



Wyndham City Council

2016 Annual Community Survey Overview Report

February 2017

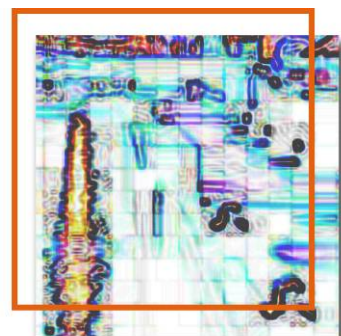
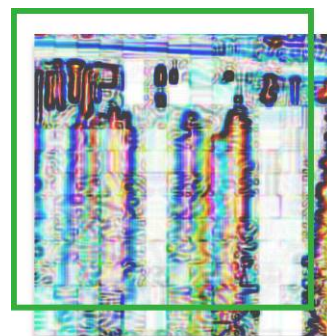


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Wyndham City Council





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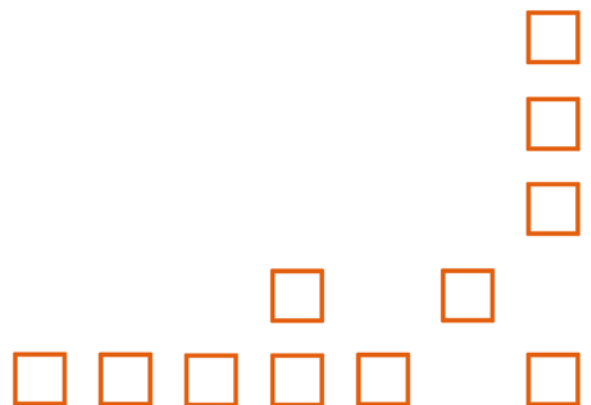
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Introduction



Metropolis Research was commissioned by Wyndham City Council to undertake this, its fourth *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.
- ⊗ Satisfaction with Council’s planning for population growth.
- ⊗ Importance of and satisfaction with a range of Council services and facilities.
- ⊗ Issues of importance for Council to address in the coming year, and priorities for the next ten to fifteen years.
- ⊗ 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 – 2016 Annual Community Survey* includes questions exploring current issues of importance that reflect Council’s current requirements. The 2016 survey includes questions related to the following issues:

- ⊗ Commuting / public transport use and barriers to use.
- ⊗ Aspects of healthy living.

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. This detailed respondent profile is also critical as it underpins a more comprehensive understanding of the variations in residents' views across the diverse range of communities that make up the broader Wyndham community. Identifying the 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.

The insights from the survey help inform Council's strategic and organisational planning, service delivery and policy development endeavors to best meet the needs of all the residents of Wyndham.

Methodology

The *Wyndham City Council – 2016 Annual Community Survey* was conducted as a door-to-door interview style survey of twelve hundred households drawn randomly from across the municipality from November 2016 to January 2017. 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 slightly under represent residents who speak a language other than English.

Response rate

A total of 8,000 households were approached to participate in the *Wyndham City Council – 2016 Annual Community Survey*. Of these 4,158 were unattended when Metropolis Research called on the household and were therefore not invited to participate and played no further part in the research.



Of the households personally invited to participate in the research by a staff member of Metropolis Research, 2,638 refused to participate in the research and 1,200 completed surveys.

This provides a response rate of 31.3%, which is significantly lower than the 45.9% recorded in 2015, and which is slightly lower than the response rate typically obtained across metropolitan Melbourne.

The 95% confidence interval of these results is plus or minus 2.8%, at the fifty percent level. In other words, if a yes / no question obtains a result of fifty percent yes, it is 95% certain that the true value of this result is within the range of 47.2% and 52.8%. This is based on a total sample size of 1,200 respondents, and an underlying population of the City of Wyndham of approximately two hundred thousand.

Governing Melbourne

Governing Melbourne is a unique service provided by Metropolis Research annually since 2010. *Governing Melbourne* is a survey of approximately one thousand 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, and Moonee Valley).

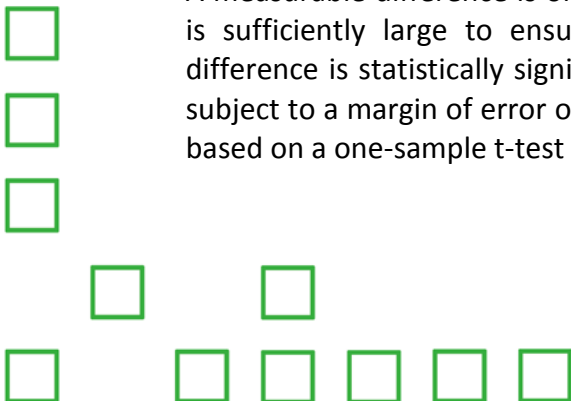
Glossary of terms

Precinct

The term precinct is used by Metropolis Research to describe the small areas and in this instance reflects the official suburbs within Wyndham. 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. The 95% confidence interval based on a one-sample t-test is used for the mean scores in this report.



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.

95% confidence interval and standard deviation

Average satisfaction results are presented in this report with a 95% confidence interval included. These figures reflect the range of values within which it is 95% certain that the true average satisfaction falls. The **standard deviation (SD)** shows how much variation from the average exists. A low standard deviation indicates that the data points tend to be very close to the mean whilst a high standard deviation indicates that the data points are spread out over a large range of values.

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
- ⊗ **Extremely Poor:** Scores less than 5 are categorised as extremely poor

Executive summary

Satisfaction with the overall performance of Wyndham City Council declined measurably and significantly in 2016, down seven percent from 7.15 to 6.65 out of a potential ten. Despite this decline, since 2013 satisfaction with Council’s overall performance has increased 7.4%, up from 6.19 to 6.65. It remains “good”.

This decrease in average satisfaction resulted from a doubling in the proportion of respondents dissatisfied with Council’s overall performance (12.9% up from five percent), and a decline in the proportion of very satisfied respondents, who rated satisfaction at eight or more out of ten (36.7% down from 46.8%). Considerably more respondents rated satisfaction seven rather than eight out of ten this year.

Younger respondents, new Wyndham residents, two-parent families with young children (aged under 5 years), and mortgagee and rental household respondents tended to be more satisfied with Council’s overall performance. Older adults, long-term Wyndham residents and home owners tended to be less satisfied.

Overall satisfaction with Wyndham City Council is measurably higher than the metropolitan Melbourne average of 6.40, and similar to the western region (6.68) and growth area councils’ (6.60) averages.

Metropolis Research notes that this decline in satisfaction with Council’s overall performance has also been observed across metropolitan Melbourne in 2016, with the metropolitan Melbourne average satisfaction declining six percent from 6.81 to 6.40. There may be a range of reasons for this, including the impact of local council elections on the communities’ perception of councils and their performance.

Whilst there was a slight increase in the proportion of respondents that considered Council’s overall performance had deteriorated in the last twelve months (8.3% up from 5.8%), it is noted that twice as many respondents considered that performance had improved (16.1%) as considered it had deteriorated (8.3%).

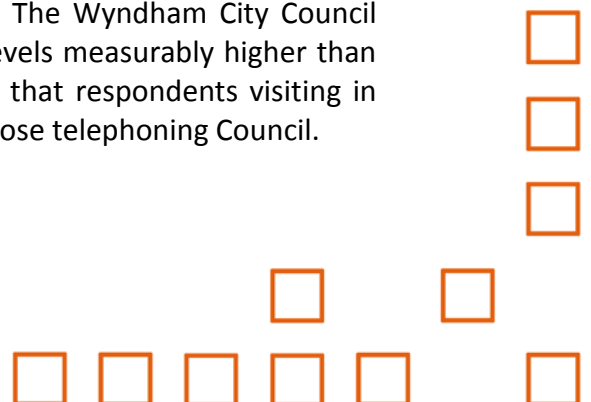
The reasons for the decline in satisfaction with Council’s overall performance appear to relate to the following:

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- ⊗ A **natural return to trend** after a significantly higher than average result in 2015.
- ⊗ The impact of the **local government elections** on the community's view of Council, including in Wyndham a degree of additional media attention to local politics and candidates in particular this year. This is reflected in the lower governance scores as well as many respondents mentioning the issue in various sections of the report.
- ⊗ A significant issue underpinning many respondents dissatisfaction with Council related to **planning for population growth**, which declined 14.9% this year. The pressures on infrastructure and services resulting from population growth, as well as concerns as to the changing nature of the some communities within Wyndham as a result of the increased population were foremost in the minds of a significant number of respondents this year.
- ⊗ The **provision of roads and the management of traffic and congestion** was a significant driver of many respondents' dissatisfaction with the performance of Council. This is further borne out by the substantial increase (up from 14.8% to 25.7%) in the proportion of respondents taking ninety minutes or more to commute to and from work (two-way) per day. Metropolis Research does note however that whilst many considered this a negative influence on overall satisfaction there were also some respondents who were more satisfied with Council's performance due to improvements in roads and traffic. This clearly reflects the patchy nature of improving road and traffic infrastructure in a fast growing municipality.
- ⊗ **Cleanliness and general maintenance of the area** was identified by some respondents as the reason why they believed performance had deteriorated, and there was a small decline in satisfaction with the services of litter collection in public areas and the management of the illegal dumping of rubbish

There was a significant (10.5% on average) decline in satisfaction with the six aspects of governance and leadership, including consultation and engagement, lobbying and advocacy, maintaining trust and confidence, and making decisions in the interests of the community. The fact that these aspects declined substantially more than satisfaction with overall performance suggests that these governance and leadership aspects were a negative influence on respondents' satisfaction with Council's overall performance. This will be influenced, at least in part, by the local government elections, as well as some of the additional local and metro media attention to political issues in Wyndham this year.

Whilst there was a marginal decline in satisfaction with the various aspects of customer service, Metropolis Research identifies customer service as one of the major positive findings in the report this year. Average satisfaction with the eight aspects of customer service declined by just 2.3%, but remained at a level best categorised as "excellent". This result was measurably and significantly (7.2%) higher than the metro. Melbourne average of 7.43. The Wyndham City Council customer service has consistently been recorded at levels measurably higher than the metropolitan Melbourne average. It is observed that respondents visiting in person were almost ten percent more satisfied than those telephoning Council.



The average satisfaction with the forty-one included Council services and facilities declined marginally this year, down 3.3% to 7.30, although it remains categorised as “very good”.

Satisfaction with the slightly reworded service of “local traffic management” (previously named “traffic management”) increased nine percent to 6.06 and is now categorised as “solid”. This is a significant improvement on the previous results of “poor”. This improvement clearly shows that many in the community are most concerned about traffic management on arterial and main roads rather than the residential streets and other roads managed primarily by Council.

There was also a small increase in satisfaction with Council’s Facebook page (up 3.3%), the weekly garbage collection (up 1.0%), and Council’s performance protecting the natural environment (up 0.6%). None of these increases were statistically significant.

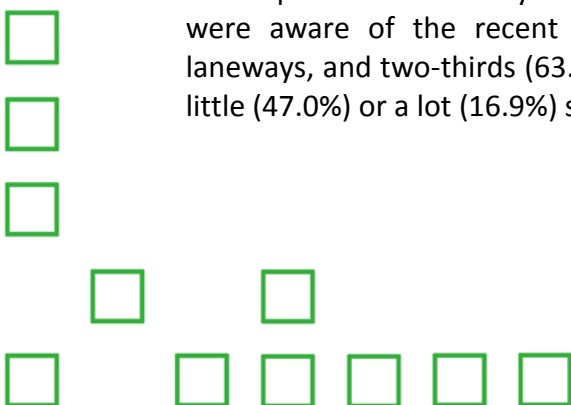
There were some measurable declines in satisfaction with services and facilities recorded this year, including some of the community services such as services for seniors or people with a disability (down 12.6%), services for youth (down 8.7%), on and off road bike paths (down 7.7%), public toilets (down 6.8%), Council’s website (down 5.7%), public art (down 5.5%), the Wyndham Foreshore (down 5.3%), arts and cultural activities (down 5.2%), the provision and maintenance of playgrounds (down 5.2%), services for children (down 5.0%), footpath maintenance and repairs (down 5.0%), and the maintenance and repairs of sealed local roads (down 5.0%).

Despite these declines this year, satisfaction remains at levels categorised from “good” through to “excellent”. Some of these results are more prone to larger changes in average satisfaction as there are considerably fewer respondents using the services, and many declined after large increases in satisfaction in 2015.

Metropolis Research does note that Council’s Facebook page continues to increase in importance as a Council service in the survey, from just 6.21 out of ten in 2013 to 6.82 in 2016. It remains the least important service included in the survey, but it has increased in importance by almost ten percent in four years.

The perception of safety in the public areas of the City of Wyndham declined in 2016, with particular attention drawn to a significant decline (down 16.0%) in the perception of safety in the public areas of Wyndham at night. There was also a decline in the perception of safety travelling on trains (down 8.0%).

Metropolis Research does note that despite this decline in the perception of safety in the public areas of Wyndham, more than one-quarter (26.9%) of respondents were aware of the recent improvements to Station Place and the adjoining laneways, and two-thirds (63.9%) of respondents providing a response felt either a little (47.0%) or a lot (16.9%) safer in the local area as a result.



Summary of findings

The following are the key findings for each section of the *City of Wyndham – 2016 Annual Community Survey*.

Council's overall performance

- ⊗ Satisfaction with Council's overall performance declined measurably and significantly in 2016, down seven percent from 7.15 to 6.65, but remains at a level of best categorised as "good". The 95% confidence interval of this result is 6.52 to 6.77.
- ⊗ Satisfaction with Council's overall performance was measurably higher than the metropolitan Melbourne (6.40), and almost identical to the western region (6.68), and growth area councils' (6.60) averages.
- ⊗ Respondents from Truganina (7.07) and Tarneit (6.97) rated satisfaction with the overall performance of Council measurably higher than the municipal average.
- ⊗ There was a relatively large decline in satisfaction by respondents from Hoppers Crossing (6.46), who rated satisfaction measurably lower than the municipal average at a level categorised as "solid".
- ⊗ A little less than one sixth (16.1% down from 17.5%) of respondents considered Council's overall performance had improved in the last 12 months whilst 8.3% (up from 5.8%) considered that it had deteriorated.
- ⊗ The most common reasons why respondents considered that Council's overall performance had improved in the last twelve months related to improvements to roads and traffic (22.7% of responses), Council facilities, events and services (18.8%), parks and open spaces (13.1%), communication and consultation (11.8%), and the maintenance of the local area (10.9%).
- ⊗ The most common reasons why respondents considered that Council's overall performance had deteriorated in the last twelve months related to traffic and roads (21.7% of responses), the maintenance of the area (17.4%), building, housing, planning and development issues (13.0%), and Council governance and management related issues (10.9%).

Governance and leadership

- ⊗ Satisfaction with the six aspects of governance and leadership as a group was 6.32, down 10.5% on the 2015 average of 7.06, and is now at a level of satisfaction categorised as "solid", and is comprised of the following:
 - Community consultation and engagement (6.51 down from 7.35)
 - Representation, lobbying and advocacy (6.28 down from 6.97)
 - Making decisions in interests of the community (6.17 down from 6.98)
 - Responsiveness to community needs (6.21 down from 7.11)
 - Maintaining community trust and confidence (6.17 down from 6.89)
 - Providing information to the community (6.46, new).



- ⊗ Planning for population growth (declined by 14.9%) (5.38 down from 6.32).
- ⊗ The most common reasons why respondents were dissatisfied with Council’s planning for population growth related to the lack of infrastructure (including but not limited to roads) keeping pace with the growth in demand from the additional population.

Issues for Council to address in coming 12 months

- ⊗ A total of 937 respondents (78.1% up from 68.0%) provided 2,112 individual responses.
- ⊗ The most commonly identified issues in 2016 were:
 - Traffic management (26.0% down from 42.3%)
 - Roads maintenance and repairs (19.8% up from 10.2%)
 - Safety, policing and crime (17.2% up from 4.7%)
 - Public transport (7.4% down from 9.1%).

Council services and facilities

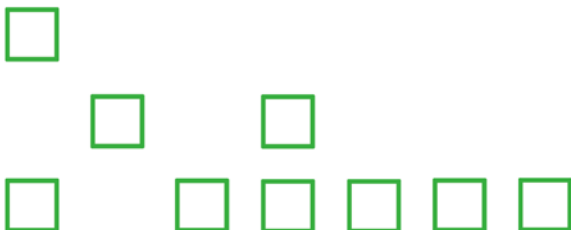
Importance of Council services and facilities

- ⊗ The average importance of the forty-one services and facilities included in 2016 was 8.54 (down from 8.67).
- ⊗ The five most important services and facilities included in the 2016 survey were:
 - Weekly garbage collection (9.43 up from 9.34)
 - Regular recycling (9.15 up from 8.99)
 - Services for seniors or people with a disability (9.13 up from 8.72)
 - Services for children from birth to 5 yrs of age (9.08 up from 8.70)
 - Immunisation services (9.04 up from 8.74)

Satisfaction with Council services and facilities

- ⊗ Average satisfaction with the forty-one services and facilities included in the 2016 survey was 7.30, a decline of 3.3% on the 2015 result.
- ⊗ The average satisfaction with services and facilities remains at a level of satisfaction best categorised as “very good”.
- ⊗ This result is somewhat, albeit not measurably lower than the metropolitan Melbourne (7.47) and western region (7.46) results from *Governing Melbourne*.
- ⊗ The five services with the highest satisfaction scores in 2016 were all rated “excellent”, as follows:

- Weekly garbage collection (8.63 up from 8.54)
- Local library (8.54 down from 8.63)
- Immunisation services (8.49 down from 8.73)
- Green waste collection (8.24 down from 8.34)
- Regular recycling (8.19 down from 8.26).



⊗ The five services with the lowest satisfaction scores in 2016 were as follows, with public art rated “good” and the remaining four rated “solid”:

- Public art *(6.53 down up from 6.91)*
- Maintenance and repair of sealed local roads *(6.31 down from 6.64)*
- Parking enforcement *(6.27 down from 6.47)*
- Public toilets *(6.21 down from 6.67)*
- Local traffic management *(6.06 up from 5.56).*

⊗ Satisfaction with the forty-one services and facilities by broad category of services is as follows:

- Waste and recycling services *(7.70 down from 7.89)*
- Community and leisure services *(7.56 down from 7.98)*
- Communications services *(7.13 down from 7.26)*
- Infrastructure *(6.89 down from 7.10)*
- Local laws *(6.84 down from 7.00).*

Contact with Council (customer service)

⊗ A little more than one-third of the respondents (37.7% up from 33.6%) had contact with Council in the last twelve months.

⊗ The most common forms of contact remain telephone (63.5% down from 65.5%) and visits in person (19.9% down from 21.8%).

⊗ A little more than ten percent (10.5%) were internet-based (email or website) and a little less than one percent were via social media this year.

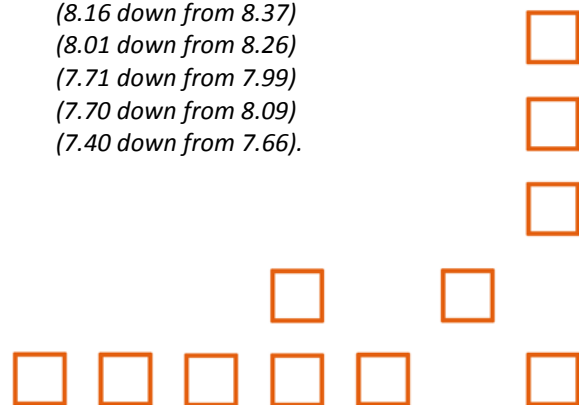
⊗ Satisfaction with the eight aspects of customer service as a group was 7.96 (down from 8.15), but remains at a level of satisfaction best categorised as “excellent”.

⊗ This result was measurably and significantly higher than the metropolitan Melbourne average of 7.43. Wyndham has consistently recorded higher than average satisfaction with customer service.

⊗ Satisfaction with the more subjective “satisfaction with overall experience” was measurably lower at 7.52 (down from 8.02), and is also at a level best categorised as “very good”. Overall satisfaction with the customer service experience appears to be most closely correlated with satisfaction with the speed of service.

⊗ Satisfaction with the eight aspects of customer service were all rated either as “excellent” or “very good”, as follows:

- Understand language needs (multi-lingual) *(8.58 up from 8.38)*
- Ease understanding information from Council *(8.38 stable)*
- General reception *(8.16 down from 8.38)*
- Opening hours *(8.16 down from 8.37)*
- Courtesy of service *(8.01 down from 8.26)*
- Care and attention to enquiry *(7.71 down from 7.99)*
- Access to relevant staff / officer *(7.70 down from 8.09)*
- Speed of service *(7.40 down from 7.66).*





Healthy living and community



⊗ Respondents were asked their level of agreement with eight statements relating to healthy living and community. Many of these agreement scores declined a little this year, possibly reflecting the lower overall satisfaction score impacting on results throughout the survey. Despite this decline, respondents on average strongly agreed with each of these statements:

- Community events should offer healthy food / drink options
(7.96 down from 8.18)
- I can get help from friends, family or neighbours when needed
(7.77 down from 8.03)
- There are enough opportunities for people in my local area to exercise
(7.56 down from 7.91)
- I feel happy and safe walking in my local area
(7.52 down from 7.94)
- Council activities and programs are accessible to and inclusive of the community
(7.18 – new)
- I feel there are enough opportunities to connect socially with people in the local area
(6.95 down from 7.59)
- I can easily get to a supermarket or fruit and vegetable store without a car
(6.93 down from 7.40)
- There are adequate support services for vulnerable community members
(6.82 – new).

⊗ There was measurable and significant variation in these results across the six precincts comprising the City of Wyndham.

Safety in public areas of the City of Wyndham

⊗ Respondents continued to rate their perception of safety in the public areas of the City of Wyndham as on average safe, although there were some significant declines recorded this year, as follows:

- In public areas of Wyndham during the day
(7.95 down from 8.37)
- In and around the local shopping district
(7.70 down from 7.95)
- Travelling on trains
(6.79 down from 7.38)
- In public areas of Wyndham at night
(5.83 down from 6.94).

⊗ The perception of safety in the public areas of the City of Wyndham remains measurably and significantly lower than the metropolitan Melbourne average.

⊗ Almost one-third (30.8%) of respondents who felt unsafe in public areas of Wyndham identified issues relating to crime related issues such as theft, robbery, and violence.

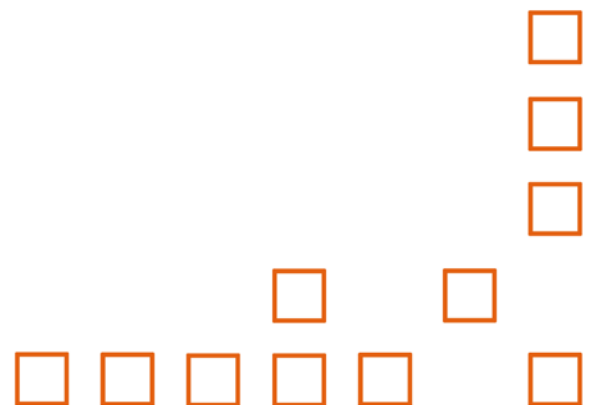


Station Place upgrades to lighting and artwork

- ⊗ A little more than one-quarter (26.9%) of respondents were aware of the recent upgrades to Station Place lighting and artwork.
- ⊗ Of the respondents providing a response to the question, two-thirds (63.9%) felt either a little (47.0%) or a lot (16.9%) safer in the local area as a result of the upgrades.

Commuting to work

- ⊗ Approximately two-thirds (67.4%) of respondents reported that a household member commuted to work regularly by car. This has declined very marginally each year from a high of 70.1% in 2013.
- ⊗ The commuting time results did increase significantly in 2016, as follows:
 - Less than thirty minutes *(18.3 down from 21.7%)*
 - Thirty minutes to less than one hour *(30.1% down from 34.0%)*
 - One hour to less than ninety minutes *(25.9% down from 29.5%)*
 - Ninety minutes or more *(25.7% up from 14.8%).*
- ⊗ Respondents rated “most convenient method” (8.98 up from 8.88), and “quickest method” (8.84 up from 8.76) as the most important of the four included factors affecting the decision to commute by car.
- ⊗ Respondents were asked to rate the importance of ten barriers to commuting by public transport, with the average importance scores outlined below.
 - Takes too long by public transport *(8.23 up from 7.84)*
 - Lack of car parking at train stations *(8.16 up from 7.77)*
 - Trains are too overcrowded *(7.86 up from 7.16)*
 - Too many changes of p/t mode required *(7.48 up from 7.35)*
 - Working flexible hours not conducive to p/t *(7.17 up from 6.91)*
 - Public transport is not conveniently located *(6.85 down from 7.27)*
 - Public transport is too unreliable *(6.40 down from 6.80)*
 - Buses do not connect with trains *(6.34 down from 6.60)*
 - I don’t feel safe using public transport *(5.40 down from 5.93).*
- ⊗ Metropolis Research notes that “takes too long by public transport”, “lack of car parking at train stations”, and “trains are too overcrowded” all increased as barriers this year. This may reflect increased patronage on the existing train services in Wyndham.





Council’s overall performance



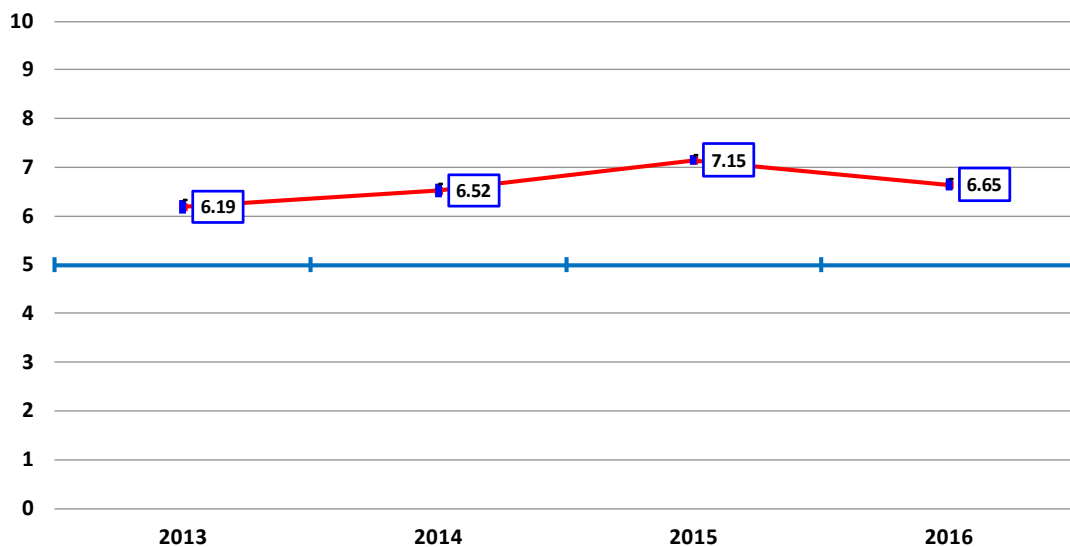
Respondents were asked:

“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?”

Satisfaction with the performance of Council across all areas of responsibility (overall performance) declined measurably and significantly in 2016, down seven percent from 7.15 to 6.65. Despite this decline, satisfaction with Council’s overall performance remained at a level best categorised as “good”.

Since the *Annual Community Satisfaction Survey* program commenced in 2013, satisfaction with Council’s overall performance has increased 7.4%, and improved its categorisation from “solid” to “good”.

Satisfaction with the performance of Council across all areas of responsibility
Wyndham City Council - 2016 Annual Community Survey
(index score scale 0 - 10)



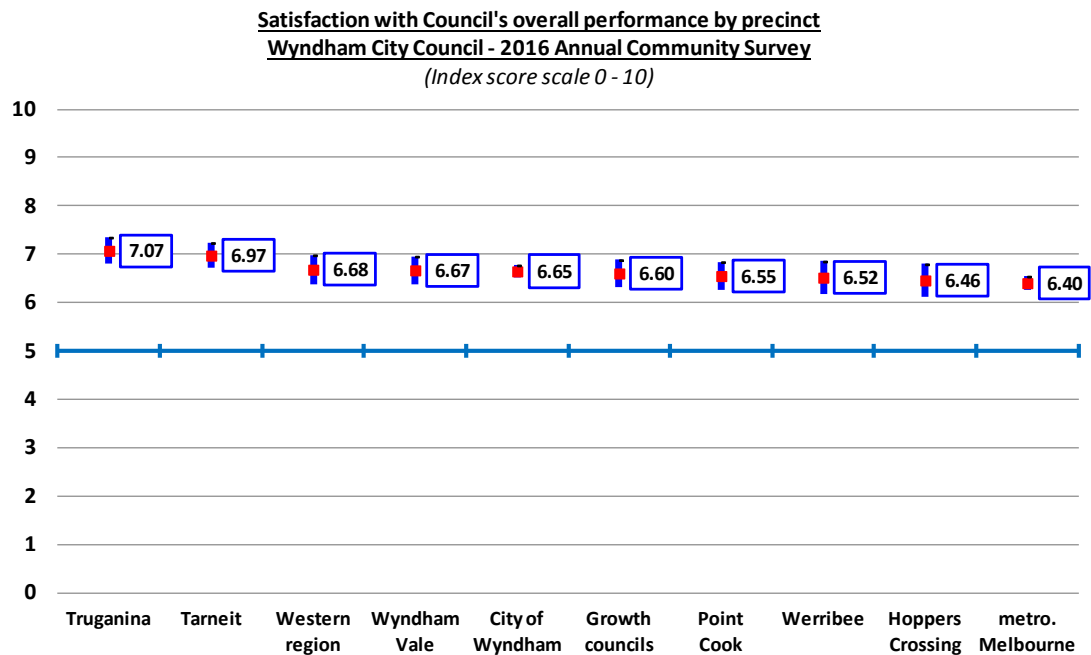
Based on the results from the 2016 Metropolis Research *Governing Melbourne* survey, satisfaction with the overall performance of Wyndham City Council was almost identical to the western region council’s average of 6.68 and the growth area council’s average of 6.60.

This result was measurably higher than the metropolitan Melbourne average of 6.40, also as recorded in the 2016 *Governing Melbourne* survey.



Average satisfaction with Council’s overall performance was relatively consistent across six precincts comprising the City of Wyndham, although attention is drawn to the following:

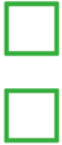
- ⊗ **Truganina** and **Tarneit** – respondents rated satisfaction measurably higher than the municipal average. It is noted that respondents in these two precincts also recorded higher than average satisfaction in the 2015 survey.
- ⊗ **Hoppers Crossing** – respondents rated satisfaction measurably lower than the municipal average, and at a level categorised as “solid”. It is noted that satisfaction with overall performance in Hoppers Crossing declined considerably from the 2015 result.



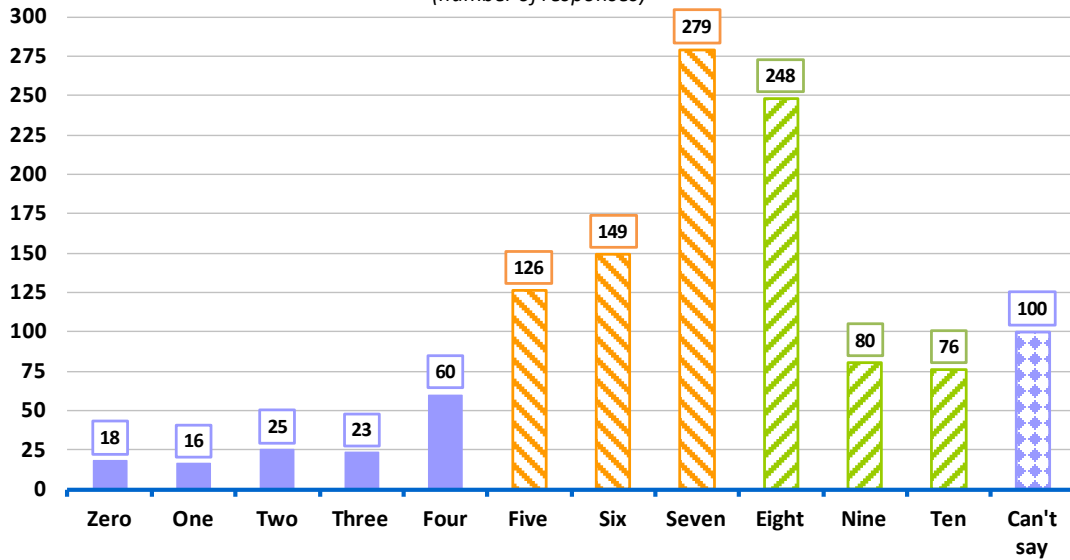
In 2016 approximately one-third (36.7%) of respondents were very satisfied with Council’s overall performance (i.e. rated satisfaction at eight or more out of ten). This was a decline on the unusually high 46.8% recorded in 2015 and is more consistent with the result recorded in 2014, as well as results typically observed elsewhere across metropolitan Melbourne.

Despite the fact that the proportion of dissatisfied respondents (i.e. rated satisfaction from zero to four) increased from five percent to 12.9%, it is noted that almost three times as many respondents were very satisfied with Council’s overall performance as were dissatisfied.

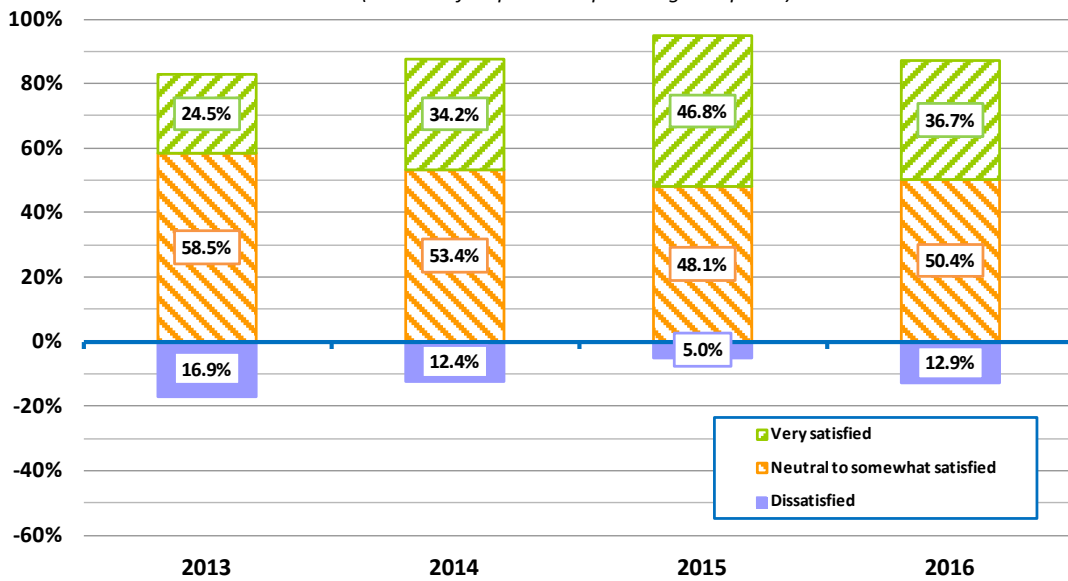
The most common satisfaction with Council’s overall performance was seven out of ten, with 279 of the 1,200 respondents, followed by eight out of ten, with 248 respondents.



Satisfaction with performance of Council across all areas of responsibility
Wyndham City Council - 2016 Annual Community Survey
(number of responses)



Satisfaction with performance of Council's across all areas of responsibility
Wyndham City Council - 2016 Annual Community Survey
(Percent of respondents providing a response)



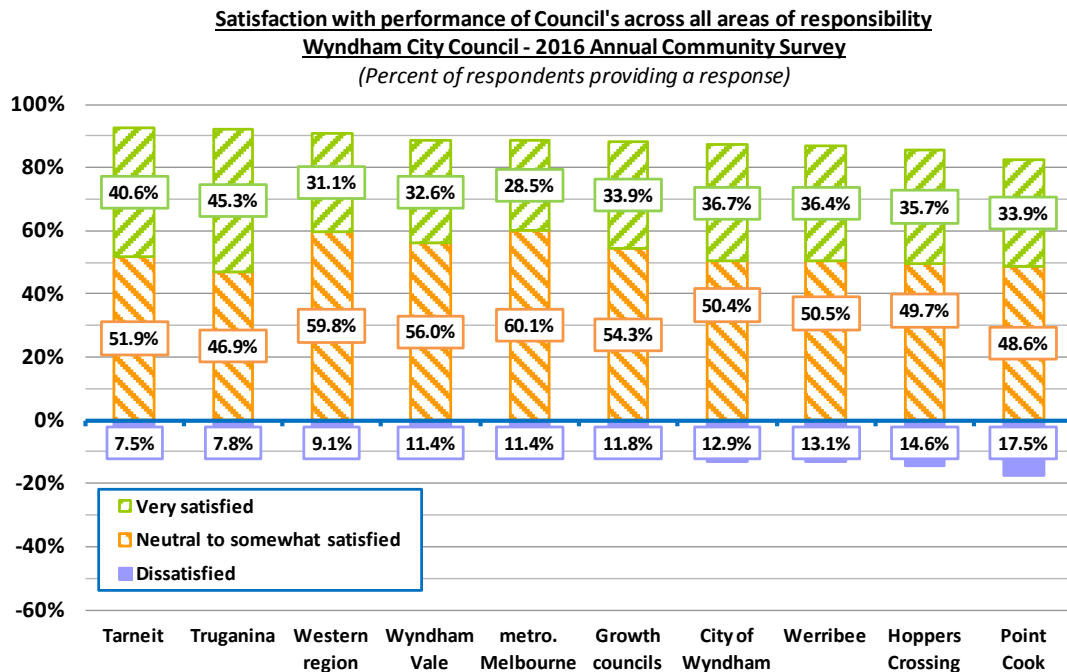
The following graph provides a breakdown of these results by precinct, and with a comparison to the western region, the growth area councils, and the metropolitan Melbourne averages.



It is noted that more than one-third of respondents in each of Wyndham's six precincts were very satisfied with Council's overall performance.



Attention is however drawn to the fact that 14.6% of respondents from Hoppers Crossing and 17.5% of respondents from Point Cook were dissatisfied with Council’s overall performance.



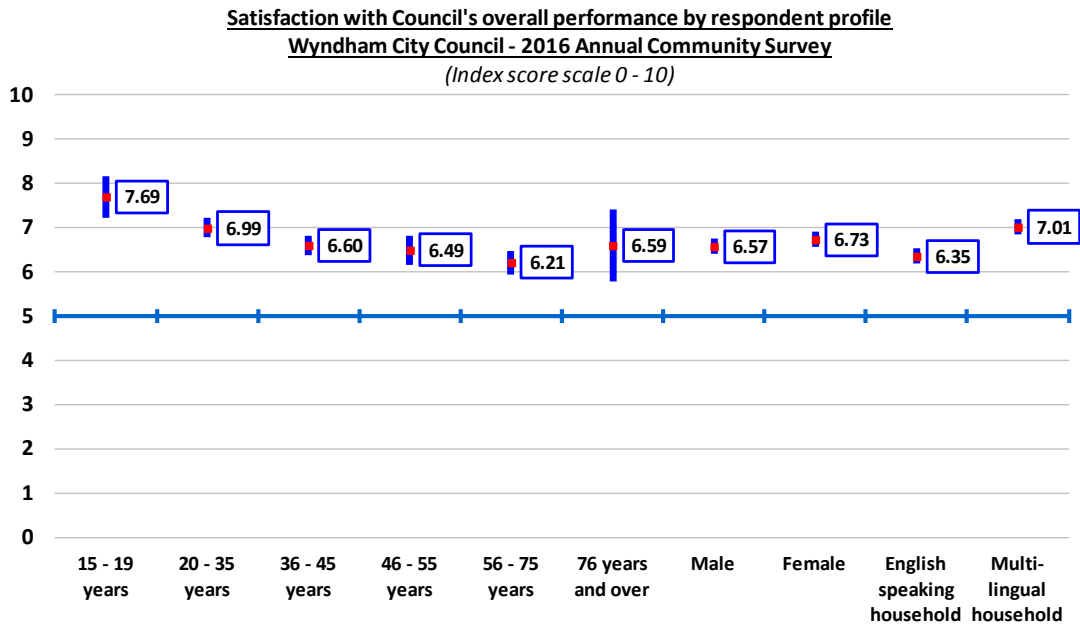
Overall performance by respondent profile

There was some significant variation in satisfaction with Council’s overall performance observed by respondent profile, with attention drawn to the following:

- ⊗ **Age structure** – satisfaction with Councils’ overall performance declined with age, with the exception of senior citizens.
- ⊗ **Gender** – female respondents were somewhat, albeit not measurably more satisfied with Council’s overall performance than male respondents.
- ⊗ **Language spoken at home** – respondents from multi-lingual households rated satisfaction with Council’s overall performance measurably and significantly higher than respondents from English speaking households.

The fact that younger respondents tended to be more satisfied with Council’s overall performance is a strong theme observed throughout this report, and is evident in relation to many of the other satisfaction measures.





There was also measurable and significant variation in satisfaction with Council’s overall performance observed by housing situation, the period of residence in the City of Wyndham, and whether the household has a member with a disability. Attention is drawn to the following:

- ⊗ **Home owners** – respondents from households that owned their home outright were measurably and significantly less satisfied with Council’s overall performance than other respondents, and rated satisfaction at a level categorised as “solid”.
- ⊗ **Rental household** – respondents were measurably and significantly more satisfied with Council’s overall performance than other respondents.
- ⊗ **Period of residence in Wyndham** – satisfaction with Council’s overall performance declined with the period of residence in the City of Wyndham, with new residents (less than one year) measurably and significantly more satisfied than other respondents, and they rated satisfaction at a level categorised as “very good”.
- ⊗ **Disability** – respondents from households with a member with a permanent or long-term disability or illness rated satisfaction with Council’s overall performance somewhat lower than other respondents, and at a level categorised as “solid”.

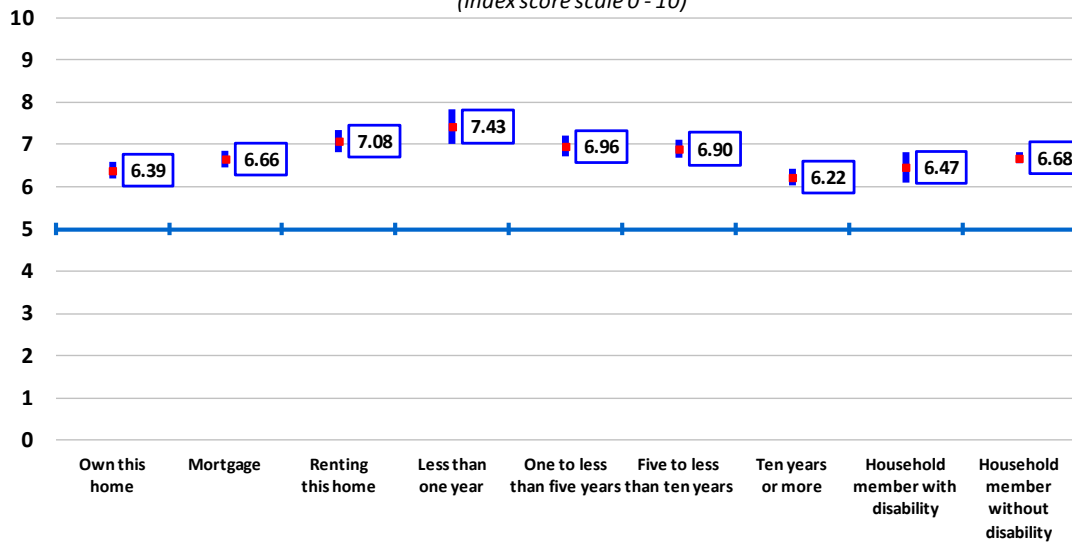
There is a strong relationship between home ownership, period of residence in Wyndham, and age structure which is reflected in these results. These results clearly show that older respondents that own their own home and who have lived in Wyndham for ten years or more are substantially less satisfied with Council’s overall performance, than are younger respondents who are purchasing or renting their home and who have lived in the municipality for a shorter period of time.



Metropolis Research also notes that older respondents are more likely than average to have a household member with a disability, and it has been a consistent result observed across metropolitan Melbourne that households with a member with a disability will tend to be less satisfied with Council’s overall performance.



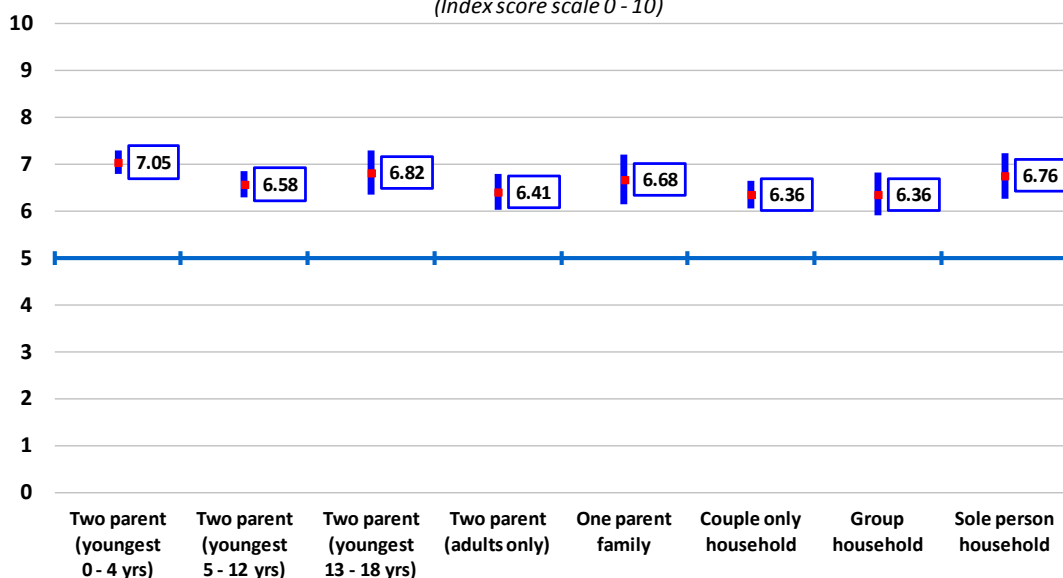
Satisfaction with Council's overall performance by housing situation, period of residence and disability
Wyndham City Council - 2016 Annual Community Survey
 (Index score scale 0 - 10)



The following graph provides a breakdown of satisfaction with Council’s overall performance by the respondents’ household structure, with attention drawn to:

- ⊗ **Two parent families (youngest child 0 – 4 years)** – respondents were measurably more satisfied with Council’s overall performance than the municipal average.

Satisfaction with Council's overall performance by household structure
Wyndham City Council - 2016 Annual Community Survey
 (Index score scale 0 - 10)





Change in Council’s overall performance



Respondents were asked:

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

In 2016 a little less than one-sixth (16.1%) of respondents considered that Council’s overall performance had improved in the last twelve months. This result has remained relatively stable at almost one-sixth since 2014.

Consistent with the decline in satisfaction with overall performance, there was a small increase in the proportion of respondents that considered that Council’s overall performance had deteriorated in the last twelve months (8.3% up from 5.8%).

Metropolis Research does note however that despite the seven percent decline in satisfaction with Council’s overall performance, the proportion of respondents that considered that Council’s overall performance had improved in the last twelve months has remained relatively stable at almost one-sixth of respondents.

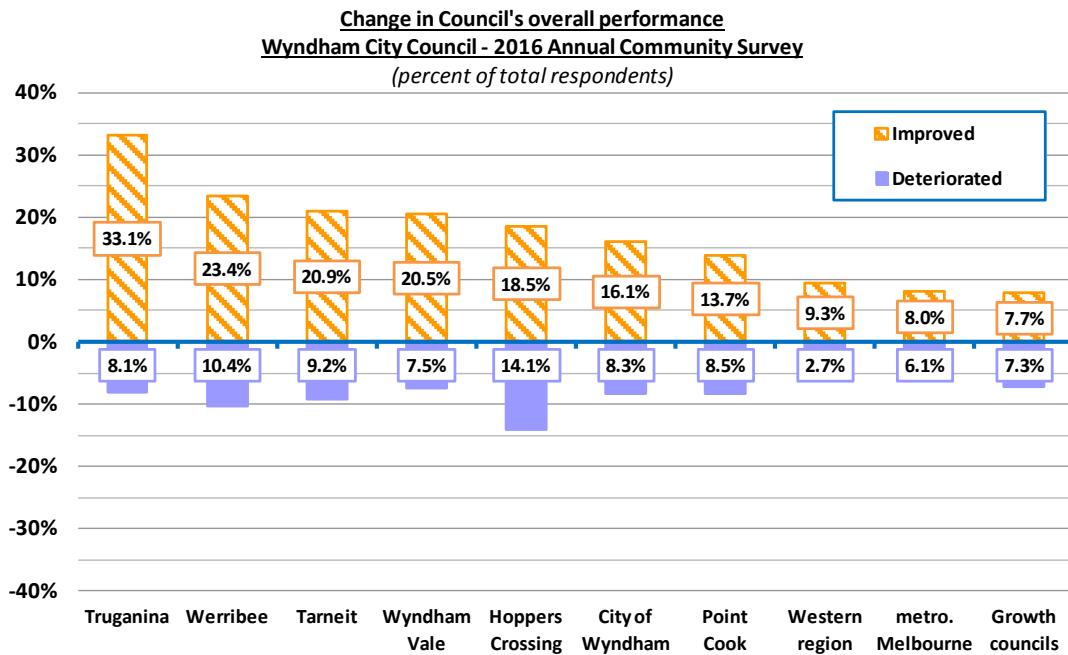
Change in Council's overall performance
Wyndham City Council - 2016 Annual Community Survey
(Number and percent of total respondents)

Response	2016		2015	2014	2013
	Number	Percent			
Improved	193	16.1%	17.5%	15.1%	10.2%
Stayed the same	654	54.5%	63.0%	60.4%	59.9%
Deteriorated	100	8.3%	5.8%	6.0%	10.4%
Can't say	253	21.1%	13.8%	18.6%	19.5%
Total	1,200	100%	800	803	801

There was measurable and significant variation in the change in performance results observed across the six precincts comprising the City of Wyndham, with attention drawn to the following:

- ⊗ **Truganina** and **Werribee** – respondents were significantly more likely than average to consider that Council’s overall performance had improved in the last twelve months. Metropolis Research notes that this improvement for Werribee has not shown up as yet in a higher average satisfaction with overall performance.
- ⊗ **Hoppers Crossing** – consistent with the significant decline in satisfaction with Council’s overall performance by respondents in Hoppers Crossing, they were significantly more likely than average to consider that performance had deteriorated in the last twelve months. It is worth noting however that slightly more respondents in Hoppers Crossing considered that performance had improved as considered it had deteriorated.





Reasons for change in Council's overall performance

Respondents who considered that Council's performance had changed were asked:

"What was the most important factor influencing your answer?"

Respondents were provided an open-ended opportunity to outline the reasons why they considered that Council's overall performance had either improved or deteriorated. A total of 229 responses were received from respondents that considered that Council's overall performance had improved, and one hundred responses from respondents that considered that performance had deteriorated.

The open-ended responses received from these respondents have been broadly categorised, as outlined in the following table.

The most common reasons why respondents considered that Council's overall performance had improved in the last twelve months related to improvements to roads and traffic (22.7% of responses), Council facilities, events and services (18.8%), parks and open spaces (13.1%), communication and consultation (11.8%), and the maintenance of the local area (10.9%).

The most common reasons why respondents considered that Council's overall performance had deteriorated in the last twelve months related to traffic and roads (21.7% of responses), the maintenance of the area (17.4%), building, housing, planning and development issues (13.0%), and Council governance and management related issues (10.9%).

Metropolis Research notes particularly that the respondents who raised issues of Council governance and accountability both as reasons for considering that performance had deteriorated, as well as in the issues in Wyndham to address in the coming twelve months section (page 42) were very dissatisfied with Council’s overall performance. This is likely to reflect concern by some in the community around media reports in the lead up to the recent Council elections.

Attention is also drawn to the fact that a number of respondents raised issues around roads and traffic as reasons for their view that performance had improved as well as for those considering that performance had deteriorated. Clearly the provision of new and improved roads across the municipality will result in some variation in the perception of roads and traffic by different groups of respondents.

Summary reasons why Council's overall performance has improved / deteriorated

Wyndham City Council - 2016 Annual Community Survey

(Number and percent of respondents providing a response)

Reason	2016		2015	2014	2013
	Number	Percent			
Improved					
Roads and traffic	52	22.7%	21.0%	35.3%	36.4%
Council facilities, events and services	43	18.8%	19.3%	33.3%	29.1%
Parks and open spaces	30	13.1%	10.1%	2.0%	3.6%
Communication / consultation	27	11.8%	8.4%	2.0%	3.3%
Maintenance of the area	25	10.9%	6.7%	17.6%	14.9%
Planning for population growth / development	8	3.5%	7.6%	2.0%	0.0%
Public transport	7	3.1%	16.0%	0.0%	0.0%
Governance, performance and accountability	3	1.3%	1.7%	5.9%	8.4%
Other	34	14.8%	9.2%	2.0%	4.8%
Reason not stated	0		21	71	22
Total	229	100%	140	122	82
Deteriorated					
Traffic and roads	20	21.7%	45.7%	11.9%	11.0%
Maintenance of the area	16	17.4%	6.5%	10.4%	8.9%
Building and planning	12	13.0%	6.5%	6.0%	5.6%
Council governance and management	10	10.9%	0.0%	0.0%	18.5%
Financial management / rates	6	6.5%	8.7%	4.5%	5.7%
Council services and facilities	5	5.4%	0.0%	15.4%	0.0%
Communication / consultation	5	5.4%	2.2%	9.0%	12.1%
Safety and security	3	3.3%	0.0%	0.0%	3.5%
Other	15	16.3%	19.6%	3.0%	6.5%
Reason not stated	8		0	0	0
Total	100	100%	46	67	77

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?”

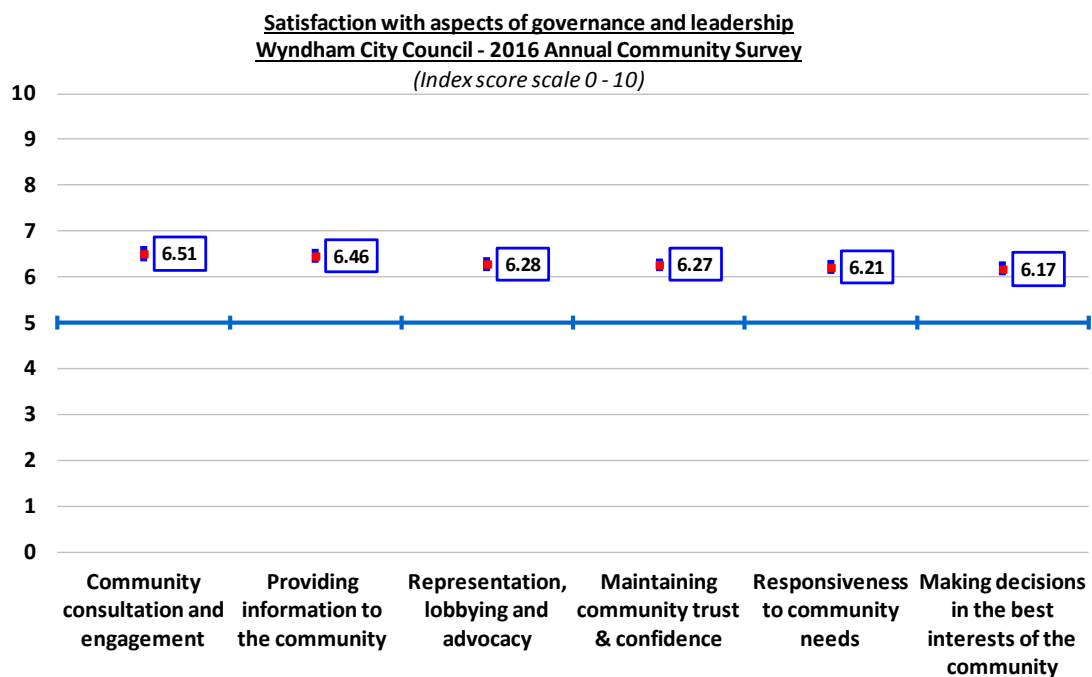
The average satisfaction with the six aspects of governance and leadership declined measurably and significantly in 2016, down 10.4% from 7.02 to 6.32. This result is also now lower than the 2014 result of 6.52.

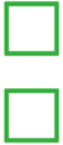
This decline is reflected in the categorisation of satisfaction with governance and leadership which declined from a level categorised as “good” in 2015 to “solid”.

Satisfaction with the six aspects of governance and leadership can best be summarised as follows:

- ⊗ **Good** – for community consultation and engagement.
- ⊗ **Solid** – for providing information to the community, representation, lobbying and advocacy, maintaining the trust and confidence of the local community, responsiveness to local community needs, and making decisions in the interests of the community.

Metropolis Research notes that consistent with results observed over a long period of time, satisfaction with aspects of governance and leadership tend to be somewhat, albeit not measurably lower than satisfaction with Council’s overall performance.

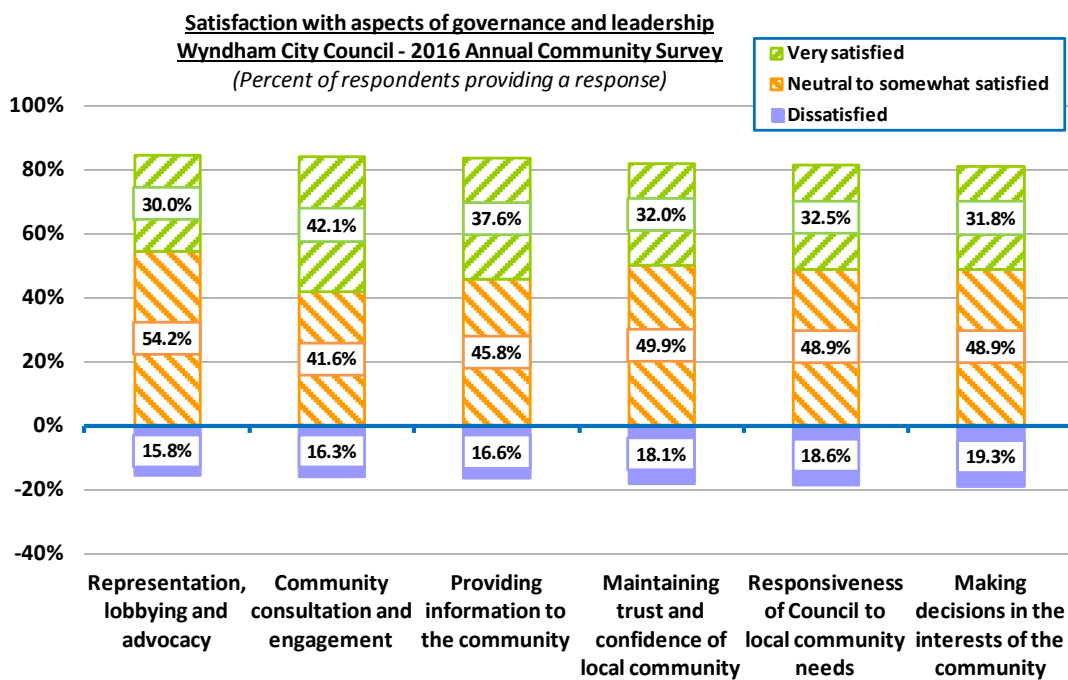




The following graph provides a breakdown of these results into respondents that were dissatisfied (rating satisfaction from zero to four), neutral to somewhat satisfied (rating five to seven), and very satisfied (rating eight or more).

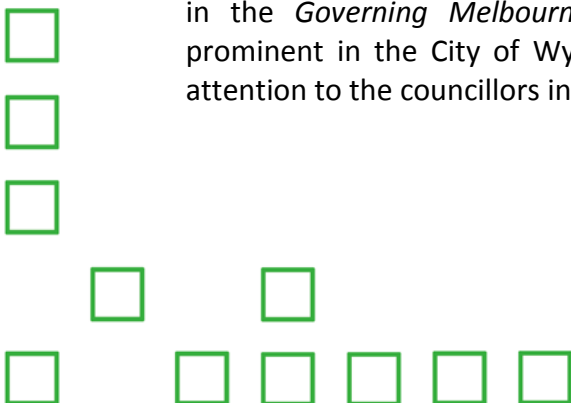
Metropolis Research notes the following points in relation to these results:

- ⊗ Despite the decline in satisfaction with the six aspects of governance and leadership, at least twice as many respondents were very satisfied with each aspect as were dissatisfied with each aspect.
- ⊗ Approximately twice as many respondents were dissatisfied with each aspect of governance and leadership in 2016 than was recorded in 2015.



It does appear from these results, particularly when read in conjunction with the issues to address in Wyndham section, that respondents were less satisfied with governance and leadership this year compared to previous years.

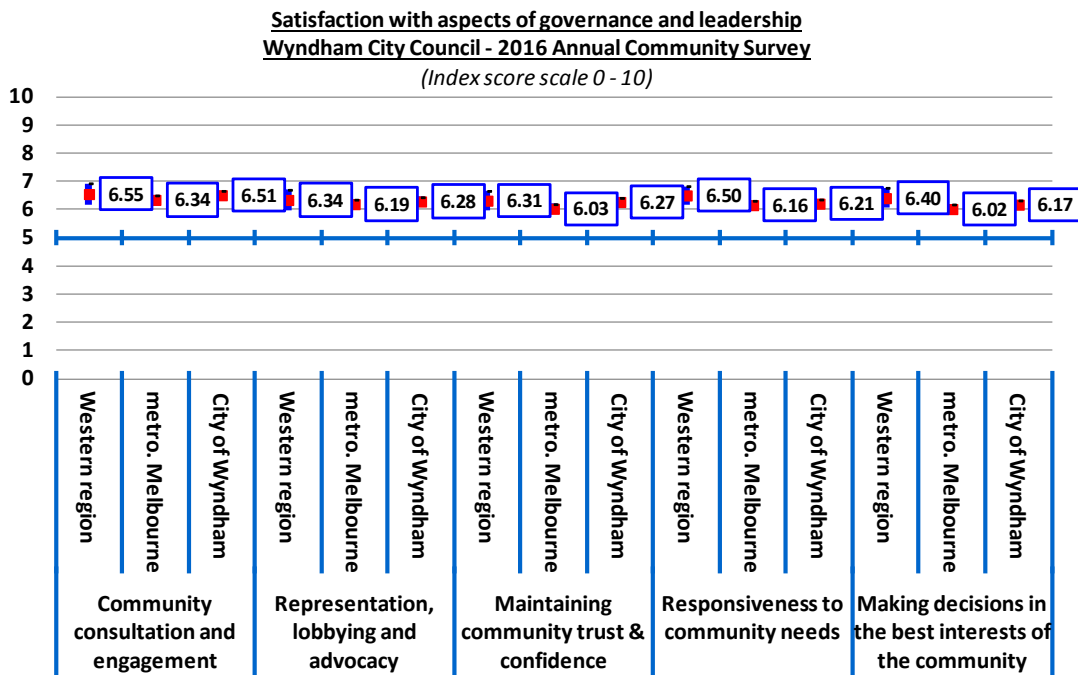
A number of factors may underpin this decline in satisfaction with governance and leadership, including potentially negative media attention around councillors in the lead up to the local government elections. This trend of lower satisfaction with governance and leadership in the lead up to elections has been observed by Metropolis Research elsewhere across metropolitan Melbourne in 2016, including in the *Governing Melbourne* research. This may well be somewhat more prominent in the City of Wyndham results this year given the additional media attention to the councillors in Wyndham.



Metropolis Research also notes that a significant proportion of respondents were focused on issues around traffic management, and that the proportion of respondents taking ninety minutes or more (two-way) to commute to work by car increased substantially in 2016. This is likely to have flowed through into reduced levels of satisfaction with Council’s lobbying and advocacy efforts and responsiveness to local community needs.

The following graph provides a comparison of satisfaction with the five aspects of governance and leadership that are included in both this Wyndham survey as well as *Governing Melbourne*. A comparison is provided to the western region and the metropolitan Melbourne average.

Respondents in the City of Wyndham in 2016 were marginally, but not measurably less satisfied with each of the five aspects of governance and leadership than either the western region or metropolitan Melbourne averages.





Planning for population growth

Respondents were asked:

“On a scale of 0 (lowest) to 10 (highest), can you please rate your satisfaction with?”

Satisfaction with Council’s planning for population growth declined measurably and significantly in 2016, down 14.9% from 6.32 to 5.38.

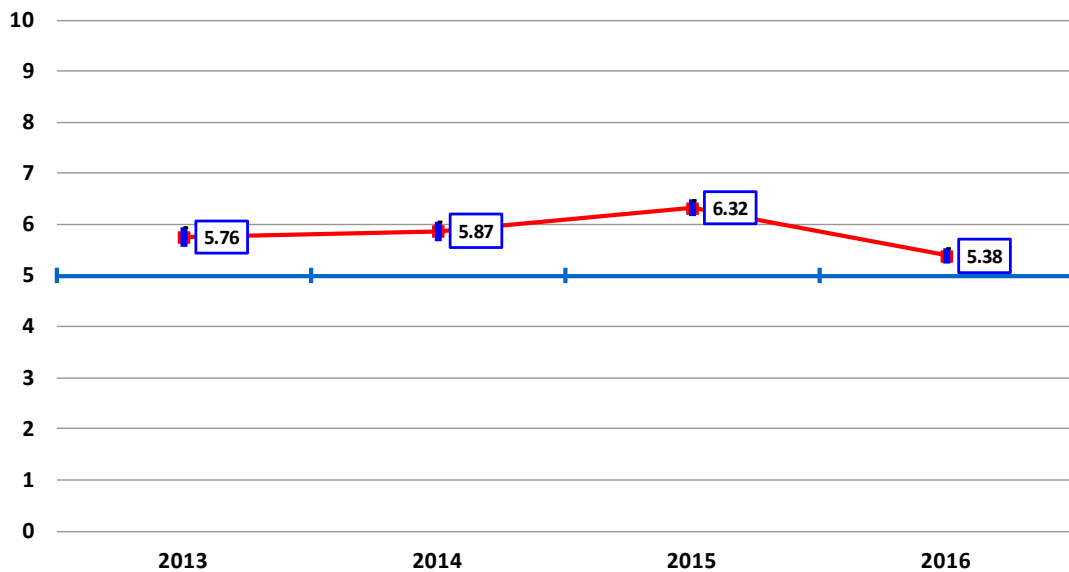
This level of satisfaction is best categorised as “very poor”, and is the lowest satisfaction score for this question recorded since the program began in 2013.

Metropolis Research notes that the decline in satisfaction with Council’s planning for population growth was the largest decline recorded in the 2016 survey, and appears to have been one of the significant drivers of lower levels of satisfaction with Council’s overall performance this year.

Attention is drawn elsewhere in this report to the reasons for dissatisfaction with Council’s overall performance, issues for Council to address and other questions which highlight community concerns around the provision of infrastructure and services to meet the needs of the growing Wyndham community.

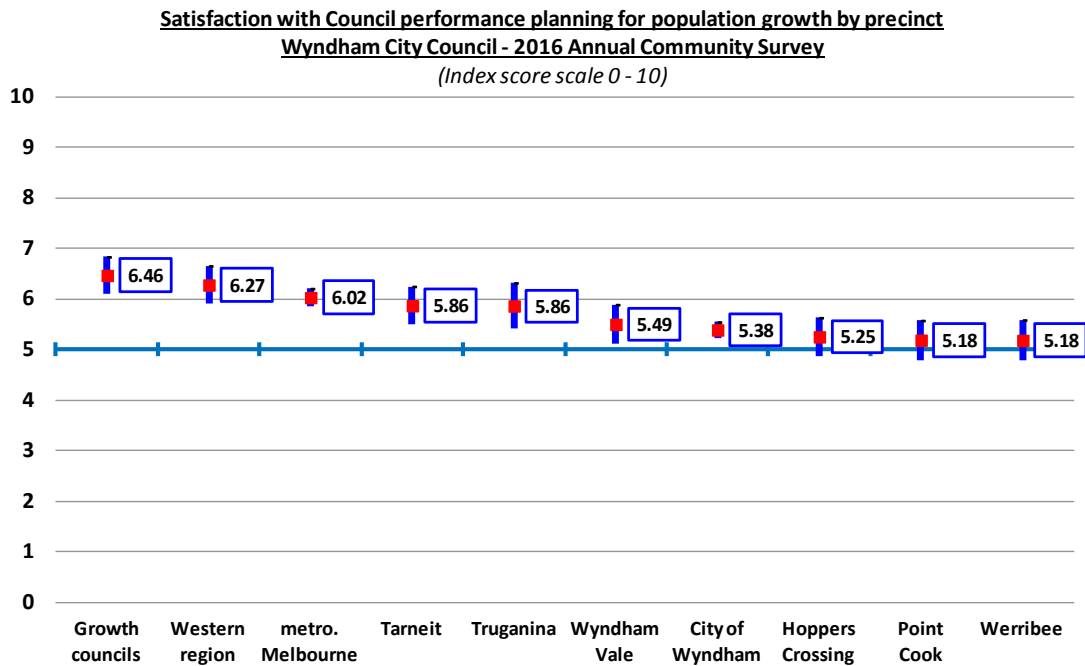
This City of Wyndham result is measurably and significantly lower than the western region and growth area councils’ average satisfaction with planning for population growth.

Satisfaction with Council performance planning for population growth
Wyndham City Council - 2016 Annual Community Survey
 (Index score scale 0 - 10)



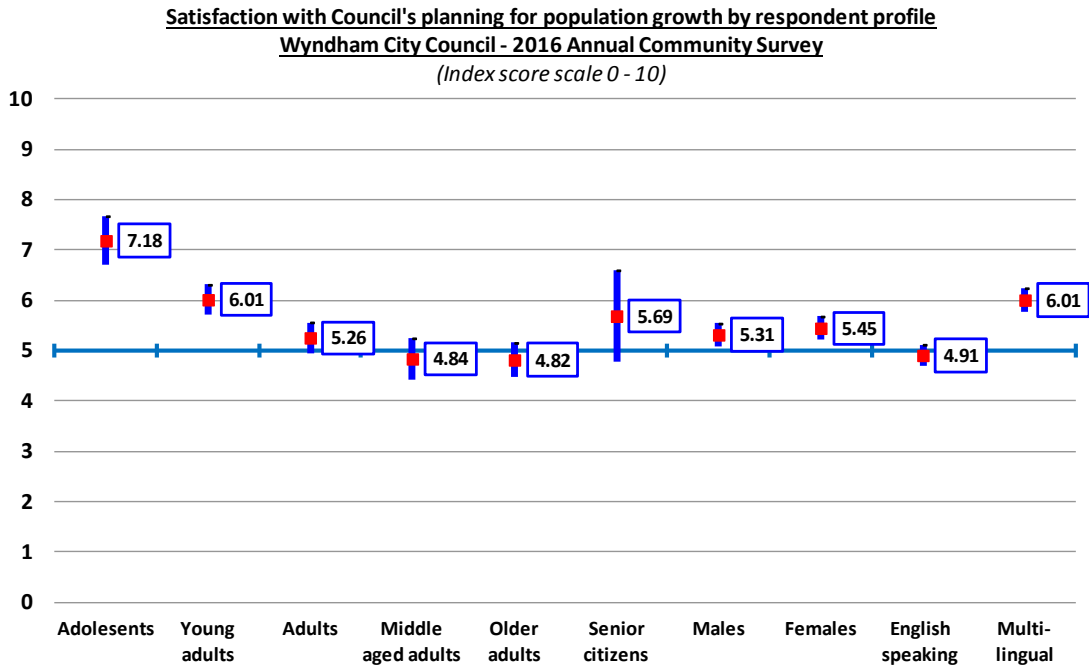
There was no statistically significant variation in satisfaction with Council’s planning for population growth observed across the six precincts comprising the City of Wyndham. Attention is however drawn to the following:

- ⊗ **Tarneit** and **Truganina** – respondents were somewhat, albeit not measurably more satisfied with Council’s planning for population growth than the municipal average, and rated satisfaction at levels best categorised as “poor”.



There was measurable and significant variation in satisfaction with Council’s planning for population growth observed by respondent profile, with attention drawn to the following:

- ⊗ **Age structure** – satisfaction with Council’s planning for population growth declined measurably and significantly with respondents’ age structure (with the exception of senior citizens). Particular attention is drawn to the fact that adolescents and young adults (aged 15 to 34 years) were measurably and significantly more satisfied than older respondents, rating satisfaction at levels categorised as “good” and “solid” respectively.
- ⊗ **Gender** – there was no statistically significant variation in satisfaction with Council’s planning for population growth observed between male and female respondents.
- ⊗ **Language spoken at home** – respondents from multi-lingual households were measurably and significantly more satisfied with Council’s planning for population growth than respondents from English speaking households.



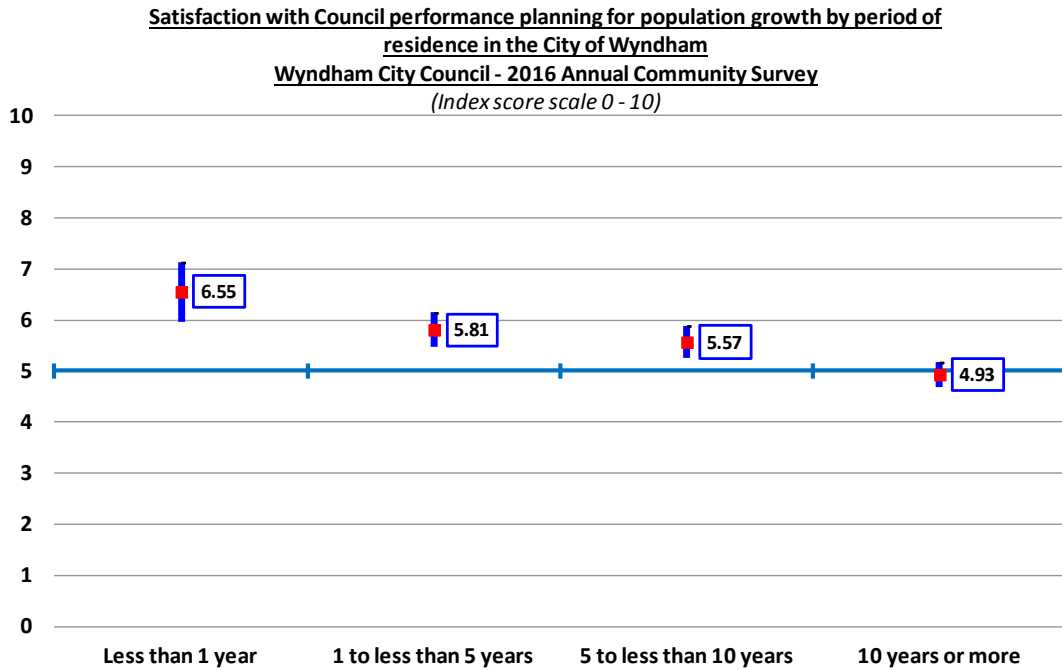
The following graph provides the average satisfaction with Council’s planning for population growth by the respondents’ period of residence in Wyndham.

As is clearly evident in the graph, and consistent with the age structure variation discussed above, Metropolis Research notes that satisfaction with planning for population growth declines substantially with the period of residence in the City of Wyndham.

This trend of satisfaction declining with age has been consistently observed across a number of councils across metropolitan Melbourne.

This reflects the fact younger respondents and new residents (which overlap significantly) are moving into the area by choice, whereas older respondents that have lived in the area for a long period of time are more likely to feel they are being negatively impacted by the increased pressure on infrastructure from the growing population, as well as any perceived change in the character of the community.





Reasons for dissatisfaction with Council planning for population growth

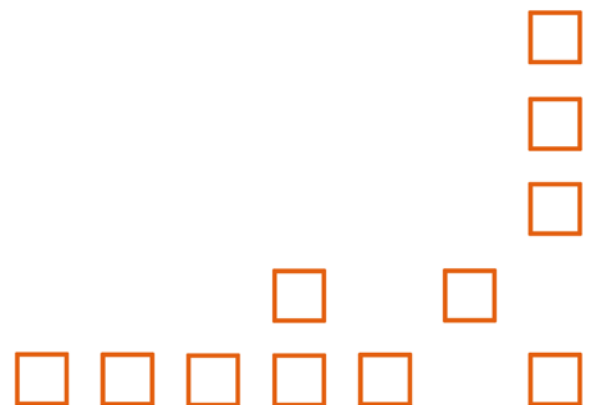
Respondents that were dissatisfied with Council’s planning for population growth were provided an open-ended opportunity to describe why they were dissatisfied.

These open-ended responses have been broadly categorised for ease of analysis as outlined in the following table. Metropolis Research notes that many of these categories do overlap somewhat, as it can be difficult to narrowly define broad statements from respondents as to the reasons for their dissatisfaction.

The overwhelming majority of responses received from respondents dissatisfied with Council’s planning for population growth referred to issues with the timely provision of infrastructure (including most prominently roads).

A perceived lack of infrastructure including principally but not entirely roads to reduce commuting times is a strong theme throughout this report.

Particular attention is drawn to the fact that respondents identifying the issues of traffic management, road maintenance and repairs on average were notably less satisfied with Council’s overall performance than the average of all respondents.





Reasons for dissatisfaction with Council planning for population growth

Wyndham City Council - 2016 Annual Community Survey

(Number of respondents dissatisfied with Council planning for pop'n growth and providing a response)

Response	2016		2015	2014
	Number	Percent		
Infrastructure issues (i.e. lack of)	130	34.3%	23.5%	23.5%
Roads	85	22.4%	14.3%	22.2%
Traffic management	56	14.8%	24.4%	23.5%
Planning and development	49	12.9%	19.3%	14.8%
Public transport	23	6.1%	2.5%	6.8%
Council services and facilities	12	3.2%	0.0%	0.0%
Safety	7	1.8%	0.0%	0.0%
Other	17	4.5%	16.0%	9.3%
Not stated	0		5	28
Total responses	379	100%	124	190

Current issues in the City of Wyndham

Respondents were asked:

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

Respondents were again in 2016 asked to identify what they considered to be the top three issues for the City of Wyndham at the moment. A little more than three-quarters (78.1% up from 68.0%) of respondents provided a total of 2,112 responses, at an average of 2.3 issues per respondent.

The open-ended responses received from respondents have been broadly categorised into a set of approximately seventy categories to facilitate analysis and time series, and other comparisons.

It is important to bear in mind that these responses are not technically complaints about the performance of Council, nor do they only reflect services, facilities and issues within the specific remit of the Wyndham City Council. Many of the issues respondents identify in the municipality are within the general remit of other levels of government.

Metropolis Research notes that the issue of street trees was significantly less commonly identified in the City of Wyndham (3.9%) than either the growth area councils (8.9%) or metropolitan Melbourne (7.1%).



Traffic management and road maintenance and repairs



Consistent with the results recorded in the previous three surveys, the most commonly identified issues in the City of Wyndham in 2016 related to traffic management, followed by issues with road maintenance and repairs. Naturally there is some overlap in these two groups of issues, with issues focused on traffic and congestion typically categorised into traffic management, whilst issues focused on the condition of roads are typically categorised into road maintenance and repairs.

Taken together, these two issues were identified by almost half (45.8%) of the respondents in 2016. Metropolis Research does draw attention however to the fact that the proportion of respondents identifying these two issues has declined over time, from a high of 71.4% in 2013, 65.1% in 2014, and 52.5% in 2015. The proportion of respondents identifying traffic management (26.0%) in 2016 was marginally higher than both the growth area councils’ average of 20.4% and the metropolitan Melbourne average of 20.1%. Respondents in the City of Wyndham however were more than twice as likely as respondents in the growth area councils (9.8%) or metropolitan Melbourne (7.2%) to identify road maintenance and repair.

Public transport

Metropolis Research also notes that the proportion of respondents identifying public transport as an issue has also declined slowly over the last four years. In 2013 almost one-sixth (16.1%) of respondents identified public transport, falling to 13.8% in 2014, 9.1% in 2015, and is now 7.4% in 2016. Despite this steady decline in the proportion of respondents identifying public transport, the result remains marginally higher than both the growth area councils’ average of 5.3% and the metropolitan Melbourne average of 4.1%.

Safety policing and crime

Particular attention in 2016 is drawn to the substantial increase in the proportion of respondents identifying safety, policing and crime related issues. The average proportion of respondents identifying these issues over the period from 2013 to 2015 was 6.7%, but was almost three times this in 2016 (17.2%). This result is just marginally higher than the growth area councils’ average of 15.1%, but is almost double the metropolitan Melbourne average of 8.6%. This also reflects the decline in the perception of safety in the public areas of the City of Wyndham this year.

Other issues

Metropolis Research notes that consistent with the decline in satisfaction with litter collection in public areas and the management of illegal dumping of rubbish, issues with cleanliness and the general maintenance of the area has increased marginally in 2016, up from an average of 3.5% over the last three years to 5.4% in 2016.



The issues of parking and parks, gardens and open spaces have proved a little volatile over the course of the last four surveys, and both are up somewhat this year. Particular attention is drawn to parks, gardens, and open spaces issues which are significantly more commonly identified this year in the City of Wyndham (13.2%) than in the growth area councils (4.9%) or metropolitan Melbourne (7.0%).

Top issues for Council to address in the coming twelve months

Wyndham City Council - 2016 Annual Community Survey

(Number and percent of total respondents)

Issue	2016		2015	2014	2013	metro. Melb 2016 *	Growth Area 2016 #
	Number	Percent					
Traffic management	312	26.0%	42.3%	48.5%	40.4%	20.1%	20.4%
Roads maintenance and repairs	238	19.8%	10.2%	16.6%	31.0%	7.2%	9.8%
Safety, policing and crime	206	17.2%	4.7%	7.2%	8.4%	8.6%	15.1%
Parks, gardens, and open space	158	13.2%	9.9%	10.3%	12.8%	7.0%	4.9%
Parking	153	12.8%	7.7%	12.5%	8.1%	16.5%	13.8%
Public transport	89	7.4%	9.1%	13.8%	16.1%	4.1%	5.3%
Cleanliness & general maintenance of area	65	5.4%	2.9%	3.6%	3.9%	3.8%	4.0%
Provision & maintenance of infrastructure	53	4.4%	3.4%	6.2%	8.6%	1.0%	2.2%
Education and schools	53	4.4%	2.9%	5.0%	3.5%	1.1%	0.0%
Street lighting	53	4.4%	1.9%	2.1%	4.4%	6.9%	6.2%
Footpath maintenance & repairs	47	3.9%	4.1%	2.5%	5.3%	8.4%	5.3%
Provision & maintenance of street trees	47	3.9%	3.0%	2.0%	4.7%	7.1%	8.9%
Building, planning, housing & development	42	3.5%	2.9%	5.5%	9.8%	9.1%	2.2%
Rubbish and waste issues incl. garbage	40	3.3%	1.7%	4.0%	4.9%	4.1%	4.0%
Consultation, communication & provision of info	40	3.3%	1.6%	2.2%	1.7%	0.9%	1.3%
Provision & maintenance of sports & recreation facility	36	3.0%	1.9%	2.0%	3.2%	1.6%	2.7%
Activities, services & facilities for youth	35	2.9%	0.0%	1.2%	1.7%	1.5%	3.1%
Council rates	25	2.1%	2.2%	1.9%	2.7%	2.5%	3.1%
Animal management	23	1.9%	0.6%	2.1%	2.0%	1.8%	0.9%
Provision & maintenance of cycling / walking paths	22	1.8%	1.0%	0.7%	1.0%	2.0%	0.9%
Community activities, events, arts & culture	22	1.8%	0.7%	1.2%	0.9%	0.8%	0.0%
Shops, restaurants & entertainment venues	21	1.8%	1.4%	1.1%	2.5%	1.9%	0.0%
Governance & accountability	20	1.7%	0.7%	0.5%	0.5%	0.8%	1.8%
Hard rubbish collection	19	1.6%	1.4%	0.5%	0.8%	4.4%	4.0%
Public toilets	19	1.6%	1.1%	0.5%	1.1%	2.1%	0.9%
Activities and facilities for children	18	1.5%	1.2%	1.0%	na	1.5%	1.8%
Childcare	15	1.3%	0.7%	0.7%	1.8%	0.0%	0.0%
Graffiti & vandalism	15	1.3%	0.6%	2.0%	2.4%	1.8%	1.8%
Drugs and alcohol issues	14	1.2%	1.0%	2.2%	na	1.0%	0.4%
Employment and job creation	13	1.1%	1.6%	2.0%	1.2%	0.0%	0.0%
Environment & conservation	13	1.1%	1.2%	1.1%	0.7%	1.3%	0.4%
Recycling collection	13	1.1%	0.0%	0.6%	0.5%	1.1%	1.3%
Health and medical services	12	1.0%	0.6%	2.2%	1.1%	0.0%	0.4%
Provision & maintenance of community facilities	12	1.0%	0.0%	0.9%	1.7%	0.0%	0.0%
Multicultural issues / cultural diversity	11	0.9%	1.0%	0.5%	0.5%	0.0%	0.4%
Drains maintenance & repairs	11	0.9%	0.0%	0.1%	1.2%	2.9%	4.4%
Green waste collection	10	0.8%	1.1%	0.1%	1.1%	0.9%	0.4%
Tip / smell / pollution	10	0.8%	0.6%	1.0%	1.4%	0.0%	0.0%
All other issues	107	8.9%	6.2%	4.2%	4.9%	3.3%	9.8%
Total responses	2,112		1,115	1,420	1,649	1,385	329
<i>Total respondents providing a response</i>	<i>937 (78.1%)</i>		<i>68.0%</i>	<i>79.9%</i>	<i>87.1%</i>	<i>69.8%</i>	<i>71.6%</i>

(*) Metropolis Research, Governing Melbourne 2016

(#) Growth Areas Councils including Whittlesea, Melton, Hume, Casey, Cardinia, Knox and Wyndham

Issues by precinct

There was some variation in the top issues for the City of Wyndham in the next twelve months observed across the six precincts comprising the City of Wyndham, with attention drawn to the following:

- ⊗ **Hoppers Crossing** – respondents were somewhat more likely than average to identify street lighting and footpath maintenance and repairs as issues to address in the coming year.
- ⊗ **Point Cook** – respondents were somewhat more likely than average to identify education and schools as issues to address in the coming year.
- ⊗ **Tarneit** – respondents were somewhat more likely than average to identify safety, policing and crime, parking, and parks, gardens and open spaces as issues to address in the coming year.
- ⊗ **Truganina** – respondents were somewhat more likely than average to identify parks, gardens and open spaces, cleanliness and general maintenance of the area, and education and school as issues to address in the coming year.
- ⊗ **Werribee** – respondents were somewhat more likely than average to identify activities, services and facilities for youth as issues to address in the coming year.
- ⊗ **Wyndham Vale** – respondents were somewhat more likely than average to identify activities, services and facilities for youth as issues to address in the coming year.



Top issues for Council to address in the coming twelve months by precinct

Wyndham City Council - 2016 Annual Community Survey

(Percent of total respondents)

Hoppers Crossing		Point Cook	
Traffic management	26.7%	Traffic management	28.9%
Roads maintenance & repairs	18.3%	Roads maintenance & repairs	16.1%
Parking	13.1%	Safety, policing & crime	16.1%
Safety, policing & crime	12.0%	Parks, gardens & open space	11.4%
Parks, gardens & open space	10.5%	Parking	10.9%
Public transport	8.4%	Education & schools	10.4%
Street lighting	7.9%	Public transport	8.1%
Footpath maintenance & repairs	7.3%	Provision & maintenance of sports & recrea	5.2%
Building, planning, housing & development	5.8%	Cleanliness & maintenance of area	4.7%
All other issues	61.8%	All other issues	57.3%

Tarneit		Truganina	
Safety, policing & crime	24.9%	Traffic management	27.6%
Roads maintenance & repairs	23.9%	Parks, gardens & open space	20.9%
Traffic management	23.4%	Roads maintenance & repairs	18.9%
Parking	20.4%	Safety, policing & crime	17.3%
Parks, gardens & open space	17.4%	Cleanliness & general maintenance of area	11.2%
Public transport	7.0%	Parking	10.7%
Cleanliness & general maintenance of area	6.0%	Education & schools	10.2%
Street lighting	5.5%	Public transport	6.1%
Provision & maintenance of street trees	4.5%	Prov. & maint. of sports & recreation facilitie	5.1%
All other issues	47.3%	All other issues	72.4%

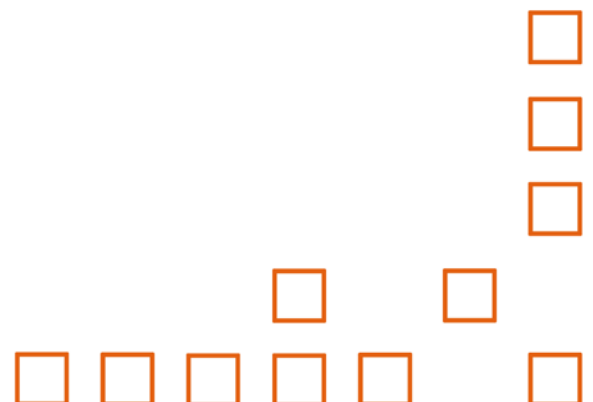
Werribee		Wyndham Vale	
Traffic management	26.3%	Roads maintenance & repairs	23.6%
Roads maintenance & repairs	20.7%	Traffic management	20.7%
Safety, policing & crime	20.2%	Parks, gardens & open space	12.8%
Parking	12.1%	Safety, policing & crime	11.8%
Parks, gardens & open space	11.6%	Parking	8.4%
Public transport	6.1%	Public transport	8.4%
Cleanliness & general maintenance of area	4.5%	Cleanliness & general maintenance of area	5.9%
Activities, services & facilities for youth	4.5%	Activities, services & facilities for youth	4.9%
Provision & maintenance of infrastructure	4.5%	Provision & maintenance of infrastructure	4.9%
All other issues	69.7%	All other issues	64.0%

Western region		metro. Melbourne	
Traffic management	18.1%	Traffic management	20.1%
Car parking	17.6%	Car parking	16.5%
Safety, policing, crime, and vandalism	12.6%	Building, planning, housing & development	9.1%
Provision & maintenance of street trees	8.2%	Safety, policing, crime and vandalism	8.6%
Cleanliness and maintenance of area	7.1%	Footpath maintenance and repairs	8.4%
Footpath maintenance and repairs	7.1%	Roads maintenance and repairs	7.2%
Parks, gardens and open space	6.0%	Street trees / nature strips	7.1%
Roads maintenance and repairs	5.5%	Parks, gardens and open space	7.0%
Building, planning, housing & development	4.9%	Lighting	6.9%
All other issues	41.2%	All other issues	58.8%

Issues by respondent profile

There was significant variation in the issues to address in the City of Wyndham in the coming year observed by the respondents' age structure, gender and language spoken at home, with attention drawn to the following:

- ⊗ **Adolescents (aged 15 to 19 years)** – respondents were more likely than average to identify activities, services and facilities for youth, and less likely than average to identify traffic management and safety, policing and crime related issues as issues to address in the coming year.
- ⊗ **Young adults (20 to 35 years)** – respondents were more likely than average to identify parks, gardens, and open spaces as issues to address in the coming year.
- ⊗ **Adults (aged 36 to 45 years)** – respondents were more likely than average to identify traffic management, safety, policing and crime, and education and schools related issues to address in the coming year.
- ⊗ **Middle-aged adults (46 to 60 years)** – respondents were more likely than average to identify safety, policing and crime as issues to address in the coming year.
- ⊗ **Older adults (aged 60 to 75 years)** – respondents were more likely than average to identify parking as an issue to address in the coming year.
- ⊗ **Senior citizens (aged 76 years and over)** – respondents were more likely than average to identify footpath and drain maintenance and repairs as well as the provision and maintenance of community facilities as issues to address in the coming year.
- ⊗ **Males** – respondents were more likely than female respondents to identify safety, policing and crime and public transport as issues to address in the coming year.
- ⊗ **Females** – respondents were more likely than male respondents to identify parking as an issue to address in the coming year.
- ⊗ **English speaking households** – respondents from English speaking households were more likely than those from multi-lingual households to identify road maintenance and repairs as an issue to address in the coming year.
- ⊗ **Multi-lingual households** – respondents from multi-lingual households were more likely than those from English speaking households to identify safety, policing and crime and parks, gardens, and open space as issues to address in the coming year.



Top issues for Council to address in the coming twelve months by age structure

Wyndham City Council - 2016 Annual Community Survey

(Percent of total respondents)

Adolescents (15 to 19 years)		Young adults (20 to 35 years)	
Roads maintenance & repairs	19.9%	Traffic management	23.2%
Parks, gardens & open space	12.2%	Parks, gardens & open space	19.7%
Activities, services & facilities for youth	7.9%	Roads maintenance & repairs	19.4%
Traffic management	5.2%	Safety, policing & crime	15.6%
Safety, policing & crime	5.2%	Parking	11.7%
Hard rubbish collection	5.0%	Public transport	6.0%
Cleanliness & general maintenance of area	3.8%	Cleanliness & general maintenance of area	5.6%
Footpath maintenance & repairs	3.0%	Street lighting	5.5%
Council customer service	3.0%	Rubbish & waste issues inc garbage	3.9%
All other issues	24.3%	All other issues	62.4%

Adults (36 to 45 years)		Middle aged adults (46 to 55 years)	
Traffic management	31.2%	Traffic management	25.8%
Safety, policing & crime	21.3%	Roads maintenance & repairs	20.5%
Roads maintenance & repairs	19.3%	Safety, policing & crime	20.1%
Parks, gardens & open space	14.0%	Parking	11.0%
Parking	12.3%	Parks, gardens & open space	9.0%
Education & schools	11.2%	Cleanliness & general maintenance of area	8.3%
Public transport	9.2%	Public transport	7.7%
Provision & maintenance of infrastructure	4.9%	Provision & maintenance of street trees	5.7%
Footpath maintenance & repairs	4.8%	Street lighting	5.7%
All other issues	62.3%	All other issues	80.8%

Older adults (56 - 75 years)		Senior citizens (76 years and over)	
Traffic management	27.9%	Traffic management	25.1%
Roads maintenance & repairs	21.2%	Roads maintenance & repairs	16.2%
Parking	18.2%	Safety, policing & crime	11.0%
Safety, policing & crime	15.6%	Parking	10.7%
Parks, gardens & open space	8.4%	Public transport	8.0%
Public transport	7.9%	Footpath maintenance & repairs	7.1%
Provision & maintenance of infrastructure	5.5%	Provision & maintenance of community fac	6.0%
Cleanliness & general maintenance of area	5.3%	Drains maintenance & repairs	5.8%
Building, planning, housing & development	5.2%	Provision & maintenance of street trees	4.5%
All other issues	60.0%	All other issues	23.8%

Males		Females	
Traffic management	27.2%	Traffic management	24.5%
Roads maintenance & repairs	20.9%	Roads maintenance & repairs	18.6%
Safety, policing & crime	19.5%	Parking	14.5%
Parks, gardens & open space	12.6%	Safety, policing & crime	14.3%
Parking	11.2%	Parks, gardens & open space	13.5%
Public transport	9.2%	Public transport	5.5%
Cleanliness & general maintenance of area	6.1%	Footpath maintenance & repairs	5.4%
Provision & maintenance of infrastructure	6.1%	Street lighting	5.1%
Building, planning, housing & development	4.7%	Cleanliness & general maintenance of area	4.8%
All other issues	62.5%	All other issues	64.4%

Top issues for Council to address in the coming twelve months by respondent profile

Wyndham City Council - 2016 Annual Community Survey

(Percent of total respondents)

English speaking		non-English speaking	
Traffic management	26.2%	Traffic management	26.1%
Roads maintenance & repairs	23.7%	Safety, policing & crime	20.5%
Safety, policing & crime	14.4%	Parks, gardens & open space	16.8%
Parking	12.5%	Roads maintenance & repairs	14.9%
Parks, gardens & open space	10.3%	Parking	13.2%
Public transport	8.0%	Public transport	6.7%
Footpath maintenance & repairs	5.5%	Cleanliness & general maintenance of area	6.3%
Cleanliness & general maintenance of area	4.9%	Street lighting	6.0%
Provision & maintenance of infrastructure	4.4%	Provision & maintenance of street trees	5.2%
All other issues	64.3%	All other issues	64.0%

Correlation between issues and satisfaction with overall performance

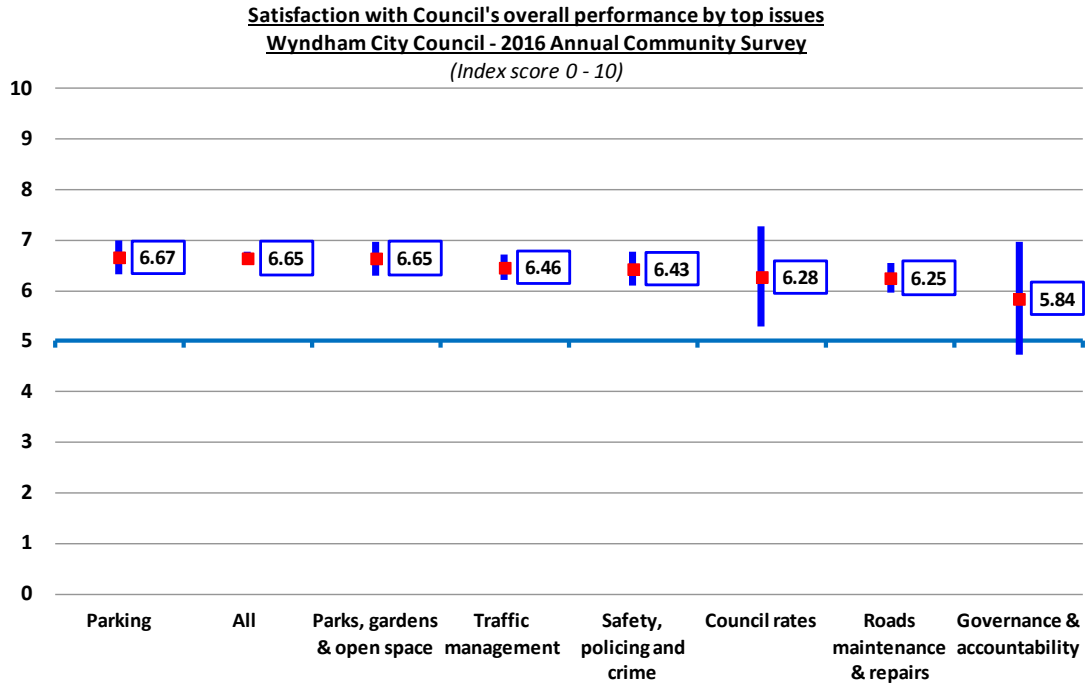
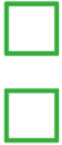
The following graph provides a comparison of satisfaction with Council’s overall performance between respondents identifying seven issues. The overall satisfaction with Council was rated at 6.65 in 2016, and it is noted that respondents identifying parking (6.67) and parks, gardens, and open spaces (6.65) were equally as satisfied with Council’s overall performance as the average of all respondents.

Respondents who identified issues of traffic management and safety, policing and crime related issues were somewhat, albeit not measurably less satisfied than the average of all respondents.

By contrast, respondents that identified the issues of Council rates (6.28), road maintenance and repairs (6.25), and Council’s governance and accountability (5.84) were considerably less satisfied with Council’s overall performance than the municipal average of all respondents. This does strongly suggest that these three groups of issues exert a negative influence on community satisfaction with the performance of Council across all areas of responsibility.

Metropolis Research does note however that there was only a relatively small number of respondents that identified the issues of Council rates (25 respondents), and governance and accountability (20 respondents). As a result of this, and as is clearly evident in the graph, the confidence interval around their overall satisfaction is very large.

Despite this limitation, the lower satisfaction of these respondents is consistent with results observed elsewhere over a long period of time and strongly suggests that individuals who feel compelled to identify these issues amongst the top three issues in the municipality are almost always going to be significantly less satisfied than individuals who do not raise these issues.



Contact with Council

Contacted Council in the last twelve months

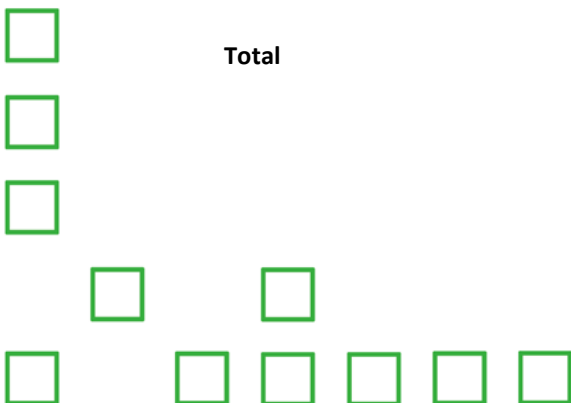
Respondents were asked:

“Have you contacted Wyndham City Council in the last twelve months?”

Consistent with the results recorded in the previous three surveys, a little more than one-third (37.7%) of respondents had contacted Council in the last twelve months.

Contacted Council in the last twelve months
Wyndham City Council - 2016 Annual Community Survey
 (Number and percent respondents providing a response)

Response	2016		2015	2014	2013
	Number	Percent			
Yes	452	37.7%	33.6%	42.1%	41.8%
No	748	62.3%	66.4%	57.9%	58.2%
Total	1,200	100%	800	803	801



Method of contacting Council

Respondents who had contacted Council were asked:

“When you last contacted the Council, was it?”

The most common forms of contacting Council in 2016 remain consistent with those recorded in previous years. Approximately two-thirds (63.5%) of respondents contacted Council by telephone, and approximately one-fifth (19.9%) visited Council in person.

The aim of this set of questions is to measure community satisfaction with the traditional aspects of customer service.

Metropolis Research notes that many residents, when asked if they had contacted Council, consider visiting in person, writing a letter, emailing or personally telephoning Council to be what is still commonly interpreted as “contact”.

The results do not and are not designed to measure the proportion of respondents that have visited the Council website or engaged in some way with Council on social media. In the experience of Metropolis Research in the order of one-third to half of the respondents in municipalities around metropolitan Melbourne will have visited their council website. However when asked typically less than five percent of respondents will identify the website as the method by which they contacted Council (as is the case for Wyndham).

Form of contact with Wyndham City Council
Wyndham City Council - 2016 Annual Community Survey
(Number and percent of respondents who contacted Council)

Response	2016		2015	2014	2013
	Number	Percent			
Telephone	284	63.5%	65.5%	59.8%	63.9%
Visit in person	89	19.9%	21.8%	25.0%	19.3%
E-mail	31	6.9%	5.7%	2.4%	3.3%
Website	16	3.6%	2.3%	2.1%	3.0%
Telephone (after hours)	6	1.3%	1.1%	1.5%	0.3%
Mail	5	1.1%	1.1%	0.9%	1.5%
Social media	3	0.7%	0.0%	1.2%	na
Multiple	13	2.9%	2.3%	7.1%	8.7%
Not stated	5		8	2	3
Total	452	100%	269	338	335



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 eight aspects of customer service as well as their overall satisfaction with the experience.

The average satisfaction with these nine aspects was 7.96 in 2016, a decline of 2.3% on the 2015 average of 8.15. Despite this decline, the average satisfaction with customer service remains at a level categorised as “excellent”.

Satisfaction with the nine aspects of customer service can best be summarised as follows:

- ⊗ **Excellent** – for staff understanding language needs (of respondents from multi-lingual households only), how easy it was to understand the information from Council, general reception, and courtesy of service. Approximately three-quarters of respondents were very satisfied (rating 8 or more) with each of these aspects, and less than five percent were dissatisfied.
- ⊗ **Very Good** – for care and attention to your enquiry, access to relevant staff member, the overall satisfaction with the experience, and the speed of service. Approximately three-quarters of respondents were very satisfied with each of these aspects, and less than fifteen percent were dissatisfied with each.

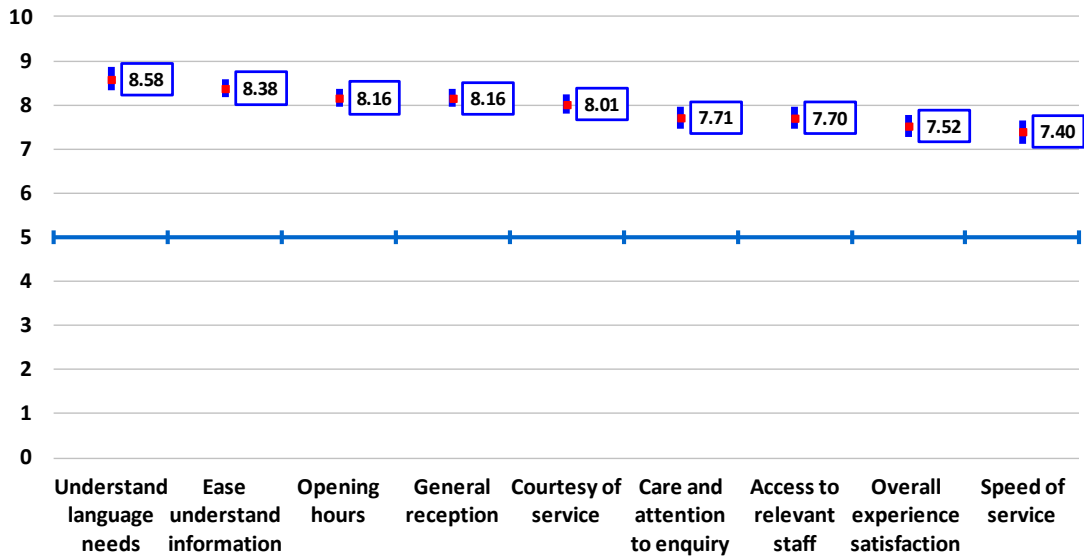
Metropolis Research draws attention to the fact that overall satisfaction with the experience (7.52) was significantly lower than the average satisfaction with the eight aspects of customer service (8.01). The only aspect of customer service with a satisfaction score lower than the overall satisfaction with the experience was the speed of service (7.40).

It is clear from this result that the speed of service is the aspect of customer service which is negatively influencing the respondents’ overall satisfaction with the customer service experience.

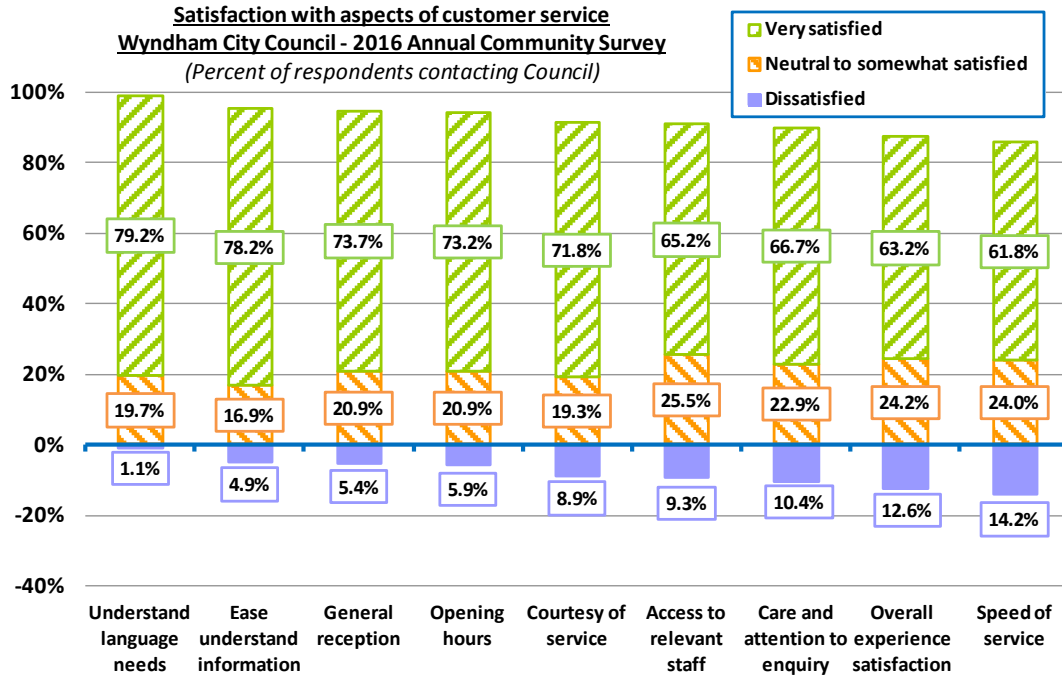
Metropolis Research notes that satisfaction with customer service is the strongest set of results contained in the 2016 survey, and that respondents’ satisfaction with the included aspects of customer service continue to reflect well on the service provided by Council both on the telephone and most particular when residents’ visit in person.



Satisfaction with aspects of customer service
Wyndham City Council - 2016 Annual Community Survey
 (Index score scale 0 - 10)

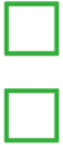


Satisfaction with aspects of customer service
Wyndham City Council - 2016 Annual Community Survey
 (Percent of respondents contacting Council)



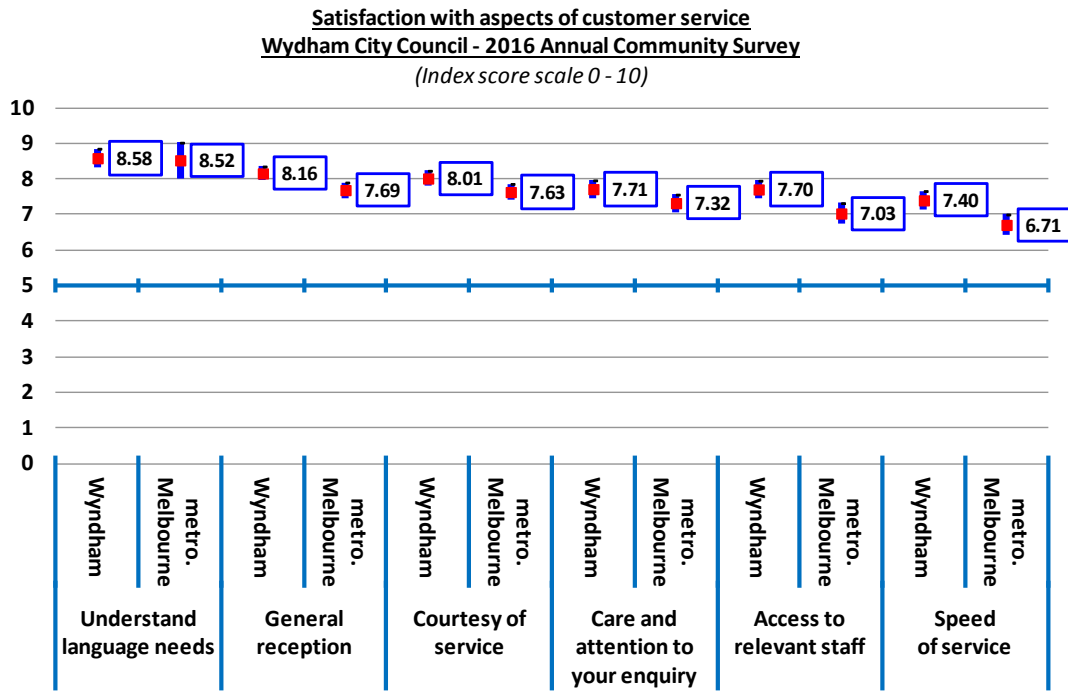
There were six aspects of customer service that were included identically in both the *Wyndham Annual Community Survey* and *Governing Melbourne*. A comparison of satisfaction with these six aspects is outlined in the following graph.

Satisfaction with each of these six aspects of customer service was higher in the City of Wyndham than the metropolitan Melbourne average.



With the exception of satisfaction with staff understanding language needs, respondents in the City of Wyndham were measurably and significantly more satisfied than the metropolitan Melbourne average satisfaction.

This result of higher satisfaction with customer service in the City of Wyndham than the metropolitan Melbourne average was also identified by Metropolis Research in the 2015 survey, and appears to be a consistent result.

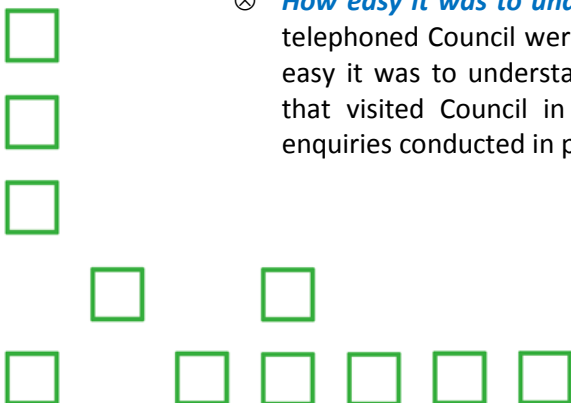


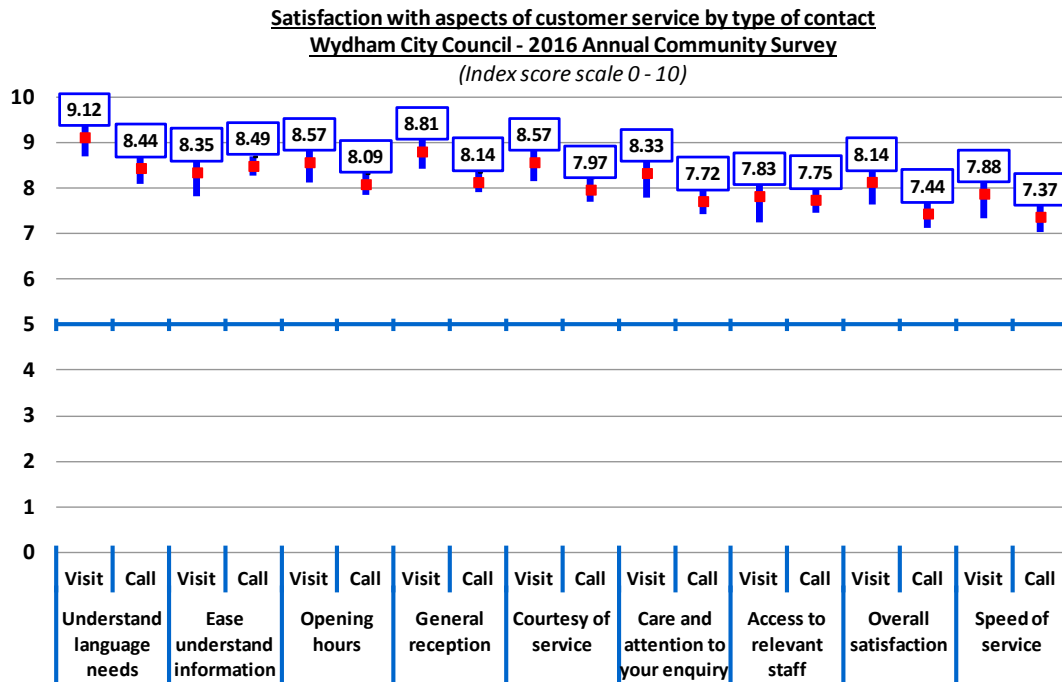
The following graph provides a comparison of the average satisfaction with the nine aspects of customer service between respondents that visited Council in person and respondents that telephoned Council.

It is noted that respondents that visited Council in person were on average more satisfied than those that telephoned Council with eight of the nine aspects of customer service including their overall satisfaction with the experience.

Particular attention is drawn to the following:

- ⊗ **Overall satisfaction with the experience** – respondents that visited Council in person were 9.4% more satisfied with the overall experience than were respondents that telephoned Council.
- ⊗ **How easy it was to understand the information from Council** - respondents that telephoned Council were marginally, but not measurably more satisfied with how easy it was to understand the information from Council than were respondents that visited Council in person. This variation may reflect the nature of the enquiries conducted in person than on the telephone.





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 of Council services and facilities to the community

Respondents were asked to rate how important they considered each of the forty-one Council provided services and facilities are to the community as a whole, rather than to them as individuals.

The average importance of the forty-one Council provided services and facilities was 8.54 out of ten in 2016, a very small decline on the 8.67 recorded in 2015.

Metropolis Research notes that all forty-one services and facilities were rated at more than 6.5 out of ten, i.e. somewhat important, and that the spread of importance scores reflect the degree of importance rather than identifying any Council services and facilities that respondents consider unimportant (i.e. less than five out of ten).



Increased importance



It is noted that the average importance respondents place on a number of community services increased somewhat in 2016. This includes most significantly services for seniors or people with a disability (up 4.7%), services for children aged from birth to five years of age (up 4.4%), services for youth (up 4.1%), and immunisation services (up 3.4%).

Metropolis Research also draws attention to the fact that despite being ranked the least important service included in the survey in 2016, the importance of Council’s Facebook page continued to increase this year and has increased by almost ten percent since 2013.

Decreased importance

Particular attention is drawn to the fact that the importance placed on a range of both arts and cultural as well as communication services and facilities declined somewhat in 2016. This includes most significantly public art (down 8.7%), the *Wyndham News* (down 8.0%), Council advertisements in local newspapers (down 7.0%), arts and cultural services (down 4.2%).

There was a noticeable decline in the importance in 2016 of local traffic management (down 3.4%). This may well reflect in large part the slight change in wording this year from the previous wording of “traffic management” to the more accurate wording of “local traffic management”.

There was also a significant decline in the importance of sports ovals in 2016, down 5.5% to 8.77, although it remains measurably more important than the average of all services and facilities.

Relative importance of Council services and facilities

The spread of importance of the forty-one services and facilities can best be summarised as follows:

- ⊗ **Higher than average importance** – the weekly garbage collection, regular recycling, services for seniors or people with a disability, services for children, immunisation services, provision and maintenance of street lighting, the management of the illegal dumping of rubbish, hard rubbish, services for youth, green waste collection, local library, protecting the natural environment, the provision and maintenance of playgrounds, litter collection in public areas, the provision and maintenance of parks and gardens, local traffic management, public toilets, the maintenance and repair of sealed local roads, sports ovals, community centres, and on and off road bike paths.

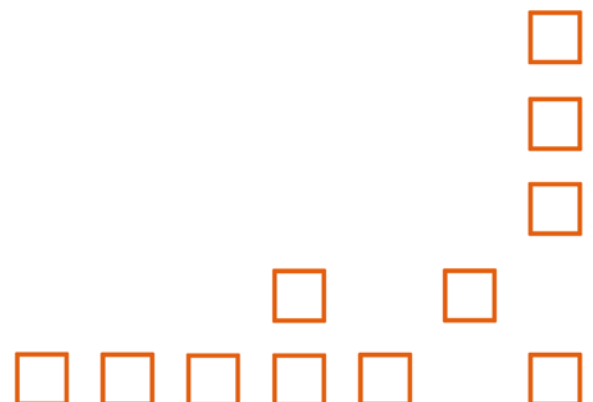


- ⊗ **Average importance** – drains maintenance and repairs, footpath maintenance and repairs, the provision of aquatic facilities, maintenance and cleaning of shopping strips along roads, the maintenance and cleaning of Watton Street, the Wyndham Foreshore, the management of environmental pests and weeds, the provision and maintenance of street trees, and Council’s activities to promoting environment and sustainability.
- ⊗ **Lower than average importance** – animal management, provision of Council events, Council’s website, parking enforcement, arts and cultural services, the *Wyndham News*, Council advertisements in local newspapers, public art, art exhibitions and experiences, and Council’s Facebook page.



Metropolis Research also notes that when compared to the metropolitan Melbourne average importance as recorded in the 2016 *Governing Melbourne* research that respondents in the City of Wyndham rated the importance of the *Wyndham News* (2.7% higher), Council’s website (2.4% higher), the local library (2.4% higher), and on and off road bike paths (2.3% higher).

Services and facilities that were rated somewhat less important by respondents in the City of Wyndham than the metropolitan Melbourne average included; the provision and maintenance of street trees (3.4% lower), arts and cultural services (2.6% lower), regular recycling (2.3% lower), and animal management (2.2% lower).



Importance of selected Council services and facilities
Wyndham City Council - 2016 Annual Community Survey
 (Index score scale 0 to 10)

Service / facility	Number	2016			2015	2014	2013	metro. Melb 2016
		Lower	Mean	Upper				
Weekly garbage collection	1188	9.37	9.43	9.49	9.34	9.46	9.61	9.39
Regular recycling	1163	9.08	9.15	9.22	8.99	9.28	9.37	9.36
Services for seniors or people with a disability	1056	9.06	9.13	9.21	8.72	9.23	9.43	9.22
Services for children from birth to 5 years of age	1058	8.99	9.08	9.16	8.70	9.15	9.42	9.10
Immunisation services	1078	8.95	9.04	9.13	8.74	9.09	n.a.	n.a.
Provision and maintenance of street lighting	1187	8.91	8.99	9.07	9.14	9.02	9.23	8.99
Management if illegal dumping of rubbish	1147	8.91	8.99	9.06	8.98	8.92	n.a.	n.a.
Hard rubbish collection	1123	8.89	8.97	9.06	8.95	9.06	9.15	8.93
Services for youth	1049	8.86	8.94	9.03	8.59	9.09	9.25	8.87
Green waste collection	1099	8.85	8.94	9.03	8.89	9.11	9.11	8.80
Local library	1111	8.81	8.91	9.00	8.80	9.12	9.15	8.70
Protecting the natural environment	1107	8.79	8.88	8.97	8.88	8.89	n.a.	n.a.
Provision and maintenance of playgrounds	1135	8.77	8.85	8.94	8.60	8.90	9.20	n.a.
Litter collection in public areas	1154	8.73	8.82	8.91	9.04	8.79	9.16	n.a.
Provision of parks and gardens	1172	8.74	8.82	8.90	9.05	8.75	8.96	8.93
Local traffic management	1158	8.72	8.81	8.91	9.11	8.92	9.10	8.96
Public toilets	1116	8.71	8.81	8.90	8.72	9.10	9.15	8.81
Maintenance and repairs of sealed local roads	1188	8.71	8.80	8.89	8.95	8.79	9.07	8.77
Maintenance of parks and gardens	1172	8.69	8.77	8.86	9.03	8.69	8.96	8.93
Sports ovals	1101	8.67	8.77	8.86	8.53	8.89	8.94	8.62
Community centres	1086	8.66	8.75	8.84	8.56	8.68	8.92	n.a.
On and off road bike paths	1118	8.65	8.74	8.84	8.69	8.97	9.00	8.55
Drains maintenance & repairs	1126	8.64	8.73	8.82	8.91	8.69	8.93	8.78
Footpath maintenance & repairs	1186	8.61	8.70	8.79	8.97	8.76	8.89	8.85
Provision of aquatic facilities	1089	8.51	8.61	8.71	8.69	n.a.	n.a.	8.66
Maintenance & cleaning of shopping strips along roads	1161	8.51	8.60	8.69	8.84	8.57	8.84	8.70
Maintenance & cleaning of Watton Street	881	8.43	8.54	8.66	8.78	8.46	8.71	8.85
Wyndham Foreshore	1002	8.40	8.50	8.61	8.38	8.59	8.74	n.a.
Management of environmental pests and weeds	1093	8.40	8.50	8.60	8.70	8.55	n.a.	n.a.
Provision and maintenance of street trees	1173	8.29	8.39	8.49	8.88	8.34	8.59	8.68
Council activities promoting envir. & sustainability	1030	8.21	8.33	8.45	8.55	8.19	8.56	n.a.
Animal management	1028	8.06	8.20	8.33	8.68	8.35	8.56	8.38
Provision of Council events	1003	8.03	8.15	8.26	8.27	8.42	8.46	n.a.
Council's website	1017	8.00	8.12	8.25	8.34	8.32	8.47	7.93
Parking enforcement	1086	7.71	7.85	8.00	8.39	8.00	8.00	7.88
Arts and cultural services	986	7.71	7.85	7.98	8.19	8.14	8.23	8.06
Wyndham News (Council's bi-monthly publication)	996	7.48	7.62	7.77	8.28	7.66	7.85	7.42
Council ads in local papers	897	7.29	7.45	7.61	8.01	7.47	7.58	n.a.
Public art (including temporary and permanent)	1009	7.24	7.38	7.53	8.08	7.45	7.16	n.a.
Art exhibitions and experiences	945	7.23	7.37	7.52	n.a.	n.a.	n.a.	n.a.
Council's Facebook page	799	6.63	6.82	7.01	6.78	6.64	6.21	n.a.
Average importance of services / facilities		8.44	8.54	8.64	8.67	8.63	8.73	8.69

Satisfaction with Council services and facilities

Respondents were asked to rate their personal level of satisfaction with all twenty-two core services and facilities, and their satisfaction with each of the ninety non-core services and facilities that they or members of their household had used in the last twelve months.

The average satisfaction with the forty-one included Council services and facilities declined 3.3% in 2016, down from 7.55 to 7.30. Despite this decline, average satisfaction with Council services and facilities remains at a level best categorised as “very good”.

Increased satisfaction

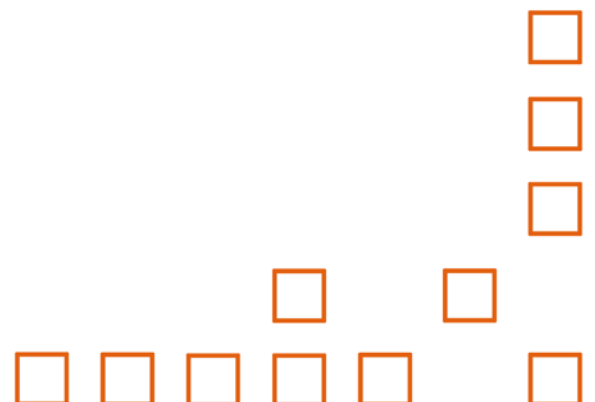
The average satisfaction with just four services and facilities increased in 2016, with most attention given to the nine percent increase in satisfaction with local traffic management. Metropolis Research notes that the change in the wording from “traffic management” to “local traffic management” is likely to be the main driver behind this statistically significant increase this year.

The other services and facilities that recorded increased satisfaction in 2016 were Council’s Facebook page (up 3.3%), the weekly garbage collection (up 1.0%), and Council’s performance protecting the natural environment (up 0.6%). None of these three increases in satisfaction with statistically significant.

Decreased satisfaction

There were a large number of Council services and facilities that recorded a decline in satisfaction in 2016, with particular attention drawn to the following: services for seniors or people with a disability (down 12.6%), services for youth (down 8.7%), on and off road bike paths (down 7.7%), public toilets (down 6.8%), Council’s website (down 5.7%), public art (down 5.5%), the Wyndham Foreshore (down 5.3%), arts and cultural activities (down 5.2%), the provision and maintenance of playgrounds (down 5.2%), services for children (down 5.0%), footpath maintenance and repairs (down 5.0%), and the maintenance and repairs of sealed local roads (down 5.0%).

It is noted that although satisfaction with some of these services and facilities declined measurably in 2016, most remain categorised as “good” or “very good” levels of satisfaction.





Relative satisfaction with Council services and facilities



The average satisfaction with the forty-one included Council services and facilities can best be summarised as follows:

- ⊗ **Excellent** – for the weekly garbage collection, local library, immunisation services, green waste collection, regular recycling, sports ovals, services for children, community centres, and hard rubbish collection. It is noted that satisfaction with all these services and facilities was measurably higher than the average satisfaction.
- ⊗ **Very Good** – for the provision of Council events, the provision of aquatic centres, provision and maintenance of street lighting, the provision of parks and gardens, Council’s Facebook page, arts and cultural services, the provision and maintenance of playgrounds, services for youth, the maintenance and cleaning of Watton Street, the maintenance and cleaning of shopping strips along roads, Council protecting the natural environment, Council’s website, services for seniors or people with a disability, on and off road bike paths, and the maintenance of parks and gardens. It is noted that satisfaction with the provision of Council events and aquatic centres were measurably higher than the average of all services and facilities.
- ⊗ **Good** – for drains maintenance and repairs, animal management, the Wyndham Foreshore, the *Wyndham News*, Council activities promoting environment and sustainability, the provision and maintenance of street trees, litter collection in public areas, Council advertisements in local newspapers, the management of illegal dumping of rubbish, footpath maintenance and repairs, art exhibitions and experiences, and public art.
- ⊗ **Solid** – for the maintenance and repair of sealed local roads, parking enforcement, public toilets and local traffic management.

Metropolis Research notes that none of the forty-one included Council services and facilities obtained satisfaction scores categorised as “poor”, “very poor”, or “extremely poor”. In 2015, satisfaction with “traffic management” was rated as “poor”.



Satisfaction with Council services and facilities
Wyndham City Council - 2016 Annual Community Survey
 (Index score scale 0 to 10)

Service / facility	Number	2016			2015	2014	2013	metro. Melb 2016
		Lower	Mean	Upper				
Weekly garbage collection	1191	8.53	8.63	8.73	8.54	8.74	8.59	8.75
Local library	704	8.43	8.54	8.65	8.63	8.46	8.30	8.52
Immunisation services	514	8.34	8.49	8.65	8.73	8.52	n.a.	n.a.
Green waste collection	793	8.11	8.24	8.37	8.34	8.51	8.17	8.31
Regular recycling	1096	8.08	8.19	8.30	8.26	8.38	8.17	8.66
Sports ovals	600	7.91	8.05	8.19	8.28	8.07	7.79	7.91
Services for children from birth to 5 yrs of age	431	7.83	8.02	8.20	8.44	8.01	8.18	7.99
Community centres	573	7.88	8.01	8.13	8.16	7.90	7.73	n.a.
Hard rubbish collection	803	7.67	7.82	7.98	8.15	8.30	7.65	8.08
Provision of Council events	449	7.59	7.74	7.89	7.98	7.79	7.60	n.a.
Provision of aquatic facilities	605	7.56	7.72	7.89	7.78	n.a.	n.a.	7.85
Provision and maintenance of street lighting	1174	7.40	7.52	7.64	7.63	7.72	7.33	7.27
Provision of parks and gardens	1162	7.36	7.48	7.61	7.69	7.53	6.90	7.67
Council's Facebook page	120	7.18	7.46	7.73	7.22	7.17	6.49	n.a.
Arts and cultural services	336	7.28	7.45	7.61	7.86	7.61	7.26	7.78
Provision and maintenance of playgrounds	720	7.28	7.43	7.57	7.83	7.36	7.14	n.a.
Services for youth	279	7.13	7.38	7.63	8.08	7.64	7.60	7.63
Maintenance & cleaning of Watton Street	830	7.19	7.32	7.45	7.36	7.44	7.20	7.20
Maintenance & cleaning of shopping strips along roads	1148	7.17	7.29	7.41	7.37	7.35	7.11	7.35
Protecting the natural environment	1044	7.16	7.29	7.42	7.25	7.44	n.a.	n.a.
Council's website	494	7.13	7.29	7.45	7.73	7.55	7.17	7.27
Services for seniors or people with a disability	208	6.96	7.26	7.55	8.30	7.71	7.43	7.94
On and off road bike paths	798	7.11	7.25	7.40	7.86	7.52	7.38	7.36
Maintenance of parks and gardens	1159	7.12	7.25	7.38	7.49	7.37	6.90	7.67
Drains maintenance & repairs	1094	7.10	7.23	7.36	7.25	7.54	7.17	7.33
Animal management	998	7.07	7.22	7.37	7.29	7.33	6.93	7.51
Wyndham Foreshore	602	7.05	7.20	7.36	7.60	7.43	7.22	n.a.
Wyndham News (Council's bi-monthly publication)	935	6.84	6.99	7.15	7.13	7.20	6.56	7.11
Council activities promoting envir. & sustainability	971	6.82	6.97	7.11	7.09	7.14	6.76	n.a.
Provision and maintenance of street trees	1161	6.82	6.95	7.09	7.26	7.02	6.63	7.00
Litter collection in public areas	1139	6.77	6.91	7.05	7.23	7.19	6.71	n.a.
Council ads in local papers	804	6.63	6.80	6.96	6.94	7.11	6.47	n.a.
Management of environmental pests and weeds	1033	6.62	6.76	6.90	7.02	7.15	n.a.	n.a.
Management of illegal dumping of rubbish	1101	6.51	6.65	6.79	6.98	6.97	n.a.	n.a.
Footpath maintenance & repairs	1169	6.50	6.63	6.77	6.98	6.83	6.32	6.72
Art exhibitions and experiences	845	6.48	6.62	6.77	n.a.	n.a.	n.a.	n.a.
Public art (including temporary and permanent)	920	6.39	6.53	6.67	6.91	6.88	6.20	n.a.
Maintenance and repairs of sealed local roads	1189	6.17	6.31	6.45	6.64	6.61	6.25	7.05
Parking enforcement	1040	6.11	6.27	6.43	6.47	6.39	6.38	6.41
Public toilets	612	6.02	6.21	6.41	6.67	6.27	6.18	6.45
Local traffic management	1158	5.91	6.06	6.21	5.56	5.87	5.85	6.58
Average satisfaction of Council services and facilities		7.15	7.30	7.46	7.55	7.47	7.15	7.47
Western region average			7.46					
Metropolitan Melbourne average			7.47					



Importance and satisfaction cross tabulation



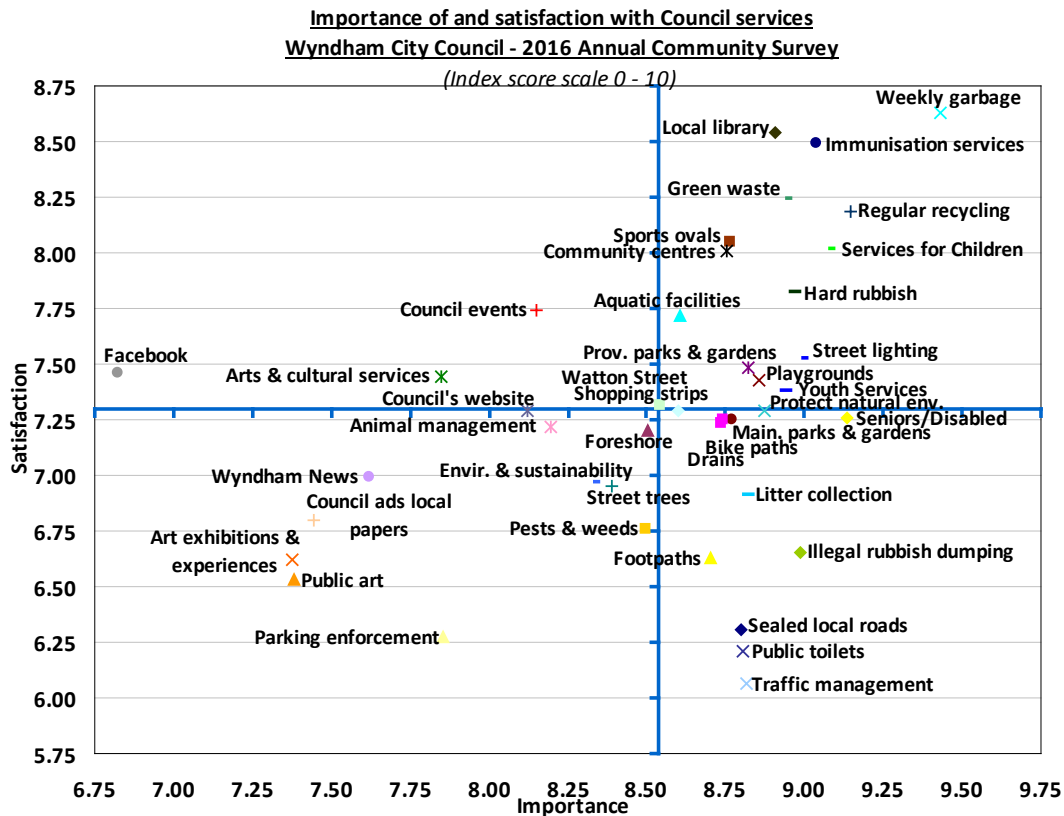
The following graph provides a cross-tabulation of the average importance of each of the forty-one included Council services and facilities against the average satisfaction with each service and facility. The blue cross-hairs represent the average importance (8.54) and the average satisfaction (7.30).

Services and facilities located in the top right hand quadrant are therefore more important than average and have obtained higher than average satisfaction. The services in the lower right hand quadrant are those that are more important than average, but with which respondents are less satisfied than average. This quadrant represents the services and facilities of most concern.

Attention is drawn to the following:

- ⊗ Many of the most important services are also those with the highest levels of satisfaction, including all the rubbish and recycling collection services, the libraries, and many of the community services.
- ⊗ The services and facilities of most concern are the maintenance and repair of sealed local roads, local traffic management, and public toilets.
- ⊗ Attention is also drawn to the management of illegal dumping of rubbish and litter collection in public areas.
- ⊗ Many of the communication and arts and cultural services are of lower than average importance, and some received lower than average satisfaction scores. The lower levels of satisfaction may well be, at least in part, related to the lower importance scores, as some respondents will mark down satisfaction if they are of the view that Council has over-invested in the services.
- ⊗ Council’s Facebook page continues to be the least important service provided by Council, however it is noted elsewhere in this report that the importance of this service has increased slowly but steadily since 2013, and is likely to continue to increase over time.
- ⊗ Parking enforcement was rated measurably less important than average and also received a measurably lower than average satisfaction score. This result has commonly been observed by Metropolis Research elsewhere in *Governing Melbourne* as well as in research for a number of other metropolitan Melbourne municipalities. Many respondents that are dissatisfied with parking enforcement because they believe there is too much enforcement will tend to mark down the importance of the service accordingly. There are other respondents naturally who are dissatisfied with parking enforcement because they believe that Council is conducting too little enforcement.





Satisfaction by broad service areas

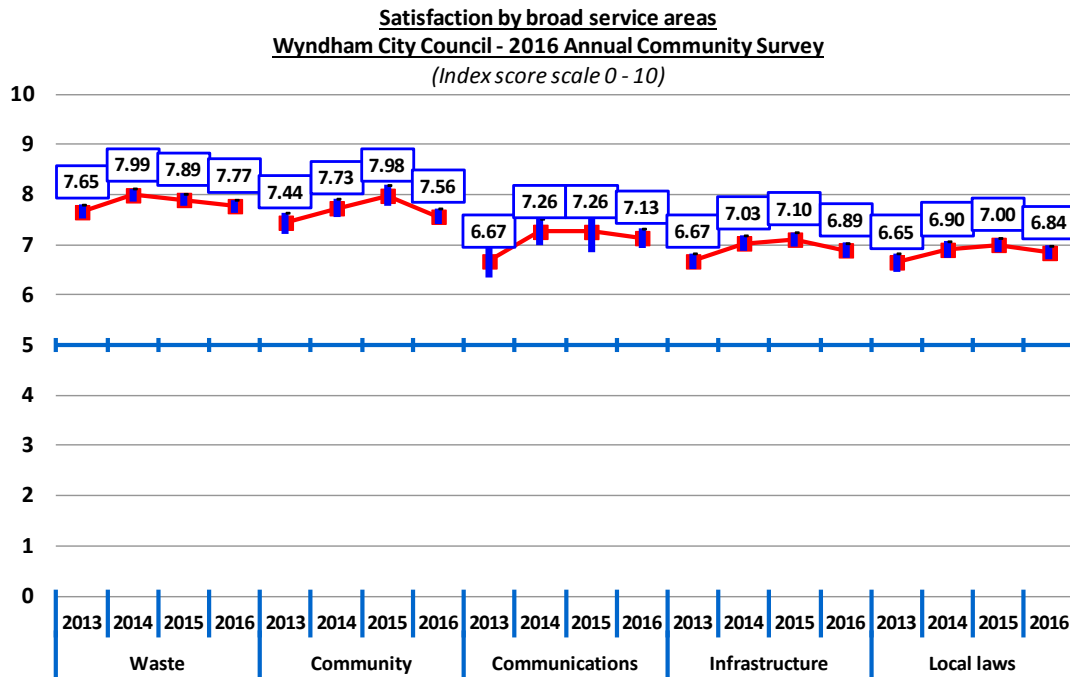
The forty services and facilities included in the 2016 survey have been categorised into five broad categories. These five categories are as follows:

- ⊗ **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 and recycling** – 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, the provision of aquatic facilities, services for seniors or people with a disability, arts and cultural services, Wyndham Foreshore, provision and maintenance of playgrounds, activities promoting environment and sustainability, public art and immunisation services
- ⊗ **Local laws** – includes animal management, parking enforcement and management of illegal dumping rubbish
- ⊗ **Communications** – includes Council ads in local papers, Wyndham News, and Council's website and Facebook page.

Satisfaction with all five broad service areas declined somewhat in 2016, however only the decline in satisfaction with community services (down 5.3%) was statistically significant.

Satisfaction with the five broad service areas can best be summarised as follows:

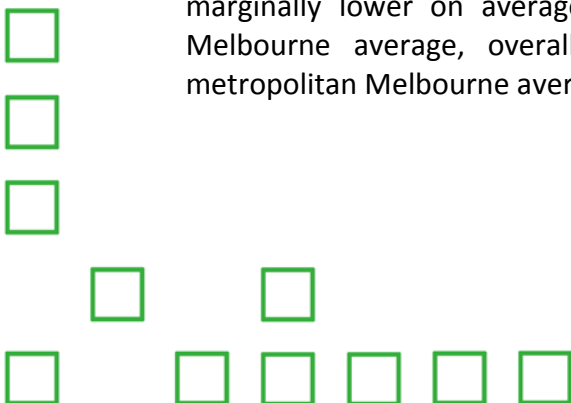
- ⊗ **Excellent** – for waste and recycling services.
- ⊗ **Very Good** – for community services.
- ⊗ **Good** – for communications services, infrastructure, and local laws.

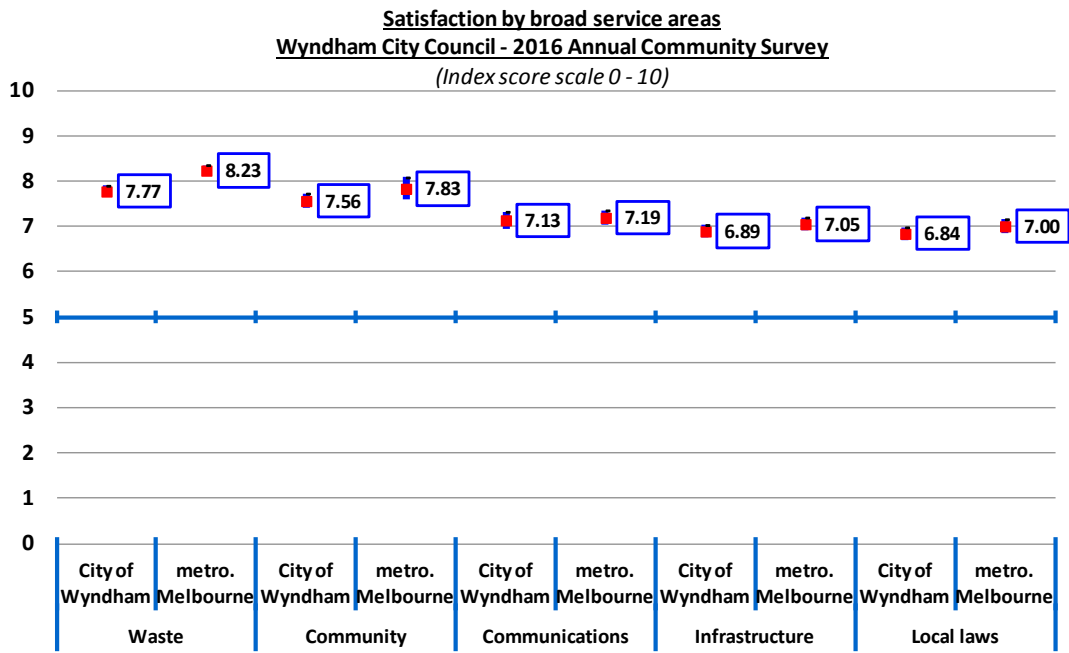


The average satisfaction with the five broad service areas were all somewhat lower than the metropolitan Melbourne average as recorded in the 2016 *Governing Melbourne* research.

Whilst all five broad service areas recorded lower satisfaction than the metropolitan Melbourne average, only waste and recycling services recorded a measurably lower satisfaction score. This is largely due to lower satisfaction in the City of Wyndham with litter collection and the illegal dumping of rubbish.

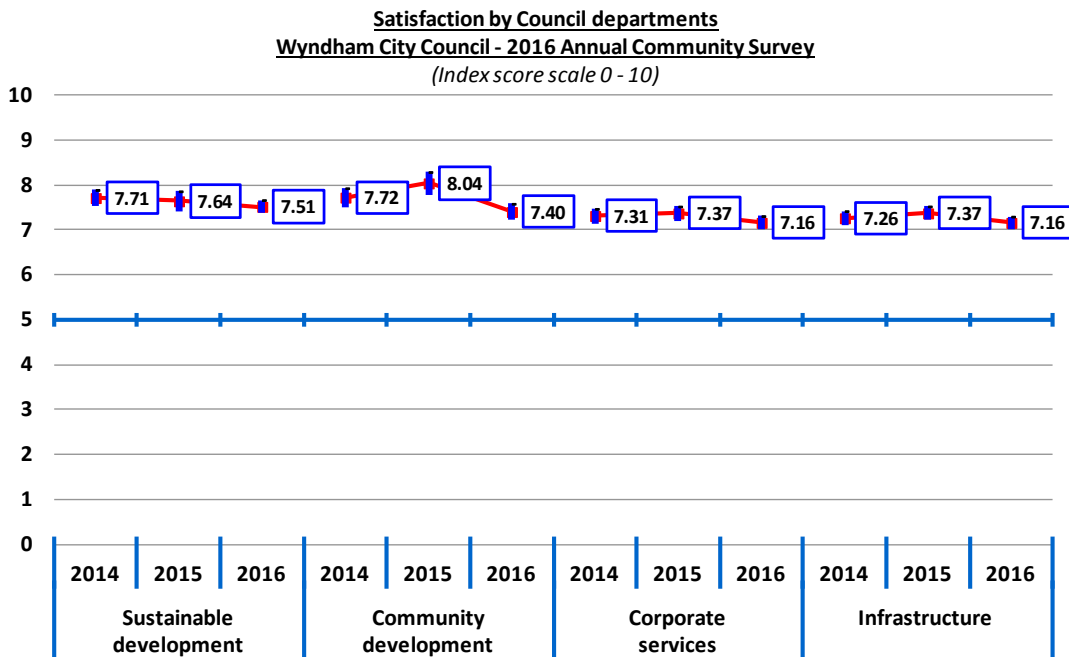
It is interesting to note that whilst satisfaction with services and facilities was marginally lower on average in the City of Wyndham than the metropolitan Melbourne average, overall satisfaction with Council was higher than the metropolitan Melbourne average.





Satisfaction by Council department

Satisfaction with the four Council departments all declined somewhat in 2016, although only the decline in average satisfaction with community development services and facilities was statistically significant. Satisfaction with the services and facilities provided by this department declined from a level categorised as “excellent” to “very good”.





Respondent profile



The following section provides the demographic profile of respondents to the *Wyndham City Council – 2016 Annual Community Survey*.

These questions have been included in the survey for two purposes; firstly to allow checking that the sample adequately reflects the underlying population of the municipality and secondly to allow for more detailed examination of the results of other questions in the survey.

Age structure

The age structure of the sample of respondents to the 2016 survey remains very consistent with that obtained in previous years. This is a very solid result that reflects extremely well on the methodology employed to select the sample.

Age group
Wyndham City Council - 2016 Annual Community Survey
(Number and percent of respondents providing a response)

Age cohort	2016		2015	2014	2013
	Number	Percent			
Adolescents (15 to 19 years)	45	3.8%	2.5%	3.9%	2.3%
Young adults (20 to 35 years)	355	29.6%	26.4%	29.4%	28.7%
Adults (36 to 45 years)	297	24.8%	25.6%	24.8%	27.5%
Middle aged adults (46 to 55 years)	189	15.8%	16.7%	19.7%	17.9%
Older adults (56 - 75 years)	269	22.4%	24.1%	18.2%	19.4%
Senior citizens (76 years and over)	44	3.7%	4.6%	4.0%	4.1%
Not stated	1		4	0	4
Total	1,200	100%	800	803	801



Gender

Consistent with the results recorded in previous years, a little more than half of the respondents were male respondents and a little less than half were female respondents.

Gender
Wyndham City Council - 2016 Annual Community Survey
(Number and percent of respondents providing a response)

Gender	2016		2015	2014	2013
	Number	Percent			
Male	625	52.3%	51.1%	53.1%	52.2%
Female	569	47.6%	48.2%	46.9%	47.8%
Other or non-specific gender	1	0.1%	0.8%	0.0%	na
Not stated	5		3	2	0
Total	1,200	100%	800	803	801

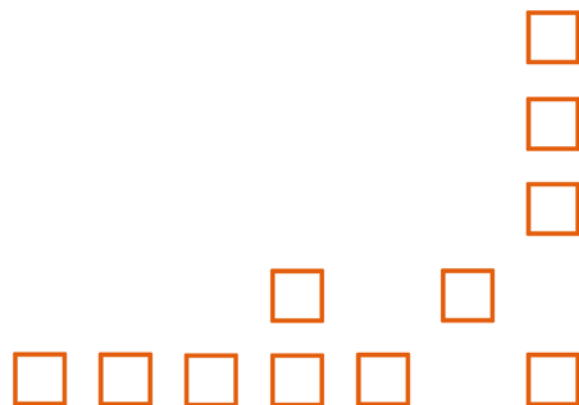
Language

The 2016 survey included an increased proportion of respondents from multi-lingual households, up from 30.3% in 2015 to 43.7% in 2016.

This is a very positive result that reflects well on the ability of the door-to-door interview style methodology to include the entire Wyndham community, regardless of the languages spoken at home.

Attention is drawn to the fact that the 2016 survey included respondents from households that speak a total of seventy different languages.

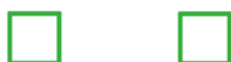
A number of residents were surveyed in their native language, with the Metropolis Research fieldwork team speaking a range of Chinese, Indian, and other languages.





Language spoken at home
Wyndham City Council - 2016 Annual Community Survey
 (Number and percent of respondents providing a response)

Response	2016		2015	2014	2013
	Number	Percent			
English	674	56.4%	69.7%	64.9%	60.3%
Hindi	67	5.6%	5.8%	5.0%	4.1%
Mandarin	43	3.6%	1.4%	3.4%	2.1%
Italian	39	3.3%	1.4%	2.2%	2.6%
Punjabi	32	2.7%	1.5%	2.0%	1.8%
Tagalog (Filipino)	30	2.5%	2.0%	2.3%	0.9%
Arabic	19	1.6%	1.3%	1.3%	2.3%
Spanish	13	1.1%	1.0%	0.6%	1.1%
Tamil	13	1.1%	0.9%	0.5%	0.6%
Urdu	12	1.0%	0.6%	0.9%	1.4%
Greek	11	0.9%	1.0%	0.8%	1.3%
Vietnamese	10	0.8%	0.4%	0.9%	0.5%
Amharic	9	0.8%	0.4%	0.8%	0.3%
Bengali	9	0.8%	0.3%	0.3%	0.8%
Gujarati	9	0.8%	0.3%	0.6%	1.3%
Maori (Cook Island)	9	0.8%	0.0%	0.1%	0.4%
Polish	9	0.8%	0.3%	0.5%	0.7%
Russian	9	0.8%	0.3%	0.1%	0.5%
Portugese	8	0.7%	0.3%	0.2%	0.1%
Chinese, n.f.d	7	0.6%	1.5%	0.9%	2.2%
Indonesian	7	0.6%	0.5%	0.1%	0.5%
Teluga	7	0.6%	0.0%	1.0%	1.5%
Afrikaans	6	0.5%	0.0%	0.2%	0.3%
Korean	6	0.5%	0.5%	0.5%	0.5%
Maltese	6	0.5%	0.5%	0.6%	1.2%
Sinhalese	6	0.5%	0.4%	0.5%	0.3%
Tongan	6	0.5%	0.0%	0.1%	0.0%
Somali	6	0.5%	0.0%	0.0%	0.5%
French	5	0.4%	0.8%	0.6%	0.9%
Macedonian	5	0.4%	0.4%	0.8%	0.3%
Marathi	5	0.4%	0.2%	0.0%	0.2%
Malay	5	0.4%	0.0%	0.6%	0.3%
Serbian	5	0.4%	0.0%	0.2%	0.8%
Indian (Other)	4	0.3%	0.0%	0.0%	0.7%
Nepali	4	0.3%	0.0%	0.1%	0.0%
Multiple	28	2.3%	0.0%	0.9%	0.1%
All other languages (35 languages)	52	4.4%	2.9%	4.2%	6.5%
Not stated	5		7	19	5
Total	1,200	100%	800	803	801



Household structure

The household structure of respondents to the survey has remained remarkably stable over the last four years, with a little more than half from two parent families, one-fifth couple-households, and the remained a combination of one parent families, sole person, and group households.

Household structure
Wyndham City Council - 2016 Annual Community Survey
 (Number and percent of respondents providing a response)

Structure	2016		2015	2014	2013
	Number	Percent			
Two parent family total	663	55.4%	52.9%	59.2%	52.1%
<i>youngest child 0 - 4 years</i>	249	20.8%	17.5%	20.9%	22.9%
<i>youngest child 5 - 12 years</i>	202	16.9%	17.9%	17.5%	14.5%
<i>youngest child 13 - 18 years</i>	96	8.0%	8.3%	8.0%	6.8%
<i>adult children only</i>	116	9.7%	9.6%	13.3%	8.5%
One parent family total	84	7.0%	5.5%	5.7%	7.2%
<i>youngest child 0 - 4 years</i>	9	0.8%	1.0%	0.9%	0.5%
<i>youngest child 5 - 12 years</i>	25	2.1%	1.6%	1.4%	3.0%
<i>youngest child 13 - 18 years</i>	17	1.4%	0.5%	1.1%	0.6%
<i>adult children only</i>	33	2.8%	2.4%	2.4%	3.2%
Couple only household	244	20.3%	26.4%	20.2%	25.3%
Group household	92	7.7%	5.9%	6.4%	5.6%
Sole person household	87	7.3%	8.5%	7.2%	7.4%
Other	27	2.3%	0.1%	0.5%	1.3%
Not stated	3		6	7	9
Total	1,200	100%	803	803	801



Household member with a disability

It is noted that the proportion of respondents from households with a member with a disability or long-term illness has increased marginally but not significantly in each year, from a low of 10.1% in 2013 to fifteen percent in 2016.

Household member with a disability
Wyndham City Council - 2016 Annual Community Survey
(Number and percent of respondents providing a response)

Response	2016		2015	2014	2013
	Number	Percent			
Yes	179	15.0%	12.7%	10.6%	10.1%
No	1,014	85.0%	87.3%	89.4%	89.9%
Not stated	7		19	7	9
Total	1,200	100%	803	803	801

Housing situation

Consistent with the results in previous years, a little less than half (41.8%) of respondents owned their home outright, approximately one-third (32.8%) were mortgagee households and the remainder were mainly rental household respondents. These results have remained very consistent over time.

Housing situation
Wyndham City Council - 2016 Annual Community Survey
(Number and percent of respondents providing a response)

Situation	2016		2015	2014	2013
	Number	Percent			
Fully own home	499	41.8%	45.6%	38.2%	38.3%
Purchasing home	392	32.8%	25.2%	38.6%	38.8%
Renting home	288	24.1%	27.5%	22.3%	22.2%
Other arrangement	15	1.3%	1.8%	0.9%	0.6%
Not stated	6		17	15	8
Total	1,200	100%	800	803	801



Period of residence

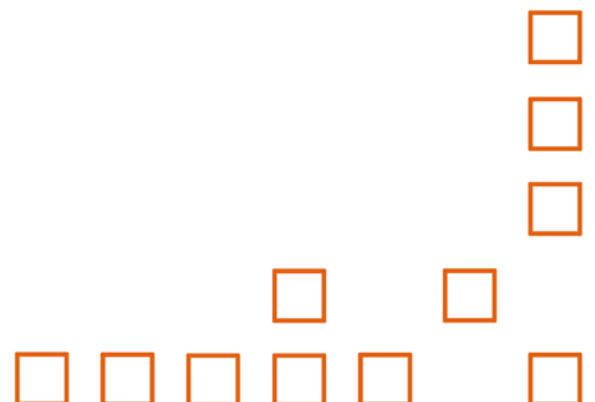
The period of residence in the City of Wyndham results have remained very stable over time, as is clearly evident in the table.

Metropolis Research notes that a significant proportion of respondents (almost one-third) had lived in the municipality for less than five years, approximately one-quarter had lived in Wyndham for between five and ten years, and almost half (45.0%) for ten years or more.

It is important to note that respondents’ satisfaction with the overall performance of Council did vary measurably and significantly by the respondents’ period of residence in the municipality.

Period of residence in Wyndham
Wyndham City Council - 2016 Annual Community Survey
(Number and percent of respondents providing a response)

Period	2016		2015	2014	2013
	Number	Percent			
Less than one year	94	7.9%	7.3%	10.3%	9.7%
One to less than five years	279	23.3%	21.6%	21.9%	27.8%
Five to less than ten years	285	23.8%	24.4%	25.0%	22.2%
Ten years or more	538	45.0%	46.7%	42.8%	40.3%
Not stated	4		5	4	9
Total	1,200	100%	800	803	801



Appendix One – Survey form

