



Shire of Strathbogie

Annual Residents Satisfaction Survey 2017

Report | June 2017

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Introduction, Objectives and Methodology

Introduction

- The Shire of Strathbogie Council has an ongoing need to measure how satisfied residents are with resources, facilities and services provided by the Council, and to prioritise improvement opportunities that will be valued by the community. Key Research with the skills and experience in conducting such research were commissioned by the Shire of Strathbogie Council to undertake this survey on their behalf

Research Objectives

- Assess satisfaction among residents in relation to services, facilities and other activities of the Shire of Strathbogie Council
- To identify opportunities for improvement that would be valued by residents and how these should be prioritised

Methodology

- A statistically robust postal survey with an online option for completion was conducted with a total sample of 970 residents taking part across the Strathbogie area
- Post data collection the sample has been weighted so it is aligned with known population distributions as contained in the Census 2011
- At an aggregate level the sample has an expected 95% confidence interval (margin of error) of $\pm 3.1\%$
- Interviewing took place between 20 April and 21 June 2017.
- The 2017 survey used a new questionnaire that is designed to provide for a wider review of residents' perceptions of Council including reputation and value for money. The structure is also designed to facilitate additional analysis to help determine opportunities and how these should be prioritised. Since individual questions and their order may have changed relative to prior surveys, results may not be directly comparable
- All performance scores have been calculated excluding '*don't know*' responses, unless otherwise stated

Note

- Due to rounding, percentages may add to just over or under ($\pm 1\%$) totals

Executive Summary

1

The Strathbogie Shire residents are largely satisfied with the various services and facilities that are provided and maintained by Council. At an aggregate level the overall satisfaction index score is 43 out of 100

2

While satisfaction with services and facilities is high, residents rate the reputation of Council poorly and are not recognising that rates represent value for money. Financial management has the largest impact on overall perceptions of Council reputation and as the evaluation on this measure is low, Council could focus on this area as this represents a good opportunity to further improve overall perceptions

3

The Strathbogie Shire Council does not have a particularly strong reputation with the majority of residents classified as 'Sceptics'. Having negative perceptions of the work that Council delivers to the community they have little trust and doubt Council's vision and leadership

4

Having a reasonable impact on the overall perception of regulatory services provided by Council and having a low level of satisfied residents, Town Planning represents a good opportunity for improvement

5

Almost eight in ten (79%) residents have contacted Council in the past 12 months, predominantly with regards to roads, rates and rubbish. Satisfaction with the service provided is high with nearly six in ten (57%) being very satisfied (% scoring 8-10). Evaluation of the service is mostly influenced by staff being friendly, helpful and professional

6

There is potential for Council to further improve perceptions by promoting the various services and facilities where its performance is high. These aspects are not currently having a great deal of impact and accordingly, communicating what Council is already doing well may give it better recognition and work positively with perceptions of value

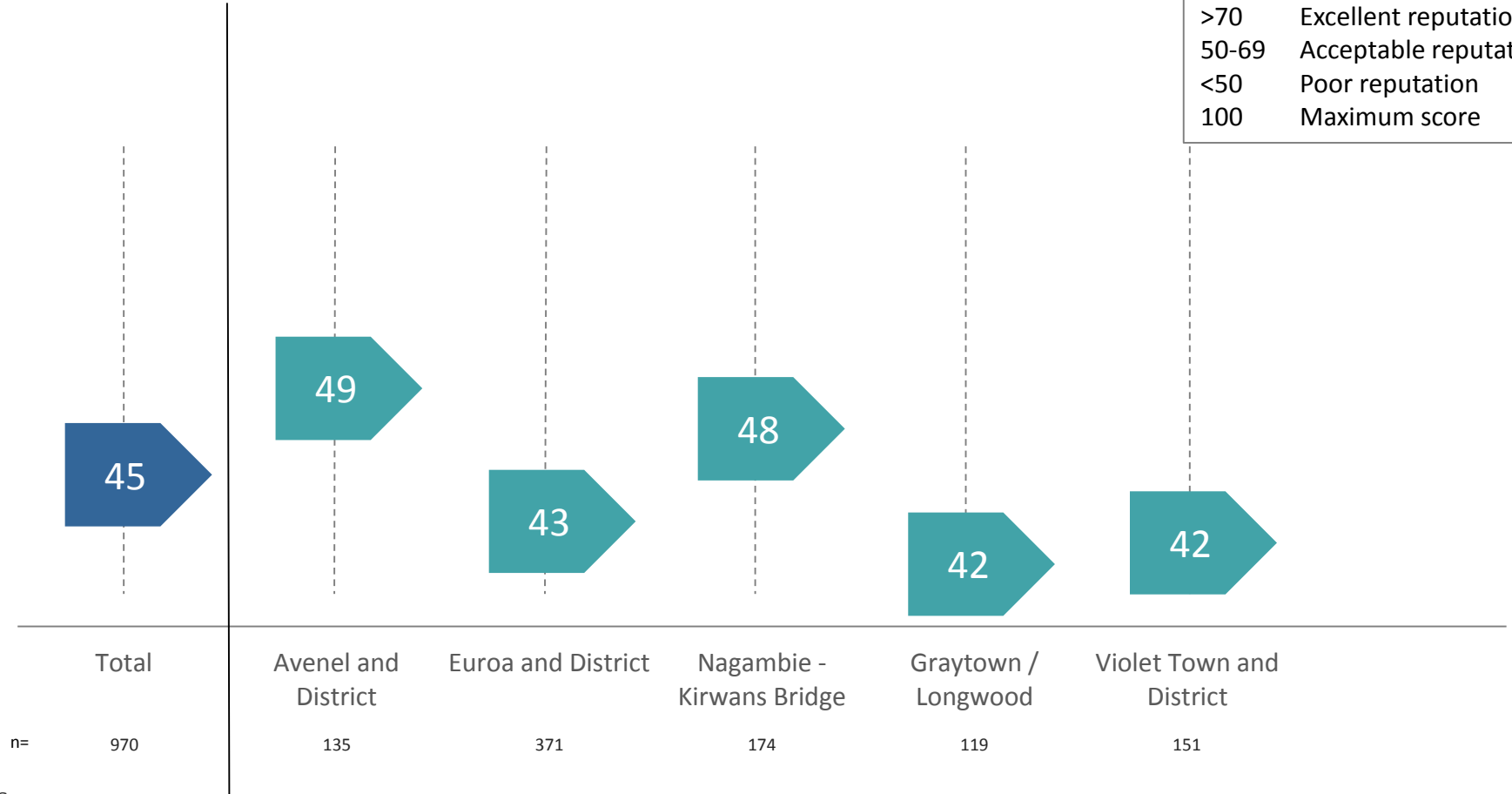


Understanding Reputation

Residents in Avenel and District have the most positive perception of reputation of Strathbogrie Shire Council

Reputation benchmarks ⁽¹⁾⁽²⁾

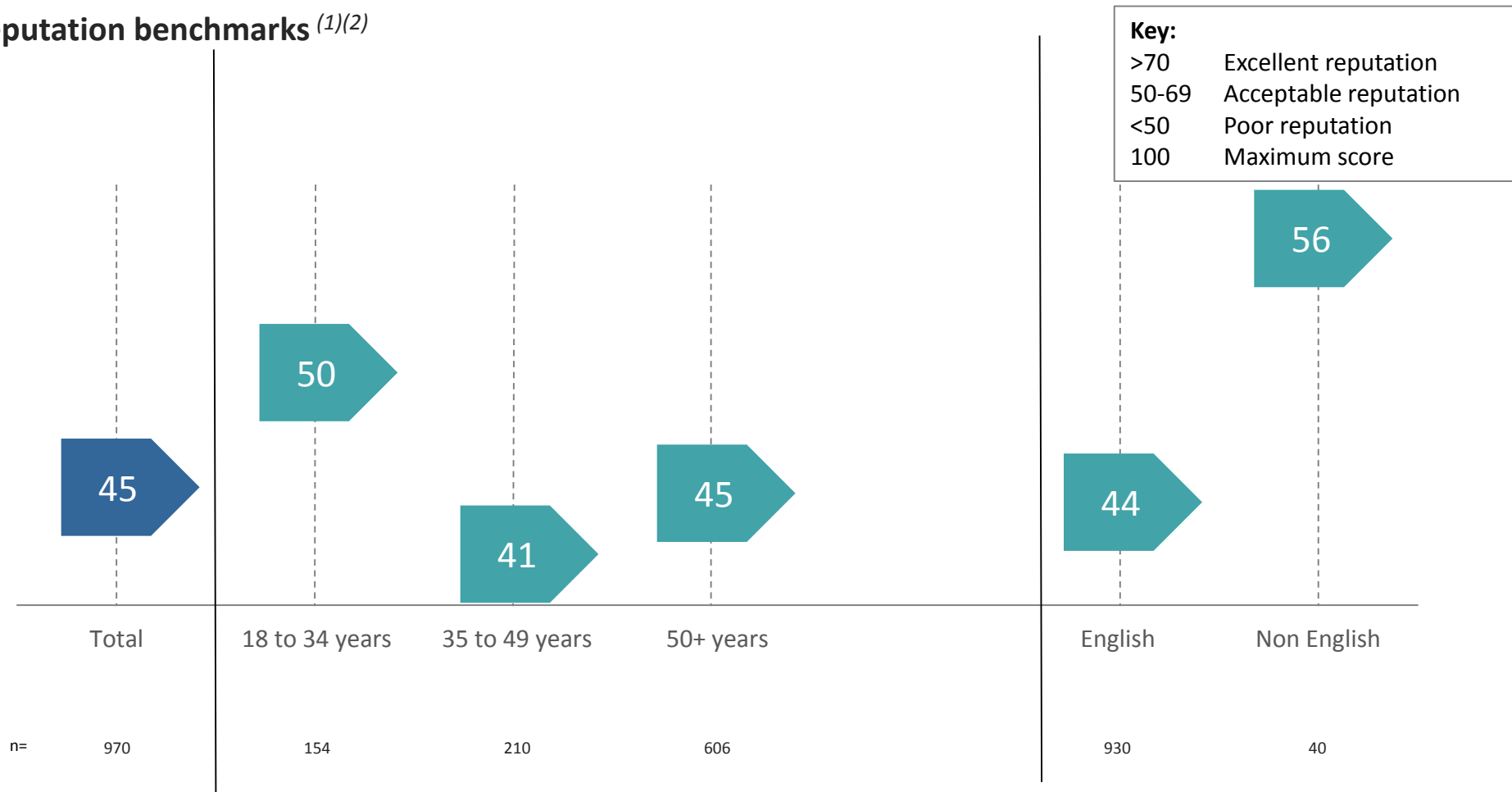
Key:
 >70 Excellent reputation
 50-69 Acceptable reputation
 <50 Poor reputation
 100 Maximum score



NOTES:
 1. Sample: n=970
 2. REPS: So considering, leadership, trust, financial management and quality of services provided, how would you rate the Council for its overall reputation?

Council has an acceptable reputation as viewed by younger and non-English speaking residents

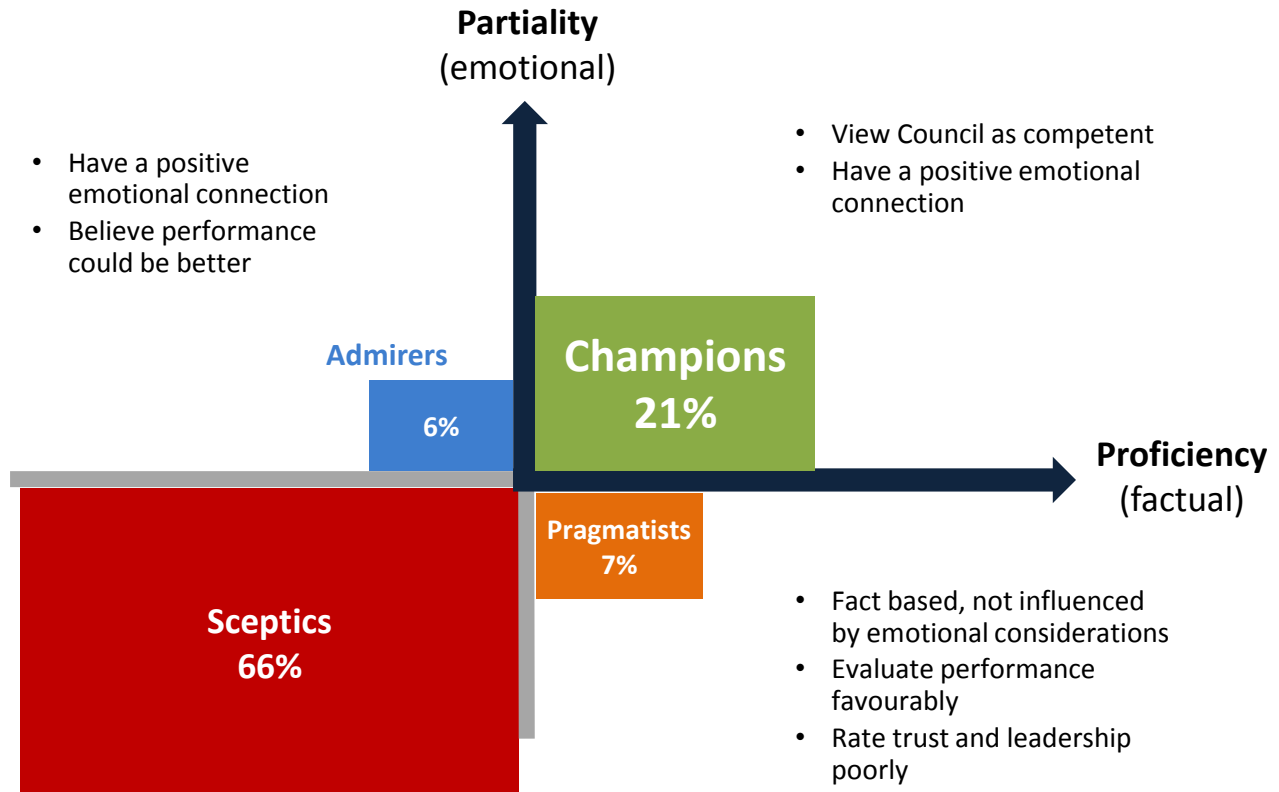
Reputation benchmarks ⁽¹⁾⁽²⁾



NOTES:
 1. Sample: n=970
 2. REPS: So considering, leadership, trust, financial management and quality of services provided, how would you rate the Council for its overall reputation?

Strathbogrie Shire council has a low number of 'Champions' (21%), who have an emotional connection with the council and are evaluating performance favourably

Reputation profile ⁽¹⁾⁽²⁾

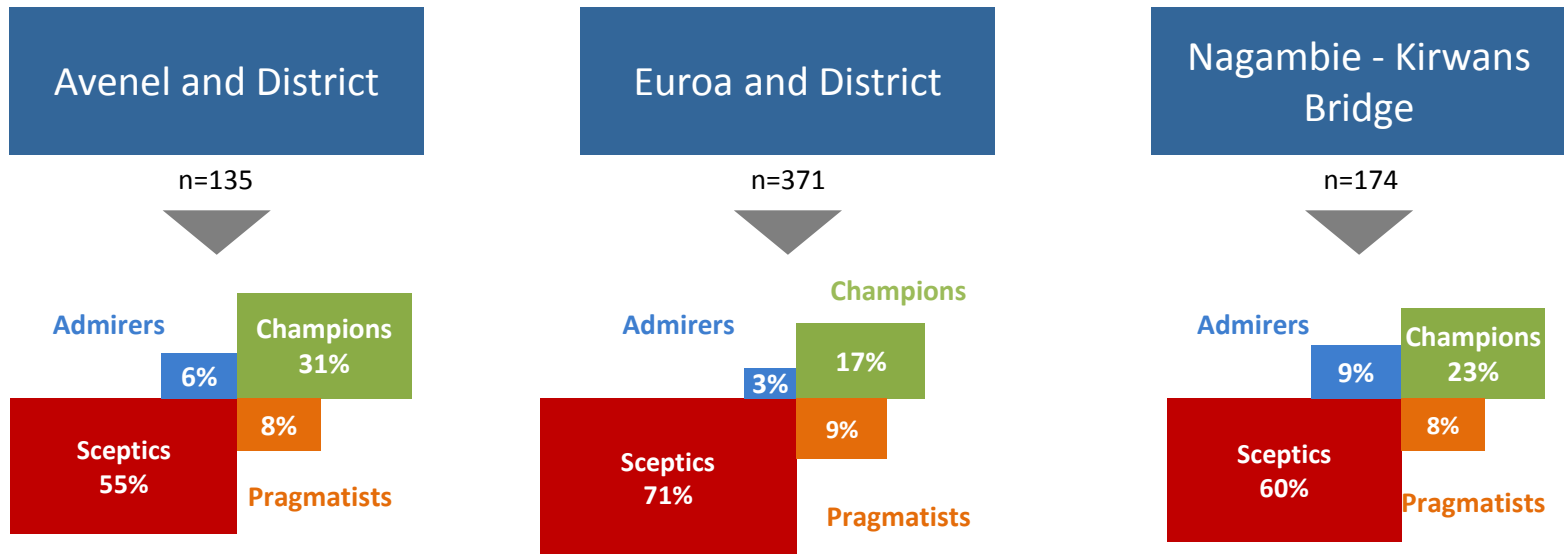


NOTES:

1. Sample: n=970. Excludes 'don't know' responses to any of the reputation questions
2. Segments have been determined using the results from a set of five overall level questions:
 - REP1: Leadership - Being committed to creating a great City, how it promotes economic development and being in touch with the community and setting clear direction...
 - REP2: Transparency and Trust - how open and transparent the Council is, how the Council can be relied on to act honestly and fairly, and its ability to work in the best interests of the community?
 - REP3: Financial management - how appropriately it invests in the community, how wisely it spends and avoids waste, and its transparency around spending. How would you rate the Strathbogrie Shire Council overall for its financial management
 - OVLSV: When you think of all the services, facilities and activities that we have gone through that Council provides; so health and aged care, children's services, facilities and events, parks and reserves, waste services, roads and footpaths, communication, economic development, environment activities, and regulatory services. Overall, how satisfied are you with the services, facilities and activities that Council provides?
 - REP5: So considering, leadership, trust, financial management and also taking into account the quality of services and facilities provided, how would you rate the Strathbogrie Shire Council for its overall reputation?

Euroa and District residents are less likely to be a 'Champion' compared to Avenel and District or Nagambie – Kirwans Bridge residents

Reputation profile: Districts (I) ⁽¹⁾⁽²⁾



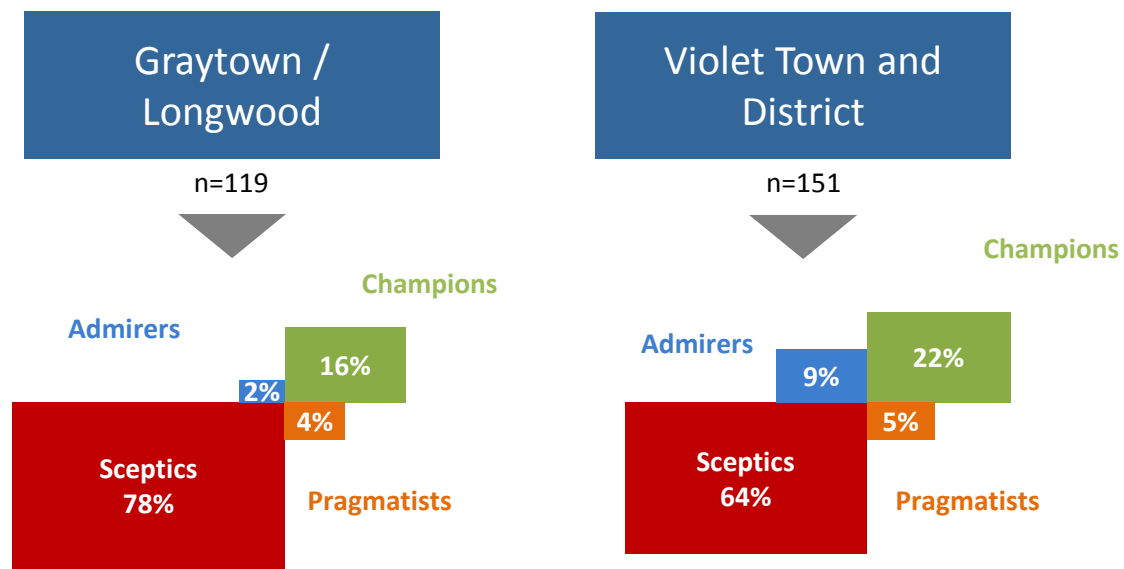
NOTES:

- Sample: n=970. Excludes 'don't know' responses to any of the reputation questions
- Segments have been determined using the results from a set of five overall level questions:
 - REP1: Leadership - Being committed to creating a great City, how it promotes economic development and being in touch with the community and setting clear direction...
 - REP2: Transparency and Trust - how open and transparent the Council is, how the Council can be relied on to act honestly and fairly, and its ability to work in the best interests of the community?
 - REP3: Financial management - how appropriately it invests in the community, how wisely it spends and avoids waste, and its transparency around spending. How would you rate the Strathbogie Shire Council overall for its financial management
 - OVLSV: When you think of all the services, facilities and activities that we have gone through that Council provides; so health and aged care, children's services, facilities and events, parks and reserves, waste services, roads and footpaths, communication, economic development, environment activities, and regulatory services. Overall, how satisfied are you with the services, facilities and activities that Council provides?
 - REP5: So considering, leadership, trust, financial management and also taking into account the quality of services and facilities provided, how would you rate the Strathbogie Shire Council for its overall reputation?

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Graytown and Longwood residents are much more likely to be categorised as a ‘Sceptic’ than any single other grouping

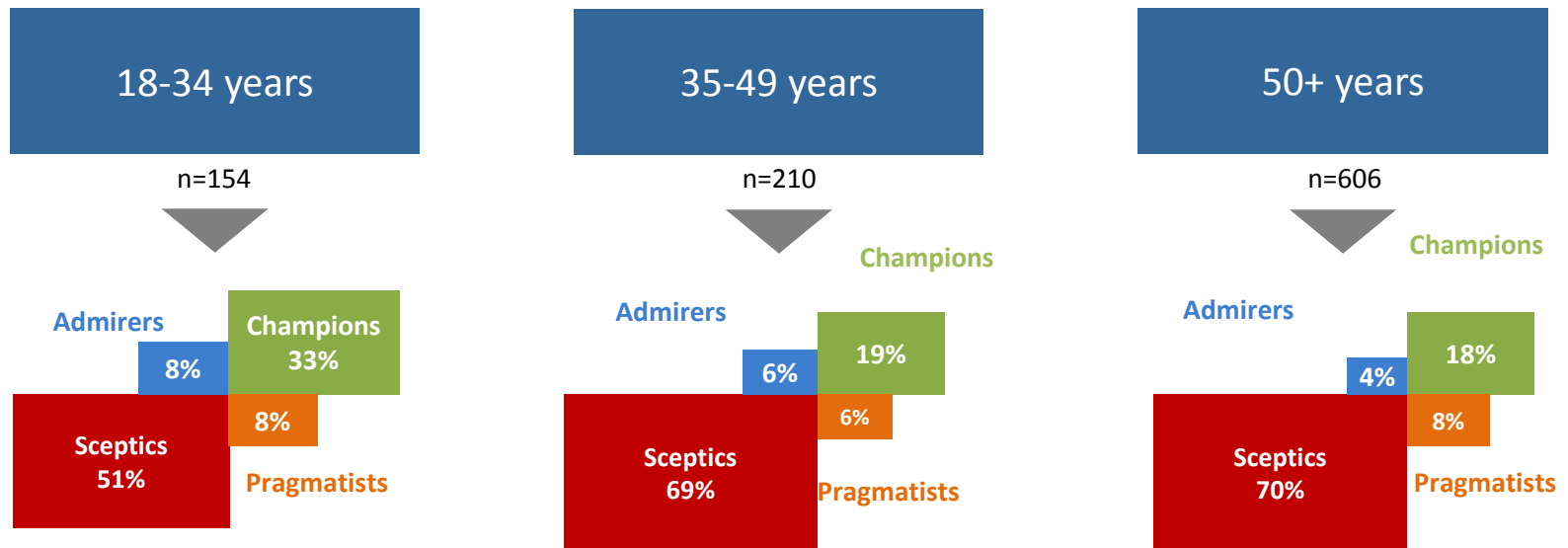
Reputation profile: Districts (II) (1)(2)



NOTES:
 1. Sample: n=970. Excludes 'don't know' responses to any of the reputation questions
 2. Segments have been determined using the results from a set of five overall level questions:
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 REP3: Financial management - how appropriately it invests in the community, how wisely it spends and avoids waste, and its transparency around spending. How would you rate the Strathbogrie Shire Council overall for its financial management
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 REP5: So considering, leadership, trust, financial management and also taking into account the quality of services and facilities provided, how would you rate the Strathbogrie Shire Council for its overall reputation?
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Residents aged 18-34 years old are more like to be a 'Champion' than any other age group

Reputation profile: Age ⁽¹⁾⁽²⁾

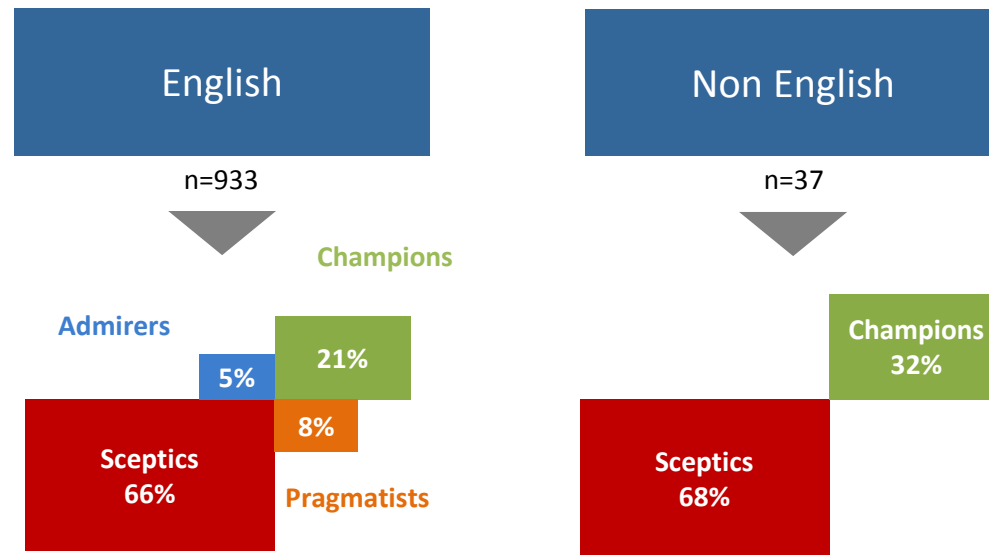


NOTES:

1. Sample: n=970. Excludes 'don't know' responses to any of the reputation questions
2. Segments have been determined using the results from a set of five overall level questions:
 - REP1: Leadership - Being committed to creating a great City, how it promotes economic development and being in touch with the community and setting clear direction...
 - REP2: Transparency and Trust - how open and transparent the Council is, how the Council can be relied on to act honestly and fairly, and its ability to work in the best interests of the community?
 - REP3: Financial management - how appropriately it invests in the community, how wisely it spends and avoids waste, and its transparency around spending. How would you rate the Strathbogrie Shire Council overall for its financial management
 - OVLSV: When you think of all the services, facilities and activities that we have gone through that Council provides; so health and aged care, children's services, facilities and events, parks and reserves, waste services, roads and footpaths, communication, economic development, environment activities, and regulatory services. Overall, how satisfied are you with the services, facilities and activities that Council provides?
 - REP5: So considering, leadership, trust, financial management and also taking into account the quality of services and facilities provided, how would you rate the Strathbogrie Shire Council for its overall reputation?

Non-English home language households are more likely to be a 'Champion' than households which only speak English

Reputation profile: Home languages ⁽¹⁾⁽²⁾



NOTES:

- Sample: n=970. Excludes 'don't know' responses to any of the reputation questions
- Segments have been determined using the results from a set of five overall level questions:
 - REP1: Leadership - Being committed to creating a great City, how it promotes economic development and being in touch with the community and setting clear direction...
 - REP2: Transparency and Trust - how open and transparent the Council is, how the Council can be relied on to act honestly and fairly, and its ability to work in the best interests of the community?
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 - REP5: So considering, leadership, trust, financial management and also taking into account the quality of services and facilities provided, how would you rate the Strathbogrie Shire Council for its overall reputation?

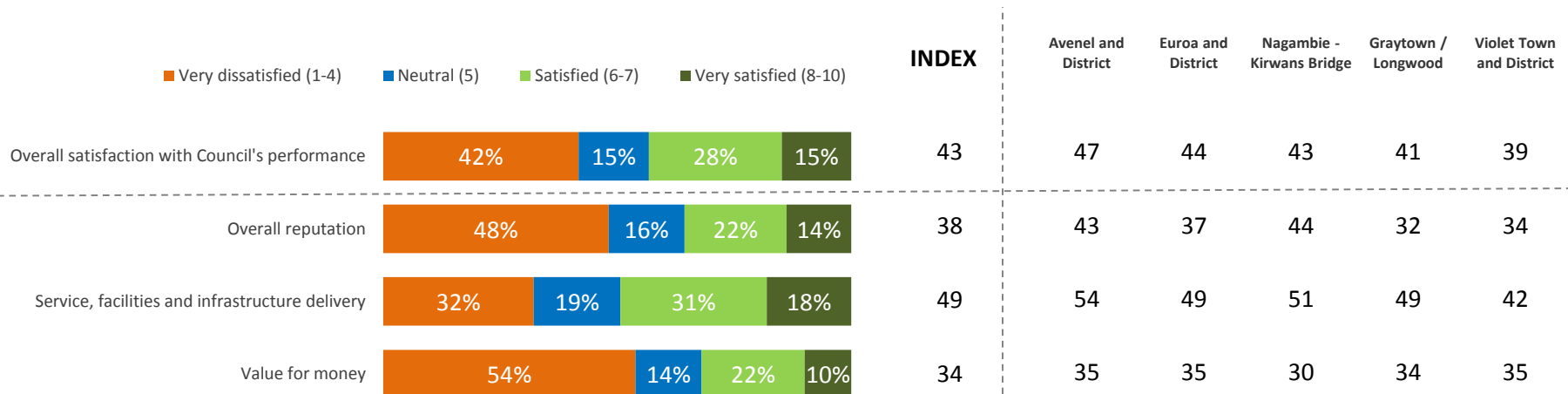


Overall Satisfaction

Just over half residents (54%) are very dissatisfied (% scoring 1 to 4) with perception of value for money

Satisfaction: Overall level drivers ⁽¹⁾⁽²⁾⁽³⁾⁽⁴⁾⁽⁵⁾

INDEX by district



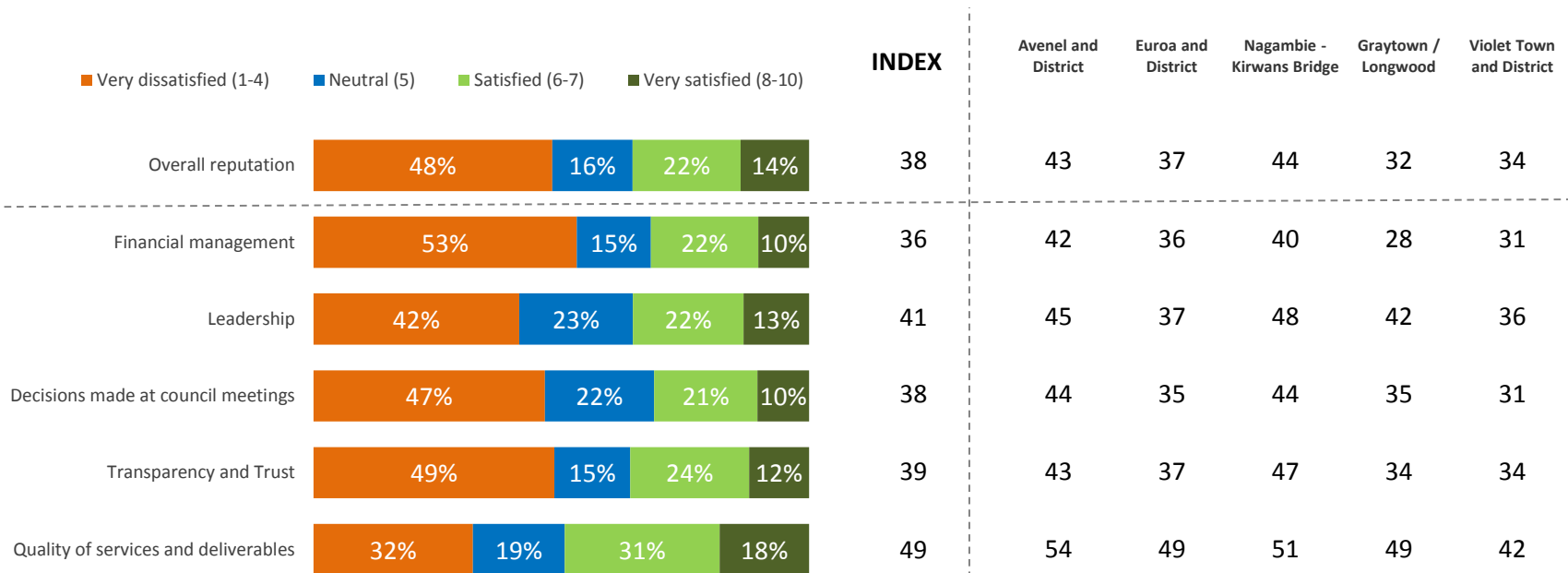
NOTES:

1. Sample: n=970
2. OP1. Everything considered; reputation, services and facilities, and value for money, how satisfied are you with the overall performance of the Council over the past twelve months?
3. REP5. How would you rate the Strathbogrie Shire Council for its overall reputation?
4. OVLSV. When you think of all the services, facilities and activities that we have gone through that Council provides; so health and aged care, children's services, facilities and events, parks and reserves, waste services, roads and footpaths, communication, economic development, environment activities, and regulatory services. Overall, how satisfied are you with the services, facilities and activities that Council provides?
5. VM3. Considering all the services and facilities that the Council provides. Overall how satisfied are you that you receive good value for the money you spend in rates and other fees?

Residents are largely dissatisfied with the financial management, with Graytown and Longwood having the lowest index value

Satisfaction: Reputation ⁽¹⁾⁽²⁾⁽³⁾⁽⁴⁾⁽⁵⁾⁽⁶⁾

INDEX by district



NOTES:

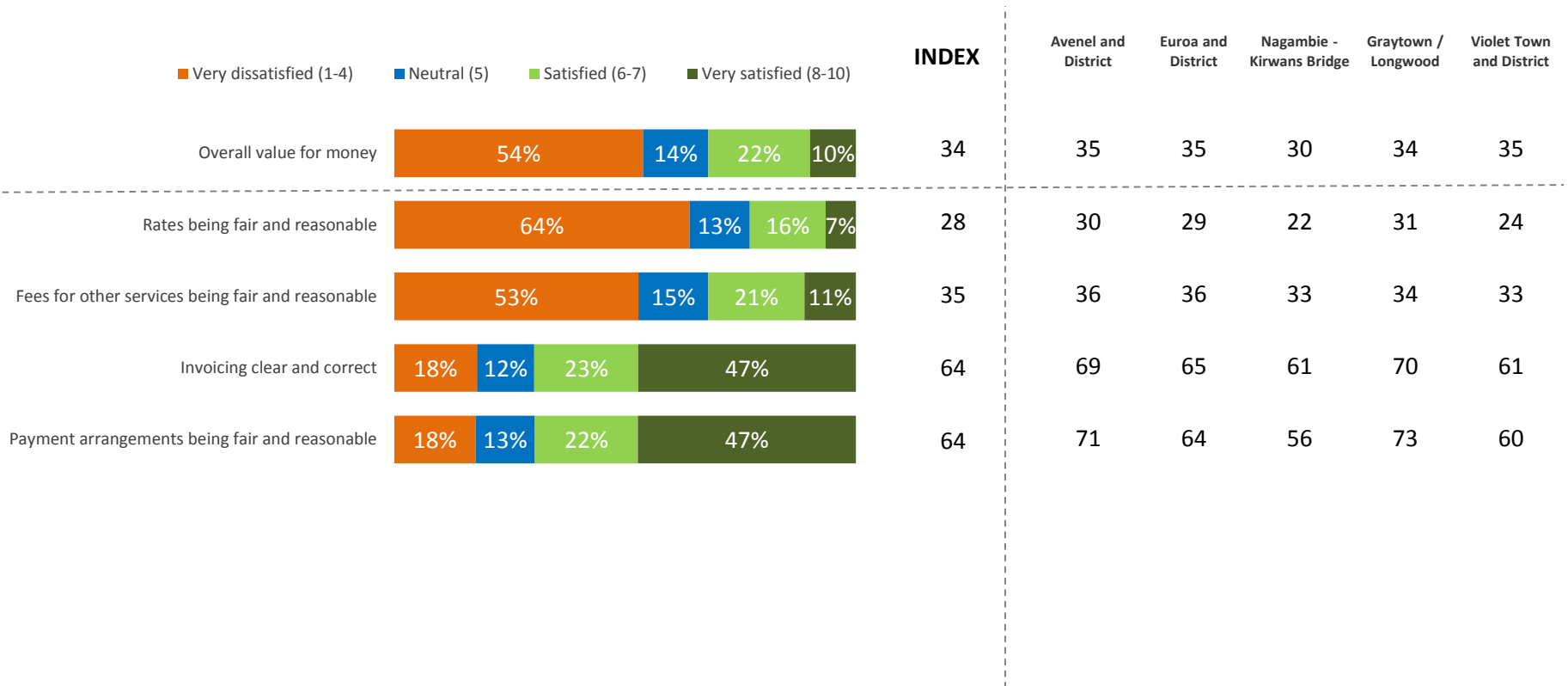
1. Sample: n=970
2. REP5. How would you rate the Strathbogie Shire Council for its overall reputation?
3. REP3. How would you rate the Strathbogie Shire Council overall for its financial management?
4. REP1. Overall how would you rate the Strathbogie Shire Council for its leadership and decisions made at Council Meetings?
5. REP2. Overall how would you rate the Strathbogie Shire Council in terms of the faith and trust you have in them?
6. OVLSV. When you think of all the services and facilities that we have gone through that the Council provides; so roads and footpaths, waste services, parks and reserves, facilities and events, maternal and child health, immunisation, public health, and regulatory services. Overall, how satisfied are you with the services and facilities that the Council provides?

Residents largely do not believe that rates are fair and reasonable (64% very dissatisfied)

Satisfaction: Value for money ⁽¹⁾₍₂₎₍₃₎

INDEX by district

■ Very dissatisfied (1-4)
 ■ Neutral (5)
 ■ Satisfied (6-7)
 ■ Very satisfied (8-10)



NOTES:

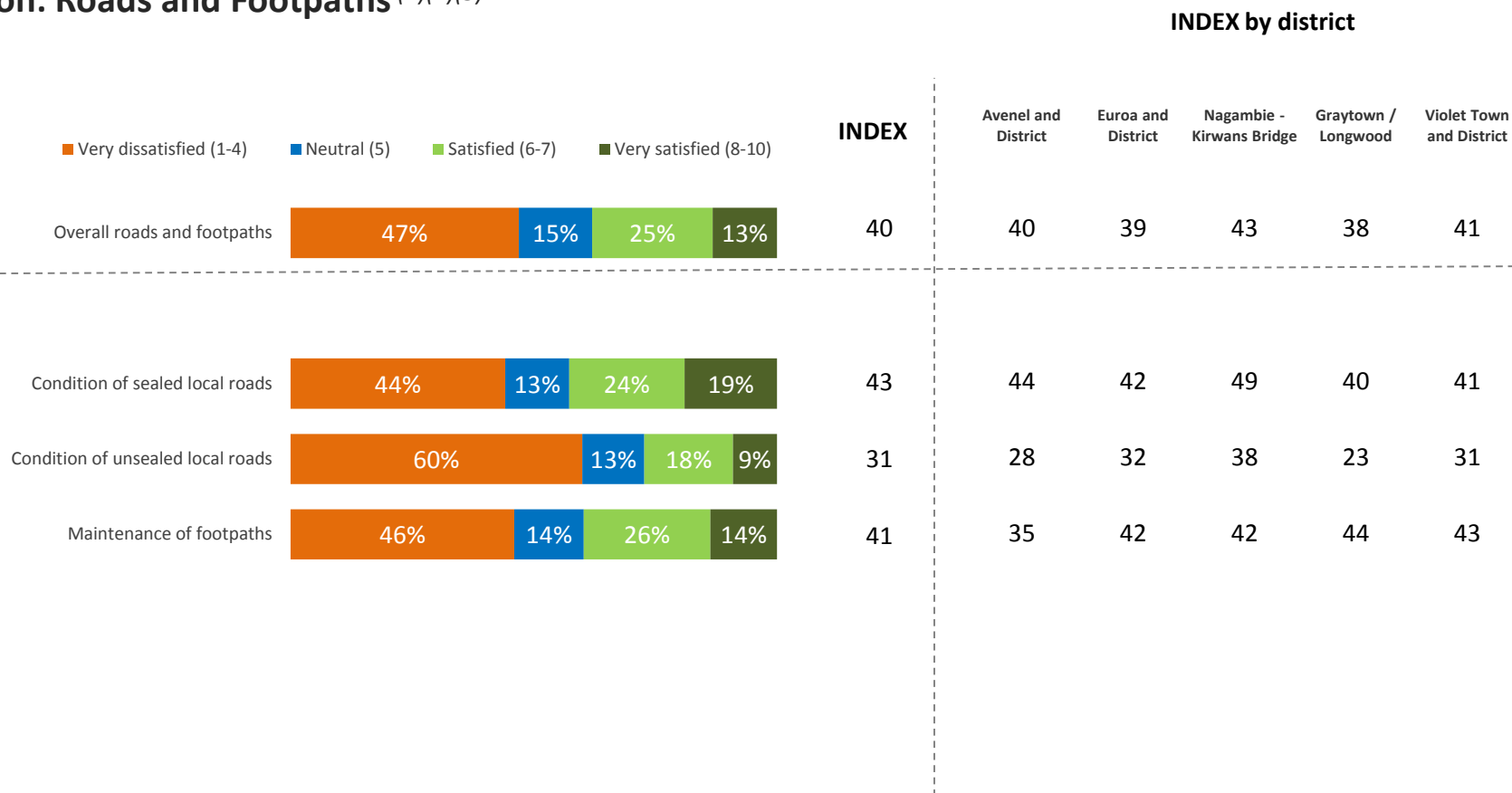
1. Sample: n=578; only asked of ratepayers
2. VM3. Considering all the services and facilities that the Council provides. Overall how satisfied are you that you receive good value for the money you spend in rates and other fees?
3. VM2. How would you rate your satisfaction with Council for...



Satisfaction with services and facilities

Overall satisfaction with roads and footpaths is consistent across all districts; dissatisfaction with the condition of unsealed roads is greater compared to sealed roads

Satisfaction: Roads and Footpaths ⁽¹⁾⁽²⁾⁽³⁾

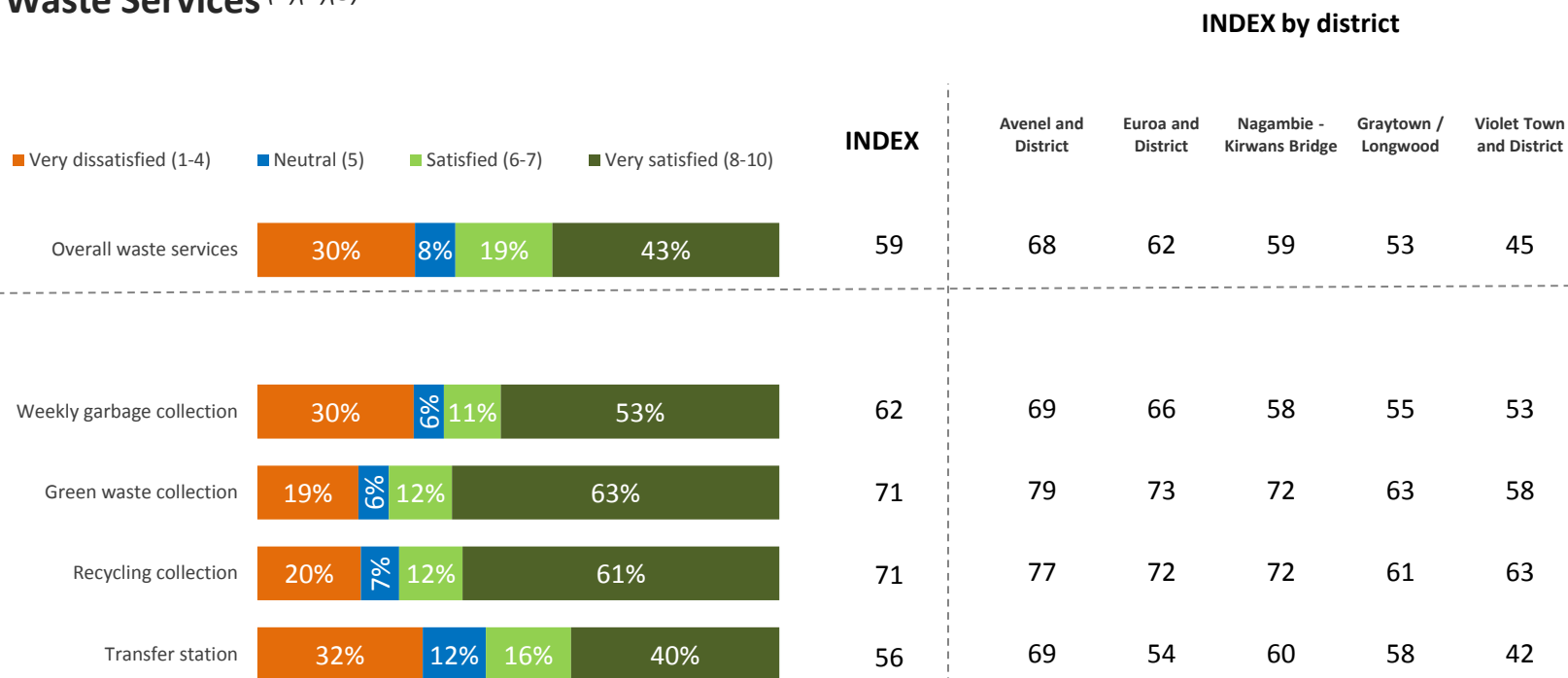


NOTES:

1. Sample: n=970
2. RF2. Overall how satisfied are you with Council's roads and footpaths?
3. RF1. Using a 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your overall satisfaction with each of the following...

Residents are largely satisfied with waste services, in particular with green waste collection and recycling collection; 63% and 61% very satisfied respectively

Satisfaction: Waste Services ⁽¹⁾⁽²⁾⁽³⁾



Very dissatisfied (1-4) Neutral (5) Satisfied (6-7) Very satisfied (8-10)

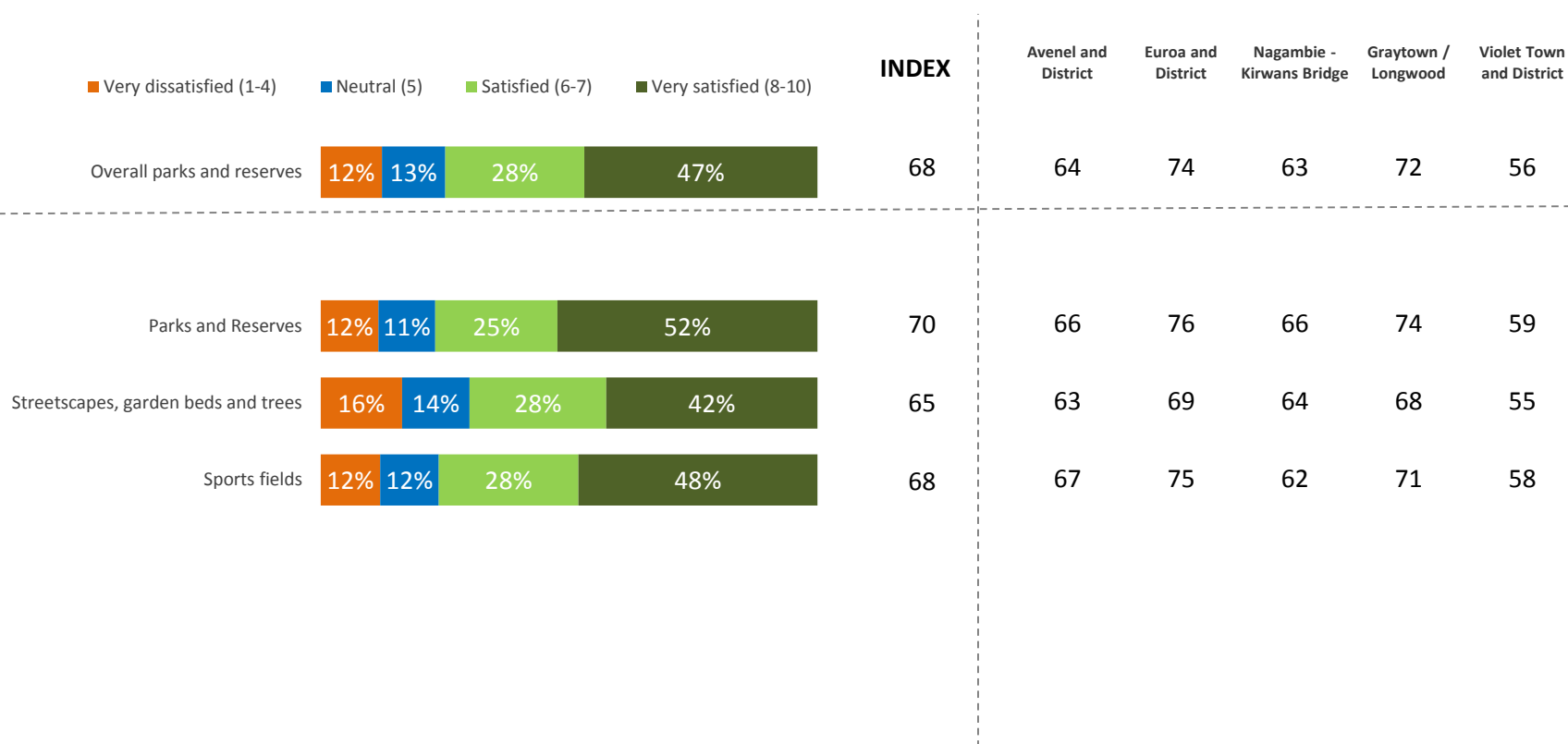
NOTES:

- Sample: n=970
- WW2. Overall how satisfied are you with Council's waste services?
- WW1. Using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your overall satisfaction with each of the following...

Satisfaction levels for parks and reserves are high, particularly in Euroa and District, and Graytown and Longwood

Satisfaction: Parks and Reserves ⁽¹⁾/₍₂₎/₍₃₎

INDEX by district



NOTES:

1. Sample: n=970
2. PR2. Overall how satisfied are you with the provision and maintenance of Council's parks and reserves?
3. PR1. Using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your satisfaction with the Shire's performance in providing and maintaining its...

Residents are largely satisfied with facilities and events, particularly with libraries and the Euroa Community Cinema

Satisfaction: Facilities and Events ⁽¹⁾⁽²⁾⁽³⁾

INDEX by district

■ Very dissatisfied (1-4)
 ■ Neutral (5)
 ■ Satisfied (6-7)
 ■ Very satisfied (8-10)

INDEX

Avenel and District
 Euroa and District
 Nagambie - Kirwans Bridge
 Graytown / Longwood
 Violet Town and District

	Very dissatisfied (1-4)	Neutral (5)	Satisfied (6-7)	Very satisfied (8-10)	INDEX	Avenel and District	Euroa and District	Nagambie - Kirwans Bridge	Graytown / Longwood	Violet Town and District
Overall facilities and events	12%	12%	31%	45%	66	66	67	68	70	60
Library	7%	6%	14%	73%	82	76	87	82	81	70
Shire Swimming pools	14%	11%	23%	52%	68	72	68	60	67	74
Euroa Community Cinema	8%	8%	13%	71%	80	89	82	75	79	66
Provision and maintenance of community facilities and venues for hire	13%	13%	31%	43%	65	68	68	63	68	58
Arts and cultural activities	21%	14%	24%	41%	61	62	61	62	65	58
Events and festivals	17%	10%	25%	48%	66	64	65	70	74	62
Saleyard Operations	12%	13%	26%	49%	70	57	77	62	77	51
Sporting Events	12%	11%	25%	52%	70	66	75	68	76	58

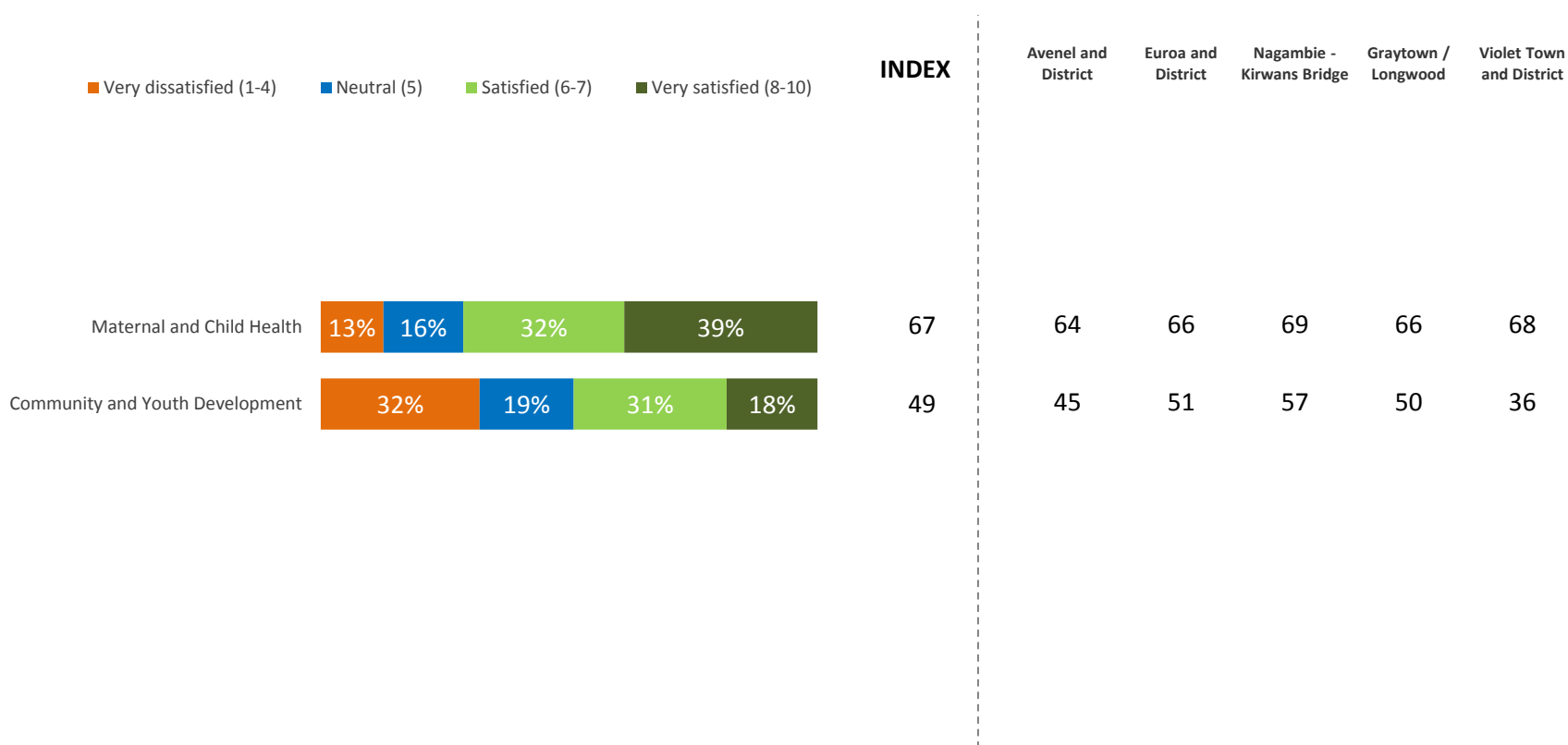
NOTES:

1. Sample: n=970
2. FE2. Overall how satisfied are you with the Council's facilities and events?
3. FE1. Using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your overall satisfaction with each of the following...

Satisfaction is high for Maternal and Children’s health services with just over seven in ten (71%) users of this service being satisfied (% scoring 6 to 10)

Satisfaction: Family and Children’s Services ⁽¹⁾⁽²⁾

INDEX by district



NOTES:

1. Sample: n=342
2. CC1. Using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your overall satisfaction with each of the following...

More than half (53%) of residents who had used immunisation services, were very satisfied with this public health service

Satisfaction: Public Health ⁽¹⁾⁽²⁾

■ Very dissatisfied (1-4)
 ■ Neutral (5)
 ■ Satisfied (6-7)
 ■ Very satisfied (8-10)



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INDEX by district

District	INDEX
Avenel and District	69
Euroa and District	68
Nagambie - Kirwans Bridge	74
Graytown / Longwood	65
Violet Town and District	71

NOTES:

- Sample: n=637
- PH1. On a scale from 1 to 10 where 1 is 'very dissatisfied' and 10 is 'very satisfied', how satisfied are you with the Immunisation services provided by the Council...?
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Council should seek for continuous improvement in regulatory services

Satisfaction: Regulatory Services ⁽¹⁾⁽²⁾⁽³⁾

INDEX by district

■ Very dissatisfied (1-4)
 ■ Neutral (5)
 ■ Satisfied (6-7)
 ■ Very satisfied (8-10)

Overall regulatory services 28% 19% 32% 21%

Town planning 40% 15% 27% 18%

Building control 38% 16% 27% 19%

Enforcement of local laws 30% 16% 29% 25%

Animal management 22% 15% 32% 31%

Public health 18% 17% 29% 36%

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Avenel and District

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Euroa and District

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Nagambie - Kirwans Bridge

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Graytown / Longwood

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Violet Town and District

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NOTES:

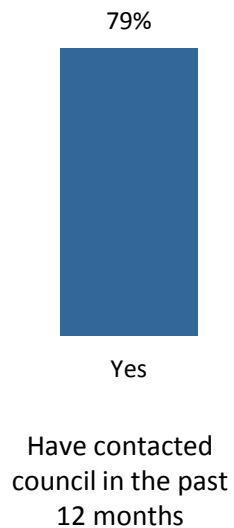
1. Sample: n=970
2. RS2. Overall how satisfied are you with the Council's regulatory services?
3. RS1. Using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your overall satisfaction with each of the following...



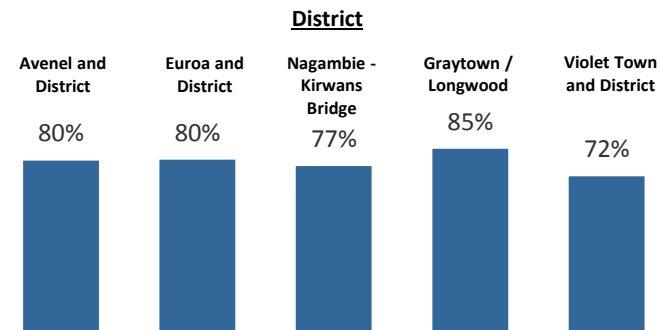
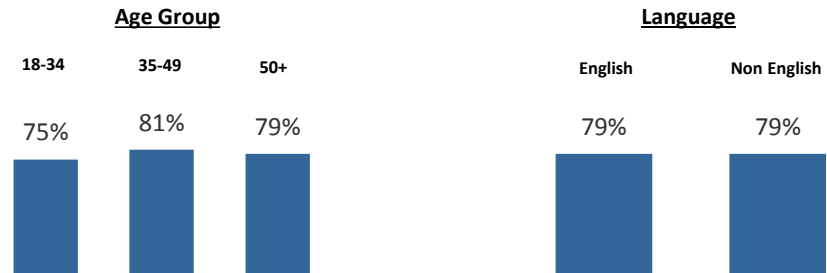
Customer service and contact with council

Almost four in five respondents have made contact with Shire of Strathbogie Council in the past 12 months

Contact with Council in the last 12 months ⁽¹⁾⁽²⁾



Proportion of residents in each group who have contacted Council

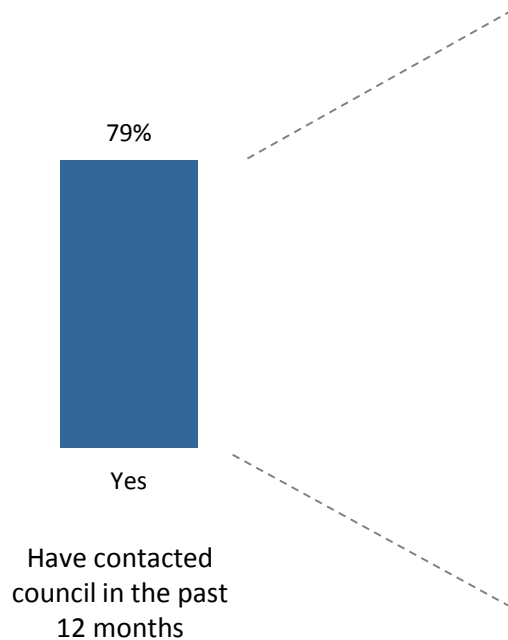


NOTES:

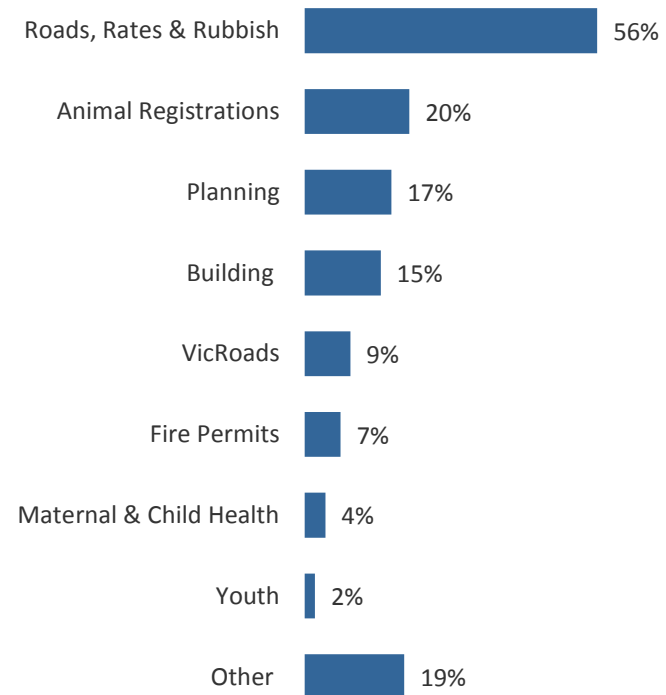
1. Sample: n=970
2. CS1. Have you or any member of your household contacted Strathbogie Shire Council's customer service department in the last 12 months?

More than half of respondents who had contacted council in the past twelve months, had done so about roads, rates and rubbish

Contact with Council in the last 12 months ⁽¹⁾⁽²⁾⁽³⁾



Service most recent in contact with Council regarding



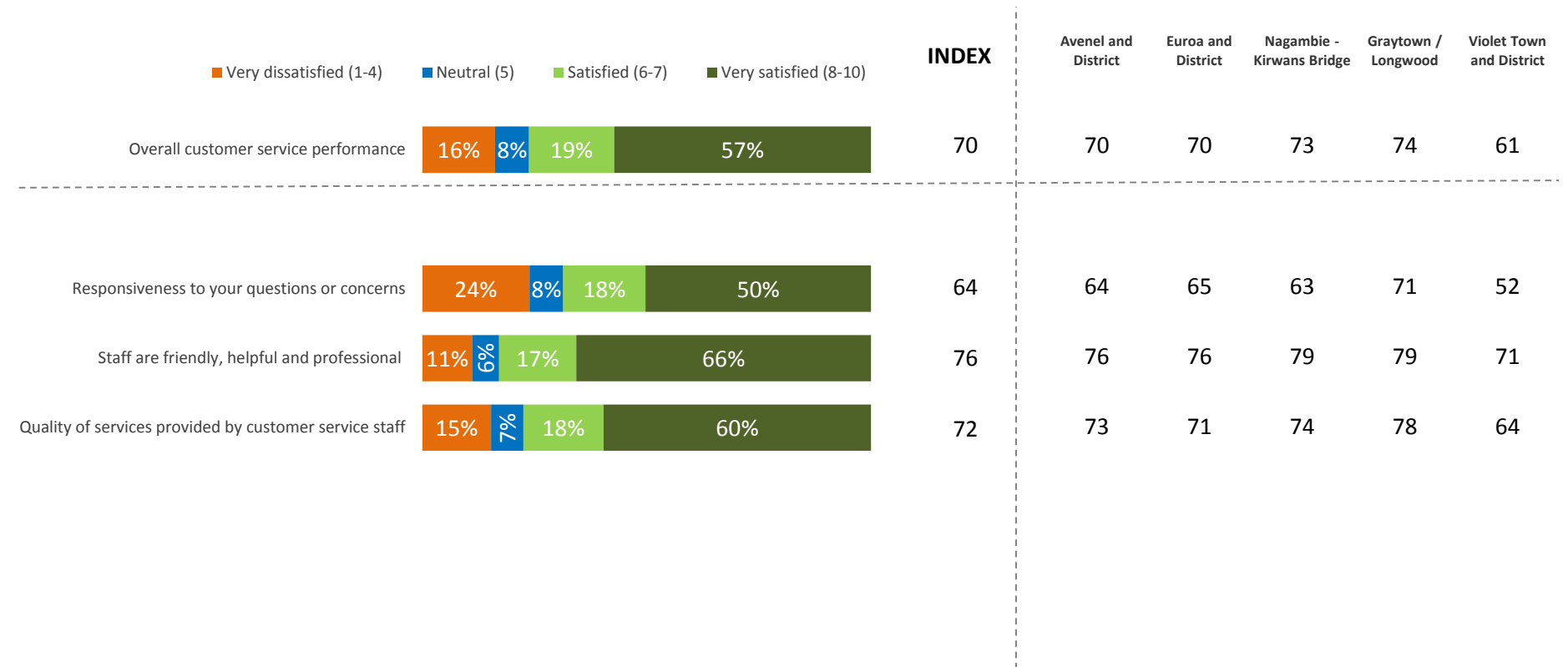
NOTES:

1. Sample: n=970
2. CS1. Have you or any member of your household contacted Strathbogrie Shire Council's customer service department in the last 12 months?
3. CS2. What service were you most recently in contact with Council regarding?

Residents are largely satisfied with overall customer service performance, fewer than one in five (16%) were very dissatisfied

Satisfaction: Customer Service and Contact with Council ⁽¹⁾⁽²⁾⁽³⁾

INDEX by district



NOTES:

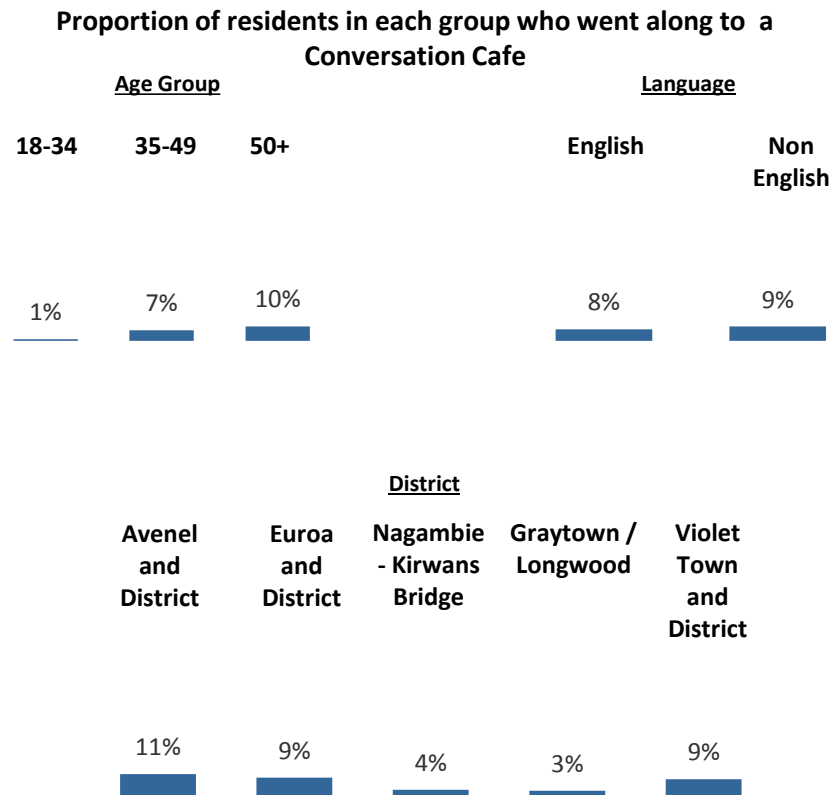
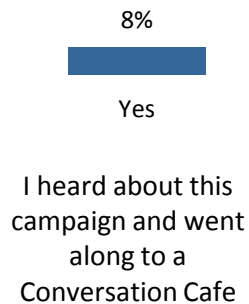
1. Sample: n=970
2. CS4. Considering the above, using the same 10-point scale how satisfied were you with Council's overall performance in customer service over the last 12 months?
3. CS3. Thinking back to your customer service experience within the last 12 months, using the 10-point scale where 1 is 'very dissatisfied' and 10 is 'very satisfied', how would you rate your satisfaction with each of the following?



Community Engagement

Residents who went to the Conversation Café are most likely to be older, and less likely to come from a rural district

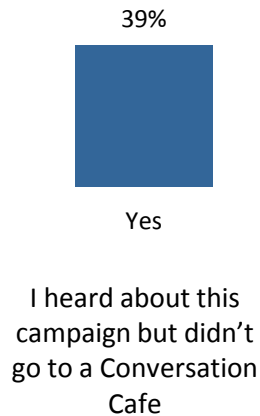
Community engagement: Let's Talk – We are listening campaign ⁽¹⁾⁽²⁾



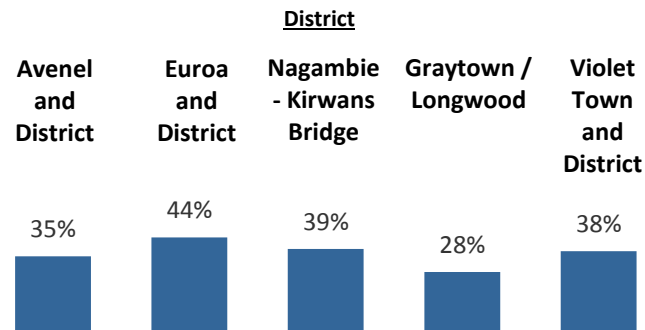
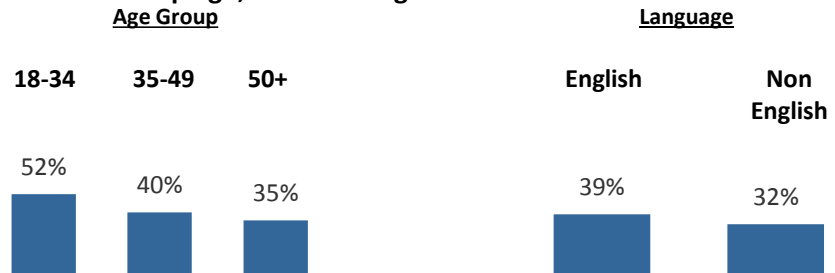
NOTES:
 1. Sample: n=970
 2. CE1. Let's Talk – We are Listening Campaign. I...

Residents who had heard about the campaign but did not attend, are more likely to have been younger and in live in Euroa and District

Community engagement: Let's Talk – We are listening campaign ⁽¹⁾⁽²⁾



Proportion of residents in each group who heard about Let's Talk campaign, but did not go to a Conversation Cafe

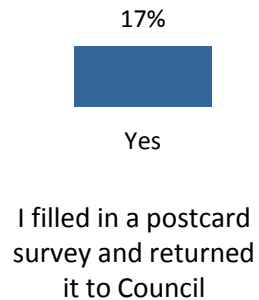
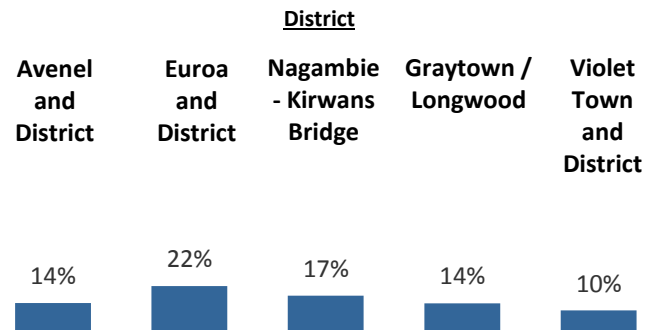
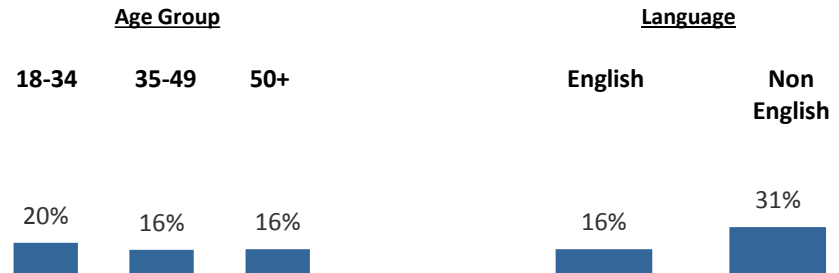


NOTES:
 1. Sample: n=970
 2. CE1. Let's Talk – We are Listening Campaign. I....

Residents who filled in a postcard survey and returned it to council are more likely to speak languages other than English

Community engagement: Let's Talk – We are listening campaign ⁽¹⁾⁽²⁾

Proportion of residents in each group who filled in a postcard survey and returned it to council



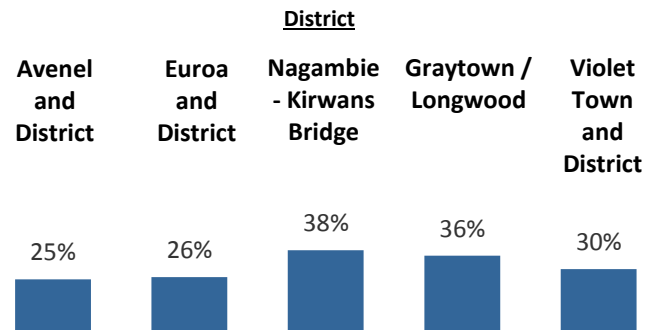
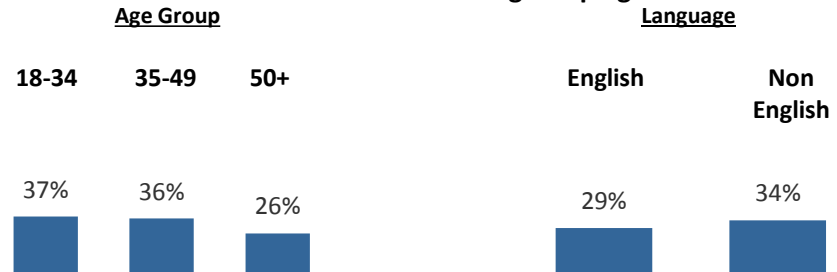
NOTES:
 1. Sample: n=970
 2. CE1. Let's Talk – We are Listening Campaign. I....

Residents who had not heard about the campaign are more likely to be young, and from rural areas

Community engagement: Let's Talk – We are listening campaign ⁽¹⁾⁽²⁾



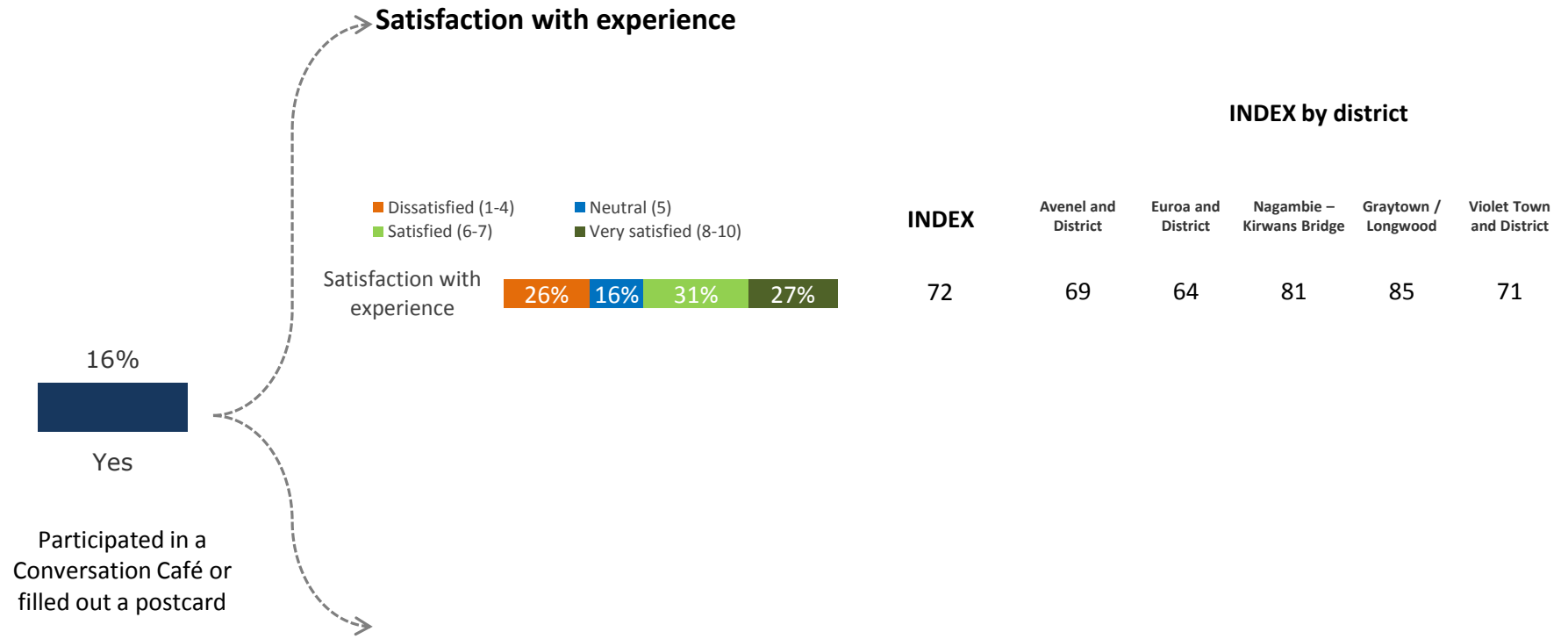
Proportion of residents in each group who did not hear about the Let's Talk – We are listening campaign



NOTES:
 1. Sample: n=970
 2. CE1. Let's Talk – We are Listening Campaign. I....

Nearly six in ten (58%) of the residents that either participated in a Conversation Café or filled out a postcard were satisfied with the experience

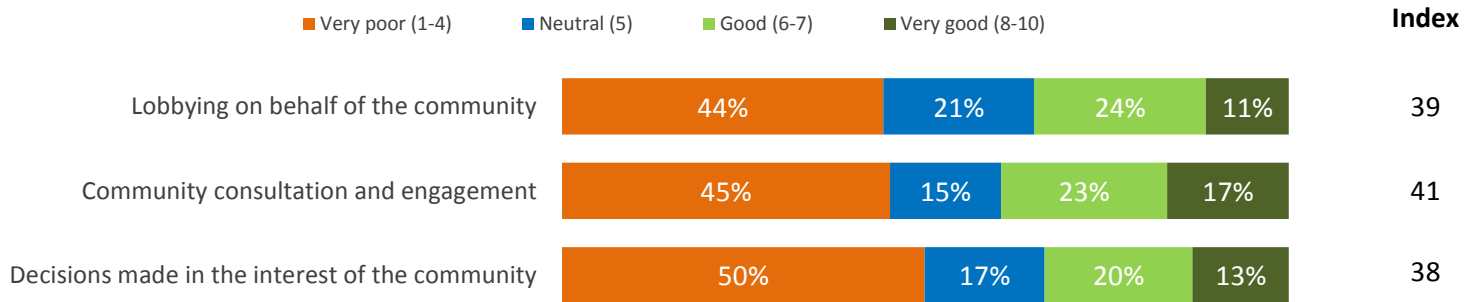
Community engagement: Let's Talk – We are listening campaign ⁽¹⁾⁽²⁾⁽³⁾



NOTES:
 1. Sample: n=970
 2. CE1. I heard about this campaign and went along to a Conversation Café, I filled in a postcard survey and returned it to council
 3. CE4. If you did participate in a Conversation Café or filled out a postcard, how satisfied were you with this experience?
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Half of residents feel that decisions are not made in the best interests of the community

Community engagement: Feedback provided ⁽¹⁾⁽²⁾



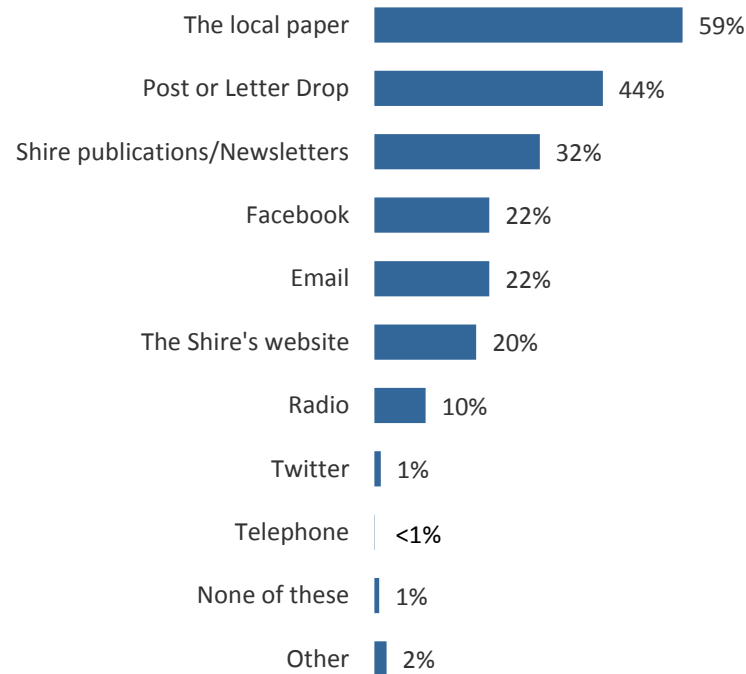
NOTES:

1. Sample: n=970; excluding don't know responses
2. CE2. On the 10-point scale where 1 is 'very poor' and 10 is 'very good', please rate the following aspects of Council performance in relation to community engagement?

Residents prefer receiving information from the Council via the more traditional communication channels, such as in the local paper, and in their letterbox

Most preferred method of receiving information from Council ⁽¹⁾⁽²⁾

Best communication channel to use



NOTES:
 1. Sample: n=970
 2. CE3. How can Council best communicate with you any news or special items that we think may be of interest?

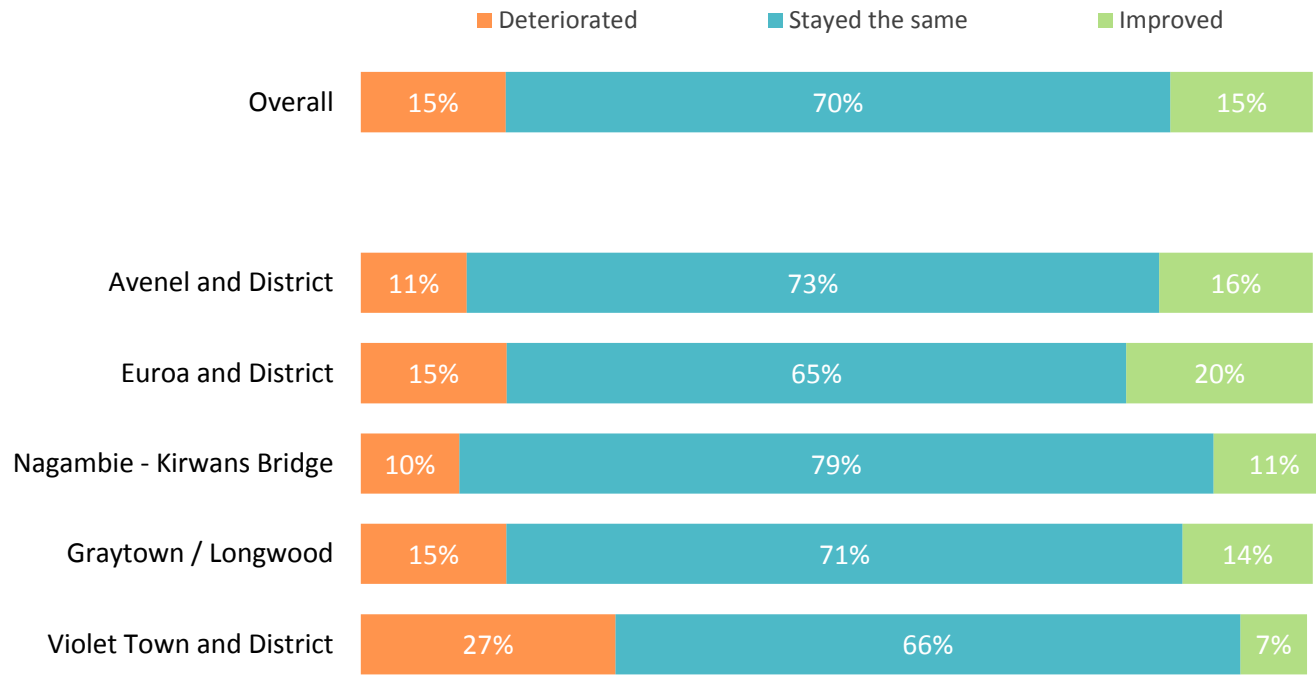


General

An equal number of residents believe that performance of Council has improved, as deteriorated, in the past twelve months

General (1)(2)

Over the past 12 months, overall performance of Council has...



NOTES:
 1. Sample: n=970
 2. OP3. Over the past twelve months, do you think Shire of Strathbogie Council's overall performance has?

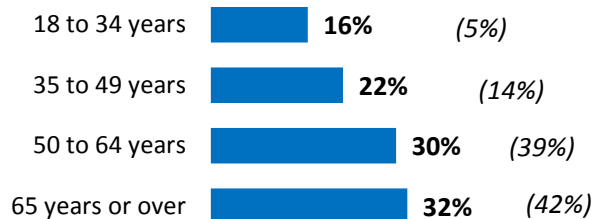


Sample profile

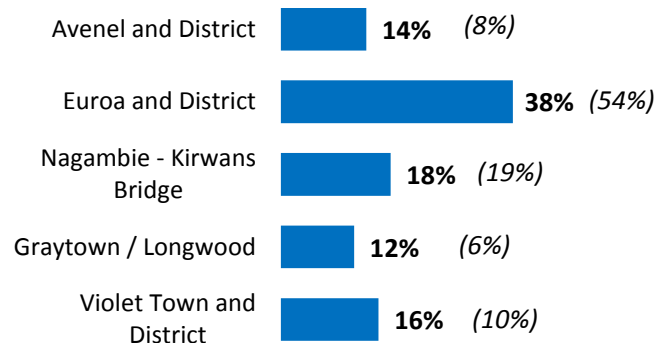
Survey sample

Demographics

Age



Suburb



Gender

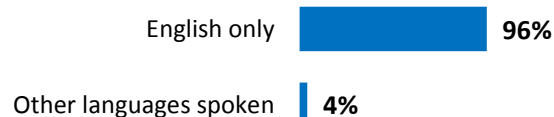


51%
(58%)



49%
(42%)

Home Languages



Weighting

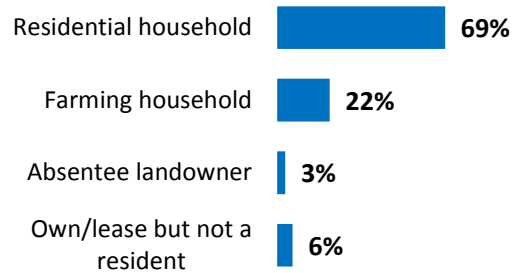
The sample structure target is set broadly in line with known population distributions and is weighted post survey so as to be exactly representative of the known population distributions according to the 2011 Census. This represents 'best practice' in research and means that inferences made about the population will then be reliable, within the confidence limits.

Sample: n=970
weighted
(unweighted)

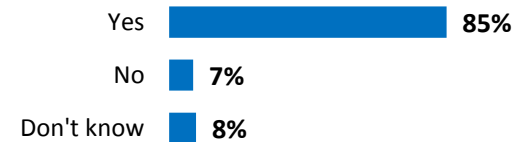
Sample profile

Demographics

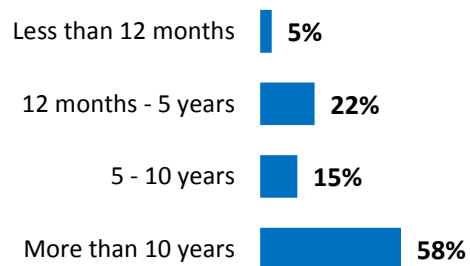
Household type



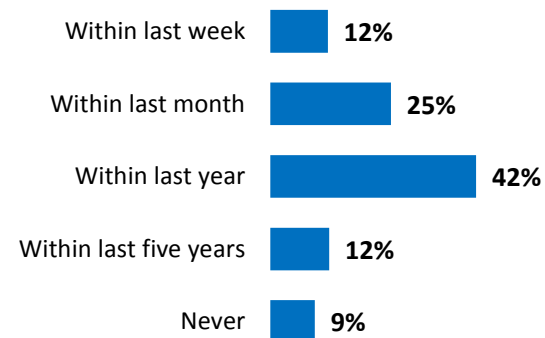
Member of household pays rates in Strathbogie



Has been a resident for



Last contact with council



Sample: n=970



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