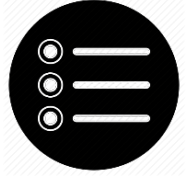


2018 Community Perception Survey

Prepared for:



Background and project design



Background

After undertaking an extensive evaluation of customer perception and satisfaction surveys undertaken by Council in 2017, Willoughby City Council was keen to produce new benchmarking results of residential customer satisfaction.

In addition to assessing satisfaction with the Council, and various areas of service provision, the survey was designed to capture feedback in relation to general liveability measures; the level of interaction with Council; and communication preferences.

A mixed mode approach was recommended in order to ensure that the end sample was representative of all residential customer segments.

Project Design

This Benchmark measure was quantitative in nature, and involved a series of n=723 mixed mode interviews amongst Willoughby City Council residents. Interviewing was carried out via telephone (CATI), online, and via street intercept interviews.

In order to ensure representativeness, quotas were set for age range, gender and NESB status.

The questionnaire was an average of 18 minutes in length.

All fieldwork analysis was undertaken in-house by Woolcott Research & Engagement between 5 and 25 March 2018.

Significance testing has been performed between the Total, and the sub-groups. A red circle  has been used to highlight results that are significantly lower than the Total, while a green circle  has been used to highlight results that are significantly higher.

Liveability



Satisfaction Measures

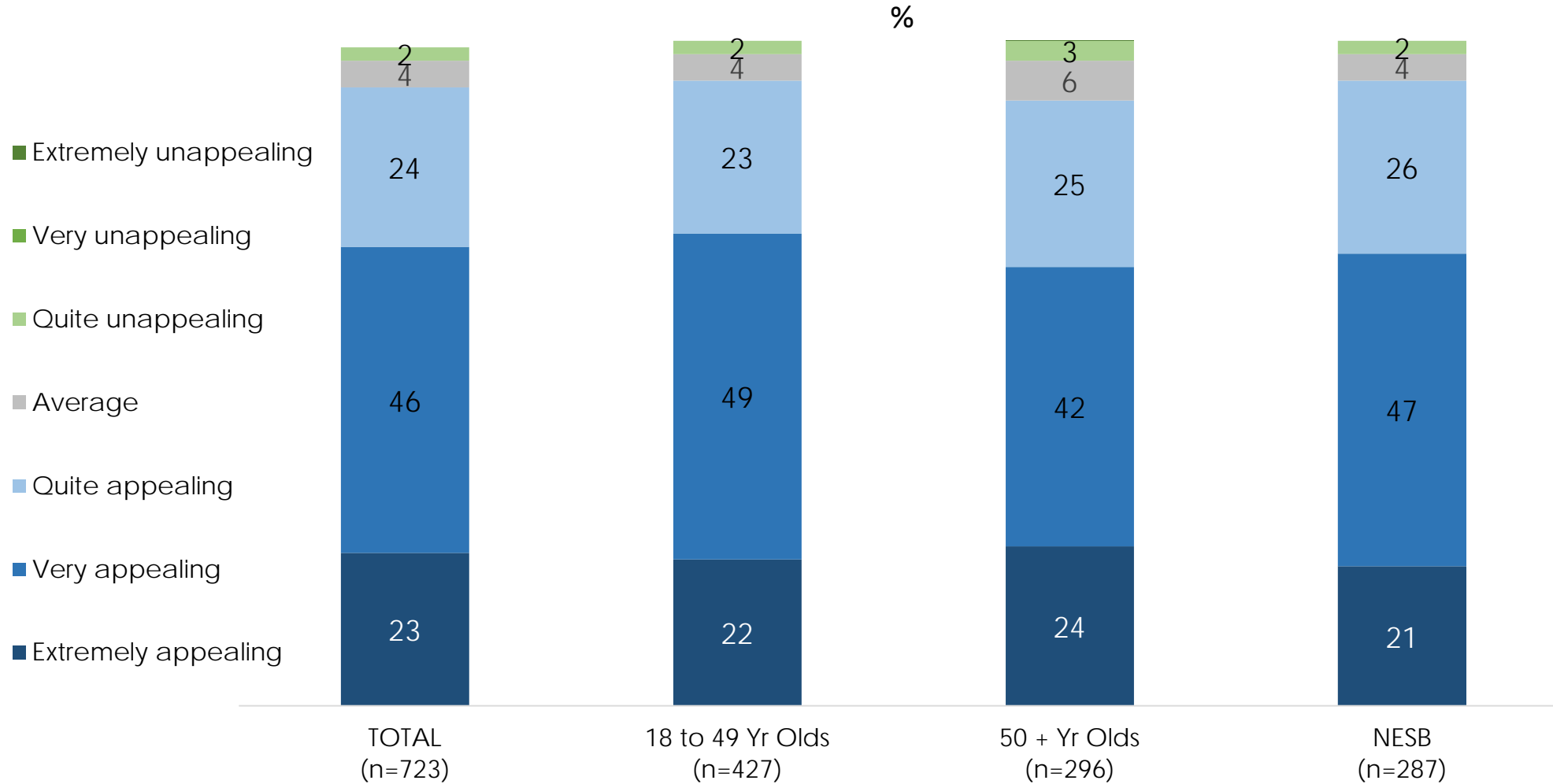


Communication & Engagement





Appeal of Willoughby as a place to live



More than 9 in 10 respondents indicated that Willoughby is an appealing place to live (93%).

Younger residents were slightly more likely to view the area as appealing (94% of those aged 18 to 49, vs. 91% of those aged 50+).



Q2. How appealing do you feel the Willoughby local government area is as a place to live?

BASE: All respondents (n=723)



Best things about living in Willoughby

	Total (n=723) %	18 to 49 (n=427) %	50+ (n=296) %	NESB (n=287) %
Access/proximity to transport/good transport	34	33	35	33
Easy access to shops/good shops	30	32	27	36
The proximity to the city	25	17	37	15
Its close to everything/convenience	19	19	18	21
The bushland/trees/natural environment/greenery	16	10	25	8
It has a good range of facilities/amenities/services here/everything I need	15	13	17	15
The parks	15	13	16	10
The community/nice people	10	11	9	10
The variety of restaurants/cafes/pubs/close	9	12	4	9
Its safe/has a low crime rate	8	11	4	10
Chatswood/ close to Chatswood	8	6	11	8
Its well maintained/kept clean	8	10	5	6
The libraries are great	7	8	5	9
The schools/good choice of schools/good schools	7	8	5	8
Its quiet/peaceful	6	6	6	8
It is very pleasant/a nice place to live	5	4	8	3
There's lots of good cultural activities/activities/eg Food fest	5	8	1	8
I like the multicultural aspect of it/the diversity	5	7	1	9
At the moment its not too overpopulated/overdeveloped	5	3	7	4
The sporting/leisure facilities are excellent/many of them/well maintained	4	4	5	1
Other	36	28	47	30

There was clearly a high regard for the 'convenience' aspects of living near good transport, shops etc.

However, the aesthetic of the area also came through – with references to the bushland and parks etc. being key factors for many.



Traffic and parking emerged as the main negatives with living in the Willoughby area.

Overcrowding, high rise development, and the expense of living also emerged as main negatives.

Worst things about living in Willoughby

	Total (n=723) %	18 to 49 (n=427) %	50+ (n=296) %	NESB (n=287) %
The traffic	29	25	36	22
Parking/cant find a park/parking rules not enforced	15	8	23	9
Its overcrowded/too many people	12	15	7	13
Too many high rises/over development	12	7	19	7
Nothing	10	12	9	15
It is very expensive/you have to be rich to live here	9	13	3	14
The public transport/not enough transport/unreliable	6	7	5	5
The infrastructure is struggling/schools are overcrowded/facilities overstretched	4	4	4	3
The cultural shift/influx of Asians has changed the area	4	3	4	2
The DAs that are approved/seem questionable/ruining the heritage of the area/gung ho for development/no planning	3	1	7	0
The condition of the roads/footpaths	3	2	5	2
It's noisy	3	3	3	4
The council are lethargic/respond slowly/or not at all	2	1	4	1
Public spaces e.g. parks need upgrading/not enough	2	3	2	2
Unpleasant people/beggars/crime/littering etc.	2	3	0	3
The apartments being built are of poor quality/bad design/no parking provision	2	0	4	1
Don't Know	7	7	7	8
Other	15	16	14	15

Q4. And what are the worst things about living in this area?

BASE: All respondents (n=723)

Liveability



Satisfaction Measures



Communication & Engagement

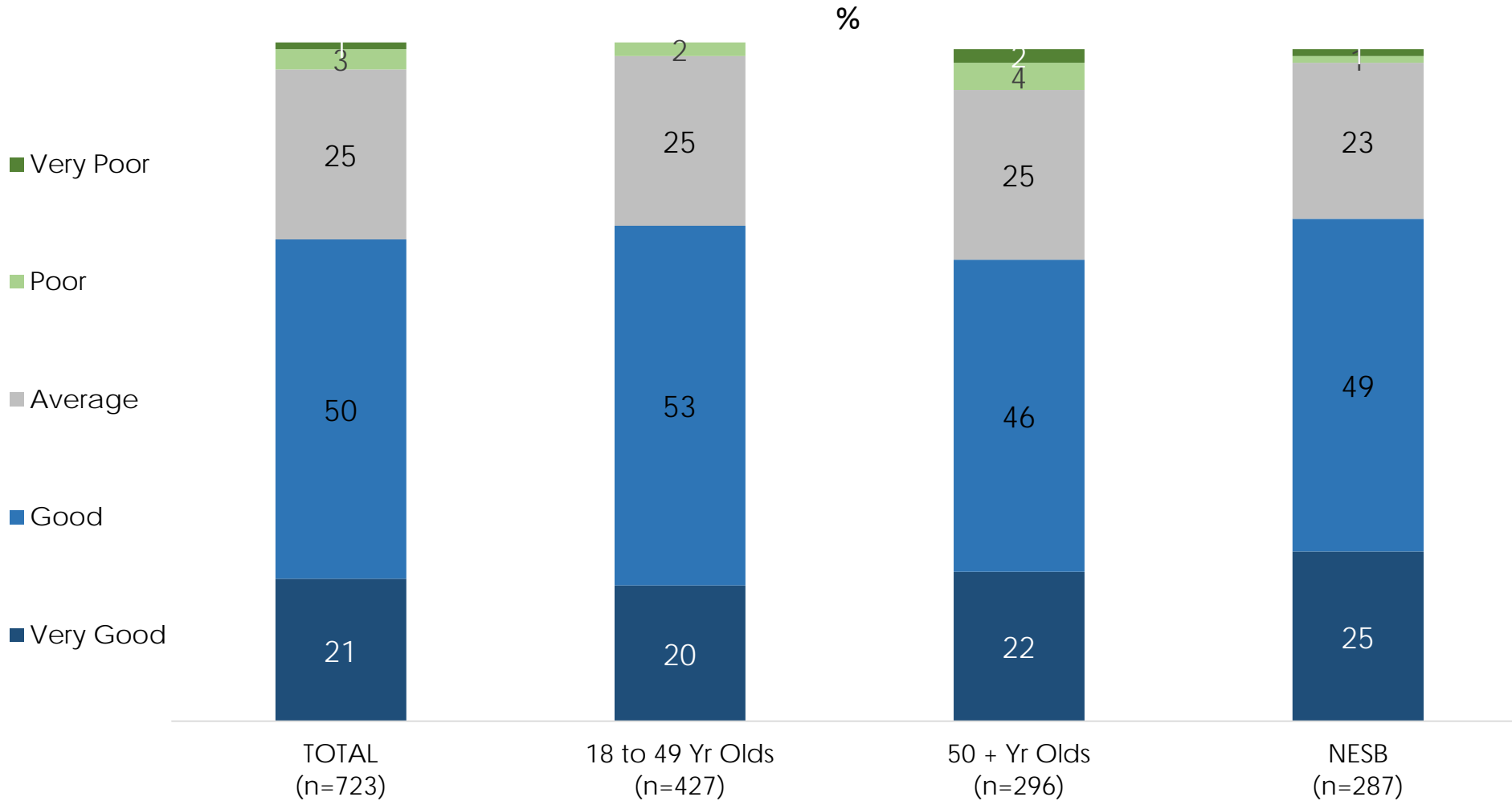


Overall performance of Willoughby Council



More than 7 in 10 respondents indicated that the performance of Council has been good (71%).

Younger respondents (under 35) and newer residents (3 yrs or less) were more likely to view Council performance favourably (77% and 79% respectively).



Q1. On balance, for the last twelve months, how do you feel about the performance of Willoughby City Council, not just on one or two issues, but across all areas of responsibility?

BASE: All respondents (n=723)



Explanation of Index Score calculations

- As devised for the Victorian Councils, a performance Index Score has been calculated for overall performance as well as for individual service area measures.
- The advantage of an Index Score is that it combines the results from all of the scale categories into a single measure.
- For this Index, 'can't say' responses are excluded from the calculation. For example:

Scale Categories	(A) % Result	(B) Index Factor	(B x A) Index Value
Very good	21	100	21
Good	50	75	37.5
Average	25	50	12.5
Poor	3	25	.75
Very Poor	1	0	0
Can't Say	0	-	TOTAL = 72 (INDEX SCORE)



Overall performance INDEX SCORE



* NOTE: The Sydney Metro result is an Index Score derived from a 2016 Omnibus study conducted by Woolcott Research. However, it is based on a 7 point satisfaction scale – not a 5 point perception scale.

Willoughby Council can be seen to have outperformed the overall Victorian Council Performance Index benchmark for 2017, as well as the benchmark for Metropolitan Councils in Victoria.



SUMMARY: Perceptions of service areas

Good + Very Good (excluding 'can't say' responses)

	Total %	18 to 49 %	50+ %	NESB %
Libraries	90	90	91	91
Waste and recycling collection services	83	82	85	81
Maintenance of bushland areas	83	83	84	80
Maintenance of parks, ovals	82	82	81	79
Art centres	81	80	83	81
The appearance of public spaces in the Chatswood shopping precinct	80	89	66	84
Community and cultural activities	80	80	80	80
Children support services	74	74	75	77
The attractiveness of streetscapes in your area	73	79	65	77
Caring for the environment	73	77	66	78
Elderly support services	70	72	68	76
The condition of local footpaths in your area	69	74	61	75
Youth services	68	70	58	72
The condition of local roads in your area	68	72	61	71
Keeping the community informed	59	59	59	62
Decisions made in the interests of the community	54	60	47	62
Encouraging the community to participate in Council activities, or to volunteer	52	50	53	53
Planning and building permits	45	57	29	59
Providing parking facilities	42	47	34	42
Management of local traffic flow	36	38	34	37

When responses are calculated based only on those who have provided a rating (i.e. excluding those who indicated that they 'can't say'), the highest rated perceptions were with libraries.

Q7a. How has Willoughby City Council performed on [INSERT SERVICE ASPECT. ROTATE ORDER] over the past twelve months? Council performance has been:

BASE: Respondents who provided a rating: Base size varies



SUMMARY: Perceptions of service areas

Poor+ Very Poor

	Total %	Index Score	VIC Metro	Vic Total
Libraries	3	83	75	73
Waste and recycling collection services	4	78	75	71
Maintenance of bushland areas	2	77	-	-
Maintenance of parks, ovals	4	76	-	-
Art centres	3	76	75	73
The appearance of public spaces in the Chatswood shopping precinct	5	76	72	71
Community and cultural activities	2	77	70	69
Children support services	2	73	68	67
The attractiveness of streetscapes in your area	5	72	-	-
Caring for the environment	4	72	64	64
Elderly support services	3	70	67	68
The condition of local footpaths in your area	9	69	62	57
Youth services	2	69	-	-
The condition of local roads in your area	7	68	53	66
Keeping the community informed	9	65	61	59
Decisions made in the interests of the community	8	63	58	54
Encouraging the community to participate in Council activities, or to volunteer	29	50	-	-
Planning and building permits	14	56	49	51
Providing parking facilities	25	54	53	55
Management of local traffic flow	29	50	56	59

The Willoughby Council Index Score was above or in line with the Victorian benchmark for all comparable measures – with the exception of 'management of local traffic flow'.

Q7a. How has Willoughby City Council performed on [INSERT SERVICE ASPECT. ROTATE ORDER] over the past twelve months? Council performance has been:



Best thing that the Council is doing

(continues over)

	Total (n=723) %	18 to 49 (n=427) %	50+ (n=296) %	NESB (n=287) %
The free activities/events e.g. Vivid, the food fair	12	16	5	17
The upkeep/upgrading of the parks/making more parks	8	7	9	6
They are good at communication/listen to/consult us/keep us informed	8	7	9	6
The library is terrific	6	8	4	8
The whole area looks clean/well maintained	6	8	2	8
The garbage collection service/waste management	5	3	9	3
The Concourse/the cultural activities around it	5	4	7	2
They are promoting/supporting the arts/and culture really well	4	4	5	5
Multiculturalism	4	7	1	7
They are managing the urban environment in Chatswood well/bringing people back there	4	5	3	5
Caring for the environment/maintaining green space, Bushcare etc.	4	3	6	3
They are doing a good job on everything	4	2	6	2
The maintenance of the recreational facilities, e.g. Northbridge baths, cricket pitch etc.	3	4	3	1
Keeping development relatively low/trying to rein in development/not overpopulate	2	1	4	1
Keeping/maintaining the bushland	2	2	3	1
Trying to make the area as nice as possible	2	2	3	2
The community work they do/the services eg taxi vouchers	2	*	5	1
Public transport/it works well/making the area a transport hub	2	3	1	3
Maintaining a good community atmosphere/a friendly community	2	3	1	3

There were a range of positive aspects to emerge.

The most commonly mentioned were the free events and activities.

Q8. Please tell me the best thing that Willoughby City Council is doing

* LESS THAN 1%

BASE: All respondents (n=723)



Best thing that the Council is doing

(continued)

	Total (n=723) %	18 to 49 (n=427) %	50+ (n=296) %	NESB (n=287) %
Encouraging everyone to get involved/providing something for everyone	2	3	*	1
They have a well formulated plan for the future	1	1	2	1
They are engaged with the community/involved	1	1	1	2
Improving roads/footpaths	1	*	2	1
Keeping the area safe/peaceful	1	2	-	2
Resisting amalgamation	1	0	1	*
Their services/family services/aged services	1	1	*	2
Keeping the rates reasonable	1	-	2	-
They have a good balance of development and liveability	1	*	1	1
Improving shopping facilities	1	*	1	1
Giving incentives for composting/recycling/the recycling centre	*	*	*	1
Nothing	2	*	3	1
Don't know / Not sure	22	21	23	22
Other	7	8	4	8

A relatively large proportion of respondents were unfamiliar with Council's activities (22% indicated that they 'don't know').

Q8. Please tell me the best thing that Willoughby City Council is doing

BASE: All respondents (n=723)

* LESS THAN 1%



How Council could improve its performance

	Total (n=723) %	18 to 49 (n=427) %	50+ (n=296) %	NESB (n=287) %
Communicate better with residents/proactively communicate/not just on the website	12	13	10	10
Traffic management	9	7	11	7
Do something about parking	8	6	11	8
Not allow as many high rises/overdevelopment/overpopulation	8	5	13	5
Nothing / They are doing fine	7	5	11	6
Listen to the concerns of the community	6	5	8	3
Improve the infrastructure/have it keep up with the population	3	4	3	3
Improve the roads	3	2	4	3
Improve the maintenance around the area/mow the nature strips, empty public bins etc.	3	3	3	3
Provide more things for kids	2	4	-	6
Get better transport up and running	2	3	1	3
Make more community activities available	2	4	0	3
Be more protective of the residents and what they want/take a stand	2	1	4	2
Reinstate/retain green space	2	2	2	2
Communicate on a more meaningful level, e.g. explain decisions, reasons for compromise etc.	2	1	2	1
Be more efficient/faster moving	2	1	2	1
Don't know / Not sure	19	22	14	22
Other	26	26	22	26

Communication was the most common suggestion for Council in relation to improving their performance.

Q9. And how could Willoughby City Council improve its performance?

BASE: All respondents (n=723)

Liveability



Satisfaction Measures



Communication & Engagement



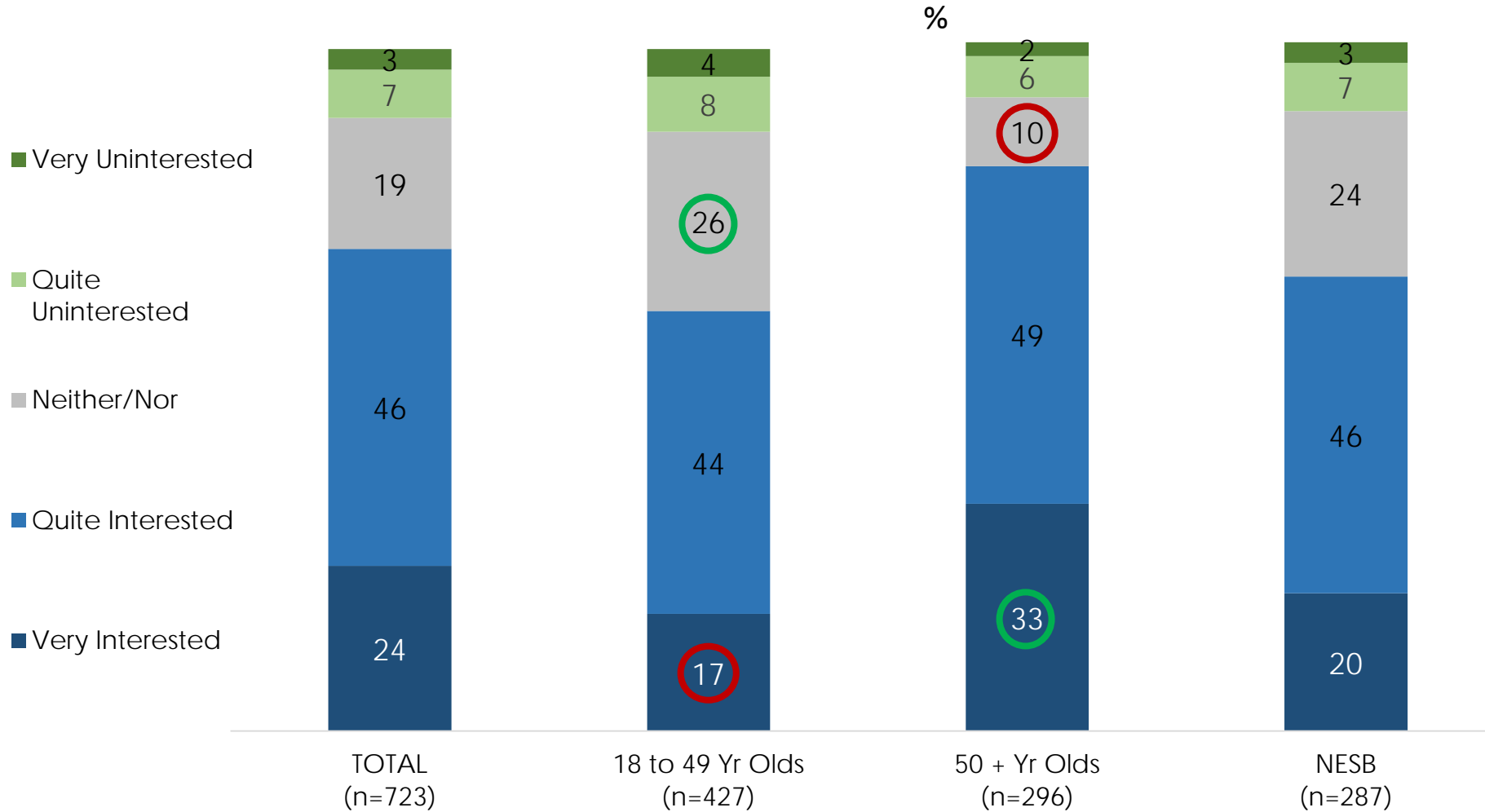


The majority of all respondents indicated a level of interest in knowing about the decisions and actions of Willoughby City Council (70%).

Younger respondents were less likely to shown an interest (61% of those under 50).



Interest in decisions and actions of council

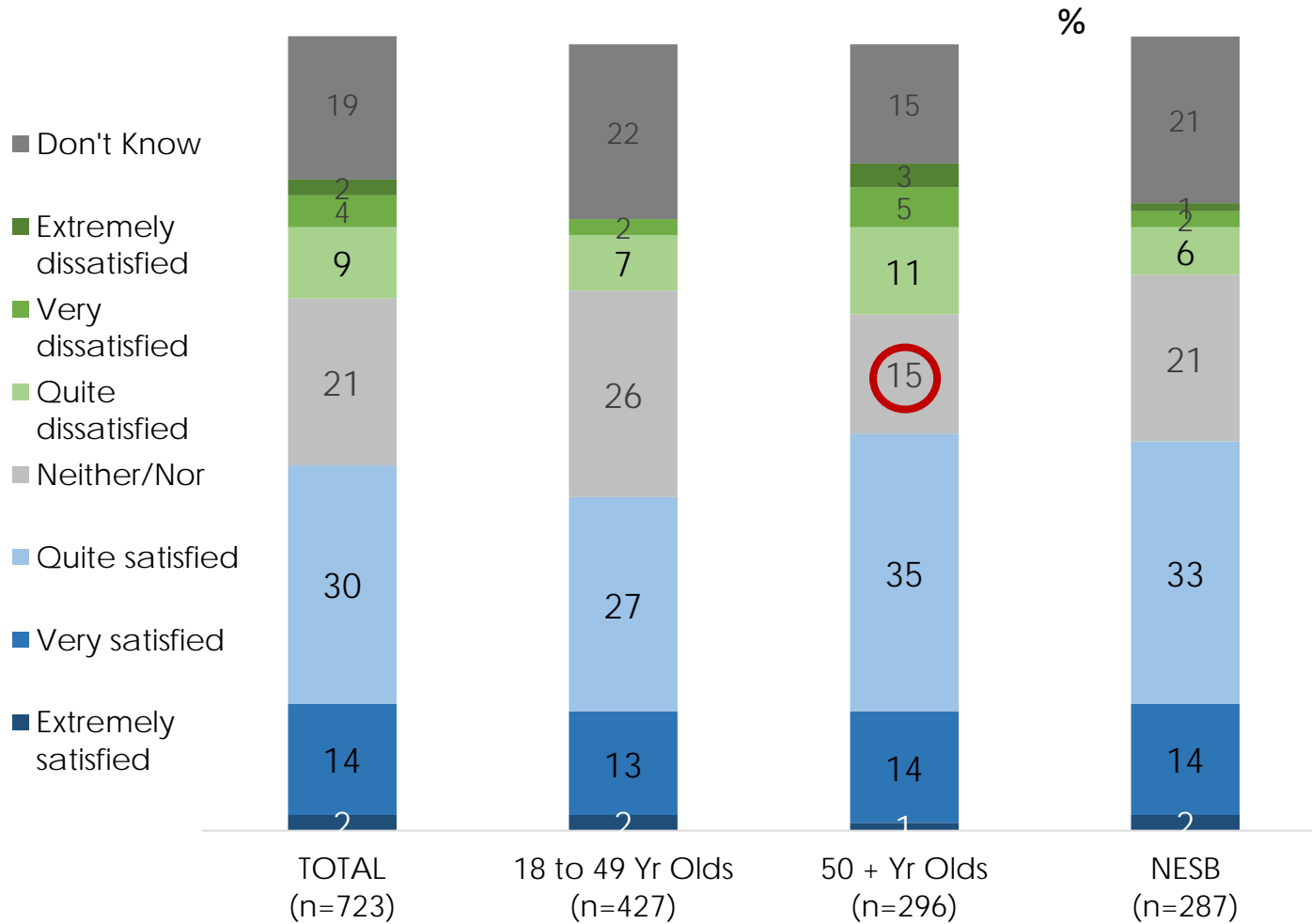


Q5. How interested are you in knowing about the decisions and actions of Willoughby City Council?

BASE: All respondents (n=723)



Satisfaction with consultation and engagement with residents



	Index Score
Willoughby Council	61
Vic All State *	55
Vic Metro *	57

N.B. This used a different scale to service areas. The calculation weightings applied were extremely satisfied (100), very satisfied (90), quite satisfied (75), neither (50), quite dissatisfied (25), very dissatisfied (10), extremely dissatisfied (0)

While almost one in five respondents felt that they were unable to rate this aspect, just under half (46%) were satisfied with the level of consultation and engagement with residents.

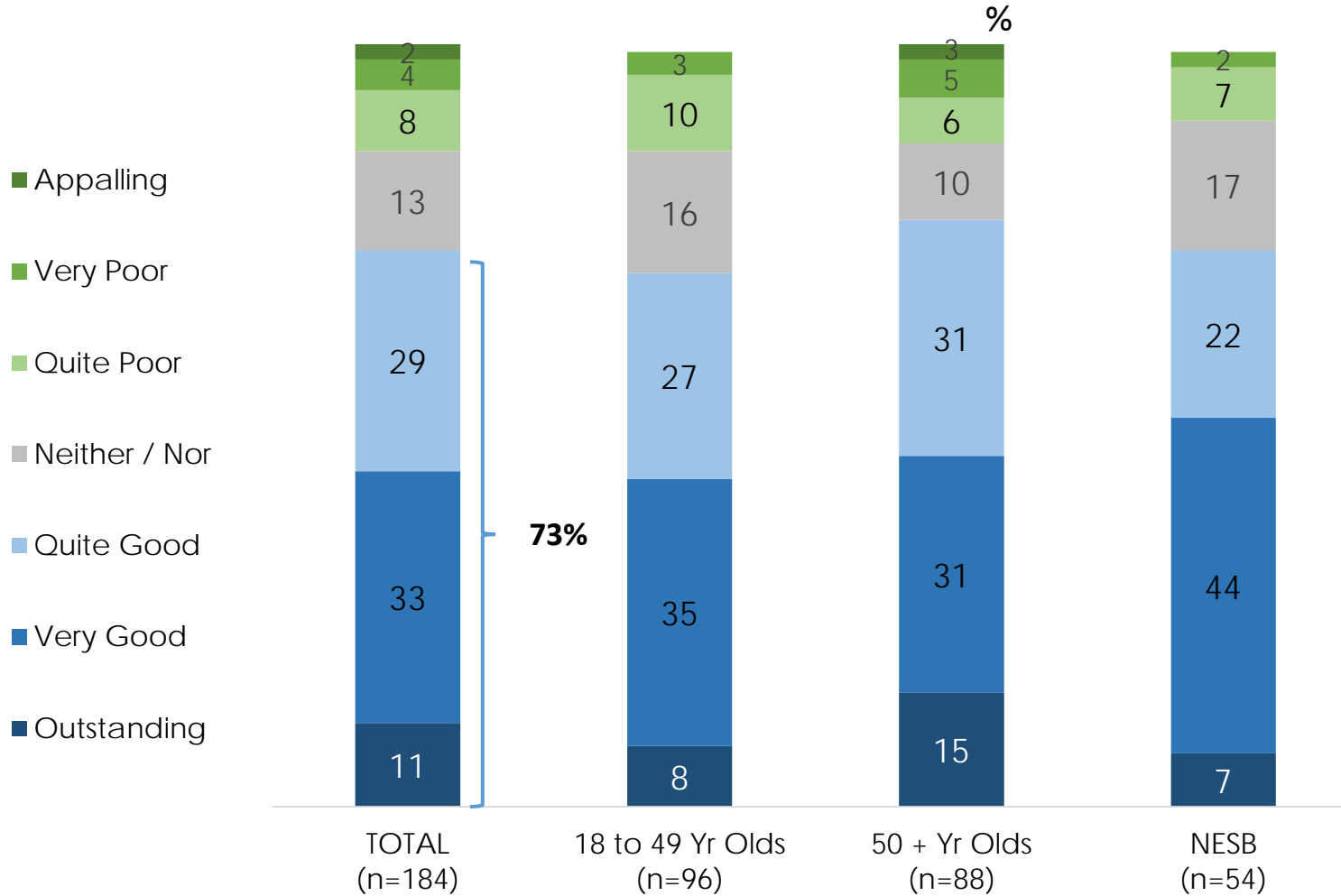
Q14. how satisfied are you with the way Willoughby City Council consults with and engages residents in decision making processes?

BASE: All respondents (n=723)



Customer service rating

Amongst those who had contact with Council



	VIC 2017
Very poor	6
Poor	8
Average	18
Good	36
Very good	30
Total (Good + Very good)	66%

Amongst those who had contact with Council – satisfaction with the customer service was relatively high (73%). However 14% expressed dissatisfaction.

Q11. Thinking about the most recent contact, how would you rate Willoughby City Council for customer Service?

BASE: Respondents who had contact with Council in the last 12 months (n=184)

Reasons for being dissatisfied with the customer service

Amongst those who weren't satisfied with Council contact



Amongst those who were dissatisfied with the customer service they received, the most common reason for dissatisfaction was that their issue wasn't resolved.

	Total (n=77) %	18 to 49 (n=33)* %	50+ (n=44) %	NESB (n=19)* %
My call wasn't acted upon/it didn't resolve my issue	19	27	14	32
No one got back to me/I've had no reply	17	9	23	5
They were rude/unhelpful/didn't take me seriously	14	18	11	16
They were very slow to respond to my issue	13	21	7	5
Service was just a bit average/ a bit 'ho hum'	6	9	5	-
I got different information from different people	4	6	2	-
Service is inconsistent	4	3	5	5
Don't know / Not sure	9	12	7	16
Other	18	6	27	21

Summary

Overall, **resident perceptions** measured in this benchmark can be seen to be **very positive**.

- **93%** of all respondents indicated that the Willoughby area is **an appealing place to live**.
 - Key positives tended to relate to the **'convenience' of the location** (in terms of proximity to good transport, shops, facilities etc.) together with the **look and feel of the area** (in terms of the bushland, parks etc.)
- Negatives that were raised were most likely to relate to **traffic and parking issues** – while development and crowding also featured to some degree.

Perceptions of the performance of Willoughby City Council were also **highly favourable**.

- **71%** rated their performance as **'good' or 'very good'**
- Only 4% rated performance as **'poor' or 'very poor'**
- The **performance Index Score** was an impressive **72** out of 100.
 - **Above the Victorian benchmark** for Metro Councils (64).
 - Also **above the Sydney metro area** comparative figure derived (61).

Summary

Strengths

In terms of performance in **individual service areas**, in examining results by those who felt they could provide a rating, the **highest perceptions** were recorded in relation to:

- **Libraries** (90% good/very good)
- **Waste & recycling** collection services (83% good/very good)
- The maintenance of **bushland areas** (83% good/very good)
- The maintenance of **parks & ovals** (82% good/very good)
- **Art centres** (81% good/very good)

Areas for Improvement

The service areas with the **lowest perception ratings** were:

- Management of **local traffic flow** (31% poor/very poor)
- Providing **parking facilities** (27% poor/very poor)
- **Planning & building permits** (21% poor/very poor)
- Encouraging **community participation** (12% poor/very poor)
- Decisions being made **in the interests of the community** (11% poor/very poor)

NOTE: where dissatisfaction did emerge, a lack of awareness of council activities/offerings were often contributing factors

Summary

In terms of potential **future improvements**:

- At an unprompted level the most common suggestion was to **improve communication with residents** - though at a relatively low level (12%).
- When prompted with this aspect, **1 in 10 indicated dissatisfaction** with communication.
 - A lack of awareness of Council activities in this area was a main reason for dissatisfaction.

In further exploration in the **area of communication**:

- Most residents (70%) indicated that they were **interested in the decisions and actions of Council**
- A combination of **email and hard copy** newsletters were the preferred communication channels
- Visitors to the Have Your Say website did tend to indicate that it was **effective way of allowing the community to provide comments and feedback** to council – but not overwhelmingly (53% 'effective', 18% 'ineffective')

Victoria Metropolitan Councils Included

- Banyule
- Bayside
- Boroondara
- Brimbank
- Frankston
- Glen Eira
- Greater Dandenong
- Kingston
- Knox
- Manningham
- Maroondah
- Melbourne
- Monash
- Moonee Valley
- Moreland
- Port Phillip
- Stonnington
- Whitehorse

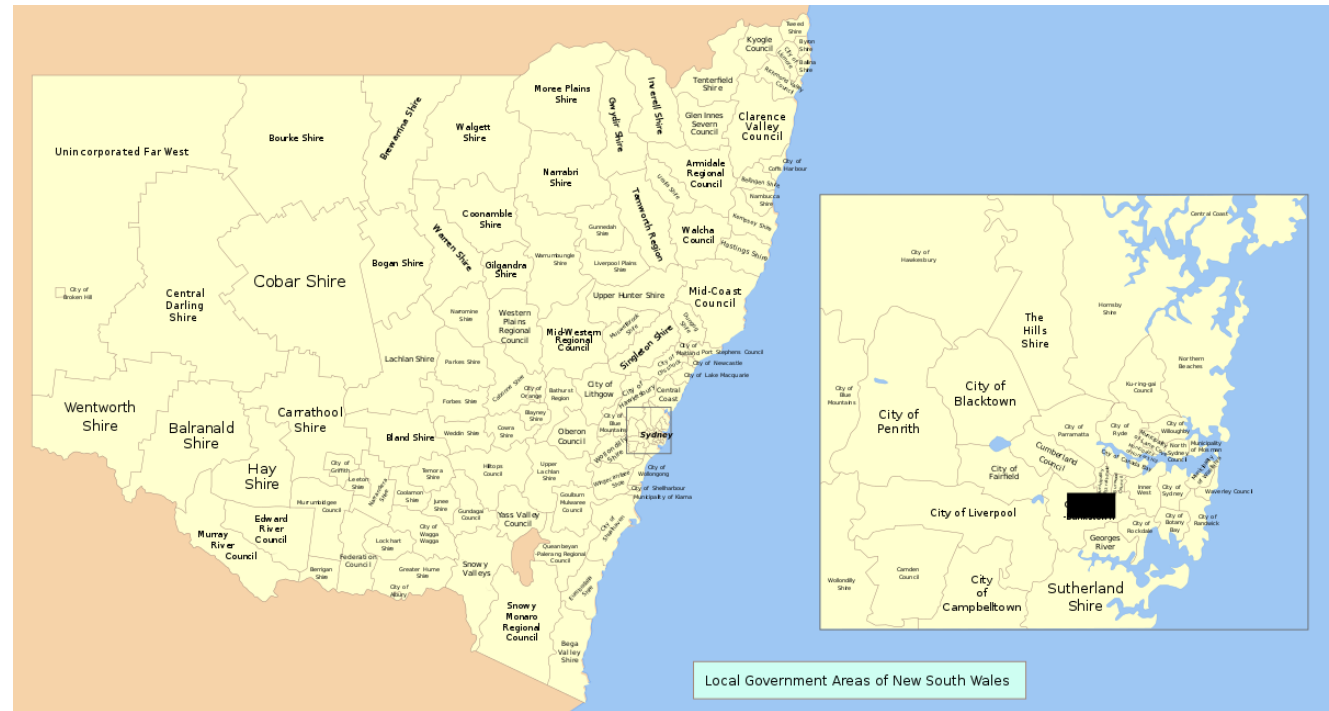


Other NSW Council experience for Woolcott Research & Engagement

All NSW Councils (via in-house Omnibus study)

In addition, individual studies have been conducted for:

- City of Sydney
- North Sydney
- Fairfield
- Hurstville
- Bankstown
- The Hills Shire
- Central Coast
- Wyong



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2018 Residential Perception Survey
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