

Hobsons Bay City Council

Community Satisfaction Report 2026



Klein

Coordinated by the Department of Government
Services on behalf of Victorian councils

Executive Summary



Hobsons Bay City Council Community Satisfaction



60

Overall Performance
+1 since last year

58 *State Performance*
+4 vs last year

64 *Metro Performance*
+1 vs last year

Key Takeouts



Hobsons Bay City Council's overall performance is 60, similar to last year and in line with the State but behind the Metro benchmark. Sentiment is similar across age groups, but performance decreased amongst 18-34 year olds and increased amongst 50-64 year olds.

Top performing areas

- 78 Waste management*
- 66 Recreational facilities
- 64 Environmental sustainability

Lowest performing areas

- 53 Making decisions*
- 54 Opportunities to give feedback*
- 54 Developing and promoting the local economy

58
-1

61
+2

Aged 18-34 57 -7

Aged 35-49 60 +4

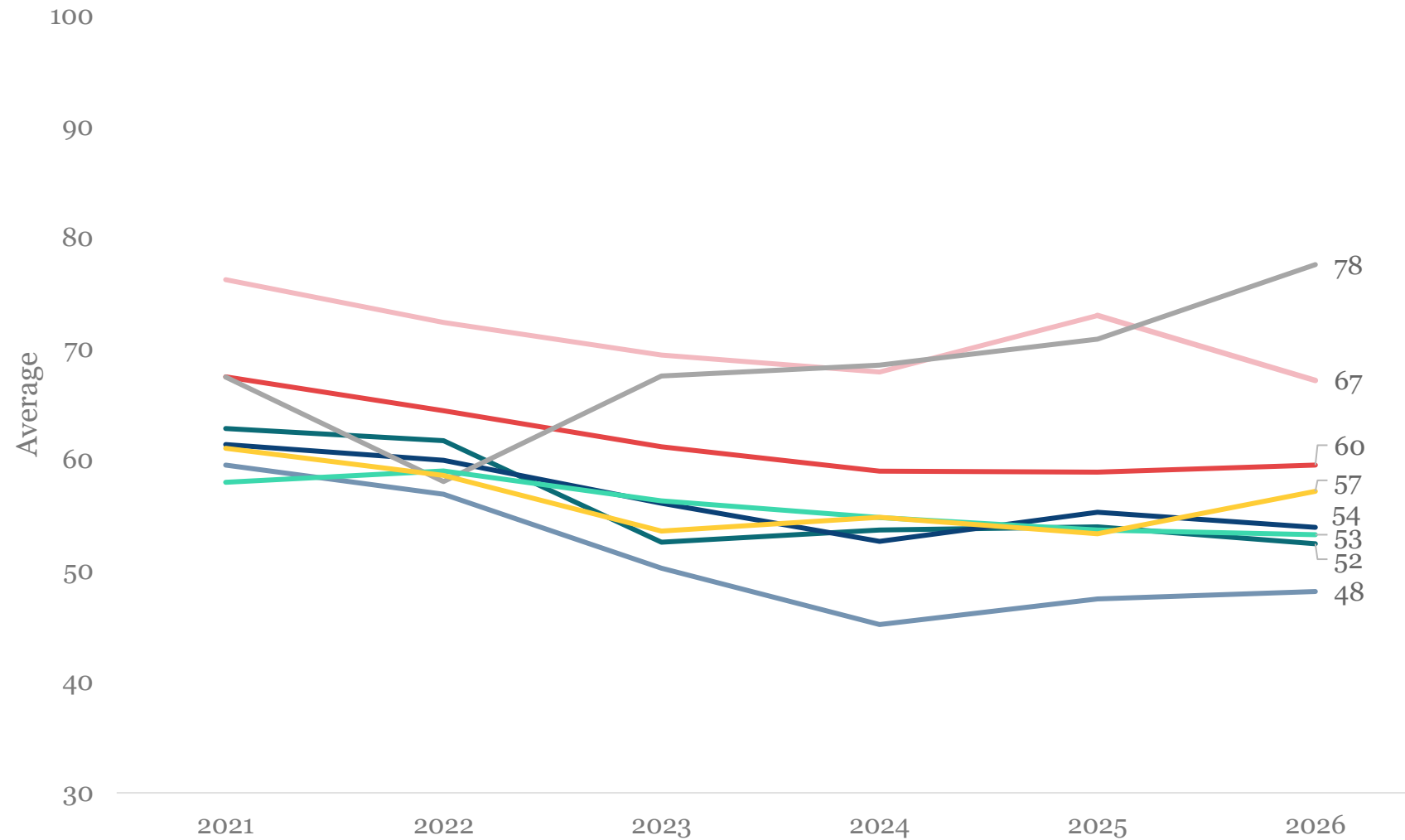
Aged 50-64 61 +7

Aged 65+ 59 -

Laverton-Seabrook	58
Altona North	58
Altona-Seaholme	62
Newport-Spotswood	56
Williamstown	56



LGV Core Measures by Year



Change on Previous Year

- +1** Overall Performance
- 2** Spending Public Funds*
- +1** Direction of council
- 6** Customer Service
- 1** Opportunities to give feedback*
- +7** Waste Management*
- Making Decisions*
- +4** Sealed local Streets*

Changed questions are marked with an asterisk.

LGV Core Measure Summary



		Hobsons Bay CC 2026	Chg vs 2025	State 2026	Chg vs 2025	Metro 2026	Chg vs 2025
Overall Performance <i>Overall Performance of Council</i>		60	+1	58	+4	64	+1
Spending Public Funds* <i>Spending public funds... in ways that benefit the community</i>		52	-2	51	+4	58	+2
General Direction <i>Views on direction of council's performance</i>		48	+1	48	+2	50	+1
Customer Service <i>...on most recent contact, rate Council for Customer Service</i>		67	-6	68	+2	70	-1
Opportunities to Give Feedback* <i>Opportunities offered by Council to give your feedback on key local issues</i>		54	-1	55	+5	60	+3
Waste management* <i>Waste Management including garbage, recyclables and green waste</i>		78	+7	72	+6	74	+3
Making decisions* <i>Making decisions in the interest of the community</i>		53	-	52	+3	58	+2
Sealed local streets* <i>Condition of sealed local streets</i>		57	+4	54	+9	61	+2

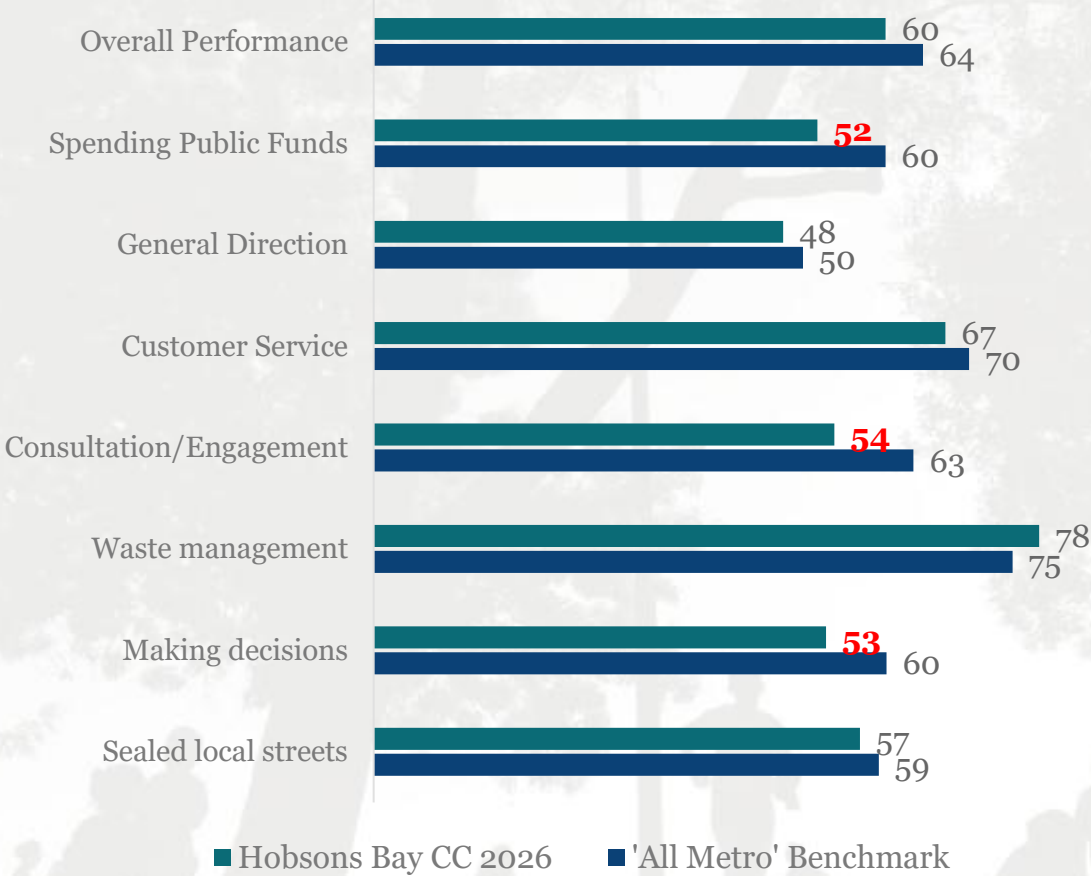
The ‘All Metro’ Benchmark

In addition to the Metro Benchmark that is referenced throughout this report (based on participating LGV metropolitan councils), Klein conducted a dedicated supplementary study across all Melbourne metropolitan council areas to create the ‘All Metro’ Benchmark.

The ‘All Metro’ Benchmark provides participating councils with a broader metropolitan reference point, grounded in a representative cross-section of metropolitan residents rather than only the councils participating in the LGV program.

The ‘All Metro’ Benchmark focuses on the LGV Core Measures, with interviewing conducted by telephone to maintain methodological consistency and support reliable, like-for-like comparison.

Comparison to The ‘All Metro’ Benchmark



Base: Hobsons Bay City Council = 603, Metro Benchmark = 3,920

Summary of Approach



Enhanced Questions

Question wording review and comparability assessment

CORE MEASURES



In consultation with Local Government Victoria and participating councils, a number of questions used in the Community Satisfaction Survey were reviewed and updated to improve clarity and relevance.

As wording changes can affect comparability with historical results, a split-sample approach was used to assess the impact of the main revisions. One group received the historic wording and another received the enhanced wording.

The following table summarises the changes made and the extent to which the revised wording affected results.

Enhanced Wording	Historic Wording	Estimated Impact	Outcome
How would you rate [COUNCIL NAME] at spending public funds on infrastructure and services in ways that benefit the community	How would you rate [COUNCIL NAME] at providing good value for money in infrastructure and services provided to your community?	N/A	Not tested. The historic question focused on perceptions of value for money, while the revised measure assesses perceptions of how effectively council directs public funds to generate community benefit. As these are related but not equivalent concepts, direct trend comparability was not assumed.
The opportunities offered by [NAME OF COUNCIL] to give your feedback or engage on key local issues.	Community consultation and engagement	+1pts	No material impact detected. Results are considered comparable.
Condition of sealed local streets in your area. This includes local streets but does NOT include highways and major arterial roads such as [INSERT UP THREE LOCAL EXAMPLES].	The condition of suburban sealed local roads in your area. This includes local streets and roads managed by your council but excluding highways and main roads that are managed by VicRoads.	+2pts	No material impact detected. Added specificity does not appear to have materially changed responses.
Waste management including the collection of garbage, recyclables and green waste	Waste management	+6pts	Material impact detected; revised wording appears to have increased positive ratings likely by making the measure more concrete and inclusive.
Making decisions in the interest of the community	Decisions made in the interest of the community	-1pt	No material impact detected. Results are considered comparable.
Advocating for, and representing the community to government and other organisations	Lobbying on behalf of the community	+2pts	No material impact detected. Results are considered comparable.
Developing and promoting local tourism	Tourism Development	-3pts	No material impact detected. Movement appears within expected variation.
Developing and promoting the local economy	Business and community development	-3pts	No material impact detected. Movement appears within expected variation.
Enforcement of local laws and Council regulations	Enforcement of local laws	-5pts	Potential material impact detected. Expanded reference to “Council regulations” may have broadened respondents’ frame of reference and contributed to lower ratings.
The condition of footpaths in your area	The condition of local streets and footpaths in your area	+2pts	No material impact detected. Revised wording appears comparable.
Keeping the community informed on council services, events and programs	Informing the community	+3pts	No material impact detected. Revised wording appears comparable.

Changed questions are marked with an asterisk.

Enhanced Methodology

The incorporation of Online and comparability assessment



In 2026, the LGV CSS program expanded beyond its traditional CATI (telephone interviewing) approach, with online surveying via social media recruitment available as an option for councils.

This reflected a desire to modernise the program while retaining the consistency and comparability of the long-standing methodology.

Where used, online broadened participation and improved the representativeness of the sample, particularly by improving access to younger, digitally engaged and other harder-to-reach residents.

Index Score	Score Impact	Impact of including Online
Overall Performance	0 pts	No material impact detected. Movement appears within expected variation
Spending Public Funds	-1 pts	No material impact detected. Movement appears within expected variation
General Direction	-1 pts	No material impact detected. Movement appears within expected variation
Customer Service	-1 pts	No material impact detected. Movement appears within expected variation
Consultation/ Engagement	-1 pts	Material impact detected; the introduction of online approach may have allowed respondents to be more critical.
Waste management	0 pts	No material impact detected. Movement appears within expected variation
Making decisions	-2 pts	Material impact detected; the introduction of online approach may have allowed respondents to be more critical.
Sealed local streets	0 pts	No material impact detected. Movement appears within expected variation



After weighting for demographic differences, CATI and online results were broadly aligned.

Any remaining differences were generally small and mostly within expected variation.

Importantly, the differences observed are generally small and not statistically significant, supporting a combined dataset that improves reach while maintaining comparability.

Fieldwork Summary

Who?

Residents of Hobsons Bay City Council aged 18+
Minimum quotas of gender within age groups were applied during fieldwork. Post-survey weighting was then conducted to ensure accurate representation of the ABS age and gender profile of the council area.

What?

11-minute survey
Conducted by Telephone and Online

How Many?

n=602
n=299 Telephone recruited from sourced residential sample list
n=303 Online recruited via social media

When?

Fieldwork conducted February/March 2026



Key Performance Measures



Overall Council Performance



Overview



This section provides a summary of overall community perceptions of Council performance. It presents key headline metrics and a high-level view of how Council is performing across the municipality.

Specifically, this section includes:

- Overall performance score
- Perceptions of Council direction
- Views on how well Council spends public funds
- Benchmark comparisons (where applicable)
- Results by key subgroups (e.g. age, location)

Together, these results provide a clear snapshot of overall community sentiment and set the foundation for the deeper insights that follow in the report.

Summary of results

Key measures:

- Community views of overall performance were slightly more positive in 2026.
- Residents were slightly more positive about Council direction in 2026, with the result increasing by 1 points to 48.
- Compared with 2025, spending public funds to benefit the community decreased by 2 points to 52.

Vs. Benchmarks

- Overall performance scores 60, sitting slightly above the State (58) and slightly below Metro (64).
- Council direction scores 48, sitting broadly in line with the State (48) and slightly below Metro (50).
- Spending public funds to benefit the community scores 52, sitting slightly above the State (51) and below Metro (58).
- Compared with 2025, Council's spending public funds result decreased by 2 points, while the State increased by 4 points and the Metro increased by 2 points.

Sub-group differences:

- Residents aged 50 to 64 year olds were more positive on Council direction.
- Residents aged 18 to 34 year olds were less positive on overall performance and Council direction.
- Altona North precinct residents were more positive on Council direction and spending public funds to benefit the community.

Performance Summary – At a Glance



Council performance summary.
Results shown are index scores out of 100.



60

Overall
Performance



48

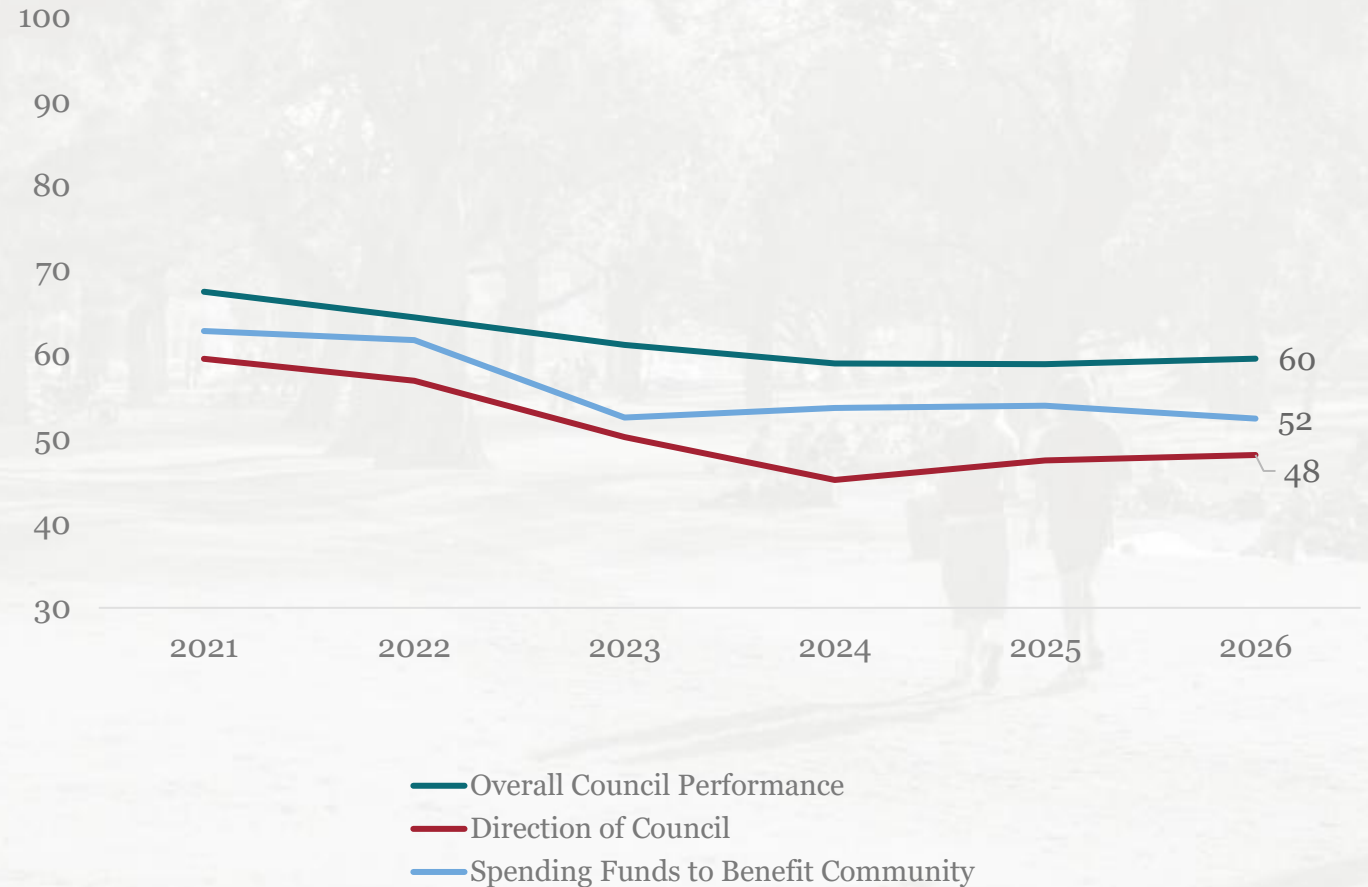
Direction
of Council



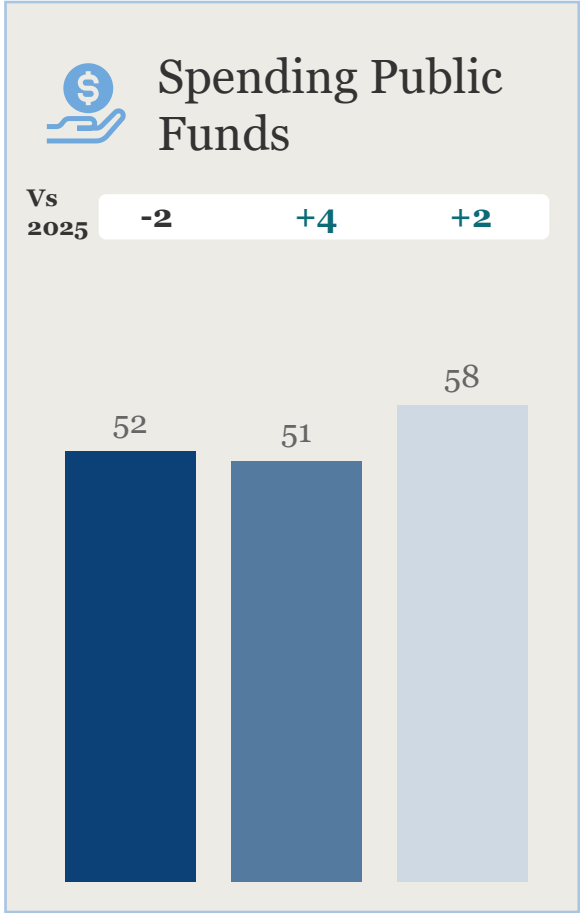
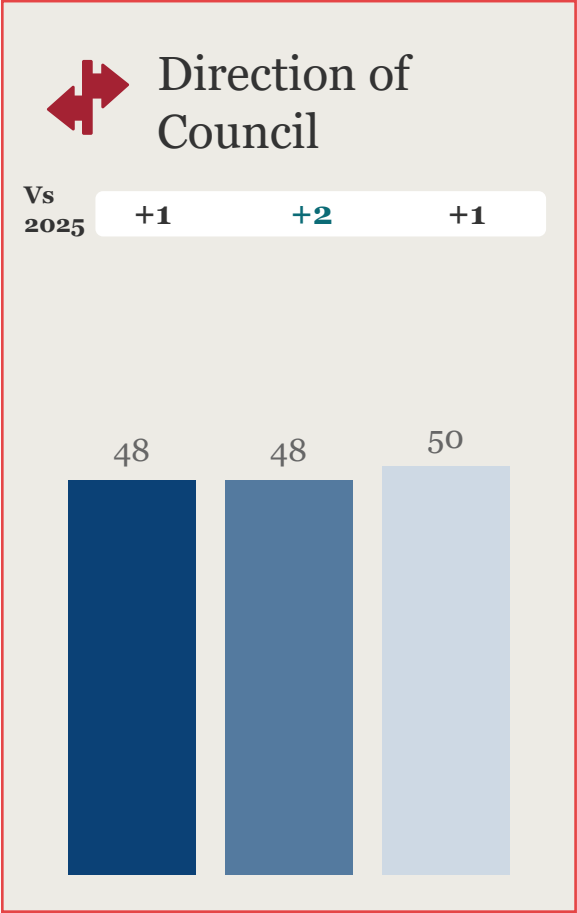
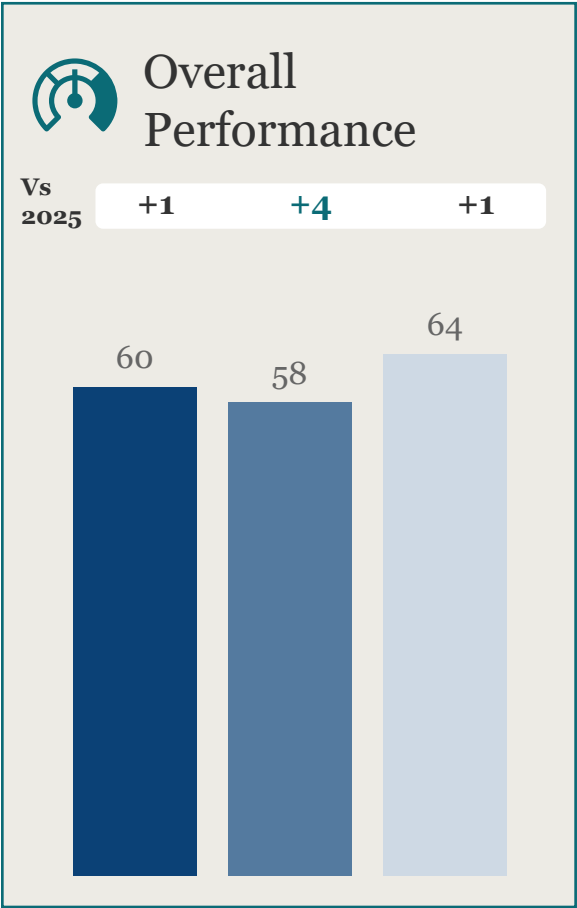
52

Spending Public
Funds

Council Performance by Year



Overall Performance – Council vs. Benchmarks

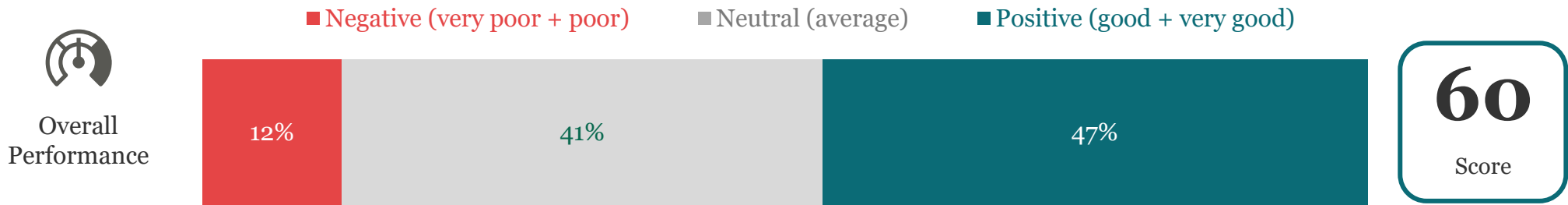


■ Hobsons Bay ■ State ■ Metro Bay

Overall Performance – Distribution of Results 2026



These results show the distribution of responses for **Overall Performance** (categorized into negative, neutral and positive), and by sub-group to give deeper insight into community perceptions

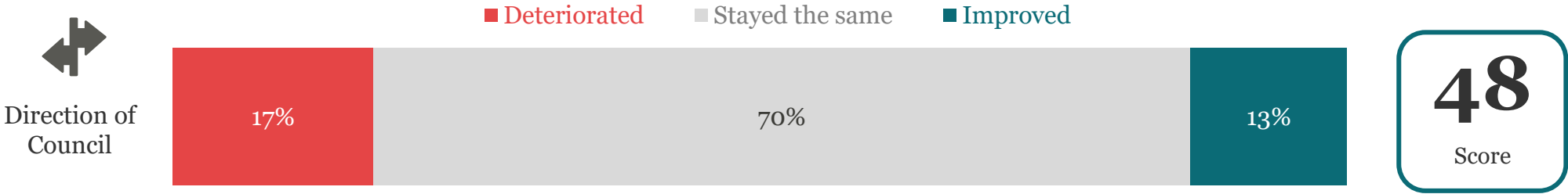


	Hobsons Bay CC	State	Metro	18 to 34	35 to 49	50 to 64	65+	Male	Female	Laverton – Seabrook	Altona North	Altona – Seaholme	Newport – Spotswood	Williamstown
Overall Performance	60	58	64	57	60	61	59	61	58	58	58	62	56	56
Change vs. 2025	+1	+4	+1	-7	+4	+7	-	+2	-1	-5	+5	-1	+1	-2

Direction of Council – Distribution of Results 2026



These results show the distribution of responses for **Direction of Council** (improved, stayed the same, deteriorated), and by sub-group to give deeper insight into community perceptions



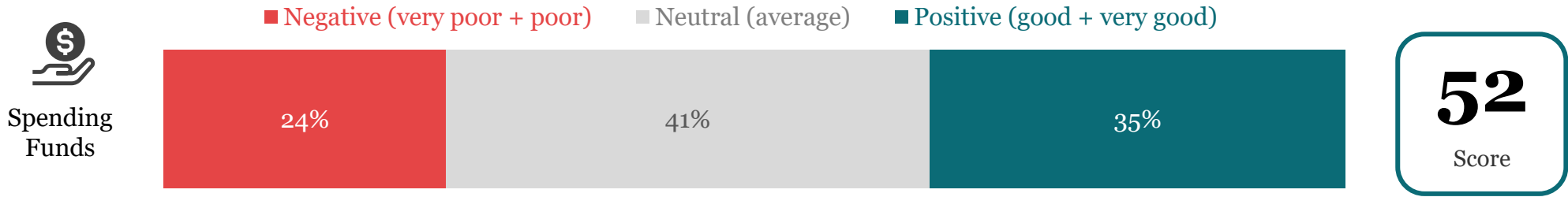
	Hobsons Bay CC	State	Metro	18 to 34	35 to 49	50 to 64	65+	Male	Female	Laverton – Seabrook	Altona North	Altona – Seaholme	Newport – Spotswood	Williamstown
Direction of Council	48	48	50	45	47	51	51	49	48	47	50	46	42	42
Change vs. 2025	+1	+2	+1	-7	+1	+7	+4	-	+1	-3	+3	-5	-1	-5

Q6. Over the last 12 months, what is your view of the direction of Council’s overall performance? For base sizes, please refer to slide 21.

Spending Public Funds to Benefit Community – Distribution of Results 2026



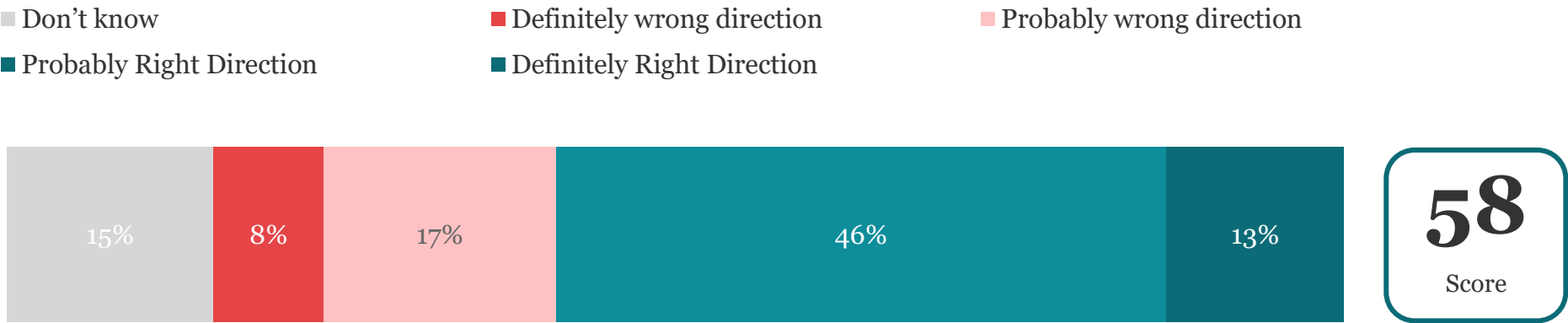
These results show the distribution of responses for **Spending Public Funds** (categorised into positive, natural and negative), and by sub-group to give deeper insight into community perceptions



	Hobsons Bay CC	State	Metro	18 to 34	35 to 49	50 to 64	65+	Male	Female	Laverton – Seabrook	Altona North	Altona – Seaholme	Newport – Spotswood	Williamstown
Spending Funds	52	51	58	50	53	54	53	54	51	48	57	56	46	47
Change vs. 2025	-2	+4	+2	-8	+2	+6	-4	-	-3	-12	+6	-1	-4	-3

Q3b. How would you rate Council at spending public funds on infrastructure and services in ways that benefit the community? For base sizes, please refer to slide 21.

Is Council Heading the Right or Wrong Direction? – 2026 and Results by Sub-group

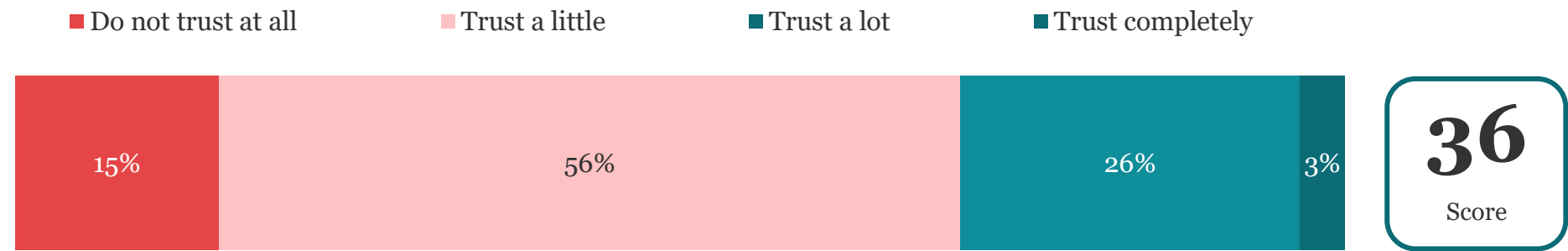


Direction of Council by Sub-group

Score	Hobsons Bay CC	18 to 34	35 to 49	50 to 64	65+	Male	Female	Laverton – Seabrook	Altona North	Altona – Seaholme	Newport – Spotswood	Williamstown
Is Hobsons Bay generally heading in the right direction or the wrong direction?	58	57	56	60	59	60	57	58	63	59	58	56

Q8 - Would you say your LOCAL COUNCIL is generally heading in the right direction or the wrong direction? Is that definitely or probably? For base sizes, please refer to slide 21.

Trust in Council to Deliver on Responsibilities – 2026 and Results by Sub-group



Trust in Council to Deliver on Responsibilities by Sub-group

Score	Hobsons Bay CC	18 to 34	35 to 49	50 to 64	65+	Male	Female	Laverton – Seabrook	Altona North	Altona – Seaholme	Newport – Spotswood	Williamstown
Trust in Council	36	36	37	36	36	38	35	37	36	37	37	35

Open Ended Resident Feedback

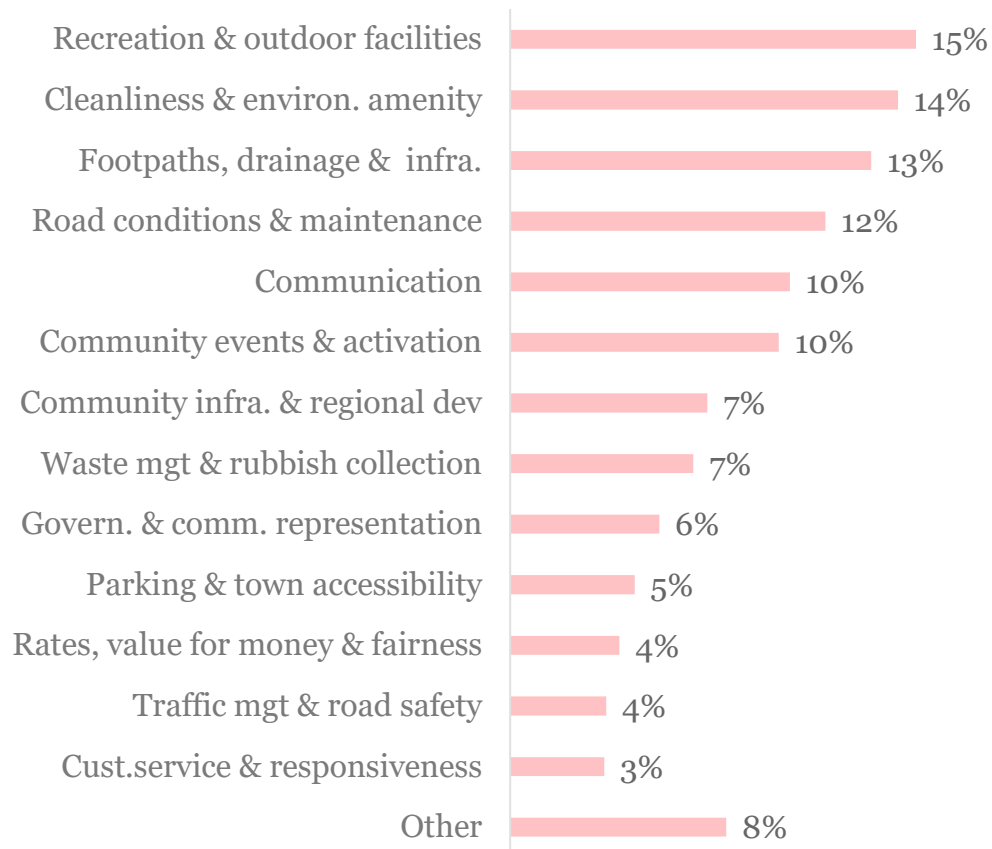


What does Hobsons Bay Council need to do to Improve Performance?



Verbatim Comments

Improvement Areas (Open comments coded into Themes)



Theme	Description
Recreation & outdoor facilities	Includes suggestions relating to sporting facilities, playgrounds, pools, walking tracks and broader recreational infrastructure improvements.
Cleanliness & environ. amenity	Includes comments relating to litter, street cleanliness, maintenance standards and the appearance of public areas.
Footpaths, drainage & infra.	Captures comments relating to footpaths, pedestrian safety, drainage issues, trip hazards and walkability improvements.
Road conditions & maintenance	Includes complaints or suggestions relating to potholes, road quality, resurfacing, maintenance and the overall condition of local roads.
Communication	Includes concerns relating to how council communicates, shares information, explains decisions and keeps residents informed.
Community events & activation	Captures suggestions relating to improving events, increasing activities and creating a more vibrant and connected community.
Community infra. & regional dev	Captures broader infrastructure concerns including public facilities, town development, growth planning and investment in community assets.
Waste mgt & rubbish collection	Includes concerns relating to rubbish collection, recycling, waste services, bins and broader waste management practices.
Govern. & comm. representation	Captures broader concerns relating to council leadership, representation, strategic direction and responsiveness to community needs.
Parking & town accessibility	Captures concerns relating to parking availability, parking management and ease of access within activity centres and public areas.
Rates, value for money & fairness	Includes concerns relating to council rates, affordability and perceptions of value for money for residents.
Traffic mgt & road safety	Includes comments relating to congestion, speeding, intersections, truck traffic, traffic flow and broader road safety concerns.
Cust.service & responsiveness	Captures comments relating to responsiveness, permit processes, customer service experiences and administrative efficiency.

Q17. What does Hobsons Bay Council most need to do to improve its performance? For base sizes, please refer to slide 21.

Performance of Council Services



Performance of Council Services



Overview



This section provides a summary of community perceptions of performance across key Council service areas. It highlights how well residents believe Council is delivering services and where performance is strongest or may require improvement.

Specifically, this section includes:

- Performance ratings of Council services
- Trends over time

Council service areas are grouped into five key categories:

- Governance, Engagement & Advocacy
- Infrastructure, Waste & Maintenance
- Community Facilities & Recreation
- Community Services & Support
- Planning, Development and Growth

Summary of results

Key measures:

- Waste management was the strongest performing service area, scoring 78, followed by recreational facilities at 66.
- The lower service results were for decisions in the interest of the community and developing and promoting the local economy, scoring 53 and 54 respectively.
- Compared with 2025, waste management recorded the clearest improvement, increasing by 7 points to 78.

Vs. Benchmarks

- Compared with the State, waste management performed more strongly for Council (78 vs 72).
- Against Metro, the appearance of public areas was the clearest relative weakness (64 vs 70).
- Compared with 2025, Council's result for opportunities to give feedback on key local issues decreased by 1 point, while the State increased by 5 points and the Metro increased by 3 points.

Sub-group differences:

- Residents aged 65+ were more positive on developing and promoting the local economy, enabling and encouraging a healthy community, and opportunities to give feedback on key local issues.
- Residents aged 18 to 34 year olds were less positive on enabling and encouraging a healthy community, keeping the community informed, and opportunities to give feedback on key local issues.
- Altona – Seaholme precinct residents were more positive on appearance of public areas and condition of sealed local streets.

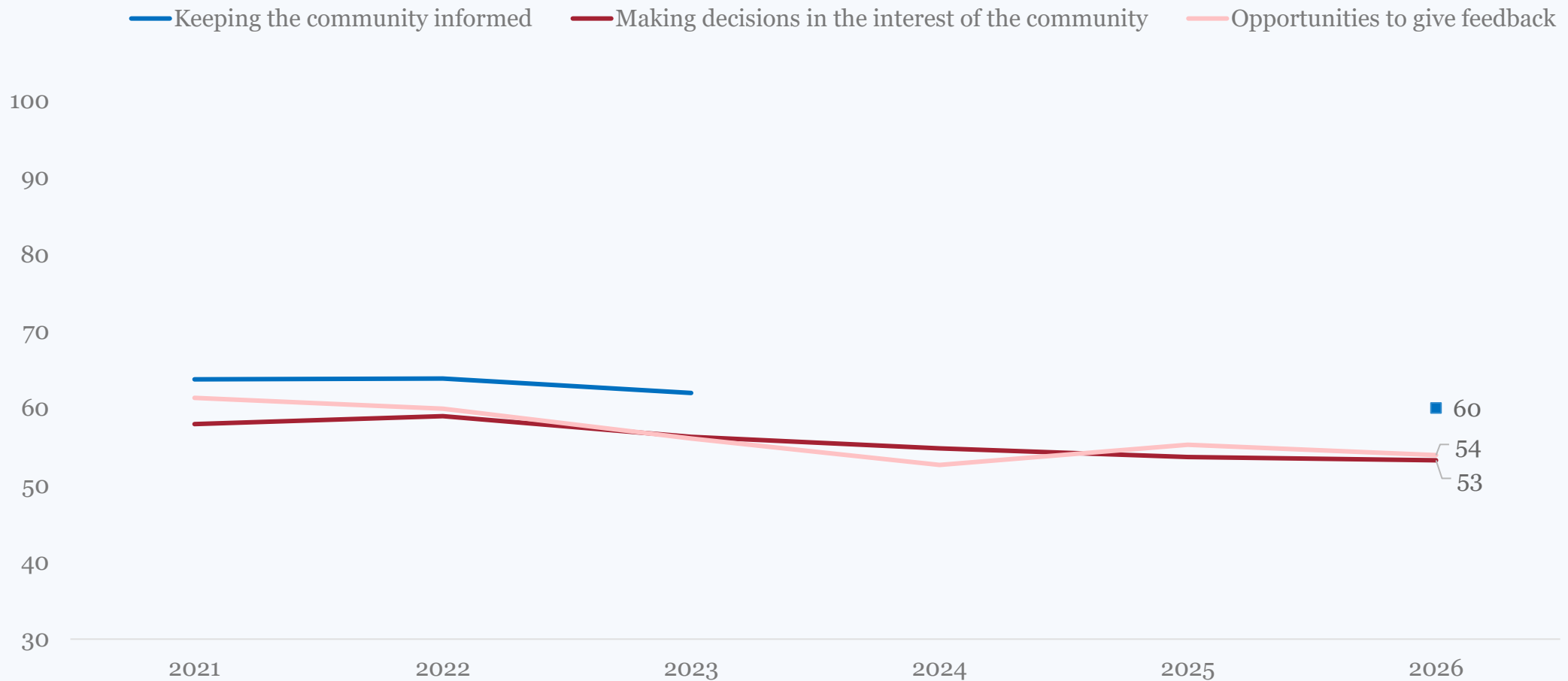
Performance of Council Services – by Year



	Hobsons Bay CC 2026	Chg vs 2025	State 2026	Chg vs 2025	Metro 2026	Chg vs 2025
Waste management*	78	+7	72	+6	74	+3
Recreational facilities	66	NA	66	-2	71	-4
Environmental sustainability	64	NA	61	+2	66	+2
The appearance of public areas	64	NA	63	-5	70	-1
Emergency and disaster management	63	NA	63	-2	NA	NA
Community events and cultural activities *	62	NA	65	-	68	-1
Keeping the community informed	60	NA	60	+4	64	+3
Enabling and encouraging a healthy community	60	NA	62	NA	63	NA
Condition of sealed local streets*	57	+4	54	+9	61	+2
The condition of footpaths*	56	NA	53	+2	61	+3
Developing and promoting the local economy*	54	NA	54	-	56	-1
Opportunities to give feedback on key local issues*	54	-1	55	+5	60	+3
Decisions in the interest of the community*	53	-	52	+3	58	+2

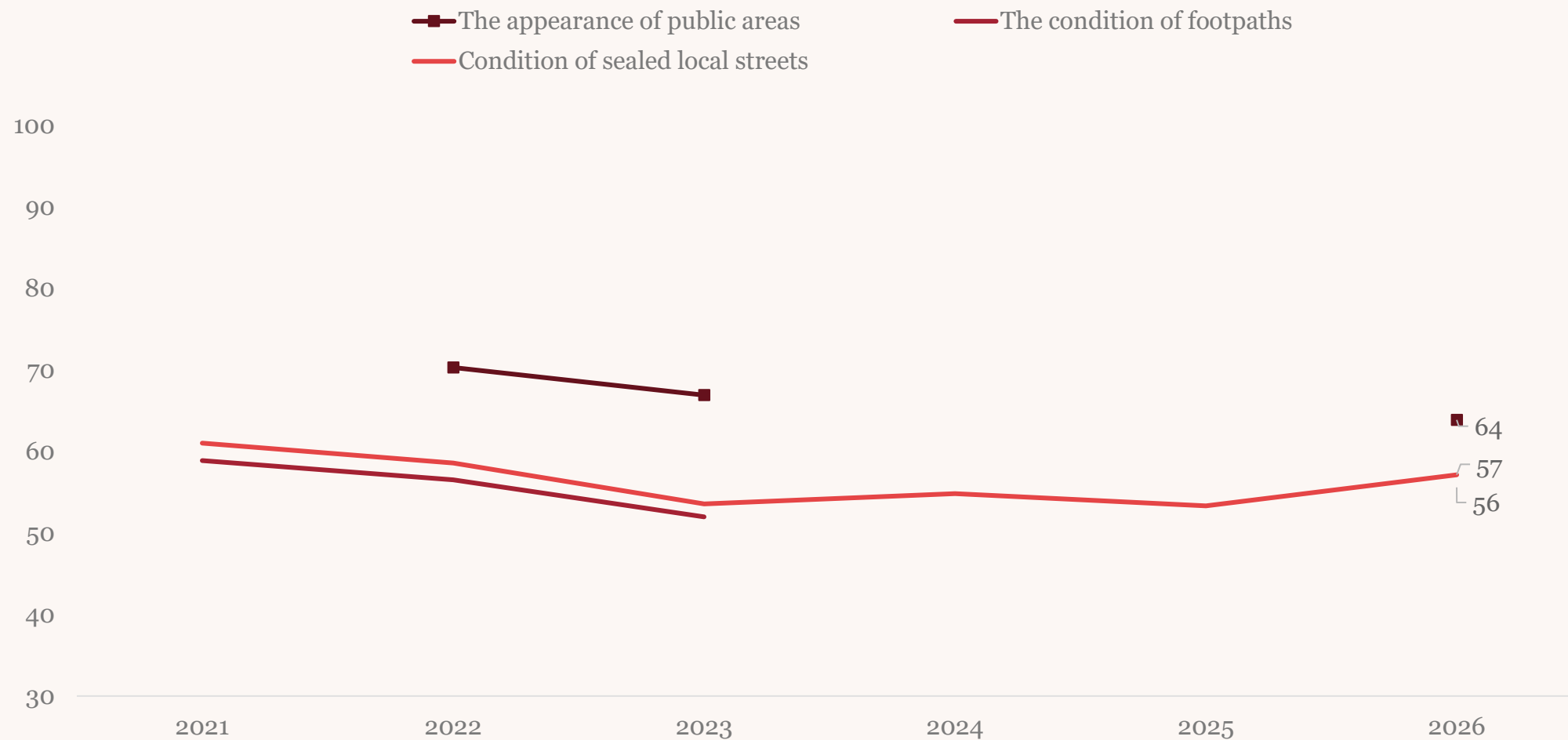
Q2. I would now like you to rate the performance of Council over the last 12 months. Firstly, how has Council performed on [SERVICE] over the last 12 months? For base sizes, please refer to slide 21.

Performance of Council Services – Governance, Engagement & Advocacy



Q2. I would now like you to rate the performance of Council over the last 12 months. Firstly, how has Council performed on [SERVICE] over the last 12 months? For base sizes, please refer to slide 21.

Performance of Council Services – Infrastructure & Maintenance



Q2. I would now like you to rate the performance of Council over the last 12 months. Firstly, how has Council performed on [SERVICE] over the last 12 months? For base sizes, please refer to slide 21.

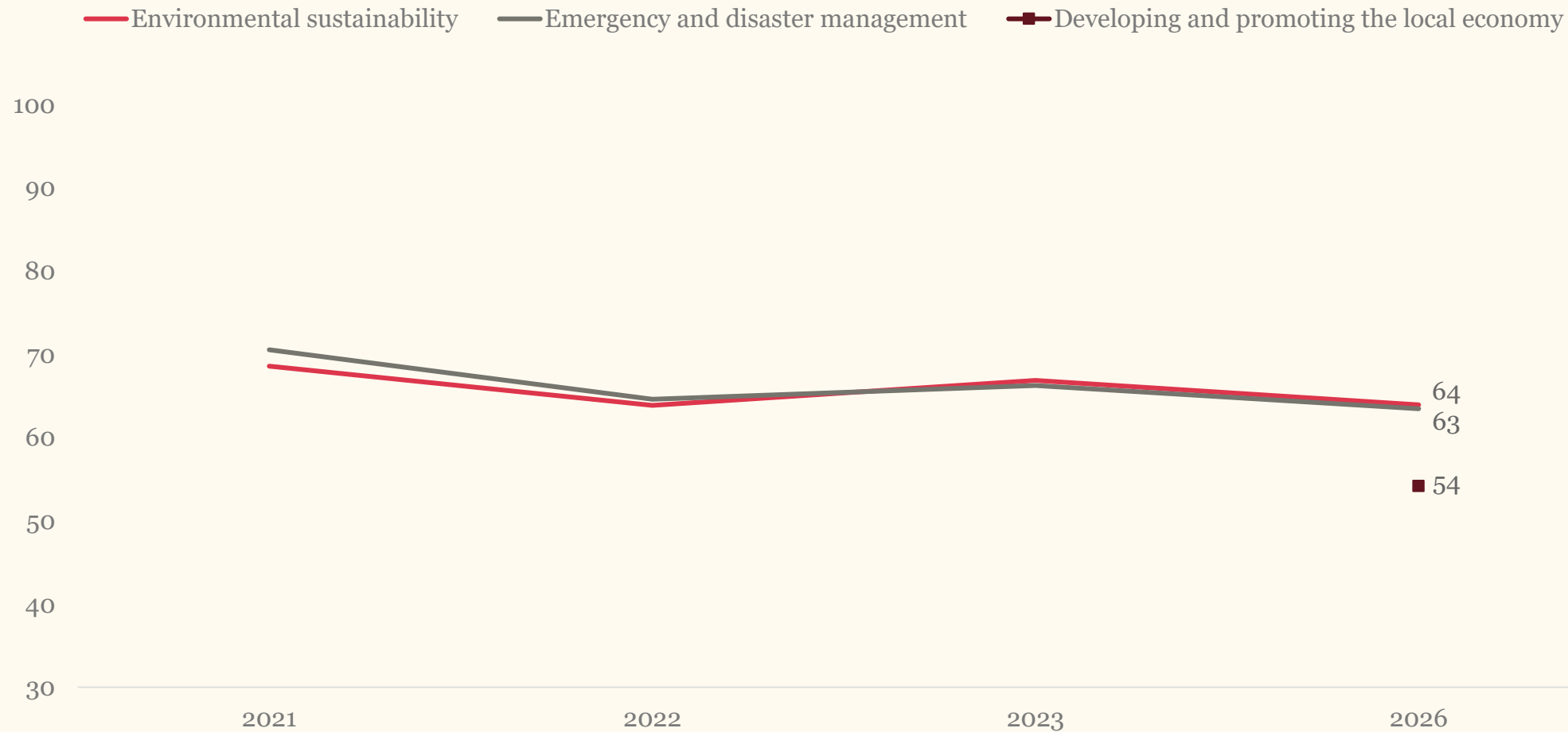
Performance of Council Services – Community Services & Support



Q2. I would now like you to rate the performance of Council over the last 12 months. Firstly, how has Council performed on [SERVICE] over the last 12 months? For base sizes, please refer to slide 21.

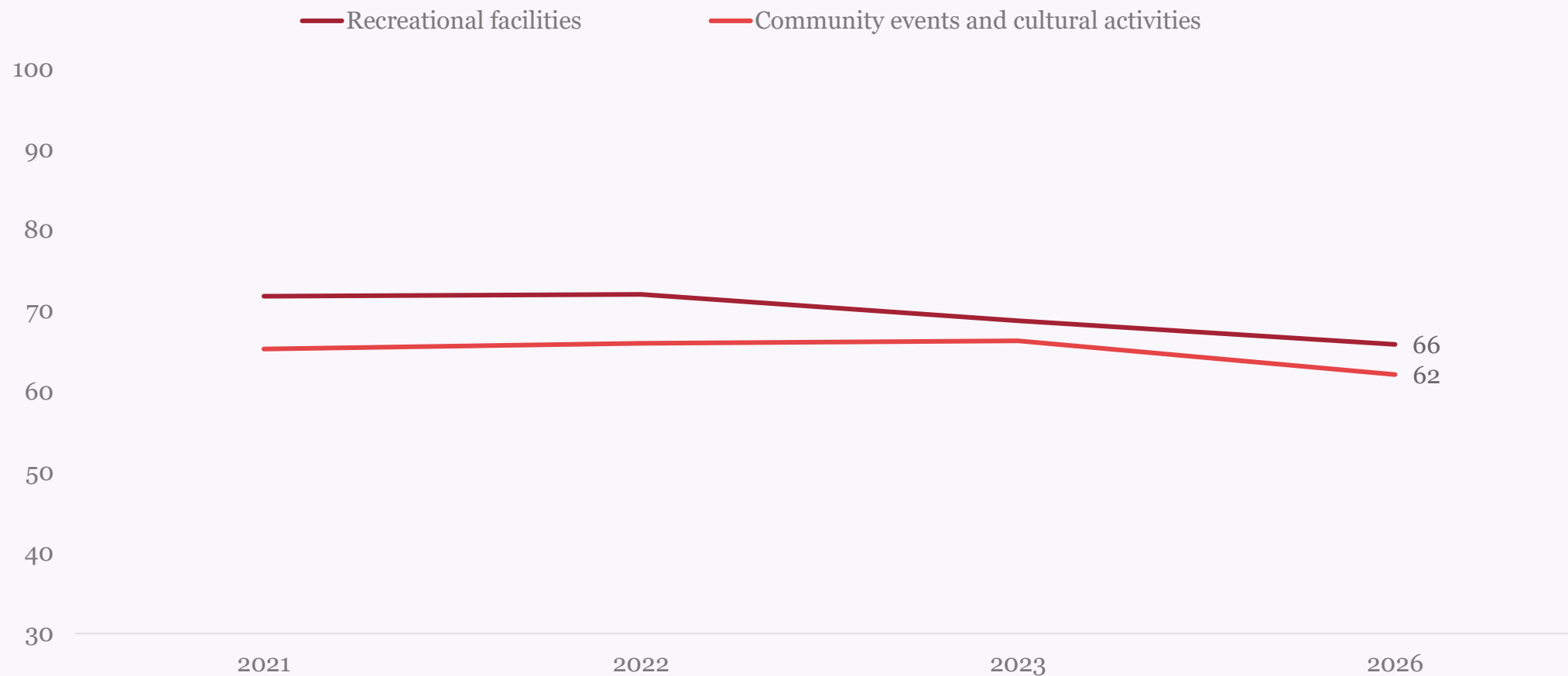


Performance of Council Services – Planning & Development



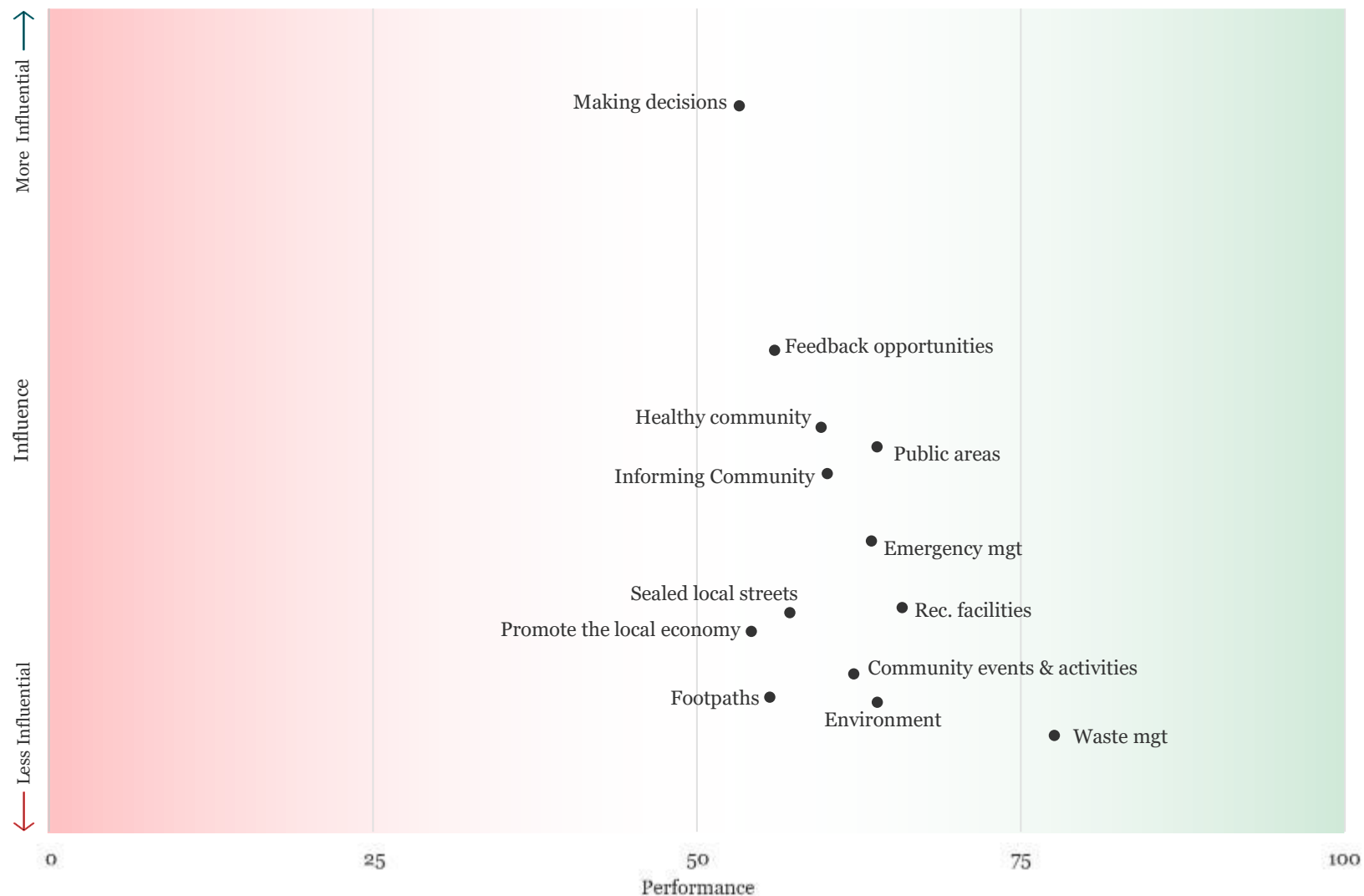
Q2. I would now like you to rate the performance of Council over the last 12 months. Firstly, how has Council performed on [SERVICE] over the last 12 months? For base sizes, please refer to slide 21.

Performance of Council Services – Community Facilities & Recreation



Q2. I would now like you to rate the performance of Council over the last 12 months. Firstly, how has Council performed on [SERVICE] over the last 12 months? For base sizes, please refer to slide 21.

Influence vs. Performance – Service Delivery 2026



This chart helps identify the services that matter most in shaping broader assessments of Council performance.

The main areas to prioritise are:

- Making decisions in the interest of the community
- Opportunities to give feedback on key local issues
- Promoting a healthy community
- Keeping the community informed on council services, events and programs

In comparison, the condition of sealed local streets, promoting the local economy and the condition of footpaths appear to be lower-priority improvement levers, despite their lower scores.

Importance of Council Service Areas



Importance of Council Services



Overview



This section provides a summary of the importance placed on key Council service areas by the community. It highlights which services residents value most and how these priorities are evolving over time.

Specifically, this section includes:

- Importance ratings of Council services
- Trends over time

Council service areas are grouped into five key categories:

- Governance, Engagement & Advocacy
- Infrastructure, Waste & Maintenance
- Community Facilities & Recreation
- Community Services & Support
- Planning, Development and Growth

Summary of results

Key measures:

- Waste management remains the highest-importance service area, scoring 85, followed by the appearance of public areas at 80.
- The lowest listed importance ratings were for keeping the community informed and developing and promoting the local economy, at 72 and 73 respectively.

Vs. Benchmarks

- Results are generally broadly in line with the State and Metro benchmarks, with no large relative differences evident.

Sub-group differences:

- Residents aged 65+ were more positive on environmental sustainability and keeping the community informed.
- Residents aged 65+ were less positive on developing and promoting the local economy and recreational facilities.
- Altona North precinct residents were more positive on developing and promoting the local economy.

Importance of Council Services – by Year



	Hobsons Bay CC 2026	Chg vs 2025	State 2026	Chg vs 2025	Metro 2026	Chg vs 2025
Waste management*	85	N/A	85	+6	86	+4
The appearance of public areas	80	N/A	77	+3	78	+4
The condition of footpaths*	79	N/A	78	-1	79	-
Recreational facilities	77	N/A	75	+2	77	+4
Emergency and disaster management	75	N/A	79	-	NA	NA
Enabling and encouraging a healthy community	74	N/A	NA	NA	NA	NA
Developing and promoting the local economy*	73	N/A	74	+5	NA	NA
Environmental sustainability	73	N/A	71	+6	71	+5
Keeping the community informed*	72	N/A	71	-5	69	-
Community events and cultural activities *	65	N/A	63	+4	NA	NA

Q1. I would like you to rate the importance of areas for which Council has some responsibility. Firstly, how important should [SERVICE] be as a responsibility for Council? For base sizes, please refer to slide 21.

Engagement with Council



Engagement with Council

Overview



This section provides an overview of how residents engage with Council services and their experiences when doing so. It highlights the extent of contact with Council, satisfaction with customer service, and how engagement differs across the community.

Specifically, this section includes:

- Contact with the Council in the last 12 months
- Satisfaction with customer service
- Importance and performance ratings, with comparisons between those who have contacted Council and those who have not
- Subgroup differences
- Preferred channels for accessing information

Together, these insights provide a clear view of how residents interact with Council, the effectiveness of current service delivery, and opportunities to enhance the customer experience.

Summary of results

Key Performance:

- Two-thirds of residents had contact with Council in the past 12 months (65%), decreasing by 8 points from 2025.
- The customer service rating decreased by 6 points to 67.
- This slide should be read as both a contact-incidence measure and a service-experience measure among those who contacted Council.

Vs. Benchmarks

- Compared with 2025, Council's contact rate changed by -8 points, compared with -5 points for the State and -6 points for Metro.
- Council's service rating changed by -6 points, compared with +2 points for the State and -1 points for Metro.

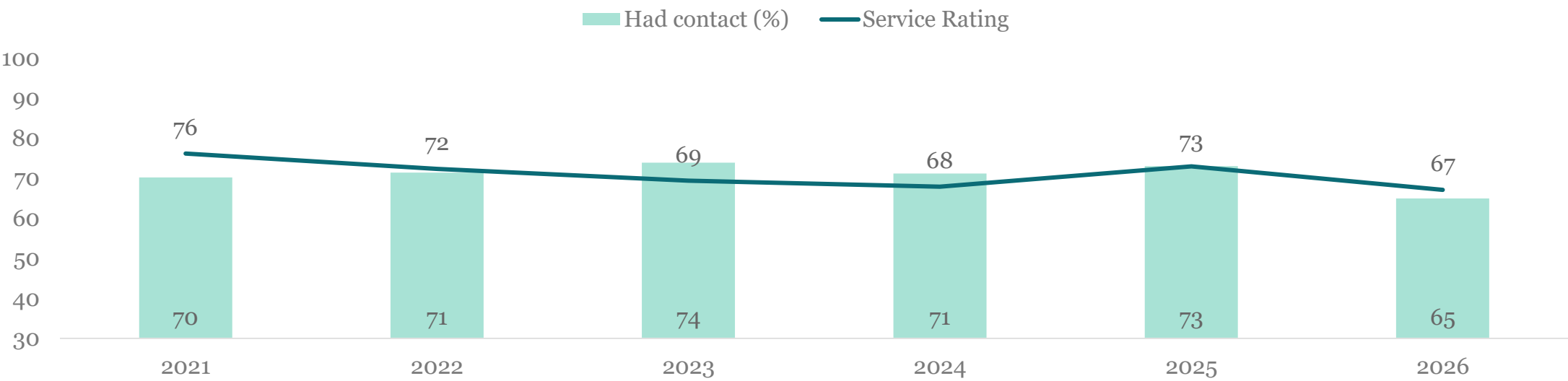
Sub-group differences:

- Residents aged 50-64 were more likely to have had contact with Council.
- Newport-Spotswood residents were more likely to have had contact with Council, and also recorded the highest customer satisfaction rating.





Contact with Council and Satisfaction with Service During Contact



Contact with Council and Customer Service Rating: 2026 by Demographic Groups

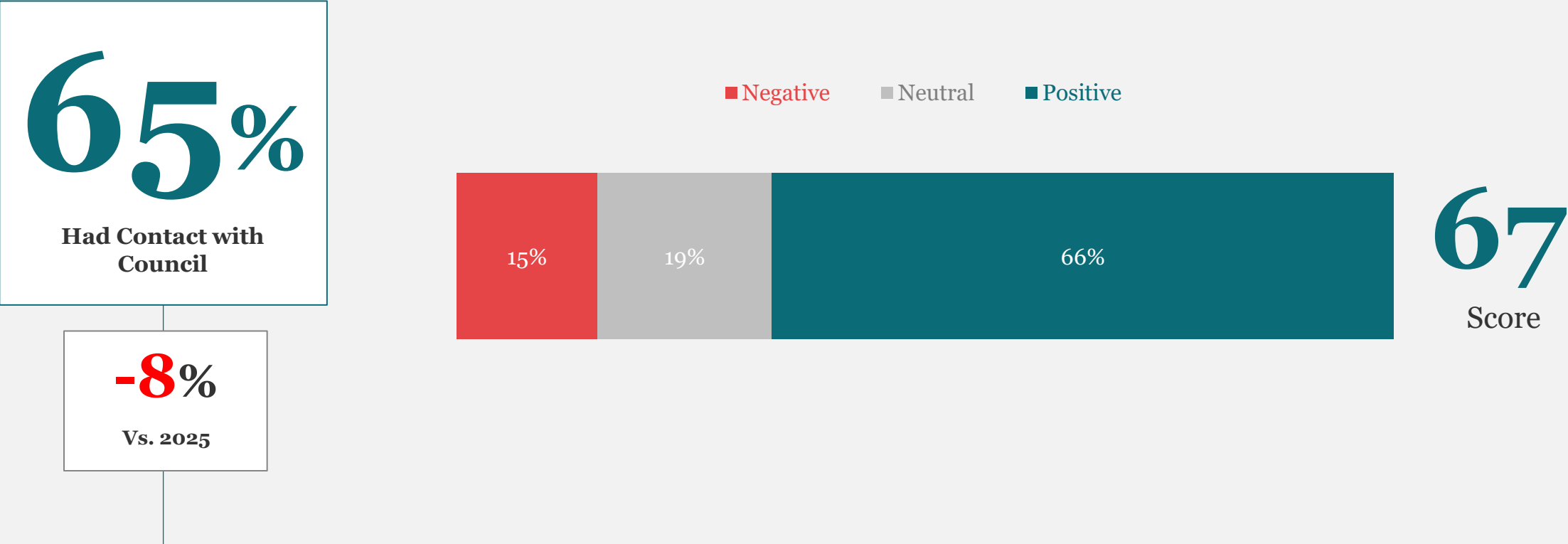
Average	Hobsons Bay CC	State	Metro	18 to 34	35 to 49	50 to 64	65+	Male	Female	Laverton – Seabrook	Altona North	Altona – Seaholme	Newport – Spotswood	Williamstown
Had contact (%)	65	58	57	53	67	72	67	59	71	66	49	66	67	56
Service Rating	67	68	70	64	66	69	69	65	69	71	59	60	66	65

Difference 2026 vs. 2025

Had contact (%)	-8	-5	-6	-17	-19	-9	-7	+2	-9	-7	-21	-9	-12	-13
Service Rating	-6	+2	-1	NA	-7	-3	-3	-7	-4	NA	NA	NA	NA	NA

Q5. Over the last 12 months, have you or any member of your household had any contact with Hobsons Bay Council Q5A. Over the last 12 months, have you or any member of your household had any contact with Council in any of the following ways? Q5C. Thinking of the most recent contact, how would you rate Council for customer service? Please keep in mind we do NOT mean the ACTUAL OUTCOME. For base sizes, please refer to slide 21.

Satisfaction with Customer Service During Contact



Q5C. Thinking of the most recent contact, how would you rate Council for customer service? Please keep in mind we do NOT mean the ACTUAL OUTCOME. For base sizes, please refer to slide 21.

Experience with Council Services



Experience with Council Services

Overview



This section provides an overview of how residents engage with Council services and their experiences when doing so.

Specifically, this section includes:

- Experience (or use) of Council services by residents
- Performance ratings for Council services, comparing those who have experienced services against those who have not
- Subgroup differences

Together, these insights provide a clear view of how residents interact with Council services, and performance of council services by experience vs. perception.



Summary of results

Key measures:

- Recreational facilities was the most widely experienced service, with 71% of residents reporting experience, followed by community events and cultural activities at 44%. Noting that these were the only services where experience was asked

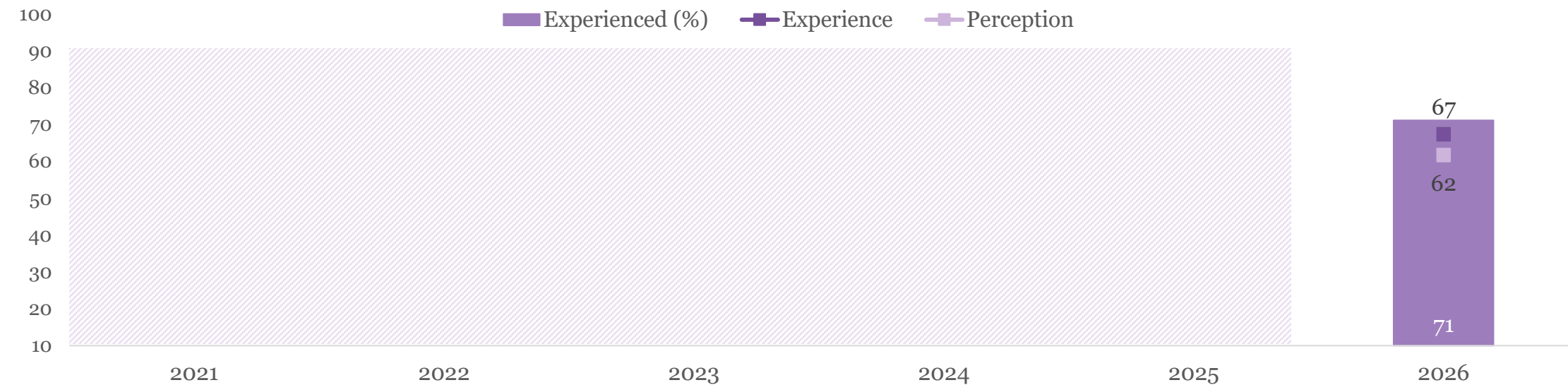
Vs. Benchmarks

- Compared with the State, recreational facilities performed more strongly for Council (71% vs 66%).

Sub-group differences:

- Residents aged 35 to 49 year olds were more positive on community events and cultural activities and recreational facilities.
- Residents aged 65+ were less positive on community events and cultural activities and recreational facilities.
- Newport – Spotswood precinct residents were more positive on recreational facilities and community events and cultural activities.

Council Services – Recreational Facilities

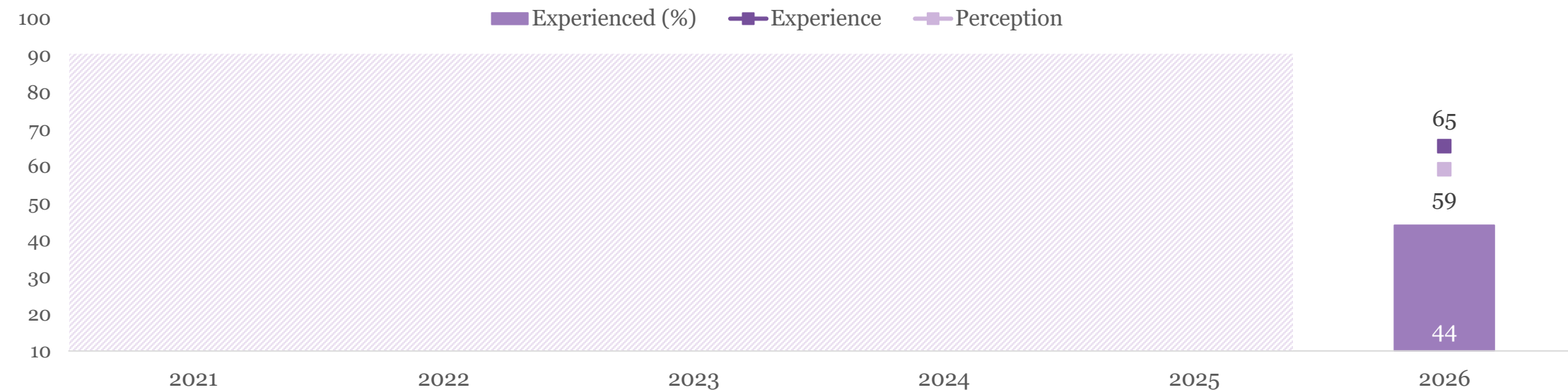


Experience vs. Perception 2026

Average	Hobsons Bay CC	State	Metro	18 to 34	35 to 49	50 to 64	65+	Male	Female	Laverton – Seabrook	Altona North	Altona – Seaholme	Newport – Spotswood	Williamstown
Experienced (%)	71	66	71	66	80	75	58	71	72	77	72	78	88	75
Experience	67	73	73	60	67	71	75	69	66	62	55	68	59	65
Perception	62	65	65	53	58	67	70	63	61	48	57	68	77	49

Note: Recreational facilities has not been historically asked

Council Services – Community Events and Cultural Activities



Experience vs. Perception 2026

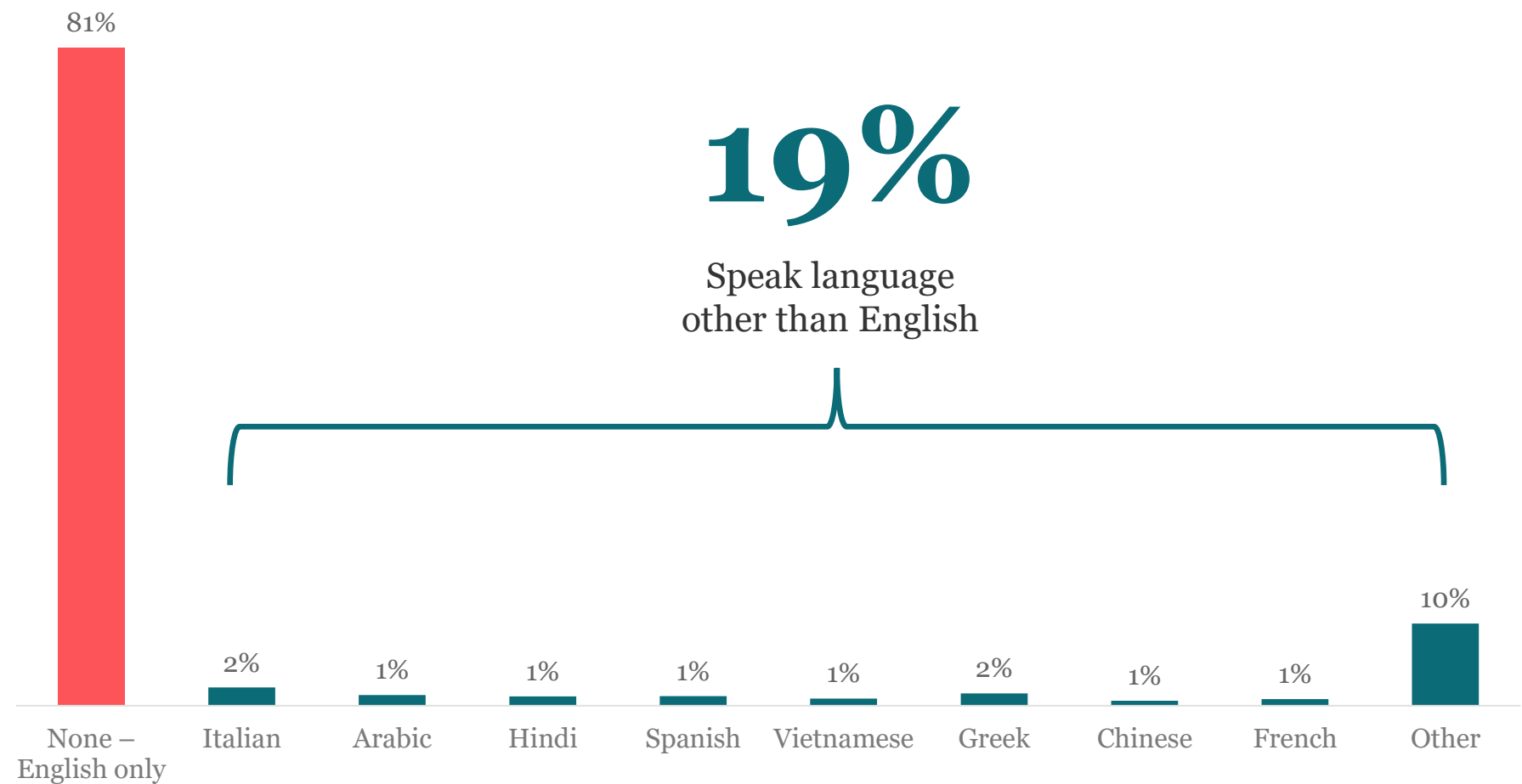
Average	Hobsons Bay CC	State	Metro	18 to 34	35 to 49	50 to 64	65+	Male	Female	Laverton – Seabrook	Altona North	Altona – Seaholme	Newport – Spotswood	Williamstown
Experienced (%)	44	47	NA	48	50	37	41	44	44	62	42	49	65	60
Experience	65	66	NA	61	66	67	71	65	66	63	57	64	63	61
Perception	59	60	59	52	59	61	66	60	59	62	52	57	52	58

Note: Community events and cultural activities has not been historically asked

Bespoke Questions

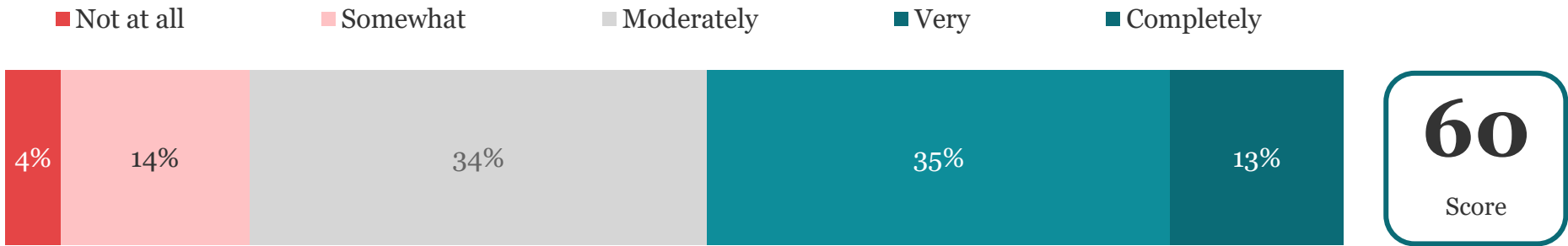


Languages Other than English Regularly Spoken at Home – 2026 Results



Q11 - What languages, other than English, are spoken regularly in your home? For base sizes, please refer to slide 21.

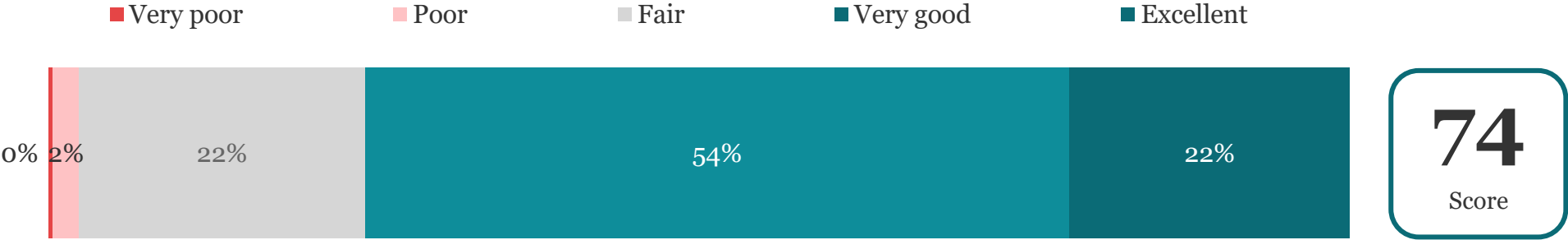
Feeling of Safety in Local Area – 2026 and Results by Sub-group



Feeling of Safety in Local Area by Sub-group

Score	Hobsons Bay CC	18 to 34	35 to 49	50 to 64	65+	Male	Female	Laverton – Seabrook	Altona North	Altona – Seaholme	Newport – Spotswood	Williamstown
How safe do you feel in your local area?	60	57	57	63	62	60	59	53	61	64	61	61

Liveability of Neighbourhood – 2026 and Results by Sub-group



Liveability of Neighbourhood by Sub-group

Score	Hobsons Bay CC	18 to 34	35 to 49	50 to 64	65+	Male	Female	Laverton – Seabrook	Altona North	Altona – Seaholme	Newport – Spotswood	Williamstown
How would you rate the liveability of your neighbourhood?	74	70	73	76	77	74	73	68	70	76	73	81

NQ31 - How would you rate the liveability of your neighbourhood? For base sizes, please refer to slide 21.

In Conclusion



Executive Summary – Key Strengths of Hobsons Bay City Council



Waste management

Waste management is the highest-scoring service across the service areas measured in this report (78), sitting six points above the State benchmark and one point above the Metro benchmark, and has improved seven points year-on-year. Residents rate it as one of the most important services Hobsons Bay City Council delivers, making this one of Council's strongest positions across the services measured.



Recreational facilities

Recreational facilities is the second-highest-scoring service measured in this report (66), three points above the State benchmark, and direct experience is materially stronger than perception — 71 per cent of residents have used these facilities, above the State experience rate of 66 per cent. Newport-Spotswood residents are most positive, reinforcing this as a community-facing strength.



Liveability of the neighbourhood

Residents rate the liveability of their neighbourhood at 74, the strongest of the bespoke measures tracked for Hobsons Bay City Council, and well above the headline overall performance score. This sits alongside a steady sense of overall performance (60, up one point year-on-year) and signals that the local 'liveability' is a foundation Council can leverage.



Overall performance above the State benchmark

Hobsons Bay City Council's overall performance score (60) sits two points above the State benchmark and has improved one point year-on-year, while the State average itself improved two points. Council is holding ground against an improving sector.



Customer service experience among engaged residents

Customer service is rated highest among residents in Newport-Spotswood, and the residents who interact most directly with Hobsons Bay City Council continue to report a meaningfully positive experience (67). While the overall rating has eased year-on-year, the engaged-resident channel remains a positive touchpoint to build on.

Executive Summary – Key Opportunities for Council to Address



Decisions made in the interest of the community

Making decisions in the interest of the community is the lowest-scoring high-influence service across the importance-ranked items in this report (53), and sits in the high-influence, lower-performance quadrant of the Influence vs. Performance matrix. Trust in Hobsons Bay City Council also rates at 36 pointing to a perception gap residents have.



Opportunities to give feedback

Opportunities to give feedback is the second high-influence service where Hobsons Bay City Council sits below where residents expect it to be, and the relative trajectory has weakened against an improving sector. 18-to-34-year-old residents are notably less positive than the municipality as a whole, underlining a generational gap in how engaged younger residents feel.



Appearance of public areas

The appearance of public areas is a six-point gap below the Metro benchmark (64 against Metro 70) — the clearest negative Metro gap of the services rated where the benchmark is reliable. Open-ended feedback confirms cleanliness and environmental amenity is among the most frequently raised improvement priorities, particularly among residents in Altona Meadows, Laverton and Seabrook.



Perceptions of how public funds are spent

The spending of public funds has declined two points year-on-year (52) while the State benchmark improved four points and Metro improved two — a widening relative gap on a measure residents already weight heavily. This sits alongside the low trust score (36) and indicates the value-for-money story is not yet landing with residents, even where service delivery is improving.



Engagement and customer service trajectory

The customer service rating has fallen six points year-on-year to 67 while the State benchmark moved two points in the opposite direction, and the resident contact rate has fallen eight points across the same period. Together these point to a weakening of the engagement channel itself — fewer residents reaching Council, and those who do reporting a less positive experience than a year ago.



Thank you

Contact us for more info:

General enquiries

viccouncils@kleinresearch.com.au

Address

Klein Research
Level 4
54 Wellington St
Collingwood
VIC 3066

Phone

+61 3 9087 7333