



# Community Telephone Survey – 2010

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### Background

In order to measure current community satisfaction, Rockdale City Council appointed Micromex Research to develop, conduct and analyse a statistically valid community satisfaction survey with a representative cross section of Rockdale residents.

This survey is required to measure community response to 35 specific Council delivery areas. Interviewing was conducted in accordance with IQCA (Interviewer Quality Control Australia) Standards and the Market Research Society Code of Professional Conduct.

### Questionnaire

Micromex Research, together with Rockdale City Council prepared the questionnaire in November 2010.

A copy of the questionnaire is provided in Appendix C.

### Data collection period

The survey was conducted by telephone. The survey was conducted from 4:30pm to 8:30pm over the week 3<sup>rd</sup> to 9<sup>th</sup> November 2010.

### Ratings questions

The Likert Scale of 1 to 5 was used in all rating questions, where 1 was the lowest importance or satisfaction and 5 the highest importance or satisfaction.

This scale allowed for a mid range position for those who had a divided or neutral opinion.






Within the report, the mean ratings for each of the criteria have been assigned a determined 'level of importance or satisfaction'. This determination is based on the following groupings:

Mean rating	1.99 or lower	'Very low' level of importance/satisfaction
	2.00 – 2.49	'Low' level of importance/satisfaction
	2.50 – 2.99	'Moderately low' levels of importance/satisfaction
	3.00 – 3.59	'Moderate' level of importance/satisfaction
	3.60 – 3.89	'Moderately high' level of importance/satisfaction
	3.90 – 4.19	'High' level of importance/satisfaction
	4.20 – 4.49	'Very high' level of importance/satisfaction
	4.50 +	'Extremely high' level of importance/satisfaction

### Interpreting Performance Gap

Within the report, the mean ratings for each of the criteria have been assigned a determined 'level of importance or satisfaction'. To identify the performance gap we subtract rated satisfaction mean score from the stated importance mean scores:

Performance gap

1.50 or higher	Extremely high gap between importance and satisfaction
	⇒ Requires Immediate Action – Code Violet
0.90 – 1.49	Moderately high – Very high gap between importance and satisfaction
	⇒ Requires Immediate Investigation – Code Red
0.20 – 0.89	Moderately low – Moderate gap between importance and satisfaction
	⇒ Monitor – Code Grey
0.00 – 0.19	Minimal gap between importance and satisfaction
	⇒ Monitor – Code Blue
Less than Zero	Negative performance gap between importance and satisfaction
	⇒ Revisit/Reconsider Resource Allocation – Code Green

**Note:** Only respondents who rated services/facilities a 4 or 5 in importance were asked to rate their satisfaction with that service/facility

### Sampling error

A sample size of 500 residents provides a sampling error of +/- 4.4 at 95% confidence.

### Percentages

**NB:** All percentages are calculated to the nearest whole number and therefore the total may not exactly equal 100%.

**Errors:** Data in this publication is subject to sampling variability because it is based on information relating to a sample of residents rather than the total number. This difference (sampling error) may occur due to imperfections in reporting and errors made in processing the data. This may occur in any enumeration, whether it is a full count or sample.

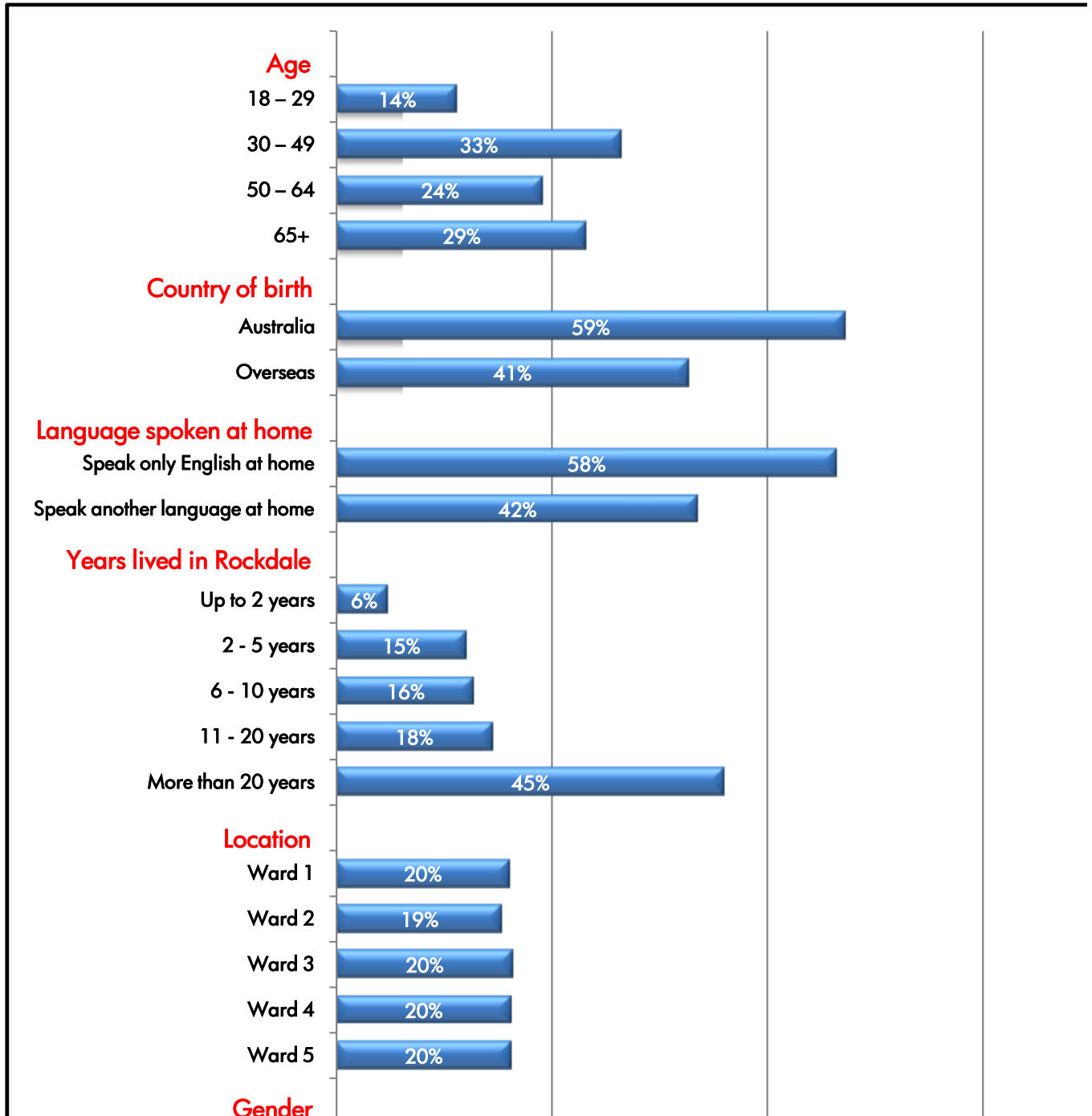
Efforts have been made to reduce the non-sampling error by careful design of the questionnaire and detailed checking of completed questionnaires.

## Key Findings

### Sample Profile

The final achieved sample of n=500 robustly covers off all key demographic sub-groups. This allowed us to undertake some of the analysis at a subgroup level.

Figure 1.1



### Key takeouts

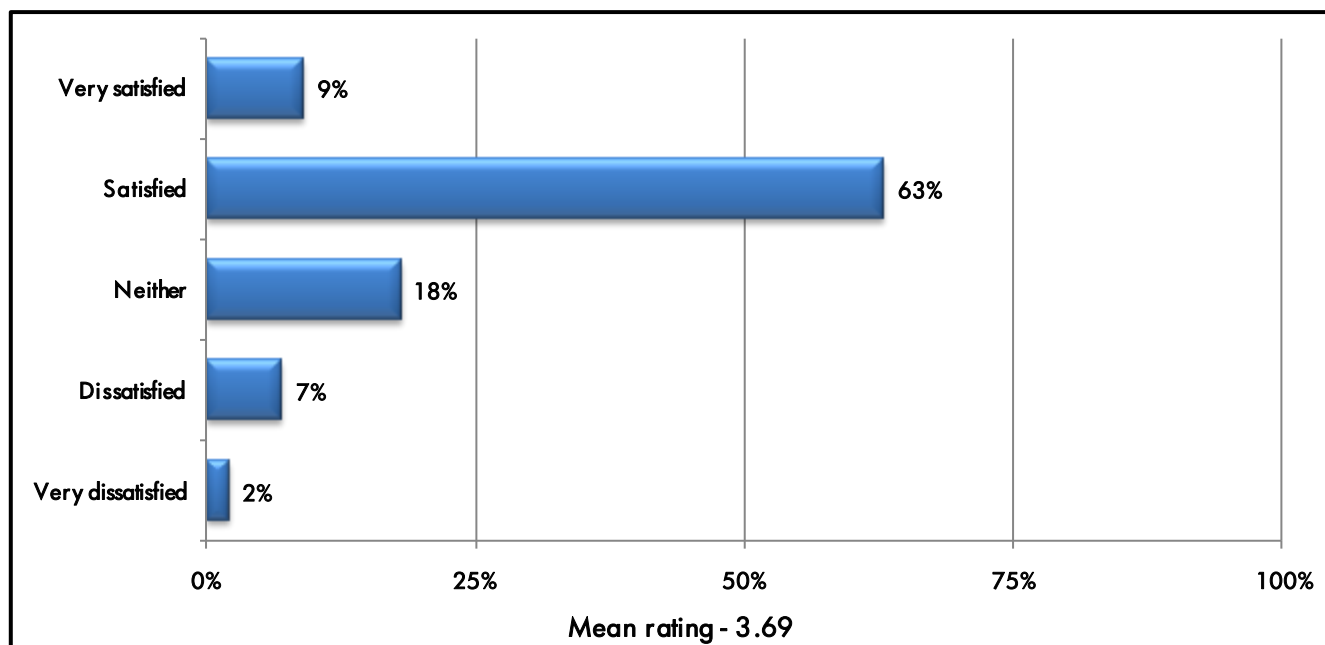
- 59% of residents were born in Australia
- 45% have lived in the Rockdale Council area for over 20 years
- 42% of respondents speak a language other than English at home

## Key Findings (Cont'd)

The results indicate a very positive result for Rockdale Council, with 34 out of the 35 of the services/facilities/criteria rated from 'moderate satisfaction' to 'very high satisfaction'. At an overall level, residents expressed a 'moderately high' level of satisfaction with the performance of Council.

### Overall Satisfaction with Council

Figure 2.1



Rockdale residents are also more satisfied than the LGA benchmark score for all 10 of the comparable measures. This included 'overall satisfaction with Council'.

### Comparison to LGA Benchmarks

Table 2.1

	Service/Facility	Rockdale Satisfaction Scores	LGA Average Satisfaction
<b>Above the Benchmark</b>			
	Recycling	4.3	3.5
	Cycleways	3.8	3.1
	Maintaining local roads	3.3	2.8
	Playgrounds	3.8	3.4
	Support for youth	3.4	3.0
	General waste collection	4.3	4.1
	<b>Overall satisfaction</b>	<b>3.7</b>	<b>3.5</b>
	<b>Satisfaction with the way contact with Council was handled</b>	<b>4.1</b>	<b>3.9</b>
	Ovals and sporting facilities	3.8	3.6
	Libraries	4.2	4.1

### Identifying Priorities via Specialised Analysis (Explanation)

The specified research outcomes required us to measure both community importance and community satisfaction with a range of specific service delivery areas. In order to identify core priorities we undertook a 2 step analysis process on the stated importance and rated satisfaction data, after which, we conducted a third level of analysis. This level of analysis was a Shapley regression on the data in order to identify which facilities and services are the actual drivers of overall satisfaction with Council.

By examining both approaches to analysis we have been able to:

1. Identify and understand the hierarchy of community priorities
2. Inform the deployment of Council resources in line with community aspirations

### Step 1. Performance Gap Analysis (PGA)

PGA establishes the gap between importance and satisfaction. This is calculated by subtracting the mean satisfaction score from the mean importance score. In order to measure PGA, respondents are asked to rate the importance of, and their satisfaction with, each of a range of different services or facilities on a scale of 1 to 5, where 1 = low importance or satisfaction and 5 = high importance or satisfaction. These scores are aggregated at a total community level.

The higher the differential between importance and satisfaction, the greater the difference is between the provision of that service by Rockdale Council and the expectation of the community for that service/facility.

In the table on the following page, we can see the 35 services and facilities residents rated, by importance and then by satisfaction.

When analysing the performance gaps it is important to recognise that, for the most part, a gap of up to 1.0 is acceptable when the initial importance rating is 4.0+, as it indicates that residents consider the attribute to be of 'high to very high importance' and that the satisfaction they have with Rockdale Council's performance on that same measure, is 'moderate to moderately high'.

For example, 'quality and maintenance of footpaths' was given an importance score of 4.51, which indicates that it is considered a very highly important focus area by residents. At the same time it was given a satisfaction score of 3.24, which indicates that residents are moderately satisfied with Rockdale Council's performance and focus on that measure.

In the case of a performance gap, such as for the 'quality of Council's website' (3.20 importance vs. 3.67 satisfaction) we can identify that the facility is only moderately important to the broader community, but that for residents who do feel that this facility is important, Rockdale Council is perceived to have performed to a moderately high level of satisfaction.

## Key Findings (Cont'd)

When analysing performance gap data it is important to consider both stated satisfaction and the absolute size of the performance gap.

### Performance Gap Ranking

Table 2.2.1

Ranking	Service / Facility	Importance Mean	Satisfaction Mean	Performance Gap
1	Provision and maintenance of public toilets	4.31	2.97	1.34
2	Condition and maintenance of local roads	4.57	3.26	1.31
3	Quality and maintenance of parking facilities	4.38	3.08	1.30
4	Quality and maintenance of footpaths	4.51	3.24	1.27
5	Appropriateness of town planning controls	4.27	3.18	1.09
6	Community safety/crime prevention	4.72	3.64	1.08
7	Litter control and rubbish dumping	4.61	3.56	1.05
8	Public health food inspections	4.53	3.49	1.04
	Advocacy role that benefits the community	4.22	3.18	1.04
10	Support for youth	4.38	3.37	1.01
11	Traffic management	4.41	3.42	0.99
12	Street cleaning	4.45	3.48	0.97
13	Support for aged and people with disabilities	4.61	3.65	0.96
14	Transparent and accountable Council activities	4.14	3.21	0.93
15	Management of development applications	4.05	3.13	0.92
16	Maintaining healthy natural waterways	4.48	3.58	0.90
17	Opportunities to participate in Council decision making	3.90	3.18	0.72
18	Access to public transport	4.41	3.81	0.60
19	Condition and maintenance of sporting fields, parks and gardens	4.32	3.77	0.55
20	Revitalisation of town centres and surrounding areas	4.10	3.58	0.52
21	Foreshore/beachfront cleaning	4.25	3.74	0.51
22	Recycling	4.72	4.29	0.43
23	General waste collection	4.70	4.28	0.42
24	Restoration of natural bushland	4.16	3.75	0.41
25	Support for the multicultural community	4.11	3.72	0.39
26	Provision and maintenance of playgrounds	4.08	3.75	0.33
27	Access to cycle paths and walking tracks	4.07	3.84	0.23
28	Community engagement and participation opportunities	3.75	3.59	0.16
29	Condition of Council-owned facilities including libraries, Town Hall and Community Halls	4.00	3.85	0.15
30	Animal control	3.98	3.89	0.09
31	Council's monthly community newsletter	3.93	3.94	-0.01
32	Provision of libraries	4.20	4.22	-0.02
33	Festivals and major events	3.61	3.88	-0.27
34	Bexley swimming pool	3.29	3.60	-0.31
35	Quality of Council's website	3.20	3.67	-0.47

Mean ratings: 1 = not at all important and very dissatisfied  
5 = very important and very satisfied

## Key Findings (Cont'd)

When we examine the 10 largest performance gaps, we can identify that all the services or facilities have been rated as 'very high' to 'extremely high' in importance. Resident satisfaction for all of these areas is 3.0 or higher, which indicates that Rockdale Council's perceived performance for these measures is considered to be 'moderately satisfactory' as a minimum.

Table 2.2.2

Ranking	Service / Facility	Importance Mean	Satisfaction Mean	Performance Gap
1	Provision and maintenance of public toilets	4.31	2.97	1.34
2	Condition and maintenance of local roads	4.57	3.26	1.31
3	Quality and maintenance of parking facilities	4.38	3.08	1.30
4	Quality and maintenance of footpaths	4.51	3.24	1.27
5	Appropriateness of town planning controls	4.27	3.18	1.09
6	Community safety/crime prevention	4.72	3.64	1.08
7	Litter control and rubbish dumping	4.61	3.56	1.05
8	Public health food inspections	4.53	3.49	1.04
	Advocacy role that benefits the community	4.22	3.18	1.04
10	Support for youth	4.38	3.37	1.01

The key outcomes of this analysis would suggest that, while there are opportunities for improvement in all areas, 'provision and maintenance of public toilets', 'condition and maintenance of local roads', 'quality and maintenance of parking facilities' and 'quality and maintenance of footpaths' are the areas of least relative satisfaction.

**Note:** Performance gap is the first step in the process, we now need to identify comparative ratings across all the services and facilities to get an understanding of relative importance and satisfaction at an LGA level.

This is when we undertake step 2 of the analysis.

## Key Findings (Cont'd)

### Step 2. Quadrant Analysis

Quadrant analysis is a useful tool for planning future directions. It combines the stated needs of the community and assesses Rockdale Council's performance in relation to these needs.

This analysis is completed by plotting the variables on an x and y axes, defined by stated importance and rated satisfaction. We aggregate the mean scores for stated importance and rated satisfaction to identify where the facility or service should be plotted. For these criteria, the average stated importance score was 4.21 and the average rated satisfaction score was 3.59. Therefore, any facility or service that received a mean stated importance score of  $\geq 4.21$  would be plotted in the higher importance section and, conversely, any that scored  $< 4.21$  would be plotted into the lower importance section. The same exercise is undertaken with the satisfaction ratings above or below 3.59. Each service or facility is then plotted in terms of satisfaction and importance, resulting in its placement in one of four quadrants.

### Quadrant Analysis

Table 2.2.3

Importance	Improve Higher importance, lower satisfaction	Maintain Higher importance, higher satisfaction
	<ul style="list-style-type: none"> <li>Provision and maintenance of public toilets</li> <li>Condition and maintenance of local roads</li> <li>Quality and maintenance of parking facilities</li> <li>Quality and maintenance of footpaths</li> <li>Appropriateness of town planning controls</li> <li>Litter control and rubbish dumping</li> <li>Public health food inspections</li> <li>Advocacy role that benefits the community</li> <li>Support for youth</li> <li>Traffic management</li> <li>Street cleaning</li> <li>Maintaining healthy natural waterways</li> </ul>	<ul style="list-style-type: none"> <li>Community safety/crime prevention</li> <li>Support for aged and people with disabilities</li> <li>Access to public transport</li> <li>Condition and maintenance of sporting fields, parks and gardens</li> <li>Foreshore/beachfront cleaning</li> <li>Recycling</li> <li>General waste collection</li> </ul>
Secondary Lower importance, higher satisfaction	Niche Lower importance, lower satisfaction	
<ul style="list-style-type: none"> <li>Restoration of natural bushland</li> <li>Support for the multicultural community</li> <li>Provision and maintenance of playgrounds</li> <li>Access to cycle paths and walking tracks</li> <li>Community engagement and participation opportunities</li> <li>Condition of Council-owned facilities including libraries, Town Hall and Community Halls</li> <li>Animal control</li> <li>Council's monthly community newsletter</li> <li>Provision of libraries</li> <li>Festivals and major events</li> <li>Bexley swimming pool</li> <li>Quality of Council's website</li> </ul>	<ul style="list-style-type: none"> <li>Transparent and accountable Council activities</li> <li>Management of development applications</li> <li>Opportunities to participate in Council decision making</li> <li>Revitalisation of town centres and surrounding areas</li> </ul>	
		Satisfaction

### Explaining the 4 quadrants

Attributes in the top right quadrant, **MAINTAIN**, such as 'general waste collection', are Council's core strengths, and should be treated as such. Maintain, or even attempt to improve your position in these areas, as they are influential and address clear community needs.

Attributes in the top left quadrant, **IMPROVE**, such as 'traffic management', are areas where Council is perceived to be currently under-performing and are key concerns in the eyes of your residents. In the vast majority of cases you should aim to improve your performance in these areas to better meet the community's expectations.

Attributes in the bottom left quadrant, **NICHE**, such as 'transparent and accountable Council activities', are of a relatively low priority (and the word 'relatively' should be stressed – they can still be important). These areas tend to be important to a smaller segment of the community.

Finally, attributes in the bottom right quadrant, **SECONDARY**, such as 'provision of libraries' are core strengths, but in relative terms they are less important than other areas and Council's servicing in these areas may already be exceeding expectation. Consideration could be given to rationalising focus in these areas as they are not community priorities for improvement.

Recommendations based only on stated importance and satisfaction have major limitations, as the actual questionnaire process essentially 'silos' facilities and services as if they are independent variables, when they are in fact all part of the broader community perception of Council performance.

Residents' priorities identified in stated importance/satisfaction analysis often tend to be in areas that are problematic. No matter how much focus a Council dedicates to the 'condition and maintenance of local roads', it will always be found in the **IMPROVE** quadrant. This is because, perceptually, the condition of local roads can always be better.

Further, the outputs of stated importance and satisfaction address the current dynamics of the community, they do not predict which focus areas are the most likely agents to change the community's perception of Council's overall performance.

Therefore, in order to identify how Rockdale Council can actively drive overall community satisfaction we conducted further analysis.

## Key Findings (Cont'd)

### The Shapley Value Regression

We recently finalised the development of a Council Satisfaction Model to identify priorities that will drive overall satisfaction with Council.

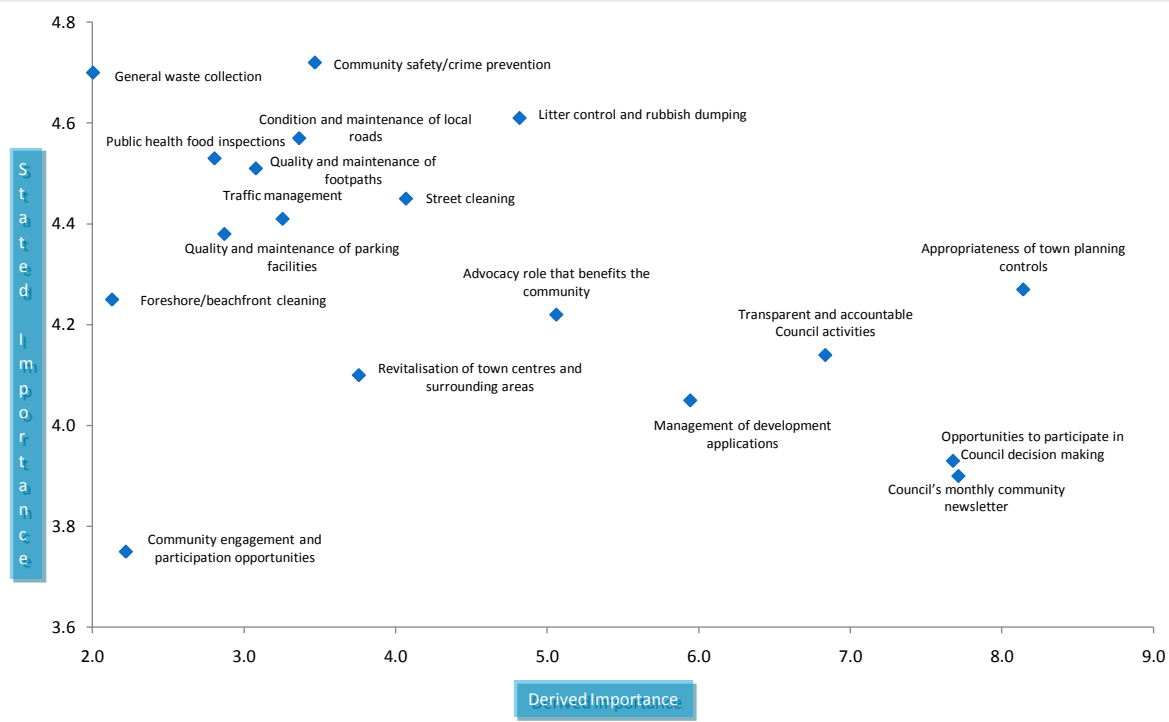
This model was developed by conducting specialised analysis from over 30,000 LGA interviews conducted since 2005. In essence, it proved that increasing resident satisfaction by actioning the priorities that they stated as being important does not necessarily positively impact on overall satisfaction with the Council. This Regression Analysis is a statistical tool for investigation of relationships between dependant variable and explanatory variables.

### What Does This Mean?

The learning is that if we only rely on the stated community priorities we will not be allocating the appropriate resources to the actual service attributes that will improve overall community satisfaction. Using regression analysis we can identify the attributes that essentially build overall satisfaction. We call the outcomes 'derived importance'.

Figure 2.2

## Correlation Between Stated Importance and Derived Importance is Low



If you only focus on stated importance you are not focusing on the key drivers of community satisfaction



In the chart above, on the vertical axis of 'stated importance', all the facilities/services fall in relatively close proximity to each other (i.e. between approximately 3.8 & 4.7). However, on the horizontal axis the attributes are spread between 2.0 and 9.0. The further an attribute is found to the right of the horizontal axis of 'derived importance', the more it contributes in driving overall satisfaction with Council.

## Key Findings (Cont'd)

### Key Drivers of Satisfaction with Rockdale Council

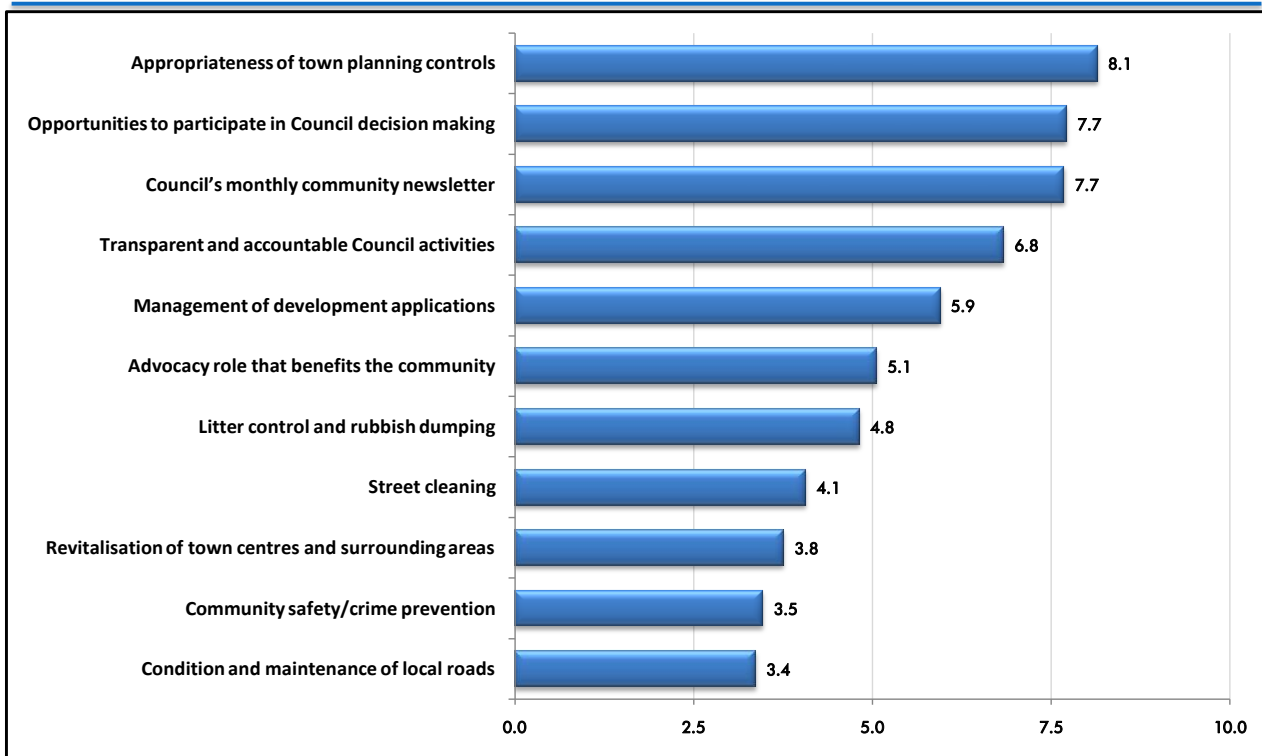
The results in the chart below provide Rockdale Council with a complete picture of both the extrinsic and intrinsic community priorities and motivations and identifies what attributes are the key drivers of community satisfaction.

These top 11 services/facilities account for 60% of overall satisfaction with Council. This indicates that the remaining 24 attributes we obtained measures on have only a limited impact on the community's satisfaction with Rockdale Council's performance. Therefore, whilst all 35 service/facility areas are important, only a minority of them will measurably influence the community's overall satisfaction with Council.

Figure 2.3



## These Top 11 Indicators Account For Over 60% Of Overall Satisfaction With Council



**Rockdale Council needs to concentrate on engaging and consulting with residents on the above measure.**



These 11 services/facilities are the key community priorities and by addressing these, Rockdale Council will improve community satisfaction. The score assigned to each area indicates the percentage of influence each attribute contributes to overall satisfaction with Council. In the above chart 'condition and maintenance of local roads' contributes 3.4% towards overall satisfaction.

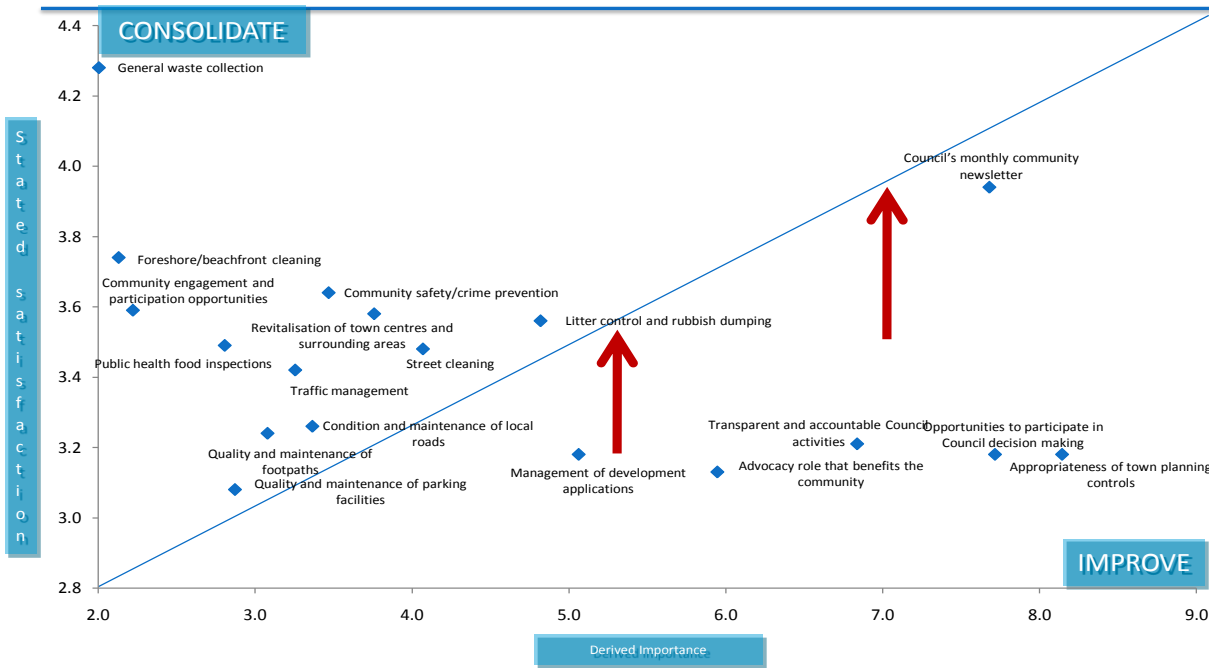
## Key Findings (Cont'd)

### Clarifying Priorities

If Rockdale Council can address the core drivers, they will be able to improve resident satisfaction with their performance. In the chart below we can see that for many of the core drivers Council is already performing reasonably well. There are clear opportunities to improve satisfaction with the service facilities that fall below the diagonal line.

Figure 2.4

### Mapping Stated Satisfaction and Derived Importance Identifies the Community Priority Areas



**Community engagement and development are the key drivers of overall community satisfaction with Council**



From the key outcomes of this analysis, it is clear from a resident perspective that there are potentially a number of areas that require action or at least more salient communication or community consultation.

Whilst some of these may not be currently feasible, based on the outcomes of this research we recommend Rockdale Council consider the following:

1. Revisit and reassess Council's current communication and consultation strategies. Look to identify methods and mediums that will better engage the community.
2. Where possible increase the readership of the newsletter. This could be done by reviewing your existing distribution method and investigating email distribution, reviewing the content of the news, etc.
3. Development, governance and advocacy are important drivers of resident satisfaction, Council needs to understand how they can improve community satisfaction with these measures.
4. 'Street cleaning', 'litter control and rubbish dumping' and 'revitalisation of town centres and surrounding areas' are community issues where Council is currently performing to resident satisfaction – keep it up

### Next Steps

As a next step, Rockdale Council could consider conducting a qualitative deep dive to explore the community's expectations and needs with regard to the core drivers of satisfaction. A series of resident focus groups could be conducted further to explore and contextualise the above recommendations.



# Section A

## Detailed Findings

Importance of and Satisfaction  
with Council services and  
facilities

## Importance of and Satisfaction with Council Services

The Likert Scale of 1 to 5 was used in all rating questions, where 1 was the lowest importance or satisfaction and 5 the highest importance or satisfaction. This scale allowed for a mid range position for those who had a divided or neutral opinion.

Participants were asked to indicate which best described their opinion of the importance of the following services/facilities to them. Then respondents who rated services/facilities a 4 or 5 in importance were asked to rate their satisfaction with that service/facility.

Table 3.0

### We Explored Resident Response To 35 Service Areas



#### Services

- Street cleaning
- Foreshore/beachfront cleaning
- Litter control and rubbish dumping
- General waste collection
- Recycling
- Animal control
- Festivals and major events
- Community safety/crime prevention
- Support for aged and people with disabilities
- Support for youth
- Support for the multicultural community
- Access to cycle paths and walking tracks
- Traffic management
- Access to public transport
- Provision of libraries
- Restoration of natural bushland
- Maintaining healthy natural waterways
- Public health food inspections
- Appropriateness of town planning controls
- Management of development applications

#### Community Infrastructure

- Provision and maintenance of public toilets
- Condition and maintenance of local roads
- Quality and maintenance of parking facilities
- Quality and maintenance of footpaths
- Condition and maintenance of sporting fields, parks and gardens
- Bexley swimming pool
- Condition of Council-owned facilities including libraries, Town Hall and Community Halls
- Provision and maintenance of playgrounds
- Revitalisation of town centres and surrounding areas

#### Governance and Engagement

- Advocacy role that benefits the community
- Transparent and accountable Council activities
- Quality of Council's website
- Council's monthly community newsletter
- Community engagement and participation opportunities
- Opportunities to participate in Council decision making

Developed in conjunction with the Rockdale Council Project Team



### Interpreting the Mean Scores

Within the report, the mean ratings for each of the criteria have been assigned a determined 'level of importance or satisfaction'. This determination is based on the following groupings:






Mean rating

1.99 or lower	'Very low' level of importance/satisfaction
2.00 – 2.49	'Low' level of importance/satisfaction
2.50 – 2.99	'Moderately low' levels of importance/satisfaction
3.00 – 3.59	'Moderate' level of importance/satisfaction
3.60 – 3.89	'Moderately high' level of importance/satisfaction
3.90 – 4.19	'High' level of importance/satisfaction
4.20 – 4.49	'Very high' level of importance/satisfaction
4.50 +	'Extreme' level of importance/satisfaction

### Interpreting Performance Gap

Within the report, the mean ratings for each of the criteria have been assigned a determined 'level of importance or satisfaction'. To identify the performance gap we subtract the rated satisfaction mean score from the stated importance mean scores:

Performance gap

1.50 or higher	Extremely high gap between importance and satisfaction
	⇒ Requires Immediate Action – Code Violet
0.90 – 1.49	Moderately high – Very high gap between importance and satisfaction
	⇒ Requires Immediate Investigation – Code Red
0.20 – 0.89	Moderately low – Moderate gap between importance and satisfaction
	⇒ Monitor – Code Grey
0.00 – 0.19	Minimal gap between importance and satisfaction
	⇒ Monitor – Code Blue
Less than Zero	Negative performance gap between importance and satisfaction
	⇒ Revisit/Reconsider Resource Allocation – Code Green

### Services

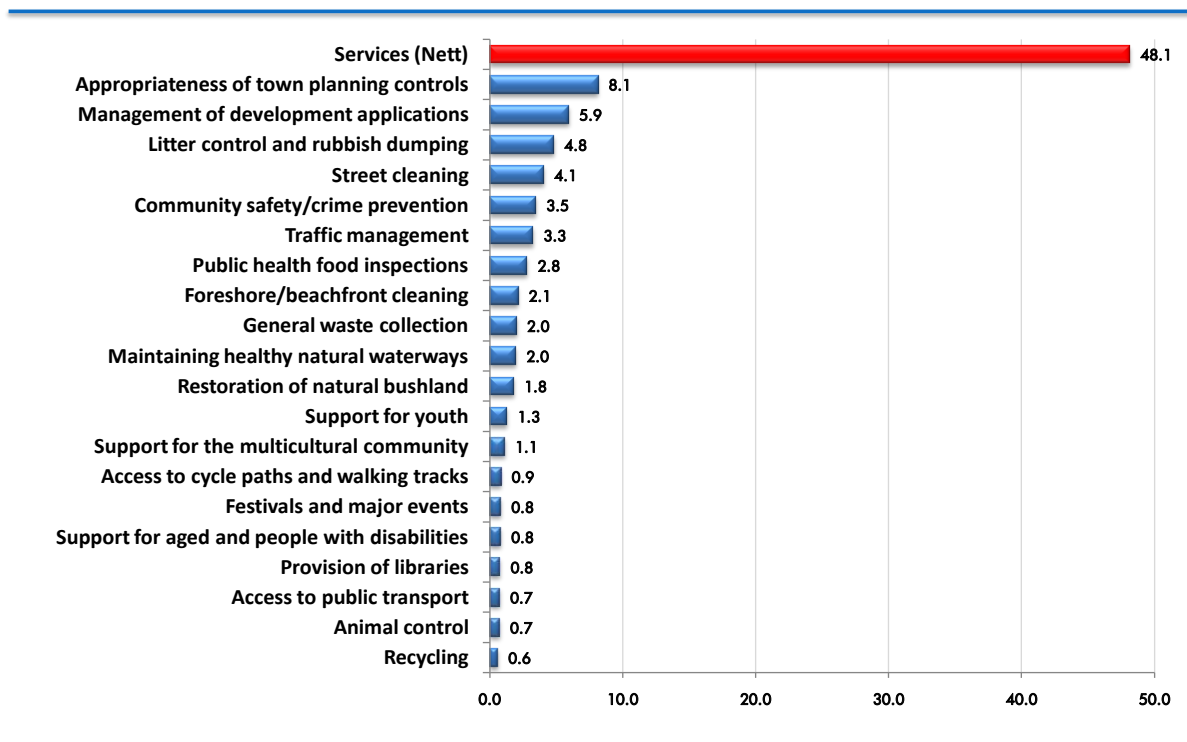
Access to cycle paths and walking tracks  
 Access to public transport  
 Animal control  
 Appropriateness of town planning controls  
 Community safety/crime prevention  
 Festivals and major events  
 Foreshore/beachfront cleaning  
 General waste collection  
 Litter control and rubbish dumping  
 Maintaining healthy natural waterways

Management of development applications  
 Provision of libraries  
 Public health food inspections  
 Recycling  
 Restoration of natural bushland  
 Street cleaning  
 Support for aged and people with disabilities  
 Support for the multicultural community  
 Support for youth  
 Traffic management

### Contribution to Overall Satisfaction of Council (Regression Data)

Based on the regression analysis, Council performance in the areas below accounts for over 48% of overall satisfaction

Figure 3.1.1



### Overview of Rating Scores

#### Importance - overall

In terms of importance, 14 of the 20 services were rated to be of 'very high' to 'extremely high' importance, these were:

- Recycling
- Community safety/crime prevention
- General waste collection
- Litter control and rubbish dumping
- Support for aged and people with disabilities
- Public health food inspections
- Maintaining healthy natural waterways
- Street cleaning
- Traffic management
- Access to public transport
- Support for youth
- Appropriateness of town planning controls
- Foreshore/beachfront cleaning
- Provision of libraries

Of the remaining services, 'restoration of natural bushland', 'support for the multicultural community', 'access to cycle paths and walking tracks' 'management of development applications' and 'animal control' were rated to be of high importance, whilst 'festivals and major events' was rated as moderately high importance.

#### Importance – by age

Respondents aged 65+ considered 'foreshore/beachfront cleaning', 'access to cycle paths and walking tracks', maintaining healthy natural waterways' and 'management of development applications' as significantly lower in importance than did those in the younger age groups, but considered 'support for aged and people with disabilities as significantly higher in importance than did those in the 30-49 age group.

#### Importance – by gender

Females attributed significantly higher levels of importance to 6 of the 20 services than did males, these included:

- Street cleaning
- Litter control and rubbish dumping
- Recycling
- Animal control
- Provision of libraries
- Maintaining healthy natural waterways

#### Importance – by ward

Residents in Ward 2 attributed a significantly higher level of importance regarding 'animal control' than did those in Ward 1, whilst residents in Ward 5 considered 'support for the multicultural community' as significantly lower in importance than did those in Wards 3 and 4.

### Overview of Rating Scores

#### Satisfaction – overall

Resident satisfaction with 'recycling', 'general waste collection' and the 'provision of libraries' was rated as very high, whilst the remaining services were rated as 'moderate' or 'moderately high'.

#### Satisfaction – by age

Respondents aged 65+ expressed a significantly higher level of satisfaction with 'general waste collection' and 'recycling' than did those in the 30-49 age group, whilst respondents aged 50-64 were also significantly more satisfied with 'general waste collection' than those in the 30-49 age group.

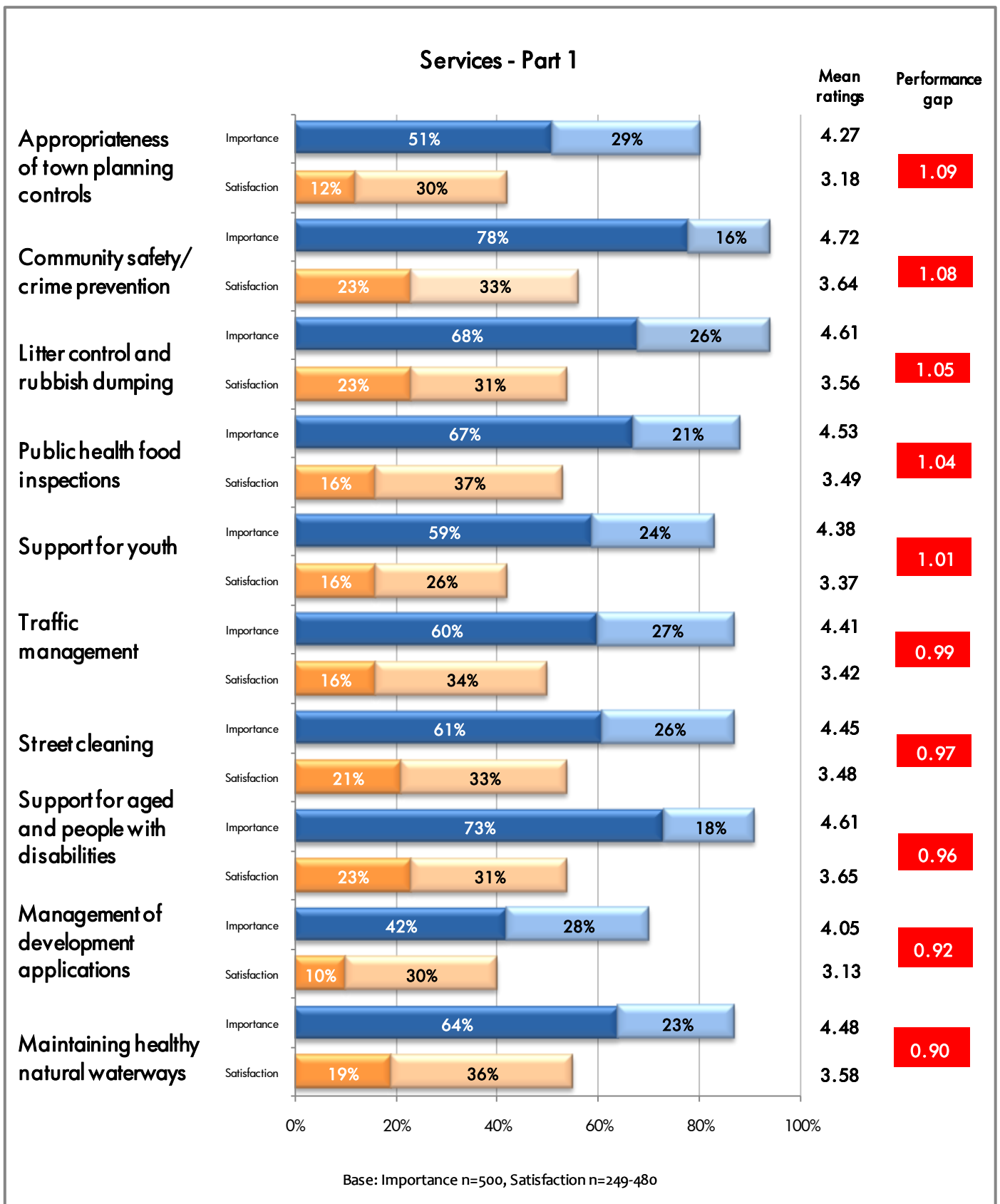
#### Satisfaction – by gender

Female respondents expressed significantly higher levels of satisfaction with 'access to cycle paths and walking tracks' and 'restoration of natural bushland' than did males.

#### Satisfaction – by ward

Residents in Ward 5 expressed significantly higher levels of satisfaction with 'street cleaning' than did those residing in Wards 2 and 4, whilst residents in Ward 1 expressed significantly higher levels of satisfaction with 'access to public transport' than did those residing in Ward 4.

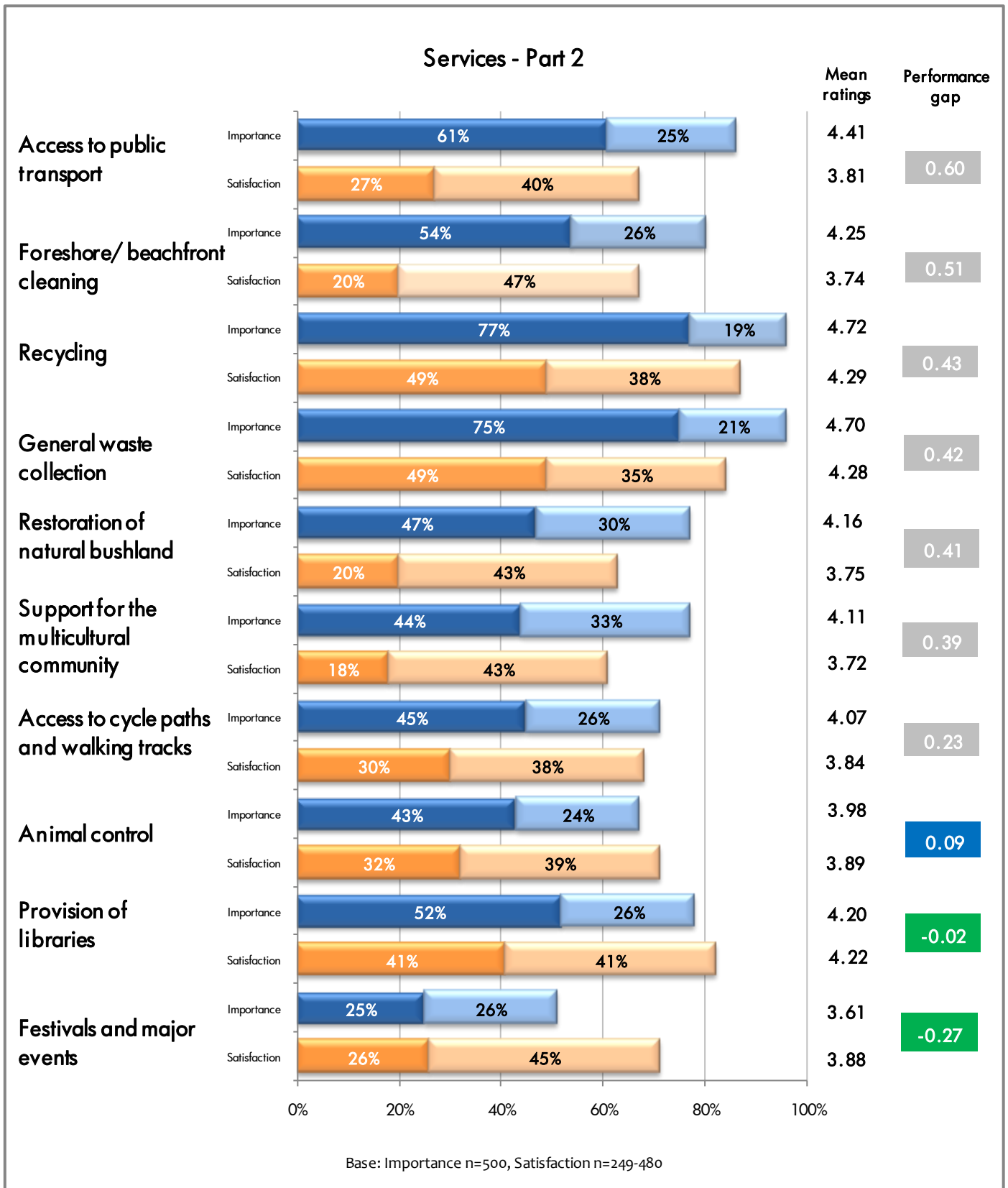
Figure 3.1.2



Mean ratings: 1 = not at all important and very dissatisfied, 5 = very important and very satisfied



Figure 3.1.3

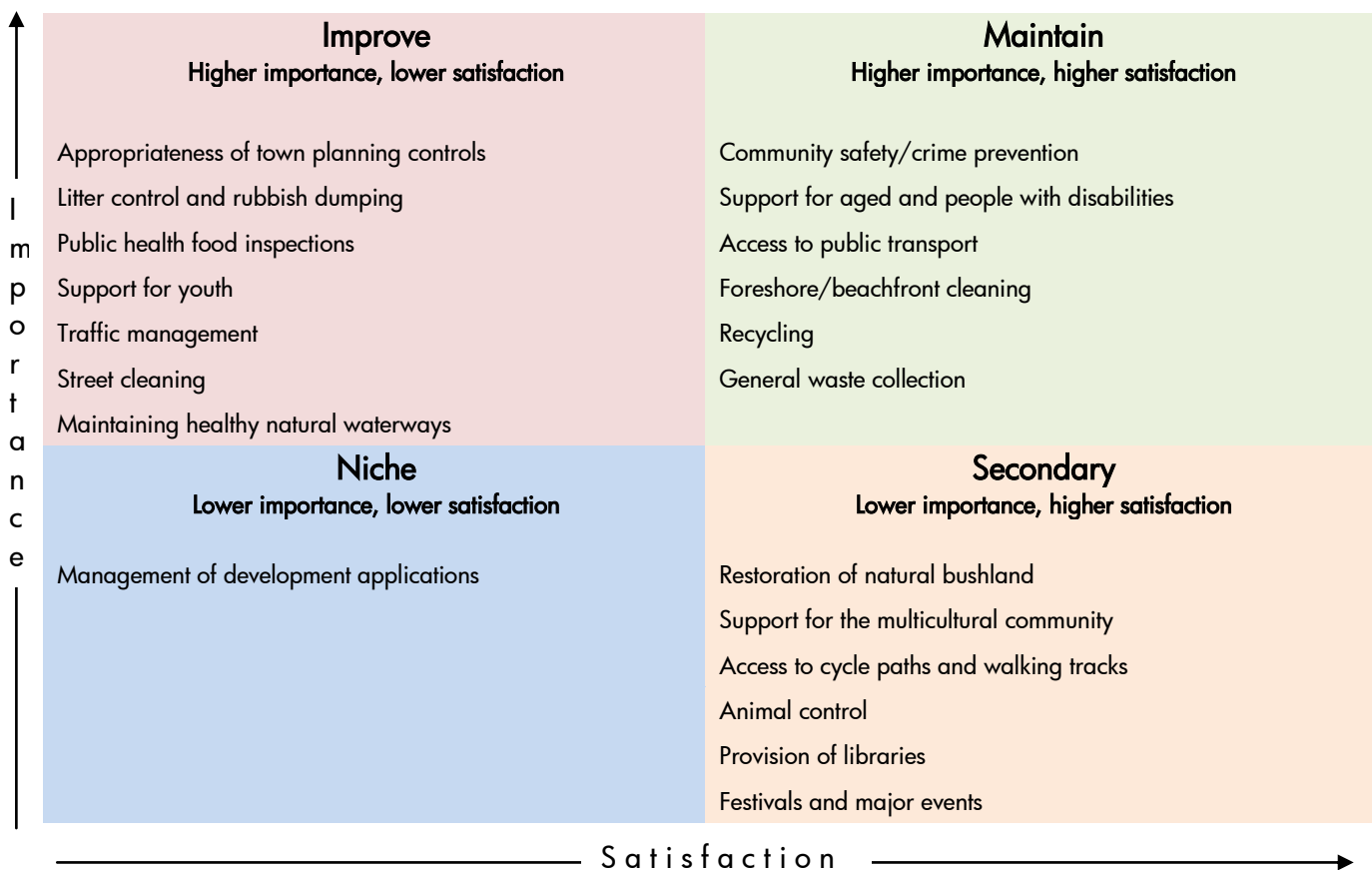


Mean ratings: 1 = not at all important and very dissatisfied, 5 = very important and very satisfied



### Quadrant Analysis

Table 3.1



### Recommendations

Based on the stated outcomes analysis, Rockdale City Council needs to improve:

- Street cleaning
- Litter control and rubbish dumping
- Support for youth
- Traffic management
- Maintaining healthy natural waterways
- Public health food inspections
- Appropriateness of town planning controls

Additionally, Rockdale City Council needs to foster and maintain resident satisfaction with:

- Foreshore/beachfront cleaning
- General waste collection
- Recycling
- Community safety/crime prevention
- Support for aged and people with disabilities
- Access to public transport

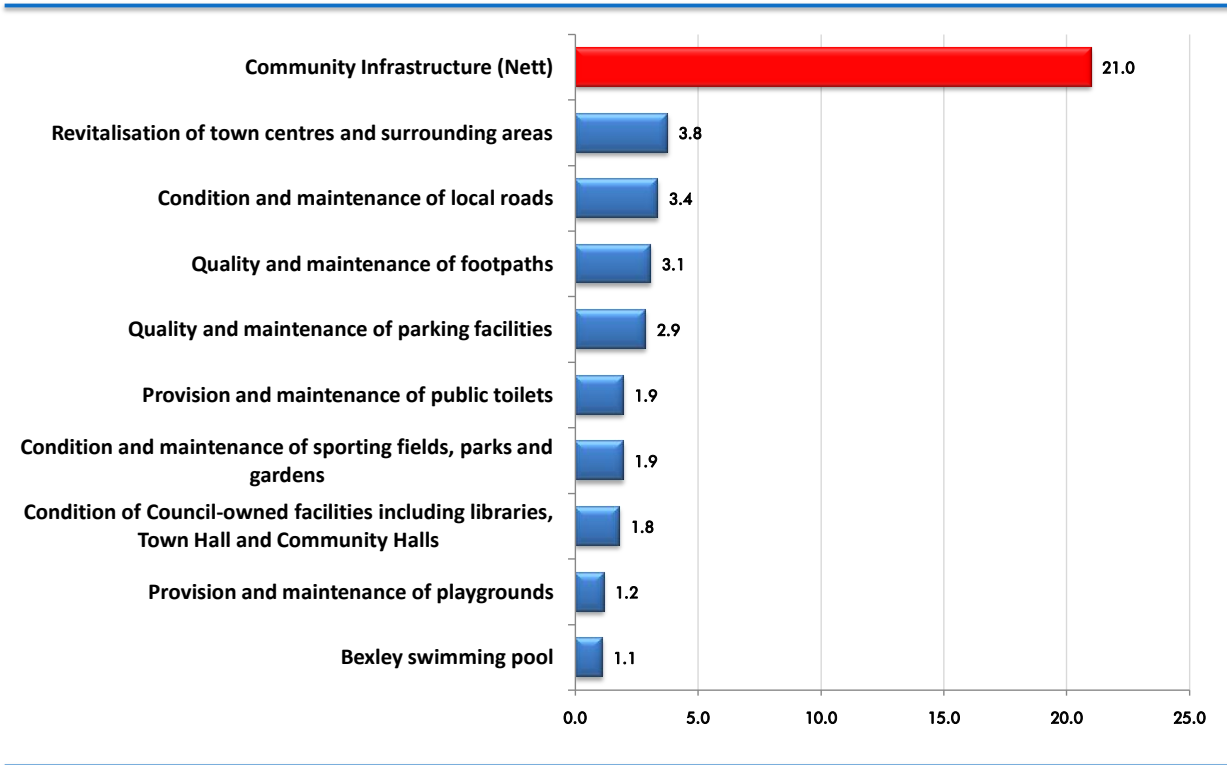
Community Infrastructure

- Bexley swimming pool
- Condition and maintenance of local roads
- Condition and maintenance of sporting fields, parks and gardens
- Condition of Council-owned facilities including libraries, Town Hall and Community Halls
- Provision and maintenance of playgrounds
- Provision and maintenance of public toilets
- Quality and maintenance of footpaths
- Quality and maintenance of parking facilities
- Revitalisation of town centres and surrounding areas

Contribution to Overall Satisfaction of Council (Regression Data)

Based on the regression analysis, Council performance in the areas below accounts for 21% of overall satisfaction

Figure 3.2.1



## Overview of Rating Scores

### Importance - overall

'Condition and maintenance of local roads' and 'quality and maintenance of footpaths' were rated as extremely high in importance, whilst 'quality and maintenance of parking facilities', condition and maintenance of sporting fields, parks and gardens' and 'provision and maintenance of public toilets' were rated as 'very high'.

'Revitalisation of town centres and surrounding areas', 'provision and maintenance of playgrounds' and 'condition of Council-owned facilities including libraries, Town Hall and Community Halls' were rated as high in importance, whilst 'Bexley swimming pool' was rated to be only of moderate importance.

### Importance – by age

Respondents aged 50-64 considered 'quality and maintenance of footpaths' to be significantly higher in importance than did those in the age group 18-29, whilst those in the age group 30-49 considered 'provision and maintenance of playgrounds' to be significantly higher in importance than did those in the 65+ age group.

### Importance – by gender

Female respondents considered the 'condition and maintenance of sporting fields, parks and gardens' as significantly higher in importance than did males.

### Importance – by ward

Respondents in Ward 5 expressed significantly lower levels of importance for 'Bexley swimming pool' and 'provision and maintenance of playgrounds' than did residents living in all other Wards.

### Satisfaction – overall

Respondents attributed moderately high levels of satisfaction to 4 of the 9 services/facilities, these were:

- Condition of Council-owned facilities including libraries, Town Hall and Community Halls
- Condition and maintenance of sporting fields, parks and gardens
- Provision and maintenance of playgrounds
- Bexley swimming pool

With the exception of 'provision and maintenance of public toilets', which was rated as moderately low in satisfaction, the remaining services/facilities were rated as moderate.

### Satisfaction – by age

Respondents aged 65+ expressed significantly higher levels of satisfaction than those in the age groups 30-49 and/or 50-64 for the following:

- Provision and maintenance of public toilets
- Condition and maintenance of local roads
- Condition and maintenance of sporting fields, parks and gardens
- Condition of Council-owned facilities including libraries, Town Hall and Community Halls
- Provision and maintenance of playgrounds
- Revitalisation of town centres and surrounding areas

Respondents in the 18-29 age group expressed significantly higher levels of satisfaction with 'quality and maintenance of footpaths' than did those in the 50-64 age group.

### Overview of Rating Scores

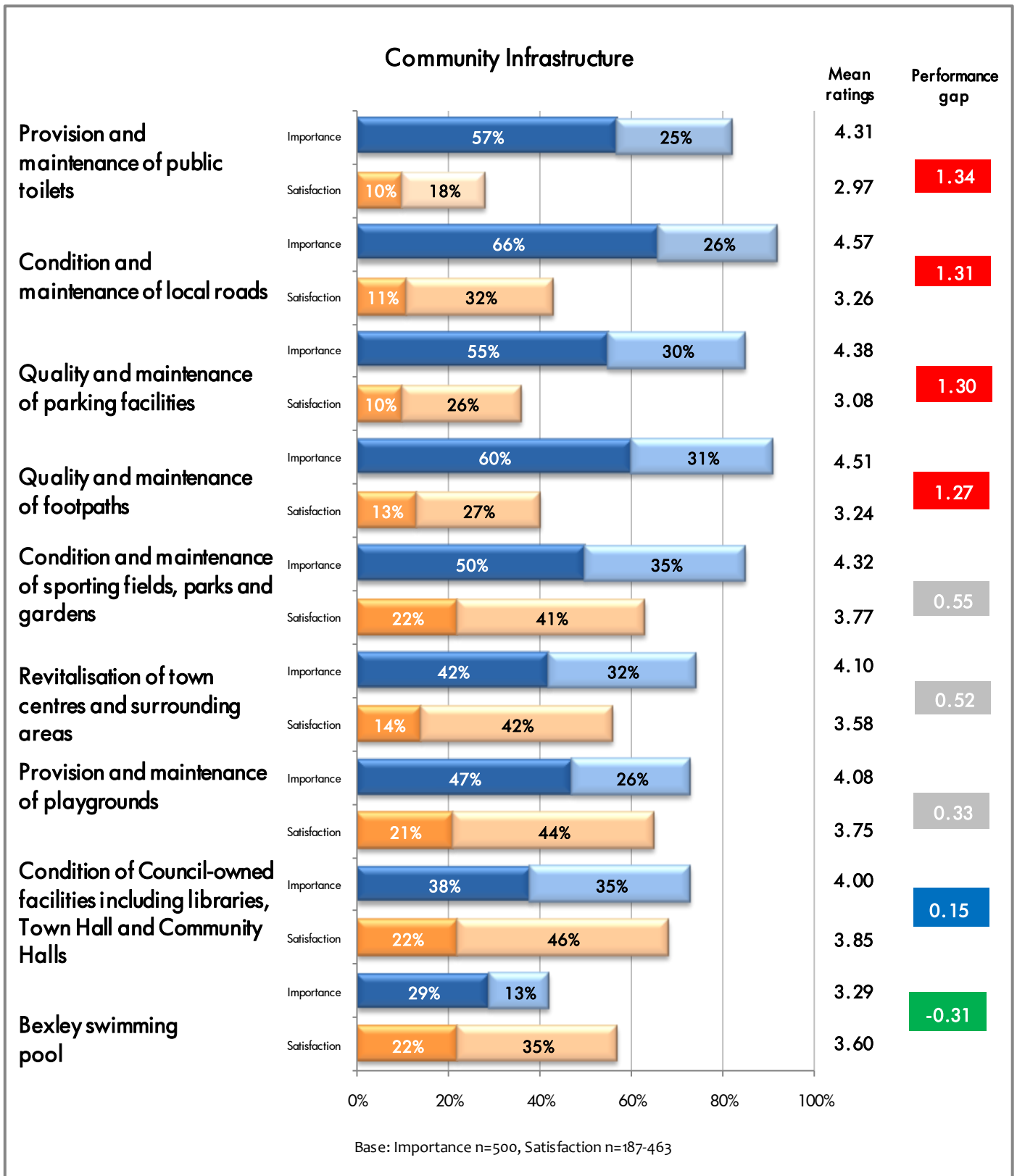
#### Satisfaction – by gender

There were no significant differences in satisfaction between the genders.

#### Satisfaction – by ward

There were no significant differences in satisfaction between the wards.

Figure 3.2.2

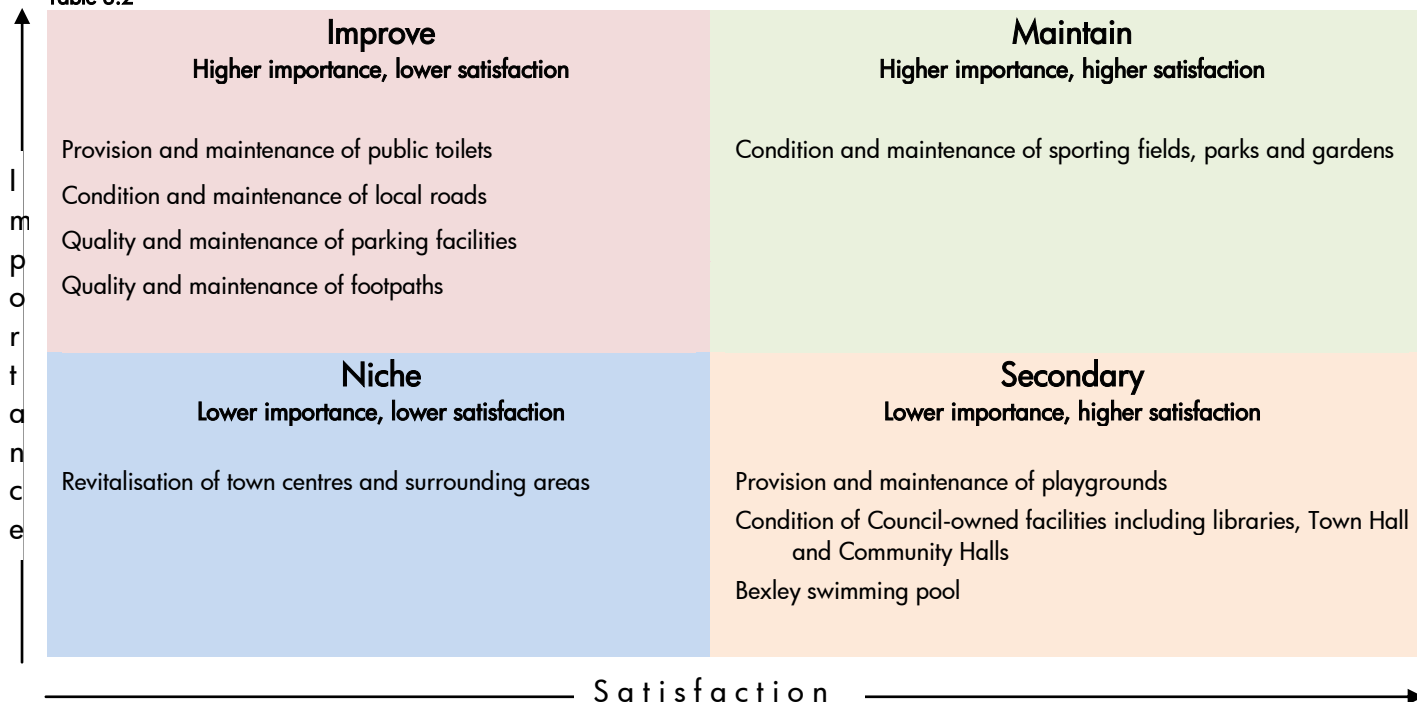


Mean ratings: 1 = not at all important and very dissatisfied  
5 = very important and very satisfied



Quadrant Analysis

Table 3.2



Recommendations

Based on the stated outcomes analysis, Rockdale City Council needs to improve:

- Provision and maintenance of public toilets
- Condition and maintenance of local roads
- Quality and maintenance of parking facilities
- Quality and maintenance of footpaths

Additionally, Rockdale City Council needs to foster and maintain resident satisfaction with:

- Condition and maintenance of sporting fields, parks and gardens

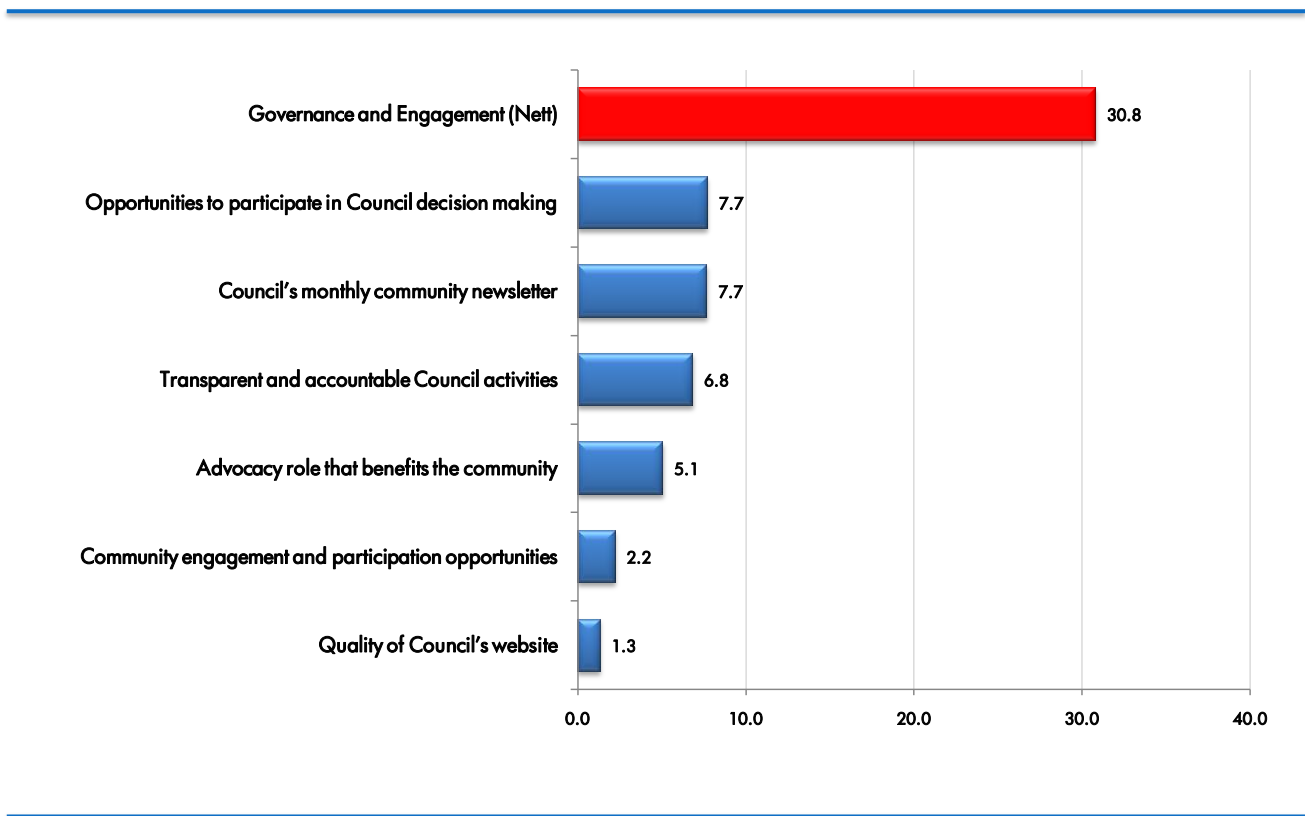
Governance and Engagement

- Advocacy role that benefits the community
- Community engagement and participation opportunities
- Council’s monthly community newsletter
- Opportunities to participate in Council decision making
- Quality of Council’s website
- Transparent and accountable Council activities

Contribution to Overall Satisfaction of Council (Regression Data)

Based on the regression analysis, Council performance in the areas below accounts for approximately 31% of overall satisfaction

Figure 3.3.1



### Overview of Rating Scores

#### Importance - overall

'Advocacy role that benefits the community' was rated as very high by respondents, whilst 'transparent and accountable Council activities', 'Council's monthly community newsletter' and 'opportunities to participate in Council decision making' were rated to be of high importance.

'Community engagement and participation opportunities' was rated of moderately high importance and 'quality of Council's website' was rated as moderate importance.

#### Importance – by age

Respondents in the age group 50-64 rated the following as significantly higher than:

- 'Transparent and accountable Council activities' (18-29 and 65+)
- 'Quality of Council's website' (65+)
- 'Council's monthly community newsletter' (18-29)
- 'Opportunities to participate in Council decision making' (65+)

Those in the age group 65+ also rated 'Council's monthly newsletter' significantly higher in importance than those in the 18-29 age group, whilst those in the 18-29 and 30-49 age groups also rated the 'quality of Council's website' as significantly higher in importance than those aged 65+

#### Importance – by gender

Males rated 'quality of Council's website' significantly higher than did females.

#### Importance – by ward

There were no significant statistical differences in importance between the wards.

#### Satisfaction – overall

Respondents attributed 'Council's monthly community newsletter' with a high level of satisfaction, whilst the 'quality of Council's website' was attributed a moderately high level of satisfaction. The remaining services were rated as moderate in satisfaction.

#### Satisfaction – by age

Respondents aged 65+ attributed significantly higher levels of satisfaction to 'transparent and accountable Council activities' compared to those in the 30-49 and 50-64 age groups, and significantly higher levels of satisfaction to 'opportunities to participate in Council decision making' than those in the 30-49 age group.

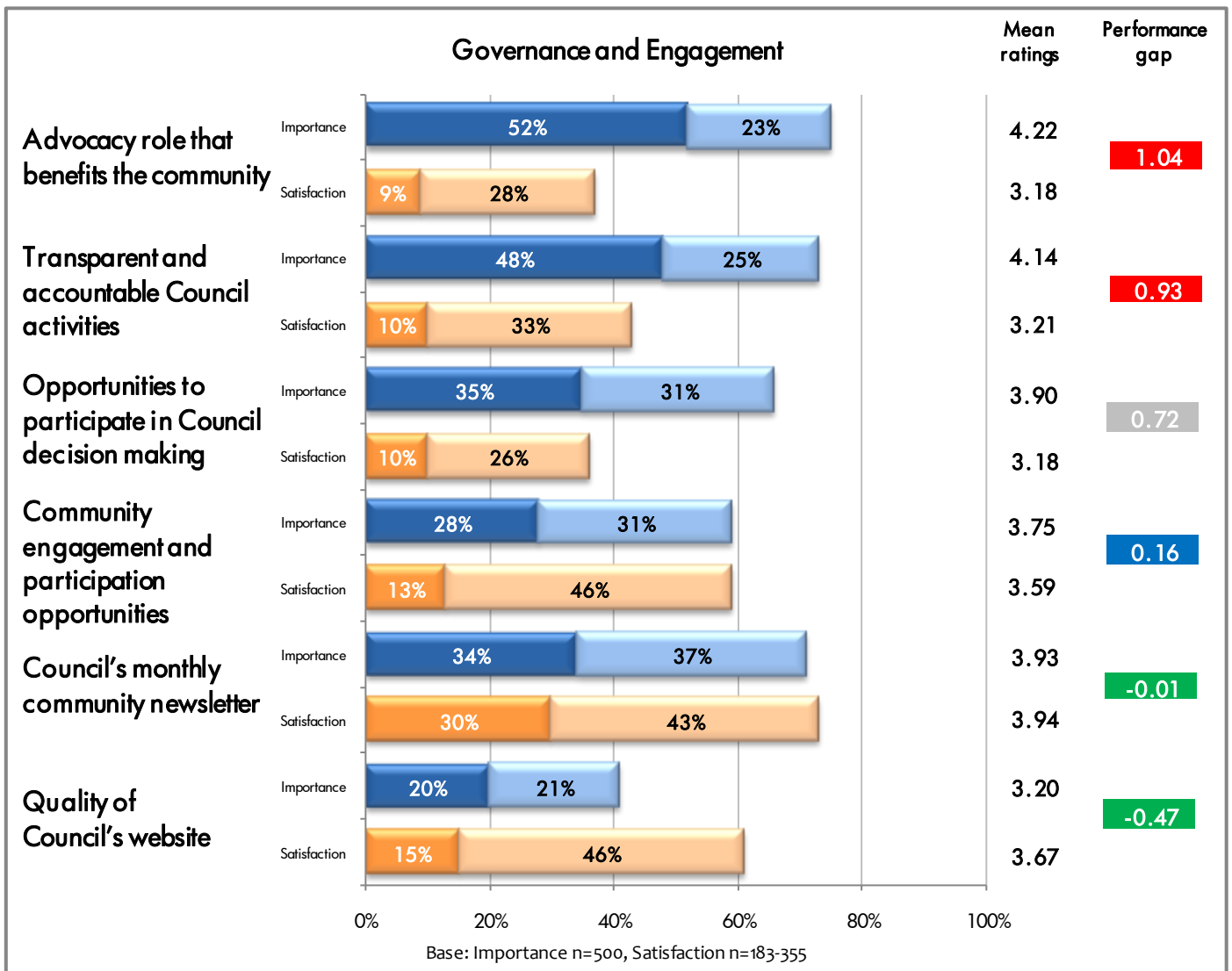
#### Satisfaction – by gender

Female respondents attributed significantly higher levels of satisfaction to 'Council's monthly community newsletter' than did males.

#### Satisfaction – by ward

There were no significant statistical differences in satisfaction between the wards.

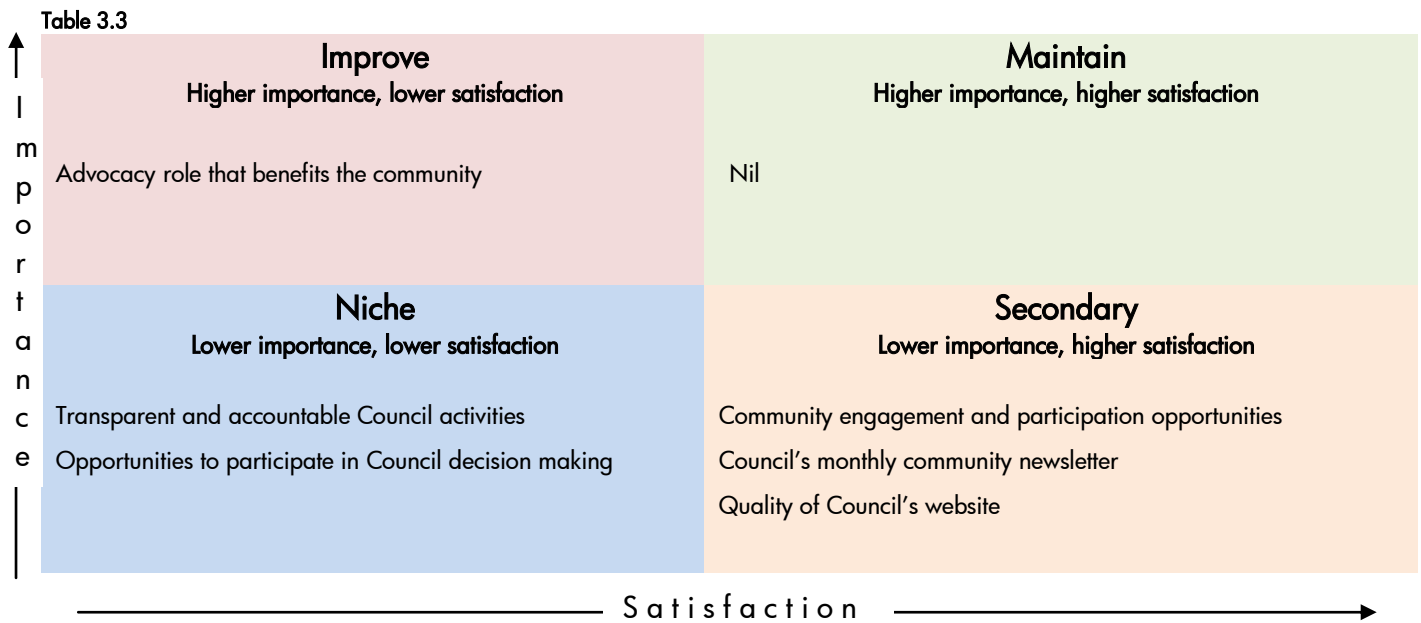
Figure 3.3.2



Mean ratings: 1 = not at all important and very dissatisfied  
5 = very important and very satisfied

Very important    
  Important    
  Moderately high – very high gap    
  Minimal gap  
 Very satisfied    
  Satisfied    
  Moderately low – moderate gap    
  Negative gap

Quadrant Analysis



Recommendations

Based on the stated outcomes analysis, Rockdale City Council needs to improve their:

- Advocacy role that benefits the community

## Overall Satisfaction with the Performance of Council

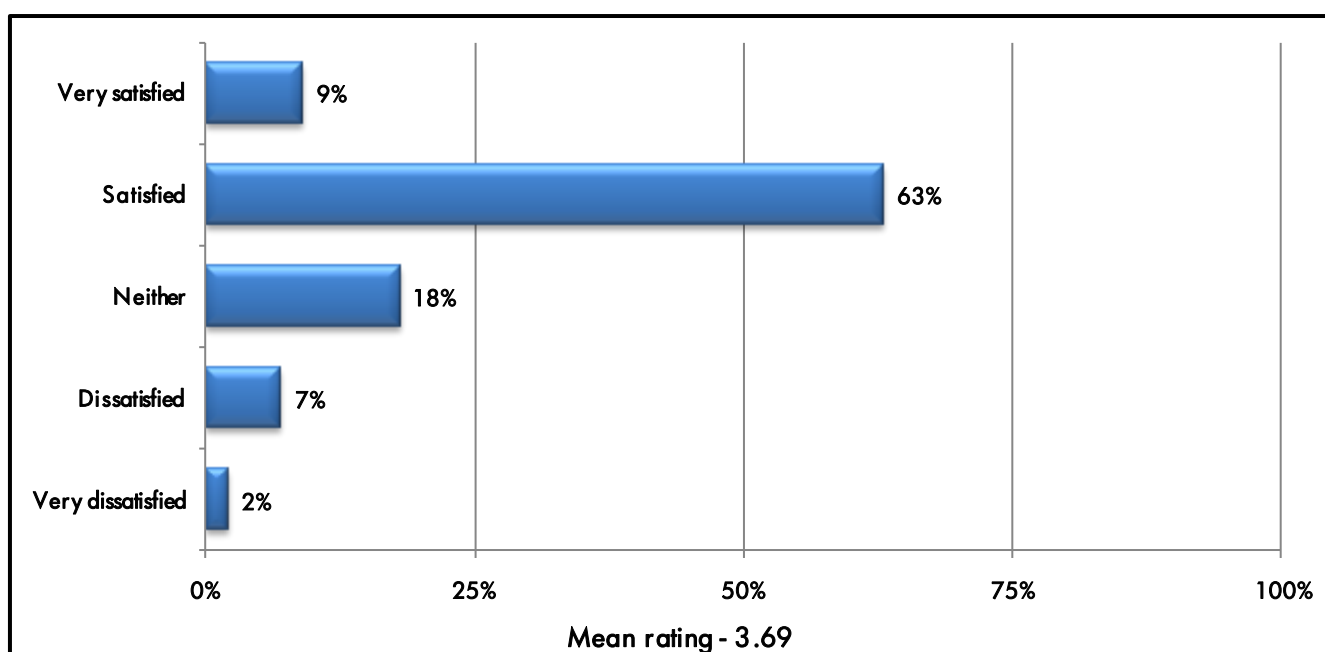
Q. Overall for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues but across all responsibility areas?

72% of respondents were 'satisfied' to 'very satisfied' with the overall performance of Council, whilst 10% were 'dissatisfied' to 'very dissatisfied'.

The most predominant reason for respondents being satisfied was that 'Council's doing a good job', whilst the reasons for their being dissatisfied were due to 'overdevelopment of the area' and 'lack of communication/consultation with the community'.

Respondents from Ward 1 were significantly more satisfied with the overall performance of Council than were the residents from Ward 2.

Figure 3.4



Mean ratings: 1 = very dissatisfied, 5 = very satisfied

Q. Why do you say that?

<b>Satisfied</b>	
• Council's doing a good job	55%
• Maintenance and cleaning of footpaths and roads	2%
• Always room for improvement	2%
• Council keeps residents informed	2%
<b>Dissatisfied</b>	
• Overdevelopment of the area	2%
• Lack of communication/consultation with the community	2%

## Comparison with LGA Stated Satisfaction Benchmarks

Comparisons with a Micromex Research developed Local Government Benchmark are able to be made with 10 specific key criteria that are common to all LGAs.

### Sample

The sample includes up to 30 LGAs representing over 30,000 resident interviews.

### Comment

Comparisons indicate that Rockdale Council performed above average in all of the 10 criteria.

Table 3.4

	Service/Facility	Rockdale Satisfaction Scores	LGA Average Satisfaction
Above the Benchmark			
	Recycling	4.3	3.5
	Cycleways	3.8	3.1
	Maintaining local roads	3.3	2.8
	Playgrounds	3.8	3.4
	Support for youth	3.4	3.0
	General waste collection	4.3	4.1
	<b>Overall satisfaction</b>	<b>3.7</b>	<b>3.5</b>
	<b>Satisfaction with the way contact with Council was handled</b>	<b>4.1</b>	<b>3.9</b>
	Ovals and sporting facilities	3.8	3.6
	Libraries	4.2	4.1

Mean ratings: 1 = very dissatisfied, 5 = very satisfied

### Key Takeout

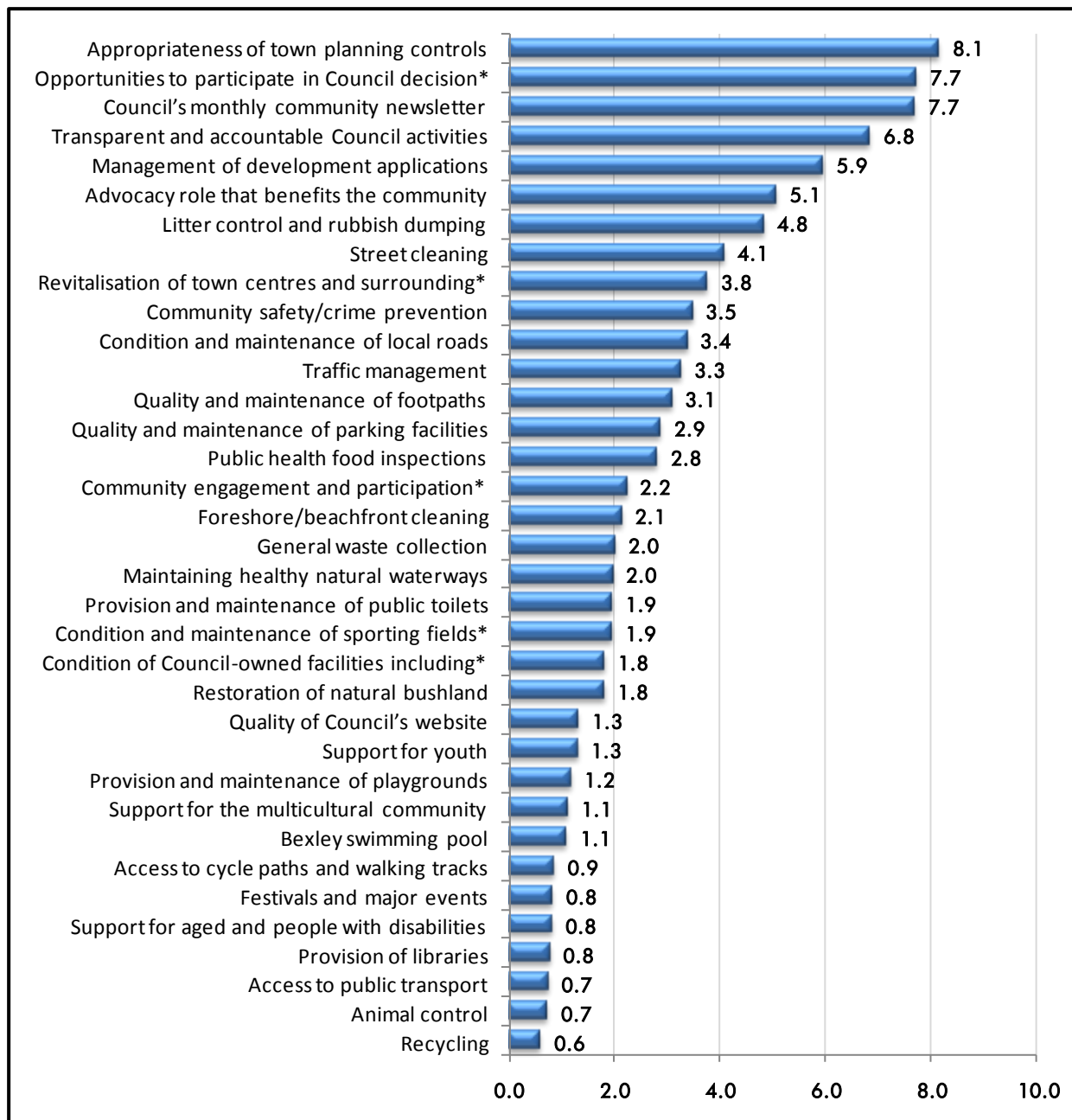
Rockdale residents are more satisfied than the benchmark score on all comparable measures, including important measures such as 'overall satisfaction' and 'satisfaction with the way contact with Council was handled'.

# How Rockdale Council can Improve Satisfaction with Its Performance

## Overview

Using regression analysis we identified the variables that have the greatest influence on driving positive overall satisfaction with Council.

Figure 3.5



\*Please see table 3.0 on page 14 for the full description

## Summary

While all 35 of the services/facilities are important to residents, only the first 13 have an influence of 3% or greater on how residents rate the performance of Council overall.

'Appropriateness of town planning controls' is the core driver, providing 8.1% of overall satisfaction with Council. By comparison, the influence of the 'recycling' is only 0.6%

# How Rockdale Council Will Improve Satisfaction with Its Performance

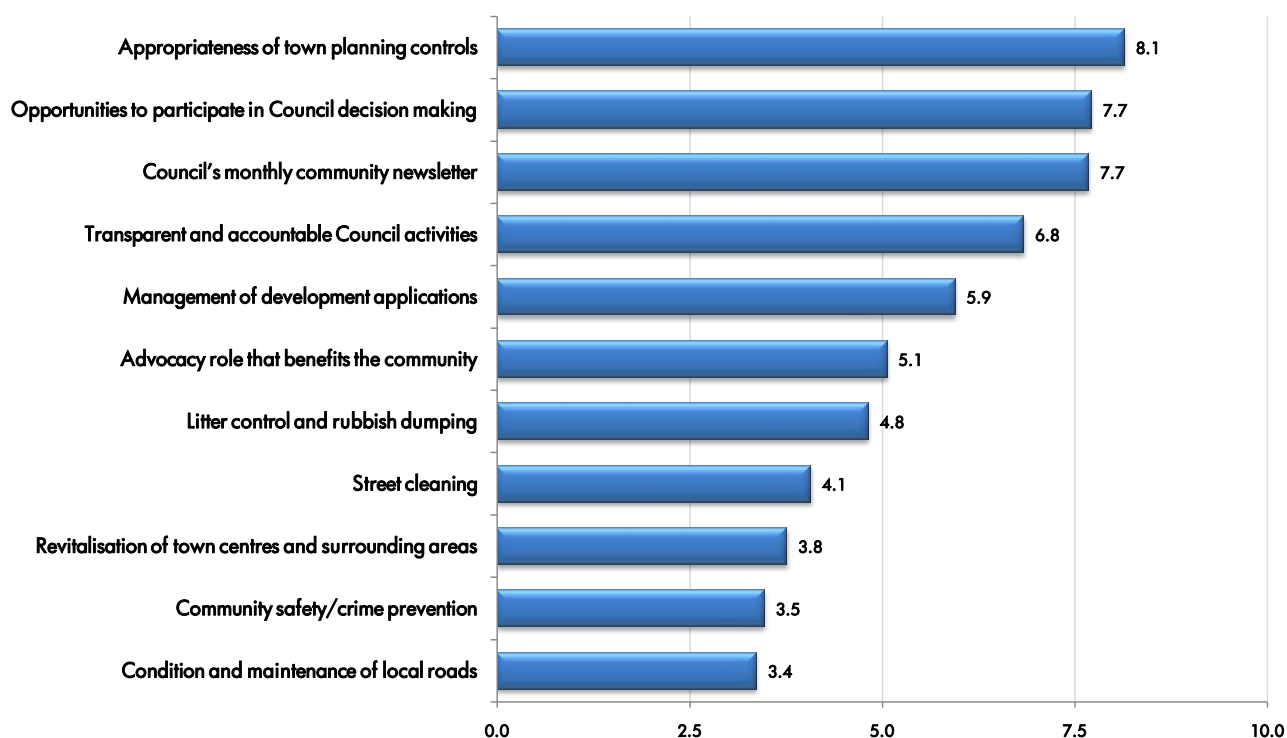
## Recommendations

If Rockdale City Council can address the core drivers, they will be able to improve resident satisfaction with their performance. Based on the regression analysis, Council performance in the areas listed below account for over 60% of overall satisfaction.

Figure 3.6



## These Top 11 Indicators Account for Over 60% of Overall Satisfaction with Council



Rockdale Council needs to concentrate on engaging and consulting with residents on the above measure.



These 11 services/facilities are the key community priorities and by addressing these, Rockdale Council will improve community satisfaction. The score assigned to each area indicates the percentage of influence each attribute contributes to overall satisfaction with Council. In the above chart 'condition and maintenance of local roads' contributes 3.4% towards overall satisfaction.



## **Section B**

# **Contact with Council**

## Contact with Council in the last 12 months

- 30% of respondents had made contact with Council in the 12 months preceding this survey
- Respondents were most likely to contact Council regarding 'waste and clean up services' (28%) or 'building and development approval' (24%)
- The predominant method of contact was by telephone (64%)
- 82% of respondents were satisfied with the way their contact was handled, whilst 11% were dissatisfied. Males were significantly more satisfied with the way their contact was handled than females
- When those who were dissatisfied were asked why in a follow up question, the most predominant response was 'staff should be more knowledgeable and polite'
- 62% of respondents were satisfied with the outcome of their contact, whilst 26% were dissatisfied
- When those who were dissatisfied were asked why in a follow up question, the most predominant response was 'Council should acknowledge and address the problem'

Figure 4.1.1

Q. Have you contacted Council in the last 12 months?

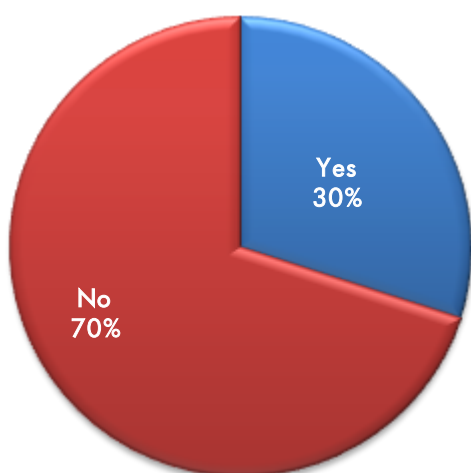


Figure 4.1.2

Q. Thinking of the last time you made contact with Council staff, was it by:

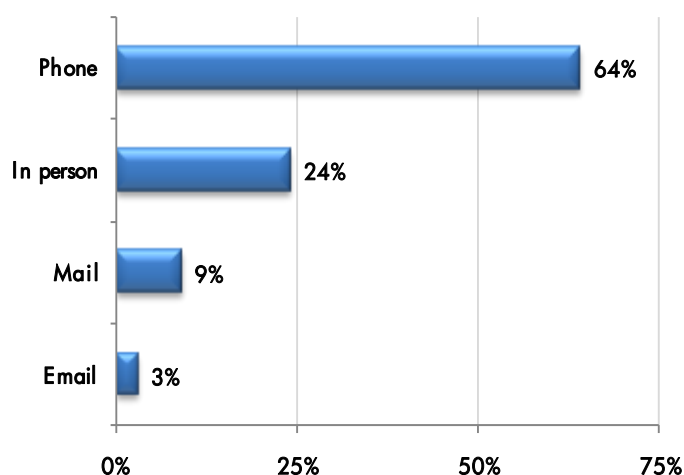
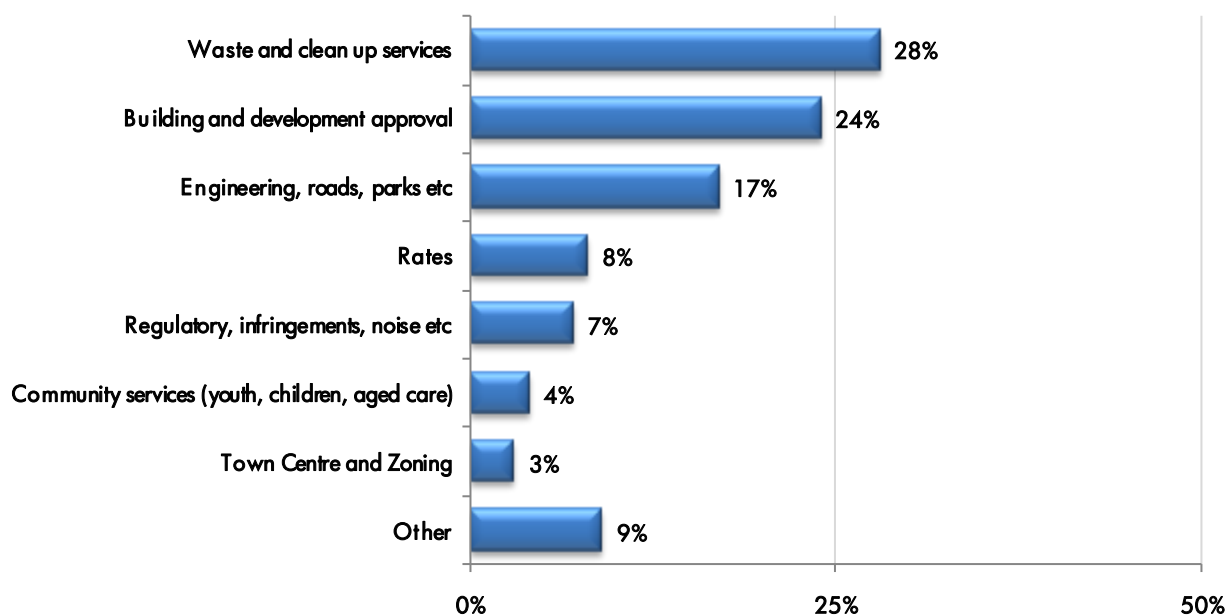


Figure 4.1.3

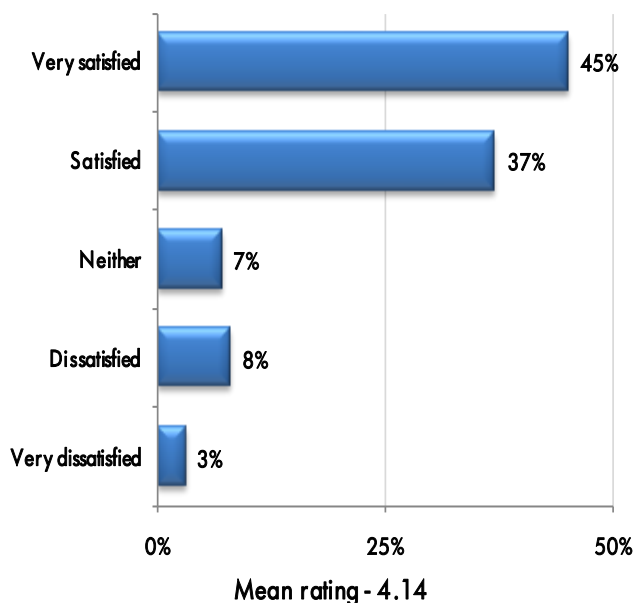
Q. What was the nature of your enquiry?



## Contact with Council in the last 12 months

Figure 4.1.4

Q. How satisfied were you with the way your contact was handled?



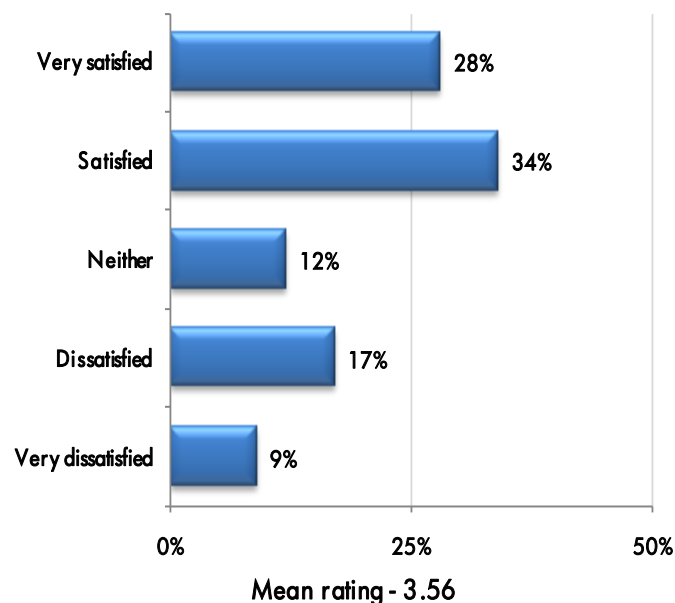
Mean ratings: 1 = very dissatisfied, 5 = very satisfied

Q. (If dissatisfied or very dissatisfied), how could the way this contact was handled have been improved?

Staff should be more knowledgeable and polite	9
Action request	3
Be directed to the correct department/person	2
Have a better attitude and give me helpful advice	1
More than one person should have been available in the DA section and the backup person should have been called	1
Quicker action to request	1

Figure 4.1.5

Q. How satisfied were you with the outcome of your contact?



Q. (If dissatisfied or very dissatisfied), how could the outcome have been improved?

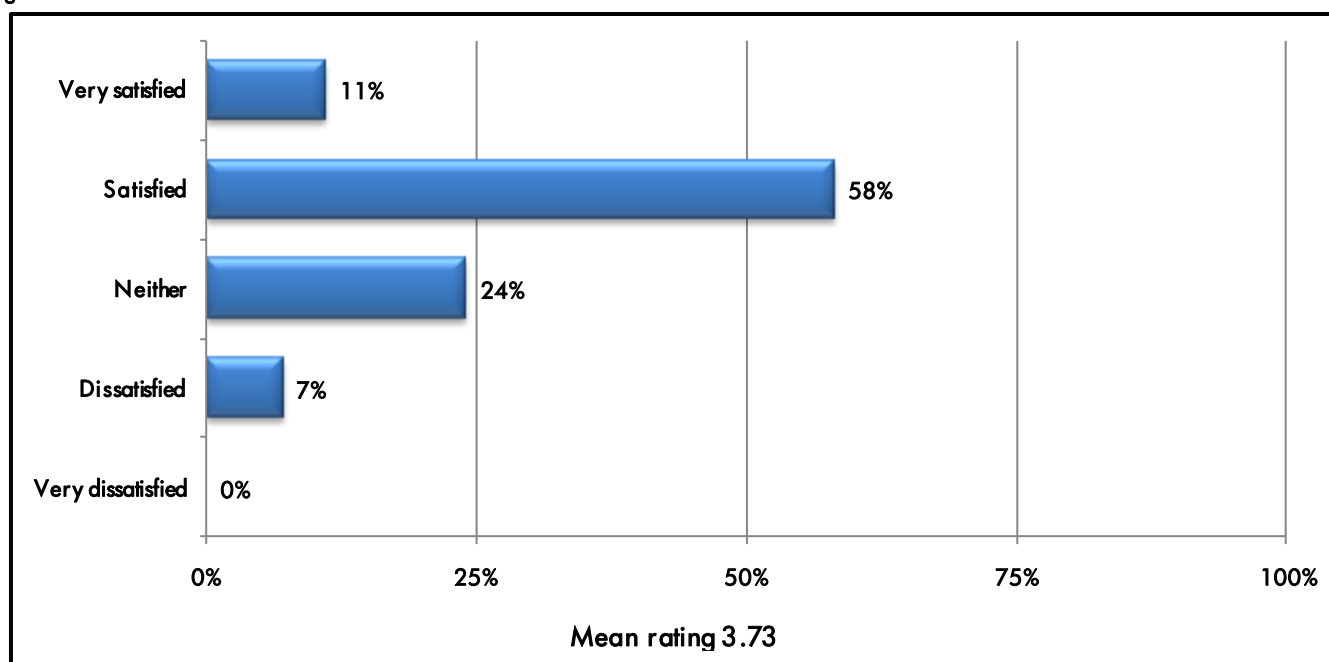
Council should acknowledge and address the problem	25
Responding to issues in an appropriate time frame	6
Council wanted to charge a fee to pick up an unwanted household item	1
Disabled or restricted parking should be available for residents that are ratepayers and need to have close vehicle access to their residence	1
Give helpful and constructive advice	1
If there were better relationships with surrounding Councils	1
Listened to residents requests	1
Maintain and repair residential gutters and drains, e.g. drains blocked with leaves and rubbish	1
More community consultation in regards to development	1
Need to stick with the procedures for residents when they change addresses or a new street number is allocated	1
The initial plan provided to me should have provided more clear information. Upon completion of the neighbour's building no follow up was given to me	1
Workers who trimmed the trees had a bad attitude and they did not think the job needed doing	1

## Satisfaction with Council's communication

Q. *How satisfied are you with the level of communication Council currently has with the community?*

- 69% of respondents are satisfied with Council's current level of communication with the community, whilst 7% are dissatisfied
- When those who were dissatisfied were asked in a follow up question the reason for their dissatisfaction, the general opinion was that there should be more communication
- Respondents aged 30-49 were significantly more satisfied with Council's communication than were those in the 65+ age group
- Respondents in Wards 1 and 5 were significantly more satisfied with Council's communication than were those who reside in Wards 2 and 4

Figure 4.2.1



Mean ratings: 1 = very dissatisfied, 5 = very satisfied

Q. *(If dissatisfied or very dissatisfied), how do you think Council could improve its communication?*

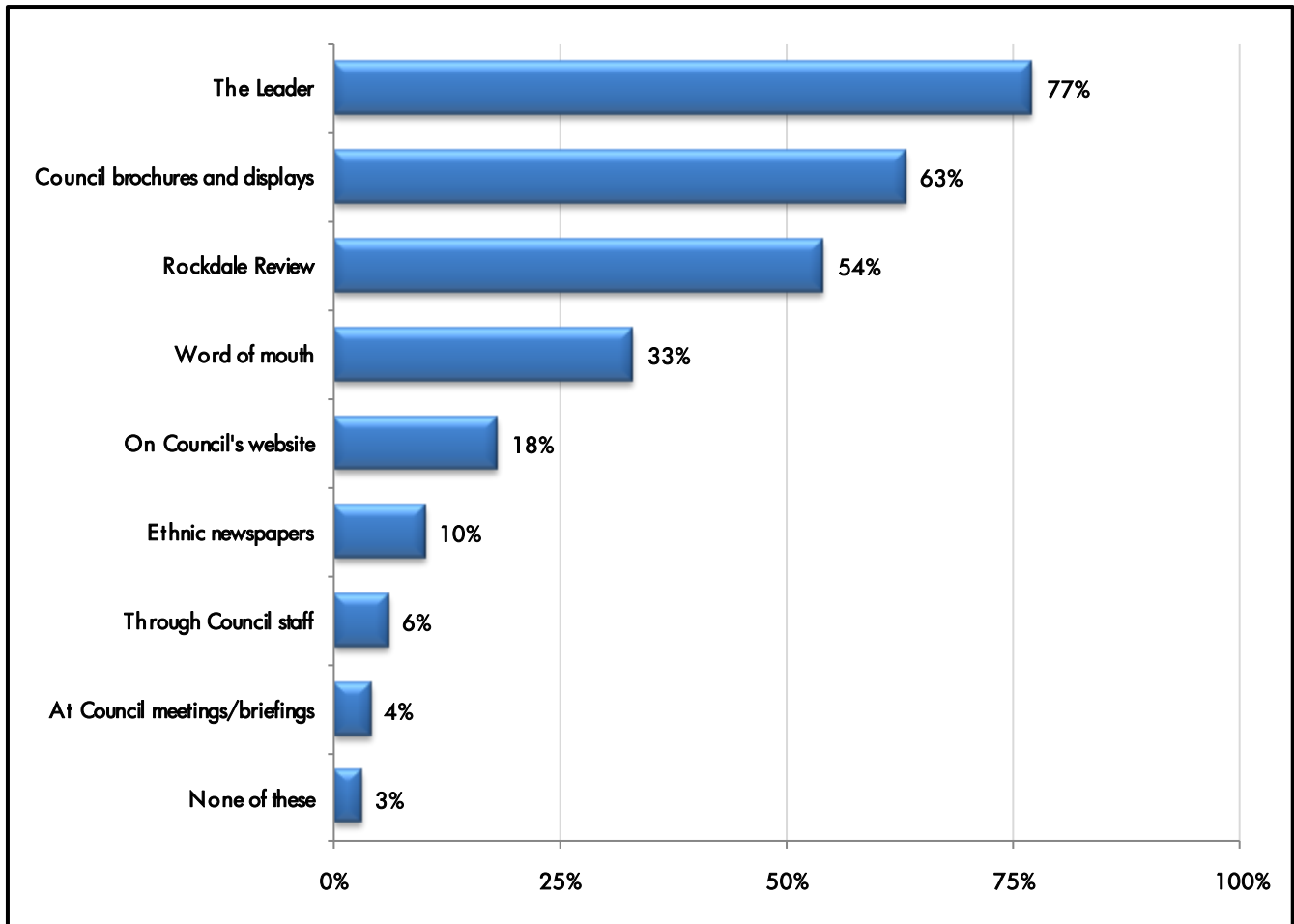
• Consultation with the community about its requirements	6
• More Council meetings/activities involving the community	5
• More mail drops/newsletters	5
• Mail drops focusing on Council activities and issues not about the Councillors	3
• Council has to be honest	2
• Council should send more letters regarding development to residents	2
• Other	13

## Means of receiving communication from Council

Q. In which of the following ways have you been kept informed about Council activities and services?

- The most predominant ways in which respondents were kept informed about Council activities and services were:
  - The Leader 77%
  - Council brochures and displays 63%
  - Rockdale Review 54%
  - Word of mouth 33%

Figure 4.2.2



## Visits to Council's Website in the Last 12 Months

- 24% of respondents had accessed the Council's website in the last 12 months
- Of those who had visited the website, 82% found it to be 'useful' to 'very useful', only 7% found it to be 'not very useful'
- When those who found it not very useful were asked in a follow up question why, the most common response was that they didn't find it very user friendly or easy to navigate

Figure 4.3.1

Q. In the last 12 months have you accessed Rockdale Council's website?

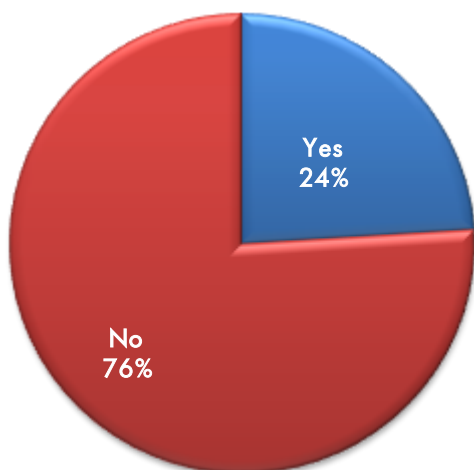
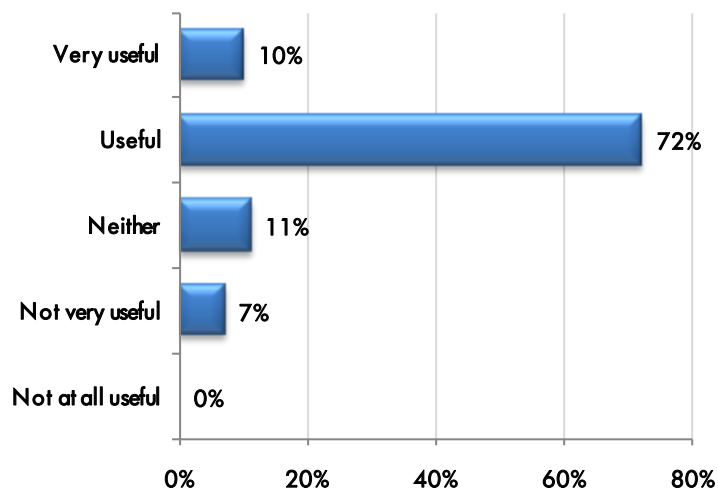


Figure 4.3.2

Q. How useful did you find the website?



Mean rating - 3.84

Mean ratings: 1 = not at all useful, 5 = very useful

Q. (If you found it not very useful or not at all useful), why?

• It is not easy to navigate/user friendly	6
• Link would not open	2
• No information about most issues	2
• Cannot submit forms	1
• Could not find the form I wanted	1
• Information was out of date	1
• Website does not accept payment	1

# Appendix A

## Demographics

Q. *Please stop me when I read out your age group.*

Table 5.1.1

	Count	Column %
18 – 29	71	14%
30 – 49	164	33%
50 – 64	121	24%
65+ years and over	144	29%
Total	500	100%

Q. *Which country were you born in?*

Table 5.1.2

	Count	Column %
Australia	296	59%
United Kingdom	22	4%
Lebanon	16	3%
Greece	14	3%
China	14	3%
Nepal	10	2%
Italy	9	2%
Former Yugoslav Republic of Macedonia	8	2%
New Zealand	8	2%
Other	103	21%
Total	500	100%

**NB:** All percentages are calculated to the nearest whole number and therefore the total may not exactly equal 100%.

## Demographics

Q. Do you speak a language other than English at home?

Table 5.1.3

	Count	Column %
Yes	211	42%
No	289	58%
Total	500	100%

Q. (If yes), which language?

Table 5.1.4

	Count	Column %
Greek	45	21%
Arabic	32	15%
Mandarin	17	8%
Italian	15	7%
Macedonian	14	7%
Cantonese	10	5%
Other	83	39%
Total	211	100%

## Demographics

Q. How long have you lived in the Rockdale City Council area?

Table 5.1.5

	Count	Column %
Up to 2 years	31	6%
2 - 5 years	73	15%
6 - 10 years	78	16%
11 - 20 years	91	18%
More than 20 years	227	45%
Total	500	100%

Q. In which suburb/town do you live?

Table 5.1.6

	Count	Column %
Bexley	71	14%
Rockdale	53	11%
Sans Souci	50	10%
Arncliffe	49	10%
Kogarah	36	7%
Bexley North	31	6%
Kingsgrove	30	6%
Carlton	30	6%
Monterey	20	4%
Bardwell Park	20	4%
Bardwell Valley	19	4%
Banksia	16	3%
Brighton Le Sands	13	3%
Turrella	12	2%
Ramsgate Beach	11	2%
Kyeemagh	11	2%
Ramsgate	10	2%
Wolli Creek	8	2%
Dolls Point	6	1%
Sandringham	4	1%
Total	500	100%

Table 5.1.7

	Count	Column %
Ward 1	100	20%
Ward 2	96	19%
Ward 3	102	20%
Ward 4	101	20%
Ward 5	101	20%
Total	500	100%

Q. *Gender.*

Table 5.1.8

	Count	Column %
Male	229	46%
Female	271	54%
Total	500	100%

# **Appendix B**

## **Data and Correlation Tables**

# Importance of and Satisfaction with Council Services

## Services

Table 6.1.1

Importance	18 – 29	30 – 49	50 – 64	65+	Male	Female	Overall
Street cleaning	4.31	4.49	4.48	4.44	4.31	4.57	4.45
Foreshore/beachfront cleaning	4.31	4.41	4.40	3.90	4.16	4.32	4.25
Litter control and rubbish dumping	4.52	4.66	4.64	4.58	4.52	4.69	4.61
General waste collection	4.59	4.72	4.79	4.67	4.66	4.73	4.70
Recycling	4.69	4.71	4.80	4.67	4.61	4.80	4.72
Animal control	3.99	3.95	4.08	3.93	3.84	4.10	3.98
Festivals and major events	3.68	3.74	3.60	3.44	3.52	3.68	3.61
Community safety/crime prevention	4.69	4.71	4.77	4.70	4.69	4.74	4.72
Support for aged and people with disabilities	4.55	4.46	4.68	4.76	4.55	4.66	4.61
Support for youth	4.35	4.37	4.50	4.30	4.33	4.42	4.38
Support for the multicultural community	4.31	4.07	4.21	3.96	4.01	4.18	4.11
Access to cycle paths and walking tracks	4.15	4.30	3.99	3.84	4.00	4.13	4.07
Traffic management	4.51	4.45	4.52	4.24	4.34	4.47	4.41
Access to public transport	4.49	4.42	4.50	4.28	4.35	4.46	4.41
Provision of libraries	4.06	4.26	4.28	4.15	4.07	4.32	4.20
Restoration of natural bushland	4.01	4.12	4.26	4.21	4.09	4.23	4.16
Maintaining healthy natural waterways	4.46	4.51	4.61	4.33	4.40	4.54	4.48
Public health food inspections	4.42	4.55	4.64	4.45	4.46	4.58	4.53
Appropriateness of town planning controls	4.11	4.26	4.45	4.19	4.28	4.25	4.27
Management of development applications	3.90	4.08	4.26	3.92	4.07	4.03	4.05

Table 6.1.2

Satisfaction	18 – 29	30 – 49	50 – 64	65+	Male	Female	Overall
Street cleaning	3.68	3.53	3.38	3.41	3.44	3.51	3.48
Foreshore/beachfront cleaning	3.69	3.73	3.77	3.78	3.76	3.73	3.74
Litter control and rubbish dumping	3.79	3.45	3.46	3.65	3.55	3.57	3.56
General waste collection	4.17	4.09	4.37	4.46	4.23	4.32	4.28
Recycling	4.22	4.12	4.39	4.43	4.25	4.32	4.29
Animal control	3.93	3.91	3.77	3.98	3.82	3.95	3.89
Festivals and major events	3.78	3.72	4.06	4.01	3.80	3.95	3.88
Community safety/crime prevention	3.61	3.60	3.57	3.77	3.54	3.72	3.64
Support for aged and people with disabilities	3.71	3.57	3.60	3.75	3.59	3.71	3.65
Support for youth	3.40	3.31	3.38	3.43	3.37	3.37	3.37
Support for the multicultural community	3.71	3.60	3.78	3.81	3.67	3.76	3.72
Access to cycle paths and walking tracks	3.96	3.77	3.99	3.74	3.72	3.94	3.84
Traffic management	3.45	3.34	3.38	3.55	3.37	3.47	3.42
Access to public transport	3.61	3.77	3.85	3.95	3.86	3.78	3.81
Provision of libraries	4.18	4.17	4.13	4.37	4.18	4.24	4.22
Restoration of natural bushland	3.65	3.61	3.82	3.89	3.63	3.85	3.75
Maintaining healthy natural waterways	3.69	3.55	3.54	3.59	3.54	3.62	3.58
Public health food inspections	3.62	3.34	3.42	3.65	3.44	3.53	3.49
Appropriateness of town planning controls	3.38	3.08	3.08	3.31	3.13	3.24	3.18
Management of development applications	3.13	3.05	3.09	3.29	3.13	3.14	3.13

## Importance of and Satisfaction with Council Services

### Services

Table 6.1.3

Importance	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Overall
Street cleaning	4.38	4.63	4.48	4.42	4.36	4.45
Foreshore/beachfront cleaning	4.04	4.25	4.29	4.21	4.44	4.25
Litter control and rubbish dumping	4.55	4.70	4.58	4.57	4.66	4.61
General waste collection	4.75	4.70	4.64	4.66	4.76	4.70
Recycling	4.72	4.77	4.71	4.62	4.76	4.72
Animal control	3.89	4.23	3.75	4.01	4.03	3.98
Festivals and major events	3.59	3.77	3.59	3.64	3.47	3.61
Community safety/crime prevention	4.68	4.74	4.74	4.69	4.74	4.72
Support for aged and people with disabilities	4.60	4.52	4.61	4.62	4.69	4.61
Support for youth	4.35	4.29	4.43	4.44	4.39	4.38
Support for the multicultural community	4.17	4.08	4.23	4.26	3.79	4.11
Access to cycle paths and walking tracks	4.05	4.21	4.03	4.01	4.07	4.07
Traffic management	4.50	4.48	4.36	4.41	4.33	4.41
Access to public transport	4.37	4.44	4.52	4.33	4.40	4.41
Provision of libraries	4.08	4.17	4.19	4.26	4.33	4.20
Restoration of natural bushland	4.22	4.13	4.00	4.14	4.34	4.16
Maintaining healthy natural waterways	4.46	4.47	4.50	4.43	4.53	4.48
Public health food inspections	4.56	4.50	4.45	4.61	4.50	4.53
Appropriateness of town planning controls	4.29	4.32	4.13	4.36	4.25	4.27
Management of development applications	4.06	4.06	3.99	4.15	4.00	4.05

Table 6.1.4

Satisfaction	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Overall
Street cleaning	3.60	3.27	3.50	3.25	3.78	3.48
Foreshore/beachfront cleaning	3.82	3.77	3.70	3.74	3.69	3.74
Litter control and rubbish dumping	3.67	3.46	3.51	3.49	3.65	3.56
General waste collection	4.41	4.23	4.12	4.15	4.46	4.28
Recycling	4.40	4.23	4.22	4.32	4.31	4.29
Animal control	4.00	3.95	3.98	3.82	3.73	3.89
Festivals and major events	3.92	3.84	3.79	4.08	3.79	3.88
Community safety/crime prevention	3.83	3.64	3.44	3.57	3.73	3.64
Support for aged and people with disabilities	3.56	3.79	3.64	3.56	3.74	3.65
Support for youth	3.43	3.34	3.52	3.30	3.22	3.37
Support for the multicultural community	3.78	3.78	3.72	3.64	3.68	3.72
Access to cycle paths and walking tracks	3.71	3.93	3.67	3.78	4.10	3.84
Traffic management	3.38	3.36	3.55	3.28	3.55	3.42
Access to public transport	3.95	3.83	3.87	3.50	3.92	3.81
Provision of libraries	4.39	4.17	4.16	4.04	4.33	4.22
Restoration of natural bushland	3.78	3.77	3.69	3.67	3.83	3.75
Maintaining healthy natural waterways	3.68	3.55	3.59	3.57	3.52	3.58
Public health food inspections	3.54	3.51	3.49	3.41	3.49	3.49
Appropriateness of town planning controls	3.39	3.03	3.27	3.00	3.24	3.18
Management of development applications	3.32	2.85	3.31	3.00	3.18	3.13

# Importance of and Satisfaction with Council Services

## Services

Table 6.1.5

	Not at all important		Not very important		Neither		Important		Very important		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Street cleaning	4	1%	8	2%	53	11%	129	26%	306	61%	500	100%
Foreshore/beachfront cleaning	18	4%	11	2%	70	14%	132	26%	269	54%	500	100%
Litter control and rubbish dumping	1	0%	5	1%	22	4%	131	26%	341	68%	500	100%
General waste collection	2	0%	2	0%	16	3%	103	21%	377	75%	500	100%
Recycling	3	1%	2	0%	15	3%	94	19%	386	77%	500	100%
Animal control	16	3%	22	4%	131	26%	118	24%	213	43%	500	100%
Festivals and major events	22	4%	33	7%	189	38%	130	26%	126	25%	500	100%
Community safety/crime prevention	2	0%	3	1%	21	4%	82	16%	392	78%	500	100%
Support for aged and people with disabilities	6	1%	7	1%	29	6%	92	18%	366	73%	500	100%
Support for youth	9	2%	8	2%	64	13%	122	24%	297	59%	500	100%
Support for the multicultural community	20	4%	14	3%	80	16%	165	33%	221	44%	500	100%
Access to cycle paths and walking tracks	16	3%	14	3%	113	23%	132	26%	225	45%	500	100%
Traffic management	9	2%	8	2%	50	10%	133	27%	300	60%	500	100%
Access to public transport	9	2%	15	3%	45	9%	124	25%	307	61%	500	100%
Provision of libraries	11	2%	24	5%	76	15%	130	26%	259	52%	500	100%
Restoration of natural bushland	8	2%	20	4%	88	18%	150	30%	234	47%	500	100%
Maintaining healthy natural waterways	2	0%	8	2%	57	11%	115	23%	318	64%	500	100%
Public health food inspections	4	1%	4	1%	52	10%	105	21%	335	67%	500	100%
Appropriateness of town planning controls	5	1%	5	1%	94	19%	143	29%	253	51%	500	100%
Management of development applications	13	3%	11	2%	124	25%	141	28%	211	42%	500	100%

# Importance of and Satisfaction with Council Services

## Services

Table 6.1.6

	Very dissatisfied		Dissatisfied		Neither		Satisfied		Very satisfied		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Street cleaning	32	7%	58	13%	106	24%	144	33%	93	21%	433	100%
Foreshore/beachfront cleaning	16	4%	18	5%	89	24%	177	47%	76	20%	376	100%
Litter control and rubbish dumping	26	6%	49	10%	142	30%	145	31%	110	23%	472	100%
General waste collection	6	1%	13	3%	59	12%	166	35%	236	49%	480	100%
Recycling	7	1%	12	3%	46	10%	179	38%	230	49%	474	100%
Animal control	13	4%	18	6%	63	20%	125	39%	104	32%	323	100%
Festivals and major events	2	1%	17	7%	54	22%	111	45%	65	26%	249	100%
Community safety/crime prevention	14	3%	39	8%	151	33%	153	33%	105	23%	462	100%
Support for aged and people with disabilities	10	3%	23	6%	148	38%	120	31%	89	23%	390	100%
Support for youth	13	4%	52	15%	140	39%	94	26%	58	16%	357	100%
Support for the multicultural community	6	2%	14	4%	118	33%	152	43%	65	18%	355	100%
Access to cycle paths and walking tracks	11	3%	24	7%	79	22%	134	38%	104	30%	352	100%
Traffic management	24	6%	51	12%	143	33%	146	34%	68	16%	432	100%
Access to public transport	12	3%	27	6%	100	24%	169	40%	112	27%	420	100%
Provision of libraries	1	0%	8	2%	55	15%	155	41%	155	41%	374	100%
Restoration of natural bushland	5	1%	18	5%	116	31%	162	43%	73	20%	374	100%
Maintaining healthy natural waterways	14	3%	38	9%	138	33%	150	36%	80	19%	420	100%
Public health food inspections	17	4%	44	11%	121	31%	143	37%	62	16%	387	100%
Appropriateness of town planning controls	40	11%	54	14%	123	33%	113	30%	45	12%	375	100%
Management of development applications	34	11%	49	15%	110	34%	96	30%	32	10%	321	100%

# Importance of and Satisfaction with Council Services

## Community Infrastructure

Table 6.2.1

Importance	18 – 29	30 – 49	50 – 64	65+	Male	Female	Overall
Provision and maintenance of public toilets	4.17	4.38	4.28	4.34	4.26	4.36	4.31
Condition and maintenance of local roads	4.56	4.61	4.67	4.45	4.53	4.61	4.57
Quality and maintenance of parking facilities	4.32	4.35	4.44	4.38	4.34	4.40	4.38
Quality and maintenance of footpaths	4.34	4.48	4.61	4.53	4.47	4.54	4.51
Condition and maintenance of sporting fields, parks and gardens	4.20	4.40	4.36	4.26	4.23	4.40	4.32
Bexley swimming pool	3.14	3.46	3.26	3.18	3.28	3.29	3.29
Condition of Council-owned facilities including libraries, Town Hall and Community Halls	3.75	3.91	4.12	4.11	4.03	3.96	4.00
Provision and maintenance of playgrounds	4.17	4.34	4.02	3.79	4.03	4.13	4.08
Revitalisation of town centres and surrounding areas	3.85	4.20	4.12	4.10	4.04	4.15	4.10

Table 6.2.2

Satisfaction	18 – 29	30 – 49	50 – 64	65+	Male	Female	Overall
Provision and maintenance of public toilets	2.94	2.81	2.86	3.29	3.04	2.92	2.97
Condition and maintenance of local roads	3.35	3.13	3.16	3.47	3.22	3.30	3.26
Quality and maintenance of parking facilities	3.17	3.01	2.98	3.18	3.14	3.03	3.08
Quality and maintenance of footpaths	3.44	3.32	2.97	3.30	3.29	3.20	3.24
Condition and maintenance of sporting fields, parks and gardens	3.78	3.61	3.82	3.93	3.72	3.82	3.77
Bexley swimming pool	3.27	3.54	3.60	3.88	3.53	3.65	3.60
Condition of Council-owned facilities including libraries, Town Hall and Community Halls	3.75	3.78	3.72	4.08	3.84	3.86	3.85
Provision and maintenance of playgrounds	3.67	3.64	3.76	3.99	3.71	3.78	3.75
Revitalisation of town centres and surrounding areas	3.67	3.44	3.51	3.75	3.61	3.55	3.58

## Community Infrastructure

Table 6.2.3

Importance	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Overall
Provision and maintenance of public toilets	4.32	4.25	4.29	4.44	4.27	4.31
Condition and maintenance of local roads	4.54	4.53	4.63	4.59	4.56	4.57
Quality and maintenance of parking facilities	4.27	4.31	4.47	4.41	4.42	4.38
Quality and maintenance of footpaths	4.40	4.47	4.49	4.57	4.59	4.51
Condition and maintenance of sporting fields, parks and gardens	4.37	4.33	4.30	4.45	4.16	4.32
Bexley swimming pool	3.53	3.26	3.31	3.82	2.50	3.29
Condition of Council-owned facilities including libraries, Town Hall and Community Halls	4.01	4.09	3.81	4.17	3.90	4.00
Provision and maintenance of playgrounds	4.17	4.15	4.17	4.28	3.64	4.08
Revitalisation of town centres and surrounding areas	4.17	4.00	4.16	4.22	3.95	4.10

Table 6.2.4

Satisfaction	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Overall
Provision and maintenance of public toilets	3.11	2.87	2.91	2.85	3.10	2.97
Condition and maintenance of local roads	3.28	3.34	3.18	3.18	3.35	3.26
Quality and maintenance of parking facilities	3.20	3.06	3.07	3.00	3.06	3.08
Quality and maintenance of footpaths	3.36	3.39	3.15	3.17	3.14	3.24
Condition and maintenance of sporting fields, parks and gardens	3.85	3.77	3.70	3.72	3.84	3.77
Bexley swimming pool	3.68	3.48	3.69	3.52	3.92	3.60
Condition of Council-owned facilities including libraries, Town Hall and Community Halls	3.99	3.67	3.92	3.85	3.83	3.85
Provision and maintenance of playgrounds	3.96	3.62	3.73	3.60	3.86	3.75
Revitalisation of town centres and surrounding areas	3.73	3.43	3.58	3.59	3.53	3.58

# Importance of and Satisfaction with Council Services

## Community Infrastructure

Table 6.2.5

	Not at all important		Not very important		Neither		Important		Very important		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Provision and maintenance of public toilets	10	2%	14	3%	68	14%	125	25%	283	57%	500	100%
Condition and maintenance of local roads	2	0%	5	1%	30	6%	131	26%	332	66%	500	100%
Quality and maintenance of parking facilities	3	1%	10	2%	59	12%	152	30%	276	55%	500	100%
Quality and maintenance of footpaths	0	0%	4	1%	40	8%	155	31%	301	60%	500	100%
Condition and maintenance of sporting fields, parks and gardens	5	1%	6	1%	64	13%	173	35%	252	50%	500	100%
Bexley swimming pool	87	17%	40	8%	162	32%	65	13%	146	29%	500	100%
Condition of Council-owned facilities including libraries, Town Hall and Community Halls	20	4%	14	3%	103	21%	174	35%	189	38%	500	100%
Provision and maintenance of playgrounds	22	4%	16	3%	98	20%	128	26%	236	47%	500	100%
Revitalisation of town centres and surrounding areas	11	2%	10	2%	108	22%	160	32%	211	42%	500	100%

Table 6.2.6

	Very dissatisfied		Dissatisfied		Neither		Satisfied		Very satisfied		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Provision and maintenance of public toilets	46	12%	62	16%	171	44%	69	18%	37	10%	385	100%
Condition and maintenance of local roads	31	7%	66	14%	166	36%	150	32%	50	11%	463	100%
Quality and maintenance of parking facilities	42	10%	78	18%	153	36%	113	26%	41	10%	427	100%
Quality and maintenance of footpaths	37	8%	62	14%	171	38%	123	27%	61	13%	454	100%
Condition and maintenance of sporting fields, parks and gardens	4	1%	27	6%	123	29%	174	41%	94	22%	422	100%
Bexley swimming pool	7	4%	21	11%	53	28%	65	35%	41	22%	187	100%
Condition of Council-owned facilities including libraries, Town Hall and Community Halls	1	0%	14	4%	97	28%	161	46%	76	22%	349	100%
Provision and maintenance of playgrounds	8	2%	20	6%	96	27%	155	44%	72	21%	351	100%
Revitalisation of town centres and surrounding areas	5	1%	33	9%	125	34%	152	42%	51	14%	366	100%

# Importance of and Satisfaction with Council Services

## Governance and Engagement

Table 6.3.1

Importance	18 – 29	30 – 49	50 – 64	65+	Male	Female	Overall
Advocacy role that benefits the community	4.18	4.26	4.32	4.10	4.22	4.21	4.22
Transparent and accountable Council activities	3.93	4.12	4.38	4.06	4.16	4.12	4.14
Quality of Council's website	3.37	3.46	3.30	2.75	3.37	3.07	3.20
Council's monthly community newsletter	3.55	3.74	4.02	4.27	3.89	3.97	3.93
Community engagement and participation opportunities	3.68	3.82	3.88	3.62	3.77	3.74	3.75
Opportunities to participate in Council decision making	3.83	3.95	4.12	3.69	3.94	3.87	3.90

Table 6.3.2

Satisfaction	18 – 29	30 – 49	50 – 64	65+	Male	Female	Overall
Advocacy role that benefits the community	3.02	3.14	3.21	3.29	3.15	3.20	3.18
Transparent and accountable Council activities	3.11	3.09	3.08	3.51	3.12	3.29	3.21
Quality of Council's website	3.53	3.62	3.74	3.85	3.68	3.66	3.67
Council's monthly community newsletter	3.76	3.87	3.90	4.10	3.81	4.05	3.94
Community engagement and participation opportunities	3.55	3.43	3.61	3.78	3.52	3.65	3.59
Opportunities to participate in Council decision making	3.28	2.92	3.11	3.49	3.17	3.18	3.18

Table 6.3.3

Importance	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Overall
Advocacy role that benefits the community	4.34	4.00	4.29	4.35	4.10	4.22
Transparent and accountable Council activities	4.26	4.02	4.16	4.18	4.07	4.14
Quality of Council's website	3.04	3.28	3.48	3.21	3.01	3.20
Council's monthly community newsletter	4.08	3.72	3.95	4.00	3.91	3.93
Community engagement and participation opportunities	3.71	3.65	3.80	3.85	3.75	3.75
Opportunities to participate in Council decision making	3.80	3.82	3.97	4.01	3.90	3.90

Table 6.3.4

Satisfaction	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Overall
Advocacy role that benefits the community	3.31	3.08	3.21	3.17	3.10	3.18
Transparent and accountable Council activities	3.41	3.05	3.25	3.06	3.23	3.21
Quality of Council's website	3.61	3.74	3.73	3.77	3.47	3.67
Council's monthly community newsletter	4.09	3.89	3.85	3.82	4.04	3.94
Community engagement and participation opportunities	3.82	3.48	3.40	3.68	3.54	3.59
Opportunities to participate in Council decision making	3.33	3.20	3.15	3.09	3.15	3.18

# Importance of and Satisfaction with Council Services

## Governance and Engagement

Table 6.3.5

	Not at all important		Not very important		Neither		Important		Very important		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Advocacy role that benefits the community	7	1%	13	3%	104	21%	116	23%	260	52%	500	100%
Transparent and accountable Council activities	11	2%	8	2%	120	24%	123	25%	238	48%	500	100%
Quality of Council's website	84	17%	39	8%	170	34%	105	21%	102	20%	500	100%
Council's monthly community newsletter	15	3%	25	5%	107	21%	184	37%	169	34%	500	100%
Community engagement and participation opportunities	12	2%	35	7%	157	31%	156	31%	140	28%	500	100%
Opportunities to participate in Council decision making	14	3%	28	6%	127	25%	155	31%	176	35%	500	100%

Table 6.3.6

	Very dissatisfied		Dissatisfied		Neither		Satisfied		Very satisfied		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Advocacy role that benefits the community	26	7%	50	14%	146	41%	100	28%	33	9%	355	100%
Transparent and accountable Council activities	35	10%	37	11%	122	36%	110	33%	34	10%	338	100%
Quality of Council's website	3	2%	11	6%	57	31%	84	46%	28	15%	183	100%
Council's monthly community newsletter	8	2%	19	5%	65	18%	153	43%	107	30%	352	100%
Community engagement and participation opportunities	8	3%	21	7%	90	31%	132	46%	37	13%	288	100%
Opportunities to participate in Council decision making	28	9%	32	11%	131	43%	80	26%	31	10%	302	100%

## Overall Satisfaction with the Performance of Council

Q. Overall for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues but across all responsibility areas?

Table 6.4.1

	18 – 29	30 – 49	50 – 64	65+	Male	Female	Overall
Satisfaction mean ratings	3.73	3.57	3.69	3.80	3.73	3.65	3.69

Table 6.4.2

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
Satisfaction mean ratings	3.90	3.52	3.72	3.61	3.68

  = A significantly higher level of satisfaction (by group)

  = A significantly lower level of satisfaction (by group)

Mean ratings: 1 = very dissatisfied, 5 = very satisfied

Table 6.4.3

	Count	Column %
Very satisfied	46	9%
Satisfied	313	63%
Neither	92	18%
Dissatisfied	37	7%
Very dissatisfied	12	2%
Total	500	100%

## Contact with Council

Q. *Have you contacted Council in the last 12 months?*

Table 6.5.1

	Count	Column %
Yes	148	30%
No	352	70%
Total	500	100%

Q. *Thinking of the last time you made contact with Council staff, was it by:*

Table 6.5.2

	Count	Column %
Phone	95	64%
In person	35	24%
Mail	14	9%
Email	4	3%
Total	148	100%

Q. *What was the nature of your enquiry?*

Table 6.5.3

	Count	Column %
Waste and clean up services	41	28%
Building and development approval	36	24%
Engineering, roads, parks etc	25	17%
Rates	12	8%
Regulatory, infringements, noise etc	10	7%
Community services (youth, children, aged care)	6	4%
Town Centre and Zoning	5	3%
Other	13	9%
Total	148	100%

## Contact with Council



Q. How satisfied were you with the way your contact was handled?

Table 6.5.4

	18 – 29	30 – 49	50 – 64	65+	Male	Female	Overall
Satisfaction mean ratings	4.14	3.89	4.28	4.25	4.32	4.00	4.14

Table 6.5.5

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
Satisfaction mean ratings	3.94	4.12	4.24	4.17	4.26

 = A significantly higher level of satisfaction (by group)  
 = A significantly lower level of satisfaction (by group)

Mean ratings: 1 = very dissatisfied, 5 = very satisfied

Table 6.5.6

	Count	Column %
Very satisfied	67	45%
Satisfied	55	37%
Neither	10	7%
Dissatisfied	12	8%
Very dissatisfied	4	3%
Total	148	100%

## Contact with Council

Q. How satisfied were you with the outcome of your contact?

Table 6.5.7

	18 – 29	30 – 49	50 – 64	65+	Male	Female	Overall
Satisfaction mean ratings	3.64	3.36	3.56	3.71	3.60	3.53	3.56

Table 6.5.8

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
Satisfaction mean ratings	3.61	3.36	4.00	3.31	3.65

Mean ratings: 1 = very dissatisfied, 5 = very satisfied

Table 6.5.9

	Count	Column %
Very satisfied	42	28%
Satisfied	50	34%
Neither	18	12%
Dissatisfied	25	17%
Very dissatisfied	13	9%
Total	148	100%

## Satisfaction with Council's communication

Q. How satisfied are you with the level of communication Council currently has with the community?

Table 6.6.1

	18 – 29	30 – 49	50 – 64	65+	Male	Female	Overall
Satisfaction mean ratings	3.77	3.59	3.70	3.88	3.72	3.73	3.73

Table 6.6.2

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
Satisfaction mean ratings	3.95	3.51	3.71	3.56	3.89

  = A significantly higher level of satisfaction (by group)

  = A significantly lower level of satisfaction (by group)

Mean ratings: 1 = very dissatisfied, 5 = very satisfied

Table 6.6.3

	Count	Column %
Very satisfied	55	11%
Satisfied	289	58%
Neither	120	24%
Dissatisfied	36	7%
Very dissatisfied	0	0%
Total	500	100%

## Means of receiving communication from Council

Q. In which of the following ways have you been kept informed about Council activities and services?

Table 6.6.4

	Count	Column %
The Leader	385	77%
Council brochures and displays	317	63%
Rockdale Review	269	54%
Word of mouth	167	33%
On Council's website	92	18%
Ethnic newspapers	48	10%
Through Council staff	31	6%
At Council meetings/briefings	22	4%
None of these	13	3%
Total	500	100%

## Visits to Council's Website in the Last 12 Months

Q. In the last 12 months have you accessed Rockdale Council's website?

Table 6.7.1

	Count	Column %
Yes	122	24%
No	378	76%
Total	500	100%

Table 6.7.2

	18 – 29		30 – 49		50 – 64		65+		Male		Female	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Yes	16	23%	65	40%	31	26%	10	7%	58	25%	64	24%
No	55	77%	99	60%	90	74%	134	93%	171	75%	207	76%
Total	71	100%	164	100%	121	100%	144	100%	229	100%	271	100%

Q. How useful did you find the website?

Table 6.7.3

	18 – 29	30 – 49	50 – 64	65+	Male	Female	Overall
Mean ratings	4.00	3.83	3.81	3.80	3.81	3.88	3.84

Table 6.7.4

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
Mean ratings	3.89	3.79	3.90	3.79	3.83

Mean ratings: 1 = not at all useful, 5 = very useful

Table 6.7.5

	Count	Column %
Very useful	12	10%
Useful	88	72%
Neither	13	11%
Not very useful	9	7%
Not at all useful	0	0%
Total	122	100%

# Appendix C

## Questionnaire

**Introduction**

**Q1a.** Before we start I would like to check whether you or an immediate family member is a Councillor or works for Rockdale City Council?

Yes  No  (If yes, terminate survey)

**Q1b.** In which suburb/town do you live?

**Section A – Contact with Rockdale City Council**

I'd like you now to please think specifically about your experiences with Rockdale City Council

**Q2.** Have you contacted Council in the last 12 months?

Yes  No  (If no, go to 6a)

**Q3a.** Thinking of the last time you made contact with Council staff was it by:

Phone  Mail  Email  In person

**Q3b.** What was the nature of your enquiry? *Prompt*

- Waste and clean up services
- Regulatory, infringements, noise etc
- Community services (youth, children, aged care)
- Engineering, roads, parks etc
- Rates
- Building and development approval
- Town Centre and Zoning
- Other (please specify)  .....

**Q4a.** How satisfied were you with the way your contact was handled? *Prompt*

Very satisfied  Satisfied  Neither  Dissatisfied  Very dissatisfied

**Q4b.** (If dissatisfied or very dissatisfied), how could the way this contact was handled have been improved?

.....

**Q5a.** How satisfied were you with the outcome of your contact? *Prompt*

Very satisfied  Satisfied  Neither  Dissatisfied  Very dissatisfied

**Q5b.** (If dissatisfied or very dissatisfied), how could the outcome have been improved?

.....

**Q6a. How satisfied are you with the level of communication Council currently has with the community? *Prompt***

Very satisfied      Satisfied      Neither      Dissatisfied      Very dissatisfied

**Q6b. (If dissatisfied or very dissatisfied), how do you think Council could improve its communication?**

.....

**Q6c. In which of the following ways have you been kept informed about Council activities and services?**

- The Leader (local newspaper)
- Rockdale Review (Community Newsletter)
- Council brochures and displays
- On Council's website
- At Council meetings/briefings
- Through Council staff
- Word of mouth
- Ethnic newspapers

**Q7a. In the last 12 months have you accessed Rockdale Council's website?**

Yes        No        (If no, go to Q8)

**Q7b. How useful did you find the website? (Prompt)**

Very useful      Useful      Neither      Not very useful      Not at all useful

**Q7c. (If you found it not very useful or not at all useful), why?**

.....

**Section B – Importance of and satisfaction with Council services and facilities**

Still thinking specifically about Rockdale City Council.

**Q8.** In this section I will read out 34 different Council services or facilities. For each of these could you please indicate that which best describes your opinion of the importance of the following services/facilities to you, and in the second part, the level of satisfaction with the performance of that service.

*The scale is from 1 to 5, where 1 = low importance and 5 = high importance and where 1 = low satisfaction and 5 = high satisfaction*

Services	Importance					Satisfaction				
	Low				High	Low				High
1. Street cleaning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Foreshore/beachfront cleaning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Litter control and rubbish dumping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. General waste collection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Recycling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. Animal control	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. Festivals and major events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. Community safety/crime prevention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. Support for aged and people with disabilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. Support for youth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. Support for the multicultural community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12. Access to cycle paths and walking tracks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13. Traffic management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14. Access to public transport	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15. Provision of libraries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
16. Restoration of natural bushland	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
17. Maintaining healthy natural waterways	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
18. Public health food inspections	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
19. Appropriateness of town planning controls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
20. Management of development applications	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Importance					Satisfaction				
	Low				High	Low				High
<b>Community Infrastructure</b>										
21. Provision and maintenance of public toilets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
22. Condition and maintenance of local roads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
23. Quality and maintenance of parking facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
24. Quality and maintenance of footpaths	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
25. Condition and maintenance of sporting fields, parks and gardens	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
26. Bexley swimming pool	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
27. Condition of Council-owned facilities including libraries, Town Hall and Community Halls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
28. Provision and maintenance of playgrounds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
29. Revitalisation of town centres and surrounding areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Governance</b>										
30. Advocacy role that benefits the community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
31. Transparent and accountable Council activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Engagement</b>										
32. Quality of Council's website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
33. Council's monthly community newsletter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
34. Community engagement and participation opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
35. Opportunities to participate in Council decision making	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Section C – Overall satisfaction with Council and the local area**

Q9a. Overall, for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues, but across all responsibility areas? *Prompt*

Very satisfied      Satisfied      Neither      Dissatisfied      Very dissatisfied

Q9b. Why do you say that?

.....

**Section D – Demographic & Profiling questions**

**Q10. Please stop me when I read out your age group.**

- 18 – 29
- 30 – 49
- 50 – 64
- 65+ years and over

**Q11. Which country were you born in?**

- |                                       |                       |                        |                       |
|---------------------------------------|-----------------------|------------------------|-----------------------|
| Australia                             | <input type="radio"/> | Bangladesh             | <input type="radio"/> |
| China                                 | <input type="radio"/> | Egypt                  | <input type="radio"/> |
| Greece                                | <input type="radio"/> | Italy                  | <input type="radio"/> |
| Lebanon                               | <input type="radio"/> | New Zealand            | <input type="radio"/> |
| Philippines                           | <input type="radio"/> | United Kingdom         | <input type="radio"/> |
| Former Yugoslav Republic of Macedonia | <input type="radio"/> |                        |                       |
| Other                                 | <input type="radio"/> | (Please specify) ..... |                       |

**Q12a. Do you speak a language other than English at home?**

- Yes  No  (If no, go to Q12)

**Q12b. (If yes), which language?**

- Cantonese
- Arabic
- Mandarin
- Italian
- Greek
- Macedonian
- Other (please specify)  .....

**Q13. How long have you lived in the Rockdale City Council area? *Prompt***

- |                       |                       |                       |                       |                       |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Up to 2 years         | 2 – 5 years           | 5 – 10 years          | 11 – 20 years         | More than 20 years    |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

**Q14a. After we analyse the results from this research we may be conducting focus groups and other activities to gather more information from residents. Would you be interested in participating in such research projects?**

- Yes  No  (If no go to end)

**Q14b. (If yes), what are your contact details?**

Title Mr/Mrs/Dr..... Name .....

Telephone ..... Email .....

Thank you very much for your time, enjoy the rest of your day.

**Q15. Gender (determine by voice):**

- Male  Female