



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

**2017 RESEARCH REPORT**

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

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# BACKGROUND AND OBJECTIVES

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Welcome to the report of results and recommendations for the 2017 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. Participating councils have various 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, 2017.

The 2017 results are compared with previous years, as detailed below:

- 2016, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2015, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2014, n=400 completed interviews, conducted in the period of 31<sup>st</sup> January – 11<sup>th</sup> March.
- 2013, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 24<sup>th</sup> 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

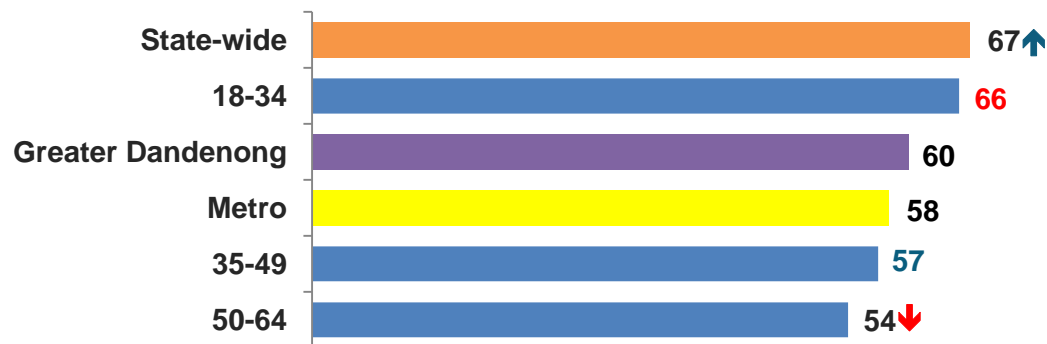
Within tables and index score charts throughout this report, statistically significant differences at the 95% confidence level are represented by upward directing blue and downward directing red arrows. Significance when noted indicates a significantly higher or lower result for the analysis group in 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 2016. 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 2016.
- The result among 18-34 year olds in the council is significantly lower than the result achieved among this group in 2016.

## Overall Performance – Index Scores (example extract only)



# 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:

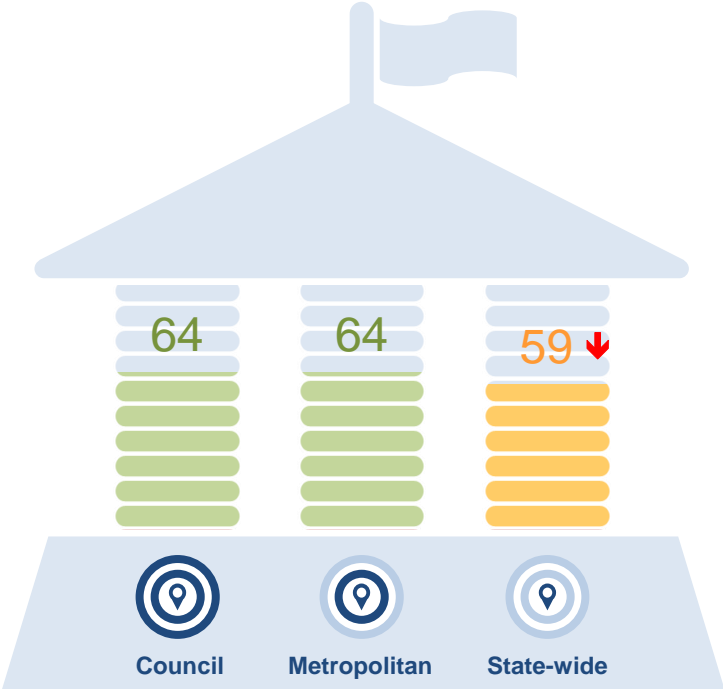
- [Background and objectives](#)
- [Margins of error](#)
- [Analysis and reporting](#)
- [Glossary of terms](#)

## Contacts

For further queries about the conduct and reporting of the 2017 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on (03) 8685 8555.



# KEY FINDINGS & RECOMMENDATIONS



## OVERALL COUNCIL PERFORMANCE

Results shown are index scores out of 100.



# OVERALL PERFORMANCE

The **overall performance index score of 64** for Greater Dandenong City Council represents a one point decline on the 2016 result. Overall performance perceptions have remained stable over time, with ratings fluctuating by a maximum amount of two index points since tracking began in 2013.

- Greater Dandenong City Council's overall performance is in line with **the average rating for Metropolitan councils** and is statistically *significantly higher* (at the 95% confidence interval) than that of the **average rating for councils State-wide** (index scores of 64 and 59 respectively).
- **Dandenong residents rate overall performance significantly higher in 2017 than they did in 2016**. With an index score of 68, their perception of overall performance is also *significantly higher* than that of the Council average.
- On the contrary, **Springvale residents rate performance significantly lower (index score of 59) in 2017 than they did in 2016**. This result is also *significantly lower* than that of the Council average.

Residents are more likely to rate Greater Dandenong City Council's overall performance as 'very good' (10%) than 'very poor' (2%). Another two-fifths of residents (44%) rate Council's overall performance as 'good', while a further 38% sit mid-scale providing an 'average' rating. Another 4% rate Council's overall performance as 'poor'.

# OVERVIEW OF CORE PERFORMANCE MEASURES

Review of the core performance measures (as shown on page 17) shows that Greater Dandenong City Council's **performance on most measures had relatively remained stable, with only minor** (not significant) **fluctuations** compared to Council's own results in 2016. Additionally, the 2017 results are generally higher or equal to the Metropolitan and State-wide council averages – many of which are *significantly higher*.

- Council's performance on all core measures (with the exception of customer service) is **significantly higher than the State-wide average**.
- Performance in the areas of **community consultation and engagement, lobbying, making community decisions** and **overall council direction** are all also rated **significantly higher** than the **Metropolitan council averages**.

On the measures of **consultation and engagement** and **making community decisions**, performance ratings are at their **highest levels to date** (index score of 63 each).

- Residents aged 18 to 34 years rate Council *significantly higher* on each of these service areas (index scores of 67 and 68 respectively).
- In the case of community consultation, ratings have consistently improved from a low of index score of 57 in 2014.

Greater Dandenong City Council performs best in the area of **customer service** (index score of 72).

- Feedback from residents on what they consider Council to be the best aspects of Council supports this finding, with **customer service** volunteered by 8% of residents.
- Additionally, Council's performance index on this measure is slightly (not significantly) higher than **Metropolitan** and **State-wide council averages** (index scores of 71 and 69 respectively).

**Just over two in five (44%) Greater Dandenong City Council residents have had recent contact with Council.** The proportion of Greater Dandenong City Council residents contacting Council is at its lowest level to date (down from the high of 59% in 2014).

The main methods of contacting Council are by telephone, followed by in person (24% and 17% respectively).

- Those whose most recent contact with Council was via telephone are *significantly less* satisfied with customer service in 2017 compared with the 2016 result, dropping 10 points to an index score of 73.

**Greater Dandenong City Council's customer service index of 72 is a positive result for Council.** As mentioned previously, it represents the Council's strongest result and is slightly higher than the group and State-wide averages. However, the performance index has declined (not significantly) by four points in the past 12 months.

- One third of residents (32%) rate Council's customer service as 'very good', with a further 38% rating customer service as 'good'.
- While this result is positive, Council should prevent any further declines in this area from occurring, as the 2017 result represents the lowest rating to date. Councils peak customer service rating occurred in 2014 (index score of 77).

Perceptions of customer service have ***significantly declined among Springvale residents*** (down 17 points to an index score of 66), **and those aged 18 to 34 years** (down 11 points to an index score of 75). Council should focus on improving relations with these groups moving forward.

# FOCUS AREAS FOR COMING 12 MONTHS

For the coming 12 months, Greater Dandenong City Council should pay particular attention to the areas where performance ratings are lower than what Council has previously achieved, to ensure that perceptions do not further decline. Key priorities include:

➤ **Customer service.**

It is noted that (relative to other services areas), Council is **performing well in the area of customer service**. However, historically, we have seen higher performance ratings for Council on this measure, and so efforts should be made to ensure this does not deteriorate further.

More generally, consideration should also be given to residents aged 50 to 64 years, who appear to be most driving negative opinion in 2017.

On the positive side, Council should **maintain** and aim to **shore up the areas currently rated more favourably than both the State-wide and Metropolitan council averages including the areas of consultation and engagement, lobbying and making community decisions**.

- It is also important to learn from what is working amongst other groups, especially residents aged 18 to 34 years, and use these lessons to build performance experience and perceptions in other areas.

## FURTHER AREAS OF EXPLORATION

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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, 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 understanding the responses of the key gender and age groups, especially any target groups identified as requiring attention.

**A 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.**

# SNAPSHOT OF KEY FINDINGS

## Higher results in 2017

(Significantly higher result than 2016)

- None applicable

## Lower results in 2017

(Significantly lower result than 2016)

- None applicable

## Most favourably disposed towards Council

- Aged 18-34 years

## Least favourably disposed towards Council

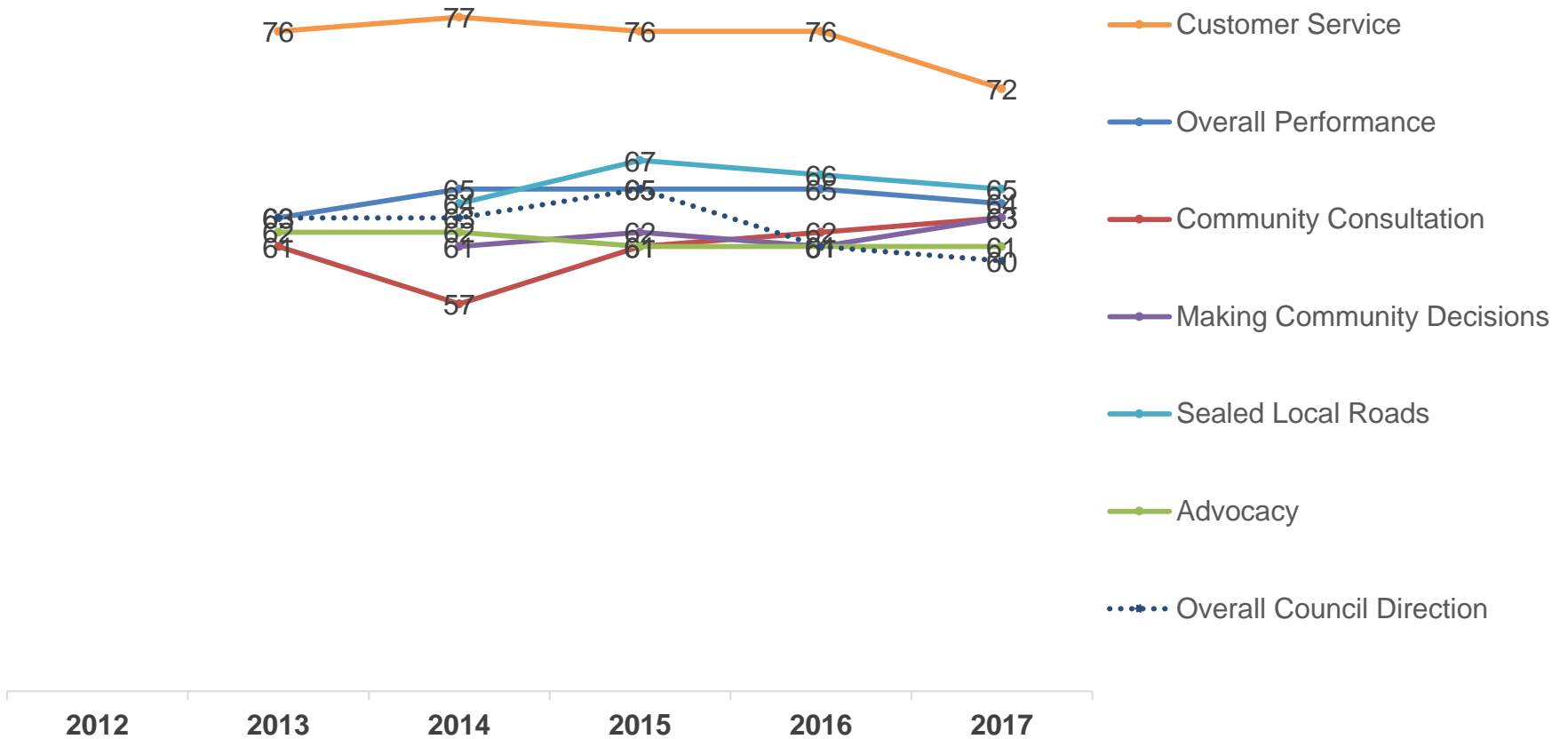
- Aged 50-64 years



# SUMMARY OF FINDINGS

# 2017 SUMMARY OF CORE MEASURES

## INDEX SCORE RESULTS





# 2017 SUMMARY OF CORE MEASURES

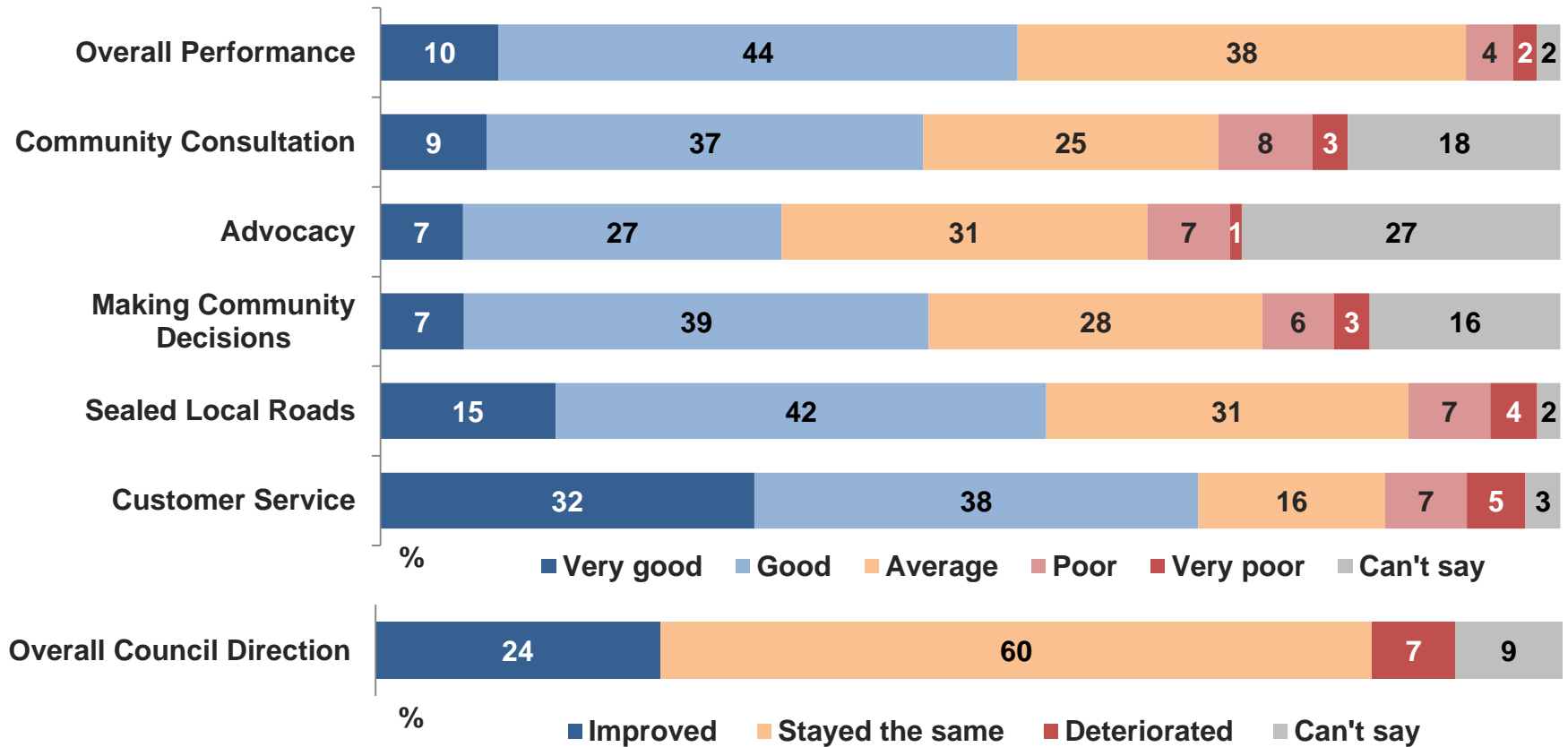
## DETAILED ANALYSIS

Performance Measures	Greater Dandenong 2017	Greater Dandenong 2016	Metro 2017	State-wide 2017	Highest score	Lowest score
<b>OVERALL PERFORMANCE</b>	<b>64</b>	65	64	59	Dandenong	Aged 50-64 years, Springvale
<b>COMMUNITY CONSULTATION</b> (Community consultation and engagement)	<b>63</b>	62	57	55	Aged 18-34 years	Aged 65+ years, Noble Park and Keysborough, aged 35-49 years
<b>ADVOCACY</b> (Lobbying on behalf of the community)	<b>61</b>	61	56	54	Aged 65+ years	Aged 50-64 years
<b>MAKING COMMUNITY DECISIONS</b> (Decisions made in the interest of the community)	<b>63</b>	61	58	54	Aged 18-34 years	Aged 35-49 years
<b>SEALED LOCAL ROADS</b> (Condition of sealed local roads)	<b>65</b>	66	66	53	Aged 18-34 years, aged 65+	Aged 50-64 years
<b>CUSTOMER SERVICE</b>	<b>72</b>	76	71	69	Aged 65+ years	Springvale, aged 35-49 years
<b>OVERALL COUNCIL DIRECTION</b>	<b>60</b>	61	54	53	Aged 18-34 years	Aged 50-64 years

# 2017 SUMMARY OF KEY COMMUNITY SATISFACTION

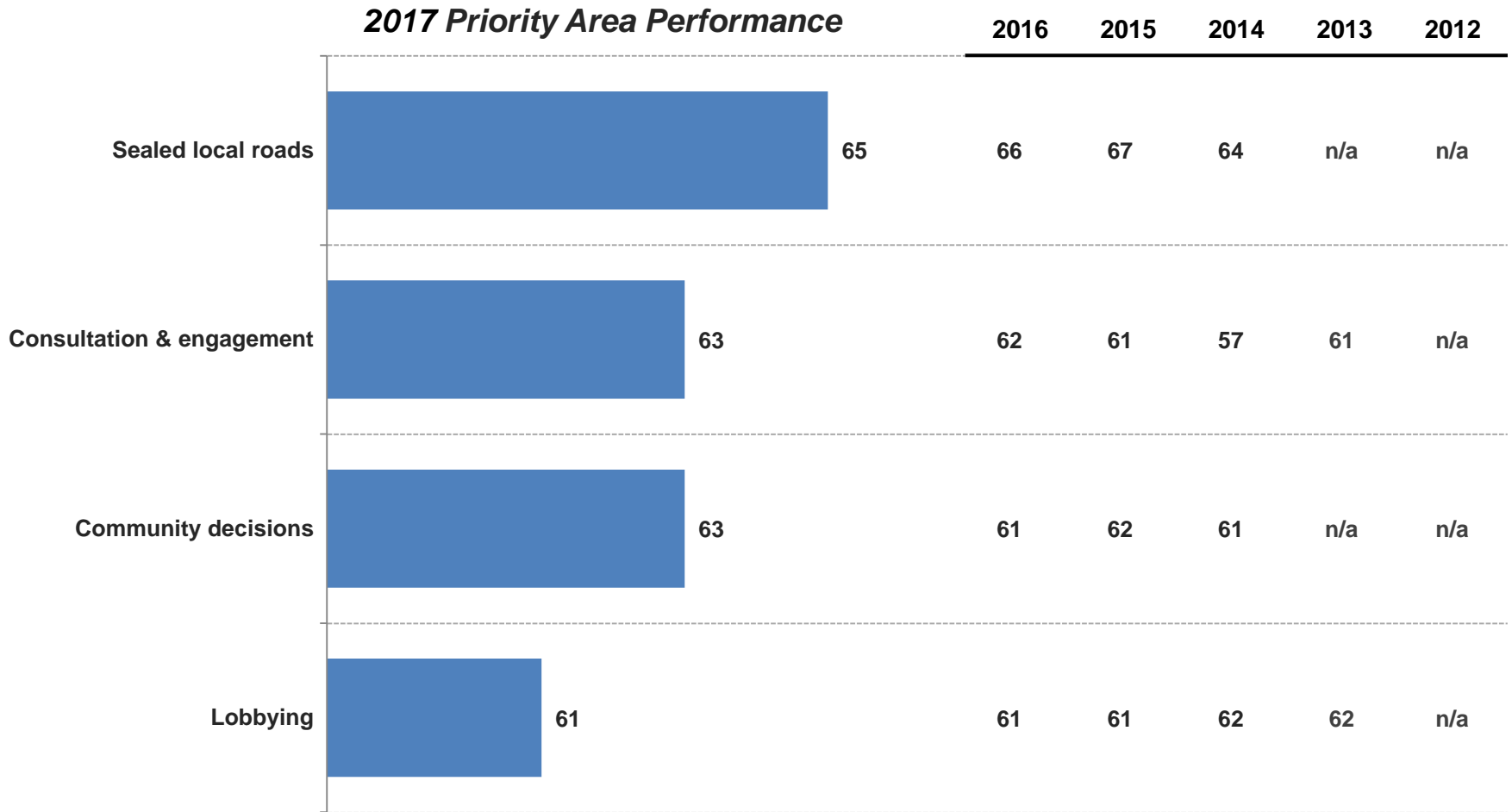
## PERCENTAGE RESULTS

### Key Measures Summary Results



# 2017 PERFORMANCE SUMMARY

## INDEX SCORES OVER TIME



Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?

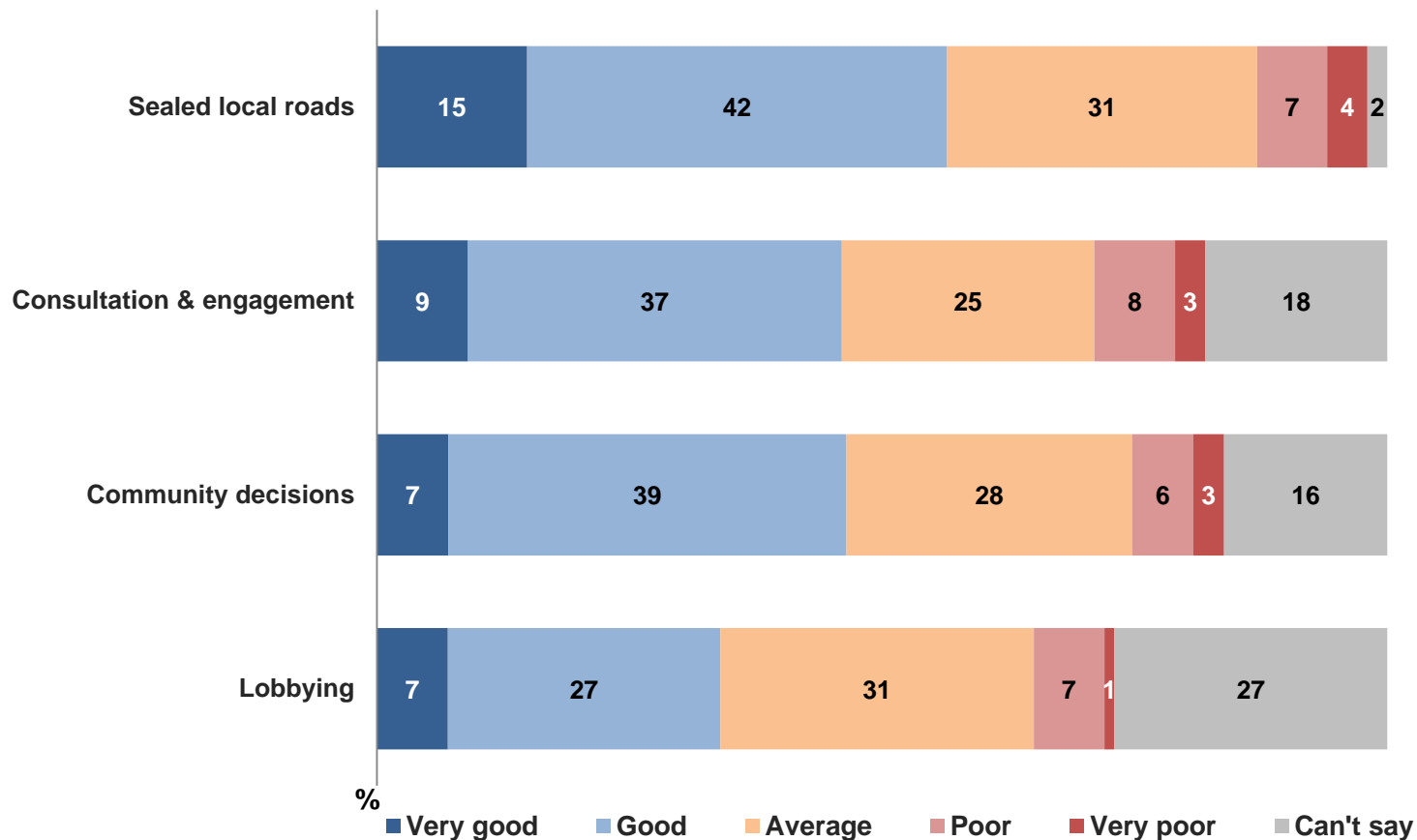
Base: All respondents. Councils asked state-wide: 68 Councils asked group: 18

Note: Please see page 5 for explanation of significant differences

# INDIVIDUAL SERVICE AREAS PERFORMANCE

## DETAILED PERCENTAGES

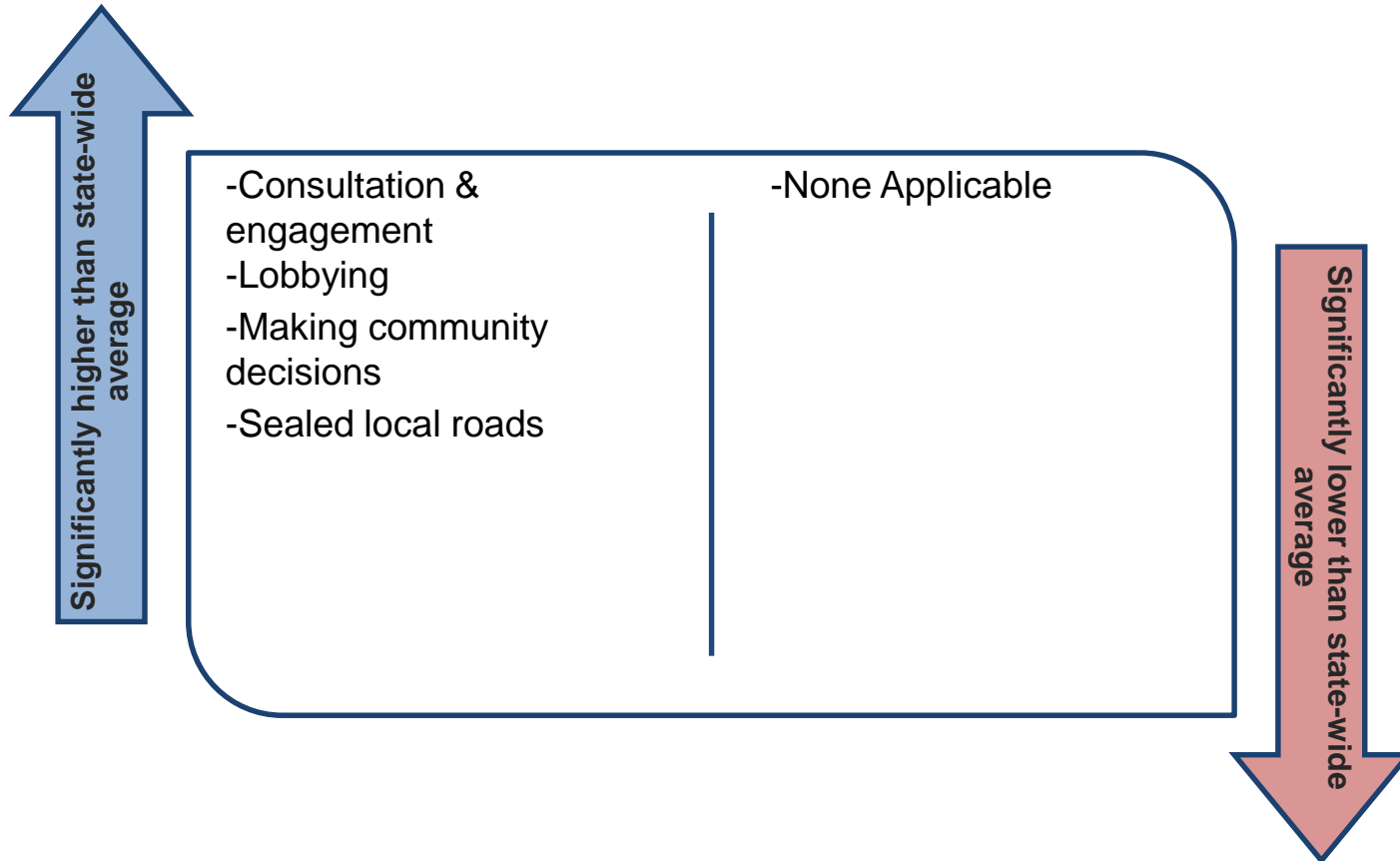
### Individual Service Areas Performance



Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 68 Councils asked group: 18

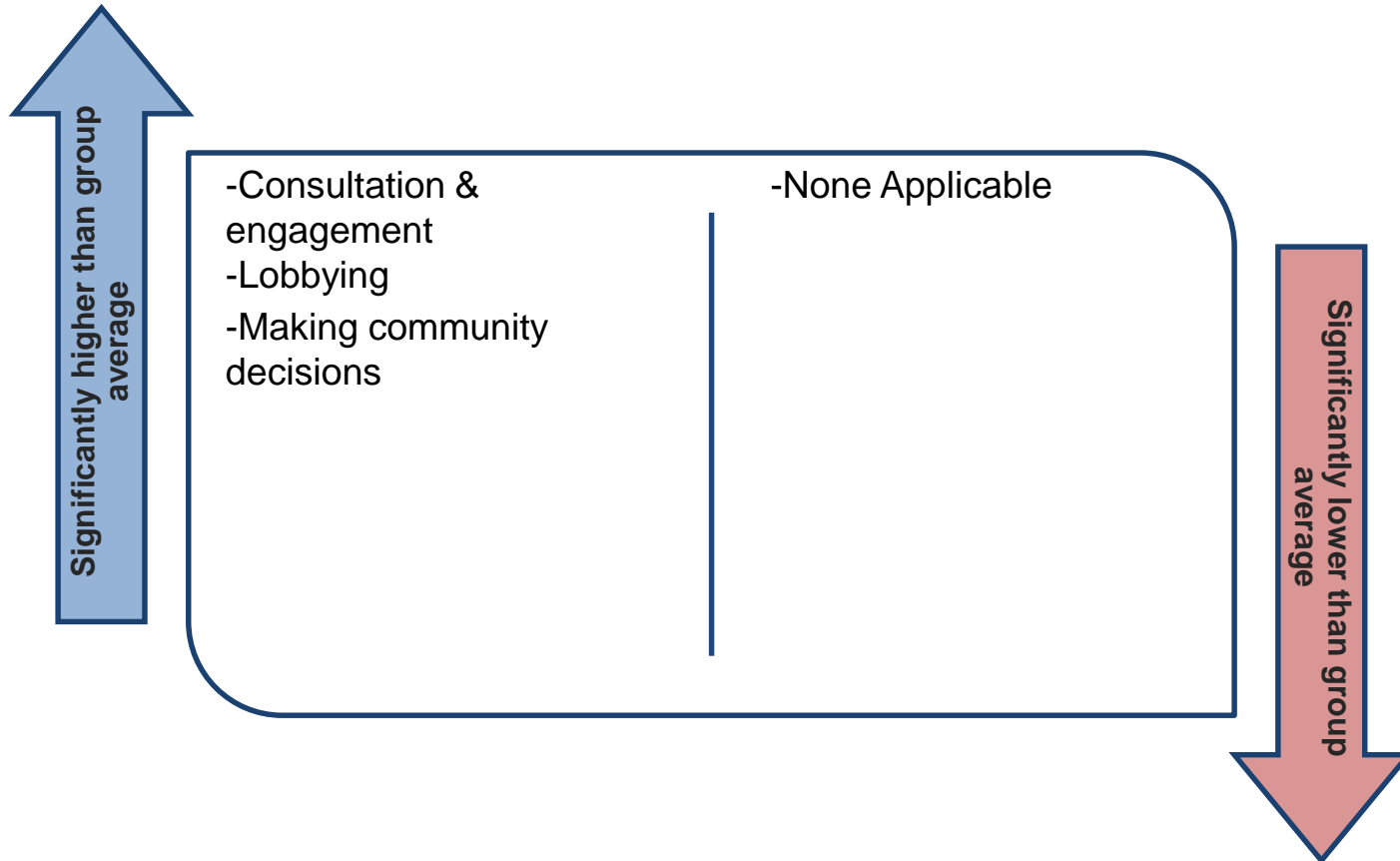
# INDIVIDUAL SERVICE AREAS SUMMARY

## COUNCIL'S PERFORMANCE VS STATE-WIDE AVERAGE



# INDIVIDUAL SERVICE AREAS SUMMARY

## COUNCIL'S PERFORMANCE VS GROUP AVERAGE



# 2017 BEST THINGS ABOUT COUNCIL DETAILED PERCENTAGES

## 2017 SERVICES TO IMPROVE DETAILED PERCENTAGES



**2017 Best Aspects**



**2017 Areas for Improvement**



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?

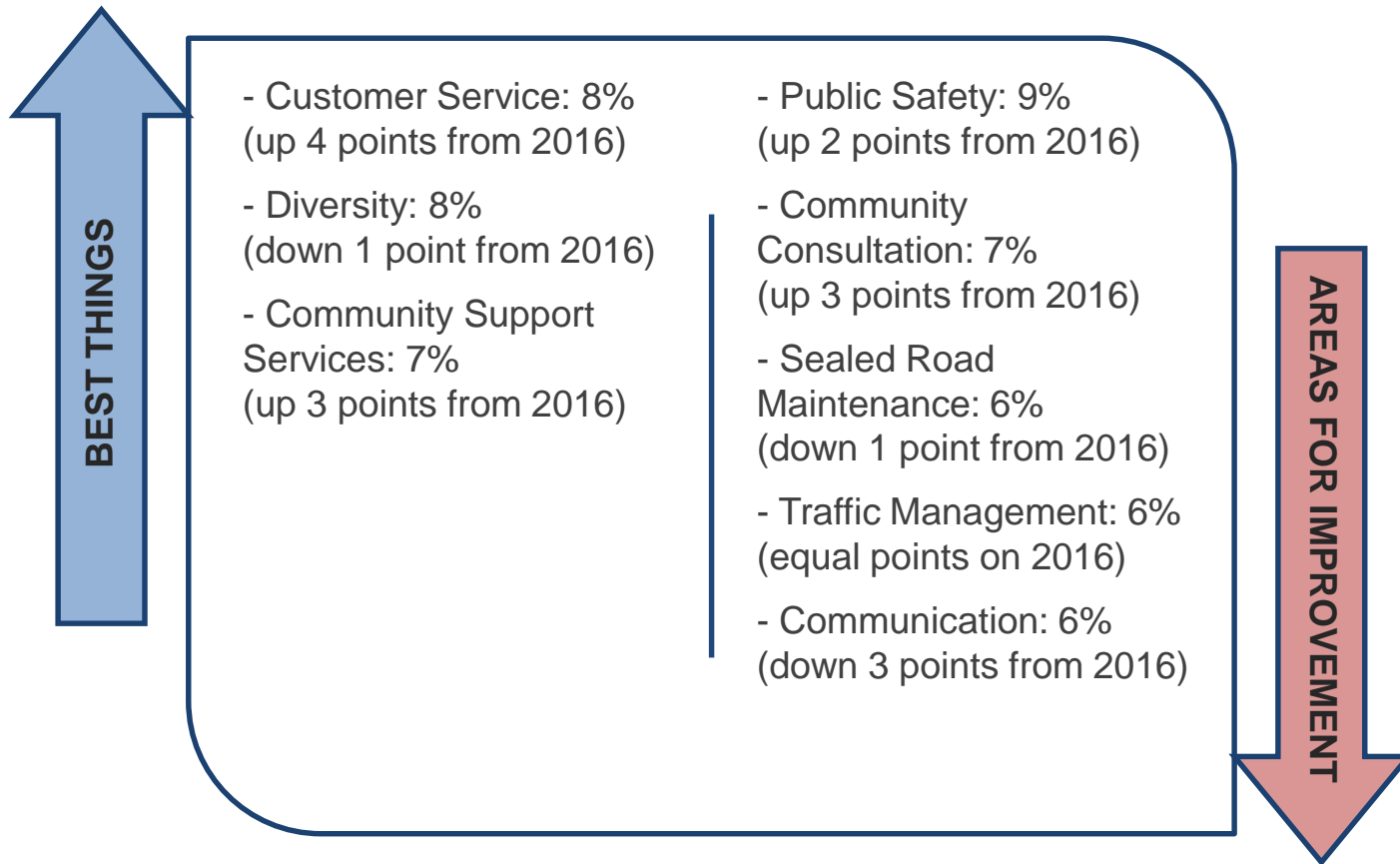
Base: All respondents. Councils asked state-wide: 25 Councils asked group: 8

Q17. What does Greater Dandenong City Council MOST need to do to improve its performance?

Base: All respondents. Councils asked state-wide: 41 Councils asked group: 13

# POSITIVES AND AREAS FOR IMPROVEMENT

## SUMMARY







# DETAILED FINDINGS



**KEY CORE MEASURE  
OVERALL PERFORMANCE**

# OVERALL PERFORMANCE

## INDEX SCORES



### 2017 Overall Performance

		2016	2015	2014	2013	2012
Dandenong	68↑	62	66	n/a	n/a	n/a
18-34	67	69	67	68	66	n/a
Metro	64	66	67	n/a	n/a	n/a
65+	64	65	67	61	62	n/a
Women	64	66	65	62	65	n/a
Greater Dandenong	64	65	65	65	63	n/a
Men	64	64	65	67	62	n/a
35-49	62	60	59	66	66	n/a
Noble Park / Keysborough	62	66	64	n/a	n/a	n/a
Springvale	59↓	68	66	n/a	n/a	n/a
50-64	59	61	66	60	57	n/a
State-wide	59↓	59	60	61	60	60

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?

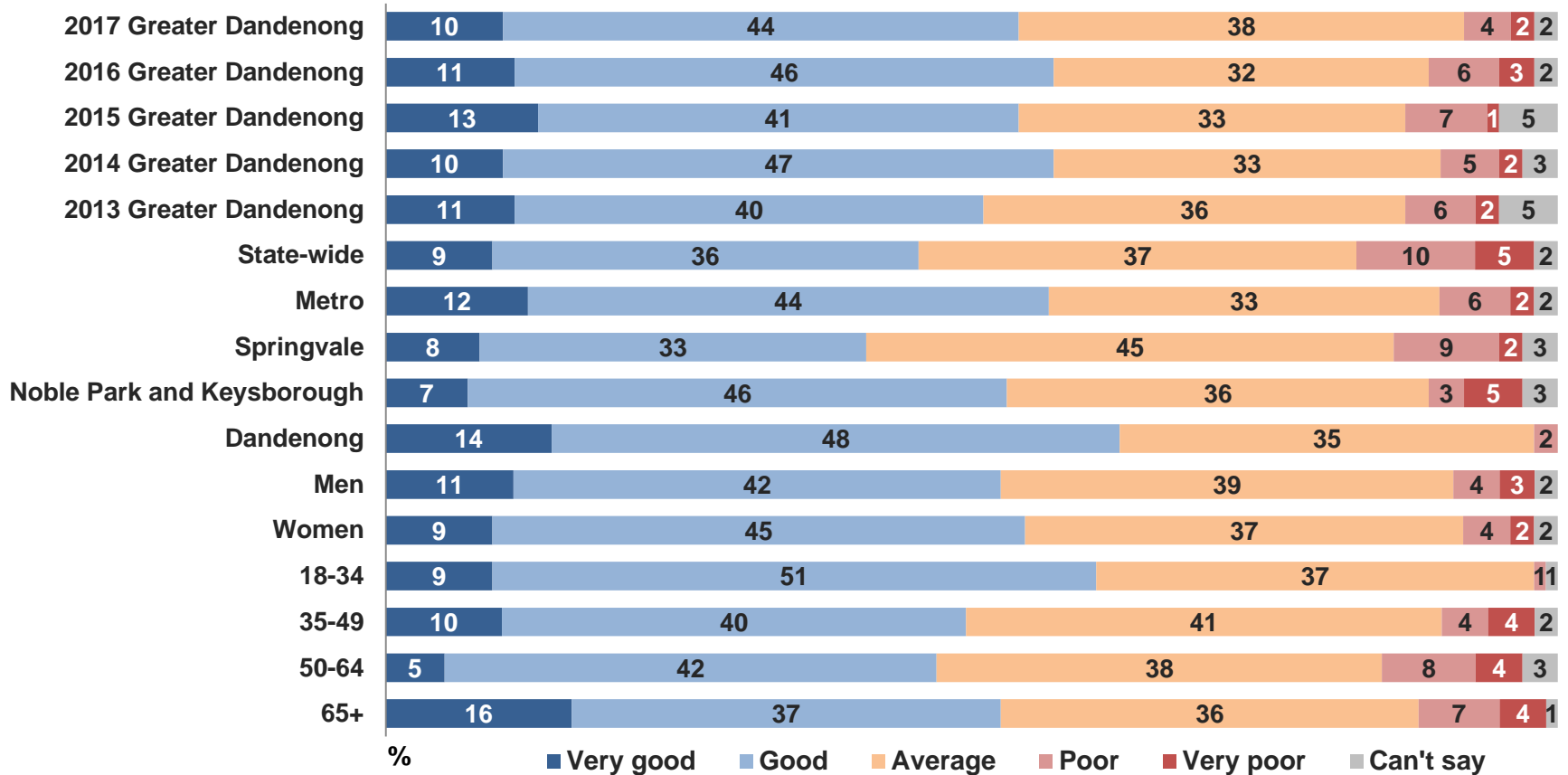
Base: All respondents. Councils asked state-wide: 68 Councils asked group: 18

Note: Please see page 5 for explanation about significant differences

# OVERALL PERFORMANCE

## DETAILED PERCENTAGES

### 2017 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: 68 Councils asked group: 18



**KEY CORE MEASURE  
CUSTOMER SERVICE**

# CONTACT LAST 12 MONTHS

## SUMMARY

### Overall contact with Greater Dandenong City Council

- 44%, down 3 points on 2016

### Most contact with Greater Dandenong City Council

- Aged 50-64 years

### Least contact with Greater Dandenong City Council

- Aged 18-34 years

### Customer service rating

- Index score of 72, down 4 points on 2016

### Most satisfied with customer service

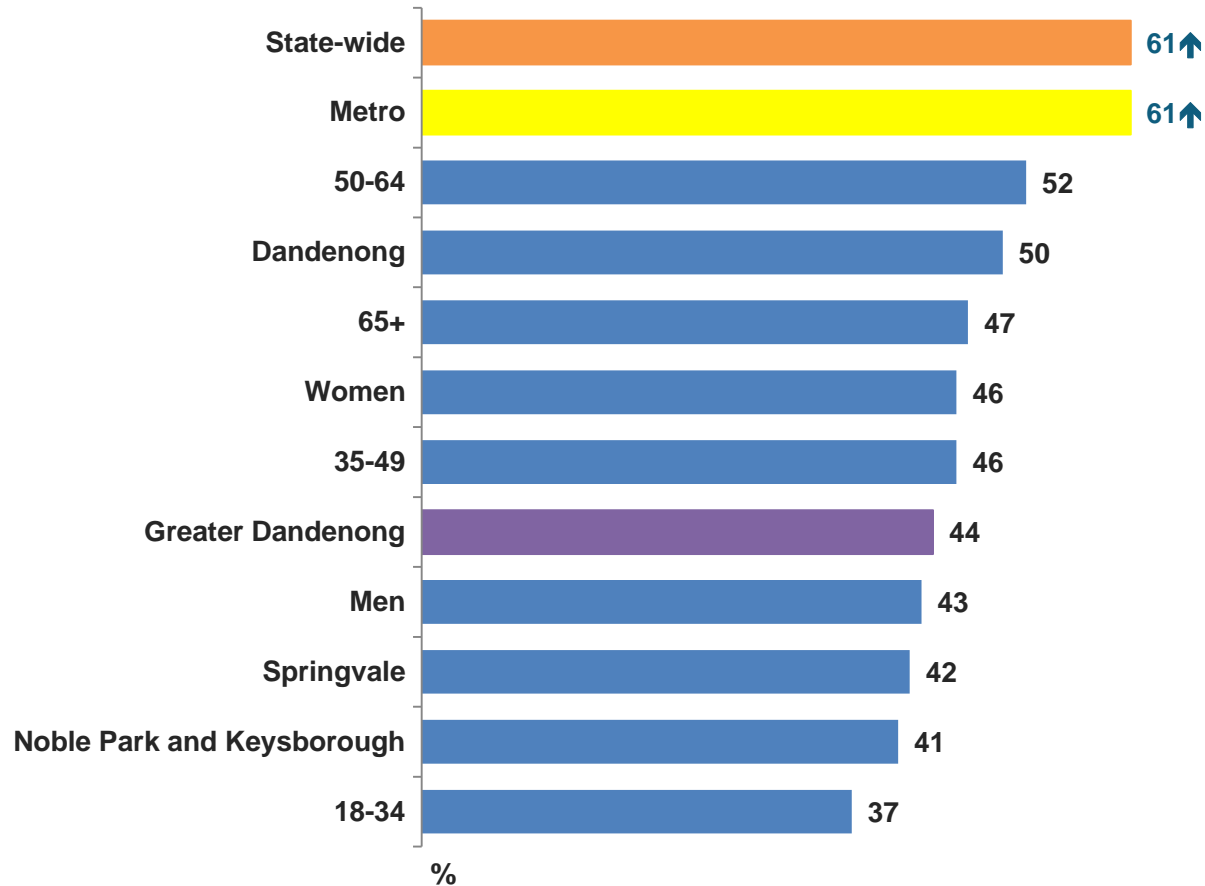
- Aged 65+ years

### Least satisfied with customer service

- 'Springvale' residents
- Aged 35-49 years

# 2017 CONTACT WITH COUNCIL

**2017 Contact with Council**



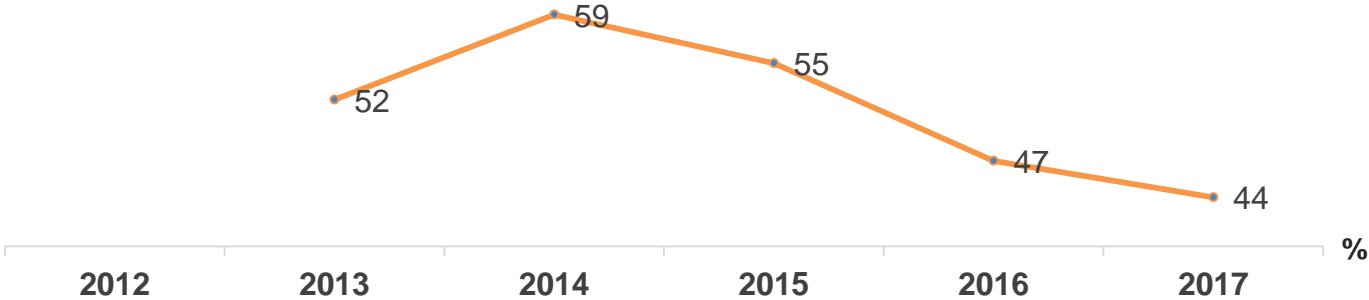
Q5a. Have you or any member of your household had any recent contact with Council in any of the following ways?

Base: All respondents. Councils asked state-wide: 19 Councils asked group: 7

Note: Please see page 5 for explanation about significant differences

# 2017 CONTACT WITH COUNCIL

**2017 Contact with Council**  
Have had contact

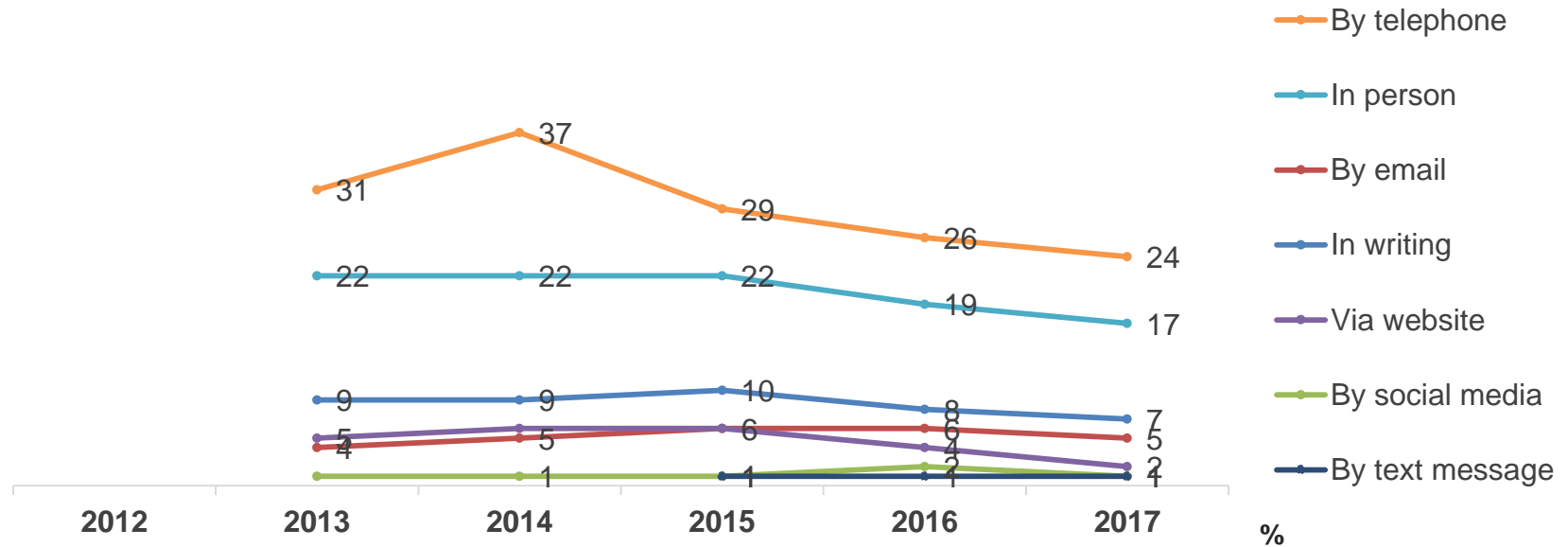


Q5a. Have you or any member of your household had any recent contact with Council in any of the following ways?  
Base: All respondents. Councils asked state-wide: 19 Councils asked group: 7



# 2017 METHOD OF CONTACT WITH COUNCIL

**2017 Method of Contact**



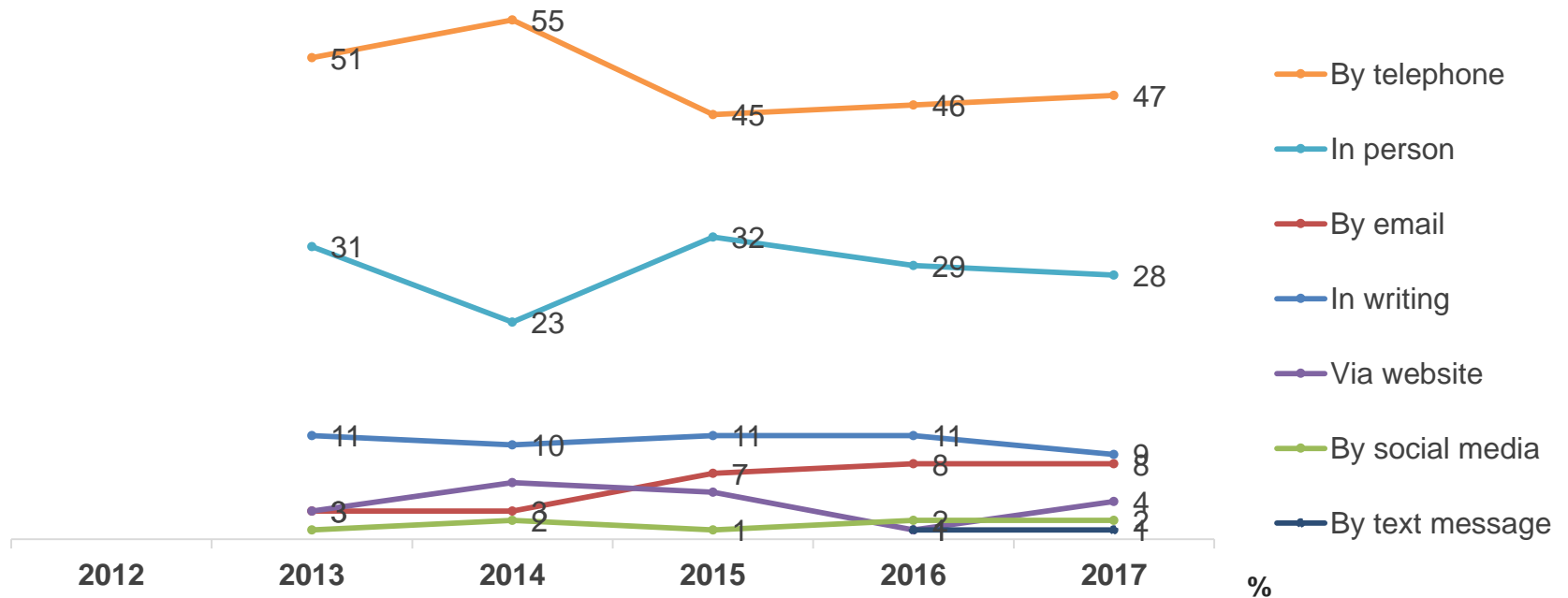
Q5a. Have you or any member of your household had any recent contact with Council in any of the following ways?

Base: All respondents. Councils asked state-wide: 19 Councils asked group: 7

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

# 2017 MOST RECENT METHOD OF CONTACT WITH COUNCIL

**2017 Most Recent Contact**



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: 19 Councils asked group: 7

# 2017 CONTACT CUSTOMER SERVICE INDEX SCORES



## 2017 Customer Service Rating

		2016	2015	2014	2013	2012
65+	80	77	75	82	78	n/a
Women	76	78	76	78	80	n/a
Dandenong	75	70	79	n/a	n/a	n/a
18-34	75	86	82	72	82	n/a
Noble Park / Keysborough	72	78	75	n/a	n/a	n/a
Greater Dandenong	72	76	76	77	76	n/a
Metro	71	73	73	n/a	n/a	n/a
State-wide	69	69	70	72	71	71
50-64	69	77	73	77	72	n/a
Men	68	74	76	76	73	n/a
35-49	66	65	74	79	70	n/a
Springvale	66	83	73	n/a	n/a	n/a

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.

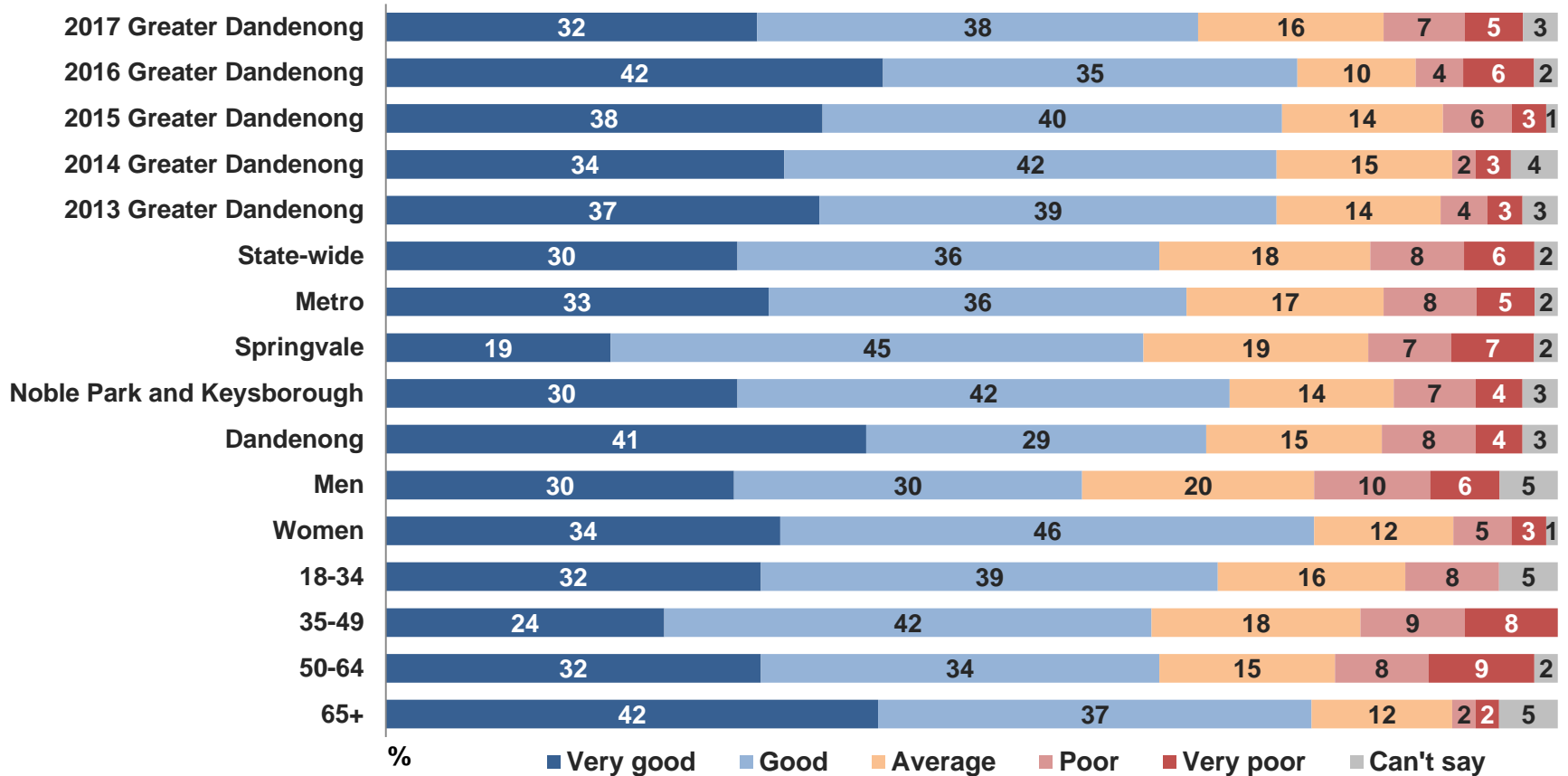
Councils asked state-wide: 68 Councils asked group: 18

Note: Please see page 5 for explanation about significant differences

# 2017 CONTACT CUSTOMER SERVICE

## DETAILED PERCENTAGES

### 2017 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.

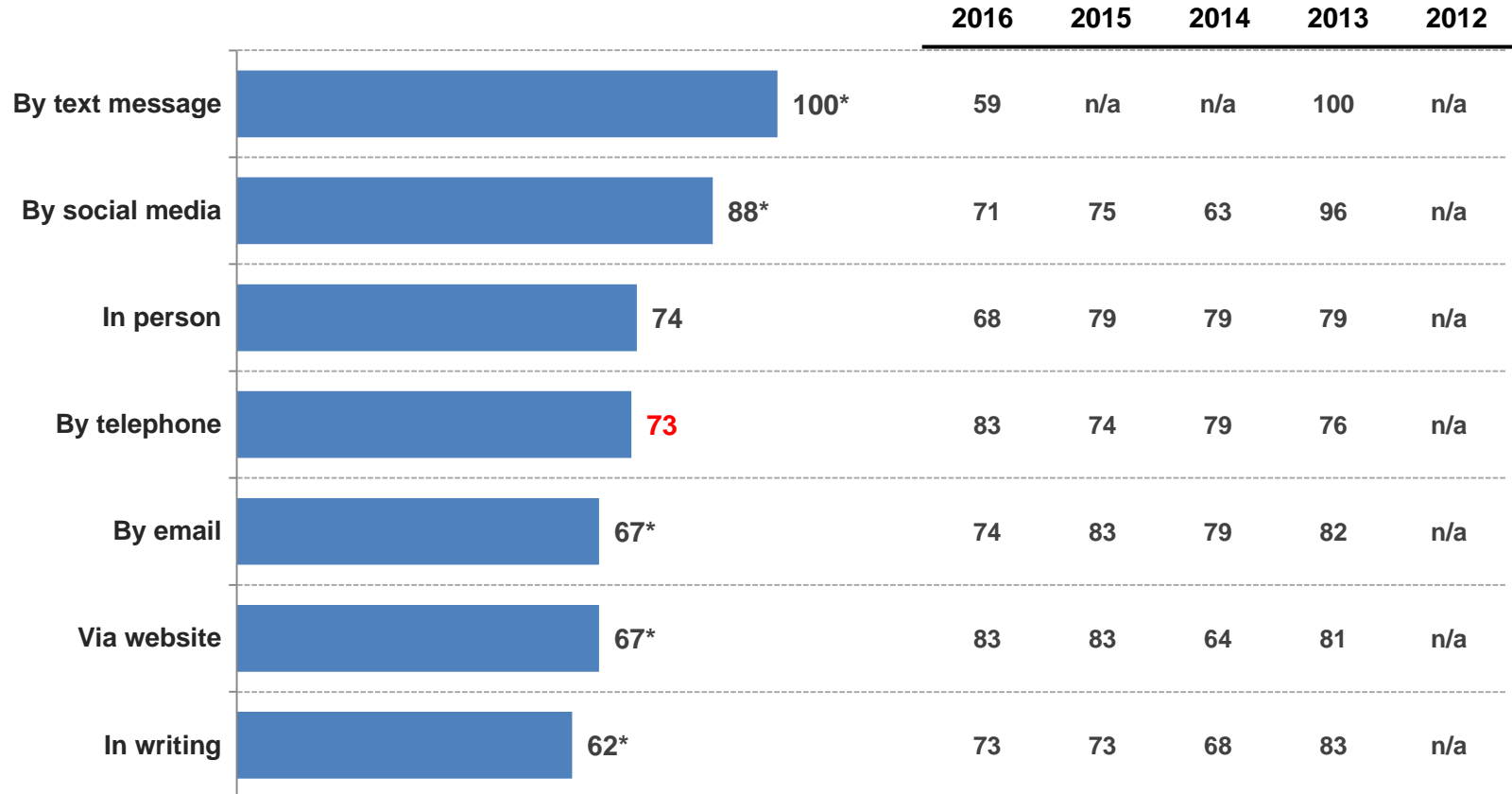
Base: All respondents who have had contact with Council in the last 12 months.

Councils asked state-wide: 68 Councils asked group: 18

# 2017 CONTACT CUSTOMER SERVICE INDEX SCORES BY METHOD OF LAST CONTACT



## 2017 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: 19 Councils asked group: 7

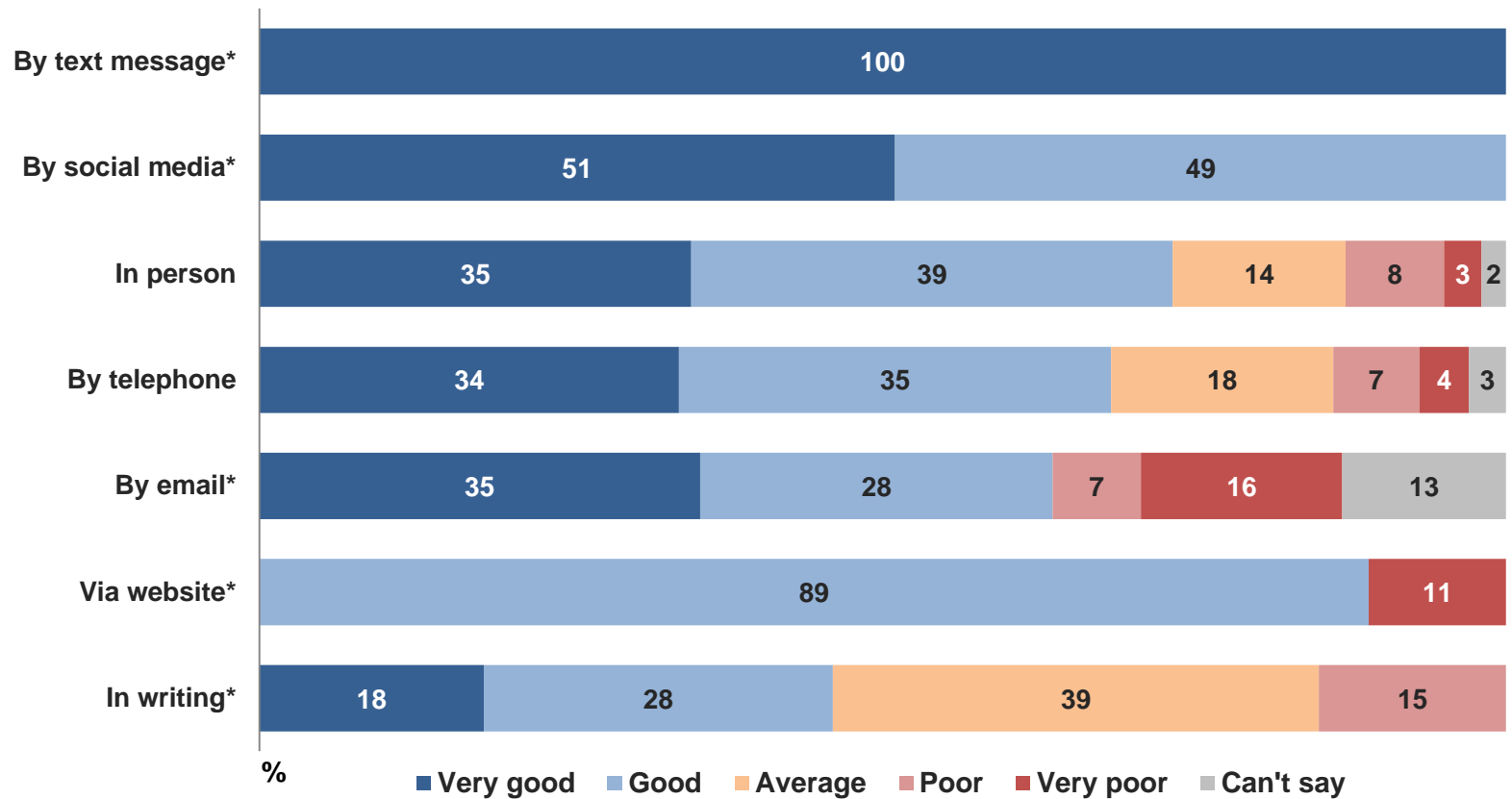
Note: Please see page 5 for explanation about significant differences

\*Caution: small sample size < n=30

# 2017 CONTACT CUSTOMER SERVICE

## DETAILED PERCENTAGES BY METHOD OF LAST CONTACT

**2017 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: 19 Councils asked group: 7

\*Caution: small sample size < n=30

A satellite-style map of the United States with a glowing, interconnected network of lines and nodes overlaid, suggesting a data or infrastructure network. The map is centered on the continental United States, with the glowing network concentrated in the eastern and central regions.

# KEY CORE MEASURE COUNCIL DIRECTION INDICATORS

# COUNCIL DIRECTION SUMMARY

## Council Direction from Q6

- 60% stayed about the same, up 6 points on 2016
- 24% improved, down 6 points on 2016
- 7% deteriorated, down 3 points on 2016

## Most satisfied with Council Direction from Q6

- Aged 18-34 years

## Least satisfied with Council Direction from Q6

- Aged 50-64 years

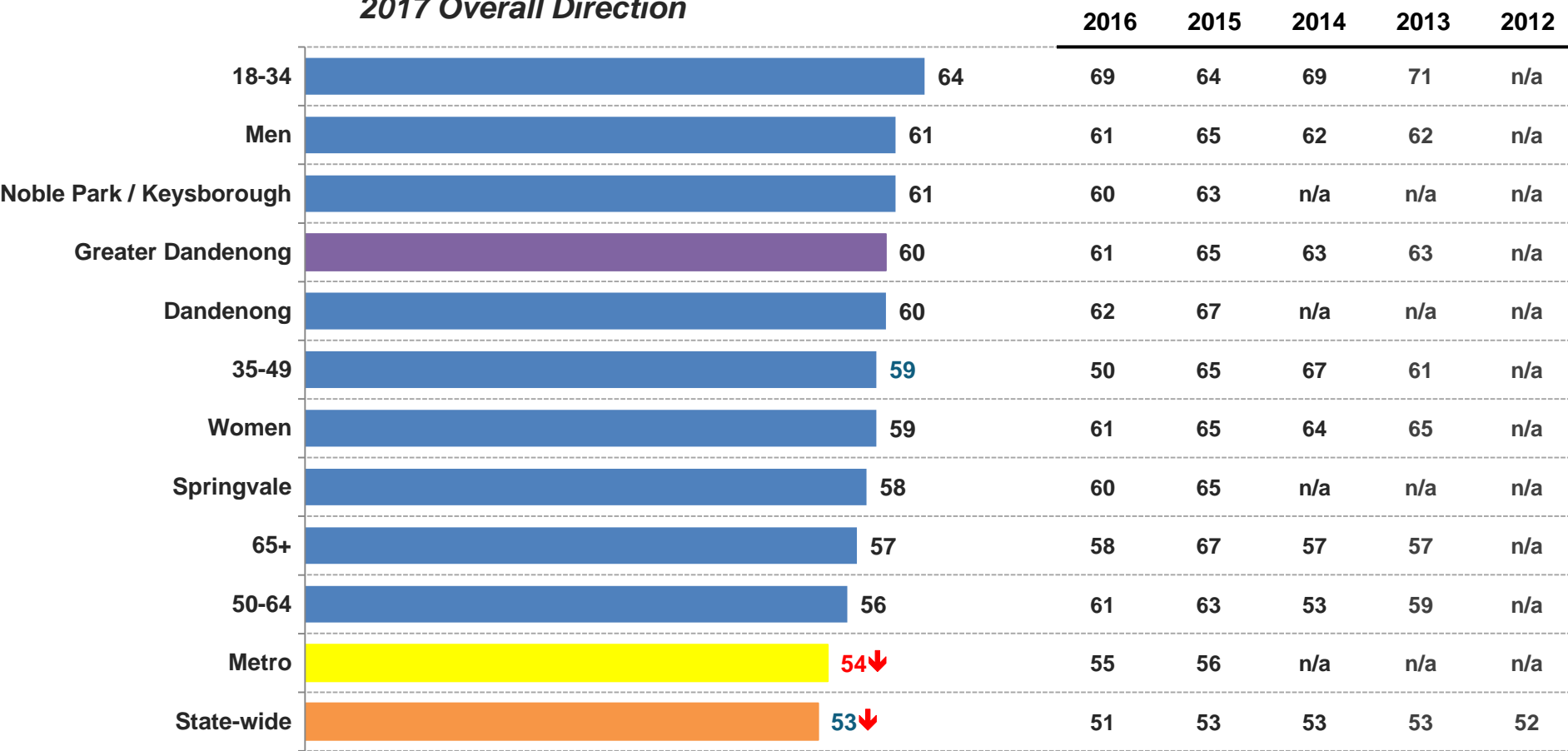


# 2017 OVERALL COUNCIL DIRECTION LAST 12 MONTHS

## INDEX SCORES



### 2017 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: 68 Councils asked group: 18

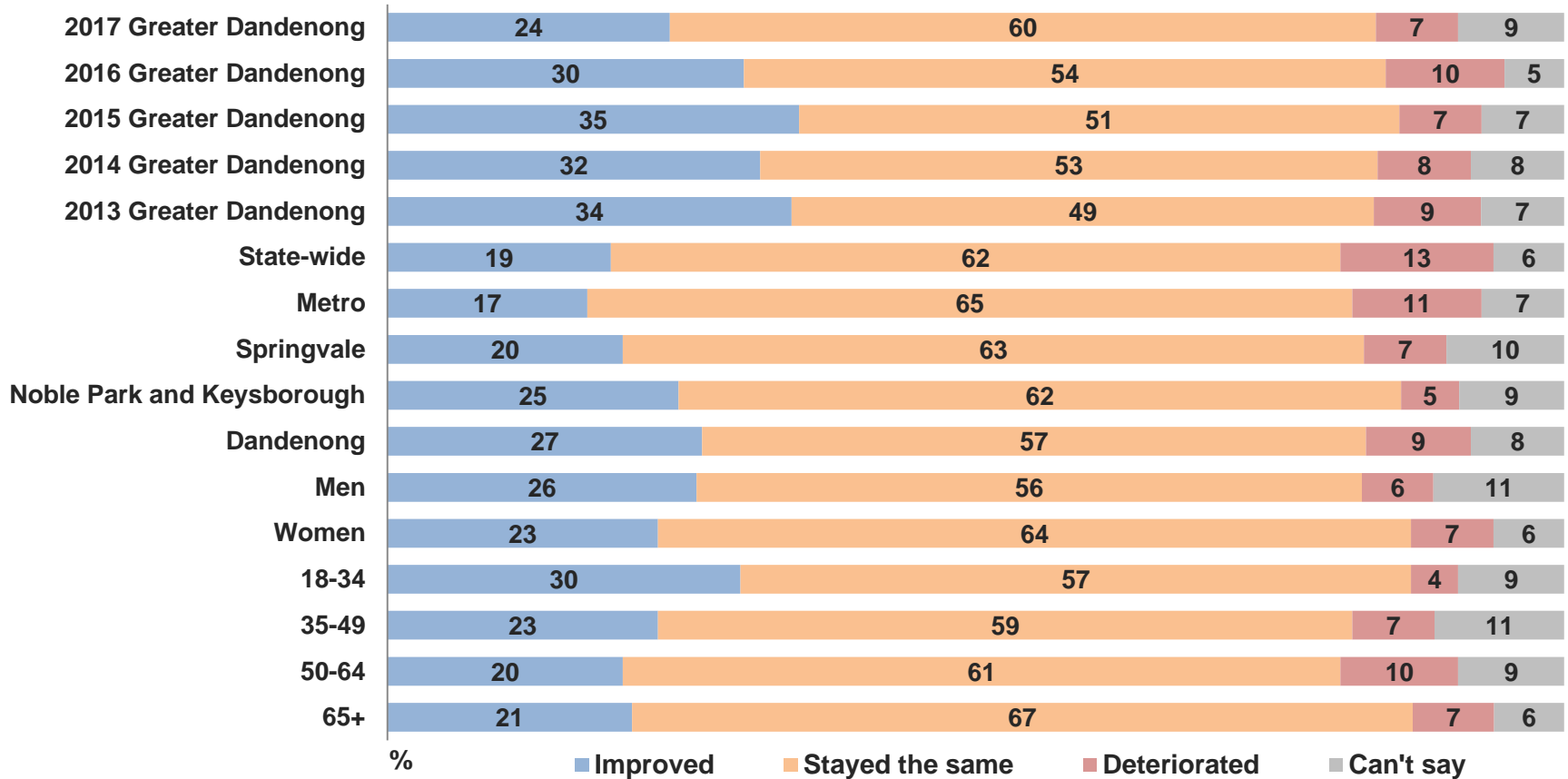
Note: Please see page 5 for explanation about significant differences

# 2017 OVERALL COUNCIL DIRECTION LAST 12 MONTHS

## DETAILED PERCENTAGES



### 2017 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: 68 Councils asked group: 18



# INDIVIDUAL SERVICE AREAS

# 2017 COMMUNITY CONSULTATION AND ENGAGEMENT PERFORMANCE INDEX SCORES



## 2017 Consultation and Engagement Performance

		2016	2015	2014	2013	2012
18-34	67↑	66	62	57	65	n/a
Dandenong	66	61	59	n/a	n/a	n/a
Women	63	62	62	58	63	n/a
Greater Dandenong	63	62	61	57	61	n/a
Men	63	62	60	55	59	n/a
50-64	61	57	59	56	56	n/a
Springvale	61	59	69	n/a	n/a	n/a
Noble Park / Keysborough	60	64	59	n/a	n/a	n/a
35-49	60	64	55	57	59	n/a
65+	60	58	66	57	61	n/a
Metro	57↓	58	58	n/a	n/a	n/a
State-wide	55↓	54	56	57	57	57

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

Base: All respondents. Councils asked state-wide: 68 Councils asked group: 18

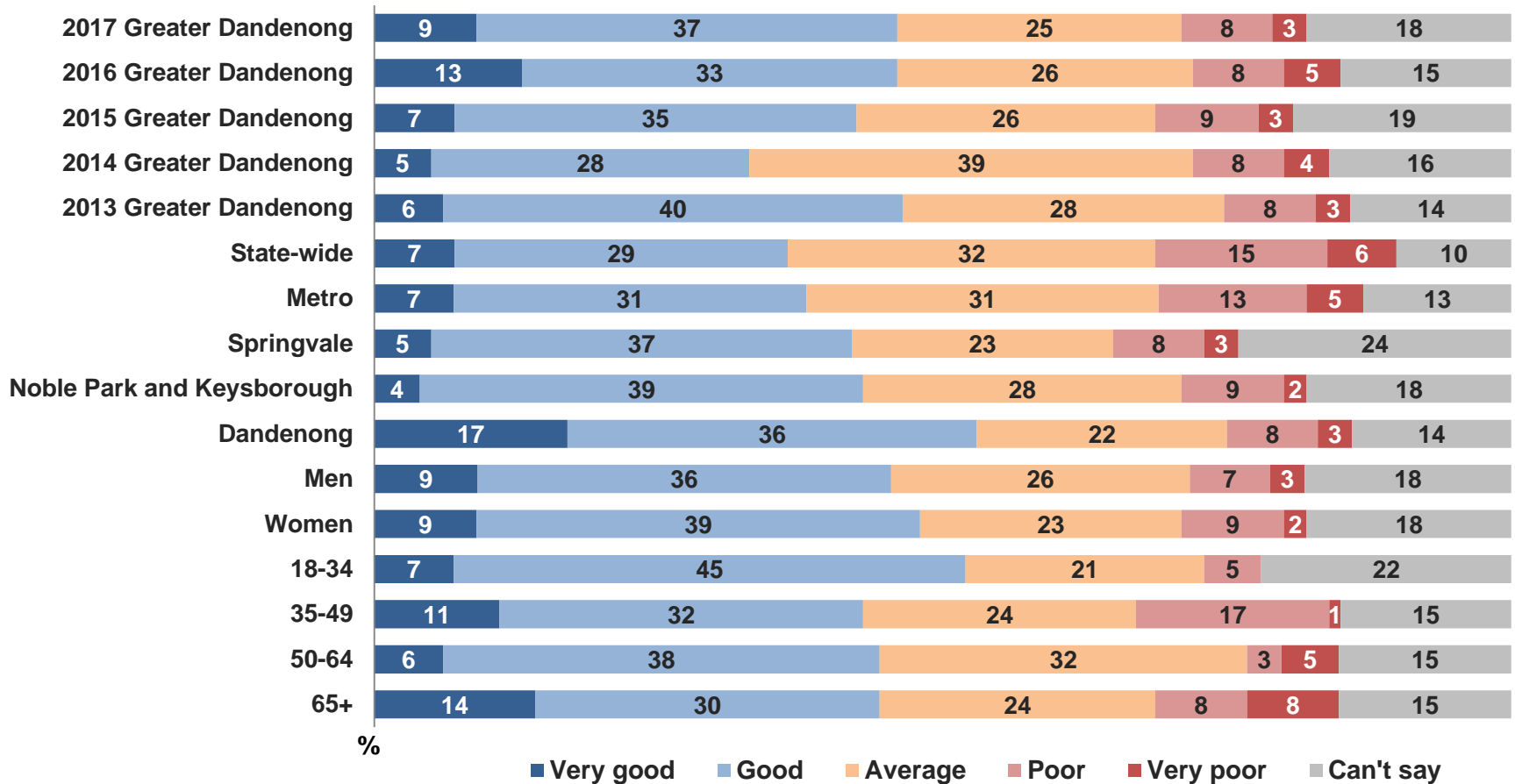
Note: Please see page 5 for explanation about significant differences

# 2017 COMMUNITY CONSULTATION AND ENGAGEMENT

## PERFORMANCE DETAILED PERCENTAGES



### 2017 Consultation and Engagement Performance

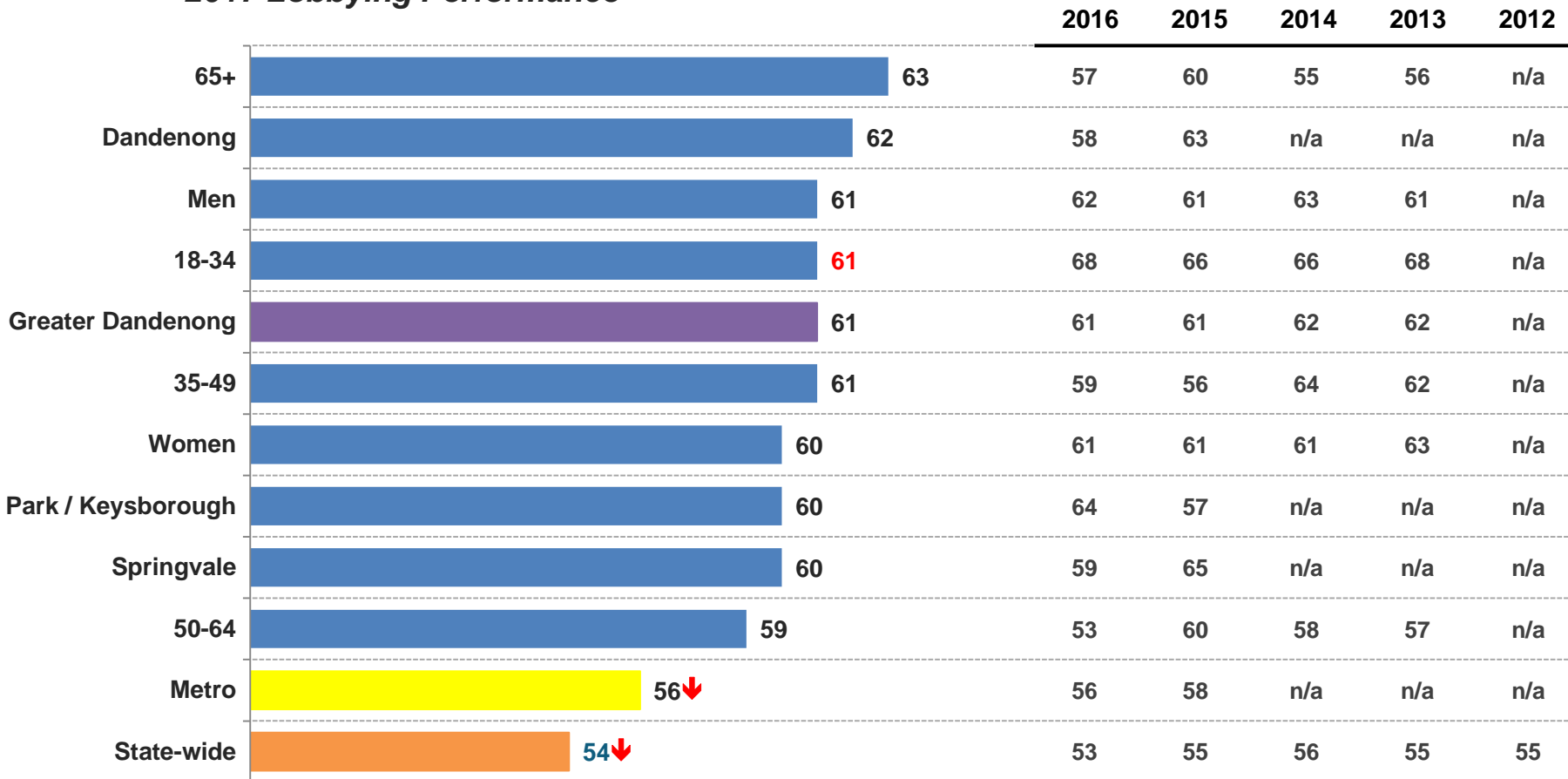


Q2. How has Council performed on 'community consultation and engagement' over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 68 Councils asked group: 18

# 2017 LOBBYING ON BEHALF OF THE COMMUNITY

## PERFORMANCE INDEX SCORES

### 2017 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: 68 Councils asked group: 18

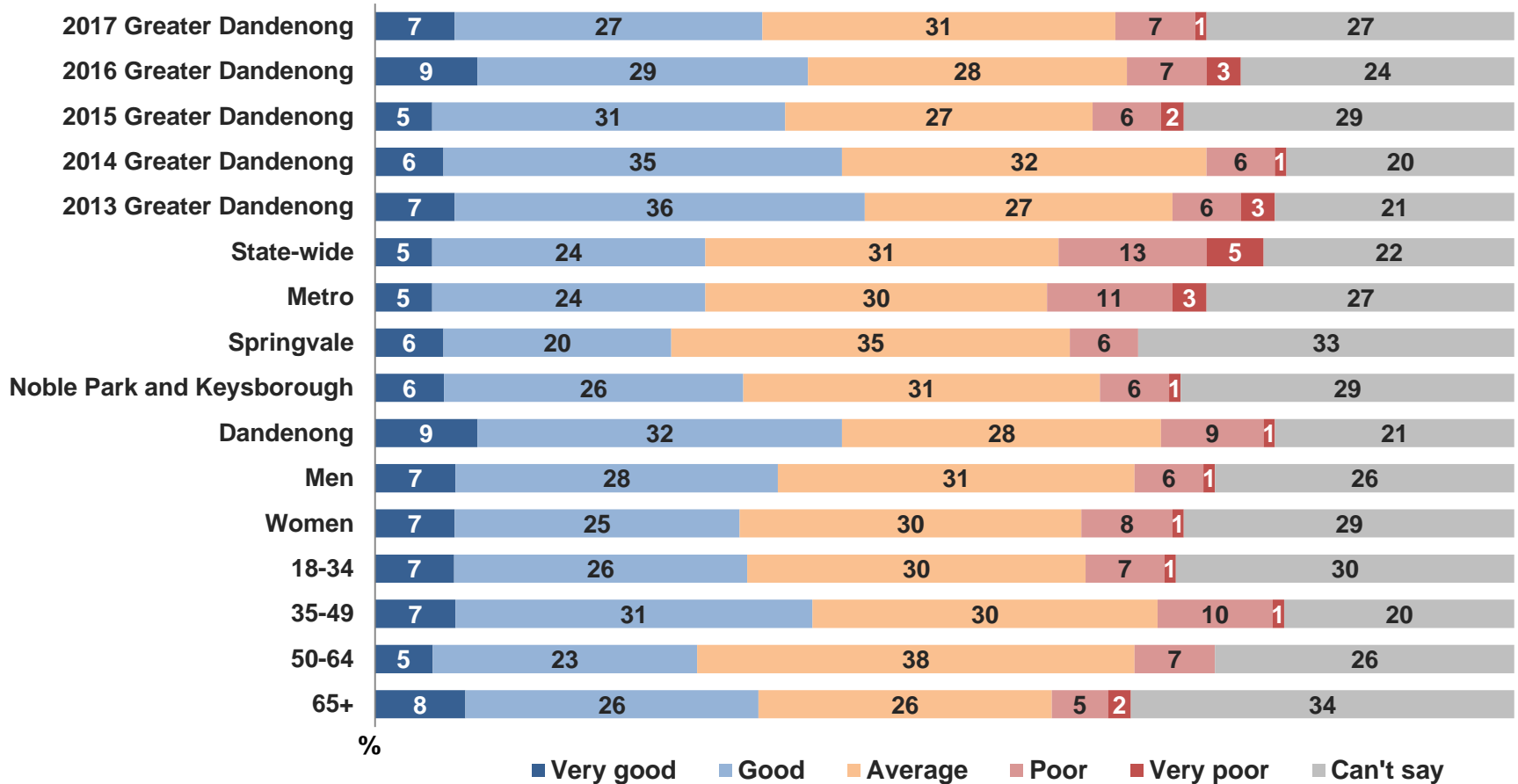
Note: Please see page 5 for explanation about significant differences

# 2017 LOBBYING ON BEHALF OF THE COMMUNITY

## PERFORMANCE DETAILED PERCENTAGES



### 2017 Lobbying Performance



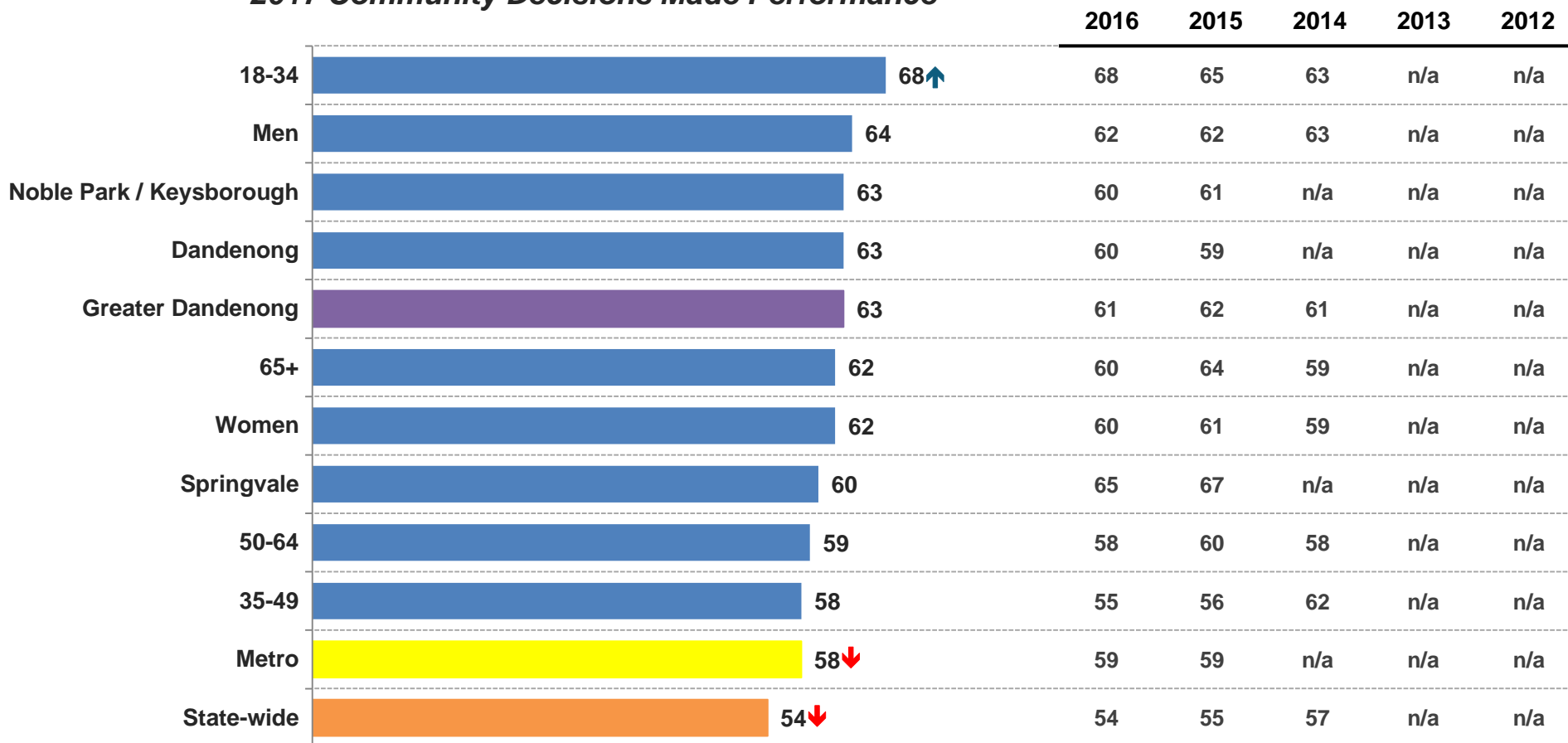
Q2. How has Council performed on 'lobbying on behalf of the community' over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 68 Councils asked group: 18

# 2017 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY

## PERFORMANCE INDEX SCORES



### 2017 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: 68 Councils asked group: 18

Note: Please see page 5 for explanation about significant differences

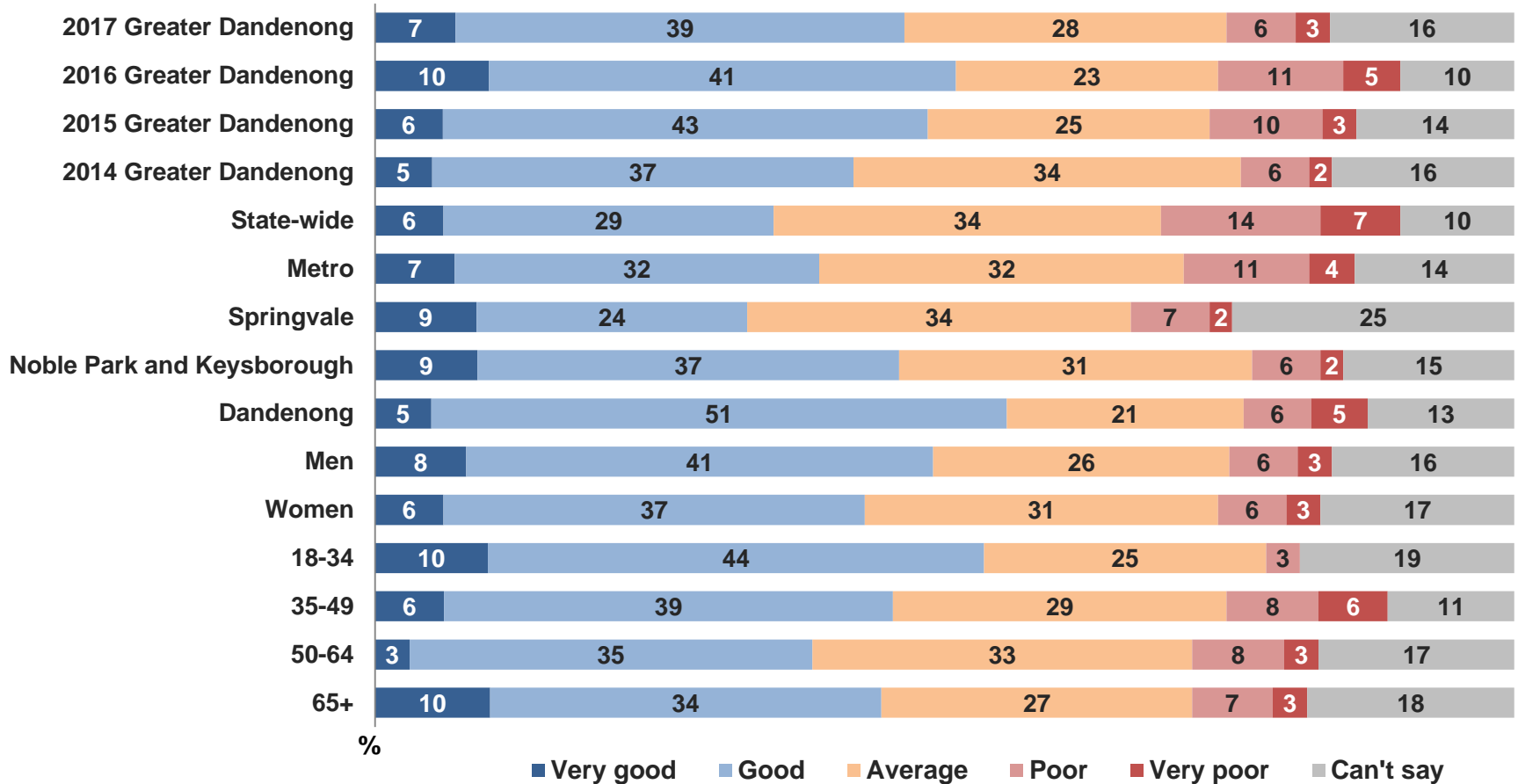


# 2017 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY

## PERFORMANCE DETAILED PERCENTAGES



### 2017 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: 68 Councils asked group: 18

# 2017 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA

## PERFORMANCE INDEX SCORES



### 2017 Sealed Local Roads Performance

		2016	2015	2014	2013	2012
18-34	67	72	68	67	n/a	n/a
65+	67	64	69	61	n/a	n/a
Metro	66	67	69	n/a	n/a	n/a
Women	66	65	64	61	n/a	n/a
Noble Park / Keysborough	66	67	67	n/a	n/a	n/a
Dandenong	65	61	67	n/a	n/a	n/a
Greater Dandenong	65	66	67	64	n/a	n/a
Men	63	66	70	67	n/a	n/a
35-49	63	61	64	65	n/a	n/a
Springvale	63	70	68	n/a	n/a	n/a
50-64	61	60	68	59	n/a	n/a
State-wide	53↓	54	55	55	n/a	n/a

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: 68 Councils asked group: 18

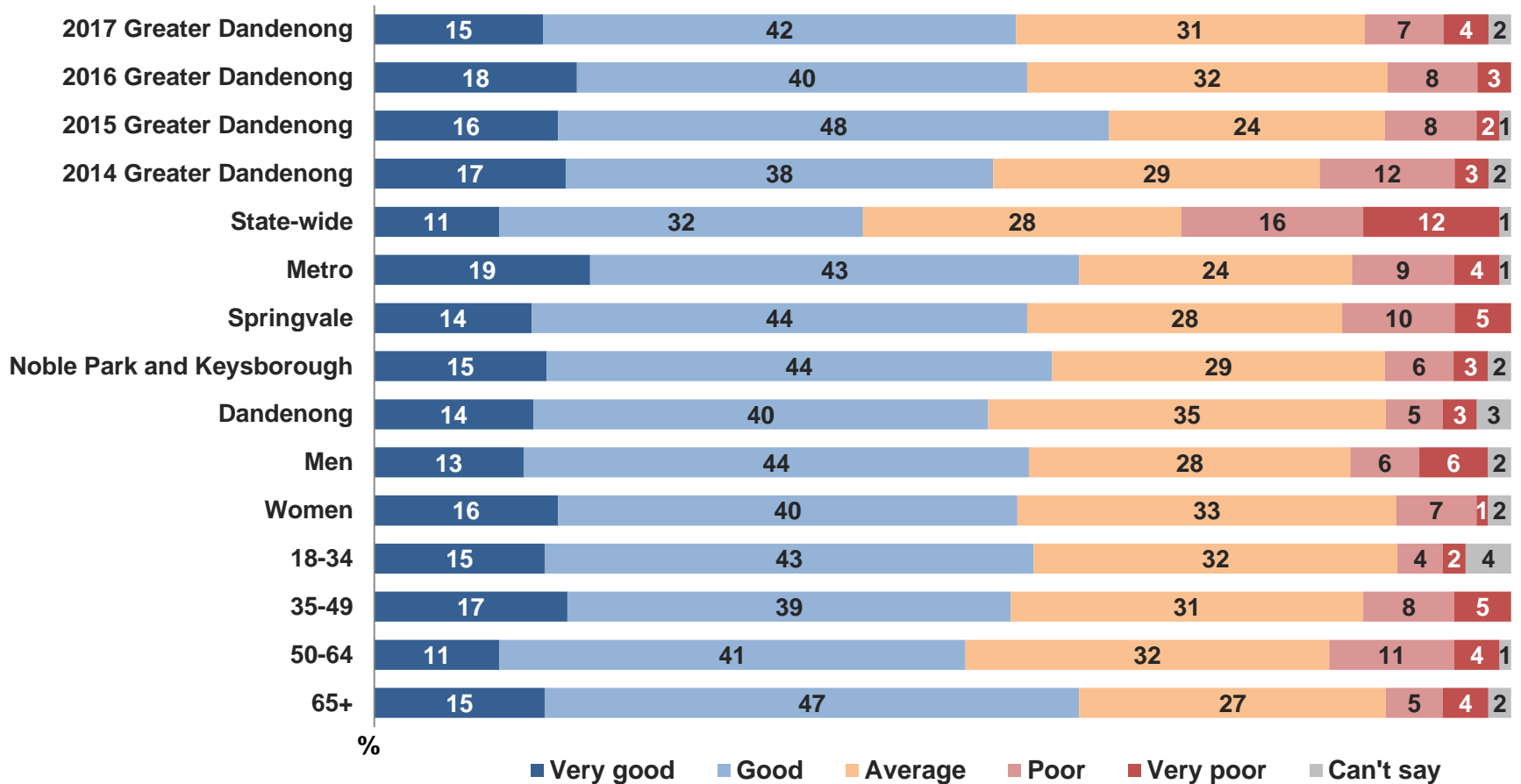
Note: Please see page 5 for explanation about significant differences

# 2017 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA

## PERFORMANCE DETAILED PERCENTAGES



### 2017 Sealed Local Roads Performance



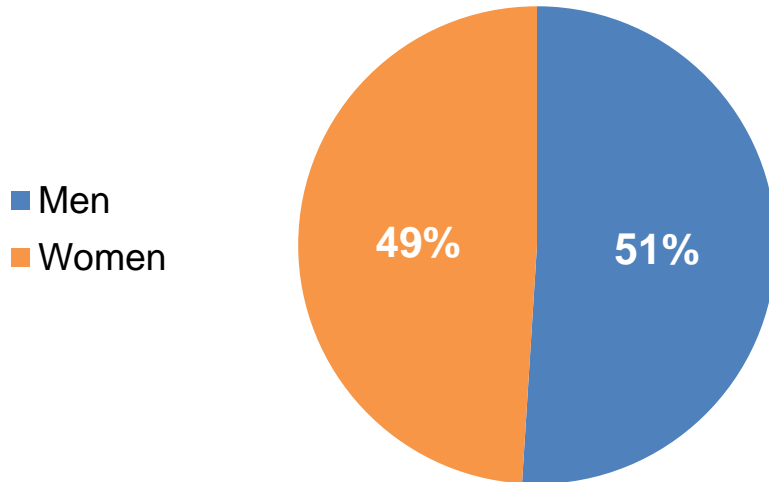
Q2. How has Council performed on 'the condition of sealed local roads in your area' over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 68 Councils asked group: 18



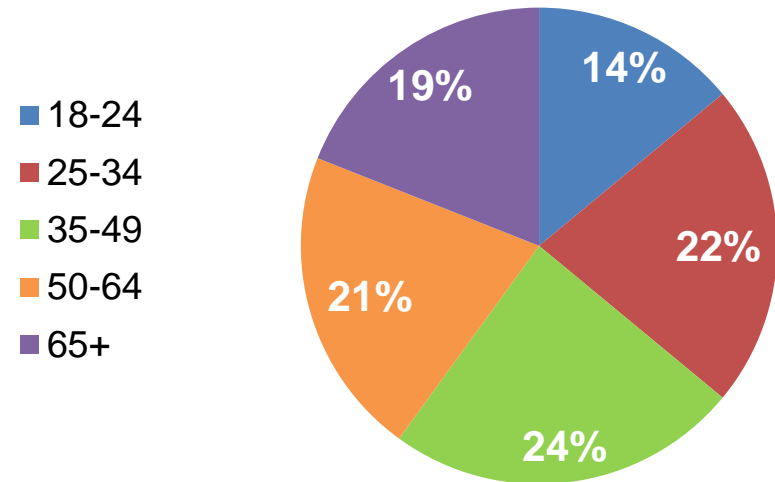
# DETAILED DEMOGRAPHICS

# 2017 GENDER AND AGE PROFILE

## Gender



## Age

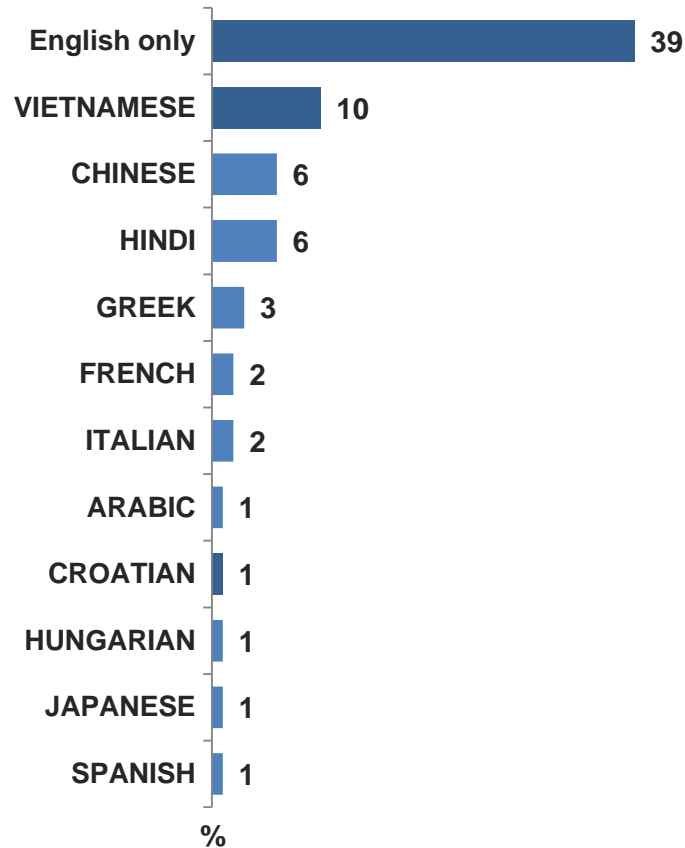


*Please note that for the reason of simplifying reporting, interlocking age and gender reporting has not been included in this report. Interlocking age and gender analysis is still available in the dashboard and data tables provided alongside this report.*

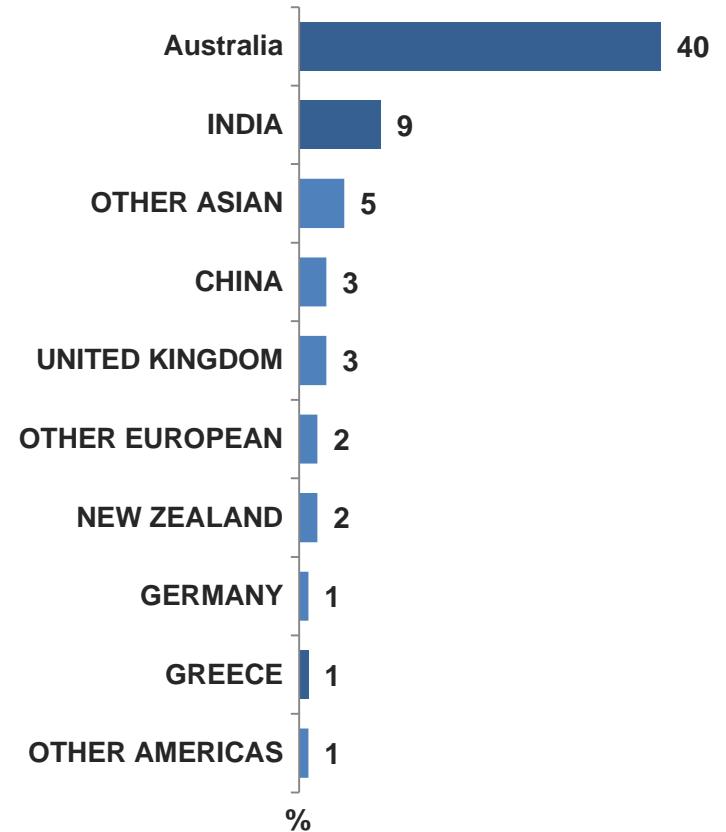
# 2017 LANGUAGES SPOKEN AT HOME

## 2017 COUNTRIES OF BIRTH

**2017 Languages Spoken**  
- Top Mentions Only -



**2017 Countries of Birth**  
- Top Mentions Only -



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

Base: All respondents. Councils asked state-wide: 3 Councils asked group: 3

Note: Respondents could name multiple languages 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

A satellite-style map of the United States is shown, with a glowing, interconnected network of lines overlaid on the landmass, suggesting a data network or survey routes. The map is set against a dark blue background.

**APPENDIX A:**

**DETAILED SURVEY TABULATIONS**

**AVAILABLE IN SUPPLIED EXCEL FILE**



**APPENDIX B:  
FURTHER PROJECT INFORMATION**



# APPENDIX B:

## BACKGROUND AND OBJECTIVES

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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 2012-2017 have been made throughout this report as appropriate.**

# APPENDIX B:

## MARGINS OF ERROR

The sample size for the 2017 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 119,000 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	200	203	+/-6.9
Women	200	197	+/-6.9
Springvale	90	94	+/-10.4
Noble Park and Keysborough	166	165	+/-7.6
Dandenong	144	141	+/-8.2
18-34 years	98	144	+/-9.9
35-49 years	82	98	+/-10.9
50-64 years	116	83	+/-9.1
65+ years	104	75	+/-9.7

# APPENDIX B:

## ANALYSIS AND REPORTING

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All participating councils are listed in the state-wide report published on the DELWP website. In 2017, 68 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 2012-2017 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 2017 State-wide Local Government Community Satisfaction Survey have been compared against other participating councils in the Metropolitan 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 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%	--	<b>INDEX SCORE 60</b>

# 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%	--	<b>INDEX SCORE 56</b>

# APPENDIX B:

## INDEX SCORE IMPLICATIONS

Index scores are indicative of an overall rating on a particular service area. In this context, index scores indicate:

- a) how well council is seen to be performing in a particular service area; or
- b) the level of importance placed on a particular service area.

For ease of interpretation, index score ratings can be categorised as follows:

INDEX SCORE	Performance implication	Importance implication
75 – 100	Council is performing <b>very well</b> in this service area	This service area is seen to be <b>extremely important</b>
60 – 75	Council is performing <b>well</b> in this service area, but there is room for improvement	This service area is seen to be <b>very important</b>
50 – 60	Council is performing <b>satisfactorily</b> in this service area but needs to improve	This service area is seen to be <b>fairly important</b>
40 – 50	Council is performing <b>poorly</b> in this service area	This service area is seen to be <b>somewhat important</b>
0 – 40	Council is performing <b>very poorly</b> in this service area	This service area is seen to be <b>not that important</b>

# APPENDIX B:

## INDEX SCORE SIGNIFICANT DIFFERENCE CALCULATION

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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

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### 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 2017 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 2017 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

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## Reporting

Every council that participated in the 2017 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 <https://www.localgovernment.vic.gov.au/our-programs/council-community-satisfaction-survey>.

# APPENDIX B:

## GLOSSARY OF TERMS

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

**CSS:** 2017 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.

**Statewide 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.



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