



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 Council, and to prioritise improvement opportunities that will be valued by the community. The annual community and customer satisfaction 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 Plan's goals and objectives as identified in Council's Corporate Planning and Performance Reporting Policy 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 door to door with a sample of 813 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.
- At an aggregate level the sample has an expected 95% confidence interval (margin of error) of $\pm 3.3\%$.
- Interviewing took place between 18 February and 23 April 2019.
- The 2019 survey used a similar questionnaire to the 2017 and 2018 surveys, including baseline indicators for Hobsons' Bay 2030 Community Vision and a repeat of Social Issue measures, previously asked in 2014. Comparative findings were included as far as possible. 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

1

The Hobsons Bay community is mostly satisfied with the *Overall performance* of the Council. At an aggregate level the overall satisfaction index score is 65, which is three points lower than the 2018 score of 68. *Overall performance* is most strongly impacted by *Reputation*, more so than the various *Services and Facilities* provided and *Value for money* perceptions.

2

The Hobsons Bay City Council has an acceptable reputation index of 66; this is, however, lower than its level in 2018 of 70. *Financial management*, that is how appropriately Council invests in the City, how wisely it spends and avoids waste, and its transparency around spending, has the greatest impact on *Overall reputation*. As only around a quarter of community members (28%) are 'very satisfied' with *Financial management* this presents an opportunity for improvement.

3

There has been a decrease in satisfaction with the perception that community members receive good value for the money they spend on rates and other fees. Fair and reasonable fees for other services has the greatest impact on this perception, but as *Value for money* has the least impact on *Overall performance*, effort spent in this area could take a long time to impact perceptions positively.

4

Although the various aspects of *Overall services, facilities and activities* delivery such as *Waste Services, Parks, Reserves and Public Areas* and *Facilities and Events* do not currently have a high level of impact, Council is evaluated highly and as such communicating what Council is already doing well may improve overall perceptions of Council.

5

Services and activities with significant increases in levels of satisfaction include *Youth services*, and *Aged services and support, Playgroups, Kindergarten support and central enrolment, Courtesy of service* for customer service enquiry, as well as in *Keeping the community informed* as part of Council's community engagement activities.

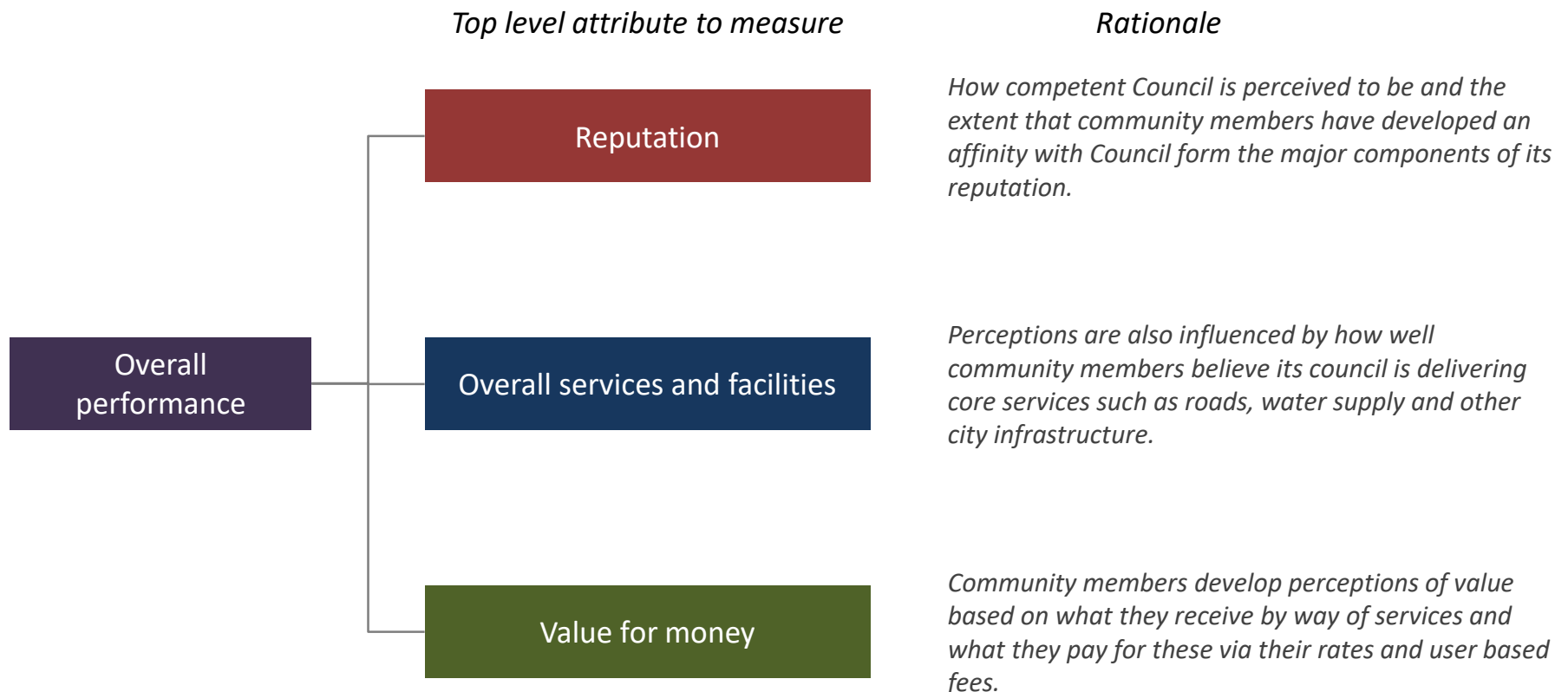


Drivers of Overall Satisfaction

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 2017 and 2018.

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

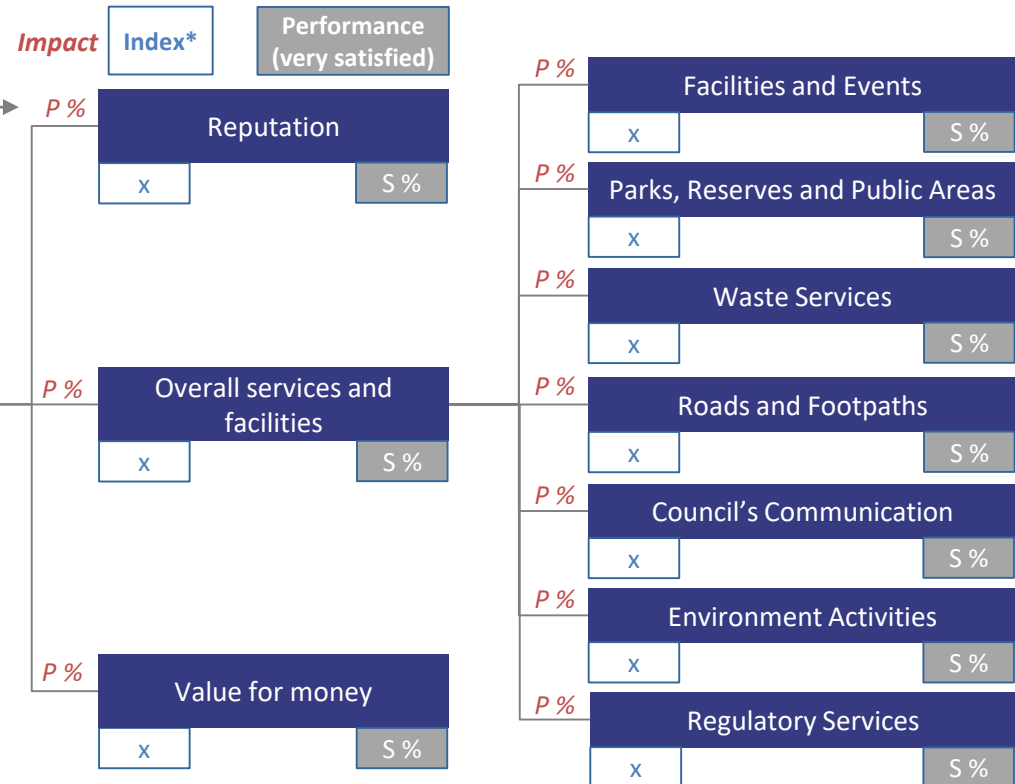
- Community members are asked to rate their perceptions of Council's performance on the various elements that impact overall satisfaction with public services, facilities and activities that Council provides.
- We use statistics to derive the impact each driver has on overall satisfaction.

Level of impact
Measures the impact that each driver has on overall satisfaction. The measure is derived through statistical modelling based on regression (looking at the influence one or more independent variables has on a dependant variable)

Overall performance
x S %

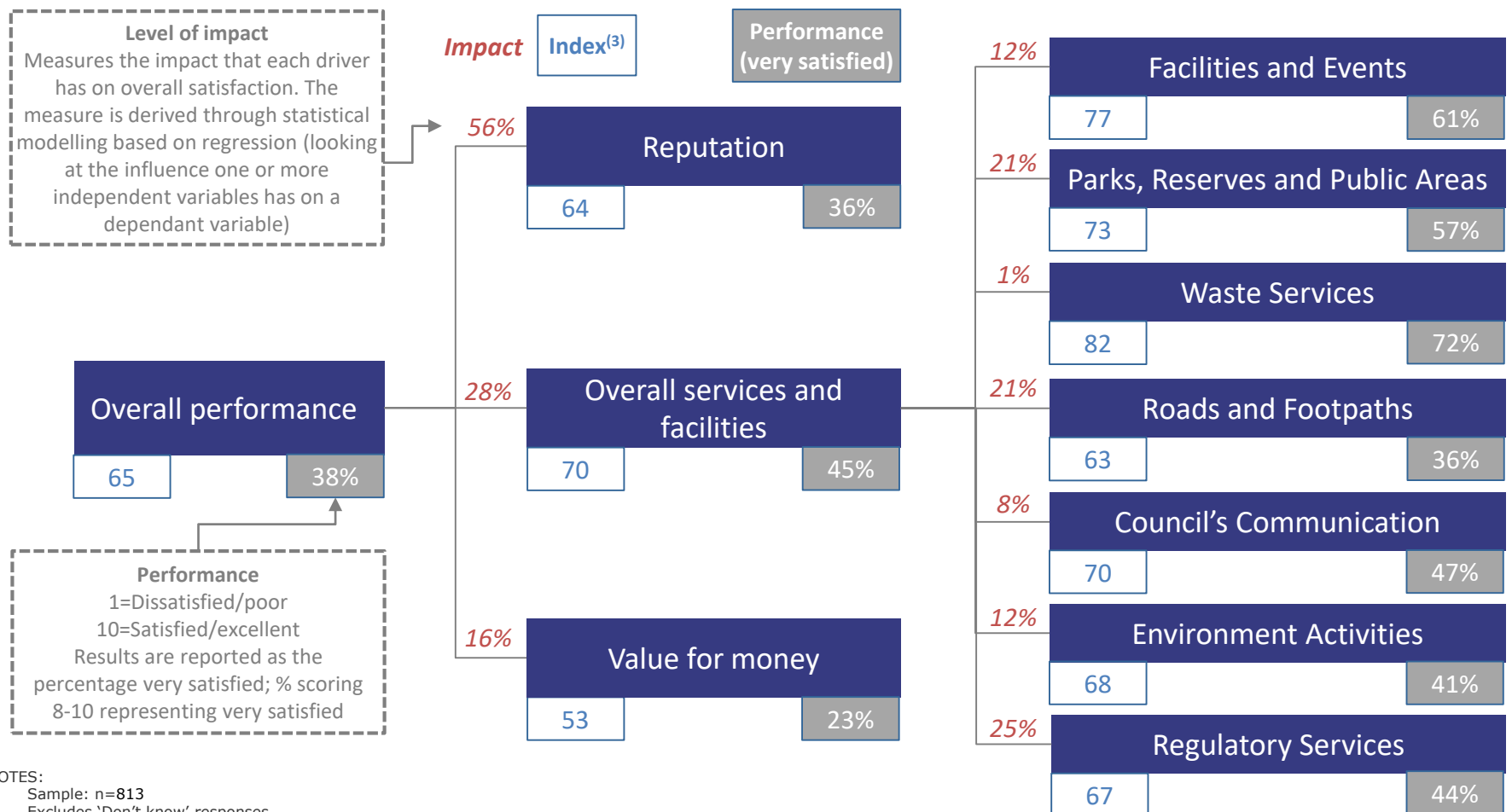
*** Index Value**
Score calculated and represented on a scale from 0 to 100 calculated according to LGPRF framework

Performance
1=Dissatisfied/poor
10=Satisfied/excellent
Results are reported as the percentage very satisfied; % scoring 8-10 representing very satisfied



The overall performance evaluation is most strongly influenced by reputation, more so than the various services, infrastructure and facilities provided and value for money.

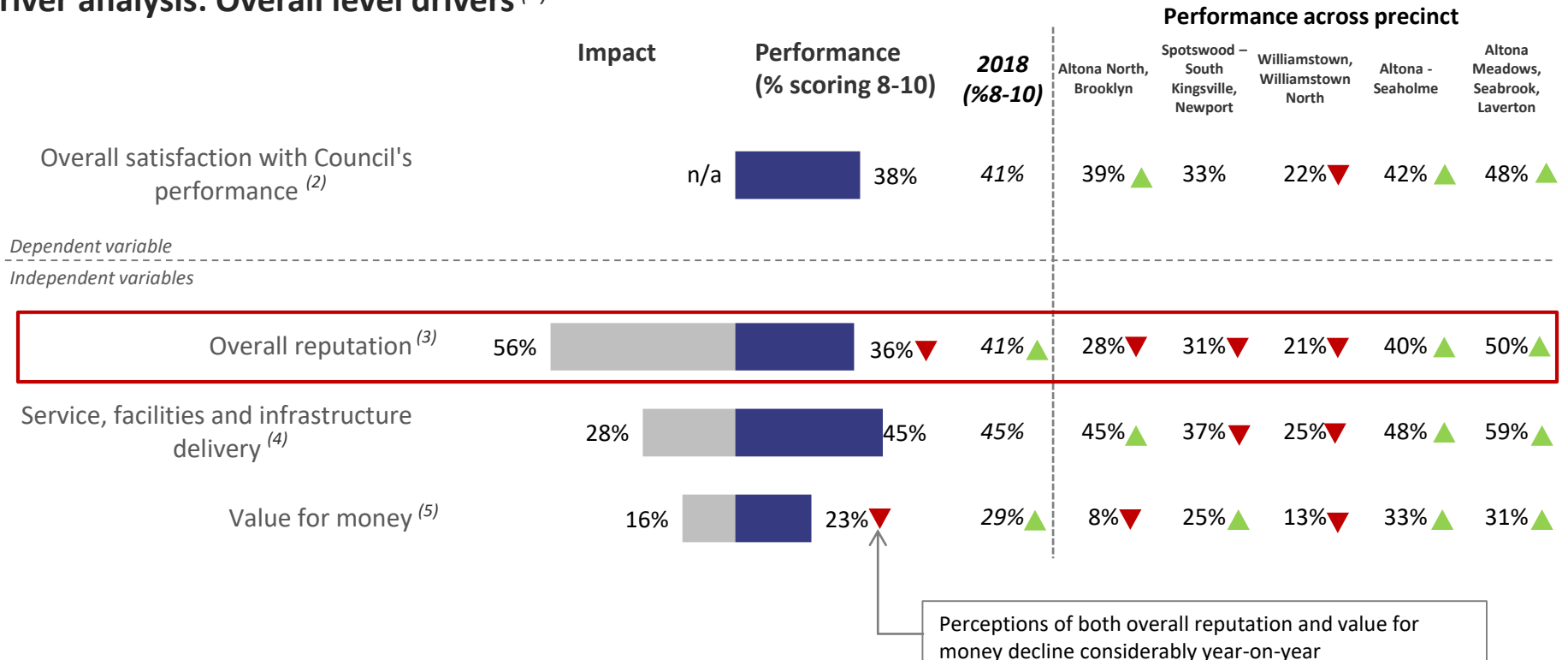
Driver analysis: Overall level drivers ⁽¹⁾⁽²⁾



NOTES:
 1. Sample: n=813
 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 has the greatest impact on *Overall satisfaction with Council's performance* and with relatively low performance represents an opportunity for improvement.

Driver analysis: Overall level drivers ⁽¹⁾



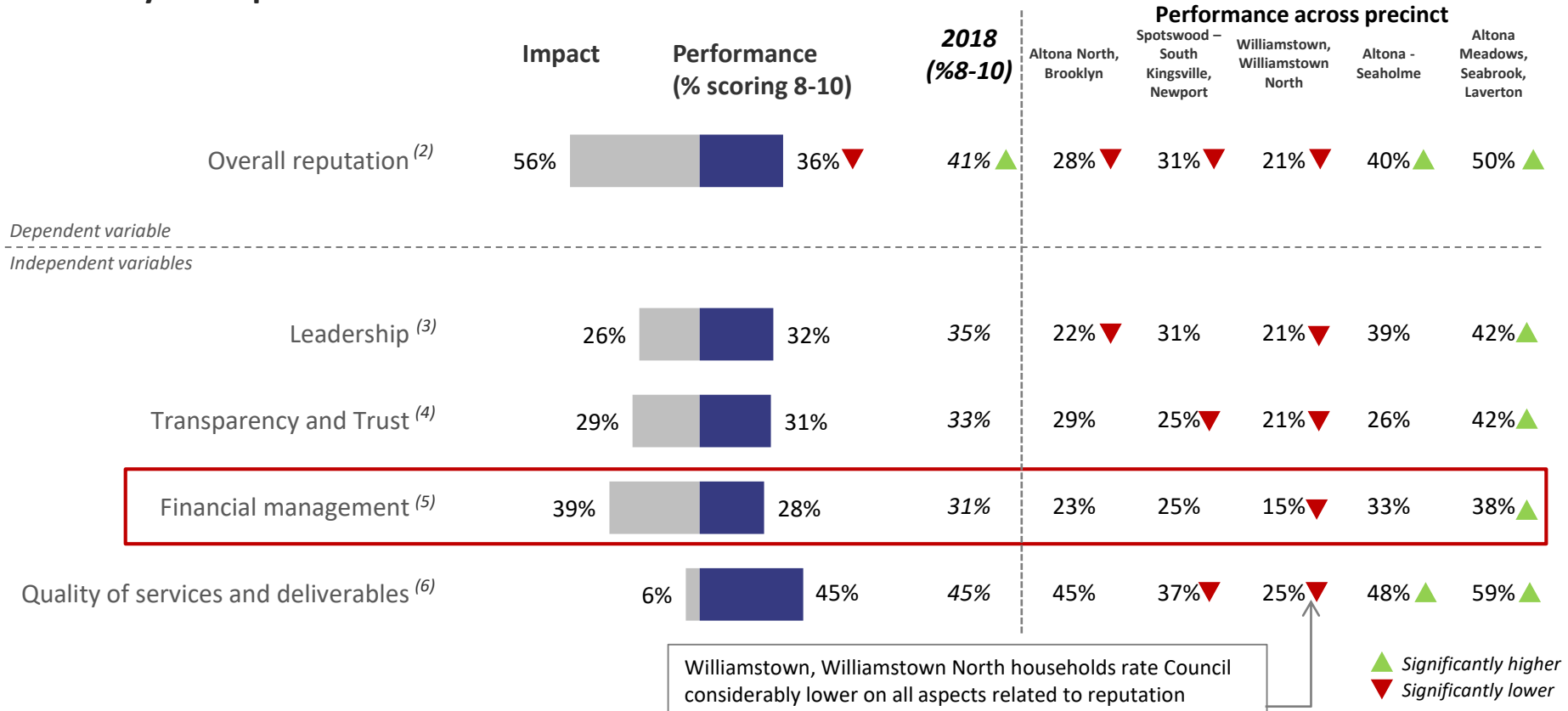
▲ Significantly higher
▼ Significantly lower

NOTES:

1. Sample: 2019 n=813; 2018 n=801; Altona North-Brooklyn n=130; Spotswood-South Kingsville-Newport n=162; Williamstown-Williamstown North n=142; Altona-Seaholme n=115; Altona Meadows-Seabrook-Laverton n=264
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?

Within the sub-drivers of reputation, Council needs to strengthen perceptions of its *Financial management* since the evaluation is low and this aspect has the highest impact on perceptions.

Driver analysis: Reputation ⁽¹⁾

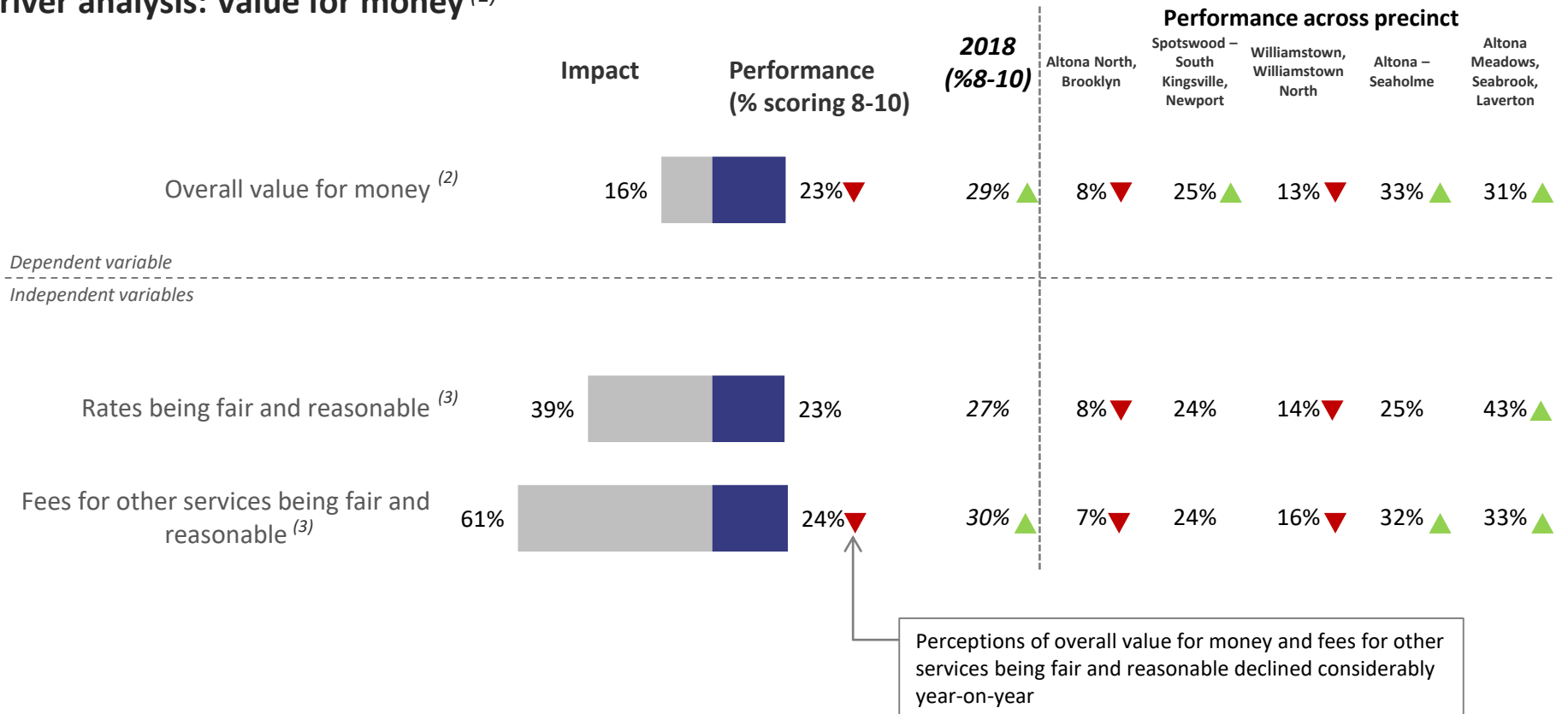


NOTES:

1. Sample: 2019 n=813; 2018 n=801; Altona North-Brooklyn n=130; Spotswood-South Kingsville-Newport n=162; Williamstown-Williamstown North n=142; Altona-Seaholme n=115; Altona Meadows-Seabrook-Laverton n=264
2. 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?
3. REP3. Financial management - how appropriately it invests in the City, how wisely it spends and avoids waste, and its transparency around spending.
4. REP1. Leadership - Being committed to creating a great City, being in touch with the community and setting clear direction...
5. REP2. Transparency and Trust - how open and transparent Council is, and how you would rate Council as trustworthy?
6. OVLSV. Overall, how satisfied are you with the services, facilities and activities that Council provides?

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⁾



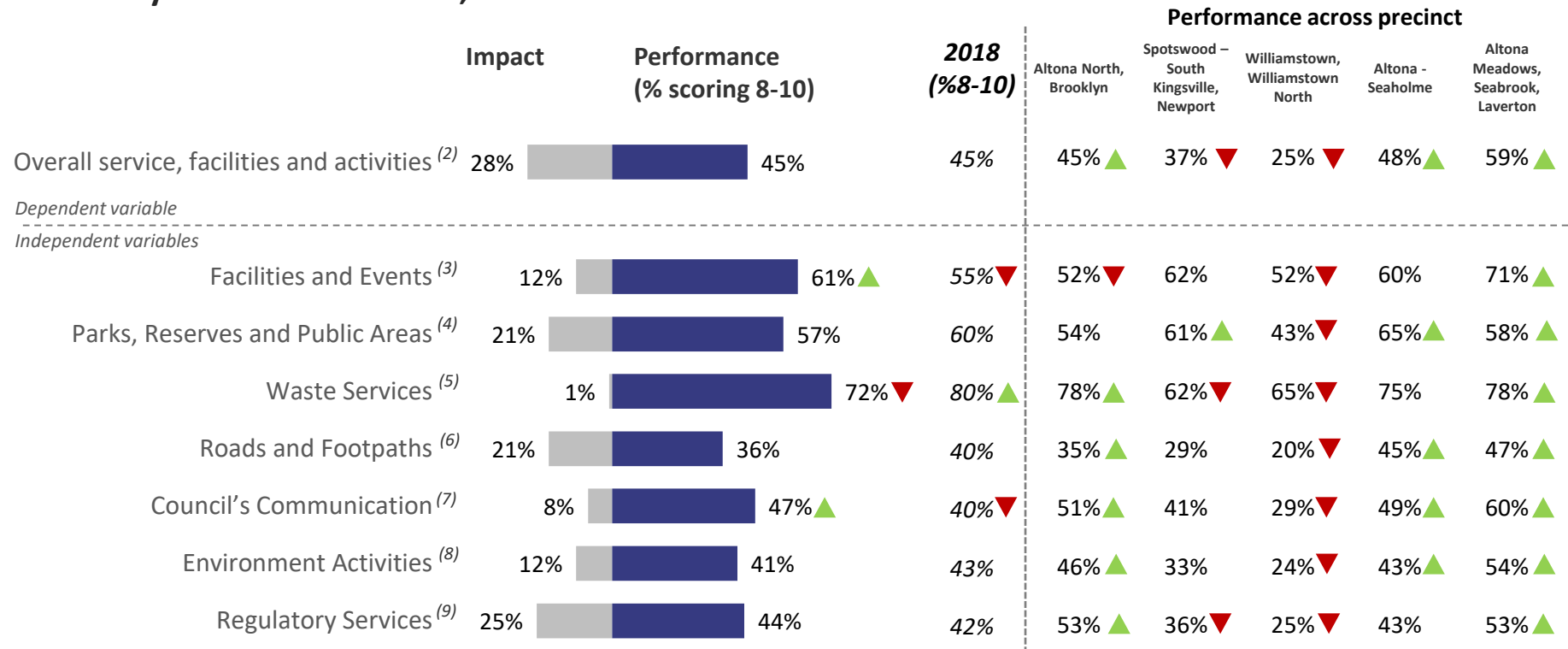
NOTES:

1. Sample: 2019 n=813; 2018 n=801; Altona North-Brooklyn n=130; Spotswood-South Kingsville-Newport n=162; Williamstown-Williamstown North n=142; Altona-Seaholme n=115; Altona Meadows-Seabrook-Laverton n=264; n=553; only asked of ratepayers
2. VM1: Do you, or a member of your household, pay rates for a property in the Hobsons Bay area?
3. VM2. How would you rate your satisfaction with Council for...
4. 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?

▲ Significantly higher
▼ Significantly lower



Although *Regulatory Services, Parks, Reserves and Public Areas* and *Roads and Footpaths* have similar levels of impact on perceptions, *Roads and Footpaths* present the best opportunity to improve overall perception of services, facilities and activities.

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



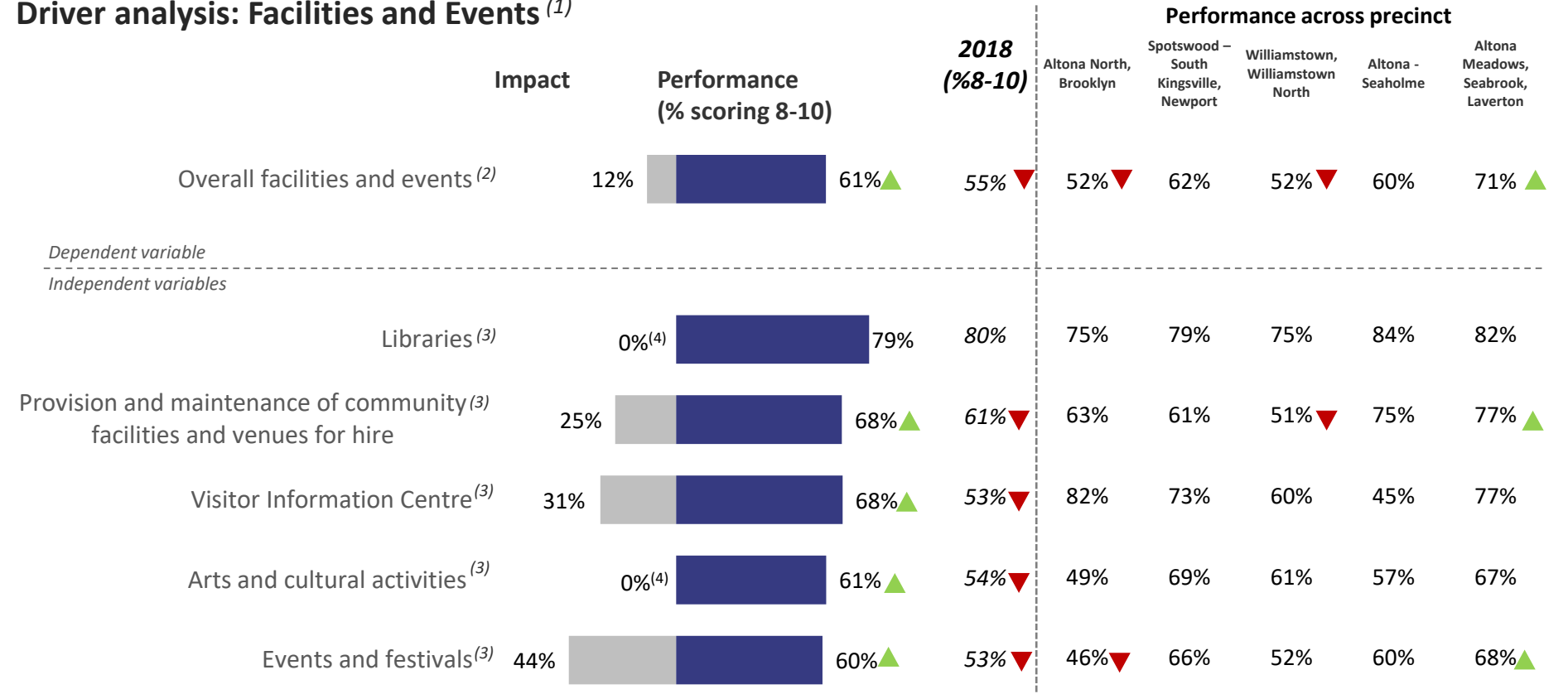
NOTES:

1. Sample: 2019 n=813; 2018 n=801; Altona North-Brooklyn n=130; Spotswood-South Kingsville-Newport n=162; Williamstown-Williamstown North n=142; Altona-Seaholme n=115; Altona Meadows-Seabrook-Laverton n=264
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?

 Significantly higher
 Significantly lower

Performance for all aspects of facilities and events (except for *Libraries*) improve considerably year-on-year; *Events and festivals* has the greatest impact on overall evaluation and with relatively low performance presents an opportunity for continued improvement.

Driver analysis: Facilities and Events ⁽¹⁾



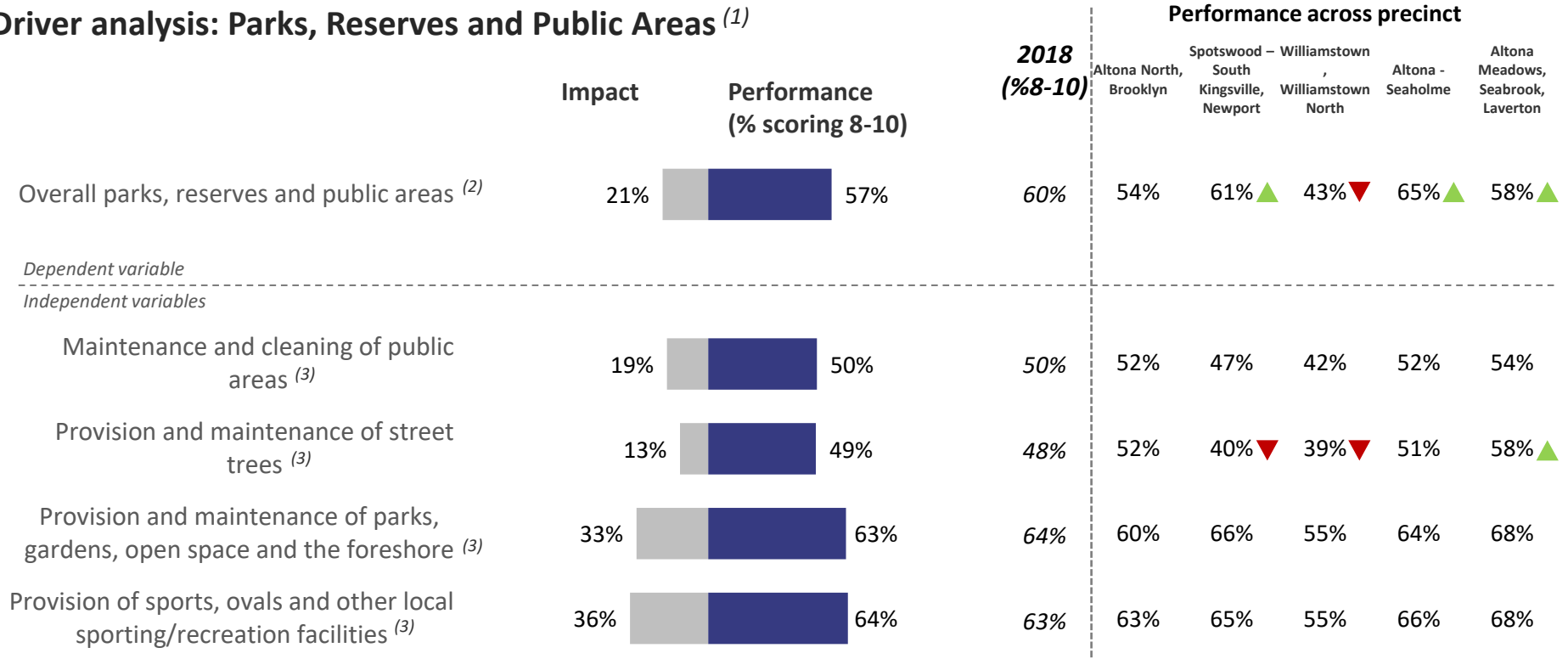
NOTES:

- Sample: 2019 n=813; 2018 n=801; Altona North-Brooklyn n=130; Spotswood-South Kingsville-Newport n=162; Williamstown-Williamstown North n=142; Altona-Seaholme n=115; Altona Meadows-Seabrook-Laverton n=264
- 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

▲ Significantly higher
▼ Significantly lower

Provision of sports, ovals and other local sporting/recreation facilities has the highest impact and as performance is already high, the strategy is one of maintaining performance.

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



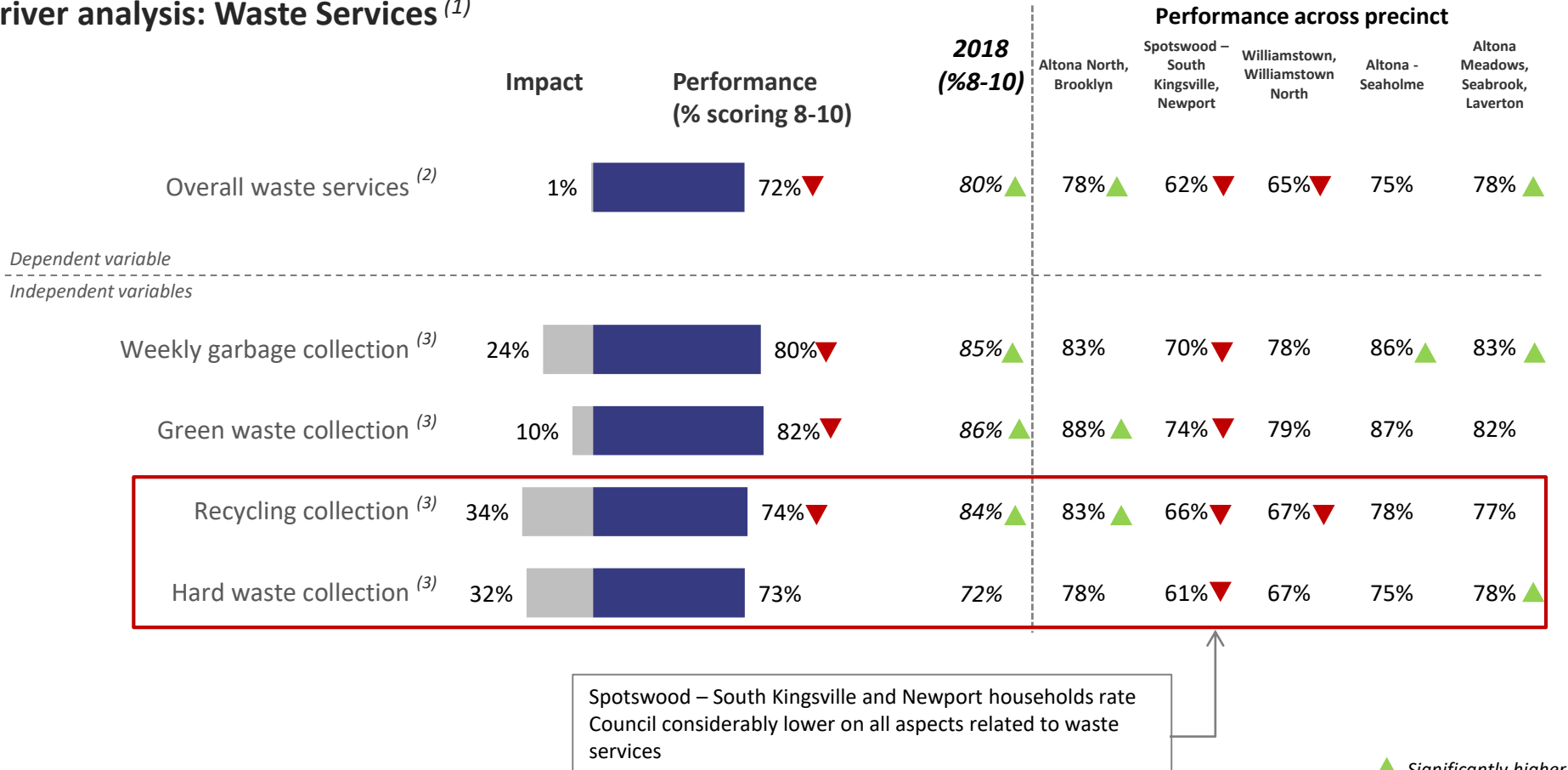
NOTES:

- Sample: 2019 n=813; 2018 n=801; Altona North-Brooklyn n=130; Spotswood-South Kingsville-Newport n=162; Williamstown-Williamstown North n=142; Altona-Seaholme n=115; Altona Meadows-Seabrook-Laverton n=264
- PR3. Overall how satisfied are you with the provision and maintenance of Council's parks, reserves and public areas?
- 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'

▲ Significantly higher
▼ Significantly lower

Performance declines considerably across all aspects of waste services, with the exception of *Hard waste collection*; *Recycling collection* and *Hard waste collection* has the greatest impact on evaluation of *Overall waste services*.

Driver analysis: Waste Services ⁽¹⁾



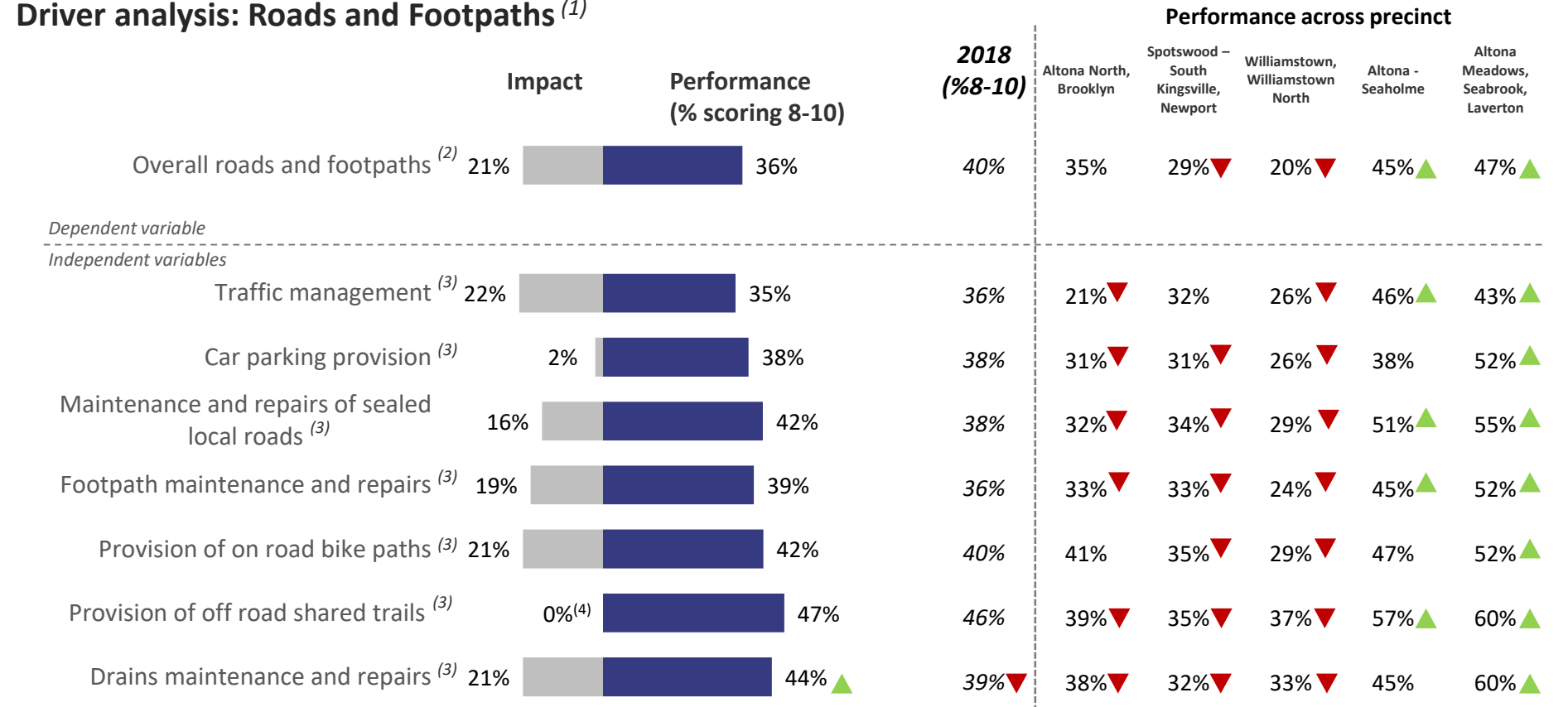
▲ Significantly higher
▼ Significantly lower

NOTES:

- Sample: 2019 n=813; 2018 n=801; Altona North-Brooklyn n=130; Spotswood-South Kingsville-Newport n=162; Williamstown-Williamstown North n=142; Altona-Seaholme n=115; Altona Meadows-Seabrook-Laverton n=264
- 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'

Within the general area of roads and footpaths, improving perceptions related to *Traffic management*, *Provision of on-road bike paths* and *Drains maintenance and repairs* have the greatest impact on overall perceptions.

Driver analysis: Roads and Footpaths ⁽¹⁾



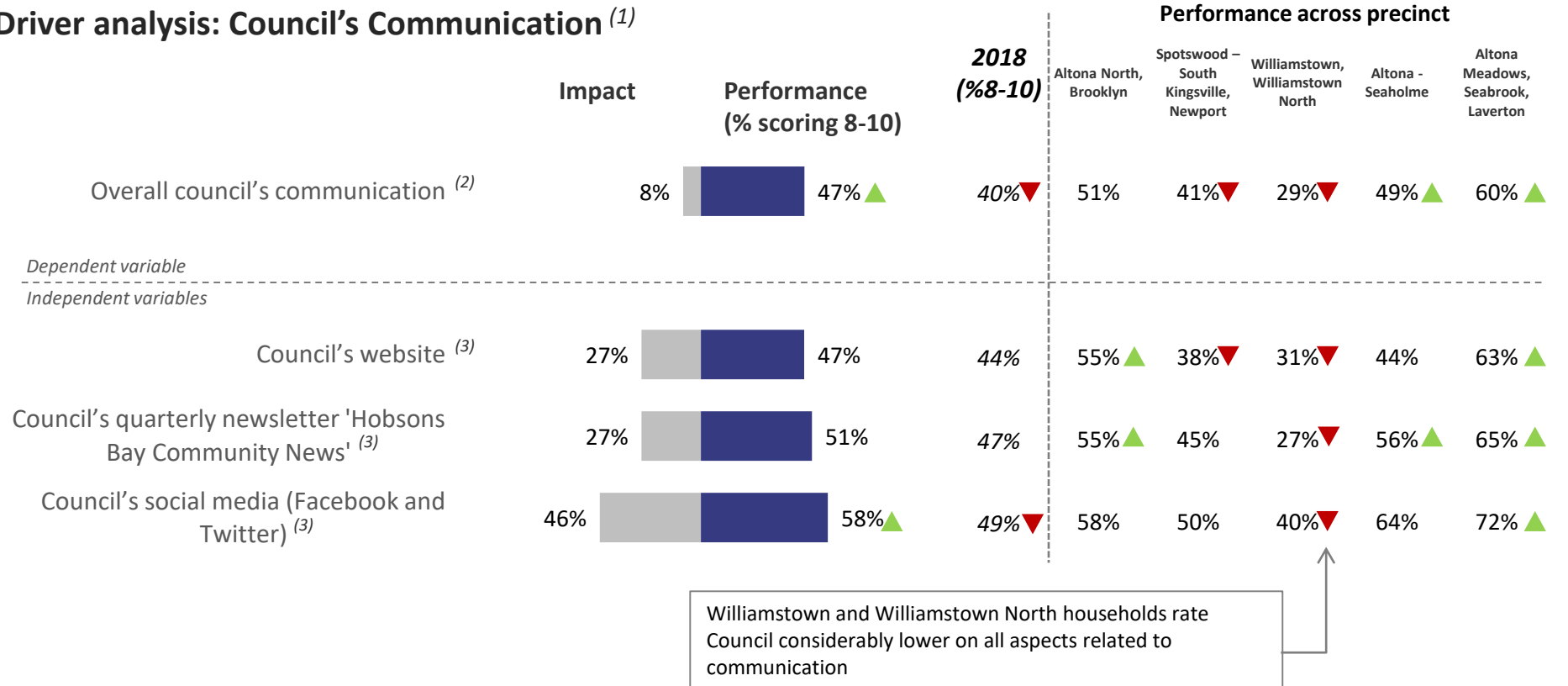
NOTES:

- Sample: 2019 n=813; 2018 n=801; Altona North-Brooklyn n=130; Spotswood-South Kingsville-Newport n=162; Williamstown-Williamstown North n=142; Altona-Seaholme n=115; Altona Meadows-Seabrook-Laverton n=264
- 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

▲ Significantly higher
▼ Significantly lower

Council's social media has been identified as having the highest impact on performance compared to council's website and quarterly newsletter *Hobsons Bay Community News*; encouragingly performance on this aspect has improved considerably year-on-year.

Driver analysis: Council's Communication ⁽¹⁾

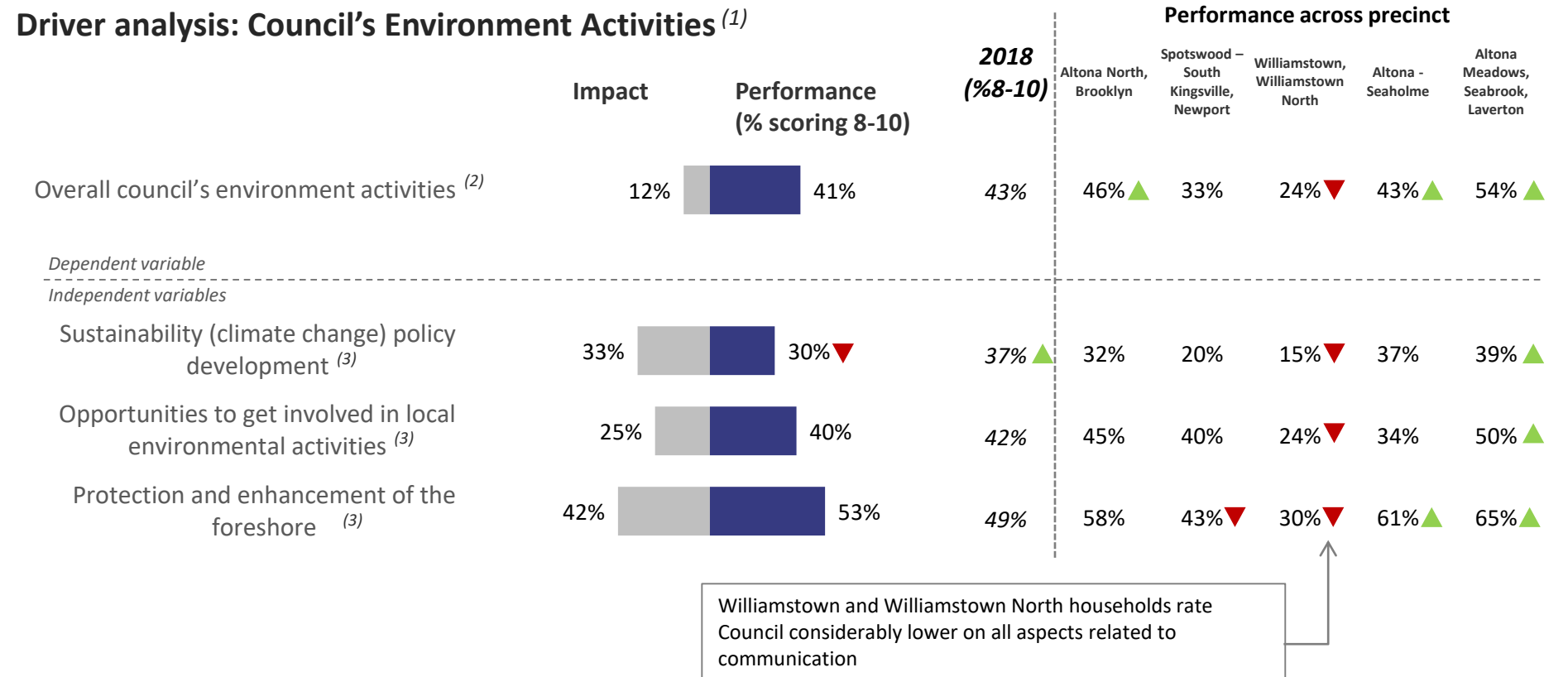


▲ Significantly higher
▼ Significantly lower

NOTES:

1. Sample: 2019 n=813; 2018 n=801; Altona North-Brooklyn n=130; Spotswood-South Kingsville-Newport n=162; Williamstown-Williamstown North n=142; Altona-Seaholme n=115; Altona Meadows-Seabrook-Laverton n=264
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'

Protection and enhancement of the foreshore has the highest impact on Overall perceptions of environment activities, and performance is higher than other environmental activities.



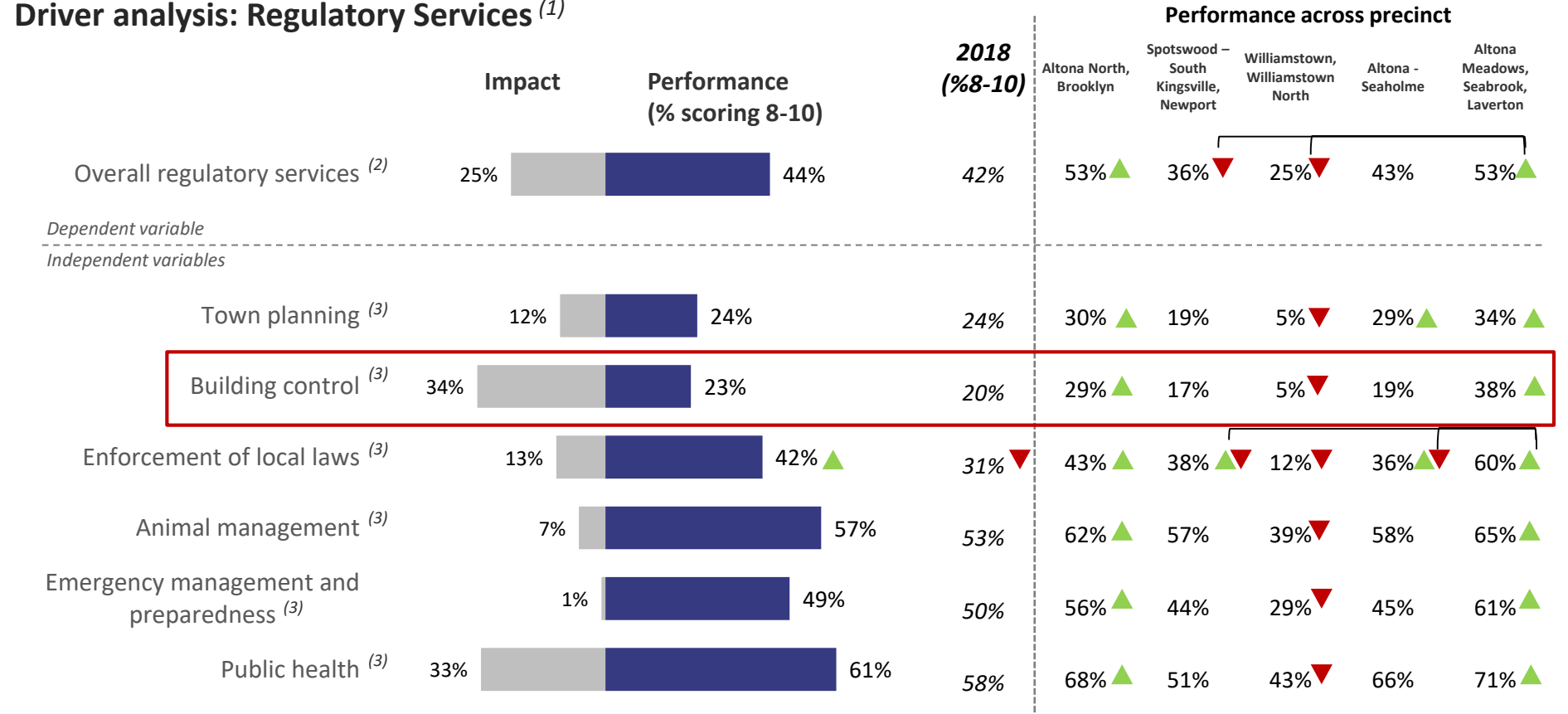
NOTES:

- Sample: 2019 n=813; 2018 n=801; Altona North-Brooklyn n=130; Spotswood-South Kingsville-Newport n=162; Williamstown-Williamstown North n=142; Altona-Seaholme n=115; Altona Meadows-Seabrook-Laverton n=264
- EA3. Overall how satisfied are you with Council's environment activities?
- 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'

▲ Significantly higher
▼ Significantly lower

Building control and Public health are the areas with highest impact on perceptions of Overall regulatory services, and with relatively low performance Building control presents an opportunity for improvement.

Driver analysis: Regulatory Services ⁽¹⁾



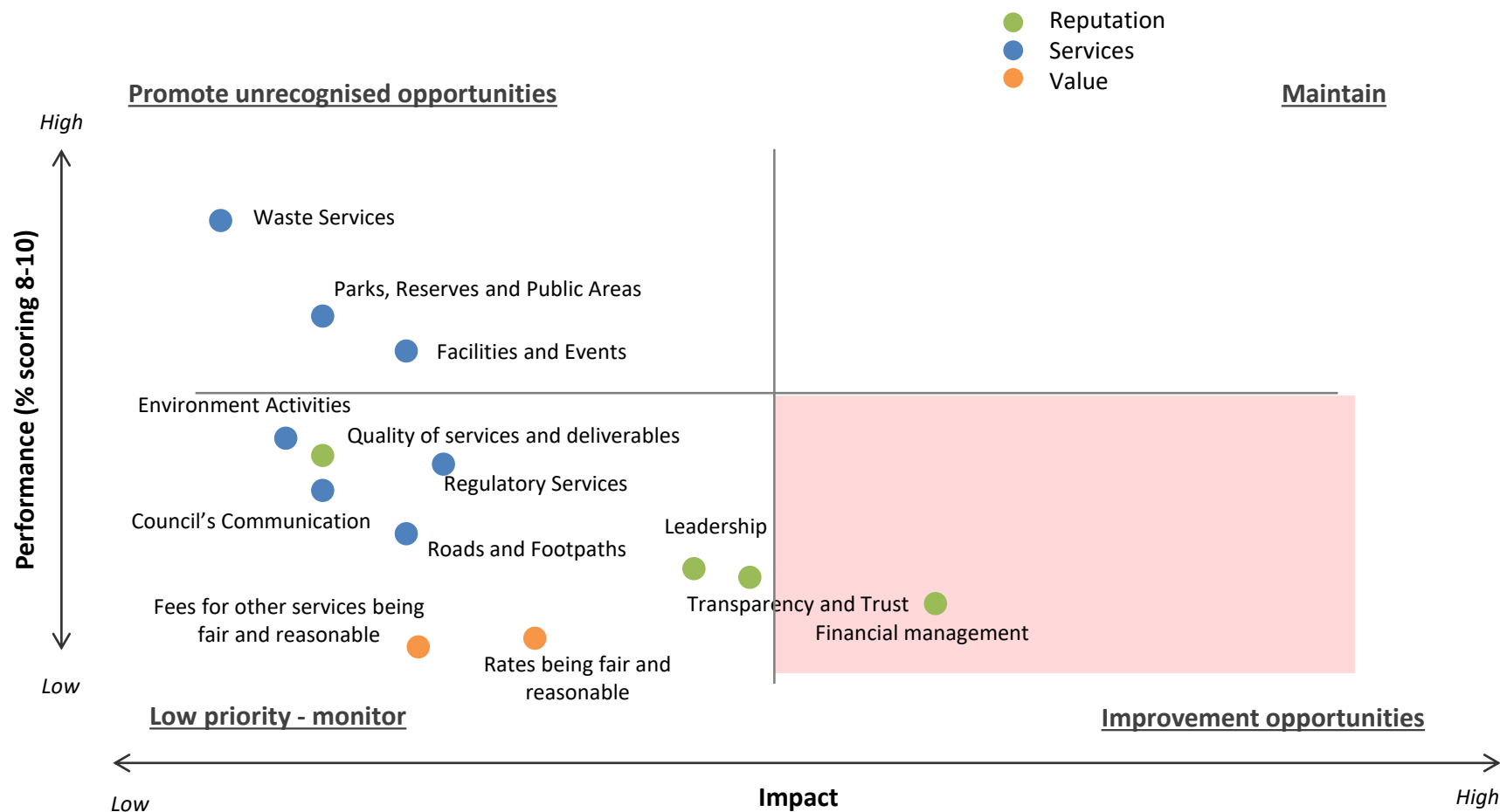
▲ Significantly higher
▼ Significantly lower

NOTES:

- Sample: 2019 n=813; 2018 n=801; Altona North-Brooklyn n=130; Spotswood-South Kingsville-Newport n=162; Williamstown-Williamstown North n=142; Altona-Seaholme n=115; Altona Meadows-Seabrook-Laverton n=264
- 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'

Opportunities for improving perception of *Overall performance* exist around 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 a community members assessment of their overall perceptions of Councils 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 has been included in the following pages.

Aged services and support has the highest impact on Overall health and aged care services, and as performance is high relative to other areas of Overall health and aged care services, the strategy is one of maintaining performance.

Driver analysis: Health and Aged Care Services ⁽¹⁾

	Impact	Performance (% scoring 8-10)	2018 (%8-10)	Performance across precinct				
				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	 53%	53%	53%	50%	42%	60%	60%
<i>Dependent variable</i>				<i>Independent variables</i>				
Youth services ⁽³⁾	22%	 55%▲	33%▼	81%	52%	45%	48%	61%
Aged services and support ⁽³⁾	36%	 63%▲	55%▼	73%	64%	42%	86%	63%
Activities for older people ⁽³⁾	0% ⁽⁴⁾	 51%	50%	68%	56%	43%	62%	45%
Disability services ⁽³⁾	25%	 55%	54%	55%	37%	44%	69%	59%
Activities and programs for people with disabilities ⁽³⁾	17%	 50%	47%	55%	52%	43%	73%	44%
Programs that support vulnerable communities and promote fairness ⁽³⁾	0% ⁽⁴⁾	 46%	43%	51%	44%	38%	83%	39%







▲ Significantly higher
▼ Significantly lower

NOTES:

- Sample: 2019 n=164; 2018 n=162; Altona North-Brooklyn n=18; Spotswood-South Kingsville-Newport n=34; Williamstown-Williamstown North n=36; Altona-Seaholme n=26*;
Altona Meadows-Seabrook-Laverton n=50: *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

Having the highest impact 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⁾

	Impact	Performance (% scoring 8-10)	2018 (%8-10)	Performance across precinct				
				Altona North, Brooklyn*	Spotswood – South Kingsville, Newport	Williamstown, Williamstown North	Altona – Seaholme*	Altona Meadows, Seabrook, Laverton
Overall children's services ⁽²⁾	n/a	 70%	65%	85%	69%	59%	63%	73%
<i>Dependent variable</i>				<i>Independent variables</i>				
Playgroups ⁽³⁾	14%	 63%▲	51%▼	76%	61%	59%	77%	59%
Kindergarten support and central enrolment ⁽³⁾	25%	 73%▲	60%▼	74%	74%	76%	62%	74%
Immunisations ⁽³⁾	7%	 84%	86%	96%	91%	80%	89%	77%
Maternal and Child Health ⁽³⁾	0% ⁽⁴⁾	 79%	77%	89%	76%	76%	71%	81%
Occasional care and family day care ⁽³⁾	54%	 61%	59%	91%	55%	52%	74%	57%

NOTES:

1. Sample: 2019 n=207; 2018 n=236; Altona North-Brooklyn n=25*; Spotswood-South Kingsville-Newport n=44; Williamstown-Williamstown North n=35; Altona-Seaholme n=20*;

Altona Meadows-Seabrook-Laverton n=83: *Caution: small sample size

2. CC3. Overall how satisfied are you with Council's children's services?

3. 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'

4. Further improvements in this area will have the least impact on improving performance

▲ Significantly higher
▼ Significantly lower

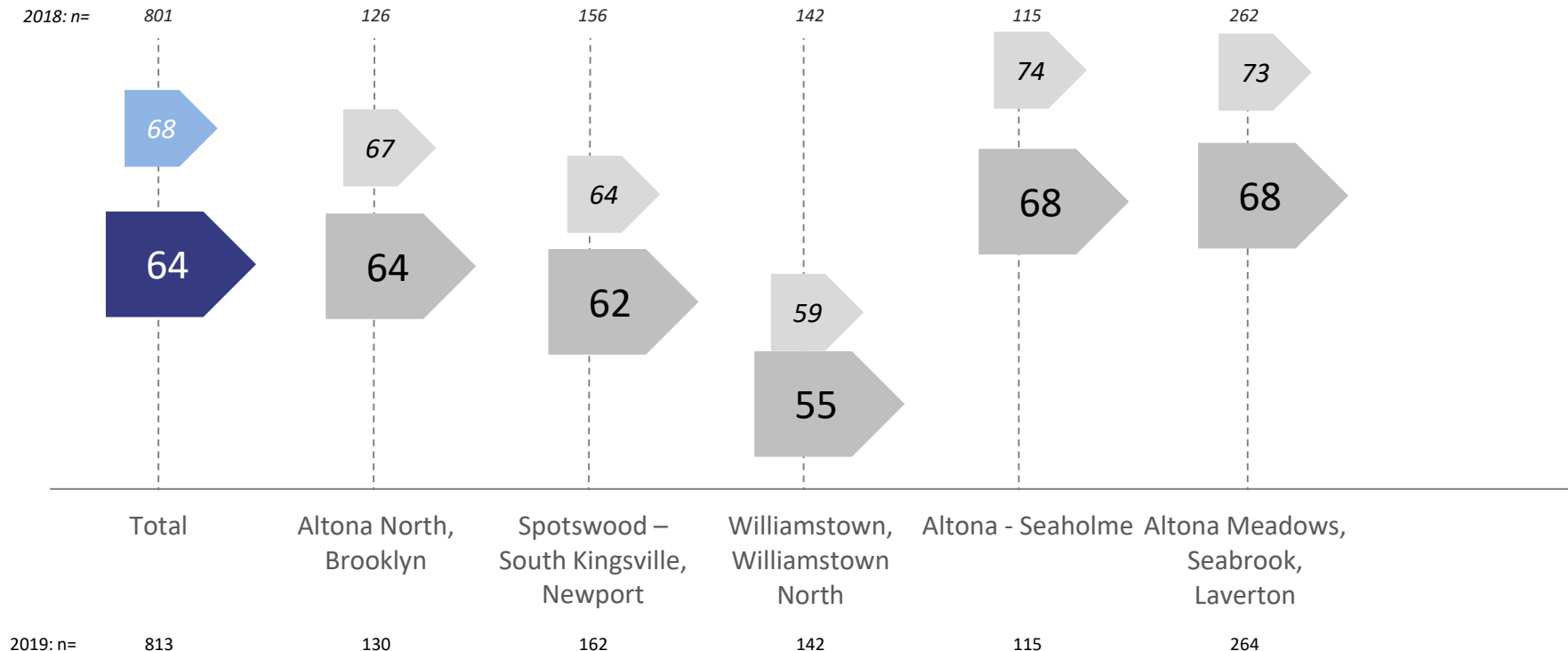


Understanding Reputation

Although Hobsons Bay City Council has an acceptable reputation overall, the reputation index declines across all precincts year-on-year; reputation remains excellent among Altona-Seaholme, Altona Meadows, Seabrook and Laverton households.

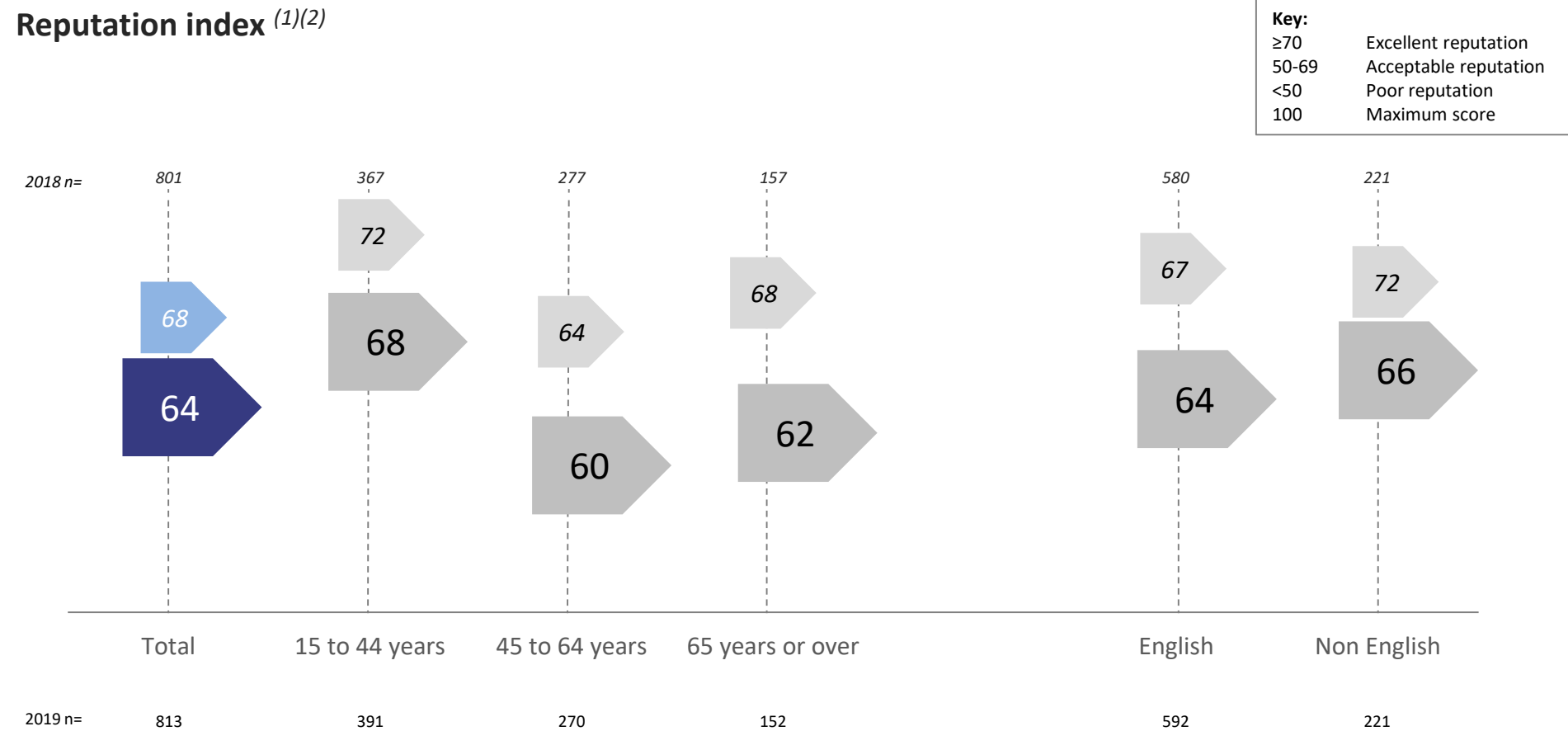
Reputation index ⁽¹⁾⁽²⁾

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



NOTES:
 1. Sample: n=813
 2. REP4: So considering, leadership, trust, financial management and quality of services provided, how would you rate the Council for its overall reputation?

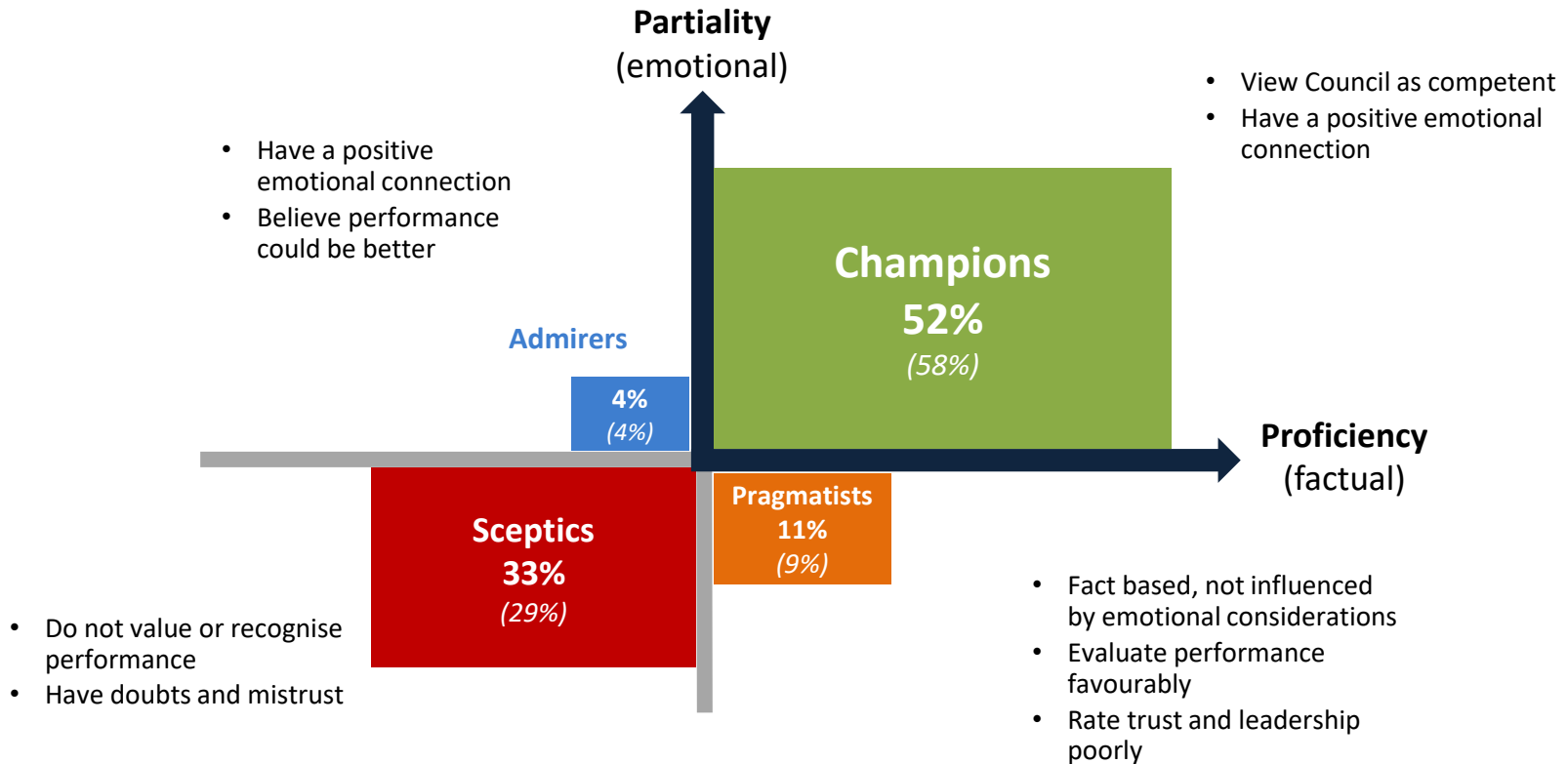
Decline in the reputation index year-on-year is also apparent across all age groups; the 15 to 44 year old age group has the most positive perception of reputation relative to other age groups.



NOTES:
 1. Sample: n=813
 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, decline year-on-year, with a slight increase in ‘*Sceptics*’ who do not recognise Councils’ performance and/or have doubts about Council.

Reputation profile ⁽¹⁾⁽²⁾



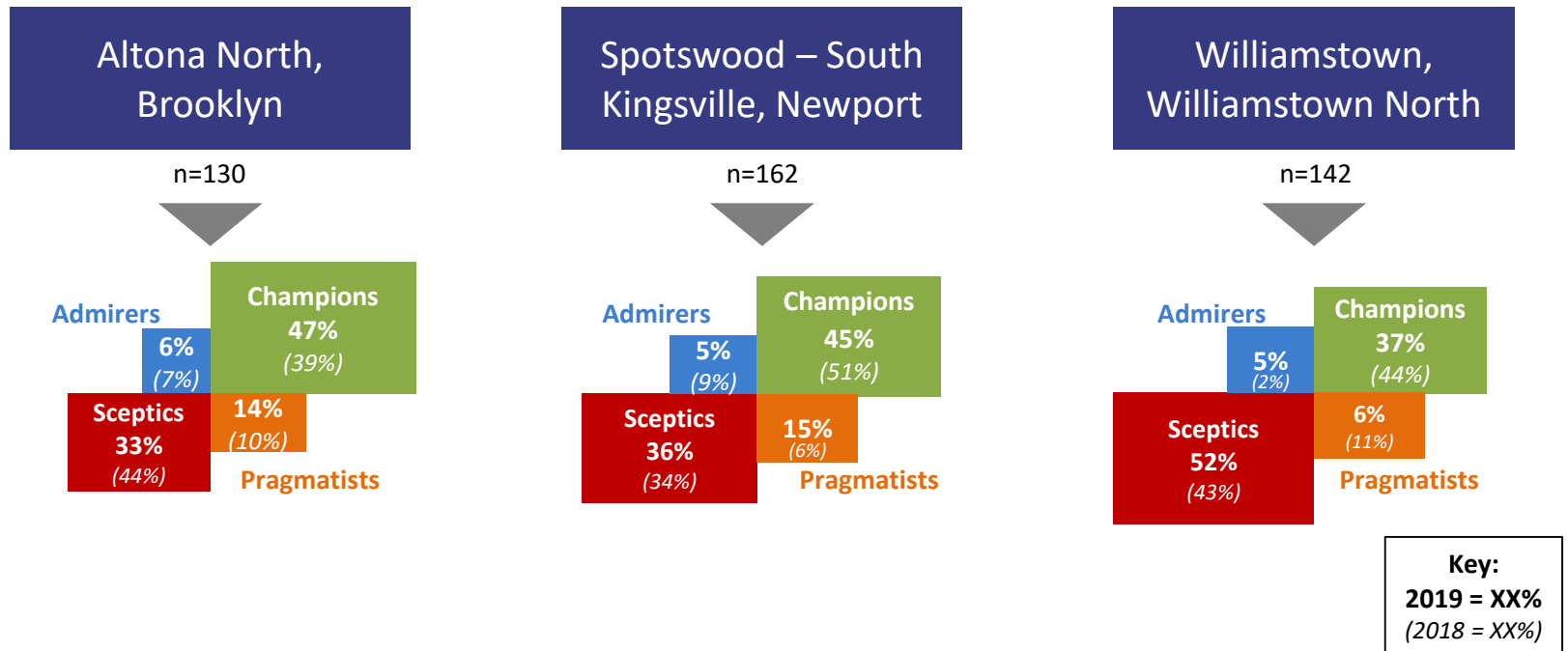
NOTES:

- Sample: 2019 n= 813; 2018 n=801. 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:
2019 = XX%
 (2018 = XX%)

Williamston, Williamstown North households 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⁾

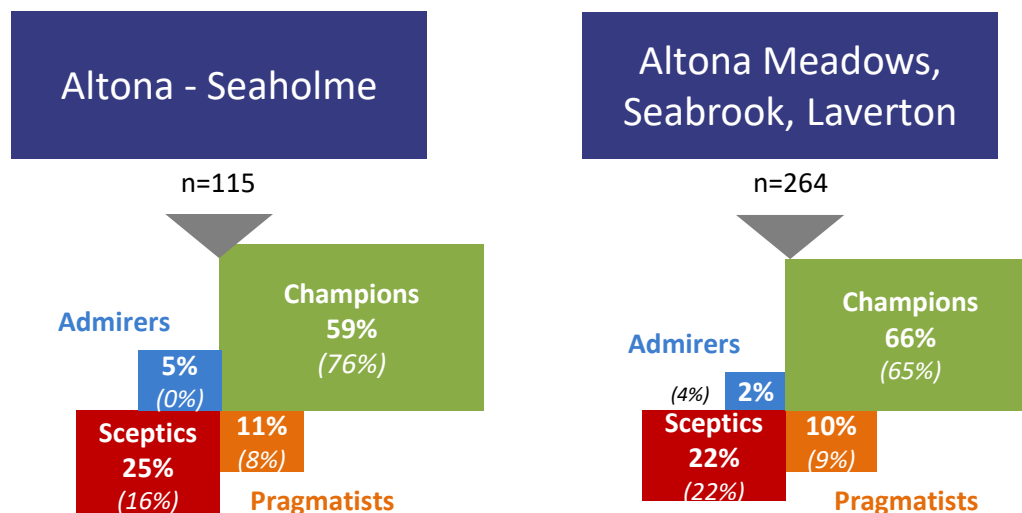


NOTES:

- Sample: n= 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?

Altona Meadows, Seabrook and Laverton households have the highest proportion of ‘*Champions*’ who are likely to view Council as competent; in comparison the proportion of ‘*Champions*’ in Altona - Seaholme declines year-on-year.

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



Key:
2019 = XX%
 (2018 = XX%)

NOTES:

1. Sample: n= 813. 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?

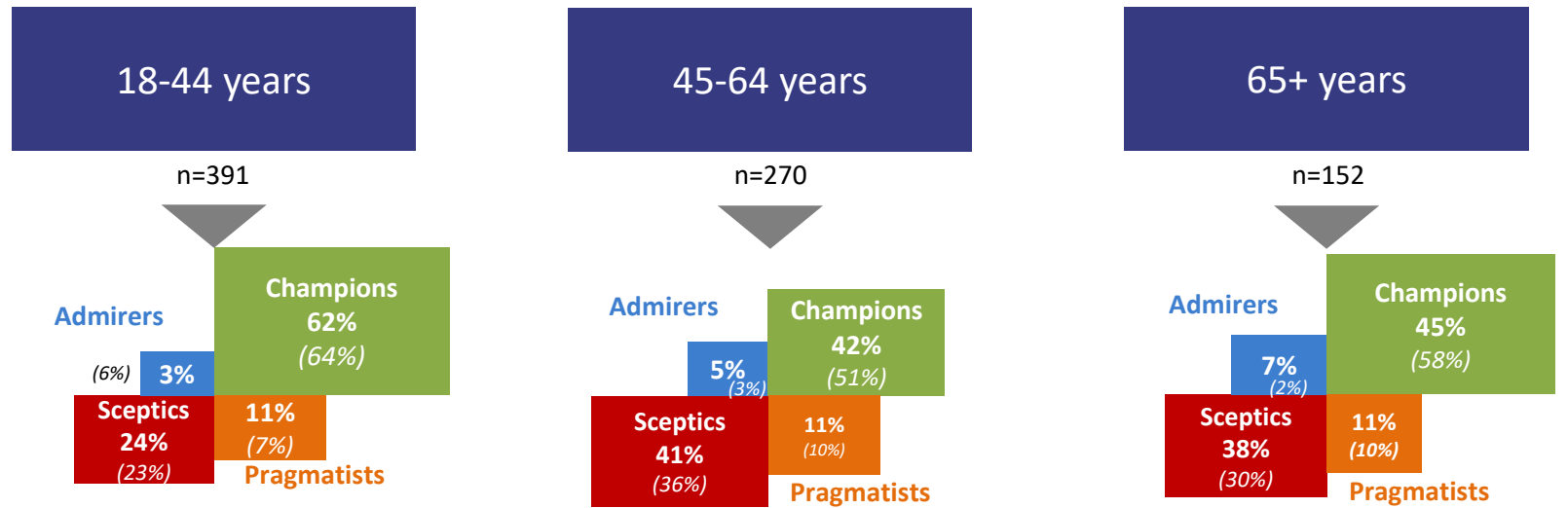
REP3: Financial management - how appropriately it invests in the City, how wisely it spends and avoids waste, and its transparency around spending.

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 45 year olds, while *'Champions'* decline among those aged 45 and older.

Reputation profile: Age ⁽¹⁾⁽²⁾



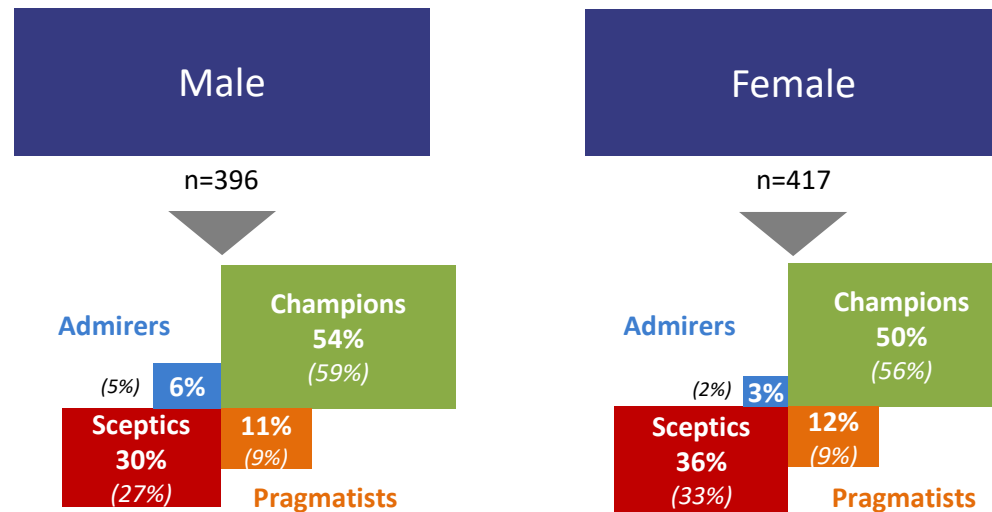
Key:
2019 = XX%
 (2018 = XX%)

NOTES:

- Sample: 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?

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

Reputation profile: Gender ⁽¹⁾⁽²⁾

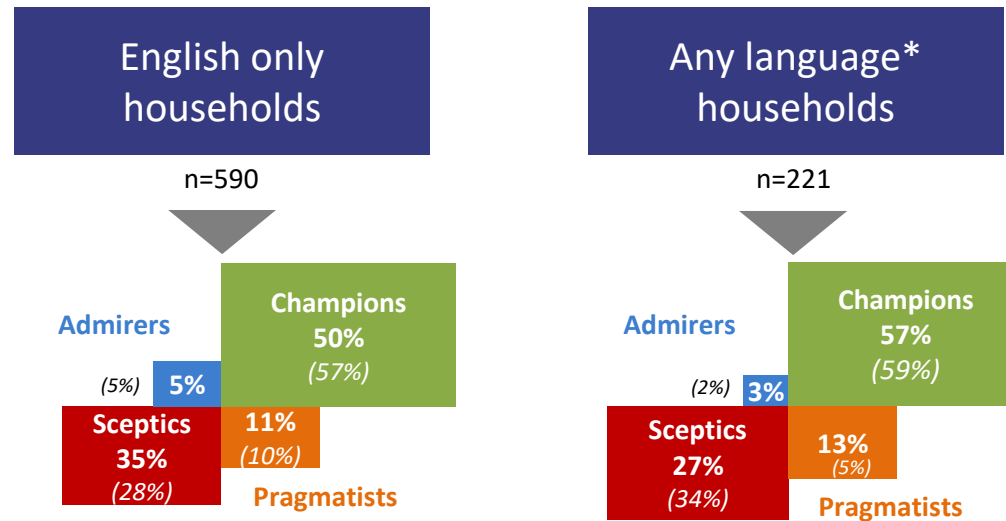


Key:
2019 = XX%
 (2018 = XX%)

NOTES:
 1. Sample: n= 813. 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 speak English only at home. Households who speak any language other than and including English, are more ‘*Pragmatic*’ year-on-year, rating leadership and trust poorly.

Reputation profile: Home languages ⁽¹⁾⁽²⁾



Key:
2019 = XX%
 (2018 = XX%)

NOTES:

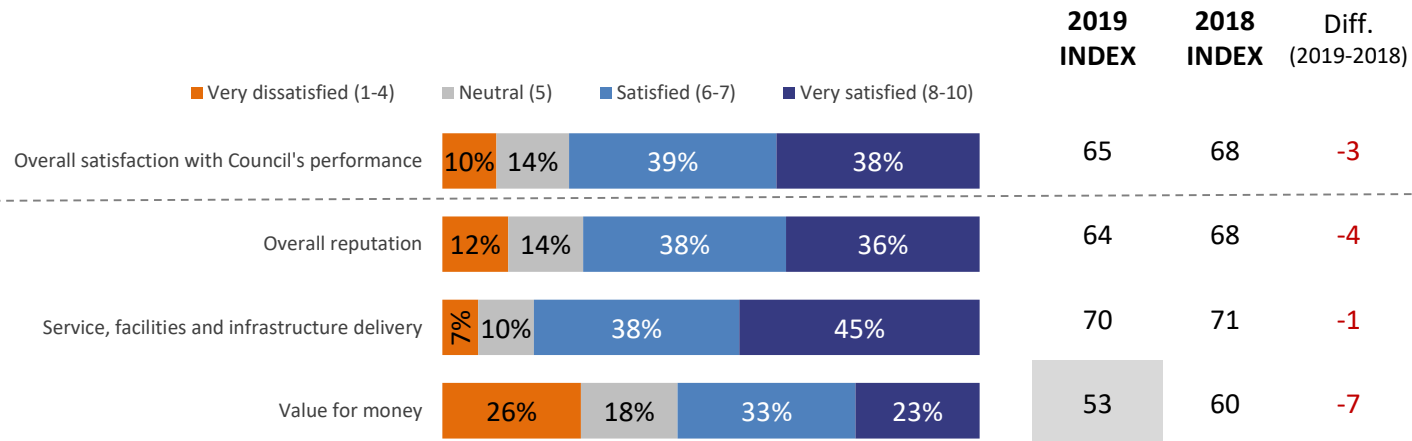
- Sample: n= 813. Excludes 'don't know' responses to any of the reputation questions
- Segments have been determined using the results from a set of five overall level questions:
 - REP1: Leadership - Being committed to creating a great City, being in touch with the community and setting clear direction...
 - 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?
 - 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 a quarter of the community very dissatisfied with this aspect.

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



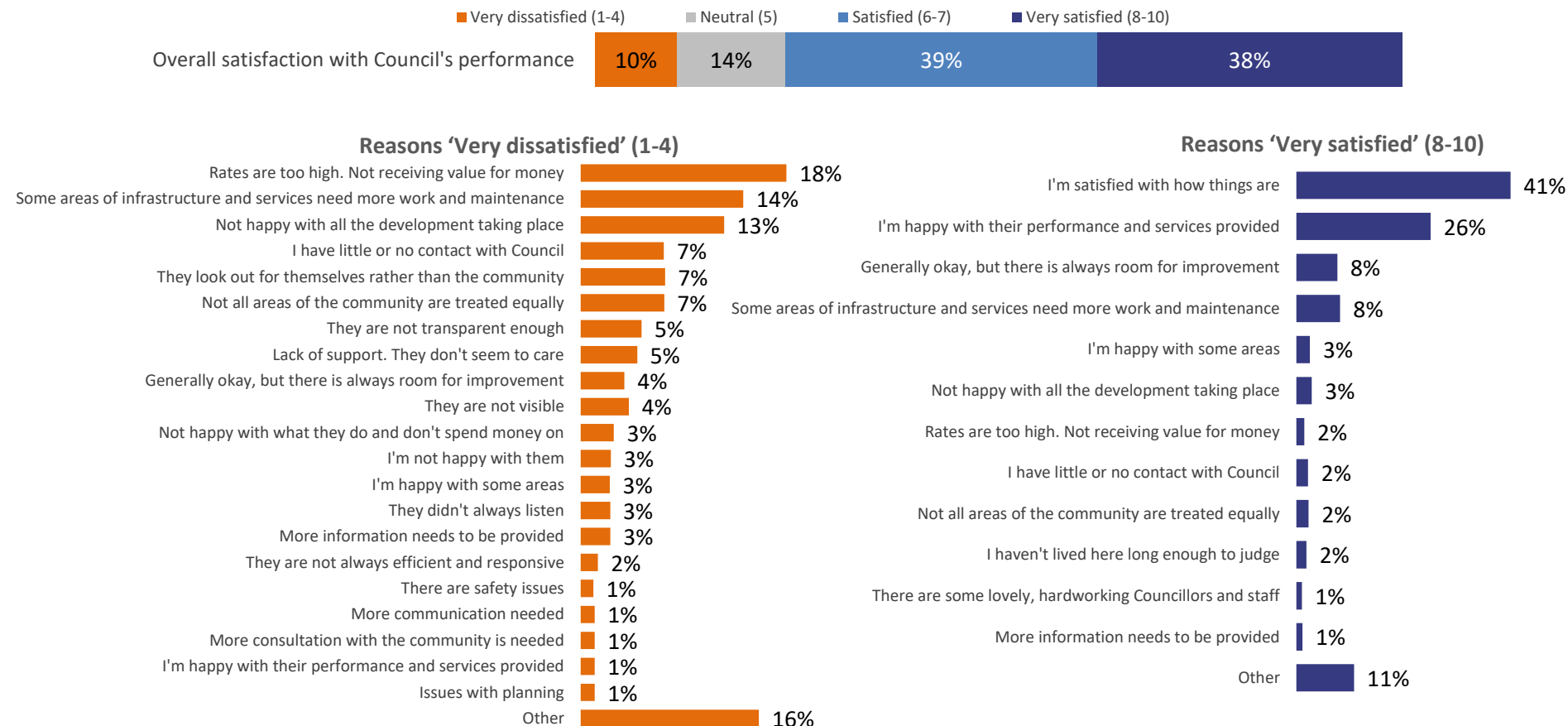
Category	Index Value
Very satisfied	80 – 100
Satisfied	60 – 79
Neutral	40 – 59
Dissatisfied	0 – 39

NOTES:

1. Sample: 2019 n=813; 2018 n=801
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?

Lack of perceived value for rates paid (18%), work and maintenance in some infrastructure and services (14%) and current development (13%) were the main reasons for being '*very dissatisfied*' with Council. Slightly more than two in five of '*very satisfied*' community members like how things are currently (41%).

Satisfaction: Overall level drivers ⁽¹⁾⁽²⁾

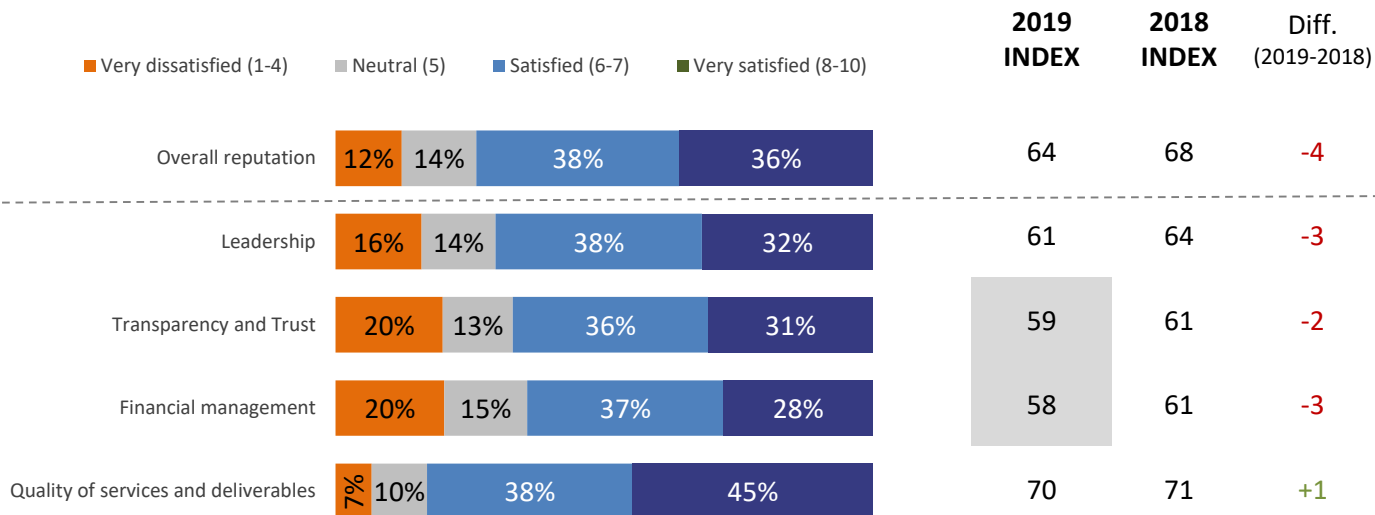


NOTES:

1. Sample: n=813, excluding don't know response n=681: n=72 'very dissatisfied'; n=262 '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⁾



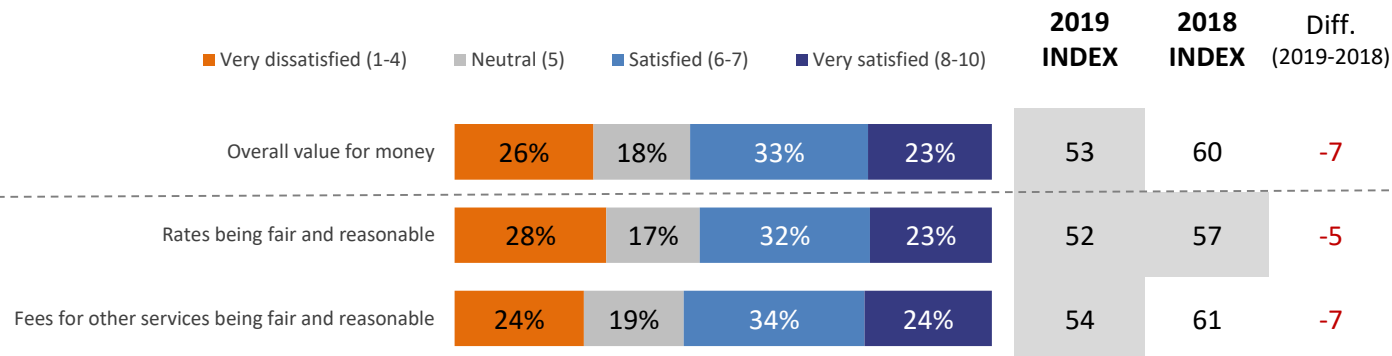
Category	Index Value
Very satisfied	80 – 100
Satisfied	60 – 79
Neutral	40 – 59
Dissatisfied	0 – 39

NOTES:

- Sample: 2019 n=813; 2018 n=801
- 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?

More community members are dissatisfied with *Rates being fair and reasonable* (28%) than with *Fees for other services being fair and reasonable* (24%). Overall value for money performance decline year-on-year.

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



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

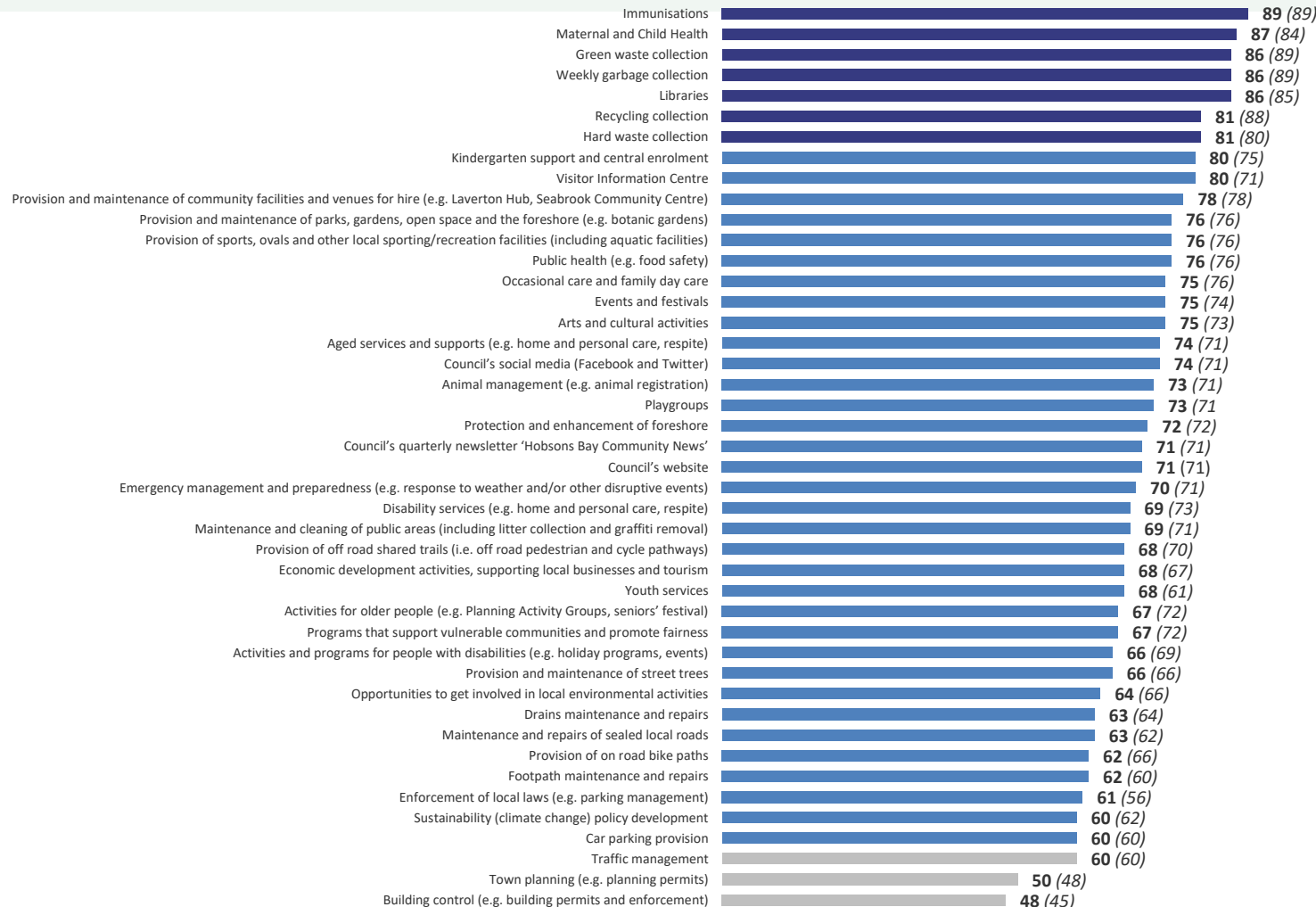
NOTES:

1. Sample: 2019 n=813; 2018 n=801; 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⁾

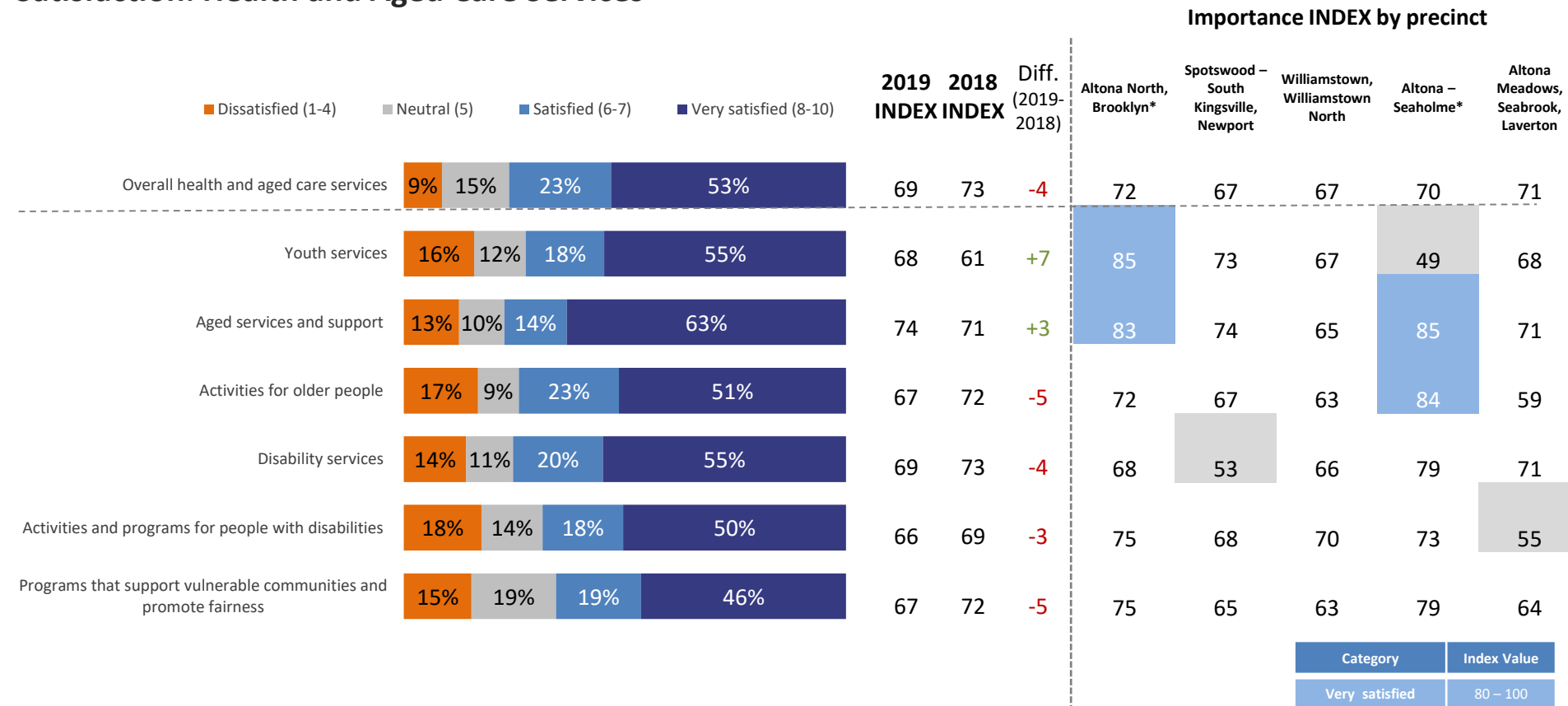


Category	Index Value
Very satisfied	80 – 100
Satisfied	60 – 79
Neutral	40 – 59
Dissatisfied	0 – 39

NOTES:
 1. Sample: 2019 n=813; 2018 n=801
 2. The 2018 scores provided for comparison were derived using an identical questionnaire and rating scale

Satisfaction with *Youth services* and *Aged services and support* increase year-on-year. *Overall health and aged care services*, *Activities for older people*, *Disability services*, *Activities and programs for people with disabilities* and *Programs that support vulnerable communities and promote fairness* are rated lower.

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

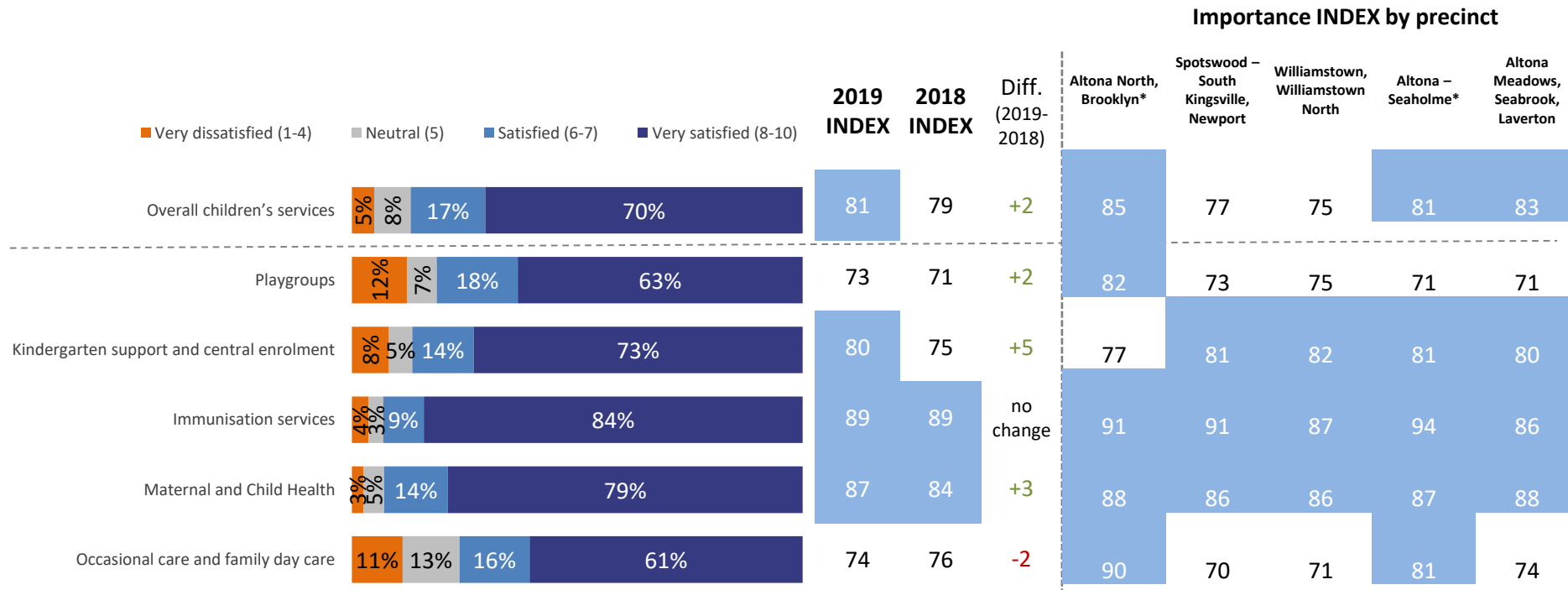


NOTES:

- Sample: 2019 n=164; 2018 n=162; Altona North-Brooklyn n=18; Spotswood-South Kingsville-Newport n=34; Williamstown-Williamstown North n=36; Altona-Seaholme n=26*; Altona Meadows-Seabrook-Laverton n=50: *Caution: small base size
- 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'
- HE3. How would you rate your satisfaction with Council overall for its health and aged care services?

Immunisation services has the highest level of satisfaction, followed closely by Maternal and child health. There is an increase in satisfaction with Overall children's services and Kindergarten support and central enrolment.

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



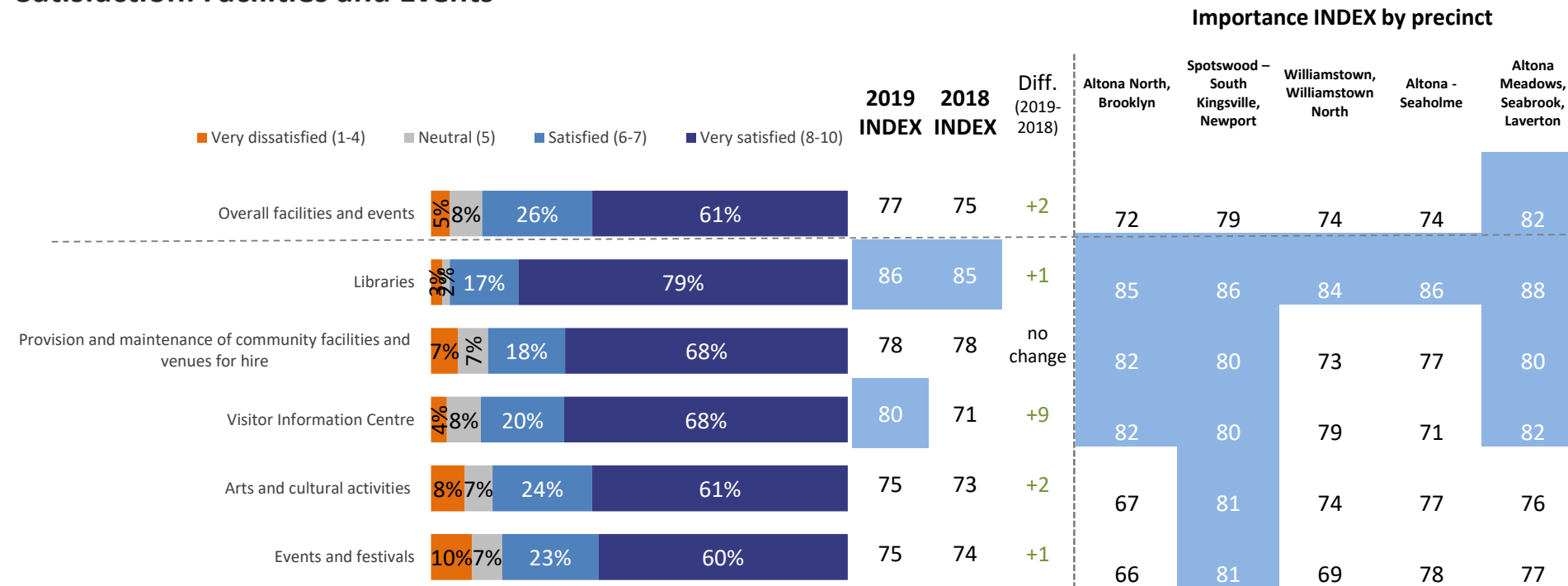
Category	Index Value
Very satisfied	80 – 100
Satisfied	60 – 79
Neutral	40 – 59
Dissatisfied	0 – 39

NOTES:

1. Sample: 2019 n=207; 2018 n=236; Altona North-Brooklyn n=25*; Spotswood-South Kingsville-Newport n=44; Williamstown-Williamstown North n=35; Altona-Seaholme n=20*; Altona Meadows-Seabrook-Laverton n=83: *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 ‘*very satisfied*’ with *Libraries*. There is also a strong increase in satisfaction with the *Visitor Information Centre*.

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



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

- NOTES:
- Sample: 2019 n=813; 2018 n=801; Altona North-Brooklyn n=130; Spotswood-South Kingsville-Newport n=162; Williamstown-Williamstown North n=142; Altona-Seaholme n=115; Altona Meadows-Seabrook-Laverton n=264
 - 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* does not change greatly year-on-year, and community members are satisfied across all precincts. The highest level of dissatisfaction relates to the *Provision and maintenance of street trees*.

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

							Importance INDEX by precinct					
				2019 INDEX	2018 INDEX	Diff. (2019-2018)	Altona North, Brooklyn	Spotswood – South Kingsville, Newport	Williamstown, Williamstown North	Altona - Seaholme	Altona Meadows, Seabrook, Laverton	
	Very dissatisfied (1-4)	Neutral (5)	Satisfied (6-7)	Very satisfied (8-10)								
Overall parks, reserves and public areas	7%	7%	29%	57%	73	75	-2	70	76	67	76	75
Maintenance and cleaning of public areas	13%	9%	29%	50%	69	71	-1	70	68	64	71	70
Provision and maintenance of street trees	18%	10%	23%	49%	66	66	no change	64	63	58	69	71
Provision and maintenance of parks, gardens, open space and the foreshore	8%	7%	22%	63%	76	76	no change	73	78	71	80	78
Provision of sports, ovals and other local sporting/ recreation facilities (incl. aquatic facilities)	8%	5%	22%	64%	76	76	no change	78	78	72	78	77

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

NOTES:

1. Sample: PR3_1 n=800; PR3_2 n=768; PR3_3 n=782; PR3_4 n=784; PR3_5 n=690
2. 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'
3. PR3. Overall how satisfied are you with the provision and maintenance of Council's parks, reserves and public areas?

Community members remain mostly *'very satisfied'* with waste services, especially *Weekly garbage collection* and *Green waste collection*.

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

Importance INDEX by precinct

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

		2019 INDEX	2018 INDEX	Diff. (2019-2018)	Altona North, Brooklyn	Spotswood – South Kingsville, Newport	Williamstown, Williamstown North	Altona - Seaholme	Altona Meadows, Seabrook, Laverton
Overall waste services	<div> <div style="width: 4%;"></div> <div style="width: 5%;"></div> <div style="width: 18%;"></div> <div style="width: 72%;"></div> </div>	82	87	-5	86	78	77	82	86
Weekly garbage collection	<div> <div style="width: 3%;"></div> <div style="width: 5%;"></div> <div style="width: 12%;"></div> <div style="width: 80%;"></div> </div>	86	89	-3	87	80	84	87	88
Green waste collection	<div> <div style="width: 3%;"></div> <div style="width: 3%;"></div> <div style="width: 12%;"></div> <div style="width: 82%;"></div> </div>	86	89	-3	89	80	83	87	88
Recycling collection	<div> <div style="width: 8%;"></div> <div style="width: 5%;"></div> <div style="width: 14%;"></div> <div style="width: 74%;"></div> </div>	81	88	-7	88	76	75	81	86
Hard waste collection	<div> <div style="width: 9%;"></div> <div style="width: 5%;"></div> <div style="width: 13%;"></div> <div style="width: 73%;"></div> </div>	81	80	+1	82	75	73	80	86

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

NOTES:

- Sample: 2019 n=813; 2018 n=801; Altona North-Brooklyn n=130; Spotswood-South Kingsville-Newport n=162; Williamstown-Williamstown North n=142; Altona-Seaholme n=115; Altona Meadows-Seabrook-Laverton n=264
- 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?

Traffic management, Car parking provision and Footpath maintenance and repairs are services with the least satisfied and most dissatisfied community members.

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

				2019 INDEX	2018 INDEX	Diff. (2019-2018)	Altona North, Brooklyn	Spotswood – South Kingsville, Newport	Williamstown, Williamstown North	Altona - Seaholme	Altona Meadows, Seabrook, Laverton	
<div><div></div>Very dissatisfied (1-4)<div></div>Neutral (5)<div></div>Satisfied (6-7)<div></div>Very satisfied (8-10)</div>												
Overall roads and footpaths	15%	14%	34%	36%	63	66	-3	59	60	54	67	69
Traffic management	23%	12%	30%	35%	60	60	no change	52	62	54	70	62
Car parking provision	24%	10%	28%	38%	60	60	no change	59	54	52	60	68
Maintenance and repairs of sealed local roads	18%	12%	28%	42%	63	62	+1	60	57	52	69	71
Footpath maintenance and repairs	21%	11%	29%	39%	62	60	+2	59	57	51	67	69
Provision of on road bike paths	20%	14%	24%	42%	62	66	-4	63	61	50	65	69
Provision of off road shared trails	14%	9%	29%	47%	68	70	-2	62	64	61	73	76
Drains maintenance and repairs	20%	11%	24%	44%	63	64	-1	59	58	56	64	72

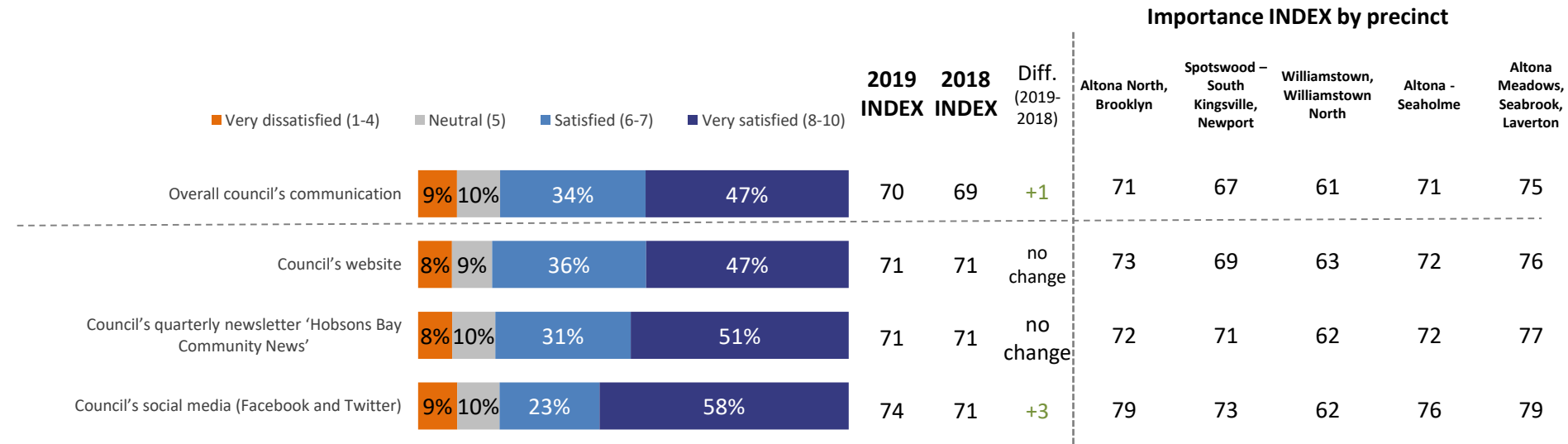
NOTES:

- Sample: 2019 n=813; 2018 n=801; Altona North-Brooklyn n=130; Spotswood-South Kingsville-Newport n=162; Williamstown-Williamstown North n=142; Altona-Seaholme n=115; Altona Meadows-Seabrook-Laverton n=264
- 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?

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

Satisfaction with *Council's social media (Facebook and Twitter)* continues to increase with 58% of users 'very satisfied' with this form of communication.

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



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

NOTES:

- Sample: 2019 n=813; 2018 n=801; Altona North-Brooklyn n=130; Spotswood-South Kingsville-Newport n=162; Williamstown-Williamstown North n=142; Altona-Seaholme n=115; Altona Meadows-Seabrook-Laverton n=264
- 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?

Over four in ten community members (43%) are ‘*very satisfied*’ with *Economic development activities, supporting local businesses and tourism*.

Satisfaction: Economic Development ⁽¹⁾⁽²⁾

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

Economic development activities, supporting local businesses and tourism



2019 INDEX
2018 INDEX
 Diff. (2019-2018)

68 67 +1

Importance INDEX by precinct

Altona North, Brooklyn	Spotswood – South Kingsville, Newport	Williamstown, Williamstown North	Altona - Seaholme	Altona Meadows, Seabrook, Laverton
71	61	60	68	76

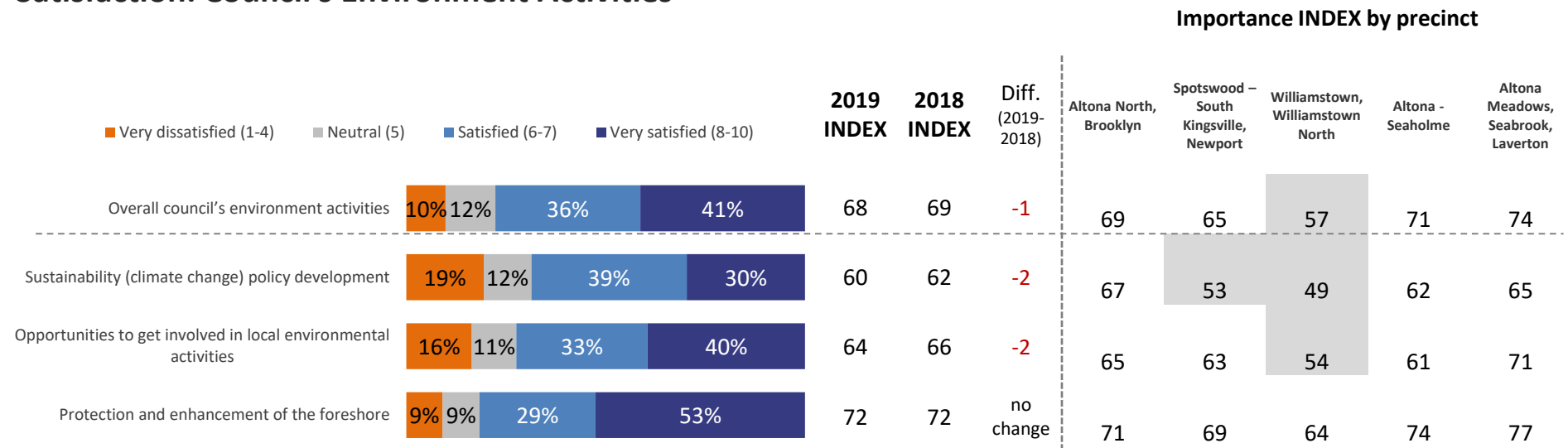
Category	Index Value
Very satisfied	80 – 100
Satisfied	60 – 79
Neutral	40 – 59
Dissatisfied	0 – 39

NOTES:

- Sample: 2019 n=813; 2018 n=801; Altona North-Brooklyn n=130; Spotswood-South Kingsville-Newport n=162; Williamstown-Williamstown North n=142; Altona-Seaholme n=115; Altona Meadows-Seabrook-Laverton n=264
- 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’

More than half of the community (53%) are ‘*very satisfied*’ with the *Protection and enhancement of the foreshore*, while nearly a fifth of community members (19%) are ‘*very dissatisfied*’ with Council’s *Sustainability (climate change) policy development*.

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



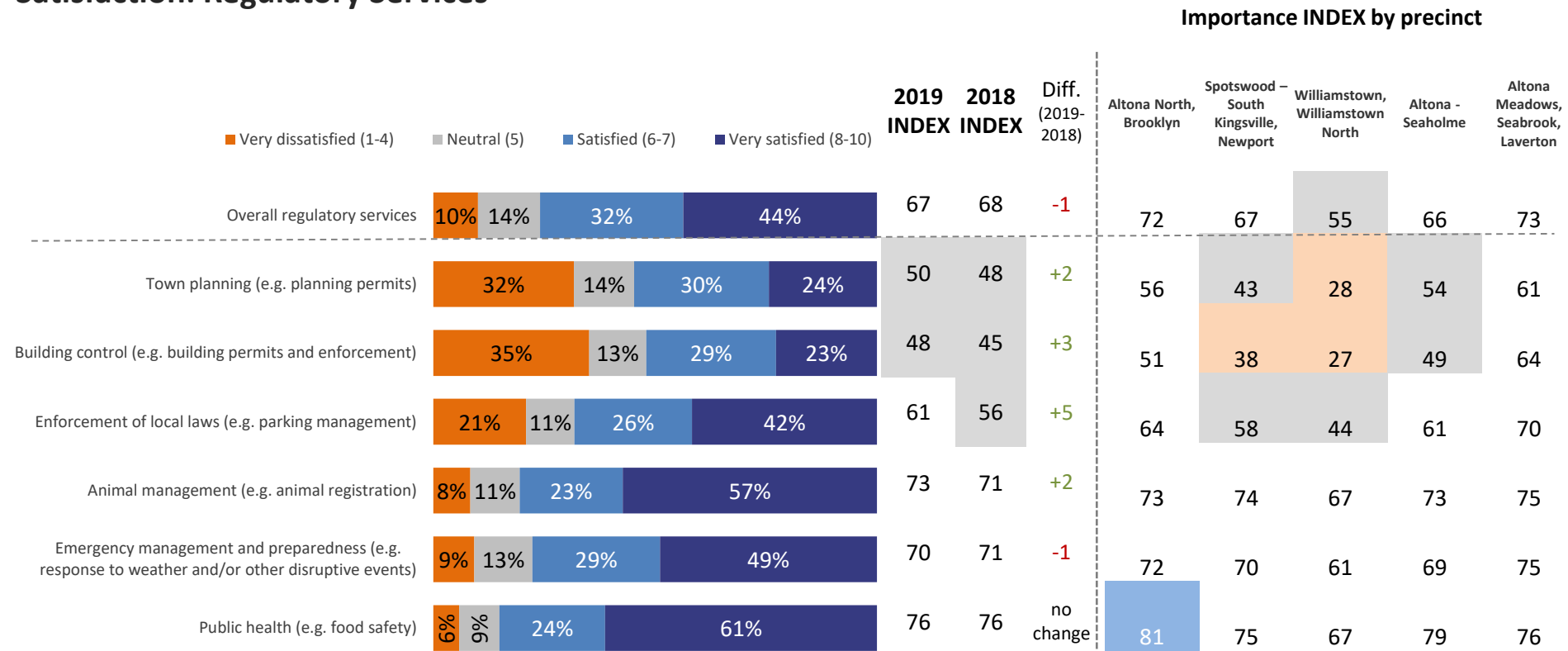
NOTES:

- Sample: 2019 n=813; 2018 n=801; Altona North-Brooklyn n=130; Spotswood-South Kingsville-Newport n=162; Williamstown-Williamstown North n=142; Altona-Seaholme n=115; Altona Meadows-Seabrook-Laverton n=264
- 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

Around a third of community members are 'very dissatisfied' with *Building control* (e.g. building permits and enforcement), and *Town planning* (e.g. planning permits). There has been a marked increase in satisfaction with *Enforcement of local laws* (e.g. parking management).

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



NOTES:

- Sample: 2019 n=813; 2018 n=801; Altona North-Brooklyn n=130; Spotswood-South Kingsville-Newport n=162; Williamstown-Williamstown North n=142; Altona-Seaholme n=115; Altona Meadows-Seabrook-Laverton n=264
- 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'
- RS3. Overall how satisfied are you with Council's regulatory services?

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

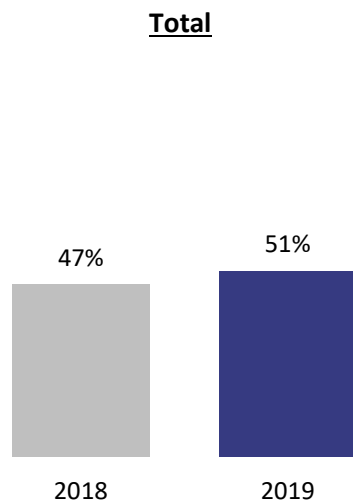


Customer service and contact with council

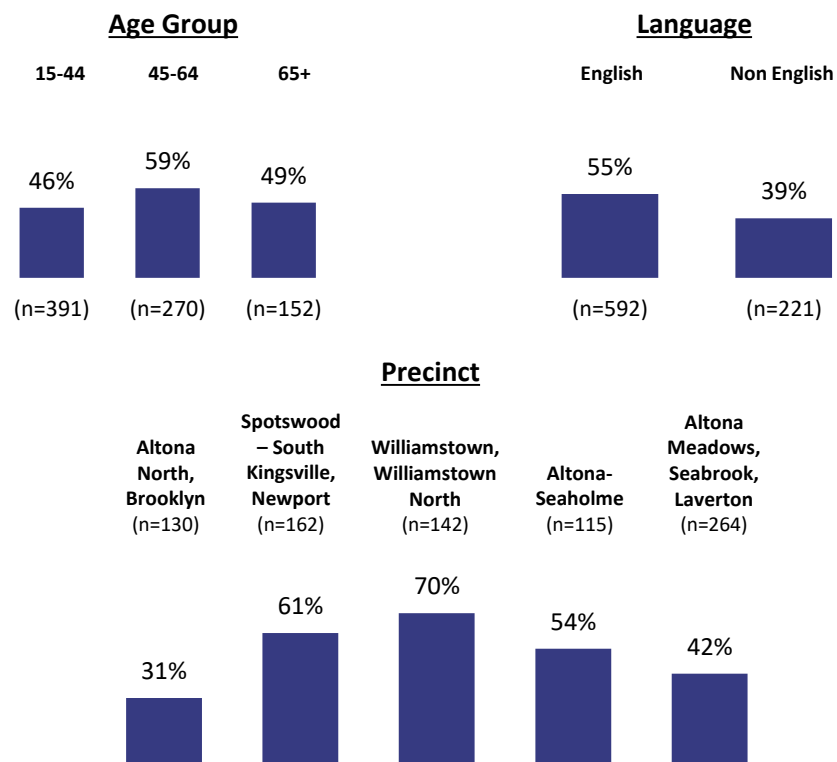
More than half of community members have made contact with Council in the past 12 months with almost three fourths (70%) of Williamstown, Williamstown North community members having made contact.

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



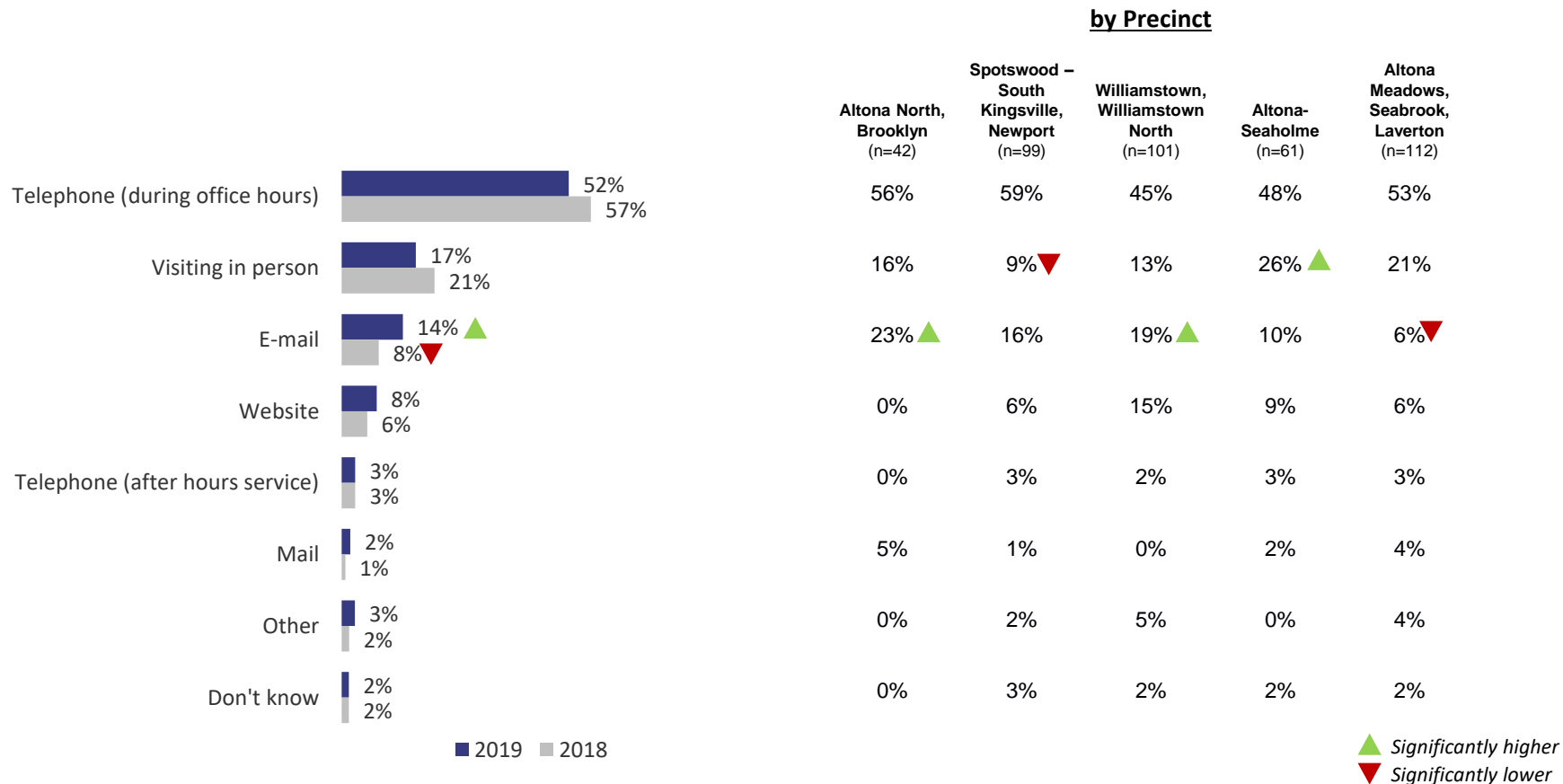
NOTES:

1. Sample: 2018 n=801; 2019 n=813

2. CS1. Have you or any member of your household contacted Hobsons Bay City Council in the last 12 months

The majority of households (52%) used a *Telephone (during office hours)* to make contact with Council, while in person visits (17%) and email (14%) were used to a similar degree.

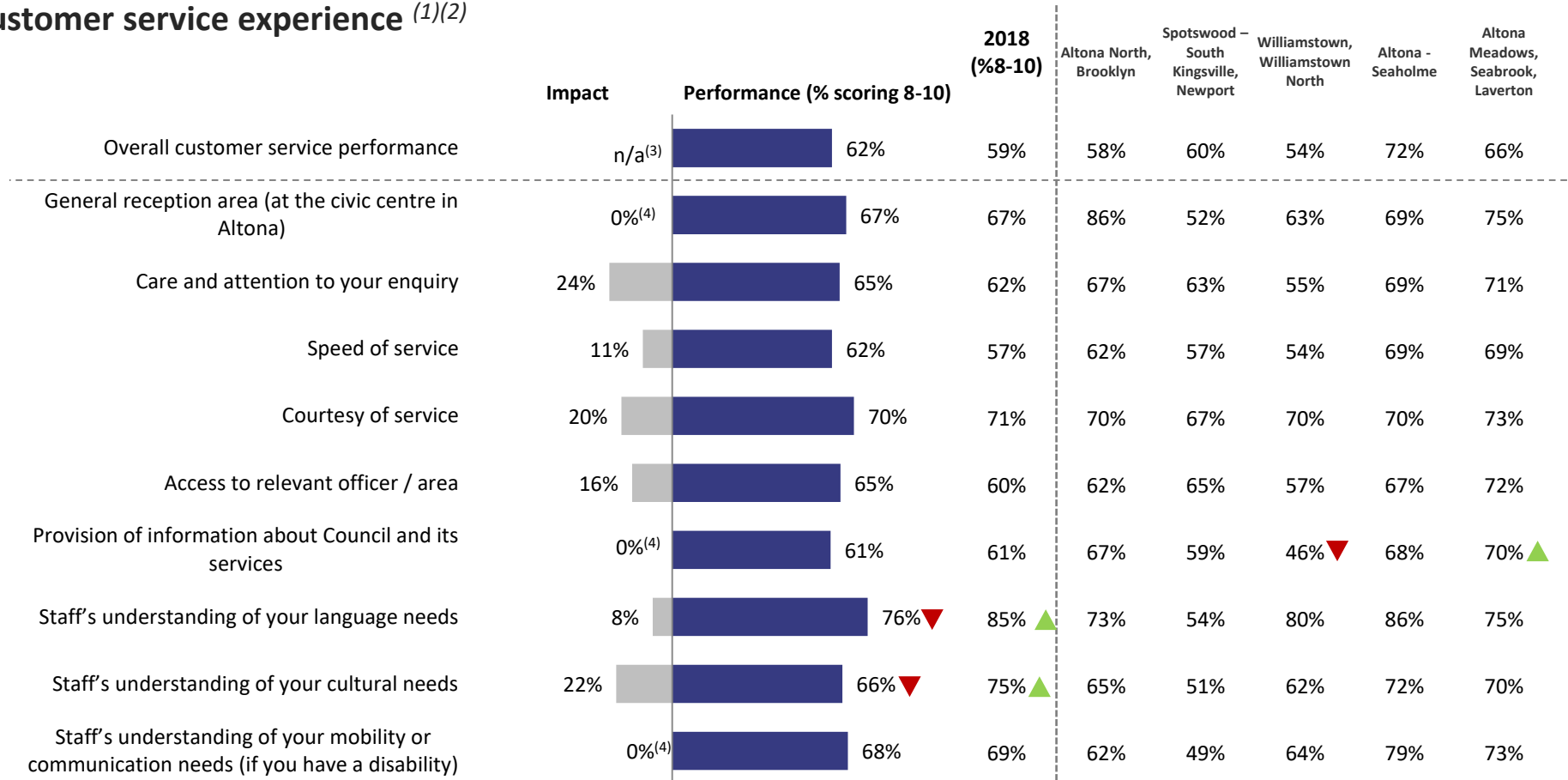
Method of contacting Council ⁽¹⁾⁽²⁾



NOTES:
1. Sample: Those who had contact with Council in the last 12 months: 2018 n=389; 2019 n=415
2. CS2. When you or a member of your household last contacted Council, was it by...?

Care and attention to their enquiry, Staff's understanding of their cultural needs and Courtesy of service have the greatest impact on overall customer service performance. As all three aspects have similar levels of performance they present opportunities for improvement.

Customer service experience ⁽¹⁾⁽²⁾



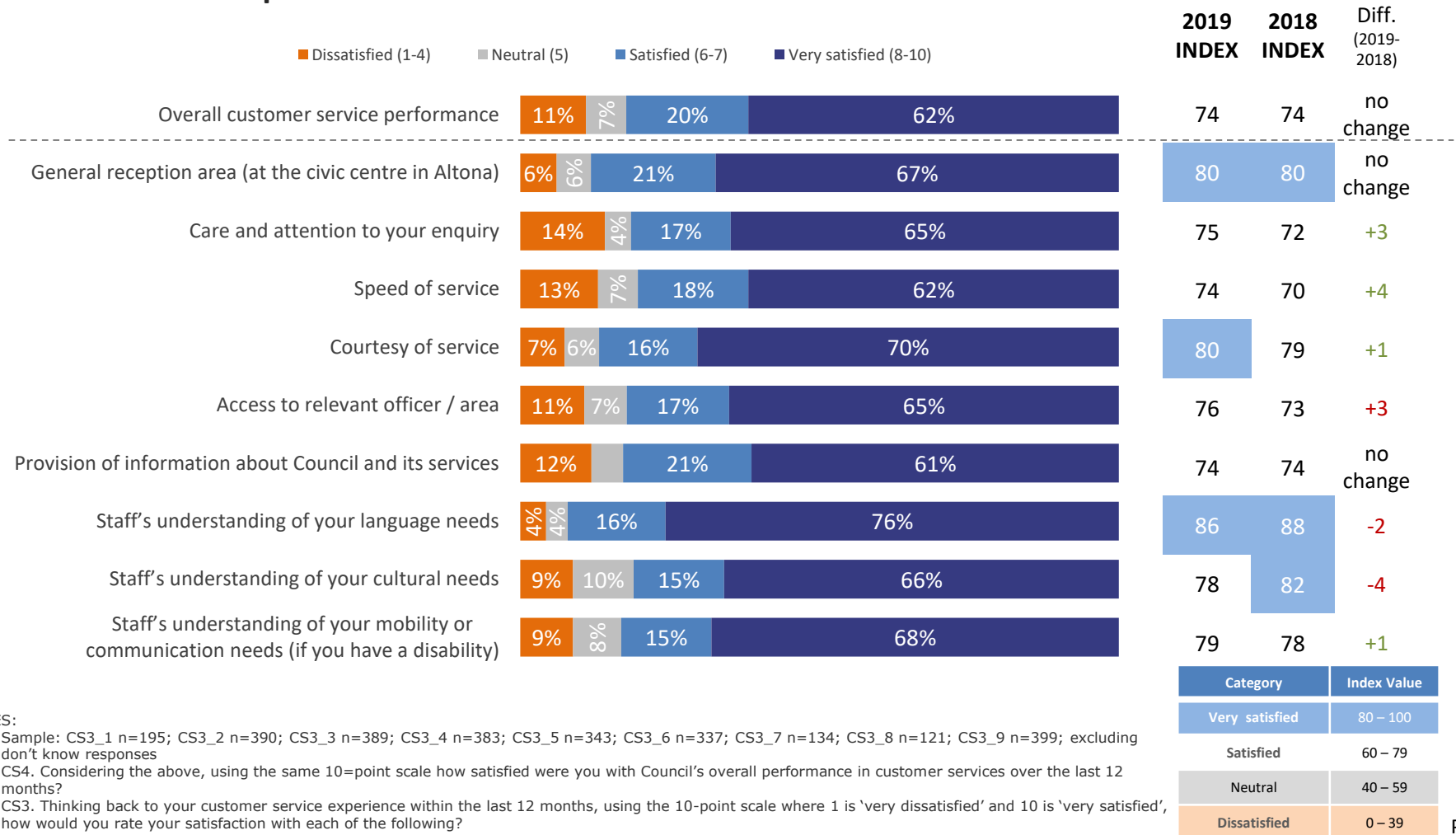
NOTES:

- Sample: 2019 n=399; 2018 n=406 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

▲ Significantly higher
▼ Significantly lower

At least seven in ten community members are very satisfied with the *Courtesy of service* (70%) and *Staff's understanding of their language needs* (76%).

Customer service experience ⁽¹⁾⁽²⁾

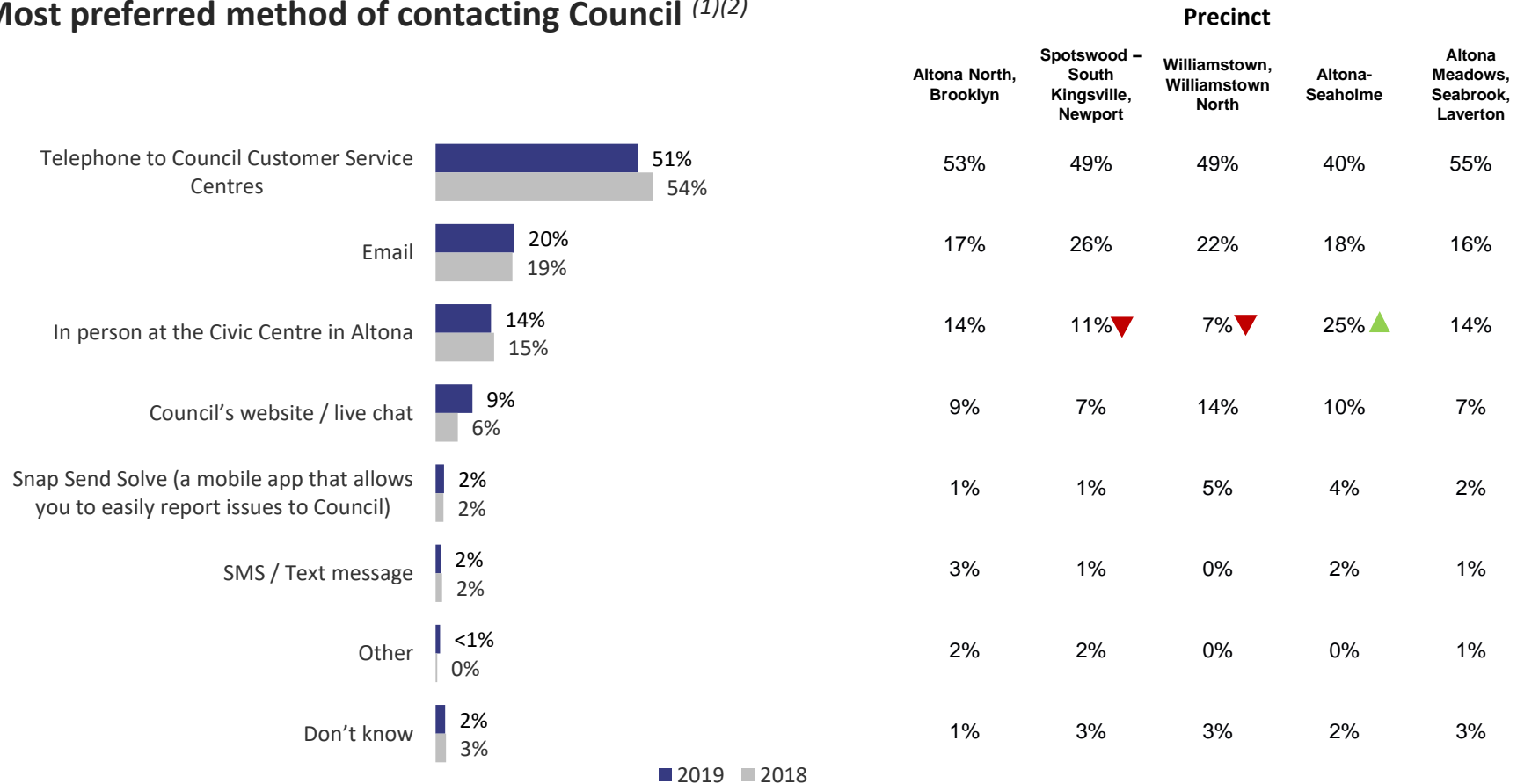


NOTES:

- Sample: CS3_1 n=195; CS3_2 n=390; CS3_3 n=389; CS3_4 n=383; CS3_5 n=343; CS3_6 n=337; CS3_7 n=134; CS3_8 n=121; CS3_9 n=399; 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?

The most preferred method of contacting Council is by *Telephone to Council Customer Service Centres* with slightly more than five in ten community members (51%) preferring this method. Community members from Altona - Seaholme are more likely to prefer to contact Council *In person at the Civic Centre in Altona*.

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



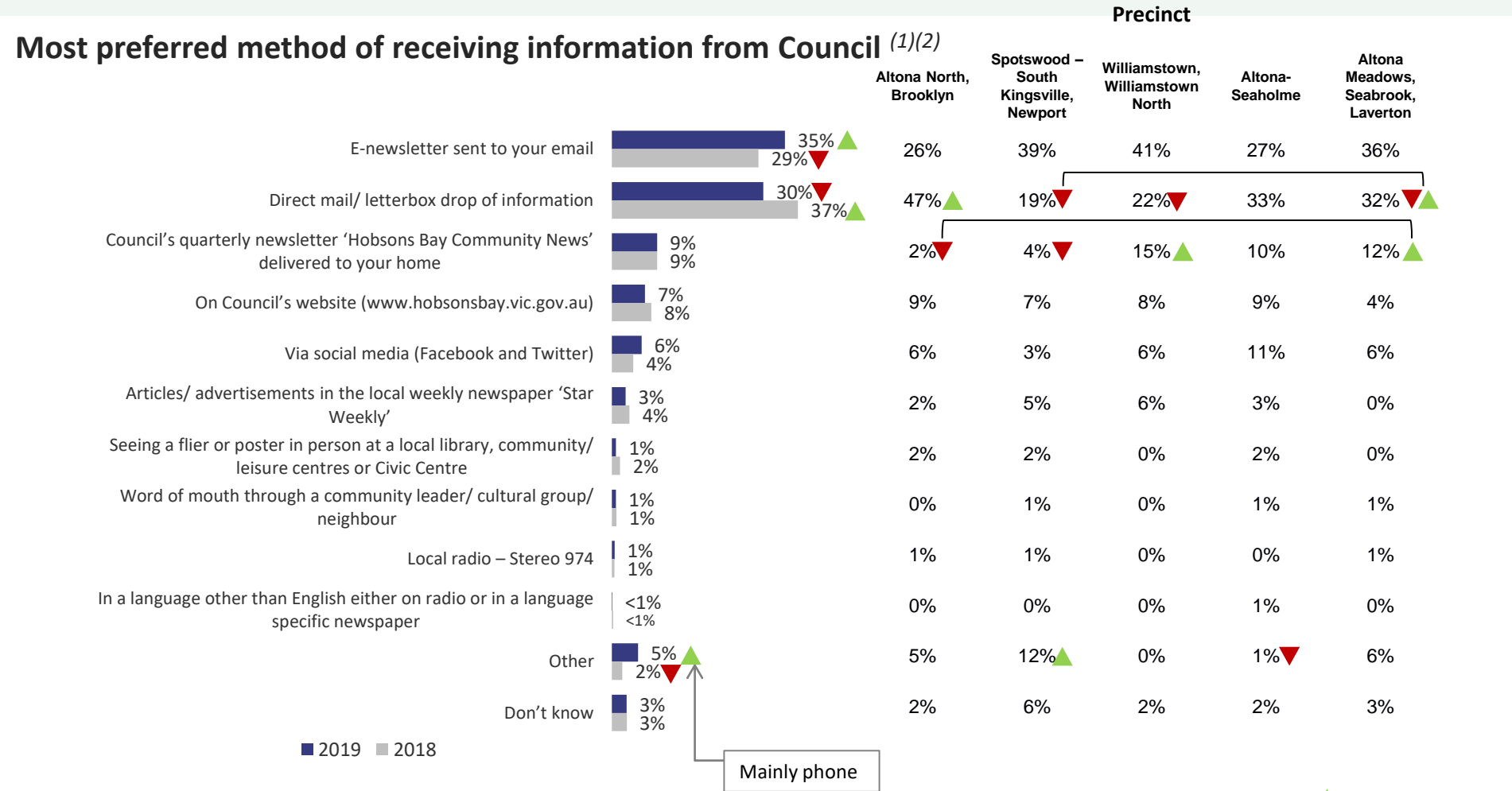
NOTES:

1. Sample: 2019 n=813; 2018 n=801; Altona North-Brooklyn n=130; Spotswood-South Kingsville-Newport n=162; Williamstown-Williamstown North n=142; Altona-Seaholme n=115; Altona Meadows-Seabrook-Laverton n=264

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

▲ Significantly higher
▼ Significantly lower

The most preferred method of receiving information from Council is through *E-newsletter sent to their email* (35%), followed by *Direct mail/letterbox drop of information* (30%).





Community Engagement

A slightly greater proportion of community members (10%) provided feedback on *any Council activities e.g. via survey, focus group and meetings* in 2019 in comparison to 2018.

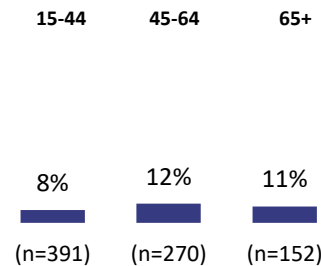
Community engagement: Feedback provided ⁽¹⁾⁽²⁾

Community members that have provided feedback

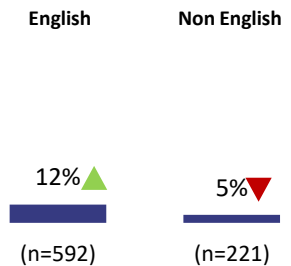


Community members that have provided feedback by demographic group

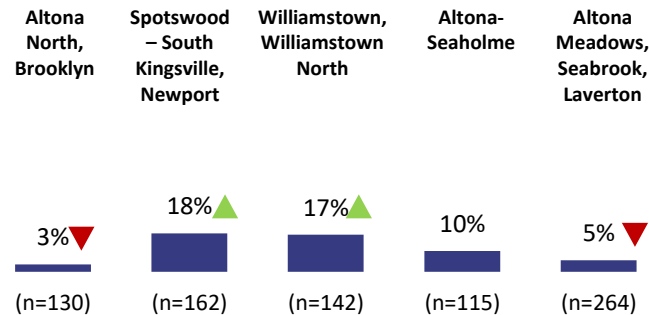
Age Group



Language



Precinct



▲ Significantly higher
▼ Significantly lower

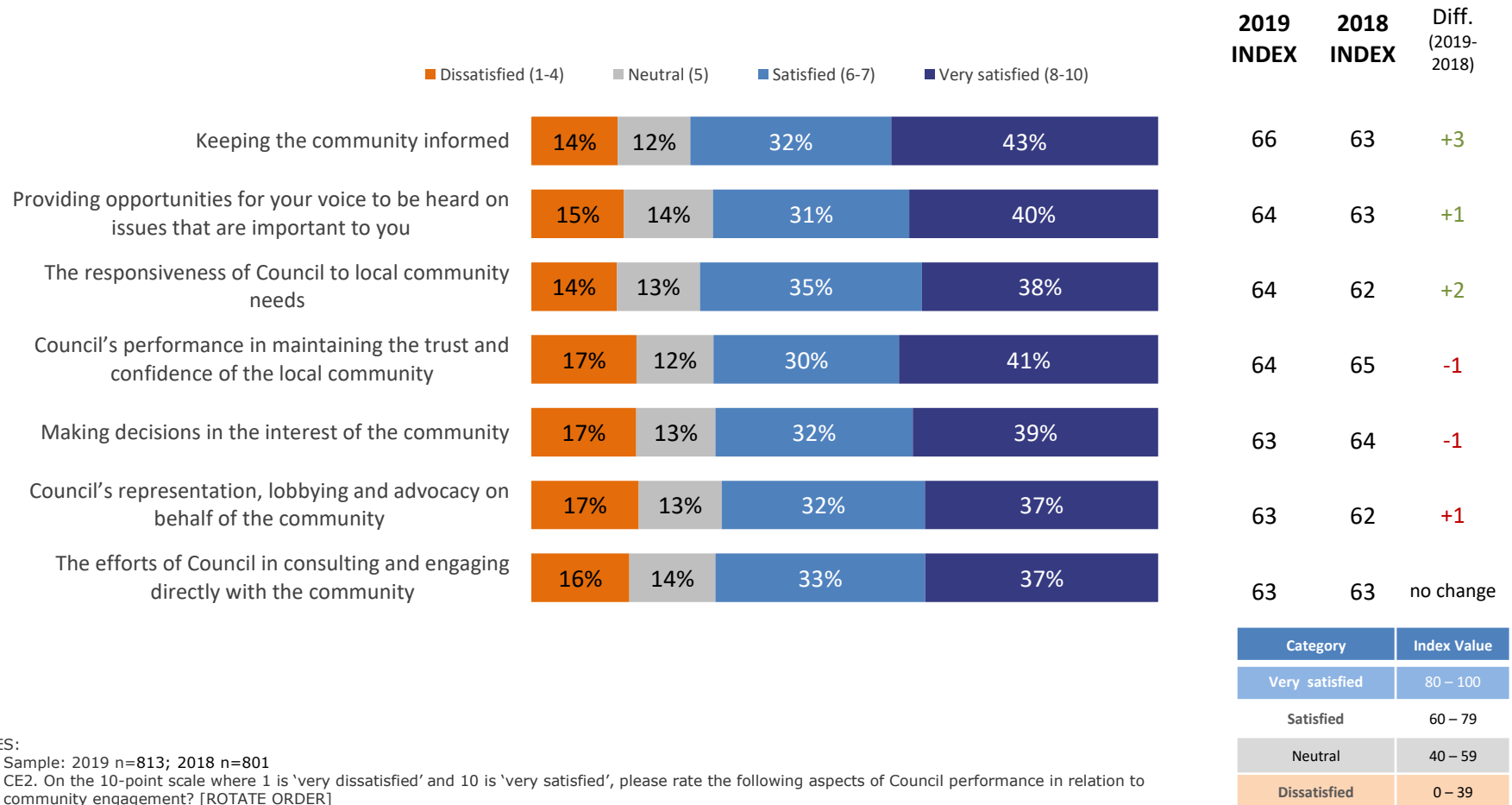
NOTES:

1. Sample: 2018 n=801, 2019 n=813

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 all aspects of community engagement, with over two in five *'very satisfied'* with Council's ability to *Keep(ing) the community informed* (43%) the most highly rated.

Community engagement ⁽¹⁾⁽²⁾



NOTES:

1. Sample: 2019 n=813; 2018 n=801
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]

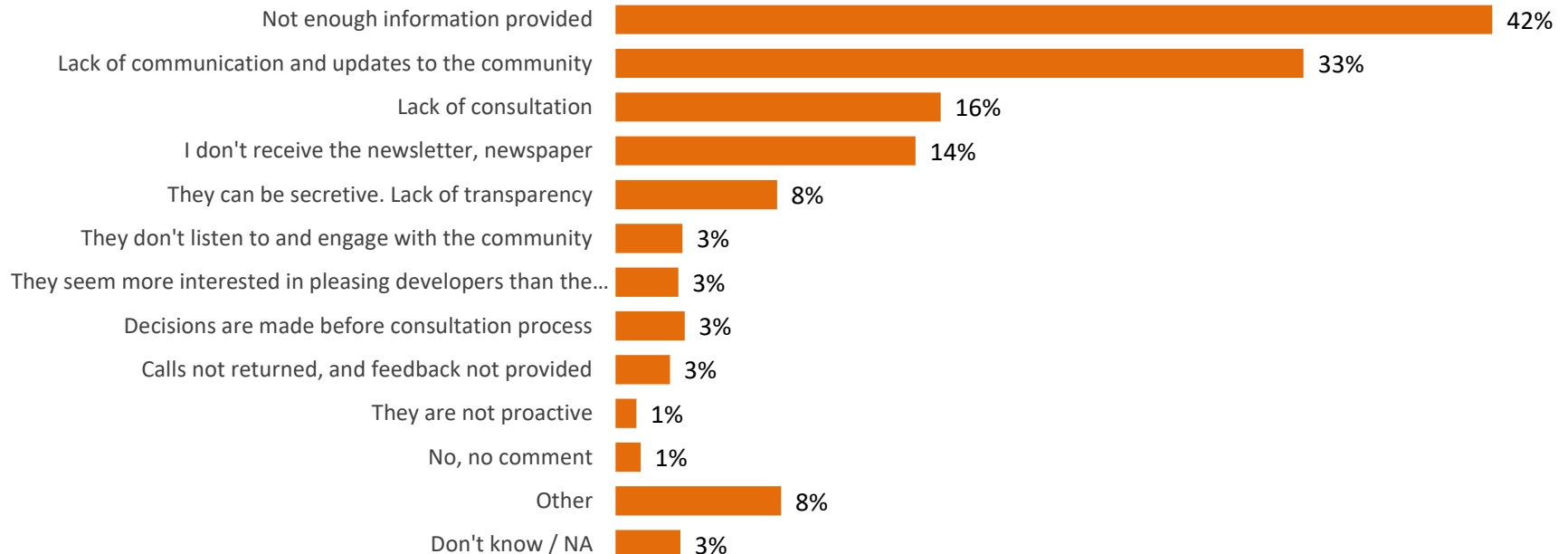
In terms of *Keeping the community informed*, over two in five dissatisfied community members (42%) say that there is *Not enough information provided to them* and a third (33%) say there is a *Lack of communication and updates to the community*.

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

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



Reasons 'dissatisfied' (1-4)



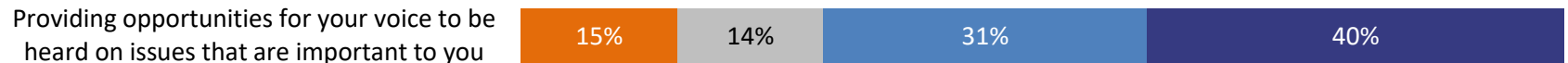
NOTES:

1. Sample: n=92
2. CE3. If you rated any of the above options less than 5, could you say why?

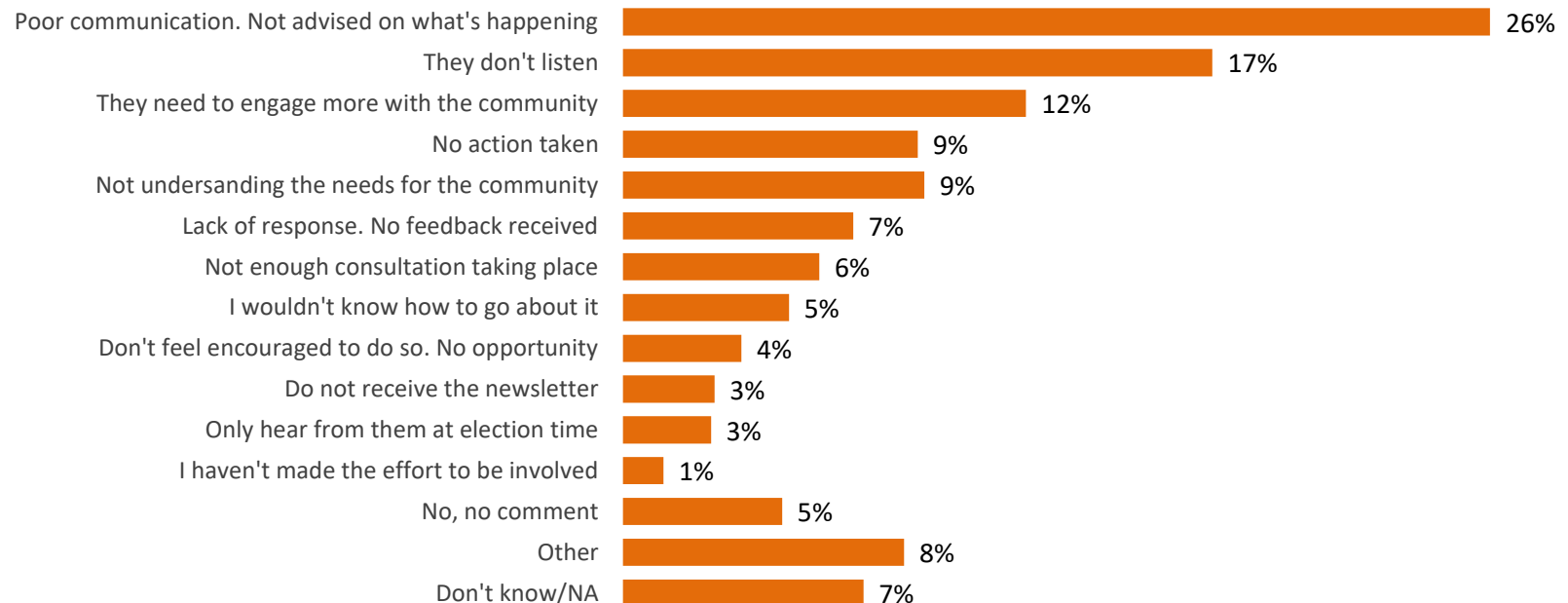
Just over one in four dissatisfied community members (26%) state *Poor communication or not being advised on what is happening* as a reason for dissatisfaction. 17% feel Council does not listen and 12% indicate that Council should engage more with the community.

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

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



Reasons 'dissatisfied' (1-4)



NOTES:

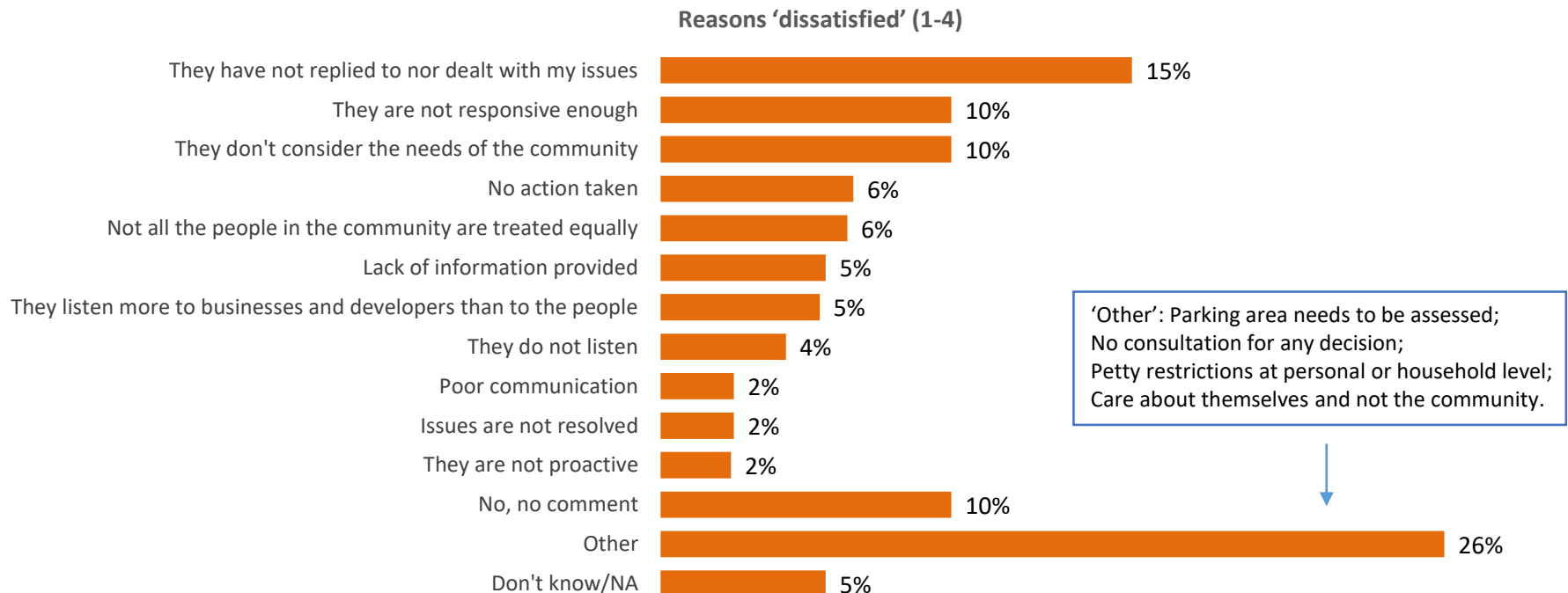
1. Sample: n=82

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

Dissatisfied community members list *Lack of response on specific issues*, *Not being responsive enough* in general and *Not considering the needs of the community* as the top three reasons for dissatisfaction.

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

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



Lack of action, lack of information, lack of consideration of the community's needs and perceived favouritism towards developers are the barriers to maintaining trust and confidence of the local community.

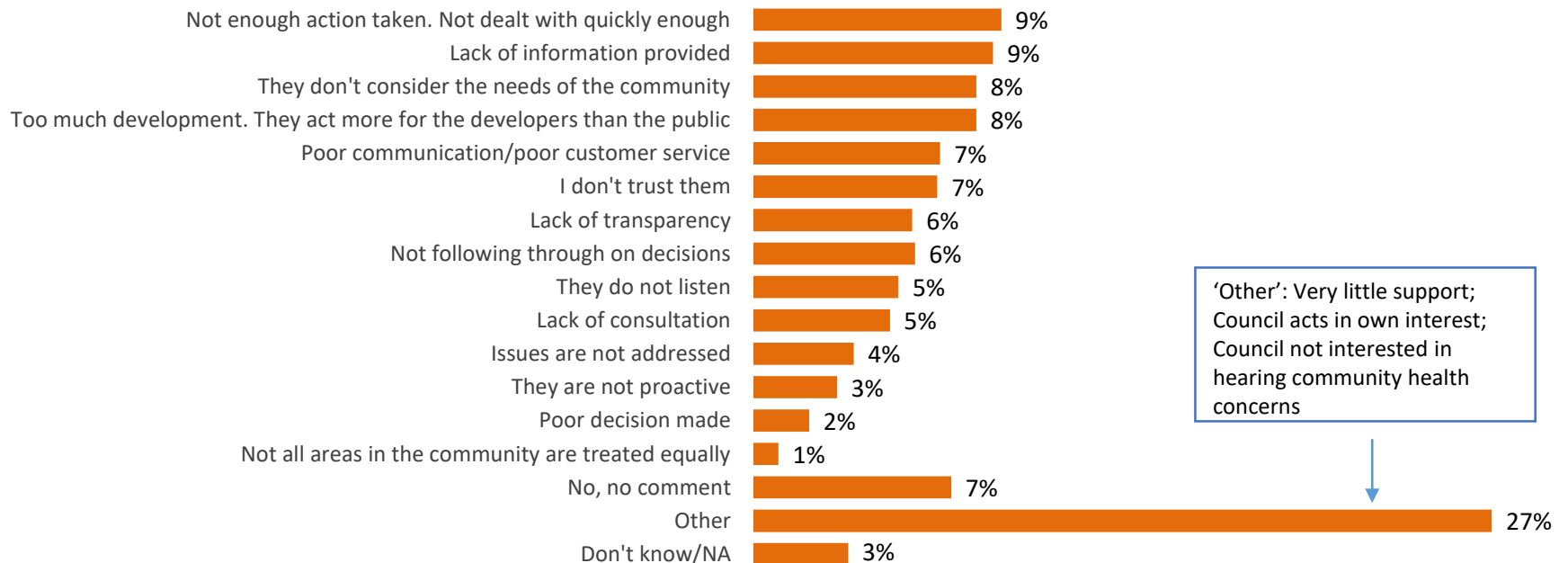
Community engagement: Maintaining the trust and confidence of the local community⁽¹⁾⁽²⁾

■ 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)



One in six dissatisfied community members (16%) say that Council does not consider the needs of the community, with a tenth indicating that Council *Serves their own interest* and *Don't listen or say one thing and do another*.

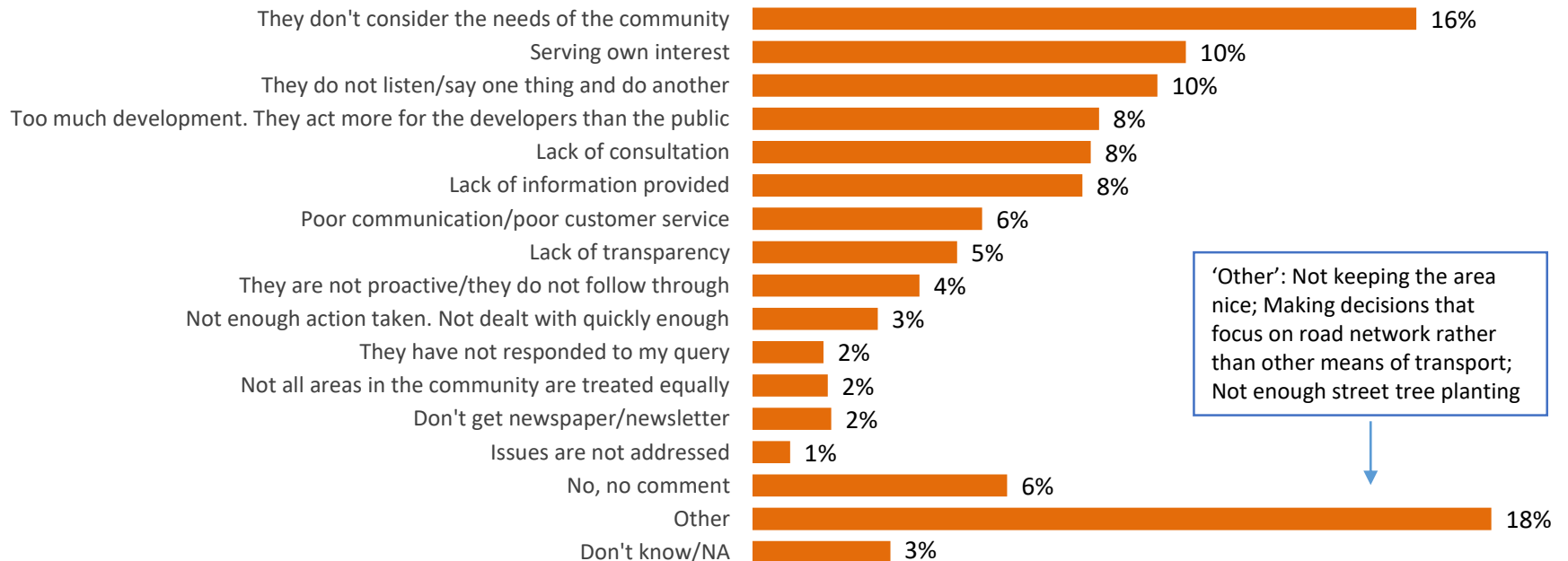
Community engagement: Making decisions in the interest of the community ⁽¹⁾⁽²⁾

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

Making decisions in the interest of the community



Reasons 'dissatisfied' (1-4)



NOTES:

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

On the aspect of *Representation, lobbying and advocacy on behalf of the community*, just over one in ten dissatisfied community members (11%) believe that there is *Too much development* in Hobsons Bay and the Council *Acts more for the developers than the public*.

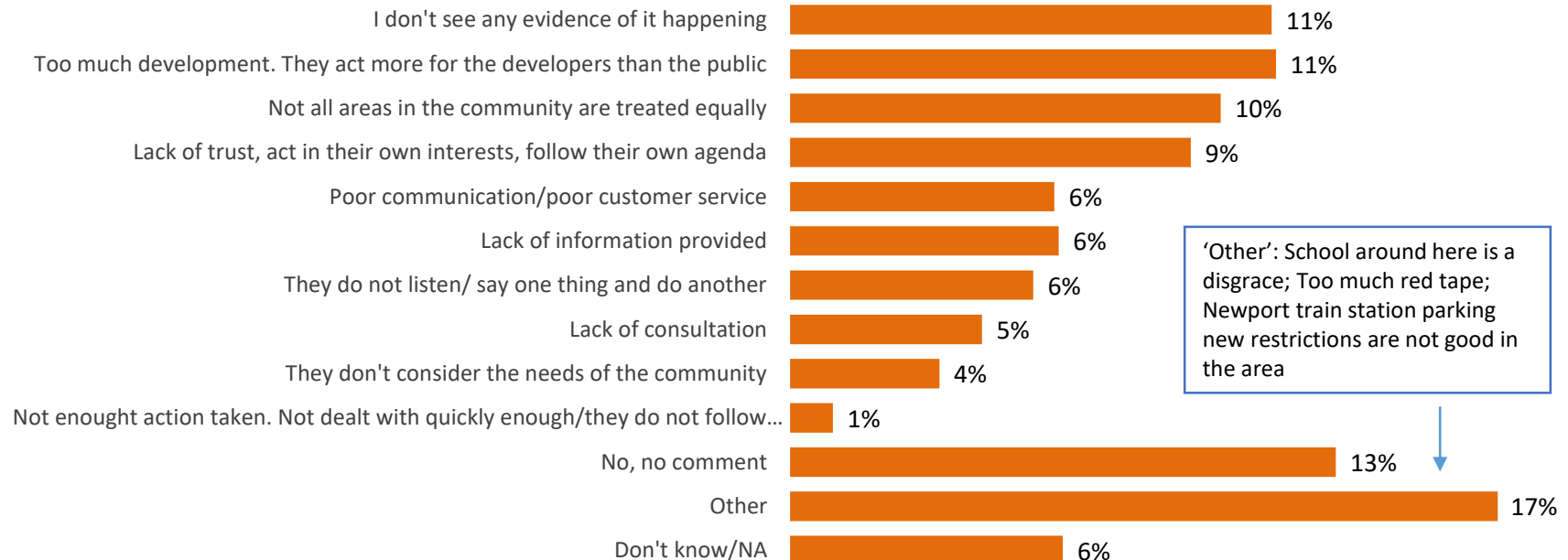
Community engagement: Representation, lobbying and advocacy on behalf of the community ⁽¹⁾⁽²⁾

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

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



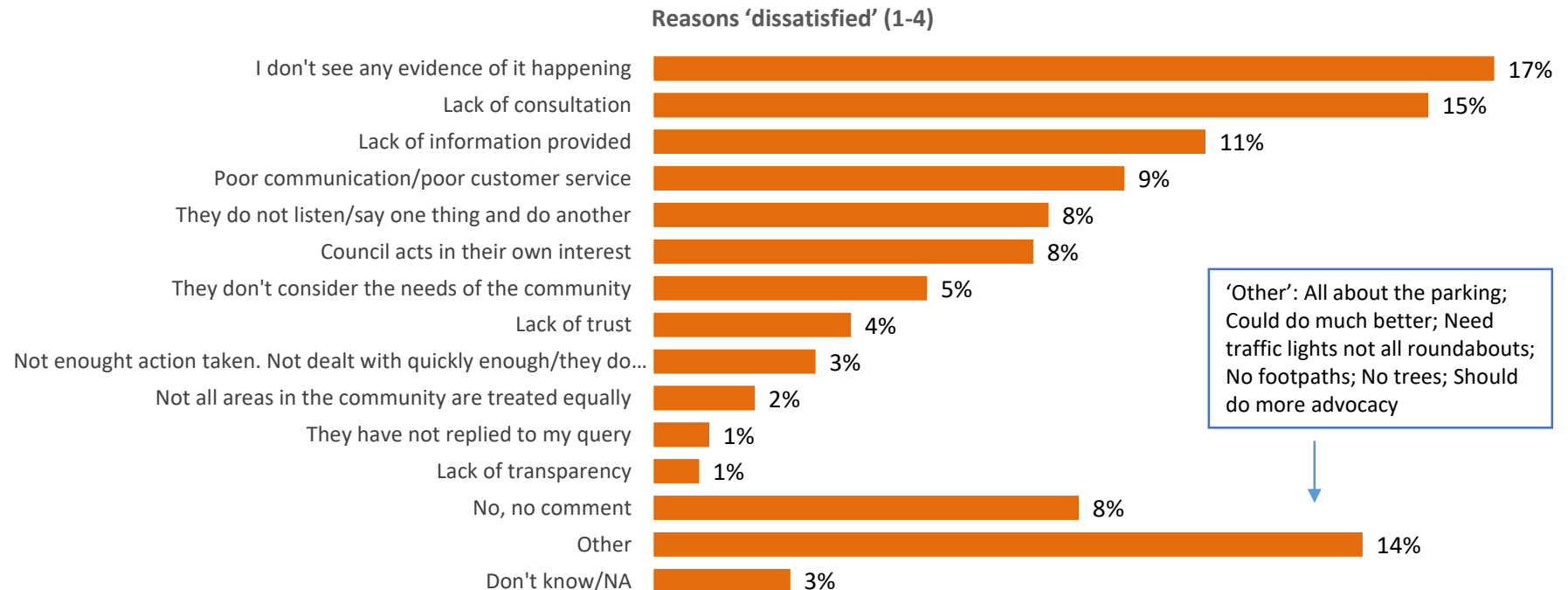
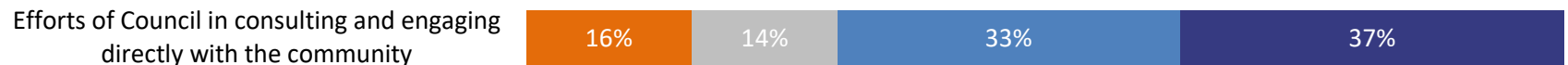
Reasons 'dissatisfied' (1-4)



The top reasons for dissatisfaction with *Council's efforts in consulting and engaging directly with the community* include community members *Not seeing evidence of it happening* and *Lack of consultation*.

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)



NOTES:

1. Sample: n=92

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



Baseline Indicators for Hobsons Bay 2030 Community Vision

Most of the community are satisfied with *Access to health services (e.g. GPs, dentists, podiatrists, psychologists, etc)* (75%) and the *Ability to walk to destinations and amenities in their neighbourhood (e.g. local shops)*(72%).

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

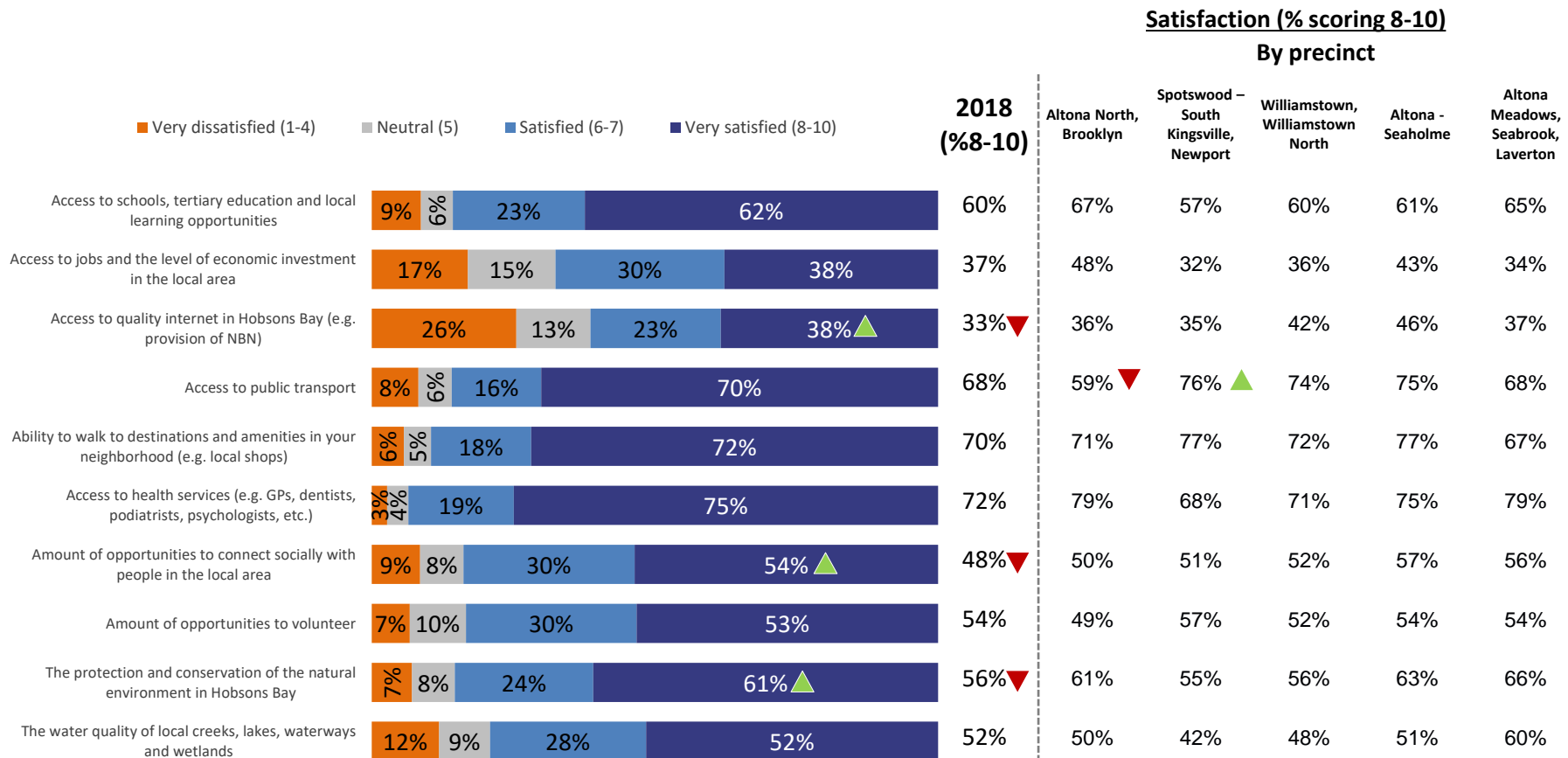
	Very dissatisfied (1-4) Neutral (5) Satisfied (6-7) Very satisfied (8-10)				2019 INDEX	2018 INDEX	Diff. (2019-2018)	Altona North, Brooklyn	Spotswood – South Kingsville, Newport	Williamstown, Williamstown North	Altona - Seaholme	Altona Meadows, Seabrook, Laverton
Access to schools, tertiary education and local learning opportunities	9%	6%	23%	62%	76	75	+1	77	74	73	75	77
Access to jobs and the level of economic investment in the local area	17%	15%	30%	38%	62	63	-1	63	64	58	69	60
Access to quality internet in Hobsons Bay (e.g. provision of NBN)	26%	13%	23%	38%	59	57	+2	58	60	63	62	56
Access to public transport	8%	6%	16%	70%	78	78	no change	69	83	82	82	76
Ability to walk to destinations and amenities in your neighborhood (e.g. local shops)	6%	5%	18%	72%	81	81	no change	79	82	83	83	78
Access to health services (e.g. GPs, dentists, podiatrists, psychologists, etc.)	3%	4%	19%	75%	84	82	+2	86	83	82	86	84
Amount of opportunities to connect socially with people in the local area	9%	8%	30%	54%	72	72	no change	67	72	73	76	73
Amount of opportunities to volunteer	7%	10%	30%	53%	73	71	+2	72	72	74	72	74
The protection and conservation of the natural environment in Hobsons Bay	7%	8%	24%	61%	75	75	no change	73	75	72	77	76
The water quality of local creeks, lakes, waterways and wetlands	12%	9%	28%	52%	70	73	-3	68	67	69	70	73

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

NOTES:
 1. Sample: 2019 n=813; 2018 n=801; Altona North-Brooklyn n=130; Spotswood-South Kingsville-Newport n=162; Williamstown-Williamstown North n=142; Altona-Seaholme n=115; Altona Meadows-Seabrook-Laverton n=264; excluding don't know responses
 2. BI1. 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]

Significantly more community members are ‘very satisfied’ with *The protection and conservation of the natural environment in Hobsons Bay*, the *Amount of opportunities to connect socially with people in the local area* and the *Access to quality internet in Hobsons Bay (e.g. provision of NBN)* than reported in 2018.

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



NOTES:

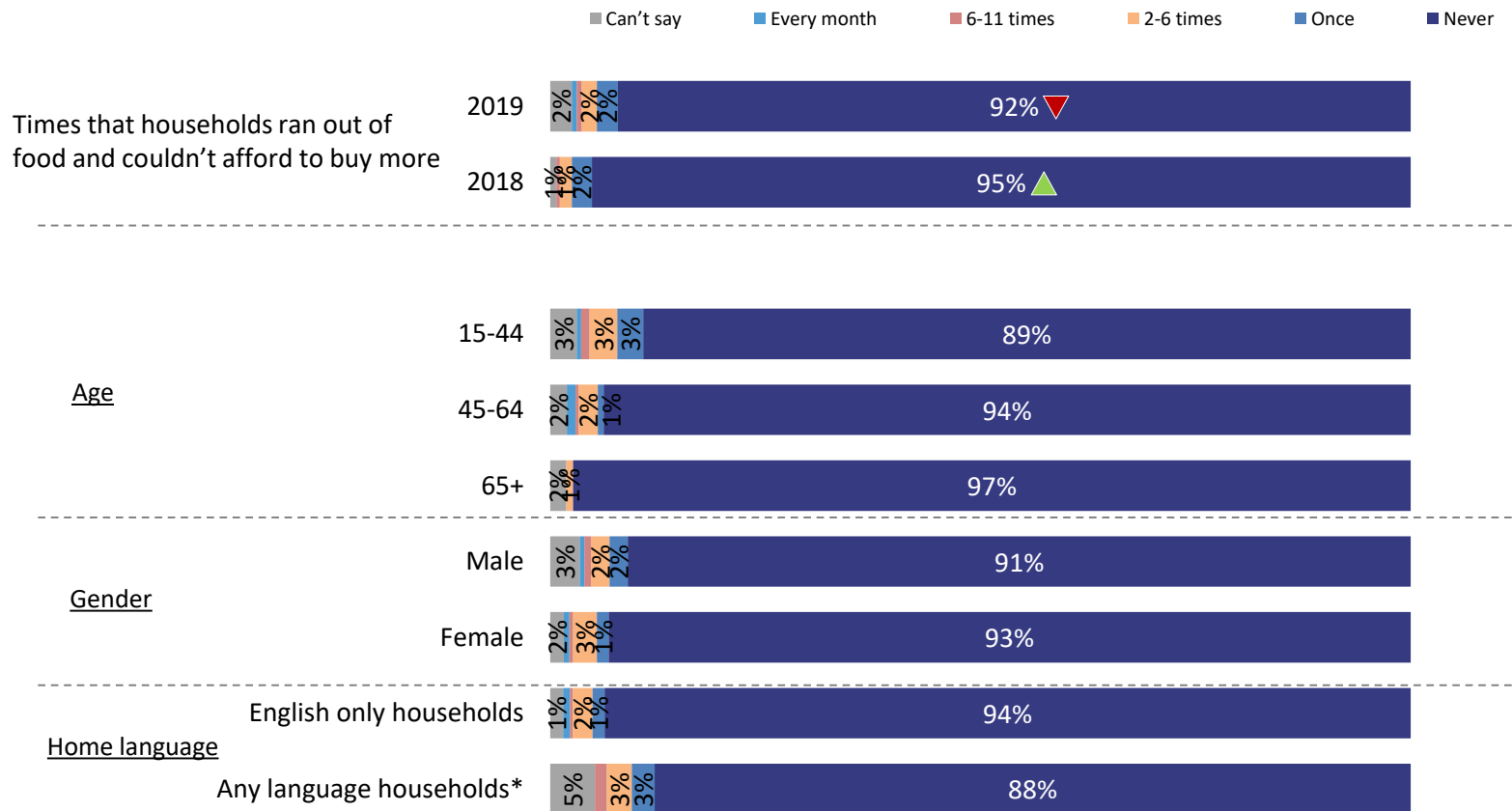
1. Sample: 2019 n=813; 2018 n=801; Altana North-Brooklyn n=130; Spotswood-South Kingsville-Newport n=162; Williamstown-Williamstown North n=142; Altana-Seaholme n=115; Altana Meadows-Seabrook-Laverton n=264; excluding don't know responses

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]

▲ 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 declined slightly; especially among younger residents and those who speak any language other than, and including English, at home.

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

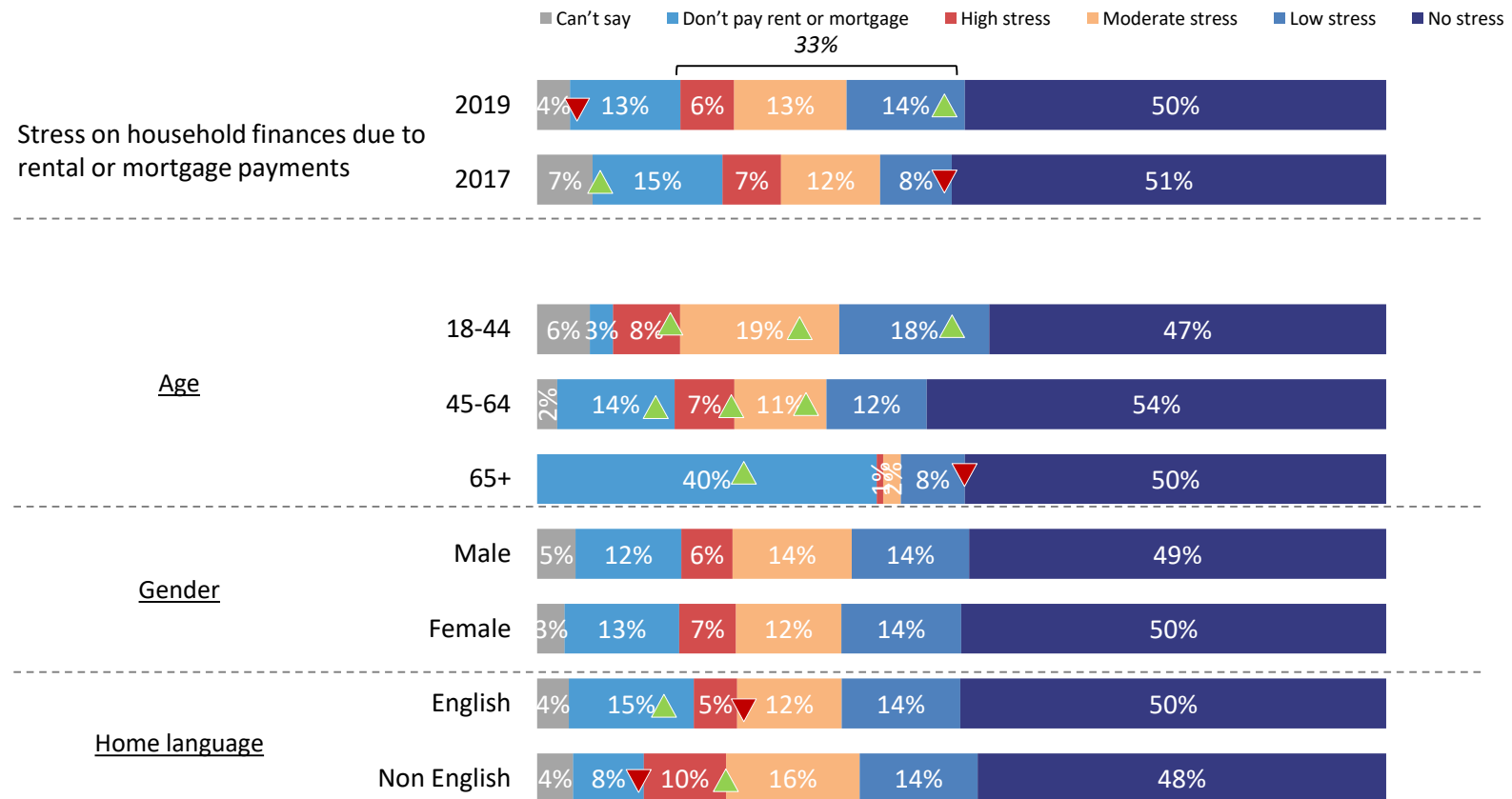


▲ Significantly higher
▼ Significantly lower

NOTES:
 1. Sample: 2018 n=801, 2019=813
 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 2017.

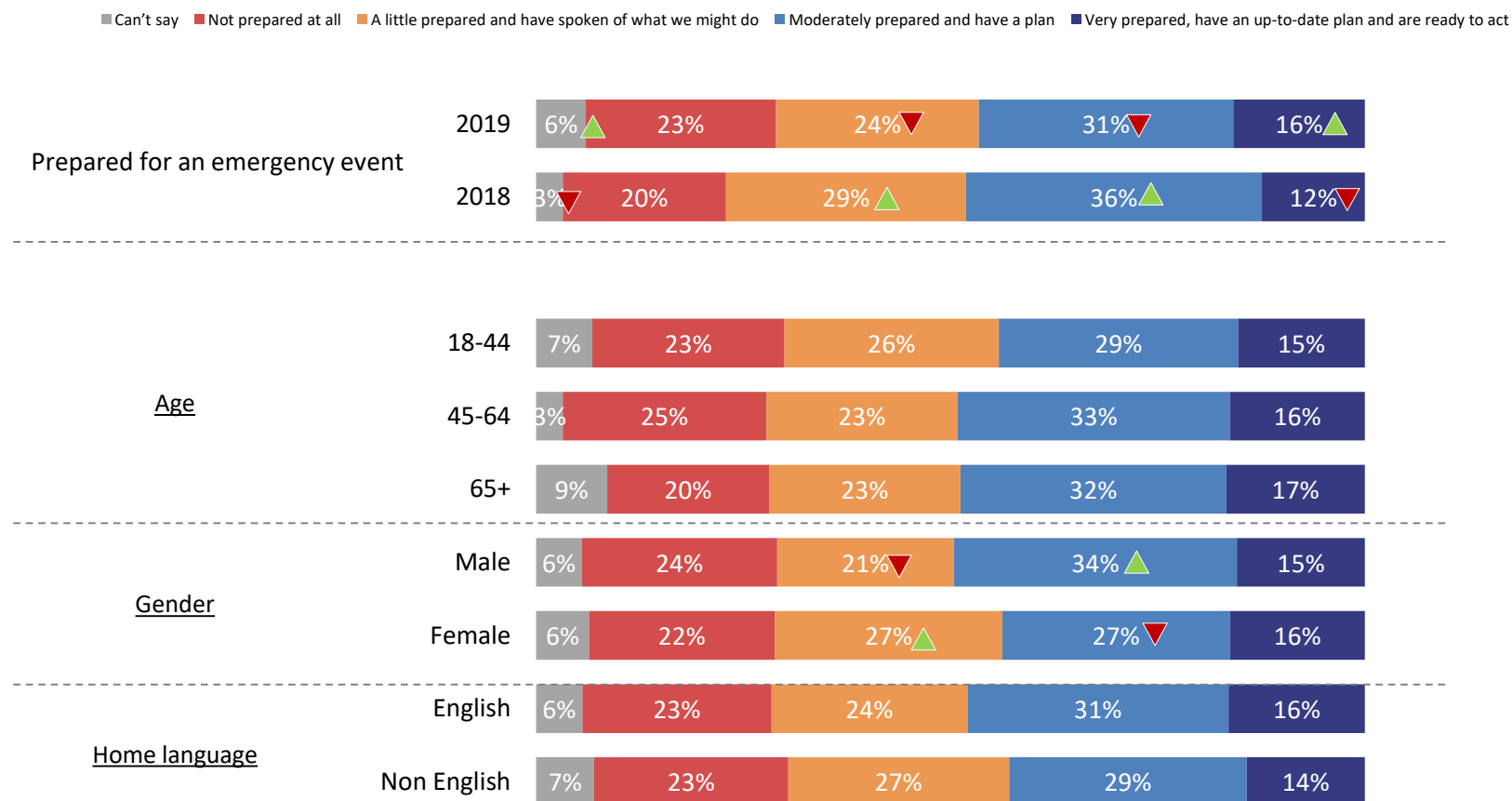
Hobsons Bay 2030 Community Vision: Baseline indicators ⁽¹⁾⁽²⁾



▲ Significantly higher
▼ Significantly lower

Over two in ten households (23%) are not prepared at all to respond to an emergency event, but encouragingly there is an increase in the proportion of community members who are *Very prepared, having an up-to-date plan and are ready to act* (16%).

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



▲ Significantly higher
▼ Significantly lower

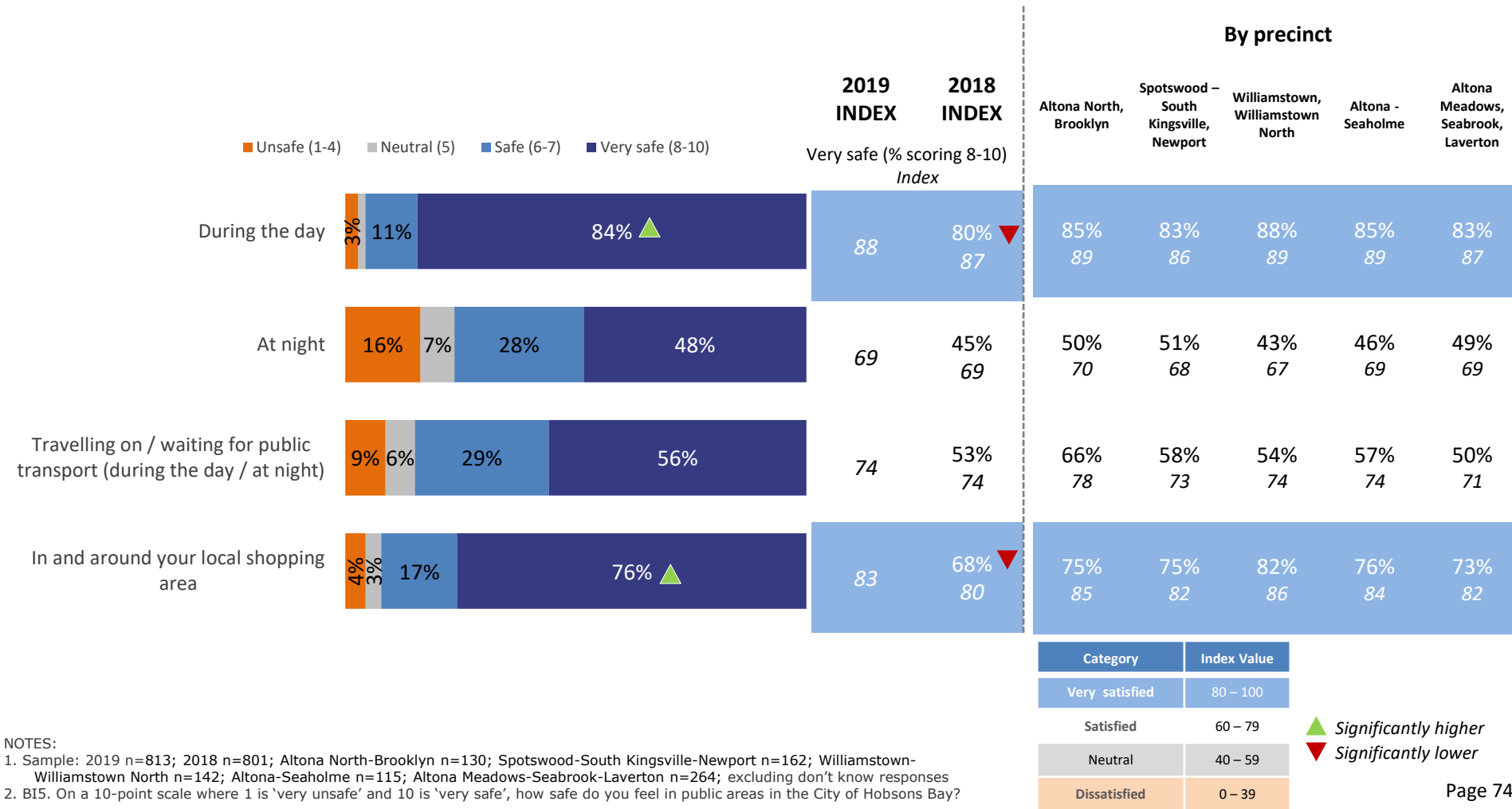
NOTES:

1. Sample: 2018 n=801, 2019 n=813

2. BI4. How prepared is your household to respond to an emergency event?

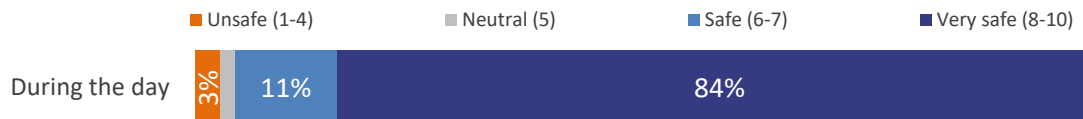
A greater proportion of community members feel 'very safe' in public areas in the City of Hobsons Bay *During the day* (84%) and *In and around their local shopping area* (76%) compared to *At night* (48%) or *Travelling on or waiting for public transport (during the day or at night)* (56%).

Feeling safe ⁽¹⁾⁽²⁾

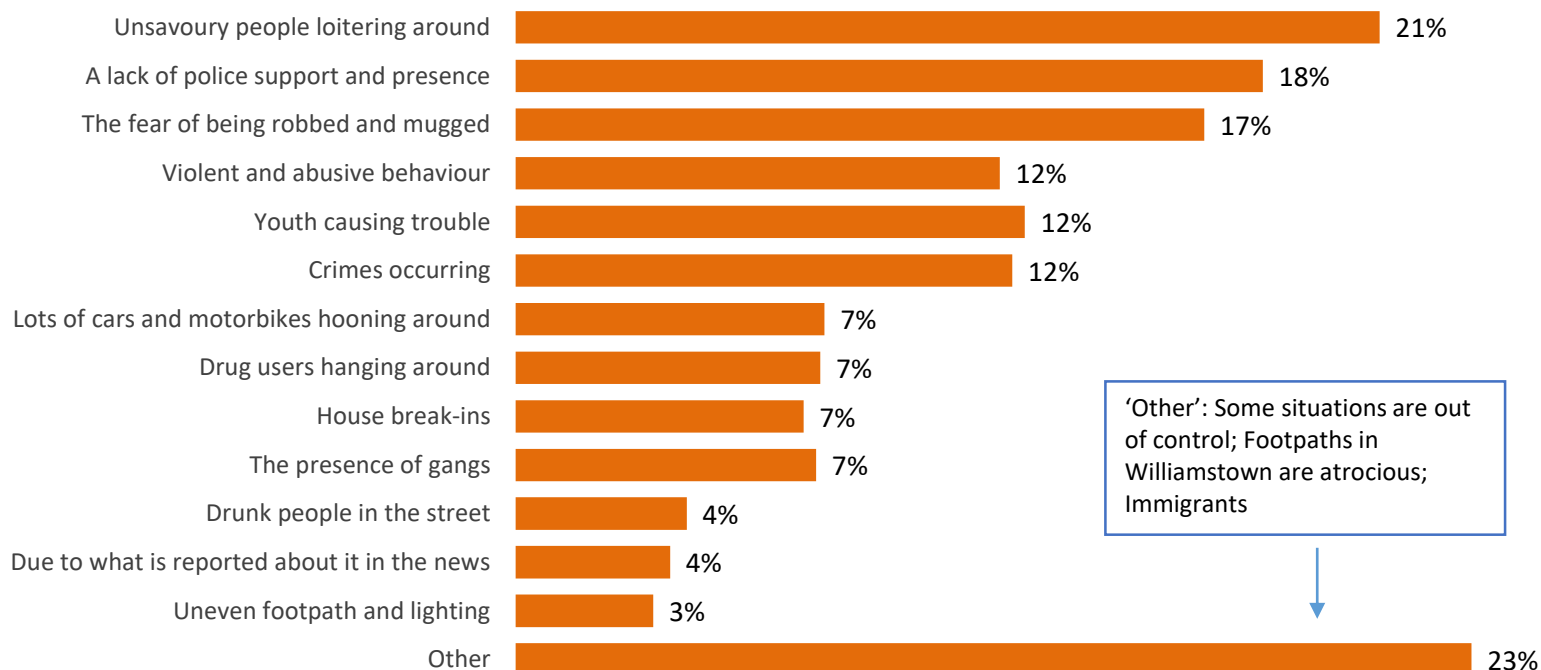


Unsavory people loitering around (21%), A lack of police support and presence (18%) and The fear of being robbed and mugged (17%) are the main reasons for community members to feel unsafe in the City of Hobsons Bay During the day.

Feeling safe: During the day ⁽¹⁾⁽²⁾



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

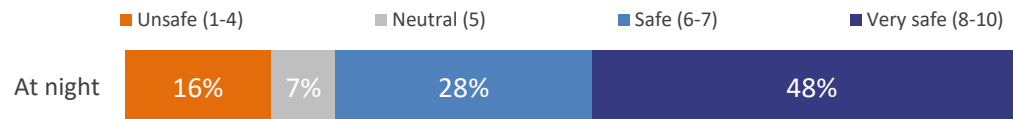


NOTES:

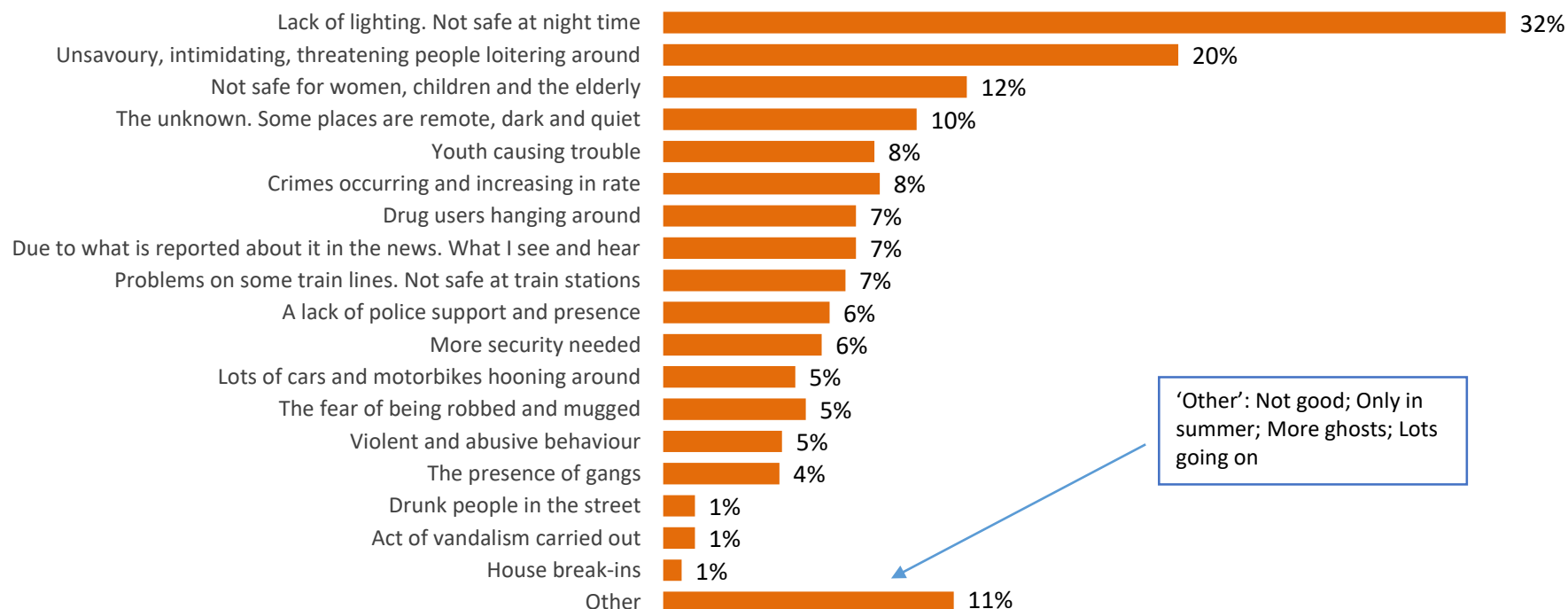
1. Sample: n=27
2. B15. If very unsafe, why do you feel unsafe?

Nearly a third of residents (32%) indicate they feel unsafe in the City of Hobsons Bay *At night* due to a *Lack of lighting or not being safe at night* while a fifth (20%) mention *Threatening or intimidating people loitering around*.

Feeling safe: At night ⁽¹⁾⁽²⁾



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

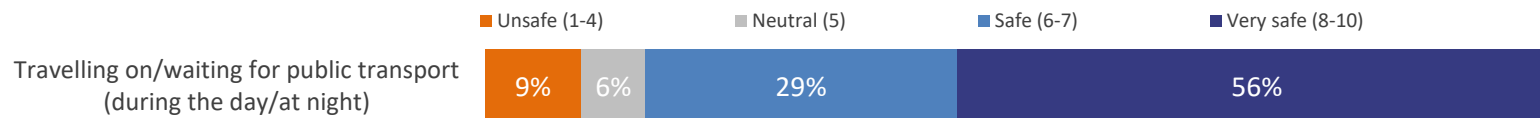


NOTES:

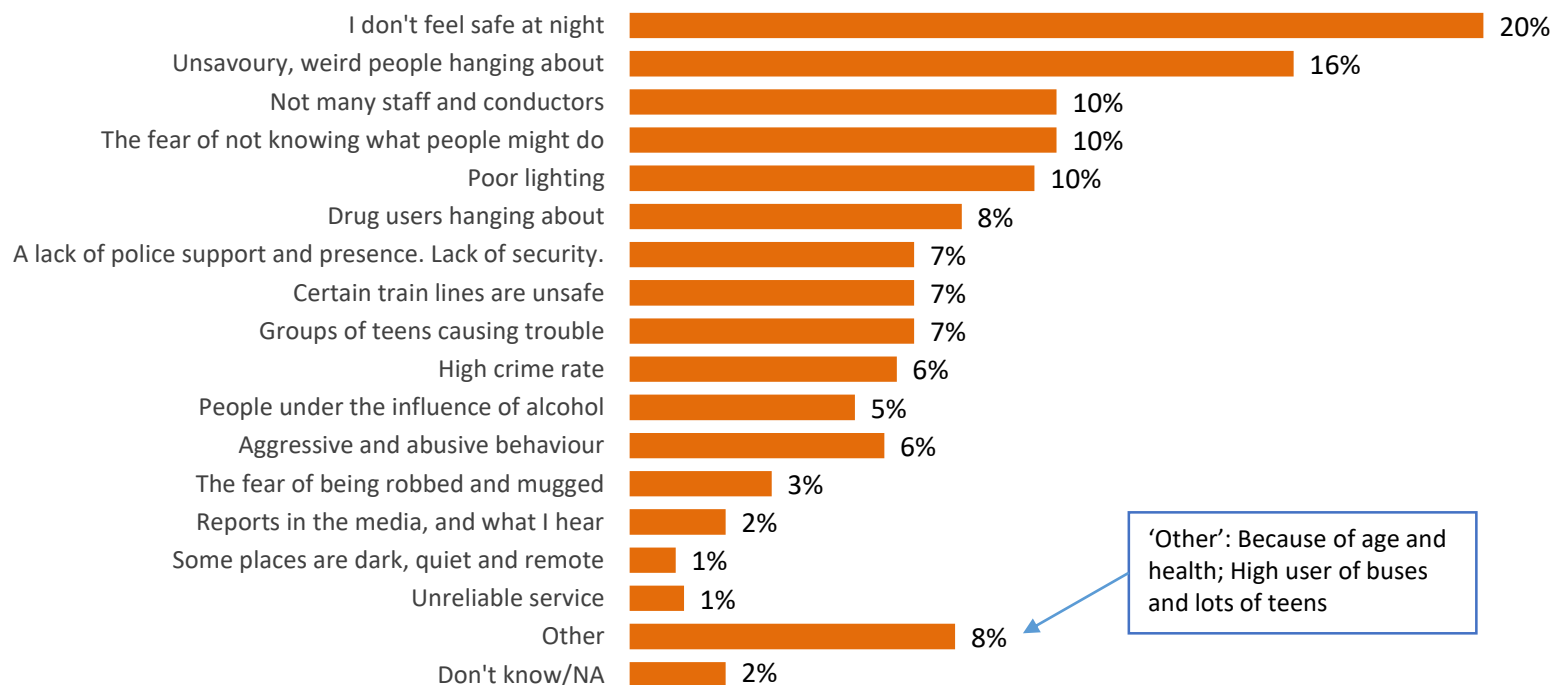
1. Sample: n=154
2. BI5. If very unsafe, why do you feel unsafe?

Most of the community members who don't feel safe while travelling on or waiting for public transport state that they *Don't feel safe at night* and there are *Unsavory or weird people hanging about*.

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



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

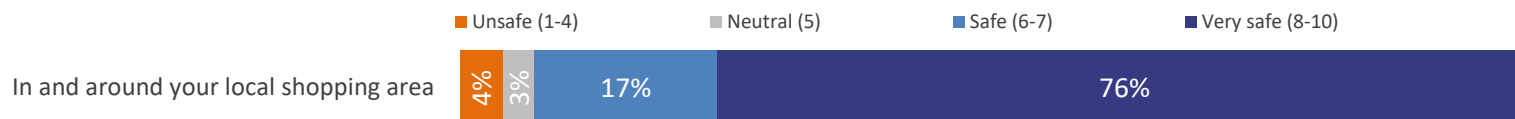


NOTES:

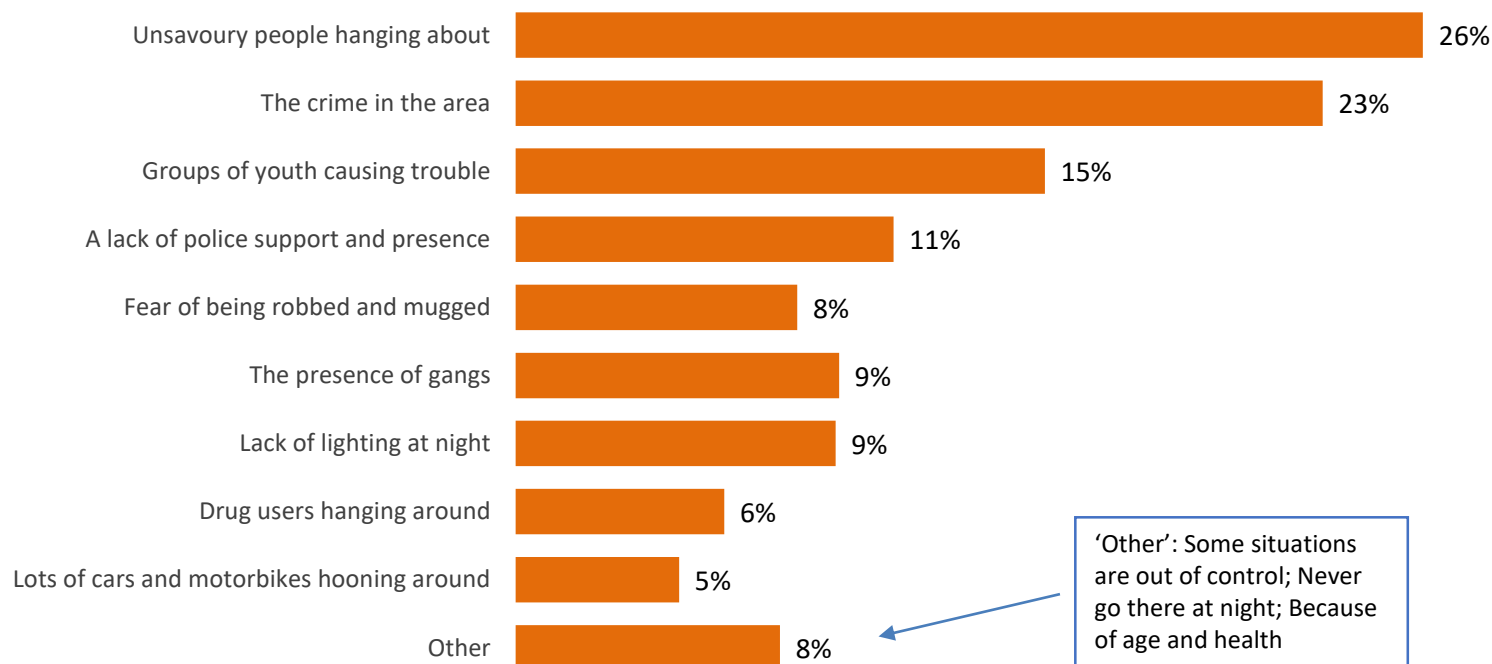
1. Sample: n=88
2. B15. If very unsafe, why do you feel unsafe?

Over one in four community members (26%) feel unsafe *In and around their local shopping area* because of unsavoury people hanging about as well as the existence of *Crime within the area*.

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



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



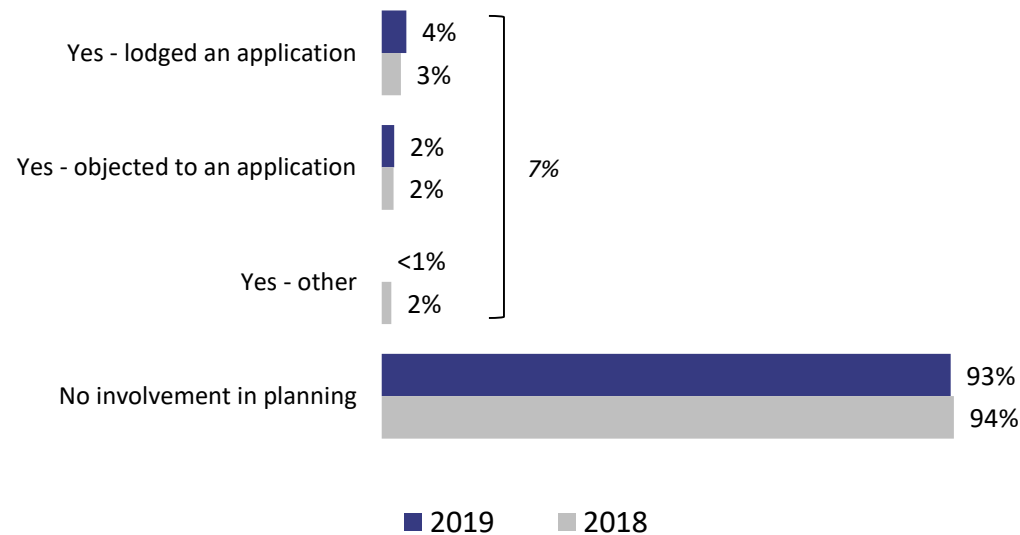
NOTES:

1. Sample: n=46
2. B15. If very unsafe, why do you feel unsafe?

In the past 12 months, just under one in ten community members (7%) has 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



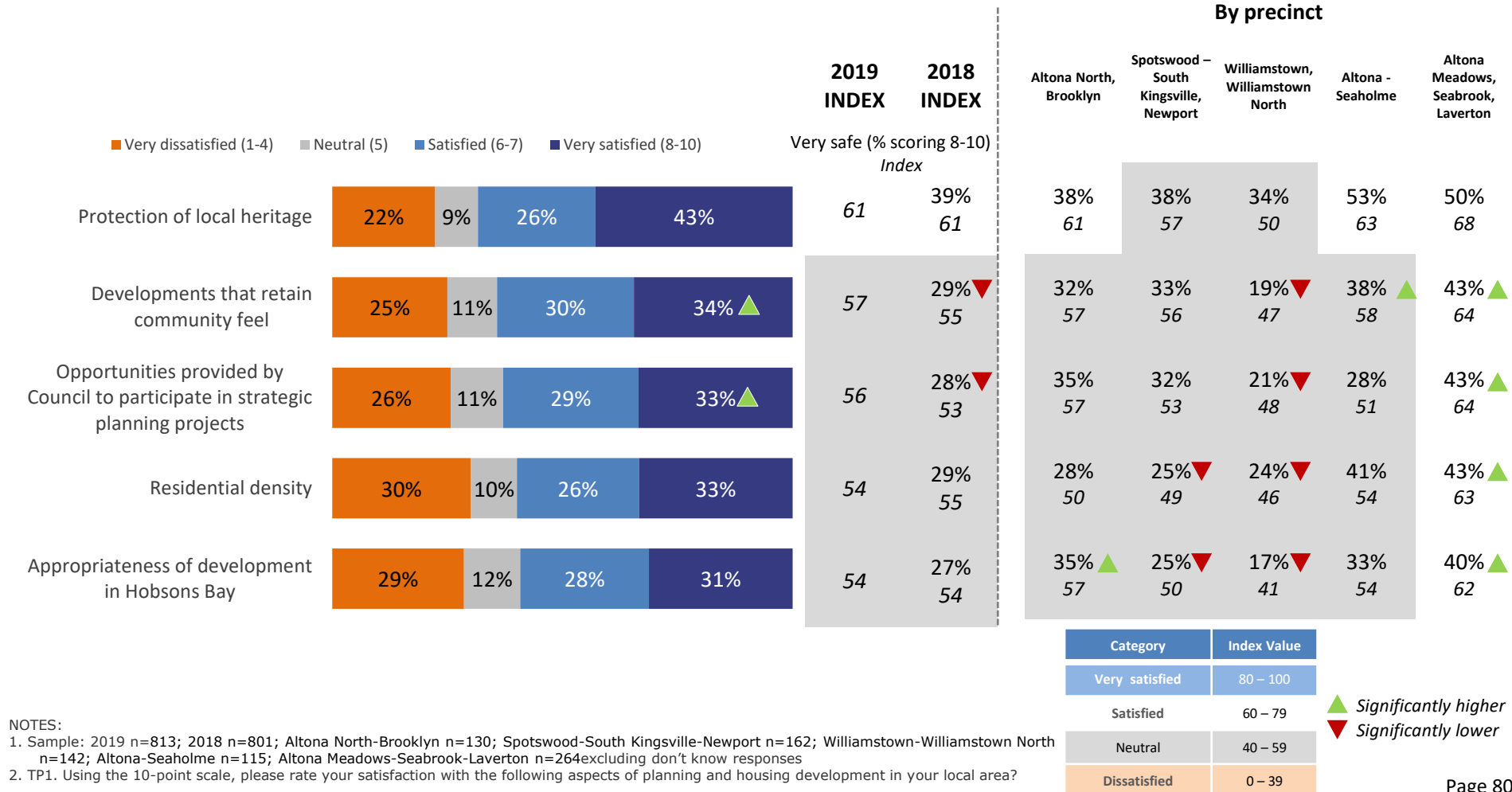
NOTES:

1. Sample: 2018 n=801, 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?

A greater proportion of community members are ‘very satisfied’ with the *Developments that retain community feel* and the *Opportunities provided by Council to participate in strategic planning projects*.

Town planning ⁽¹⁾⁽²⁾

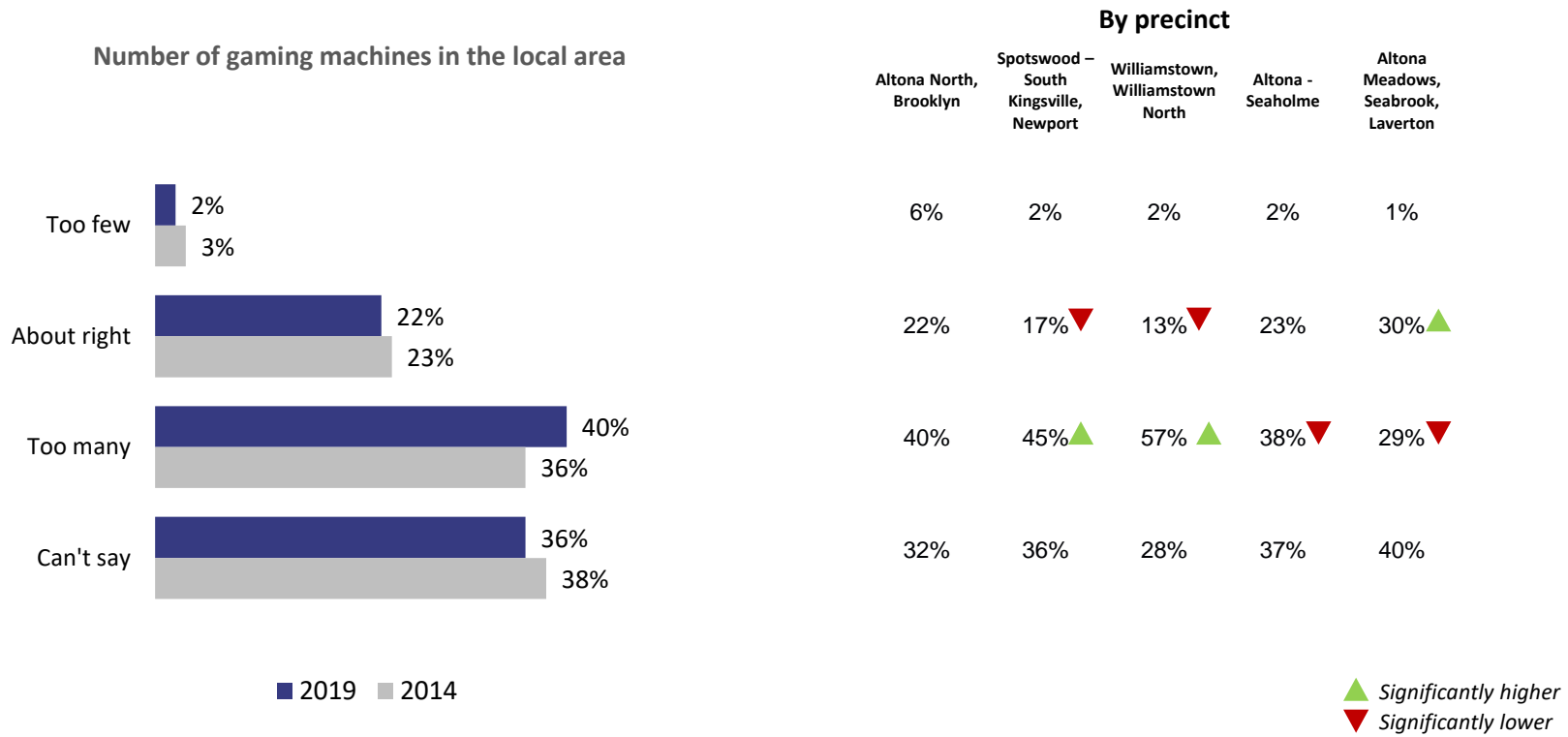




Social Issues

Two in five community members (40%) believe that there are *Too many* gaming machines in their local area.

Social Issues: Number of pokies⁽¹⁾⁽²⁾



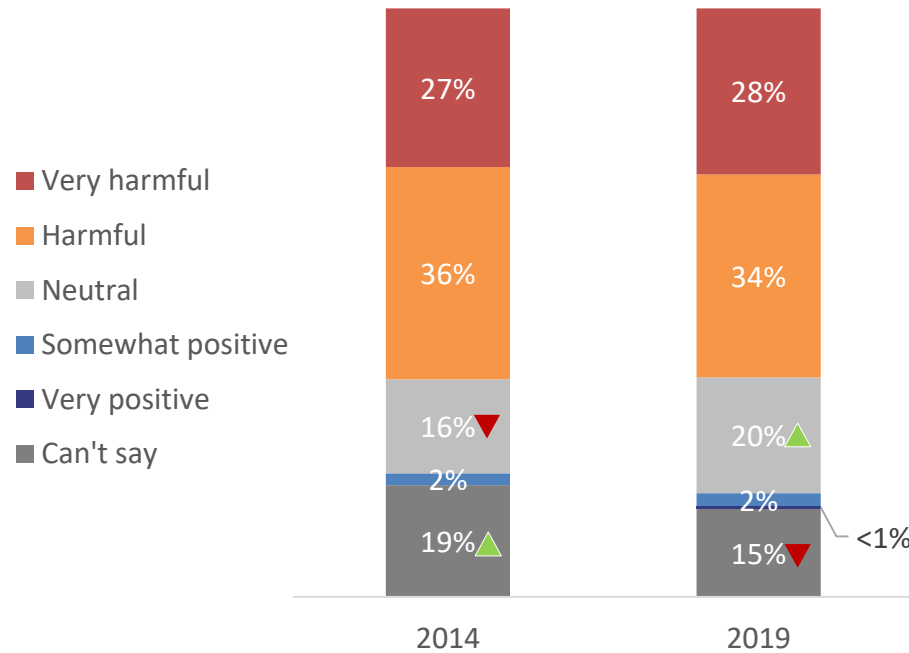
NOTES:

1. Sample: 2014 n=800, 2019 n=813; Altona North-Brooklyn n=130; Spotswood-South Kingsville-Newport n=162; Williamstown-Williamstown North n=142; Altona Meadows-Seabrook-Laverton n=264; excluding don't know responses

2. SI1. The next two questions are in relation to electronic gaming machines, commonly known as 'pokies'. Do you believe the number of pokies in the local area is...

Over three in five community members (62%) believe that poker machines are *Harmful* or *Very harmful* to the Hobsons Bay community.

Social Issues: Impact of pokies⁽¹⁾⁽²⁾



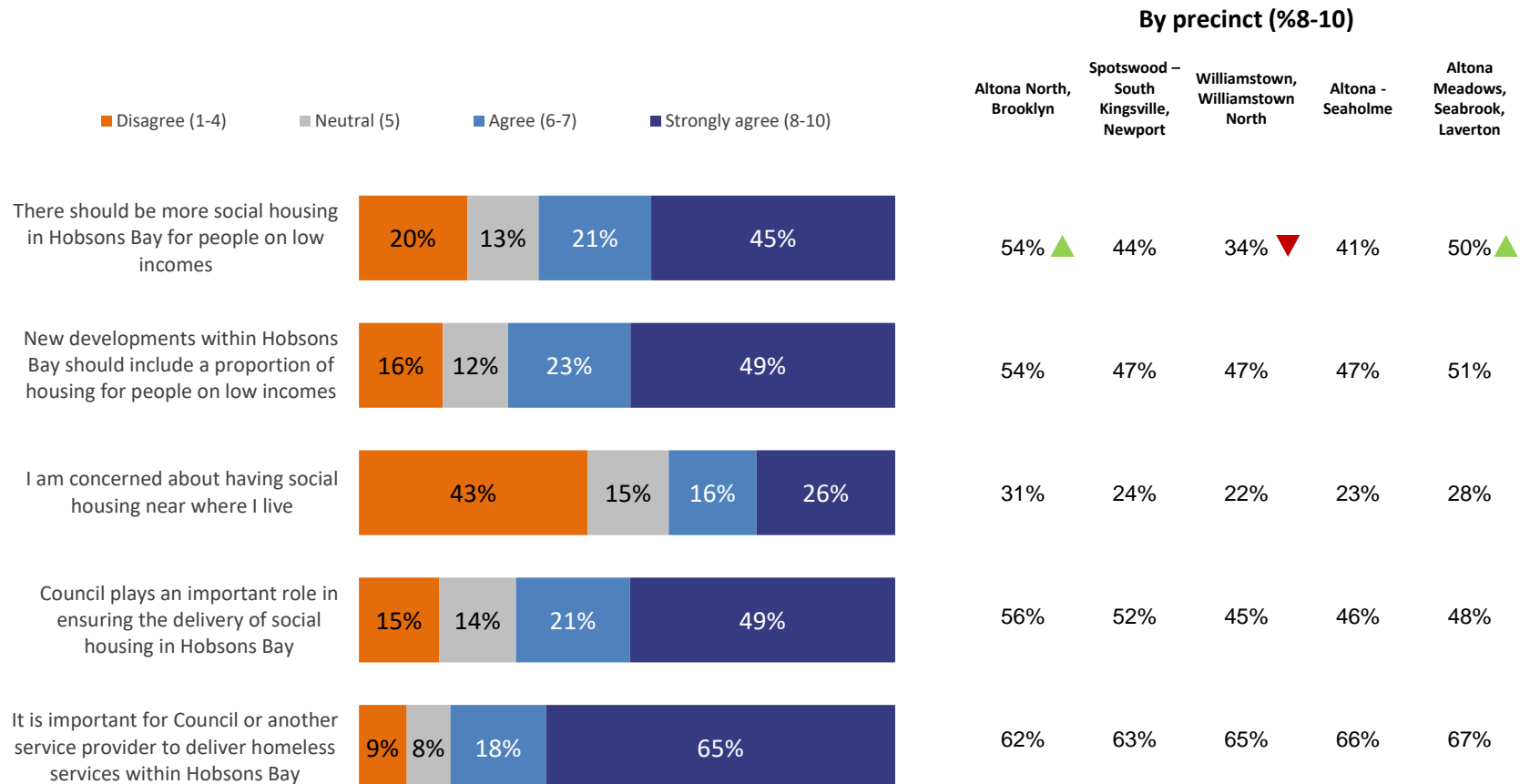
	By precinct				
	Altona North, Brooklyn	Spotswood – South Kingsville, Newport	Williamstown, Williamstown North	Altona - Seaholme	Altona Meadows, Seabrook, Laverton
Very harmful	35% ▲	31%	40% ▲	21% ▼	20% ▼
Harmful	29%	37%	31%	35%	37%
Neutral	20%	16%	15%	17%	25%
Somewhat positive	3%	1%	1%	6%	2%
Very positive	1%	0%	0%	1%	0%
Can't say	12%	16%	13%	20%	15%

▲ Significantly higher
▼ Significantly lower

NOTES:
1. Sample: 2014 n=800, 2019 n=813 Altona North-Brooklyn n=130; Spotswood-South Kingsville-Newport n=162; Williamstown-Williamstown North n=142; Altona-Seaholme n=115; Altona Meadows-Seabrook-Laverton n=264; excluding don't know responses
2. S12. What impact do you believe poker machines have on the Hobsons Bay community?

Over eight in ten community members agree (83%) that *It is important for Council or another service provider to deliver homeless services within Hobsons Bay*. Over two in five community members (43%) are not concerned having social housing near their residence.

Social Issues: Perceptions of Social Housing⁽¹⁾⁽²⁾



NOTES:

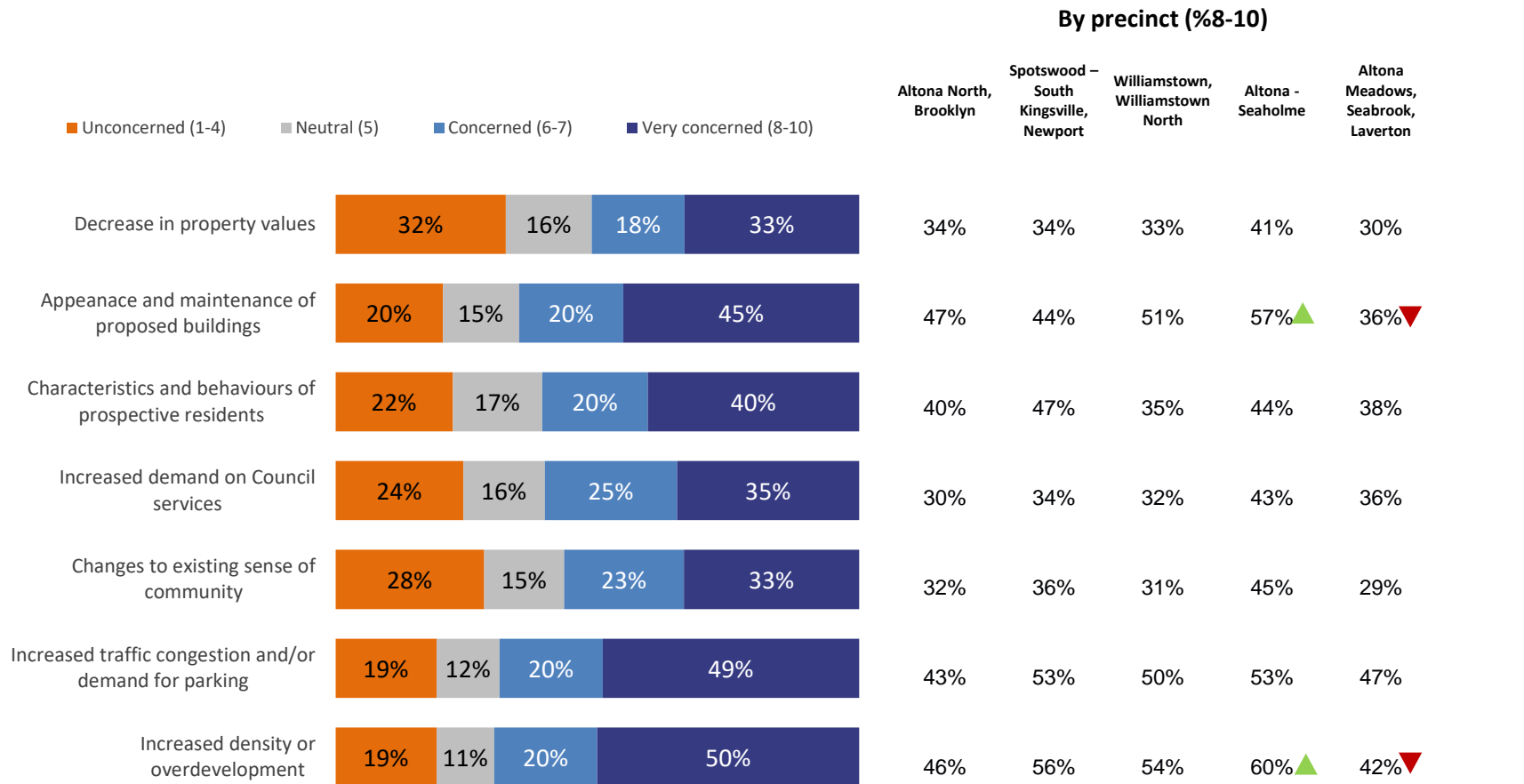
1. Sample: 2019 n=813; Altona North-Brooklyn n=130; Spotswood-South Kingsville-Newport n=162; Williamstown-Williamstown North n=142; Altona-Seaholme n=115; Altona Meadows-Seabrook-Laverton n=264; excluding don't know responses

2. SI3. Using the 10 point scale, please rate your level of agreement with the following statements regarding social housing

▲ Significantly higher
▼ Significantly lower

Very similar proportions of community members are very concerned about *Increased density or overdevelopment* brought about by social housing (50%), and the related *Increased traffic congestion and/or demand for parking* (49%).

Social Issues: Concerns re Social Housing⁽¹⁾⁽²⁾



NOTES:
 1. Sample 2019 n=813; Altona North-Brooklyn n=130; Spotswood-South Kingsville-Newport n=162; Williamstown-Williamstown North n=142; Altona-Seaholme n=115; Altona Meadows-Seabrook-Laverton n=264; excluding don't know responses
 2. S14. Using the 10 point scale, please rate your level of concern with the following potential impacts of having social housing near where you live

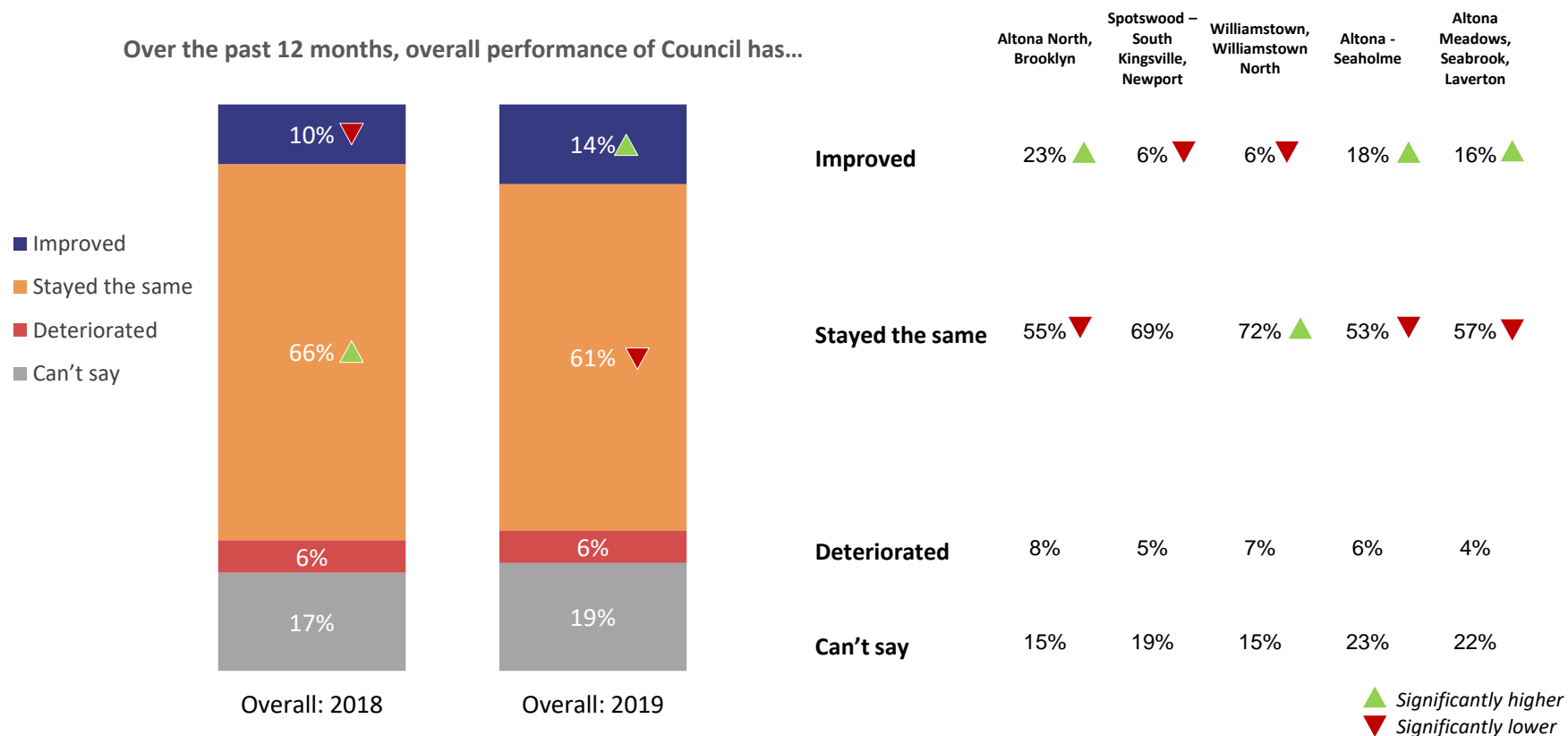
▲ Significantly higher
 ▼ Significantly lower



General

A greater number of community members indicate that Council has improved over the past 12 months (14%); these community members tend to reside in Altona North, Brooklyn, Altona-Seaholme and Altona Meadows, Seabrook and Laverton precincts.

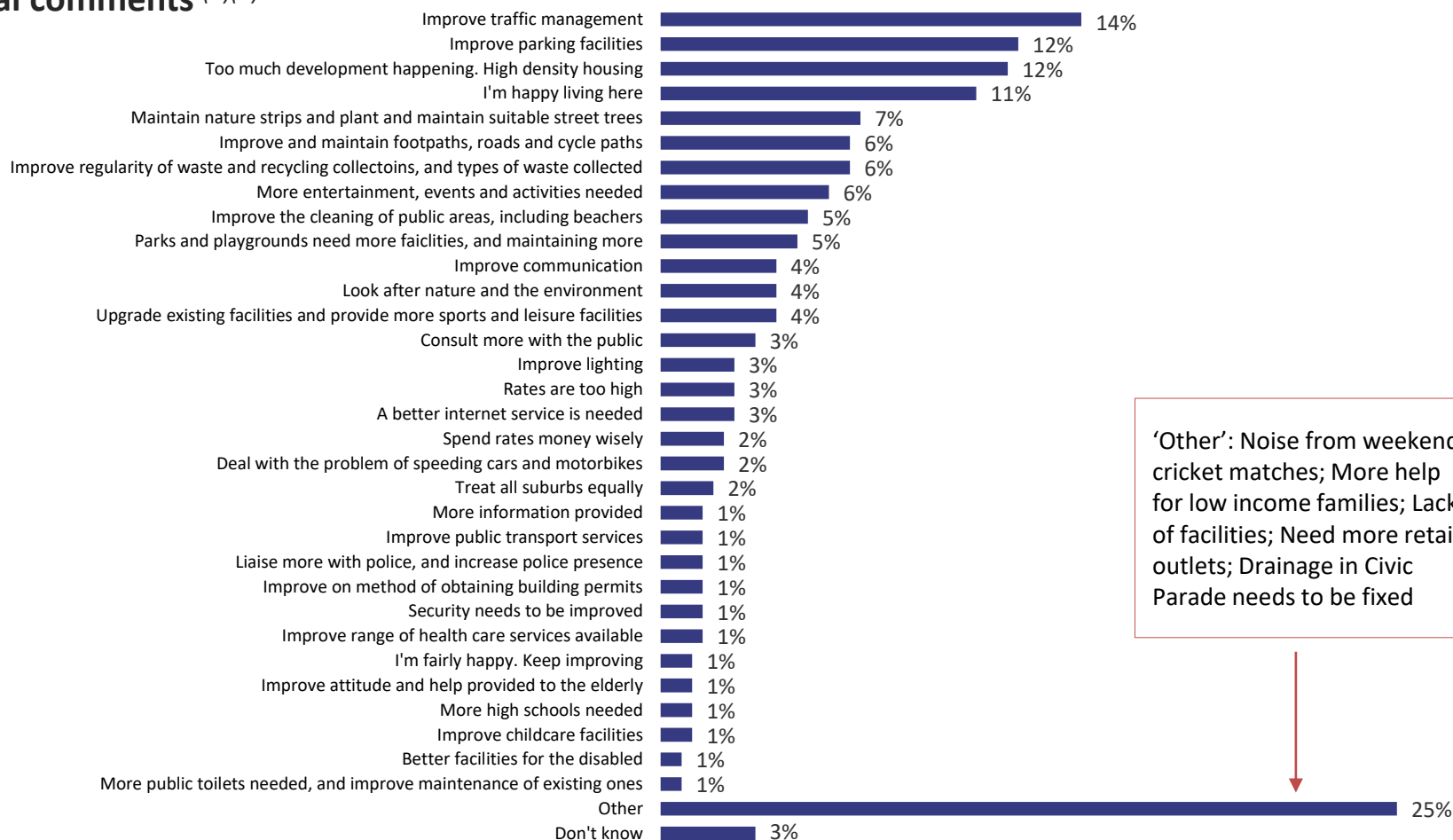
General ⁽¹⁾⁽²⁾



NOTES:
 1. Sample: 2018 n=801, 2019 n=813
 2. OP3. Over the past twelve months, do you think Hobsons Bay City Council's overall performance has?

When asked for further comments, *Improvement in traffic management*, *Improved parking facilities* and concern about overdevelopment in the community were the most likely to be mentioned.

General comments ⁽¹⁾⁽²⁾



NOTES:

1. Sample: n=280; excludes "No, no comment" responses

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

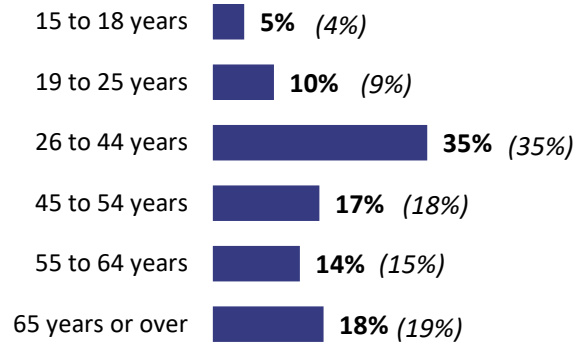


Survey sample

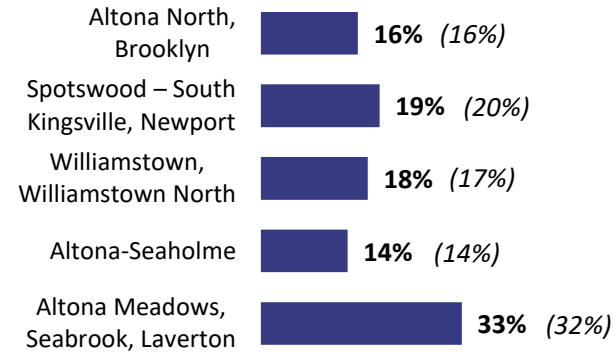
Survey sample

Demographics

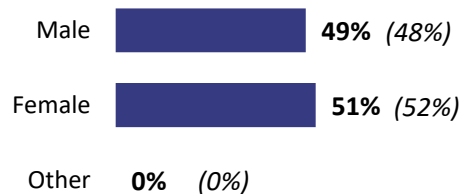
Age



Precinct



Gender



Home Languages



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

Weighting

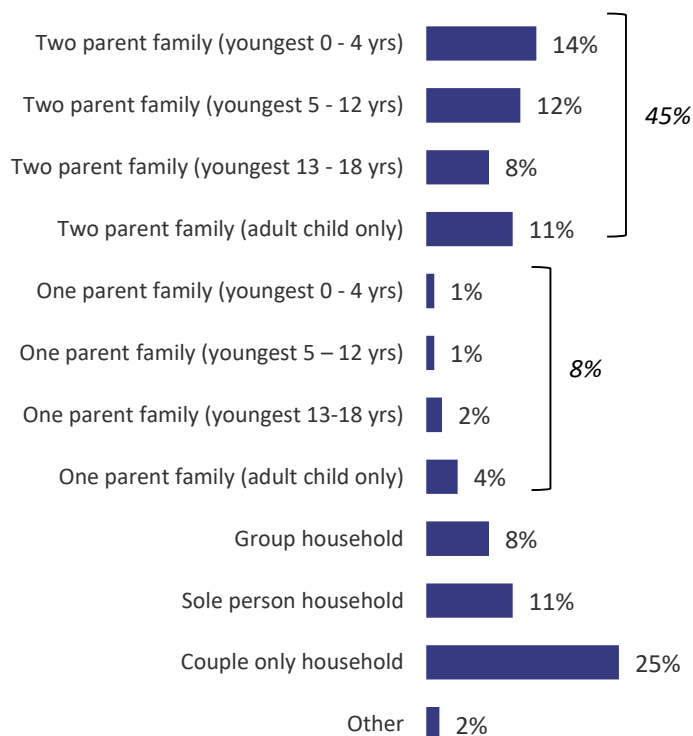
The sample structure target is set broadly in line with known population distributions and is weighted post survey so as to be exactly representative of the known population distributions according to the 2016 Census. This represents 'best practice' in research and means that inferences made about the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

Key:
n=813
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⁾

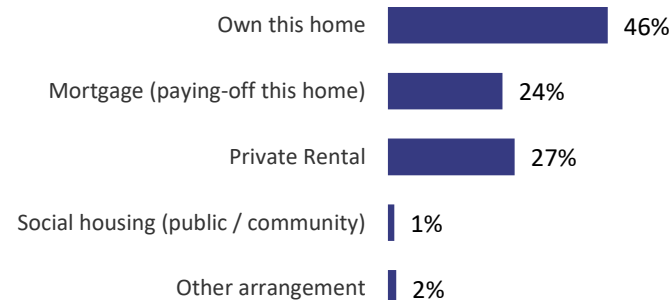
Family structure



Identify as having a disability



Current housing situation



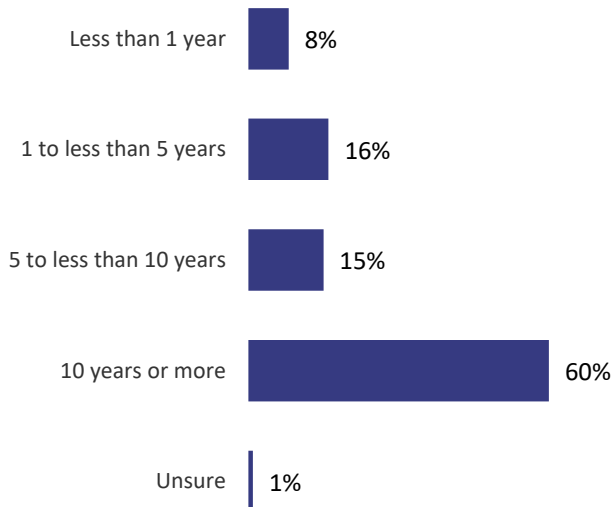
NOTES:

1. Sample: n=813
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?

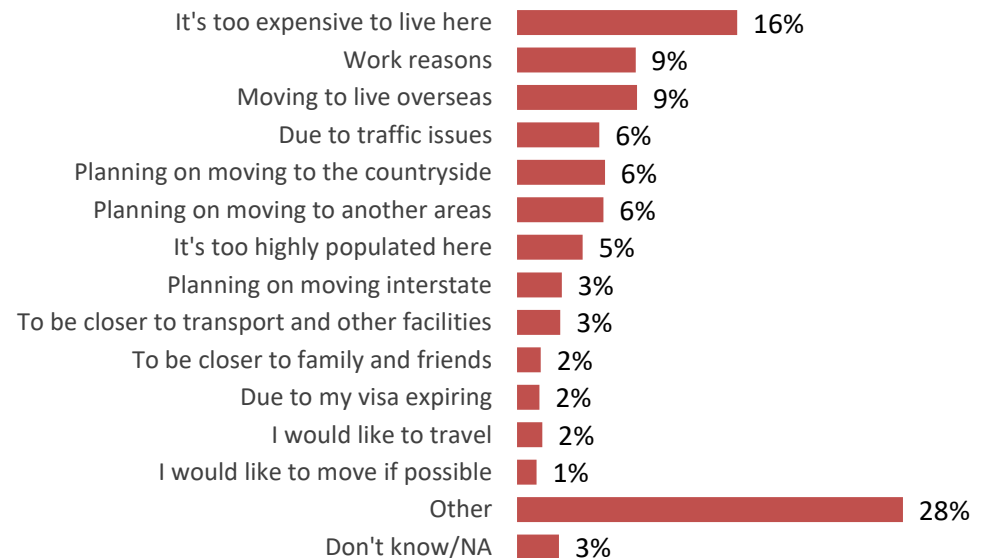
Six in ten households have lived in the city of Hobsons Bay for 10 years or more and eight in ten of those surveyed state that they will still be in Hobsons Bay in five years time.

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

Time lived in the City of Hobsons Bay



Reasons for not living in Hobsons Bay in five years time





Appendix I: Benchmarking

Comparison of Hobsons Bay Index scores obtained in 2019 to those reported in 2018

Service/Facility/Activity	Hobsons Bay 2019	Hobsons Bay 2018	Change 2018 to 2019		
Visitor Information Centre	80	71	9		<div></div>
Youth services	68	61	7		<div></div>
Kindergarten support and central enrolment	80	75	5		<div></div>
Enforcement of local laws (e.g. parking management)	61	56	5		<div></div>
Council’s social media (Facebook and Twitter)	74	71	3		<div></div>
Maternal and Child Health	87	84	3		<div></div>
Aged services and supports (e.g. home and personal care, respite)	74	71	3		<div></div>
Building control (e.g. building permits and enforcement)	48	45	3		<div></div>
Arts and cultural activities	75	73	2		<div></div>
Animal management (e.g. animal registration)	73	71	2		<div></div>
Playgroups	73	71	2		<div></div>
Footpath maintenance and repairs	62	60	2		<div></div>
Town planning (e.g. planning permits)	50	48	2		<div></div>
Hard waste collection	81	80	1		<div></div>
Events and festivals	75	74	1		<div></div>
Libraries	86	85	1		<div></div>
Economic development activities, supporting local businesses and tourism	68	67	1		<div></div>
Maintenance and repairs of sealed local roads	63	62	1		<div></div>
Council’s quarterly newsletter ‘Hobsons Bay Community News’	71	71	0		
Immunisations	89	89	0		
Provision and maintenance of community facilities and venues for hire (e.g. Laverton Hub, Seabrook Commu	78	78	0		
Provision of sports, ovals and other local sporting/recreation facilities (including aquatic facilities)	76	76	0		
Provision and maintenance of parks, gardens, open space and the foreshore (e.g. botanic gardens)	76	76	0		

Comparison of Hobsons Bay Index scores obtained in 2019 to those reported in 2018

Service/Facility/Activity	Hobsons Bay 2019	Hobsons Bay 2018	Change 2018 to 2019		
Council’s website	71	71	0		
Protection and enhancement of foreshore	72	72	0		
Provision and maintenance of street trees	66	66	0		
Public health (e.g. food safety)	76	76	0		
Car parking provision	60	60	0		
Traffic management	60	60	0		
Occasional care and family day care	75	76	-1		
Emergency management and preparedness (e.g. response to weather and/or other disruptive events)	70	71	-1		
Drains maintenance and repairs	63	64	-1		
Provision of off road shared trails (i.e. off road pedestrian and cycle pathways)	68	70	-2		
Opportunities to get involved in local environmental activities	64	66	-2		
Maintenance and cleaning of public areas (including litter collection and graffiti removal)	69	71	-2		
Sustainability (climate change) policy development	60	62	-2		
Activities and programs for people with disabilities (e.g. holiday programs, events)	66	69	-3		
Green waste collection	86	89	-3		
Weekly garbage collection	86	89	-3		
Disability services (e.g. home and personal care, respite)	69	73	-4		
Provision of on road bike paths	62	66	-4		
Programs that support vulnerable communities and promote fairness	67	72	-5		
Activities for older people (e.g. Planning Activity Groups, seniors’ festival)	67	72	-5		
Recycling collection	81	88	-7		

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 2019	Hobsons Bay 2018	*Western Region Average 2017/18	Hobsons Bay compared to Western Region
Immunisations (sometimes included within services for children, sometimes not)	89	89	81	8
Maternal and Child Health (sometimes included within services for children, sometimes not)	87	84	80	7
Hard waste collection	81	80	77	4
Arts and cultural activities	75	73	71	4
Green waste collection	86	89	84	2
Council's quarterly newsletter/local news	71	71	69	2
Provision and maintenance of parks, gardens, open space and the foreshore (e.g. botanic gardens)	76	76	74	2
Libraries	86	85	84	2
Council's social media (Facebook and Twitter)	74	71	73	1
Kindergarten support and central enrolment (included within services for children)	80	75	79	1
Weekly garbage collection	86	89	86	0
Maintenance and cleaning of public areas (including litter collection and graffiti removal)	69	71	69	0
Provision and maintenance of community facilities and venues for hire (e.g. Laverton Hub, Seabrook Community Centre)	78	78	78	0
Animal management (e.g. animal registration)	73	71	74	-1
Provision of sports, ovals and other local sporting/recreation facilities (including aquatic facilities)	76	76	77	-1
Economic development activities, supporting local businesses and tourism	68	67	70	-2
Events and festivals (sometimes included within Arts & Cultural activities, sometimes not)	75	74	77	-2
Car parking provision	60	60	62	-2
Aged services and supports (e.g. home and personal care, respite) (included within services for seniors)	74	71	76	-2
Recycling collection	81	88	84	-3
Traffic management	60	60	63	-3
Council's website	71	71	74	-3
Enforcement of local laws (e.g. parking management)	61	56	64	-3
Provision and maintenance of street trees	66	66	70	-4
Maintenance and repairs of sealed local roads	63	62	67	-4
Provision of off road shared trails (i.e. off road pedestrian and cycle pathways) (included within on and off road cycle paths)	68	70	73	-5
Disability services (e.g. home and personal care, respite)	69	73	75	-6
Footpath maintenance and repairs	62	60	68	-6
Playgroups (services for children)	73	71	79	-6
Youth services (services for young people)	68	61	75	-7
Opportunities to get involved in local environmental activities (environmental programs and facilities)	64	66	72	-8
Activities for older people (e.g. Planning Activity Groups, seniors' festival)	67	72	76	-9
Activities and programs for people with disabilities (e.g. holiday programs, events)	66	69	76	-10
Provision of on road bike paths	62	66	73	-11



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