



Council Performance Monitor

COMMUNITY RESEARCH AND BENCHMARK FINDINGS

City of South Perth



Australian Market Intelligence



CATALYSE

Q4 2003

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Executive summary

Executive summary

In 2003, the City of South Perth joined a local government research syndicate to evaluate and monitor its performance across a range of services & facilities. The syndicate, managed by Australian Market Intelligence and CATALYSE, provides Councils with valid performance measures that can be benchmarked and consistently monitored over time. This report presents the findings from Council's first study, comprising 403 telephone interviews with residents in the City of South Perth.

OVERALL SATISFACTION RATINGS

	<u>Council</u>	<u>Benchmark</u>	<u>Industry Average</u>
Satisfied (6 to 10)	76%	78%	74%
Very satisfied (8, 9 or 10)	40%	44%	39%

INVEST

Communication & consultation

More open processes

These areas are rated very important & received lower satisfaction ratings

CELEBRATE

Weekly rubbish collection

Streetscapes, parks

& sporting grounds

These areas are very important to residents and they are delighted with service levels. Ensure these high service levels are maintained.

Consultation Preferences

93% prefer to be consulted by means of a survey

Self-completion surveys are the most preferred option, followed by telephone or web survey research

Introduction and research method

Introduction and research objectives

Introduction

Community consultation is playing an increasingly important part in local government activities. More importantly, Councils are becoming increasingly aware of the need to respond to community expectations in regard to service delivery. One way to gauge this is by conducting regular community surveys.

While almost half the local governments in the state complete community surveys, the ad-hoc nature of the frequency, depth and method of surveying has thrown doubt on the usefulness of results obtained.

The City of South Perth acknowledges the need for professional and un-biased research into their community's perceptions of Council's performance in delivering its services and facilities. With the growing emphasis on benchmarking and best practice within local government, they recognise the benefits associated with comparing their performance against those of other like municipalities.

To this end, the City of South Perth commissioned Australian Market Intelligence and CATALYSE to undertake their community satisfaction benchmarking survey in 2003. This report details the findings of the research.

Research objectives

The research objectives for the research were to identify the:

- Level of overall satisfaction with Council.
- Community's satisfaction with Council's performance in delivering various services and facilities.
- Perceived level of importance for the various services and facilities provided by Council.
- Performance 'gaps' that exist with the services and facilities provided in context with the level of perceived importance.
- How people source information relating to Council activities, services and facilities.
- Preferred methods for conducting community consultation.
- Readership levels of local newspapers.
- How perceptions vary in the community based on respondent demographics.

Research Method

Population & Sample Size

The population for the purpose of the research was all households within the geographical boundaries of the municipality.

For statistical reliability a sample of 403 households was surveyed from the population. This produced a sampling precision of +/- 4.9% at the 95% confidence interval and provides a robust and statistically reliable sample on which to make considered decisions. The sampling precision also satisfies the level as specified by the Auditor General of Western Australia.

Only one person was interviewed per household. This person had to be over the age of 18 years, and a household bill-payer. This enabled a wide coverage of the population to be achieved with no bias given to any particular area or household.

Questionnaire Design

Australian Market Intelligence & CATALYSE, in close association with Council, developed the survey instrument (the questionnaire). The questionnaire was structured to address each of the research objectives and took around 10 minutes to complete.

A copy of the questionnaire employed in the research is appended to this report.

Data Collection

All data was collected by means of telephone surveys. Interviews were conducted in October 2003 by professionally trained telephone interviewers.

Telephone numbers were randomly generated using an electronic format of the white pages. All households within the population were given an equal probability of being selected. Households were randomly selected throughout the municipality and telephoned by interviewers. When a dialled telephone number was not answered or the appropriate person was not available (away/out, answering machine, etc) these telephone numbers were re-contacted at least three times to ensure each household was given the opportunity to be included in the research.

All interviewing was carried-out in accordance with the requirements of the Federal Privacy Act, and the MRSA Professional Code of Conduct and in strict accordance with IQCA and the ICC / ESOMAR Quality Standards.

The completed questionnaires were checked by trained supervisors to ensure the quality of interviewing was maintained at all times and a minimum of 10% of all completed questionnaires were validated (as required by Market Research Quality Standards).

Research Method

Analysis

Following data collection, each questionnaire was checked, coded and verified before being entered into SPSS. Various analytical techniques were applied to address the research objectives. These techniques included exploratory statistics, descriptive statistics, contingency tabulations and tests of significance.

History

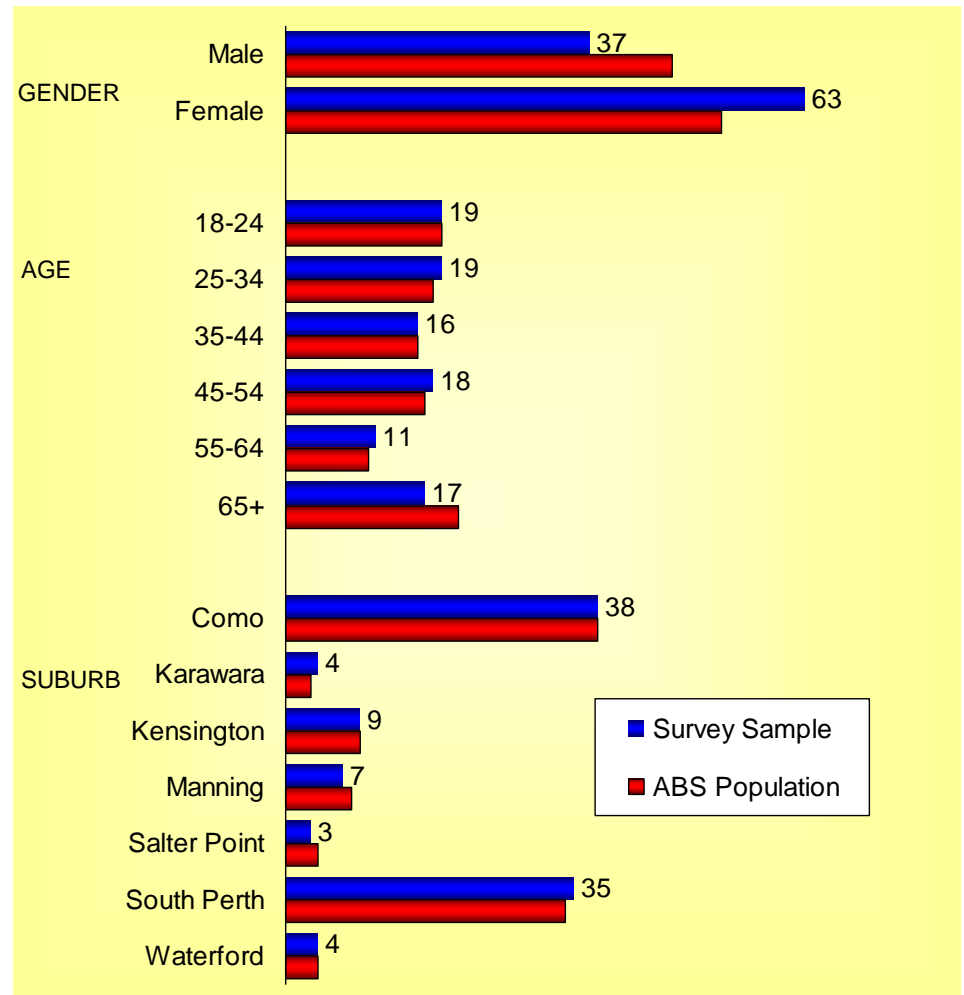
No historical data is available this year. Historical comparisons will be provided in future reports.

Benchmarks

When three or more participating Councils have asked the same question, comparative benchmarks and industry average ratings are provided. Participating Councils to date in 2003 include:

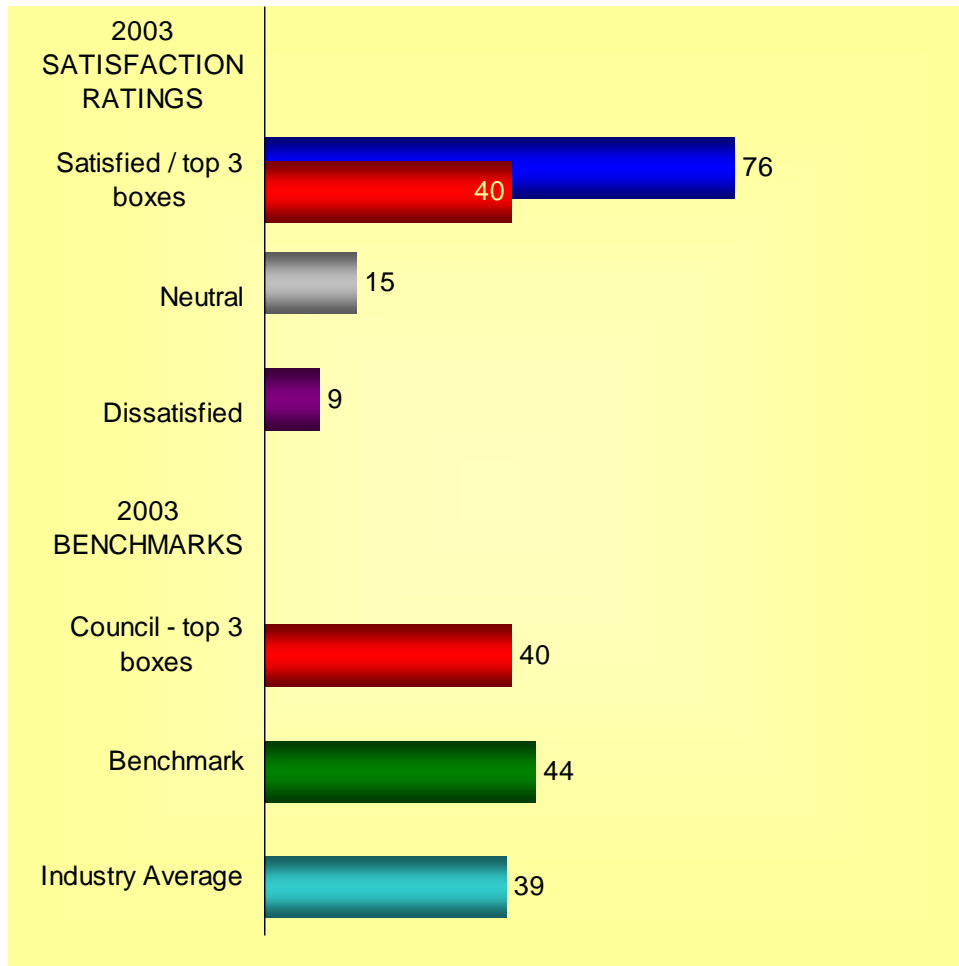
- City of Armadale
- City of Cockburn
- City of Joondalup
- City of Mandurah
- Serpentine-Jarrahdale Shire
- City of South Perth

Sample composition



Overall satisfaction

Overall satisfaction



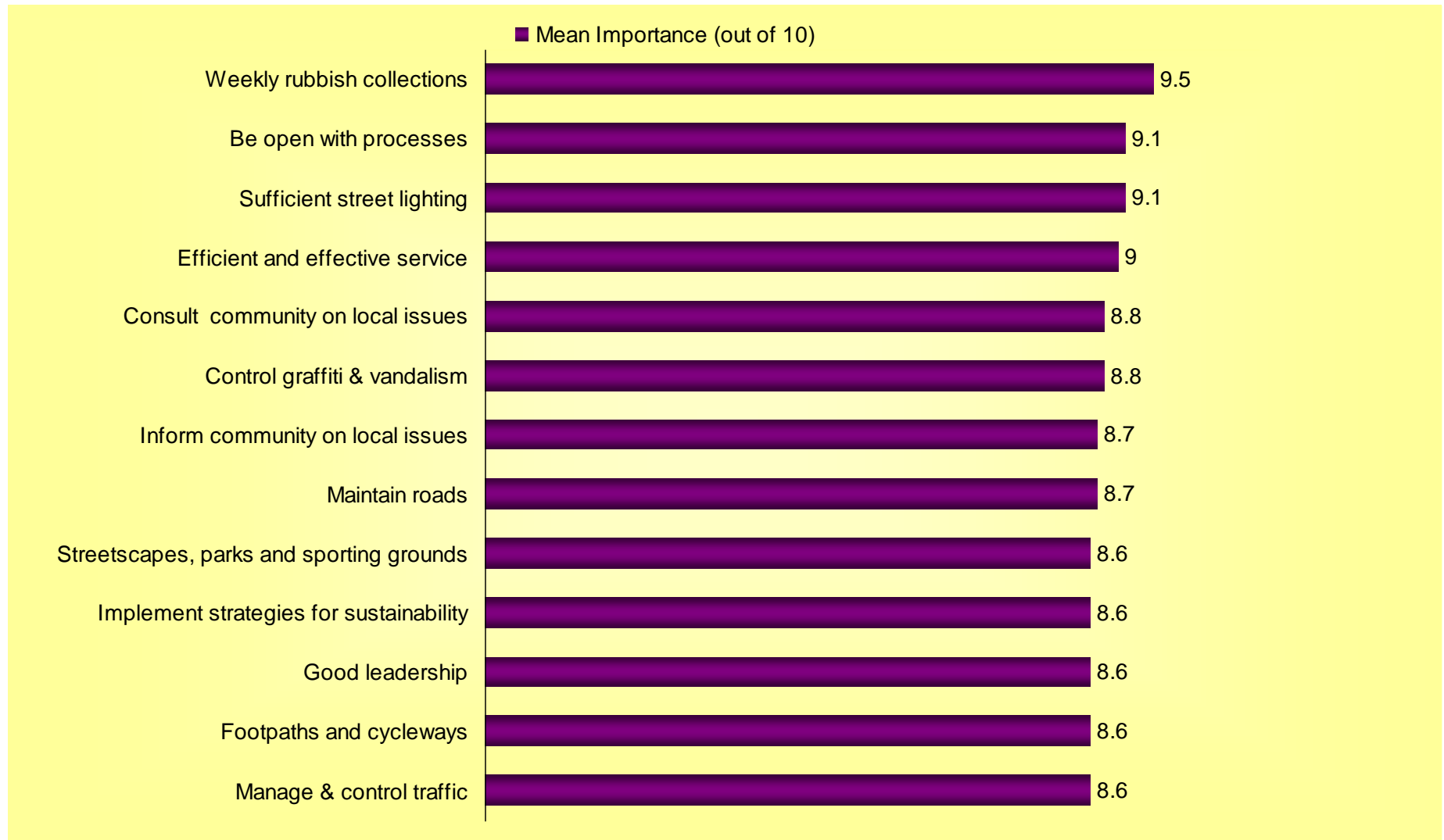
- 76% of respondents are satisfied with the City of South Perth
 - These respondents rate overall satisfaction 6, 7, 8, 9 or 10 out of 10, where 10 is totally satisfied and 1 is totally dissatisfied
- While overall satisfaction is on par with other participating Councils, there is room to improve
 - Mean satisfaction rating = 6.8
 - 9% of residents are dissatisfied
- Respondents with family tend to be the harshest critics
 - 17% of families rated satisfaction 1-4, compared to 3% of younger singles / couples and 9% of older singles / couples



Services & facilities

SATISFACTION & IMPORTANCE RATINGS: AN OVERVIEW

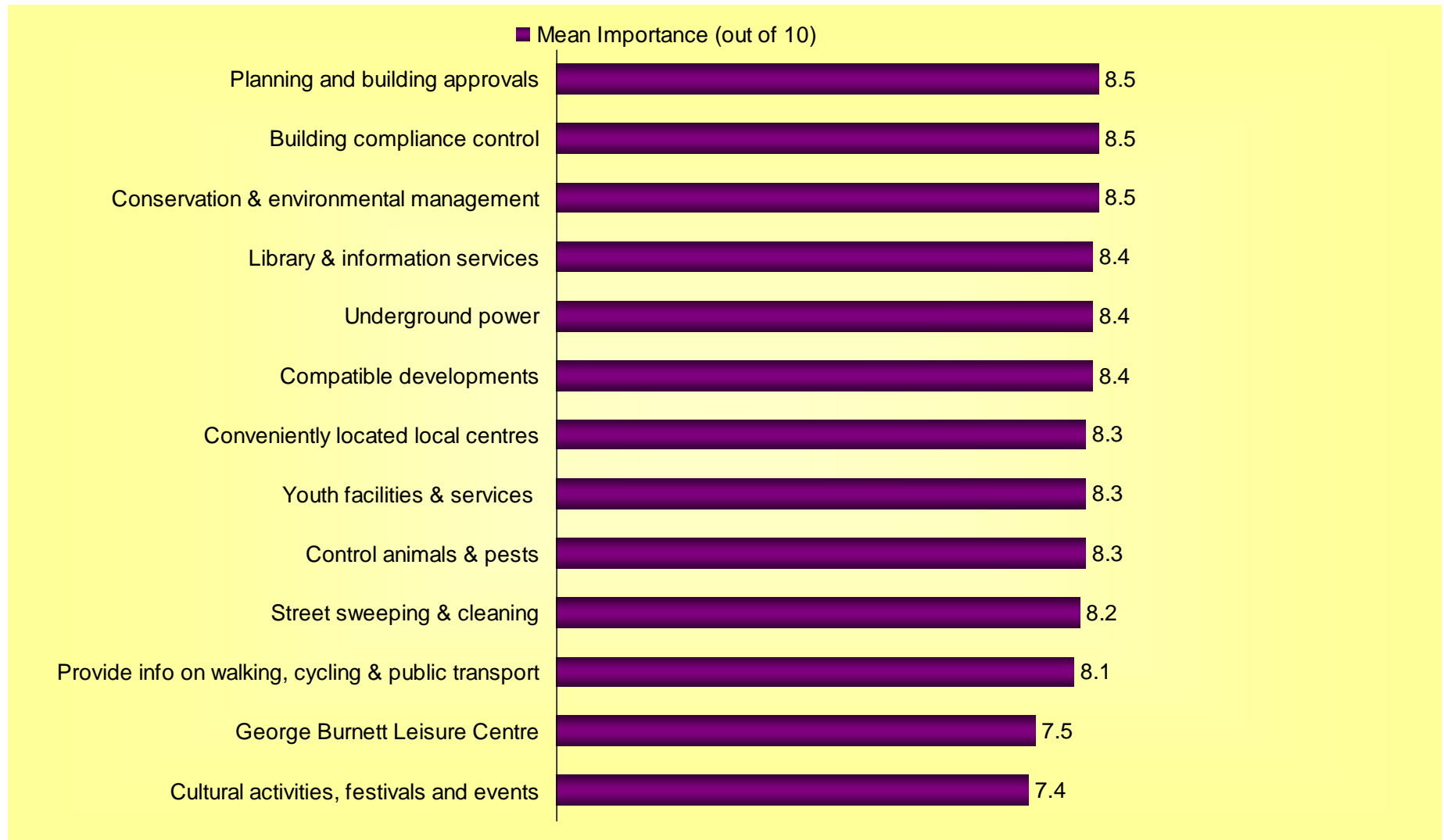
Importance ratings – Council services & facilities



Q: How important you think it is that Council provides each service to residents of South Perth, The importance can be rated on a 10 point scale where '10' is extremely important and '1' is of no importance.

Base: All respondents (n=various)

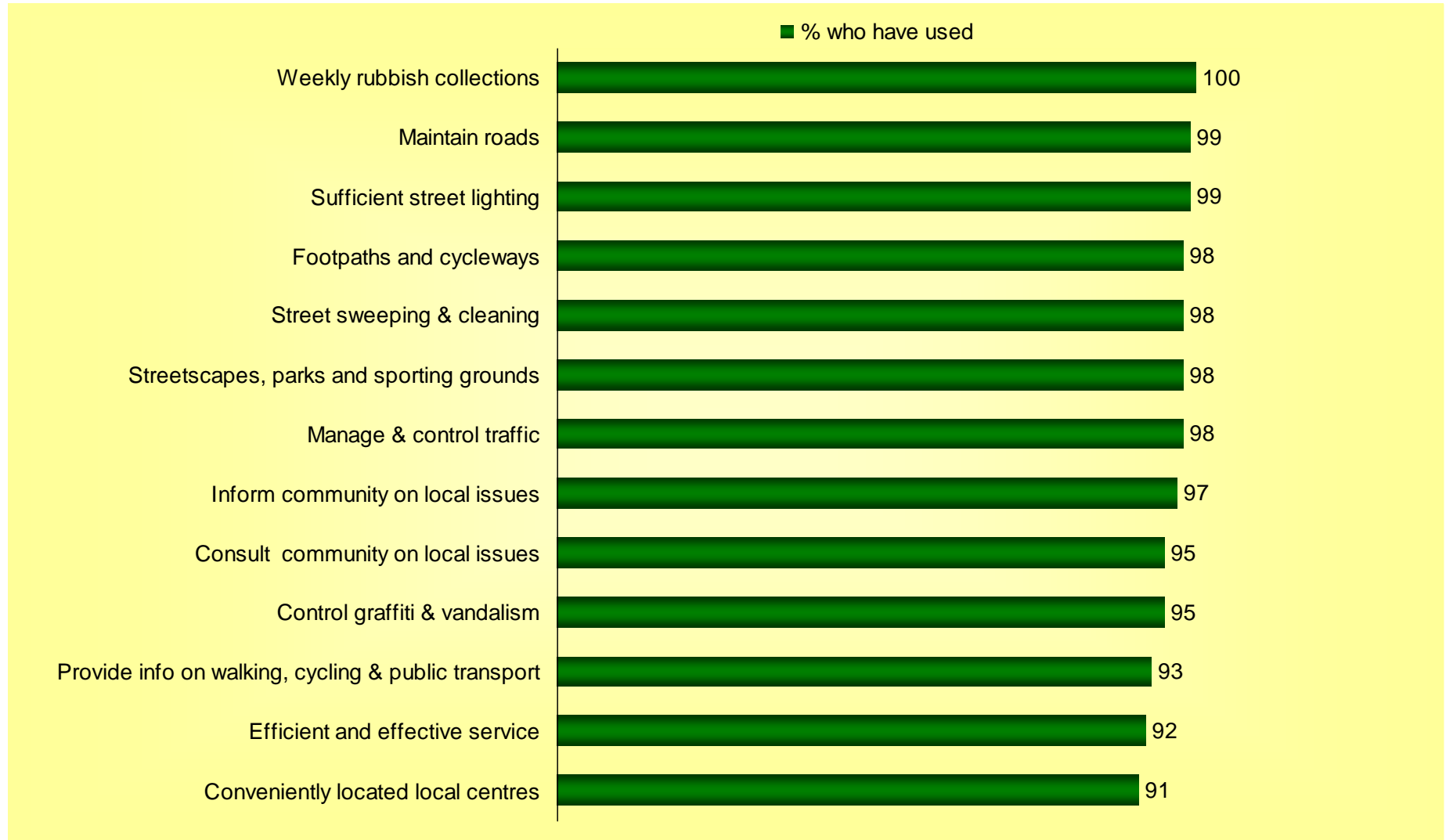
Importance ratings – Council services & facilities



Q: How important you think it is that Council provides each service to residents of South Perth, The importance can be rated on a 10 point scale where '10' is extremely important and '1' is of no importance.

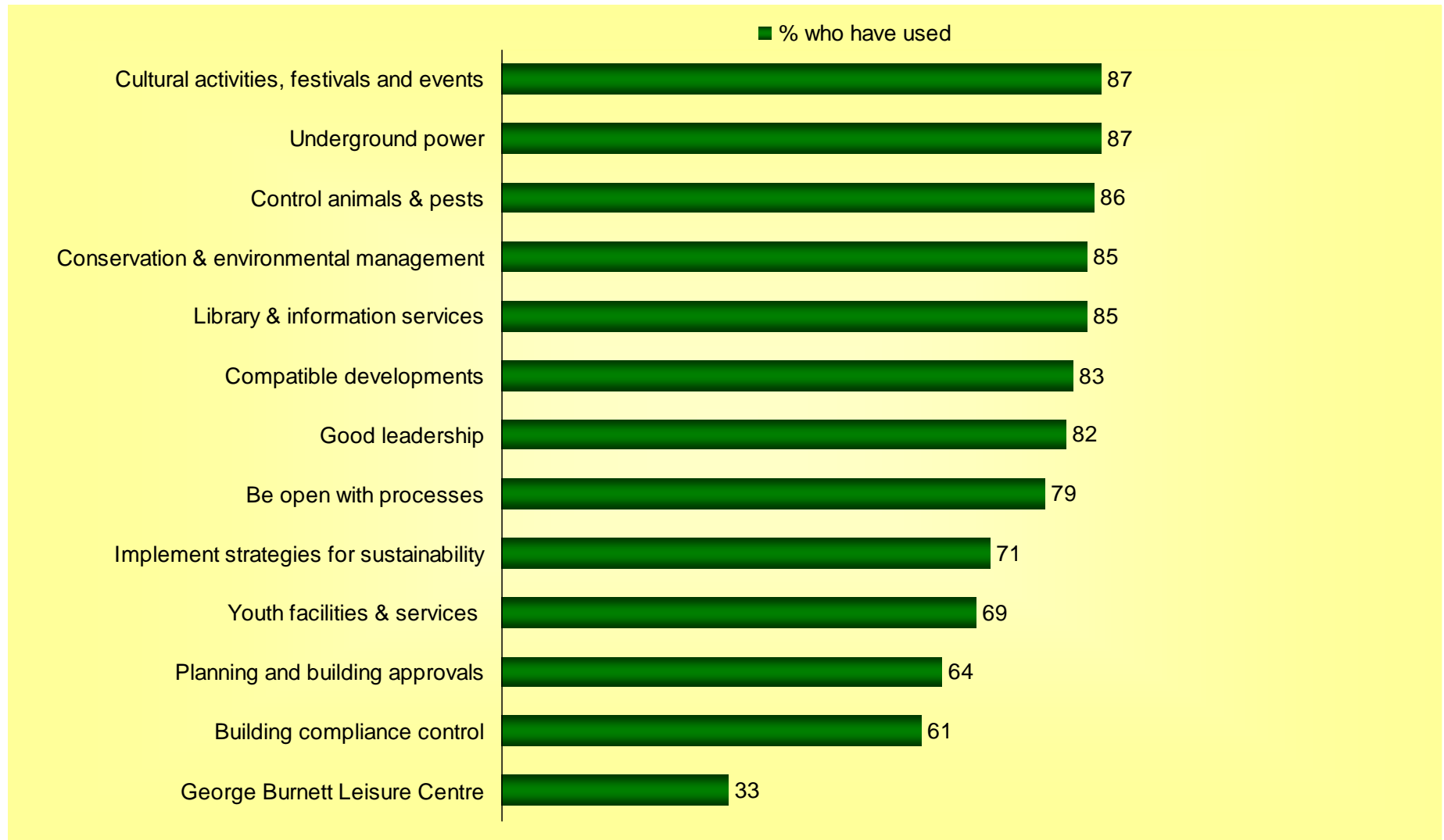
Base: All respondents (n=various)

Usage – Council services & facilities



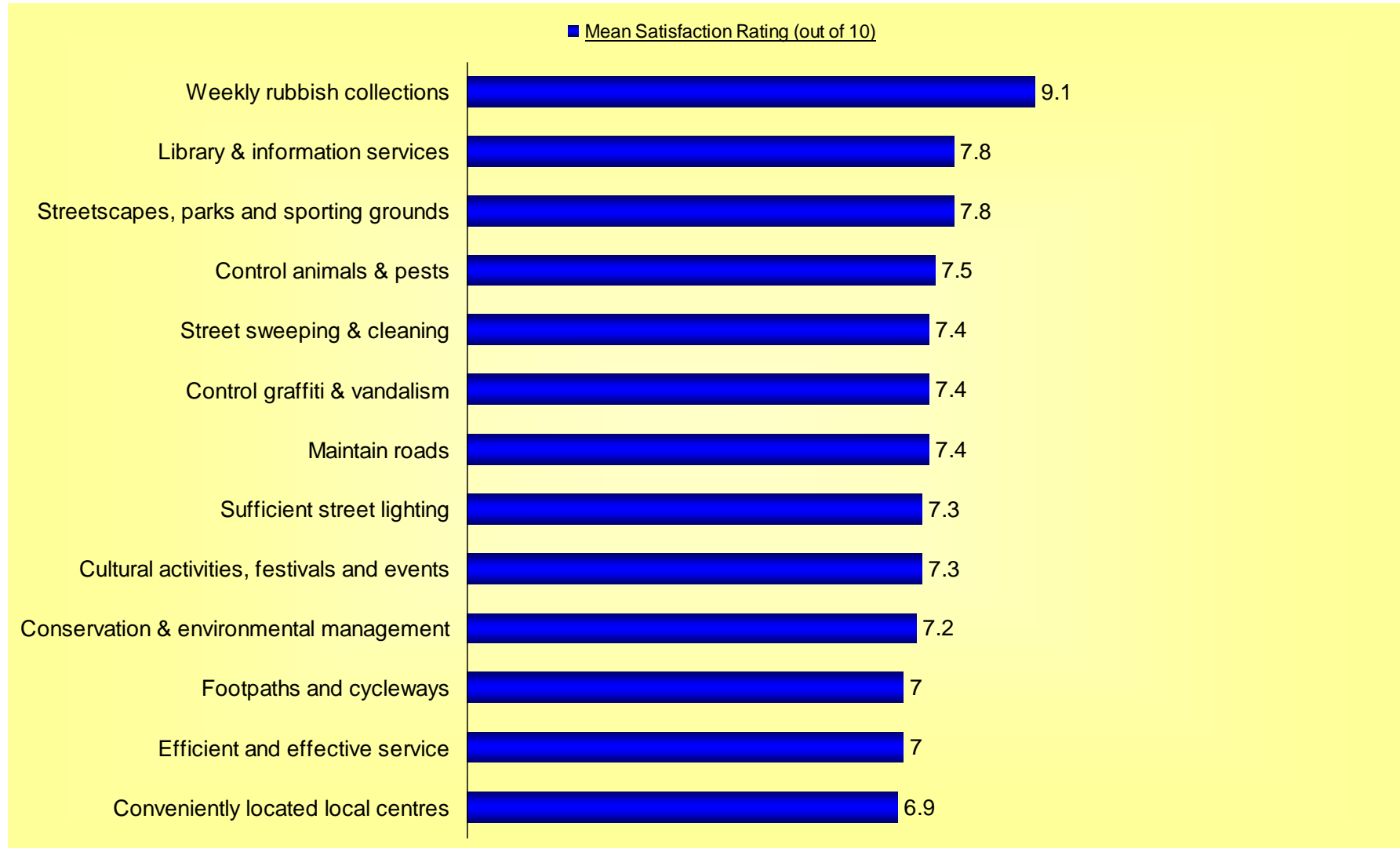
Q. How satisfied are you with Council's performance in this area? 10 = totally satisfied; 1 = totally dissatisfied. Code 0 if have not used
Base: All respondents (n=403)

Usage – Council services & facilities



Q. How satisfied are you with Council's performance in this area? 10 = totally satisfied; 1 = totally dissatisfied. Code 0 if have not used
Base: All respondents (n=403)

Satisfaction ratings – Council services & facilities

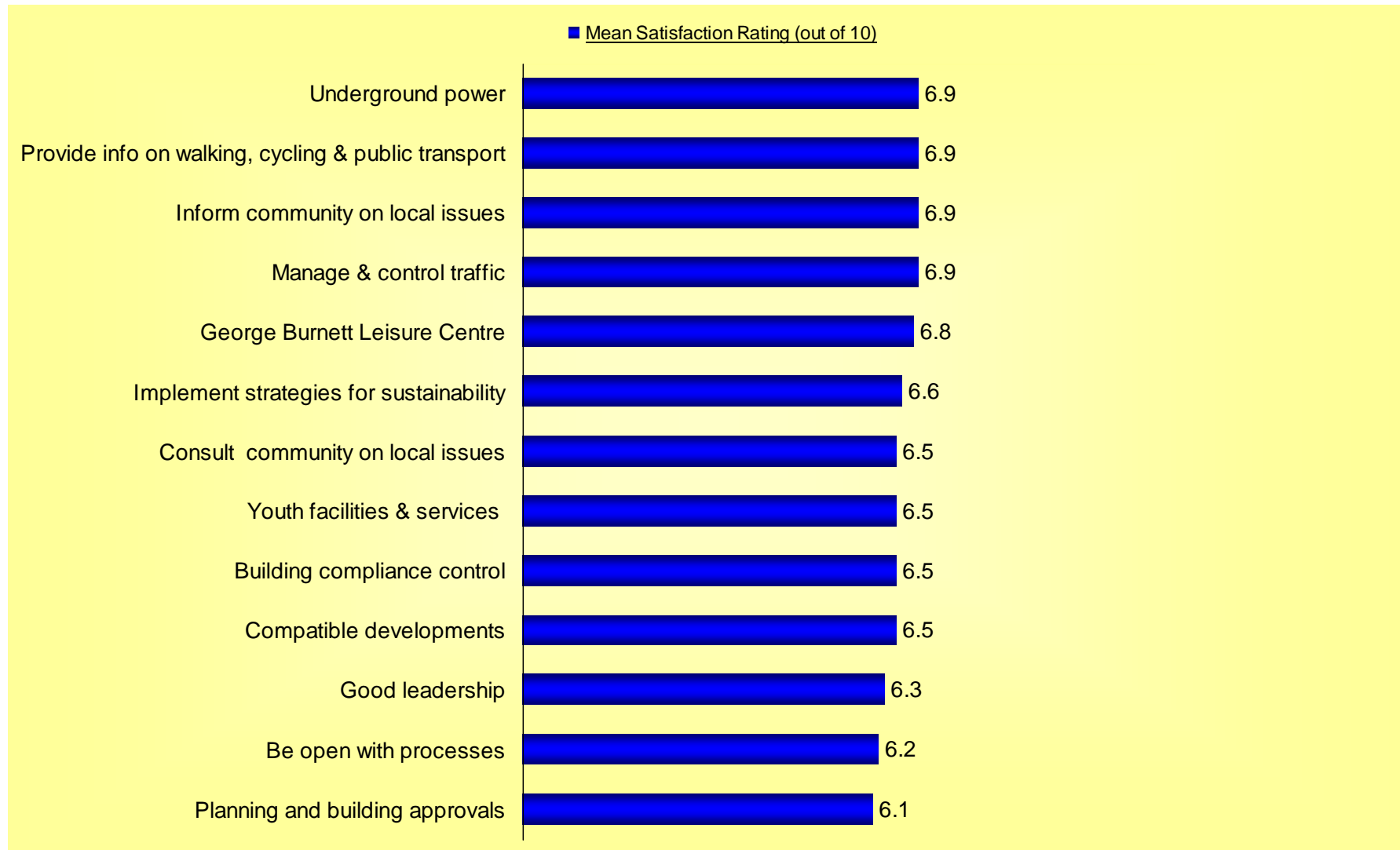


Q. How satisfied are you with Council's performance in this area? 10 = totally satisfied; 1 = totally dissatisfied.

Base: Respondents who use service / facility (n=various)

Coding: % Satisfied = % rating satisfaction 6-10 out of 10

Satisfaction ratings – Council services & facilities



Q. How satisfied are you with Council's performance in this area? 10 = totally satisfied; 1 = totally dissatisfied.
Base: Respondents who use service / facility (n=various)
Coding: % Satisfied = % rating satisfaction 6-10 out of 10

Performance Gap Analysis

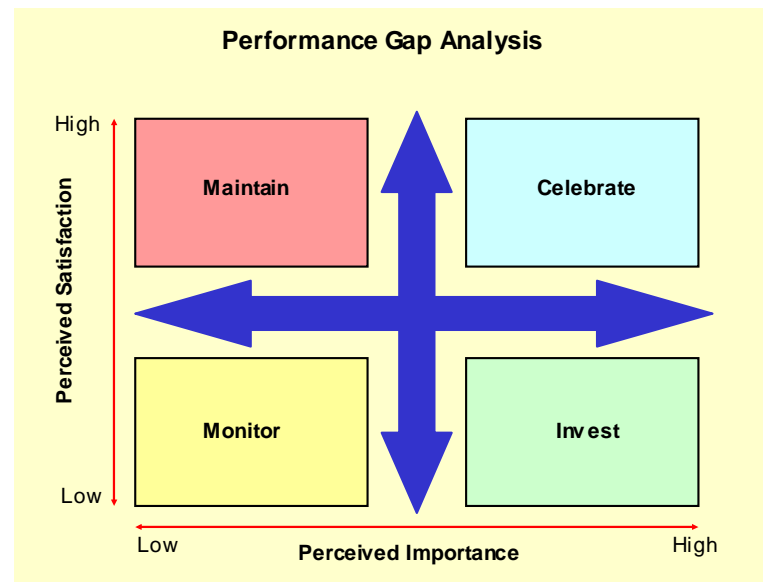
Performance gap analysis

Performance gap analysis assists Council to identify strategic priorities. Importance and satisfaction levels are analysed and presented in four quadrants (shown below) to illustrate which services and facilities need to be improved, monitored, maintained and celebrated.

Levels of high satisfaction and lower levels of importance depict the **MAINTAIN** quadrant. Services and facilities that fall into this quadrant are less important to the community and the Council is performing very well in delivering them (to those who use them). This quadrant requires no strategic intervention besides maintaining current levels of performance.

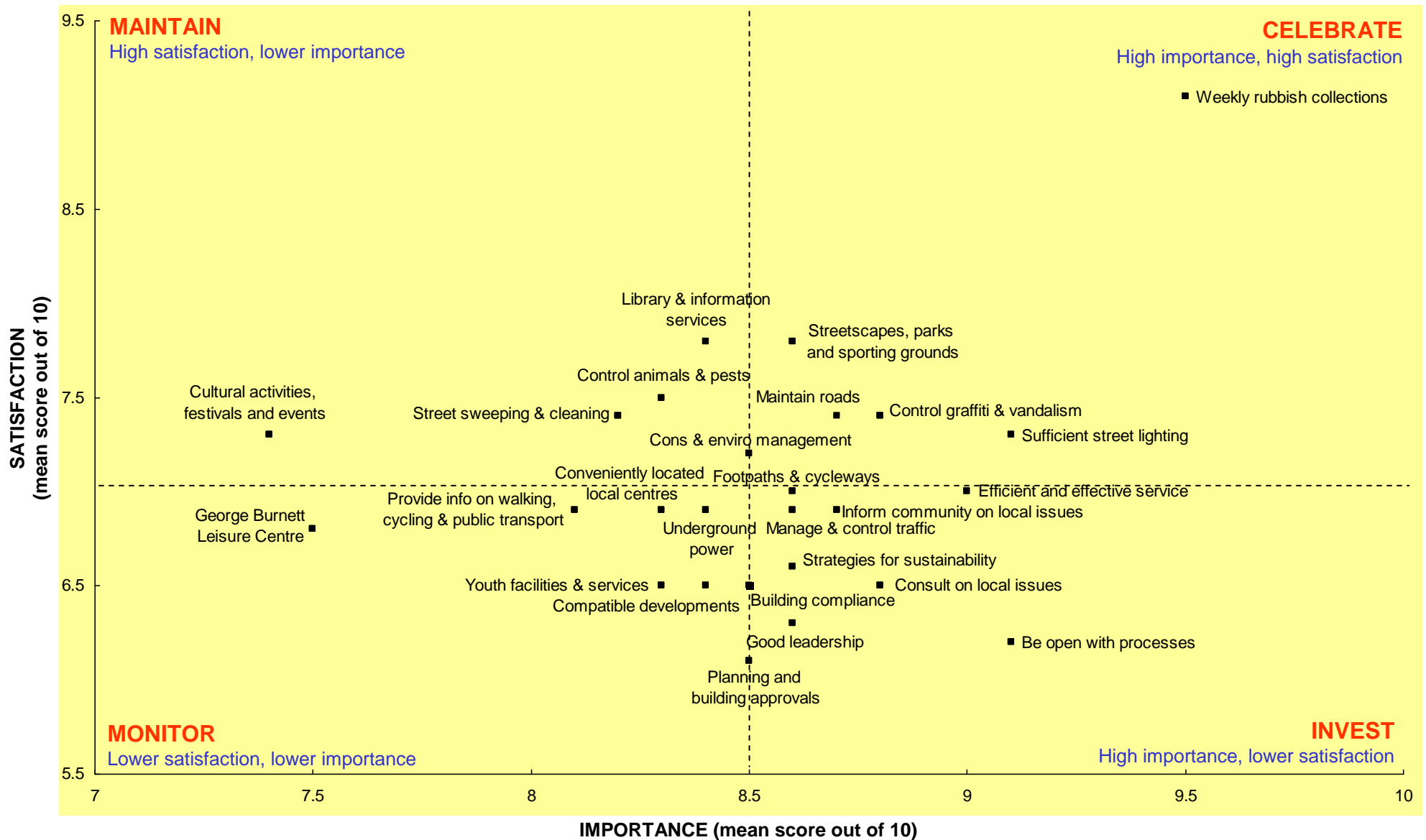
MONITOR represents the quadrant of lower importance & lower satisfaction levels. Services and facilities that fall into this quadrant are less important to the community and the Council is performing less well in delivering them (to those who use them). This quadrant requires Council to monitor perceived levels of importance and satisfaction and make required adjustments if a particular service or facility moves into another quadrant.

CELEBRATE represents the quadrant of high importance and high satisfaction. Services and facilities that fall into this quadrant are important to the community and the Council is performing extremely well in delivering them (to those who use them). This quadrant requires no special strategic emphasis besides maintaining current levels of performance and promoting the Council's performance.



The **INVEST** quadrant comprises services and facilities that have high levels of perceived importance and lower levels of satisfaction. These areas represent the 'hot issues' for Council. Services and facilities that fall into this quadrant require Council to **invest resources and effort** to improve performance and perceived levels of satisfaction.

Performance Gap Analysis – Council services & facilities



Q: How important you think it is that Council provides each service to residents of South Perth, The importance can be rated on a 10 point scale where '10' is extremely important and '1' is of no importance. Base: All respondents (n=401)

Q: How satisfied are you with Council's performance in this area? 10 = totally satisfied; 1 = totally dissatisfied. Base: use service / facility (n=various)

DOTTED LINE: indicates average mean score for all individual services / facilities



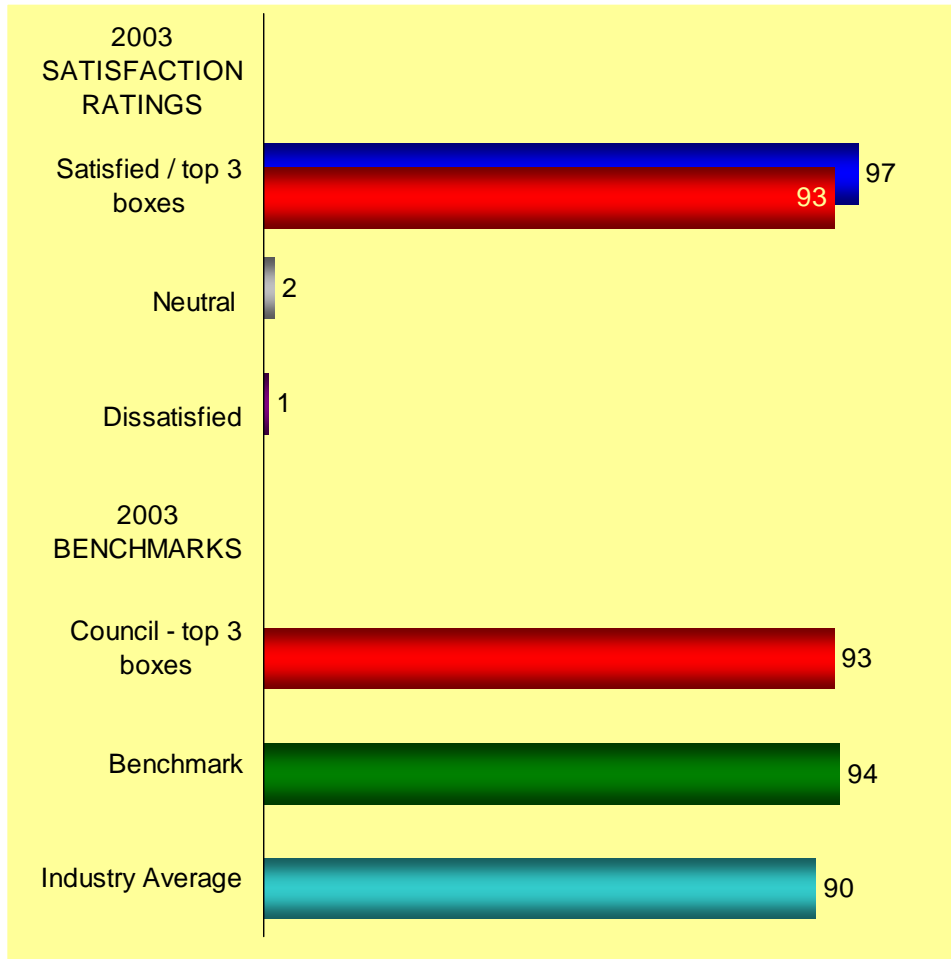
Services & facilities

DETAILED FINDINGS



Waste services

Provide weekly rubbish collections

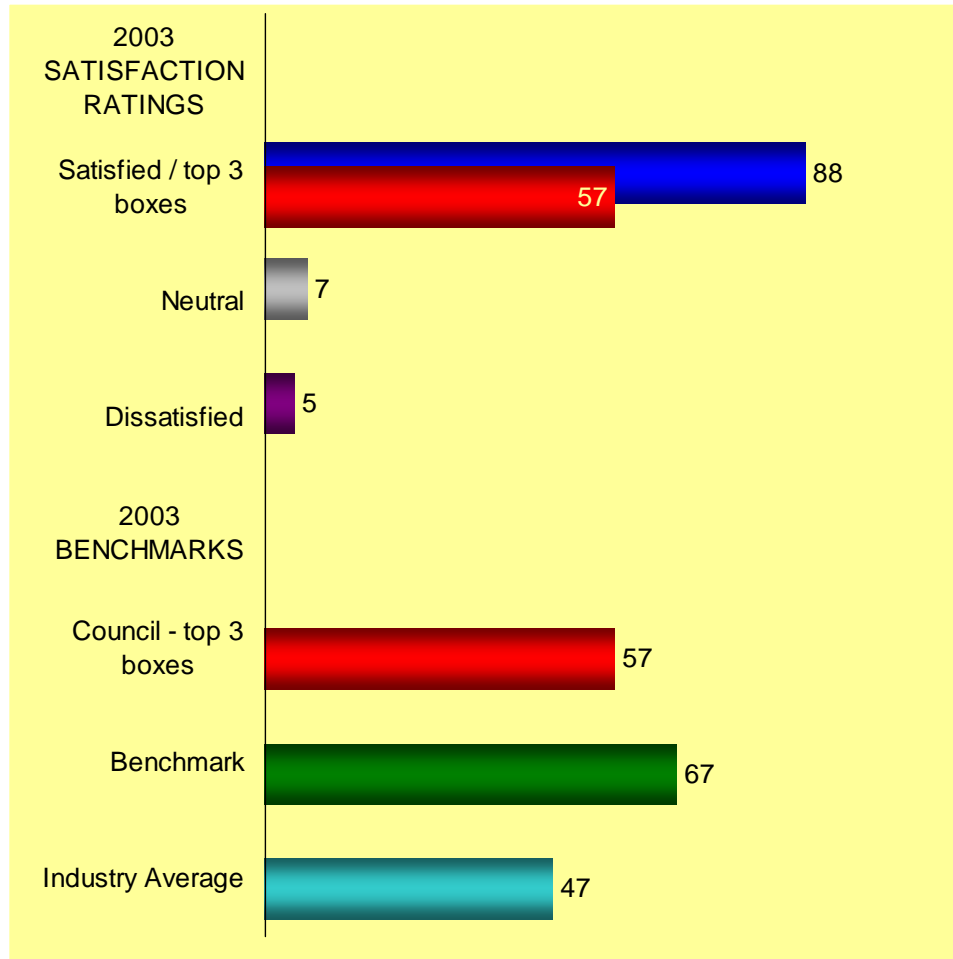


- Celebrate performance in waste management
- Residents consider weekly rubbish collections to be the most important responsibility of Council
 - Mean importance rating = 9.5
- Satisfaction is very high
 - Mean satisfaction rating = 9.1
- South Perth is on par with other participating Councils



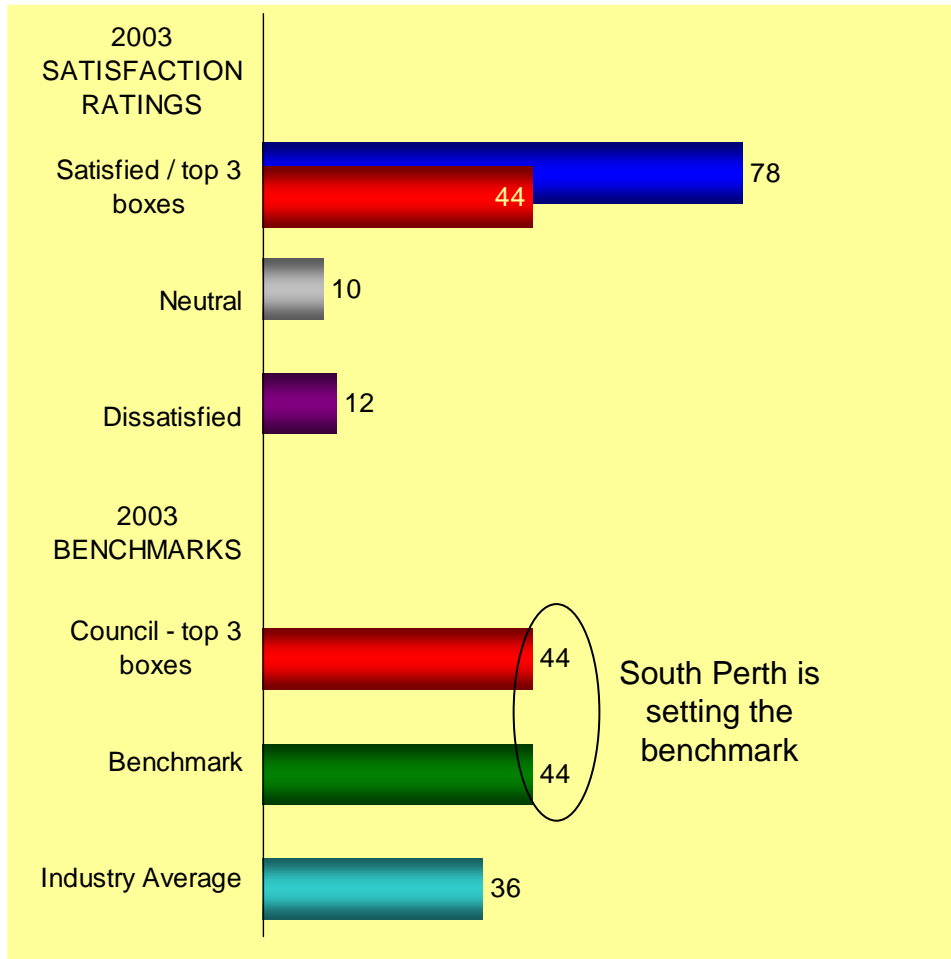
Engineering services

Maintain roads



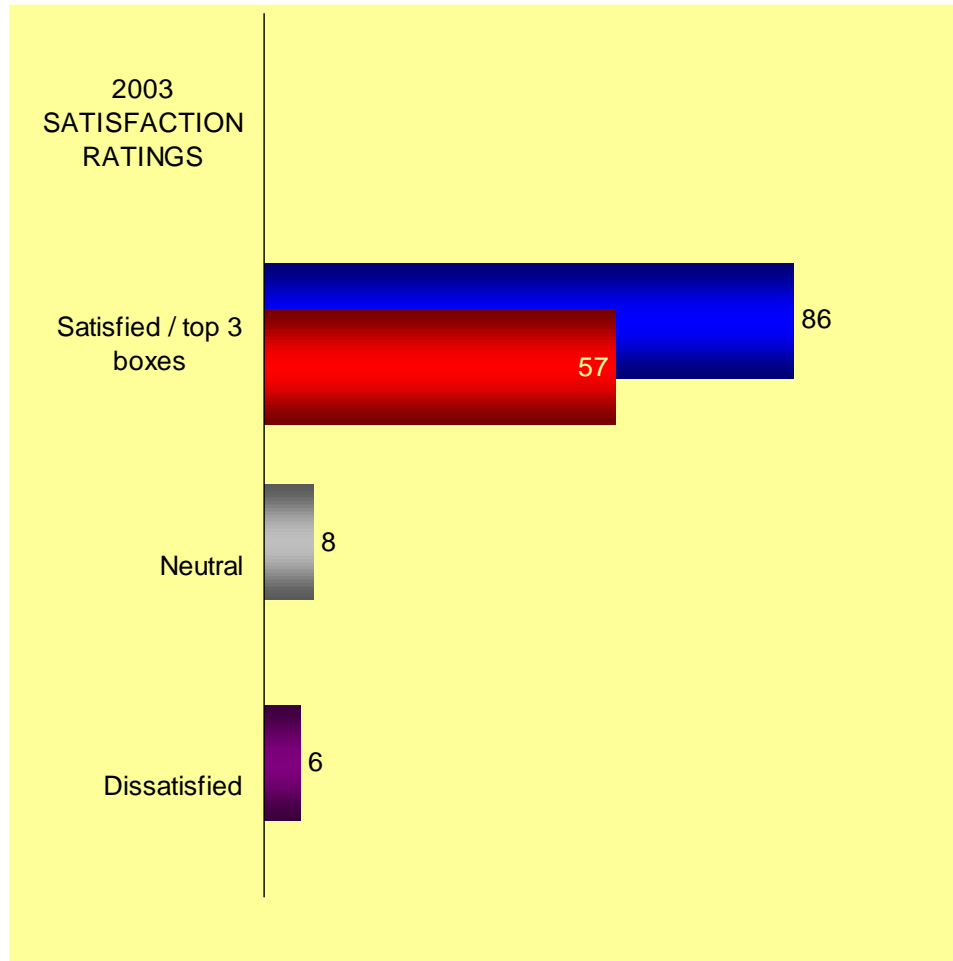
- Celebrate road maintenance
- Residents consider the maintenance of roads to be an important responsibility of Council
 - Mean importance rating = 8.7
- Satisfaction is high
 - Mean satisfaction rating = 7.4
 - Only 5% of respondents are dissatisfied
- Performance is better than average, but trailing the benchmark

Manage & control traffic



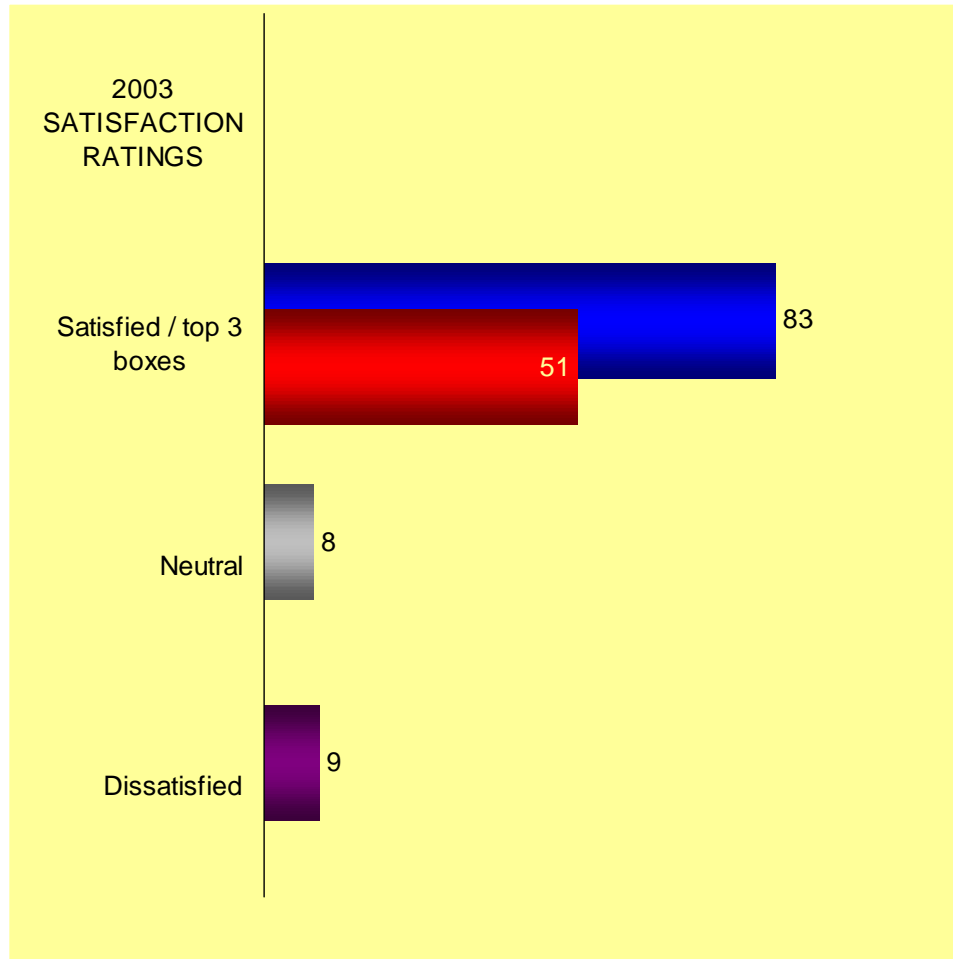
- Invest in traffic control & management
 - Despite setting the benchmark, respondents still think this is an area that could be improved
- Residents consider the maintenance of roads to be an important responsibility of Council
 - Mean importance rating = 8.6
- Satisfaction could be improved
 - Mean satisfaction rating = 6.9
 - 12% of respondents are dissatisfied
- The harshest critics tend to be residents aged 35+
 - 17% of those aged 35+ rated satisfaction 1-4
 - This compares to just 4% of those aged under 35

Provide street sweeping & cleaning



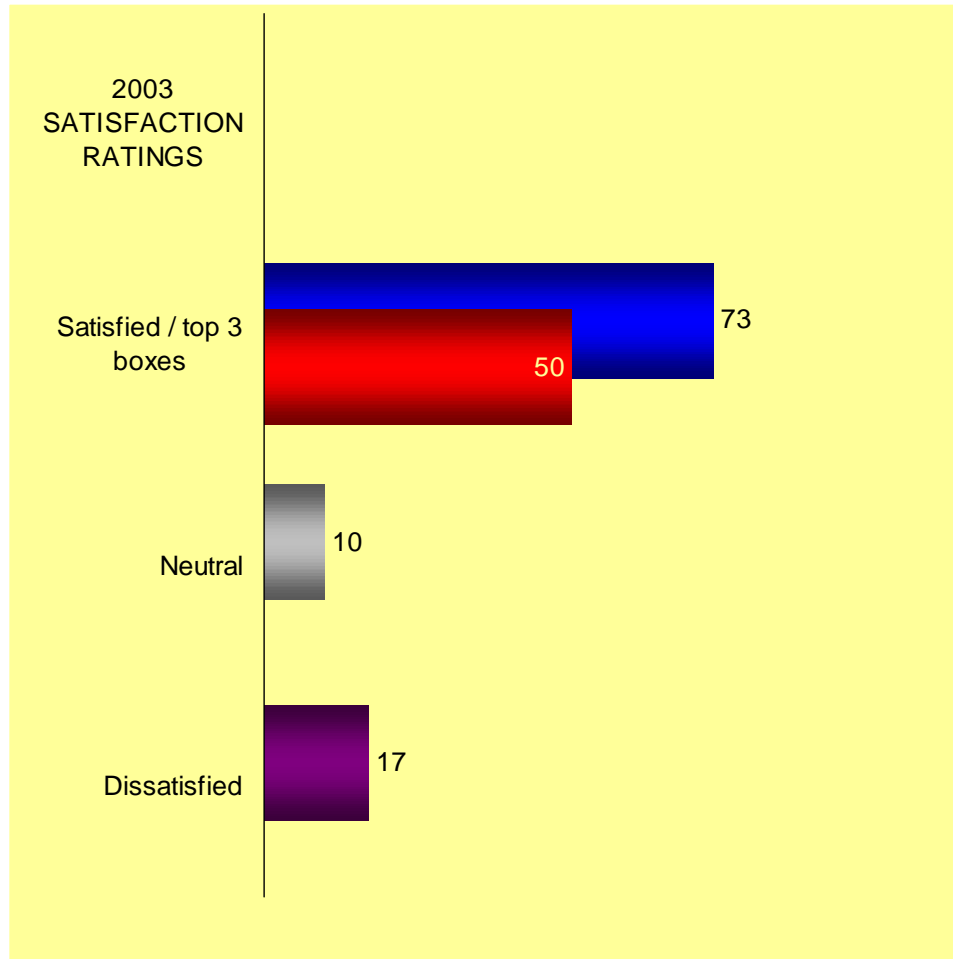
- Maintain street sweeping & cleaning
- Residents consider street sweeping and cleaning to be a moderately important responsibility of Council
 - Mean importance rating = 8.2
- Satisfaction is good
 - Mean satisfaction rating = 7.4
 - Only 6% of respondents are dissatisfied

Provide sufficient street lighting



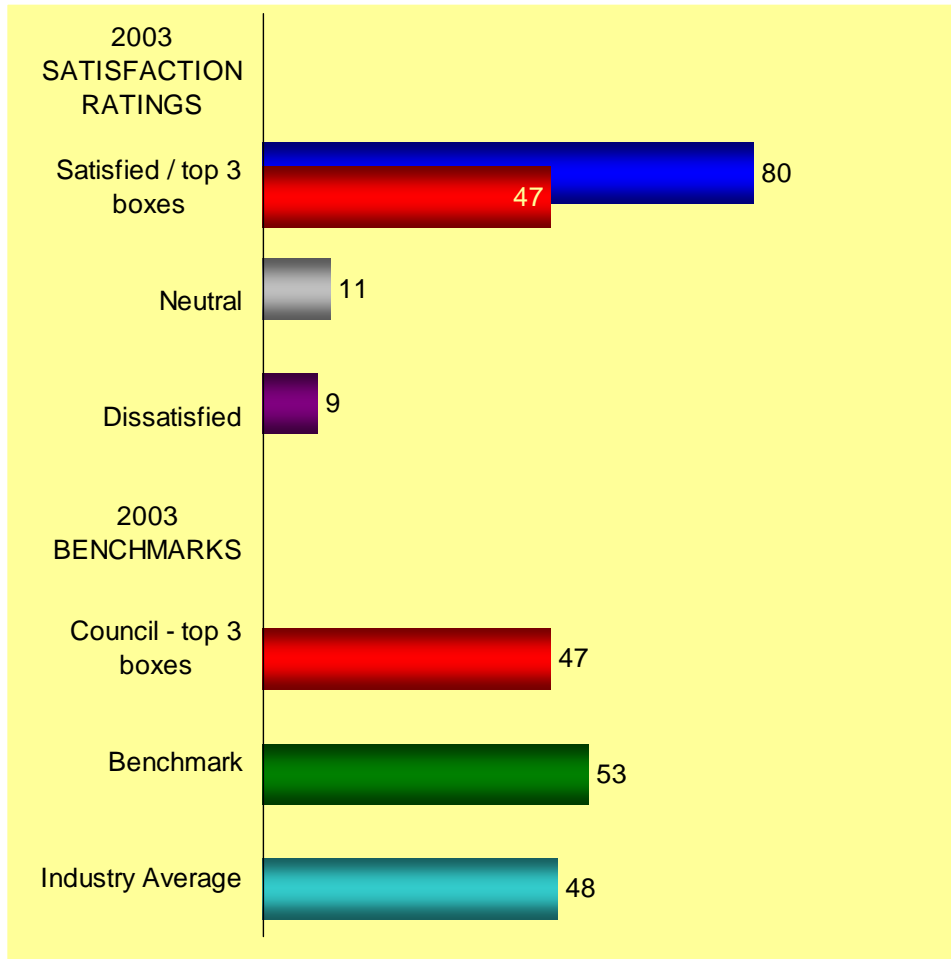
- Celebrate street lighting
- Residents consider street lighting to be an important responsibility of Council
 - Mean importance rating = 9.1
- Satisfaction is moderate
 - Mean satisfaction rating = 7.3
 - 9% of respondents are dissatisfied
- The elderly are most satisfied
 - 74% of those aged 65+ rated satisfaction in the top 3 boxes (23% points above average)

Provide underground power



- Monitor underground power
- Overall, residents consider the provision of underground power to be lower in importance than many other areas
 - Mean importance rating = 8.4
- And, overall, satisfaction is moderate
 - Mean satisfaction rating = 6.9
 - 17% of respondents are dissatisfied
- However, three suburbs have expressed strong dissatisfaction
 - Kensington, 55% of respondents rated satisfaction 1-4
 - Salter Point, 46% of respondents rated satisfaction 1-4
 - Manning, 42% of respondents rated satisfaction 1-4

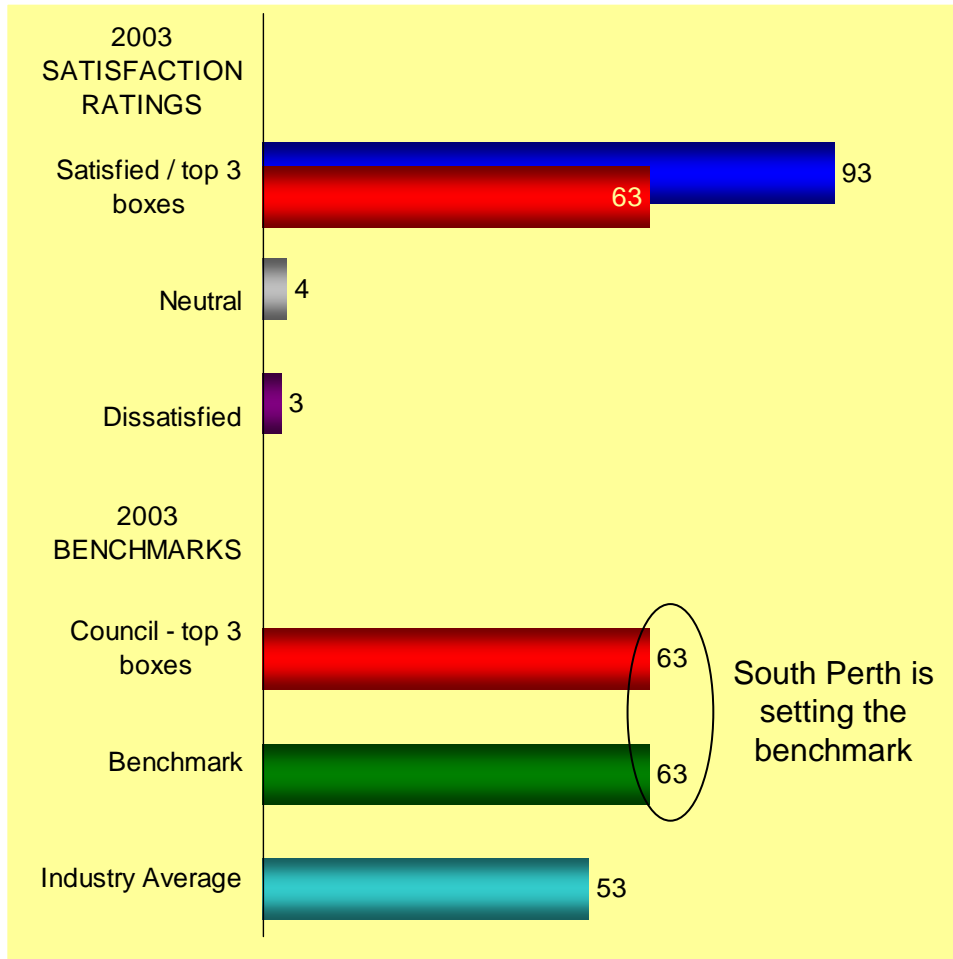
Provide & maintain footpaths & cycleways



- Celebrate / invest in footpaths and cycleways
- Residents consider the provision and maintenance of footpaths and cycleways to be an important responsibility of Council, though not as important as other areas
 - Mean importance rating = 8.6
- Satisfaction is relatively high, though could be improved
 - Mean satisfaction rating = 7.0
 - 9% of respondents are dissatisfied
- The harshest critics tend to be those aged 35+
 - 14% of those aged 35+ rated satisfaction 1-4
 - This compares to just 3% of 18-34 year olds
- South Perth is on par with other participating Councils

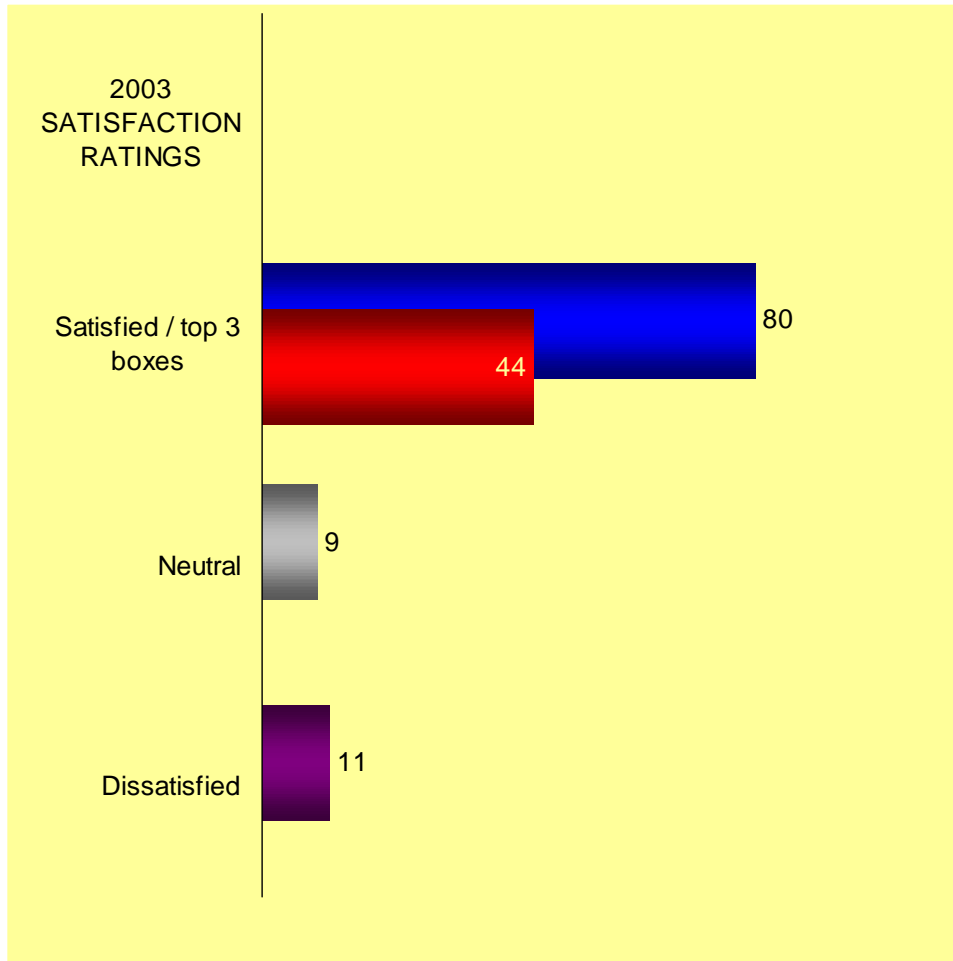
Recreational facilities and landscapes

Provide & maintain streetscapes, parks & sporting grounds



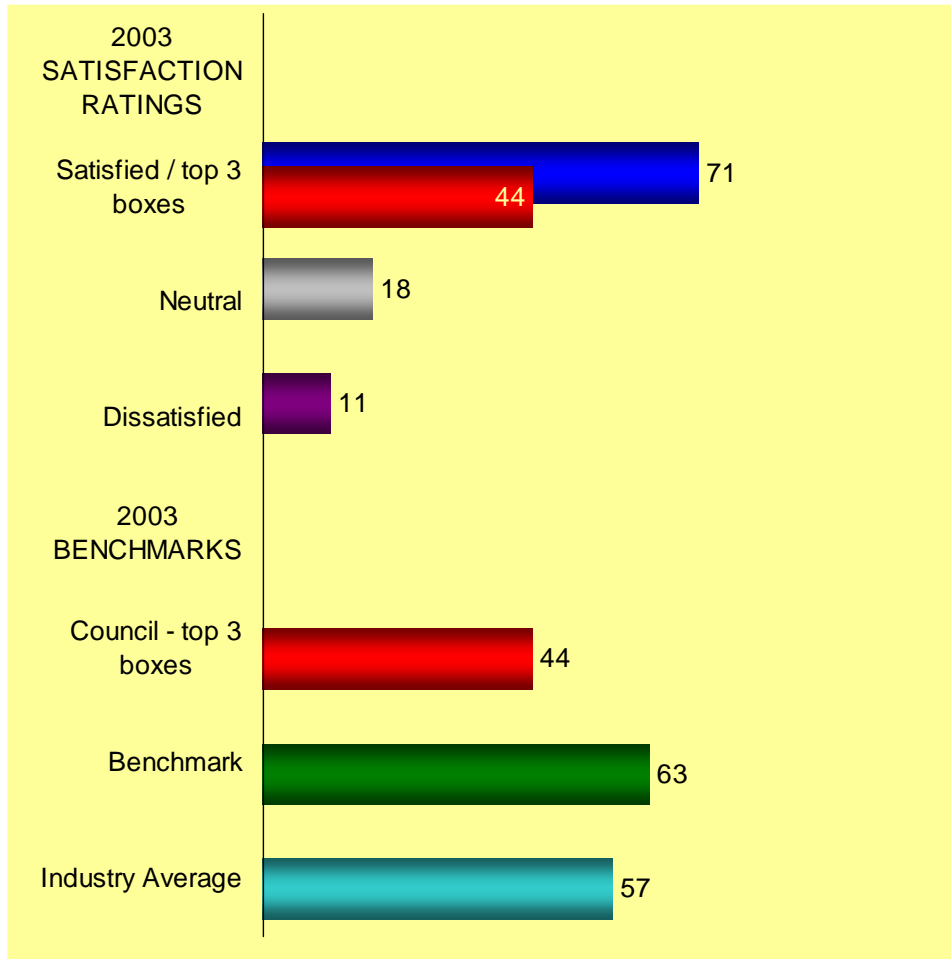
- Celebrate the provision and maintenance of streetscapes, parks & sporting grounds
- Residents consider the provision and maintenances of these areas to be an important responsibility of Council
 - Mean importance rating = 8.6
- Satisfaction is relatively high
 - Mean satisfaction rating = 7.8
- Satisfaction is higher among singles and couples with no children
 - 70% of young singles / couples and 64% of older singles / couples rated satisfaction in the top 3 boxes
 - This compares to 54% of respondents with family
- Satisfaction is also higher among females
 - 67% of females rated satisfaction in the top 3 boxes
 - This compares to 56% of males

Provide local centres that are conveniently located



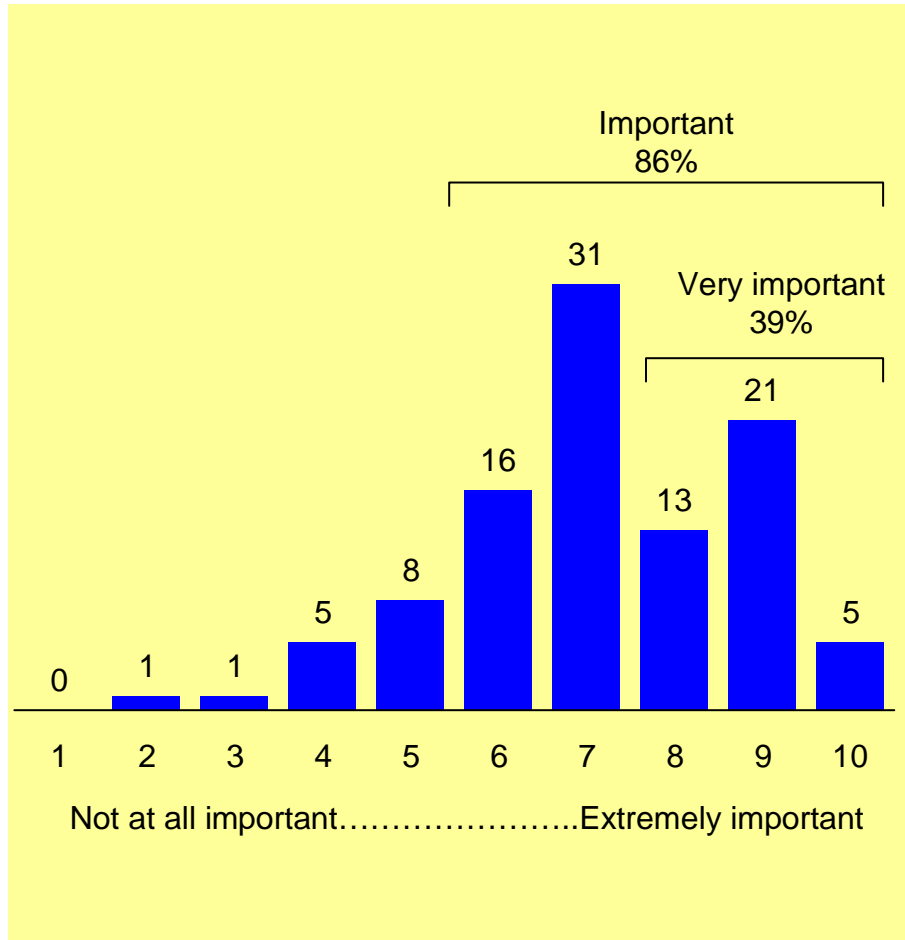
- Monitor perceptions about the location of local centres
- Residents consider the convenient location of local centres to be a moderately important responsibility of Council, however, relative to other areas they are considered to be slightly less important
 - Mean importance rating = 8.3
- Satisfaction is also moderate
 - Mean satisfaction rating = 6.9
- The elderly are most satisfied
 - 60% of those aged 55+ rated satisfaction in the top 3 boxes
 - This compares to 43% of 18-34 year olds, and 34% of those aged 35-54

Provide and maintain the George Burnett Leisure Centre



- Monitor perceptions towards the George Burnett Leisure Centre
- Residents consider the provision and maintenance of this Centre to be lower in importance than other areas
 - Mean importance rating = 7.5
- Satisfaction is also moderate
 - Mean satisfaction rating = 6.8
- Families are the harshest critics
 - 20% of respondents with family rated satisfaction 1-4
 - This compares to 7% of young singles / couples and 8% of older singles / couples
- South Perth's leisure centre is more poorly received than leisure centres in other participating Council areas

Importance of upgrading community buildings

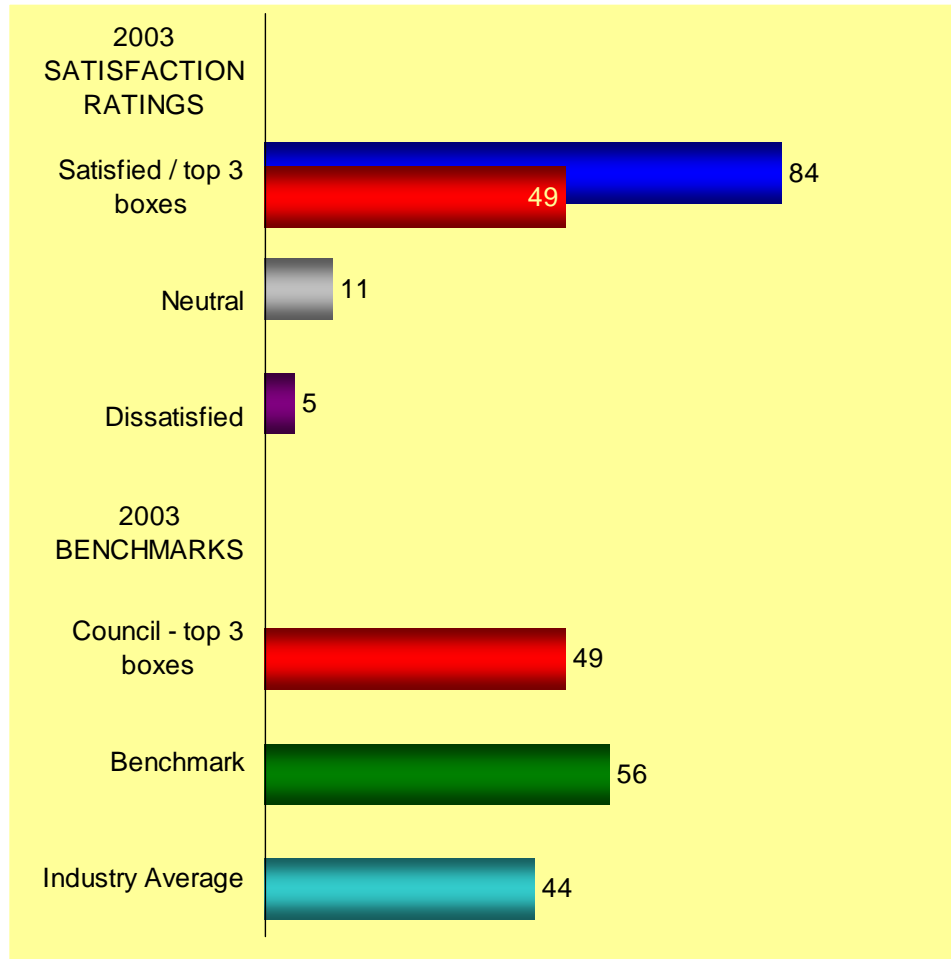


- Most respondents think it is important for the City of South Perth to upgrade Council owned facilities, such as club rooms, community centres, halls, facilities for children and other public buildings.
- They believe the following facilities should be upgraded first:
 - Facilities for children (54%)
 - Higher support among families (67%)
 - Senior citizens centres (48%)
 - Sporting clubrooms (30%)
 - Higher support among young singles / couples (43%)
 - And among males (41%)
- Other lower priority areas include:
 - Civic centre halls (22%)
 - Other community halls (13%)
 - George Burnett Leisure Centre (12%)



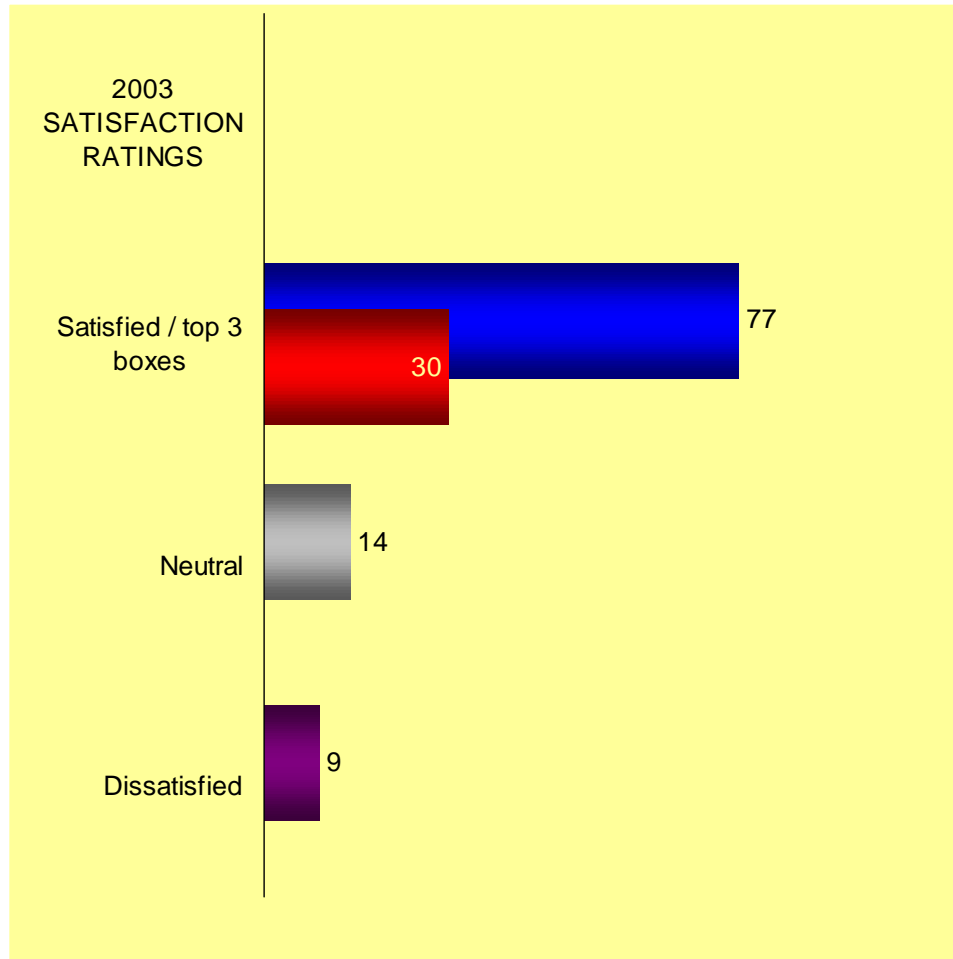
Conservation

Conservation & environmental management



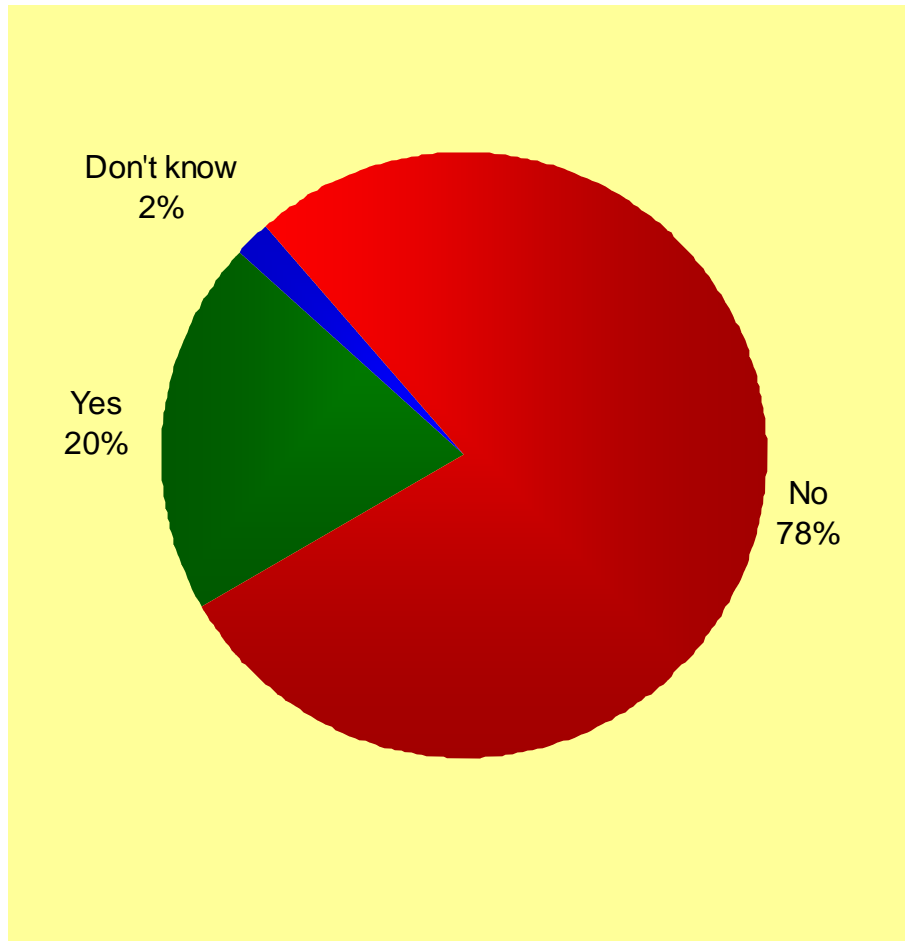
- Celebrate / maintain performance in conservation and environmental management
- Residents consider conservation & environmental management to be an important responsibility of Council
 - Mean importance rating = 8.5
- Satisfaction is moderate
 - Mean satisfaction rating = 7.2
 - Only 5% of residents are dissatisfied
- Older residents tend to be more satisfied
 - 61% of respondents aged 55+ rated satisfaction in the top 3 boxes
 - This compares with 44% of those aged 18-54
- In comparison to other Councils, South Perth is performing better than average

Implement strategies for sustainability



- Invest in strategies for sustainability
- Residents consider sustainability to be an important responsibility of Council
 - Mean importance rating = 8.6
- Satisfaction is moderate and could be improved
 - Mean satisfaction rating = 6.6
 - 9% of residents are dissatisfied
- Greater dissatisfaction among 45-54 year olds
 - 18% of those aged 45-55 rated satisfaction 1-4 (9% points above average)

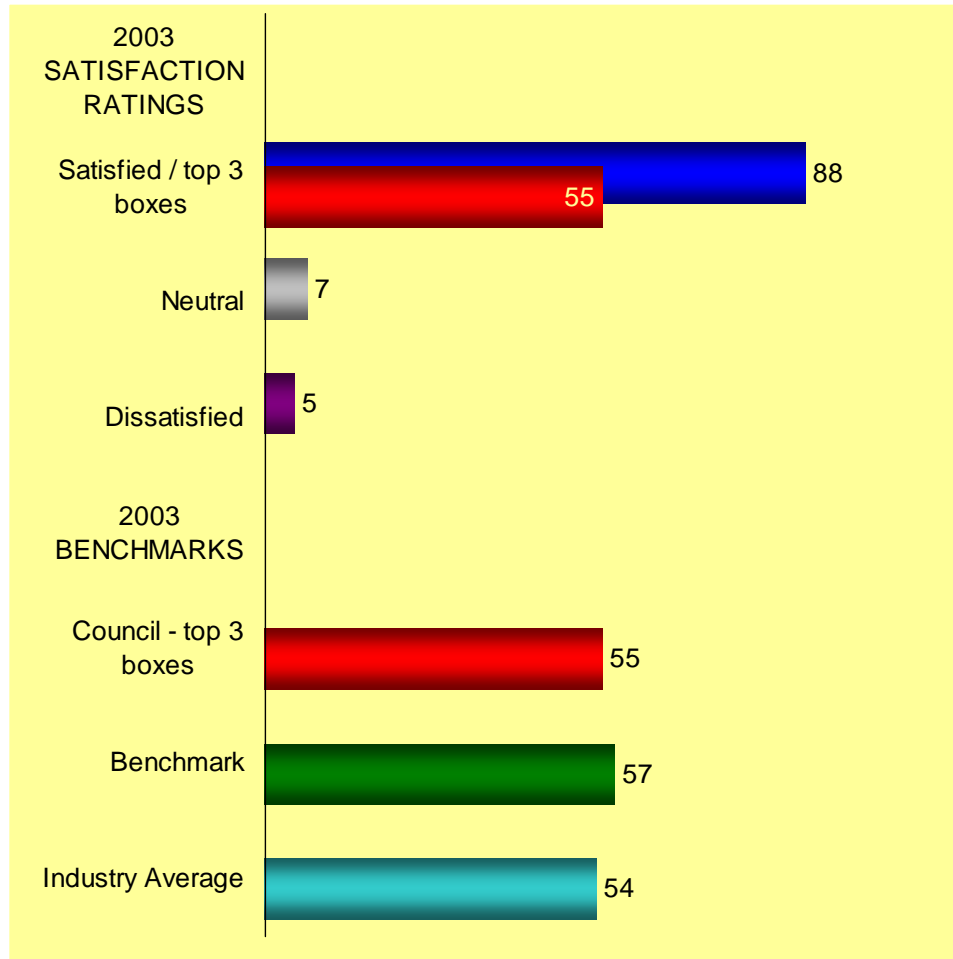
Little support for switching off street lights between 1am and dawn



- Respondents were asked:
 - The City of South Perth is committed to sustainability. As a result the City is considering measures to reduce power use. The City currently keeps street lights on between dusk and dawn. Do you think the City should consider turning street lights off between 1am and dawn to save on power usage costs?
- A loud and clear majority said NO
- Resistance is stronger among females, families and older singles / couples
 - 82% of females said NO, compared to 72% males
 - 81% of families and 83% of older singles / couples said NO, compared to 72% of younger singles / couples

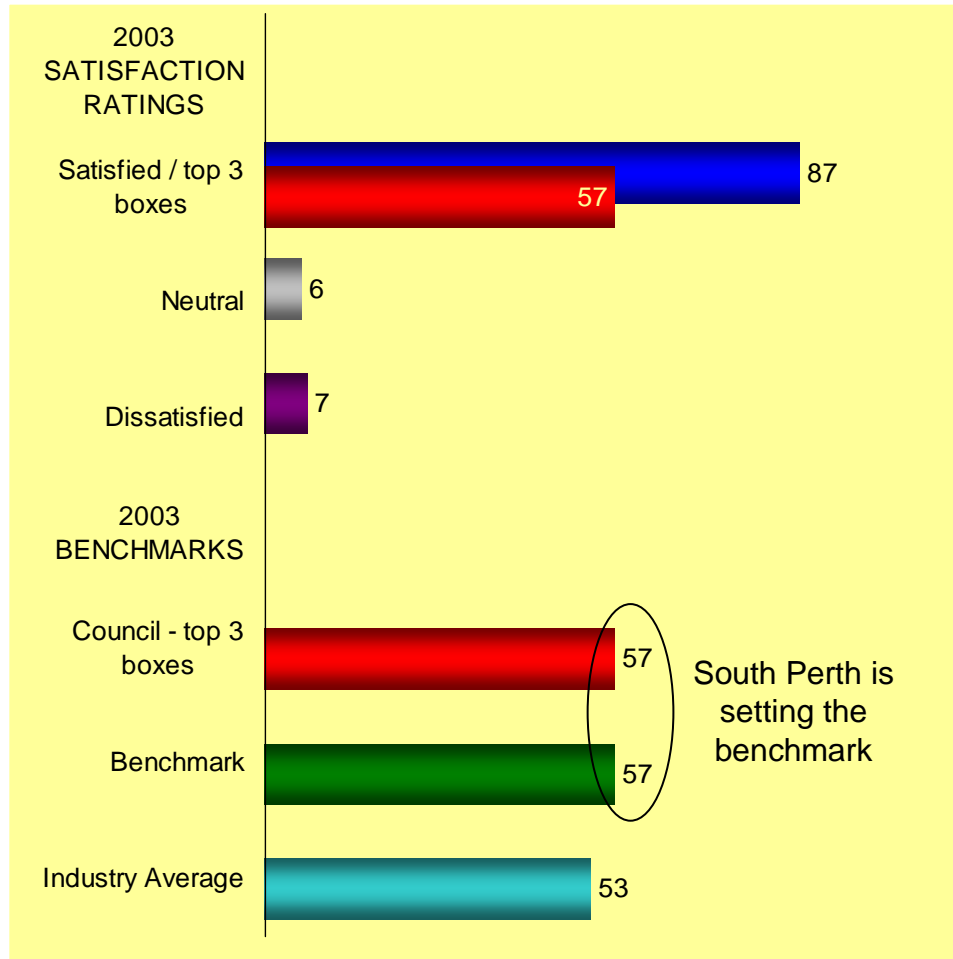
Ranger services

Control graffiti & vandalism



- Celebrate control over graffiti & vandalism
- Residents consider controls over graffiti & vandalism to be an important responsibility of Council
 - Mean importance rating = 8.8
- Satisfaction is moderate
 - Mean satisfaction rating = 7.4
 - Only 5% of residents are dissatisfied
- Females tend to be more satisfied
 - 60% of females rated satisfaction in the top 3 boxes
 - This compares to 47% of males
- South Perth's performance is on par with other participating Councils

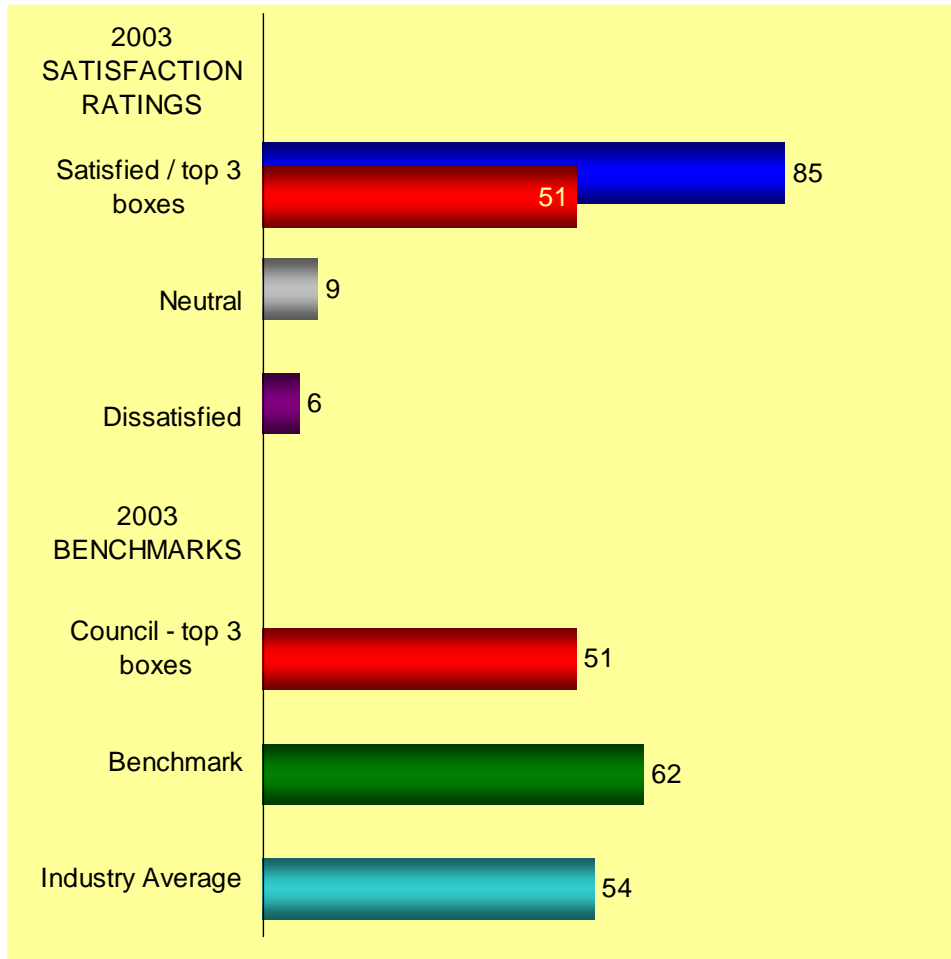
Control animals & pests



- Maintain control over animals & pests
- Residents consider control over animals & pests to be an important responsibility of Council, though not as important as some other areas
 - Mean importance rating = 8.3
- Satisfaction is moderate
 - Mean satisfaction rating = 7.5
 - 7% of residents are dissatisfied
- Satisfaction is lowest among 35-44 year olds
 - 15% of those aged 35-44 rated satisfaction 1-4 (8% points above average)
- South Perth is performing marginally better than participating Councils

Community services

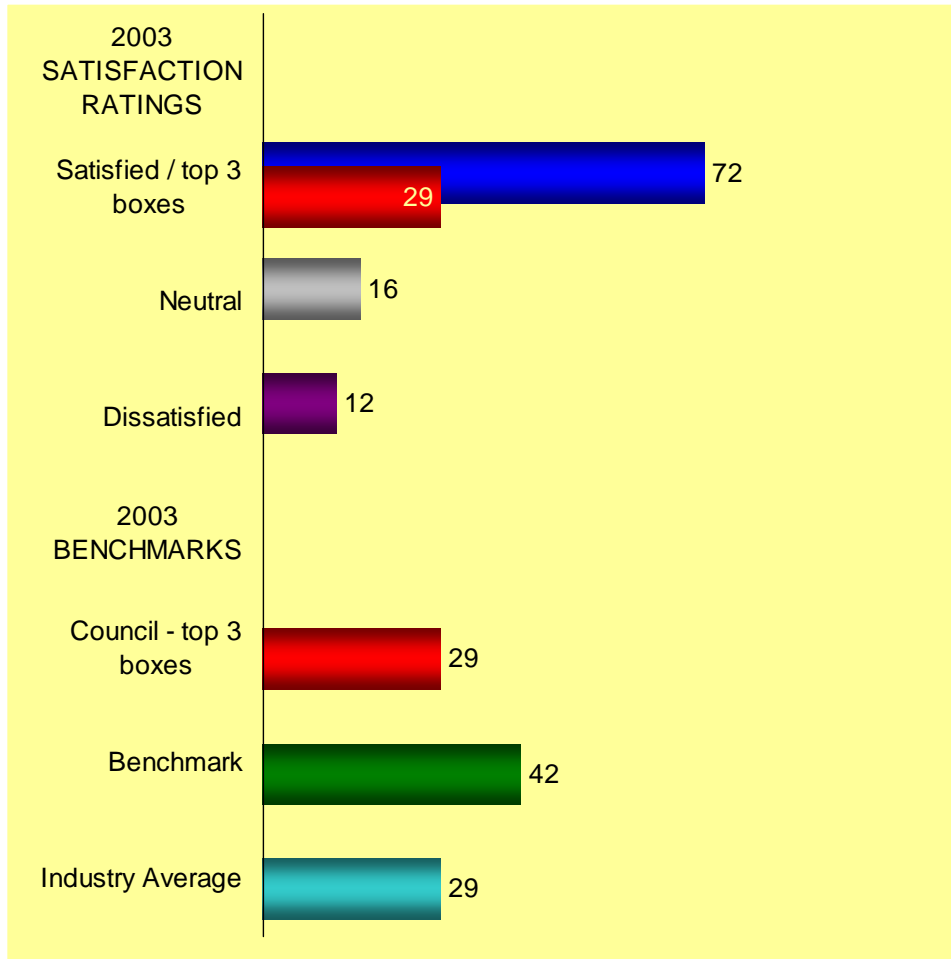
Provide cultural activities, festivals & events



- Maintain cultural activities, festivals & events
- Residents consider cultural activities to be low in importance relative to other services
 - Mean importance rating = 7.4
- Satisfaction is relatively high
 - Mean satisfaction rating = 7.3
 - Only 6% are dissatisfied
- Satisfaction tends to be higher among females and the elderly
 - 54% of females rated satisfaction in the top 3 boxes, compared to 45% of males
 - 65% of those aged 65+ rated satisfaction in the top 3 boxes (14% points above average)
- In comparison to other participating Councils, South Perth's performance is slightly behind average

Special interest groups

Provide facilities & services for youth

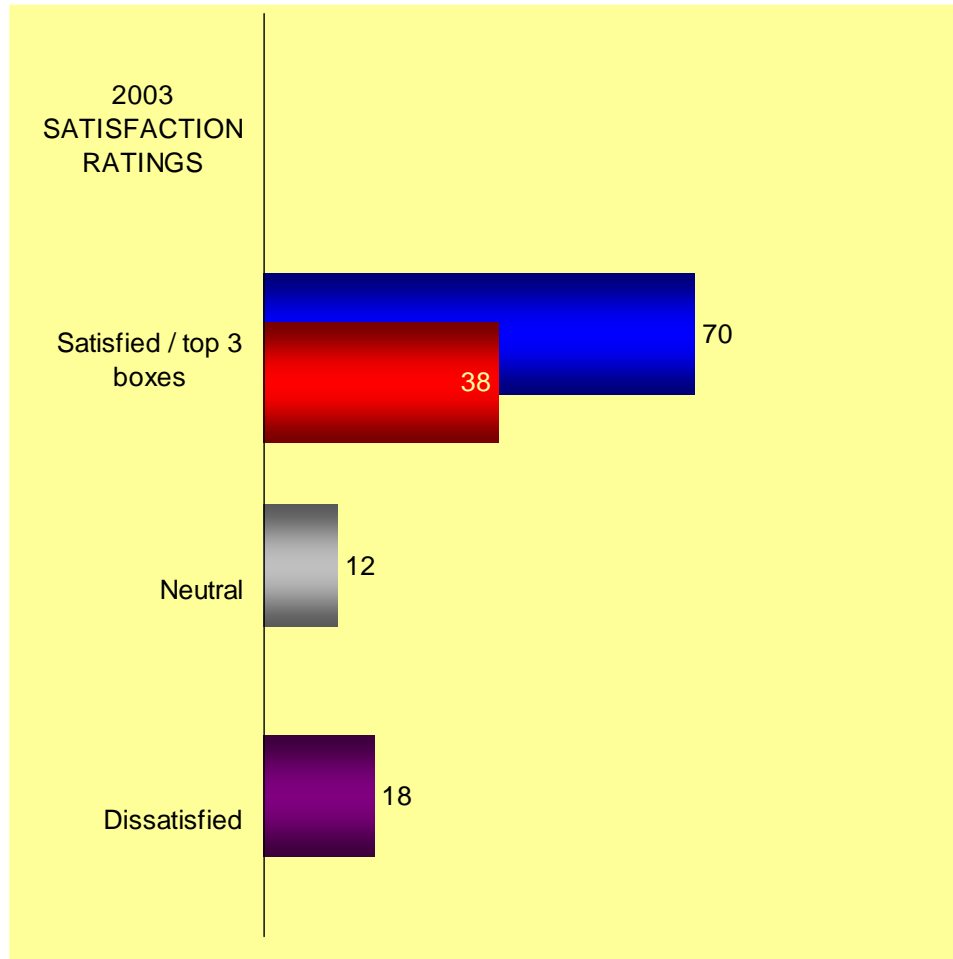


- Monitor youth services & facilities
- Residents consider the provision of youth services & facilities to be an important responsibility of Council, though not as important as some other areas
 - Mean importance rating = 8.3
- Satisfaction is moderate and could be improved
 - Mean satisfaction rating = 6.5
 - 12% of respondents are dissatisfied
- The harshest critics are families
 - 21% of respondents with children rated satisfaction 1-4
 - This compares to 6% of young singles / couples and 9% of older singles / couples
- South Perth is performing on par with other participating Councils, but trails the benchmark by some distance



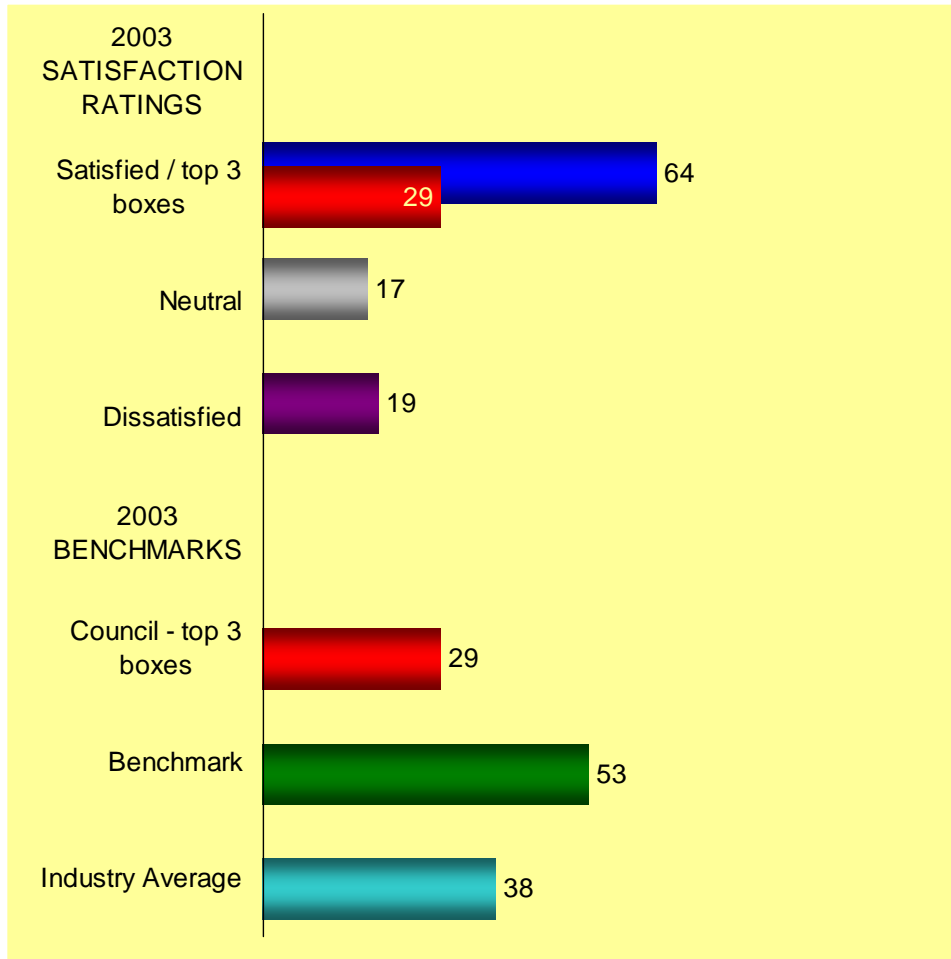
Planning

Provide building compliance control



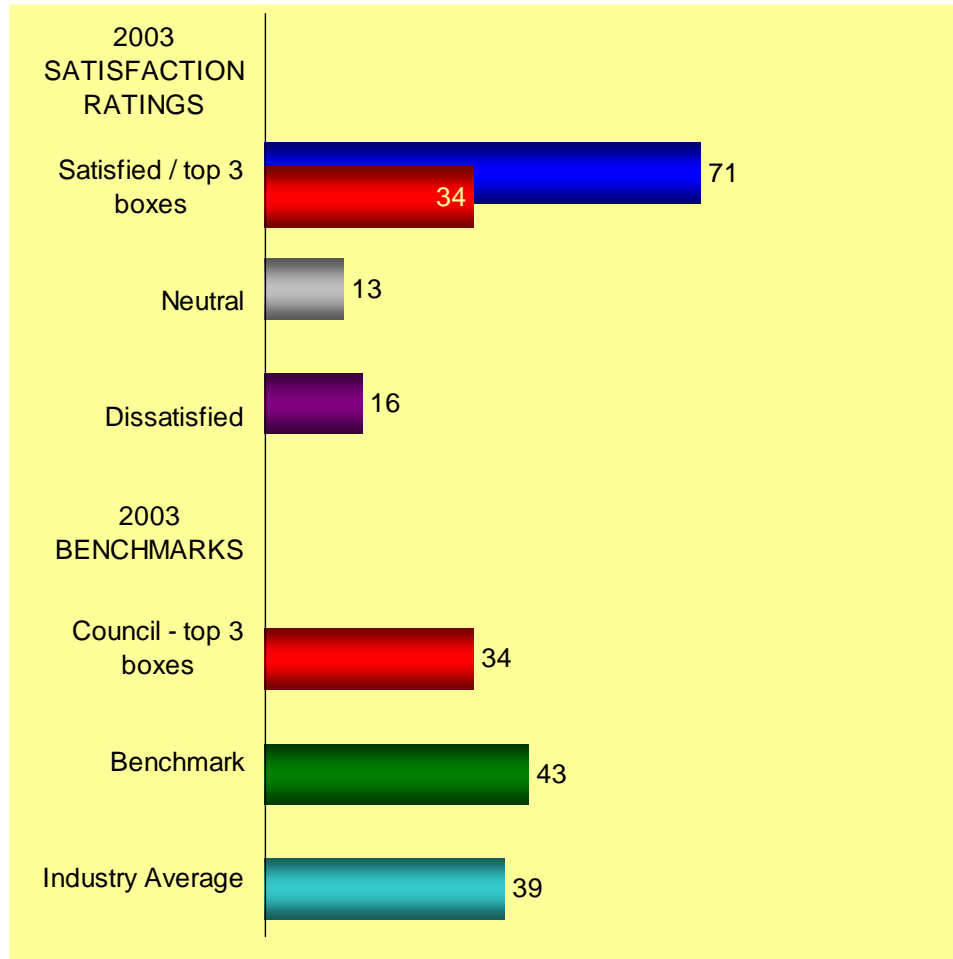
- Monitor / invest in building compliance control
- Residents consider this area to be important
 - Mean importance rating = 8.5
- Satisfaction is moderate, though could be improved
 - Mean satisfaction rating = 6.5
 - 18% of respondents are dissatisfied
- The harshest critics are males and those with family
 - 23% of males rated satisfaction 1-4, compared to 13% of females
 - 27% of respondents with family rated satisfaction 1-4
 - This compares with 12% of young singles / couples and 15% of older singles / couples

Provide planning and building approvals



- Monitor / invest in planning and building approvals
- Residents consider this area to be important
 - Mean importance rating = 8.5
- Satisfaction is relatively low, and could be improved
 - Mean satisfaction rating = 6.1
 - 19% of respondents are dissatisfied
- The harshest critics are aged 35-54
 - 31% of those aged 35-54 rated satisfaction 1-4 (12% points above average)
- In comparison to other participating Councils, South Perth's performance is behind average

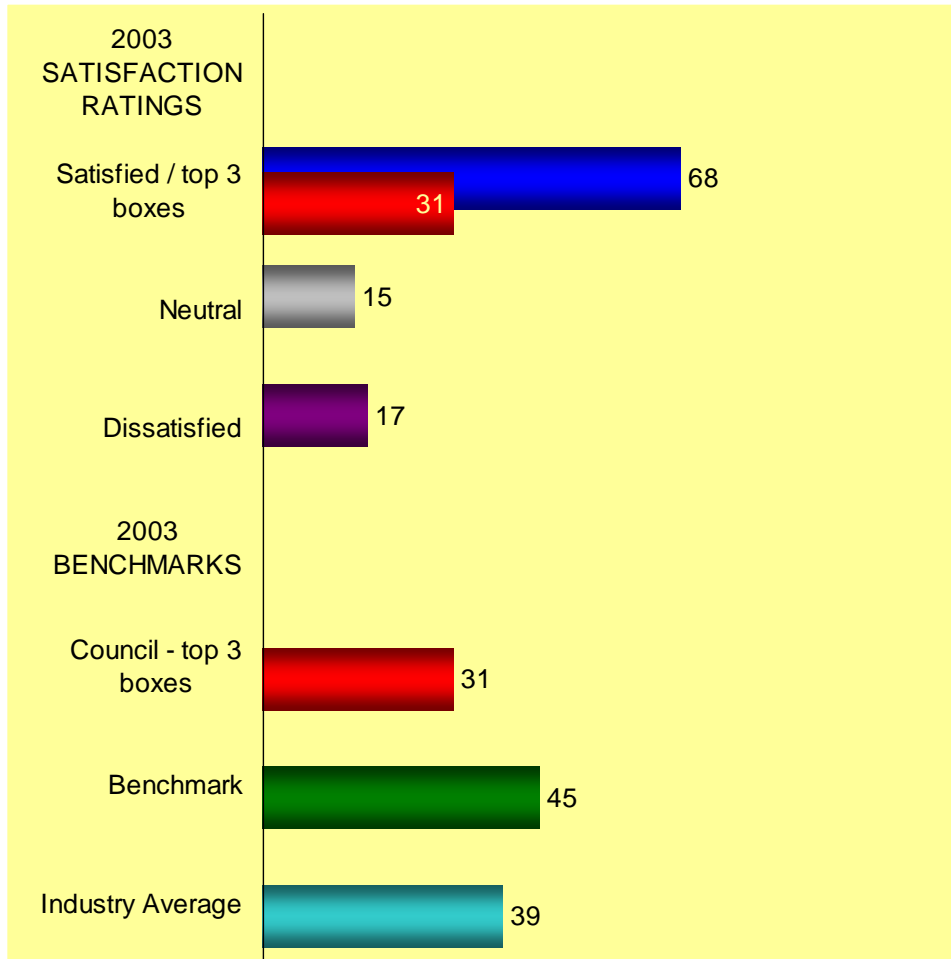
Approve & plan developments compatible with the character & historic value of area



- Monitor planning and approvals for compatible development
- Residents consider this area to be important, though not as important as some other areas
 - Mean importance rating = 8.4
- Satisfaction is moderate, and could be improved
 - Mean satisfaction rating = 6.5
 - 16% of respondents are dissatisfied
- The harshest critics are those with family
 - 29% of respondents with family rated satisfaction 1-4
 - This compares with 9% of young singles / couples and 13% of older singles / couples
- In comparison to other participating Councils, South Perth's performance is slightly behind average

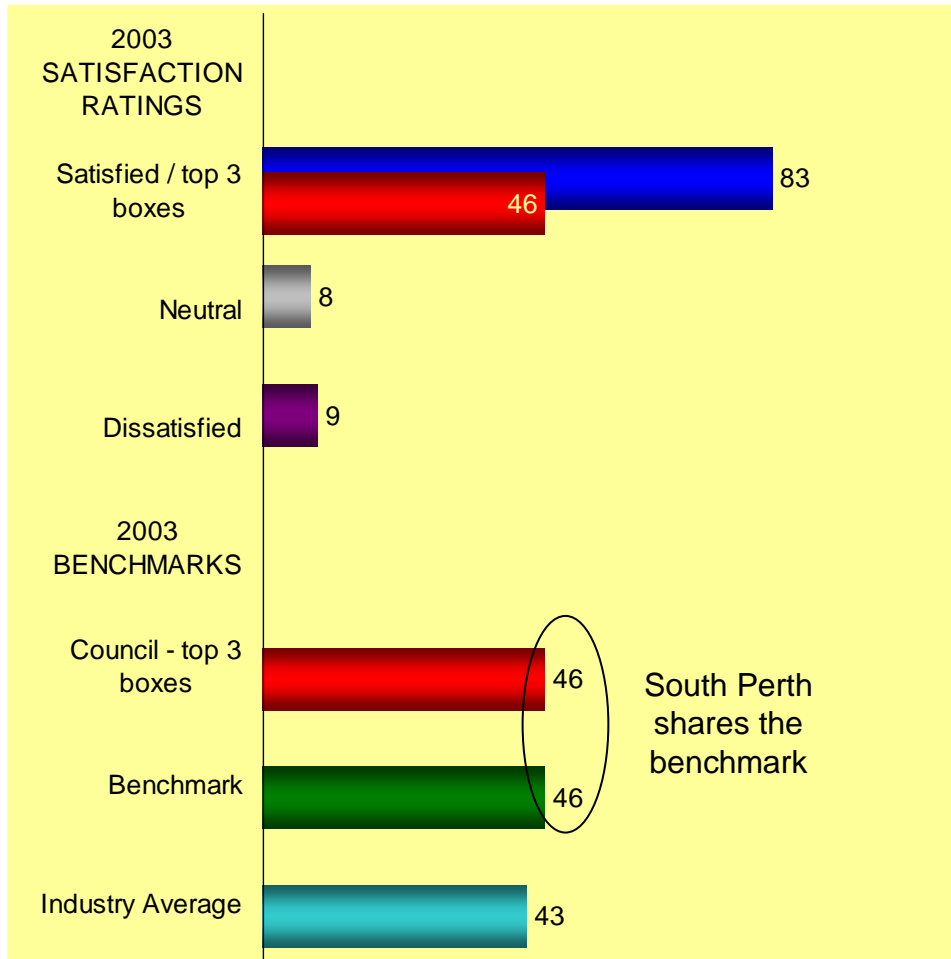
Council leadership & management

Provide good leadership within the community



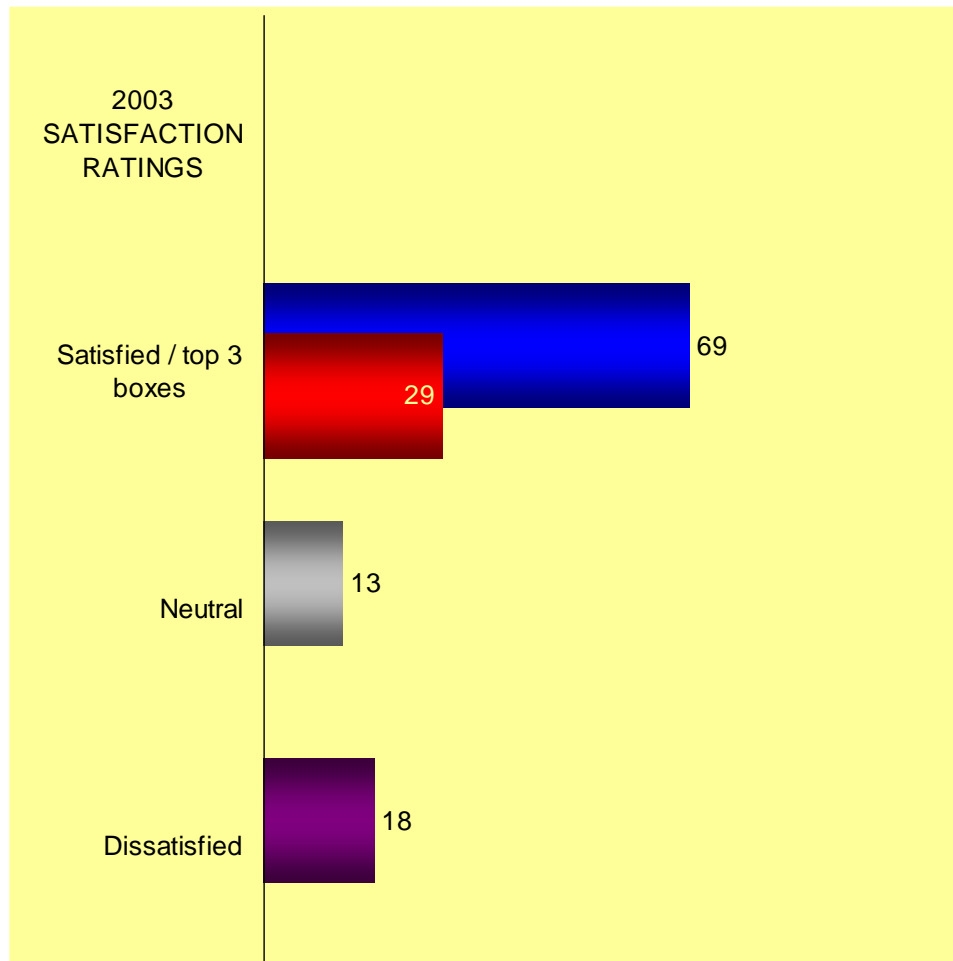
- Invest in providing good leadership within the community
- Residents consider good leadership to be an important responsibility of Council
 - Mean importance rating = 8.6
- Satisfaction is moderate and could be improved
 - Mean satisfaction rating = 6.3
 - 17% are dissatisfied
- The harshest critics are aged 25-64
 - 23% of those aged 25-64 rated satisfaction 1-4
 - This compares to 7% of 18-24 year olds and 6% of those aged 65+
- In comparison to other participating Councils, South Perth's performance is behind average

Provide efficient & effective service



- Invest in providing efficient & effective service
- Residents consider efficient & effective service to be an important responsibility of Council
 - Mean importance rating = 9.0
- Satisfaction is moderate, but could be further improved given its high importance
 - Mean satisfaction rating = 7.0
 - 9% are dissatisfied
- The harshest critics are those aged 35-54
 - 18% of those aged 35-54 rated satisfaction 1-4
 - This compares to 4% of those aged 18-34 and 6% of those aged 55+
- South Perth's performance is on par with other Councils

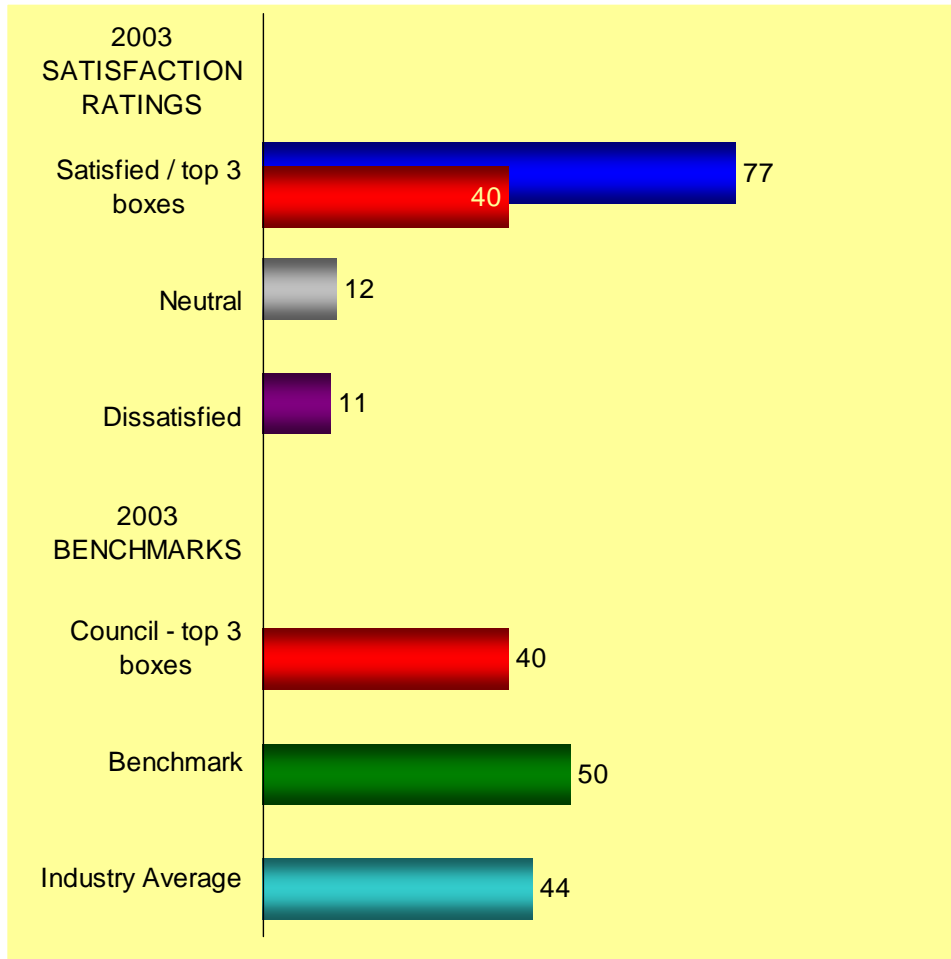
Be open with processes



- Invest in being open with processes
- Residents consider openness to be an important responsibility of Council
 - Mean importance rating = 9.1
- Satisfaction is low given its high importance
 - Mean satisfaction rating = 6.2
 - 18% are dissatisfied
- The harshest critics are males and those with family
 - 24% of males rated satisfaction 1-4, compared to 15% of females
 - 24% of respondents with family rated satisfaction 1-4
 - This compares with 13% of young singles / couples and 18% of older singles / couples

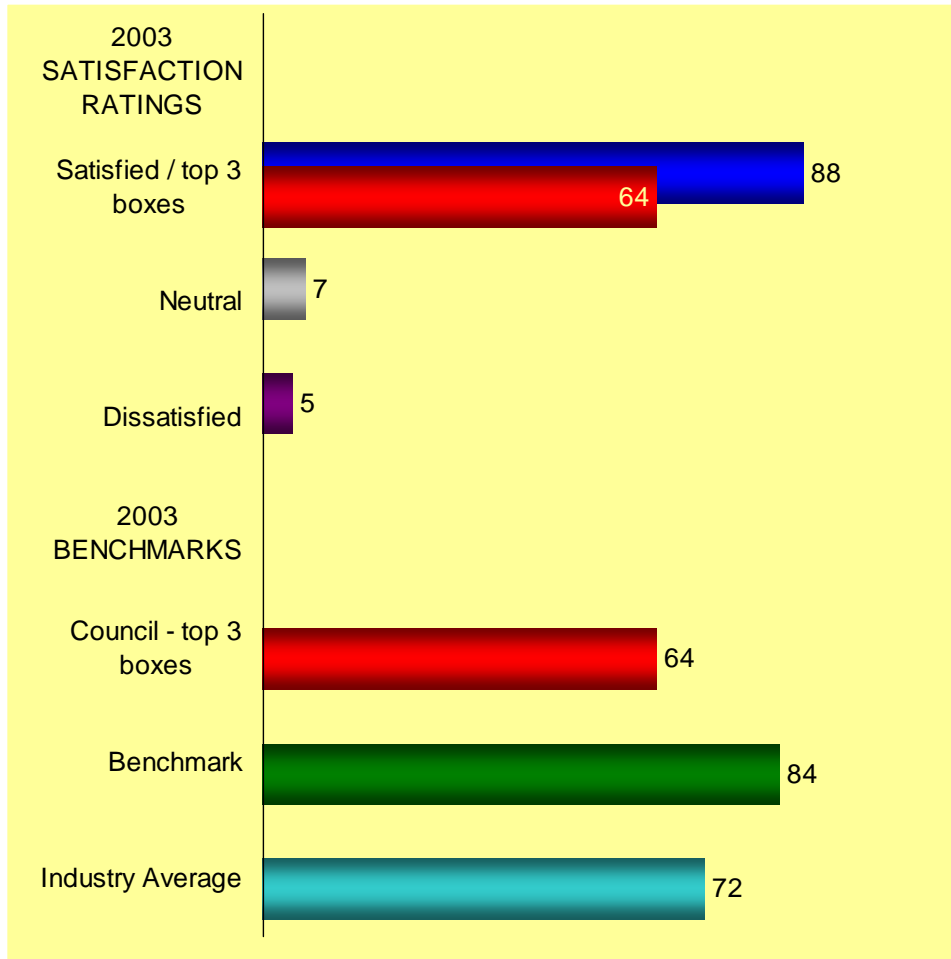
Communication, education and consultation

Inform the community about local issues



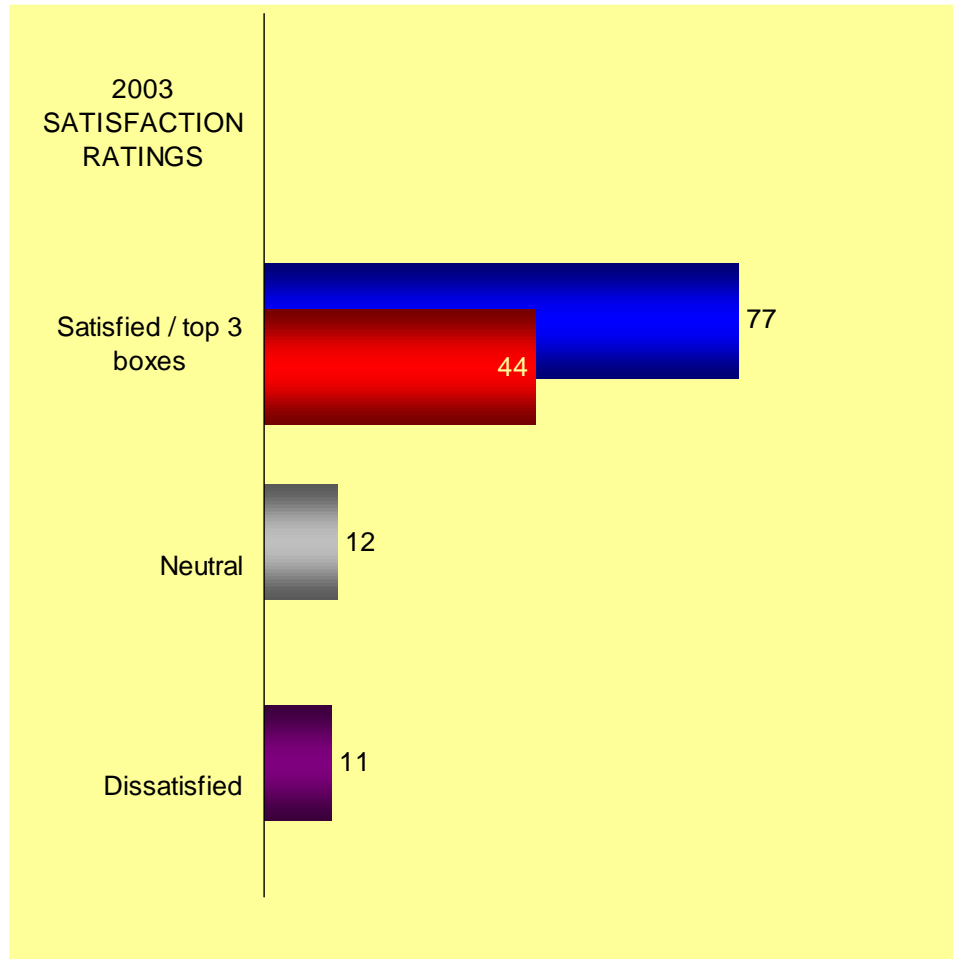
- Invest in informing the community about local issues
- Residents consider the provision of information about local issues to be an important responsibility of Council
 - Mean importance rating = 8.7
- Satisfaction is moderate
 - Mean satisfaction rating = 6.9
 - 11% are dissatisfied
- The harshest critics are aged 35-44
 - 20% of those aged 35-44 rated satisfaction 1-4 (9% points above average)
- In comparison to other participating Councils, South Perth's performance is slightly behind average

Provide library & information services



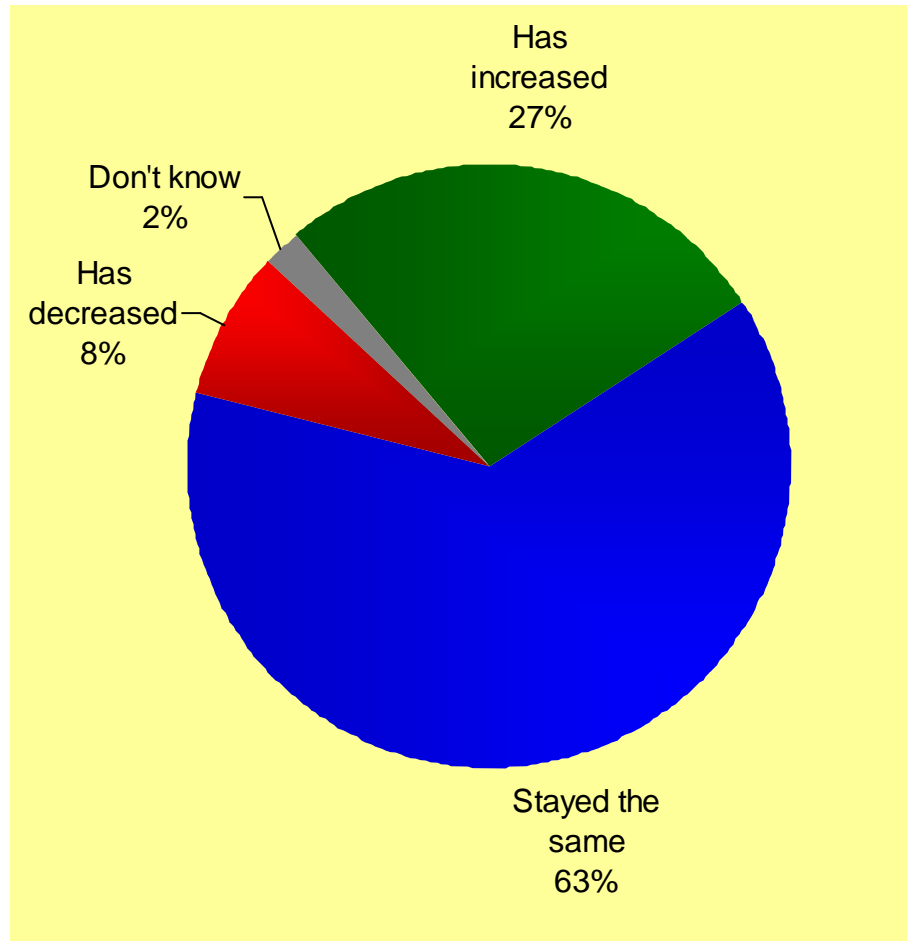
- Maintain library & information services
- Residents consider library & information services to be an important responsibility of Council, though not as important as other areas
 - Mean importance rating = 8.4
- Satisfaction is relatively high
 - Mean satisfaction rating = 7.8
 - Only 5% are dissatisfied
- Dissatisfaction tends to be a bit higher among younger respondents
 - 12% of those aged 18-24 expressed disappointment with library and information services (7% points above average)
- In comparison to other participating Councils, South Perth's performance is behind average

Provide information on walking, cycling & public transport



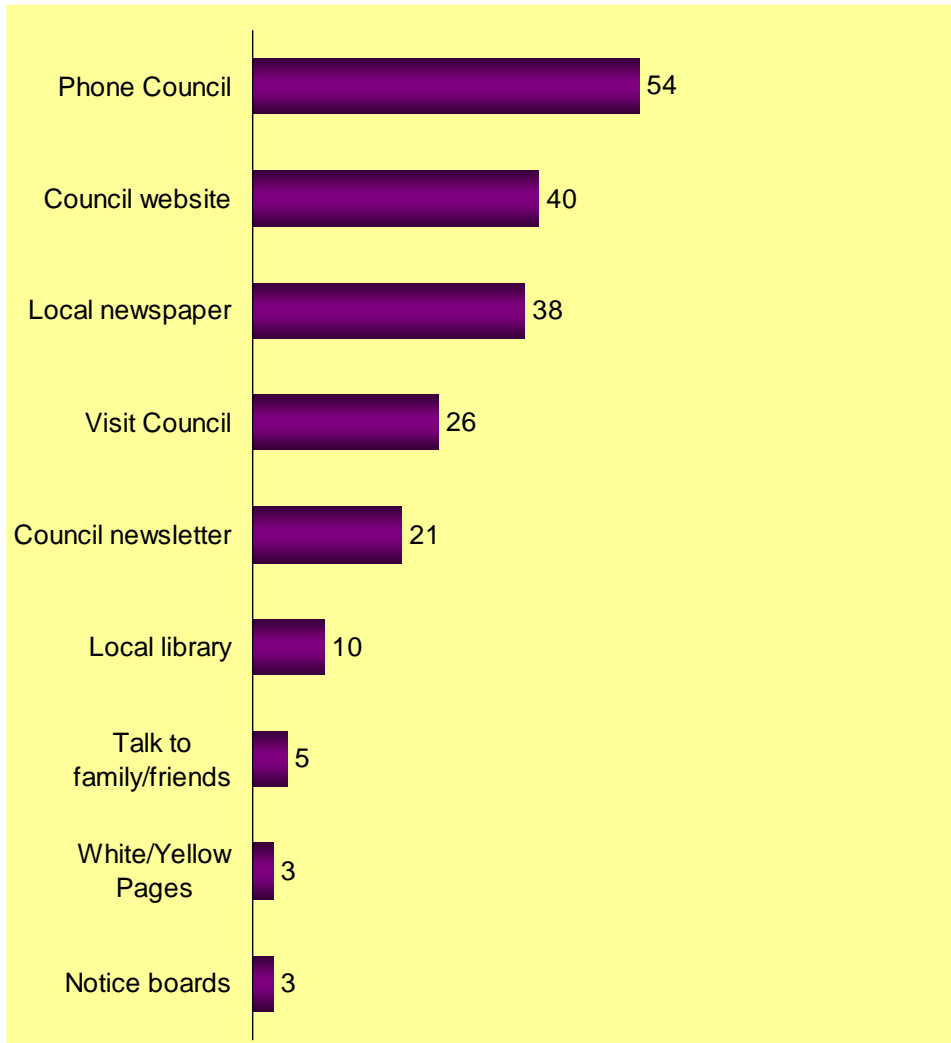
- Monitor residents needs for information on walking, cycling & public transport options
- Residents consider this information to be an important responsibility of Council, though not as important as other areas
 - Mean importance rating = 8.1
- Satisfaction is moderate
 - Mean satisfaction rating = 6.9
 - 11% are dissatisfied

Use of alternative modes of transport



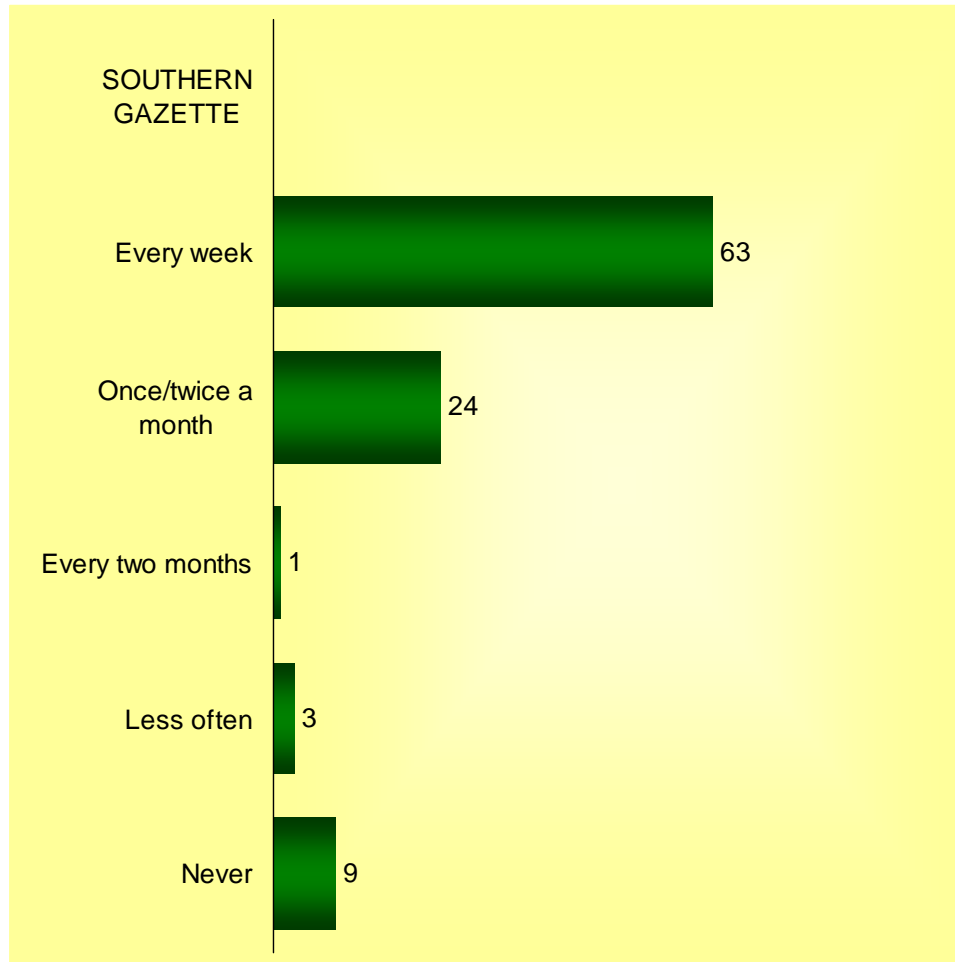
- Use of alternative modes of transport such as walking, cycling or using public transport has generally stayed the same for most people
- Communications to encourage people to use alternative modes of transport appear to be having the greatest positive impact on those aged 25-34 years
 - 42% of respondents aged 25-34 claim that their use of alternative modes of transport has increased
 - This compares to 32% of those aged 18-24, 24% of those aged 35-64 and 13% of those aged 65+

Sources referred to for information about Council activities, services & facilities



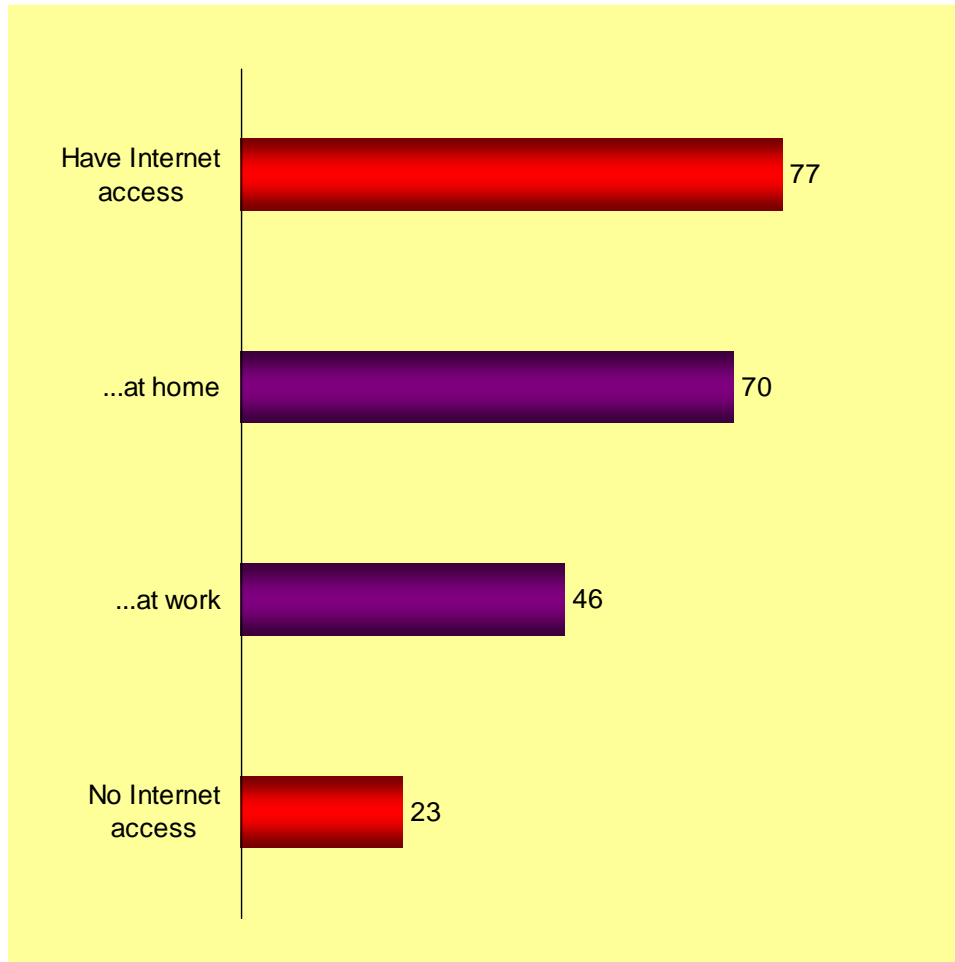
- Residents mostly telephone Council if they need information about Council activities, services and facilities
- Other popular sources include Council's website, the Southern Gazette and the Peninsula newsletter
- A quarter of residents will visit Council offices when they need information
- Females are more likely than males to telephone Council when they need information
 - 61% of females will phone Council for information, compared to 43% of males

Local newspaper readership



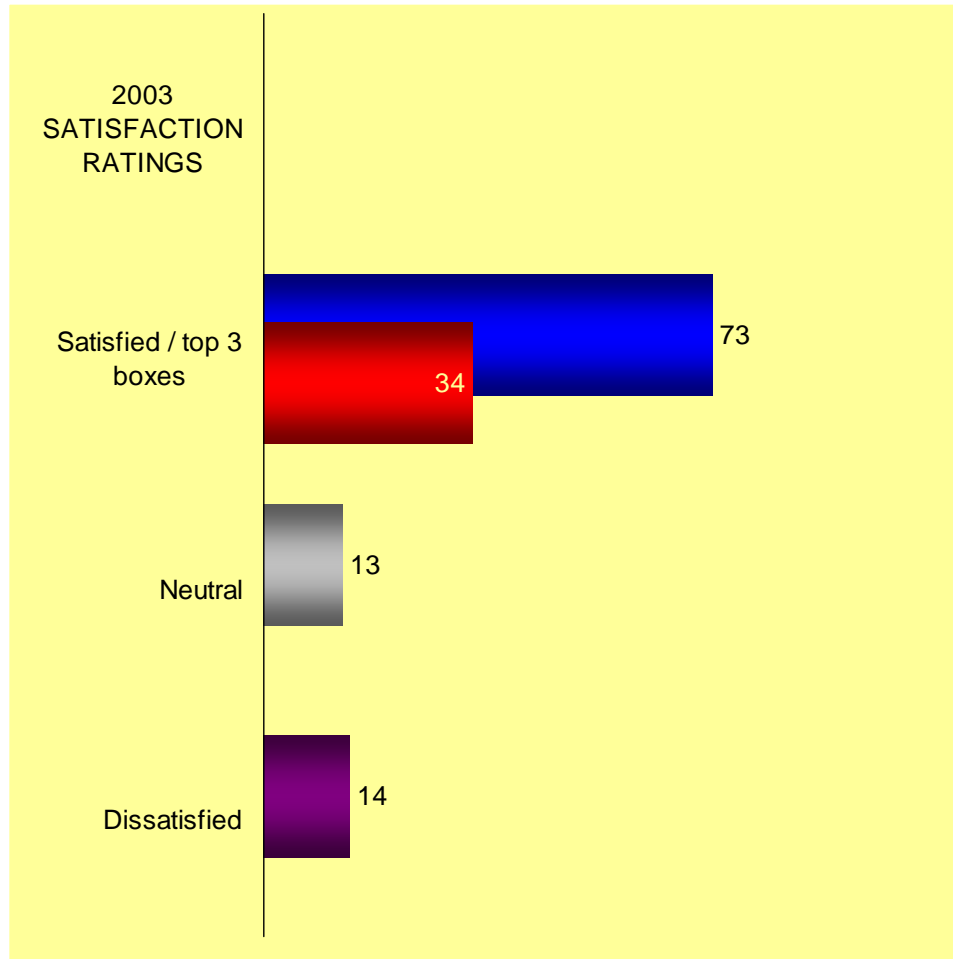
- The Southern Gazette is widely read
 - 91% readership
 - 63% of respondents read the Southern Gazette weekly
- There is a correlation between age and readership
 - As residents grow older the frequency of readership increases
 - Only 29% of 18-24 year olds read the Gazette weekly, this increases to 45% among 25-34 year olds, 70% among 35-44 year olds and rises to 90% among those aged 65+
 - 29% of those aged 18-24 never read the Gazette
- Readership is also higher among home owners
 - 72% of home owners read the Gazette on a weekly basis
 - This compares to just 47% of those renting in the area

Internet access



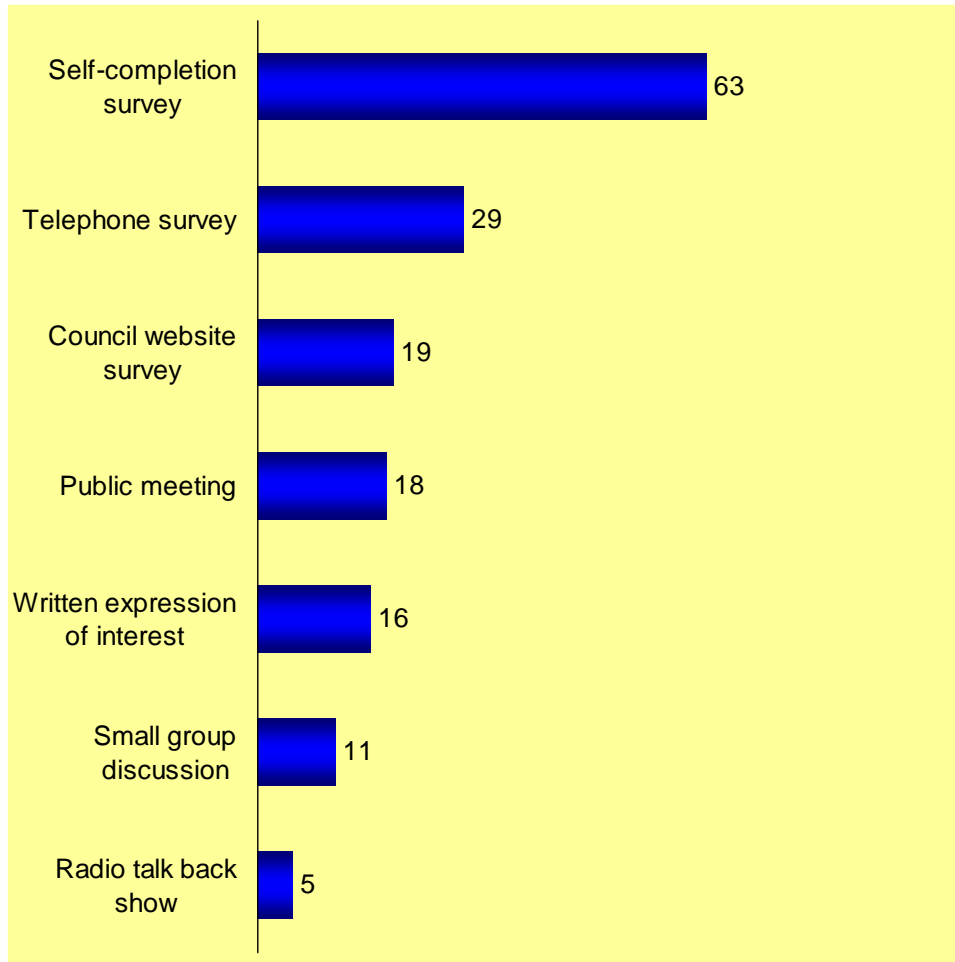
- 77% of residents have access to the Internet at home or work
 - Nearly all of these users have home access
- Internet access is significantly higher among families
 - 92% of families have Internet access
 - This compares to 74% of young singles / couples (aged 34 or younger)
 - And, 51% of older singles / couples (aged 35+)
- The elderly are least likely to have Internet access
 - While 67% of those aged 55-64 have Internet access, this almost halves to 37% among those aged 65+

Consult the community about local issues



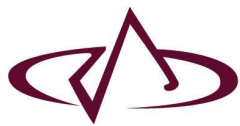
- Invest in consulting the community on local issues
- Residents consider consultation about local issues to be an important responsibility of Council
 - Mean importance rating = 8.8
- Satisfaction is relatively low given its high importance
 - Mean satisfaction rating = 6.5
 - 14% are dissatisfied
- Families are the harshest critics
 - 20% of families rated satisfaction 1-4
 - This compares to 11% of young singles / couples and 13% of older singles / couples

Community consultation preferences



- 93% prefer to be consulted through the use of survey research
- Self-completion surveys are the most preferred option
 - Higher support among females (66%) and among those aged 45-64 (73%)
- Popular alternatives include telephone and web surveys
 - Males show stronger support for web surveys than females (25% v 16%)

Thank you



Australian Market Intelligence



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