

# Inner West Council

## Community Satisfaction Research

Prepared by: Micromex Research

Date: September 2017



# Background & 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
- Identifying priority areas for Council to focus on

## Sampling

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

The survey was conducted by telephone with N=1,002 residents.

850 of the 1,002 respondents were selected by means of a computer based random selection process using the electronic White Pages. The remaining 152 respondents were 'number harvested' via face-to-face intercept at a number of areas around the Inner West LGA.

For the survey under discussion the greatest margin of error is 3.1%.

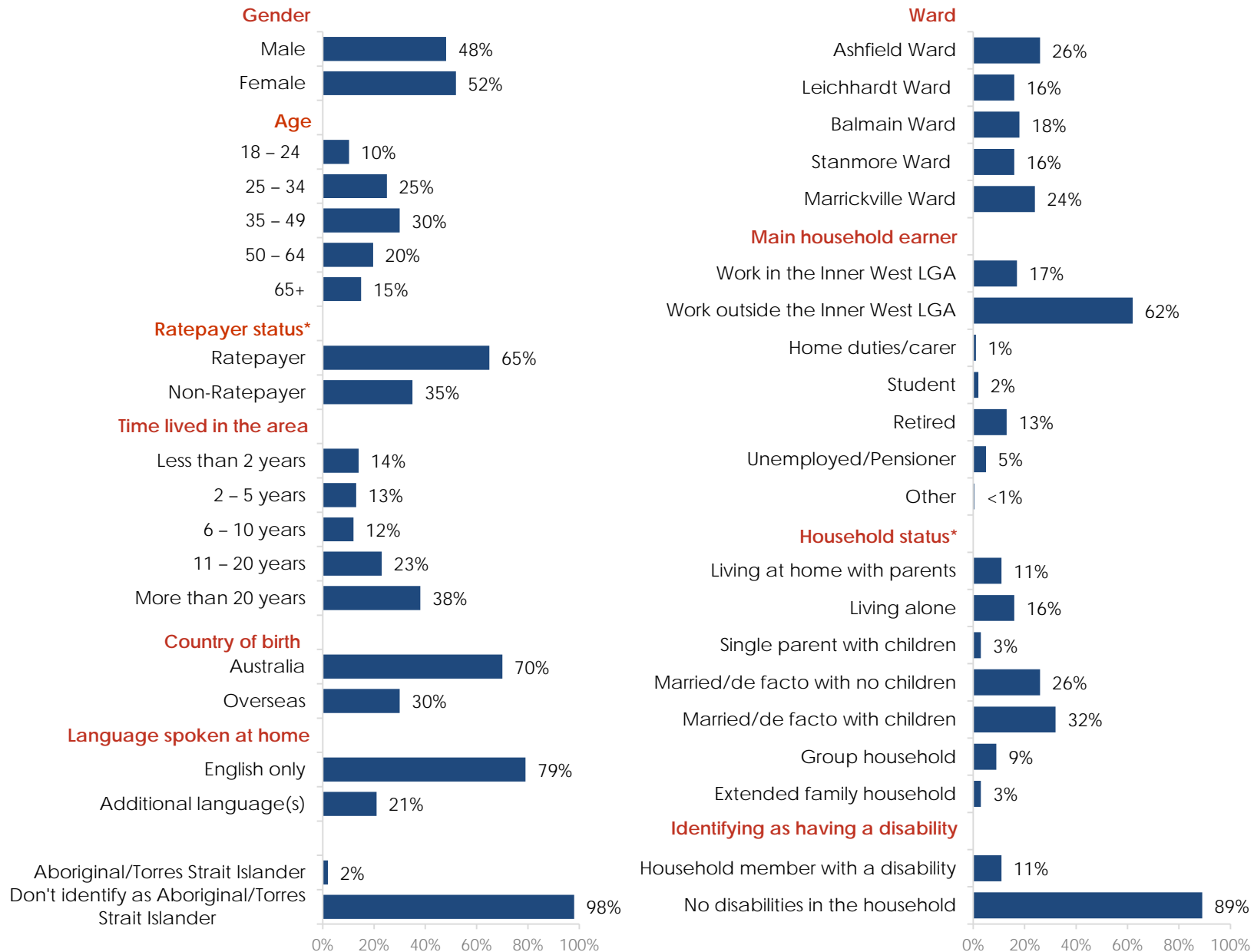
## Data collection

The survey was conducted during the period 26<sup>th</sup> July – 12<sup>th</sup> August 2017 from 4:30pm to 8:30pm Monday to Friday, and from 10am to 4pm Saturday.



# Sample Profile

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



Base: N = 1,002

\*Note: 1 person refused to answer ratepayer status and household status

# 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 (excluding major routes)  
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



# Overview of Results

90% of residents in the Inner West area were at least 'somewhat satisfied' with Council's overall performance, a significantly higher result compared to 2016.

Residents rated Council's community engagement as moderately high and 75% were at least somewhat satisfied with Council's integrity and decision making, another significantly higher result than achieved in 2016.

Agreement with 'the Inner West area is a good place to live' remains 'extremely high', with 94% of residents in agreement.

Inner West residents are convinced that the critical challenge for the local area over the next 10 years will be development/population growth, and the knock-on effects that these have on infrastructure, public transport, traffic and the local environment.



# Key Findings

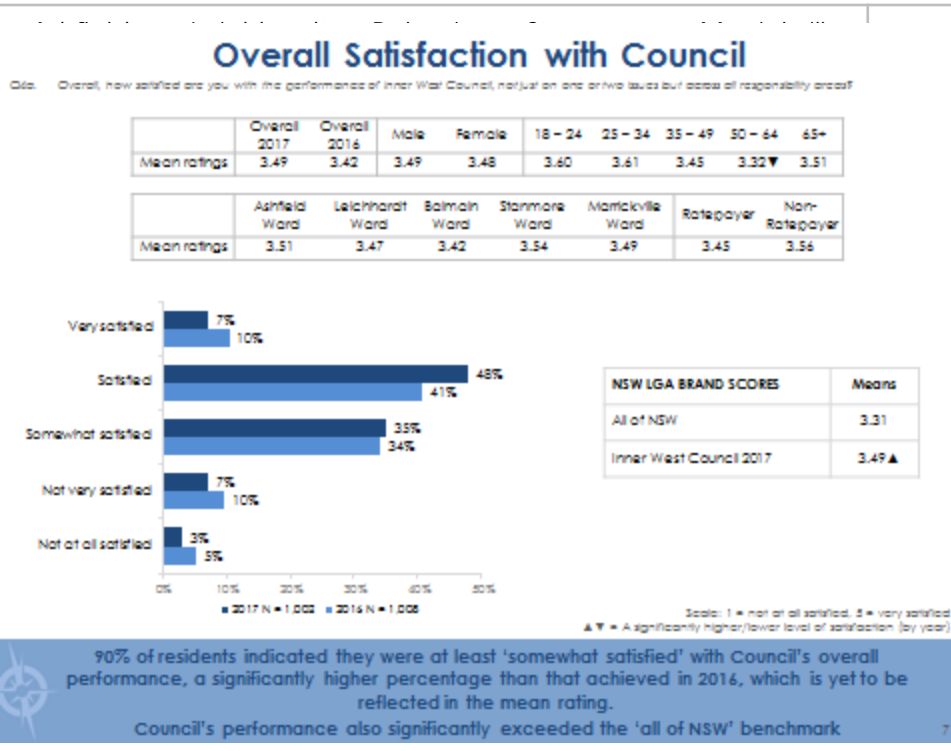
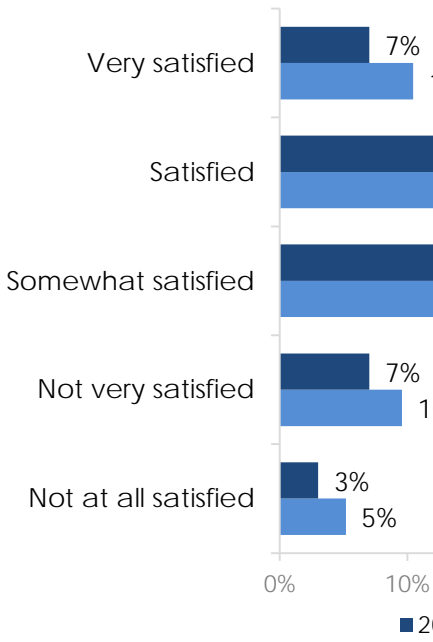


# Overall Satisfaction with Council

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 2017	Overall 2016	Male	Female	18 – 24	25 – 34	35 – 49	50 – 64	65+
Mean ratings	3.49	3.42	3.49	3.48	3.60	3.61	3.45	3.32▼	3.51

	Ratepayer	Non-Ratepayer
Mean ratings	3.5	3.56



SCORES	Means
Overall 2017	3.31
Inner West Council 2017	3.49▲

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

90% of residents indicated they were at least 'somewhat satisfied' with Council's overall performance, a significantly higher percentage than that achieved in 2016, which is yet to be reflected in the mean rating.  
Council's performance also significantly exceeded the 'all of NSW' benchmark

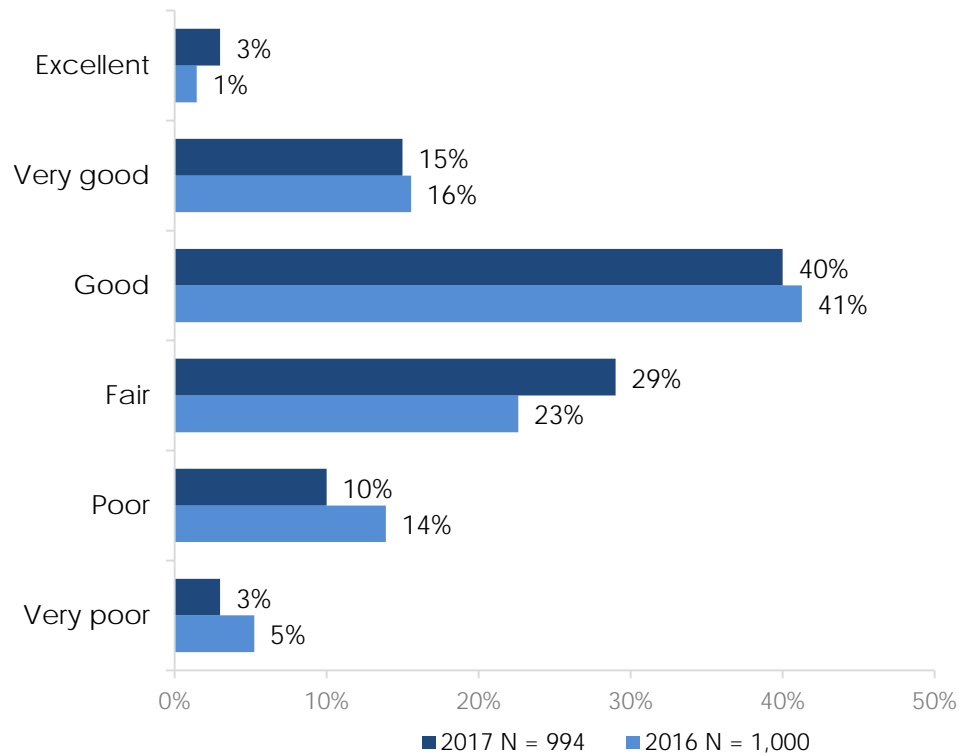
# Council's Community Engagement

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

	Overall 2017	Overall 2016	Male	Female	18 – 24	25 – 34	35 – 49	50 – 64	65+
Mean ratings	3.61	3.52	3.63	3.59	3.62	3.70	3.54	3.52	3.72

	Ashfield Ward	Leichhardt Ward	Balmain Ward	Stanmore Ward	Marrickville Ward	Ratepayer	Non-Ratepayer
Mean ratings	3.51	3.62	3.51	3.75	3.70	3.56	3.71



Scale: 1 = very poor, 6 = excellent

Residents rated Council's community engagement 'moderately high', with 58% of respondents stating it was 'good' to 'excellent'.

Ratings across demographics are similar with all giving 'moderate' to 'moderately high' ratings

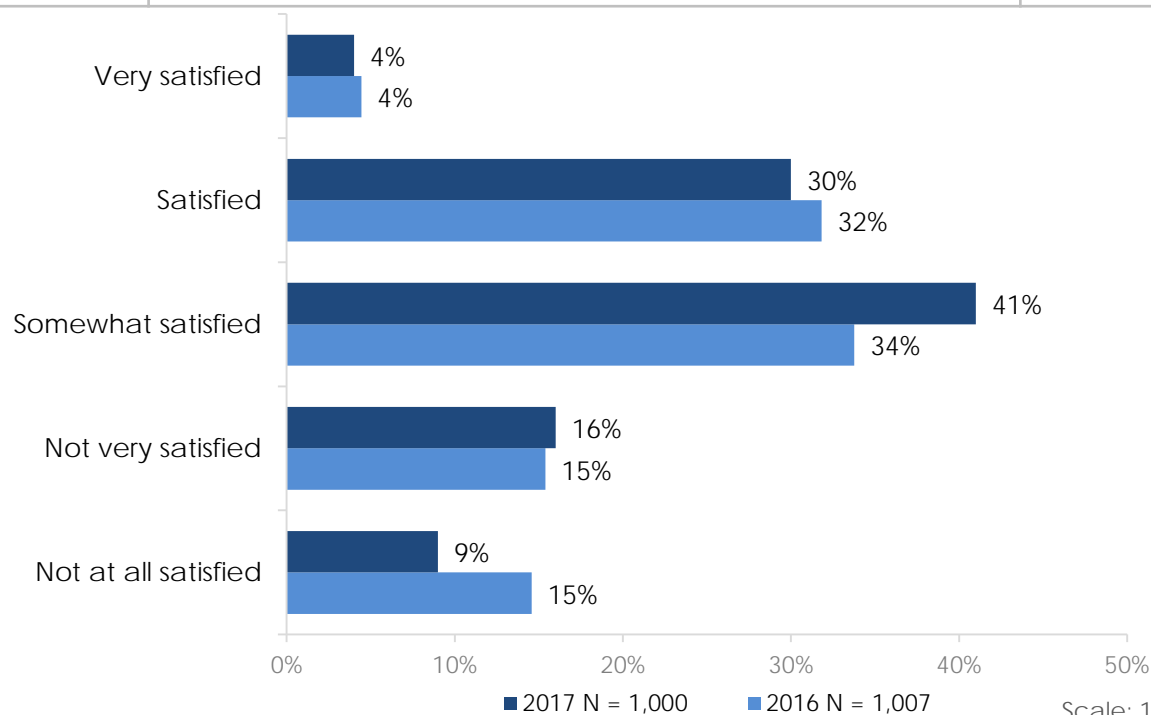


# Council's Integrity and Decision Making

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

	Overall 2017	Overall 2016	Male	Female	18 – 24	25 – 34	35 – 49	50 – 64	65+
Mean ratings	3.04	2.96	3.07	3.01	3.17	3.11	2.92	2.92	3.23▲

	Ashfield Ward	Leichhardt Ward	Balmain Ward	Stanmore Ward	Marrickville Ward	Ratepayer	Non-Ratepayer
Mean ratings	2.97	3.11	3.04	3.07	3.04	3.01	3.09



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

Satisfaction levels are 'moderate', with 75% of residents stating they were at least 'somewhat satisfied' with Council's integrity and decision making, a significant increase from 2016



# Key Importance Trends

Compared to the previous research conducted in 2016, there were significant **increases** in residents' levels of **importance** for 9 of the comparable 41 services and facilities provided by Council. These were:

<b>Increases in importance since 2016</b>	<b>2017</b>	<b>2016</b>
Maintaining local roads excluding major routes	4.48	4.30
Maintaining footpaths	4.44	4.22
Support for people with a disability*	4.38	4.20
Provision of services for older residents*	4.17	3.99
Programs and support for newly arrived and migrant communities*	3.97	3.77
Promoting pride in the community*	3.90	3.69
Support and programs for volunteers and community groups*	3.88	3.74
Youth programs and activities*	3.80	3.64
Flood management	3.61	3.42

\* 6 of these 9 services/facilities were from the Community services and Culture service unit.

There were also significant **decreases** in importance for 5 of the comparable services/facilities:

<b>Decreases in importance since 2016</b>	<b>2017</b>	<b>2016</b>
Availability of sporting ovals, grounds and facilities	3.54	3.97
Swimming pools and aquatic centres	3.51	3.84
Community centres and facilities	3.61	3.91
Cycleways	3.35	3.56
Provision of council information to the community	4.25	4.40



# Key Satisfaction Trends

Over the same period there was an increase in residents' levels of **satisfaction** across 8 of the comparable 41 services and facilities provided by Council, these were:

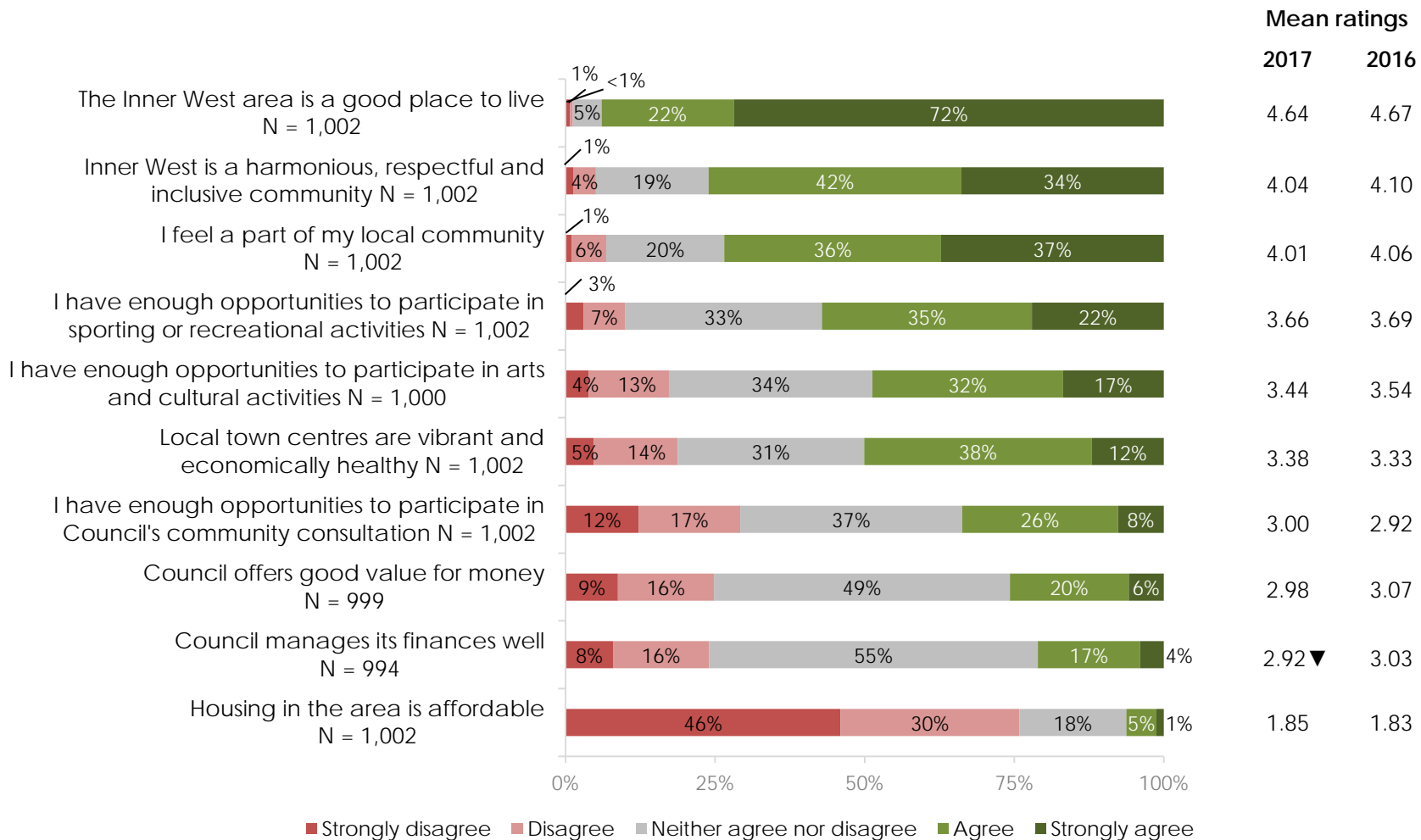
<b>Increases in satisfaction since 2016</b>	<b>2017</b>	<b>2016</b>
Household garbage collection	4.30	4.18
Promoting pride in the community	3.57	3.38
Supporting local artists and creative industries	3.39	3.20
Provision of council information to the community	3.39	3.07
Protection of heritage buildings and items	3.23	3.01
Tree management	3.12	2.94
Long term planning for council area	2.97	2.82
Managing development in the area	2.83	2.64

There were no significant decreases in satisfaction compared to 2016.



# Living in the Inner West

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



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

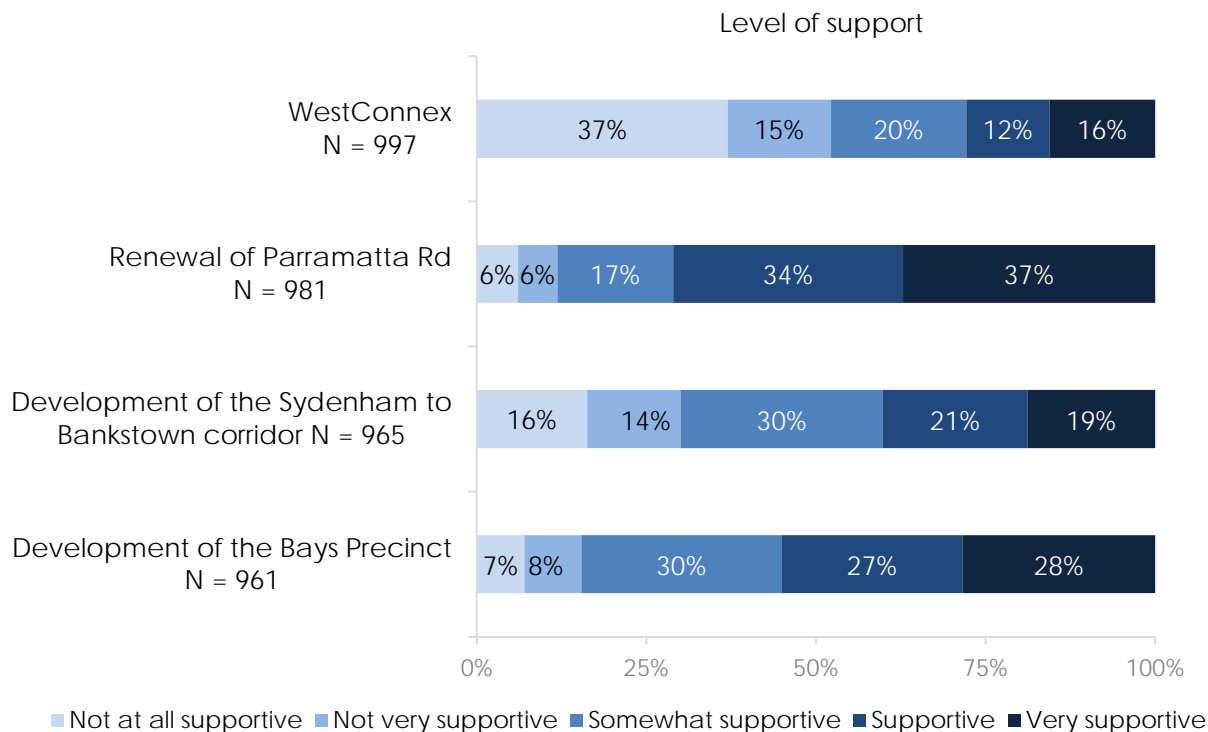
Agreement with 'the Inner West area is a good place to live' remains 'extremely high', with 94% of residents stating they 'agree' or 'strongly agree'.

The major concern for residents remains to be 'housing in the area is affordable', with 76% 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?



Aware		Mean ratings	
2017	2016	2017	2016
96%	97%	2.54	2.41
74%▲	67%	3.90▲	3.71
56%▲	41%	3.13	3.10
43%	47%	3.61	3.65

Scale: 1 = not at all supportive, 5 = very supportive  
 ▲▼ = A significantly higher/lower level of awareness/support (by year)

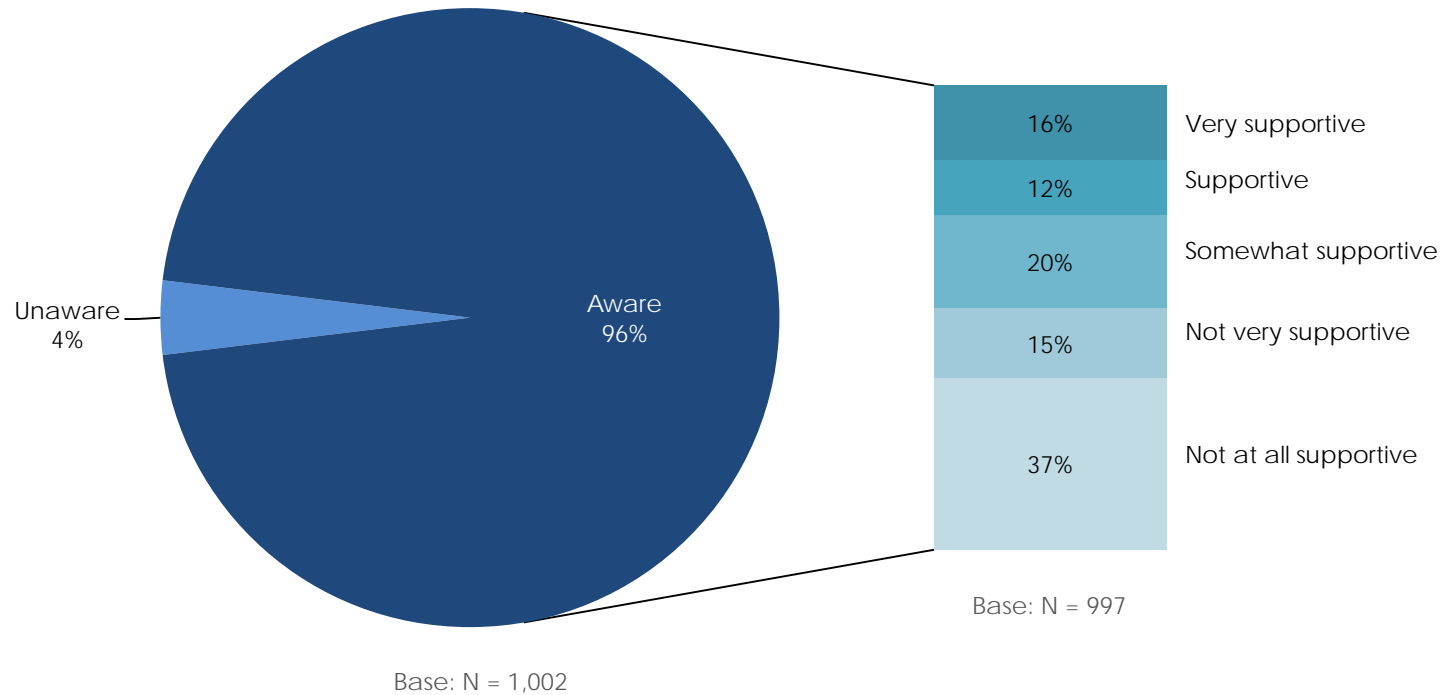
Although the 'WestConnex' had the highest level of awareness (96%), support was 'moderately low'. 'Renewal of Parramatta Rd' received a high level of support, with 88% of residents indicating they are at least 'somewhat supportive', a significantly higher result than 2016.

Residents were also significantly more aware of the 'development of the Sydenham to Bankstown corridor' than they were last year

# 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?



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

Although 96% of residents were aware of the WestConnex project, just over half (52%), were not supportive of it

# LGA Benchmarks – Above/Below

Service/Facility	Inner West Satisfaction Scores	Benchmark Variances
Maintaining local roads excluding major routes	3.17	0.37▲
Maintenance and cleaning of town centres	3.67	0.33▲
Flood management	3.59	0.28▲
Household garbage collection	4.30	0.21▲
Maintenance of local parks, playgrounds and sporting fields	3.94	0.21▲
Safe public spaces	3.68	0.20▲
Supporting local jobs and businesses	3.36	0.19▲
Stormwater management and flood mitigation	3.48	0.17▲
Encouraging recycling	3.73	-0.17▼
Library services	3.97	-0.17▼
Provision of services for older residents	3.34	-0.20▼
Cycleways	3.00	-0.21▼
Managing development in the area	2.83	-0.24▼
Management of parking	2.74	-0.26▼
Community's ability to influence Council's decision making	2.71	-0.27▼
Protection of heritage buildings and items	3.23	-0.27▼

**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/negative difference greater/lower than 0.15 from LGA Benchmark

**8 of the 26 comparable measures were rated above the benchmark threshold of 0.15, whilst 8 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
Youth programs and activities	3.31	0.14
Swimming pools and aquatic centres	3.82	0.13
Availability of sporting ovals, grounds and facilities	3.82	0.09
Provision of council information to the community	3.39	0.06
Maintaining footpaths	3.08	0.04
Community centres and facilities	3.59	-0.07
Environmental education programs and initiatives	3.30	-0.07
Support for people with a disability	3.31	-0.07
Long term planning for council area	2.97	-0.10
Protecting the natural environment	3.46	-0.10

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

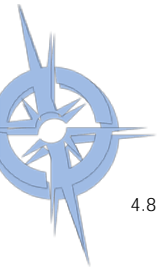
Scale: 1 = not at all satisfied, 5 = very satisfied

The remaining 10 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	4.47	2.71	1.76
2	Managing development in the area	4.41	2.83	1.58
3	Long term planning for council area	4.49	2.97	1.52
4	Maintaining footpaths	4.44	3.08	1.36
5	Traffic management and road safety	4.51	3.18	1.33
6	Maintaining local roads excluding major routes	4.48	3.17	1.31
7	Management of parking	4.02	2.74	1.28
8	Protection of low rise residential areas	4.15	2.95	1.20

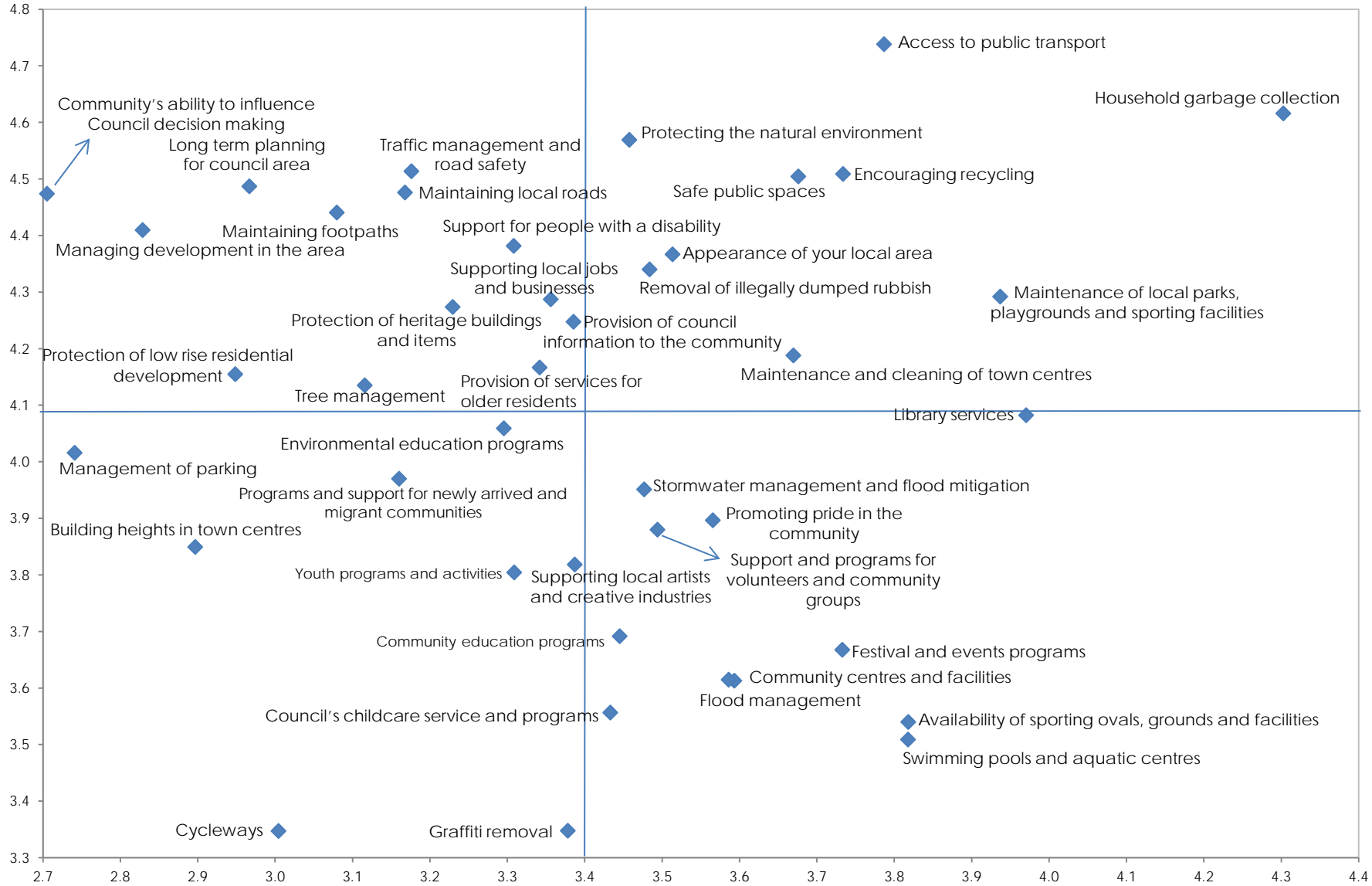




# Quadrant Analysis – Importance v Satisfaction

**Improve**  
Higher importance, lower satisfaction

**Maintain**  
Higher importance, higher satisfaction



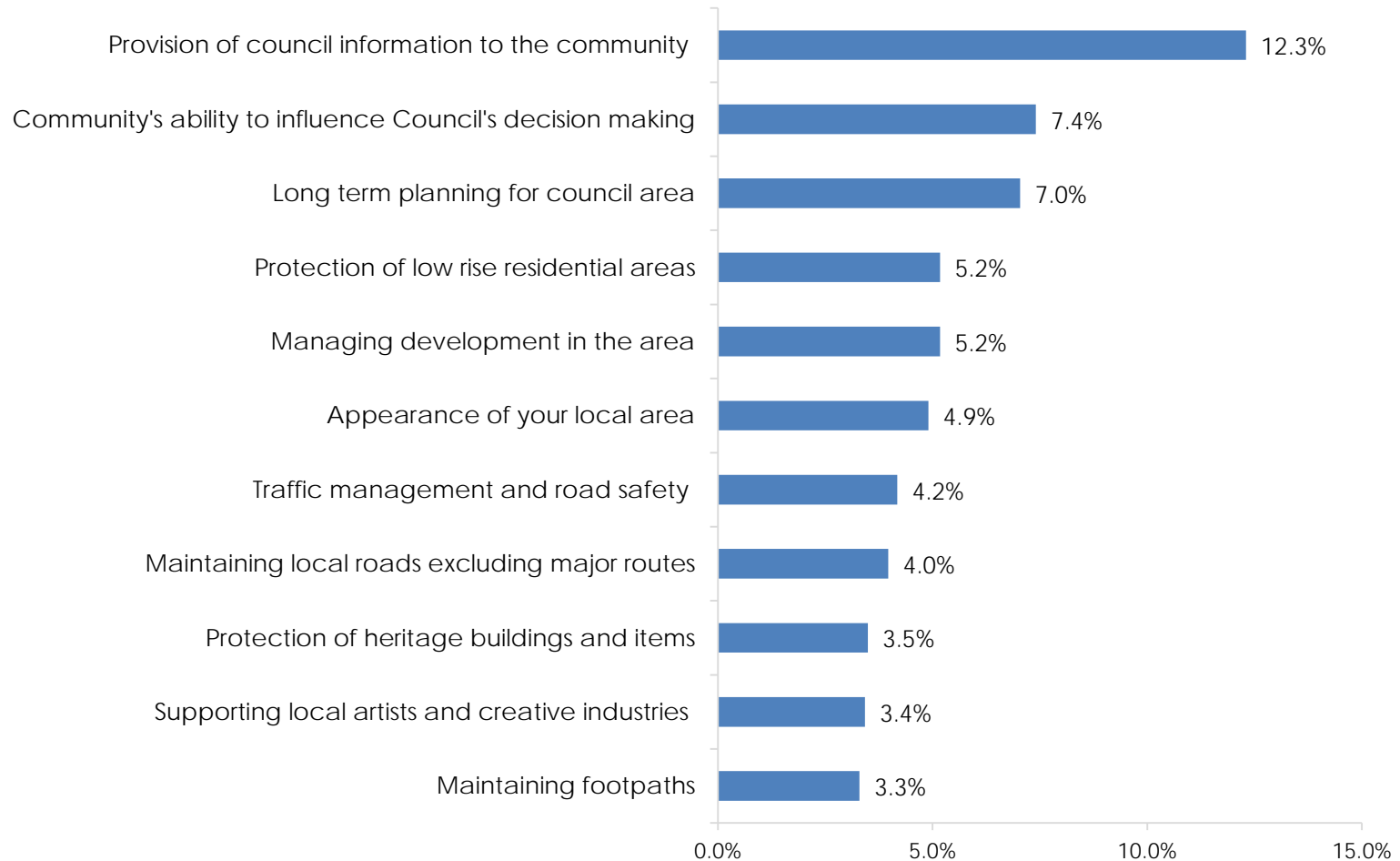
**Niche**  
Lower importance, lower satisfaction

**Satisfaction**

**Community**  
Lower importance, higher satisfaction



# These Top 11 Indicators Contribute to 60% of Overall Satisfaction with Council



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

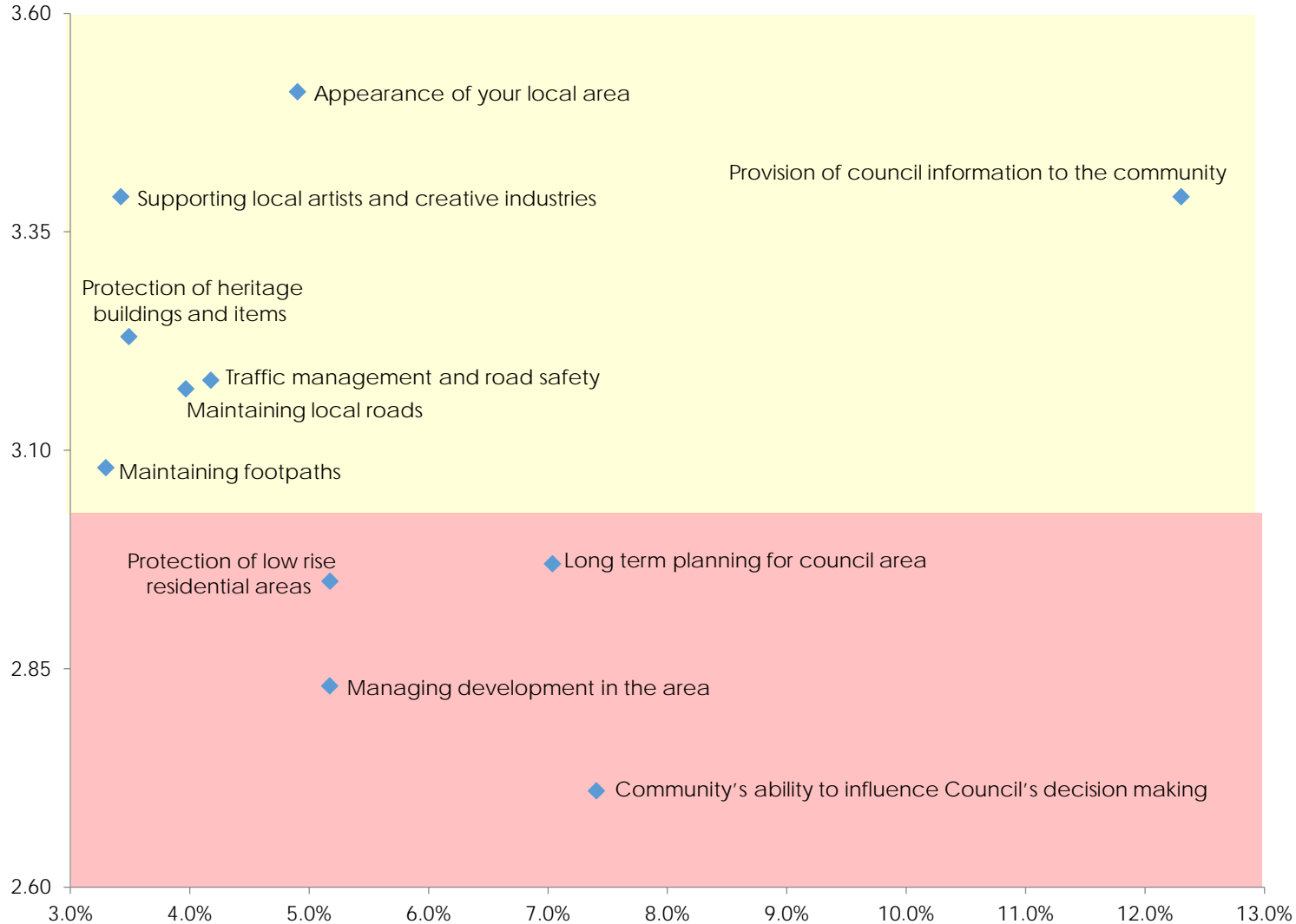


# Mapping Stated Satisfaction and Derived Importance Identifies the Community Priority Areas

Stated Satisfaction

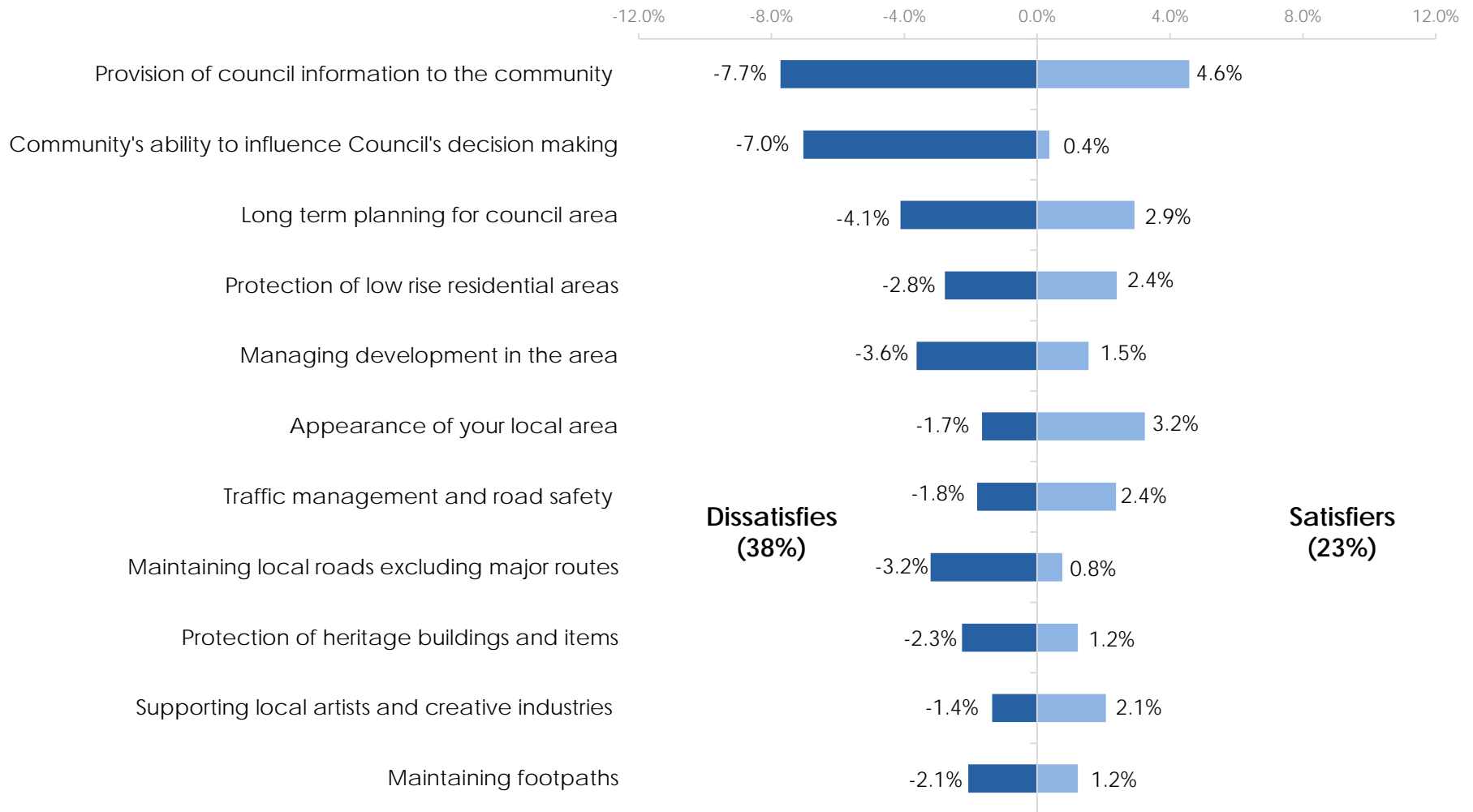
Moderate Satisfaction  
3.00 – 3.59

Low Satisfaction  
≤ 2.99



Derived Importance

# Key Contributors to Barriers/Optimisers



Different levers address the different levels of satisfaction across the community

# Recommendations



# Recommendations

Based on the findings from this research, Inner West Council should look to the following:

1. Continue to advocate and petition the State Government to invest in balanced long term planning and development
2. Clarify community expectations and understanding of long term planning for the area and managing development in the area
3. Explore the community's needs and expectations regarding traffic management and road safety, maintain local roads and maintain footpaths to address the community's priority areas
4. Continue to communicate and provide the community opportunities to make a contribution into the decision making process







**micromex**  
research

Telephone: (02) 4352 2388

Fax: (02) 4352 2117

Web: [www.micromex.com.au](http://www.micromex.com.au)

Email: [stu@micromex.com.au](mailto:stu@micromex.com.au)