



# Greater Shepparton City Council Annual Residents' Satisfaction Survey 2018

Report | August 2018



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## Introduction, Objectives and Method

### Introduction

- The Greater Shepparton City 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 residents

### Research Objectives

- Assess satisfaction among residents in relation to services, facilities and other activities of the Greater Shepparton City Council
- Provide insights into how the Council can best invest its resources to improve residents' satisfaction with its overall performance

### Method

- A statistically robust postal survey with an online option for completion was conducted with a sample of n=502 residents across Greater Shepparton
- Post data collection the sample has been weighted so it is aligned with known population distributions as contained in the Census 2016
- At an aggregate level the sample has an expected 95% confidence interval (margin of error) of  $\pm 4.3\%$
- Interviewing took place over four waves throughout a 12 month period between 18 September 2017 and 25 June 2018
- The 2018 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
- All performance scores have been calculated excluding 'don't know' responses, unless otherwise stated

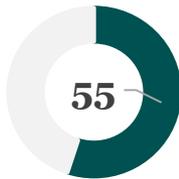
### Note

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

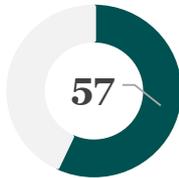
# Key Findings

## INDEX scores

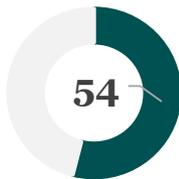
Local Sealed Roads



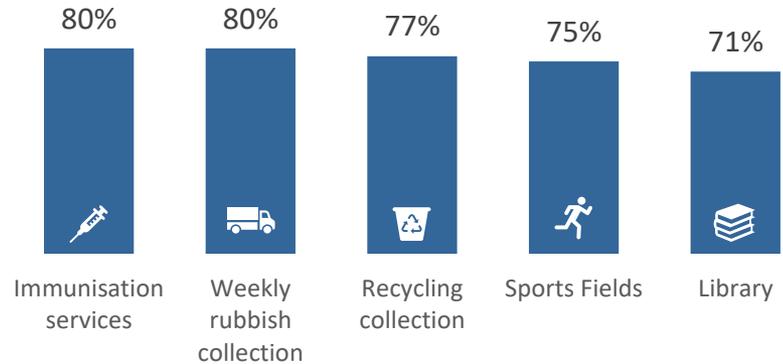
Community Consultation and Engagement



Decisions Made in Interest of Community



## Top 5 Best Performing Areas (% very satisfied – scoring 8 to 10)



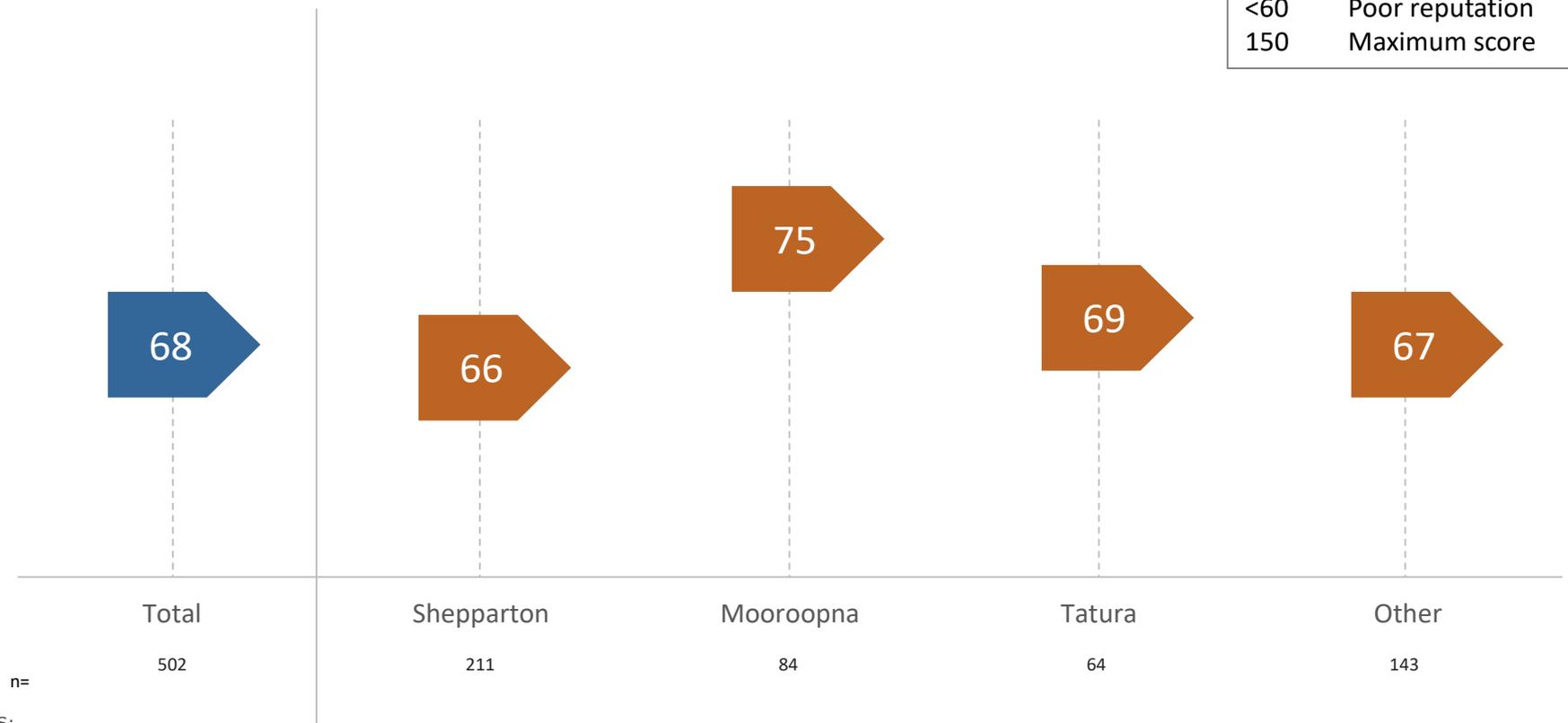
## Key Opportunities for Improvement



Residents rate Council's reputation as good, with those in Mooroopna being more positive about Council than residents living in other areas

Reputation benchmarks

<b>Key:</b>	
>80	Excellent reputation
60-79	Acceptable reputation
<60	Poor reputation
150	Maximum score



NOTES:

1. Sample: n=502
2. REP5. So considering, leadership, trust, financial management and also taking into account the quality of services and facilities provided, how would you rate Council for its overall reputation?
3. The benchmark is calculated by re-scaling the overall reputation measure to a new scale between -50 and +150 to improve granularity for the purpose of benchmarking

## The questionnaire, rating scale, and categorisation for reporting satisfaction scores has been refined and is somewhat similar to what has been used in previous years

Residents were asked to rate their satisfaction with various services, infrastructure and facilities provided by Council, using a 10 point scale where 1 is very dissatisfied and 10 is very satisfied.

Results throughout this report are presented as:

- the percentage of respondents that provided a score of 8 to 10 being very satisfied,
- an index score calculated and represented as a score out of 100 on a 0 to 100 scale as required by the Local Government Performance Reporting Framework (LGPRF).

Index scores can be categorised as follows:

Category	Score	Index Value
Very satisfied	8 – 10	80 – 100
Satisfied	6 – 7	60 – 79
Neutral	5	40 – 59
Dissatisfied	1 – 4	0 – 39

When making direct comparisons to previous survey results, slight variations could potentially be attributed to differences in questionnaire layout and question wording, method, scale, and index score calculations. When undertaking the survey design and reporting of results, every effort has been made to minimise any potential for variation.

In adopting the mandatory calculation measures as stipulated by the Local Government Performance Reporting Framework (LGPRF), no significant impact can be attributed directly to the change in scale when reporting index scores.

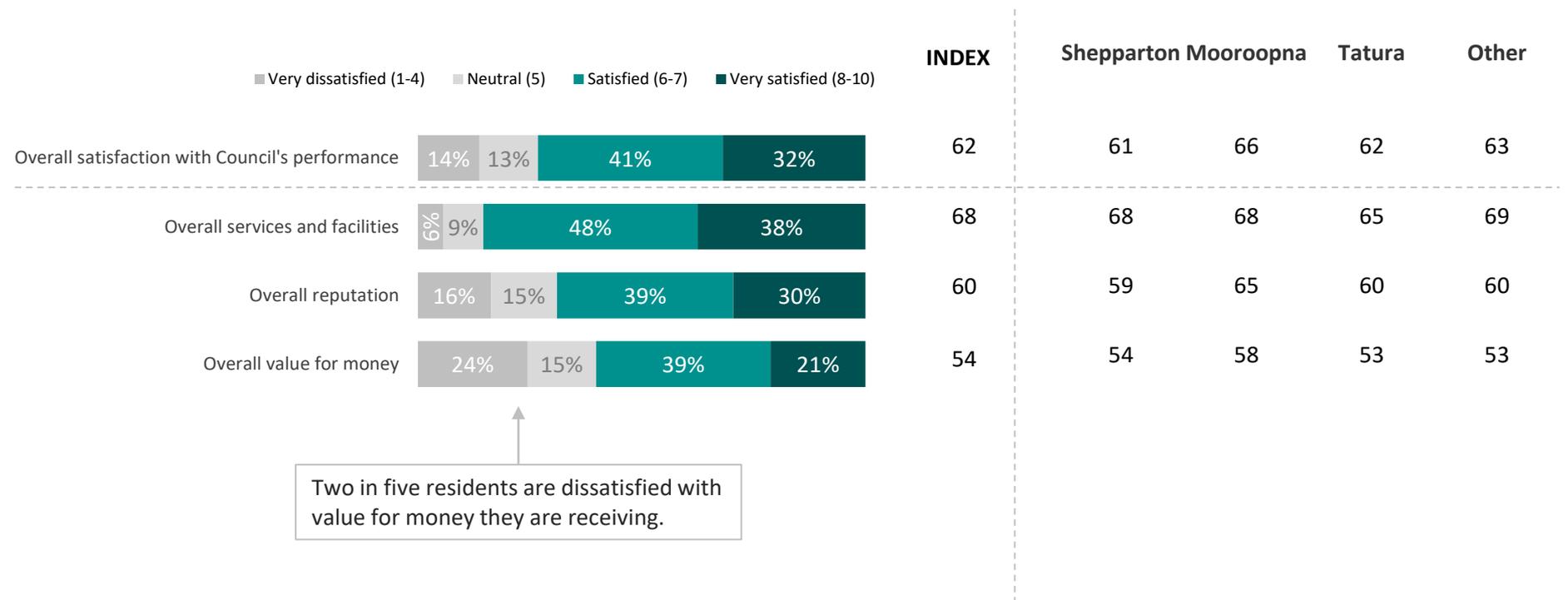


## Overall Satisfaction

Close to three quarters (73%) of residents are satisfied with Council’s performance, giving a rating of six or more out of ten

Satisfaction: Overall level drivers

INDEX by area

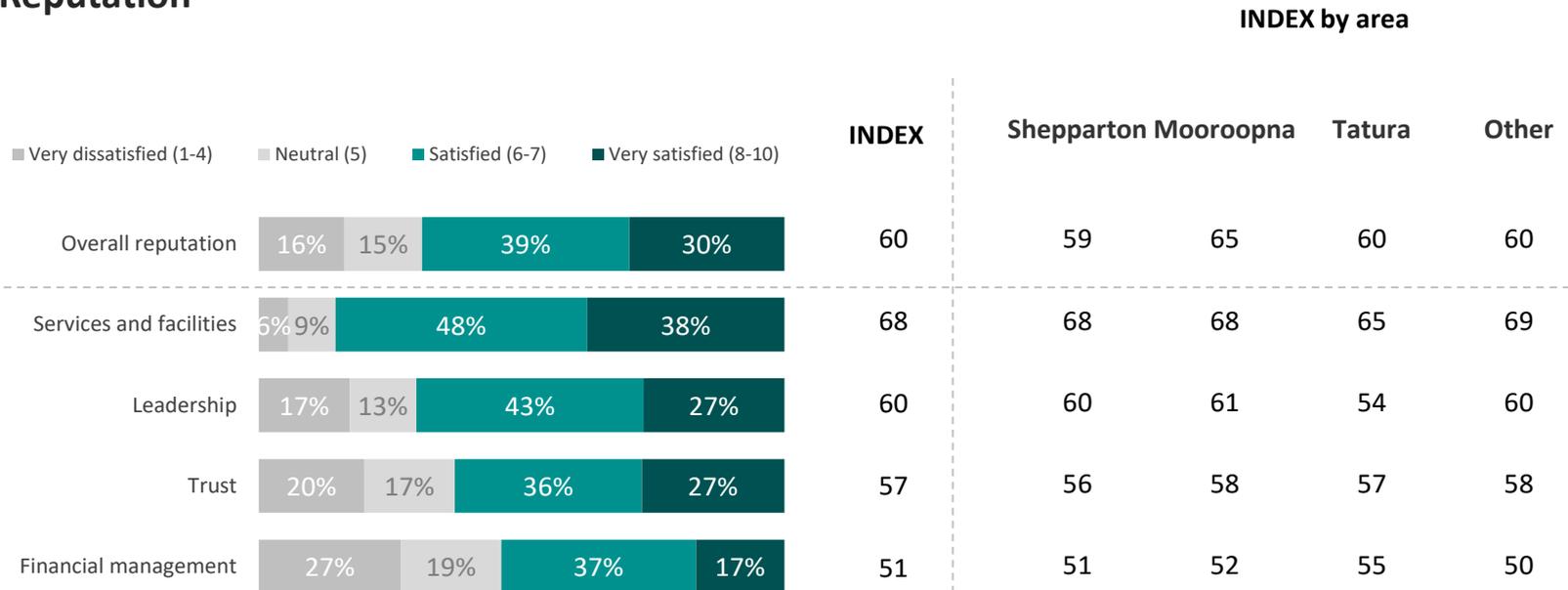


NOTES:

1. Sample: n=502
2. OP1. Everything considered; reputation, services and facilities, and value for money, how satisfied are you with the overall performance of Council over the past twelve months?
3. REP5. So considering, leadership, trust, financial management and also taking into account the quality of services and facilities provided, how would you rate Council for its overall reputation?
4. OVLSV. When you think of all the services and facilities that we have gone through that Council provides; so roads, footpaths and cycle ways, waste services, parks and reserves, facilities and events, family and child care, aged and disability care, and regulatory services. Overall, how satisfied are you with the services and facilities that Council provides?
5. VM3. Considering all the services and facilities that Council provides. Overall how satisfied are you that you receive good value for the money you spend in rates and other fees?

# Out of the four elements that contribute to overall reputation, residents are least satisfied with Council's financial management

## Satisfaction: Reputation



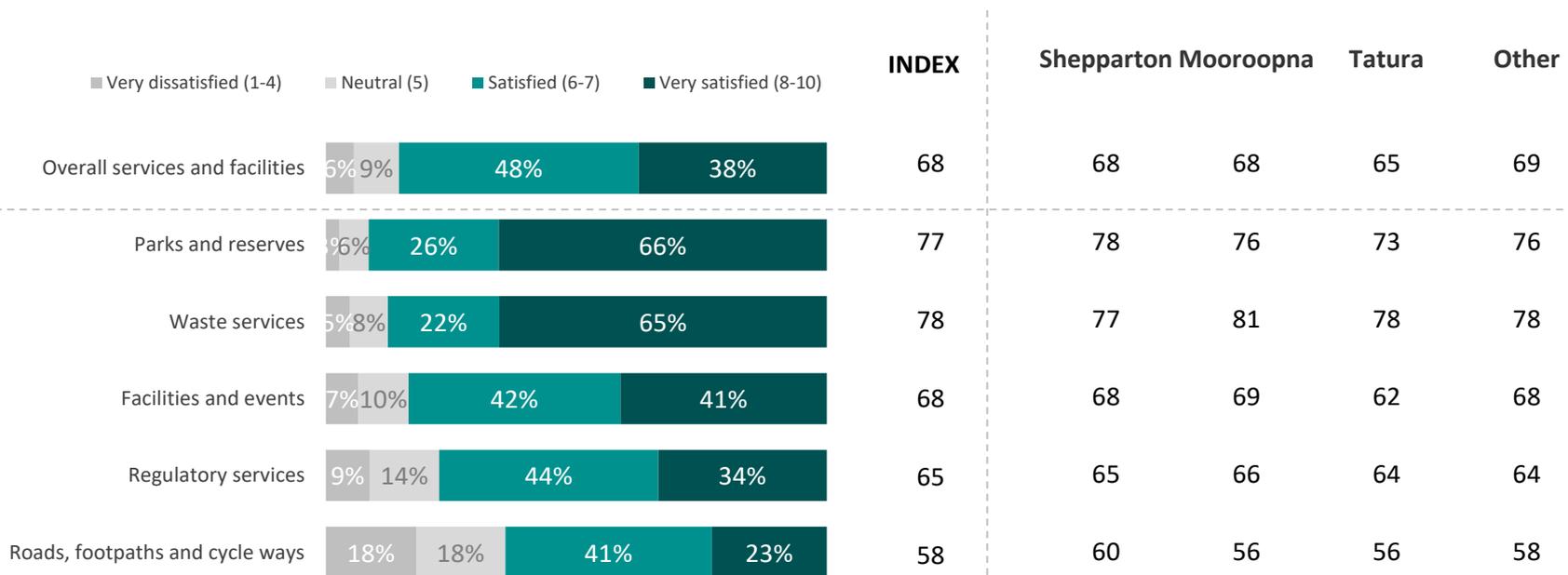
NOTES:

1. Sample: n=502
2. REP1. Being committed to creating a Greater Shepparton, setting clear direction, community priorities, advocating for equitable services and infrastructure, making decisions and assisting in creating a prosperous community, overall how would you rate Council for its leadership?
3. REP2. Next I'd like you to think about how open and transparent Council is, how Council can be relied on to act honestly and fairly, and their ability to work in the best interests of the city? Overall how would you rate Council in terms of the faith and trust you have in them?
4. REP3. Now thinking about Council's financial management – how appropriately it invests in the city, how wisely it spends and avoids waste, and its transparency around spending. How would you rate Council overall for its financial management?
5. OVLSV. When you think of all the services and facilities that we have gone through that Council provides; so roads, footpaths and cycle ways, waste services, parks and reserves, facilities and events, family and child care, aged and disability care, and regulatory services. Overall, how satisfied are you with the services and facilities that Council provides?
6. REP5. So considering, leadership, trust, financial management and also taking into account the quality of services and facilities provided, how would you rate Council for its overall reputation?

From the services and facilities provided by Council, residents are mostly satisfied with parks and reserves, and less likely to be satisfied with the roads, footpaths and cycle ways

### Satisfaction: Services and facilities

INDEX by area



NOTES:

1. Sample: n=502
2. RF3. Overall how satisfied are you with Council's roads, footpaths and cycle ways?
3. WW2. Overall how satisfied are you with Council's waste services?
4. PR2. Overall how satisfied are you with the provision and maintenance of Council's parks and reserves?
5. FE2. Overall how satisfied are you with Council's facilities and events?
6. RS2. Overall how satisfied are you with Council's regulatory services?
7. OVLSV. When you think of all the services and facilities that we have gone through that Council provides; so roads, footpaths and cycle ways, waste services, parks and reserves, facilities and events, family and child care, aged and disability care, and regulatory services. Overall, how satisfied are you with the services and facilities that Council provides?

While almost half of residents are satisfied with their annual property rates being fair and reasonable, just over one third are dissatisfied

### Satisfaction: Value for money

INDEX by area

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

INDEX

Shepparton Mooroopna Tatura Other



54

54

58

53

53



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Council does well at ensuring fair payment arrangements and providing clear and correct invoicing.

NOTES:

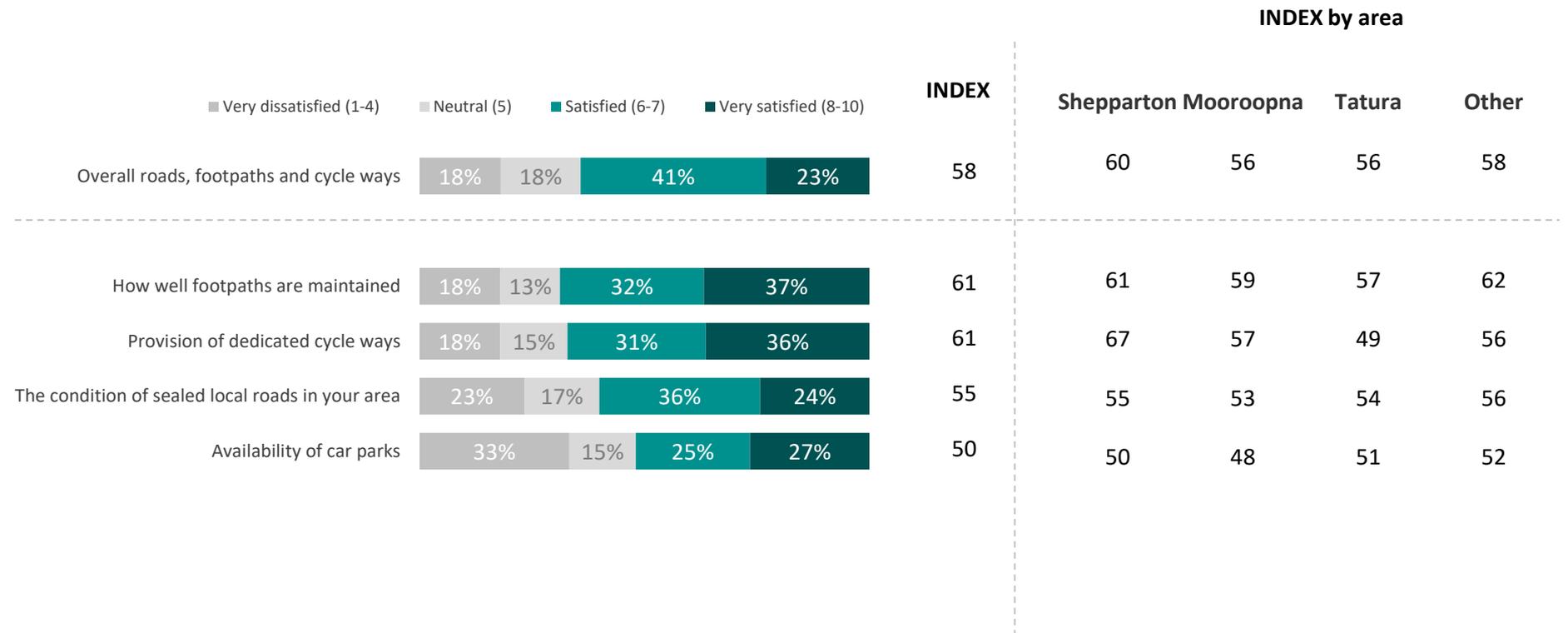
1. Sample: n=613; only asked of ratepayers
2. VM2. How would you rate your satisfaction with Council for...
3. VM3. Considering all the services and facilities that Council provides. Overall how satisfied are you that you receive good value for the money you spend in rates and other fees?



## Satisfaction with Services and Facilities

In terms of roading, residents are satisfied with how well footpaths are maintained and the provision of dedicated cycle ways, but less satisfied with the availability of car parks

## Satisfaction: Roads and Footpaths

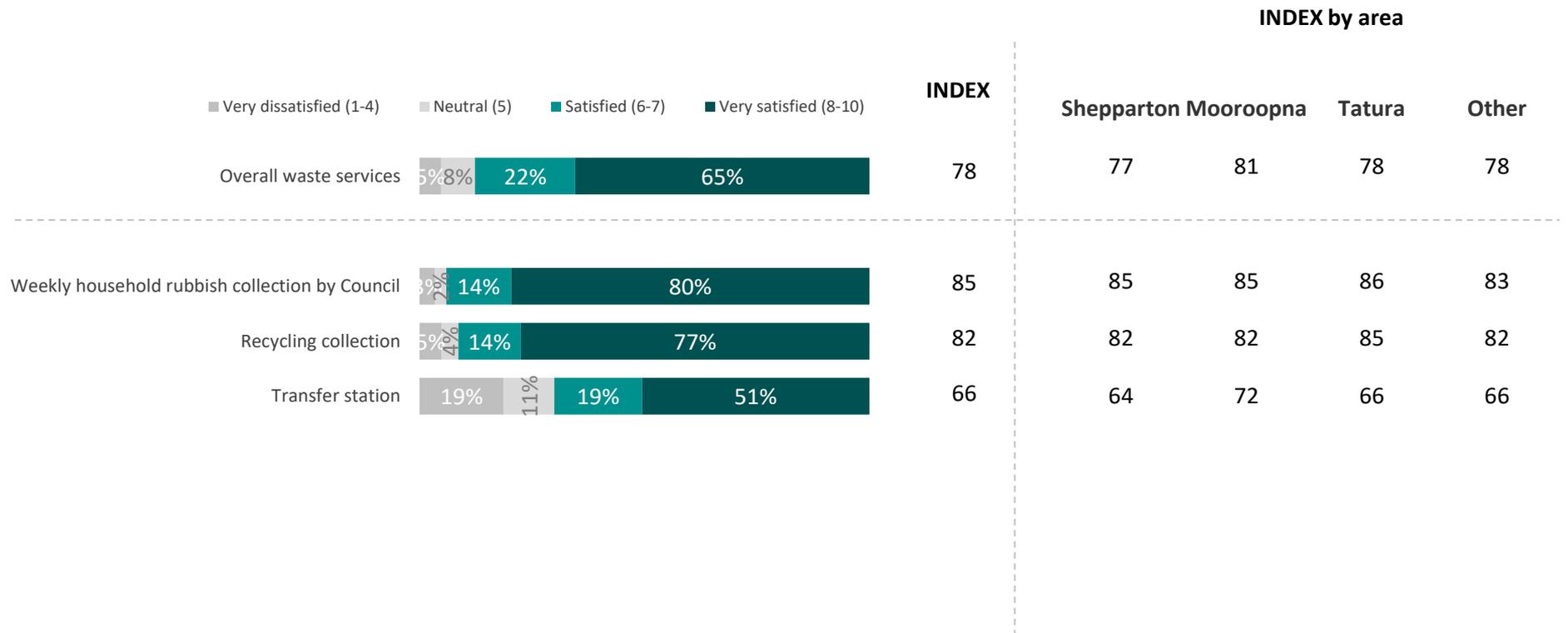


NOTES:

1. Sample: n=502
2. 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...
3. RF3. Overall how satisfied are you with Council's roads, footpaths and cycle ways?

Most residents are satisfied with the various elements of waste collection, while only half are satisfied with the transfer station

### Satisfaction: Waste Services

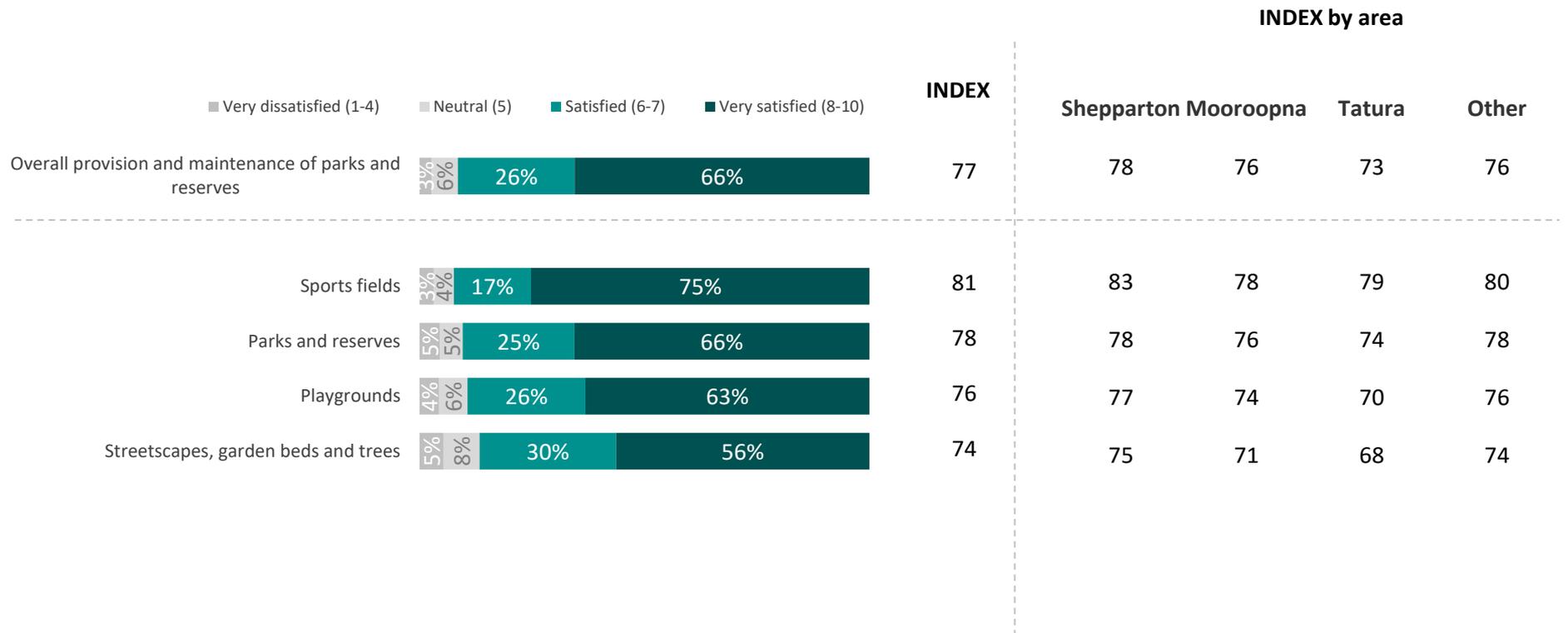


NOTES:

1. Sample: n=502
2. WW1. Still 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...
3. WW2. Overall how satisfied are you with Council's waste services?

Parks and reserves is the Council service/facility with which residents are most satisfied, and this is consistent across playgrounds, sports fields, parks and streetscapes

### Satisfaction: Parks and Reserves

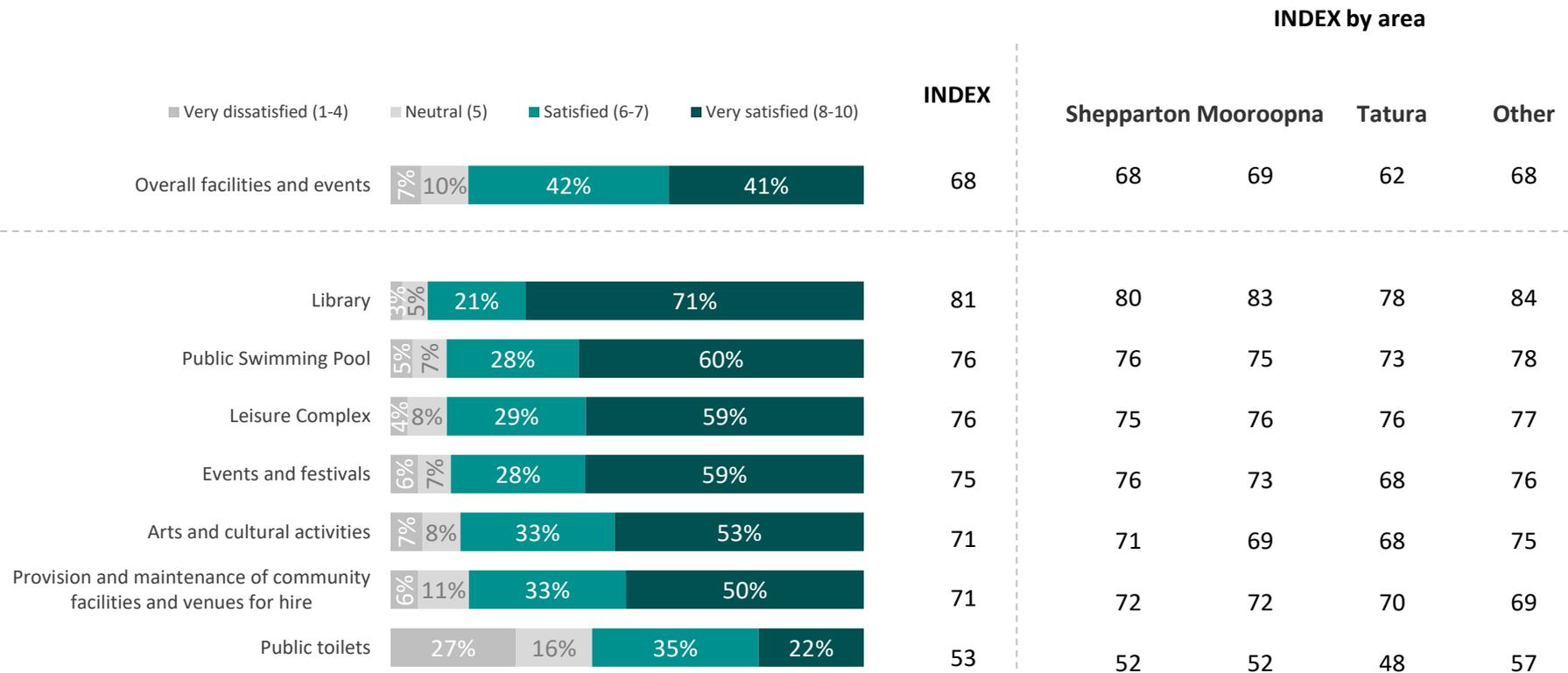


NOTES:

1. Sample: n=502
2. PR1. Still using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your satisfaction with Council's performance in providing and maintaining its...
3. PR2. Overall how satisfied are you with the provision and maintenance of Council's parks and reserves?

Four out of five (83%) residents are satisfied with the various facilities and events provided by Council, especially the library (92%)

### Satisfaction: Facilities and Events

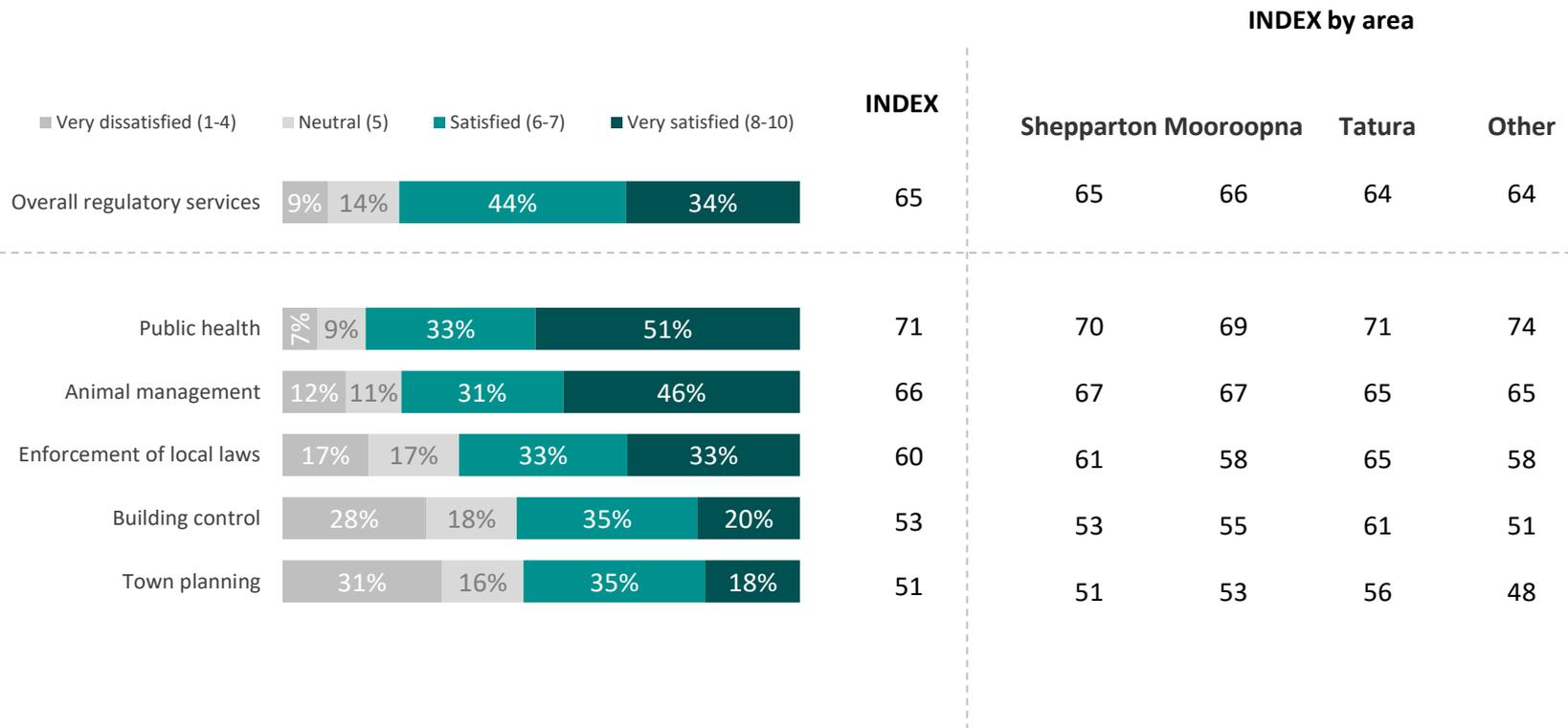


NOTES:

1. Sample: n=502
2. FE1. Still 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...
3. FE2. Overall how satisfied are you with Council's facilities and events?

Just over three quarters of residents (78%) are satisfied with regulatory services overall, although residents are less satisfied with building control and town planning

### Satisfaction: Regulatory Services

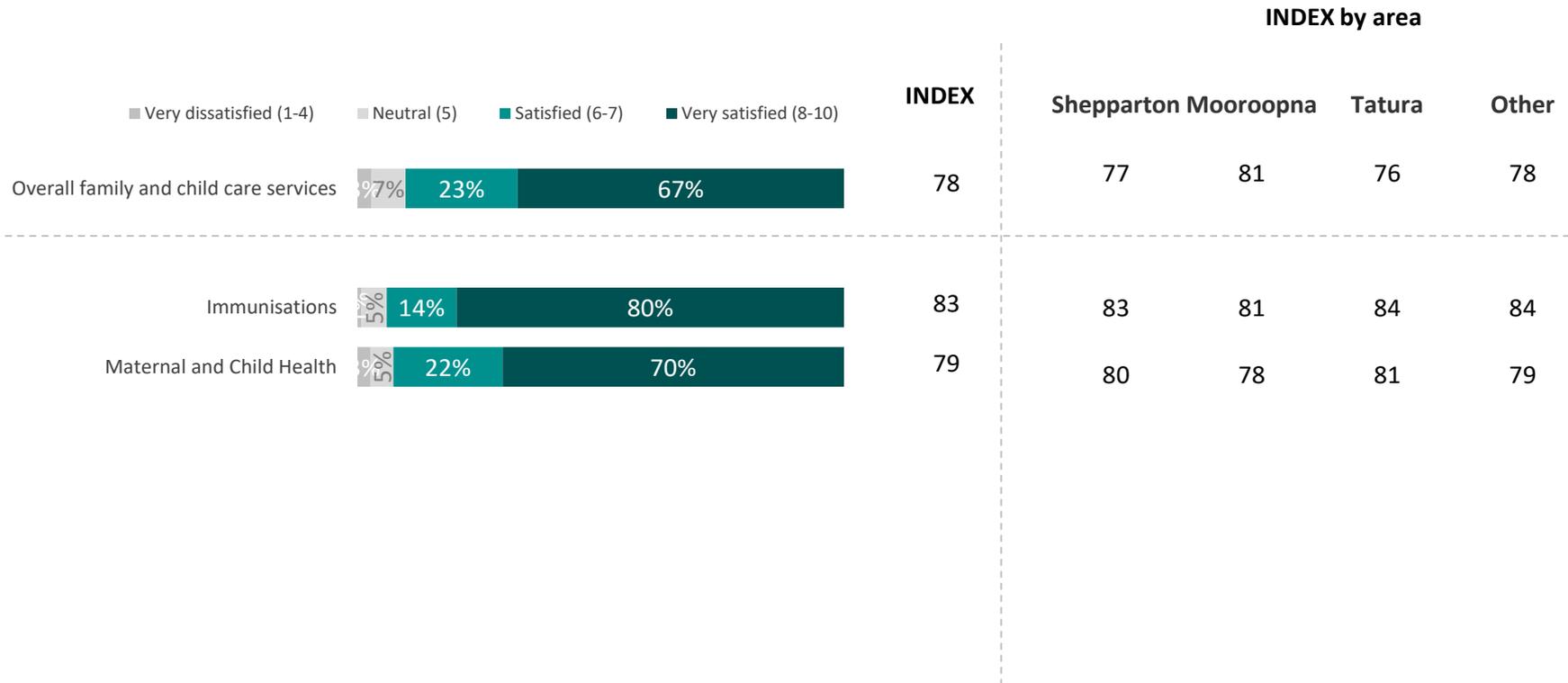


NOTES:

1. Sample: n=502
2. RS1. Still 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...
3. RS2. Overall how satisfied are you with Council's regulatory services?

In terms of Family and Child Care services, residents are very satisfied with Immunisation and Maternal and Child Health services

### Satisfaction: Family and Child Care Services

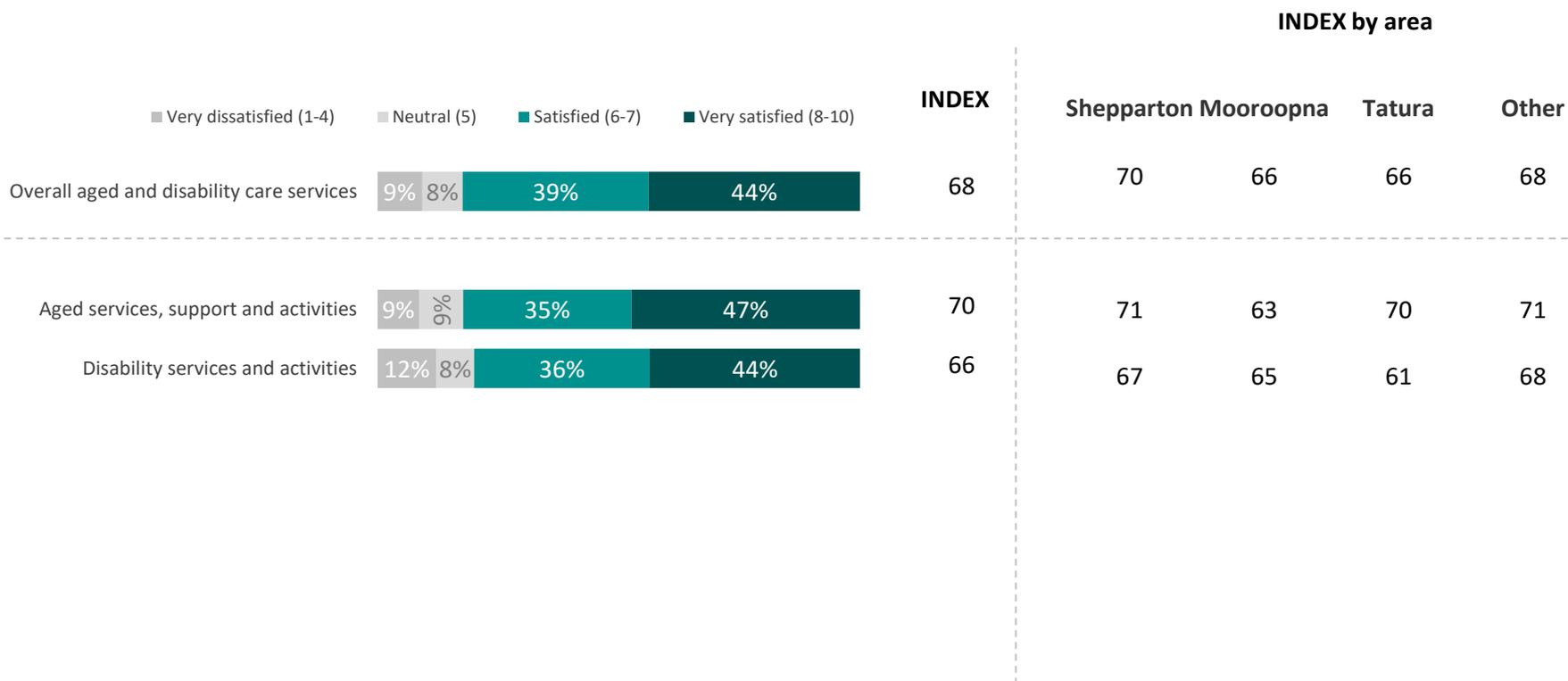


NOTES:

1. Sample: n=203
2. CC1. Still 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...
3. CC2. Overall how satisfied are you with Council's family and child care services?

Aged care and disability care services are being performed reasonably well, with four in five residents satisfied overall

### Satisfaction: Aged and disability care services



NOTES:

1. Sample: n=297
2. HE1. On a scale from 1 to 10 where 1 is 'very dissatisfied' and 10 is 'very satisfied', how satisfied are you with each of the following services that are provided by Council?
3. HE2. How would you rate your satisfaction with Council overall for its aged and disability care services?



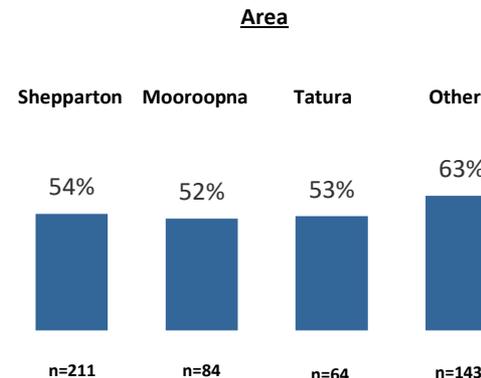
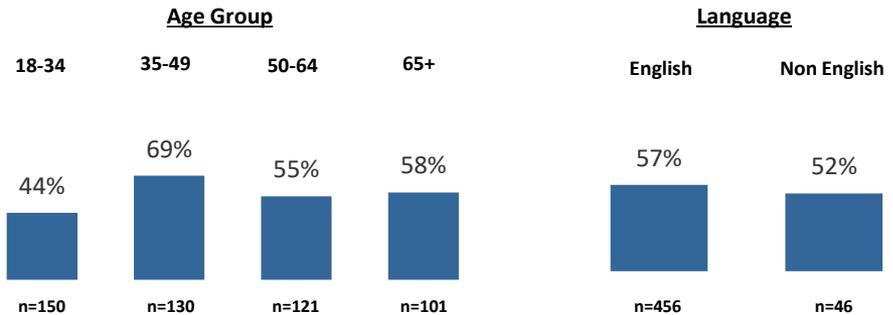
## Customer Service and Contact with Council

More than half (57%) of residents have contacted Council in the past 12 months, with 18 to 34 year old residents the least likely to have contacted Council

### Contact with Council in the last 12 months



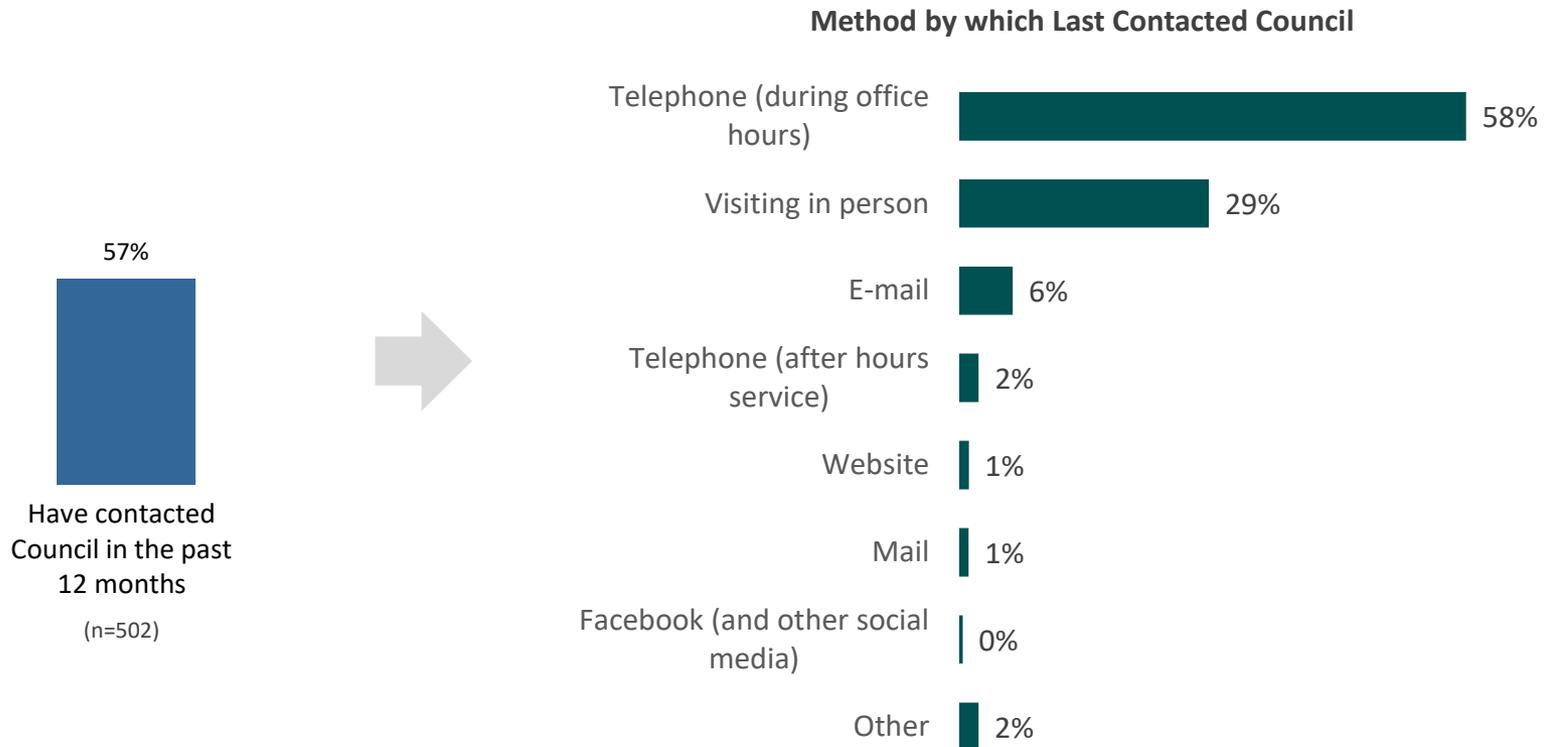
#### Proportion of residents in each group who have contacted Council



NOTES:  
 1. Sample: n=502  
 2. CS1. Have you or any member of your household contacted Greater Shepparton City Council in the last 12 months?

The most common way of contacting Council is via telephone (during office hours), followed by visiting Council in person

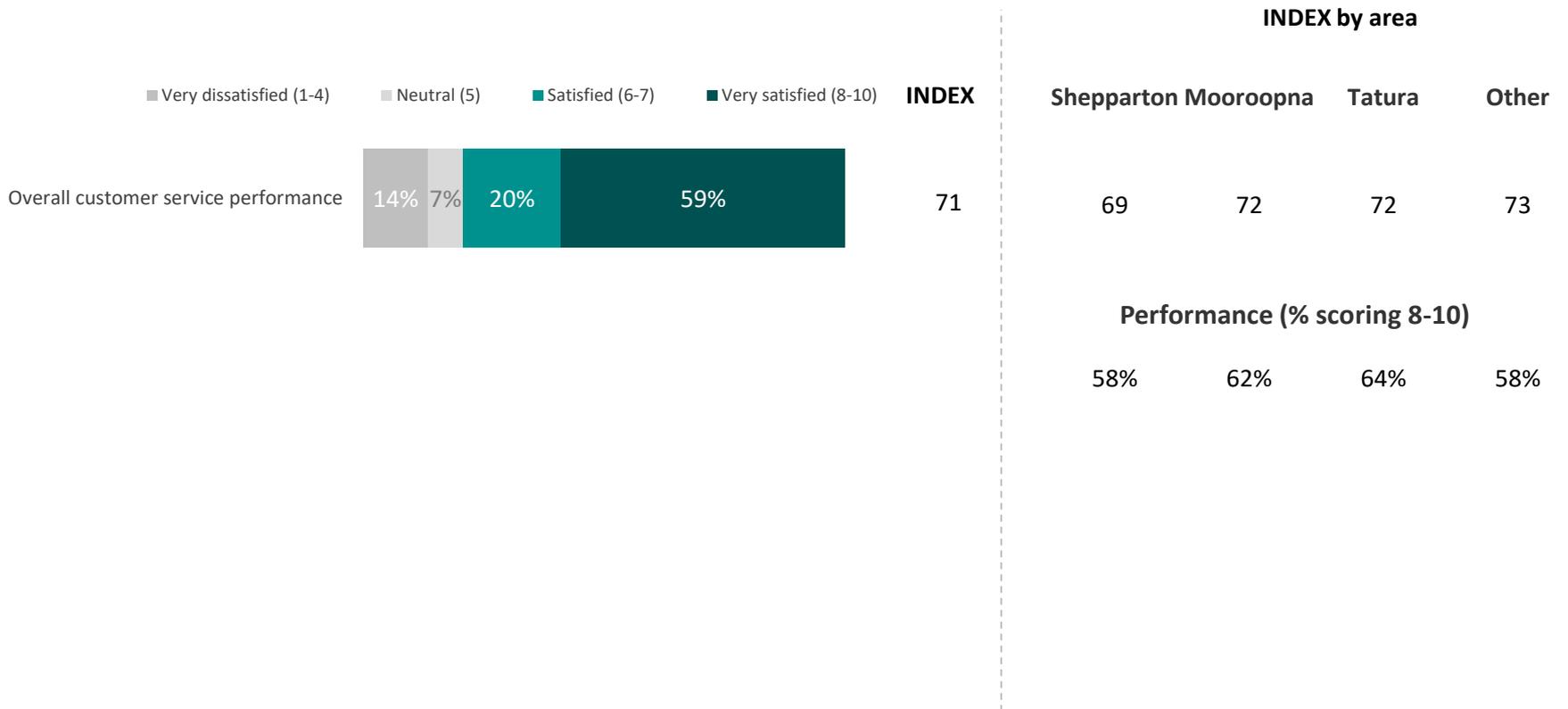
### Contact with Council in the last 12 months



NOTES:  
 1. Sample: n=502  
 2. CS1. Have you or any member of your household contacted Greater Shepparton City Council in the last 12 months?  
 3. CS2. When you or a member of your household last contacted Council, was it by...?

More than three quarters (79%) of residents who contacted Council were satisfied or very satisfied with the overall customer service

### Satisfaction: Customer Service and Contact with Council



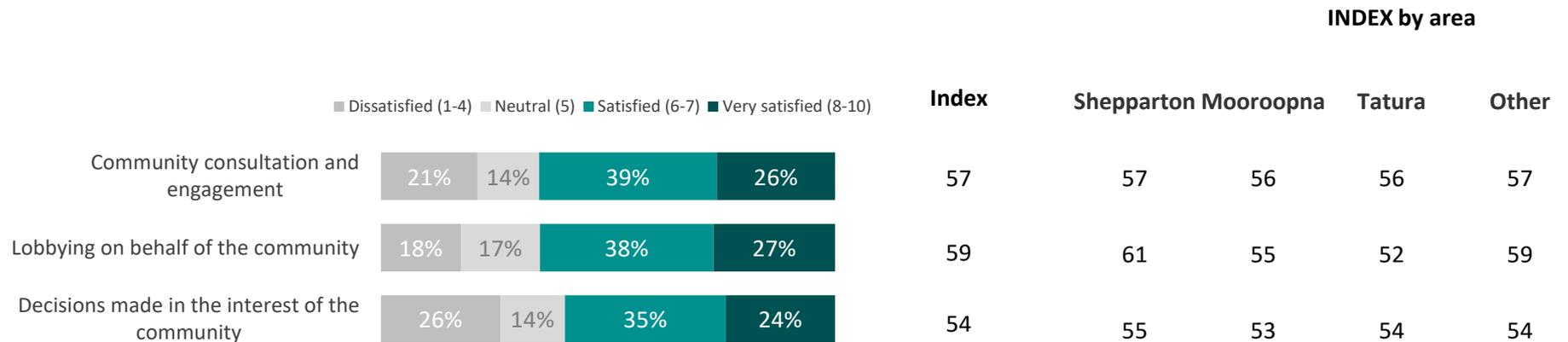
NOTES:  
 1. Sample: n=502  
 2. CS3. Considering the above, using the same 10-point scale how satisfied were you with Council's overall performance in customer service over the last 12 months? Please keep in mind we do not mean the actual outcome but rather the actual service that was received.



## Community Engagement

Although three in five (59%) residents are satisfied that decisions are made in the interest of the community, one quarter (26%) are dissatisfied

### Community engagement: Feedback provided



NOTES:

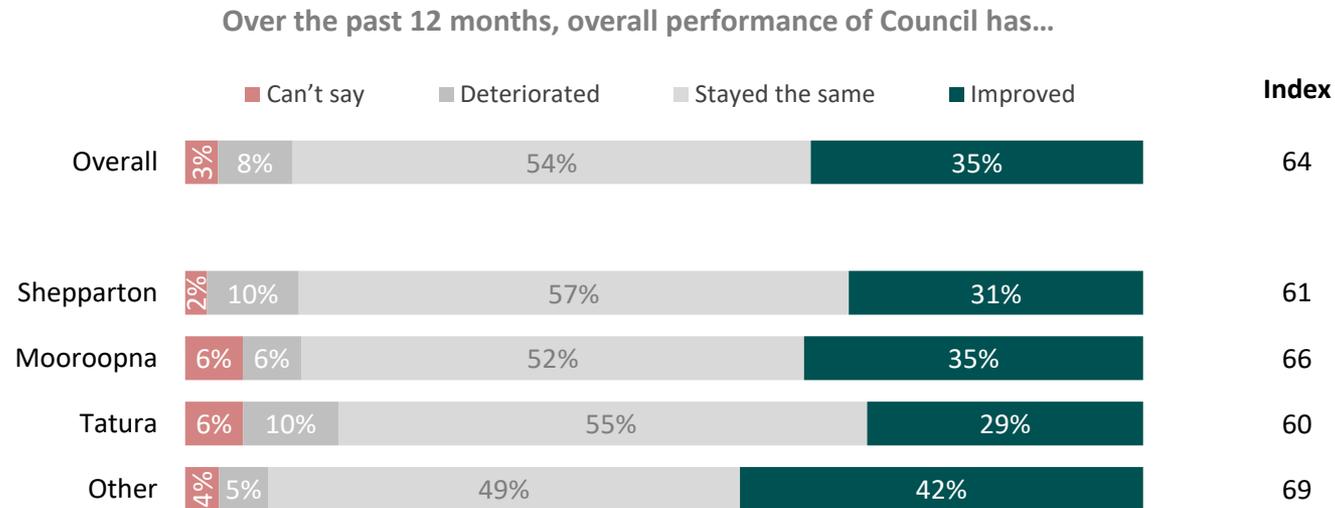
1. Sample: n=502
2. CE1. On the 10-point scale where 1 is 'very poor' and 10 is 'very good', please rate the following aspects of Council performance in relation to community engagement?



## Looking Ahead

Just over half of residents think Council’s performance has stayed the same over the past 12 months, although just over one third think it has improved

### Performance over the past twelve months



NOTES:

1. Sample: n=502
2. OP3. Over the past twelve months, do you think Greater Shepparton City Council’s overall performance has?

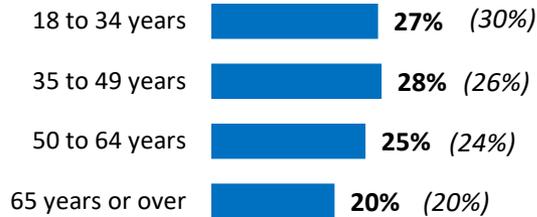


## Sample Profile

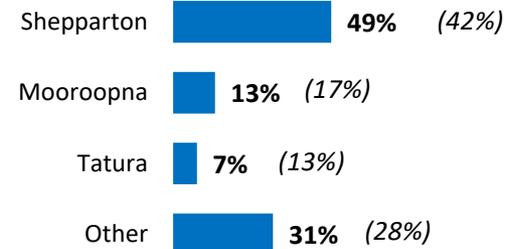
# Sample profile

## Demographics

### Age



### Area



### Gender



#### Weighting

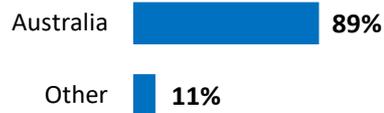
The sample structure target is set broadly in line with known population distributions and is weighted post survey so as to be exactly representative of the known population distributions according to the 2016 Census. This represents 'best practice' in research and means that inferences made about the population will then be reliable, within the confidence limits.

n=502  
weighted  
(unweighted)

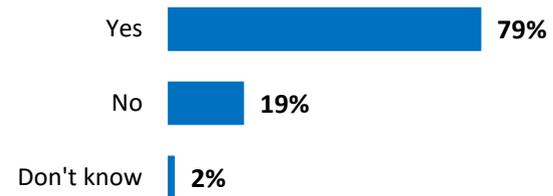
## Sample profile

### Demographics

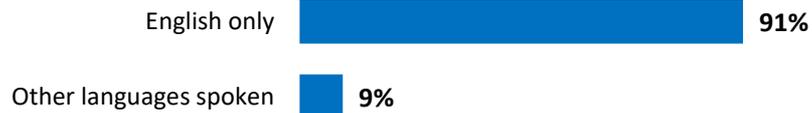
#### Country of Birth



#### Member of household pays rates in Greater Shepparton



#### Home Languages



#### Regular user of Council services





## Head Office

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