

Inner West Council

Community Satisfaction Research

Prepared by: Micromex Research

Date: October 2018



Background & Methodology

Key objectives of the research included:

- Assessing and establishing the community's priorities and satisfaction in relation to Council activities, services, and facilities
- Identifying the community's overall level of satisfaction with Council's performance
- Identifying the community's level of agreement with prompted statements surrounding wellbeing/connectedness
- Identifying methods of communication and engagement with Council
- Identifying priority areas for Council to focus on
- Assessing community strategic measures

Sampling

Total of 1,003 resident telephone interviews were completed:

- 824 selected by electronic White Pages and SamplePages.
- 179 respondents were 'number harvested' via face-to-face intercept at a number of areas around the Inner West LGA.

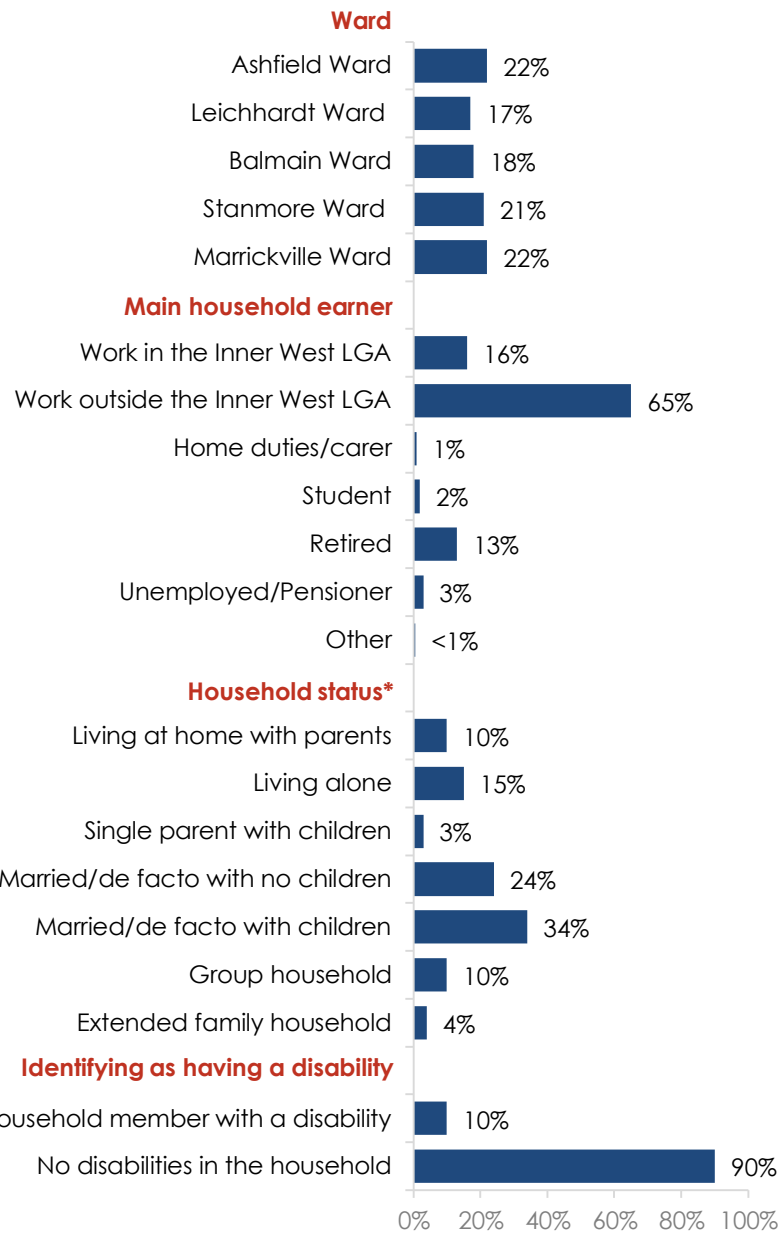
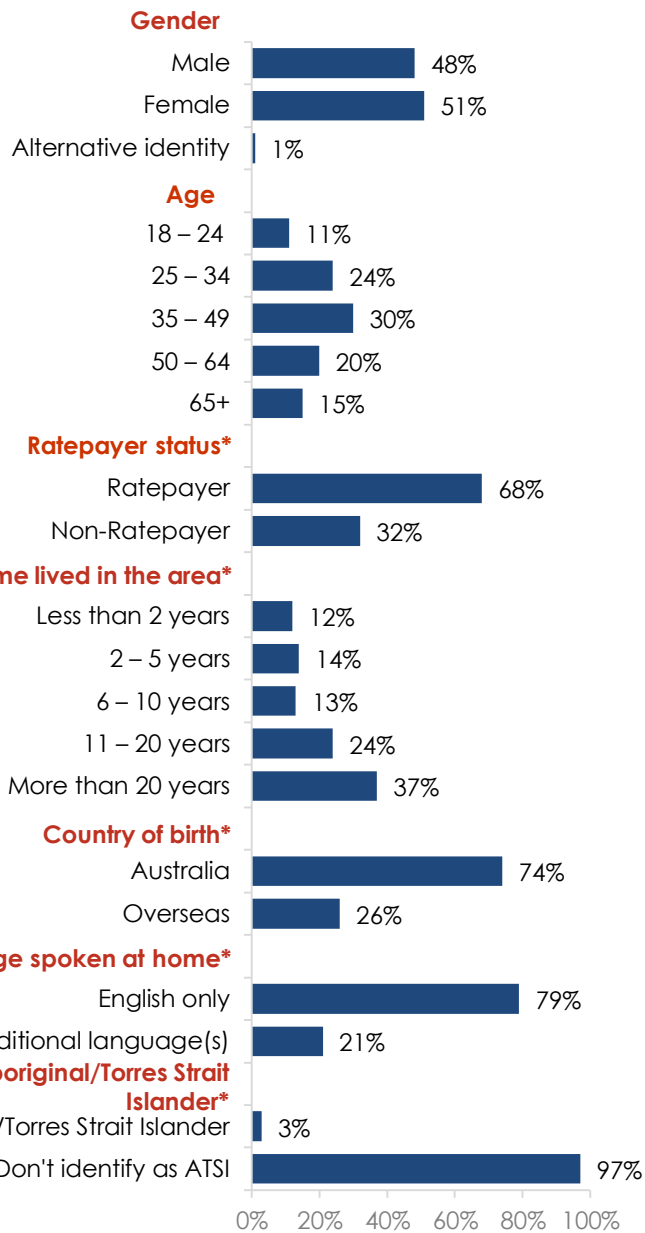
Data collection

The survey was conducted during the period 12th September – 2nd October 2018.



Sample Profile

The sample was weighted by age and gender to reflect the 2016 ABS community profile of Inner West Council



Base: N = 1,003

*Note: 4 people did not answer 'ratepayer status', 1 person did not answer 'time lived in the area', 2 people did not answer 'country of birth', 2 people did not answer 'language spoken at home' and 3 people did not answer 'do you identify as ATSI'.

We Explored Resident Response to 41 Service Areas

An Ecologically Sustainable Inner West

- Encouraging recycling
- Environmental education programs and initiatives e.g. community gardens
- Flood management
- Household garbage collection
- Protecting the natural environment (e.g. bush care)
- Removal of illegally dumped rubbish
- Tree management

Caring, happy, Healthy Communities

- Availability of sporting ovals, grounds and facilities
- Maintenance of local parks, playgrounds and sporting fields
- Swimming pools and aquatic centres
- Community centres and facilities
- Provision of services for older residents
- Support for people with a disability
- Community education programs e.g. English classes, author talks, cycling
- Council's childcare service and programs
- Library services
- Programs and support for newly arrived and migrant communities
- Promoting pride in the community
- Youth programs and activities

Creative Communities and a Strong Economy

- Festival and events programs
- Supporting local artists and creative industries
- Supporting local jobs and business

Progressive local leadership

- Community's ability to influence Council's decision making
- Provision of council information to the community
- Support and programs for volunteers and community groups

Unique, Liveable, Networked Neighbourhoods

- Management of parking
- Cycleways
- Maintaining local roads (excluding major routes)
- Traffic management and road safety
- Maintaining footpaths
- Building heights in town centres
- Managing development in the area
- Graffiti removal
- Maintenance and cleaning of town centres
- Protection of low rise residential areas
- Stormwater management and flood mitigation
- Long term planning for council area
- Safe public spaces
- Protection of heritage buildings and items
- Access to public transport
- Appearance of your local area



Overview of Results

A positive result for Inner West Council.

Overall satisfaction, ratings of community engagement and residents' satisfaction with Council's integrity and decision making have all significantly improved over the 2016 baselines.

- Residents are at least 'moderately' satisfied with 36 of the 41 services and facilities
- Over the past 12 months, perception of Council's value for money and financial management have also significantly improved

95% of the community indicates that they believe that the Inner West is a good place to live. As with many metropolitan LGA's they feel that the core challenge facing the area is mitigating the impact development and population growth.

- WestConnex remains contentious
- Housing affordability remains problematic

The regression analysis identified that the key drivers of overall satisfaction revolve around planning, engagement and physical connectivity.



Key Findings

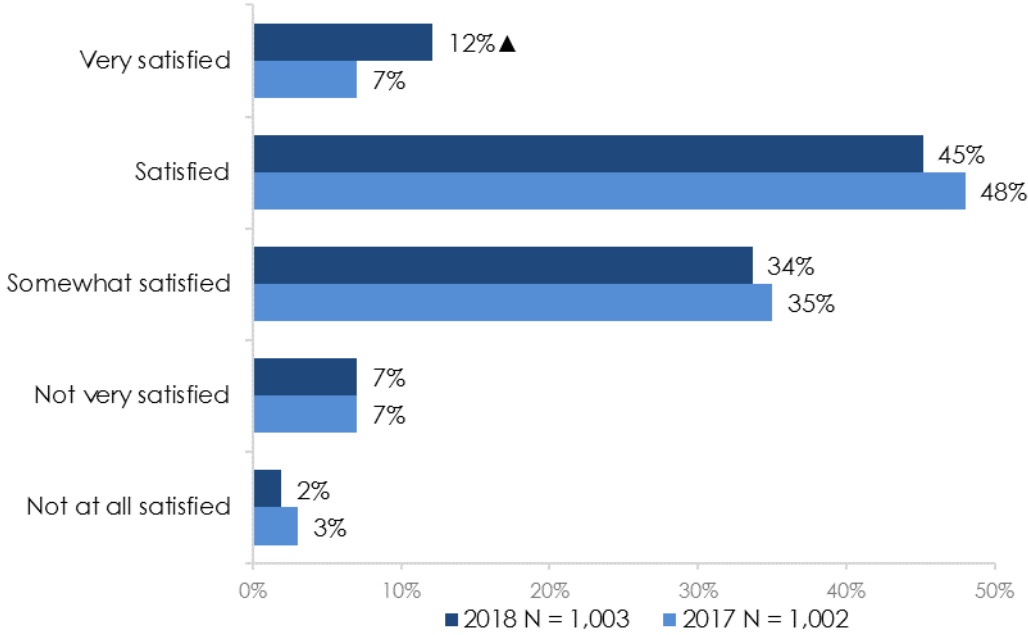


Overall Satisfaction with Council

Q4a. Overall, how satisfied are you with the performance of Inner West Council, not just on one or two issues but across all responsibility areas?

	Overall 2018	Overall 2017	Overall 2016	Male	Female	18 – 24	25 – 34	35 – 49	50 – 64	65+
Mean ratings	3.58▲	3.49	3.42	3.52	3.64	3.82	3.72	3.48▼	3.45▼	3.58

	Ashfield Ward	Leichhardt Ward	Balmain Ward	Stanmore Ward	Marrickville Ward	Ratepayer	Non-Ratepayer
Mean ratings	3.49	3.61	3.47	3.67	3.66	3.52	3.72▲



NSW LGA BRAND SCORES	Means
All of NSW	3.42▼
Metro	3.55
Inner West Council 2018	3.58

Scale: 1 = not at all satisfied, 5 = very satisfied
▲ ▼ = A significantly higher/lower level of satisfaction

91% of residents indicated they were at least 'somewhat satisfied' with the performance of Council, with significantly more selecting the top box 'very satisfied' in 2018.

Satisfaction with the overall performance has significantly increased in 2018. The mean score is now in line with our metro LGA benchmarks.

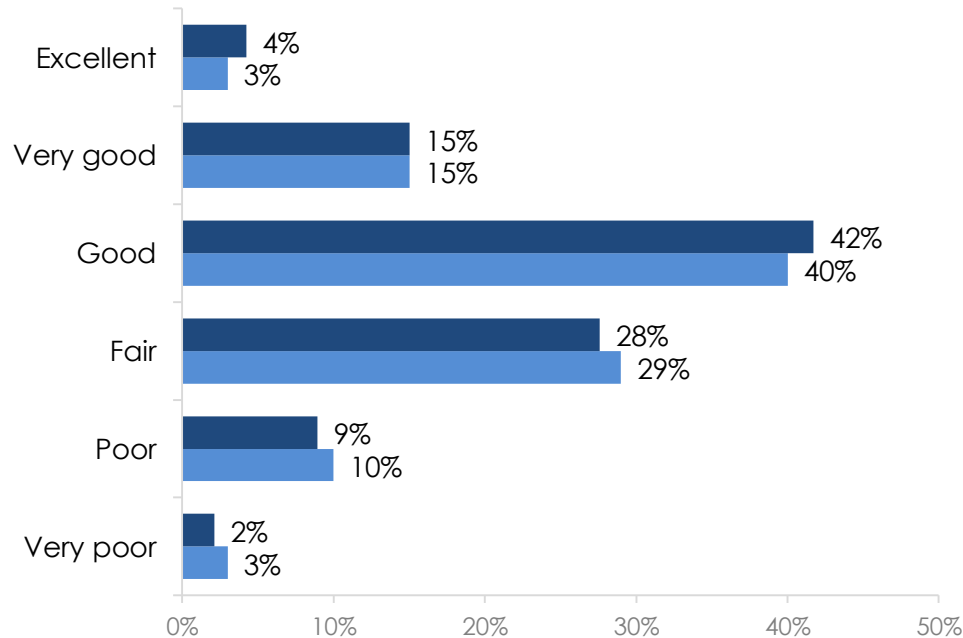


Council's Community Engagement

Q4b. How would you describe Council's community engagement?

	Overall 2018	Overall 2017	Overall 2016	Male	Female	18 – 24	25 – 34	35 – 49	50 – 64	65+
Mean ratings	3.72↑	3.61	3.52↓	3.62	3.81▲	3.67	3.74	3.71	3.67	3.81

	Ashfield Ward	Leichhardt Ward	Balmain Ward	Stanmore Ward	Marrickville Ward	Ratepayer	Non-Ratepayer
Mean ratings	3.64	3.66	3.65	3.89	3.75	3.70	3.76



▲▼ = A significantly higher/lower rating (by group)
 ↑↓ = A significantly higher/lower rating compared to 2016

■ 2018 N = 995 ■ 2017 N = 994

Scale: 1 = very poor, 6 = excellent

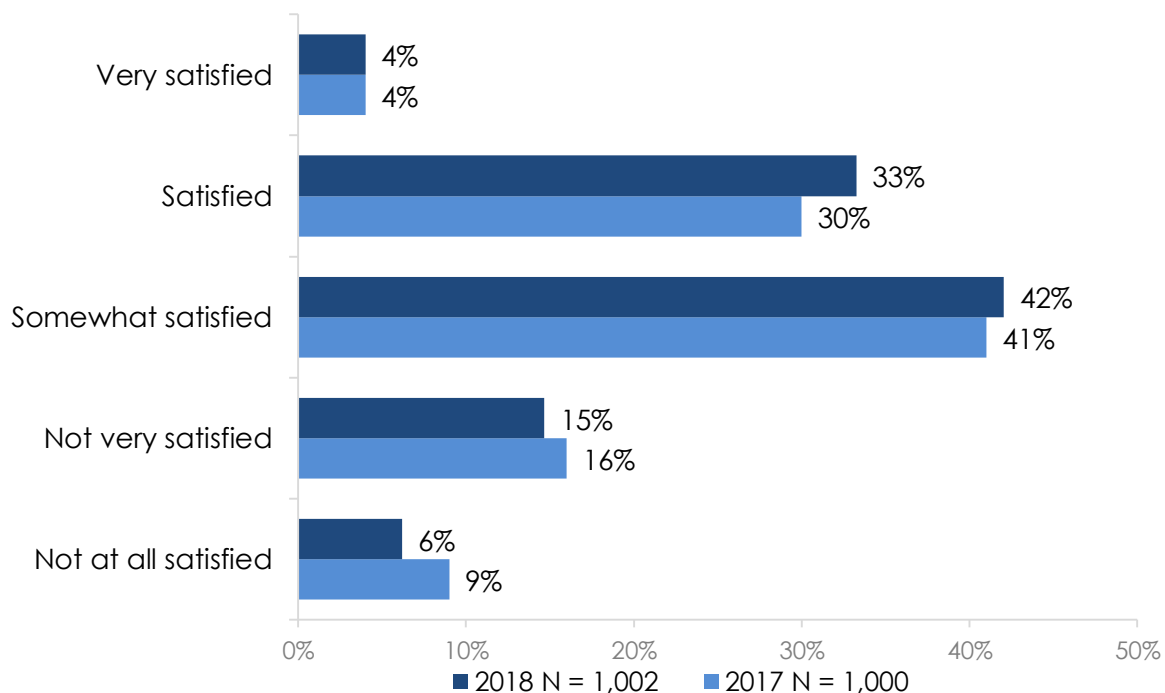
Resident perceptions of Council's community engagement have steadily improved over the 3 year reporting period. 61% believe Council's community engagement as being good to excellent. Whilst the overall mean result is not significantly greater compared to 2017, it is significantly greater than the 2016 measure.

Council's Integrity and Decision Making

Q5a. How satisfied are you with Council's integrity and decision making?

	Overall 2018	Overall 2017	Overall 2016	Male	Female	18 – 24	25 – 34	35 – 49	50 – 64	65+
Mean ratings	3.14↑	3.04	2.96↓	3.12	3.16	3.37	3.10	3.09	3.06	3.26▲

	Ashfield Ward	Leichhardt Ward	Balmain Ward	Stanmore Ward	Marrickville Ward	Ratepayer	Non-Ratepayer
Mean ratings	3.06	3.19	3.11	3.17	3.18	3.13	3.15



▲ ▼ = A significantly higher/lower level of satisfaction (by year)
 ↑ ↓ = A significantly higher/lower rating compared to 2016

Scale: 1 = not at all satisfied, 5 = very satisfied

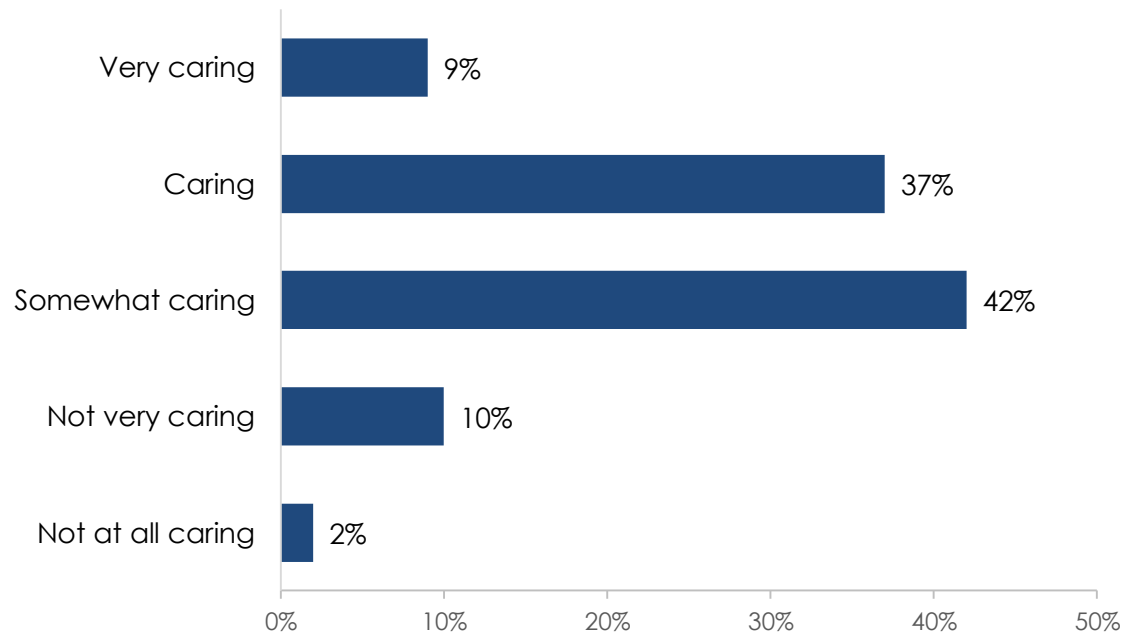
Satisfaction with Council's integrity and decision making has been trending upwards since 2016, with 79% of residents indicating they were at least 'somewhat satisfied'. Similar to community engagement the result is significantly higher than 2016.

Community Strategic Measures - Caring

Q8c. How would you rate your perceptions of Inner West Council on a scale where 1 is not at all caring and 5 is very caring?

	Overall 2018	Male	Female	18 – 24	25 – 34	35 – 49	50 – 64	65+
Mean rating	3.40	3.39	3.41	3.41	3.51	3.39	3.28▼	3.41

	Ashfield Ward	Leichhardt Ward	Balmain Ward	Stanmore Ward	Marrickville Ward	Ratepayer	Non-Ratepayer
Mean rating	3.30	3.46	3.39	3.35	3.51	3.37	3.48



Base: N = 1,003
Scale: 1 = not at all caring, 5 = very caring

▲ ▼ = A significantly higher/lower rating (by group)

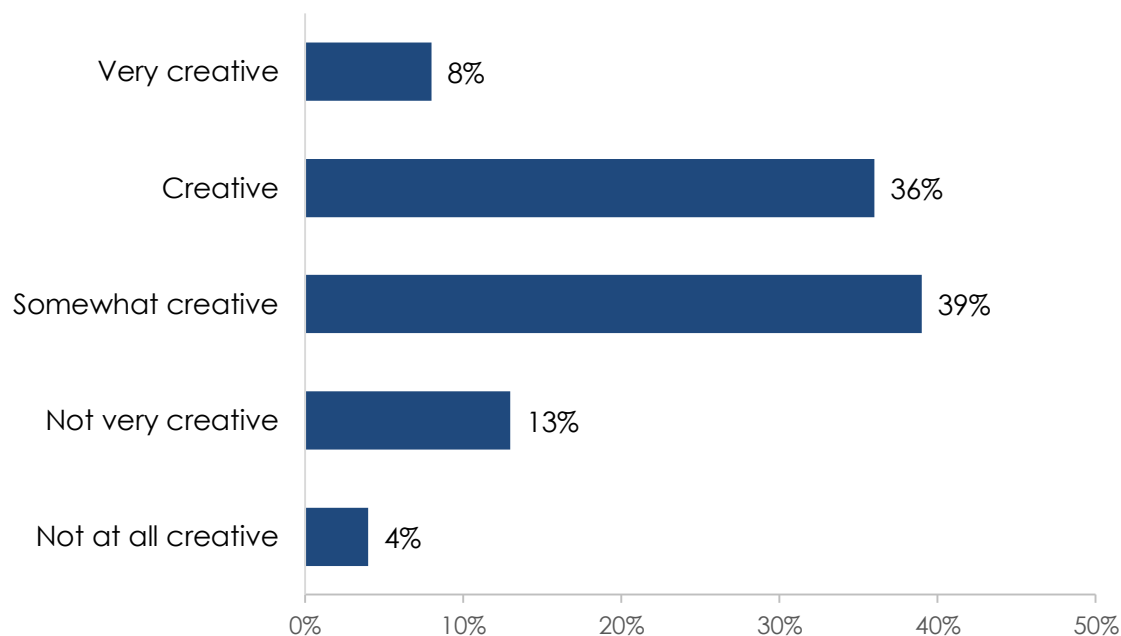
88% of residents believe that Council is at least 'somewhat caring'.

Community Strategic Measures - Creative

Q8d. How would you rate your perceptions of Inner West Council on a scale where 1 is not at all creative and 5 is very creative?

	Overall 2018	Male	Female	18 – 24	25 – 34	35 – 49	50 – 64	65+
Mean rating	3.32	3.22	3.42▲	3.37	3.41	3.30	3.19▼	3.37

	Ashfield Ward	Leichhardt Ward	Balmain Ward	Stanmore Ward	Marrickville Ward	Ratepayer	Non-Ratepayer
Mean rating	3.12▼	3.33	3.16	3.43	3.52▲	3.28	3.40



Base: N = 1,002
Scale: 1 = not at all creative, 5 = very creative

▲▼ = A significantly higher/lower rating (by group)

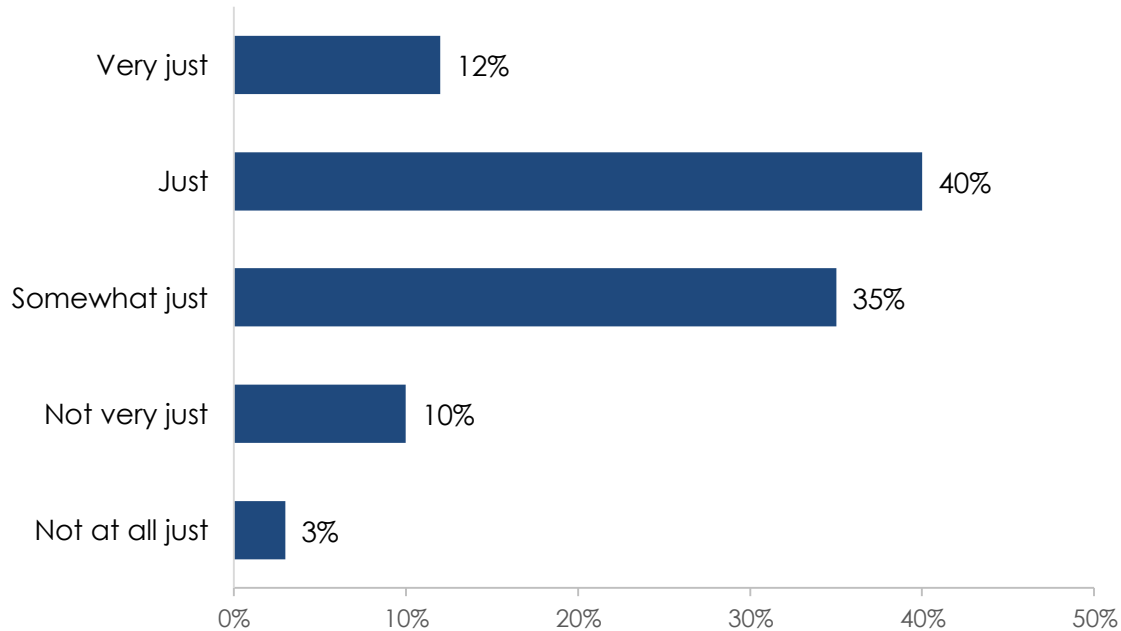
83% of residents believe Council is at least 'somewhat creative'.

Community Strategic Measures - Just

Q8e. How would you rate your perceptions of Inner West Council on a scale where 1 is not at all just and 5 is very just?

	Overall 2018	Male	Female	18 – 24	25 – 34	35 – 49	50 – 64	65+
Mean rating	3.47	3.40	3.54	3.50	3.73▲	3.36	3.29▼	3.49

	Ashfield Ward	Leichhardt Ward	Balmain Ward	Stanmore Ward	Marrickville Ward	Ratepayer	Non-Ratepayer
Mean rating	3.31▼	3.53	3.46	3.45	3.60	3.42	3.58



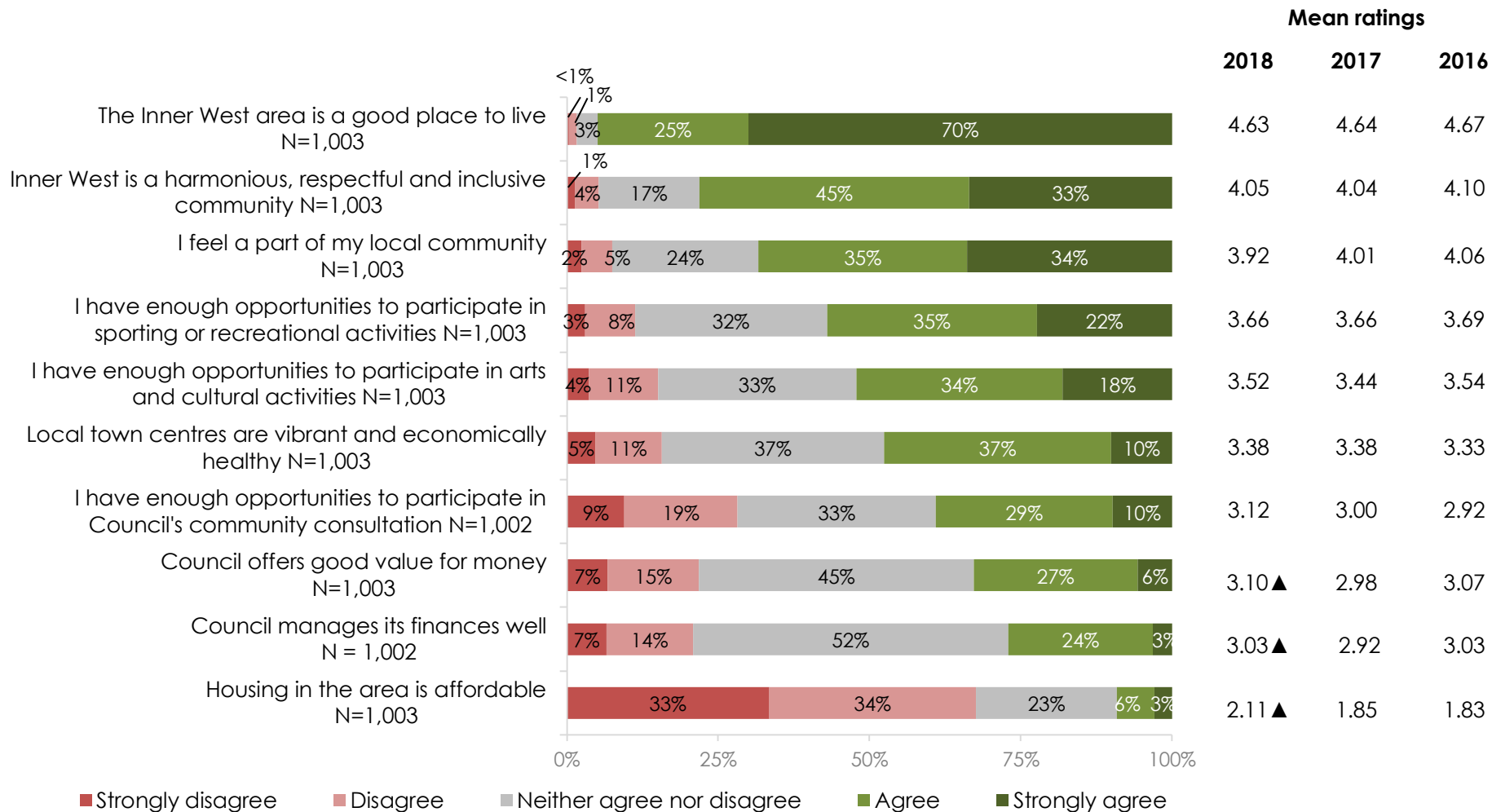
Base: N = 1,003
Scale: 1 = not at all just, 5 = very just

▲▼ = A significantly higher/lower rating (by group)

87% of residents feel Council is at least 'somewhat just'.

Living in the Inner West

Q8a. How strongly do you agree or disagree with the following statements



Scale: 1 = strongly disagree, 5 = strongly agree
▲ ▼ = A significantly higher/lower level of agreement (by year)

Residents expressed 'extremely high' agreement levels with the statement 'the Inner West is a good place to live', with 70% selecting the top box 'strongly agree'.

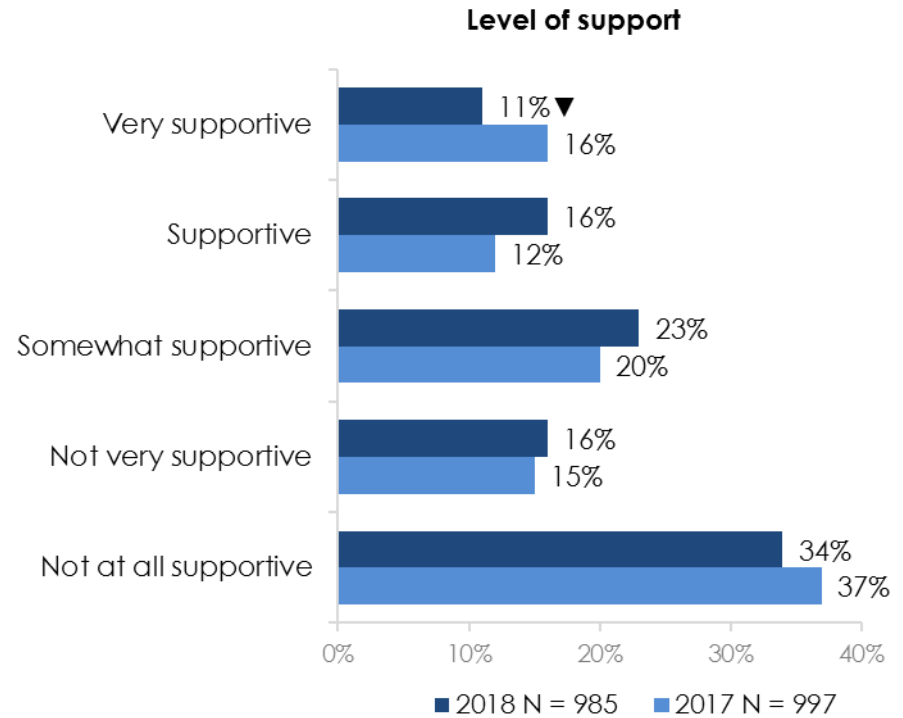
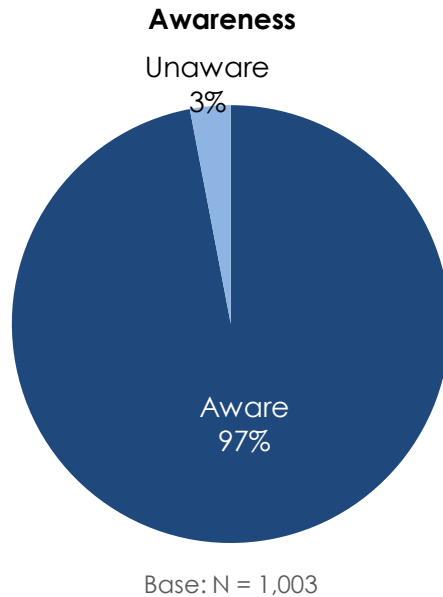
Residents agreement levels with 'housing in the area is affordable', 'Council offers good value for money' and 'Council manages its finances well' significantly increased in 2018, a positive result for Council.

Awareness of, and Support for the WestConnex Project

Q9a. Which of these State Government projects and initiatives taking place in the local area were you aware of prior to this call?

Q9b. What is your level of support for these projects?

	2018	2017	2016
Aware of the project	97%	96%	97%
Mean level of support	2.55↑	2.54	2.41↓



Base: 2018 awareness N=1,003, support N=985, 2017 awareness N=1,002, support N=997, 2016 awareness N=1,008 support N=1,003

▲ ▼ = A significantly higher/lower percentage/level of support (by group)

↑ ↓ = A significantly higher/lower rating compared to 2016

Scale: 1 = not at all supportive, 5 = very supportive

97% of residents are aware of WestConnex. It remains a contentious issue with 50% indicating that they are not very - not at all supportive.

Top/Bottom 5 - Importance

The following services/facilities received the top 5 highest importance ratings:

Top 5 for Importance	
Access to public transport	4.79
Household garbage collection	4.69
Protecting the natural environment	4.59
Safe public spaces	4.54
Encouraging recycling	4.52

The following services/facilities were ranked in the bottom 5 for importance ratings:

Bottom 5 for Importance	
Graffiti removal	3.40
Festival and events programs	3.50
Cycleways	3.55
Community education programs	3.64
Flood management	3.66

Scale: 1 = not at all important, 5 = very important



Key Importance Trends

Compared to the previous research conducted in 2017, there were significant **increases** in residents' levels of **importance** for 8 of the comparable 41 services and facilities provided by Council. These were:

	2018	2017
Removal of illegally dumped rubbish	4.45	4.34
Maintenance of local parks, playgrounds and sporting fields	4.43	4.29
Provision of council information to the community	4.36	4.25
Availability of sporting ovals, grounds and facilities	4.07	3.54
Swimming pools and aquatic centres	3.97	3.51
Community centres and facilities	3.80	3.61
Council's childcare service and programs	3.75	3.56
Cycleways	3.55	3.35

Note: 5 of these 8 services/facilities were from the 'Caring, Happy, Healthy Communities' service unit.

There were also significant **decreases** in importance for 2 of the comparable services/facilities:

	2018	2017
Programs and support for newly arrived and migrant communities	3.83	3.97
Festival and events programs	3.50	3.67

Scale: 1 = not at all important, 5 = very important



Top/Bottom 5 - Satisfaction

The following services/facilities received the top 5 satisfaction ratings:

Top 5 for Satisfaction	
Household garbage collection	4.19
Library services	3.99
Maintenance of local parks, playgrounds and sporting fields	3.88
Availability of sporting ovals, grounds and facilities	3.86
Festivals and events programs	3.85

The following services/facilities received the lowest satisfaction ratings:

Bottom 5 for Satisfaction	
Managing development in the area	2.77
Management of parking	2.92
Community's ability to influence Council's decision making	2.92
Building heights in town centres	2.97
Cycleways	2.97

Scale: 1 = not at all satisfied, 5 = very satisfied



Key Satisfaction Trends

Over the same period there was an increase in residents' levels of **satisfaction** across 6 of the comparable 41 services and facilities provided by Council, these were:

	2018	2017
Protection of heritage buildings and items	3.44	3.23
Programs and support for newly arrived and migrant communities	3.33	3.16
Tree management	3.30	3.12
Protection of low rise residential areas	3.15	2.95
Community's ability to influence Council's decision making	2.92	2.71
Management of parking	2.92	2.74

There were no significant decreases in satisfaction compared to 2017.

Scale: 1 = not at all satisfied, 5 = very satisfied



Summary of Performance Gap Analysis (PGA)

Ranking	Service/ Facility	Importance Mean	Satisfaction Mean	Performance Gap
1	Managing development in the area	4.43	2.77	1.66
2	Community's ability to influence Council's decision making	4.39	2.92	1.47
3	Long term planning for council area	4.45	3.05	1.40
4	Maintaining footpaths	4.48	3.17	1.31
5	Traffic management and road safety	4.51	3.29	1.22
6	Maintaining local roads (excluding major routes)	4.40	3.19	1.21
7	Management of parking	4.07	2.92	1.15
8	Access to public transport	4.79	3.74	1.05
	Provision of council information to the community	4.36	3.31	1.05
10	Support for people with a disability	4.33	3.29	1.04

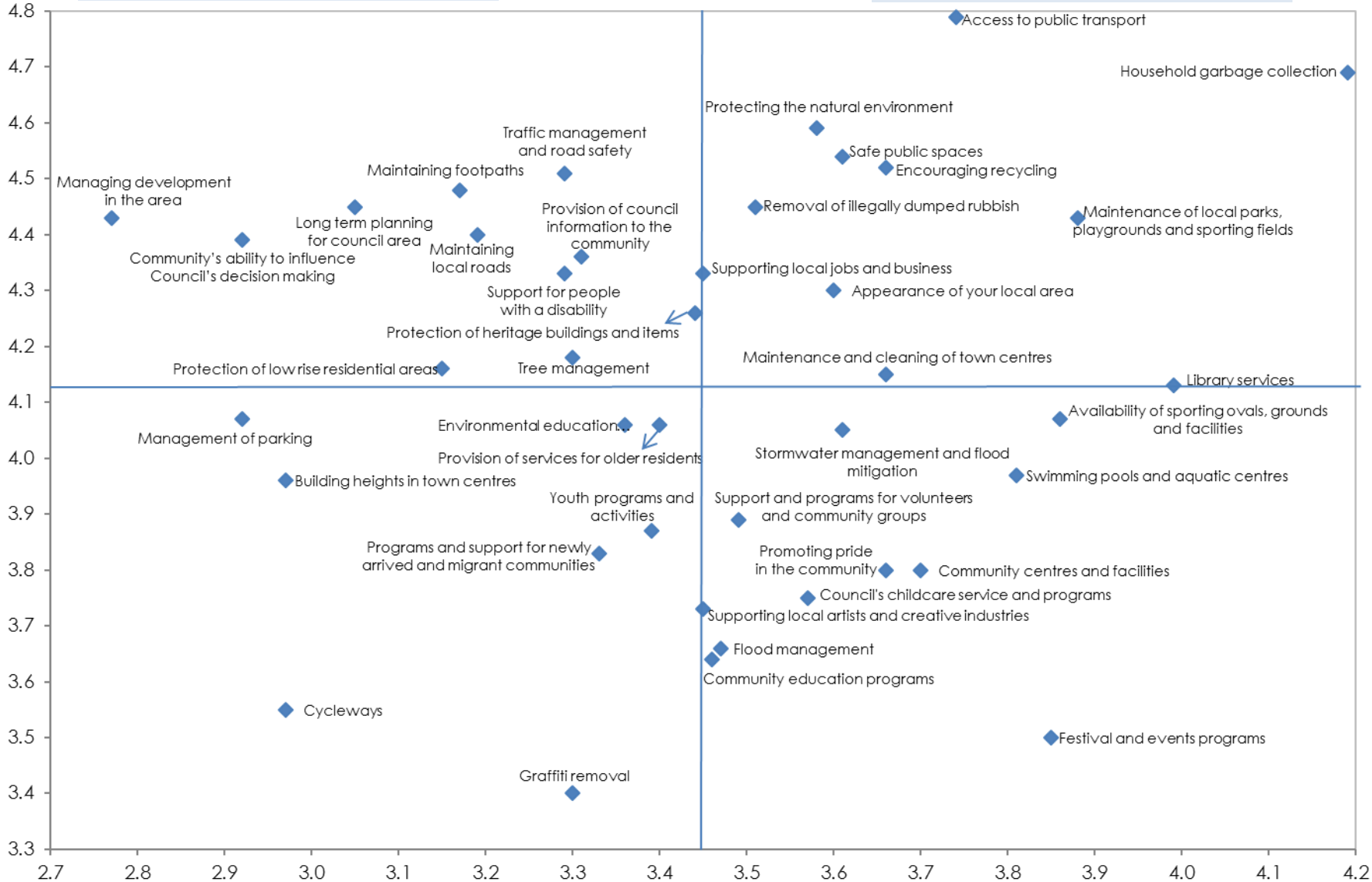
While there are opportunities to improve satisfaction across a range of services/facilities, 'managing development in the area' is the area of least relative satisfaction.

Quadrant Analysis – Importance v Satisfaction



Improve
Higher importance, lower satisfaction

Maintain
Higher importance, higher satisfaction



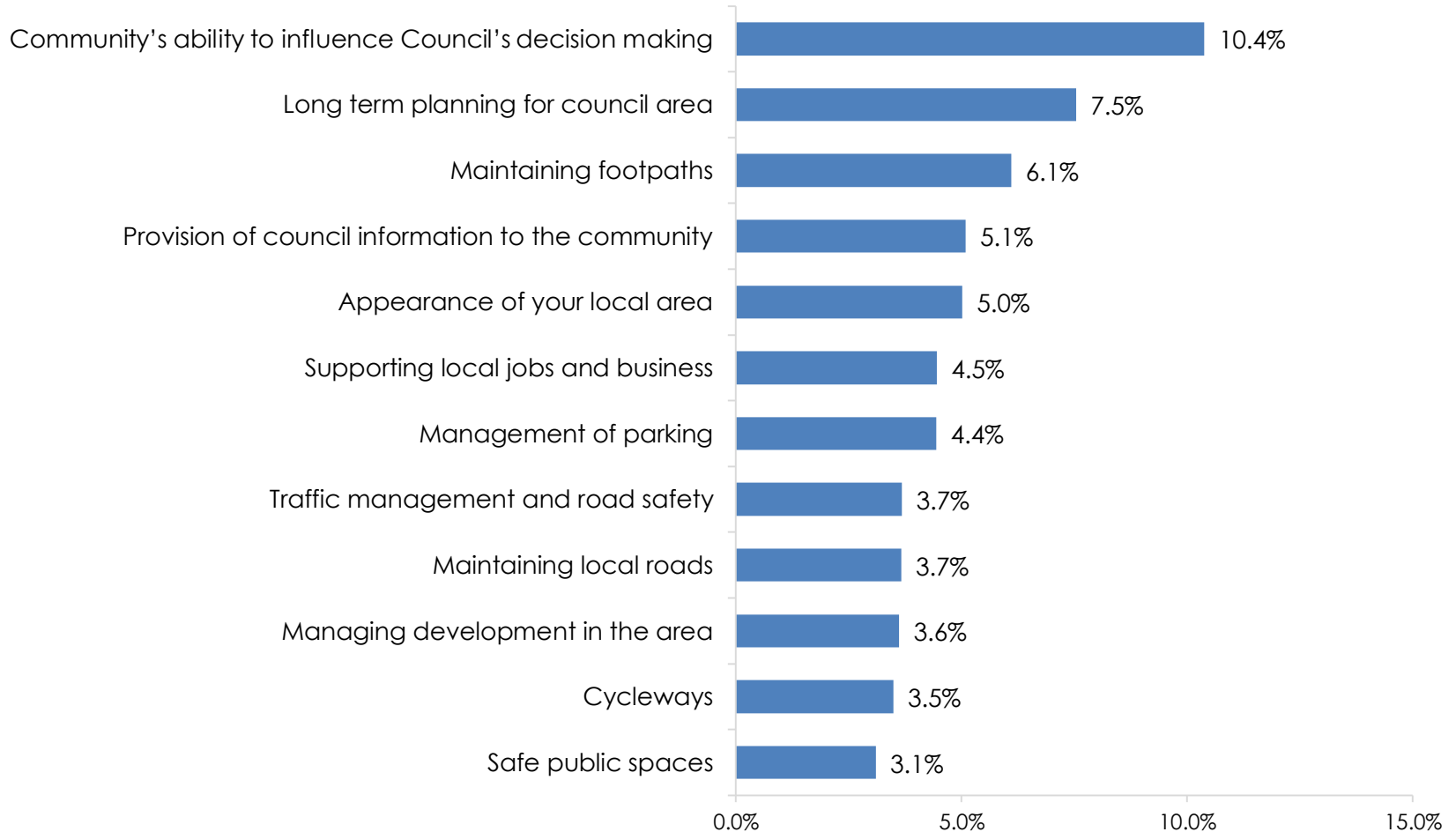
Niche
Lower importance, lower satisfaction

Satisfaction

Community
Lower importance, higher satisfaction



These Top 12 Indicators Contribute to over 60% of Overall Satisfaction with Council



The contributors to satisfaction are not to be misinterpreted as an indication of current dissatisfaction

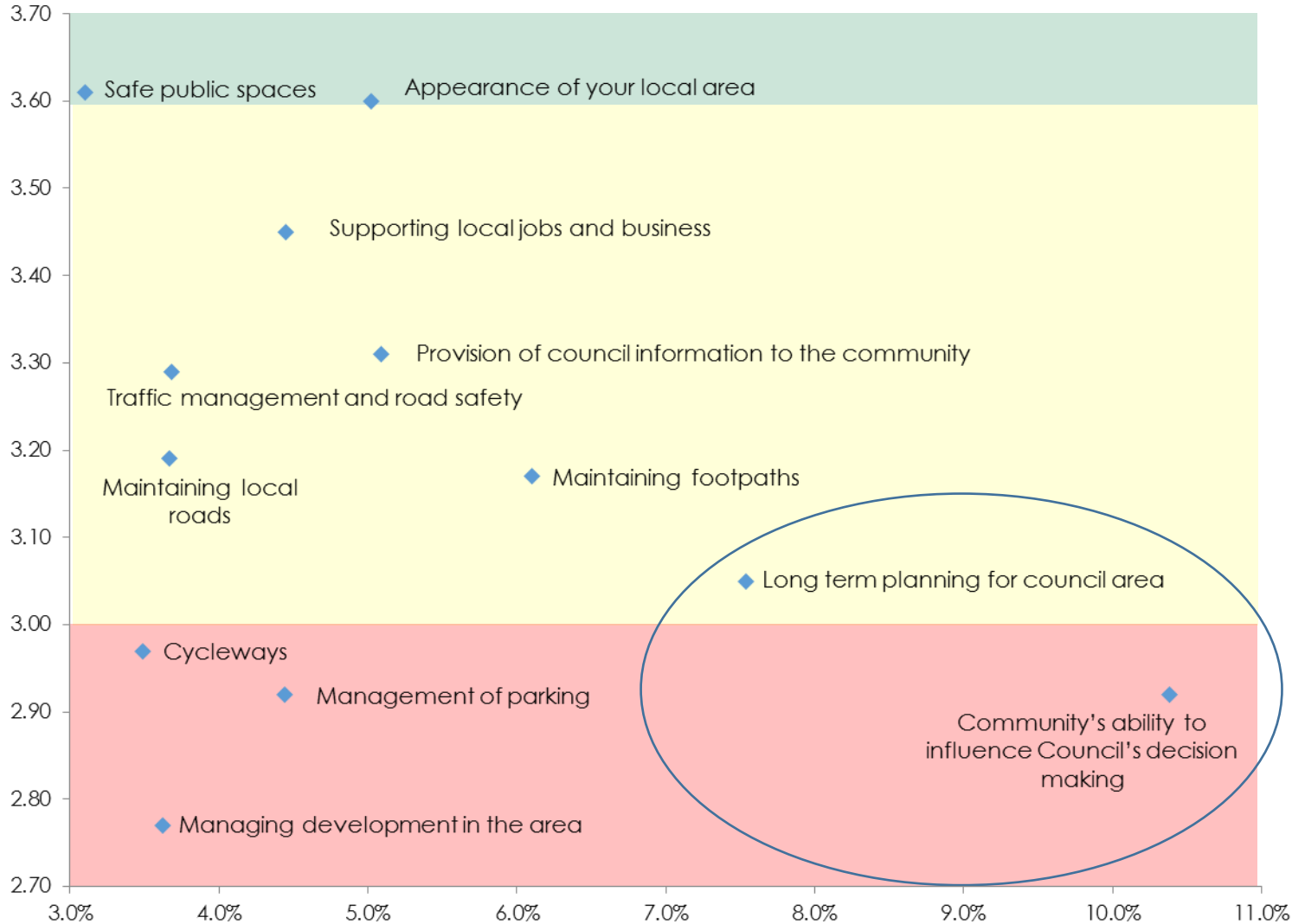


Mapping Stated Satisfaction and Derived Importance Identifies the Community Priority Areas

Moderately High Satisfaction
 ≥ 3.60

Moderate Satisfaction
3.00 – 3.59

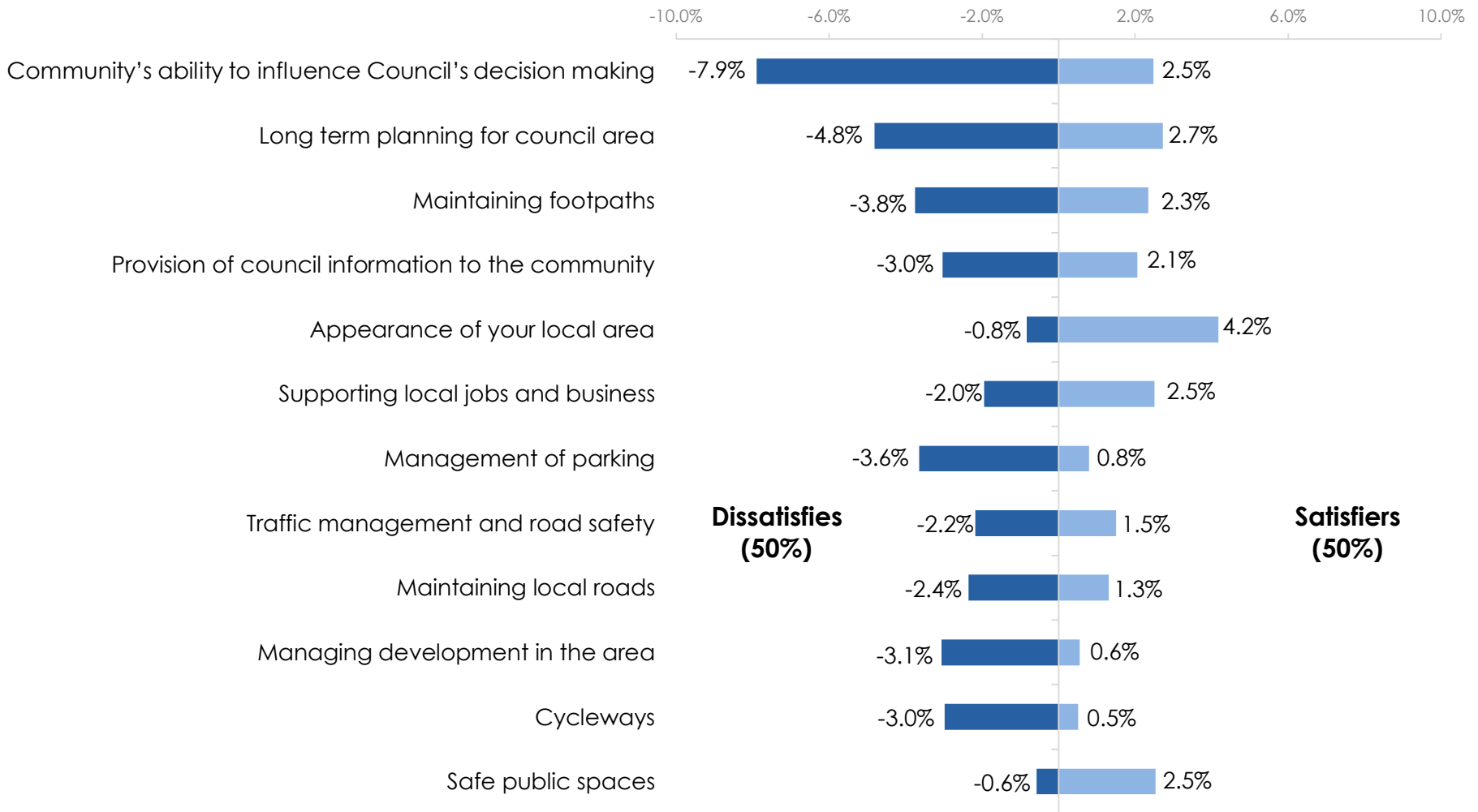
Low Satisfaction
 ≤ 2.99



Stated Satisfaction

Derived Importance

Key Contributors to Barriers/Optimisers



Different levers address the different levels of satisfaction across the community

Recommendations



Recommendations

The 2018 community survey results indicate that Inner West Council is on a healthy trajectory.

In order to build and consolidate on these results Council needs to:

- ***Continue to engage/communicate Council's planning, leadership and advocacy regarding the long term management/mitigation of development***
- ***Further engage/explore opportunities and innovation in the area of public and active transport***
- ***Maintain core operational services such as maintenance of local infrastructure and public spaces to ensure a high standard of presentation and functionality***





micromex
research

Telephone: (02) 4352 2388

Fax: (02) 4352 2117

Web: www.micromex.com.au

Email: stu@micromex.com.au