



Inner West Council

Community Research

Prepared by: Micromex Research
Date: July 2024



Research Objectives

Inner West Council commissioned Micromex Research to conduct a random telephone survey with residents living in the Inner West local government area (LGA).

Objectives (Why?)

- Understand and identify community priorities for the Inner West LGA
- Identify the community's overall level of satisfaction with Council performance
- Explore and understand resident experiences contacting Council
- Identify the community's attitudes towards food waste services and initiatives around the area

Sample (How?)

- Telephone survey (landline N=48 and mobile N=702) to N=750 residents
- 28 acquired through number harvesting
- We use a 5 point scale (e.g. 1 = not at all satisfied, 5 = very satisfied)
- Greatest margin of error +/- 3.6%

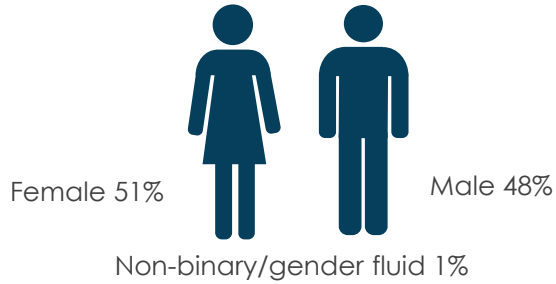
Timing (When?)

- Implementation 04th – 17th June 2024

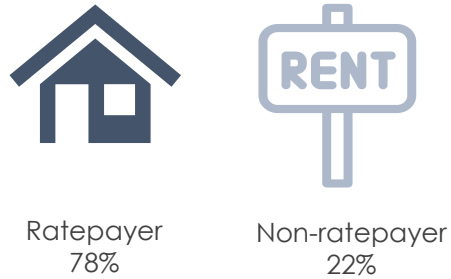
Sample Profile

The sample was weighted by age and gender to reflect the 2021 ABS Census data for the Inner West Council Local Government Area.

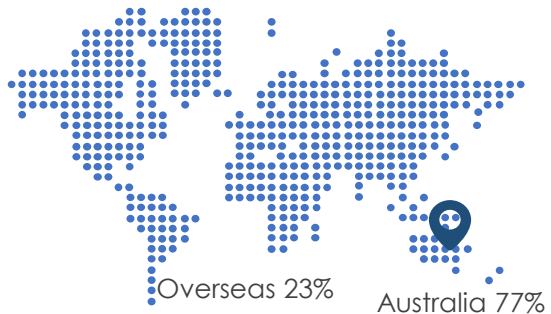
Gender



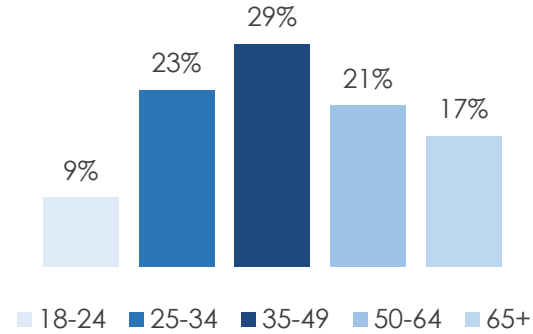
Ratepayer status



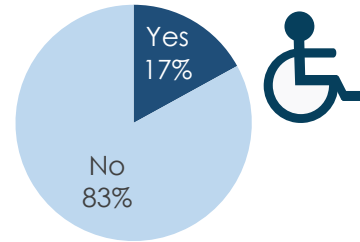
Country of birth



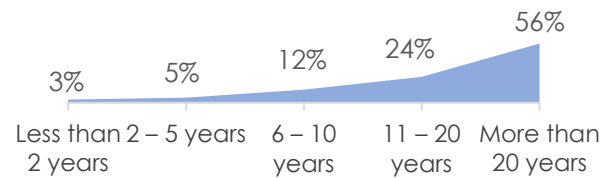
Age



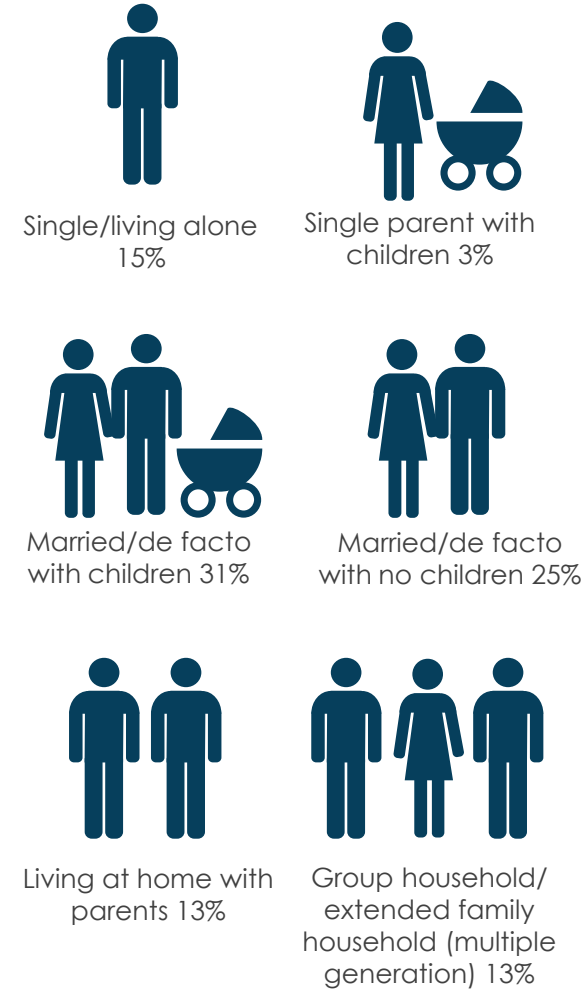
Do you or anyone in your household identify as having a disability?



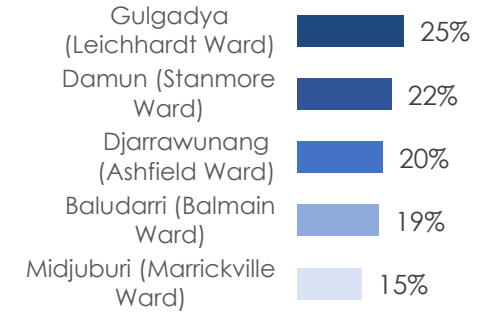
Time lived in the area



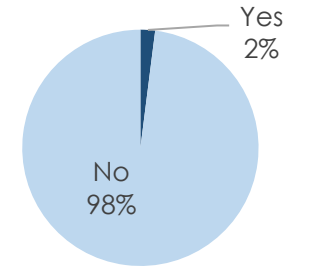
Household type



Ward



Do you identify as Aboriginal or Torres Strait Islander?



Type of dwelling

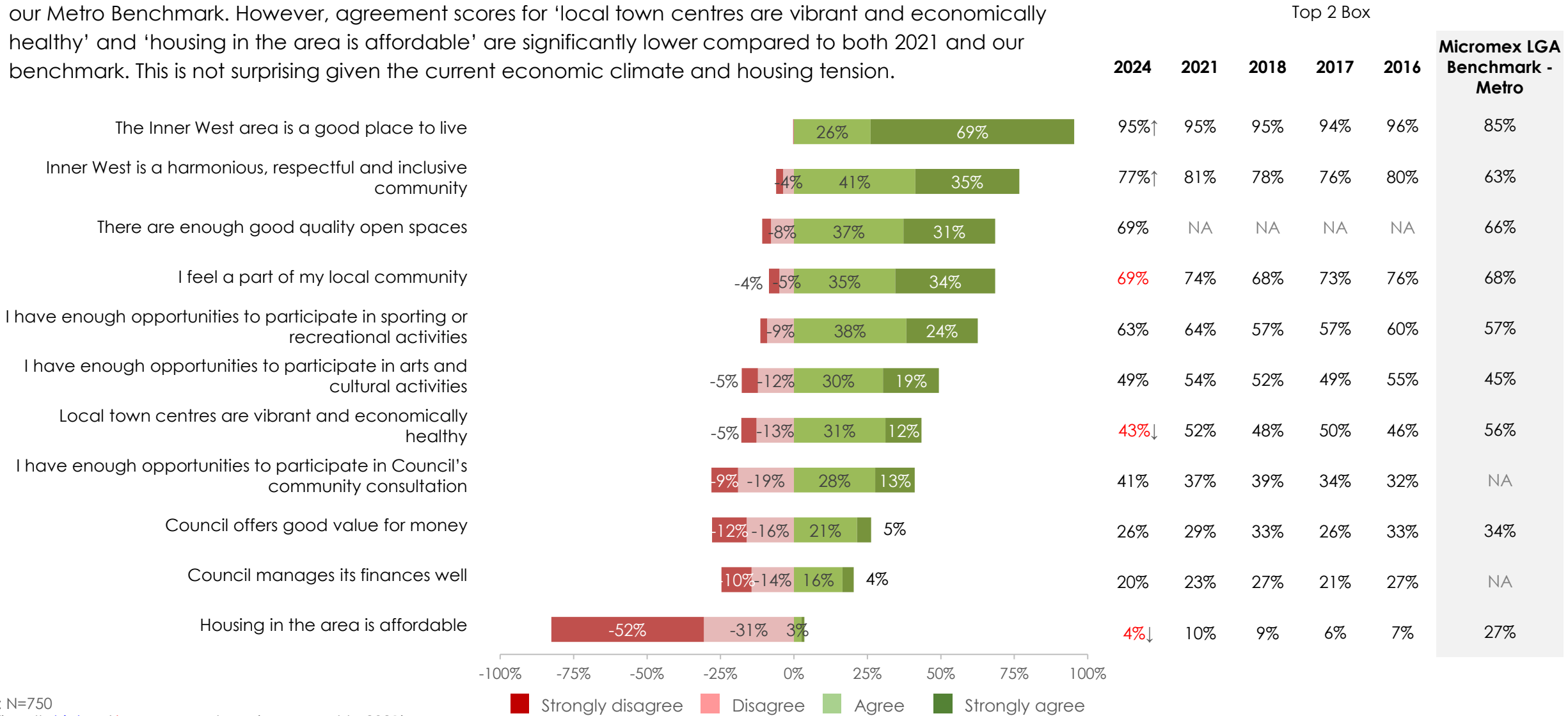
A house with your own bins (including semi, terrace, etc)	75%
An apartment or multi-occupancy dwelling with shared bins or bin bay	25%



Living in the Inner West

Agreement with Statements Regarding Living in the Inner West

95% of residents agree that the Inner West area is a good place to live, which is significantly higher than our Metro Benchmark. However, agreement scores for 'local town centres are vibrant and economically healthy' and 'housing in the area is affordable' are significantly lower compared to both 2021 and our benchmark. This is not surprising given the current economic climate and housing tension.



Base: N=750
Significantly higher / lower percentage (compared to 2021)

Note: Data labels of <3% have not been shown above
Q8a. How strongly do you agree or disagree with the following statements?

Note: Benchmark differences are based on assumed variants of +/- 10%, with variants beyond +/- 10% more likely to be significant
↑/↓ = positive/negative difference equal to/greater than 10% from Benchmark.

Unique Characteristics of the Inner West LGA

When asked what makes the Inner West special or unique, nearly a half (43%) stated diversity and multiculturalism. Other frequent mentions include community spirit and inclusiveness, and the proximity to city/ work/ services.

43%



Diversity/multiculturalism

"The diversity of different backgrounds"

"The diversity between the different suburbs, each individual area has a different culture"

"The diversity and the range of lifestyle opportunities and communities that make up the Inner West"

"There is general respect for diversity in the area, and it has a history of multicultural interactions"

34%



Community spirit/inclusive

"Friendly and inclusive and nonjudgemental community"

"Community engagement through having to park on narrow streets, people tend to talk to each other as they get into their cars"

"Community has progressive people who are positive and want to see social progress"

"It's got a strong community of good people"

28%



Proximity to city/work/services

"Close proximity to cafes and restaurants"

"Close proximity to city while also maintaining a good community environment"

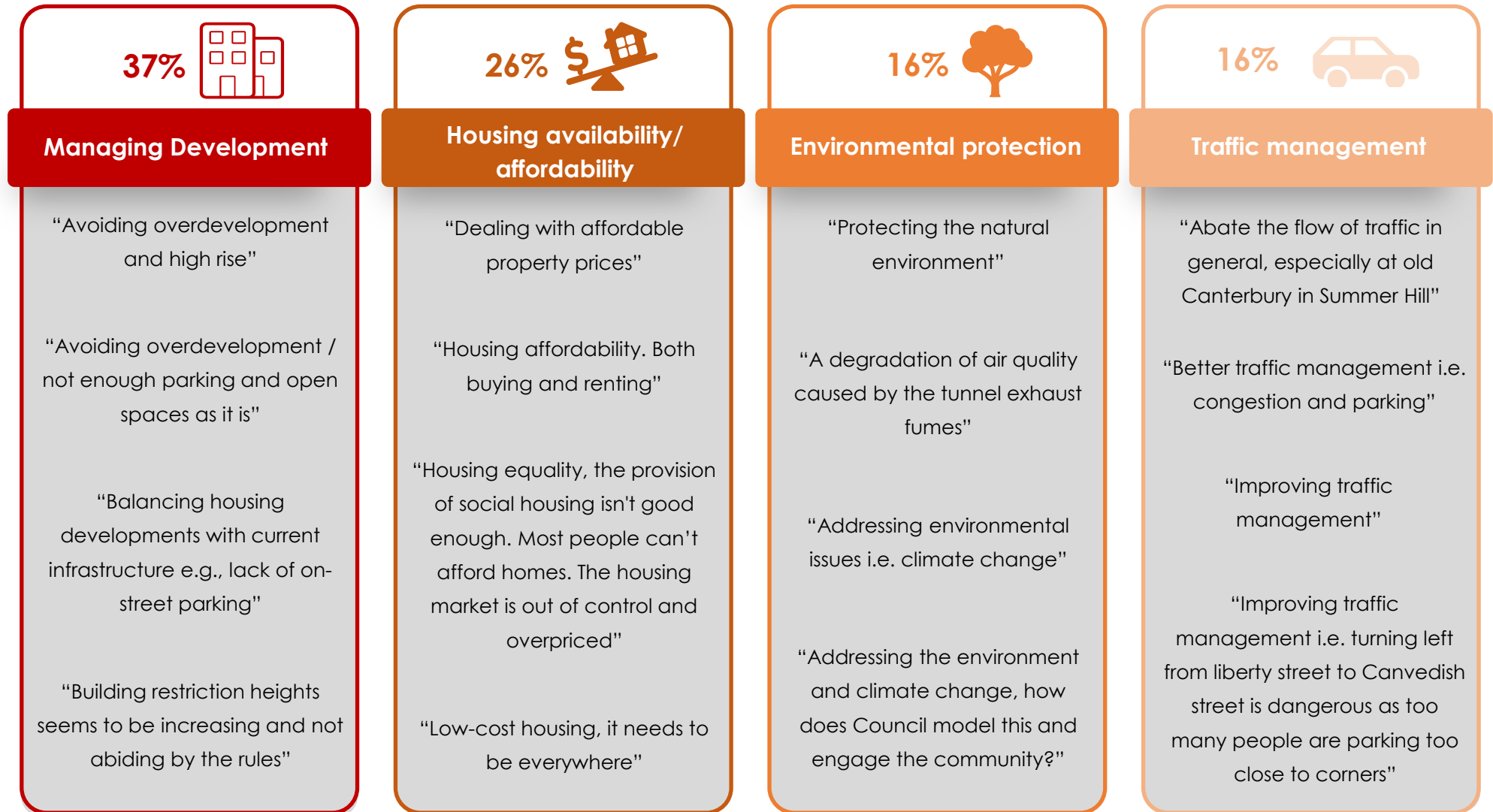
"Close to city and amenities: shopping, restaurants, cafes, movie theatres and parks"

"Convenient to amenities, transport, shopping centres etc."

Key Challenges Facing the Area in the Next 10 Years

When asked what are the key challenges facing the area over the next 10 years, 36% stated development (such as managing development, adequate planning and overdevelopment). Other frequently mentioned challenges include housing (affordability/ availability), environmental protection and traffic management.

The following slide shows the complete list of responses compared to 2021 results.



Key Challenges Facing the Area in the Next 10 Years

Although development has remained the largest challenge facing the area, there has been a significant increase in the proportion of residents stating that housing availability/affordability will be the highest priority issue for the next 10 years.

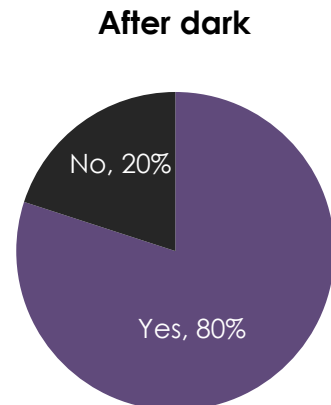
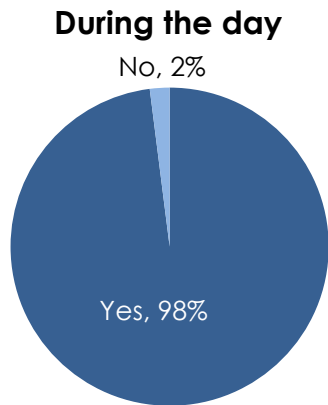
Key challenges	2024 (N=750)	2021 (N=1,002)	Key challenges	2024 (N=750)	2021 (N=1,002)
Managing development/adequate planning/overdevelopment	37%	38%	Beautifying the area	2%	<1%
Housing affordability/availability	26%	13%	Creating/maintaining sense of community	2%	3%
Environmental protection/managing pollution/climate change/maintaining and provision of green open spaces	16%	31%	Managing immigration	1%	0%
Traffic management/congestion	16%	27%	Support electronic vehicles	1%	1%
Managing overpopulation	13%	13%	Catering/preserving diversity in the area	1%	0%
Access to parking facilities	13%	13%	Recycling promotion/education/options	1%	4%
Council efficiency/good leadership and communication	11%	7%	Disruption of/management of WestConnex	1%	2%
Waste collection services/control	11%	6%	Affordable/more childcare	1%	2%
Improving road infrastructure/maintenance of roads	10%	7%	Amalgamation needs to be cancelled/area too big to manage alone	1%	2%
Availability of/access to/improving public transport	10%	15%	Noise pollution/plane disruption	1%	1%
Cost of living	7%	3%	More support for arts and culture	1%	3%
Safety concerns e.g. road safety, increasing crime levels	6%	6%	More/improved libraries	1%	1%
Support/access/consideration for vulnerable persons e.g. Elderly, disabled, homeless	6%	5%	Quality amenities/liveability	1%	1%
Flooding/natural disasters	5%	3%	Supporting hospitals/medical	<1%	<1%
Maintaining and providing cycleways/walkways	5%	6%	Youth programs/facilities	<1%	1%
Maintaining the character/heritage/culture of the area	5%	7%	Dealing with illegally dumped rubbish	<1%	1%
Supporting local businesses	4%	5%	Improved animal management	<1%	<1%
Providing adequate infrastructure to cater for the growing population	4%	6%	Employment opportunities	<1%	1%
Lack of schooling/education	4%	3%	Internet services	<1%	<1%
Tree management	3%	3%	Improve Council website	<1%	<1%
Maintenance of the area	3%	5%	Not enough space in the area	<1%	<1%
Maintain/provide sporting fields and facilities	2%	3%	Allowing more high-rise development	<1%	<1%
Access/maintenance of services and facilities	2%	<1%	Council fighting with/relying on State Government	<1%	1%
Community events/areas/facilities	2%	4%	Other	1%	1%
More/improved shopping facilities	2%	1%	Don't know/nothing	3%	3%

Sense of Safety in the Area

98% of residents stated that they feel safe alone in the Inner West LGA during the day, and 80% stated they feel safe after dark. These results have remained stable since 2016. Males are significantly more likely to feel safe after dark than females, while those located in Ashfield are less likely to feel safe either during the day or after dark.

Yes %	Overall	Male	Female	18-24	25-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
During the day	98%	98%	98%	100%	98%	98%	99%	97%	98%	97%
After dark	80%	92%	69%	100%	77%	78%	77%	81%	82%	73%
Base	750	363	387	70	174	218	161	127	588	162

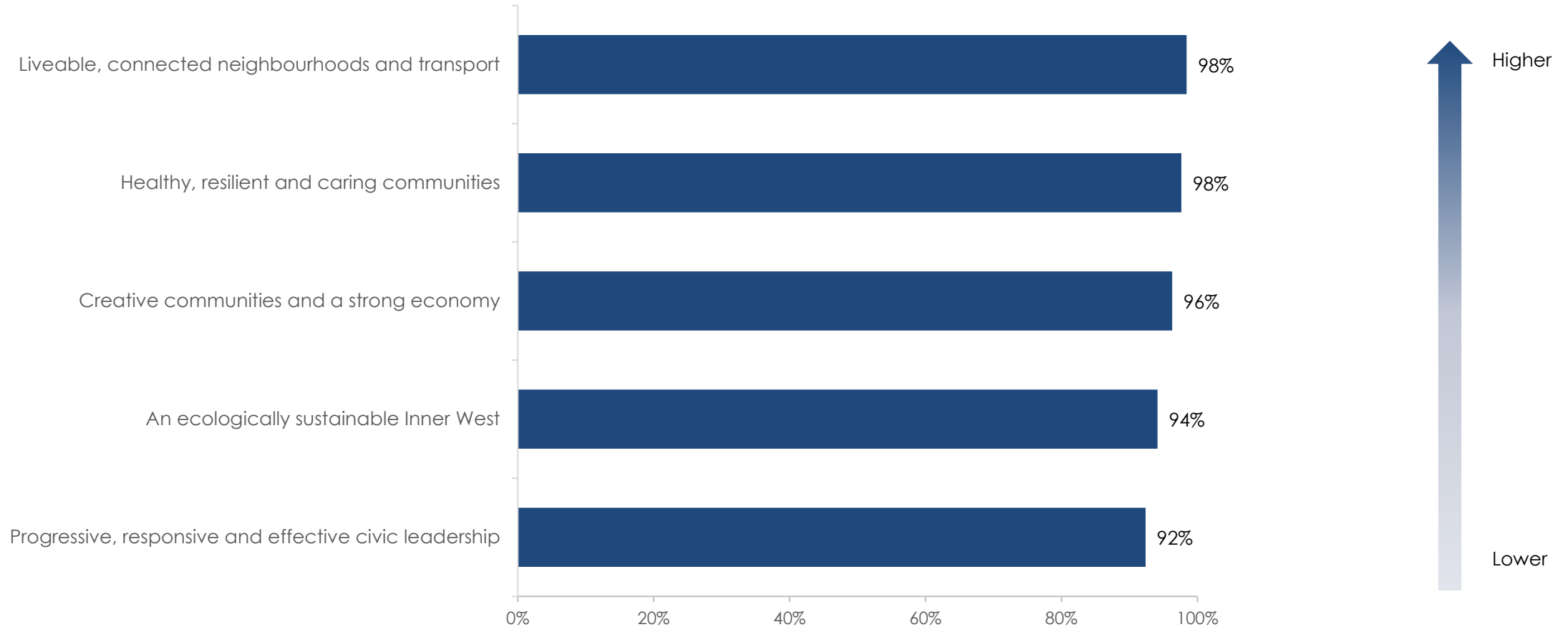
Yes %	Ward					Time lived in the area		
	Ashfield	Leichhardt	Balmain	Stanmore	Marrickville	Up to 5 years	6-10 years	More than 10 years
During the day	95%	99%	99%	100%	97%	98%	99%	98%
After dark	69%	86%	84%	82%	76%	82%	67%	82%
Base	148	185	141	163	112	58	91	601



Yes %	2024	2021	2018	2017	2016
During the day	98%	98%	98%	99%	99%
After dark	80%	77%	79%	83%	81%
Base	750	1002	1002	1002	1008

Community Strategic Plan

All of the five statements regarding the community strategic plan received a very high level of agreement (above 90% of residents agree), with the highest for 'liveable, connected neighbourhood and transport' and 'healthy, resilient and caring communities'. This indicates that each statement is in line with residents' interests, and all of them need to be promoted in the next 10 years.

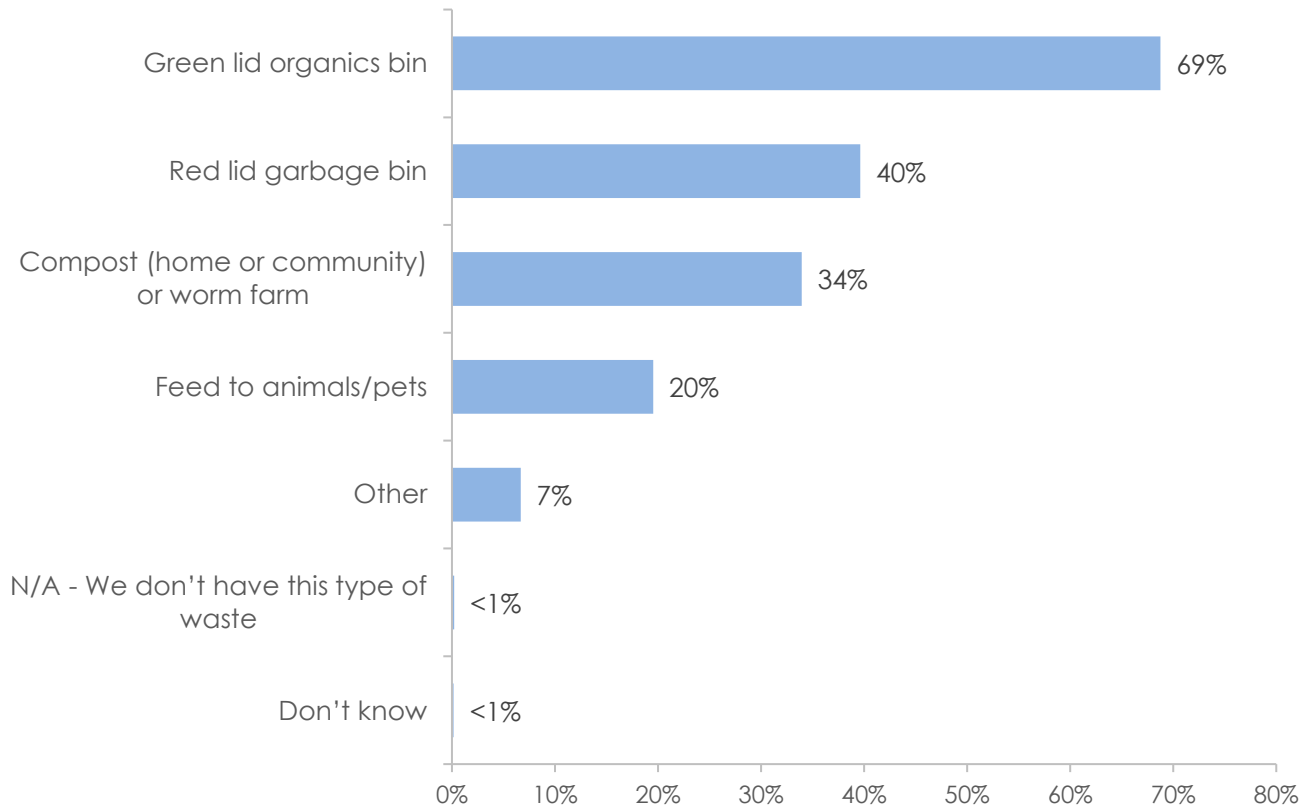




Food Waste Collection

Disposal Methods

69% of residents dispose of food scraps using their green lid organic bins, making it the most common method for Inner West residents. By type of dwelling, those living in houses with their own bins are significantly more likely to use green lid organic bins and compost/worm farm to dispose of food scraps, while those living in apartments/multi-occupancy with shared bins/bin bay are more likely to use red lid garbage bins.



Q11. Which of the following types of dwelling do you live in?	
A house with your own bins (including semi, terrace, etc)	An apartment or multi-occupancy dwelling with shared bins or bin bay
79%	40%
31%	64%
38%	23%
21%	14%
4%	14%
0%	1%
0%	1%
N=559	N=191

Base: N=750

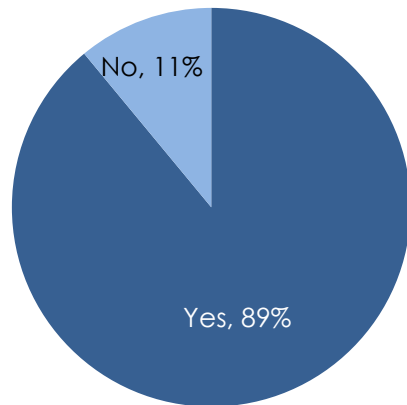
Q12. How do you, or members of your household, usually dispose of food scraps?

Please see Appendix 1 for results by the other demographics and 'other' specified. Significantly higher / lower percentage (by group)

Awareness of the Food and Organic Waste Recycling Service

89% of residents are aware of the food and organic waste recycling service.

Females are more likely to be aware, compared to males. Those living in Ashfield are less likely to be aware.



Base: N=750

	Overall 2024	Male	Female	18-24	25-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Yes %	89%	86%	92%	95%	85%	88%	91%	91%	90%	85%
Base	750	363	387	70	174	218	161	127	588	162

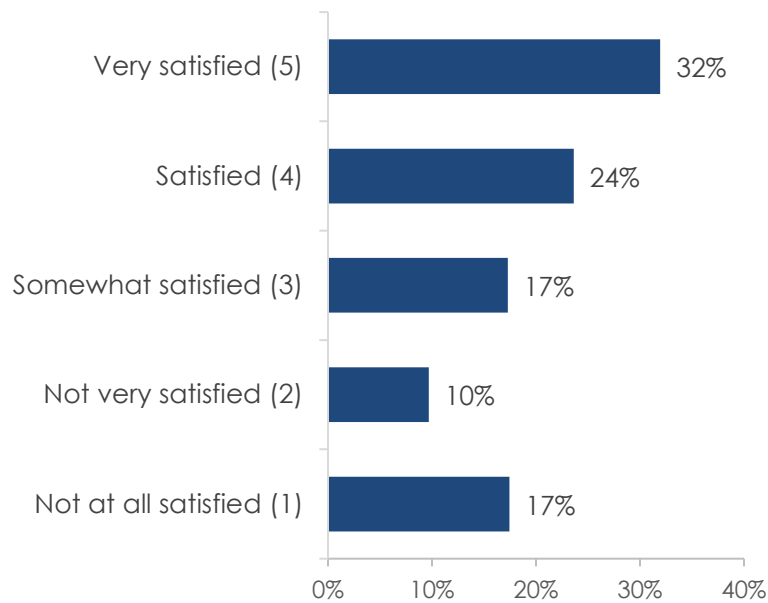
	Ward					Time lived in the area		
	Ashfield	Leichhardt	Balmain	Stanmore	Marrickville	Up to 5 years	6-10 years	More than 10 years
Yes %	77%	92%	94%	91%	92%	93%	85%	89%
Base	148	185	141	163	112	58	91	601

	Q11. Which of the following types of dwelling do you live in?	
	A house with your own bins (including semi, terrace, etc)	An apartment or multi-occupancy dwelling with shared bins or bin bay
Yes %	91%	85%
Base	559	191

Satisfaction with the FOGO Service

73% of residents are at least somewhat satisfied with the FOGO service, with 32% being very satisfied. Those who are aware of FOGO service are significantly more likely to be satisfied.

Ratepayers are significantly more likely to be satisfied with the FOGO service.



	Overall 2024	Male	Female	18-24	25-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Top 3 box	73%	71%	75%	80%	74%	69%	72%	76%	74%	68%
Mean rating	3.43	3.31	3.55	3.66	3.37	3.26	3.42	3.69	3.50	3.18
Base	748	363	385	70	174	217	161	127	586	162

	Ward					Time lived in the area		
	Ashfield	Leichhardt	Balmain	Stanmore	Marrickville	Up to 5 years	6-10 years	More than 10 years
Top 3 box	67%	77%	74%	74%	71%	66%	72%	74%
Mean rating	3.22	3.60	3.42	3.46	3.39	3.12	3.41	3.46
Base	147	185	141	163	112	58	91	599

	Q13. Were you aware that Council introduced a Food and Organic Waste Recycling service in October 2023?	
	Yes	No
Top 3 box	75%	55%
Mean rating	3.53	2.60
Base	667	82

	Q11. Which of the following types of dwelling do you live in?	
	A house with your own bins (including semi, terrace, etc)	An apartment or multi-occupancy dwelling with shared bins or bin bay
Top 3 box	74%	69%
Mean rating	3.50	3.23
Base	558	190

Base: N=748

Q14a. How satisfied are you with the FOGO service now?

Significantly higher / lower percentage (by group)

Reasons for the Levels of Satisfaction

56% of residents were very satisfied or satisfied with the FOGO service, 'service is a good idea/positive', 'good for environment/farmers' and 'service works well' were the top reasons for being satisfied with the FOGO service. 27% of residents were not satisfied with the FOGO service, with the top-mentioned reasons surrounding 'smell/messy/unclean', 'bin service is interrupted now' and 'insect/pest issues'.

Satisfied/Very satisfied (56%)	Total %
Service is a good idea/positive	18%
Positive benefits for the environment/farmer e.g. reducing landfill	18%
Service works well e.g. collected on time, no issues	16%
Easy to use/simple	7%
Bin service is interrupted now e.g., not collected on time/not frequent collection	4%
The move to weekly pickups was good	3%

Somewhat satisfied (17%)	Total %
Bin service is interrupted now	4%
Not aware of the service/haven't used it	4%
Issues with bags (e.g., no bags, broken bags)	4%
Smells bad/messy	3%
Needed better communication from Council	2%
Need more information on how to use the service	2%

Not at all satisfied/not very satisfied (27%)	Total %
Smells/messy/unclean	8%
Bin service is interrupted now	6%
Insect/pest issues	4%
Not aware	4%
Service isn't effective/poor	3%
Don't have access to the service	3%
Too much effort/too hard	3%

Base: N=748

Q14a. How satisfied are you with the FOGO service now?

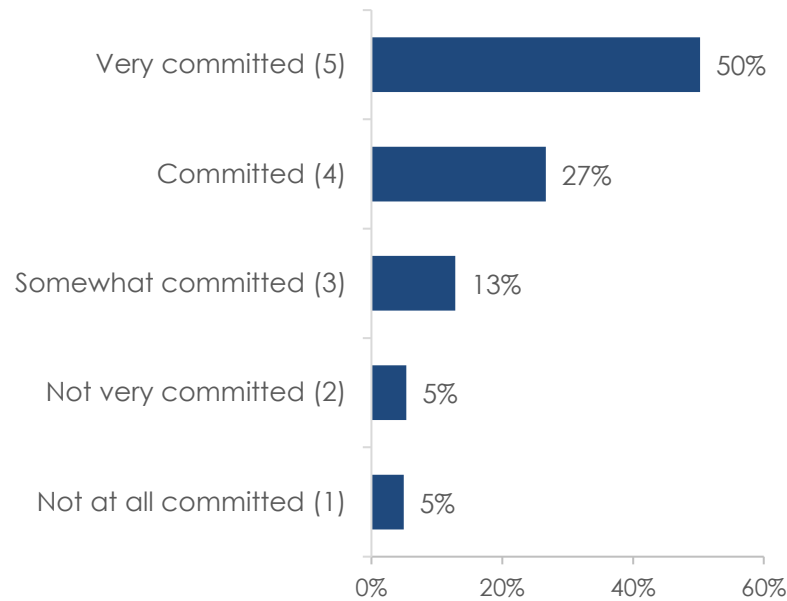
Q14b. What is your main reason for giving that rating?

Please see Appendix 1 for complete lists

Commitment to Food Recycling

90% of residents stated that they are at least somewhat committed to food recycling.

Females, older residents and those living in houses with their own bins are significantly more likely to be committed to food recycling.



	Overall 2024	Male	Female	18-24	25-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Top 3 box	90%	86%	93%	76%	92%	88%	91%	96%	91%	86%
Mean rating	4.12	3.97	4.26	3.63	3.93	4.09	4.31	4.45	4.16	3.96
Base	749	363	386	70	174	218	161	127	587	162

	Ward					Time lived in the area		
	Ashfield	Leichhardt	Balmain	Stanmore	Marrickville	Less than 2 years	6-10 years	More than 10 years
Top 3 box	89%	89%	93%	86%	92%	71%	88%	92%
Mean rating	3.98	4.16	4.24	4.06	4.16	3.41	4.16	4.18
Base	147	185	141	163	112	58	91	600

	Q11. Which of the following types of dwelling do you live in?	
	A house with your own bins (including semi, terrace, etc)	An apartment or multi-occupancy dwelling with shared bins or bin bay
Top 3 box	92%	83%
Mean rating	4.23	3.79
Base	559	190

Base: N=749

Q15. How committed is your household to food recycling?

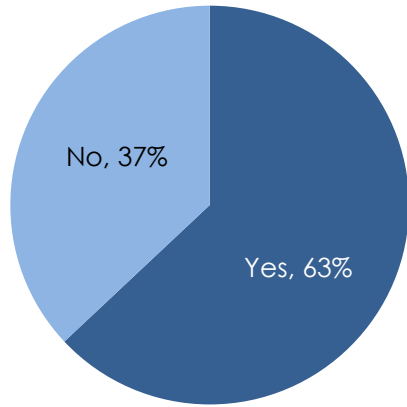
Significantly higher / lower percentage/rating (by group) 17



Contact and Communication

Contact with Council

63% of residents had contacted Inner West Council in the last year, which has significantly increased since 2021*. Females, mid-aged residents (35-64), ratepayers, and those living in Marrickville were significantly more likely to have contacted Council in the last year.



Base: N=750

	2024	2021	2018	2017	2016
Yes	63%	51%	51%	36%	37%
Base	750	1002	1003	1002	1008

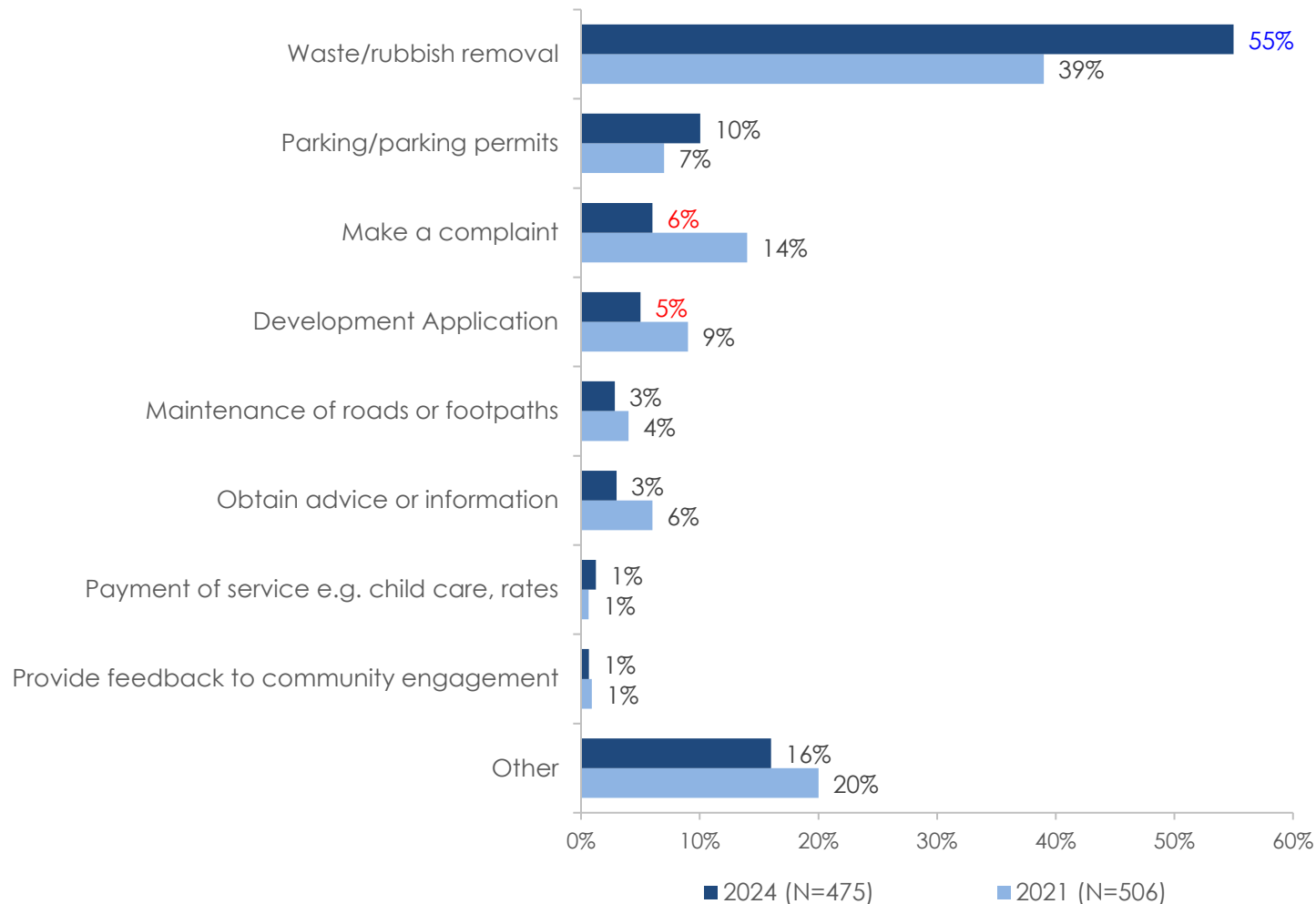
	Overall	Male	Female	18-24	25-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Yes %	63%	57%	69%	32%	48%	72%	77%	69%	67%	50%
Base	750	363	387	70	174	218	161	127	588	162

	Ward					Time lived in the area		
	Ashfield	Leichhardt	Balmain	Stanmore	Marrickville	Up to 5 years	6-10 years	More than 10 years
Yes %	57%	58%	65%	68%	73%	51%	62%	65%
Base	148	185	141	163	112	58	91	601

*Note: This significant change may be due to the wording change from 2021 (we specified 'apart from paying rates')

Nature of Enquiry

Waste/rubbish removal has remained the most common enquiry raised by residents, with 55% of residents stating that this is why they contacted Council. This result is also significantly higher than 2021. Noticeably, significantly fewer residents made complaints or enquired about development application.



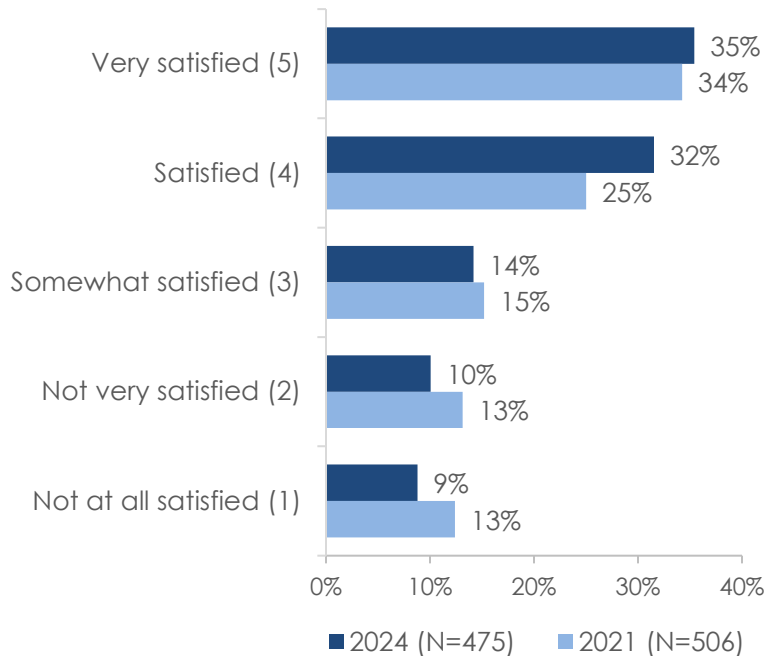
Other specified (2024)	N=475
Tree removal/management	4%
Made a suggestion/request	3%
General maintenance/graffiti removal	2%
Animal services	2%
Replacement/fixing/request of bins	2%
Reporting an issue	2%
Drainage/sewage	1%
Safety issues/ safety concerns	<1%
Fire regulation	<1%
Bookings e.g. booking public spaces/ facilities, access keys	<1%
Heritage listing submissions	<1%
Library related matters	<1%
Real estate matters	<1%
Rates	<1%

Note: Parking/parking permit was coded as 'other' in 2021, so the figures for 'other' and 'parking' for 2021 have been rectified Q2c. What was the nature of your enquiry?

Satisfaction with Contact

81% of residents who had contacted with Council were at least somewhat satisfied with the way their contact was handled. This result is significantly higher compared to 2021 and also slightly higher than our benchmark.

Non-ratepayers and those living in Stanmore were significantly more likely to be satisfied.

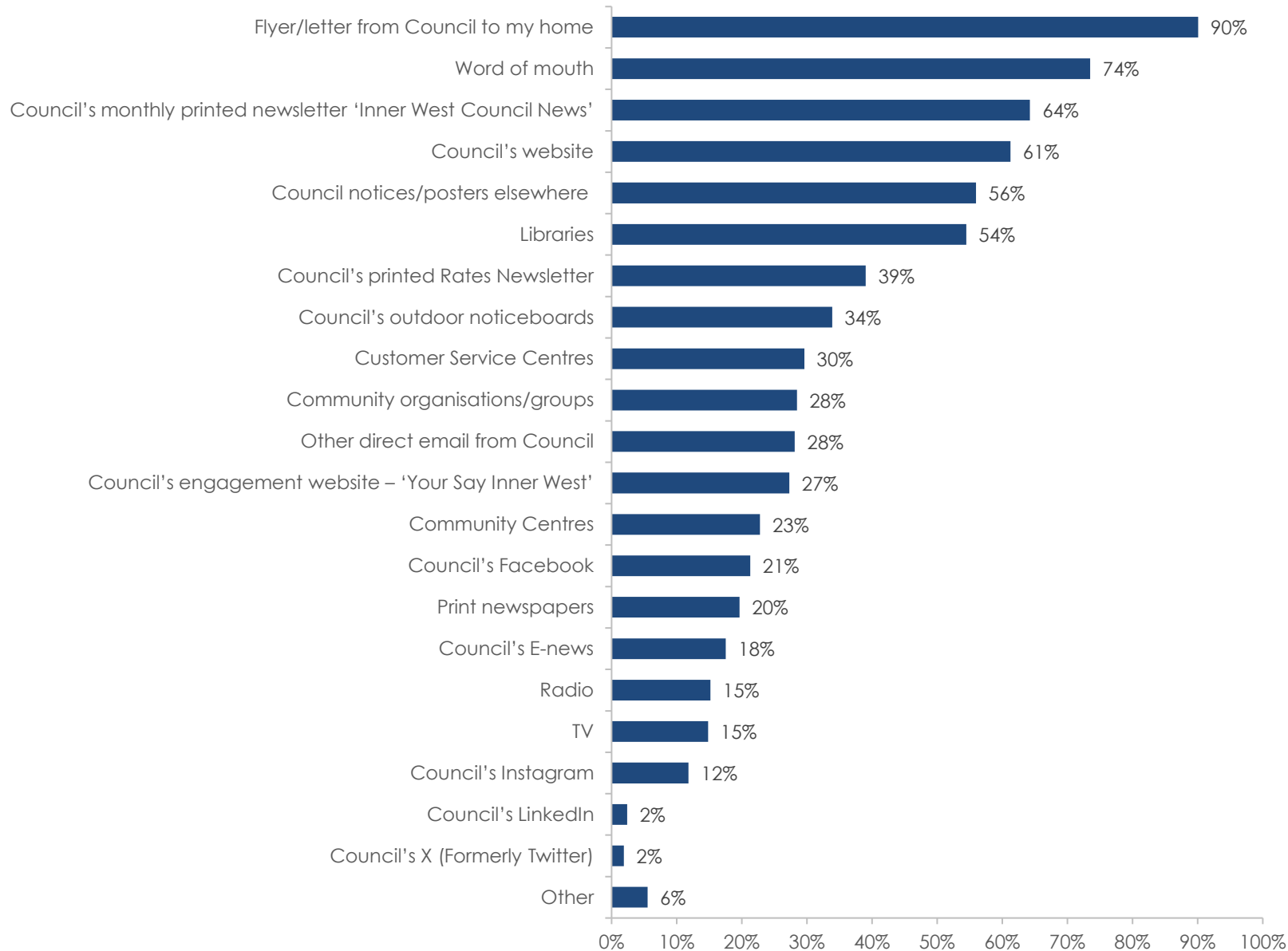


	Overall 2024	Male	Female	18-24	25-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Top 3 box	81%	78%	83%	100%	80%	77%	84%	81%	79%	91%
Mean rating	3.75	3.68	3.80	3.85	3.80	3.60	3.78	3.87	3.70	3.98
Base	475	207	269	22	84	157	124	88	394	81

	Ward					Time lived in the area		
	Ashfield	Leichhardt	Balmain	Stanmore	Marrickville	Up to 5 years	6-10 years	More than 10 years
Top 3 box	86%	78%	80%	88%	73%	70%	85%	81%
Mean rating	3.92	3.65	3.69	3.96	3.47	3.29	3.75	3.78
Base	85	107	91	111	81	29	57	390

	Inner West Council 2024	Inner West Council 2021	Inner West Council 2018	Inner West Council 2017	Inner West Council 2016	Micromex LGA Benchmark
Top 3 box	81%	74%	78%	80%	80%	78%
Mean rating	3.75	3.56	3.66	3.75	3.67	3.70
Base	475	506	513	363	369	30,272

Receiving Information About Council



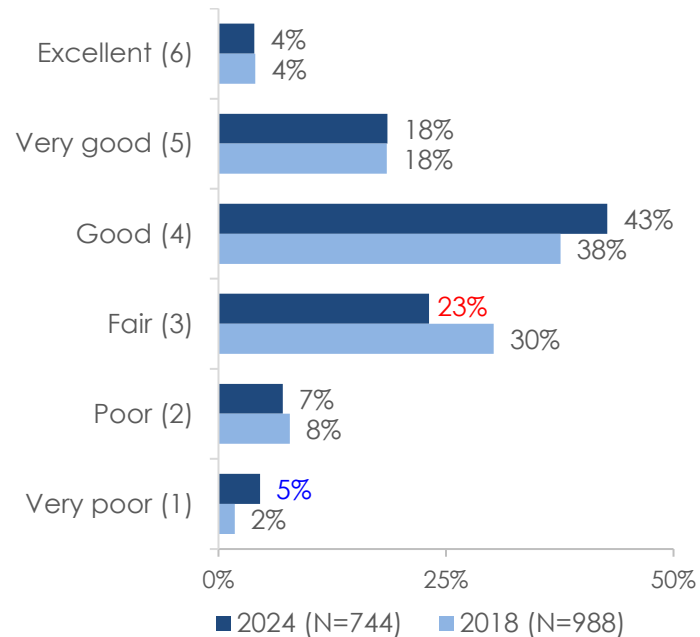
'Flyer/letter from Council to my home' is the most commonly used method for receiving information about Council, followed by word of mouth, Council's monthly printed newsletter 'Inner West Council News' and Council's website.

Other specified (2024)	Count
Facebook groups/pages	9
Other social media platforms	5
Public information sessions	4
Youtube	3
Phone call	3
Councillors	2
Schools	2
Snap send solve	2
Other direct email from individual Councillors (not council)	1
Through work	1
Text	1
Friends who work at/with Council	1
Don't know/nothing	4

Council's Community Engagement

65% of residents rated the Council's community engagement as 'good' to 'excellent', which has increased since 2021.

Similar to overall satisfaction, there is no significant difference across demographic groups.



	Overall 2024	Male	Female	18-24	25-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Top 3 box	65%	68%	63%	73%	65%	66%	63%	63%	65%	67%
Mean rating	3.75	3.78	3.73	3.68	3.66	3.85	3.75	3.76	3.75	3.78
Base	744	361	383	70	174	217	160	123	583	161

	Ward					Time lived in the area		
	Ashfield	Leichhardt	Balmain	Stanmore	Marrickville	Up to 5 years	6-10 years	More than 10 years
Top 3 box	60%	62%	67%	73%	63%	60%	67%	65%
Mean rating	3.65	3.72	3.78	3.88	3.74	3.56	3.86	3.76
Base	147	185	140	162	110	58	90	596

	2024	2021	2018	2017	2016
Top 3 box	65%	60%	61%	58%	58%
Mean rating	3.75	3.75	3.72	3.61	3.52
Base	744	988	995	994	1000

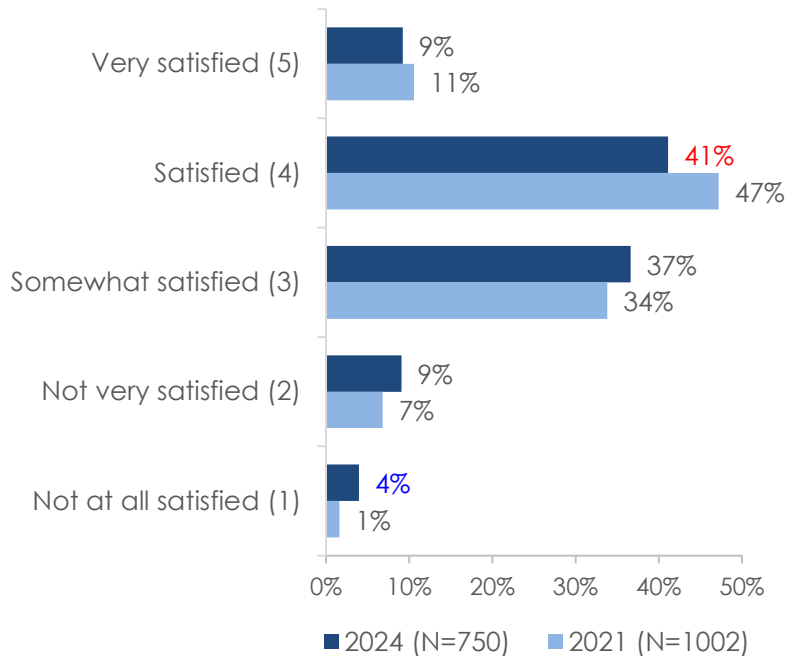


Community Priorities & Council Performance

Overall Satisfaction with the Performance of Council

87% of residents are at least somewhat satisfied with the performance of Council, which has softened since 2021.

No significant differences are shown across demographic groups.



	Overall 2024	Male	Female	18-24	25-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Top 3 box	87%	86%	88%	90%	91%	84%	85%	88%	87%	86%
Mean rating	3.43	3.45	3.40	3.49	3.38	3.45	3.40	3.45	3.40	3.50
Base	750	363	387	70	174	218	161	127	588	162

	Ward					Time lived in the area		
	Ashfield	Leichhardt	Balmain	Stanmore	Marrickville	Up to 5 years	6-10 years	More than 10 years
Top 3 box	87%	88%	84%	91%	82%	85%	90%	87%
Mean rating	3.49	3.47	3.35	3.45	3.34	3.50	3.42	3.42
Base	148	185	141	163	112	58	91	601

	Inner West Council 2024	Inner West Council 2021	Inner West Council 2018	Inner West Council 2017	Inner West Council 2016	Micromex LGA Benchmark - Metro
Top 3 box	87%	92%	91%	90%	85%	89%
Mean rating	3.43↓	3.58	3.58	3.49	3.42	3.57
Base	750	1002	1003	1002	1008	53,857

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?

Significantly higher / lower percentage/rating (compared to 2021)
 ↑↓ = A significantly higher/lower percentage (compared to the Benchmark) 26

Importance & Satisfaction – Highest/Lowest Rated Services/Facilities

The analysis below identifies the highest and lowest rated services/facilities in terms of importance and satisfaction.

Importance

The following services/facilities received the highest T2 box importance ratings:

Higher importance	T2 Box	Mean
Access to public transport	94%	4.71
Household garbage collection	94%	4.70
Safe public spaces	91%	4.59
Maintaining footpaths	89%	4.44
Maintaining local roads (excluding major routes)	88%	4.46

The following services/facilities received the lowest T2 box importance ratings:

Lower importance	T2 Box	Mean
Graffiti removal	42%	3.13
Community education programs e.g. English classes, author talks, cycling	52%	3.50
Cycleways	53%	3.37
Festival and events programs	53%	3.52
Council's childcare service and programs	56%	3.53

T2B = important/very important
Scale: 1 = not at all important, 5 = very important

Satisfaction

The following services/facilities received the highest T3 box satisfaction ratings:

Higher satisfaction	T3 Box	Mean
Library services	95%	4.14
Swimming pools and aquatic centres	95%	4.11
Maintenance of local parks, playgrounds and sporting fields	93%	3.77
Community centres and facilities	91%	3.67
Availability of sporting ovals, grounds and facilities	90%	3.82
Access to public transport	90%	3.80
Promoting pride in the community	90%	3.74
Community education programs	90%	3.42

The following services/facilities received the lowest T3 box satisfaction ratings:

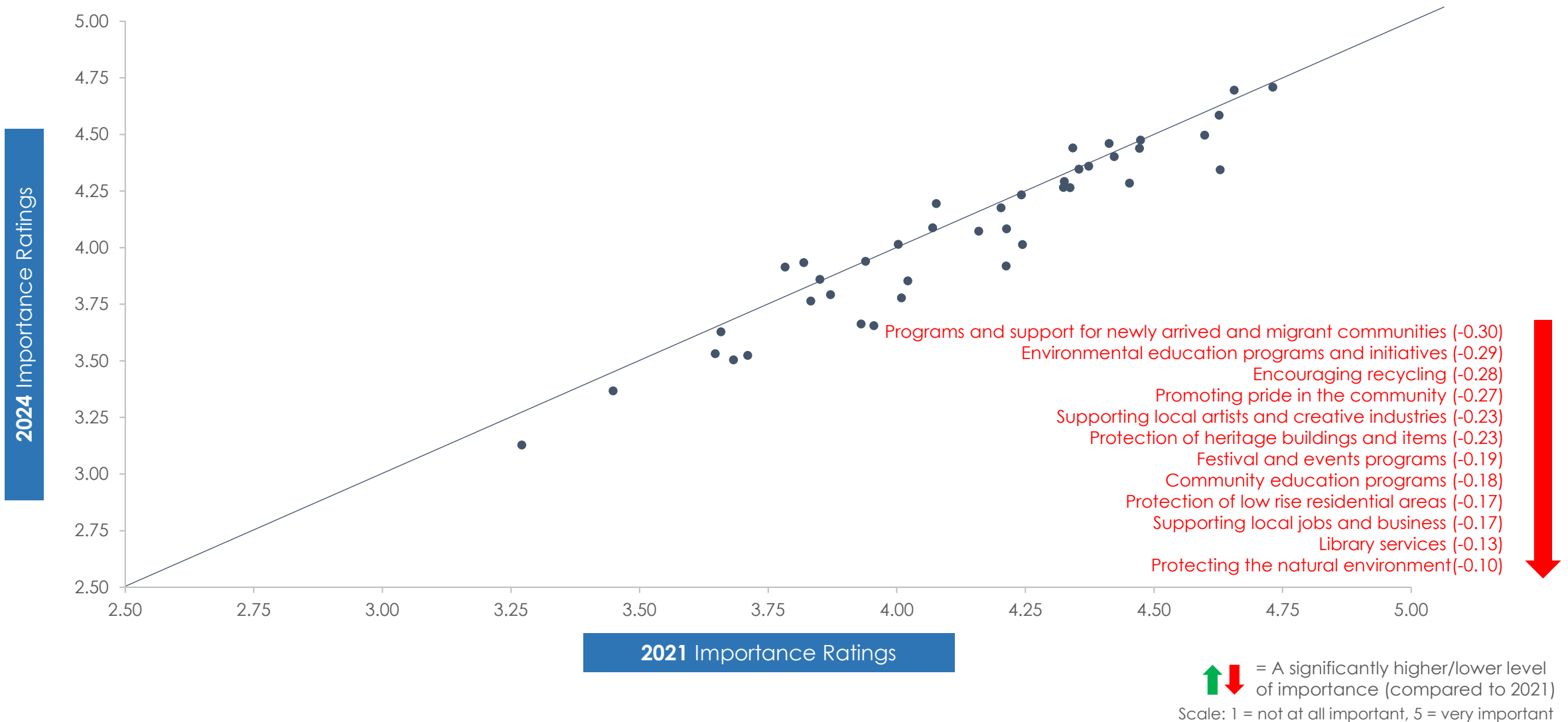
Lower satisfaction	T3 Box	Mean
Management of parking	57%	2.70
Community's ability to influence Council's decision making	64%	2.82
Managing development in the area	65%	2.83
Maintaining local roads (excluding major routes)	67%	2.91
Cycleways	68%	3.01

T3B = somewhat satisfied/satisfied/very satisfied
Scale: 1 = not at all satisfied, 5 = very satisfied

Services and Facilities – Importance: Comparison by Year

The below chart compares the mean importance ratings for 2024 vs 2021.

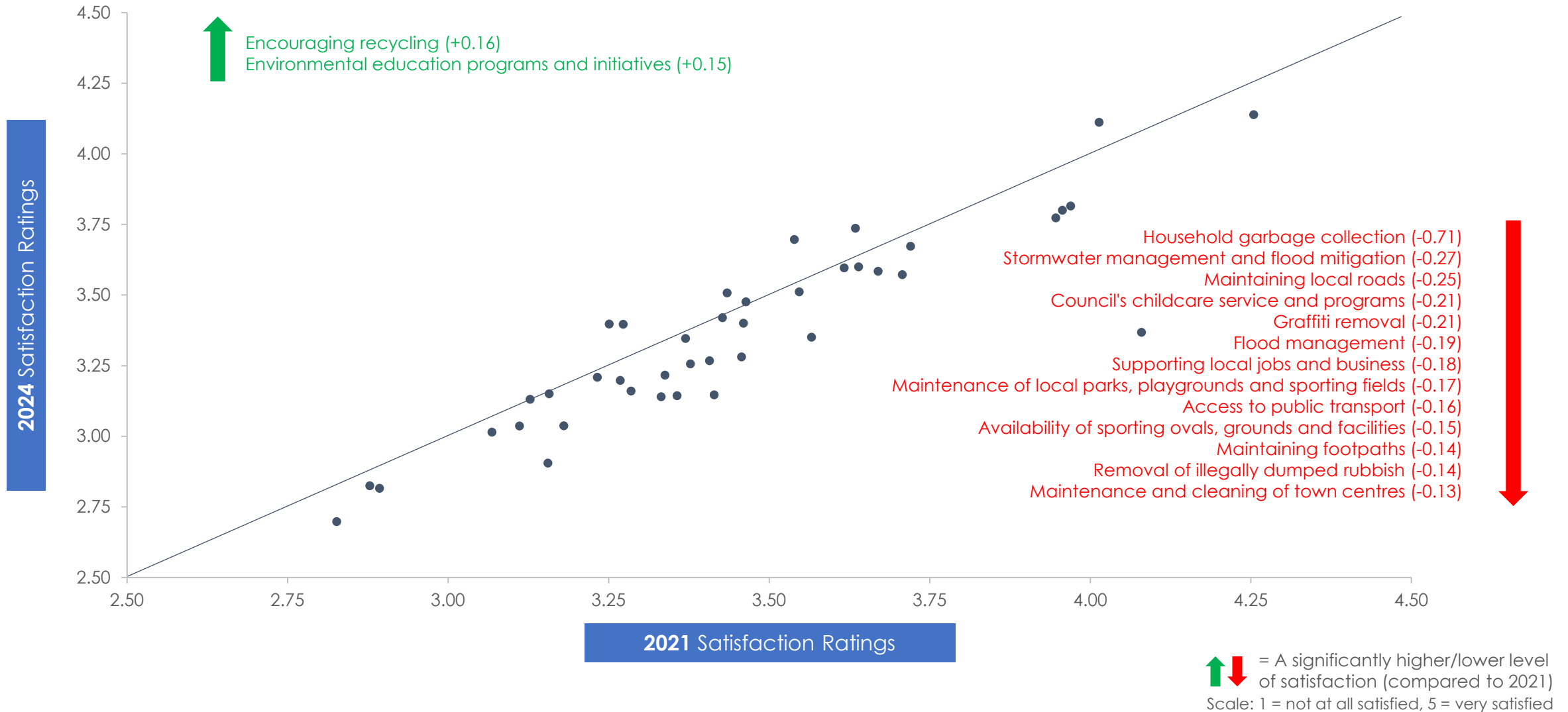
Importance significantly decreased for 12 of the 41 comparable services and facilities, while there were no significant increases in importance for any of these measures.



Services and Facilities – Satisfaction: Comparison by Year

The below chart compares the mean satisfaction ratings for 2024 vs 2021.

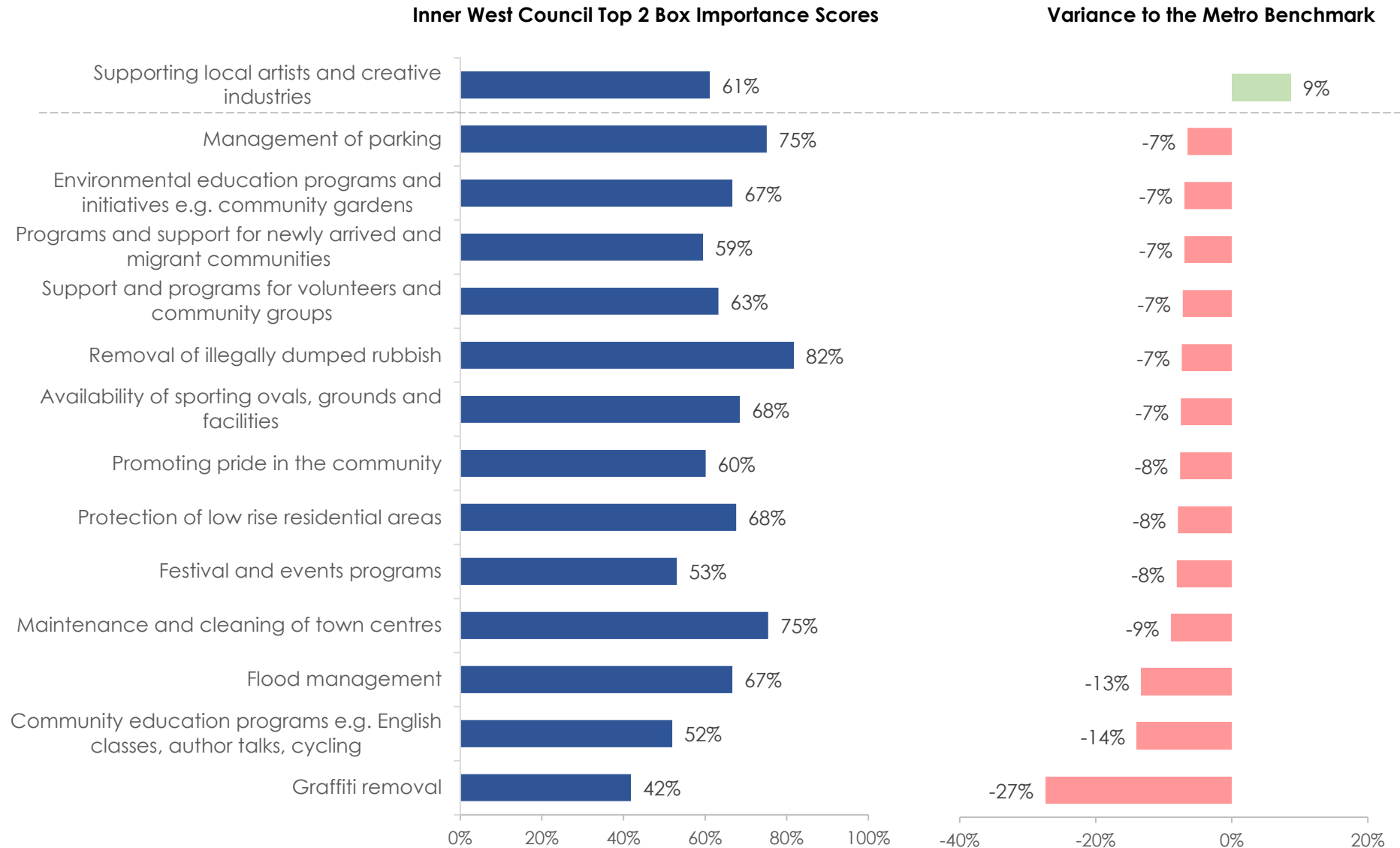
Satisfaction significantly increased for 2 of the 41 comparable services and facilities, there were also significant decreases in satisfaction for 13 of the 41 services and facilities.



Summary Importance Comparison to the Micromex Benchmark

The chart to the right shows the variance between Inner West Council top 2 box importance scores and the Micromex Benchmark.

Services/facilities shown in the chart highlight larger positive and negative gaps.

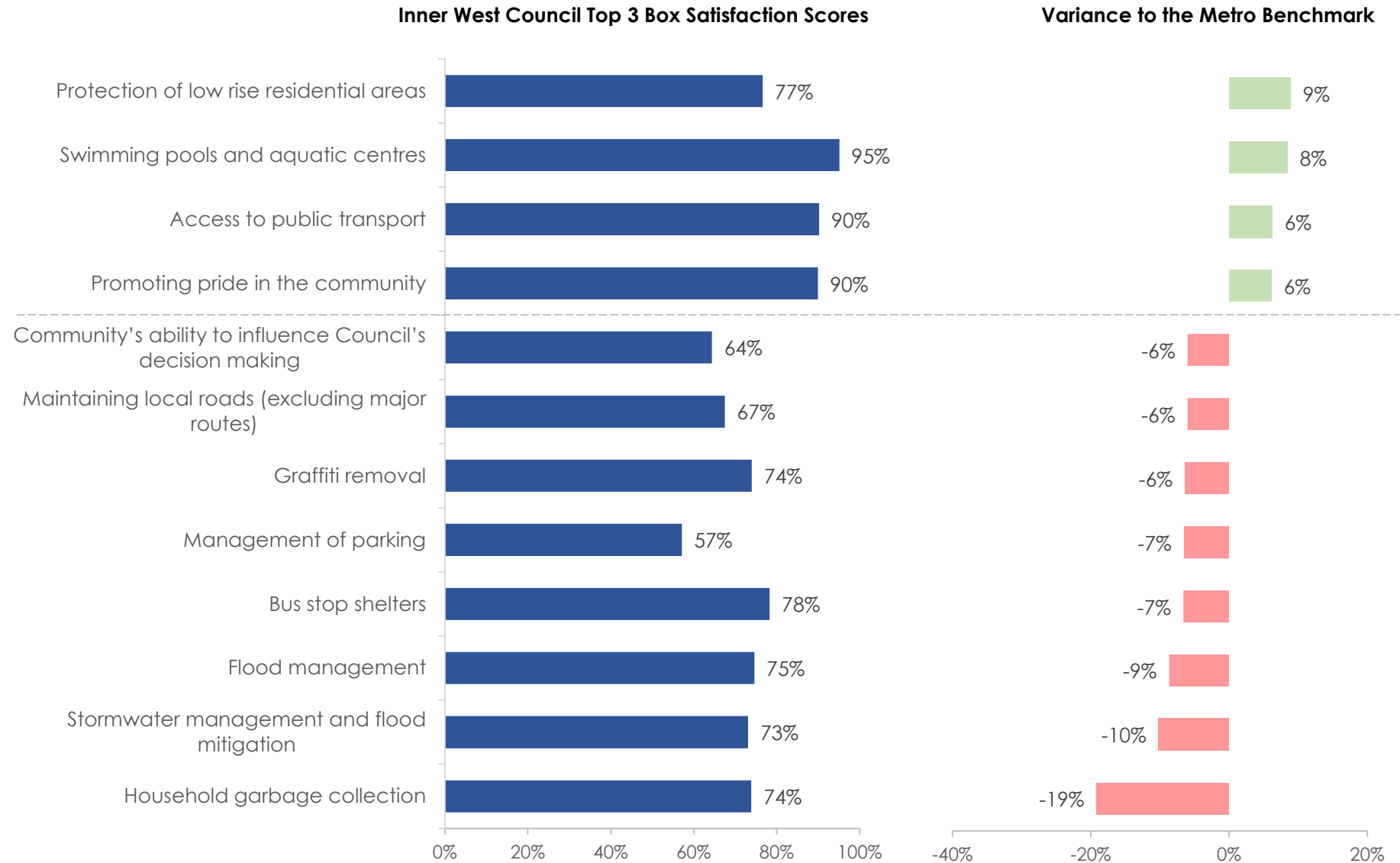


Note: Only services/facilities with a variance of +/- 6% to the Benchmark have been shown above. Please see Appendix 1 for detailed list
Top 2 box = important/very important

Summary Satisfaction Comparison to the Micromex Benchmark

The chart to the right shows the variance between Inner West Council top 3 box satisfaction scores and the Micromex Benchmark.

Services/facilities shown in the chart to the right highlight larger positive and negative gaps.



Note: Only services/facilities with a variance of +/- 6% to the Benchmark have been shown above. Please see Appendix 1 for detailed list
Top 3 box = at least somewhat satisfied

Performance Gap Analysis

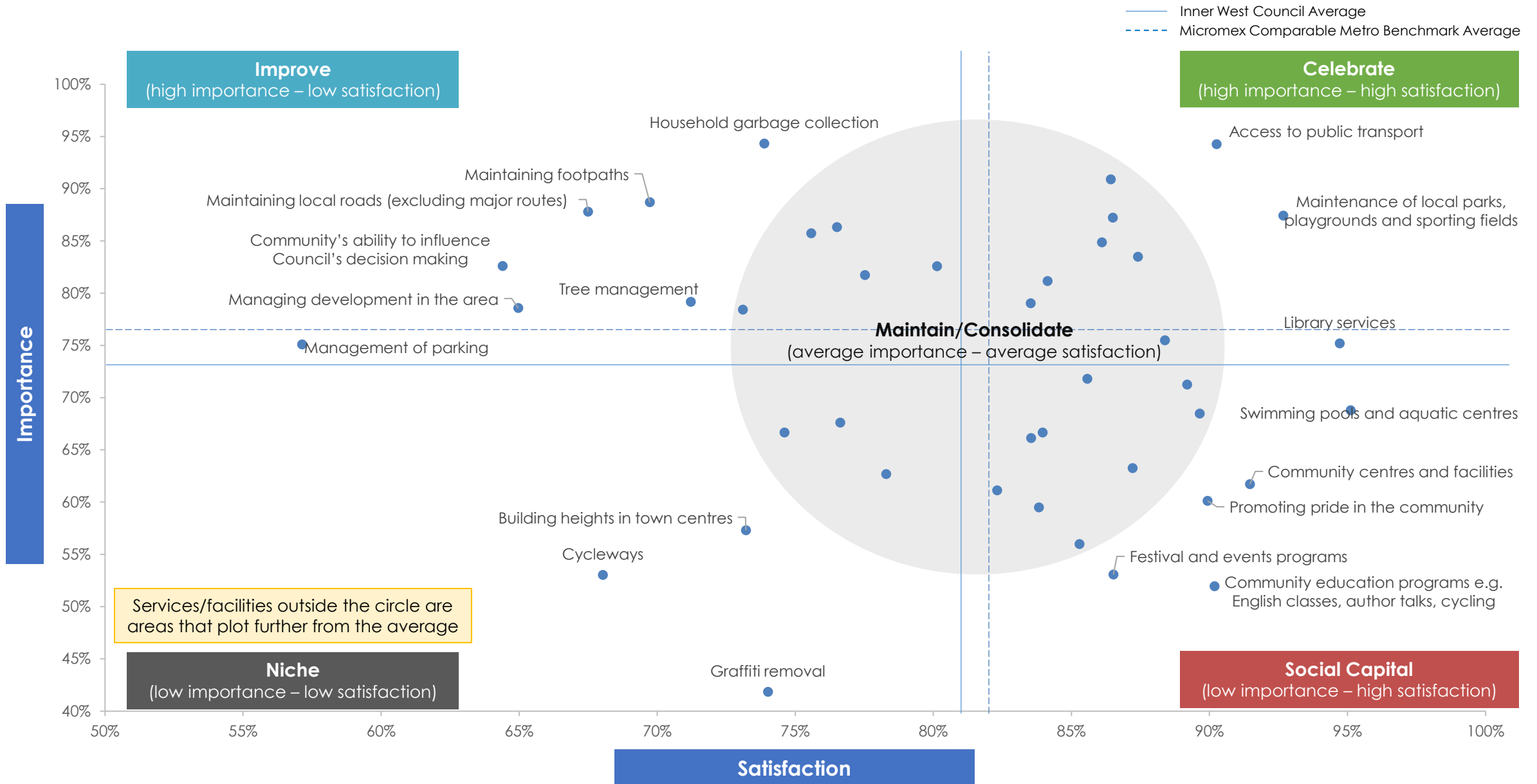
When we examine the largest performance gaps, we can identify that all of the services or facilities have been rated as high in importance, whilst resident satisfaction for all of these areas is between 57% and 77%. Local roads and household garbage collection received the highest performance gap (20%), whilst 6 out of the 8 listed measures belong to 'liveable, connected neighbourhoods and transport'.

Service Area	Service/Facility	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance – Satisfaction)
Liveable, connected neighbourhoods and transport	Maintaining local roads (excluding major routes)	88%	67%	21%
An ecologically sustainable Inner West	Household garbage collection	94%	74%	20%
Liveable, connected neighbourhoods and transport	Maintaining footpaths	89%	70%	19%
Progressive, responsive and effective civic leadership	Community's ability to influence Council's decision making	83%	64%	19%
Liveable, connected neighbourhoods and transport	Management of parking	75%	57%	18%
Liveable, connected neighbourhoods and transport	Managing development in the area	79%	65%	14%
Liveable, connected neighbourhoods and transport	Long term planning for Council area	86%	76%	10%
Liveable, connected neighbourhoods and transport	Traffic management and road safety	86%	77%	9%

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.

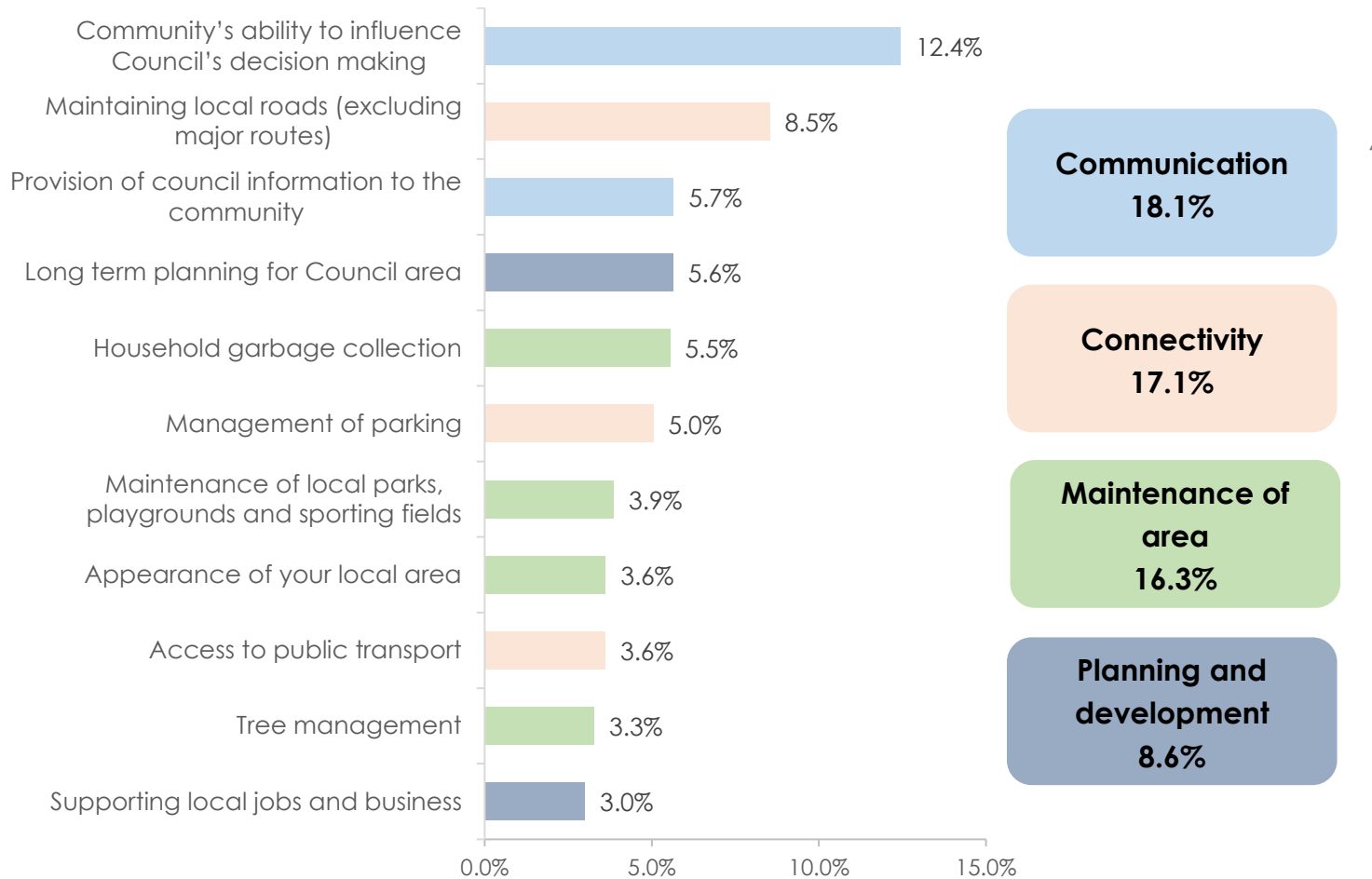
Quadrant Analysis – Mapping Priority Against Delivery

The chart below shows the satisfaction (T3B%) with service/facilities measures plotted against importance (T2B%).



Key Drivers of Overall Satisfaction with Council

The score assigned to each area is not a measure of satisfaction/dissatisfaction – rather, it indicates the percentage of influence each measure contributes to overall satisfaction with Council. All services/facilities are important – but if Council can increase satisfaction in these key driver areas, they will likely see an improvement in overall community satisfaction.



These top 11 services/facilities (so 26% of the 42 services/facilities) account for over 60% of the variation in overall satisfaction.

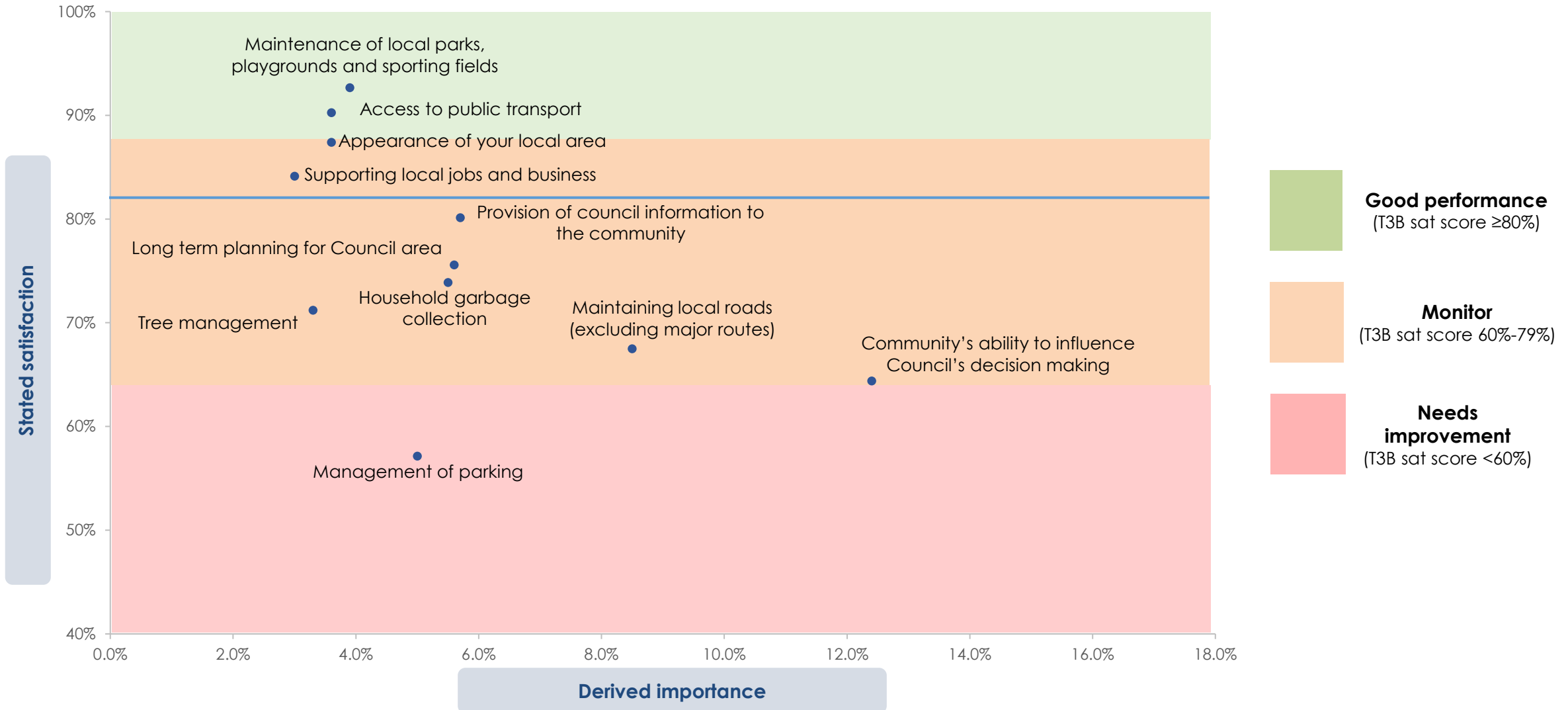
Investigating the measures separately, 'community's ability to influence Council's decision making' is the most vital driver of overall satisfaction, followed by maintaining local roads.

However, after summarising them into their thematical groups, communication between residents and Council is the most important driver category. Further, connectivity and maintenance of the area are also important drivers.

Barriers R² value = 0.44
 Optimisers R² value = 0.39

Mapping Stated Satisfaction and Derived Importance Identifies the Community Priority Areas

The below chart looks at the relationship between stated satisfaction (top 3 box) and derived importance (Regression result) to identify the level of contribution of each measure. Any services/facilities below the blue line (which is the average satisfaction score of all services/facilities) could potentially be targeted in future research to help elevate satisfaction levels in these areas, thereby uplifting the overall satisfaction.

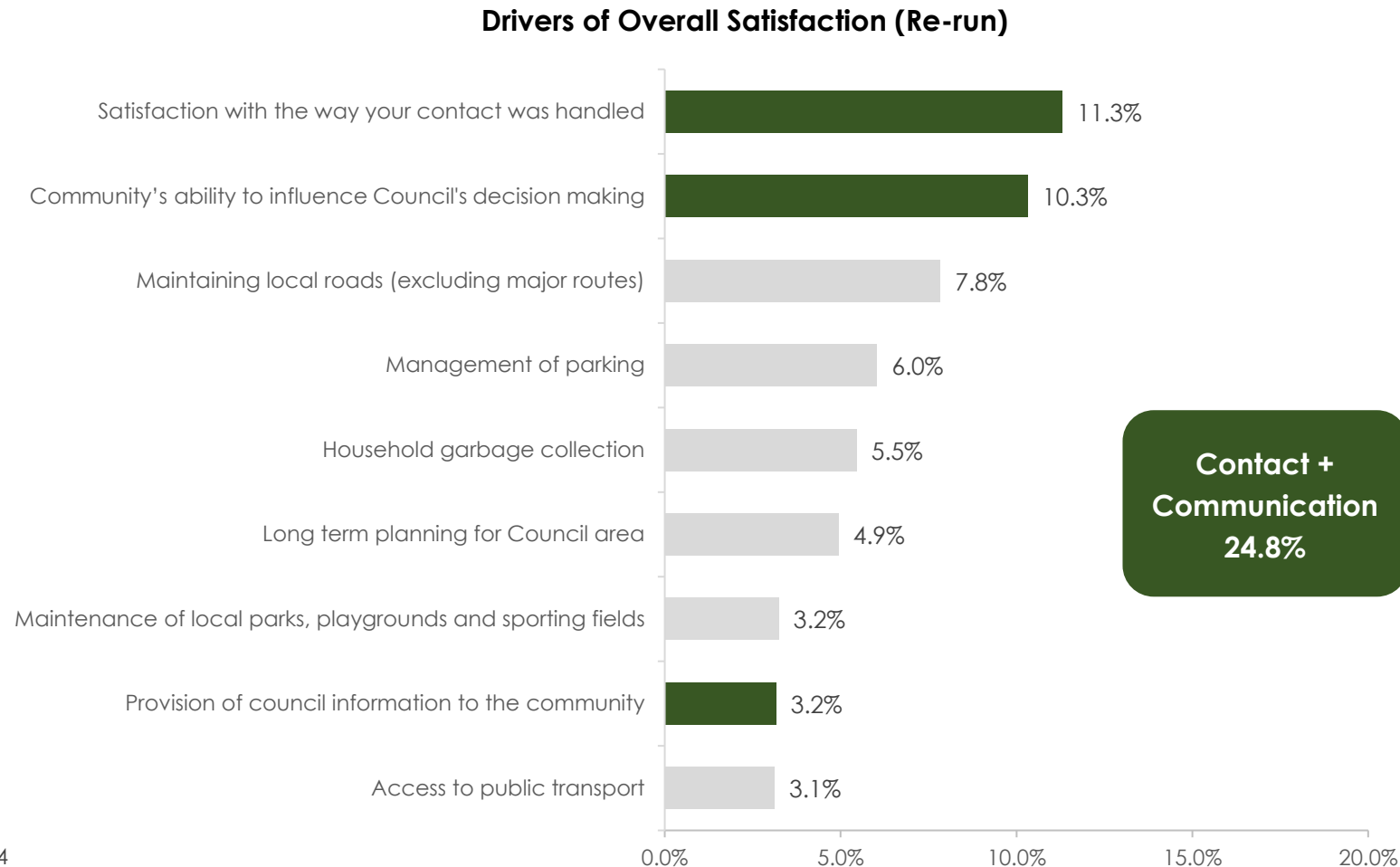


Note: Blue line represents the average top 3 box (at least somewhat satisfied) of all 42 measures

Key Drivers of Overall Satisfaction with Council – Expanded Model

The previous regression model is based on the 42 services/facilities tested (Q3). The results of this slide show an expanded model of the key drivers contributing to overall satisfaction with Council. This analysis includes an additional measures (model now totalling 43 measures) from Q2d:

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



Looking at our expanded regression result, satisfaction with contact and communication now account for almost 25% of the variation in overall satisfaction.

Barriers R² value = 0.44
Optimisers R² value = 0.41

Dependent Variable: 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?

Note: Please be aware that this is filtered to those who had contacted with Council in the L12M.

Summary Findings



Satisfaction Scorecard

25 out of 42 (nearly 60%) services and facilities listed in our survey have 'good performance' scores (over 80% being at least somewhat satisfied).

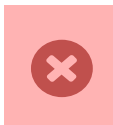
Only one measure has a relatively lower satisfaction score (below 60%).



Good performance
(T3B sat score ≥80%)



Monitor
(T3B sat score 60%-79%)






Needs improvement
(T3B sat score <60%)

An ecologically sustainable Inner West	Healthy, resilient and caring communities	Liveable, connected neighbourhoods and transport
Encouraging recycling	Availability of sporting ovals, grounds and facilities	Management of parking
Environmental education programs and initiatives e.g. community gardens	Maintenance of local parks, playgrounds and sporting fields	Cycleways
Flood management	Swimming pools and aquatic centres	Maintaining local roads (excluding major routes)
Household garbage collection	Community centres and facilities	Traffic management and road safety
Protecting the natural environment (e.g. bush care)	Provision of services for older residents	Bus stop shelters
Removal of illegally dumped rubbish	Support for people with a disability	Maintaining footpaths
Tree management	Community education programs e.g. English classes, author talks, cycling	Building heights in town centres
Progressive, responsive and effective civic leadership	Council's childcare service and programs	Managing development in the area
Community's ability to influence Council's decision making	Library services	Graffiti removal
Provision of council information to the community	Programs and support for newly arrived and migrant communities	Maintenance and cleaning of town centres
Support and programs for volunteers and community groups	Promoting pride in the community	Protection of low rise residential areas
	Youth programs and activities	Stormwater management and flood mitigation
	Creative communities and a strong economy	Long term planning for Council area
	Festival and events programs	Safe public spaces
	Supporting local artists and creative industries	Protection of heritage buildings and items
	Supporting local jobs and business	Access to public transport
		Appearance of your local area

Where are we now?



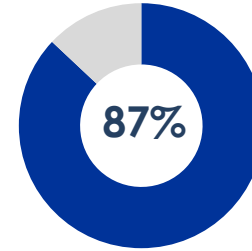
Unique Characteristics in the Inner West LGA:

- Diversity/multiculturalism 
- Community spirit/inclusive 
- Proximity to city/work/services 



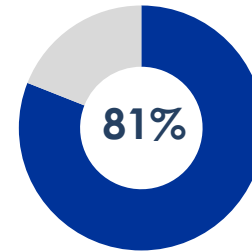
Key Challenges Facing the Area in the Next 10 Years:

- Managing Development 
- Housing availability/ affordability 
- Environmental protection 
- Traffic management 



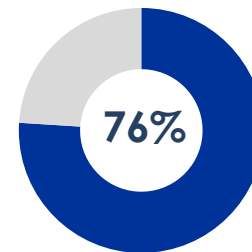
Overall satisfaction

Overall, 87% of residents are at least somewhat satisfied with the performance of Council over the last 12 months. (-5% from 2021)



Satisfaction with Contact with Council

81% of residents who had contacted with Council were at least somewhat satisfied with the way their contact was handled. (+7% from 2021)



Council's Integrity and Decision Making

76% of residents are at least somewhat satisfied with Council's integrity and decision making. (-4% from 2021)

Key Themes / Moving Forward

Based on the survey results, communication, planning and development, connectivity, and environmental management and initiatives are key areas of concern for Inner West residents. This and the next slide summarised these key themes:

Communication:

- **Engagement and consultation:**
 - Community's ability to influence Council's decision making is the top driver of overall satisfaction based on our original regression model.
 - While 41% agree they have enough opportunities to participate in Council's consultation, 28% of residents indicate that they disagree.
- **Customer service:** satisfaction with the way their contact was handled is the largest driver of overall satisfaction (for those who had contacted Council in the last 12 months). Noticeably, those living in Marrickville and ratepayers were significantly less likely to be satisfied with their contact.

To address this, Council could:

- Continue to promote and support multiple channels for residents to provide feedback and get involved in decision-making. Potentially conduct a follow up deep-dive to better understand the opportunities/barriers that residents experience/expect in this area.
- Explore the expectations of residents who had contacted Council regarding customer service

Planning and development:

- **Development management:** 37% of residents stated that managing development is a priority facing the Inner West LGA in the next 10 years.
- **Housing tension:** housing availability and affordability is also a top-of-mind issue, with 26% mentioning it.

To address this, Council could:

- While there is a limit to the degree that Council can shape the State Government's mandates, there is an opportunity to further explore the community's expectations around Councils in this space.

Connectivity:

- **Maintenance of roads:** maintaining local roads is the second largest driver of overall satisfaction based on our original regression model and has the largest performance gap.
- **Traffic management and parking:** 15% of residents mentioned traffic management as a key challenge facing the Inner West LGA in the next 10 years, with management of parking recording a relatively high performance gap. 10% of residents also stated that they contacted Council specifically for a parking related issue.

To address this, Council could:

- Communicate strategies with residents regarding roads, traffic management and parking issues. Inform residents about what has been achieved and collect feedback on areas that require improvement.

Key Themes / Moving Forward (Continue...)

Environmental management and initiatives:

- **Household garbage collection:** this measure has the largest performance gap among all 42 listed services/facilities, and 55% of those who contacted Council stated that waste/rubbish removal was the reason for contacting. Noticeably, a significant decrease in satisfaction with household garbage collection was observed this year (74% in 2024 cf. 92% in 2021).
- **Environmental protection:** 16% of residents mentioned environmental protection as a key challenge facing the Inner West LGA in the next 10 years.



The significant decrease in residents' satisfaction with household garbage collection is likely due to the bin service adjustment after the introduction of the FOGO service.

10% of residents mentioned that the bin service has been interrupted since the FOGO service was introduced, making this one of the most commonly mentioned reasons for dissatisfaction with the FOGO service.

To address this, Council could:

- Conduct further research to understand the expectations of residents regarding household garbage collection services from the Council, especially for those living in apartments or multi-occupancy dwellings with shared bins or bin bays (these residents are significantly less likely to be satisfied with the household garbage service compared to those living in houses with their own bins).
- Whilst Council should continue to support the FOGO service (given that 90% of residents stated they are at least somewhat committed to food recycling), efforts should be made to continue to provide a high-quality and timely bin service and consider issues raised by residents regarding insects/pests and the smell/mess/cleanliness of the service.





micromex
research

Telephone: (02) 4352 2388
Web: www.micromex.com.au
Email: stu@micromex.com.au