



Hobsons Bay City Council

*2016 Annual Community Survey
Overview Report*

April 2016

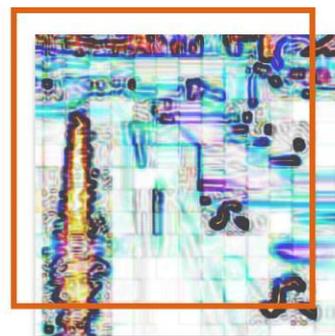
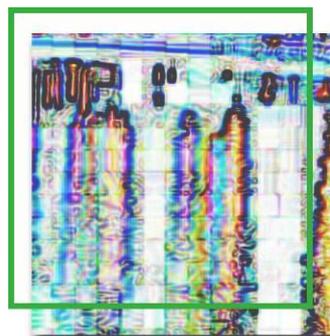


Prepared By:

Metropolis Research Pty Ltd
ABN 39 083 090 993

Prepared For:

Hobsons Bay City Council





© Hobsons Bay City Council 2016

This work is copyright. Apart from any use permitted under the Copyright Act 1968, no part may be reproduced by any process without written permission from the Council.

© Metropolis Research Pty Ltd, 2016

The survey form utilised in the commission of this report along with the *Governing Melbourne* results presented in this report are copyright. They may not be reproduced by any process without written permission from the Managing Director, Metropolis Research Pty Ltd.

Disclaimer

Any representation, statement, opinion or advice, expressed or implied in this publication is made in good faith but on the basis that Metropolis Research Pty Ltd, its agents and employees are not liable (whatever by reason of negligence, lack of care or otherwise) to any person for any damages or loss whatsoever which has occurred or may occur in relation to that person taking action in respect of any representation, statement, or advice referred to above.

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





INTRODUCTION	4
RATIONALE.....	4
METHODOLOGY	5
RESPONSE RATE AND STATISTICAL STRENGTH.....	5
GOVERNING MELBOURNE	6
GLOSSARY OF TERMS.....	6
SUMMARY OF SATISFACTION.....	7
KEY FINDINGS	9
COUNCIL’S OVERALL PERFORMANCE.....	9
GOVERNANCE AND LEADERSHIP	9
VALUE MOST ABOUT LIVING IN HOBSONS BAY.....	9
DESIRED CHANGES TO LOCAL AREA.....	10
COUNCIL SERVICES AND FACILITIES	10
<i>Importance of Council services and facilities</i>	<i>10</i>
<i>Satisfaction with Council services and facilities</i>	<i>10</i>
CUSTOMER SERVICE	11
PLANNING APPROVALS PROCESS	11
LIVING IN HOBSONS BAY	12
<i>Safety in public areas of the City of Hobsons Bay.....</i>	<i>12</i>
<i>Environmental issues for Hobsons Bay</i>	<i>12</i>
<i>Access to non-Council provided services.....</i>	<i>12</i>
<i>Food security.....</i>	<i>13</i>
<i>Healthy living and community.....</i>	<i>13</i>
COUNCIL RATES	13
PREFERRED METHODS OF COMMUNICATION.....	14
COMMUNITY CONSULTATION	14
COUNCIL’S OVERALL PERFORMANCE	15
OVERALL PERFORMANCE BY RESPONDENT PROFILE	18
CHANGE IN COUNCIL’S OVERALL PERFORMANCE	20
GOVERNANCE AND LEADERSHIP.....	21
COMMUNITY ISSUES, BEHAVIOURS AND ATTITUDES.....	23
DESIRED CHANGES TO LOCAL AREA.....	23
PLANNING AND HOUSING DEVELOPMENT.....	25
<i>Facilitation of increased residential development in the municipality</i>	<i>25</i>
<i>Involvement in planning approvals process</i>	<i>26</i>
<i>Satisfaction with aspects of planning approvals process.....</i>	<i>27</i>
CUSTOMER SERVICE.....	29
CONTACT WITH COUNCIL IN THE LAST TWELVE MONTHS	29
FORMS OF CONTACT.....	30
SATISFACTION WITH ASPECTS OF CUSTOMER SERVICE.....	30
COUNCIL SERVICES AND FACILITIES.....	32
IMPORTANCE OF SELECTED SERVICES AND FACILITIES	33
SATISFACTION WITH SERVICES AND FACILITIES	34
IMPORTANCE AND SATISFACTION CROSS TABULATION.....	35
SATISFACTION BY BROAD SERVICE AREAS	36
INFRASTRUCTURE AND CITY SERVICES	37
WASTE MANAGEMENT.....	38
COMMUNITY WELLBEING.....	39
CULTURAL, ECONOMIC AND ENVIRONMENTAL SUSTAINABILITY	40
CORPORATE SERVICES.....	41



Introduction

Metropolis Research was commissioned by Hobsons Bay City Council to undertake its third *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 broad range of Council services and facilities
- ⊗ 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 – 2016 Annual Community Survey* includes questions exploring current issues of importance. The 2016 survey includes questions related to the following issues:

- ⊗ Aspects respondents like about living in, and desired changes to the local area
- ⊗ Preferred methods of communicating with / receiving information from Council
- ⊗ Food security
- ⊗ Access to non-Council provided community services, and agreement with selected statements relating to healthy living
- ⊗ Awareness of Council's environmental activities and the importance of environmental initiatives
- ⊗ 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 – 2016 Annual Community Survey* was conducted as a door-to-door interview style survey of eight hundred households drawn from across the municipality during the months of February and March 2016. Approximately 160 surveys were conducted in each of the five precincts comprising the City of Hobsons Bay, with approximately sixteen mesh blocks within each precinct surveyed each year, and approximately ten surveys conducted within each mesh block. The municipal results have been weighted by population to ensure each precinct contributes proportionally to the municipal result, whilst maximising the statistical strength at the precinct level.

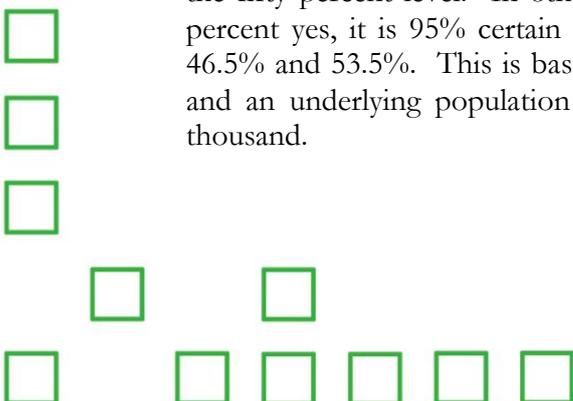
In an attempt to maximise the involvement of young adults (aged up to 25 years), interview staff initially asked if there was a young person in this age group available in the household at the time that could be surveyed. If there was no such individual available the survey was conducted with the resident who answered the door.

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 the demographic profile of respondents, although it is noted that voluntary surveys of this nature will tend to over-represent families with young and school aged children.

Response rate and statistical strength

A total of approximately 4,900 households were approached by Metropolis Research to participate in the *Hobsons Bay City Council – 2016 Annual Community Survey*. Of these households, 2,431 were unattended at the time and were therefore not invited to participate, and paid no further part in the process. A total of 1,667 refused to participate, and eight hundred completed the survey. This provides a response rate of 32.5%, down somewhat on the 47.4% from 2015, but similar to the 34.5% from 2014. By way of comparison, political opinion polling typically obtains a response rate of in the order of fifteen percent.

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 obtain 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 eight hundred respondents, and an underlying population of the City of Hobsons Bay of approximately ninety thousand.



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 – 2016 Annual Community Survey*.

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

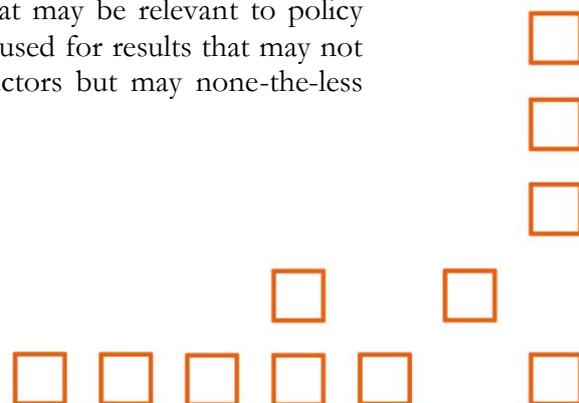
Statistically significant is the technical term for a measurable difference as described above. The term “statistically significant” and the alternative term “measurable” describe a quantifiable change or difference between results. They do not describe or define whether the result or change is of a 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 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, and are used to draw attention to results that may be relevant 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

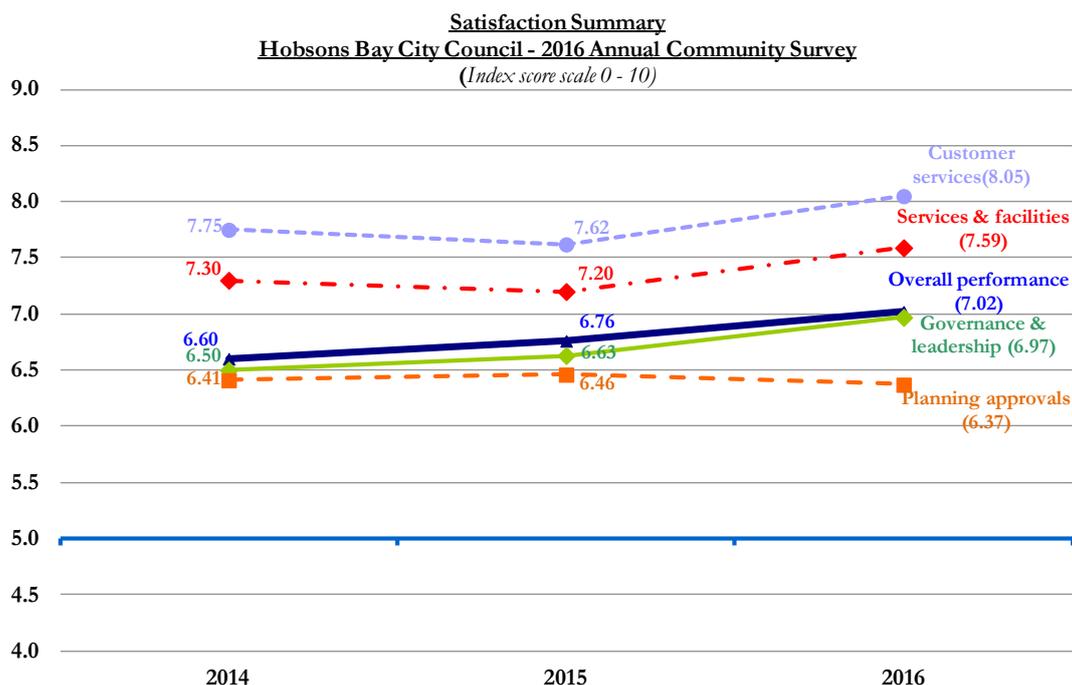
The *Hobsons Bay City Council – 2016 Annual Community Survey* recorded community satisfaction with Council’s overall performance, aspects of governance and leadership, aspects of customer service, five broad service areas comprised of thirty individual services and facilities, and aspects of planning and housing development.

Metropolis Research observed that satisfaction with four of the five broad components increased somewhat between 2015 and 2016. Small increases were recorded for customer service (up 5.6%), services and facilities (up 5.4%), governance and leadership (up 5.1%), and overall performance (up 3.8%). A small decrease was recorded for planning approvals and development (down 1.5%). Satisfaction can best be summarised as follows:

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

These results reflect a trend of increasing satisfaction with the performance of Council across the broad range of Council activities, services, facilities and engagement with the community. This trend has been observed across many of the western region municipalities with which Metropolis Research conducts *Annual Community Survey* programs, including recent results in the cities of Maribyrnong and Wyndham. This trend has not been uniformly observed across metropolitan Melbourne.





Issues around traffic management and planning and housing development issues remain prominent in respondents’ minds in relation to their focus of attention in their local communities. The issue of traffic management is a significant issue across metropolitan Melbourne and does not appear to be of significantly greater concern in the City of Hobsons Bay than has been observed elsewhere, particularly western region municipalities further out from Melbourne such as the City of Wyndham.

Particular attention is drawn to the improvement in respondent satisfaction with access to public transport. Access to affordable and efficient public transport that goes where people need it to go has been a significant issue in the western region of Melbourne over recent years. This improvement in satisfaction with access to public transport in the City of Hobsons Bay in 2016 reflects improvements observed elsewhere across the western region. This improvement with satisfaction with public transport reflects well on both the advocacy efforts of western region councils and the activities of state government in improving public transport in the region.

In broad terms it is observed that respondents in the City of Hobsons Bay value most the proximity to Melbourne City, the coastal location of Hobsons Bay, the closeness to local shops, the sense of community, Hobsons Bay’s parks, gardens and green spaces, the access to good public transport networks, the safety of the local area, and the village atmosphere.

The detailed results contained in the main report do show considerable diversity across the City of Hobsons Bay in terms of the nature of the communities within each of the precincts of Hobsons Bay, their satisfaction with and expectations of Council, and the aspects they like and dislike about their local communities.



Key findings



The following are the key findings for each section of the *City of Hobsons Bay – 2016 Annual Community Survey*.

Council's overall performance

- ⊗ Satisfaction with Council's overall performance in 2016 was 7.02., level of satisfaction best categorised as "good", and an increase of 3.8% on the 2015 average of 6.76.
- ⊗ Satisfaction with overall performance was marginally higher than the metropolitan Melbourne (6.81) average, and significantly higher than the western region average (6.47), from the 2015 *Governing Melbourne*.
- ⊗ Respondents from Altona Meadows / Seabrook / Laverton (7.21) and Altona North / Brooklyn (7.14) were somewhat, but not measurably more satisfied than the municipal average, whilst respondents from Williamstown / Williamstown North (6.67) were somewhat less satisfied.
- ⊗ More than one-tenth (13.4% up from 12.6%) of respondents considered Council's overall performance had improved in the last twelve months, whilst 4.8% (down from 8.3%) considered that it had deteriorated.

Governance and leadership

- ⊗ Satisfaction with the seven aspects of governance and leadership as a group was 6.97 (up from 6.63) in 2016, a level of satisfaction best categorised as "good".
 - Providing opportunity for voice to be heard (7.19 up from 6.88) "good"
 - Keeping the community informed (7.15 up from 6.85) "
 - Responsiveness to local community needs (7.03 up from 6.67) "
 - Representation, lobbying and advocacy (6.90 up from 6.54) "
 - Engaging with community on key issues (6.90 up from 6.41) "
 - Making decisions in interests of community (6.86 up from 6.55) "
 - Maintaining community trust / confidence (6.78 up from 6.54) "

Value most about living in Hobsons Bay

- ⊗ A total of 793 respondents provided 2,387 individual responses, at an average of three aspects each.
- ⊗ The most commonly identified aspects in 2016 were:
 - Close to Melbourne City (47.7%)
 - Coastal location (41.2%)
 - Close to local shops (31.2%)
 - Sense of community (22.8%)
 - Parks, gardens and green spaces (22.2%)
 - Good public transport networks (19.7%)
 - It is a safe place (14.7%)
 - Village atmosphere (14.1%).



Desired changes to local area

- ⊗ A total of 496 respondents provided 882 individual responses, at an average of 1.8 responses each. This question replaces the previously worded question asking top three issues for Council to address; therefore no comparative or time series results are available.
- ⊗ The most commonly identified issues in 2016 were:
 - Traffic management (13.8%)
 - Building, housing, planning and development (13.3%)
 - Roads maintenance and repairs (10.9%).

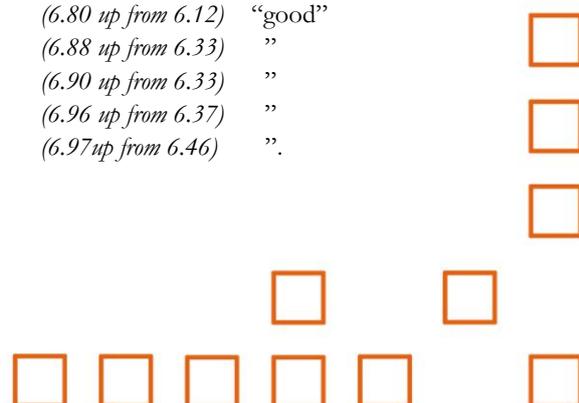
Council services and facilities

Importance of Council services and facilities

- ⊗ The average importance of the thirty services and facilities included in 2016 was 8.70, up from 8.57.
- ⊗ The five most important services in 2016:
 - Weekly garbage collection (9.27 up from 9.17)
 - Services for people with a disability (9.17 down from 9.20)
 - Services for children from birth to 5 years of age (9.16 up from 8.92)
 - Regular recycling (9.11 down from 9.17)
 - Services for seniors (9.10 down from 9.02).
- ⊗ The five least important services in 2016:
 - Council’s regular newsletter (7.34 down from 7.50)
 - Council activities promoting local tourism (7.89 down from 7.85)
 - Council activities promoting local businesses (7.96 down from 7.90)
 - Control & regulation of pets & domestic animals (8.16 down from 8.14)
 - Graffiti removal (8.24 down from 8.15).

Satisfaction with Council services and facilities

- ⊗ Average satisfaction with the thirty services and facilities in 2016 was 7.59 (up from 7.20), a level of satisfaction best categorised as “very good”. This result is broadly consistent with metropolitan Melbourne (7.34) and the western region (7.05) results.
- ⊗ The five services with the highest satisfaction in 2016:
 - Weekly garbage collection (8.81 up from 8.62) “excellent”
 - Local library (8.75 up from 8.45) ”
 - Green waste service (8.72 up from 8.49) ”
 - Regular recycling (8.62 up from 8.45) ”
 - Hard rubbish service (8.32 up from 7.97) ”.
- ⊗ The five services with the lowest satisfaction scores in 2016:
 - Footpath maintenance and repairs (6.80 up from 6.12) “good”
 - Provision of parking facilities (6.88 up from 6.33) ”
 - Traffic management (6.90 up from 6.33) ”
 - Maintenance and repairs of sealed local roads (6.96 up from 6.37) ”
 - Council activities promoting local tourism (6.97 up from 6.46) ”.





Customer service



- ⊗ A little less than half of the respondents (44.9% down from 46.3%) had contact with Council in the last two years.
- ⊗ The most common forms of contact were telephone (62.4%) and visits in person (19.5%).
- ⊗ Almost one-sixth of the contacts (14.1%) were internet-based (email, website, snap send solve, social media, and via live chat).
- ⊗ Satisfaction with the nine aspects of customer service as a group was 8.05 (up from 7.62), a level of satisfaction best categorised as “excellent”.
- ⊗ Satisfaction with the nine aspects of customer service varied as follows:

○ Understand language needs	<i>(8.83 up from 8.02)</i>	“excellent”
○ Understand cultural needs	<i>(8.63 up from 8.48)</i>	”
○ Courtesy of service	<i>(8.15 up from 7.69)</i>	”
○ General reception	<i>(8.09 up from 7.91)</i>	”
○ Overall customer service performance	<i>(7.77, new)</i>	”
○ Provision of information	<i>(7.76 up from 7.28)</i>	”
○ Access to relevant staff / officer	<i>(7.74 up from 7.30)</i>	“very good”
○ Care and attention to enquiry	<i>(7.74 up from 7.28)</i>	”
○ Speed of service	<i>(7.70 up from 6.98)</i>	”.

Planning approvals process

- ⊗ Approximately forty percent (40.5%) of respondents agreed that Council should facilitate increased residential development in the municipality, whilst a little more than forty percent (41.3%) disagreed. A little more than one-sixth (18.3%) of respondents were unsure or could not say.
- ⊗ Approximately ten percent of respondents had been involved in a planning approvals process in the last twelve months, with 5.2% as applicants, and 4.3% as objectors.
- ⊗ Satisfaction with the nine aspects of planning approvals was 6.37 (down from 6.46), a level of satisfaction best categorised as “solid”.

○ Design of public spaces	<i>(7.05 up from 6.80)</i>	“good”
○ Protection of local heritage	<i>(6.63 down from 6.81)</i>	”
○ Overall Council decisions	<i>(6.47, new)</i>	“solid”
○ Appearance and quality of new development	<i>(6.38 stable from 6.38)</i>	”
○ Opportunities to participate in strategic plan	<i>(6.35 up from 6.22)</i>	”
○ Communication during the planning process	<i>(6.30 down from 6.59)</i>	”
○ Scale / density of buildings	<i>(6.17 down from 6.16)</i>	”
○ How well new developments retain community feel	<i>(6.08, new)</i>	”
○ Outcome of VCAT overriding decisions	<i>(5.95, new)</i>	“poor”.



Living in Hobsons Bay

Safety in public areas of the City of Hobsons Bay

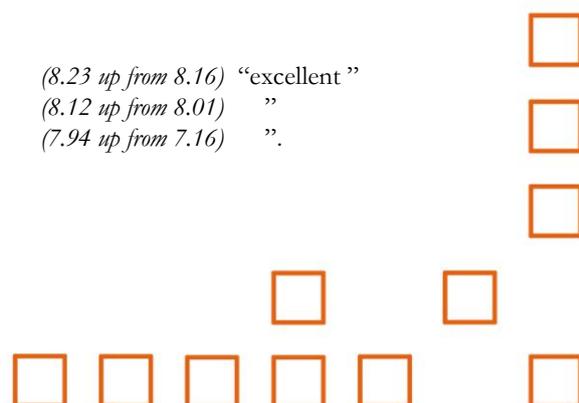
- ⊗ Respondents rated their perception of safety in the public areas of Hobsons Bay positively, and marginally higher than metro. Melbourne and similar to the western region in 2015.
 - In public areas of Hobsons Bay during the day *(8.75 stable)*
 - In and around local shopping area *(8.24 up from 8.17)*
 - Travelling on / waiting for public transport *(7.72 up from 7.30)*
 - In public areas of Hobsons Bay at night *(7.32 up from 7.20)*
- ⊗ More than one-third of respondents who felt unsafe in public areas of Hobsons Bay identified the reasons why they feel unsafe to be related to crime – theft, robbery, violence etc, and almost one-fourth identified drug and alcohol issues.

Environmental issues for Hobsons Bay

- ⊗ Approximately one-third (32.9%) of respondents providing a response reported that they were aware of Council’s activities to protect the environment.
- ⊗ Respondents were asked to rate how important they considered seven environmental issues are for Hobsons Bay. Respondents rated each of the seven issues as very important:
 - Protecting and conserving the natural environment *(9.02 up from 8.78)*
 - Improving water quality of creeks, lakes, waterways *(8.92 up from 8.56)*
 - Diverting more waste from landfill *(8.79 up from 8.28)*
 - Reducing Council’s greenhouse gas emissions *(8.62 up from 7.90)*
 - Reducing Council’s water consumption *(8.54 up from 7.90)*
 - Reducing the community’s greenhouse gas emissions *(8.51 up from 7.97)*
 - Reducing the community’s water consumption *(8.48 up from 8.06)*.
- ⊗ Less than five percent of respondents rated any of the seven issues as unimportant (i.e. less than five out of ten).

Access to non-Council provided services

- ⊗ Respondents were asked rating the importance of access to the services to the community and their level of satisfaction with access to those services:
 - Importance:
 - Access to health service *(9.34 down from 9.54)*
 - Access to public transport *(9.32 down from 9.42)*
 - Access to schools *(9.30 down from 9.46)*
 - Satisfaction:
 - Access to schools *(8.23 up from 8.16)* “excellent”
 - Access to health service *(8.12 up from 8.01)* ”
 - Access to public transport *(7.94 up from 7.16)* ”.





Food security



- ⊗ Approximately one percent of respondents reported that their household had run out of food, unable to afford to buy more, at least once in the last twelve months, a similar result to that recorded in 2014, and lower than has been observed elsewhere by Metropolis Research.

Healthy living and community

- ⊗ Respondents were asked their level of agreement with six statements relating to healthy living and community, and each recorded a very positive average agreement:
 - I can easily access fresh fruit and vegetables in my local area
(8.50 down from 8.56)
 - There are enough opportunities for people in my local area to exercise
(8.39 up from 8.24)
 - I can easily walk to destinations and amenities in my neighborhood
(8.37 up from 8.29)
 - I can get help from friends, family and / or neighbours when needed
(8.25 down from 8.26)
 - My local community buildings and services are accessible for people with a disability
(8.12 up from 7.97)
 - There are enough opportunities to connect socially with people in the local area
(7.76 up from 7.56).

Council rates

- ⊗ Respondents were asked what they believed was most appropriate for the City of Hobsons Bay in relation to rates, and the results were observed as follows:
 - “Council rates should be capped at CPI and state and federal governments should fund the service and infrastructure gaps”.
(56.4% - n.a. in 2015)
 - “Council rates should be capped at CPI even if that means local services and infrastructure needs cannot be met”.
(10.4% down from 45.4%)
 - “There should be no capping of rates, allowing Council to continue to set rates based on the future needs for services and infrastructure of the Hobsons Bay community”.
(12.4% down from 28.9%)
 - “Can’t say / not stated”.
(20.9% down from 25.8%).





Preferred methods of communication

- ⊗ Almost all the respondents (98.5% up from 97.7%) 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:
 - Articles in local newspapers (43.3% down from 44.0%)
 - Direct mail / letterbox drop of information (42.4% down from 57.9%)
 - Email (39.9% down from 45.0%)
 - A Council newsletter / publication (35.4% down from 44.1%)
 - Council’s website / live chat (31.0% up from 25.0%)
 - Council advertisements in local newspapers (26.0% down from 28.3%)
 - Telephone Council Customer Service Centre (21.6% down from 23.0%)
 - Via social media (Twitter / Facebook) (20.1% up from 17.3%)
 - In person at a local library (17.4% down from 18.0%)
 - In person at a customer service centre (14.8% down from 21.7%)
 - Through a community leader (7.3% down from 8.2%)
 - SMS / text message (7.3%, new)
 - Local radio (6.8% down from 10.8%)
 - In a language other than English (4.4% down from 7.3%)
 - Snap Send Solve (4.0%, new).

Community consultation

- ⊗ A little less than one-fifth (19.0%) of respondents providing a response to this question reported that they had provided feedback on any Council activities in the last twelve months.





Council’s overall performance

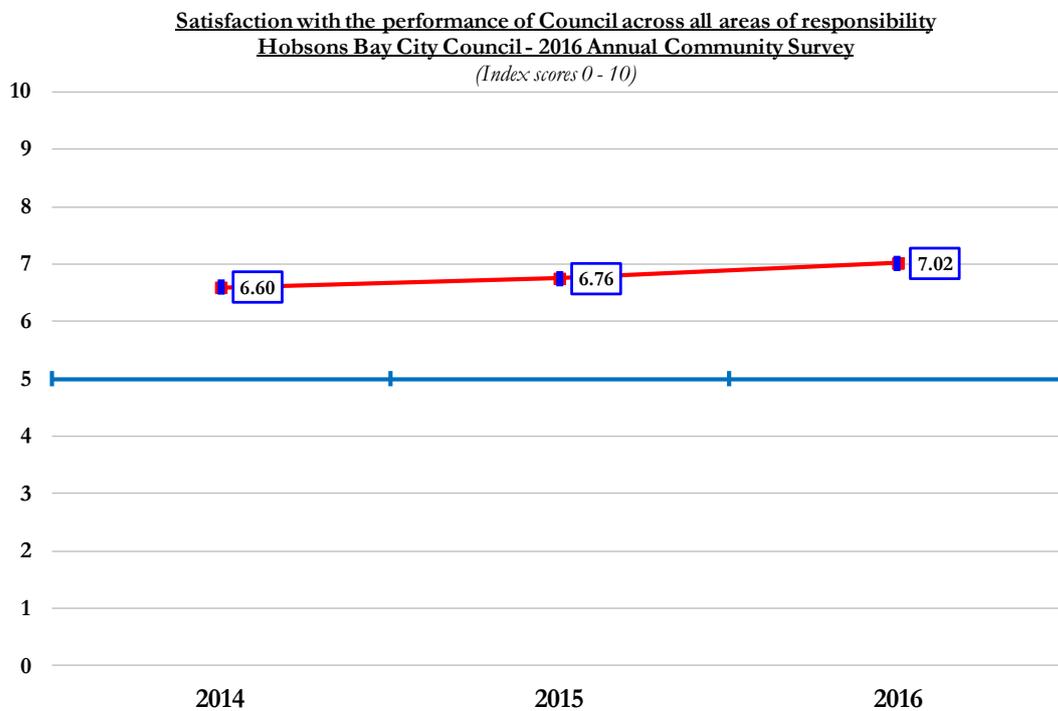
Respondents were asked:

“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 for the second consecutive year, increasing 3.8% since 2015 and 6.4% since 2014.

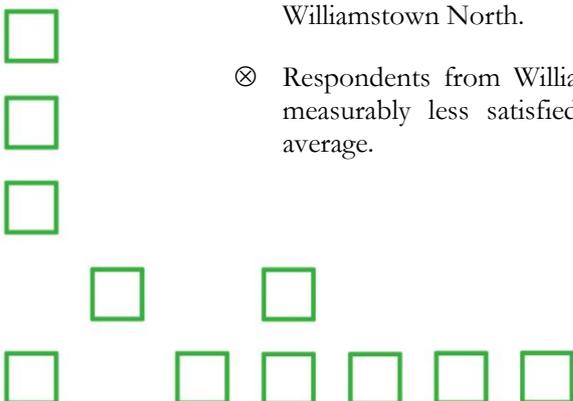
This level of satisfaction is best categorised as “good”, the same categorisation as in both 2014 and 2015.

By way of comparison, the 2015 *Governing Melbourne* research reported an average overall satisfaction across metropolitan Melbourne of 6.81, measurably lower than this Hobsons Bay result.

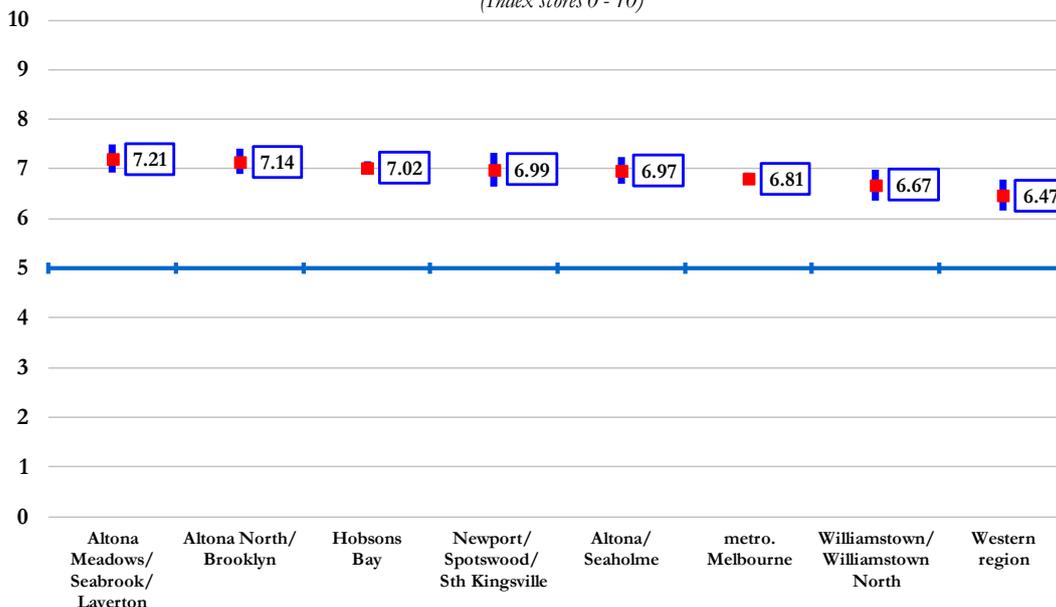


There was some variation in this result across the five precincts comprising the City of Hobsons Bay, with attention drawn to the following:

- ⊗ Respondents from Altona Meadows / Seabrook / Laverton and Altona North / Brooklyn were somewhat, albeit not measurably more satisfied with Council’s overall performance than the municipal average. Respondents from these precincts were measurably and significantly more satisfied than respondents from Williamstown / Williamstown North.
- ⊗ Respondents from Williamstown / Williamstown North were somewhat, albeit not measurably less satisfied with Council’s overall performance than the municipal average.

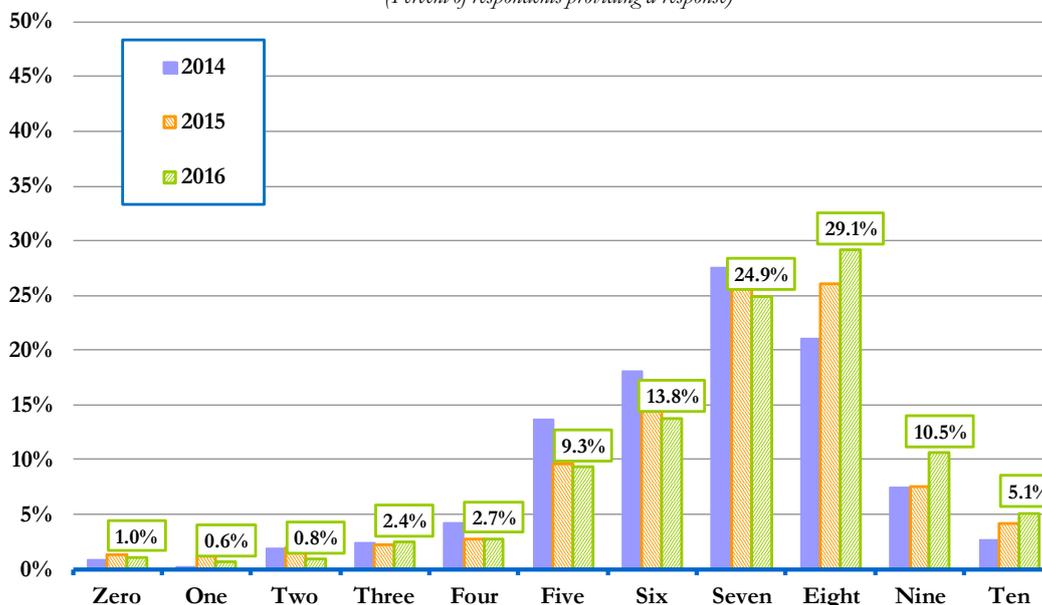


Satisfaction with Council's overall performance by precinct
Hobsons Bay City Council - 2016 Annual Community Survey
 (Index scores 0 - 10)



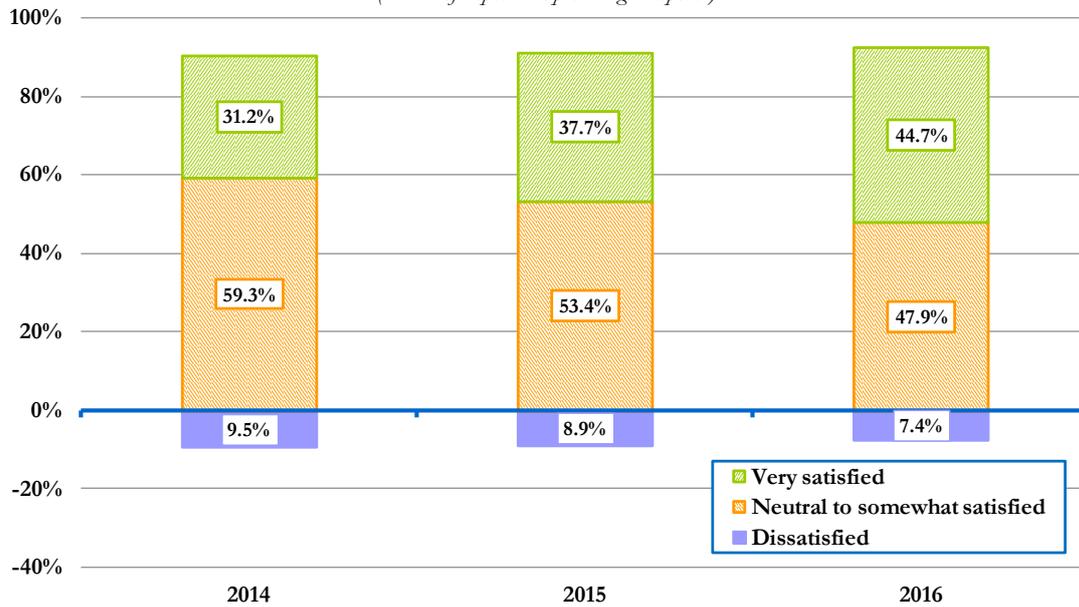
In 2016, there was a significant increase in the proportion of respondents rating satisfaction at either eight or nine out of ten, and a small decline in the proportion rating satisfaction at less than five out of ten.

Satisfaction with the performance of Council across all areas of responsibility
Hobsons Bay City Council - 2016 Annual Community Survey
 (Percent of respondents providing a response)



This result is more clearly evident in the following graph which provides the breakdown into those dissatisfied (rating zero to four), neutral to somewhat satisfied (five to seven), and very satisfied (eight to ten).

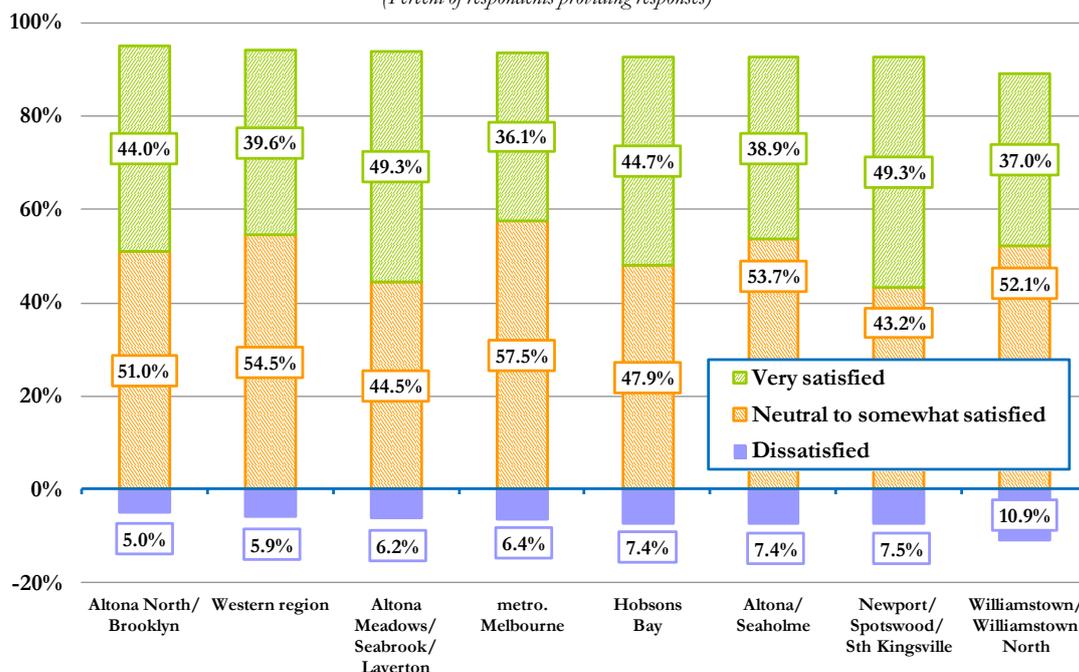
Satisfaction with Council's overall performance
Hobsons Bay City Council - 2016 Annual Community Survey
(Percent of respondents providing a response)



The following graph provides a breakdown of these results into respondents that were dissatisfied (rating satisfaction from zero to four), neutral to somewhat satisfied (five to seven), and very satisfied (eight to ten). Attention is drawn to the fact that:

- ⊗ Respondents from Williamstown / Williamstown North were somewhat less likely than average to be very satisfied with Council's overall performance, and somewhat more likely to be dissatisfied.

Satisfaction with Council's overall performance by precinct
Hobsons Bay City Council - 2016 Annual Community Survey
(Percent of respondents providing responses)

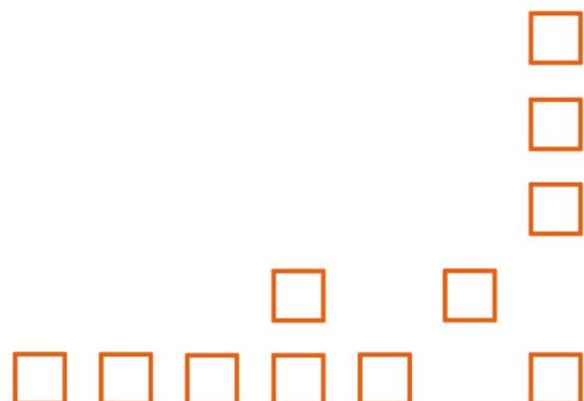


Overall performance by respondent profile

The following table provides the average satisfaction with Council’s overall performance by respondent profile, with attention drawn to the following:

- ⊗ Younger respondents (aged 15 to 44 years) were notably, albeit not measurably more satisfied with Council’s overall performance than older respondents (45 yrs and over).
- ⊗ There was no meaningful variation in satisfaction with Council’s overall performance between male and female respondents.
- ⊗ Respondents from households with a member with a disability were somewhat, albeit not measurably less satisfied with Council’s overall performance than other respondents.
- ⊗ Respondents from English speaking households were somewhat, albeit not measurably less satisfied with Council’s overall performance than respondents from non-English speaking households.
- ⊗ Respondents from two parent families with youngest child less than five years old, and respondents from one parent families with adult children only were somewhat, albeit not measurably more satisfied with Council’s overall performance than the municipal average.
- ⊗ Rental household respondents were measurably and significantly more satisfied with Council’s overall performance than the municipal average.
- ⊗ Home owner respondents were somewhat, albeit not measurably less satisfied with Council’s overall performance than the municipal average, and measurably less satisfied than rental household respondents.
- ⊗ Satisfaction with Council’s overall performance declines with respondents’ period of residence in the City of Hobsons Bay, with respondents who had lived in Hobsons Bay for ten years or more measurably and significantly less satisfied than average.

These results do strongly suggest that younger respondents, newer residents, and rental household respondents were more satisfied with Council’s overall performance than older respondents, home owners and long term residents of Hobsons Bay.



Satisfaction with Council's overall performance by respondent profile

Hobsons Bay City Council - 2016 Annual Community Survey

(Number and index score 0 - 10)

	Number	Lower	Mean	Upper
<i>Age structure</i>				
15 - 18 years	10	7.19	7.96	8.74
19 - 25 years	62	6.81	7.21	7.61
26 - 44 years	271	7.03	7.23	7.43
45 - 54 years	160	6.64	6.91	7.19
55 - 64 years	91	6.29	6.69	7.09
65 years and over	116	6.40	6.77	7.14
<i>Gender</i>				
Male	359	6.86	7.04	7.23
Female	352	6.82	7.00	7.19
<i>Disability</i>				
Household member with disability	50	6.27	6.73	7.19
No disability	656	6.90	7.04	7.18
<i>Language</i>				
English speaking background household	518	6.79	6.94	7.09
non-English speaking background household	188	6.99	7.25	7.51
<i>Household structure</i>				
Two parent family (<i>youngest 0 - 4 yrs</i>)	92	7.12	7.45	7.78
Two parent family (<i>youngest 5 - 12 yrs</i>)	94	6.55	6.86	7.16
Two parent family (<i>youngest 13 - 18 yrs</i>)	66	6.75	7.19	7.63
Two parent family (<i>adults only</i>)	84	6.45	6.86	7.27
One parent family (<i>youngest 0 - 4 yrs</i>)	na	na	na	na
One parent family (<i>youngest 5 - 12 yrs</i>)	10	4.75	6.30	7.85
One parent family (<i>youngest 13 - 18 yrs</i>)	7	5.55	6.74	7.94
One parent family (<i>adults only</i>)	25	6.81	7.43	8.06
Couple only household	173	6.66	6.96	7.25
Group household	59	6.84	7.20	7.56
Sole person household	90	6.41	6.81	7.22
<i>Housing situation</i>				
Own this home	310	6.52	6.74	6.95
Mortgage	189	6.82	7.07	7.31
Renting this home	191	7.20	7.42	7.63
Other arrangement	8	5.72	6.76	7.79
<i>Period of residence in City of Hobsons Bay</i>				
Less than one year	67	7.07	7.44	7.81
One to less than five years	107	7.08	7.39	7.70
Five to less than ten years	135	7.07	7.11	7.38
Ten years or more	401	6.64	6.82	7.01

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?”

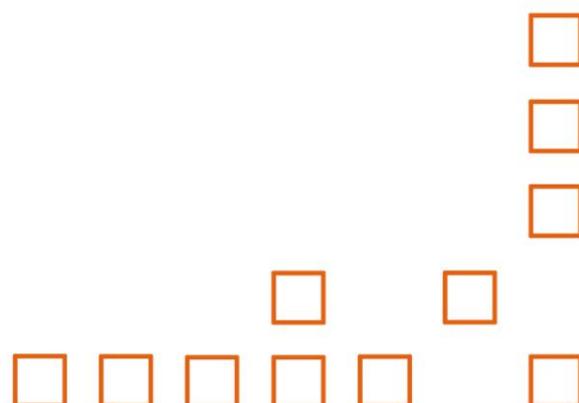
Consistent with the increase in satisfaction with Council’s overall performance, the proportion of respondents considering that Council’s overall performance improved in the last twelve months increased again slightly in 2016.

Attention is drawn to the fact that the proportion of respondents considering that Council’s overall performance had deteriorated declined sharply, down from 8.3% in 2015 to 4.8% in 2016. This reflects the decline in the proportion of respondents dissatisfied with Council’s overall performance, which has declined from 9.5% in 2014 and 8.9% in 2015 to 7.4% in 2016.

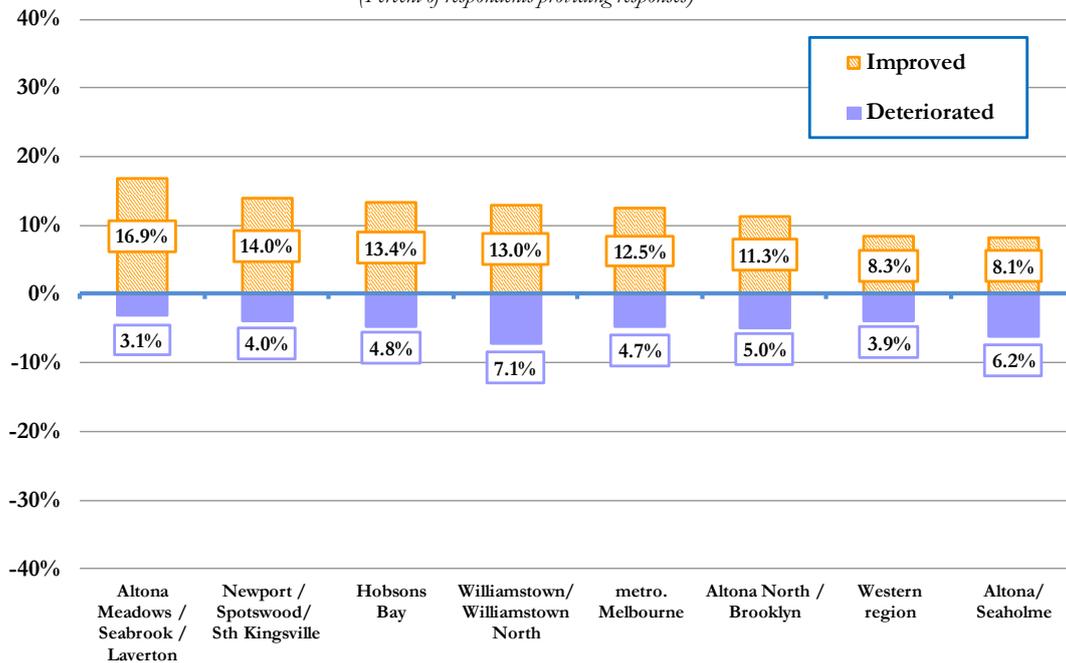
Change in Council's overall performance
Hobsons Bay City Council - 2016 Annual Community Survey
(Number and percent of total respondents)

Response	2016		2015	2014
	Number	Percent		
Improved	107	13.4%	12.6%	11.0%
Stayed the same	532	66.5%	62.7%	63.5%
Deteriorated	38	4.8%	8.3%	7.4%
Can't say	123	15.4%	16.4%	18.1%
Total	800	100%	807	800

Whilst there was no statistically significant variation in this result across the five precincts comprising the City of Hobsons Bay, it is observed that respondents from Altona / Seaholme were marginally less likely than average to consider that Council’s overall performance had improved in the last twelve months.



Change in Council's overall performance by precinct
Hobsons Bay City Council - 2016 Annual Community Survey
(Percent of respondents providing responses)



Governance and leadership

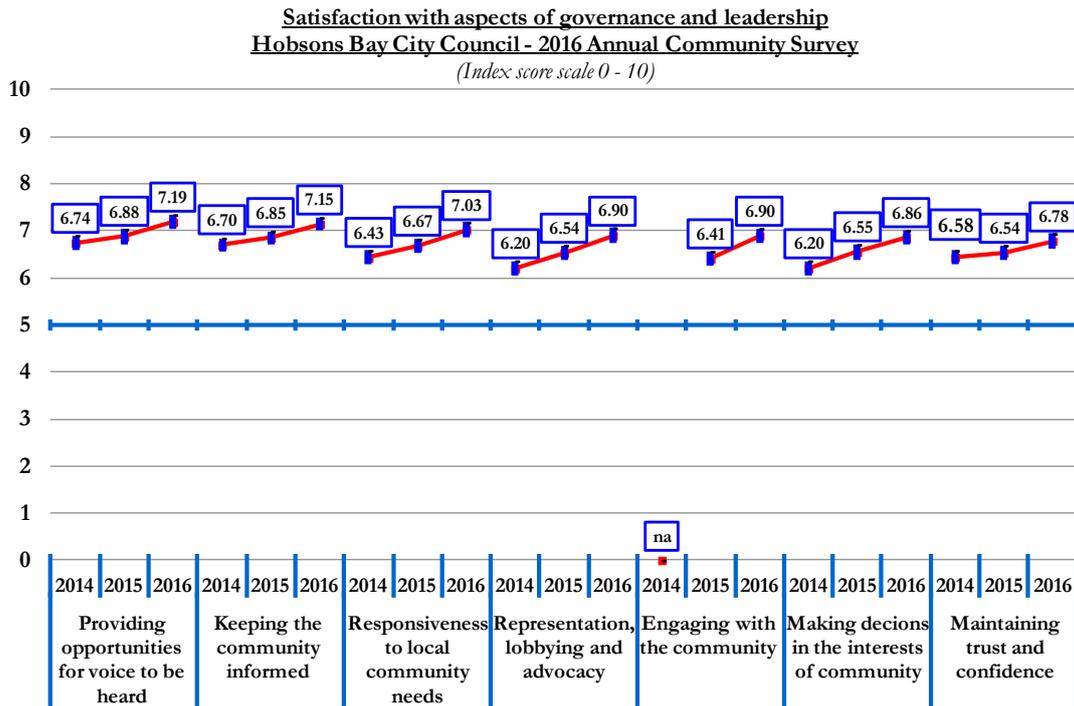
Respondents were asked:

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

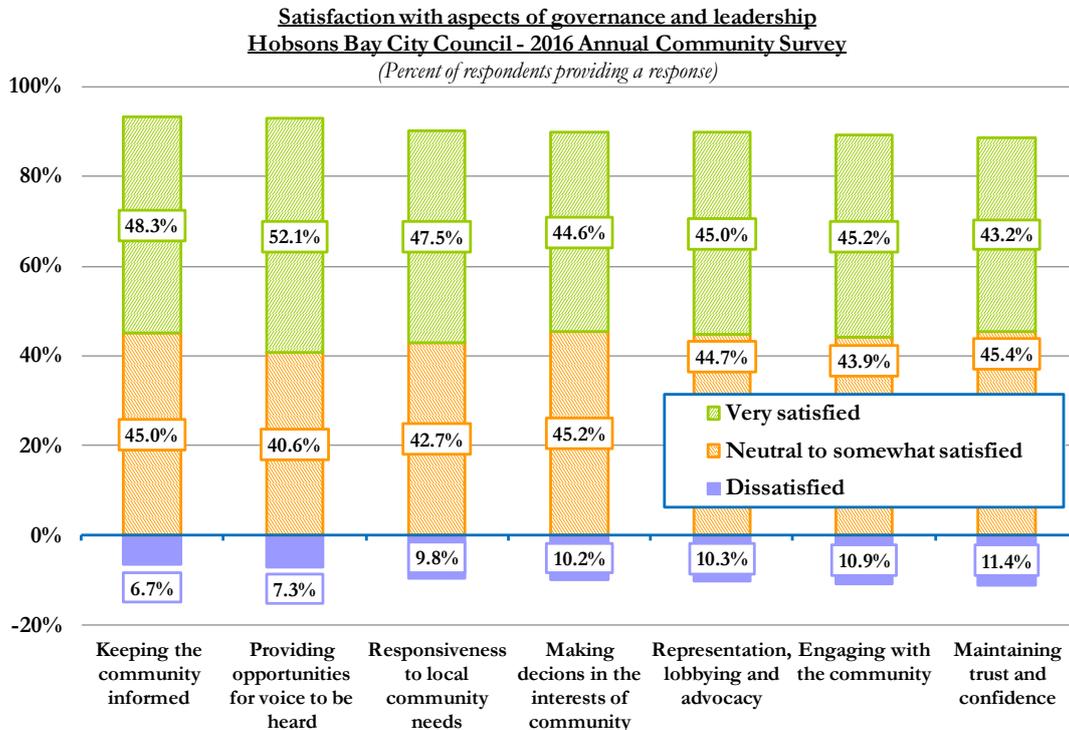
The average satisfaction with the seven included aspects of governance and leadership was rated at 6.97 in 2016, an increase of 5.1% on the 2015 average of 6.63, although it remains at a level best categorised as “good”.

Satisfaction with each of the seven included aspects of governance and leadership was rated at levels categorised as “good”, the same categorisation as each obtained in 2015.

The average satisfaction with the five aspects of governance and leadership included in the *Governing Melbourne* research was 6.89 for Hobsons Bay in 2016, measurably higher than the metropolitan Melbourne average of 6.52, and marginally but not measurably higher than the western region average of 6.72.



The following graph provides a breakdown of these results into those respondents dissatisfied (rating satisfaction from zero to four), neutral to somewhat satisfied (rating five to seven), and very satisfied (rating eight to ten). Attention is drawn to the fact that approximately six to eleven percent of respondents were dissatisfied with each of the seven aspects of governance and leadership, whilst close to half were very satisfied with each aspect.





Community issues, behaviours and attitudes



Desired changes to local area

Respondents were asked:

“Thinking about the future, what would you like to change about where you live?”

In the 2016 survey, this new question was included asking respondents to think about the future and what they would like to change about where they live. This question replaced the previously included question asking respondents what they considered to be the top three issues for Council to address in the coming twelve months. This change was made at the behest of Council officers.

As a result of this substantial modification to the question format, Metropolis Research is not in a position to provide comparative results from *Governing Melbourne* for this question. This is despite the fact that the two questions are asking respondents to consider essentially the same question and the results appear to have a significant degree of consistency with those recorded in previous years using the original wording.

A little less than two-thirds (61.9%) of respondents provided a total of 882 responses, at an average of 1.8 responses each.

The top three aspects respondents would like to change about where they live relate to traffic management (13.8%), building, housing, planning and development related aspects (13.3%), and road maintenance and repair related aspects (10.9%).

Metropolis Research does note that a large variety of responses were identified by a small proportion of respondents, with issues such as public transport, parks and gardens, street trees, education and schools, and shops, restaurants, and entertainment venues all being prominent in the results.

There was little meaningful variation in these results between based on the respondent profile, although attention is drawn to the following:

- ⊗ **Female respondents** - were marginally more likely than male respondents to identify building, housing, planning and development aspects, parks, gardens, and open space aspects, street trees, and education and schools.
- ⊗ **Male respondents** - were marginally more likely than female respondents to identify footpath maintenance and repairs, and rates.
- ⊗ **English speaking household respondents** - were more likely than respondents from non-English speaking households to identify building, housing, planning and development aspects, and road maintenance and repairs.
- ⊗ **Non-English speaking household respondents** - were somewhat more likely than respondents from English speaking households to identify public transport and safety, policing and crime aspects.



Like to change about where respondents live
Hobsons Bay City Council - 2016 Annual Community Survey
(Number and percent of total respondents)

Issue	2016	
	Number	Percent
Traffic management	110	13.8%
Building, housing, planning, and development issues	107	13.3%
Roads maintenance and repairs	87	10.9%
Public transport	70	8.8%
Parks, gardens, open space maintenance and provision	51	6.4%
Street trees	49	6.1%
Education and schools	38	4.7%
Shops, restaurants and entertainment venues	35	4.3%
Parking	32	4.0%
Footpath maintenance and repairs	25	3.1%
Safety, policing and crime related issues	19	2.4%
Rates	18	2.3%
Provision and maintenance of general infrastructure	17	2.2%
Foreshore maintenance and management	17	2.1%
Cleanliness and maintenance of areas	16	2.0%
Provision and maintenance of sports and recreation facilities	11	1.3%
Drains maintenance and repairs	10	1.2%
Street lighting	9	1.1%
Community consultation, communication and provision of information	8	1.0%
Hard rubbish collection	7	0.9%
Rubbish and waste including garbage collection	7	0.9%
Councillors / local politics / internal management	7	0.8%
Bicycles and bike / shared paths and tracks	7	0.8%
Population and growth issues	6	0.8%
Facilities and activities for children	6	0.8%
Noise	6	0.8%
Services and facilities for the elderly	6	0.7%
Promote and improve community atmosphere	5	0.7%
Employment and job creation	5	0.7%
Pollution - air, water, dust, smell	5	0.6%
Street cleaning and maintenance	5	0.6%
Child care	5	0.6%
Environment, conservation and climate change	5	0.6%
Services and facilities for the disabled	5	0.6%
Heritage	5	0.6%
Provision and quality of community services	4	0.6%
Financial issues and priorities for Council	4	0.6%
Community activities and events	4	0.5%
Public health / medical facilities	4	0.5%
Living cost / standard	3	0.4%
Graffiti and vandalism	3	0.4%
Libraries	3	0.4%
Aesthetics of local area	3	0.3%
Housing availability / affordability	3	0.3%
All other issues (13 separately identified issues)	28	3.5%
Total responses	882	
<i>Total respondents identifying at least one issue</i>	<i>496 (61.9%)</i>	



Planning and housing development



Facilitation of increased residential development in the municipality

Respondents were asked:

“The state government requires Council to facilitate increased residential development within the municipality. Do you agree with this direction?”

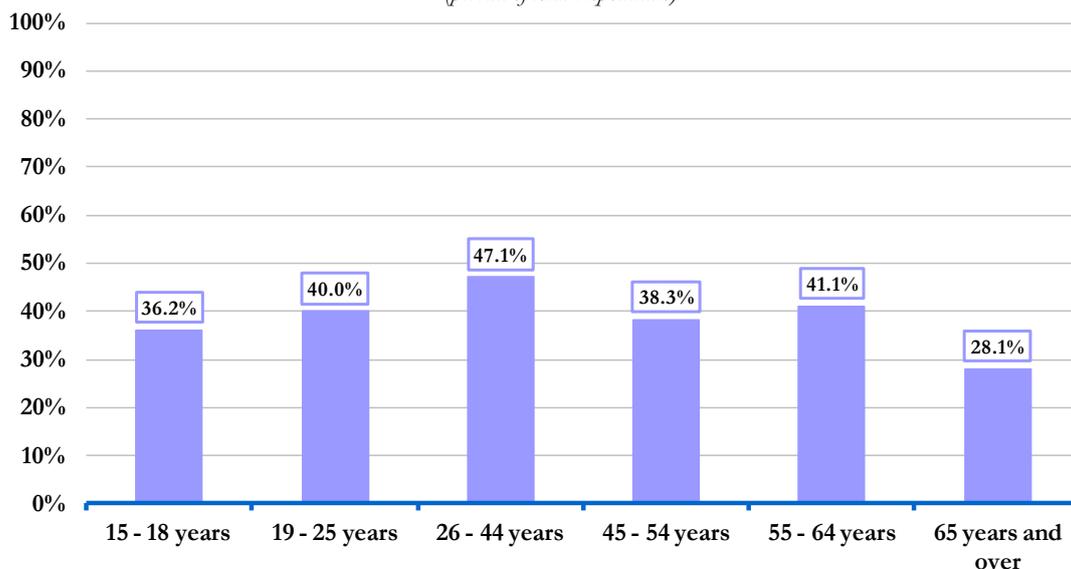
Approximately forty percent (40.5%) of respondents agreed that Council should facilitate increased residential development in the municipality, whilst a little more than forty percent (41.3%) disagreed. A little more than one-sixth (18.3%) of respondents were unsure or could not say.

Council should facilitate increased residential development
Hobsons Bay City Council - 2016 Annual Community Survey
(Number and percent of total respondents)

Response	2016	
	Number	Percent
Yes	324	40.5%
No	330	41.3%
Unsure / can't say	146	18.3%
Total	800	100%

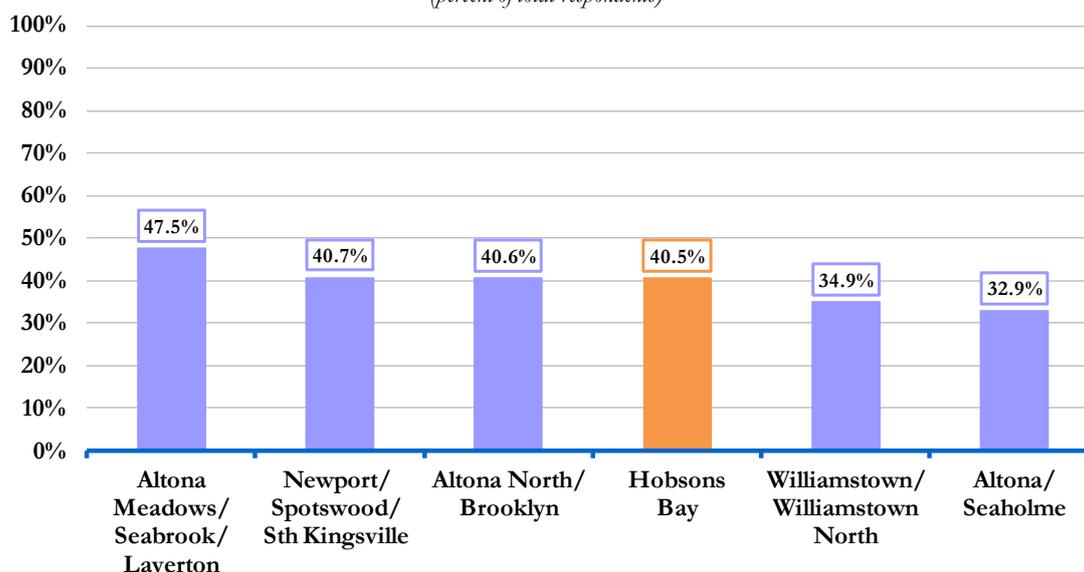
Respondents aged 65 years and over were less likely than other respondents to agree that Council should facilitate increased residential development, whilst adults aged 26 to 44 years were the most likely to agree.

Council should facilitate increased residential development by age structure
Hobsons Bay City Council - 2016 Annual Community Survey
(percent of total respondents)



Although there was no statistically significant variation in this result across the municipality, it is observed that respondents from Altona Meadows / Seabrook / Laverton were somewhat more likely than average to agree that Council should facilitate increased residential development, and respondents from Williamstown / Williamstown North and Altona / Seaholme were somewhat less likely.

Council should facilitate increased residential development by precinct
Hobsons Bay City Council - 2016 Annual Community Survey
 (percent of total respondents)



Involvement in planning approvals process

Respondents were asked:

“Have you or members of this household been personally involved in a planning application or development in the last twelve months?”

Consistent both with the previous Hobsons Bay results as well as the metropolitan Melbourne average, approximately ten percent (9.9%) of respondents had been personally involved in planning and housing development in the last twelve months.

Involvement in planning and housing development
Hobsons Bay City Council - 2016 Annual Community Survey
 (Number and percent of respondents providing a response)

Response	2016		2015	2014	metro. Melbourne
	Number	Percent			
Yes - as an applicant	41	5.2%	4.5%	5.7%	3.5%
Yes - as an objector	34	4.3%	3.1%	2.4%	3.5%
Yes - other involvement	5	0.6%	0.6%	0.5%	1.5%
No involvement	715	89.9%	91.8%	91.4%	91.0%
Not stated	5		22	22	45
Total	800	100%	807	800	931



Satisfaction with aspects of planning approvals process



Respondents were asked:

“On a scale of 0 (lowest) to 10 (highest), can you please rate your satisfaction with the following aspects of planning and housing development in your local area?”

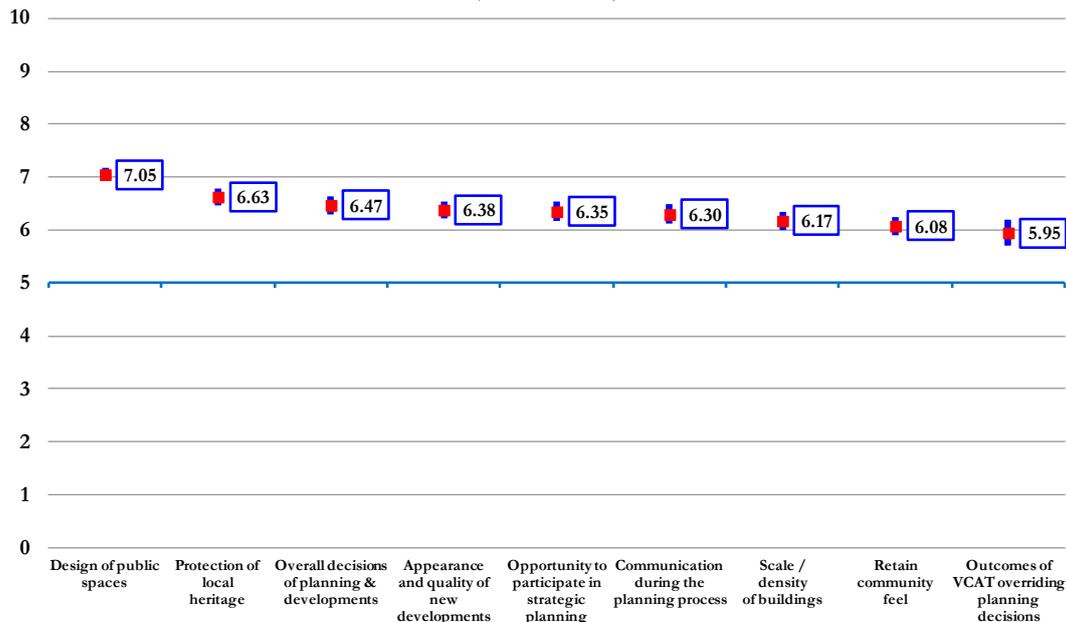
All respondents were asked to rate their satisfaction with nine aspects of planning and housing development in their local area, including two aspects included for the first time in 2016.

The average satisfaction with the nine included aspects of planning and housing development was 6.37 in 2016, down marginally on the 6.49 recorded in 2015 (for five aspects), and similar to the 6.39 recorded in 2014 (for five aspects). This level of satisfaction is categorised as “solid”, the same categorisation as recorded in each year of the survey program.

Satisfaction with the nine included aspects of planning and housing development can best be summarised as follows:

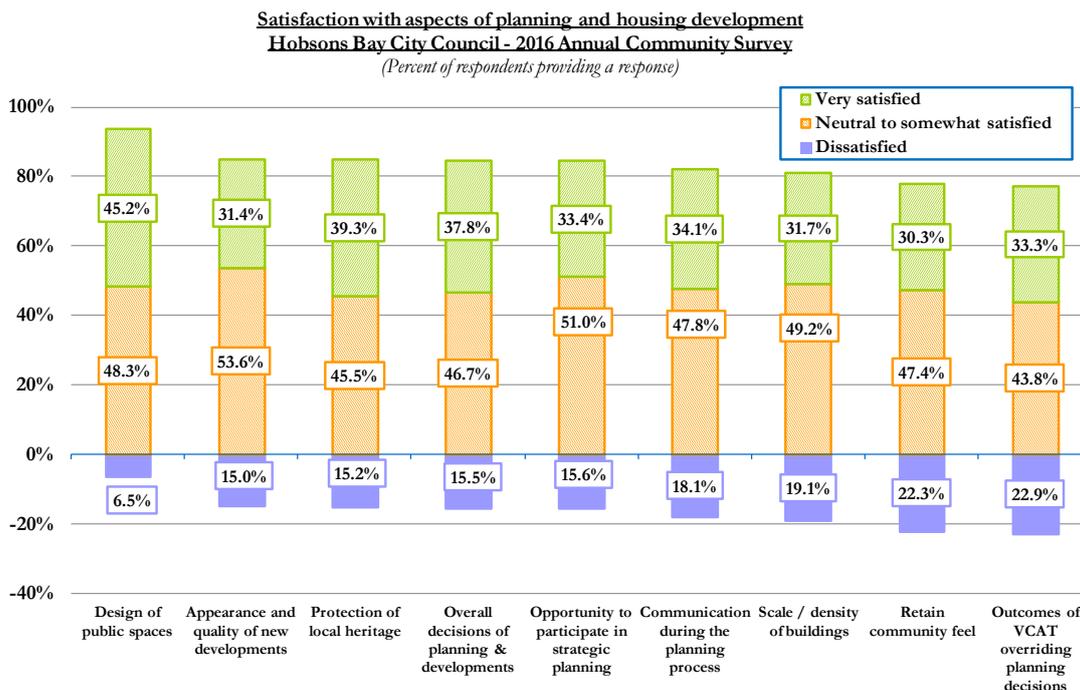
- ⊗ **Good** – for the design of public spaces and the protection of local heritage.
- ⊗ **Solid** – for satisfaction with planning and development decisions, the appearance and quality of new developments, opportunities to participate in strategic planning projects, Council’s communication during the planning process, the scale / density, overshadowing, overlooking and setback distances, and satisfaction with how well developments retain community feel.
- ⊗ **Poor** – for satisfaction with the outcomes of VCAT overriding Council’s planning and development decisions.

Satisfaction with aspects of planning and housing development
Hobsons Bay City Council- 2016 Annual Community Survey
(Index score 0 - 10)



These solid levels of average satisfaction with most of the included aspects of planning and housing development are further borne out by the fact that between fifteen and twenty-three percent of respondents were dissatisfied with six of the nine aspects.

It is noted however that a larger proportion of respondents were very satisfied (i.e. rating satisfaction eight or more) than were dissatisfied (rating satisfaction zero to four). This does suggest that although on average satisfaction with the included aspects of planning and housing development is relatively modest, the majority of respondents are at least neutral in their level of satisfaction, and a significant minority is very satisfied.



The following graph provides a comparison of satisfaction with the seven included aspects of planning and housing development between respondents who had been involved in the planning process as applicants in the last twelve months, and respondents who had been involved as objectors.

It is important to bear in mind that the sample of applicant respondents in 2016 was forty-one respondents, and for objectors in 2016 was thirty-four.

Attention is drawn to the fact that applicant respondents were significantly more satisfied with each of the nine included aspects of planning and housing development than were objector respondents.

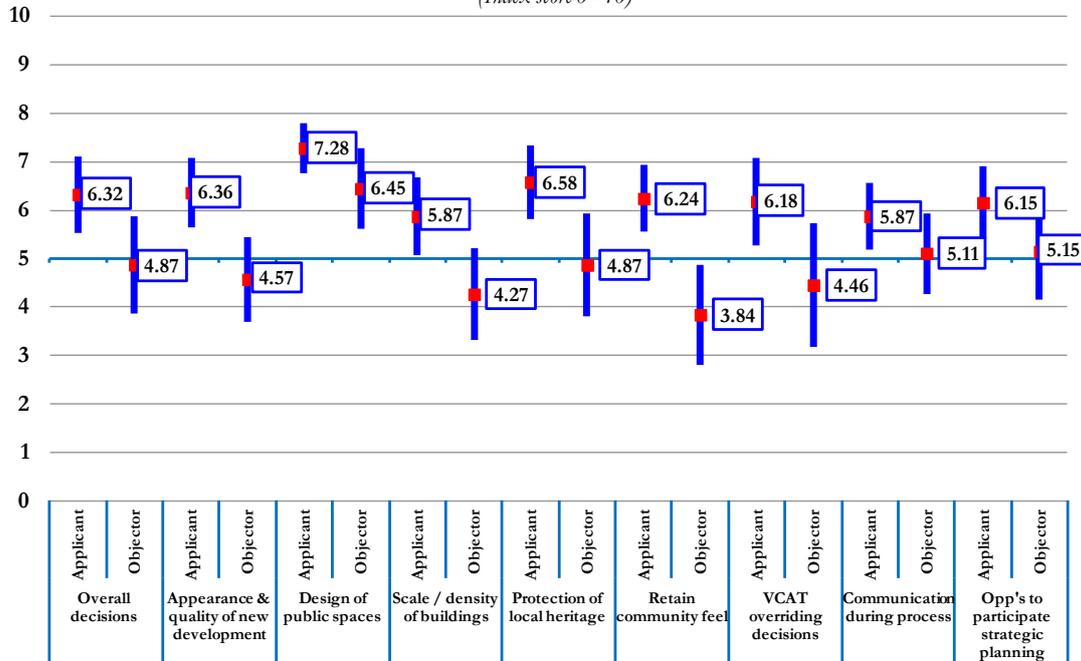
This variation between applicant and objector respondents was statistically significant in relation to the appearance and quality of new developments, the scale / density, overshadowing, overlooking and setback distances, the protection of local heritage, and how well developments retain community feel.

It is highly likely that the variation in satisfaction between applicant and objector respondents that was not statistically significant was not significant mainly due to the smaller sample size responding to some aspects compared to others.

Metropolis Research would suggest that these results clearly indicate that applicant respondents are significantly more satisfied with the planning and housing development process and outcomes than are objector respondents.

Satisfaction with aspects of planning & housing development by type of participation
Hobsons Bay City Council - 2016 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?”

In 2016, a little less than half (44.9%) of respondents had contacted Council in the last twelve months, a similar result to the 46.3% recorded in 2015. This result is consistent with results observed elsewhere over a long period of time.

Contacted Council in the last twelve months
Hobsons Bay City Council - 2016 Annual Community Survey

(Number and percent of respondents providing a response)

Response	2016		2015	2014
	Number	Percent		
Yes	355	44.9%	46.3%	60.1%
No	435	55.1%	53.7%	39.9%
Can't say	10		3	16
Total	800	100%	807	800

Forms of contact

Respondents were asked:

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

Consistent with the results recorded previously in the City of Hobsons Bay and results observed elsewhere, the most common method of contacting Council remains by telephone during office hours, with a little less than two-thirds (62.4% up from 57.1%) reporting this as their last method of contacting Council.

It is observed that the proportion of respondents visiting in person declined again in 2016, down from 26.0% in 2014.

A range of methods of contacting or engaging with Council were included for the first time in 2016, as outlined in the table. It is noted that each of these methods were utilised by a small proportion of respondents.

Form of contact with Hobsons Bay City Council
Hobsons Bay City Council - 2016 Annual Community Survey
(Number and percent of respondents who contacted Council and provided a response)

Response	2016		2015	2014
	Number	Percent		
Telephone <i>(during office hours)</i>	221	62.4%	57.1%	58.4%
Visit in person	69	19.5%	25.1%	26.0%
E-mail	24	6.8%	6.7%	7.7%
Website	17	4.8%	3.8%	2.4%
Mail	8	2.3%	1.6%	0.6%
Telephone <i>(after hours service)</i>	3	0.8%	1.1%	0.6%
Snap Send Solve	4	1.1%	na	na
Social media	4	1.1%	na	na
Via Live Chat	1	0.3%	na	na
Do not recall	1	0.3%	na	na
Multiple	2	0.6%	4.6%	4.3%
Not stated	1		2	5
Total	355	100%	373	471

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?”

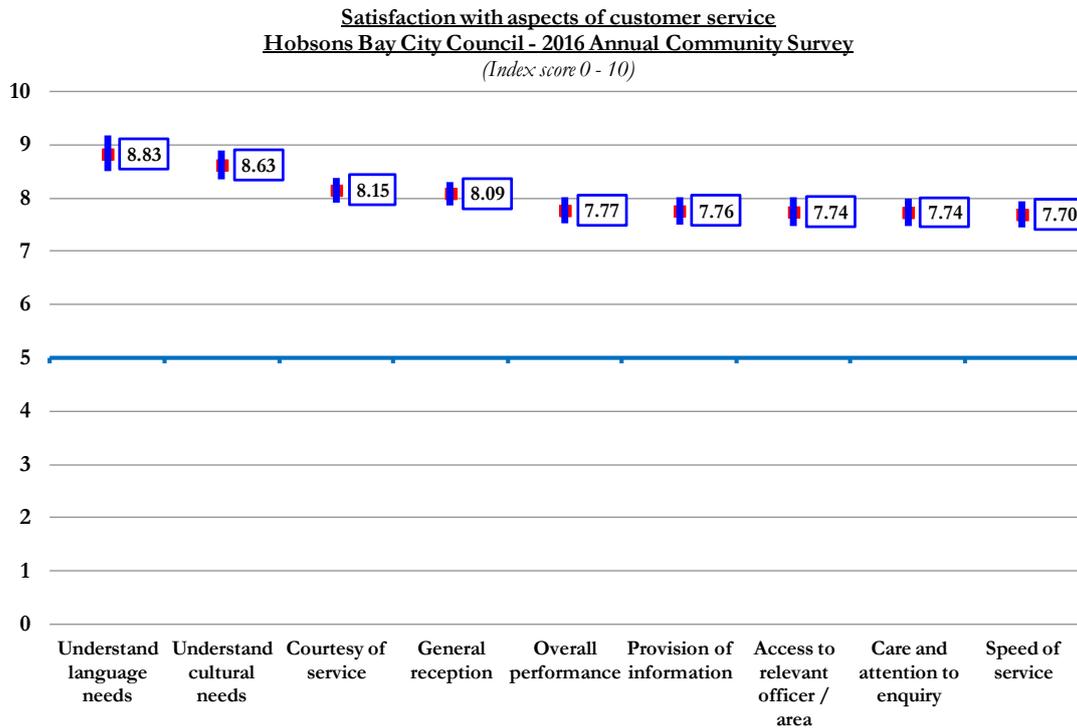
Respondents who had contacted Council in the last twelve months were asked to rate their satisfaction with nine aspects of customer service. In 2016 there was a new aspect included in the survey relating to satisfaction with Council’s overall customer service performance.



The average satisfaction with these aspects of customer service was 8.05 in 2016, an increase of 5.6% on the 7.62 in 2015. This level of satisfaction is best categorised as “excellent”, an improvement over the 2015 categorisation of “very good”.

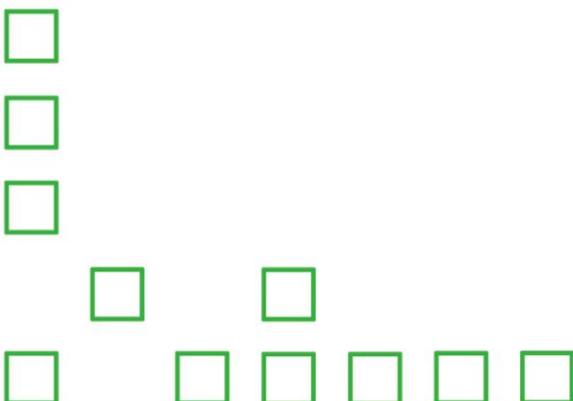
Satisfaction with the nine aspects of customer service can best be summarised as follows:

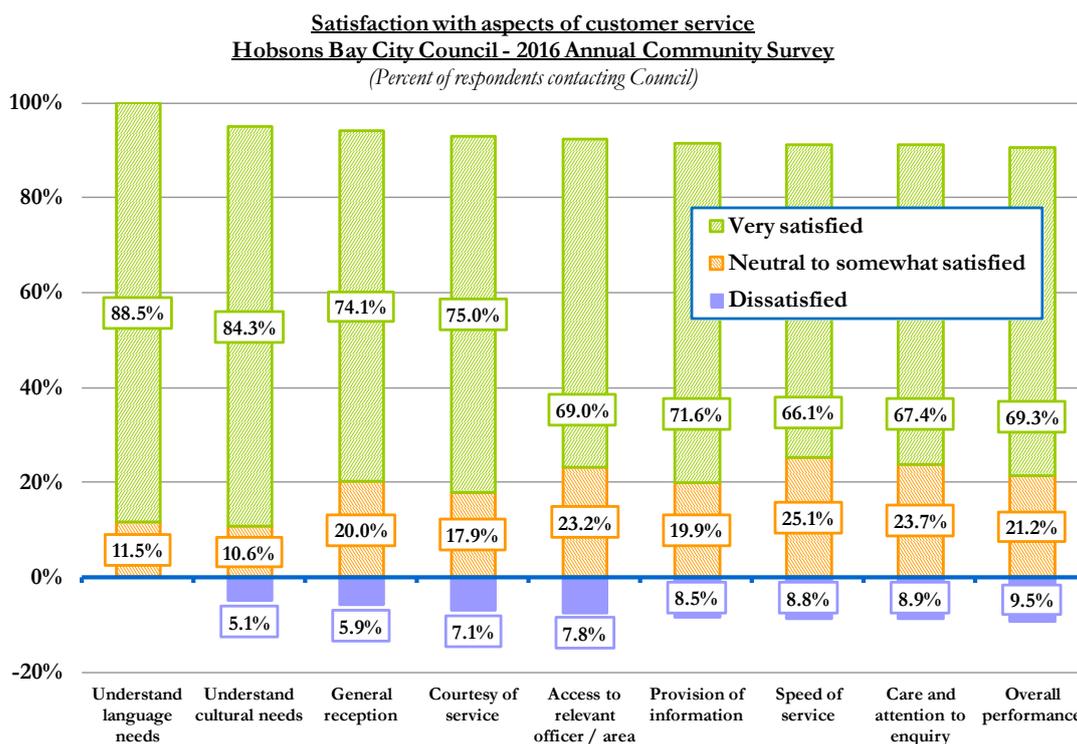
- ⊗ **Excellent** – for staff understanding language needs (non-English speaking household respondents only), staff understanding cultural needs, courtesy of service, general reception, overall customer service performance, and the provision of information.
- ⊗ **Very Good** – for access to relevant officer / area, care and attention to enquiry, and the speed of service.



Metropolis Research suggests that these results reflect a very high level of respondent satisfaction with the customer service performance of Council. This high level of average satisfaction is further borne out in the following graph which provides a breakdown into those dissatisfied (rating satisfaction from zero to four), neutral to somewhat satisfied (rating five to seven), and very satisfied (rating eight to ten).

Attention is drawn to the fact that two-thirds or more of respondents were very satisfied with each of the nine aspects of customer service, and less than ten percent were dissatisfied with any of the aspects.





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?”

The following section provides measurement of the importance of and satisfaction with thirty included Council services and facilities.

A total of seventeen core services were included, with which all respondents were asked to rate both the importance to the community of each service and their personal level of satisfaction with each service and facility.

A total of thirteen services and facilities were included in the survey with which only some respondents would have accessed in the last twelve months. All respondents were asked to rate the importance to the community of these services, however only respondents who advised that they or members of their immediate household had personally used the service or facility in the last twelve months were asked to rate satisfaction with the service or facility.

Importance of selected services and facilities

The average importance of the thirty included Council services and facilities was 8.70 in 2016, up marginally on the 8.57 recorded in 2015.

The top nine services and facilities were rated as measurably more important than the average, whilst the bottom six services and facilities were rated as measurably less important than average.

Importance of selected Council and other services and facilities

Hobsons Bay City Council - 2016 Annual Community Survey

(Number and index score scale 0 to 10)

Service / facility	Number	2016			2015	2014
		Lower	Mean	Upper		
Weekly garbage collection	796	9.16	9.25	9.34	9.17	9.51
Services for people with a disability	643	9.07	9.17	9.27	9.20	9.48
Services for children from birth to 5 years of age	637	9.07	9.16	9.26	8.92	9.35
Regular recycling	793	9.01	9.11	9.21	9.17	9.41
Services for seniors	638	9.00	9.10	9.21	9.02	9.35
Green waste service	770	8.96	9.06	9.17	8.85	9.05
Services for young people	617	8.94	9.04	9.13	8.84	9.14
Local library	751	8.93	9.03	9.12	8.81	8.93
Hard rubbish service	758	8.88	8.98	9.08	8.77	8.95
Footpath maintenance & repairs	789	8.71	8.92	9.13	8.64	8.74
Maintenance and cleaning of public areas	793	8.77	8.86	8.95	8.63	8.88
Maintenance and repairs of sealed local roads	792	8.75	8.86	8.96	8.56	8.76
Traffic management	789	8.74	8.85	8.95	8.64	8.93
Provision and maintenance of parks, gardens and open space	787	8.75	8.83	8.92	8.78	9.00
Drains maintenance & repairs	765	8.71	8.82	8.92	8.52	8.65
Bike paths	754	8.68	8.78	8.89	8.72	8.80
Sports ovals and other local sporting facilities	721	8.67	8.77	8.88	8.66	8.82
Recreation and / or Aquatic Centre	727	8.63	8.74	8.84	8.61	8.72
Provision and maintenance of street trees	789	8.49	8.72	8.96	8.35	8.31
Provision and enhancement of the Foreshore	750	8.62	8.72	8.81	8.74	8.74
Provision of parking facilities	781	9.16	8.66	8.77	8.49	8.69
Council activities to promote environmental sustainability	673	8.39	8.51	8.62	8.46	8.28
Council's website	669	8.38	8.49	8.61	8.44	8.45
Enforcement of local laws	735	8.36	8.48	8.61	8.46	8.55
Arts, events and cultural activities	687	8.29	8.40	8.51	8.23	8.20
Graffiti removal	722	8.10	8.24	8.37	8.15	8.16
Control and regulation of pets and domestic animals	728	8.02	8.16	8.30	8.14	8.14
Council activities promoting local businesses	678	7.81	7.96	8.11	7.90	7.81
Council activities promoting local tourism	669	7.74	7.89	8.04	7.85	7.80
Council's regular newsletter <i>Hobsons Bay Newsletter</i>	697	7.16	7.34	7.52	7.50	7.25
<i>Average importance of services / facilities</i>		<i>8.60</i>	<i>8.70</i>	<i>8.82</i>	<i>8.57</i>	<i>8.77</i>
<i>Western region average</i>			<i>8.61</i>			
<i>Metropolitan Melbourne average</i>			<i>8.49</i>			

Satisfaction with services and facilities

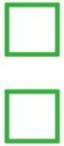
The average satisfaction with the thirty included Council services and facilities was rated at 7.59 in 2016, a level of satisfaction best categorised as “very good”. This represents an increase of 5.4% on the 2015 average of 7.20.

The average satisfaction with the thirty included Council services and facilities was somewhat, albeit not measurably higher than both the western region and metropolitan Melbourne averages as recorded in the 2015 *Governing Melbourne* research.

Satisfaction with the top seven services and facilities was measurably higher than the average of all thirty services and facilities, while satisfaction with the bottom nine services and facilities were measurably lower than the average of all services and facilities.

Satisfaction with selected Council and other services and facilities
Hobsons Bay City Council - 2016 Annual Community Survey
 (Number and index score scale 0 to 10)

Service / facility	Number	Lower	2016 Mean	Upper	2015	2014
Weekly garbage collection	796	8.71	8.81	8.91	8.62	8.72
Local library	466	8.62	8.75	8.88	8.45	8.60
Green waste service	614	8.61	8.72	8.83	8.49	8.43
Regular recycling	790	8.50	8.62	8.73	8.45	8.59
Hard rubbish service	486	8.14	8.32	8.50	7.97	8.03
Sports ovals and other local sporting facilities	410	7.88	8.04	8.19	7.71	7.73
Provision and maintenance of parks, gardens and open space	783	7.82	7.93	8.04	7.42	7.54
Services for children from birth to 5 years of age	154	7.59	7.90	8.21	7.97	7.80
Bike paths	462	7.75	7.89	8.03	7.33	7.61
Arts, events and cultural activities	280	7.52	7.71	7.89	7.61	7.50
Provision and enhancement of the Foreshore	742	7.58	7.70	7.82	7.21	7.56
Recreation and / or Aquatic Centre	400	7.51	7.67	7.84	7.30	7.42
Services for seniors	73	7.19	7.67	8.15	7.44	7.56
Maintenance and cleaning of public areas	787	7.42	7.54	7.66	6.89	6.91
Services for people with a disability	50	6.89	7.52	8.14	7.03	7.88
Control and regulation of pets and domestic animals	703	7.29	7.44	7.59	6.99	7.09
Services for young people	86	6.89	7.40	7.91	7.35	7.53
Council activities to promote environmental sustainability	155	7.03	7.35	7.68	7.04	7.25
Drains maintenance & repairs	741	7.18	7.33	7.48	6.72	6.62
Enforcement of local laws	717	7.09	7.24	7.39	6.76	6.91
Council's website	360	7.03	7.24	7.44	6.96	6.98
Graffiti removal	706	7.08	7.23	7.38	6.72	6.58
Provision and maintenance of street trees	785	6.94	7.08	7.23	6.57	6.44
Council's regular newsletter <i>Hobsons Bay Newsletter</i>	667	6.88	7.05	7.22	6.82	6.71
Council activities promoting local businesses	636	6.83	6.99	7.15	6.61	6.37
Council activities promoting local tourism	631	6.81	6.97	7.13	6.46	6.30
Maintenance and repairs of sealed local roads	787	6.81	6.96	7.12	6.37	6.36
Traffic management	786	6.75	6.90	7.04	6.33	6.39
Provision of parking facilities	777	6.72	6.88	7.03	6.33	6.24
Footpath maintenance & repairs	786	6.64	6.80	6.96	6.12	6.01
<i>Average satisfaction with services / facilities</i>		7.39	7.59	7.79	7.20	7.30
<i>Western region average</i>			7.05			
<i>Metropolitan Melbourne average</i>			7.34			



Importance and satisfaction cross tabulation

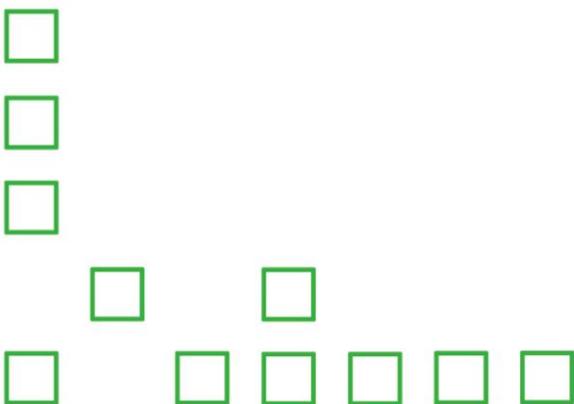
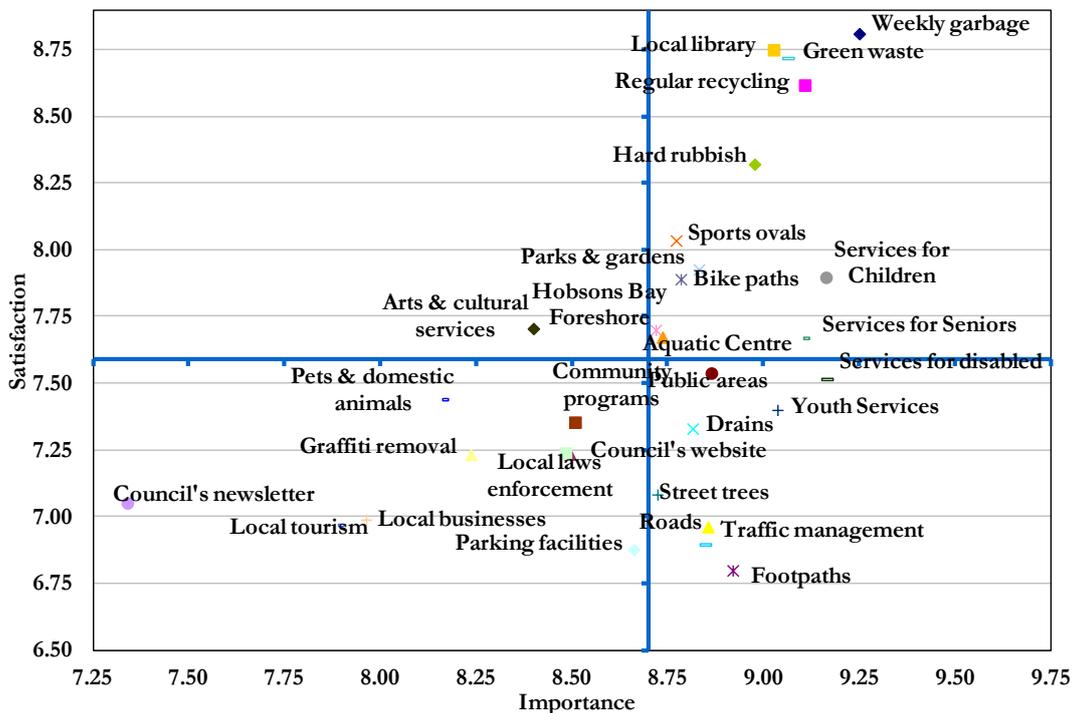
The following graph displays the importance and satisfaction scores obtained for each of the thirty included Council services and facilities. The cross-hairs represent the average importance and average satisfaction with all services and facilities.

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 respondents are less satisfied than average.

Metropolis Research notes that many of the services with measurably higher than average importance scores are also those with measurably higher than average satisfaction. These services and facilities include garbage collection, services for children, local library, recycling, and the hard rubbish collection service.

Services of concern include footpath maintenance and repairs, traffic management, and the maintenance and repair of sealed local roads.

Importance of and satisfaction with Council services and facilities
Hobsons Bay City Council - 2016 Annual Community Survey
(Index score scale 0 - 10)



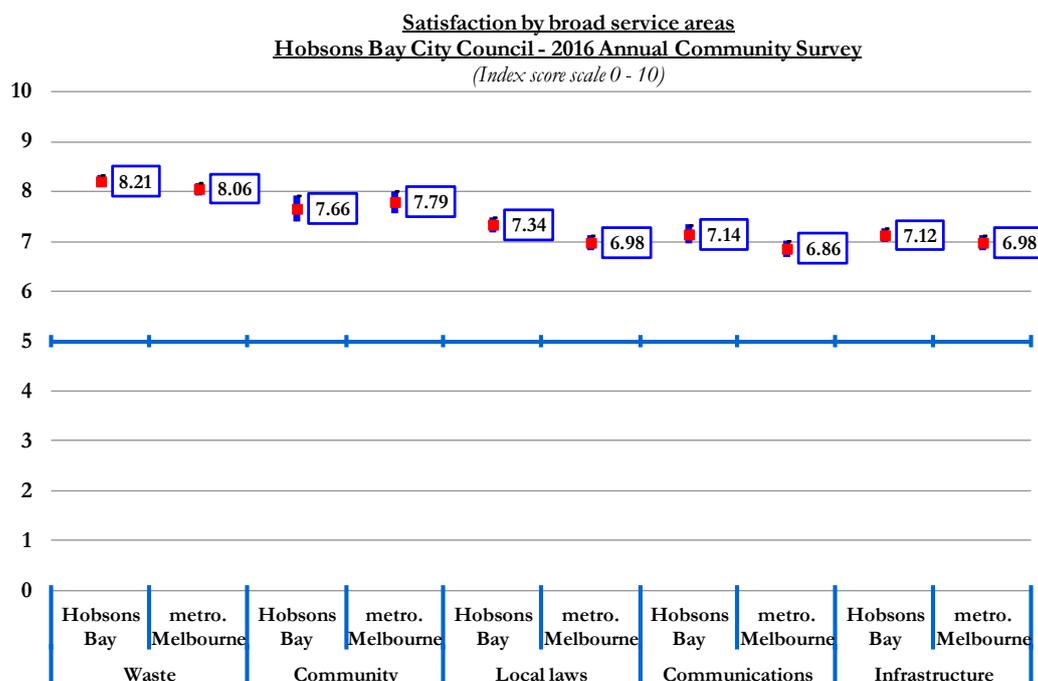
Satisfaction by broad service areas

The following graph provides the average satisfaction with the thirty services and facilities broken down 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

Metropolis Research notes that:

- ⊗ Hobsons Bay respondents were measurably more satisfied than the metropolitan Melbourne average with local laws and communications.
- ⊗ Hobsons Bay respondents were marginally but not measurably more satisfied than the metropolitan Melbourne average with waste and infrastructure services.
- ⊗ Hobsons Bay respondents were marginally but not measurably less satisfied than the metropolitan Melbourne average with community services.



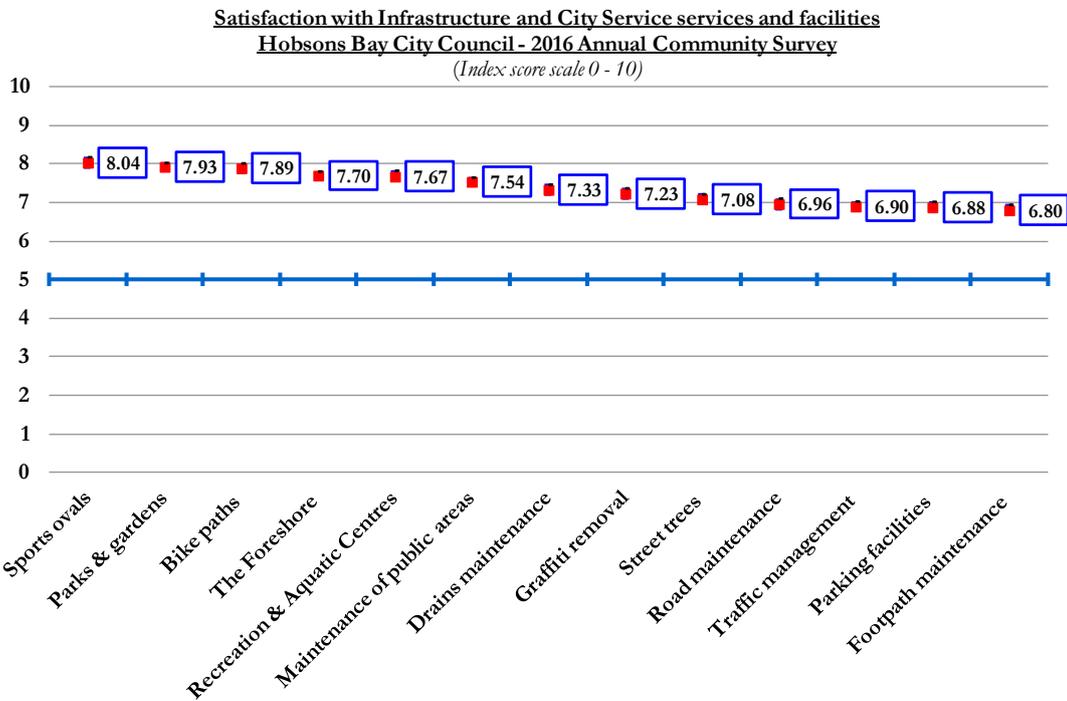


Infrastructure and City Services



There were thirteen services and facilities from the Infrastructure and City Services department of Council included in the 2016 survey. Satisfaction with these services and facilities can best be summarised as follows:

- ⊗ **Excellent** – for sports ovals, the provision and maintenance of parks and gardens, and bike paths.
- ⊗ **Very Good** – for the provision and enhancement of the Foreshore, recreation and / or aquatic centres, maintenance and cleaning of public areas, and drains maintenance and repairs.
- ⊗ **Good** – for graffiti removal, the provision and maintenance of street trees, maintenance and repair of sealed local roads, traffic management, the provision of parking facilities, and footpath maintenance and repairs.

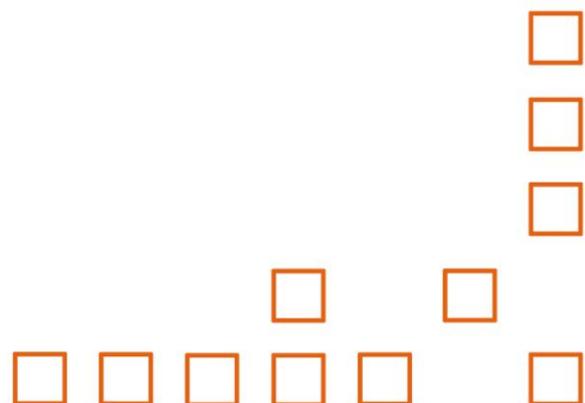
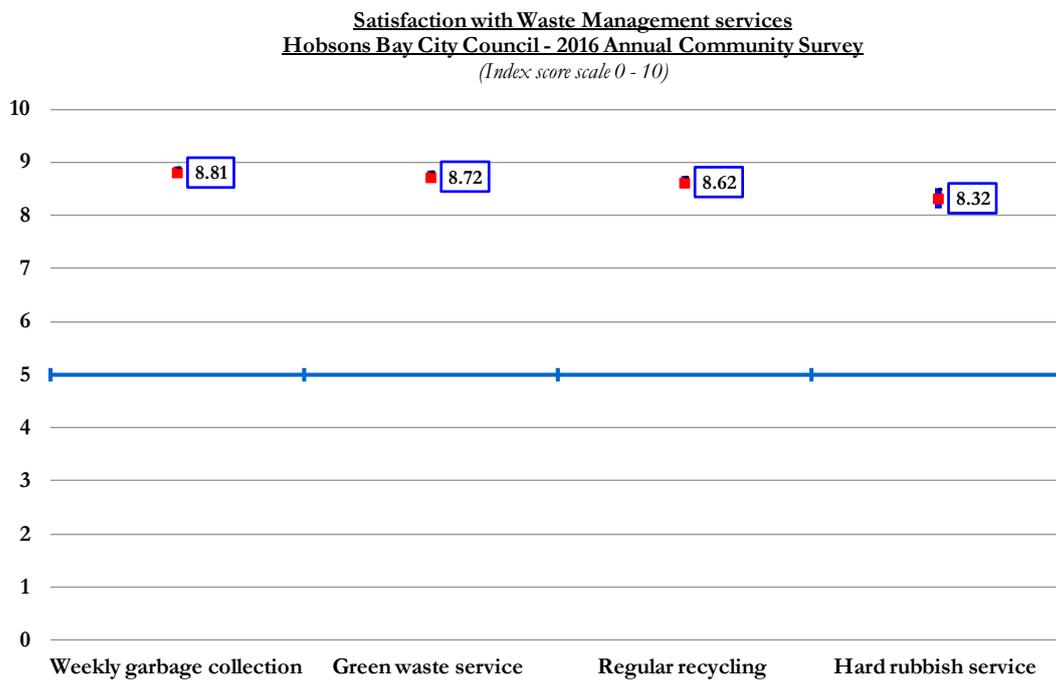


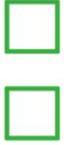
Waste Management

There were four services from the Waste Management department of Council included in the 2016 survey.

Satisfaction with all four of these services was at levels best categorised as “excellent”.

Metropolis Research notes that average satisfaction scores of more than eight out of ten are relatively rare and are reflective of a very high level of community satisfaction with the service or facility.



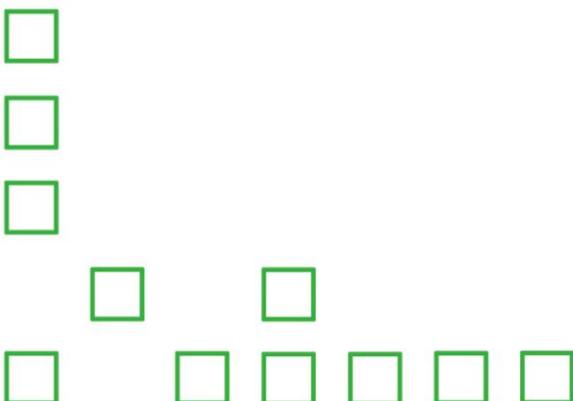
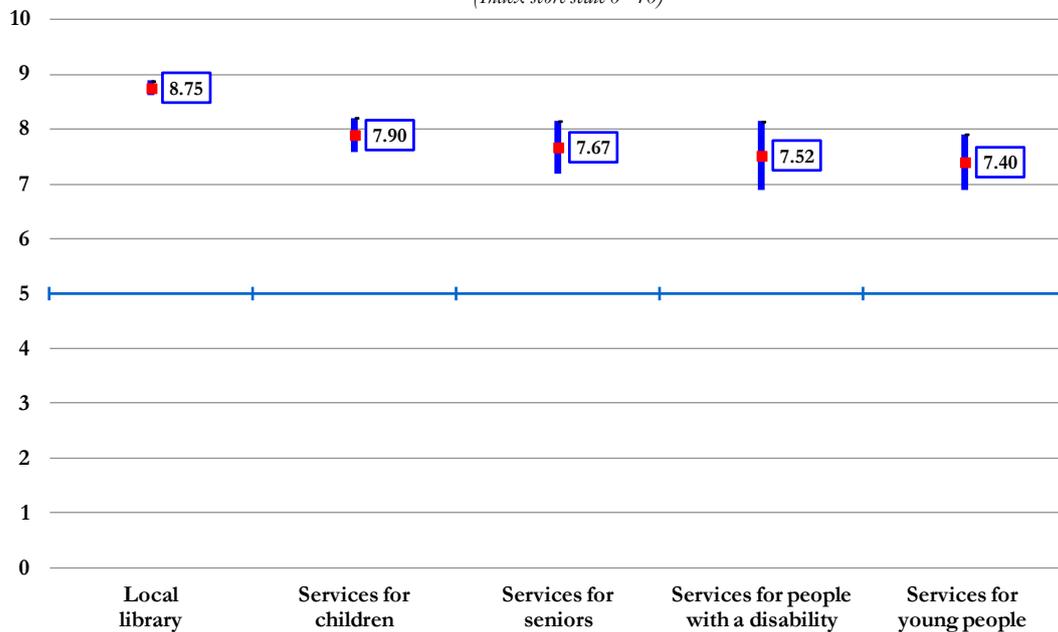


Community Wellbeing

There were five services and facilities from the Community Wellbeing department of Council included in the 2016 survey. Satisfaction with these five services can best be summarised as follows:

- ⊗ **Excellent** – for the local library and services for children.
- ⊗ **Very Good** – for services for seniors, services for people with a disability, and services for young people.

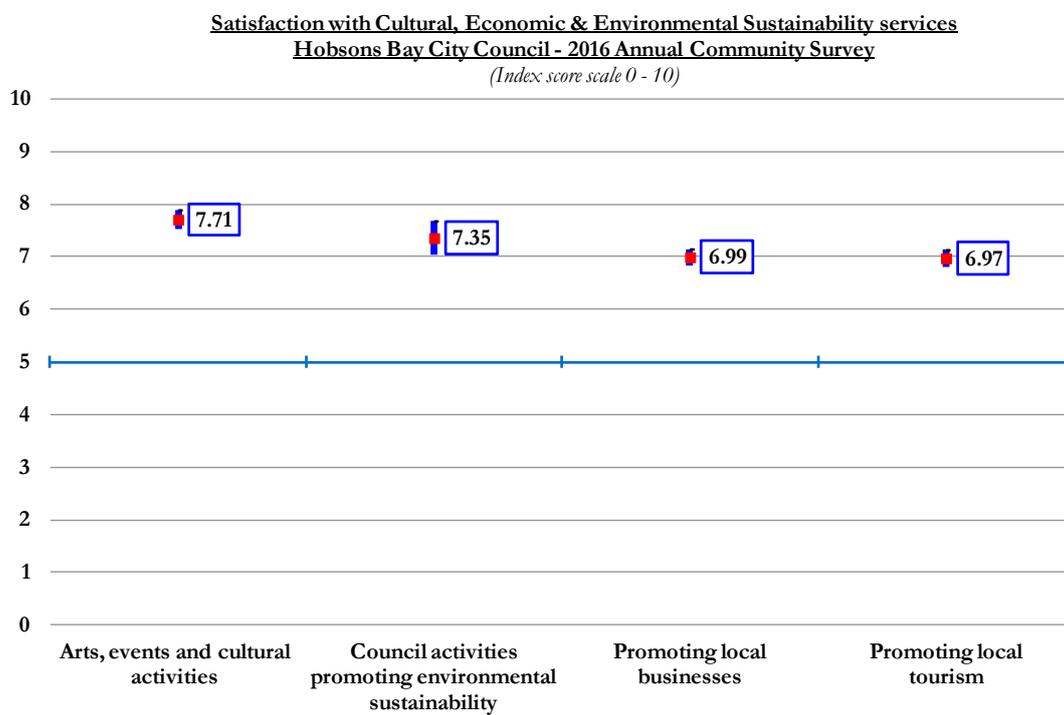
Satisfaction with Community Wellbeing services and facilities
Hobsons Bay City Council- 2016 Annual Community Survey
(Index score scale 0 - 10)

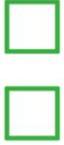


Cultural, Economic and Environmental Sustainability

There were four services from the Cultural, Economic and Environmental Sustainability department of Council included in the 2016 survey. Satisfaction with these four services can best be summarised as follows:

- ⊗ **Very Good** – for arts, events and cultural activities, and community programs and events.
- ⊗ **Good** – for Council performance promoting local businesses, and promoting local tourism.





Corporate Services

There were four services and facilities from the Corporate Services department of Council included in the 2016 survey. Satisfaction with these four services and facilities can best be summarised as follows:

- ⊗ **Very Good** – for control and regulation of pets and domestic animals.
- ⊗ **Good** – for the enforcement of local laws, Council’s website, and Council’s regular newsletter.

Satisfaction with Corporate Services services and facilities
Hobsons Bay City Council - 2016 Annual Community Survey
(Index score scale 0 - 10)

