



Hobsons Bay City Council

Annual Community Survey

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Introduction, Objectives and Methodology

Introduction

The Hobsons Bay City Council has an ongoing need to measure how satisfied the community is with resources, facilities and services provided by the Council, and to prioritise improvement opportunities that will be valued by the community. The annual community survey is used to monitor performance against indicators within the Local Government Performance Reporting Framework (LGPRF); obtain a community evaluation of municipal public health and wellbeing plans as per the Public Health and Wellbeing Act 2008; and measure performance against the Council Plans goals and objectives as identified in Council's Corporate Planning and Performance Reporting Policy of 2016.

Research Objectives

- To measure community members' satisfaction with the Hobsons Bay City Council performance.
- To provide insights into how the Council can best invest its resources to improve resident satisfaction with its overall performance.

Methodology

- A statistically robust survey conducted via paper to online method with a sample of 804 community members across the Hobsons Bay City area.
- Data collection was managed to quota targets by age, gender, precinct and language and post data collection the sample has been weighted so it is aligned with known population distributions as contained in the ABS Census 2016.
- Rates database was used as a sample frame. The sample was stratified on tenure type - owners and renters, in a way of reaching out to younger age groups who are more likely to rent
- At an aggregate level the sample has an expected 95% confidence interval (margin of error) of $\pm 3.3\%$.
- Data collection took place between 12th March and 24th April 2020.
- The 2020 survey used a similar questionnaire to the 2018 and 2019 surveys, including baseline indicators for Hobsons' Bay 2030 Community Vision. Comparative findings were included where available. The structure was also designed to facilitate additional analysis to help determine opportunities and how these should be prioritised.
- All performance scores have been calculated excluding '*don't know*' responses, unless otherwise stated.

Note

- Due to rounding, percentages may add to just over or under ($\pm 1\%$) totals.

Executive Summary

The Survey in 2020 was undertaken during the imposed lockdown due to COVID-19. Prior to the lockdown, the city and the country already started to see the effect of the virus on the economy. We would like to note that the year-on-year decrease in performance of services and facilities provided by the council, which in turn caused a decrease in satisfaction in other areas, was more than likely caused by the situation in the district due to COVID-19. It does not undermine the priorities for the improvement that we talk about in the report, but explains the overall decrease in performance for most of the areas.

1

Perception of reputation influences residents' overall satisfaction with the council the most. Within the sub-drivers, financial management in particular should be a focus as this area's performance is low. Evaluation for most of the sub-drivers of services, facilities and activities has significantly decreased in the past 12 months. Roads and Footpaths and Regulatory services show the highest level of impact (23%) with the lowest evaluation scores (32% and 30% respectively), which presents an opportunity for improvement.

2

Hobsons Bay City Council has an acceptable reputation overall. The reputation index shows a slight decline across all precincts year-on-year. Decline in the reputation index year-on-year is also apparent across all age and language groups; the 15-44, 65+ year olds and English only households have the most positive perception of reputation.

3

Services, facilities and infrastructure delivery are evaluated highly, however there is a lower level of satisfaction in relation to Overall value for money, with close to three out of ten (27%) of the respondents very dissatisfied with this aspect. Infrastructure and services needing more maintenance (23%), as well as dissatisfaction with rubbish and recycling (23%), and rates being too high (19%) are the main reasons for residents giving a low evaluation of Council's performance. Two thirds of the respondents (66%) who evaluated overall performance 8-10 are happy with the Council and the service it provides (50%), but still think there's room for improvement (16%).

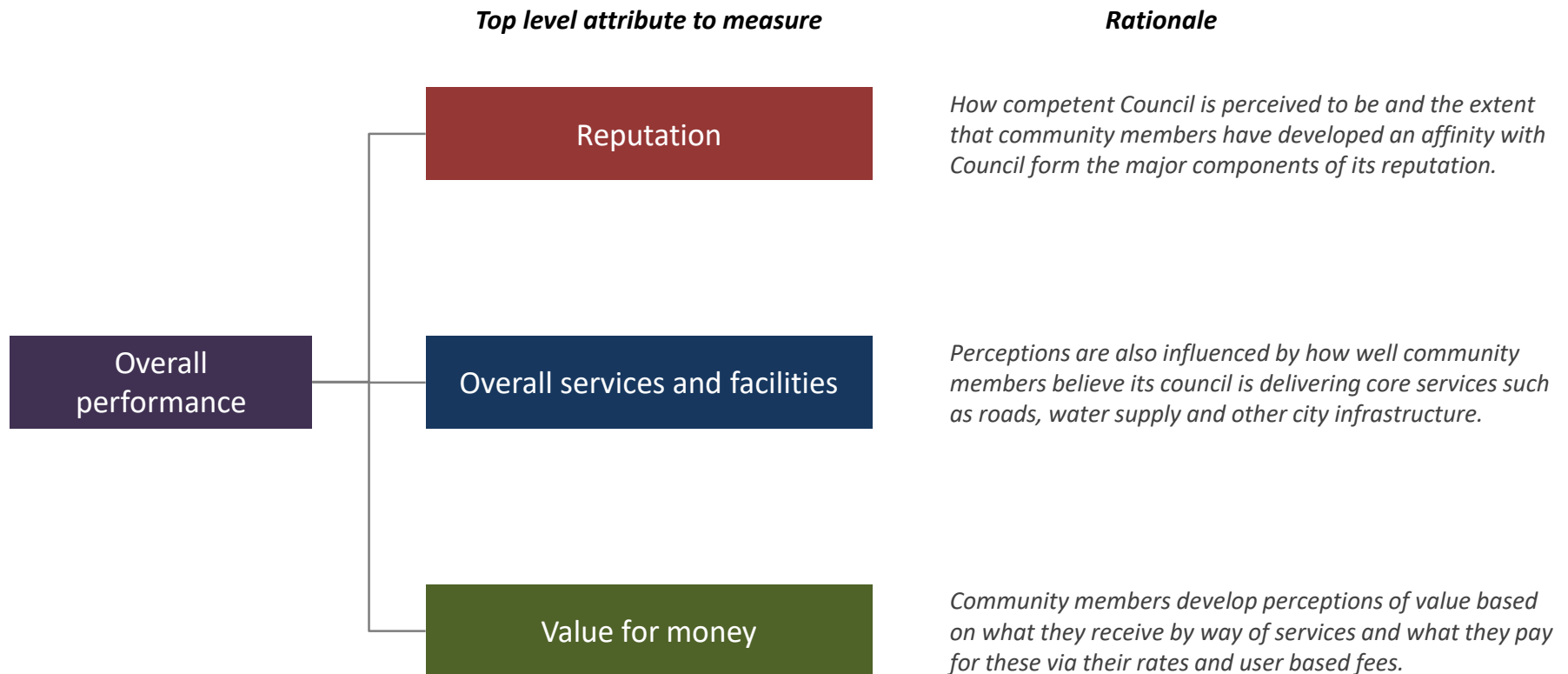


Drivers of Overall Satisfaction

The framework below determines how the various reputation, service and value elements impact community members overall evaluation of Council

Overview

The model determines the relationships that exist between a set of independent variables and a dependent variable for which we want to predict the outcome.



The questionnaire, rating scale, and categorisation for reporting satisfaction and impact scores are the same as the survey conducted in 2018 and 2019

Community members were asked to rate their satisfaction with, and level of importance of, various services, infrastructure and facilities provided by Council, using a 10 point scale where 1 is very dissatisfied or not important and 10 is very satisfied or very important.

Results throughout this report are presented as:

- the percentage of respondents that provided a score of 8 to 10 being very satisfied/ very important,
- an index score calculated and represented as a score out of 100 on a 0 to 100 scale as required by the Local Government Performance Reporting Framework (LGPRF).

Index scores can be categorised as follows:

| Category | Score | Index Value |
|----------------|--------|-------------|
| Very satisfied | 8 – 10 | 80 – 100 |
| Satisfied | 6 – 7 | 60 – 79 |
| Neutral | 5 | 40 – 59 |
| Dissatisfied | 1 – 4 | 0 – 39 |

In adopting the mandatory calculation measures as stipulated by the Local Government Performance Reporting Framework (LGPRF), no significant impact in the results can be attributed directly to the change in scale when reporting index scores.

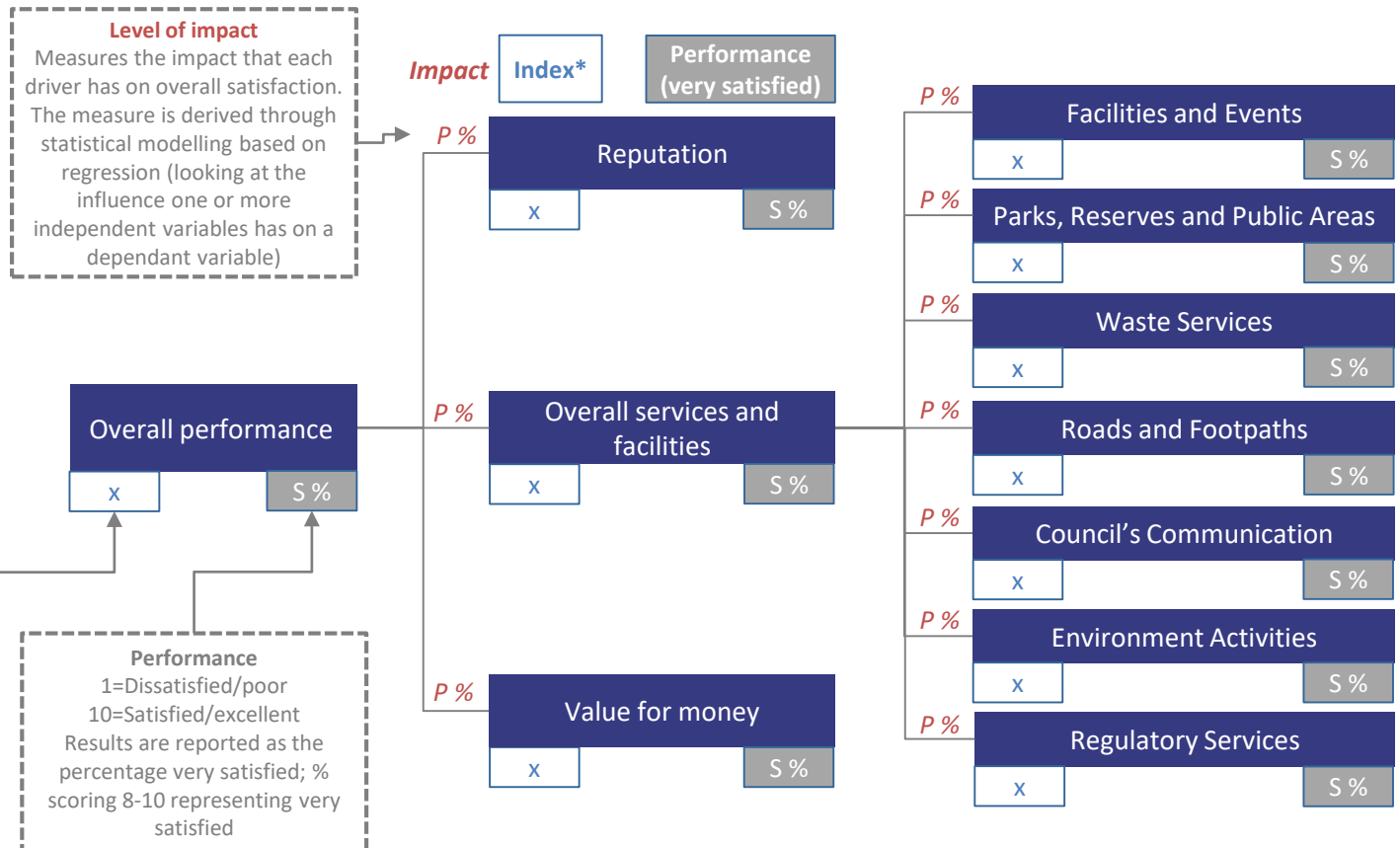
The Customer Value Management (CVM) model has been used to understand perceptions of Council and as a mechanism for prioritising improvement opportunities

Introduction to the CVM driver model

Illustrative

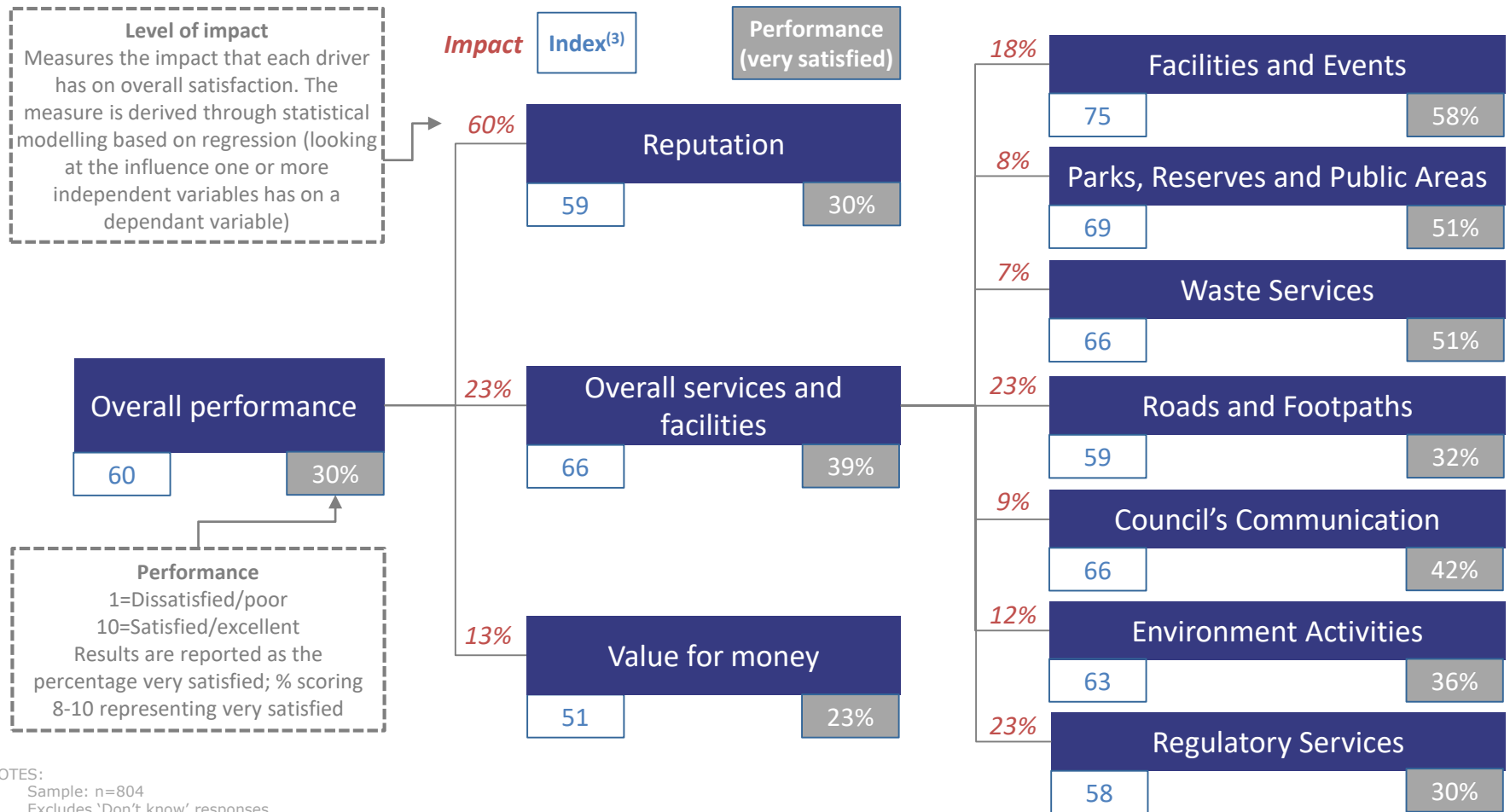
Overview of our driver model

- Community members are asked to rate their perceptions of Council's performance on the various elements that impact overall satisfaction with public services, facilities and activities that Council provides.
- We use statistics to derive the impact each driver has on overall satisfaction.



Perception of overall performance is highly impacted by reputation (60%), followed by services and facilities (23%) and value for money (13%)

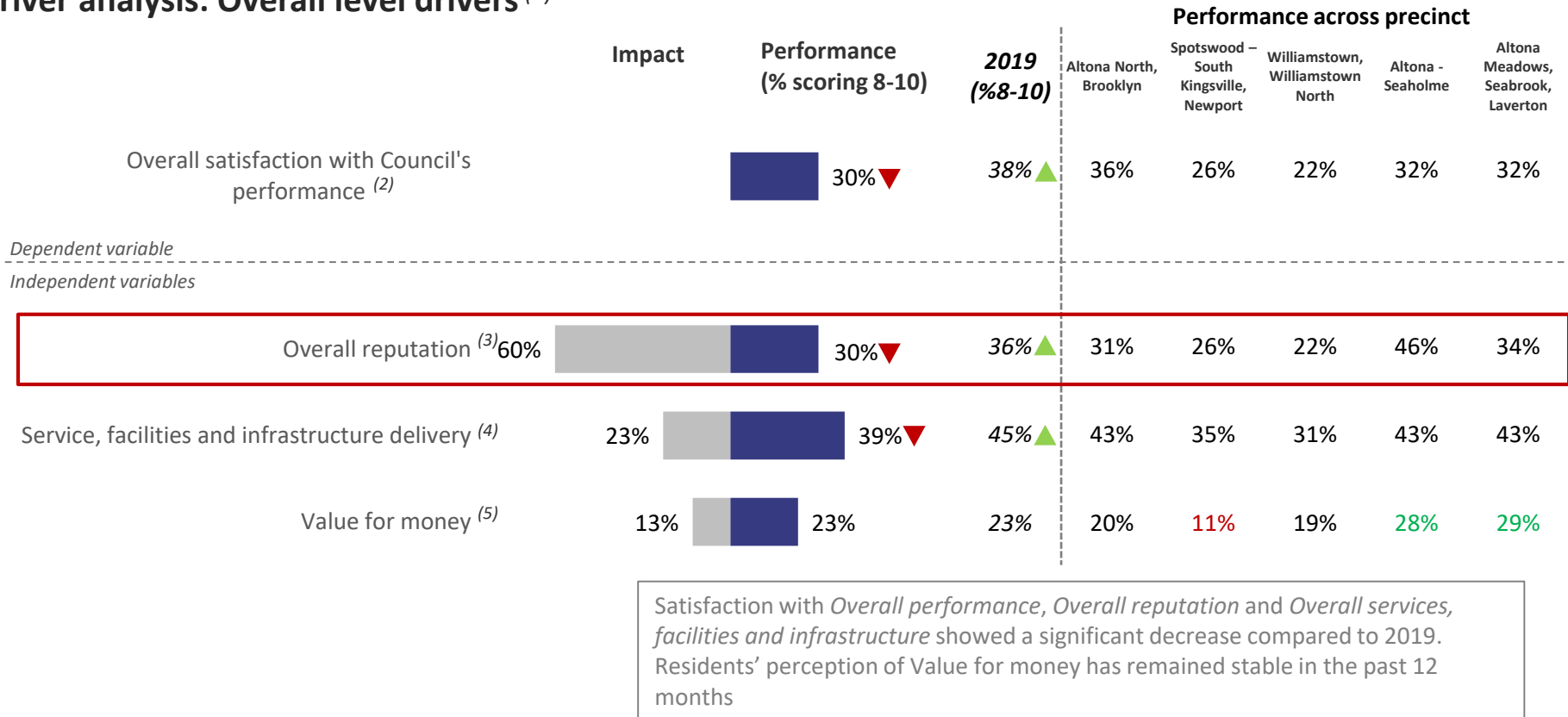
Driver analysis: Overall level drivers ⁽¹⁾⁽²⁾



NOTES:
 1. Sample: n=804
 2. Excludes 'Don't know' responses
 3. Index Score calculated and represented on a scale from 0 to 100 calculated according to LGPRF framework

Perceptions of reputation have the greatest impact on *Overall satisfaction with Council's performance* (60%) and with relatively low performance (30%) represents an opportunity for improvement

Driver analysis: Overall level drivers ⁽¹⁾



NOTES:

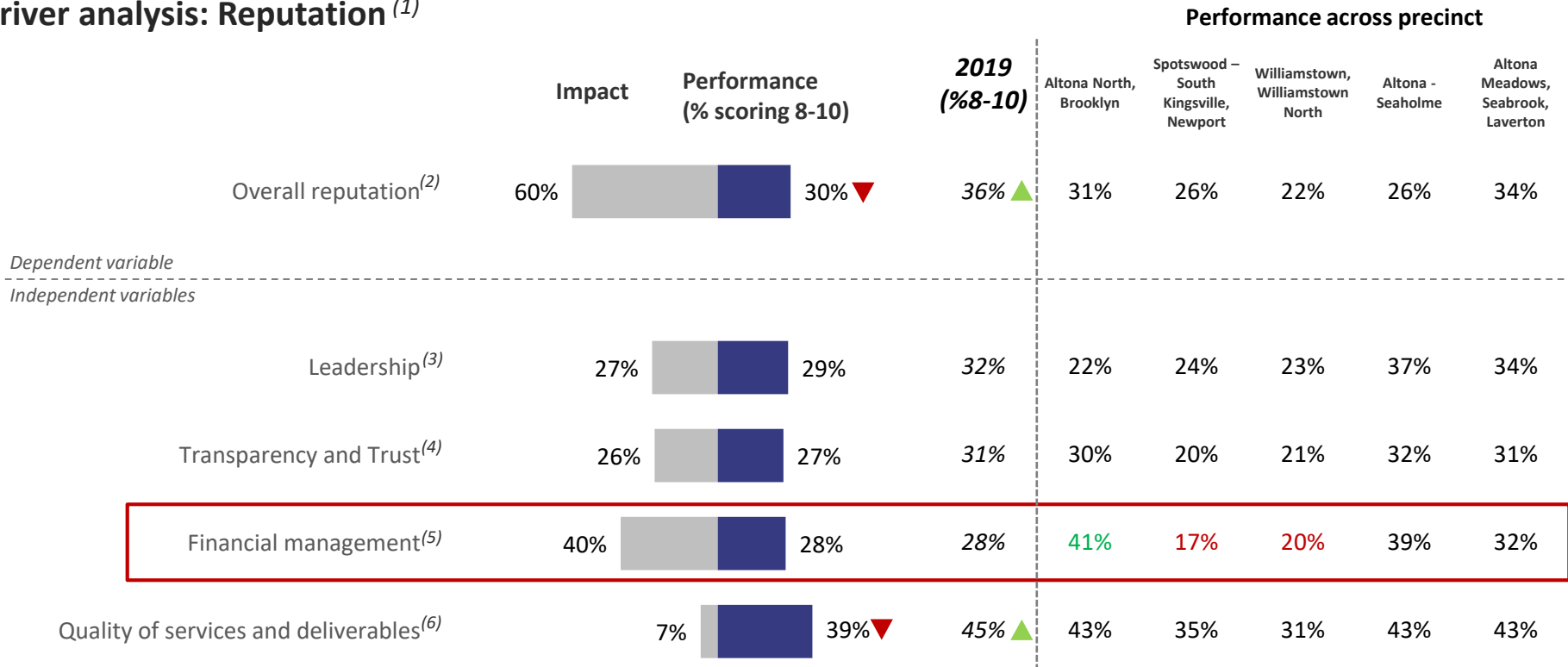
- Sample: 2020 n=804; 2019 n=813; Altona North-Brooklyn n=96; Spotswood-South Kingsville-Newport n=136; Williamstown-Williamstown North n=180; Altona-Seaholme n=147; Altona Meadows-Seabrook-Laverton n=245
- OP1. Everything considered; reputation, services and facilities, and value for money, how satisfied are you with the overall performance of the Council over the past twelve months?
- REP4. So considering, leadership, trust, financial management and also taking into account the quality of services provided, how would you rate the Council for its overall reputation?
- OVLSV. Overall, how satisfied are you with the services, facilities and activities that Council provides?
- VM3. Considering all the services and facilities that Council provides. Overall how satisfied are you that you receive good value for the money you spend in rates and other fees?

Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

Between suburbs
 ▲ Significantly higher
 ▼ Significantly lower

Financial management is the area that shows the highest impact on perception of *Overall reputation*. Residents evaluation of Financial management is low (28%), which represents an improvement opportunity to increase the overall perception

Driver analysis: Reputation ⁽¹⁾



NOTES:

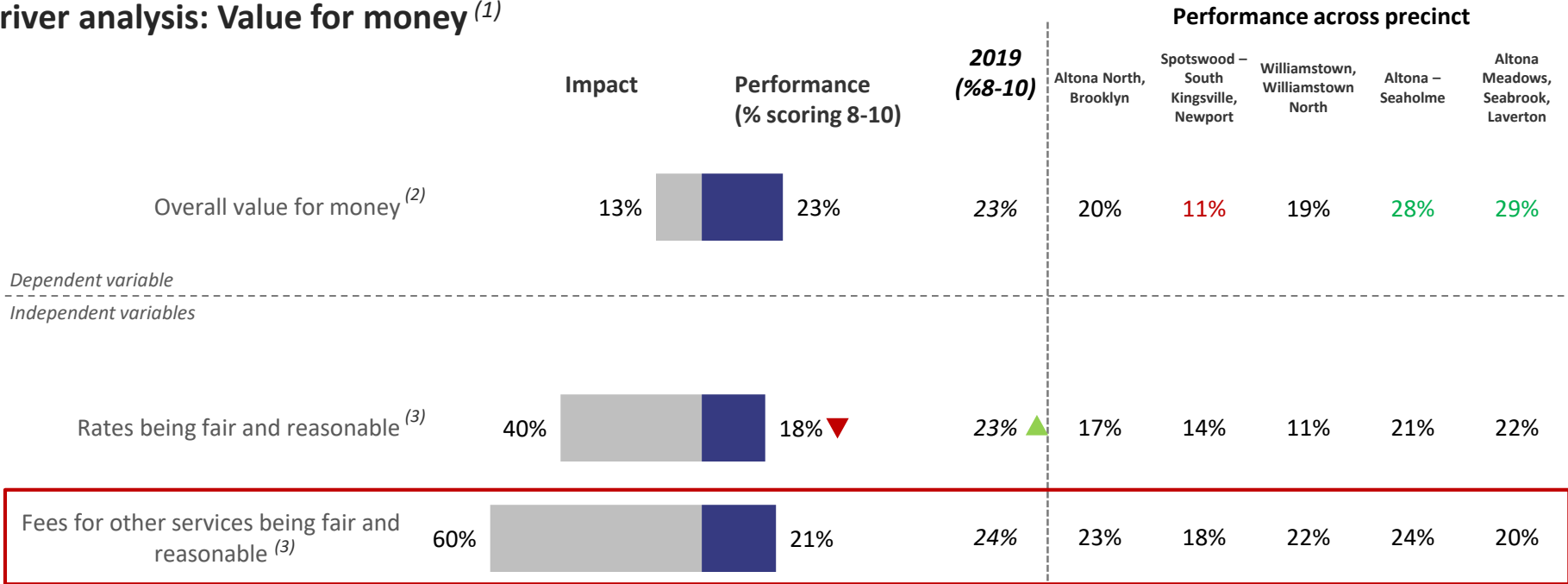
- Sample: 2020 n=804; 2019 n=813; Altona North-Brooklyn n=96; Spotswood-South Kingsville-Newport n=136; Williamstown-Williamstown North n=180; Altona-Seaholme n=147; Altona Meadows-Seabrook-Laverton n=245
- REP4. So considering, leadership, trust, financial management and also taking into account the quality of services provided, how would you rate the Council for its overall reputation?
- REP3. Financial management - how appropriately it invests in the City, how wisely it spends and avoids waste, and its transparency around spending.
- REP1. Leadership - Being committed to creating a great City, being in touch with the community and setting clear direction...
- REP2. Transparency and Trust - how open and transparent Council is, and how you would rate Council as trustworthy?
- OVLSV. Overall, how satisfied are you with the services, facilities and activities that Council provides?

Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

Between suburbs
 ▲ Significantly higher
 ▼ Significantly lower

Improving perceptions of *Overall value for money* is best achieved by focusing on demonstrating that *Fees for other services are fair and reasonable*



Driver analysis: Value for money ⁽¹⁾





Evaluation of Rates being fair and reasonable has significantly declined compared with the research data from 2019. In 2020, residents from Spotswood – South Kingsville, Newport rated Overall value for money considerably lower than other precincts.

NOTES:









- Sample: 2020 n=804; 2019 n=813; Altona North-Brooklyn n=96; Spotswood-South Kingsville-Newport n=136; Williamstown-Williamstown North n=180; Altona-Seaholme n=147; Altona Meadows-Seabrook-Laverton n=245; only asked of ratepayers
- VM1: Do you, or a member of your household, pay rates for a property in the Hobsons Bay area?
- VM2: How would you rate your satisfaction with Council for...
- VM3: Considering all the services and facilities that Council provides. Overall how satisfied are you that you receive good value for the money you spend in rates and other fees?

Year-on-year
 Significantly higher
 Significantly lower

Between suburbs
 Significantly higher
 Significantly lower

Evaluation for most of the sub-drivers of *Services, facilities and activities* has significantly decreased in the past 12 months. *Roads and Footpaths* and *Regulatory services* show the highest level of impact (23%) with the lowest evaluation scores (32% and 30% respectively), which presents an opportunity for improvement

Driver analysis: Overall Services, Facilities and Activities ⁽¹⁾

| | | | | Performance across precinct | | | | |
|---|--------|---|--------------|-----------------------------|---------------------------------------|----------------------------------|-------------------|------------------------------------|
| | Impact | Performance (% scoring 8-10) | 2019 (%8-10) | Altona North, Brooklyn | Spotswood – South Kingsville, Newport | Williamstown, Williamstown North | Altona - Seaholme | Altona Meadows, Seabrook, Laverton |
| Overall service, facilities and activities ⁽²⁾ | 23% |  39% ▼ | 45% ▲ | 43% | 35% | 31% | 43% | 43% |
| <i>Dependent variable</i> | | | | | | | | |
| <i>Independent variables</i> | | | | | | | | |
| Facilities and Events ⁽³⁾ | 18% |  58% | 61% | 59% | 56% | 64% | 61% | 53% |
| Parks, Reserves and Public Areas ⁽⁴⁾ | 8% |  51% ▼ | 57% ▲ | 41% | 46% | 52% | 63% | 52% |
| Waste Services ⁽⁵⁾ | 7% |  51% ▼ | 72% ▲ | 48% | 46% | 57% | 54% | 62% |
| Roads and Footpaths ⁽⁶⁾ | 23% |  32% ▼ | 36% ▲ | 34% | 22% | 31% | 38% | 34% |
| Council's Communication ⁽⁷⁾ | 9% |  42% ▼ | 47% ▲ | 48% | 35% | 32% | 39% | 49% |
| Environment Activities ⁽⁸⁾ | 12% |  36% | 41% | 31% | 23% | 32% | 49% | 42% |
| Regulatory Services ⁽⁹⁾ | 23% |  30% ▼ | 44% ▲ | 28% | 25% | 28% | 31% | 36% |

NOTES:

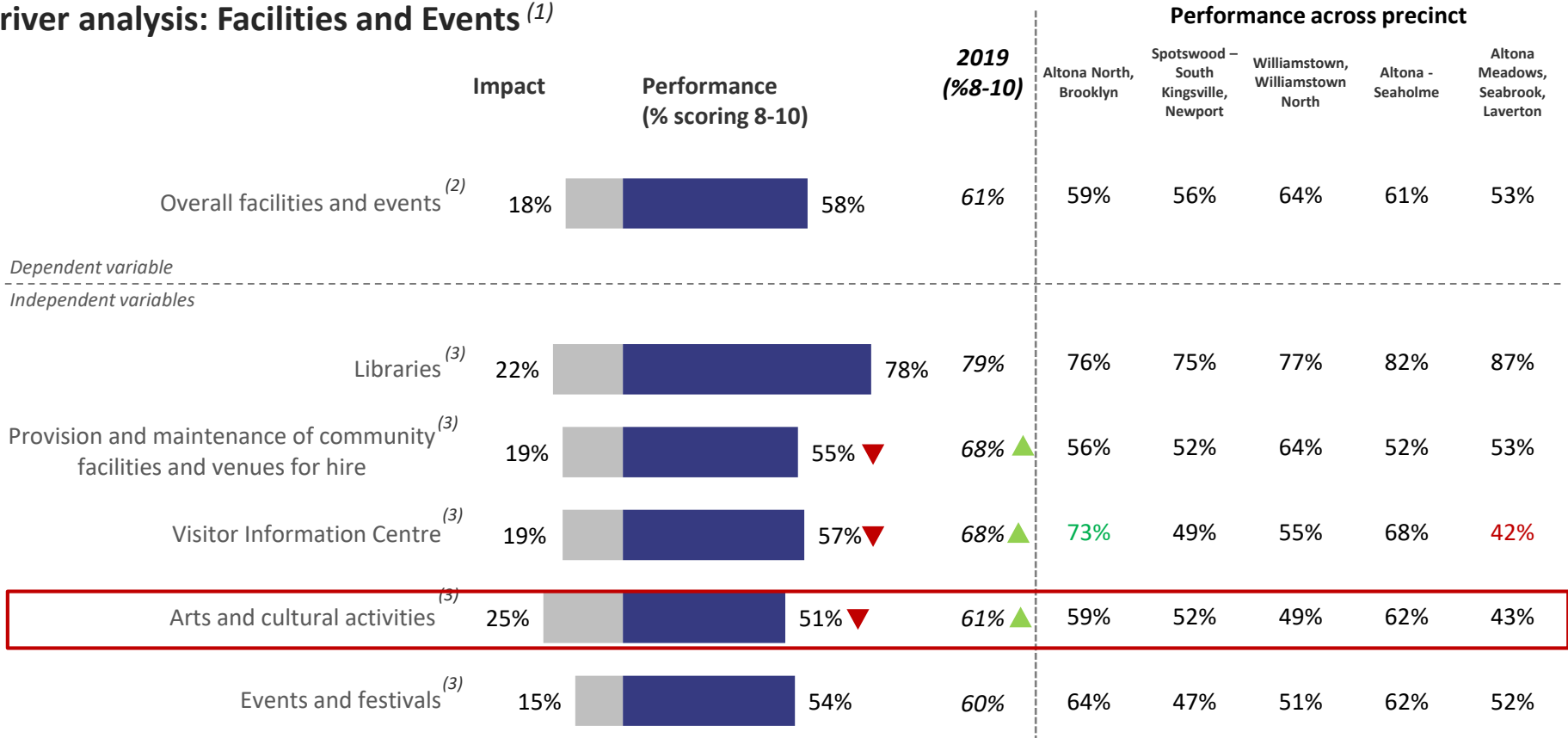
1. Sample: 2020 n=804; 2019 n=813; Altona North-Brooklyn n=96; Spotswood-South Kingsville-Newport n=136; Williamstown-Williamstown North n=180; Altona-Seaholme n=147; Altona Meadows-Seabrook-Laverton n=245
2. OVLSV. Overall, how satisfied are you with the services, facilities and activities that Council provides?
3. FE2. Overall how satisfied are you with Council's facilities and events?
4. PR2. Overall how satisfied are you with the provision and maintenance of Council's parks, reserves and public areas?
5. WW2. Overall how satisfied are you with Council's waste services?
6. RF2. Overall how satisfied are you with Council's roads and footpaths?
7. CM2. Overall how satisfied are you with Council's communication?
8. EA2. Overall how satisfied are you with Council's environment activities?
9. RS2. Overall how satisfied are you with Council's regulatory services?

Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

Between suburbs
 ▲ Significantly higher
 ▼ Significantly lower

Evaluation for facilities and events remain stable year-on-year. Perception of *Arts and cultural activities* has the greatest impact on overall evaluation and with the lowest performance among sub-drivers it presents an opportunity for continued improvement

Driver analysis: Facilities and Events ⁽¹⁾



NOTES:






- Sample: 2020 n=804; 2019 n=813; Altona North-Brooklyn n=96; Spotswood-South Kingsville-Newport n=136; Williamstown-Williamstown North n=180; Altona-Seaholme n=147; Altona Meadows-Seabrook-Laverton n=245
- FE3. Overall how satisfied are you with Council's facilities and events?
- FE2. If you have used the following facilities or services or activities in the previous 12 months, please rate your satisfaction with their performance on the scale from 1 to 10 where 1 is 'very dissatisfied' and 10 is 'very satisfied'
- Further improvements in this area will have the least impact on improving performance

Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

Between suburbs
 ▲ Significantly higher
 ▼ Significantly lower



There is a noticeable decrease of residents evaluation of provision and maintenance of parks, reserves and public areas. Improving performance for *Maintenance and cleaning of public areas* would impact the perception of *Parks, Reserves and Public areas* the most



Driver analysis: Parks, Reserves and Public Areas ⁽¹⁾

| | Impact | Performance (% scoring 8-10) | 2019 (%8-10) | Performance across precinct | | | | |
|---|--------|--|-----------------|-----------------------------|--|--|----------------------|---|
| | | | | Altona North, Brooklyn | Spotswood – South Kingsville, Newport | Williamstown, Williamstown North | Altona - Seaholme | Altona Meadows, Seabrook, Laverton |
| Overall parks, reserves and public areas ⁽²⁾ | 8% |  51% ▼ | 57% | 41% | 46% | 52% | 63% | 52% |
| <i>Dependent variable</i> | | | | | | | | |
| <i>Independent variables</i> | | | | | | | | |
| Maintenance and cleaning of public areas ⁽³⁾ | 30% |  46% | 50% | 41% | 36% | 56% | 55% | 47% |
| Provision and maintenance of street trees ⁽³⁾ | 21% |  41% ▼ | 49% | 38% | 36% | 48% | 41% | 41% |
| Provision and maintenance of parks, gardens, open space and the foreshore ⁽³⁾ | 32% |  57% ▼ | 63% | 56% | 55% | 59% | 64% | 54% |
| Provision of sports, ovals and other local sporting/recreation facilities ⁽³⁾ | 14% |  57% ▼ | 64% | 49% | 57% | 65% | 66% | 54% |

NOTES:

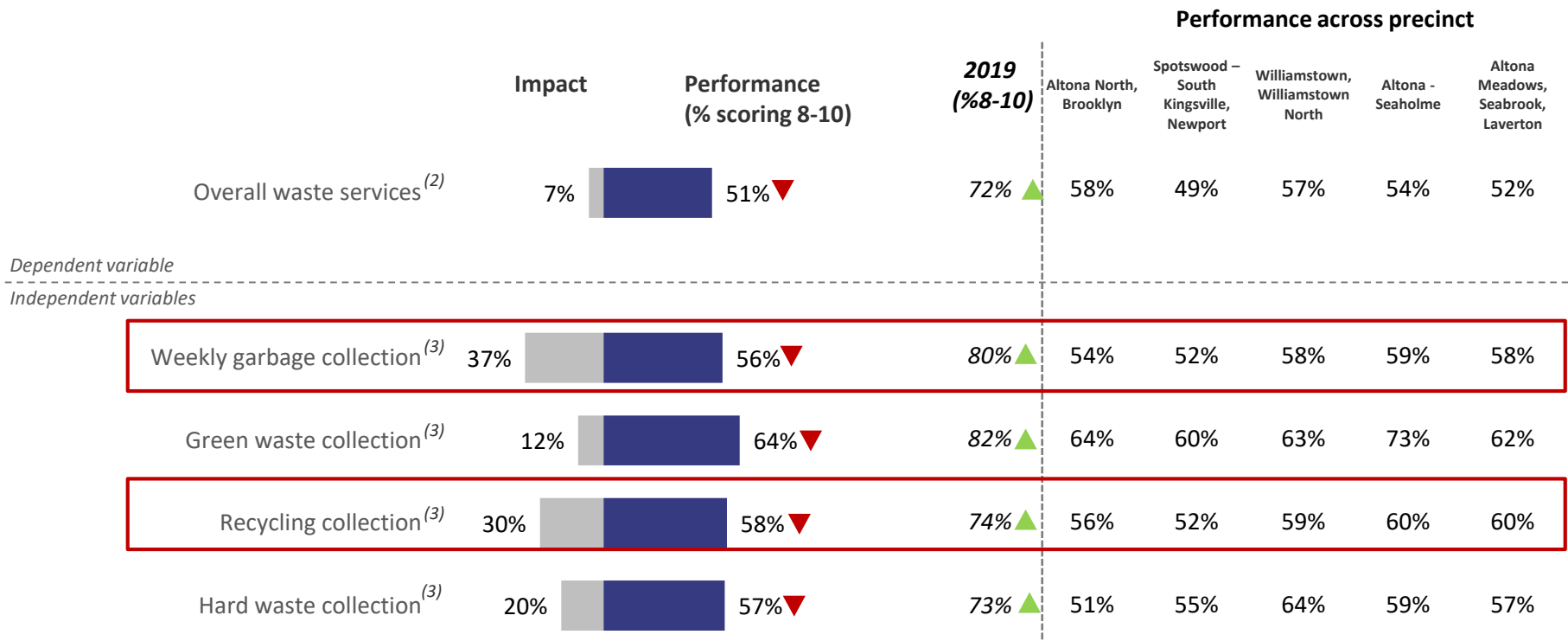
1. Sample: 2020 n=804; 2019 n=813; n=147; Altona Meadows-Seabrook-Laverton n=245
2. PR3. Overall how satisfied are you with the provision and maintenance of Council's parks, reserves and public areas?
3. PR2. If you have experienced the following facilities or services in the previous 12 months, please rate your satisfaction with their performance on the scale from 1 to 10 where 1 is 'very dissatisfied' and 10 is 'very satisfied'

Year-on-year
 Significantly higher
 Significantly lower

Between suburbs
 Significantly higher
 Significantly lower

Year-on-year performance showed a significant decline across all aspects of waste services. *Weekly garbage collection* and *Recycling collection* have the greatest impact on evaluation of *Overall waste services*

Driver analysis: Waste Services ⁽¹⁾



NOTES:

- Sample: 2020 n=804; 2019 n=813; Altona North-Brooklyn n=96; Spotswood-South Kingsville-Newport n=136; Williamstown-Williamstown North n=180; Altona-Seaholme n=147; Altona Meadows-Seabrook-Laverton n=245
- WW3. Overall how satisfied are you with Council's waste services?
- WW2. If you have used the following services in the previous 12 months, please rate your satisfaction with their performance on the scale from 1 to 10 where 1 is 'very dissatisfied' and 10 is 'very satisfied'

Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

Between suburbs
 ▲ Significantly higher
 ▼ Significantly lower

Within the general area of roads and footpaths, improving perceptions relating to *Footpath maintenance and repair* (30%) and *Maintenance and repairs of sealed local roads* (29%) have the greatest impact on overall perceptions

Driver analysis: Roads and Footpaths ⁽¹⁾

| | | | | | Performance across precinct | | | | |
|--|--------|-----------------------------------|---------------------------------|-----------------|-----------------------------|---|--|----------------------|---|
| | Impact | | Performance (% scoring 8-10) | 2019 (%8-10) | Altona North, Brooklyn | Spotswood – South Kingsville, Newport | Williamstown, Williamstown North | Altona - Seaholme | Altona Meadows, Seabrook, Laverton |
| Overall roads and footpaths ⁽²⁾ | 23% | <div><div></div><div></div></div> | 32%▼ | 40%▲ | 34% | 22% | 31% | 38% | 34% |
| <i>Dependent variable</i> | | | | | | | | | |
| <i>Independent variables</i> | | | | | | | | | |
| Traffic management ⁽³⁾ | 9% | <div><div></div><div></div></div> | 34% | 36% | 42% | 31% | 30% | 43% | 31% |
| Car parking provision ⁽³⁾ | 9% | <div><div></div><div></div></div> | 39% | 38% | 49% | 29% | 33% | 35% | 45% |
| Maintenance and repairs of sealed local roads ⁽³⁾ | 29% | <div><div></div><div></div></div> | 30%▼ | 38%▲ | 29% | 22% | 32% | 40% | 31% |
| Footpath maintenance and repairs ⁽³⁾ | 30% | <div><div></div><div></div></div> | 29%▼ | 36%▲ | 27% | 18% | 22% | 35% | 39% |
| Provision of on road bike paths ⁽³⁾ | 7% | <div><div></div><div></div></div> | 38% | 40% | 52% | 29% | 29% | 45% | 40% |
| Provision of off road shared trails ⁽³⁾ | 9% | <div><div></div><div></div></div> | 50% | 46% | 50% | 42% | 52% | 56% | 50% |
| Drains maintenance and repairs ⁽³⁾ | 7% | <div><div></div><div></div></div> | 36%▼ | 39%▲ | 37% | 27% | 29% | 38% | 43% |

NOTES:

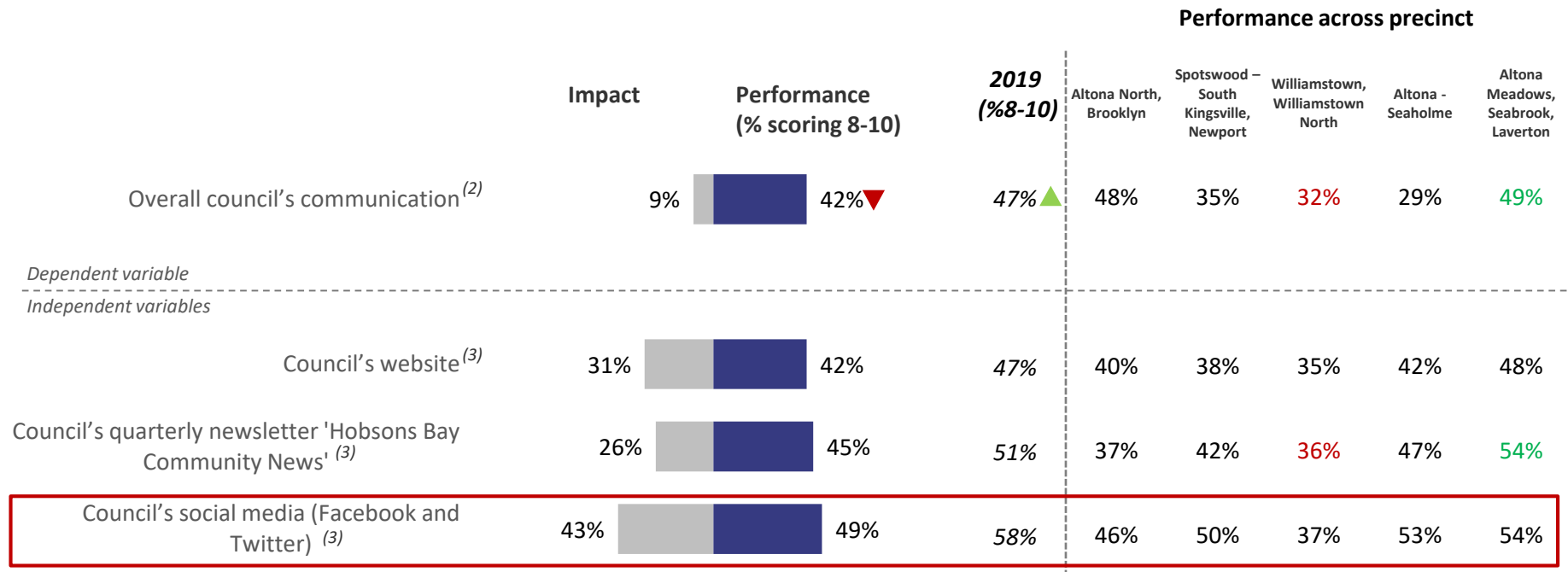
- Sample: 2020 n=804; 2019 n=813; Altona North-Brooklyn n=96; Spotswood-South Kingsville-Newport n=136; Williamstown-Williamstown North n=180; Altona-Seaholme n=147; Altona Meadows-Seabrook-Laverton n=245
- RF3. Overall how satisfied are you with Council's roads and footpaths?
- RF2. If you have experienced the following services in the previous 12 months, please rate your satisfaction with their performance on the scale from 1 to 10 where 1 is 'very dissatisfied' and 10 is 'very satisfied'
- Further improvements in this area will have the least impact on improving performance

Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

Between suburbs
 ▲ Significantly higher
 ▼ Significantly lower

Council's social media has been identified as having the highest impact on performance (43%) compared to Council's website (31%) and quarterly newsletter *Hobsons Bay Community News* (26%)

Driver analysis: Council's Communication ⁽¹⁾



NOTES:

1. Sample: 2020 n=804; 2019 n=813; Altona North-Brooklyn n=96; Spotswood-South Kingsville-Newport n=136; Williamstown-Williamstown North n=180; Altona-Seaholme n=147; Altona Meadows-Seabrook-Laverton n=245
2. CM3. Overall how satisfied are you with Council's communication?
3. CM2. If you have used the following services in the previous 12 months, please rate your satisfaction with their performance on the scale from 1 to 10 where 1 is 'very dissatisfied' and 10 is 'very satisfied'

Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

Between suburbs
 ▲ Significantly higher
 ▼ Significantly lower



Perception of *Sustainability (climate change) policy* has increased compared to 2019. This area has the highest impact (40%) on overall perception and presents an improvement opportunity



Driver analysis: Council's Environment Activities ⁽¹⁾

| | Impact | Performance (% scoring 8-10) | 2019 (%8-10) | Performance across precinct | | | | | |
|--|--------|-----------------------------------|-----------------|-----------------------------|--|--|----------------------|---|-----|
| | | | | Altona North, Brooklyn | Spotswood – South Kingsville, Newport | Williamstown, Williamstown North | Altona - Seaholme | Altona Meadows, Seabrook, Laverton | |
| Overall council’s environment activities ⁽²⁾ | 12% | <div><div></div><div></div></div> | 36% | 41% | 31% | 23% | 32% | 49% | 42% |
| <i>Dependent variable</i> | | | | | | | | | |
| <i>Independent variables</i> | | | | | | | | | |
| Sustainability (climate change) policy development ⁽³⁾ | 40% | <div><div></div><div></div></div> | 34% | 30% | 33% | 24% | 45% | 48% | 30% |
| Opportunities to get involved in local environmental activities ⁽³⁾ | 27% | <div><div></div><div></div></div> | 36% | 40% | 41% | 28% | 36% | 47% | 31% |
| Protection and enhancement of the foreshore ⁽³⁾ | 33% | <div><div></div><div></div></div> | 47% | 53% | 40% | 40% | 42% | 64% | 50% |

NOTES:

1. Sample: 2020 n=804; 2019 n=813; Altona North-Brooklyn n=96; Spotswood-South Kingsville-Newport n=136; Williamstown-Williamstown North n=180; Altona-Seaholme n=147; Altona Meadows-Seabrook-Laverton n=245
2. EA3. Overall how satisfied are you with Council's environment activities?
3. EA2. If you have had experience or involvement with the following services in the previous 12 months, please rate your satisfaction with their performance on the scale from 1 to 10 where 1 is 'very dissatisfied' and 10 is 'very satisfied'

Year-on-year
 Significantly higher
 Significantly lower

Between suburbs
 Significantly higher
 Significantly lower

Performance for *Building control* and *Town planning* remains stable year-on-year. *Building control* is one area that has by far the highest impact (53%) on perceptions of *Overall regulatory services*, within the sub-drivers presents the best opportunity for improvement

Driver analysis: Regulatory Services ⁽¹⁾

river analysis: Regulatory Services ⁽¹⁾

| | Impact | Performance (% scoring 8-10) | 2019 (%8-10) | Performance across precinct | | | | |
|---------------------------|--|--|-----------------|------------------------------|--|--|----------------------|---|
| | | | | Altona North, Brooklyn | Spotswood – South Kingsville, Newport | Williamstown, Williamstown North | Altona - Seaholme | Altona Meadows, Seabrook, Laverton |
| | Overall regulatory services ⁽²⁾ | 23% <div><div></div><div></div></div> 30%▼ | 44%▲ | 28% | 25% | 28% | 31% | 36% |
| <i>Dependent variable</i> | | | | <i>Independent variables</i> | | | | |
| | Town planning ⁽³⁾ | NCI* <div><div></div><div></div></div> 23% | 24% | 19% | 23% | 18% | 27% | 28% |
| | Building control ⁽³⁾ | 53% <div><div></div><div></div></div> 22% | 23% | 25% | 21% | 23% | 19% | 22% |
| | Enforcement of local laws ⁽³⁾ | 2% <div><div></div><div></div></div> 29%▼ | 42%▲ | 26% | 25% | 29% | 40% | 28% |
| | Animal management ⁽³⁾ | 17% <div><div></div><div></div></div> 48%▼ | 57%▲ | 37% | 35% | 44% | 54% | 61% |
| | Emergency management and preparedness ⁽³⁾ | 9% <div><div></div><div></div></div> 37%▼ | 49%▲ | 40% | 26% | 31% | 46% | 40% |
| | Public health ⁽³⁾ | 19% <div><div></div><div></div></div> 43%▼ | 61%▲ | 21% | 29% | 52% | 50% | 54% |

NOTES:

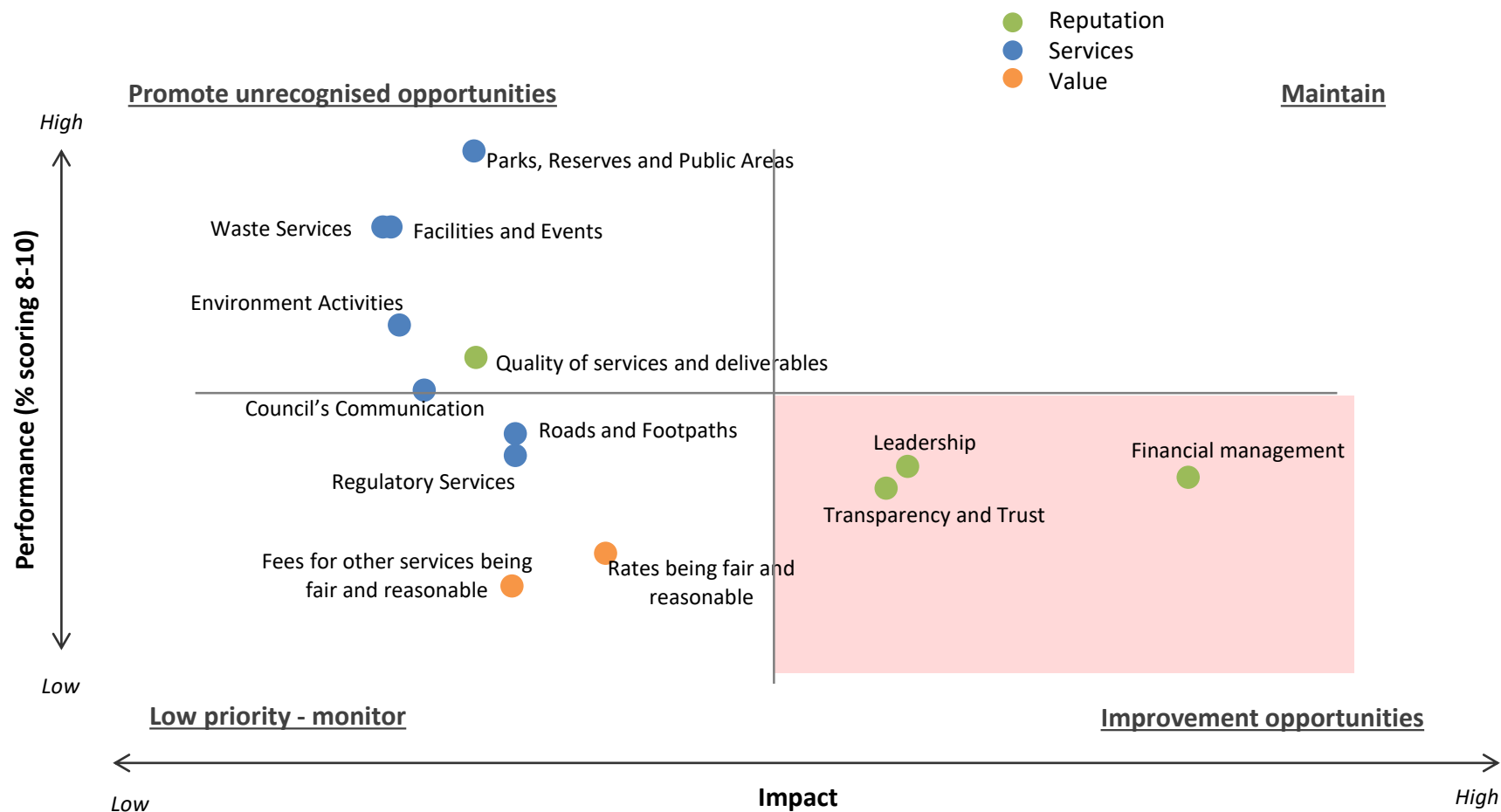
- *NCI – No current impact
- Sample: 2020 n=804; 2019 n=813; Altona North-Brooklyn n=96; Spotswood-South Kingsville-Newport n=136; Williamstown-Williamstown North n=180; Altona-Seaholme n=147; Altona Meadows-Seabrook-Laverton n=245
- RS3. Overall how satisfied are you with Council's regulatory services?
- RS2. If you have used or experienced the following services in the previous 12 months, please rate your satisfaction with their performance on the scale from 1 to 10 where 1 is 'very dissatisfied' and 10 is 'very satisfied'

Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

Between suburbs
 ▲ Significantly higher
 ▼ Significantly lower

Opportunities for improving perception of *Overall performance* are all related to reputation. *Financial management* in particular should be a focus as this area has a high impact and the evaluation is low

Overall performance: Improvement priorities ⁽¹⁾










Health and Aged Care Services and *Children's Services* are both areas that are not included in the overall driver model and impact calculations.

- In determining the drivers of overall satisfaction and the impact that each driver has on overall satisfaction, services and facilities that are unique to a specific sub-set of the population and have only been rated by that sub-set are excluded from the model calculations.
- Due to the mathematical nature of the calculations involved and the use of regression in determining impact, variables that have a significantly lower sample base can have undue influence on the calculation of the impact weights.
- This does not imply that these services and facilities have in any way less or no impact on community members assessment of their overall perceptions of Council's performance.
- As *Health and Aged Care Services*, and *Children's Services* apply to a specific sub-set of the population, and have only been answered by less than half of the sample base, these services have been excluded from the overall impact driver model calculations. The impact that services or facilities within each of these have on their associated overall score can be calculated, and have been included in the following pages.



Disability services has the highest impact on *Overall health and aged care services*. Performance in this area is the lowest for *Williamstown, Williamstown North* (29%) and *Altona – Seaholme* (28%) precincts, which presents a good improvement opportunity in these precincts



Driver analysis: Health and Aged Care Services ⁽¹⁾

| | | | | Performance across precinct | | | | |
|--|--------|--|--------------|-----------------------------|---------------------------------------|----------------------------------|--------------------|------------------------------------|
| | Impact | Performance (% scoring 8-10) | 2019 (%8-10) | Altona North, Brooklyn* | Spotswood – South Kingsville, Newport | Williamstown, Williamstown North | Altona – Seaholme* | Altona Meadows, Seabrook, Laverton |
| Overall health and aged care services ⁽²⁾ | n/a |  40% ▼ | 53% ▲ | 53% | 41% | 19% | 38% | 41% |
| <i>Dependent variable</i> | | | | | | | | |
| <i>Independent variables</i> | | | | | | | | |
| Youth services ⁽³⁾ | 20% |  31% ▼ | 55% ▲ | 30% | 49% | 19% | 39% | 24% |
| Aged services and support ⁽³⁾ | NCI |  43% ▼ | 63% ▲ | 34% | 46% | 55% | 61% | 42% |
| Activities for older people ⁽³⁾ | 31% |  61% | 51% | 77% | 42% | 53% | 42% | 59% |
| Disability services ⁽³⁾ | 49% |  56% | 55% | 73% | 49% | 29% | 28% | 55% |
| Activities and programs for people with disabilities ⁽³⁾ | NCI |  59% | 50% | 67% | 34% | 15% | 77% | 56% |
| Programs that support vulnerable communities and promote fairness ⁽³⁾ | NCI |  61% | 46% | 83% | 34% | - | 64% | 55% |

NOTES:

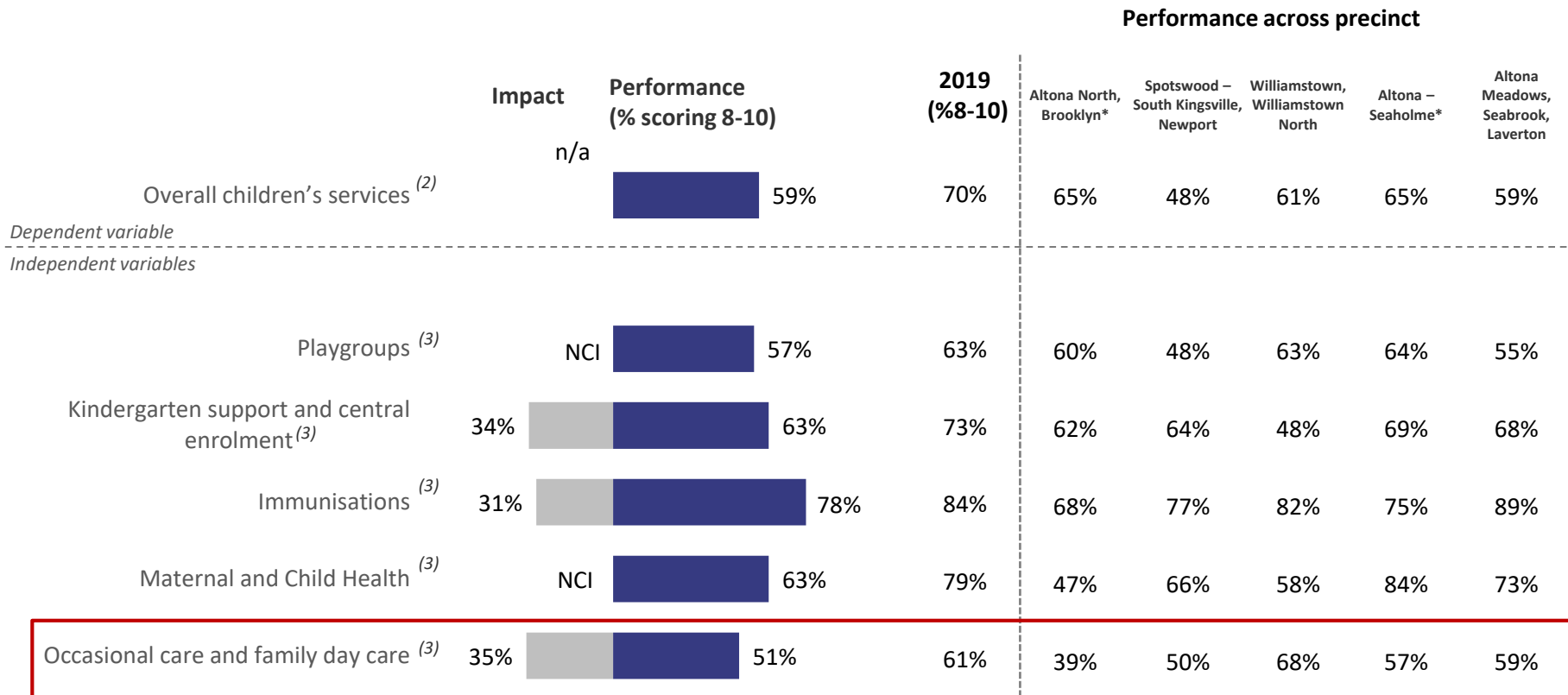
- *NCI – No current impact
- Sample: 2020 n=187; 2019 n=164; Altona North-Brooklyn n=28*; Spotswood-South Kingsville-Newport n=30; Williamstown-Williamstown North n=28*; Altona-Seaholme n=32; Altona Meadows-Seabrook-Laverton n=69: *Caution: small base size
- HE3. How would you rate your satisfaction with Council overall for its health and aged care services?
- HE2. If you have used the following services or activities in the previous 12 months, please rate your satisfaction with their performance on the scale from 1 to 10 where 1 is 'very dissatisfied' and 10 is 'very satisfied'
- Further improvements in this area will have the least impact on improving performance

Year-on-year
 Significantly higher
 Significantly lower

Between suburbs
 Significantly higher
 Significantly lower



Perception of all child services sub-drivers remains high across all precincts. Having the highest impact (35%) and lowest performance among children's services, *Occasional care and family day care* represents the best opportunity for improving overall perceptions



Driver analysis: Children's Services ⁽¹⁾⁽²⁾⁽³⁾



NOTES:

- Sample: 2020 n=188; 2019 n=207; Altona North-Brooklyn n=29*; Spotswood-South Kingsville-Newport n=41; Williamstown-Williamstown North n=36; Altona-Seaholme n=27*; Altona Meadows-Seabrook-Laverton n=55: *Caution: small sample size
- CC3. Overall how satisfied are you with Council's children's services?
- CC2. If you have used the following services in the previous 12 months, please rate your satisfaction with their performance on the scale from 1 to 10 where 1 is 'very dissatisfied' and 10 is 'very satisfied'
- Further improvements in this area will have the least impact on improving performance

Year-on-year
 Significantly higher
 Significantly lower

Between suburbs
 Significantly higher
 Significantly lower

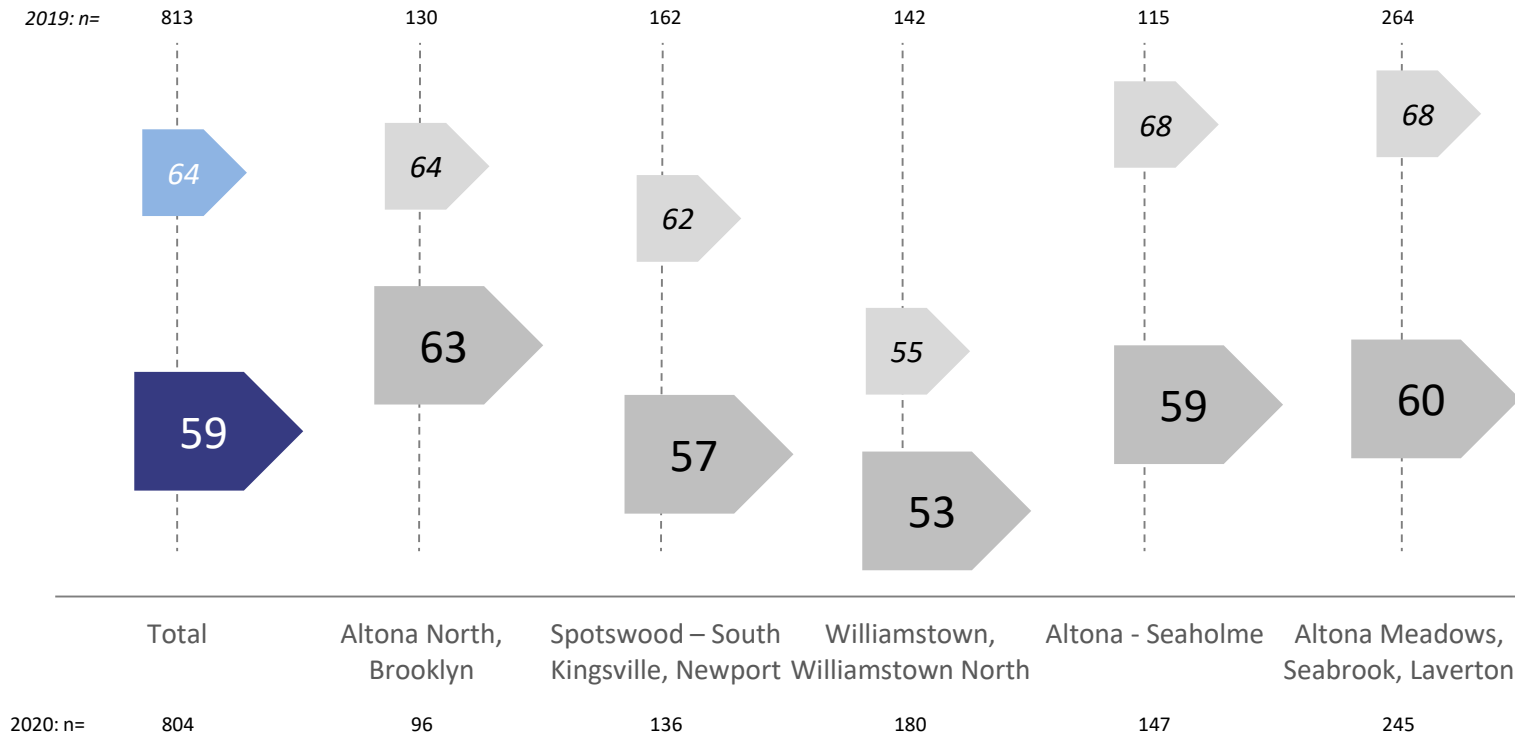


Understanding Reputation

Hobsons Bay City Council has an acceptable reputation overall. The reputation index shows a decline across all precincts year-on-year

Reputation index ⁽¹⁾⁽²⁾

| | |
|-------------|-----------------------|
| Key: | |
| ≥70 | Excellent reputation |
| 50-69 | Acceptable reputation |
| <50 | Poor reputation |
| 100 | Maximum score |

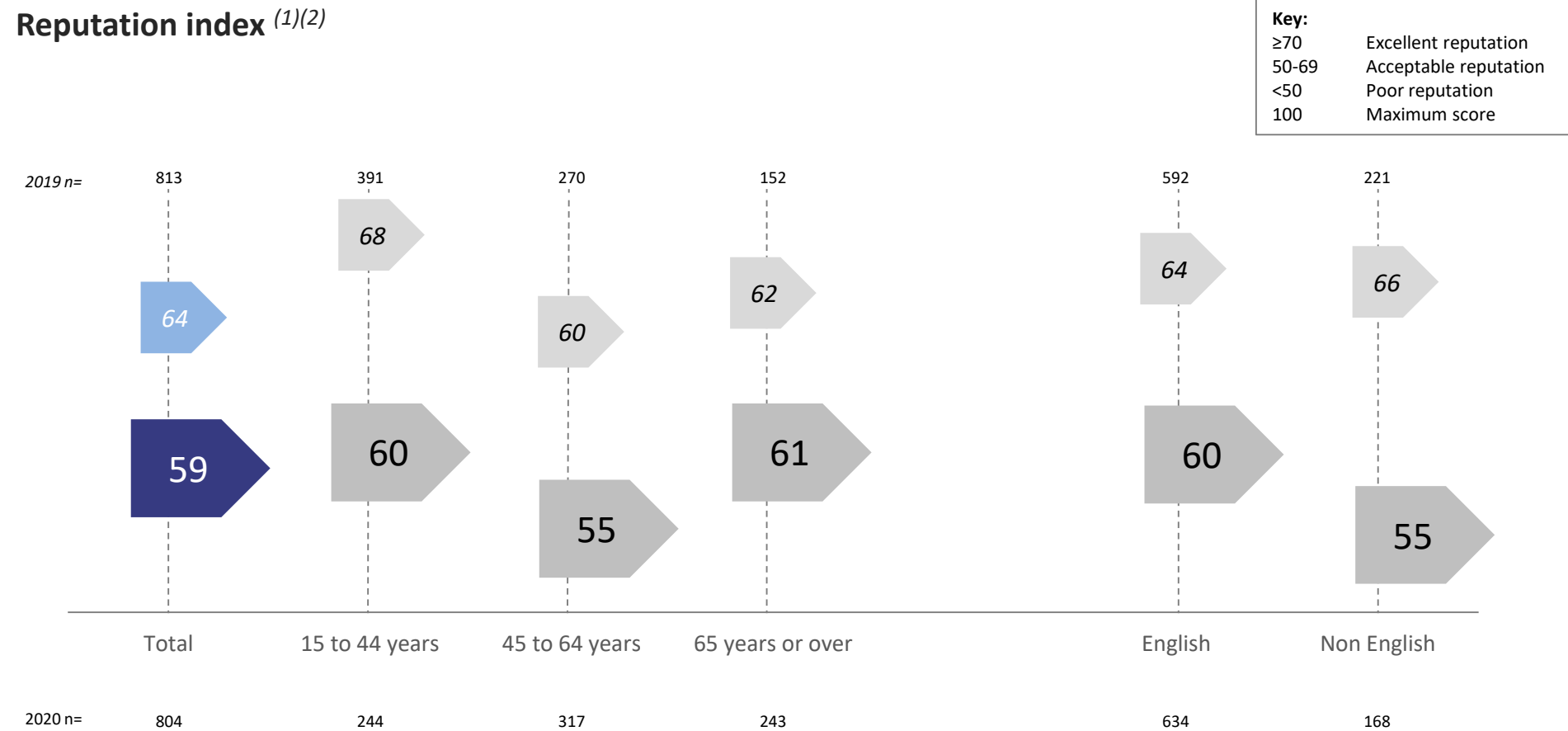


NOTES:

1. Sample: n=804

2. REP4: So considering, leadership, trust, financial management and quality of services provided, how would you rate the Council for its overall reputation?

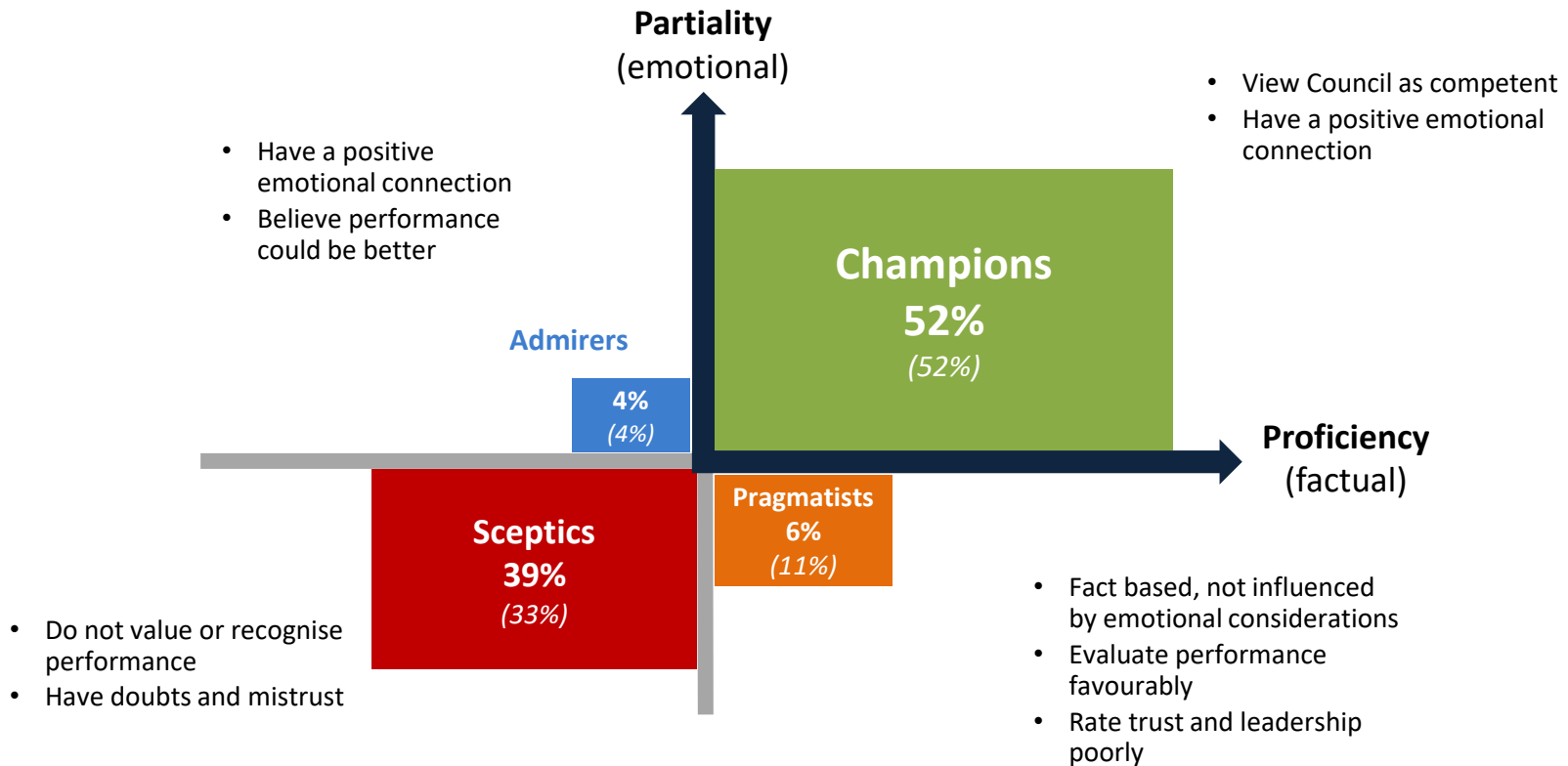
Decline in the reputation index year-on-year is also apparent across all age and language groups; the 15-44, 65+ year old and English only households have the most positive perception of reputation



NOTES:
 1. Sample: n=804
 2. REP4: So considering, leadership, trust, financial management and quality of services provided, how would you rate the Council for its overall reputation?

The proportion of ‘*Champions*’ who believe Council is doing a good job and is likely to have a positive emotional connection, remain stable year-on-year. There is a significant increase in ‘*Sceptics*’ who do not recognise Councils’ performance and/or have doubts about Council.

Reputation profile ⁽¹⁾⁽²⁾



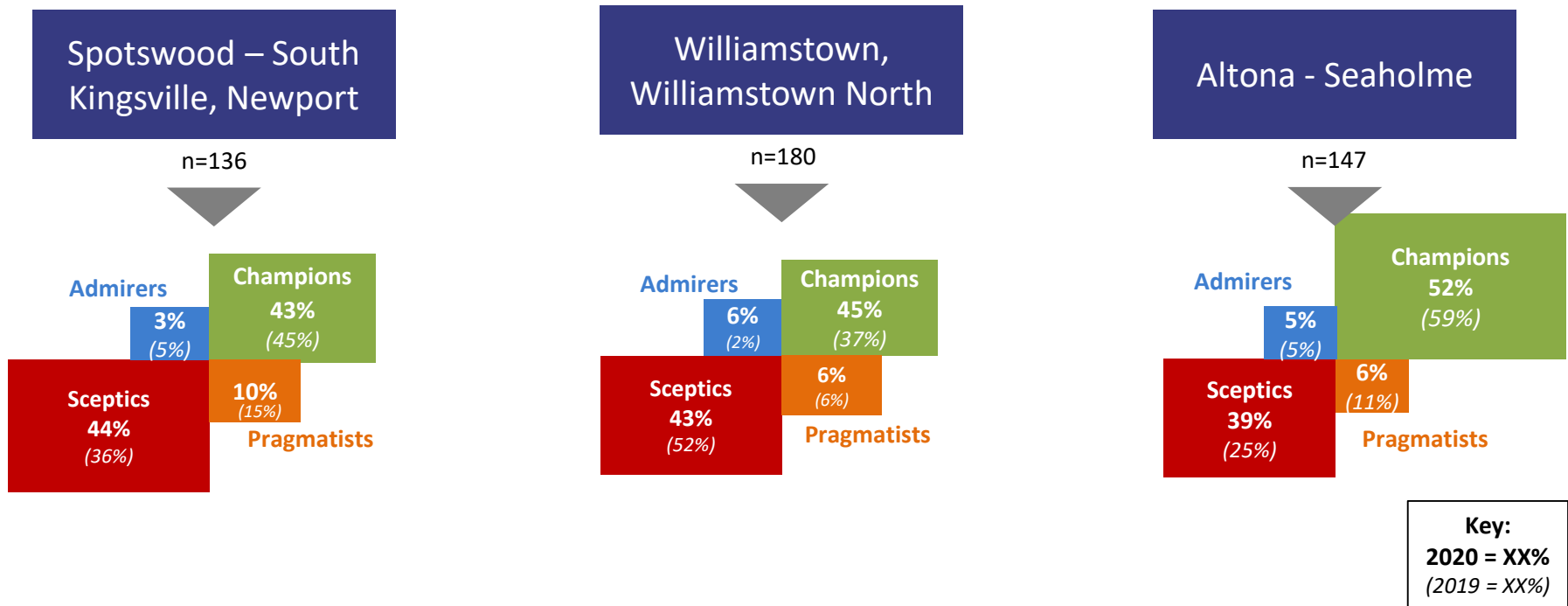
NOTES:

- Sample: 2020 n= 804; 2019 n= 813. Excludes 'don't know' responses to any of the reputation questions
- Segments have been determined using the results from a set of five overall level questions:
 - REP1: Leadership - Being committed to creating a great City, being in touch with the community and setting clear direction...
 - REP2: Transparency and Trust - how open and transparent Council is, and how you would rate Council as trustworthy?
 - REP3: Financial management - how appropriately it invests in the City, how wisely it spends and avoids waste, and its transparency around spending.
 - OVLSV: Overall, how satisfied are you with the services, facilities and activities that Council provides?
 - REP4: So considering, leadership, trust, financial management and also taking into account the quality of services provided, how would you rate the Council for its overall reputation?

Key:
2020 = XX%
(2019 = XX%)

Spotswood – South Kingsville, Newport has the greatest proportion of ‘*Sceptics*’, who are likely to rate Council’s value and performance lower than households in other precincts.

Reputation profile: Precinct (I) ⁽¹⁾⁽²⁾

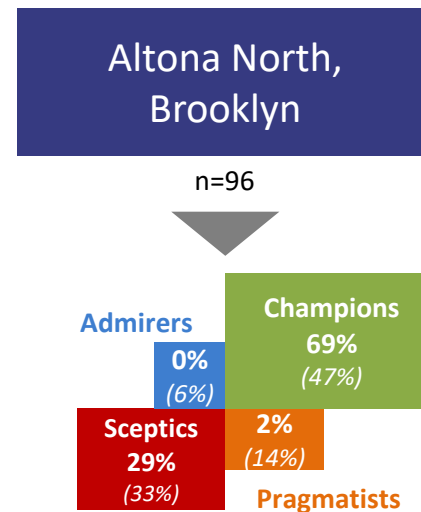
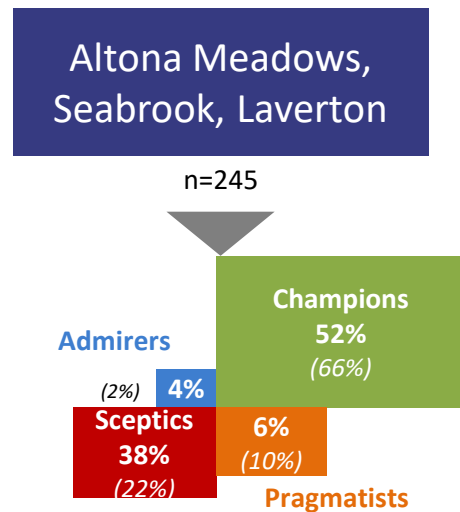


NOTES:

- Sample: n= 804. Excludes 'don't know' responses to any of the reputation questions
- Segments have been determined using the results from a set of five overall level questions:
 - REP1: Leadership - Being committed to creating a great City, being in touch with the community and setting clear direction...
 - REP2: Transparency and Trust - how open and transparent Council is, and how you would rate Council as trustworthy?
 - REP3: Financial management - how appropriately it invests in the City, how wisely it spends and avoids waste, and its transparency around spending.
 - OVLSV: Overall, how satisfied are you with the services, facilities and activities that Council provides?
 - REP4: So considering, leadership, trust, financial management and also taking into account the quality of services provided, how would you rate the Council for its overall reputation?

Altona Meadows, Seabrook and Altona North, Brooklyn have the highest proportion of ‘*Champions*’ who are likely to view Council as competent. In comparison the proportion of ‘*Champions*’ in Spotswood – South Kingsville, Newport is just 43%

Reputation profile: Precinct (II) ⁽¹⁾⁽²⁾



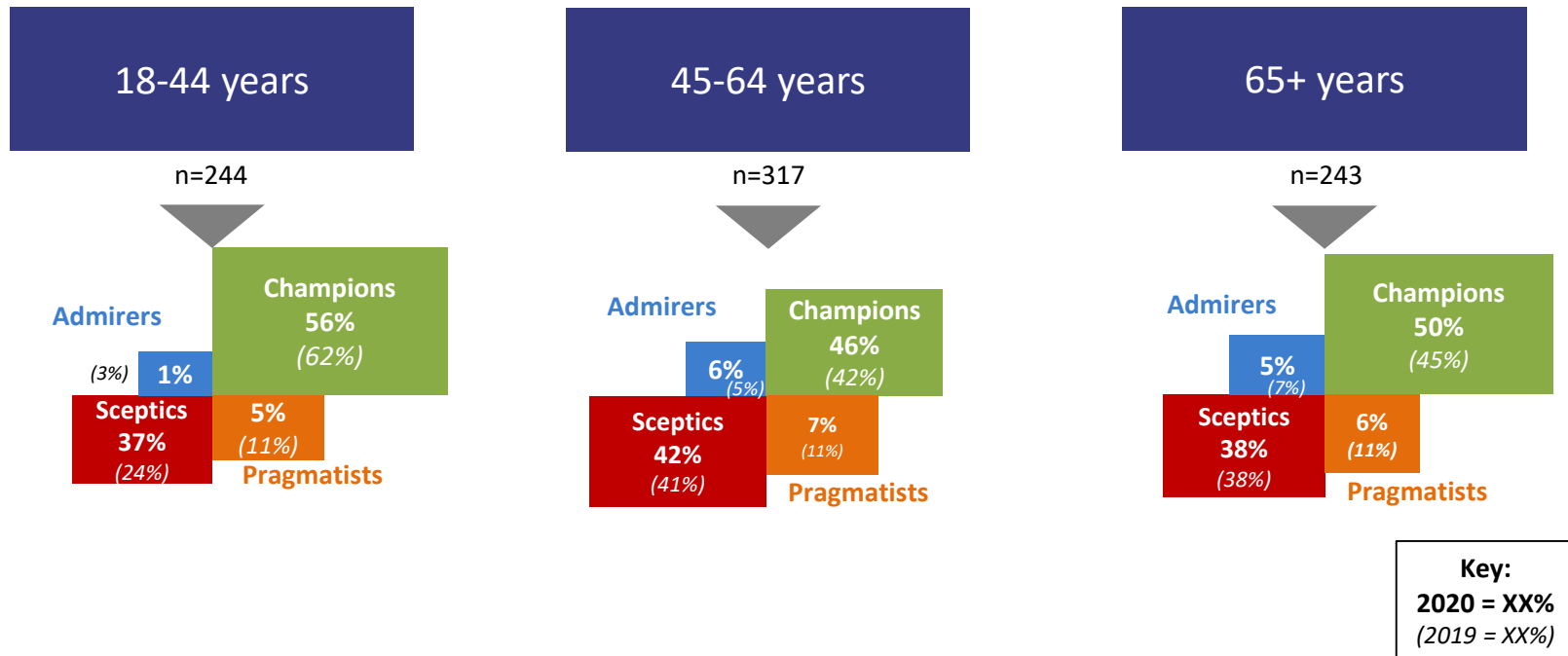
Key:
2020 = XX%
 (2019 = XX%)

NOTES:

1. Sample: n= 804. Excludes 'don't know' responses to any of the reputation questions
2. Segments have been determined using the results from a set of five overall level questions:
 - REP1: Leadership - Being committed to creating a great City, being in touch with the community and setting clear direction...
 - REP2: Transparency and Trust - how open and transparent Council is, and how you would rate Council as trustworthy?
 - REP3: Financial management - how appropriately it invests in the City, how wisely it spends and avoids waste, and its transparency around spending.
 - OVLSV: Overall, how satisfied are you with the services, facilities and activities that Council provides?
 - REP4: So considering, leadership, trust, financial management and also taking into account the quality of services provided, how would you rate the Council for its overall reputation?

Middle aged people (45-64 years old) are less likely to be ‘*Champions*’ and more likely to be sceptical compared to the younger and older age groups. There is a decline in the proportion of ‘*Admirers*’ among under 65year olds, while ‘*Champions*’ are the highest for 18-44 age group

Reputation profile: Age ⁽¹⁾⁽²⁾

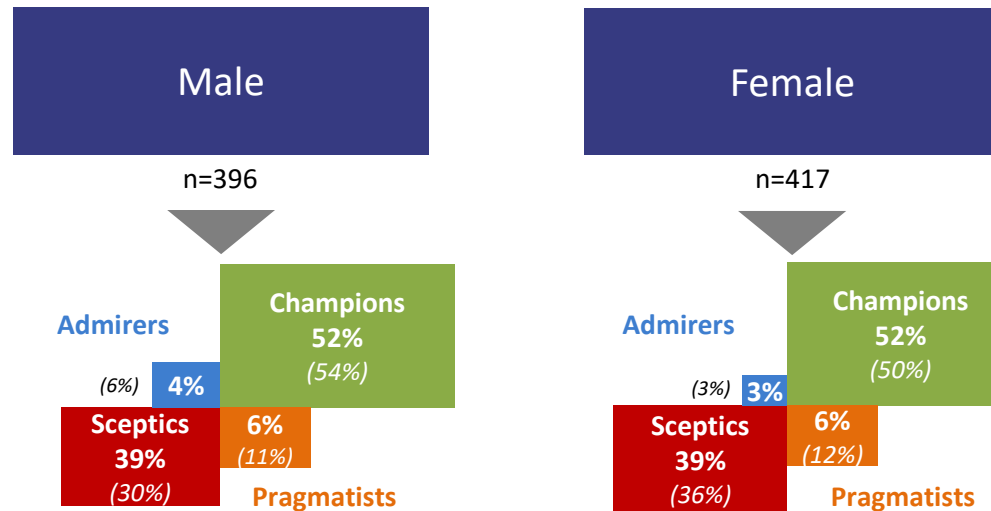


NOTES:

- Sample: n= 804. Excludes 'don't know' responses to any of the reputation questions
- Segments have been determined using the results from a set of five overall level questions:
 - REP1: Leadership - Being committed to creating a great City, being in touch with the community and setting clear direction...
 - REP2: Transparency and Trust - how open and transparent Council is, and how you would rate Council as trustworthy?
 - REP3: Financial management - how appropriately it invests in the City, how wisely it spends and avoids waste, and its transparency around spending.
 - OVLSV: Overall, how satisfied are you with the services, facilities and activities that Council provides?
 - REP4: So considering, leadership, trust, financial management and also taking into account the quality of services provided, how would you rate the Council for its overall reputation?

There is little difference between male and female community members with regards to reputation typologies. Males are slightly more likely to be 'Admirers'

Reputation profile: Gender ⁽¹⁾⁽²⁾



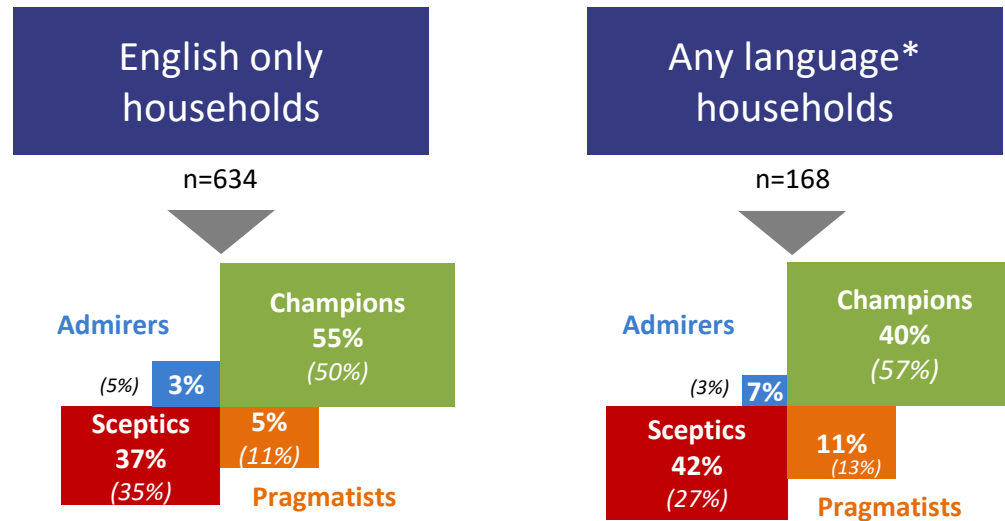
Key:
2020 = XX%
 (2019 = XX%)

NOTES:

1. Sample: n= 804. Excludes 'don't know' responses to any of the reputation questions
2. Segments have been determined using the results from a set of five overall level questions:
 - REP1: Leadership - Being committed to creating a great City, being in touch with the community and setting clear direction...
 - REP2: Transparency and Trust - how open and transparent Council is, and how you would rate Council as trustworthy?
 - REP3: Financial management - how appropriately it invests in the City, how wisely it spends and avoids waste, and its transparency around spending.
 - OVLSV: Overall, how satisfied are you with the services, facilities and activities that Council provides?
 - REP4: So considering, leadership, trust, financial management and also taking into account the quality of services provided, how would you rate the Council for its overall reputation?

The proportion of *'Sceptics'* increase among households who are non-English. Households who speak any language other than and including English, are significantly more *'Pragmatic'* as well

Reputation profile: Home languages ⁽¹⁾⁽²⁾



Key:
2020 = XX%
 (2019 = XX%)

NOTES:

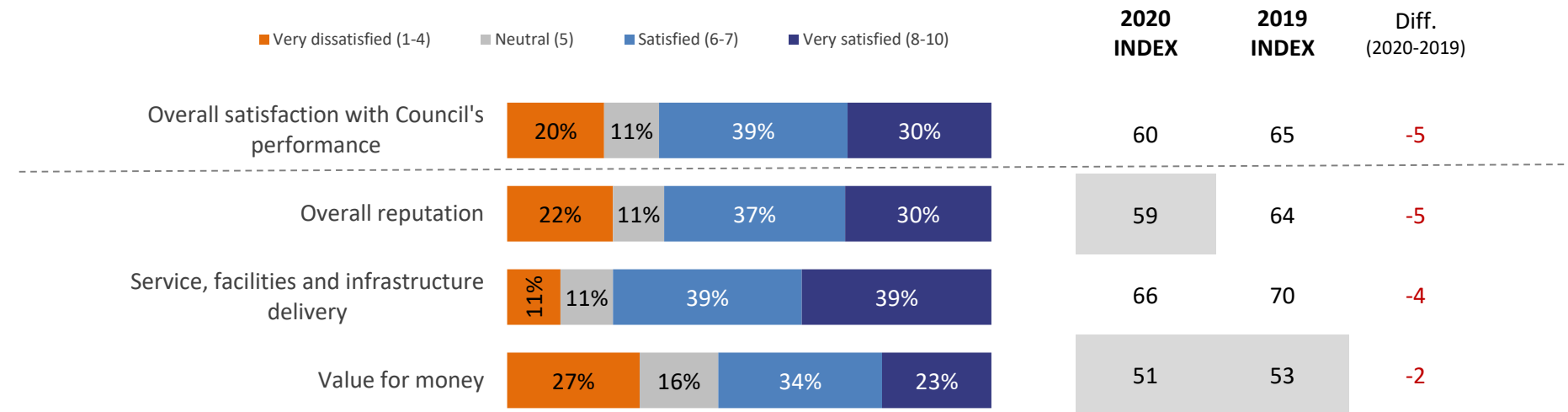
- Sample: n= 804. Excludes 'don't know' responses to any of the reputation questions
- Segments have been determined using the results from a set of five overall level questions:
 - REP1: Leadership - Being committed to creating a great City, being in touch with the community and setting clear direction...
 - REP2: Transparency and Trust - how open and transparent Council is, and how you would rate Council as trustworthy?
 - REP3: Financial management - how appropriately it invests in the City, how wisely it spends and avoids waste, and its transparency around spending.
 - OVLSV: Overall, how satisfied are you with the services, facilities and activities that Council provides?
 - REP4: So considering, leadership, trust, financial management and also taking into account the quality of services provided, how would you rate the Council for its overall reputation?
 - DEM3: Are there any languages other than English spoken at home? *Any language, other than and including English, spoken at home



Overall Satisfaction

Services, facilities and infrastructure delivery are evaluated highly, however there is a lower level of satisfaction in relation to *Overall value for money*, with close to three out of ten (27%) of the respondents very dissatisfied with this aspect

Satisfaction: Overall level drivers ⁽¹⁾⁽²⁾⁽³⁾⁽⁴⁾⁽⁵⁾



Residents aged 65+ rate *Overall reputation* and *Overall value for money* significantly higher than other age groups.

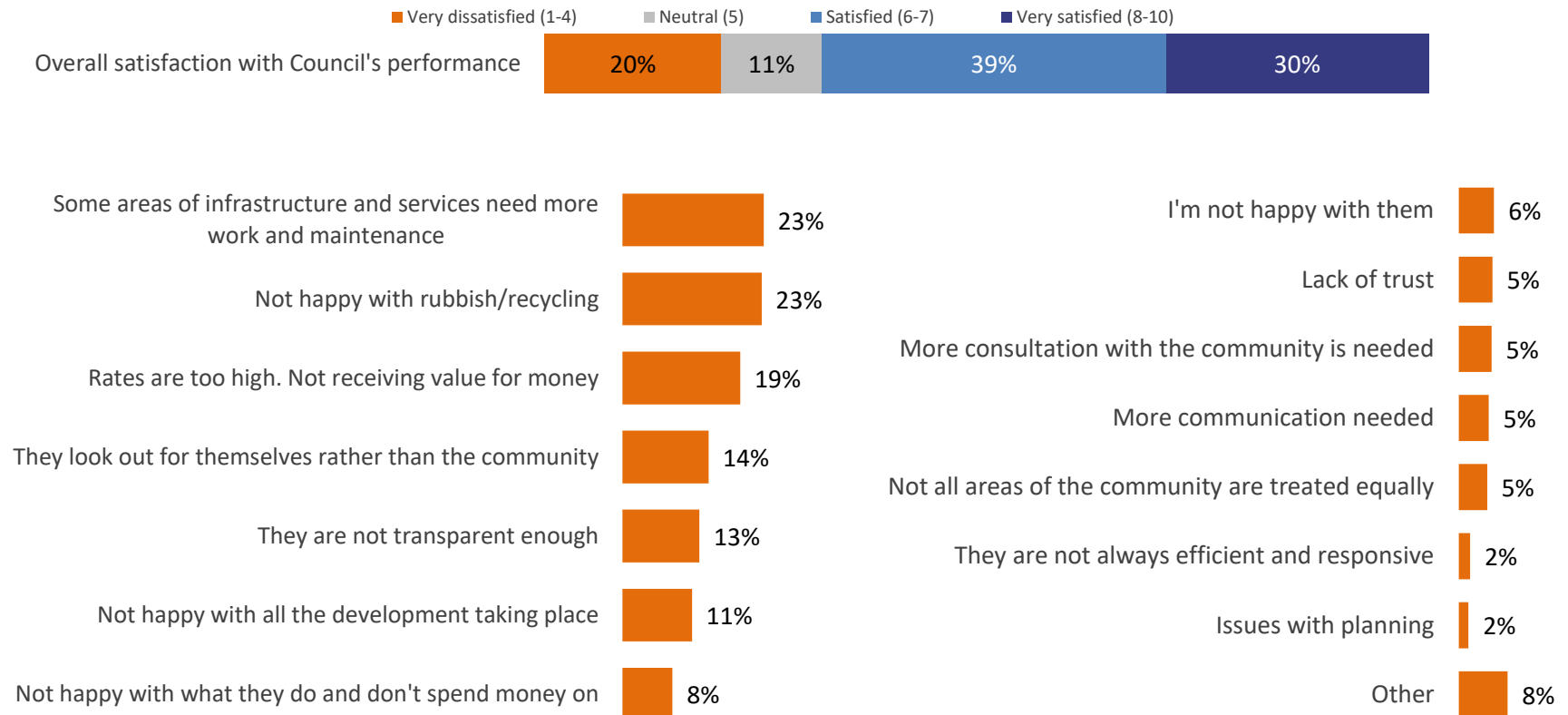
NOTES:

1. Sample: 2019 n=804; 2019 n=813
2. OP1. Everything considered; reputation, services and facilities, and value for money, how satisfied are you with the overall performance of the Council over the past twelve months?
3. REP4. So considering, leadership, trust, financial management and also taking into account the quality of services provided, how would you rate the Council for its overall reputation?
4. OVLSV. Overall, how satisfied are you with the services, facilities and activities that Council provides?
5. VM3. Considering all the services and facilities that Council provides. Overall how satisfied are you that you receive good value for the money you spend in rates and other fees?

| Category | Index Value |
|----------------|-------------|
| Very satisfied | 80 – 100 |
| Satisfied | 60 – 79 |
| Neutral | 40 – 59 |
| Dissatisfied | 0 – 39 |

Infrastructure and services needing more maintenance (23%), as well as dissatisfaction with rubbish and recycling (23%), and rates being too high (19%) are the main reasons for residents giving low evaluation of Council's performance

Satisfaction: Overall level drivers ⁽¹⁾⁽²⁾ (Dissatisfied 1-4)

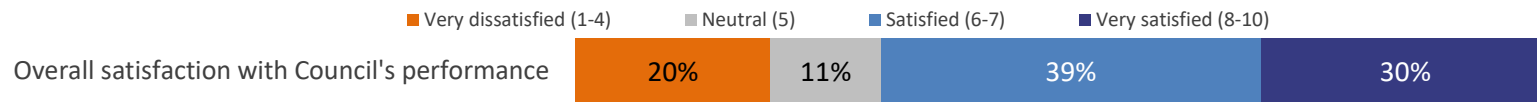


NOTES:

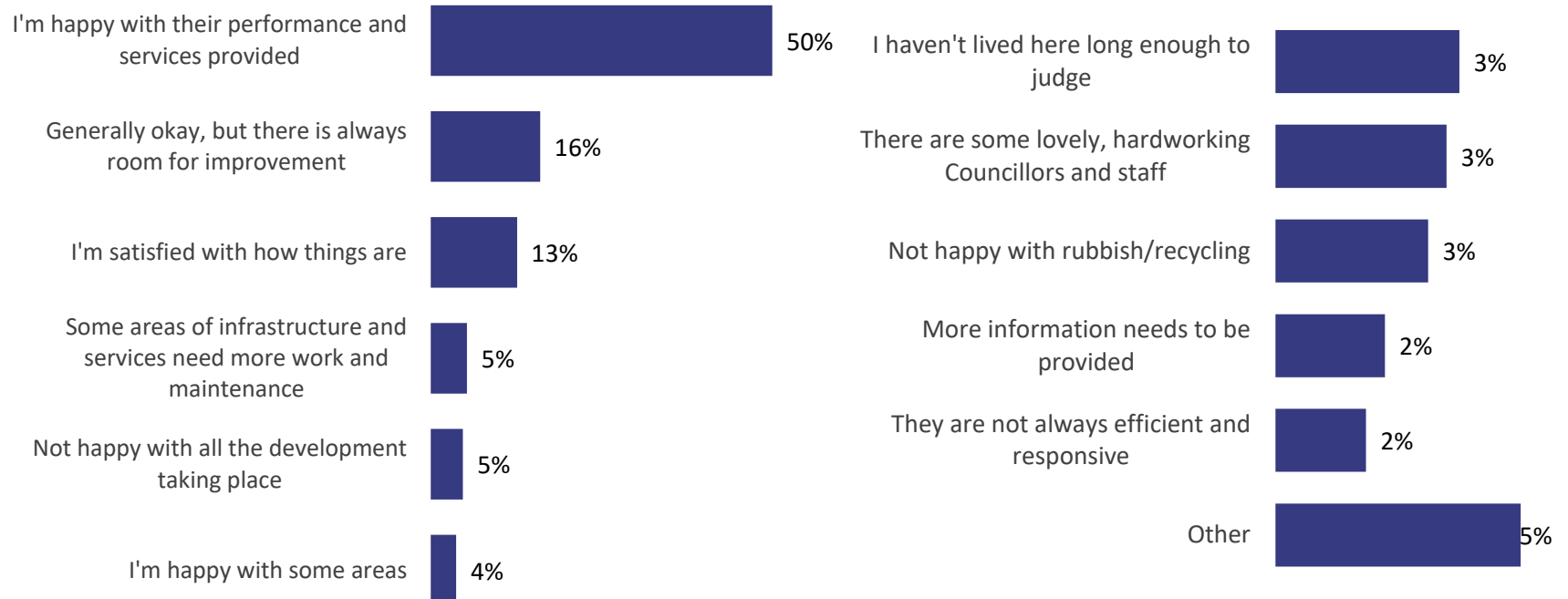
1. Sample: n=804, excluding don't know response n=641: n=141 'very dissatisfied'; n=196 'very satisfied'
2. OP1. Everything considered; reputation, services and facilities, and value for money, how satisfied are you with the overall performance of the Council over the past twelve months?
3. OP2. What would be your main reason for giving this score?

Two thirds of the respondents (66%) who evaluated overall performance 8-10 are happy with the Council and the service it provides (50%), but still think there is room for improvement (16%)

Satisfaction: Overall level drivers ⁽¹⁾⁽²⁾



Reasons 'Very satisfied' (8-10)

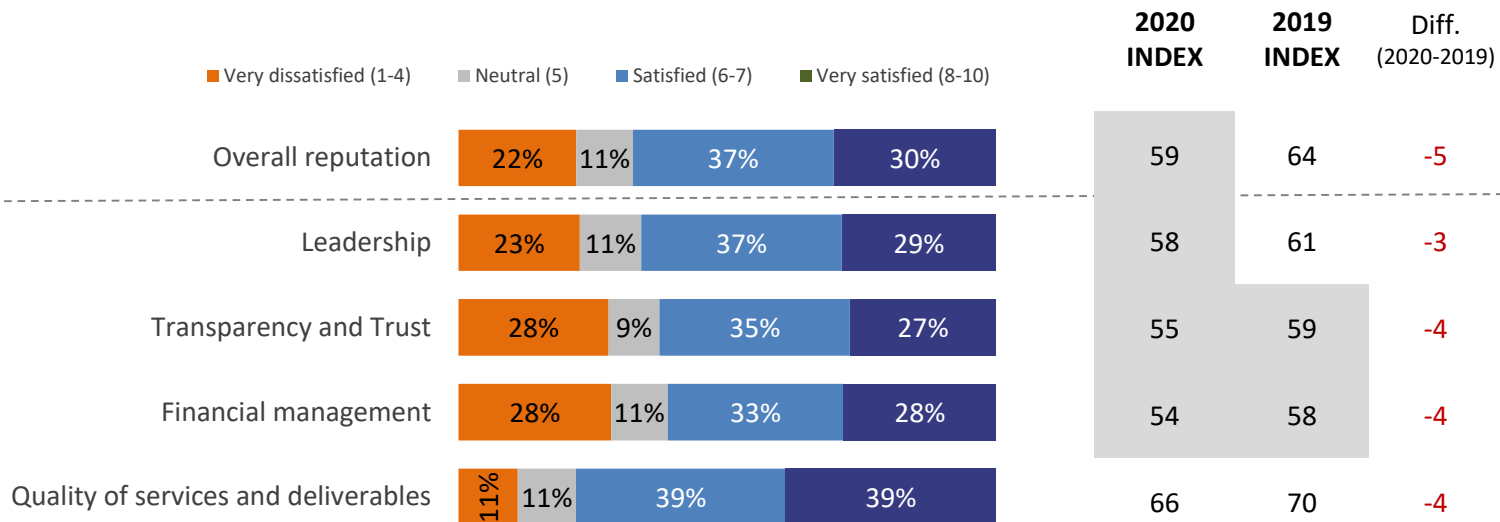


NOTES:

1. Sample: n=804, excluding don't know response n=641: n=141 'very dissatisfied'; n=196 'very satisfied'
2. OP1. Everything considered; reputation, services and facilities, and value for money, how satisfied are you with the overall performance of the Council over the past twelve months?
3. OP2. What would be your main reason for giving this score?

In terms of Council reputation, satisfaction with *Financial management, Transparency and Trust*, and *Leadership* are lower than satisfaction with *Quality of services and deliverables*

Satisfaction: Reputation ⁽¹⁾⁽²⁾⁽³⁾⁽⁴⁾⁽⁵⁾⁽⁶⁾



Financial management and Overall services and facilities are two areas that were rated considerably higher by 15-44 year olds than any other group

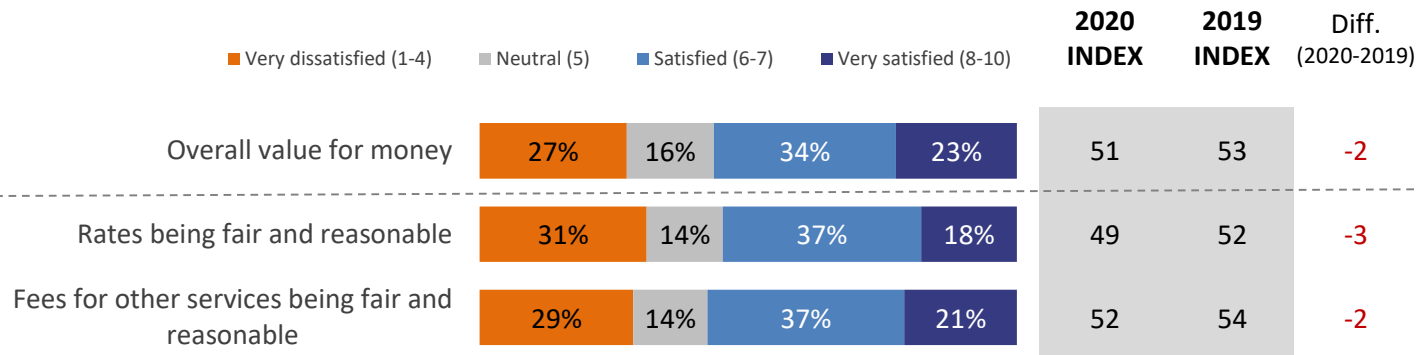
NOTES:

- Sample: 2020 n=804; 2019 n=813
- REP1. Leadership - Being committed to creating a great City, being in touch with the community and setting clear direction...
- REP2. Transparency and Trust - how open and transparent Council is, and how you would rate Council as trustworthy?
- REP3. Financial management - how appropriately it invests in the City, how wisely it spends and avoids waste, and its transparency around spending.
- OVLSV. Overall, how satisfied are you with the services, facilities and activities that Council provides?
- REP4. So considering, leadership, trust, financial management and also taking into account the quality of services provided, how would you rate the Council for its overall reputation?

| Category | Index Value |
|----------------|-------------|
| Very satisfied | 80 – 100 |
| Satisfied | 60 – 79 |
| Neutral | 40 – 59 |
| Dissatisfied | 0 – 39 |

More community members are dissatisfied with *Fees for other services being fair and reasonable* (21%) than with *Rates being fair and reasonable* (18%)

Satisfaction: Value for money ⁽¹⁾⁽²⁾⁽³⁾



Ageing population (65+) have a higher perception of *Rates being fair and reasonable* compared with other age groups

| Category | Index Value |
|----------------|-------------|
| Very satisfied | 80 – 100 |
| Satisfied | 60 – 79 |
| Neutral | 40 – 59 |
| Dissatisfied | 0 – 39 |

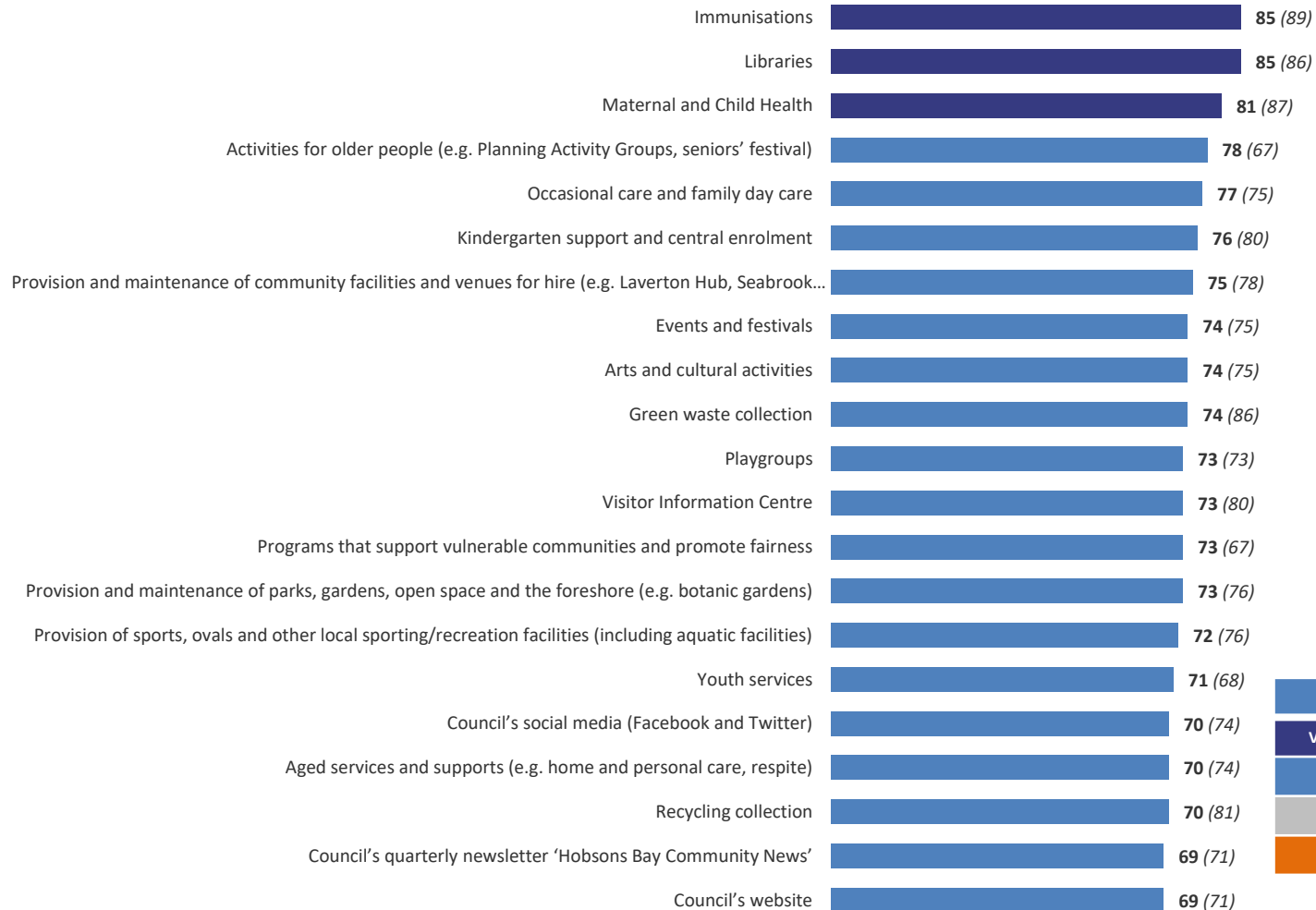
NOTES:

1. Sample: 2020 n=804; 2019 n=813; only asked of ratepayers
2. VM2. How would you rate your satisfaction with Council for...?
3. VM3. Considering all the services and facilities that Council provides. Overall how satisfied are you that you receive good value for the money you spend in rates and other fees?



Satisfaction with services and facilities

Satisfaction index ranking and comparison to previous year scores ⁽¹⁾⁽²⁾



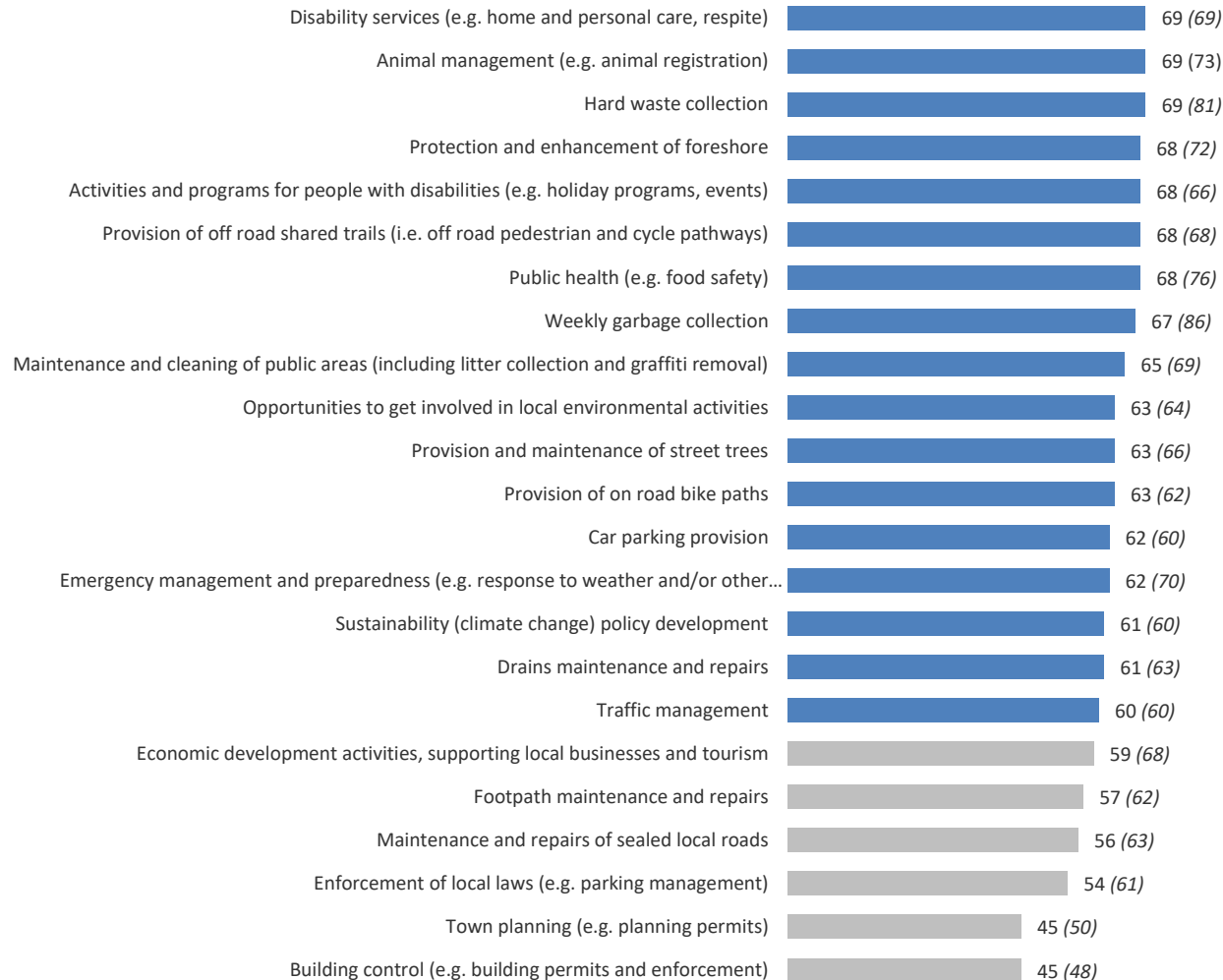
| Category | Index Value |
|----------------|-------------|
| Very satisfied | 80 – 100 |
| Satisfied | 60 – 79 |
| Neutral | 40 – 59 |
| Dissatisfied | 0 – 39 |

NOTES:

1. Sample: 2020 n=804; 2019 n=813
2. The 2018 scores provided for comparison were derived using an identical questionnaire and rating scale

XX = 2020
(xx) = 2019

Satisfaction index ranking and comparison to previous year scores ⁽¹⁾⁽²⁾ (Continued)

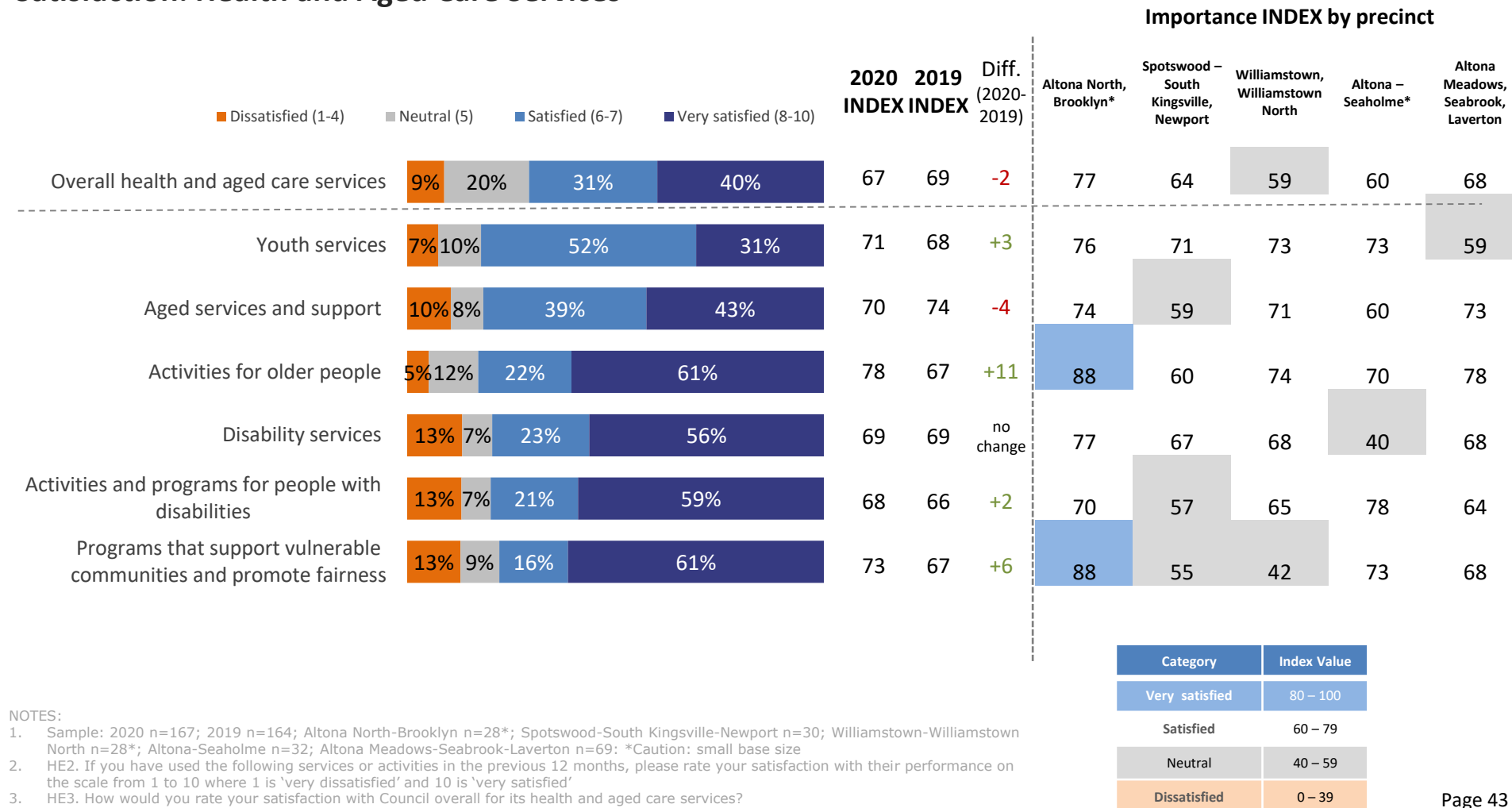


| Category | Index Value |
|----------------|-------------|
| Very satisfied | 80 – 100 |
| Satisfied | 60 – 79 |
| Neutral | 40 – 59 |
| Dissatisfied | 0 – 39 |

NOTES:
1. Sample: 2020 n=804; 2019 n=813
2. The 2018 scores provided for comparison were derived using an identical questionnaire and rating scale

Index score for *Activities for older people* has significantly increased. However perception of *Aged services and support* and *Activities and programs for people with disabilities* has decreased

Satisfaction: Health and Aged Care Services ⁽¹⁾⁽²⁾⁽³⁾



Immunisation services has the highest level of satisfaction, followed closely by *Maternal and child health*, which is consistent with 2019. However there is a decrease in satisfaction with *Overall children's services*, *Maternal and Child Health* and *Kindergarten support*

Satisfaction: Children's Services ⁽¹⁾⁽²⁾⁽³⁾

Very dissatisfied (1-4) Neutral (5) Satisfied (6-7) Very satisfied (8-10)

| | | | | Importance INDEX by precinct | | | | | |
|--|--|------------|------------|------------------------------|-------------------------|---------------------------------------|----------------------------------|--------------------|------------------------------------|
| | | 2020 INDEX | 2019 INDEX | Diff. (2020-2019) | Altona North, Brooklyn* | Spotswood – South Kingsville, Newport | Williamstown, Williamstown North | Altona – Seaholme* | Altona Meadows, Seabrook, Laverton |
| Overall children's services | <div> <div></div> <div></div> <div></div> <div></div> </div> 5% 8% 28% 59% | 76 | 81 | -5 | 83 | 73 | 75 | 69 | 77 |
| Playgroups | <div> <div></div> <div></div> <div></div> <div></div> </div> 10% 12% 21% 57% | 73 | 73 | no change | 73 | 66 | 81 | 64 | 74 |
| Kindergarten support and central enrolment | <div> <div></div> <div></div> <div></div> <div></div> </div> 8% 9% 20% 63% | 76 | 80 | -4 | 73 | 77 | 65 | 80 | 81 |
| Immunisation services | <div> <div></div> <div></div> <div></div> <div></div> </div> 6% 3% 13% 78% | 85 | 89 | -4 | 84 | 81 | 84 | 82 | 89 |
| Maternal and Child Health | <div> <div></div> <div></div> <div></div> <div></div> </div> 3% 9% 25% 63% | 81 | 87 | -6 | 79 | 76 | 79 | 83 | 87 |
| Occasional care and family day care | <div> <div></div> <div></div> <div></div> <div></div> </div> 7% 6% 36% 51% | 77 | 75 | +2 | 77 | 80 | 73 | 75 | 77 |

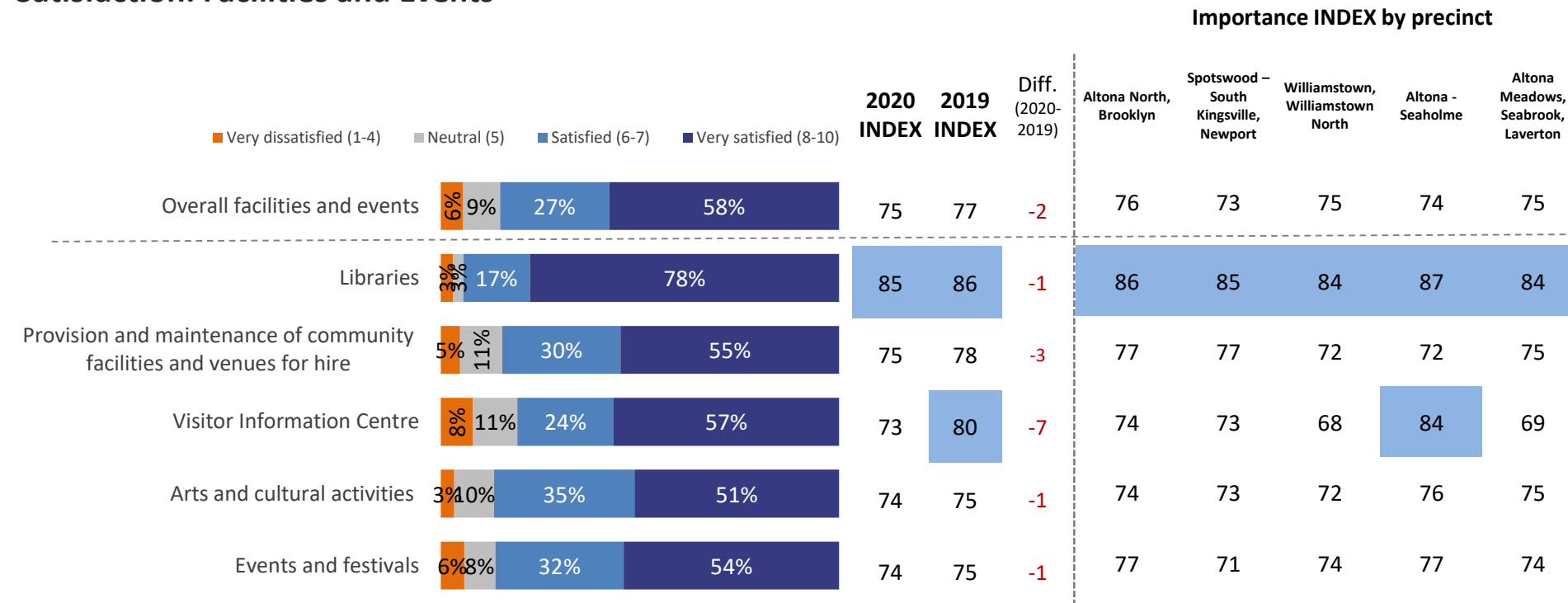
| Category | Index Value |
|----------------|-------------|
| Very satisfied | 80 – 100 |
| Satisfied | 60 – 79 |
| Neutral | 40 – 59 |
| Dissatisfied | 0 – 39 |

NOTES:

1. Sample: 2020 n=188; 2019 n=207; Altona North-Brooklyn n=29*; Spotswood-South Kingsville-Newport n=41; Williamstown-Williamstown North n=36; Altona-Seaholme n=27*; Altona Meadows-Seabrook-Laverton n=55: *Caution: small sample size
2. CC2. If you have used the following services in the previous 12 months, please rate your satisfaction with their performance on the scale from 1 to 10 where 1 is 'very dissatisfied' and 10 is 'very satisfied'
3. CC3. Overall how satisfied are you with Council's children's services?

The libraries are the best performing facilities and events with households across all precincts being ‘very satisfied’ with *Libraries*. However all of the areas within *facilities and events* showed a decline in satisfaction year-on-year

Satisfaction: Facilities and Events ⁽¹⁾⁽²⁾⁽³⁾



15-44 year old group shows higher satisfaction for most of the areas of facilities and events

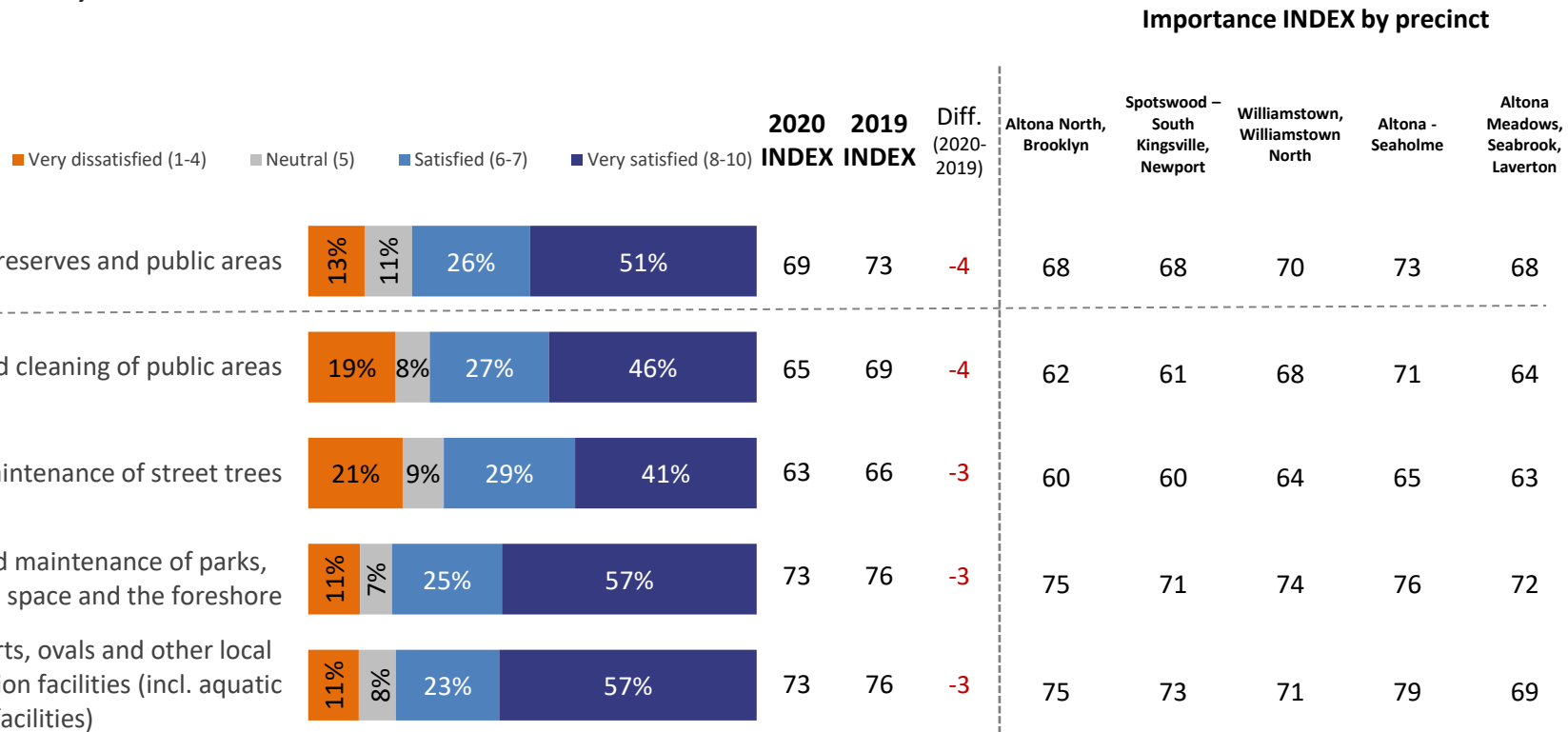
| Category | Index Value |
|----------------|-------------|
| Very satisfied | 80 – 100 |
| Satisfied | 60 – 79 |
| Neutral | 40 – 59 |
| Dissatisfied | 0 – 39 |

NOTES:

- Sample: 2020 n=567; 2019 n=598; Altona North-Brooklyn n=63; Spotswood-South Kingsville-Newport n=98; Williamstown-Williamstown North n=134; Altona-Seaholme n=108; Altona Meadows-Seabrook-Laverton n=164
- FE2. If you have used the following facilities or services or activities in the previous 12 months, please rate your satisfaction with their performance on the scale from 1 to 10 where 1 is ‘very dissatisfied’ and 10 is ‘very satisfied’
- FE3. Overall how satisfied are you with Council’s facilities and events?

Satisfaction with *Overall parks, reserves and public areas* has slightly decreased year-on-year, and community members are satisfied across all precincts

Satisfaction: Parks, Reserves and Public Areas ⁽¹⁾⁽²⁾⁽³⁾



| Category | Index Value |
|----------------|-------------|
| Very satisfied | 80 – 100 |
| Satisfied | 60 – 79 |
| Neutral | 40 – 59 |
| Dissatisfied | 0 – 39 |

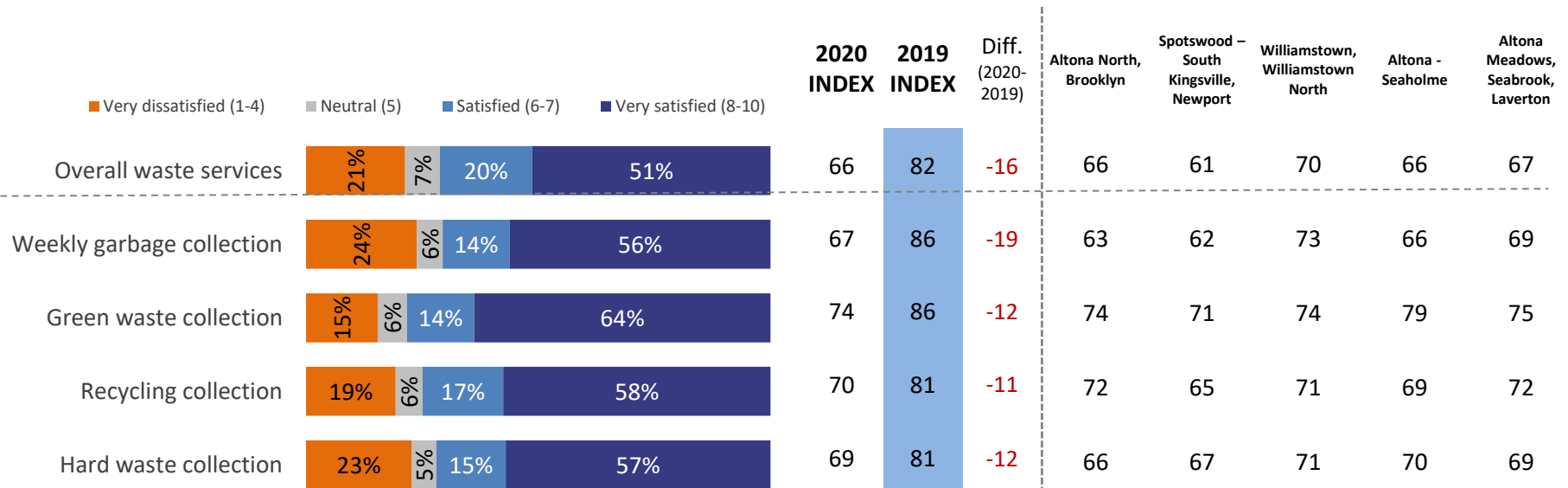
NOTES:

- Sample: PR3_1 n=778; PR3_2 n=748; PR3_3 n=768; PR3_4 n=755; PR3_5 n=671
- PR2. If you have experienced the following facilities or services in the previous 12 months, please rate your satisfaction with their performance on the scale from 1 to 10 where 1 is 'very dissatisfied' and 10 is 'very satisfied'
- PR3. Overall how satisfied are you with the provision and maintenance of Council's parks, reserves and public areas?

Community members remain *'satisfied'* with waste services. The highest performing area is *Green waste collection*

Satisfaction: Waste Services ⁽¹⁾⁽²⁾⁽³⁾

Importance INDEX by precinct



Female considerably more than male are satisfied with all aspects of waste services provided by the Council

| Category | Index Value |
|----------------|-------------|
| Very satisfied | 80 – 100 |
| Satisfied | 60 – 79 |
| Neutral | 40 – 59 |
| Dissatisfied | 0 – 39 |

NOTES:

- Sample: 2020 n=804; 2019 n=813; Altona North-Brooklyn n=96; Spotswood-South Kingsville-Newport n=136; Williamstown-Williamstown North n=180; Altona-Seaholme n=147; Altona Meadows-Seabrook-Laverton n=245
- WW2. If you have used the following services in the previous 12 months, please rate your satisfaction with their performance on the scale from 1 to 10 where 1 is 'very dissatisfied' and 10 is 'very satisfied'
- WW3. Overall how satisfied are you with Council's waste services?

Maintenance and repairs of sealed local roads and Footpath maintenance and repairs are the services with the least satisfied and most dissatisfied community members

Satisfaction: Roads and Footpaths ⁽¹⁾⁽²⁾⁽³⁾

■ Very dissatisfied (1-4)
 ■ Neutral (5)
 ■ Satisfied (6-7)
 ■ Very satisfied (8-10)

| | Very dissatisfied (1-4) | Neutral (5) | Satisfied (6-7) | Very satisfied (8-10) | 2020 INDEX | 2019 INDEX | Diff. (2020-2019) | Altona North, Brooklyn | Spotswood – South Kingsville, Newport | Williamstown, Williamstown North | Altona - Seaholme | Altona Meadows, Seabrook, Laverton |
|---|-------------------------|-------------|-----------------|-----------------------|------------|------------|-------------------|------------------------|---------------------------------------|----------------------------------|-------------------|------------------------------------|
| Overall roads and footpaths | 22% | 12% | 35% | 32% | 59 | 63 | -4 | 59 | 56 | 60 | 62 | 60 |
| Traffic management | 23% | 11% | 32% | 34% | 60 | 60 | no change | 70 | 56 | 63 | 65 | 53 |
| Car parking provision | 19% | 13% | 29% | 39% | 62 | 60 | +2 | 64 | 58 | 58 | 63 | 65 |
| Maintenance and repairs of sealed local roads | 28% | 8% | 33% | 30% | 56 | 63 | -7 | 58 | 51 | 58 | 61 | 55 |
| Footpath maintenance and repairs | 26% | 13% | 32% | 29% | 57 | 62 | -5 | 55 | 52 | 54 | 61 | 60 |
| Provision of on road bike paths | 18% | 14% | 30% | 38% | 63 | 62 | +1 | 67 | 58 | 60 | 68 | 63 |
| Provision of off road shared trails | 14% | 9% | 27% | 50% | 68 | 68 | no change | 70 | 63 | 68 | 73 | 68 |
| Drains maintenance and repairs | 22% | 11% | 31% | 36% | 61 | 63 | -2 | 65 | 56 | 60 | 60 | 64 |

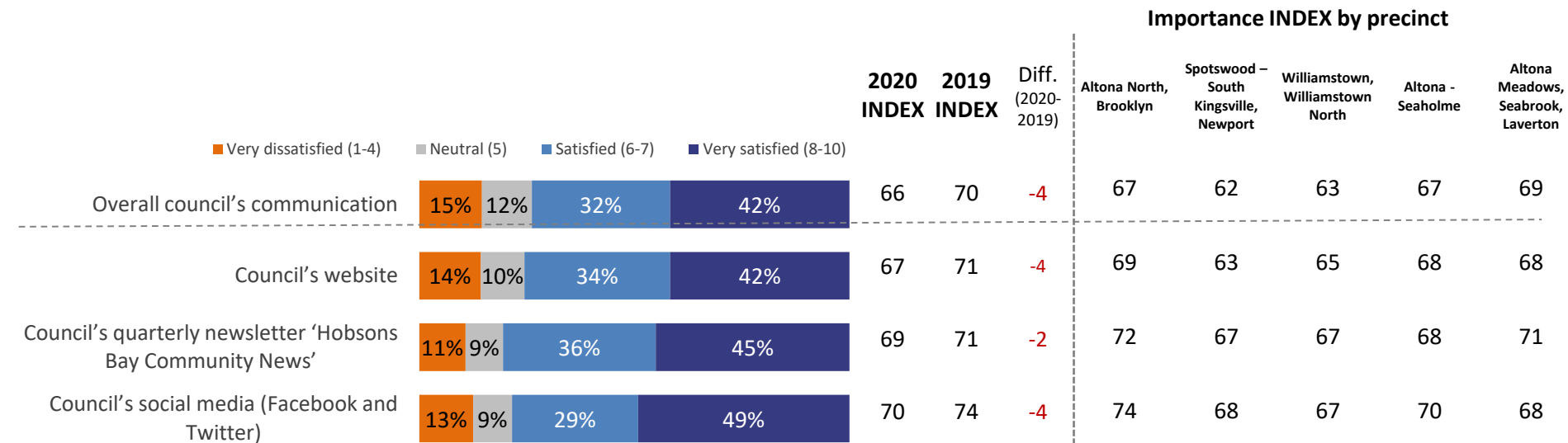
| Category | Index Value |
|----------------|-------------|
| Very satisfied | 80 – 100 |
| Satisfied | 60 – 79 |
| Neutral | 40 – 59 |
| Dissatisfied | 0 – 39 |

NOTES:

- Sample: 2020 n=804; 2019 n=813; Altona North-Brooklyn n=96; Spotswood-South Kingsville-Newport n=136; Williamstown-Williamstown North n=180; Altona-Seaholme n=147; Altona Meadows-Seabrook-Laverton n=245
- RF2. If you have experienced the following services in the previous 12 months, please rate your satisfaction with their performance on the scale from 1 to 10 where 1 is 'very dissatisfied' and 10 is 'very satisfied'
- RF3. Overall how satisfied are you with Council's roads and footpaths?

Satisfaction with *Council's social media (Facebook and Twitter)* has the highest proportion of people who are satisfied

Satisfaction: Council's Communication ⁽¹⁾⁽²⁾⁽³⁾



Female are generally show higher evaluation for all areas of Council's communication than male. Latter has a particular high proportion of people dissatisfied with Council's social media

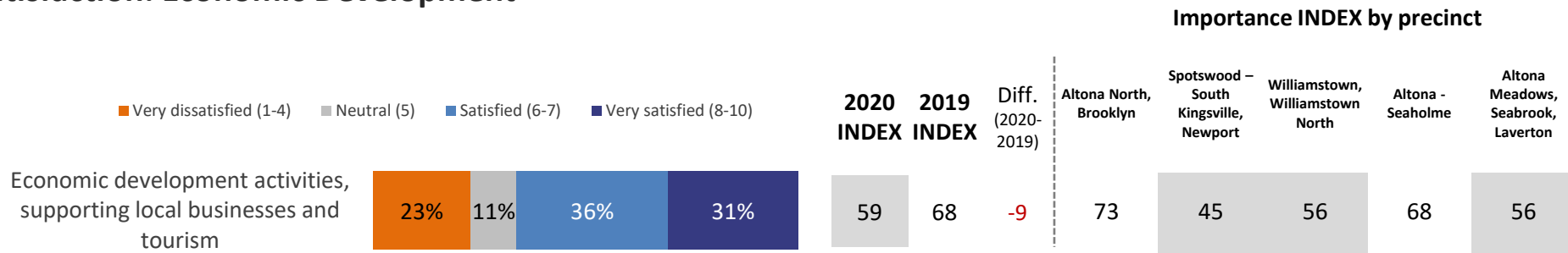
| Category | Index Value |
|----------------|-------------|
| Very satisfied | 80 – 100 |
| Satisfied | 60 – 79 |
| Neutral | 40 – 59 |
| Dissatisfied | 0 – 39 |

NOTES:

- Sample: 2020 n=804; 2019 n=813; Altona North-Brooklyn n=96; Spotswood-South Kingsville-Newport n=136; Williamstown-Williamstown North n=180; Altona-Seaholme n=147; Altona Meadows-Seabrook-Laverton n=245
- CM2. If you have used the following services in the previous 12 months, please rate your satisfaction with their performance on the scale from 1 to 10 where 1 is 'very dissatisfied' and 10 is 'very satisfied'
- CM3. Overall how satisfied are you with Council's communication?

Three out of ten community members (31%) are ‘*very satisfied*’ with *Economic development activities, supporting local businesses and tourism*

Satisfaction: Economic Development ⁽¹⁾⁽²⁾



Satisfaction with Economic development activities, supporting local businesses and tourism is consistent across gender and age groups. However, residents from Spotswood – South Kingsville, Newport precinct showed considerably lower satisfaction than people from other areas.

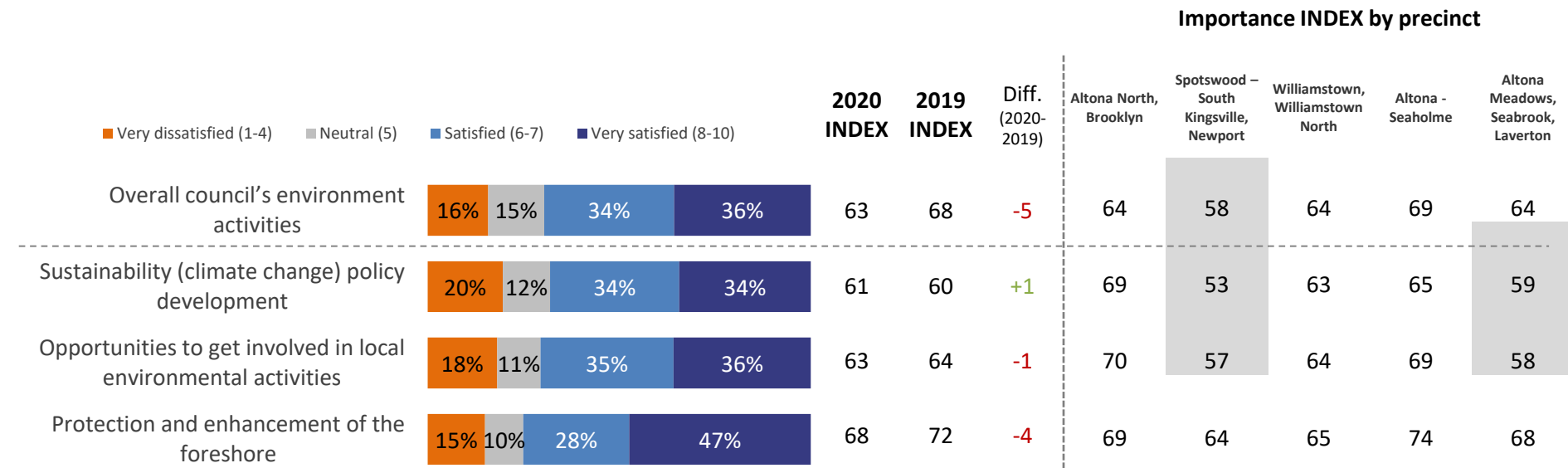
NOTES:

1. Sample: 2020 n=804; 2019 n=813; Altona North-Brooklyn n=96; Spotswood-South Kingsville-Newport n=136; Williamstown-Williamstown North n=180; Altona-Seaholme n=147; Altona Meadows-Seabrook-Laverton n=245
2. EE2. If you have used the following activities in the previous 12 months, please rate your satisfaction with their performance on the scale from 1 to 10 where 1 is ‘very dissatisfied’ and 10 is ‘very satisfied’

| Category | Index Value |
|----------------|-------------|
| Very satisfied | 80 – 100 |
| Satisfied | 60 – 79 |
| Neutral | 40 – 59 |
| Dissatisfied | 0 – 39 |

Protection and enhancement of the foreshore shows the highest proportion of people who are very satisfied (47%). However, Council's *Sustainability (climate change) policy development* has the highest proportion of people who are dissatisfied (20%)

Satisfaction: Council's Environment Activities ⁽¹⁾⁽²⁾⁽³⁾



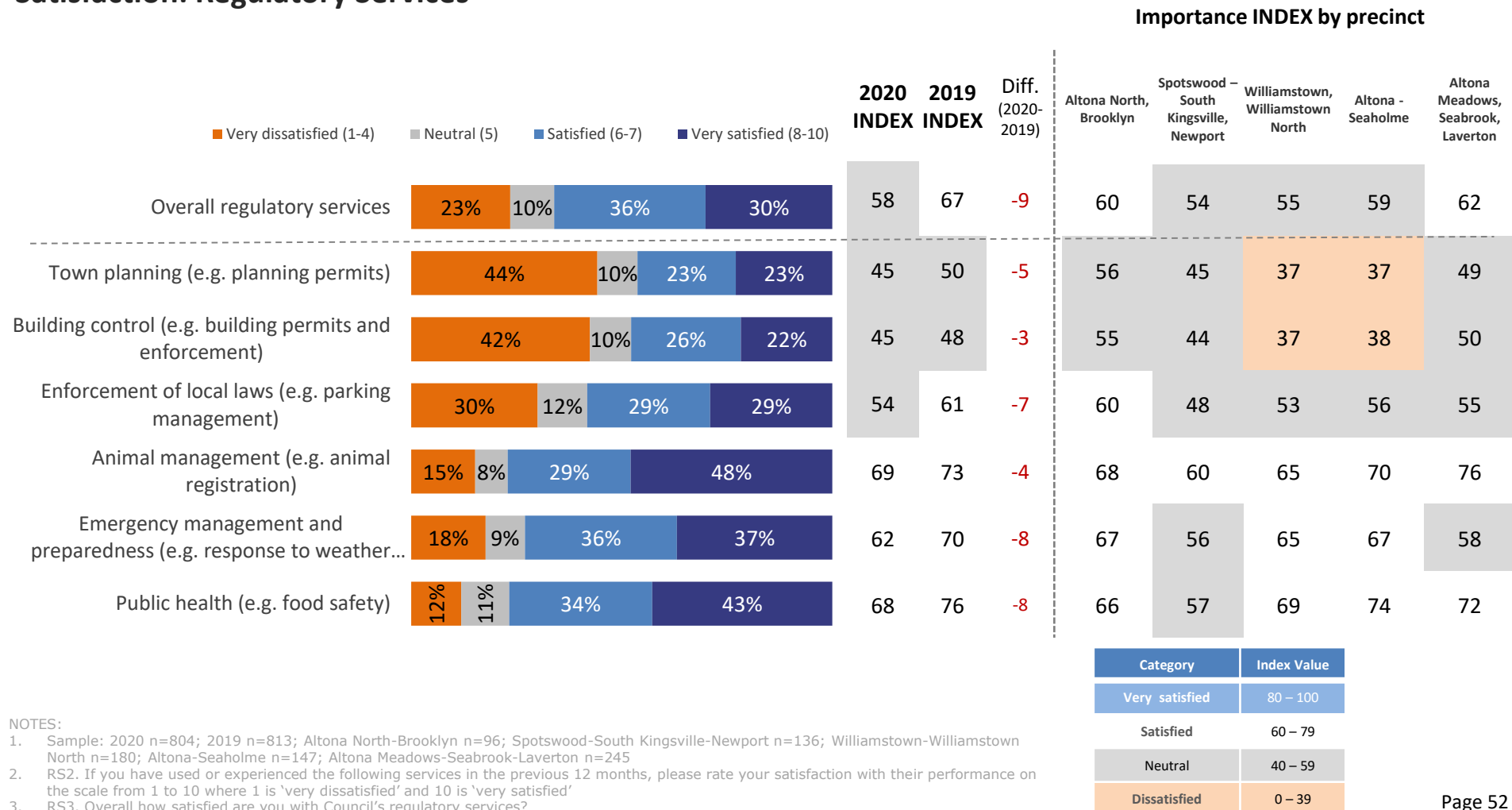
NOTES:

- Sample: 2020 n=804; 2019 n=813; Altona North-Brooklyn n=96; Spotswood-South Kingsville-Newport n=136; Williamstown-Williamstown North n=180; Altona-Seaholme n=147; Altona Meadows-Seabrook-Laverton n=245
- EA2. If you have had experience or involvement with the following services in the previous 12 months, please rate your satisfaction with their performance on the scale from 1 to 10 where 1 is 'very dissatisfied' and 10 is 'very satisfied'
- EA3. Overall how satisfied are you with Council's environment activities?

| Category | Index Value |
|----------------|-------------|
| Very satisfied | 80 – 100 |
| Satisfied | 60 – 79 |
| Neutral | 40 – 59 |
| Dissatisfied | 0 – 39 |

Residents from *Williamstown, Williamstown North* and *Altona - Seaholme* are the least satisfied with *Town planning*, as well as *Building control*

Satisfaction: Regulatory Services ⁽¹⁾⁽²⁾⁽³⁾



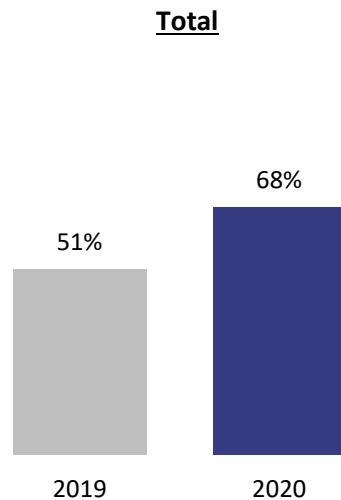


Customer service and contact with council

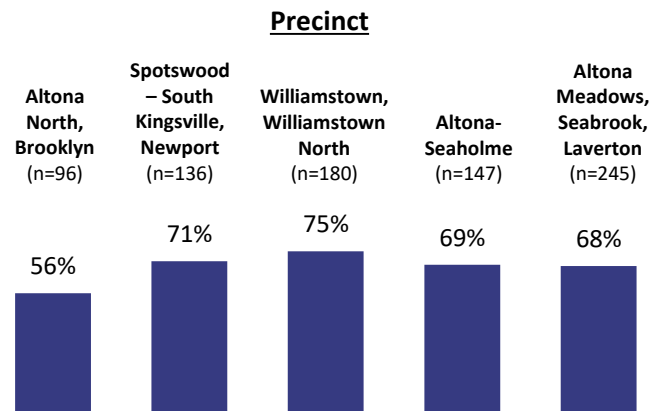
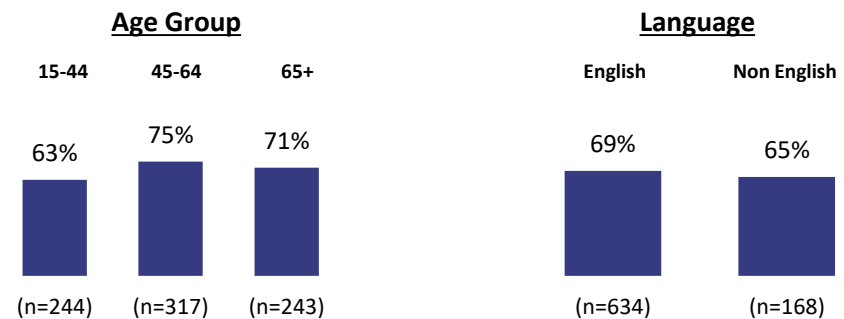
Over two thirds (68%) of community members have made contact with Council in the past 12 months. Groups who have a particularly high proportion of people who have contacted the Council are: aged 45-64 (75%) and residents from Williamstown, Williamstown North (75%)

Contact with Council in the last 12 months ⁽¹⁾⁽²⁾

Community members that have had contact

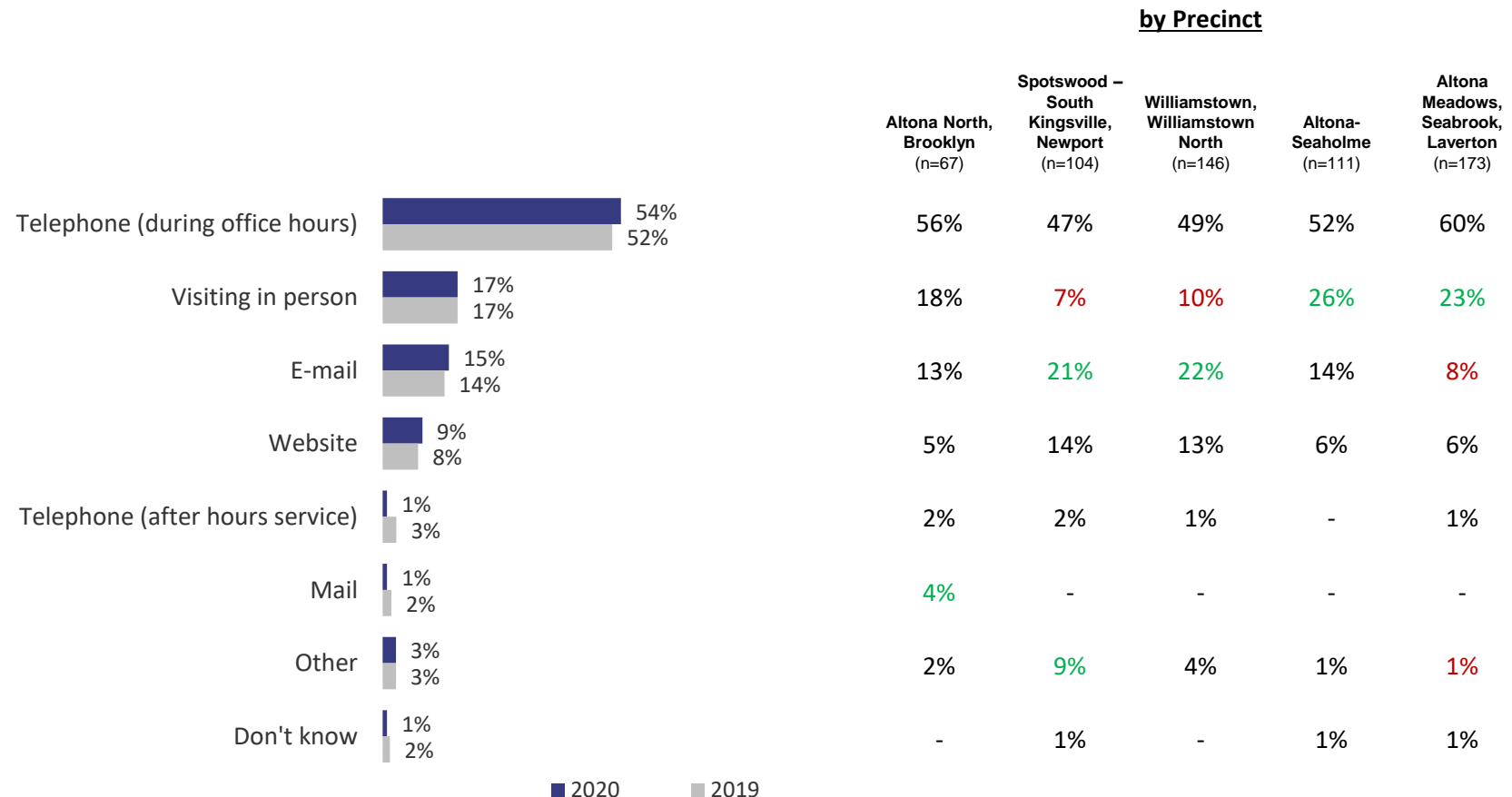


Community members that have had contact by demographic group



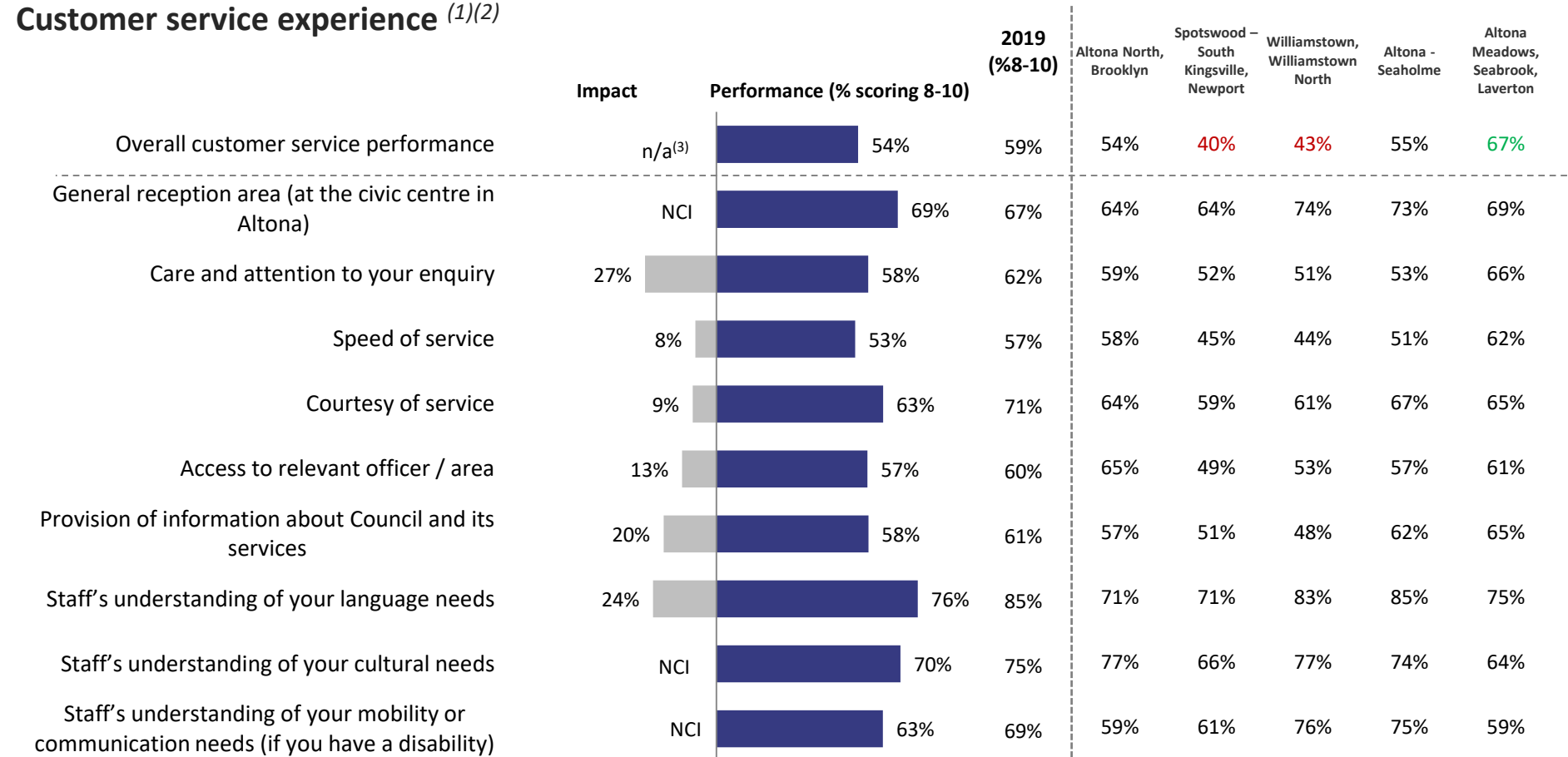
The most common ways to get in touch with Council include Telephone (during office hours) (54%), Visiting in person (17%) and E-mail (15%)

Method of contacting Council ⁽¹⁾⁽²⁾



Care and attention to their enquiry (27%), Staff's understanding language needs (24%) and Provision of information about Council and its services (20%) have the greatest impact on overall customer service performance

Customer service experience ⁽¹⁾⁽²⁾



NOTES:

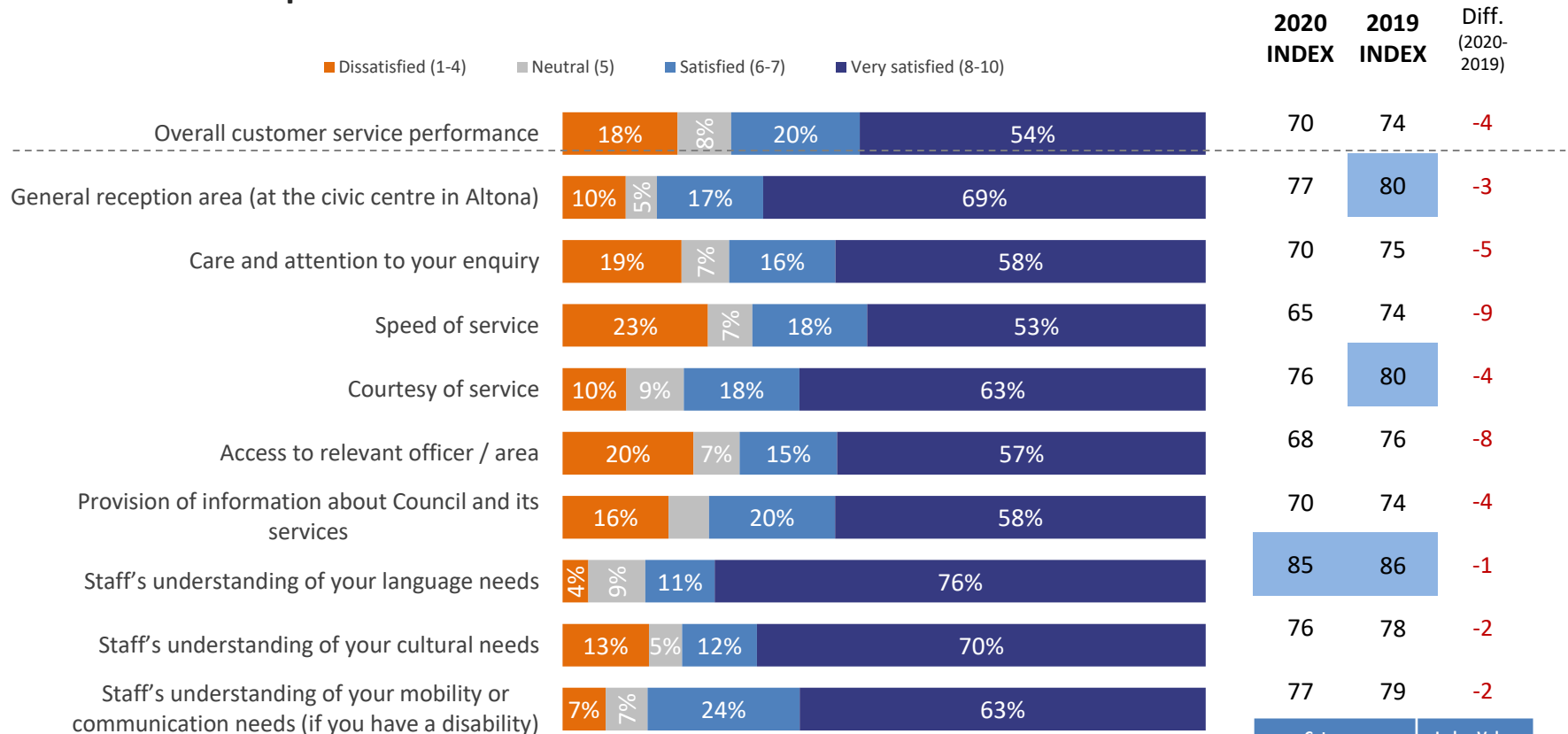
- Sample: 2020 n=586; 2019 n=399; excluding don't know responses
- CS3. Thinking back to your customer service experience within the last 12 months, using the 10-point scale where 1 is 'very dissatisfied' and 10 is 'very satisfied', how would you rate your satisfaction with each of the following?
- As customer service performance is only rated by community members who have recently had an interaction with Council, it is not included as a driver of overall performance (see page 22)
- Further improvements in this area will have the least impact on improving performance

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between suburbs
▲ Significantly higher
▼ Significantly lower

Understanding language needs (76%) and Understanding cultural needs (70%) are two areas that were evaluated the highest within Customer service performance

Customer service experience ⁽¹⁾⁽²⁾



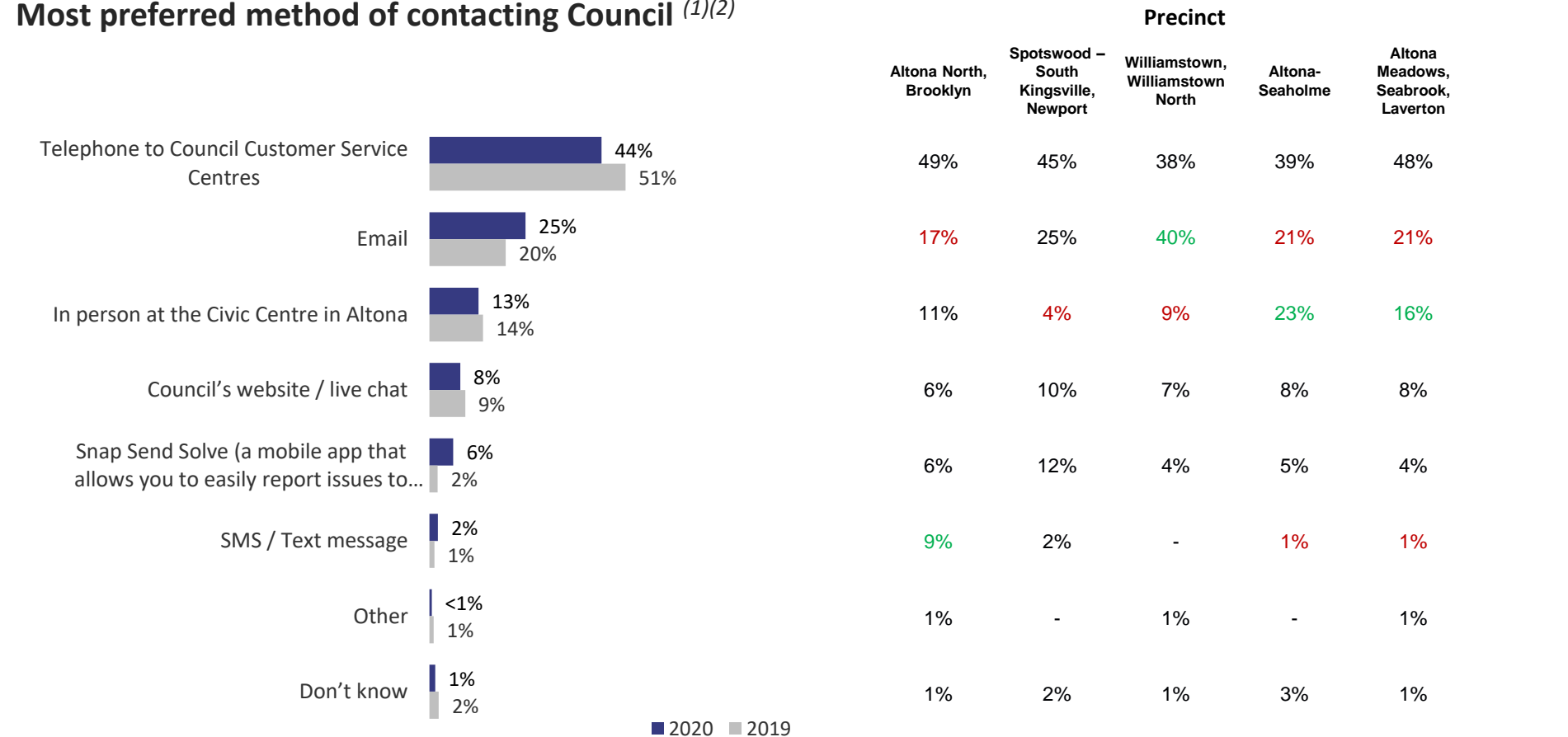
NOTES:

- Sample: CS3_1 n=336; CS3_2 n=572; CS3_3 n=574; CS3_4 n=559; CS3_5 n=469; CS3_6 n=464; CS3_7 n=252; CS3_8 n=179; CS3_9 n=135; excluding don't know responses
- CS4. Considering the above, using the same 10=point scale how satisfied were you with Council's overall performance in customer services over the last 12 months?
- CS3. Thinking back to your customer service experience within the last 12 months, using the 10-point scale where 1 is 'very dissatisfied' and 10 is 'very satisfied', how would you rate your satisfaction with each of the following?

| Category | Index Value |
|----------------|-------------|
| Very satisfied | 80 – 100 |
| Satisfied | 60 – 79 |
| Neutral | 40 – 59 |
| Dissatisfied | 0 – 39 |

The most preferred method of contacting Council is by *Telephone to Council Customer Service Centres (44%)*. Community members from Altona - Seaholme and Altona Meadows, Seabrook, Laverton precincts are more likely to prefer to contact Council *In person at the Civic Centre in Altona*

Most preferred method of contacting Council ⁽¹⁾⁽²⁾



NOTES:

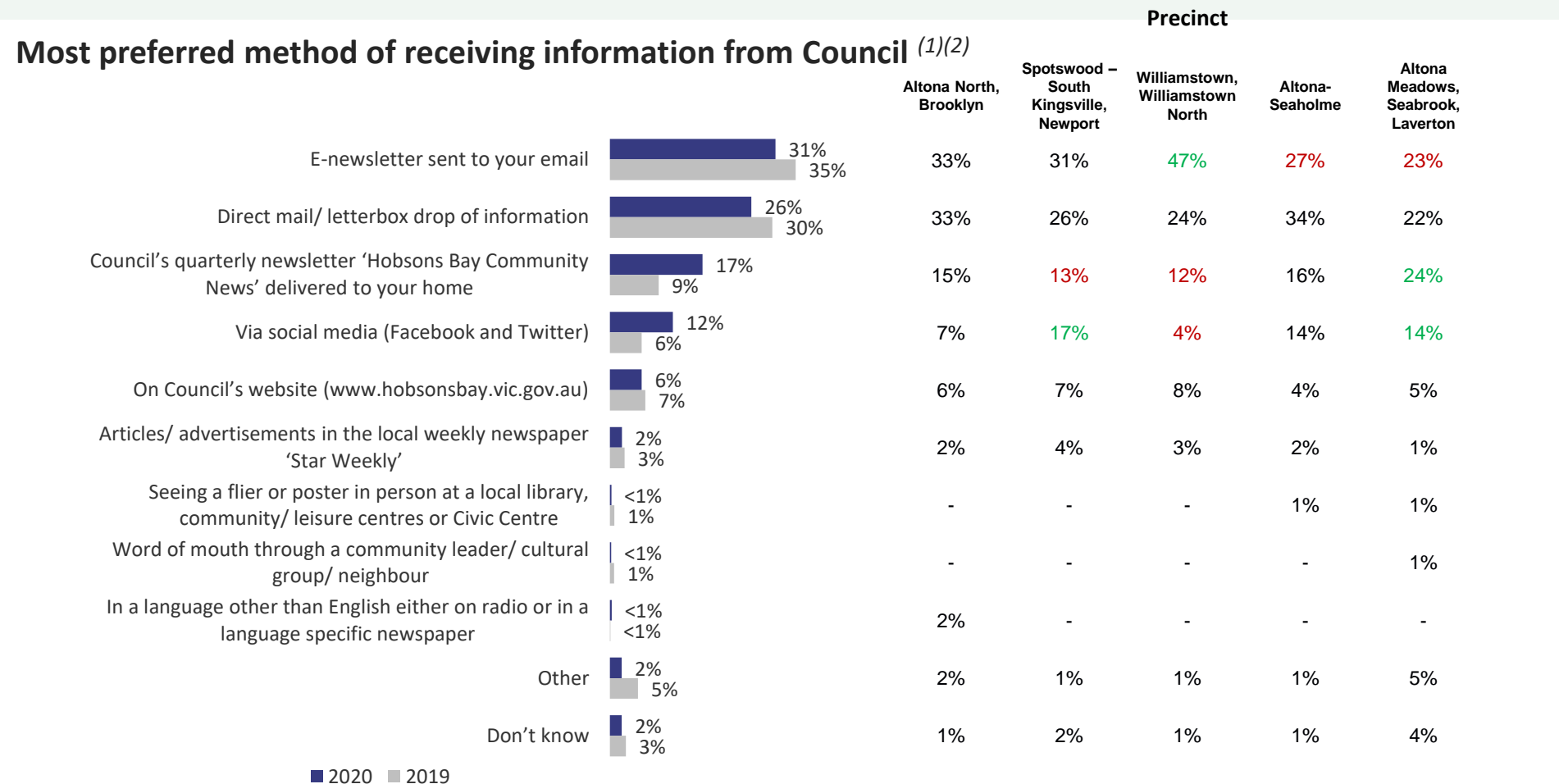
1. Sample: 2020 n=804; 2019 n=813; Altona North-Brooklyn n=96; Spotswood-South Kingsville-Newport n=136; Williamstown-Williamstown North n=180; Altona-Seaholme n=147; Altona Meadows-Seabrook-Laverton n=245

2. CS5. What is your most preferred method of contacting Council? [ROTATE ORDER: SINGLE RESPONSE]

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between suburbs
▲ Significantly higher
▼ Significantly lower

The most preferred method of receiving information from Council is through *E-newsletter sent to their email* (31%), followed by *Direct mail/letterbox drop of information* (26%)



NOTES:
 1. 1. Sample: 2020 n=804; 2019 n=813; Altona North-Brooklyn n=96; Spotswood-South Kingsville-Newport n=136; Williamstown-Williamstown North n=180; Altona-Seaholme n=147; Altona Meadows-Seabrook-Laverton n=245
 2. CS6. What is your most preferred method of receiving information from Council? [ROTATE ORDER: SINGLE RESPONSE]

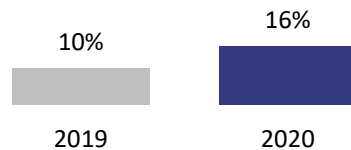


Community Engagement

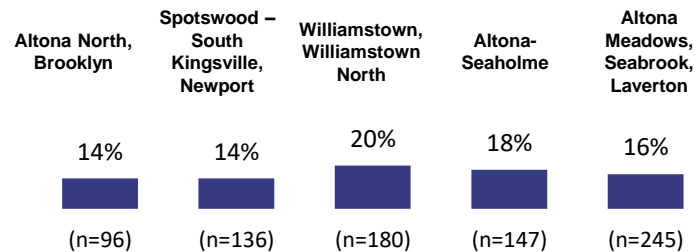
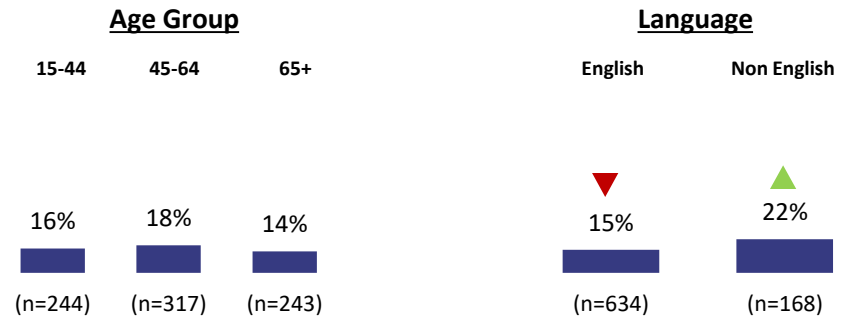
A slightly greater proportion of community members (16%) provided feedback on *any Council activities e.g. via survey, focus group and meetings* in 2020 in comparison with 2019. The groups that engaged with the Council the most were: aged 45-64, residents from Williamstown, Williamstown North and Altona-Seaholme

Community engagement: Feedback provided ⁽¹⁾⁽²⁾

Community members that have provided feedback



Community members that have provided feedback by demographic group

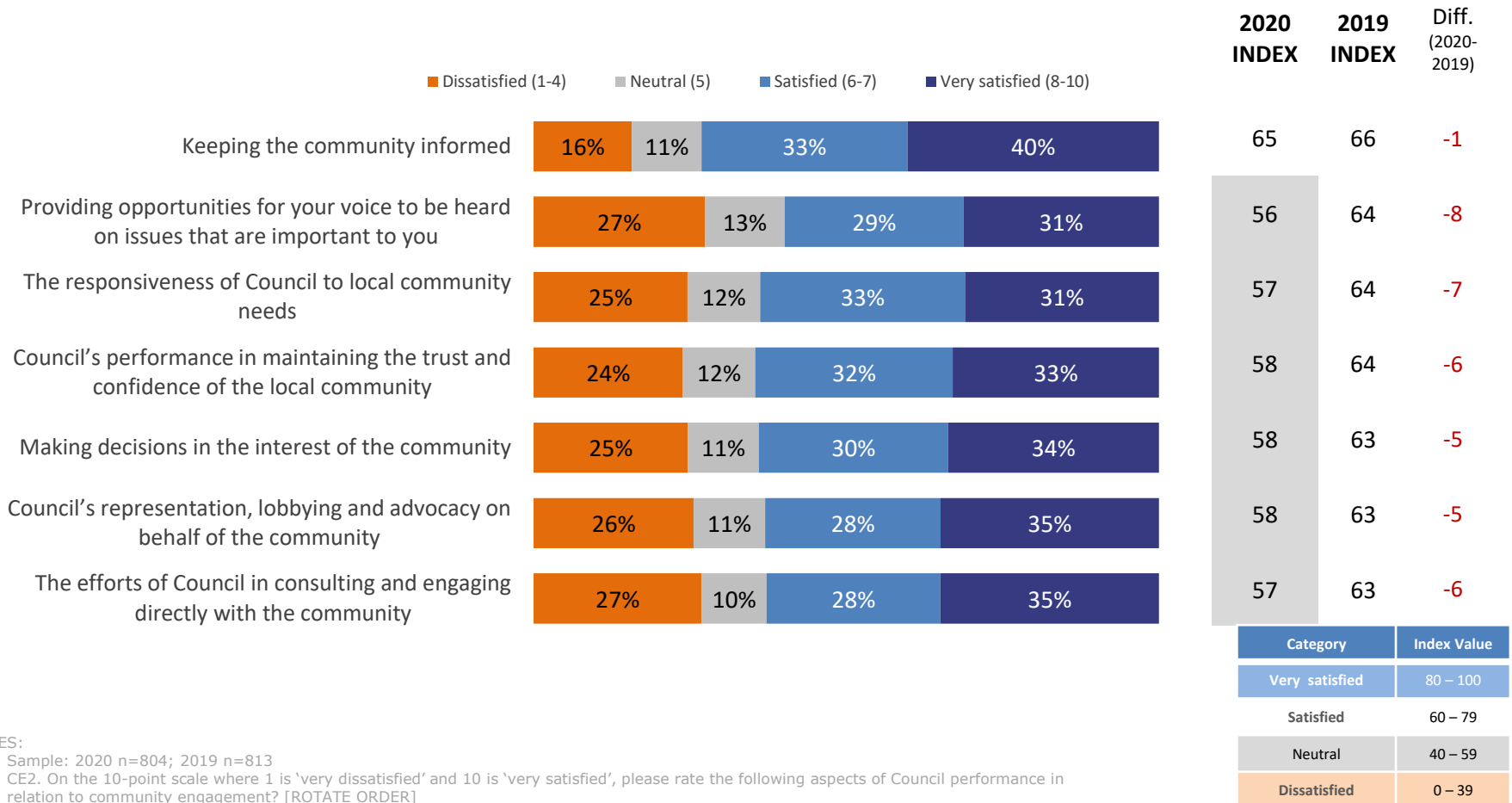


NOTES:

1. Sample: 2019 n=813; 2020 n=804
2. CE1. In thinking about Council's engagement with the community, in the last 12 months, have you provided feedback on any Council activities e.g. via survey, focus group, meetings?

Community members are *'satisfied'* with *Keeping the community informed overall* (40%). The index scores in all areas of community engagement have decreased year-on-year

Community engagement ⁽¹⁾⁽²⁾

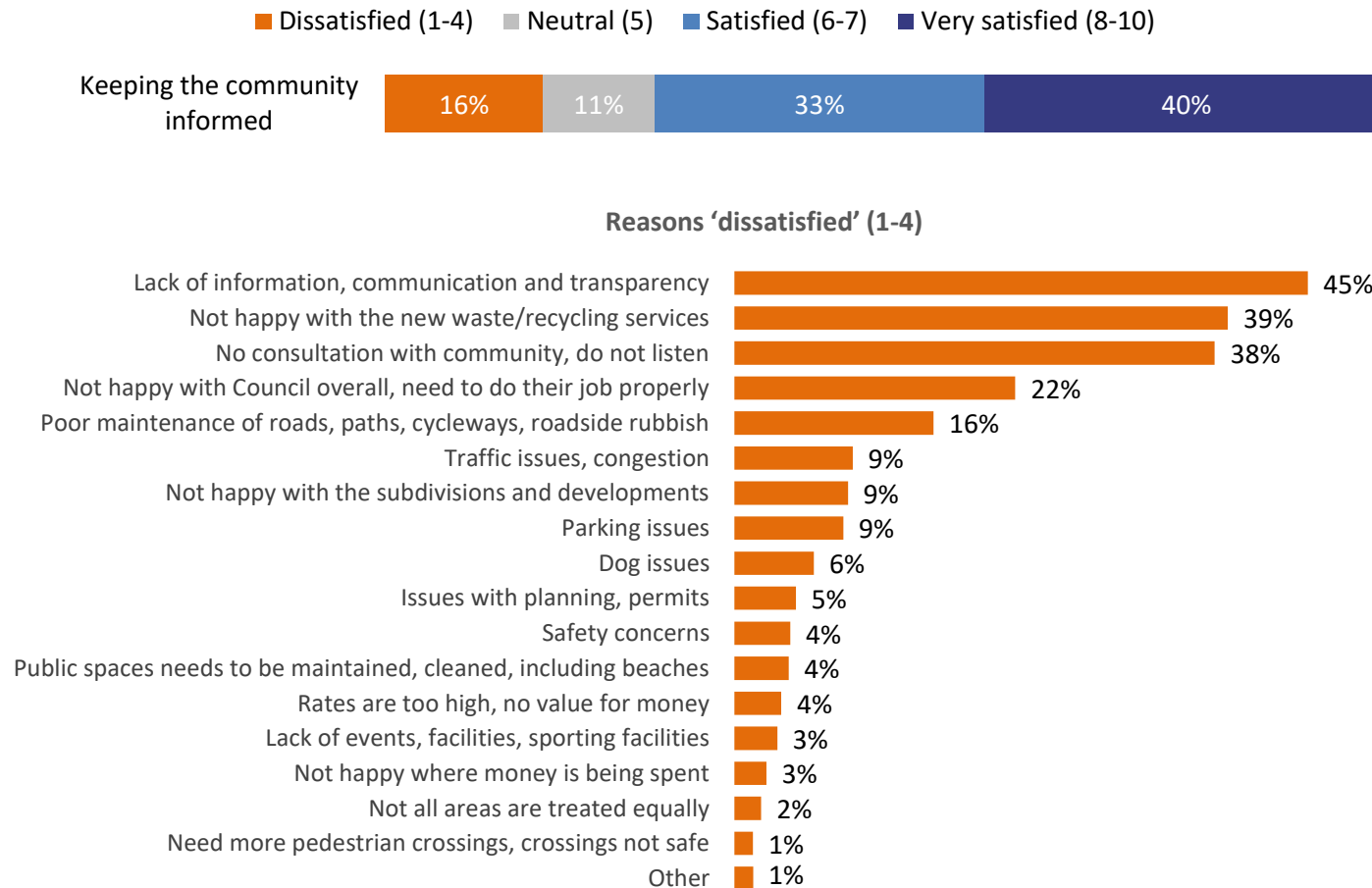


NOTES:

1. Sample: 2020 n=804; 2019 n=813
2. CE2. On the 10-point scale where 1 is 'very dissatisfied' and 10 is 'very satisfied', please rate the following aspects of Council performance in relation to community engagement? [ROTATE ORDER]

The most common reason for being dissatisfied with how the Council keeps the community informed includes *Lack of information and communication transparency* (45%)

Community engagement: Keeping the community informed ⁽¹⁾⁽²⁾



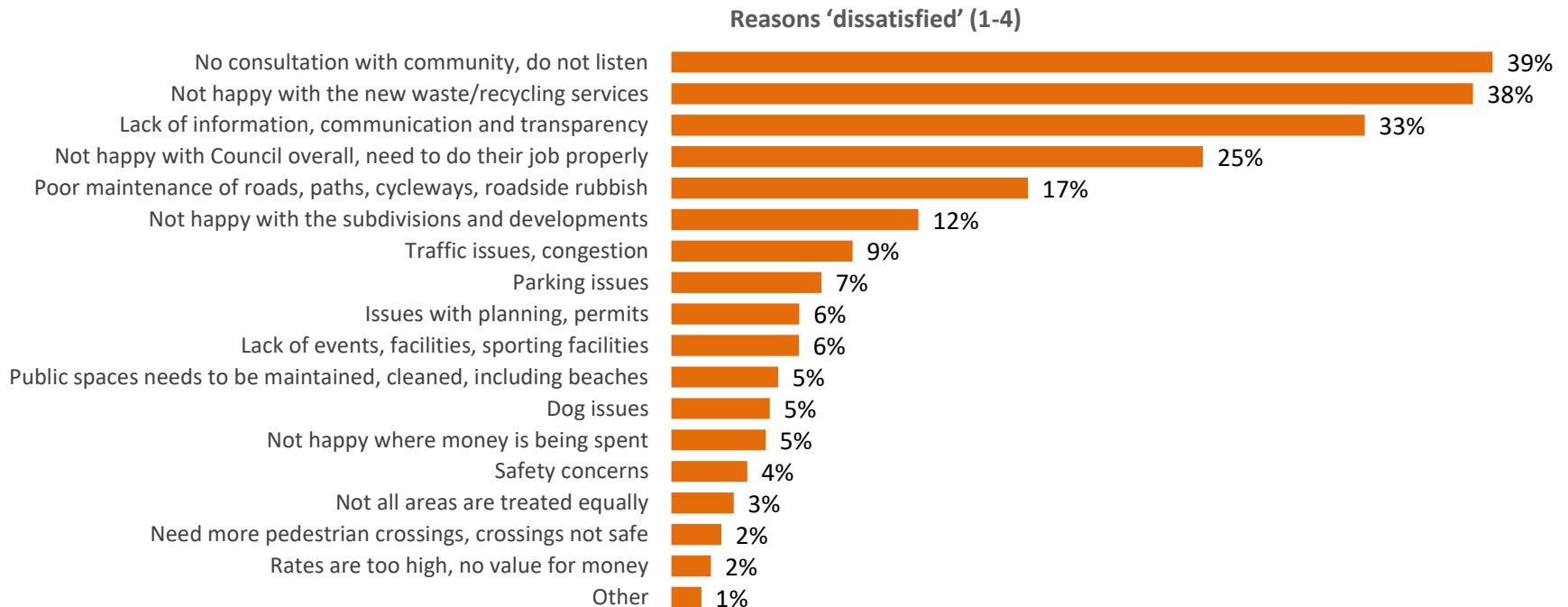
NOTES:

1. Sample: n=102
2. CE3. If you rated any of the above options less than 5, could you say why?

No consultation with community (38%) is the main reason residents feel dissatisfied with Council providing opportunities for community voice to be heard

Community engagement: Providing opportunities for community voice to be heard ⁽¹⁾⁽²⁾

■ Dissatisfied (1-4)
 ■ Neutral (5)
 ■ Satisfied (6-7)
 ■ Very satisfied (8-10)



Four out of ten (40%) residents dissatisfied with the responsiveness of Council to local community needs are those not happy with the new waste/recycling services

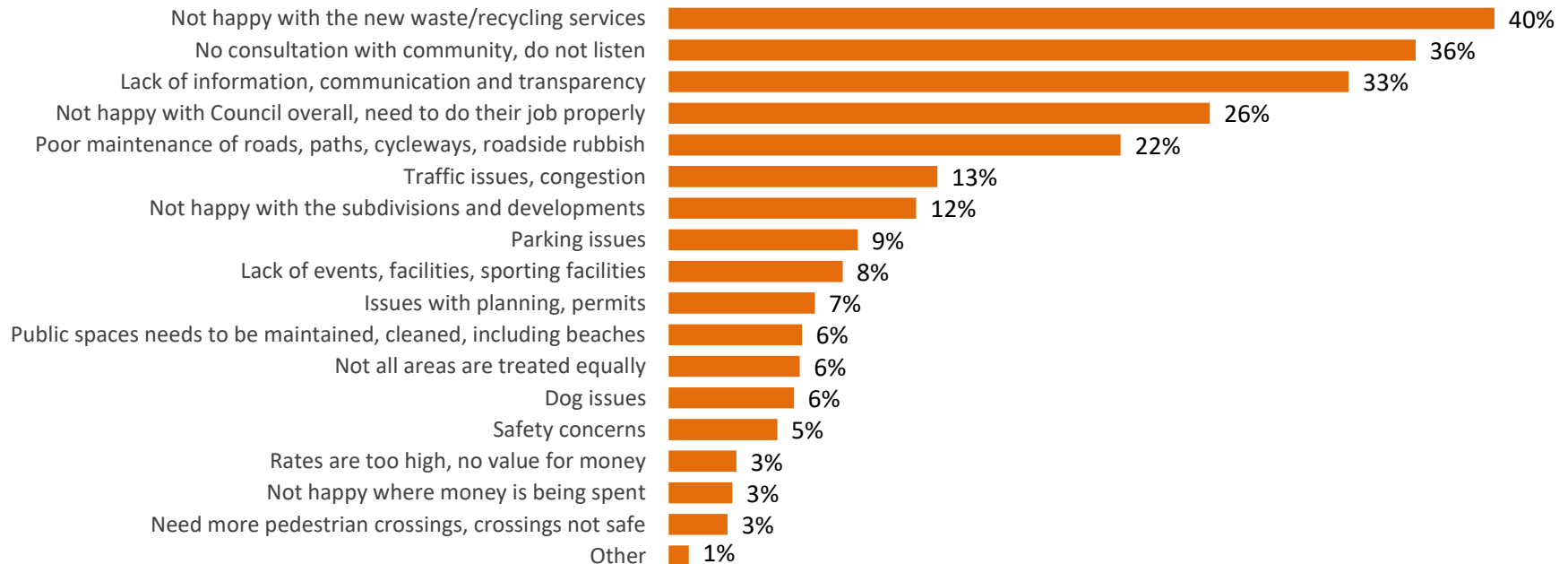
Community engagement: Responsiveness to local community needs ⁽¹⁾⁽²⁾

■ Dissatisfied (1-4)
 ■ Neutral (5)
 ■ Satisfied (6-7)
 ■ Very satisfied (8-10)

The responsiveness of Council to local community needs



Reasons 'dissatisfied' (1-4)



When it comes to Maintaining the trust and confidence of the local community, close to four out of ten (37%) residents who are dissatisfied feel that *Council has no consultation with community and they do not listen*

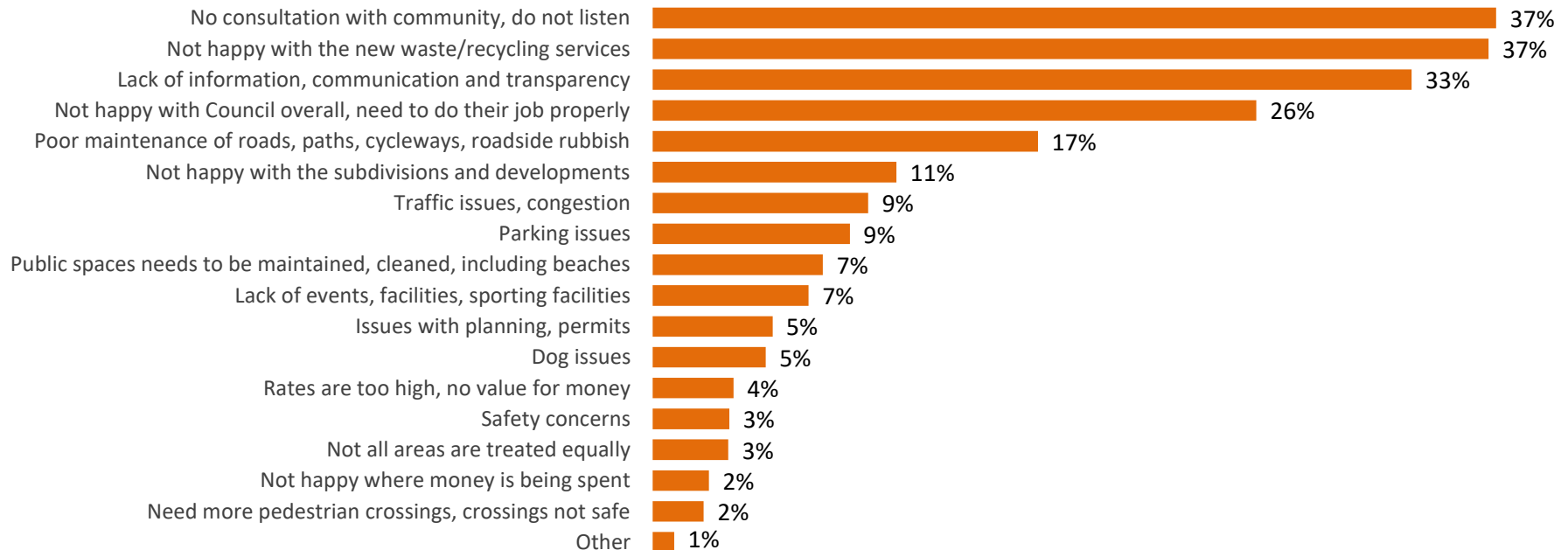
Community engagement: Maintaining the trust and confidence of the local community⁽¹⁾⁽²⁾

■ Dissatisfied (1-4) ■ Neutral (5) ■ Satisfied (6-7) ■ Very satisfied (8-10)

Council's performance in maintaining the trust and confidence of the local community



Reasons 'dissatisfied' (1-4)



NOTES:

1. Sample: n=134

2. CE3. If you rated any of the above options less than 5, could you say why?

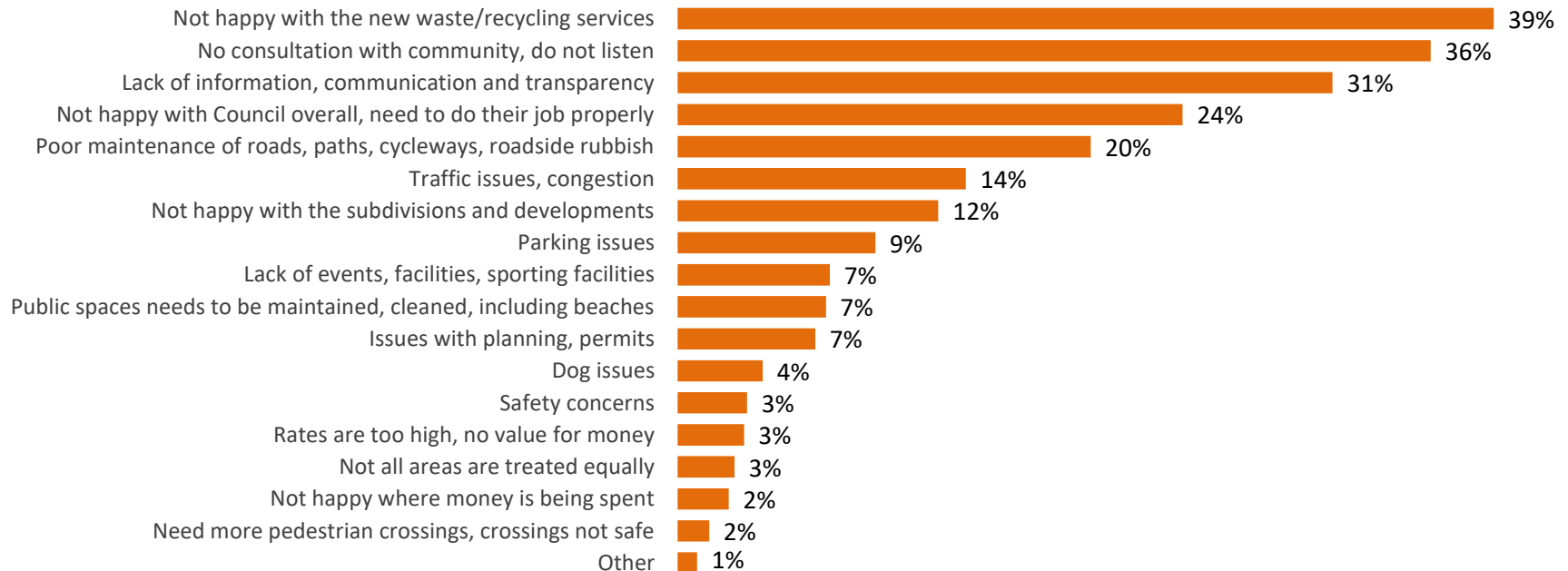
One in four (25%) of the residents are dissatisfied with the *Council making decisions in the interest of the community*. Waste and recycling services (39%) are the main reason for people to be dissatisfied

Community engagement: Making decisions in the interest of the community ⁽¹⁾⁽²⁾

■ Dissatisfied (1-4)
 ■ Neutral (5)
 ■ Satisfied (6-7)
 ■ Very satisfied (8-10)



Reasons 'dissatisfied' (1-4)



Regarding the aspect of *Representation, lobbying and advocacy on behalf of the community*, some issues for the residents include waste services, poor roading maintenance, traffic, subdivisions and development and parking

Community engagement: Representation, lobbying and advocacy on behalf of the community ⁽¹⁾⁽²⁾

■ Dissatisfied (1-4)
 ■ Neutral (5)
 ■ Satisfied (6-7)
 ■ Very satisfied (8-10)

Council's representation, lobbying and advocacy on behalf of the community



Reasons 'dissatisfied' (1-4)



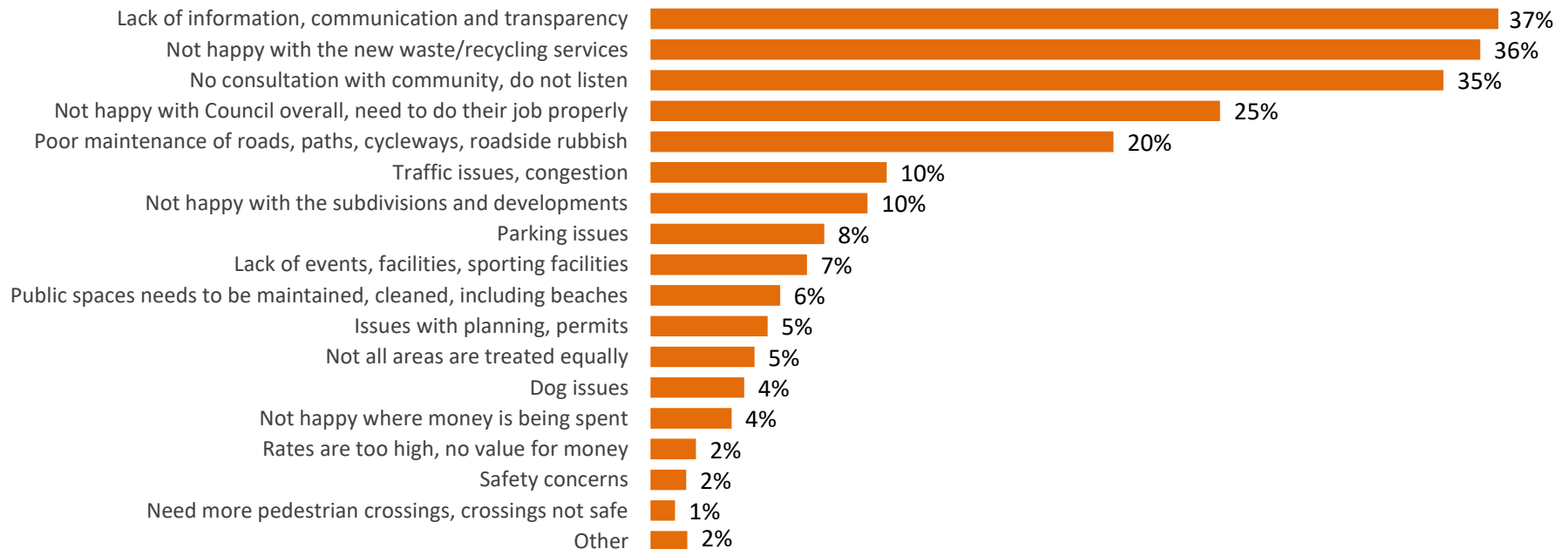
Lack of information (37%) and lack of consultation (35%) are the most common reasons for rating Efforts of Council in consulting and engaging directly with the community

Community engagement: Efforts to consult and engage directly with the community ⁽¹⁾⁽²⁾

■ Dissatisfied (1-4)
 ■ Neutral (5)
 ■ Satisfied (6-7)
 ■ Very satisfied (8-10)



Reasons 'dissatisfied' (1-4)





Baseline Indicators for Hobsons Bay 2030 Community Vision

Most of the community are satisfied with *Ability to walk to destinations and amenities in the neighbourhood* (66%) and *Access to health services* (66%)

Hobsons Bay 2030 Community Vision: Baseline indicators ⁽¹⁾⁽²⁾

| | | | | | 2020 INDEX | 2019 INDEX | Diff. (2020-2019) | Precinct INDEX | | | | |
|---|-------------------------|-------------|-----------------|-----------------------|------------|------------|-------------------|------------------------|---------------------------------------|----------------------------------|-------------------|------------------------------------|
| | Very dissatisfied (1-4) | Neutral (5) | Satisfied (6-7) | Very satisfied (8-10) | | | | Altona North, Brooklyn | Spotswood – South Kingsville, Newport | Williamstown, Williamstown North | Altona - Seaholme | Altona Meadows, Seabrook, Laverton |
| Access to schools, tertiary education and local learning opportunities | 11% | 9% | 27% | 53% | 72 | 76 | -4 | 75 | 64 | 72 | 71 | 74 |
| Access to jobs and the level of economic investment in the local area | 17% | 17% | 32% | 34% | 61 | 62 | -1 | 68 | 54 | 59 | 62 | 61 |
| Access to quality internet in Hobsons Bay (e.g. provision of NBN) | 21% | 12% | 27% | 39% | 61 | 59 | +2 | 60 | 63 | 60 | 61 | 60 |
| Access to public transport | 11% | 5% | 27% | 56% | 73 | 78 | -5 | 61 | 75 | 76 | 77 | 73 |
| Ability to walk to destinations and amenities in your neighborhood (e.g. local shops) | 6% | 7% | 21% | 66% | 73 | 81 | -8 | 75 | 79 | 84 | 83 | 77 |
| Access to health services (e.g. GPs, dentists, podiatrists, psychologists, etc.) | 5% | 8% | 20% | 66% | 78 | 84 | -6 | 77 | 77 | 78 | 78 | 78 |
| Amount of opportunities to connect socially with people in the local area | 9% | 14% | 28% | 49% | 69 | 72 | -3 | 70 | 65 | 70 | 75 | 67 |
| Amount of opportunities to volunteer | 11% | 13% | 30% | 47% | 70 | 73 | -3 | 73 | 68 | 69 | 74 | 68 |
| The protection and conservation of the natural environment in Hobsons Bay | 8% | 9% | 28% | 56% | 74 | 75 | -1 | 75 | 69 | 73 | 75 | 75 |
| The water quality of local creeks, lakes, waterways and wetlands | 17% | 9% | 31% | 43% | 65 | 70 | -5 | 64 | 64 | 66 | 65 | 67 |

| Category | Index Value |
|----------------|-------------|
| Very satisfied | 80 – 100 |
| Satisfied | 60 – 79 |
| Neutral | 40 – 59 |
| Dissatisfied | 0 – 39 |

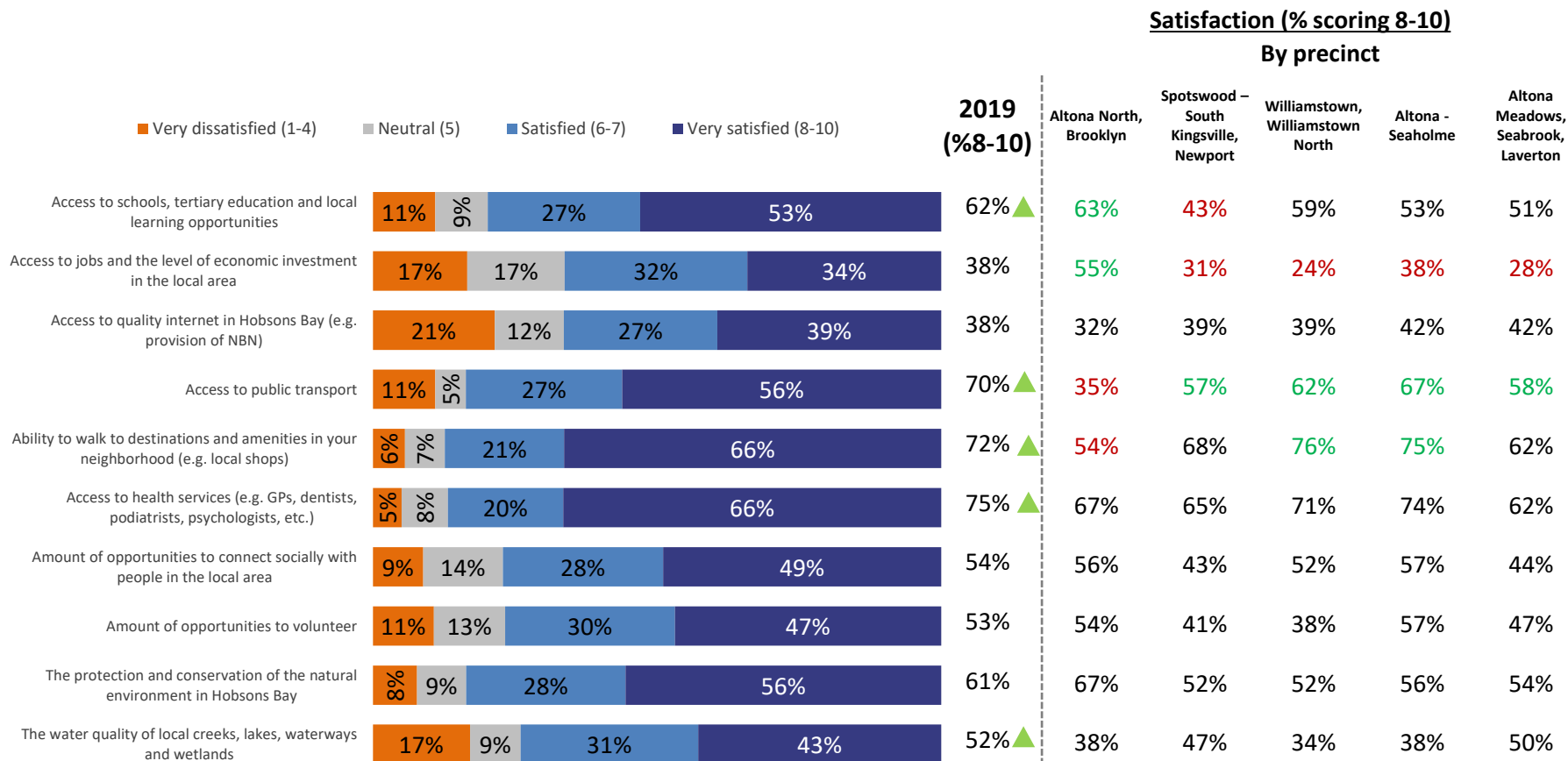
NOTES:

1. Sample: 2020 n=804; 2019 n=813; Altona North-Brooklyn n=96; Spotswood-South Kingsville-Newport n=136; Williamstown-Williamstown North n=180; Altona-Seaholme n=147; Altona Meadows-Seabrook-Laverton n=245; excluding don't know responses

2. B11. In areas where it does not have direct control, Council has an important role in advocating on behalf of the community. In thinking about your experience as a resident of Hobsons Bay, please rate your satisfaction with the following key issues for the municipality: [ROTATE ORDER]

There is a significant decrease in residents perception year-on-year of *Access to schools, tertiary education and local learning opportunities, Access to public transport, Ability to walk to destinations and amenities in your neighbourhood, Access to health services, Amount of opportunities to connect socially with people in the local area and The water quality of local creeks, lakes, waterways and wetlands*

Hobsons Bay 2030 Community Vision: Baseline indicators ⁽¹⁾⁽²⁾



NOTES:

1. Sample: 2020 n=804; 2019 n=813; Altona North-Brooklyn n=96; Spotswood-South Kingsville-Newport n=136; Williamstown-Williamstown North n=180; Altona-Seaholme n=147; Altona Meadows-Seabrook-Laverton n=245; excluding don't know responses

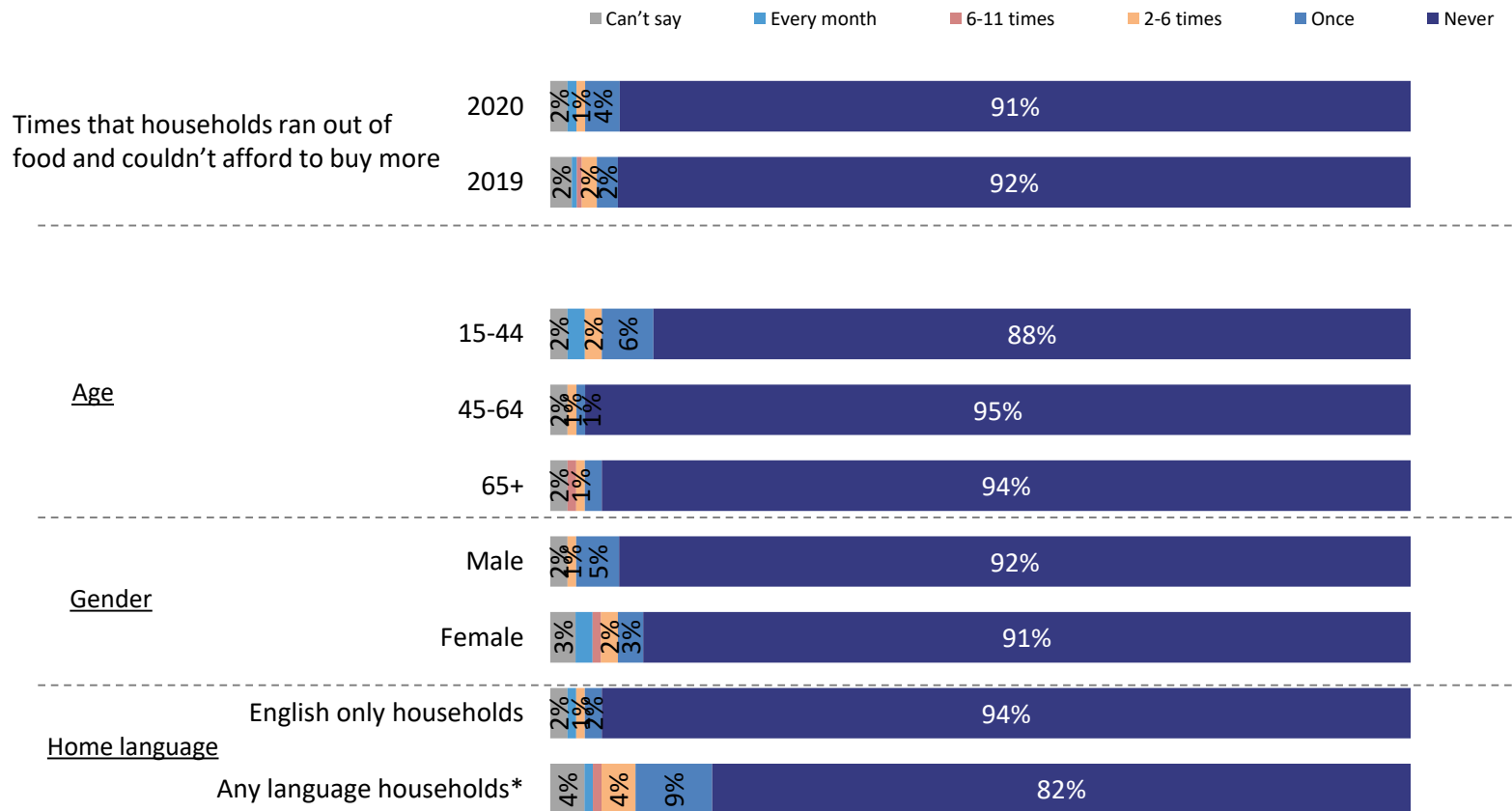
2. B11. In areas where it does not have direct control, Council has an important role in advocating on behalf of the community. In thinking about your experience as a resident of Hobsons Bay, please rate your satisfaction with the following key issues for the municipality: [ROTATE ORDER]

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between suburbs
▲ Significantly higher
▼ Significantly lower

The proportion of community members who have never run out of food or couldn't afford to buy more in the past 12 months has remained stable. However, this proportion remains lower for residents *aged 15-44* and *Any language households*

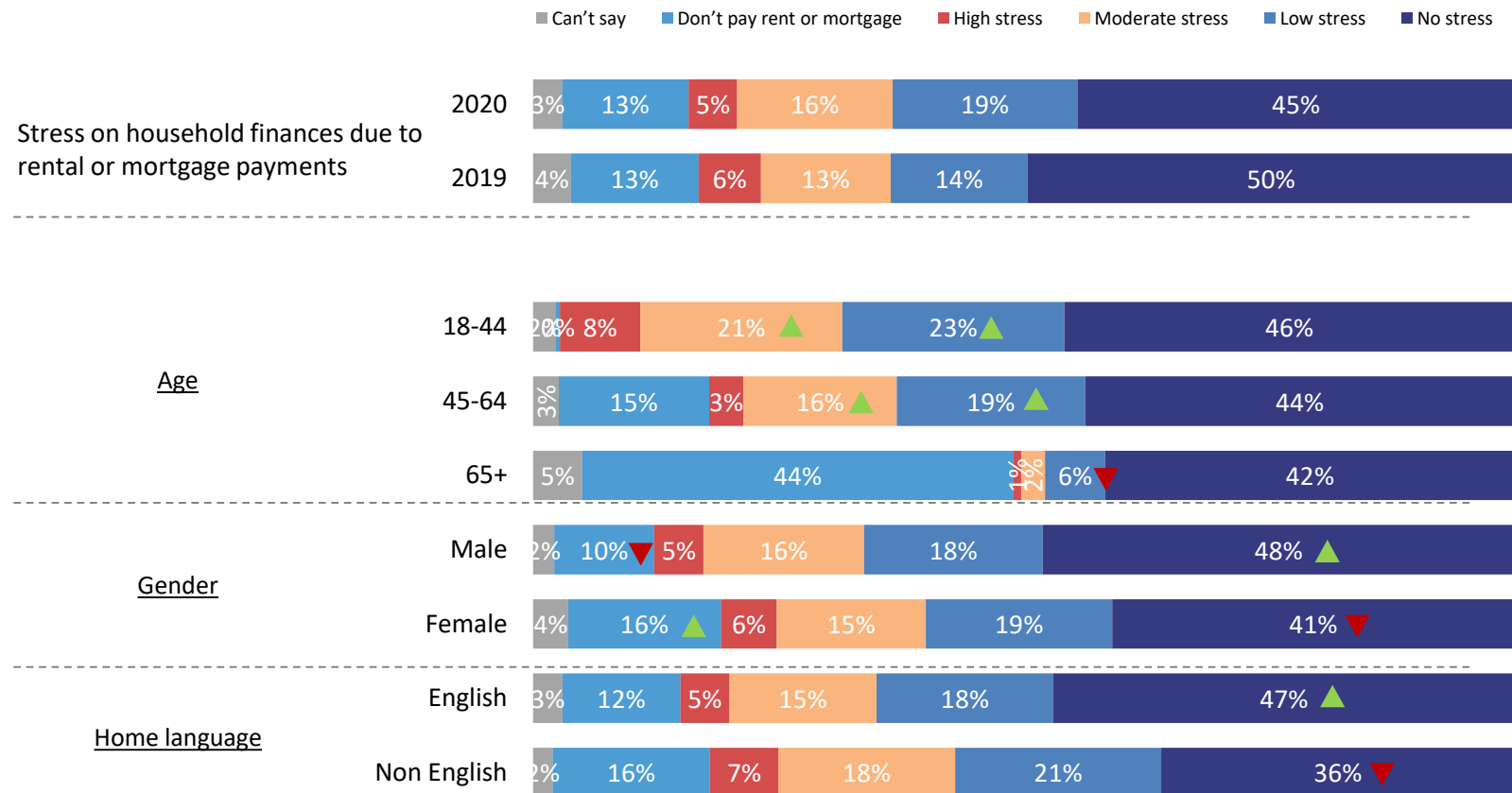
Hobsons Bay 2030 Community Vision: Baseline indicators ⁽¹⁾⁽²⁾



NOTES:
 1. Sample: 2019 n=813 2020 n=804
 2. BI6. In the past 12 months, were there any times that your household ran out of food and couldn't afford to buy more?
 3. DEM3. Are there any languages other than English spoken at home. *Any language, other than and including English, spoken at home

There is an increase in the proportion of community members who experience some stress due to rental or mortgage payments since 2019

Hobsons Bay 2030 Community Vision: Baseline indicators ⁽¹⁾⁽²⁾

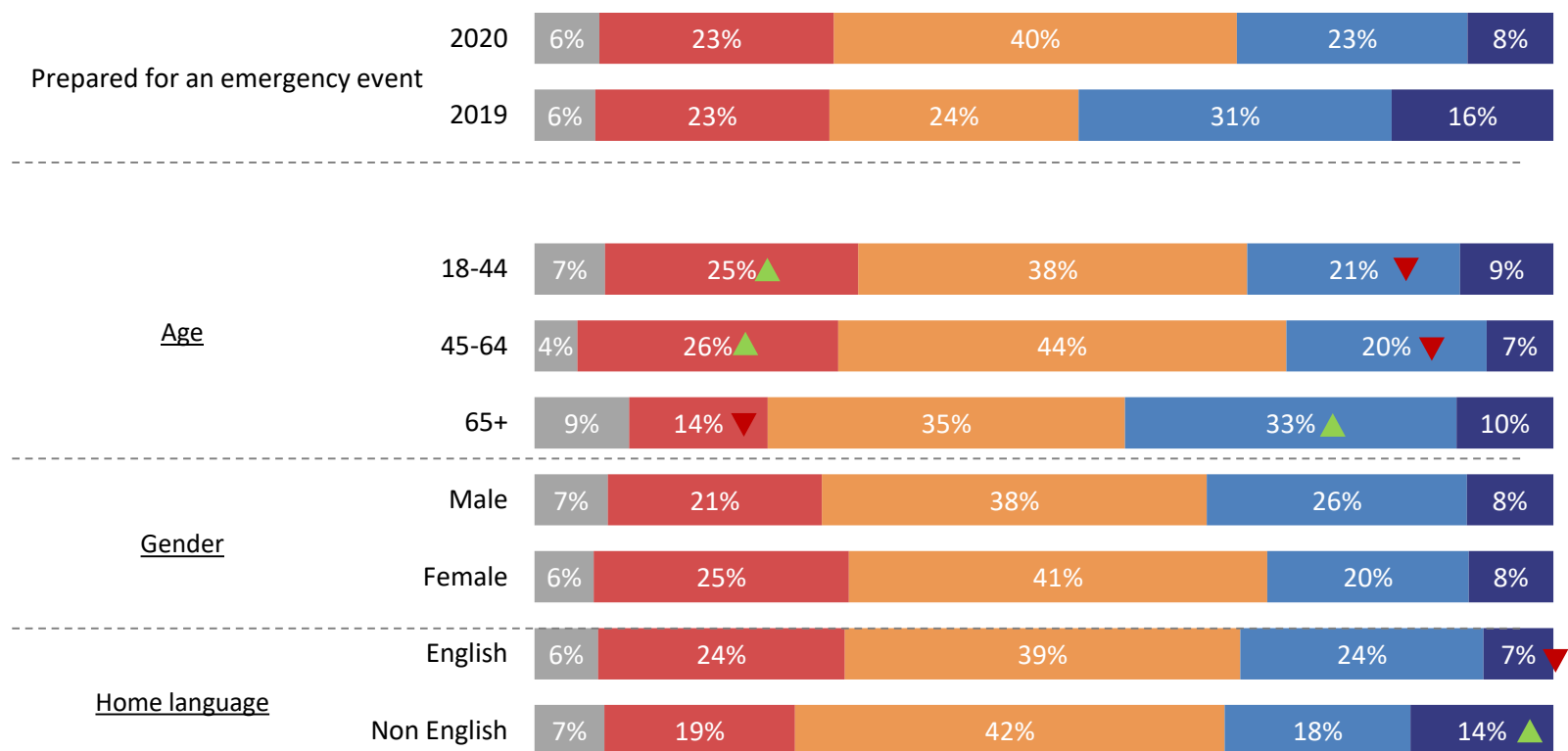


NOTES:
 1. Sample: 2019 n=813; 2020 n=804
 2. B17. Has your monthly rental or mortgage repayments placed stress (you've struggled to make payments) on your household's finances in the last 12 months?

Over two in ten households (23%) are not prepared at all to respond to an emergency event. The proportion of people who are very prepared, have an up-to-date plan and ready to act has decreased in the last 12 months

Hobsons Bay 2030 Community Vision: Baseline indicators ⁽¹⁾⁽²⁾

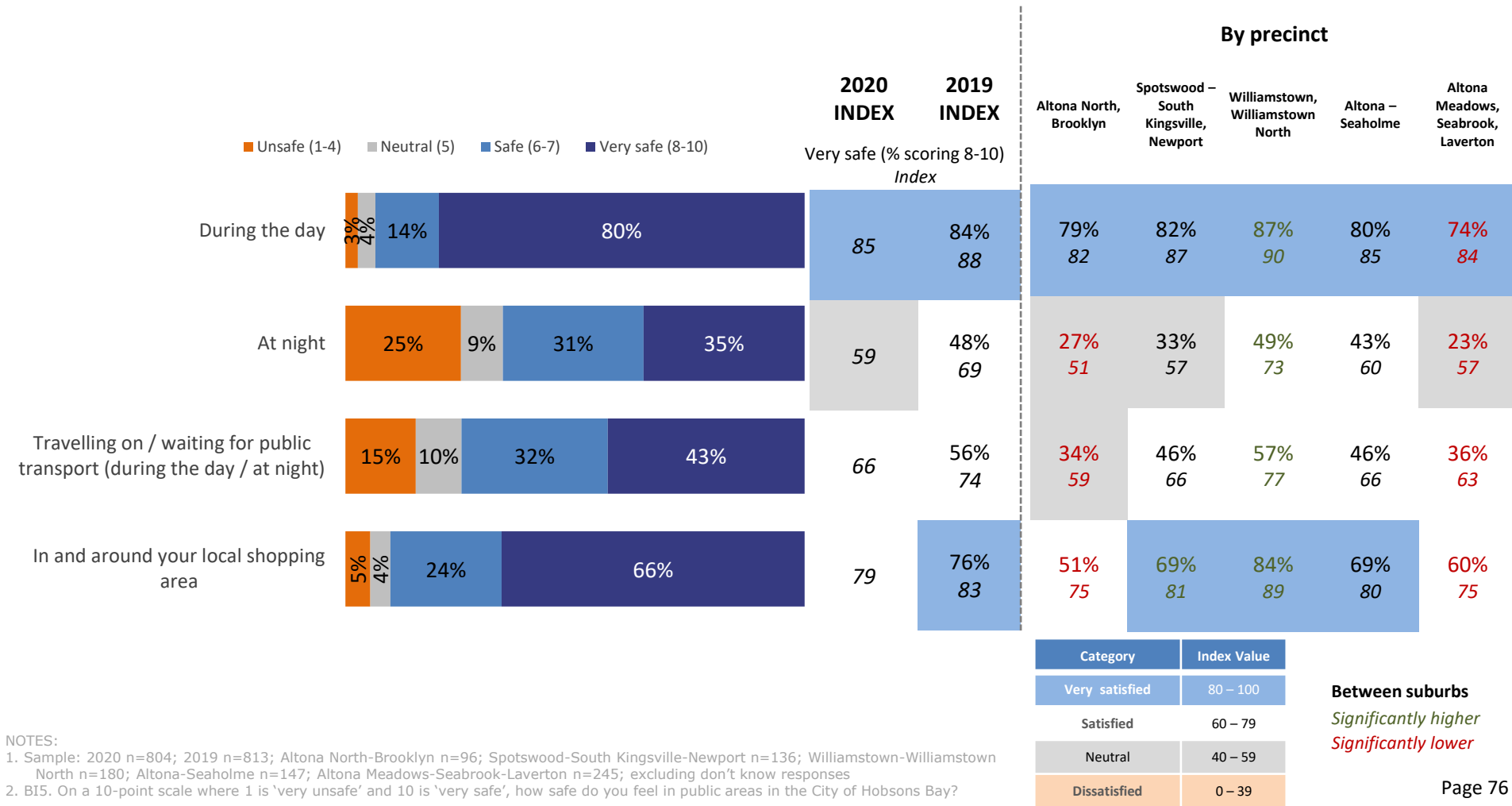
■ Can't say ■ Not prepared at all ■ A little prepared and have spoken of what we might do ■ Moderately prepared and have a plan ■ Very prepared, have an up-to-date plan and are ready to act



NOTES:
 1. Sample: 2019 n=813; 2020 n=804
 2. BI4. How prepared is your household to respond to an emergency event?

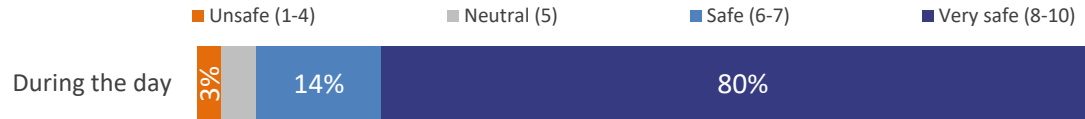
A greater proportion of community members feel 'very safe' in public areas in the City of Hobsons Bay
During the day (80%) and *In and around their local shopping area* (66%) compared to *At night* (35%) or
Travelling on or waiting for public transport (during the day or at night) (43%)

Feeling safe ⁽¹⁾⁽²⁾

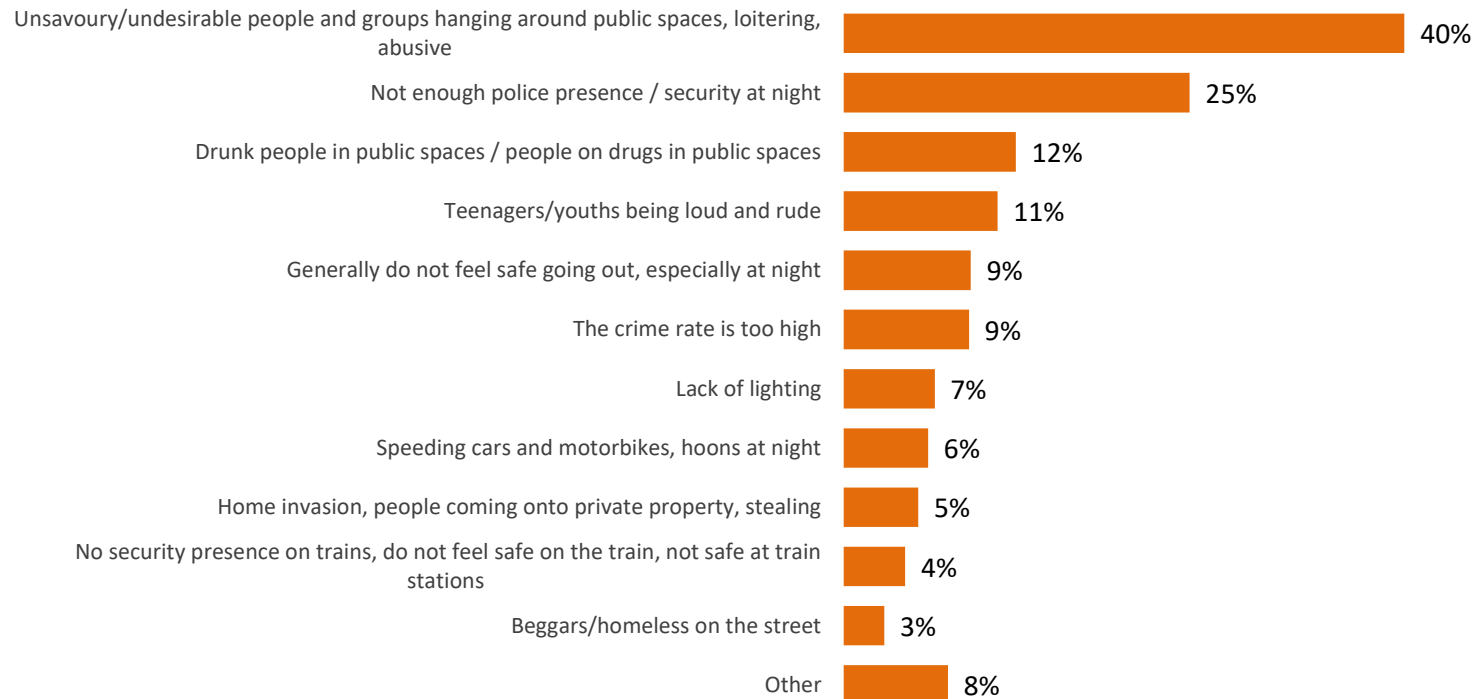


Unsavory people loitering around (40%), Not enough police presence (25%) and Drunk people or people on drugs in public spaces (12%) are the main reasons for community members to feel unsafe in the City of Hobsons Bay During the day.

Feeling safe: During the day ⁽¹⁾⁽²⁾



Reasons feeling 'unsafe' during the day⁽¹⁻⁴⁾

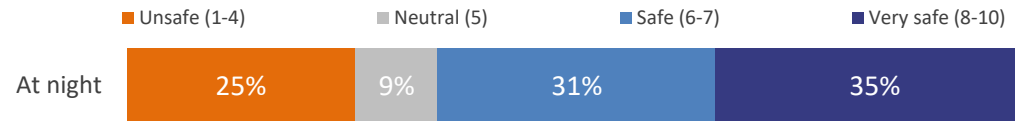


NOTES:

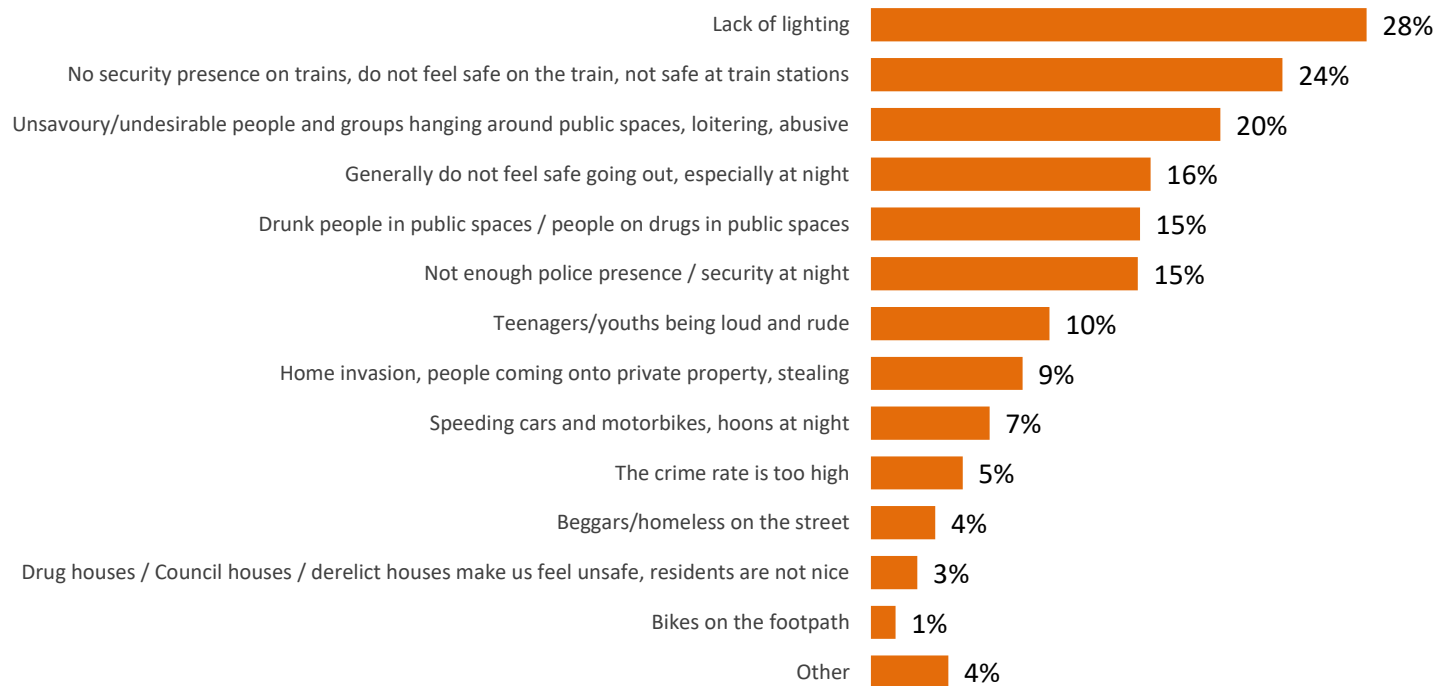
1. Sample: n=19
2. BI5. If very unsafe, why do you feel unsafe?

Nearly three out of ten (28%) indicate they feel unsafe in the City of Hobsons Bay *At night* due to a *Lack of lighting*. A further 24% mention *No security presence on trains*

Feeling safe: At night ⁽¹⁾⁽²⁾



Reasons feeling 'unsafe' at night (1-4)

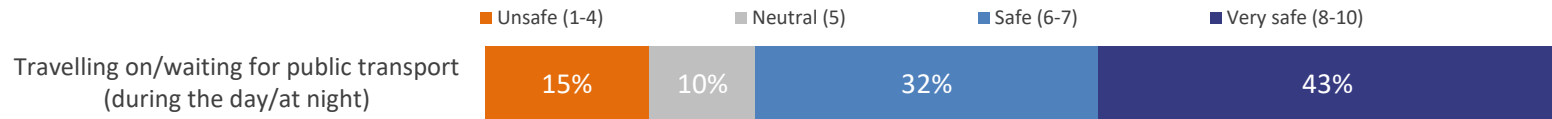


NOTES:

1. Sample: n=172
2. BI5. If very unsafe, why do you feel unsafe?

Not feeling safe at the train station, lack of security on trains (25%), as well as lack of lighting (24%) are the main reasons for residents to feel unsafe while travelling on or waiting for public transport

Feeling safe: Travelling on or waiting for public transport ⁽¹⁾⁽²⁾



Reasons feeling 'unsafe' travelling on or waiting for public transport (1-4)

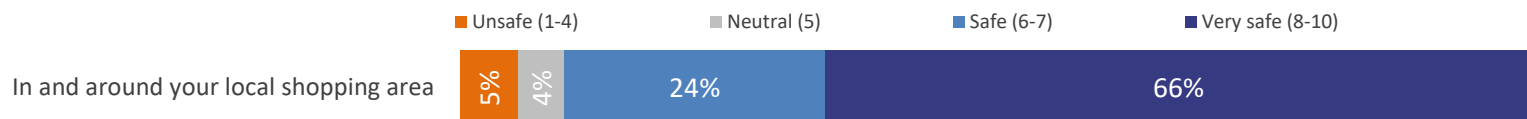


NOTES:

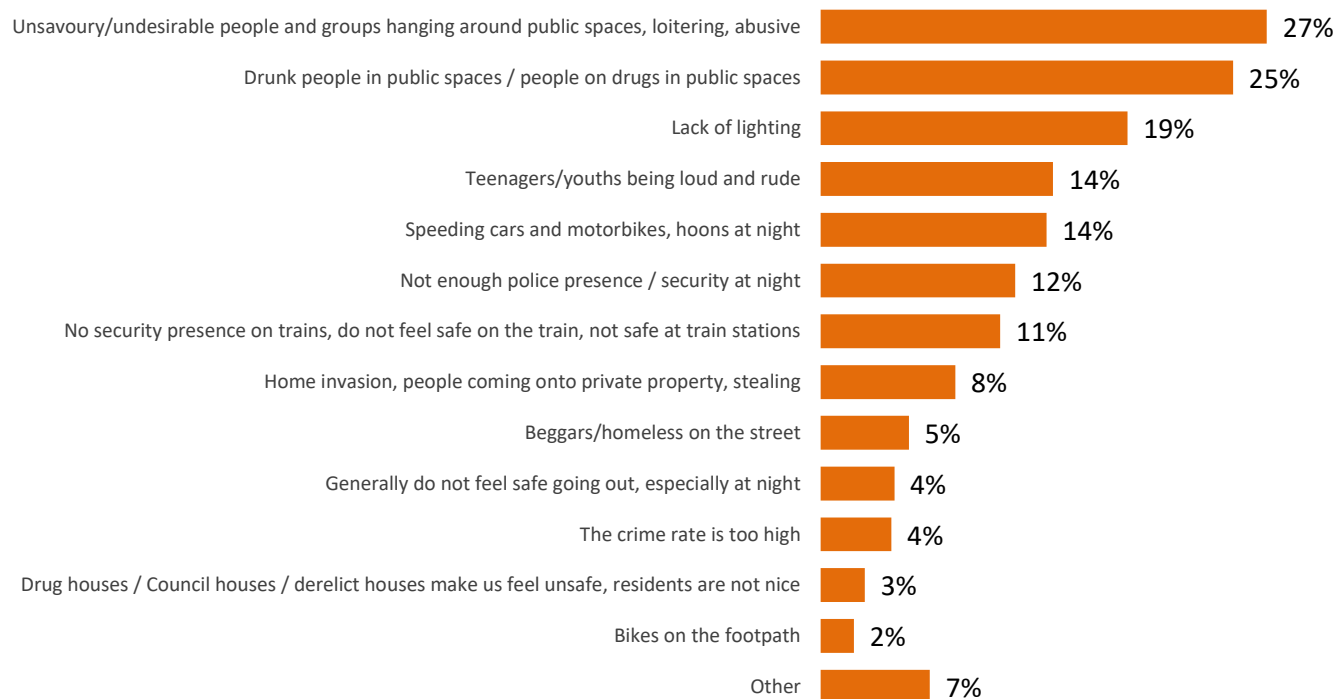
1. Sample: n=100
2. BI5. If very unsafe, why do you feel unsafe?

Over one in four community members (27%) feel unsafe *In and around their local shopping area* because of unsavoury people hanging about as well as the presence of drunk people and people using drugs (25%)

Feeling safe: In and around local shopping areas ⁽¹⁾⁽²⁾



Reasons feeling 'unsafe' in and around local shopping areas (1-4)



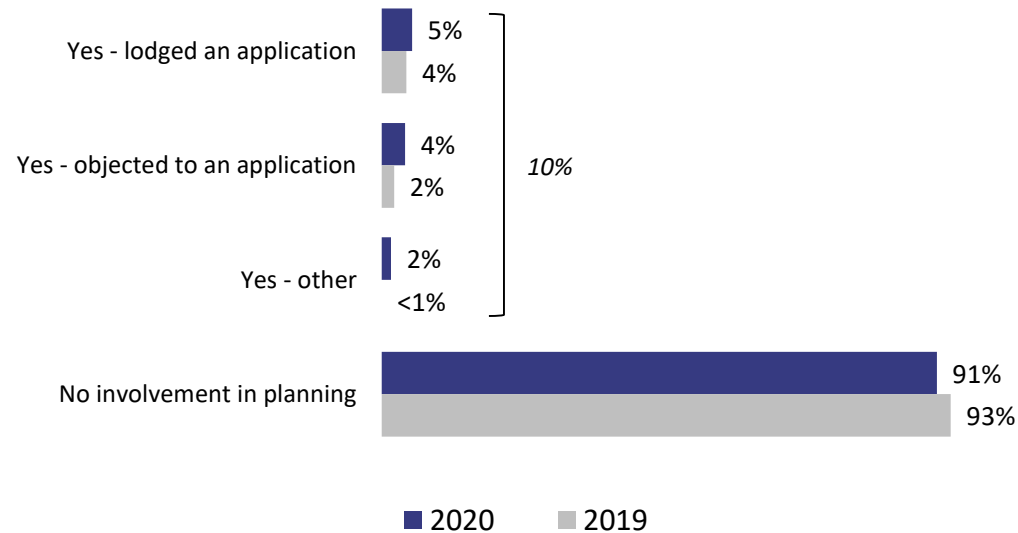
NOTES:

1. Sample: n=41
2. BI5. If very unsafe, why do you feel unsafe?

In the past 12 months, one in ten community members (10%) have been involved in a planning application or development

Town planning ⁽¹⁾⁽²⁾

Personally involved in a planning application or development in the last 12 months

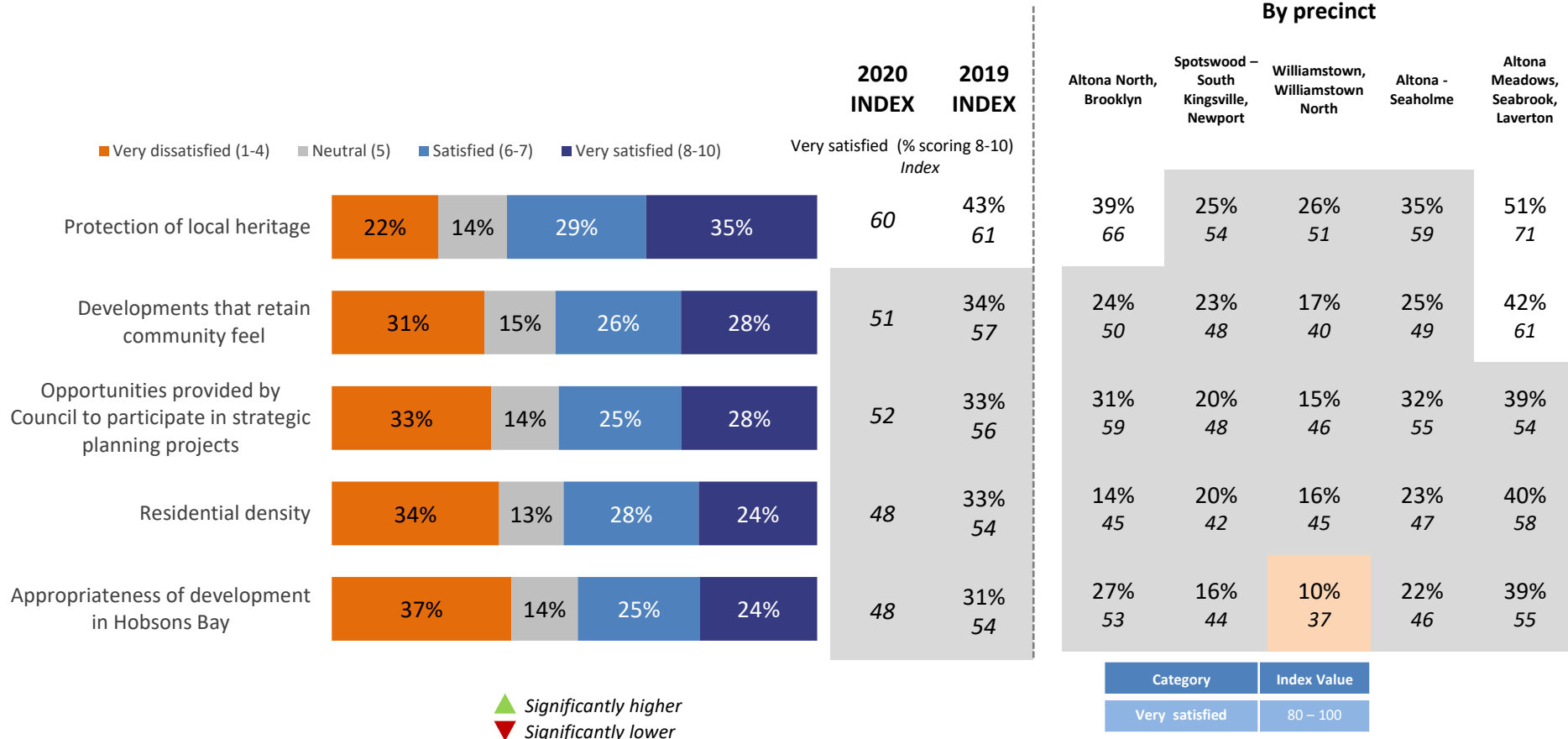


NOTES:

1. Sample: 2020 n=804; 2019 n=813
2. TP2. Have you or members of this household been personally involved in a planning application or development in the last twelve months?

Protection of local heritage is the area that showed the highest performance within Town planning

Town planning ⁽¹⁾⁽²⁾



NOTES:

1. Sample: 2020 n=804; 2019 n=813; Altona North-Brooklyn n=96; Spotswood-South Kingsville-Newport n=136; Williamstown-Williamstown North n=180; Altona-Seaholme n=147; Altona Meadows-Seabrook-Laverton n=245; excluding don't know responses

2. TP1. Using the 10-point scale, please rate your satisfaction with the following aspects of planning and housing development in your local area?

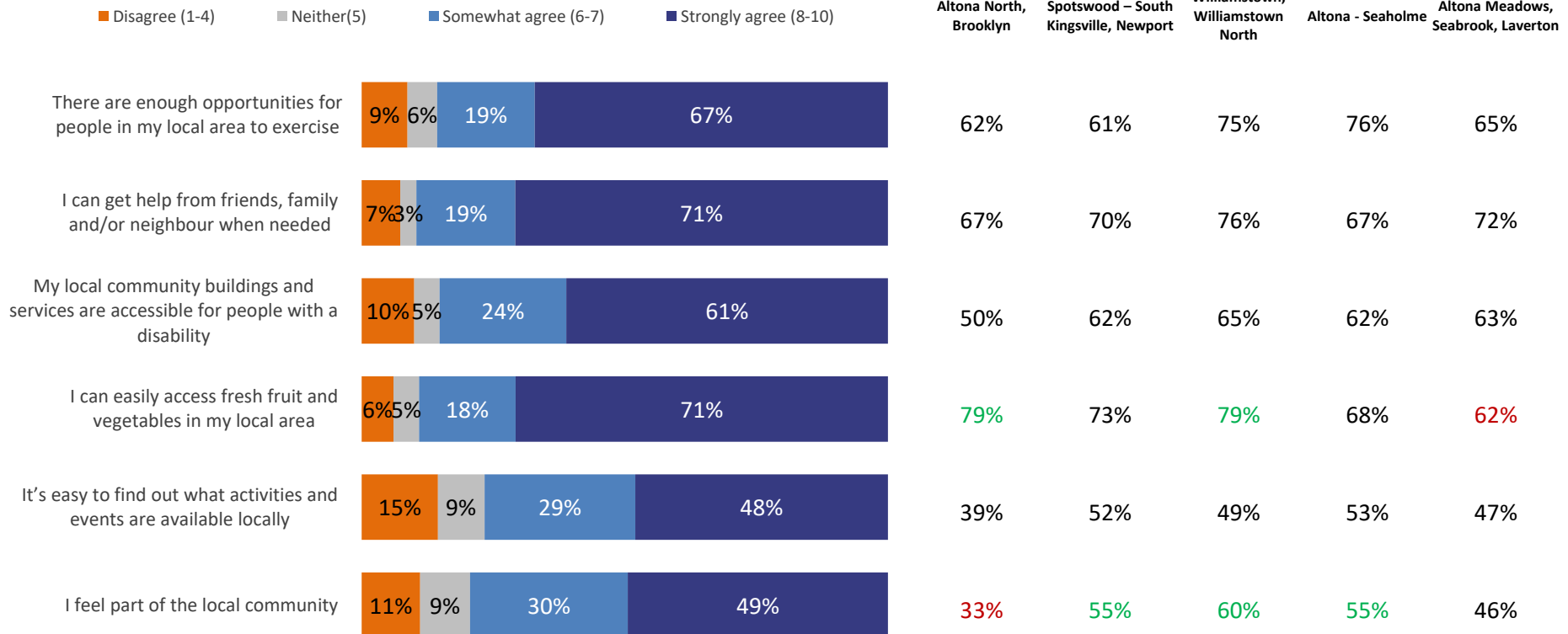


Social Issues

Having support from friends, family or neighbours (71%) as well as ease of access to fresh fruit and vegetables locally (71%) are the most common things that residents would experience in their neighbourhood

Social Issues: Neighbourhood

By precinct (%8-10)



NOTES:

1. Sample 2020 n=778; Altona North-Brooklyn n=95; Spotswood-South Kingsville-Newport n=133; Williamstown-Williamstown North n=176; Altona-Seaholme n=139; Altona Meadows-Seabrook-Laverton n=237; excluding don't know responses

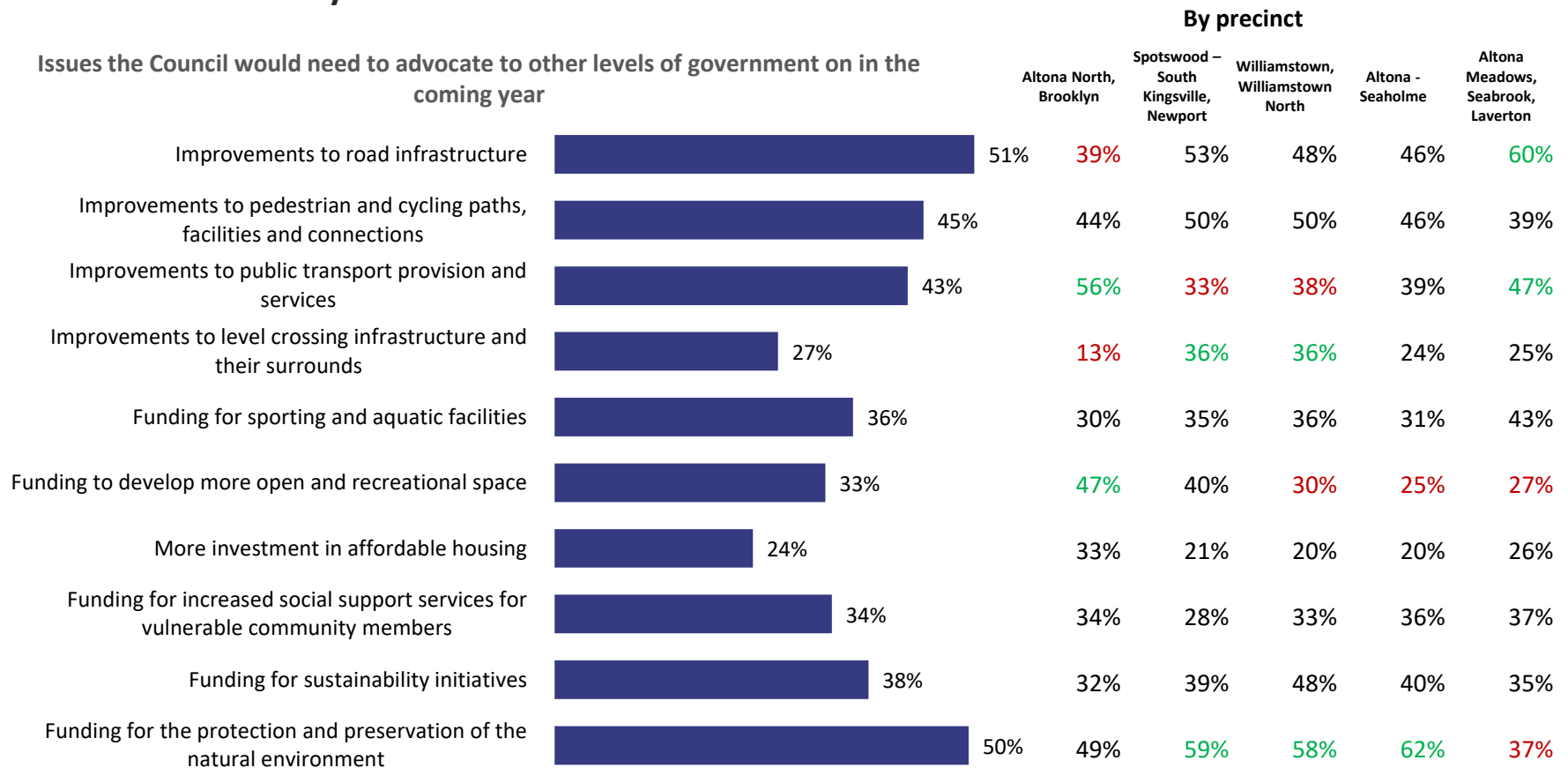
2. SI1. Thinking about your local neighbourhood, on a scale of 0 to 10, please rate your agreement with the following statements.

Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

Between suburbs
 ▲ Significantly higher
 ▼ Significantly lower

Improvements to road infrastructure (51%), funding for the protection and preservation of the natural environment (50%), as well as improvements to pedestrian and cycling paths (45%) are just a few areas that the Council would need to advocate to other levels of government in the coming year

Social Issues: Advocacy



NOTES:

1. Sample: 2020 n=778; Altona North-Brooklyn n=95; Spotswood-South Kingsville-Newport n=136; Williamstown-Williamstown North n=178; Altona-Seaholme n=143; Altona Meadows-Seabrook-Laverton n=241

2. S12 What issues would you most like to see Council advocate to other levels of government on in the coming year?

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between suburbs
▲ Significantly higher
▼ Significantly lower

Below are some other issues that community members thought were also important and needed local government help to advocate on their behalf

Social Issues: Advocacy – more issues



NOTES:

1. Sample: n=285

2. SI3. Is there another issue that Council should be advocating for?

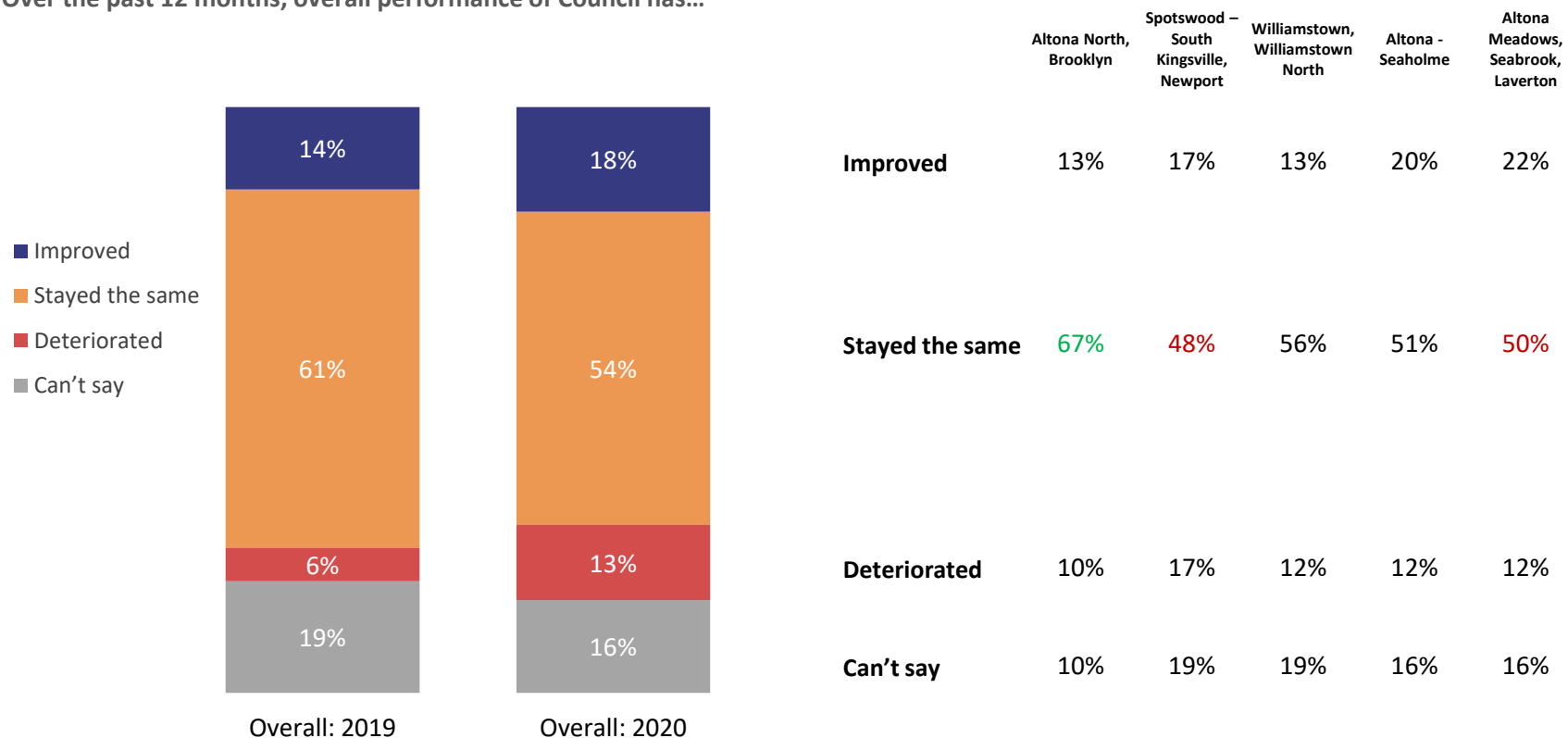


General

A greater number of community members indicate that Council has improved over the past 12 months (18%). These community members tend to reside in Altona-Seaholme and Altona Meadows, Seabrook and Laverton precincts

General ⁽¹⁾⁽²⁾

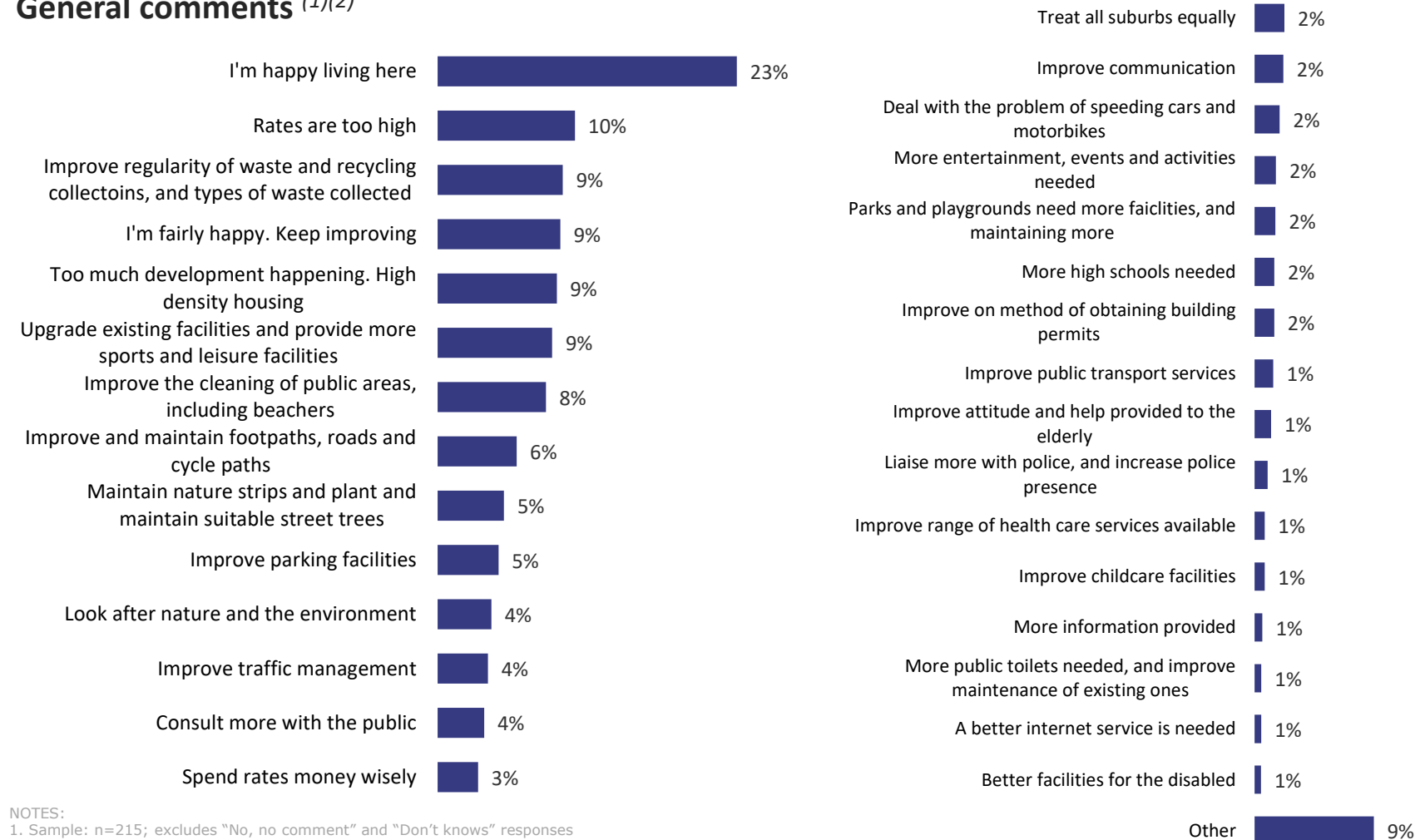
Over the past 12 months, overall performance of Council has...



NOTES:
 1. Sample: 2020 n=804; 2019 n=813;
 2. OP3. Over the past twelve months, do you think Hobsons Bay City Council's overall performance has?

23% of all respondents who left a final comment said that they enjoyed their life in Hobsons Bay

General comments ⁽¹⁾⁽²⁾



NOTES:

1. Sample: n=215; excludes "No, no comment" and "Don't knows" responses

2. GEN6. Do you have any further comments you would like to make?

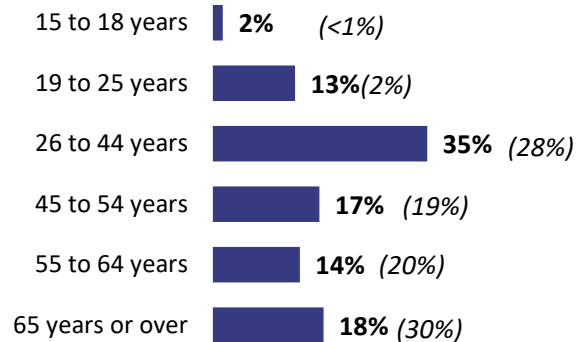


Survey sample

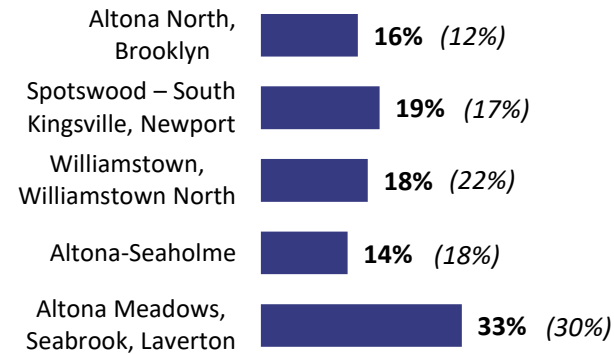
Survey sample

Demographics

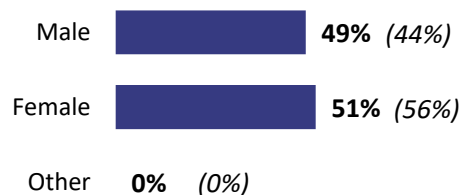
Age



Precinct



Gender



Home Languages



*Any language, other than and including English, spoken at home

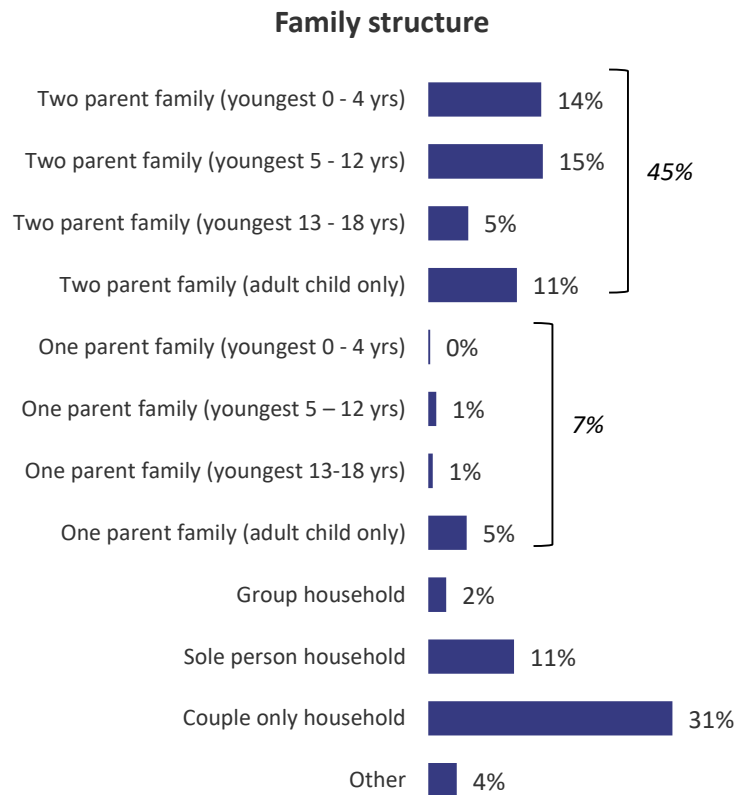
Weighting

The sample structure target is set broadly in line with known population distributions and is weighted post survey so as to be exactly representative of the known population distributions according to the 2016 Census. This represents 'best practice' in research and means that inferences made about the population will then be reliable, within the confidence limits.

Key:
n=804
weighted
(unweighted)

The majority of households are two parent families (45%), while couple only households make up for one quarter (25%) of household structures; slightly more than four out of ten (46%) own the home they are currently living in

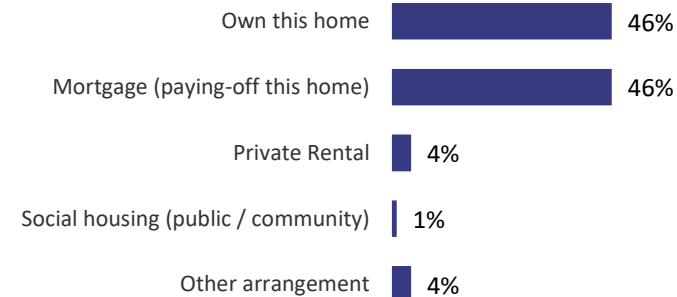
Household structure ⁽¹⁾⁽²⁾⁽³⁾⁽⁴⁾



Identify as having a disability



Current housing situation



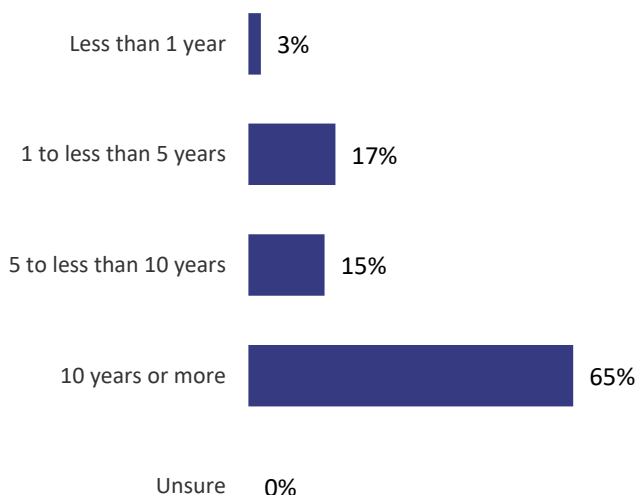
NOTES:

1. Sample: n=804
2. GEN1. What is the structure of this household? Would that be...
3. GEN2. Do any members of this household identify as having a disability?
4. GEN3. Which of the following best describes your current housing situation?

Six in ten households have lived in the city of Hobsons Bay for 10 years or more and eight in ten of those surveyed state that they will still be in Hobsons Bay in five years time

Amount of time in Hobsons Bay ⁽¹⁾⁽²⁾⁽³⁾

Time lived in the City of Hobsons Bay

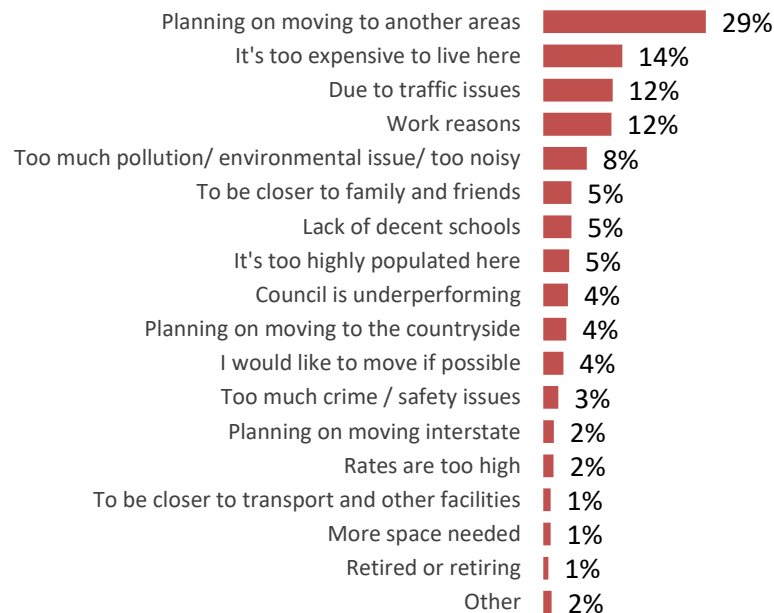


Will be living in Hobsons Bay in five years' time

■ Yes ■ No ■ Unsure



Reasons for not living in Hobsons Bay in five years time



NOTES:

1. Sample: n=804
2. GEN4. How long have you lived in the City of Hobsons Bay?
3. GEN5. Do you think you will still be living in Hobsons Bay in five years' time?



Appendix I: Benchmarking

Comparison of Hobsons Bay Index scores obtained in 2020 to those reported in 2019

| Service/Facility/Activity | Hobsons Bay 2020 | Hobsons Bay 2019 | Change 2019 to 2020 | |
|--|---------------------|---------------------|---------------------|-------------|
| Activities for older people (e.g. Planning Activity Groups, seniors' festival) | 78 | 67 | 11 | <div></div> |
| Programs that support vulnerable communities and promote fairness | 73 | 67 | 6 | <div></div> |
| Youth services | 71 | 68 | 3 | <div></div> |
| Car parking provision | 62 | 60 | 2 | <div></div> |
| Occasional care and family day care | 77 | 75 | 2 | <div></div> |
| Activities and programs for people with disabilities (e.g. holiday programs, events) | 68 | 66 | 2 | <div></div> |
| Sustainability (climate change) policy development | 61 | 60 | 1 | <div></div> |
| Provision of on road bike paths | 63 | 62 | 1 | <div></div> |
| Playgroups | 73 | 73 | 0 | <div></div> |
| Traffic management | 60 | 60 | 0 | <div></div> |
| Provision of off road shared trails (i.e. off road pedestrian and cycle pathways) | 68 | 68 | 0 | <div></div> |
| Disability services (e.g. home and personal care, respite) | 69 | 69 | 0 | <div></div> |
| Arts and cultural activities | 74 | 75 | -1 | <div></div> |
| Events and festivals | 74 | 75 | -1 | <div></div> |
| Libraries | 85 | 86 | -1 | <div></div> |
| Opportunities to get involved in local environmental activities | 63 | 64 | -1 | <div></div> |
| Council's quarterly newsletter 'Hobsons Bay Community News' | 69 | 71 | -2 | <div></div> |
| Council's website | 69 | 71 | -2 | <div></div> |
| Drains maintenance and repairs | 61 | 63 | -2 | <div></div> |
| Building control (e.g. building permits and enforcement) | 45 | 48 | -3 | <div></div> |
| Provision and maintenance of community facilities and venues for hire (e.g. Laverton Hub, Seabrook Commu | 75 | 78 | -3 | <div></div> |
| Provision and maintenance of parks, gardens, open space and the foreshore (e.g. botanic gardens) | 73 | 76 | -3 | <div></div> |
| Provision and maintenance of street trees | 63 | 66 | -3 | <div></div> |
| Kindergarten support and central enrolment | 76 | 80 | -4 | <div></div> |
| Council's social media (Facebook and Twitter) | 70 | 74 | -4 | <div></div> |
| Aged services and supports (e.g. home and personal care, respite) | 70 | 74 | -4 | <div></div> |

Comparison of Hobsons Bay Index scores obtained in 2020 to those reported in 2019

| Service/Facility/Activity | Hobsons Bay 2020 | Hobsons Bay 2019 | Change 2019 to 2020 | |
|--|---------------------|---------------------|---------------------|--|
| Animal management (e.g. animal registration) | 69 | 73 | -4 | |
| Immunisations | 85 | 89 | -4 | |
| Provision of sports, ovals and other local sporting/recreation facilities (including aquatic facilities) | 72 | 76 | -4 | |
| Protection and enhancement of foreshore | 68 | 72 | -4 | |
| Maintenance and cleaning of public areas (including litter collection and graffiti removal) | 65 | 69 | -4 | |
| Footpath maintenance and repairs | 57 | 62 | -5 | |
| Town planning (e.g. planning permits) | 45 | 50 | -5 | |
| Maternal and Child Health | 81 | 87 | -6 | |
| Visitor Information Centre | 73 | 80 | -7 | |
| Enforcement of local laws (e.g. parking management) | 54 | 61 | -7 | |
| Maintenance and repairs of sealed local roads | 56 | 63 | -7 | |
| Public health (e.g. food safety) | 68 | 76 | -8 | |
| Emergency management and preparedness (e.g. response to weather and/or other disruptive events) | 62 | 70 | -8 | |
| Economic development activities, supporting local businesses and tourism | 59 | 68 | -9 | |
| Recycling collection | 70 | 81 | -11 | |
| Hard waste collection | 69 | 81 | -12 | |
| Green waste collection | 74 | 86 | -12 | |
| Weekly garbage collection | 67 | 86 | -19 | |

Benchmarking results obtained from a desktop based exercise using publicly available data.

Categories and questions have been selected for comparison based on a best match basis

| Service/Facility/Activity | Hobsons Bay 2020 | Hobsons Bay 2019 | Region Average 2018 | Hobsons Bay compared to Western Region |
|---|------------------|------------------|---------------------|--|
| Immunisations (sometimes included within services for children, sometimes not) | 85 | 89 | 78 | 11 |
| Maternal and Child Health (sometimes included within services for children, sometimes not) | 81 | 87 | 79 | 8 |
| Hard waste collection | 69 | 81 | 74 | 7 |
| Council's social media (Facebook and Twitter) | 70 | 74 | 71 | 3 |
| Arts and cultural activities | 74 | 75 | 73 | 2 |
| Green waste collection | 74 | 86 | 84 | 2 |
| Libraries | 85 | 86 | 84 | 2 |
| Kindergarten support and central enrolment (included within services for children) | 76 | 80 | 78 | 2 |
| Council's quarterly newsletter/local news | 69 | 71 | 70 | 1 |
| Provision and maintenance of parks, gardens, open space and the foreshore (e.g. botanic gardens) | 73 | 76 | 75 | 1 |
| Provision and maintenance of community facilities and venues for hire (e.g. Laverton Hub, Seabrook Community Centre) | 75 | 78 | 77 | 1 |
| Weekly garbage collection | 67 | 86 | 86 | 0 |
| Provision of sports, ovals and other local sporting/recreation facilities (including aquatic facilities) | 72 | 76 | 76 | 0 |
| Maintenance and cleaning of public areas (including litter collection and graffiti removal) | 65 | 69 | 70 | -1 |
| Aged services and supports (e.g. home and personal care, respite) (included within services for seniors) | 70 | 74 | 75 | -1 |
| Animal management (e.g. animal registration) | 69 | 73 | 75 | -2 |
| Economic development activities, supporting local businesses and tourism | 59 | 68 | 70 | -2 |
| Events and festivals (sometimes included within Arts & Cultural activities, sometimes not) | 74 | 75 | 77 | -2 |
| Car parking provision | 62 | 60 | 62 | -2 |
| Council's website | 69 | 71 | 73 | -2 |
| Recycling collection | 70 | 81 | 84 | -3 |
| Enforcement of local laws (e.g. parking management) | 54 | 61 | 65 | -4 |
| Provision and maintenance of street trees | 63 | 66 | 70 | -4 |
| Disability services (e.g. home and personal care, respite) | 69 | 69 | 73 | -4 |
| Provision of off road shared trails (i.e. off road pedestrian and cycle pathways) (included within on and off road cycle paths) | 68 | 68 | 73 | -5 |
| Playgroups (services for children) | 73 | 73 | 78 | -5 |
| Maintenance and repairs of sealed local roads | 56 | 63 | 69 | -6 |
| Footpath maintenance and repairs | 57 | 62 | 68 | -6 |
| Youth services (services for young people) | 71 | 68 | 74 | -6 |
| Traffic management | 60 | 60 | 67 | -7 |
| Activities for older people (e.g. Planning Activity Groups, seniors' festival) | 78 | 67 | 75 | -8 |
| Activities and programs for people with disabilities (e.g. holiday programs, events) | 68 | 66 | 75 | -9 |
| Opportunities to get involved in local environmental activities (environmental programs and facilities) | 63 | 64 | 74 | -10 |
| Provision of on road bike paths | 63 | 62 | 73 | -11 |

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