



Hobsons Bay City Council

2014 Annual Community Survey - Overview

September 2014

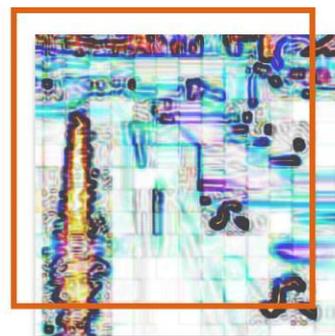
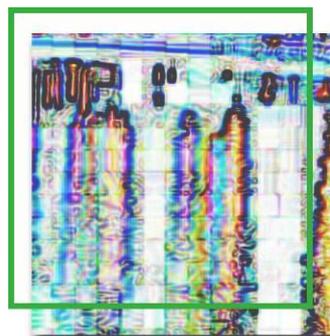


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Introduction

Metropolis Research was commissioned by Hobsons Bay City Council to undertake this, its first *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:

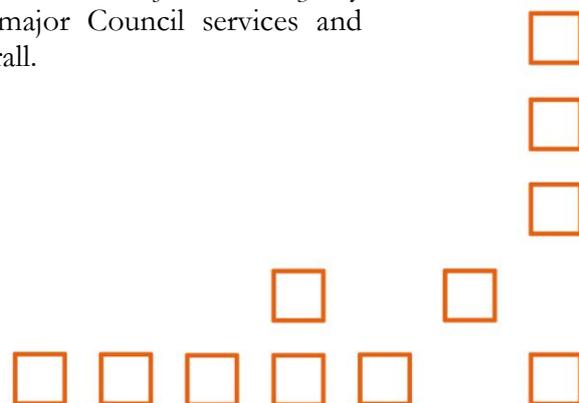
- ⊗ Satisfaction with Council's overall performance and change in performance
- ⊗ Satisfaction with aspects of governance and leadership
- ⊗ Importance of and satisfaction with a range of Council services and facilities
- ⊗ Issues of importance for Council to address in the coming year
- ⊗ Community 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 – 2014 Annual Community Survey* includes questions exploring current issues of importance. The 2014 survey includes questions related to the following issues:

- ⊗ Food security
- ⊗ Aspects of healthy living
- ⊗ Response to emergency event
- ⊗ The importance of a range of environmental initiatives

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 Transport Planning and Local Infrastructure (DTPLI) *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 – 2014 Annual Community Survey* was conducted as a door-to-door interview style survey of 800 households drawn randomly from across the municipality during the months of March and April 2014.

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.

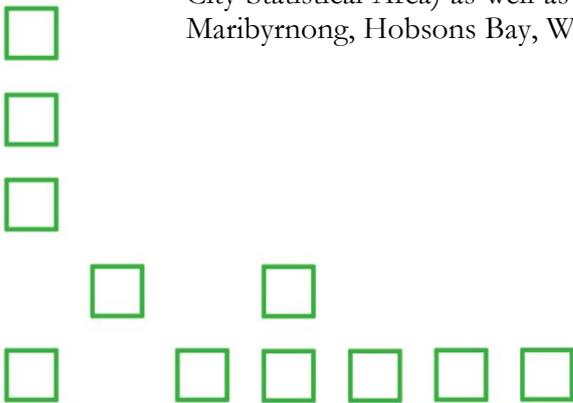
Response rate

A total of approximately 4,598 households were approached by Metropolis Research to participate in the *Hobsons Bay City Council – 2014 Annual Community Survey*. Of these households, 2,282 were unattended at the time, 1,516 refused to participate and 800 completed surveys. This provides a response rate of 34.5%.

Governing Melbourne

Governing Melbourne is a new service provided by Metropolis Research since 2010. *Governing Melbourne* is a survey of 800 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 – 2014 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.

Discernable / observed

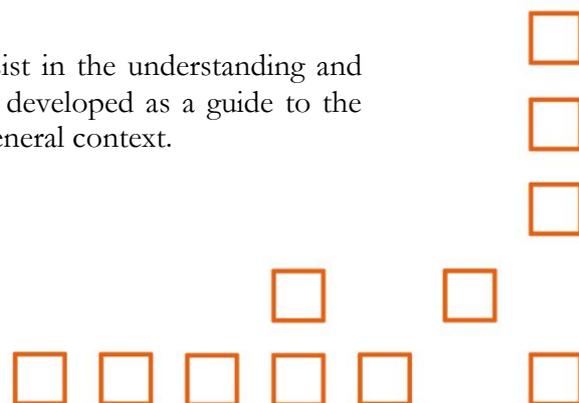
Metropolis Research will describe some results or changes in results as being discernable, observable or notable. These are not statistical terms rather they are interpretive. They are used to draw attention to results that may be of interest or relevance to policy development and service delivery. These 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:

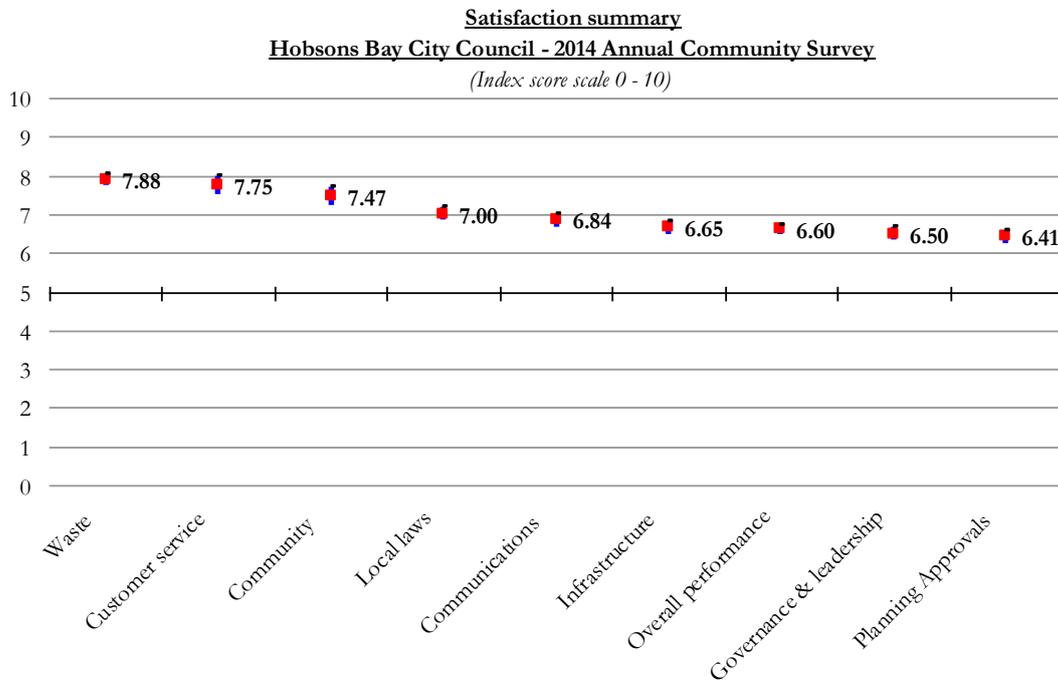


- Very Poor:** Scores of less than 5.5 are categorised as very poor
- Poor:** Scores less than 6 are categorised as poor
- Solid:** Scores of 6 to less than 6.5 are categorised as solid
- Good:** Scores of 6.5 to less than 7.25 are categorised as good
- Very good:** Scores of 7.25 to less than 7.75 are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

Summary of satisfaction

The *Hobsons Bay City Council – 2014 Annual Community Survey* recorded community satisfaction with Council’s overall performance, governance and leadership, customer service, five broad areas of services and facilities, and the planning process. Average satisfaction with these aspects is summarised in the following graph.

- ⊗ **Excellent** – for waste services and customer service.
- ⊗ **Very good** – for community services
- ⊗ **Good** – for each of local laws, communication services, infrastructure, overall performance and governance and leadership.
- ⊗ **Solid** – for the planning approvals process.





Key findings

The following are the key findings for each section of the *City of Hobsons Bay – 2014 Annual Community Survey*.

Council's overall performance

- ⊗ Satisfaction with Council's overall performance in 2014 was 6.60, a level of satisfaction best categorised as "good", with a 95% confidence interval of 6.47 to 6.73.
- ⊗ Satisfaction with Council's overall was marginally higher than the metropolitan Melbourne (6.53) and almost identical to the western region (6.47) averages, from *Governing Melbourne*.
- ⊗ Respondents from Altona North / Brooklyn were measurably more satisfied than the municipal average, whilst respondents from Williamstown / Williamstown North were measurably less satisfied.
- ⊗ Eleven percent (11.0%) of respondents considered Council's overall performance had improved in the last 12 months whilst 7.4% considered that it had deteriorated.

Governance and leadership

- ⊗ Satisfaction with the five aspects of governance and leadership as a group was 6.50, a level of satisfaction best categorised as "good".
 - Providing opportunities for your voice to be heard (6.74) – "good"
 - Keeping the community informed (6.70) – "good"
 - Maintaining community trust and confidence (6.44) – "solid"
 - Responsiveness to local community needs (6.43) – "solid"
 - Representation, lobbying and advocacy (6.20) – "solid"

Issues for Council to address in coming 12 months

- ⊗ A total of 650 respondents (81.2%) provided 1,405 individual responses
- ⊗ The most commonly identified issues in 2014 were:
 - Traffic management (22.0%, compared to Melbourne average 21.7%)
 - Public transport (13.9% compared to Melbourne average 3.2%)
 - Roads maintenance and repairs (13.5% compared to Melbourne average 6.1%)

Council services and facilities

Importance of Council services and facilities

- ⊗ The average importance of the thirty-three services and facilities included in 2014 was 8.77.





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

Satisfaction with Council services and facilities

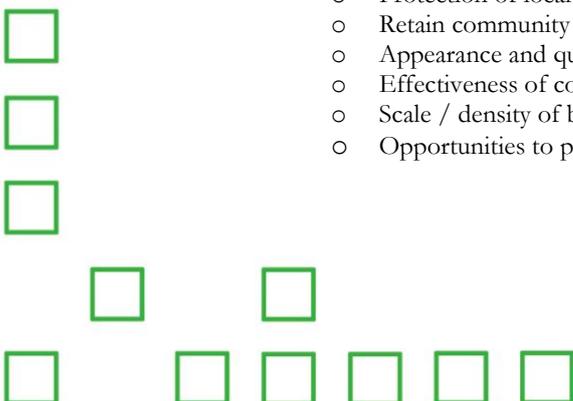
- ⊗ Average satisfaction with the thirty-three services and facilities included in 2014 was 7.30, a level of satisfaction best categorised as “very good”. This result is broadly consistent with the metropolitan Melbourne (7.33) and Western region (7.05) results from *Governing Melbourne*.
- ⊗ The five services with the highest satisfaction in 2014 were “weekly garbage collection”, “local library”, “regular recycling”, “green waste collection” and “hard rubbish service”.
- ⊗ The five services with the lowest satisfaction scores in 2014 were “footpath maintenance and repairs”, “provision of parking facilities”, “Council activities promoting local tourism”, “road maintenance and repairs” and “Council activities promoting local businesses”.

Customer service

- ⊗ A little less than two-thirds of the respondents (60.1%) had contact with Council in the last two years.
- ⊗ The most common forms of contact were telephone (58.4%) and visits in person (26.0%)
- ⊗ Ten percent (10.1%) were Internet-based (email or website).
- ⊗ Satisfaction with the seven aspects of customer service as a group was 7.75, a level of satisfaction best categorised as “excellent”.
- ⊗ Satisfaction with the eight aspects of customer service varied as follows:
 - Understand language needs (8.70) – “excellent”
 - General reception (7.88) – ”
 - Courtesy of service (7.88) – ”
 - Care and attention to enquiry (7.59) – “very good”
 - Access to relevant staff / officer (7.52) – ”
 - Provision of information (7.48) – ”
 - Speed of service (7.25) – ”

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 5.7% as applicants, and 2.4% as objectors.
- ⊗ Satisfaction with the seven aspects of planning approvals was 6.41 out of ten, a level of satisfaction best categorised as “solid”.
 - Design of public spaces (6.93) – “good”
 - Protection of local heritage (6.71) – ”
 - Retain community feel of neighbourhoods (6.55) – ”
 - Appearance and quality of new developments (6.54) – ”
 - Effectiveness of communication (6.18) – “solid”
 - Scale / density of buildings (6.12) – ”
 - Opportunities to participate (5.82) – “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 a little higher than recorded for both the Western region and metro. Melbourne.
 - In public areas of Hobsons Bay during the day (8.92 of ten)
 - In and around local shopping area (8.26)
 - Travelling on / waiting for public transport (7.35)
 - In public areas of Hobsons Bay at night (7.14)
- ⊗ Almost one-quarter of respondents who felt unsafe in public areas of Hobsons Bay identified drug and alcohol issues, and more than ten percent identified each of public transport related issues, issues with people (e.g. gangs, youths), safety at night and lighting.

Housing related financial stress

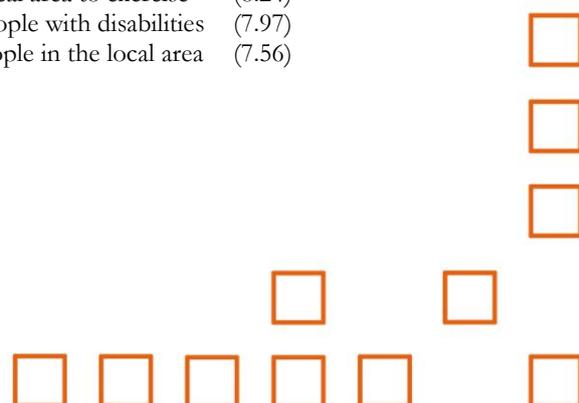
- ⊗ A little more than half of the mortgagee and rental household respondents reported experiencing some level of housing related financial stress.
 - 24.5% low stress, 24.7% moderate stress and 6.2% heavy stress.
 - Mortgagee households (61.0%) were more likely than rental households (46.7%) to experience some level of housing related financial stress.

Environmental issues for Hobsons Bay

- ⊗ 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 (8.78 of ten)
 - Improving water quality of creeks, lakes, waterways (8.56)
 - Diverting more waste from landfill (8.28)
 - Reducing the community's water consumption (8.06)
 - Reducing the community's greenhouse gas emissions (7.97)
 - Reducing Council's greenhouse gas emissions (7.90)
 - Reducing Council's water consumption (7.90)
- ⊗ Six percent or less of respondents rated any of the seven issues as unimportant (i.e. less than five out of ten).

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 (8.56 of ten)
 - I can safely walk to destinations and amenities in my neighborhood (8.29)
 - I can get help from friends, family and or neighbours when needed (8.26)
 - There are enough opportunities for people in my local area to exercise (8.24)
 - Community buildings/services are accessible for people with disabilities (7.97)
 - There are enough opp's to connect socially with people in the local area (7.56)





Response to emergency event



⊗ Respondents were asked to rate their level of preparedness to respond to an emergency event:

- Very prepared, have an up to date plan and ready to act (10.1%)
- Moderately prepared and have a plan (37.6%)
- A little prepared and have spoken of what we might do (23.9%)
- Not prepared at all (15.6%)

Food security

⊗ Approximately five percent of respondents (one in twenty) reported that their household had run out of food, unable to afford to buy more, at least once in the last twelve months.

Gaming machines

⊗ A little more than forty percent (42.3%) considered that there were too many gaming machines in the local area, 22.6% considered the number about right and 2.0% considered there were too few gaming machines locally.

- Williamstown / Williamstown North respondents were significantly more likely to consider there were too many machines locally.
- Altona Meadows / Seabrooke / Laverton and Altona North / Brooklyn respondents were less likely to consider there were too many machines locally.

⊗ Almost two-thirds (63.1%) of respondents considered that poker machines had a harmful (35.8%) or very harmful (27.3%) impact on the Hobsons Bay community. Just 2.1% considered the impact to be positive or very positive.

Preferred methods of communication

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

- The most commonly preferred methods of receiving information or interacting with Council were via direct mail / letterbox drops of information (53.8%) and articles in the local newspapers (45.5%).
- Approximately one-third of respondents identified each of Email (36.8%) and Council website / live chat (35.3%), and ten percent identified social media (10.3%).
- A council newsletter or publication was identified by one-third of respondents (35.0%) as a preferred method of receiving information.
- Approximately one-fifth preferred in-person contact at a customer service centre (21.9%) and one-sixth preferred in-person at a local library.



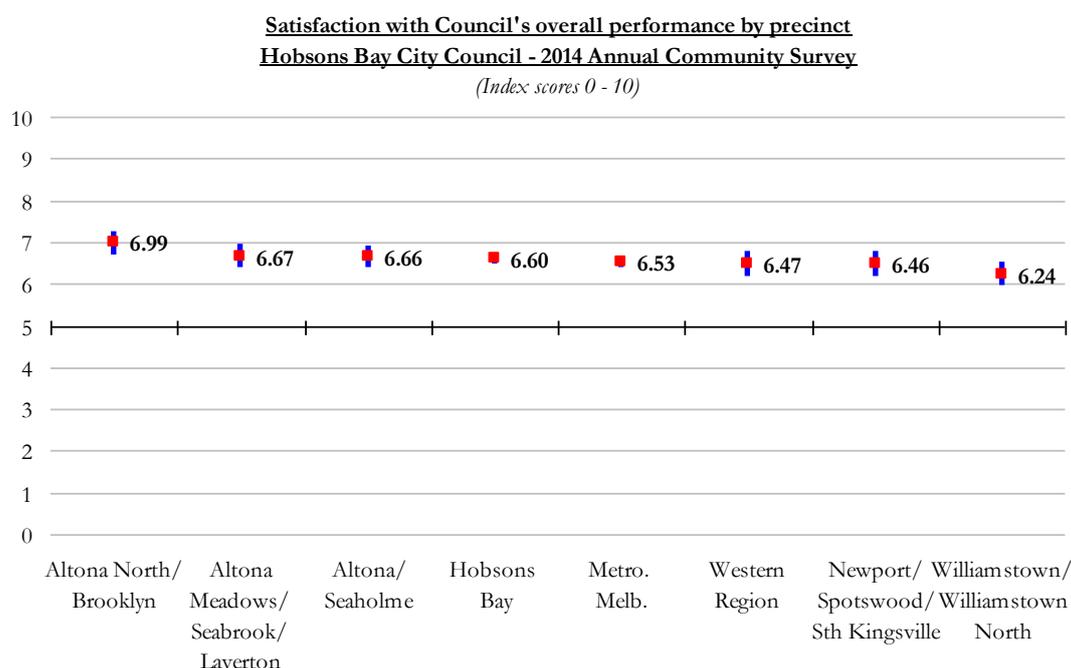
Council's overall performance

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 was rated at an average of 6.60 out of a potential ten. The 95% confidence interval range for this result was from 6.47 to 6.73. In other words, it is 95% certain that the true value for overall satisfaction falls within this range.

This level of satisfaction is best categorised as “good”.



Respondent satisfaction with the overall performance of the Hobsons Bay City Council in 2014 was marginally higher than the 2014 *Governing Melbourne* average of 6.47 for the western region of Melbourne, and the metropolitan Melbourne average of 6.53. By way of comparison, Metropolis Research in 2013 recorded an overall satisfaction score of 6.83 for Maribyrnong Council and 6.19 for Wyndham Council.

There was measurable variation in this result across the five precincts comprising the City of Hobsons Bay:

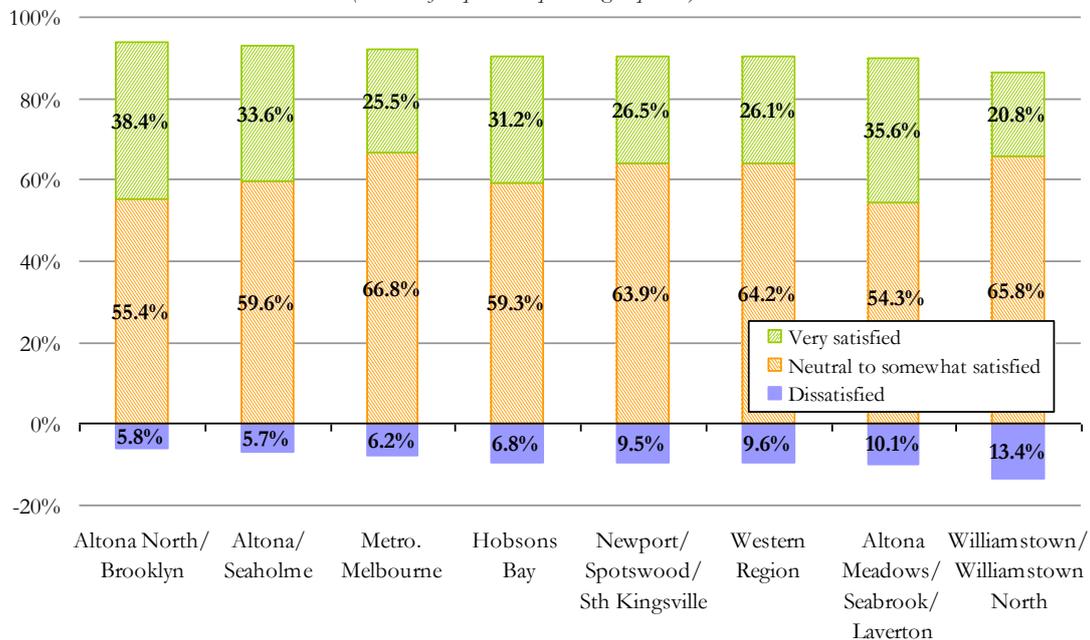
- ⊗ Respondents from Altona North / Brooklyn were measurably (5.9%) more satisfied than the municipal average, although still at a level best categorised as “good”.
- ⊗ Respondents from Newport / South Kingsville / Spotswood were marginally, but not measurably, less satisfied than the municipal average, at a level categorised as “solid”.
- ⊗ Respondents from Williamstown / Williamstown North were measurably (5.4%) less satisfied, and at a level best categorised as “solid”.

The following graph provides a breakdown of the overall satisfaction scores into those “dissatisfied” (zero to four out of ten), “neutral to somewhat satisfied” (five to seven) and “very satisfied” (eight to ten).

It is noted that less than ten percent of respondents were dissatisfied with Council’s overall performance, whilst more than three times as many respondents were very satisfied.

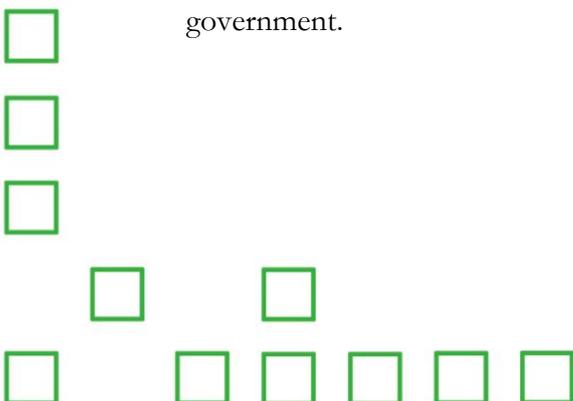
There was only minor variation in these results across the five precincts comprising the City of Hobsons Bay, although it is observed that respondents from Williamstown / Williamstown North were marginally more likely to be dissatisfied with Council’s overall performance and somewhat less likely to be very satisfied.

Satisfaction with Council's overall performance by precinct
Hobsons Bay City Council - 2014 Annual Community Survey
(Percent of respondents providing responses)



Satisfaction with Council’s overall performance is not a summary or aggregate measure of community satisfaction with the full range of services and facilities provided by Council. It is the subjective perceptions of Council performance residents decide for themselves, based on the issues, factors or circumstances they consider relevant.

The overall satisfaction score can therefore be influenced by a wide range of factors both within and outside the control of Council. The range of factors residents may consider important include for example political, social and economic issues, as well as issues with the infrastructure, services and facilities provided by other levels of government.



The *Annual Community Survey* program in addition to this measure of satisfaction with Council's overall performance includes a range of other measures of community satisfaction with Council (including satisfaction with aspects of governance and leadership, services and facilities, customer service, identifying issues of importance, change in performance). The overall satisfaction score is not designed as a stand-alone measure of community satisfaction with Council, rather as a core component of this broader range of satisfaction measures which together describe community satisfaction.



Overall performance by respondent profile

The following table provides a breakdown of satisfaction with Council's overall performance by respondent profile.

It is important to bear in mind that the sample size for many of these demographic groups is relatively small and subject to a reasonable 95% confidence interval.

In summary, the following is noted:

- ⊗ Younger respondents (fifteen to 25 years) were more satisfied with Council's overall performance than respondents aged 45 years and over.
- ⊗ Male and female respondents were almost equally satisfied with Council's overall performance.
- ⊗ Respondents from households with a member who has a disability were marginally more satisfied than other respondents, albeit not measurably.
- ⊗ Non-English speaking respondents were measurably more satisfied with Council's overall performance than English speaking respondents.
- ⊗ There was no discernible pattern to satisfaction with Council's overall performance by household structure.
- ⊗ Home-owner and mortgagee household respondents were measurably less satisfied with Council's overall performance than rental or other arrangement household respondents.
- ⊗ Satisfaction with Council's overall performance declined with the period of residence in the City of Hobsons Bay, with respondents who had lived in the municipality for less than one year in particular being measurably and significantly more satisfied than other respondents.



Satisfaction with Council's overall performance by respondent profile
Hobsons Bay City Council - 2014 Annual Community Survey

(Number and index score 0 - 10)

	Number	Lower	Mean	Upper
<i>Age structure</i>				
15 - 18 years	18	7.28	7.87	8.46
19 - 25 years	38	6.70	7.31	7.92
26 - 44 years	241	6.47	6.68	6.90
45 - 54 years	188	6.20	6.43	6.66
55 - 64 years	125	6.09	6.39	6.68
65 years and over	110	6.13	6.52	6.90
<i>Gender</i>				
Male	372	6.39	6.57	6.75
Female	351	6.46	6.63	6.81
<i>Disability</i>				
Household member with disability	69	6.22	6.71	7.20
No disability	645	6.45	6.59	6.72
<i>Language</i>				
ESB	541	6.36	6.50	6.64
NESB	179	6.63	6.91	7.18
<i>Household structure</i>				
Two parent family (<i>youngest 0 - 4 yrs</i>)	103	6.40	6.69	6.98
Two parent family (<i>youngest 5 - 12 yrs</i>)	126	6.01	6.31	6.61
Two parent family (<i>youngest 13 - 18 yrs</i>)	72	5.92	6.29	6.67
Two parent family (<i>adults only</i>)	65	5.96	6.42	6.89
One parent family (<i>youngest 0 - 4 yrs</i>)	4	3.30	7.11	10.00
One parent family (<i>youngest 5 - 12 yrs</i>)	4	4.36	6.54	8.72
One parent family (<i>youngest 13 - 18 yrs</i>)	9	5.21	6.55	7.89
One parent family (<i>adults only</i>)	17	6.21	6.98	7.76
Couple only household	193	6.43	6.66	6.90
Group household	29	6.80	7.35	7.91
Sole person household	78	6.07	6.59	7.10
<i>Housing situation</i>				
Own this home	305	6.27	6.48	6.69
Mortgage	252	6.15	6.34	6.53
Renting this home	150	6.99	7.26	7.53
Other arrangement	7	6.73	7.60	8.47
<i>Period of residence in City of Hobsons Bay</i>				
Less than 1 year	46	6.90	7.30	7.71
1 to less than 5 years	123	6.67	6.96	7.26
5 to less than 10 years	144	6.36	6.59	6.82
10 years or more	409	6.23	6.42	6.60

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?”

In 2014, eleven percent of respondents considered that Council's overall performance had improved in the last twelve months, whilst 7.4% considered that it had deteriorated.

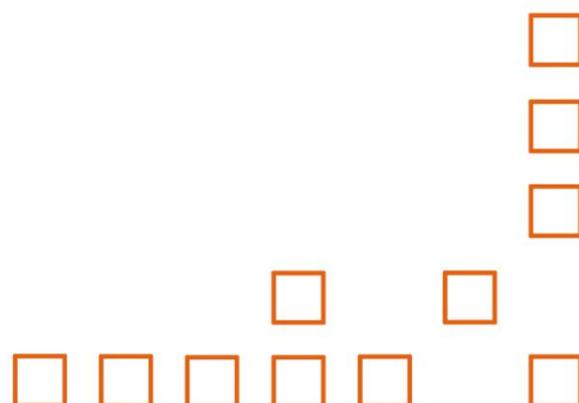
Change in Council's overall performance
Hobsons Bay City Council - 2014 Annual Community Survey
(Number and percent of total respondents)

Response	2014	
	Number	Percent
Improved	88	11.0%
Stayed the same	508	63.5%
Deteriorated	59	7.4%
Can't say	145	18.1%
Total	800	100%

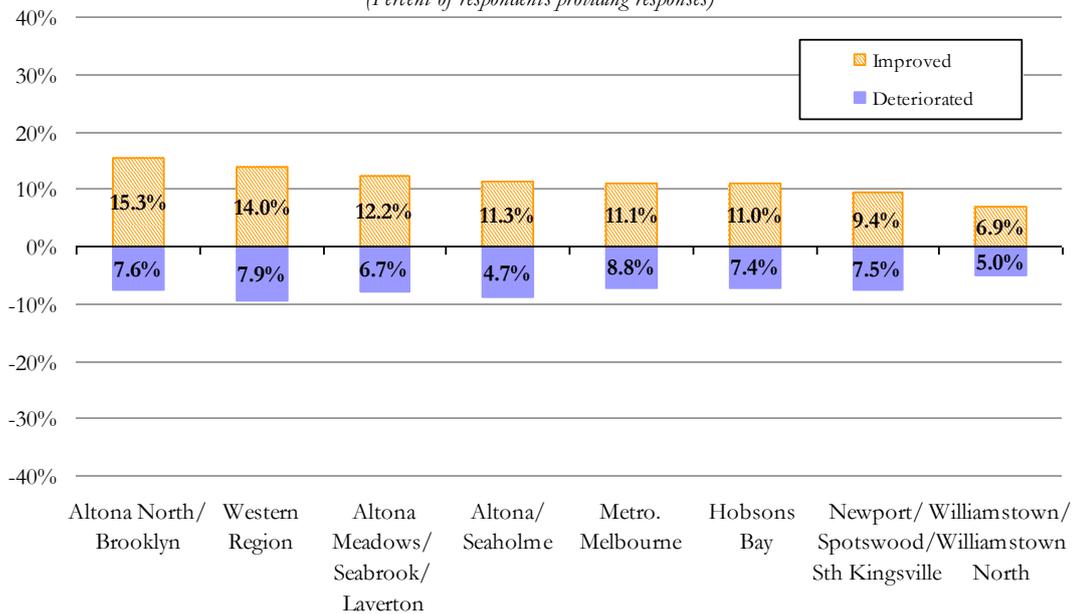
It is observed that respondents to the *Hobsons Bay City Council – 2014 Annual Community Survey* were marginally less likely to consider that Council's performance had deteriorated than either the western region or metropolitan Melbourne averages as recorded in the 2014 *Governing Melbourne*.

It is noted that respondents from Williamstown / Williamstown North were less likely than the municipal average to consider that Council's overall performance had changed in the last twelve months.

Respondents from Altona / Brooklyn were marginally more likely than the municipal average to consider that Council's overall performance had improved in the last twelve months.



Change in Council's overall performance
Hobsons Bay City Council - 2014 Annual Community Survey
(Percent of respondents providing responses)



Governance and leadership

Respondents were asked:

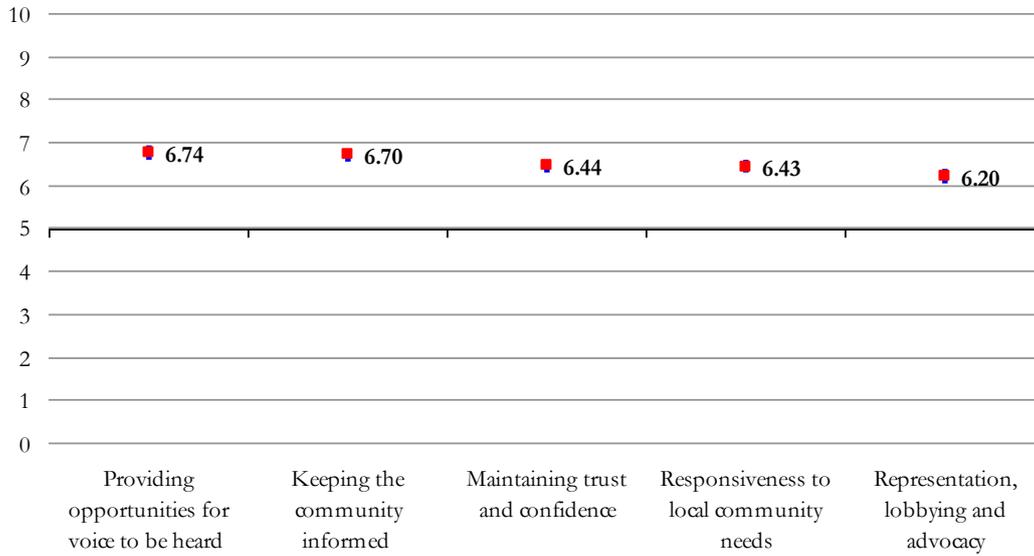
“On a scale of 0 (lowest) to 10 (highest), please rate your personal level of satisfaction with the following aspects of Council’s performance?”

The average satisfaction with the five aspects of governance and leadership included in the survey was 6.50, a level of satisfaction categorised as “good”.

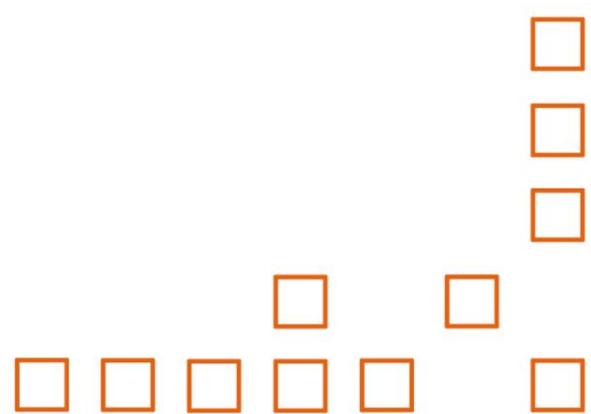
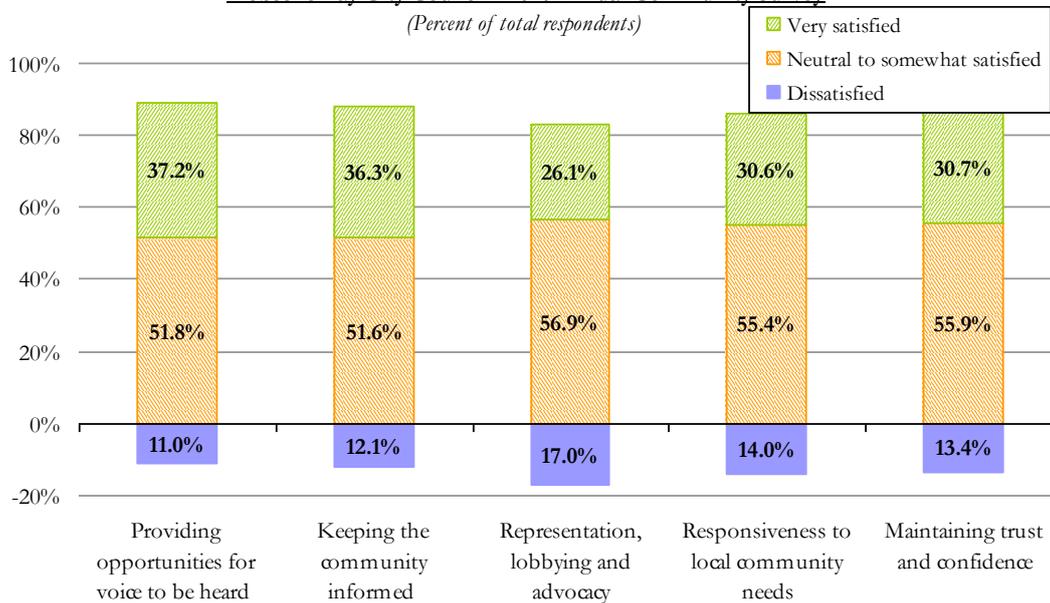
Satisfaction with the aspects of governance and leadership varied from levels best categorised as “good” for “providing opportunities for your voice to be heard on issues that are important to you” and “keeping the community informed”, to levels best categorised as “solid” for each of “maintaining the trust and confidence of the local community”, “responsiveness of local community needs” and “representation, lobbying and advocacy”.

It is observed that between one-quarter and one-third of respondents were very satisfied with each of the five aspects of governance and leadership, a little more than half were “neutral to somewhat satisfied” and a little more than ten percent were dissatisfied.

Satisfaction with aspects of governance and leadership
Hobsons Bay City Council - 2014 Annual Community Survey
 (Index score 0 - 10)



Satisfaction with governance and leadership
Hobsons Bay City Council - 2014 Annual Community Survey
 (Percent of total respondents)





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 650 respondents representing 81.2% of the total sample provided at least one issue for Council to address in the coming year. This result of 81.2% identifying at least one issue is towards the upper end of results observed by Metropolis Research.

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.

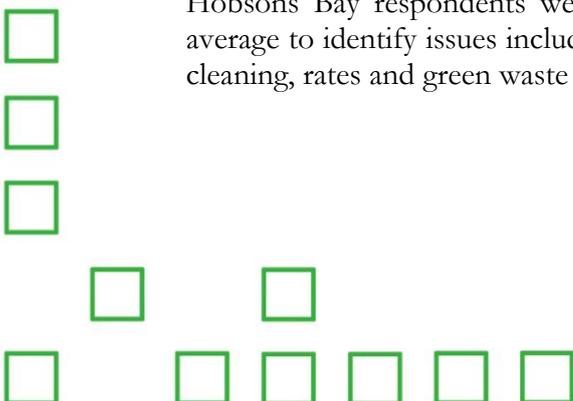
The open-ended comments received from respondents have been categorised into broad groups for ease of analysis and are outlined in the following table.

The top issues identified by respondents in 2014 relate to the broad areas of transport related (including traffic management, roads maintenance and repairs, public transport and parking); building and planning related; and street trees, parks, gardens and open space related. Attention is drawn specifically to the following:

- ⊗ **Traffic management** – identified by almost one-quarter (22.0%) of Hobsons Bay respondents in 2014. This is similar to the approximately one-fifth Metropolis Research has consistently recorded across a wide range of municipalities. By way of comparison the 2014 *Governing Melbourne* reported that 21.7% of metropolitan Melbourne respondents identified this issue.
- ⊗ **Public transport** – identified by 13.9% of Hobsons Bay respondents in 2014. Metropolis Research notes that this result is four times the metropolitan Melbourne average of 3.2% as recorded in the 2014 *Governing Melbourne*.
- ⊗ **Road maintenance and repair** – identified by almost one-sixth (13.5%) of Hobsons Bay respondents in 2014. Metropolis Research notes that this result is double the metropolitan Melbourne average of 6.1% as recorded in the 2013 *Governing Melbourne*.
- ⊗ **Parking** – identified by 12.8% of Hobsons Bay respondents in 2014. This is similar to the metropolitan Melbourne average of 13.1% as recorded in the 2014 *Governing Melbourne*.
- ⊗ **Building, housing and planning related** – identified by 12.0% of Hobsons Bay respondents in 2014. This is a little more than double the metropolitan Melbourne average of 5.0% as recorded in the 2014 *Governing Melbourne*.

There was little meaningful variation in these results between male and female respondents.

Hobsons Bay respondents were a little less likely than the metropolitan Melbourne average to identify issues including rubbish and hard waste, street lighting, safety, street cleaning, rates and green waste collection.



Top issues for Council to address in the coming twelve months			
Hobsons Bay City Council - 2014 Annual Community Survey			
<i>(Number and percent of total respondents)</i>			
Issue	2014		metro. Melb 2014
	Number	Percent	
Traffic management	176	22.0%	21.7%
Public transport	111	13.9%	3.2%
Roads maintenance & repairs	108	13.5%	6.1%
Parking	102	12.8%	13.1%
Building, planning, housing & development	96	12.0%	5.0%
Footpath maintenance & repairs	66	8.3%	6.1%
Provision & maintenance of street trees	65	8.1%	7.2%
Parks, gardens & open space	55	6.9%	6.0%
Cleanliness & general maintenance of area	37	4.6%	3.0%
Education & schools	31	3.9%	0.3%
Provision & maintenance of sports & recreation facilities	30	3.8%	1.6%
Graffiti & vandalism	30	3.8%	1.3%
Recycling collection	29	3.6%	0.4%
Drains maintenance & repairs	28	3.5%	2.1%
Bicycles and bike tracks	28	3.5%	2.3%
Animal management	25	3.1%	1.9%
Health & medical services	25	3.1%	0.4%
Consultation, communication & provision of information	24	3.0%	1.3%
Rubbish and waste issues incl. garbage	22	2.8%	3.2%
Street lighting	18	2.3%	3.4%
Safety, policing & crime	17	2.1%	5.0%
Hard rubbish collection	17	2.1%	3.4%
Foreshore and beach maintenance	17	2.1%	0.0%
Street cleaning & maintenance	15	1.9%	3.0%
Services & facilities for the elderly	15	1.9%	0.5%
Pollution - air, water, dust, smell	14	1.8%	0.0%
Rates	14	1.8%	5.2%
Noise	13	1.6%	0.9%
Environment, conservation & climate change	13	1.6%	2.1%
Shops, restaurants & entertainment venues	12	1.5%	0.9%
Childcare	12	1.5%	0.0%
Public toilets	10	1.3%	3.2%
Financial issues & priorities for Council	10	1.3%	1.2%
Community activities, events, arts & culture	10	1.3%	0.5%
Provision & maintenance of infrastructure	9	1.1%	2.1%
Enforcement / update of local laws	9	1.1%	0.9%
Facilities and activities for children	9	1.1%	0.6%
Libraries	9	1.1%	1.0%
Green waste collection	6	0.8%	1.9%
Aesthetics of local area	6	0.8%	0.0%
Housing availability / affordability	5	0.6%	0.0%
Provision & maintenance of community facilities	4	0.5%	0.0%
Employment & job creation	3	0.4%	0.5%
Community support	3	0.4%	0.0%
Governance & accountability	2	0.3%	0.0%
All other issues <i>(13 separately identified issues)</i>	45	5.6%	3.7%
Total responses	1,405		942
<i>Total respondents providing a response</i>	<i>650 (81.2%)</i>		<i>489 (73.5%)</i>

Note: (*) Metropolis Research, Governing Melbourne 2014

Top issues for Council to address in the coming twelve months by precinct
Hobsons Bay City Council - 2014 Annual Community Survey
(Percent of total respondents)

Williamstown / Williamstown Nth		Newport / Sth Kingsville / Spotswood	
Building, housing, planning & development	24.3%	Roads maintenance & repairs	25.9%
Traffic management	20.0%	Parking	17.0%
Roads maintenance & repairs	11.2%	Traffic management	15.8%
Footpath maintenance & repairs	11.2%	Building, housing, planning & development	14.5%
Street trees	11.2%	Parks, gardens, open space	9.5%
Parking	10.6%	Footpath maintenance & repairs	8.2%
Bicycles & bike tracks	5.6%	Drains maintenance & repairs	7.6%
Parks, gardens, open space	5.0%	Public transport	6.3%
Prov. & maint. of sports & recreation facilities	5.0%	Street trees	5.7%
Recycling collection	4.4%	Graffiti & vandalism	5.0%

Altona / Seaholme		Altona North / Brooklyn	
Public transport	23.8%	Traffic management	21.1%
Traffic management	17.6%	Parking	10.8%
Parking	16.9%	Public transport	10.8%
Building, housing, planning & development	12.5%	Roads maintenance & repairs	10.8%
Street trees	8.8%	Footpath maintenance & repairs	8.9%
Foreshore & beach maintenance	8.2%	Pollution - air, water, dust, smell	8.9%
Drains maintenance & repairs	6.3%	Parks, gardens, open space maintenance & prov	7.7%
Roads maintenance & repairs	6.3%	Street trees	7.7%
Parks, gardens, open space	5.0%	Building, housing, planning & development issu	5.1%
Public health/medical facilities	5.0%	Noise	5.1%

Altona Meadows / Seabrook / Laverton		City of Hobsons Bay	
Traffic management	30.5%	Traffic management	22.0%
Public transport	22.5%	Public transport	13.9%
Roads maintenance & repairs	11.6%	Roads maintenance & repairs	13.5%
Parking	10.4%	Parking	12.8%
Footpath maintenance & repairs	7.9%	Building, planning, housing & development	12.0%
Street trees	7.9%	Footpath maintenance & repairs	8.3%
Parks, gardens, open space	6.7%	Provision & maintenance of street trees	8.1%
Cleanliness & maintenance of areas	6.7%	Parks, gardens & open space	6.9%
Education & schools	6.1%	Cleanliness & general maintenance of area	4.6%
Building, housing, planning & development	6.1%	Education & schools	3.9%

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-three included services and facilities was 8.77 out of a potential ten. The following table provides the number of respondents providing an importance score for each service, the average importance for each service and the upper and lower 95% confidence intervals; within which it is 95% certain the true average importance lies.

Importance of selected Council and other services and facilities

Hobsons Bay City Council - 2014 Annual Community Survey

(Index score scale 0 to 10)

Service / facility	Number	2014		
		Lower	Mean	Upper
Council advertising in local newspapers	661	7.06	7.25	7.43
Council activities promoting local tourism	672	7.65	7.80	7.95
Council activities promoting local businesses	653	7.66	7.81	7.97
Control and regulation of pets and domestic animals	749	8.01	8.14	8.27
Graffiti removal	756	8.03	8.16	8.30
Arts, events and cultural activities	697	8.07	8.20	8.32
Council community programs, events or activities	679	8.15	8.28	8.41
Provision and maintenance of street trees	791	8.20	8.31	8.42
Council's website	709	8.33	8.45	8.56
Enforcement of local laws	711	8.42	8.55	8.67
Drains maintenance & repairs	775	8.54	8.65	8.75
Provision of parking facilities	789	8.59	8.69	8.80
Recreation and / or Aquatic Centre	719	8.62	8.72	8.81
Provision and enhancement of the Foreshore	765	8.65	8.74	8.83
Footpath maintenance & repairs	792	8.64	8.74	8.85
Road maintenance and repairs	795	8.66	8.76	8.86
Bike paths	740	8.70	8.80	8.90
Sports ovals and other local sporting facilities	749	8.72	8.82	8.91
Maintenance and cleaning of public areas	792	8.79	8.88	8.97
Traffic management	792	8.83	8.93	9.03
Local library	743	8.83	8.93	9.03
Hard rubbish service	766	8.86	8.95	9.04
Provision and maintenance of parks, gardens and open space	786	8.92	9.00	9.08
Green waste service	771	8.96	9.05	9.14
Services for young people	676	9.06	9.14	9.23
Services for seniors	687	9.27	9.35	9.43
Services for children from birth to 5 years of age	690	9.27	9.35	9.43
Regular recycling	791	9.34	9.41	9.48
Access to public transport	777	9.35	9.42	9.50
Access to schools	736	9.39	9.46	9.53
Services for people with a disability	645	9.41	9.48	9.55
Weekly garbage collection	795	9.44	9.51	9.58
Access to health services in Hobsons Bay	782	9.48	9.54	9.60
<i>Average importance of services / facilities</i>		<i>8.66</i>	<i>8.77</i>	<i>8.87</i>

It is observed that the top eleven services and facilities were measurably more important than the average, and the bottom nine services were measurably less important than average.

Satisfaction with services and facilities

The average satisfaction with the thirty-three included services and facilities was 7.30 out of a potential ten. This level of satisfaction is best categorised as “very good”. Satisfaction with the top ten services and facilities was measurably higher than the average satisfaction with all services and facilities, and satisfaction with the lowest twelve services and facilities was measurably lower than average.

Satisfaction with selected Council and other services and facilities
Hobsons Bay City Council - 2014 Annual Community Survey
(Index score scale 0 to 10)

Service / facility	Number	2014		
		Lower	Mean	Upper
Weekly garbage collection	796	8.62	8.72	8.82
Local library	436	8.14	8.60	9.06
Regular recycling	788	8.48	8.59	8.69
Green waste service	641	8.32	8.43	8.54
Access to schools	359	7.99	8.16	8.33
Hard rubbish service	450	7.85	8.03	8.20
Access to health services in Hobsons Bay	654	7.89	8.01	8.13
Services for people with a disability	59	7.44	7.88	8.33
Services for children from birth to 5 years of age	184	7.53	7.80	8.06
Sports ovals and other local sporting facilities	391	7.56	7.73	7.90
Bike paths	490	7.46	7.61	7.75
Services for seniors	109	7.21	7.56	7.92
Provision and enhancement of the Foreshore	740	7.43	7.56	7.69
Provision and maintenance of parks, gardens and open space	789	7.41	7.54	7.67
Services for young people	130	7.23	7.53	7.83
Arts, events and cultural activities	299	7.32	7.50	7.67
Recreation and / or Aquatic Centre	341	7.23	7.42	7.61
Council community programs, events or activities	154	6.99	7.25	7.51
Access to public transport	614	6.98	7.16	7.33
Control and regulation of pets and domestic animals	700	6.94	7.09	7.25
Council's website	443	6.81	6.98	7.15
Enforcement of local laws	626	6.75	6.91	7.07
Maintenance and cleaning of public areas	791	6.76	6.91	7.05
Council advertising in local newspapers	580	6.55	6.71	6.87
Drains maintenance & repairs	752	6.47	6.62	6.78
Graffiti removal	729	6.42	6.58	6.74
Provision and maintenance of street trees	784	6.28	6.44	6.61
Traffic management	786	6.23	6.39	6.55
Council activities promoting local businesses	565	6.21	6.37	6.53
Road maintenance and repairs	797	6.21	6.36	6.51
Council activities promoting local tourism	575	6.13	6.30	6.48
Provision of parking facilities	785	6.08	6.24	6.41
Footpath maintenance & repairs	790	5.85	6.01	6.17
<i>Average satisfaction with services / facilities</i>		7.11	7.30	7.49

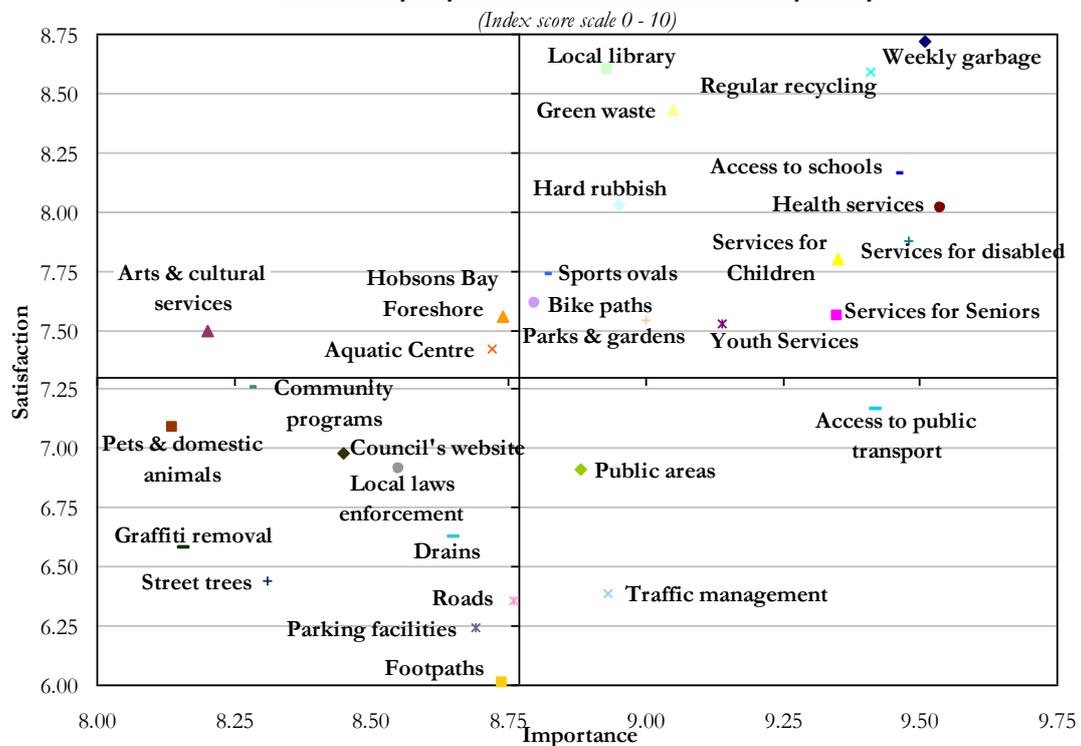
Importance and satisfaction cross tabulation

The following graph displays the importance and satisfaction scores obtained from the Hobsons Bay Council - 2014 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 - 2014 Annual Community Survey



Satisfaction by broad service areas

The following graph provides the average satisfaction with the thirty-three 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, bike paths
- ⊗ **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

It is observed that respondents to the *Hobsons Bay City Council – 2014 Annual Community Survey* were similarly satisfied with the five broad service areas as the metropolitan Melbourne average as recorded in the 2014 *Governing Melbourne*. Satisfaction with four of the five areas was marginally, albeit not measurably lower than the metropolitan Melbourne average. Satisfaction with infrastructure was marginally, but not measurably higher than the metropolitan Melbourne average.

