

**LOCAL GOVERNMENT COMMUNITY SATISFACTION SURVEY
MANNINGHAM CITY COUNCIL
2016 RESEARCH REPORT**

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



J W S R E S E A R C H

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BACKGROUND AND OBJECTIVES

Welcome to the report of results and recommendations for the 2016 State-wide Local Government Community Satisfaction Survey for Manningham 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 Manningham 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 Manningham City Council.

Survey sample matched to the demographic profile of Manningham 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 Manningham City Council, particularly younger people.

A total of n=400 completed interviews were achieved in Manningham City Council. Survey fieldwork was conducted in the period of 1st February – 30th March, 2016.

The 2016 results are compared with previous years, as detailed below:

- 2015, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2014, n=401 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 Manningham 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

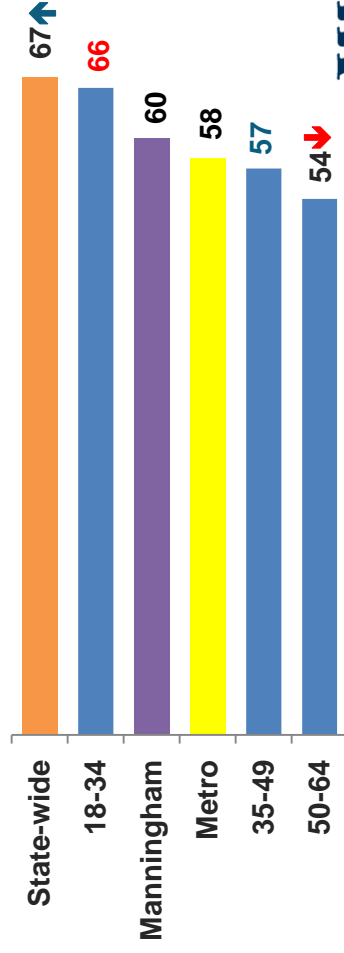
Within tables and index score charts throughout this report, statistically significant differences at the 95% confidence level are represented by upward directing blue and downward directing red arrows. Significance when noted indicates a significantly higher or lower result for the analysis group in 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 2015. 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 2015.
- The result among 18-34 year olds in the council is significantly lower than the result achieved among this group in 2015.

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 2016 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on (03) 8685 8555.

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

KEY FINDINGS & RECOMMENDATIONS

KEY FINDINGS AND RECOMMENDATIONS

- **Across most core and individual service measures, performance was either stable or declined** compared to 2015 results. Although there were no significant improvements in 2016, the results are generally higher than the State-wide council averages.
 - With regards to **core measures, Overall Performance** (index score of 65), **Sealed Local Roads** (64), **Advocacy** (54) and **Overall Council Direction** (50) experienced *significant* declines in the past year, dropping between three and four index points. **Customer Service** (72) and **Community Decisions** (57) saw the next biggest declines, though not significant, dropping two and three points respectively over the past year.
 - The only core measure to **maintain its 2015 level** was **Community Consultation** (58).
- Whilst performance ratings on core measures had previously been out front of **group averages** for other Metropolitan councils, Manningham’s ratings are now up to five points behind Metropolitan averages on core measures, with the exception being **Community Consultation** (58), which is equal to Metropolitan averages.

KEY FINDINGS AND RECOMMENDATIONS

- Manningham’s ratings are *significantly* behind Metropolitan averages in performance on **Sealed Local Roads** (index score of 67 to 64) and **Overall Council Direction** (55 to 50).
- However, all of Manningham’s ratings on core measures are ahead of State-wide averages. Core service measures that *significantly* exceed **State-wide averages** are **Overall Performance, Sealed Local Roads, Community Consultation and Making Community Decisions. Overall Council Direction** is the only exception and is one point behind State-wide ratings.
- The **Overall Performance** index score of 65 represents a **significant three point decline** on the 2015 result. Most demographic and geographic cohorts rate Overall Performance lower in 2016, with the exception of **residents aged 35 to 49 years old** who increased their rating by 1 point and **East of Mullum Mullum Creek residents** who *significantly* increased their rating by **10 points**.
 - Male residents and those aged 50 to 64 years were the harshest in their ratings of Council on this measure (64 and 61 respectively), whilst West of Mullum Mullum Creek residents were *significantly* lower than their 2015 ratings (69 index points to 65).

KEY FINDINGS AND RECOMMENDATIONS

- **The most significant decline** in 2016 was a seven point drop on the measure of **Overall Council Direction** (dropping from 57 index points to 50). This measure is also Manningham’s lowest ranking core measure. All demographic and geographic groups declined on their ratings on Council Direction between 2015 and 2016, with the exception being East of Mullum Mullum Creek residents.
 - Women, men, 65+ year olds and West of Mullum Mullum Creek Residents all declined *significantly* on this measure in the last year.
- **Sealed Local Roads** (64) and **Advocacy** (54) saw the next most *significant* declines, both dropping 4 points. Performance ratings on **Sealed Local Roads** experienced a decline across almost all demographic and geographic groups with East of Mullum Mullum Creek Residents again being the only exception.
 - **Advocacy** ratings also saw declines across most demographic and geographic cohorts with 65+ years olds (dropping from 63 index points to 53), women, (59 to 54) and West of Mullum Mullum Creek Residents (59 to 54) all seeing *significant* declines in their ratings.

KEY FINDINGS AND RECOMMENDATIONS

- **Customer Service** is the area where Manningham City Council has **performed most strongly** (index score of 72). A third (34%) rated Council’s Customer Service as ‘very good’, with a further 35% rating Customer Service as ‘good’, generally consistent with 2015. Although performance on this measure dropped two points, the 2016 result is still 3 points above the State-wide average.
- Despite losses, Council is **performing well** on **individual service areas**. Of the three services areas where performance was evaluated in 2016 in addition to core measures, Council received positive ratings (an index score of 60 or higher) on all of them.
 - Council **performs best** on **Waste Management** (index score of 79). Although this is a *significant* decline on the 2015 rating of 82, this score is still *significantly* higher than both Metropolitan and State-wide averages.
 - Council performs **next best** on **Elderly Support Services** (68) and **Environmental Sustainability** (64). Whilst not significant, both ratings have declined slightly between 2015 and 2016.

KEY FINDINGS AND RECOMMENDATIONS

- Consistent with 2015, community decisions (-23) and consultation and engagement (-16), remain the **service areas with the highest disparity** between and perceived importance and performance. While the differential for consultation and engagement has decreased marginally, the **disparity for community decisions** has increased by 3 points to -23.
 - There are also relatively high levels of disparity for **maintenance of sealed roads** (-13) and **Advocacy** (-11).
- The above service areas are areas where residents stated that **importance exceeds rated performance** by more than 10 points and to which Council should pay particular attention.
- Residents are most likely to cite **sealed road maintenance** (12%), **communication** (11%) and **inappropriate development** (10%) as the **key areas for improvement** for Council.

KEY FINDINGS AND RECOMMENDATIONS

- Relatively consistent with last year's results, residents are more in favour of **service cuts** (51%) over a **rate rise** (26%). Another 23% are undecided.
- **East of Mullum Mullum Creek residents generally are the most satisfied resident groups.** These are the groups Council can leverage to understand what is working, in order to further consolidate their positive views of Council.
- Manningham City Council should pay extra attention to areas and cohorts where it is underperforming in comparison with other areas and cohorts.
 - **Manningham residents aged 18 to 34 and 50 to 64 years were generally more critical of Council** in 2016 compared with other resident segments. In addition, residents aged 50 to 64 and 65+ were also below average in their ratings on a number of service areas.

KEY FINDINGS AND RECOMMENDATIONS

Higher results in 2016

- None significant

Lower results in 2016

- Overall performance
- Council direction
- Advocacy
- Waste management
- Sealed local roads

Most favourably disposed towards Council

- East of Mullum Mullum Creek

Least favourably disposed towards Council

- 50-64 year olds
- 18-34 years old



SUMMARY OF FINDINGS

2016 SUMMARY OF CORE MEASURES INDEX SCORE RESULTS

Performance Measures	Manningham 2012	Manningham 2013	Manningham 2014	Manningham 2015	Manningham 2016	Metro 2016	State-wide 2016
OVERALL PERFORMANCE	67	65	66	68	65	66	59
COMMUNITY CONSULTATION (Community consultation and engagement)	59	57	60	58	58	58	54
ADVOCACY (Lobbying on behalf of the community)	58	56	61	58	54	56	53
MAKING COMMUNITY DECISIONS (Decisions made in the interest of the community)	n/a	n/a	59	60	57	59	54
SEALED LOCAL ROADS (Condition of sealed local roads)	n/a	n/a	64	68	64	67	54
CUSTOMER SERVICE	76	76	76	74	72	73	69
OVERALL COUNCIL DIRECTION	53	55	53	57	50	55	51

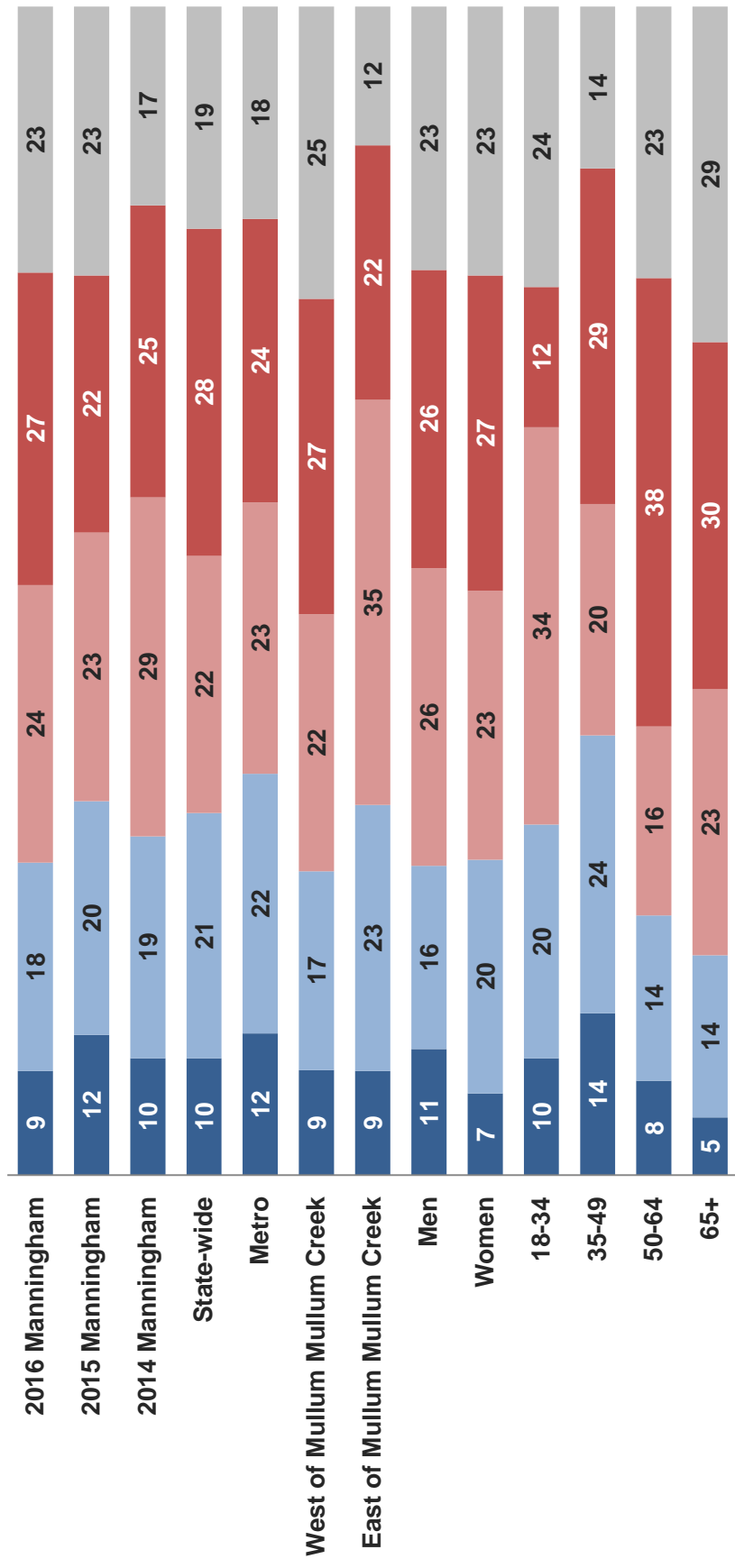
2016 SUMMARY OF CORE MEASURES DETAILED ANALYSIS

Performance Measures	Manningham 2016	vs Manningham 2015	vs Metro 2016	vs State-wide 2016	Highest score	Lowest score
OVERALL PERFORMANCE	65	3 points lower	1 point lower	6 points higher	East of MM Creek	50-64 year olds
COMMUNITY CONSULTATION (Community consultation and engagement)	58	Equal	Equal	4 points higher	East of MM Creek	50-64 year olds
ADVOCACY (Lobbying on behalf of the community)	54	4 points lower	2 points lower	1 point higher	18-34 year olds	50-64 year olds
MAKING COMMUNITY DECISIONS (Decisions made in the interest of the community)	57	3 points lower	2 points lower	3 points higher	East of MM Creek	50-64 year olds
SEALED LOCAL ROADS (Condition of sealed local roads)	64	4 points lower	3 points lower	10 points higher	West of MM Creek, 35-49 year olds and 65+ year olds	East of MM Creek
CUSTOMER SERVICE	72	2 points lower	1 point lower	3 points higher	35-49 year olds	18-34 year olds
OVERALL COUNCIL DIRECTION	50	7 points lower	5 points lower	1 point lower	East of MM Creek	65+ year olds



2016 RATES/SERVICE TRADE OFF DETAILED PERCENTAGES

2016 Rate Rise v Service Cut



■ Definitely prefer rate rise
 ■ Probably prefer rate rise
 ■ Probably prefer service cuts
 ■ Can't say

Q10. If you had to choose, would you prefer to see council rate rises to improve local services OR would you prefer to see cuts in council services to keep council rates at the same level as they are now?
 Base: All respondents. Councils asked state-wide: 21 Councils asked group: 8

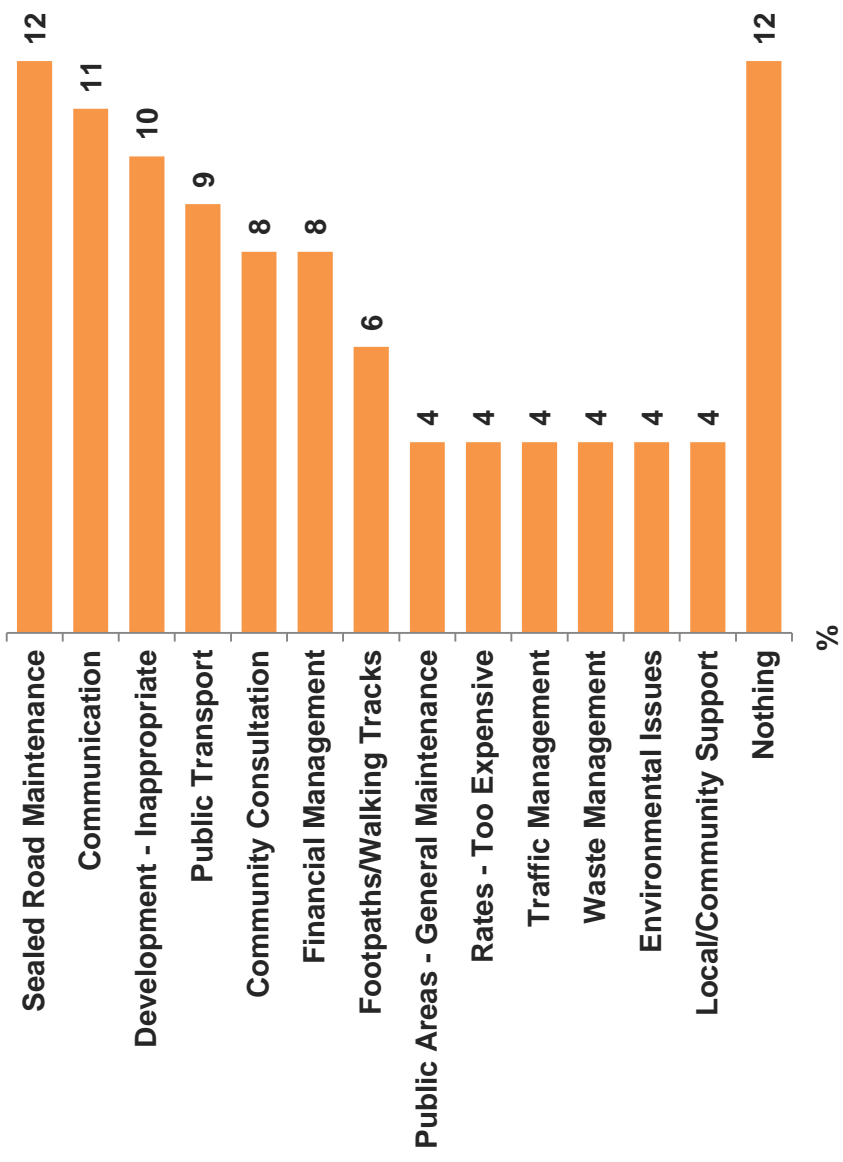




AREAS FOR IMPROVEMENT

2016 SERVICES TO IMPROVE DETAILED PERCENTAGES

2016 Areas for Improvement



Q17. What does Manningham City Council MOST need to do to improve its performance?
 Base: All respondents. Councils asked state-wide: 37 Councils asked group: 12