Moreland City Council
Customer Satisfaction Survey 2019

ANALYTICAL REPORT

Moreland City Council

Report prepared for:

Karen Walsh
Research Coordinator
90 Bell Street, Coburg 3058, Moreland

Wallis Market and Social Research achieved accreditation to the International Standard ISO20252 in September 2007. The Company is committed to maintaining administrative and operational procedures which comply with these accreditation requirements and to improving its performance in all aspects of the service it delivers to its customers.

Wallis is an active participant in the market research industry, with senior staff making significant contributions to the Australian Market and Social Research Society (AMSRS) and the Association of Market and Social Research Organisations (AMSRO). As such we actively pursue the ethical objectives of the industry.

In addition to having attained the highest Industry accreditation, Wallis also participates in the Australian Achiever Awards, which recognises the customer service excellence of Australian companies. The Company has been awarded a high commendation every year since the inception of these awards in 1999.

Wallis is an acknowledged leader in data protection and privacy. Our systems are OWASP certified and we are Privacy Awareness Week partners – committed to sharing our knowledge with others.

Table of Contents

List of Figures

List of Tables

1.0 Introduction

This report presents the findings from the 2019 Customer Satisfaction Survey conducted by Wallis Market and Social Research on behalf of the City of Moreland. The survey methodology was compliant with the requirements set out by Local Government Victoria (LGV) to enable the inclusion of the survey data in the State-wide Local Government Community Satisfaction Survey throughout Victorian local government areas.

1.1 Background and objectives

The key objectives of the survey are to assess the performance of Moreland City Council across a range of measures and to seek insight into ways to provide improved or more effective service delivery. The survey is also designed to fulfil some of the statutory reporting requirements regarding Council performance.

1.2 Survey methodology

The survey was conducted by Computer Assisted Telephone Interviewing (CATI) among residents of the City of Moreland aged 18 years and over. A total of n=401 telephone interviews were conducted between 29th of January and 6th of February 2019. A team of five Wallis interviewers were briefed in person by the project team, ahead of commencing fieldwork.

A sample of landline and mobile numbers, matched to the City of Moreland area by postcode, was drawn at random from an accredited supplier of publicly available phone records that is used exclusively for market and social research. In order to improve the representation of younger and mobile-only households, 30% of phone numbers in the sample were mobile phone numbers.

Minimum quotas of gender within age groups were applied during the fieldwork phase. The final survey sample was then weighted to match the demographic profile of Moreland City Council as determined by the most recent ABS population estimates.

The Table below shows the unweighted and weighted distribution of the final sample.

Table 1   Sample characteristics: unweighted and weighted distributions

Characteristics	Unweighted	Weighted
GENDER		
Male	48%	49%
Female	52%	51%
AGE		
18-34	9%	39%
35-49	31%	27%
50-64	34%	17%
65+	26%	17%
WARD		
North-East Ward	33%	32%
North-West Ward	35%	30%
South Ward	32%	37%

The questionnaire was based on the State-wide Local Government Community Satisfaction Survey, with some of the questions being required by the State Government ("Core" questions). Other questions were included in 2019 to measure Council's performance on a range of "Responsibility Areas", and to gather more qualitative feedback on areas requiring improvement.

The questionnaire took 11 minutes on average to administer. A copy of the questionnaire is attached at Appendix A.

1.3   Guide to this report

Index scores

Many questions ask respondents to rate Council performance on a five-point scale (from "Very good" to "Very poor", with "Don't know" also a possible response category). To enable comparison of results with the State-wide survey and historical results, an indexed mean score (or 'Index Score') has been calculated for such measures.

Following the procedure used in the State-wide survey, the Index Score is calculated and represented as a score out of 100 (on a 0 to 100 scale), with "Don't know" responses excluded from the analysis. As outlined in the Table below, the '% RESULT' for each scale category is multiplied by the 'INDEX FACTOR'. This produces an 'INDEX VALUE' for each category, which are then summed to produce the 'INDEX SCORE', equating to '60' in the following example.

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

Rounding

Percentages are generally rounded to whole numbers. Some totals may not add to 100 percent due to rounding.

Base sizes and reliability

Base sizes shown on the Tables and Figures indicate the number of people who answered each question. Those who gave a "don't know" response to a particular question are excluded from the calculation of results for that question.

The maximum margin of error on a sample of approximately n=400 interviews is +/-4.9% at the 95% confidence level for results around 50%. Margins of error will be larger for any sub-samples. Where sample sizes are low (less than n=50), results are indicative only and should be interpreted with caution.

Verbatim responses

Verbatim responses to the open-ended questions asked of all respondents have been reviewed and responses have been coded into themes.

2.0 Results at a glance

Figure 1 Time series results at a glance | Increase | or | Decline | from 2018

Responsibility Area		Indexed Mean	
		2018	**2019**
Planning and population management	Q1t. Planning for population growth in the area	49	45
	Q1h. Parking facilities	52	44
	Q1g. Traffic management	53	52
	Q1s. Council's general town planning policy	51	45
	Q1r. Waste management	71	66
	Q1v. Environmental sustainability	67	61
	Q1c. Decisions made in the interest of the community	59	54
Community consultation and advocacy	Q1a. Community consultation and engagement	60	53
	Q1e. Informing the community	63	58
	Q1b. Lobbying on behalf of the community	60	55
Community services	Q1p. Library services	81	78
	Q1j. Family support services	73	65
	Q1o. Providing arts and cultural opportunities	72	71
	Q1k. Elderly support services	71	66
	Q1l. Supporting the diversity of the Moreland community	77	74
Condition of roads & paths, and litter	Q1f. The condition of local footpaths in your area	57	57
	Q1d. The condition of sealed local roads in your area	62	57
	Q1q. Keeping your local area generally free of litter	66	60
Youth spaces and recreation	Q1n. Providing a range youth space options	66	62
	Q1m. Recreational facilities	73	70

Overall performance		2018	2019
	Q2. Overall performance	64	60
	Q6A. Direction of Moreland City Council's overall performance		
	Improved	29%	20%
	Stayed the same	59%	65%
	Deteriorated	12%	15%

Customer Service		2018	2019
	Q4. Contact with Moreland City Council - Yes	66%	58%
	Q6. Customer Service Performance Score	73	68

3.0 Drivers of overall satisfaction

Multivariate analysis was used to discover which service areas are the strongest predictors of overall performance ratings.

Firstly, since there are more than 20 measures to test, a process call "Principal Components Analysis" (PCA) was used to group the measures into conceptually similar sets. The analysis uses multivariate correlation to identify groups of questions that measure a similar underlying construct (or "latent factor". The groupings or latent factors are labelled according to the questions that load highly on each factor. The analysis found that the series of Responsibility Area questions can be grouped under five distinct underlying constructs, which we have labelled as;

◆ Planning and population management

◆ Community consultation and advocacy

◆ Community services

◆ Condition of roads footpaths and litter

◆ Youth spaces and recreation

The next step in the multivariate analysis was to use Regression Analysis to discover which of these groupings are the strongest predictors of overall performance ratings. In other words, we can find out which set of service areas are the strongest influence on the overall performance rating given. Figure 2 below provides a graphical representation of the multivariate analysis outcomes; illustrating which questions align to each of the underlying factors identified at Step 1, and revealing the strength of each grouping in influencing overall performance ratings. The analysis indicates that:

► **Residents' opinions on planning for population growth, including traffic and parking considerations, have the strongest influence on overall performance ratings.**

► **The next strongest influencer relates to how well Council communicates with residents, both in terms of community consultation, and keeping people informed.**

Figure 2   Drivers of satisfaction

t. Planning for population growth
h. Parking facilities
g. Traffic management
s. General town planning policy
r. Waste management
v. Environmental sustainability
c. Decisions in the interest of the community

n. Range youth space options
m. Recreational facilities

a. Community consultation
e. Informing the community
b. Lobbying

Overall Performance Score: 60

28%
26%
18%
14%
13%

f. Condition of local footpaths
d. Condition of sealed local roads
q. Litter control

p. Library services
j. Family support services
o. Arts and cultural opportunities
k. Elderly support services
l. Supporting diversity
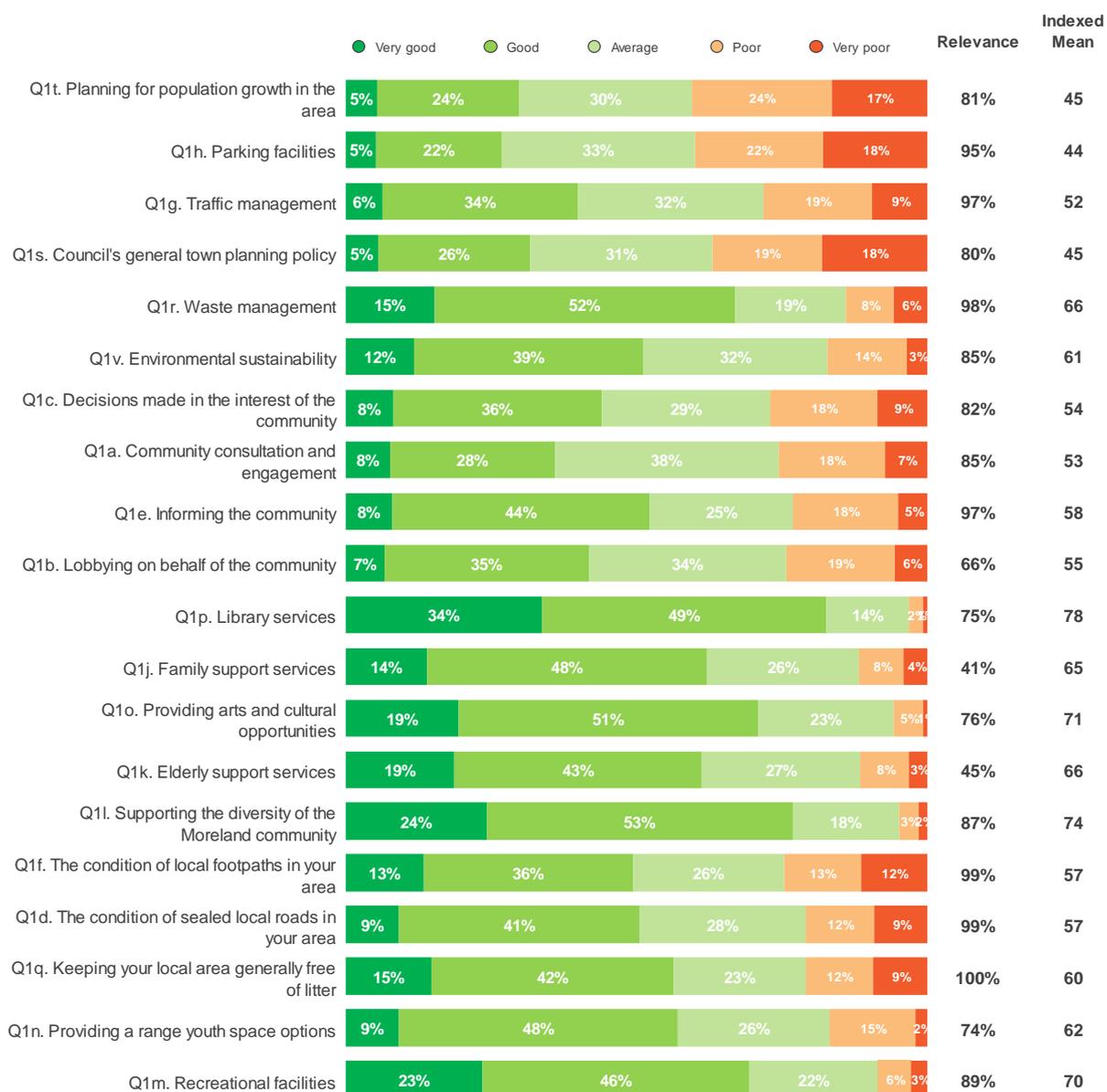
4.0 Results in detail

4.1 Performance on responsibility areas in 2019

The Chart below shows the detailed breakdown of responses on the rating scale for each of the Responsibility Areas measured in the survey in 2019. The results have been calculated with "don't know" responses removed from the base.

Note that each measure shows a 'Relevance' score; this is the inverse of the percentage who gave a "don't know" response at each item. In other words, the item is relevant to a larger proportion of the community if fewer people are giving a "don't know" response to that item.

The Chart also shows the Indexed Mean for each item.

Figure 3 Summary of results for responsibility areas

	Relevance	Indexed Mean
Q1t. Planning for population growth in the area	81%	45
Q1h. Parking facilities	95%	44
Q1g. Traffic management	97%	52
Q1s. Council's general town planning policy	80%	45
Q1r. Waste management	98%	66
Q1v. Environmental sustainability	85%	61
Q1c. Decisions made in the interest of the community	82%	54
Q1a. Community consultation and engagement	85%	53
Q1e. Informing the community	97%	58
Q1b. Lobbying on behalf of the community	66%	55
Q1p. Library services	75%	78
Q1j. Family support services	41%	65
Q1o. Providing arts and cultural opportunities	76%	71
Q1k. Elderly support services	45%	66
Q1l. Supporting the diversity of the Moreland community	87%	74
Q1f. The condition of local footpaths in your area	99%	57
Q1d. The condition of sealed local roads in your area	99%	57
Q1q. Keeping your local area generally free of litter	100%	60
Q1n. Providing a range youth space options	74%	62
Q1m. Recreational facilities	89%	70

4.2 Areas of high performance

The results indicate that Moreland City Council is rated highly on each of the following responsibility areas, all showing 70% or higher for NET "Very good / Good" ratings:

- Library services

- Supporting the diversity of the Moreland community

- Providing arts and cultural opportunities

4.3 Areas in need of improvement

The following Responsibility Areas showed relatively high levels of NET "Very poor / Poor" ratings, with 30% or more saying Council has performed poorly:

- Planning for population growth in the area

- Parking facilities

- Council's general town planning policy

4.4 Strategy Window: Importance vs. Performance

In allocating resources to improve services, Councils need to consider two factors:

i) The relative importance of each service area to the community, and

ii) The current level of performance in service provision.

For this analysis we have calculated a '**Derived Importance'** score for each attribute, determined by how well each item correlates with the overall performance rating – the extent to which a change in one influences a change in the other. The Relevance of each item is also used in the calculation. The **performance** measure is based on the percentage of people who gave a rating of "Very good" or "Good".

Figure 3 on the following page graphically identifies the four possible combinations of these two factors. The four quadrants of the improvement window inform service improvement decisions as follows:

1) **Bottom right quadrant:** Identifies those services that are relatively important to the community in which the Council underperformed. These are the first areas to focus on improving.

2) **Bottom left quadrant:** Identifies service areas in which the Council has performed poorly which are of relatively lower importance to the community.

3) **Top right quadrant:** Indicates those service areas that are relatively important to the community and for which they expressed a high level of satisfaction.

4) **Top left quadrant:** Identifies services in which the Council has performed well. Although these areas don't contribute greatly to overall satisfaction, it may be that if Council allows standards to drop then the community may attribute them with a higher level of importance in the future.

Figure 4   Strategy Window: Importance vs. Performance

Strategy Window Key:

- **a** Community consultation and engagement
- **b** Lobbying on behalf of the community
- **c** Decisions made in the interest of the community
- **d** The condition of sealed local roads in your area
- **e** Informing the community
- **f** The condition of local footpaths in your area
- **g** Traffic management
- **h** Parking facilities
- **j** Family support services
- **k** Elderly support services
- **l** Supporting diversity
- **m** Recreational facilities
- **n** Range youth space options
- **o** Providing arts and cultural opportunities
- **p** Library services
- **q** Keeping your local area generally free of litter
- **r** Waste management
- **s** Council's general town planning policy
- **t** Planning for population growth in the area
- **v** Environmental sustainability

This analysis suggests that the areas listed below should be key priorities for Council to focus on in the next 12 months.

- Informing the community
- Decisions made in the interest of the community
- Council's general town planning policy
- Community consultation and engagement
- Lobbying on behalf of the community
- Traffic management

The following sections examine the reasons for ratings on questions that were followed up with an open ended question.

4.5 Reasons for performance ratings

This section of the report examines each responsibility area that was followed up with an open-ended question to gather qualitative information on the reasons for ratings given.

For each item, the verbatim comments were coded into the response categories shown in each Table, which also shows the proportion of comments allocated to each category. This is followed by some examples of comments relating to the key themes identified.

4.5.1 Community consultation and engagement

Around 1 in 3 people (36%) gave a positive rating of Council's performance on this. As shown below, the majority of comments highlighted that Council seeks public opinion, and informs people about Council plans and activities.

Table 2   Community consultation and engagement – reasons for positive ratings

Base (the number of people who gave a "Very good" or "Good" rating)	n=107 % of Base
Council seeks public opinion / will listen	42%
Frequent communication by mail / email / newsletter	29%
Informative / they let the public know their plans	17%
They hold public meetings	8%
Council activities are advertised in the local paper	8%
No problems / happy with them	5%
Council staff are approachable / available	3%
Helpful / responsive service	2%
Other	*11%*
Don't know	*10%*

Example comments:

❝   *This is the first council that I've ever engaged with. They listen.*

❝   *I often get letters in the mail asking if I want to have a say in whichever issue is being raised; parks, development etc.*

❝   *We get lots of information on what's going on and what the Council is doing, mostly through letterbox drops.*

❝   *The Council sends information to a household via letters or via the Moreland Leader saying what is going to happen and how you can be involved in it.*

4.5.2 Decisions made in the interest of the community

This service area received 27% poor ratings. As shown below, the comments generally related to town planning and development and/or traffic management. The comments also indicate a feeling that Council is more focused on profit rather than community interest.

Table 3   Decisions made in the interest of the community – reasons for negative ratings

Base (the number of people who gave a "Very poor" or "Poor" rating)	n=106 % of Base
Ineffective town planning / inappropriate development	38%
Problems with traffic management / parking	35%
Needs to be more consultation / communication	18%
Too focused on profits / rates	17%
Don't listen / they make decisions regardless of residents' concerns	16%
Poor customer service / never return calls / don't follow through	4%
Too concerned with minority/special interest groups/don't consult the wider community	5%
The council favours one locality over others	2%
Poor maintenance of public amenities and spaces	4%
Lack of progress / no change	4%
Cutbacks / decisions made which impact vulnerable residents	3%
Other	*13%*
Don't know	*2%*
Refused	*1%*

Example comments:

❝ *Planning is chaotic, rates go up way over inflation. It feels like the community is owned by the developers.*

❝ *The consultation that goes into decision making is not visible. There needs to be better consultation at all levels.*

❝ *They keep building multiple houses on blocks but only approve single car parks so the parking flows onto the street. Cars have been damaged on the streets and it has caused major congestion.*

❝ *They only want to raise the rates of properties. That's all they're interested in. They're playing politics.*

4.5.3 Supporting the diversity of the Moreland community

The vast majority of Moreland residents (77%) gave positive ratings at this question. As shown below, the comments generally related to Moreland being a multicultural area, and that Council promotes diversity and is supportive of different groups by providing approval for events and festivals that celebrate diversity.

Table 4 Supporting diversity – reasons for positive ratings

Base (the number of people who gave a "Very good" or "Good" rating)	n=263 % of Base
Moreland is a multicultural area / has diverse residents	28%
Provide approval for events, festivals, etc (in public places)	26%
Inclusive / supportive of different groups	22%
Promotes diversity / encourages multiculturalism	16%
Cater services to different groups	12%
Provide multilingual literature / signage	9%
No problems	8%
Supportive of LBGTQI / gender issues	5%
Read about diversity issues in the newspaper	4%
Supportive of refugees	4%
Diverse Council staff / representation	4%
Other	*10%*
Don't know	*3%*

Example comments:

" *They've been outspoken on key issues, such as recognition of refugees, and recognising Aboriginal issues.*

" *The Council tries to offer a lot of activities at different venues - multicultural things that cater for different religions.*

" *Council provides opportunity for peoples of diverse nationalities and religion to be part of the community.*

" *There has been representation in the Council, in the society, and in local Council. They encourage different ethnicities to live in the area.*

4.5.4 Keeping the area generally free of litter

Whilst 56% of residents gave Council a positive rating on this service area, 23% said performance was 'average', and a further 1 in 5 people (21%) gave a poor rating. As shown below, the comments generally related to seeing a lot of litter around in general, or more specific comments about dumped rubbish or green waste not being cleared.

Table 5   Litter control – reasons for negative ratings

| Base (the number of people who gave a "Very poor", "Poor" or "Average" rating)	n=186 % of Base
See a lot of litter around	56%
Slow to collect dumped rubbish	18%
Lack of litter collection / Council doesn't clear litter	16%
Weeds / dead plants / leaves left on the ground	10%
Bins emptied too infrequently / overflowing bins	9%
Streets / gutters swept too infrequently	8%
Garbage collectors spilling rubbish	5%
Not enough bins in public places	4%
Lack of enforcement / need more fines for littering	3%
Lack of education about littering	2%
Other	*14%*
Don't know	*2%*

Example comments:

❝   *I do a lot of cycling and running around Merri Creek and see a lot of rubbish there. You see places where people dump rubbish, generally on streets, like out front of houses when it's not hard rubbish time.*

❝   *The gutters are clogged with leaves, the streets are full of rubbish, people dump hard rubbish on the street and it isn't collected for weeks.*

❝   *We have a plane tree that sheds a lot of leaves… Council is not good at cleaning it up, we suffer from asthma and it causes a problem.*

❝   *I always see rubbish everywhere, the service picking up rubbish is disgraceful.*

4.6 Council's overall performance in 2019

As one of the core questions in the State wide survey, Moreland residents were asked to evaluate Councils **overall performance** in 2019. The results are shown below in Figure 5 below; calculations exclude "Don't know" responses.

► **The Net score for Council's overall performance, based on the proportion saying "Very good", "Good", or "Average", is 82% in 2019.**

Figure 5   Ratings of Council's overall performance in 2019
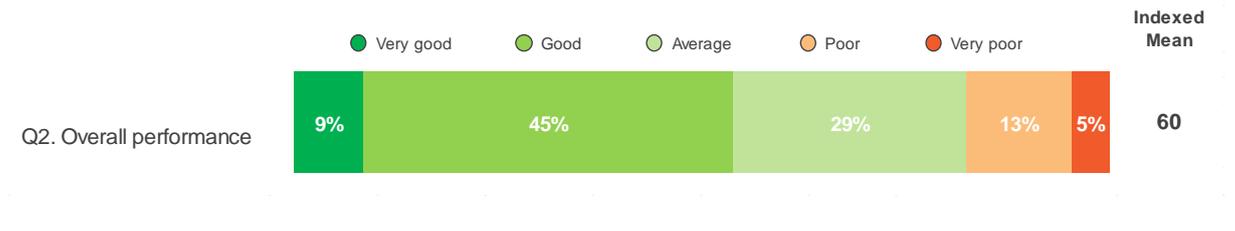
It is evident that the majority of residents are satisfied that Council is serving its constituents well or at least on par with what they would expect from their Local Council. Still, 18% gave a poor rating here, indicating some room for improvement.

4.7 Direction of Council's overall performance

Another of the core questions in the State wide survey, asked of Moreland residents in 2019, is designed to assess how residents feel about the direction of Council's performance over the past 12 months. The results are shown below in Figure 6 below; calculations exclude "Don't know" responses.

The findings indicate that 1 in 5 Moreland residents (20%) think that Council's overall performance has improved in the last 12 months, and only 15% think it has deteriorated.

**Figure 6   Direction of Council's overall performance**

4.8 Contact with Council and customer service

Just over half of residents surveyed (58%) said they have had contact with Moreland City Council in the past 12 months.

Those who confirmed they have had contact were asked to rate Council's performance in terms of the customer service they received from Council. The Chart below shows the distribution of ratings.

► **The Net score for Council's customer service performance, based on the proportion saying "Very good", "Good", or "Average", is 81% in 2019.**

Figure 7   Rating of Council's customer service

	Very good	Good	Average	Poor	Very poor	Indexed Mean
Q6. Customer service performance	28%	40%	13%	12%	7%	68
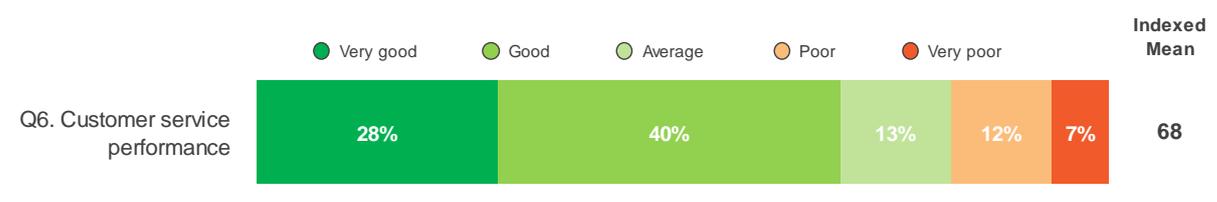
Respondents were asked to provide reasons for their ratings. Those who rated customer service as "average" gave mixed reasons, but the majority were negative, hence comments for average ratings are combined with poor ratings in this analysis.

The table below shows the coded reasons for positive ratings; the comments generally related to fast resolution of queries or issues raised, as well as providing a good explanation or information.

Table 6   Reasons for positive ratings of customer service

Base (the number of people who gave a "Very good" or "Good" rating)	n=174 % of Base
Quick to resolve issues / fast response time	36%
Informative / knowledgeable / provided a good explanation	26%
Responsive / good follow-up	24%
Friendly / polite	20%
Caring / understanding	19%
Helpful	16%
Issue resolved / satisfactory outcome	9%
Generally good service	9%
Easy to contact	8%
Other	*5%*
Don't know	*3%*

Example comments:

❝ *We had a sick tree on the nature strip. The response was very quick. They communicated to let us know what they're doing and what they'd be doing in the future. It was good communication and it was done quickly.*

> " *I got accurate information, quickly, that was relevant to what I was asking about. It was consistent with what I would like to see happen.*

> " *I have always got through reasonably quickly and have had the right answers every time I have been in contact with them. If I have been wrong they have set me right.*

> " *I put in a complaint, there was immediate feedback, with a tracking number. The outcome wasn't great, but the explanation and service was great.*

> " *I reported glass on bike tracks and it was cleaned up same day, I got a positive response and was told it would be done that day, cleaned up, and it was.*

The table below shows the coded reasons for average or negative ratings; the comments generally related to fast resolution of queries or issues raised, as well as providing a good explanation or information.

Table 7   Reasons for negative ratings of customer service

Base (the number of people who gave a "Very poor" or "Poor" rating)	n=84 % of Base
Unresponsive / no follow-up / no response	39%
Issue unresolved / unsatisfactory outcome	34%
Unhelpful	15%
Slow to respond / slow to act	12%
Hard to contact / can't get through to the right person	10%
Rude/unfriendly	9%
Uncaring	5%
Poor customer service (no further information)	4%
Other	*6%*
Don't know	*2%*

Example comments:

> " *I had to follow up myself. There was no call-back. I got a new job number for the same complaint, which means they had to re-investigate. Nothing had been done on the first call.*

> " *I went to the website and registered my comments, received an acknowledgement and there was no response other than that. 2 weeks later some action was taken but for those 2 weeks I had no idea whether any action would be taken. There is no relationship between your contact and what they do.*

> " *It took forever to get through to who I needed. I found myself having to explain the issue to each person I spoke to. This was in relation to a rubbish issue in the street, garden waste.*

> " *I just seem to get attitude when I speak to people, I called up and they told me I had to go online. But it was just with attitude.*

5.0 Discussion

The annual Community Satisfaction Survey enables Moreland City Council to 'keep a finger on the pulse' of residents' satisfaction with Council's performance, overall and for a number of distinct responsibility areas.

KEY FINDING

The survey results in 2019 indicate high levels of satisfaction on the majority of measures, with 82% of residents rating Council's overall performance as either "Very good", "Good", or "Average". 20% of Moreland residents said that Council performance has improved over the past 12 months.

Although overall performance was rated highly, the survey results reveal a number of areas that require some focus on improvement. An analysis combining the importance of each responsibility area to residents with ratings of performance on each area revealed a number of key priorities for Council to focus on in the next 12 months, listed below. These responsibility areas were found to be of relatively high importance, and were given relatively low performance ratings:

- Informing the community
- Decisions made in the interest of the community
- Council's general town planning policy
- Community consultation and engagement
- Lobbying on behalf of the community
- Traffic management

A multivariate analysis found that these measures have strong conceptual ties, and work together to strongly influence overall performance ratings.

KEY FINDING

The two strongest influences on overall performance ratings are:

1) Residents' opinions on planning for population growth, including traffic and parking considerations, and

2) How well Council communicates with residents, both in terms of community consultation, and keeping people informed.

One of the key predictors of overall performance ratings is the extent to which residents believe that Council decisions are made in the interest of the community. Confirming the outcomes of the multivariate analysis, the top three themes in the reasons for poor ratings on this measure related to perceptions of ineffective town planning or inappropriate development, problems with traffic management and parking, and the perception that there is not enough community consultation on these issues.

The vast majority of Moreland residents (77%) believe that Moreland City Council is doing well in terms of supporting the diversity of the Moreland community. The top three themes in the reasons for positive ratings on this measure related to an appreciation that Moreland is a multicultural area, and that Council promotes diversity and is supportive of different groups by providing approval for events and festivals that celebrate diversity.

Council's customer service was rated highly by most residents who had been in contact with Council. Positive ratings related to fast resolution off issue and/or good information provided, whilst negative raters commented on a lack of follow-up on issues raised. The findings suggest that residents appreciate the tracking number system for efficient issue resolution.

Wallis

APPENDIX A

Questionnaire

City of Moreland
WG4648 Community Satisfaction Survey 2019

Questionnaire FINAL

INTRO:

Good **<morning/afternoon/evening>**. My name is **<INT_NAME>** from Wallis Market and Social Research, an Australian company based in Melbourne. We're contacting you on behalf of the City of Moreland for research on how the Council can improve the services they provide in your area.

IF LANDLINE PHONE NUMBER: We'd like to speak with the youngest person who is available in the household, who is aged 18 or over, Would this be you?

IF NO: Can I please speak with this person?

(IF THE YOUNGEST PERSON CANNOT BE ACCESSED, ASK TO SPEAK TO THE NEXT YOUNGEST)

(THEN REINTRODUCE AS NECESSARY)

ALL: The survey takes about 10-15 minutes depending on your answers, and is completely confidential. No information that you provide will be linked to your name or household. The information you provide will be used by the City of Moreland to improve the services they provide in the area.

IF MOBILE PHONE NUMBER: MOBILE SAFE: I realise I am calling you on your mobile, can I just check that it's okay to talk at the moment and that you're not driving? Can I just confirm that you're 18 or older?

(IF ASKED HOW WE GOT THEIR NUMBER: Your phone number was provided to us by SamplePages, which is a list of randomly generated phone numbers we use to ensure we give everyone in the City of Moreland the chance to participate.)

May I go ahead now?

01	CONTINUE
05	Business - Not a residential number
06	Not a resident of Moreland City Council area
10	Refused - Level 1 (household)
52	Refused - Level 2 (selected respondent)
11	Language difficulties/ineligible
41	Make appointment
91	Refused - add to do not call list

MONITORING QUESTION

M1   This call will be recorded and may be monitored for quality control purposes. If you do not want this call to be monitored, please say so now.

DO NOT READ OUT

01	Monitoring allowed
02	Monitoring NOT allowed

SCREENING

ASK ALL

S1a   We need to make sure we are speaking with people who live in the City of Moreland Council area. In which suburb of the Moreland City Council area do you live?

PROMPT IF NECESSARY

01	Brunswick	
02	Brunswick East	
03	Brunswick West	
04	Coburg	
05	Coburg North	
06	Fawkner	
14	Fitzroy North	**GO TO S1b**
07	Glenroy	
08	Gowanbrae	
09	Hadfield	
10	Oak Park	
11	Pascoe Vale	
12	Pascoe Vale South	
13	Tullamarine	**GO TO S1b**
95	Other	**GO TO CLOSE1**
98	Refused	**GO TO CLOSE1**

IF S1A=13 OR 14 ASKS1B, ELSE GO TO PRE-S2

S1b   Since that suburb crosses a local Council boundary, can you please confirm that Moreland City Council is your local Council?

01	Yes - confirmed	
02	No / don't know	**GO TO CLOSE1**
98	Refused	**GO TO CLOSE1**

PRE-S2: ASK S2 IF LANDLINE NUMBER, ELSE SKIP TO S3

S2   Also, we just wish to speak to residents, not businesses, in the City of Moreland. Can you confirm that this is a residential household?

01	Yes - confirmed	
02	No / don't know	**GO TO CLOSE1**
98	Refused	**GO TO CLOSE1**

ASK ALL

S3   Have you or has anyone in your household worked in a market research organisation or local government anywhere in the last three years?

01	Yes	**GO TO CLOSE2**
02	No	

ASK ALL

S4   (INTERVIEWER RECORD GENDER)

01	Male
02	Female

ASK ALL

S5   Which of the following age groups are you in?

READ OUT

01	Under 18	**GO TO CLOSE3**
02	18-24	
03	25-34	
04	35-49	
05	50-64	
06	65+	
99	(DO NOT READ) Refused	GO TO CLOSE3

CHECK QUOTAS: GO TO CLOSE4 IF OVER QUOTA

CLOSE1: We need to speak to Moreland residents only for this survey, thanks for your time.

CLOSE2: Sorry, we can't include you in this research, thanks for your time

CLOSE3: Sorry, we can only speak to people aged 18 or over, and we need to know which age range people are in so we know we've spoken to a good spread of age groups. Thanks for your time.

CLOSE4: Thank you, but we have already spoken to the required number of people in your age group. Thanks for your time.

MAIN SURVEY

ASK ALL

INTROQ1 I'm going to read out a number of areas that are under the responsibility of Moreland City Council. For each area of responsibility I would like you to **rate the performance** of Moreland City Council **over the last 12 months**. Please keep in mind that the focus is on local government only.

01   CONTINUE

ASK (i) AND WHERE NECESSARY (ii) FOR EACH RESPONSIBILITY AREA, BEFORE PROCEEDING TO NEXT RESPONSIBILITY AREA. RANDOMISE.

Q1x_i   Firstly, how has the City of Moreland performed on <**INSERT FIRST RESPONSIBILITY AREA**> over the last 12 months? Would you say that their performance on this has been Very Good, Good, Average, Poor, or Very Poor?

Q1x_i   And how about <**INSERT RESPONSIBILITY AREAS IN TURN**>?

IF NECESSARY: Would you say that their performance on this has been Very Good, Good, Average, Poor or Very Poor?

PROMPT IF NECESSARY

01	Very good
02	Good
03	Average
04	Poor
05	Very poor
99	(DO NOT READ) Don't know / can't say

NOTE: FONT COLOUR MEANS FOLLOW-UP WITH OPEN-ENDER
ASK Q1x_ii FOR EACH OF Q1A AND Q1L IF CODES 01 OR 02 SELECTED AT Q1x_i
ASK Q1x_ii FOR Q1Q IF CODES 03, 04 OR 05 SELECTED AT Q1x_i
ASK Q1x_ii FOR Q1C IF CODES 04 OR 05 SELECTED AT Q1x_i

Q1x_ii. Why did you give that rating?

    01   RECORD VERBATIM
    99   Not sure / can't say
    98   Refused

RESPONSIBILITY AREAS (CORE):
a)   **Community consultation and engagement**
    (PROMPT IF NEEDED: this includes consulting and engaging directly with the community on key local issues requiring decisions by council).

b)   **Lobbying on behalf of the community**
    (PROMPT IF NEEDED: this includes making representations to state and federal government and other organisations on key issues that affect the local community).

c)   **Decisions made in the interest of the community**
    (PROMPT IF NEEDED: This includes all decisions made by council in the last 12 months).

d)   **The condition of sealed local roads in your area**

RESPONSIBILITY AREAS (OPTIONAL / ADDITIONAL):

e)   **Informing the community**
    (PROMPT IF NEEDED: this includes communicating information on council events and programs through advertising, pamphlets, brochures, newsletters, emails and through websites).

f)   **The condition of local footpaths in your area**

g)   **Traffic management**
    (PROMPT IF NEEDED: this includes congestion and local road safety for vehicles, cyclists and pedestrians).

h)   **Parking facilities**
    (PROMPT IF NEEDED: this includes the provision of on-street and off street parking).

i)   **[REMOVED IN 2019]** Enforcement of local laws

j)   **Family support services**
    (PROMPT IF NEEDED: this includes services for children, youth and families such as maternal and child health, immunisation, family day care and support and activity groups).

k)   **Elderly support services**
    (PROMPT IF NEEDED: this includes services for elderly people and their carers and families such as meals on wheels, home help and support and activity groups).

l)   **Supporting the diversity of the Moreland community**
    (PROMPT IF NEEDED: This involves support from the council, to people of all backgrounds, to have equal access to council services and resources.)

m) **Recreational facilities**
(PROMPT IF NEEDED: this includes the provision of halls, sporting grounds and facilities, swimming pools, parks, reserves and playgrounds, skate parks, walking, running and cycling tracks).

n) **Providing a range of spaces that meet the needs of young people.**

o) **Providing arts and cultural opportunities**
(PROMPT IF NEEDED: this includes art exhibitions, music festivals and other council sponsored community events in parks and public spaces).

p) **Library services**

q) **Keeping your local area generally free of litter**

r) **Waste management**
(PROMPT IF NEEDED: this includes the collection of garbage, recyclables and green waste)

s) **Council's general town planning policy.**

t) **Planning for population growth in the area**.

u) **[REMOVED IN 2019]** Business development and assistance

v) **Environmental sustainability**
(PROMPT IF NEEDED: this includes programs focused on reducing carbon emissions and achieving sustainable environmental outcomes).

ASK ALL (CORE QUESTION):
Q2   **On balance**, for the last twelve months, how do you feel about the performance of Moreland City Council, not just on one or two issues, but **OVERALL** across all responsibility areas? Has it been…?

READ OUT

01   Very good
02   Good
03   Average
04   Poor
05   Very poor
99   (DO NOT READ) Don't know / can't say

ASK ALL
Q4   Over the last 12 months, have you or has any member of your household had any contact with Moreland City Council? This may have been in person, in writing, by telephone, by text message, by email or via their website or social media such as Facebook or Twitter.

(INTERVIEWER NOTE: If unaware of contact by another household member, use code 2)

DO NOT READ OUT

01   Yes
02   No / don't know
IF Q4=01 ASK Q6, ELSE SKIP TO Q6A

Q6 Thinking of the most recent contact, how would you rate Moreland City Council for customer service? Please keep in mind we do not mean the actual **outcome** but rather the actual **service** that was received. Was it…?

READ OUT

01 Very good
02 Good
03 Average
04 Poor
05 Very poor
99 (DO NOT READ) Don't know / can't say **GO TO Q6a**

Q6c Why did you give that rating?

01 RECORD VERBATIM
99 Not sure / can't say
98 Refused

ASK ALL (CORE QUESTION):
Q6a Over the last 12 months, what is your view of the direction of Moreland City Council's overall performance? Has it…?

READ OUT

01 Improved
02 Stayed the same, or
03 Deteriorated?
99 (DO NOT READ) Don't know / can't say

Q6b **[REMOVED IN 2019]** In what ways has Moreland City Council's overall performance deteriorated over the last 12 months?

01 RECORD VERBATIM
99 Not sure / can't say
98 Refused

RECRUITMENT

ASK ALL
R1 Moreland City Council occasionally undertakes additional in-depth research and consultation with residents. Would you be willing to be contacted in future about other research that the City of Moreland may be undertaking?

Please be assured that in line with privacy legislation we would only provide your name and contact details with your consent and that your responses to this survey would not be linked in any way to the contact information provided.

(IF NECESSARY: If you say yes today, there is no obligation for you to participate in research if you are contacted in future, research is always voluntary.)

DO NOT READ OUT

01 Yes, agree to being contacted for future research
02 No **GO TO CLOSE**

IF R1=1 ASK R2, ELSE SKIP TO CLOSE
R2 May I have your name?

01   RECORD NAME
98   Refused   **GO TO CLOSE**

IF R1=1 ASK R3, ELSE SKIP TO CLOSE
R3   And is this the best number to contact you on? [SHOW PHONE NUMBER, RECORD NEW NUMBER IF NECESSARY]?

01   Yes, this number
02   No, RECORD NEW NUMBER
98   Refused   **GO TO CLOSE**

IF R1=1 ASK R4, ELSE SKIP TO CLOSE
R4   And can I please have your email address?

01   RECORD EMAIL ADDRESS
02   No, don't have an email address
98   Refused

CLOSE

Thank you that was the last question. The survey has been conducted on behalf of Moreland City Council, and we are very grateful for your time and opinions.

If you'd like to find out how we manage your personal information, you can view our Privacy Policy on our website at https://www.wallisgroup.com.au/privacy-policy/

(IF NECESSARY)
If you would like to provide further feedback or make a complaint you can ring the Moreland City Council contact centre, during business hours, on: (03) 9240 1111

Alternatively, you can visit http://www.moreland.vic.gov.au/about-us/your-council/contact-us/