

Inner West Council

Community Satisfaction Research

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Date: November 2016



Context

Purpose

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

Survey

The sample consisted of a total of 1008 residents.

897 respondents selected from electronic White Pages.

In addition to this, 111 were recruited face-to-face, this was conducted at a number of areas around Inner West LGA

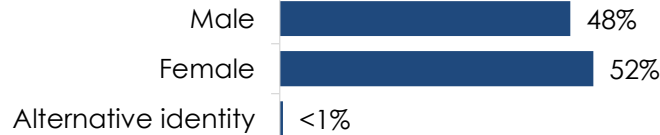
A sample size of 1,008 residents provides a maximum sampling error of plus or minus 3.1%

The survey was conducted during the period 13th – 26th October

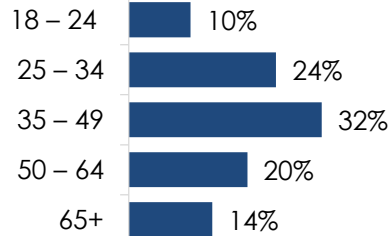


Sample Profile

Gender N=1,008



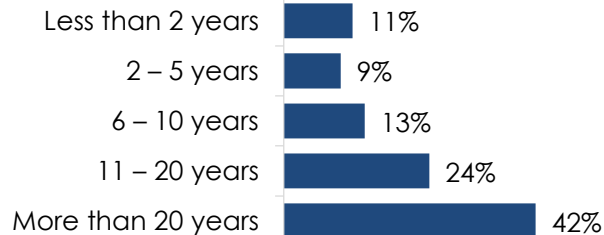
Age N=1,008



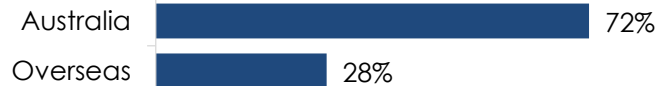
Ratepayer status N=1,007



Time lived in the area N=1,008



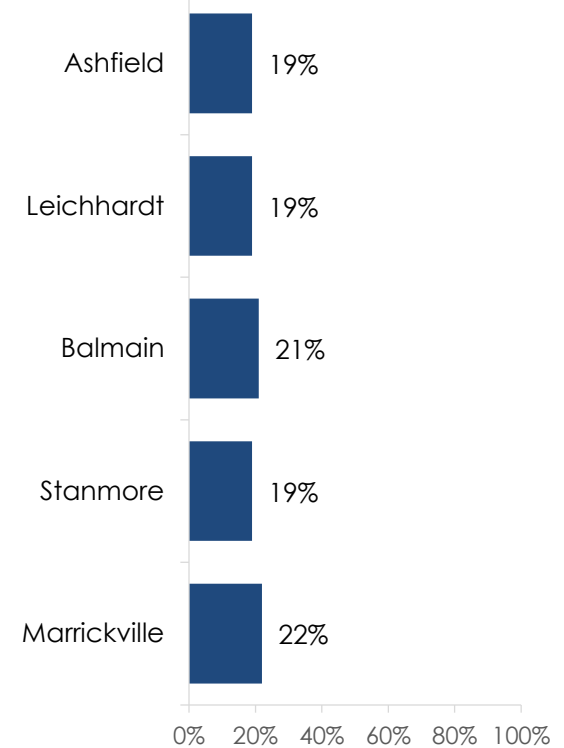
Country of birth N=1,008



Language spoken at home N=1,008



Ward N=1,008



0% 20% 40% 60% 80% 100%

0% 20% 40% 60% 80% 100%

The sample was weighted by age and gender to reflect the 2011 ABS community profile of Inner West Council

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

Council Facilities

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



Overview of Results

The vast majority of residents (96%) agreed that 'the Inner West area is a good place to live'

85% of residents in the new Inner West Council were at least 'somewhat satisfied' with Council performance

The top 2 drivers of satisfaction were:

- Influence on Council's decision making
- The provision of information to the community

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

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



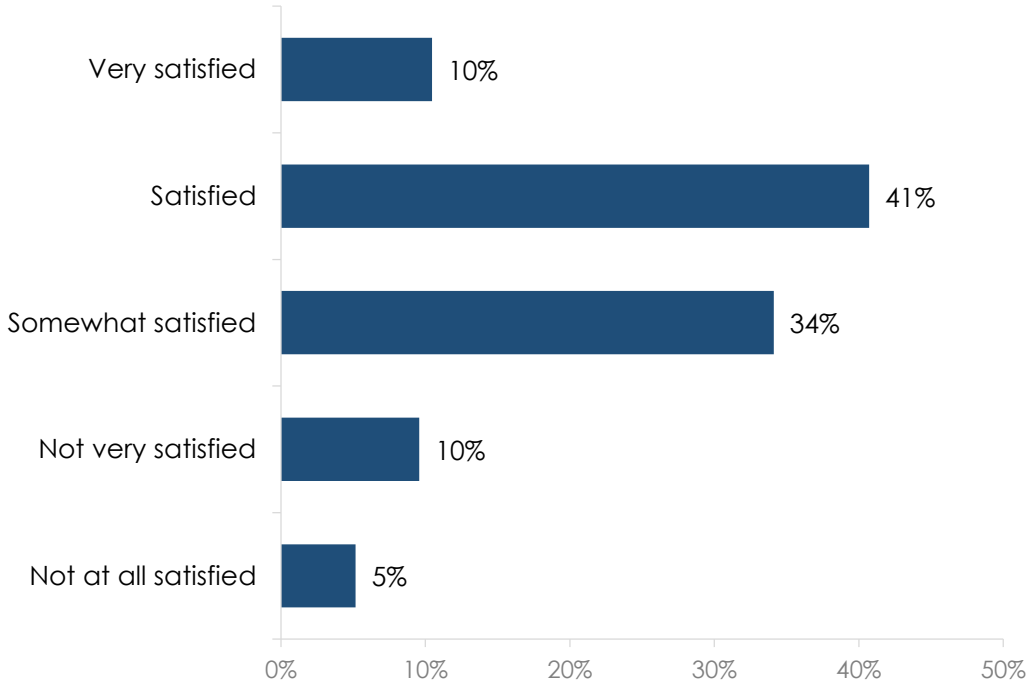
Key Findings



Overall Satisfaction with Council

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

	Overall	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	Rate-payer	Non-Ratepayer	
Mean ratings	3.51	3.33	3.32	3.39	3.53	3.36	3.58▲	



NSW LGA BRAND SCORES	Means
Metro	3.45
Regional	3.22
All of NSW	3.31
Inner West Council 2016	3.42

Base: N = 1008

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

Overall satisfaction was moderate, with 85% stating they were at least 'somewhat satisfied' with Council's overall performance.

Females and non-ratepayers were significantly more likely to be satisfied

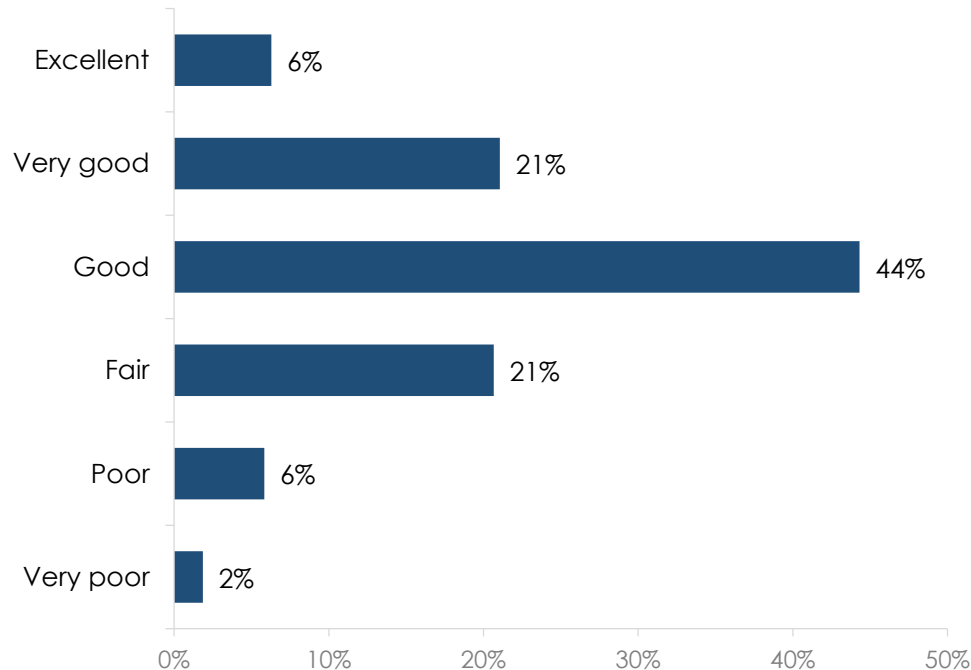


Availability and Accessibility of Council Services

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	Rate-payer	Non-Ratepayer
Mean ratings	3.86	3.99	3.91	3.82	4.16▲	3.92	4.06



Base: N = 985

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

Scale: 1 = very poor, 6 = excellent

▲▼ = A significantly higher/lower rating

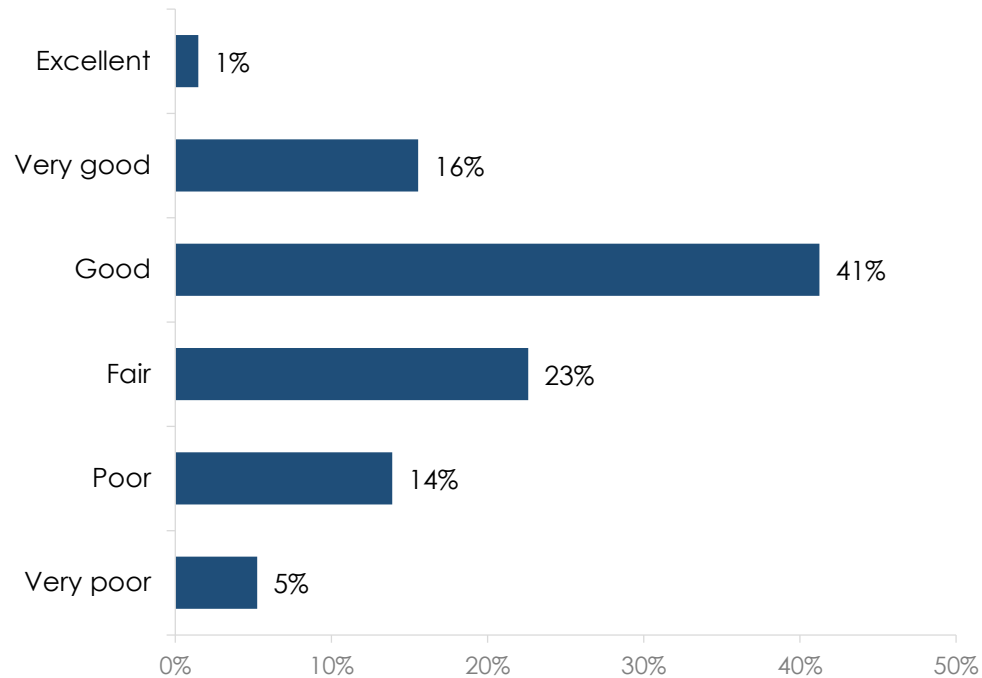
71% of rated the availability and accessibility of council services as 'good' to 'excellent'. Those living in Marrickville Ward were significantly more likely to rate the services higher

Council's Community Engagement

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	Rate-payer	Non-Ratepayer
Mean ratings	3.49	3.55	3.45	3.35	3.75▲	3.53	3.53



Base: N = 1000

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

Scale: 1 = very poor, 6 = excellent

▲▼ = A significantly higher/lower rating

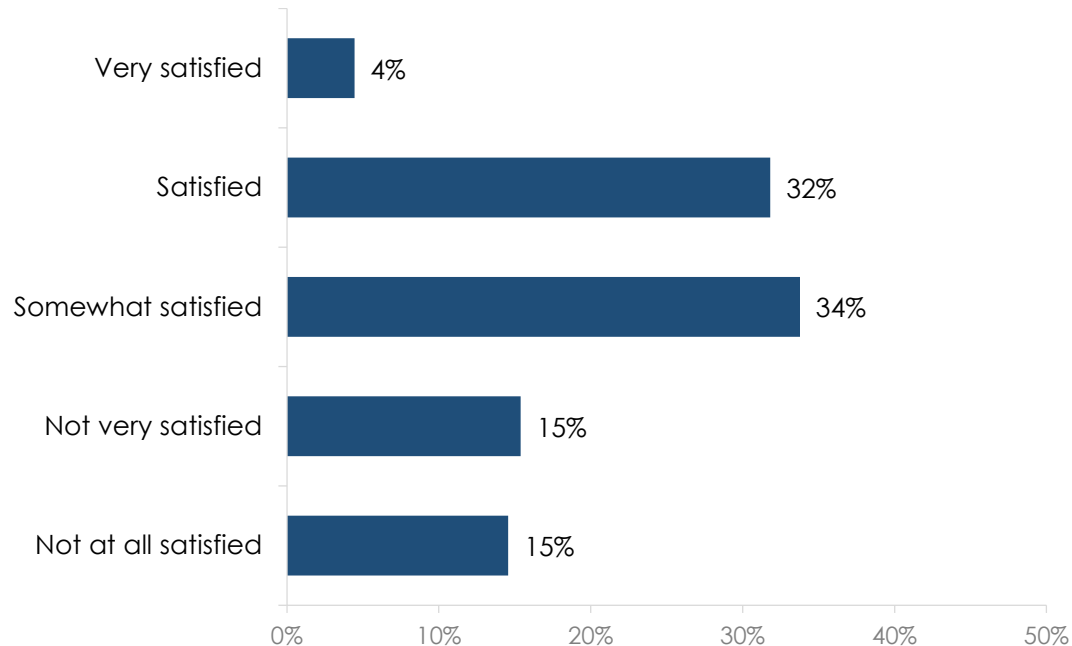
58% of residents rated Council's community engagement as 'good' to 'excellent'. Those living in the Marrickville Ward rated Council's engagement significantly higher

Council's Integrity and Decision Making

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	Rate-payer	Non-Ratepayer
Mean ratings	2.98	3.16	2.85	2.78	3.04	2.89	3.14



Base: N = 1007

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

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

▲ ▼ = A significantly higher/lower level of satisfaction

70% of residents are 'somewhat satisfied' to 'satisfied' with Council's integrity and decision making.

Residents ages 35-64 were significantly less likely to be satisfied

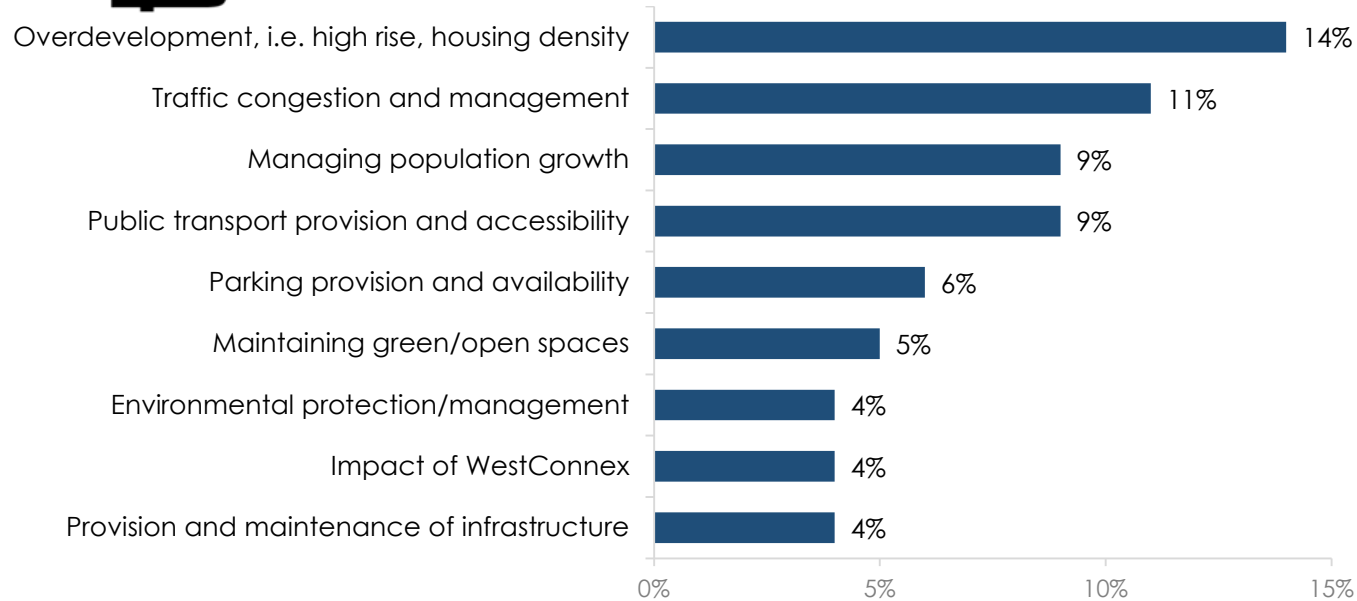
Top Priority Areas for Council to Focus on

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.



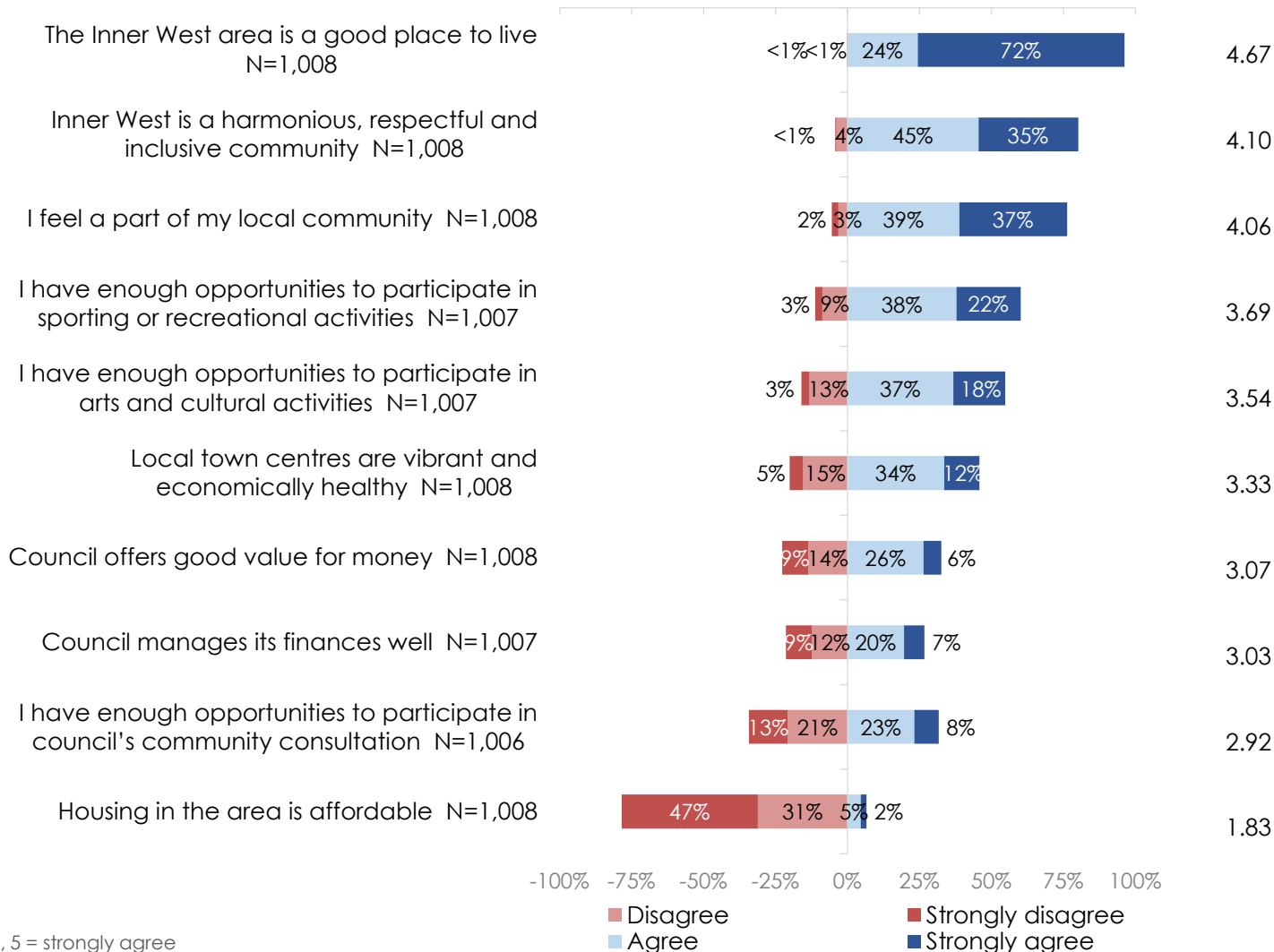
Base: N = 1008

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

Living in the Inner West

Mean ratings

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

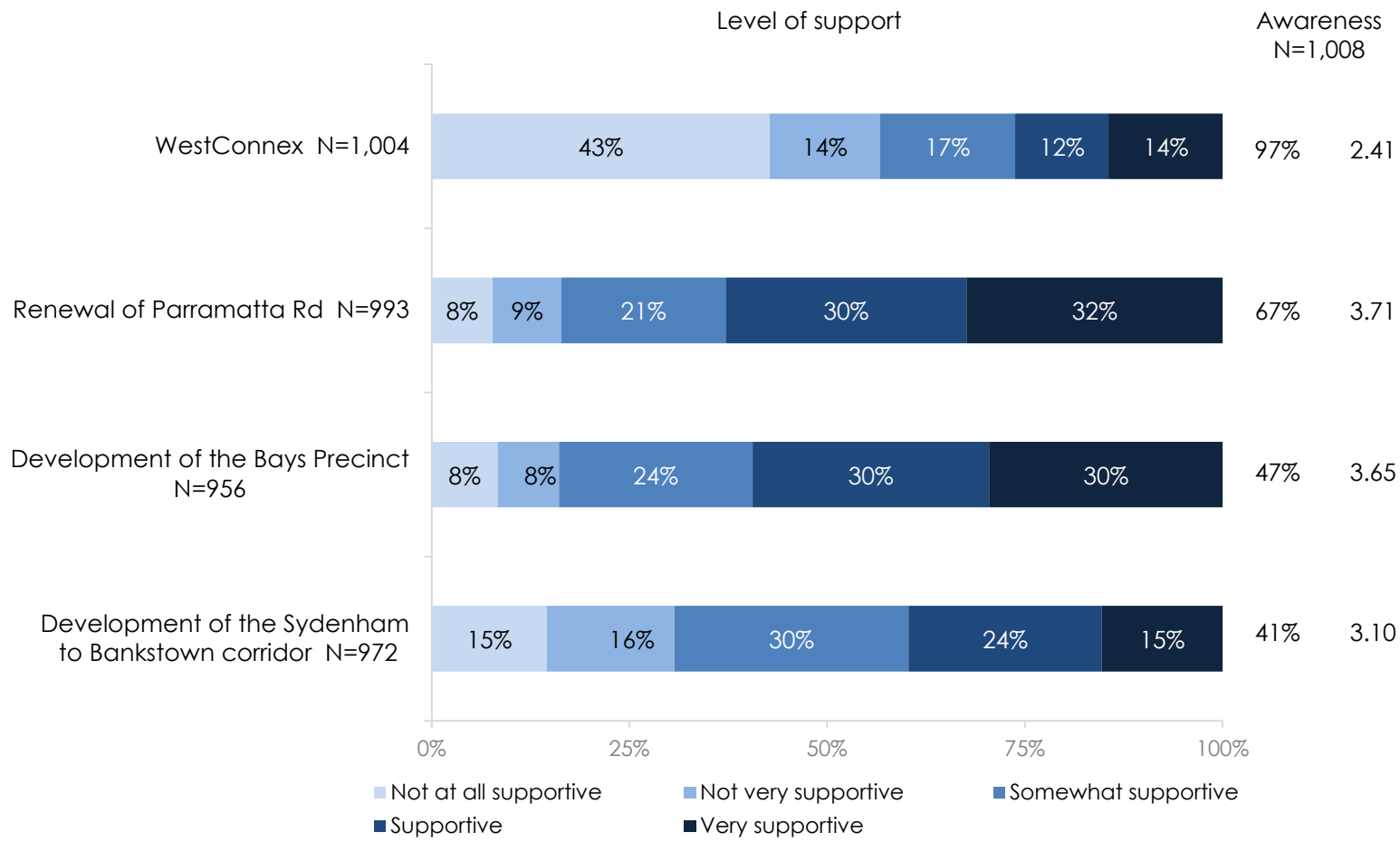


**96% or residents 'agree' or 'strongly agree' that 'the Inner West area is a good place to live'.
The major concern for residents is 'housing in the area is affordable', with 78% disagreeing with this statement**

State Government Projects & Initiatives

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?



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

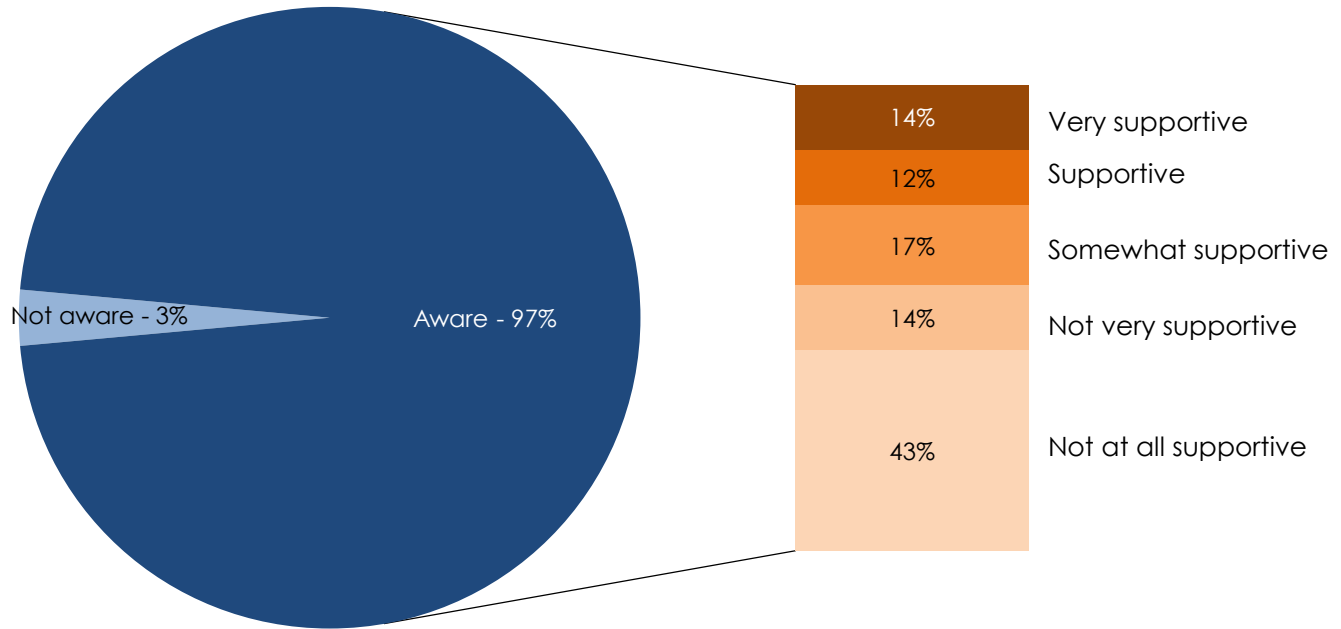


Whilst 97% of residents were aware of the WestConnex project, the 'Development of the Bays Precinct' (84%) and the 'renewal of Parramatta Rd' (83%) had the highest levels of support

Awareness of, and Support for the WestConnex Project

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

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



Base: N = 1008

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

LGA Benchmarks – Above/Below

Service/Facility	Inner West 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▲
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▼

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

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

▲ = positive difference greater than 0.15 from LGA Benchmark

3 of the 33 comparable measures were rated above the benchmark threshold of 0.15, whilst 19 of the measures were rated below the benchmark threshold of -0.15

LGA Benchmarks – On Par

Service/Facility	Inner West Council Satisfaction Scores	Benchmark Variances
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

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

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

The remaining 13 comparable measures were on par with the LGA benchmarks

Summary of Performance Gap Analysis (PGA)

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





Quadrant Analysis – Importance v Satisfaction

Improve
Higher importance, lower satisfaction

Maintain
Higher importance, higher satisfaction

Importance



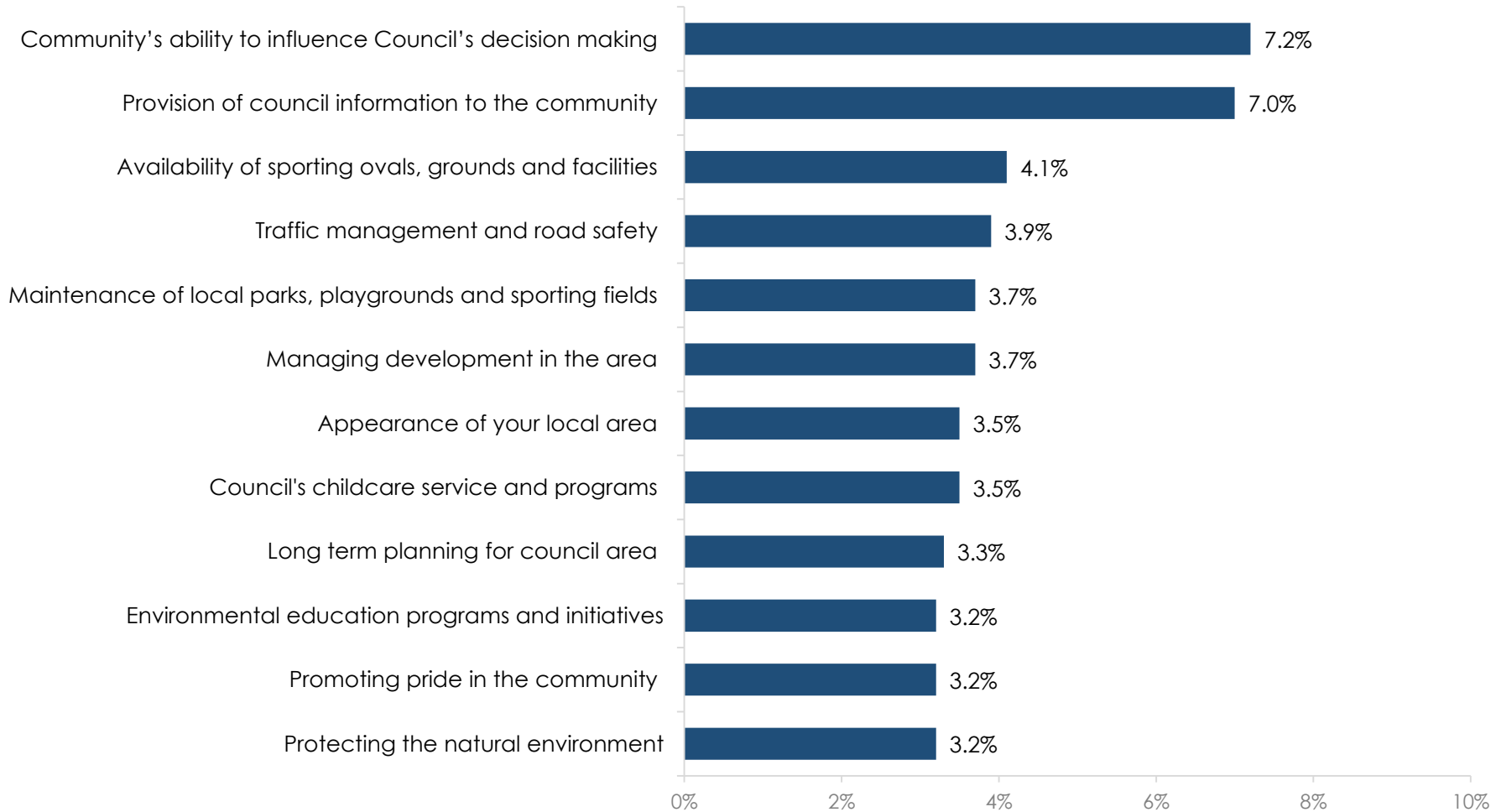
Niche
Lower importance, lower satisfaction

Satisfaction

Community
Lower importance, higher satisfaction



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



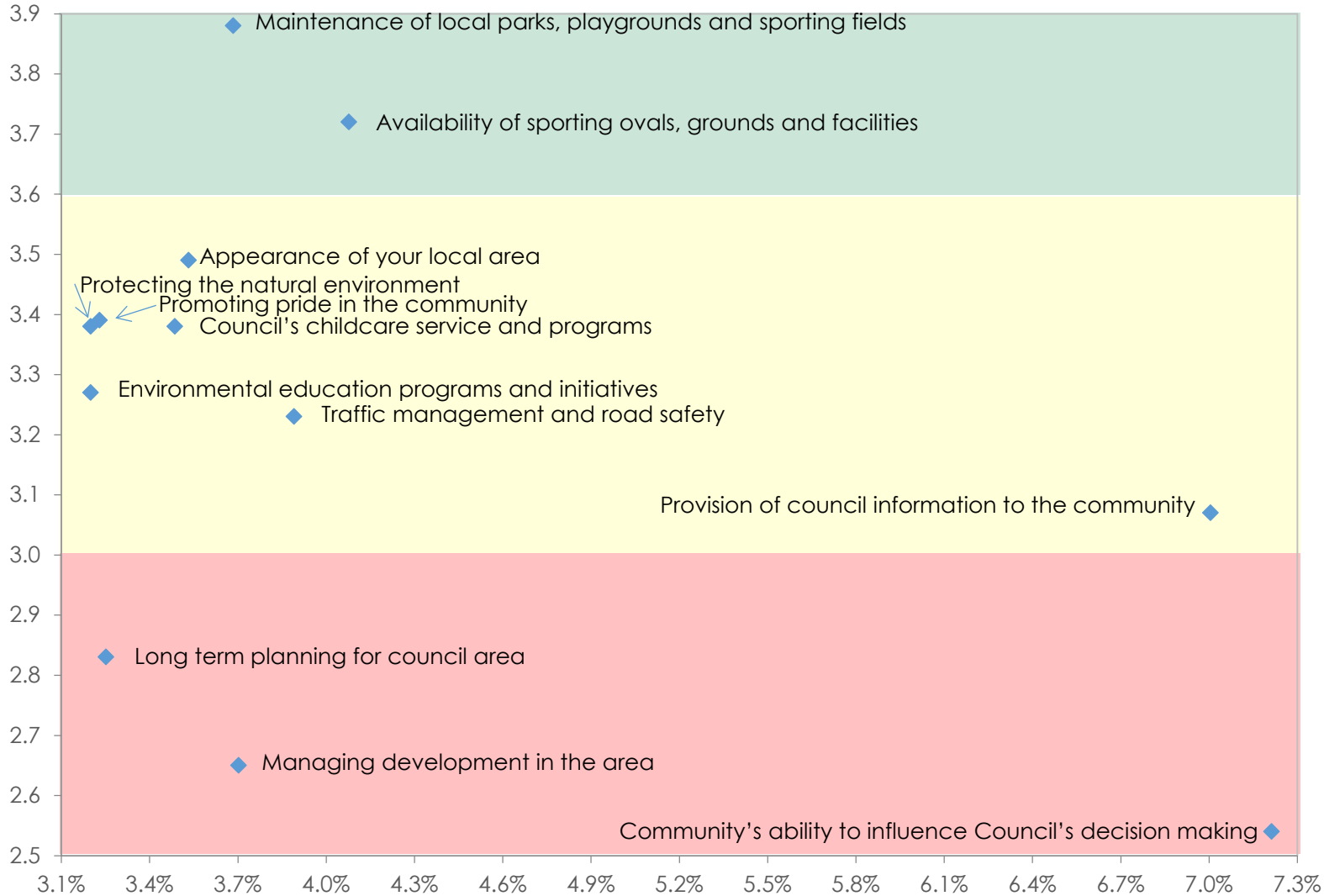
Mapping Stated Satisfaction and Derived Importance Identifies the Community Priority Areas

Stated Satisfaction

Moderately High Satisfaction
≥ 3.60

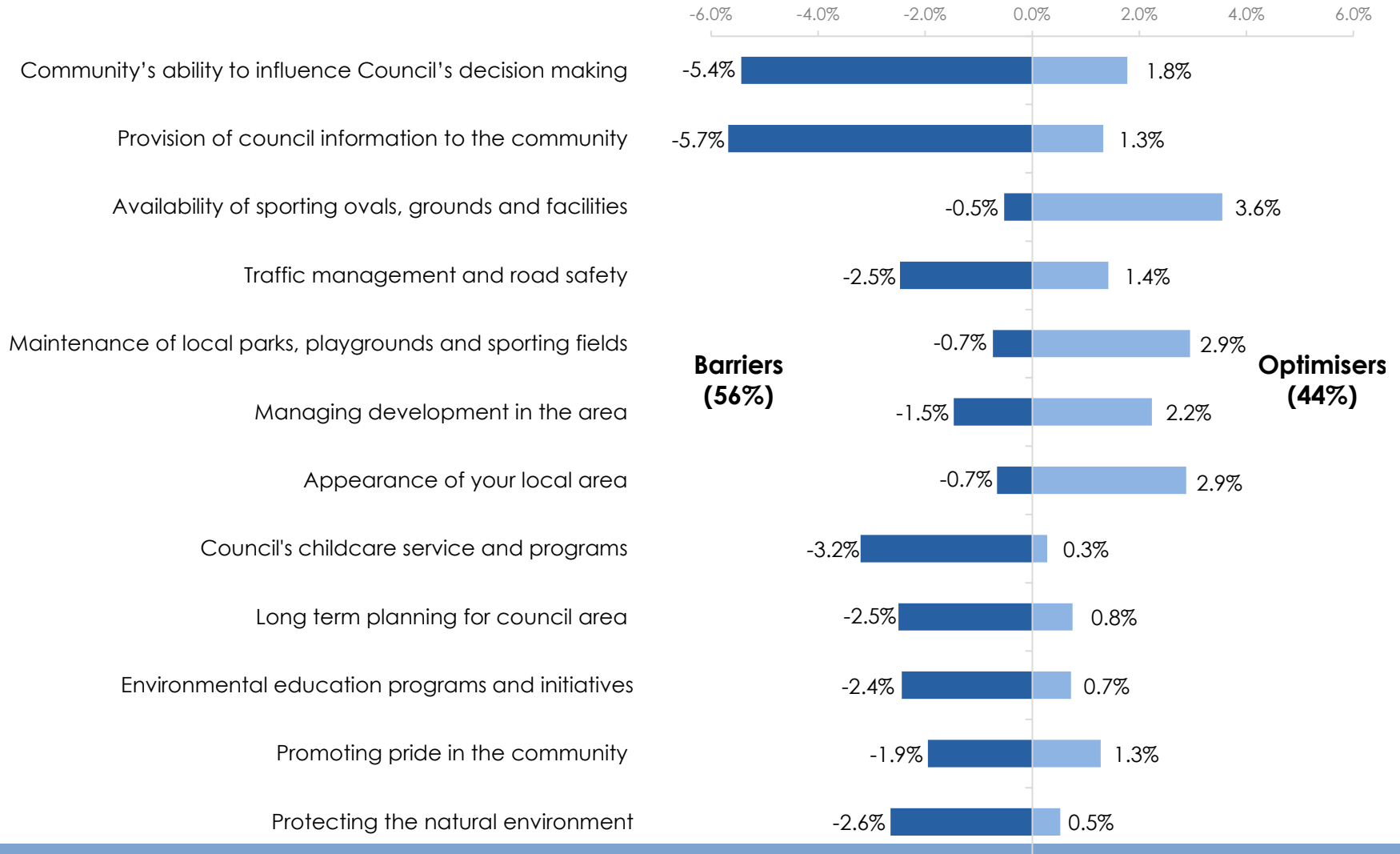
Moderate Satisfaction
3.00 - 3.59

Low Satisfaction
≤ 2.99



Derived Importance

Key Contributors to Barriers/Optimisers



Different levers address the different levels of satisfaction across the community



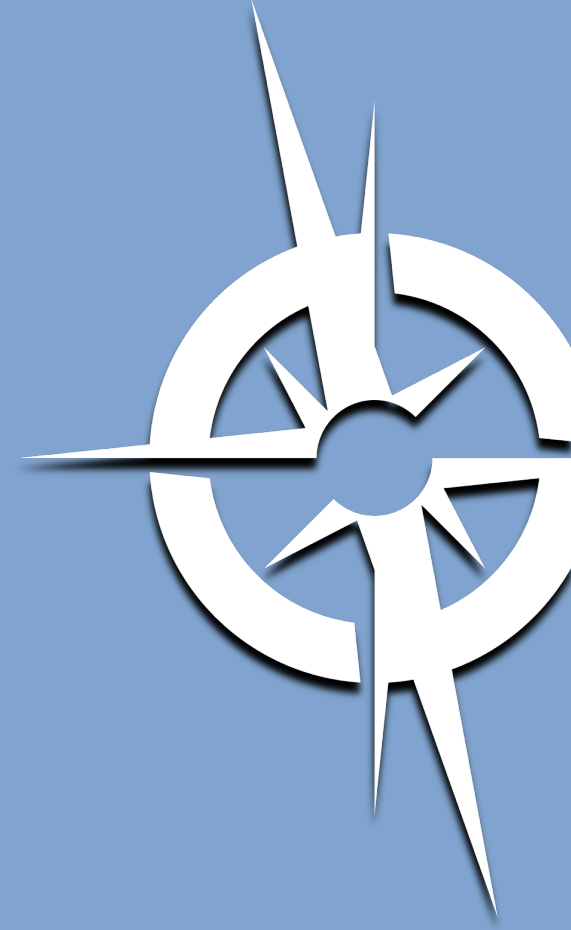
Recommendations



Recommendations

1. 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
2. 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
3. Council needs to determine how they will address the community's concerns regarding development and the issues it is creating





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