

**Item No:** L1216 Item 2  
**Subject:** INNER WEST COUNCIL COMMUNITY SATISFACTION SURVEY OCTOBER 2016  
**File Ref:** 16/5301/125931.16  
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### SUMMARY

The Community Satisfaction Survey was conducted during the period 13-26 October 2016. This was to gauge the importance and level of performance satisfaction the community places on Council's services, facilities and engagement. The results of the survey will:

- establish a benchmark for Inner West Council's services and engagement with the community with intentions of being repeated in one year's time
- provide data for the development of the interim Community Statement of Vision and Priorities and the development of the Community Strategic Plan
- provide data for service reviews and integration

### RECOMMENDATION

**THAT the LRAC receives and notes the report on the Community Satisfaction Survey 2016.**

### BACKGROUND

The purpose of the Community Satisfaction Survey is to assess and establish the community's priorities and satisfaction in relation to council activities, services, facilities and to identify overall satisfaction with Council's performance. It also gauges the community's vision and aspirations including state of wellbeing and connectedness. This is the first survey conducted for Inner West Council.

Micromex research agency conducted the telephone survey and statistical analysis of results. 1,008 residents participated in the survey during October 2016 – 897 respondents selected from electronic white pages and 111 recruited face-to-face to gain resident mobile numbers. (The random sample size of 1,008 is representative of the broader community, with a margin of error of +/- 3.1%). The sample profile was determined by ward with:

Ashfield Ward – 19% respondents	Balmain Ward – 21% of respondents
Leichhardt Ward – 19% of respondents	Stanmore Ward – 19% of respondents
Marrickville Ward – 22% of respondents	

### Survey Questions

A set of questions were used to determine importance and level of satisfaction across 41 service areas falling under the following groupings:

- Recreation
- Infrastructure
- Environment
- Council governance
- Economic
- Social and cultural

Asked to think about their local community the survey respondents were asked to name the top three challenges facing the area in the next 10 years, their level of wellbeing and their awareness and attitude toward key State Government initiatives that affect the LGA being:

- Development of the Bays Precinct
- Renewal of Parramatta Road
- WestConnex
- Development of the Sydenham to Bankstown corridor

A full copy of the survey is included in the attached report.

### **Key findings**

#### *The Local Community*

The vast majority of residents (96%) agreed or strongly agreed that 'the Inner West area is a good place to live'. The major concern for residents (78%) is 'housing in the area is not affordable'.

Into the future, the areas of highest concern revolved around the sustainability of local development, with its flow-on effects of traffic congestion, population growth, public transport, parking, green spaces, environmental concerns and infrastructure. These are reflected in the community priorities identified in the recent statement of vision and priorities community engagement.

97% of residents were aware of WestConnex and the majority (57%) were not supportive of it. Development of the Bays Precinct (84%) and the renewal of Parramatta Road (83%) had the highest levels of support although less than half the residents (47%) were aware of the Bays Precinct issue.

#### *The Council*

85% of residents in the new Inner West Council LGA were at least 'somewhat satisfied' with Council performance of which 51% were satisfied to very satisfied. Females and non-ratepayers were significantly more likely to be satisfied.

70% of residents are 'somewhat satisfied' to 'satisfied' with Council's integrity and decision making, although residents aged between 35 and 64 were significantly less likely to be satisfied.

71% of residents rated the availability and accessibility of council services as 'good' to 'excellent' and 58% rated Council's community engagement as 'good' to 'excellent'. These were rated significantly higher by residents living in the Marrickville ward.

The main drivers of satisfaction are related to engagement with the community, influence on Council's decision making, and the provision of information to the community. This indicates an interest by residents to be involved in what is happening in the LGA. It is very likely that the merger has been a key contributor to resident perceptions. While levels of satisfaction with these three drivers are currently moderate to low, and that is not to say the community is dissatisfied, a strong focus on lifting the levels would be a priority.

### **Next steps**

As this is the first survey conducted by our newly merged Council for the larger LGA, the results will be used to inform 2017/18 Operational Planning and corporate priorities associated with the merger implementation.

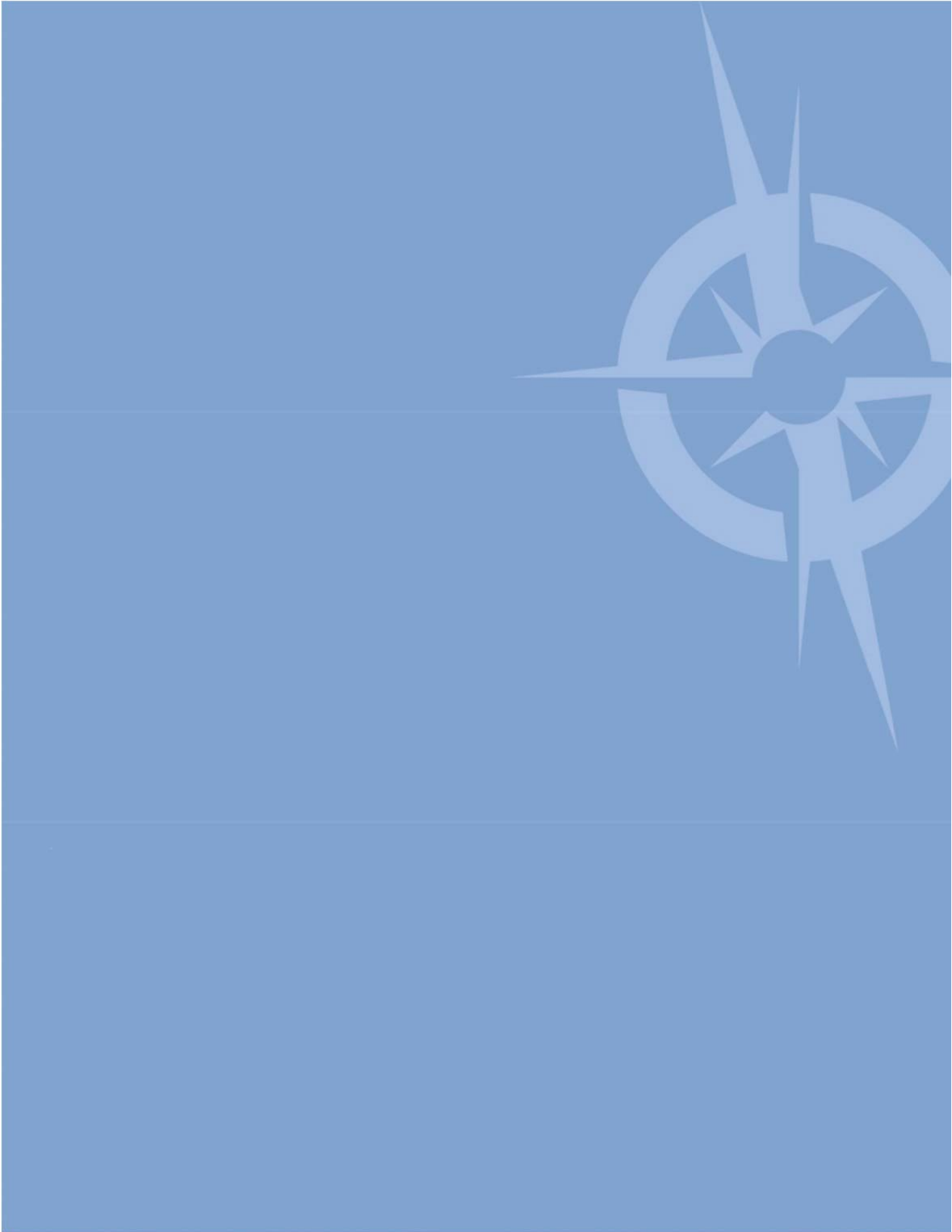
This survey establishes a benchmark to compare performance moving forward. A follow up survey will be conducted in November 2017 to see how residents respond to changes that take place over the next year.

Council will also look to engage with the community about the future of the new LGA and explore community expectations around the availability and accessibility of Council services, engagement and involvement in decision-making. The timing of the development of the new Community Strategic Plan commencing in early 2017 will allow for this.

Council will also continue to take steps to determine how to address the community's concerns regarding the sustainability of the current infrastructure and services in the inner west to handle a growing population.

**ATTACHMENTS**

1. Final Report - Inner West Community Satisfaction Survey



**Item 2**

**Attachment 1**

The information contained herein is believed to be reliable and accurate. However, no guarantee is given as to its accuracy and reliability, and no responsibility or liability for any information, opinions or commentary contained herein, or for any consequences of its use, will be accepted by Micromex Research, or by any person involved in the preparation of this report.

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# Background

## Background and Methodology

Inner West Council sought to examine community attitudes and perceptions towards current and future services and facilities provided by Council. 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

To facilitate this, Micromex Research was contracted to develop a survey template that enabled Council to effectively analyse attitudes and trends within the community.

### Questionnaire

Micromex Research, together with Inner West Council, developed the questionnaire.

A copy of the questionnaire is provided in the Appendix.

### Data collection

The survey was conducted during the period 13<sup>th</sup> – 26<sup>th</sup> October 2016 from 4:30pm to 8:30pm Monday to Friday, and from 10am to 4pm Saturday.

### Survey area

Inner West Council Government Area.

### Sample selection and error

1,008 resident interviews were completed. 897 of the 1,008 respondents were selected by means of a computer based random selection process using the electronic White Pages. The remaining 111 respondents were 'number harvested' via face-to-face intercept at a number of areas around Inner West LGA, including Orange Grove Markets/Woolworths, Loyalty Square, Balmain, Addison Road Markets, Marrickville Train Station, Ashfield Train Station and Liverpool Rd (near Ashfield Mall/Library).

A sample size of 1,008 residents provides a maximum sampling error of plus or minus 3.1% at 95% confidence. This means that if the survey was replicated with a new universe of N=1,008 residents, 19 times out of 20 we would expect to see the same results, i.e. +/- 3.1%.

This means, for example, that an answer such as 'yes' (50%) to a question could vary from 47% to 53%.

The sample was weighted by age and gender to reflect the 2011 ABS census data for the areas that formed the new Inner West Council LGA.

### Interviewing

Interviewing was conducted in accordance with the AMSRS (Australian Market and Social Research Society) Code of Professional Behaviour.



## Background and Methodology

### Prequalification

Participants in this survey were pre-qualified as being over the age of 18, and not working for, nor having an immediate family member working for, Inner West Council.

### Data analysis

The data within this report was analysed using Q Professional. To identify the statistically significant differences between the groups of means, 'One-Way Anova tests' and 'Independent Samples T-tests' were used. 'Z Tests' were also used to determine statistically significant differences between column percentages.

### Ratings questions

The Unipolar Scale of 1 to 5, where 1 was the lowest importance or satisfaction and 5 the highest importance or satisfaction, was used in all rating questions.

This scale allowed us to identify different levels of importance and satisfaction across respondents.

**Note:** Only respondents who rated services/facilities a 4 or 5 in importance were asked to rate their satisfaction with that service/facility.

### Percentages

All percentages are calculated to the nearest whole number and therefore the total may not exactly equal 100%.

### Micromex Benchmarks

These benchmarks are based on 60 LGAs that we have conducted community research for, and were revised in 2016 to ensure the most recent comparable data. Since 2008 Micromex has worked for over 70 NSW councils and conducted 100+ community satisfaction surveys across NSW.

### NSW LGA Brand Scores Benchmark

These benchmarks are based on a branding research study conducted by Micromex in 2012, in which residents from all 152 LGAs were interviewed in order to establish a normative score.

**Errors:** Data in this publication is subject to sampling variability because it is based on information relating to a sample of residents rather than the total number (sampling error).

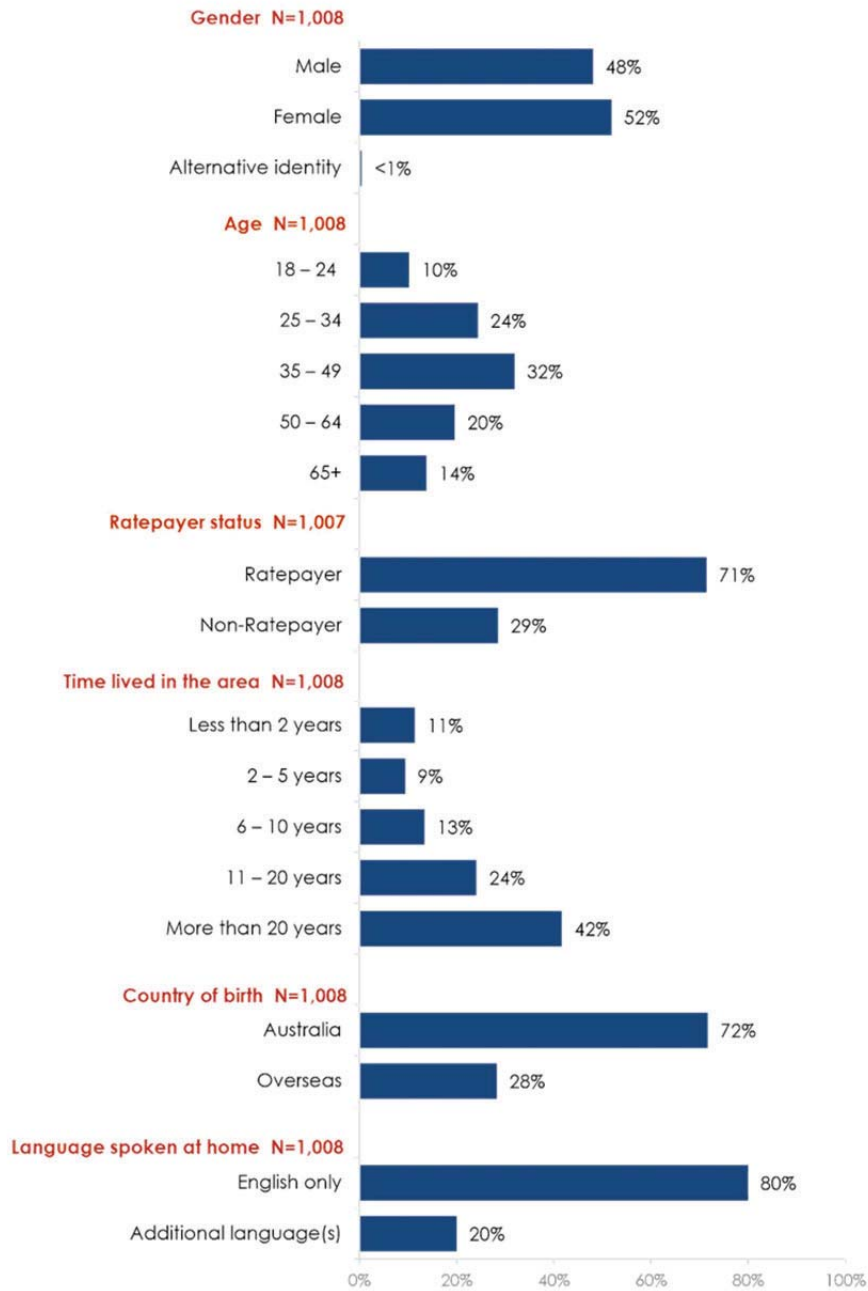
In addition, non-sampling error may occur due to imperfections in reporting and errors made in processing the data. This may occur in any enumeration, whether it is a full count or sample.

Efforts have been made to reduce both sampling and non-sampling error by careful design of the sample and questionnaire, and detailed checking of completed questionnaires.

As the raw data has been weighted to reflect the real community profile of Inner West Council, the outcomes reported here reflect an 'effective sample size'; that is, the weighted data provides outcomes with the same level of confidence as unweighted data of a different sample size. In some cases this effective sample size may be smaller than the true number of surveys conducted.

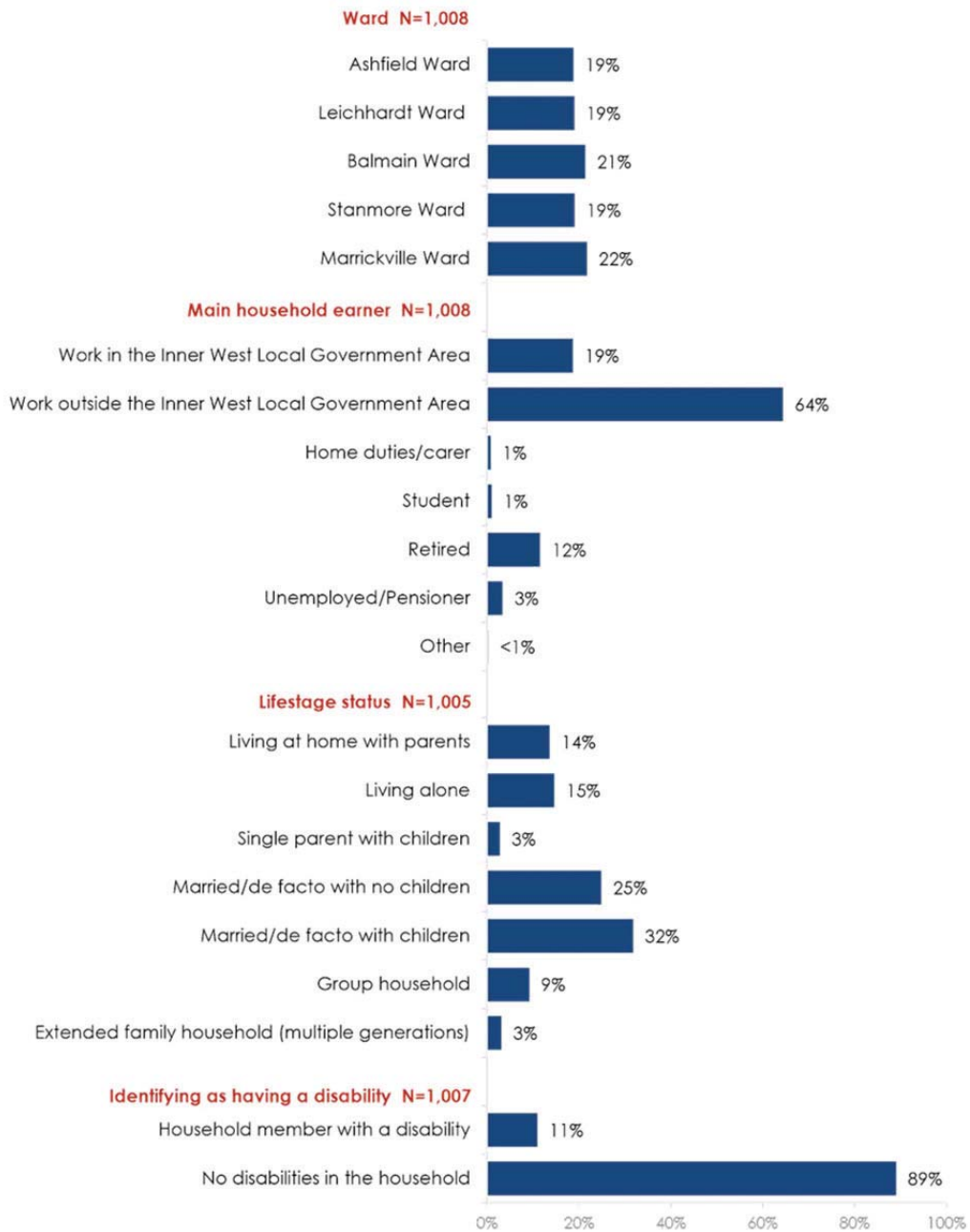
# Sample Profile

### Sample Profile



A sample size of 1,008 residents provides a maximum sampling error of plus or minus 3.1% at 95% confidence. The sample has been weighted by age and gender to reflect the 2011 ABS community profiles for the areas that formed the new Inner West Council.

## Sample Profile



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# Key Findings

## Key Findings

### Overview (Overall satisfaction)

#### Summary

Overall satisfaction was moderate, with 85% stating they were at least 'somewhat satisfied' with Council's overall performance. The rating achieved is similar to the NSW branding benchmark for metropolitan councils.

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?

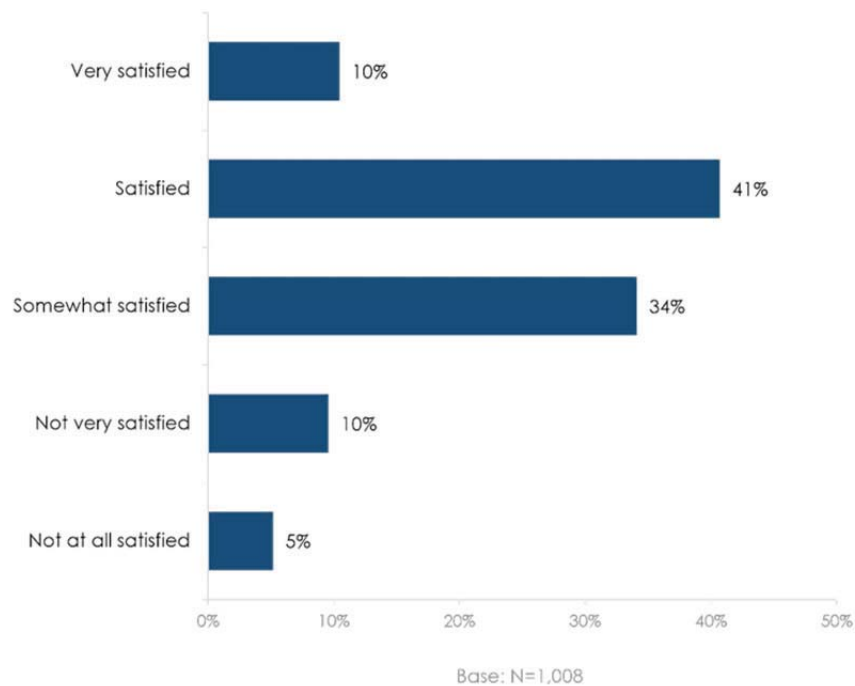
	Overall	Male	Female	18 – 24	25 – 34	35 – 49	50 – 64	65+
Mean ratings	3.42	3.32	3.50▲	3.51	3.60	3.32	3.32	3.37

	Ashfield Ward	Leichhardt Ward	Balmain Ward	Stanmore Ward	Marrickville Ward	Ratepayer	Non-Ratepayer
Mean ratings	3.51	3.33	3.32	3.39	3.53	3.36	3.58▲

NSW LGA BRAND SCORES	Metro Benchmark	All of NSW	Inner West Council
Mean ratings	3.45	3.31	3.42

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

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



## Key Findings

### Overview (Availability and Accessibility of Council Services)

#### Summary

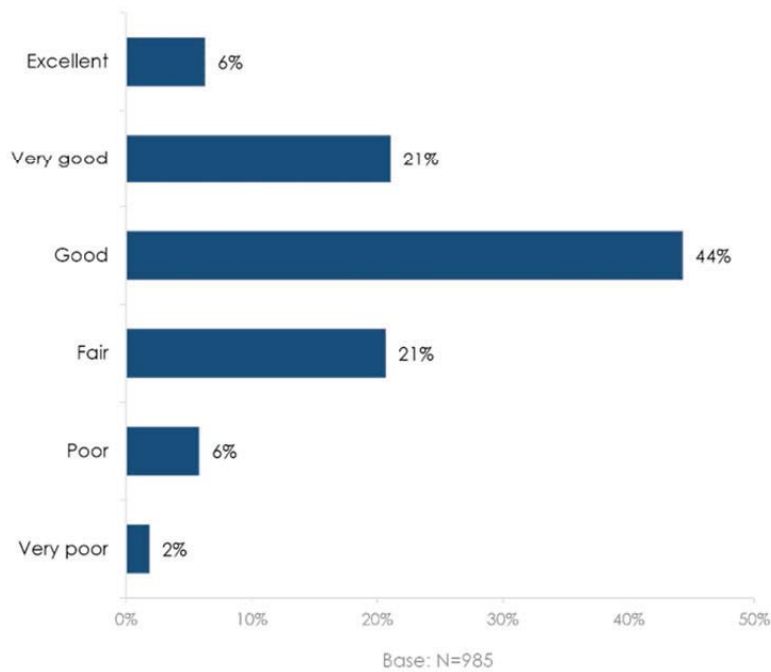
71% of residents rated the availability and accessibility of council services highly, claiming the services were 'good' to 'excellent'.

Q4b. How would you describe the availability and accessibility of Council services?

	Overall	Male	Female	18 – 24	25 – 34	35 – 49	50 – 64	65+
Mean ratings	3.96	3.89	4.02	4.03	3.94	3.85	4.04	4.05

	Ashfield Ward	Leichhardt Ward	Balmain Ward	Stanmore Ward	Marrickville Ward	Ratepayer	Non-Ratepayer
Mean ratings	3.86	3.99	3.91	3.82	4.16▲	3.92	4.06

Scale: 1 = very poor, 6 = excellent  
▲ ▼ = significantly higher/lower rating



Note: 23 residents (2%) responded 'don't know' to this question.

## Key Findings

### Overview (Council's Community Engagement)

#### Summary

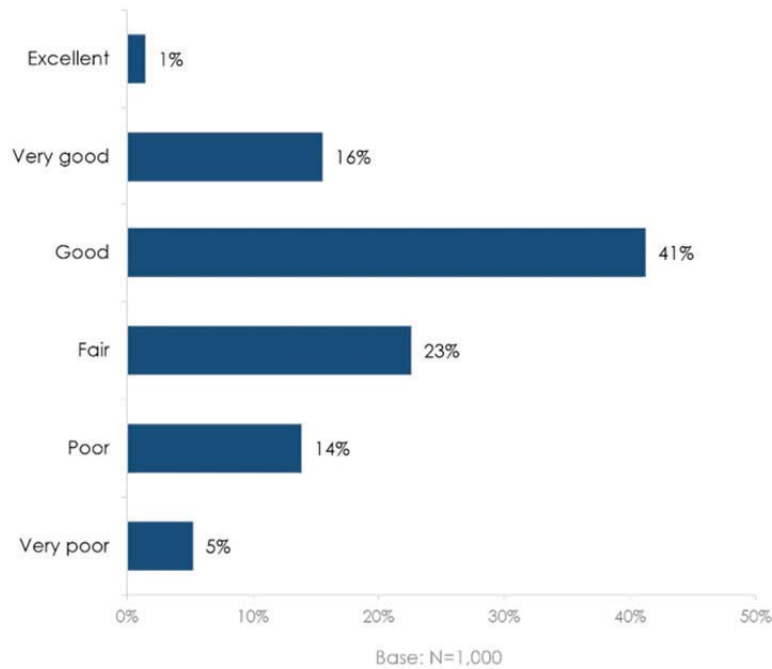
58% of residents rated Council's community engagement as good to excellent.

Q4c. How would you describe Council's community engagement?

	Overall	Male	Female	18 – 24	25 – 34	35 – 49	50 – 64	65+
Mean ratings	3.52	3.46	3.59	3.51	3.60	3.43	3.50	3.63

	Ashfield Ward	Leichhardt Ward	Balmain Ward	Stanmore Ward	Marrickville Ward	Ratepayer	Non-Ratepayer
Mean ratings	3.49	3.55	3.45	3.35	3.75▲	3.53	3.53

Scale: 1 = very poor, 6 = excellent  
 ▲▼ = significantly higher/lower rating



Note: 8 residents (1%) responded 'don't know' to this question.



## Key Findings

### Overview (Council's Integrity and Decision Making)

#### Summary

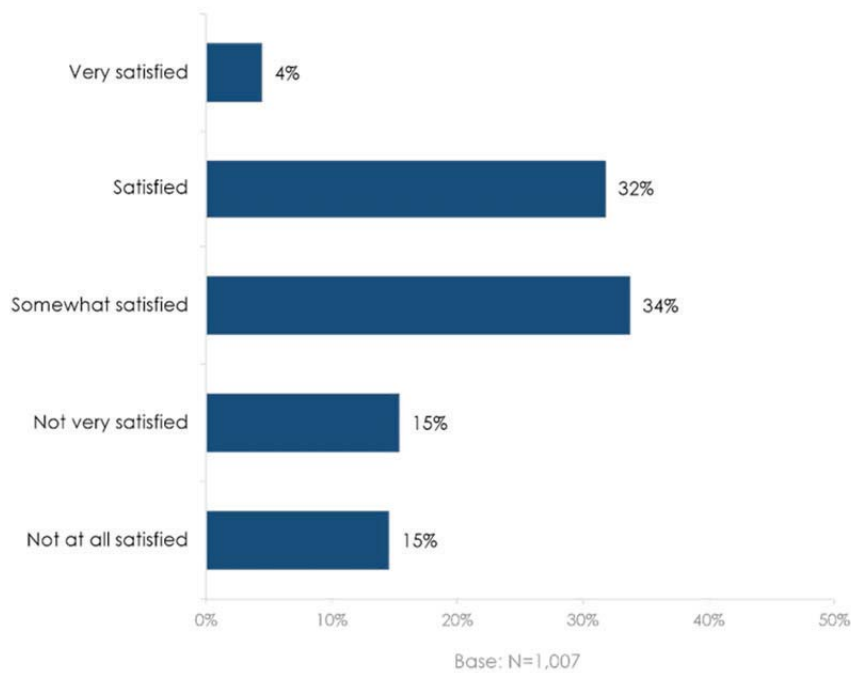
70% of residents are 'somewhat satisfied' to 'satisfied' with Council's integrity and decision making. There is room for the new council to improve this score.

Q5. How satisfied are you with Council's integrity and decision making?

	Overall	Male	Female	18 – 24	25 – 34	35 – 49	50 – 64	65+
Mean ratings	2.96	2.93	2.99	3.04	3.17	2.81 ▼	2.82 ▼	3.07

	Ashfield Ward	Leichhardt Ward	Balmain Ward	Stanmore Ward	Marrickville Ward	Ratepayer	Non-Ratepayer
Mean ratings	2.98	3.16	2.85	2.78	3.04	2.89	3.14

Scale: 1 = not at all satisfied, 5 = very satisfied  
▲ ▼ = significantly higher/lower rating



Note: 1 resident (<1%) could not answer this question.

## Key Findings

### Overview (Top Priority Areas for Council to Focus on)

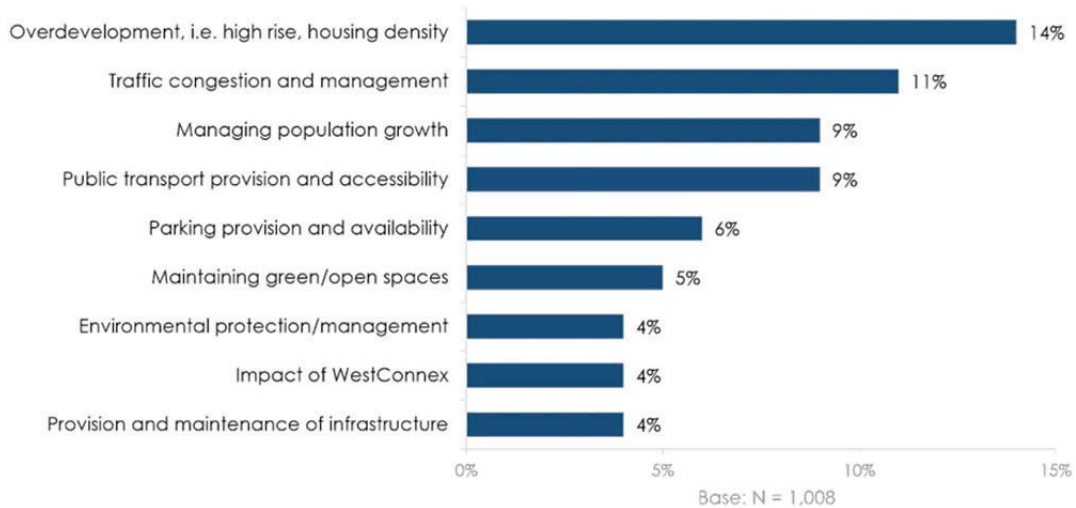
#### Summary

Residents are most concerned about the amount of development occurring in the area, and the flow-on effects of traffic congestion, population growth, public transport, parking, green spaces, environmental concerns and infrastructure.

Q7. Thinking of Inner West as a whole, what would you say are the top 3 challenges facing the area in the next 10 years?

#### Word Frequency Tagging

Verbatim responses for this question were collated and entered into analytical software. This analysis 'counts' the number of times a particular word or phrase appears and, based on the frequency of that word or phrase, a font size is generated. The larger the font, the more frequently the word or sentiment is mentioned.



## Key Findings

### Top Service Areas (Importance)

The top 10 service areas for importance, as rated by residents were:

	Mean ratings
Access to public transport	4.68
Household garbage collection	4.66
Protecting the natural environment	4.55
Encouraging recycling	4.53
Long term planning for council area	4.51
Safe public spaces	4.51
Managing development in the area	4.48
Community's ability to influence Council's decision making	4.43
Traffic management and road safety	4.43
Provision of council information to the community	4.39

### Top and Bottom Service Areas (Satisfaction)

The top 10 service areas for satisfaction, as rated by residents were:

	Mean ratings
Household garbage collection	4.18
Library services	3.93
Maintenance of local parks, playgrounds and sporting fields	3.88
Swimming pools and aquatic centres	3.84
Encouraging recycling	3.84
Access to public transport	3.79
Festival and events programs	3.75
Availability of sporting ovals, grounds and facilities	3.72
Maintenance and cleaning of town centres	3.71
Safe public spaces	3.63

The bottom 10 service areas for satisfaction, as rated by residents were:

	Mean ratings
Community's ability to influence Council's decision making	2.54
Managing development in the area	2.65
Management of parking	2.69
Long term planning for council area	2.83
Cycleways	2.84
Building heights in town centres	2.89
Protection of low rise residential areas	2.95
Tree management	2.95
Protection of heritage buildings and items	3.03
Provision of council information to the community	3.07

## Key Findings

### Identifying Priorities via Specialised Analysis (Explanation)

The specified research outcomes required us to measure both community importance and community satisfaction with a range of specific service delivery areas. In order to identify core priorities, we undertook a 2 step analysis process on the stated importance and rated satisfaction data, after which we conducted a third level of analysis. This level of analysis was a Shapley Regression on the data in order to identify which facilities and services are the actual drivers of overall satisfaction with Council.

By examining both approaches to analysis we have been able to:

1. Identify and understand the hierarchy of community priorities
2. Inform the deployment of Council resources in line with community aspirations

### Step 1. Performance Gap Analysis (PGA)

PGA establishes the gap between importance and satisfaction. This is calculated by subtracting the mean satisfaction score from the mean importance score. In order to measure performance gaps, respondents are asked to rate the importance of, and their satisfaction with, each of a range of different services or facilities on a scale of 1 to 5, where 1 = low importance or satisfaction and 5 = high importance or satisfaction. These scores are aggregated at a total community level.

The higher the differential between importance and satisfaction, the greater the difference is between the provision of that service by Inner West Council and the expectation of the community for that service/facility.

In the table on the following page, we can see the 41 services and facilities that residents rated by importance and then by satisfaction.

When analysing the performance gaps, it is important to recognise that, for the most part, a gap of up to 1.0 is acceptable when the initial importance rating is 4.0+, as it indicates that residents consider the attribute to be of 'high' to 'very high' importance and that the satisfaction they have with Inner West Council's performance on that same measure is 'moderate' to 'moderately high'.

For example, 'access to public transport' was given an importance score of 4.68, which indicates that it is considered an area of 'extremely high' importance by residents. At the same time it was given a satisfaction score of 3.79, which indicates that residents have a 'moderately high' level of satisfaction with Inner West Council's performance and focus on that measure.

In the case of a performance gap such as for 'festival and events programs' (3.57 importance vs. 3.75 satisfaction), we can identify that the facility/service is of 'moderate' importance to the broader community, but for residents who feel that this facility is important, it is providing a 'moderately high' level of satisfaction.

## Key Findings

When analysing performance gap data, it is important to consider both stated satisfaction and the absolute size of the performance gap.

### Performance Gap Ranking

Ranking	Service/ Facility	Importance Mean	Satisfaction Mean	Performance Gap
1	Community's ability to influence Council's decision making	4.43	2.54	1.89
2	Managing development in the area	4.48	2.65	1.83
3	Long term planning for council area	4.51	2.83	1.68
4	Management of parking	4.03	2.69	1.34
5	Provision of council information to the community	4.39	3.07	1.32
6	Protection of heritage buildings and items	4.24	3.03	1.21
	Tree management	4.16	2.95	1.21
8	Traffic management and road safety	4.43	3.23	1.20
9	Protection of low rise residential areas	4.14	2.95	1.19
10	Protecting the natural environment	4.55	3.38	1.17
11	Maintaining local roads excluding major routes	4.31	3.16	1.15
12	Maintaining footpaths	4.22	3.08	1.14
13	Building heights in town centres	3.92	2.89	1.03
14	Removal of illegally dumped rubbish	4.36	3.37	0.99
15	Support for people with a disability	4.20	3.24	0.96
16	Access to public transport	4.68	3.79	0.89
17	Safe public spaces	4.51	3.63	0.88
	Supporting local jobs and businesses	4.25	3.37	0.88
19	Appearance of your local area	4.31	3.49	0.82
20	Environmental education programs and initiatives	4.06	3.27	0.79
21	Cycleways	3.54	2.84	0.70
22	Encouraging recycling	4.53	3.84	0.69
23	Provision of services for older residents	3.98	3.30	0.68
24	Programs and support for newly arrived and migrant communities	3.75	3.09	0.66
25	Supporting local artists and creative industries	3.78	3.21	0.57
26	Maintenance and cleaning of town centres	4.26	3.71	0.55
27	Maintenance of local parks, playgrounds and sporting fields	4.38	3.88	0.50
28	Household garbage collection	4.66	4.18	0.48
29	Youth programs and activities	3.64	3.25	0.39
30	Community centres and facilities	3.89	3.52	0.37
31	Stormwater management and flood mitigation	3.95	3.59	0.36
32	Promoting pride in the community	3.69	3.39	0.30
	Support and programs for volunteers and community groups	3.74	3.44	0.30
34	Community education programs	3.68	3.43	0.25
35	Availability of sporting ovals, grounds and facilities	3.96	3.72	0.24
36	Graffiti removal	3.37	3.29	0.08
37	Council's childcare service and programs	3.39	3.38	0.01
38	Library services	3.93	3.93	0.00
	Swimming pools and aquatic centres	3.84	3.84	0.00
40	Flood management	3.42	3.45	-0.03
41	Festival and events programs	3.57	3.75	-0.18

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

## Key Findings

When we examine the review the largest performance gaps, we can identify that all of the services or facilities have been rated as 'high' to 'extremely high' in importance. Resident satisfaction for all of these areas is between 2.54 and 3.38, which indicates that resident satisfaction for these measures is 'moderately low' to 'moderate'.

Ranking	Service/ Facility	Importance Mean	Satisfaction Mean	Performance Gap
1	Community's ability to influence Council's decision making	4.43	2.54	1.89
2	Managing development in the area	4.48	2.65	1.83
3	Long term planning for council area	4.51	2.83	1.68
4	Management of parking	4.03	2.69	1.34
5	Provision of council information to the community	4.39	3.07	1.32
6	Protection of heritage buildings and items	4.24	3.03	1.21
	Tree management	4.16	2.95	1.21
8	Traffic management and road safety	4.43	3.23	1.20
9	Protection of low rise residential areas	4.14	2.95	1.19
10	Protecting the natural environment	4.55	3.38	1.17
11	Maintaining local roads excluding major routes	4.31	3.16	1.15
12	Maintaining footpaths	4.22	3.08	1.14

The key outcomes of this analysis would suggest that, while there are opportunities to improve satisfaction across a range of services/facilities, the 'community's ability to influence Council's decision making' is the area of least relative satisfaction.

**Note:** Performance gap is the first step in the process, we now need to identify comparative ratings across all services and facilities to get an understanding of relative importance and satisfaction at an LGA level. This is when we undertake step 2 of the analysis.

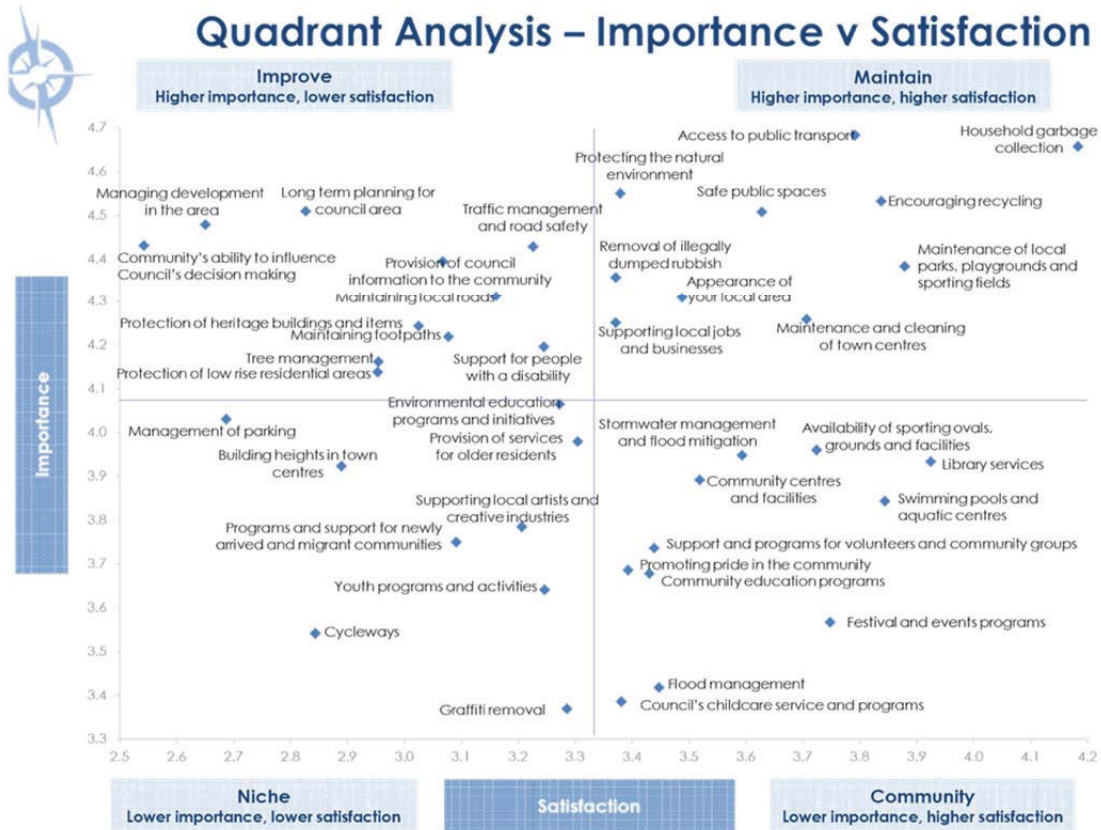
**Key Findings**

**Quadrant Analysis**

**Step 2. Quadrant Analysis**

Quadrant analysis is often helpful in planning future directions based on stated outcomes. It combines the stated importance of the community and assesses satisfaction with delivery in relation to these needs.

This analysis is completed by plotting the variables on x and y axes, defined by stated importance and rated satisfaction. We aggregate the mean scores for stated importance and rated satisfaction to identify where the facility or service should be plotted. For these criteria, the average stated importance score was 4.08 and the average rated satisfaction score was 3.33. Therefore, any facility or service that received a mean stated importance score of  $\geq 4.08$  would be plotted in the higher importance section and, conversely, any that scored  $< 4.08$  would be plotted into the lower importance section. The same exercise is undertaken with the satisfaction ratings above, equal to or below 3.33. Each service or facility is then plotted in terms of satisfaction and importance, resulting in its placement in one of four quadrants.



## Key Findings

### Explaining the 4 quadrants

Attributes in the top right quadrant, **MAINTAIN**, such as 'access to public transport', are Council's core strengths, and should be treated as such. Maintain, or even attempt to improve your position in these areas, as they are influential and address clear community needs.

Attributes in the top left quadrant, **IMPROVE**, such as 'long term planning for the council area' are key concerns in the eyes of your residents. In the vast majority of cases you should aim to improve your performance in these areas to better meet the community's expectations.

Attributes in the bottom left quadrant, **NICHE**, such as 'graffiti removal', are of a relatively lower priority (and the word 'relatively' should be stressed – they are still important). These areas tend to be important to a particular segment of the community.

Finally, attributes in the bottom right quadrant, **COMMUNITY**, such as 'Council's childcare service and programs', are core strengths, but in relative terms they are deemed less overtly important than other directly obvious areas. However, the occupants of this quadrant tend to be the sort of services and facilities that deliver to community liveability, i.e. make it a good place to live.

Recommendations based only on stated importance and satisfaction have major limitations, as the actual questionnaire process essentially 'silos' facilities and services as if they are independent variables, when they are in fact all part of the broader community perception of council performance.

Residents' priorities identified in stated importance/satisfaction analysis often tend to be in areas that are problematic. No matter how much focus a council dedicates to 'maintaining local roads', it will often be found in the **IMPROVE** quadrant. This is because, perceptually, the condition of local roads can always be better.

Furthermore, the outputs of stated importance and satisfaction analysis address the current dynamics of the community, they do not predict which focus areas are the most likely agents to change the community's perception of Council's overall performance.

Therefore, in order to identify how Inner West Council can actively drive overall community satisfaction, we conducted further analysis.

### The Shapley Value Regression

This model was developed by conducting specialised analysis from over 30,000 LGA interviews conducted since 2005. In essence, it proved that increasing resident satisfaction by actioning the priorities they stated as being important does not necessarily positively impact on overall satisfaction with the council. This regression analysis is a statistical tool for investigating relationships between dependent variables and explanatory variables.

In 2014, we revised the Shapley Regression Analysis to identify the directional contribution of key services and facilities with regard to optimisers/barriers with council's overall performance.

### What Does This Mean?

The learning is that if we only rely on the stated community priorities, we will not be allocating the appropriate resources to the actual service attributes that will improve overall community satisfaction. Using regression analysis we can identify the attributes that essentially build overall satisfaction. We call the outcomes 'derived importance'.



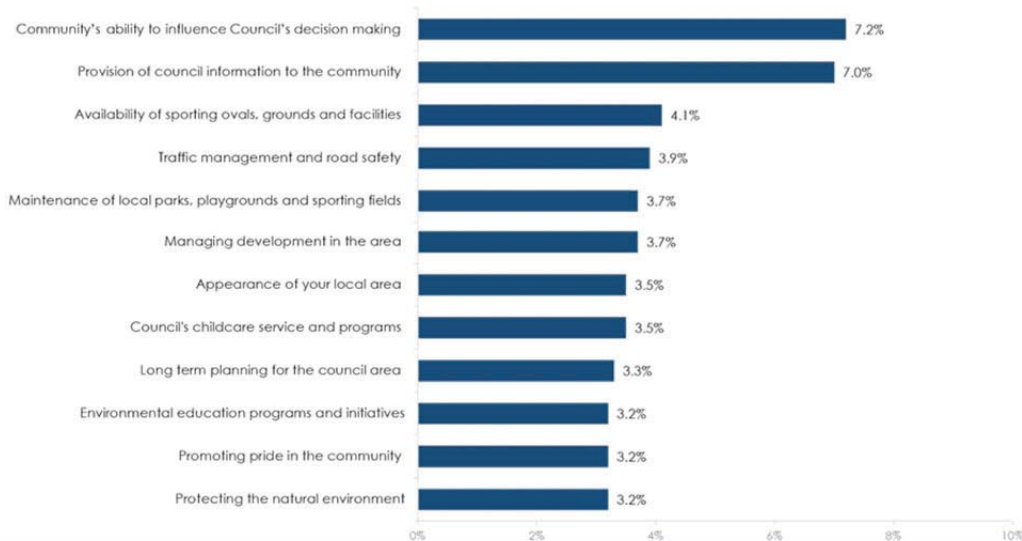
## Key Findings

### Key Drivers of Satisfaction with Inner West Council

The results in the chart below provide Inner West Council with a complete picture of the intrinsic community priorities and motivations, and identify what attributes are the key drivers of community satisfaction.

These top 12 services/facilities account for almost 50% of overall satisfaction with Council. This indicates that the remaining 29 attributes we obtained measures on have only a limited impact on the community's satisfaction with Inner West Council's performance. Therefore, whilst all 41 service/facility areas are important, only a number of them are significant drivers of the community's overall satisfaction with Council.

### These Top 12 Indicators Contribute to Almost 50% of Overall Satisfaction with Council



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

These 12 services/facilities are the key community priorities and by addressing these, Inner West Council will improve overall community satisfaction. The score assigned to each area indicates the percentage of influence each attribute contributes to overall satisfaction with Council.

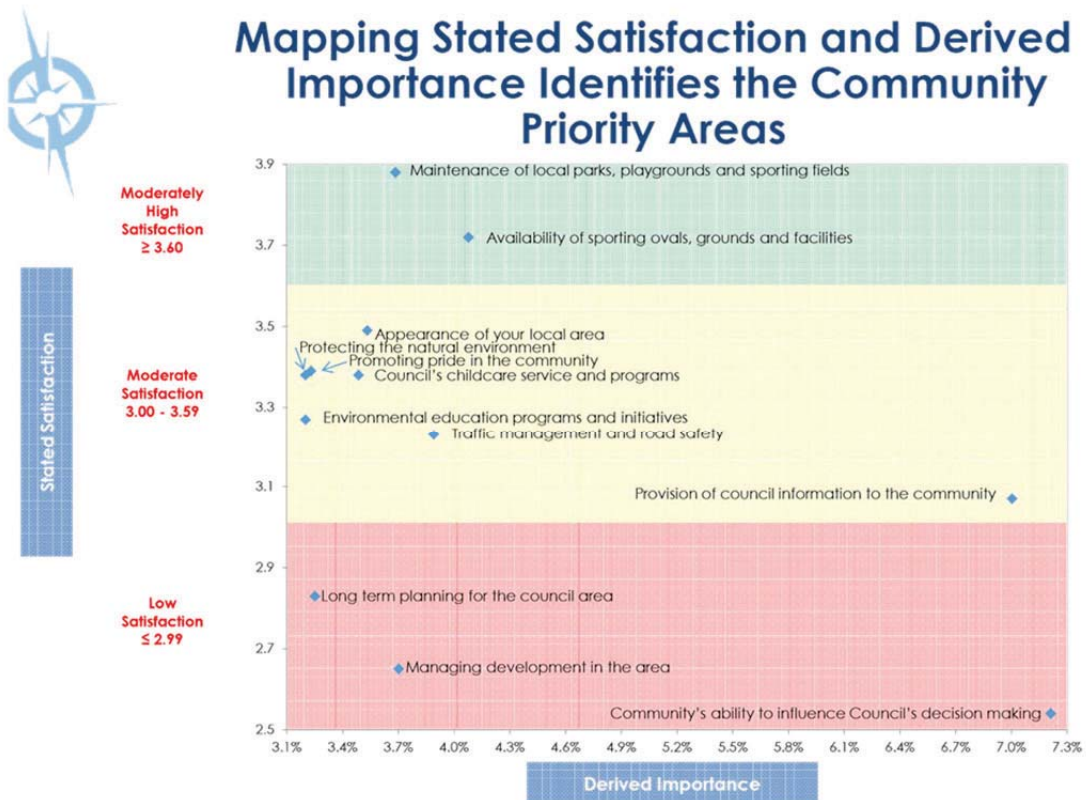
In the above chart, 'protecting the natural environment' contributes 3.2% towards overall satisfaction, while 'community's ability to influence Council's decision making' (7.2%) is a stronger driver, contributing more than twice as much to overall satisfaction with Council.

## Key Findings

### Clarifying Priorities

By mapping satisfaction against derived importance we can see that, for some of the core drivers, Council is already providing 'moderately high' levels of satisfaction, i.e. 'maintenance of local parks, playgrounds and sporting fields', 'availability of sporting ovals, grounds and facilities'. Council should look to maintain/consolidate their delivery in these areas.

It is also apparent that there is room to elevate satisfaction within the variables that fall in the 'lower' and 'moderate satisfaction' regions of the chart. If Inner West Council can address these core drivers, they will be able to improve resident satisfaction with their performance.



This analysis indicates that areas such as 'appearance of your local area', 'protecting the natural environment', 'promoting pride in the community', 'Council's childcare service and programs', 'environmental education programs and initiatives', 'traffic management and road safety' and 'provision of council information to the community' could be reviewed for optimisation.

Furthermore, areas such as 'long term planning for the council area', 'managing development in the area', and the 'community's ability to influence Council's decision making' are issues Council should be looking to understand resident expectations and/or more actively inform/engage residents of Council's position and advocacy across these areas.

## Key Findings

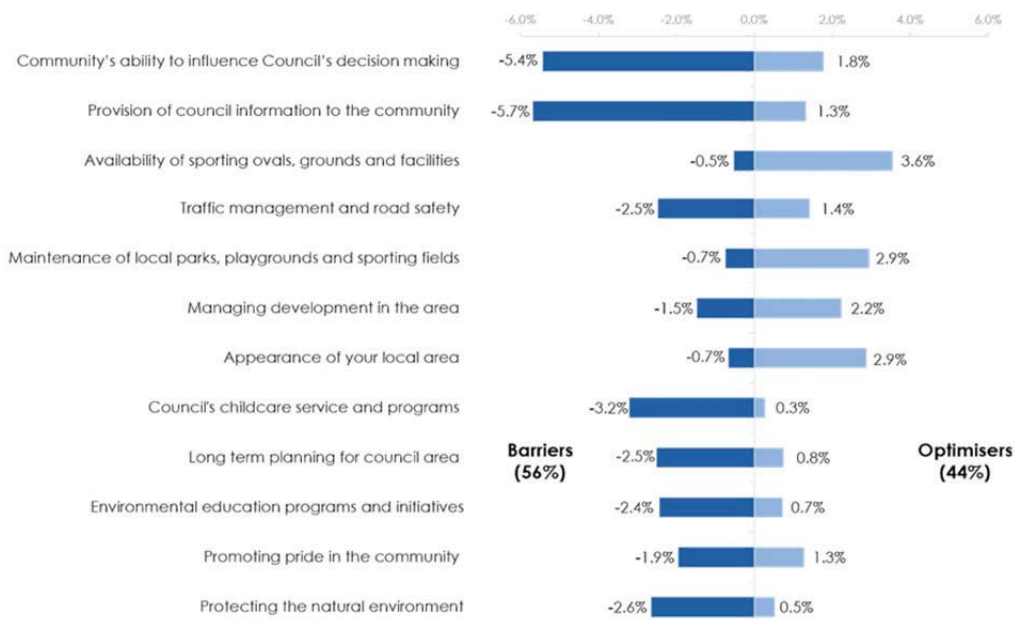
### Advanced Shapley Outcomes

The chart below illustrates the positive/negative contribution the key drivers provide towards overall satisfaction. Some drivers can contribute both negatively and positively depending on the overall opinion of the residents.

The scores on the negative indicate the contribution the driver makes to impeding transition towards satisfaction. If we can address these areas we will see a lift in our future overall satisfaction results, as we will positively transition residents who are currently 'not at all satisfied' towards being 'satisfied' with Council's overall performance.

The scores on the positive indicate the contribution the driver makes towards optimising satisfaction. If we can address these areas we will see a lift in our future overall satisfaction results, as we will positively transition residents who are currently already 'somewhat satisfied', towards being more satisfied with Council's overall performance.

### Key Contributors to Barriers/Optimisers



Different levers address the different levels of satisfaction across the community

# Summary and Recommendations

## Summary and Recommendations

### Summary

85% of residents in the new Inner West Council were at least 'somewhat satisfied' with Council performance. The rating achieved is in line with the NSW benchmark for metropolitan councils, but down on comparative scores achieved by the previous Marrickville Entity.

The main drivers of satisfaction are related to engagement with the community, influence on Council's decision making, and also the provision of information to the community. This indicates an interest by the residents to be involved in what is happening in their area. It is very likely that the proclaimed merger has been a key contributor to resident perceptions.

The following measures could be used as KPIs for the follow up survey in 2017.

- 71% of residents rated the availability and accessibility of council services as good to excellent
- 70% residents were somewhat to very satisfied with Council's integrity and decision making
- 58% of residents rated Council's community engagement as good to excellent

The vast majority of residents (96%) agreed that the Inner West area is a good place to live'. Into the future, the areas of highest concern revolved around the sustainability of local development, with its flow-on effects of traffic congestion, population growth, public transport, parking, green spaces, environmental concerns and infrastructure.

This is further substantiated with green spaces, traffic, and development management in the top 6 drivers of overall satisfaction.

97% of residents were aware of the WestConnex project and the majority (57%) were not supportive of it.

### Recommendations

- As Inner West Council is still a very new Local Government Area, the overall satisfaction ratings and opinions of residents on services, facilities and challenges in the area represent important baseline measures. Council should use these results to develop delivery plans for the area and then conduct a follow up survey in 12 months to see how residents respond to changes that take place in the first year of the new entity
- Council should look to engage with the community about the future of this new LGA. There also needs to be an exploration of community expectations around the availability and accessibility of Council services, engagement and involvement in decision making
- Council needs to determine how they will address the community's concerns regarding the sustainability of the current infrastructure and services being insufficient to handle a growing population

# Section A – Satisfaction with Council

## Overall Satisfaction with Council's Performance

### Summary

Overall satisfaction was moderate, with 85% stating they were at least 'somewhat satisfied' with Council's overall performance. The rating achieved is similar to the NSW branding benchmark for metropolitan councils.

Females indicated they were significantly more satisfied with Council's performance, as did non-ratepayers.

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?

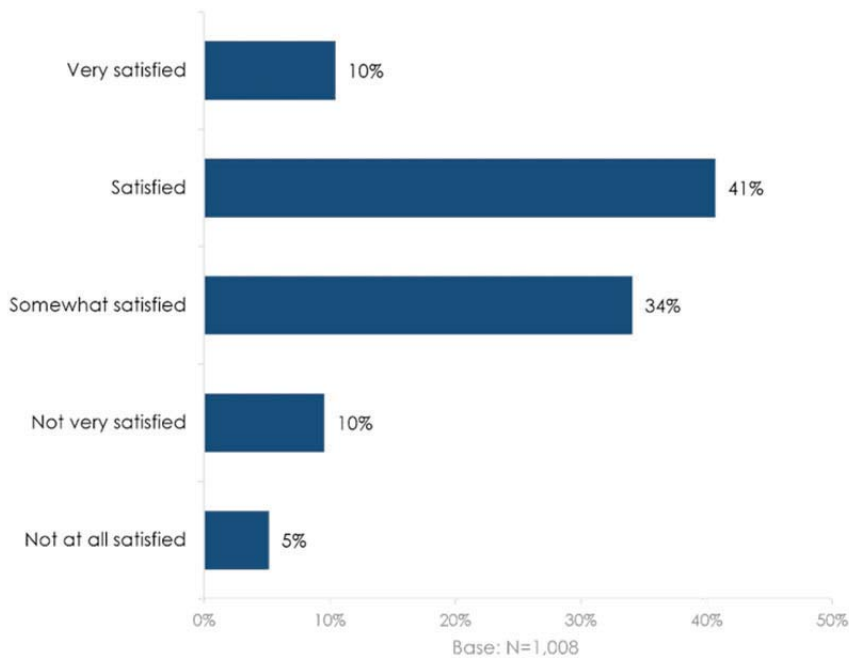
	Overall	Male	Female	18 – 24	25 – 34	35 – 49	50 – 64	65+
Mean ratings	3.42	3.32	3.50▲	3.51	3.60	3.32	3.32	3.37

	Ashfield Ward	Leichhardt Ward	Balmain Ward	Stanmore Ward	Marrickville Ward	Ratepayer	Non-Ratepayer
Mean ratings	3.51	3.33	3.32	3.39	3.53	3.36	3.58▲

NSW LGA BRAND SCORES	Metro Benchmark	All of NSW	Inner West Council
Mean ratings	3.45	3.31	3.42

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

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



## Availability and Accessibility of Council Services

### Summary

71% of residents rated the availability and accessibility of council services high, claiming the services were 'good' to 'excellent'.

Those living in the Marrickville Ward were significantly more likely to rate them higher.

Q4b. How would you describe the availability and accessibility of Council services?

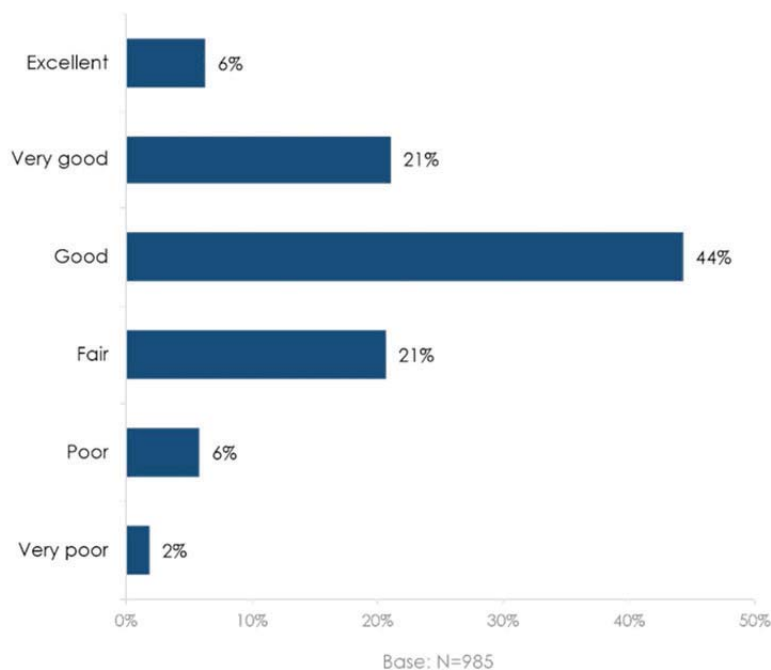
	Overall	Male	Female	18 – 24	25 – 34	35 – 49	50 – 64	65+
Mean ratings	3.96	3.89	4.02	4.03	3.94	3.85	4.04	4.05

	Ashfield Ward	Leichhardt Ward	Balmain Ward	Stanmore Ward	Marrickville Ward	Ratepayer	Non-Ratepayer
Mean ratings	3.86	3.99	3.91	3.82	4.16▲	3.92	4.06

Scale: 1 = very poor, 6 = excellent

▲▼ = significantly higher/lower rating



Note: 23 residents (2%) responded 'don't know' to this question.



## Council's Community Engagement

### Summary

58% of residents rated Council's community engagement as good to excellent.

Those living in the Marrickville Ward rated Council's engagement significantly higher.

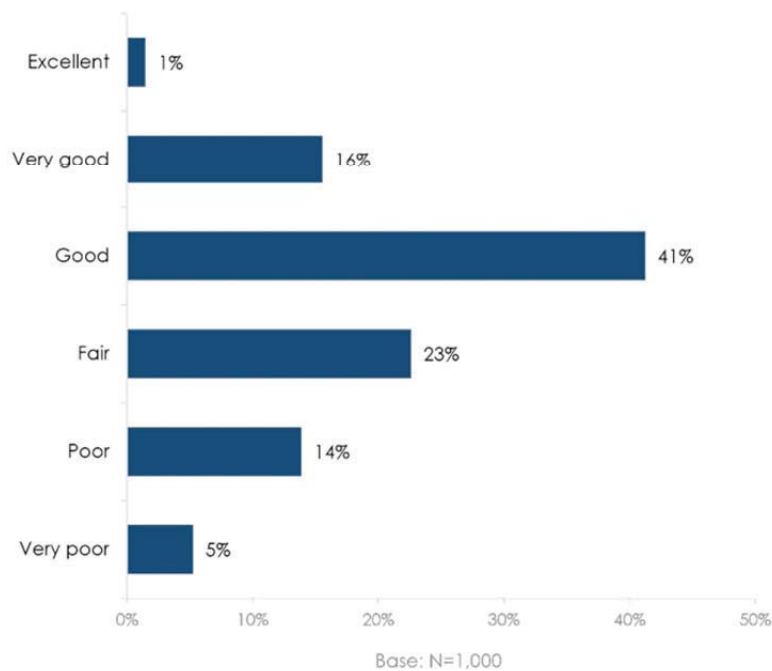
Q4c. How would you describe Council's community engagement?

	Overall	Male	Female	18 – 24	25 – 34	35 – 49	50 – 64	65+
Mean ratings	3.52	3.46	3.59	3.51	3.60	3.43	3.50	3.63

	Ashfield Ward	Leichhardt Ward	Balmain Ward	Stanmore Ward	Marrickville Ward	Ratepayer	Non-Ratepayer
Mean ratings	3.49	3.55	3.45	3.35	3.75▲	3.53	3.53

Scale: 1 = very poor, 6 = excellent

▲ ▼ = significantly higher/lower rating



Note: 8 residents (1%) responded 'don't know' to this question.

## Council's Integrity and Decision Making

### Summary

70% of residents are 'somewhat satisfied' to 'satisfied' with Council's integrity and decision making. There is room for the new council to improve this score.

Residents aged 35-49 and 50-64 were significantly less likely to be satisfied.

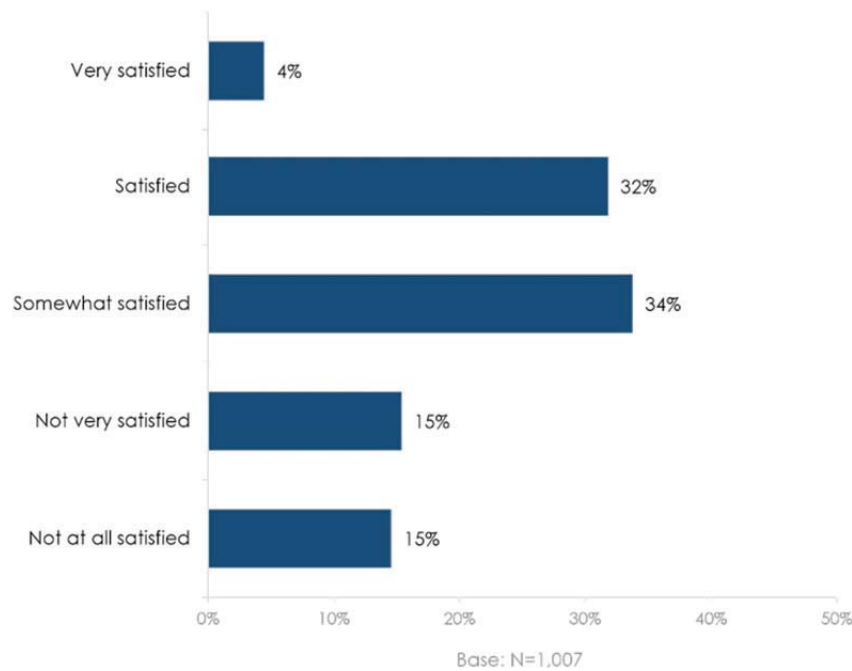
Q5. How satisfied are you with Council's integrity and decision making?

	Overall	Male	Female	18 – 24	25 – 34	35 – 49	50 – 64	65+
Mean ratings	2.96	2.93	2.99	3.04	3.17	2.81▼	2.82▼	3.07

	Ashfield Ward	Leichhardt Ward	Balmain Ward	Stanmore Ward	Marrickville Ward	Ratepayer	Non-Ratepayer
Mean ratings	2.98	3.16	2.85	2.78	3.04	2.89	3.14

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

▲ ▼ = significantly higher/lower rating



Note: 1 resident (<1%) responded 'don't know' to this question.

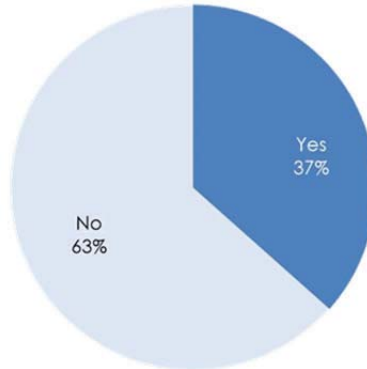
## Section B – Contact with Council

## Contact with Council

### Summary

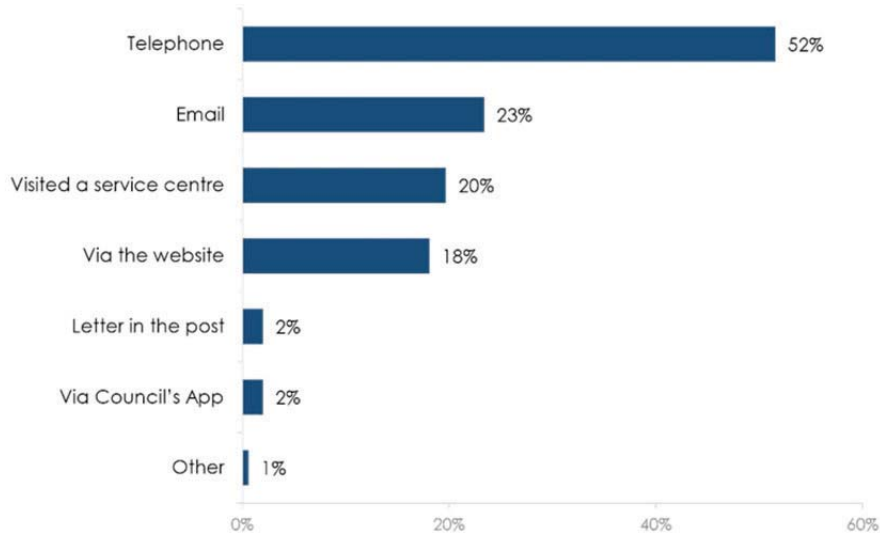
Just over a third of the residents (37%) stated they had contacted the new Council, the majority by 'telephone'. A large proportion of residents are using modern technology to contact Council, with 23% using 'email' and a further 18% 'via the website'.

Q2a. In May this year the new Inner West Council was formed following a merger of the former Ashfield, Leichhardt and Marrickville Councils – you are a resident of the new Inner West Council. Have you contacted Inner West Council for any reason apart from paying rates?



Base: N=1,008

Q2b. What method did you use to contact Council?



Base: N=369

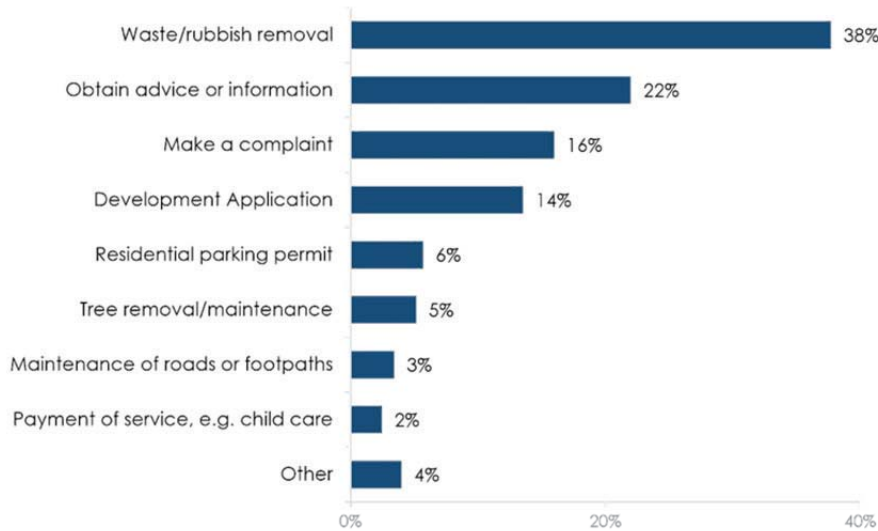
Other specified	Count
Meeting	3
Facebook	1

## Contact with Council

### Summary

The predominant reason for contacting Council concerned 'waste/rubbish removal', however, 22% wanted advice or information and 16% to make a complaint.

Q2c. What was the nature of your enquiry?



Base: N=369

Other specified	Count
Report graffiti	3
Pet registration	2
Report an abandoned vehicle	2
Adopt a verge	1
Comment on a survey	1
Community transport	1
Involvement in environmental issues	1
Make a delivery	1
Offering copies of his book for the library	1
Opposing something Council wanted to do	1
Provide compost bin	1
Responding to a council questionnaire	1
Return of a deposit	1
Zoning of property	1

## Contact with Council

### Summary

80% of residents stated they were at least 'somewhat satisfied' with the way their contact was handled.

Those who contacted Council 'via the website' were significantly more satisfied with the handling of their contact, whilst those who used 'email' were significantly less satisfied.

Females were significantly more satisfied with their contact.

Q2d. Overall, how satisfied were you with the way your contact was handled?

	Overall	Male	Female	18 – 24	25 – 34	35 – 49	50 – 64	65+
Mean ratings	3.71	3.48	3.90▲	4.33	3.69	3.78	3.61	3.60

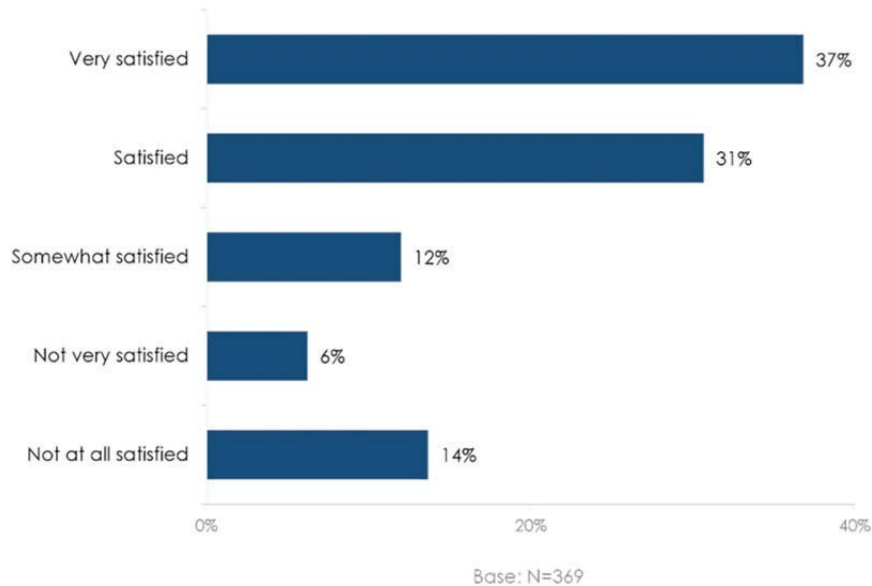
	Ashfield Ward	Leichhardt Ward	Balmain Ward	Stanmore Ward	Marrickville Ward	Ratepayer	Non-Ratepayer
Mean ratings	3.85	3.56	3.46	3.86	3.85	3.63	4.01

	Telephone	Email	Service Centre	Website
Mean ratings	3.72	3.16▼	3.59	4.03▲

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

▲ ▼ = A significantly higher/lower level of satisfaction

Due to the small sample sizes for letter in the post (7) and Council's App (9), means have not been calculated.



## Receiving Information about Council

### Summary

Residents receive information about Council from a variety of methods, predominantly from 'brochures/flyers'.

Females were significantly more likely to receive information from brochures/flyers.

Those aged 18-34 were significantly more likely to receive information from 'word of mouth' and social media, with those aged 25-34 also significantly more likely to use social media as a source, but significantly less likely to receive information by 'email'. Residents aged 18-24 & 25-34 were significantly less likely to see information in 'brochures/flyers' or the Inner West News.

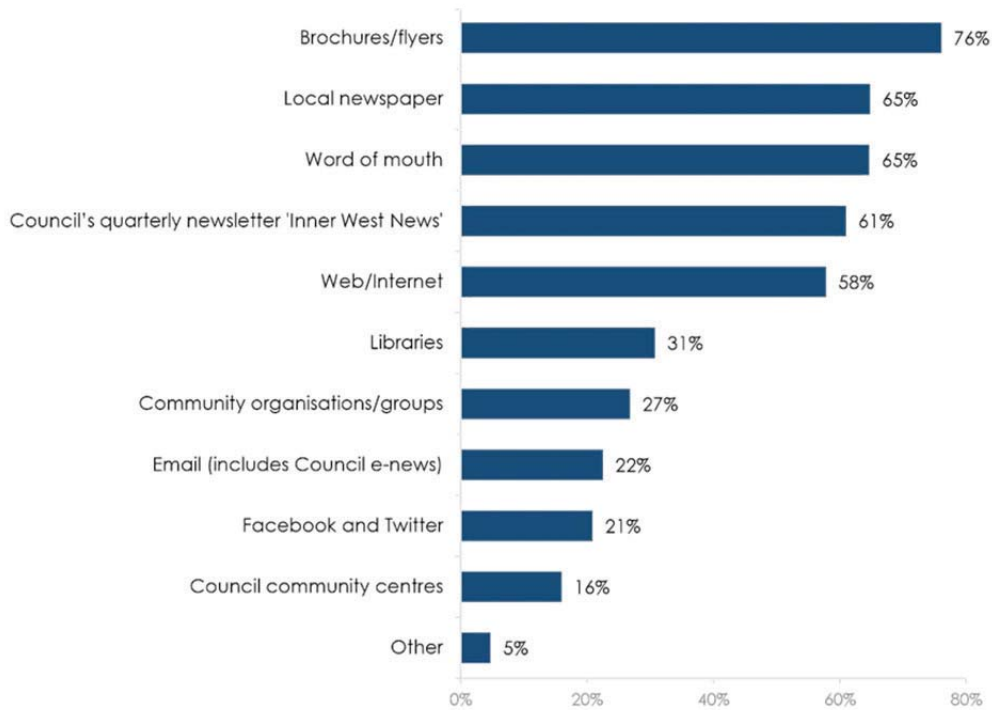
35-49 year olds were significantly more likely to receive information by 'email' or from 'brochures/flyers'.

Those aged 50-64 and 65+ were significantly more likely to receive information from the 'local newspaper', 'brochures/flyers' or the Inner West News, but significantly less likely from 'word of mouth' and social media. Residents aged 65+ were also significantly more likely to receive information from 'libraries', but significantly less likely from the 'web/Internet'.

Marrickville Ward residents were significantly more likely to receive information from 'council community centres', 'community organisations/groups' and social media, however, Ashfield Ward residents were significantly less likely to gather information from the latter.

Balmain Ward residents were significantly more likely to receive information via 'email', but significantly less from the Inner West News. Residents in Leichhardt Ward were significantly less likely to gather information from the 'web/Internet'.

Q6. Through which of the following means do you receive information about Council?



## Receiving Information about Council

Q6. Through which of the following means do you receive information about Council?

Other specified	Count		Count
Community noticeboards	11	Interagency meetings	1
Council office	5	News on the television	1
Don't receive any information	5	Protests	1
Personal mail	5	Radio	1
Schools	4	Services for seniors	1
Direct mail	3	Stalls at festivals and venues	1
Australian Labor Party	1	Surveys	1
Chamber of Commerce	1	Sydney Morning Herald	1
Ciao magazine	1	Town hall	1
Community rally	1		



# Section C – Living in the Inner West

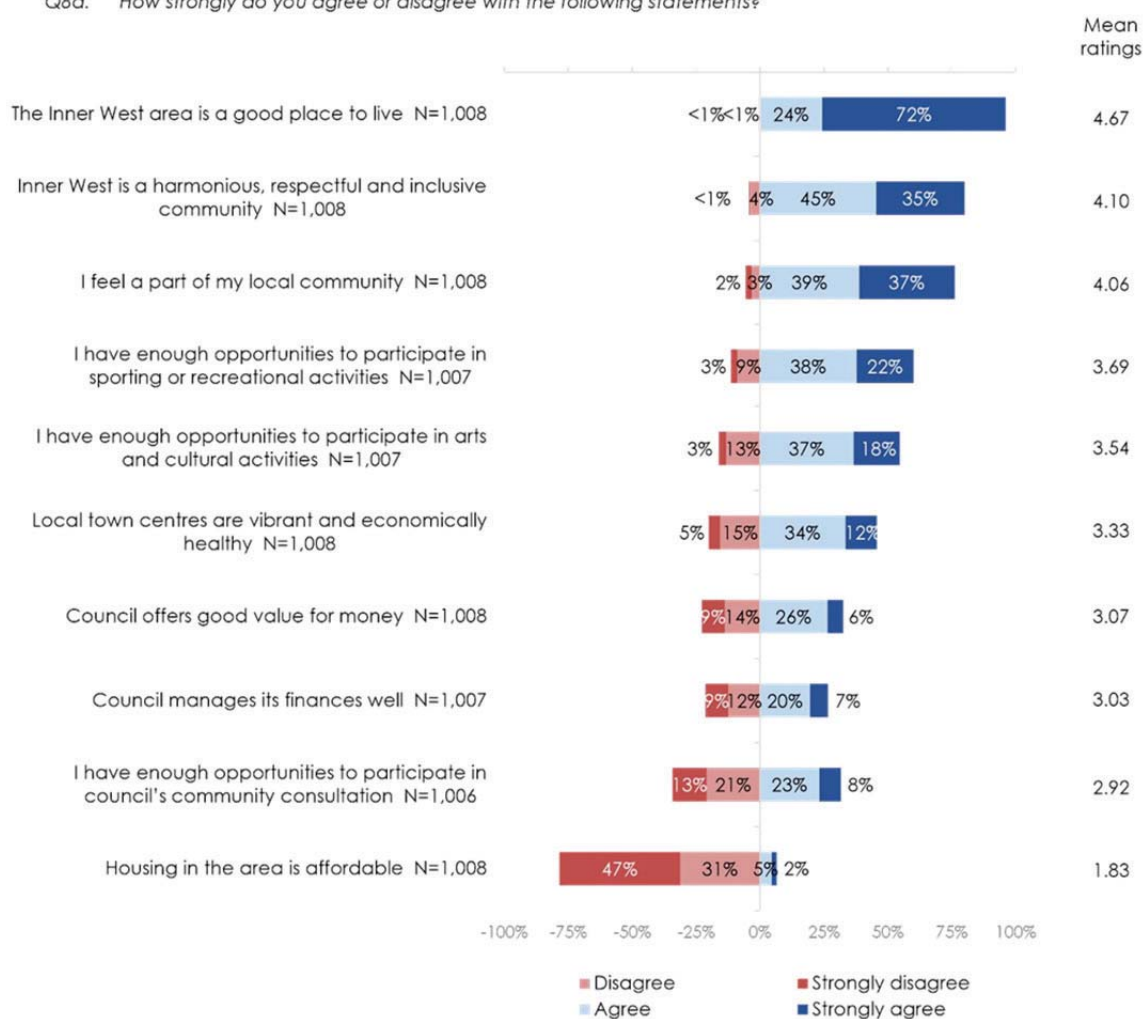
## Living in the Inner West

### Summary

96% of residents 'agree' (24%) or 'strongly agree' (72%) that 'the Inner West area is a good place to live'. This is an extremely good result and is substantiated by the subsequently high scoring 'Inner West is a harmonious, respectful and inclusive community' (80% agree – strongly agree), and 'I feel a part of my local community' (76% agree – strongly agree).

The major concern for residents is that 'housing in the area is affordable', with 78% disagreeing with this statement. Also of concern is the result for engagement with the community, with a third of residents disagreeing with the statement 'I have enough opportunities to participate in Council's community consultation'.

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



Note: The 'neither agree nor disagree' scores have been removed to demonstrate the impact of those who 'agree' and those who 'disagree' with these statements.

## Living in the Inner West

### Summary

Residents aged 18-34 were significantly more likely to believe 'Council offers good value for money', whilst 25-34 year olds were significantly more likely to agree that 'local town centres are vibrant and economically healthy'.

35-49 year olds were significantly less likely to agree that 'I have enough opportunities to participate in arts and cultural activities', 'local town centres are vibrant and economically healthy', 'Council manages its finances well' and 'Council offers good value for money'.

Residents aged 65+ were significantly more likely to agree that 'housing in the area is affordable', 'I have enough opportunities to participate in arts and cultural activities' and 'I have enough opportunities to participate in Council's community consultation', but less likely to agree that the 'Inner West is a harmonious, respectful and inclusive community'.

Those living in the Ashfield Ward were significantly less likely to agree that 'I have enough opportunities to participate in arts and cultural activities', whilst those in the Balmain Ward were significantly less likely to agree that 'Council offers good value for money'.

Stanmore Ward residents were significantly more likely to agree that 'local town centres are vibrant and economically healthy', 'Council manages its finances well' and 'Council offers good value for money'.

Residents of the Marrickville Ward were significantly more likely to agree that 'Council offers good value for money'.

Ratepayers were significantly more likely to agree that 'I have enough opportunities to participate in sporting or recreational activities' whilst non-ratepayers were significantly more likely to agree that 'local town centres are vibrant and economically healthy' and 'Council manages its finances well'.

## Feeling Safe in the LGA

### Summary

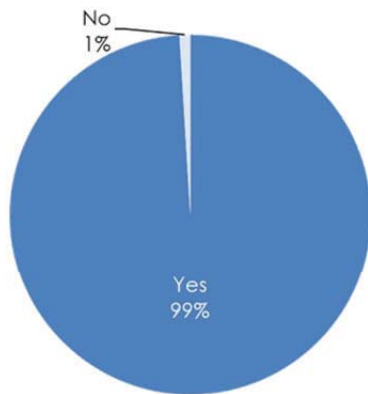
Whilst residents acknowledge feeling safe in their local area during the day, there is an element who feels quite differently regarding the same situation after dark.

Females are significantly less likely to feel safe in their area after dark (70%).

Marrickville Ward residents are significantly less likely to feel safe alone during the day (97%), whilst those living in the Balmain Ward are significantly more likely to feel safe alone after dark (91%).

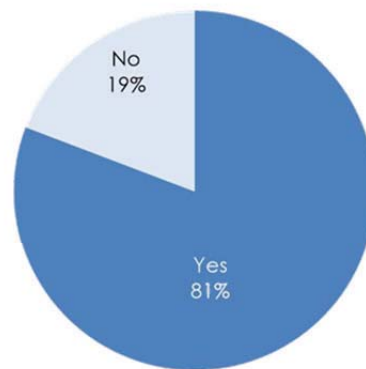
Q8b. Do you feel safe in the following situations?

In your local area alone during the day



Base: N=1,008

In your local area alone after dark



Base: N=1,007

## Top Priority Areas for Council to Focus On

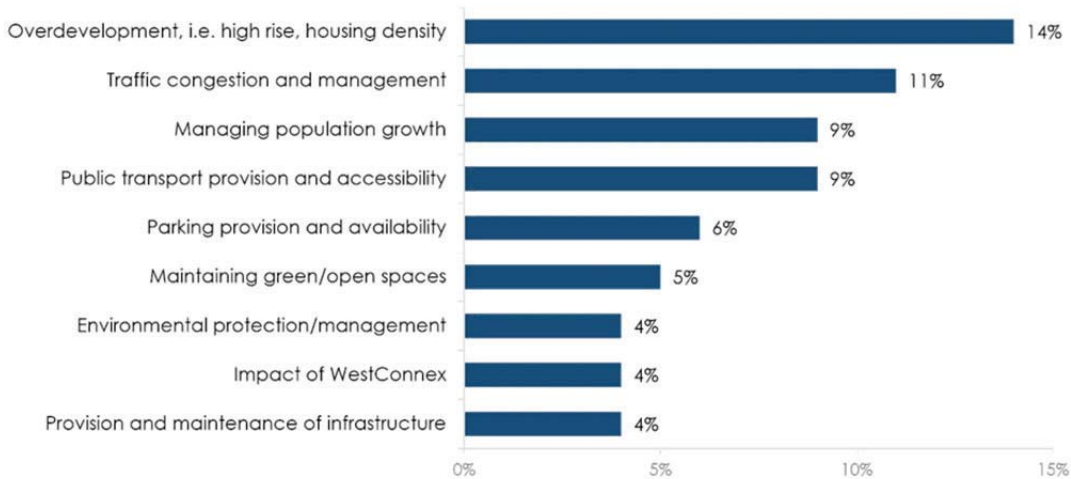
### Summary

Residents are most concerned about the amount of development occurring in the area, and the flow-on effects of traffic congestion, population growth, public transport, parking, green spaces, environmental concerns and infrastructure.

Q7. Thinking of Inner West as a whole, what would you say are the top 3 challenges facing the area in the next 10 years?

### Word Frequency Tagging

Verbatim responses for this question were collated and entered into analytical software. This analysis 'counts' the number of times a particular word or phrase appears and, based on the frequency of that word or phrase, a font size is generated. The larger the font, the more frequently the word or sentiment is mentioned.



Base: N = 1,008

## State Government Projects and Initiatives

### Summary

Although 97% of residents were aware of the 'WestConnex' project, the majority (57%) were not supportive of it.

Those aged 50-64, and ratepayers were significantly more aware of this project, with males significantly more likely to support it, but Stanmore Ward residents significantly less likely to do so.

The 'renewal of Parramatta Rd' was known to two-thirds of the community, with the majority in support of the project (83% at least somewhat supportive).

Those aged 25-34 were significantly less aware of this project, whilst those aged 50-64 and 65+, and ratepayers were significantly more aware. Males were significantly more supportive of this venture.

Whilst less than half of the community was aware of the 'development of the Bays Precinct', there was a great deal of support for its undertaking (84% at least somewhat supportive).

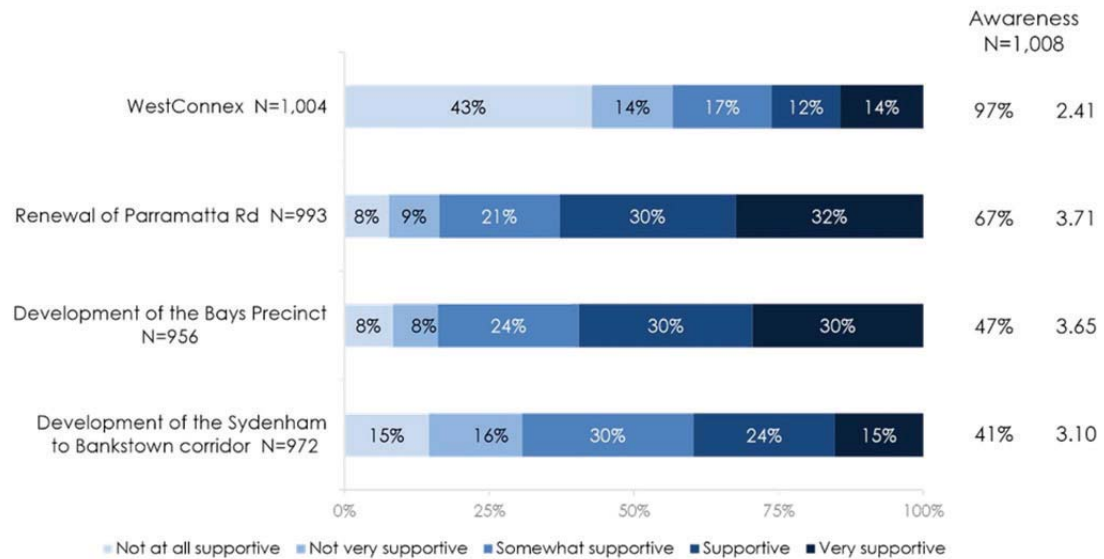
Males were significantly more aware of this project as were those aged 35-49, 50-64 and 65+, those living in Balmain Ward, and ratepayers. Residents aged 25-34, and those living in the Ashfield and Marrickville Wards were significantly less aware. Those living in Leichhardt Ward were significantly more supportive.

The 'development of the Sydenham to Bankstown corridor' was the least recognised of the projects, however, the majority of residents chose to support it.

Residents aged 50-64 and 65+, those living in the Marrickville Ward, and ratepayers, were significantly more aware. Those aged 25-34, and those living in Leichhardt and Balmain Wards were significantly less aware. Those living in Stanmore Ward were significantly more supportive.

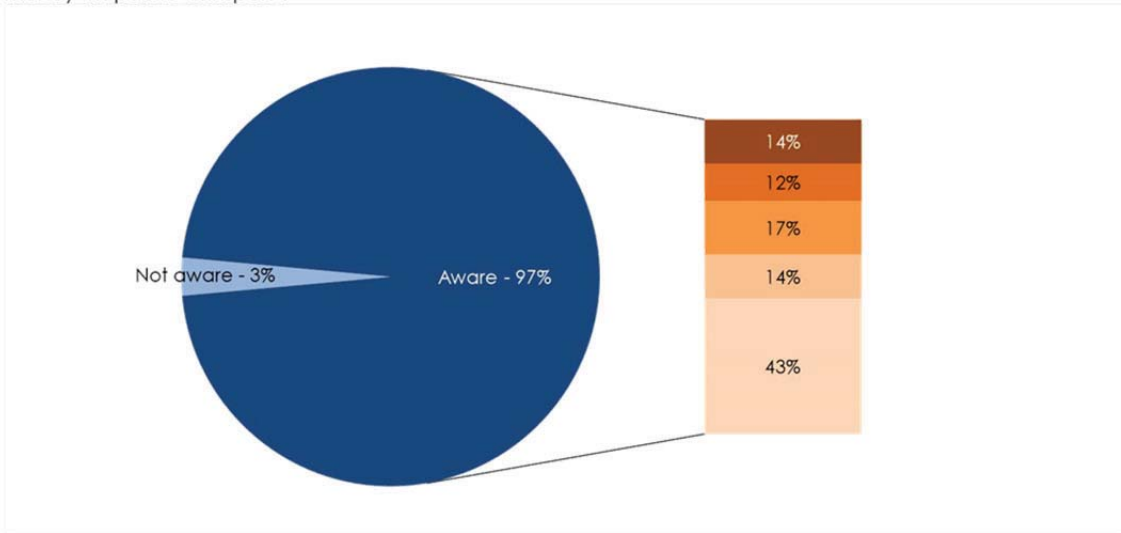
Q9a. Which of these State Government projects and initiatives taking place in the local area were you aware of prior to this call?

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

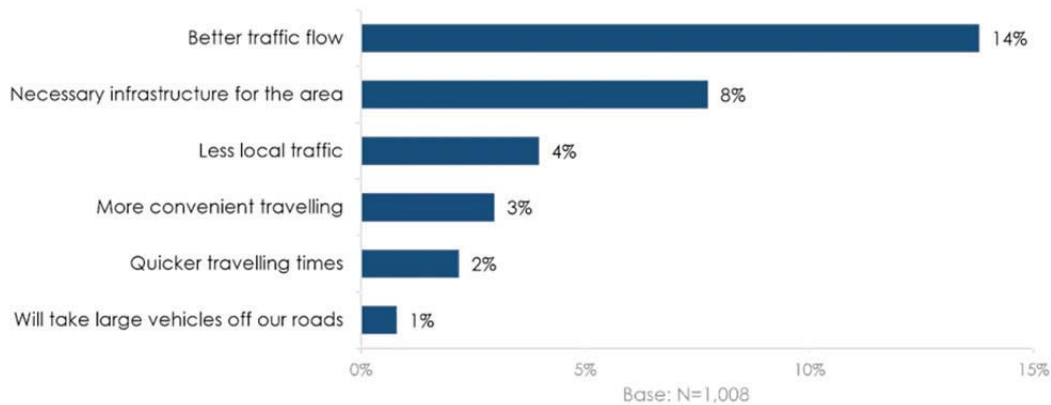


## Summary – Awareness of and Support for the WestConnex Project

The main reason for supporting WestConnex was 'better traffic flow', whereas those who did not support the project gave their main reasons as 'the project was poorly planned' and 'should have spent the money on public transport'.



Q9d. You mentioned you were supportive of the WestConnex project, may I ask why?

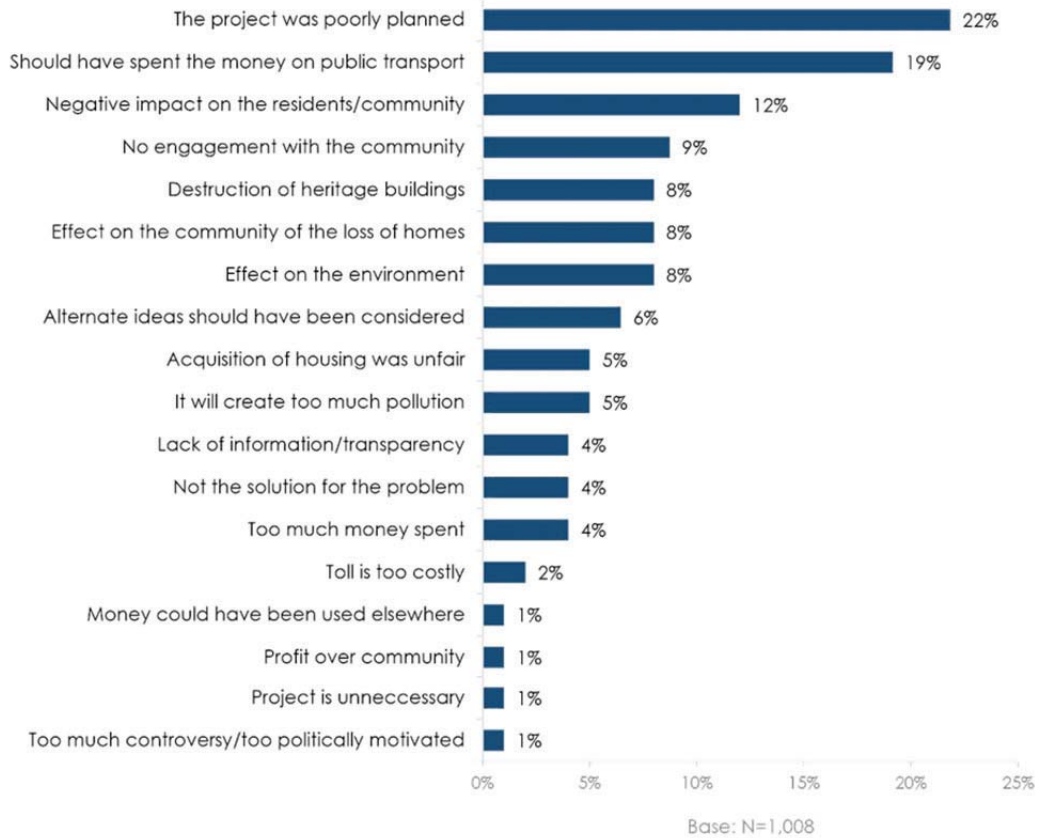


### Verbatim responses in support of WestConnex

- "Anything that will improve traffic flow is good"
- "Can get some traffic away from Parramatta Road reducing congestion"
- "For future generations would be good for traffic management"
- "Make it easier to manage to traffic going towards the CBD"
- "Makes transport easier throughout the region"
- "Project will keep traffic off local roads"
- "Traffic congestion will be eased across Sydney metropolitan area"
- "Will take a lot of traffic off Parramatta Rd and local roads"

## Support for the WestConnex Project

Q9c. You mentioned you were not supportive of the WestConnex project, may I ask why?



### Verbatim responses not supporting WestConnex

- "Better to fund trams or other public transport than putting more private cars on the road"
- "Bringing cars into the city instead of developing a public transport solution"
- "Building new roads doesn't reduce traffic congestion"
- "Don't support destruction of heritage homes to make way for development"
- "Emphasis should be on funding public transport, not on bringing more traffic into the city"
- "Encourages people to use cars so will increase congestion rather than reduce it"
- "Funnelling traffic into suburban areas"
- "Increase traffic congestion in the Inner West"
- "Loss of beautiful old houses along the project corridor"
- "Not enough consideration for the residents living in the area"
- "Project will destroy the function and character of the area"
- "Pulling down a lot of old Sydney homes and destroying the character of Sydney"
- "Too much heritage is being destroyed to complete this project"
- "WestConnex is against everything the people in the area believe in"
- "Will take away from the vibrant community that is the Inner West"
- "Will worsen the congestion on the roads"



## Detailed Findings – Importance of, and Satisfaction with, Council Services & Facilities

## Influence on Overall Satisfaction

A core element of this community survey was the rating of 41 facilities/services in terms of Importance and Satisfaction. This section reports the Shapley Regression analysis undertaken on these measures – and the detailed responses to the measures themselves.

The chart below summarises the influence of the 41 facilities/services on overall satisfaction with Council's performance, based on the Shapley Regression:

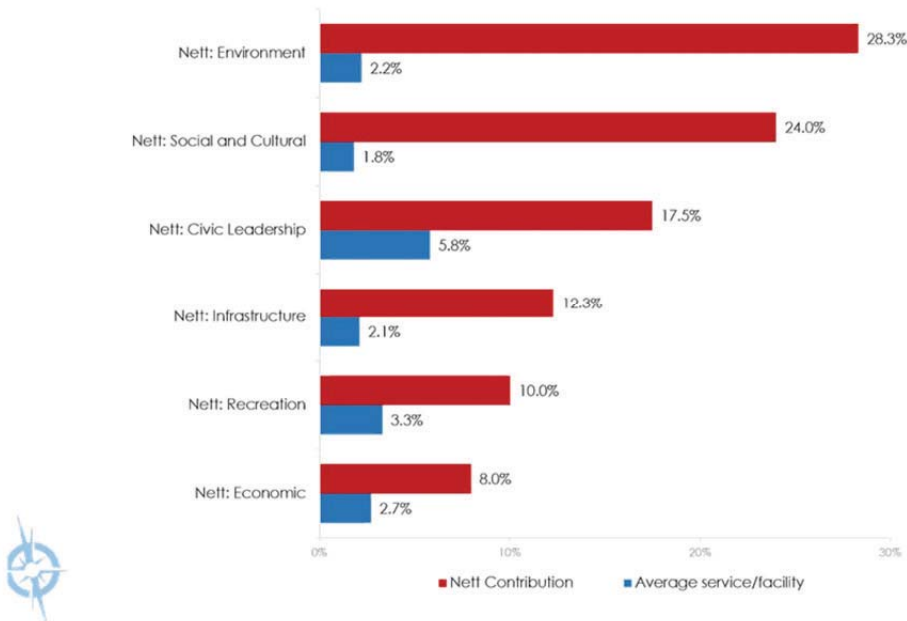


## Key Service Areas' Contributions to Overall Satisfaction

By combining the outcomes of the regression data, we can identify the derived importance of the different Nett Priority Areas.

By combining the outcomes of the regression data, we can identify the derived importance of the different Nett Priority Areas.

### Contribution to Overall Satisfaction with Council's Performance



'Environment' (28%) is the key contributor toward overall satisfaction with Council's performance, however, each of the services/facilities grouped under this area average 2.2%, whereas the services/facilities in the area of 'Civic Leadership' whose nett is 17.5%, average 5.8%.

## Service Areas

Each of the 41 facilities/services were grouped into service areas as detailed below

### We Explored Resident Response to 41 Service Areas

**Recreation**

Availability of sporting ovals, grounds and facilities  
Maintenance of local parks, playgrounds and sporting fields  
Swimming pools and aquatic centres

**Infrastructure**

Management of parking  
Community centres and facilities  
Cycleways  
Maintaining footpaths  
Maintaining local roads  
Traffic management and road safety

**Environment**

Building heights in town centres  
Managing development in the area  
Encouraging recycling  
Environmental education programs and initiatives  
Flood management  
Graffiti removal  
Household garbage collection  
Maintenance and cleaning of town centres  
Protecting the natural environment  
Protection of low rise residential areas  
Removal of illegally dumped rubbish  
Stormwater management and flood mitigation  
Tree management


**Civic Leadership (including Governance)**

Long term planning for council area  
Community's ability to influence Council's decision making  
Provision of council information to the community

**Economic**

Access to public transport  
Appearance of your local area  
Supporting local jobs and businesses

**Social and Cultural**

Provision of services for older residents  
Support for people with a disability  
Safe public spaces  
Community education programs  
Council's childcare service and programs  
Festival and events programs  
Library services  
Programs and support for newly arrived and migrant communities  
Promoting pride in the community  
Protection of heritage buildings and items  
Support and programs for volunteers and community groups  
Youth programs and activities  
Supporting local artists and creative industries

### An Explanation

The following pages detail the Shapley findings for each service area, and summarise the stated importance and satisfaction ratings by key demographics.

#### *Importance*

For the stated importance ratings, residents were asked to rate how important each of the criteria was to them, on a scale of 1 to 5.

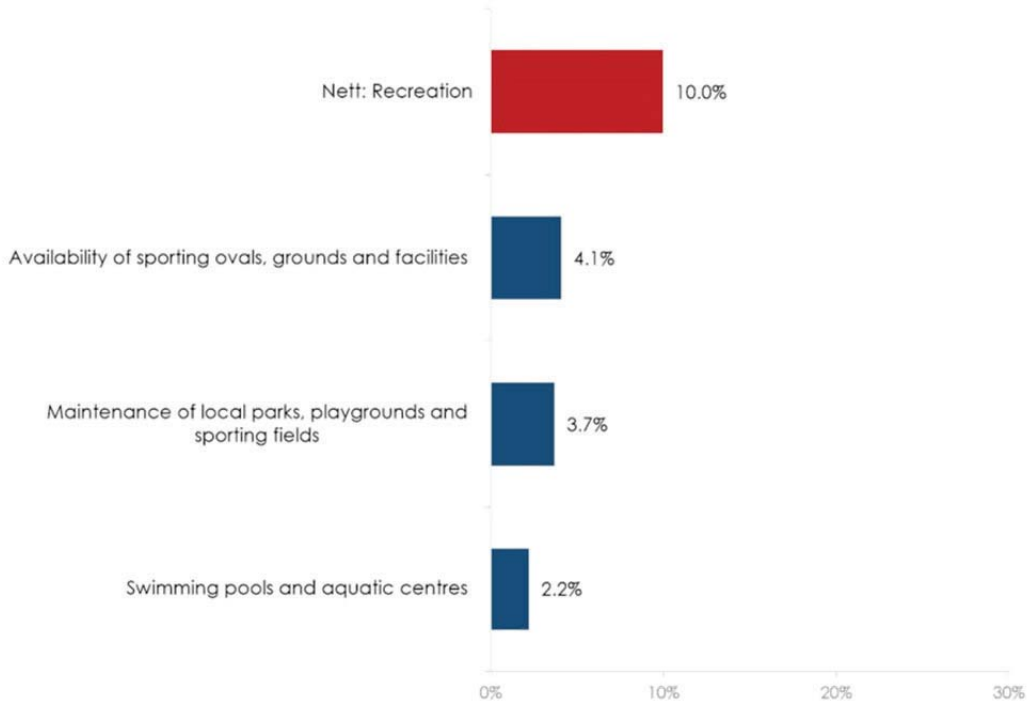
#### *Satisfaction*

Any resident who had rated the importance of a particular criterion a 4 or 5 was then asked how satisfied they were with the performance of Council for that service or facility. There was an option for residents to answer 'don't know' to satisfaction, as they may not have personally used a particular service or facility.

## Service Area 1: Recreation

Shapley Regression

Contributes to 10% of Overall Satisfaction with Council



## Service Area 1: Recreation

### Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

#### Importance – overall

Very high	Maintenance of local parks, playgrounds and sporting fields
High	Availability of sporting ovals, grounds and facilities
Moderately high	Swimming pools and aquatic centres

#### Importance – by gender

Females considered 'maintenance of local parks, playgrounds and sporting fields' and 'swimming pools and aquatic centres' to be of significantly higher importance.

#### Importance – by age

Residents aged 18-34 rated 'maintenance of local parks, playgrounds and sporting fields' and 'swimming pools and aquatic centres' of significantly lower importance.

Residents aged 35-49 rated 'swimming pools and aquatic centres' significantly higher in importance, whilst those aged 65+ rated the 'availability of sporting ovals, grounds and facilities' of significantly lower importance.

#### Importance – by ward

Residents of Stanmore Ward rated the 'availability of sporting ovals, grounds and facilities' significantly lower in importance.

#### Importance – by ratepayer status

Ratepayers rated 'swimming pools and aquatic centres' of significantly higher importance.

## Service Area 1: Recreation

### Importance Mean Scores by Key Demographics

	Overall	Male	Female	18 – 24	25 – 34	35 – 49	50 – 64	65+
Availability of sporting ovals, grounds and facilities	3.96	3.93	3.99	3.84	4.10	4.05	3.88	3.72
Maintenance of local parks, playgrounds and sporting fields	4.38	4.30	4.46	4.14	4.38	4.44	4.40	4.41
Swimming pools and aquatic centres	3.84	3.64	4.03	3.45	3.70	4.05	3.93	3.79

	Ashfield Ward	Leichhardt Ward	Balmain Ward	Stanmore Ward	Marrickville Ward	Own	Rent
Availability of sporting ovals, grounds and facilities	3.94	4.06	4.10	3.72	3.97	4.00	3.85
Maintenance of local parks, playgrounds and sporting fields	4.41	4.48	4.38	4.34	4.32	4.43	4.27
Swimming pools and aquatic centres	3.82	3.74	3.93	3.73	3.96	3.96	3.55

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

Significantly higher/lower level of importance

### Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Availability of sporting ovals, grounds and facilities	4%	6%	17%	34%	39%	1,008
Maintenance of local parks, playgrounds and sporting fields	1%	1%	11%	33%	54%	1,008
Swimming pools and aquatic centres	4%	9%	22%	28%	37%	1,008

## Service Area 1: Recreation

### Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with each criteria.

#### **Satisfaction – overall**

Moderately high      Maintenance of local parks, playgrounds and sporting fields  
Swimming pools and aquatic centres  
Availability of sporting ovals, grounds and facilities

#### **Satisfaction – by gender**

There were no significant differences by gender.

#### **Satisfaction – by age**

Those aged 35-49 were significantly less satisfied with 'swimming pools and aquatic centres', whilst those aged 50-64 were significantly less satisfied with the 'availability of sporting ovals, grounds and facilities'.

#### **Satisfaction – by ward**

Marrickville Ward residents were significantly more satisfied with the 'availability of sporting ovals, grounds and facilities'.

#### **Satisfaction – by ratepayer status**

There were no significant differences by ratepayer status.



## Service Area 1: Recreation

### Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	18 – 24	25 – 34	35 – 49	50 – 64	65+
Availability of sporting ovals, grounds and facilities	3.73	3.62	3.82	3.77	3.90	3.64	3.54	3.82
Maintenance of local parks, playgrounds and sporting fields	3.88	3.84	3.91	4.11	3.93	3.81	3.79	3.93
Swimming pools and aquatic centres	3.85	3.74	3.92	4.07	3.93	3.70	3.92	3.87

	Ashfield Ward	Leichhardt Ward	Balmain Ward	Stanmore Ward	Marrickville Ward	Own	Rent
Availability of sporting ovals, grounds and facilities	3.56	3.84	3.58	3.69	3.96	3.67	3.88
Maintenance of local parks, playgrounds and sporting fields	3.87	3.90	3.87	3.97	3.81	3.85	3.98
Swimming pools and aquatic centres	3.82	3.74	3.82	3.98	3.86	3.83	3.90

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

Significantly higher/lower level of satisfaction

### Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Availability of sporting ovals, grounds and facilities	3%	9%	21%	45%	21%	728
Maintenance of local parks, playgrounds and sporting fields	1%	7%	22%	43%	27%	876
Swimming pools and aquatic centres	4%	5%	20%	44%	27%	657

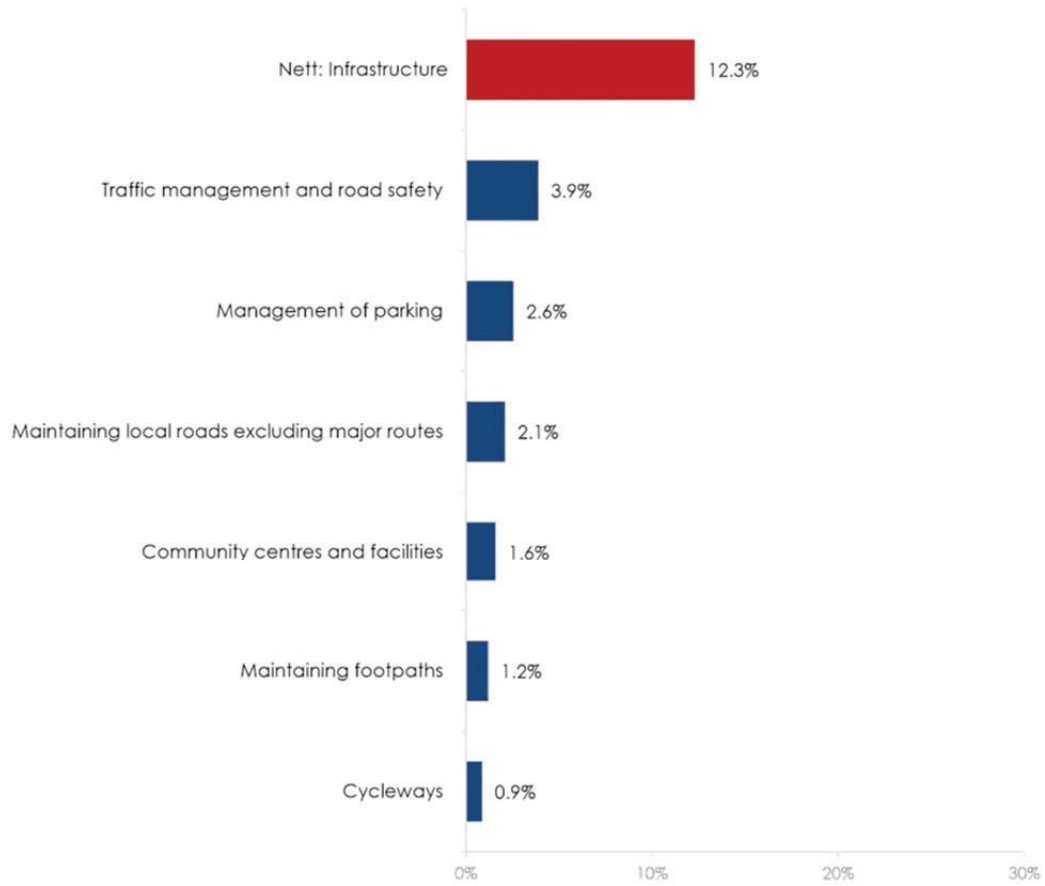
Note: Residents were only asked satisfaction if they rated importance a 4 or 5.

## Service Area 2: Infrastructure

Shapley Regression

Item 2

Contributes to Over 12% of Overall Satisfaction with Council



Attachment 1

## Service Area 2: Infrastructure

### Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

#### Importance – overall

Very high	Traffic management and road safety Maintaining local roads Maintaining footpaths
High	Management of parking
Moderately high	Community centres and facilities
Moderate	Cycleways

#### Importance – by gender

Females considered 'management of parking', 'maintaining footpaths' and 'traffic management and road safety' to be significantly higher in importance.

#### Importance – by age

Residents aged 18-24 rated 'maintaining footpaths' significantly lower in importance.

Residents aged 50-64 & 65+ were more likely to rate 'management of parking', 'maintaining footpaths' and 'maintaining local roads' significantly higher, whilst those aged 65+ rated 'traffic management and road safety' significantly higher, but 'cycleways' significantly lower.

#### Importance – by ward

Ashfield Ward residents considered 'maintaining local roads' significantly more important, whilst Stanmore Ward residents rated it significantly lower.

Residents of Marrickville Ward considered 'community centres and facilities' of significantly higher importance.

#### Importance – by ratepayer status

Ratepayers rated 'management of parking', 'maintaining local roads' and 'traffic management and road safety' significantly higher in importance.

## Service Area 2: Infrastructure

### Importance Mean Scores by Key Demographics

	Overall	Male	Female	18 – 24	25 – 34	35 – 49	50 – 64	65+
Management of parking	4.03	3.91	4.15	3.96	3.82	4.05	4.18	4.21
Community centres and facilities	3.89	3.80	3.97	4.01	4.00	3.79	3.82	3.94
Cycleways	3.54	3.51	3.57	3.68	3.68	3.65	3.38	3.17
Maintaining footpaths	4.22	4.09	4.33	3.86	4.02	4.19	4.42	4.63
Maintaining local roads	4.31	4.24	4.38	4.29	4.12	4.25	4.46	4.59
Traffic management and road safety	4.43	4.33	4.52	4.57	4.23	4.41	4.51	4.61

	Ashfield Ward	Leichhardt Ward	Balmain Ward	Stanmore Ward	Marrickville Ward	Own	Rent
Management of parking	4.02	4.05	4.22	3.86	3.99	4.17	3.66
Community centres and facilities	3.84	3.83	3.83	3.84	4.09	3.86	3.97
Cycleways	3.53	3.38	3.77	3.39	3.59	3.48	3.70
Maintaining footpaths	4.21	4.28	4.26	4.21	4.13	4.25	4.12
Maintaining local roads	4.50	4.43	4.29	4.12	4.24	4.39	4.12
Traffic management and road safety	4.43	4.43	4.40	4.41	4.46	4.51	4.22

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

Significantly higher/lower level of importance (by group)

### Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Management of parking	4%	7%	16%	24%	48%	1,008
Community centres and facilities	4%	4%	25%	33%	34%	1,008
Cycleways	15%	10%	18%	22%	35%	1,008
Maintaining footpaths	1%	2%	18%	32%	47%	1,008
Maintaining local roads	1%	2%	14%	29%	54%	1,008
Traffic management and road safety	1%	1%	10%	28%	59%	1,008

## Service Area 2: Infrastructure

### Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with each criteria.

#### Satisfaction – overall

Moderate	Community centres and facilities Traffic management and road safety Maintaining local roads
Moderately low	Maintaining footpaths Cycleways Management of parking

#### Satisfaction – by gender

Females were significantly more satisfied with 'management of parking'.

#### Satisfaction – by age

Residents aged 18-24 were significantly more satisfied with 'maintaining footpaths' and 'traffic management and road safety', whilst those aged 25-34 were significantly more satisfied with 'maintaining local roads'.

Those aged 35-49 were significantly less satisfied with 'maintaining local roads' and 'traffic management and road safety', whilst those aged 50-64 were significantly less satisfied with 'management of parking', 'maintaining footpaths' and 'maintaining local roads'.

65+ year olds were significantly more satisfied with 'cycleways'.

#### Satisfaction – by ward

Residents of Ashfield Ward were significantly more satisfied with Council's provision of 'management of parking', whilst those in Balmain Ward were significantly more satisfied with 'maintaining local roads'.

Stanmore Ward residents were significantly less satisfied with 'cycleways'.

#### Satisfaction – by ratepayer status

Non Ratepayers were significantly more satisfied with 'traffic management and road safety'.

## Service Area 2: Infrastructure

### Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	18 – 24	25 – 34	35 – 49	50 – 64	65+
Management of parking	2.69	2.51	2.84	2.82	2.87	2.62	2.47	2.79
Community centres and facilities	3.52	3.44	3.58	3.66	3.63	3.42	3.38	3.60
Cycleways	2.84	2.85	2.83	3.10	2.59	2.84	2.94	3.08
Maintaining footpaths	3.08	3.01	3.13	3.63	3.23	2.97	2.93	3.04
Maintaining local roads excluding major routes	3.16	3.07	3.24	3.43	3.42	3.02	3.02	3.13
Traffic management and road safety	3.23	3.21	3.24	3.66	3.31	3.08	3.11	3.26

	Ashfield Ward	Leichhardt Ward	Balmain Ward	Stanmore Ward	Marrickville Ward	Own	Rent
Management of parking	2.90	2.65	2.63	2.56	2.70	2.63	2.88
Community centres and facilities	3.46	3.55	3.47	3.50	3.61	3.46	3.68
Cycleways	2.97	3.05	2.87	2.39	2.90	2.89	2.76
Maintaining footpaths	3.18	3.12	3.13	3.01	2.94	3.04	3.21
Maintaining local roads excluding major routes	3.08	3.09	3.38	3.17	3.09	3.12	3.28
Traffic management and road safety	3.22	3.22	3.26	3.18	3.24	3.15	3.45

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

Significantly higher/lower level of satisfaction

### Detailed Overall Response for Satisfaction

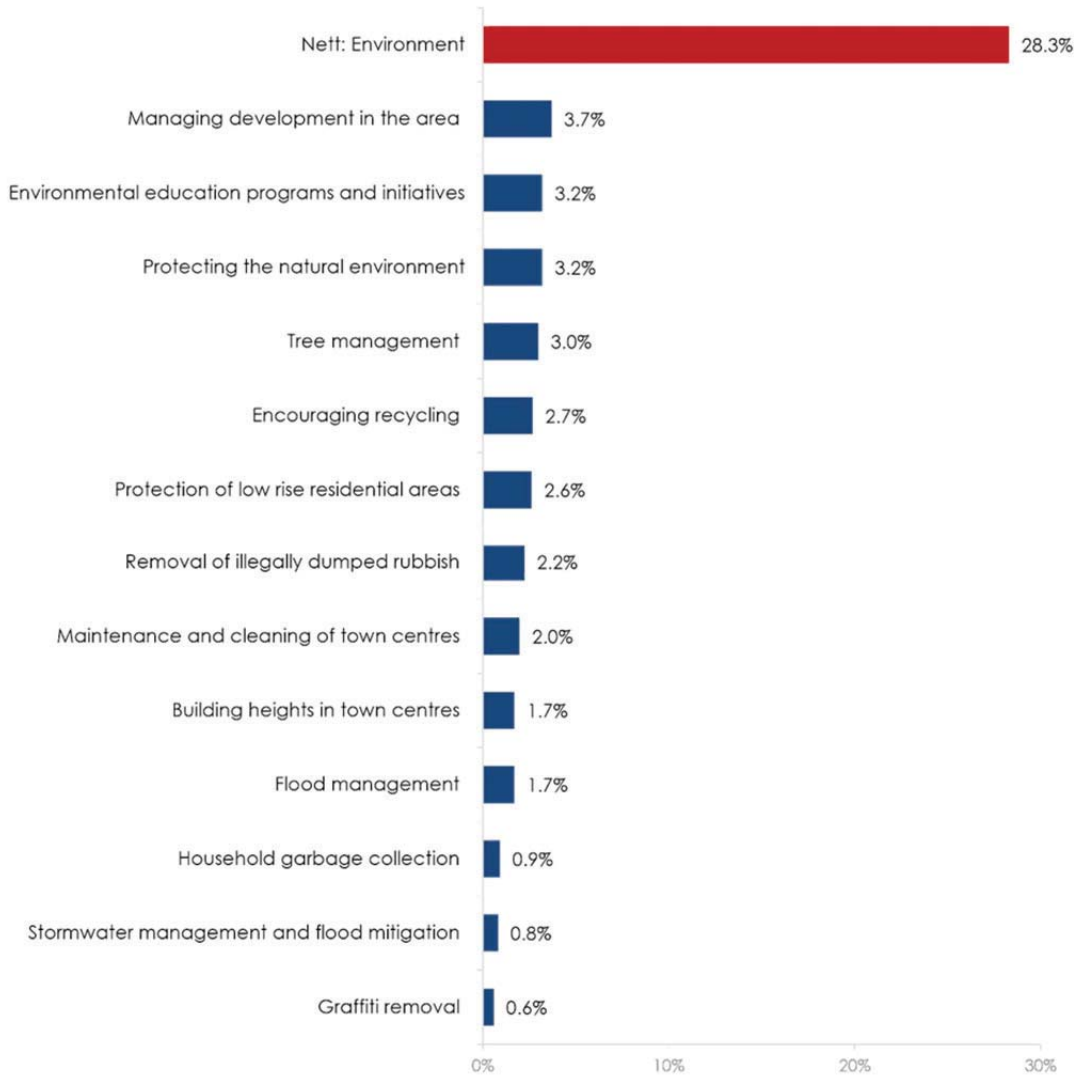
	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Management of parking	18%	27%	33%	16%	7%	723
Community centres and facilities	2%	10%	34%	40%	13%	675
Cycleways	13%	26%	32%	22%	7%	583
Maintaining footpaths	8%	20%	36%	29%	7%	795
Maintaining local roads excluding major routes	7%	18%	35%	31%	9%	831
Traffic management and road safety	6%	16%	36%	32%	9%	880

Note: Residents were only asked satisfaction if they rated importance a 4 or 5.

## Service Area 3: Environment

Shapley Regression

Contributes to Over 28% of Overall Satisfaction with Council



## Service Area 3: Environment

### Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

#### Importance – overall

Extremely high	Household garbage collection Protecting the natural environment Encouraging recycling
Very high	Managing development in the area Removal of illegally dumped rubbish Maintenance and cleaning of town centres
High	Tree management Protection of low rise residential areas Environmental education programs and initiatives Stormwater management and flood mitigation
Moderate	Building heights in town centres Flood management Graffiti removal

#### Importance – by gender

Females rated 8 of the 13 services/facilities higher in importance, including 'building heights in town centres', 'encouraging recycling', 'environmental education programs and initiatives', 'flood management', 'maintenance and cleaning of town centres', 'protecting the natural environment', 'protection of low rise residential areas' and 'tree management'.

#### Importance – by age

Residents aged 18-24 rated 'environmental education programs and initiatives' and 'protecting the natural environment' significantly higher in importance, but 'building heights in town centres', 'graffiti removal' and 'household garbage collection' significantly lower.

Those aged 25-34 rated 'building heights in town centres', 'graffiti removal', 'protection of low rise residential areas' and 'tree management' significantly lower in importance, whilst those aged 35-49 rated 'encouraging recycling', 'environmental education programs and initiatives' and 'protecting the natural environment' significantly lower.

#### Importance – by ward

Ashfield Ward residents rated 'building heights in town centres', 'graffiti removal' and 'protection of low rise residential areas' significantly higher in importance, as did those in Leichhardt Ward for 'tree management'. Those living in the Marrickville Ward considered 'flood management' and 'stormwater management and flood mitigation' of significantly higher importance, but 'tree management' significantly lower. Those living in Balmain Ward rated 'flood management' significantly lower.

#### Importance – by ratepayer status

Ratepayers rated the importance of 'building heights in town centres', 'managing development in the area', 'graffiti removal', 'household garbage collection', 'protection of low rise residential areas' and 'tree management' significantly higher, whilst non ratepayers rated 'environmental education programs and initiatives' significantly higher.



## Service Area 3: Environment

### Importance Mean Scores by Key Demographics

	Overall	Male	Female	18 – 24	25 – 34	35 – 49	50 – 64	65+
Building heights in town centres	3.92	3.73	4.10	3.38	3.55	4.03	4.25	4.28
Managing development in the area	4.48	4.41	4.54	4.34	4.34	4.53	4.59	4.56
Encouraging recycling	4.53	4.40	4.66	4.48	4.61	4.41	4.59	4.62
Environmental education programs and initiatives	4.06	3.88	4.23	4.54	4.10	3.88	4.01	4.15
Flood management	3.42	3.23	3.59	3.26	3.15	3.55	3.46	3.65
Graffiti removal	3.37	3.34	3.40	2.86	2.83	3.49	3.59	4.10
Household garbage collection	4.66	4.61	4.70	4.27	4.65	4.66	4.74	4.82
Maintenance and cleaning of town centres	4.26	4.15	4.36	4.21	4.08	4.24	4.40	4.45
Protecting the natural environment	4.55	4.37	4.72	4.84	4.62	4.40	4.53	4.59
Protection of low rise residential areas	4.14	3.93	4.33	3.96	3.83	4.11	4.39	4.53
Removal of illegally dumped rubbish	4.36	4.39	4.33	4.16	4.16	4.37	4.49	4.65
Stormwater management and flood mitigation	3.95	3.86	4.03	3.76	3.74	3.93	4.05	4.34
Tree management	4.16	4.06	4.25	4.01	3.90	4.11	4.40	4.51

	Ashfield Ward	Leichhardt Ward	Balmain Ward	Stanmore Ward	Marrickville Ward	Own	Rent
Building heights in town centres	4.17	3.88	3.95	3.85	3.78	4.03	3.66
Managing development in the area	4.54	4.52	4.42	4.47	4.45	4.55	4.30
Encouraging recycling	4.51	4.47	4.45	4.60	4.62	4.50	4.61
Environmental education programs and initiatives	4.07	4.05	3.89	4.20	4.12	3.97	4.31
Flood management	3.53	3.28	3.10	3.40	3.77	3.41	3.44
Graffiti removal	3.65	3.54	3.21	3.26	3.23	3.47	3.12
Household garbage collection	4.65	4.62	4.68	4.63	4.69	4.71	4.53
Maintenance and cleaning of town centres	4.21	4.25	4.26	4.33	4.24	4.30	4.15
Protecting the natural environment	4.50	4.63	4.44	4.61	4.58	4.51	4.65
Protection of low rise residential areas	4.33	4.11	4.10	4.18	4.00	4.26	3.82
Removal of illegally dumped rubbish	4.37	4.42	4.32	4.39	4.31	4.39	4.28
Stormwater management and flood mitigation	3.88	3.93	3.79	3.96	4.18	3.99	3.83
Tree management	4.24	4.35	4.13	4.21	3.92	4.26	3.92

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

Significantly higher/lower level of importance

## Service Area 3: Environment

### Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Building heights in town centres	5%	7%	22%	24%	42%	1,008
Managing development in the area	1%	2%	9%	23%	65%	1,008
Encouraging recycling	2%	1%	7%	24%	67%	1,008
Environmental education programs and initiatives	4%	5%	17%	31%	44%	1,008
Flood management	12%	15%	23%	21%	30%	1,008
Graffiti removal	12%	13%	28%	22%	26%	1,008
Household garbage collection	0%	0%	6%	22%	72%	1,008
Maintenance and cleaning of town centres	1%	2%	14%	37%	46%	1,008
Protecting the natural environment	2%	1%	6%	22%	69%	1,008
Protection of low rise residential areas	4%	4%	18%	24%	51%	1,008
Removal of illegally dumped rubbish	1%	2%	13%	27%	56%	1,008
Stormwater management and flood mitigation	4%	8%	20%	26%	42%	1,008
Tree management	1%	5%	16%	33%	45%	1,008

## Service Area 3: Environment

### Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with each criteria.

#### Satisfaction – overall

High	Household garbage collection
Moderately high`	Encouraging recycling Maintenance and cleaning of town centres
Moderate	Stormwater management and flood mitigation Flood management Protecting the natural environment Removal of illegally dumped rubbish Graffiti removal
Moderately low	Environmental education programs and initiatives Tree management Protection of low rise residential areas Building heights in town centres Managing development in the area

#### Satisfaction – by gender

There were no significant differences between the genders.

#### Satisfaction – by age

Residents aged 18-24 were significantly more satisfied with 'managing development in the area', 'graffiti removal' and 'tree management', whilst those aged 25-34 were significantly more satisfied with 'flood management' and 'tree management'.

Residents aged 35-49 were significantly less satisfied with 'flood management', and those aged 50-64 were significantly less satisfied with 'building heights in town centres', 'managing development in the area' and 'tree management'.

Those aged 65+ were significantly more satisfied with 'encouraging recycling', 'environmental education programs and initiatives', 'household garbage collection' and the 'removal of illegally dumped rubbish', but significantly less satisfied with 'tree management'.

#### Satisfaction – by ward

Those living in Ashfield Ward were significantly less satisfied with 'building heights in town centres', 'managing development in the area' and 'protection of low rise residential areas', whilst those in the Leichhardt Ward were significantly less satisfied with the 'household garbage collection' and 'tree management'.

Residents of Balmain Ward were significantly more satisfied with 'building heights in town centres' and 'protection of low rise residential areas', but significantly less satisfied with 'environmental education programs and initiatives'.

Marrickville Ward residents were significantly more satisfied with 'tree management'.

#### Satisfaction – by ratepayer status

Ratepayers were significantly more satisfied with 'household garbage collection', whilst non ratepayers were significantly more satisfied with 'protection of low rise residential areas' and 'tree management'.

## Service Area 3: Environment

### Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	18 – 24	25 – 34	35 – 49	50 – 64	65+
Building heights in town centres	2.89	2.91	2.87	3.03	3.11	2.92	2.69	2.80
Managing development in the area	2.65	2.68	2.62	3.11	2.71	2.62	2.46	2.55
Encouraging recycling	3.84	3.83	3.85	3.71	3.83	3.76	3.85	4.10
Environmental education programs and initiatives	3.27	3.21	3.32	3.09	3.24	3.25	3.32	3.48
Flood management	3.45	3.45	3.45	3.40	3.90	3.19	3.38	3.58
Graffiti removal	3.29	3.25	3.32	3.77	3.53	3.11	3.23	3.26
Household garbage collection	4.18	4.16	4.21	4.36	4.05	4.11	4.25	4.36
Maintenance and cleaning of town centres	3.71	3.67	3.74	3.76	3.87	3.66	3.61	3.67
Protecting the natural environment	3.38	3.38	3.38	3.38	3.31	3.43	3.34	3.46
Protection of low rise residential areas	2.95	2.98	2.94	2.72	3.20	2.94	2.81	3.01
Removal of illegally dumped rubbish	3.37	3.36	3.39	3.38	3.12	3.42	3.40	3.58
Stormwater management and flood mitigation	3.59	3.67	3.53	3.63	3.78	3.53	3.49	3.58
Tree management	2.95	2.92	2.99	3.36	3.35	2.83	2.73	2.73

	Ashfield Ward	Leichhardt Ward	Balmain Ward	Stanmore Ward	Marrickville Ward	Own	Rent
Building heights in town centres	2.34	2.98	3.29	2.99	2.88	2.82	3.09
Managing development in the area	2.36	2.66	2.83	2.67	2.71	2.59	2.81
Encouraging recycling	3.77	3.85	3.89	3.84	3.83	3.87	3.77
Environmental education programs and initiatives	3.26	3.26	3.06	3.40	3.36	3.33	3.18
Flood management	3.60	3.44	3.40	3.23	3.53	3.46	3.41
Graffiti removal	3.30	3.49	3.29	3.20	3.12	3.22	3.52
Household garbage collection	4.32	3.96	4.12	4.30	4.21	4.26	4.00
Maintenance and cleaning of town centres	3.73	3.56	3.76	3.79	3.68	3.71	3.71
Protecting the natural environment	3.37	3.31	3.37	3.33	3.50	3.40	3.33
Protection of low rise residential areas	2.51	2.99	3.39	3.04	2.82	2.86	3.26
Removal of illegally dumped rubbish	3.39	3.41	3.42	3.32	3.32	3.41	3.26
Stormwater management and flood mitigation	3.66	3.70	3.51	3.47	3.63	3.58	3.62
Tree management	3.16	2.61	2.81	2.96	3.24	2.86	3.24

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

Significantly higher/lower level of satisfaction

## Service Area 3: Environment

### Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Building heights in town centres	15%	22%	32%	23%	9%	676
Managing development in the area	20%	25%	31%	19%	5%	885
Encouraging recycling	2%	9%	23%	38%	29%	914
Environmental education programs and initiatives	4%	16%	40%	30%	10%	751
Flood management	4%	14%	34%	28%	19%	501
Graffiti removal	8%	14%	31%	32%	14%	486
Household garbage collection	2%	5%	13%	36%	45%	947
Maintenance and cleaning of town centres	2%	6%	28%	47%	17%	839
Protecting the natural environment	4%	12%	37%	34%	12%	918
Protection of low rise residential areas	14%	20%	31%	27%	8%	747
Removal of illegally dumped rubbish	7%	14%	31%	32%	16%	841
Stormwater management and flood mitigation	2%	9%	36%	33%	20%	682
Tree management	14%	22%	29%	23%	11%	790

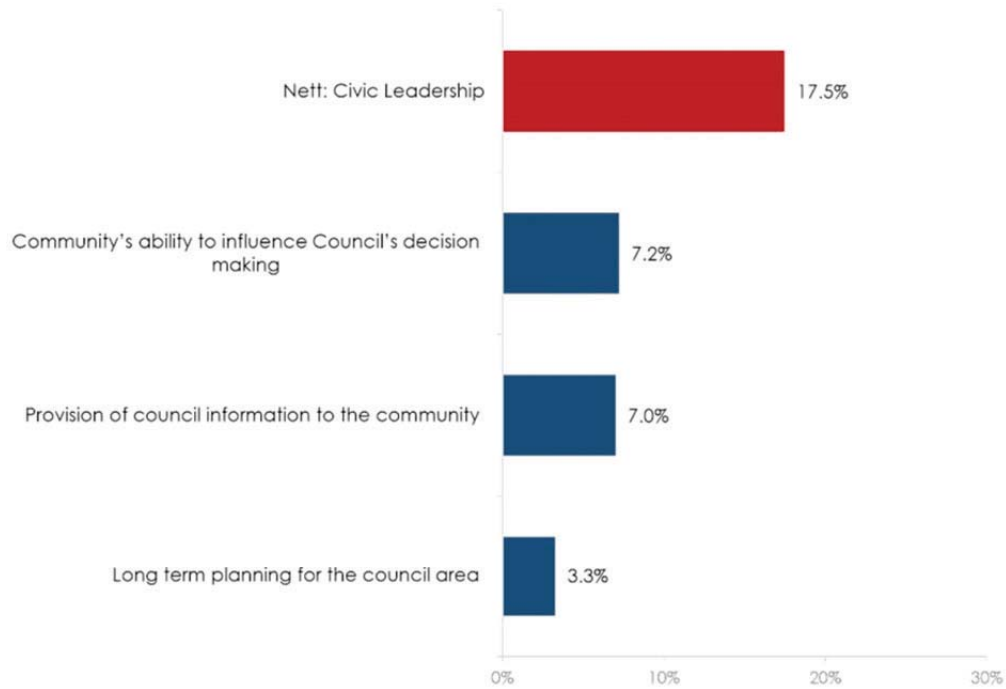
Note: Residents were only asked satisfaction if they rated importance a 4 or 5.

## Service Area 4: Civic Leadership

Shapley Regression

Item 2

Contributes to Almost 18% of Overall Satisfaction with Council



Attachment 1

## Service Area 4: Civic Leadership

### Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

#### Importance – overall

Extremely high	Long term planning for the council area
Very high	Community's ability to influence Council's decision making
	Provision of council information to the community

#### Importance – by gender

Females considered the 'community's ability to influence Council's decision making' and the 'provision of council information to the community' to be of significantly higher importance.

#### Importance – by age

Residents aged 50-64 considered 'long term planning for the council area significantly more important, and those aged 65+ considered 'provision of council information to the community to be of significantly higher importance.

#### Importance – by ward

There were no significant differences by ward.

#### Importance – by ratepayer status

There were no significant differences by ratepayer status.

## Service Area 4: Civic Leadership

### Importance Mean Scores by Key Demographics

	Overall	Male	Female	18 – 24	25 – 34	35 – 49	50 – 64	65+
Long term planning for the council area	4.51	4.50	4.52	4.46	4.51	4.44	4.63	4.52
Community's ability to influence Council's decision making	4.43	4.33	4.52	4.47	4.45	4.37	4.46	4.48
Provision of council information to the community	4.39	4.25	4.53	4.24	4.48	4.31	4.43	4.51

	Ashfield Ward	Leichhardt Ward	Balmain Ward	Stanmore Ward	Marrickville Ward	Own	Rent
Long term planning for the council area	4.42	4.59	4.50	4.45	4.58	4.50	4.54
Community's ability to influence Council's decision making	4.43	4.50	4.35	4.41	4.47	4.42	4.45
Provision of council information to the community	4.25	4.52	4.41	4.40	4.38	4.37	4.46

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

Significantly higher/lower level of importance (by group)

### Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Long term planning for the council area	1%	1%	9%	23%	66%	1,008
Community's ability to influence Council's decision making	2%	2%	8%	25%	62%	1,008
Provision of council information to the community	1%	1%	11%	29%	57%	1,008



## Service Area 4: Civic Leadership

### Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with each criteria.

#### Satisfaction – overall

Moderate	Provision of council information to the community
Moderately low	Long term planning for the council area
	Community's ability to influence Council's decision making

#### Satisfaction – by gender

There were no significant differences between the genders.

#### Satisfaction – by age

Residents aged 35-49 were significantly less satisfied with 'long term planning for the council area', whilst those aged 50-64 were significantly less satisfied with the 'community's ability to influence Council's decision making'.

Those aged 65+ were significantly more satisfied with 'long term planning for the council area' and the 'provision of council information to the community'.

#### Satisfaction – by area

Residents of the Leichhardt Ward were significantly more satisfied with the 'provision of council information to the community'.

#### Satisfaction – by ratepayer status

There were no significant differences by ratepayer status.

## Service Area 4: Civic Leadership

### Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	18 – 24	25 – 34	35 – 49	50 – 64	65+
Long term planning for the council area	2.83	2.76	2.89	2.82	3.05	2.65	2.71	3.04
Community's ability to influence Council's decision making	2.54	2.58	2.51	2.68	2.70	2.43	2.36	2.69
Provision of council information to the community	3.07	2.98	3.14	2.96	2.92	2.98	3.20	3.39

	Ashfield Ward	Leichhardt Ward	Balmain Ward	Stanmore Ward	Marrickville Ward	Own	Rent
Long term planning for the council area	2.76	2.91	2.73	2.71	3.00	2.80	2.91
Community's ability to influence Council's decision making	2.60	2.57	2.34	2.47	2.73	2.48	2.71
Provision of council information to the community	2.90	3.33	2.92	2.94	3.23	3.04	3.12

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

Significantly higher/lower level of satisfaction

### Detailed Overall Response for Satisfaction

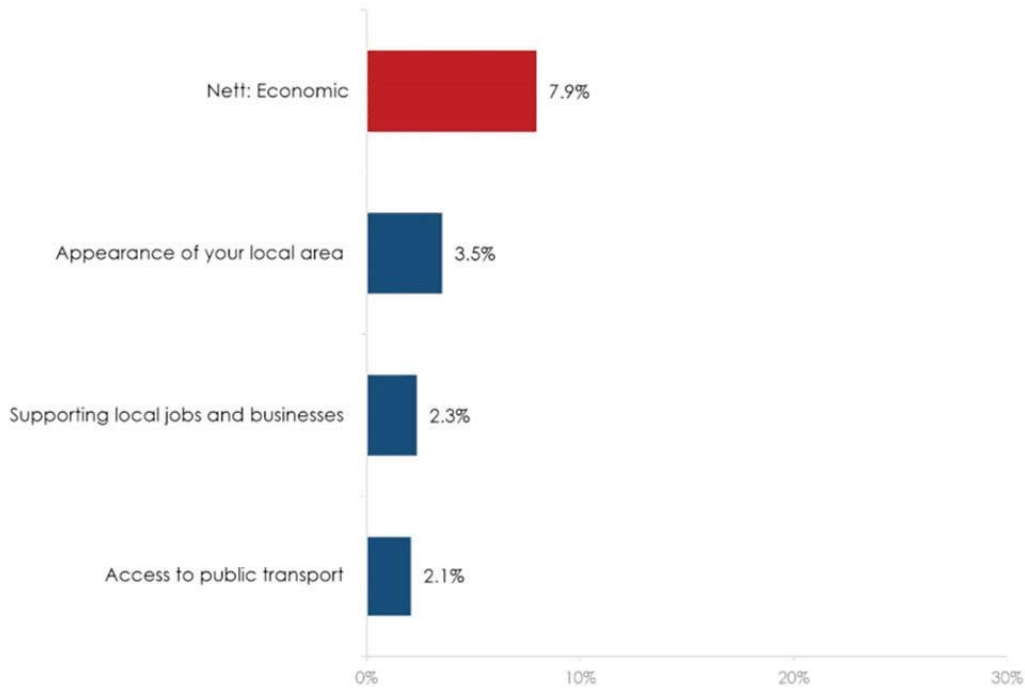
	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Long term planning for the council area	12%	21%	45%	17%	5%	876
Community's ability to influence Council's decision making	24%	24%	30%	18%	4%	873
Provision of council information to the community	11%	19%	33%	28%	10%	869

Note: Residents were only asked satisfaction if they rated importance a 4 or 5.

## Service Area 5: Economic

Shapley Regression

Contributes to Almost 8% of Overall Satisfaction with Council



## Service Area 5: Economic

### Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

#### Importance – overall

Extremely high	Access to public transport
Very high	Appearance of your local area
	Supporting local jobs and businesses

#### Importance – by gender

Females rated 'access to public transport' and 'supporting local jobs and businesses' significantly higher in importance.

#### Importance – by age

Residents aged 18-24 rated the 'appearance of your local area' significantly lower in importance', whilst those aged 50-64 & 65+ rated it significantly higher.

#### Importance – by ward

Leichhardt Ward residents considered 'supporting local jobs and businesses' of significantly higher importance, and Marrickville Ward residents rated 'access to public transport' significantly higher.

#### Importance – by ratepayer status

Non ratepayers considered 'access to public transport' significantly more important'.

## Service Area 5: Economic

### Importance Mean Scores by Key Demographics

	Overall	Male	Female	18 – 24	25 – 34	35 – 49	50 – 64	65+
Access to public transport	4.68	4.56	4.80	4.85	4.78	4.60	4.65	4.61
Appearance of your local area	4.31	4.27	4.35	4.01	4.12	4.38	4.44	4.51
Supporting local jobs and businesses	4.25	4.09	4.40	4.34	4.31	4.19	4.24	4.26

	Ashfield Ward	Leichhardt Ward	Balmain Ward	Stanmore Ward	Marrickville Ward	Own	Rent
Access to public transport	4.73	4.54	4.62	4.72	4.80	4.63	4.83
Appearance of your local area	4.29	4.45	4.13	4.38	4.33	4.35	4.21
Supporting local jobs and businesses	4.23	4.45	4.21	4.07	4.29	4.23	4.31

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

Significantly higher/lower level of importance (by group)

### Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Access to public transport	1%	3%	4%	10%	82%	1,008
Appearance of your local area	2%	3%	10%	34%	52%	1,008
Supporting local jobs and businesses	3%	3%	14%	27%	53%	1,008

## Service Area 5: Economic

### Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with each criteria.

#### **Satisfaction – overall**

Moderately high	Access to public transport
Moderate	Appearance of your local area
	Supporting local jobs and businesses

#### **Satisfaction – by gender**

Females were significantly more satisfied with 'supporting local jobs and businesses'.

#### **Satisfaction – by age**

Those aged 50-64 were significantly less satisfied with the 'appearance of your local area' and 'supporting local jobs and businesses', whilst those aged 65+ were significantly more satisfied with 'access to public transport'.

#### **Satisfaction – by area**

Residents of the Ashfield Ward were significantly more satisfied with 'access to public transport'.

#### **Satisfaction – by ratepayer status**

Non ratepayers were significantly more satisfied with the 'appearance of your local area'.

## Service Area 5: Economic

### Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	18 – 24	25 – 34	35 – 49	50 – 64	65+
Access to public transport	3.79	3.80	3.79	3.63	3.65	3.82	3.84	4.03
Appearance of your local area	3.49	3.43	3.55	3.75	3.71	3.38	3.31	3.47
Supporting local jobs and businesses	3.37	3.26	3.46	3.55	3.58	3.25	3.24	3.32

	Ashfield Ward	Leichhardt Ward	Balmain Ward	Stanmore Ward	Marrickville Ward	Own	Rent
Access to public transport	3.98	3.82	3.62	3.74	3.82	3.80	3.78
Appearance of your local area	3.48	3.43	3.58	3.54	3.42	3.41	3.73
Supporting local jobs and businesses	3.45	3.36	3.25	3.28	3.52	3.33	3.49

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

Significantly higher/lower level of satisfaction

### Detailed Overall Response for Satisfaction

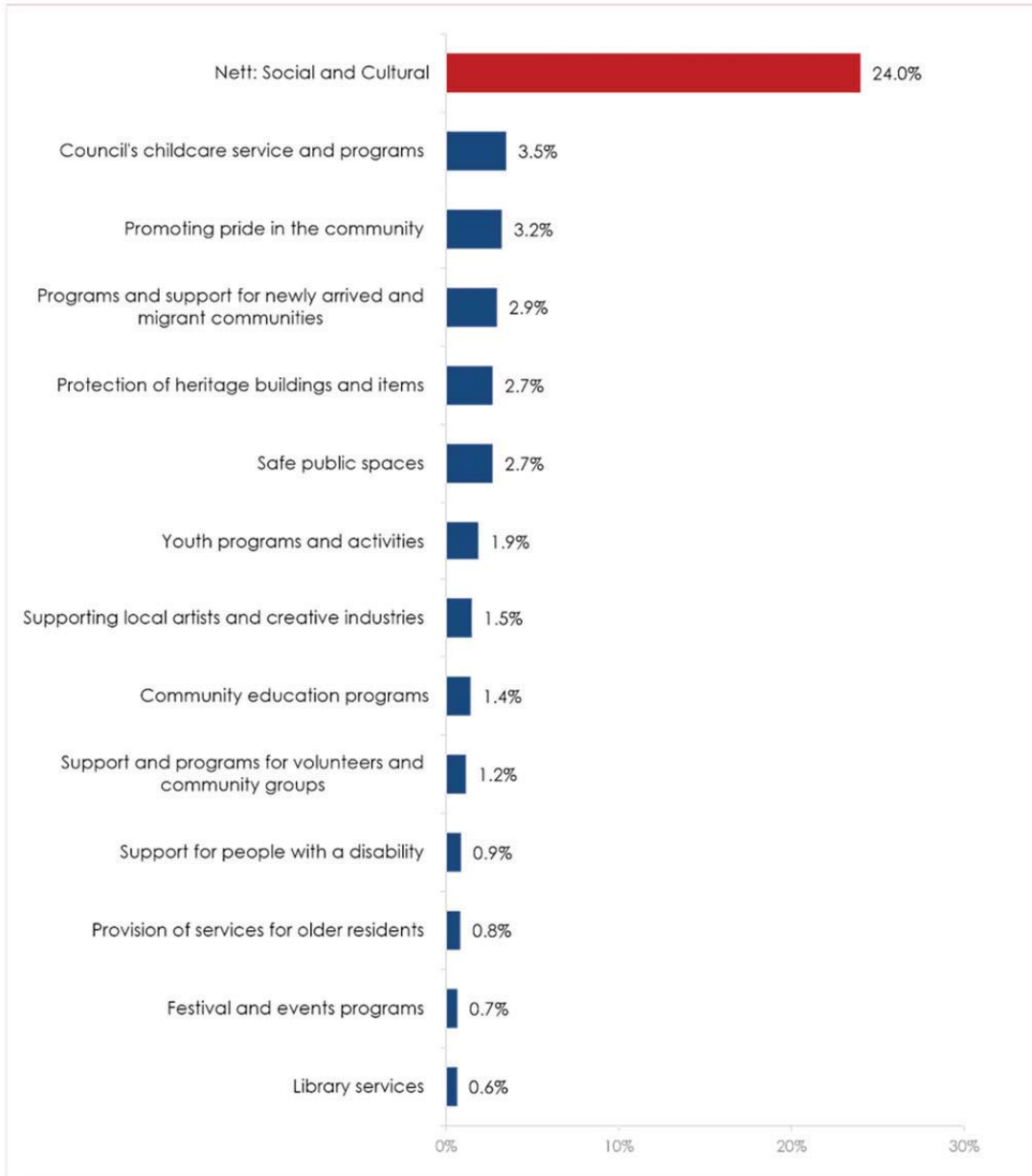
	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Access to public transport	4%	7%	24%	35%	30%	927
Appearance of your local area	3%	11%	35%	37%	14%	861
Supporting local jobs and businesses	3%	12%	42%	32%	11%	802

Note: Residents were only asked satisfaction if they rated importance a 4 or 5.

**Service Area 6: Social and Cultural**

Shapley Regression

Contributes to 24% of Overall Satisfaction with Council





## Service Area 6: Social and Cultural

### Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

#### Importance – overall

Extremely high	Safe public spaces
Very high	Protection of heritage buildings and items
	Support for people with a disability
High	Provision of services for older residents
	Library services
Moderately high	Supporting local artists and creative industries
	Programs and support for newly arrived and migrant communities
	Support and programs for volunteers and community groups
	Promoting pride in the community
	Community education programs
	Youth programs and activities
Moderate	Festival and events programs
	Council's childcare service and programs

#### Importance – by gender

With the exception of 'support for people with a disability', females considered each of these criteria to be of significantly higher importance.

#### Importance – by age

Residents aged 18-24 considered 'community education programs' significantly more important, and those aged 25-34 considered 'support for people with a disability', 'festival and events programs' and 'programs and support for newly arrived and migrant communities' significantly more important.

Those aged 35-49 considered the importance of 7 of these criteria to be significantly lower, these were:

- Provision of services for older residents
- Support for people with a disability
- Community education programs
- Programs and support for newly arrived and migrant communities
- Promoting pride in the community
- Protection of heritage buildings and items
- Supporting local artists and creative industries

Residents aged 50-64 & 65+ considered 'protection of heritage buildings and items' and 'support for programs for volunteers and community groups' of significantly higher importance, but 'festival and events programs' significantly lower. Additionally, those aged 50-64 rated 'Council's childcare service and programs' of significantly lower importance, and those aged 65+ rated 'provision of services for older residents', 'library services' and 'promoting pride in the community' significantly higher.

#### Importance – by ward

Residents of the Ashfield Ward deemed 'festival and events programs' and 'supporting local artists and creative industries' significantly lower in importance, and those in the Balmain Ward considered 'community education programs' of significantly lower importance.

Those in the Stanmore Ward rated 'safe public spaces' to be significantly higher in importance, and 'library services' significantly lower.

Marrickville Ward residents considered 'festival and events programs' to be significantly more important.

## Service Area 6: Social and Cultural

### Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

#### Importance – by ratepayer status

Non ratepayers rated 'community education programs', 'festival and events programs', 'programs and support for newly arrived and migrant communities' and 'supporting local artists and creative industries' of significantly higher importance.

#### Importance Mean Scores by Key Demographics

	Overall	Male	Female	18 – 24	25 – 34	35 – 49	50 – 64	65+
Provision of services for older residents	3.98	3.83	4.12	3.99	4.06	3.68	4.06	4.40
Support for people with a disability	4.20	4.11	4.28	4.42	4.45	3.91	4.17	4.27
Safe public spaces	4.51	4.33	4.67	4.45	4.54	4.48	4.53	4.55
Community education programs	3.68	3.48	3.86	4.13	3.81	3.45	3.57	3.80
Council's childcare service and programs	3.39	3.24	3.52	3.31	3.71	3.36	3.15	3.26
Festival and events programs	3.57	3.46	3.67	3.58	3.81	3.54	3.41	3.39
Library services	3.93	3.79	4.06	3.60	3.96	3.86	4.02	4.18
Programs and support for newly arrived and migrant communities	3.75	3.53	3.95	4.01	4.11	3.44	3.69	3.72
Promoting pride in the community	3.69	3.52	3.84	3.68	3.64	3.53	3.76	4.02
Protection of heritage buildings and items	4.24	4.03	4.44	4.08	4.18	4.09	4.47	4.50
Support and programs for volunteers and community groups	3.74	3.59	3.87	3.71	3.56	3.62	3.89	4.12
Youth programs and activities	3.64	3.49	3.78	3.75	3.56	3.65	3.60	3.73
Supporting local artists and creative industries	3.78	3.63	3.93	4.07	3.96	3.57	3.74	3.83

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

Significantly higher/lower level of importance (by group)

## Service Area 6: Social and Cultural

### Importance Mean Scores by Key Demographics

	Ashfield Ward	Leichhardt Ward	Balmain Ward	Stanmore Ward	Marrickville Ward	Own	Rent
Provision of services for older residents	3.99	4.07	3.78	4.04	4.04	3.98	3.98
Support for people with a disability	4.27	4.29	4.02	4.19	4.23	4.17	4.27
Safe public spaces	4.49	4.61	4.32	4.63	4.51	4.46	4.63
Community education programs	3.68	3.76	3.43	3.73	3.81	3.59	3.91
Council's childcare service and programs	3.23	3.54	3.42	3.12	3.59	3.36	3.45
Festival and events programs	3.32	3.66	3.44	3.62	3.78	3.45	3.87
Library services	4.02	4.03	3.90	3.72	4.00	3.93	3.93
Programs and support for newly arrived and migrant communities	3.58	3.80	3.58	3.88	3.90	3.63	4.05
Promoting pride in the community	3.63	3.78	3.56	3.61	3.84	3.64	3.79
Protection of heritage buildings and items	4.34	4.32	4.17	4.31	4.11	4.24	4.24
Support and programs for volunteers and community groups	3.69	3.89	3.56	3.78	3.78	3.71	3.81
Youth programs and activities	3.56	3.75	3.52	3.59	3.78	3.64	3.63
Supporting local artists and creative industries	3.53	3.90	3.68	3.93	3.88	3.68	4.04

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

Significantly higher/lower level of importance (by group)

### Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Provision of services for older residents	6%	6%	16%	30%	43%	1,008
Support for people with a disability	5%	3%	13%	26%	53%	1,008
Safe public spaces	2%	1%	8%	21%	68%	1,008
Community education programs	5%	9%	28%	31%	28%	1,008
Council's childcare service and programs	18%	12%	18%	18%	34%	1,008
Festival and events programs	4%	10%	33%	31%	22%	1,008
Library services	5%	7%	19%	24%	44%	1,008
Programs and support for newly arrived and migrant communities	9%	7%	21%	28%	35%	1,008
Promoting pride in the community	6%	8%	27%	30%	29%	1,008
Protection of heritage buildings and items	3%	3%	12%	31%	51%	1,008
Support and programs for volunteers and community groups	4%	7%	28%	34%	27%	1,008
Youth programs and activities	8%	10%	23%	29%	30%	1,008
Supporting local artists and creative industries	6%	8%	22%	27%	36%	1,008

## Service Area 6: Social and Cultural

### Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with each criteria.

#### Satisfaction – overall

High	Library services
Moderately high	Festival and events programs
	Safe public spaces
Moderate	Support and programs for volunteers and community groups
	Community education programs
	Promoting pride in the community
	Council's childcare service and programs
	Provision of services for older residents
	Youth programs and activities
	Support for people with a disability
	Supporting local artists and creative industries
	Programs and support for newly arrived and migrant communities
	Protection of heritage buildings and items

#### Satisfaction – by gender

There were no significant differences between the genders.

#### Satisfaction – by age

Those aged 65+ were significantly more satisfied with the 'provision of services for older residents' and 'library services'.

#### Satisfaction – by ward

Residents of Ashfield Ward were significantly less satisfied with 'safe public spaces' and Stanmore Ward residents were significantly less satisfied with 'library services'.

Balmain Ward residents were significantly less satisfied with 'support for people with a disability', 'Council's childcare service and programs', 'festival and events programs', 'programs and support for newly arrived and migrant communities' and 'supporting local artists and creative industries'.

Those living in the Marrickville Ward were significantly more satisfied with 'Council's childcare service and programs', 'festival and events programs', 'programs and support for newly arrived and migrant communities', 'youth programs and activities' and 'supporting local artists and creative industries'.

#### Satisfaction – by ratepayer status

There were no significant differences by ratepayer status.

## Service Area 6: Social and Cultural

### Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	18 – 24	25 – 34	35 – 49	50 – 64	65+
Provision of services for older residents	3.30	3.28	3.33	3.33	3.31	3.20	3.27	3.49
Support for people with a disability	3.24	3.32	3.18	3.36	3.28	3.15	3.23	3.29
Safe public spaces	3.63	3.66	3.60	3.44	3.80	3.57	3.59	3.65
Community education programs	3.43	3.40	3.45	3.59	3.54	3.32	3.31	3.41
Council's childcare service and programs	3.38	3.24	3.49	3.69	3.33	3.25	3.46	3.51
Festival and events programs	3.75	3.65	3.83	3.65	3.73	3.78	3.73	3.82
Library services	3.93	3.84	4.00	3.77	3.73	3.99	3.95	4.14
Programs and support for newly arrived and migrant communities	3.09	3.06	3.12	2.75	3.15	3.04	3.17	3.25
Promoting pride in the community	3.39	3.31	3.46	3.65	3.28	3.39	3.35	3.47
Protection of heritage buildings and items	3.03	3.06	3.00	3.07	3.13	3.03	2.91	2.97
Support and programs for volunteers and community groups	3.44	3.36	3.50	3.62	3.37	3.42	3.37	3.54
Youth programs and activities	3.25	3.21	3.27	3.42	3.34	3.11	3.17	3.35
Supporting local artists and creative industries	3.21	3.08	3.31	3.12	3.10	3.26	3.25	3.32

	Ashfield Ward	Leichhardt Ward	Balmain Ward	Stanmore Ward	Marrickville Ward	Own	Rent
Provision of services for older residents	3.19	3.45	3.25	3.19	3.42	3.31	3.30
Support for people with a disability	3.26	3.44	3.06	3.24	3.21	3.23	3.28
Safe public spaces	3.44	3.62	3.69	3.66	3.71	3.63	3.63
Community education programs	3.51	3.40	3.25	3.54	3.45	3.41	3.48
Council's childcare service and programs	3.25	3.54	3.02	3.31	3.71	3.36	3.43
Festival and events programs	3.73	3.76	3.21	3.85	4.06	3.69	3.85
Library services	3.93	4.03	3.89	3.74	4.01	3.97	3.81
Programs and support for newly arrived and migrant communities	3.08	3.19	2.74	3.05	3.32	3.10	3.08
Promoting pride in the community	3.43	3.35	3.20	3.33	3.62	3.38	3.44
Protection of heritage buildings and items	2.88	3.11	3.14	2.90	3.08	3.01	3.07
Support and programs for volunteers and community groups	3.42	3.58	3.24	3.39	3.55	3.40	3.55
Youth programs and activities	3.27	3.19	3.02	3.15	3.52	3.21	3.36
Supporting local artists and creative industries	3.11	3.34	2.88	3.18	3.47	3.25	3.14

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

Significantly higher/lower level of satisfaction

## Service Area 6: Social and Cultural

### Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Provision of services for older residents	3%	10%	51%	28%	9%	700
Support for people with a disability	4%	13%	49%	24%	11%	762
Safe public spaces	3%	8%	31%	42%	17%	893
Community education programs	2%	10%	41%	38%	9%	588
Council's childcare service and programs	4%	11%	41%	31%	13%	503
Festival and events programs	4%	10%	17%	47%	23%	535
Library services	2%	5%	23%	41%	30%	681
Programs and support for newly arrived and migrant communities	6%	18%	44%	27%	6%	617
Promoting pride in the community	5%	11%	38%	34%	13%	599
Protection of heritage buildings and items	13%	19%	32%	25%	11%	825
Support and programs for volunteers and community groups	2%	10%	39%	37%	11%	615
Youth programs and activities	4%	12%	48%	29%	8%	582
Supporting local artists and creative industries	4%	19%	40%	27%	11%	636

Note: Residents were only asked satisfaction if they rated importance a 4 or 5.

## Comparison to LGA Benchmarks

3 of the 33 comparable measures were rated above benchmark threshold of 0.15, these were 'maintaining local roads excluding major routes', 'maintenance and cleaning of town centres' and 'stormwater management and flood mitigation'.

19 of the measures were rated lower than the benchmark threshold of -0.15, these are indicated below.

Service/Facility	Inner West Council's Satisfaction Scores	Benchmark Variances
Maintaining local roads excluding major routes	3.16	+0.26▲
Maintenance and cleaning of town centres	3.71	+0.21▲
Stormwater management and flood mitigation	3.59	+0.19▲
Supporting local jobs and businesses	3.37	+0.14
Safe public spaces	3.63	+0.14
Household garbage collection	4.18	+0.12
Swimming pools and aquatic centres	3.84	+0.06
Maintenance of local parks, playgrounds and sporting fields	3.88	+0.05
Flood management	3.45	+0.05
Appearance of your local area	3.49	-0.01
Protecting the natural environment	3.38	-0.03
Encouraging recycling	3.84	-0.06
Maintaining footpaths	3.08	-0.07
Festival and events programs	3.75	-0.08
Environmental education programs and initiatives	3.27	-0.09
Community centres and facilities	3.52	-0.14
Youth programs and activities	3.25	-0.16▼
Protection of low rise residential areas	2.95	-0.17▼
Availability of sporting ovals, grounds and facilities	3.72	-0.18▼
Support and programs for volunteers and community groups	3.44	-0.19▼
Graffiti removal	3.29	-0.20▼
Support for people with a disability	3.24	-0.22▼
Building heights in town centres	2.89	-0.23▼
Traffic management and road safety	3.23	-0.23▼
Council's childcare service and programs	3.38	-0.24▼
Removal of illegally dumped rubbish	3.37	-0.24▼
Long term planning for council area	2.83	-0.29▼
Library services	3.93	-0.31▼
Provision of council information to the community	3.07	-0.36▼
Provision of services for older residents	3.30	-0.37▼
Cycleways	2.84	-0.44▼
Management of parking	2.69	-0.50▼
Managing development in the area	2.65	-0.51▼
Community's ability to influence Council's decision making	2.54	-0.54▼
Protection of heritage buildings and items	3.03	-0.56▼

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

▲/▼ = positive/negative difference greater than 0.15 from LGA Benchmark

**Note:** Benchmark differences are based on assumed variants of +/- 0.15, with variants beyond +/- 0.15 more likely to be significant

# Demographics



## Demographics

Q1. In which suburb do you live?

	%
Marrickville	18%
Ashfield	9%
Balmain	8%
Leichhardt	7%
Dulwich Hill	5%
Lilyfield	5%
Newtown	5%
Stanmore	5%
Annandale	4%
Croydon	4%
Haberfield	4%
Birchgrove	3%
Petersham	3%
Summer Hill	3%
Camperdown	2%
Croydon Park	2%
Enmore	2%
Hurlstone Park	2%
Lewisham	2%
Rozelle	2%
Tempe	2%
Ashbury	1%
Balmain East	1%
St Peters	1%
Sydenham	1%
Base	1,008

	%
Ashfield Ward	19%
Leichhardt Ward	19%
Balmain Ward	21%
Stanmore Ward	19%
Marrickville Ward	22%
Base	1,008

## Demographics

Q10. Please stop me when I read out your age group.

	%
18 – 24	10%
25 – 34	24%
35 – 49	32%
50 – 64	20%
65+	14%
Base	1,008

Q11a. Which country were you born in?

	%
Australia	72%
United Kingdom	9%
New Zealand	3%
China	1%
Germany	1%
Greece	1%
Ireland	1%
Italy	1%
Portugal	1%
South Africa	1%
United States of America	1%
Other	8%
Base	1,008

Other specified	Count		Count		Count
South Africa	6	South Korea	2	Morocco	1
Chile	5	The Netherlands	2	Netherlands	1
Fiji	5	Argentina	1	Nigeria	1
Egypt	4	Bahrain	1	Norway	1
France	4	Brazil	1	Romania	1
Canada	3	Columbia	1	Russia	1
Indonesia	3	Ecuador	1	Samoa	1
Poland	3	Estonia	1	Spain	1
Turkey	3	Finland	1	Sri Lanka	1
Austria	2	Hungary	1	Sudan	1
Croatia	2	Japan	1	Sweden	1
Hong Kong	2	Kenya	1	Switzerland	1
Papua New Guinea	2	Malta	1	Taiwan	1
Serbia	2	Mauritius	1	Uruguay	1
Singapore	2	Mexico	1		

## Demographics

Q11b. How long have you lived in Australia?

	% of born overseas	% of total sample
Less than 2 years	5%	1%
2 – 5 years	11%	3%
6 – 10 years	6%	2%
11 – 20 years	23%	7%
More than 20 years	55%	16%
Base	285	1,008

Q12. What is the employment status of the main income earner in your household?

	%
Work in the Inner West Local Government Area	19%
Work outside the Inner West Local Government Area	64%
Home duties/carer	1%
Student	1%
Retired	12%
Unemployed/Pensioner	3%
Other	<1%
Base	1,008

Other specified	
Works inside and outside the LGA	1
Refused	1

Q13. Which of the following best describes the house where you are currently living?

	%
I/We own/are currently buying this property	71%
I/We currently rent this property	29%
Base	1,007

## Demographics

Q14. Which of the following best describes your household status?

	%
Living at home with parents	14%
Living alone	15%
Single parent with children	3%
Married/de facto with no children	25%
Married/de facto with children	32%
Group household	9%
Extended family household (multiple generations)	3%
Base	1,005

Q15. How long have you lived in the council area?

	%
Less than 2 years	11%
2 – 5 years	9%
6 – 10 years	13%
11 – 20 years	24%
More than 20 years	42%
Base	1,008

Q16. What is your gender?

	%
Male	48%
Female	52%
Alternative identity	<1%
Base	1,008

Q18. Do you or anyone in your household identify as having a disability?

	%
Yes	11%
No	89%
Base	1,007

## Demographics

Q17a. Do you speak any language(s) other than English at home?

	%
Yes	20%
No	80%
Base	1,008

Q17b. (If yes), which language?

	% speak another language	% total sample
English only		80%
Greek	16%	3%
Italian	14%	3%
Cantonese	10%	2%
Portuguese	8%	2%
Arabic	5%	1%
German	5%	1%
French	4%	1%
Spanish	3%	1%
Indonesian	3%	1%
Other	30%	6%
Base	203	1,008

Other specified	Count		Count		Count
Ukrainian	5	Irish	2	Korean	1
Japanese	4	Maori	2	Lebanese	1
Polish	4	Turkish	2	Macedonian	1
Vietnamese	4	Afrikaans	1	Marathi	1
Mandarin	3	Aramaic	1	Nepali	1
Russian	3	Bengali	1	Norwegian	1
Serbian	3	Danish	1	Portuguese	1
Swedish	3	Dutch	1	Spanish	1
Croatian	2	Estonian	1	Thai	1
Hindi	2	Finnish	1	Urdu	1
Hungarian	2	Indian	1	Welsh	1

# Appendix – Questionnaire

**Inner West Council  
Community Survey  
October 2016**

Good morning/afternoon/evening, my name is.....from Micromex Research and we are conducting a survey on behalf of Inner West Council on a range of local issues. The survey will take approximately 15 minutes to complete. Would you be able to assist us please?

[If the respondent has difficulty speaking English, ask if there is a family member who can translate. If this is not possible ask the respondent if they would like a translator to call them back to conduct the interview. (Set call back)]

**Q1. In which suburb do you live?**

**Ashfield Ward**

- Ashbury
- Ashfield \*
- Croydon \*
- Croydon Park
- Dulwich Hill
- Hurlstone Park
- Summer Hill

**Leichhardt Ward**

- Annandale \*
- Ashfield \*
- Croydon \*
- Haberfield
- Leichhardt

**Balmain Ward**

- Annandale \*
- Balmain
- Balmain East
- Birchgrove
- Lilyfield
- Rozelle

**Stanmore Ward**

- Camperdown
- Enmore
- Lewisham
- Newtown
- Petersham
- Stanmore

**Marrickville Ward**

- Marrickville
- Marrickville South
- St Peters
- Sydenham
- Tempe

**\*Suburbs cross over wards**

**Q2a.** In May this year the new Inner West Council was formed following a merger of the former Ashfield, Leichhardt and Marrickville Councils – you are a resident of the new Inner West Council. Have you contacted Inner West Council for any reason apart from paying rates?

- Yes
- No (If no, go to Q3)

**Q2b.** What method did you use to contact Council? *Prompt (MR)*

- Telephone
- Visited a service centre
- Letter in the post
- Email
- Via the website
- Via Council's App
- Other (please specify).....

**Q2c.** What was the nature of your enquiry? *Prompt if required*

- Payment of service, e.g. child care
- Waste/rubbish removal
- Development Application
- Obtain advice or information
- Make a complaint
- Maintenance of roads or footpaths
- Other (please specify) .....

**Q2d.** Overall, how satisfied were you with the way your contact was handled? *Prompt*

- Very satisfied
- Satisfied
- Somewhat satisfied
- Not very satisfied
- Not at all satisfied

**Q3.** In this section I will read out different council services or facilities. For each of these could you please indicate that which best describes your opinion of the importance of the following services/facilities to you, and in the second part, the level of satisfaction with the performance of that service? The scale is from 1 to 5, where 1 is low importance and satisfaction, and 5 is high importance and satisfaction. *Prompt*

**Note:** Only rate satisfaction if importance is 4 or 5. Randomise the business units/services

**Recreation**

	Importance					Satisfaction				
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5
Availability of sporting ovals, grounds and facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maintenance of local parks, playgrounds and sporting fields	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Swimming pools and aquatic centres	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



**Infrastructure**

	Importance					Satisfaction				
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5
Management of parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community centres and facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cycleways	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maintaining footpaths	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maintaining local roads (excluding major routes)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Traffic management and road safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Environment**

	Importance					Satisfaction				
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5
Building heights in town centres	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Managing development in the area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Encouraging recycling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Environmental education programs and initiatives, e.g. community gardens	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Flood management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Graffiti removal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Household garbage collection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maintenance and cleaning of town centres	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Protecting the natural environment, e.g. bush care	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Protection of low rise residential areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Removal of illegally dumped rubbish	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stormwater management and flood mitigation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tree management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Civic Leadership (Including Governance)**

	Importance					Satisfaction				
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5
Long term planning for council area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community's ability to influence Council's decision making	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provision of council information to the community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Economic**

	Importance					Satisfaction				
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5
Access to public transport	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Appearance of your local area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supporting local jobs and businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Social and Cultural**

	Importance					Satisfaction				
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5
Provision of services for older residents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support for people with a disability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Safe public spaces	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community education programs e.g. English classes, author talks, cycling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Council's childcare service and programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Festival and events programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Library services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Programs and support for newly arrived and migrant communities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promoting pride in the community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Protection of heritage buildings and items	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support and programs for volunteers and community groups	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Youth programs and activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supporting local artists and creative industries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**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? Prompt**

- Very satisfied
- Satisfied
- Somewhat satisfied
- Not very satisfied
- Not at all satisfied

**Q4b. How would you describe the availability and accessibility of Council services? Prompt**

- Excellent
- Very good
- Good
- Fair
- Poor
- Very poor
- Don't know **(Do not prompt)**

**Q4c. How would you describe Council's community engagement? Prompt**

- Excellent
- Very good
- Good
- Fair
- Poor
- Very poor
- Don't know **(Do not prompt)**

**Q5. How satisfied are you with Council's integrity and decision making? Prompt**

- Very satisfied
- Satisfied
- Somewhat satisfied
- Not very satisfied
- Not at all satisfied

**Q6. Through which of the following means do you receive information about Council? Prompt**

- Web/Internet
- Local newspaper
- Word of mouth (family/friends)
- Email (includes Council e-news)
- Brochures/flyers
- Council's quarterly newsletter 'Inner West News'
- Facebook and Twitter
- Libraries
- Council community centres
- Community organisations/groups
- Other (please specify).....

**I'd like to now shift the focus away from Council services and performance to visions and aspirations for the Inner West area as a whole over the next 10 years.**

**Q7. Thinking of Inner West as a whole, what would you say are the top 3 challenges facing the area in the next 10 years? Respondent to provide up to 3**

Challenge 1: .....

Challenge 2: .....

Challenge 3: .....

**Still thinking about your local community:**

**Q8a. How strongly do you agree or disagree with the following statements, on a scale of 1 to 5 where 1 is strongly disagree and 5 is strongly agree? Prompt**

	Strongly disagree		Strongly agree		
	1	2	3	4	5
The Inner West area is a good place to live	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel a part of my local community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inner West is a harmonious, respectful and inclusive community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Housing in the area is affordable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have enough opportunities to participate in arts and cultural activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have enough opportunities to participate in sporting or recreational activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local town centres are vibrant and economically healthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Council manages its finances well	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Council offers good value for money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have enough opportunities to participate in Council's community consultation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Q8b. Do you feel safe in the following situations:**

	Yes	No
In your local area alone during the day	<input type="radio"/>	<input type="radio"/>
In your local area alone after dark	<input type="radio"/>	<input type="radio"/>

**Q9ab.** I'm about to read out a list of some State Government projects and initiatives that are taking place in the local area, I'd like you to tell me if prior to this call you were aware of them, and then I will ask you to rate your level of support for these projects on a scale of 1 to 5, where 1 is not at all supportive and 5 is very supportive.

*Randomise*

	Aware	Not at all Supportive			Very supportive		N/A
		1	2	3	4	5	
WestConnex	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Development of the Bays Precinct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Renewal of Parramatta Rd	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Development of the Sydenham to Bankstown corridor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Q9c.** (If WestConnex 1 or 2), you mentioned you were not supportive of the WestConnex project, may I ask why?

.....

**Q9d.** (If WestConnex 4 or 5), you mentioned you were supportive of the WestConnex project, may I ask why?

.....

**Q10.** Please stop me when I read out your age group. *Prompt*

- 18 – 24
- 25 – 34
- 35 – 49
- 50 – 64
- 65+

**Q11a.** Which country were you born in?

- Australia **(Go to Q12)**
- China
- Greece
- India
- Ireland
- Italy
- Lebanon
- Malaysia
- Nepal
- New Zealand
- Philippines
- Portugal
- Thailand
- United Kingdom
- United States of America
- Vietnam
- Other (please specify).....

**Q11b. How long have you lived in Australia? Prompt**

- Less than 2 years
- 2 – 5 years
- 6 – 10 years
- 11 – 20 years
- More than 20 years

**Q12. What is the employment status of the main income earner in your household? Prompt**

- Work in the Inner West Local Government Area
- Work outside the Inner West Local Government Area
- Home duties/carer
- Student
- Retired
- Unemployed/Pensioner
- Other (please specify).....

**Q13. Which of the following best describes the house where you are currently living? Prompt**

- I/We own/are currently buying this property
- I/We currently rent this property

**Q14. Which of the following best describes your household status? Prompt**

- Living at home with parents
- Living alone
- Single parent with children
- Married/de facto with no children
- Married/de facto with children
- Group household
- Extended family household (multiple generations)

**Q15. How long have you lived in the council area? Prompt**

- Less than 2 years
- 2 – 5 years
- 6 – 10 years
- 11 – 20 years
- More than 20 years

**Q16. Gender: Please ask the question**

- Male
- Female
- Alternative identity

**Q17a. Do you speak any language(s) other than English at home?**

- Yes
- No (If no, go to Q18)

**Q17b. (If yes), which language?**

- Arabic
- Cantonese
- Filipino/Tagalog
- Greek
- Italian
- Mandarin
- Nepali
- Portuguese
- Spanish
- Vietnamese
- Other (please specify).....

**Q18. Do you or anyone in your household identify as having a disability?**

- Yes
- No

Thank you very much for your time, enjoy the rest of your evening. This market research is carried out in compliance with the Privacy Act, and the information you provided will be used only for research purposes. Just to remind you, I am calling from Micromex Research on behalf of Inner West Council.