



Hobsons Bay City Council

*2015 Annual Community Survey
Overview Report (updated)*

October 2015

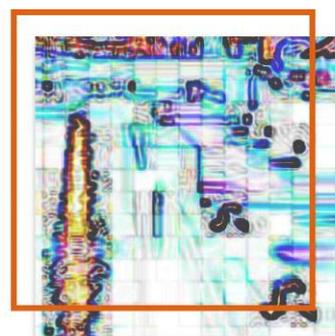
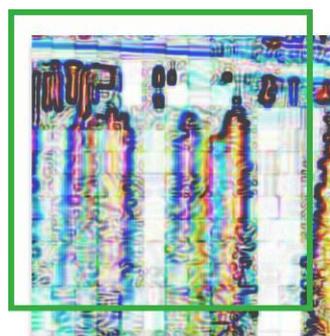


Prepared By:

Metropolis Research Pty Ltd
ABN 39 083 090 993

Prepared For:

Hobsons Bay City Council





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Contact details

This report was prepared by Metropolis Research Pty Ltd on behalf of the Hobsons Bay City Council. For more information, please contact:

Dale Hubner

Managing Director
Metropolis Research Pty Ltd

Level 1, 74 Victoria Street
Carlton Vic 3053

(03) 9272 4600

d.hubner@metropolis-research.com

The Council

Hobsons Bay City Council

115 Civic Parade
Altona Vic 3018

(03) 9932 1000





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Introduction

Metropolis Research was commissioned by Hobsons Bay City Council to undertake its second *Annual Community Survey*. The survey has been designed to measure community satisfaction with a range of Council services and facilities as well as to measure community sentiment across a range of additional issues of concern in the municipality.

The *Annual Community Survey* comprises the following core components:

- ⊗ Satisfaction with Council's overall performance and change in performance
- ⊗ Satisfaction with aspects of governance and leadership
- ⊗ Importance of and satisfaction with a range of Council services and facilities
- ⊗ Issues of importance for Council to address in the coming year
- ⊗ Community perception of safety in public areas of Hobsons Bay
- ⊗ Involvement in and satisfaction with aspects of planning approvals process
- ⊗ Satisfaction with Council customer service
- ⊗ Respondent profile.

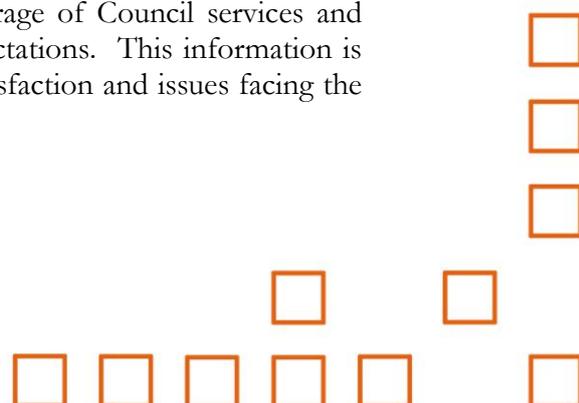
In addition to these core components that are to be included every year, the *Hobsons Bay City Council – 2015 Annual Community Survey* includes questions exploring current issues of importance. The 2015 survey includes questions related to the following issues:

- ⊗ Preferred methods of communicating with / receiving information from Council
- ⊗ Perception of housing related financial stress
- ⊗ Preparedness for an emergency event
- ⊗ Cultural diversity and discrimination
- ⊗ Respondent views regarding the setting of rate increases

Rationale

The *Annual Community Survey* has been designed to provide Council with a wide range of information covering community satisfaction, community sentiment and community feel and involvement. The survey meets the requirements of the Department of Environment, Land, Water and Planning (DELWP) *Annual Satisfaction Survey* by providing importance and satisfaction ratings for the major Council services and facilities as well as scores for satisfaction with Council overall.

The *Annual Community Survey* provides an in depth coverage of Council services and facilities as well as additional community issues and expectations. This information is critical to informing Council of the attitudes, levels of satisfaction and issues facing the community in the City of Hobsons Bay.



In addition, the *Annual Community Survey* includes a range of demographic and socio-economic variables against which the results can be analysed including age structure, period of residence, language, gender and household structure. These variables have been included to facilitate in-depth analysis of the results of the survey by demographic profile and also to ensure that the sample selected represents the underlying population of the City of Hobsons Bay.

Methodology

The *Hobsons Bay City Council – 2015 Annual Community Survey* was conducted as a door-to-door interview style survey of 807 households drawn from a stratified random sample from across the municipality during the months of February and March 2015. Approximately 160 surveys were conducted in each of the five precincts comprising the City of Hobsons Bay, with the results weighted by each precinct’s population to ensure each precinct contributed proportionally to the municipal result, whilst maximising the statistical strength at the precinct level.

Trained Metropolis Research survey staff conducted face to face interviews of approximately twenty minutes duration with householders. This methodology has produced highly consistent results in terms of the demographics surveyed, although it is noted that face-to-face interviews will tend to slightly over represent families, in particular parents with younger children.

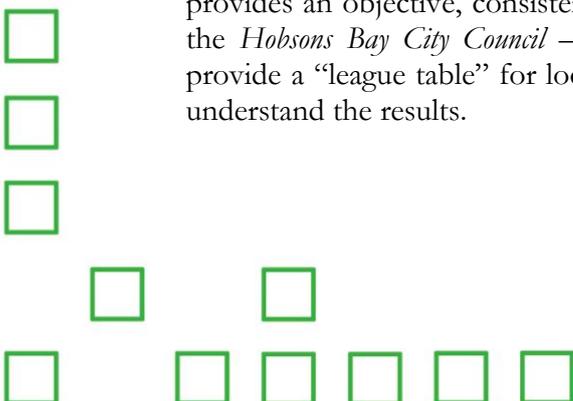
Response rate and statistical strength

A total of approximately 3,489 households were approached by Metropolis Research to participate in the *Hobsons Bay City Council – 2015 Annual Community Survey*. Of these households, 1,787 were unattended at the time and were therefore not invited to participate and paid no further part in the process. A total of 895 refused to participate and 807 completed the survey. This provides a very strong response rate of 47.4%, a significant increase on the 34.5% recorded in 2014.

The 95% confidence interval (margin of error) of these results is plus or minus 3.5%, at the fifty percent level. In other words, if a yes / no question obtains a result of fifty percent yes, it is 95% certain that the true value of this result is within the range of 46.5% and 53.5%. This is based on a total sample size of 800 respondents, and an underlying population of the City of Hobsons Bay of approximately 90,000.

Governing Melbourne

Governing Melbourne is a service provided by Metropolis Research since 2010. *Governing Melbourne* is a survey of approximately one thousand respondents drawn in equal numbers from every municipality in metropolitan Melbourne. *Governing Melbourne* provides an objective, consistent and reliable basis on which to compare the results of the *Hobsons Bay City Council – 2015 Annual Community Survey*. It is not intended to provide a “league table” for local councils, rather to provide a context within which to understand the results.



This report provides some comparisons against the metropolitan Melbourne average, which includes all municipalities located within Greater Melbourne (Greater Capital City Statistical Area) as well as the western region, which includes the municipalities of Maribyrnong, Hobsons Bay, Wyndham, Brimbank, Melton, and Moonee Valley.



Glossary of terms

Precinct

The term precinct is used by Metropolis Research to describe the small areas and in this instance reflects the official suburbs within Hobsons Bay. Readers seeking to use precinct results should seek clarification of specific precinct boundaries if necessary.

Measurable

A measurable difference is one where the difference between or change in results is sufficiently large to ensure that they are in fact different results, i.e. the difference is statistically significant. This is due to the fact that survey results are subject to a margin of error or an area of uncertainty.

Statistically significant

Statistically significant is the technical term for a measurable difference as described above. The term “statistically significant” and the alternative term “measurable” describe a quantifiable change or difference between results. They do not describe or define whether the result or change is of a sufficient magnitude to be important in the evaluation of performance or the development of policy and service delivery.

Significant result

Metropolis Research uses the term *significant result* to describe a change or difference between results that Metropolis Research believes to be of sufficient magnitude that they may impact on relevant aspects of policy development, service delivery and the evaluation of performance and are therefore identified and noted as significant or important.

Discernible / observed

Metropolis Research will describe some results or changes in results as being discernible, observable or notable. These are not statistical terms rather they are interpretive. They are used to draw attention to results that may be of interest or relevance to policy development and service delivery. These terms are often used for results that may not be statistically significant due to sample size or other factors but may none-the-less provide some insight.

95% confidence interval and standard deviation

Average satisfaction results are presented in this report with a 95% confidence interval included. These figures reflect the range of values within which it is 95% certain that the true average satisfaction falls. The 95% confidence interval is displayed in this report as the “upper” and “lower” values around the mean in satisfaction tables.





Satisfaction categories



Metropolis Research categorises satisfaction results to assist in the understanding and interpretative of the results. These categories have been developed as a guide to the scores presented in the report and are designed to give a general context.

They are generally defined as follows:

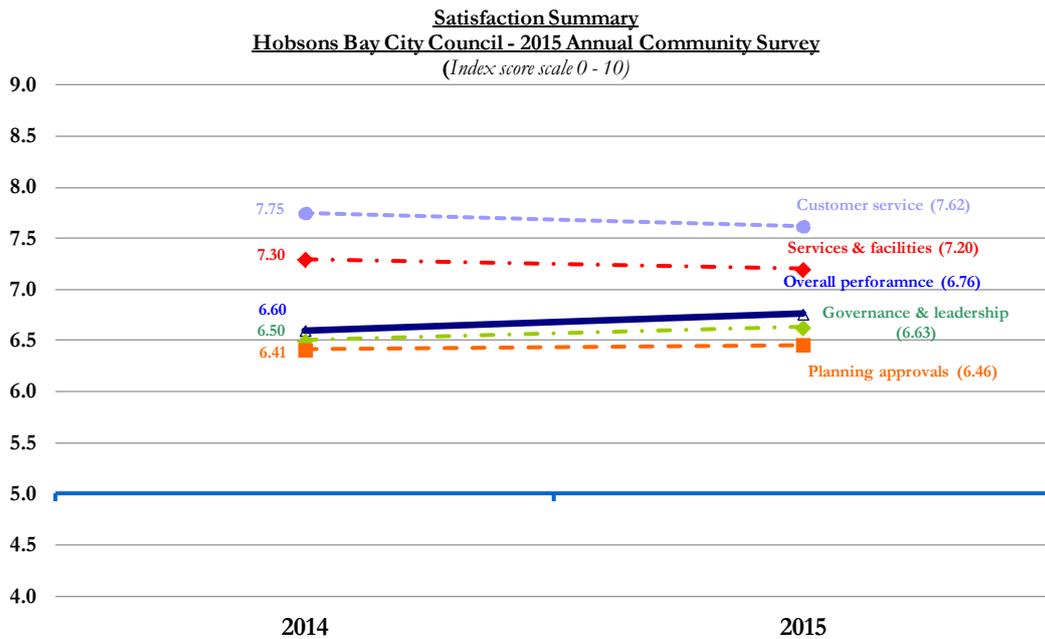
- ⊗ **Excellent:** Scores of 7.75 and above are categorised as excellent
- ⊗ **Very good:** Scores of 7.25 to less than 7.75 are categorised as very good
- ⊗ **Good:** Scores of 6.5 to less than 7.25 are categorised as good
- ⊗ **Solid:** Scores of 6 to less than 6.5 are categorised as solid
- ⊗ **Poor:** Scores less than 6 are categorised as poor
- ⊗ **Very Poor:** Scores of less than 5.5 are categorised as very poor

Summary of satisfaction

The *Hobsons Bay City Council – 2015 Annual Community Survey* recorded community satisfaction with Council’s overall performance, aspects of governance and leadership, aspects of customer service, five broad service areas comprised of thirty individual services and facilities, and aspects of planning and housing development.

Metropolis Research observed that satisfaction with all five components was relatively consistent between 2014 and 2015. Small increases were recorded for planning approvals (up 0.8%), governance and leadership (up 2.0%) and overall performance (up 2.4%). Small decreases were recorded for customer service (down 1.7%) and services and facilities (down 1.4%). Satisfaction can best be summarised as follows:

- ⊗ **Very Good** – for customer service.
- ⊗ **Good** – for services and facilities, overall performance, and governance and leadership.
- ⊗ **Solid** – for planning approvals.



Key findings

The following are the key findings for each section of the *City of Hobsons Bay – 2015 Annual Community Survey*.

Council’s overall performance

- ⊗ Satisfaction with Council’s overall performance in 2015 was 6.76, a level of satisfaction best categorised as “good”, and an increase of 2.4% on the 2014 average of 6.60.
- ⊗ Satisfaction with overall performance was marginally lower than the metropolitan Melbourne (6.81) average, and somewhat higher than the western region average (6.47), from the 2015 *Governing Melbourne*.
- ⊗ Respondents from Altona North / Brooklyn (7.05) and Altona / Seaholme (7.01) were somewhat, but not measurably more satisfied than the municipal average, whilst respondents from Williamstown / Williamstown North (6.48) were somewhat less satisfied.
- ⊗ More than one-tenth (12.6% up from 11.0%) of respondents considered Council’s overall performance had improved in the last twelve months whilst 8.3% (up from 7.4%) considered that it had deteriorated.

Governance and leadership

- ⊗ Satisfaction with the seven aspects of governance and leadership as a group was 6.63 (up from 6.50), a level of satisfaction best categorised as “good”.
 - Providing opportunity for voice to be heard *(6.88 up from 6.74)* “good”
 - Keeping the community informed *(6.85 up from 6.70)* “good”
 - Responsiveness to local community needs *(6.67 up from 6.43)* “good”
 - Making decisions in interests of community *(6.55 up from 6.20)* “good”
 - Representation, lobbying and advocacy *(6.54 up from 6.20)* “good”
 - Maintaining community trust / confidence *(6.54 up from 6.44)* “good”
 - Engaging with community on key issues *(6.41, new)* “solid”

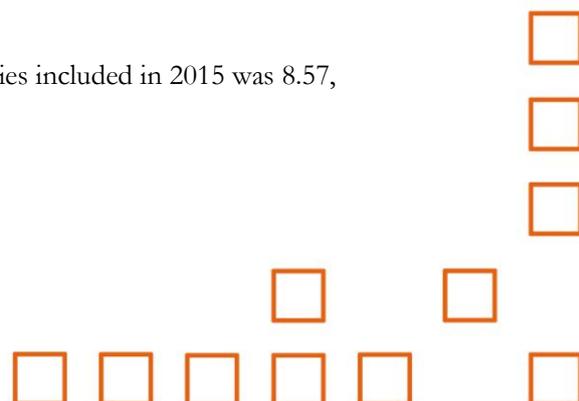
Issues for Council to address in coming 12 months

- ⊗ A total of 573 respondents (71.0% down from 81.2%) provided 1,159 individual responses
- ⊗ The most commonly identified issues in 2015 were:
 - Traffic management *(16.5% down from 22.0%)*
 - Roads maintenance and repairs *(12.5% down from 13.5%)*
 - Parking *(11.4% down from 12.8%)*

Council services and facilities

Importance of Council services and facilities

- ⊗ The average importance of the thirty services and facilities included in 2015 was 8.57, down from 8.77.





- ⊗ The five most important services in 2014 were “services for people with a disability”, “weekly garbage collection”, “regular recycling”, “services for seniors “, “services for children from birth to 5 years of age” and “green waste service”.

Satisfaction with Council services and facilities

- ⊗ Average satisfaction with the thirty services and facilities in 2015 was 7.20 (down from 7.30), a level of satisfaction best categorised as “good”. This result is broadly consistent with metropolitan Melbourne (7.36) and the western region (7.48) results.
- ⊗ The five services with the highest satisfaction in 2015 were “weekly garbage collection”, “green waste service”, “local library”, “regular recycling”, and “services for children from birth to five years of age”.
- ⊗ The five services with the lowest satisfaction scores in 2015 were “footpath maintenance and repairs”, “traffic management”, “provision of parking facilities”, “road maintenance and repairs” and “Council activities promoting local tourism”.

Customer service

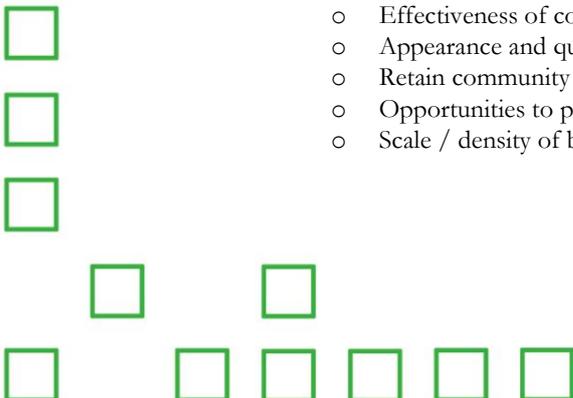
- ⊗ A little less than half of the respondents (46.3% down from 60.1%) had contact with Council in the last two years.
- ⊗ The most common forms of contact were telephone (57.1%) and visits in person (25.1%)
- ⊗ Ten percent (10.5%) were internet-based (email or website).
- ⊗ Satisfaction with the seven aspects of customer service as a group was 7.62 (down from 7.75), a level of satisfaction best categorised as “very good”.
- ⊗ Satisfaction with the eight aspects of customer service varied as follows:

| | | |
|--------------------------------------|-----------------------|-------------|
| ○ Understand cultural needs | (8.48, new) | “excellent” |
| ○ Understand language needs | (8.02 down from 8.70) | “excellent” |
| ○ General reception | (7.91 up from 7.88) | “excellent” |
| ○ Courtesy of service | (7.69 down from 7.88) | “very good” |
| ○ Access to relevant staff / officer | (7.30 down from 7.52) | “very good” |
| ○ Care and attention to enquiry | (7.28 down from 7.59) | “very good” |
| ○ Provision of information | (7.28 down from 7.48) | “very good” |
| ○ Speed of service | (6.98 down from 7.25) | “good” |

Planning approvals process

- ⊗ A little less than ten percent of respondents had been involved in a planning approvals process in the last twelve months, with 4.5% as applicants, and 3.1% as objectors.
- ⊗ Satisfaction with the seven aspects of planning approvals was 6.46 (up from 6.41), a level of satisfaction best categorised as “solid”.

| | | |
|--|-----------------------|---------|
| ○ Protection of local heritage | (6.81 up from 6.71) | “good” |
| ○ Design of public spaces | (6.80 down from 6.93) | “good” |
| ○ Effectiveness of communication | (6.59 up from 6.18) | “good” |
| ○ Appearance and quality of new development | (6.38 down from 6.54) | “solid” |
| ○ Retain community feel of neighbourhoods | (6.28 down from 6.55) | “solid” |
| ○ Opportunities to participate in strategic plan | (6.22 up from 5.82) | “solid” |
| ○ Scale / density of buildings | (6.16 up from 6.12) | “solid” |



Living in Hobsons Bay

Safety in public areas of the City of Hobsons Bay

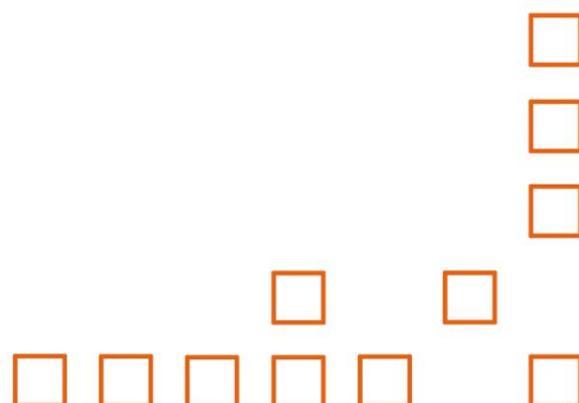
- ⊗ Respondents rated their perception of safety in the public areas of Hobsons Bay positively, and marginally higher than metro. Melbourne and similar to the western region in 2015.
 - In public areas of Hobsons Bay during the day *(8.75 down from 8.92)*
 - In and around local shopping area *(8.17 down from 8.26)*
 - Travelling on / waiting for public transport *(7.30 down from 7.35)*
 - In public areas of Hobsons Bay at night *(7.20 up from 7.14)*
- ⊗ Almost one-fifth of respondents who felt unsafe in public areas of Hobsons Bay identified issues with people (gangs, youths, etc), and almost one-sixth identified each of lighting, public transport related safety issues, and general safety issues.

Housing related financial stress

- ⊗ There was a significant reduction in the proportion of mortgagee and rental household respondents reporting that they are experiencing some level of housing related financial stress, from 55.4% in 2014 to 35.2% in 2015.
 - 18.0% low stress, 12.5% moderate stress and 4.7% heavy stress.
 - Mortgagee households (27.6% down from 61.0%) were less likely than rental households (46.3% down from 46.7%) to experience some level of housing related financial stress.

Preparedness for an emergency event

- ⊗ Respondents were asked to rate their level of preparedness to respond to an emergency event:
 - Very prepared, have up to date plan / ready to act *(14.9% up from 10.1%)*
 - Moderately prepared and have a plan *(38.2% up from 37.6%)*
 - A little prepared, have spoken of what we might do *(18.2% down from 23.9%)*
 - Not prepared at all *(17.5% up from 15.6%)*





Preferred methods of communication



⊗ Almost all the respondents (97.7% up from 96.5%) identified at least one method by which they would prefer to receive information from or interact with Council, at an average of more than three methods per respondent.

- Direct mail / letterbox drop of information *(57.9% up from 53.8%)*
- Email *(45.0% up from 36.8%)*
- A Council newsletter / publication *(44.1% up from 35.0%)*
- Articles in local newspapers *(44.0% down from 45.5%)*
- Council advertisements in local newspapers *(28.3% up from 21.9%)*
- Council's website / live chat *(25.0% down from 35.3%)*
- Telephone Council Customer Service Centre *(23.0% up from 16.4%)*
- In person at Customer Service Centre *(21.7% down from 21.9%)*
- In person at a local library *(18.0% up from 14.3%)*
- Via social media (Twitter / Facebook) *(17.3% up from 10.3%)*
- Local radio *(10.8% up from 7.1%)*
- Through a community leader *(8.2%, new)*
- In a language other than English *(7.3%, new)*



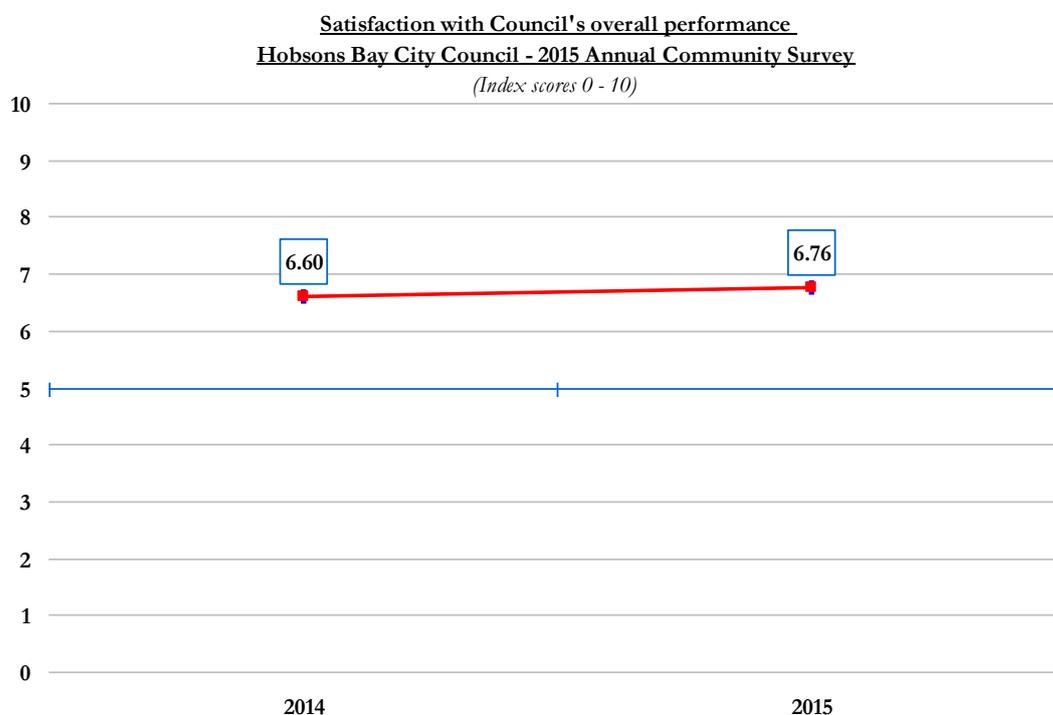
Council’s overall performance

Respondents were asked:

“On a scale of 0 (lowest) to 10 (highest), please rate the performance of Council across all areas of responsibility?”

Satisfaction with the performance of Council across all areas of responsibility increased 2.4% in 2014 to 6.76, although it remains at a level best categorised as “good”.

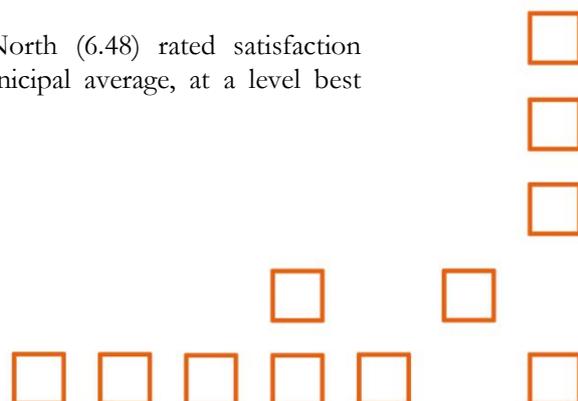
This level of satisfaction is marginally lower than the metropolitan Melbourne average of 6.81, but somewhat, albeit not measurably higher than the western region average of 6.47, as recorded in the 2015 *Governing Melbourne* research conducted by Metropolis Research.



There was no statistically significant variation in satisfaction with the overall performance of Council recorded across the five precincts comprising the City of Hobsons Bay.

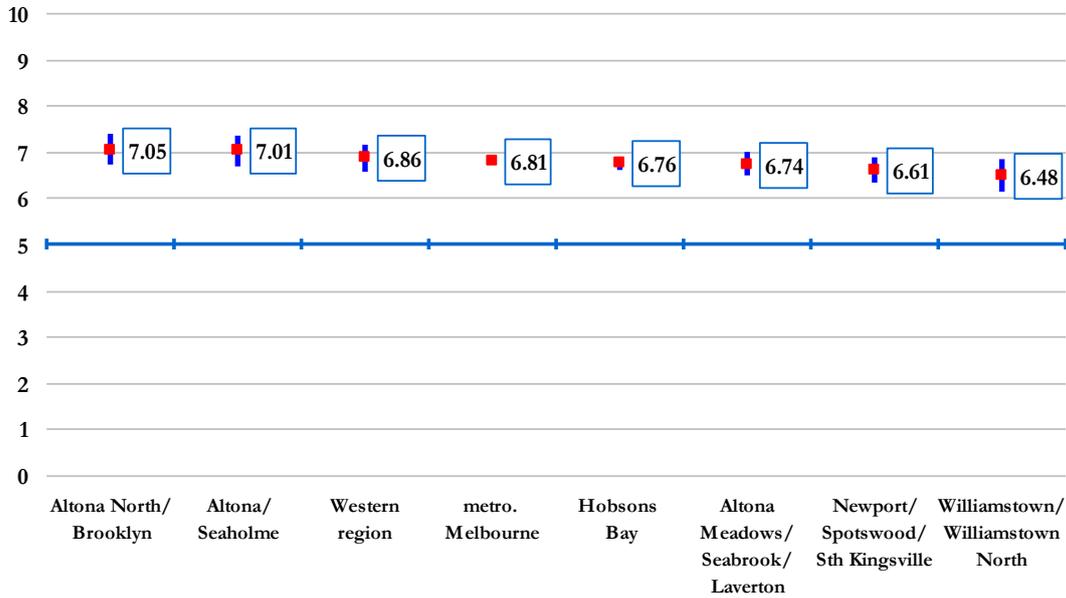
It is however observed that:

- ⊗ Respondents from Altona North / Brooklyn (7.05) and Altona / Seaholme (7.01) rated satisfaction somewhat, albeit not measurably higher than the municipal average.
- ⊗ Respondents from Williamstown / Williamstown North (6.48) rated satisfaction somewhat, albeit not measurably lower than the municipal average, at a level best categorised as “solid”.



Satisfaction with Council's overall performance by precinct
Hobsons Bay City Council - 2015 Annual Community Survey

(Index scores 0 - 10)

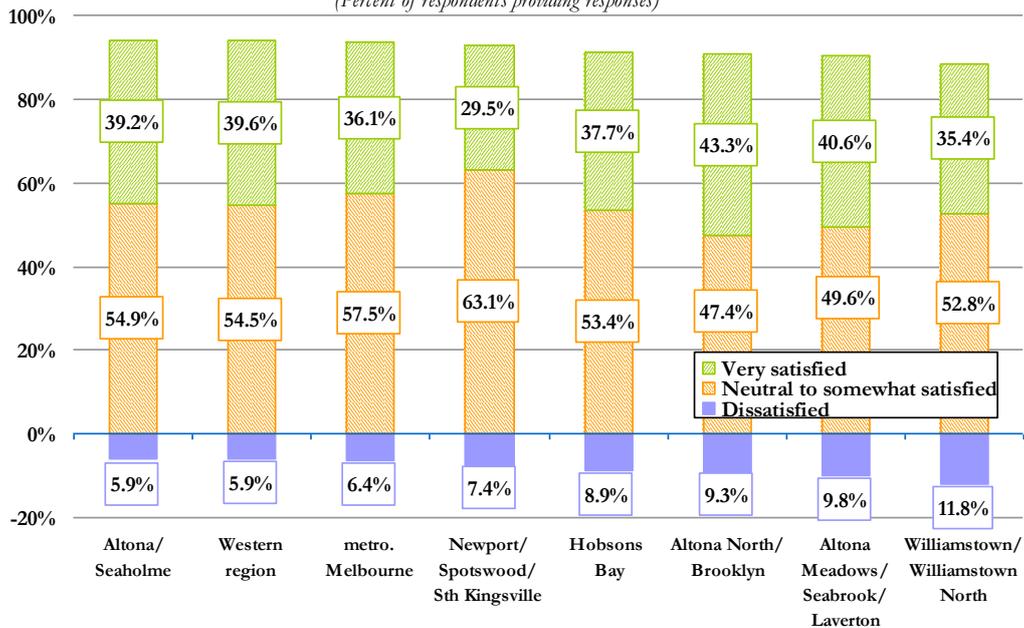


The following graph provides a breakdown of satisfaction with Council's overall performance into those dissatisfied (zero to four), neutral to somewhat satisfied (five to seven) and very satisfied (eight to ten). It is observed that a little more than one-third of respondents were very satisfied with Council's overall performance, a little more than half were neutral to somewhat satisfied and nine percent were dissatisfied.

There was no significant variation in these results observed across the five precincts comprising the City of Hobsons Bay. These results were broadly consistent with both the western region and metropolitan Melbourne results.

Satisfaction with Council's overall performance by precinct
Hobsons Bay City Council - 2015 Annual Community Survey

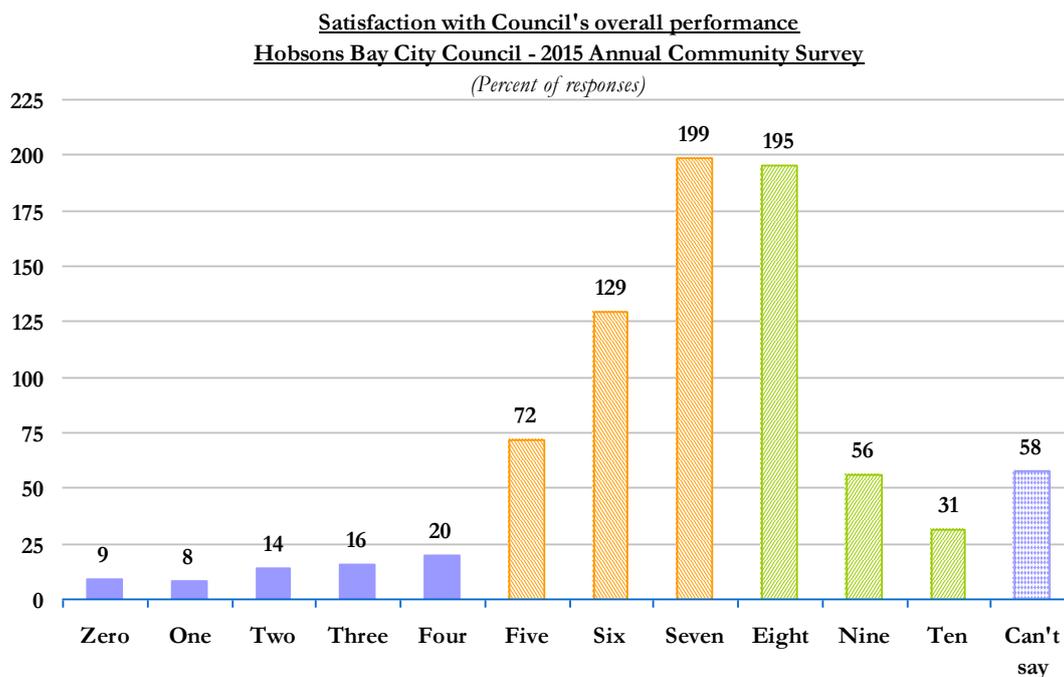
(Percent of respondents providing responses)



The following graph and table provides the number of respondents rating satisfaction with the performance of Council across all areas of responsibility from zero to ten.

It is observed that consistent with the results recorded in 2014, the most common response was a rating of seven or eight out of ten.

Attention is also drawn to the fact that there were almost four times as many respondents very satisfied (eight to ten) than respondents dissatisfied (zero to four).



Satisfaction with Council's overall performance
Hobsons Bay City Council - 2015 Annual Community Survey
(Number and percent of total respondents)

| Response | 2015 | | 2014 |
|--------------|------------|-------------|------------|
| | Number | Percent | |
| Zero | 9 | 1.2% | 0.8% |
| One | 8 | 1.1% | 0.1% |
| Two | 14 | 1.9% | 1.9% |
| Three | 16 | 2.1% | 2.3% |
| Four | 20 | 2.7% | 4.3% |
| Five | 72 | 9.6% | 13.7% |
| Six | 129 | 17.2% | 18.1% |
| Seven | 199 | 26.6% | 27.6% |
| Eight | 195 | 26.0% | 21.1% |
| Nine | 56 | 7.5% | 7.4% |
| Ten | 31 | 4.1% | 2.6% |
| Can't say | 58 | | 7.5% |
| Total | 807 | 100% | 800 |

Overall performance by respondent profile

There was no statistically significant variation in satisfaction with the performance of Council across all areas of responsibility observed by respondent profile.

Satisfaction with Council's overall performance by respondent profile
Hobsons Bay City Council - 2015 Annual Community Survey
 (Number and index score 0 - 10)

| | Number | Lower | Mean | Upper |
|---|--------|-------|-------------|-------|
| <i>Age structure</i> | | | | |
| 15 - 18 years | 11 | 6.14 | 7.08 | 8.02 |
| 19 - 25 years | 53 | 6.84 | 7.34 | 7.83 |
| 26 - 44 years | 296 | 6.56 | 6.76 | 6.97 |
| 45 - 54 years | 159 | 6.16 | 6.47 | 6.79 |
| 55 - 64 years | 109 | 6.30 | 6.63 | 6.96 |
| 65 years and over | 121 | 6.56 | 6.93 | 7.30 |
| <i>Gender</i> | | | | |
| Male | 388 | 6.56 | 6.74 | 6.92 |
| Female | 359 | 6.57 | 6.77 | 6.97 |
| <i>Disability</i> | | | | |
| Household member with disability | 68 | 6.26 | 6.74 | 7.21 |
| No disability | 672 | 6.61 | 6.75 | 6.89 |
| <i>Language</i> | | | | |
| English speaking background household | 548 | 6.54 | 6.69 | 6.85 |
| non-English speaking background household | 199 | 6.65 | 6.91 | 7.16 |
| <i>Household structure</i> | | | | |
| Two parent family (<i>youngest 0 - 4 yrs</i>) | 105 | 6.37 | 6.75 | 7.13 |
| Two parent family (<i>youngest 5 - 12 yrs</i>) | 98 | 6.36 | 6.68 | 6.99 |
| Two parent family (<i>youngest 13 - 18 yrs</i>) | 76 | 6.27 | 6.72 | 7.18 |
| Two parent family (<i>adults only</i>) | 72 | 5.93 | 6.40 | 6.88 |
| One parent family (<i>youngest 0 - 4 yrs</i>) | 3 | 3.29 | 6.98 | 10.00 |
| One parent family (<i>youngest 5 - 12 yrs</i>) | 9 | 5.62 | 7.14 | 8.66 |
| One parent family (<i>youngest 13 - 18 yrs</i>) | 10 | 4.20 | 5.82 | 7.44 |
| One parent family (<i>adults only</i>) | 17 | 5.35 | 6.44 | 7.53 |
| Couple only household | 205 | 6.64 | 6.87 | 7.10 |
| Group household | 71 | 6.62 | 7.10 | 7.57 |
| Sole person household | 77 | 6.27 | 6.74 | 7.20 |
| <i>Housing situation</i> | | | | |
| Own this home | 364 | 6.56 | 6.76 | 6.95 |
| Mortgage | 211 | 6.37 | 6.60 | 6.83 |
| Renting this home | 157 | 6.61 | 6.93 | 7.26 |
| Other arrangement | 8 | 4.38 | 6.21 | 8.04 |
| <i>Period of residence in City of Hobsons Bay</i> | | | | |
| Less than one year | 49 | 6.59 | 7.12 | 7.65 |
| One to less than five years | 124 | 6.52 | 6.85 | 7.18 |
| Five to less than ten years | 119 | 6.83 | 7.13 | 7.44 |
| Ten years or more | 457 | 6.42 | 6.60 | 6.77 |

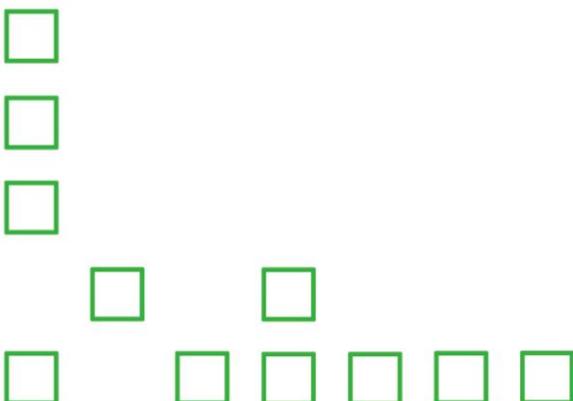
Change in Council’s overall performance

Respondents were asked:

“Over the past twelve months, do you think Hobsons Bay City Council’s overall performance has improved, deteriorated or stayed the same?”

Consistent with the results recorded in 2014, a little more than ten percent of respondents (12.6%) considered that Council’s overall performance had improved in the last twelve months, up from 11.0%. By contrast, less than ten percent (8.3%) of respondents considered that performance had deteriorated, up from 7.4%.

Two-thirds of respondents (62.7%) considered that performance had stayed the same, and approximately one-sixth (16.4%) answered “can’t say”.



Change in Council's overall performance
Hobsons Bay City Council - 2015 Annual Community Survey
(Number and percent of total respondents)

| Response | 2015 | | 2014 |
|-----------------|------------|-------------|------------|
| | Number | Percent | |
| Improved | 102 | 12.6% | 11.0% |
| Stayed the same | 506 | 62.7% | 63.5% |
| Deteriorated | 67 | 8.3% | 7.4% |
| Can't say | 132 | 16.4% | 18.1% |
| Total | 807 | 100% | 800 |

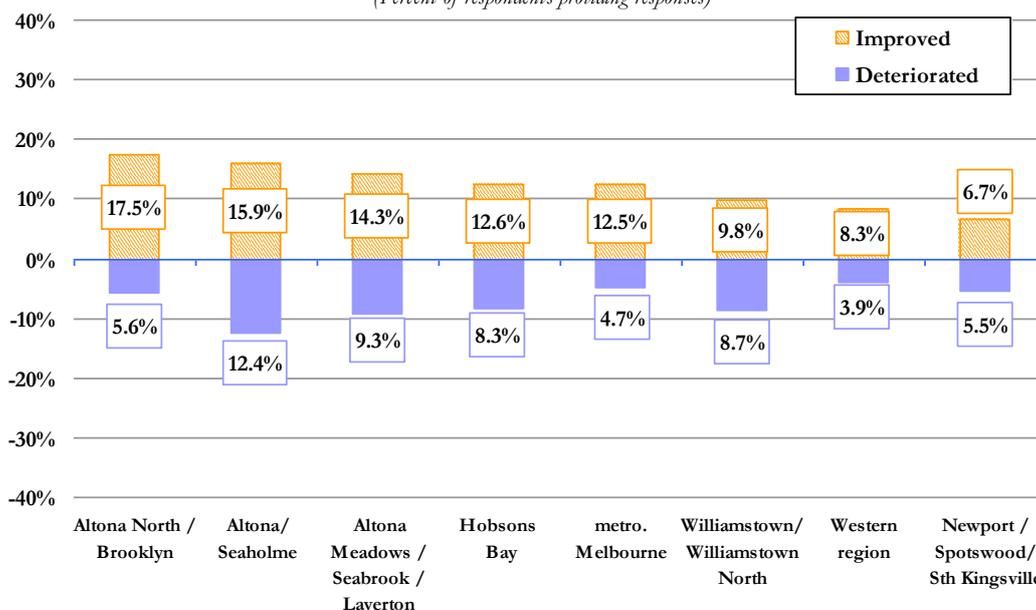
Although there was no measurable variation across the municipality, the same pattern as for overall satisfaction is observed.

- ⊗ Respondents from Altona North / Brooklyn and Altona / Seaholme were slightly more likely than average to consider that performance had improved
- ⊗ Respondents from Williamstown / Williamstown, and Newport / Spotswood / Sth Kingsville were slightly less likely than average to consider that performance had improved.

It is also noted however that:

- ⊗ A slightly, albeit not measurably higher proportion of respondents from Altona / Seaholme considered that Council's overall performance had deteriorated in the last twelve months.
- ⊗ Respondents in the City of Hobsons Bay were more likely than the metropolitan Melbourne average to consider that Council's overall performance had deteriorated.

Change in Council's overall performance
Hobsons Bay City Council - 2015 Annual Community Survey
(Percent of respondents providing responses)





Governance and leadership



Respondents were asked:

“On a scale of 0 (lowest) to 10 (highest), please rate your personal level of satisfaction with the following aspects of Council’s performance?”

Satisfaction with the seven aspects of governance and leadership was rated at 6.63 out of a potential ten in 2015. Excluding the new aspect of governance and leadership “engaging with the community on key issues”, the average satisfaction was 6.67, an increase of 2.5% on the 6.50 recorded in 2014.

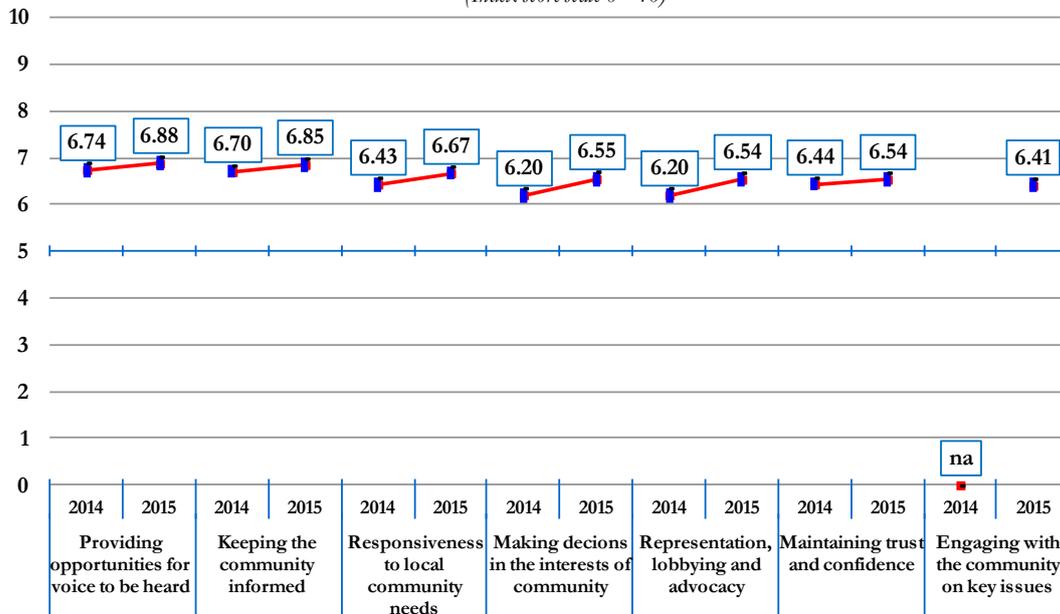
This average satisfaction with governance and leadership was at a level best categorised as “good”, up on the previous categorisation of “solid”.

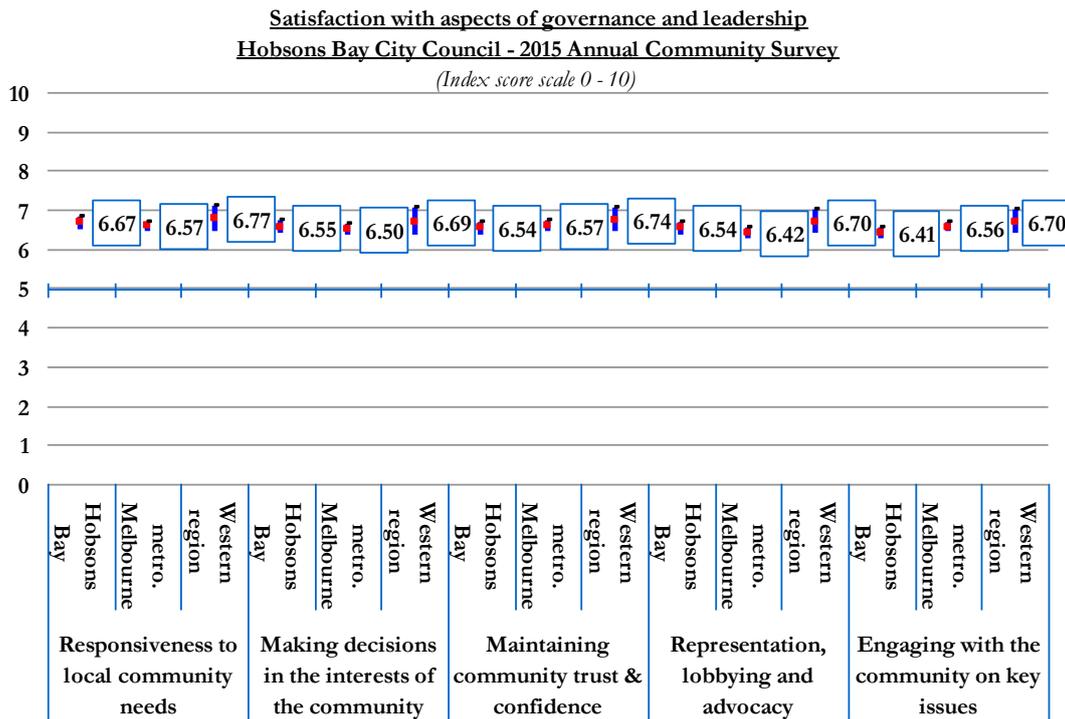
Satisfaction with three of the five aspects of governance and leadership included in *Governing Melbourne* was marginally higher than the metropolitan Melbourne average, and two were marginally lower. The average satisfaction with these five aspects (6.52) was marginally higher than the metropolitan Melbourne average (6.54); however it was a little lower than the western region average (6.72).

Satisfaction with six of the seven aspects of governance and leadership were at levels best categorised as “good”.

Satisfaction with the new aspect of engaging with the community on key issues rated at a level categorised as “solid”.

Satisfaction with aspects of governance and leadership
Hobsons Bay City Council - 2015 Annual Community Survey
 (Index score scale 0 - 10)





The following graph provides a breakdown of satisfaction with the seven aspects of governance and leadership into those dissatisfied (zero to four), neutral to somewhat satisfied (five to seven) and very satisfied (eight to ten).

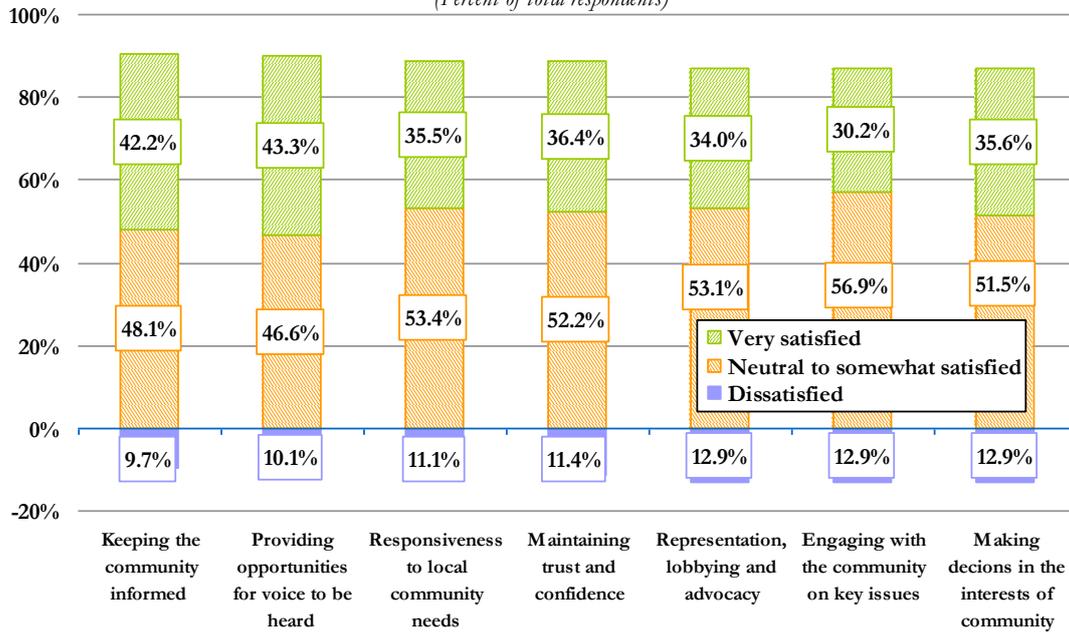
It is observed that approximately one-third of respondents were very satisfied with five of the seven aspects, with a slightly higher proportion very satisfied with Council’s performance keeping the community informed and providing opportunities for voices to be heard.

Approximately half of the respondents were neutral to somewhat satisfied with each of the seven aspects of governance and leadership.

It is noted that a very consistent proportion of respondents (approximately ten percent), were dissatisfied with each of the seven aspects of governance and leadership.

Satisfaction with governance and leadership
Hobsons Bay City Council - 2015 Annual Community Survey

(Percent of total respondents)



Satisfaction with governance and leadership
Hobsons Bay City Council - 2015 Annual Community Survey

(Number and percent of total respondents)

| Aspect | Survey | Low 0 - 4 | Medium 5 - 7 | High 8 - 10 | Can't say |
|--|--------|--------------|-----------------|----------------|--------------|
| Providing opportunities for voice to be heard | 2014 | 11.0% | 51.8% | 37.2% | 173 |
| | 2015 | 10.1% | 46.6% | 43.3% | 113 |
| Keeping the community informed | 2014 | 12.1% | 51.6% | 36.3% | 84 |
| | 2015 | 9.7% | 48.1% | 42.2% | 59 |
| Representation, lobbying and advocacy | 2014 | 17.0% | 56.9% | 26.1% | 223 |
| | 2015 | 12.9% | 53.1% | 34.0% | 143 |
| Responsiveness to local community needs | 2014 | 14.0% | 55.4% | 30.6% | 150 |
| | 2015 | 11.1% | 53.4% | 35.5% | 106 |
| Engaging with the community on key issues | 2014 | na | na | na | na |
| | 2015 | 12.9% | 56.9% | 30.2% | 134 |
| Maintaining trust and confidence | 2014 | 13.4% | 55.9% | 30.7% | 151 |
| | 2015 | 11.4% | 52.2% | 36.4% | 106 |
| Making decisions in the interests of community | 2014 | na | na | na | na |
| | 2015 | 12.9% | 51.5% | 35.6% | 104 |

Community issues, behaviors and attitudes

Issues for Council to address

Respondents were asked:

“Please list what you consider to be the top three issues for the City of Hobsons Bay at the moment?”

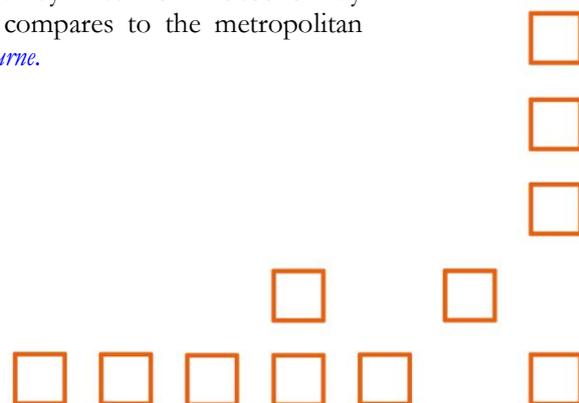
A total of 573 respondents representing 71.0% of the total sample provided at least one issue for Council to address in the coming year. This result of 71.0% identifying at least one issue is similar to the metropolitan Melbourne average of 72.4% in 2015.

It is important to point out that these results reflect issues identified by the community as priorities for the City of Hobsons Bay. They are not to be read as a list of complaints with Council, nor do they reflect only issues within the remit of Council.

The open-ended comments received from respondents have been categorised into broad groups for ease of analysis and are outlined in the following table.

The top issues identified by respondents in 2015 relate to the broad areas of transport (including traffic management, roads maintenance and repairs, and parking); footpaths maintenance and repairs, building and planning related; and parks, gardens and open space related. Attention is drawn specifically to the following:

- ⊗ **Traffic management** – identified by almost one-sixth (16.5%) of Hobsons Bay respondents in 2015, down from 22.0%. This is marginally lower than the approximately one-fifth to one-quarter Metropolis Research has consistently recorded across a wide range of municipalities. By way of comparison the 2015 *Governing Melbourne* reported that 24.9% of metropolitan Melbourne respondents identified this issue.
- ⊗ **Road maintenance and repair** – identified by almost one-sixth (12.5%) of Hobsons Bay respondents in 2015, down from 13.5%. Metropolis Research notes that this result is more than double the metropolitan Melbourne average of 5.3% as recorded in the 2015 *Governing Melbourne*.
- ⊗ **Parking** – identified by 11.4% of Hobsons Bay respondents in 2015, down from 12.8%. This is similar to the metropolitan Melbourne average of 14.1% as recorded in the 2015 *Governing Melbourne*.
- ⊗ **Footpath maintenance and repairs** – identified by 9.4% of Hobsons Bay respondents in 2015, up from 8.3%. Metropolis Research notes that this result is marginally higher than the metropolitan Melbourne average of 5.9% as recorded in the 2015 *Governing Melbourne*.
- ⊗ **Building, housing and planning related** – identified by 9.0% of Hobsons Bay respondents in 2015, down from 12.0%. This is almost identical to the metropolitan Melbourne average of 8.8% as recorded in the 2015 *Governing Melbourne*.
- ⊗ **Enforcement / update of local laws** – identified by 7.4% of Hobsons Bay respondents in 2015, up from 1.1% in 2014. This compares to the metropolitan Melbourne average of 0.2% in the 2015 *Governing Melbourne*.



Top issues for Council to address in the coming twelve months

Hobsons Bay City Council - 2015 Annual Community Survey

(Number and percent of total respondents)

| Issue | 2015 | | 2014 | metro. Melb 2015 |
|---|--------|--------------------|--------------------|---------------------|
| | Number | Percent | | |
| Traffic management | 132 | 16.5% | 22.0% | 24.9% |
| Roads maintenance & repairs | 100 | 12.5% | 13.5% | 5.3% |
| Parking | 91 | 11.4% | 12.8% | 14.1% |
| Footpath maintenance & repairs | 75 | 9.4% | 8.3% | 5.9% |
| Building, planning, housing & development | 72 | 9.0% | 12.0% | 8.8% |
| Parks, gardens & open space | 64 | 8.0% | 6.9% | 5.8% |
| Enforcement / update of local laws | 59 | 7.4% | 1.1% | 0.2% |
| Cleanliness & general maintenance of area | 42 | 5.3% | 4.6% | 4.8% |
| Safety, policing & crime | 40 | 5.0% | 2.1% | 8.4% |
| Provision & maintenance of street trees | 37 | 4.6% | 8.1% | 5.4% |
| Bicycles and bike tracks | 30 | 3.8% | 3.5% | 2.8% |
| Provision & maintenance of sports & recreation facilities | 29 | 3.6% | 3.8% | 1.8% |
| Public transport | 26 | 3.3% | 13.9% | 4.7% |
| Consultation, communication & provision of information | 25 | 3.1% | 3.0% | 2.0% |
| Drains maintenance & repairs | 24 | 3.0% | 3.5% | 2.9% |
| Rubbish and waste issues incl. garbage | 21 | 2.6% | 2.8% | 2.5% |
| Street cleaning & maintenance | 18 | 2.3% | 1.9% | 1.8% |
| Rates | 18 | 2.3% | 1.8% | 3.3% |
| Animal management | 17 | 2.1% | 3.1% | 3.0% |
| Services & facilities for the elderly | 17 | 2.1% | 1.9% | 1.4% |
| Provision & maintenance of infrastructure | 16 | 2.0% | 1.1% | 1.0% |
| Graffiti & vandalism | 15 | 1.9% | 3.8% | 1.5% |
| Hard rubbish collection | 15 | 1.9% | 2.1% | 3.5% |
| Childcare | 12 | 1.5% | 1.5% | 0.9% |
| Libraries | 11 | 1.4% | 1.1% | 0.6% |
| Education & schools | 10 | 1.3% | 3.9% | 1.6% |
| Street lighting | 9 | 1.1% | 2.3% | 6.9% |
| Pollution - air, water, dust, smell | 9 | 1.1% | 1.8% | na |
| Noise | 9 | 1.1% | 1.6% | 0.3% |
| Aesthetics of local area | 9 | 1.1% | 0.8% | na |
| Shops, restaurants & entertainment venues | 8 | 1.0% | 1.5% | 0.8% |
| Environment, conservation & climate change | 7 | 0.9% | 1.6% | 0.8% |
| Services & facilities for the disabled | 7 | 0.9% | 2.1% | 0.1% |
| Financial issues & priorities for Council | 6 | 0.8% | 1.3% | 0.9% |
| Facilities and activities for children | 5 | 0.6% | 1.1% | 0.1% |
| Recycling collection | 4 | 0.5% | 3.6% | 1.3% |
| Health & medical services | 4 | 0.5% | 3.1% | 0.9% |
| Public toilets | 4 | 0.5% | 1.3% | 1.2% |
| Community activities, events, arts & culture | 4 | 0.5% | 1.3% | 1.9% |
| Housing availability / affordability | 3 | 0.4% | 0.6% | 0.6% |
| Employment & job creation | 3 | 0.4% | 0.4% | 0.2% |
| Green waste collection | 2 | 0.3% | 0.8% | 1.1% |
| Provision & maintenance of community facilities | 1 | 0.1% | 0.5% | 0.4% |
| Governance & accountability | 1 | 0.1% | 0.3% | 1.0% |
| Provision & quality of community services | 7 | 0.9% | 0.4% | 0.5% |
| All other issues (11 separately identified issues) | 41 | 5.1% | 5.6% | 7.3% |
| Total responses | | 1,159 | 1,405 | 1,345 |
| <i>Total respondents providing a response</i> | | <i>573 (71.0%)</i> | <i>650 (81.2%)</i> | <i>674 (72.4%)</i> |

Note: (*) Metropolis Research, Governing Melbourne 2015

Issues by precinct

There was relatively little measurable variation across the municipality in relation to the issues for Council to address in the coming year.

Attention is however drawn to the following:

- ⊗ The slightly higher than average proportion of respondents from Williamstown / Williamstown North and Newport / Spotswood / South Kingsville identifying building, housing, planning and development related issues.
- ⊗ The slightly higher than average proportion of respondents from Altona Meadows / Seabrook / Laverton identifying traffic management related issues.

Top issues for Council to address in the coming twelve months by precinct

Hobsons Bay City Council - 2015 Annual Community Survey

(Percent of total respondents)

| Williamstown / Williamstown Nth | | Newport / Sth Kingsville / Spotswood | |
|--|-------|---|-------|
| Building, housing, planning & development | 15.6% | Building, housing, planning & development | 16.5% |
| Roads maintenance & repairs | 15.0% | Parking | 15.9% |
| Parking | 13.9% | Roads maintenance & repairs | 13.4% |
| Footpath maintenance & repairs | 10.4% | Traffic management | 12.2% |
| Enforcement of local laws | 10.4% | Enforcement of local laws | 10.4% |
| Traffic management | 9.8% | Parks, gardens, open space | 7.9% |
| Parks, gardens, open space | 5.2% | Cleanliness & maintenance of areas | 6.7% |
| Cleanliness & maintenance of areas | 5.2% | Bicycles & bike / shared tracks | 6.1% |
| Rubbish & waste including garbage collection | 4.6% | Footpath maintenance & repairs | 4.9% |
| Street trees | 4.6% | Services & facilities for the elderly | 3.7% |

| Altona / Seaholme | | Altona North / Brooklyn | |
|---|-------|------------------------------------|-------|
| Parking | 12.4% | Traffic management | 20.6% |
| Traffic management | 11.2% | Footpath maintenance & repairs | 13.8% |
| Parks, gardens, open space | 7.6% | Roads maintenance & repairs | 13.1% |
| Cleanliness & maintenance of areas | 7.6% | Parks, gardens, open space | 10.0% |
| Roads maintenance & repairs | 7.6% | Safety, policing & crime | 8.8% |
| Footpath maintenance & repairs | 7.6% | Parking | 6.9% |
| Building, housing, planning & development | 7.1% | Enforcement of local laws | 6.3% |
| Enforcement of local laws | 6.5% | Cleanliness & maintenance of areas | 5.6% |
| Street trees | 5.3% | Public transport | 5.0% |
| Community consultation & communication | 4.7% | Street trees | 4.4% |

| Altona Meadows / Seabrook / Laverton | | City of Hobsons Bay | |
|--|-------|---|-------|
| Traffic management | 23.6% | Traffic management | 16.5% |
| Roads maintenance & repairs | 12.1% | Roads maintenance & repairs | 12.5% |
| Footpath maintenance & repairs | 10.0% | Parking | 11.4% |
| Parks, gardens, open space | 8.6% | Footpath maintenance & repairs | 9.4% |
| Parking | 8.6% | Building, planning, housing & development | 9.0% |
| Safety, policing & crime | 7.1% | Parks, gardens & open space | 8.0% |
| Prov. & maint. of sports & recreation facilities | 5.7% | Enforcement / update of local laws | 7.4% |
| Street trees | 5.0% | Cleanliness & general maintenance of area | 5.3% |
| Enforcement of local laws | 4.3% | Safety, policing & crime | 5.0% |
| Building, housing, planning & development | 3.6% | Provision & maintenance of street trees | 4.6% |



Impact of issues on satisfaction with Council’s overall performance

The following graph provides the average satisfaction with Council’s overall performance of respondents identifying each of the top four issues.

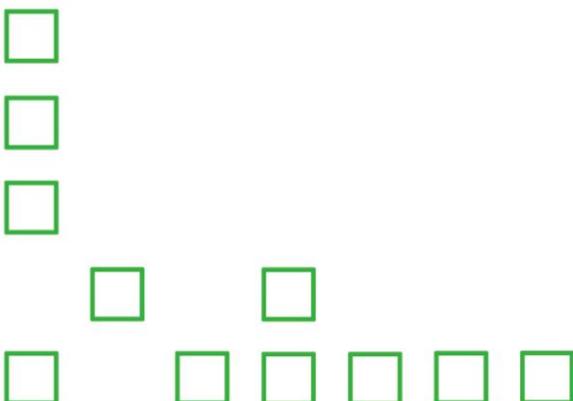
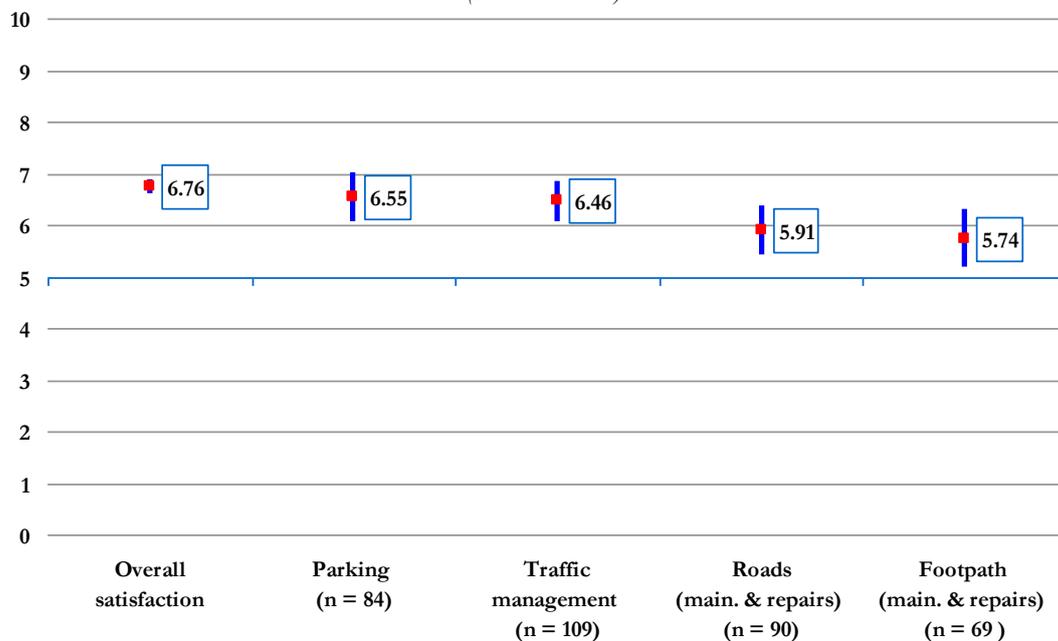
As is clearly evident in the graph, respondents identifying the issues of road maintenance and repairs and those identifying footpath maintenance and repairs were measurably and significantly less satisfied with the performance of Council across all areas of responsibility. The ninety respondents identifying each of these two issues rated satisfaction with Council’s overall performance at levels best categorised as “poor”.

It is likely that these issues exert a negative influence on community satisfaction with the overall performance of Council.

Respondents identifying either parking or traffic management were on average slightly, but not measurably less satisfied with Council’s overall performance. These respondents on average rated satisfaction at levels categorised as “good” for those identifying parking, and “solid” for those identifying traffic management.

It is likely that these two issues have a mildly negative influence on community satisfaction with the overall performance of Council.

Satisfaction with Council's overall performance by top issues
Hobsons Bay City Council - 2015 Annual Community Survey
(Index score 0 - 10)



Customer service

Contact with Council in the last twelve months

Respondents were asked:

“Have you contacted Hobsons Bay City Council in the last twelve months?”

There was a small change in this question in 2015, from contact with Council in the last two years to contact with Council in the last twelve months. Consistent with this change, the proportion of respondents contacting Council declined from 60.1% in 2014 to 46.3% in 2015. This result is consistent with results observed elsewhere.

Contacted Council in the last twelve months
Hobsons Bay City Council - 2015 Annual Community Survey
(Number and percent of respondents providing a response)

| Response | 2015 | | 2014 | English speaking | Non-English speaking |
|--------------|------------|-------------|------------|------------------|----------------------|
| | Number | Percent | | | |
| Yes | 372 | 46.3% | 60.1% | 47.8% | 42.3% |
| No | 432 | 53.7% | 39.9% | 52.2% | 57.7% |
| Can't say | 3 | | 16 | 1 | 1 |
| Total | 807 | 100% | 800 | 591 | 213 |

Forms of contact

Respondents were asked:

“When you last contacted the Council, was it?”

The most common methods of contacting Council remain via telephone during office hours (57.1%) and visits in person (25.1%). This pattern of results is consistent with results observed elsewhere across metropolitan Melbourne.

Form of contact with Hobsons Bay City Council
Hobsons Bay City Council - 2015 Annual Community Survey
(Number and percent of respondents who contacted Council and provided a response)

| Response | 2015 | | 2014 | English speaking | Non-English speaking |
|--|------------|-------------|------------|------------------|----------------------|
| | Number | Percent | | | |
| Telephone (<i>during office hours</i>) | 212 | 57.1% | 58.4% | 54.8% | 65.2% |
| Visit in person | 93 | 25.1% | 26.0% | 25.7% | 22.9% |
| E-mail | 25 | 6.7% | 7.7% | 7.9% | 2.7% |
| Website | 14 | 3.8% | 2.4% | 4.2% | 2.6% |
| Mail | 6 | 1.6% | 0.6% | 1.4% | 2.8% |
| Telephone (<i>after hours service</i>) | 4 | 1.1% | 0.6% | 1.4% | 0.0% |
| Multiple | 17 | 4.6% | 4.3% | 4.7% | 3.8% |
| Not stated | 2 | | 5 | 2 | 0 |
| Total | 373 | 100% | 471 | 282 | 90 |



Satisfaction with aspects of customer service



Respondents were asked:

“On a scale of 0 (lowest) to 10 (highest), how satisfied were you with the following aspects of service when you last contacted Council?”

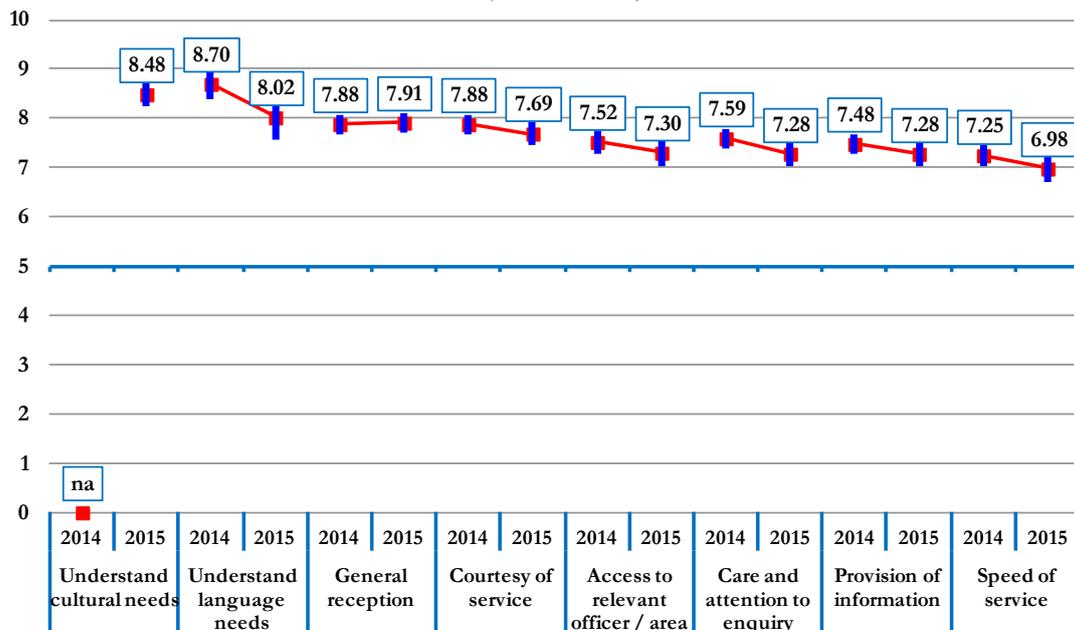
The average satisfaction with the seven aspects of customer service included in both 2014 and 2015 declined from 7.75 in 2014 to 7.49 in 2015. Including the new aspect of customer service (understanding cultural needs), the average satisfaction in 2015 was 7.62.

Of the seven aspects of customer service included in both 2014 and 2015, six declined in 2015, although only the decline in satisfaction with understanding language needs was statistically significant. Satisfaction with general reception increased very marginally.

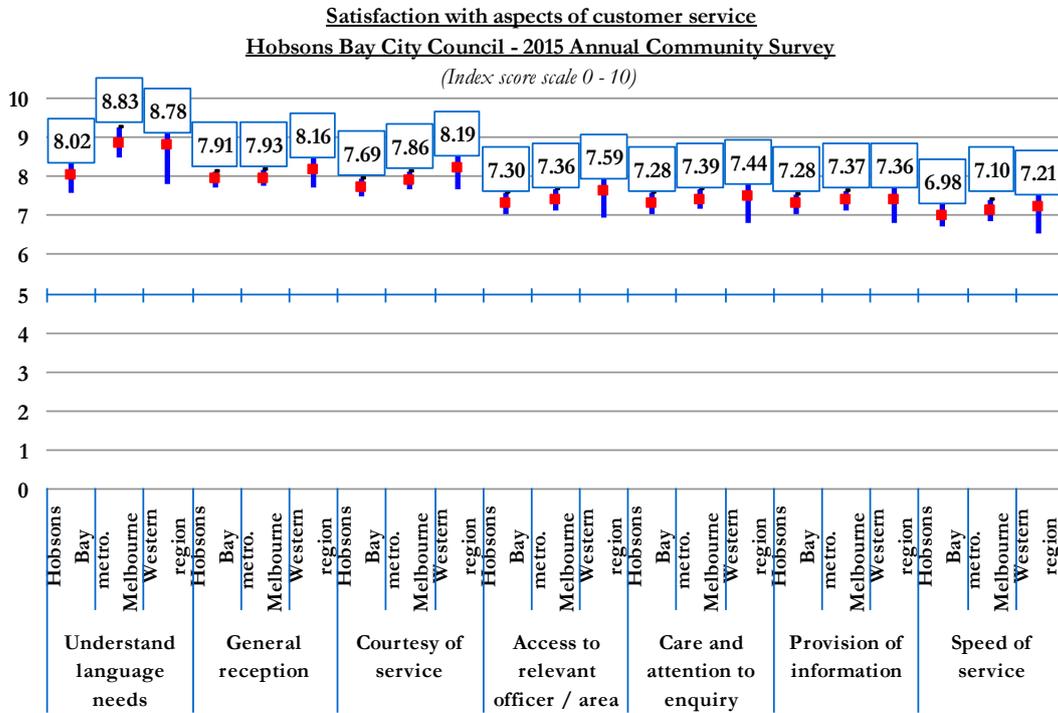
Satisfaction with the eight aspects of customer service can best be summarised as follows:

- ⊗ **Excellent** – for each of understanding cultural needs, understanding language needs, and general reception.
- ⊗ **Very Good** – for each of courtesy of service, access to relevant officer / area, care and attention to enquiry, and provision of information.
- ⊗ **Good** – for speed of service.

Satisfaction with aspects of customer service
Hobsons Bay City Council - 2015 Annual Community Survey
(Index score 0 - 10)



Satisfaction with the aspects of customer service in the City of Hobsons Bay in 2015 was very marginally but not measurably lower than 2015 *Governing Melbourne* results for both the western region and metropolitan Melbourne. Metropolis Research notes that the variation between Hobsons Bay and the metropolitan Melbourne average is very marginal and not measurable.



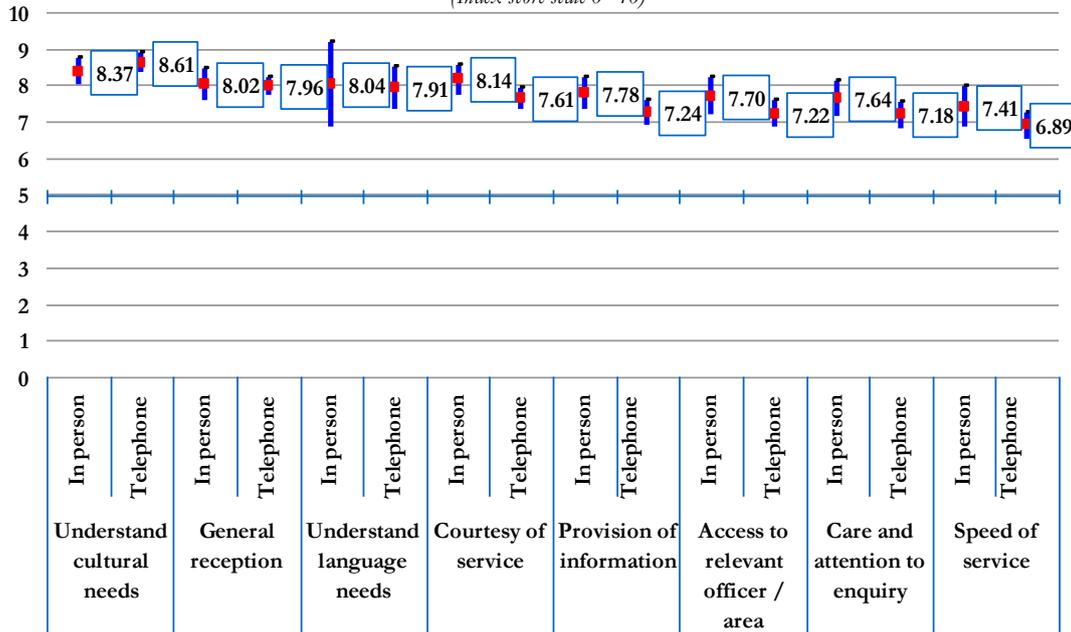
The following graph provides a comparison of satisfaction with the aspects of customer service between respondents visiting in person and those contacting Council via the telephone (during office hours).

It is observed that respondents visiting Council in person were marginally more satisfied with seven of the eight aspects of customer service than were respondents contacting Council via telephone.

The average satisfaction of respondents visiting in person was 7.89 compared to 7.58 for respondents contacting Council via telephone. Despite this variation, the average satisfaction both those visiting in person and those contacting Council via telephone were at levels best categorised as “very good”.

Satisfaction with aspects of customer service by method of contact
Hobsons Bay City Council - 2015 Annual Community Survey

(Index score scale 0 - 10)

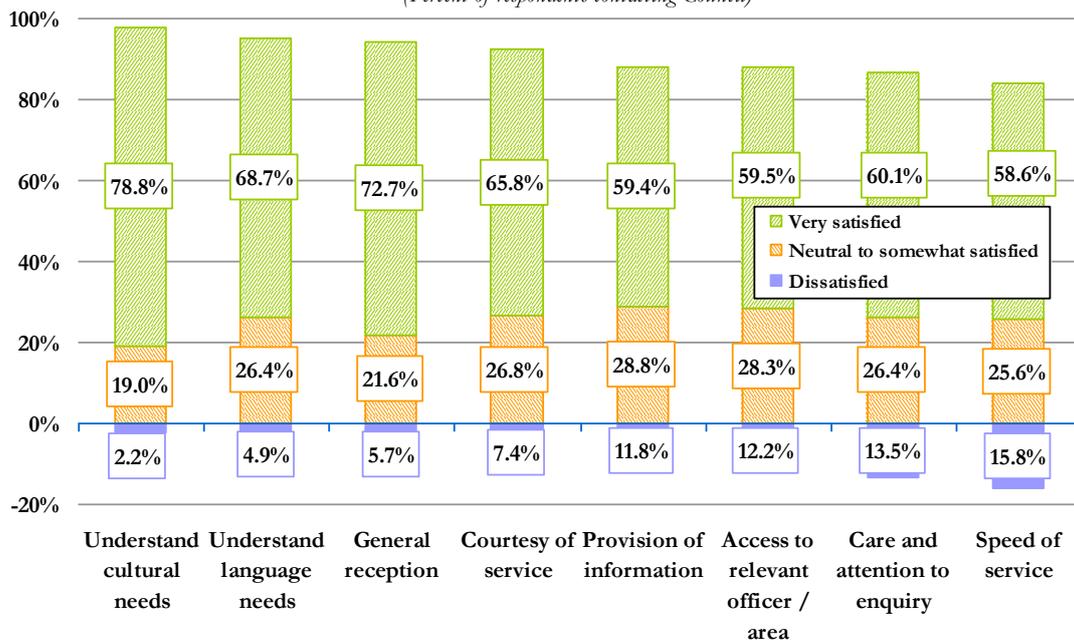


The following graph provides a breakdown of satisfaction in those dissatisfied (zero to four), neutral to somewhat satisfied (five to seven) and very satisfied (eight to ten).

Attention is drawn to the more than ten percent of respondents dissatisfied with each of provision of information (11.8%), access to relevant officer (12.2%), care and attention to enquiry (13.5%) and speed of service (15.8%).

Satisfaction with aspects of customer service
Hobsons Bay City Council - 2015 Annual Community Survey

(Percent of respondents contacting Council)



Satisfaction with aspects of customer service
Hobsons Bay City Council - 2014 Annual Community Survey
(Number and percent of respondents who contacted Council)

| Aspect | Survey | Low 0 - 4 | Medium 5 - 7 | High 8 - 10 | Can't say |
|-----------------------------------|--------|--------------|-----------------|----------------|--------------|
| General reception | 2014 | 7.2% | 23.9% | 68.9% | 44 |
| | 2015 | 5.7% | 21.6% | 72.7% | 13 |
| Care and attention to enquiry | 2014 | 9.6% | 26.1% | 64.3% | 10 |
| | 2015 | 13.5% | 26.4% | 60.1% | 11 |
| Provision of information | 2014 | 8.2% | 30.9% | 60.9% | 38 |
| | 2015 | 11.8% | 28.8% | 59.4% | 33 |
| Speed of service | 2014 | 12.7% | 29.9% | 57.4% | 12 |
| | 2015 | 15.8% | 25.6% | 58.6% | 13 |
| Courtesy of service | 2014 | 8.0% | 23.0% | 69.0% | 15 |
| | 2015 | 7.4% | 26.8% | 65.8% | 13 |
| Access to relevant officer / area | 2014 | 10.5% | 26.0% | 63.5% | 51 |
| | 2015 | 12.2% | 28.3% | 59.5% | 37 |
| Understand language needs | 2014 | 1.9% | 13.5% | 84.6% | 14 |
| | 2015 | 4.9% | 26.4% | 68.7% | 19 |
| Understand cultural needs | 2014 | 1.9% | 13.5% | 84.6% | 14 |
| | 2015 | 2.2% | 19.0% | 78.8% | 142 |

Council services and facilities

Respondents were asked:

“On a scale of 0 (lowest) to 10 (highest), can you please rate the importance to the community, and your personal level of satisfaction with each of the following Council provided services?”

Importance of selected services and facilities

The average importance of the thirty services and facilities included in the 2015 survey was 8.57, a decline of 2.3% on the 2014 average importance of 8.77. The following table provides the number of respondents rating importance for each service and facility and the average importance.

The top nine services were measurably more important than average, whilst the bottom seven services were measurably less important than average.

Importance of selected Council and other services and facilities
Hobsons Bay City Council - 2015 Annual Community Survey
(Index score scale 0 to 10)

| Service / facility | Number | 2015 | | | 2014 |
|--|--------|-------------|--------------------|-------------|-------------|
| | | Lower | Mean | Upper | |
| Services for people with a disability | 660 | 9.11 | 9.20 | 9.28 | 9.48 |
| Weekly garbage collection | 790 | 9.10 | 9.17 | 9.25 | 9.51 |
| Regular recycling | 786 | 9.09 | 9.17 | 9.24 | 9.41 |
| Services for seniors | 674 | 8.92 | 9.02 | 9.12 | 9.35 |
| Services for children from birth to 5 years of age | 682 | 8.83 | 8.92 | 9.02 | 9.35 |
| Green waste service | 779 | 8.76 | 8.85 | 8.94 | 9.05 |
| Services for young people | 671 | 8.74 | 8.84 | 8.94 | 9.14 |
| Local library | 728 | 8.70 | 8.81 | 8.92 | 8.93 |
| Provision and maintenance of parks, gardens and open space | 783 | 8.70 | 8.78 | 8.87 | 9.00 |
| Hard rubbish service | 736 | 8.67 | 8.77 | 8.87 | 8.95 |
| Provision and enhancement of the Foreshore | 755 | 8.65 | 8.74 | 8.83 | 8.74 |
| Bike paths | 743 | 8.62 | 8.72 | 8.82 | 8.80 |
| Sports ovals and other local sporting facilities | 727 | 8.56 | 8.66 | 8.75 | 8.82 |
| Traffic management | 782 | 8.55 | 8.64 | 8.74 | 8.93 |
| Footpath maintenance & repairs | 795 | 8.54 | 8.64 | 8.73 | 8.74 |
| Maintenance and cleaning of public areas | 785 | 8.54 | 8.63 | 8.73 | 8.88 |
| Recreation and / or Aquatic Centre | 716 | 8.52 | 8.61 | 8.71 | 8.72 |
| Road maintenance and repairs | 797 | 8.47 | 8.56 | 8.66 | 8.76 |
| Drains maintenance & repairs | 770 | 8.42 | 8.52 | 8.63 | 8.65 |
| Provision of parking facilities | 780 | 8.39 | 8.49 | 8.59 | 8.69 |
| Council community programs, events or activities | 680 | 8.35 | 8.46 | 8.58 | 8.28 |
| Enforcement of local laws | 723 | 8.34 | 8.46 | 8.57 | 8.55 |
| Council's website | 700 | 8.34 | 8.44 | 8.55 | 8.45 |
| Provision and maintenance of street trees | 787 | 8.25 | 8.35 | 8.46 | 8.31 |
| Arts, events and cultural activities | 724 | 8.11 | 8.23 | 8.35 | 8.20 |
| Graffiti removal | 742 | 8.03 | 8.15 | 8.28 | 8.16 |
| Control and regulation of pets and domestic animals | 739 | 8.01 | 8.14 | 8.26 | 8.14 |
| Council activities promoting local businesses | 688 | 7.76 | 7.90 | 8.04 | 7.81 |
| Council activities promoting local tourism | 684 | 7.71 | 7.85 | 7.98 | 7.80 |
| Council advertising in local newspapers | 702 | 7.34 | 7.50 | 7.66 | 7.25 |
| <i>Average importance of services / facilities</i> | | <i>8.47</i> | <i>8.57</i> | <i>8.68</i> | <i>8.77</i> |

Satisfaction with services and facilities

The average satisfaction with the thirty included services and facilities was 7.20 in 2015, down 1.4% on the 7.30 recorded in 2014. This level of satisfaction is best categorised as “good”, down from the previous categorisation of “very good”.

Satisfaction with the top eight services was measurably higher than average satisfaction; whilst satisfaction with the bottom eleven services was measurably lower than average.

By way of comparison, the 2015 *Governing Melbourne* research reported an average satisfaction with Council services and facilities of 7.36 for metropolitan Melbourne, and 7.48 for the western region. Both these results are marginally higher than the Hobsons Bay average satisfaction, and are categorised as “very good”, the same as for the City of Hobsons Bay.

Satisfaction with selected Council and other services and facilities
Hobsons Bay City Council - 2015 Annual Community Survey
(Index score scale 0 to 10)

| Service / facility | Number | 2015 | | | 2014 |
|--|--------|-------------|--------------------|-------------|-------------|
| | | Lower | Mean | Upper | |
| Weekly garbage collection | 805 | 8.51 | 8.62 | 8.72 | 8.72 |
| Green waste service | 629 | 8.36 | 8.49 | 8.61 | 8.43 |
| Local library | 459 | 8.31 | 8.45 | 8.60 | 8.60 |
| Regular recycling | 796 | 8.33 | 8.45 | 8.57 | 8.59 |
| Services for children from birth to 5 years of age | 202 | 7.74 | 7.97 | 8.20 | 7.80 |
| Hard rubbish service | 437 | 7.77 | 7.97 | 8.16 | 8.03 |
| Sports ovals and other local sporting facilities | 438 | 7.55 | 7.71 | 7.86 | 7.73 |
| Arts, events and cultural activities | 387 | 7.46 | 7.61 | 7.76 | 7.50 |
| Services for seniors | 120 | 7.08 | 7.44 | 7.80 | 7.56 |
| Provision and maintenance of parks, gardens and open space | 786 | 7.29 | 7.42 | 7.55 | 7.54 |
| Services for young people | 158 | 7.05 | 7.35 | 7.66 | 7.53 |
| Bike paths | 504 | 7.15 | 7.33 | 7.51 | 7.61 |
| Recreation and / or Aquatic Centre | 372 | 7.09 | 7.30 | 7.51 | 7.42 |
| Provision and enhancement of the Foreshore | 761 | 7.07 | 7.21 | 7.34 | 7.56 |
| Council community programs, events or activities | 240 | 6.82 | 7.04 | 7.26 | 7.25 |
| Services for people with a disability | 76 | 6.41 | 7.03 | 7.66 | 7.88 |
| Control and regulation of pets and domestic animals | 711 | 6.84 | 6.99 | 7.14 | 7.09 |
| Council's website | 396 | 6.77 | 6.96 | 7.15 | 6.98 |
| Maintenance and cleaning of public areas | 790 | 6.75 | 6.89 | 7.03 | 6.91 |
| Council advertising in local newspapers | 662 | 6.68 | 6.82 | 6.97 | 6.71 |
| Enforcement of local laws | 705 | 6.60 | 6.76 | 6.92 | 6.91 |
| Drains maintenance & repairs | 745 | 6.55 | 6.72 | 6.89 | 6.62 |
| Graffiti removal | 721 | 6.56 | 6.72 | 6.87 | 6.58 |
| Council activities promoting local businesses | 628 | 6.45 | 6.61 | 6.76 | 6.37 |
| Provision and maintenance of street trees | 795 | 6.40 | 6.57 | 6.73 | 6.44 |
| Council activities promoting local tourism | 639 | 6.30 | 6.46 | 6.62 | 6.30 |
| Road maintenance and repairs | 796 | 6.21 | 6.37 | 6.52 | 6.36 |
| Provision of parking facilities | 785 | 6.18 | 6.33 | 6.49 | 6.24 |
| Traffic management | 786 | 6.16 | 6.33 | 6.50 | 6.39 |
| Footpath maintenance & repairs | 797 | 5.96 | 6.12 | 6.29 | 6.01 |
| <i>Average satisfaction with services / facilities</i> | | <i>7.01</i> | <i>7.20</i> | <i>7.39</i> | <i>7.30</i> |



Importance and satisfaction cross tabulation

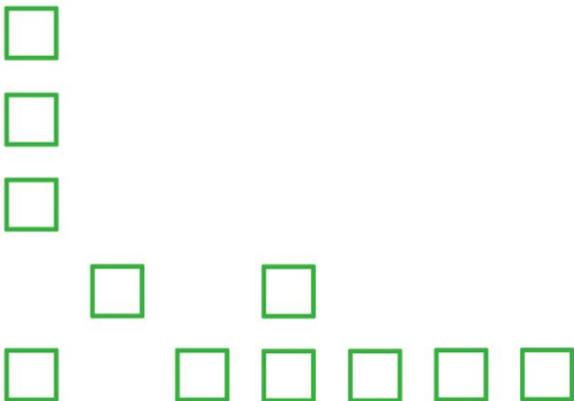
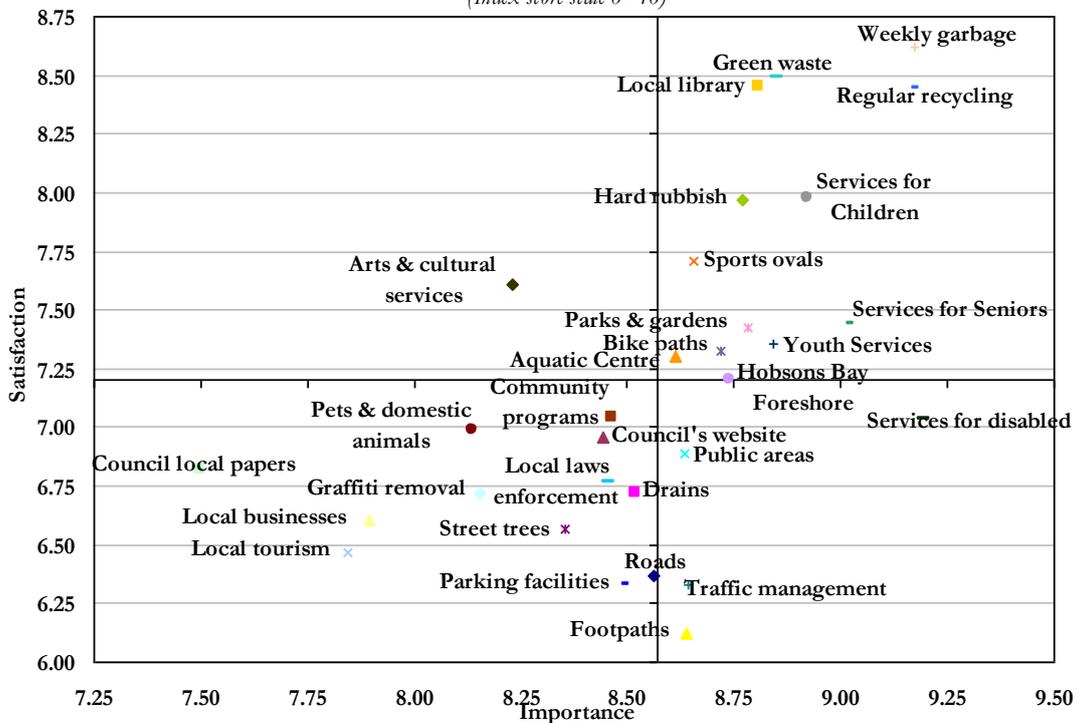
The following graph displays the importance and satisfaction scores obtained from the *Hobsons Bay Council - 2015 Annual Community Survey*. This graph displays the relationship between importance and satisfaction for each service.

Services in the top right hand quadrant are those which are more important than average to respondents and with which respondents are more satisfied than the average. Those in the bottom right hand quadrant are those which are more important than average but with which satisfaction is lower than average.

Metropolis Research notes that the services and facilities respondents rated as most important were all rated with higher than average satisfaction.

Importance of and satisfaction with Council services and facilities
Hobsons Bay City Council - 2015 Annual Community Survey

(Index score scale 0 - 10)



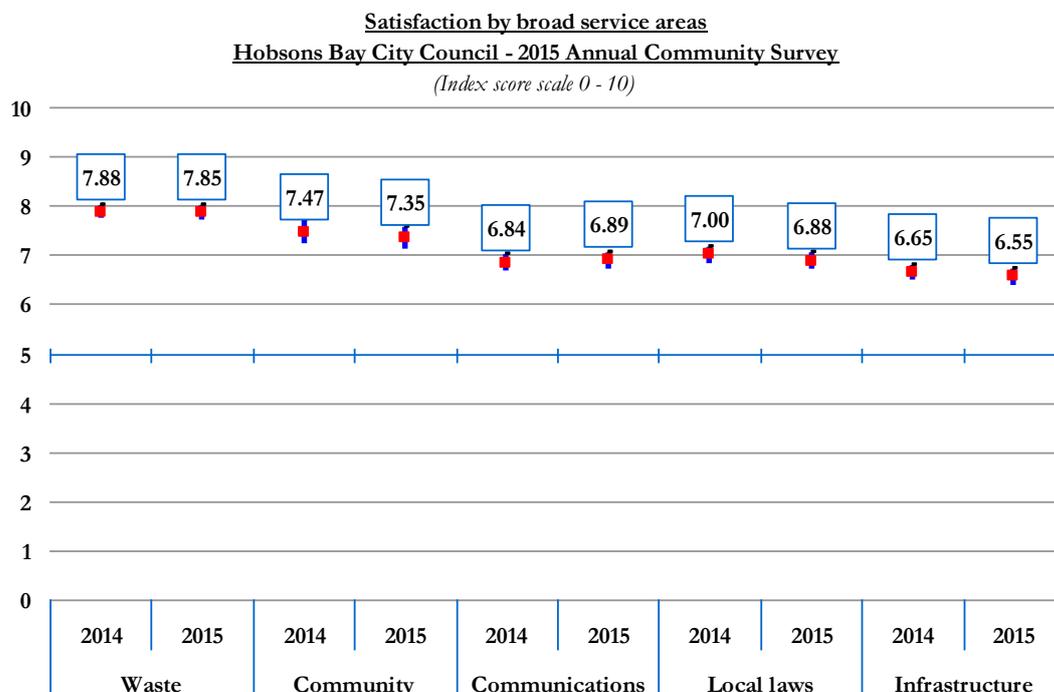
Satisfaction by broad service areas

The following graph provides the average satisfaction with the thirty services and facilities broken into the five broad service areas. Metropolis Research derives these service areas results in order to provide a consistent basis for comparison of satisfaction results against those recorded in *Governing Melbourne*.

- ⊗ **Infrastructure** – roads, drains, footpath, street trees, traffic management, parking facilities, parks & gardens
- ⊗ **Waste management** – garbage, recycling, green waste, hard rubbish, public areas maintenance, graffiti removal
- ⊗ **Community and Leisure** – library, Recreation & Aquatic Centres, sports oval, bike paths, services for children, services for youth, services for seniors, services for people with a disability, arts & cultural activities, Council community programs & events, local businesses, local tourism, the Foreshore
- ⊗ **Enforcement and local laws** – pets and domestic animals, local laws
- ⊗ **Strategy, corporate and communications** – Council advertising in local papers, Council's website

Whilst satisfaction with waste services, community and leisure services, local laws and infrastructure all declined, the declines were not statistically significant, nor did they vary the categorisation of satisfaction from 2014 levels.

- ⊗ **Very Good** – for waste services and community and leisure services.
- ⊗ **Good** – for communications, local laws and infrastructure.





Satisfaction with four of the five broad service areas was lower in the City of Hobsons Bay than the metropolitan Melbourne average, as outlined in the following graph. It is observed that satisfaction with infrastructure was measurably lower in the City of Hobsons Bay than the metropolitan Melbourne average, although still categorised as “good”, as is the metropolitan Melbourne result.

Satisfaction by broad service areas
Hobsons Bay City Council - 2015 Annual Community Survey
(Index score scale 0 - 10)

