ORDINARY MEETING OF COUNCIL Item 12.5 Metropolis and JWS Household Survey Results 2016 JWS Household Survey Results 2016



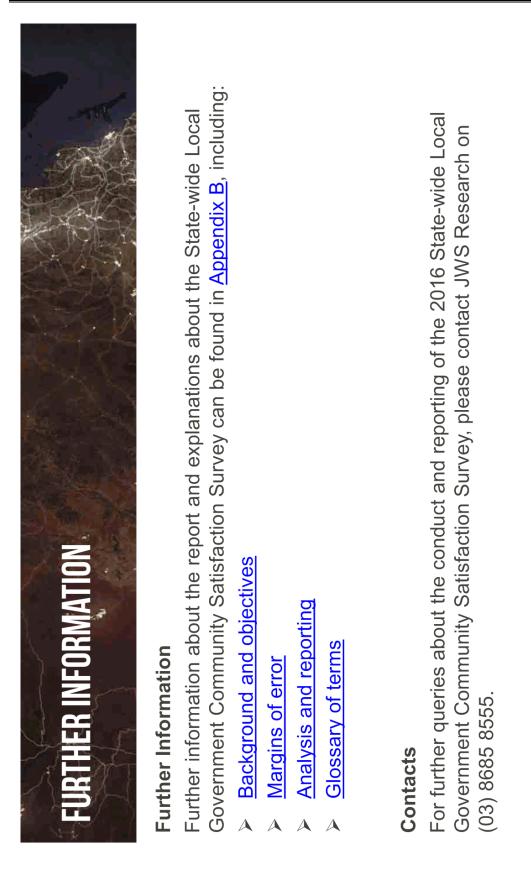
BONTENUS	7.4
Background and objectives	
Survey methodology and sampling	
Further information	
Key findings & recommendations	
Summary of findings	
Detailed findings	
Key core measure: Overall performance	
Key core measure: Customer service	
Key core measure: Council direction indicators	
Communications	
Individual service areas	
Detailed demographics	
Appendix A: Detailed survey tabulations	
Appendix B: Further project information	

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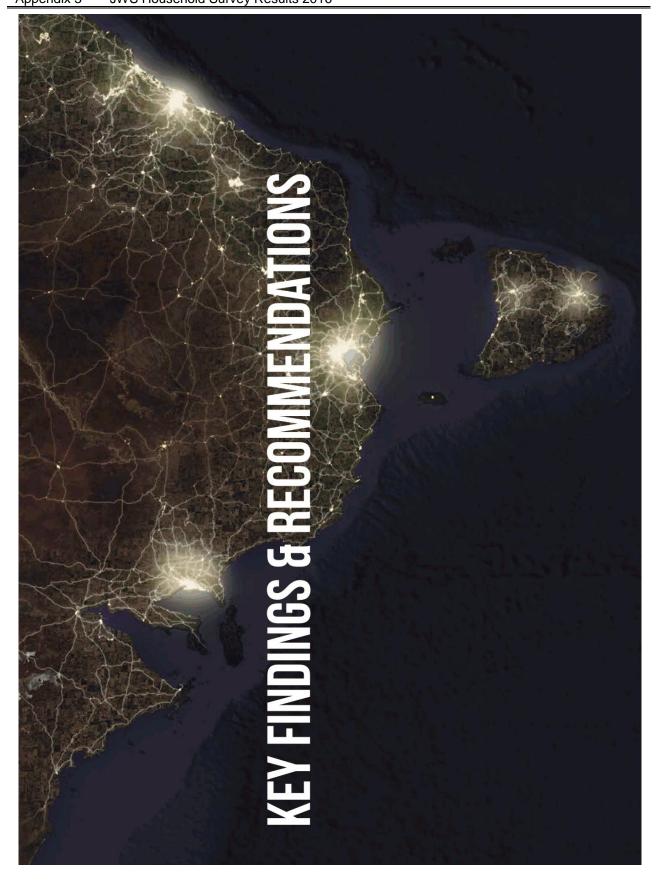
Appendix 3	JWS Househ	old Survey Res	ults 2016			
SURVEY METHODOLOGY AND SAMPLING	This survey was conducted by Computer Assisted Telephone Interviewing (CATI) as a representative random probability survey of residents aged 18+ years in Melton City Council.	Survey sample matched to the demographic profile 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 st February – 30 th March, 2016.	 The 2016 results are compared with previous years, as detailed below: 2015, n=400 completed interviews, conducted in the period of 1st February – 30th March. 2014, n=400 completed interviews, conducted in the period of 31st January – 11th March. 2013, n=400 completed interviews, conducted in the period of 1st February – 24th March. 2012, n=400 completed interviews, conducted in the period of 1st February – 20th March. 	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.

OGV 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 <u>higher</u> than the overall result for the council. The result among 50-64 year olds is significantly <u>lower</u> 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:	olds in the council is significantly higher than the result achieved among this group	olds in the council is significantly lower than the result achieved among this group in	Overall Performance – Index Scores (example extract only)	€7♠	99	60	58	57		istically significant differences, please refer to
SURVEY METHODOLOGY	Within tables and index score charts th confidence level are represented by up when noted indicates a significantly hig result for the council for that survey qu	 The state-wide result is significantly <u>1</u> The result among 50-64 year olds is 	Further, results shown in blue and red the example below:	The result among 35-49 year olds in in 2015.	ult among 18-34 year	Overall Performa	State-wide	18-34	Melton	Interface	35-49	50-64	Note: For details on the calculations used to determine statistically significant differences, please refer to

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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.	formance exhibited ere no significant equal to the Interface and
 The exception was Community Consultation and Making Community Decisions, where Melton City Council's performance index is <i>significantly</i> lower than it was in 2015. Melton will be pleased to note that performance on Advocacy, Population Growth and Sealed Local Roads was <i>significantly higher</i> than the State-wide averages. 	mmunity Decisions, where han it was in 2015. Population Growth and de averages.
Furthermore, performance on Informing the Community and Sealed Local Roads was significantly higher than the Interface group averages.	Sealed Local Roads was
 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 <i>significantly</i> lower this year, down 6 points in 2016 to 61. 	wo point decline on the s Overall Performance is for Council. ncil's Overall Performance

KEY FINDIN	 Customer S strongly (in 	The proportion of points from last ye	In terms of c remains the	 Notably,
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 <i>significantly increased</i> 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

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%). A

communication preferences were last examined, up 13 points to 30%.

This is in stark contrast to younger residents (aged under 50), who are divided over email (34%) and mail preference (35%) A

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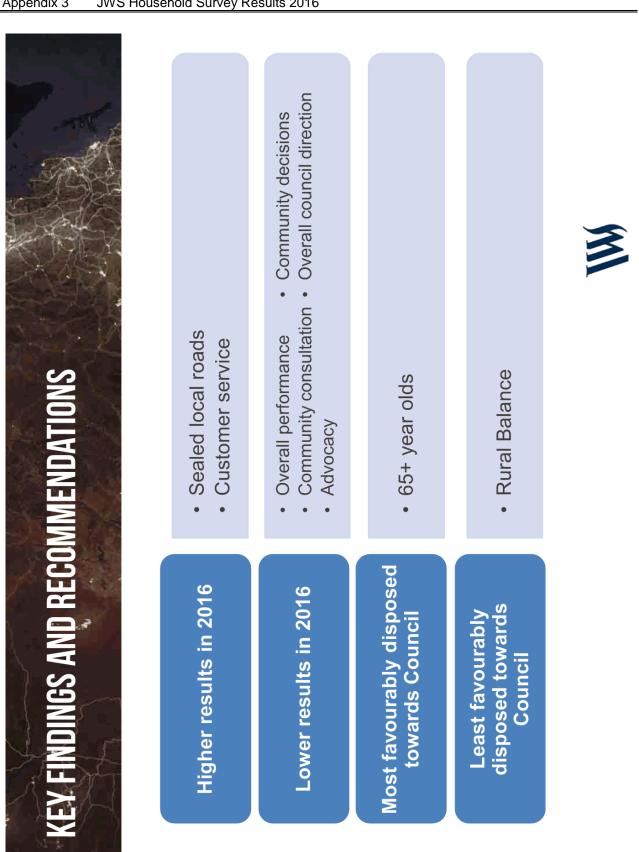
Appendix 3 JWS	Household Su	rvey Results	2016			
KEY FINDINGS AND RECOMMENDATIONS	The most significant decline in performance in 2016 was a five point drop on the measure of Community Consultation (index score of 54). This was also the category with the lowest index score out of all performance areas 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.	

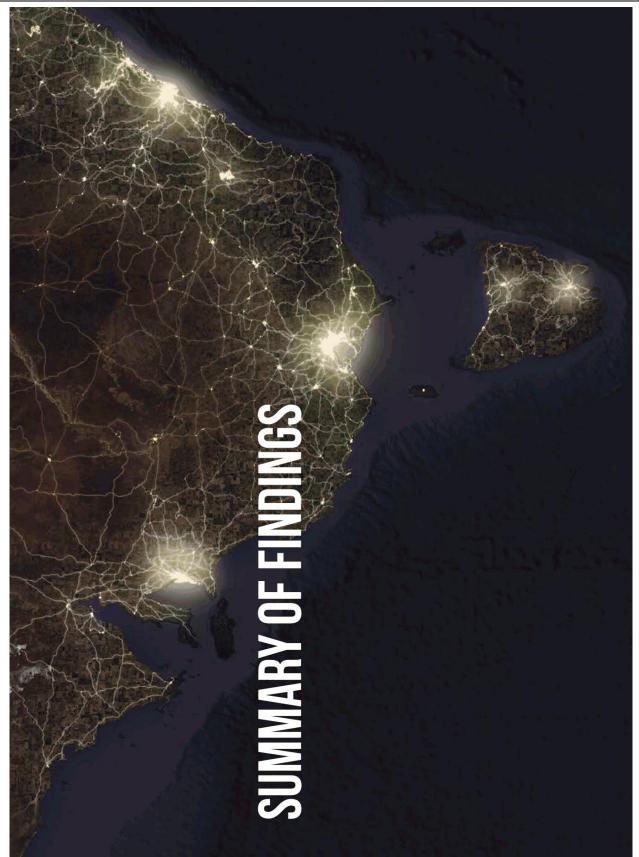
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- Council is performing well on most individual service areas A
- Council performs best on the condition of Sealed Local Roads (index score of 64 and up points from the last time it was tested in 2013) and **Population Growth** (index score of 57 two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

 KEY FINDINGS AND RECOMMENDATIONS 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) Maxing for population growth (margin of 23 points) Planning for population growth (margin of 23 points) Informing the community (margin of 18 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. 	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.	
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 KEV 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.
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2016 SUMMARY OF INDEX SCORE RESU		CORE MEASURES TS	URES				
Performance Measures	Melton 2012	Melton 2013	Melton 2014	Melton 2015	Melton 2016	Interface 2016	State- wide 2016
OVERALL PERFORMANCE	64	58	59	63	61	61	59
COMMUNITY CONSULTATION (Community consultation and engagement)	61	55	55	59	54	55	54
ADVOCACY (Lobbying on behalf of the community)	58	52	53	58	56	55	53
MAKING COMMUNITY DECISIONS (Decisions made in the interest of the community)	n/a	n/a	57	60	56	56	54
SEALED LOCAL ROADS (Condition of sealed local roads)	n/a	n/a	n/a	62	64	60	54

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CUSTOMER SERVICE

OVERALL COUNCIL

Item 12.5 Appendix 3 Metropolis and JWS Household Survey Results 2016 JWS Household Survey Results 2016

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

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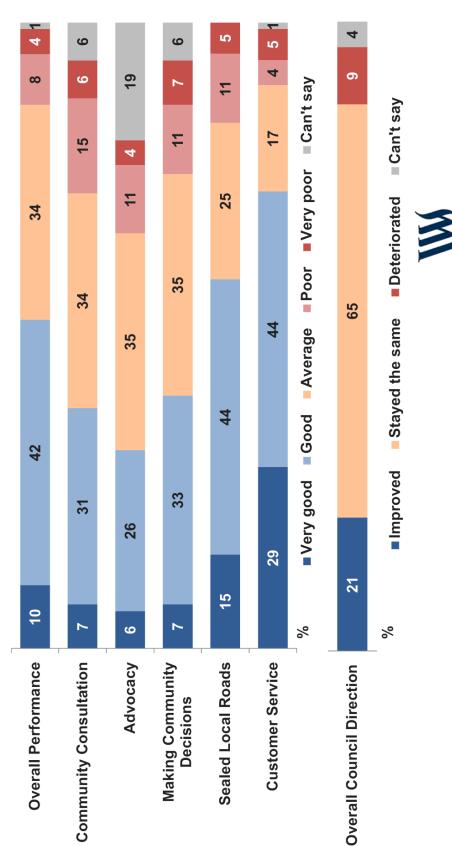
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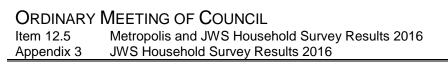
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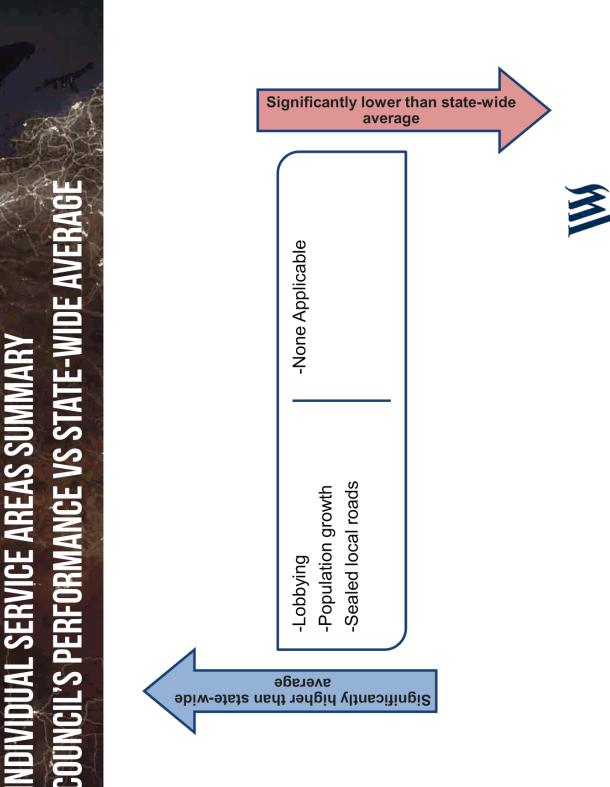
JWS Household Survey Results 2016

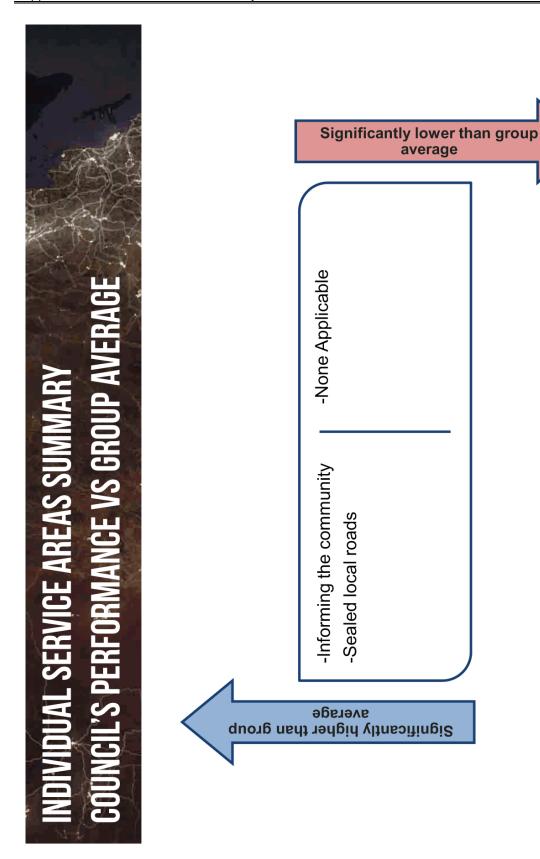
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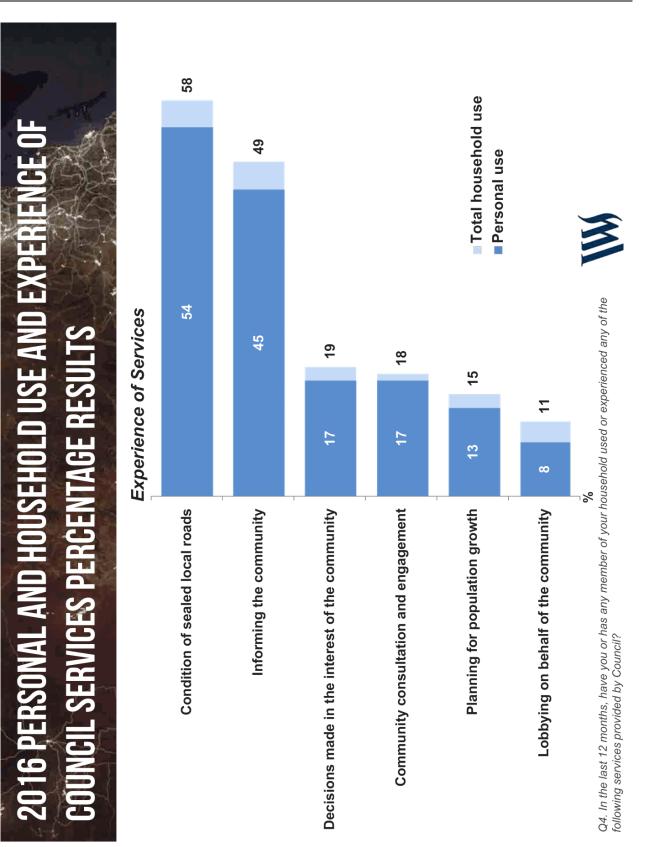


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INDIVIDUAL SERVICE AREA SUMMARY Importance vs Performance	UMMARY ICE		
Service areas where importance exceeds performance by 10 points or more, suggesting further investigation is necessary:	ds performanc	e by 10 points	or more, suggesting
Service	Importance	Performance	Net differential
Making decisions in the interest of the	81	56	-25

ortance exceeds performance by 10 points or more, suggesting scessary:	
10 points	
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performa	
exceeds y:	
importance s necessary	
as where imp stigation is ne	
st	

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

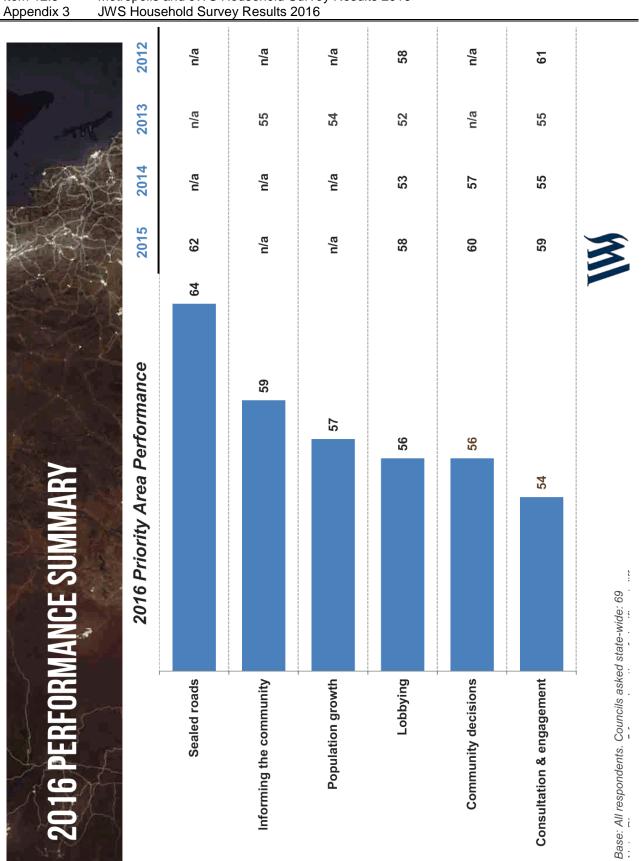
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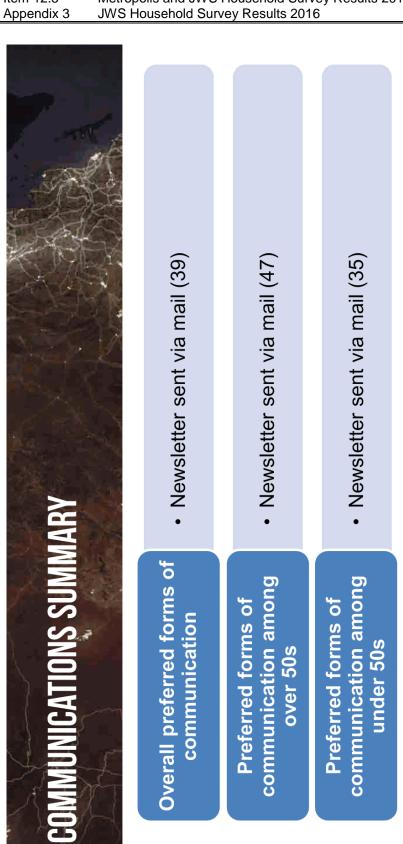
 Appendix 3
 JWS Household Survey Results 2016

ppendix 3	JWS Hous	ehold Sur	vey Resul	ts 2016					
	2012	n/a	n/a	n/a	n/a	80	75	73	
7	2013	n/a	n/a	n/a	80	77	75	20	
R	2014	n/a	n/a	n/a	n/a	n/a	n/a	n/a	
	2015	n/a	n/a	n/a	n/a	n/a	n/a	n/a	M
		82	82	_					
	nce			81	80	78			
	2016 Priority Area Importance						17		
AARY	rity Area							72	
SUMA)16 Prio								: 69
ANCE	2(ed state-wide
PORT/		Sealed roads	footpaths	decisions	Population growth	ommunity	igagement	Lobbying	Councils ask
2016 IMPORTANCE SUMMAR	F	Se	Local streets & footpaths	Community decisions	Populati	Informing the community	Consultation & engagement		Base: All respondents. Councils asked state-wide: 69
20			Loca	0		Infor	Consul		Base: All re

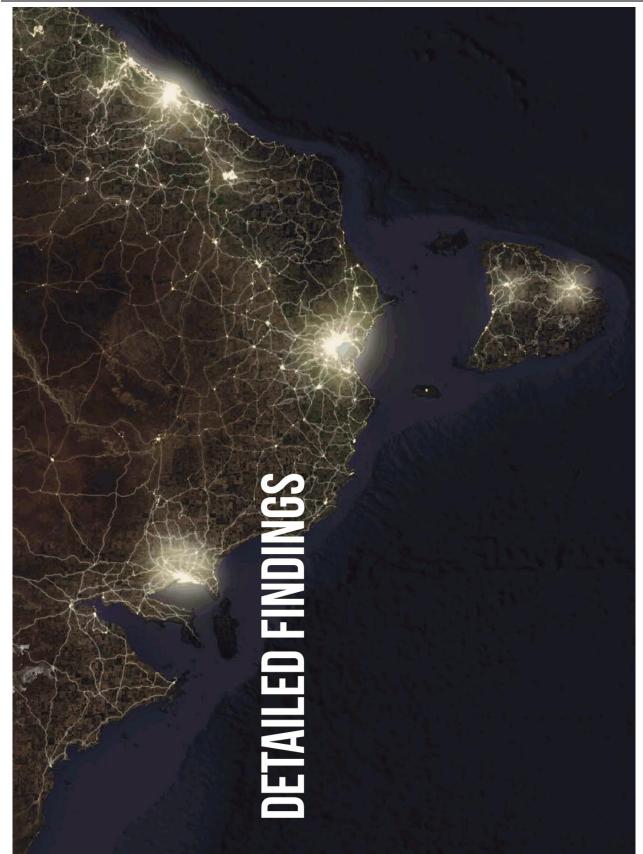


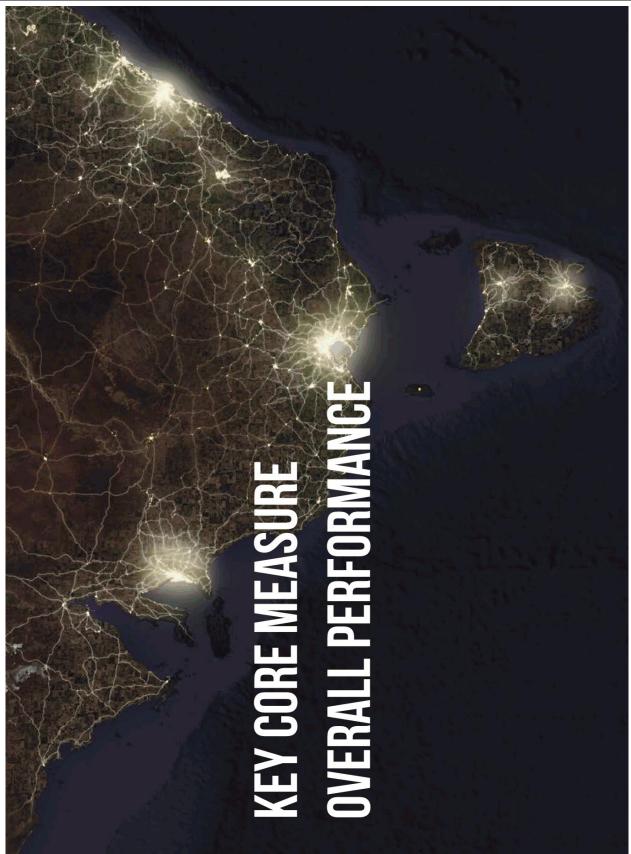
Metropolis and JWS Household Survey Results 2016 JWS Household Survey Results 2016











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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

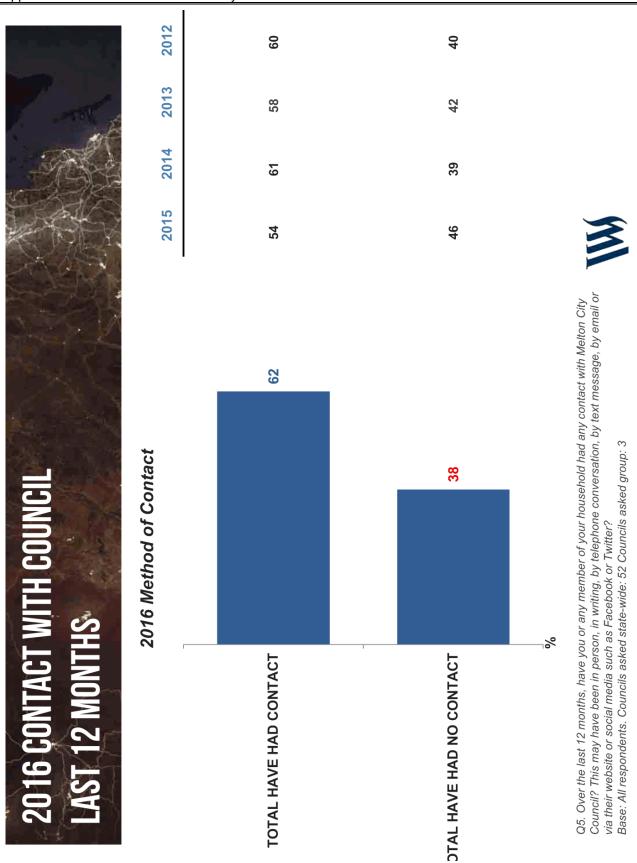
Overall Performance 42 34 42 42 34 43 43 36 38 36 36 9 39 36 1 43 36 39 43 36 1 36 36 39 43 36 36 36 36 36 36 36 37 39 36 38 36 36 39 36 36 39 36 36 39 36 36 39 36 36	8 12 12 11 6 9 11
42 33 43 43 36 38 36 36 43 43 6 43 36 36 6 36 36	8 4 8 4 12 4 12 4 12 4 12 4 11 5 9 4
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36 43 6 36 39 36	12 4 32 6 4 11 5 9 4
43 43 6 36 39 36	32 6 4 11 5 9 4
36	11 5 9 4
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42 37	7 3
42 32	10 4
40 36	4 14
42 34	9 4
42 35	8
50	29 9 2
37 42	9
38 39	10 7
38	26 6 4 3
<pre>Very good Good Average Poor Very poor</pre>	or Can't say
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?	
40 42 42 42 42 42 42 42 42 42 42 42 42 42	36 36 36 36 36 35 35 35 36 37 35 36 37 36 37 36 37 36 37 36 37 36 36 36 36 36 36 36 36 36 36 36 36 36

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CONTACT LAST 12 MONTHS Summary	
Overall contact with Melton City Council	 62%, up 8 points on 2015
Most contact with Melton City Council	 Aged 18-34 years Aged 35-49 years
Least contact with Melton City Council	• Aged 65+ years
Customer Service rating	 Index score of 72, up 2 points on 2015
Most satisfied with Customer Service	Melton TownshipWomen
Least satisfied with Customer Service	Eastern CorridorMen
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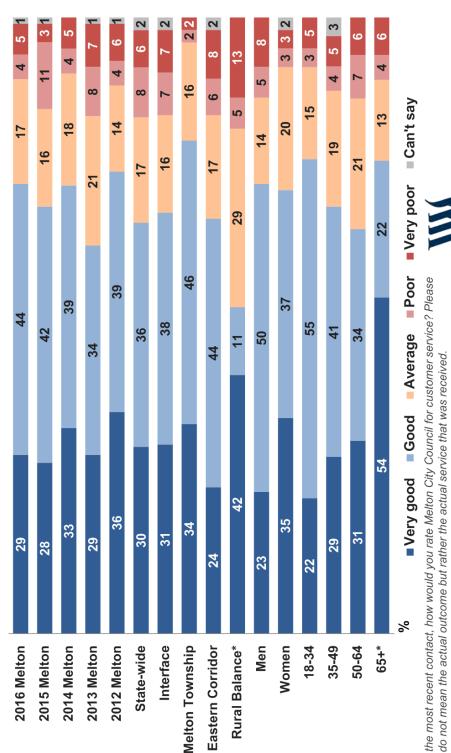
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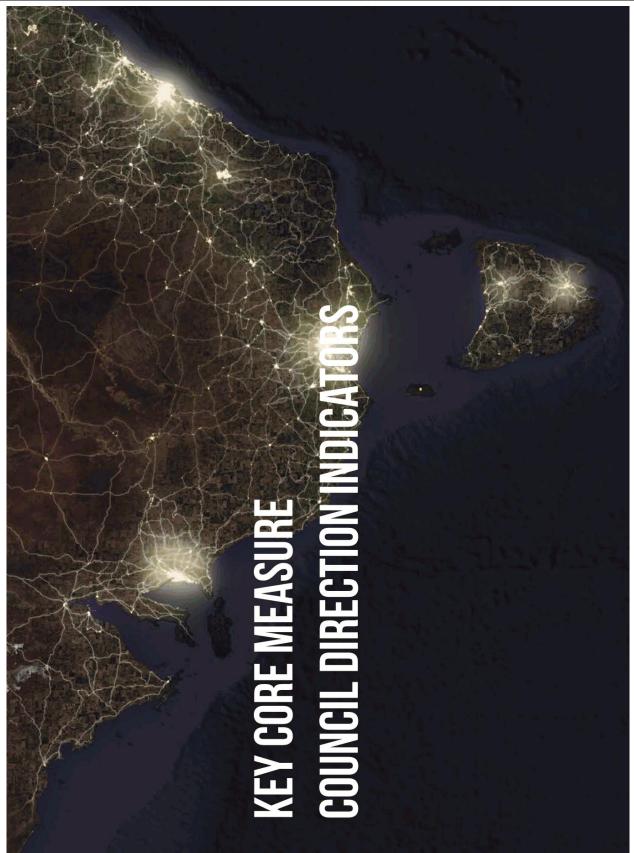
2015 2014 75 78 71 72	2013 75 67 72	2012 73 73 74
	75 67 72	73 74 74
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	72	74
73 72		٧L
70 73	67	ţ
70 73	73	80
69 71	61	69
72 n/a	n/a	n/a
71 72	67	74
70 72	71	71
67 73	63	75
70 75	73	74
63 61	52	91
0.5c. Thinking of the most recent contact, how would 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.		
Please		75 61

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16 CONTACT CUST Tailed Percenta	201	2016 Melton	2015 Melton	2014 Melton	2013 Melton
CONTACT CUSTOMER SERVICE ED PERCENTAGES	2016 Customer Service Rating	29	28	33	29
RVIGE	ce Rating	44	42	39	34
		17	16	18	21



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.



COUNCIL DIRECTION SUMMARY	MMARY	
Council Direction over last 12 months	 65% stayed about the same, up 1 poin 21% improved, down 1 point on 2015 9% deteriorated, equal points on 2015 	 65% stayed about the same, up 1 point on 2015 21% improved, down 1 point on 2015 9% deteriorated, equal points on 2015
Most satisfied with Council Direction	Aged 65+ yearsMelton Township	Aged 18-34 years
Least satisfied with Council Direction	Aged 50-64 yearsEastern Corridor	• Aged 34-49 years



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NGIL DIRECTION LAST 12 MONTHS	ection 2015 2014 2013 2012	62 62 56 59 58	61↑ 59 58 52 58	61 60 64 58 63	57* 47 44 50 72	57 55 56 53 59	56 57 57 58	56 59 59 57	54 54 n/a n/a	53 55 59 58 57	53 50 51 54	51↓ 53 53 52	49↓ 59 56 50 54	sction of Melton City Council's overall performance? uncils asked group: 6 t differences
2016 OVERALL COUNCIL DIRECT INDEX SCORES	2016 Overall Direction	65+	Melton Township	18-34	Rural Balance	Men	Melton	Women	Interface	Eastern Corridor	35-49	State-wide	50-64	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

		9 4	9 4	9	11 5	9 7	15 5	11 6	5 2	13 6	11 8	10 4	8 4	7	12 3	14 9	4 10	Can't say	
		65	64	62	64	59	62	64	68	64	58	62	68	64	69	66	61	Stayed the same	city Council's overall performance?
CENTAGES	2016 Overall Direction	21	22	23	19	24	18	19	26	18	23	23	20	29	17	11	25	% Improved	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
DETAILED PERCEN		2016 Melton	2015 Melton	2014 Melton	2013 Melton	2012 Melton	State-wide	Interface	Melton Township	Eastern Corridor	Rural Balance*	Men	Women	18-34	35-49	50-64	65+		Q6. Over the last 12 months, what is Base: All respondents. Councils ask *Caution: small sample size < n=30

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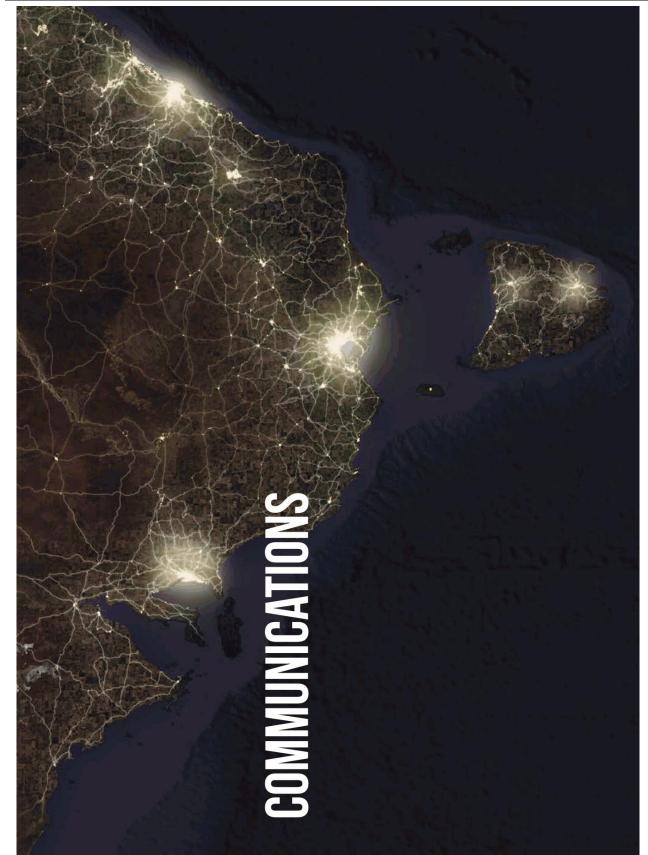
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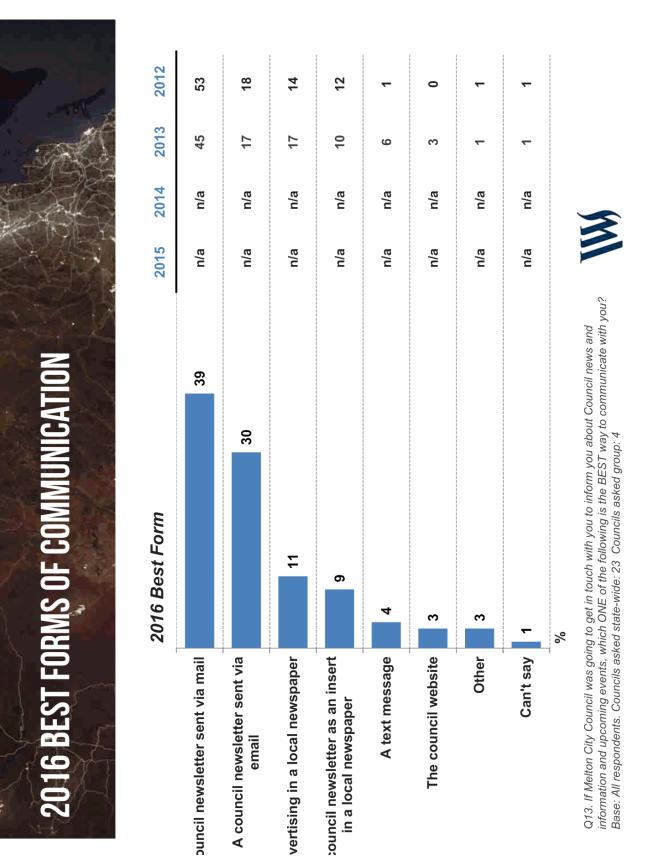
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2016 BEST FORM	RMS OF COMMUNICATION: UNDER 5	N: UNDE	R 50	S	- ALS	
	2016 Under 50s Best Form	5	2015	2014	2013	2012
ouncil newsletter sent via mail		35	n/a	n/a	43	53
A council newsletter sent via email		34	n/a	n/a	19	21
vertising in a local newspaper	10		n/a	n/a	17	14
council newsletter as an insert in a local newspaper	8		n/a	n/a	6	10
A text message	2		n/a	n/a	œ	-
The council website	4		n/a	n/a	ę	0
Other	3		n/a	n/a	~	-
Can't say	2		n/a	n/a	F	0
ų	%					
Q13. If Melton City Council was goi and upcoming events, which ONE c Base: All respondents aged under 5	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	ws and information ? 4		~		

2016 BEST FORM	IRMS OF COMMUNICATION: OVER 50	DVER (SOS		- Carl	
	2016 Over 50s Best Form	20	2015	2014	2013	2012
ouncil newsletter sent via mail		47 n	n/a	n/a	50	55
A council newsletter sent via email	20	c	n/a	n/a	13	12
vertising in a local newspaper	15	Ę	n/a	n/a	17	16
council newsletter as an insert in a local newspaper	11	C	n/a	n/a	13	14
A text message	4	с Г	n/a	n/a	~	-
The council website	0	L C	n/a	n/a	5	0
Other	3	Ę	n/a	n/a	7	-
Can't say	-	с Г	n/a	n/a	~	~
•	%					
Q13. If Melton City Council was going and upcoming events, which ONE of Base: All respondents aged over 50.	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	information				

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2016 COMMUNIT IMPORTANCE IND	NITY CONSULTATION AND ENGAGEM Index scores	AGEM	EN C	A	
2016 Consultation and En	d Engagement Importance	2015	2014	2013	2012
Personal user	80	n/a	n/a	76	62
Household user	80	n/a	n/a	80	80
Women	79	n/a	n/a	76	78
35-49	62	n/a	n/a	79	77
Melton Township	78	n/a	n/a	75	74
Melton	77	n/a	n/a	75	75
Rural Balance	77*	n/a	n/a	86	71
18-34	77	n/a	n/a	68	72
50-64	77	n/a	n/a	81	80
Eastern Corridor	76	n/a	n/a	75	77
State-wide	75	74	74	73	73
Interface	75	72	n/a	n/a	n/a
Men	75	n/a	n/a	75	73
65+	71♦	n/a	n/a	80	77
Q1. Firstly, how important should 'community consultation and engag Council? Base: All respondents. Councils asked state-wide: 25 Councils askec Note: Please see slide 5 for evalanation about significant differences	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 Mote: Please see slide 5 for evulanation about simificant differences		M		

opendix 3	JWS Hous	sehc	ld S	urve	ey Re	esul	ts 20	016	,	ount		10							
		21	3 11	211	3 12	3 2	212	3 1	e	3 1	21	3	21	11 2	3 2 3	21	21	Can't say	
		23	23	23	22	24	19	27	14	23	22	28	19	20	22	18	17	Not at all important	
VD ENGAGEMEN	ement Importance	38	41	43	41	40	41	34	56	42	33	28	41	42	51	36	38	<pre>Not that important No</pre>	sponsibility for
NITY CONSULTATION AND ENGAGEN	O D	36	32	31	32	31	36	36	28	30	41	41	37	34	20	43	42	_% ■ Very important ■ Fairly important	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 C		2016 Melton	2013 Melton	2012 Melton	State-wide	Interface	Melton Township	Eastern Corridor	Rural Balance*	Men	Women	18-34	35-49	50-64	65+	Personal user	Household user	 Extremely important 	Q1. Firstly, how important should 'community cons Council? Base: All respondents. Councils asked state-wide:

2016 COMMUNIT Performance In	VITY CONSULTATION AND ENGAGEM E INDEX SCORES) ENGA	GEM		:AK	75
2016 Consultation and	2016 Consultation and Engagement Performance		2015	2014	2013	2012
Personal user		64	70	62	64	64
Household user		64	68	58	64	65
65+		62	57	55	51	61
18-34		56	63	58	62	63
Interface	55	5	57	n/a	n/a	n/a
Melton Township	22	5	55	55	53	60
Men	22	D	55	52	53	61
Melton	54		59	55	55	61
State-wide	54		56	57	57	57
Eastern Corridor	54		64	58	63	61
Women	23		62	58	57	60
35-49	23		55	54	50	60
50-64	49		56	54	51	55
Rural Balance	48*		39	45	34	61
Q2. How has Council performed on 'community consultation and eng Base: All respondents. Councils asked state-wide: 69 Councils askec Note: Please see slide 5 for explanation about significant differences	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	t 12 months?		M		

							A DESCRIPTION OF THE OWNER OF THE	ł
	2016 Co	Consultation and Engagement Performance	nd Enga	gement Pe	rformance	Ø		
2016 Melton	7	31			34	-	15 6	9
2015 Melton	5	38			26	12	4	15
2014 Melton	сл	34			32	16	5	7
2013 Melton	œ	25		41	_	1	13 5	œ
2012 Melton	11	.,	37		32		11	4 6
State-wide	œ	29		32		15	7	10
Interface	7	29		32		14	2J	13
Melton Township	7	31		.,	32	18	8	7
Eastern Corridor	7	31			36	13	8	9
Rural Balance*		28		39		13	12	œ
Men	σ	31			32		17	6 5
Women	сл	31		37	2	14	7	œ
18-34	7	31			36		19	2 5
35-49	ŝ	32			37	12	2	1 3
50-64	4	27		33		17	11	œ
65+	12	e	33		27	11	က	14
Personal user	11		48			27	-	11 2
Household user	11		48			28		10 21
	%	Very good	Good	Average	Poor	Very poor	Can't say	av

2016 LOBBYING (Importance ind	VING ON BEHALF OF THE COMMUNIT Ce index scores	ALIN		TA	
2016 Lobbying Importance	nportance	2015	2014	2013	2012
Household user	408	n/a	n/a	78	87
Women	₩	n/a	n/a	72	74
Personal user	77	n/a	n/a	81	86
50-64	75	n/a	n/a	76	73
65+	74	n/a	n/a	68	76
Eastern Corridor	73	n/a	n/a	72	75
Melton	72	n/a	n/a	70	73
Melton Township	72	n/a	n/a	68	71
35-49	72	n/a	n/a	70	74
18-34	71	n/a	n/a	67	70
Interface	70	68	n/a	n/a	n/a
State-wide	€9	69	70	70	70
Men	68↓	n/a	n/a	67	71
Rural Balance	67*	n/a	n/a	78	64
Q1. Firstly, how important sl Base: All respondents. Cour. Note: Please see slide 5 for	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	M	X		

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pendix 3	JWS	Hous	eho	ld S	urve	y R	esul	ts 20	016											
	Ś		5 1 3	6 <mark>2</mark> 2	4 2 2	6 2 3	6 <mark>2</mark> 3	7 2	5 3	16	7 3	4 12	7 <mark>2</mark> 2	5 2	4 2	1 7	4	3 1	Can't say	
			25	24	22	27	26	24	27	7 4	29	21	28	29	19	16 4	20	16	Not at all important	(M)
COMMUNITY	2		38	42	43	38	38	40	36	42		33	33	35	47	48	40	39	Not that important	
BEHALF OF THE COMMUNIT	ED PERCENTAGES	2016 Lobbying Importance									43	39					36	40	Fairly important	he community' be as a respoi uncils asked aroun: 3
	100 million (100 m	2016 Lobby	28	23	27	24	25	28	28	31	17		29	28	28	24			_% ■ Very important	lobbying on behalf of th sked state-wide: 24 Co
2016 LOBBYING ON	IMPORTANCE DE MI		2016 Melton	2013 Melton	2012 Melton	State-wide	Interface	Melton Township	Eastern Corridor	Rural Balance*	Men	Women	18-34	35-49	50-64	65+	Personal user	Household user	 Extremely important 	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 aroup: 3

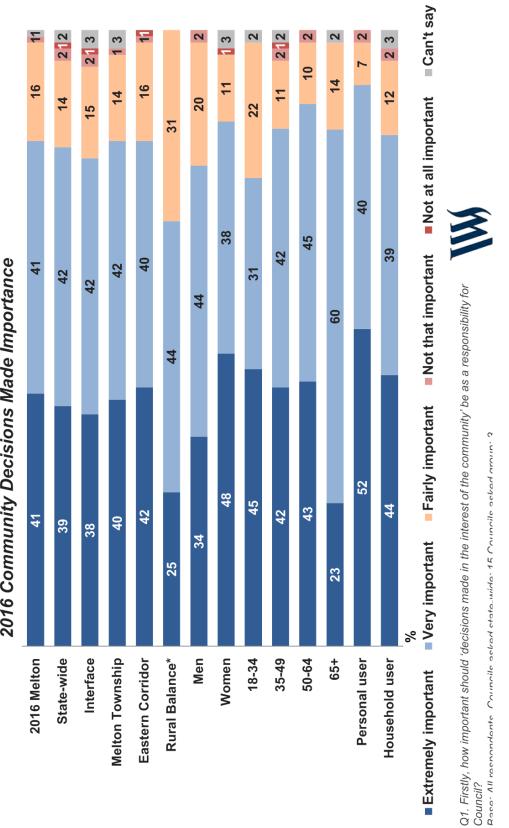
2016 LOBBYING ON BEHALF OF THE COMMUNIT Performance index scores	COMMUN			:ASS	
2016 Lobbying Performance		2015	2014	2013	2012
18-34	62↑	64	55	58	63
65+	60	57	55	53	59
Household user	60	63	59	55	61
Personal user	58	64	66	50	61
Melton Township	57	54	52	51	57
Melton	56	58	53	52	58
Eastern Corridor	56	63	56	55	58
Men	56	55	51	50	59
Women	56	60	56	53	56
Interface	55	56	n/a	n/a	n/a
State-wide	53↓	55	56	55	55
35-49	51 4	53	51	45	54
50-64		54	52	49	50
Rural Balance 44*		27	41	36	57
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	12 months?	M	X		

2016 LOBBYING ON BEHALF OF THE COMMUNIT	NO 9N	BEHALF 0	FTE	COMMI	UNITY		R		
PERFORMANCE DE		TAILED PERCENTAGES	CENTA	VGES					
	2016 Lo	Lobbying Performance	rmance						
2016 Melton	و	26		35		11	4	19	i.
2015 Melton	ŝ	31		27	I	10	4	23	i.
2014 Melton	4	26		36		14	S	16	i.
2013 Melton	ო	25		38		14	و	14	i.
2012 Melton	7	29		ŝ	36		11 3	14	i.
State-wide	сл	23		31		13	QJ	22	i.
Interface	ى	23		32		10 4		25	i.
Melton Township	ى	26		36		œ	4	20	i.
Eastern Corridor	g	26		33		13	e	18	i.
Rural Balance*	3 13		40		10	14	ł	20	i.
Men	9	27		34		11	5ı	17	i.
Women	ပ	24		35		10	က	21	÷
18-34	7	28			40		en contracter contract	22	i.
35-49	ო	27		33		17	9	14	i.
50-64	4	23		31		16	œ	17	i.
65+	14	21		29		6	4	23	i.
Personal user	4	34			49			9 2	3
Household user	ი	43				41		8	<mark>1</mark> 3
	%	 Very good 	Good	Average	Poor	Very poor		Can't say	
Q2. How has Council performed on 'lobbying Base: All respondents. Councils asked state-		on behalf of the community' over the last 12 months? wide: 69 Councils asked group: 6	y' over the last oup: 6	12 months?		3			

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2016 DECISIONS Importance ind	ONS MADE IN THE INTEREST OF THE COMMUNI E INDEX SCORES	H	MNO	INNI	
2016 Community De	2016 Community Decisions Made Importance	2015	2014	2013	2012
Personal user	85	n/a	n/a	n/a	n/a
Women	84	n/a	n/a	n/a	n/a
Household user	83	n/a	n/a	n/a	n/a
50-64	82	n/a	n/a	n/a	n/a
Melton	81	n/a	n/a	n/a	n/a
Melton Township	81	n/a	n/a	n/a	n/a
Eastern Corridor	81	n/a	n/a	n/a	n/a
18-34	81	n/a	n/a	n/a	n/a
35-49	81	n/a	n/a	n/a	n/a
State-wide	80	80	79	n/a	n/a
Interface	79	78	n/a	n/a	n/a
Men	77	n/a	n/a	n/a	n/a
65+	77	n/a	n/a	n/a	n/a
Rural Balance	73*	n/a	n/a	n/a	n/a
Q1. Firstly, how important should Council? Base: All respondents. Councils Nnte: Please see slirle 5 fnr exnl	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 evulanation about significant differences	r	M		

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EREST OF THE C	GES	
DE IN THE INT	ED PERCENTA	
CISIONS MA	NCE DETAIL	



2016 DECISI	2016 DECISIONS MADE IN THE INTEREST OF TH	OF TH	ECO		VIIN	7
PERFORMANCE	ICE INDEX SCORES				A.C.	
2016 Community D	2016 Community Decisions Made Performance	2015		2014	2013	2012
65+		64∱ 63		57	n/a	n/a
Personal user	61	n/a		n/a	n/a	n/a
Household user	60	n/a		n/a	n/a	n/a
18-34	28	65		61	n/a	n/a
Melton Township	57	58		57	n/a	n/a
Women	57	63		58	n/a	n/a
Melton	20	60		57	n/a	n/a
Interface	56	58		n/a	n/a	n/a
Rural Balance	56*	35		39	n/a	n/a
Eastern Corridor	2	64		60	n/a	n/a
Men	22	57		57	n/a	n/a
50-64	55	55		56	n/a	n/a
State-wide	54	55		57	n/a	n/a
35-49	51 🔶	55		54	n/a	n/a
Q2. How has Council performed on 'deci Base: All respondents. Councils asked s Note: Please see slide 5 for explanation	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	12 months?	M			

2016 DECISIONS PERFORMANCE 2016 Melton 2015 Melton 2014 Melton		SIMADE IN THE INTEREST OF THE COMMUN DETAILED PERCENTAGES 0ETAILED PERCENTAGES 2016 Community Decisions Made Performance 7 33 35 11 9 34 35 14	ITEREST 0 NTAGES ons Made Perfo	FTHE CON ormance 35 32	3 1 1 1		10 6 6 1
2014 Meiton State-wide	c L	34 29	33				10
Interface Melton Township	9	31 32	e	33	12 17	6 4	12 7
Eastern Corridor Rural Balance*	ى ى	33 38		38 42	-	3 10	6
Men Women	7 8	33 32		33 38	13	<mark>ی</mark> 3	9
18-34 35-49	9	36 27	7	28 48	14 8	5 11	о 6
50-64 65+	4	38 29		34 30	10	3	1 5
Personal user	16	31		37	2		°
Household user	15	31		33	6	Q	9
% Active good Go Common and the interest of the common set of the common se	% 'decisions made ced state-wide: £	Very good Good Average Pool smade in the interest of the community' over the last 12 months?	ood Average	Poor Very poor months?		Can't say	

2016 THE CONDI Importance ind	DITION OF SEALED LOCAL ROADS IN YOUR AREA Ndex scores	VI SO		RARE	A
2016 Sealed Local Roads	ads Importance	2015	2014	2013	2012
18-34	85	n/a	n/a	n/a	n/a
Women	84	n/a	n/a	n/a	n/a
Personal user	84	n/a	n/a	n/a	n/a
Household user	84	n/a	n/a	n/a	n/a
Eastern Corridor	83	n/a	n/a	n/a	n/a
35-49	83	n/a	n/a	n/a	n/a
Melton	82	n/a	n/a	n/a	n/a
Melton Township	81	n/a	n/a	n/a	n/a
Rural Balance	80*	n/a	n/a	n/a	n/a
Men	80	n/a	n/a	n/a	n/a
Interface	79♦	77	n/a	n/a	n/a
50-64	79	n/a	n/a	n/a	n/a
State-wide	78↓	76	77	n/a	n/a
65+	77	n/a	n/a	n/a	n/a
Q1. Firstly, how important should 'the condition of sealed local roads Council? Base: All respondents. Councils asked state-wide: 17 Councils asked Note: Please see slide 5 for explanation about significant differences	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		M		

ppendix 3	JWS Hous	seho			Res	ults 2	2016	_	_	_	_	_		_
AREA	arte	11	16 3 11	15 21	10 11	13 1	7	15 1	8	10	10 2	16 11	12 12	8
AL ROADS IN YOUR /	tance	45	46	43	50	40	66	47	44	40	44	46	62	45
ITION OF SEALED LOCAL ROADS I	2016 Sealed Local Roads Importance	42	34	38	39	46	27	37	47	50	45	37	24	46
6 THE CONDIT	UNIAIVUE ULTIAI 2016 S	2016 Melton	State-wide	Interface	Melton Township	Eastern Corridor	Rural Balance*	Men	Women	18-34	35-49	50-64	65+	Personal user

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

Can't say

Not at all important

Very important Fairly important Not that important

45

%

Extremely important

Household user

ω

46

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ondiv 3 Ар

2016 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA Performance index scores	LOCAL RO	ADS IN		RARE	V
2016 Sealed Local Roads Performance		2015	2014	2013	2012
65+	71	65	n/a	n/a	n/a
Eastern Corridor	65	99	n/a	n/a	n/a
Melton	64	62	n/a	n/a	n/a
Rural Balance	64*	43	n/a	n/a	n/a
Men	64	60	n/a	n/a	n/a
18-34	64	99	n/a	n/a	n/a
50-64	64	59	n/a	n/a	n/a
Personal user	64	n/a	n/a	n/a	n/a
Household user	64	n/a	n/a	n/a	n/a
Women	63	64	n/a	n/a	n/a
Melton Township	62	59	n/a	n/a	n/a
Interface	€0	60	n/a	n/a	n/a
35-49	59	57	n/a	n/a	n/a
State-wide	54 🗸	55	55	n/a	n/a
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	aa' over the last 12 mo	nths?	M		

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2016 THE CONDI		TION OF SEALED LOCAL ROADS IN YOUR AREA	ADS IN	YOUR AF	REA	
PERFORMANCE D		ETAILED PERCENTAGES			TR. A	
	2016 Sealed Local	6 Sealed Local Roads Performance				
2016 Melton	15	44		25	11	5
2015 Melton	14	42		27	11	9
State-wide	11	33	28	16	11	-
Interface	13	39	28		13	7 1
Melton Township	12	42		29	11	4 1
Eastern Corridor	17	46		21	11	5
Rural Balance*	10	54		25	4	7
Men	19	42		20	12	6 1
Women	11	46		30	10	က
18-34	6	53		26	10	2
35-49	15	38	22	15		9 1
50-64	16	41		30	6	4 1
65+	29	37		24		6 3
Personal user	15	45		24	13	с С
Household user	14	48		23	13	e S
	% Very good	d Good Average	Poor	Very poor	Can't say	
22. How has Council performed on 'the condition of sealed local roads in your asse: All respondents. Councils asked state-wide: 69 Councils asked aroup: 6	the condition of sealed local ros ed state-wide: 69 Councils aske	22. How has Council performed on "the condition of sealed local roads in your area" over the last 12 months? tase: All respondents. Councils asked state-wide: 69 Councils asked aroup: 6	onths?	3		

JWS Household Survey Results 2016

2016 INFORMING IMPORTANCE IND	RMING THE COMMUNITY E INDEX SCORES		878		: AN	
2016 Informing Co	2016 Informing Community Importance	5	2015	2014	2013	2012
Women		81	n/a	n/a	80	82
50-64		81	n/a	n/a	82	83
Rural Balance	80*		n/a	n/a	84	71
Personal user	80		n/a	n/a	79	81
Melton Township	- 19		n/a	n/a	77	81
Household user	46		n/a	n/a	80	82
Melton	78		n/a	n/a	77	80
18-34	78		n/a	n/a	73	79
35-49	78		n/a	n/a	79	81
Interface	77		74	n/a	n/a	n/a
Eastern Corridor	77		n/a	n/a	76	81
State-wide	76		75	75	75	75
Men	76		n/a	n/a	75	79
65+	76		n/a	n/a	17	78
Q1. Firstly, how important shc Base: All respondents. Counc Note: Please see slide 5 for e.	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			X		

pendix 3	JWS Hou	sehc	old S	urve	ey R	esul	ts 20	016											
		21	3 11	14 1	4 11	31	3 2	2	7 3	21	ო	3 2		ŝ	4 2	21	2	Can't say	
		20	16		20	20	15	26		26	15	22	23	15	14	17	19	Not at all important	
				6							39			39					Ĩ
	portance	39	44	46	42	40	44	34	57	39	e	33	39		57	40	40	Not that important	ouncil?
E COMMUNITY En dergentage	E E	37	35	38	33	35	37	38	33	32	43	40	37	44		41	39	ortant	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 Info														- 24			_% ■ Very import	'informing the com asked state-wide: 2
2016 INFORMING TH		2016 Melton	2013 Melton	2012 Melton	State-wide	Interface	Melton Township	Eastern Corridor	Rural Balance*	Men	Women	18-34	35-49	50-64	65+	Personal user	Household user	 Extremely important 	Q1. Firstly, how important should 'informing the community' be as a responsibi Base: All respondents. Councils asked state-wide: 25 Councils asked group: 3

2016 INFORMING THE COMMUNITY Performance index scores				:ALS	
2016 Informing Community Performance		2015	2014	2013	2012
65+	68	n/a	n/a	56	n/a
Personal user	65↑	n/a	n/a	59	n/a
Household user	65↑	n/a	n/a	58	n/a
Melton Township	60	n/a	n/a	55	n/a
Women	60	n/a	n/a	57	n/a
Melton	59	n/a	n/a	55	n/a
State-wide	59	61	62	61	60
Eastern Corridor	58	n/a	n/a	59	n/a
Men	58	n/a	n/a	53	n/a
18-34	58	n/a	n/a	60	n/a
Rural Balance	57*	n/a	n/a	38	n/a
35-49	57	n/a	n/a	51	n/a
50-64	57	n/a	n/a	52	n/a
Interface 55	55 🔶	56	n/a	n/a	n/a
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 Moter Dieses eae clide 5 for availanation what cinnificant differences	hs?	M	X		

2016 INFORMIN	L 9	MUNITY				
PERFURIMAINU		IAILEU PERVENIAVES			after the second	į,
	2016 Informing C	Informing Community Performance	nance			
2016 Melton	12	34	33		14	5 1
2013 Melton	8 30		40		14	6 2
State-wide	12	35	31		13 5	4
Interface	9	30	35		16 6	4
Melton Township	12	37	31		14	4 2
Eastern Corridor	13	31	34		14	7 1
Rural Balance*		51		34	7	œ
Men	11	36	30		17	5 1
Women	13	33	35		11	5 2
18-34	10	31	38		21	
35-49	11	37	33	~	8 11	5
50-64	11	34	29		17 5	4
65+	23	39		21	9	9
Personal user	19	37		31	11	2
Household user	18	37		31	12	2
	% Very good	od Good Average	age 🖉 Poor	Very poor	Can't say	
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	"informing the community" ove ked state-wide: 37 Councils as	er the last 12 months? sked group: 3		M		

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2016 THE CONDITI Importance inde	ONDITION OF LOCAL STREETS AND FOOTPAT E INDEX SCORES	ND FOOTPA	SHA	N YOUR AREA	AREA
2016 Streets and	2016 Streets and Footpaths Importance	2015	2014	2013	2012
Women	85	n/a	n/a	n/a	n/a
Eastern Corridor	83	n/a	n/a	n/a	n/a
18-34	83	n/a	n/a	n/a	n/a
50-64	83	n/a	n/a	n/a	n/a
Melton	82	n/a	n/a	n/a	n/a
Melton Township	81	n/a	n/a	n/a	n/a
35-49	80	n/a	n/a	n/a	n/a
Interface	79€	78	n/a	n/a	n/a
65+	79	n/a	n/a	n/a	n/a
Men	78≁	n/a	n/a	n/a	n/a
State-wide	→22	17	77	78	17
Rural Balance	75*	n/a	n/a	n/a	n/a
Q1. Firstly, how important s responsibility for Council? Base: All respondents. Cou Note: Please see slide 5 fou	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 evalanation about significant differences		M		

	2016 Stroots and Ecotorithe		
_		Inportance	
2016 Melton	43	44	11 21
State-wide	34	43	18 212
Interface	39	43	14 211
Melton Township	41	45	11 3
Eastern Corridor	47	41	10 11
Rural Balance*	14	67	12 7
Men	36	46	13 4 1
Women	49	42	6
18-34	50	36	10 3
35-49	43	41	14 21
50-64	40	53	6 11
65+	27	60	10 2
 Extremely important 	_% ■Very important ■Fairly important	Not that important	mportant ■ Can't say

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2016 PLANNING IMPORTANCE IND	UNING FOR POPULATION GROWTH IN TH Ce Index scores	HLN	EARE	-	
2016 Population	2016 Population Growth Importance	2015	2014	2013	2012
Personal user	85	n/a	n/a	88	n/a
Rural Balance	83*	n/a	n/a	86	n/a
35-49	83	n/a	n/a	78	n/a
50-64	83	n/a	n/a	85	n/a
Household user	83	n/a	n/a	87	n/a
Melton Township	81	n/a	n/a	80	n/a
Women	81	n/a	n/a	81	n/a
Melton	80	n/a	n/a	80	n/a
Interface	79	76	n/a	n/a	n/a
Eastern Corridor	79	n/a	n/a	79	n/a
Men	79	n/a	n/a	80	n/a
65+	19	n/a	n/a	84	n/a
State-wide	76↓	75	75	75	75
18-34	76	n/a	n/a	78	n/a
Q1. Firstly, how important s Council? Base: All respondents. Cou Nnta: Please see slide 5 fn	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 Моте: Please see slide 5 for evulanation about significant differences		M		

2016 PLANNING FO	NG FOR POPULATION GROWTH IN THE A	VTH IN THE AREA	
IMPORTANCE DETAI	DETAILED PERCENTAGES		
	2016 Population Growth Importance	Se	<u>S Hous</u>
2016 Melton	46	33 15	4 11
2013 Melton	46	36	12 3 2 2
State-wide	35	37 20	5 12
Interface	42	37 14	2 5
Melton Township	48	34 11	5
Eastern Corridor	44	31 20	4
Rural Balance*	41	49	10
Men	44	31 18	5 1
Women	47	35	12 3 <mark>2</mark> 1
18-34	38	36 19	5 2
35-49	55	26	14 4 1
50-64	52	30	12 2 <mark>2</mark> 2
65+	36	45 12	5 2
Personal user	51	36	12
Household user	47	40	14
 Extremely important 	∽% ■ Very important ■ Fairly important ■ Not	 Not that important Not at all important 	it ■ Can't say
Q1. Firstly, how important should 'i Council?	Q1. Firstly, how important should 'planning for population growth in the area' be as a responsibility for Council?	olity for	
Basa: All raenondante Pouncile ac	account. Bases All reconnidante Primeile acted stata wide: 14 Primeile acted armin: 9		

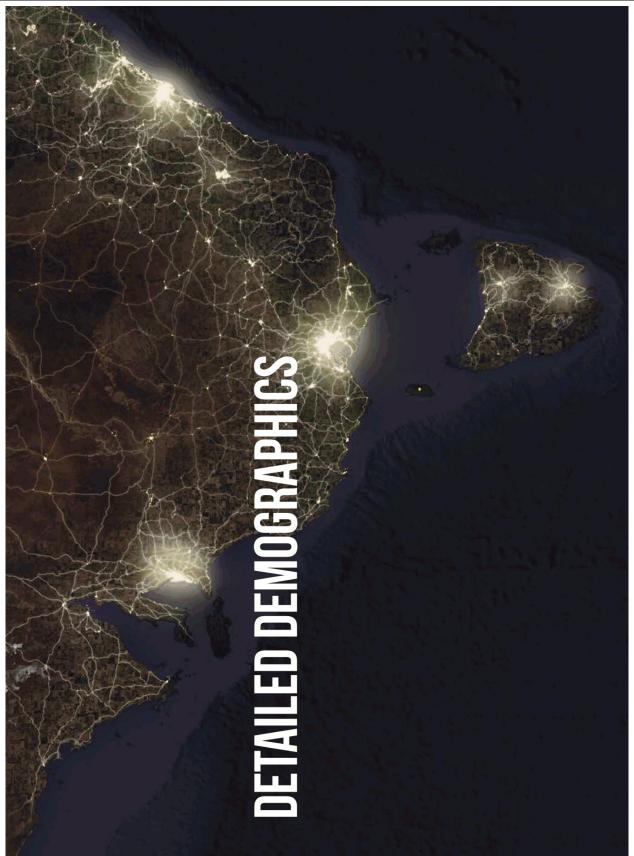
2016 PLANNING FOR POPULATION GROWTH IN TH Performance index scores	V GROWTH I		ARE	-	
2016 Population Growth Performance		2015	2014	2013	2012
Rural Balance	71*	n/a	n/a	42	n/a
Household user	667	n/a	n/a	66	n/a
65+	657	n/a	n/a	55	n/a
Personal user	651	n/a	n/a	65	n/a
50-64	60	n/a	n/a	50	n/a
Men	58	n/a	n/a	54	n/a
Melton	57	n/a	n/a	54	n/a
Melton Township	57	n/a	n/a	53	n/a
18-34	56	n/a	n/a	61	n/a
Interface	55	57	n/a	n/a	n/a
Eastern Corridor	55	n/a	n/a	57	n/a
Women	55	n/a	n/a	53	n/a
35-49	52	n/a	n/a	47	n/a
State-wide	51↓	54	54	54	52
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	over the last 12 months?		X		

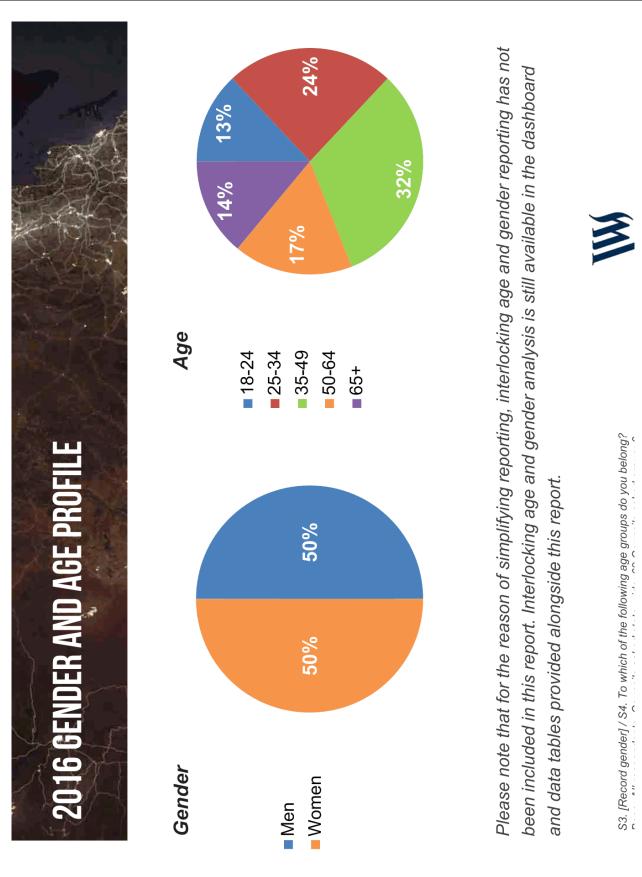
2016 PLANNING F	VG FOR	OR POPULATION GROWTH IN THE AR	GROWTH	HT NI	E AREA		
PERFORMANCE DETAILED PERCENTAGES	E DETA	ILED PERCEI	VTAGES			A.	
	2016 Po	2016 Population Growth Performance	Performance				
2016 Melton	11	28	30	0	15	2	10
2013 Melton	7	30	31		14	œ	6
State-wide	9	23	30		16 8	16	9
Interface	10	28	27		16	7	11
Melton Township	1	30		28	20	3	7
Eastern Corridor	10	25	33		12	œ	13
Rural Balance*	17		55			25	S
Men	12	28	3	30	13	5	12
Women	6	29	31		18	9	œ
18-34	10	24	36		16	က	10
35-49	7	31	29		20	∞	9
50-64	14	32		27	11	7	10
65+	17	30		23	6	3 17	
Personal user	13	40			40		7
Household user	£	44			37		6 2
	%	Very good	od Average	Poor	Very poor	Can't say	۲.
Q2. How has Council performed on 'planning for population growth in the area' over the last 12 months? Rase: كالا تعدينانامياتي (المانيانية عدلاما معلما المانية عدلاما مناسبة عدلما مناسبة عدلهما مناسبة عدلهما الم	planning for po' אל state-wide - po	pulation growth in the area' אר ריחווהיו'ג מאמש מיחוויי 2	over the last 12 months		M		

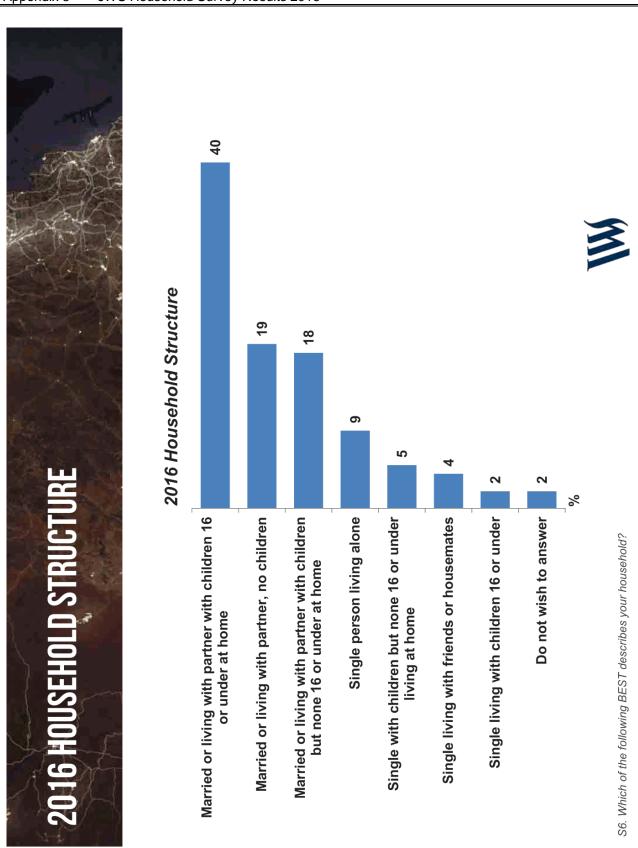
ORDINARY MEETING OF COUNCIL Metropolis and JWS Household Survey Results 2016 JWS Household Survey Results 2016 Item 12.5 Appendix 3

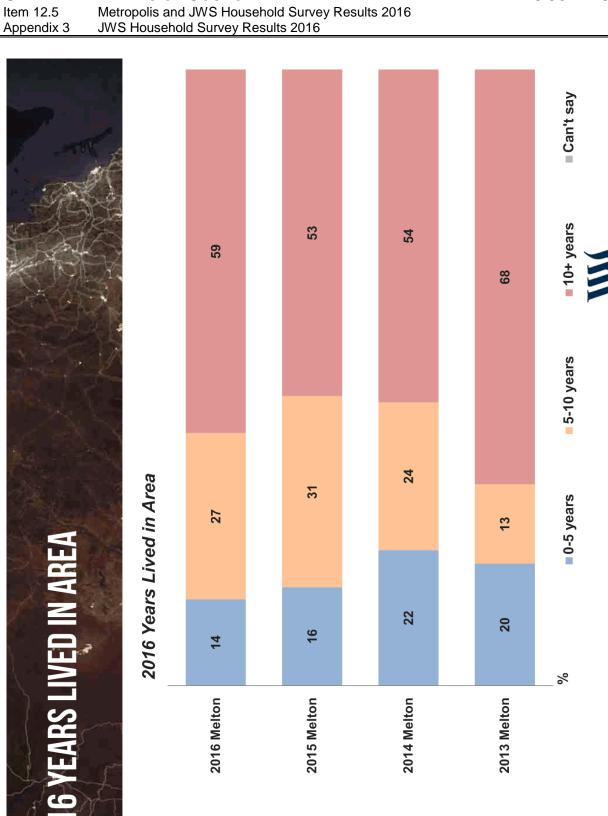
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2015 Melton

2014 Melton

2013 Melton

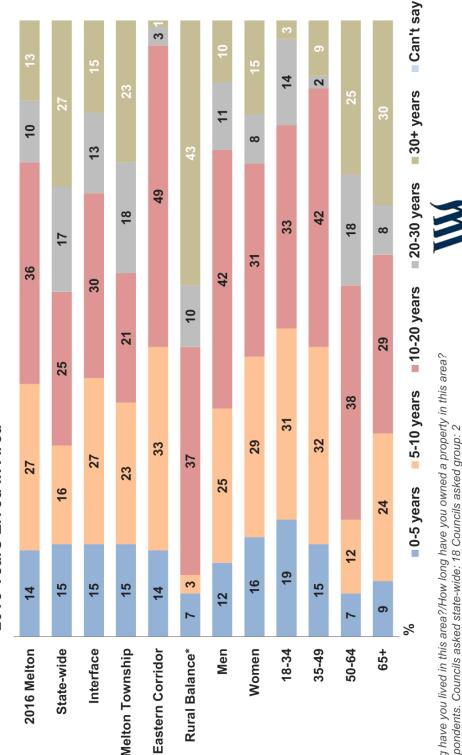
2016 Melton

ORDINARY MEETING OF COUNCIL

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





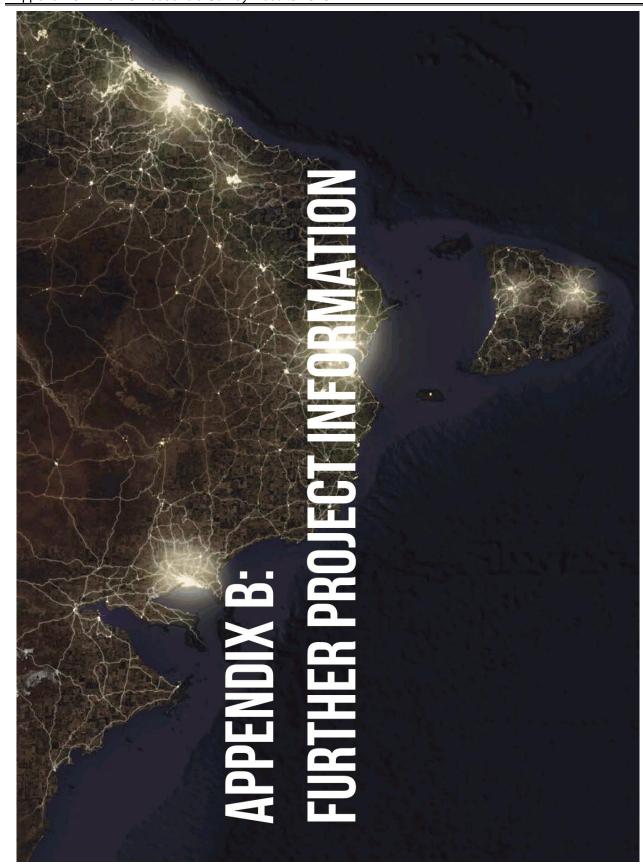


S5. How long have you lived in this area?/How long have you owned a property in this area? Base: All respondents. Councils asked state-wide: 18 Councils asked group: 2 Note: For 2016, the code frame expanded out "10+ years", to include "10-20 years", "20-30 years" and "30+ years".

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ORDINARY MEETING OF COUNCIL Item 12.5 Metropolis and JWS Household Survey Results 2016 Appendix 3 JWS Household Survey Results 2016



APPENDIX B: BAGKGROUND 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 .

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.	te Local Go s otherwise nple of app 6. Margins confidently the table b the table b	overnment Community Sa noted, this is the total sa roximately n=400 intervie of error will be larger for a as falling midway in the r as falling midway in the r elow, based on a populating g to ABS estimates.	atisfaction Survey for ample base for all reported ews is +/-4.9% at the 95% any sub-samples. As an ange 45.1% - 54.9%. tion of 92,000 people aged
The maximum margin of error on a sam confidence level for results around 50% example, a result of 50% can be read c Maximum margins of error are listed in 18 years or over for Melton City Counci Demographic Actual survey Actual survey	nple of app 6. Margins confidently the table b the table b	roximately n=400 intervie of error will be larger for a as falling midway in the r elow, based on a populat g to ABS estimates.	ews is +/-4.9% at the 95% any sub-samples. As an ange 45.1% - 54.9%. tion of 92,000 people aged
Maximum margins of error are listed in 18 years or over for Melton City Counci Demographic Actual survey sample size	the table b	elow, based on a populat g to ABS estimates.	tion of 92,000 people aged
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	
	202	+/-6.5	
	179	+/-7.1 	
or	206 15	+/-7.2	
Kural Balance 22 48 24 Monto 58	15	+/-21.4	
10-34 years 38 35-40 years 105	140	-/-1 0.C	
	69		
•	56		

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.

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APPENDIX B: Analysis and re	B: AND REPORTING	ING		
Index Scores Many questions ask respond 'very good' to 'very poor', with reporting and comparison of I measured against the state-w for such measures.	sk respondents to y poor', with 'can' nparison of results t the state-wide re s.	o rate council perfo t say' also a possi t over time, startin sult and the coun-	ormance on a five ble response cate g from the 2012 b cil group, an 'Inde	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 i say' responses ex the 'INDEX FACT produce the 'INDB	The Index Score is calculated and represented as a score out of 100 (o say' responses excluded from the analysis. The '% RESULT' for each sithe 'INDEX FACTOR'. This produces an 'INDEX VALUE' for each categ produce the 'INDEX SCORE', equating to '60' in the following example.	epresented as a s inalysis. The '% R es an 'INDEX VAL iting to '60' in the i	score out of 100 (c ESULT' for each s UE' for each cate ollowing example	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	%6	100	6	
Good	40%	75	30	
Average	37%	50	19	

SCALE	% RESULT	INDEX FACTOR	INDEX VALUE
/ery good	%6	100	6
Good	40%	75	30
Average	37%	50	19
Poor	9%	25	2
Very poor	4%	0	0
Can't say	1%		INDEX SCORE 60





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.

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



APPENDIX B: IMDEV CEDEE CIENTEREDENCE CALCULATION
INDEA SCURE SIGNIFICATVI DIFFENENCE CALCULATION
The test applied to the Indexes was an Independent Mean Test, as follows:
Z Score = (\$1 - \$2) / Sqrt ((\$3*2 / \$5) + (\$4*2 / \$6))
Where:
V\$1 = Index Score 1
S3 = 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.
APPE ANAL	Core, Op Over and represent Satisfacti Councils.	These co Over Com Cont V Cont V Cont	Reporting councils i questions Councils

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Reporting

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 Every council that participated in the 2016 State-wide Local Government Community Satisfaction 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

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

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APENDIX 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	
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.	