

Local Government Community Satisfaction Survey

2010

Queenscliffe Borough Council

Research Results
May 2010

A project sponsored by the
Department of Planning and
Community Development
and local governments

Prepared by
Wallis
CONSULTING GROUP



Department of Planning
and Community Development

MINISTER'S FOREWORD

I am pleased to present the 2010 *Community Satisfaction Survey* results, which provide a valuable overview of how the Victorian local government sector is performing according to its communities.

The sector can proudly claim a 10 per cent improvement in overall performance since the survey began in 1998. In 2010, 79 per cent of respondents rated their councils' overall performance as *excellent, good or adequate*, compared with 69 per cent in 1998. At 83 per cent, metropolitan councils continue to report higher satisfaction for overall performance than country councils at 77 per cent.

The vast majority of councils continue to participate in the survey each year, which allows us to monitor trends and supports the survey's value as a powerful benchmarking tool for councils.

The survey also allows us to consider the community drivers of satisfaction, which have moved beyond the traditional Rs of 'rates, roads and rubbish'. The three key drivers of residents' satisfaction state-wide are town planning policy and approvals; economic development; and local roads and footpaths. These priorities further highlight the strategic role of today's councils in meeting the needs of Victorian communities as our state's population grows and changes.

The survey questions refer to the broad areas of governance and service delivery. Governance is covered by overall council performance, advocacy, council contact and community. Service delivery is captured by nine key service areas ranging from town planning and economic development to local laws and waste management.

The *Community Satisfaction Survey*, together with the financial and asset management measures reported in the *Local Government in Victoria Report*, provide a complete overview of the sector's performance each year.

Councils receive individual *Community Satisfaction Survey* results which are communicated in part in their annual reports or may be utilised by councils for other purposes. The survey allows councils to assess performance and monitor areas for both celebration and improvement.

It is important that councils continue to review and strengthen their individual performance measurement systems to complement the *Community Satisfaction Survey*. The work being undertaken by the Essential Services Commission in developing a performance monitoring framework for local government will support this process.

I would like to thank all councils that participated in this year's survey as well as the independent research company, Wallis Consulting Group, for conducting the survey.

The aggregate state-wide report will be available on the department's website at www.localgovernment.vic.gov.au



RICHARD WYNNE MP
Minister for Local Government

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1. INTRODUCTION

This is the thirteenth year in which the Local Government Community Satisfaction Survey has been conducted. It is also the thirteenth year in which Borough of Queenscliffe has participated in the survey.

Hence, using this report, Borough of Queenscliffe is able to track residents' views on its performance over time. The survey focussed on nine service areas and four governance measures. Each of these is reported to show progress and improvements in performance.

The report also identifies some key areas for improvement and for increasing resident satisfaction in the coming year.

In this report, Queenscliffe Borough can monitor its performance on key measures with other councils in its like council group, that is 'small rural shires'.

In the section showing results in detail, beginning on page 10, results are provided for the last seven years. Councils requiring historical results from earlier years, should consult their previous reports, or contact Wallis Consulting Group.

2. HOW THE SURVEY IS DONE

The 2010 survey was undertaken by an independent market research consultancy, Wallis Consulting Group. The questionnaire used was identical to that of 2009 (and very similar to previous years) to allow for comparisons over time.

The survey was conducted by telephone. In order to complete the survey, a random sample of telephone numbers was selected from postcodes known to be in the Queenscliffe Borough area. These numbers were called and a 'head of household' was selected for interview at that dwelling. Average interview length was 10 minutes.

Seventy-eight of the total seventy-nine Victorian local councils took part in the 2010 survey. Using a sample size of 350 interviews per council area, over 27,000 interviews were conducted across the State. The Statewide Research Results Summary Report is available on the Department's website at www.localgovernment.vic.gov.au

If you have further queries about the conduct of the survey, please contact either Pam Millwood at Wallis Consulting Group (pamm@wallisgroup.com.au / 03 8620 5614) or Eveline Kane at the Department of Planning and Community Development (eveline.kane@dpcd.vic.gov.au).

3. KEY RESULTS IN SUMMARY

EXPLANATION: INDEXED MEAN SCORES

Many of the survey questions ask respondents to rate their Council's performance on a five-point scale from "Excellent" to "Needs a lot of Improvement".

To facilitate comparisons over time, and between different measures, or between Councils, the scales are scored as shown below:

<u>SCALE RESULTS</u>	<u>SCORE</u>	<u>INDEXED SCORE</u>
Excellent - outstanding performance	5	100
Good - a high standard	4	80
Adequate - an acceptable standard	3	60
Needs some improvement	2	40
Needs a lot of improvement	1	20

The "Indexed Mean" is calculated by taking the mean value for all respondents on the five point scale and multiplying by twenty to convert this mean to an index of up to 100. In the Figures and Tables on the following pages, the scale for the "Indexed Mean" is used, which ranges from a minimum of 20 to a maximum of 100.

It should be noted that the indexed mean, as described above, is a quite separate measure from the 'Excellent/Good/Adequate' totals which are shown alongside the performance over time data on pages 10 to 22. The 'Excellent/Good/Adequate' results relate to the proportions of respondents giving these ratings, and are not mean scores.

3. KEY RESULTS: SUMMARY OF RESULTS FOR 2010

	Indexed Mean
1 * Community satisfaction rating for overall performance generally of the council	62
2 * Community satisfaction rating for council's advocacy and community representation on key local issues (Advocacy)	60
3 * Community satisfaction rating for council's engagement in decision making on key local issues (Community Engagement)	53
4 Community satisfaction rating for council's interaction and responsiveness in dealing with the public (Customer Contact)	73
5 Community satisfaction rating for overall performance in key service areas and responsibilities (individual service group ratings shown below)	65
5a Local Roads and Footpaths	59
5b Health and Human Services	79
5c Recreational Facilities	70
5d Appearance of Public Areas	70
5e Traffic Management and Parking Facilities	61
5f Waste Management	71
5g Enforcement of Local Laws	65
5h Economic Development	62
5i Town Planning Policy and Approvals	47

* These results form part of the Victorian Local Government Indicators which councils include in their annual reports.

3. KEY RESULTS: SUMMARY AT A GLANCE

1. How the Borough of Queenscliffe performed in 2009/2010

	2009		2010		Change in performance in the Last Year	Comparison of results to:	
	Mean	Indexed Mean	Mean	Indexed Mean		All Councils in Group	All Councils
						2010	2010
a. Local Government Indicators					*	**	**
Overall Performance	3.3	66	3.1	62	Declined	Lower	Lower
Advocacy	3.1	61	3.0	60	Unchanged	Lower	Lower
Community Engagement	3.2	65	2.7	53	Declined	Lower	Lower
Customer Contact	3.8	75	3.7	73	Unchanged	Similar	Similar
b. Specific Performance Areas							
Local Roads and Footpaths	3.1	61	3.0	59	Unchanged	Higher	Higher
Health and Human Services	4.1	81	4.0	79	Unchanged	Higher	Higher
Recreational Facilities	3.4	68	3.5	70	Unchanged	Similar	Similar
Appearance of Public Areas	3.6	71	3.5	70	Unchanged	Similar	Similar
Traffic Management and Parking	2.9	58	3.1	61	Improved	Lower	Higher
Waste Management	3.6	73	3.5	71	Unchanged	Similar	Similar
Enforcement of Local Laws	3.3	67	3.2	65	Unchanged	Similar	Similar
Economic Development	3.0	60	3.1	62	Unchanged	Higher	Similar
Town Planning Policy and Approvals	2.6	52	2.3	47	Declined	Lower	Lower

* Improved/declined indicates a significantly different result from 2009.

** Higher/lower indicates a significantly different result from the 2010 mean score for others in the group/total.

Has any particular issue strongly influenced residents' overall rating?

	%
Yes - positive	11
Yes - negative	50
No	39
Don't Know	0

Q6a In giving your overall rating, has any particular issue strongly influenced your view, either in a positive or negative way?

If yes, Was it a positive or negative influence?

Residents' view of change in this Council's performance since 2009.

	%
Improved	27
Stayed the same	45
Deteriorated	20
Don't Know	7

Q7 Over the last 12 months, what is your view of the direction of Council's overall performance?

Has it improved, stayed the same or deteriorated?

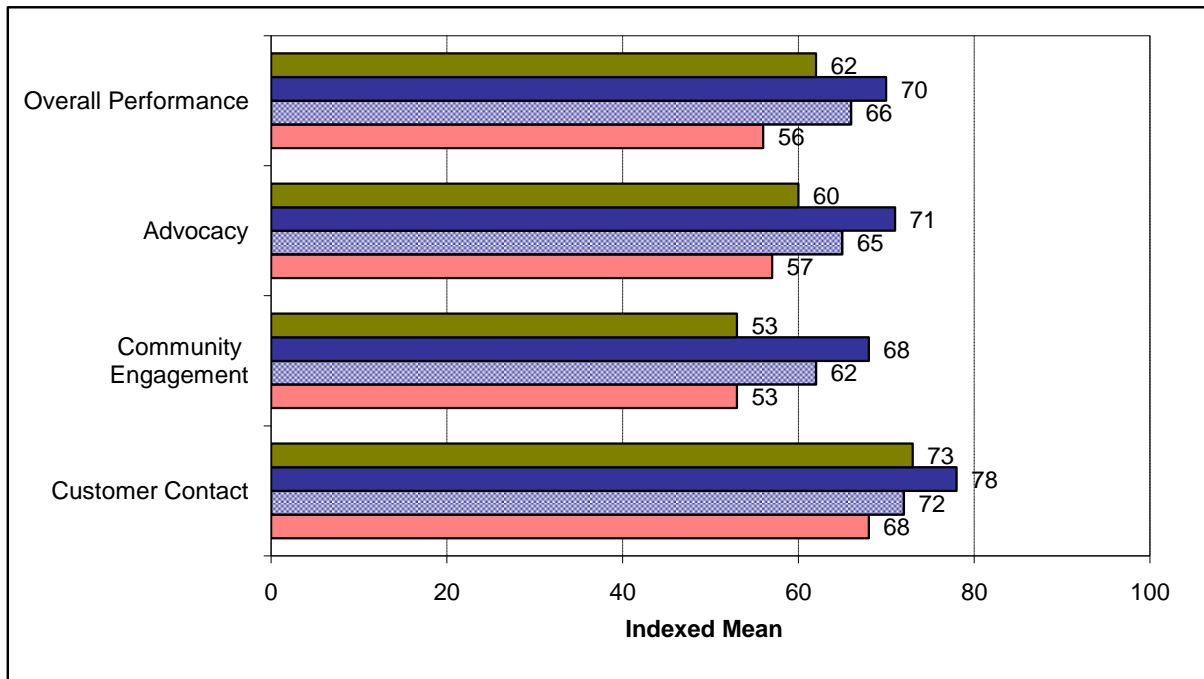
4. SUMMARY RESULTS BY MEASURE: 2010

Results for Borough of Queenscliffe

MEASURE	Percentage of respondents saying performance was.....					RELEVANCY	MEAN	INDEXED MEAN
	Excellent	Good	Adequate	Needs some improvement	Needs a lot of improvement			
	%	%	%	%	%			
Overall Performance	3	38	32	17	10	97%	3.1	62
Advocacy and community representation	5	36	27	17	15	66%	3.0	60
Community Engagement	4	28	25	15	28	92%	2.7	53
Customer Contact (interaction & responsiveness)	27	40	15	8	11	65%	3.7	73
Specific responsibility areas:								
1. Local Roads and Footpaths	4	34	29	22	12	99%	3.0	59
2. Health and Human Services	22	56	19	3	0	57%	4.0	79
3. Recreational Facilities	8	51	27	9	5	95%	3.5	70
4. Appearance of Public Areas	9	52	22	12	4	99%	3.5	70
5. Traffic Management and Parking	3	36	35	17	10	97%	3.1	61
6. Waste Management	15	45	21	15	4	98%	3.5	71
7. Enforcement of Local Laws	7	41	27	17	7	92%	3.2	65
8. Economic Development	5	36	35	13	11	73%	3.1	62
9. Town Planning Policy and Approvals	2	20	21	27	31	90%	2.3	47

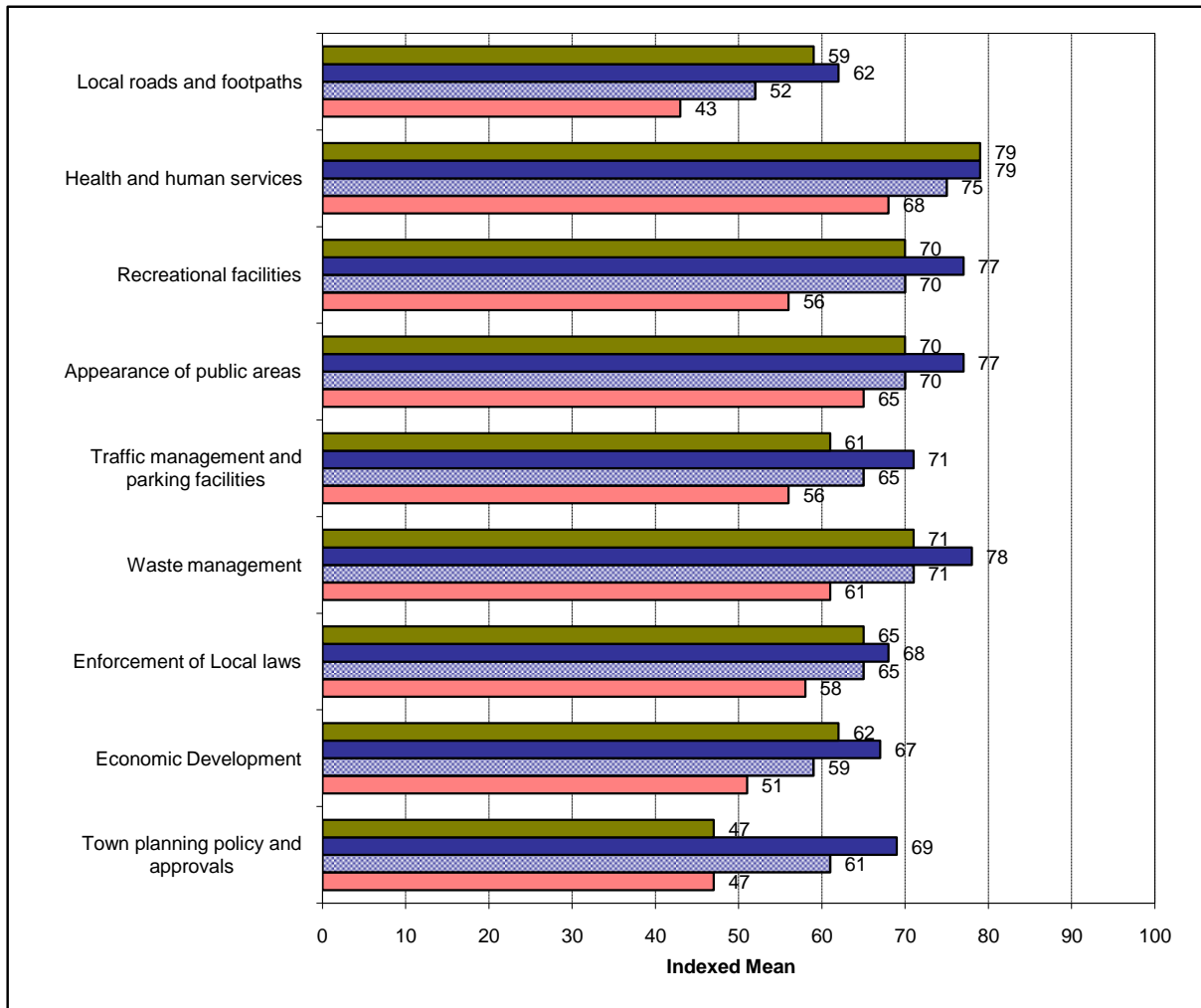
Explanation: Relevancy is the % of residents who could rate the Council on this measure, i.e. did not give a "Don't know" rating.

5. RELATIVE PERFORMANCE WITHIN LGA GROUP FOR 2010



- Queenscliffe Borough
- Highest Result in Group
- Median Result of Group
- Lowest Result in Group

5. RELATIVE PERFORMANCE WITHIN LGA GROUP FOR 2010



- Queenscliffe Borough
- Highest Result in Group
- Median Result of Group
- Lowest Result in Group

6. CUSTOMER WINDOW: AN EXPLANATION

In allocating resources to improve services, Councils need to consider two factors:

1. The **relative importance** of each service area to the community, and
2. The current level of **performance** in service provision.

The improvement window (page 9) graphically identifies the 4 possible combinations of these two factors. The highest priority for improvement is indicated where current performance is low in a service area that the community views as of high importance.

The **importance** dimension uses a correlation coefficient. The correlation coefficient shows the relationship between each responsibility area rating and the overall performance rating – the extent to which a change in one influences a change in the other. Correlation coefficients range from 0 to 1. 0 indicates that there is no relationship while 1 shows a positive association (that an improvement in one rating will lead to an improvement in the other). A good level of correlation for survey measures of this kind is 0.5.

Another figure used to derive relative importance is the percentage of people who were able to rate Council's performance on the service area concerned. This is used because people generally do not rate services when they have not experienced them, or have no opinion about them. **Relative importance** for each area surveyed is achieved by multiplying the square of the correlation coefficient by the percentage of people who gave a satisfaction rating.

The **performance** measure is based on the percentage of people who gave a rating of excellent, good or adequate.

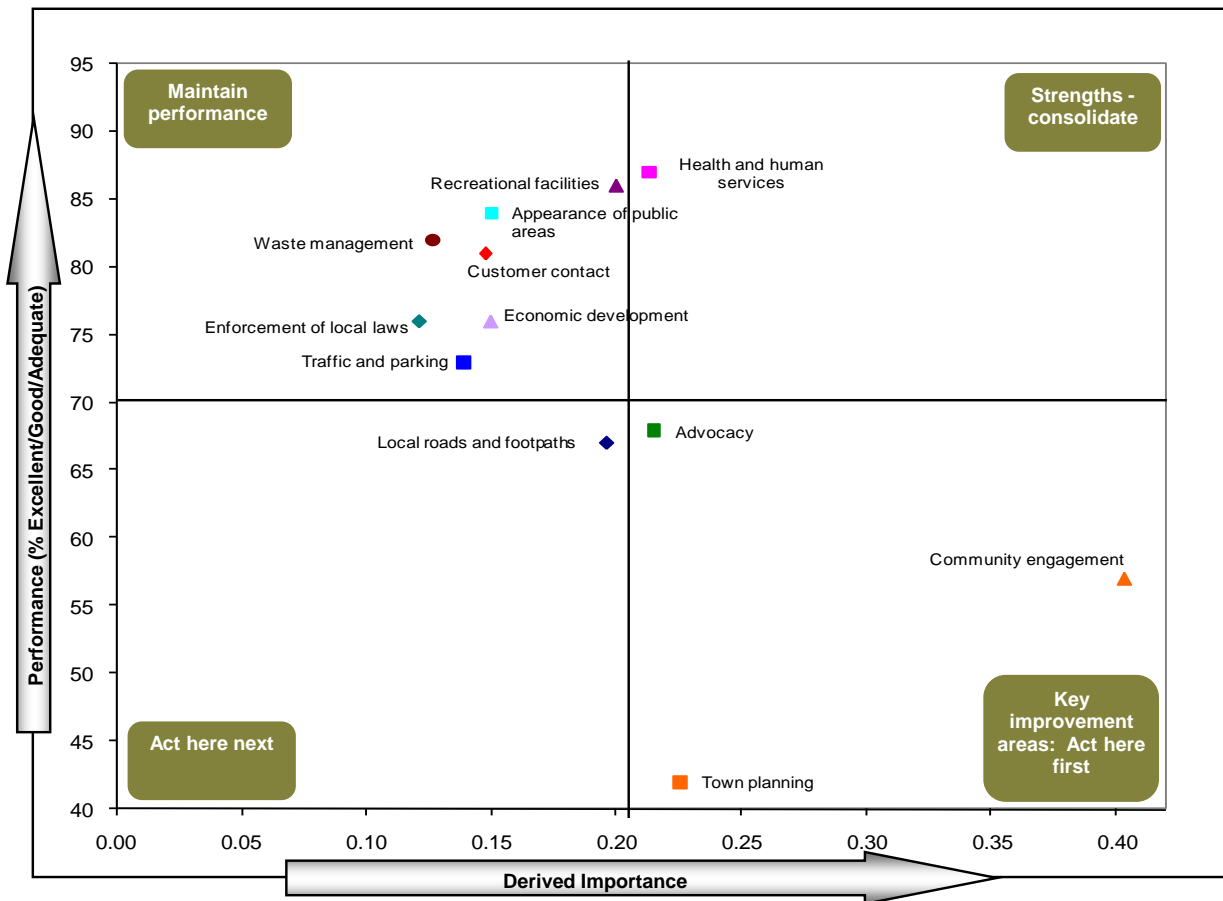
The four quadrants of the improvement window inform service improvement decisions as follows:

- 1) **Bottom right quadrant: Key areas for improvement.** Identifies those services that are relatively important to the community in which the Council underperformed. These are the first areas for improvement.
- 2) **Bottom left quadrant: Secondary areas for improvement.** Identifies service areas in which the Council has performed poorly which are of relatively lower importance to the community.
- 3) **Top right quadrant: Strengthen and consolidate.** Indicates those service areas that are relatively important to the community and for which they expressed a high level of satisfaction.
- 4) **Top left quadrant: Maintain existing performance.** Identifies services in which the Council has performed well, but which are of little relative importance to the Community. Although these areas don't contribute greatly to overall satisfaction, it may be that if Council allows standards to drop then the community may attribute them with a higher level of importance in the future.

The visual display on the next page shows the improvement window for Borough of Queenscliffe.

6. CUSTOMER WINDOW: KEY AREAS FOR IMPROVEMENT 2010

Customer Window for Borough of Queenscliffe



Borough of Queenscliffe's key areas for improvement are:

1. Town Planning Policy and Approvals

- Has a strong connection to overall satisfaction, yet shows the lowest performance rating.
- 58% seek improvement.

2. Community Engagement

- Has the highest connection to overall satisfaction, but 43% believe this to be a key area in need of improvement.

3. Advocacy

- Relatively important to residents, yet 32% would like to see improvement.

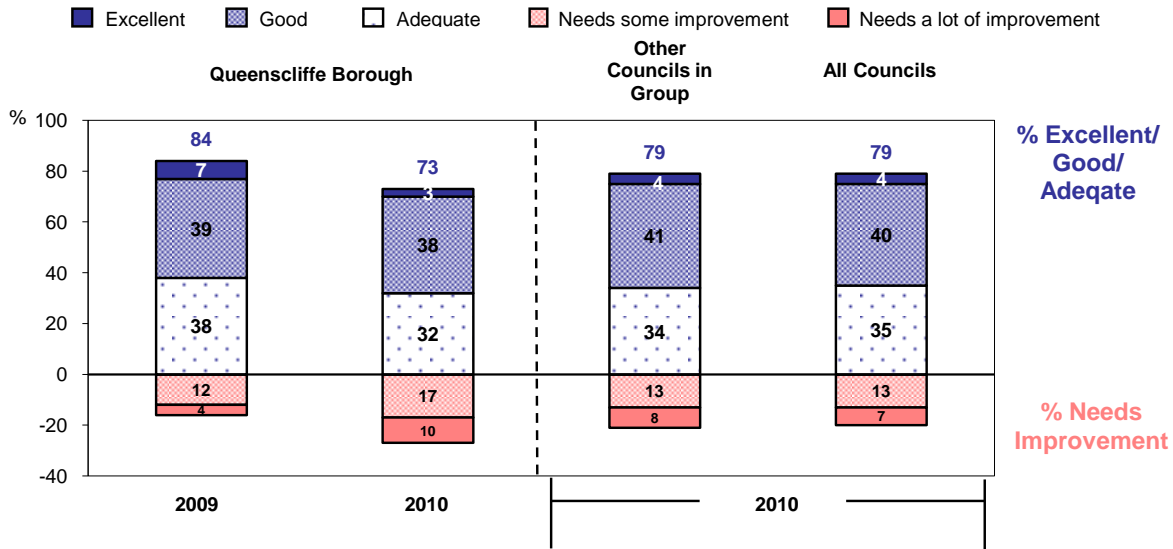
4. Local Roads and Footpaths

- Of similar importance to Advocacy and a third (33%) would like to see improvement.

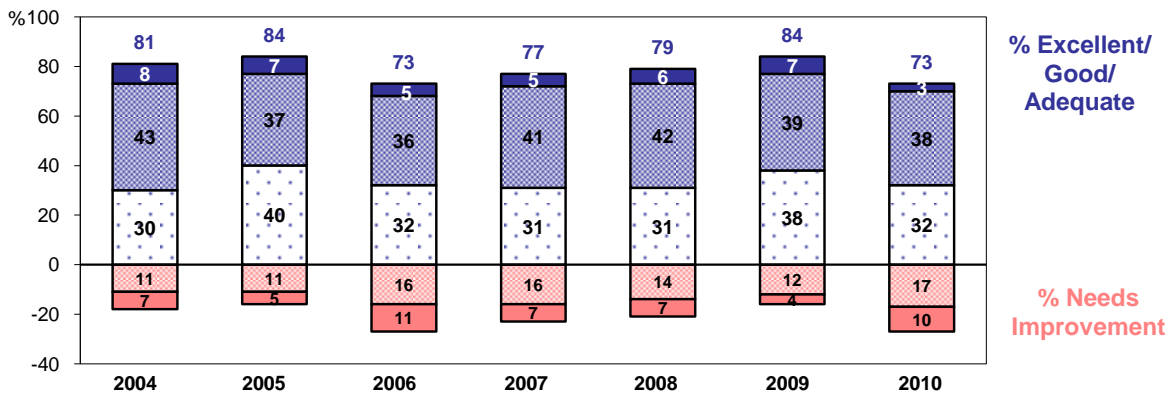
What Queenscliffe does well

Queenscliffe continues to perform significantly better than other councils in its group on the key areas of health and human services, economic development. Although local roads and footpaths is an area for improvement, Queenscliffe performs better than other councils in its group on this area of performance.

7. RESULTS IN DETAIL: OVERALL PERFORMANCE



Queenscliffe Borough - Performance Over Time



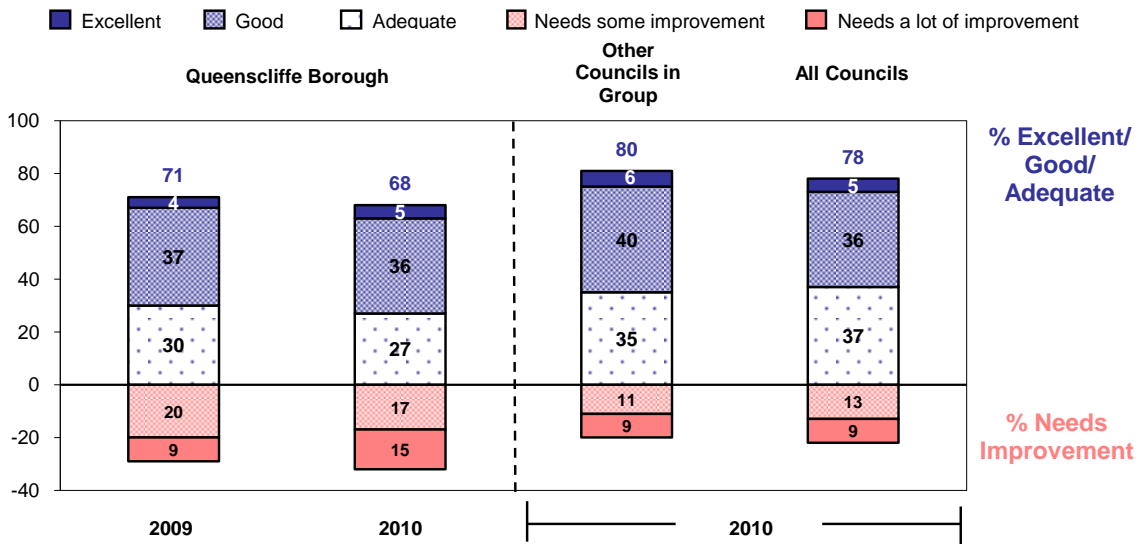
Reasons Needs Improvement (2010)

Number of Respondents: 91
%

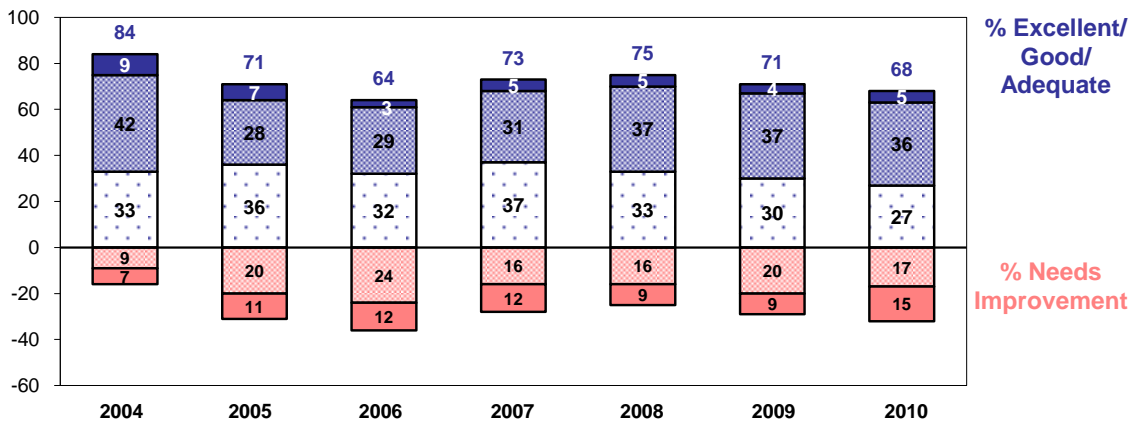
◆ Make decisions despite community consultation/ don't listen to community	42
◆ Communicating/leading discussion with community	24
◆ Town planning policy and approvals	18
◆ Rates are not giving value for money	10
◆ Council too focused on internal politics/ don't achieve outcomes	9
◆ Local roads and footpaths	9
◆ Economic development	8
◆ Traffic management and parking facilities	7
◆ Waste/spend too much money/poor financial management/in debt	7
◆ Decline in standard of service generally provided by council	5

Note: Only the most frequently mentioned reasons shown. Some respondents may have given more than one reason for needing improvement.

8. RESULTS IN DETAIL: ADVOCACY



Queenscliffe Borough - Performance Over Time



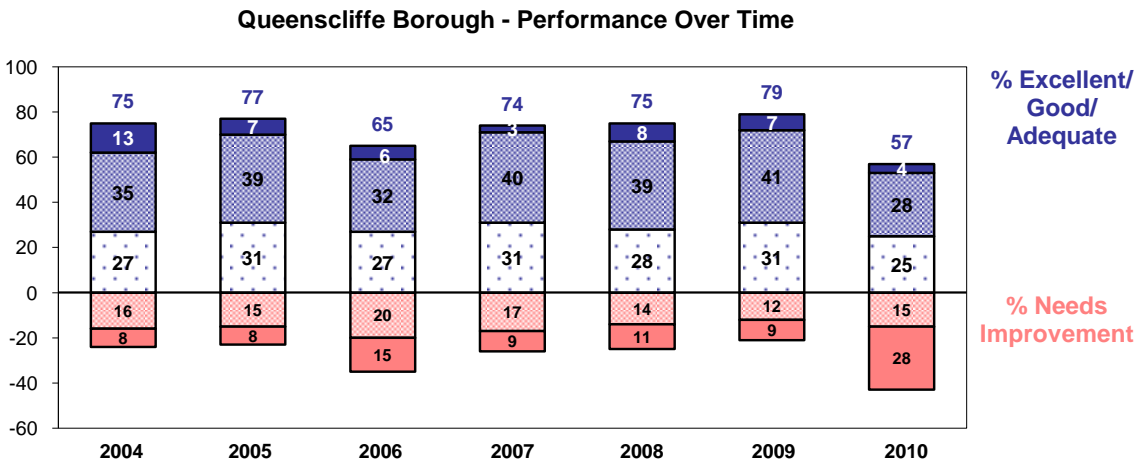
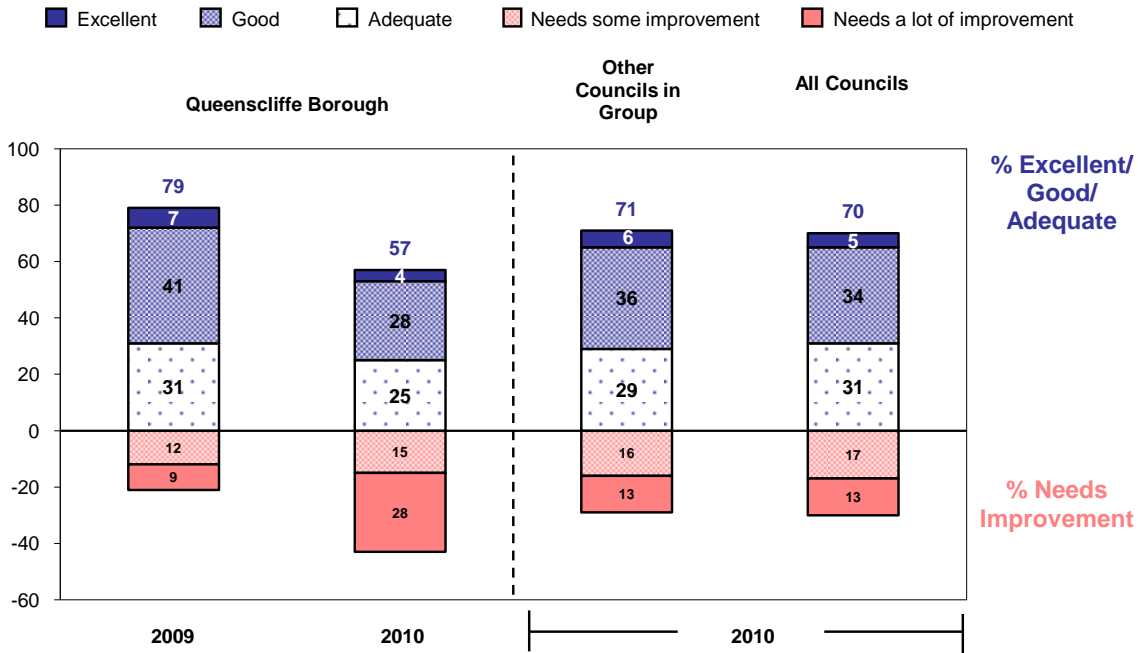
Reasons Needs Improvement (2010)

Number of Respondents: 74
%

◆ Don't represent the interests of the community	24
◆ Don't consult to gauge community views	22
◆ Council does not make sufficient effort	20
◆ Lobbying skills need improvement/ more professional/ effective lobbying	20
◆ Not doing enough/ need to lobby harder on key local issues	18
◆ Not sure what the council does/ need to promote/ communicate effectively	14
◆ Town planning issues/ inappropriate development	14
◆ Council more interested in politics/themselves than community interests	9
◆ Council represents some areas/services/interests but neglect others	4
◆ Division within council/infighting/need to be more cohesive	3

Note: Only the most frequently mentioned reasons shown. Some respondents may have given more than one reason for needing improvement.

9. RESULTS IN DETAIL: COMMUNITY ENGAGEMENT



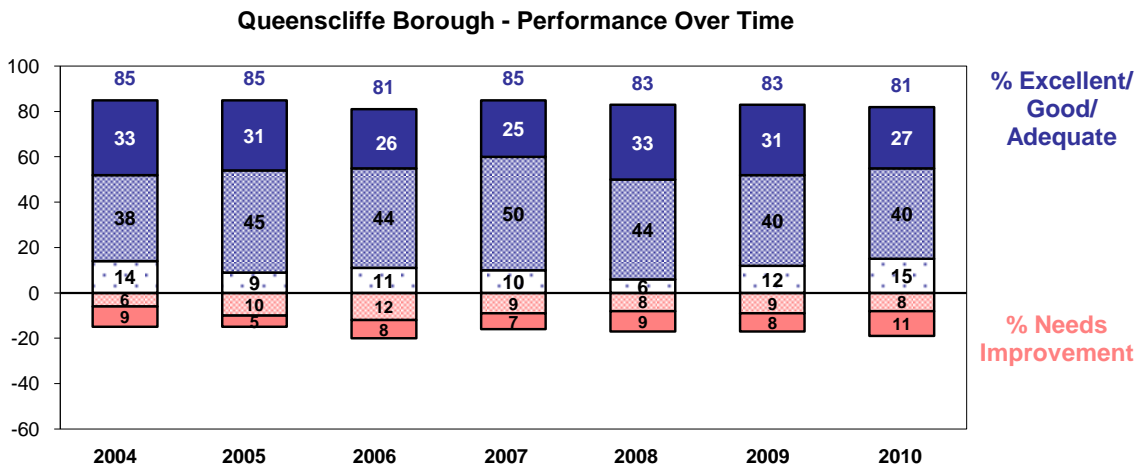
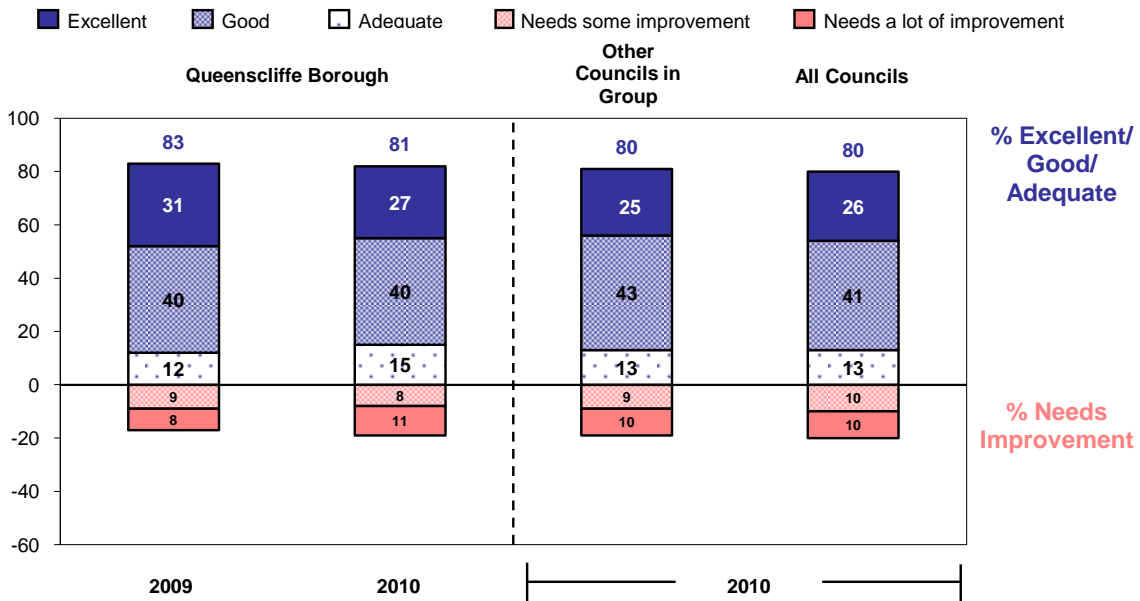
Reasons Needs Improvement (2010)

Number of Respondents: 139
%

◆ Don't consult sufficiently/effectively/with entire community	49
◆ More community consultation/ use consultants less/more public meetings	35
◆ Need to keep community better informed/communicate more	27
◆ Don't listen/ need to take more notice of community's wishes	27
◆ More attention on other particular local issues	11
◆ Inconsistent/ pick and choose which issues it leads discussion on	4
◆ Don't take a role in leading discussion/aren't proactive	4
◆ Need to publicise/promote consultation sessions and inform us of results	4
◆ Only pay lip service to issues/need to follow through	3
◆ Need to focus more on environmental issues	1

Note: Only the most frequently mentioned reasons shown. Some respondents may have given more than one reason for needing improvement.

10. RESULTS IN DETAIL: CUSTOMER CONTACT

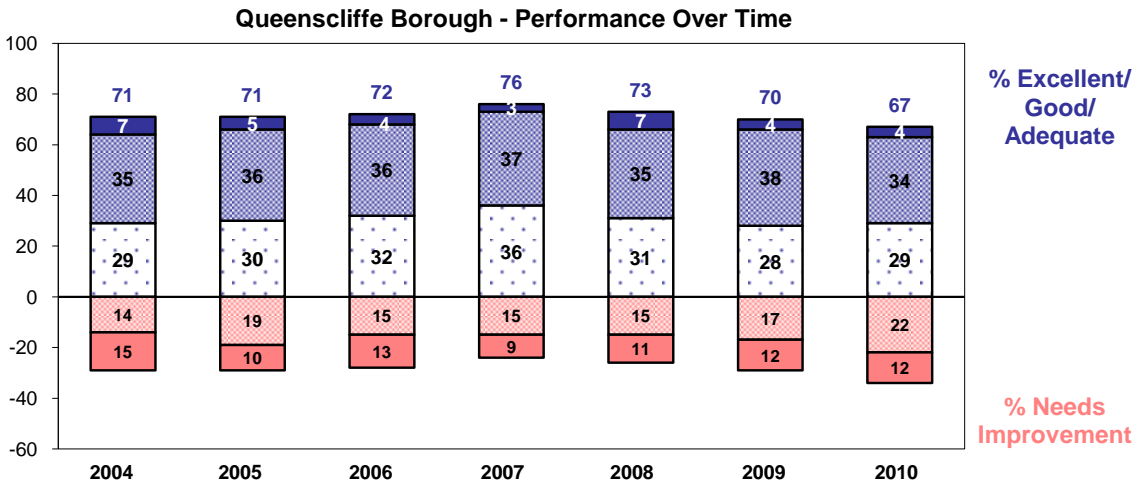
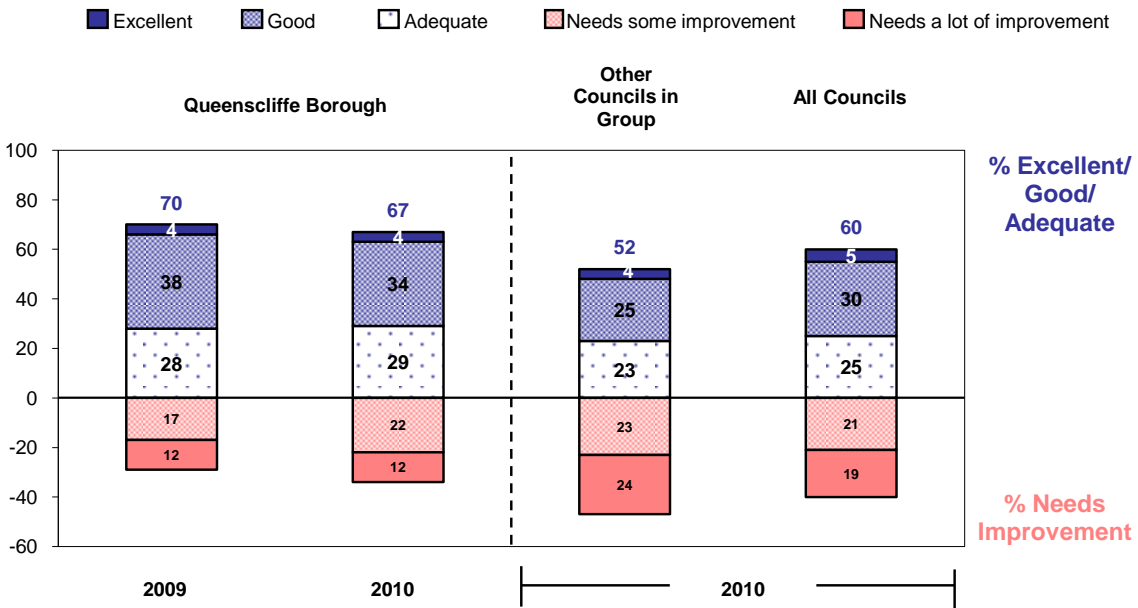


Reasons Needs Improvement (2010)		Number of Respondents:	42
			%
◆ Lack of follow up			48
◆ Not interested in helping/didn't take an interest/responsibility			26
◆ Took too long to respond			21
◆ Poor customer service/ need better communication skills/personal service			19
◆ Issue not resolved in a satisfactory manner			14
◆ Impolite/rude manner/tone			12
◆ Did not achieve outcome I wanted			10
◆ Not enough information/keep community informed			10
◆ Passed around departments/not clear who to speak to			2
◆ Too hard to get through to anyone/kept getting machine			2

Note: Only the most frequently mentioned reasons shown. Some respondents may have given more than one reason for needing improvement.

11. RESULTS IN DETAIL: RESPONSIBILITY AREAS

A) Local Roads and Footpaths

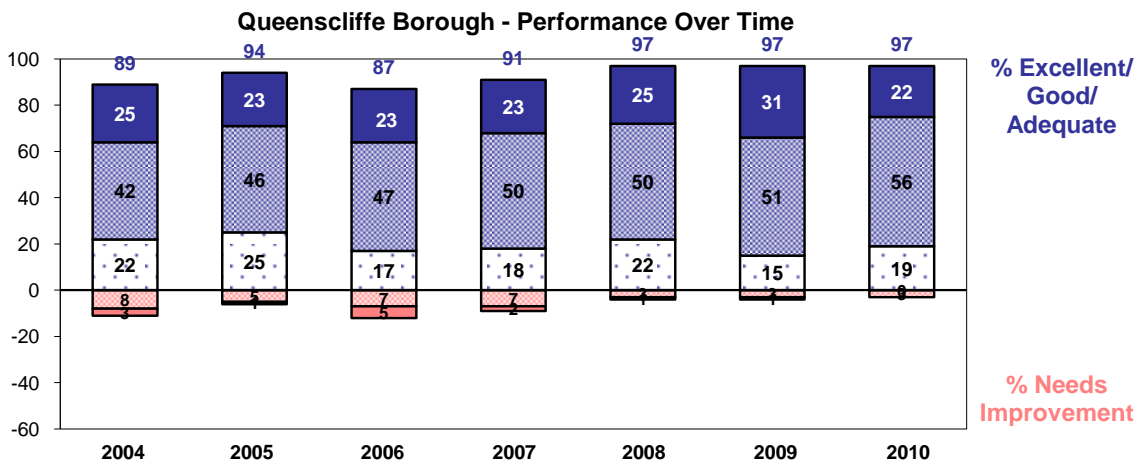
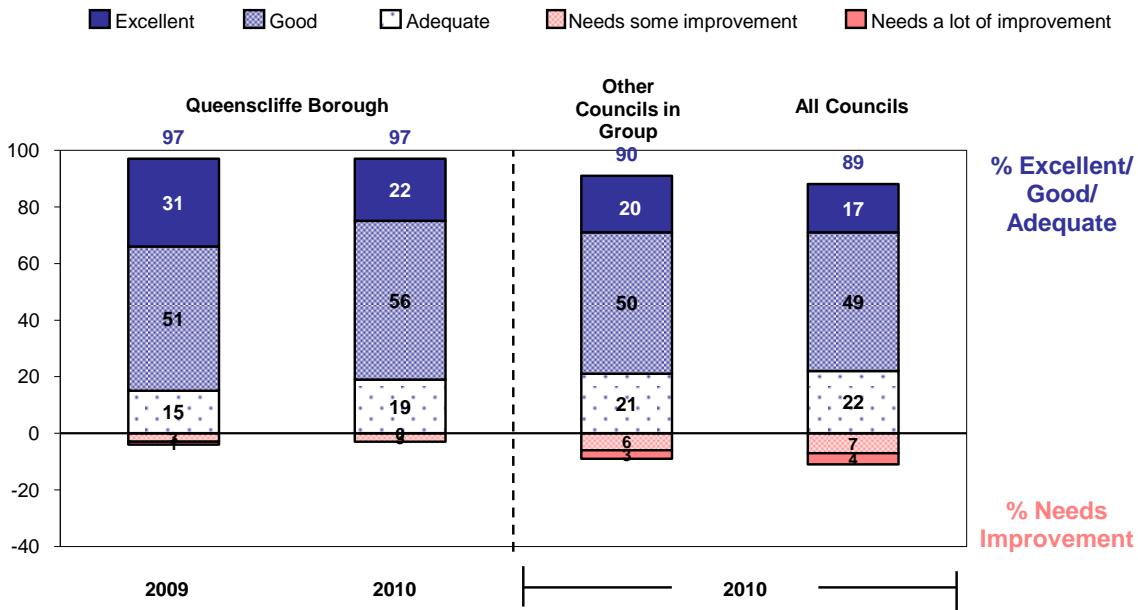


Reasons Needs Improvement (2010)		Number of Respondents: 115
		%
◆ Improve/ Fix/ Repair uneven surface of footpaths		34
◆ Increase number of footpaths/ widen footpaths		28
◆ More frequent/ better re-surfacing of roads		23
◆ Improve the quality of maintenance on roads and footpaths		15
◆ More/ better roadside drains and culverts		14
◆ More frequent/ better slashing of roadside verges		8
◆ Fix/ improve unsafe sections of roads		6
◆ Quicker response for repairs to roads, footpaths or gutters		5
◆ Prune/trim trees/shrubs overhanging footpaths/roads		5
◆ More frequent maintenance/ cleaning of roadside drains and culverts		4

Note: Only the most frequently mentioned reasons shown. Some respondents may have given more than one reason for needing improvement.

12. RESULTS IN DETAIL: RESPONSIBILITY AREAS

B) Health & Human Services



Reasons Needs Improvement (2010)

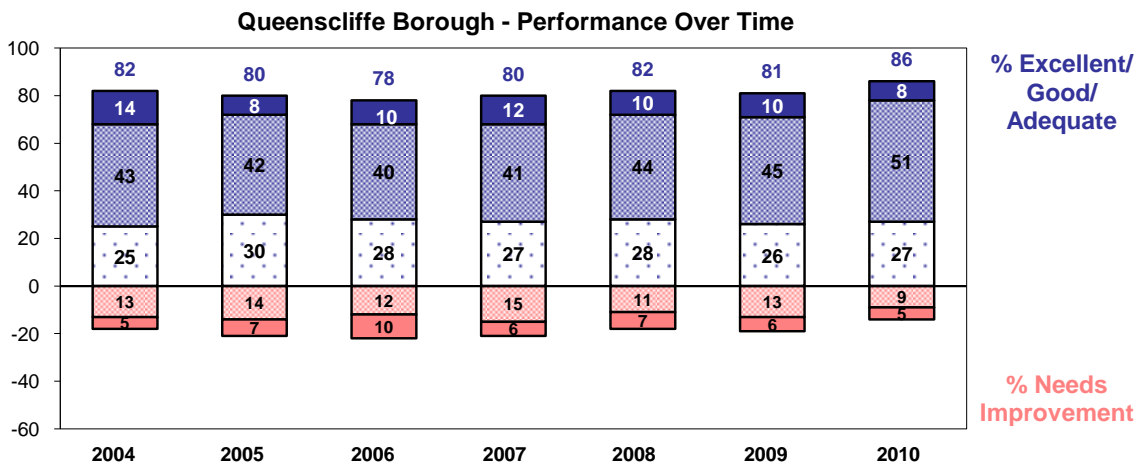
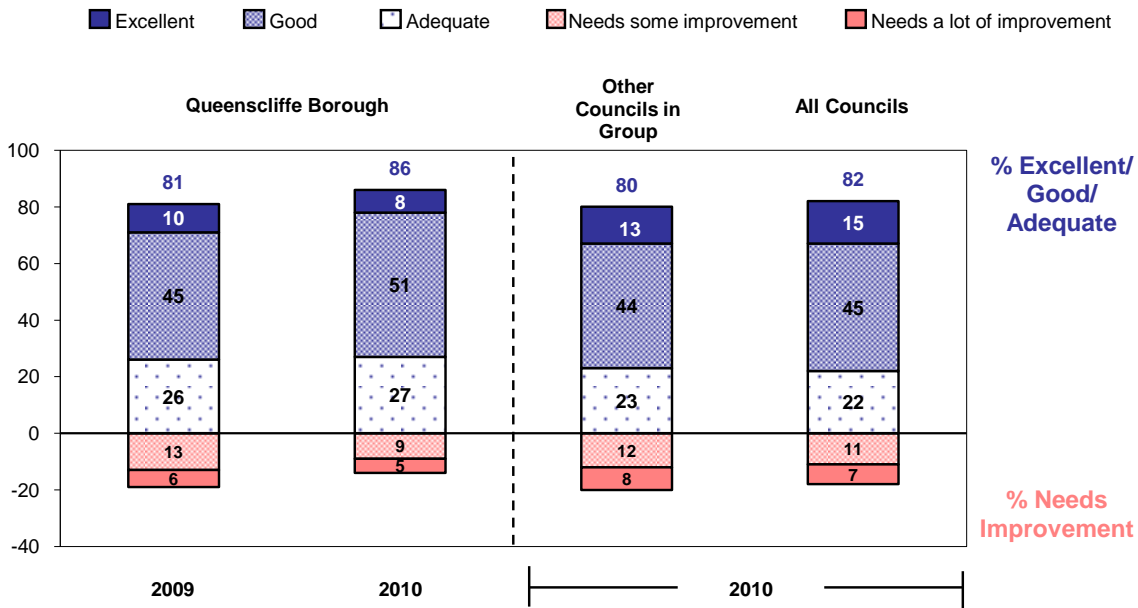
Number of Respondents: 6
Number of responses

- ◆ More facilities/resources for Aged Care/better nursing homes 2
- ◆ Services need to be improved in all areas/council needs to do more 2
- ◆ Increase resources for/availability of home help /meals on wheels 1
- ◆ More/better centres/facilities generally in more remote towns/areas 1
- ◆ More funds/resources to reduce waiting lists for services 1
- ◆ Improved/More childcare facilities/after school/holiday care
- ◆ Improve quality of home help
- ◆ More/better support/services for minority/disadvantaged groups
- ◆ More resources/longer hours for Maternal & Child Health Facilities
- ◆ Improve quality/variety of food in meals on wheels program

Note: Only the most frequently mentioned reasons shown. Some respondents may have given more than one reason for needing improvement.

12. RESULTS IN DETAIL: RESPONSIBILITY AREAS

C) Recreational Facilities



Reasons Needs Improvement (2010)

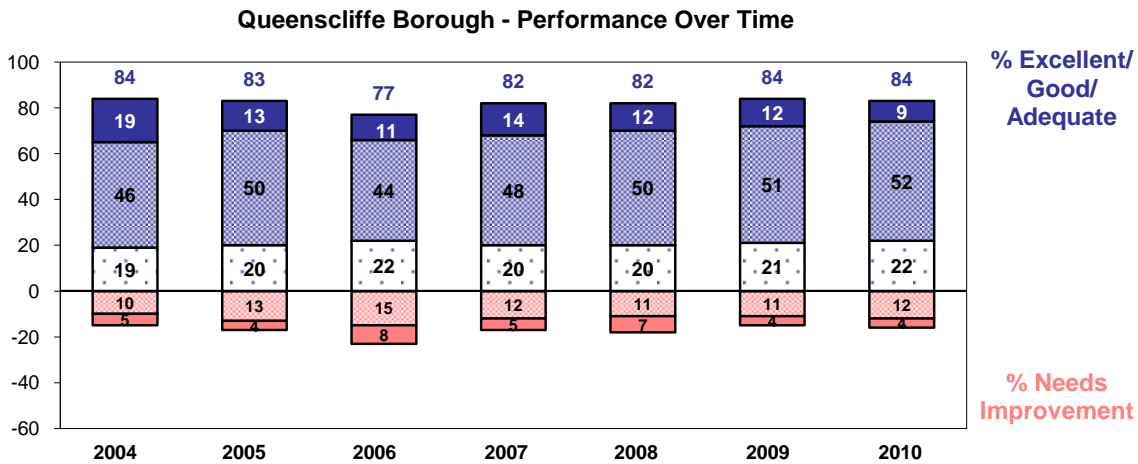
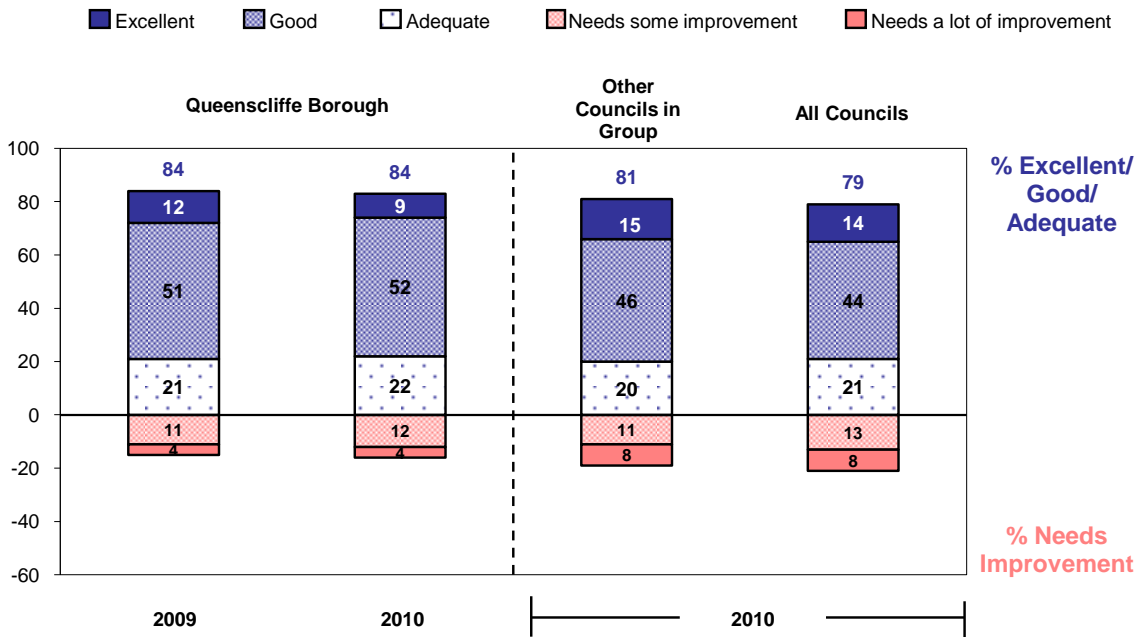
Number of Respondents: **48**
%

◆ More/better Sporting Complexes (excluding pools)	25
◆ Better maintenance of Sporting facilities (excluding pools)	25
◆ More support/funding needed for recreational/sporting facilities	17
◆ More/better amenities in recreation areas (eg.seats,picnic tables,BBQs)	13
◆ More/better arts/cultural facilities/events in smaller towns	6
◆ More/better/safer Playgrounds and/or equipment/with sun shade	6
◆ More/better library buildings/no library service/closing /moving library	6
◆ Everything takes too long/upgrading of facilities/decision making i.e. facilities	6
◆ Improved management of facilities/sports/recreation/library etc (incl food management)	6
◆ More/ better/ maintenance of pools	6

Note: Only the most frequently mentioned reasons shown. Some respondents may have given more than one reason for needing improvement.

12. RESULTS IN DETAIL: RESPONSIBILITY AREAS

D) Appearance of Public Areas

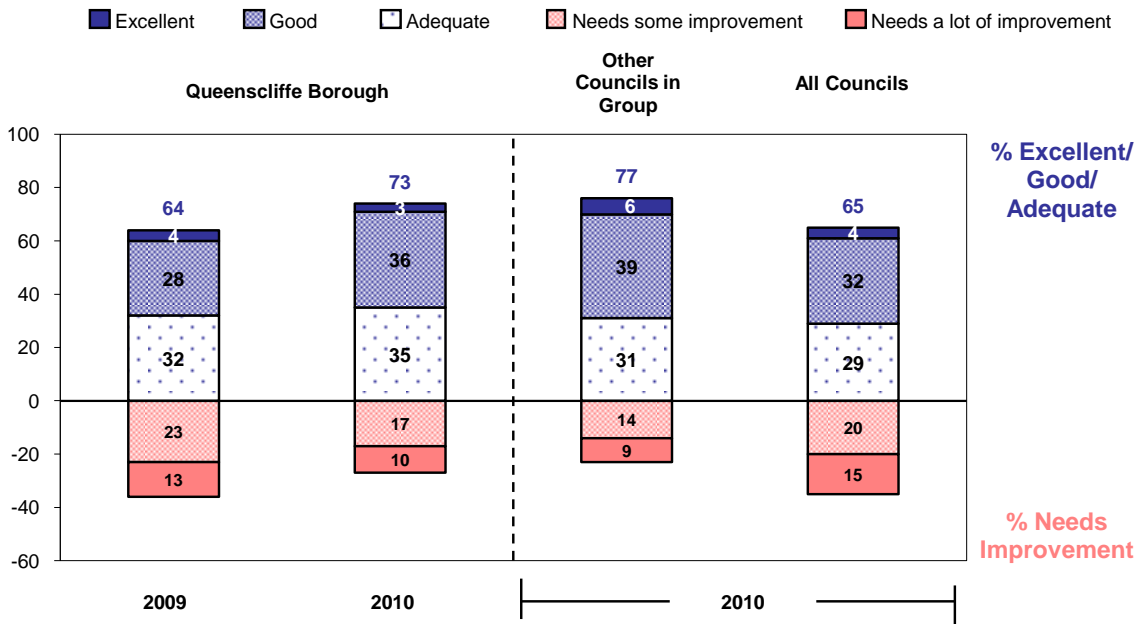


Reasons Needs Improvement (2010)		Number of Respondents: 56
		%
◆ Better maintenance of parks and gardens		18
◆ Better care of street trees - watering, staking, removal etc		18
◆ More street trees		18
◆ Better landscaping/design (eg. more colour, more shady trees)		16
◆ More frequent/better street cleaning		16
◆ More frequent/better pruning of street trees/plants		13
◆ Better maintenance of beaches, lakes, rivers and surrounding areas		11
◆ Better maintenance of amenities in parks (BBQs, tables, toilets etc)		9
◆ More frequent/better removal of litter in parks and gardens		7
◆ Improve/better maintenance of entrances to town		7

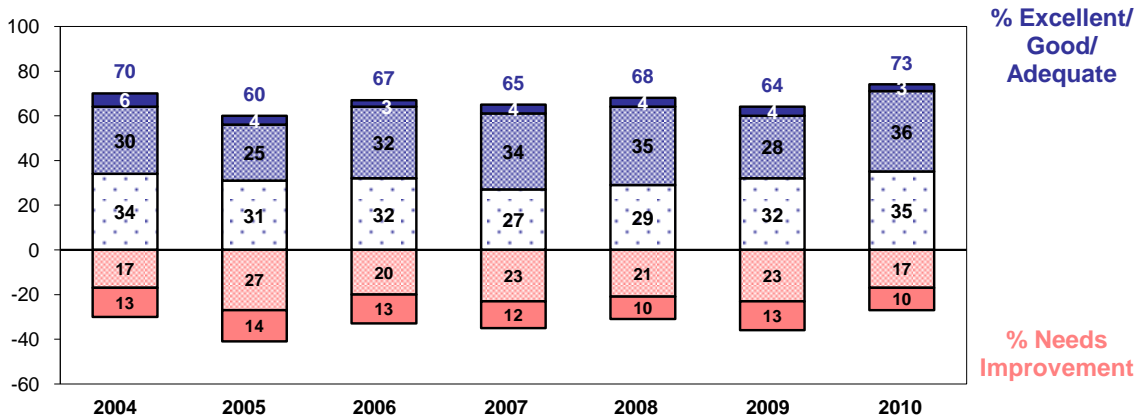
Note: Only the most frequently mentioned reasons shown. Some respondents may have given more than one reason for needing improvement.

12. RESULTS IN DETAIL: RESPONSIBILITY AREAS

E) Traffic Management & Parking Facilities



Queenscliffe Borough - Performance Over Time



Reasons Needs Improvement (2010)

Number of Respondents: 90 %

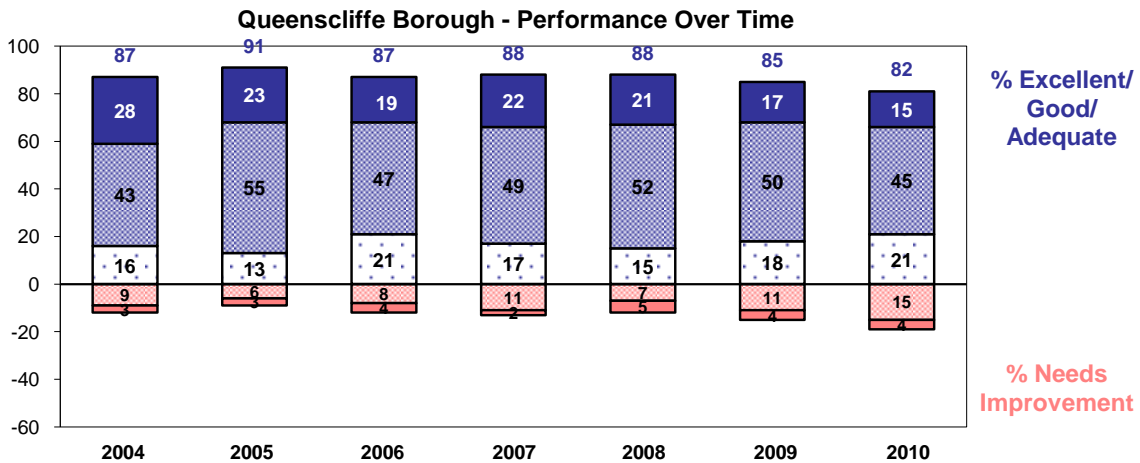
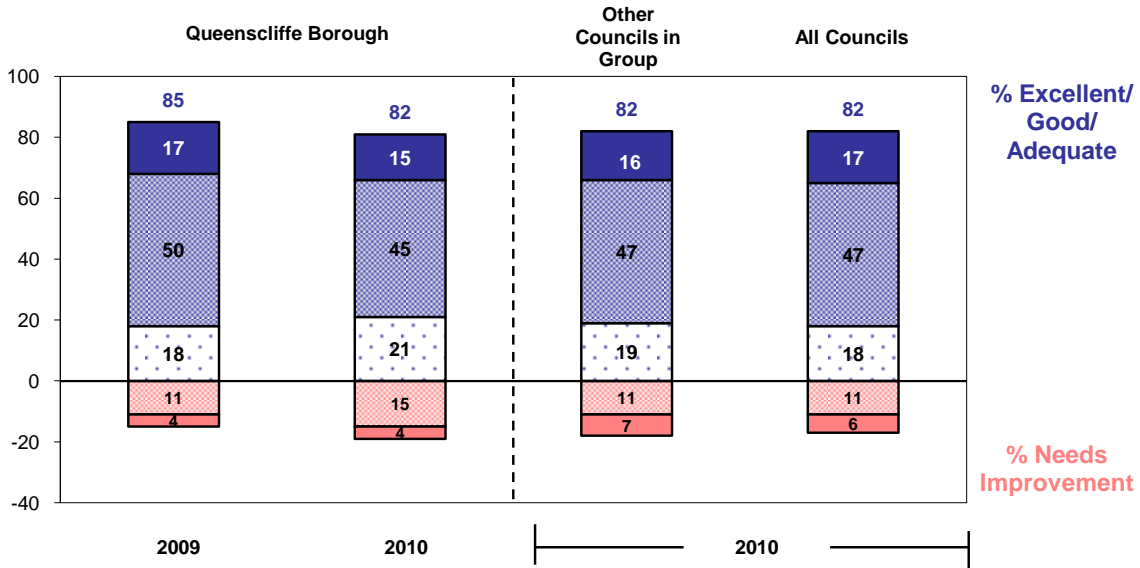
◆ More parking facilities adjacent to shopping and business centres	38
◆ More parking facilities/capacity	38
◆ Poor traffic/parking management	24
◆ Improve traffic flow/congestion	24
◆ Improve traffic management at intersections	9
◆ More speed inhibitors (humps, barriers, traffic islands etc)	6
◆ Improve road signage - general (parking/speed/road works)	3
◆ More parking enforcement/traffic officers	3
◆ Beautifying the area has cut the number of parking spaces	3
◆ Less parking restrictions	2

Note: Only the most frequently mentioned reasons shown. Some respondents may have given more than one reason for needing improvement.

12. RESULTS IN DETAIL: RESPONSIBILITY AREAS

F) Waste Management

■ Excellent
 ■ Good
 ■ Adequate
 ■ Needs some improvement
 ■ Needs a lot of improvement



Reasons Needs Improvement (2010)

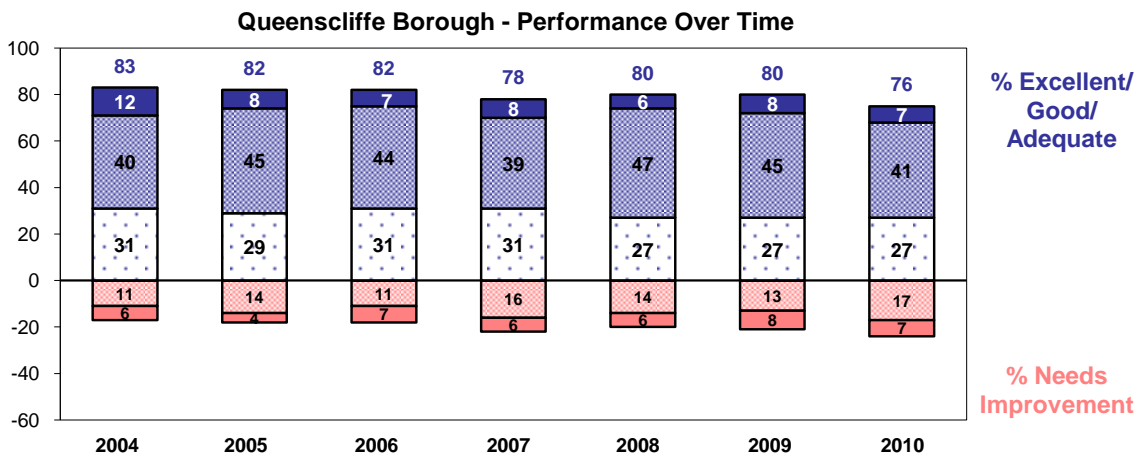
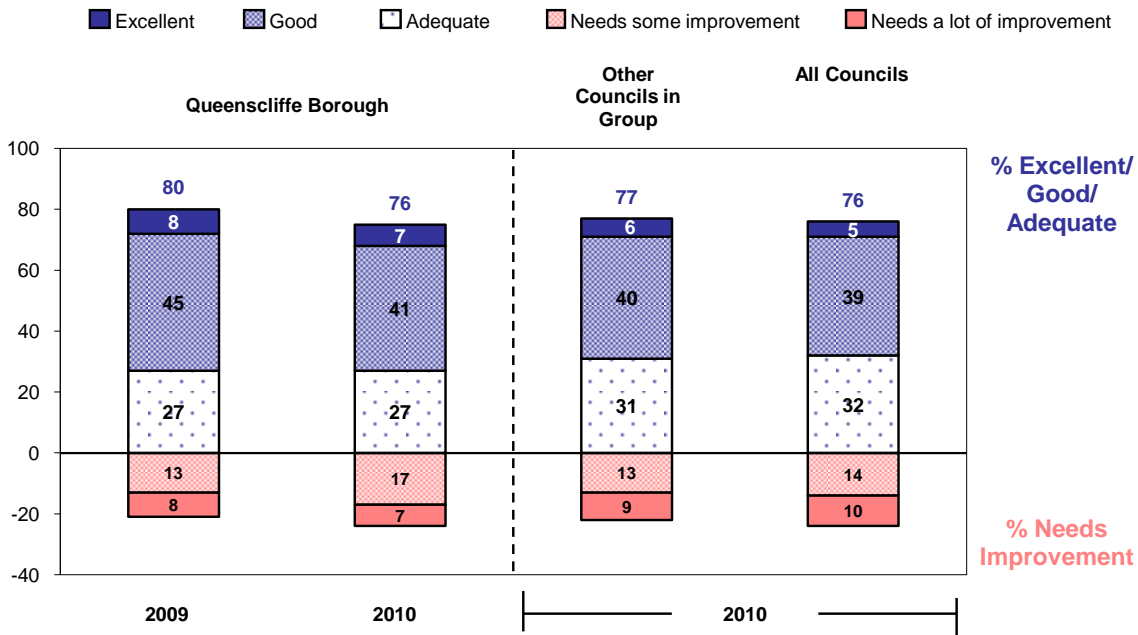
Number of Respondents: **63**
%

◆ Any/More frequent collection of green waste/vegetation	56
◆ Any/more frequent hard waste collection	21
◆ More reliable Collections	14
◆ Bigger bins	10
◆ Any/Better containers for collection of recyclable /green materials	6
◆ More comprehensive recycling program/no recycling program	5
◆ More consistent/ lower fees for tips etc (reintroduce vouchers)	3
◆ Better location of tip/transfer station/rubbish dump/no tip/closed tip	3
◆ No garbage collection	3
◆ Provide more info/keep residents informed about waste management procedures	3

Note: Only the most frequently mentioned reasons shown. Some respondents may have given more than one reason for needing improvement.

12. RESULTS IN DETAIL: RESPONSIBILITY AREAS

G) Enforcement of Local Laws

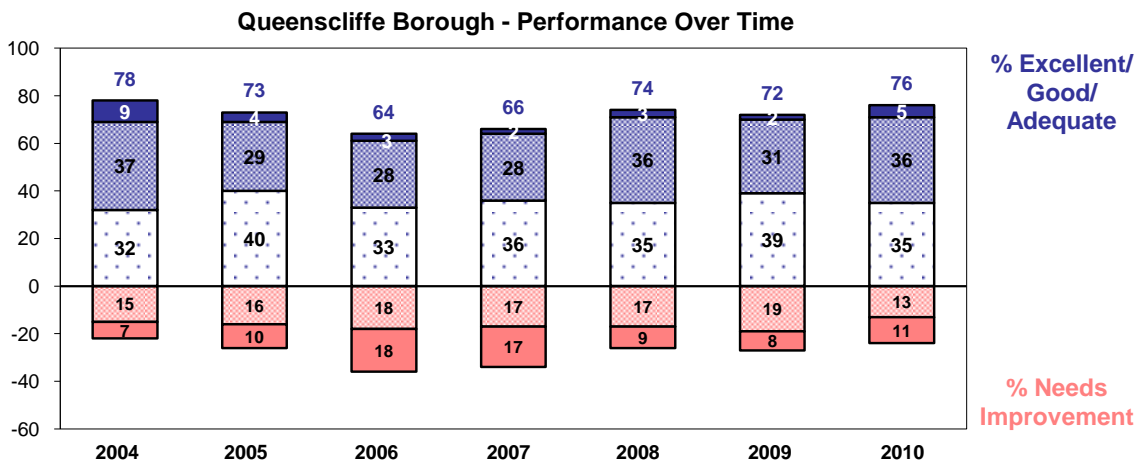
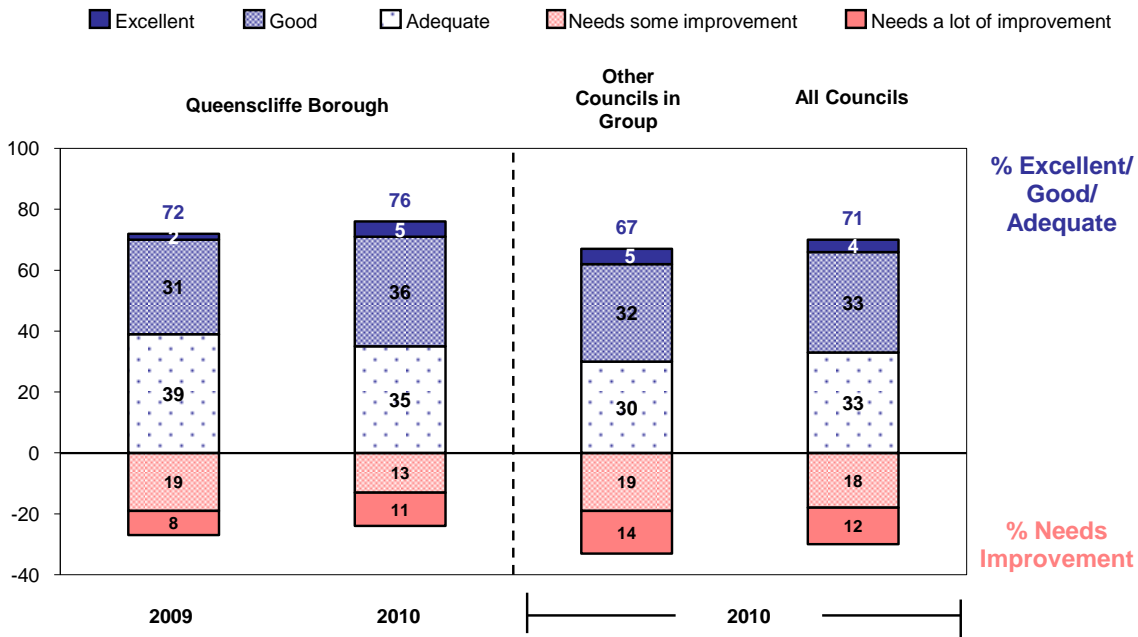


Reasons Needs Improvement (2010)		Number of Respondents: 78
		%
◆ Greater enforcement of animal local laws		49
◆ Greater enforcement of parking restrictions/more officers/rangers		21
◆ Greater enforcement of local laws generally/more Local laws officers		18
◆ Greater enforcement of noise local laws (domestic, industrial, traffic)		12
◆ Greater enforcement of fire prevention local laws		6
◆ Greater enforcement of fire prevention local laws to clean up properties		5
◆ local laws are too lenient		5
◆ Quicker response to reports of By-law infringements		4
◆ Greater enforcement of health/food handling local laws		4
◆ Greater enforcement of littering local laws		3

Note: Only the most frequently mentioned reasons shown. Some respondents may have given more than one reason for needing improvement.

12. RESULTS IN DETAIL: RESPONSIBILITY AREAS

H) Economic Development

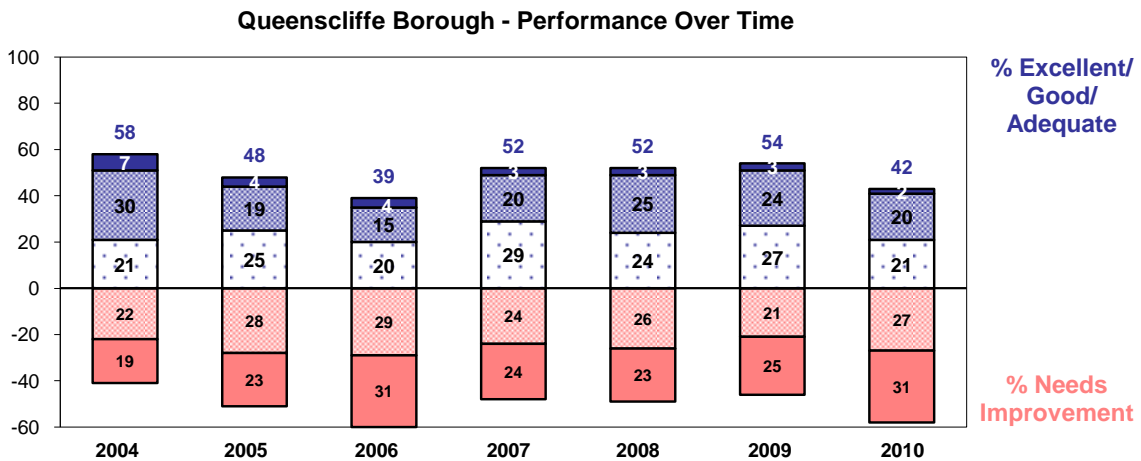
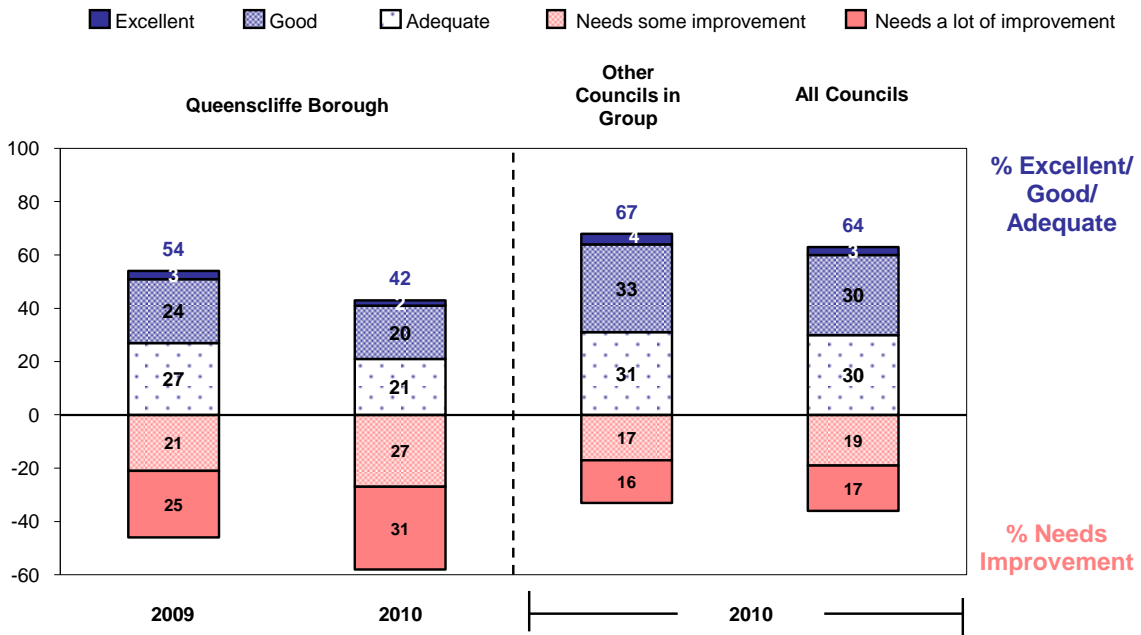


Reasons Needs Improvement (2010)		Number of Respondents: 62
		%
◆ Encourage more tourism		27
◆ Too little support for local businesses/ new business/many closing down		21
◆ More/better job creation programs/employment opportunities		18
◆ Greater emphasis on Economic Development in general		15
◆ Too much emphasis on tourism		10
◆ Better financial planning/management of Council budget/money wasted		6
◆ Not enough promotion of local businesses		5
◆ Unaware of any economic development/improvement needed		5
◆ Encourage more companies/industries to re-locate to the area		2
◆ Need to publicise/inform the community of Council activities		2

Note: Only the most frequently mentioned reasons shown. Some respondents may have given more than one reason for needing improvement.

12. RESULTS IN DETAIL: RESPONSIBILITY AREAS

I) Town Planning Policy & Approvals



Reasons Needs Improvement (2010)		Number of Respondents: 183
		%
◆ Better planning policies		26
◆ More consultation with community		22
◆ More consistent decisions		21
◆ Take better account of environmental issues		12
◆ Ugly/inappropriate design/development/out of character with area		10
◆ More efficient/faster approval processes		10
◆ Too much regulation in heritage areas		7
◆ Council should be stronger in representing community opinion		5
◆ Too little regulation in heritage areas/knocking down old houses		4
◆ Too much residential sub-division		4

Note: Only the most frequently mentioned reasons shown. Some respondents may have given more than one reason for needing improvement.

APPENDIX 1

Survey Questionnaire

WALLIS CONSULTING GROUP
Department for Planning & Community Development
Community Satisfaction Survey 2010

WG3699
January 2010

INTRODUCTION

IF IN COUNCIL AREA:

Good morning/afternoon/evening. My name isfrom Wallis Consulting Group. We are conducting research on behalf of Victorian Local Government. The survey aims to find out how residents feel about the PERFORMANCE of local Government in your area. Can you confirm that you live in **(NAME OF COUNCIL)**?

IF NON-RESIDENT RATE-PAYER:

Good morning/afternoon/evening. My name isfrom Wallis Consulting Group. We are conducting research on behalf of Victorian Local Government. The survey aims to find out how residents feel about the PERFORMANCE of local Government in the **(NAME OF COUNCIL)**. Council records indicate that you are a rate-payer in that area.

- | | | |
|---|------------------------------------|----------------------|
| 1 | Yes | GO TO S1 |
| 2 | In different Council area | GO TO PRE S1 |
| 3 | Not available/callback (make appt) | RETURN TO SMS |
| 4 | Household refusal | RETURN TO SMS |
| 5 | Selected resident refusal | RETURN TO SMS |
| 6 | Language Difficulties | RETURN TO SMS |

PRE S1

LIST ALL COUNCILS IN SAME GROUP

What Local Government Area do you live in?

- | | | |
|---|------------------------------------|----------------------|
| 1 | Correct Council can be selected | CONTINUE |
| 2 | Council not listed – cannot select | RETURN TO SMS |
| 3 | Don't know | RETURN TO SMS |

SCREENING

S1: Firstly, have you or anyone in your household worked in a market research organisation or local government anywhere in the last three years?

- | | | |
|---|------------------------|----------------------|
| 1 | No (continue) | CONTINUE |
| 2 | Yes - Market Research | RETURN TO SMS |
| 3 | Yes - Local Government | RETURN TO SMS |

S2: Also, we just wish to speak to residents, not businesses, of **(NAME OF COUNCIL)**. Are you a residential household (**IF GROUPS 3-5:** or a farming household)?

- | | | |
|---|-----------------------------|----------------------|
| 1 | Yes - Residential Household | |
| 2 | Yes - Farming Household | |
| 3 | No | RETURN TO SMS |

S3: Can I please speak to a head of your household (either male or female) that is 18 years or older?

- | | | |
|---|------------------------------------|----------------------|
| 1 | Yes – available | Continue |
| 2 | Not available/callback (make appt) | RETURN TO SMS |
| 3 | Household refusal | RETURN TO SMS |
| 4 | Selected resident refusal | RETURN TO SMS |
| 5 | Not in Council area | RETURN TO SMS |
| 6 | Language Difficulties | RETURN TO SMS |

ONCE HAVE CORRECT PERSON: Thank-you for your participation. The survey will only take about 8 or 9 minutes AND THE INFORMATION YOU PROVIDE WILL BE USED TO HELP COUNCILS IMPROVE THEIR SERVICES. No information that you provide will be linked to your name.

IF A FARMING HOUSEHOLD: Please note, we would like you to participate in the survey thinking of your needs as a resident, rather than specific farm management issues.

S5: My supervisor may be monitoring the interview for quality control purposes. If you do not wish this to occur, please let me know.

- | | |
|---|------------------------|
| 1 | Monitoring allowed |
| 2 | Monitoring NOT allowed |

MAIN SURVEY

Q1 I'm going to read out a list of nine areas which are the responsibility of local Government. For each area of responsibility, I would like to establish your ASSESSMENT OF THE PERFORMANCE of **(NAME OF COUNCIL)** over the last twelve months. Please keep in mind that the focus is on local government only.

NOW ASK (a) AND (b) WHERE NECESSARY FOR EACH RESPONSIBILITY AREA, BEFORE PROCEEDING TO NEXT SERVICE AREA. RANDOMISE.

Q1ax) In the last twelve months, how has **(NAME OF COUNCIL)** performed on **(RESPONSIBILITY AREA)**? Was it ... ?

READ OUT 1-5 INCLUDING DEFINITIONS THE FIRST TIME AND THEREAFTER ONLY THE KEY WORDS.

- 5 Excellent - outstanding performance
- 4 Good - a high standard
- 3 Adequate - an acceptable standard
- 2 Needs some improvement
- 1 Needs a lot of improvement
- 0 Don't Know / Can't Say

ASK Q1b IF CODES 1 OR 2 IN Q1a. OTHERWISE CONTINUE WITH THE NEXT RESPONSIBILITY AREA.

Q1bx) Why do you say that? PROBE FULLY. DO NOT READ OUT.

USE ATTACHED PRE-CODES FOR EACH RESPONSIBILITY AREA.

ASK Q1c FOR THE SECOND RESPONSIBILITY AREA ONLY.

Q1c) Have you or any member of your household used any of the HEALTH AND HUMAN SERVICES provided by the **(NAME OF COUNCIL)** in the last 12 months?

- 1 Yes
- 2 No

RESPONSIBILITY AREAS:

1. LOCAL ROADS AND FOOTPATHS, excluding highways and main roads **(IF GROUPS 2-5: but INCLUDING roadside slashing / maintenance)**
2. HEALTH AND HUMAN SERVICES; this includes Meals on Wheels, home help, maternal and child health, immunisation, child care, and support for disadvantaged and minority groups, but EXCLUDES hospitals.
3. RECREATIONAL FACILITIES; this includes sporting facilities, swimming pools, sports fields and playgrounds, arts centres and festivals, and library services.
4. APPEARANCE OF PUBLIC AREAS; this includes local parks and gardens, street cleaning and litter collection, and street trees.
5. TRAFFIC MANAGEMENT AND PARKING FACILITIES; this includes council provision of street and off street parking, and local road safety.
6. WASTE MANAGEMENT; this includes garbage and recyclable collection, and operation of tips / transfer stations.

-
7. ENFORCEMENT OF LOCAL LAWS; this includes food and health, noise, animal control, parking, and fire prevention.
8. ECONOMIC DEVELOPMENT; this includes business and tourism, and jobs creation.
9. TOWN PLANNING POLICY AND APPROVALS, including heritage and environmental issues.
-

Q2a In the last twelve months, have you had any contact with **(NAME OF COUNCIL)**? This may have been in person, by telephone, in writing, email or by fax.

- 1 Yes
2 No

SKIP TO Q3

Q2b Thinking of the most recent contact, how well did **(NAME OF COUNCIL)** perform in the WAY you were treated - things like the ease of contact, helpfulness and ability of staff, speed of response, and their attitude towards you. We do NOT mean the ACTUAL OUTCOME. Was it ... READ OUT 1-5 ... ?

- 5 Excellent - outstanding performance
4 Good - a high standard
3 Adequate - an acceptable standard
2 Needs some improvement
1 Needs a lot of improvement
0 Don't Know / Can't Say

ASK Q2c IF OPTION 2 AND CODES 4 OR 5 IN Q2b. OTHERWISE SKIP TO Q3a

Q2c Why do you say that? PROBE FULLY. DO NOT READ OUT.

(USE ATTACHED PRE-CODES)

ASK ALL

Q3a Over the last 12 months, how would you rate the performance of **(NAME OF COUNCIL)** on consulting with the community and leading discussion on key social, economic and environmental issues which could impact on the local area, and may require decisions by Council? Would you say it was... READ OUT PERFORMANCE SCALE 1-5... ?

- 5 Excellent - outstanding performance
4 Good - a high standard
3 Adequate - an acceptable standard
2 Needs some improvement
1 Needs a lot of improvement
0 Don't Know / Can't Say

ASK Q3b IF OPTION 2 AND CODES 4 OR 5 IN Q3a. OTHERWISE SKIP TO Q4a

Q3b Why do you say that? PROBE FULLY. DO NOT READ OUT.

(USE ATTACHED PRE-CODES)

Q4a In the last twelve months, how well has **(NAME OF COUNCIL)** represented and lobbied on behalf of the community with other levels of government and private organisations, on key local issues? Was it ... READ OUT 1-5 ... ?

- 5 Excellent - outstanding performance
- 4 Good - a high standard
- 3 Adequate - an acceptable standard
- 2 Needs some improvement
- 1 Needs a lot of improvement
- 0 Don't Know / Can't Say

ASK Q4b IF OPTION 2 AND CODES 4 OR 5 IN Q4a. OTHERWISE SKIP TO Q5

Q4b Why do you say that? PROBE FULLY. DO NOT READ OUT.

(USE ATTACHED PRE-CODES)

Q5 ON BALANCE, for the last twelve months, how do you feel about the performance of **(NAME OF COUNCIL)**, not just on one or two issues, BUT OVERALL across all responsibility areas. Was it ... READ OUT PERFORMANCE SCALE 1-5 ... ?

- 5 Excellent - outstanding performance
- 4 Good - a high standard
- 3 Adequate - an acceptable standard
- 2 Needs some improvement
- 1 Needs a lot of improvement
- 0 Don't Know / Can't Say

SKIP TO Q7

Q6a In giving your answer to the previous question, has any particular issue STRONGLY influenced your view, either in a positive or negative way? IF YES: Was it a positive or negative influence? MULTICODE IF NECESSARY

- 1 Yes - Positive
- 2 Yes - Negative
- 3 No
- 4 Don't Know / No Response

ASK Q6b IF OPTION 2 AND CODES 4 OR 5 IN Q5. OTHERWISE SKIP TO Q7

Q6b Why do you say that on balance the council's overall performance is in need of improvement? PROBE FULLY. DO NOT READ OUT.

(USE ATTACHED PRE-CODES)

Q7 Over the last 12 months, what is your view of the direction of **(NAME OF COUNCIL)**'s overall performance? Has it IMPROVED, STAYED THE SAME or DETERIORATED?

- 1 Improved
- 2 Stayed the Same
- 3 Deteriorated
- 4 Don't Know / Can't Say

DEMOGRAPHICS

Q8a Now I have just three final questions ...To which one of the following age groups do you belong? (READ OUT 1-5)

- 1 18 - 24
- 2 25 - 34
- 3 35 - 49
- 4 50 - 64
- 5 65 +
- 6 Refused
- 7 Under 18

GO TO Q8b

NOW GO TO Q9

Q8b I originally asked to speak to someone who is 18 years or older. Can you please confirm that you are under 18 years old?

- 1 Yes, confirm
- 2 No

GO BACK TO Q8a

Q9 Thinking of the property you live in, do you OWN it or are you RENTING?

- 1 Own (includes purchasing)
- 2 Renting

IF CALLING PROPERTY IN COUNCIL AREA ASK Q10a, IF CALLING PROPERTY OUTSIDE COUNCIL AREA ASK Q10b

Q10a Is the property WE HAVE CALLED YOU AT your main permanent residence or a secondary residence such as a holiday home?

Q10b Is the property in the **(NAME OF COUNCIL)** area your main permanent residence or a secondary residence such as a holiday home?

- 1 Permanent residence
- 2 Secondary residence

Q11 Record gender:

- 1 Male
- 2 Female

Q12 Record language interview conducted in:

- 1 English
- 2 Other SPECIFY (including home translator)

CLOSE: Thank you for taking part in this research. Your views count and we're very glad you made them known to us. This research is being carried out in accordance with the Privacy Act and the information you provided will be used for research purposes only. Once the survey is complete, any information that could identify you will be removed from the computer records.

Just in case you missed it, my name is and I'm from the Wallis Group. If you would like more information about this survey please visit our website at www.wallisgroup.com.au . If would like to check the bona fides of the Wallis Group you may contact the Australian Market and Social Research Society on 1300 364 830.

RESPONSIBILITY AREA PRE-CODES**RA 1 – Local Roads and Footpaths Pre-codes****ON SCREEN:**

1. Improve/ Fix/ Repair uneven surface of footpaths
2. More frequent/ better re-surfacing of roads
3. More frequent / better slashing of roadside verges
4. Improve standard of unsealed roads (loose gravel, dust, corrugations)
5. Improve/More frequent grading etc of unsealed roads
6. Quicker response for repairs to roads, footpaths or gutters
7. Increase number of footpaths/ widen footpaths
8. Fix/ improve unsafe sections of roads
9. Improve the quality of maintenance on roads and footpaths
10. More frequent maintenance/ cleaning of roadside drains and culverts
11. Fix/ improve edges and shoulders of roads
12. More/ better roadside drains and culverts
13. Prune/trim trees/shrubs overhanging footpaths/roads
14. Other (SPECIFY)

CODING:

15. Widen roads/roads too narrow
16. More/better street/road signs (including position/visibility)
17. More/better street lighting
18. Need improved/more frequent weed control
19. Increase number of sealed roads - outside town limits
20. Increase number of sealed roads - inside town limits
21. Tree roots causing damage to footpaths/roads/drains
22. Council favours/focuses on certain areas over others
23. Traffic management issues

RA 2 – Health and Human Services Pre-codes**ON SCREEN:**

1. More funds/resources to reduce waiting lists for services
2. More facilities/resources for Aged Care/better nursing homes
3. More/better support/services for minority/disadvantaged groups
4. Increase resources for/availability of home help /meals on wheels
5. More resources/longer hours for Maternal & Child Health Facilities
6. Improved/More childcare facilities/after school/holiday care
7. Improve quality of home help
8. More/better centres/facilities generally in more remote towns/areas
9. Services need to be improved in all areas/council needs to do more
10. Improve quality/variety of food in meals on wheels program
11. More/better publicity/information about available services
12. More/better premises for health or community facilities
13. Better transport to/from health or community centres/facilities
14. Other (SPECIFY)

CODING:

15. More/better activities/programs for young people
16. More information/resources to immunisation programs
17. Improve services for children with special needs/ disability services
18. More facilities/services for mental health
19. Improve/increased dental program/services
20. Better management of services/organisations

RA 3 – Recreational Facilities Pre-codes**ON SCREEN:**

1. More/better Sporting Complexes (including pools)
2. Better maintenance of Sporting facilities (including pools)
3. More facilities/activities for young people/teenagers
4. More/better/safer Playgrounds and/or equipment/with sun shade
5. More/better sporting complexes and/or facilities in smaller towns
6. More/better recreational activities/programs
7. More/better library buildings/no library service/closing /moving library
8. More/better facilities and resources at libraries (incl funding)
9. More community consultation about recreational facilities etc
10. More/better arts/cultural facilities/events in smaller towns
11. More/better bike paths/ walking tracks/ skate board facilities
12. Longer opening hours for Sporting Complexes (including pools)
13. More support/funding needed for recreational/sporting facilities
14. Other (SPECIFY)

CODING:

15. More/better amenities in recreation areas (eg. seats, picnic tables, barbeques etc)
16. Less expensive recreational facilities and activities/more consistent fees
17. Better/More maintenance of Parks/Playgrounds-syringes/ lighting/ trees/ equipment etc
18. More support for local sporting clubs in smaller towns
19. Council favours certain areas over others in regard to recreational facilities
20. More publicity/information on facilities and activities/programs
21. More/better performing arts facilities
22. More/better events and festivals
23. Not enough money spent on cultural events and festivals
24. Not enough support for local community groups/clubs
25. Larger range/greater availability of books
26. Pool/baths closing/moving/closed/should be open more months a year
27. Need more parks/open space
28. Everything takes too long/upgrading of facilities/decision making i.e. facilities
29. Improved management of facilities/sports/recreation/library etc (incl food management)

RA 4 – Appearance of Public Areas Pre-codes**ON SCREEN:**

1. Better maintenance of parks and gardens
2. More frequent/better street cleaning
3. More frequent/better pruning of street trees/plants
4. More frequent slashing/mowing of public areas/fire hazard
5. More frequent/better removal of litter in parks and gardens
6. Better care of street trees - watering, staking, removal etc
7. Better landscaping/design (eg. more colour, more shady trees)
8. More street trees
9. Better maintenance of beaches, lakes, rivers and surrounding areas
10. Some areas favoured over others/some areas are neglected
11. Better maintenance of amenities in parks (BBQ's, tables, toilets etc)
12. More frequent sweeping of leaves
13. More emphasis on smaller towns
14. Other (SPECIFY)

CODING:

15. More frequent spraying of weeds in open spaces/better weed management
16. Retain/More parks and gardens/open spaces
17. Better amenities within parks/gardens (eg. BBQ's, Picnic tables, toilets, play equipment etc.)
18. Better/different types/mix of trees/vegetation/more appropriate trees
19. Cleaning of public areas/generally untidy
20. More frequent clearing of public litter bins
21. More/better cleaning up of condoms, syringes etc. in parks, beaches, alleys
22. Clear drains regularly/stormwater drains often blocked/gutters
23. Improve streetscapes with landscape or architectural features
24. More public litter bins
25. Quicker/more frequent removal of graffiti/attention to vandalism
26. Cutting down too many trees
27. More maintenance of nature strips/median strips
28. Improve/better maintenance of entrances to town
29. Not responsive to maintenance requests/takes too long

RA 5 – Traffic Management and Parking Facilities Pre-codes**ON SCREEN:**

1. More parking facilities adjacent to shopping and business centres
2. More parking facilities/capacity
3. Poor traffic/parking management
4. Improve traffic flow/congestion
5. Improve traffic management at intersections
6. More free parking/cheaper parking
7. Improve road signage – general (parking/speed/road works)
8. More parking specifically allocated for residents
9. Longer parking times/more long-term parking
10. More speed inhibitors (humps, barriers, traffic islands etc)
11. Improved parking management /more parking around schools
12. Less parking restrictions
13. Fewer parking meters
14. Other (SPECIFY)

CODING:

15. More parking enforcement/traffic officers
16. More disabled parking needed
17. Reduce speed limits in residential areas
18. More pedestrian crossings
19. Streets/roads too narrow/need widening/cars parked on sides
20. Improve blind spots, dangerous curves etc. on country roads (excluding highways)
21. More community consultation
22. Greater restriction of non-resident parking
23. More parking restrictions
24. More parking around specific areas, eg train stations, hospitals, etc
25. Fewer speed inhibitors (humps, barriers traffic islands etc)
26. Install more traffic lights at dangerous intersections
27. Less Roundabouts
28. Restrict/discourage traffic on residential roads
29. Restrict truck traffic in streets
30. Parking spaces too small/need to be widened
31. Greater enforcement of speed limits

RA 6 – Waste Management Pre-codes**ON SCREEN:**

1. More consistent/ lower fees for tips etc (reintroduce vouchers)
2. Any/more frequent hard waste collection
3. More comprehensive recycling program/no recycling program
4. More consistent/convenient/Longer opening times/days for Tips etc.
5. No garbage collection
6. More reliable Collections
7. Bigger bins
8. Any/More frequent collection of green waste/vegetation
9. Better location of tip/transfer station/rubbish dump/no tip/closed tip
10. No collection of recyclable materials
11. Any/Better containers for collection of recyclable /green materials
12. More frequent collection of recyclable materials
13. Tip/transfer stations in poor condition/badly managed
14. Other (SPECIFY)

CODING:

15. Spilling garbage on footpath/ road during garbage collection/rubbish blows out of truck
16. Bins should be returned upright to curbside/in same place/with lids closed
17. More frequent rubbish collection
18. Cost of garbage/waste collection too much (including bins)
19. Extend areas covered by garbage collection in areas outside townships
20. Provide more info/keep residents informed about waste management procedures
21. More community consultation
22. Less damage to garbage bins
23. More education/promotion for recycling
24. Recyclable material goes into garbage truck/Doubt recycling occurs
25. Inconvenient time of day for pick-ups (too early/late/too noisy)
26. Collection of rubbish left on streets/footpaths/gutters/public areas
27. Quicker response to requests i.e., for new bins/bin lids

RA 7 – Enforcement of Local Laws Pre-codes**ON SCREEN:**

1. Greater enforcement of animal Local Laws
2. Greater enforcement of noise Local Laws (domestic, industrial, traffic)
3. Greater enforcement of parking restrictions/more officers/rangers
4. Greater enforcement of Local Laws generally/more Local Laws officers
5. Greater enforcement of fire prevention Local Laws to clean up properties
6. Greater enforcement of fire prevention Local Laws
7. Greater enforcement of health/food handling Local Laws
8. Greater enforcement of littering Local Laws
9. Local Laws are too stringent
10. Less enforcement of parking restrictions
11. Quicker response to reports of Local Law infringements
12. Better attitude for Local Laws enforcement officers/rangers
13. Local Laws are too lenient
14. Other (SPECIFY)

CODING:

15. Greater enforcement of pollution Local Laws (domestic, industrial, traffic etc)
16. More publicity/information to residents
17. Local Laws purely revenue raising
18. Animal Local Laws are too stringent
19. Greater enforcement of traffic/road laws (including footpaths)
20. More consistent application of Local Laws/enforcement
21. Create access to/more free parking/unrestricted parking/dislike parking meters

RA 8 – Economic Development Pre-codes**ON SCREEN:**

1. More/better job creation programs/employment opportunities
2. Encourage more tourism
3. Too little support for local businesses/ new business/many closing down
4. Greater emphasis on Economic Development in general
5. Encourage more companies/industries to re-locate to the area
6. Unaware of any economic development/improvement needed
7. Better financial planning/manage't of Council budget/ money wasted
8. Too much focus on major towns/need more focus on rural & regional areas
9. Not enough promotion of local businesses
10. Encourage more desirable industries to locate to the area
11. Need to publicise/inform the community of Council activities
12. More community consultation/consultation with business
13. Too much emphasis on tourism
14. Other (SPECIFY)

CODING:

15. Some areas of local govt are neglected
16. Stop rate increases/rates too high for businesses
17. Attract/encourage better/more diverse shops/businesses i.e. Target/ Spotlight/ newsagents
18. Takes too long to get things done/complete projects
19. Infrastructure in the area needs to be improved/keep up with new developments

RA 9 – Town Planning Policy and Approvals Pre-codes**ON SCREEN:**

1. Better planning policies
2. More efficient/faster approval processes
3. More consultation with community
4. More consistent decisions
5. Too little regulation in heritage areas/knocking down old houses
6. Council should be stronger in representing community opinion
7. Take better account of environmental issues
8. Less high density dwellings
9. Too much residential sub-division
10. Ugly/inappropriate design/development/out of character with area
11. Greater enforcement of/adherence to planning policies
12. Take better account of impact on neighbouring properties
13. Too much regulation in heritage areas
14. Other (SPECIFY)

CODING:

15. Less development/too much overdevelopment
16. Greater clarity/information on guidelines and process for building application
17. Too much highrise development/high rise apartments
18. More helpful Town planning staff
19. Not enough infrastructure to support new developments i.e. lack of water/
parking/ roads
20. Process is too bureaucratic/needs to be flexible/too many regulations/in
exports
21. Council not very professional in this area/poor management
22. Could do better in this area/some areas favoured over others
23. Better planning for development of shopping areas
24. Decisions overridden by State Government/VCAT/the Tribunal

VALUE-ADD QUESTIONS PRE-CODES

Customer Contact: Q2c Why do you say that?

ON SCREEN (ALL):

1. Lack of follow up
2. Took too long to respond
3. Not interested in helping/didn't take an interest/responsibility
4. Poor customer service/ need better communication skills/personal service
5. Impolite/rude manner/tone
6. Issue not resolved in a satisfactory manner
7. Passed around departments/not clear who to speak to
8. Not knowledgeable
9. Did not achieve outcome I wanted
10. Too hard to get through to anyone/kept getting machine
11. Need longer opening hours/after hours contacts
12. Understaffed/spent too long waiting in queue/on phone
13. Not enough information/keep community informed
14. Other (SPECIFY)

Advocacy: Q3b Why do you say that?

ON SCREEN:

1. Don't represent the interests of the community
2. Not sure what the council does/ need to promote/ communicate effectively
3. Council does not make sufficient effort
4. Council represents some areas/services/interests but neglect others
5. Council more interested in politics/themselves than community interests
6. Don't consult to gauge community views
7. Not doing enough/ need to lobby harder on key local issues
8. Lobbying skills need improvement/ more professional/ effective lobbying
9. Didn't lobby effectively on freeway/toll issues etc
10. Division within council/infighting/need to be more cohesive
11. Need to assist/protect/encourage local business/industry
12. Town planning issues/ inappropriate development
13. Need more/improved public transport
14. Other (SPECIFY)

CODING:

15. Time taken for action to take place is too long
16. Could generally improve/do better
17. Rates are too high/unjustified increases
18. Councillors seem incompetent/naive/inexperienced
19. Waste money/spending money in the wrong areas

Overall Performance:

Q5b Why do you say that on balance the council's overall performance is in need of improvement?

ON SCREEN:

1. Favour certain areas in Shire/ local government area over others
2. Council too focused on internal politics/ don't achieve outcomes
3. Make decisions despite community consultation/ don't listen to community
4. Rates are not giving value for money
5. Local roads and footpaths
6. Town planning policy and approvals
7. Decline in standard of service generally provided by council
8. Waste/spend too much money/poor financial management/in debt
9. Communicating/leading discussion with community
10. Appearance of public areas including foreshore
11. Traffic management and parking facilities
12. Recreational facilities
13. Economic development
14. Other (SPECIFY)

CODING:

15. More resources/better handling of environmental issues
16. Service not as good as other councils
17. Health and human services
18. Waste management
19. Customer contact
20. Enforcement of Local laws
21. Too slow to act/respond/make decisions
22. Advocacy - representation to other levels of govt
23. Crime/drug related problems/violence
24. Wasted money on plastic cows/moving art/public sculpture

Community Engagement: Q7b Why do you say that?**ON SCREEN:**

1. Need to keep community better informed/communicate more
2. Don't consult sufficiently/effectively/with entire community
3. Don't listen/ need to take more notice of community's wishes
4. More community consultation/ use consultants less/more public meetings
5. Need to publicise/promote consultation sessions and inform us of results
6. Only pay lip service to issues/need to follow through
7. Don't take a role in leading discussion/aren't proactive
8. Communicate more regularly via newsletter/ local paper etc
9. Only talk to the same people
10. Need to consult with all areas of the LGD
11. Inconsistent/ pick and choose which issues it leads discussion on
12. Too much council in-fighting/get politics out of it
13. Takes too long to get things done/ not enough action
14. Other (SPECIFY)

CODING:

15. Should explain/justify/consult more on rates and fees
16. Rates are too high
17. More knowledgeable people/senior management on council
18. People don't get opportunity to speak at council meetings
19. Too concerned with lobby groups/minority groups
20. Could generally improve
21. Inappropriate developments/poor town planning decisions
22. Need to focus more on environmental issues

APPENDIX 2

List of participating councils

Annual Community Satisfaction Survey 2010

Participating Councils

1. Inner Melbourne Metropolitan Councils

Banyule City Council
Bayside City Council
Boroondara City Council
Darebin City Council
Glen Eira City Council
Hobsons Bay City Council
Kingston City Council
Maroondah City Council
Melbourne City Council
Monash City Council
Moonee Valley City Council
Moreland City Council
Port Phillip City Council
Stonnington City Council
Whitehorse City Council
Yarra City Council

2. Outer Melbourne Metropolitan Councils

Brimbank City Council
Cardinia Shire Council
Casey City Council
Frankston City Council
Greater Dandenong City Council
Hume City Council
Knox City Council
Manningham City Council
Melton Shire Council
Mornington Peninsula Shire Council
Nillumbik Shire Council
Whittlesea City Council
Wyndham City Council
Yarra Ranges Shire Council

3. Rural Cities and Regional Centres

Ballarat City Council
Greater Bendigo City Council
Greater Geelong City Council
Greater Shepparton City Council
Horsham Rural City Council
Latrobe City Council
Mildura Rural City Council
Swan Hill Rural City Council
Wangaratta Rural City Council
Warrnambool City Council
Wodonga City Council

4. Large Rural Shires

Bass Coast Shire Council
Baw Baw Shire Council
Campaspe Shire Council
Colac-Otway Shire Council
Corangamite Shire Council
East Gippsland Shire Council
Glenelg Shire Council
Macedon Ranges Shire Council
Mitchell Shire Council
Moirra Shire Council
Moorabool Shire Council
Moyne Shire Council
South Gippsland Shire Council
Southern Grampians Shire Council
Surf Coast Shire Council
Wellington Shire Council

5. Small Rural Shires

Alpine Shire Council
Ararat Rural City Council
Benalla Rural City Council
Buloke Shire Council
Central Goldfields Shire Council
Gannawarra Shire Council
Golden Plains Shire Council
Hepburn Shire Council
Hindmarsh Shire Council
Indigo Shire Council
Loddon Shire Council
Mansfield Shire Council
Mount Alexander Shire Council
Murrindindi Shire Council
Northern Grampians Shire Council
Pyrenees Shire Council
Borough of Queenscliffe
Strathbogie Shire Council
Towong Shire Council
West Wimmera Shire Council
Yarriambiack Shire Council

APPENDIX 3

Responses to Open-Ended Questions

Please note: The verbatims in this document are **unedited** comments recorded exactly as taken by the interviewer.

Overall Performance

Reasons why council needs to improve overall performance:

	Number of respondents:	91
		%
Response codes:		
Make decisions despite community consultation/ don't listen to community		42
Communicating/leading discussion with community		24
Town planning policy and approvals		18
Rates are not giving value for money		10
Council too focused on internal politics/ don't achieve outcomes		9
Local roads and footpaths		9
Economic development		8
Traffic management and parking facilities		7
Waste/spend too much money/poor financial management/in debt		7
Decline in standard of service generally provided by council		5
Appearance of public areas including foreshore		5
Customer contact		5
Councillors/ staff seem incompetent		4
More resources/better handling of environmental issues		3
Enforcement of By laws		2
Favour certain areas in Shire/ local government area over others		1
Health and human services		1
Too slow to act/respond/make decisions		1
Improve facilities/ amenities/ infrastructure		1
Waste management		1
Too many councillors		1
Crime/drug related problems/violence		0
Wasted money on plastic cows/moving art/public sculpture		0
Service not as good as other councils		0
Recreational facilities		0
Advocacy - representation to other levels of govt		0
Other		10
Don't know		1

'Other' includes the following verbatim comments:

Too small to exist. No money.

I don't think the Borough of Queenscliff should exist to be quite frank and it should be amalgamated with the City of Geelong

I would vote to remove the council if I could. Serious lack of consultation. A lot of gardens are requiring cross pollination by bees but there are no bees this year and no fruit on trees. They banned people from keeping bees and banned European bees so that native bees can re-establish, but native bees do not cross pollinate fruit trees. They did that without consulting with the community.

They need to be more upfront and let us know what is going on to keep property values up.

Fire prevention.

There are certain things in the community that they should have addressed. Also, we had a closed house meeting without the payers knowing what is going on or had decided. There's a lack of information

Fisherman flats!

They're completely incompetent with handling matters. It should be dissolved and taken over by the Geelong City Council.

After 110 years, it's a bit far down the road to try and reduce the value of my house.

Advocacy

Reasons why council needs to improve on representing the community's interests:

Number of respondents: 45
%

Response codes:

Don't represent the interests of the community	24
Don't consult to gauge community views	22
Council does not make sufficient effort	20
Lobbying skills need improvement/ more professional/ effective lobbying	20
Not doing enough/ need to lobby harder on key local issues	18
Not sure what the council does/ need to promote/ communicate effectively	14
Town planning issues/ inappropriate development	14
Council more interested in politics/themselves than community interests	9
Council represents some areas/services/interests but neglect others	4
Division within council/infighting/need to be more cohesive	3
Didn't lobby effectively on freeway/toll issues etc	3
Time taken for action to take place is too long	1
Could generally improve/do better	1
Need to assist/protect/encourage local business/industry	0
Need more/improved public transport	0
Rates are too high/unjustified increases	0
Councillors seem incompetent/naive/inexperienced	0
Waste money/spending money in the wrong areas	0
Not doing enough/ need to lobby more on water/drought issues	0
Other	8
Don't know	0

'Other' includes the following verbatim comments:

The decisions taken by the borough have to be more consistent; they change it too much after taking a decision and they tend to be populous rather than making hard decisions.

They let the situation go so far until there is a public outcry. It should be handled in a different way.

Decisions on the global warming came from the state government.

Greater protection of Birth users.

The council didn't take proper advice and jumped the gun without realising the implications of things like global warming and seas rising. They needed advice on the impact of global warming and essentially have problems with an inability to liaise with specialists.

They try to be too small and insular; just about everybody has to go to VCAT to get a decision made and that's just crackers because you pay and they don't and it costs 12 -\$18 000. They could make a decision themselves. Like if you want to get a footpath in and building a house is very difficult. I think you'll find if you speak to a builder they'll say the whole system is crackers. There's hardly a house that goes through as one person objects and so it gets held up.

Community Engagement

Reasons why council needs to improve on community consultation / being proactive:

Number of respondents: 139
%

Response codes:

Don't consult sufficiently/effectively/with entire community	49
More community consultation/ use consultants less/more public meetings	35
Need to keep community better informed/communicate more	27
Don't listen/ need to take more notice of community's wishes	27
More attention on other particular local issues	11
Inconsistent/ pick and choose which issues it leads discussion on	4
Don't take a role in leading discussion/aren't proactive	4
Need to publicise/promote consultation sessions and inform us of results	4
Only pay lip service to issues/need to follow through	3
Need to focus more on environmental issues	1
Inappropriate developments/poor town planning decisions	1
More knowledgeable people/senior management on council	1
Could generally improve	1
Communicate more regularly via newsletter/ local paper etc	1
Too much council in-fighting/get politics out of it	1
Should explain/justify/consult more on rates and fees	1
People don't get opportunity to speak at council meetings	0
Too concerned with lobby groups/minority groups	0
Takes too long to get things done/ not enough action	0
Only talk to the same people	0
Rates are too high	0
Need to consult with all areas in the council/ district	0
Councillors/ incompetent/ uninterested/ dishonest/ self-serving	0
Waste money	0
Need to communicate in different languages	0
Other	4
Don't know	0

'Other' includes the following verbatim comments:

Council is too small to even exist. They should join Geelong as it's a tiny place with no resources to do anything.

There's a new council and they seem confident in what they are saying. I think they are too small a council to deal with the broader range and complex issues. We should be part of greater Geelong city council.

Lot of environment issues which are impacting on the community and the borough seems to be very passive in their policy making and lobbying govt. on the issues

The council made a decision about flooding issues and town planning that went against the recommendations of their own planners.

We're over governed here; they should amalgamate with another council.

Customer Contact

Reasons why council needs to improve on customer contact:

	Number of respondents:	42
		%
Response codes:		
Lack of follow up		48
Not interested in helping/didn't take an interest/responsibility		26
Took too long to respond		21
Poor customer service/ need better communication skills/personal service		19
Issue not resolved in a satisfactory manner		14
Impolite/rude manner/ tone		12
Did not achieve outcome I wanted		10
Not enough information/keep community informed		10
Passed around departments/not clear who to speak to		2
Too hard to get through to anyone/kept getting machine		2
Not knowledgeable		2
Understaffed/spent too long waiting in queue/on phone		0
Need longer opening hours/after hours contacts		0
Other		2
Don't know		0

'Other' includes the following verbatim comments:

The new Councillors are proactive and doing a great job, however the staffs of the Borough who have been working at the council offices for a long time are doing business in a bizarre way. They are giving out misinformation and making nonsensical and inconsistent decisions.

Responsibility Areas

Reasons why council needs to improve on local roads and footpaths:

Number of respondents: 115
%

Response codes:

Improve/ Fix/ Repair uneven surface of footpaths	34
Increase number of footpaths/ widen footpaths	28
More frequent/ better re-surfacing of roads	23
Improve the quality of maintenance on roads and footpaths	15
More/ better roadside drains and culverts	14
More frequent/ better slashing of roadside verges	8
Fix/ improve unsafe sections of roads	6
Quicker response for repairs to roads, footpaths or gutters	5
Prune/trim trees/shrubs overhanging footpaths/roads	5
More frequent maintenance/ cleaning of roadside drains and culverts	4
Improve standard of unsealed roads (loose gravel, dust, corrugations)	3
Fix/ improve edges and shoulders of roads	3
Better access on footpaths for wheelchairs/ prams/ elderly	3
Improve/More frequent grading etc of unsealed roads	2
Traffic management issues	1
Waste money on unnecessary maintenance	1
More/better street lighting	1
More/ improved bike paths	1
Increase number of sealed roads - inside town limits	0
Tree roots causing damage to footpaths/roads/drains	0
Council favours/focuses on certain areas over others	0
More/better street/road signs (including position/visibility)	0
Widen roads/roads too narrow	0
Better communication with community	0
Need improved/more frequent weed control	0
Increase number of sealed roads - outside town limits	0
Seal unsealed roads	0
No levies for roads and footpaths	0
Other	4
Don't know	0

'Other' includes the following verbatim comments:

Unblock Alexander crescent, which currently would prevent people from escaping in the event of a fire. I feel it is highly dangerous and I want the street unblocked.

More maintenance around the beachside.

Better care of the foreshore in the winter months.

We need more opportunities to present views on roads; the council should host a few days where everyone in the community is allowed to present their views on the roads in the area and work from there.

The street I live in has no gutters, no footpaths, no streetlights and hasn't been touched in 20 years.

Responsibility Areas

Reasons why council needs to improve on health and human services:

Number of respondents: 6
 Number of responses

Response codes:

More facilities/resources for Aged Care/better nursing homes	2
Services need to be improved in all areas/council needs to do more	2
Increase resources for/availability of home help /meals on wheels	1
More/better centres/facilities generally in more remote towns/areas	1
More funds/resources to reduce waiting lists for services	1
Improved/More childcare facilities/after school/holiday care	0
Improve quality of home help	0
More/better support/services for minority/disadvantaged groups	0
More resources/longer hours for Maternal & Child Health Facilities	0
Improve quality/variety of food in meals on wheels program	0
More/better publicity/information about available services	0
More/better premises for health or community facilities	0
Better transport to/from health or community centres/facilities	0
More/better activities/programs for young people	0
More information/resources for immunisation programs	0
Improve services for children with special needs/ disability services	0
More facilities/services for mental health	0
Improve/increased dental program/services	0
Better management of services/organisations	0
Other	0
Don't know	0

Responsibility Areas

Reasons why council needs to improve on recreational facilities:

	Number of respondents:	48
		%
Response codes:		
More/better Sporting Complexes (excluding pools)		25
Better maintenance of Sporting facilities (excluding pools)		25
More support/funding needed for recreational/sporting facilities		17
More/better amenities in recreation areas (eg.seats,picnic tables,BBQs)		13
More/better arts/cultural facilities/events in smaller towns		6
More/better/safer Playgrounds and/or equipment/with sun shade		6
More/better library buildings/no library service/closing /moving library		6
Everything takes too long/upgrading of facilities/decision making i.e. facilities		6
Improved management of facilities/sports/recreation/library etc (incl food management)		6
More/ better/ maintenance of pools		6
More/better sporting complexes and/or facilities in smaller towns		4
More/better facilities and resources at libraries (incl funding)		4
More community consultation about recreational facilities etc		2
Better/More maintenance of Parks/Playgrounds-syringes/lighting/trees/equipment		2
Council favours certain areas over others in regard to recreational facilities		2
More publicity/information on facilities and activities/programs		2
More/better performing arts facilities		2
More/better events and festivals		2
Not enough money spent on cultural events and festivals		2
Not enough support for local community groups/clubs		2
Need more parks/open space		2
More facilities/activities for young people/teenagers		2
Longer opening hours for Sporting Complexes (including pools)		2
More facilities/ activities for older people/ pensioners		2
More/better recreational activities/programs		2
Less expensive recreational facilities and activities/more consistent fees		0
More/better bike paths/ walking tracks/ skate board facilities		0
More support for local sporting clubs in smaller towns		0
Larger range/greater availability of books		0
Should allocate funds better in more important areas		0
Pool/baths closing/moving/closed/should be open more months a year		0
Other		2
Don't know		0

'Other' includes the following verbatim comments:

The cricket ground has become a camping ground as well, which restricts the local's ability to park in the area.

Responsibility Areas

Reasons why council needs to improve on appearance of public areas:

	Number of respondents:	56
		%
Response codes:		
Better maintenance of parks and gardens		18
Better care of street trees - watering, staking, removal etc		18
More street trees		18
Better landscaping/design (eg. more colour, more shady trees)		16
More frequent/better street cleaning		16
More frequent/better pruning of street trees/plants		13
Better maintenance of beaches, lakes, rivers and surrounding areas		11
Better maintenance of amenities in parks (BBQs, tables, toilets etc)		9
More frequent/better removal of litter in parks and gardens		7
Improve/better maintenance of entrances to town		7
Better amenities within parks/gardens (eg. BBQs, Picnic tables, toilets, play equipment etc.)		4
More frequent slashing/mowing of public areas/fire hazard		4
More consultation with community		4
Better/different types/mix of trees/vegetation/more appropriate trees		2
More public litter bins		2
Cutting down too many trees		2
More frequent sweeping of leaves		2
Not responsive to maintenance requests/takes too long		2
Some areas favoured over others/some areas are neglected		2
More/better cleaning up of condoms, syringes etc. in parks, beaches, alleys		0
Clear drains regularly/stormwater drains often blocked/gutters		0
Improve streetscapes with landscape or architectural features		0
Retain/More parks and gardens/open spaces		0
Quicker/more frequent removal of graffiti/attention to vandalism		0
More emphasis on smaller towns		0
More maintenance of nature strips/median strips		0
More frequent spraying of weeds in open spaces/better weed management		0
Cleaning of public areas/generally untidy		0
More frequent clearing of public litter bins		0
More/ better street lighting		0
Improve roads/ footpaths/ bikepaths		0
Consideration of short water resources during drought		0
Relies on volunteer labour/ need more manpower		0
Other		2
Don't know		2

'Other' includes the following verbatim comments:

There is a toilet block down in the park area off Gellibrand Street that I really think they should get rid of it and put it in a better place.

Responsibility Areas

Reasons why council needs to improve on traffic management and parking facilities:

Response codes:	Number of respondents:	90 %
More parking facilities adjacent to shopping and business centres		38
More parking facilities/capacity		38
Poor traffic/parking management		24
Improve traffic flow/congestion		24
Improve traffic management at intersections		9
More speed inhibitors (humps, barriers, traffic islands etc)		6
Improve road signage - general (parking/speed/road works)		3
More parking enforcement/traffic officers		3
Beautifying the area has cut the number of parking spaces		3
Less parking restrictions		2
More parking specifically allocated for residents		2
More pedestrian crossings		2
Improved parking management /more parking around schools		2
More free parking/cheaper parking		1
More community consultation		1
More parking around specific areas, eg train stations, hospitals, etc		1
Less Roundabouts		1
Make roads safer		1
Longer parking times/more long-term parking		1
More disabled parking needed		0
Greater restriction of non-resident parking		0
More parking restrictions		0
Reduce speed limits in residential areas		0
Fewer speed inhibitors (humps, barriers traffic islands etc)		0
Install more traffic lights at dangerous intersections		0
Fewer parking meters		0
Restrict/discourage traffic on residential roads		0
Restrict truck traffic in streets		0
Parking spaces too small/need to be widened		0
Greater enforcement of speed limits		0
Better attitude from parking inspectors/ less focus on revenue raising		0
Streets/roads too narrow/need widening/cars parked on sides		0
Issues with lower/ 40km speed limit		0
Better/ safer areas around schools		0
Improve visibility/ cut back vegetation		0
Improve public transport facilities		0
Encourage cyclists/ improve bike lanes		0
Issues with bikes/ disagree with bike lanes		0
Improve blind spots, dangerous curves etc. on country roads (excluding highways)		0
Not enough parking in tourist areas/ holiday/ events		0
Layout of parking		0
Other		2
Don't know		0

'Other' includes the following verbatim comments:

The new gutters do not seem to be at the right height.

No effort to improve traffic especially during the summer.

Responsibility Areas

Reasons why council needs to improve on waste management:

	Number of respondents:	63
		%
Response codes:		
Any/More frequent collection of green waste/vegetation		56
Any/more frequent hard waste collection		21
More reliable Collections		14
Bigger bins		10
Any/Better containers for collection of recyclable /green materials		6
More comprehensive recycling program/no recycling program		5
More consistent/ lower fees for tips etc (reintroduce vouchers)		3
Better location of tip/transfer station/rubbish dump/no tip/closed tip		3
No garbage collection		3
Provide more info/keep residents informed about waste management procedures		3
More consistent/convenient/Longer opening times/days for Tips etc.		2
More frequent collection of recyclable materials		2
More frequent rubbish collection		2
Cost of garbage/waste collection too much (including bins)		2
No collection of recyclable materials		2
Collection of rubbish left on streets/footpaths/gutters/public areas		2
Inflexible about what they will collect		2
Offer more bins/ different sized		2
Bins should be returned upright to curbside/in same place/with lids closed		0
More community consultation		0
Less damage to garbage bins		0
More education/promotion for recycling		0
Recyclable material goes into garbage truck/Doubt recycling occurs		0
Inconvenient time of day for pick-ups (too early/late/too noisy)		0
Tip/transfer stations in poor condition/badly managed		0
Quicker response to requests i.e., for new bins/bin lids		0
Drive less dangerously/ take more care during collection		0
Spilling garbage on footpath/ road during garbage collection/rubbish blows out of truck		0
Bins not fully emptied		0
Dissatisfied with where the bin has to be located to be collected		0
Extend areas covered by garbage collection in areas outside townships		0
Other		3
Don't know		0

'Other' includes the following verbatim comments:

They're contracted to a service provider who doesn't do the right thing and the council ignore it.

We should go back to policies of previous years or provide special bins for household waste.

Responsibility Areas

Reasons why council needs to improve on enforcement of Local Laws:

	Number of respondents:	78
		%
Response codes:		
Greater enforcement of animal local laws		49
Greater enforcement of parking restrictions/more officers/rangers		21
Greater enforcement of local laws generally/more Local laws officers		18
Greater enforcement of noise local laws (domestic, industrial, traffic)		12
Greater enforcement of fire prevention local laws		6
Greater enforcement of fire prevention local laws to clean up properties		5
local laws are too lenient		5
Quicker response to reports of Local law infringements		4
Greater enforcement of health/food handling local laws		4
Greater enforcement of littering local laws		3
More publicity/information to residents		3
Animal local laws are too stringent		3
Greater enforcement of traffic/road laws (including footpaths)		3
local laws are too stringent		1
Better attitude for local laws enforcement officers/rangers		1
Less enforcement of parking restrictions		1
Create access to/more free parking/unrestricted parking/dislike parking meters		1
Greater enforcement of picking up after dog		1
Greater enforcement of state and federal laws		1
Greater enforcement of pollution local laws (domestic, industrial, traffic etc)		0
Greater enforcement of anti-graffiti/ clean up graffiti		0
local laws purely revenue raising		0
More consistent application of local laws/enforcement		0
Other		1
Don't know		0

'Other' includes the following verbatim comments:

They cannot make decisions and are incompetent. Everything goes to VCAT.

Responsibility Areas

Reasons why council needs to improve on economic development:

	Number of respondents:	62
		%
Response codes:		
Encourage more tourism		27
Too little support for local businesses/ new business/many closing down		21
More/better job creation programs/employment opportunities		18
Greater emphasis on Economic Development in general		15
Too much emphasis on tourism		10
Better financial planning/management of Council budget/money wasted		6
Not enough promotion of local businesses		5
Unaware of any economic development/improvement needed		5
Encourage more companies/industries to re-locate to the area		2
Need to publicise/inform the community of Council activities		2
More community consultation/consultation with business		2
Too much focus on major towns/need more focus on rural & regional areas		2
Stop rate increases/rates too high for businesses		2
Takes too long to get things done/complete projects		2
Infrastructure in the area needs to be improved/keep up with new developments		2
Attract/encourage better/more diverse shops/businesses i.e. Target/ Spotlight/ newsagents		0
Some areas of local govt are neglected		0
Encourage more desirable industries to locate to the area		0
Clean up the area/ make more attractive		0
Other		16
Don't know		0

'Other' includes the following verbatim comments:

I do not want everything developed. I feel that some things should be left undeveloped.

Curb the increasing commercialisation of Queenscliff.

The existing shops and businesses may suffer with the introduction of too many new ones on the marina.

In Point Lonsdale, the second supermarket is not needed and badly positioned. It could worsen the traffic problems.

The council has done a whole lot in the area.

They just waste money. To go to VCAT costs a lot of money. They should just make decisions by themselves.

Marina is out of character for the area.

It's under-resourced; the council can't provide the infrastructure to facilitate economic devolvement.

Reducing excessive housing development.

There are too many shops in the new marina.

Responsibility Areas

Reasons why council needs to improve on town planning policy and approvals:

	Number of respondents:	183
		%
Response codes:		
Better planning policies		26
More consultation with community		22
More consistent decisions		21
Take better account of environmental issues		12
Ugly/inappropriate design/development/out of character with area		10
More efficient/faster approval processes		10
Too much regulation in heritage areas		7
Council should be stronger in representing community opinion		5
Too little regulation in heritage areas/knocking down old houses		4
Too much residential sub-division		4
Council not very professional in this area/poor management		4
Less high density dwellings		3
More helpful Town planning staff		3
Greater enforcement of/adherence to planning policies		3
Decisions overridden by State Government/VCAT/the Tribunal		3
Take better account of impact on neighbouring properties		3
Not enough infrastructure to support new developments i.e. lack of water/ parking/ roads		3
Allow development and subdivision		3
Less development/too much overdevelopment		1
Greater clarity/information on guidelines and process for building application		1
Process is too bureaucratic/needs to be flexible/too many regulations/in exports		1
Better planning for development of shopping areas		1
Could do better in this area/some areas favoured over others		0
Too much highrise development/high rise apartments		0
Other		2
Don't know		0

'Other' includes the following verbatim comments:

Based on a government report, the council has alarmed residents about possibility of seas rising.

I suspect that claims of rising sea levels are false and an excuse to devalue properties.

I live in Fisherman flats. Do I need to say more???

For the sea level issue.