



# Hobsons Bay City Council Annual Community Survey

**HOBSONS  
BAY CITY  
COUNCIL**



Report | June 2017

  
**KEYRESEARCH**

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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

### Research Objectives

- Assess satisfaction among the community in relation to services, facilities and other activities of the Hobsons Bay City Council
- To identify opportunities for improvement that would be valued by the community and how these should be prioritised

### Methodology

- A statistically robust survey conducted door to door with a sample of 801 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 Census 2011
- At an aggregate level the sample has an expected 95% confidence interval (margin of error) of  $\pm 3.5\%$
- Interviewing took place between 20 February and 28 March 2017
- The 2017 survey used a new questionnaire that is designed to provide for a wider review of the community perceptions of Council including reputation and value for money. The structure is also designed to facilitate additional analysis to help determine opportunities and how these should be prioritised. Since individual questions and their order may have changed relative to prior surveys, results may not be directly comparable
- 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 largely satisfied with the various services, facilities and infrastructure that are provided and maintained by Council, and in most instances results are in line with those from the prior year. At an aggregate level the overall satisfaction index score is 66. For comparative purposes, the 2016 index score was 70

2

The Hobsons Bay City Council has a particularly strong reputation profile with 58% of community members having a positive emotional connection and recognising that Council is doing a good job. Community members younger than 44 and older than 64, as well as those speaking a language other than English at home are noted for having a positive perception. There are fewer people with positive emotional connections in the Altona – Seaholme precinct than other precincts

3

While satisfaction with services and facilities is high, community members are less satisfied with the reputation of Council and do not believe that rates represent value for money. Reputation has a high impact on overall perceptions and demonstrating quality financial management has potential to further improve overall perceptions

4

Almost half of community members are interacting with Council annually to make enquiries, or lodge complaints or raise issues. Satisfaction with the service provided is high with 64% being very satisfied (% scoring 8-10). Evaluation of the service is mostly influenced by the courtesy of the service and the provision of information about Council and its services

5

There is potential for Council to further improve perceptions by promoting the various services, facilities and infrastructure where its performance is high. These aspects are not currently having a great deal of impact and accordingly, communicating what Council is already doing well may give it better recognition and work positively with perceptions of value

6

While not specifically identified as high priorities, there is some evidence to suggest that community members would value improvements in disability services, provision and maintenance of street trees, footpath maintenance and repairs, and building control and town planning





## Drivers of Overall Satisfaction



## Drivers of Overall Satisfaction

- A driver analysis framework is used to determine how the various reputation, service and value elements impact community members' overall evaluation of Council. The model is essentially concerned with determining 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 importance scores has been refined and are similar to the 2016 survey
- The overall performance evaluation is most strongly influenced by reputation, more so than the various services, infrastructure and facilities provided and value for money. Reputation is a combination of financial management, leadership, transparency and trust. It is a reasonably strong driver of overall perception of Council and as the evaluation on the measure is low, Council should focus on this
- If Council wants to improve perceptions of value for money, this is best achieved by focusing on demonstrating that rates are fair and reasonable as well as fees for other services

## Drivers of Overall Satisfaction

- In terms of Council communication the council's website and quarterly newsletter *Hobsons Bay Community News* have been identified as having a higher impact on performance compared to social media (Facebook and Twitter)
- Protection and enhancement of foreshore has a high impact on overall perceptions of Council's environment activities, followed by sustainability policy development
- Building control and town planning are both areas of opportunity as performance is low and impact is high when compared to other regulatory services
- 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 the sample base, these services have been excluded from the overall impact driver model calculations
  - Aged services and support has the highest impact and as performance is already relatively high, the strategy would be to maintain performance and look at disability services for improvements
  - Having the highest impact and lowest performance of children's services, occasional care and family day care represents the best opportunity for improving overall perceptions



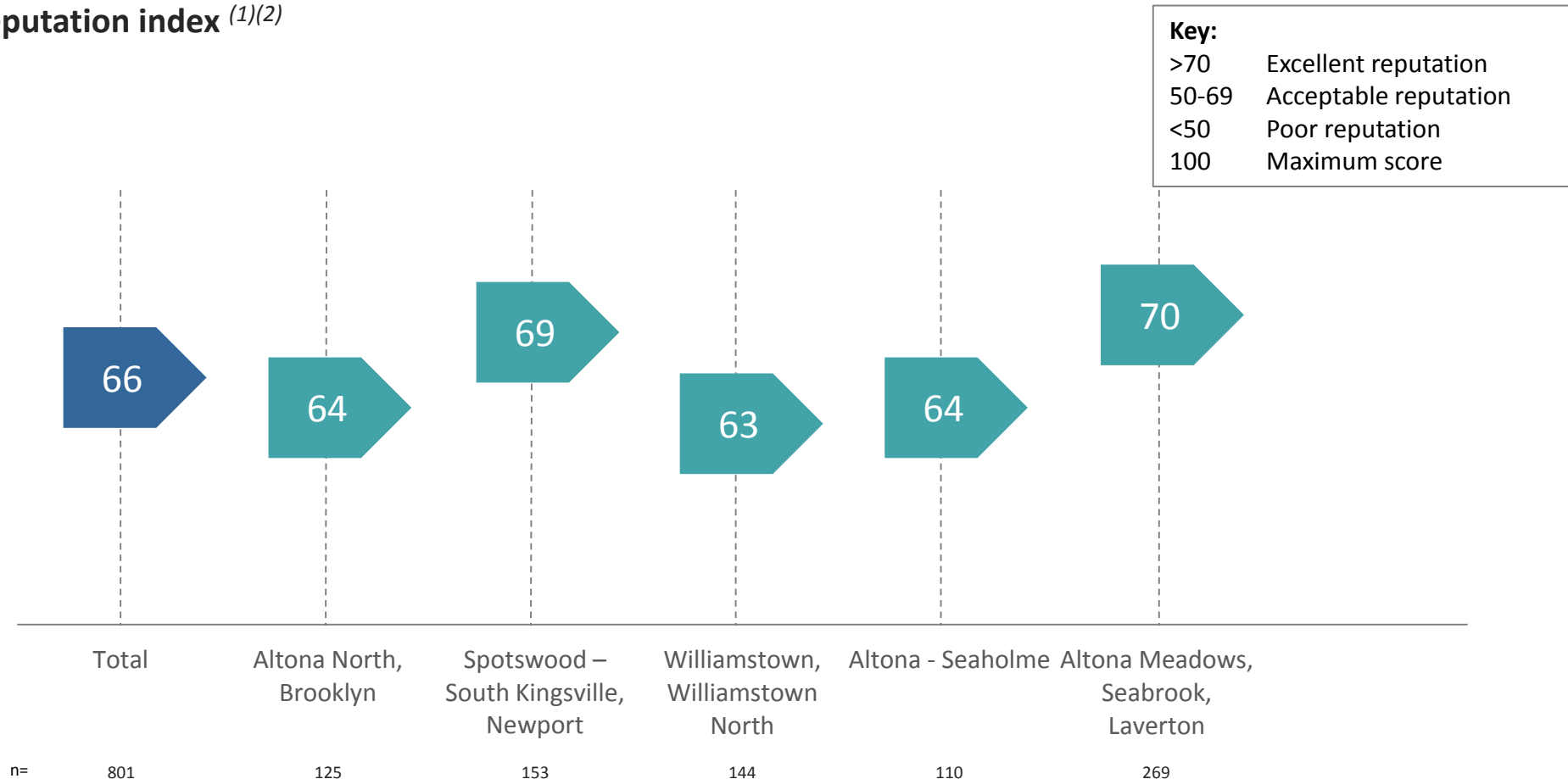
## Understanding Reputation





Hobsons Bay City Council has an acceptable reputation and this is strongest among Altona Meadows, Seabrook and Laverton households

## Reputation index <sup>(1)(2)</sup>



**NOTES:**

1. Sample: n=801

2. REP5: So considering, leadership, trust, financial management and quality of services provided, how would you rate the Council for its overall reputation?

## Reputation index

- Hobsons Bay City Council has a high proportion (58%) of community members who believe that Council is doing a good job and have a positive emotional connection
- Although residents from Altona North and Brooklyn have fewer community members who view Council as competent, the percentage who have a positive emotional connection with Council but believe that performance could be better is higher than other precincts
- Altona-Seaholme community members appear to be more likely than others to have doubts and mistrust in Council's performance
- Middle aged people, aged between 45 and 64 years, are considerably less likely to believe that Council is doing a good job and have a positive emotional connection and more likely to be sceptical compared to the younger and older age groups



## Overall Satisfaction





## The questionnaire, rating scale, and categorisation for reporting satisfaction and importance scores have been refined and are similar to the previous years survey

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 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

When making direct comparisons to previous survey results, slight variations could potentially be attributed to differences in questionnaire layout and question wording, methodology, scale, and index score calculations. With the survey design and reporting of results, every effort has been made to minimise any potential for variation.

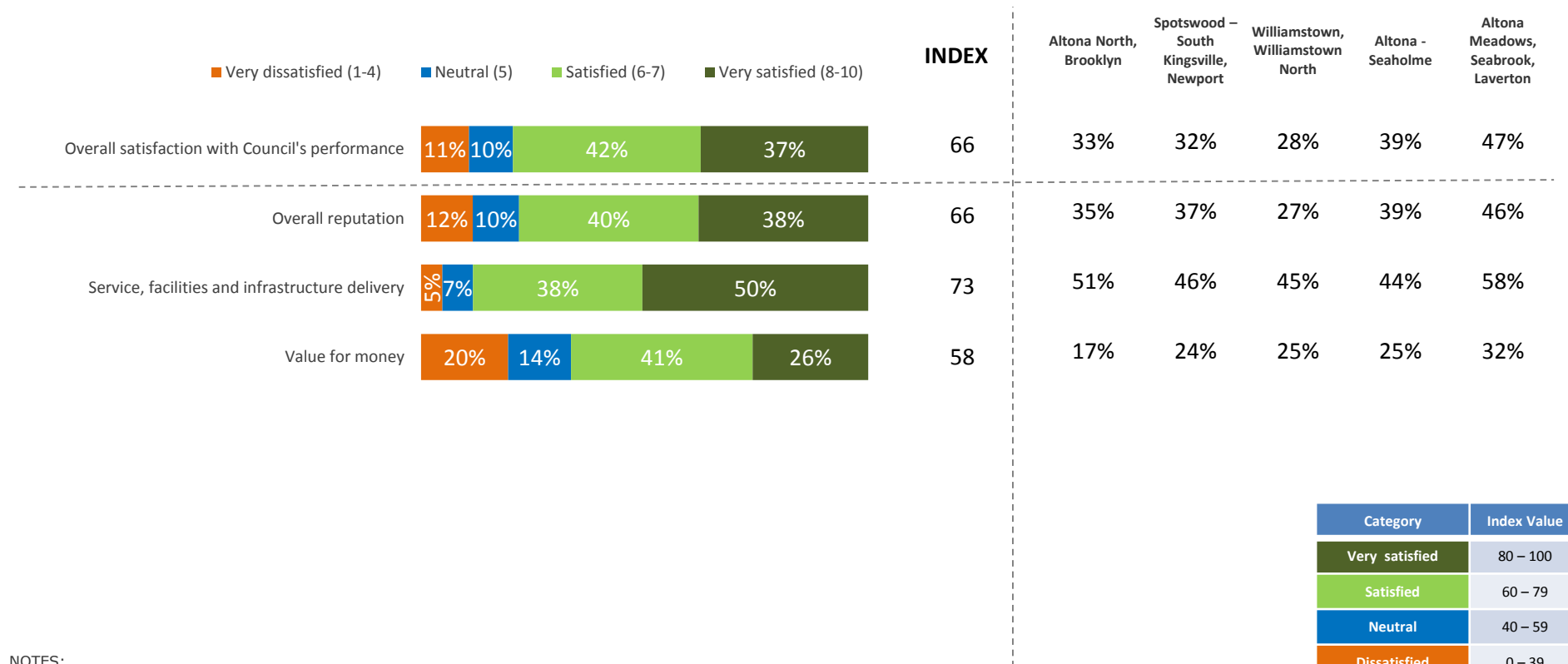
Due to adopting the mandatory calculation measures as stipulated by the Local Government Performance Reporting Framework (LGPRF), no significant impact can be attributed directly to the change in scale when reporting index scores.



Services, facilities and infrastructure delivery are evaluated highly, however there is a lower level of satisfaction in relation to overall value for money

## Satisfaction: Overall level drivers <sup>(1)(2)(3)(4)(5)</sup>

### Satisfaction by precinct (% scoring 8-10)



#### NOTES:

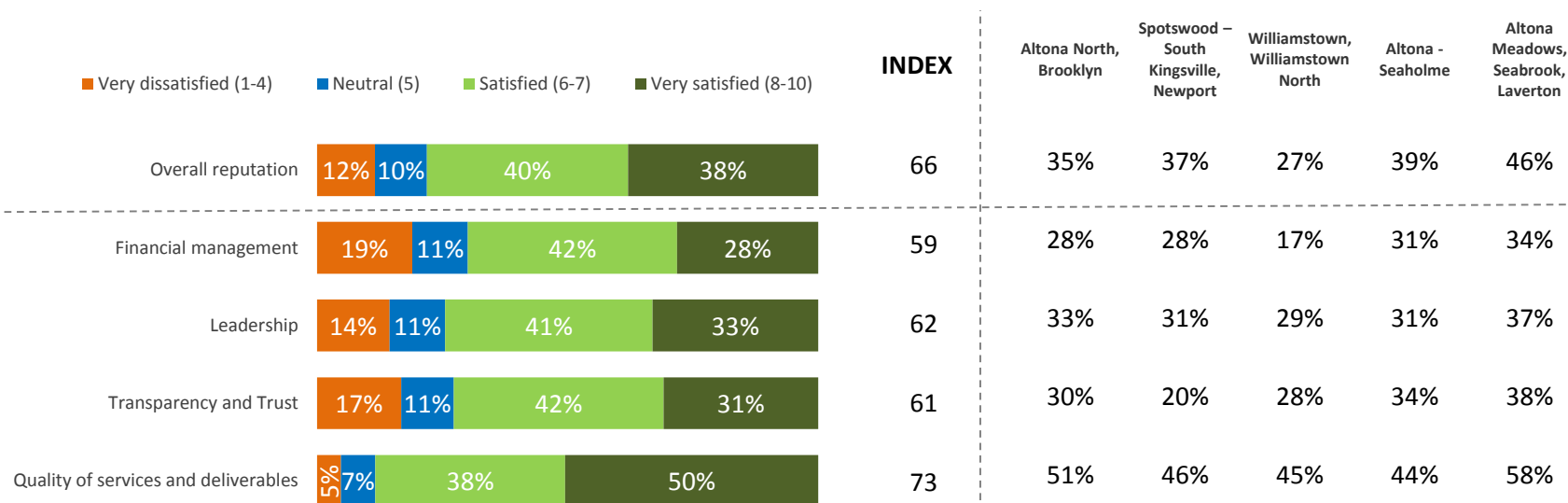
- Sample: n=801
- OP1. Everything considered; reputation, services and facilities, and value for money, how satisfied are you with the overall performance of the Council over the past twelve months?
- REP5. So considering, leadership, trust, financial management and also taking into account the quality of services provided, how would you rate the Council for its overall reputation?
- OVLSV. When you think of all the services, facilities and activities that we have gone through that Council provides; so health and aged care, children's services, facilities and events, parks and reserves, waste services, roads and footpaths, communication, economic development, environment activities, and regulatory services. 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?



In terms of Council reputation, satisfaction with financial management, leadership, and transparency and trust is lower than with the quality of services and deliverables

## Satisfaction: Reputation <sup>(1)(2)(3)(4)(5)(6)</sup>

### Satisfaction by precinct (% scoring 8-10)



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

#### NOTES:

1. Sample: n=801
2. REP1. Leadership - Being committed to creating a great City, being in touch with the community and setting clear direction...
3. REP2. Transparency and Trust - how open and transparent Council is, and how you would rate Council as trustworthy?
4. REP3. Financial management - how appropriately it invests in the City, how wisely it spends and avoids waste, and its transparency around spending.
5. OVLSV. When you think of all the services, facilities and activities that we have gone through that Council provides; so health and aged care, children's services, facilities and events, parks and reserves, waste services, roads and footpaths, communication, economic development, environment activities, and regulatory services. Overall, how satisfied are you with the services, facilities and activities that Council provides?
6. REP5. 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 satisfied (% scoring 6-10) with fees for other services being fair and reasonable (68%) than with rates being fair and reasonable (61%)

## Satisfaction: Value for money <sup>(1)(2)(3)</sup>

### Satisfaction by precinct (% scoring 8-10)

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

#### INDEX

Overall value for money



58

Rates being fair and reasonable



54

Fees for other services being fair and reasonable



60

Altona North, Brooklyn	Spotswood – South Kingsville, Newport	Williamstown, Williamstown North	Altona - Seaholme	Altona Meadows, Seabrook, Laverton
17%	24%	25%	25%	32%
14%	18%	22%	22%	30%
14%	22%	27%	26%	33%

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

#### NOTES:

1. Sample: n=578; 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?

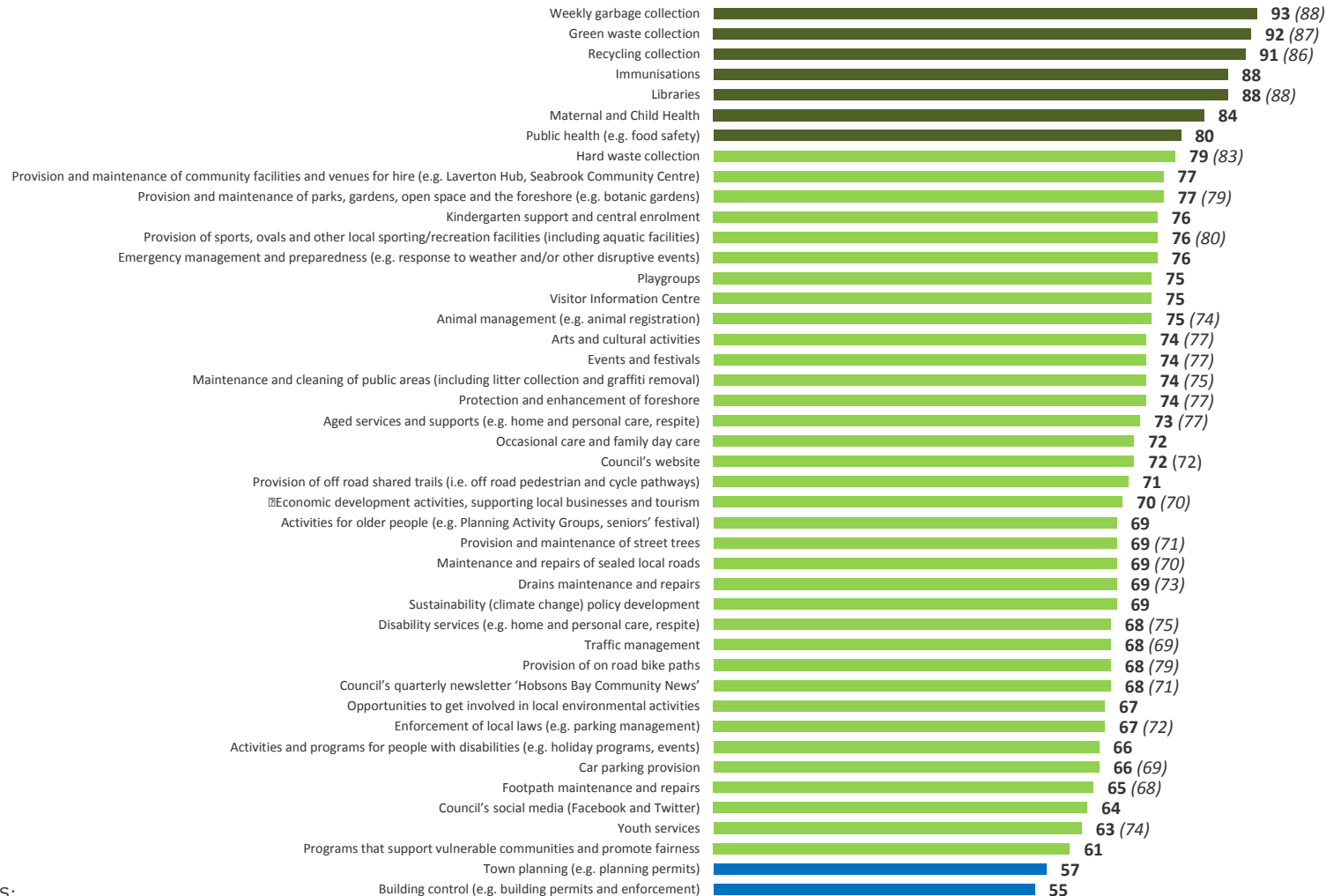


## Satisfaction with services and facilities





## Satisfaction index ranking and comparison to previous scores <sup>(1)(2)</sup>



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

XX = 2017  
(xx) = 2016

### NOTES:

1. Sample: n=801
2. The 2016 scores provided for comparison were derived using a similar, although not identical questionnaire and rating scale

More than half of respondents (57%) are very satisfied (% 8-10) with aged services and support, while fewer respondents (37%) were very satisfied with youth services

## Satisfaction: Health and Aged Care Services <sup>(1)(2)(3)</sup>

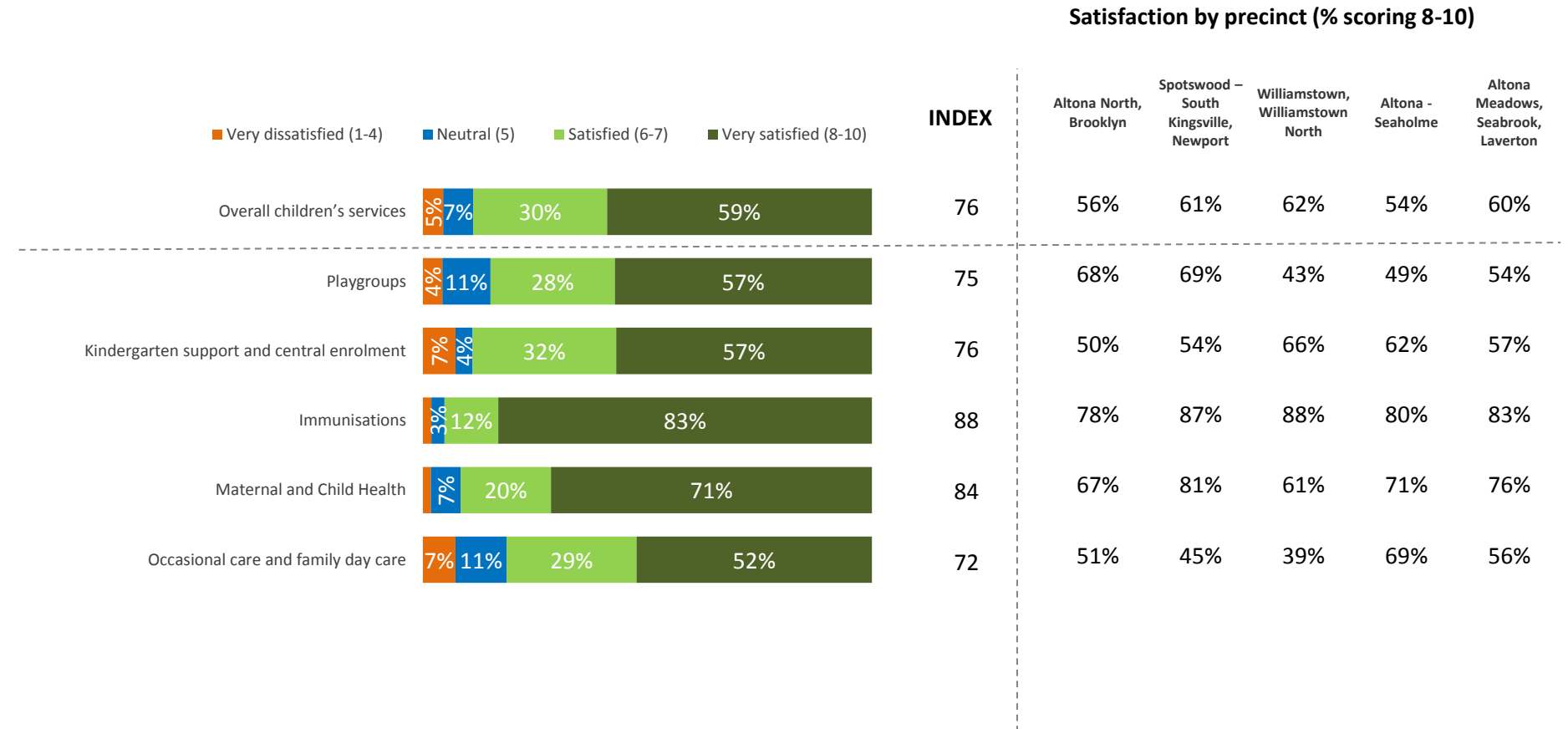
Satisfaction by precinct (% scoring 8-10)										
<div><div></div>Dissatisfied (1-4)<div></div>Neutral (5)<div></div>Satisfied (6-7)<div></div>Very satisfied (8-10)</div>					INDEX	Altona North, Brooklyn	Spotswood – South Kingsville, Newport	Williamstown, Williamstown North	Altona - Seaholme	Altona Meadows, Seabrook, Laverton
Overall health and aged care services	8%	13%	34%	46%	69	38%	57%	47%	39%	53%
Youth services	19%	11%	34%	37%	63	24%	70%	44%	40%	38%
Aged services and supports	10%	8%	26%	57%	73	43%	100%	60%	56%	62%
Activities for older people	11%	10%	31%	48%	69	47%	50%	34%	42%	59%
Disability services	16%	13%	22%	49%	68	41%	60%	49%	54%	53%
Activities and programs for people with disabilities	20%	11%	24%	46%	66	42%	87%	34%	24%	56%
Programs that support vulnerable communities and promote fairness	22%	8%	25%	45%	61	39%	75%	27%	51%	56%

### NOTES:

1. Sample: n=801
2. 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'
3. HE3. How would you rate your satisfaction with Council overall for its health and aged care services?

Immunisation has a high level of satisfaction with just over eight in ten respondents (83%) being very satisfied (% 8-10) with this children's service

## Satisfaction: Children's Services <sup>(1)(2)(3)</sup>

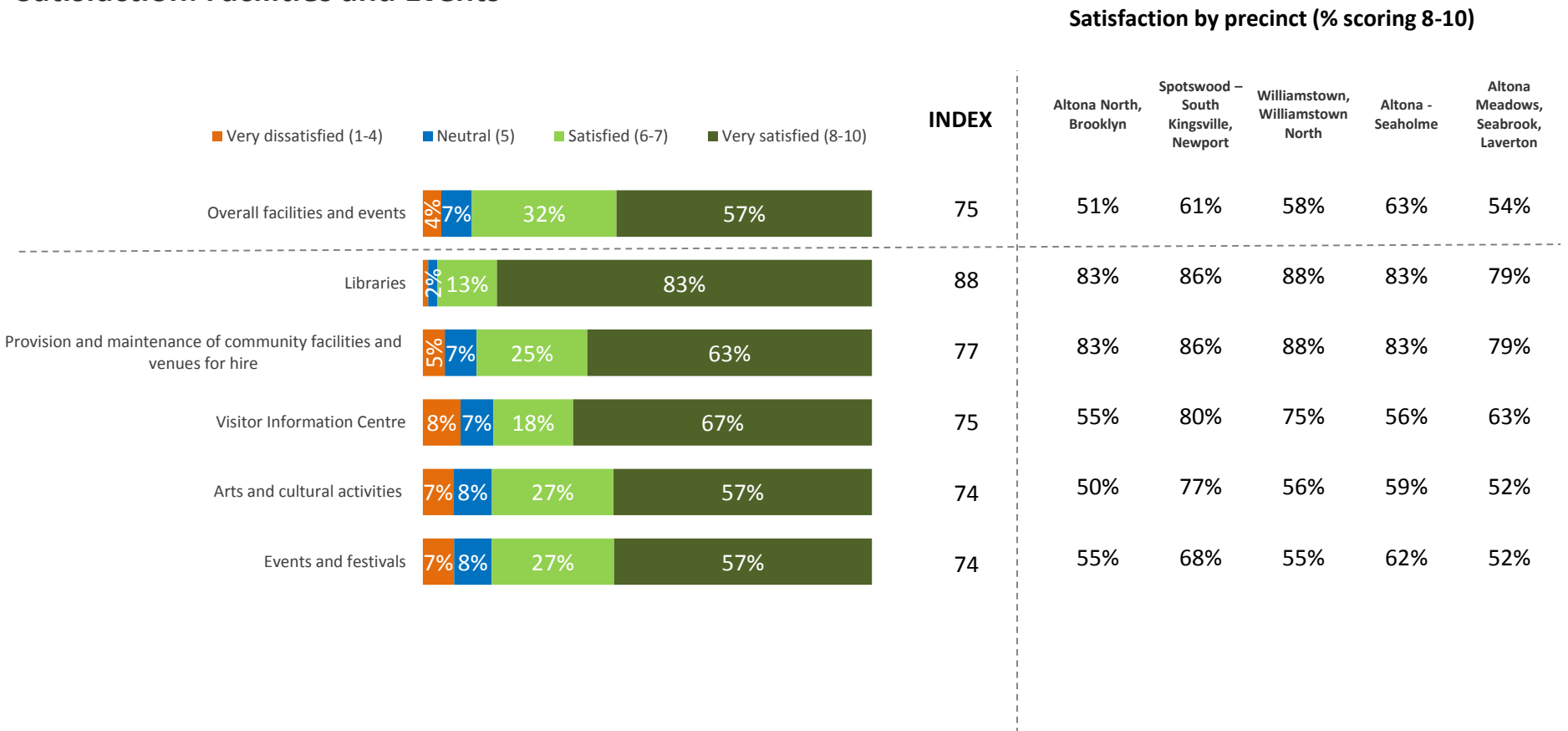


### NOTES:

1. Sample: n=801
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?

There are more community members in the Spotswood – South Kingsville, Newport precinct that are satisfied with arts and cultural activities than in any other precinct

## Satisfaction: Facilities and Events <sup>(1)(2)(3)</sup>



### NOTES:

1. Sample: n=801
2. 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'
3. FE3. Overall how satisfied are you with Council's facilities and events?



A greater number of community members (13%) are dissatisfied with provision and maintenance of street trees when compared to other parks, reserves and public area services

## Satisfaction: Parks, Reserves and Public Areas <sup>(1)(2)(3)</sup>

### Satisfaction by precinct (% scoring 8-10)

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

#### INDEX

	<div><div></div>Very dissatisfied (1-4)</div>	<div><div></div>Neutral (5)</div>	<div><div></div>Satisfied (6-7)</div>	<div><div></div>Very satisfied (8-10)</div>	INDEX	Altona North, Brooklyn	Spotswood – South Kingsville, Newport	Williamstown, Williamstown North	Altona - Seaholme	Altona Meadows, Seabrook, Laverton
Overall parks, reserves and public areas	5%	5%	28%	62%	76	49%	62%	62%	74%	63%
Maintenance and cleaning of public areas	7%	7%	30%	56%	74	52%	50%	58%	62%	57%
Provision and maintenance of street trees	13%	9%	28%	51%	69	50%	52%	43%	62%	51%
Provision and maintenance of parks, gardens, open space and the foreshore	6%	6%	24%	64%	77	62%	62%	67%	76%	60%
Provision of sports, ovals and other local sporting/ recreation facilities (incl. aquatic facilities)	6%	7%	23%	64%	76	62%	61%	61%	78%	62%

#### NOTES:

1. Sample: n=408
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?



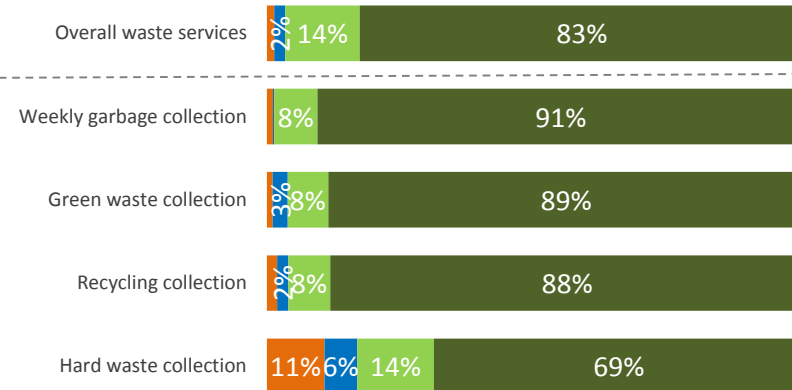
Community members are mostly very satisfied with waste services and collection, with the exception of hard waste collection where one in ten (11%) are dissatisfied with this service

## Satisfaction: Waste Services <sup>(1)(2)(3)</sup>

### Satisfaction by precinct (% scoring 8-10)

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

#### INDEX



88

93

92

91

79

Altona North, Brooklyn	Spotswood – South Kingsville, Newport	Williamstown, Williamstown North	Altona - Seaholme	Altona Meadows, Seabrook, Laverton
81%	80%	84%	79%	86%
89%	87%	91%	86%	95%
85%	89%	90%	84%	91%
90%	85%	89%	85%	91%
71%	64%	66%	63%	75%

#### NOTES:

- Sample: n=801
- 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?

Of all the roads and footpath services provided by Council, footpath maintenance and repairs is the service with the least satisfied (41%) and most dissatisfied (16%) community members

## Satisfaction: Roads and Footpaths <sup>(1)(2)(3)</sup>

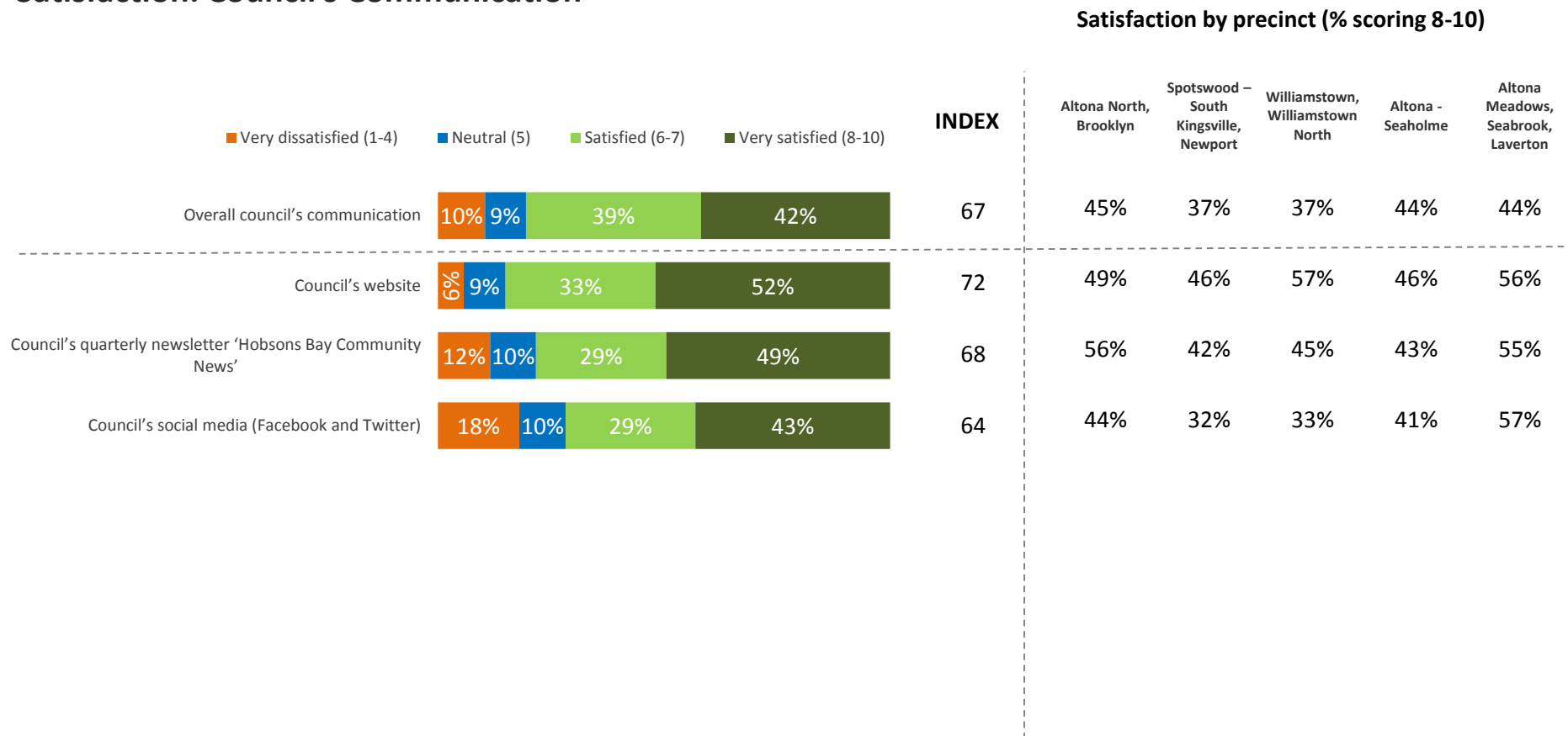
					Satisfaction by precinct (% scoring 8-10)					
					INDEX	Altona North, Brooklyn	Spotswood – South Kingsville, Newport	Williamstown, Williamstown North	Altona - Seaholme	Altona Meadows, Seabrook, Laverton
<div><div></div> Very dissatisfied (1-4)</div>					<div></div> Neutral (5)	<div></div> Satisfied (6-7)	<div></div> Very satisfied (8-10)			
Overall roads and footpaths	11%	8%	36%	44%	68	50%	38%	35%	48%	48%
Traffic management	14%	10%	31%	46%	68	53%	43%	41%	48%	46%
Car parking provision	14%	11%	35%	41%	66	47%	33%	31%	40%	47%
Maintenance and repairs of sealed local roads	13%	9%	30%	48%	69	50%	36%	35%	56%	58%
Footpath maintenance and repairs	16%	11%	32%	41%	65	46%	35%	28%	50%	45%
Provision of on road bike paths	14%	10%	30%	46%	68	44%	37%	37%	54%	55%
Provision of off road shared trails	10%	9%	31%	50%	71	48%	37%	50%	58%	55%
Drains maintenance and repairs	12%	11%	25%	51%	69	47%	43%	38%	53%	63%

### NOTES:

1. Sample: n=801
2. 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'
3. RF3. Overall how satisfied are you with Council's roads and footpaths?

There are fewer satisfied community members with Council's social media efforts as there are with the Council's website

## Satisfaction: Council's Communication <sup>(1)(2)(3)</sup>



### NOTES:

1. Sample: n=801
2. 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'
3. CM3. Overall how satisfied are you with Council's communication?



Almost half of community members (46%) are very satisfied (% scoring 8-10) with economic development activities, supporting local businesses and tourism

## Satisfaction: Economic Development <sup>(1)(2)</sup>

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

Economic development activities, supporting local businesses and tourism



**INDEX**

70

### Satisfaction by precinct (% scoring 8-10)

Altona North, Brooklyn	Spotswood – South Kingsville, Newport	Williamstown, Williamstown North	Altona - Seaholme	Altona Meadows, Seabrook, Laverton
37%	42%	39%	50%	55%

#### NOTES:

1. Sample: n=801
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'

More than half of the community (55%) are very satisfied (% scoring 8-10) with the protection and enhancement of the foreshore

## Satisfaction: Council's Environment Activities <sup>(1)(2)(3)</sup>

### Satisfaction by precinct (% scoring 8-10)

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

#### INDEX

						Altona North, Brooklyn	Spotswood – South Kingsville, Newport	Williamstown, Williamstown North	Altona - Seaholme	Altona Meadows, Seabrook, Laverton
Overall council's environment activities	8%	6%	41%	45%	70	44%	43%	47%	45%	44%
Sustainability (climate change) policy development	10%	8%	38%	44%	69	53%	42%	39%	45%	43%
Opportunities to get involved in local environmental activities	11%	9%	39%	41%	67	45%	39%	43%	45%	38%
Protection and enhancement of foreshore	7%	8%	30%	55%	74	58%	52%	59%	62%	52%

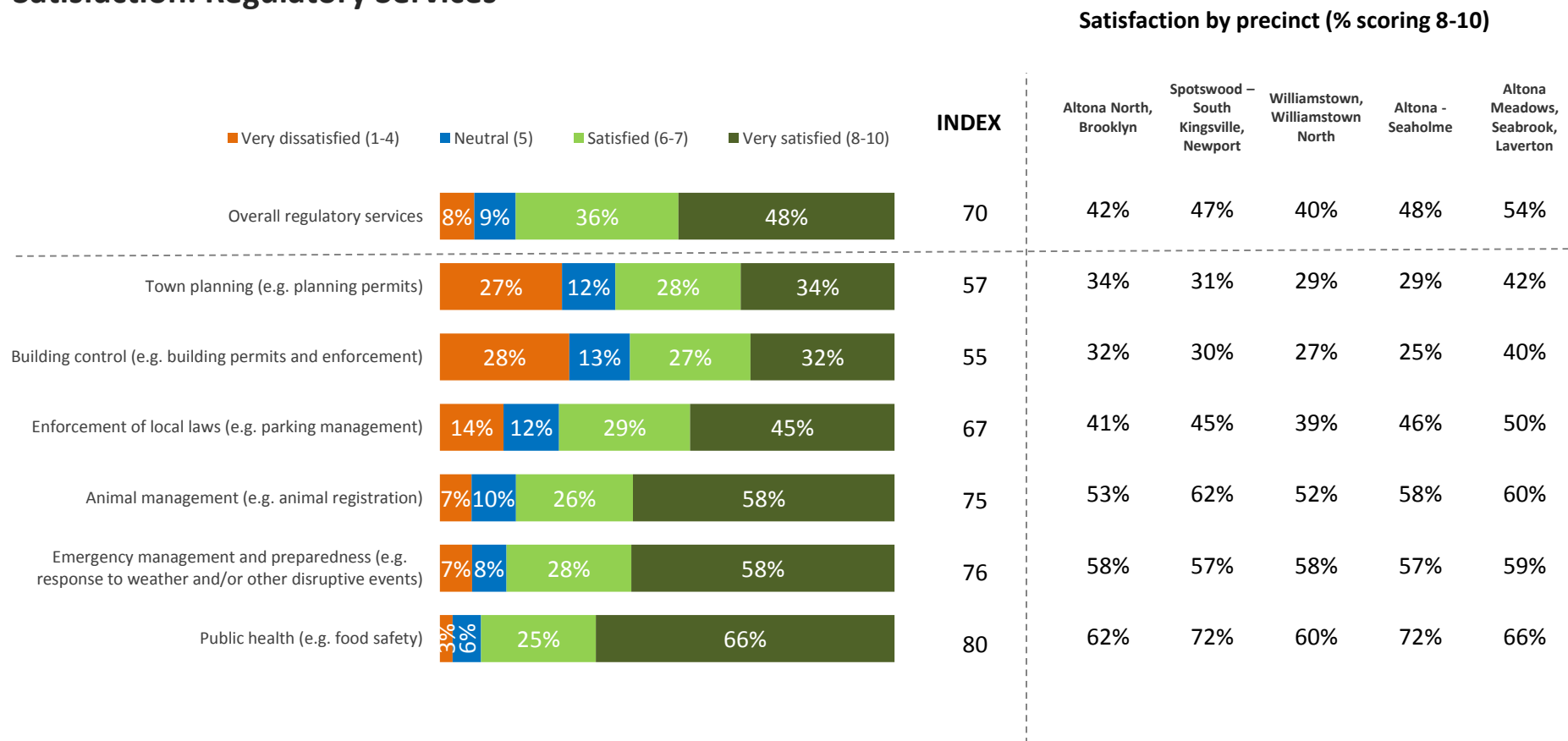
#### NOTES:

1. Sample: n=801
2. 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'
3. EA3. Overall how satisfied are you with Council's environment activities?



Nearly twice as many community members are very satisfied with public health services (66%) than they are with building control (32%) and town planning services (34%)

## Satisfaction: Regulatory Services <sup>(1)(2)(3)</sup>



### NOTES:

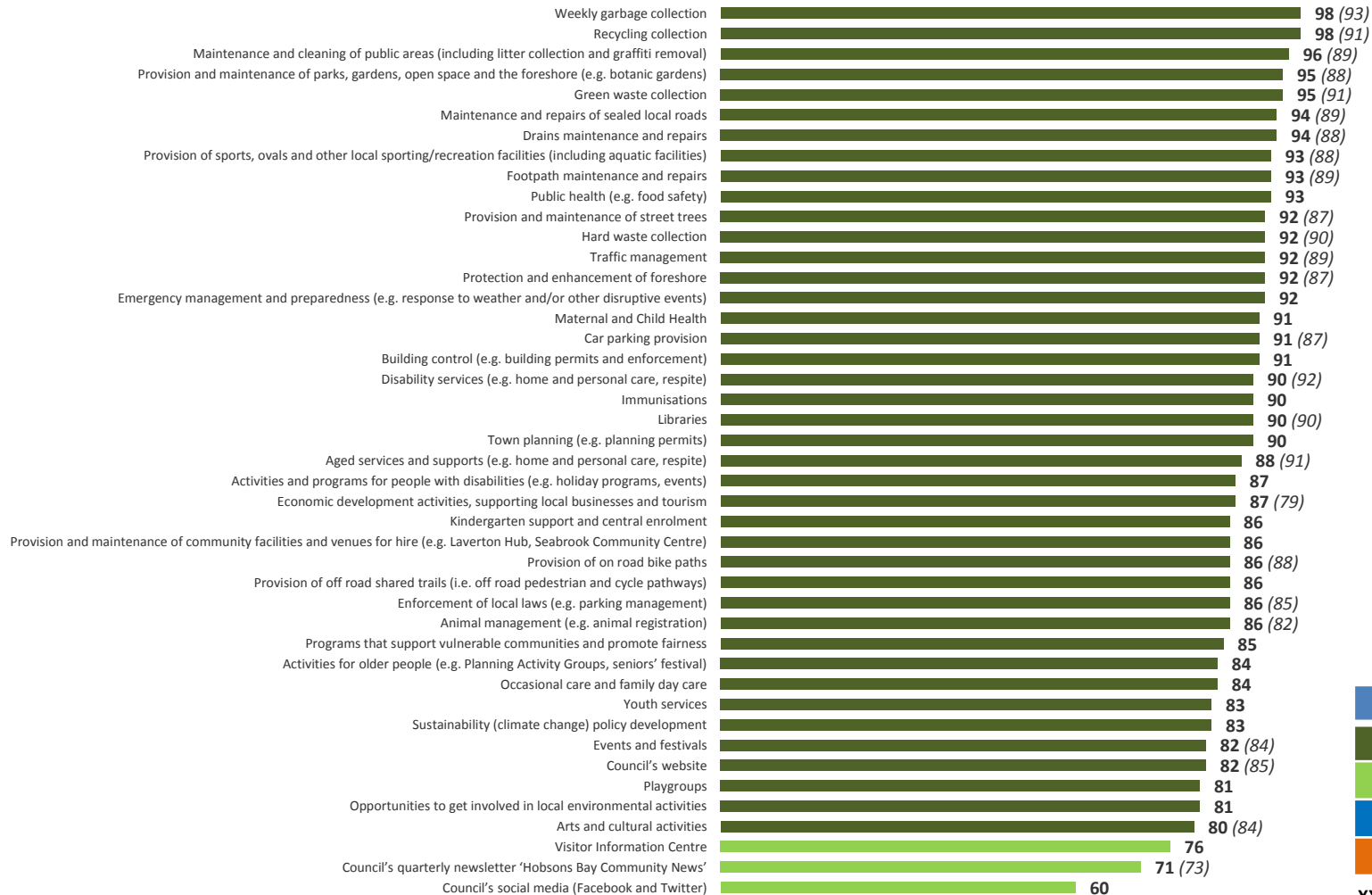
1. Sample: n=801
2. RS2. If you have used or experienced the following services in the previous 12 months, please rate your satisfaction with their performance on the scale from 1 to 10 where 1 is 'very dissatisfied' and 10 is 'very satisfied'
3. RS3. Overall how satisfied are you with Council's regulatory services?



## Importance of services and facilities



## Importance index ranking and comparison to previous scores <sup>(1)(2)</sup>



Category	Index Value
Very important	80 – 100
Important	60 – 79
Neutral	40 – 59
Not important	0 – 39

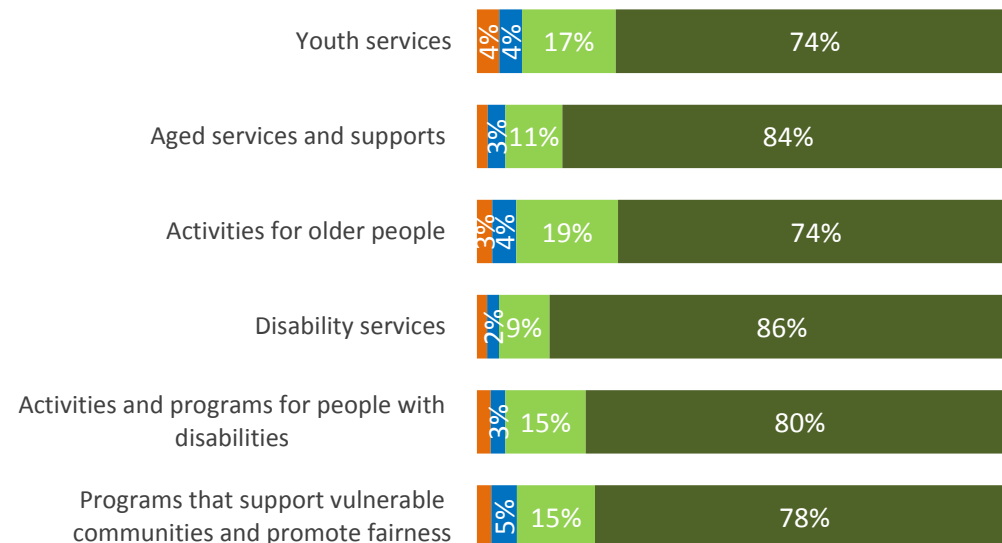
XX = 2017  
(xx) = 2016



More community members feel that disability services is very important when compared to other health and aged care services delivered by the Council to the community

## Importance: Health and Aged Care Services <sup>(1)(2)</sup>

■ Not important (1-4)
 ■ Neutral (5)
 ■ Important (6-7)
 ■ Very important (8-10)



### INDEX

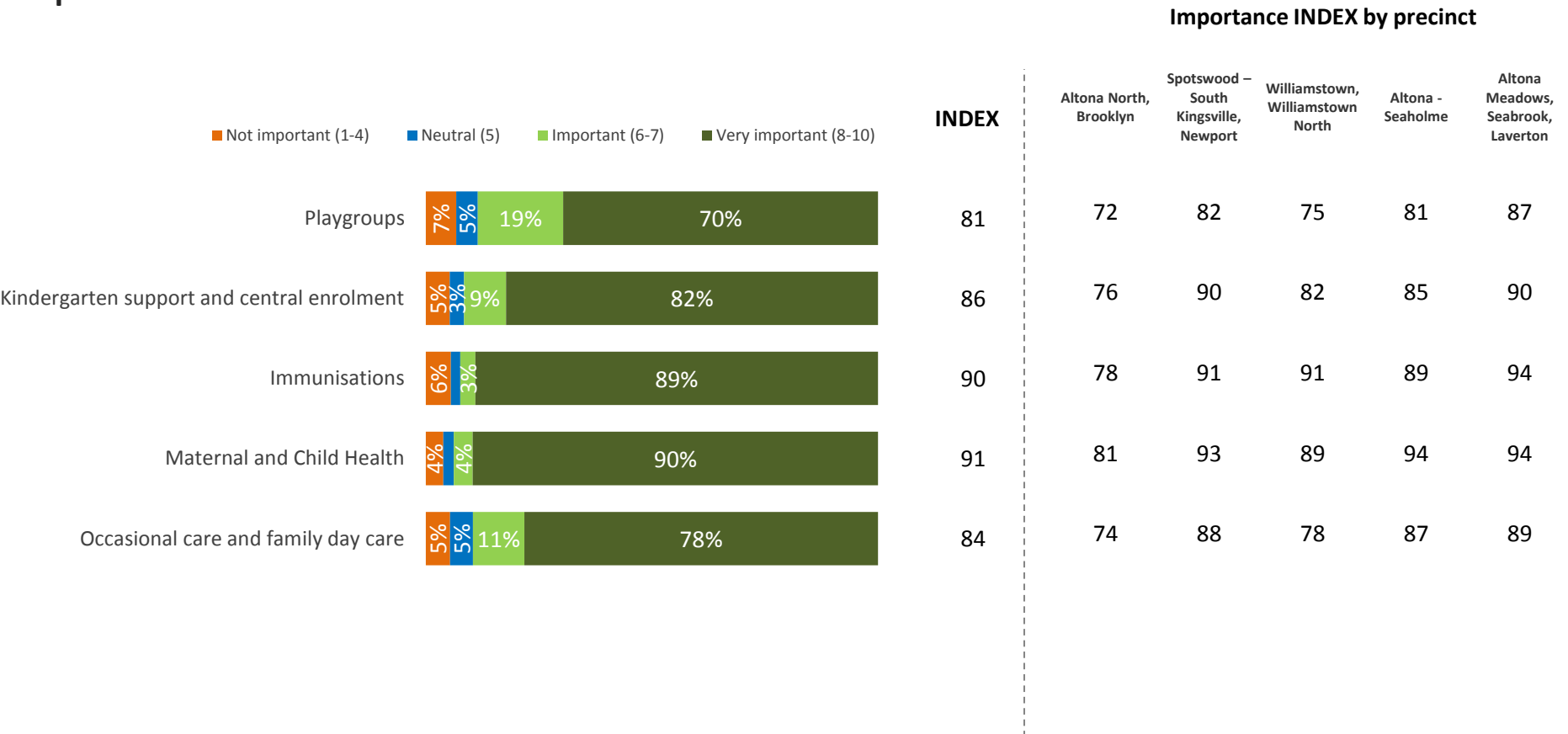
### Importance INDEX by precinct

	Altona North, Brooklyn	Spotswood – South Kingsville, Newport	Williamstown, Williamstown North	Altona - Seaholme	Altona Meadows, Seabrook, Laverton
Youth services	76	83	84	81	86
Aged services and supports	86	88	88	88	90
Activities for older people	81	85	80	82	87
Disability services	87	90	87	89	92
Activities and programs for people with disabilities	87	88	80	86	91
Programs that support vulnerable communities and promote fairness	82	86	81	84	89



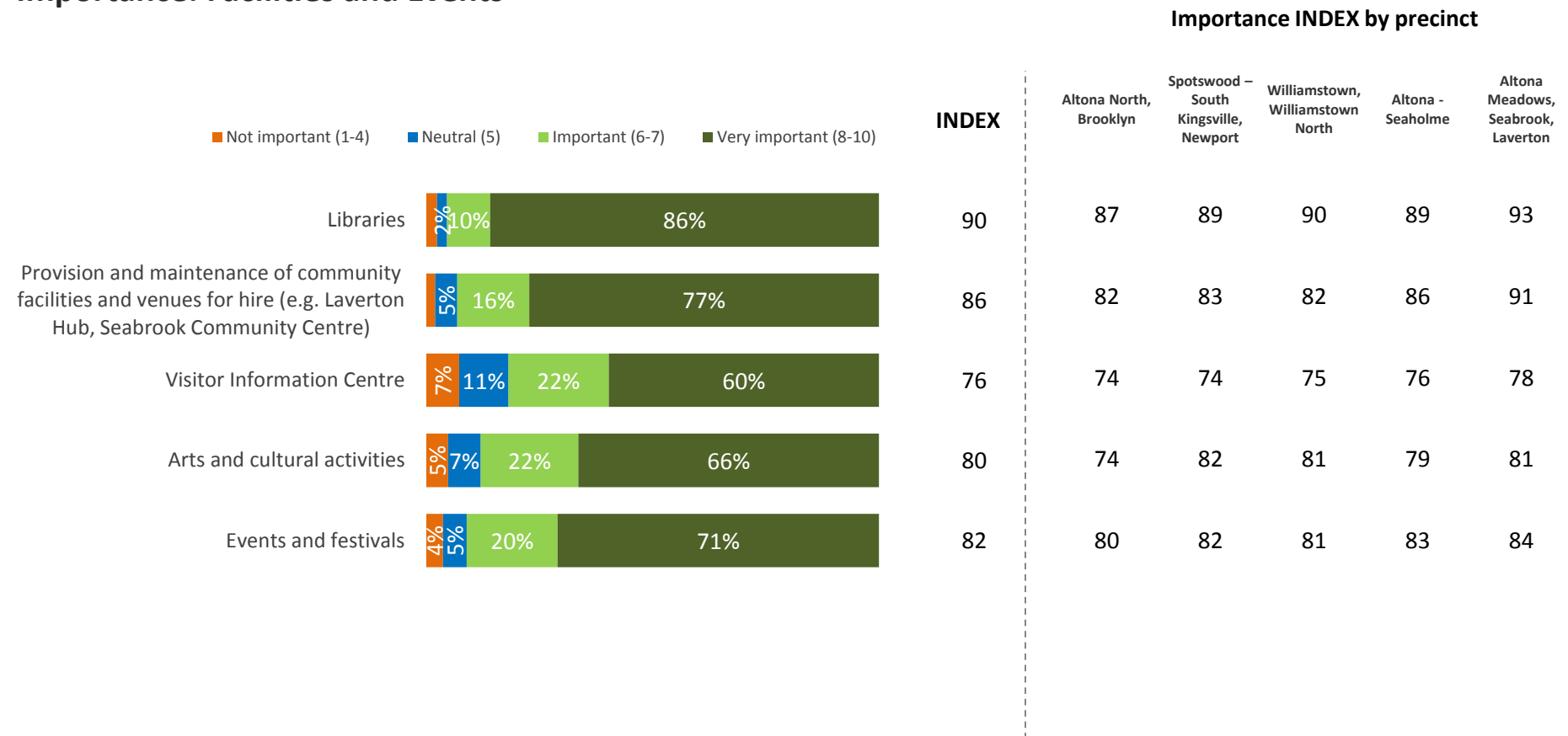
Maternal and child health, followed by immunisation are what most community members rate as being a very important children's service delivered by Council

## Importance: Children's Services <sup>(1)(2)</sup>



Just over eight in ten community members (86%) feel that libraries are a very important (% scoring 8-10) service that Council provides

## Importance: Facilities and Events <sup>(1)(2)</sup>



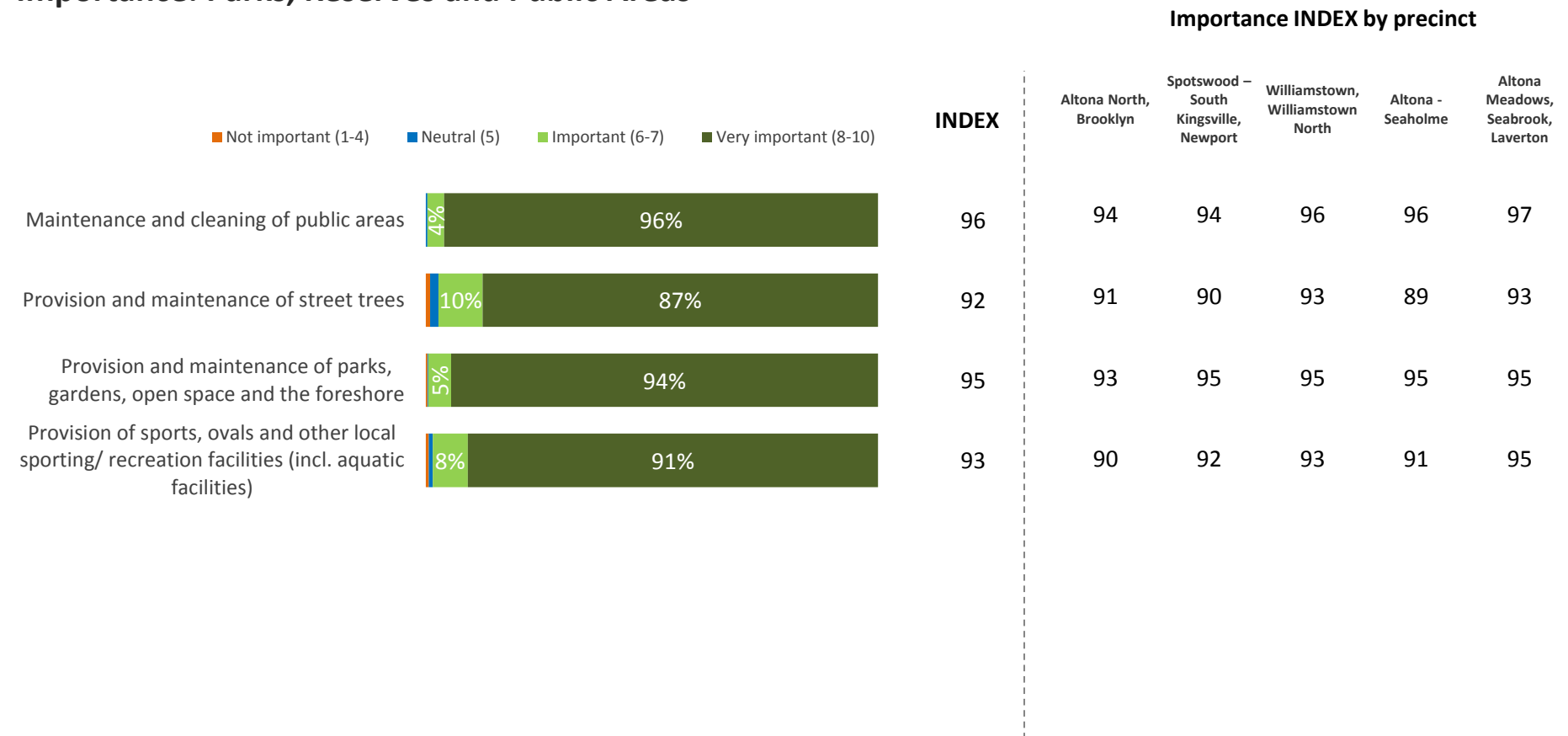
**NOTES:**

1. Sample: n=801

2. FE1. On a scale from 1 to 10 where 1 is 'not important' and 10 is 'very important', in your opinion, how important is it for Council to provide these facilities and events?

It is the opinion of all community members surveyed that the maintenance and cleaning of public areas is important (% scoring 6-10)

## Importance: Parks, Reserves and Public Areas <sup>(1)(2)</sup>



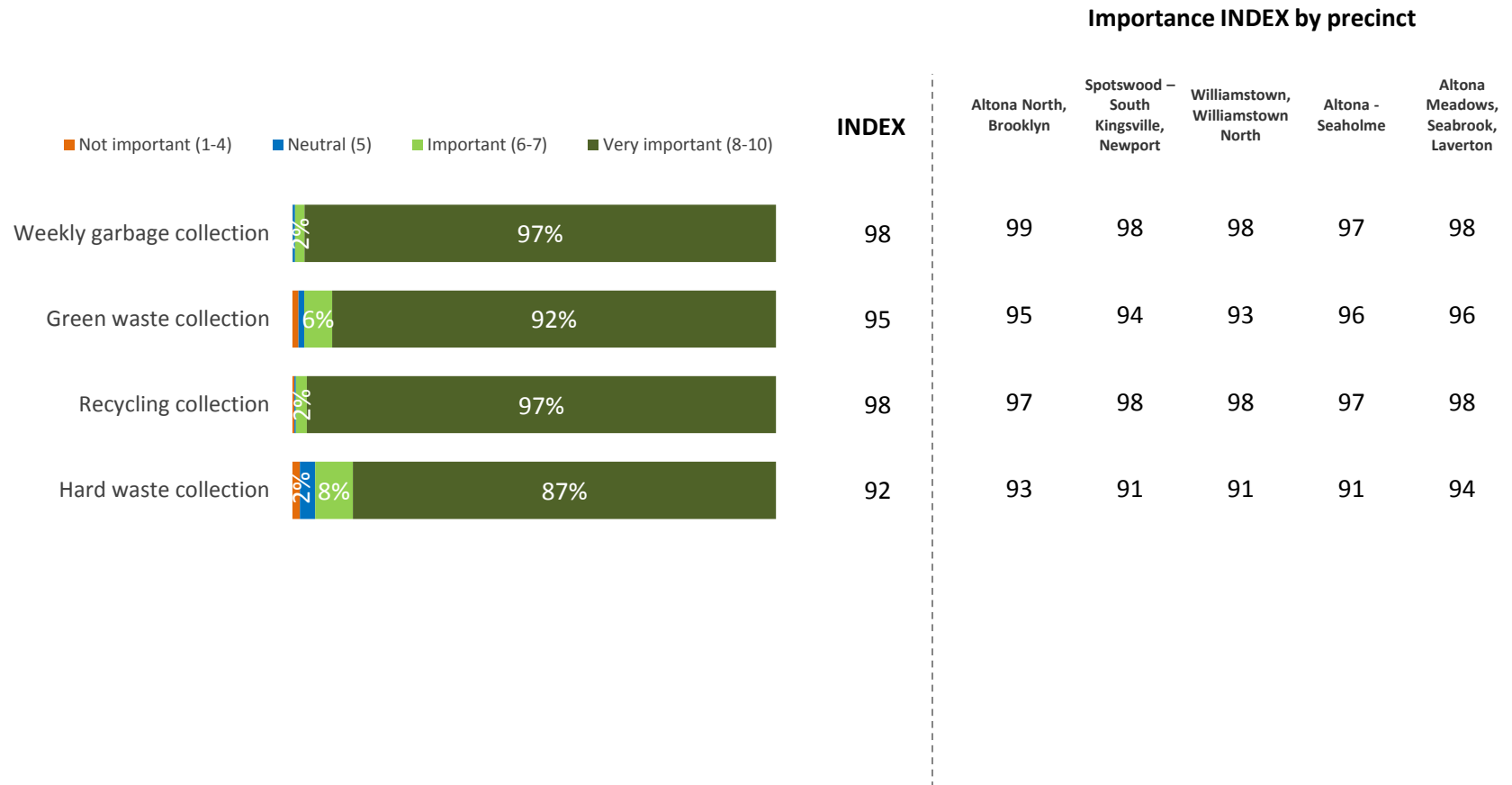
**NOTES:**

1. Sample: n=801

2. PR1. On a scale from 1 to 10 where 1 is 'not important' and 10 is 'very important', in your opinion, how important is it for Council to undertake or provide these facilities and services?

Although still regarded as important, hard waste collection is a waste service that fewer community members feel is as important as weekly garbage and recycling collection

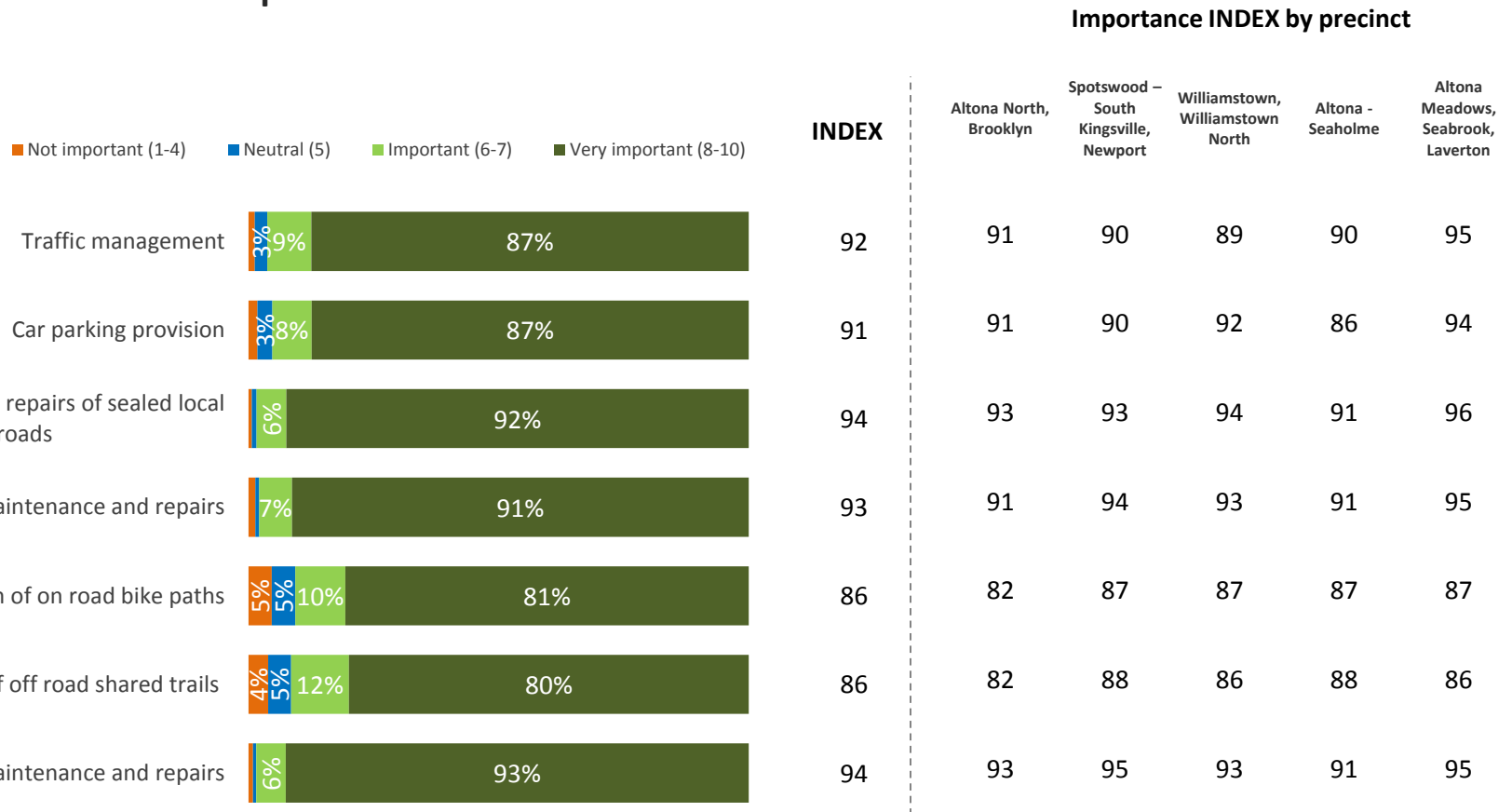
## Importance: Waste Services <sup>(1)(2)</sup>





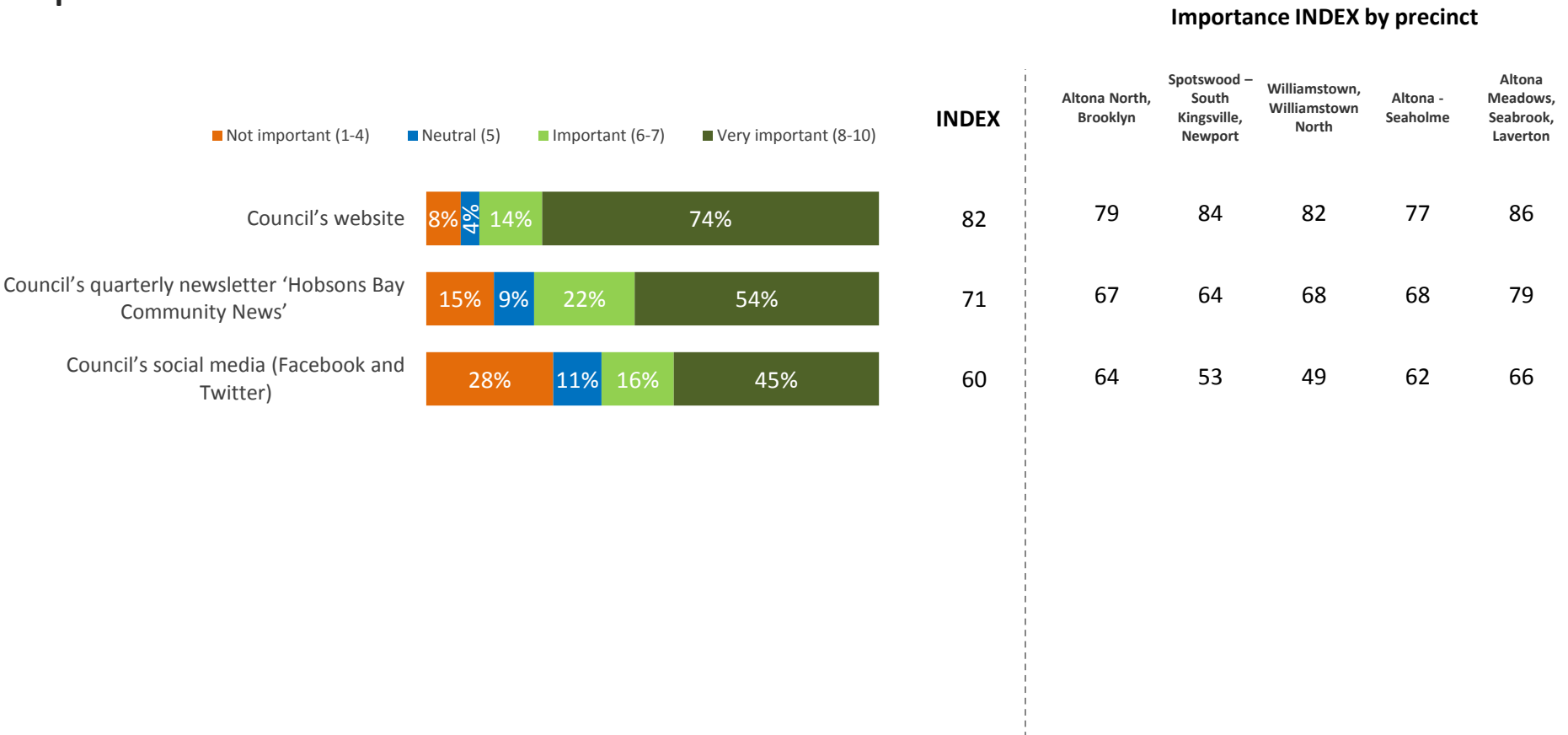
Eight out of ten (80%) community members are of the opinion that it is very important for Council to provide off road shared trails

## Importance: Roads and Footpaths <sup>(1)(2)</sup>



Less than half of community members (45%) are of the opinion that it is very important for Council to provide social media content on platforms such as Facebook and Twitter

## Importance: Council's Communication <sup>(1)(2)</sup>



It is the opinion of almost eight in ten community members (78%) that it is very important for Council to provide economic development activities and support local business and tourism

## Importance: Economic Development <sup>(1)(2)</sup>

■ Not important (1-4)
 ■ Neutral (5)
 ■ Important (6-7)
 ■ Very important (8-10)

Economic development activities, supporting local businesses and tourism



### INDEX

87

### Importance INDEX by precinct

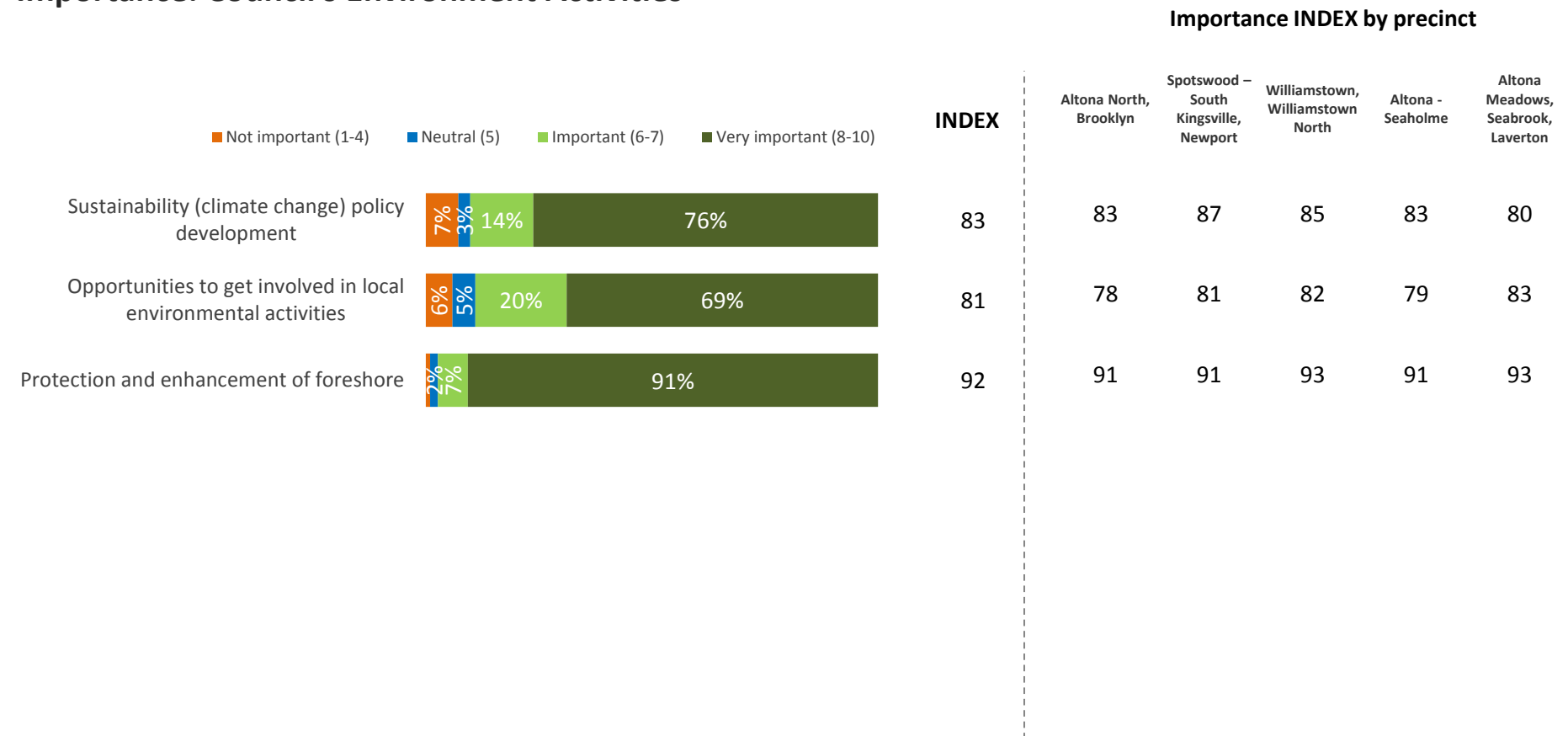
Altona North, Brooklyn	Spotswood – South Kingsville, Newport	Williamstown, Williamstown North	Altona - Seaholme	Altona Meadows, Seabrook, Laverton
87	85	85	82	90

#### NOTES:

- Sample: n=801
- EE1. On a scale from 1 to 10 where 1 is 'not important' and 10 is 'very important', in your opinion, how important is it for Council to provide...

A small number of community members (6%) are of the opinion that it is not important for Council to provide opportunities to get involved in local environmental activities

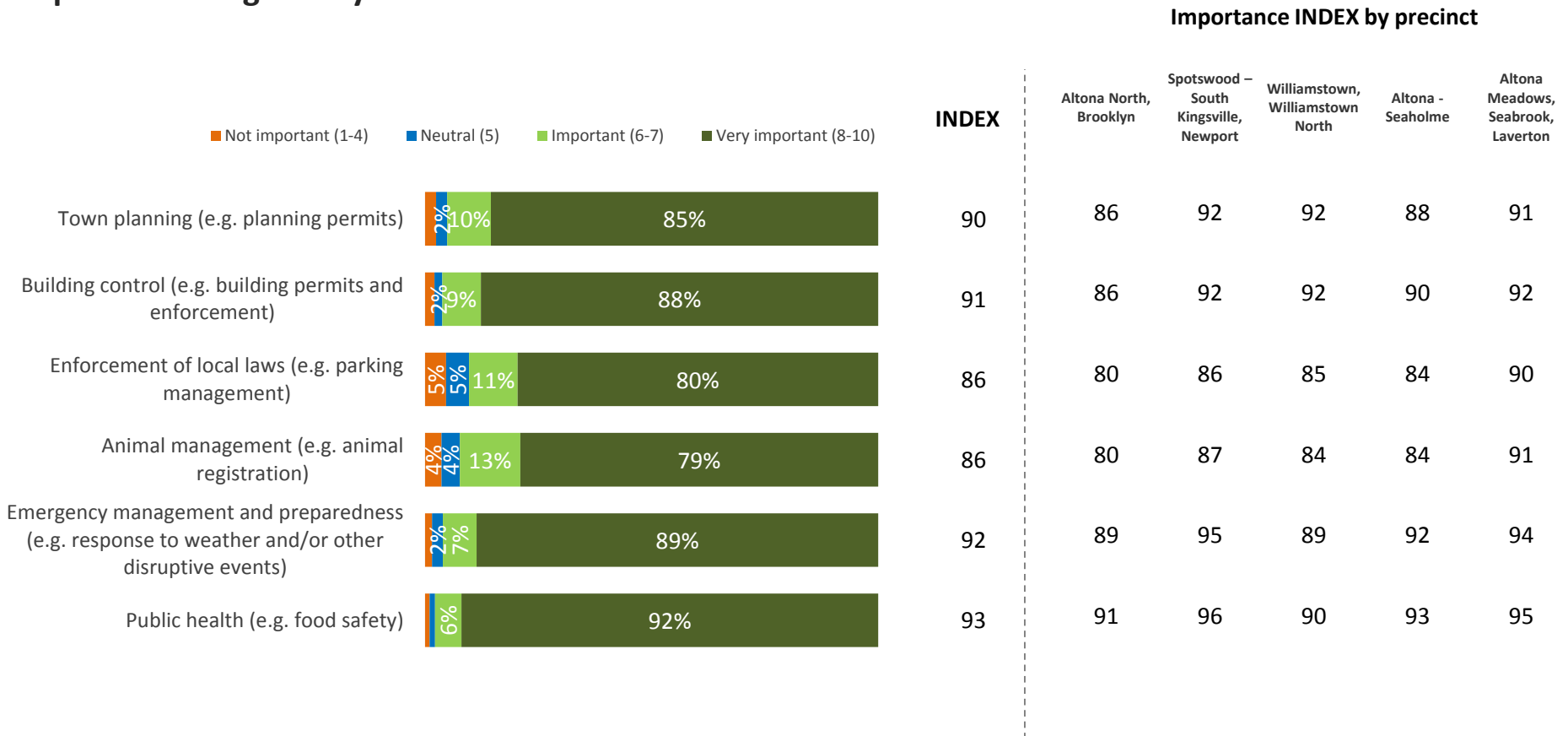
## Importance: Council's Environment Activities <sup>(1)(2)</sup>





More community members are of the opinion that public health is a very important service when compared to the other regulatory services provided by Council

## Importance: Regulatory Services <sup>(1)(2)</sup>



**NOTES:**

1. Sample: n=801

2. RS1. On a scale from 1 to 10 where 1 is 'not important' and 10 is 'very important', in your opinion, how important is it for Council to provide these services?





## Performance and Importance: Improvement Priorities



## Overall performance vs Importance

- Improvement opportunities in Children's Services and Health and Aged Care Services relate to disability services (e.g. home/personal care and respite), activities and programs for people with disabilities (e.g. holiday programs and events) and aged services and supports (e.g. home/personal care and respite). Kindergarten support and playgroups, and central enrolment are opportunities for Council to promote what is going well
- The main improvement opportunity in facilities and events, parks, reserves and public areas relate to provision and maintenance of street trees. The Visitor Information Centre, arts and cultural activities and events and festivals could be promoted more
- Areas for improvement relating to waste services, roads and footpaths include drains maintenance and repairs, maintenance and repairs of sealed local roads, footpath maintenance and repairs, car parking provision and traffic management. Maintenance and repairs to roads and footpaths are improvements that would be most valued, while all waste services are area where current levels of performance should be maintained
- Building control and town planning are both areas of opportunity as performance is low and impact is high when compared to other regulatory services. Similarly economic development activities, supporting local businesses and tourism have also been identified as areas where the community would value improvement. Council communication, having low performance and low importance, should be monitored



## Customer service and contact with council





Almost half of households have made contact with Council in the past 12 months with just over one third (35%) of Altona Meadows, Seabrook, Laverton households having made contact

## Contact with Council in the last 12 months <sup>(1)(2)</sup>

### Community members that have had contact

#### Total

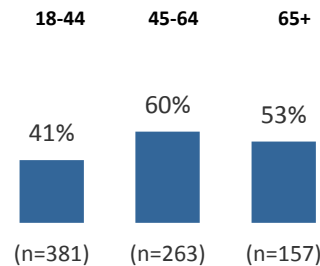


The majority of households use a telephone during office hours to make contact with Council

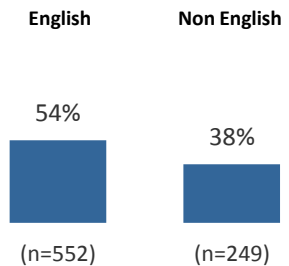
Performance across all aspects of customer service is good, with courtesy of service having a higher impact on perceptions of overall customer service than any other aspect

### Community members that have had contact by demographic group

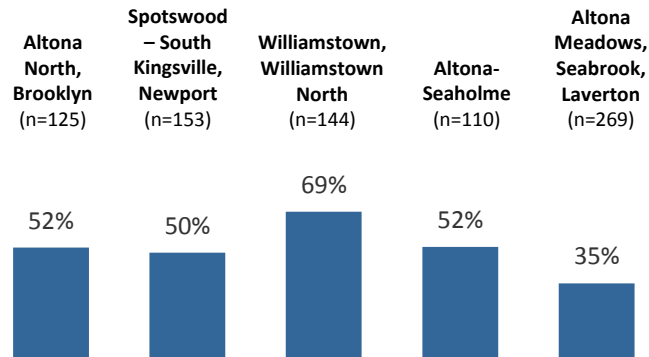
#### Age Group



#### Language



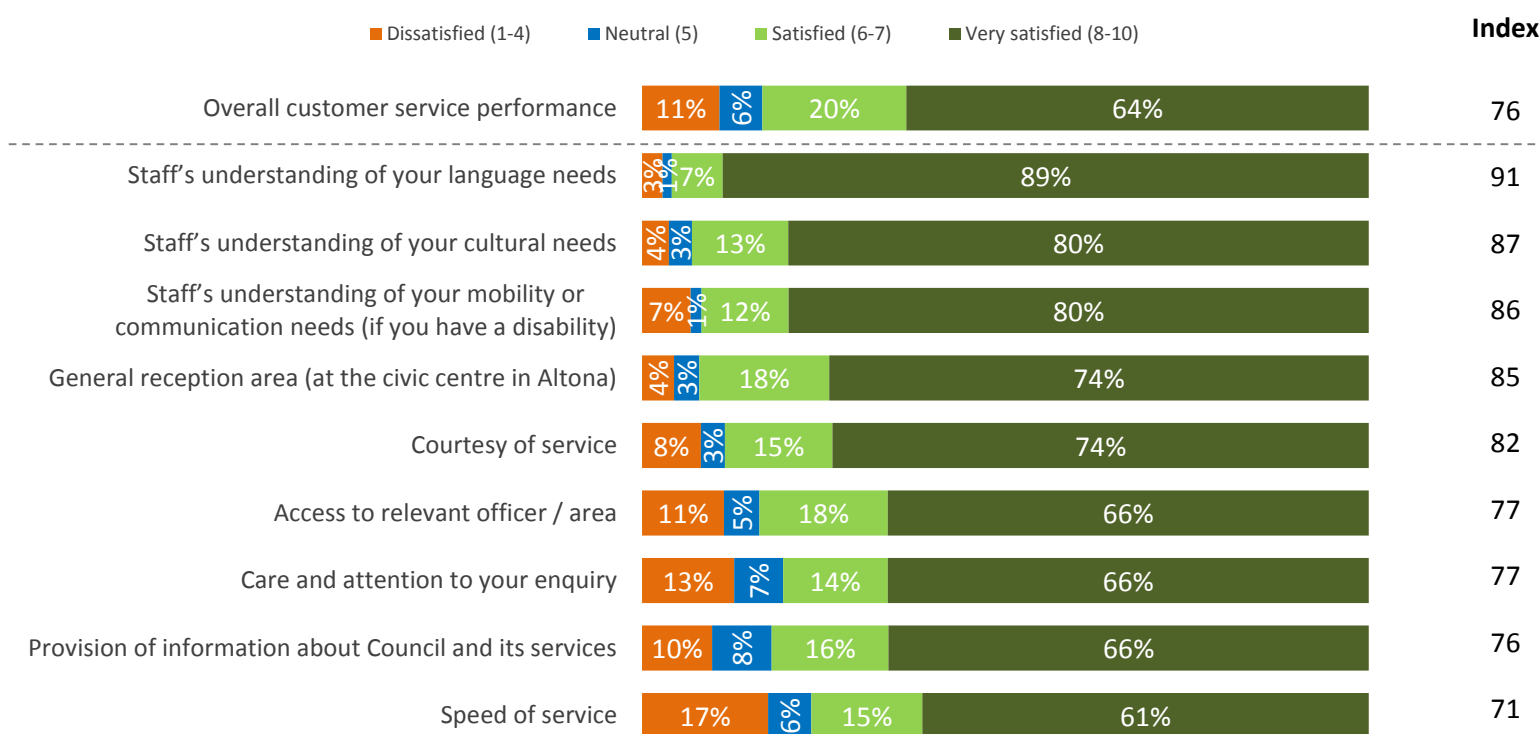
#### Precinct





Nearly nine in ten community members (89%) are very satisfied with customer service staff's understanding of their language needs, while only 61% are very satisfied with speed of service

## Customer service experience <sup>(1)(2)</sup>



The most preferred method of contacting Council is by telephone to Council Customer service centres with just under 6/10 community members preferring this method

The most preferred method of receiving information from Council is by direct mail or letterbox drop, followed by e-newsletter sent via email

### NOTES:

1. Sample: n=406; excluding don't know responses

2. 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?



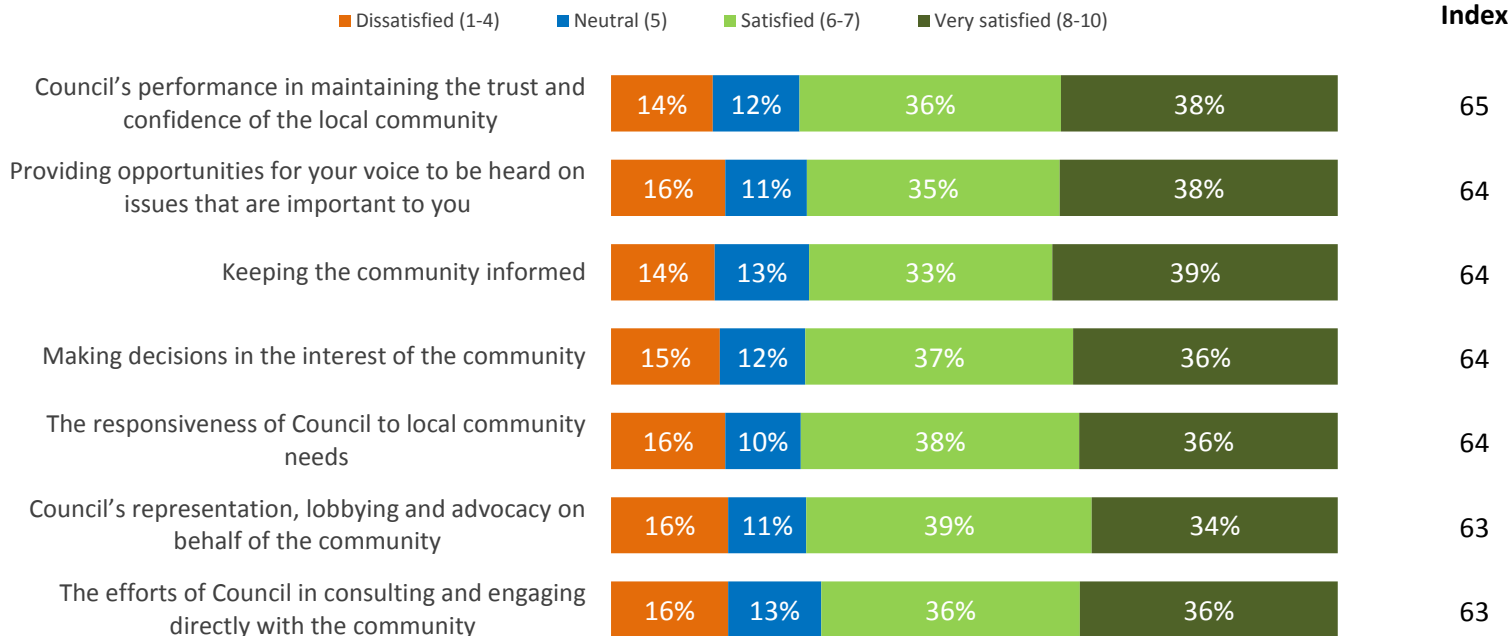


## Community Engagement



Just under three quarters of the community are satisfied (% scoring 6-10) with each of the various aspects relating to community engagement

## Community engagement <sup>(1)(2)</sup>



Less than 1/10 community members (6%) have provided feedback on any Council activities in relation to Council's engagement with the community via survey, focus group or meeting

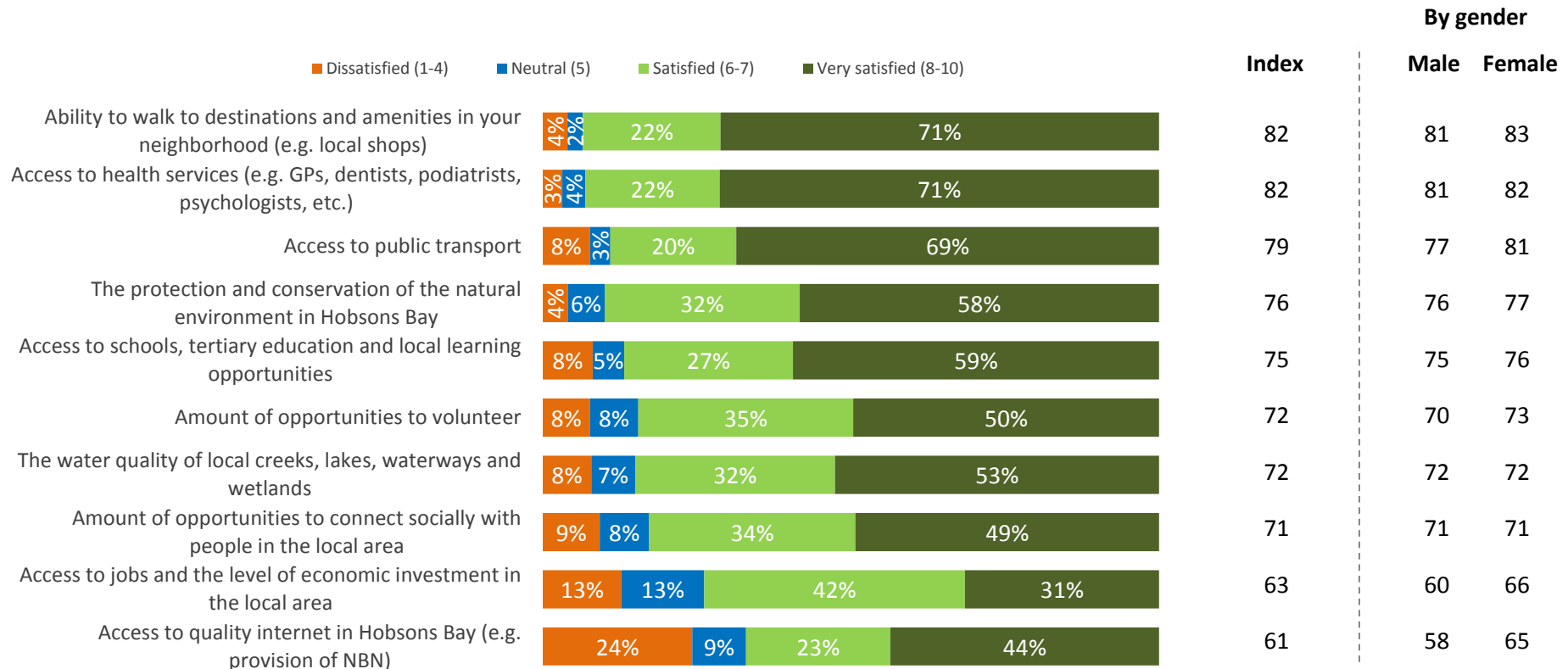


## Baseline Indicators for Hobsons Bay 2030 Community Vision



Most of the community are satisfied with access to health services and the ability to walk to amenities in their neighbourhood while some are dissatisfied with access to quality internet

## Hobsons Bay 2030 Community Vision: Baseline indicators <sup>(1)(2)</sup>



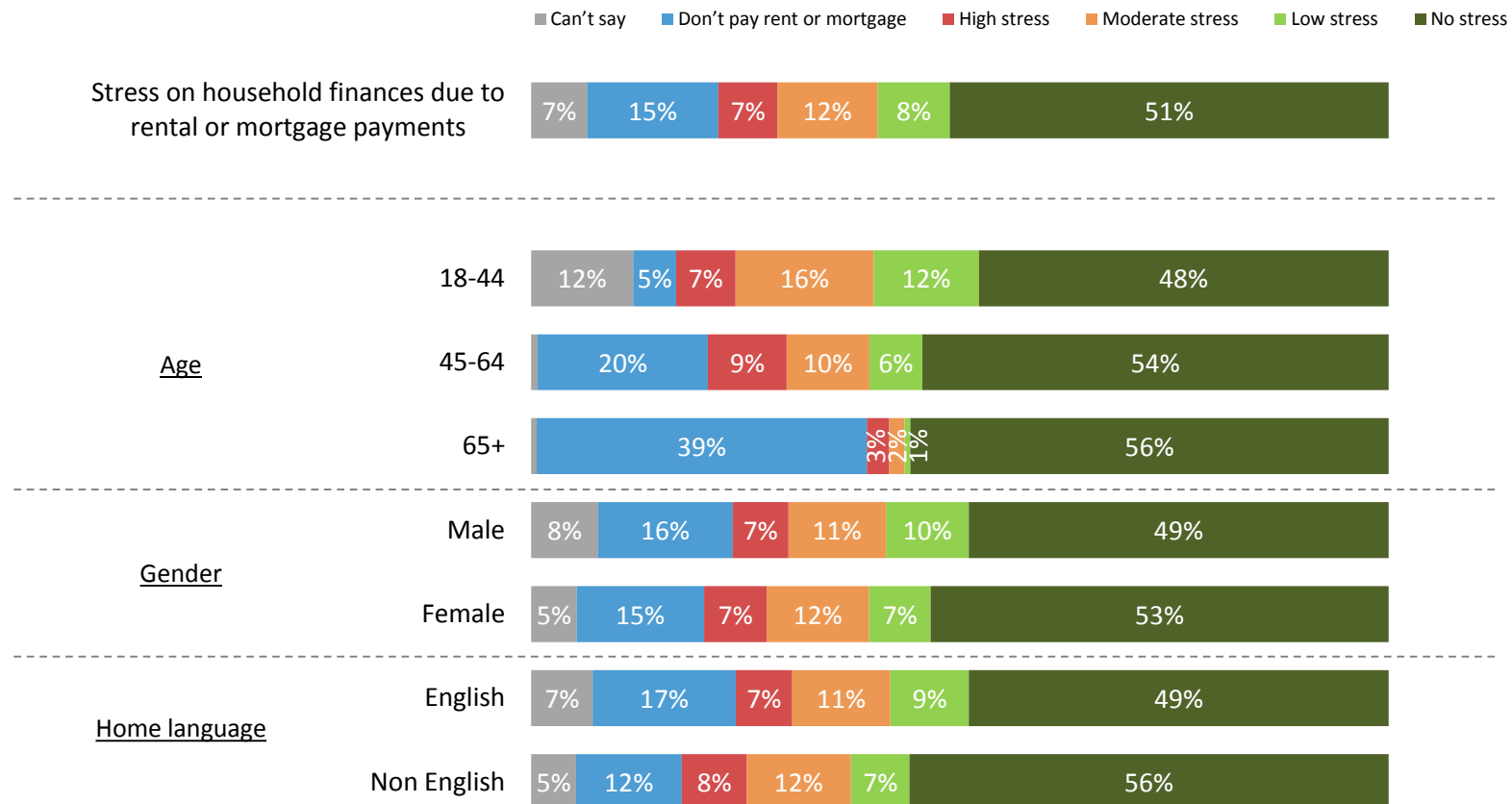
### NOTES:

1. Sample: n=801; 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]

Close to two in ten household experience moderate to high financial stress due to rental or mortgage payments with the exception of those in the 65+ age group where the level is less

## Hobsons Bay 2030 Community Vision: Baseline indicators <sup>(1)(2)</sup>



**NOTES:**

1. Sample: n=801

2. BI2. 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?



Almost one quarter of households (23%) are not prepared at all to respond to an emergency event with slightly more being non English compared to English speaking households

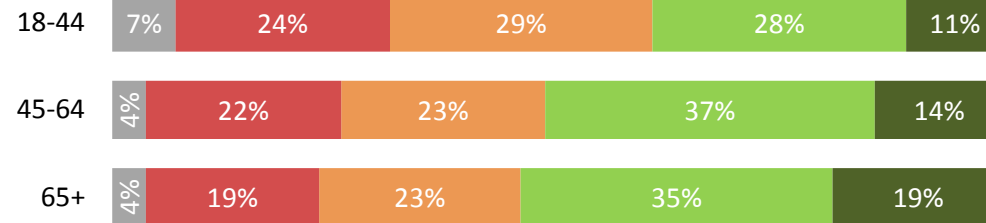
## Hobsons Bay 2030 Community Vision: Baseline indicators <sup>(1)(2)</sup>

■ 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

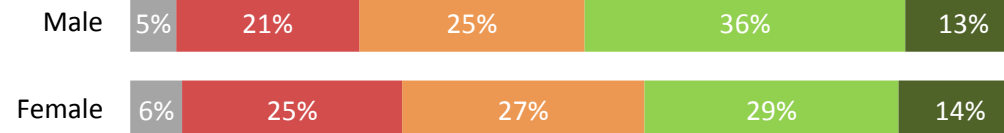
Prepared for an emergency event



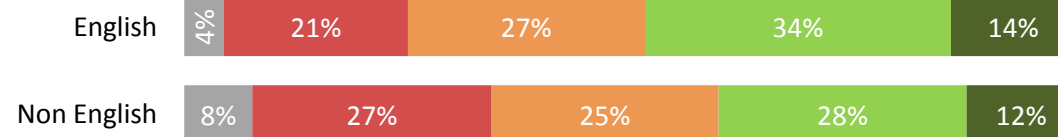
Age



Gender



Home language

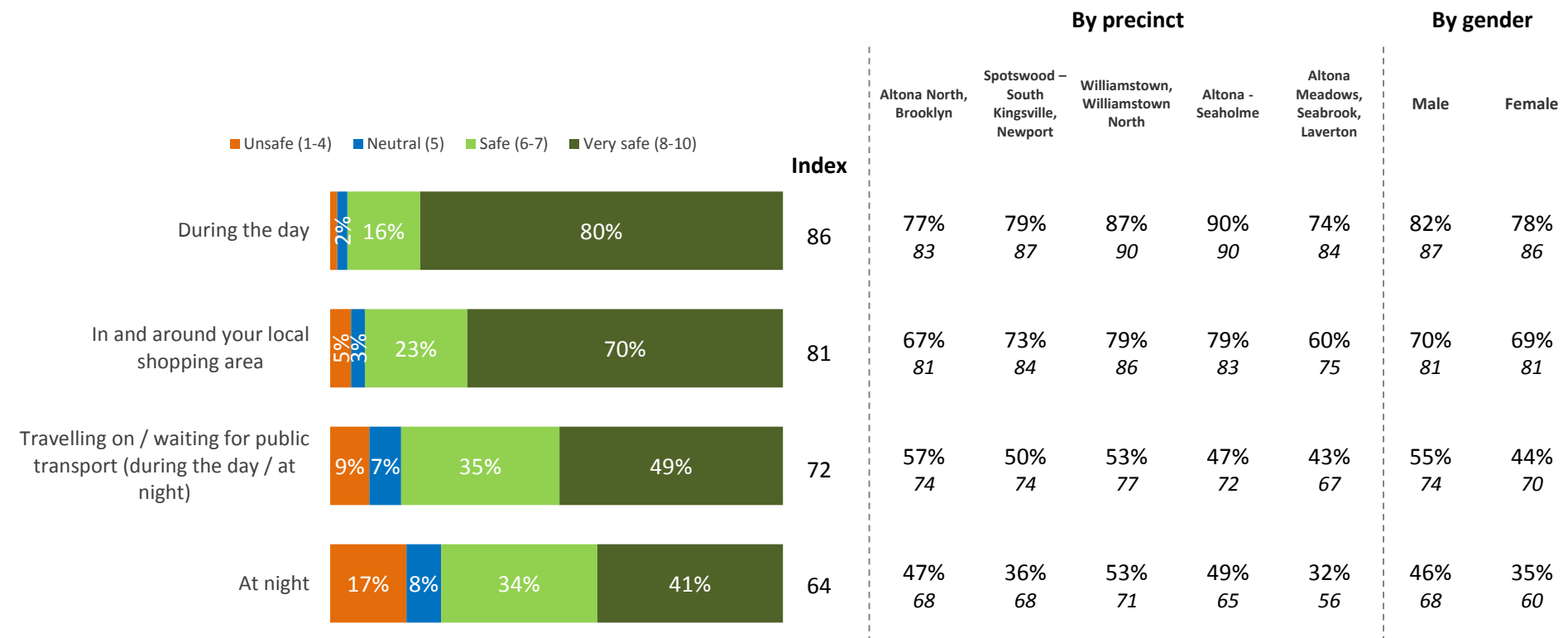




Eight out of ten community members (80%) feel very safe during the day in public areas in the City of Hobsons Bay while half that number (41%) feel very safe at night

# Feeling safe <sup>(1)(2)</sup>

Key: Very safe (% scoring 8-10)  
Index



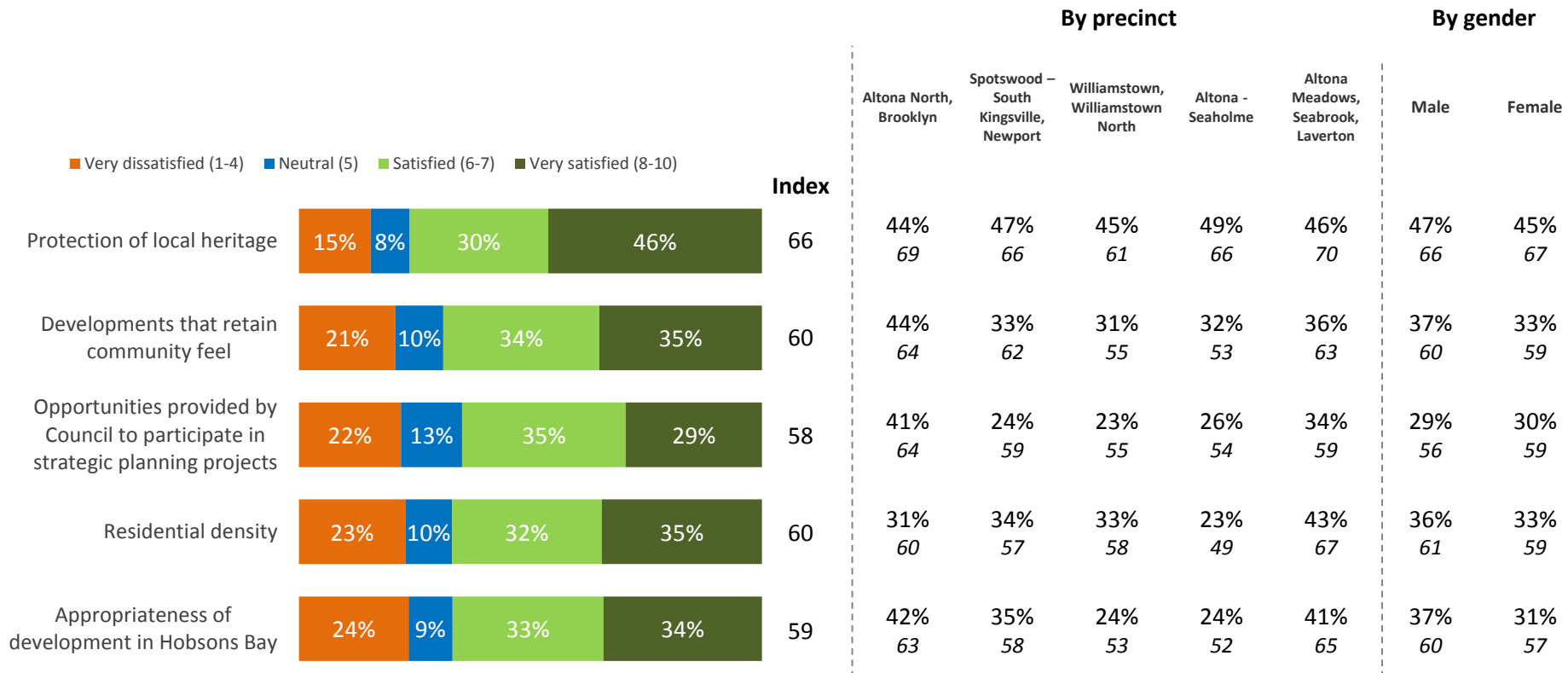
NOTES:  
1. Sample: n=801; excluding don't know responses  
2. BI4. On a 10-point scale where 1 is 'very unsafe' and 10 is 'very safe', how safe do you feel in public areas in the City of Hobsons Bay?



Just over three quarters of community members (76%) are satisfied (% scoring 6-10) with protection of local heritage as an aspect of planning and housing development in their local area

## Town planning <sup>(1)(2)</sup>

Key: Very safe (% scoring 8-10)  
Index



**NOTES:**

1. Sample: n=801; 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?



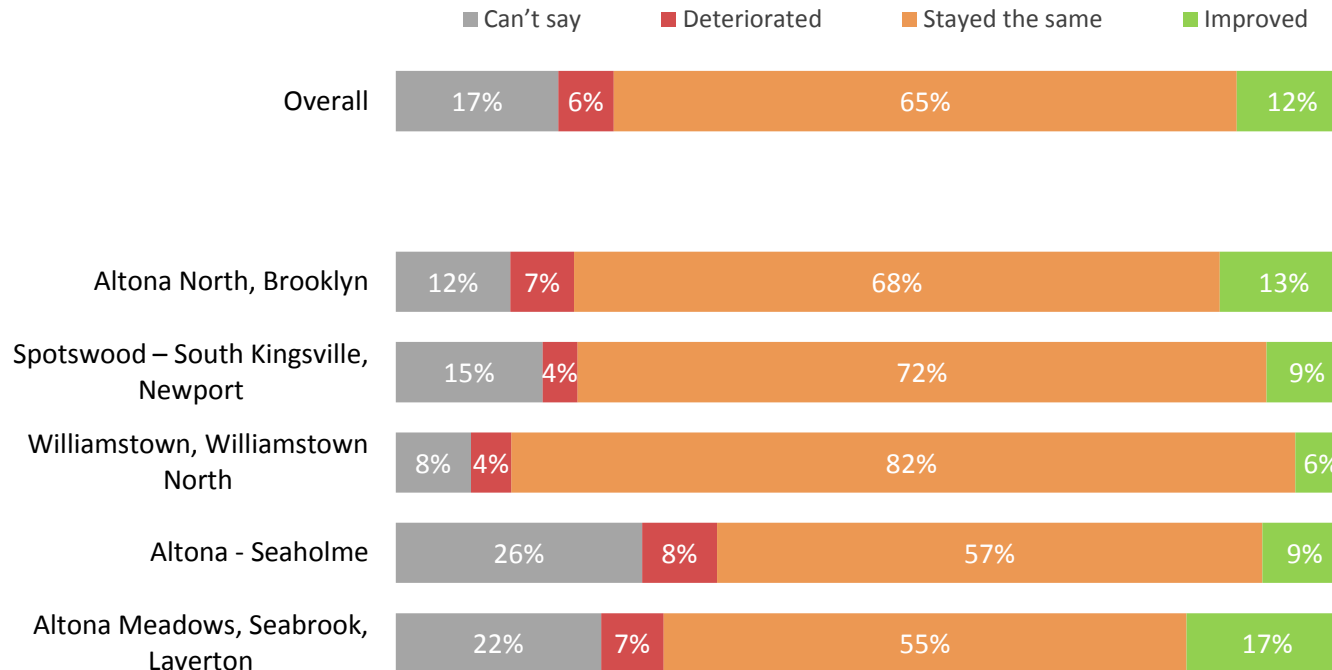
## General



Two thirds of the community think that overall performance of Council has stayed the same over the past 12 months with just over one in ten (12%) thinking that performance has improved

## General <sup>(1)(2)</sup>

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



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





## Survey sample

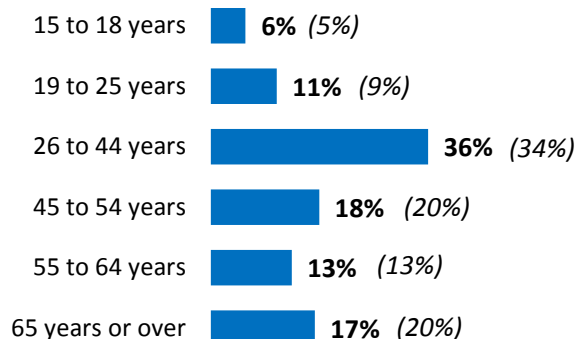




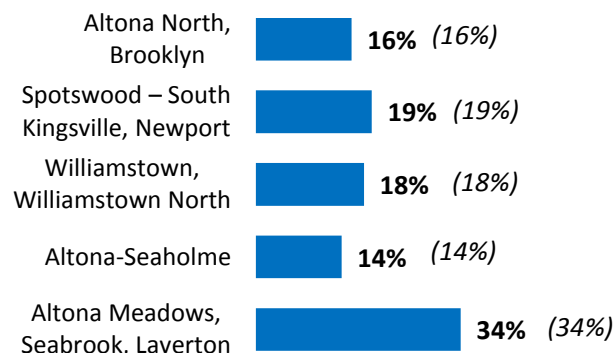
## Survey sample

### Demographics

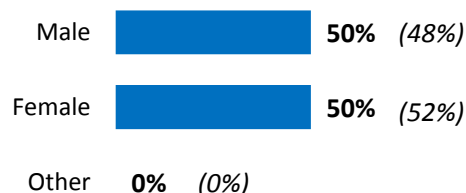
#### Age



#### Precinct



#### Gender



#### Home Languages



**n=801**  
**weighted**  
(unweighted)

#### Weighting

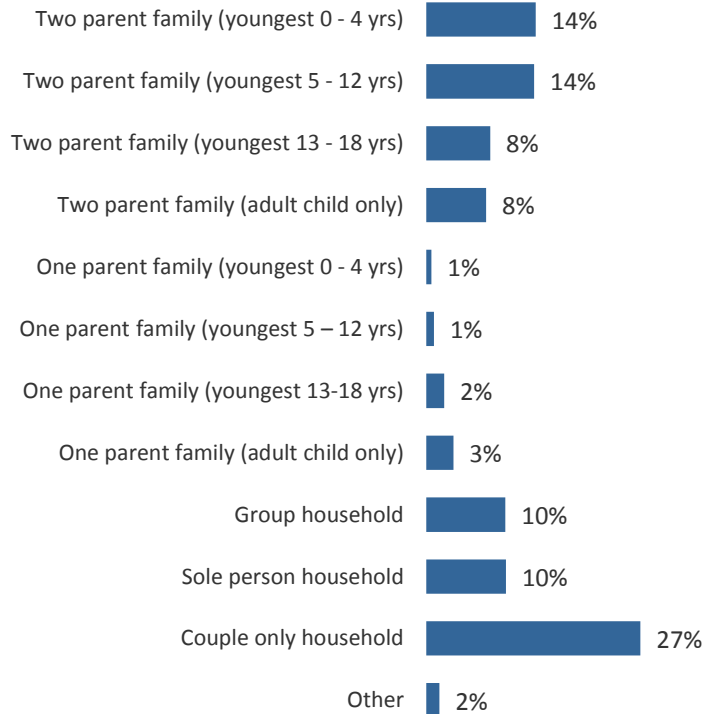
The sample structure target is set broadly in line with known population distributions and is weighted post survey so as to be exactly representative of the known population distributions according to the 2011 Census. This represents 'best practice' in research and means that inferences made about the population will then be reliable, within the confidence limits.



Couple only households make up for just over one quarter (27%) of household structures, and of all respondents four out of ten (40%) own the home they are currently living in

## Household structure <sup>(1)(2)(3)(4)</sup>

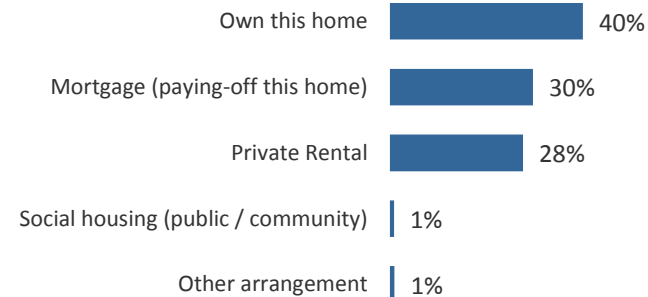
### Family structure



### Identify as having a disability



### Current housing situation



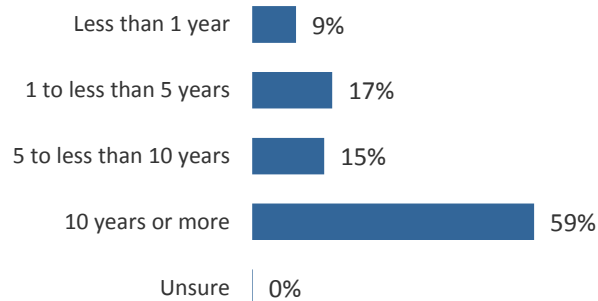
#### NOTES:

1. Sample: n=801
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?

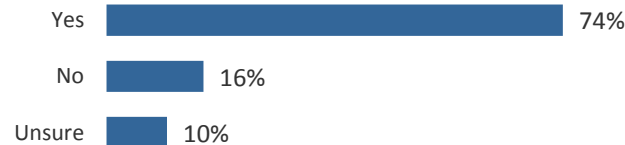
Six in ten households surveyed have lived in the city of Hobsons Bay for 10 years or more and three quarters of those surveyed state that they will still be in Hobsons Bay in five years time

## Amount of time in Hobsons Bay <sup>(1)(2)(3)</sup>

### Time lived in the City of Hobsons Bay



### Will be living in Hobsons Bay in five years time



#### NOTES:

1. Sample: n=801
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



# 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 2017	Hobsons Bay 2016	*Western Region Average 2016/17	Hobsons Bay compared to Western Region
Weekly garbage collection	93	88	87	6
Green waste collection	92	87	83	9
Recycling collection	91	86	84	7
Immunisations (sometimes included within services for children, sometimes not)	88		80	8
Libraries	88	88	85	3
Maternal and Child Health (sometimes included within services for children, sometimes not)	84		79	5
Hard waste collection	79	83	72	7
Provision and maintenance of community facilities and venues for hire (e.g. Laverton Hub, Seabrook Community Centre)	77		78	-1
Provision and maintenance of parks, gardens, open space and the foreshore (e.g. botanic gardens)	77	79	75	2
Kindergarten support and central enrolment (included within services for children	76		79	-3
Provision of sports, ovals and other local sporting/recreation facilities (including aquatic facilities)	76	80	79	-3
Playgroups (services for children)	75		79	-4
Animal management (e.g. animal registration)	75	74	74	1
Arts and cultural activities	74	77	75	-1
Events and festivals (sometimes included within Arts & Cultural activities, sometimes not)	74	77	76	-2
Maintenance and cleaning of public areas (including litter collection and graffiti removal)	74	75	69	5
Aged services and supports (e.g. home and personal care, respite) (included within services for seniors)	73	77	77	-4
Council’s website	72	72	73	-1
Provision of off road shared trails (i.e. off road pedestrian and cycle pathways) (included within on and off road cycle paths)	71		73	-2
Economic development activities, supporting local businesses and tourism	70	70	71	-1
Activities for older people (e.g. Planning Activity Groups, seniors’ festival)	69		77	-8
Provision and maintenance of street trees	69	71	71	-2
Maintenance and repairs of sealed local roads	69	70	68	1
Disability services (e.g. home and personal care, respite)	68	75	74	-6
Traffic management	68	69	64	4
Provision of on road bike paths	68	79	73	-5
Council’s quarterly newsletter/local news	68	71	71	-3
Opportunities to get involved in local environmental activities (environmental programs and facilities)	67		70	-3
Enforcement of local laws (e.g. parking management)	67	72	66	1
Activities and programs for people with disabilities (e.g. holiday programs, events)	66		74	-8
Car parking provision	66	69	66	0
Footpath maintenance and repairs	65	68	66	-1
Council’s social media (Facebook and Twitter)	64		70	-6
Youth services (services for young people)	63	74	75	-12

*\*Western Region Average (Published Index scores of similar attributes for Melton, Maribyrnong and Wyndham)*

# Comparison of Hobsons Bay Index scores obtained in 2017 to those reported in 2016

Service/Facility/Activity	Hobsons Bay 2017	Hobsons Bay 2016	Change 2016 to 2017	
Weekly garbage collection	93	88	+5	<div></div>
Green waste collection	92	87	+5	<div></div>
Recycling collection	91	86	+5	<div></div>
Animal management (e.g. animal registration)	75	74	+1	<div></div>
Libraries	88	88	0	<div></div>
Council’s website	72	72	0	<div></div>
Economic development activities, supporting local businesses and tourism	70	70	0	<div></div>
Maintenance and cleaning of public areas (including litter collection and graffiti removal)	74	75	-1	<div></div>
Maintenance and repairs of sealed local roads	69	70	-1	<div></div>
Traffic management	68	69	-1	<div></div>
Provision and maintenance of parks, gardens, open space and the foreshore (e.g. botanic gardens)	77	79	-2	<div></div>
Provision and maintenance of street trees	69	71	-2	<div></div>
Arts and cultural activities	74	77	-3	<div></div>
Events and festivals (sometimes included within Arts & Cultural activities, sometimes not)	74	77	-3	<div></div>
Protection and enhancement of foreshore	74	77	-3	<div></div>
Council’s quarterly newsletter/local news	68	71	-3	<div></div>
Car parking provision	66	69	-3	<div></div>
Footpath maintenance and repairs	65	68	-3	<div></div>
Hard waste collection	79	83	-4	<div></div>
Provision of sports, ovals and other local sporting/recreation facilities (including aquatic facilities)	76	80	-4	<div></div>
Aged services and supports (e.g. home and personal care, respite) (included within services for seniors)	73	77	-4	<div></div>
Drains maintenance and repairs	69	73	-4	<div></div>
Enforcement of local laws (e.g. parking management)	67	72	-5	<div></div>
Disability services (e.g. home and personal care, respite)	68	75	-7	<div></div>
Provision of on road bike paths	68	79	-11	<div></div>
Youth services (services for young people)	63	74	-11	<div></div>

**NOTE:** When making direct comparisons to previous survey results, slight variations could potentially be attributed to differences in questionnaire layout and question wording, methodology, scale, and index score calculations. With the survey design and reporting of results, every effort has been made to minimise any potential for variation.

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





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