



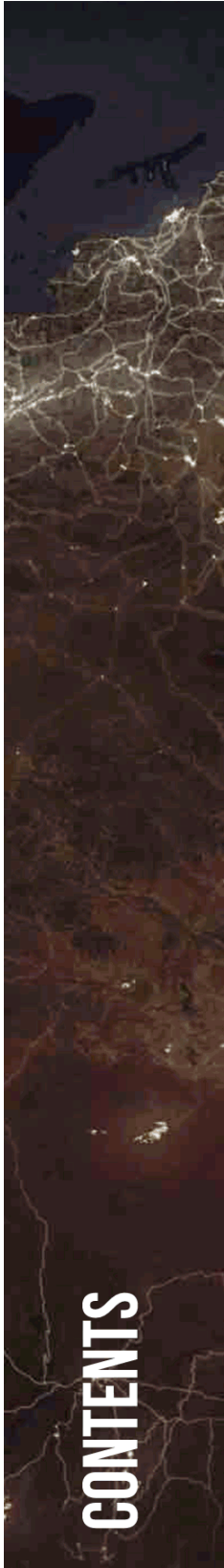
**LOCAL GOVERNMENT COMMUNITY SATISFACTION SURVEY  
MELTON CITY COUNCIL**

**2016 RESEARCH REPORT**

**COORDINATED BY THE DEPARTMENT OF ENVIRONMENT, LAND, WATER AND  
PLANNING ON BEHALF OF VICTORIAN COUNCILS**



J W S R E S E A R C H



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## BACKGROUND AND OBJECTIVES

Welcome to the report of results and recommendations for the 2016 State-wide Local Government Community Satisfaction Survey for Melton City Council.

Each year Local Government Victoria (LGV) coordinates and auspices this State-wide Local Government Community Satisfaction Survey throughout Victorian local government areas. This coordinated approach allows for far more cost effective surveying than would be possible if councils commissioned surveys individually.

Participation in the State-wide Local Government Community Satisfaction Survey is optional and participating councils have a range of choices as to the content of the questionnaire and the sample size to be surveyed, depending on their individual strategic, financial and other considerations.

The main objectives of the survey are to assess the performance of Melton City Council across a range of measures and to seek insight into ways to provide improved or more effective service delivery. The survey also provides councils with a means to fulfil some of their statutory reporting requirements as well as acting as a feedback mechanism to LGV.



## SURVEY METHODOLOGY AND SAMPLING

This survey was conducted by Computer Assisted Telephone Interviewing (CATI) as a representative random probability survey of residents aged 18+ years in Melton City Council.

Survey sample matched to the demographic profile of Melton City Council as determined by the most recent ABS population estimates was purchased from an accredited supplier of publicly available phone records, including up to 10% mobile phone numbers to cater to the diversity of residents within Melton City Council, particularly younger people.

A total of n=400 completed interviews were achieved in Melton City Council. Survey fieldwork was conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March, 2016.

The 2016 results are compared with previous years, as detailed below:

- 2015, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2014, n=400 completed interviews, conducted in the period of 31<sup>st</sup> January – 11<sup>th</sup> March.
- 2013, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 24<sup>th</sup> March.
- 2012, n=400 completed interviews, conducted in the period of 18<sup>th</sup> May – 30<sup>th</sup> June.

Minimum quotas of gender within age groups were applied during the fieldwork phase. Post-survey weighting was then conducted to ensure accurate representation of the age and gender profile of the Melton City Council area.

Any variation of +/-1% between individual results and net scores in this report or the detailed survey tabulations is due to rounding. In reporting, '—' denotes not mentioned and '0%' denotes mentioned by less than 1% of respondents. 'Net' scores refer to two or more response categories being combined into one category for simplicity of reporting.



# SURVEY METHODOLOGY AND SAMPLING

Within tables and index score charts throughout this report, statistically significant differences at the 95% confidence level are represented by upward directing blue and downward directing red arrows. Significance when noted indicates a significantly higher or lower result for the analysis group in comparison to the 'Total' result for the council for that survey question for that year. Therefore in the example below:

- The state-wide result is significantly higher than the overall result for the council.
- The result among 50-64 year olds is significantly lower than for the overall result for the council.

Further, results shown in blue and red indicate significantly higher or lower results than in 2015. Therefore in the example below:

- The result among 35-49 year olds in the council is significantly higher than the result achieved among this group in 2015.
- The result among 18-34 year olds in the council is significantly lower than the result achieved among this group in 2015.

**Overall Performance – Index Scores (example extract only)**



Note: For details on the calculations used to determine statistically significant differences, please refer to



## FURTHER INFORMATION

### Further Information

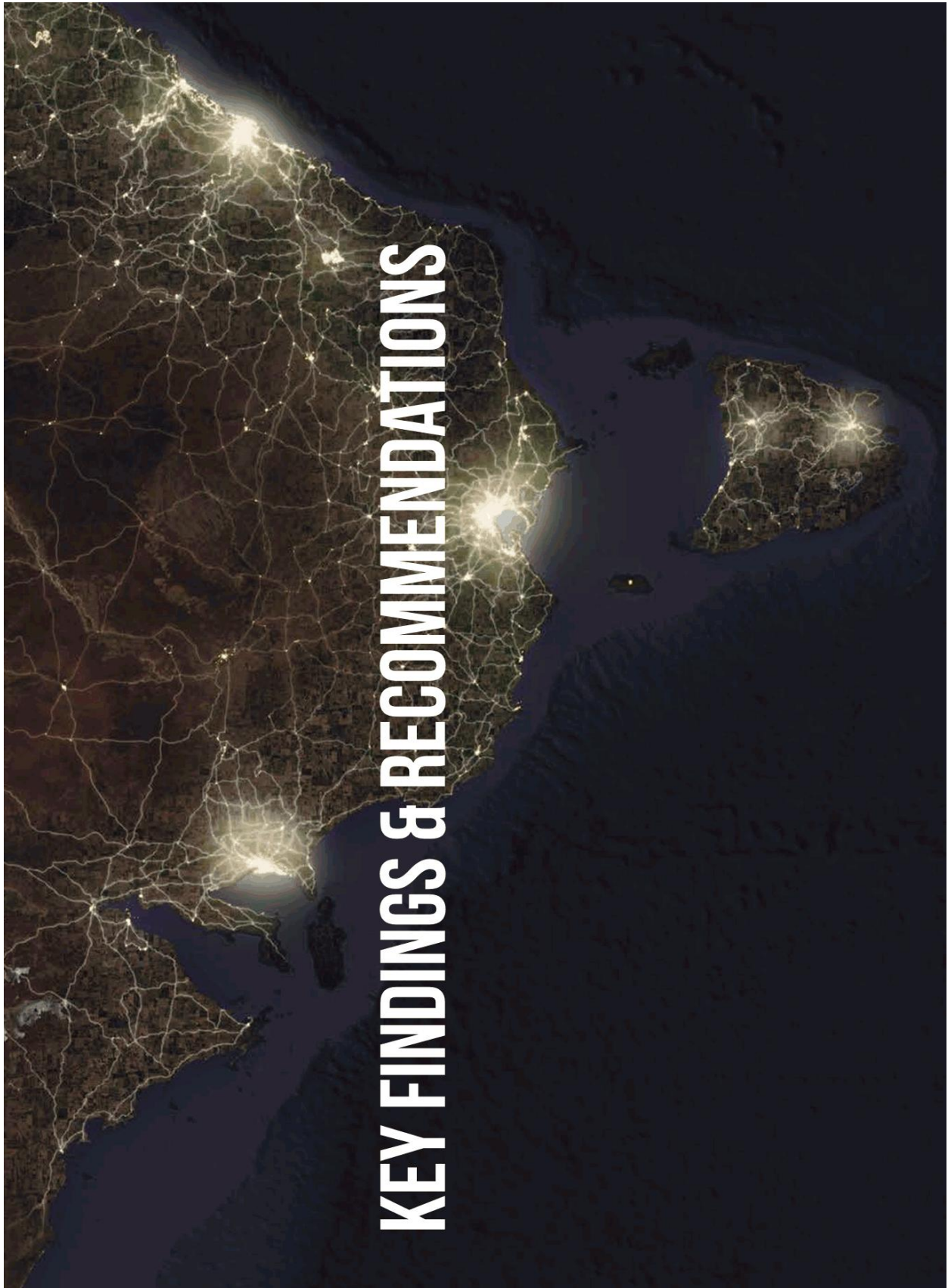
Further information about the report and explanations about the State-wide Local Government Community Satisfaction Survey can be found in [Appendix B](#), including:

- [Background and objectives](#)
- [Margins of error](#)
- [Analysis and reporting](#)
- [Glossary of terms](#)

### Contacts

For further queries about the conduct and reporting of the 2016 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on (03) 8685 8555.





## KEY FINDINGS AND RECOMMENDATIONS

- **Across most core and individual service measures, performance exhibited some decline** compared to 2015 results. Although there were no significant improvements in 2016, results are generally higher than or equal to the Interface and State-wide council averages.
  - The exception was **Community Consultation and Making Community Decisions**, where Melton City Council's performance index is *significantly* lower than it was in 2015.
  - Melton will be pleased to note that performance on **Advocacy, Population Growth and Sealed Local Roads** was *significantly higher* than the State-wide averages.
  - Furthermore, performance on **Informing the Community and Sealed Local Roads** was *significantly higher* than the Interface group averages.
- The **Overall Performance** index score of 61 represents a two point decline on the 2015 result. Despite this slight decline, Melton City Council's Overall Performance is still higher than it was in 2013 and 2014, a positive take out for Council.
  - It is noted that residents of Melton's Eastern corridor rated Council's Overall Performance *significantly* lower this year, down 6 points in 2016 to 61.





## KEY FINDINGS AND RECOMMENDATIONS

- **Customer Service** is the area where Melton City Council has **performed most strongly** (index score of 72), with a two point increase over the past 12 months.
  - The proportion of residents that had made contact with Council has *significantly increased* 8 points from last year's survey to 62%. This is another positive take out for Council.
- In terms of communication preferences, a **Council newsletter received via mail** remains the top preference for both younger and older residents alike (39%).
  - Notably, preference for a newsletter via email has *significantly* increased since 2013 when communication preferences were last examined, up 13 points to 30%.
  - When spilt by age, older residents have a much greater disparity between preference for a newsletter via email, or mail. Half of Melton's residents aged over 50 prefer newsletter via mail (47%), compared to only one fifth that prefer email (20%).
  - This is in stark contrast to younger residents (aged under 50), who are divided over email (34%) and mail preference (35%).



## KEY FINDINGS AND RECOMMENDATIONS

- The most *significant* decline in performance in 2016 was a five point drop on the measure of **Community Consultation** (index score of 54). This was also the category with the lowest index score out of all performance areas measured.
- Performance on this measure had increased significantly in 2015 from 55 to 59, but the gains achieved at that time have not been maintained in 2016. The 2016 result (54) is the lowest rating this category has experienced over the past five years.
- In terms of demographics, Eastern corridor residents, women and 18-34 year olds significantly decreased their ratings in performance from the previous year.
- Conversely, those aged 65 years and over, and those who have personally, or had a household member involved in Council consultation, rate performance in this area *significantly higher* than the Melton Council average. This is an encouraging finding, as it indicates that the consultation and engagement process is successful, and is viewed positively by residents with a consultation experience.
- Performance ratings on **Lobbying** had a high level of ‘don’t know’ responses (19%). This suggests Council needs to inform the community more in terms of what it is doing in relation to advocacy.



## KEY FINDINGS AND RECOMMENDATIONS

- Council is **performing well** on most **individual service areas**.
- Council **performs best** on the **condition of Sealed Local Roads** (index score of 64 and up two points from the 2015 result), **Informing the Community** (index score of 59 and up 4 points from the last time it was tested in 2013) and **Population Growth** (index score of 57 and up three points from 2013).
- Aside from Community Consultation and Engagement, the only other service area where **performance declined significantly** over the last 12 months was **Making Community Decisions** (index score of 56 and four points lower than 2015). The decline in performance can be attributed to the significantly lower ratings on this issue than the previous year from Eastern corridor residents (down nine points), 18-34 year olds (down seven points) and women (down six points).
- Interestingly, it was these **same demographics** that rated Community Consultation and Engagement significantly lower than they did the previous year - Eastern corridor residents (10 points lower to an index score of 54), 18-34 year olds (7 points lower to an index score of 56) and women (9 points lower to an index score of 53).



## KEY FINDINGS AND RECOMMENDATIONS

- In all service areas where importance and performance were compared, **importance ratings exceeded performance** by more than 15 points. Council should pay particular attention to these areas:
  - **Making Community Decisions** (margin of 25 points)
  - **Consultation and Engagement** (margin of 23 points)
  - **Planning for population growth** (margin of 23 points)
  - **Informing the community** (margin of 19 points)
  - **Maintenance of Sealed Roads** (margin of 18 points)
  - **Lobbying on Behalf of the Community** (margin of 16 points).
- **Residents aged over 65 are the most satisfied resident group.** This is the group Council can leverage to understand what is working, in order to further consolidate positive views of Council.
- Melton City Council should pay extra attention to areas and cohorts where it is underperforming in comparison with other areas and cohorts. **Melton's Rural Balance residents were generally more critical of Council** in 2016 compared with other resident segments, which is consistent with 2015.

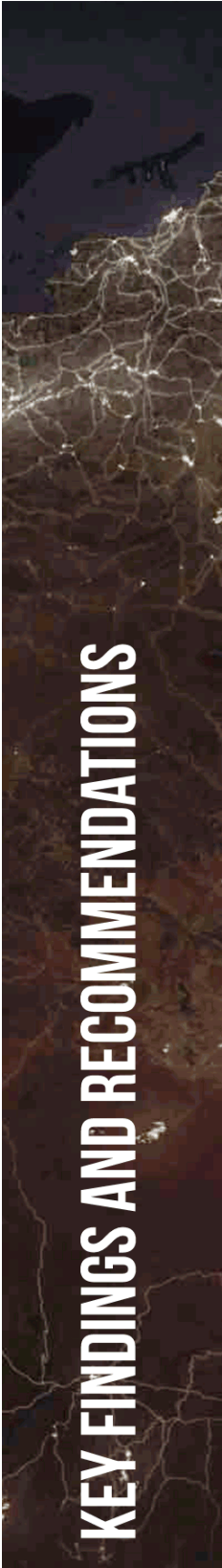




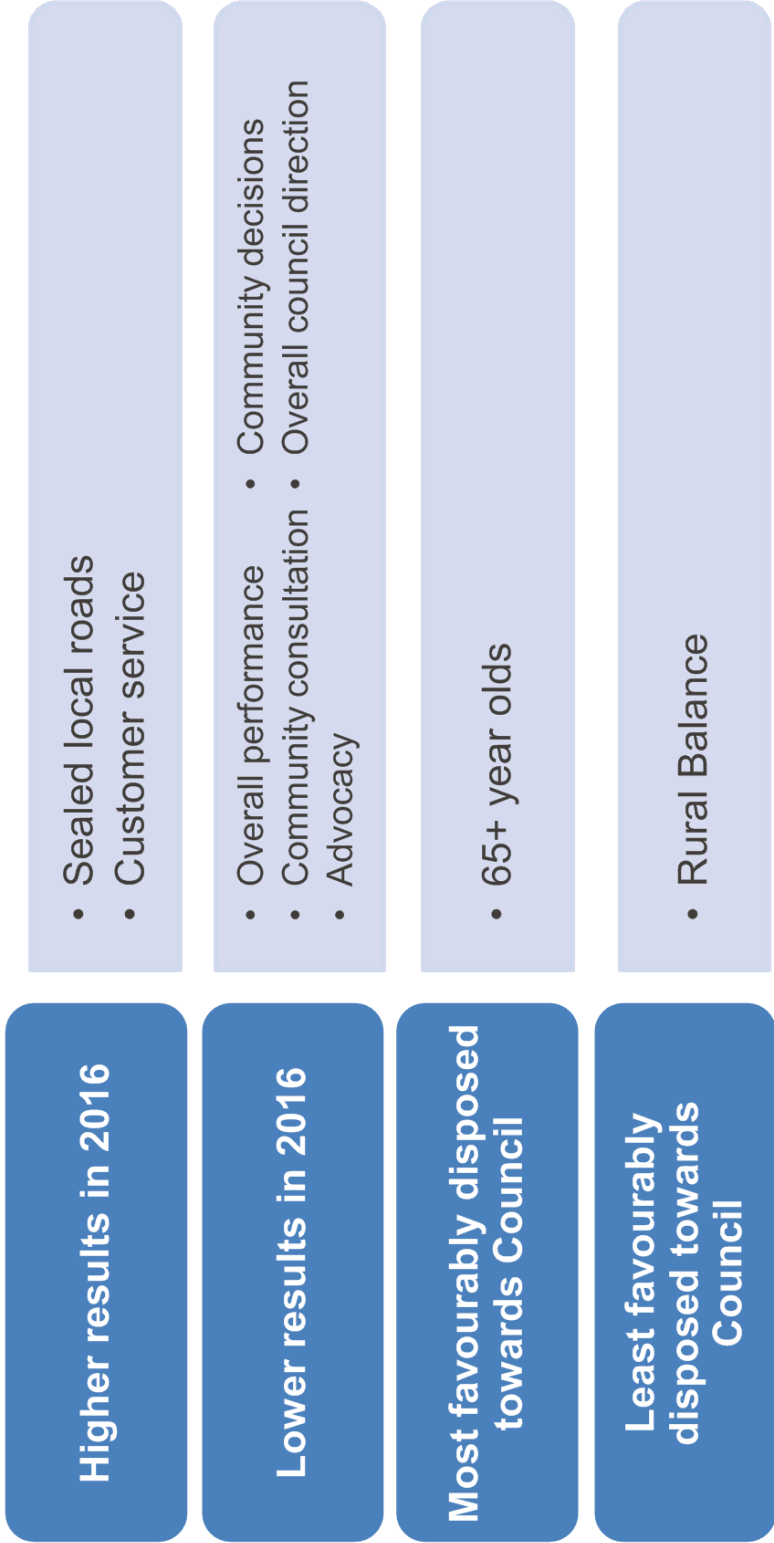
## KEY FINDINGS AND RECOMMENDATIONS

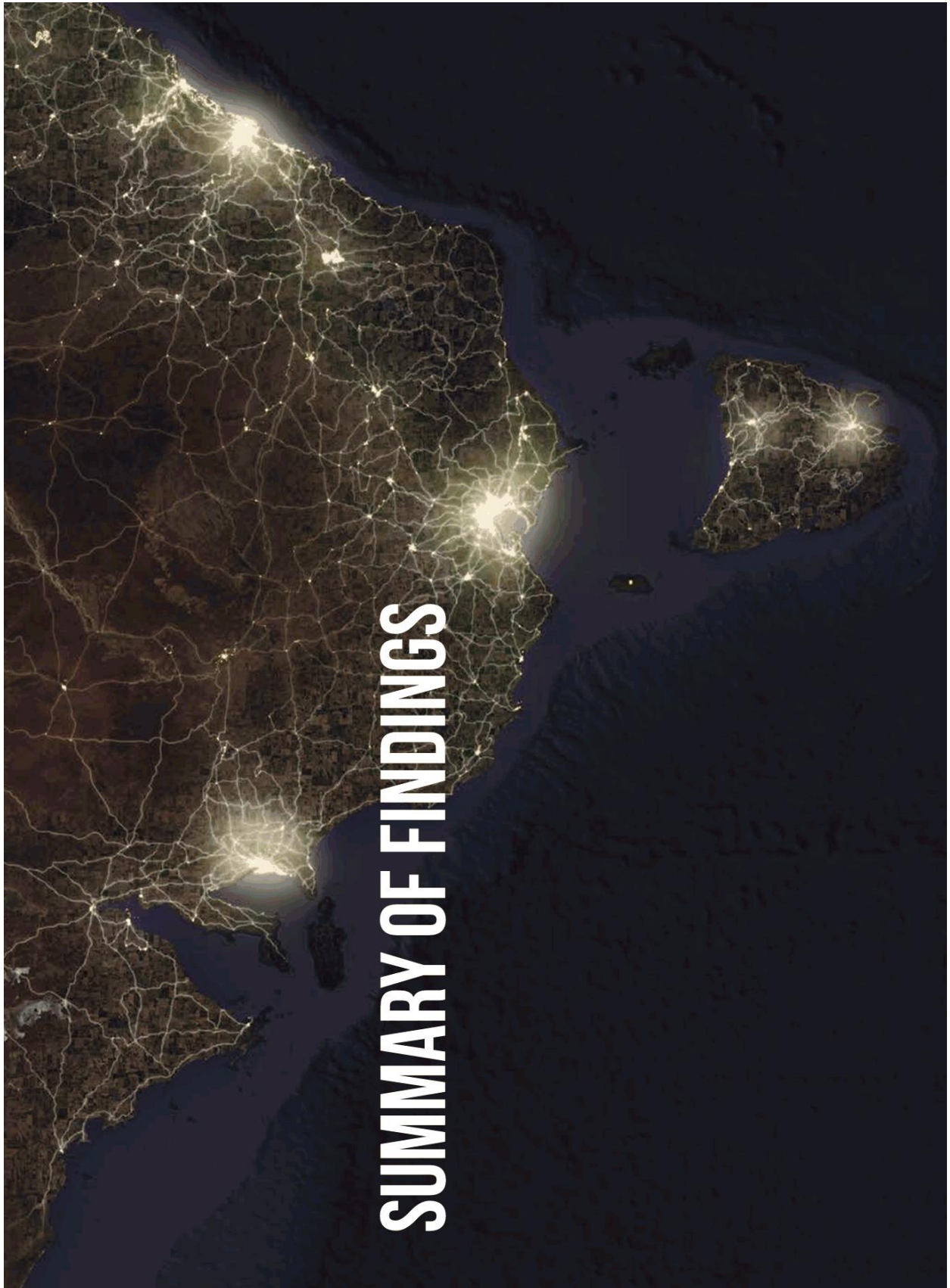
- An approach we recommend is to further mine the survey data to better understand the profile of these over and under-performing demographic groups. This can be achieved via additional consultation and data interrogation, or self-mining the SPSS data provided or via the dashboard portal available to the council.
- **A complimentary personal briefing by senior JWS Research representatives is also available to assist in providing both explanation and interpretation of the results. Please contact JWS Research on 03 8685 8555.**





# KEY FINDINGS AND RECOMMENDATIONS





## 2016 SUMMARY OF CORE MEASURES INDEX SCORE RESULTS

Performance Measures	Melton 2012	Melton 2013	Melton 2014	Melton 2015	Melton 2016	Interface 2016	State- wide 2016
<b>OVERALL PERFORMANCE</b>	64	58	59	63	61	61	59
<b>COMMUNITY CONSULTATION</b> (Community consultation and engagement)	61	55	55	59	54	55	54
<b>ADVOCACY</b> (Lobbying on behalf of the community)	58	52	53	58	56	55	53
<b>MAKING COMMUNITY DECISIONS</b> (Decisions made in the interest of the community)	n/a	n/a	57	60	56	56	54
<b>SEALED LOCAL ROADS</b> (Condition of sealed local roads)	n/a	n/a	n/a	62	64	60	54
<b>CUSTOMER SERVICE</b>	74	67	73	70	72	70	69
<b>OVERALL COUNCIL DIRECTION</b>	58	54	57	57	56	54	51



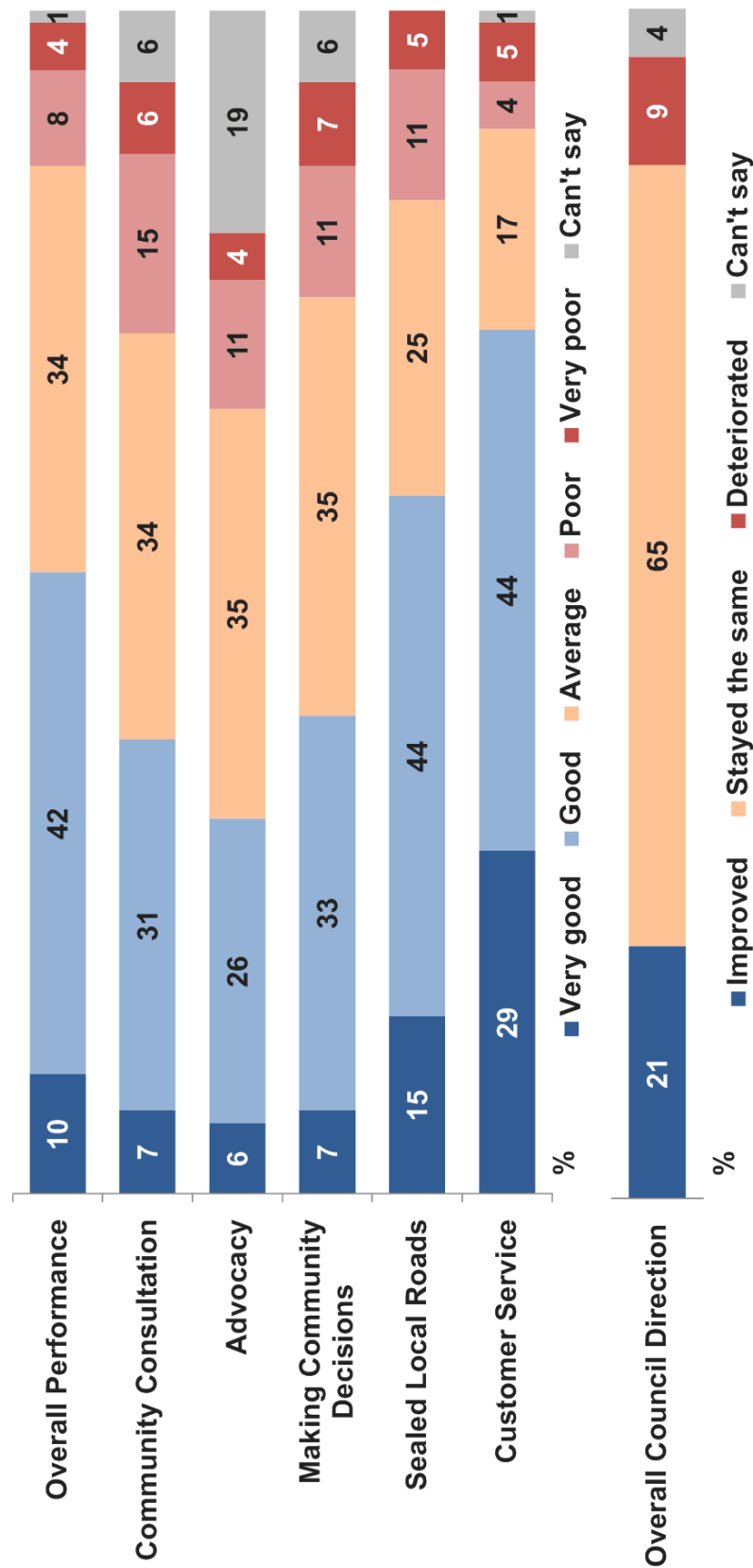
# 2016 SUMMARY OF CORE MEASURES DETAILED ANALYSIS

Performance Measures	Melton 2016	vs Melton 2015	vs Interface 2016	vs State-wide 2016	Highest score	Lowest score
<b>OVERALL PERFORMANCE</b>	<b>61</b>	2 points lower	Equal	2 points higher	65+ year olds	50-64 year olds
<b>COMMUNITY CONSULTATION</b> (Community consultation and engagement)	<b>54</b>	5 points lower	1 point lower	Equal	Personal / Household user	50-64 years old
<b>ADVOCACY</b> (Lobbying on behalf of the community)	<b>56</b>	2 points lower	1 point higher	3 points higher	18-34 year olds	50-64 year olds
<b>MAKING COMMUNITY DECISIONS</b> (Decisions made in the interest of the community)	<b>56</b>	4 points lower	Equal	2 points higher	65+ year olds	35-49 year olds
<b>SEALED LOCAL ROADS</b> (Condition of sealed local roads)	<b>64</b>	2 points higher	4 points higher	10 points higher	65+ year olds	35-49 year olds
<b>CUSTOMER SERVICE</b>	<b>72</b>	2 points higher	2 points higher	3 points higher	Melton Township	Eastern Corridor
<b>OVERALL COUNCIL DIRECTION</b>	<b>56</b>	1 point lower	2 points higher	5 points higher	65+ year olds	50-64 year olds

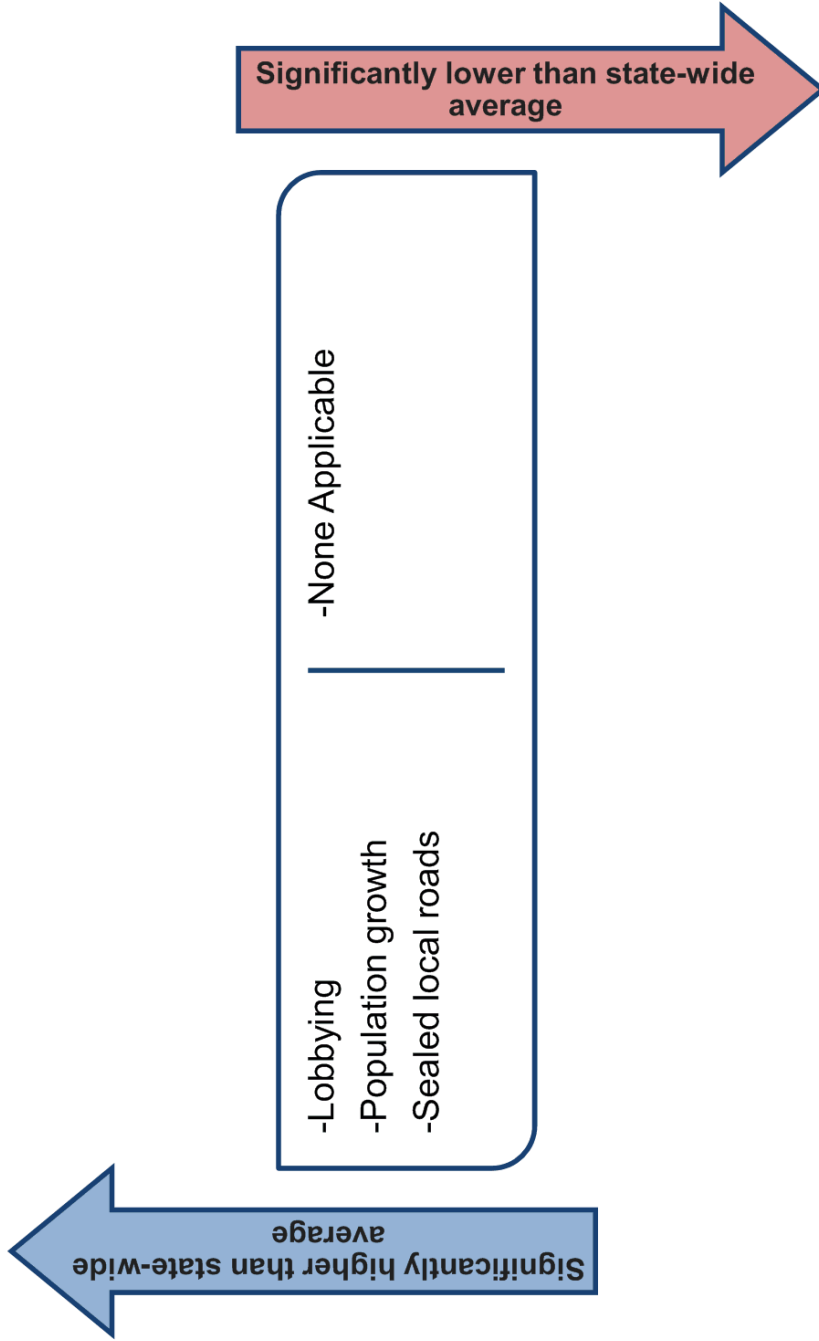


# 2016 SUMMARY OF KEY COMMUNITY SATISFACTION PERCENTAGE RESULTS

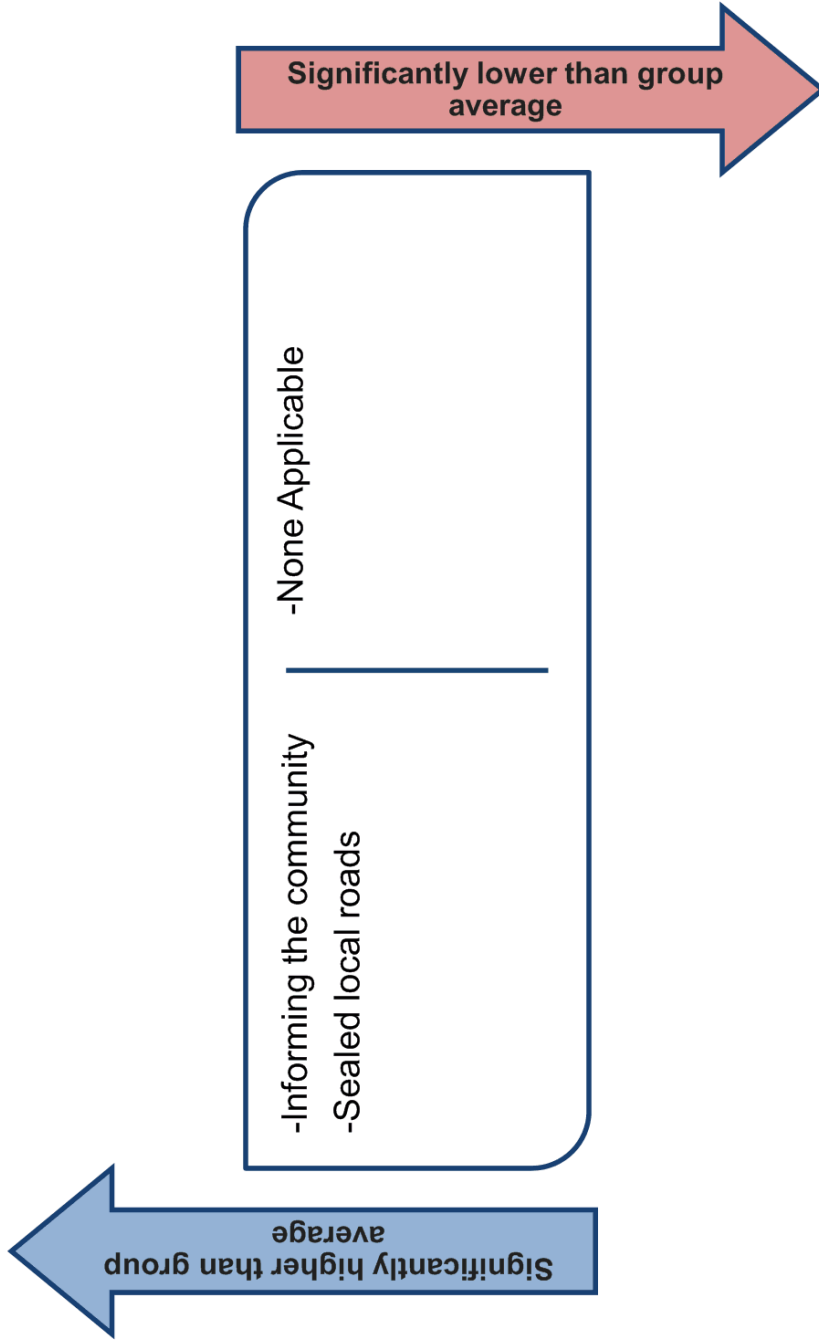
Key Measures Summary Results



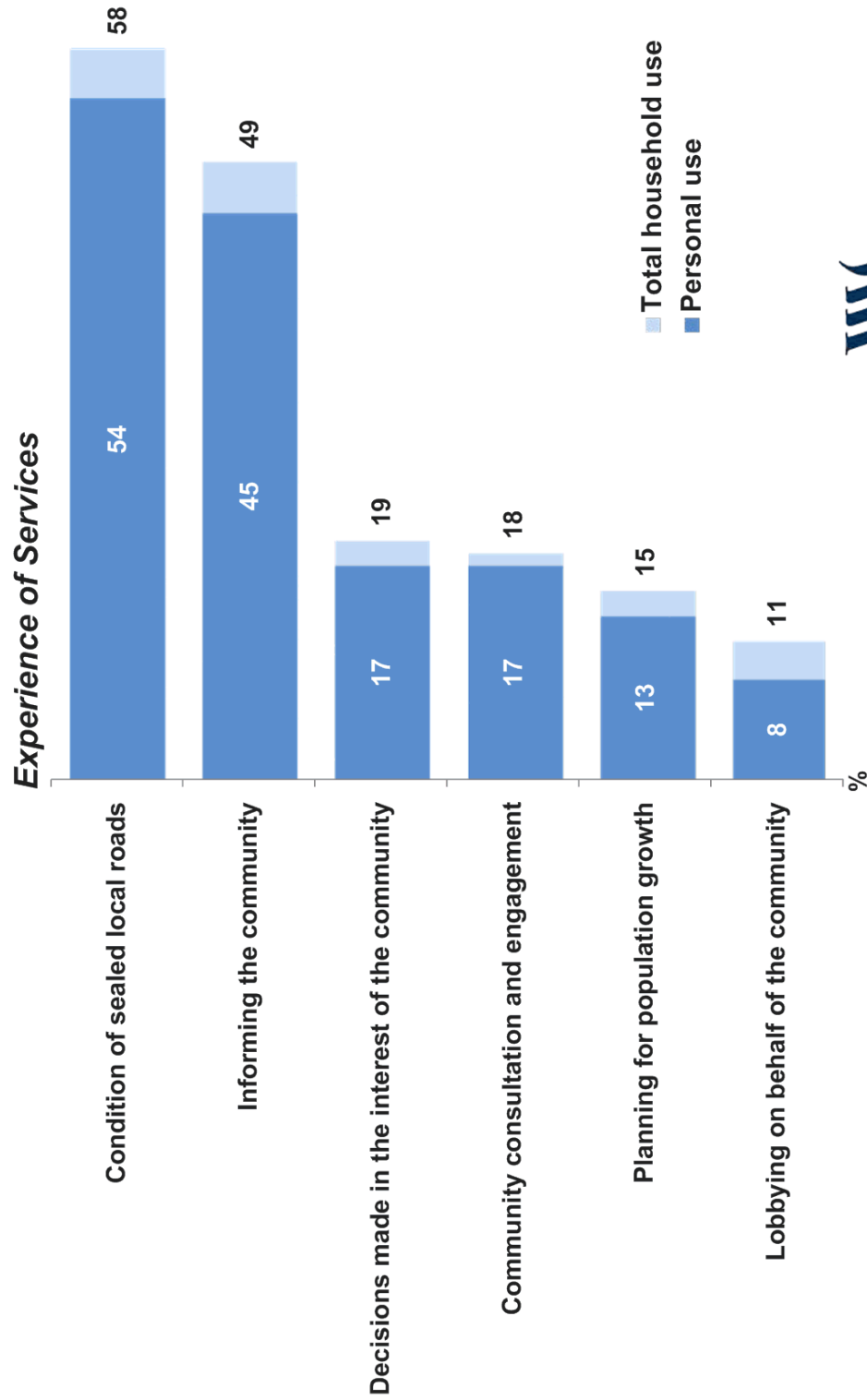
**INDIVIDUAL SERVICE AREAS SUMMARY  
COUNCIL'S PERFORMANCE VS STATE-WIDE AVERAGE**



**INDIVIDUAL SERVICE AREAS SUMMARY  
COUNCIL'S PERFORMANCE VS GROUP AVERAGE**



# 2016 PERSONAL AND HOUSEHOLD USE AND EXPERIENCE OF COUNCIL SERVICES PERCENTAGE RESULTS



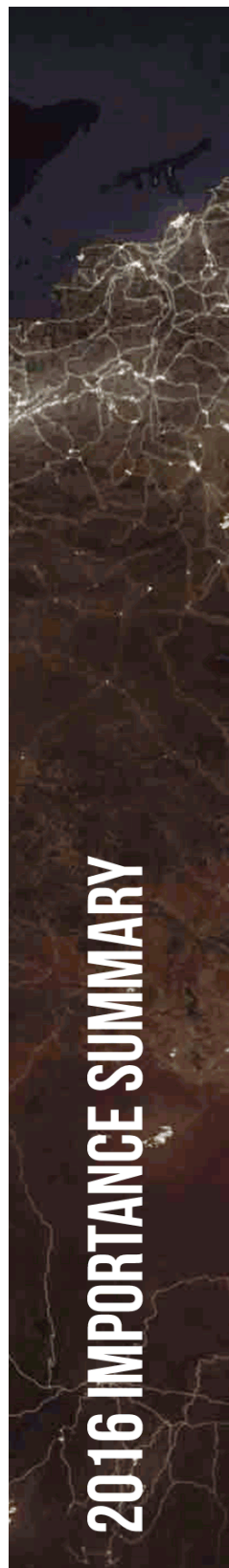
Q4. In the last 12 months, have you or has any member of your household used or experienced any of the following services provided by Council?

# INDIVIDUAL SERVICE AREA SUMMARY IMPORTANCE VS PERFORMANCE

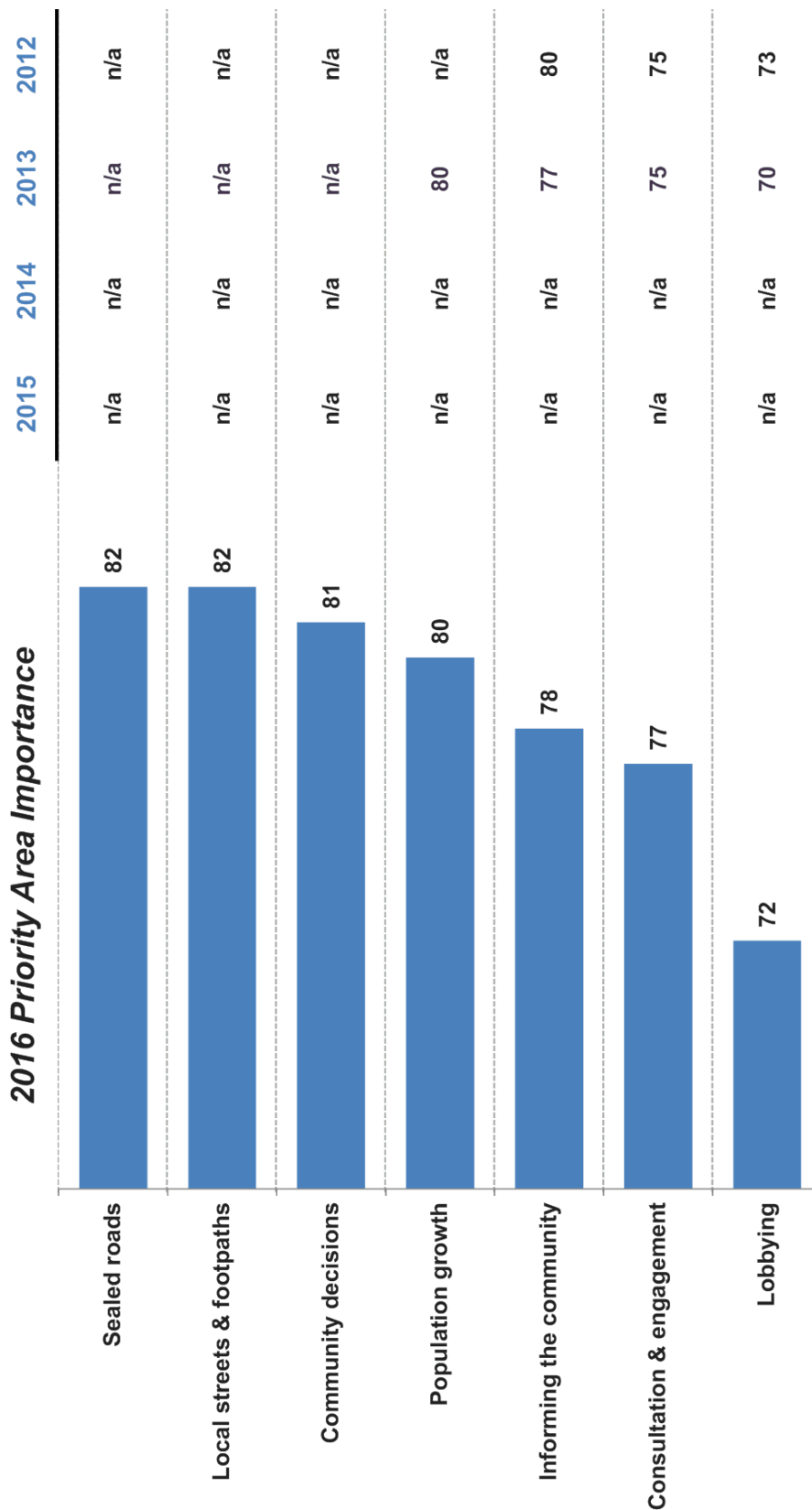
Service areas where importance exceeds performance by 10 points or more, suggesting further investigation is necessary:

Service	Importance	Performance	Net differential
Making decisions in the interest of the community	81	56	-25
Consultation & engagement	77	54	-23
Planning for population growth	80	57	-23
Informing the community	78	59	-19
Maintenance of sealed roads	82	64	-18
Lobbying on behalf of the community	72	56	-16



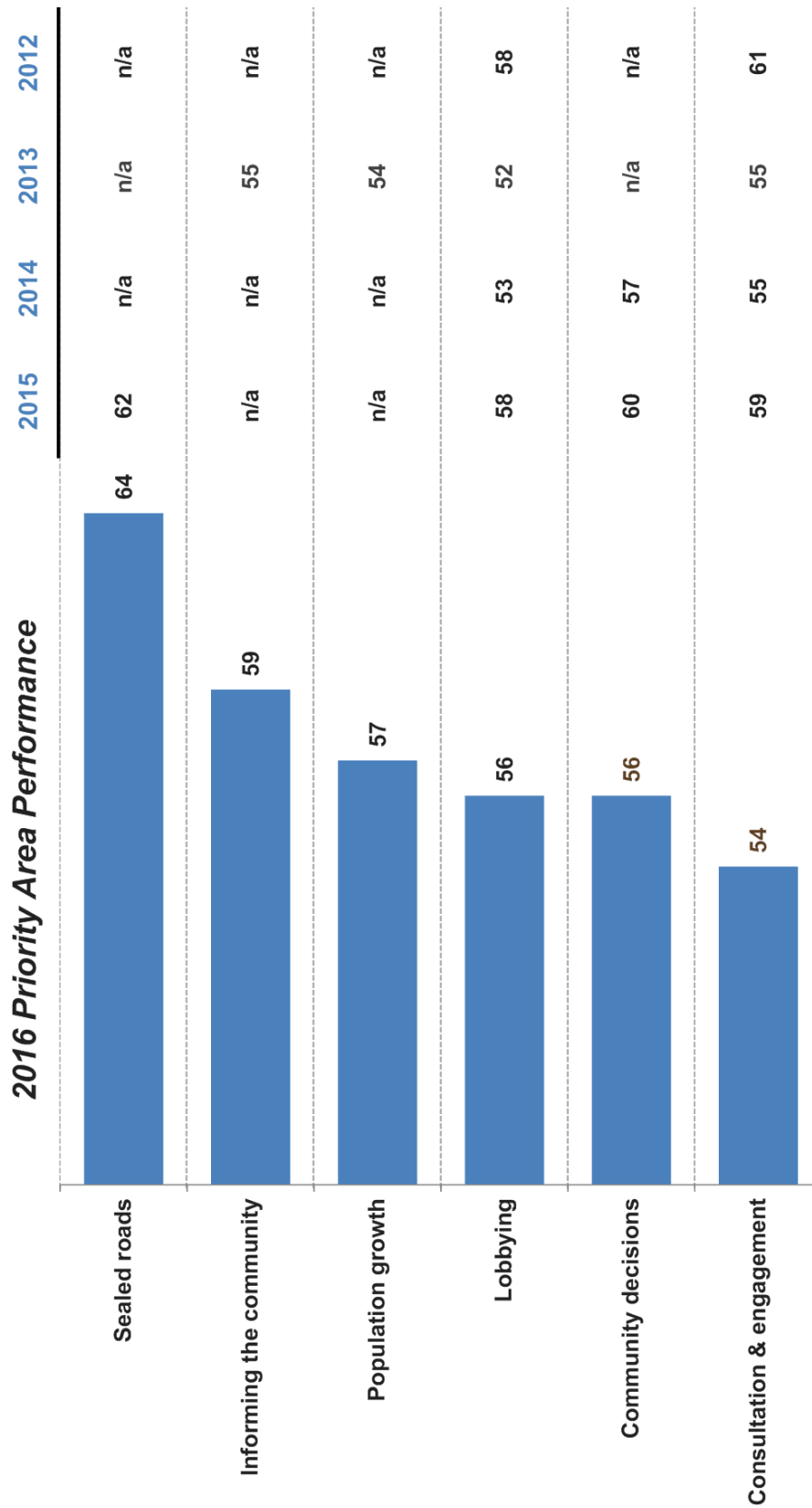


# 2016 IMPORTANCE SUMMARY



Base: All respondents. Councils asked state-wide: 69

# 2016 PERFORMANCE SUMMARY

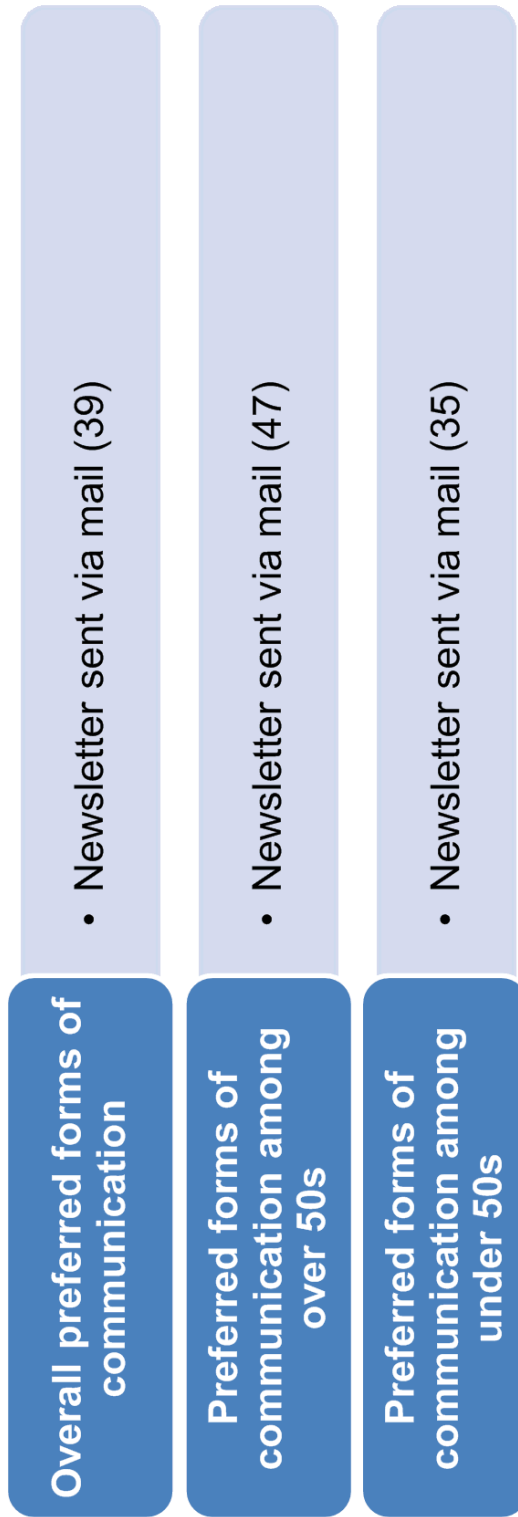


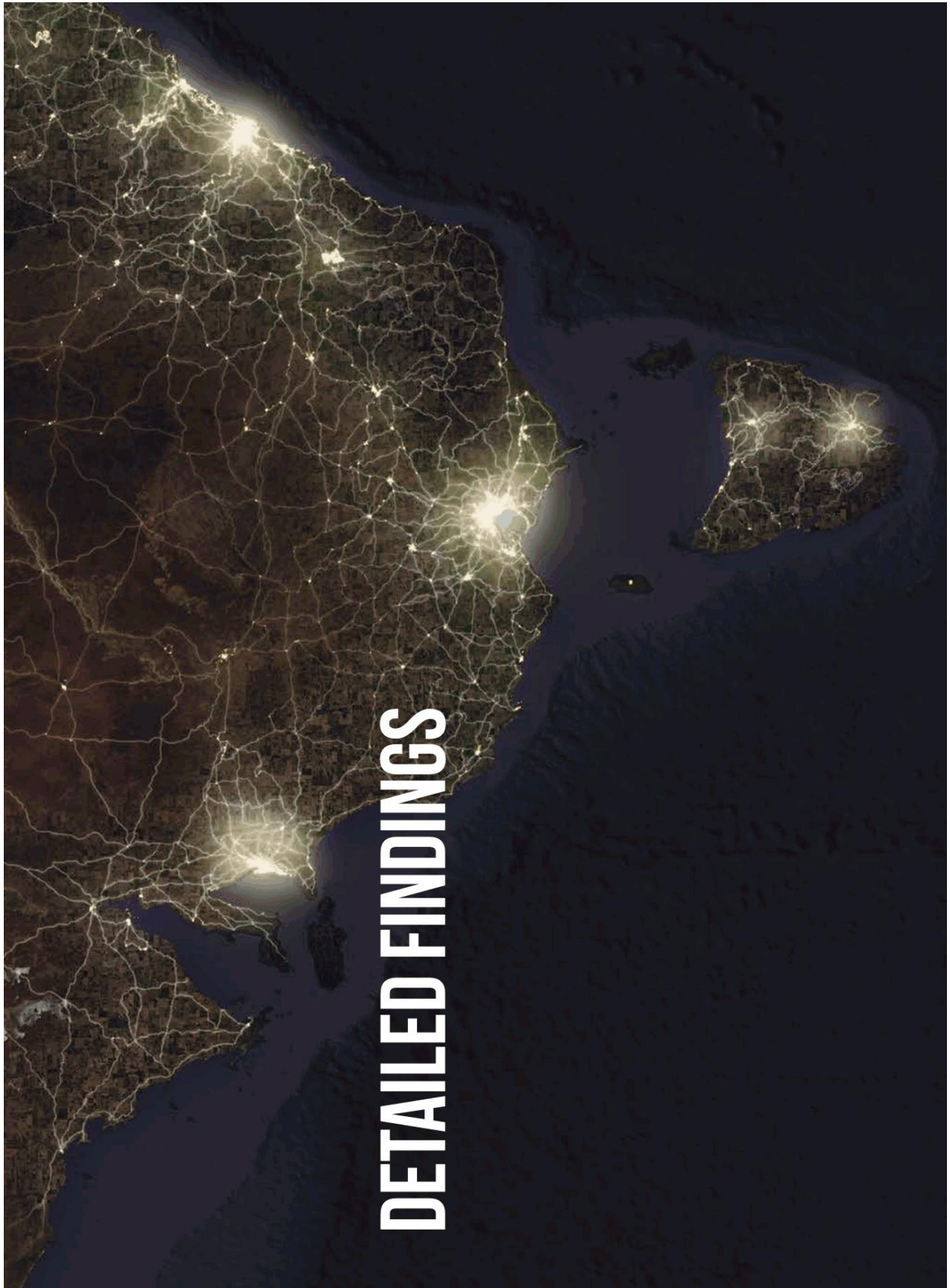
Base: All respondents. Councils asked state-wide: 69

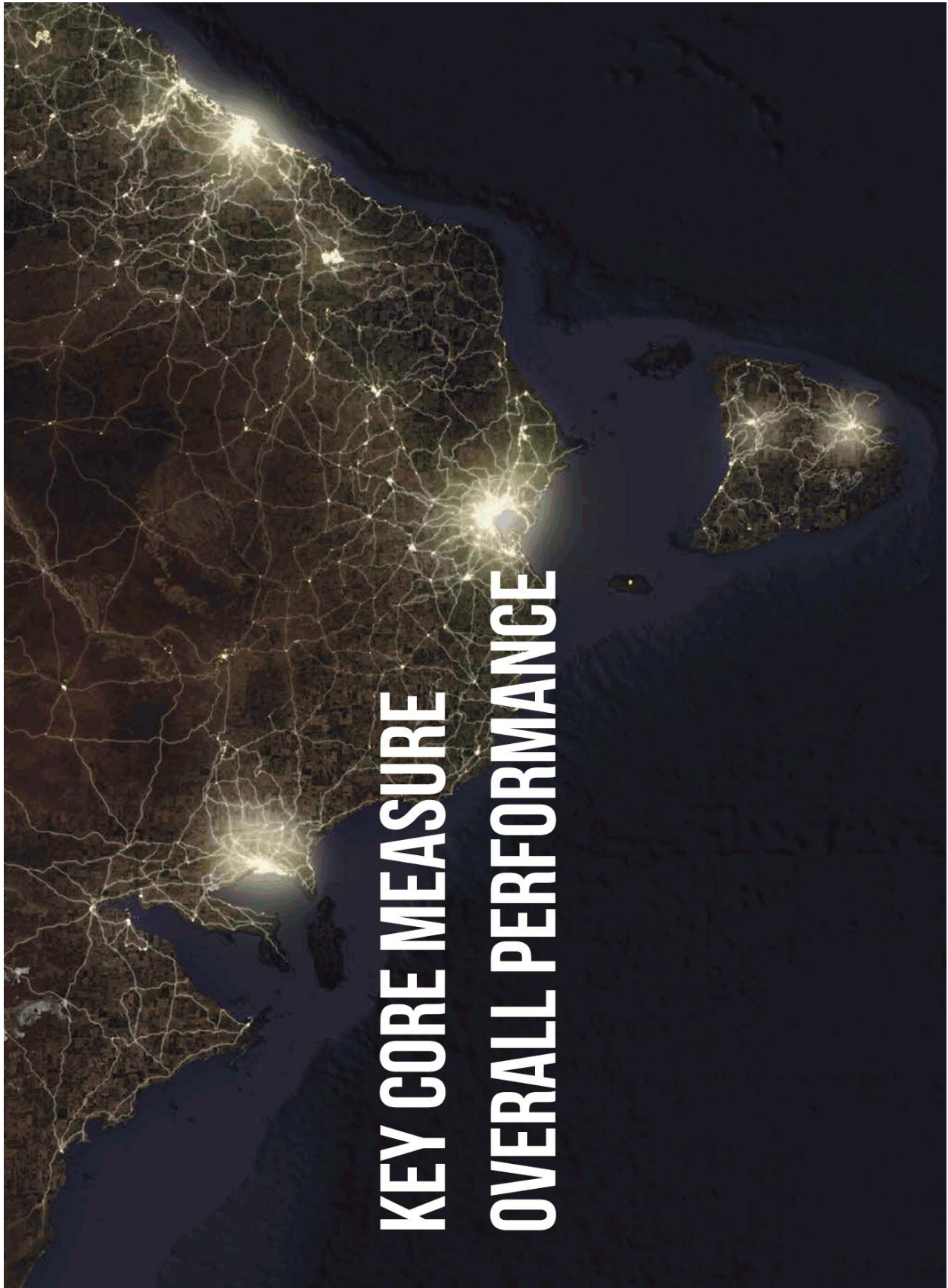




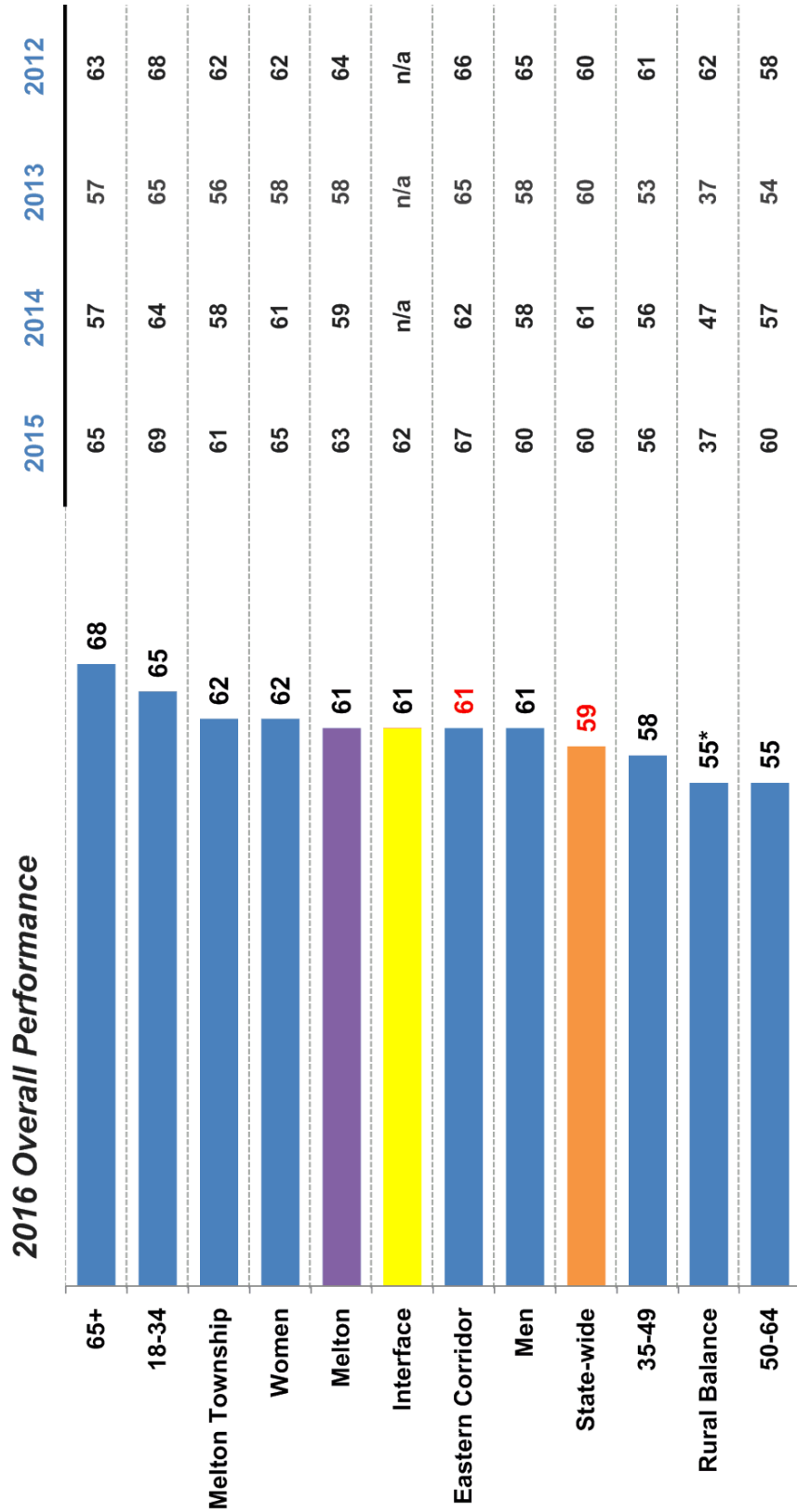
# COMMUNICATIONS SUMMARY








# OVERALL PERFORMANCE INDEX SCORES

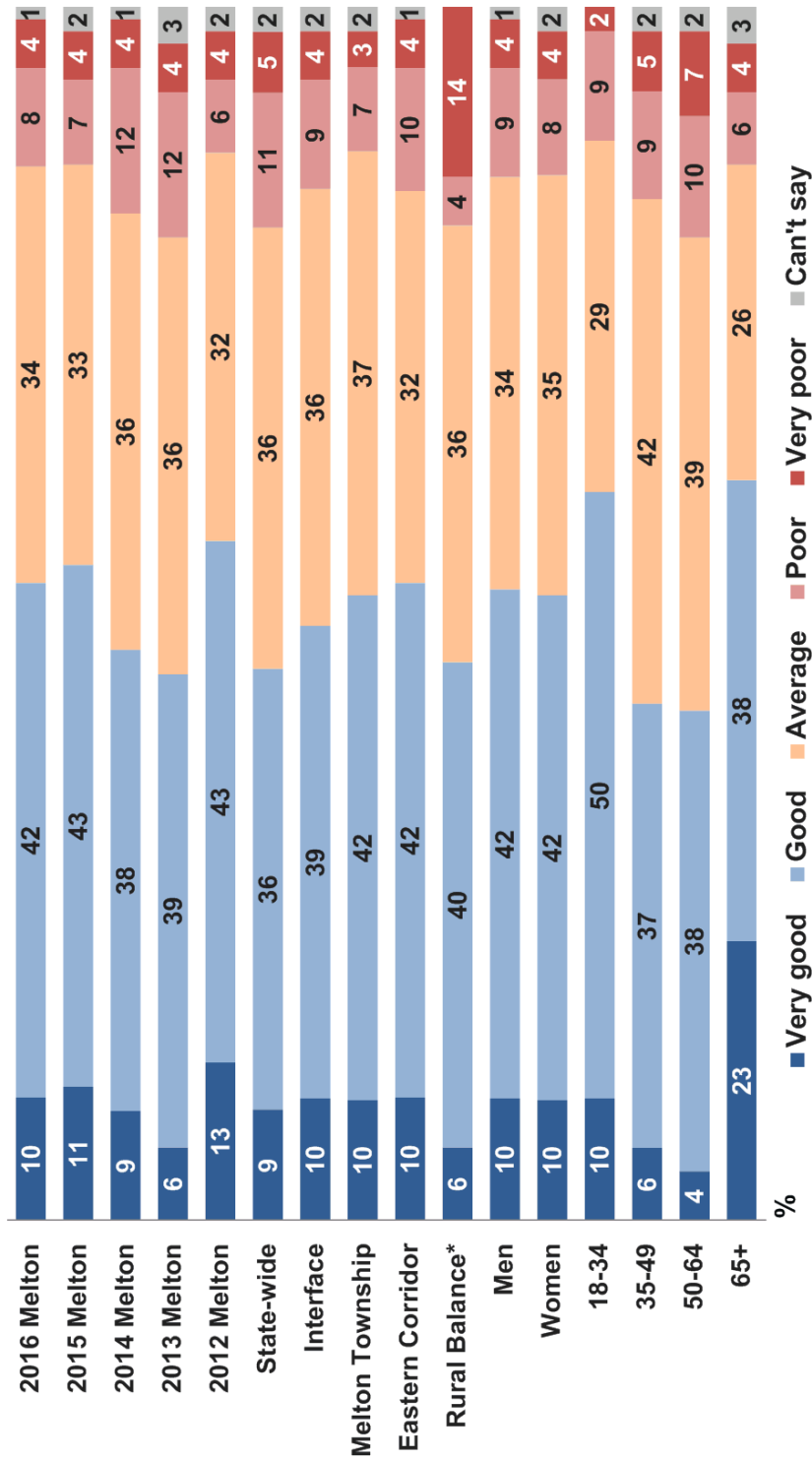


Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Melton City Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?  
 Base: All respondents. Councils asked state-wide: 69 Councils asked group: 6

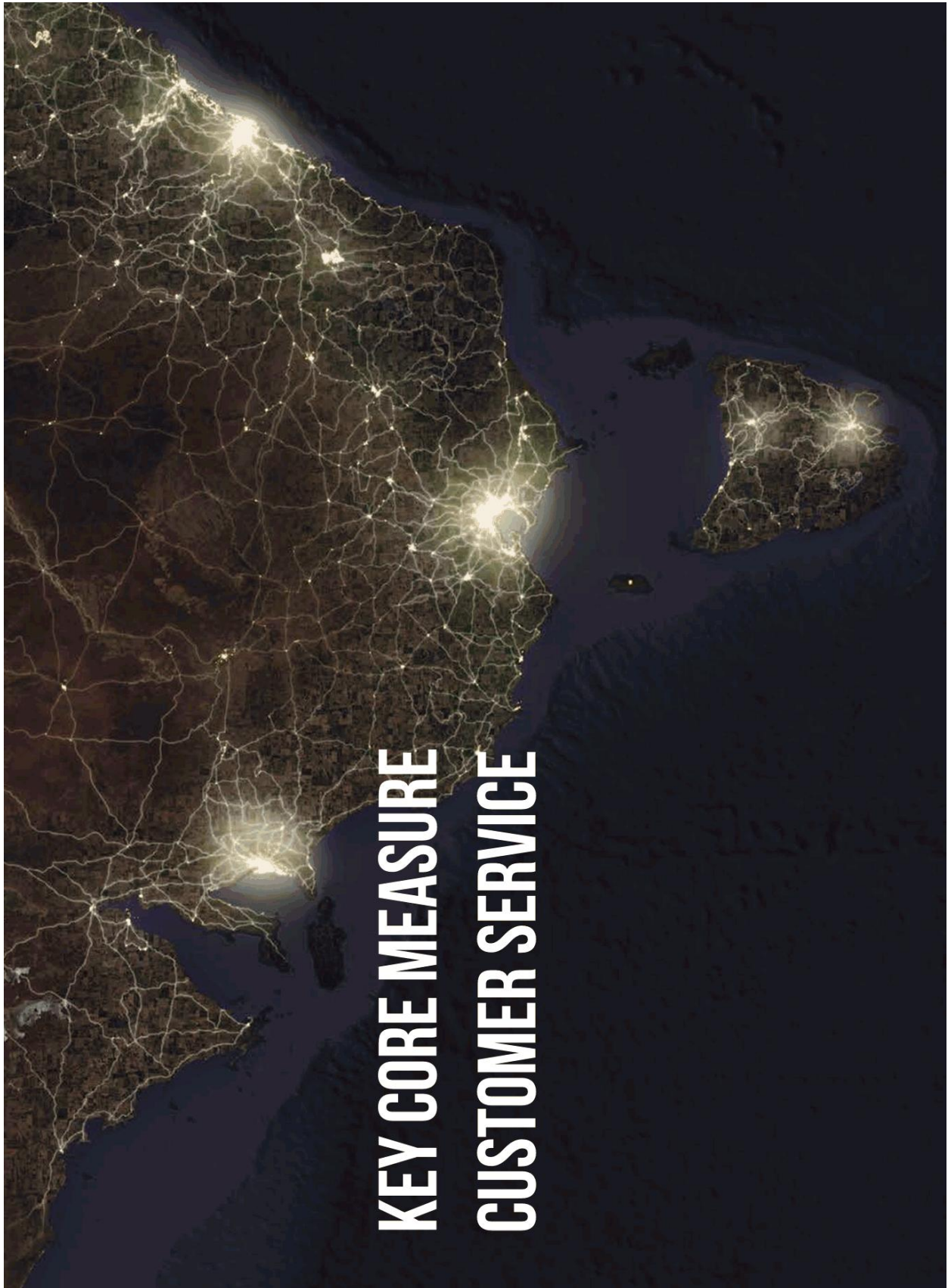


# OVERALL PERFORMANCE DETAILED PERCENTAGES

2016 Overall Performance



Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Melton City Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?



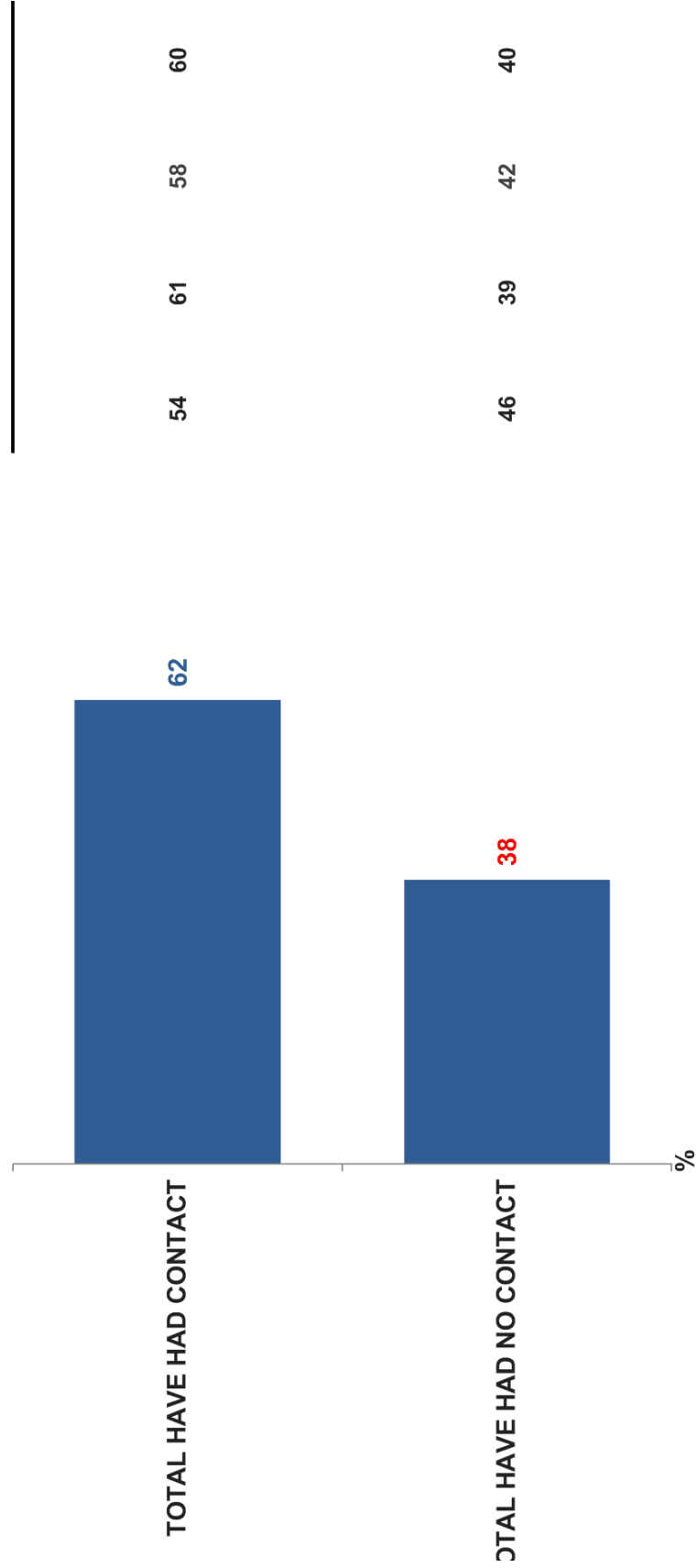
# CONTACT LAST 12 MONTHS SUMMARY

Overall contact with Melton City Council	<ul style="list-style-type: none"><li>• 62%, up 8 points on 2015</li></ul>
Most contact with Melton City Council	<ul style="list-style-type: none"><li>• Aged 18-34 years</li><li>• Aged 35-49 years</li></ul>
Least contact with Melton City Council	<ul style="list-style-type: none"><li>• Aged 65+ years</li></ul>
Customer Service rating	<ul style="list-style-type: none"><li>• Index score of 72, up 2 points on 2015</li></ul>
Most satisfied with Customer Service	<ul style="list-style-type: none"><li>• Melton Township</li><li>• Women</li></ul>
Least satisfied with Customer Service	<ul style="list-style-type: none"><li>• Eastern Corridor</li><li>• Men</li></ul>



# 2016 CONTACT WITH COUNCIL LAST 12 MONTHS

2016 Method of Contact

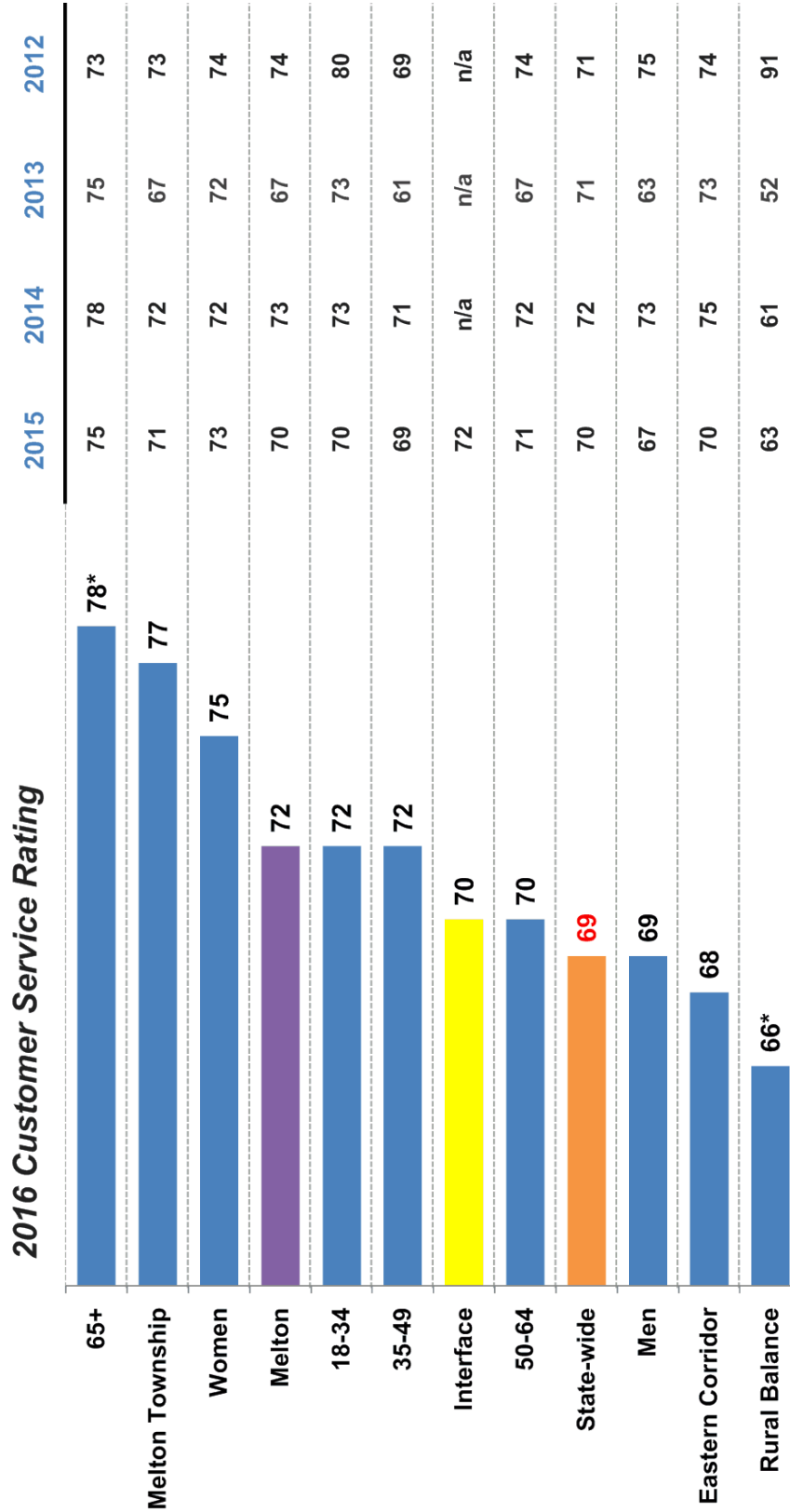


Q5. Over the last 12 months, have you or any member of your household had any contact with Melton City Council? This may have been in person, in writing, by telephone conversation, by text message, by email or via their website or social media such as Facebook or Twitter?  
 Base: All respondents. Councils asked state-wide: 52 Councils asked group: 3





# 2016 CONTACT CUSTOMER SERVICE INDEX SCORES



Q5c. Thinking of the most recent contact, how would you rate Melton City Council for customer service? Please keep in mind we do not mean the actual outcome but rather the actual service that was received.

Base: All respondents who have had contact with Council in the last 12 months.

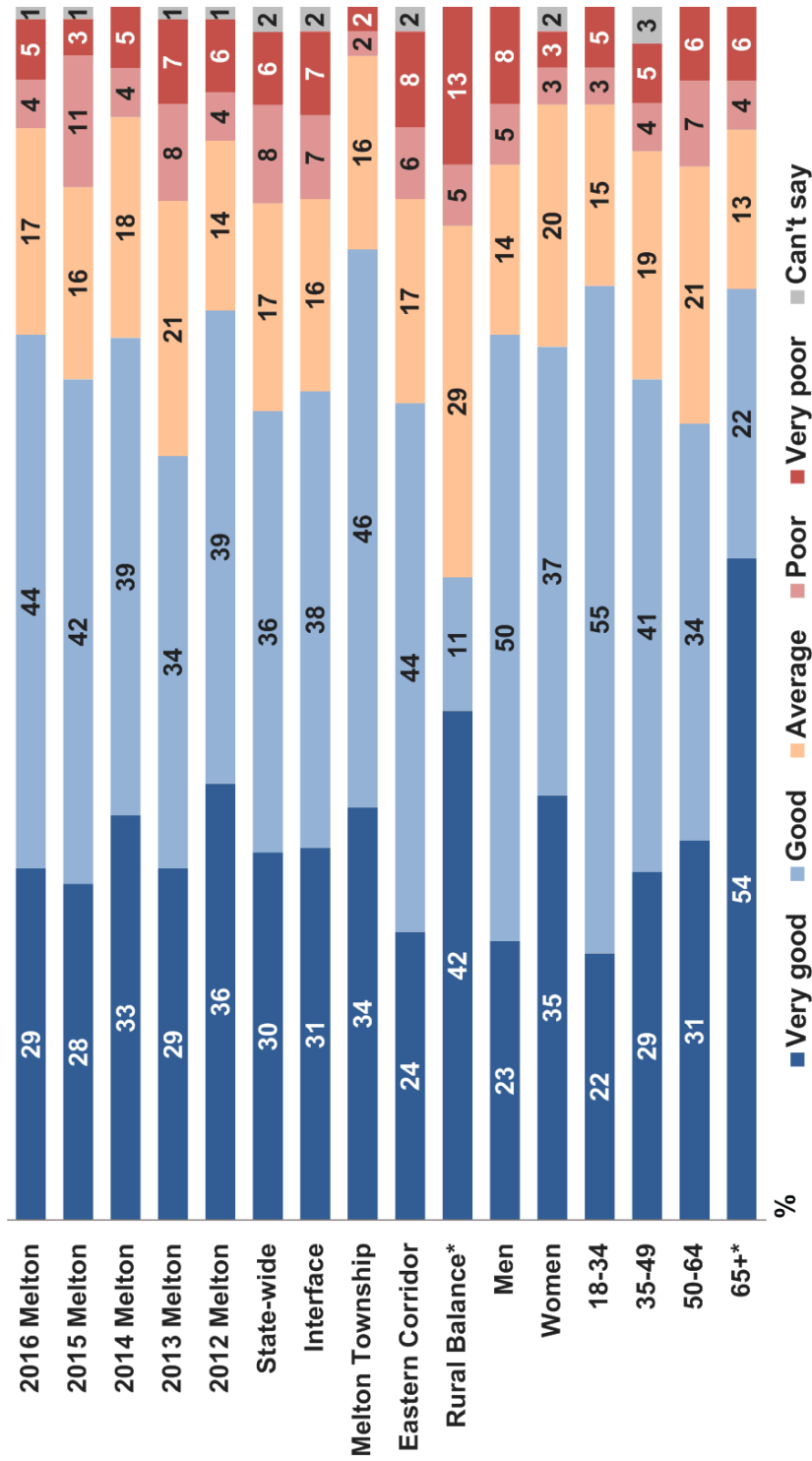
Councils asked state-wide: 69 Councils asked group: 6

Note: Please see page 5 for explanation about significant differences



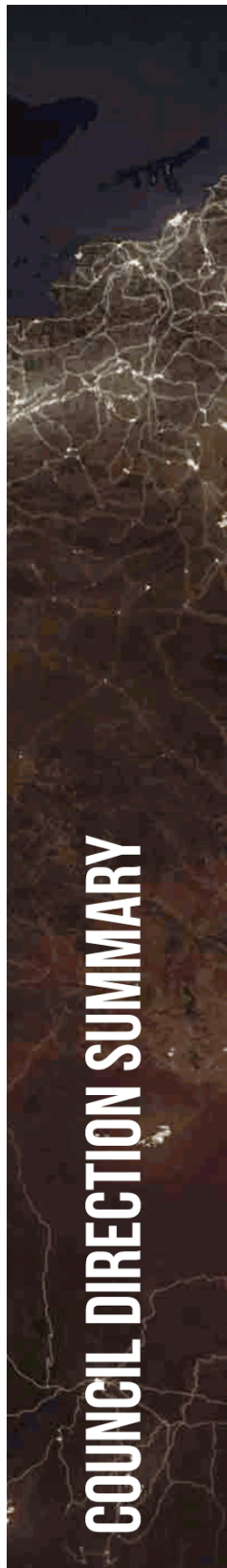
# 2016 CONTACT CUSTOMER SERVICE DETAILED PERCENTAGES

2016 Customer Service Rating



Q5c. Thinking of the most recent contact, how would you rate Melton City Council for customer service? Please keep in mind we do not mean the actual outcome but rather the actual service that was received.  
 Base: All respondents who have had contact with Council in the last 12 months.  
 Councils asked state-wide. 60 Councils asked admin. 6



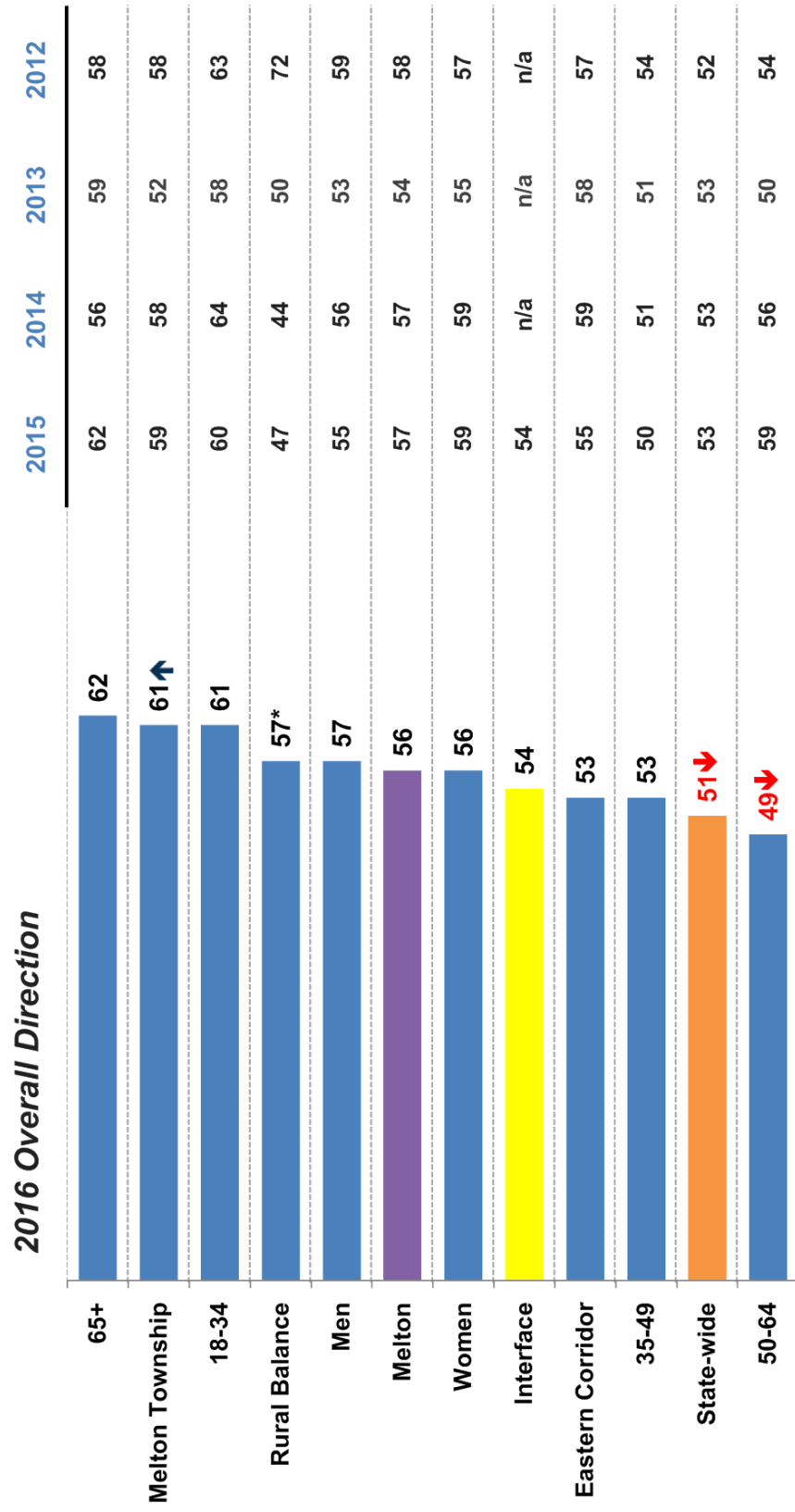


# COUNCIL DIRECTION SUMMARY


<b>Council Direction over last 12 months</b>	<ul style="list-style-type: none"><li>• 65% stayed about the same, up 1 point on 2015</li><li>• 21% improved, down 1 point on 2015</li><li>• 9% deteriorated, equal points on 2015</li></ul>
<b>Most satisfied with Council Direction</b>	<ul style="list-style-type: none"><li>• Aged 65+ years</li><li>• Melton Township</li><li>• Aged 18-34 years</li></ul>
<b>Least satisfied with Council Direction</b>	<ul style="list-style-type: none"><li>• Aged 50-64 years</li><li>• Eastern Corridor</li><li>• Aged 34-49 years</li></ul>



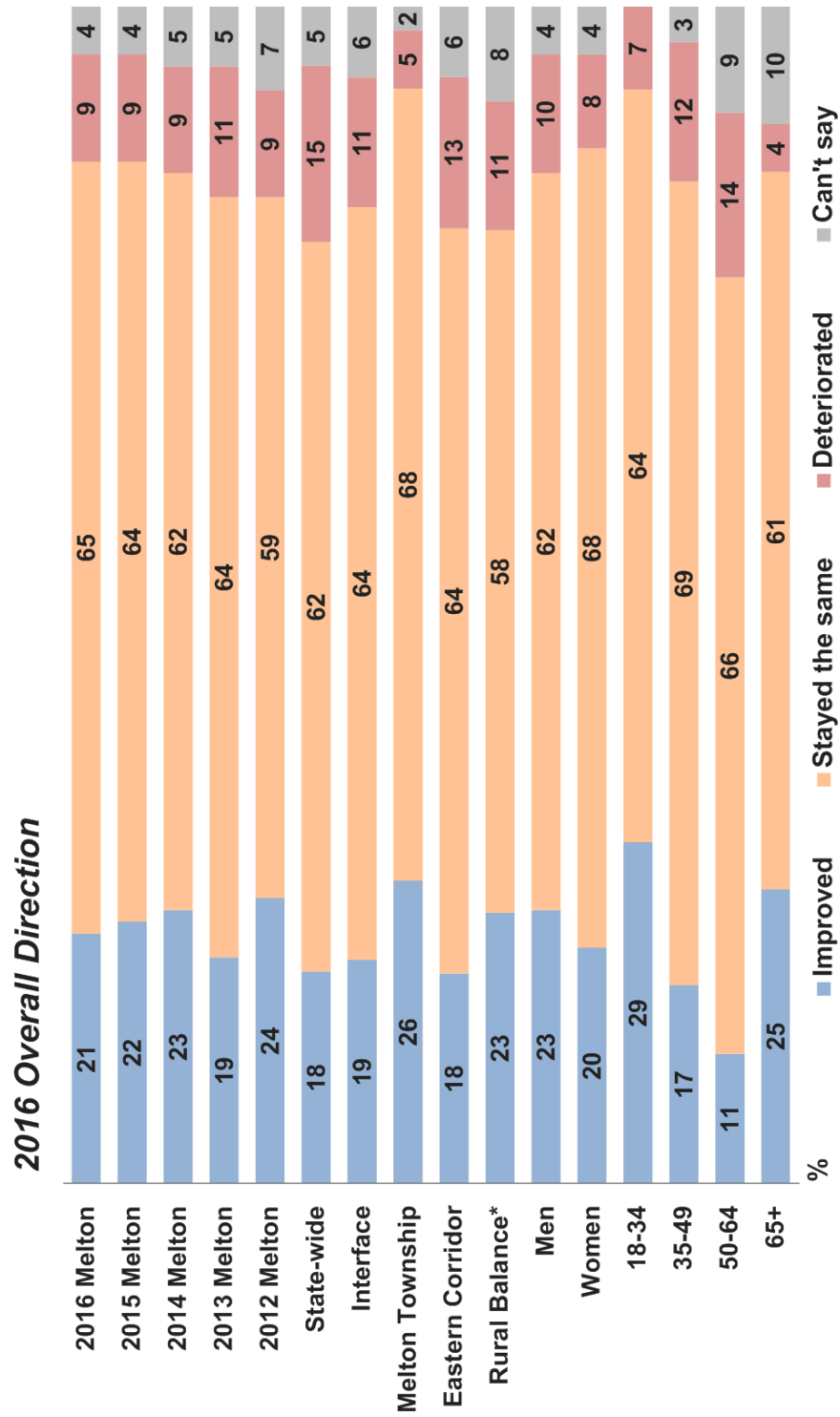
# 2016 OVERALL COUNCIL DIRECTION LAST 12 MONTHS INDEX SCORES



Q6. Over the last 12 months, what is your view of the direction of Melton City Council's overall performance?  
 Base: All respondents. Councils asked state-wide: 69 Councils asked group: 6  
 Note: Please see page 5 for explanation about significant differences  
 \*Caution: small sample size < n=30



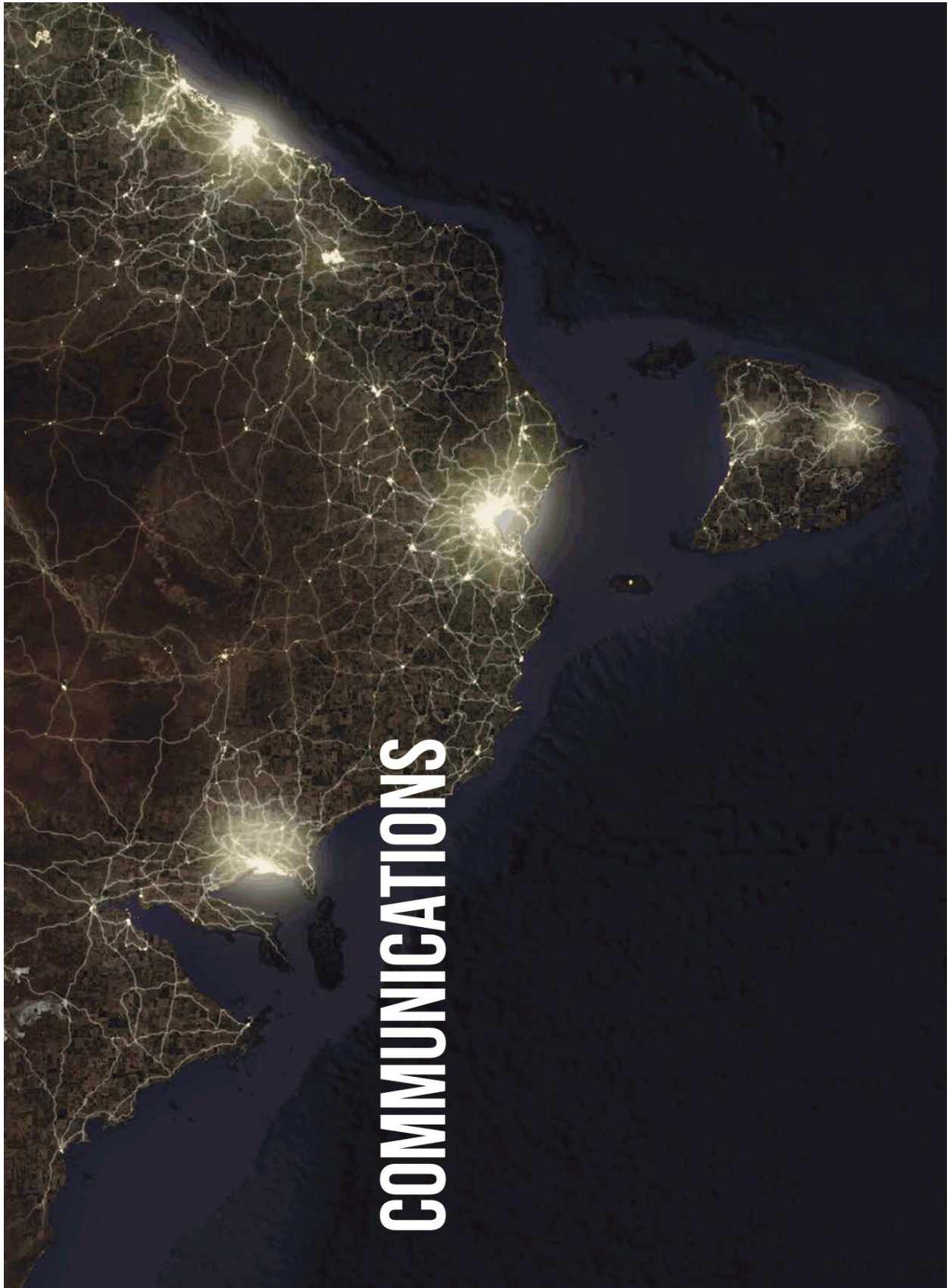
# 2016 OVERALL COUNCIL DIRECTION LAST 12 MONTHS DETAILED PERCENTAGES



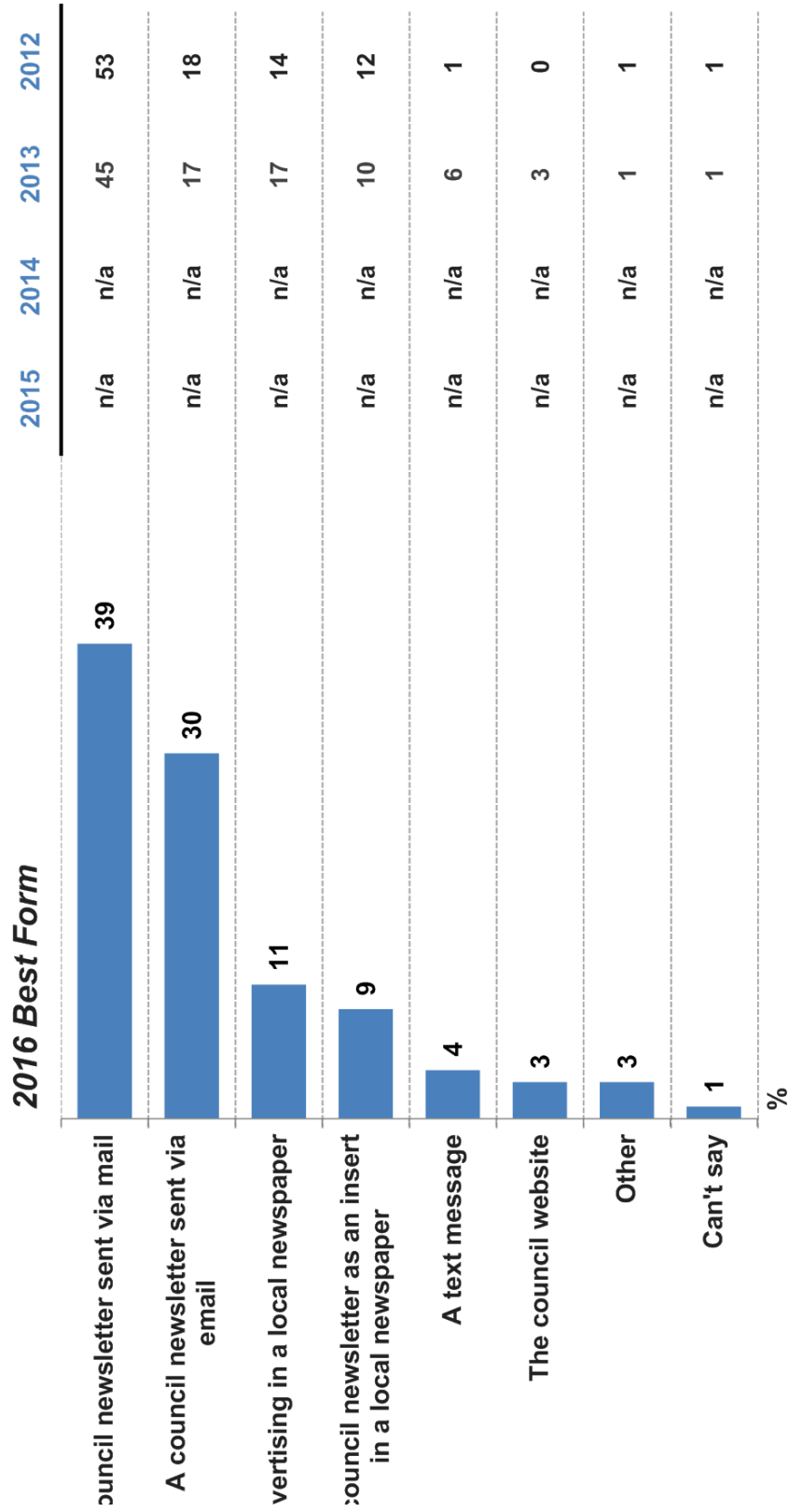
Q6. Over the last 12 months, what is your view of the direction of Melton City Council's overall performance?

Base: All respondents. Councils asked state-wide: 69 Councils asked group: 6

\*Caution: small sample size < n=30



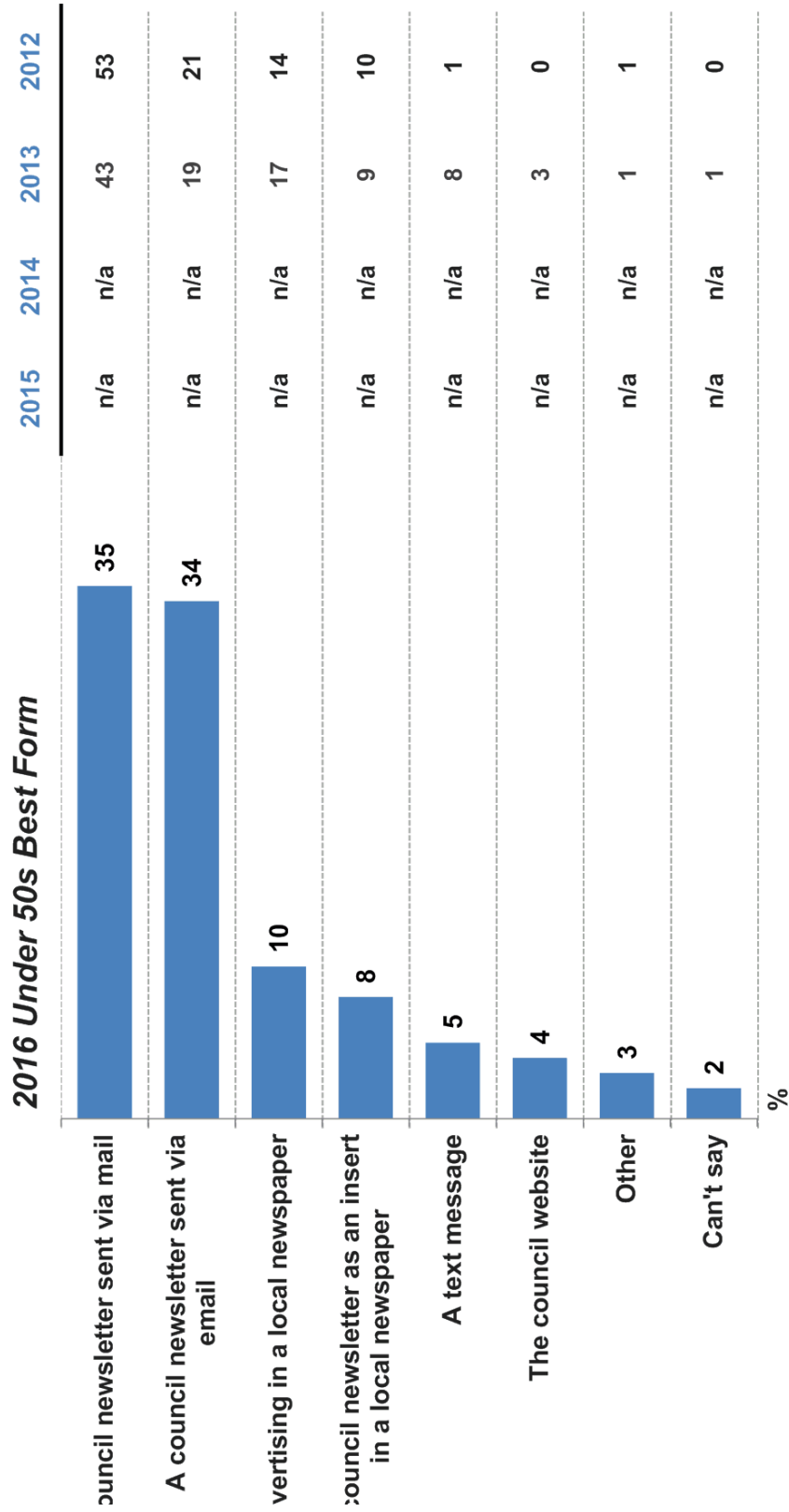
# 2016 BEST FORMS OF COMMUNICATION



Q13. If Melton City Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?  
 Base: All respondents. Councils asked state-wide: 23 Councils asked group: 4

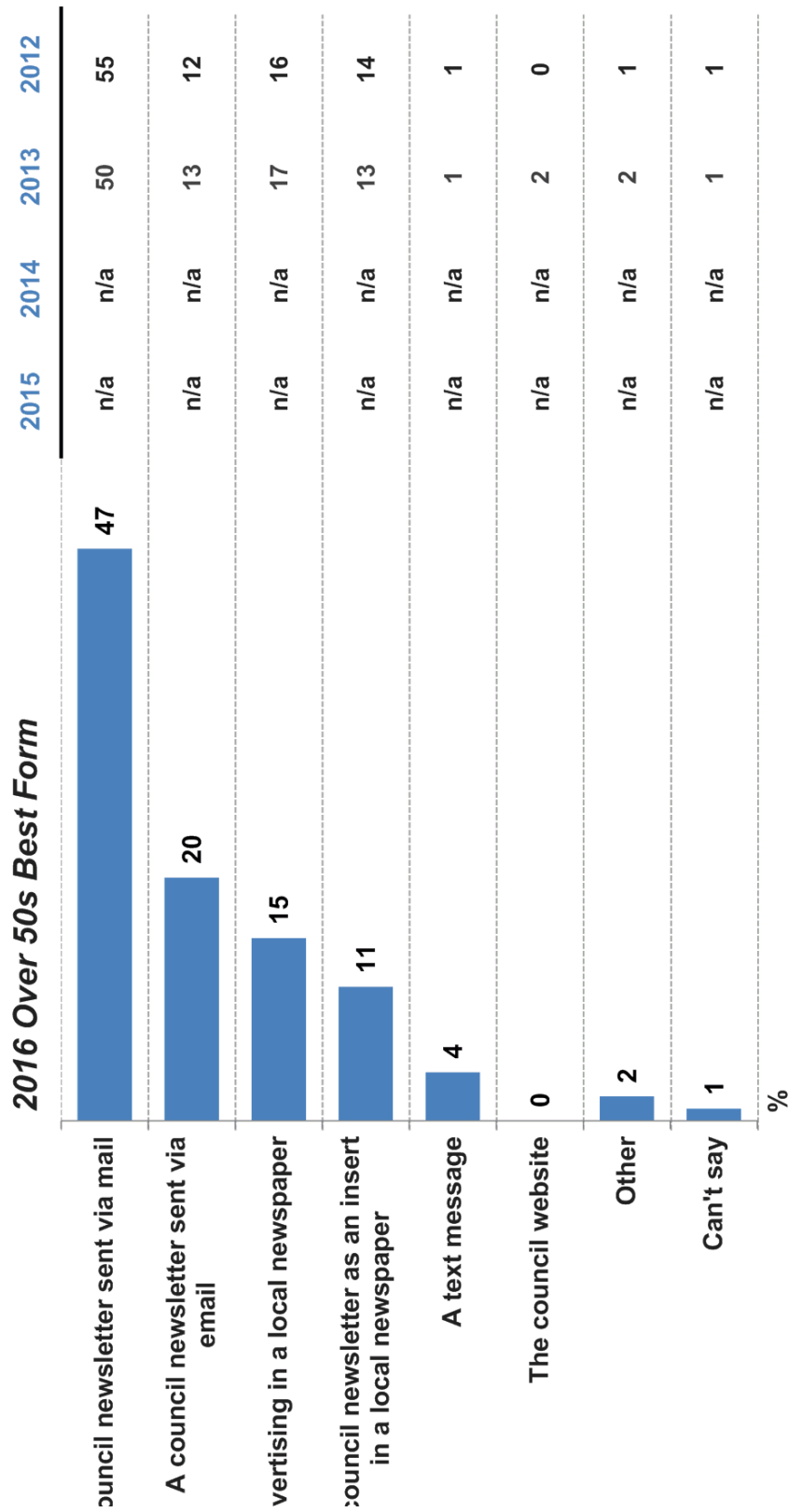


# 2016 BEST FORMS OF COMMUNICATION: UNDER 50s

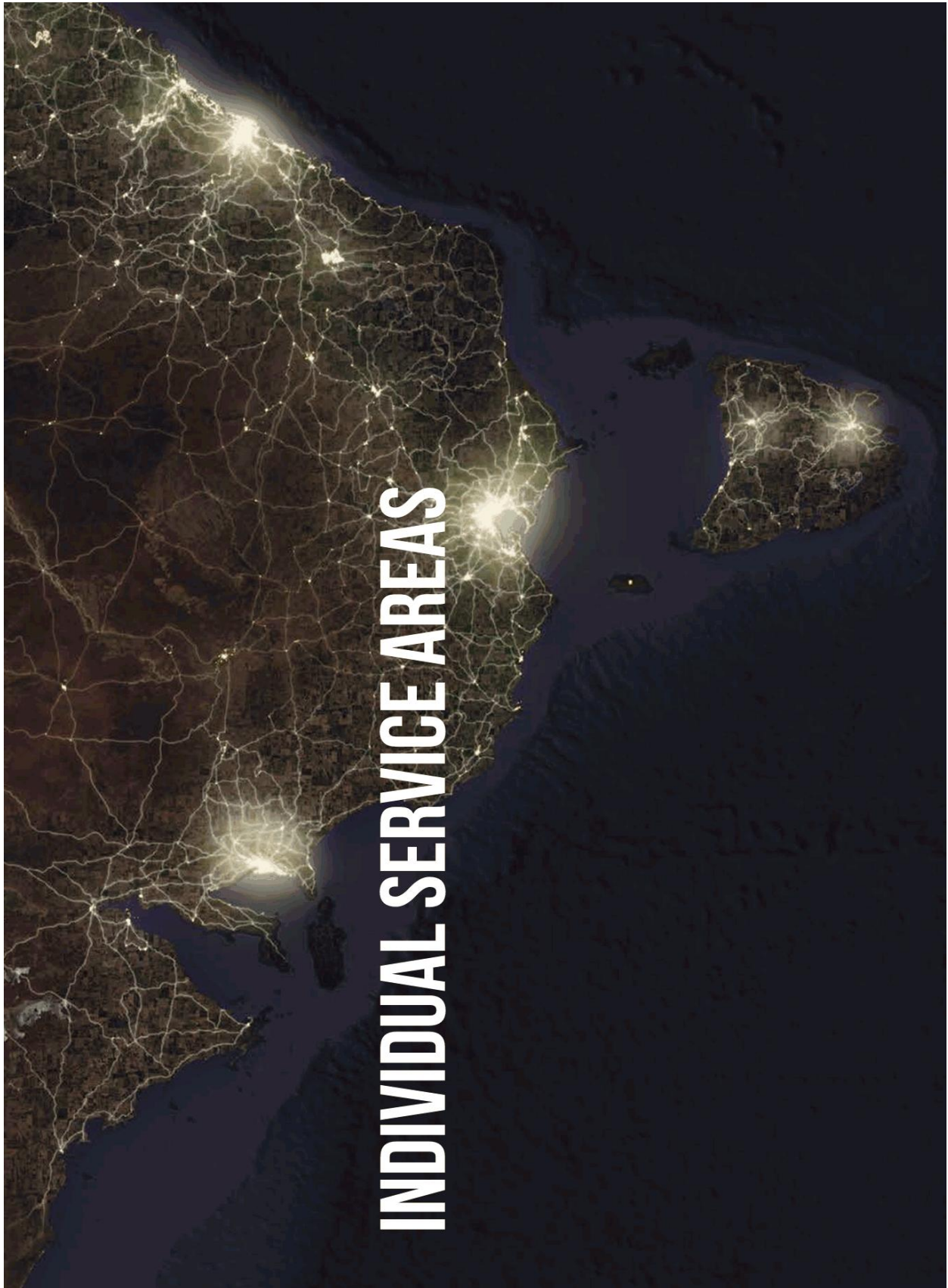


Q13. If Melton City Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?  
 Base: All respondents aged under 50. Councils asked state-wide: 23 Councils asked group: 4

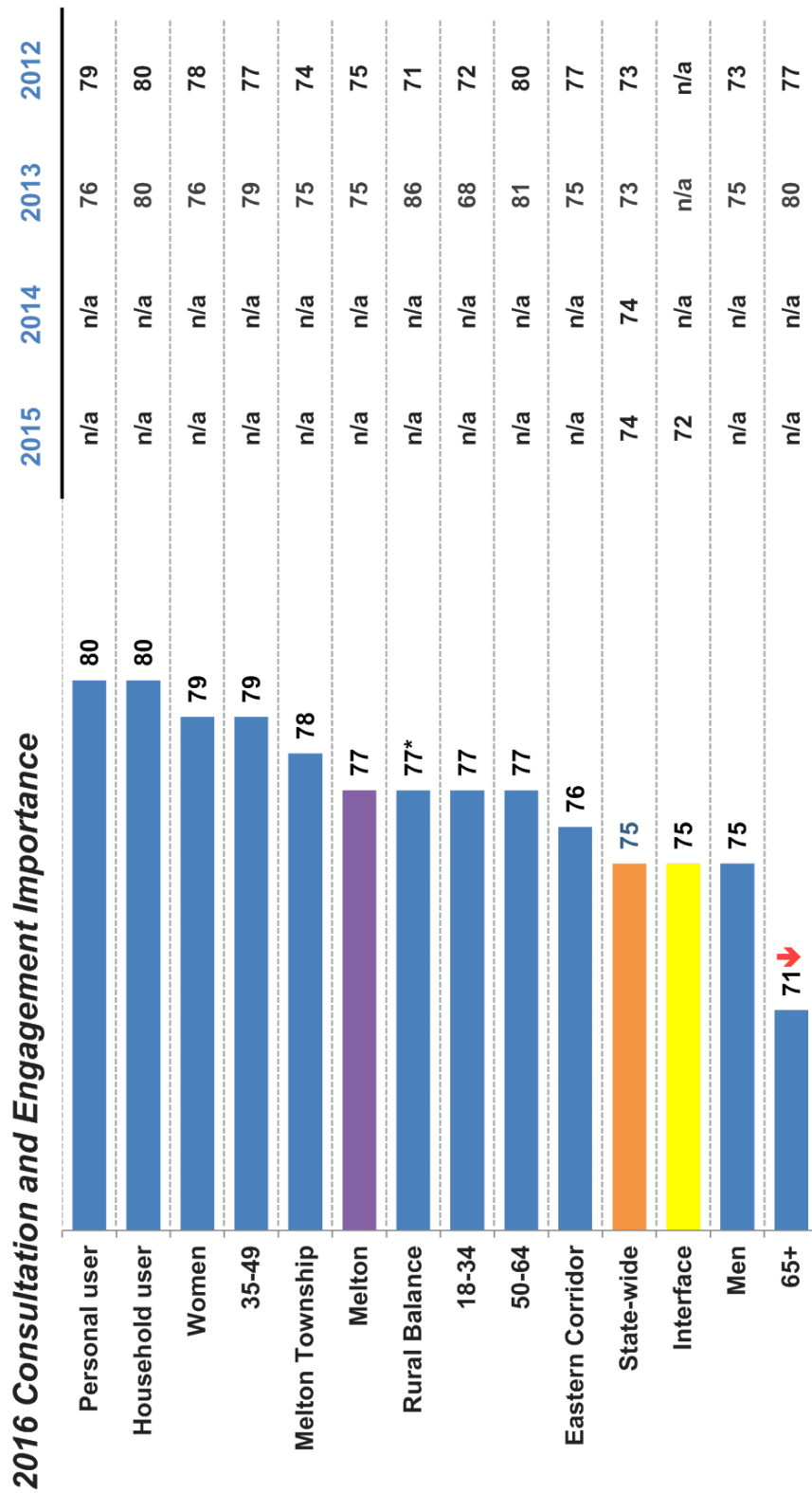
# 2016 BEST FORMS OF COMMUNICATION: OVER 50s



Q13. If Melton City Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?  
 Base: All respondents aged over 50. Councils asked state-wide: 23 Councils asked group: 4



# 2016 COMMUNITY CONSULTATION AND ENGAGEMENT IMPORTANCE INDEX SCORES



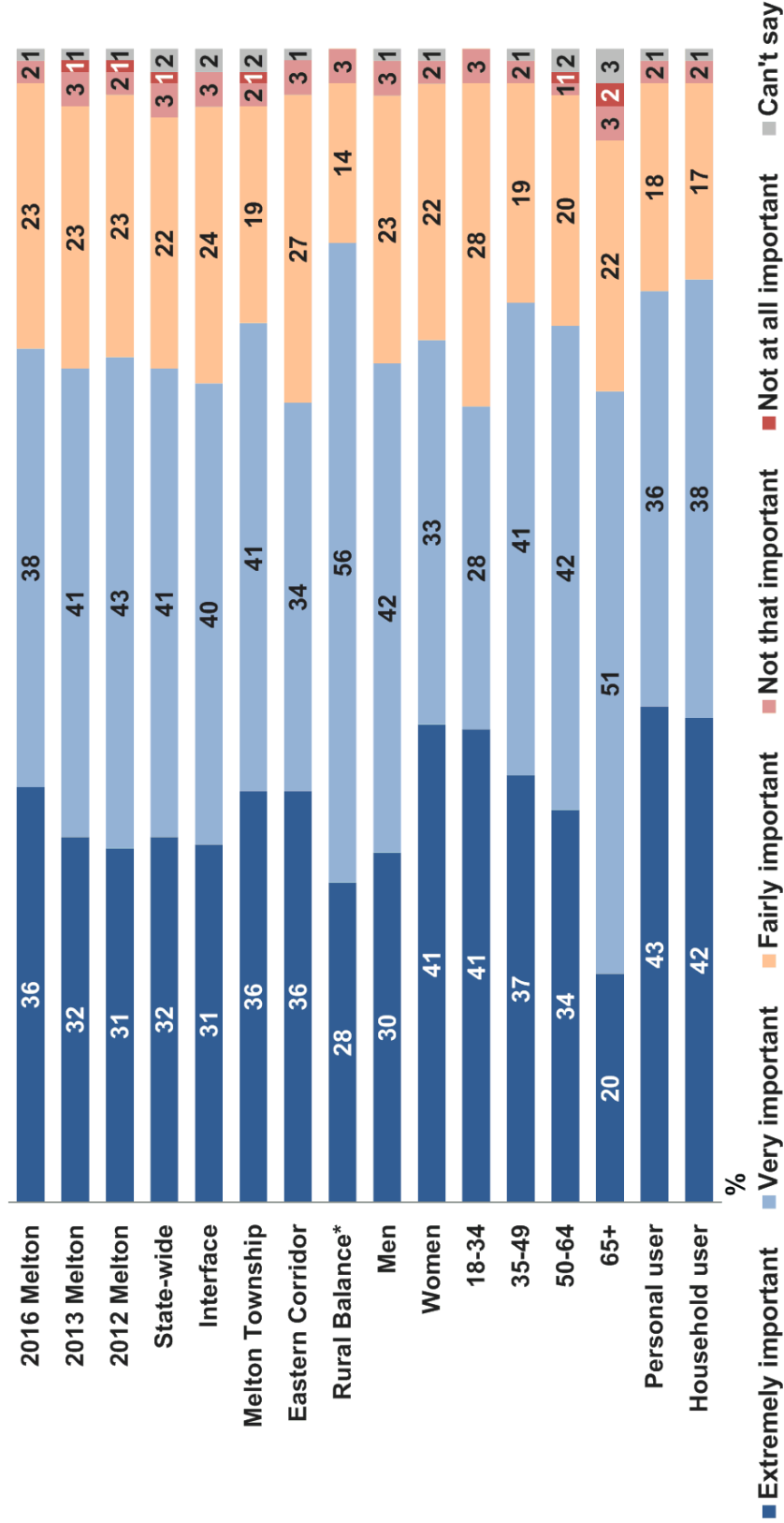
Q1. Firstly, how important should 'community consultation and engagement' be as a responsibility for Council?

Base: All respondents. Councils asked state-wide: 25 Councils asked group: 3

Note: Please see slide 5 for explanation about significant differences

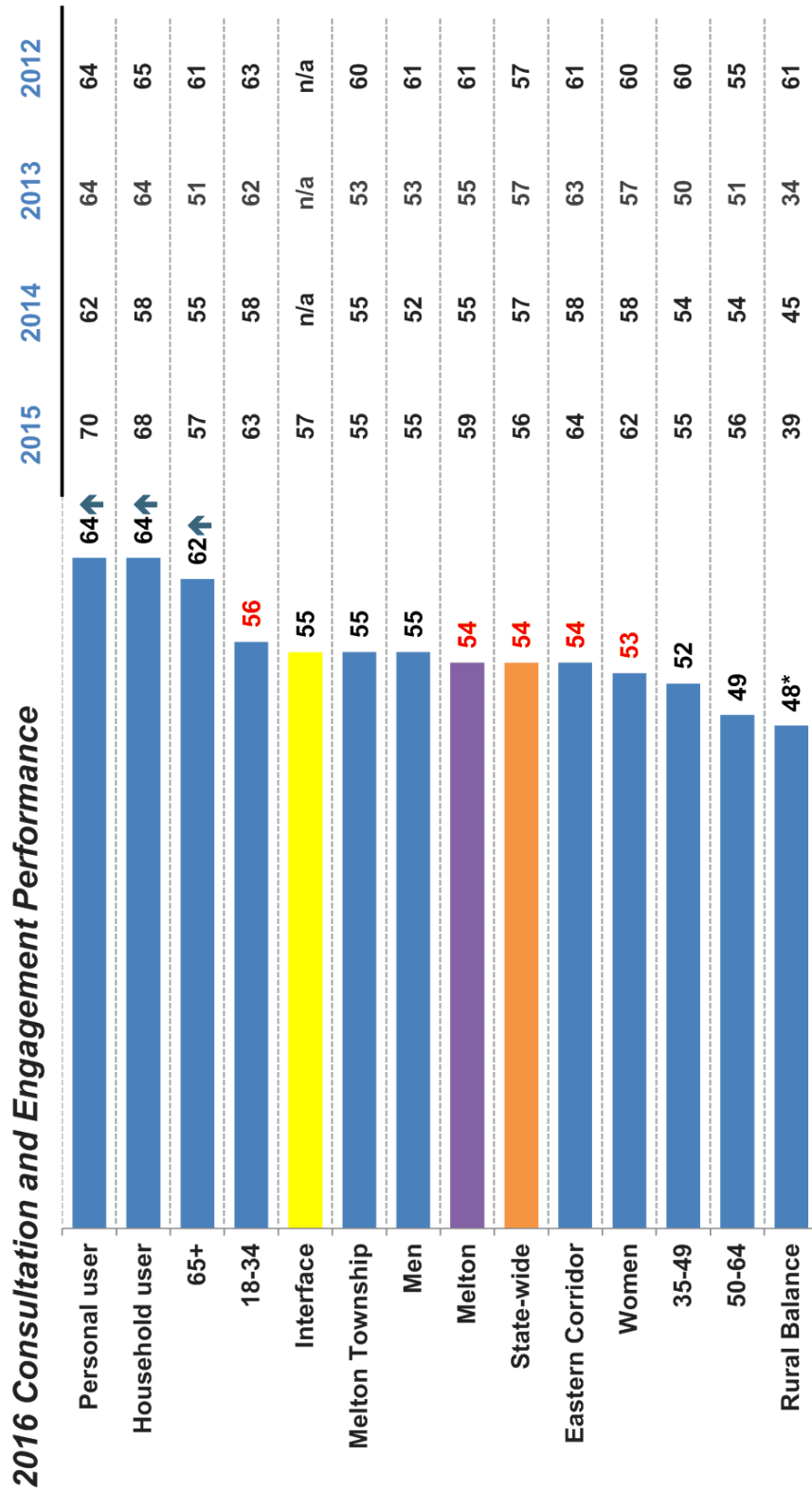
# 2016 COMMUNITY CONSULTATION AND ENGAGEMENT IMPORTANCE DETAILED PERCENTAGES

2016 Consultation and Engagement Importance



Q1. Firstly, how important should 'community consultation and engagement' be as a responsibility for Council?  
 Base: All respondents. Councils asked state-wide: 25 Councils asked group: 3

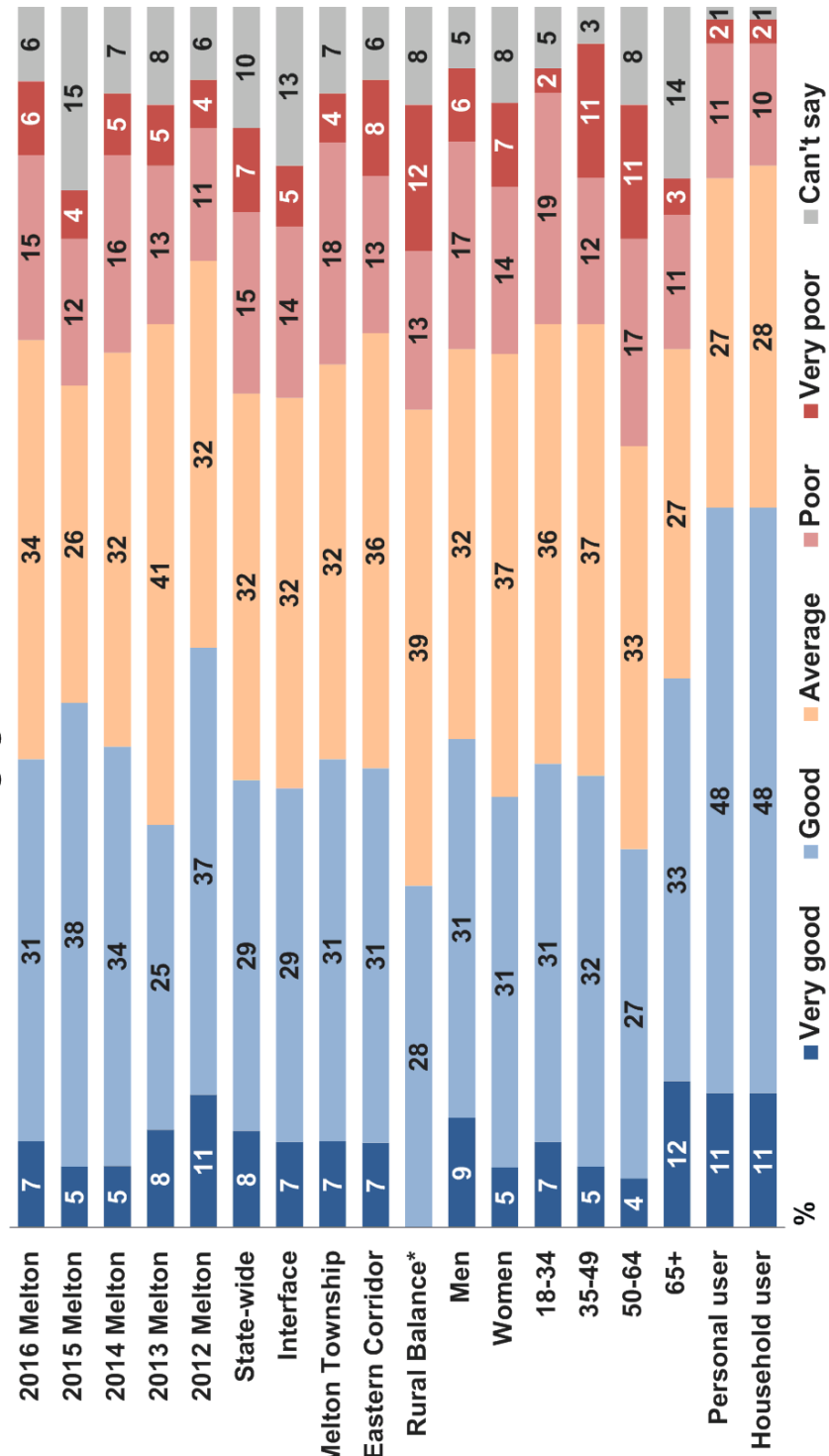
# 2016 COMMUNITY CONSULTATION AND ENGAGEMENT PERFORMANCE INDEX SCORES



Q2. How has Council performed on 'community consultation and engagement' over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 69 Councils asked group: 6  
 Note: Please see slide 5 for explanation about significant differences

# 2016 COMMUNITY CONSULTATION AND ENGAGEMENT PERFORMANCE DETAILED PERCENTAGES

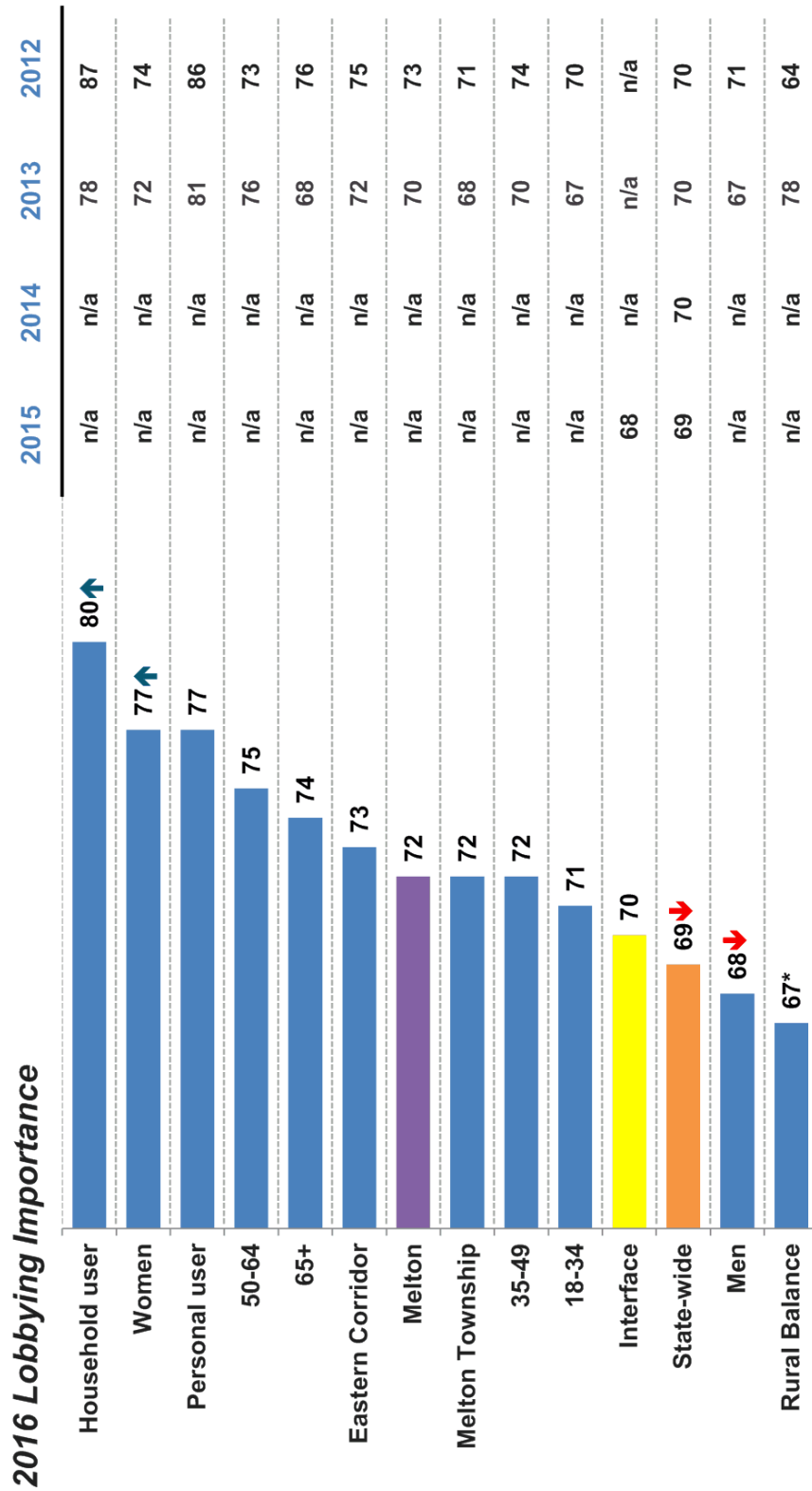
2016 Consultation and Engagement Performance



Q2. How has Council performed on 'community consultation and engagement' over the last 12 months?

Base: All respondents. Council asked state-wide. All Councils asked this question.

# 2016 LOBBYING ON BEHALF OF THE COMMUNITY IMPORTANCE INDEX SCORES



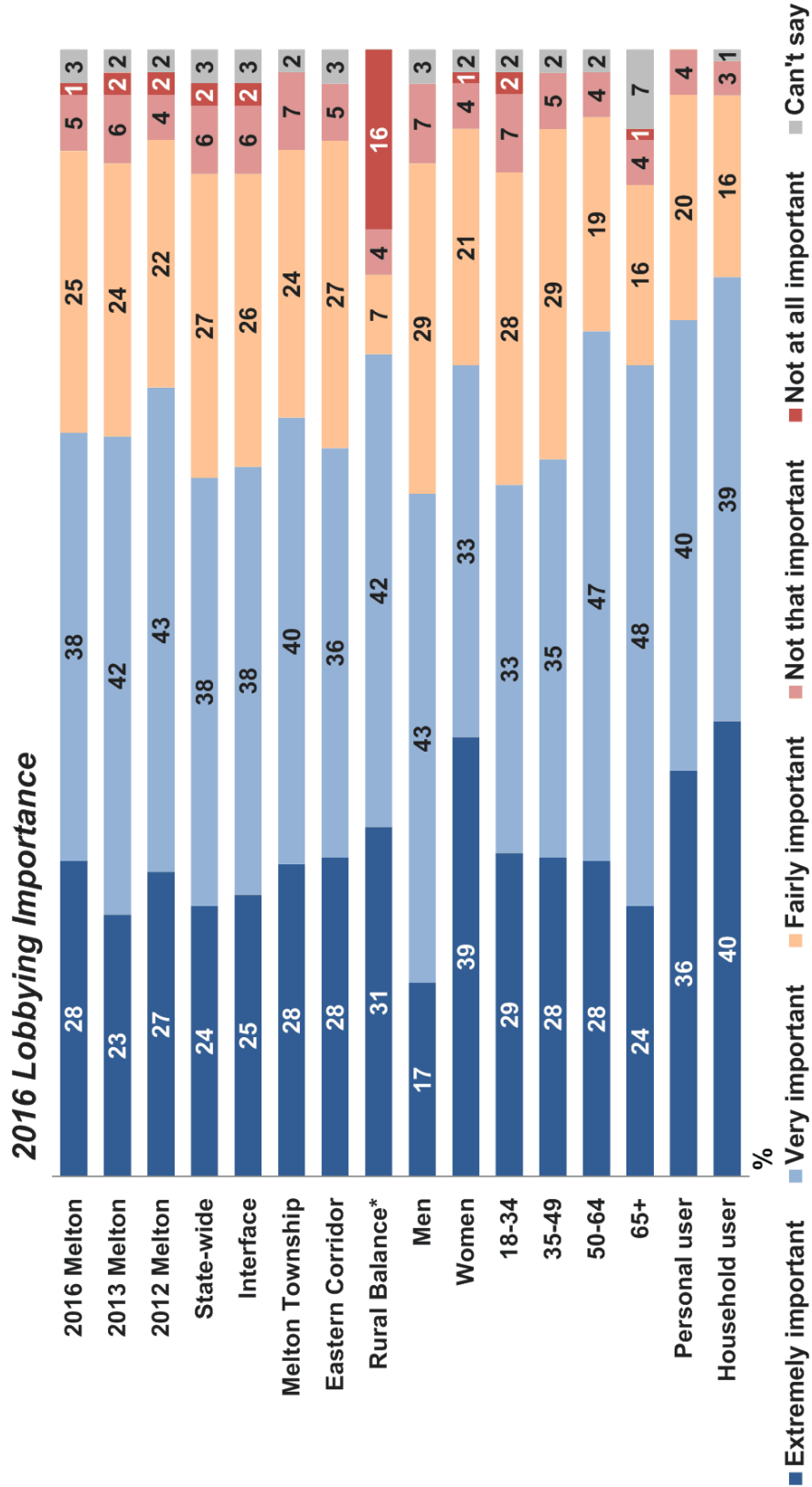
Q1. Firstly, how important should 'lobbying on behalf of the community' be as a responsibility for Council?

Base: All respondents. Councils asked state-wide: 24 Councils asked group: 3

Note: Please see slide 5 for explanation about significant differences

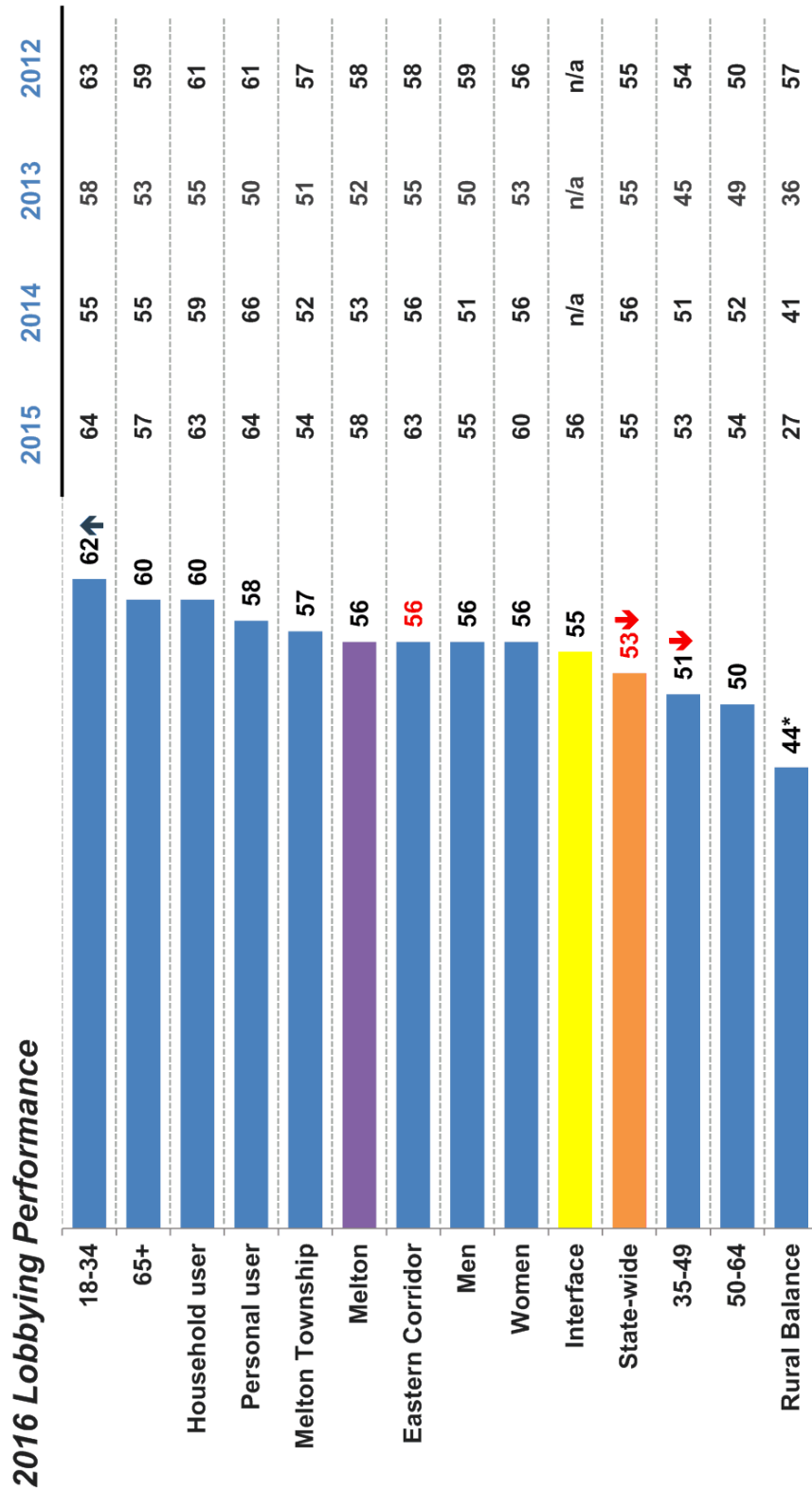


# 2016 LOBBYING ON BEHALF OF THE COMMUNITY IMPORTANCE DETAILED PERCENTAGES



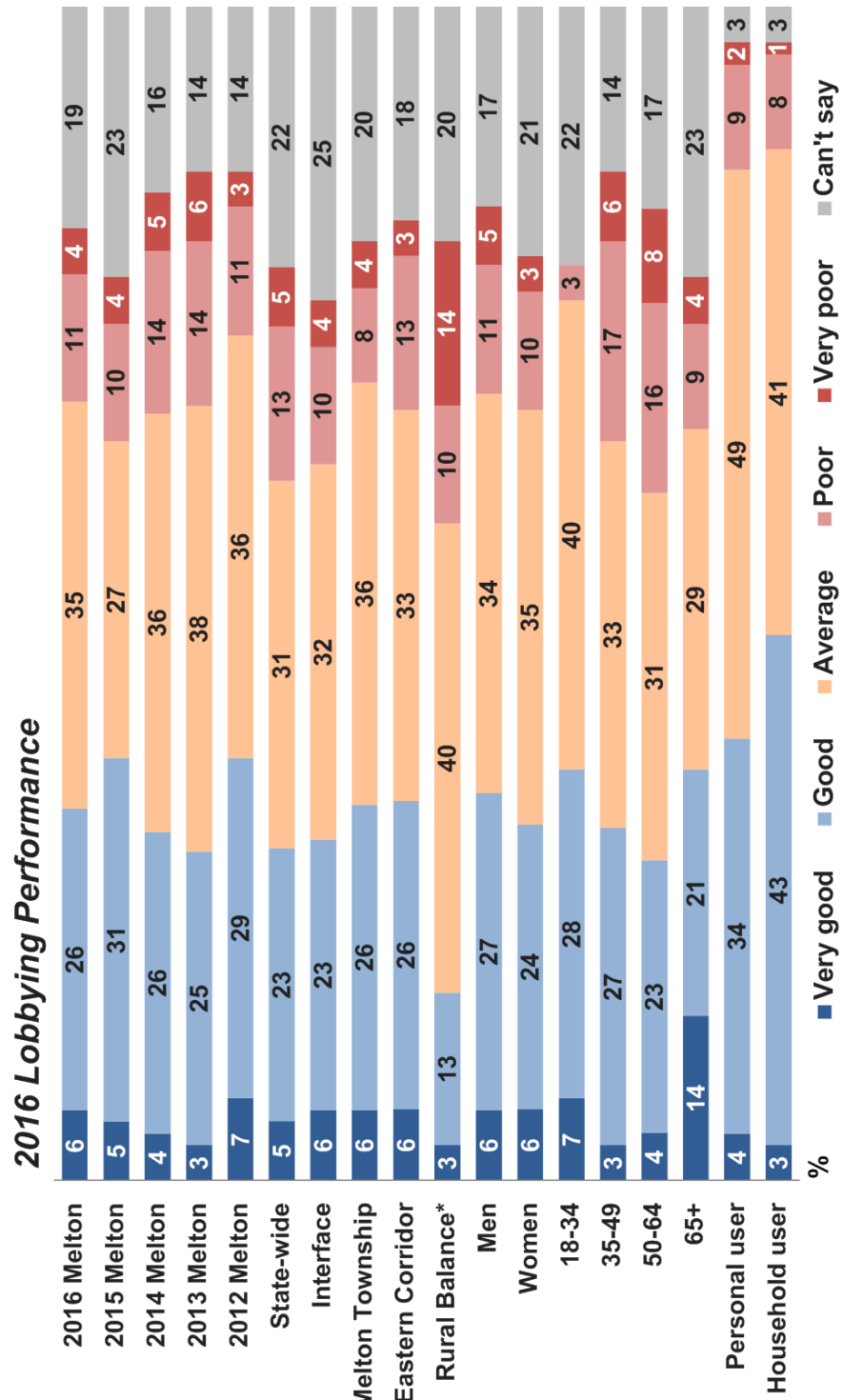
Q1. Firstly, how important should 'lobbying on behalf of the community' be as a responsibility for Council?  
 Base: All respondents. Councils asked state-wide: 24 Councils asked around: 3

# 2016 LOBBYING ON BEHALF OF THE COMMUNITY PERFORMANCE INDEX SCORES



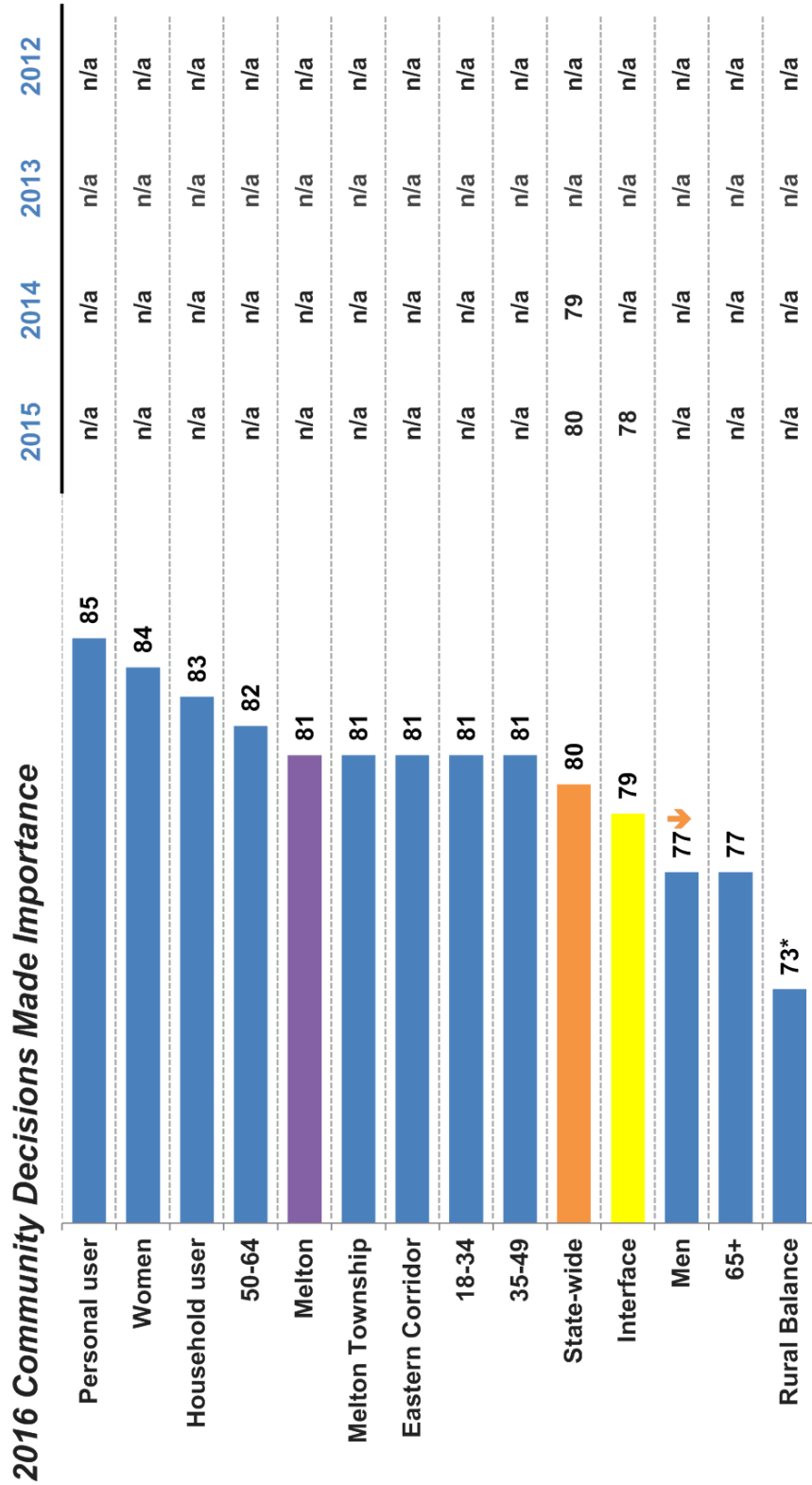
Q2. How has Council performed on 'lobbying on behalf of the community' over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 69 Councils asked group: 6  
 Note: Please see slide 5 for explanation about significant differences

# 2016 LOBBYING ON BEHALF OF THE COMMUNITY PERFORMANCE DETAILED PERCENTAGES



Q2. How has Council performed on 'lobbying on behalf of the community' over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 69 Councils asked group: 6

# 2016 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY IMPORTANCE INDEX SCORES



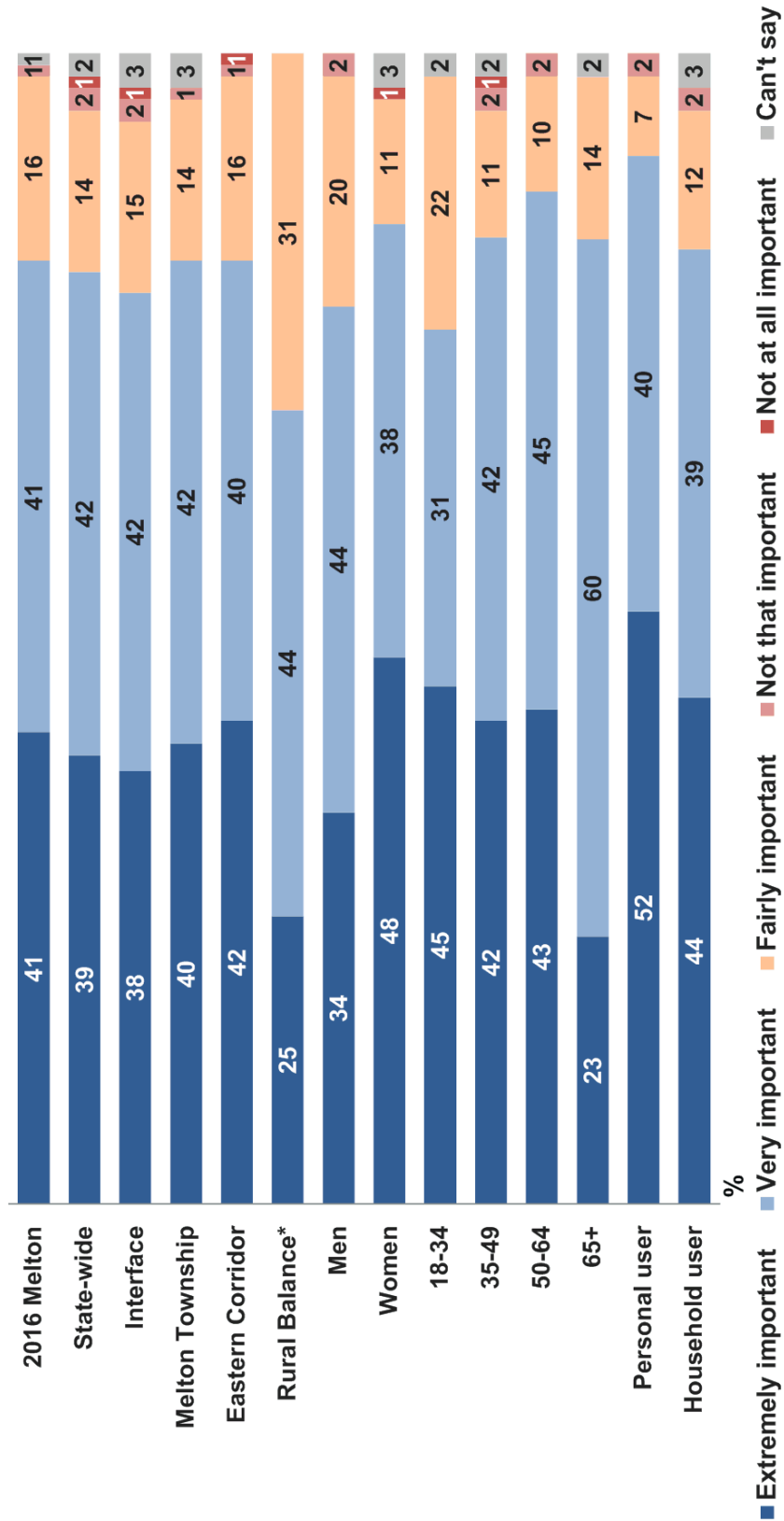
Q1. Firstly, how important should 'decisions made in the interest of the community' be as a responsibility for Council?

Base: All respondents. Councils asked state-wide: 15 Councils asked group: 3

Note: Please see slide 5 for explanation about significant differences

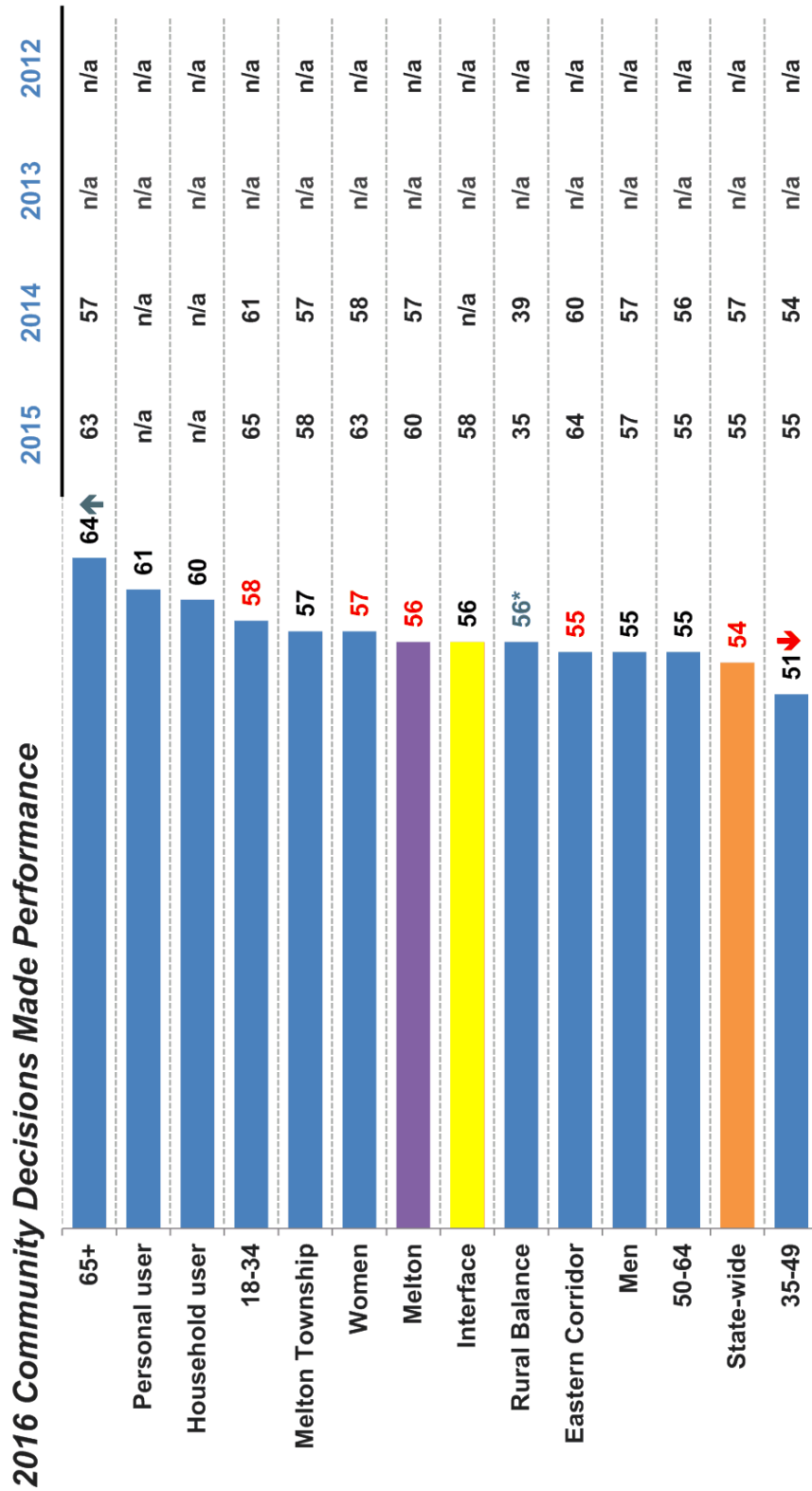
# 2016 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY IMPORTANCE DETAILED PERCENTAGES

2016 Community Decisions Made Importance



Q1. Firstly, how important should 'decisions made in the interest of the community' be as a responsibility for Council?  
 Base: All respondents. Councils asked state-wide. 15 Councils asked n.m.m.u. 3

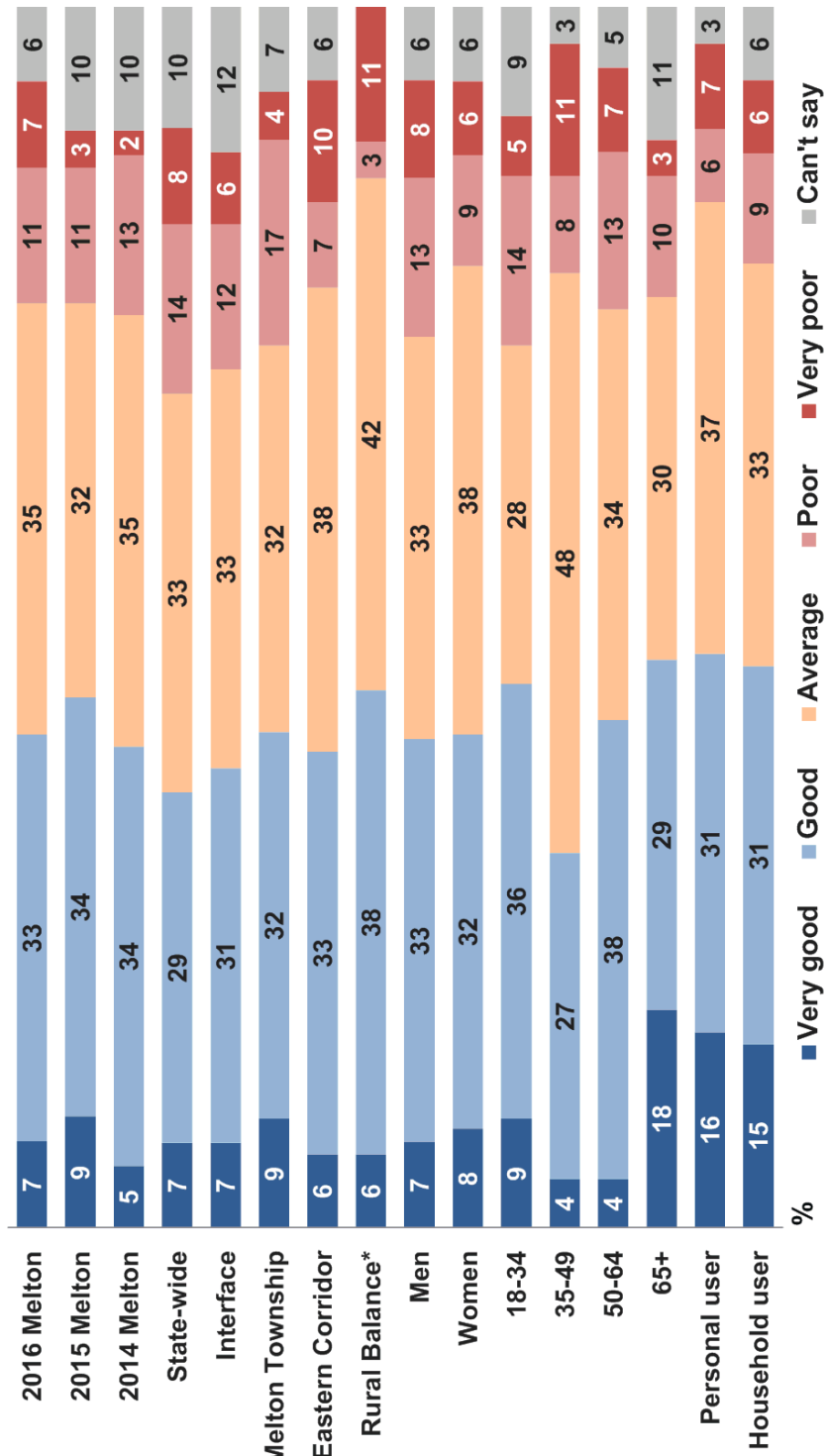
# 2016 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY PERFORMANCE INDEX SCORES



Q2. How has Council performed on 'decisions made in the interest of the community' over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 69 Councils asked group: 6  
 Note: Please see slide 5 for explanation about significant differences

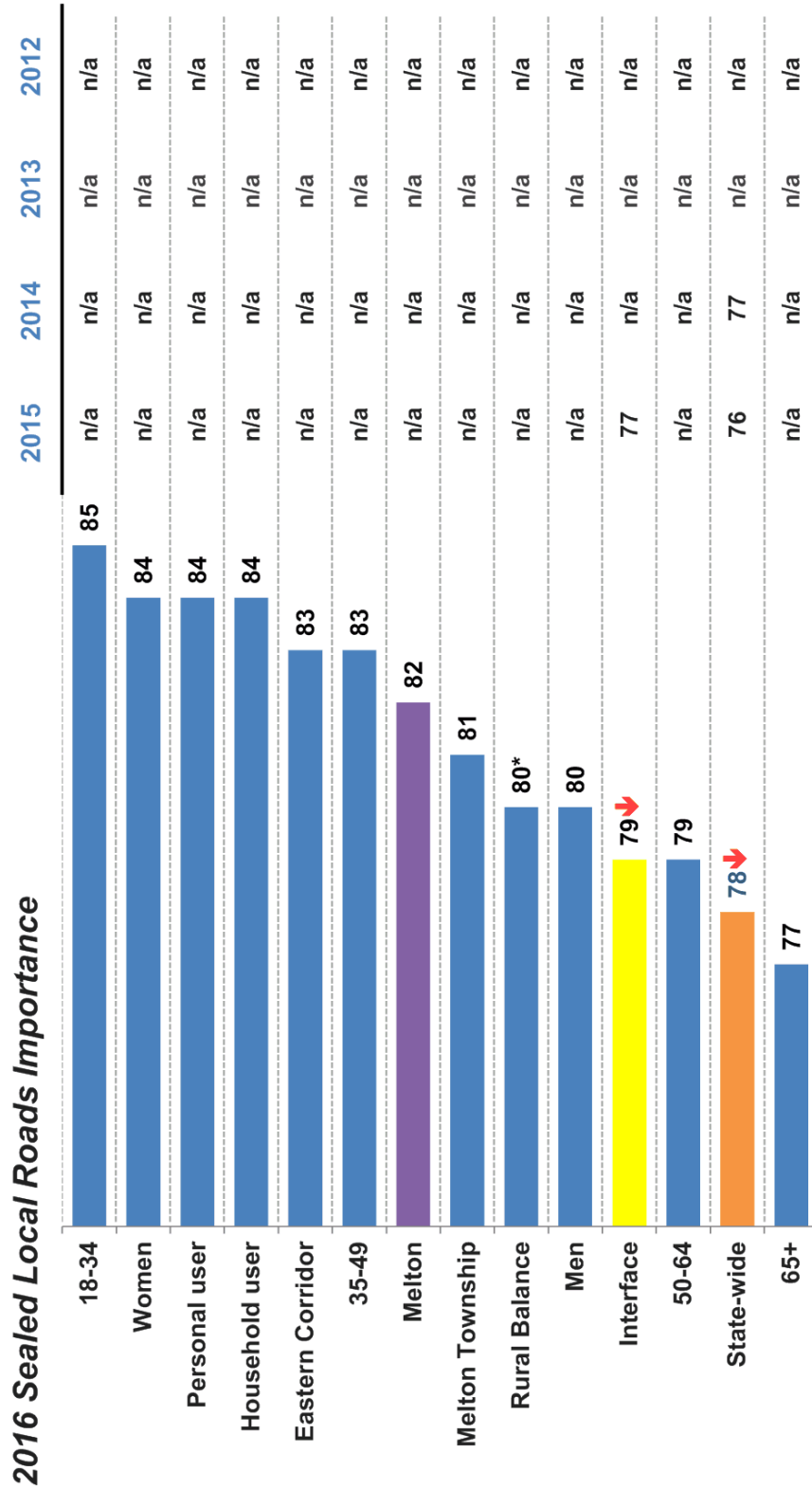
# 2016 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY PERFORMANCE DETAILED PERCENTAGES

2016 Community Decisions Made Performance



Q2. How has Council performed on 'decisions made in the interest of the community' over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 69 Councils asked group: 6

# 2016 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA IMPORTANCE INDEX SCORES



Q1. Firstly, how important should 'the condition of sealed local roads in your area' be as a responsibility for Council?

Base: All respondents. Councils asked state-wide: 17 Councils asked group: 3

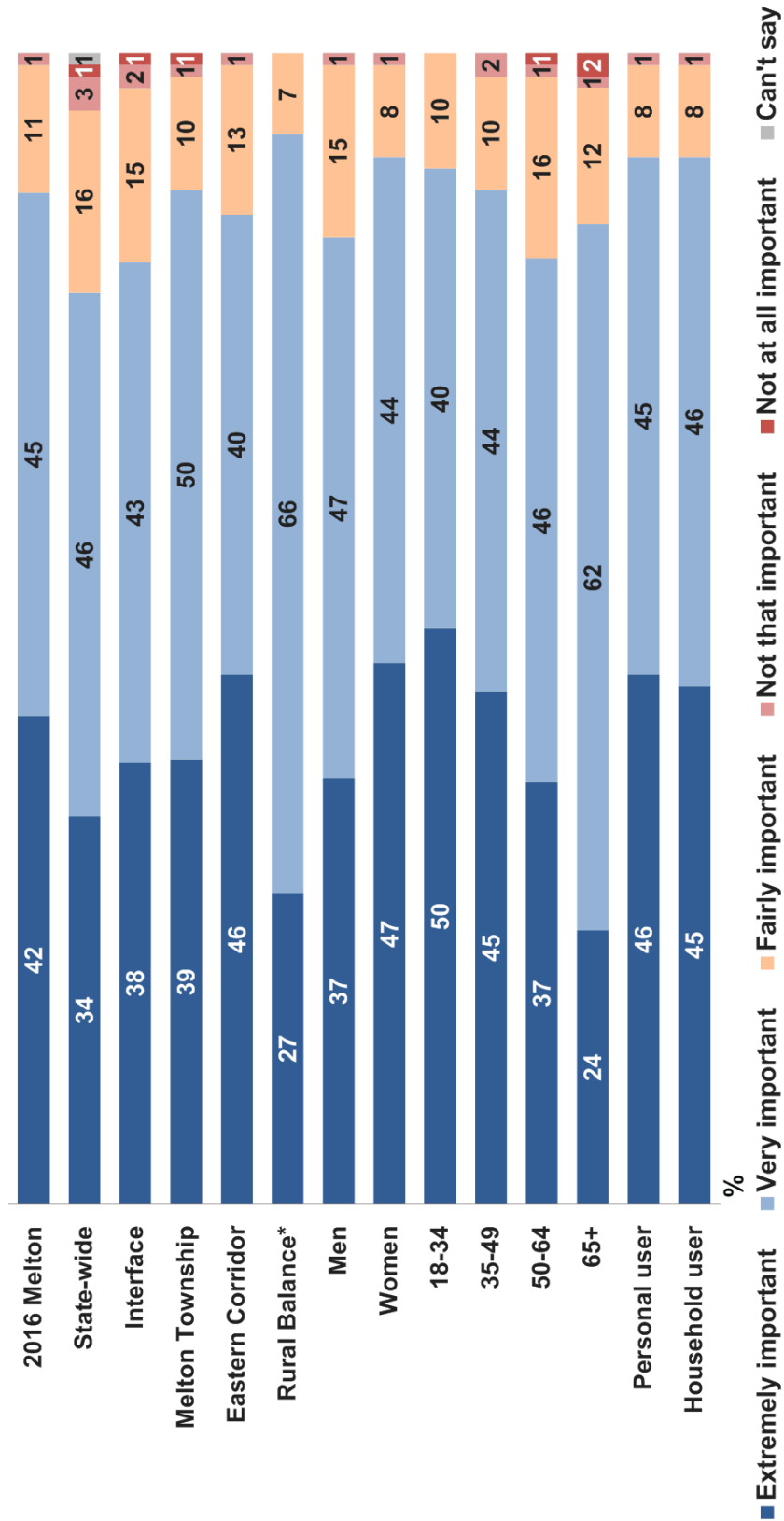
Note: Please see slide 5 for explanation about significant differences





# 2016 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA IMPORTANCE DETAILED PERCENTAGES

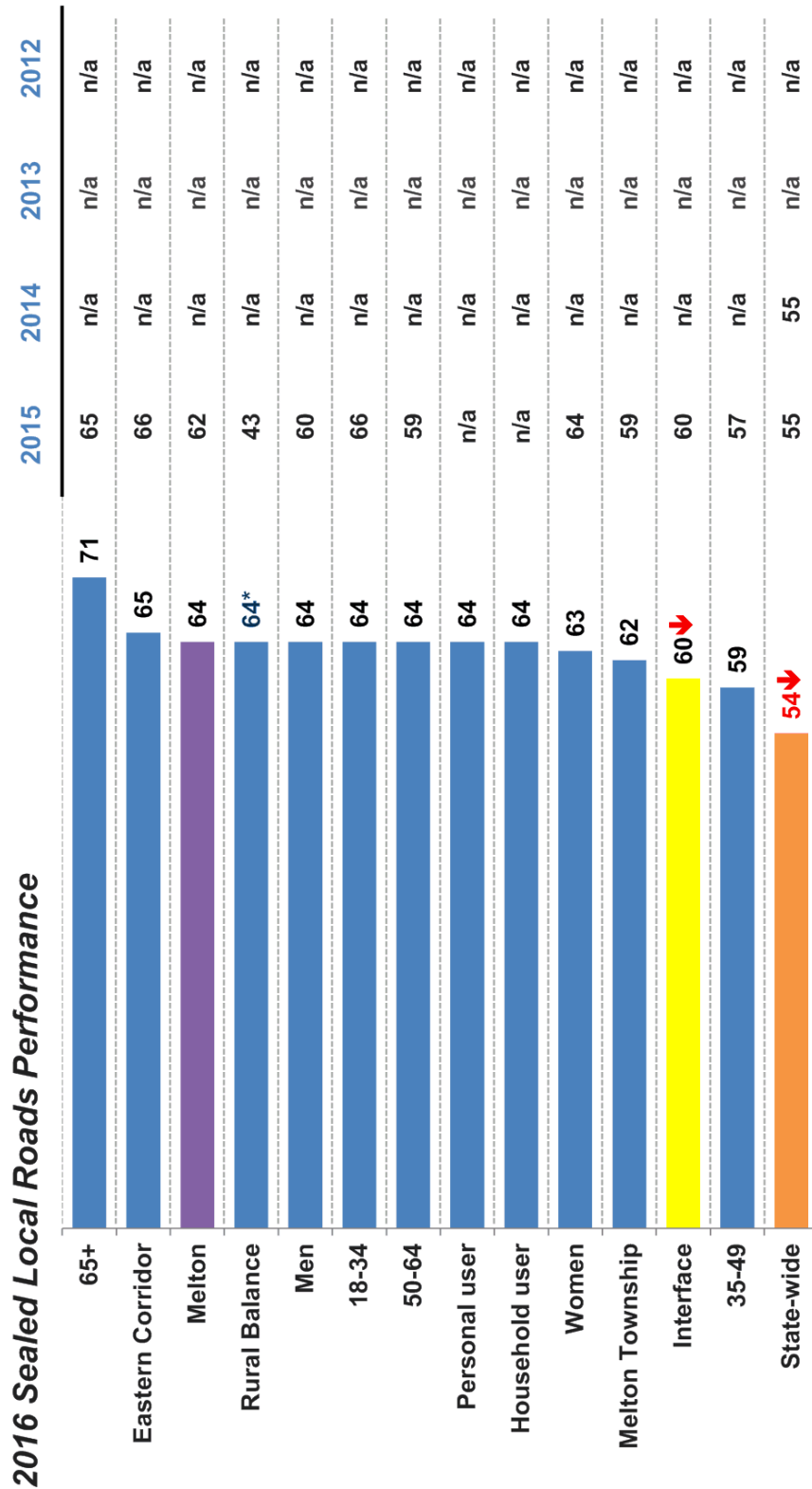
2016 Sealed Local Roads Importance



Q1. Firstly, how important should 'the condition of sealed local roads in your area' be as a responsibility for Council?

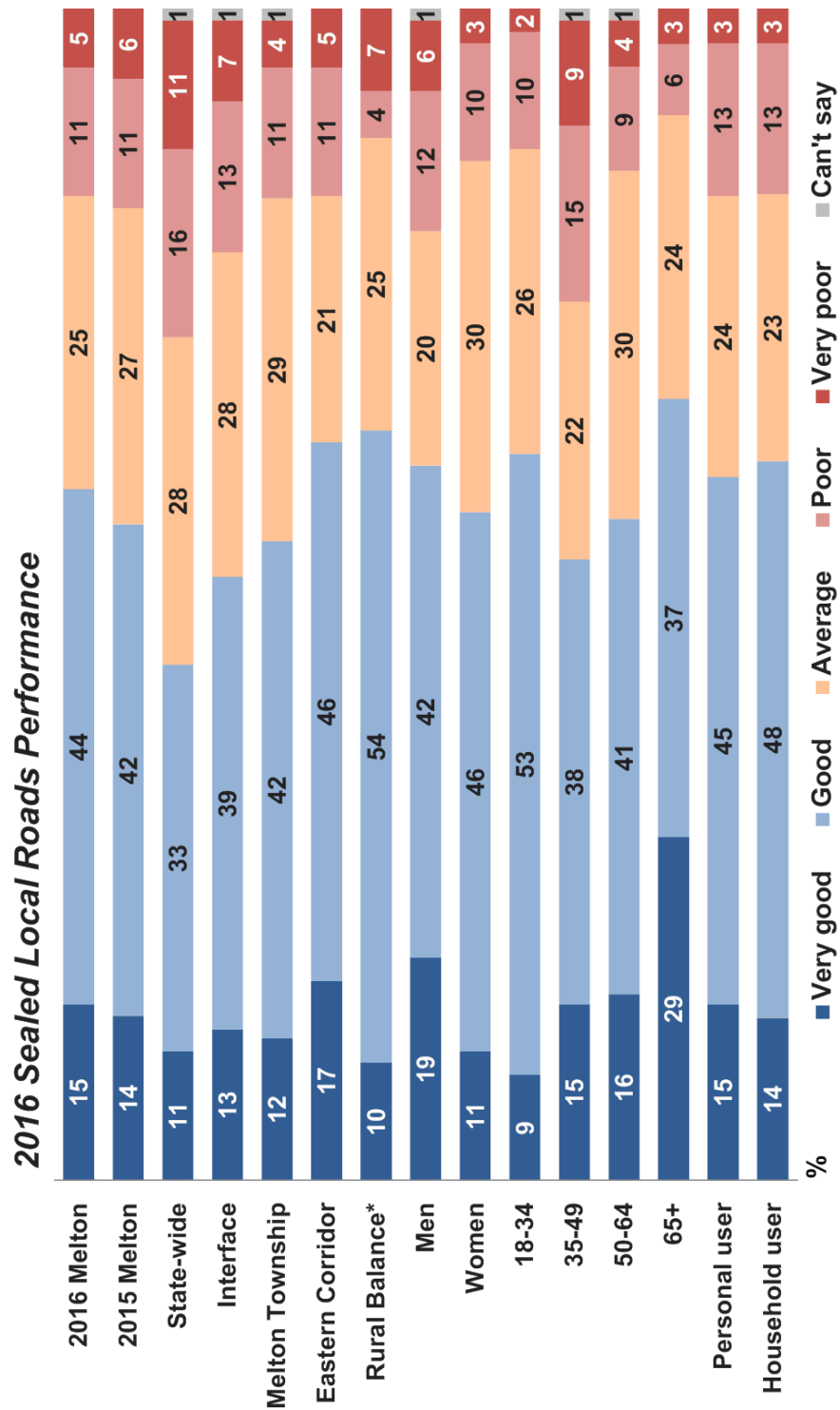
Base: All respondents. Councils asked state-wide: 17 Councils asked group: 3

# 2016 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA PERFORMANCE INDEX SCORES



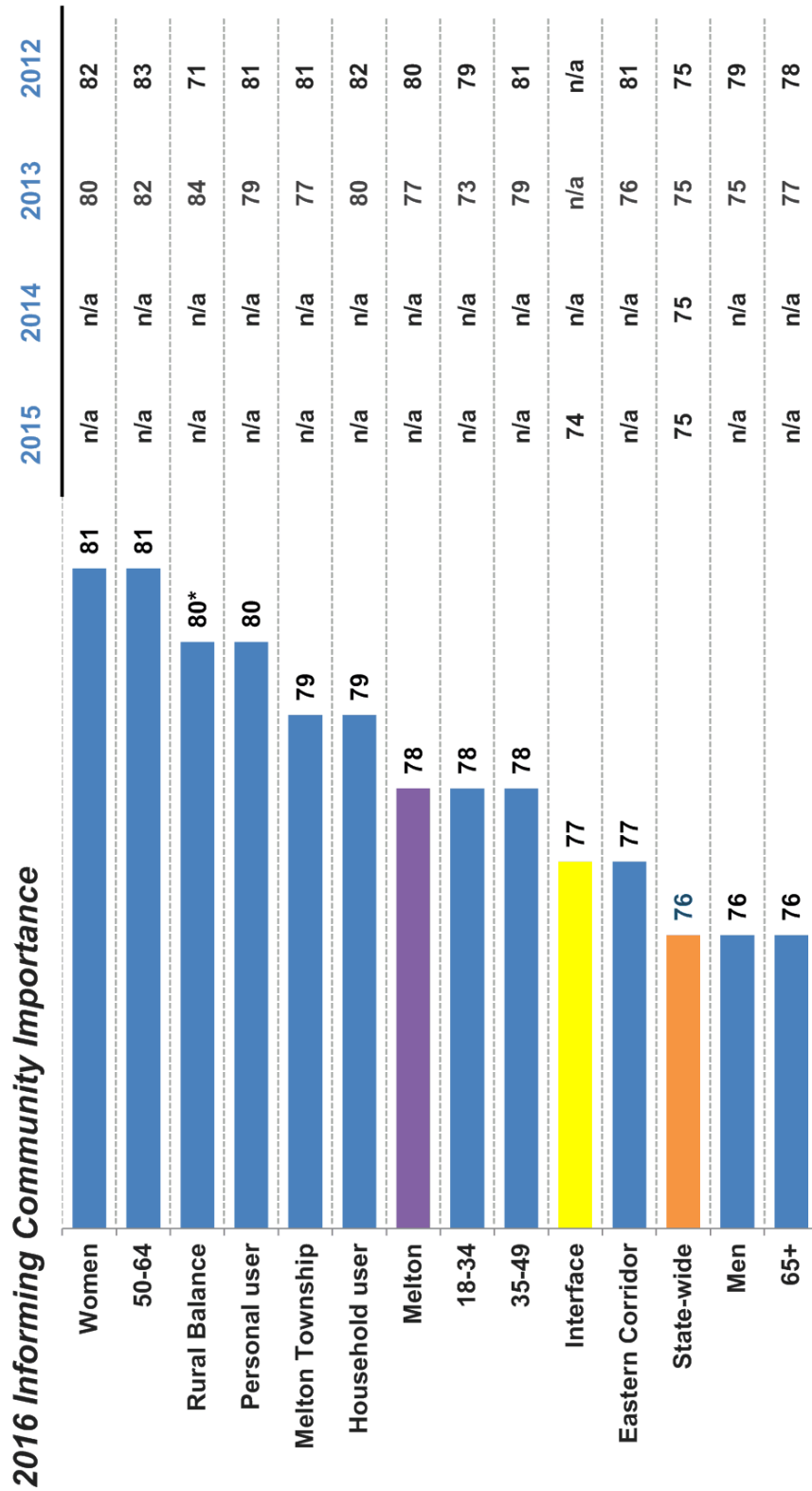
Q2. How has Council performed on 'the condition of sealed local roads in your area' over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 69 Councils asked group: 6  
 Note: Please see slide 5 for explanation about significant differences

# 2016 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA PERFORMANCE DETAILED PERCENTAGES



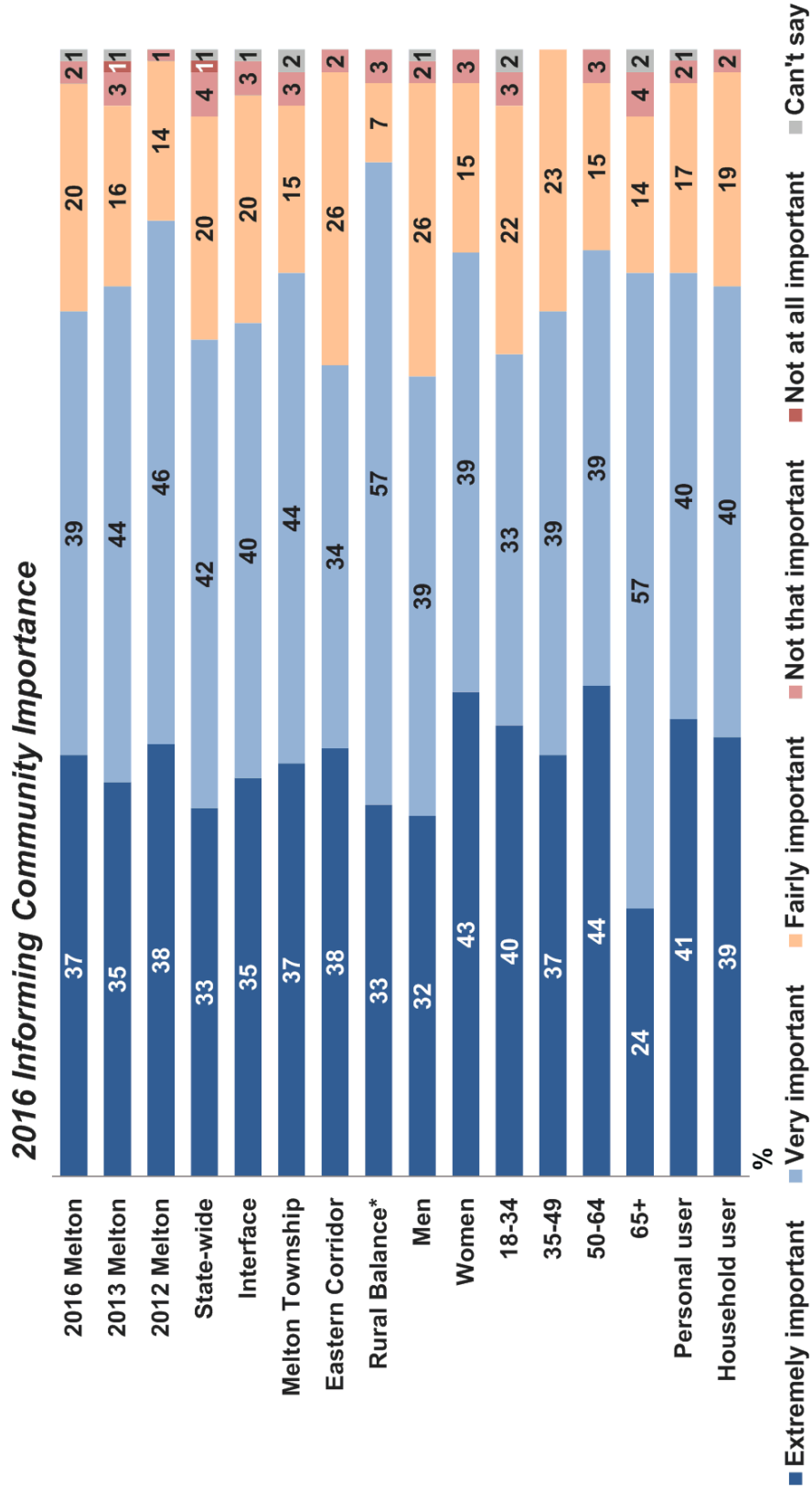
Q2. How has Council performed on 'the condition of sealed local roads in your area' over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 69 Councils asked around: 6

# 2016 INFORMING THE COMMUNITY IMPORTANCE INDEX SCORES



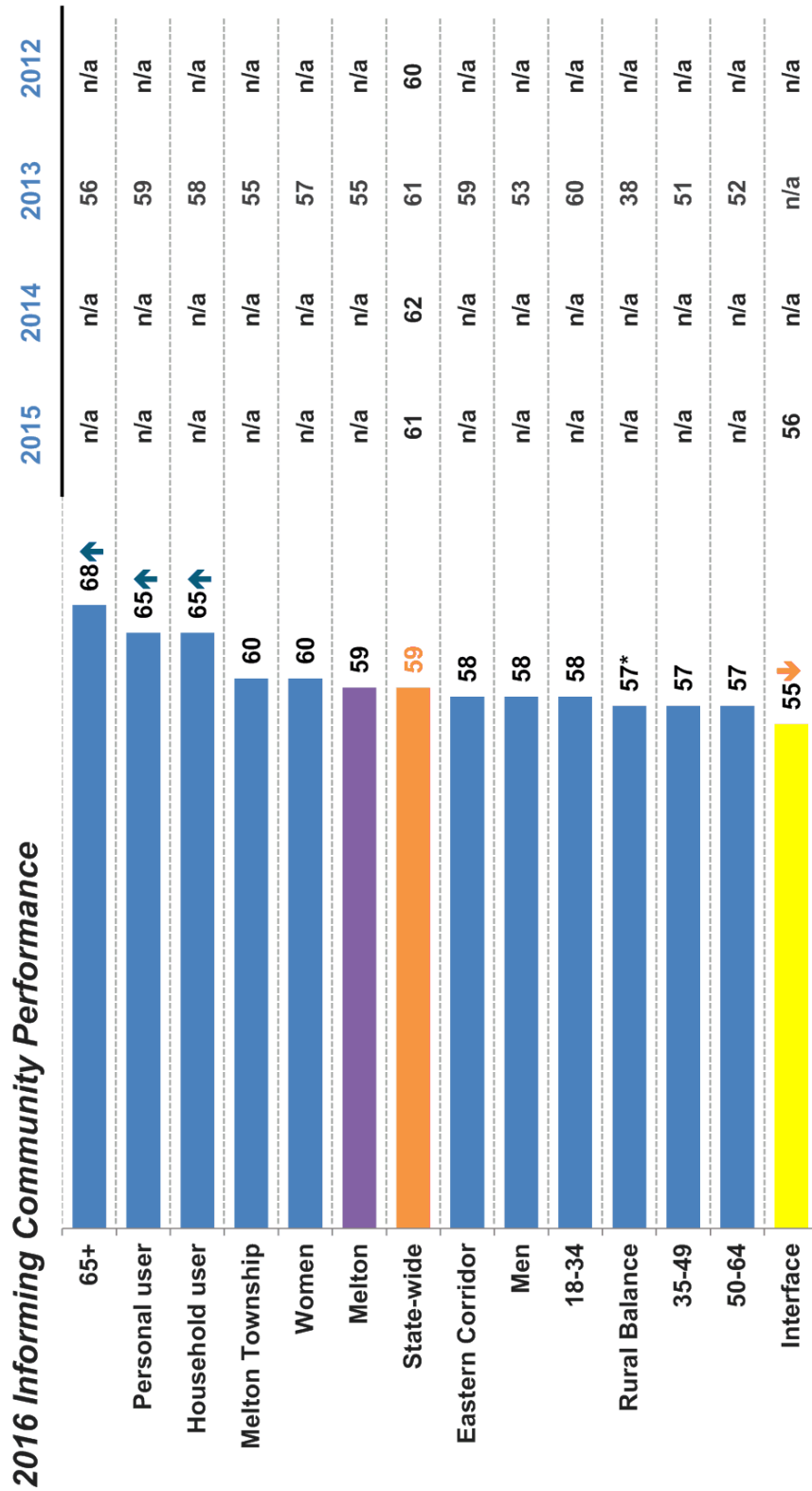
Q1. Firstly, how important should 'informing the community' be as a responsibility for Council?  
 Base: All respondents. Councils asked state-wide: 25 Councils asked group: 3  
 Note: Please see slide 5 for explanation about significant differences

# 2016 INFORMING THE COMMUNITY IMPORTANCE DETAILED PERCENTAGES



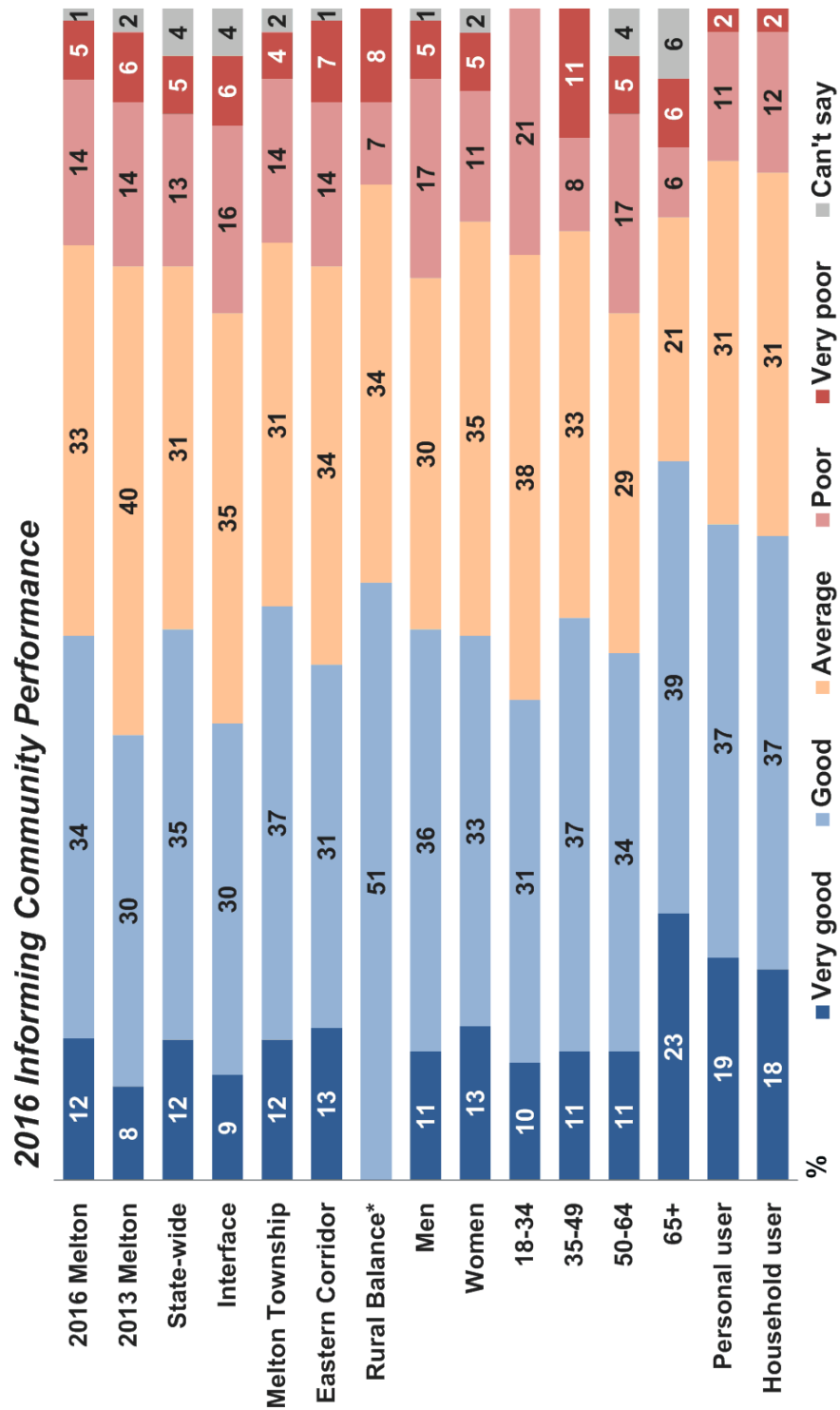
Q1. Firstly, how important should 'informing the community' be as a responsibility for Council?  
 Base: All respondents. Councils asked state-wide: 25 Councils asked group: 3

# 2016 INFORMING THE COMMUNITY PERFORMANCE INDEX SCORES



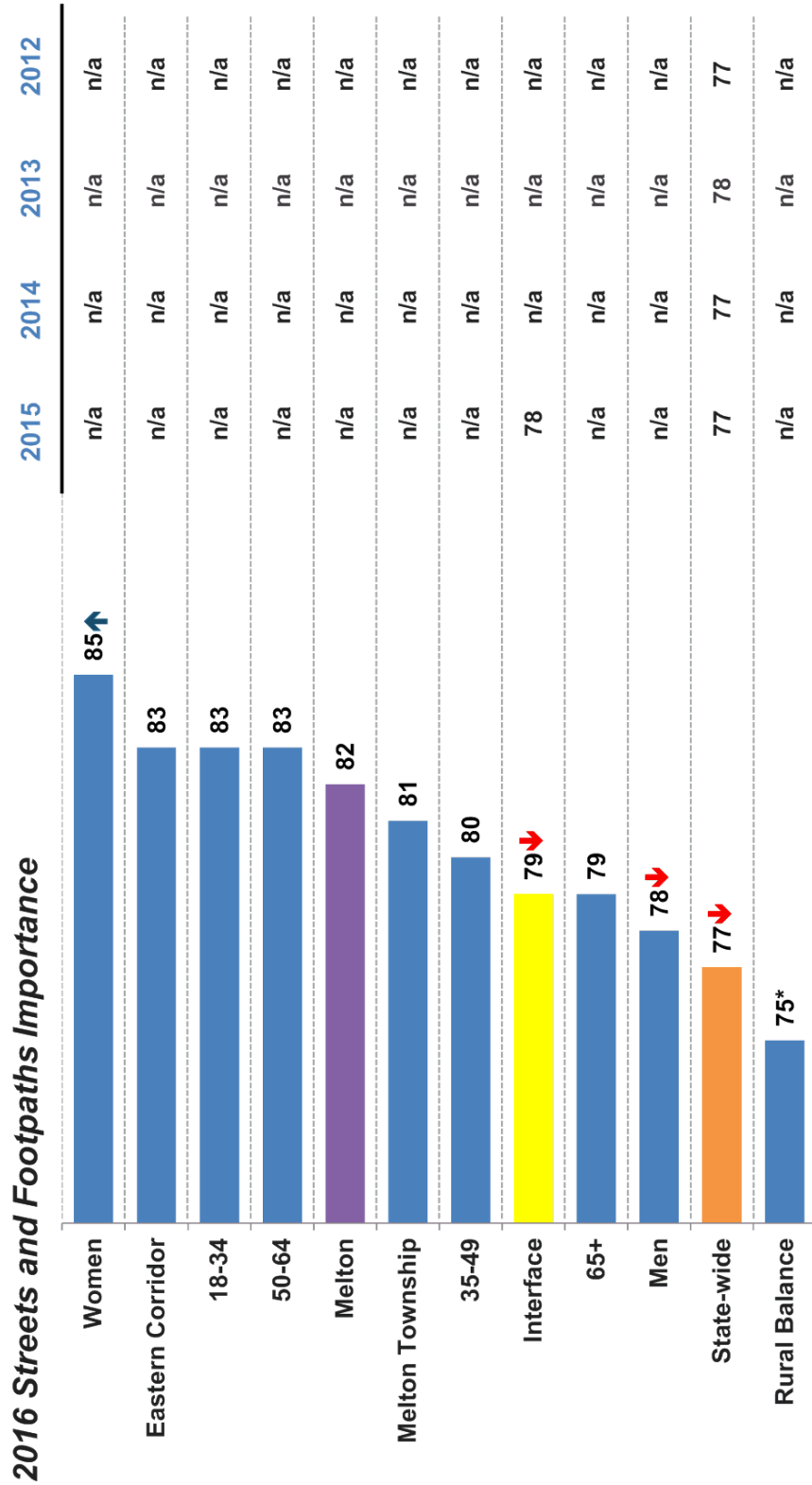
Q2. How has Council performed on 'informing the community' over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 37 Councils asked group: 3  
 Note: Please see slide 5 for explanation about significant differences

# 2016 INFORMING THE COMMUNITY PERFORMANCE DETAILED PERCENTAGES



Q2. How has Council performed on 'informing the community' over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 37 Councils asked group: 3

# 2016 THE CONDITION OF LOCAL STREETS AND FOOTPATHS IN YOUR AREA IMPORTANCE INDEX SCORES



Q1. Firstly, how important should the condition of local streets and footpaths in your area be as a responsibility for Council?

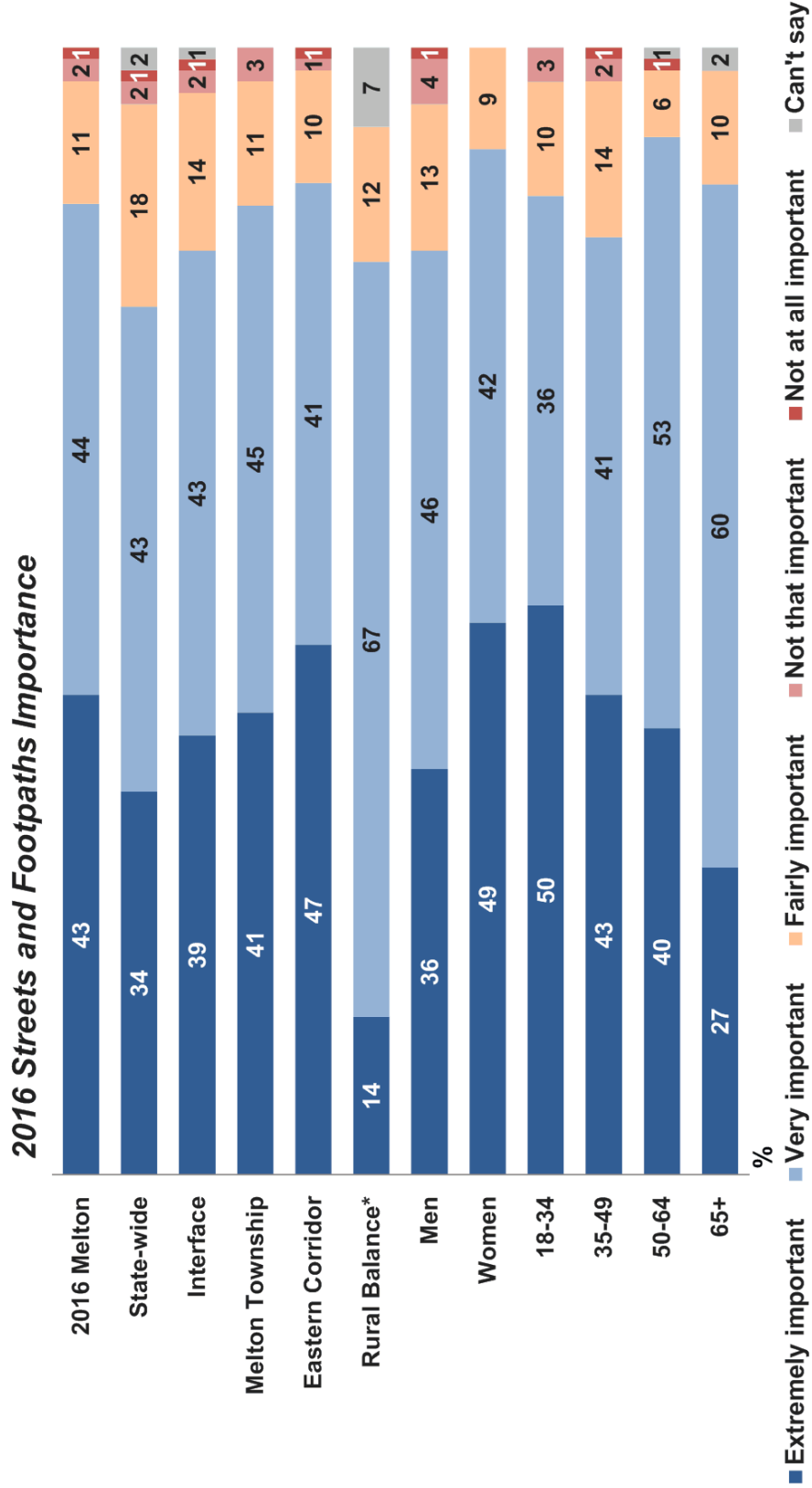
Base: All respondents. Councils asked state-wide: 27 Councils asked group: 4

Note: Please see slide 5 for explanation about significant differences





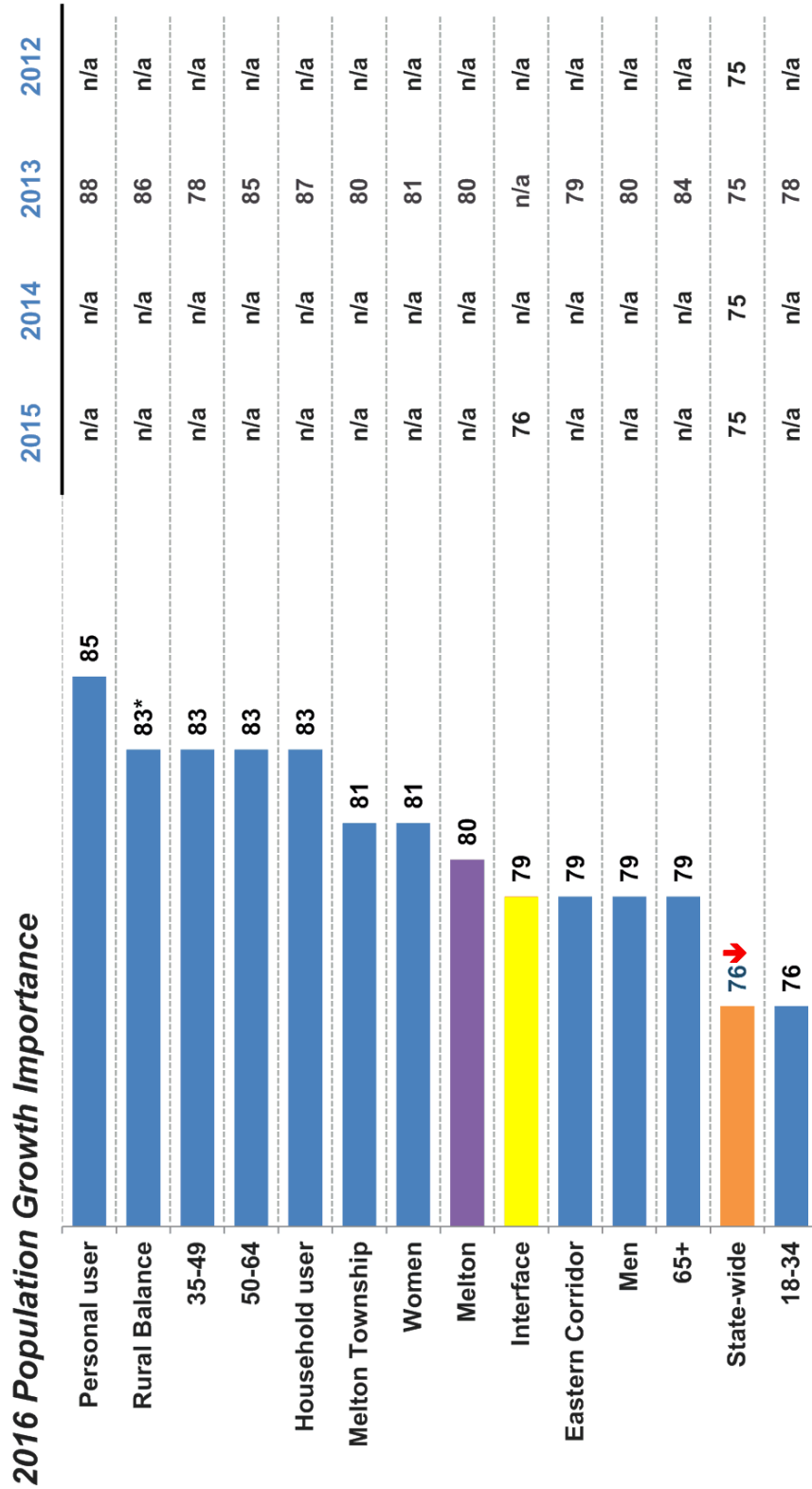
# 2016 THE CONDITION OF LOCAL STREETS AND FOOTPATHS IN YOUR AREA IMPORTANCE DETAILED PERCENTAGES



Q1. Firstly, how important should 'the condition of local streets and footpaths in your area' be as a responsibility for Council?

Base: All respondents. Councils asked state-wide: 27 Councils asked group: 4

# 2016 PLANNING FOR POPULATION GROWTH IN THE AREA IMPORTANCE INDEX SCORES

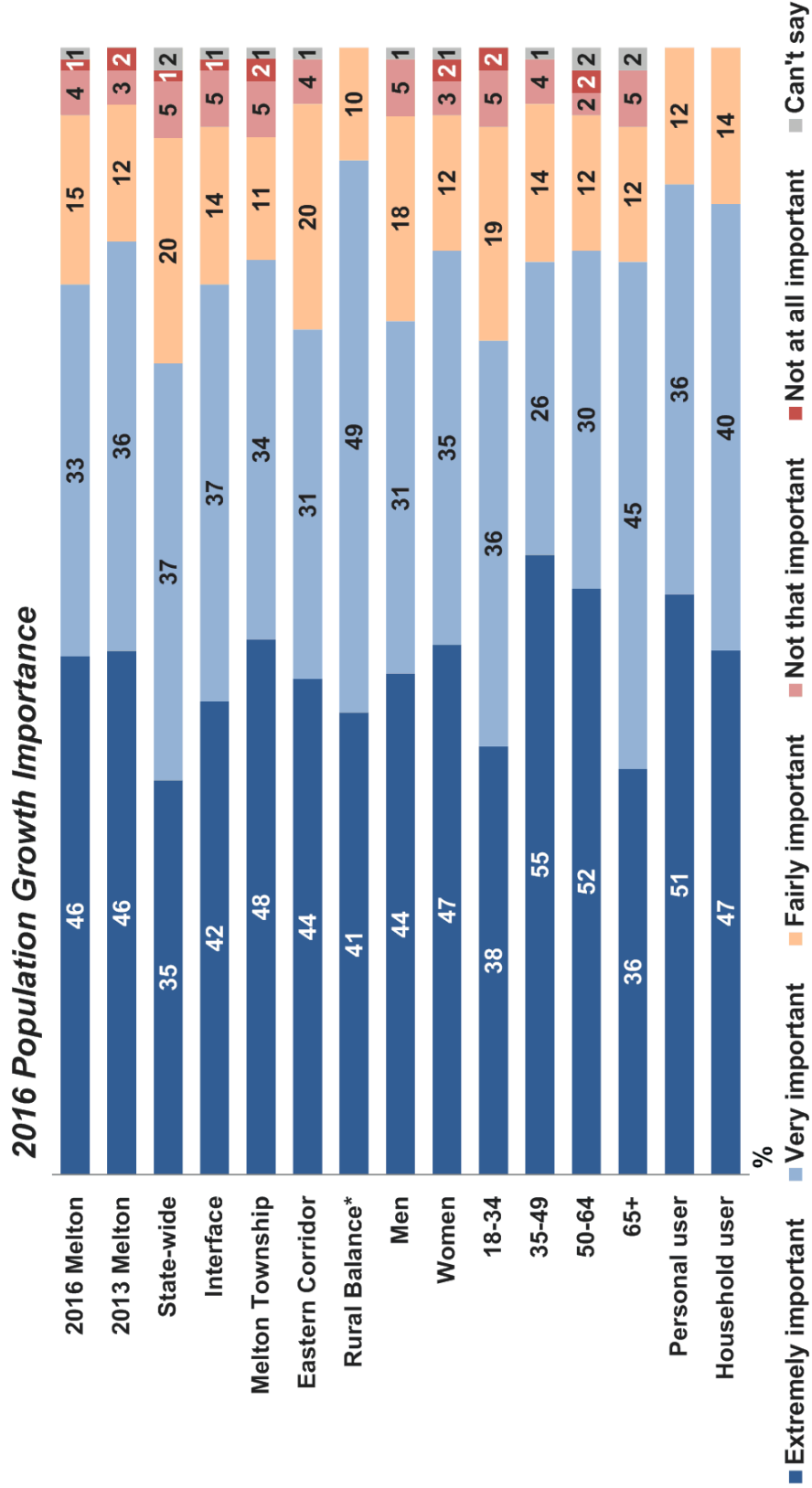


Q1. Firstly, how important should 'planning for population growth in the area' be as a responsibility for Council?

Base: All respondents. Councils asked state-wide: 14 Councils asked group: 2

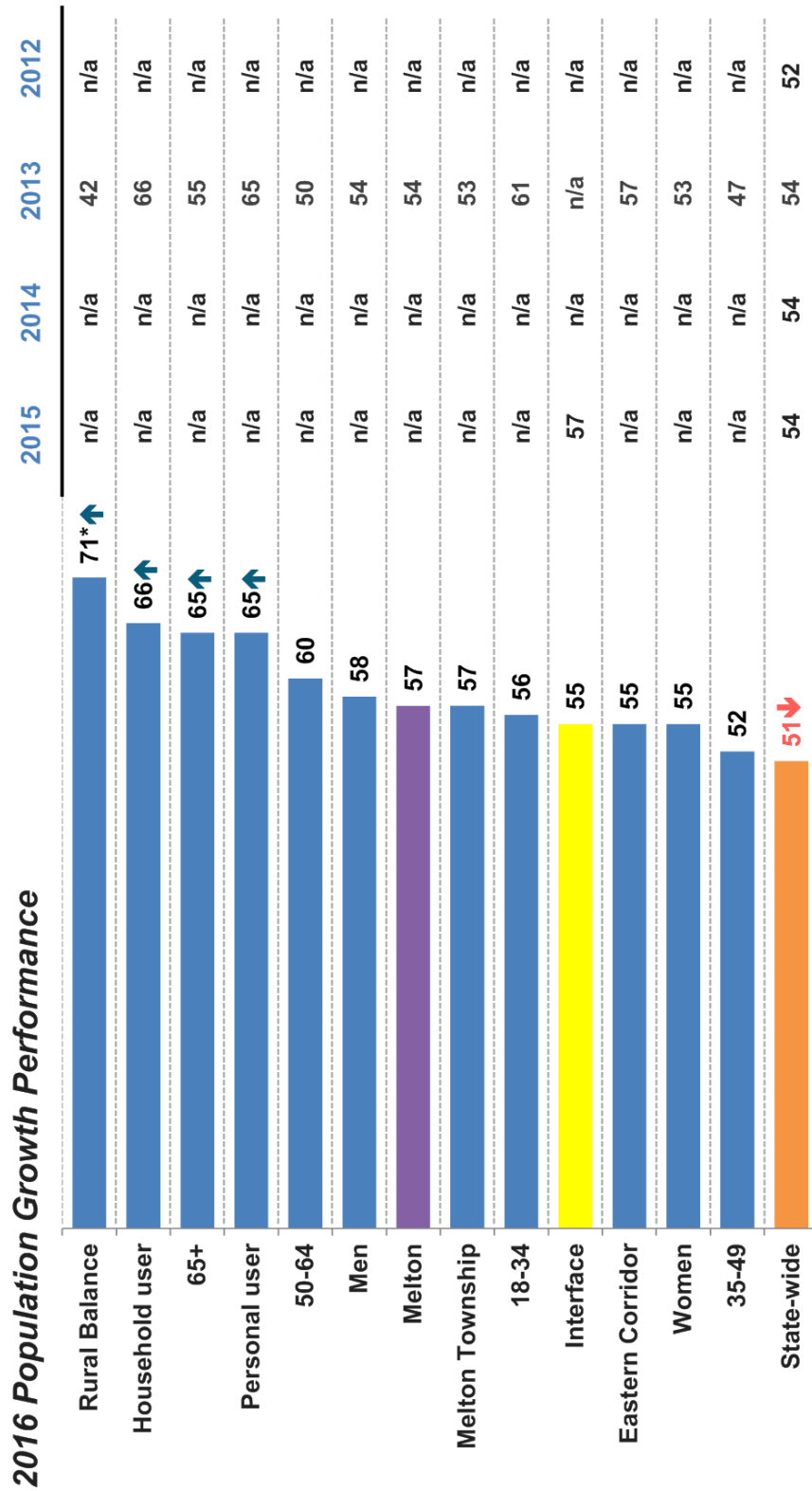
Note: Please see slide 5 for explanation about significant differences

# 2016 PLANNING FOR POPULATION GROWTH IN THE AREA IMPORTANCE DETAILED PERCENTAGES



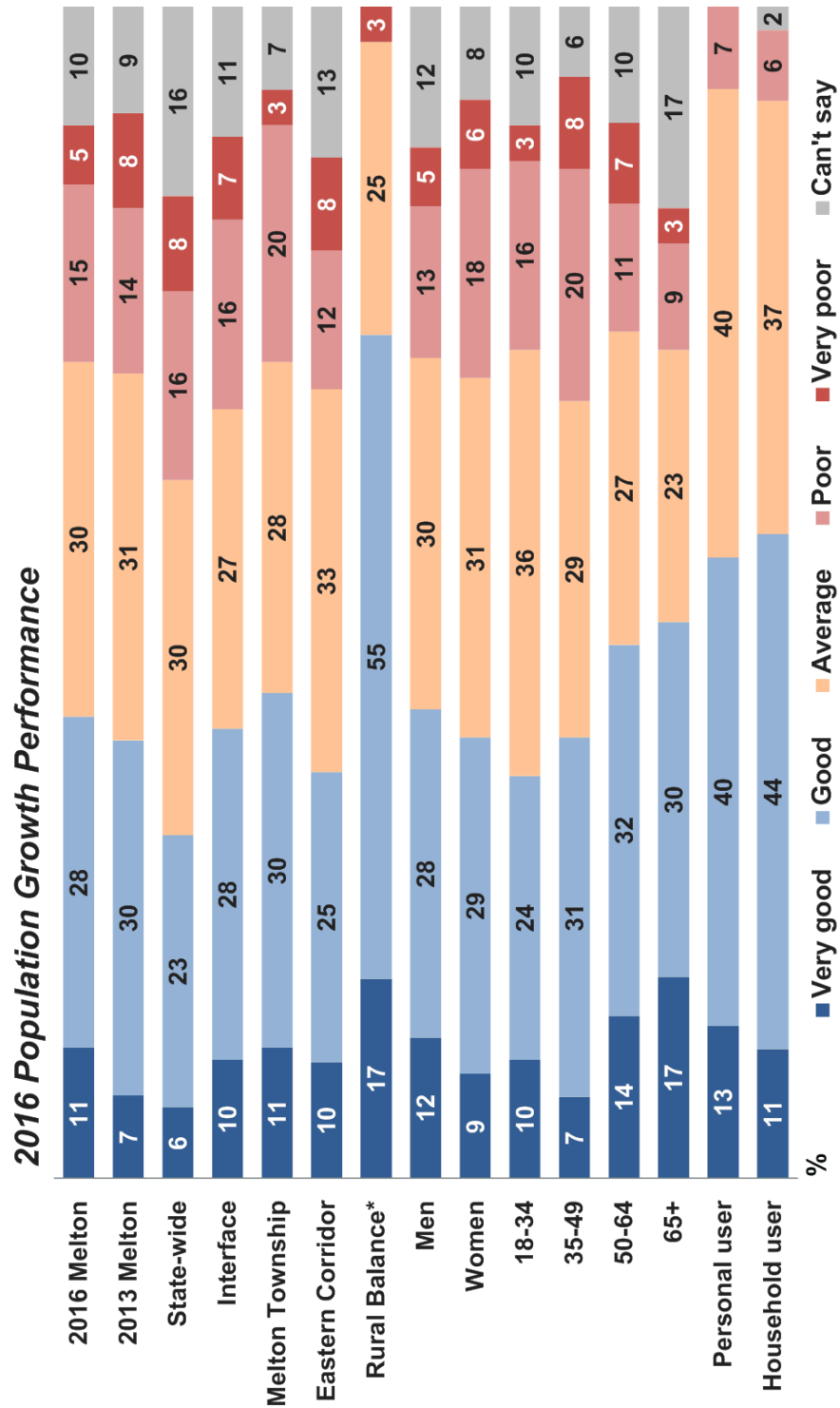
Q1. Firstly, how important should 'planning for population growth in the area' be as a responsibility for Council?  
 Base: All respondents. Councils asked etata.wida.14 Councils asked am.un.?

# 2016 PLANNING FOR POPULATION GROWTH IN THE AREA PERFORMANCE INDEX SCORES

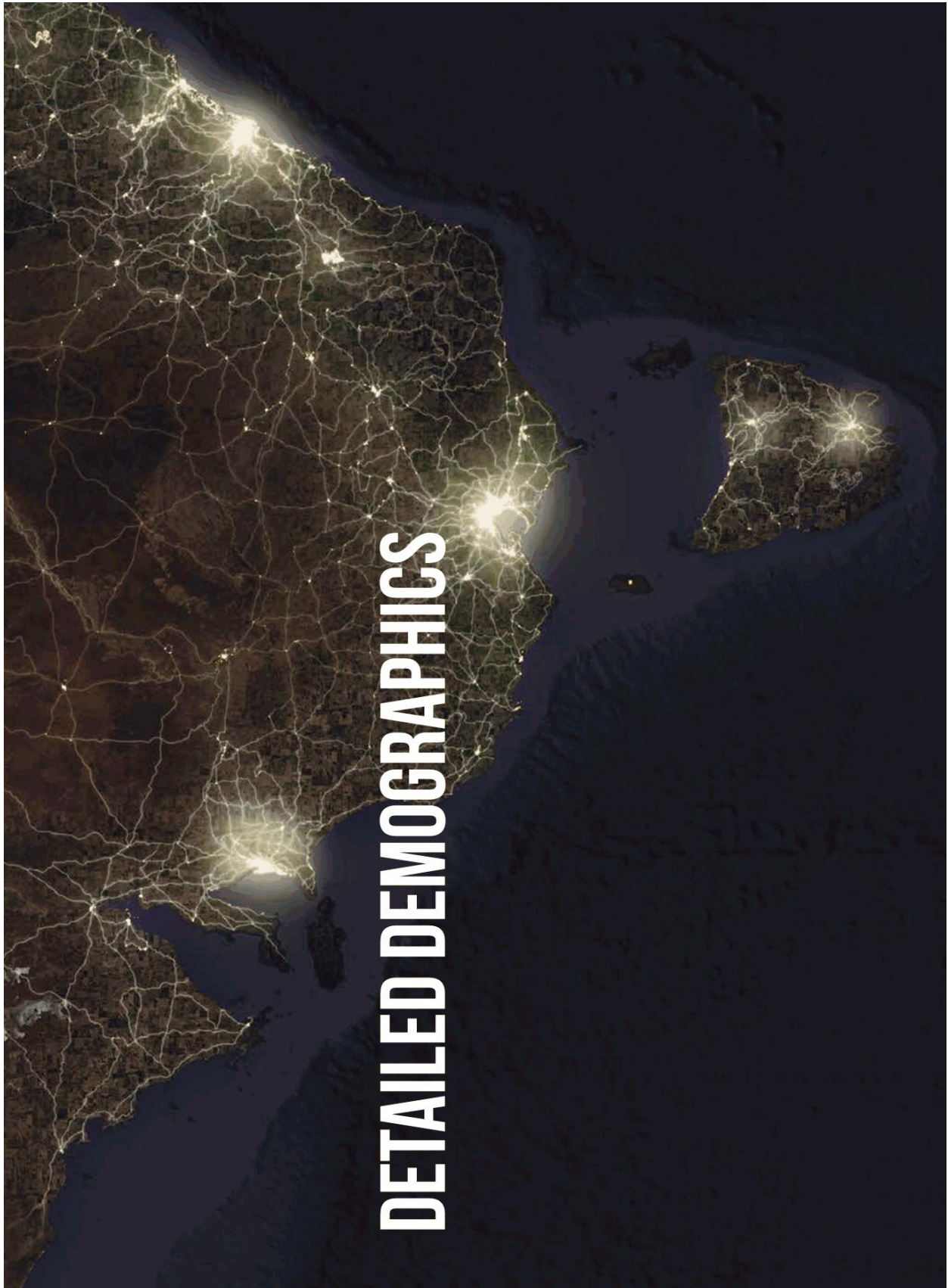


Q2. How has Council performed on 'planning for population growth in the area' over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 16 Councils asked group: 2  
 Note: Please see slide 5 for explanation about significant differences

# 2016 PLANNING FOR POPULATION GROWTH IN THE AREA PERFORMANCE DETAILED PERCENTAGES

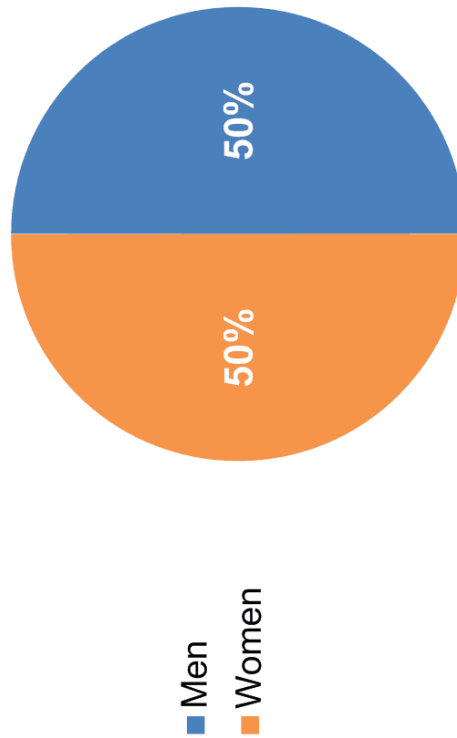


Q2. How has Council performed on 'planning for population growth in the area' over the last 12 months?  
 Base: All respondents. Council asked state-wide. 16 Council asked nr/nun. 2

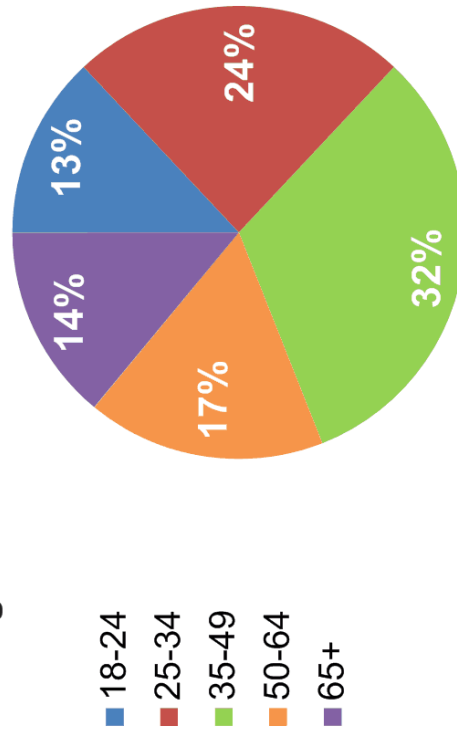


# 2016 GENDER AND AGE PROFILE

**Gender**



**Age**

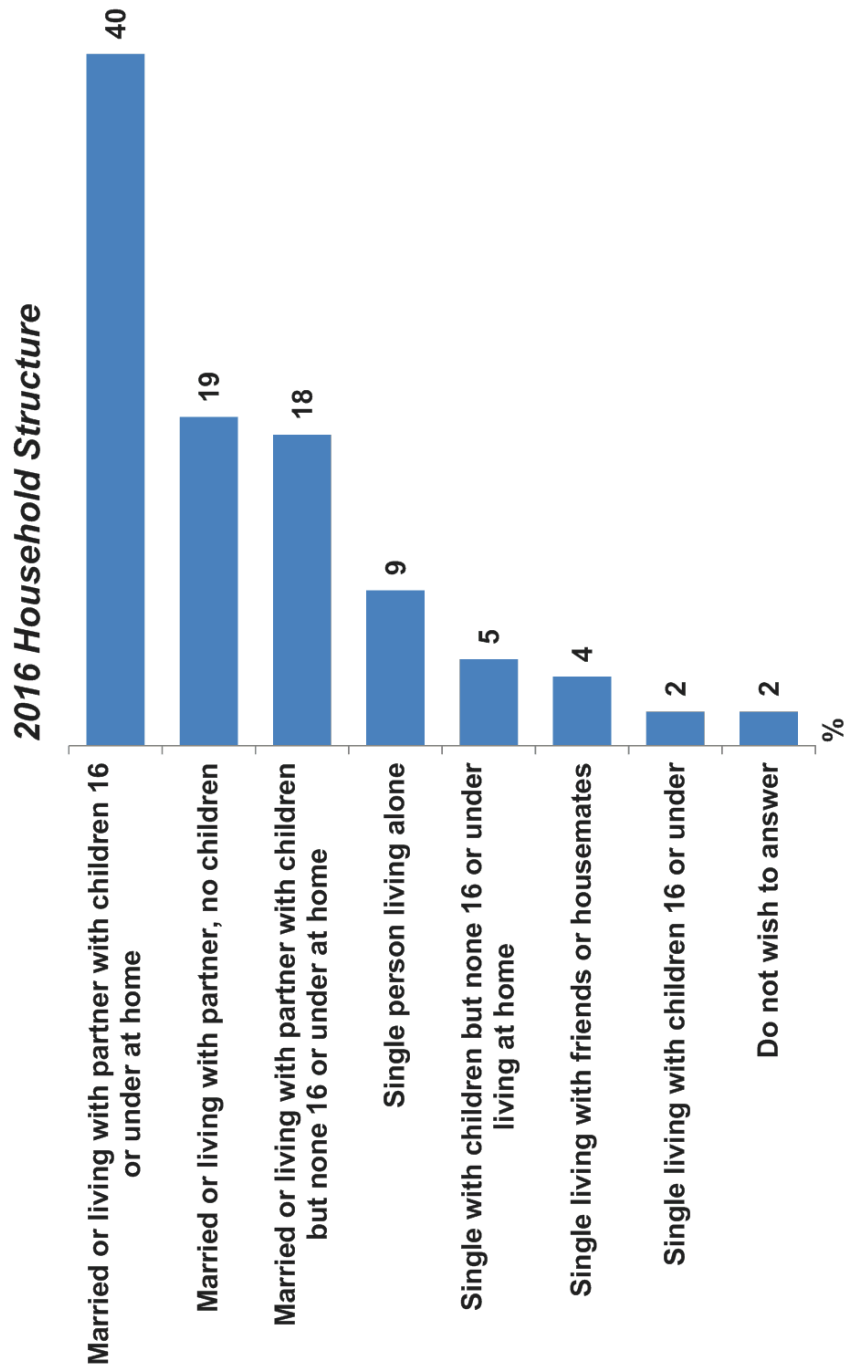


*Please note that for the reason of simplifying reporting, interlocking age and gender reporting has not been included in this report. Interlocking age and gender analysis is still available in the dashboard and data tables provided alongside this report.*



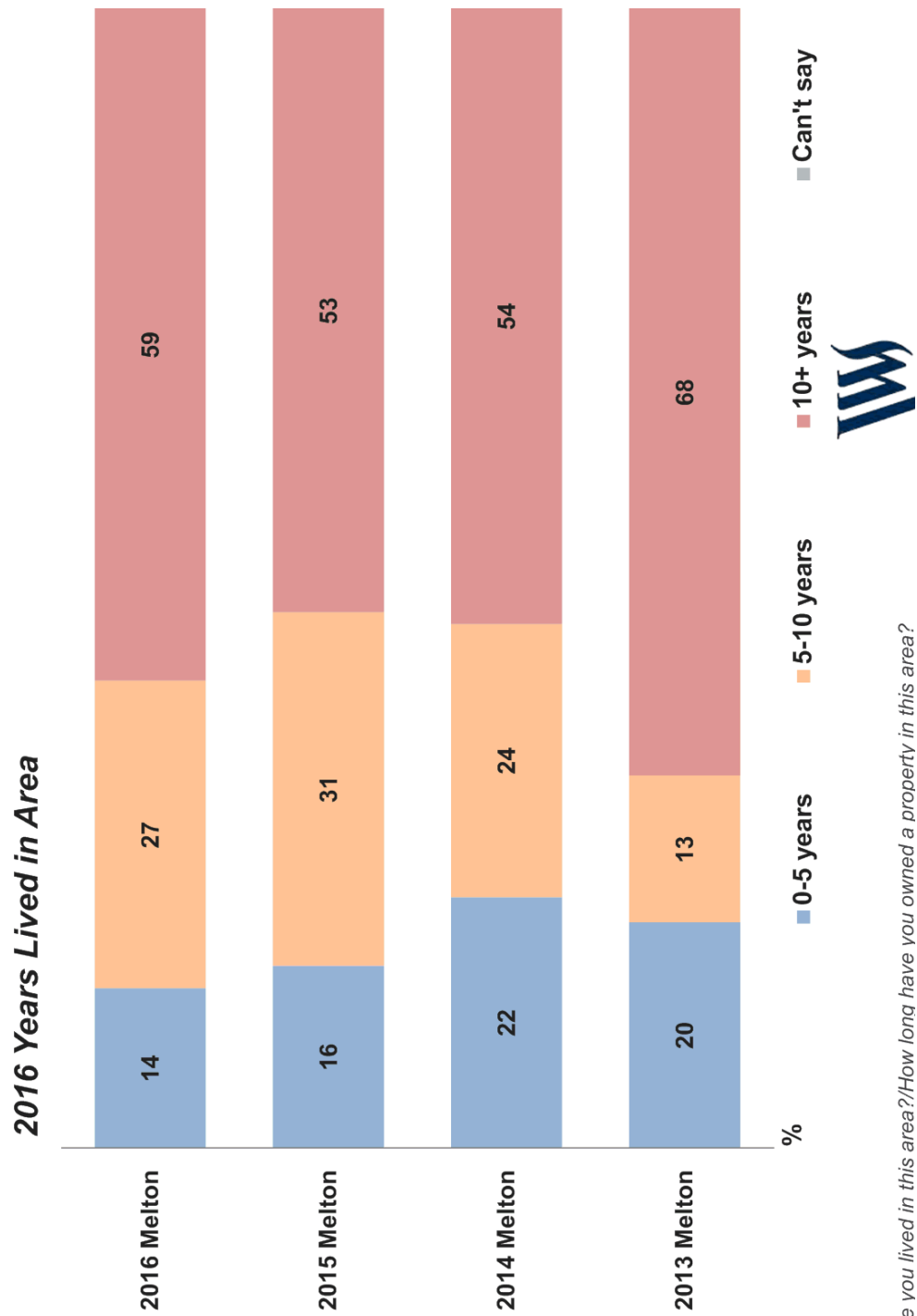
S3. [Record gender] / S4. To which of the following age groups do you belong?

# 2016 HOUSEHOLD STRUCTURE



S6. Which of the following BEST describes your household?

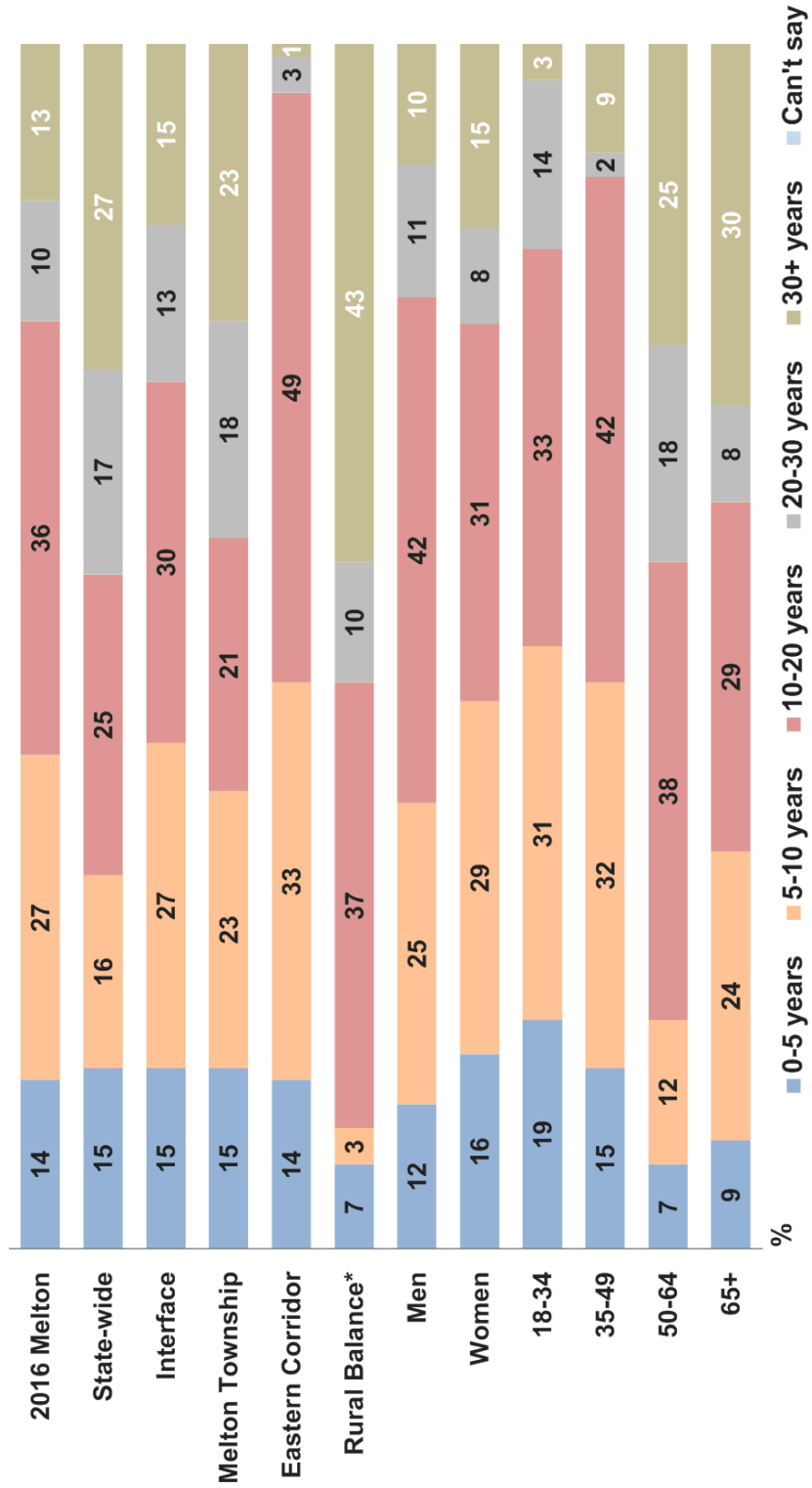




S5. How long have you lived in this area?/How long have you owned a property in this area?



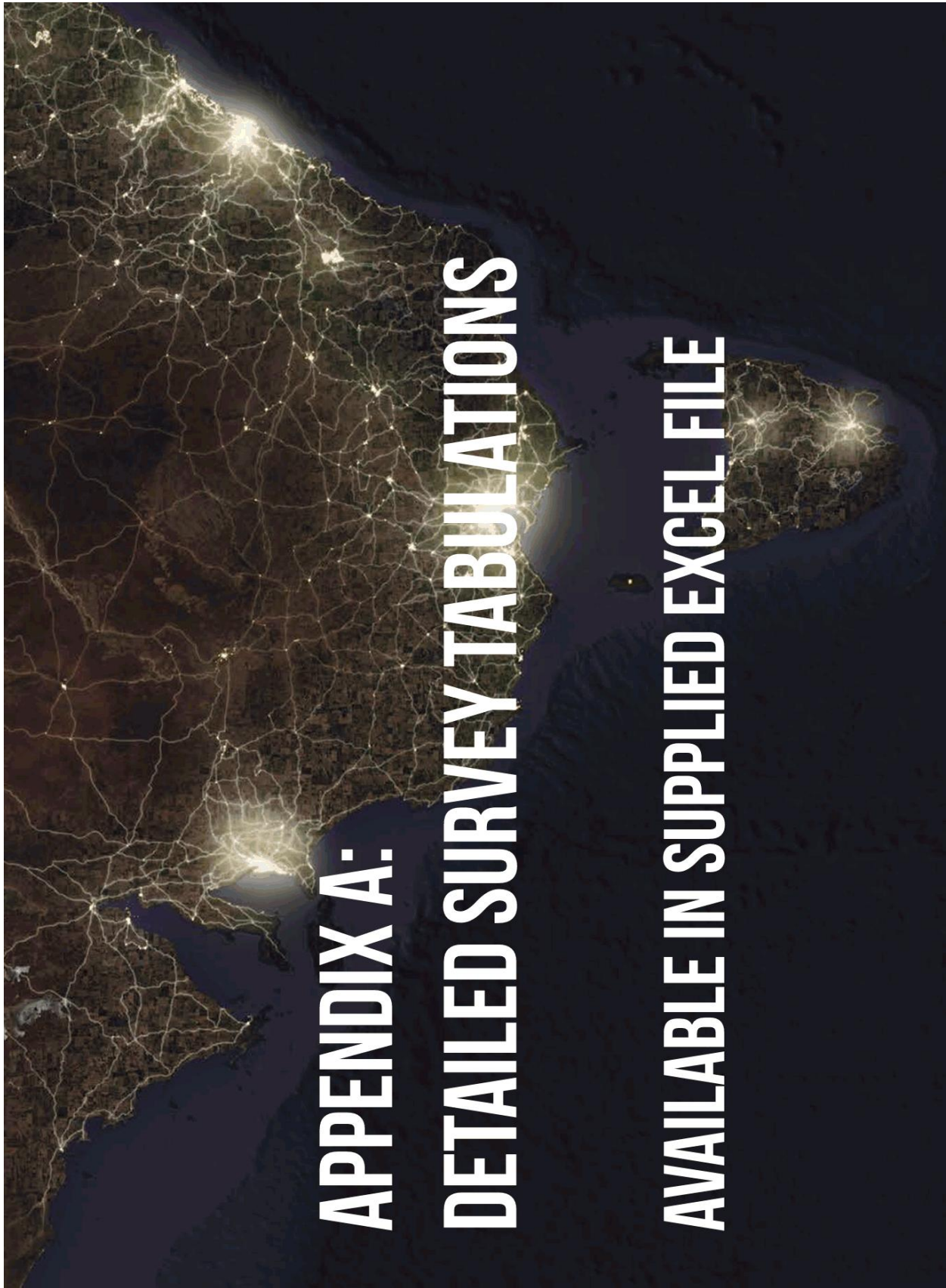
2016 Years Lived in Area

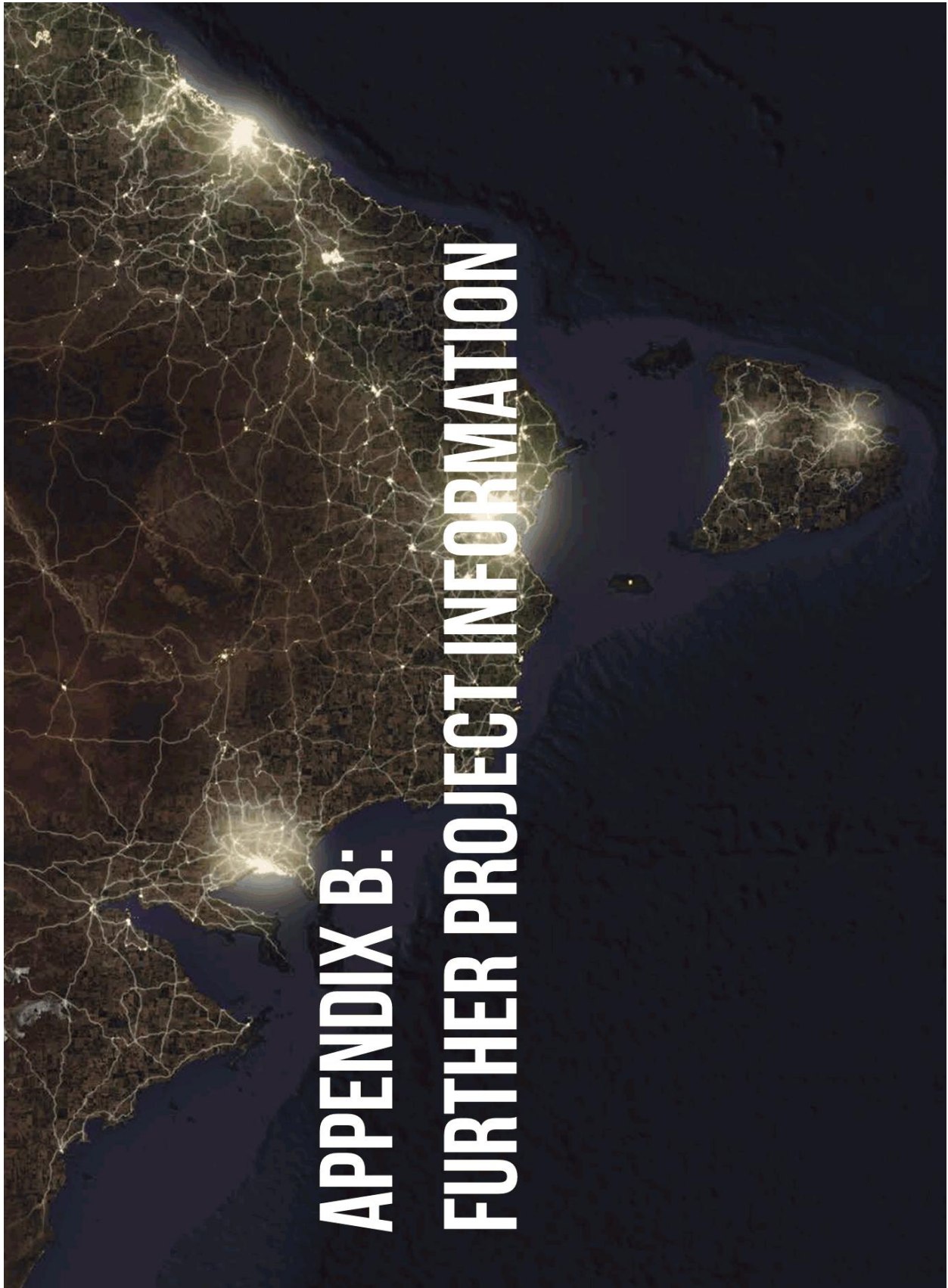


S5. How long have you lived in this area?/How long have you owned a property in this area?

Base: All respondents. Councils asked state-wide: 18 Councils asked group: 2

Note: For 2016, the code frame expanded out "10+ years", to include "10-20 years", "20-30 years" and "30+ years".





## APPENDIX B: BACKGROUND AND OBJECTIVES

The survey was revised in 2012. As a result:

- The survey is now conducted as a representative random probability survey of residents aged 18 years or over in local councils, whereas previously it was conducted as a 'head of household' survey.
- As part of the change to a representative resident survey, results are now weighted post survey to the known population distribution of Melton City Council according to the most recently available Australian Bureau of Statistics population estimates, whereas the results were previously not weighted.
- The service responsibility area performance measures have changed significantly and the rating scale used to assess performance has also changed.

As such, the results of the 2012 State-wide Local Government Community Satisfaction Survey should be considered as a benchmark. Please note that comparisons should not be made with the State-wide Local Government Community Satisfaction Survey results from 2011 and prior due to the methodological and sampling changes. **Comparisons in the period 2012-2016 have been made throughout this report as appropriate.**



# APPENDIX B: MARGINS OF ERROR

The sample size for the 2016 State-wide Local Government Community Satisfaction Survey for Melton City Council was n=400. Unless otherwise noted, this is the total sample base for all reported charts and tables.

The maximum margin of error on a sample of approximately n=400 interviews is +/-4.9% at the 95% confidence level for results around 50%. Margins of error will be larger for any sub-samples. As an example, a result of 50% can be read confidently as falling midway in the range 45.1% - 54.9%.

Maximum margins of error are listed in the table below, based on a population of 92,000 people aged 18 years or over for Melton City Council, according to ABS estimates.

Demographic	Actual survey sample size	Weighted base	Maximum margin of error at 95% confidence interval
Melton City Council	400	400	+/-4.9
Men	175	198	+/-7.4
Women	225	202	+/-6.5
Melton Township	193	179	+/-7.1
Eastern Corridor	185	206	+/-7.2
Rural Balance	22	15	+/-21.4
18-34 years	58	146	+/-13.0
35-49 years	105	130	+/-9.6
50-64 years	130	69	+/-8.6
65+ years	107	56	+/-9.5



## APPENDIX B: ANALYSIS AND REPORTING

All participating councils are listed in the state-wide report published on the DELWP website. In 2016, 69 of the 79 Councils throughout Victoria participated in this survey. For consistency of analysis and reporting across all projects, Local Government Victoria has aligned its presentation of data to use standard council groupings. Accordingly, the council reports for the community satisfaction survey provide analysis using these standard council groupings. Please note that councils participating across 2012-2016 vary slightly.

### **Council Groups**

Melton City Council is classified as an Interface council according to the following classification list:

- Metropolitan, Interface, Regional Centres, Large Rural & Small Rural

Councils participating in the Interface group are: Cardinia, Casey, Melton, Mornington Peninsula, Whittlesea and Yarra Ranges.

Wherever appropriate, results for Melton City Council for this 2016 State-wide Local Government Community Satisfaction Survey have been compared against other participating councils in the Interface group and on a state-wide basis. Please note that council groupings changed for 2015, and as such comparisons to council group results before that time can not be made within the reported charts.





# APPENDIX B: ANALYSIS AND REPORTING

## Index Scores

Many questions ask respondents to rate council performance on a five-point scale, for example, from 'very good' to 'very poor', with 'can't say' also a possible response category. To facilitate ease of reporting and comparison of results over time, starting from the 2012 benchmark survey and measured against the state-wide result and the council group, an 'Index Score' has been calculated for such measures.

The Index Score is calculated and represented as a score out of 100 (on a 0 to 100 scale), with 'can't say' responses excluded from the analysis. The '% RESULT' for each scale category is multiplied by the 'INDEX FACTOR'. This produces an 'INDEX VALUE' for each category, which are then summed to produce the 'INDEX SCORE', equating to '60' in the following example.

SCALE CATEGORIES	% RESULT	INDEX FACTOR	INDEX VALUE
Very good	9%	100	9
Good	40%	75	30
Average	37%	50	19
Poor	9%	25	2
Very poor	4%	0	0
Can't say	1%	--	INDEX SCORE 60







**APPENDIX B:  
ANALYSIS AND REPORTING**

Similarly, an Index Score has been calculated for the Core question 'Performance direction in the last 12 months', based on the following scale for each performance measure category, with 'Can't say' responses excluded from the calculation.

SCALE CATEGORIES	% RESULT	INDEX FACTOR	INDEX VALUE
Improved	36%	100	36
Stayed the same	40%	50	20
Deteriorated	23%	0	0
Can't say	1%	--	<b>INDEX SCORE 56</b>



## APPENDIX B: INDEX SCORE SIGNIFICANT DIFFERENCE CALCULATION

The test applied to the Indexes was an Independent Mean Test, as follows:

$$Z \text{ Score} = (\$1 - \$2) / \text{Sqrt} ((\$3^2 / \$5) + (\$4^2 / \$6))$$

Where:

- \$1 = Index Score 1
- \$2 = Index Score 2
- \$3 = unweighted sample count 1
- \$4 = unweighted sample count 1
- \$5 = standard deviation 1
- \$6 = standard deviation 2

All figures can be sourced from the detailed cross tabulations.

The test was applied at the 95% confidence interval, so if the Z Score was greater than +/- 1.954 the scores are significantly different.



## APPENDIX B: ANALYSIS AND REPORTING

### Core, Optional and Tailored Questions

Over and above necessary geographic and demographic questions required to ensure sample representativeness, a base set of questions for the 2016 State-wide Local Government Community Satisfaction Survey was designated as 'Core' and therefore compulsory inclusions for all participating Councils.

These core questions comprised:

- Overall performance last 12 months (Overall performance)
- Lobbying on behalf of community (Advocacy)
- Community consultation and engagement (Consultation)
- Decisions made in the interest of the community (Making community decisions)
- Condition of sealed local roads (Sealed local roads)
- Contact in last 12 months (Contact)
- Rating of contact (Customer service)
- Overall council direction last 12 months (Council direction)

Reporting of results for these core questions can always be compared against other participating councils in the council group and against all participating councils state-wide. Alternatively, some questions in the 2016 State-wide Local Government Community Satisfaction Survey were optional. Councils also had the ability to ask tailored questions specific only to their council.





## APPENDIX B: ANALYSIS AND REPORTING

### Reporting

Every council that participated in the 2016 State-wide Local Government Community Satisfaction Survey receives a customised report. In addition, the state government is supplied with a state-wide summary report of the aggregate results of 'Core' and 'Optional' questions asked across all council areas surveyed.

Tailored questions commissioned by individual councils are reported only to the commissioning council and not otherwise shared unless by express written approval of the commissioning council.

The overall State-wide Local Government Community Satisfaction Report is available at <http://www.delwp.vic.gov.au/local-government/strengthening-councils/council-community-satisfaction-survey>.



## APPENDIX B: GLOSSARY OF TERMS

**Core questions:** Compulsory inclusion questions for all councils participating in the CSS.

**CSS:** 2016 Victorian Local Government Community Satisfaction Survey.

**Council group:** One of five classified groups, comprising: metropolitan, interface, regional centres, large rural and small rural.

**Council group average:** The average result for all participating councils in the council group.

**Highest / lowest:** The result described is the highest or lowest result across a particular demographic sub-group e.g. men, for the specific question being reported. Reference to the result for a demographic sub-group being the highest or lowest does not imply that it is significantly higher or lower, unless this is specifically mentioned.

**Index score:** A score calculated and represented as a score out of 100 (on a 0 to 100 scale). This score is sometimes reported as a figure in brackets next to the category being described, e.g. men 50+ (60).

**Optional questions:** Questions which councils had an option to include or not.

**Percentages:** Also referred to as 'detailed results', meaning the proportion of responses, expressed as a percentage.

**Sample:** The number of completed interviews, e.g. for a council or within a demographic sub-group.

**Significantly higher / lower:** The result described is significantly higher or lower than the comparison result based on a statistical significance test at the 95% confidence limit. If the result referenced is statistically higher or lower then this will be specifically mentioned, however not all significantly higher or lower results are referenced in summary reporting.

**State-wide average:** The average result for all participating councils in the State.

**Tailored questions:** Individual questions tailored by and only reported to the commissioning council.

**Weighting:** Weighting factors are applied to the sample for each council based on available age and gender proportions from ABS census information to ensure reported results are proportionate to the actual population of the council, rather than the achieved survey sample.

