



**LOCAL GOVERNMENT COMMUNITY SATISFACTION SURVEY
GREATER DANDENONG CITY COUNCIL**

2016 RESEARCH REPORT

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

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BACKGROUND AND OBJECTIVES

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

Each year Local Government Victoria (LGV) coordinates and auspices this State-wide Local Government Community Satisfaction Survey throughout Victorian local government areas. This coordinated approach allows for far more cost effective surveying than would be possible if councils commissioned surveys individually.

Participation in the State-wide Local Government Community Satisfaction Survey is optional and participating councils have a range of choices as to the content of the questionnaire and the sample size to be surveyed, depending on their individual strategic, financial and other considerations.

The main objectives of the survey are to assess the performance of Greater Dandenong City Council across a range of measures and to seek insight into ways to provide improved or more effective service delivery. The survey also provides councils with a means to fulfil some of their statutory reporting requirements as well as acting as a feedback mechanism to LGV.

SURVEY METHODOLOGY AND SAMPLING

This survey was conducted by Computer Assisted Telephone Interviewing (CATI) as a representative random probability survey of residents aged 18+ years in Greater Dandenong City Council.

Survey sample matched to the demographic profile of Greater Dandenong City Council as determined by the most recent ABS population estimates was purchased from an accredited supplier of publicly available phone records, including up to 10% mobile phone numbers to cater to the diversity of residents within Greater Dandenong City Council, particularly younger people.

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

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

- 2015, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2014, n=400 completed interviews, conducted in the period of 31st January – 11th March.
- 2013, n=400 completed interviews, conducted in the period of 1st February – 24th March.

Minimum quotas of gender within age groups were applied during the fieldwork phase. Post-survey weighting was then conducted to ensure accurate representation of the age and gender profile of the Greater Dandenong City Council area.

Any variation of +/-1% between individual results and net scores in this report or the detailed survey tabulations is due to rounding. In reporting, '—' denotes not mentioned and '0%' denotes mentioned by less than 1% of respondents. 'Net' scores refer to two or more response categories being combined into one category for simplicity of reporting.

SURVEY METHODOLOGY AND SAMPLING

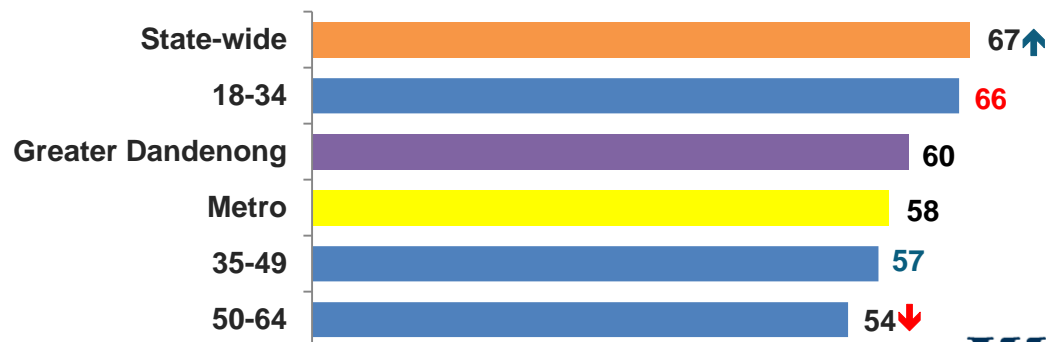
Within tables and index score charts throughout this report, statistically significant differences at the 95% confidence level are represented by upward directing blue and downward directing red arrows. Significance when noted indicates a significantly higher or lower result for the analysis group in comparison to the ‘Total’ result for the council for that survey question for that year. Therefore in the example below:

- The state-wide result is significantly higher than the overall result for the council.
- The result among 50-64 year olds is significantly lower than for the overall result for the council.

Further, results shown in blue and red indicate significantly higher or lower results than in 2015. Therefore in the example below:

- The result among 35-49 year olds in the council is significantly higher than the result achieved among this group in 2015.
- The result among 18-34 year olds in the council is significantly lower than the result achieved among this group in 2015.

Overall Performance – Index Scores (example extract only)



Note: For details on the calculations used to determine statistically significant differences, please refer to Appendix B.

FURTHER INFORMATION

Further Information

Further information about the report and explanations about the State-wide Local Government Community Satisfaction Survey can be found in [Appendix B](#), including:

- [Background and objectives](#)
- [Margins of error](#)
- [Analysis and reporting](#)
- [Glossary of terms](#)

Contacts

For further queries about the conduct and reporting of the 2016 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on (03) 8685 8555.

A satellite night view of South Africa, showing the country's coastline and major cities illuminated by city lights. The lights are concentrated in the coastal areas and around major urban centers, creating a glowing network of light points and lines. The surrounding ocean is dark, and the landmass is visible in a dark brown/green hue.

KEY FINDINGS & RECOMMENDATIONS

KEY FINDINGS AND RECOMMENDATIONS

- Performance remained relatively **stable** across core measures between 2015 and 2016. Performance exhibited a **slight** (but not significant) **decline** on the measure of **Overall Council Direction** (index score of 61, -4 from 2015); ratings are within one point of 2015 results on all other core measures.
 - Council performance is **in line with or ahead of average ratings** for **Metropolitan Councils** on all **core** measures, **significantly exceeding** Group averages for the measures of **Community Consultation** (62 for Council and 58 for the group), **Lobbying** (61 vs 56) and **Council Direction** (61 vs 55).
 - Greater Dandenong **significantly exceeds State-wide averages** on all core measures, leading the State by six to 12 index points on every measure.

- The **Overall Performance** index score of 65 is in line with 2015 results. All demographic and geographic groups award Council positive ratings (an index score of 60 or above) for Overall Performance, though the **highest ratings occur among residents aged 18 to 34 years** (69) and **Springvale residents** (68). Conversely, **ratings are lowest among residents aged 35 to 64 years** (61 among 50 to 64 year olds and 60 among 35 to 49 year olds).

KEY FINDINGS AND RECOMMENDATIONS

- Geographically, residents differ somewhat in their impressions of Council. Dandenong Area residents (62) rate Council lower for Overall Performance than their counterparts in Noble Park/Keysborough (66) and Springvale (68).
- Results are consistent with 2015 ratings among all groups with the exception of residents aged 50 to 64 (61, -5) and Dandenong Area residents (62, -4) who declined *slightly* in their impressions.
- **Overall Council Direction dropped four points** in the past year from an index score of 65 in 2015 to 61 in 2016. **Council Direction** still remains out front of the Group and State-wide averages for this measure.
 - **Ratings declines were largely driven by residents aged 65+** (index score of 58, -9 index points) and **residents aged 35 to 49** (50, -15). Both groups declined the most in their impressions of Council Direction in the past year and rate Council lowest on this measure compared to other groups.
 - Despite slight slippage on this measure the vast majority of residents continue to believe Council's performance has improved (30%) or stayed the same (54%); only 10% believe it has declined.

KEY FINDINGS AND RECOMMENDATIONS

- Performance ratings on **Lobbying** and **Community Consultation** have higher levels of ‘don’t know’ responses than other core measures (24% and 15% respectively). This suggests that a lot of the community is not hearing what Council is doing in these areas.
- Greater Dandenong City Council continues to **perform most strongly** in the area of **Customer Service** (index score of 76). Council has managed to maintain high ratings since 2012. Two in five (42%) rate Council’s Customer Service as ‘very good’, with a further 35% rating Customer Service as ‘good’ (10% ‘average’ and 10% ‘very poor’ or ‘poor’).
 - That said **Customer Service** ratings declined significantly among those who contacted Council in person over the past year (index score of 68 in 2016 compared to 79 in 2015).
 - One in five (19%) residents contacted Council in person. The most popular method of contact remains telephone (26%). Only 6% contacted Council via email.

KEY FINDINGS AND RECOMMENDATIONS

- Residents' favourite aspects of Council include Greater Dandenong's **diversity** (9%), **parks and gardens** (8%), and **community facilities** (7%). Suggested areas for improvement include **communication** (9%), **parking availability** (7%), **sealed road maintenance** (7%) and **public safety** (7%).
- **Residents aged 18 to 34 years are generally the most satisfied resident group.** This is the group Council can leverage to understand what is working, in order to further consolidate their positive views of Council.
- Conversely, Greater Dandenong City Council should pay extra attention to areas and cohorts where it is underperforming in comparison with other areas and cohorts. **Residents aged 35 to 49 and 50 to 64 years are generally more critical of Council** in 2016 compared with other resident segments.

KEY FINDINGS AND RECOMMENDATIONS

- An approach we recommend is to further mine the survey data to better understand the profile of these over and under-performing demographic groups. This can be achieved via additional consultation and data interrogation, or self-mining the SPSS data provided or via the dashboard portal available to the council.
- Please note that the category descriptions for the coded open ended responses are generic summaries only. We recommend further analysis of the detailed cross tabulations and the actual verbatim responses, with a view to the responses of the key gender and age groups, especially any target groups identified.
- **A complimentary personal briefing by senior JWS Research representatives is also available to assist in providing both explanation and interpretation of the results. Please contact JWS Research on 03 8685 8555.**

KEY FINDINGS AND RECOMMENDATIONS

Higher results in 2016

- None significant

Lower results in 2016

- None significant

Most favourably disposed towards Council

- 18-34 year olds

Least favourably disposed towards Council

- 35-49 year olds
- 50-64 year olds

A satellite night view of South America, showing the continent's outline and the glowing lights of major cities and urban areas. The lights are concentrated in the coastal regions and major inland hubs, creating a network of bright points and lines against the dark background of the land and the deep blue of the surrounding oceans. The text 'SUMMARY OF FINDINGS' is overlaid in white, bold, sans-serif font on the left side of the image.

SUMMARY OF FINDINGS

2016 SUMMARY OF CORE MEASURES INDEX SCORE RESULTS

Performance Measures	Greater Dandenong 2012	Greater Dandenong 2013	Greater Dandenong 2014	Greater Dandenong 2015	Greater Dandenong 2016	Metro 2016	State-wide 2016
OVERALL PERFORMANCE	n/a	63	65	65	65	66	59
COMMUNITY CONSULTATION (Community consultation and engagement)	n/a	61	57	61	62	58	54
ADVOCACY (Lobbying on behalf of the community)	n/a	62	62	61	61	56	53
MAKING COMMUNITY DECISIONS (Decisions made in the interest of the community)	n/a	n/a	61	62	61	59	54
SEALED LOCAL ROADS (Condition of sealed local roads)	n/a	n/a	64	67	66	67	54
CUSTOMER SERVICE	n/a	76	77	76	76	73	69
OVERALL COUNCIL DIRECTION	n/a	63	63	65	61	55	51

2016 SUMMARY OF CORE MEASURES

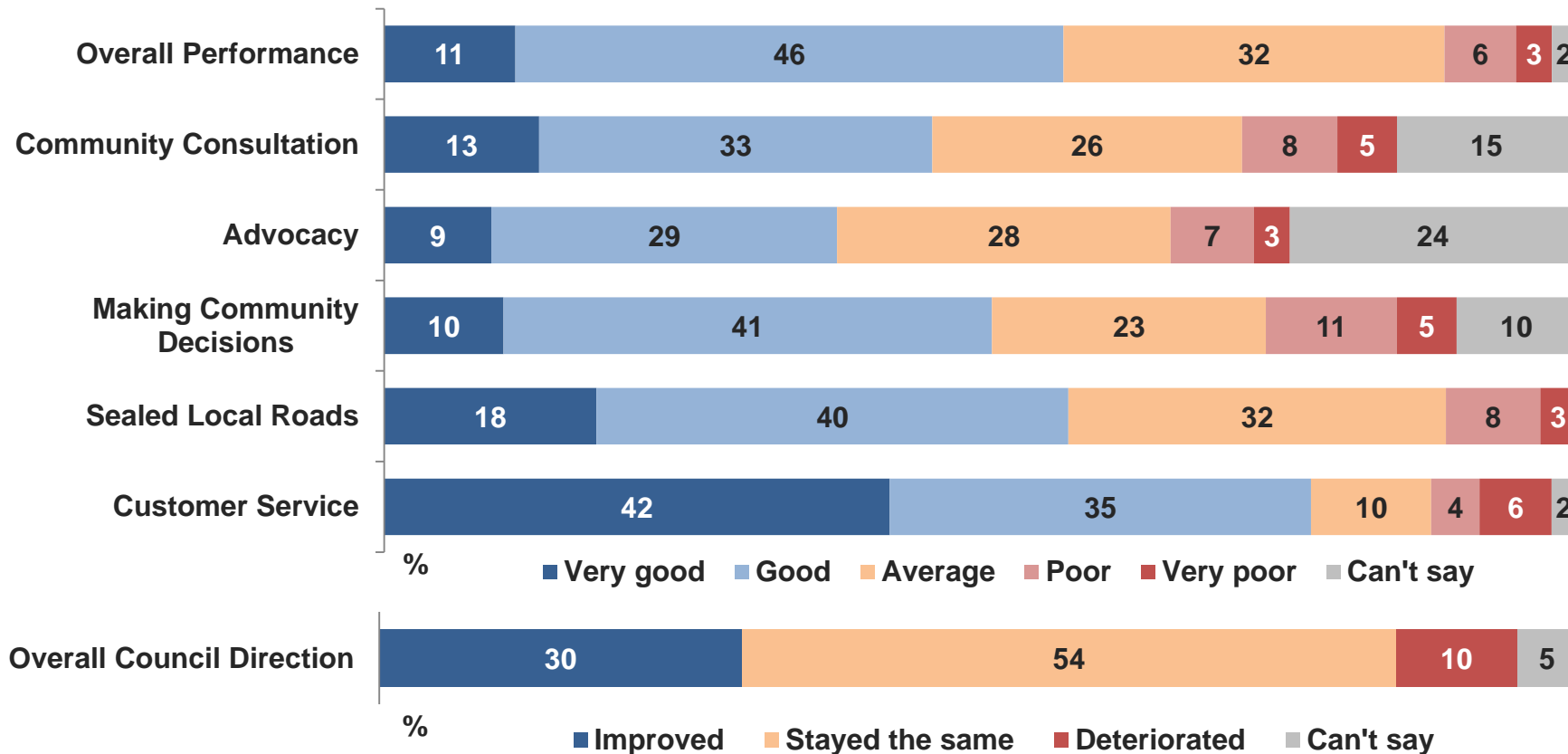
DETAILED ANALYSIS

Performance Measures	Greater Dandenong 2016	vs Greater Dandenong 2015	vs Metro 2016	vs State-wide 2016	Highest score	Lowest score
OVERALL PERFORMANCE	65	Equal	1 point lower	6 points higher	18-34 year olds	35-49 year olds
COMMUNITY CONSULTATION (Community consultation and engagement)	62	1 point higher	4 points higher	8 points higher	18-34 year olds	50-64 year olds
ADVOCACY (Lobbying on behalf of the community)	61	Equal	5 points higher	8 points higher	18-34 year olds	50-64 year olds
MAKING COMMUNITY DECISIONS (Decisions made in the interest of the community)	61	1 point lower	2 points higher	7 points higher	18-34 year olds	35-49 year olds
SEALED LOCAL ROADS (Condition of sealed local roads)	66	1 point lower	1 point lower	12 points higher	18-34 year olds	50-64 year olds
CUSTOMER SERVICE	76	Equal	3 points higher	7 points higher	18-34 year olds	35-49 year olds
OVERALL COUNCIL DIRECTION	61	4 points lower	6 points higher	10 points higher	18-34 year olds	35-49 year olds



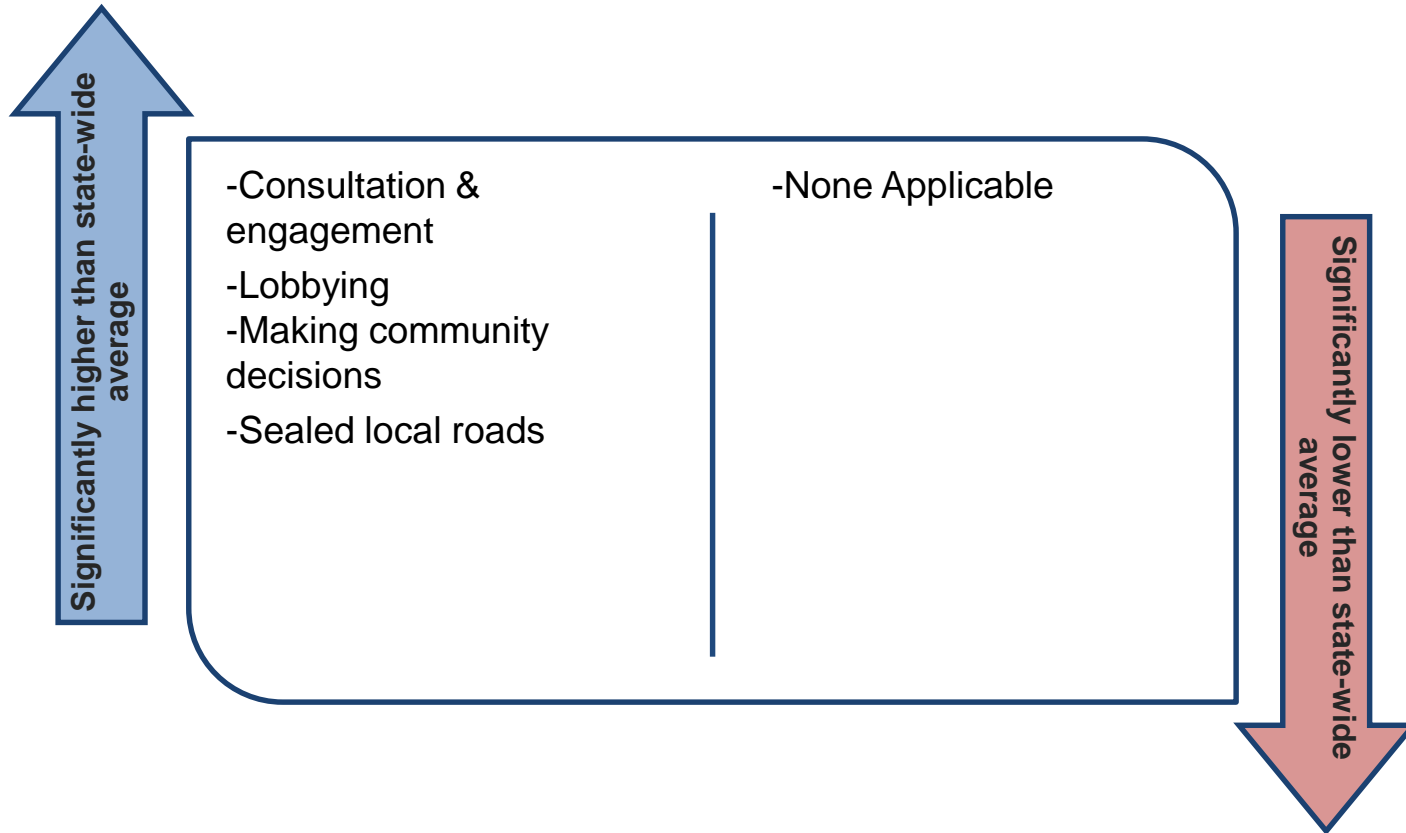
2016 SUMMARY OF KEY COMMUNITY SATISFACTION PERCENTAGE RESULTS

Key Measures Summary Results



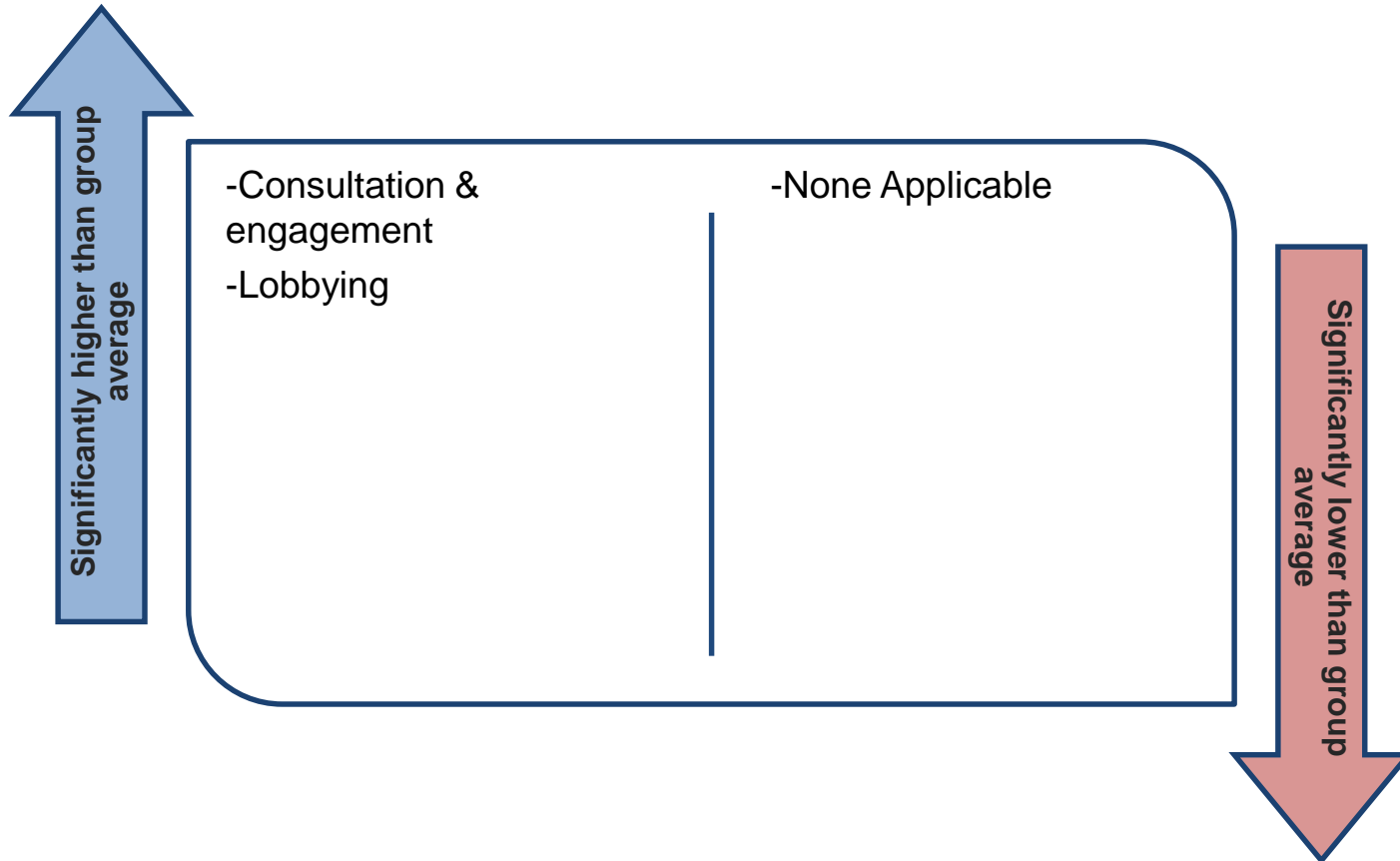
INDIVIDUAL SERVICE AREAS SUMMARY

COUNCIL'S PERFORMANCE VS STATE-WIDE AVERAGE



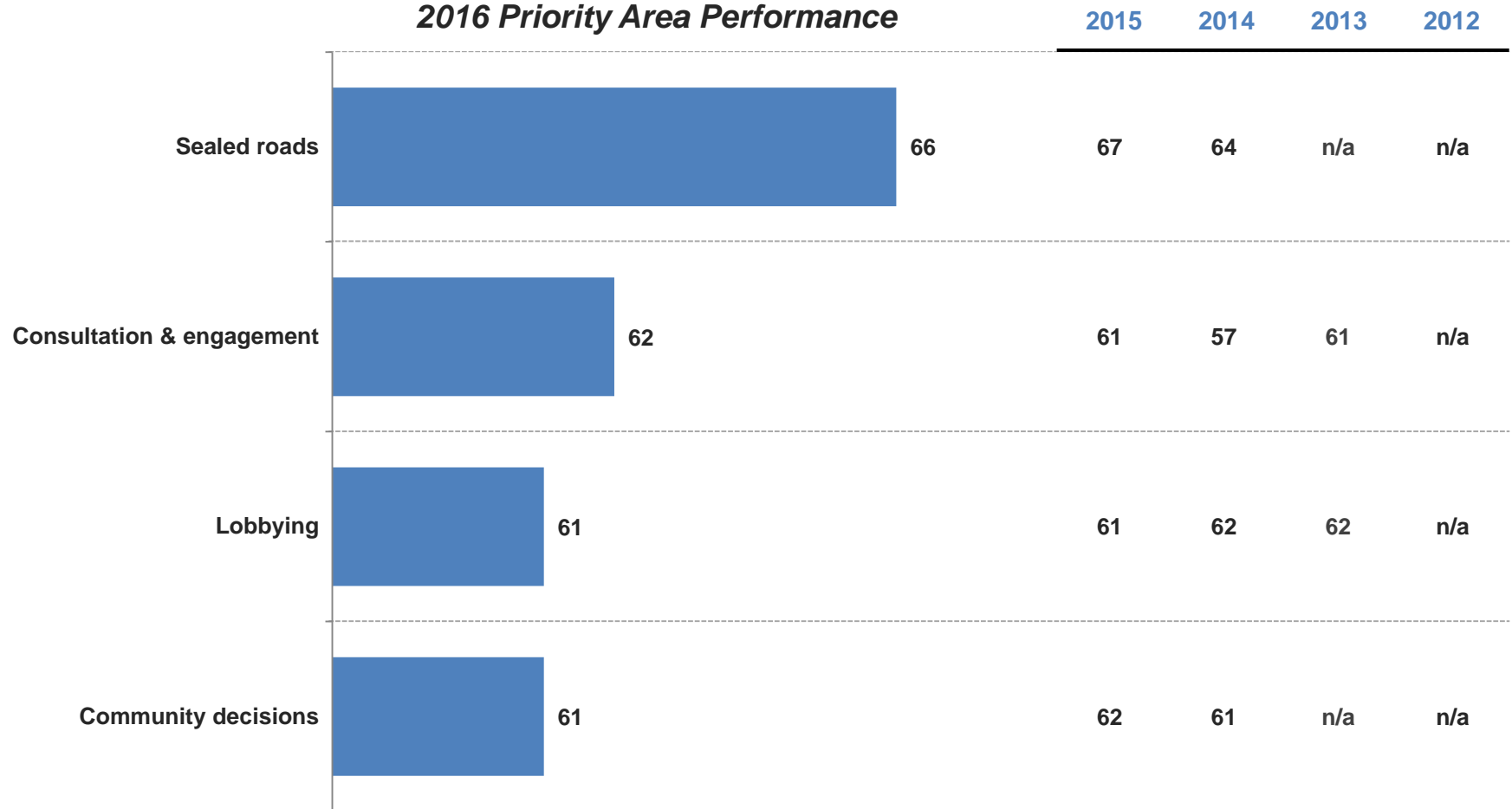
INDIVIDUAL SERVICE AREAS SUMMARY

COUNCIL'S PERFORMANCE VS GROUP AVERAGE



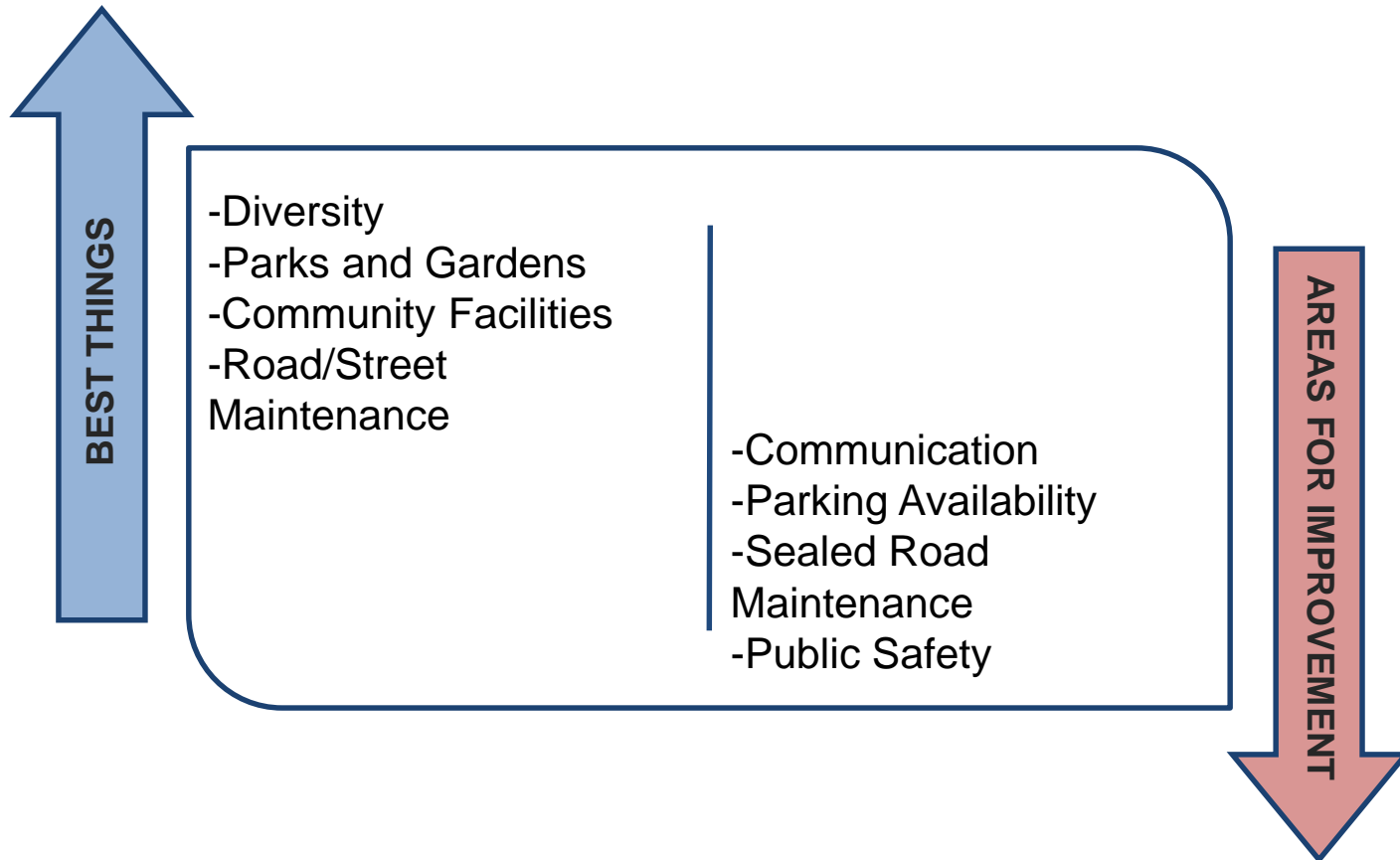
2016 PERFORMANCE SUMMARY

2016 Priority Area Performance



Base: All respondents. Councils asked state-wide: 69
 Note: Please see page 5 for explanation of significant differences

POSITIVES AND AREAS FOR IMPROVEMENT SUMMARY



Note: The proportion of residents nominating 'nothing' in response to the best thing about Greater Dandenong City Council increased from 6% in 2015 to 16% in 2016.

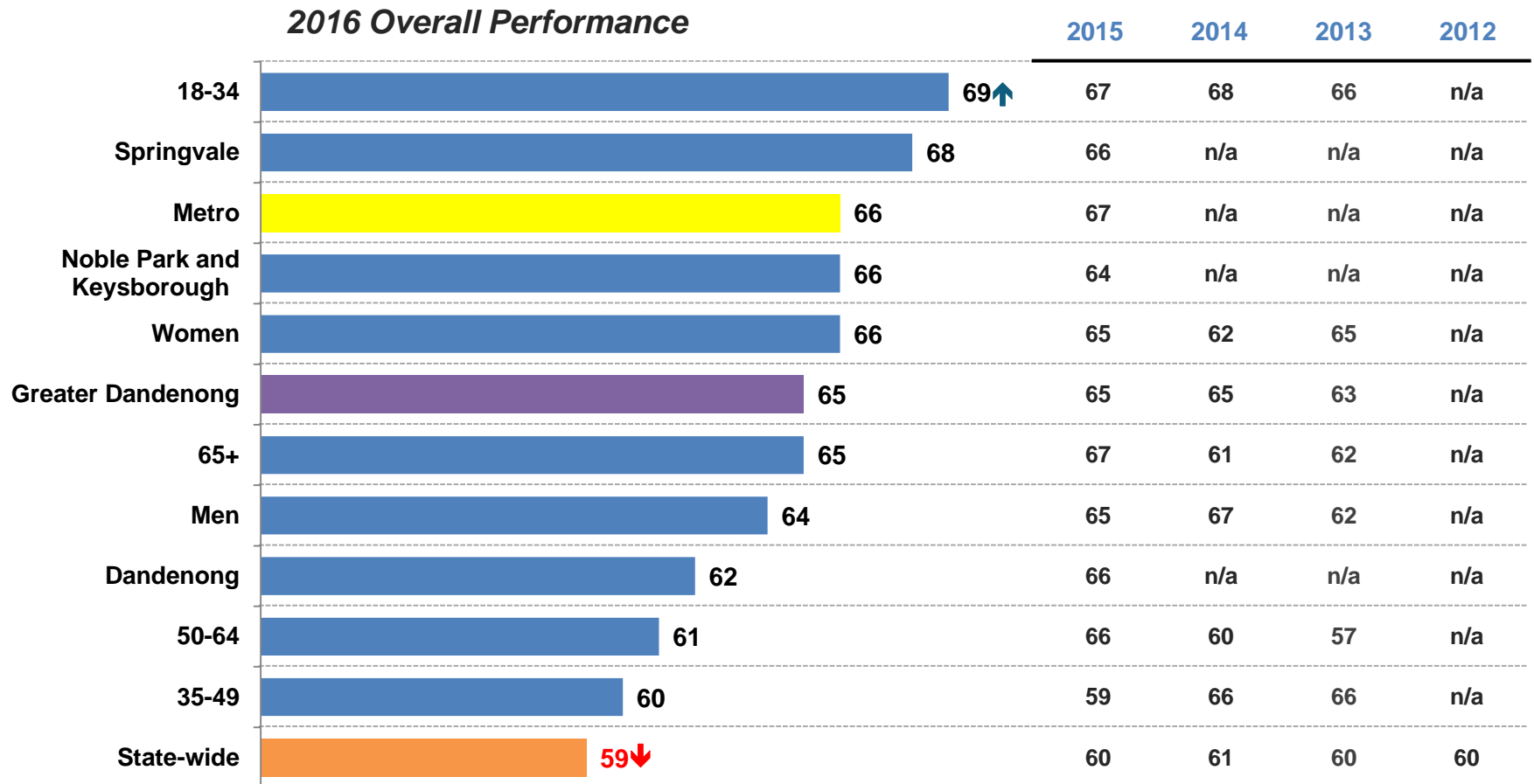
A satellite night view of South America, showing the continent illuminated by city lights and a dense network of roads. The lights are concentrated in major urban centers and along coastal areas. The surrounding oceans are dark, and the text 'DETAILED FINDINGS' is overlaid on the left side of the image.

DETAILED FINDINGS

A satellite night view of South Africa, showing the country's coastline and interior. The land is dark brown, and the sea is dark blue. A dense network of white lines represents roads, and numerous bright yellow and white spots represent city lights. The text "KEY CORE MEASURE" and "OVERALL PERFORMANCE" is overlaid in white, bold, sans-serif font on the left side of the image.

KEY CORE MEASURE
OVERALL PERFORMANCE

OVERALL PERFORMANCE INDEX SCORES



Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Greater Dandenong City Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?

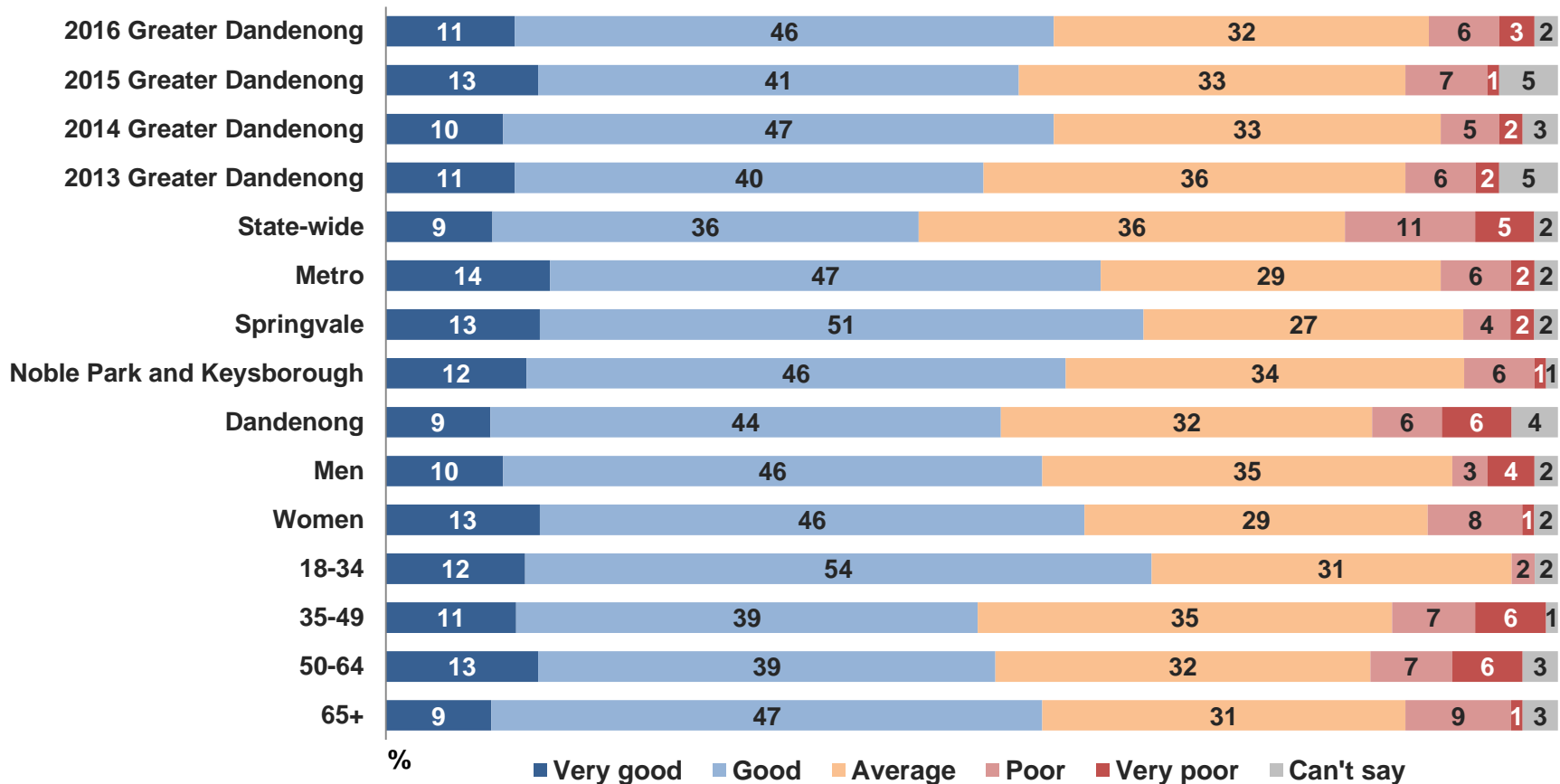
Base: All respondents. Councils asked state-wide: 69 Councils asked group: 18

Note: Please see page 5 for explanation about significant differences

*Caution: small sample size < n=30

OVERALL PERFORMANCE DETAILED PERCENTAGES

2016 Overall Performance



Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Greater Dandenong City Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?

Base: All respondents. Councils asked state-wide: 69 Councils asked group: 18

*Caution: small sample size < n=30



A satellite night view of the United Kingdom, showing city lights and a network overlay. The text "KEY CORE MEASURE CUSTOMER SERVICE" is overlaid on the left side of the image.

**KEY CORE MEASURE
CUSTOMER SERVICE**

CONTACT LAST 12 MONTHS SUMMARY

Overall contact with Greater Dandenong City Council

- 47%, down 8 points on 2015

Most contact with Greater Dandenong City Council

- Aged 50-64 years
- Springvale

Least contact with Greater Dandenong City Council

- Aged 18-34 years
- Men
- Dandenong

Customer Service rating

- Index score of 76, equal points on 2015

Most satisfied with Customer Service

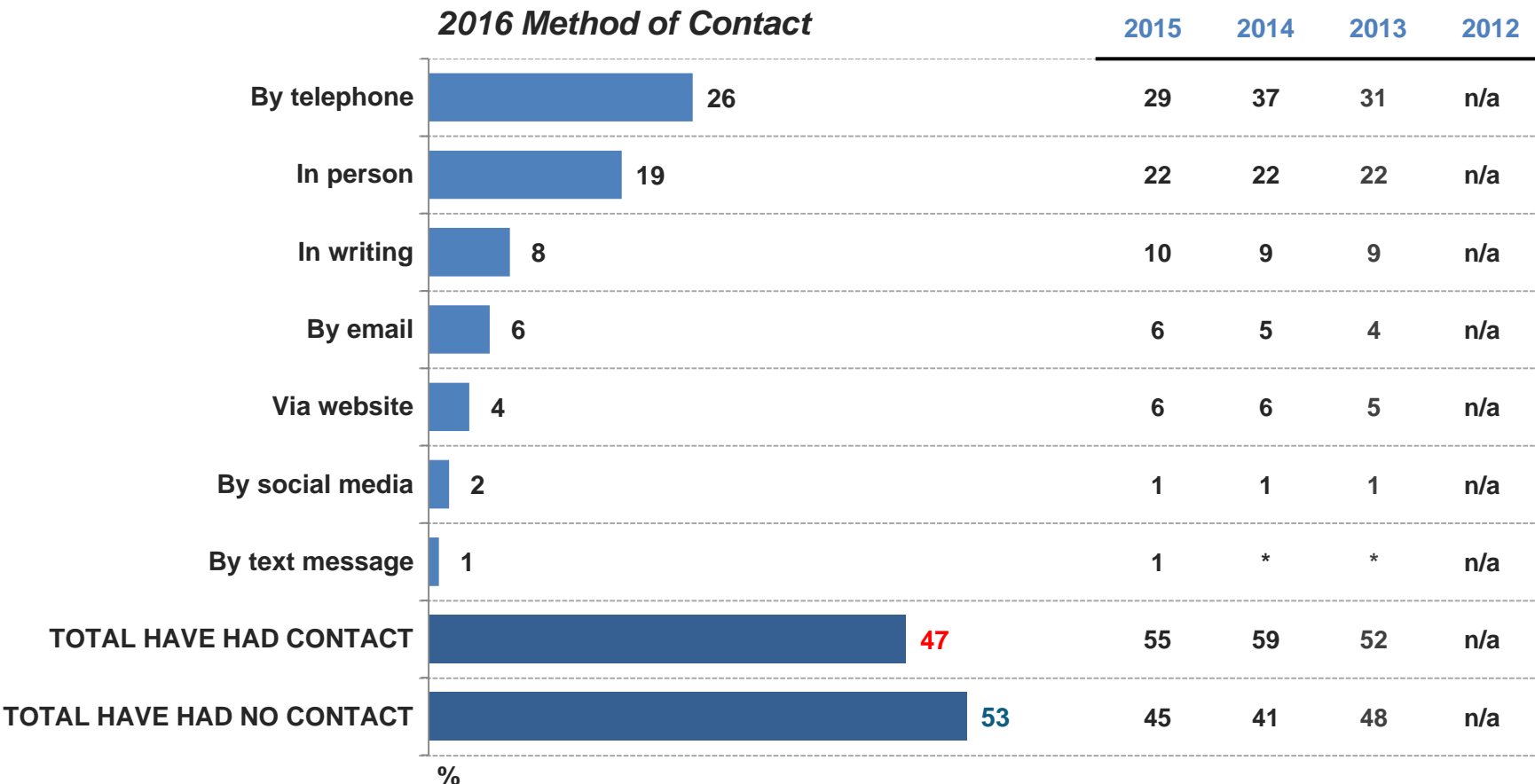
- Aged 18-34 years
- Springvale

Least satisfied with Customer Service

- Aged 35-49 years
- Dandenong

2016 CONTACT WITH COUNCIL LAST 12 MONTHS DETAILED PERCENTAGES INCLUDING METHOD OF CONTACT

2016 Method of Contact



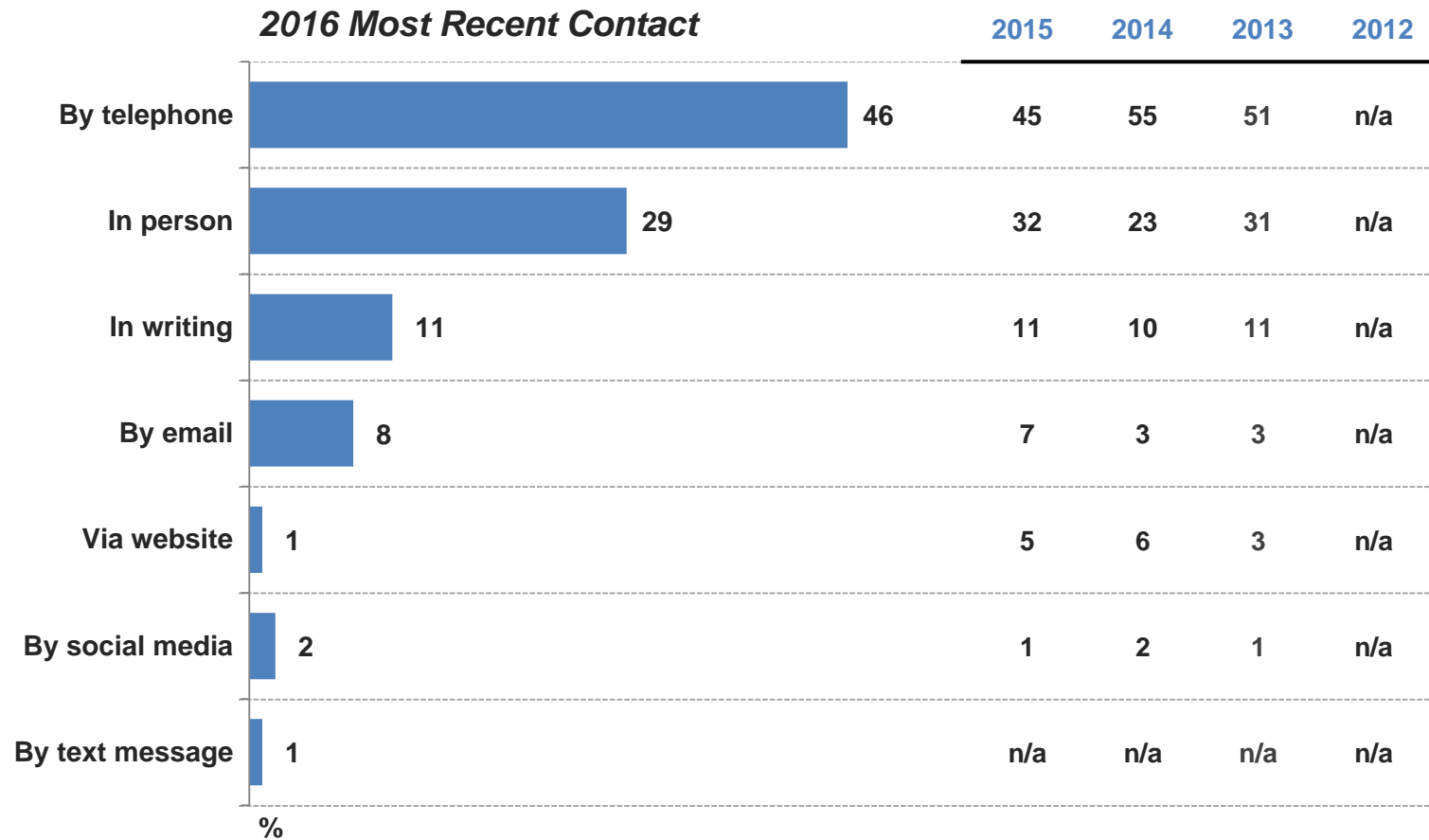
Q5a. Over the last 12 months, have you or any member of your household had any contact with Greater Dandenong City Council in any of the following ways? In person, in writing, by telephone conversation, by text message, by email or via their website or social media such as Facebook or Twitter?

Base: All respondents. Councils asked state-wide: 17 Councils asked group: 4

Note: Respondents could name multiple contacts methods so responses may add to more than 100%

Note: Please see page 5 for explanation about significant differences

2016 CONTACT WITH COUNCIL MOST RECENT METHOD DETAILED PERCENTAGES



Q5b. What was the method of contact for the most recent contact you had with Greater Dandenong City Council?

Base: All respondents who have had contact with Council in the last 12 months.

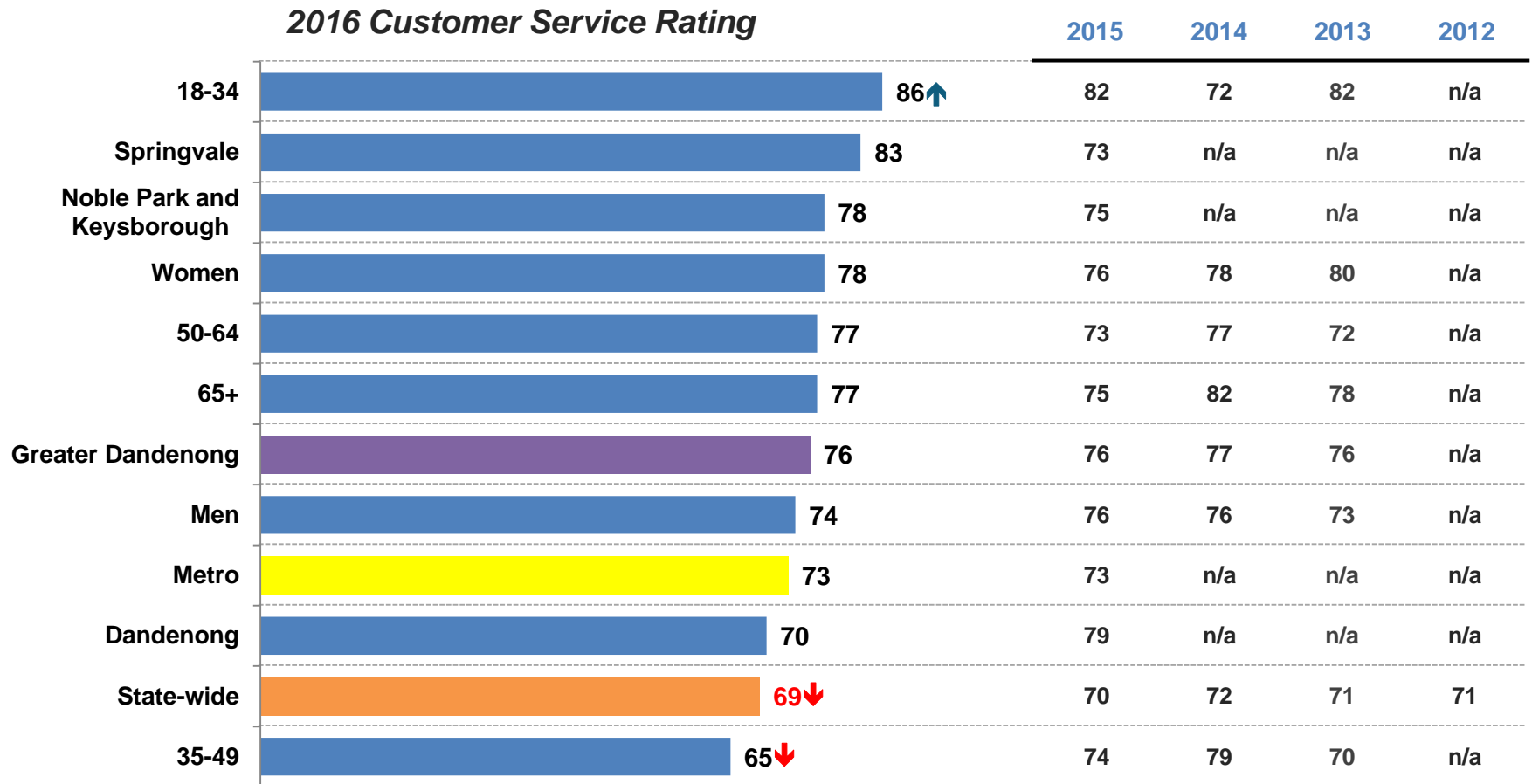
Councils asked state-wide: 17 Councils asked group: 4

Note: Respondents could name multiple contacts methods so responses may add to more than 100%

Note: Please see page 5 for explanation about significant differences. * Caution: small sample size < n=30



2016 CONTACT CUSTOMER SERVICE INDEX SCORES



Q5c. Thinking of the most recent contact, how would you rate Greater Dandenong City Council for customer service?

Please keep in mind we do not mean the actual outcome but rather the actual service that was received.

Base: All respondents who have had contact with Council in the last 12 months.

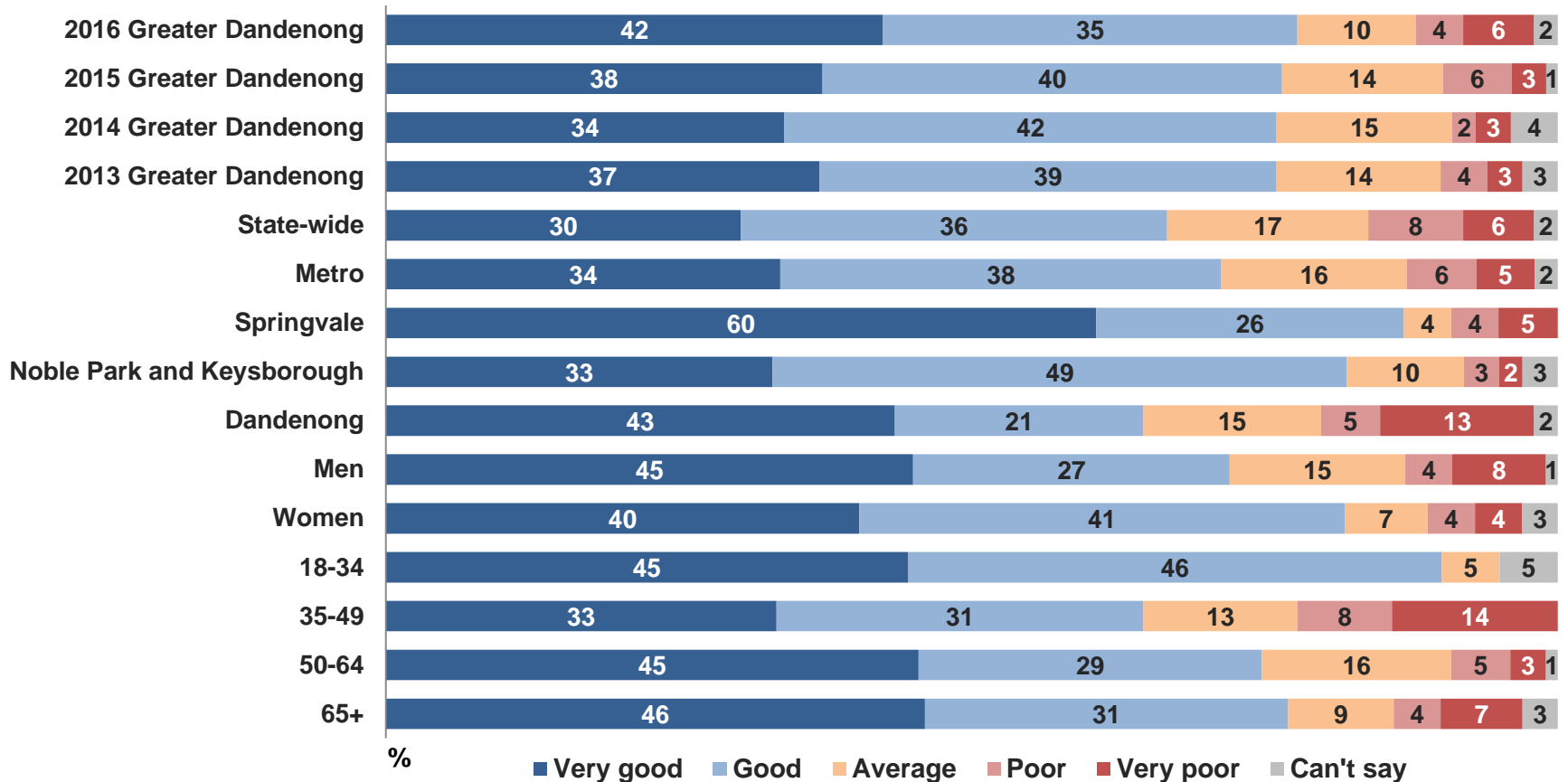
Councils asked state-wide: 69 Councils asked group: 18.

Note: Please see page 5 for explanation about significant differences



2016 CONTACT CUSTOMER SERVICE DETAILED PERCENTAGES

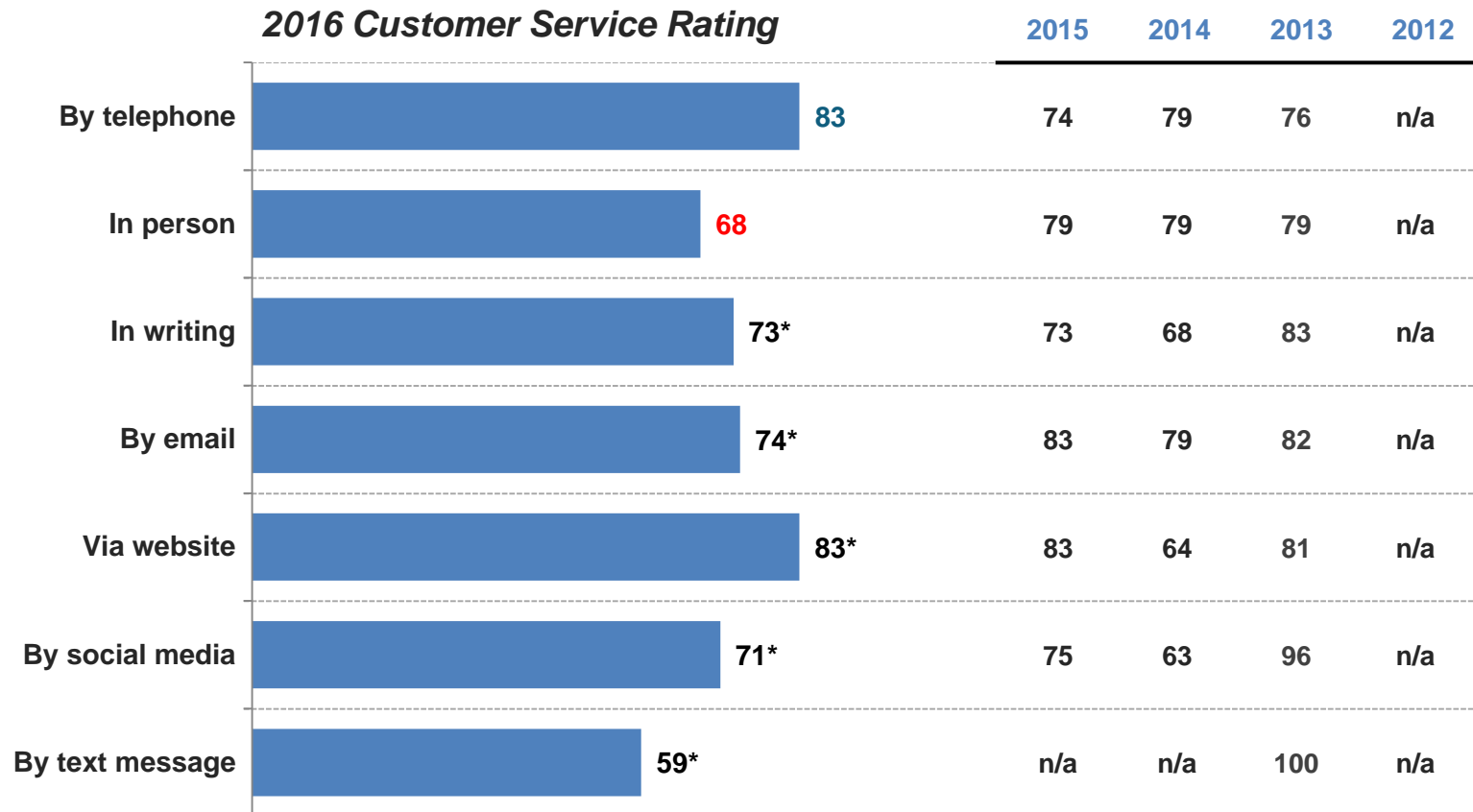
2016 Customer Service Rating



Q5c. Thinking of the most recent contact, how would you rate Greater Dandenong City Council for customer service? Please keep in mind we do not mean the actual outcome but rather the actual service that was received.

Base: All respondents who have had contact with Council in the last 12 months.
Councils asked state-wide: 69 Councils asked group: 18

2016 CONTACT CUSTOMER SERVICE INDEX SCORES BY METHOD OF LAST CONTACT



Q5c. Thinking of the most recent contact, how would you rate Greater Dandenong City Council for customer service?

Please keep in mind we do not mean the actual outcome but rather the actual service that was received.

Base: All respondents who have had contact with Council in the last 12 months.

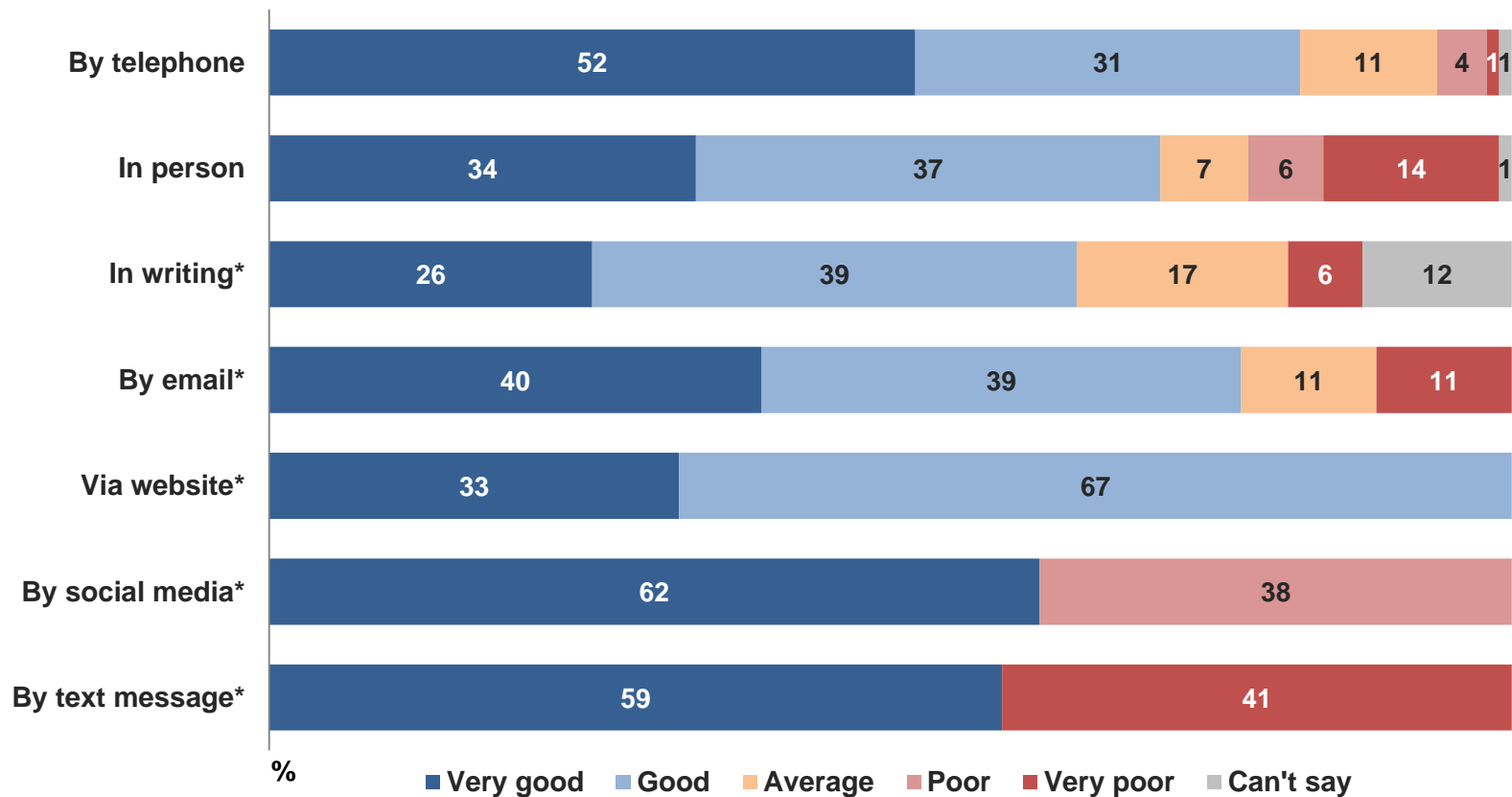
Councils asked state-wide: 17 Councils asked group: 4

Note: Please see page 5 for explanation about significant differences

*Caution: small sample size < n=30

2016 CONTACT CUSTOMER SERVICE DETAILED PERCENTAGES BY METHOD OF LAST CONTACT

2016 Customer Service Rating



Q5c. Thinking of the most recent contact, how would you rate Greater Dandenong City Council for customer service?
Please keep in mind we do not mean the actual outcome but rather the actual service that was received.

Base: All respondents who have had contact with Council in the last 12 months.

Councils asked state-wide: 17 Councils asked group: 4

*Caution: small sample size < n=30





**KEY CORE MEASURE
COUNCIL DIRECTION INDICATORS**

COUNCIL DIRECTION SUMMARY

Council Direction over last 12 months

- 54% stayed about the same, up 3 points on 2015
- 30% improved, down 5 points on 2015
- 10% deteriorated, up 3 points on 2015

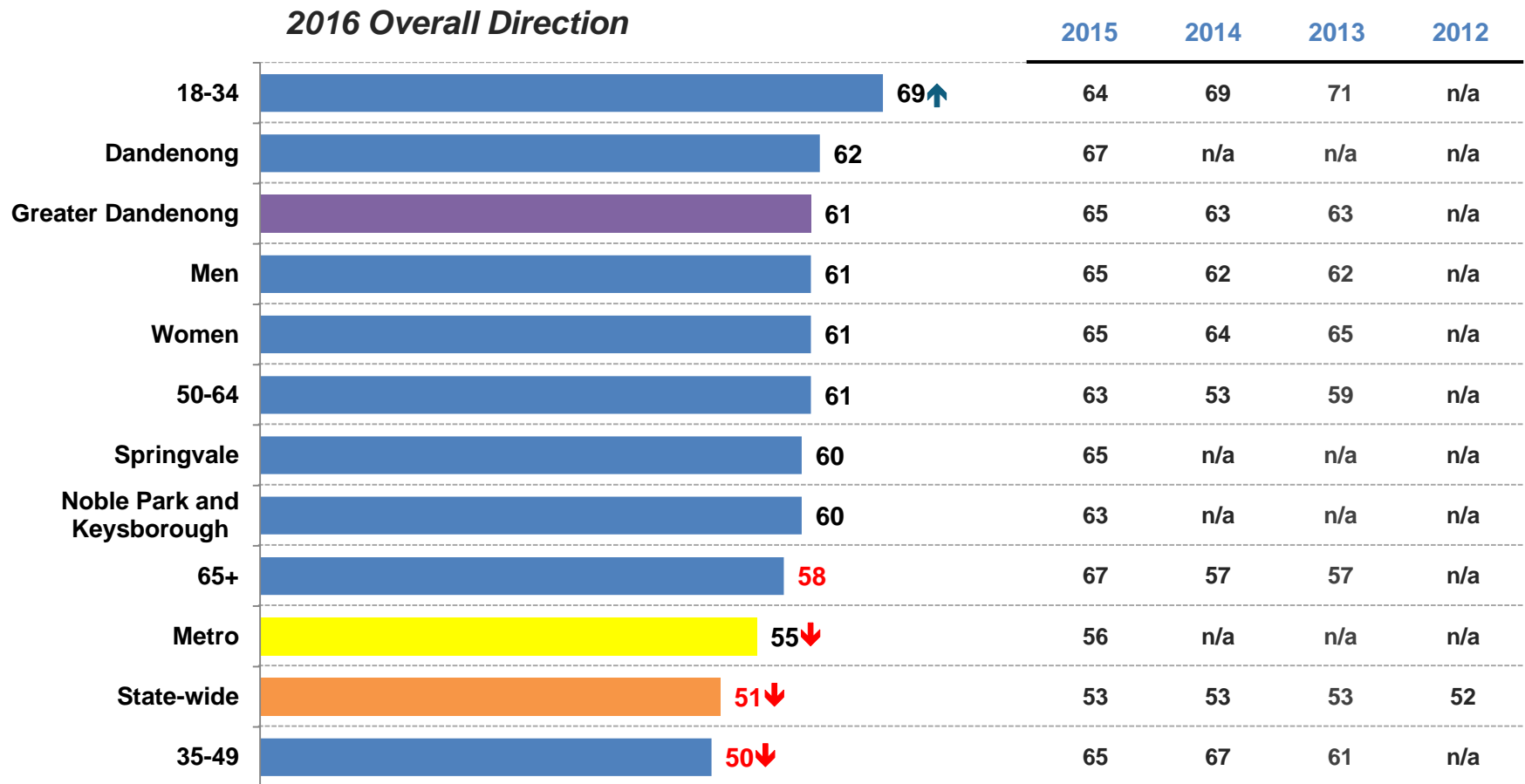
Most satisfied with Council Direction

- Aged 18-34 years

Least satisfied with Council Direction

- Aged 35-49 years

2016 OVERALL COUNCIL DIRECTION LAST 12 MONTHS INDEX SCORES



Q6. Over the last 12 months, what is your view of the direction of Greater Dandenong City Council's overall performance?

Base: All respondents. Councils asked state-wide: 69 Councils asked group: 18

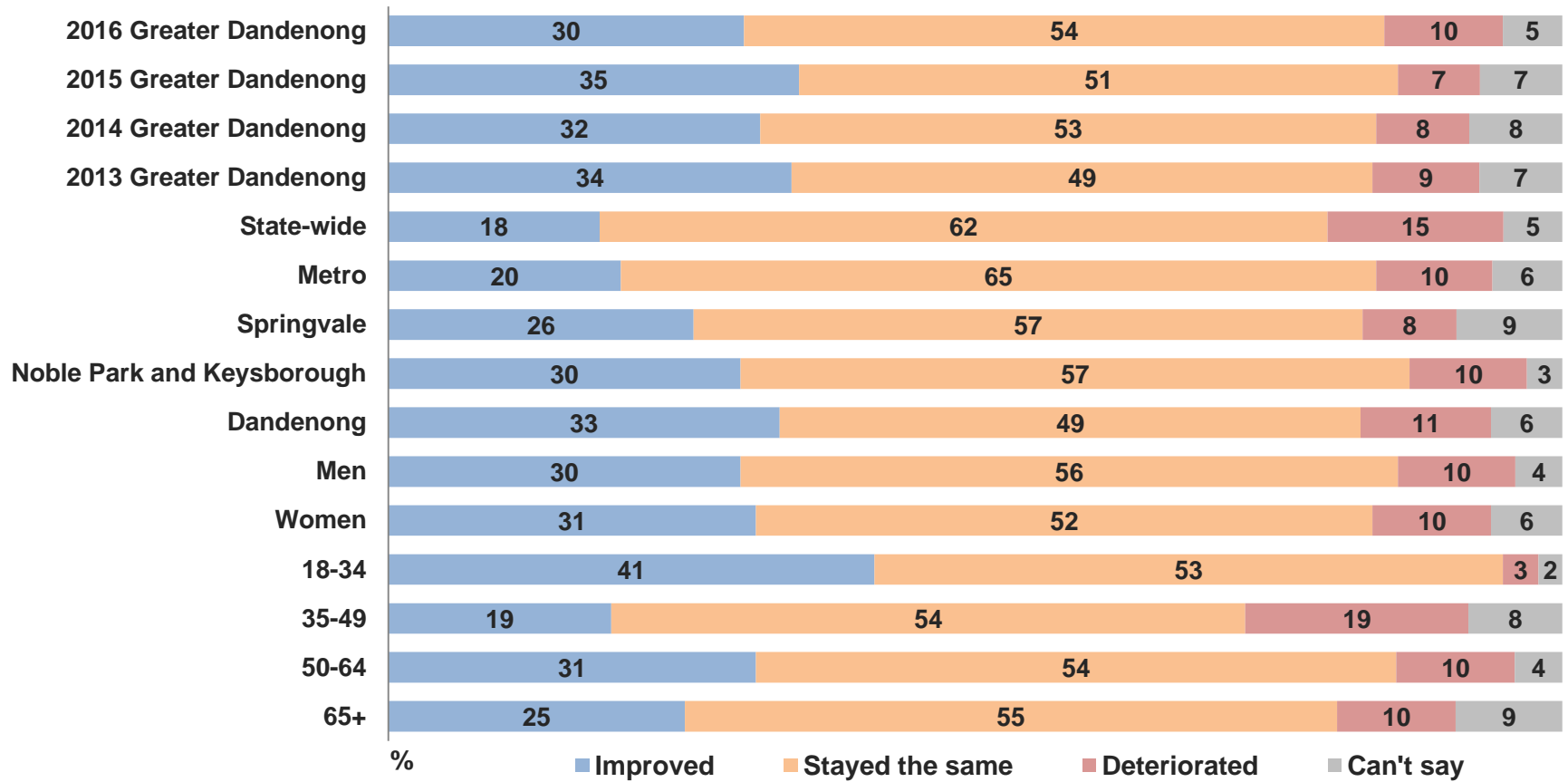
Note: Please see page 5 for explanation about significant differences



2016 OVERALL COUNCIL DIRECTION LAST 12 MONTHS

DETAILED PERCENTAGES

2016 Overall Direction



Q6. Over the last 12 months, what is your view of the direction of Greater Dandenong City Council's overall performance?

Base: All respondents. Councils asked state-wide: 69 Councils asked group: 18



A satellite night view of South America, showing the continent's outline and major cities illuminated by lights. The lights are concentrated in the eastern and southern coastal regions, with a prominent bright cluster in the southeast. The surrounding oceans are dark, and the landmasses are visible in shades of brown and green.

POSITIVES AND AREAS FOR IMPROVEMENT

2016 BEST THINGS ABOUT COUNCIL

DETAILED PERCENTAGES

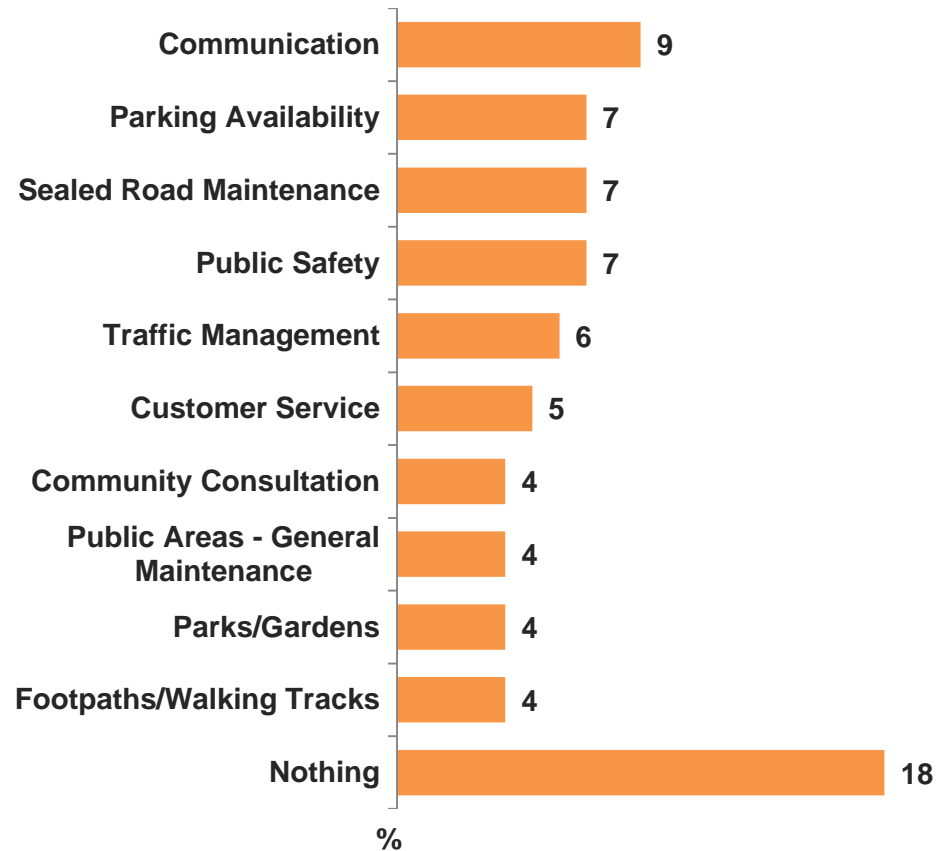
2016 Best Aspects



Q16. Please tell me what is the ONE BEST thing about Greater Dandenong City Council? It could be about any of the issues or services we have covered in this survey or it could be about something else altogether?
 Base: All respondents. Councils asked state-wide: 24 Councils asked group: 7

2016 SERVICES TO IMPROVE DETAILED PERCENTAGES

2016 Areas for Improvement

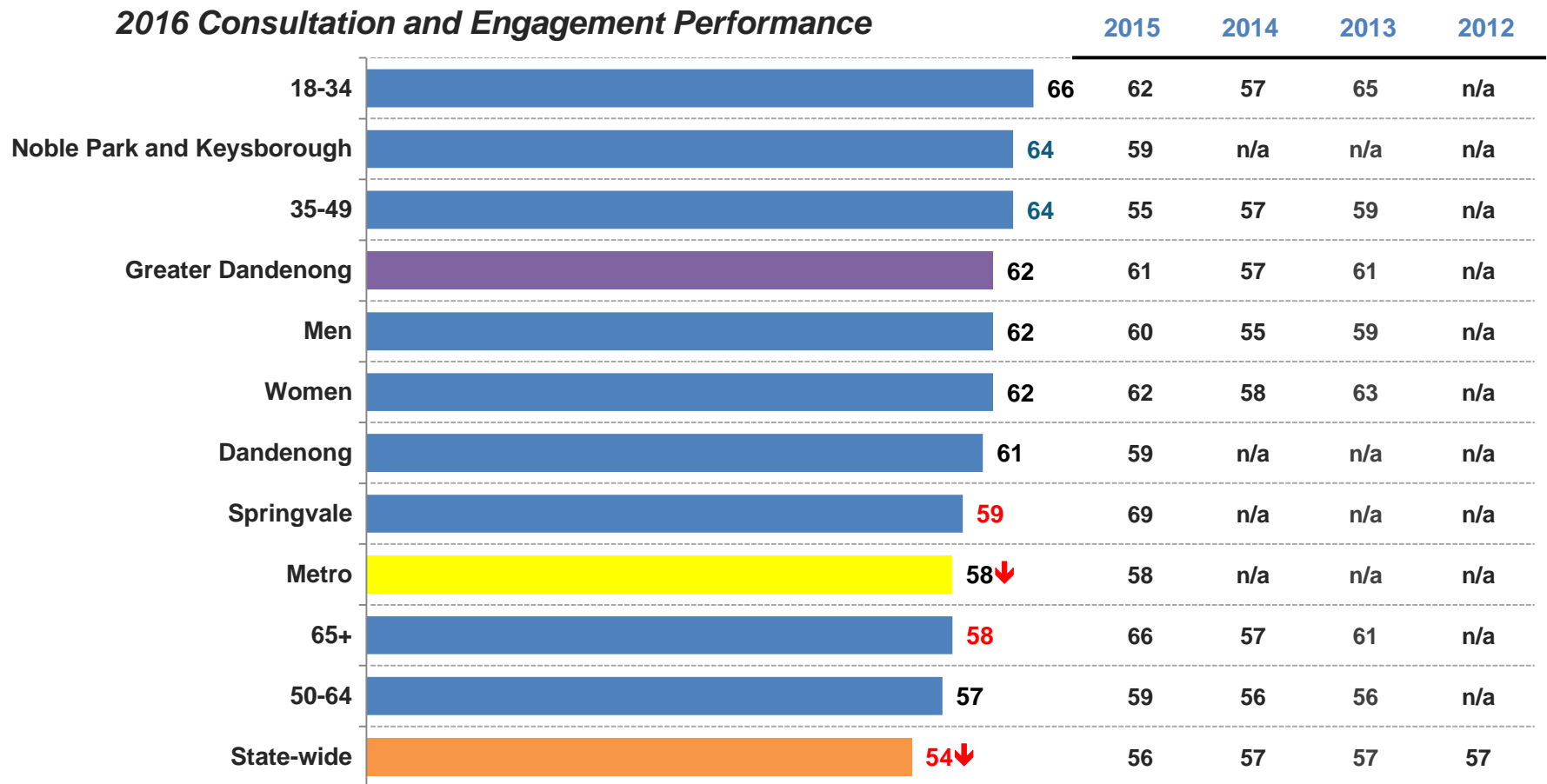


Q17. What does Greater Dandenong City Council MOST need to do to improve its performance?
Base: All respondents. Councils asked state-wide: 37 Councils asked group: 12

A satellite night view of the United States, showing the glowing outlines of individual service areas. The map is centered on the continental United States, with Alaska and Hawaii visible. The service areas are represented by a network of glowing yellow and white lines, indicating the extent of each service area. The text "INDIVIDUAL SERVICE AREAS" is overlaid in the center of the map.

INDIVIDUAL SERVICE AREAS

2016 COMMUNITY CONSULTATION AND ENGAGEMENT PERFORMANCE INDEX SCORES



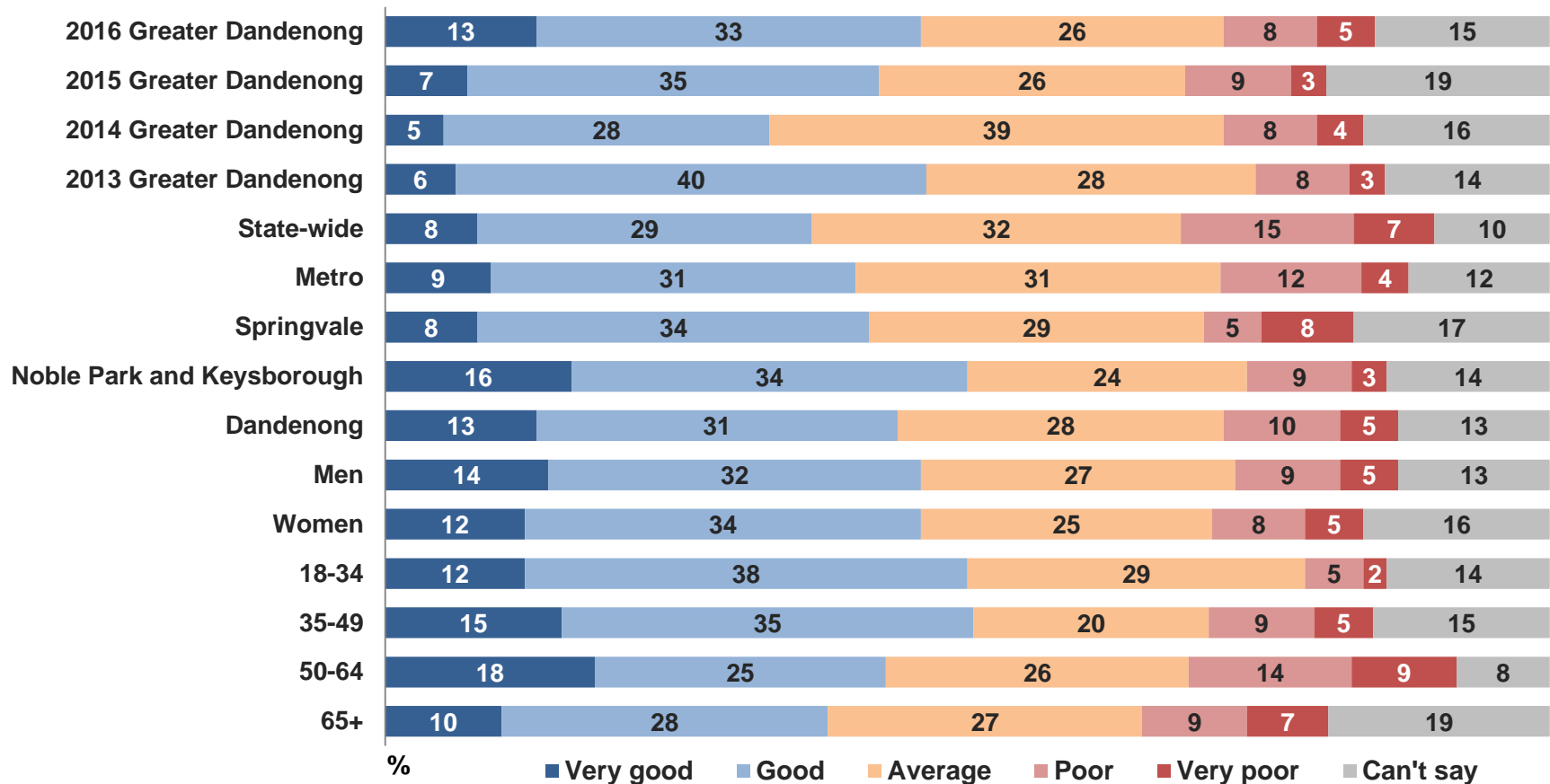
Q2. How has Council performed on 'community consultation and engagement' over the last 12 months?

Base: All respondents. Councils asked state-wide: 69 Councils asked group: 18

Note: Please see slide 5 for explanation about significant differences

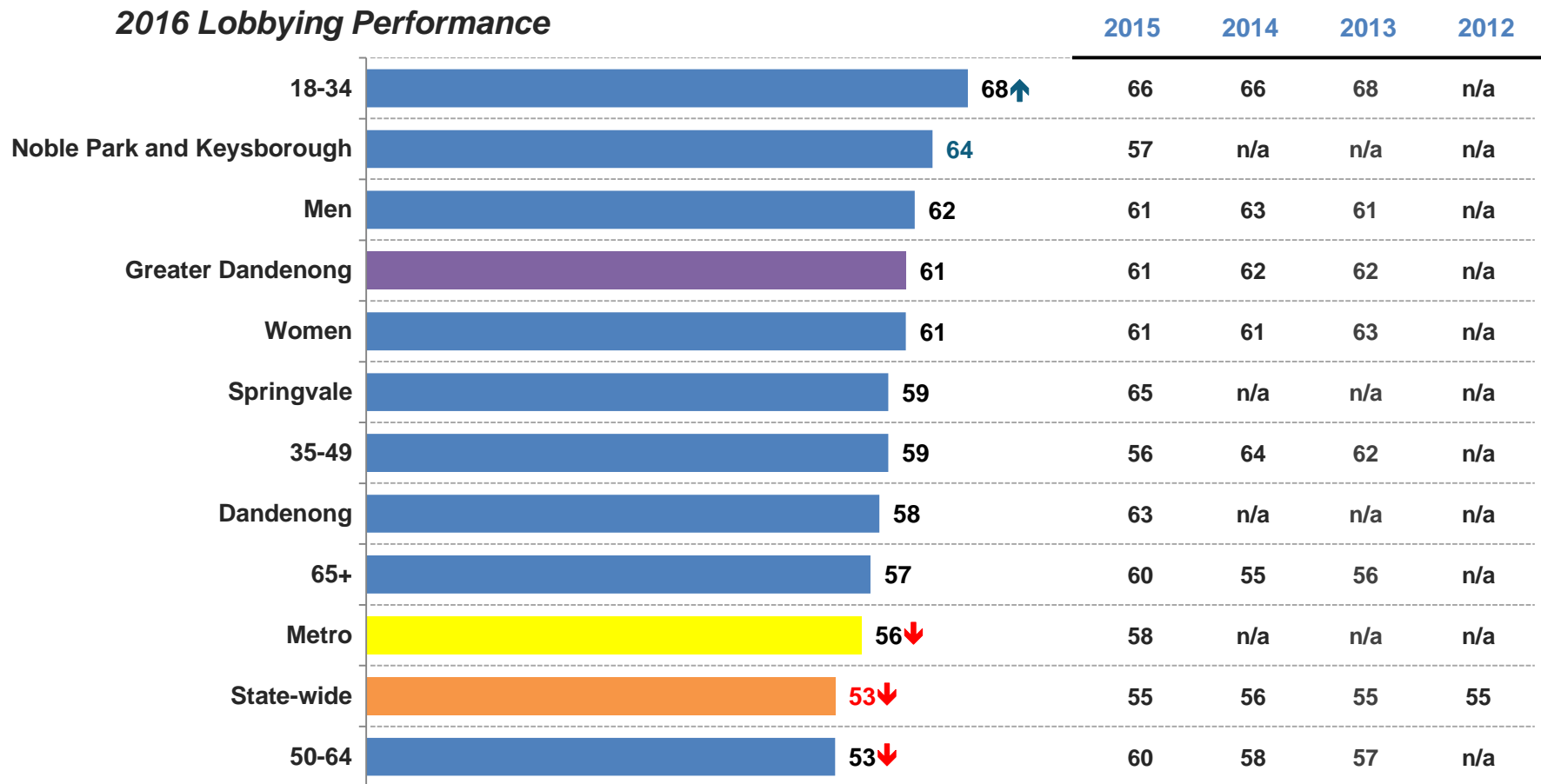
2016 COMMUNITY CONSULTATION AND ENGAGEMENT PERFORMANCE DETAILED PERCENTAGES

2016 Consultation and Engagement Performance



Q2. How has Council performed on 'community consultation and engagement' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 69 Councils asked group: 18

2016 LOBBYING ON BEHALF OF THE COMMUNITY PERFORMANCE INDEX SCORES



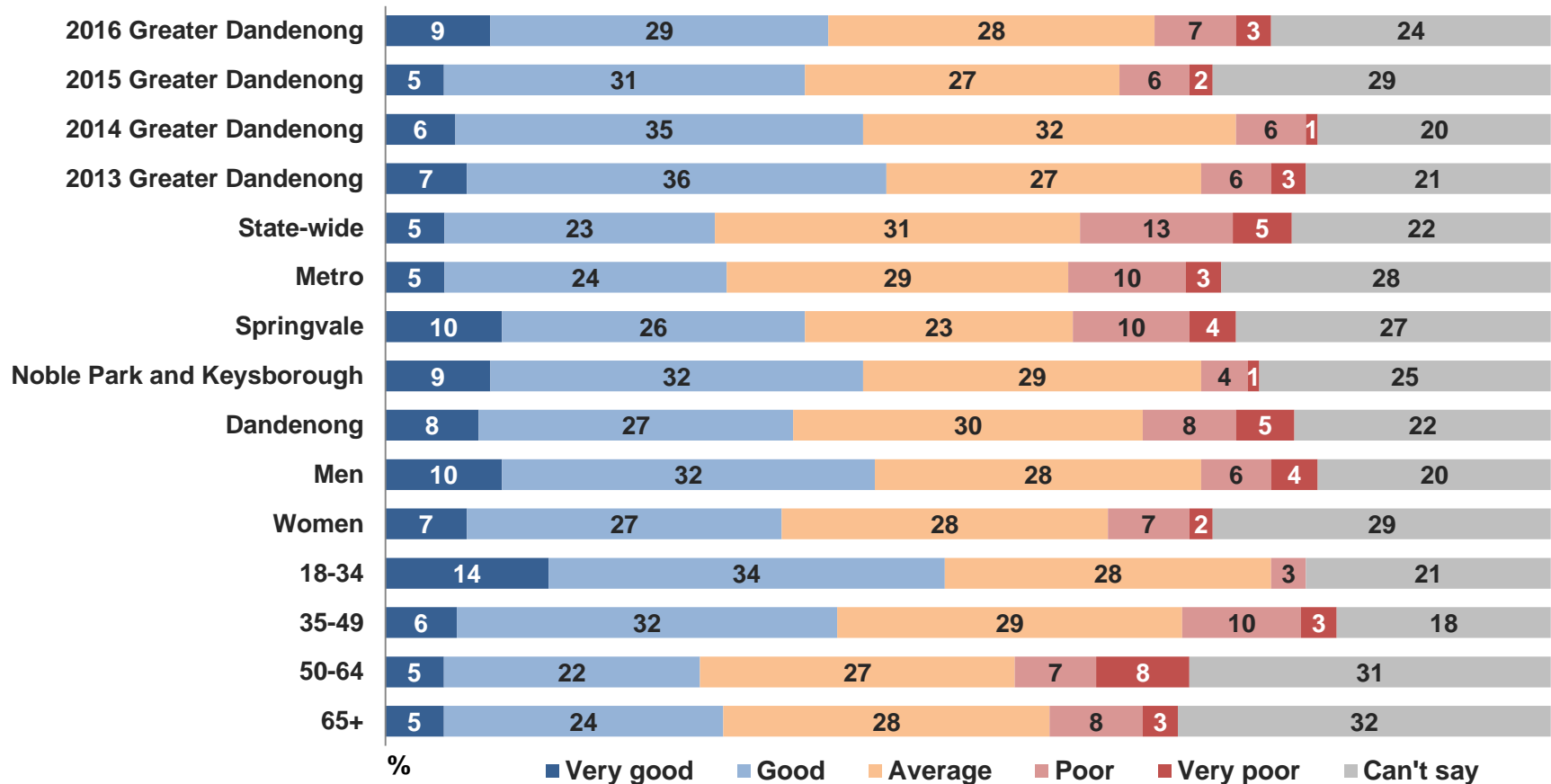
Q2. How has Council performed on 'lobbying on behalf of the community' over the last 12 months?

Base: All respondents. Councils asked state-wide: 69 Councils asked group: 18

Note: Please see slide 5 for explanation about significant differences

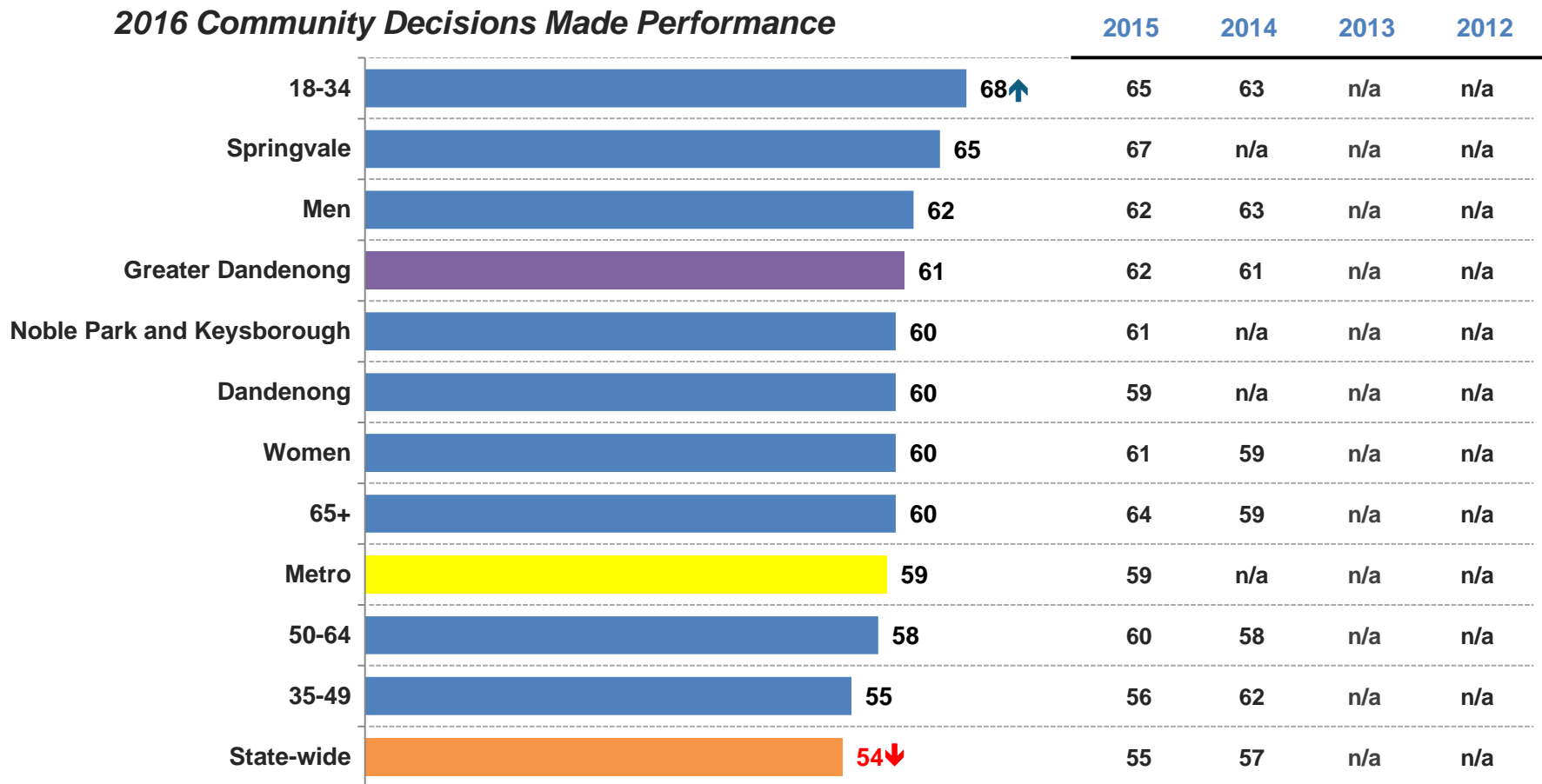
2016 LOBBYING ON BEHALF OF THE COMMUNITY PERFORMANCE DETAILED PERCENTAGES

2016 Lobbying Performance



Q2. How has Council performed on 'lobbying on behalf of the community' over the last 12 months?
Base: All respondents. Councils asked state-wide: 69 Councils asked group: 18

2016 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY PERFORMANCE INDEX SCORES



Q2. How has Council performed on 'decisions made in the interest of the community' over the last 12 months?

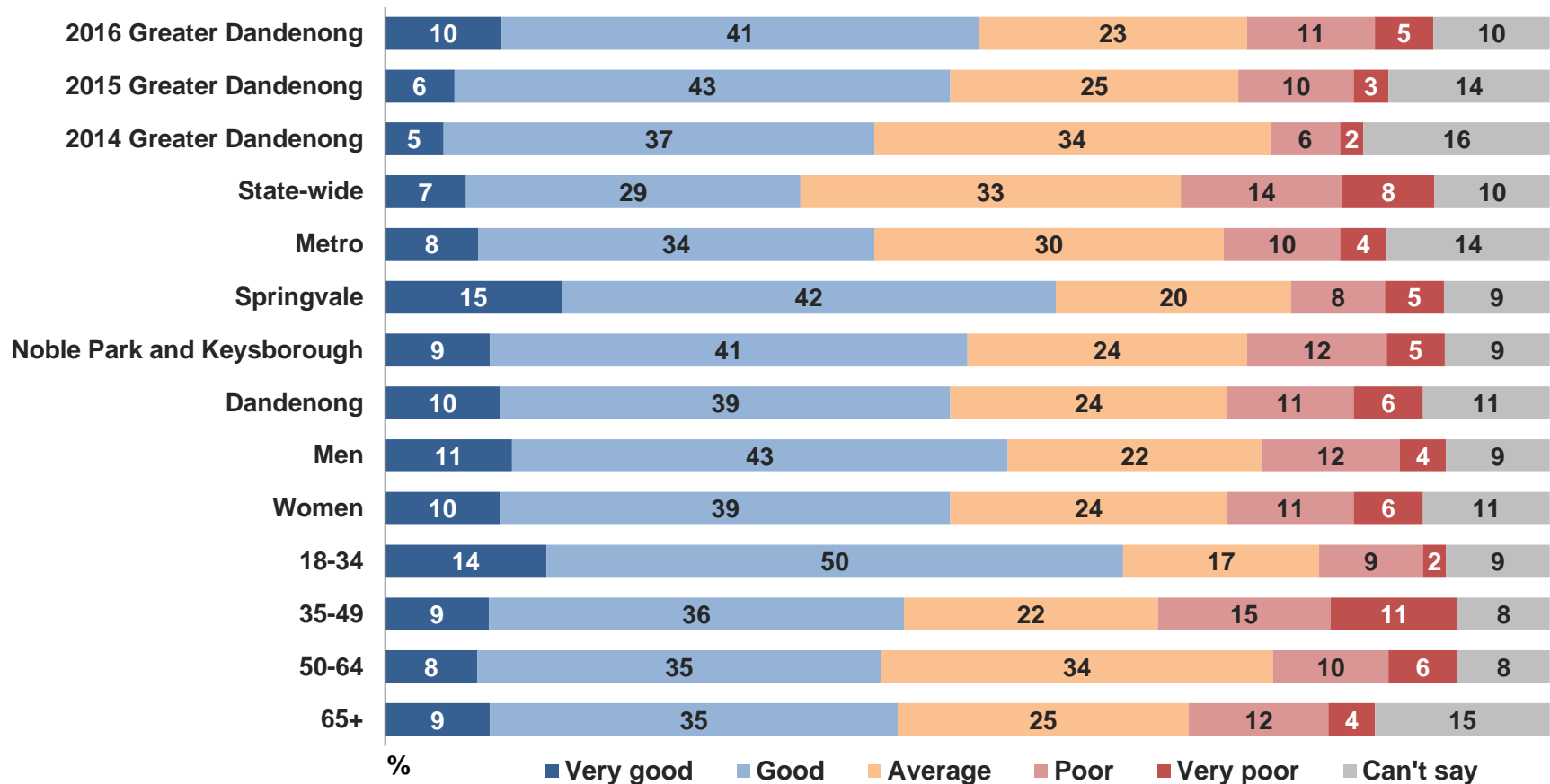
Base: All respondents. Councils asked state-wide: 69 Councils asked group: 18

Note: Please see slide 5 for explanation about significant differences

2016 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY

PERFORMANCE DETAILED PERCENTAGES

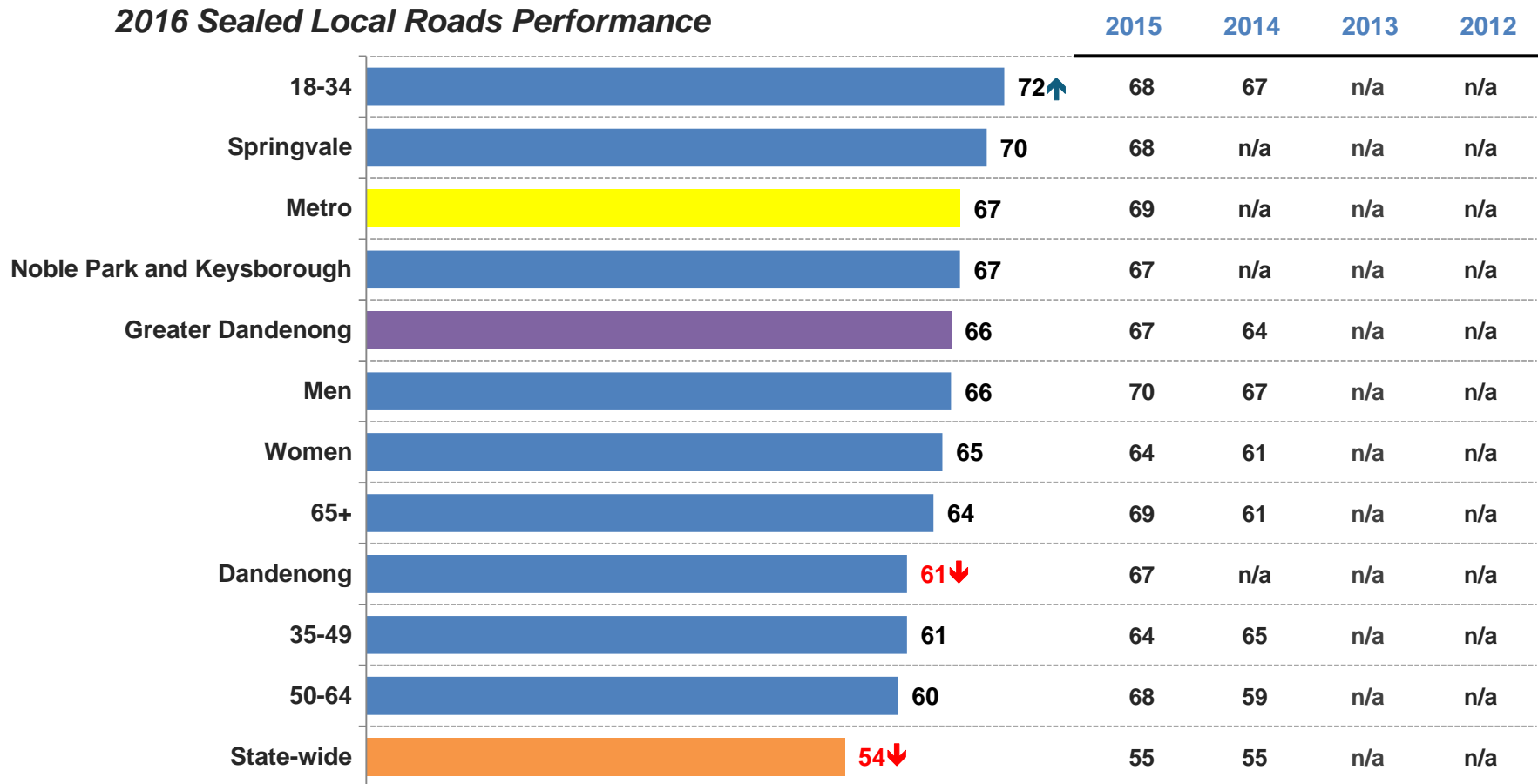
2016 Community Decisions Made Performance



Q2. How has Council performed on 'decisions made in the interest of the community' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 69 Councils asked group: 18

2016 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA PERFORMANCE INDEX SCORES

2016 Sealed Local Roads Performance



Q2. How has Council performed on 'the condition of sealed local roads in your area' over the last 12 months?

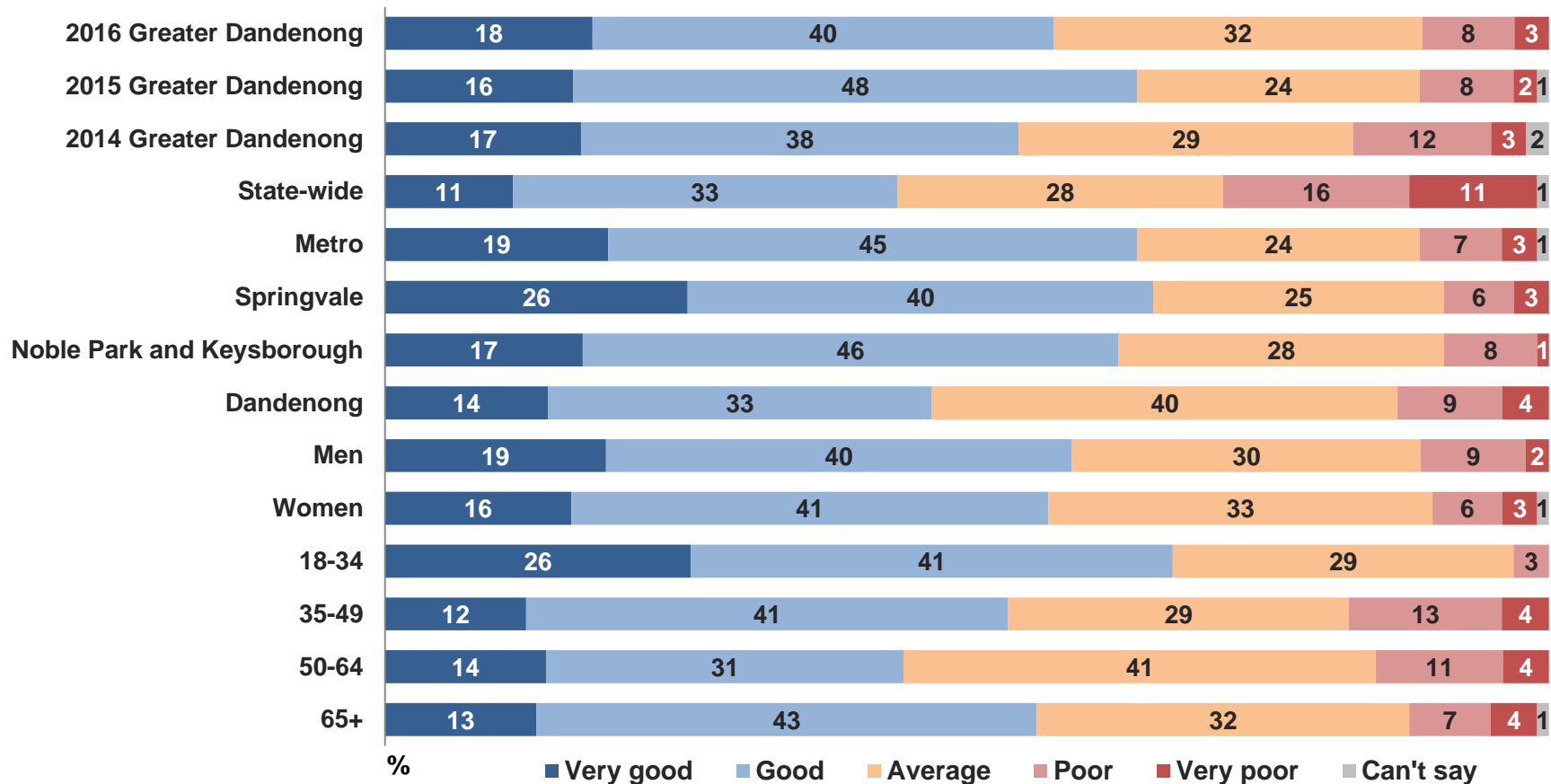
Base: All respondents. Councils asked state-wide: 69 Councils asked group: 18

Note: Please see slide 5 for explanation about significant differences

2016 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA

PERFORMANCE DETAILED PERCENTAGES

2016 Sealed Local Roads Performance



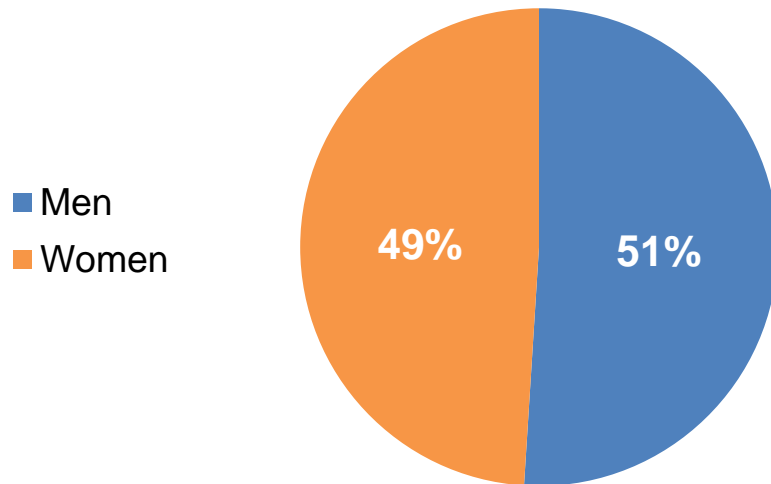
Q2. How has Council performed on 'the condition of sealed local roads in your area' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 69 Councils asked group: 18

A satellite night view of South America, showing the continent's outline against the dark ocean. The landmass is illuminated by a dense network of glowing yellow and white lights, representing city lights and road networks. The lights are most concentrated in the eastern and southern coastal regions, with several major urban centers appearing as bright, multi-pointed starbursts. The surrounding ocean is dark blue, and the overall scene is a high-contrast, detailed representation of the continent's infrastructure and population density.

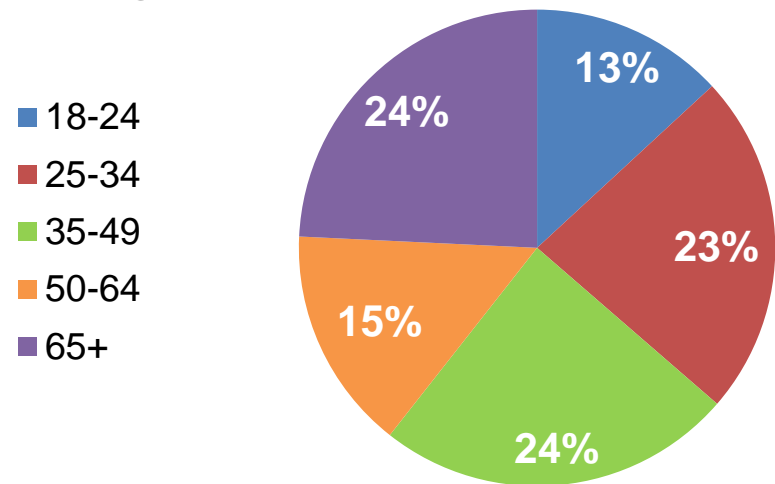
DETAILED DEMOGRAPHICS

2016 GENDER AND AGE PROFILE

Gender



Age



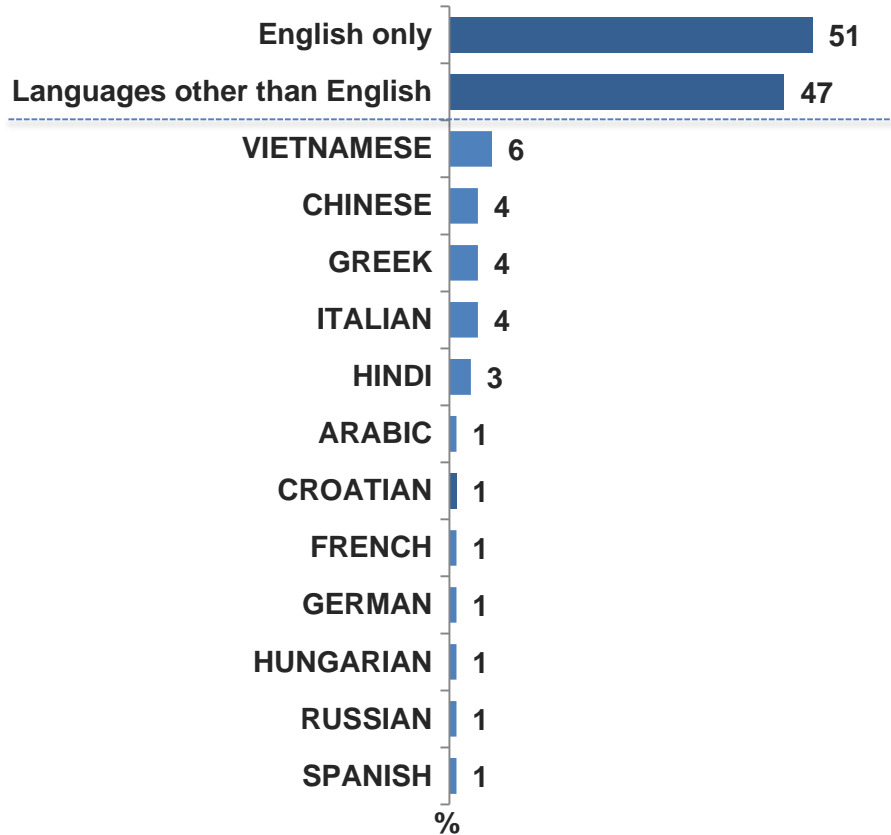
Please note that for the reason of simplifying reporting, interlocking age and gender reporting has not been included in this report. Interlocking age and gender analysis is still available in the dashboard and data tables provided alongside this report.

S3. [Record gender] / S4. To which of the following age groups do you belong?
 Base: All respondents. Councils asked state-wide: 69 Councils asked group: 18

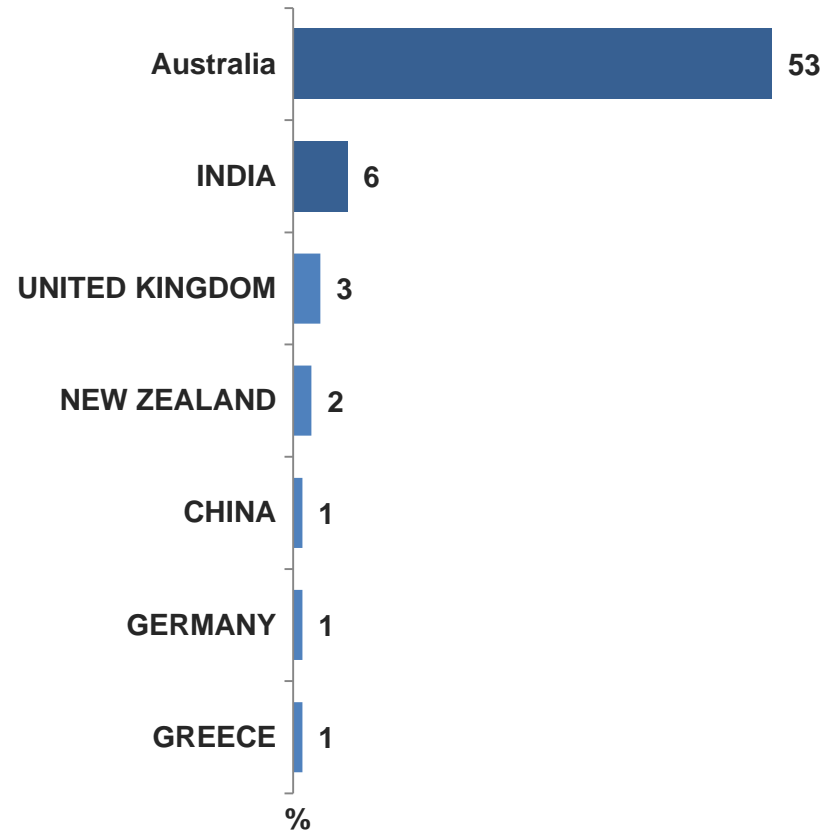
2016 LANGUAGES SPOKEN AT HOME 2016

COUNTRIES OF BIRTH

2016 Languages Spoken



2016 Countries of Birth



Q11. What languages, other than English, are spoken regularly in your home?

Base: All respondents. Councils asked state-wide: 4 Councils asked group: 4

Note: Respondents could name multiple contacts methods so responses may add to more than 100%

Q12. Could you please tell me which country you were born in?

Base: All respondents. Councils asked state-wide: 2 Councils asked group: 2



**APPENDIX A:
DETAILED SURVEY TABULATIONS**

AVAILABLE IN SUPPLIED EXCEL FILE

A satellite night view of the United States, showing the glowing network of roads and city lights against the dark landscape. The text is overlaid on the left side of the image.

**APPENDIX B:
FURTHER PROJECT INFORMATION**

APPENDIX B: BACKGROUND AND OBJECTIVES

The survey was revised in 2012. As a result:

- The survey is now conducted as a representative random probability survey of residents aged 18 years or over in local councils, whereas previously it was conducted as a ‘head of household’ survey.
- As part of the change to a representative resident survey, results are now weighted post survey to the known population distribution of Greater Dandenong City Council according to the most recently available Australian Bureau of Statistics population estimates, whereas the results were previously not weighted.
- The service responsibility area performance measures have changed significantly and the rating scale used to assess performance has also changed.

As such, the results of the 2012 State-wide Local Government Community Satisfaction Survey should be considered as a benchmark. Please note that comparisons should not be made with the State-wide Local Government Community Satisfaction Survey results from 2011 and prior due to the methodological and sampling changes. **Comparisons in the period 2012-2016 have been made throughout this report as appropriate.**

APPENDIX B:

MARGINS OF ERROR

The sample size for the 2016 State-wide Local Government Community Satisfaction Survey for Greater Dandenong City Council was n=400. Unless otherwise noted, this is the total sample base for all reported charts and tables.

The maximum margin of error on a sample of approximately n=400 interviews is +/-4.9% at the 95% confidence level for results around 50%. Margins of error will be larger for any sub-samples. As an example, a result of 50% can be read confidently as falling midway in the range 45.1% - 54.9%.

Maximum margins of error are listed in the table below, based on a population of 117,000 people aged 18 years or over for Greater Dandenong City Council, according to ABS estimates.

Demographic	Actual survey sample size	Weighted base	Maximum margin of error at 95% confidence interval
Greater Dandenong City Council	400	400	+/-4.9
Men	166	203	+/-7.6
Women	234	197	+/-6.4
Springvale	75	80	+/-11.4
Noble Park and Keysborough	174	183	+/-7.4
Dandenong	151	137	+/-8.0
18-34 years	58	144	+/-13.0
35-49 years	70	98	+/-11.8
50-64 years	103	61	+/-9.7
65+ years	169	98	+/-7.6

APPENDIX B:

ANALYSIS AND REPORTING

All participating councils are listed in the state-wide report published on the DELWP website. In 2016, 69 of the 79 Councils throughout Victoria participated in this survey. For consistency of analysis and reporting across all projects, Local Government Victoria has aligned its presentation of data to use standard council groupings. Accordingly, the council reports for the community satisfaction survey provide analysis using these standard council groupings. Please note that councils participating across 2012-2016 vary slightly.

Council Groups

Greater Dandenong City Council is classified as a Metropolitan council according to the following classification list:

- Metropolitan, Interface, Regional Centres, Large Rural & Small Rural

Councils participating in the Metropolitan group are: Banyule, Bayside, Boroondara, Brimbank, Glen Eira, Greater Dandenong, Frankston, Kingston, Knox, Manningham, Maroondah, Melbourne, Monash, Moonee Valley, Moreland, Port Phillip, Stonnington and Whitehorse.

Wherever appropriate, results for Greater Dandenong City Council for this 2016 State-wide Local Government Community Satisfaction Survey have been compared against other participating councils in the Metro group and on a state-wide basis. Please note that council groupings changed for 2015, and as such comparisons to council group results before that time can not be made within the reported charts.

APPENDIX B: ANALYSIS AND REPORTING

Index Scores

Many questions ask respondents to rate council performance on a five-point scale, for example, from 'very good' to 'very poor', with 'can't say' also a possible response category. To facilitate ease of reporting and comparison of results over time, starting from the 2012 benchmark survey and measured against the state-wide result and the council group, an 'Index Score' has been calculated for such measures.

The Index Score is calculated and represented as a score out of 100 (on a 0 to 100 scale), with 'can't say' responses excluded from the analysis. The '% RESULT' for each scale category is multiplied by the 'INDEX FACTOR'. This produces an 'INDEX VALUE' for each category, which are then summed to produce the 'INDEX SCORE', equating to '60' in the following example.

SCALE CATEGORIES	% RESULT	INDEX FACTOR	INDEX VALUE
Very good	9%	100	9
Good	40%	75	30
Average	37%	50	19
Poor	9%	25	2
Very poor	4%	0	0
Can't say	1%	--	INDEX SCORE 60

APPENDIX B: ANALYSIS AND REPORTING

Similarly, an Index Score has been calculated for the Core question ‘Performance direction in the last 12 months’, based on the following scale for each performance measure category, with ‘Can’t say’ responses excluded from the calculation.

SCALE CATEGORIES	% RESULT	INDEX FACTOR	INDEX VALUE
Improved	36%	100	36
Stayed the same	40%	50	20
Deteriorated	23%	0	0
Can't say	1%	--	INDEX SCORE 56

APPENDIX B: INDEX SCORE SIGNIFICANT DIFFERENCE CALCULATION

The test applied to the Indexes was an Independent Mean Test, as follows:

$$Z \text{ Score} = (\$1 - \$2) / \text{Sqrt} ((\$3^2 / \$5) + (\$4^2 / \$6))$$

Where:

- \$1 = Index Score 1
- \$2 = Index Score 2
- \$3 = unweighted sample count 1
- \$4 = unweighted sample count 1
- \$5 = standard deviation 1
- \$6 = standard deviation 2

All figures can be sourced from the detailed cross tabulations.

The test was applied at the 95% confidence interval, so if the Z Score was greater than +/- 1.954 the scores are significantly different.

APPENDIX B: ANALYSIS AND REPORTING

Core, Optional and Tailored Questions

Over and above necessary geographic and demographic questions required to ensure sample representativeness, a base set of questions for the 2016 State-wide Local Government Community Satisfaction Survey was designated as 'Core' and therefore compulsory inclusions for all participating Councils.

These core questions comprised:

- Overall performance last 12 months (Overall performance)
- Lobbying on behalf of community (Advocacy)
- Community consultation and engagement (Consultation)
- Decisions made in the interest of the community (Making community decisions)
- Condition of sealed local roads (Sealed local roads)
- Contact in last 12 months (Contact)
- Rating of contact (Customer service)
- Overall council direction last 12 months (Council direction)

Reporting of results for these core questions can always be compared against other participating councils in the council group and against all participating councils state-wide. Alternatively, some questions in the 2016 State-wide Local Government Community Satisfaction Survey were optional. Councils also had the ability to ask tailored questions specific only to their council.

APPENDIX B: ANALYSIS AND REPORTING

Reporting

Every council that participated in the 2016 State-wide Local Government Community Satisfaction Survey receives a customised report. In addition, the state government is supplied with a state-wide summary report of the aggregate results of 'Core' and 'Optional' questions asked across all council areas surveyed.

Tailored questions commissioned by individual councils are reported only to the commissioning council and not otherwise shared unless by express written approval of the commissioning council.

The overall State-wide Local Government Community Satisfaction Report is available at <http://www.delwp.vic.gov.au/local-government/strengthening-councils/council-community-satisfaction-survey>.

APPENDIX B:

GLOSSARY OF TERMS

Core questions: Compulsory inclusion questions for all councils participating in the CSS.

CSS: 2016 Victorian Local Government Community Satisfaction Survey.

Council group: One of five classified groups, comprising: metropolitan, interface, regional centres, large rural and small rural.

Council group average: The average result for all participating councils in the council group.

Highest / lowest: The result described is the highest or lowest result across a particular demographic sub-group e.g. men, for the specific question being reported. Reference to the result for a demographic sub-group being the highest or lowest does not imply that it is significantly higher or lower, unless this is specifically mentioned.

Index score: A score calculated and represented as a score out of 100 (on a 0 to 100 scale). This score is sometimes reported as a figure in brackets next to the category being described, e.g. men 50+ (60).

Optional questions: Questions which councils had an option to include or not.

Percentages: Also referred to as ‘detailed results’, meaning the proportion of responses, expressed as a percentage.

Sample: The number of completed interviews, e.g. for a council or within a demographic sub-group.

Significantly higher / lower: The result described is significantly higher or lower than the comparison result based on a statistical significance test at the 95% confidence limit. If the result referenced is statistically higher or lower then this will be specifically mentioned, however not all significantly higher or lower results are referenced in summary reporting.

State-wide average: The average result for all participating councils in the State.

Tailored questions: Individual questions tailored by and only reported to the commissioning council.

Weighting: Weighting factors are applied to the sample for each council based on available age and gender proportions from ABS census information to ensure reported results are proportionate to the actual population of the council, rather than the achieved survey sample.