



Council Performance Monitor

Community Research and Benchmark Findings

City of South Perth



November 2004

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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 second study, conducted in 2004, comprising 400 telephone interviews with residents in the City of South Perth.

OVERALL SATISFACTION RATINGS

	<u>Council</u>	<u>History</u>	<u>Benchmark</u>	<u>Industry Average</u>
Very satisfied (8, 9 or 10)	44%	40%	50%	39%

FOCUS

More open processes
 Consultation with the community
 Planning/building compliance control
 Reduce water usage

These areas are rated very important & received lower satisfaction ratings

CELEBRATE

Bulk 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.

Neighbour Assistance

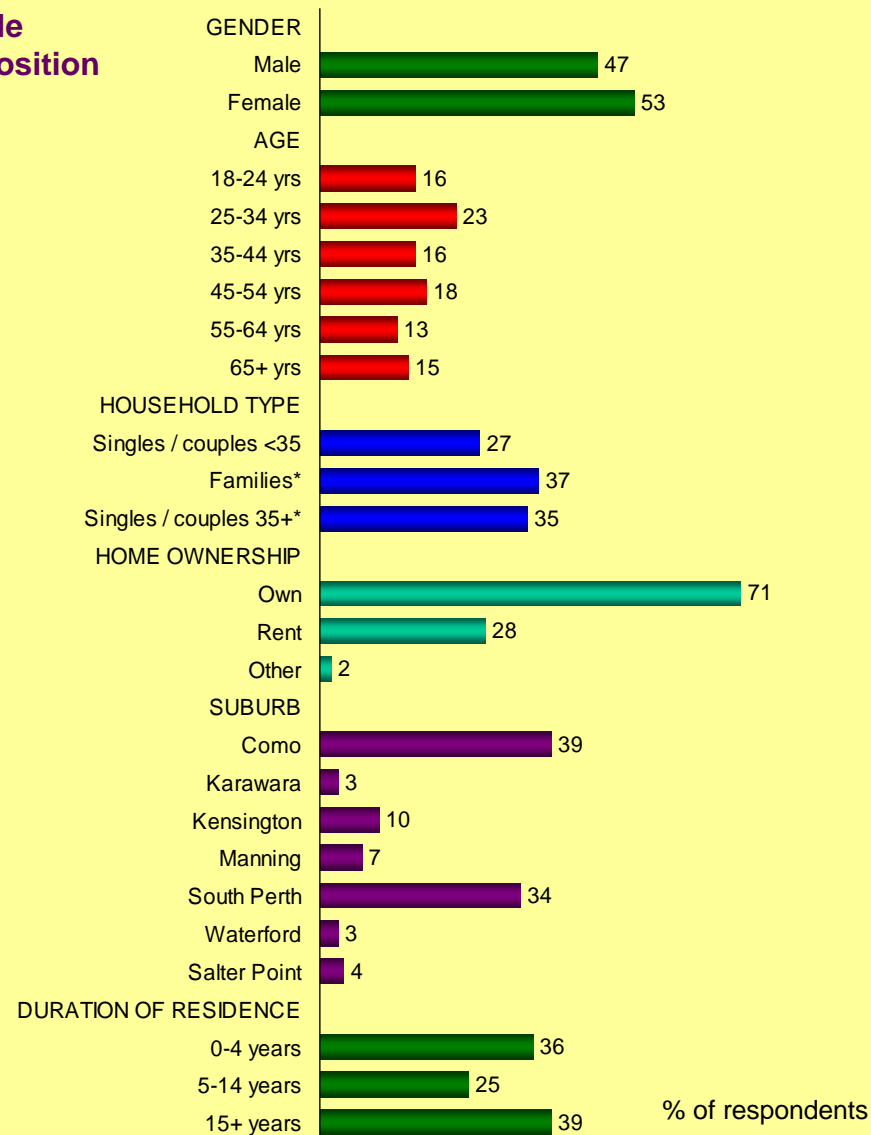
71% would ask their neighbour for assistance

42% definitely would and 29% probably would

Introduction and research method

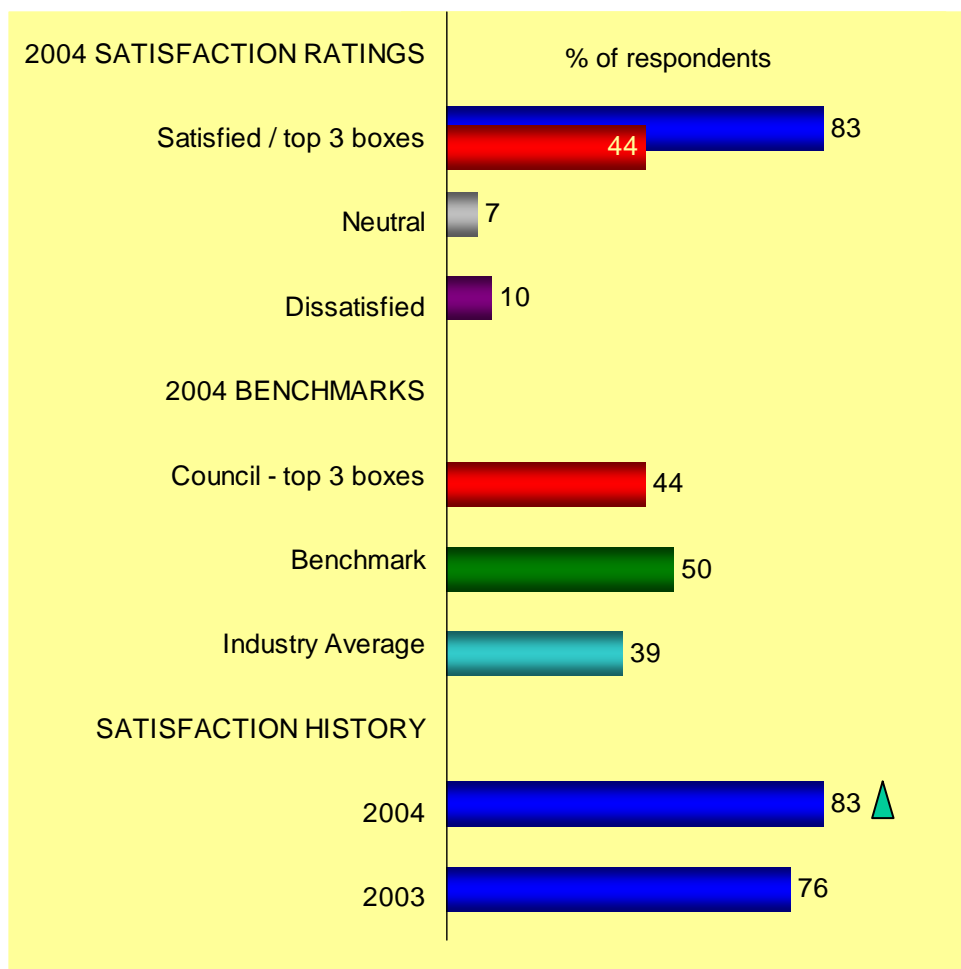
- In October 2004, AMI CATALYSE conducted community satisfaction research to determine:
 - Overall satisfaction with the City of South Perth
 - Perceived importance and satisfaction for selected services and facilities
 - Performance gaps
 - How residents source information relating to Council activities, services and facilities
 - Residents' likelihood of asking neighbours for assistance at home
- A representative sample of 400 households was surveyed
 - Sampling precision is +/- 5% at the 95% confidence interval and meets the level specified by the Auditor General
- When three or more participating Councils have asked the same question, comparative benchmarks and industry average ratings are provided. Benchmark comparisons are provided over the past 4 studies (Q2 2003, Q4 2003, Q2 2004 and Q2 2004) and include results from the following LGAs:
 - City of Armadale
 - City of Mandurah
 - Town of Bassendean
 - City of Melville
 - City of Cockburn
 - Serpentine-Jarrahdale Shire
 - City of Fremantle
 - Town of Vincent
 - City of Joondalup
- Historical comparisons have been made against the 2003 study
- Charts show percentage of respondents unless otherwise indicated

Sample composition



* Families = Children living at home
 Singles / couples 35+ = no children living at home

Overall satisfaction

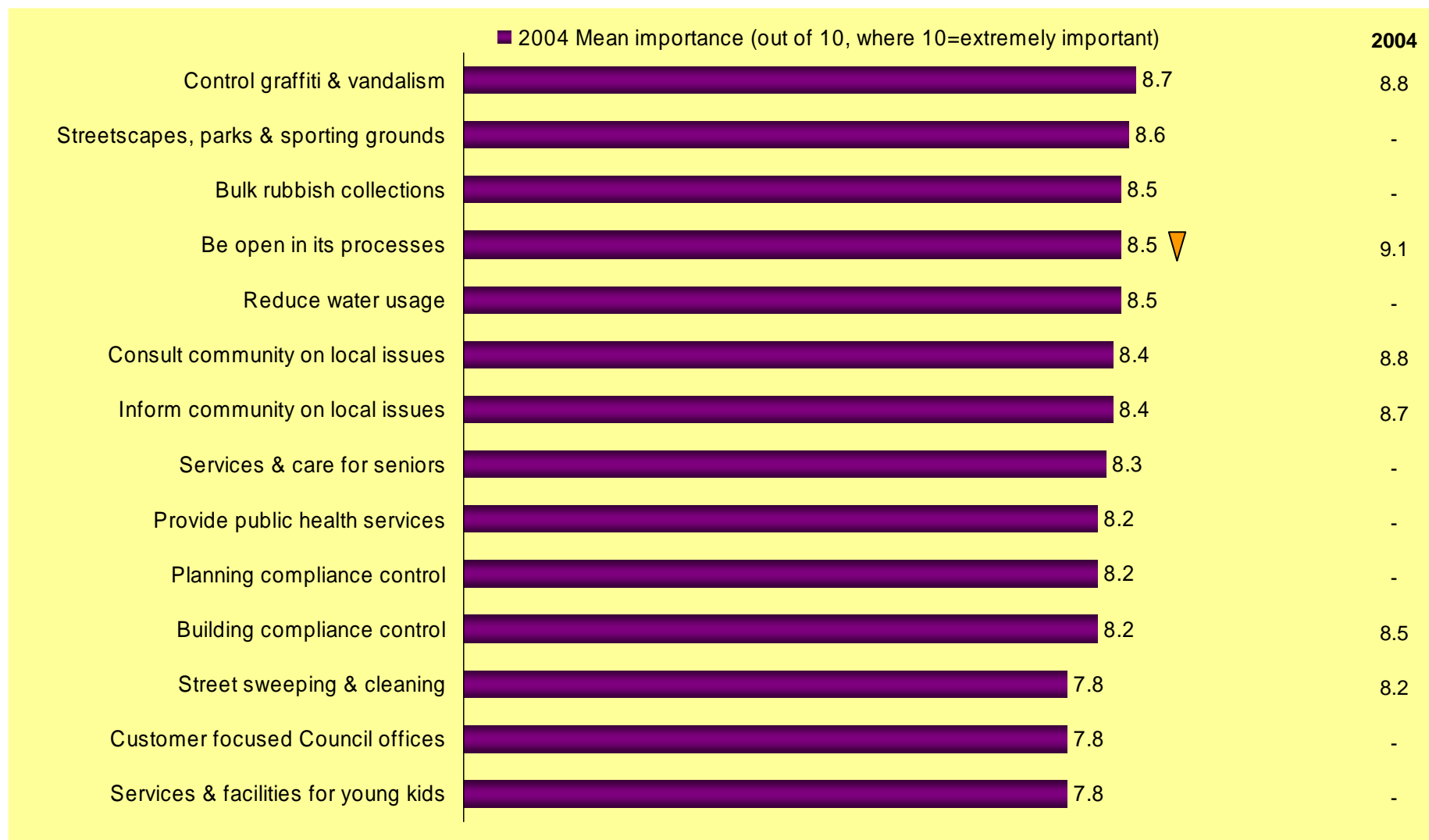


- 83% of respondents are satisfied with the City of South Perth
 - These respondents rate overall satisfaction 6, 7, 8, 9 or 10 out of 10, where 10 is totally satisfied and 1 is totally dissatisfied
- Satisfaction has improved over the past 12 months
 - 83% of residents are satisfied in 2004, up 7% points from 2003
- While overall satisfaction has improved, there is room for further improvement
 - Mean satisfaction rating = 7.0
 - 10% of residents are dissatisfied
- Satisfaction is higher in Karawara and those who rent
 - 79% of residents in Karawara rated satisfaction in the top 3 boxes; 35% points above the average
 - 49% of renters rated satisfaction in the top 3 boxes, compared to 41% of homeowners
- Families and those aged 35-54 tend to be more critical
 - Only 26% of 35-54 year olds rated satisfaction in the top 3 boxes; 25% points below the average
 - 34% of families with kids rated satisfaction in the top 3 boxes; 17% points below the average

Services & Facilities

Importance, Familiarity & Satisfaction Ratings: An Overview

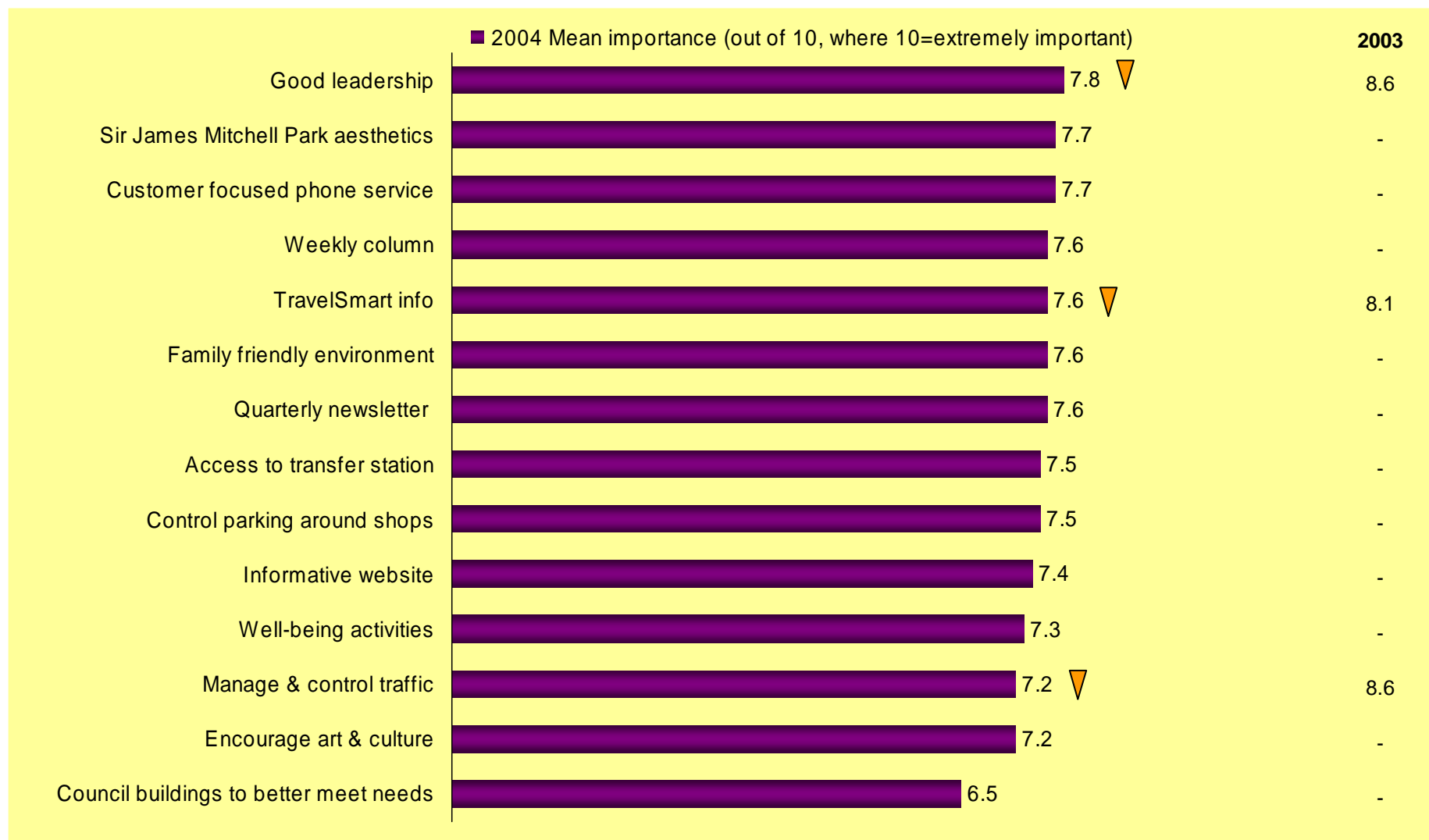
Council services & facilities – higher importance



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)

▼ ▲ = significant variance

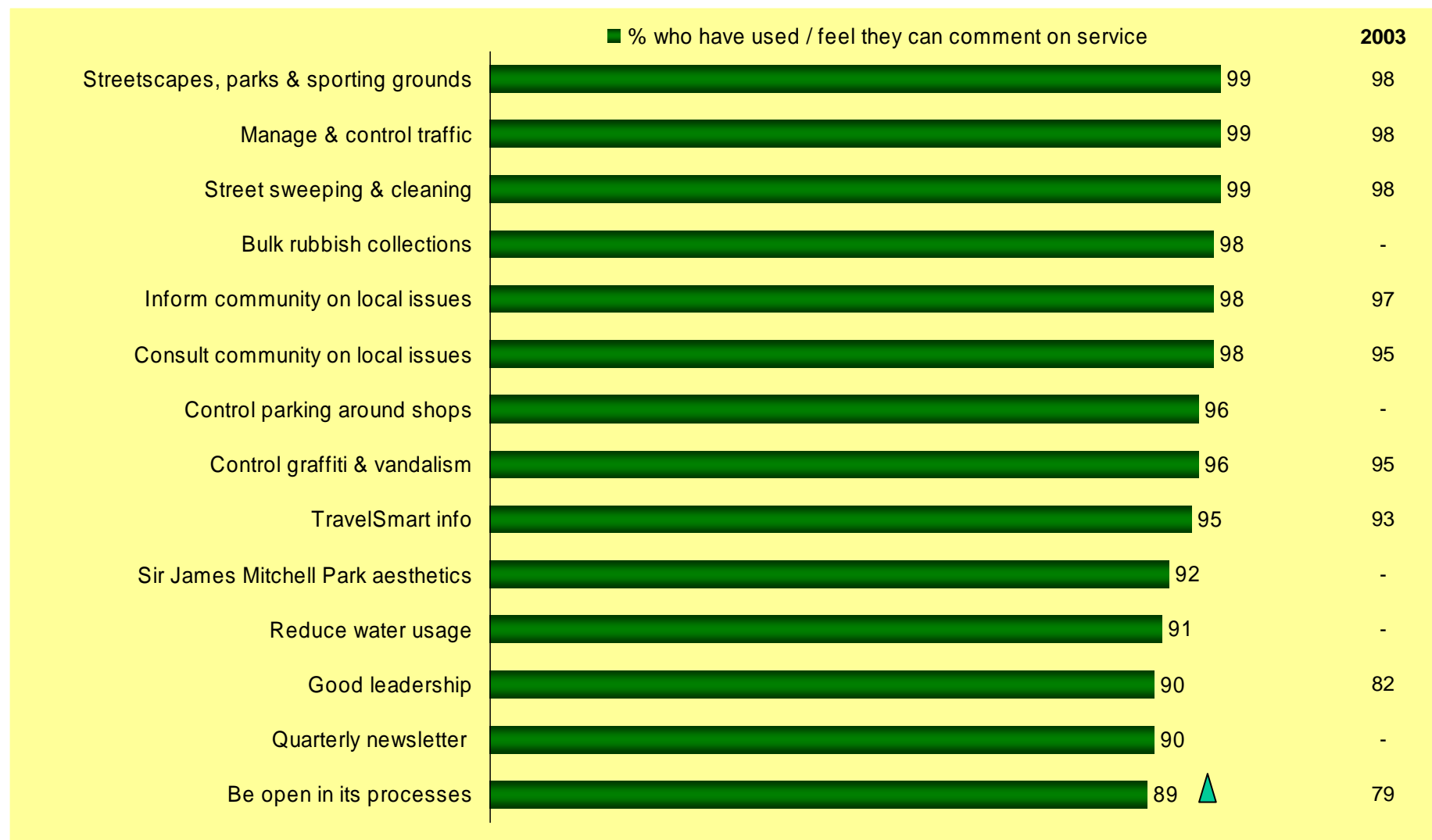
Council services & facilities – lower importance



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)

▼ ▲ = significant variance

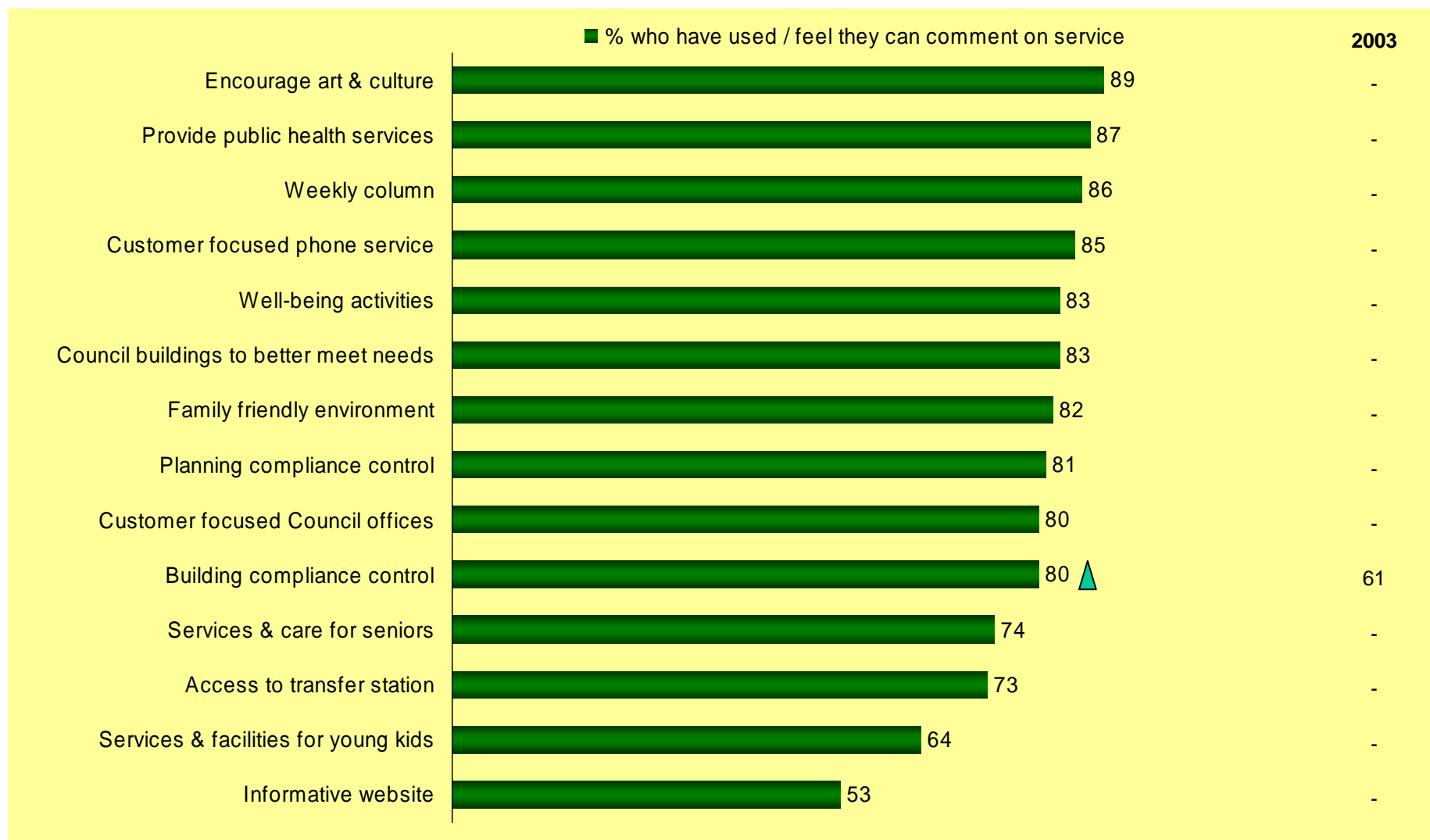
Council services & facilities – higher familiarity



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=400)

▲ = significant variance

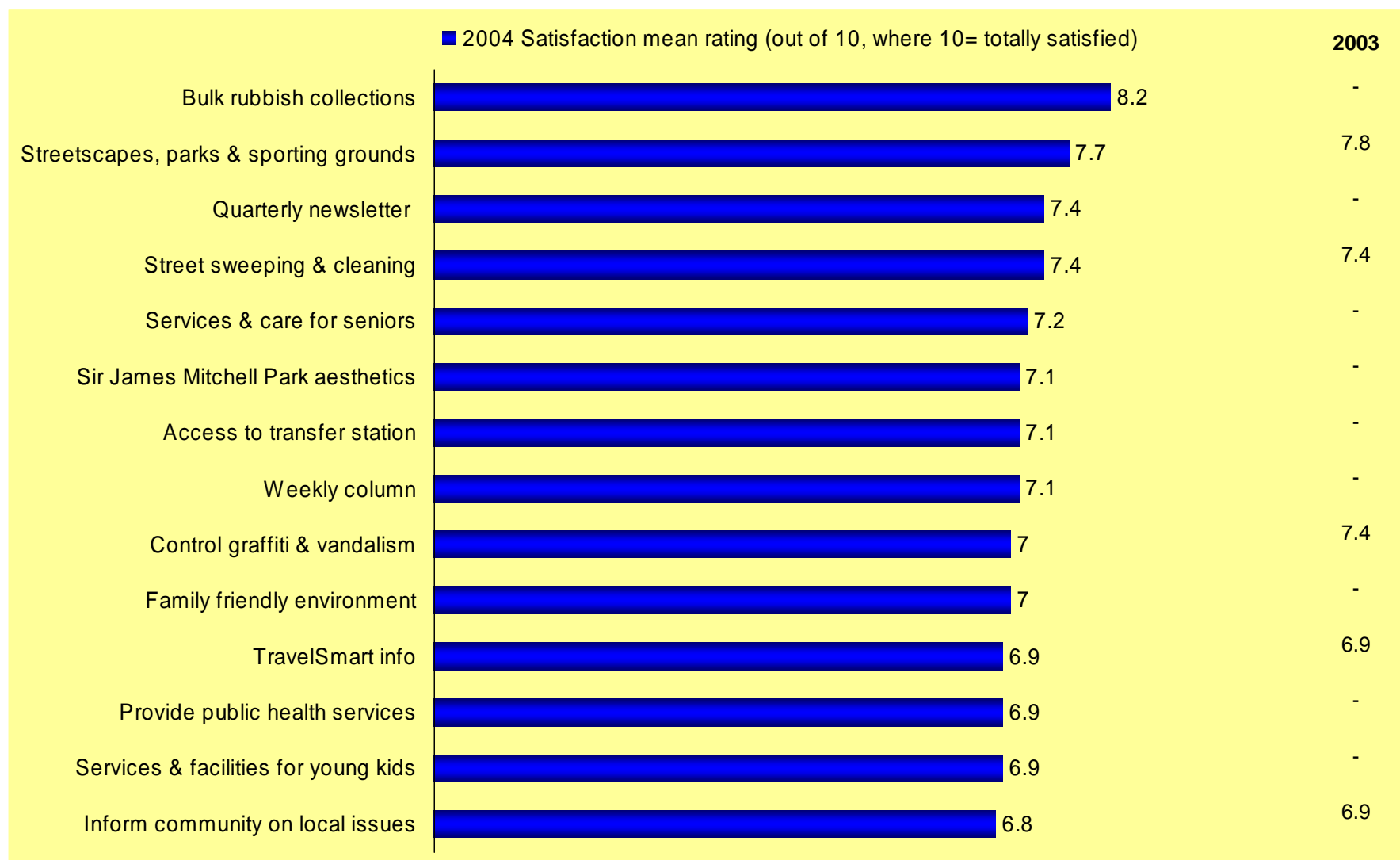
Council services & facilities – lower familiarity





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=400)

▲ = significant variance

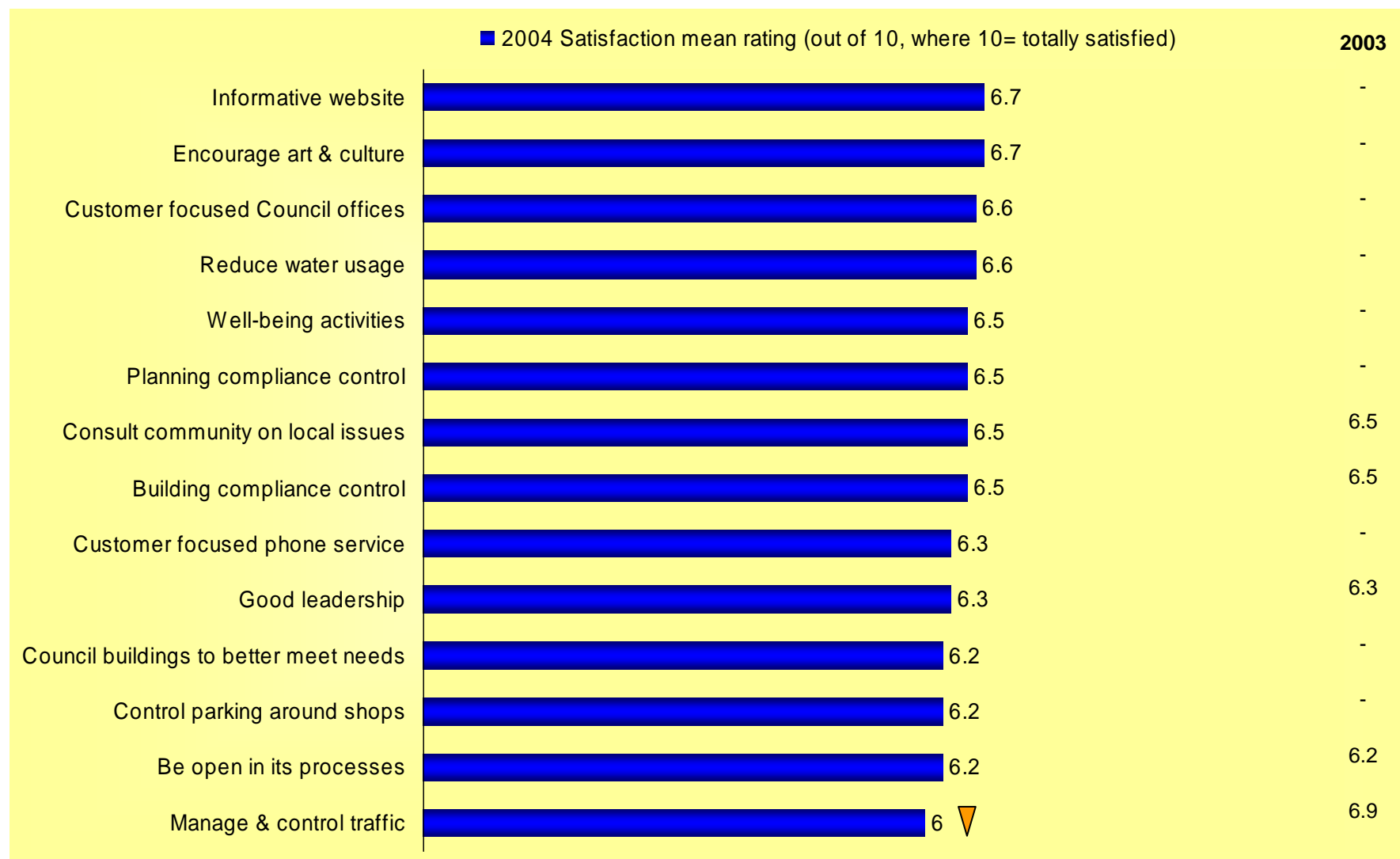
Council services & facilities – higher satisfaction



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

  = significant variance

Council services & facilities – lower satisfaction



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

▼ ▲ = significant variance

Performance Gap Analysis

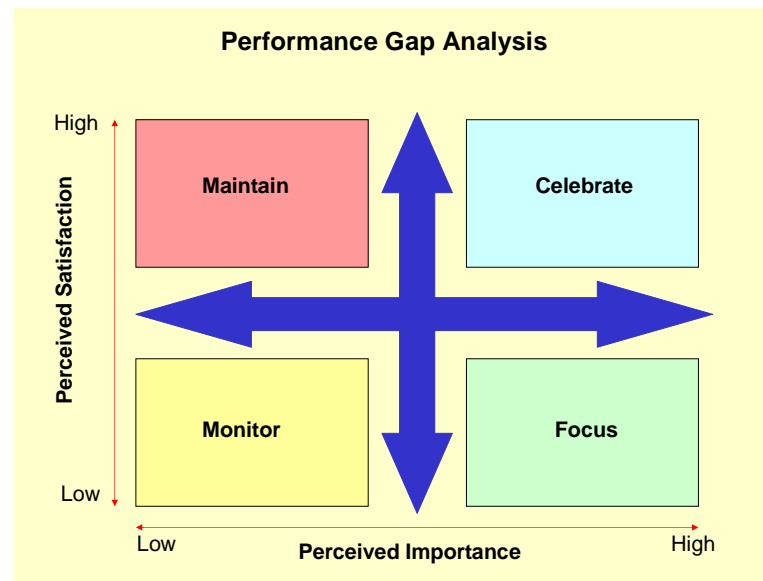
Performance gap analysis

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.

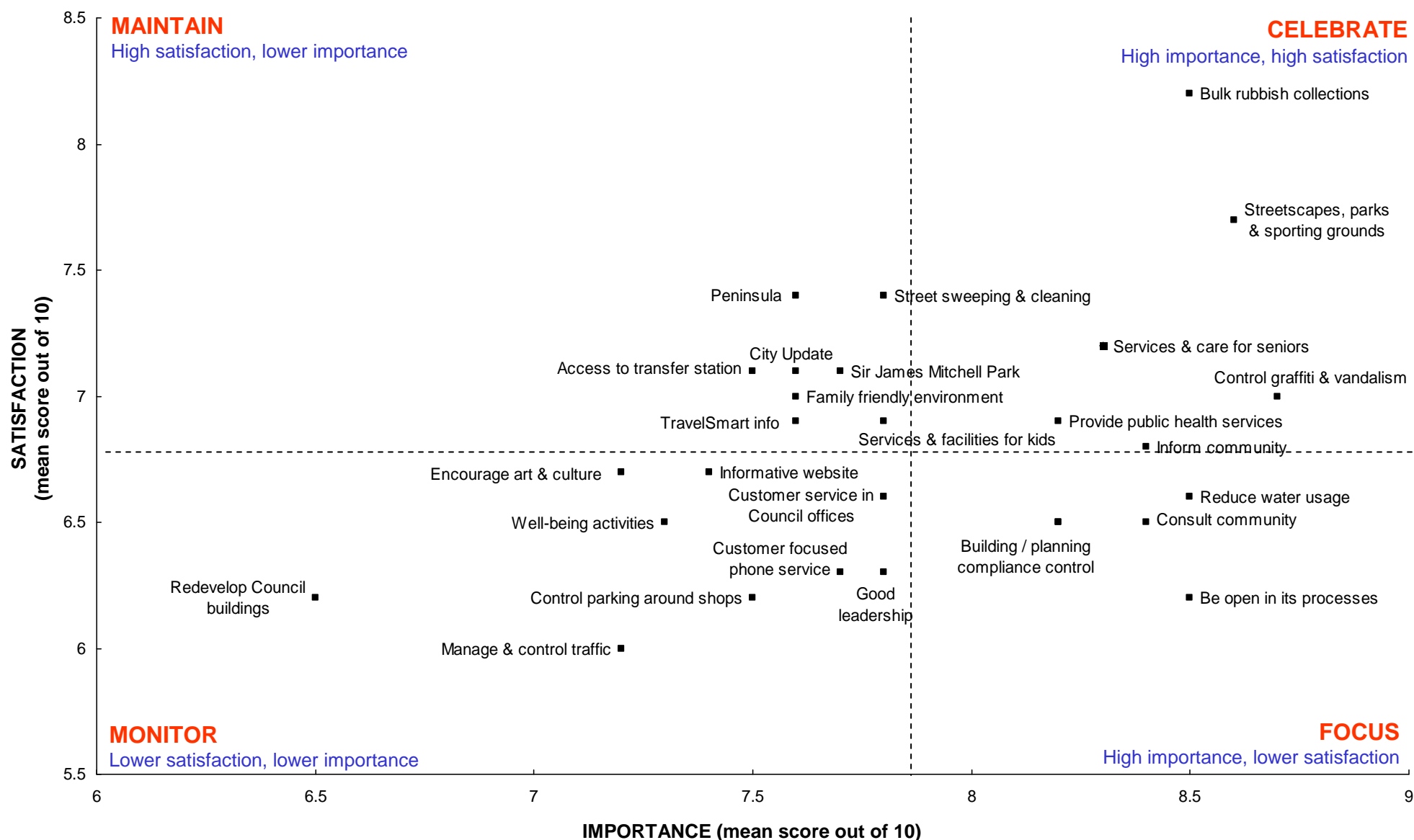
MONITOR represents the quadrant of lower importance & lower satisfaction levels. Services and facilities that fall into this quadrant are less important to the community and the Council is performing less well in delivering them (to those who use them). This quadrant requires Council to monitor perceived 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 **FOCUS** 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=400)

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

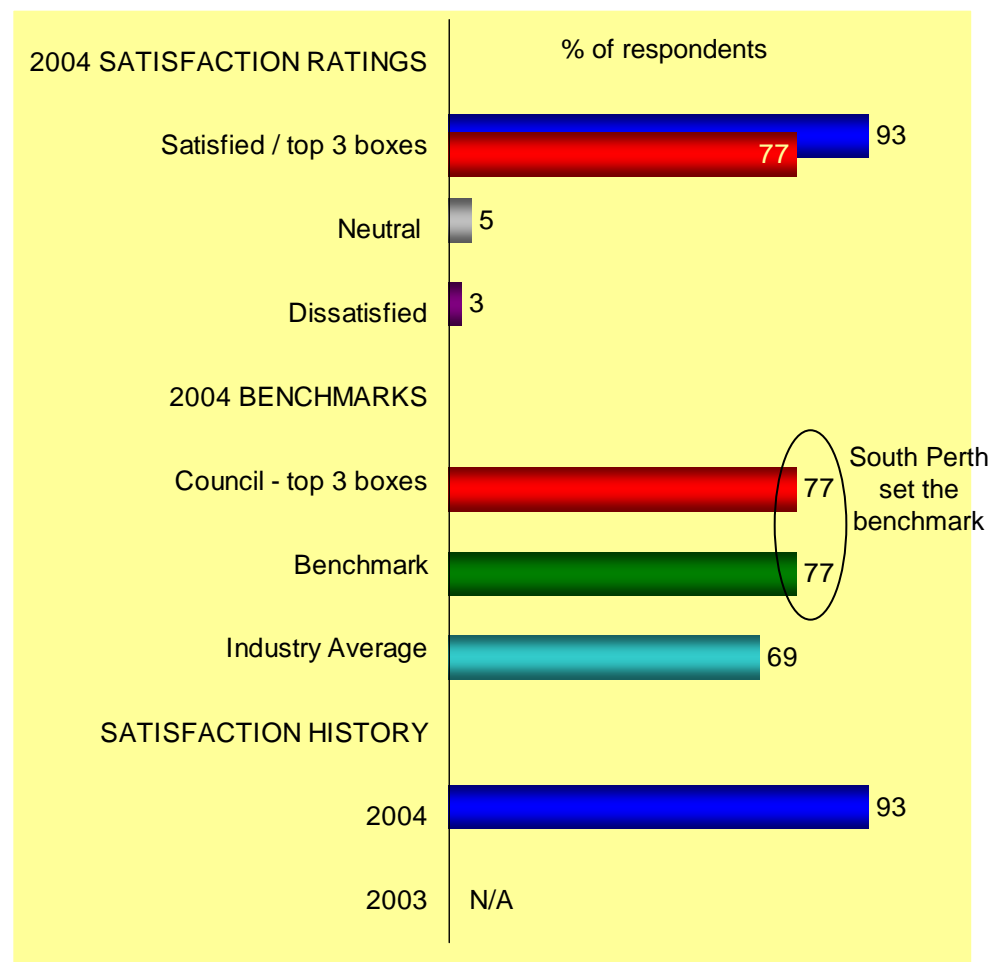
DOTTED LINE: indicates average mean score for all individual services / facilities

Services & Facilities

Detailed Findings

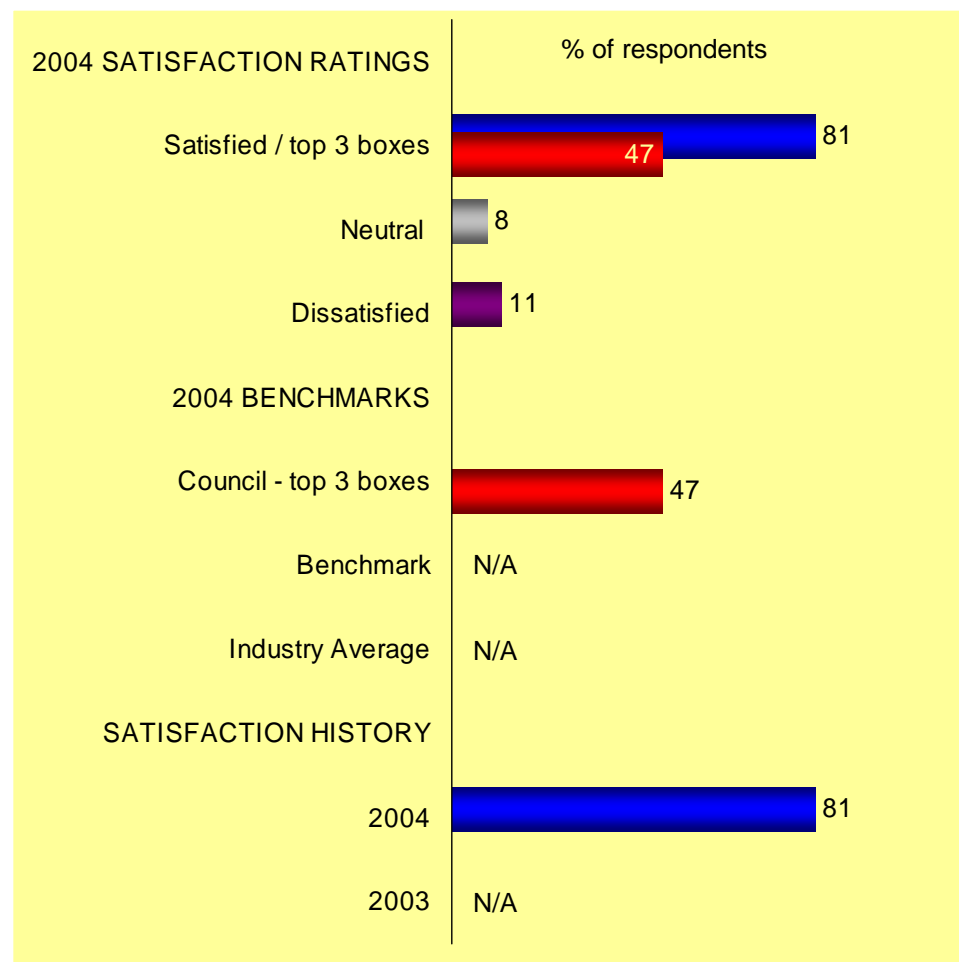
Waste Services

Provide bulk rubbish collections



- Celebrate performance in bulk rubbish collections
 - 98% of respondents felt they could comment on this service
- Residents consider bulk rubbish collections among the top three most important responsibilities of Council
 - Mean importance rating = 8.5
- Satisfaction is high
 - Mean satisfaction rating = 8.2
- Older respondents are more satisfied
 - 89% of those aged 55+ rated satisfaction in the top 3 boxes, compared to 71% of 18-34 year olds and 75% of 35-54 year olds
- Satisfaction is lower among young singles and couples with no kids
 - Only 66% of singles / couples aged 18-35 with no kids rated satisfaction in the top 3 boxes; 10% points below the average

Provide access to a Transfer Station (a site where you can drop-off extra rubbish and bulky items)





- Maintain access levels to the transfer station
 - 73% of respondents felt they could comment on this service
- Residents consider access to a transfer station to be a relatively important responsibility of Council
 - Mean importance rating = 7.5
- Satisfaction is moderate
 - Mean satisfaction rating = 7.1
 - 11% of respondents are dissatisfied
- The harshest critics tend to be young singles and couples without kids
 - Only 28% of singles / couples aged 18-35 with no kids rated satisfaction in the top 3 boxes; 19% points below the average

NEW

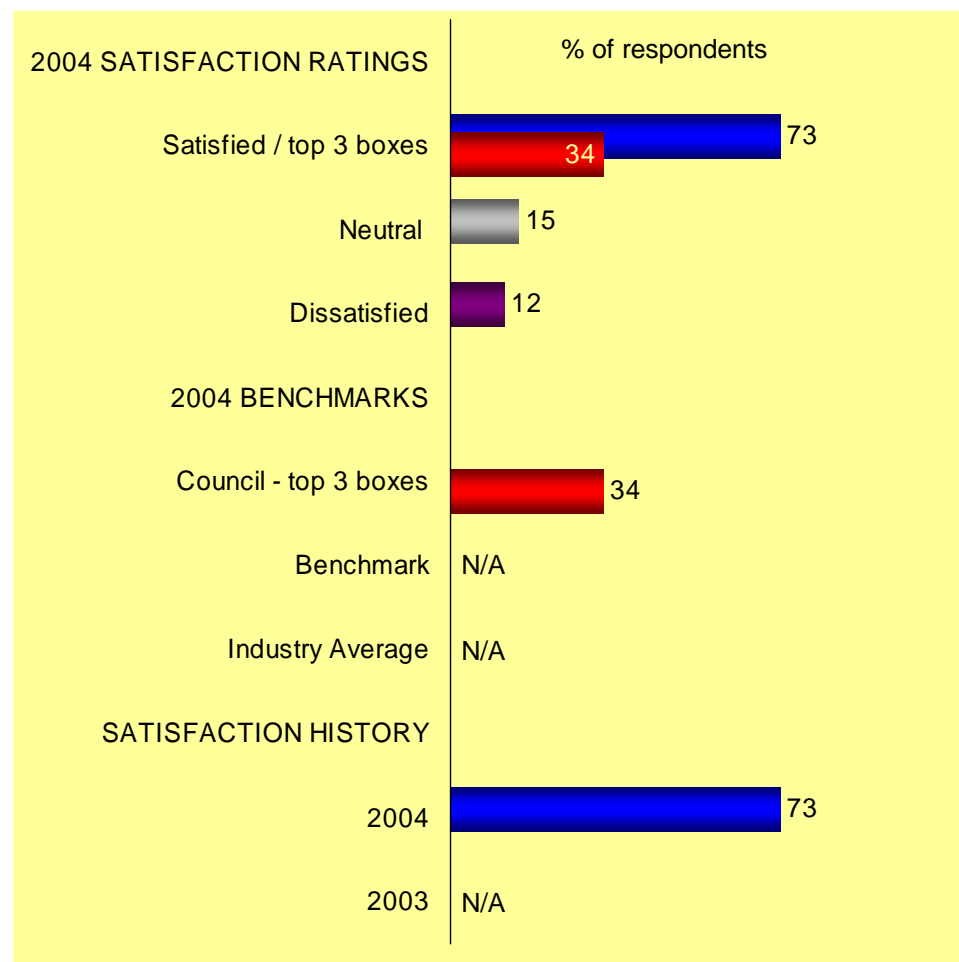
Q. How satisfied are you with Council's performance in this area? 10 = totally satisfied; 1 = totally dissatisfied.

Base: Respondents who use / can comment on service / facility(2004 n=290); Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Dissatisfied 1-4

  = significant variance

Conservation

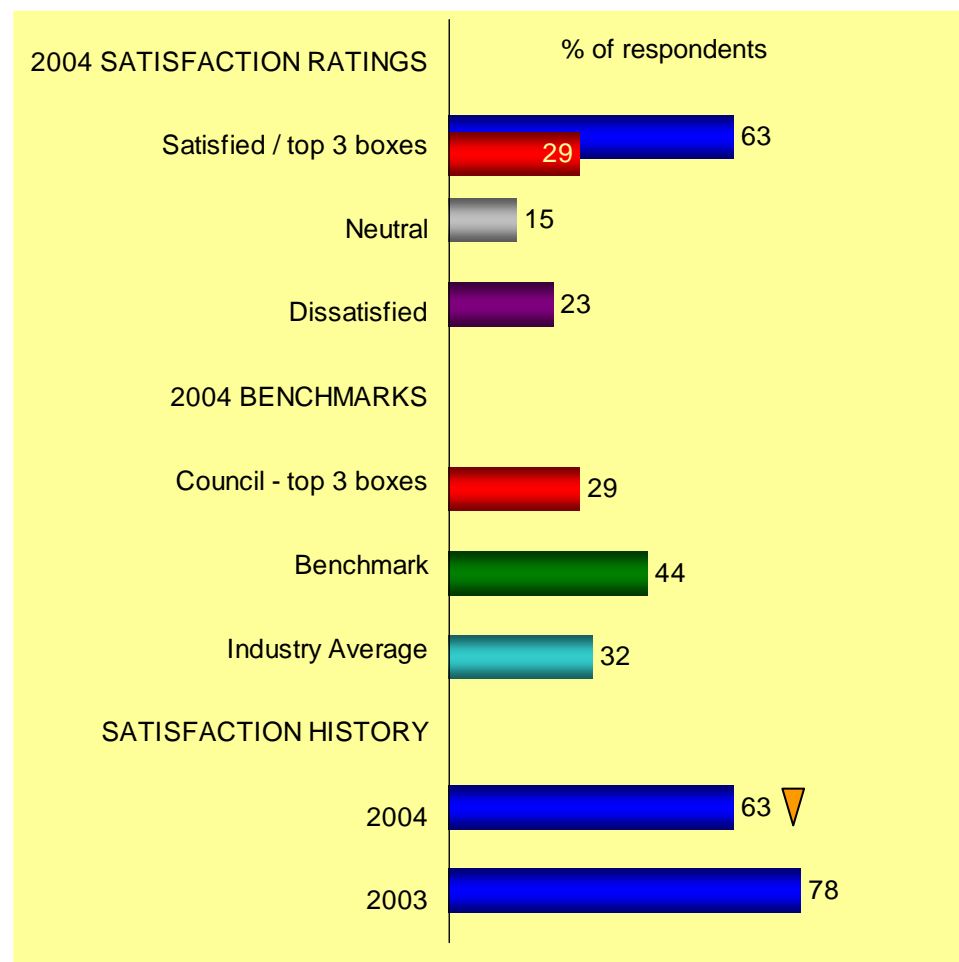
Reduce water usage



- Focus on Council's reduction in water usage
 - 91% of respondents felt they could comment on this area
- Residents consider the reduction of water usage to be among the top three most important responsibilities of Council
 - Mean importance rating = 8.5
- Given its high importance, satisfaction is relatively low
 - Mean satisfaction rating = 6.6
 - 12% of residents are dissatisfied

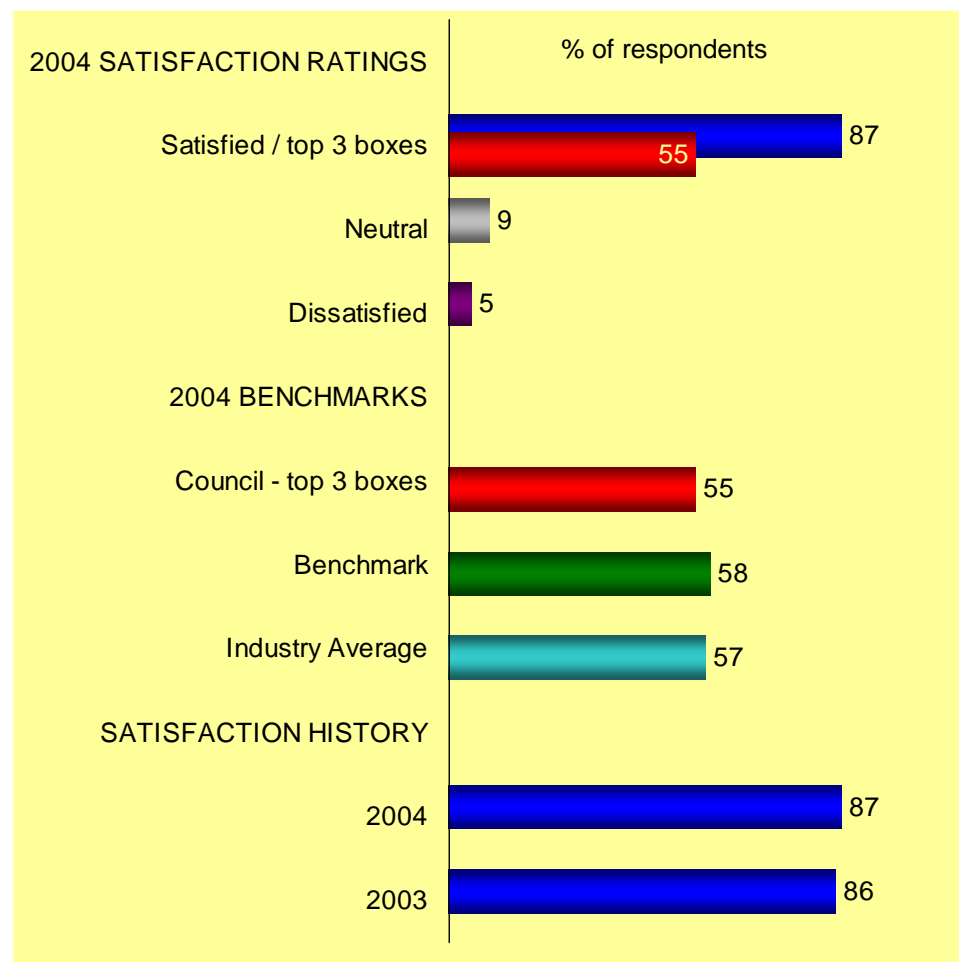
Roads & Engineering Services

Manage and control traffic (using speed humps, roundabouts, islands, etc)



- Monitor traffic management and control
 - 99% of respondents felt they could comment on this service
- Relative to the other areas traffic management & control is of lower importance
 - Mean importance rating = 7.2 (second lowest rating)
- Satisfaction is low
 - Mean satisfaction rating = 6.0
 - 23% of respondents are dissatisfied
- Satisfaction has fallen over the past 12 months
 - In 2004 63% of residents are satisfied; down 15% points since 2003
- The harshest critics are males, home owners & those aged 35+
 - Only 21% of males rated satisfaction in the top 3 boxes, compared to 36% of females
 - 25% of home owners rated satisfaction in the top 3 boxes, compared to 39% of renters
 - 27% of those aged 35+ are dissatisfied, compared to 15% of those aged 18-34 years
- Satisfaction also tends to be lower in Kensington
 - 36% of residents in Kensington are dissatisfied; 13% points above the average

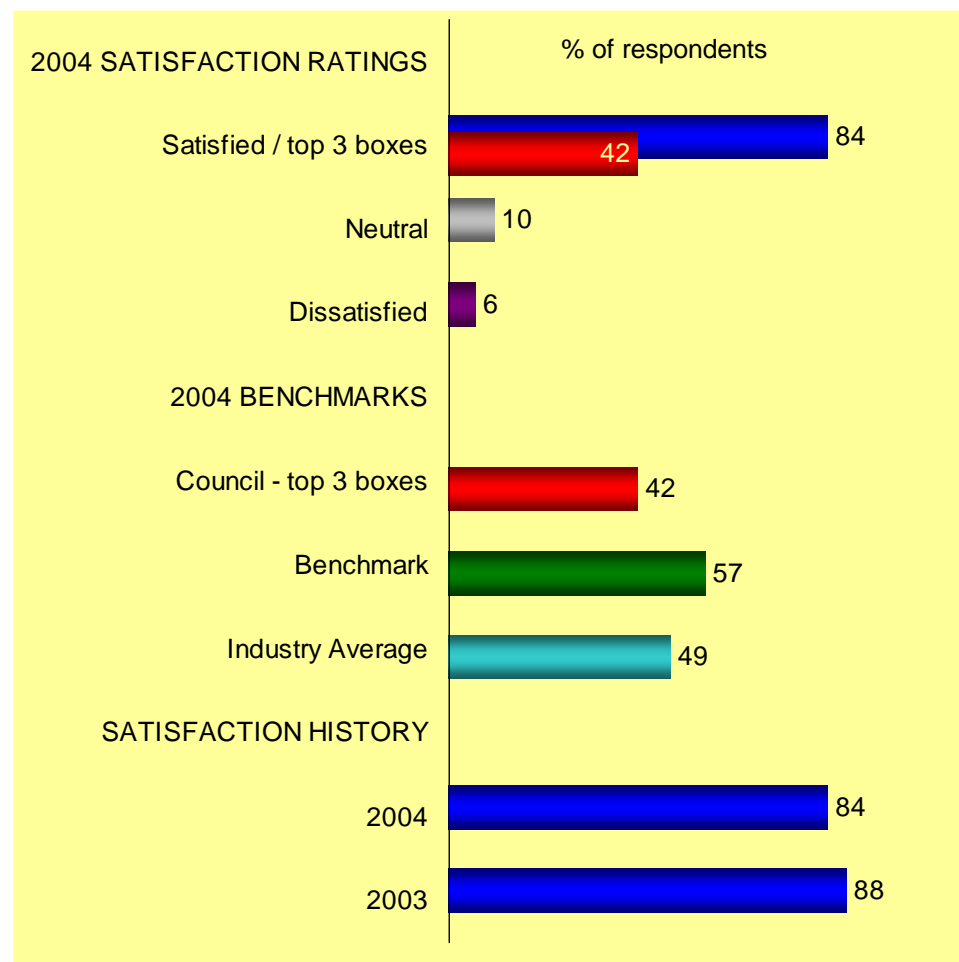
Provide street sweeping & cleaning



- Maintain street sweeping & cleaning
 - 99% of respondents felt they could comment on this service
- Residents consider street sweeping and cleaning to be an important responsibility of Council
 - Mean importance rating = 7.8
- Satisfaction is moderate
 - Mean satisfaction rating = 7.4
- Satisfaction is higher among residents who live in the suburb of South Perth
 - 65% of residents in South Perth rated satisfaction in the top 3 boxes; 10% points above the average
- The greatest critics tend to live in Karawara
 - While the sample of residents in Karawara was too small to comment on significant differences, it is noteworthy that 1 in 5 residents surveyed expressed dissatisfaction

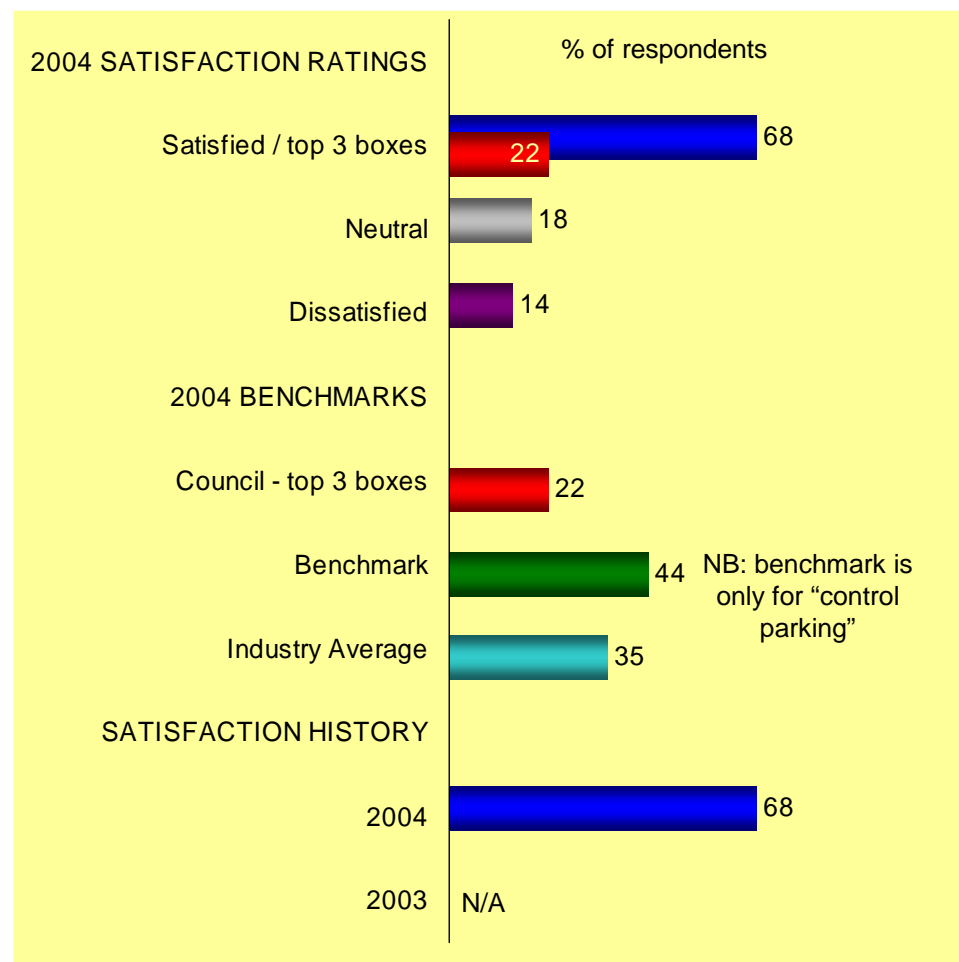
Ranger Services

Control graffiti, vandalism & anti-social behaviour



- Celebrate control over graffiti, vandalism & anti-social behaviour
 - 96% of respondents felt they could comment on this service
- Residents consider this area to be a very important responsibility of Council
 - Mean importance rating = 8.7
- While satisfaction is higher than many other areas, it remains moderate and could be further improved
 - Mean satisfaction rating = 7.0
- Newer residents and younger residents are more satisfied
 - 53% of residents who have lived in the area under 5 years rated satisfaction in the top 3 boxes; compared to 36% of those who have lived in the area 5+ years
 - 52% of 18-34 year olds rated satisfaction in the top 3 boxes; 10% points above the average



Control parking (around shopping areas)



- Monitor the control of parking around shopping areas
 - 96% of respondents felt they could comment on this service
- Residents consider the control of parking around shopping areas a fairly important responsibility of Council
 - Mean importance rating = 7.5
- Satisfaction is relatively low
 - Mean satisfaction rating = 6.2
 - 14% of residents are dissatisfied
- The harshest critics are those aged 35+, longer-term residents and home owners
 - 18% of those aged 35+ are dissatisfied, compared to 7% of those aged 18-35 years
 - 17% of those who have lived in the area 5+ years are dissatisfied, compared to 8% of those who have lived in the area under 5 years
 - 16% of home owners are dissatisfied, compared to 8% of renters

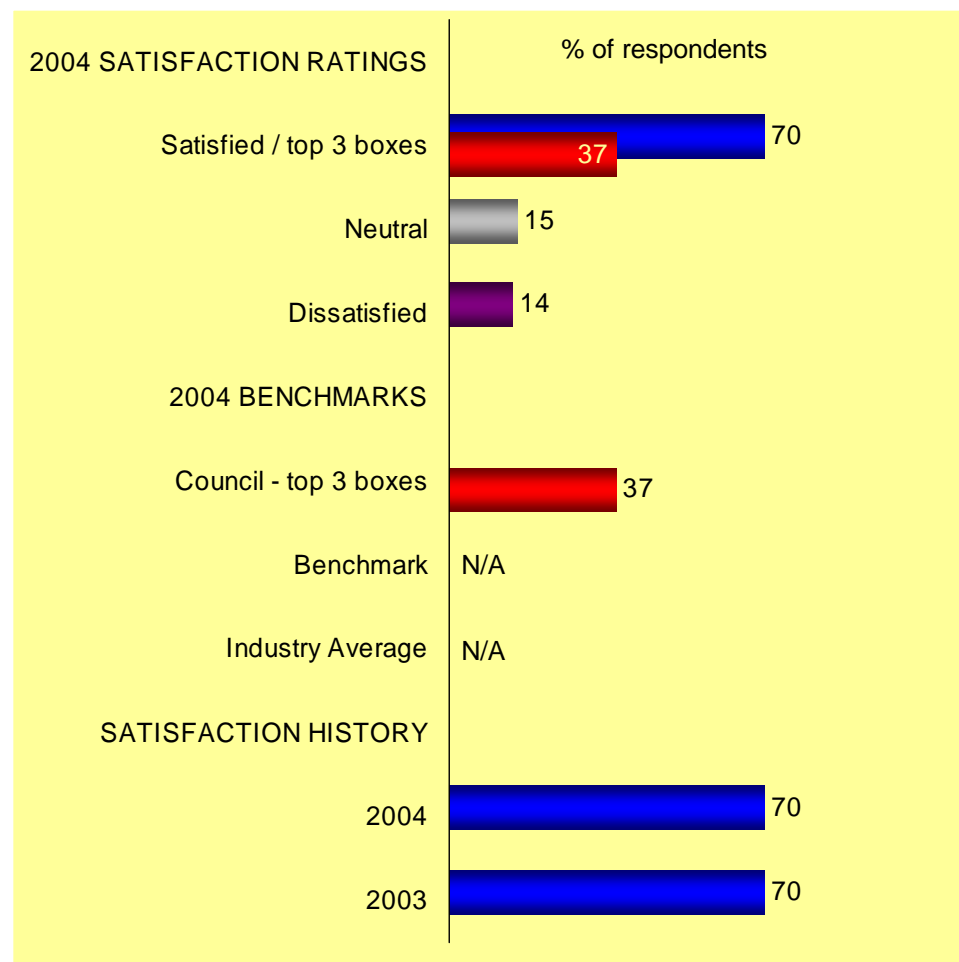
New

Q. How satisfied are you with Council's performance in this area? 10 = totally satisfied; 1 = totally dissatisfied.
 Base: Respondents who use / can comment on service / facility (2004 n=384);
 Coding: Satisfied = 6-10; Top 3 boxes = 8, 9 and 10; Dissatisfied = 1-4

  = significant variance

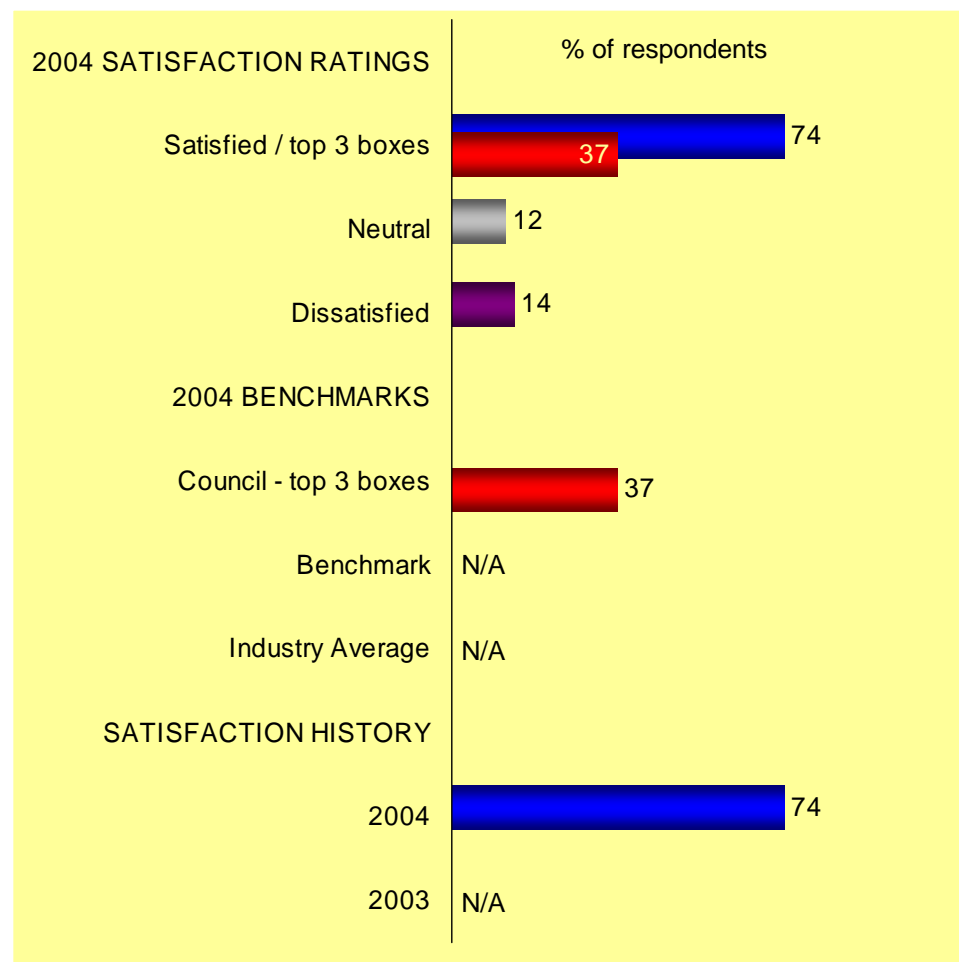
Planning

Provide building compliance control



- Focus on building compliance control
 - 80% of respondents felt they could comment on this service
- Residents consider this area to be important
 - Mean importance rating = 8.2
- Satisfaction is relatively low
 - Mean satisfaction rating = 6.5
 - 14% of respondents are dissatisfied
- The harshest critics tend to live in Kensington
 - 40% of residents in Kensington are dissatisfied; 26% points above the average
- Satisfaction tends to be higher in Manning
 - 69% of residents in Manning rated satisfaction in the top 3 boxes; 32% points above the average
- Satisfaction also appears to be higher in Karawara
 - While the Karawara sample size is too small to comment on a significant variance, it is noteworthy that all the residents surveyed in this suburb expressed satisfaction (rating of 6-10 out of 10)



Provide planning compliance control



- Focus planning compliance control
 - 81% of respondents felt they could comment on this service
- Residents consider the provision of planning compliance control to be an important responsibility of Council
 - Mean importance rating = 8.2
- Satisfaction is relatively low
 - Mean satisfaction rating = 6.5
 - 14% are dissatisfied
- The harshest critics tend to live in Kensington and are more likely to be homeowners
 - 39% of respondents in Kensington are dissatisfied; 25% points above the average
 - 17% of homeowners are dissatisfied, compared to 5% of renters
- Satisfaction is higher among Manning residents
 - 69% of Manning residents rated satisfaction in the top 3 boxes; 32% points above the average

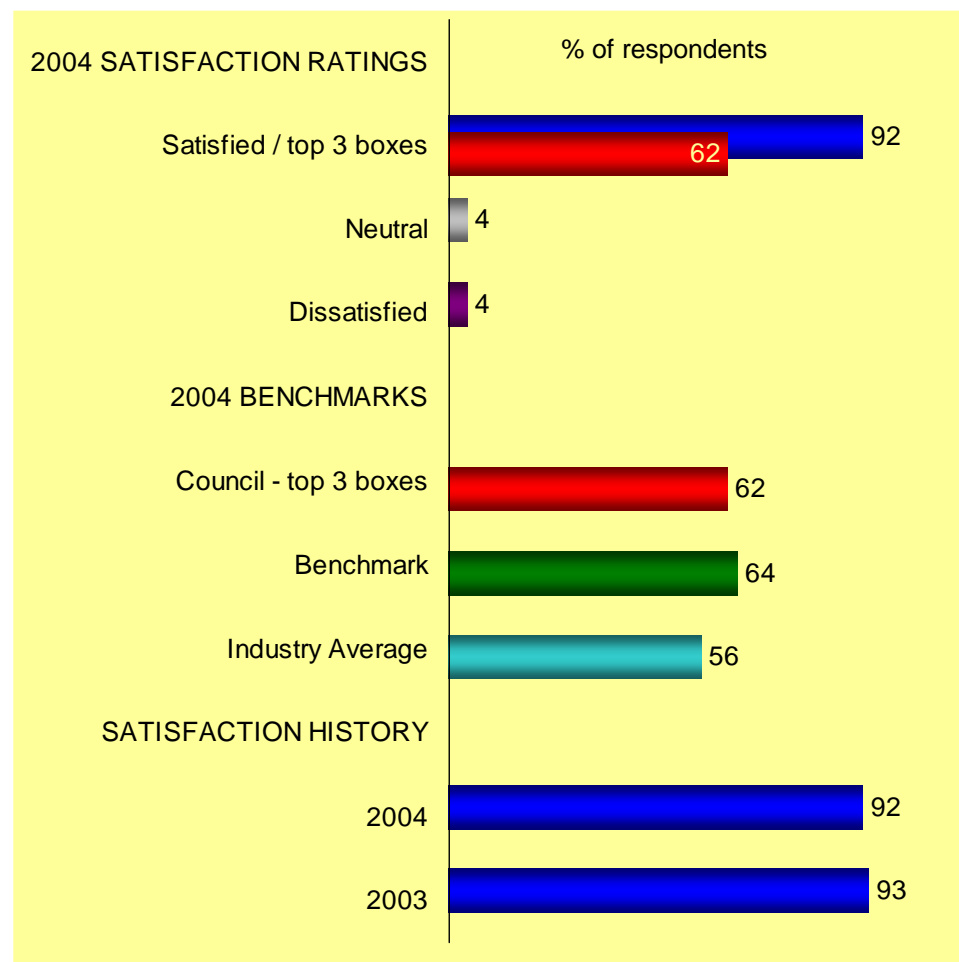
NEW

Q. How satisfied are you with Council's performance in this area? 10 = totally satisfied; 1 = totally dissatisfied.
 Base: Respondents who use / can comment on service / facility(2004 n=324);
 Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Dissatisfied = 1-4

  = significant variance

Recreational Facilities & Landscapes



Provide & maintain streetscapes, parks & sporting grounds



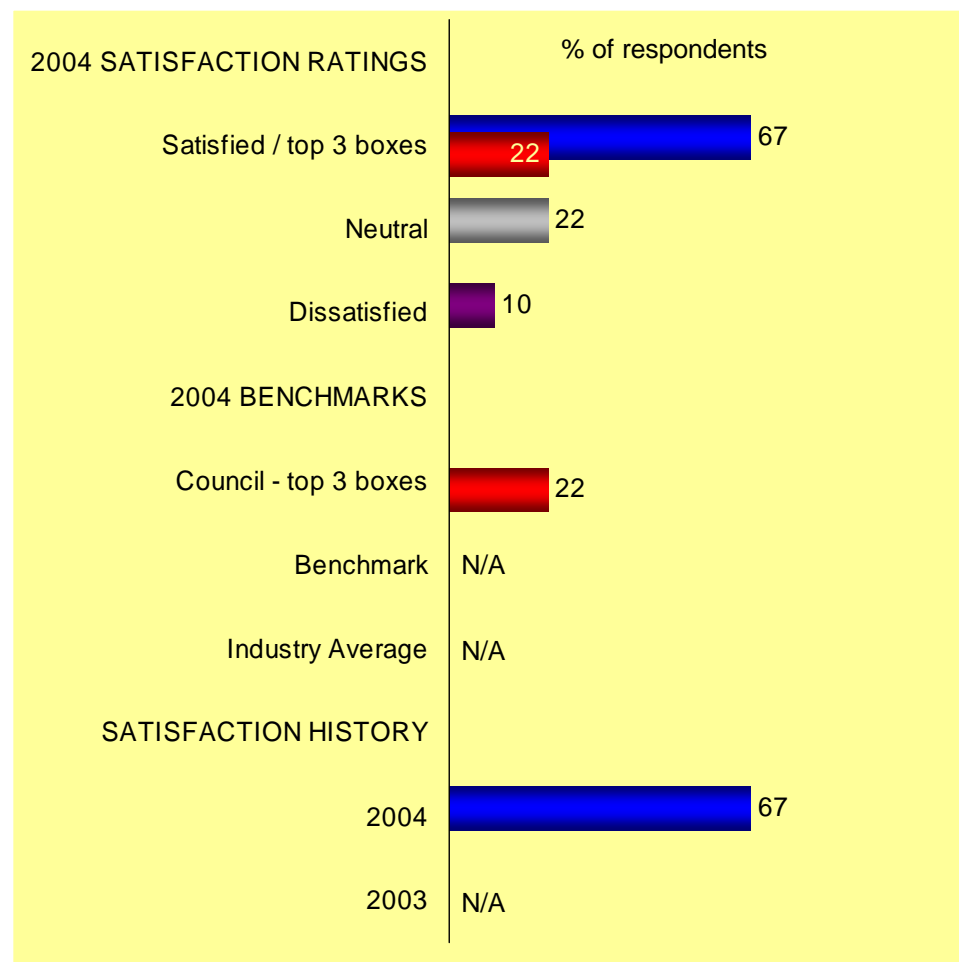
- Celebrate the provision and maintenance of streetscapes, parks & sporting grounds
 - 99% of respondents felt they could comment on this service
- Residents consider the provision and maintenance of these areas to be a very important responsibility of Council
 - Mean importance rating = 8.6 (second highest mean importance rating)
- Satisfaction is relatively high
 - Mean satisfaction rating = 7.7 (second highest mean satisfaction rating)
- Satisfaction is higher among renters and residents who live in the suburb of South Perth
 - 74% of South Perth residents rated satisfaction in the top 3 boxes; 12% points above the average
 - 72% of renters rated satisfaction in the top 3 boxes; 10% points above the average

EL1

Q. How satisfied are you with Council's performance in this area? 10 = totally satisfied; 1 = totally dissatisfied.
 Base: Respondents who use / can comment on service / facility (2003 n=394, 2004 n=398);
 Coding: Satisfied = 6-10; Top 3 boxes = 8, 9 and 10; Dissatisfied 1-4

  = significant variance



Redevelop council buildings (to better meet current and future needs of the community)



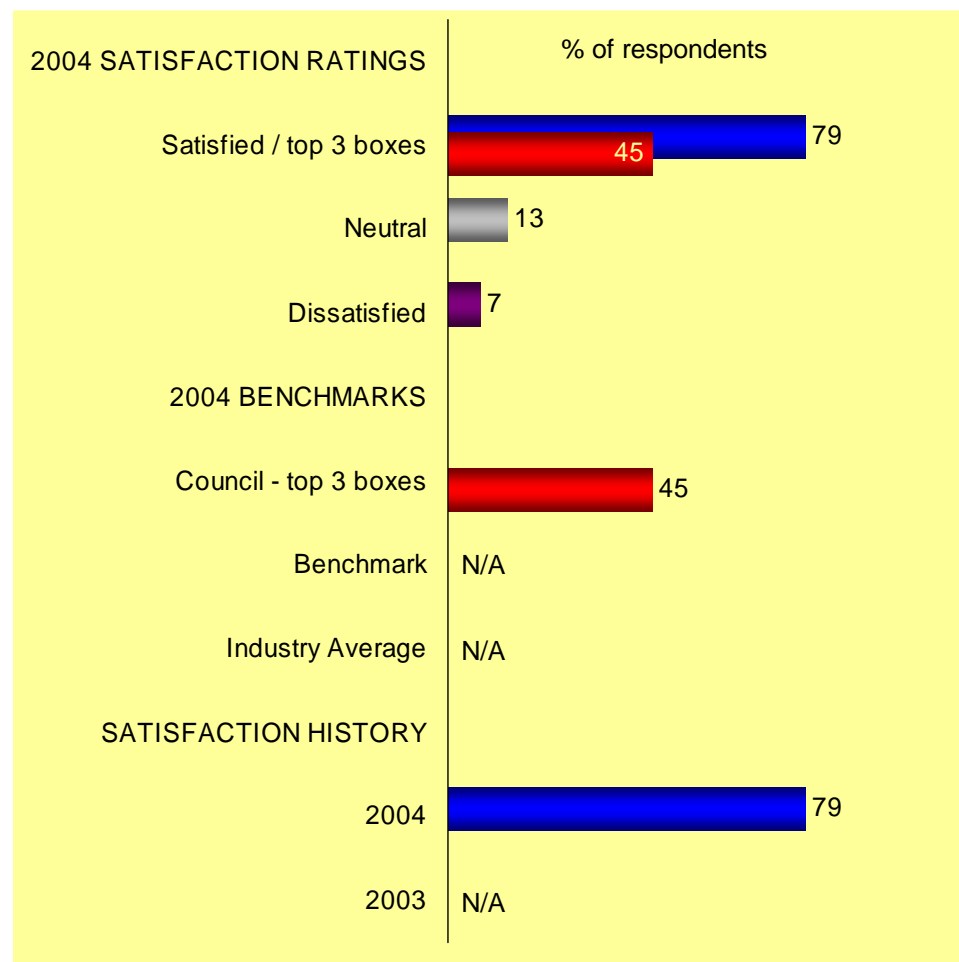
- Monitor Council's ability to redevelop Council buildings to better meet current and future needs
 - 83% of respondents felt they could comment on this service
- Residents consider Council's ability to redevelop Council buildings to better meet current and future needs to be of lowest importance
 - Mean importance rating = 6.5
- Satisfaction is relatively low
 - Mean satisfaction rating = 6.2
 - 10% of residents are dissatisfied
- Kensington residents and renters are significantly more likely to be very satisfied
 - 36% of Kensington residents rated satisfaction in the top 3 boxes; 14% points above the average
 - 27% of renters compared to 20% of homeowners rated satisfaction in the top 3 boxes

NEW

Q. How satisfied are you with Council's performance in this area? 10 = totally satisfied; 1 = totally dissatisfied.
 Base: Respondents who use / can comment on service / facility (2004 n=331);
 Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Dissatisfied = 1-4

  = significant variance



Enhance aesthetics, facilities and shade in Sir James Mitchell Park (the park on the foreshore)



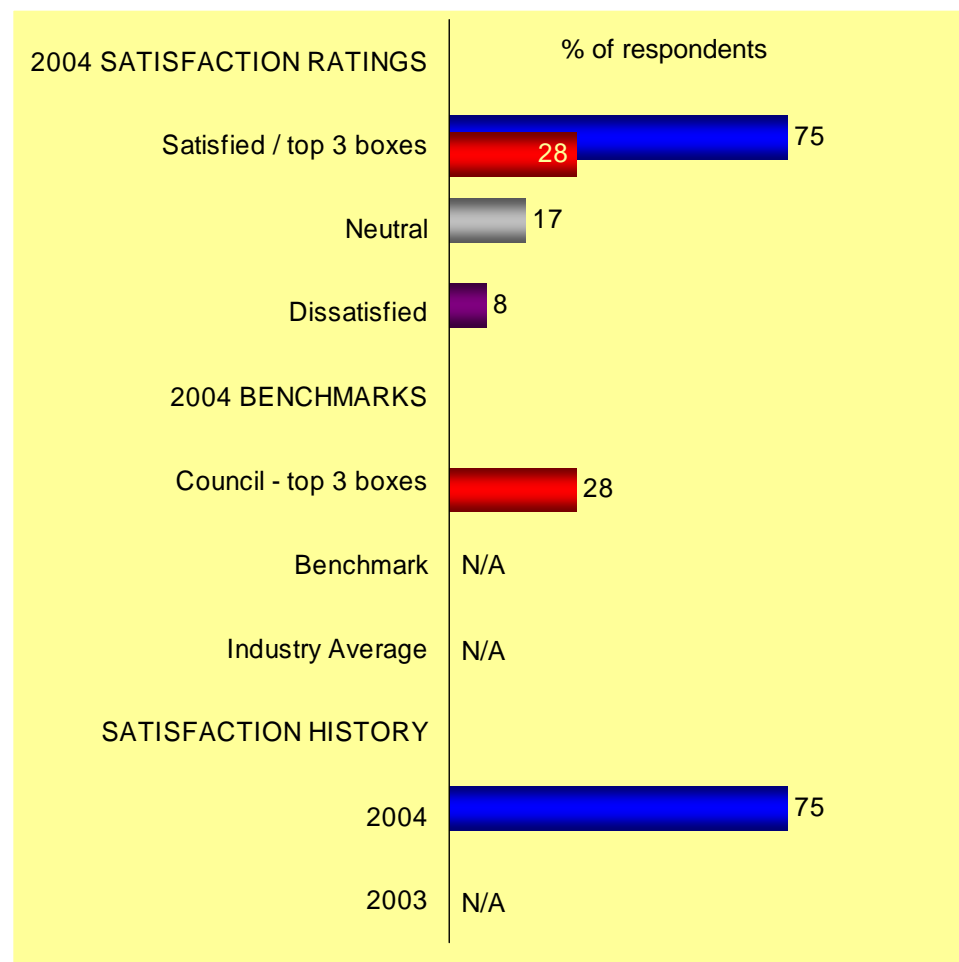
- Maintain Sir James Mitchell Park
 - 92% of respondents felt they could comment on this park
- Residents consider Council's efforts in enhancing aesthetics, facilities and shade in Sir James Mitchell Park to be an important responsibility of Council
 - Mean importance rating = 7.7
- Satisfaction is moderate
 - Mean satisfaction rating = 7.1
- Satisfaction is higher among females
 - 53% of females rated satisfaction in the top 3 boxes, compared to 36% of males

NEW

Q. How satisfied are you with Council's performance in this area? 10 = totally satisfied; 1 = totally dissatisfied.
 Base: Respondents who use / can comment on service / facility(2004 n=369);
 Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Dissatisfied = 1-4

  = significant variance

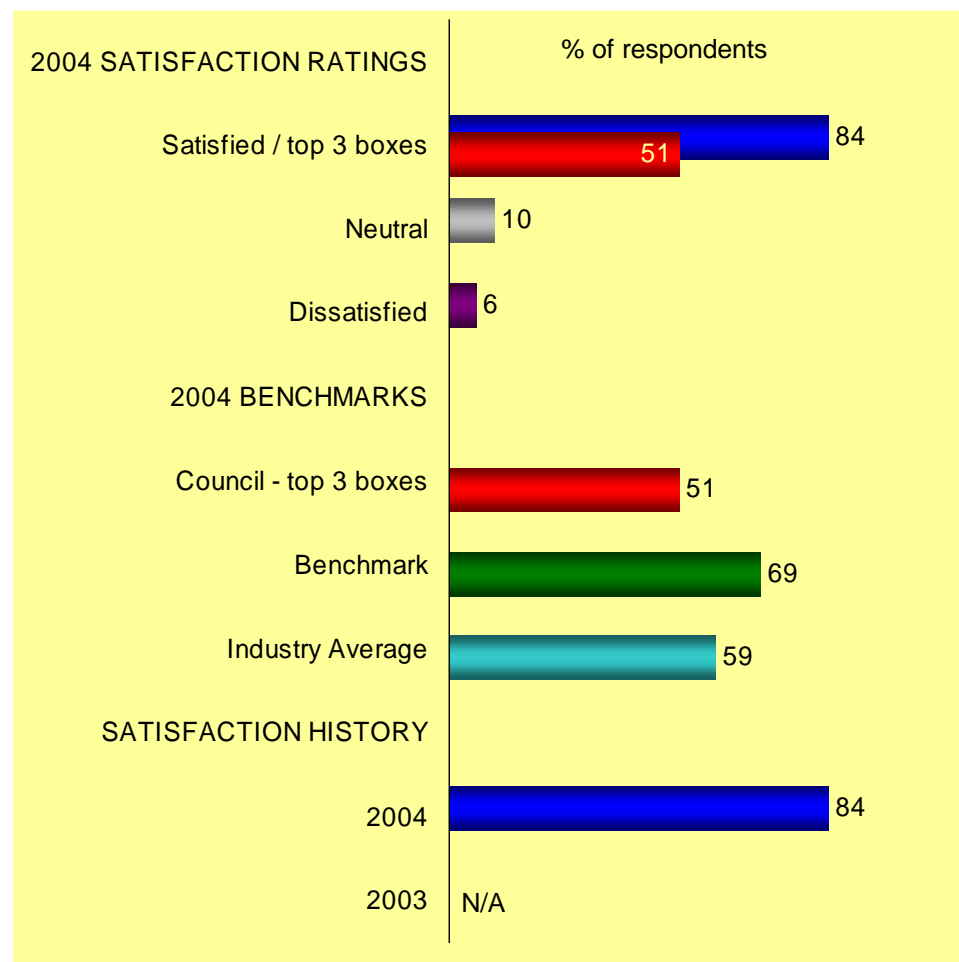
Provide opportunities for residents to participate in activities that will assist in maintaining and improving their well-being



- Monitor Council's provision of activities that assist residents to maintain and improve their well-being
 - 93% of respondents felt they could comment on this area
- Residents consider well-being related activities to be a fairly important responsibility of Council
 - Mean importance rating = 7.3
- Satisfaction is relatively low
 - Mean satisfaction rating = 6.5
- The harshest critics reside in Como
 - Only 23% of Como residents rated satisfaction in the top 3 boxes; compared to 36% of Kensington residents, 36% of Manning residents and 34% of South Perth residents
 - While the Karawara sample size is too small to comment on a significant difference, it is noteworthy that all the residents surveyed in this suburb expressed satisfaction (rating of 6-10 out of 10)

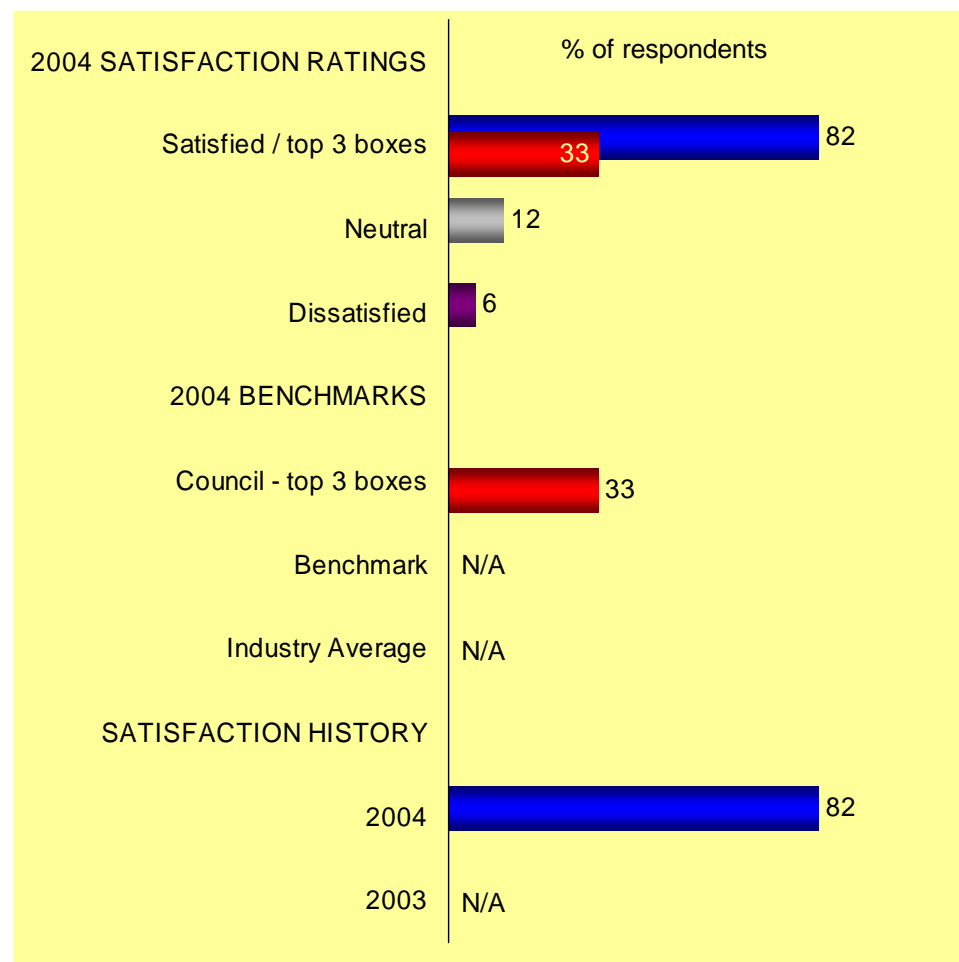
Special Interest Groups

Facilitate the provision of services and care for seniors



- Celebrate the provision of services and care for seniors
 - 74% of respondents felt they could comment on this area
- Residents consider the provision of services and care for seniors to be a very important responsibility of Council
 - Mean importance rating = 8.3
- Satisfaction is moderate
 - Mean satisfaction rating = 7.2
- Females and seniors tend to be more satisfied
 - 57% of females rated satisfaction in the top 3 boxes, compared to 44% of males
 - 62% of those aged 55+ years rated satisfaction in the top 3 boxes; 11% points above the average



Facilitate the provision of services & facilities for young children (aged up to 5 years)



- Maintain the provision of services and facilities for children aged up to 5 years
 - 64% of respondents felt they could comment on this area
- Residents consider the provision of services and facilities for young children to be an important responsibility of Council
 - Mean importance rating = 7.8
- Satisfaction is moderate
 - Mean satisfaction rating = 6.9
- The harshest critics are those aged 35-54 years
 - 26% of those aged 35-54 rated satisfaction in the top 3 boxes; compared to 43% of those aged 55+ and 35% of those aged 18-34

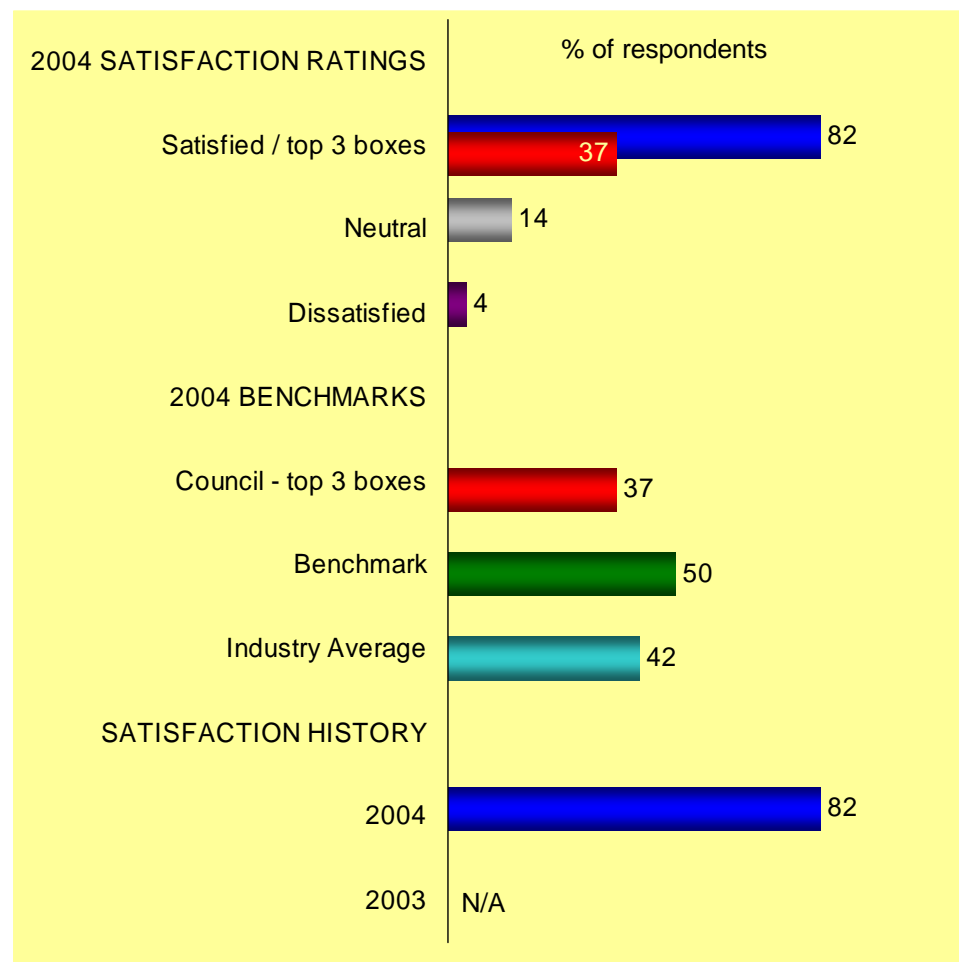
NEW

Q. How satisfied are you with Council's performance in this area? 10 = totally satisfied; 1 = totally dissatisfied.
 Base: Respondents who use / can comment on service / facility(2004 n=257);
 Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Dissatisfied = 1-4

  = significant variance

Provide a family friendly environment

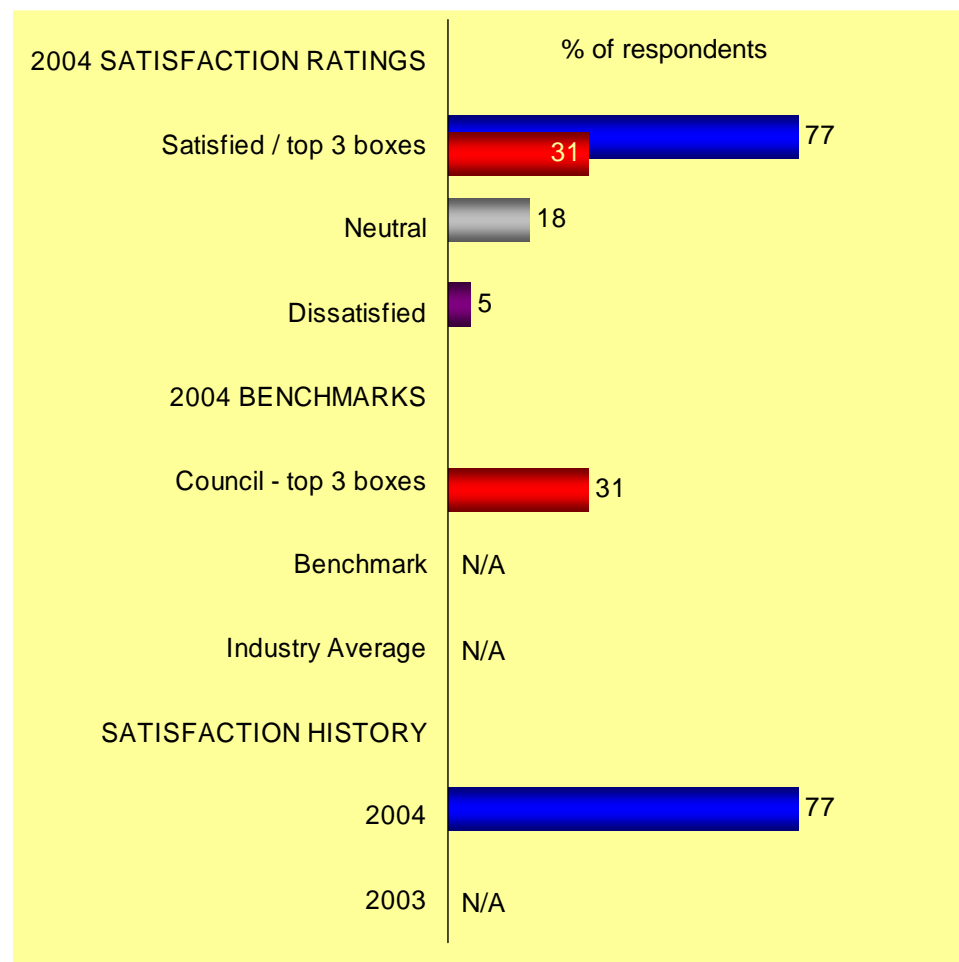
(with parenting facilities, and recreation and arts activities for families, etc)



- Maintain the provision of a family friendly environment
 - 82% of respondents felt they could comment on this area
- Residents consider the provision of a family friendly environment to be a fairly important responsibility of Council
 - Mean importance rating = 7.6
- Satisfaction is moderate
 - Mean satisfaction rating = 7.0
- Home owners are more satisfied
 - 85% rated satisfaction 6-10 out of 10 compared to 75% of renters

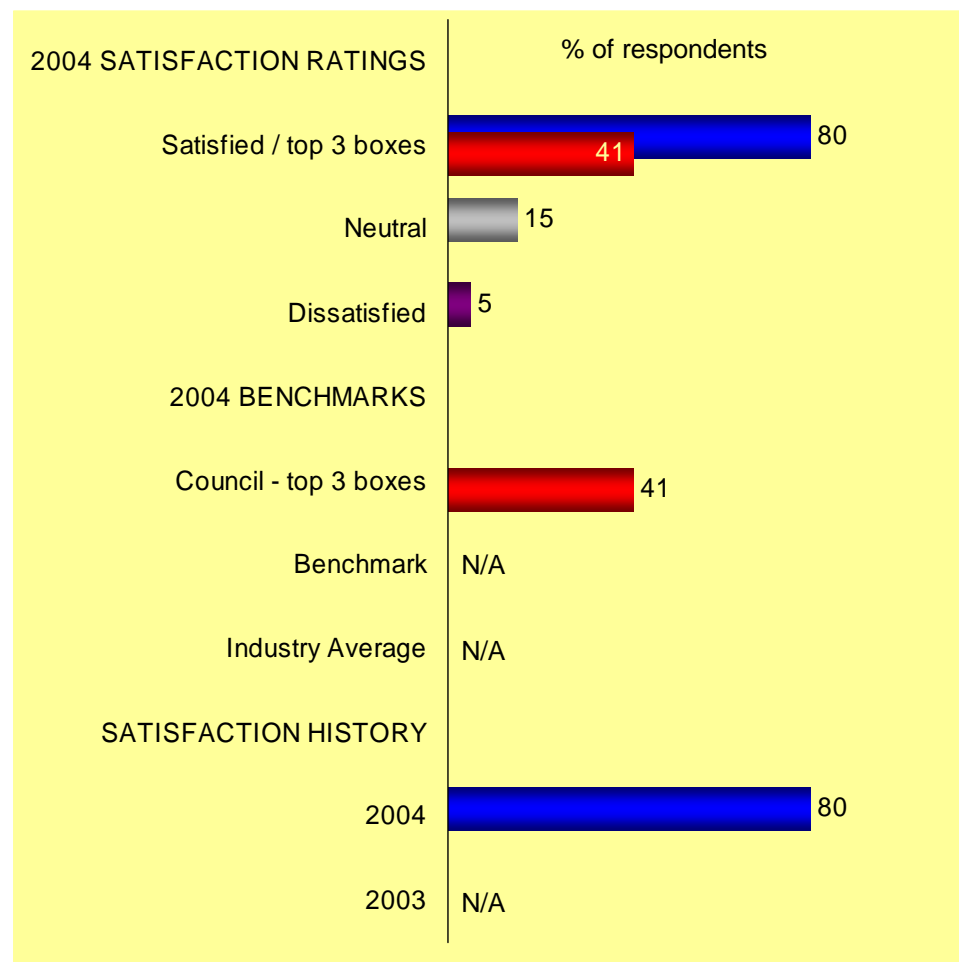
Community Services

Encourage art & culture



- Monitor Council's encouragement of art and culture
 - 89% of respondents felt they could comment on this area
- Compared to other facilities and services, residents consider Council's encouragement of art and culture to be of lower importance
 - Mean importance rating = 7.2 (second lowest mean importance rating)
- Satisfaction is moderate
 - Mean satisfaction rating = 6.7
- Satisfaction is lower among younger singles / couples without kids
 - 67% of singles / couples aged 18-34 with no kids rated satisfaction 6-10 out of 10, compared to 81% of families and 80% of older singles / couples without kids
 - Young singles / couples are more likely to say that they are neutral with 31% rating satisfaction 5 out of 10; 13% points above the average



Provide public health services (such as food, pollution and nuisance control)



- Celebrate the provision of public health services
 - 87% of respondents felt they could comment on this area
- Residents consider the provision of public health services to be an important responsibility of Council
 - Mean importance rating = 8.2
- Satisfaction is moderate
 - Mean satisfaction rating = 6.9
- Renters are more satisfied
 - 49% if renters rated satisfaction in the top 3 boxes, compared to 37% of homeowners

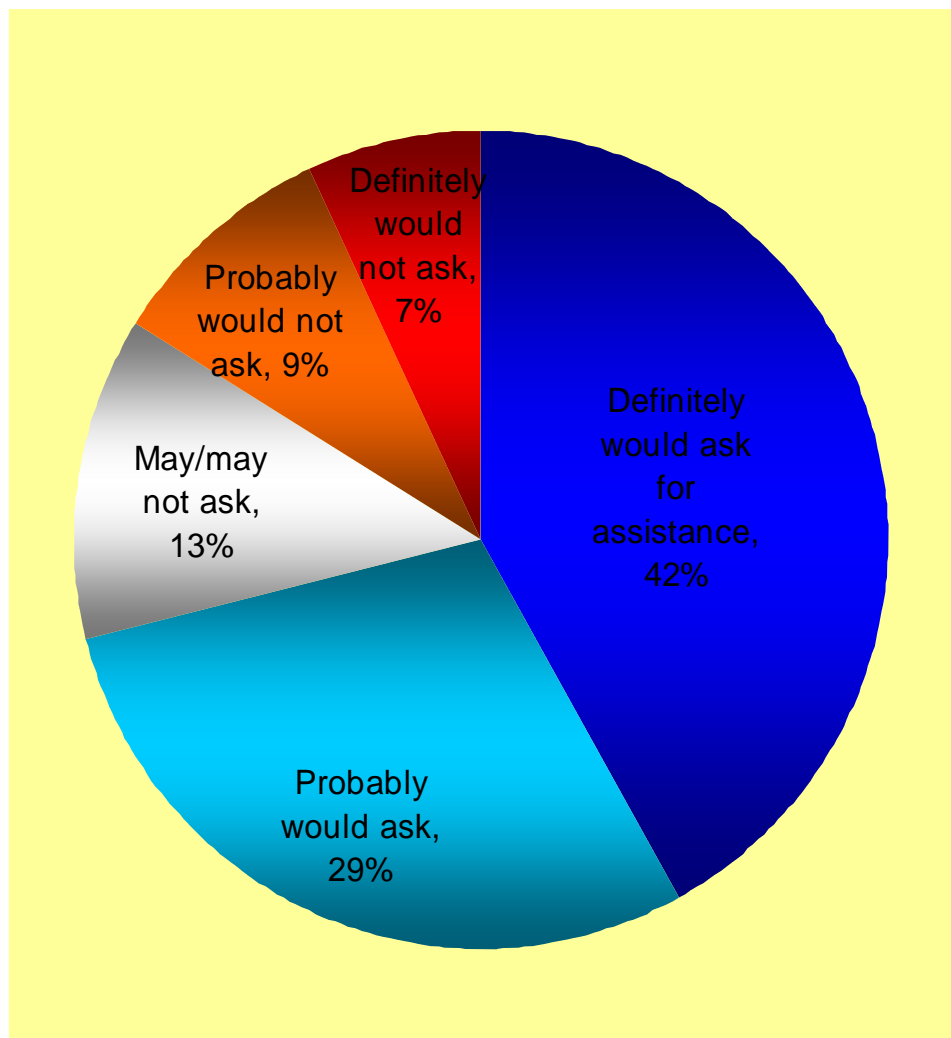
NEW

Q. How satisfied are you with Council's performance in this area? 10 = totally satisfied; 1 = totally dissatisfied.
 Base: Respondents who use / can comment on service / facility (2004 n=350);
 Coding: Satisfied = 6-10; Top 3 boxes = 8, 9 and 10; Dissatisfied = 1-4

  = significant variance



Safety & Security

Asking neighbour for help



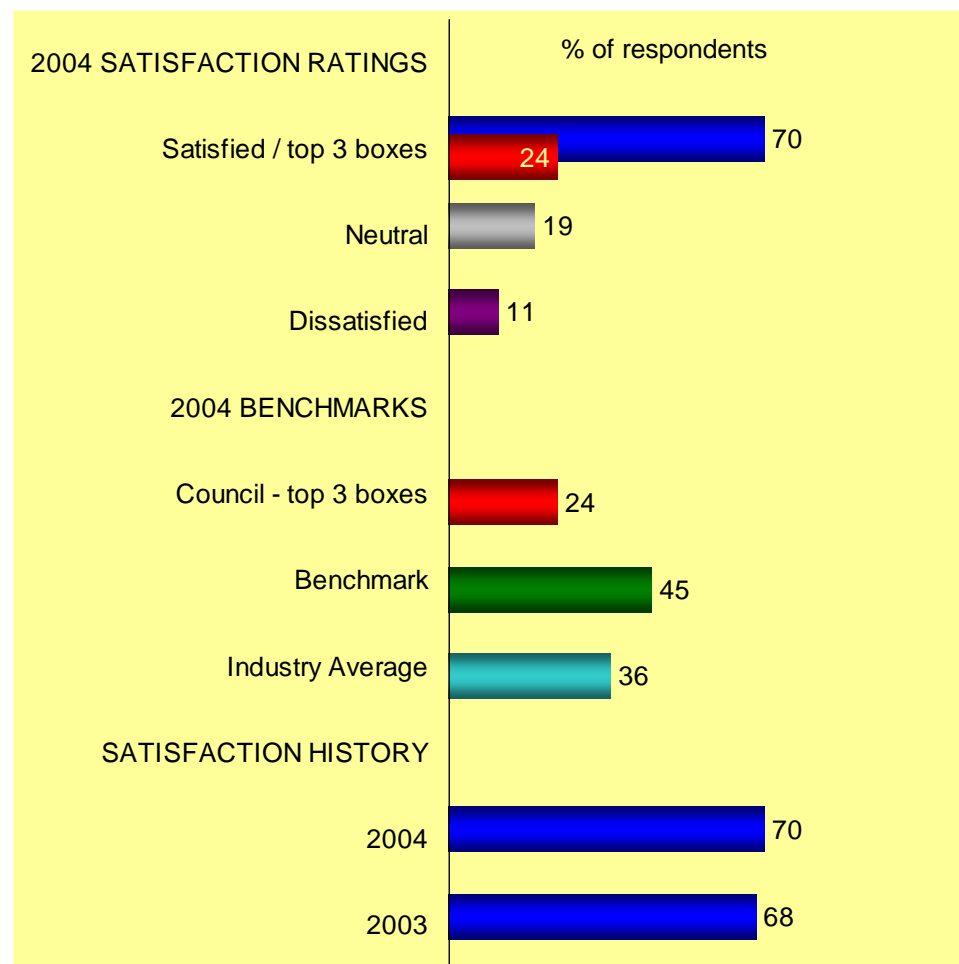
- 71% of residents would probably or definitely ask their neighbour for assistance if they needed help at home
- Families and singles / couples aged 35+ are more likely to ask their neighbour for assistance
 - 46% of families and 46% singles / couples aged 35+ would definitely ask their neighbour for assistance if help was needed, compared to 34% of young singles / couples aged 18-34 years

Q. If you needed help at home, how likely would you be to ask a neighbour for assistance?
Base: All respondents (n=400)

  = significant variance

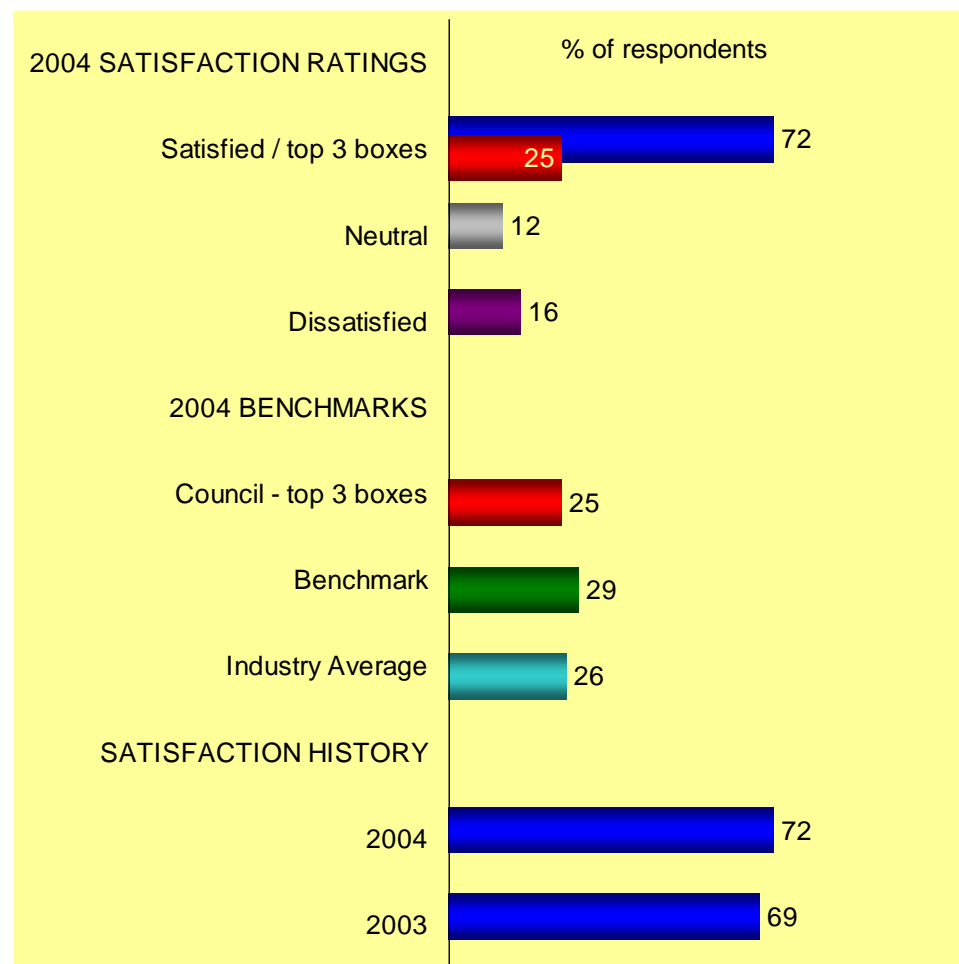
Council Leadership & Management

Provide good leadership within the community



- Monitor perceptions of leadership in the community
 - 90% of respondents felt they could comment on this area
- Residents consider good leadership to be an important responsibility of Council
 - Mean importance rating = 7.8
- Given its high level of importance, satisfaction is relatively low
 - Mean satisfaction rating = 6.3
 - 11% are dissatisfied
- Those aged 35-54 years are less satisfied
 - Only 15% of 35-54 year olds rated satisfaction in the top 3 boxes; 9% points below the average

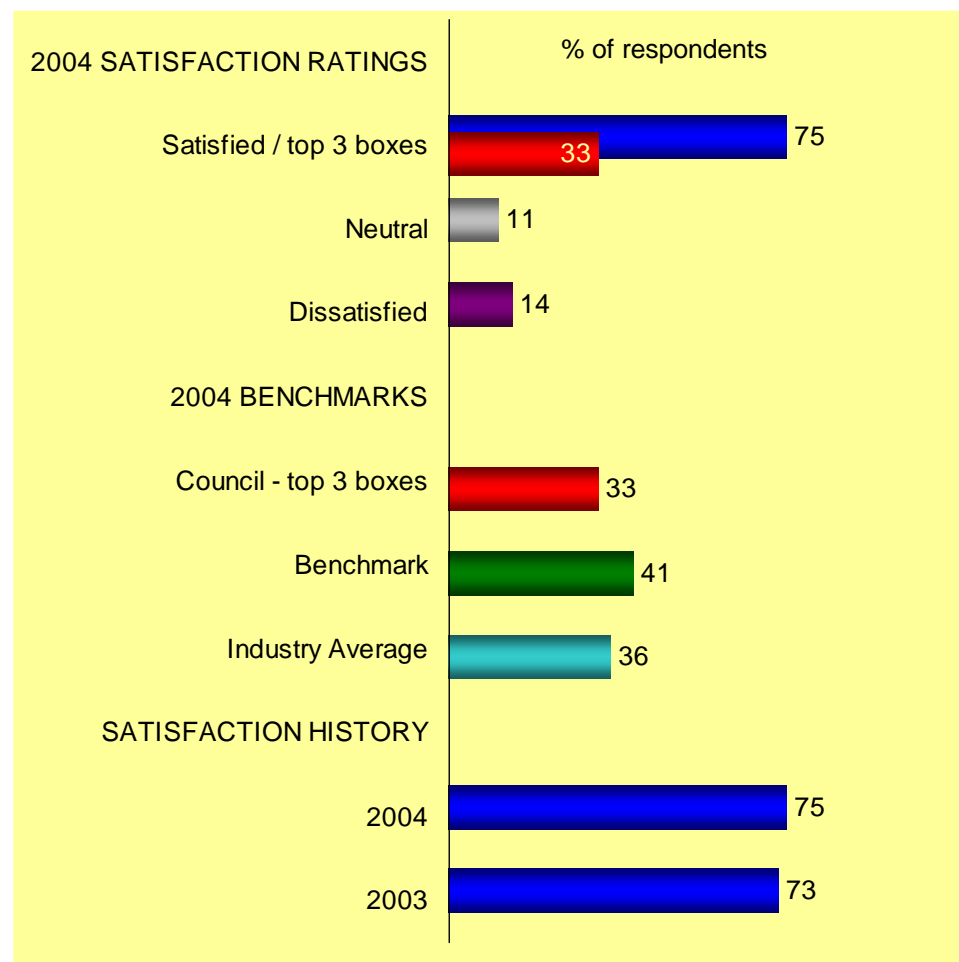
Be open with processes



- Focus on being more open with processes
 - 89% of respondents felt they could comment on this area
- Residents consider openness to be among the top three most important responsibilities of Council
 - Mean importance rating = 8.5
- Satisfaction is relatively low
 - Mean satisfaction rating = 6.2
 - 16% are dissatisfied
- The harshest critics tend to live in Kensington
 - 47% of residents in Kensington are dissatisfied; 31% points above the average
- Satisfaction tends to be higher in Karawara
 - While the Karawara sample size is too small to comment on a significant variance, it is noteworthy that 3 in 5 residents surveyed in Karawara rated satisfaction in the top 3 boxes

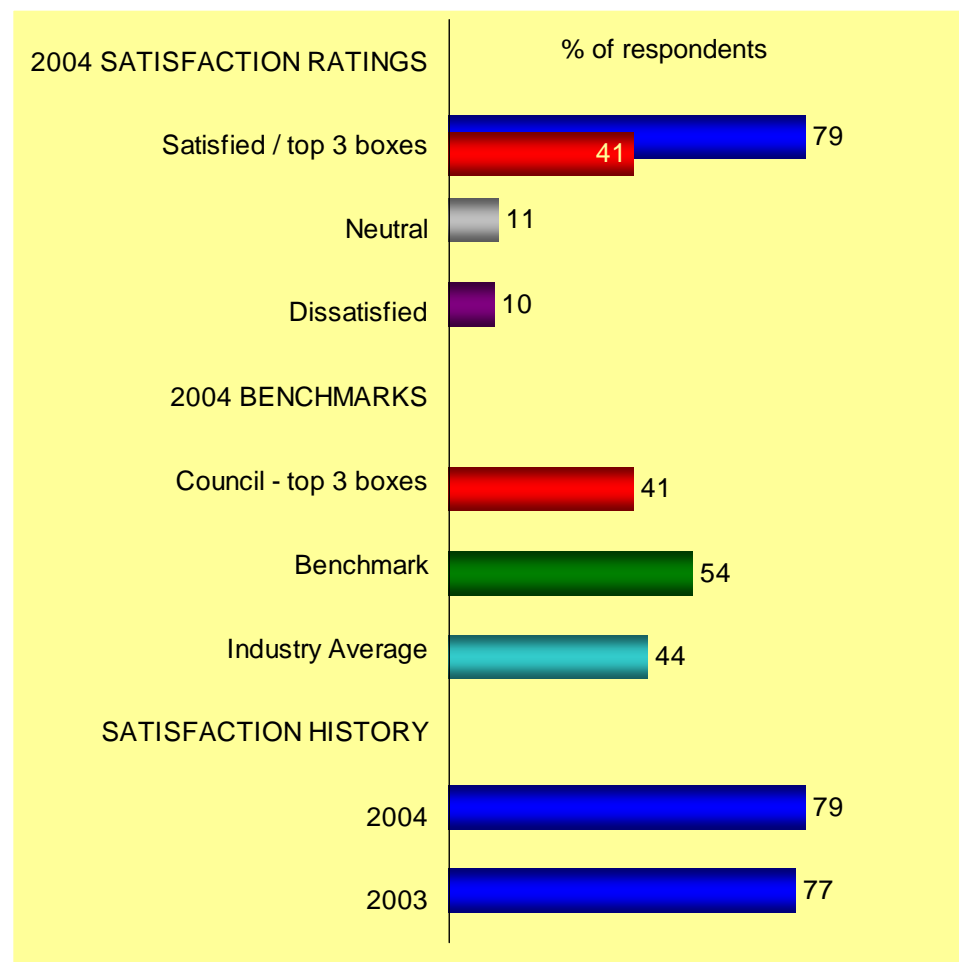
Communication, Education & Consultation

Consult the community about local issues



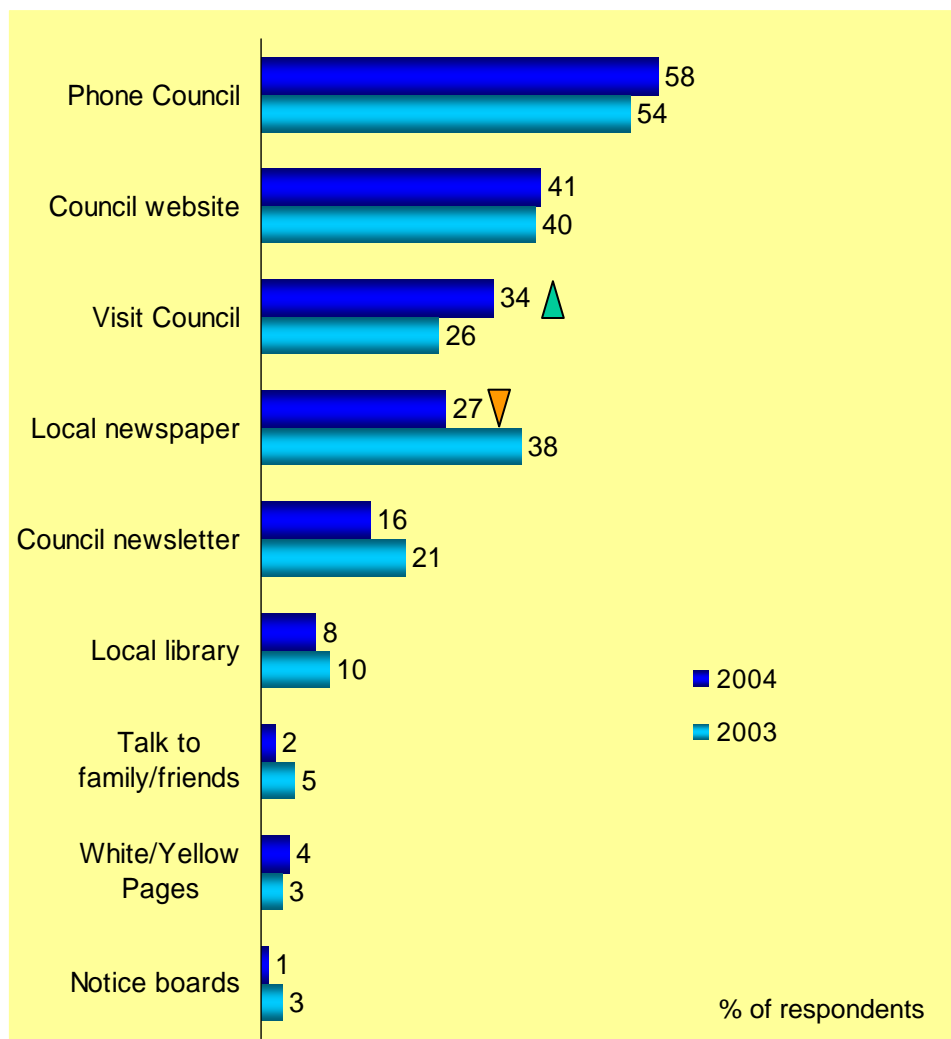
- Focus in consulting the community on local issues
 - 98% of respondents felt they could comment on this area
- Residents consider consultation about local issues to be a very important responsibility of Council
 - Mean importance rating = 8.4
- Satisfaction is relatively low
 - Mean satisfaction rating = 6.5
 - 14% are dissatisfied
- The harshest critics live in Kensington
 - Only 16% of Kensington residents rated satisfaction in the top 3 boxes; 17% points below the average

Inform the community about local issues



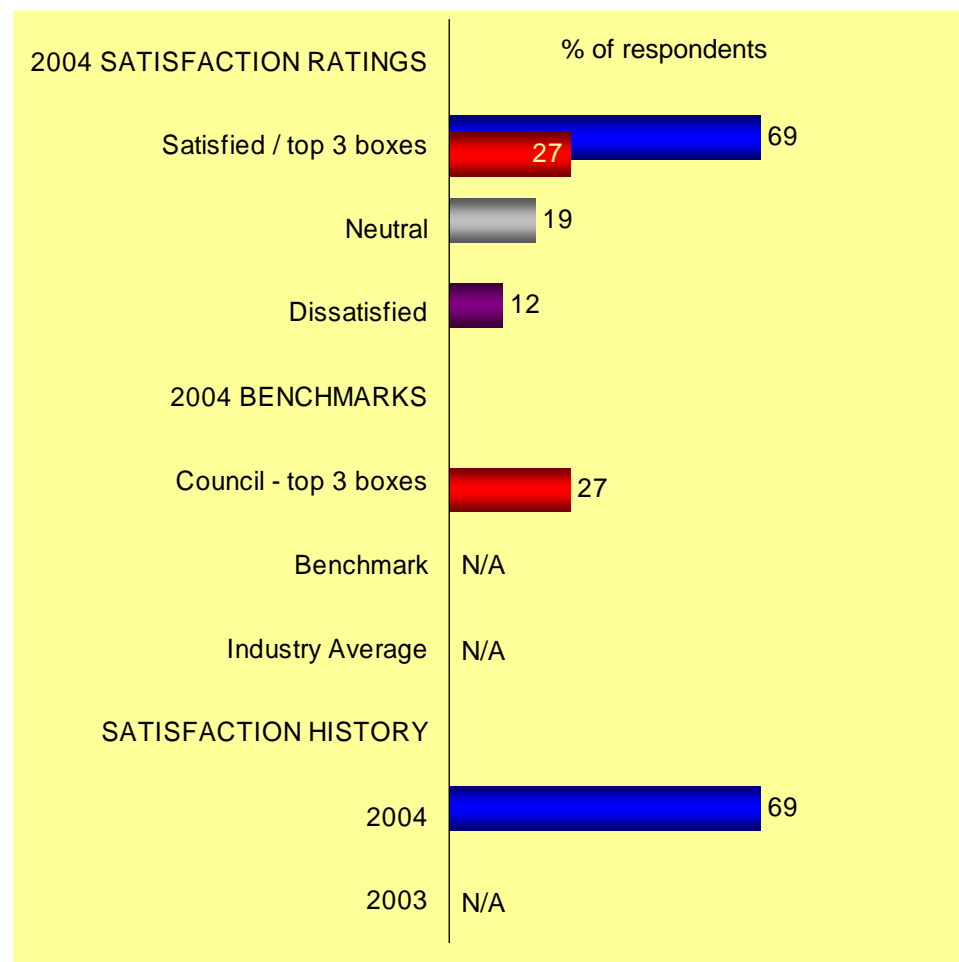
- Celebrate Council's ability to inform the community about local issues
 - 98% of respondents felt they could comment on this area
- Residents consider the provision of information about local issues to be a very important responsibility of Council
 - Mean importance rating = 8.4
- Satisfaction is moderate
 - Mean satisfaction rating = 6.8
 - 10% are dissatisfied
- Females are more satisfied
 - 46% of females rated satisfaction in the top 3 boxes, compared to 36% of males

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



- Residents are most likely to telephone Council for information about Council activities, services and facilities
 - Kensington residents are less likely to telephone council (39%)
- The second most popular source of information is Council's website, especially among young singles / couples without kids
 - 63% of young singles / couples aged 18-34 without kids will access information online, compared to 43% of families and 24% of singles / couples aged 35+ without kids
- Over the past 12 months, residents have become more likely to visit Council for information, and less likely to seek information in the local newspaper
- Accessing information in person is more popular among long-term residents, home owners and seniors
 - 43% of those who have lived in the City 15+ years will access information in person, 9% points above the average
 - 41% of home owners will visit Council, versus 17% of renters
 - 52% of those aged 55+ will visit Council, compared to 20% of those aged 18-34 and 35% of those aged 35-54 years
- Homeowners are more likely to seek information in the Peninsula
 - 19% of home owners will refer to the Peninsula for information, compared to 9% renters



Provide customer focused telephone services



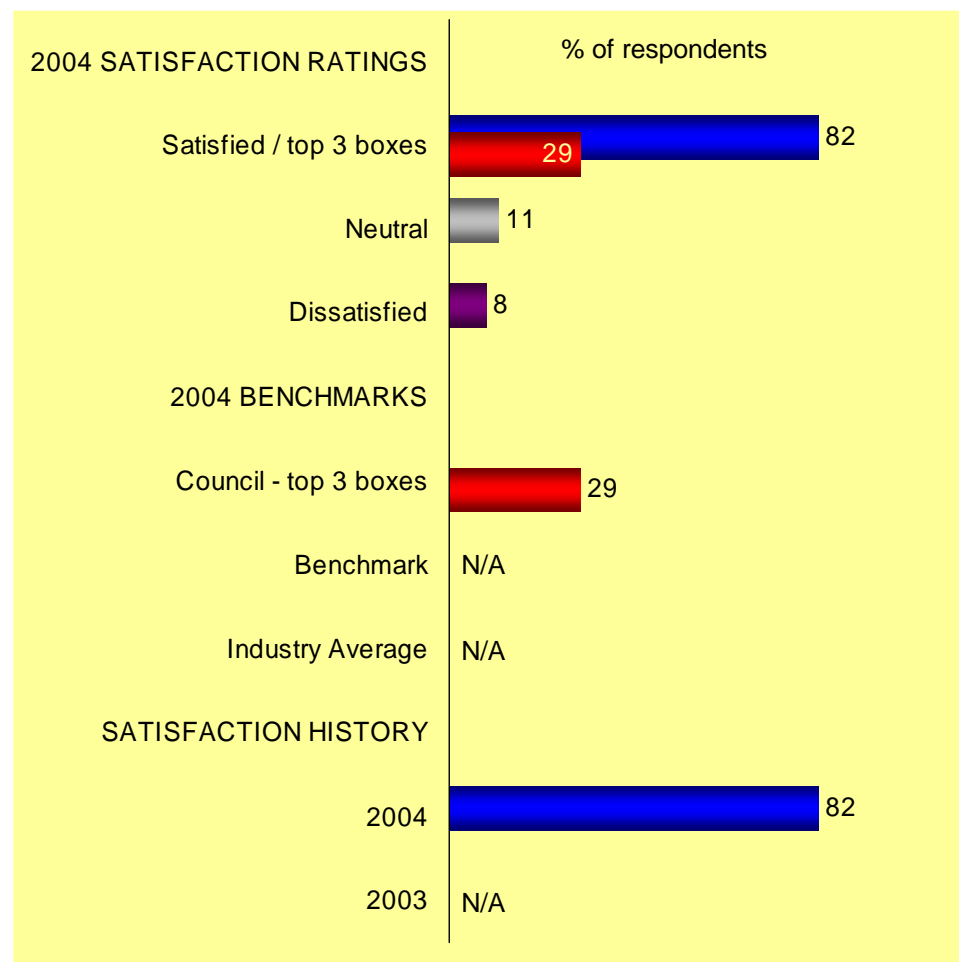
- Monitor Council's ability to provide a customer focused telephone service
 - 85% of respondents felt they could comment on this area
- Residents consider Council's ability to provide a customer focused telephone service to be an important responsibility of Council
 - Mean importance rating = 7.7
- Satisfaction is relatively low
 - Mean satisfaction rating = 6.3
 - 12% are dissatisfied

NEW

Q. How satisfied are you with Council's performance in this area? 10 = totally satisfied; 1 = totally dissatisfied.
 Base: Respondents who use / can comment on service / facility (2004 n=338);
 Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Dissatisfied = 1-4

  = significant variance



Provide an informative website



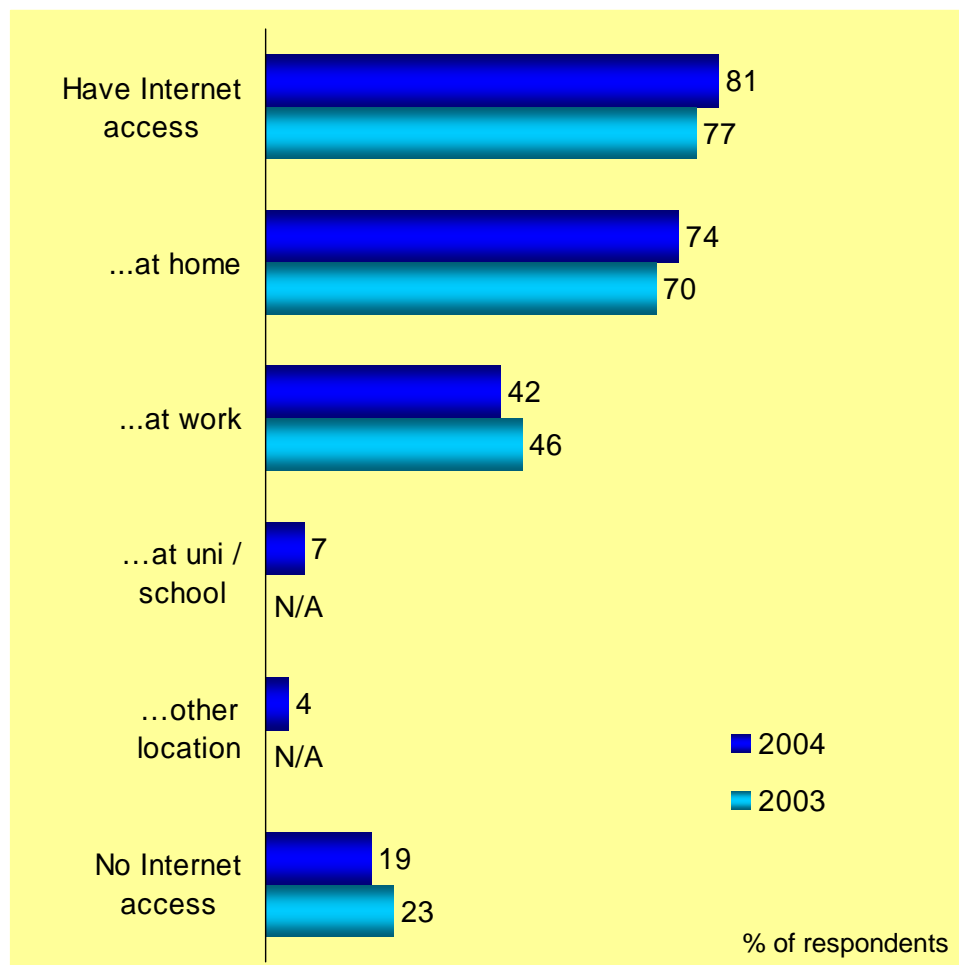
- Monitor Council's informative website
 - 53% of respondents felt they could comment on this area
- Residents consider the provision of an informative Council website to be a fairly important responsibility of Council
 - Mean importance rating = 7.4
- Satisfaction is moderate
 - Mean satisfaction rating = 6.7

NEW

Q. How satisfied are you with Council's performance in this area? 10 = totally satisfied; 1 = totally dissatisfied.
 Base: Respondents who use / can comment on service / facility(2004 n=214);
 Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Dissatisfied = 1-4

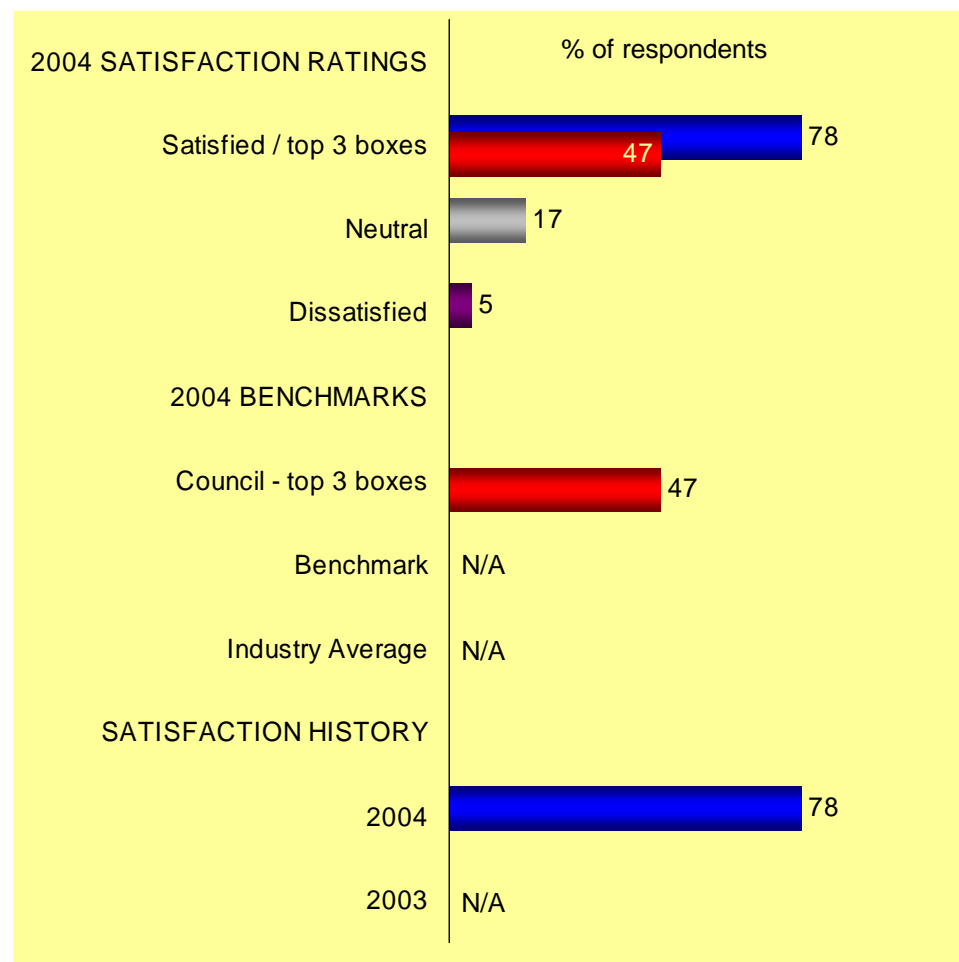
  = significant variance

Internet access



- In total, 81% of residents have access to the Internet
 - This has increased slightly from 77% in 2003
- The majority of residents who have access continue to have Internet access at home
 - Internet access at home has increased by 4% points
- The proportion of residents with Internet access at work has declined slightly
 - Internet access at work has decreased by 4% points
- Seniors are less likely to have access to the internet
 - 45% of those aged 55+ years do not have internet access; compared to 8% of those aged 18-34 and 11% of those aged 35-54 years



Provide an informative, weekly column in the community newspaper (such as the City Update)



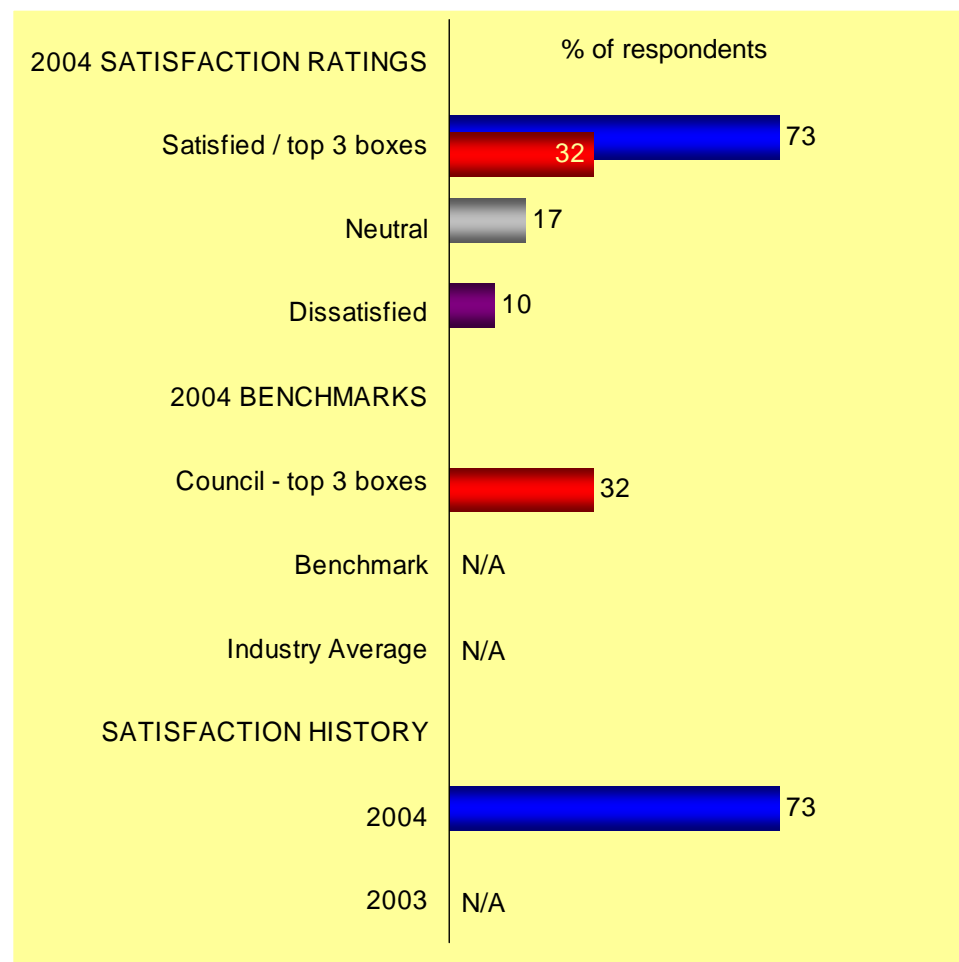
- Maintain Council's weekly column in the community newspaper
 - 86% of respondents felt they could comment on this area
- Residents consider Council's weekly column in the community newspaper to be a fairly important responsibility of Council
 - Mean importance rating = 7.6
- Satisfaction is moderate
 - Mean satisfaction rating = 7.1

NEW

Q. How satisfied are you with Council's performance in this area? 10 = totally satisfied; 1 = totally dissatisfied.
 Base: Respondents who use / can comment on service / facility(2004 n=343);
 Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Dissatisfied = 1-4

  = significant variance



Provide customer focused services when visiting Council offices



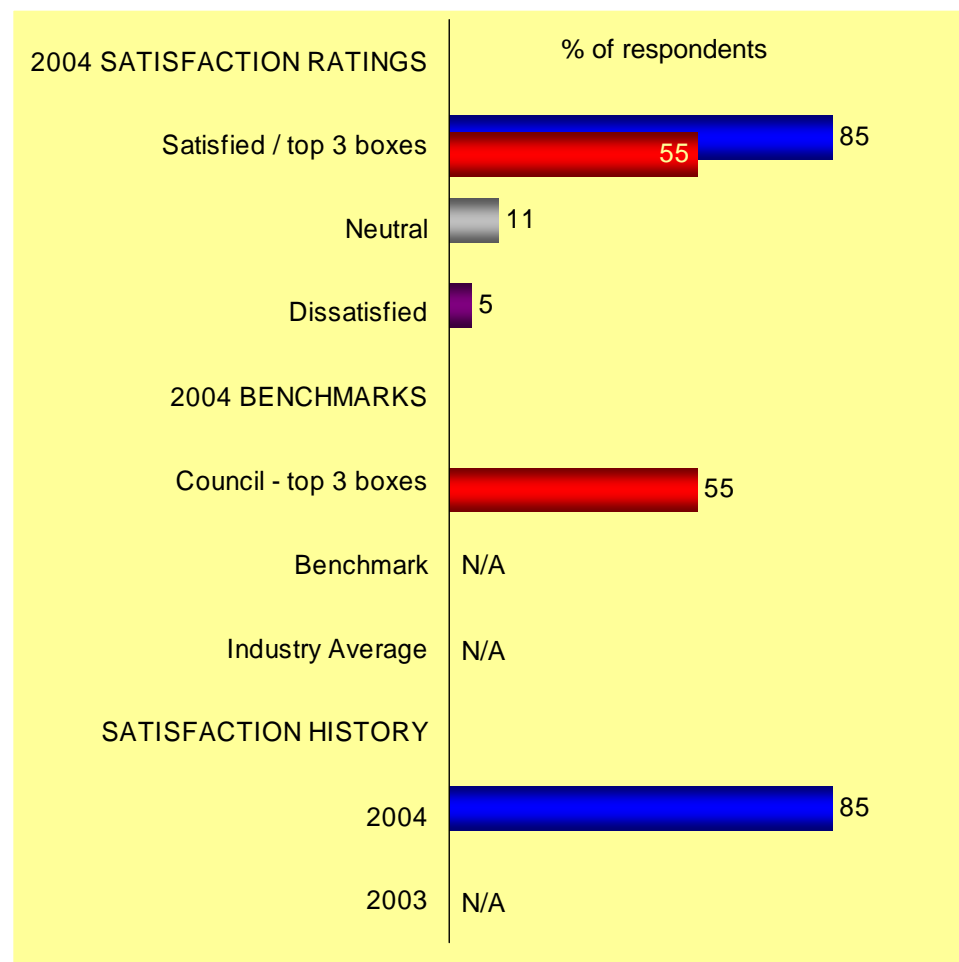
- Monitor Council's ability to provide a customer focused service at the Council office
 - 80% of respondents felt they could comment on this area
- Residents consider Council's ability to provide customer focused service at the Council office to be a fairly important responsibility
 - Mean importance rating = 7.8
- Satisfaction is moderate
 - Mean satisfaction rating = 6.6

NEW

Q. How satisfied are you with Council's performance in this area? 10 = totally satisfied; 1 = totally dissatisfied.
 Base: Respondents who use / can comment on service / facility (2004 n=321);
 Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Dissatisfied = 1-4

  = significant variance



Provide an informative, quarterly newsletter (such as *the Peninsula*)



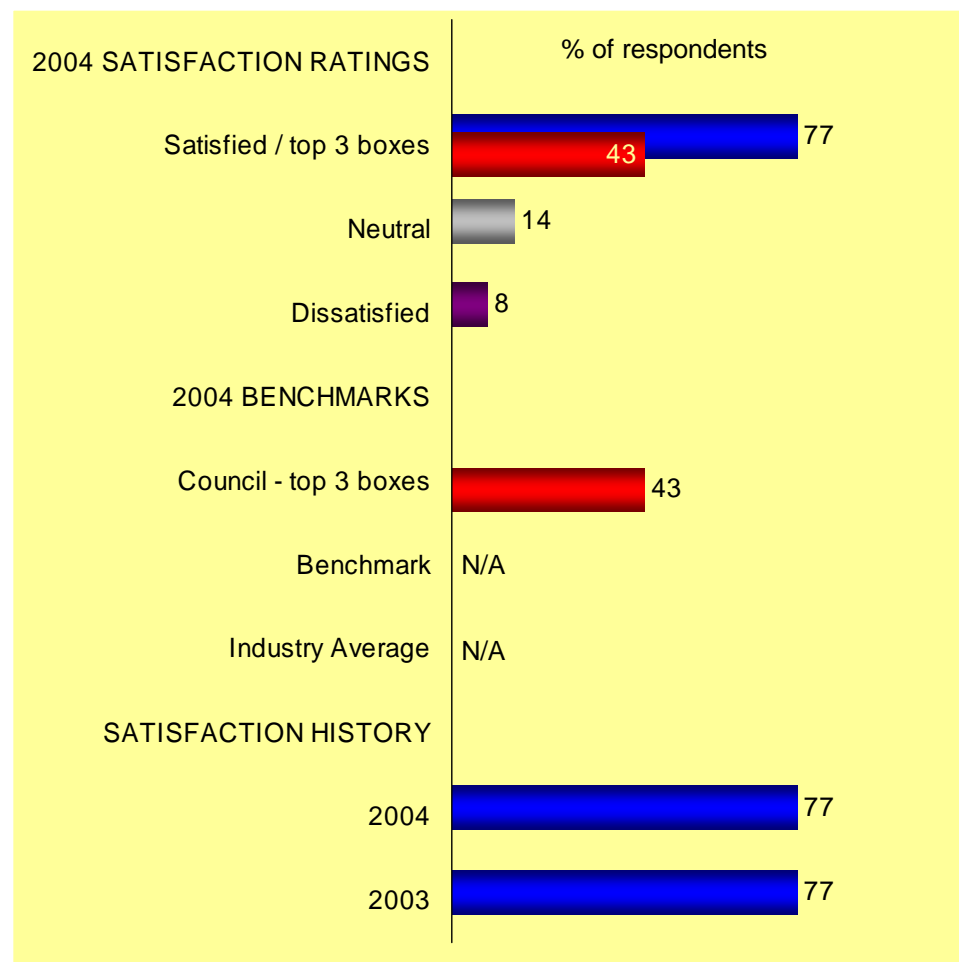
- Maintain Council's quarterly newsletter
 - 90% of respondents felt they could comment on this area
- Residents consider Council's quarterly newsletter to be a fairly important responsibility of Council
 - Mean importance rating = 7.6
- Satisfaction is moderate
 - Mean satisfaction rating = 7.4

NEW

Q. How satisfied are you with Council's performance in this area? 10 = totally satisfied; 1 = totally dissatisfied.
 Base: Respondents who use / can comment on service / facility(2004 n=359);
 Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Dissatisfied = 1-4

  = significant variance

Provide TravelSmart information on walking, cycling and public transport



- Maintain information on walking, cycling & public transport options
 - 95% of respondents felt they could comment on this area
- Residents consider this information to be an important responsibility of Council
 - Mean importance rating = 7.6
- Satisfaction is moderate
 - Mean satisfaction rating = 6.9

Summary of Key Findings

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 second study, conducted in 2004, comprising 400 telephone interviews with residents in the City of South Perth.

OVERALL SATISFACTION RATINGS

	<u>Council</u>	<u>History</u>	<u>Benchmark</u>	<u>Industry Average</u>
Very satisfied (8, 9 or 10)	44%	40%	50%	39%

FOCUS

More open processes
 Consultation with the community
 Planning/building compliance control
 Reduce water usage

These areas are rated very important & received lower satisfaction ratings

CELEBRATE

Bulk 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.

Neighbour Assistance

71% would ask their neighbour for assistance

42% definitely would and 29% probably would

Thank You

If you have any queries about this report, please contact the syndicate managers:

John Bourne | Director | Australian Market Intelligence 9440 4404

Lisa Whitehead | Director | CATALYSE 9368 0275

