

A satellite night view of Australia, showing the continent's outline and the glowing lights of major cities and urban areas. The background is dark, with the lights providing a stark contrast.

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

2015 RESEARCH REPORT

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

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BACKGROUND AND OBJECTIVES

Welcome to the report of results and recommendations for the 2015 State-wide Local Government Community Satisfaction Survey for Moreland City Council.

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

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

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

SURVEY METHODOLOGY AND SAMPLING

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

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

A total of n=400 completed interviews were achieved in Moreland City Council. Survey fieldwork was conducted in the period of 1st February – 30th March, 2015.

The 2015 results are compared with previous years, as detailed below:

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

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

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

SURVEY METHODOLOGY AND SAMPLING

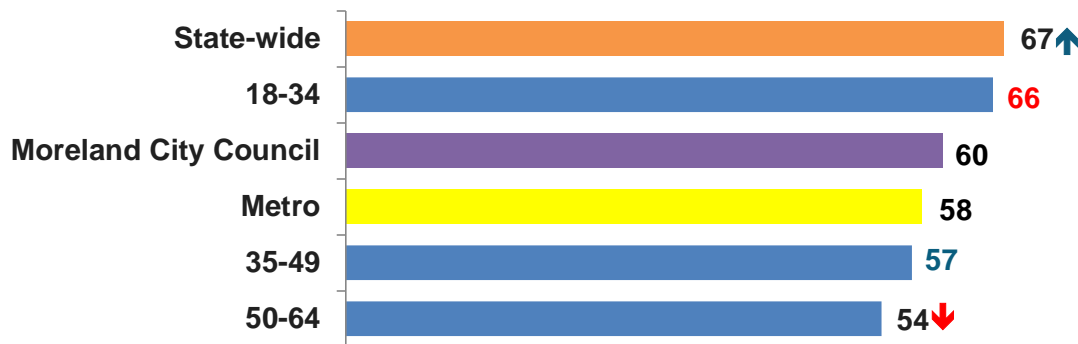
Within tables and index score charts throughout this report, statistically significant differences at the 95% confidence level are represented by upward directing blue and downward directing red arrows. Significance when noted indicates a significantly higher or lower result for the analysis group in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

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

Further, results shown in blue and red indicate significantly higher or lower results than in 2014. Therefore in the example below:

- The result among 35-49 year olds in the council is significantly higher than the result achieved among this group in 2014.
- The result among 18-34 year olds in the council is significantly lower than the result achieved among this group in 2014.

Overall Performance – Index Scores (example extract only)



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

FURTHER INFORMATION

Further Information

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

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

Contacts

For further queries about the conduct and reporting of the 2015 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on (03) 8685 8555.

A satellite night view of the United States, showing city lights and a network of roads. The text "KEY FINDINGS & RECOMMENDATIONS" is overlaid in the center.

KEY FINDINGS & RECOMMENDATIONS

KEY FINDINGS AND RECOMMENDATIONS

- Moreland City Council's **performance** over the last 12 months has **remained stable**. The results on all core measures and individual service areas are within the acceptable margins or error so do not represent significant changes in performance when compared with 2014.
- Across more measures, and consistent with 2014, the **most favourable** ratings of Moreland City Council's performance tend to be from **18-34 years olds**. Residents aged 50-64 tend to be the most conservative in their assessment of Council performance.
- Moreland's **overall performance index** of 59 is **within two points** of the 2014 result (61) and continues a pattern of stability on this measure over the last four years. The 2015 result is marginally lower than the State-wide average (60) but is significantly lower than the Metropolitan council group average (67).
- **Overall Council direction** is unchanged from 2014 and the index score of 55 is on par with the State-wide average (56) and also the Metropolitan group average (53).
 - As with overall performance, residents aged 18-34 rate overall direction significantly higher than the average (62) while those aged 50-64 rate overall direction the lowest (49).

KEY FINDINGS AND RECOMMENDATIONS

- Moreland City Council's **advocacy** rating has **improved by three points** to an index score of 57. This is the only measure where Council's performance has improved (albeit slightly) compared with 2014. This rating is on par with the Metropolitan average (58) and also the State-wide average (55).
 - On this measure, residents living in the South Ward have rated Council performance significantly higher compared with 2014 (up by 10 points).
 - Conversely, residents living in the North-West Ward are the most conservative in their assessment of Council performance on this measure (although this is not significantly different to 2014).

- Ratings for **community consultation** and **making decisions in the interest of the community** have **declined marginally** (by just one point) and each has a performance index of 54. On both measures this result is on par with the State-wide average but is significantly lower than the Metropolitan group average.
 - Once again it is residents aged 18-34 years who rate Council performance on both of these measures significantly higher than the average.

KEY FINDINGS AND RECOMMENDATIONS

- The **condition of sealed local roads** is a new core measure introduced by all Councils in 2015. Moreland City Council's performance index of 58 is **significantly lower** than the Metropolitan group average (69) and suggests the need for greater attention to this issue.
- Councils **best performing measure** is **customer service** although the performance index of 63 is four points lower than 2014 and is Council's lowest result on customer service in four years. This result is also significantly lower than the State-wide average (70) and also the Metropolitan group average (73).
 - Much of the decline on the overall result for customer service this year can be attributed to residents in the North-West Ward specifically, whose rating of customer service is 10 points lower than 2014.
- In terms of individual service areas, Council **performs best** on:
 - Waste management (71)
 - Recreational facilities (70)
 - Family support services (69)
 - Elderly support services (67)
 - Appearance of public areas (65)

KEY FINDINGS AND RECOMMENDATIONS

- Council’s **three lowest performing individual service areas** – management of population growth, traffic management and town planning policy – suggest a **high level of dissatisfaction with planning**.
 - In 2014, 17% of residents made unprompted mentions of the Council’s ‘inappropriate planning’ as an area of improvement. This remains a problem for residents, with 14% of respondents referencing this issue (without prompting) in 2015.
- An approach we recommend is to further mine the survey data to better understand the profile of these over and under-performing demographic groups. This can be achieved via additional consultation and data interrogation, or self-mining the SPSS data provided or via the dashboard portal available to the council.
- Please note that the category descriptions for the coded open ended responses are generic summaries only. We recommend further analysis of the detailed cross tabulations and the actual verbatim responses, with a view to the responses of the key gender and age groups, especially any target groups identified.
- **A complimentary personal briefing by senior JWS Research representatives is also available to assist in providing both explanation and interpretation of the results. Please contact JWS Research on 03 8685 8555.**

KEY FINDINGS AND RECOMMENDATIONS

Higher results in 2015

- Advocacy

Lower results in 2015

- Customer service
- Overall performance

Most favourably disposed towards Council

- Ages 18-34

Least favourably disposed towards Council

- Ages 50-64



SUMMARY OF FINDINGS

2015 SUMMARY OF CORE MEASURES INDEX SCORE RESULTS

Performance Measures	Moreland 2012	Moreland 2013	Moreland 2014	Moreland 2015	Metro 2015	State-wide 2015
OVERALL PERFORMANCE	62	60	61	59	67	60
COMMUNITY CONSULTATION (Community consultation and engagement)	56	57	55	54	58	56
ADVOCACY (Lobbying on behalf of the community)	55	57	54	57	58	55
MAKING COMMUNITY DECISIONS (Decisions made in the interest of the community)	n/a	n/a	55	54	59	55
SEALED LOCAL ROADS (Condition of sealed local roads)	n/a	n/a	n/a	58	69	55
CUSTOMER SERVICE	68	72	67	63	73	70
OVERALL COUNCIL DIRECTION	54	56	55	55	56	53

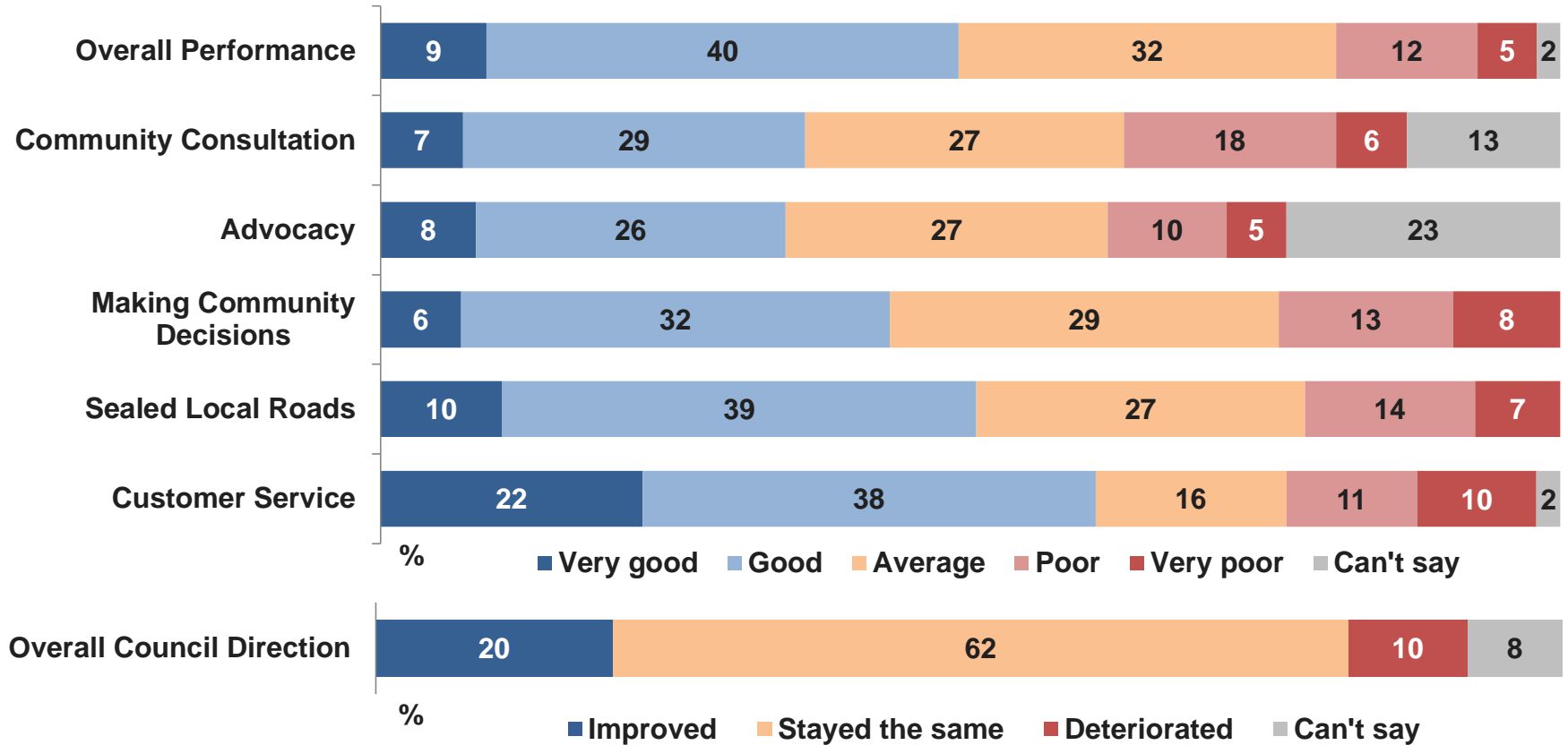
2015 SUMMARY OF CORE MEASURES

DETAILED ANALYSIS

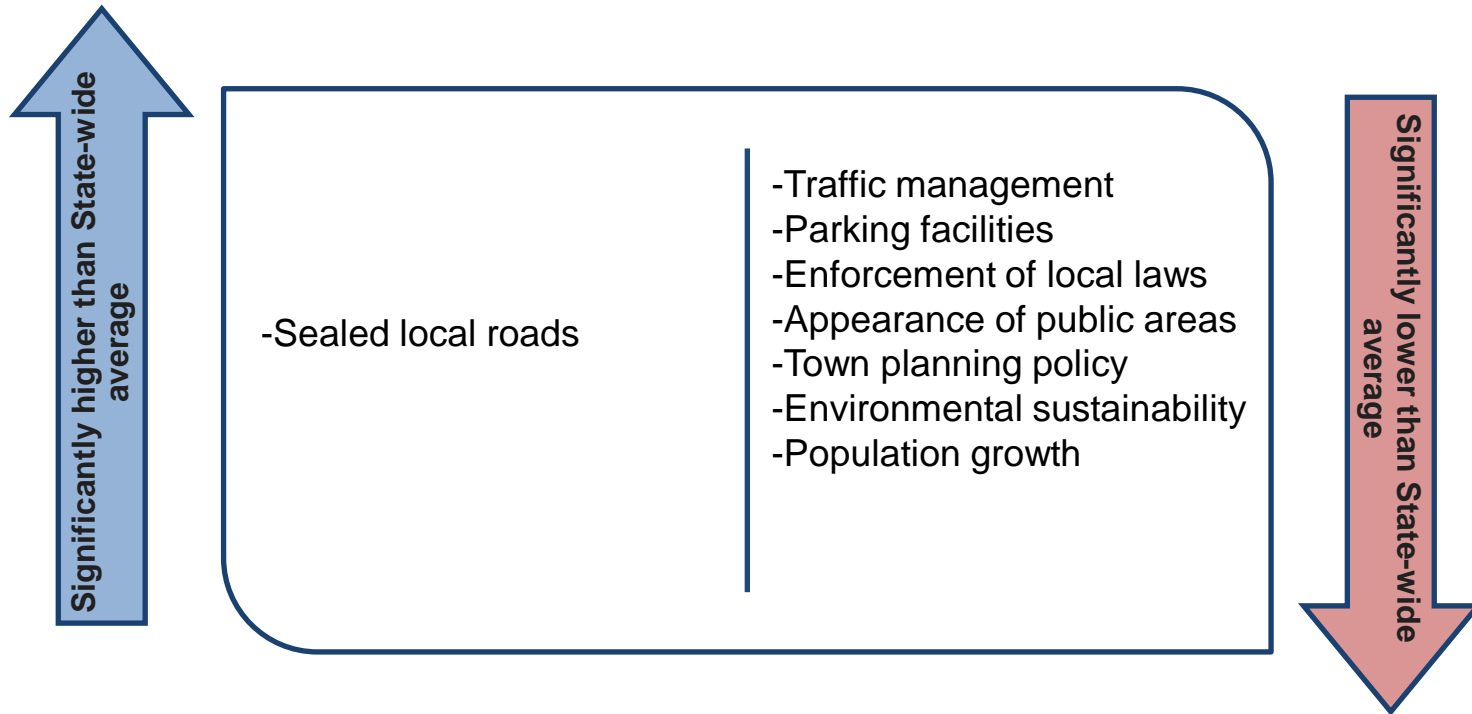
Performance Measures	Moreland 2015	Vs. Moreland 2014	Vs. Metro 2015	Vs. State-wide 2015	Highest score	Lowest score
OVERALL PERFORMANCE	59	2 points lower	8 points lower	1 points lower	18-34 year olds	50-64 year olds
COMMUNITY CONSULTATION (Community consultation and engagement)	54	1 points lower	4 points lower	2 points lower	18-34 year olds	35-49 year olds
ADVOCACY (Lobbying on behalf of the community)	57	3 points higher	1 points lower	2 points higher	South Ward	35-49 year olds
MAKING COMMUNITY DECISIONS (Decisions made in the interest of the community)	54	1 points lower	5 points lower	1 points lower	18-34 year olds	35-49 year olds
SEALED LOCAL ROADS (Condition of sealed local roads)	58	n/a	11 points lower	3 points higher	18-34 year olds	35-49 year olds
CUSTOMER SERVICE	63	4 points lower	10 points lower	7 points lower	South Ward	North East Ward
OVERALL COUNCIL DIRECTION	55	Equal	1 points lower	2 points higher	18-34 year olds	50-64 year olds

2015 SUMMARY OF KEY COMMUNITY SATISFACTION PERCENTAGE RESULTS

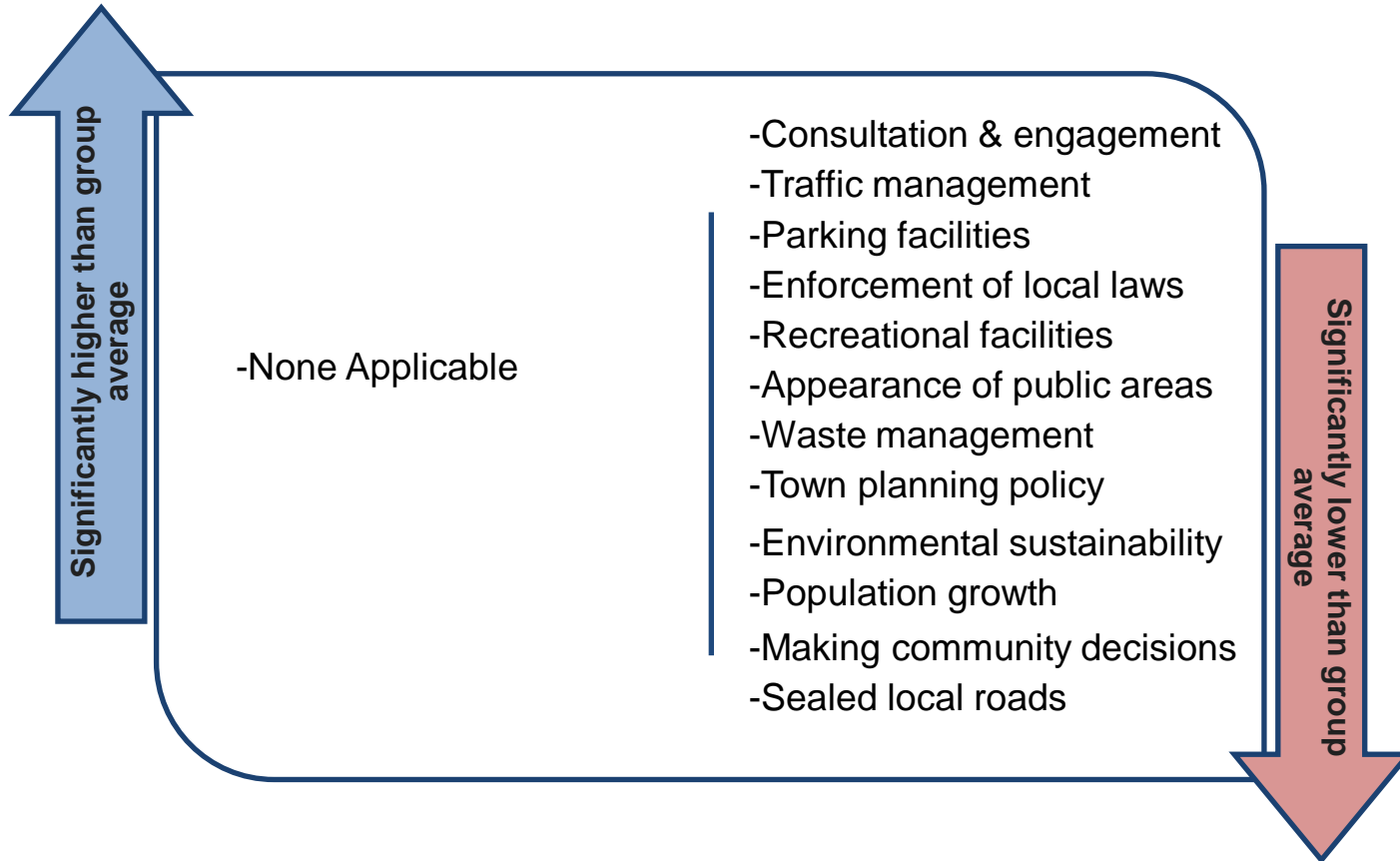
Key Measures Summary Results



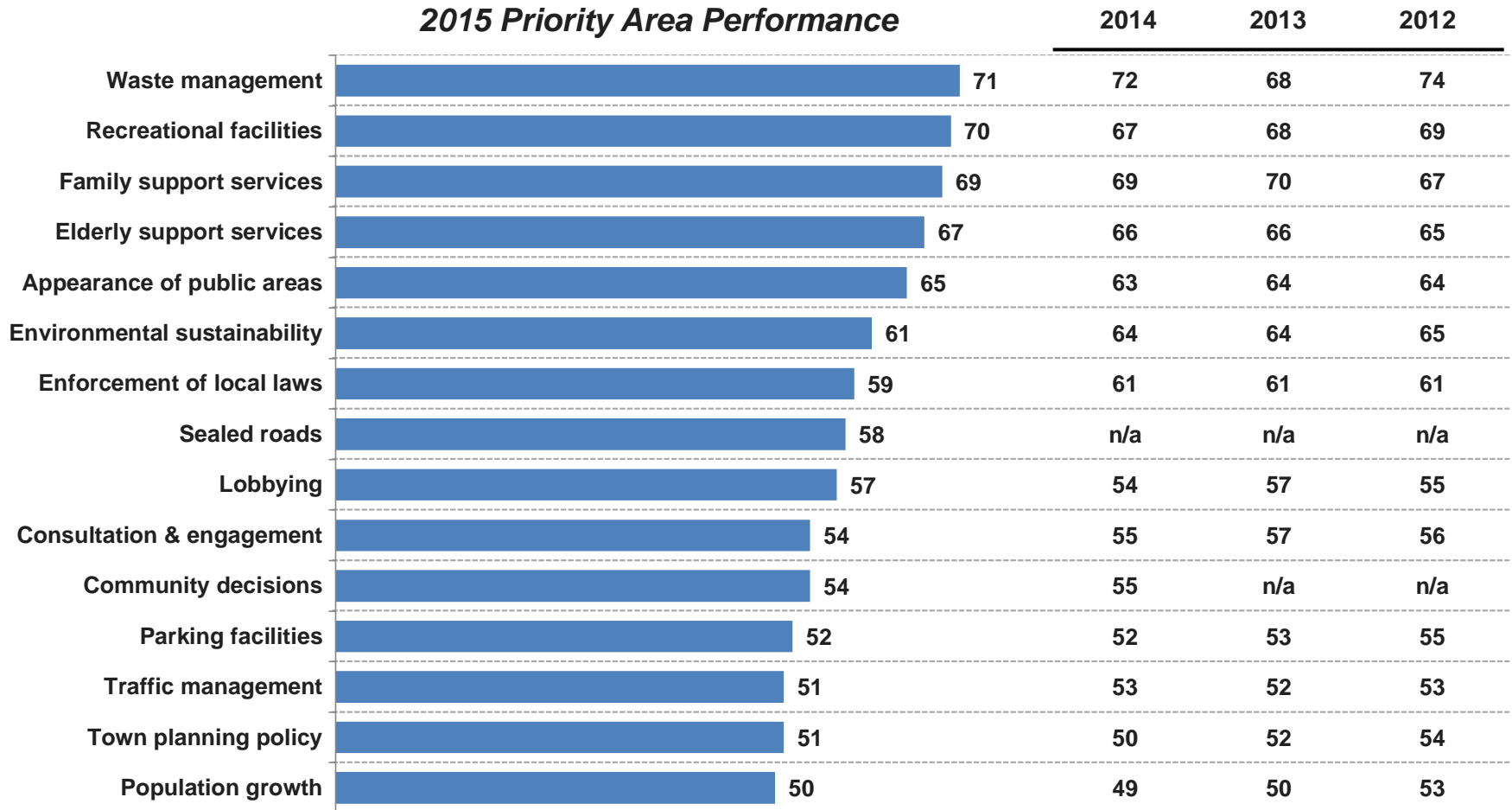
INDIVIDUAL SERVICE AREAS SUMMARY: COUNCIL'S PERFORMANCE VS STATE-WIDE AVERAGE



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



2015 PERFORMANCE SUMMARY



Base: All respondents Councils asked State-wide: 69
 Note: Please see page 5 for explanation of significant differences

2015 PERFORMANCE SUMMARY BY COUNCIL GROUP

Top Three Most Performance Service Areas (Highest to lowest, i.e. 1. = highest performance)

Moreland City Council	Metropolitan	Interface	Regional Centres	Large Rural	Small Rural
<ol style="list-style-type: none"> 1. Waste management 2. Recreational facilities 3. Family support services 	<ol style="list-style-type: none"> 1. Waste management 2. Art centres & libraries 3. Recreational facilities 	<ol style="list-style-type: none"> 1. Waste management 2. Art centres & libraries 3. Emergency & disaster mngt 	<ol style="list-style-type: none"> 1. Art centres & libraries 2. Appearance of public areas 3. Waste management 	<ol style="list-style-type: none"> 1. Art centres & libraries 2. Emergency & disaster mngt 3. Appearance of public areas 	<ol style="list-style-type: none"> 1. Appearance of public areas 2. Elderly support services 3. Waste management

Bottom Three Most Performance Service Areas (Lowest to highest, i.e. 1. = lowest performance)

Moreland City Council	Metropolitan	Interface	Regional Centres	Large Rural	Small Rural
<ol style="list-style-type: none"> 1. Population growth 2. Traffic management 3. Town planning policy 	<ol style="list-style-type: none"> 1. Planning permits 2. Population growth 3. Town planning policy 	<ol style="list-style-type: none"> 1. Unsealed roads 2. Planning permits 3. Slashing & weed control 	<ol style="list-style-type: none"> 1. Unsealed roads 2. Community decisions 3. Parking facilities 	<ol style="list-style-type: none"> 1. Unsealed roads 2. Sealed roads 3. Population growth 	<ol style="list-style-type: none"> 1. Unsealed roads 2. Slashing & weed control 3. Sealed roads

AREAS FOR IMPROVEMENT SUMMARY



AREAS FOR IMPROVEMENT

- Prevention of inappropriate town planning developments
- Better footpaths and walkways
- Greater community consultation
- Greater parking availability
- Better sealed road maintenance

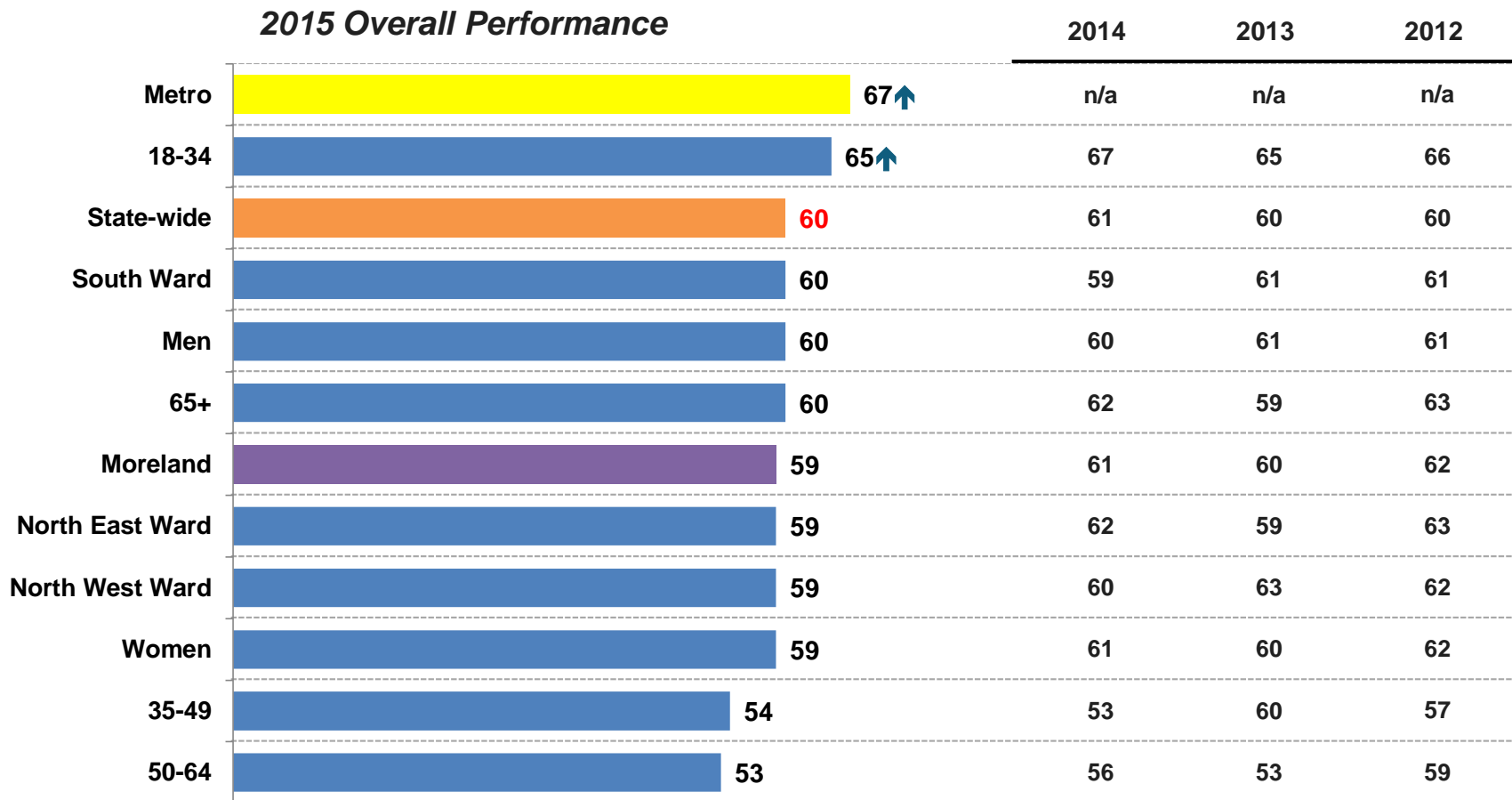
A satellite night view of the United States, showing city lights and a dense network of roads. The text "DETAILED FINDINGS" is overlaid in white, bold, sans-serif font on the left side of the image.

DETAILED FINDINGS

An aerial night view of a city, likely San Francisco, showing a dense network of glowing lights and roads. The lights are concentrated in the urban areas, with a prominent glow in the center and along the coast. The surrounding areas are dark, with some scattered lights. The text "KEY CORE MEASURE" and "OVERALL PERFORMANCE" is overlaid on the left side of the image.

KEY CORE MEASURE
OVERALL PERFORMANCE

OVERALL PERFORMANCE INDEX SCORES



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

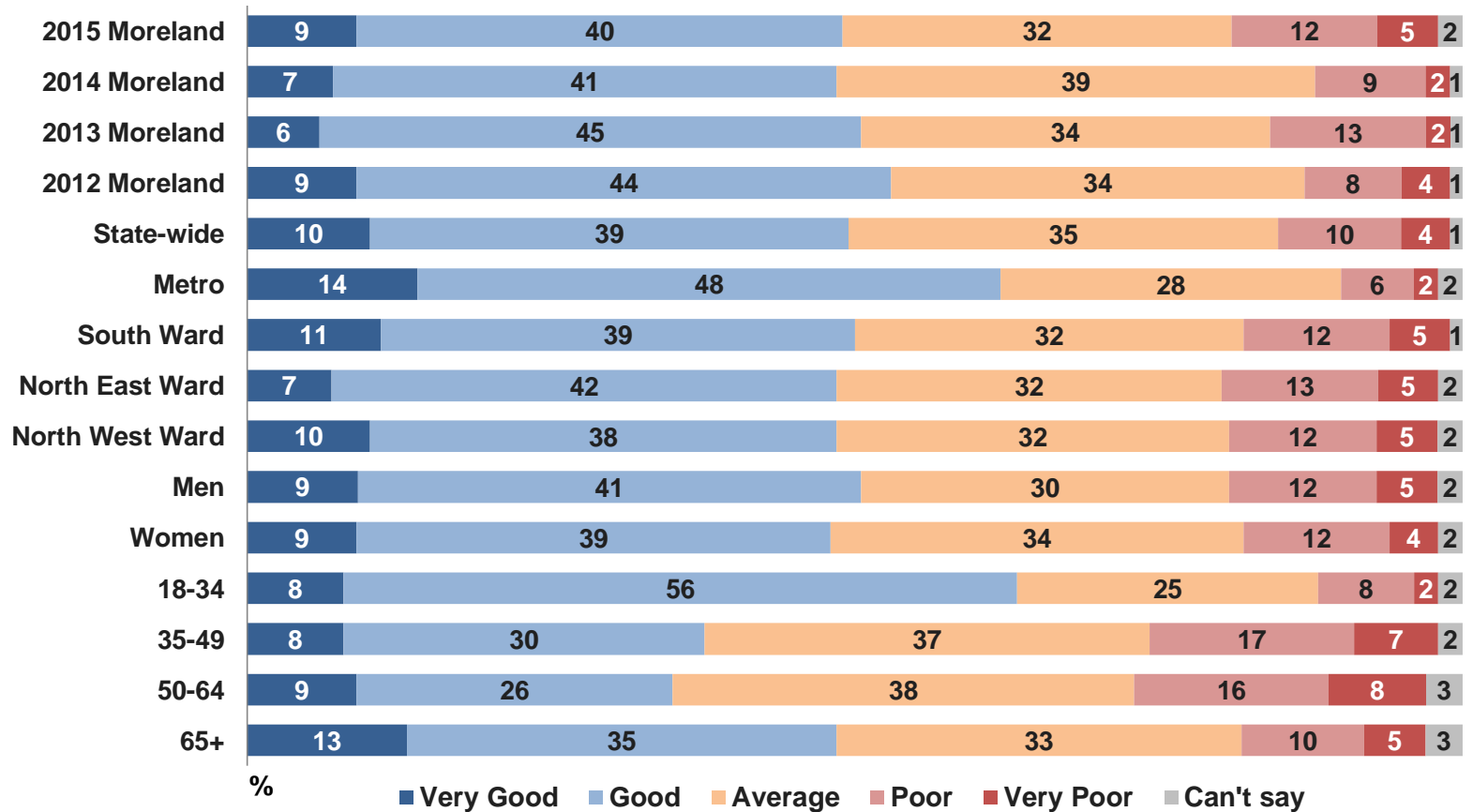
Base: All respondents Councils asked State-wide: 69 Councils asked group: 17

Note: Please see page 5 for explanation about significant differences



OVERALL PERFORMANCE DETAILED PERCENTAGES

2015 Overall Performance



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

Base: All respondents Councils asked State-wide: 69 Councils asked group: 17

An aerial night photograph of a city, likely San Francisco, showing a dense network of roads and buildings illuminated by city lights. The lights are bright yellow and white, creating a complex web of light against the dark background of the city and the surrounding water. The text 'KEY CORE MEASURE CUSTOMER SERVICE' is overlaid on the left side of the image in a bold, white, sans-serif font.

**KEY CORE MEASURE
CUSTOMER SERVICE**

CONTACT LAST 12 MONTHS SUMMARY

Overall contact with Moreland City Council

- 62%, up 1 point on 2014

Most contact with Moreland City Council

- Aged 35-49 years

Least contact with Moreland City Council

- Aged 65+ years

Customer Service rating

- Index score of 63, down 4 points on 2014

Most satisfied with Customer Service

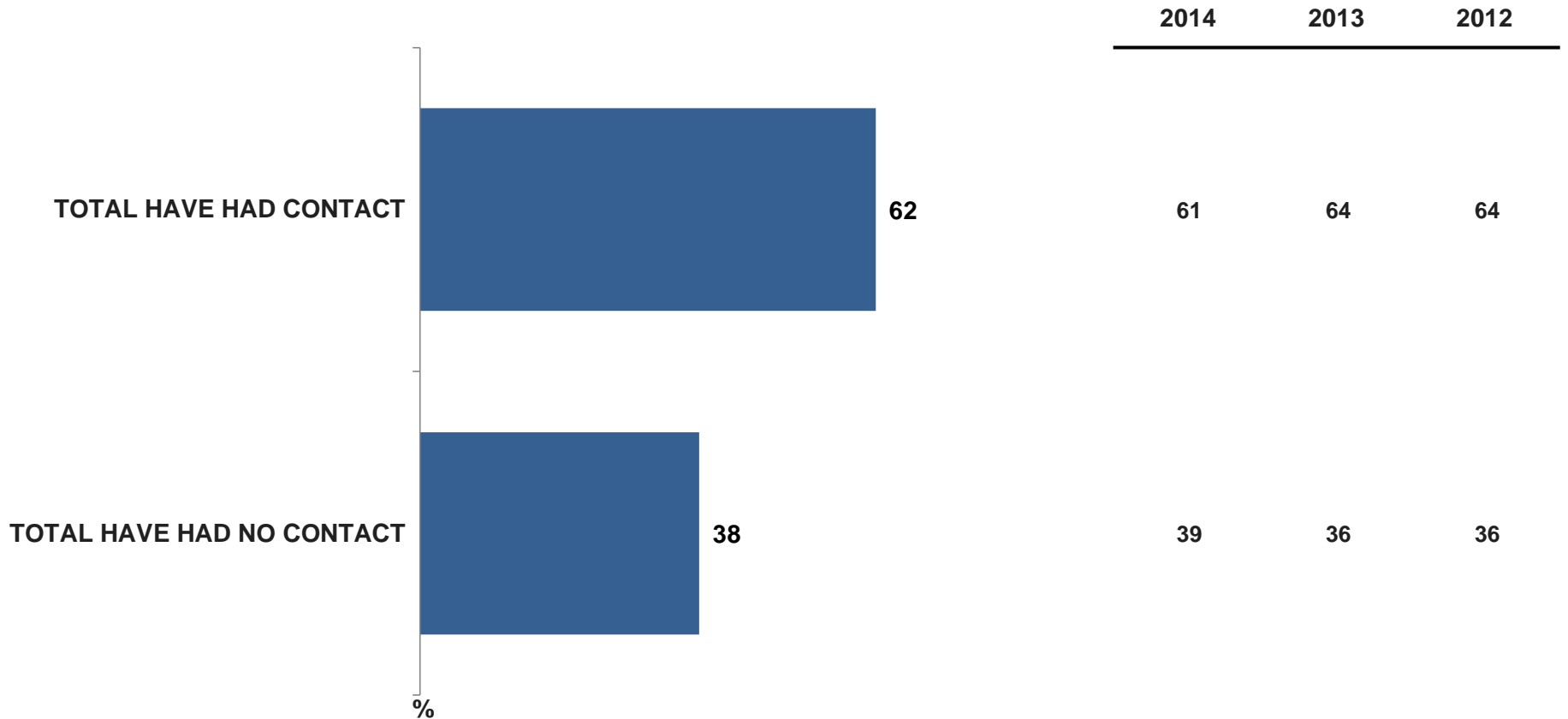
- South Ward

Least satisfied with Customer Service

- North East Ward

2015 CONTACT WITH COUNCIL LAST 12 MONTHS

2015 Method of Contact



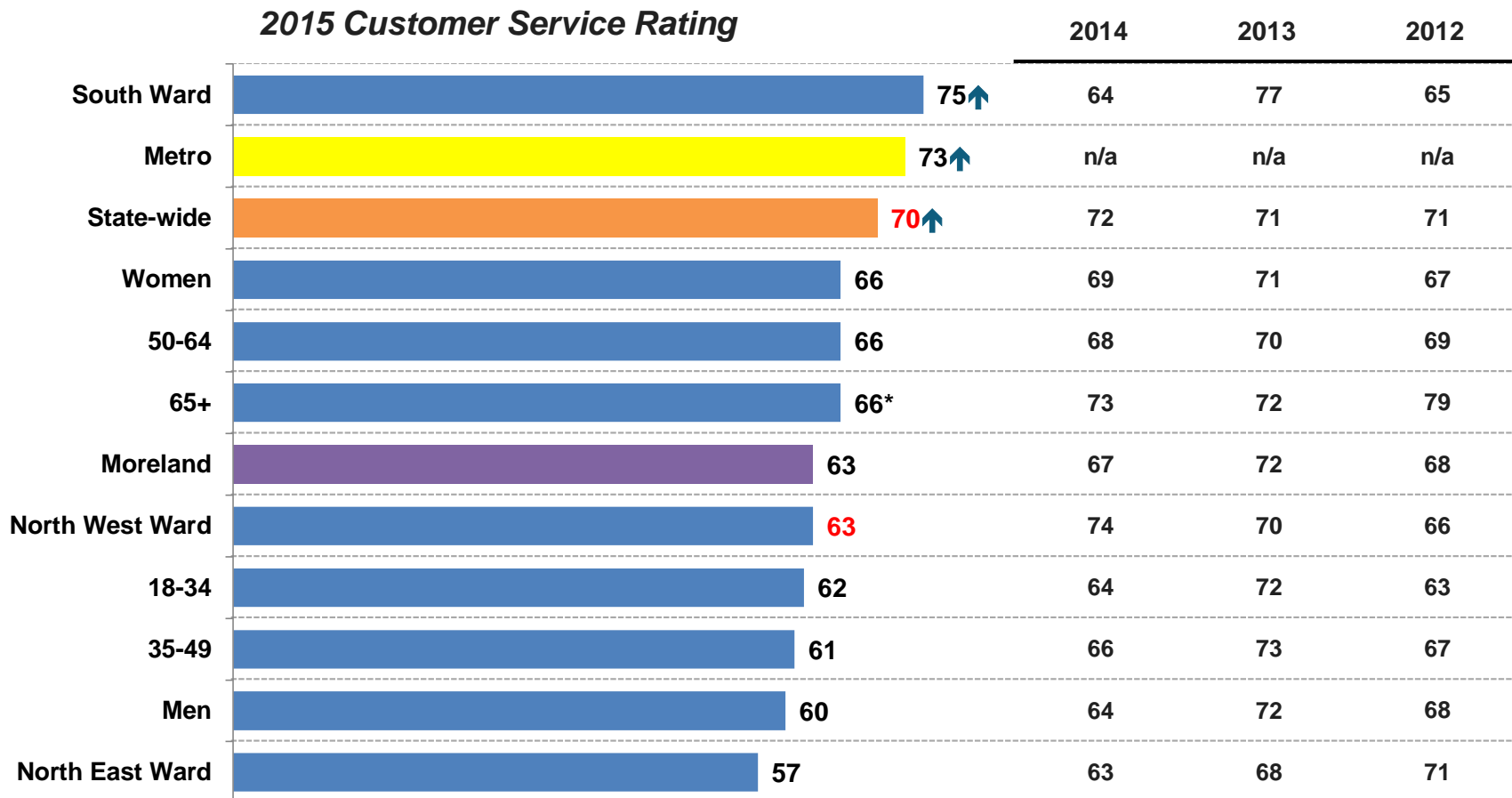
Q5. Over the last 12 months, have you or any member of your household had any contact with Moreland City Council? This may have been in person, in writing, by telephone conversation, by text message, by email or via their website or social media such as Facebook or Twitter?

Base: All respondents. Councils asked State-wide: 53 Councils asked group: 13

Note: Please see page 5 for explanation about significant differences



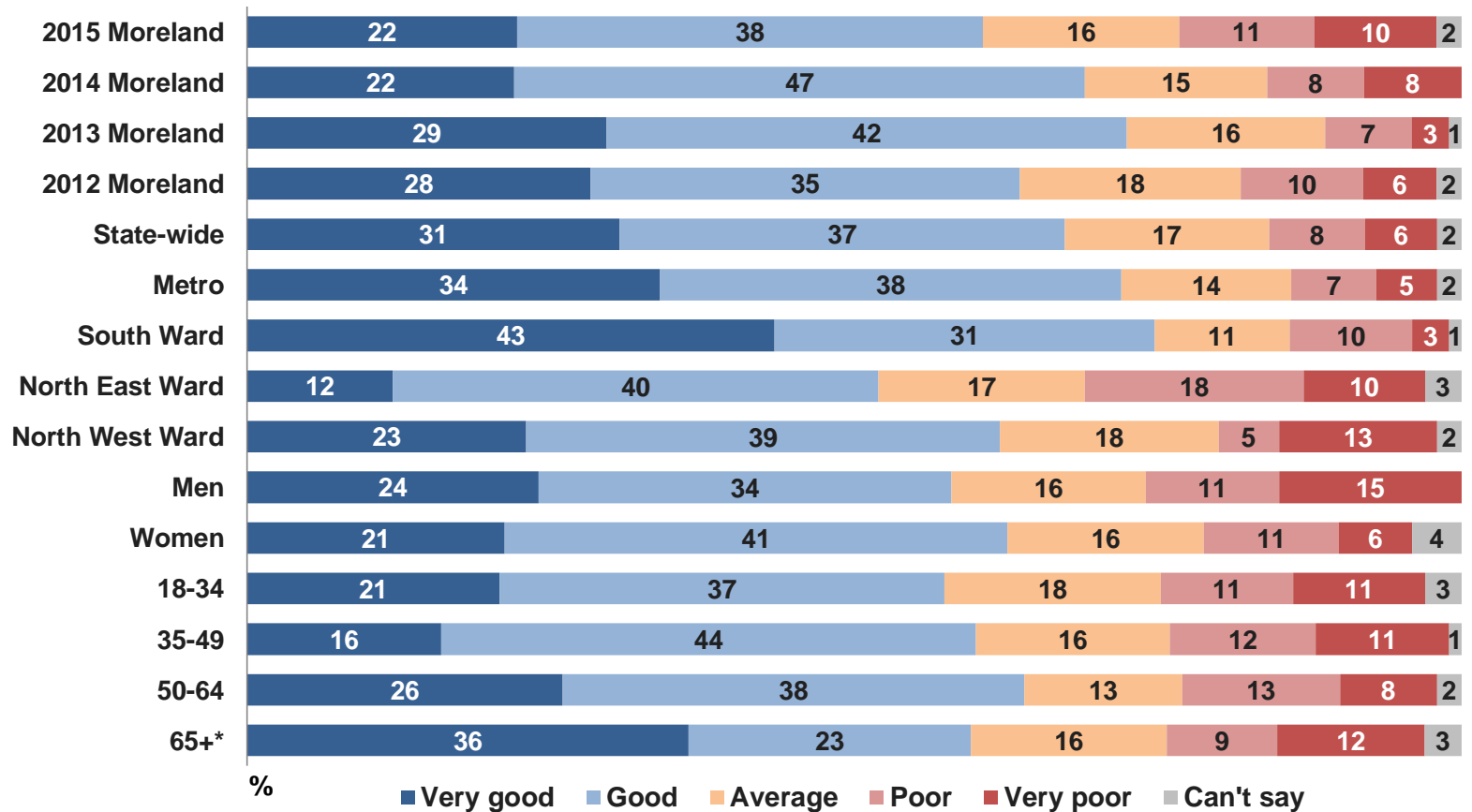
2015 CONTACT CUSTOMER SERVICE INDEX SCORES



Q5c. Thinking of the most recent contact, how would you rate Moreland City Council for customer service?
 Please keep in mind we do not mean the actual outcome but rather the actual service that was received.
 Base: All respondents who have had contact with Council in the last 12 months.
 Councils asked State-wide: 69 Councils asked group: 17
 Note: Please see page 5 for explanation about significant differences
 *Caution: small sample size < n=30

2015 CONTACT CUSTOMER SERVICE DETAILED PERCENTAGES

2015 Customer Service Rating



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

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

Councils asked State-wide: 69 Councils asked group: 17

*Caution: small sample size < n=30



An aerial night photograph of a city, showing a dense network of roads and buildings illuminated by streetlights and building lights. The lights create a complex, glowing web across the dark landscape. The text is overlaid on the left side of the image.

**KEY CORE MEASURE
COUNCIL DIRECTION INDICATORS**

COUNCIL DIRECTION SUMMARY

Council Direction over last 12 months

- 62% stayed about the same, down 4 points on 2014
- 20% improved, up 1 point on 2014
- 10% deteriorated, up 1 point on 2014

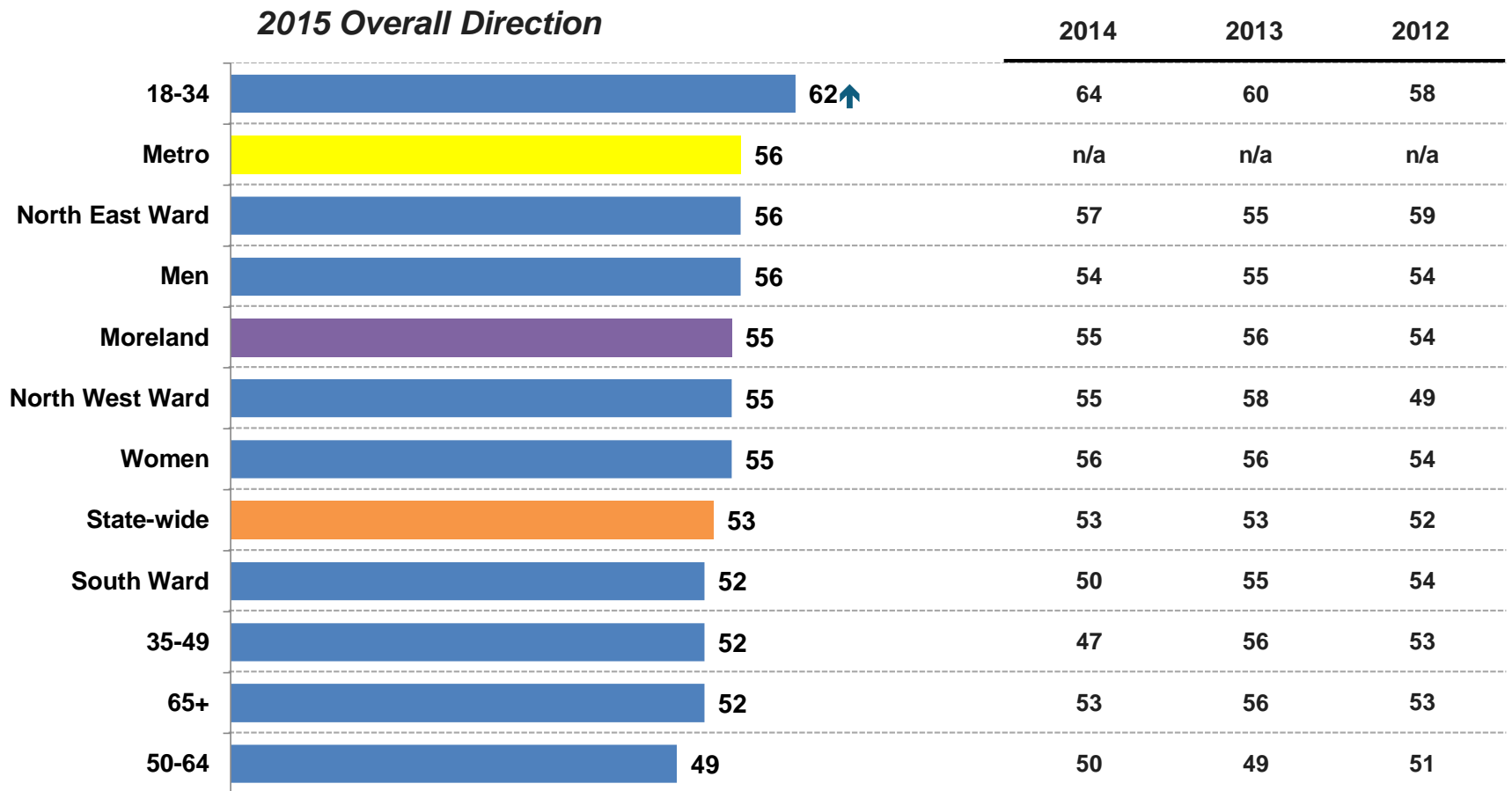
Most satisfied with Council Direction

- Aged 18-34 years

Least satisfied with Council Direction

- Aged 50-64 years
- South Ward

2015 OVERALL COUNCIL DIRECTION LAST 12 MONTHS INDEX SCORES



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

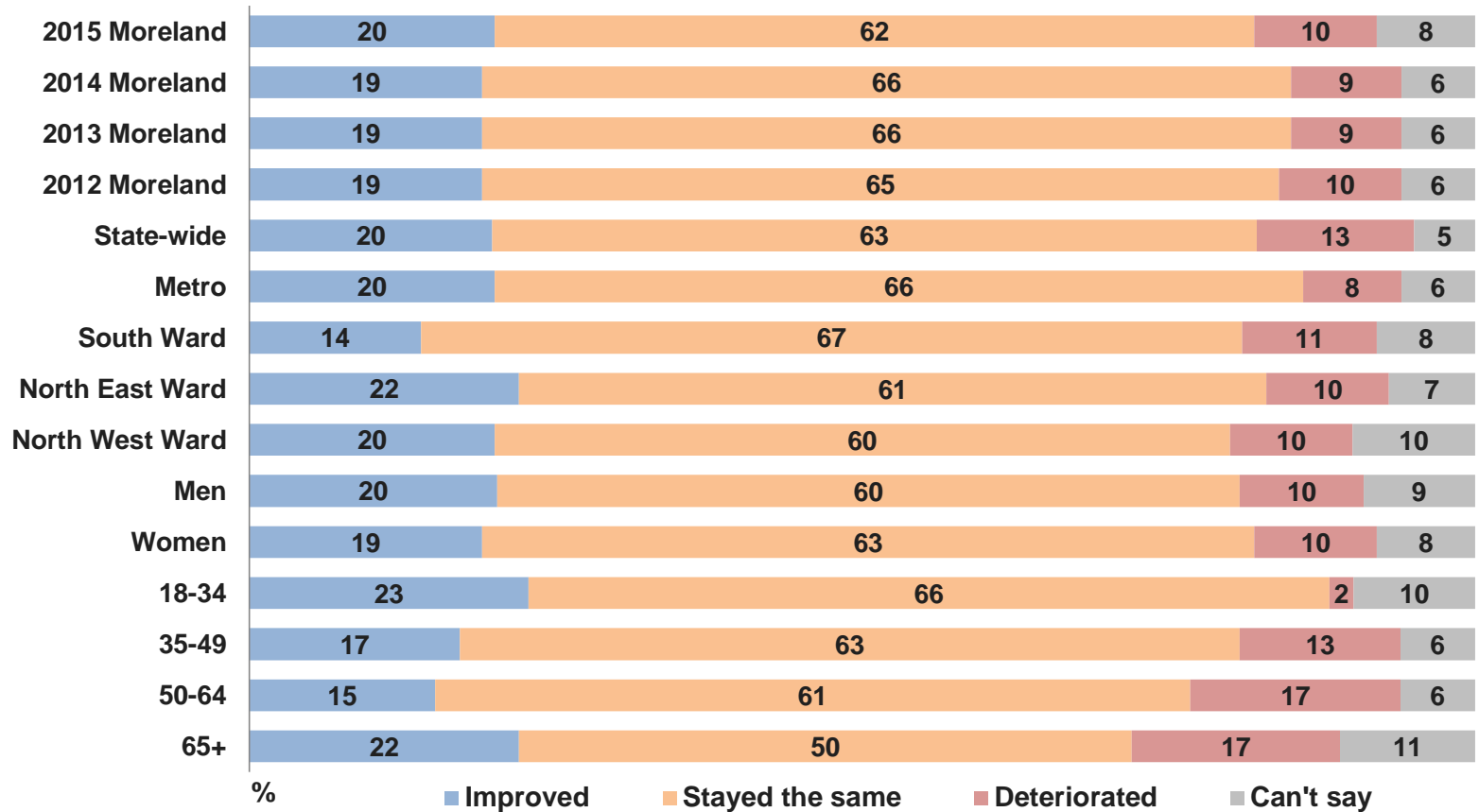
Base: All respondents. Councils asked State-wide: 69 Councils asked group: 17

Note: Please see page 5 for explanation about significant differences



2015 OVERALL COUNCIL DIRECTION LAST 12 MONTHS DETAILED PERCENTAGES

2015 Overall Direction



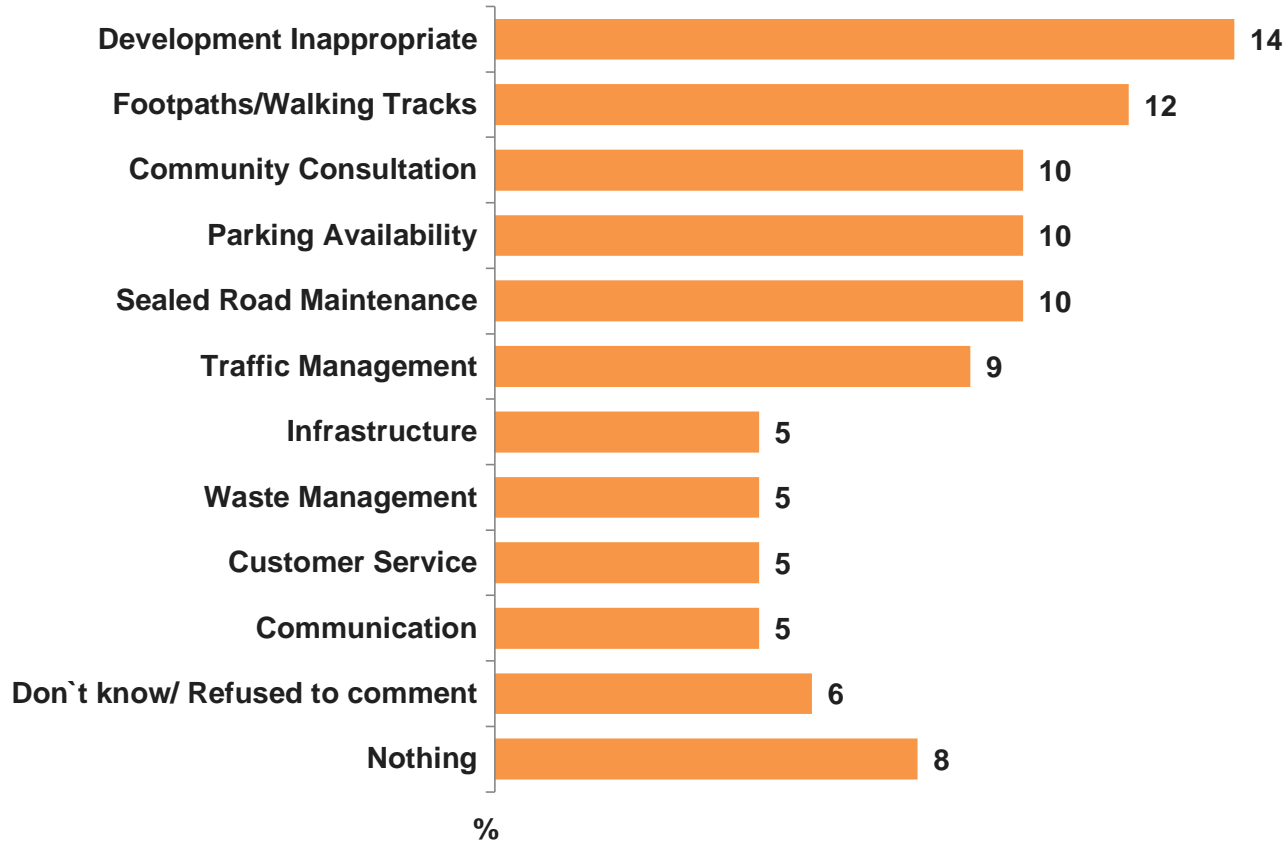
Q6. Over the last 12 months, what is your view of the direction of Moreland City Council's overall performance?
Base: All respondents. Councils asked State-wide: 69 Councils asked group: 17

A satellite night-time map of South America, showing the continent's outline against a dark background. The landmass is illuminated by a dense network of glowing yellow and white lines representing roads and city lights. The most prominent bright spots are concentrated in the coastal regions, particularly in the north and west, and in the southern part of the continent. The surrounding oceans are dark blue. The text "AREAS FOR IMPROVEMENT" is overlaid in white, bold, sans-serif font across the central part of the continent.

AREAS FOR IMPROVEMENT

2015 SERVICES TO IMPROVE DETAILED PERCENTAGES

2015 Areas for Improvement



Q17. What does Moreland City Council MOST need to do to improve its performance?
 Base: All respondents. Councils asked statewide: 28 Councils asked group: 11

AREAS FOR IMPROVEMENT SUMMARY



AREAS FOR IMPROVEMENT

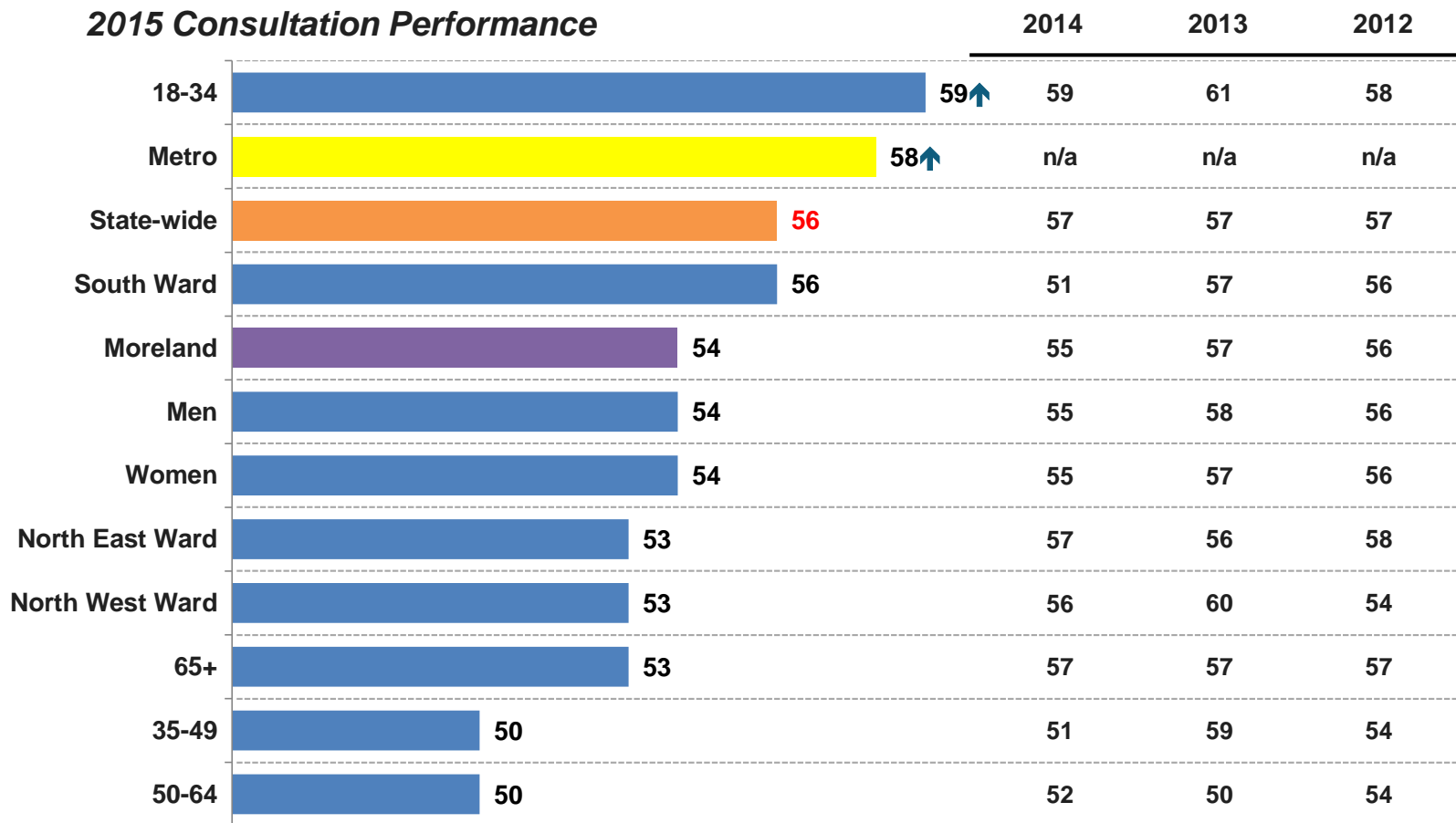
- Prevention of inappropriate town planning developments
- Better footpaths and walkways
- Greater community consultation
- Greater parking availability
- Better sealed road maintenance

An aerial night-time photograph of a coastal region, likely the Gulf of Mexico. The land is illuminated by a dense network of glowing roads and city lights, creating a complex web of light against the dark terrain. The water is dark and calm, reflecting some of the light from the shore. The overall scene is a high-contrast, glowing map of infrastructure.

INDIVIDUAL SERVICE AREAS

2015 COMMUNITY CONSULTATION AND ENGAGEMENT PERFORMANCE INDEX SCORES

2015 Consultation Performance



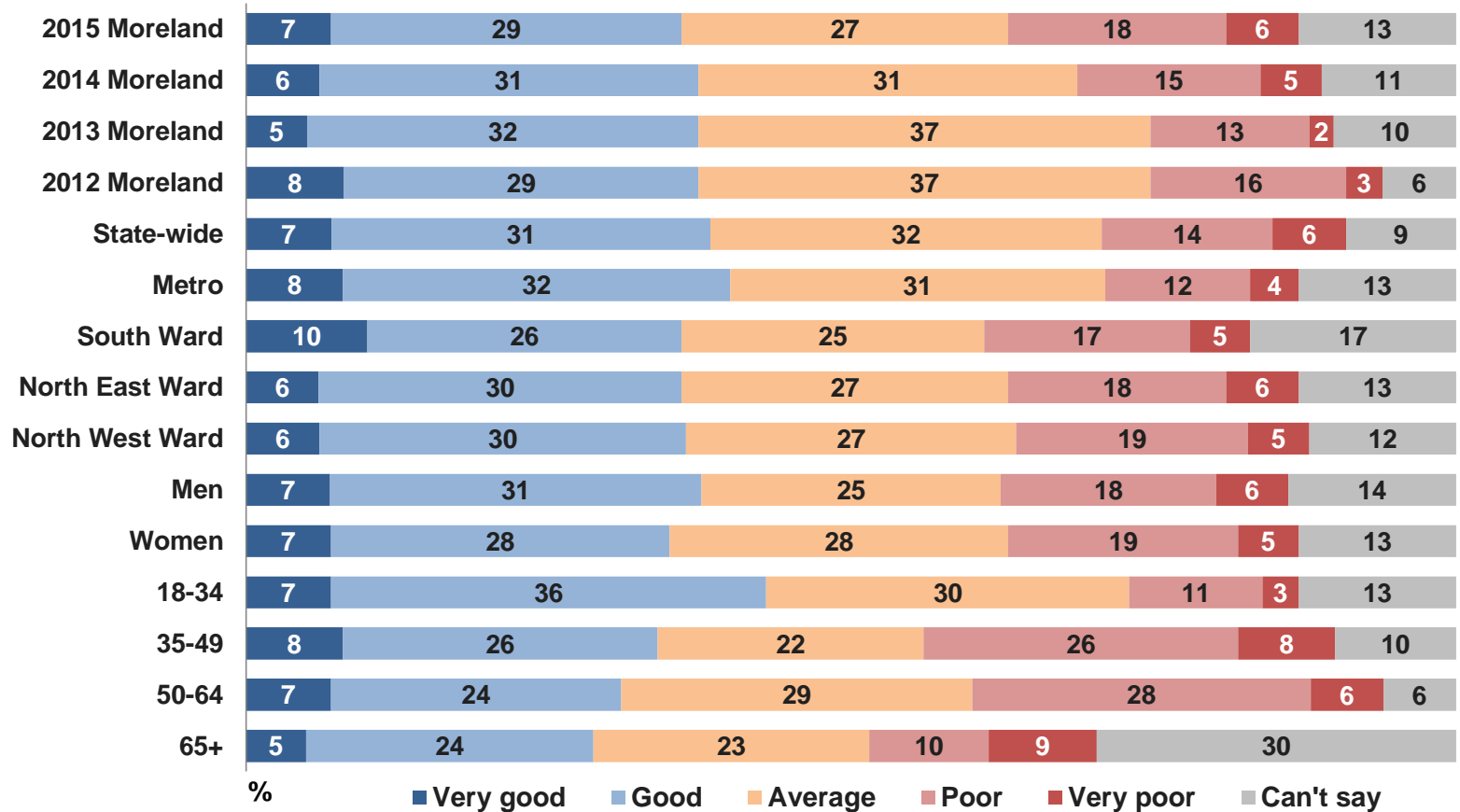
Q2. How has Council performed on 'Community Consultation and Engagement' over the last 12 months?

Base: All respondents. Councils asked State-wide: 69 Councils asked group: 17

Note: Please see slide 5 for explanation about significant differences

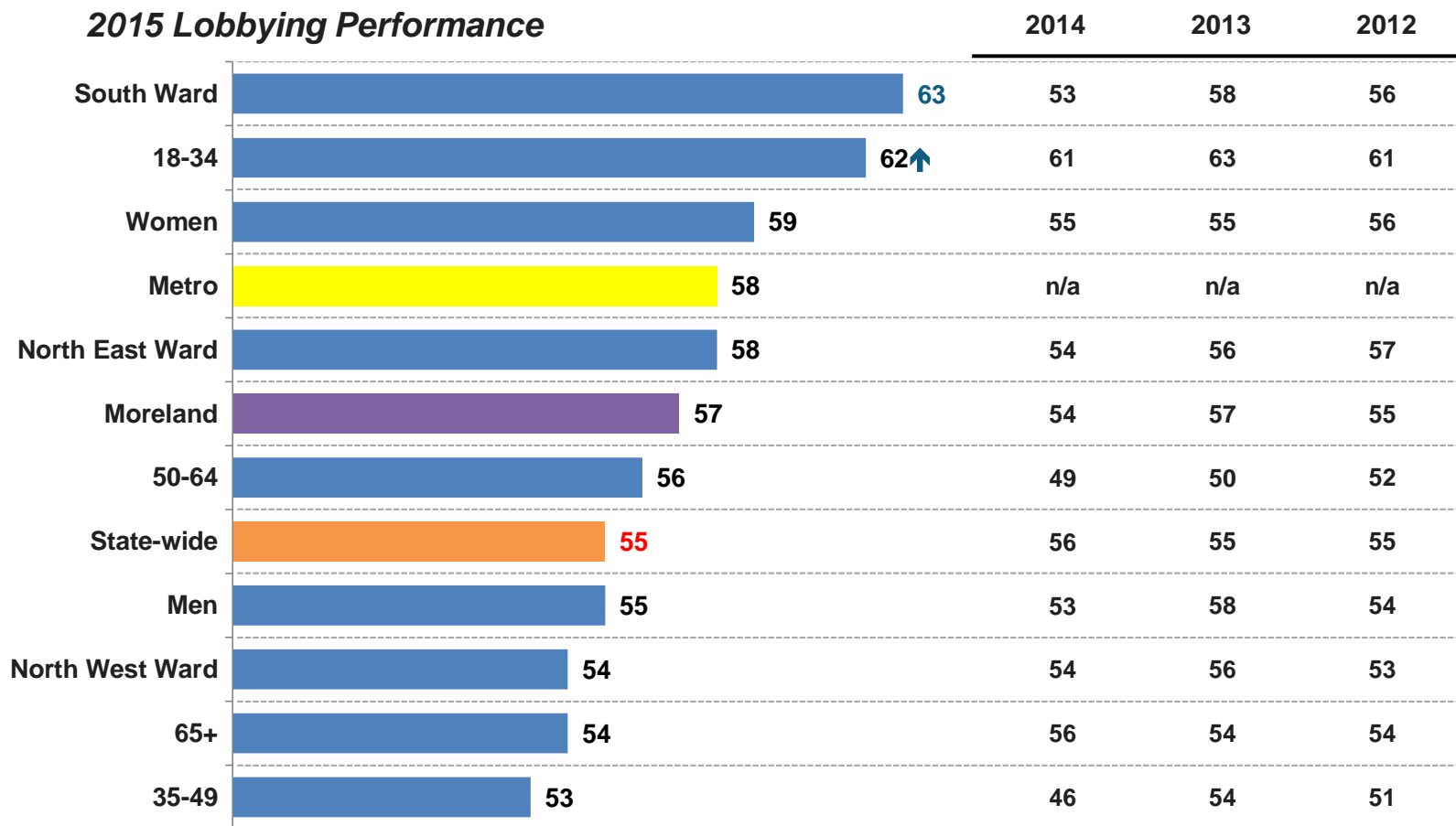
2015 COMMUNITY CONSULTATION AND ENGAGEMENT PERFORMANCE DETAILED PERCENTAGES

2015 Consultation Performance



Q2. How has Council performed on 'Community Consultation and Engagement' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 69 Councils asked group: 17

2015 LOBBYING ON BEHALF OF THE COMMUNITY PERFORMANCE INDEX SCORES

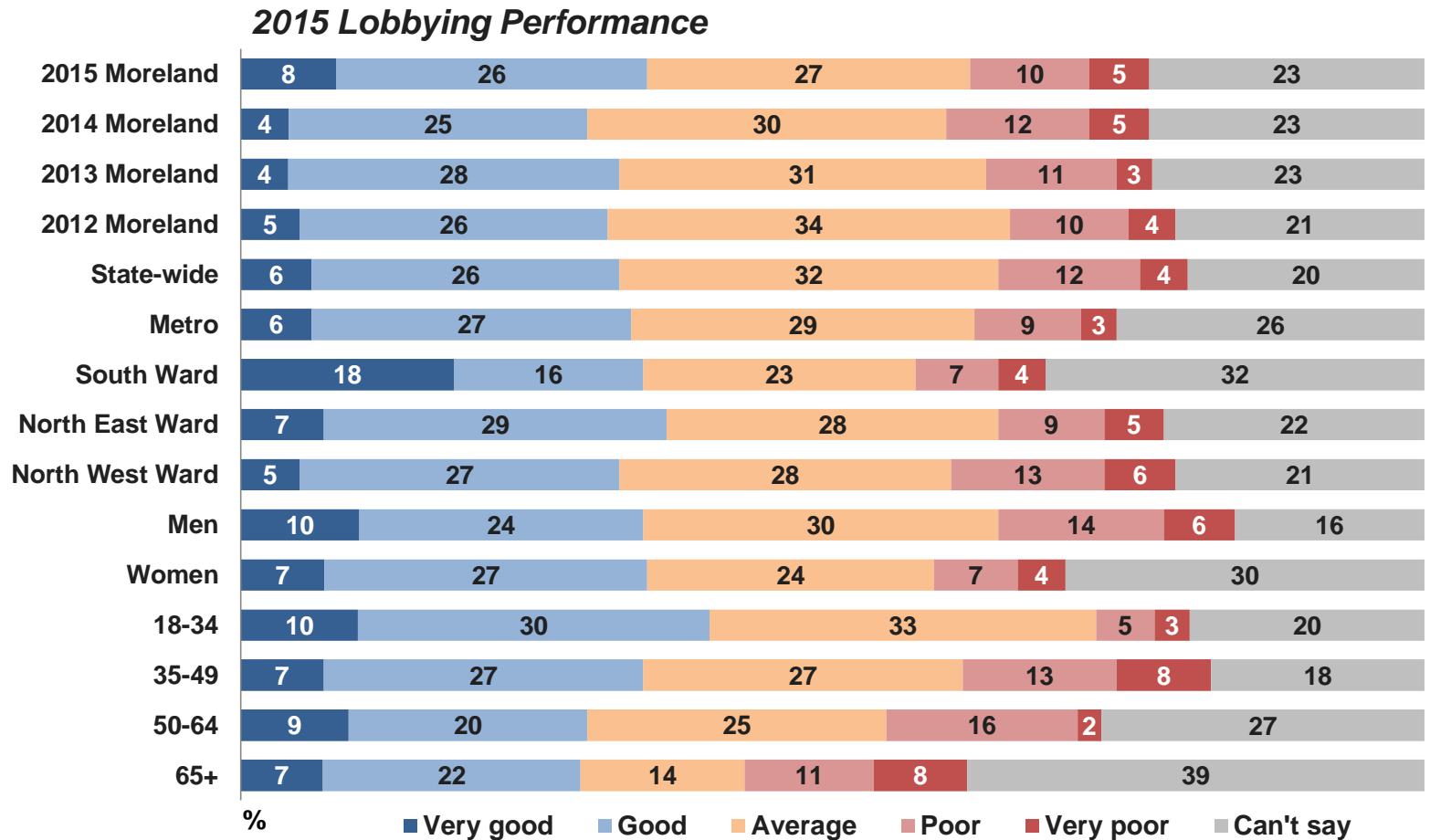


Q2. How has Council performed on 'Lobbying on Behalf of the Community' over the last 12 months?

Base: All respondents. Councils asked State-wide: 69 Councils asked group: 17

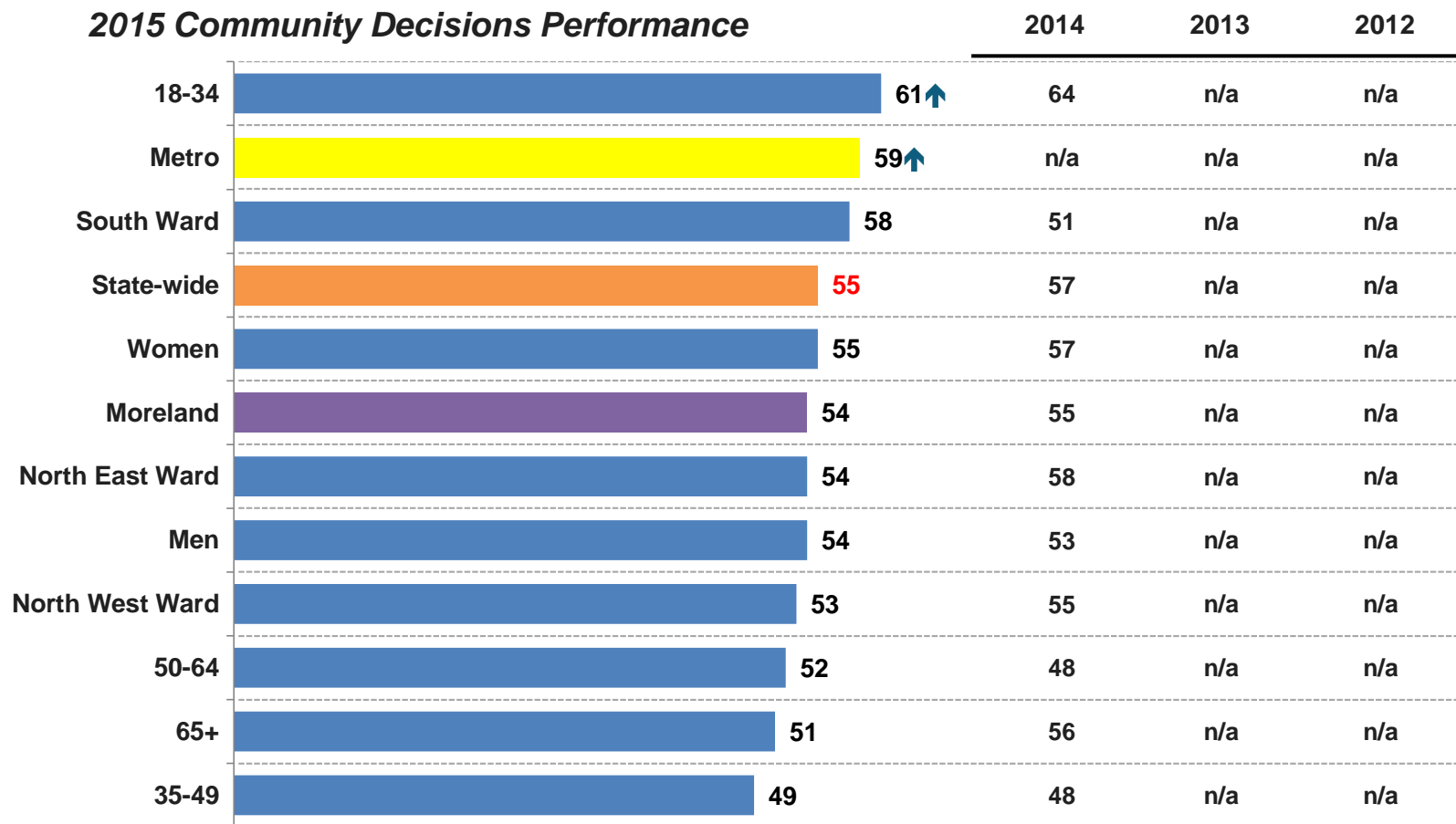
Note: Please see slide 5 for explanation about significant differences

2015 LOBBYING ON BEHALF OF THE COMMUNITY PERFORMANCE DETAILED PERCENTAGES



Q2. How has Council performed on 'Lobbying on Behalf of the Community' over the last 12 months?
Base: All respondents. Councils asked State-wide: 69 Councils asked group: 17

2015 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY PERFORMANCE INDEX SCORES



Q2. How has Council performed on 'Decisions made in the interest of the community' over the last 12 months?

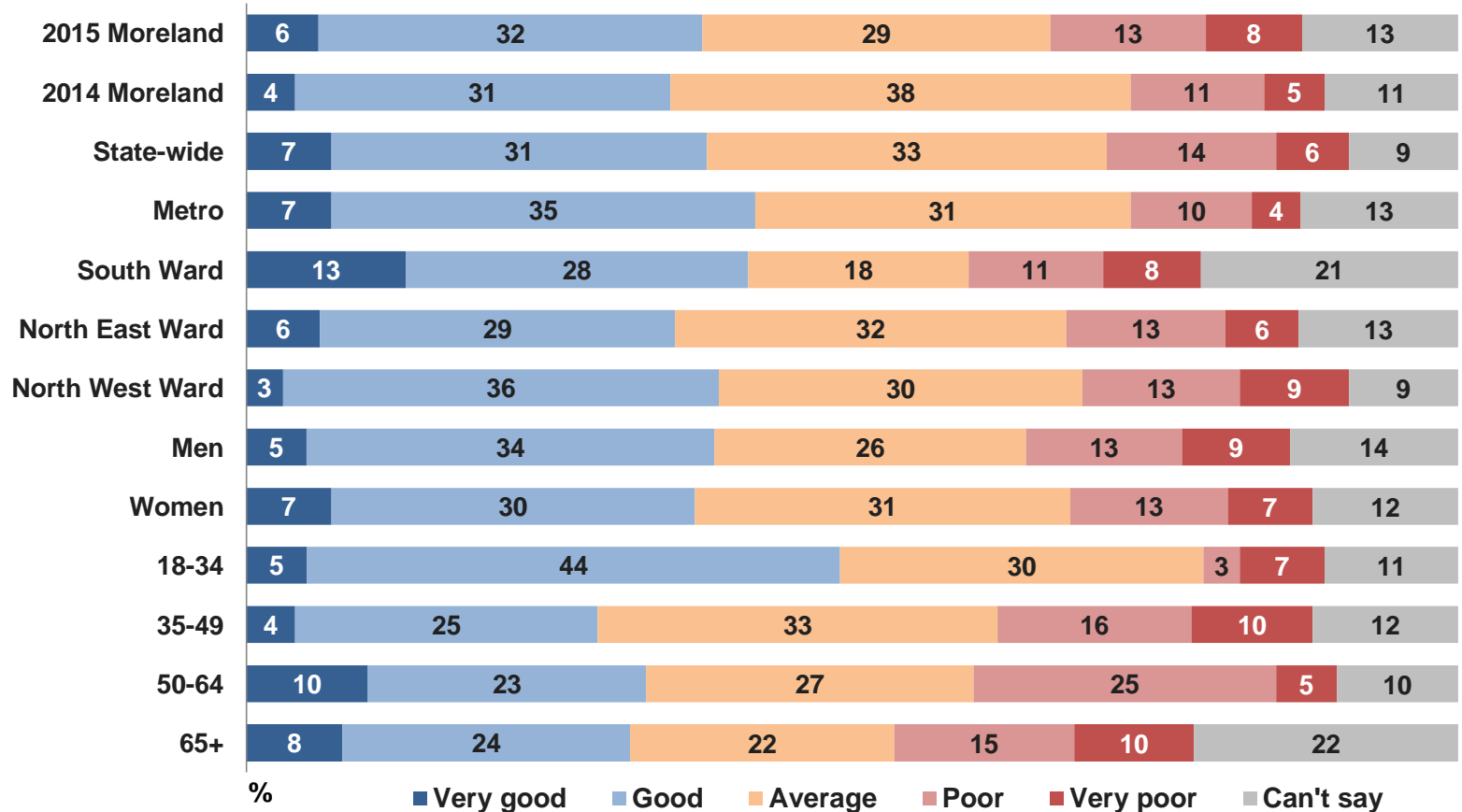
Base: All respondents. Councils asked State-wide: 69 Councils asked group: 17

Note: Please see slide 5 for explanation about significant differences

2015 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY

PERFORMANCE DETAILED PERCENTAGES

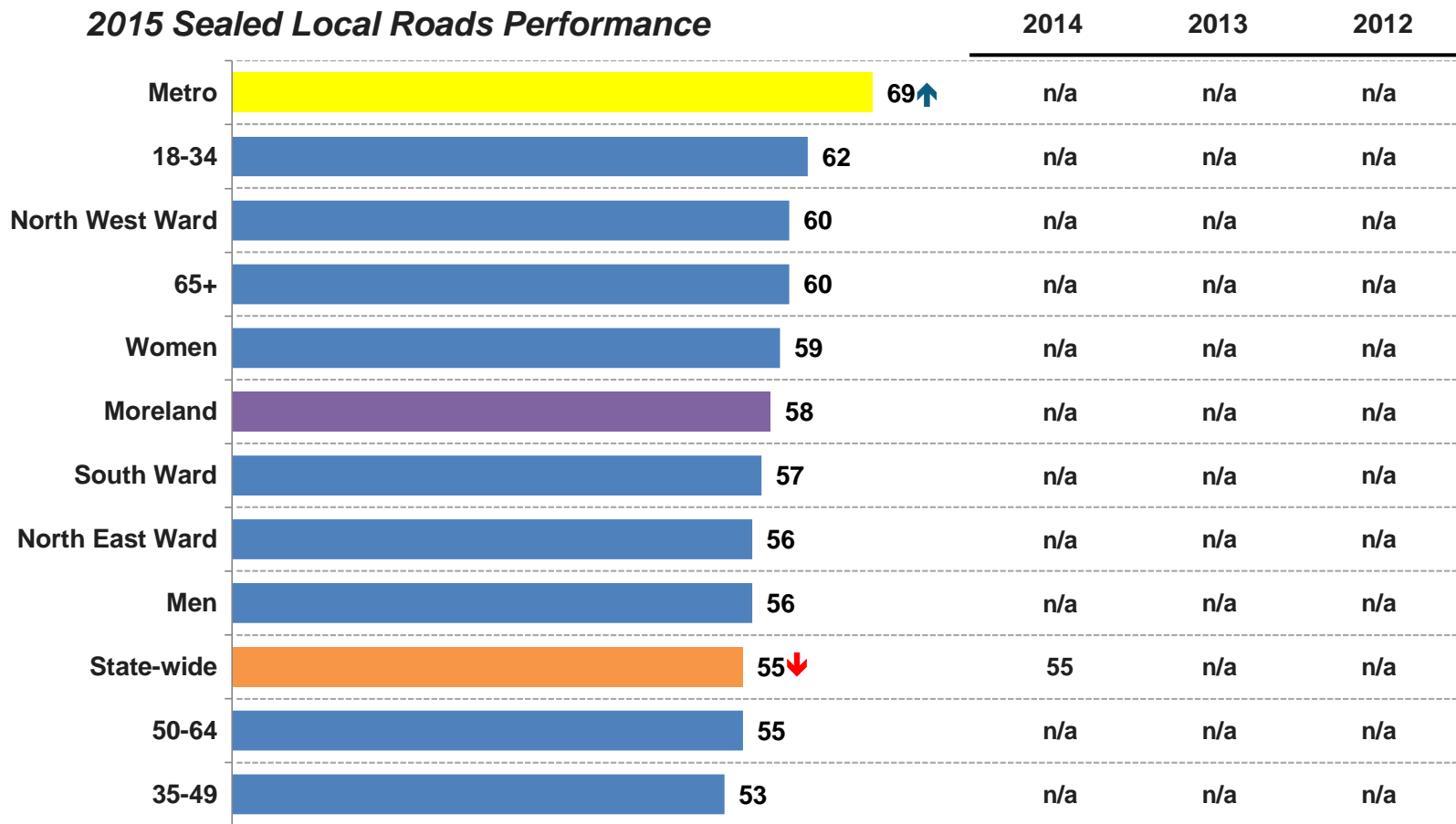
2015 Community Decisions Performance



Q2. How has Council performed on 'Decisions made in the interest of the community' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 69 Councils asked group: 17

2015 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA PERFORMANCE INDEX SCORES

2015 Sealed Local Roads Performance



Q2. How has Council performed on 'The condition of sealed local roads in your area' over the last 12 months?

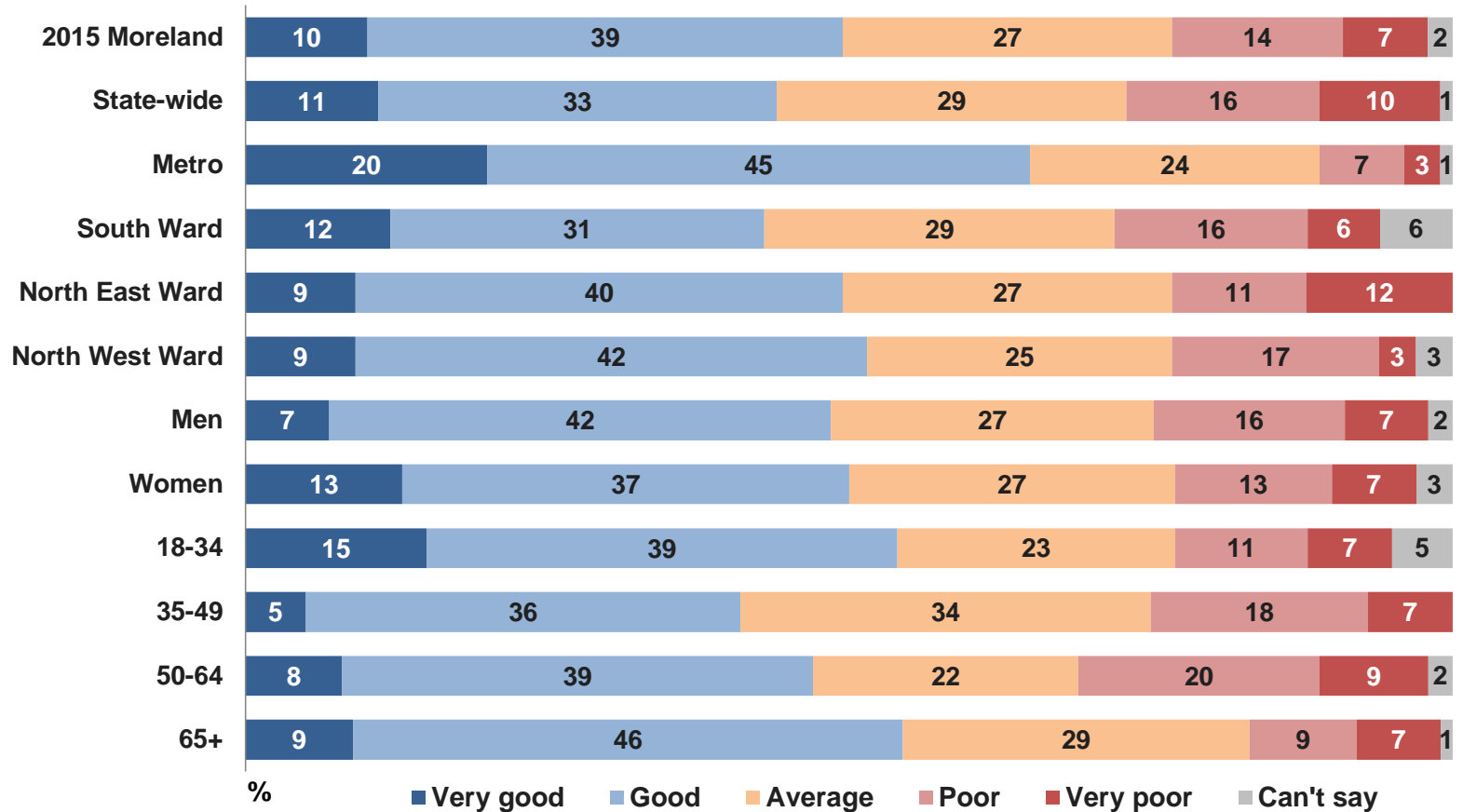
Base: All respondents. Councils asked State-wide: 69 Councils asked group: 17

Note: Please see slide 5 for explanation about significant differences

2015 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA

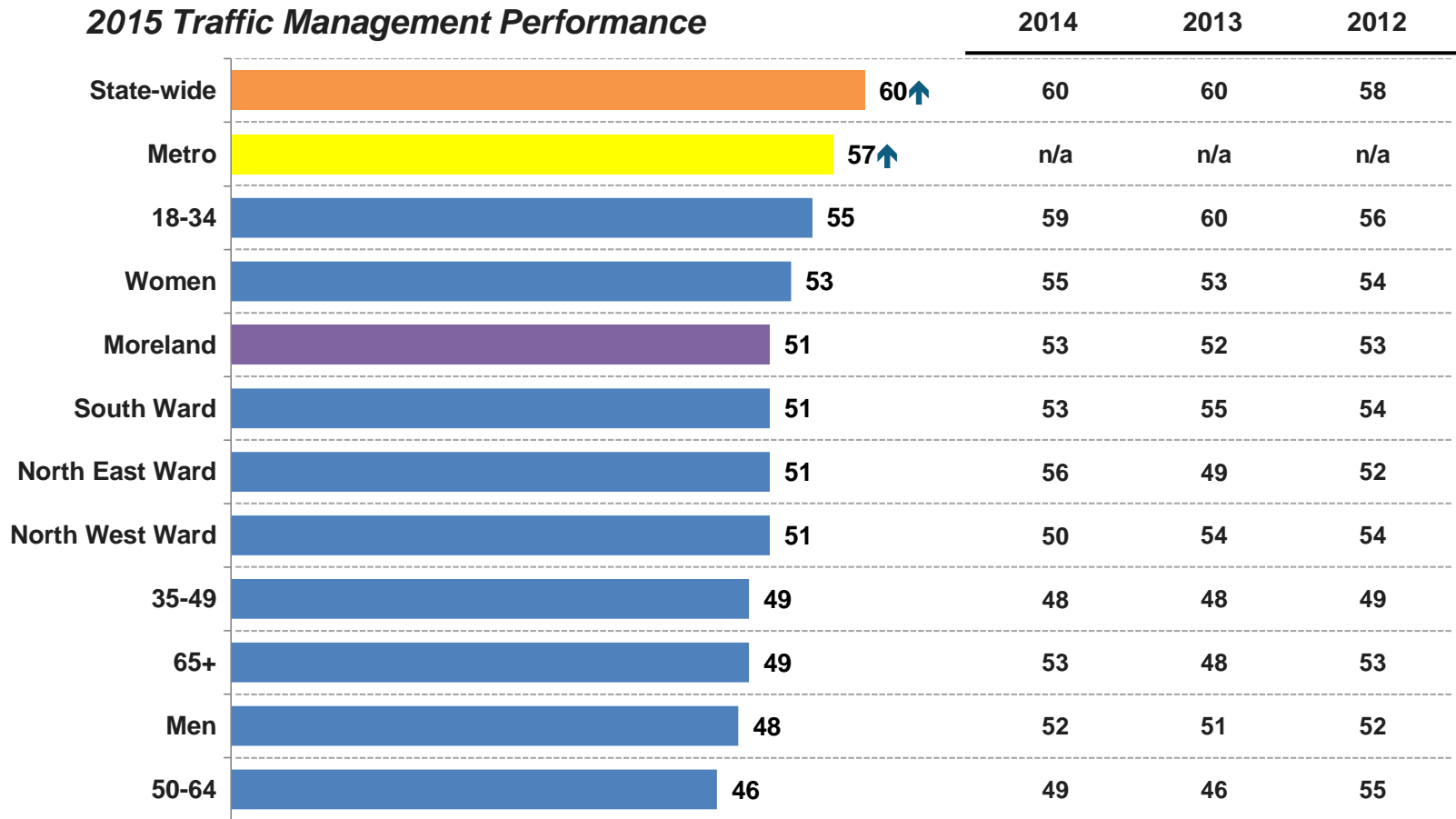
PERFORMANCE DETAILED PERCENTAGES

2015 Sealed Local Roads Performance



Q2. How has Council performed on 'The condition of sealed local roads in your area' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 69 Councils asked group: 17

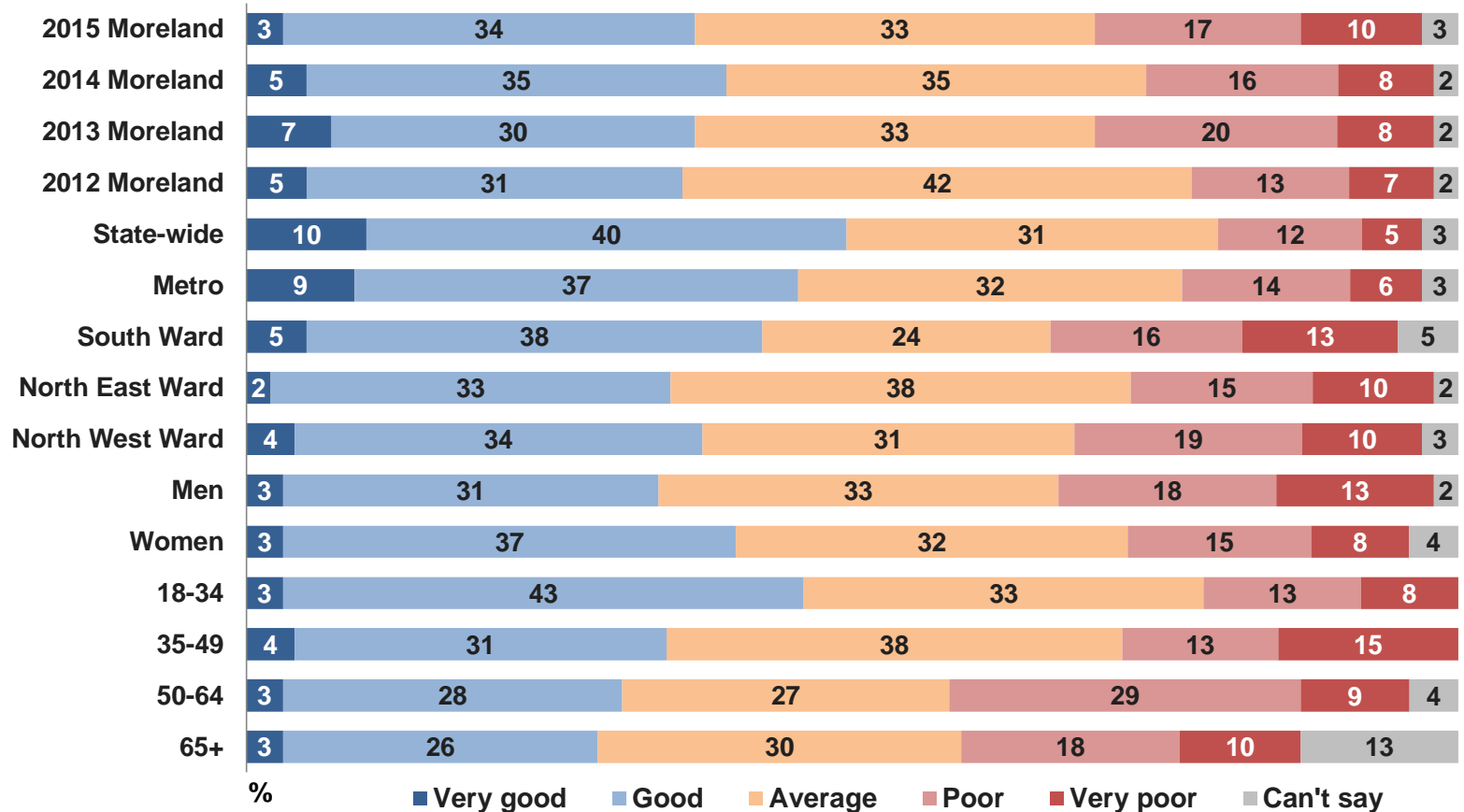
2015 TRAFFIC MANAGEMENT PERFORMANCE INDEX SCORES



Q2. How has Council performed on 'Traffic Management' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 22 Councils asked group: 10
 Note: Please see slide 5 for explanation about significant differences

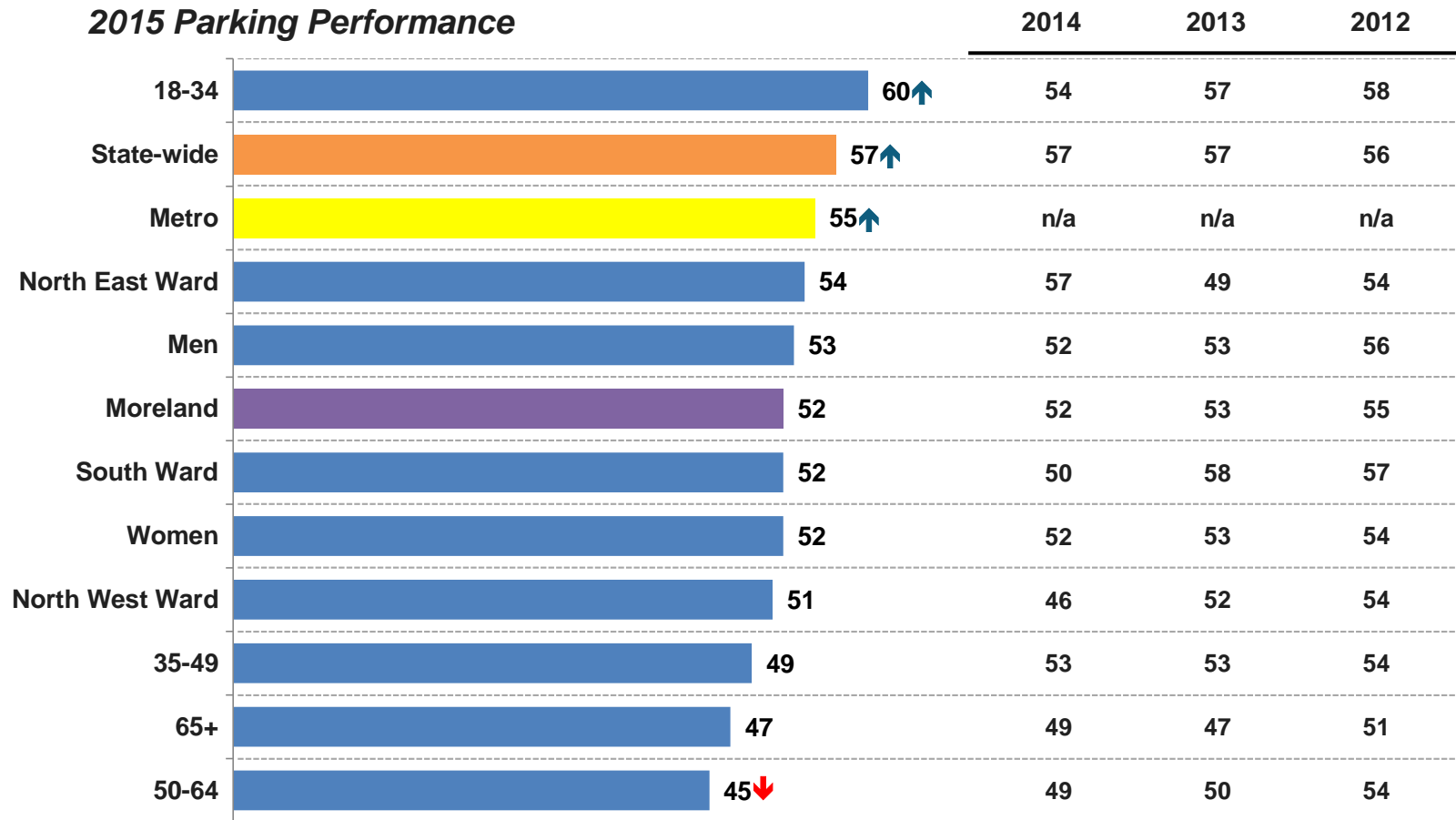
2015 TRAFFIC MANAGEMENT PERFORMANCE DETAILED PERCENTAGES

2015 Traffic Management Performance



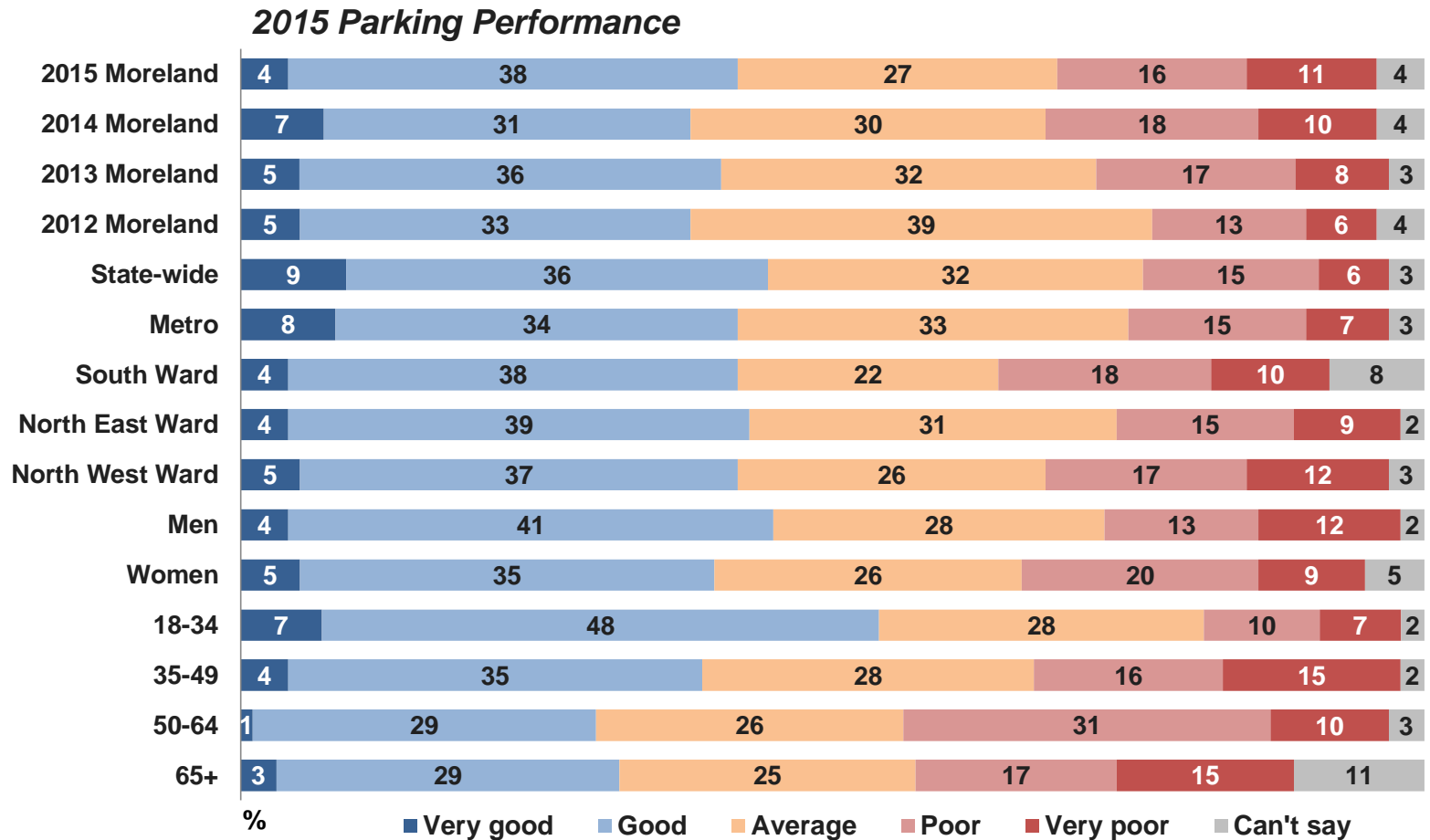
Q2. How has Council performed on 'Traffic Management' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 22 Councils asked group: 10

2015 PARKING FACILITIES PERFORMANCE INDEX SCORES



Q2. How has Council performed on 'Parking Facilities' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 28 Councils asked group: 11
 Note: Please see slide 5 for explanation about significant differences

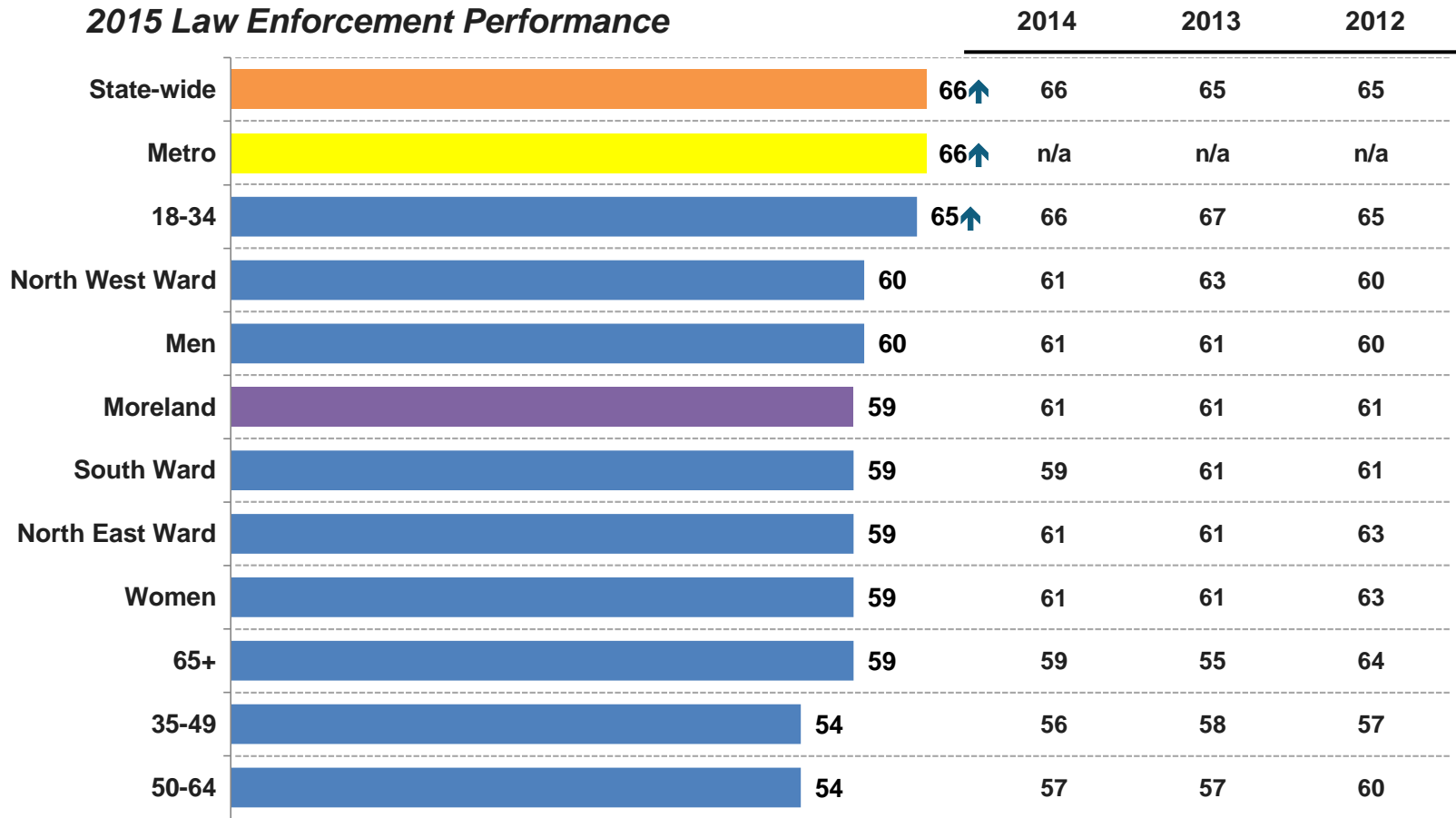
2015 PARKING FACILITIES PERFORMANCE DETAILED PERCENTAGES



Q2. How has Council performed on 'Parking Facilities' over the last 12 months?
Base: All respondents. Councils asked State-wide: 28 Councils asked group: 11

2015 ENFORCEMENT OF LOCAL LAWS PERFORMANCE INDEX SCORES

2015 Law Enforcement Performance



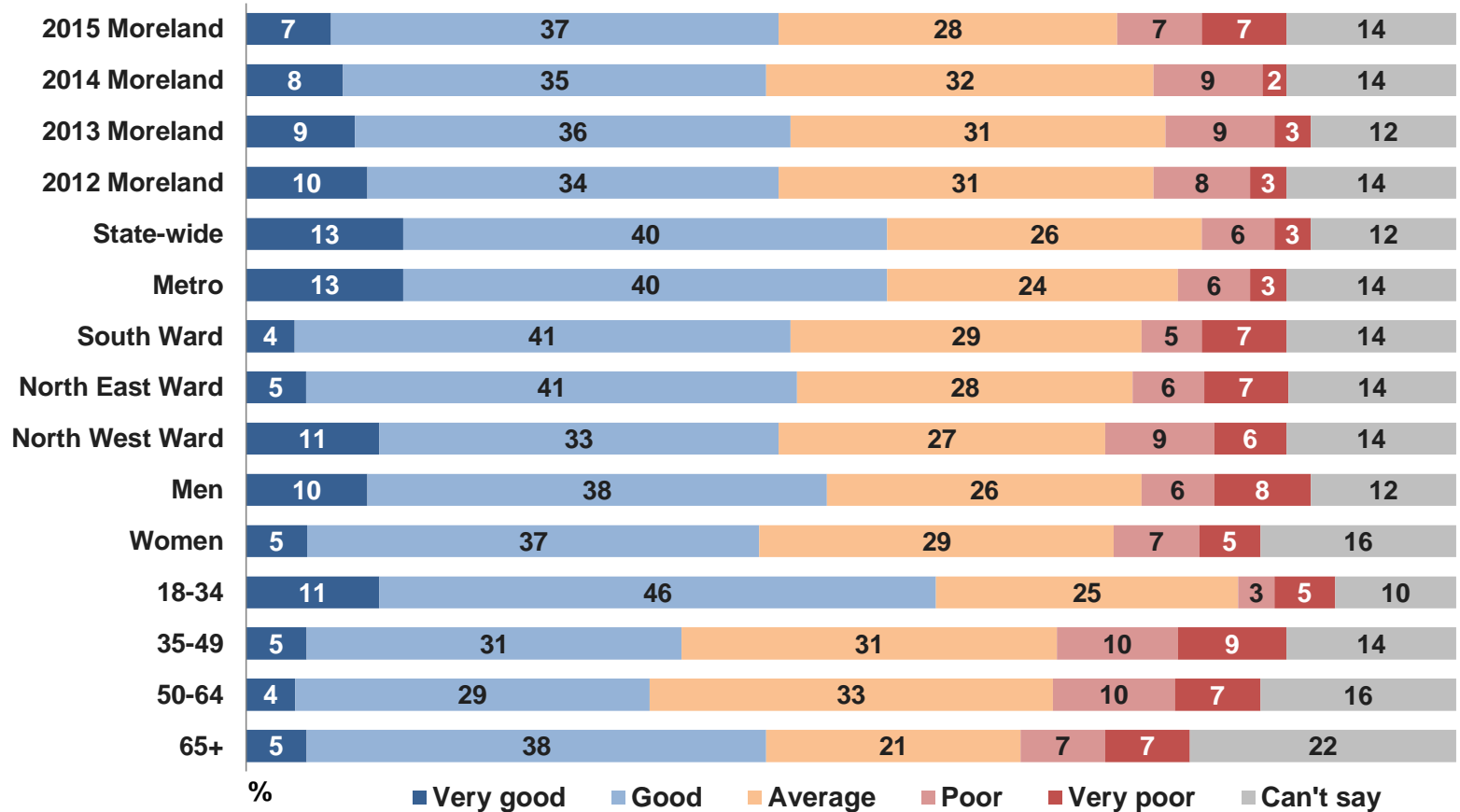
Q2. How has Council performed on 'Enforcement of local laws' over the last 12 months?

Base: All respondents. Councils asked State-wide: 36 Councils asked group: 10

Note: Please see slide 5 for explanation about significant differences

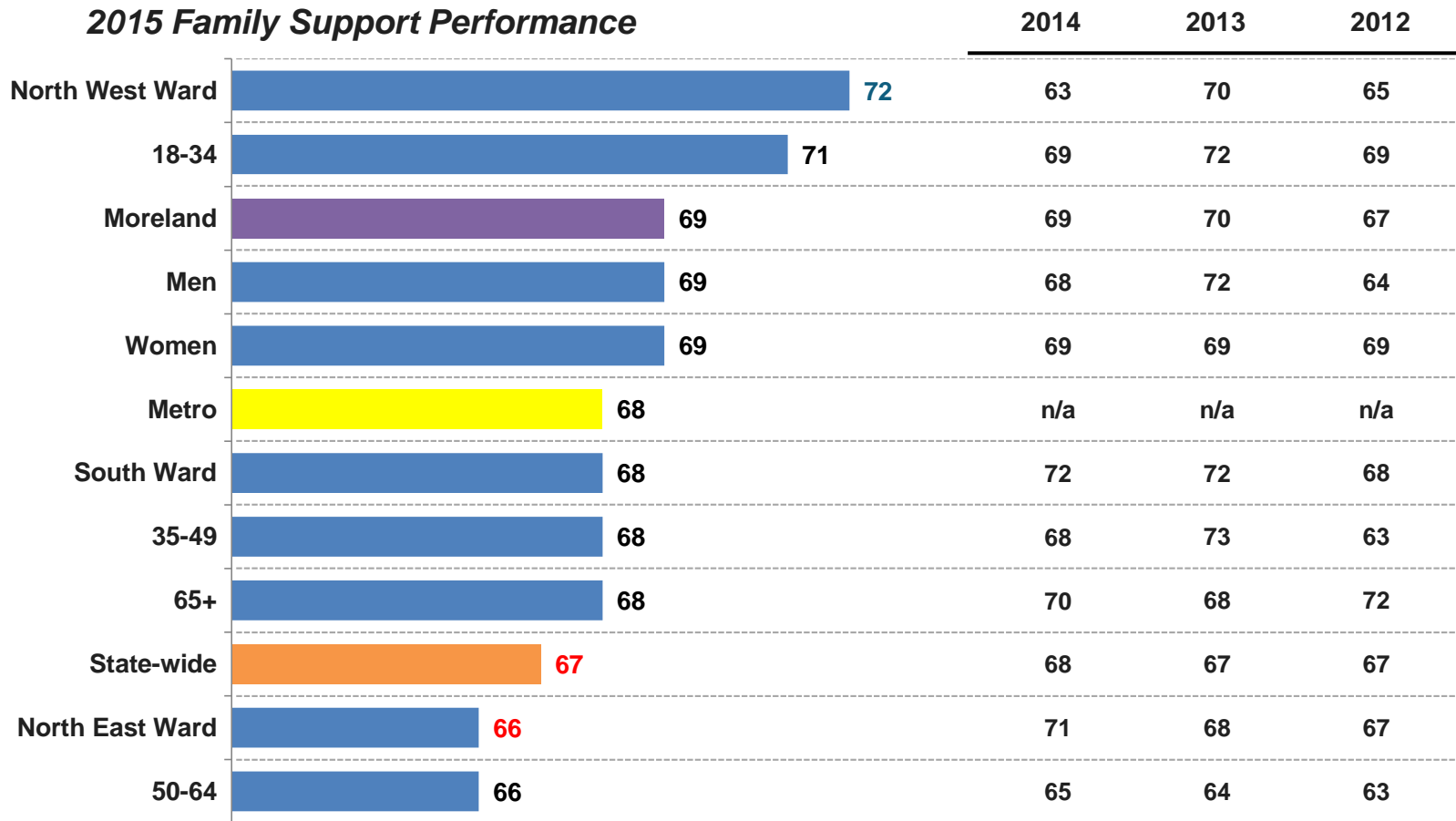
2015 ENFORCEMENT OF LOCAL LAWS PERFORMANCE DETAILED PERCENTAGES

2015 Law Enforcement Performance



Q2. How has Council performed on 'Enforcement of local laws' over the last 12 months?
Base: All respondents. Councils asked State-wide: 36 Councils asked group: 10

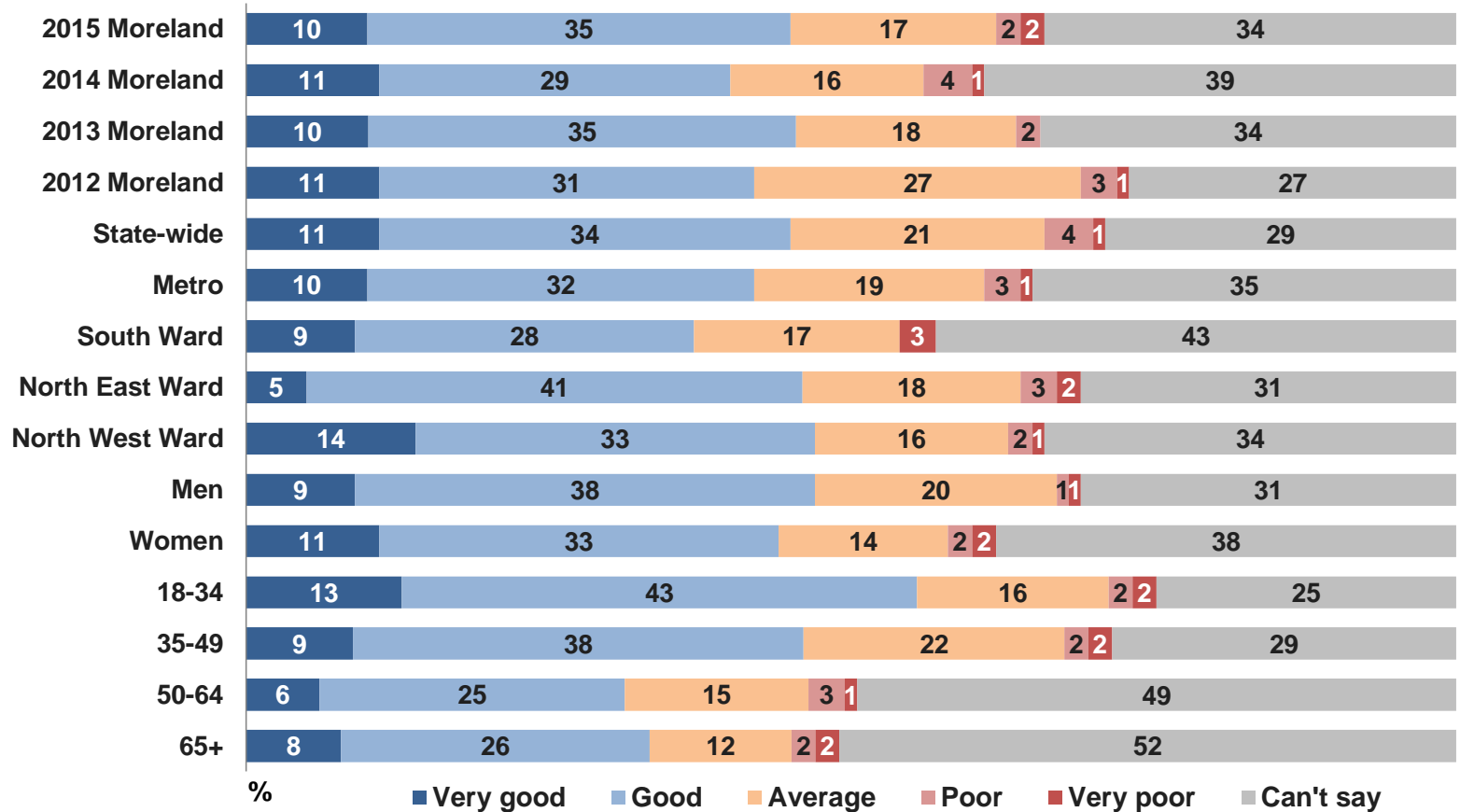
2015 FAMILY SUPPORT SERVICES PERFORMANCE INDEX SCORES



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

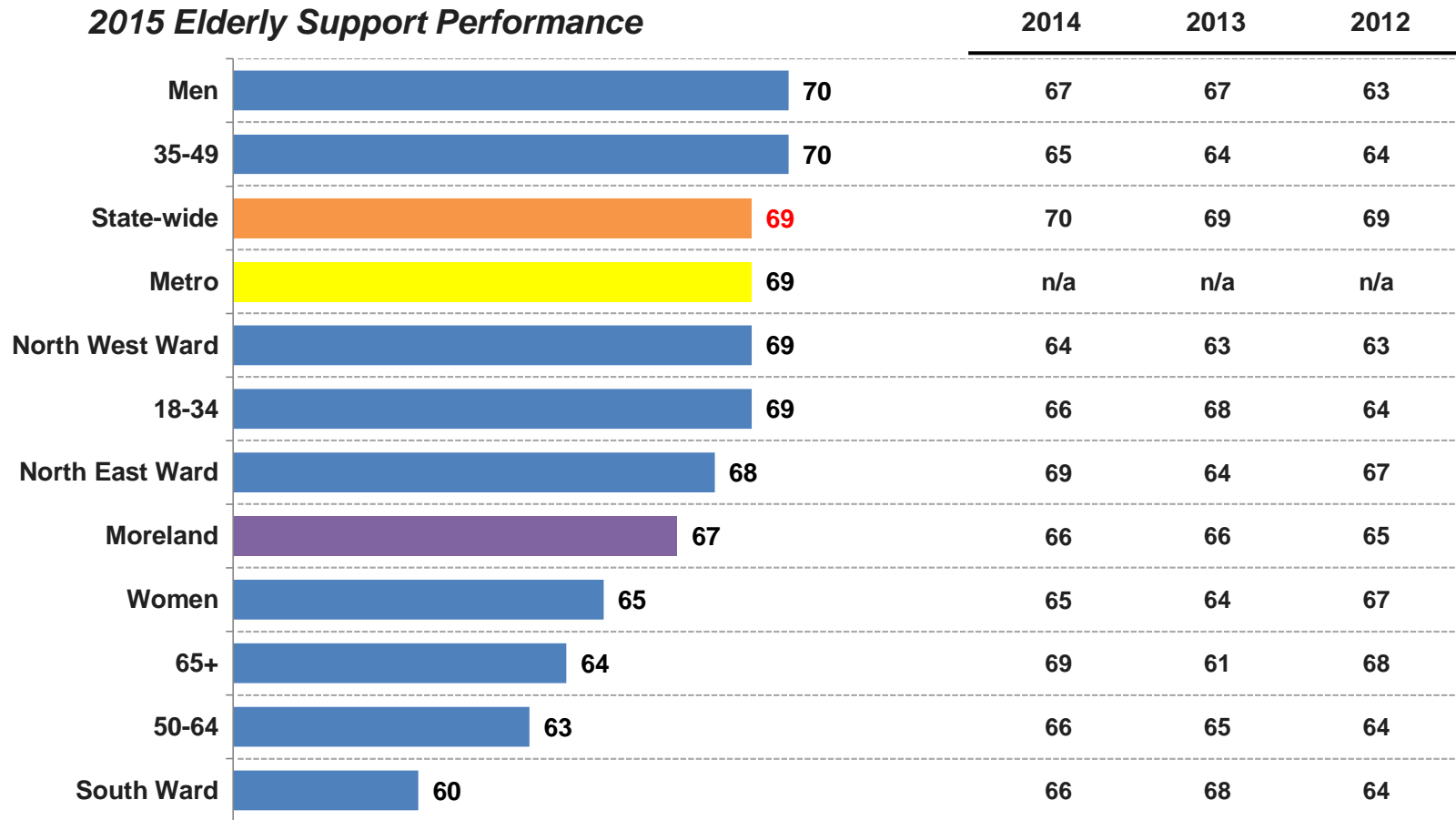
2015 FAMILY SUPPORT SERVICES PERFORMANCE DETAILED PERCENTAGES

2015 Family Support Performance



Q2. How has Council performed on 'Family Support Services' over the last 12 months?
Base: All respondents. Councils asked State-wide: 37 Councils asked group: 12

2015 ELDERLY SUPPORT SERVICES PERFORMANCE INDEX SCORES



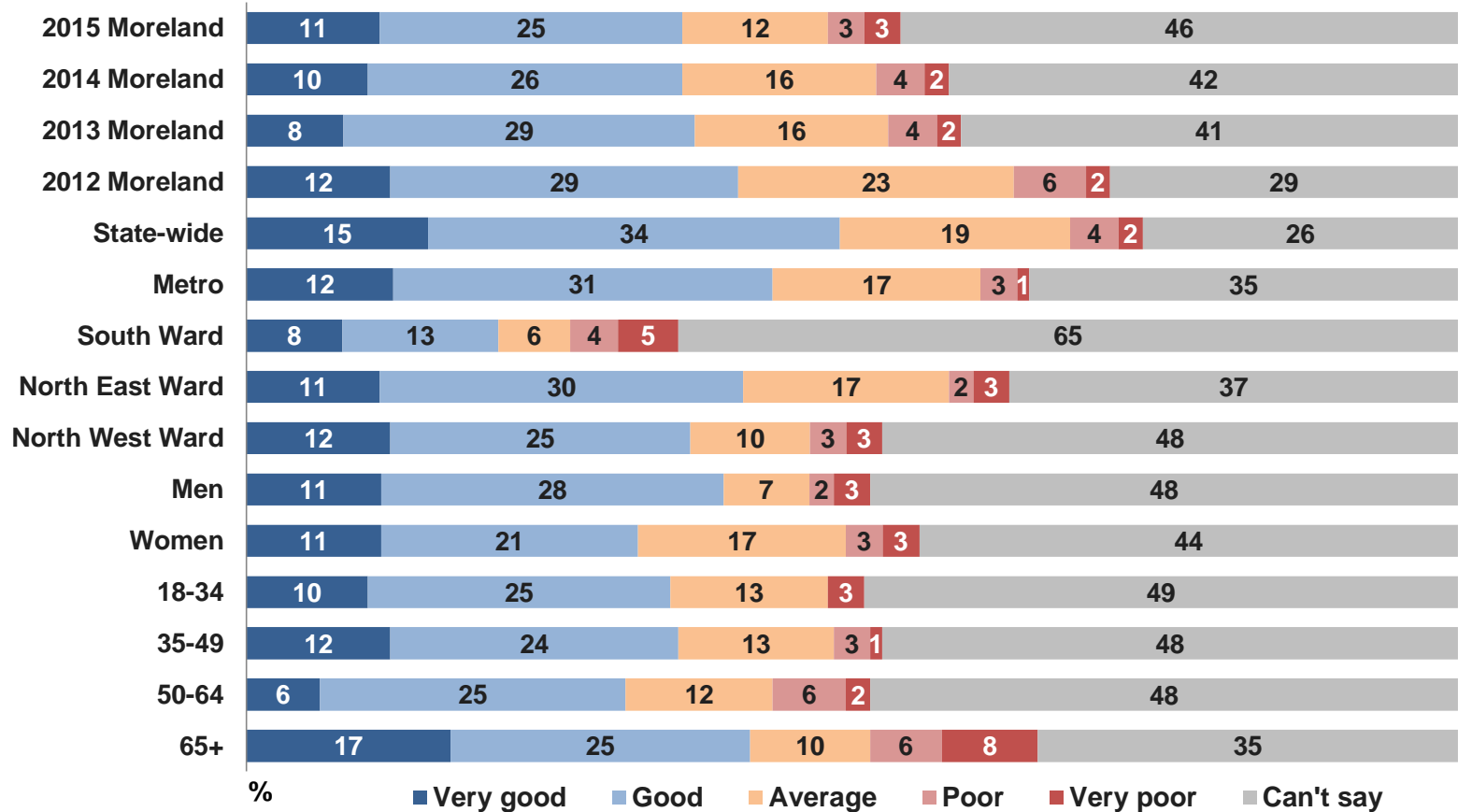
Q2. How has Council performed on 'Elderly Support Services' over the last 12 months?

Base: All respondents. Councils asked State-wide: 40 Councils asked group: 12

Note: Please see slide 5 for explanation about significant differences

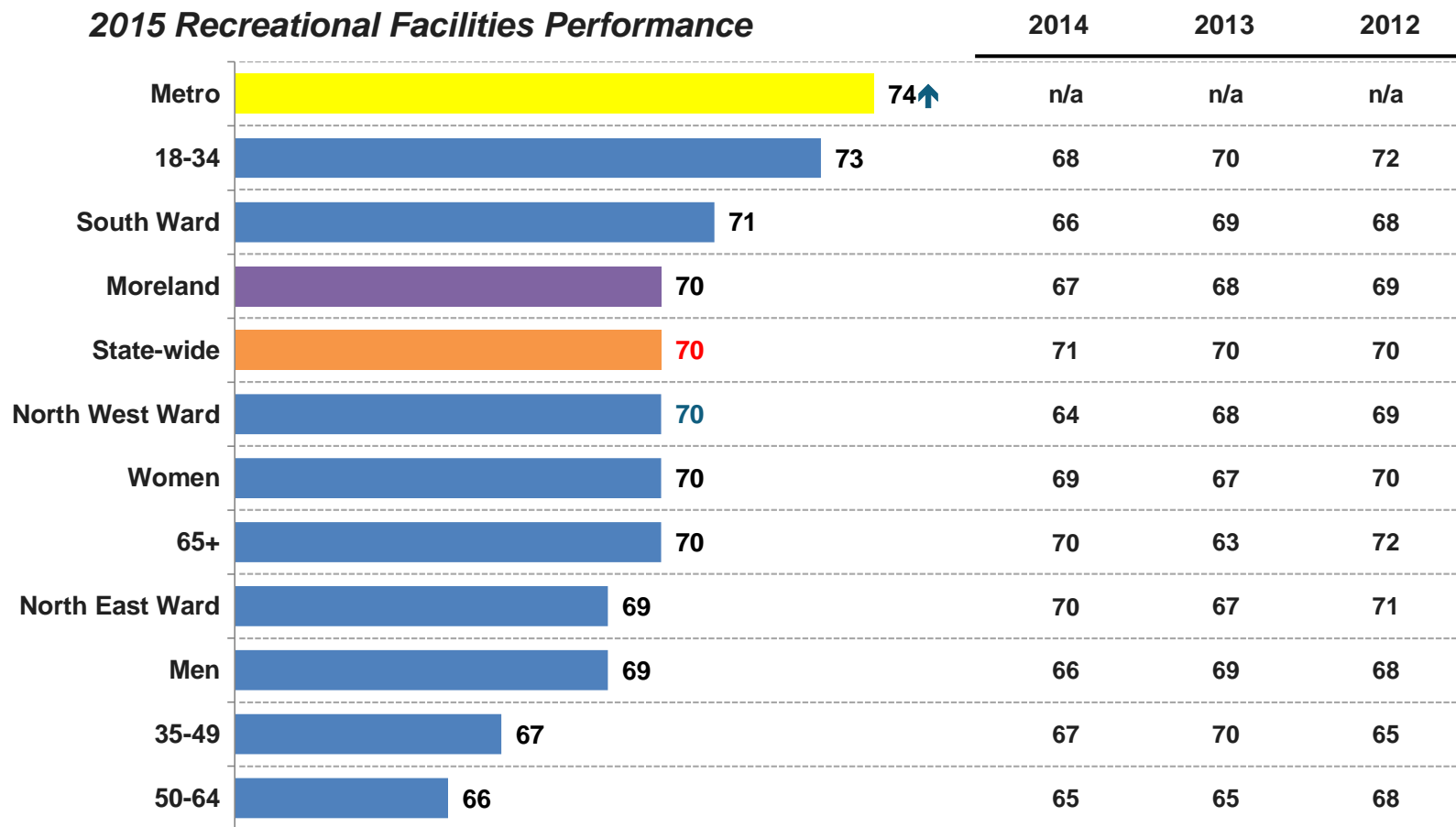
2015 ELDERLY SUPPORT SERVICES PERFORMANCE DETAILED PERCENTAGES

2015 Elderly Support Performance



Q2. How has Council performed on 'Elderly Support Services' over the last 12 months?
Base: All respondents. Councils asked State-wide: 40 Councils asked group: 12

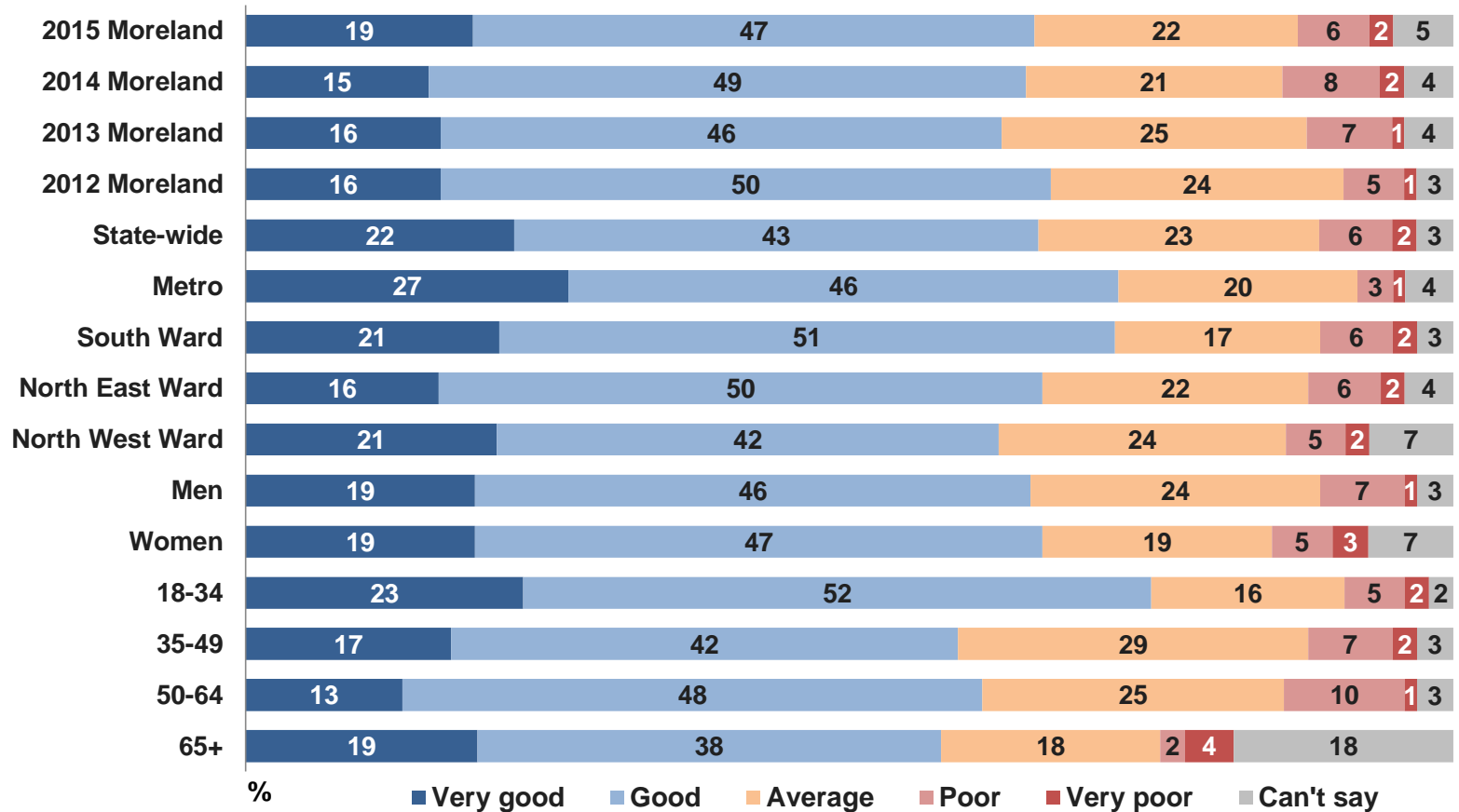
2015 RECREATIONAL FACILITIES PERFORMANCE INDEX SCORES



Q2. How has Council performed on 'Recreational Facilities' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 47 Councils asked group: 13
 Note: Please see slide 5 for explanation about significant differences

2015 RECREATIONAL FACILITIES PERFORMANCE DETAILED PERCENTAGES

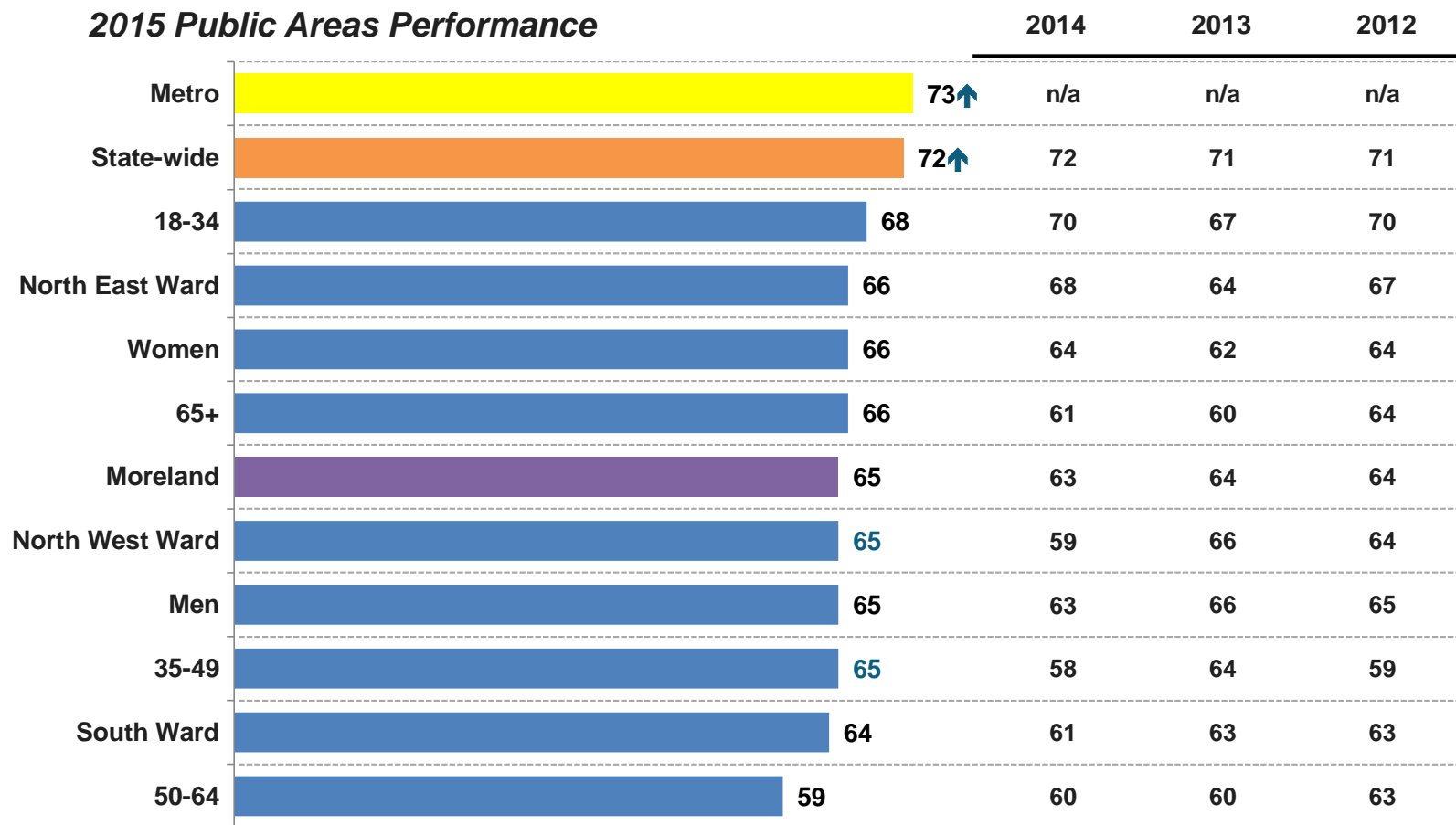
2015 Recreational Facilities Performance



Q2. How has Council performed on 'Recreational Facilities' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 47 Councils asked group: 13

2015 THE APPEARANCE OF PUBLIC AREAS PERFORMANCE INDEX SCORES

2015 Public Areas Performance



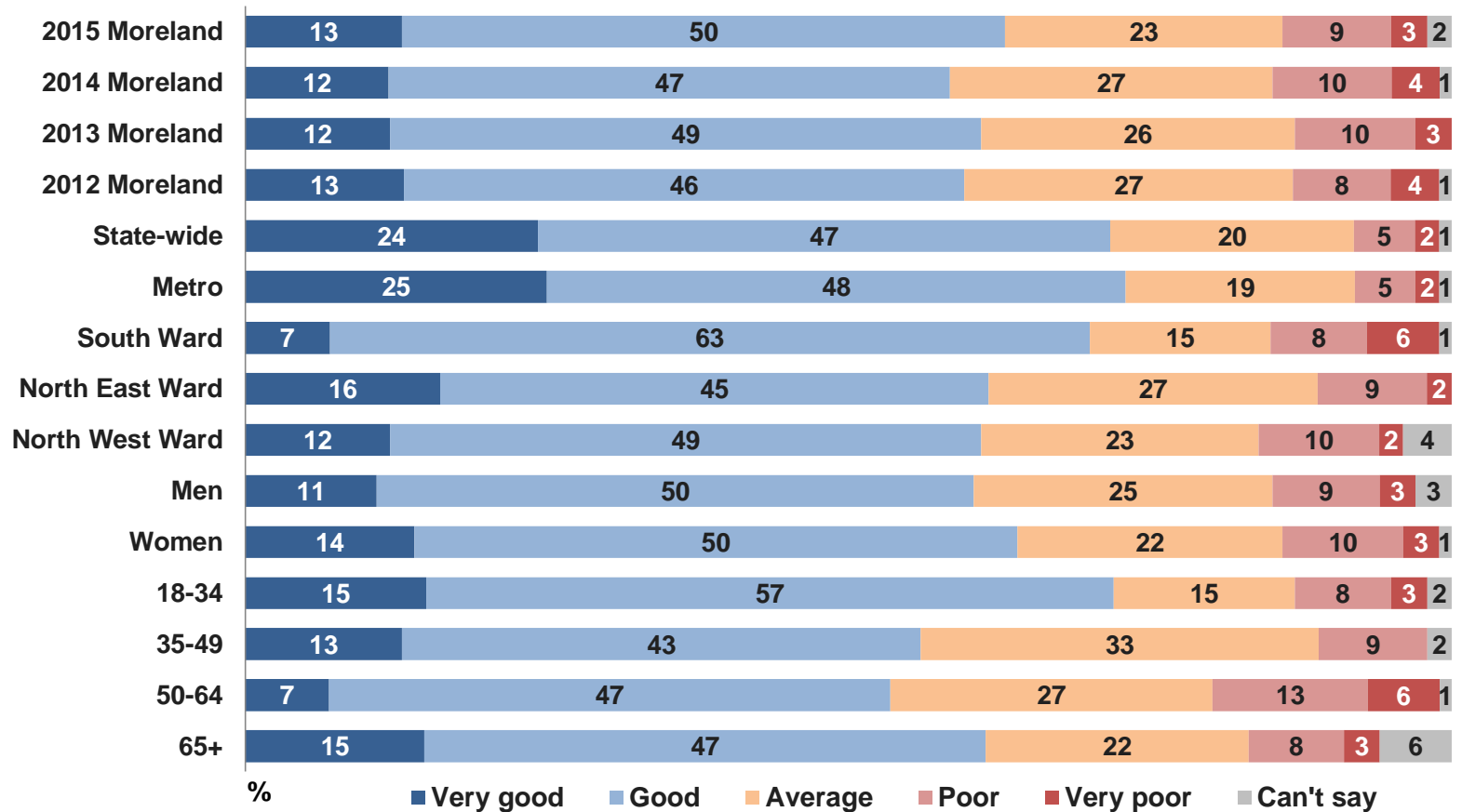
Q2. How has Council performed on 'The appearance of public areas' over the last 12 months?

Base: All respondents. Councils asked State-wide: 42 Councils asked group: 12

Note: Please see slide 5 for explanation about significant differences

2015 THE APPEARANCE OF PUBLIC AREAS PERFORMANCE DETAILED PERCENTAGES

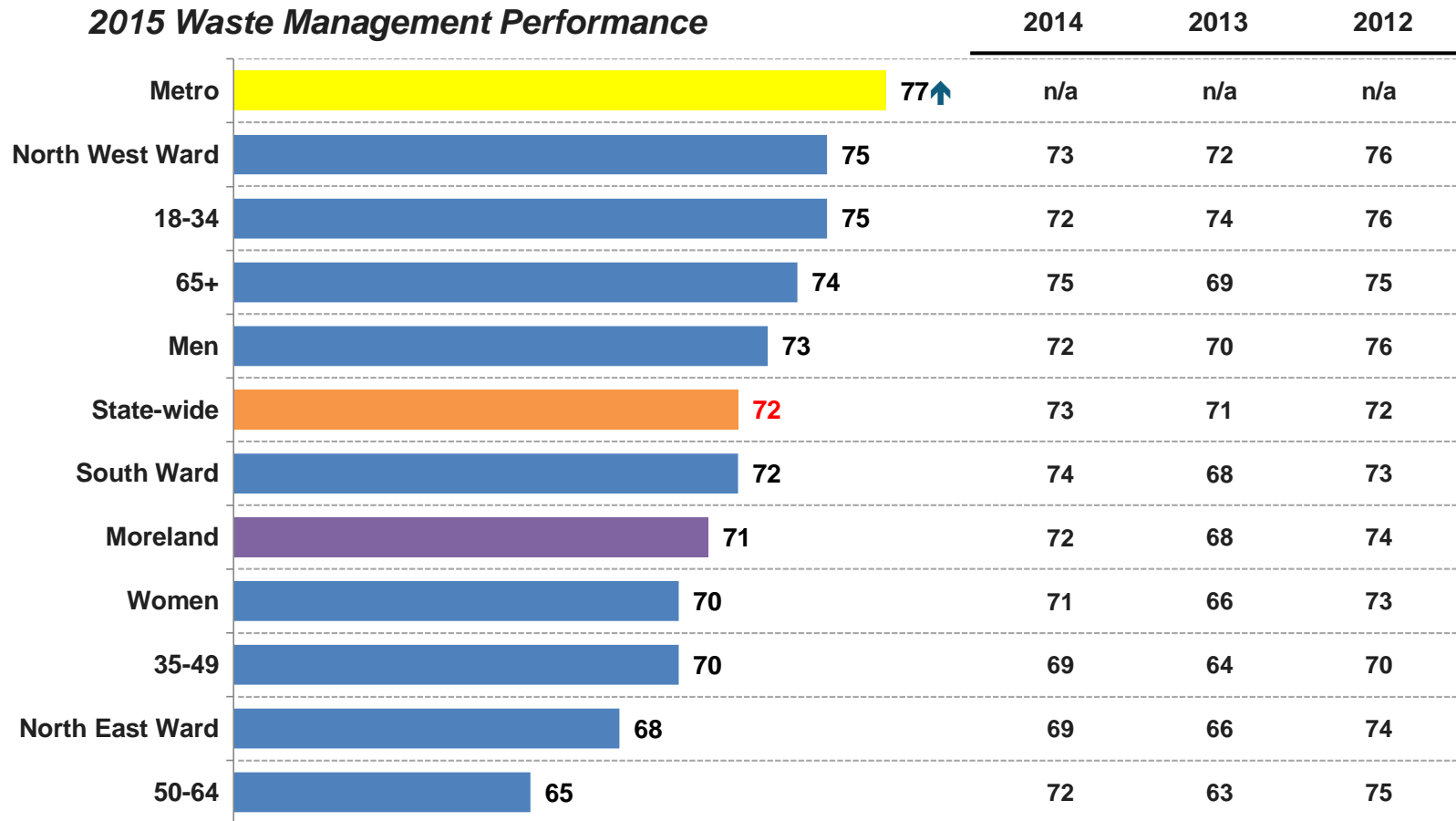
2015 Public Areas Performance



Q2. How has Council performed on 'The appearance of public areas' over the last 12 months?
Base: All respondents. Councils asked State-wide: 42 Councils asked group: 12

2015 WASTE MANAGEMENT PERFORMANCE INDEX SCORES

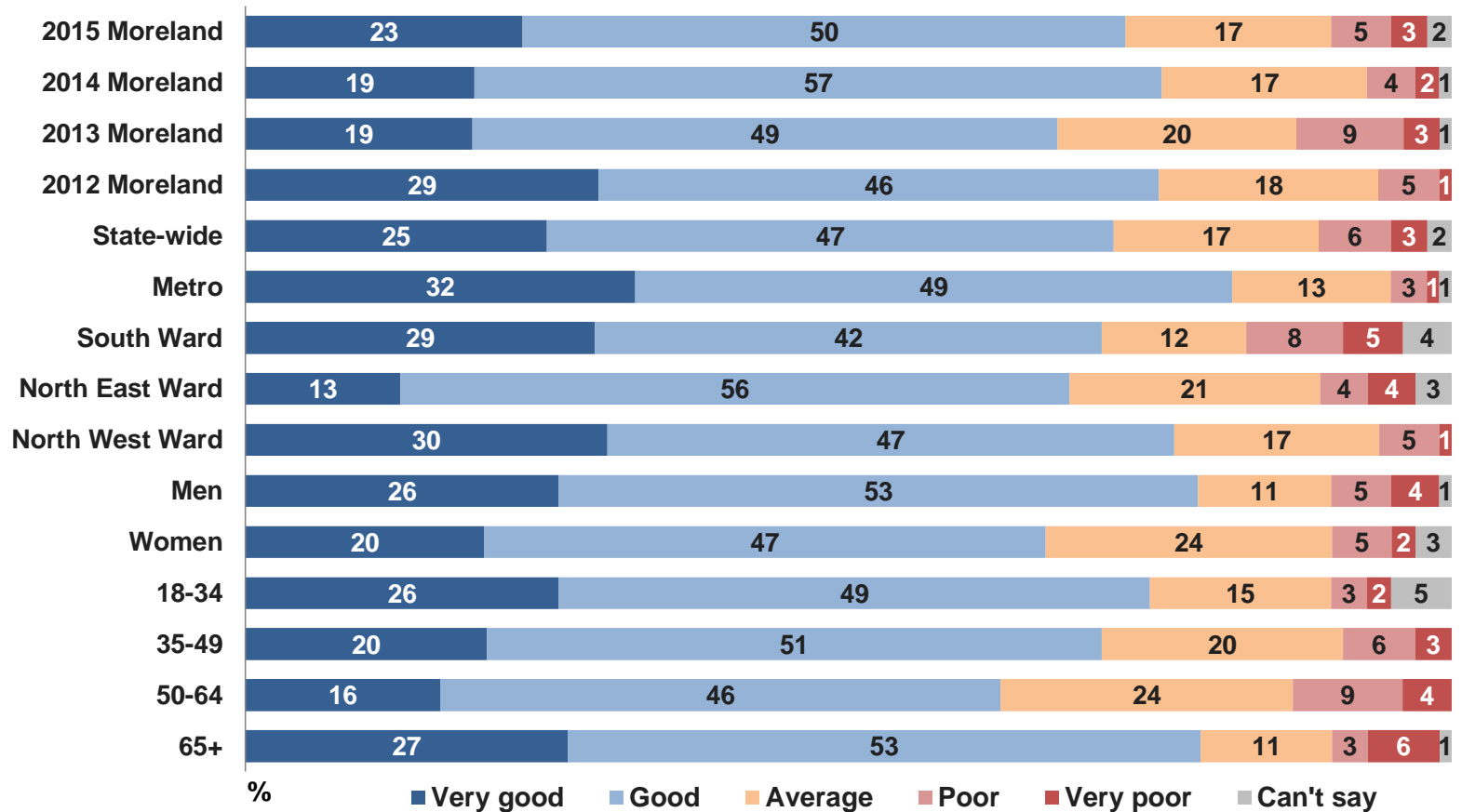
2015 Waste Management Performance



Q2. How has Council performed on 'Waste Management' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 45 Councils asked group: 13
 Note: Please see slide 5 for explanation about significant differences

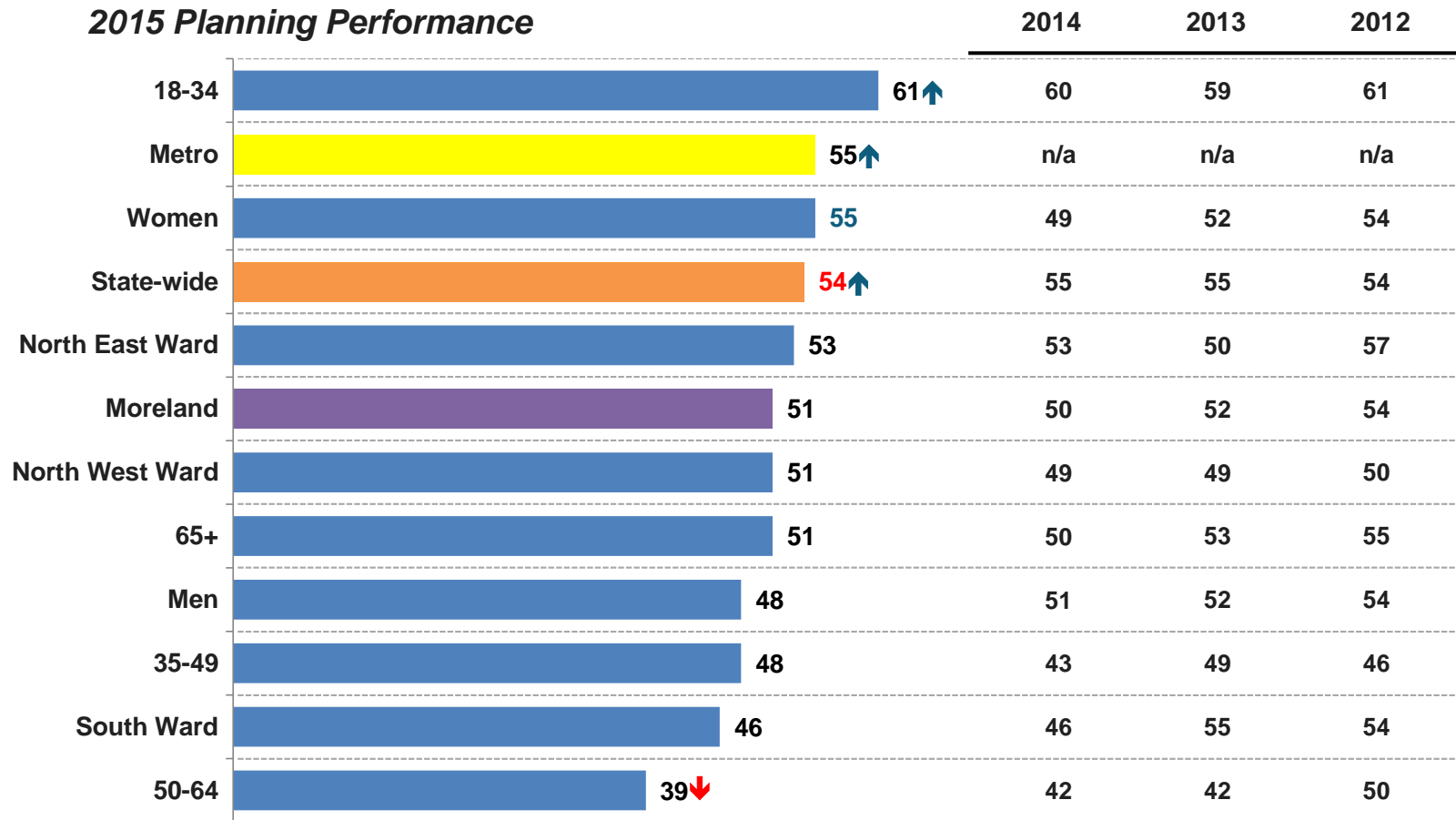
2015 WASTE MANAGEMENT PERFORMANCE DETAILED PERCENTAGES

2015 Waste Management Performance



Q2. How has Council performed on 'Waste Management' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 45 Councils asked group: 13

2015 COUNCIL'S GENERAL TOWN PLANNING POLICY PERFORMANCE INDEX SCORES



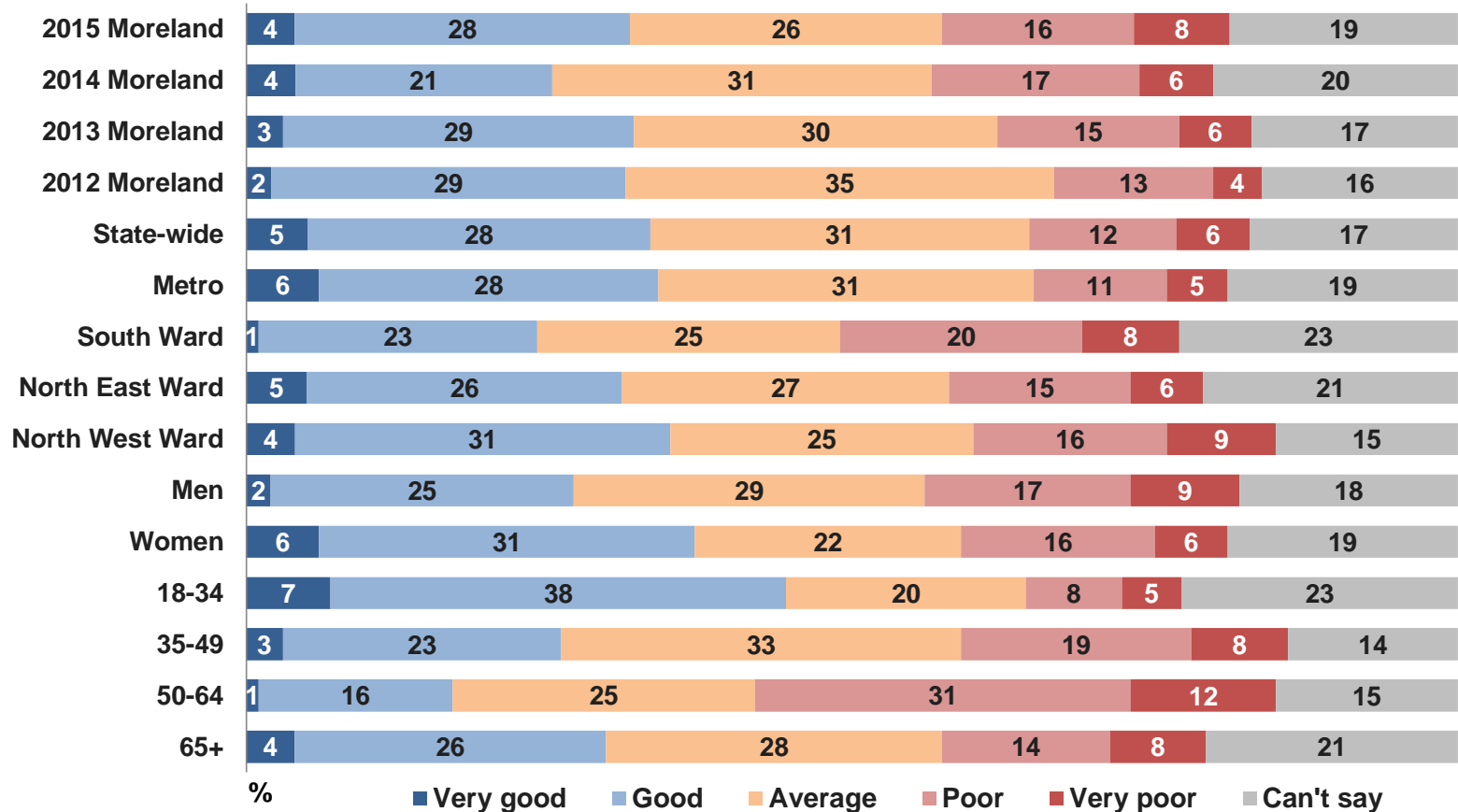
Q2. How has Council performed on 'Council's general town planning policy' over the last 12 months?

Base: All respondents. Councils asked State-wide: 31 Councils asked group: 9

Note: Please see slide 5 for explanation about significant differences

2015 COUNCIL'S GENERAL TOWN PLANNING POLICY PERFORMANCE DETAILED PERCENTAGES

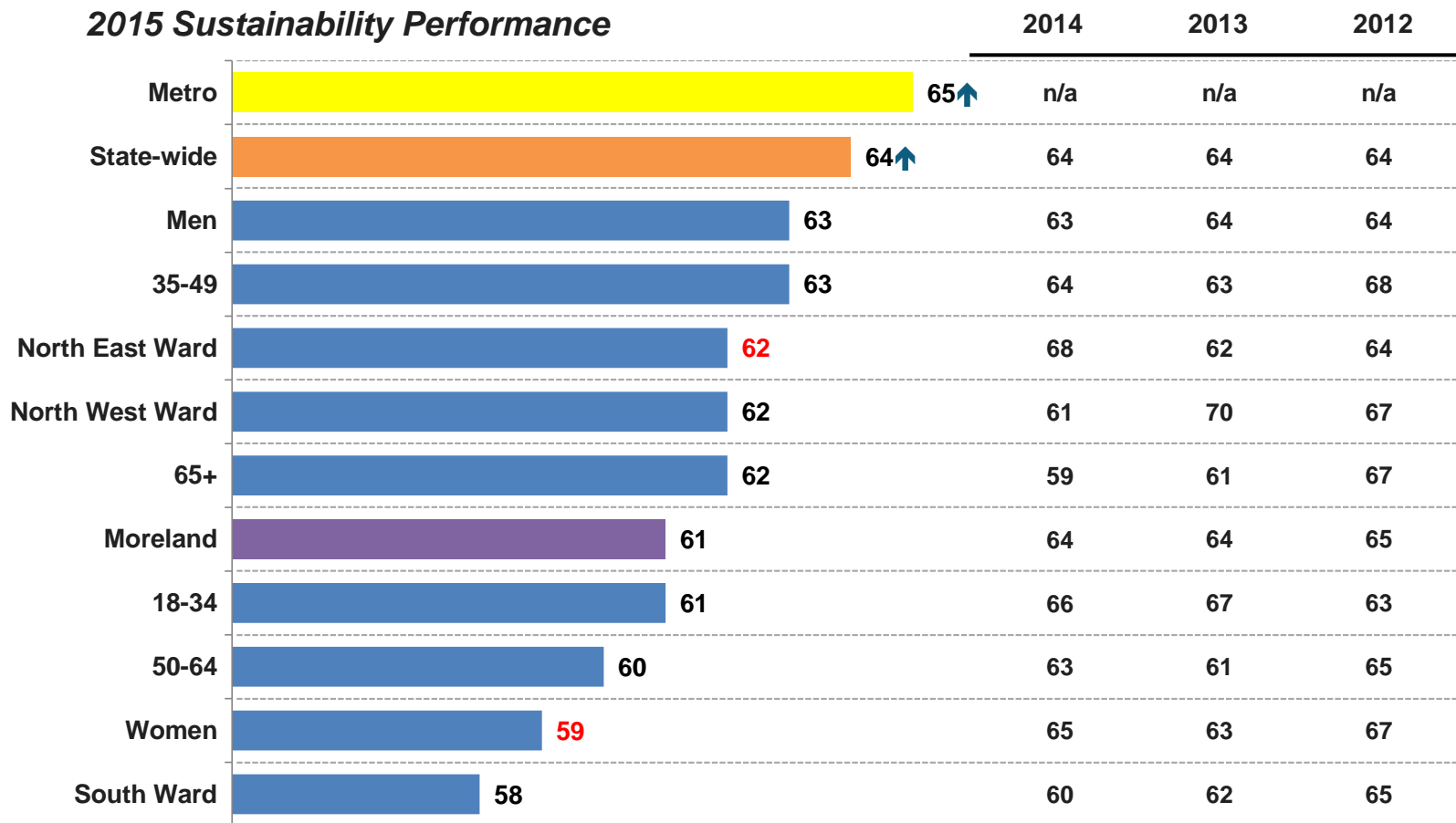
2015 Planning Performance



Q2. How has Council performed on 'Council's general town planning policy' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 31 Councils asked group: 9

2015 ENVIRONMENTAL SUSTAINABILITY PERFORMANCE INDEX SCORES

2015 Sustainability Performance



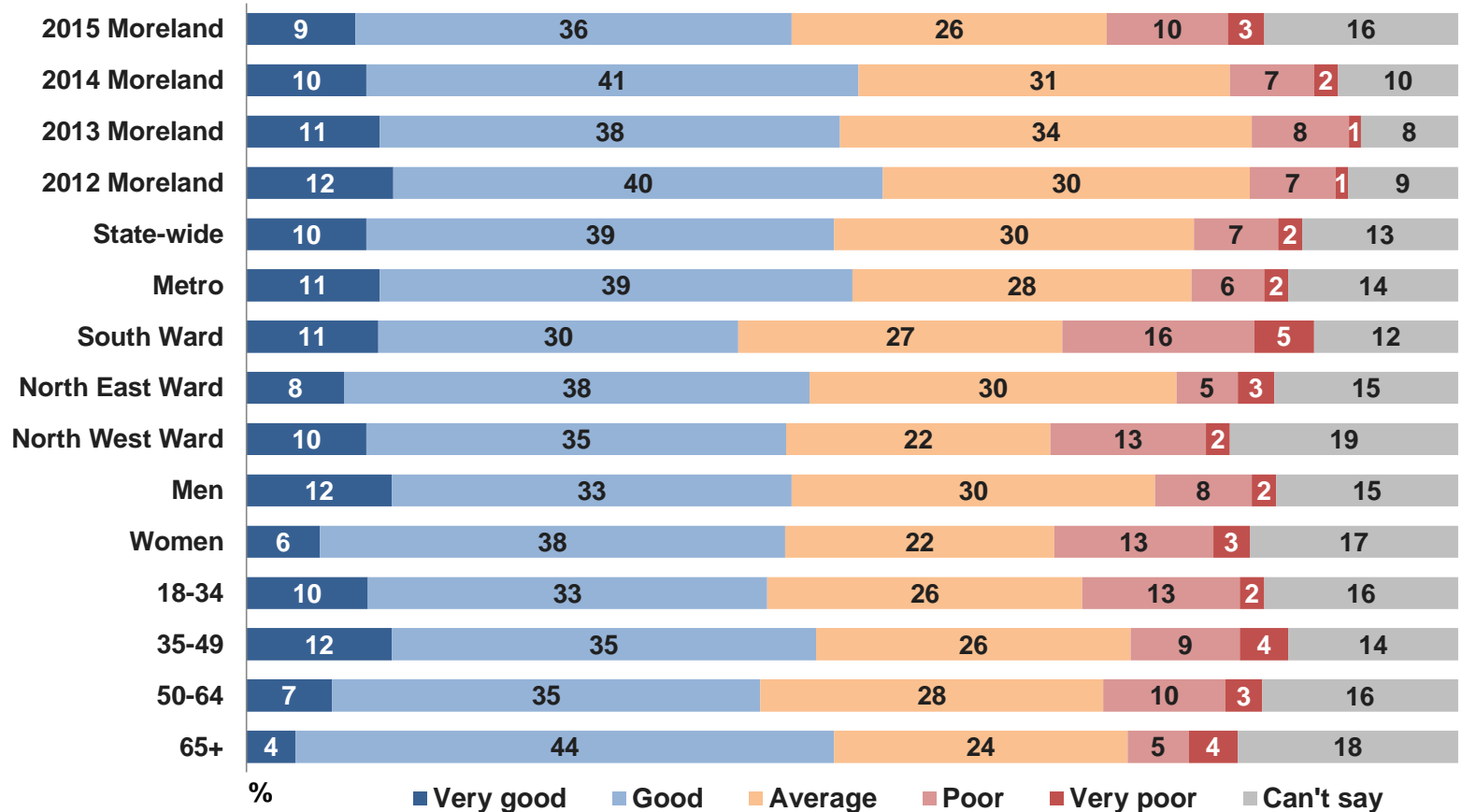
Q2. How has Council performed on 'Environmental Sustainability' over the last 12 months?

Base: All respondents. Councils asked State-wide: 29 Councils asked group: 12

Note: Please see slide 5 for explanation about significant differences

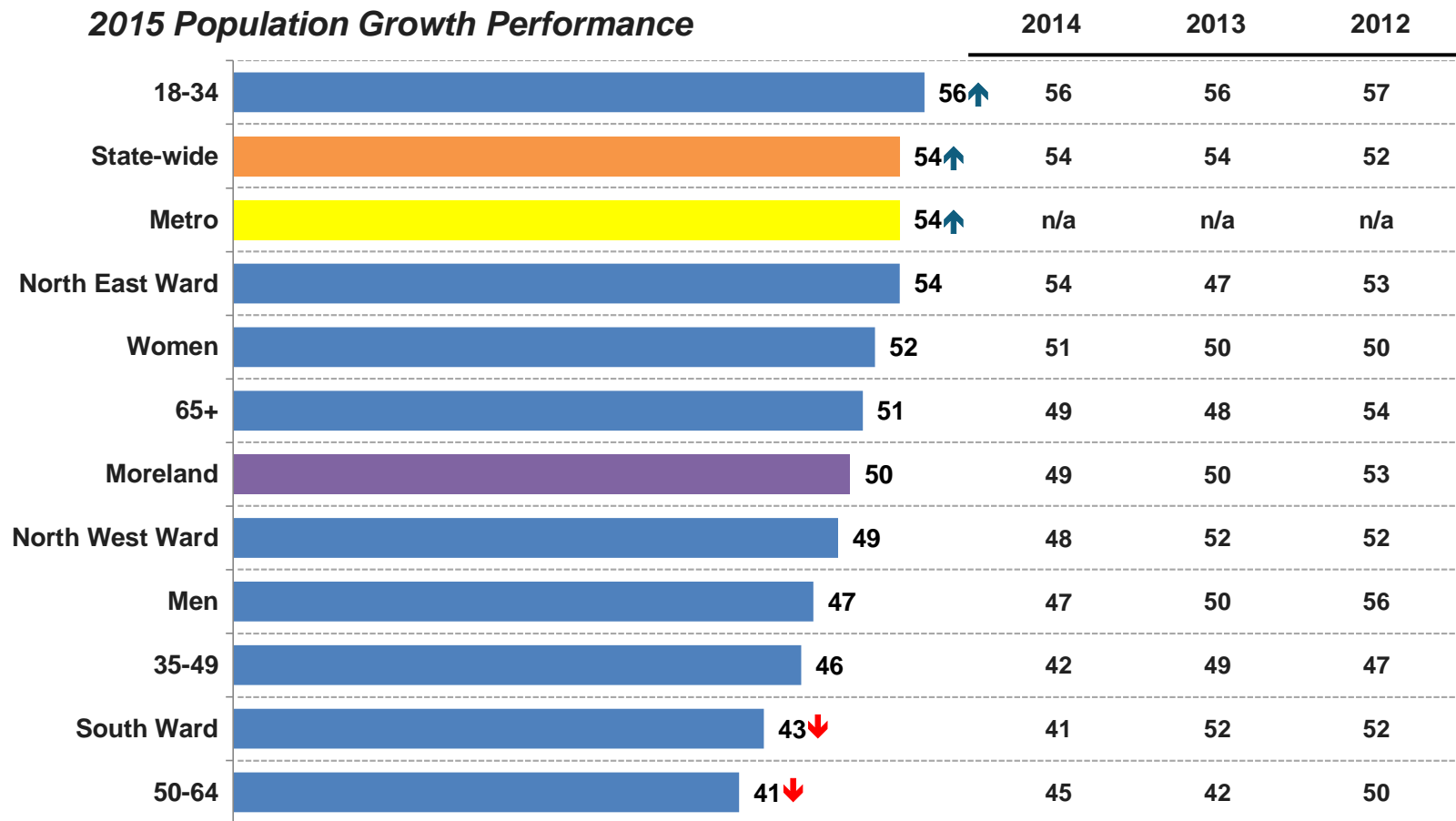
2015 ENVIRONMENTAL SUSTAINABILITY PERFORMANCE DETAILED PERCENTAGES

2015 Sustainability Performance



Q2. How has Council performed on 'Environmental Sustainability' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 29 Councils asked group: 12

2015 PLANNING FOR POPULATION GROWTH IN THE AREA PERFORMANCE INDEX SCORES



Q2. How has Council performed on 'Planning for population growth in the area' over the last 12 months?

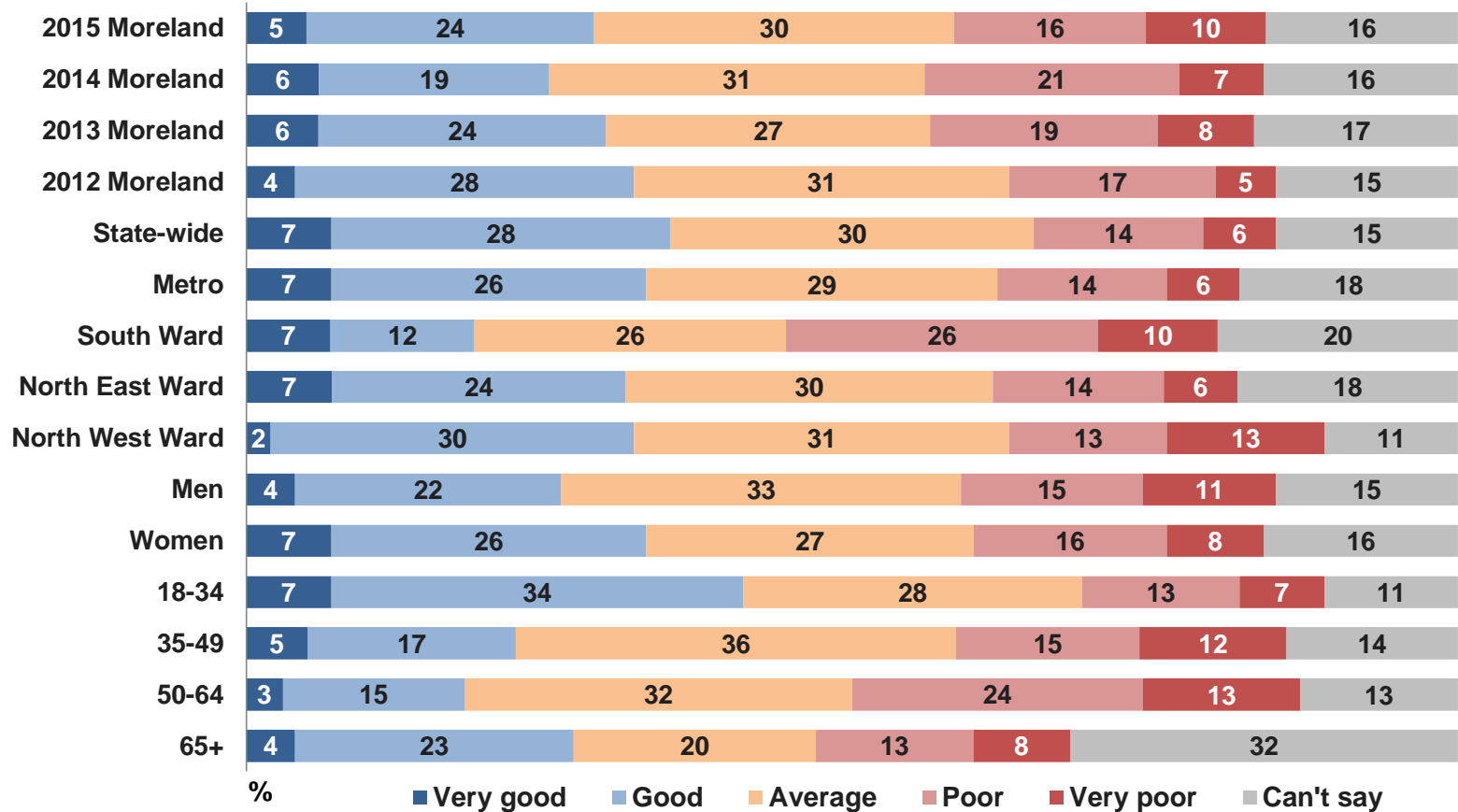
Base: All respondents. Councils asked State-wide: 7 Councils asked group: 16

Note: Please see slide 5 for explanation about significant differences

2015 PLANNING FOR POPULATION GROWTH IN THE AREA

PERFORMANCE DETAILED PERCENTAGES

2015 Population Growth Performance



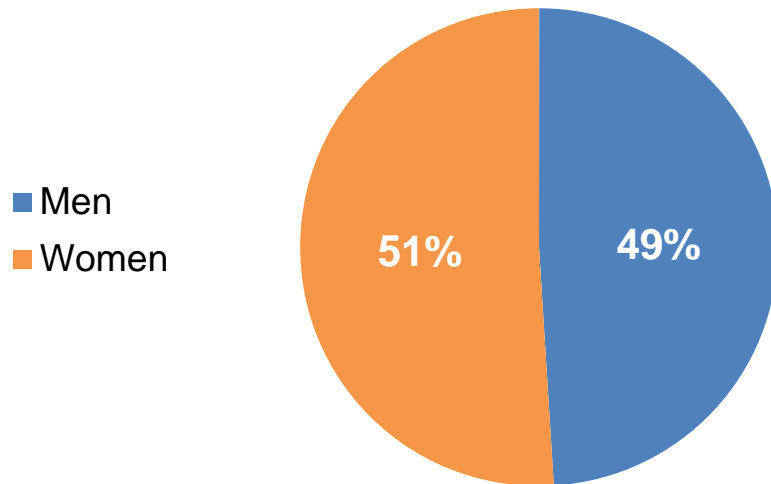
Q2. How has Council performed on 'Planning for population growth in the area' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 7 Councils asked group: 16

A satellite night view of the United States, showing a dense network of roads and city lights. The text "DETAILED DEMOGRAPHICS" is overlaid in white, bold, sans-serif font on the left side of the map.

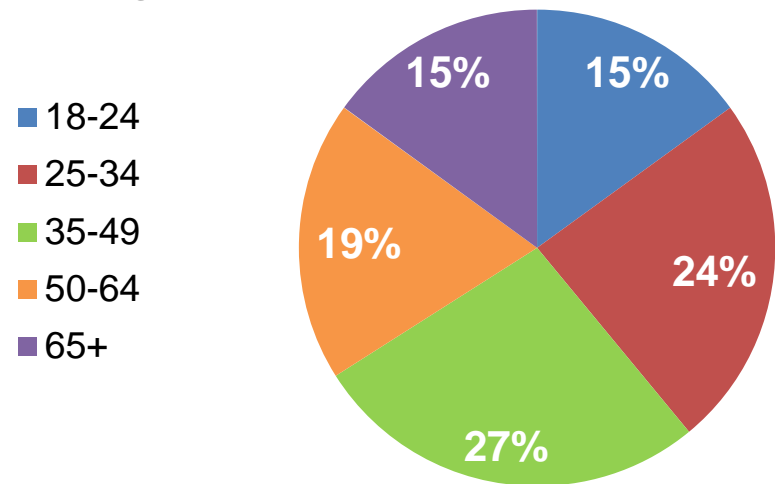
DETAILED DEMOGRAPHICS

2015 GENDER AND AGE PROFILE

Gender



Age



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

S3. [Record gender] / S4. To which of the following age groups do you belong?
 Base: All respondents. Councils asked State-wide: 69 Councils asked group: 17



**APPENDIX A:
DETAILED SURVEY TABULATIONS**

AVAILABLE IN SUPPLIED EXCEL FILE

A satellite night view of the United States, showing the glowing city lights and road networks across the continent. The text is overlaid on the left side of the image.

**APPENDIX B:
FURTHER PROJECT INFORMATION**

APPENDIX B: BACKGROUND AND OBJECTIVES

The survey was revised in 2012. As a result:

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

As such, the results of the 2012 State-wide Local Government Community Satisfaction Survey should be considered as a benchmark. Please note that comparisons should not be made with the State-wide Local Government Community Satisfaction Survey results from 2011 and prior due to the methodological and sampling changes. **Comparisons in the period 2012-2015 have been made throughout this report as appropriate.**

APPENDIX B: MARGINS OF ERROR

The sample size for the 2015 State-wide Local Government Community Satisfaction Survey for Moreland City Council was n=400. Unless otherwise noted, this is the total sample base for all reported charts and tables.

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

Maximum margins of error are listed in the table below, based on a population of 130,000 people aged 18 years or over for Moreland City Council, according to ABS estimates.

Demographic	Actual survey sample size	Weighted base	Maximum margin of error at 95% confidence interval
Moreland City Council	400	400	+/-4.9
Men	167	195	+/-7.6
Women	233	205	+/-6.4
South Ward	75	72	+/-11.4
North East Ward	160	163	+/-7.8
North West Ward	165	166	+/-7.6
18-34 years	61	154	+/-12.6
35-49 years	82	108	+/-10.9
50-64 years	141	77	+/-8.3
65+ years	116	61	+/-9.1

APPENDIX B: ANALYSIS AND REPORTING

All participating councils are listed in the State-wide report published on the DELWP website. In 2015, 69 of the 79 Councils throughout Victoria participated in this survey. For consistency of analysis and reporting across all projects, Local Government Victoria has aligned its presentation of data to use standard council groupings. Accordingly, the council reports for the community satisfaction survey provide analysis using these standard council groupings. Please note that councils participating in 2012, 2013 and 2014 vary slightly to those participating in 2015.

Council Groups

Moreland City Council is classified as a Metro council according to the following classification list:

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

Councils participating in the Metro group are: Banyule, Bayside, Boroondara, Brimbank, Glen Eira, Greater Dandenong, Frankston, Kingston, Knox, Manningham, Maroondah, Melbourne, Monash, Moonee Valley, Moreland, Port Phillip and Stonnington.

Wherever appropriate, results for Moreland City Council for this 2015 State-wide Local Government Community Satisfaction Survey have been compared against other participating councils in the Metro group and on a State-wide basis. Please note however, that council groupings have changed for 2015. As such, comparisons to previous council group results can not be made within the reported charts. For comparisons with previous groupings, please contact JWS Research.

APPENDIX B: ANALYSIS AND REPORTING

Index Scores

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

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

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

APPENDIX B: ANALYSIS AND REPORTING

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

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

APPENDIX B: INDEX SCORE SIGNIFICANT DIFFERENCE CALCULATION

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

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

Where:

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

All figures can be sourced from the detailed cross tabulations.

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

APPENDIX B: ANALYSIS AND REPORTING

Core, Optional and Tailored Questions

Over and above necessary geographic and demographic questions required to ensure sample representativeness, a base set of questions for the 2015 State-wide Local Government Community Satisfaction Survey was designated as ‘Core’ and therefore compulsory inclusions for all participating Councils.

These core questions comprised:

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

Reporting of results for these core questions can always be compared against other participating councils in the council group and against all participating councils State-wide. Alternatively, some questions in the 2015 State-wide Local Government Community Satisfaction Survey were optional. Councils also had the ability to ask tailored questions specific only to their council.

APPENDIX B: ANALYSIS AND REPORTING

Reporting

Every council that participated in the 2015 State-wide Local Government Community Satisfaction Survey receives a customised report. In addition, the state government is supplied with a State-wide summary report of the aggregate results of 'Core' and 'Optional' questions asked across all council areas surveyed.

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

The Overall State-wide Local Government Community Satisfaction Report is available at www.localgovernment.vic.gov.au.

APPENDIX B:

GLOSSARY OF TERMS

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

CSS: 2015 Victorian Local Government Community Satisfaction Survey.

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

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

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

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

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

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

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

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

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

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

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