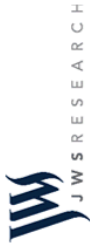


CONTENTS

- [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](#)

BACKGROUND AND OBJECTIVES



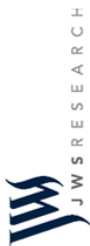
Welcome to the report of results and recommendations for the 2017 State-wide Local Government Community Satisfaction Survey for Melton City Council.

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. Participating councils have various 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.

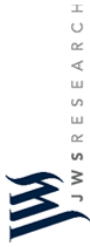
A total of n=400 completed interviews were achieved in Melton City Council. Survey fieldwork was conducted in the period of 1st February – 30th March, 2017.

The 2017 results are compared with previous years, as detailed below:

- 2016, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 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 18th May – 30th 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.

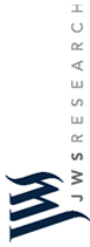
Further, results shown in blue and red indicate significantly higher or lower results than in 2016. Therefore in the example below:

- The result among 35-49 year olds in the council is significantly higher than the result achieved among this group in 2016.
- The result among 18-34 year olds in the council is significantly lower than the result achieved among this group in 2016.

Overall Performance – Index Scores (example extract only)



Note: Details on the calculations used to determine statistically significant differences may be found in Appendix B.



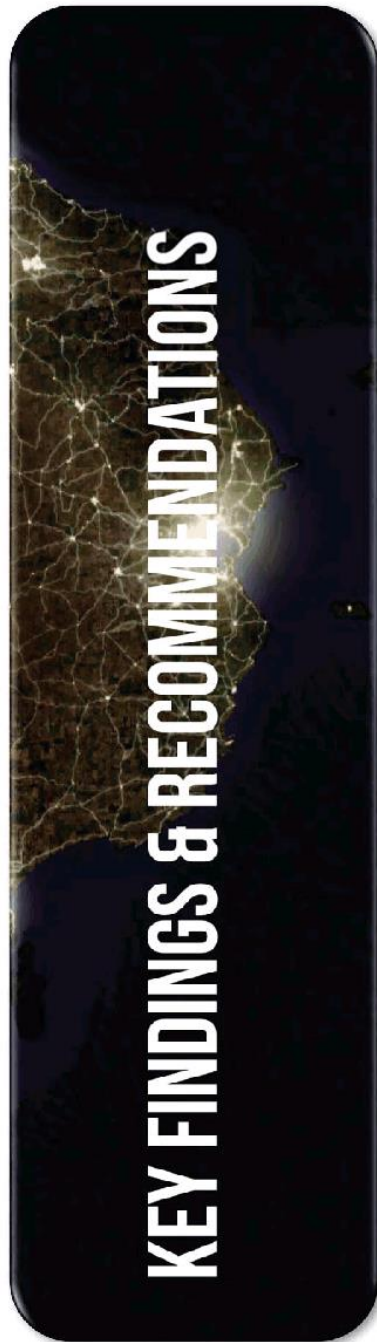
FURTHER INFORMATION

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 2017 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on (03) 8685 8555.

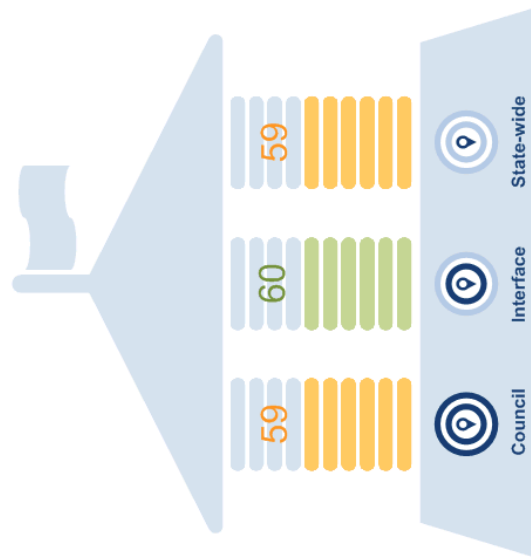


KEY FINDINGS & RECOMMENDATIONS





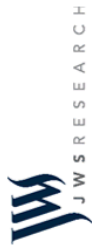
MELTON CITY COUNCIL



OVERALL COUNCIL PERFORMANCE

Results shown are index scores out of 100.



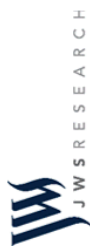


OVERALL PERFORMANCE

The **overall performance index score of 59** for Melton City Council represents a two point **decline** on the 2016 result. Overall performance ratings peaked at 64 in 2012 and again at 63 in 2015, but then declined in 2016 and further this year to arrive at the current rating.

- Melton City Council's overall performance is rated in line with the **average rating for councils State-wide and in the Interface group** (index scores of 59 and 60 respectively).
- Overall performance ratings are largely **consistent across geographic and demographic sub-groups**, with no significant differences evident compared to Council's average rating.

More residents (45%) rate Council's overall performance as 'very good' or 'good' compared to only 14% who rate it as 'very poor' or 'poor'. A further 41% sit mid-scale providing an 'average' rating.



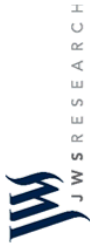
OVERVIEW OF CORE PERFORMANCE MEASURES

Review of the core performance measures (as shown on page 18) shows that Melton City Council's **performance declined slightly** – by just one or two points on most measures – compared to Council's own results in 2016. There were no significant improvements in 2017, although even with the declines the results are generally still equal to the Interface group and State-wide averages.

- The exception is **sealed local roads** (index score of 69) where Council's performance rating is statistically **significantly higher** (at the 95% confidence interval) than the average rating for councils Statewide and in the Interface group (index scores of 53 and 59 respectively).
- Residents in the **Eastern Corridor** (index score of 67) have *significantly more favourable impressions* on sealed local roads than residents overall. Conversely, residents of **Melton Township** (index score of 57) have *significantly less favourable impressions* of Council's performance.

Melton City Council declined four index points in the past year in the area of **customer service** (index score of 68). Despite the decline, Melton City Council is **similar** to the State-wide council and Interface group averages (index score of 69 each). This is also Melton City Council's **best performing area**.

CUSTOMER CONTACT AND SERVICE



More than half (55%) of Melton City Council residents have had recent contact with Council. Fewer residents report having contacted Council in 2017 than in 2016 (62%).

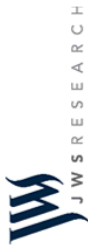
Customer service is council's strongest area of performance and, with an index score of 68, is a positive result for Council. That said, the drop of four index points in the past year reflects against generally more favourable impressions of customer service in earlier years (index scores of 74 in 2012 and 73 in 2014).

- One-quarter (28%) rate Council's customer service as 'very good', with a further 32% rating customer service as 'good', for a total 'very good' or 'good' score of 60%, compared to a total of 73% in 2016.

Residents of Melton Township award Council *significantly lower* customer service ratings than they did just one year ago (index score of 69, down eight points from 2016). However, no demographic or geographic sub-group rates Council significantly differently to the average result. This suggests that Council should aim to improve customer service across *all* geographic and demographic sub-groups in order to return to previous levels.

Newsletters, sent via mail (41%) or email (28%), are the preferred way for Council to inform residents about news, information and upcoming events.

- Residents aged 50+ years prefer to receive a Council newsletter via mail (47%) to email (19%), by a much wider margin than their younger counterparts (39% and 33% respectively).



AREAS IN NEED OF ATTENTION

Council ratings *declined significantly* in 2017 in the areas of **informing the community** (index score of 55, down four points from 2016) and **population growth** (index score of 51, down six points).

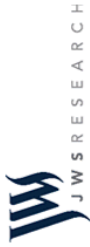
- Ratings on these two service areas are equal to Council's lowest result for each. However, Council's 2017 results on these service areas are not significantly different to the Interface group averages (index scores of 55 and 50 respectively).
- Much of the decline in ratings for informing the community can be attributed to more critical ratings on this issue from male residents, residents aged 65+ years and residents of Melton Township.

The area that stands out as being most in need of Council attention is planning for **population growth**. This is Council's **lowest rated** service area. It is also equal most important (importance index score of 82) of the service areas evaluated.

- Three in ten residents (30%) rate Council performance in this service area as 'very poor' or 'poor'.
- Women, residents of Melton Township, and residents aged 18 to 34 years *declined significantly* in their impressions of Council performance in this area.

Lobbying (performance index of 54) is another area where Council performs less well. However, with an importance index score of 71, lobbying is considered Council's least important service areas.

- Council performance in the area of lobbying has declined from the peak index score of 58 in 2015. The current score is higher than previous results (index score of 53 in 2014 and 52 in 2013). Notwithstanding this relatively lower performance score, Council performs *on par* with the Interface group and State-wide averages on this service area (index scores of 58 for each).



FOCUS AREAS FOR COMING 12 MONTHS

For the coming 12 months, Melton City Council should pay particular attention to the service areas where stated importance exceeds rated performance by more than 10 points. Key priorities include:

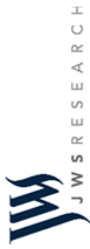
- **Planning for population growth** (margin of 30 points)
- **Making community decisions** (margin of 27 points)
- **Informing the community** (margin of 23 points)
- **Consultation and engagement** (margin of 20 points)
- **Sealed local roads** (margin of 20 points)
- **Lobbying** (margin of 18 points).

Consideration should also be given to Melton City Council residents aged 50 to 64 years, who appear to be most driving negative opinion in 2017.

It is noted that (relative to other services areas), Council is **performing well in the area of customer service**. However, historically, we have seen higher performance ratings for Council on this measure, and so efforts should be made to ensure this measure does not deteriorate further.

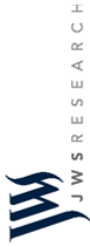
- It is also important not to ignore, and to learn from, what is working amongst other groups, especially residents aged 18 to 34 years and 65+ years, and use these lessons to build performance experience and perceptions in other areas.

FURTHER AREAS OF EXPLORATION



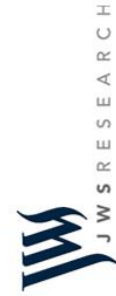
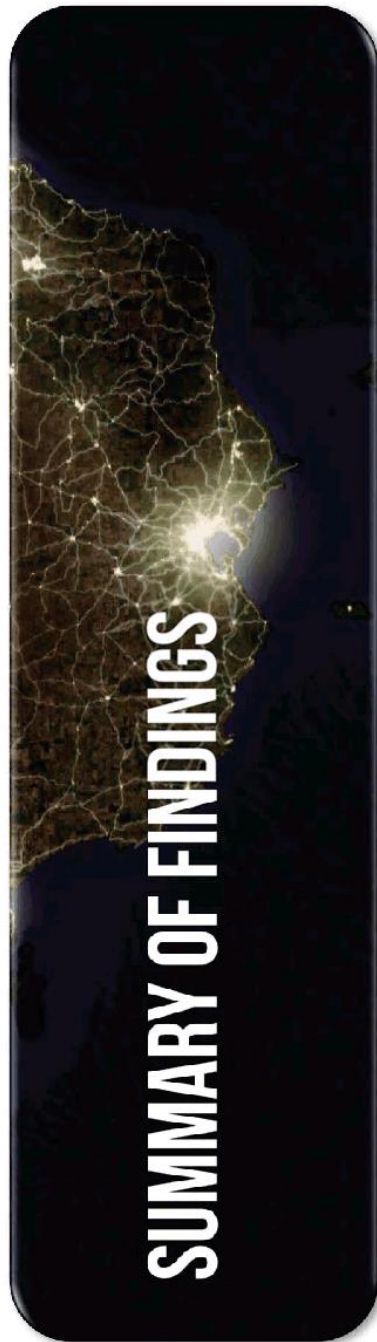
An approach we recommend is to further mine the survey data to better understand the profile of these over and under-performing demographic groups. This can be achieved via additional consultation and data interrogation, self-mining the SPSS data provided, or via the dashboard portal available to the council.

A 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.

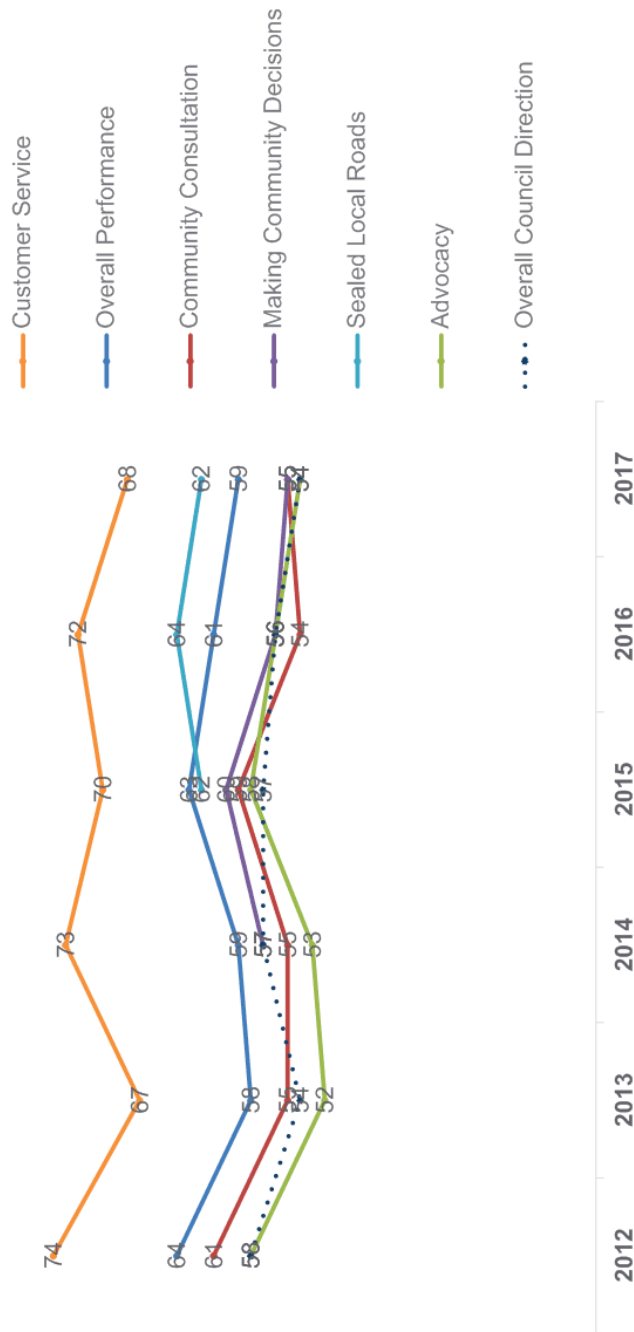
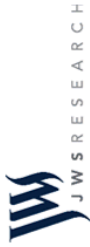


SNAPSHOT OF KEY FINDINGS

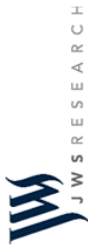




2017 SUMMARY OF CORE MEASURES INDEX SCORE RESULTS

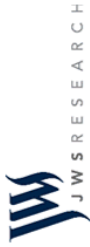


2017 SUMMARY OF CORE MEASURES DETAILED ANALYSIS

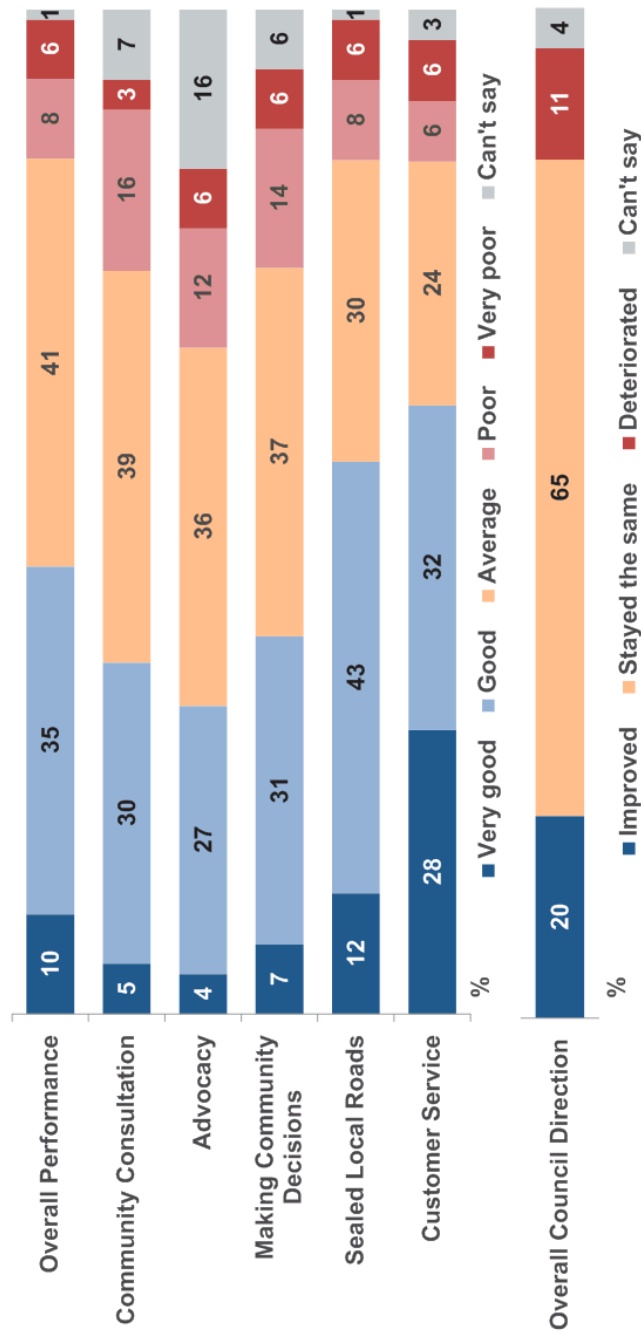


Performance Measures	Melton 2017	Melton 2016	Interface 2017	State-wide 2017	Highest score	Lowest score
OVERALL PERFORMANCE	59	61	60	59	Aged 65+ years	Aged 50-64 years
COMMUNITY CONSULTATION (Community consultation and engagement)	55	54	53	55	Aged 18-34 years	Aged 35-49 years
ADVOCACY (Lobbying on behalf of the community)	54	56	54	54	Aged 18-34 years	Aged 35-64 years
MAKING COMMUNITY DECISIONS (Decisions made in the interest of the community)	55	56	55	54	Aged 65+ years	Aged 50-64 years
SEALED LOCAL ROADS (Condition of sealed local roads)	62	64	59	53	Aged 65+ years	Melton Township
CUSTOMER SERVICE	68	72	69	69	Aged 65+ years	Men, Aged 50-64 years
OVERALL COUNCIL DIRECTION	54	56	53	53	Aged 18-34 years	Aged 50-64 years

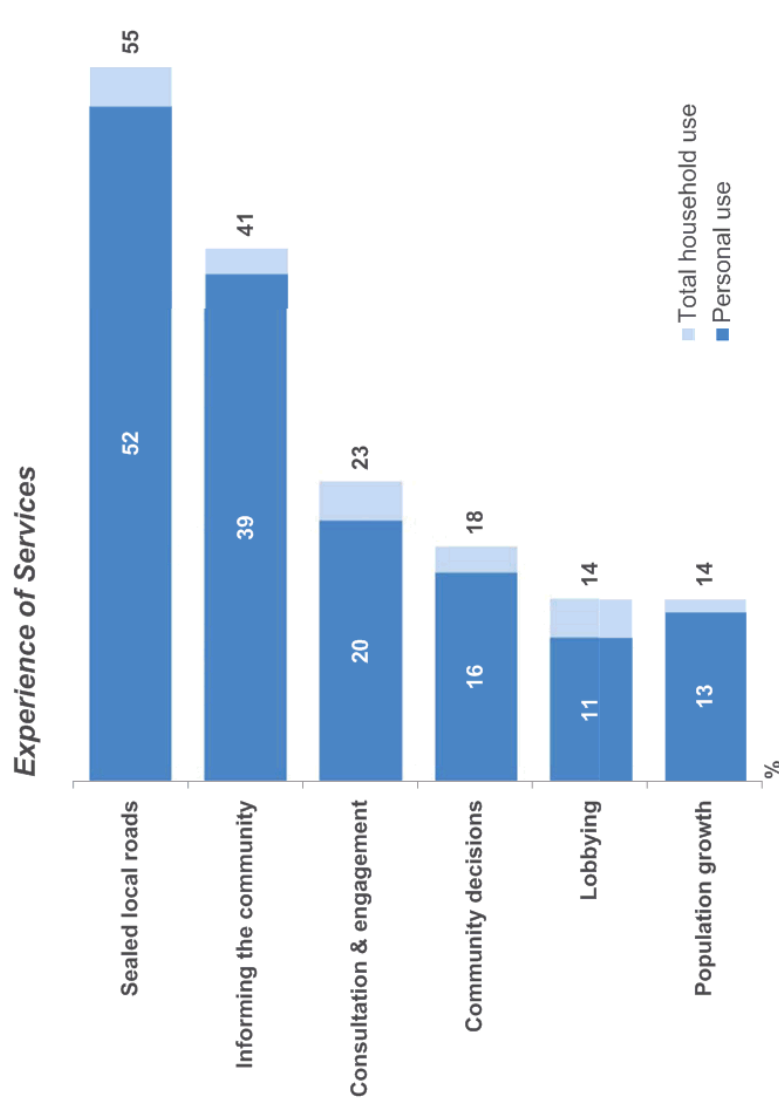
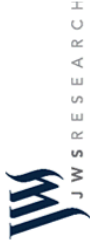
2017 SUMMARY OF KEY COMMUNITY SATISFACTION PERCENTAGE RESULTS



Key Measures Summary Results

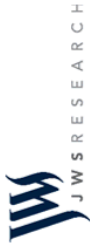


2017 PERSONAL AND HOUSEHOLD USE AND EXPERIENCE OF COUNCIL SERVICES PERCENTAGE RESULTS

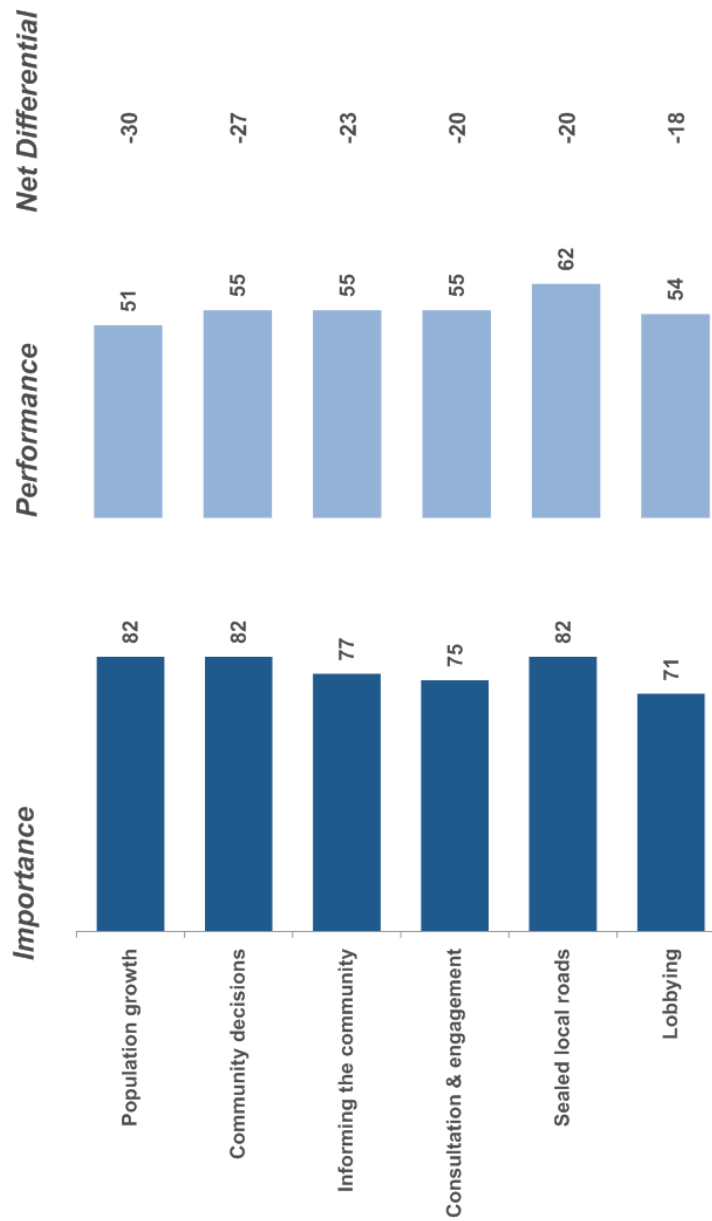


Q4. In the last 12 months, have you or has any member of your household used or experienced any of the following services provided by Council?
 Base: All respondents. Councils asked state-wide: 15 Councils asked group: 2

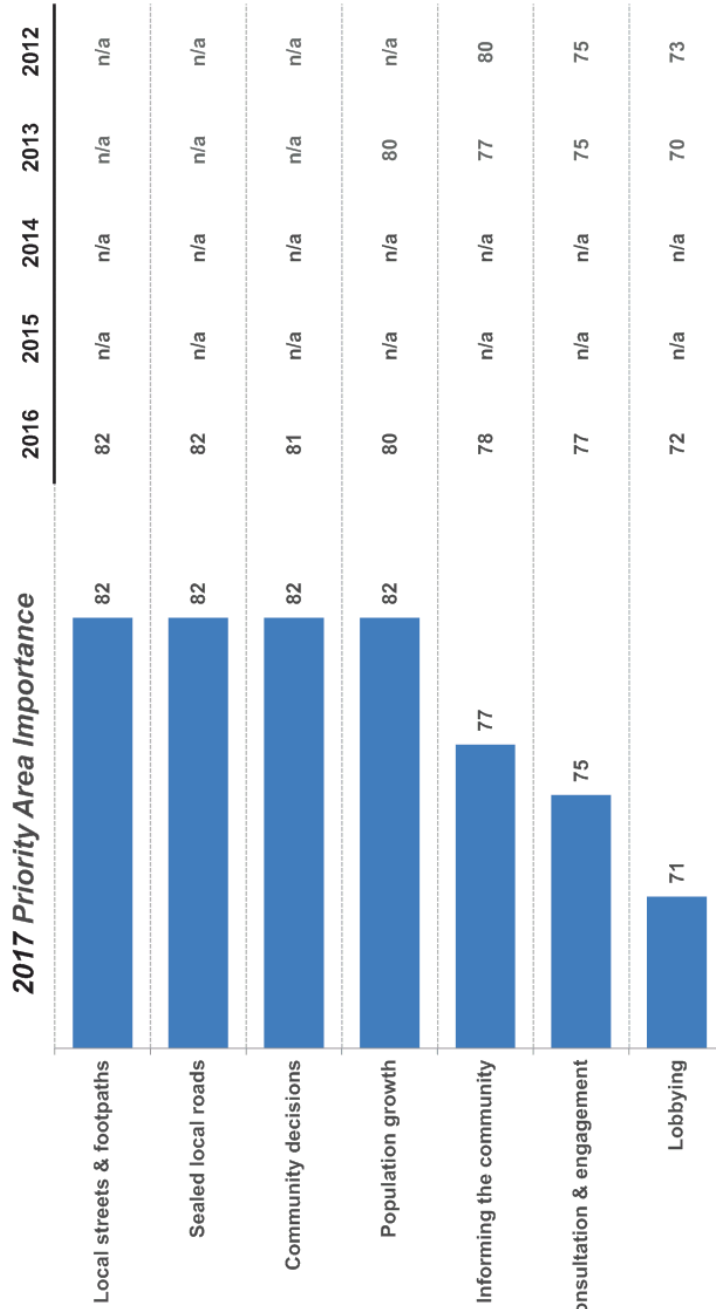
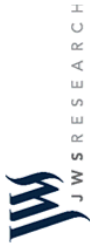
INDIVIDUAL SERVICE AREAS INDEX SCORE SUMMARY IMPORTANCE VS PERFORMANCE



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

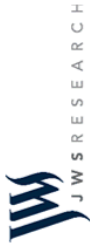


2017 IMPORTANCE SUMMARY
INDEX SCORES OVER TIME

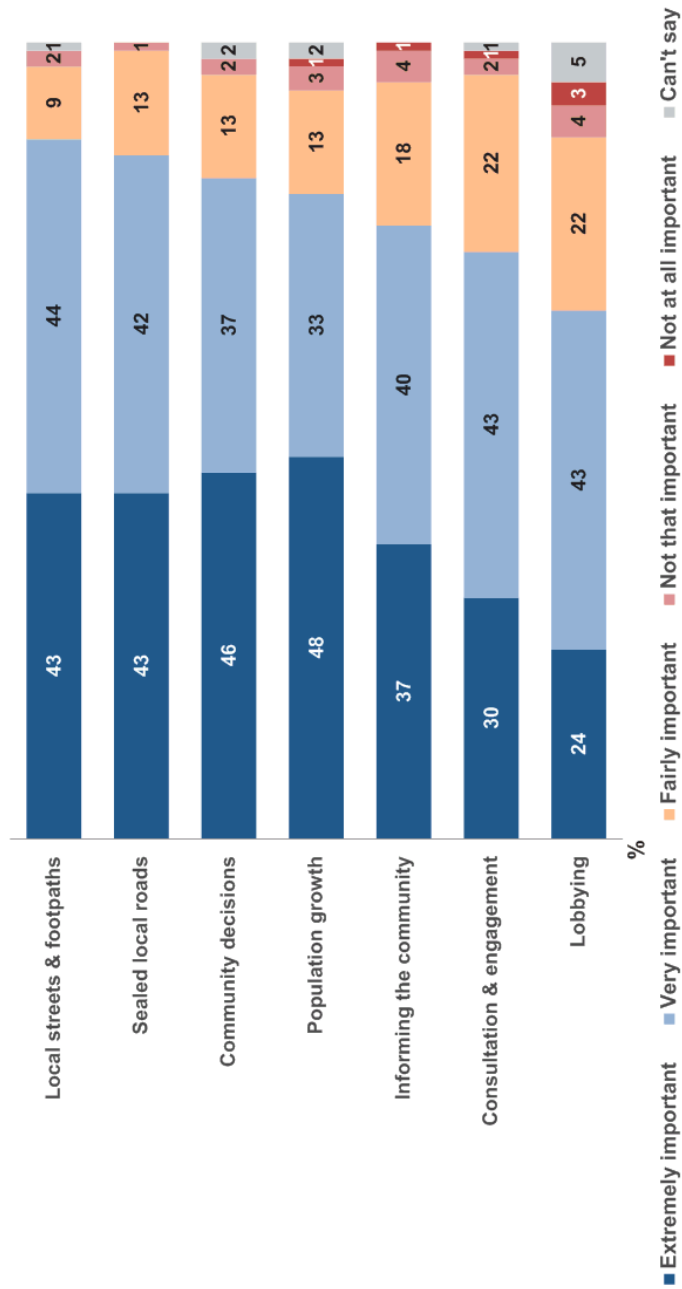


Q1. Firstly, how important should [RESPONSIBILITY AREA] be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 32 Councils asked group: 4
 Note: Please see page 5 for explanation of significant differences

INDIVIDUAL SERVICE AREAS IMPORTANCE DETAILED PERCENTAGES

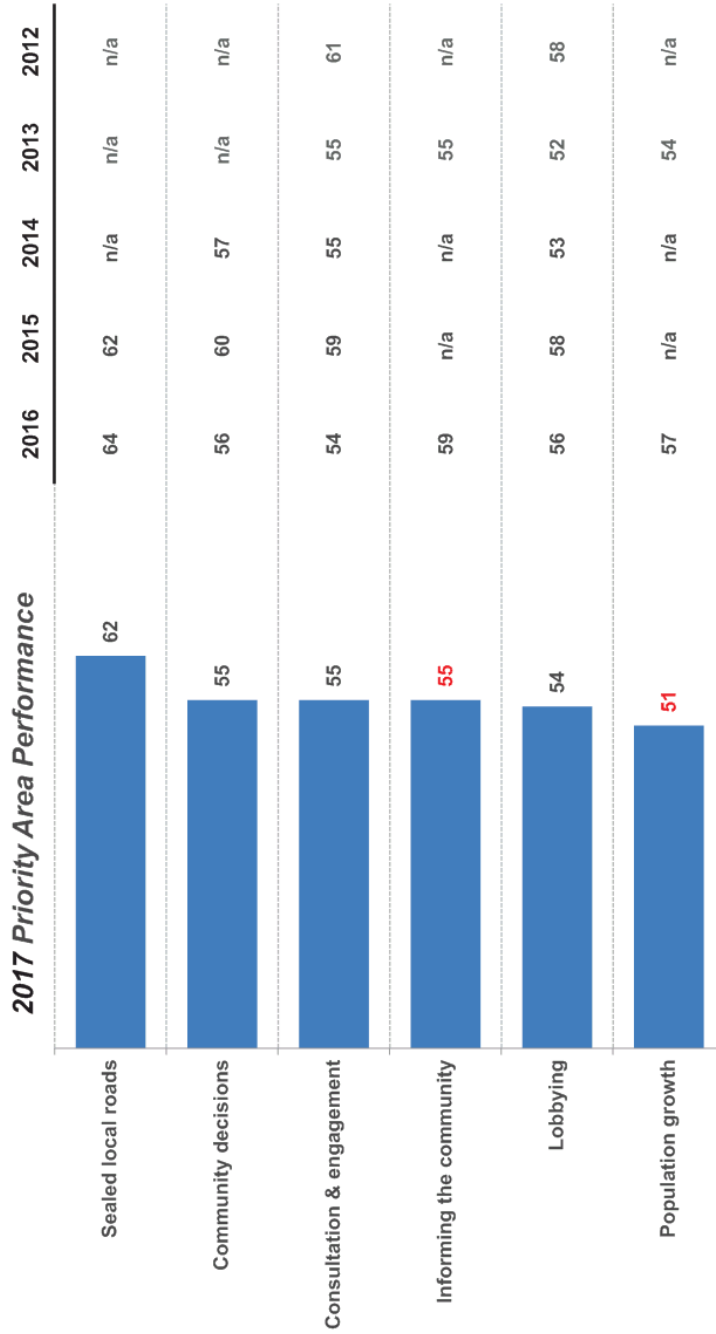
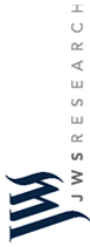


Individual Service Areas Importance



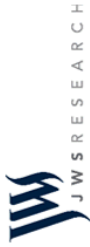
Q1. Firstly, how important should [RESPONSIBILITY AREA] be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 32 Councils asked group: 4

2017 PERFORMANCE SUMMARY
INDEX SCORES OVER TIME

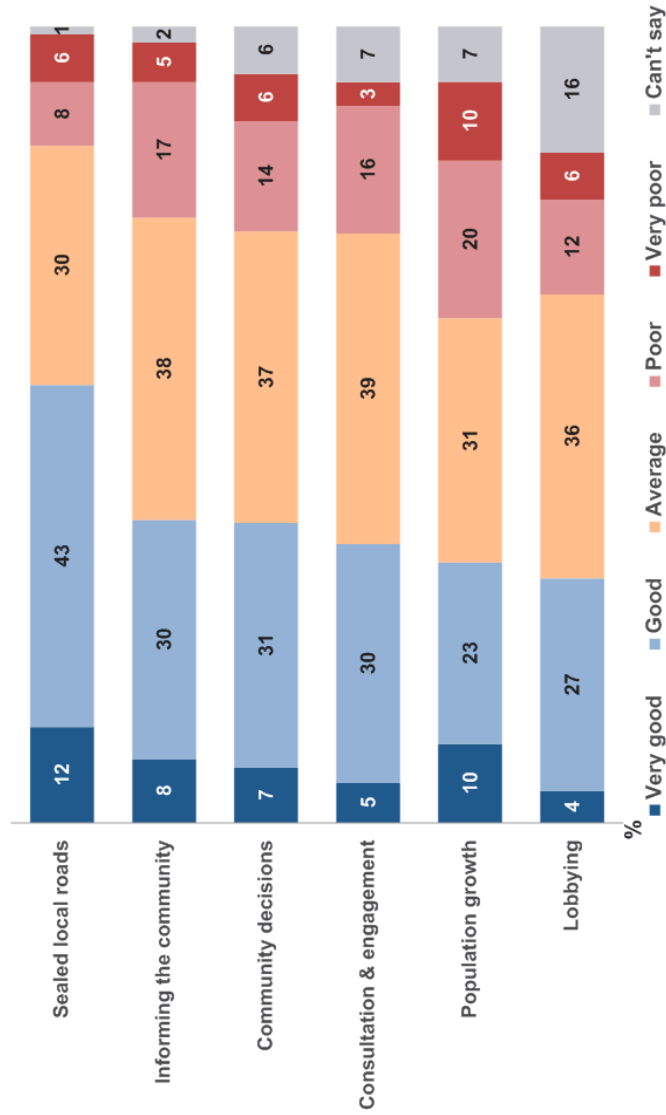


Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?
 Base: All respondents. Councils asked state-wide: 68 Councils asked group: 6
 Note: Please see page 5 for explanation of significant differences

INDIVIDUAL SERVICE AREAS PERFORMANCE DETAILED PERCENTAGES



Individual Service Areas Performance



Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?
Base: All respondents. Councils asked state-wide: 68 Councils asked group: 6