

Wyndham City Council

*2013 Annual Community Survey*

*Executive Summary*

February 2014

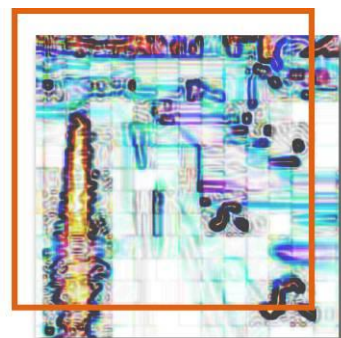
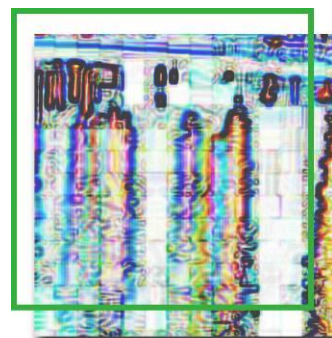


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Wyndham City Council





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## Introduction

Metropolis Research was commissioned by Wyndham City Council to undertake this, its first *Annual Community Survey*.

The survey has been designed to measure community satisfaction with a range of Council services and facilities as well as to measure community sentiment across a range of additional issues of concern in the municipality.

The *Annual Community Survey* program comprises the following core components which are included each year:

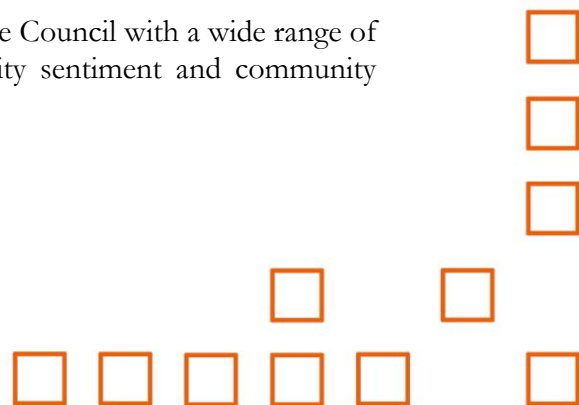
- ⊗ Satisfaction with Council’s overall performance and change in performance
- ⊗ Satisfaction with aspects of governance and leadership
- ⊗ Importance of and satisfaction with a range of Council services and facilities
- ⊗ Issues of importance for Council to address in the coming year
- ⊗ Community perception of safety in public areas of Wyndham
- ⊗ Satisfaction with Council customer service
- ⊗ Respondent profile.

In addition to these core components that are to be included every year, the *Wyndham City Council – 2013 Annual Community Survey* includes questions exploring current issues of importance that reflect Council’s current requirements. The 2013 survey includes questions related to the following issues:

- ⊗ What proportion of residents like living in Wyndham
- ⊗ The aspects residents like and dislike about Wyndham
- ⊗ Food security
- ⊗ Commuting / public transport use and barriers to use
- ⊗ Aspects of healthy living
- ⊗ Community participation and volunteering
- ⊗ The importance of a range of environmental issues

## Rationale

The *Annual Community Survey* has been designed to provide Council with a wide range of information covering community satisfaction, community sentiment and community feel and involvement.





The survey meets the requirements of the Local Government Victoria (LGV) annual satisfaction survey by providing importance and satisfaction ratings for the major Council services and facilities as well as scores for satisfaction with Council overall.



The *Annual Community Survey* provides an in depth examination of community satisfaction with a wide range of Council services and facilities, as well as additional community issues, and expectations of Council. This information is critical to informing Council of the attitudes, levels of satisfaction and issues facing the community in the City of Wyndham.

In addition, the *Annual Community Survey* includes a range of respondent profiling questions, to ensure that the respondent sample effectively reflects the underlying demographic profile of the Wyndham community. In addition, this detailed respondent profile is critical as it underpins the understanding of the variation in residents' views across the diverse range of communities that make up the broader Wyndham community. Identifying these groups within the community that have differing issues, levels of engagement with and requirements of Council and other levels of government is a key objective of the survey. These insights from the survey help inform Council's strategic and organisational planning, service delivery and policy development endeavors to best meets the needs of all the residents of Wyndham.

### **Methodology**

The *Wyndham City Council – 2013 Annual Community Survey* was conducted as a door-to-door interview style survey of 800 households drawn randomly from across the municipality from the 23<sup>rd</sup> November 2013 to 25<sup>th</sup> January 2014, excluding the Christmas – New Year period. The final results have been weighted by precinct to ensure that each precinct within Wyndham contributes proportionally to the municipal result. The precinct weightings have been based on the City of Wyndham population forecasts; forecast.id, as published on Council's website.

Trained Metropolis Research survey staff conducted face-to-face interviews of approximately twenty minutes duration with householders. This methodology has produced highly consistent results in terms of the demographics of those surveyed, although it should be noted that face-to-face interviews will tend to slightly over represent families, in particular parents with younger children, and under represent residents who speak a language other than English.

### **Response rate**

A total of 4,954 households were approached to participate in the *Wyndham City Council – 2013 Annual Community Survey*. Of these 2,216 were unattended when Metropolis Research called on the household, 1,577 refused to participate in the research and 800 completed surveys.



This provides a response rate of 33.7%, which is a little lower than that typically recorded by Metropolis Research in similar research across metropolitan Melbourne, which tends to range from at or around forty percent.



## Governing Melbourne

*Governing Melbourne* is a unique service provided by Metropolis Research annual since 2010. *Governing Melbourne* is a survey of approximately 1,000 respondents drawn in equal numbers from every municipality in metropolitan Melbourne. *Governing Melbourne* provides an objective, consistent and reliable basis on which to compare the results of this research. It is not intended to provide a “league table” for local councils, rather to provide a context within which to understand the results of individual municipalities. This report includes results from *Governing Melbourne* for metropolitan Melbourne and the West region of metropolitan Melbourne (Maribyrnong, Hobsons Bay, Wyndham, Brimbank, Melton, Moonee Valley).

## Glossary of terms

### *Precinct*

The term precinct is used by Metropolis Research to describe the small areas and in this instance reflects the official suburbs within Maribyrnong. Readers seeking to use precinct results should seek clarification of specific precinct boundaries if necessary.

### *Measurable*

A measurable difference is one where the difference between or change in results is sufficiently large to ensure that they are in fact different results, i.e. the difference is statistically significant. This is due to the fact that survey results are subject to a margin of error or an area of uncertainty.

### *Statistically significant*

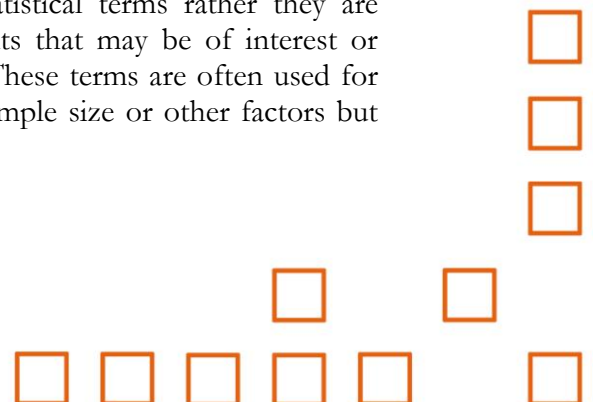
*Statistically significant* is the technical term for a measurable difference as described above. The term “statistically significant” and the alternative term “measurable” describe a quantifiable change or difference between results. They do not describe or define whether the result or change is of a sufficient magnitude to be important in the evaluation of performance or the development of policy and service delivery.

### *Significant result*

Metropolis Research uses the term *significant result* to describe a change or difference between results that Metropolis Research believes to be of sufficient magnitude that they may impact on relevant aspects of policy development, service delivery and the evaluation of performance and are therefore identified and noted as significant or important.

### *Discernible / observed*

Metropolis Research will describe some results or changes in results as being discernible, observable or notable. These are not statistical terms rather they are interpretive. They are used to draw attention to results that may be of interest or relevance to policy development and service delivery. These terms are often used for results that may not be statistically significant due to sample size or other factors but may none-the-less provide some insight.





### Satisfaction categories



Metropolis Research typically categorises satisfaction results to assist in the understanding and interpretative of the results. These categories have been developed over many years as a guide to the scores presented in the report and are designed to give a general context.

These categories are designed to be indicative of the level of satisfaction. They are generally defined as follows:

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

## Key findings

The following are the key findings for each section of the *City of Wyndham – 2013 Annual Community Survey*.

### *Council's overall performance*

- ⊗ Satisfaction with Council's overall performance in 2013 was 6.19, a level of satisfaction best categorised as "good", with a 95% confidence interval of 6.05 to 6.34.
- ⊗ Satisfaction with Council's overall was measurably than the metropolitan Melbourne (6.80) and Western Region average (6.63), as measured in *Governing Melbourne*.
- ⊗ There was no measurable variation in satisfaction with Council's overall performance across the six precincts comprising the City of Wyndham.
- ⊗ Ten percent (10.2%) of respondents considered Council's overall performance had improved in the last 12 months whilst 10.4% considered that it had deteriorated.

### Governance and leadership

- ⊗ Satisfaction with the five aspects of governance and leadership as a group was 5.97, a level of satisfaction best categorised as "poor".
  - Responsiveness to community needs (6.10) – "solid"
  - Maintaining community trust and confidence (6.09) – "solid"
  - Representation, lobbying and advocacy (5.98) – "poor"
  - Seeking community opinion and feedback (5.91) – "poor"
  - Planning for population growth (5.76) – "poor"



## ***Issues for Council to address in coming 12 months***

- ⊗ A total of 698 respondents (87.1%) provided 1,649 individual responses
- ⊗ The most commonly identified issues in 2013 were:
  - Traffic management (40.4%, compared to Melbourne average 22.3%)
  - Roads maintenance and repairs (31.0% compared to Melbourne average 6.7%)
  - Public transport (16.1% compared to Melbourne average 4.3%)

## ***Council services and facilities***

### **Importance of Council services and facilities**

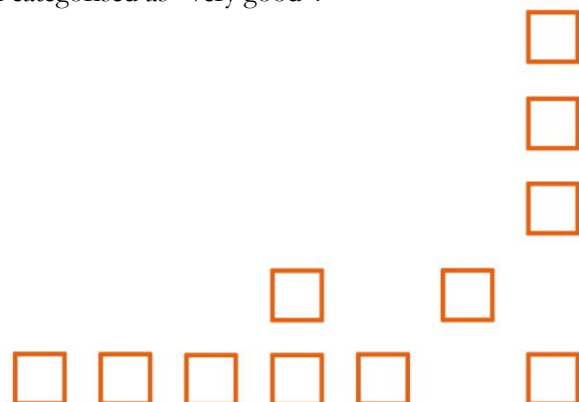
- ⊗ The average importance of the 35 services and facilities included in 2013 was 8.73.
- ⊗ The five most important services in 2013 were “weekly garbage collection”, “services for seniors or people with a disability”, “services for children from birth to 5 years of age” and “regular recycling” and “services for youth”.

### **Satisfaction with Council services and facilities**

- ⊗ Average satisfaction with the 35 services and facilities included in 2013 was 7.15, a level of satisfaction best categorised as “good”. This result is consistent with the metropolitan Melbourne (7.34) and Western Region (7.05) results from *Governing Melbourne*.
- ⊗ The five services with the highest satisfaction scores in 2013 were “weekly garbage collection”, “local library”, “services for children from birth to 5 years of age”, “green waste collection”, and “regular recycling”.
- ⊗ The five services with the lowest satisfaction scores in 2013 were “maintenance traffic management”, “public toilets”, “provision of permanent public art”, “road maintenance and repairs” and “footpath maintenance and repairs”.

### ***Contact with Council (customer service)***

- ⊗ A little less than half of the respondents (41.8%) had contact with Council in the last twelve months.
- ⊗ The most common forms of contact were telephone (63.3%) and visits in person (19.1%)
- ⊗ Less than ten percent (6.6%) were Internet-based (email or website).
- ⊗ Satisfaction with the eight aspects of customer service as a group was 7.68, a level of satisfaction best categorised as “very good”, whilst the more subjective “satisfaction with overall experience” was slightly lower at 7.31, although still categorised as “very good”.







⊗ Satisfaction with the eight aspects of customer service varied as follows:

- Understand language needs (8.71) – “excellent”
- Ease understanding information (8.29) – ”
- Opening hours (8.13) – ”
- General reception (7.81) – ”
- Courtesy of service (7.73) – “very good”
- Access to relevant staff / officer (7.59) – ”
- Care and attention to enquiry (7.30) – ”
- Speed of service (6.92) – “good”

### *Sense of community*

#### **Like living in Wyndham**

⊗ The overwhelming majority of respondents (92.6%) like living in Wyndham, whilst just 6.1% do not. There is no measurable variation in this result across the six precincts.

#### **Aspects of Wyndham most liked and disliked**

⊗ More than three-quarters of respondents (83.5%) identified the aspect they like most about living in Wyndham:

- **Atmosphere / nature of Wyndham (32%)** – including aspects such as calm / peaceful (26.8%), atmosphere / environment (3.9%) and safe / comfortable (1.3%).
- **Accessibility (18%)** – includes accessibility (8.8%) and proximity to city (8.8%).
- **People and community (14%)** – including aspects such as people, family, neighbours, community (12.3%) and cultural diversity (1.7%).
- **Environment (14%)** – includes aspects such as clean / beautiful (3.7%), spaciousness, openness (3.0%), proximity to countryside (2.8%), parks/reserves (2.5%), and foreshore, beach, river (1.8%).

⊗ A little more than half of the respondents (55.9%) identified the aspect they dislike most about living in Wyndham:

- Traffic management related (37.0%)
- Public transport (9.8%)
- Population and growth related (5.9%) and inadequate infrastructure (4.8%)

#### **Healthy living and community**

⊗ Respondents were asked their level of agreement with seven statements relating to healthy living and community, and each recorded a positive average agreement:

- Community events should offer healthy food options (8.48 of ten)
- I can get help from friends, family or neighbours when needed (8.15)
- I feel happy and safe walking in my local area (8.08)
- There are enough opportunities for people in my local area to exercise (7.87)
- I think breastfeeding in public is acceptable (7.68)
- There are enough opp’s to connect socially with people in the local area (7.36)
- I can easily get to a supermarket or fruit and vegetable store without a car (6.57)



- ⊗ A little less than one-quarter of respondents (23.1%) did not agree that they can easily get to a supermarket or fruit and vegetable store without a car, and respondents (4.48) from Truganina on average disagreed.



### **Volunteering / helping friends, family or neighbours**

- ⊗ More than three-quarters of respondents (83.0%) reported that they help friends, family or neighbours if needed.
  - There was no meaningful variation in this result between males and female respondents, or between respondents from English-speaking and non-English speaking households.
  - Senior citizens were somewhat less likely to help friends, family or neighbours than the average.
- ⊗ A little less than one-third of respondents (29.0%) volunteered as part of an organisation or club.
  - There was measurable variation in this result based on respondents' age, with young adults aged 36 to 45 years (39.2%) more likely and senior citizens (11.1%) less likely.
  - Male respondents (31.4%) were somewhat more likely to volunteer than female respondents (26.4%).
  - Respondents from English-speaking households (31.5%) were somewhat more likely than respondents from non-English speaking households (25.7%).

### **Community participation and engagement**

- ⊗ A little more than half of the respondents participated in at least one of the seven community participation activities listed in the survey.
  - One-third of respondents (36.9%) participated in a survey, interview or public meeting.
  - Approximately one-quarter had been on a committee (e.g. school or workplace), or signed an online or written).
  - There was little variation based on respondents' age or gender, although respondents from English-speaking respondents (61.4%) were somewhat more likely than respondents from non-English speaking households (51.5%).

### **Food security**

- ⊗ Less than five percent of respondents (4.7%) reported that their household had run out of food, unable to afford to buy more, at least once in the last twelve months.
  - There was only minor variation in this result across the six precincts.





## Safety in public areas of the City of Wyndham



- ⊗ Respondents rated their perception of safety in the public areas of Wyndham positively, although a little lower than recorded for both the Western Region and metro. Melbourne.
  - In public areas of Wyndham during the day (8.22 of ten).
  - In public areas of Wyndham at night (6.37)
  - Travelling on trains (6.37)
  - In and around local shopping district (7.79)
- ⊗ A little more than one-quarter of respondents who felt unsafe in public areas of Wyndham identified issues relating to people (e.g. gangs, youths, etc) and one-sixth identified police presence or drug and alcohol related issues as the reasons why they felt unsafe.

## Environmental issues for Wyndham

- ⊗ Respondents were asked to rate how important they considered eight environmental issues are for Wyndham. Respondents rated each of the eight issues as very important:
  - Protection of the natural environment (8.95 of ten).
  - Sustainable development and growth (8.91)
  - Litter and waste (8.89)
  - Pollution (8.88)
  - Water shortage / drought (8.66)
  - Renewable energy (8.54)
  - Pests and weeds (8.17)
- ⊗ Less than six percent of respondents rated any of the eight issues as unimportant (i.e. less than five out of ten).

## Commuting to work

- ⊗ A little less than three-quarters of respondents (70.1%) reported that a household member commuted to work regularly by car.
- ⊗ The overwhelming majority of commuters took less than one hour to commute to work by car, with 39.9% taking less than thirty minutes and 45.6% between thirty minutes and one hour.
- ⊗ Respondents rated “most convenient method” (9.20 of ten), and “quickest method” (9.02) as the most important factors affecting the decision to commute by car.
- ⊗ The most important barriers to commuting by public transport were “lack of parking at train station” (8.31 of ten), “takes too long by public transport” (8.30) and “trains are overcrowded” (7.71).



## Council’s congestion and transport related advocacy



- ⊗ A little less than one-fifth of respondents (18.4%) were aware of Council’s congestion and transport related advocacy, lobbying and community engagement activities.



## Council’s overall performance

Respondents were asked:

*“On a scale of 0 (lowest) to 10 (highest), can you please rate your personal level of satisfaction with the performance of Council across all areas of responsibility?”*

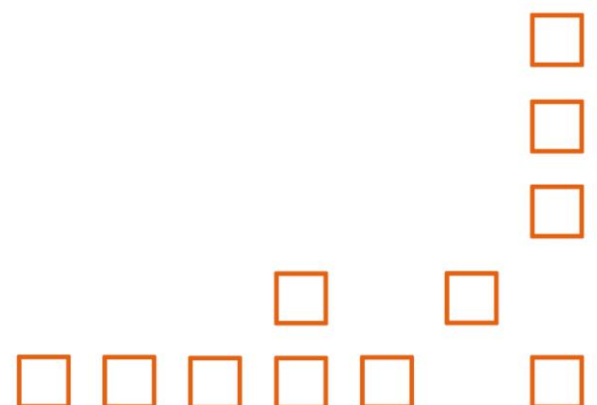
Average satisfaction with Council’s overall performance for the City of Wyndham in 2013 was 6.19, on a scale of zero to ten. The 95% confidence interval covers the range from 6.05 to 6.34. This level of satisfaction is best categorised as “solid”.

Satisfaction with Wyndham City Council’s overall performance is measurably lower than the 2013 *Governing Melbourne* average satisfaction for metropolitan Melbourne (6.80 or 9.8% higher) and the Western Region (6.63 or 7.1% higher), both of which are best categorised as “good”.

Over the last four years (2010 – 2013) *Governing Melbourne* recorded an average satisfaction with Council’s overall performance of 6.63 for the seven growth area municipalities (Melton, Hume, Whittlesea, Wyndham, Cardinia, Knox and Casey).

Satisfaction with Council’s overall performance is not a summary or aggregate measure of community satisfaction with the full range of services and facilities provided by Council. It is the subjective perception of Council performance residents decide for themselves, based on the issues, factors or circumstances they consider relevant. The overall satisfaction score can therefore be influenced by a wide range of factors both within and outside the control of Council. The range of factors residents may consider important include for example political, social and economic issues, as well as issues with the infrastructure, services and facilities provided by other levels of government. The *Annual Community Survey* program in addition to this measure of satisfaction with Council’s overall performance includes a range of other measures of community satisfaction with Council (including satisfaction with aspects of governance and leadership, services and facilities, customer service, identifying issues of importance, change in performance). The overall satisfaction score is not designed as a stand-alone measure of community satisfaction with Council, rather as a core component of this broader range of satisfaction measures which together describe community satisfaction.

There was no measurable variation in satisfaction with Council’s overall performance across the six precincts comprising the City of Wyndham. It is observed however that respondents from Truganina and Tarneit both rated satisfaction somewhat, albeit not measurably, lower than the municipal average, at levels best categorised as “poor”.



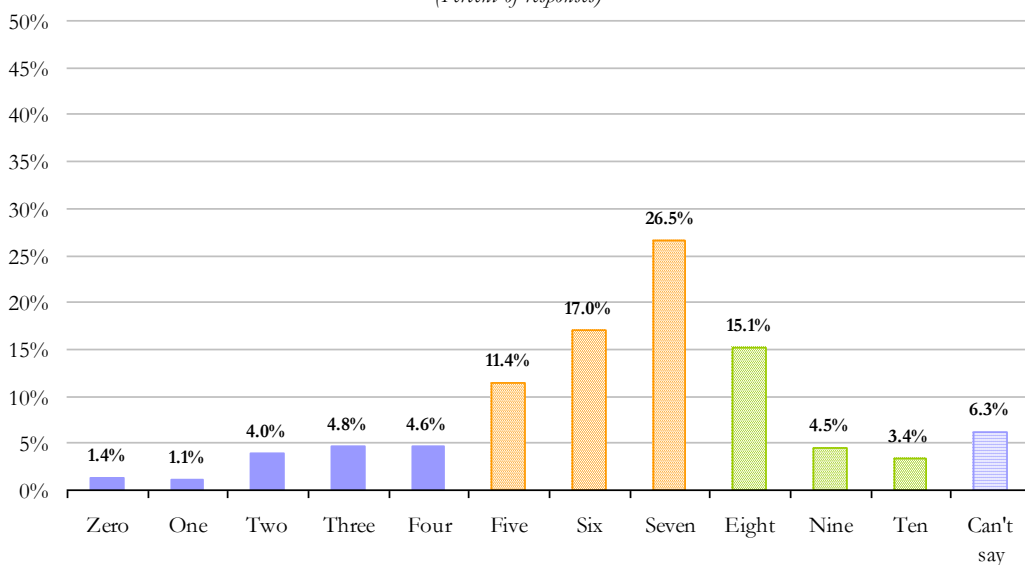
**Satisfaction with Council's overall performance**  
**Wyndham City Council - 2013 Annual Community Survey**  
*(Index score scale 0 - 10)*



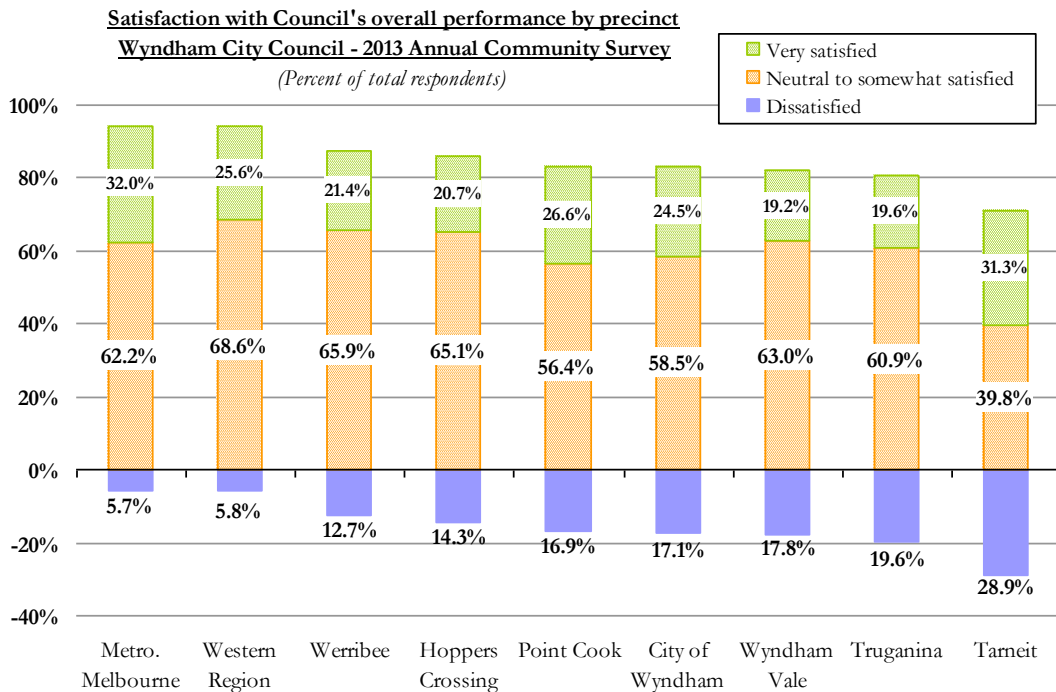
The following graph provides the proportion of respondents rating satisfaction with Council's overall performance from zero to ten and can't say. It is observed that one-quarter of respondents rated their satisfaction with Council's overall performance at seven out of ten, and almost one-quarter rated satisfaction at eight or more.

Two-thirds of respondents were satisfied with Council's overall performance (six or more), and a little less than one-sixth were dissatisfied (zero to four). It is noted that a relatively small proportion of respondents (6.3%) were unable or unwilling to provide a response.

**Satisfaction with Council's overall performance**  
**Wyndham City Council - 2013 Annual Community Survey**  
*(Percent of responses)*



The following graph provides a breakdown of these satisfaction scores into those rating satisfaction as “dissatisfied” (zero to four), “neutral to somewhat satisfied” (five to seven) and “very satisfied” (eight to ten), by precinct. There was significant variation in these results across the municipality, with particular attention drawn to the 28.9% of respondents from Tarneit dissatisfied with Council’s overall performance.



## Change in Council’s overall performance

Respondents were asked:

*“Over the past 12 months, do you think that Yarra City Council’s performance has?”*

In 2013, ten percent of respondents considered that Council’s overall performance improved over the last twelve months, whilst ten percent considered that performance had deteriorated.

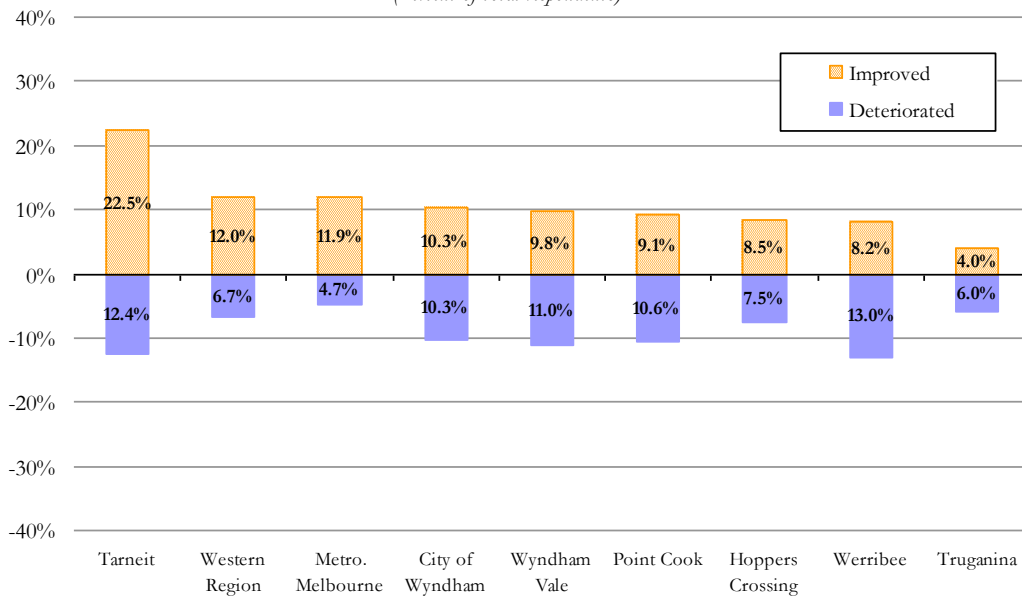
**Change in Council's overall performance**  
**Wyndham City Council - 2013 Annual Community Survey**  
 (Number and percent of total respondents)

Result	2013	
	Number	Percent
Improved	82	10.2%
Stayed the same	480	59.9%
Deteriorated	83	10.4%
Can't say	156	19.5%
<b>Total</b>	<b>801</b>	<b>100%</b>



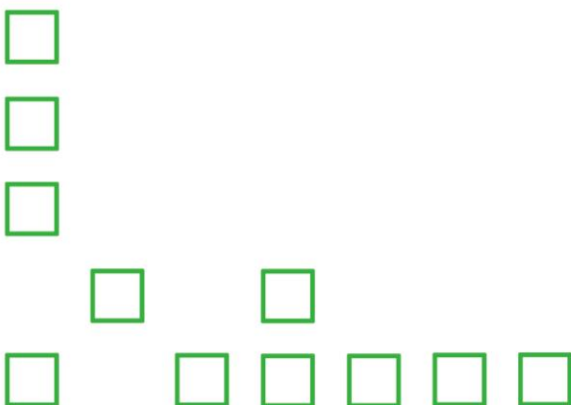
A slightly larger proportion of respondents considered Wyndham’s overall performance had deteriorated than the 4.7% recorded for metropolitan Melbourne and the 6.7% recorded for the Western Region in the 2013 *Governing Melbourne*. A similar proportion of respondents in Wyndham considered that Council’s overall performance had improved as was recorded for both the Western Region and metropolitan Melbourne.

**Change in Council's overall performance**  
**Wyndham City Council - 2013 Annual Community Survey**  
*(Percent of total respondents)*



There was some variation in this result across the six precincts comprising the City of Wyndham. It is observed that:

- ⊗ Respondents from Tarneit were twice as likely as the municipal average to consider that Council’s performance had improved in the last twelve months.
- ⊗ Respondents from Truganina were less than half as likely as the municipal average to consider that Council’s overall performance had improved in the last twelve months.
- ⊗ Approximately ten percent of respondents in each precinct considered that Council’s overall performance had deteriorated in the last twelve months.



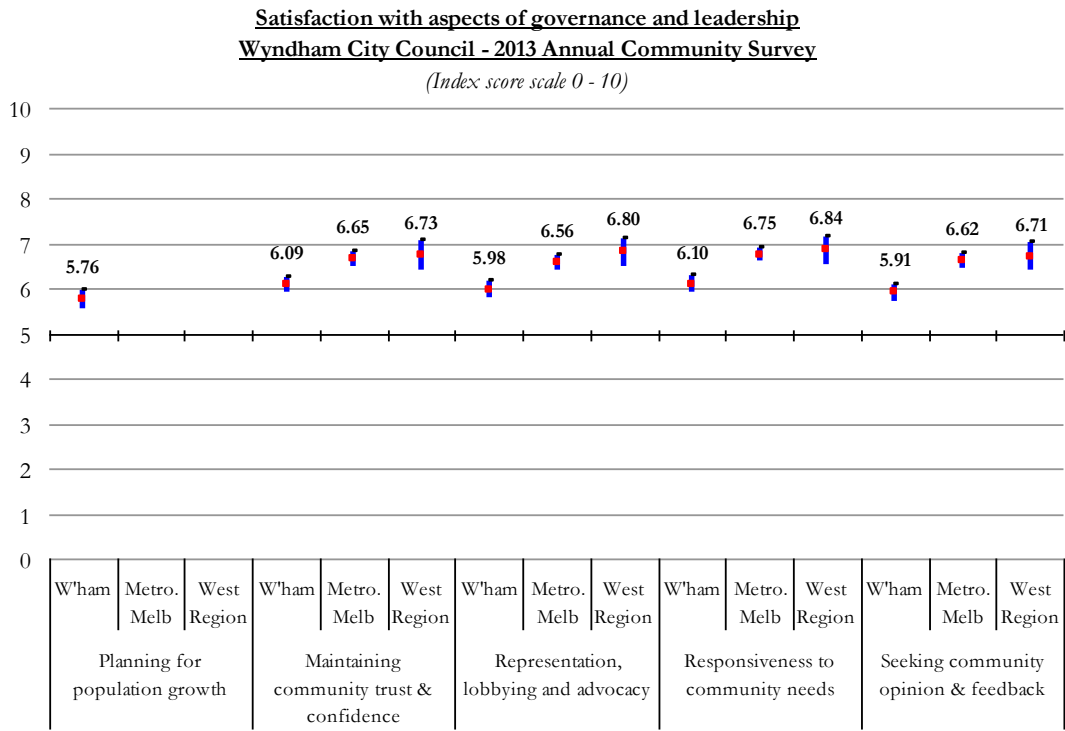
## Governance and leadership

Respondents were asked:

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

The average satisfaction with the five aspects of governance and leadership included in the survey was 5.97, a level of satisfaction best categorised as “poor”.

*Governing Melbourne* included four of the five aspects of governance and leadership included in the Wyndham survey, but does not include “planning for population growth”. The average satisfaction with the remaining four aspects of governance and leadership was 6.02 in the City of Wyndham, a level best categorised as “solid”. This is measurably lower than the average satisfaction recorded for metropolitan Melbourne (6.65) and the Western Region (6.73), both categorised as “good”.



Respondent satisfaction with the five aspects of governance and leadership can best be summarised as following:

- ⊗ **Solid** – for “maintaining community trust and confidence” and “responsiveness to local community needs”.
- ⊗ **Poor** - for “planning for population growth” and “representation, lobbying and advocacy” and “seeking community opinion and feedback”.

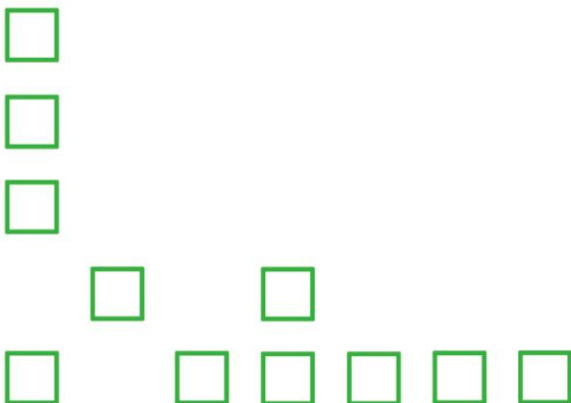
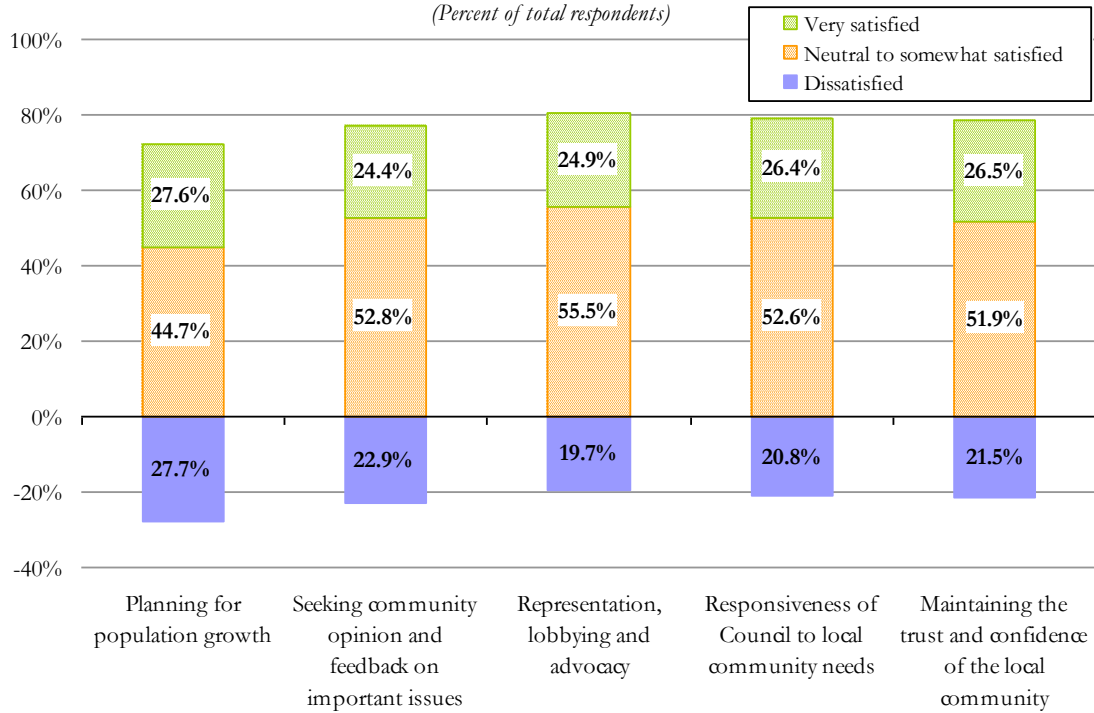




The following table displays the proportion of respondents “dissatisfied” (rating from zero to four), “neutral to somewhat satisfied” (rating five to seven) and “very satisfied” (rating of eight to ten).

It is observed that a little more than one-quarter of respondents were dissatisfied with “planning for population growth”, and approximately one-fifth were dissatisfied with the other four aspects. These results draw attention to a significant minority within the community expressing concerns around these aspects of governance and leadership.

**Satisfaction with aspects of governance and leadership**  
**Wyndham City Council - 2013 Annual Community Survey**  
*(Percent of total respondents)*



## Current issues for Council

Respondents were asked:

*“Can you please list what you consider to be the top three issues for the City of Yarra at the moment?”*

A total of 698 respondents representing 87.1% of the total sample provided at least one issue for Council to address in the coming year. This result of 87.1% identifying at least one issue is at the upper end of results observed by Metropolis Research elsewhere.

It is important to point out that these results reflect issues identified by the community as priorities for the City of Wyndham. They are not to be read as a list of complaints with Council, nor do they reflect only issues within the remit of local government.

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

The top issues identified by respondents in 2013 relate to three broad areas; transport related (including traffic management, roads maintenance and repairs, and public transport); parks, gardens and open space related; and infrastructure related issues. The proportion of Wyndham respondents identifying most particularly the transport related issues was significantly larger than commonly observed elsewhere across metropolitan Melbourne. This Wyndham community’s focus on transport related issues are a defining characteristic of the 2013 *Annual Community Survey*. Attention is drawn specifically to the following:

- ⊗ **Traffic management** – identified by forty percent (40.4%) of Wyndham respondents in 2013. This is a considerably larger proportion than the approximately one-fifth Metropolis Research has consistently recorded across a wide range of municipalities. By way of comparison the 2012 *Governing Melbourne* reported that 22.3% of metropolitan Melbourne respondents identified this issue.
- ⊗ **Road maintenance and repair** – identified by almost one-third (31.0%) of Wyndham respondents in 2013. Metropolis Research notes that this result is substantially larger than the metropolitan Melbourne average of 6.7% as recorded in the 2012 *Governing Melbourne*.
- ⊗ **Public transport** – identified by 16.1% of Wyndham respondents in 2013. Metropolis Research notes that this result is substantially larger than the metropolitan Melbourne average of 4.3% as recorded in the 2012 *Governing Melbourne*.
- ⊗ **Provision and maintenance of infrastructure** – identified by 8.6% of Wyndham respondents in 2013. This is substantially larger than the metropolitan Melbourne average of 0.8% as recorded in the 2012 *Governing Melbourne*.
- ⊗ **Population and growth related issues** – identified by 6.3% of Wyndham respondents in 2013. The 2012 *Governing Melbourne* results did not record any respondents identifying this issue in metropolitan Melbourne.

A number of issues were identified by a notably smaller proportion of Wyndham respondents than 2012 *Governing Melbourne* respondents from across metropolitan Melbourne. These issues include street trees, street lighting, street cleaning, drains, and “building, housing and planning related issues”.



**Top issues for Council to address in the coming twelve months**

**Wyndham City Council - 2013 Annual Community Survey**

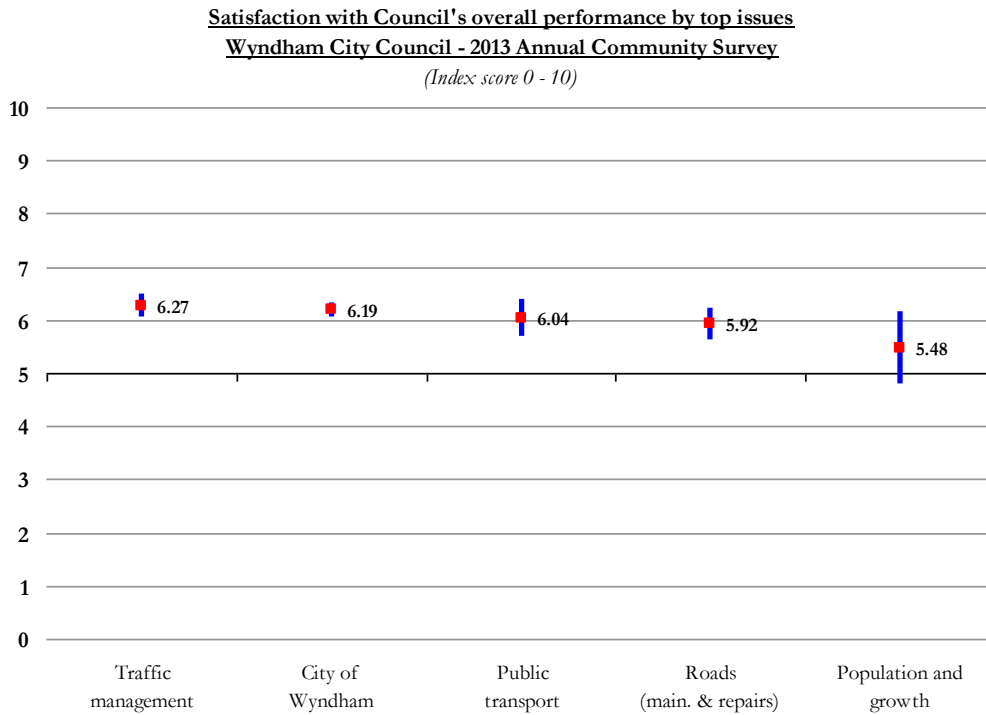
(Number and percent of total respondents)

Issue	2013		Metro. Melb
	Number	Percent	2012
Traffic management	324	40.4%	22.3%
Roads maintenance & repairs	248	31.0%	6.7%
Public transport	129	16.1%	4.3%
Parks, gardens & open space	102	12.8%	6.7%
Provision & maintenance of infrastructure	69	8.6%	0.8%
Safety, policing & crime	67	8.4%	8.5%
Parking	64	8.1%	10.2%
Population & growth	50	6.3%	0.0%
Footpath maintenance & repairs	43	5.3%	5.4%
Rubbish and waste issues incl. garbage	39	4.9%	4.7%
Provision & maintenance of street trees	37	4.7%	8.7%
Street lighting	35	4.4%	7.9%
Cleanliness & general maintenance of area	31	3.9%	4.4%
Education & schools	28	3.5%	1.5%
Building, planning, housing & development	28	3.5%	8.7%
Provision & maintenance of sports & recreation facilities	26	3.2%	2.7%
Rates	21	2.7%	2.0%
Street cleaning & maintenance	20	2.5%	7.9%
Shops, restaurants & entertainment venues	20	2.5%	0.8%
Graffiti & vandalism	20	2.4%	3.2%
Animal management	16	2.0%	3.0%
Childcare	15	1.8%	1.7%
Consultation, communication & provision of information	14	1.7%	0.9%
Provision & maintenance of community facilities	14	1.7%	0.3%
Activities, services & facilities for youth	13	1.7%	1.5%
Tip / smell / pollution	11	1.4%	0.0%
Quality & provision of community services	11	1.4%	0.4%
Employment & job creation	10	1.2%	0.7%
Drains maintenance & repairs	10	1.2%	5.6%
Green waste collection	9	1.1%	0.7%
Public toilets	9	1.1%	1.6%
Health & medical services	9	1.1%	0.9%
Provision & maintenance of cycling / walking paths	8	1.0%	3.6%
Community activities, events, arts & culture	7	0.9%	1.9%
Enforcement / update of local laws	7	0.9%	0.5%
Hard rubbish collection	7	0.8%	8.6%
Environment & conservation	6	0.7%	1.9%
Promote or improve community atmosphere	5	0.6%	0.3%
Community support	5	0.6%	0.0%
Financial issues & priorities for Council	5	0.6%	0.0%
Recycling collection	4	0.5%	0.0%
Governance & accountability	4	0.5%	1.2%
Services & facilities for the elderly	4	0.5%	1.9%
Housing availability / affordability	4	0.5%	0.1%
Multicultural issues / cultural diversity	4	0.5%	0.7%
All other issues (27 separately identified issues)	39	4.9%	17.8%
<b>Total responses</b>		<b>1,649</b>	<b>3,288</b>
<i>Total respondents providing a response</i>		<i>698 (87.1%)</i>	<i>577 (77.6%)</i>

Note: (\*) Metropolis Research, Governing Melbourne 2012

### Impact of issues on satisfaction with Council’s overall performance

The following graph provides the average satisfaction with Council’s overall performance of respondents identifying the issues of “traffic management”, “roads maintenance and repairs”, “public transport” and “population and growth”.



It is observed that variation exists in respondent satisfaction with Council’s overall performance based on the issues respondents identified:

- ⊗ Respondents identifying traffic management and public transport issues rated satisfaction with Council’s overall performance at similar levels to the municipal average. This is likely to reflect in large measure the fact that such a large proportion of respondents identified these issues, and therefore these respondents exert a strong influence on the municipal average satisfaction result.
- ⊗ Respondents identifying roads maintenance and repairs were marginally less satisfied with Council’s overall performance than the municipal average. This result implies that this issue has a mildly negative impact on these respondents’ satisfaction with Council’s overall performance.
- ⊗ Respondents identifying population and growth related issues were measurably less satisfied with Council’s overall performance than the municipal average. This result implies that population and growth related issues have a firmly negative impact on these respondents’ satisfaction with Council’s overall performance.



## Contact with Council



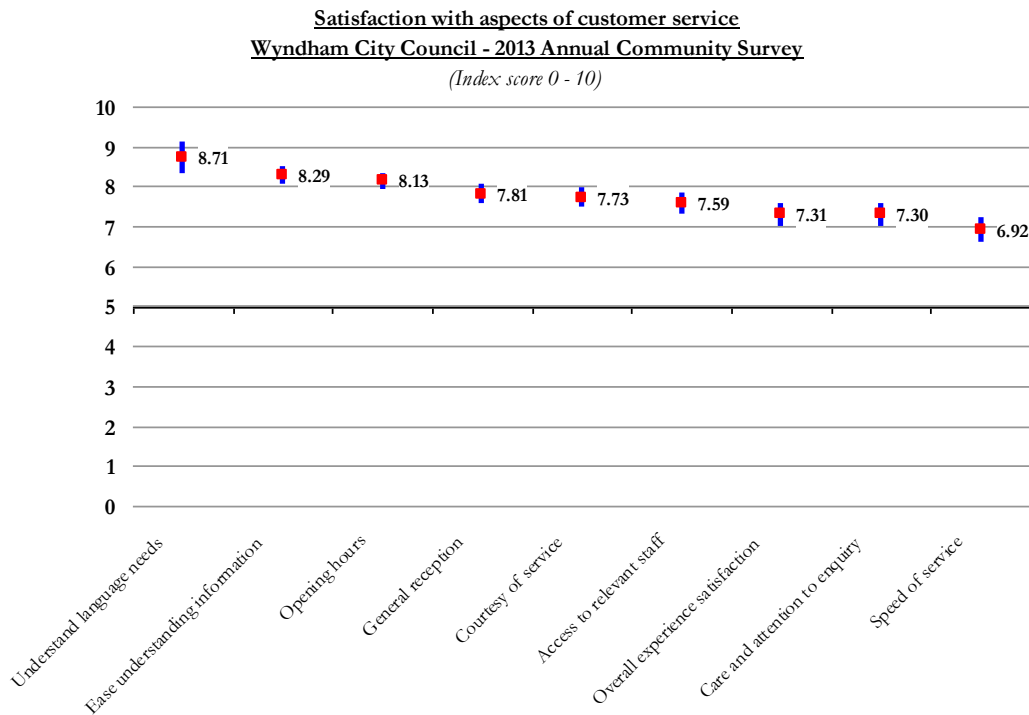
### *Satisfaction with aspects of customer service*

Respondents who had contacted Council were asked:

*“On a scale of 0 to 10 (0 being the lowest and 10 the highest), how satisfied are you with the following aspects of service when you last contacted the Wyndham City Council?”*

Respondents who had contacted Council in the last twelve months were asked to rate their satisfaction with a range of aspects of customer service and their overall satisfaction with customer service.

The average satisfaction with the eight aspects of customer service was 7.68, a level of satisfaction best categorised as “very good”. This result is marginally higher than the average customer service satisfaction for metropolitan Melbourne (7.51) and the Western Region (7.59) as recorded in the 2013 *Governing Melbourne*.



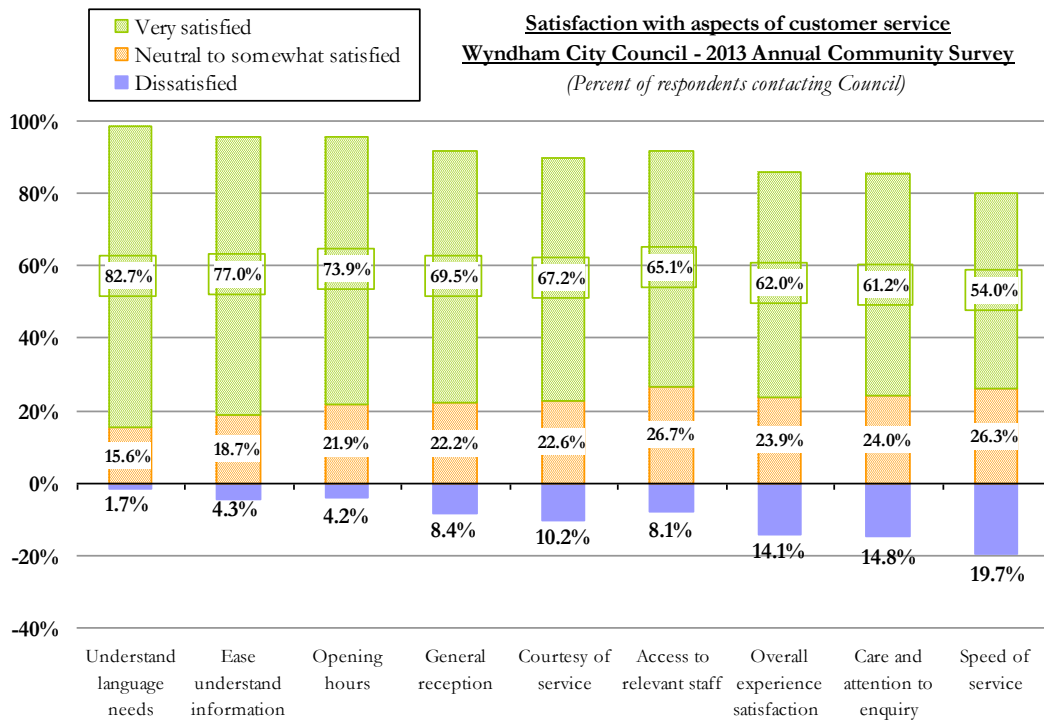
Satisfaction with “staff understanding language needs” was at a level best categorised as “excellent”, whilst satisfaction with the speed of service was at a level best categorised as “good”. Satisfaction with the overall customer service experience and the other aspects were all rated as “very good”.



The graph displays the proportion of respondents dissatisfied (zero to four), neutral to somewhat satisfied (five to seven) and very satisfied (eight to ten) with each aspect of customer service. Particular attention is drawn to the almost one-sixth of respondents dissatisfied with the care and attention to enquiry and the almost one-fifth dissatisfied with the speed of service.

It is observed that the average satisfaction (7.68) was higher than the overall satisfaction with customer service experience (7.31). In addition, the proportion of respondents dissatisfied with the overall customer service experience was similar to the proportion dissatisfied with courtesy and speed of service.

Together these results strongly suggest that a respondents overall satisfaction with the customer service experience was more strongly influenced by negative aspects as it was by positive aspects. This highlights the importance of providing high levels of service across the full range of aspects as any negative aspects will have a strong influence on the overall customer service experience, even if the other aspects were of a high standard.



## Importance of and satisfaction with Council services

Respondents were asked:

*“On a scale of 0 to 10 (0 being the lowest and 10 the highest), can you please rate the importance to the community, and your personal level of satisfaction with each of the following Council provided services?”*

### Importance

The average importance of the 35 services and facilities included in the 2013 survey was 8.73. The importance of only four services was rated at less than eight.

**Importance of selected Council services and facilities**  
**Wyndham City Council - 2013 Annual Community Survey**  
*(Index score scale 0 to 10)*

Service / facility	Number	Satisfaction 2013		
		Lower	Mean	Upper
Weekly garbage collection	797	9.55	<b>9.61</b>	9.67
Services for seniors or people with a disability	680	9.34	<b>9.43</b>	9.51
Services for children from birth to 5 yrs of age	677	9.33	<b>9.42</b>	9.50
Regular recycling	784	9.29	<b>9.37</b>	9.44
Services for youth	658	9.16	<b>9.25</b>	9.34
Provision of maintenance of street lighting	799	9.14	<b>9.23</b>	9.31
Provision and maintenance of playgrounds	743	9.11	<b>9.20</b>	9.28
Litter collection in public areas	789	9.07	<b>9.16</b>	9.25
Local library	748	9.05	<b>9.15</b>	9.26
Hard rubbish collection	766	9.06	<b>9.15</b>	9.24
Public toilets	723	9.05	<b>9.15</b>	9.24
Green waste collection	736	9.01	<b>9.11</b>	9.21
Traffic management	791	9.00	<b>9.10</b>	9.20
Road maintenance and repairs	800	8.98	<b>9.07</b>	9.15
On and off road bike paths	759	8.90	<b>9.00</b>	9.10
Provision and maintenance of parks and gardens	787	8.86	<b>8.96</b>	9.06
Sports ovals	733	8.84	<b>8.94</b>	9.04
Drains maintenance & repairs	776	8.83	<b>8.93</b>	9.03
Community centres	723	8.81	<b>8.92</b>	9.02
Footpath maintenance & repairs	792	8.78	<b>8.89</b>	9.01
Maintenance and cleaning of shopping strips along roads	778	8.75	<b>8.84</b>	8.94
Werribee Outdoor Pool	658	8.62	<b>8.74</b>	8.86
Wyndham Foreshore	645	8.61	<b>8.74</b>	8.86
Maintenance & cleaning of Watton Street	646	8.58	<b>8.71</b>	8.84
Provision and maintenance of street trees	798	8.47	<b>8.59</b>	8.70
Animal management	718	8.43	<b>8.56</b>	8.68
Council's activities promoting local economic development	741	8.43	<b>8.56</b>	8.69
Council's Internet site	736	8.33	<b>8.47</b>	8.62
Provision of Council events	672	8.33	<b>8.46</b>	8.59
Arts and cultural services	649	8.08	<b>8.23</b>	8.39
Parking enforcement	739	7.82	<b>8.00</b>	8.17
Wyndham News (Council's bi-monthly publication)	709	7.67	<b>7.85</b>	8.02
Council ads in local papers	666	7.40	<b>7.58</b>	7.77
Provision of permanent public art (e.g. Seeds of Change)	659	6.95	<b>7.16</b>	7.37
Council's Facebook page	529	5.92	<b>6.21</b>	6.50
<b>Average importance of services / facilities</b>		<i>8.62</i>	<b>8.73</b>	<i>8.85</i>

## Satisfaction

The following table displays average satisfaction for each of the 35 services and facilities included in the 2013 survey. The average satisfaction with these services was rated at 7.15, a level best categorised as “good”. This result is very similar to both the Western Region (7.05) and metropolitan Melbourne (7.34) averages as recorded in the 2013 *Governing Melbourne*.

Satisfaction with the top seven services was measurably higher than the average and satisfaction with the bottom twelve services was measurably lower than the average.

**Satisfaction with Council services and facilities**  
**Wyndham City Council - 2013 Annual Community Survey**  
*(Index score scale 0 to 10)*

Service / facility	Number	Satisfaction 2013		
		Lower	Mean	Upper
Weekly garbage collection	795	8.47	8.59	8.70
Local library	446	8.16	8.30	8.44
Services for children from birth to 5 yrs of age	254	7.97	8.18	8.40
Green waste collection	464	8.03	8.17	8.32
Regular recycling	704	8.05	8.17	8.29
Sports ovals	367	7.61	7.79	7.96
Community centres	332	7.56	7.73	7.89
Hard rubbish collection	441	7.45	7.65	7.85
Services for youth	120	7.23	7.60	7.97
Provision of Council events	239	7.40	7.60	7.79
Werribee Outdoor Pool	258	7.28	7.49	7.70
Services for seniors or people with a disability	107	7.06	7.43	7.81
On and off road bike paths	577	7.24	7.38	7.51
Provision of maintenance of street lighting	793	7.18	7.33	7.48
Arts and cultural services	170	7.00	7.26	7.51
Wyndham Foreshore	384	7.05	7.22	7.39
Maintenance & cleaning of Watton Street	591	7.06	7.20	7.34
Drains maintenance & repairs	748	7.02	7.17	7.32
Council's Internet site	438	7.00	7.17	7.35
Provision and maintenance of playgrounds	439	6.95	7.14	7.33
Maintenance and cleaning of shopping strips along roads	761	6.97	7.11	7.24
Animal management	644	6.75	6.93	7.11
Provision and maintenance of parks and gardens	767	6.73	6.90	7.06
Council's activities promoting local economic development	679	6.59	6.76	6.92
Litter collection in public areas	770	6.54	6.71	6.87
Provision and maintenance of street trees	787	6.47	6.63	6.79
Wyndham News (Council's bi-monthly publication)	659	6.35	6.56	6.76
Council's Facebook page	43	5.78	6.49	7.20
Council ads in local papers	611	6.27	6.47	6.67
Parking enforcement	691	6.20	6.38	6.56
Footpath maintenance & repairs	775	6.14	6.32	6.50
Road maintenance and repairs	795	6.09	6.25	6.41
Provision of permanent public art (e.g. Seeds of Change)	580	6.01	6.20	6.40
Public toilets	366	5.95	6.18	6.41
Traffic management	776	5.67	5.85	6.04

**Average importance of Council services and facilities**

**7.15**

*Western region average*  
*Metropolitan Melbourne average*

7.05

7.34





### Average satisfaction with services and facilities



The following graph provides a comparison of the average satisfaction with Council services and facilities for the City of Wyndham, the Western Region and metropolitan Melbourne, as recorded in the 2013 *Governing Melbourne*.

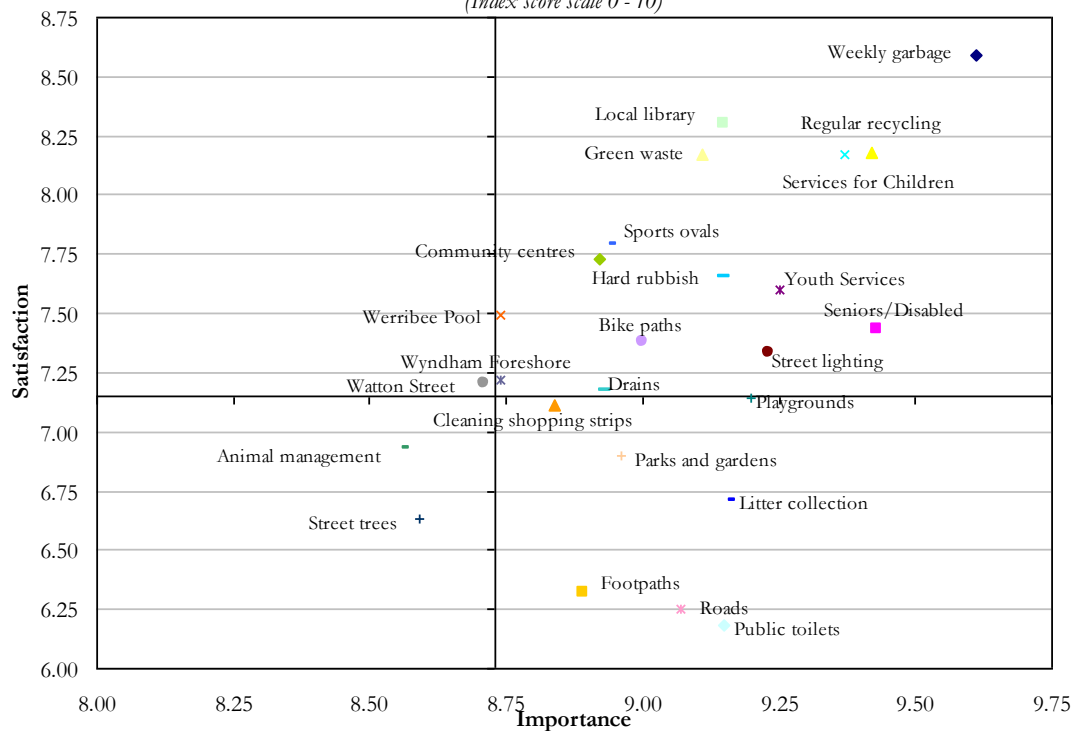
### Importance and satisfaction cross tabulation

The following graph displays the importance and satisfaction scores for the 35 services / facilities included in the 2013 survey. This graph is designed to display the relationship between importance and satisfaction scores for each service.

The graph does not display the results for Council’s Facebook page as it was too far removed from the other results to be displayed effectively. The importance of the Facebook page was 6.21 and satisfaction 6.49, placing it in the less important and less satisfied (lower left) quadrant.

**Importance of and satisfaction with Council services  
Wyndham City Council - 2013 Annual Community Survey**

(Index score scale 0 - 10)



The x and y axis lines display the average importance (8.74) and satisfaction (7.15) scores obtained in the 2013 survey. Those services in the top right hand quadrant are those that the community considered more important than average and with which they were more satisfied. Those in the lower left hand quadrant are those the community rated as less important and with which they were less satisfied.



## Satisfaction by broad service areas

The 35 services and facilities included in the 2013 have been categorised into five broad categories. These five categories are as follows:

- ⊗ **Infrastructure** – includes on and off road bike paths, provision of maintenance of street lighting, drains, parks and gardens, street trees, footpaths, roads, public toilets and traffic management.
- ⊗ **Waste** – includes weekly garbage, green waste, regular recycling, hard rubbish, maintenance & cleaning of Watton Street, maintenance and cleaning of shopping strips along roads, litter collection in public areas.
- ⊗ **Community** – includes local library, services for children, sports ovals, community centres, services for youth, provision of Council events, Werribee Outdoor Pool, services for seniors or people with a disability, arts and cultural services, Wyndham Foreshore, activities promoting local economic development, provision of permanent public art (e.g. Seeds of Change)
- ⊗ **Local laws** – includes animal management and parking enforcement
- ⊗ **Communications** – includes provision and maintenance of playgrounds, Council ads in local papers, Wyndham News, and Council's website and Facebook page

Average satisfaction with waste services (7.65) and community services (7.46) was at levels best categorised as “very good”; whilst satisfaction with communication services, infrastructure and local laws was at levels best categorised as “good”.

Satisfaction with the five service areas was measurably and significantly higher than satisfaction with Council’s overall performance. This implies that none of these service areas impose a negative influence on satisfaction with Council overall performance.

The 2013 *Governing Melbourne* includes 28 services and facilities, which have been similarly categorised into the five areas, and it is observed that:

- ⊗ Satisfaction with community and communications was marginally but not measurably higher than the metropolitan Melbourne average.
- ⊗ Satisfaction with waste services, infrastructure and local laws were marginally, but not measurably lower than the metropolitan Melbourne average.

