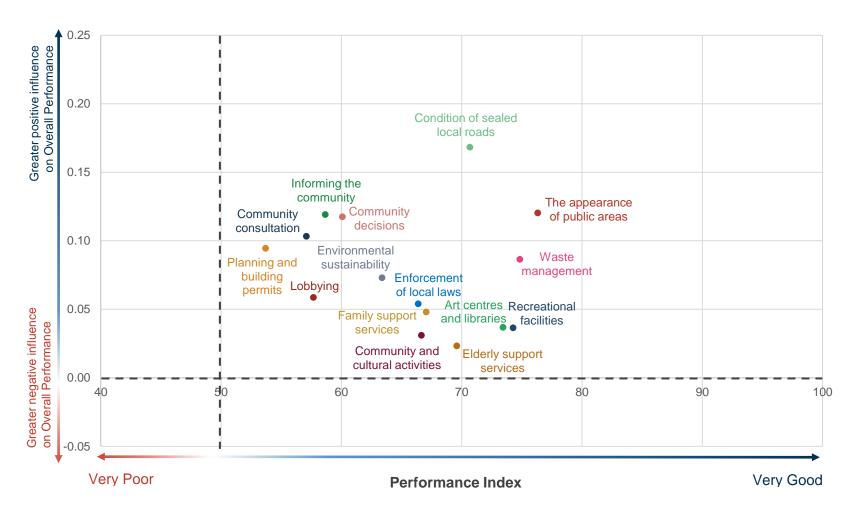
- 1. The first chart shows the results of a regression analysis of *all* individual service areas selected by Council.
- 2. The second chart shows the results of a regression performed on a smaller set of service areas, being those with a moderate-to-strong influence on overall performance. Service areas with a weaker influence on overall performance (i.e. a low Standardised Beta Coefficient) have been excluded from the analysis.

Key insights from this analysis are derived from the second chart.

# Influence on overall performance: all service areas



### 2021 regression analysis (all service areas)

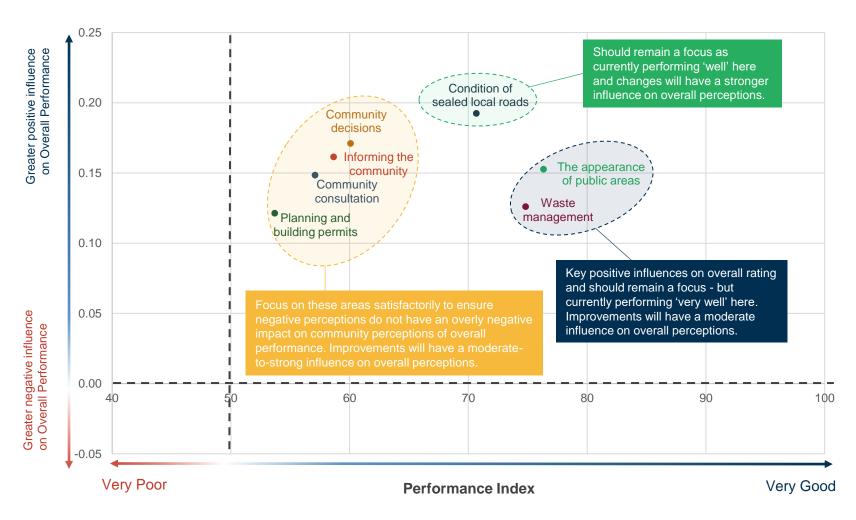


The multiple regression analysis model above (all service areas) has an  $R^2$  value of 0.529 and adjusted  $R^2$  value of 0.514, which means that 53% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at p = 0.0001, F = 36.22. This model should be interpreted with some caution as some data is not normally distributed and not all service areas have linear correlations.

# Influence on overall performance: key service areas



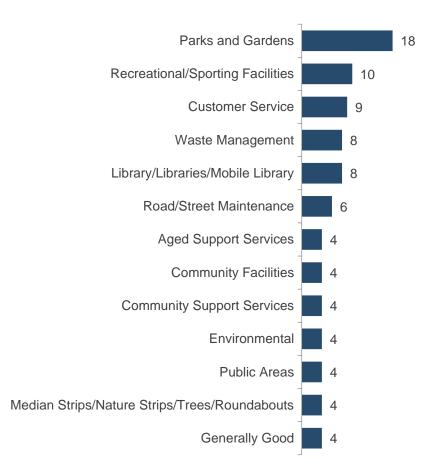
### 2021 regression analysis (key service areas)



# **Best things about Council and areas for improvement**







# 2021 areas for improvement (%) - Top mentions only -



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: 28 Councils asked group: 6

A verbatim listing of responses to these questions can be found in the accompanying dashboard.

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



# **Customer service**

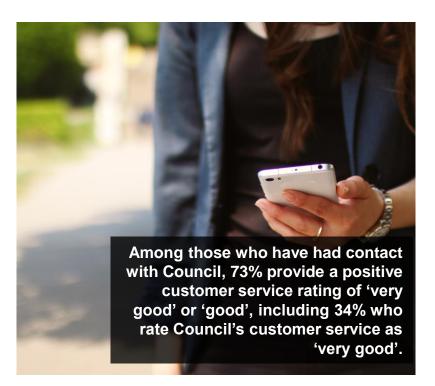
### **Contact with council and customer service**



### Contact with council

Fewer than three in five households (58%) have had contact with Whitehorse City Council in the last 12 months, similar to last year.

 Rate of contact is highest among 35 to 49 year-old residents (68%) and significantly lower among 18 to 34 year-olds (46%).



### **Customer service**

Whitehorse City Council's customer service index of 74 marks a slight, one-point increase on the 2020 result. Customer service is rated in line with the Metropolitan group and significantly higher than the State-wide average (index scores of 74 and 70 respectively).

Promisingly, among those who had contact with Council, more than seven in ten (73%) provide a positive customer service rating.

Moreover, 9% of residents volunteer customer service as the best thing about Whitehorse City Council.

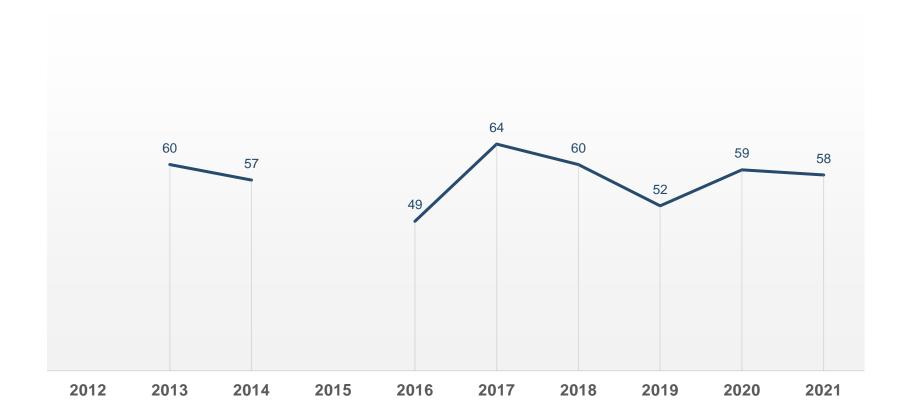
- Like in previous evaluations, perceptions of Council's customer service are most positive among residents aged 65 years and over and women (index scores of 79 and 78 respectively).
- Conversely, perceptions of customer service are least positive among men and 35 to 49 year-olds (index scores of 70 and 71 respectively).

Council should focus on recovering perceptions of its customer service among residents aged 35 to 49 years in the coming 12 months, given they currently have the highest rate of contact with Council but the least positive perceptions of its overall performance.

### **Contact with council**



# 2021 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?

### **Contact with council**



### 2021 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?

# **Customer service rating**



### 2021 customer service rating (index scores)

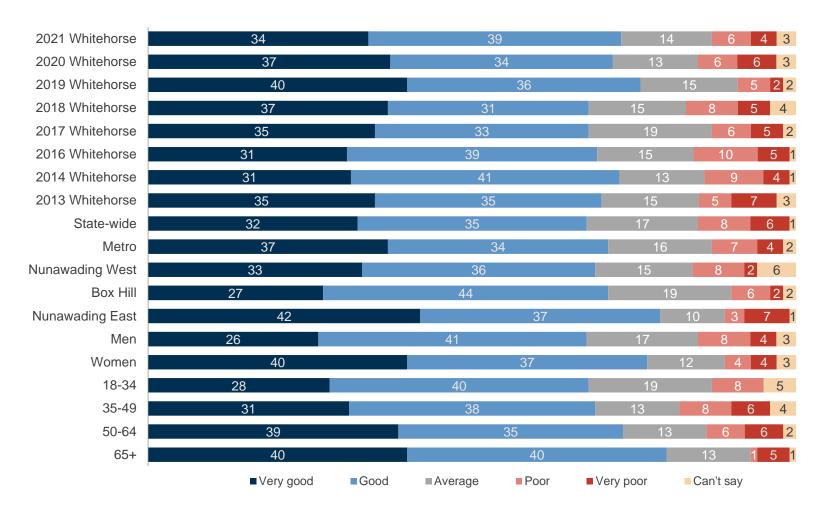


Q5c. Thinking of the most recent contact, how would you rate Whitehorse City Council for customer service? Please keep in mind we do not mean the actual outcome but rather the actual service that was received. Base: All respondents who have had contact with Council in the last 12 months. Councils asked state-wide: 66 Councils asked group: 15

# **Customer service rating**



### 2021 customer service rating (%)





### Communication

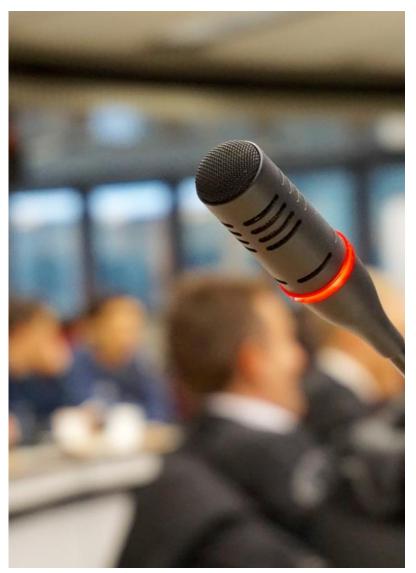
The most preferred form of communication from Whitehorse City Council is newsletters sent via mail (35%) and by email (30%).

- Among residents aged <u>under 50 years</u>, the preference is reversed from the resident base at large. Newsletters via email (32%) and then mail (27%) are the preferred forms of communication from Council.
- Among those aged <u>over 50 years</u>, mailed newsletters (46%) continue to be preferred over email newsletters (28%).

Preference for the mailed newsletters has increased by seven percentage points in the past year, overtaking the email format, which declined by five points.

Preference has changed somewhat over time, with a clear pattern yet to be established.

Advertising and Council newsletter inserts in local newspapers continue to have less appeal (preferred by 4% and 5% respectively, a series-low for both).



### **Best form of communication**



### 2021 best form of communication (%)



Advertising in a Local Newspaper



Council Newsletter via Mail



Council Newsletter via Email



Council Newsletter as Local Paper Insert



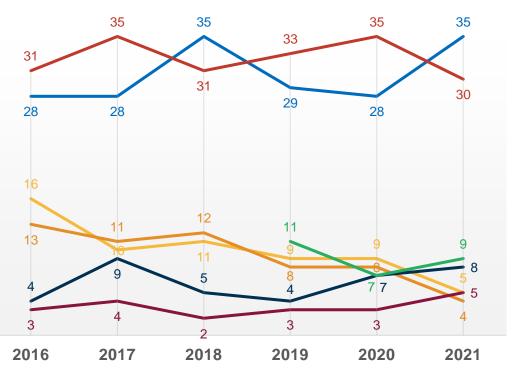
Council Website



Text Message



Social Media



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

2015

Base: All respondents. Councils asked state-wide: 35 Councils asked group: 7

2014

Note: 'Social Media' was included in 2019.

2013

2012

### Best form of communication: under 50s



#### 2021 under 50s best form of communication (%)



Advertising in a Local Newspaper



Council Newsletter via Mail



Council Newsletter via Email



Council Newsletter as Local Paper Insert



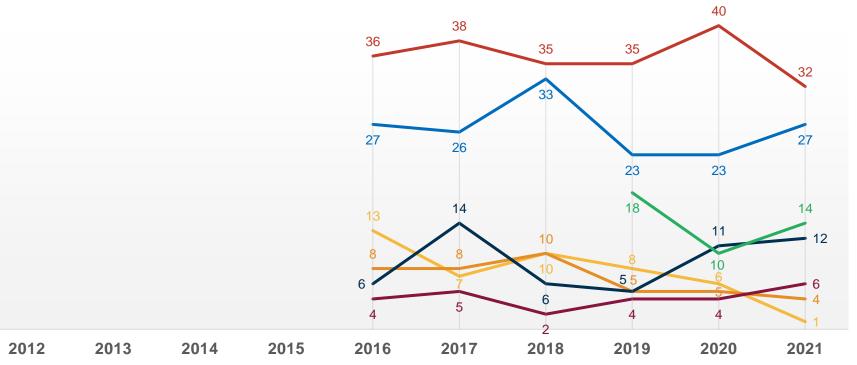
Council Website



Text Message



Social Media



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

Base: All respondents aged under 50. Councils asked state-wide: 35 Councils asked group: 7 Note: 'Social Media' was included in 2019.

### **Best form of communication: over 50s**



### 2021 over 50s best form of communication (%)



**Advertising in** a Local **Newspaper** 



Council Newsletter via Mail



Council Newsletter via Email



Council **Newsletter** as **Local Paper Insert** 



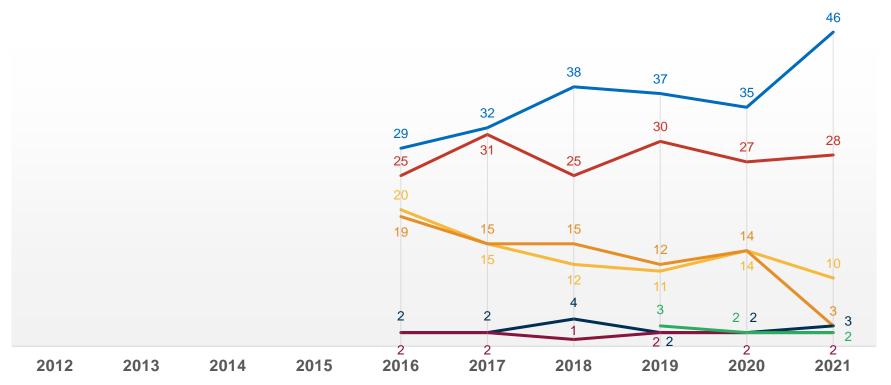
Council Website



**Text** Message



Social Media



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

Base: All respondents aged over 50. Councils asked state-wide: 35 Councils asked group: 7

Note: 'Social Media' was included in 2019.



### **Council direction**

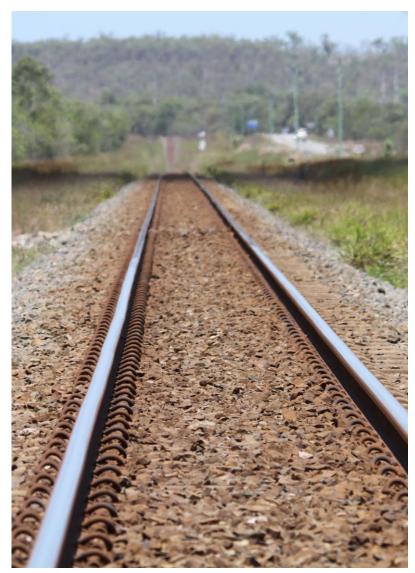
W

Perceptions of the direction of Whitehorse City Council's overall performance have recovered slightly by two index points (index score of 53 – the highest recorded since 2014).

Over the last 12 months, 12% of residents believe the direction of Council's overall performance has improved (compared to 11% in 2020).

A majority of residents (70%, down one percentage point) believe it has stayed the same, and 7% think it has deteriorated (down two percentage points).

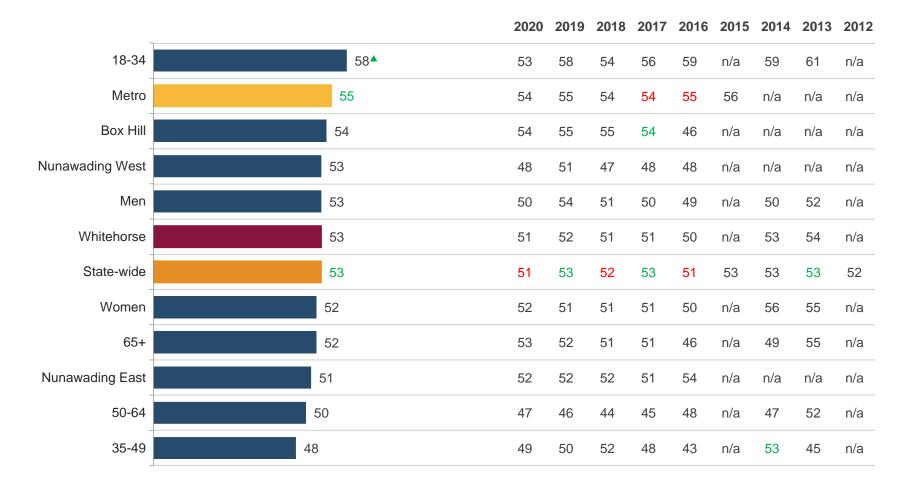
- The <u>most</u> satisfied with council direction are residents aged 18 to 34 years (index score of 58 – significantly higher than the Council-wide average). More than five times as many in this age group think Council's overall performance has improved since the last year as those who think it has deteriorated.
- The <u>least</u> satisfied with council direction are residents aged 35 to 49 years (index score of 48). Of these residents, more think Council's overall performance has deteriorated in the last year than think it has improved.



### **Overall council direction last 12 months**



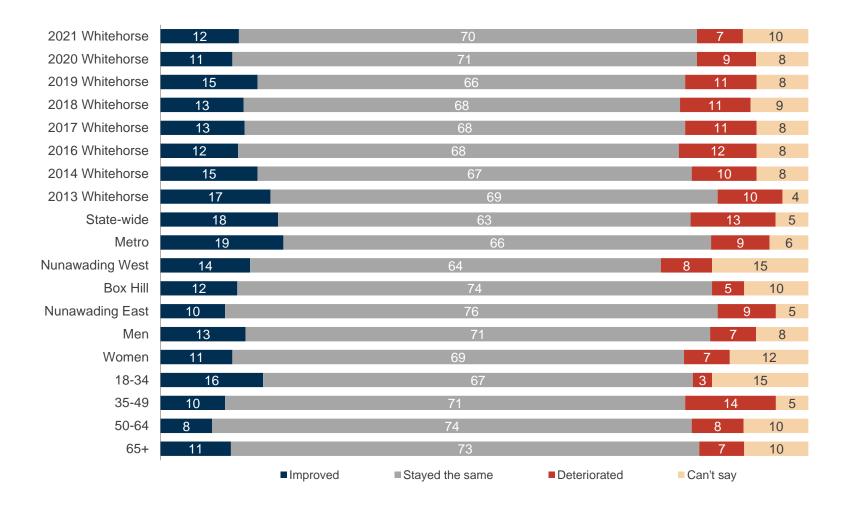
### 2021 overall council direction (index scores)



### **Overall council direction last 12 months**



### 2021 overall council direction (%)





## **Community consultation and engagement importance**





### 2021 consultation and engagement importance (index scores)

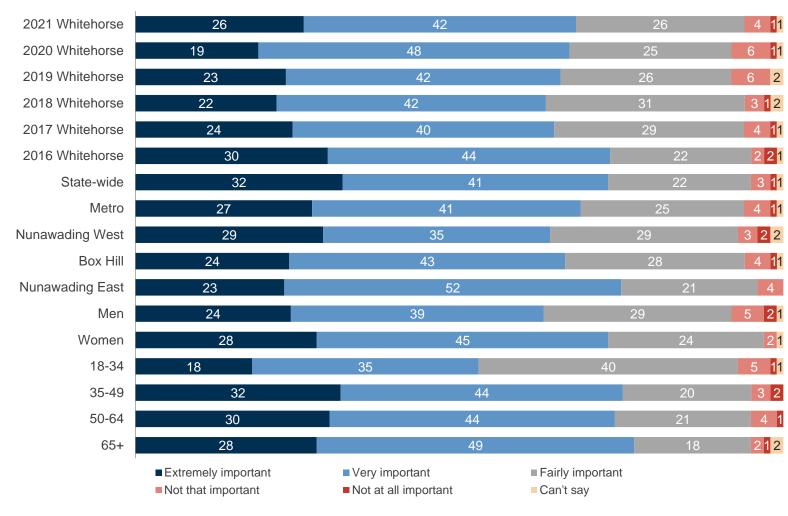


## **Community consultation and engagement importance**





### 2021 consultation and engagement importance (%)



## Community consultation and engagement performance





### 2021 consultation and engagement performance (index scores)

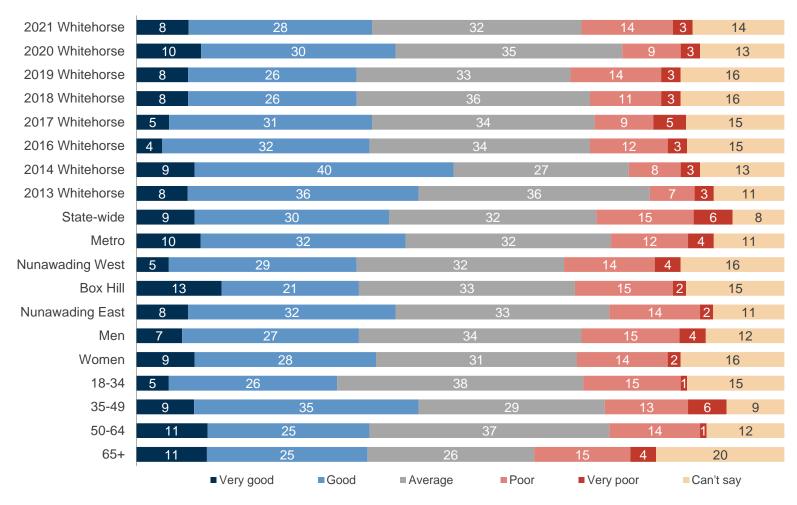


## Community consultation and engagement performance





### 2021 consultation and engagement performance (%)



## Lobbying on behalf of the community importance





### 2021 lobbying importance (index scores)

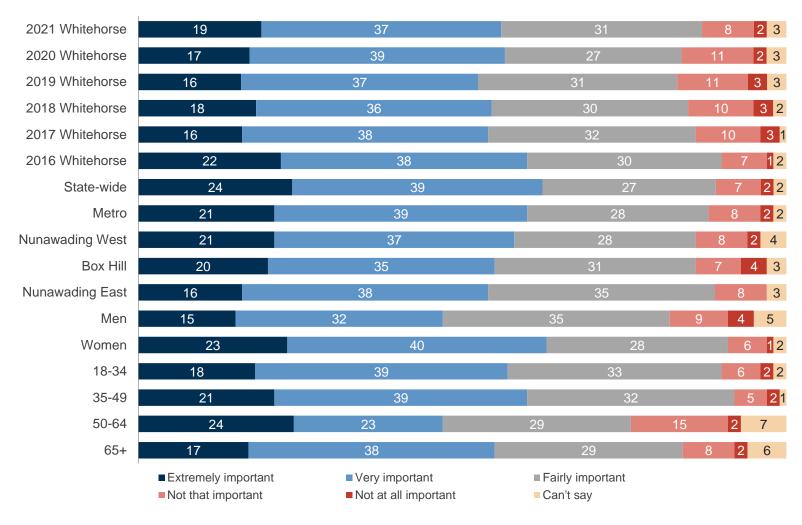


## Lobbying on behalf of the community importance





### 2021 lobbying importance (%)



## Lobbying on behalf of the community performance





### 2021 lobbying performance (index scores)

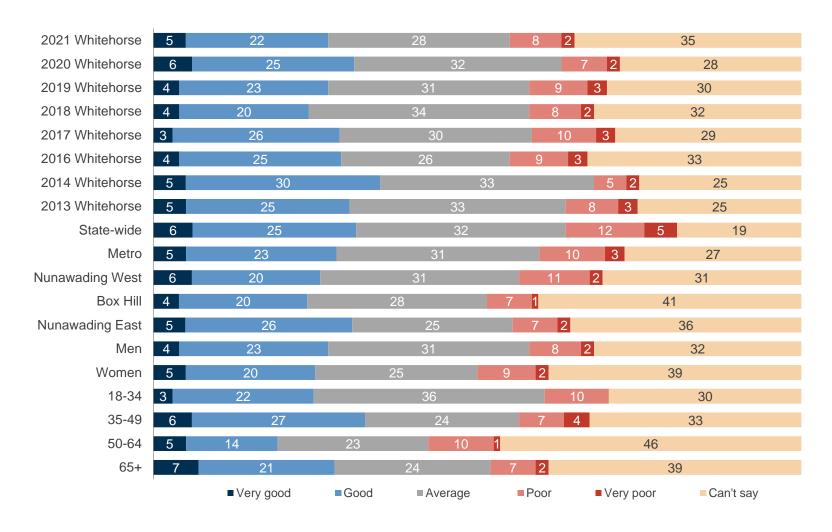


## Lobbying on behalf of the community performance





### 2021 lobbying performance (%)



# **Decisions made in the interest of the community importance**





### 2021 community decisions made importance (index scores)

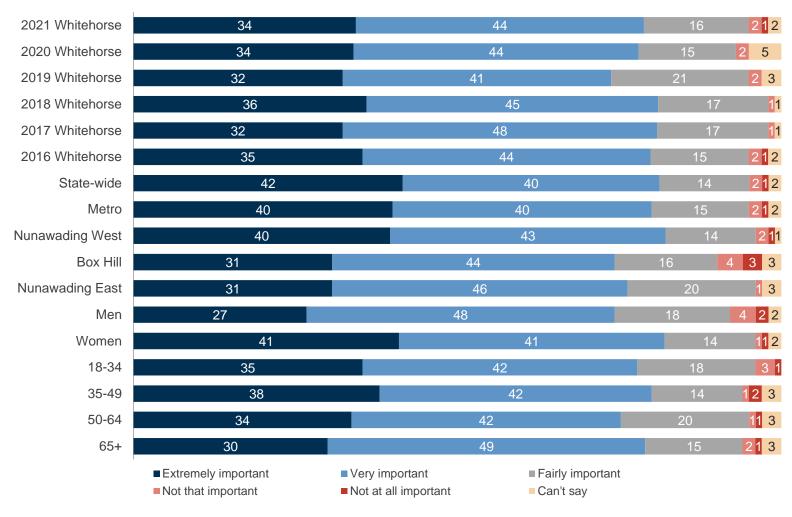


# **Decisions made in the interest of the community importance**





### 2021 community decisions made importance (%)



# **Decisions made in the interest of the community performance**





### 2021 community decisions made performance (index scores)

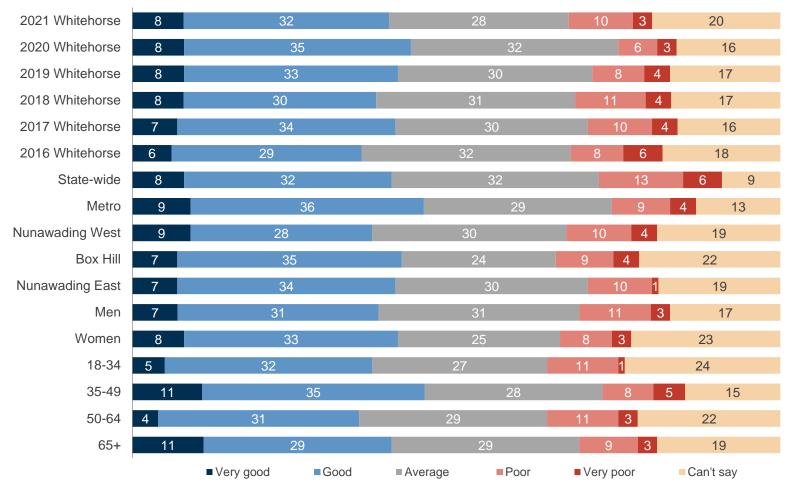


# **Decisions made in the interest of the community performance**





### 2021 community decisions made performance (%)



# The condition of sealed local roads in your area importance





### 2021 sealed local roads importance (index scores)

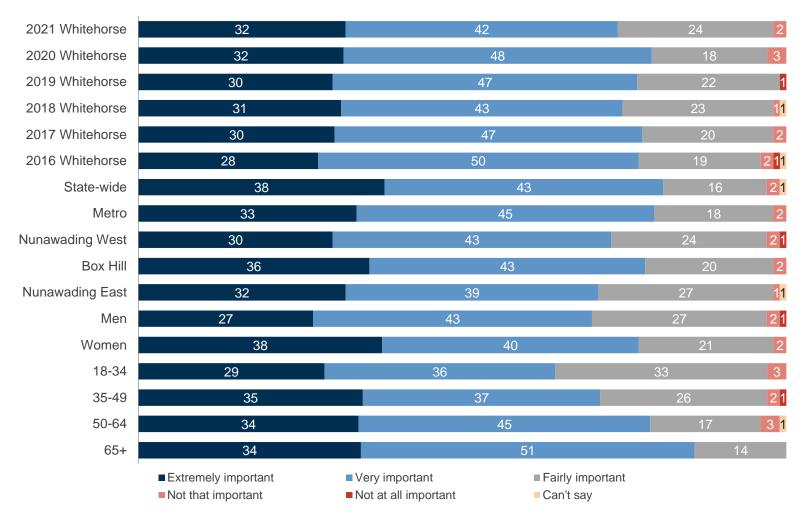


# The condition of sealed local roads in your area importance





### 2021 sealed local roads importance (%)



# The condition of sealed local roads in your area performance





### 2021 sealed local roads performance (index scores)

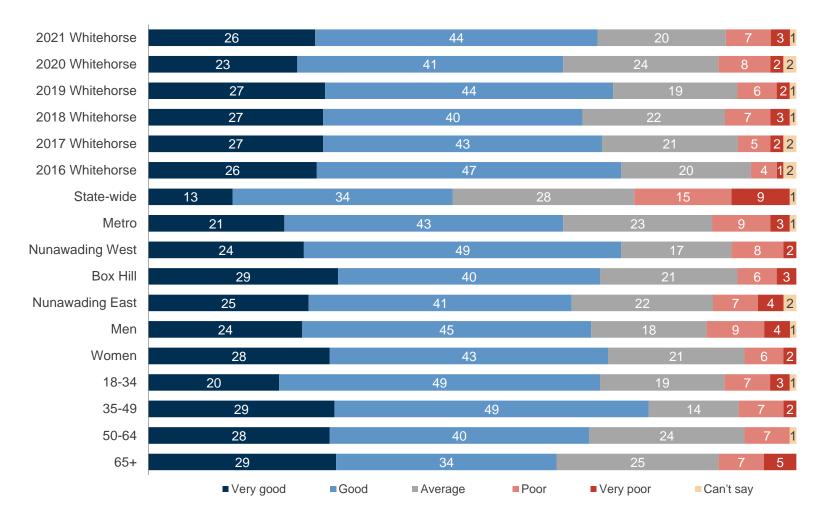


# The condition of sealed local roads in your area performance





### 2021 sealed local roads performance (%)

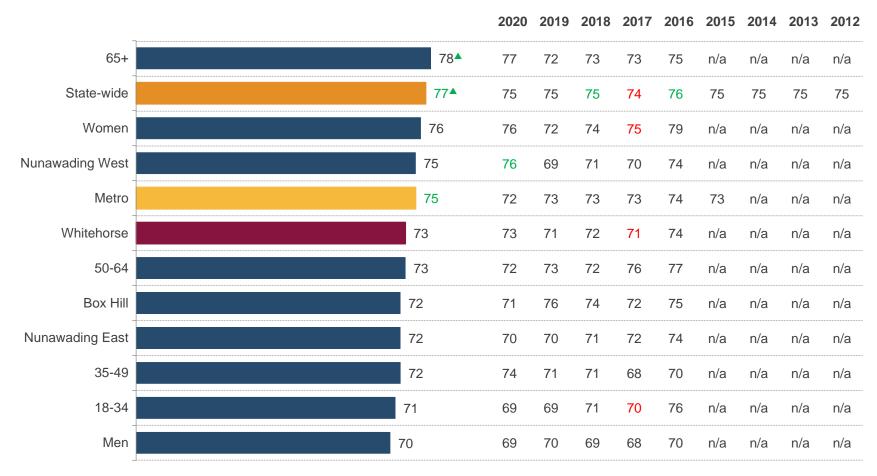


## Informing the community importance





### 2021 informing community importance (index scores)

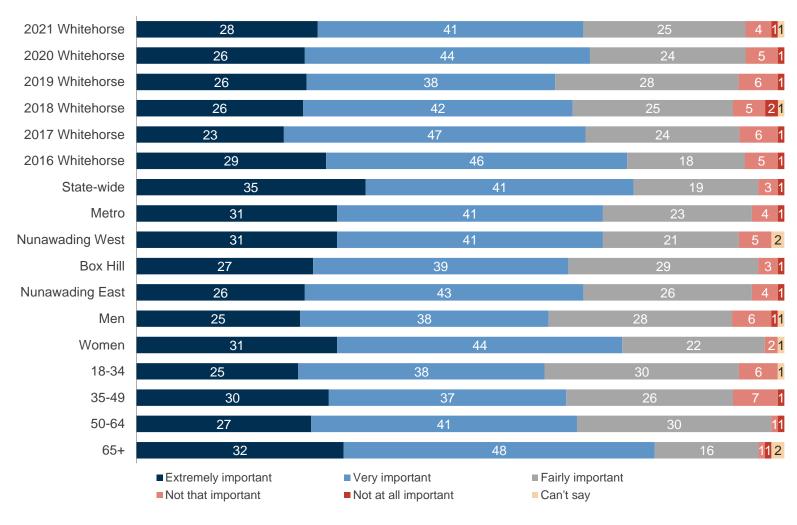


## Informing the community importance





### 2021 informing community importance (%)



## Informing the community performance





### 2021 informing community performance (index scores)

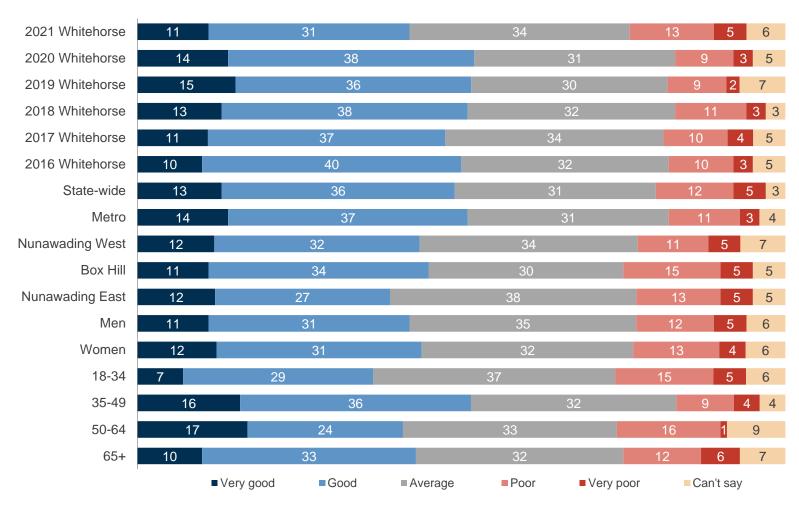


## Informing the community performance





### 2021 informing community performance (%)

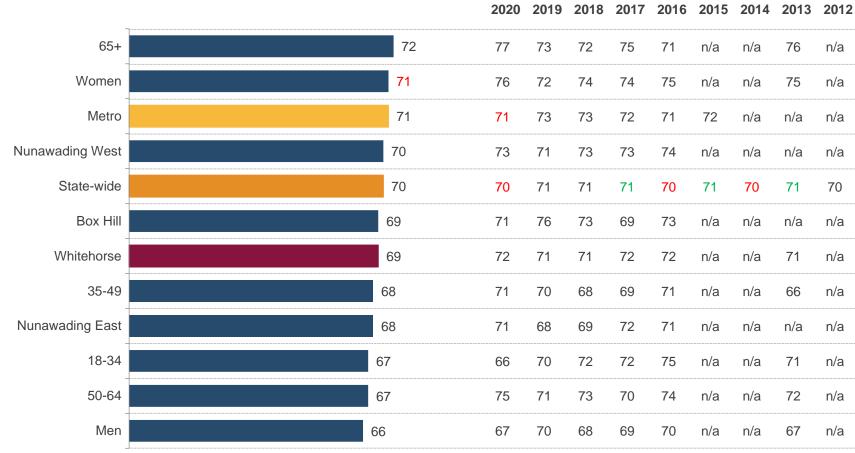


### **Enforcement of local laws importance**





### 2021 law enforcement importance (index scores)

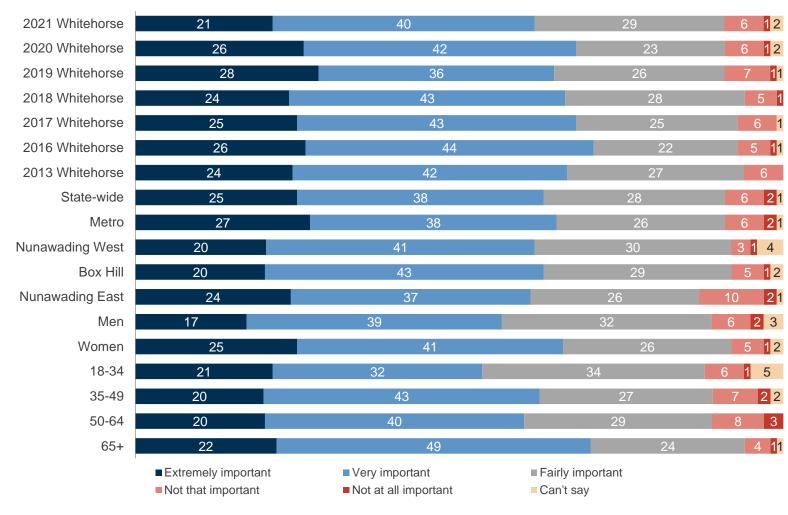


## **Enforcement of local laws importance**





### 2021 law enforcement importance (%)



## **Enforcement of local laws performance**





### 2021 law enforcement performance (index scores)

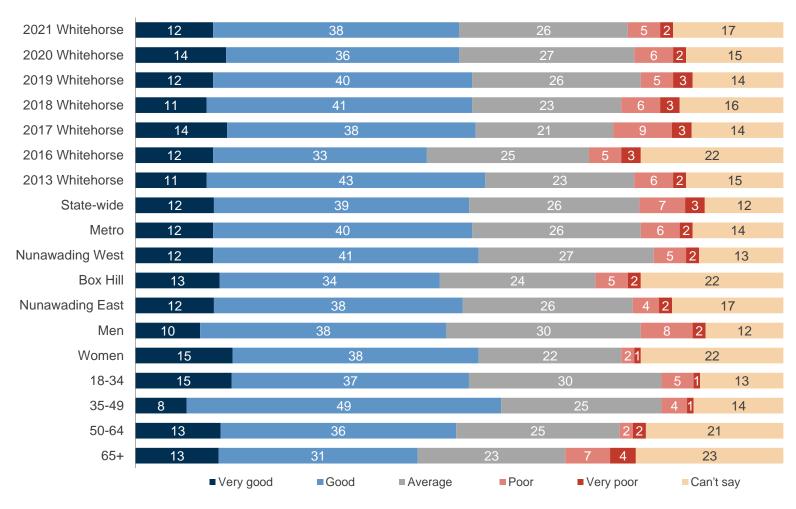


## **Enforcement of local laws performance**





### 2021 law enforcement performance (%)

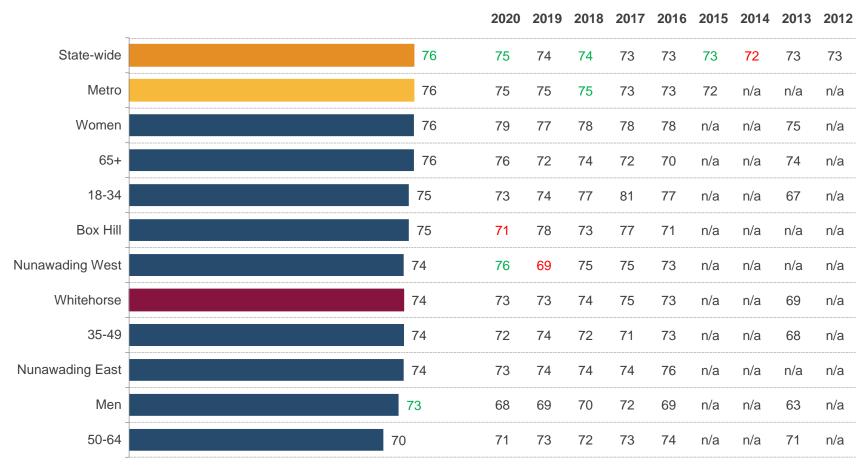


## Family support services importance





### 2021 family support importance (index scores)

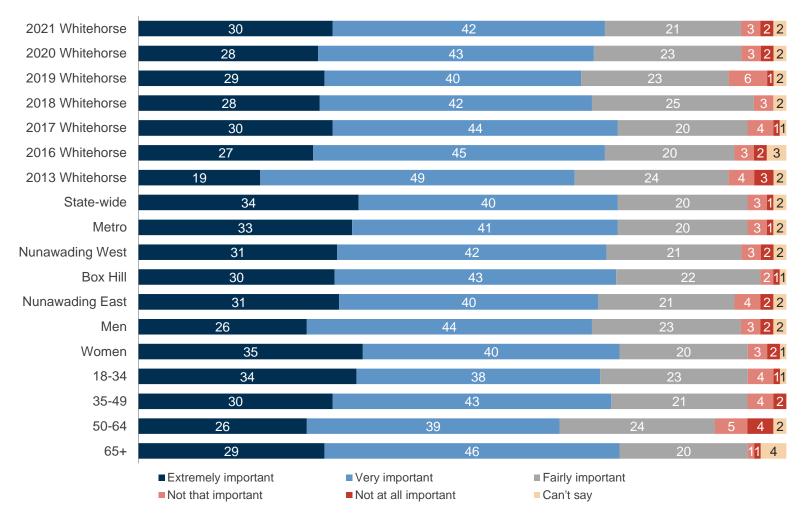


## Family support services importance





### 2021 family support importance (%)



## Family support services performance





### 2021 family support performance (index scores)

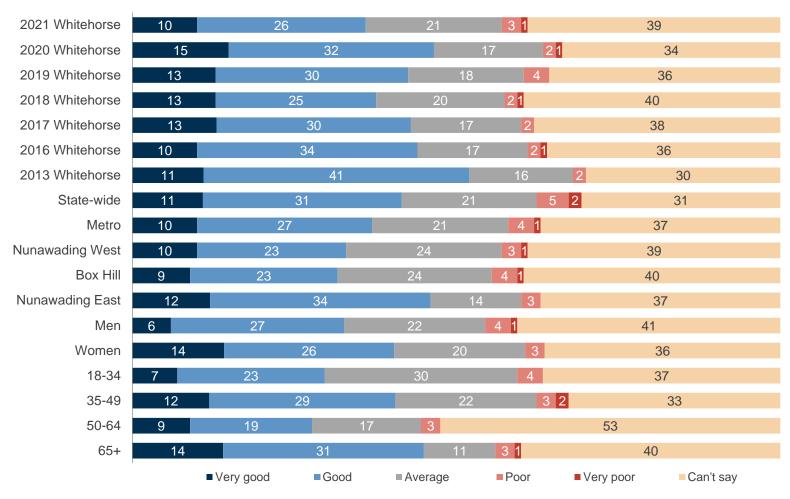


## Family support services performance





#### 2021 family support performance (%)



## **Elderly support services importance**





#### 2021 elderly support importance (index scores)

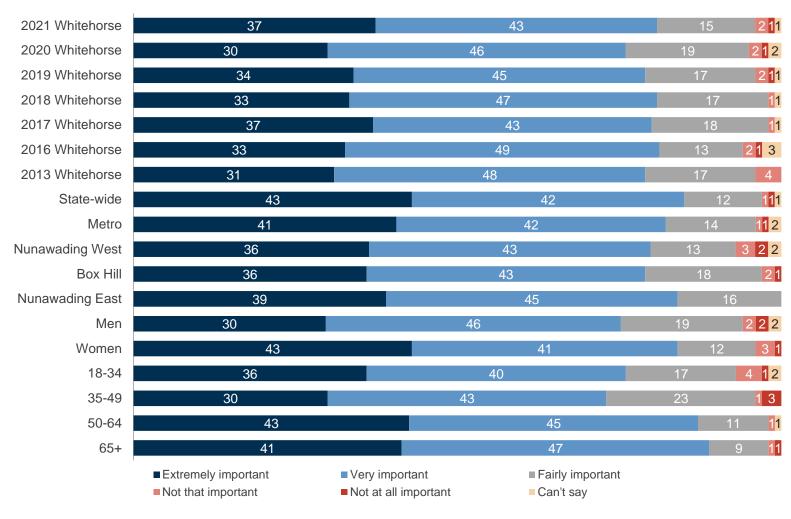


## **Elderly support services importance**





#### 2021 elderly support importance (%)



### **Elderly support services performance**





#### 2021 elderly support performance (index scores)

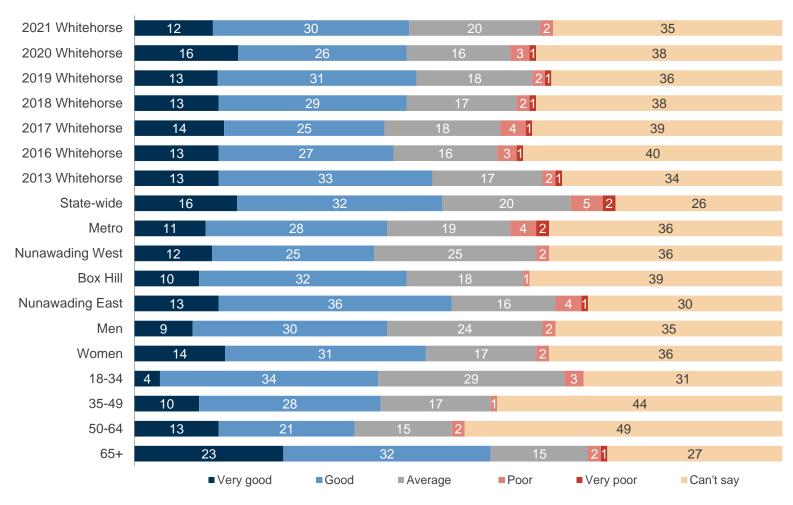


### **Elderly support services performance**





#### 2021 elderly support performance (%)



## Recreational facilities importance





#### 2021 recreational facilities importance (index scores)

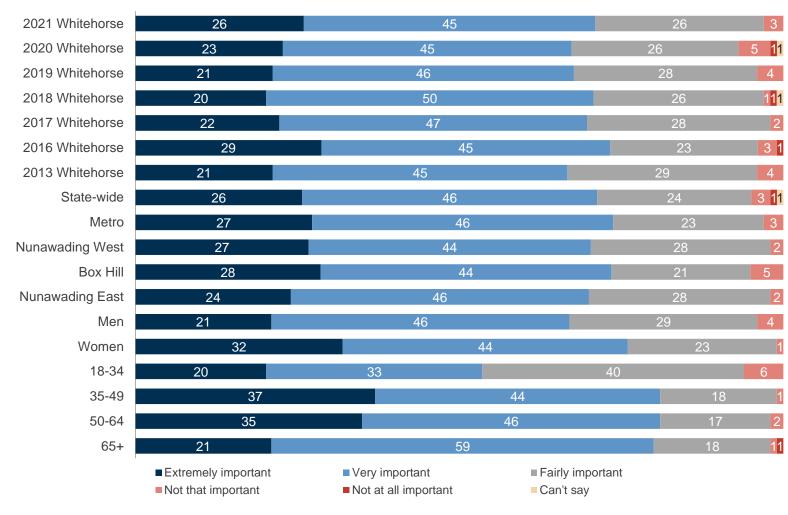


## Recreational facilities importance





#### 2021 recreational facilities importance (%)



# Recreational facilities performance





#### 2021 recreational facilities performance (index scores)

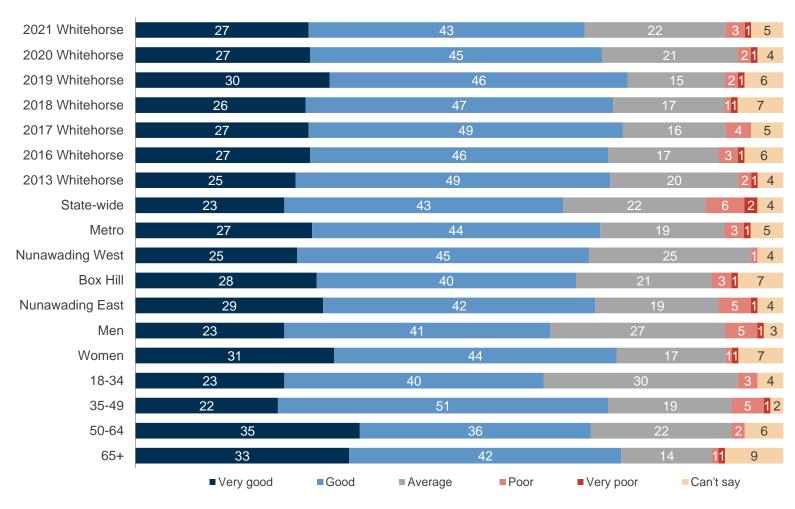


## Recreational facilities performance





#### 2021 recreational facilities performance (%)

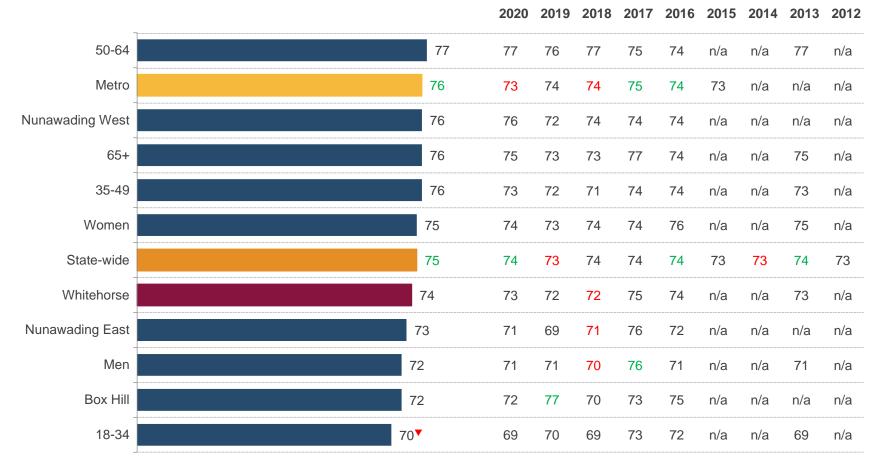


## The appearance of public areas importance





#### 2021 public areas importance (index scores)

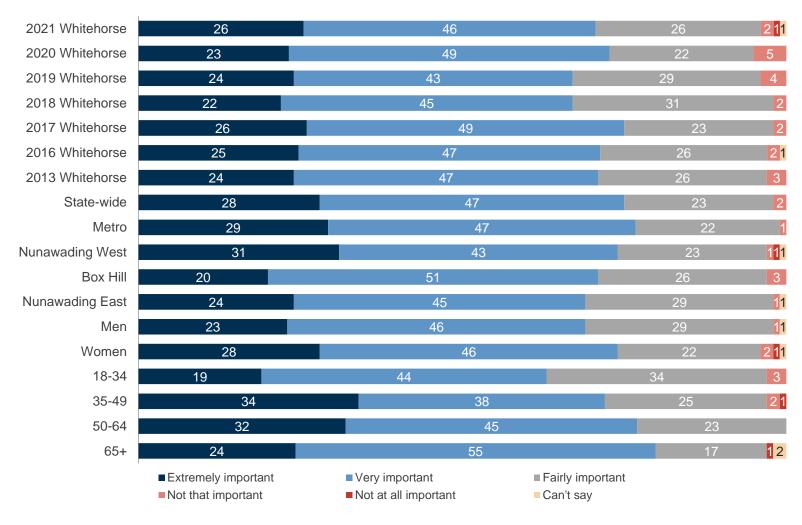


## The appearance of public areas importance





#### 2021 public areas importance (%)



### The appearance of public areas performance





#### 2021 public areas performance (index scores)

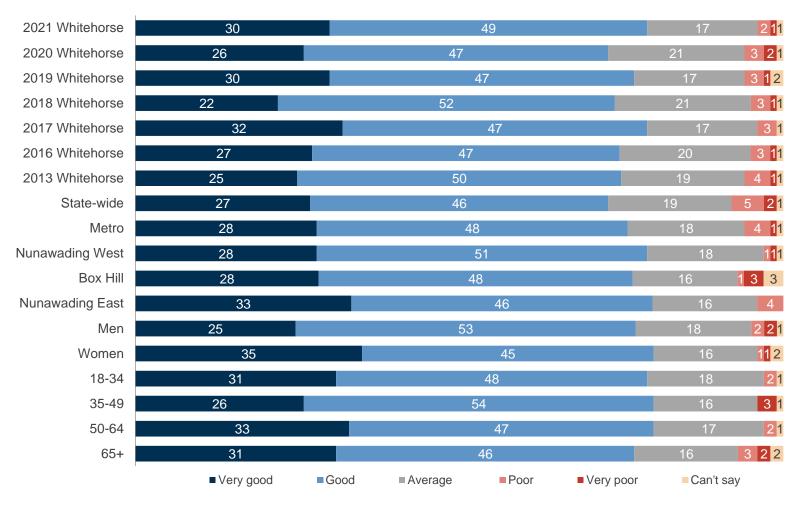


## The appearance of public areas performance





#### 2021 public areas performance (%)



## **Art centres and libraries importance**





#### 2021 art centres and libraries importance (index scores)

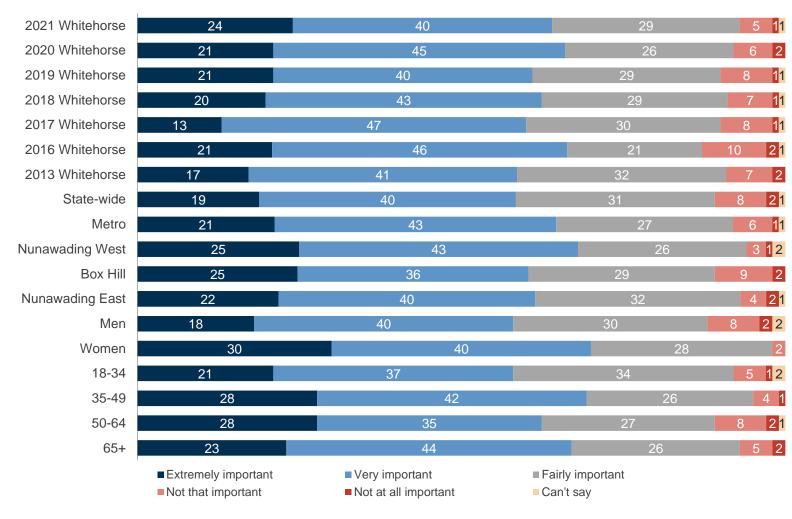


## **Art centres and libraries importance**





#### 2021 art centres and libraries importance (%)



### Art centres and libraries performance





#### 2021 art centres and libraries performance (index scores)

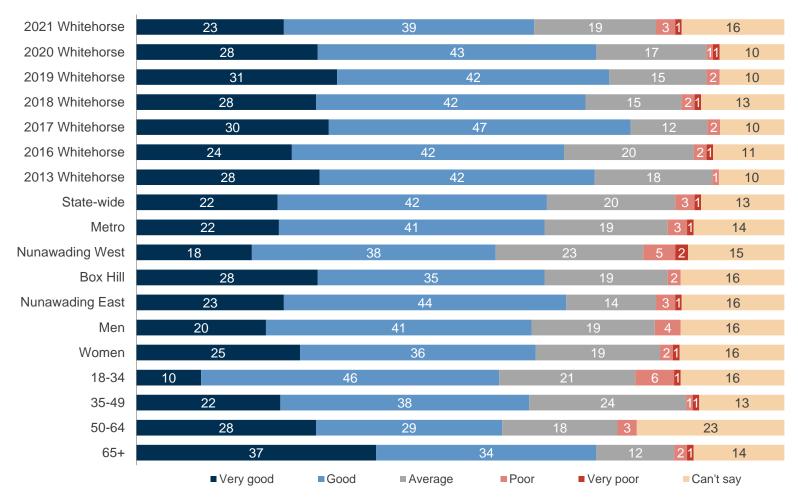


### **Art centres and libraries performance**





#### 2021 art centres and libraries performance (%)



# Community and cultural activities importance





#### 2021 community and cultural activities importance (index scores)

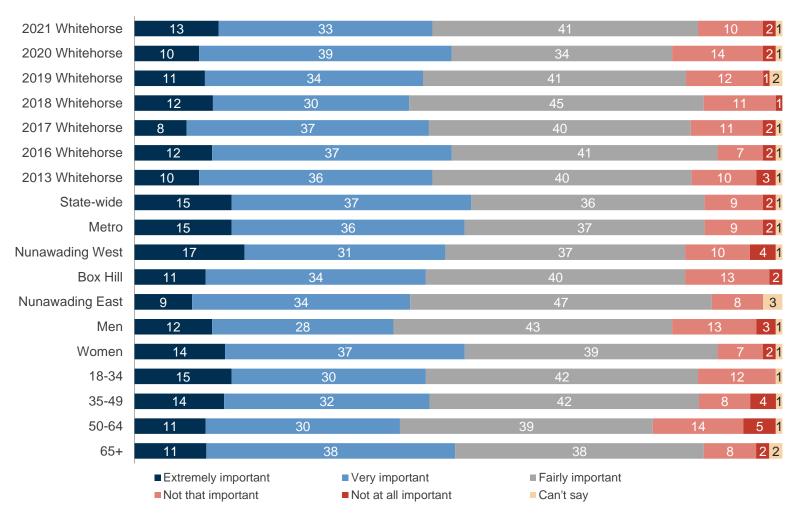


# Community and cultural activities importance





#### 2021 community and cultural activities importance (%)



### Community and cultural activities performance





#### 2021 community and cultural activities performance (index scores)

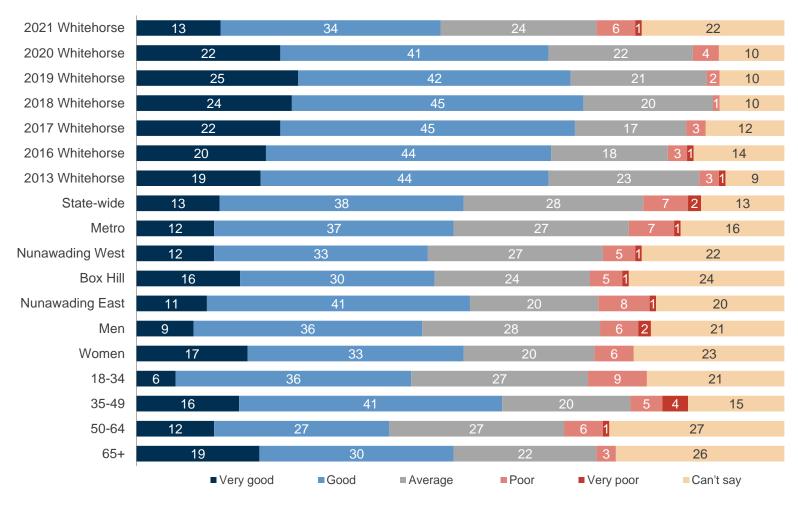


### Community and cultural activities performance





#### 2021 community and cultural activities performance (%)



# **Waste management importance**





#### 2021 waste management importance (index scores)

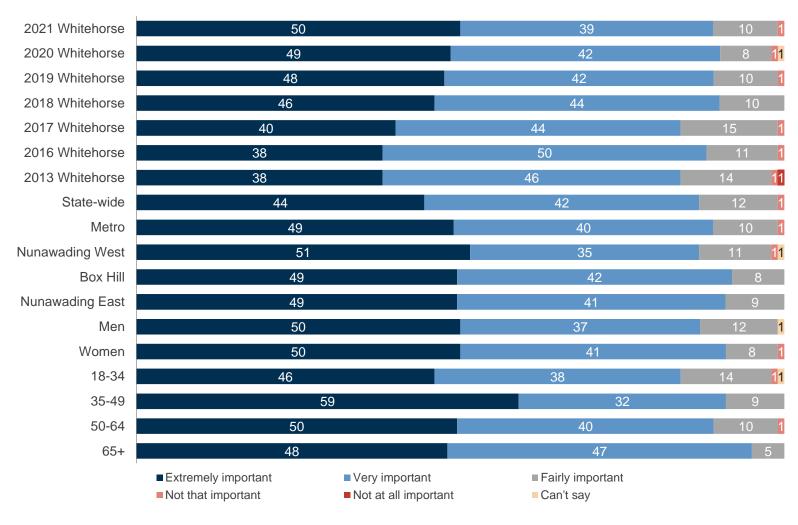


### **Waste management importance**





#### 2021 waste management importance (%)



### **Waste management performance**





#### 2021 waste management performance (index scores)

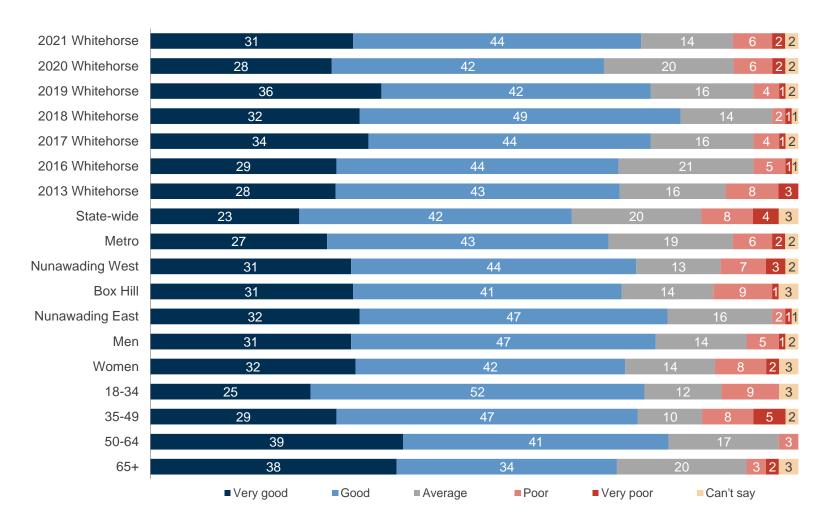


### **Waste management performance**





#### 2021 waste management performance (%)

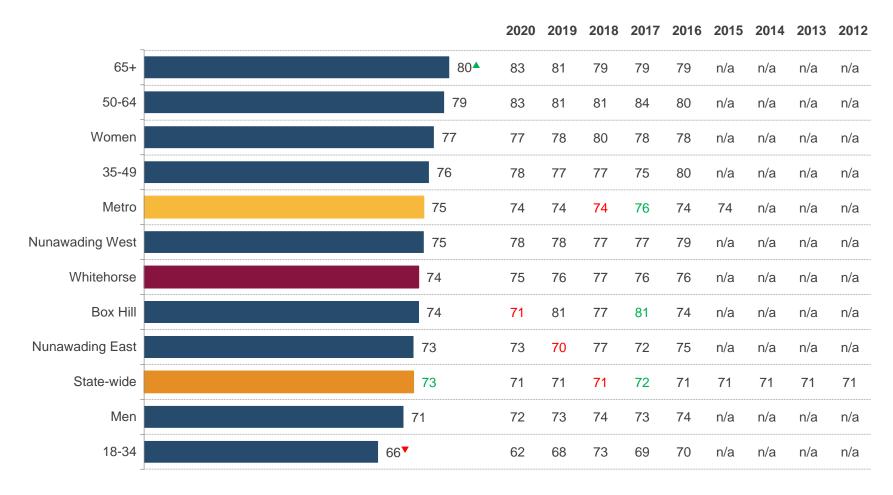


## Planning and building permits importance





#### 2021 planning and building permits importance (index scores)

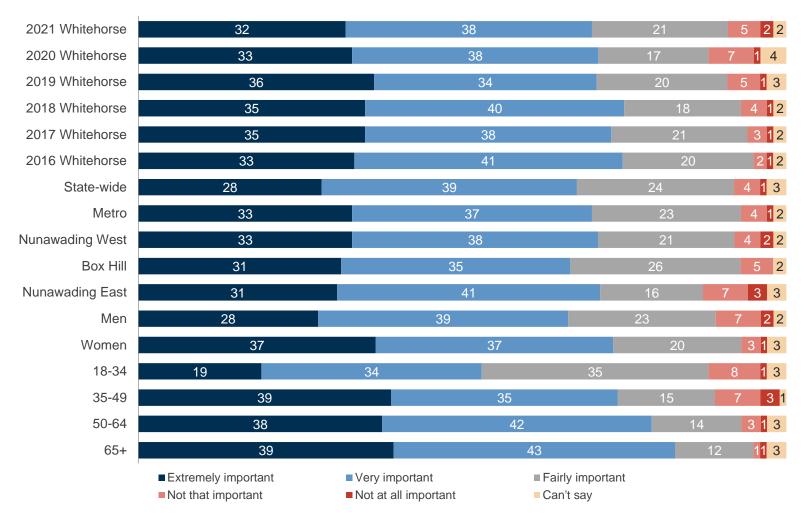


## Planning and building permits importance





#### 2021 planning and building permits importance (%)

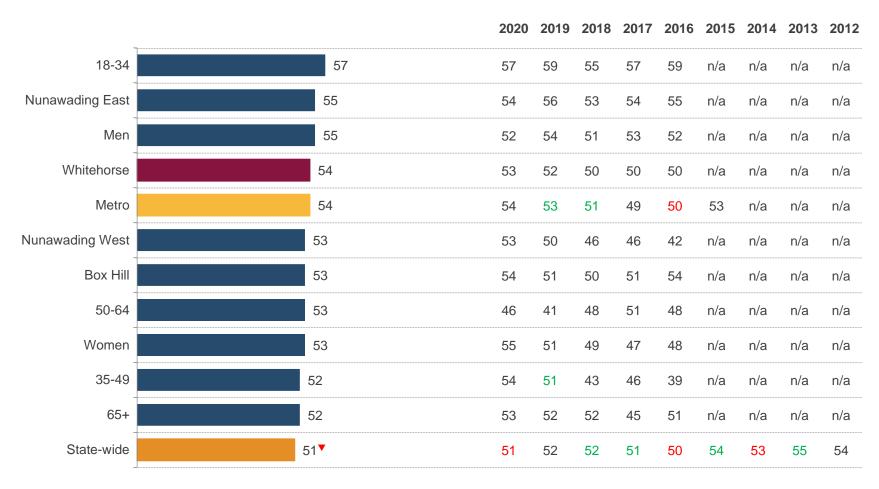


## Planning and building permits performance





#### 2021 planning and building permits performance (index scores)

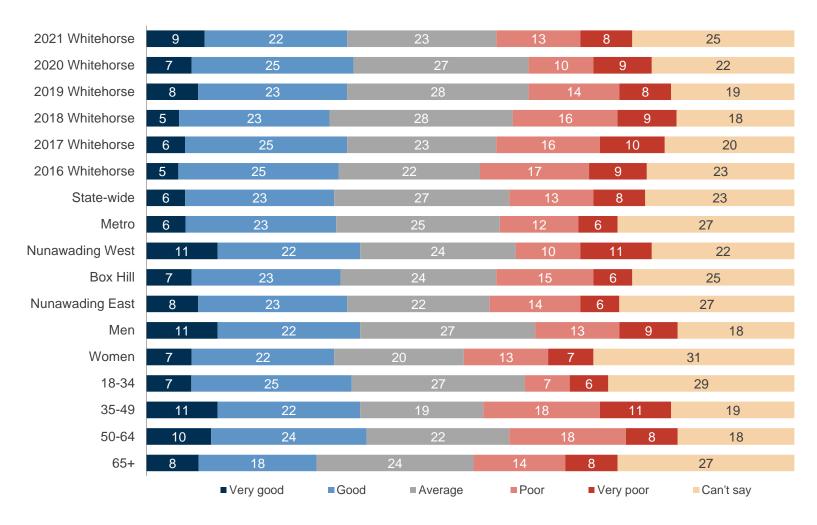


## Planning and building permits performance





#### 2021 planning and building permits performance (%)

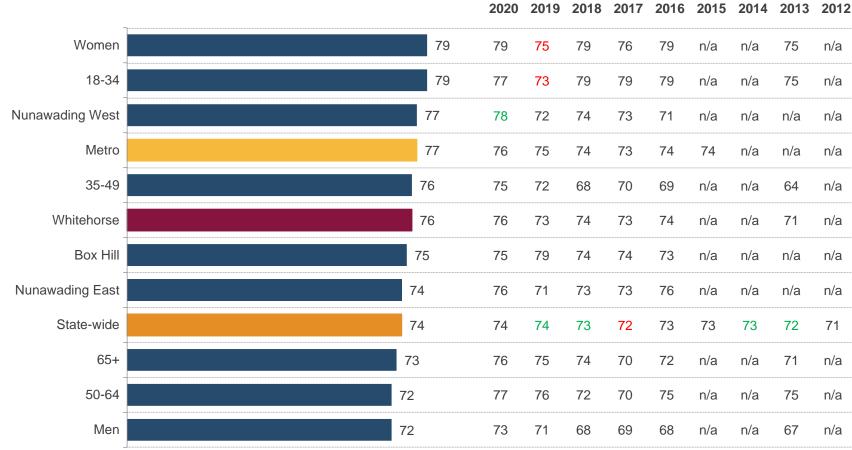


# **Environmental sustainability importance**





#### 2021 environmental sustainability importance (index scores)

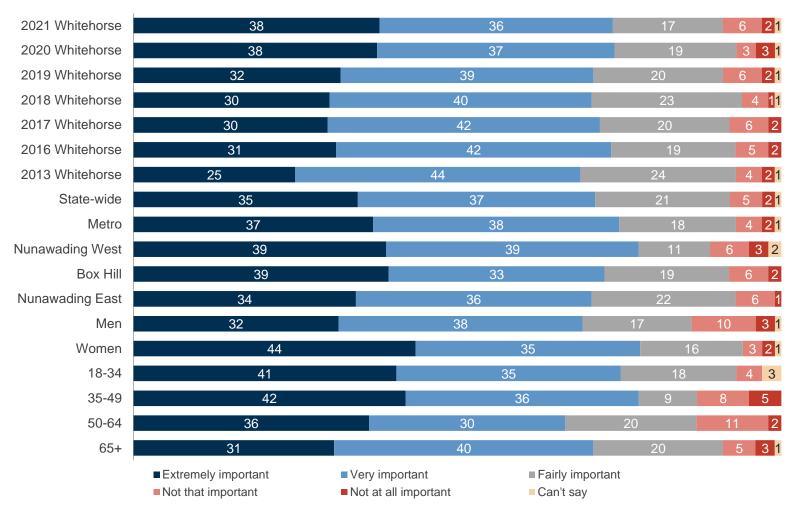


## **Environmental sustainability importance**





#### 2021 environmental sustainability importance (%)



# **Environmental sustainability performance**





#### 2021 environmental sustainability performance (index scores)

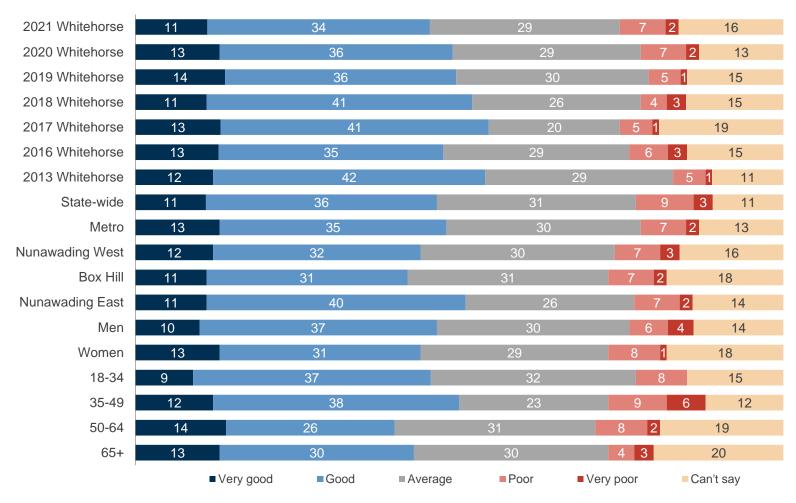


## **Environmental sustainability performance**





#### 2021 environmental sustainability performance (%)

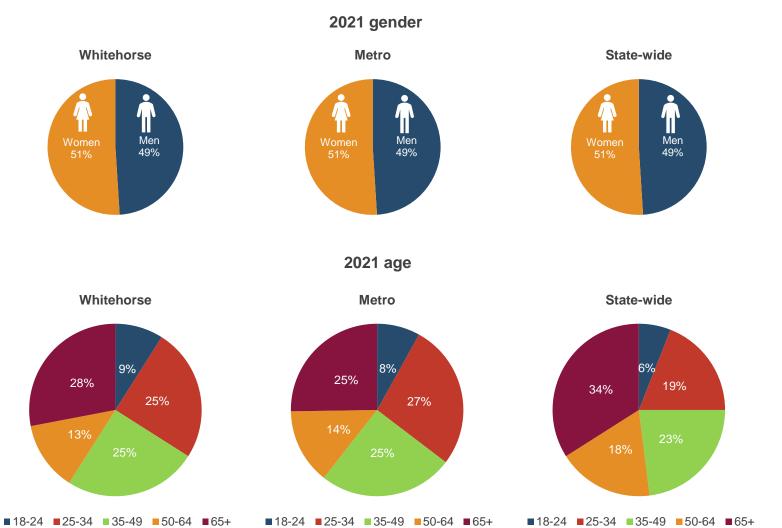




**Detailed demographics** 

## **Gender and age profile**

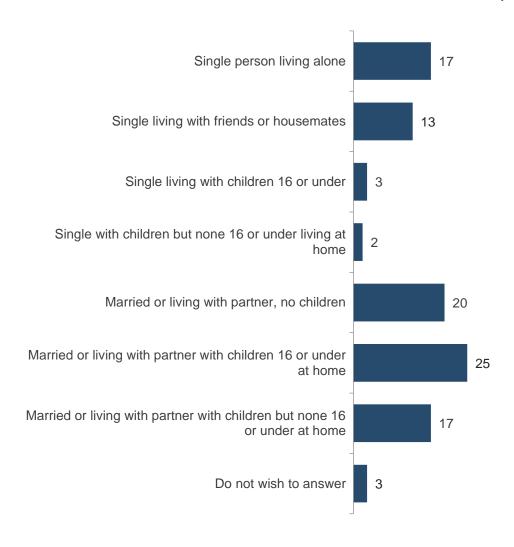




### **Household structure**



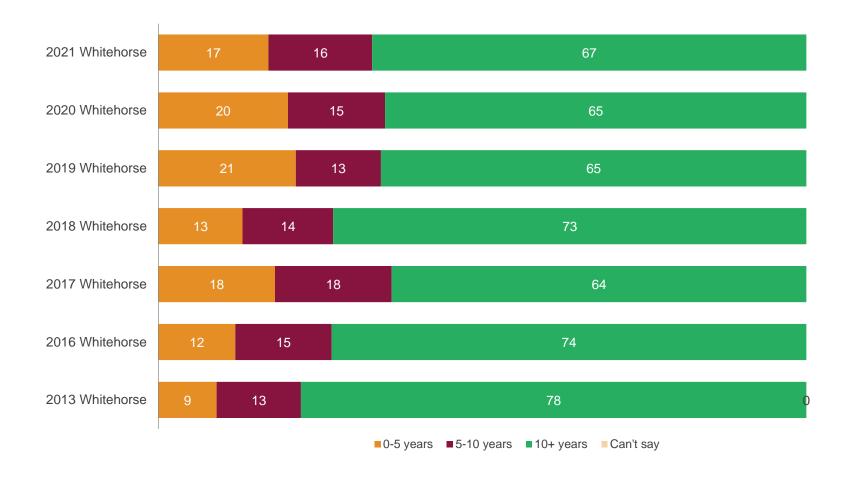
#### 2021 household structure (%)



# Years lived in area



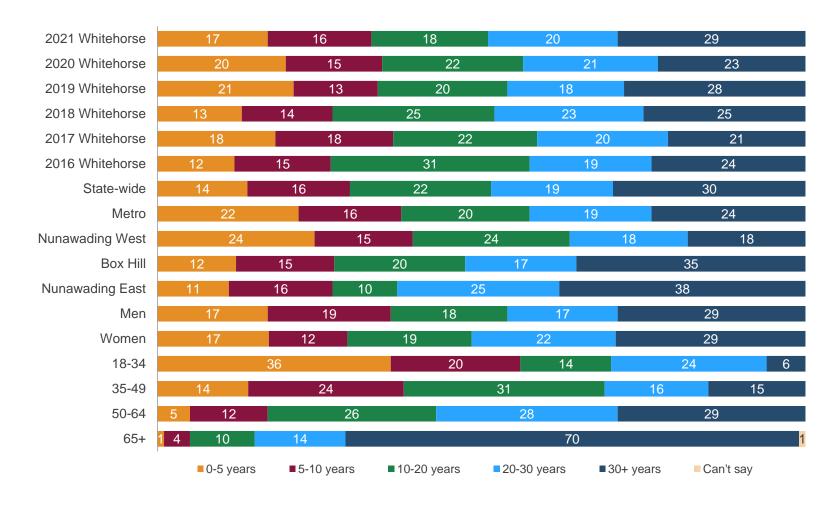
# 2021 years lived in area (%)



# Years lived in area



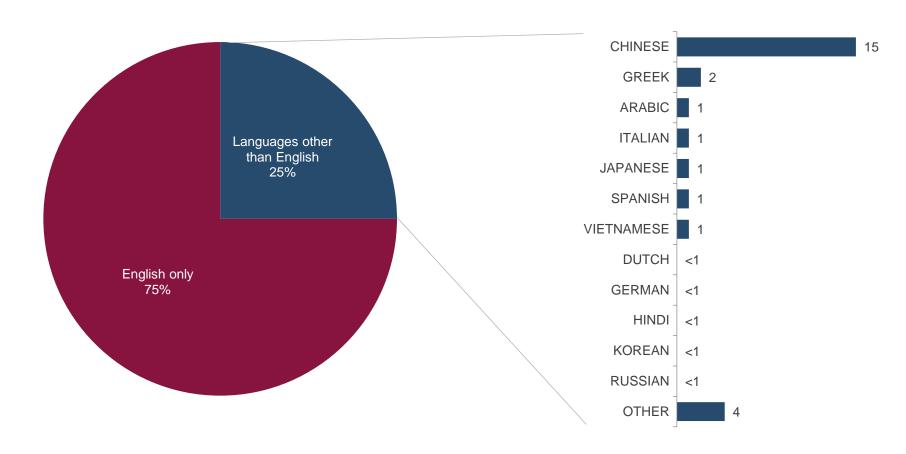
### 2021 years lived in area (%)



# Languages spoken at home



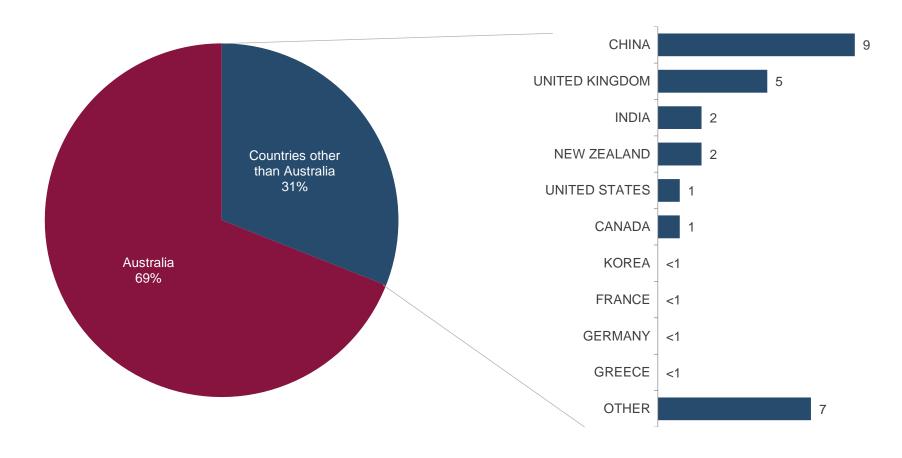
## 2021 languages spoken at home (%)



# **Country of birth**



### 2021 country of birth (%)





# Appendix A: Index Scores



### **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.

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
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

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 A: Margins of error



The sample size for the 2021 State-wide Local Government Community Satisfaction Survey for Whitehorse City Council was n=500. Unless otherwise noted, this is the total sample base for all reported charts and tables.

The maximum margin of error on a sample of approximately n=500 interviews is +/-4.4% 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 45.6% - 54.4%.

Maximum margins of error are listed in the table below, based on a population of 142,900 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	500	400	+/-4.4
Men	257	194	+/-6.1
Women	243	206	+/-6.3
Nunawading West	188	162	+/-7.2
Box Hill	155	120	+/-7.9
Nunawading East	157	119	+/-7.8
18-34 years	81	138	+/-11.0
35-49 years	104	99	+/-9.7
50-64 years	100	51	+/-9.8
65+ years	215	112	+/-6.7

# Appendix A: Significant difference reporting notation



Within tables and index score charts throughout this report, statistically significant differences at the 95% confidence level are represented by upward directing green ( ) and downward directing red arrows ( ).

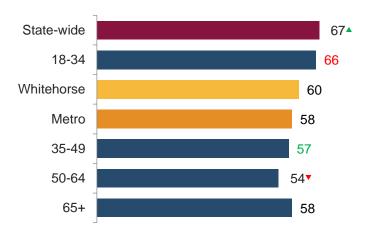
Significance when noted indicates a significantly higher or lower result for the analysis group in comparison to the 'Total' result for the council for that survey question for that year. Therefore in the example below:

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

Further, results shown in green and red indicate significantly higher or lower results than in 2020. 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 2020.
- The result among 18-34 year olds in the council is significantly lower than the result achieved among this group in 2020.

# 2021 overall performance (index scores) (example extract only)



# **Appendix A:** Index score significant difference calculation



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

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

- \$1 = Index Score 1
- \$2 = Index Score 2
- \$3 = unweighted sample count 1
- \$4 = unweighted sample count 2
- \$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.

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Appendix B: Further project information

# Appendix B: Further information



Further information about the report and explanations about the State-wide Local Government Community Satisfaction Survey can be found in this section including:

- · Background and objectives
- · Analysis and reporting
- Glossary of terms

### **Detailed survey tabulations**

Detailed survey tabulations are available in supplied Excel file.

### **Contacts**

For further queries about the conduct and reporting of the 2021 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on

(03) 8685 8555 or via email: admin@jwsresearch.com

# Appendix B: Survey methodology and sampling

The 2021 results are compared with previous years, as detailed below:

- 2020, n=500 completed interviews, conducted in the period of 30<sup>th</sup> January – 22<sup>nd</sup> March.
- 2019, n=500 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2018, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2017, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2016, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2014, n=400 completed interviews, conducted in the period of 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.

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 60% mobile phone numbers to cater to the diversity of residents within Whitehorse City Council, particularly younger people.

A total of n=500 completed interviews were achieved in Whitehorse City Council. Survey fieldwork was conducted in the period of 2th February – 15<sup>th</sup> March, 2021.

# Appendix B: Analysis and reporting



All participating councils are listed in the State-wide report published on the DELWP website. In 2021, 66 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 2012-2021 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, Hobsons Bay, Kingston, Knox, Manningham, Maroondah, Melbourne, Moreland, Port Phillip, Stonnington and Whitehorse. Wherever appropriate, results for Whitehorse City Council for this 2021 State-wide Local Government Community Satisfaction Survey have been compared against other participating councils in the Metropolitan group and on a state-wide basis. Please note that council groupings changed for 2015, and as such comparisons to council group results before that time can not be made within the reported charts.

# Appendix B: 2012 survey revision

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 2012-2021 have been made throughout this report as appropriate.

# **Appendix B:** Core, optional and tailored questions



### 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 2021 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)
- Value for money in services and infrastructure (Value for money)
- Contact in last 12 months (Contact)
- Rating of contact (Customer service)
- Overall council direction last 12 months (Council direction)
- Community consultation and engagement (Consultation)
- Decisions made in the interest of the community (Making community decisions)
- Condition of sealed local roads (Sealed local roads)
- Waste management

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 2021 State-wide Local Government Community Satisfaction Survey were optional. Councils also had the ability to ask tailored questions specific only to their council.

# Appendix B: Analysis and reporting

# W

# Reporting

Every council that participated in the 2021 State-wide Local Government Community Satisfaction Survey receives a customised report. In addition, the state government is supplied with this State-wide summary report of the aggregate results of 'Core' and 'Optional' questions asked across all council areas surveyed, which is available at:

https://www.localgovernment.vic.gov.au/our-programs/council-community-satisfaction-survey

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.

# **Appendix B: Glossary of terms**

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

CSS: 2021 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.

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

**Tailored guestions**: Individual guestions 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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