

Community Perceptions Survey 2016

A report of findings from a survey of Ballarat community



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prepared for Ballarat City Council
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1 Executive Summary

Ballarat City Council was interested in obtaining insight into the community's perceptions of life in Ballarat and the performance of Council in delivering services to the community. This report provides the findings from a telephone survey of 805 people residing in the Ballarat municipality conducted in May/June 2016.

1.1 Community indicators

Ballarat people agree that it is a good place to live and raise a family, however they acknowledge challenges such as safety, public transport and employment opportunities

Overall Ballarat people hold positive views of living in Ballarat, especially in terms of being a good place to raise a family and having good parks and open spaces. They also agree that there are opportunities for learning and development for all ages and that Ballarat offers a variety of recreation facilities & leisure activities as well as arts and cultural opportunities. The lowest level of agreement was that Ballarat provides good employment opportunities (5.9 out of 10).

Ballarat people are not overly optimistic about the direction that Ballarat is heading in and called for improved infrastructure and more job opportunities to set Ballarat onto the right path

There was a moderate level of agreement (6.8 out of 10) that Ballarat is heading in the right direction. The primary issues that Ballarat people identified as needing to be addressed were improving infrastructure and creating more job opportunities.

Economic growth and in turn improved job opportunities was perceived to be the key benefit of population growth, however greater competition for jobs was a key concern

The majority (72%) were able to provide at least one positive in relation to population growth and a similar proportion (71%) also provided at least one concern.

The primary perceived benefit was economic growth and as a consequence improved employment prospects. Key concerns in relation to population growth were competition for jobs, lack of infrastructure to support the growth, transport congestion, increased crime, lowering of housing affordability and the pressure on community services and schools.

1.2 Major projects

There was a high level of awareness of most major projects delivered by the Council in recent times and most were deemed to have been successful

The majority of people were aware of the major projects recently delivered by Council, albeit after being prompted with a list. Most of the major projects were perceived to have been successful with highest ratings for Victoria Park play facility, kindergarten developments and the Ballarat Regional Soccer facility. Least likely to have been rated as successful were the Visitor Information Centre relocation and the livestock saleyards. Deemed to be unsuccessful was the decision regarding future use of Civic Hall (3.2 out of 10).

1.3 Events

There was a high level of awareness of most events delivered by the Council and all events rated well

The majority of people were aware of the events delivered by Council, albeit after being prompted with a list. The Begonia Festival was the most likely to come to mind without prompting but was the lowest rated event by those who have attended in recent years (7.7 out of 10).

1.4 Satisfaction

Although Council's overall performance received a moderate rating (65.8), this rating was substantially higher than other Victorian regional centres (55.0)

The index score for overall performance in 2016 for Ballarat was 65.8 (out of 100) which is substantially higher than the score for other regional centres surveyed in 2016 (55.0 out of 100).

Ballarat received lower overall performance ratings from males, older age groups, couples with no children at home and those who speak a language other than English.

Around 3 in 10 felt that Council's performance has improved over the last 12 months with a net improvement of 16 percentage points.

Indicators of Council's advocacy and engagement were rated at low levels, however these were in line with other Victorian regional centres

The Ballarat community has a low level of satisfaction with the Council's performance on the three indicators of advocacy and engagement. These were comparable to other Victorian regional centres. Specific examples of the community's perceptions of poor performance in the Council's advocacy role focused on the Civic Centre and livestock saleyards decisions.

Contact with Council was rated moderately and in line with other Victorian regional councils

A total of 44% had contacted the Council in the last 12 months which may have been in person, in writing, by telephone conversation, by text message, by email or via the website or social media. Council's customer service performance was rated at 68.9 (out of 100) in line with other Victorian regional centres at 70.0 (out of 100).

Those who have used a range of Council services rated Council's performance very well with the exception of those using planning services, roads and footpaths

High levels of satisfaction (75+ out of 100) were evident for users of: libraries; maternal and child health services; elderly services; parks and gardens; recreational or sporting grounds and facilities; waste management and kindergartens.

Low performance levels (between 50 and 64 out of 100) were recorded for planning services, the condition of sealed local roads, and maintenance and renewal of footpaths and local roads.

1.5 Communications

Ballarat people typically access their daily news via The Courier newspaper, via online sources and television. Their preference is to access Council news and updates via direct mail by post in hard copy

The Courier was the main mode mentioned for accessing daily news (42%), followed by online sources and television. Ballarat people prefer to receive Council news via direct mail by post (39%).

2 Introduction

2.1 Background

Ballarat City Council was interested in obtaining insight into the community's perceptions of life in Ballarat and the performance of Council in delivering services to the community.

2.2 Methodology

Telephone interviewing was conducted with a total of 805 people residing in the Ballarat municipality. Interviews were collected between 26 May and 18 June 2016. Figure 1 provides an overview of the number of interviews achieved within each of the three wards along with the associated confidence intervals which indicate a high level of reliability in the survey results.

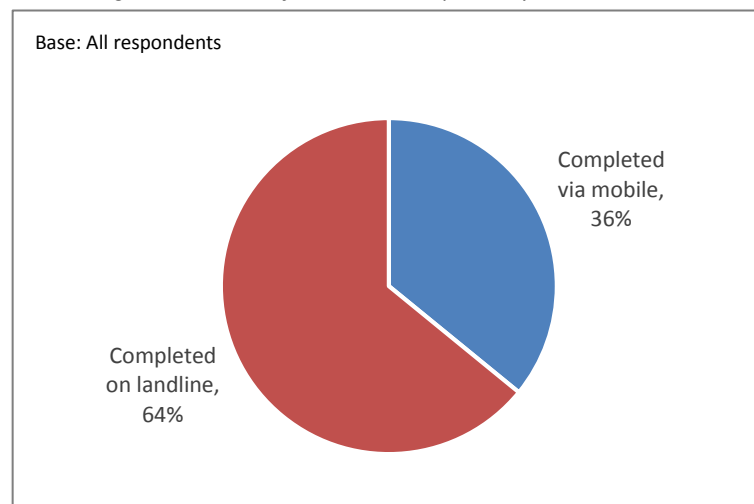
Figure 1: Number of interviews completed and associated confidence intervals

	No. Ints	CI @ 95% CL*
North Ward	298	±5.6%
Central Ward	241	±6.5%
South Ward	266	±6.1%
TOTAL	805	±3.5%

*Confidence intervals calculated using a 50% survey result

Landline and mobile numbers were selected at random from a commercially available database covering the Ballarat municipality. The current best practice is to ensure that the sampling frame comprises 50% landline numbers and 50% mobile numbers. This typically yields the ratio of 60%-70% of interviews conducted with people who live in a household with both landline and mobile phones and 20%-30% who are mobile only households. Figure 2 shows that 36% of the interviews were completed via mobile phone.

Figure 2: Number of interviews completed by landline/mobile



2.3 Survey questions

The key topics were as follows:

- Community perceptions indicators
- Major project awareness and performance
- Events awareness, attendance and performance
- Satisfaction with Council services
- Communications
- Demographics

The questionnaire was constructed to meet reporting requirements of the Local Government Performance Reporting Framework. Included in the mandatory performance indicators are three indicators as follows:

- Indicator 2: Satisfaction with community consultation and engagement (refer Q.15A)
- Indicator 5: Satisfaction with council decisions (refer Q.15C)
- Indicator 18: Satisfaction with sealed local roads (refer Q.21D)

The survey methodology and survey questions aligning with these indicators meet the requirements of LGPRF Practice Note 2: Conduct of Community Satisfaction Survey.

2.4 Weighting

One difficulty with telephone surveys is that females and older people are often over-represented in the telephone surveys. To minimise the effect of this type of bias, the introduction to the survey included the following:

For this survey we need to get a good cross section of the population, so may I please speak to the youngest male aged 16 years or over who currently lives in your household? IF NO MALES ASK: Then may I please speak to the youngest female aged 16 years or over who currently lives in your household? IF YOUNGEST MALE/FEMALE IS NOT AVAILABLE, SPEAK TO ANYONE WHO LIVES IN THE HOUSEHOLD.

IF RESPONDENT WANTS INFO ON SCREENER, SAY: The reason why we ask for the youngest male in the household is because this group is hardest to locate for a telephone survey. We are still talking to people in all age groups over 16 but we need to make sure the younger age groups are represented in the research.

Although this type of screening is useful, it does not completely eradicate the female and older person biases from the survey sample. Hence, the data was post-weighted by age and gender to correct these sampling biases.

2.5 Data analysis

2.5.1 Satisfaction index

Survey questions that asked about satisfaction with council's delivery of services were collected via the following scale:

- Very good
- Good
- Average
- Poor
- Very poor
- (Not applicable/Don't know)

An index has been calculated for each satisfaction question to obtain a score out of 100 as per Practice Note 2 as follows:

Scale category	Weighting applied	Example	
		No. survey respondents	Calculation
Very good	100	200	20000
Good	75	150	11250
Average	50	300	15000
Poor	25	100	2500
Very poor	0	50	0
TOTAL		800 (a)	48750 (b)
		INDEX SCORE (b ÷ a)	60.9

Interpretation of satisfaction index scores:



2.5.2 Agreement & performance means

Survey questions that asked for agreement ratings on the scale from 0 as the strongly disagree score to 10 as the strongly agree score have been reported as a mean score out of 10. Interpretation of these mean scores is as follows:



A similar interpretation has been assumed for performance ratings on the scale from 0 as the lowest score to 10 as the highest score.

2.5.3 Comparison with other Victorian regional centres

Satisfaction results have been compared (where possible) with other Victorian regional centres as reported in the Local Government Community Satisfaction Survey 2016 State-Wide Research Report that was coordinated by the Department of Environment, Land, Water and Planning on behalf of Victorian Councils.

Regional councils included in the 2016 survey were: Greater Bendigo, Greater Geelong, Greater Shepparton, Latrobe, Mildura, Warrnambool and Wodonga.

3 Community Indicators

3.1 Indicators of amenity

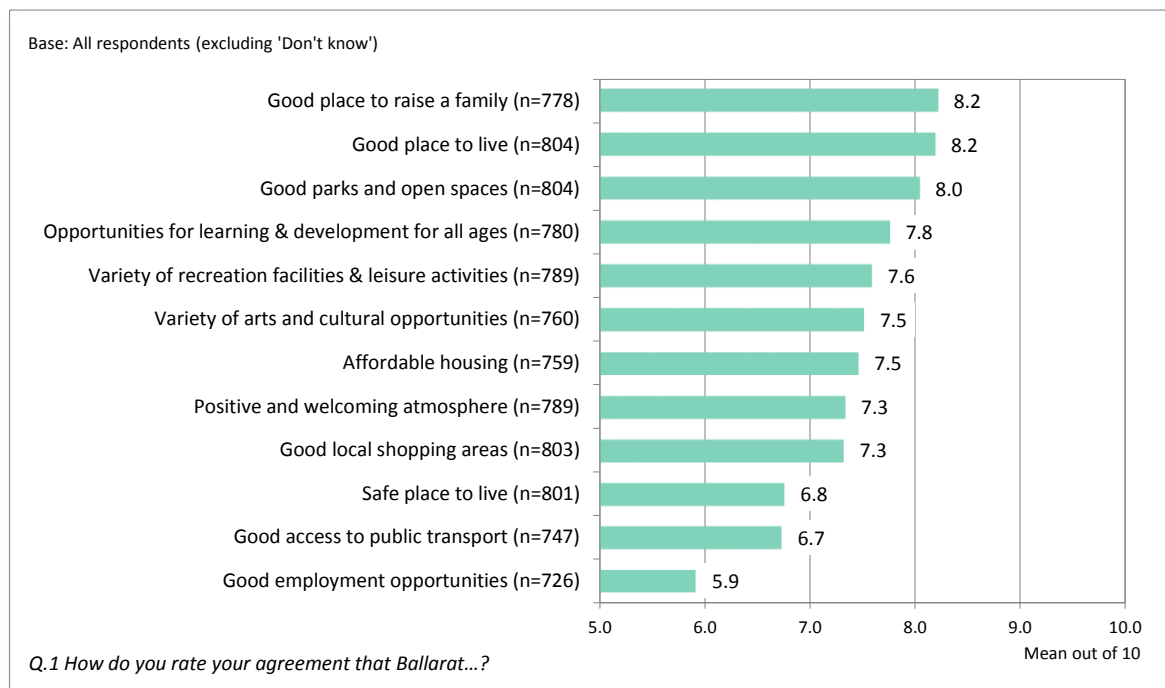
Survey respondents were asked to rate their agreement with a range of statements about living in Ballarat. Using a scale from 0 to 10 where 0 is strongly disagree and 10 is strongly agree, Figure 3 provides the average ratings out of 10 for each statement.

It is clear that Ballarat people agree that Ballarat is a good place to live and raise a family with access to good parks and open spaces. They also agree that there are opportunities for learning and development for all ages.

There was slightly less agreement that Ballarat has a variety of recreation facilities, leisure activities, arts and cultural opportunities. Similarly, there was moderate agreement that Ballarat is positive and welcoming, has good shopping areas, is a safe place to live and has good access to public transport.

Compared with all other aspects, there was a low level of agreement that Ballarat has good employment opportunities.

Figure 3: Indicators of amenity - general community
Q.1 How do you rate your agreement that Ballarat...?



Demographic analysis revealed the following notable variations:

- People living in group households were less likely to agree that Ballarat has good job opportunities
- Young people aged under 35 years and people living in group households were less likely to agree that Ballarat has a variety of recreation facilities & leisure activities
- Single parents with children at home were less likely to agree that Ballarat has good parks and open spaces
- 35 to 44 year olds were more likely to agree that Ballarat has good job opportunities
- 65+ year olds were more likely to agree that Ballarat has good shopping areas
- 75 + year olds were more likely to agree that Ballarat has a variety of recreation facilities & leisure activities and good access to public transport

Figure 4 shows that there were no substantial variations in agreement levels across the three wards.

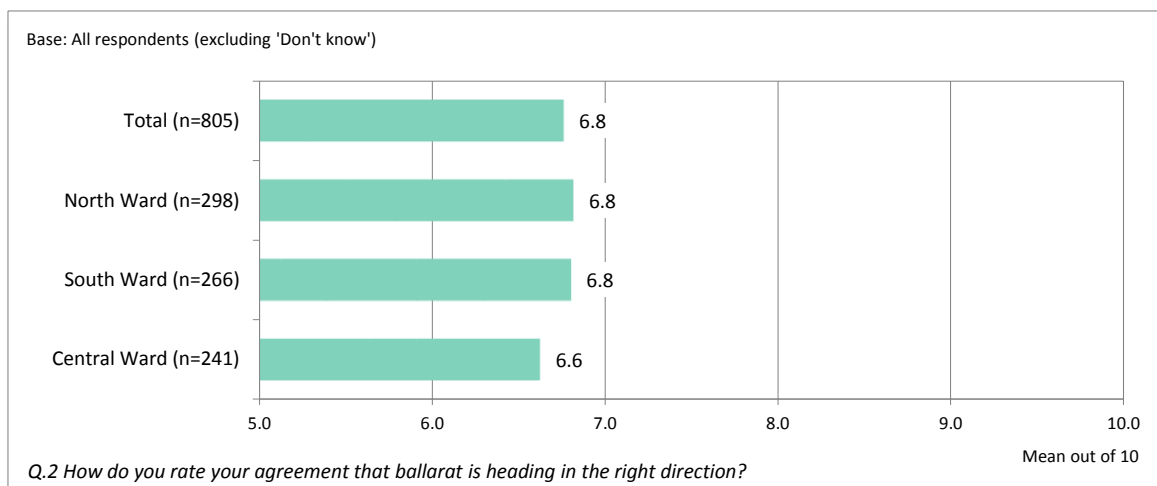
Figure 4: Indicators of amenity – by ward
Q.1 How do you rate your agreement that Ballarat...?

	Total	North Ward	Central Ward	South Ward
	(n=805)	(n=298)	(n=241)	(n=266)
	<i>Mean</i>	<i>Mean</i>	<i>Mean</i>	<i>Mean</i>
Good place to raise a family	8.2	8.2	8.2	8.3
Good place to live	8.2	8.2	8.3	8.1
Good parks and open spaces	8.0	8.0	8.2	8.0
Opportunities for learning & development for all ages	7.8	7.7	7.8	7.8
Variety of recreation facilities & leisure activities	7.6	7.7	7.7	7.4
Variety of arts and cultural opportunities	7.5	7.6	7.5	7.5
Affordable housing	7.5	7.3	7.7	7.4
Positive and welcoming atmosphere	7.3	7.3	7.1	7.5
Good local shopping areas	7.3	7.3	7.2	7.4
Safe place to live	6.8	6.8	6.8	6.7
Good access to public transport	6.7	6.7	6.5	6.9
Good employment opportunities	5.9	5.8	5.9	6.0

3.2 Ballarat's direction

When asked if they agreed that Ballarat was heading in the right direction, Figure 5 shows that there was a moderate level of agreement.

Figure 5: Perceptions of Ballarat's direction - general community & by ward
Q.2 How do you rate your agreement that Ballarat is heading in the right direction?



Those who provided a low agreement rating of 0 to 6 for the statement that Ballarat is heading in the right direction (n=310), provided suggestions for setting Ballarat on the right path. Figure 6 shows that the two key issues (out of the top ten mentioned) were the need to improve infrastructure and to create more job opportunities.

Secondary issues related to improving public transport and law enforcement.

Other comments related to improved leadership, more inclusive consultation and decisive action from the Council.

Those living in the Central Ward were less likely to have mentioned these top two issues. Looking within the Central Ward the top issue was the need to improve law enforcement.

Figure 6: Top 10 improvements to set Ballarat on the right path - general community
Q.3 What in particular do you think needs to be done to make sure Ballarat heads in the right direction?

	Total	North Ward	Central Ward	South Ward
Base: Rated 'heading in the right direction' 0-6	(n=310)	(n=103)	(n=105)	(n=102)
	%	%	%	%
More/ improve infrastructure - roads, water supply, schools	22	23	12	29
More work/ job opportunities	20	24	9	24
Improve public transport	16	19	13	17
Improve law enforcement/ reduce crime - drugs/ graffiti/ youth	16	15	19	14
More/ better/ new/ replace councillors	13	14	15	10
Listen to/ consult/ communicate with/ consider all resident's needs	10	10	10	9
Make decisions/ more action	9	5	13	9
Improve services - elderly, youth, arts, rubbish, festivals	8	6	7	10
Improve council spending/priorities	8	6	8	9
Fix Civic Hall	8	7	10	6

3.3 Reactions to population growth

Survey respondents were asked two questions about Ballarat's population growth as follows:

Q. The City of Ballarat has a population that is growing at 2% per year which is slightly higher than other regional cities in Victoria like Greater Bendigo and Geelong and can bring with it both opportunities and concerns. Firstly, what positives or opportunities, if any, do you think might come about due to this population growth?

Q. And what, if anything, concerns you about this population growth?

Figure 7 shows the majority (72%) were able to mention at least one positive that might come about due to population growth. Ballarat people feel that economic growth, and as a consequence improved employment prospects, is the key positive that might come about due to population growth.

Figure 7: Perceived opportunities or positives

Q.4 What positives or opportunities, if any, do you think might come about due to this population growth?

	Total	North Ward	Central Ward	South Ward
Base: All respondents	(n=805)	(n=298)	(n=241)	(n=266)
	%	%	%	%
Economic growth - industry/ businesses/ employment	41	38	42	42
More/ better education/ schools	8	8	4	10
Multiculturalism - different cultural influences	8	6	5	11
Housing growth	7	7	7	7
More/ better council services and facilities	7	7	9	5
Diversity of people - different ages, view, values, skills	7	7	6	8
Infrastructure - more building/ repairing	7	9	5	6
More shopping opportunities - shops/ shopping centres	4	6	3	4
Improvement to public transport	4	4	5	3
General positive comment	3	3	4	3
Improvement to healthcare/ hospital	2	2	3	1
Sports/ sporting facilities/ teams	1	1	0	2
More government funding	1	0	2	1
Improvement to arts	1	0	0	1
Other	8	6	4	13
Have opportunities but can't name them	17	20	19	13
No opportunities	18	18	16	18

Figure 8 the majority (71%) were also able to mention at least one concern they might have about population growth, with lack of infrastructure and lack of employment opportunities the key concerns. It is interesting to note that employment prospects appear to be a double edged sword when it comes to how Ballarat people view population growth – on one hand they welcome the opportunities for employment that come with population growth but fear that there will be greater competition for those opportunities.

Other issues of concern include traffic congestion, increased crime, a lowering of housing affordability/ availability and the pressure of community services and schools.

Figure 8: Concerns about population growth
Q.5 What, if anything, concerns you about this population growth?

	Total	North Ward	Central Ward	South Ward
Base: All respondents	(n=805)	(n=298)	(n=241)	(n=266)
	%	%	%	%
Lack of infrastructure	23	26	17	24
Lack of employment opportunities/ unemployment	22	18	22	26
Traffic congestion/ management	17	18	19	15
Increase in crime - drugs, graffiti	14	13	12	16
Housing affordability/ availability	11	10	14	10
Services/ facilities	10	8	11	12
Schools sufficiency	8	10	8	7
Public transport	7	12	7	2
Too many people/ overcrowding	5	3	5	6
Loss of Ballarat identity - becoming too metro	4	3	4	4
Roads not coping	3	2	7	2
Water supply/ resources	3	2	6	3
Over development	3	2	3	5
The kind of people/ ethnics	2	1	3	3
Other	2	2	3	2
Have concerns but can't name them	4	5	3	4
No concerns	19	21	19	16

4 Major projects

Survey respondents were asked questions about their awareness of the following major projects that the Council has recently completed:

- New indoor 50 metre pool - Gillies Street North
- Eureka Aquatic Centre - outdoor water play facility
- Eureka Stadium redevelopment
- Ballarat strategy – the Council’s long term plan for Ballarat to 2040
- Western Link - links the Western Freeway to the Midland Highway
- All-inclusive play space at Victoria Park with multiple zones for people with a disability
- Livestock saleyards – future location has been determined
- Ballarat West Employment Zone – industrial estate adjacent to the Ballarat Airport
- Civic Hall – decision has been made on the future use of the hall
- Ballarat Regional Soccer Facility development
- Kindergarten new buildings and redevelopments at 5 sites
- Visitor information centre relocated to the Town Hall

They were also asked to rate the success of each project they were aware of. Figure 9 shows that there was a low level of unprompted awareness of major projects completed by the Council. Awareness improved substantially after prompting. The major projects that have gained the highest levels of awareness include the new indoor 50 metre pool and the livestock saleyards. Low levels of awareness were recorded for the visitor information centre, Ballarat West Employment Zone, kindergartens and the Ballarat Strategy.

Figure 9: Awareness of major projects completed by the Council - general community
Q.6/7 Can you think of any major facilities or works that the Council has completed – UNPROMPTED & PROMPTED

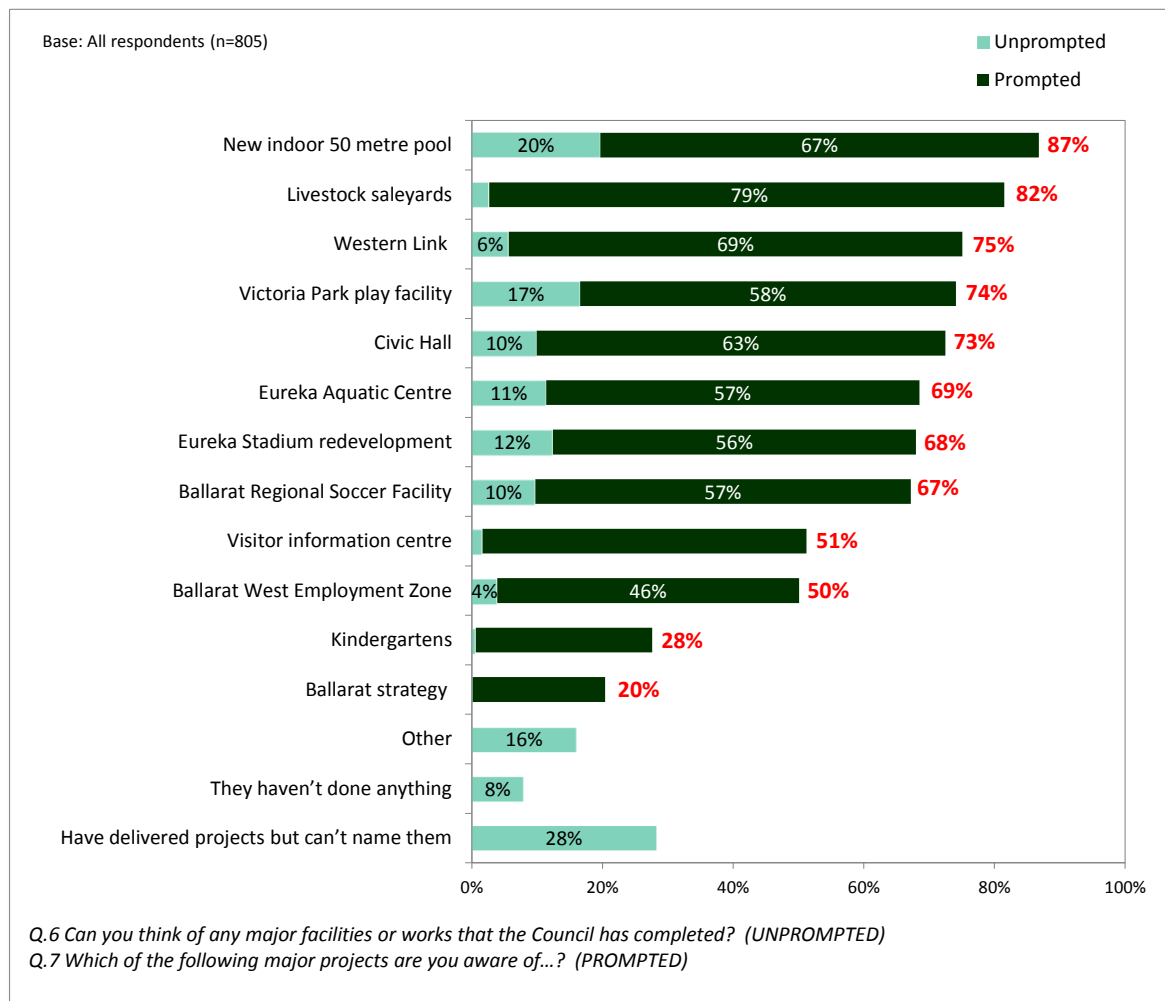
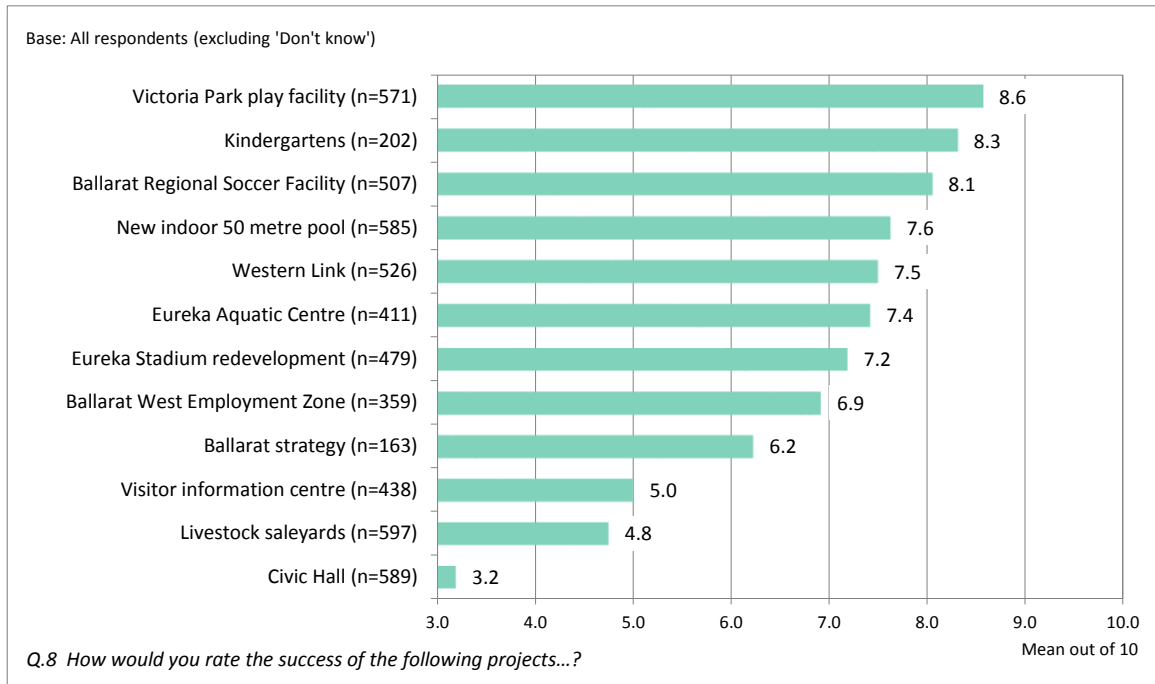


Figure 10 shows that several of the major projects completed by the Council in recent times have been deemed successful. In particular, the Victorian Park play facility, kindergarten development and the Ballarat Regional Soccer facility.

Those that were seen to be least successful were the Ballarat Strategy (possibly due to lack of overall knowledge and understanding), the new visitor information centre and the decision on the future location of the livestock saleyards.

The Civic Hall decision regarding its future use was rated as being unsuccessful.

*Figure 10: Ratings of the success of major projects - general community
Q.8 How would you rate the success of the (INSERT NAME OF PROJECT) project?*



5 Events

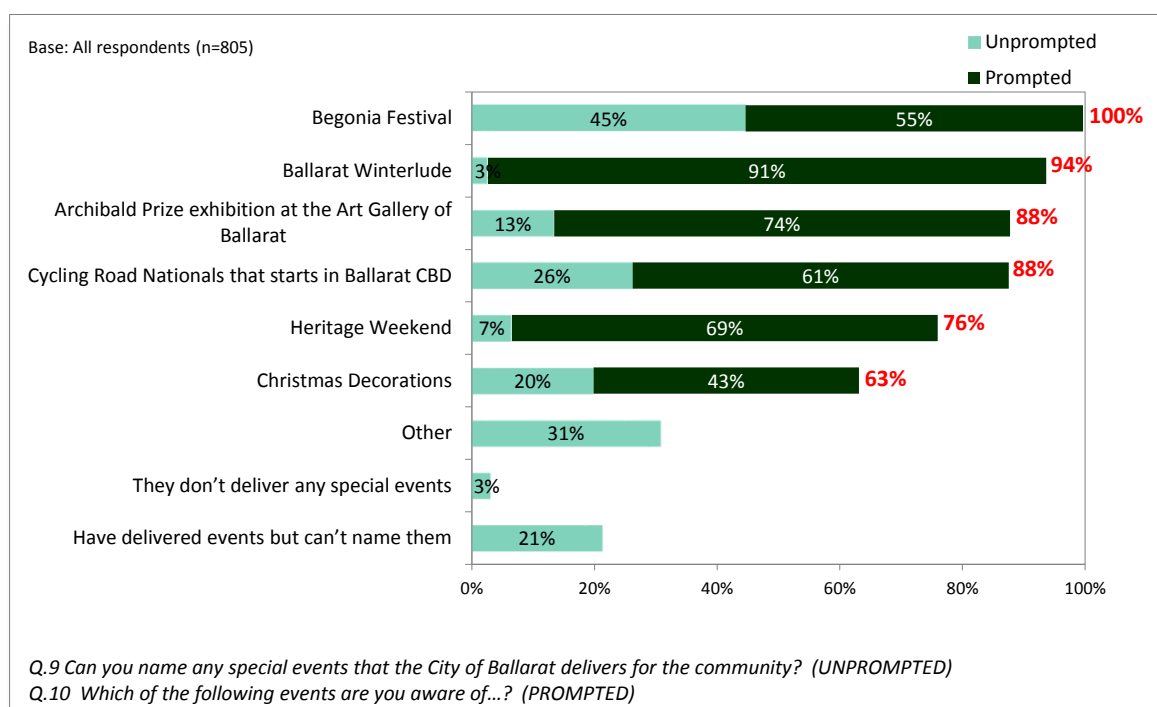
Survey respondents were asked questions about their awareness of and attendance at the following events that the Council delivers:

- Begonia Festival
- Ballarat Winterlude
- Archibald Prize exhibition at the Art Gallery of Ballarat
- Cycling Road Nationals that starts in Ballarat CBD
- Heritage Weekend
- Christmas Decorations

They were also asked to rate each event they had attended.

Figure 11 shows that the Begonia Festival has the most traction as the event that first comes to mind when Ballarat people think of special events that the City of Ballarat delivers for the community and after prompting there was no one who could not recall this event. Although the Ballarat Winterlude was also recalled by almost all of the survey respondents, there were few who thought of this without prompting. A majority of people were aware of all other events.

*Figure 11: Awareness of special events that the City of Ballarat delivers for the community - general community
Q.9/10 Can you name any special events that the City of Ballarat delivers for the community – UNPROMPTED & PROMPTED*



There were a range of other events named as events delivered by the Council with the following mentioned most frequently:

- Springfest
- Rockabilly Festival
- Harmony Festival
- Beer Festival
- South Street Competitions
- Rowing, Lake Wendouree
- Music Festivals
- Australia Day Celebrations
- Anzac Day Parade

Figure 12 shows the proportion of those aware of each event who have been to the event in recent years. At least 3 in 10 of those who were aware of each event had attended in recent years.

Most have been to see the Christmas Decorations and a high proportion have been to the Begonia Festival or the Heritage Weekend.

Figure 12: Have you been to (NAME OF EVENT) in recent years - general community
Q.11 Have you been to (NAME OF EVENT) in recent years?

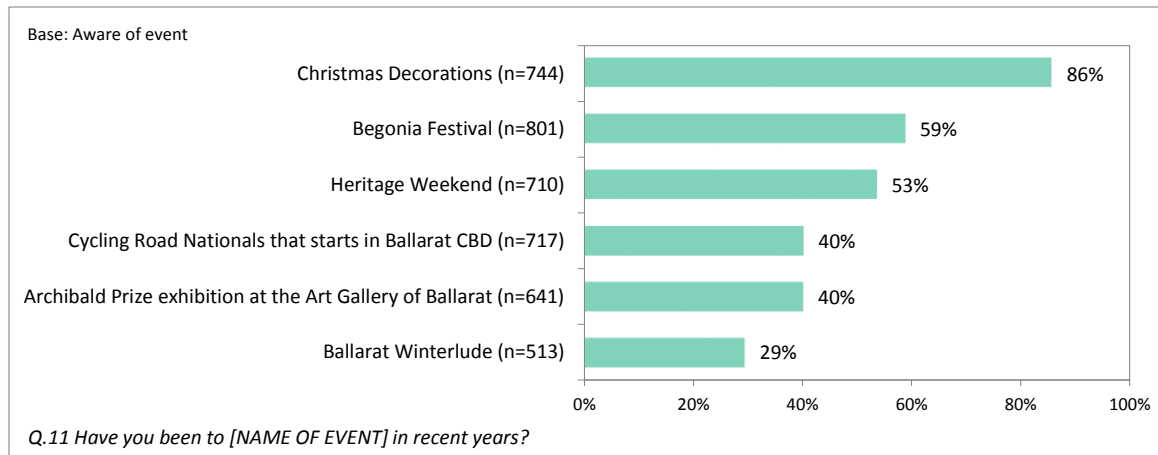
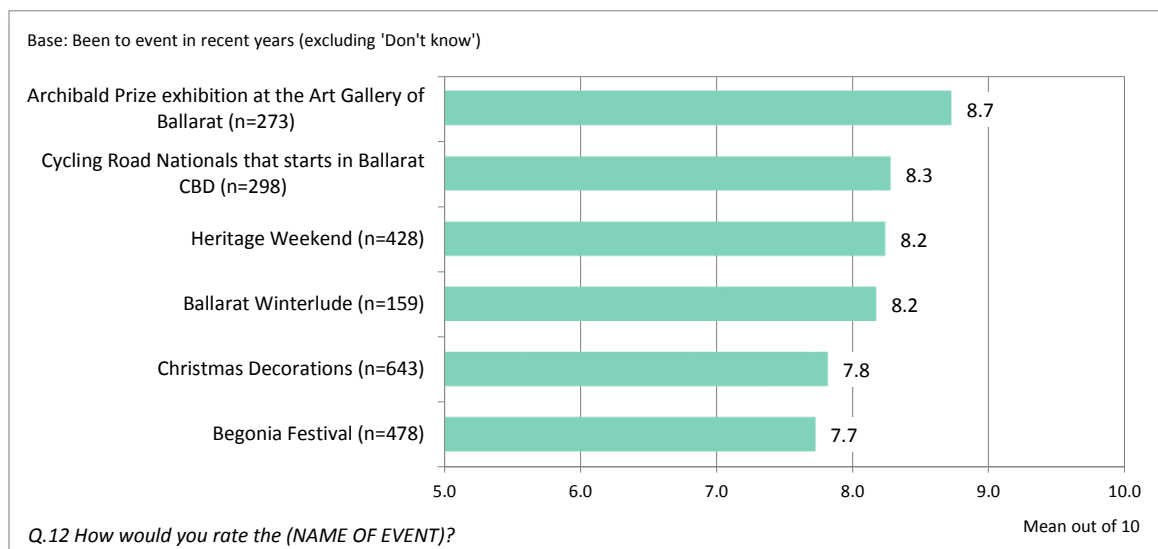


Figure 13 shows that all events rated well with the lowest being the Begonia Festival at 7.7 out of 10 and the Christmas Decorations rating at 7.8 out of 10.

Figure 13: Ratings of the events attended - general community
Q.12 How would you rate the (INSERT NAME OF EVENT)?



6 Satisfaction

Survey respondents were asked questions about their satisfaction with Council's:

- Overall performance
- Advocacy and engagement
- Customer service
- Performance in delivering a range of services

6.1 Overall performance

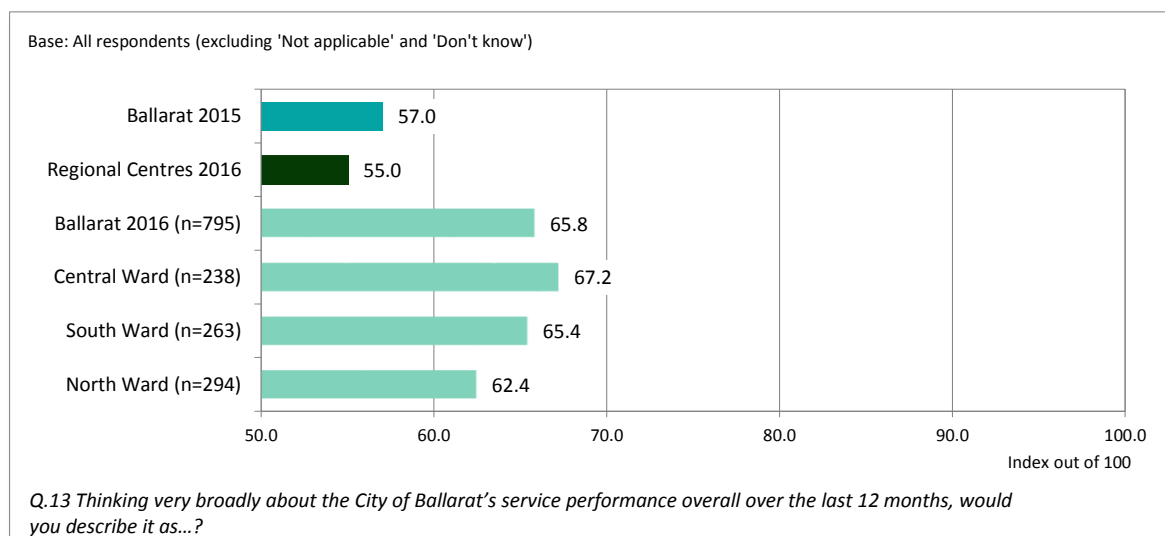
Figure 14 shows that satisfaction with the Council's overall performance is at a moderate level in 2016 with an index score of 65.8 (out of 100). Those living in the North Ward were the comparatively less satisfied with a score of 62.4 compared with the South Ward at 65.4 and the Central Ward at 67.2.

Ballarat shows a substantially higher perception of overall Council performance when compared with other Victorian regional centres (55 out of 100 representing a low satisfaction level)¹.

The 2016 result for Ballarat represents an increase compared with the 2015 score of 57 (out of 100).

Figure 14: Perceptions of overall Council performance - general community

Q.13 Thinking very broadly about the City of Ballarat's service performance overall over the last 12 months, would you describe it as...?



¹ The question on the Community Satisfaction Survey (CSS) coordinated by Local Government Victoria (LGV) was: "On balance, for the last 12 months, how do you feel about the performance of council, not just on one or two issues, but overall across all responsibility areas?" Caution should be used when comparing Ballarat's results with this question.

Figure 16 provides a demographic analysis of overall satisfaction with Council’s performance. Notable variations included lower satisfaction for males, older age groups, couples with no children at home and those who speak a language other than English.

Figure 15: Perceptions of overall Council performance changes over time - general community
Q.13 Thinking very broadly about the City of Ballarat’s service performance overall over the last 12 months, would you describe it as...?

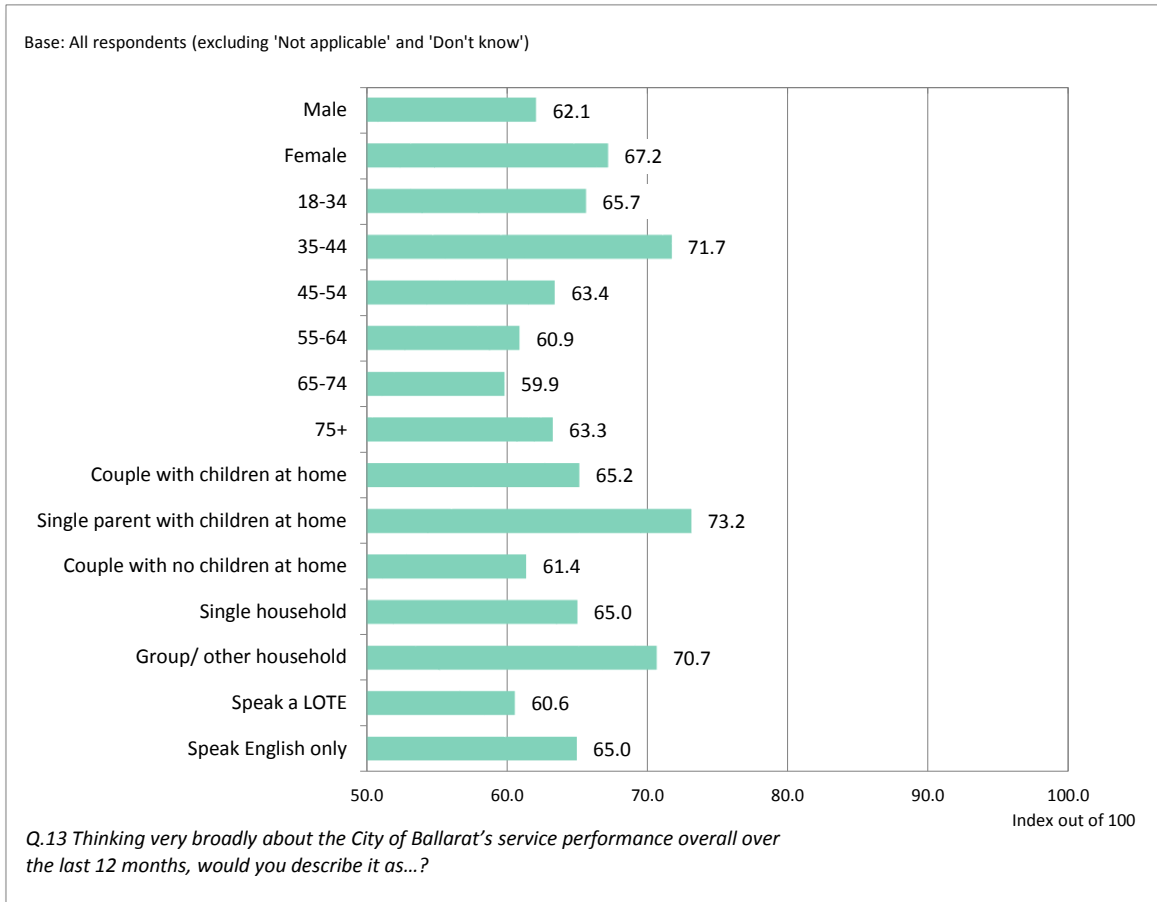
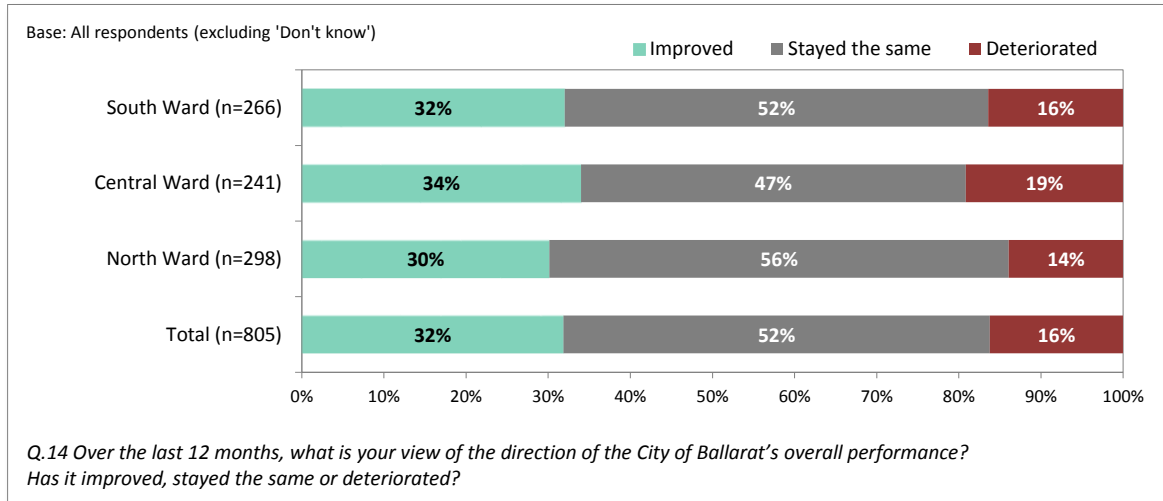


Figure 16 shows that around 3 in 10 of the survey respondents (32%) felt that the Council's performance has improved over the last 12 months. A total of 16% felt the Council's performance had deteriorated and hence the net improvement can be calculated (improved minus deteriorated) at 16 percentage points. There was little variation between wards.

Figure 16: Perceptions of overall Council performance changes over time - general community

Q.14 Over the last 12 months, what is your view of the direction of the City of Ballarat's overall performance? Has it IMPROVED, STAYED THE SAME or DETERIORATED?



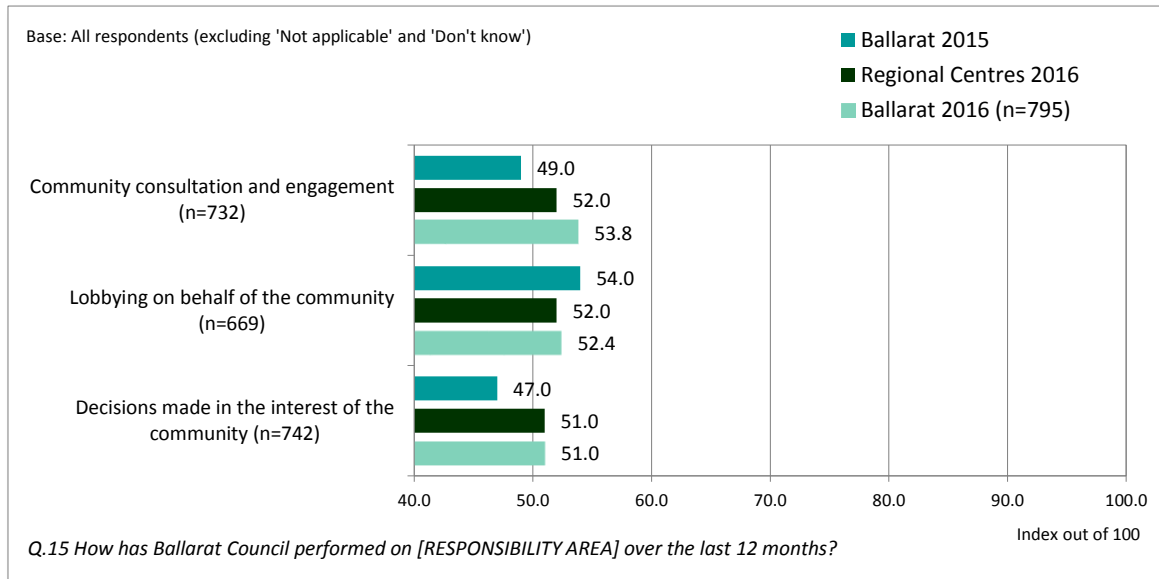
6.2 Advocacy and engagement

Figure 17 shows that the Ballarat community has a low level of satisfaction with the Council’s performance on the three indicators of advocacy and engagement, however there has been an improvement since 2015 for community consultation and engagement and decision made in the interest of the community.

The Ballarat scores are on par or slightly higher than the Victorian regional centre average for 2016.

Once again there was little variation across wards and scores that were comparable to other Victorian regional centres.

Figure 17: Performance on advocacy and engagement - general community
Q.15 How has Ballarat Council performed on (READ IN RESPONSIBILITY AREA) over the last 12 months?

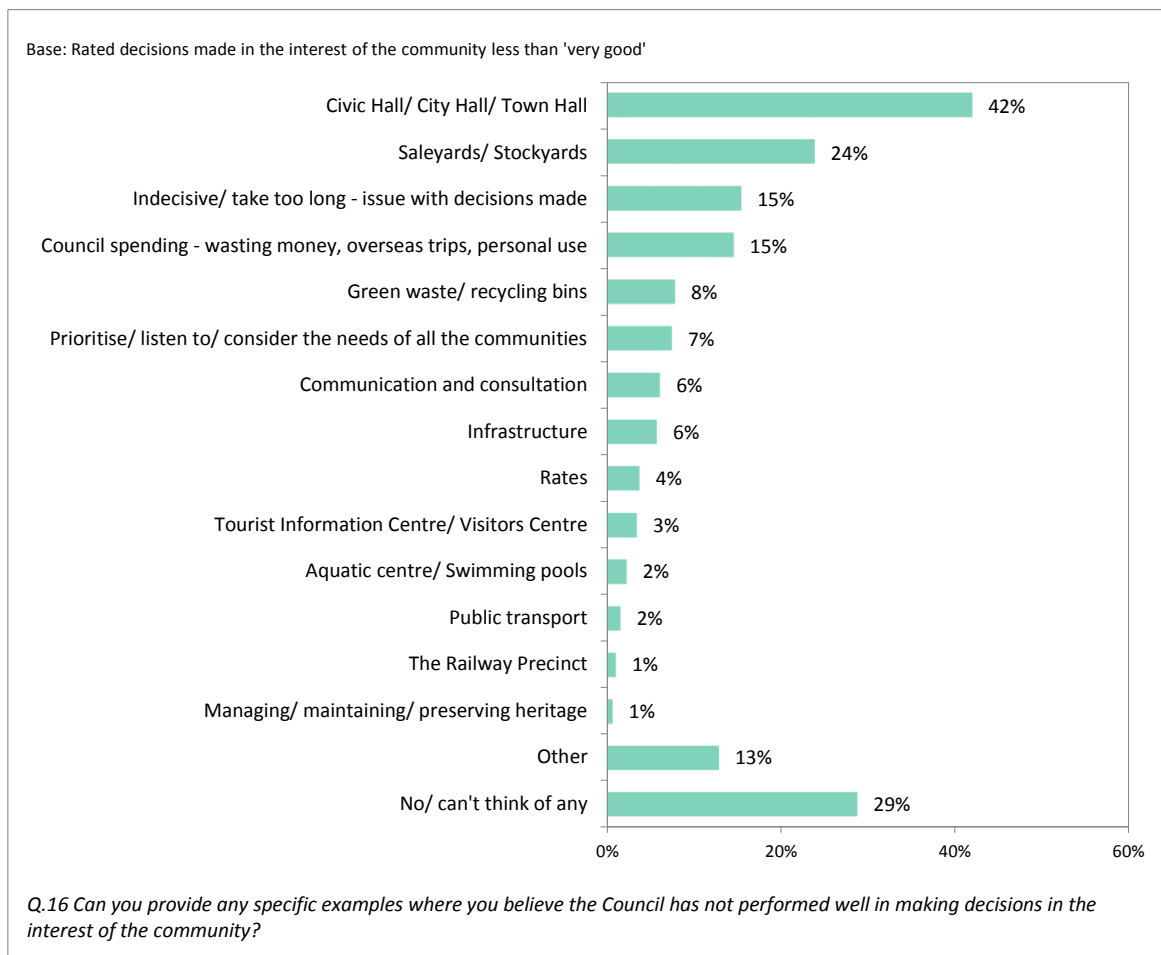


	Total	North Ward	Central Ward	South Ward
	(n=805)	(n=298)	(n=241)	(n=266)
	<i>Index</i>	<i>Index</i>	<i>Index</i>	<i>Index</i>
Decisions made in the interest of the community	51.0	51.4	51.1	50.6
Lobbying on behalf of the community	52.4	54.5	52.0	50.6
Community consultation and engagement	53.8	56.3	52.8	52.1

Survey respondents were asked to provide a specific example where they believed the Council had not performed well in making decisions in the interest of the community. Figure 18 shows that the decision making around the future use of Civic Hall was a key source of negativity towards the Council's performance in advocacy and engagement. Following this was the example of the livestock saleyards. Other than these two specific examples, survey respondents provided general comments about the Council being indecisive and extravagant with public funds.

Figure 18: Examples of poor performance in advocacy role - general community

Q.16 Can you provide any specific examples where you believe the Council has not performed well in making decisions in the interest of the community?



The following are example verbatim comments relating to the Civic Hall and livestock saleyard:

The Civic Hall they've been consulting with only a small vocal minority of the community. The live stock exchange I think they have procrastinated too long on that instead of implementing it.

I think the Civic Hall is one, they have taken so long to do anything about it. We have given loads of suggestions and instead of consulting us, they called in someone from NZ to advise them and ignored his advice anyway. The Cattle yards has been one set back after another.

Let's go to the Civic Hall, at the end of the day the Council need to step up to the plate and make a decision the more money they spend and the more derelict it gets, the longer these decisions drag on the more it costs us waiting for a decision, community consultation doesn't cost anything and can be very helpful in decision making.

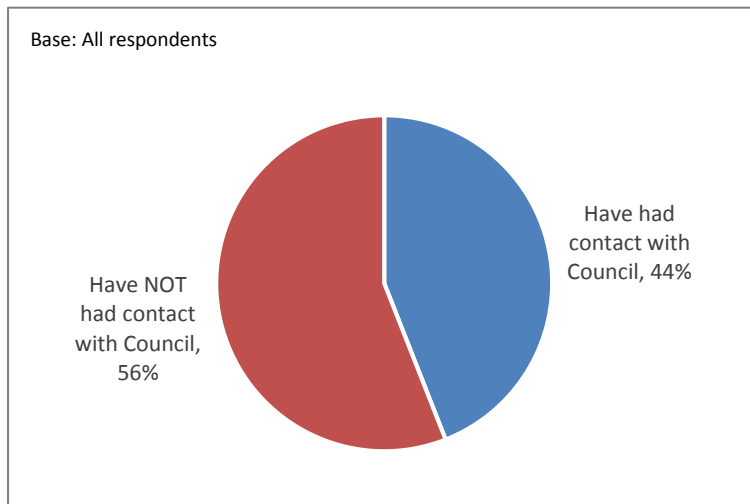
The muck up with the Civic Hall and the livestock place has been shocking they won't make up their mind. They won't make a decision and they give into minority groups too easily. In my opinion they caved in with the minority with the Civic Hall and the silent opinion went unheard the original decision was to demolish the old dysfunctional Civic Hall and to replace it with something more modern and people got onto them saying they wanted to retain their past and now we are stuck with this derelict.

6.3 Customer service

Over the last 12 months, a total of 44% of survey respondents reported that they had contacted the Council (refer Figure 19).

Figure 19: Contact with the Council - general community

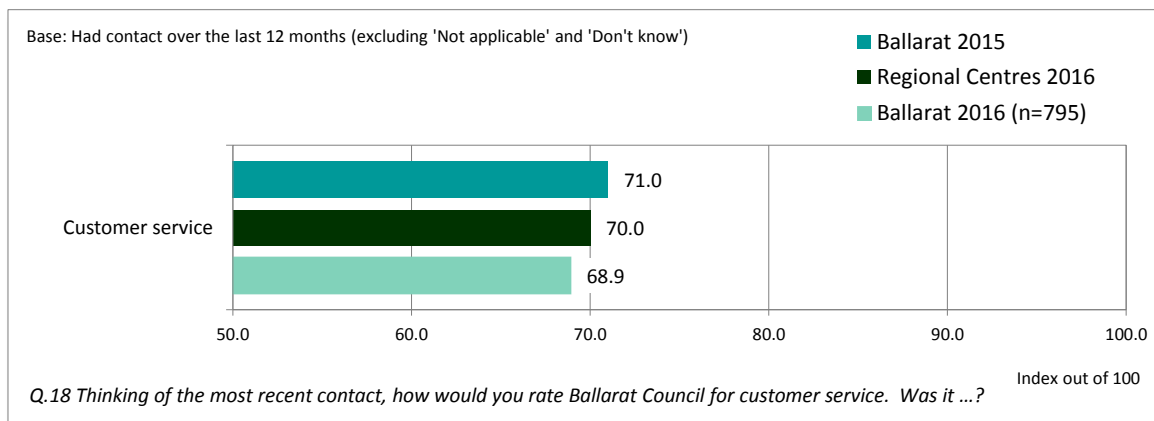
Q.17 Over the last 12 months, have you or any member of your household had any contact with the Ballarat Council?



Of the 382 survey respondents who had contacted Council, there was a moderate level of satisfaction with the customer service they received (refer Figure 20) and this was in line with other Victorian regional centres, but slightly lower than the score received in 2015.

Figure 20: Perceptions of Council’s customer service - general community

Q.18 Thinking of the most recent contact, how would you rate Ballarat Council for customer service. Please keep in mind we do not mean the outcome but rather the actual service that was received. Was it ...?



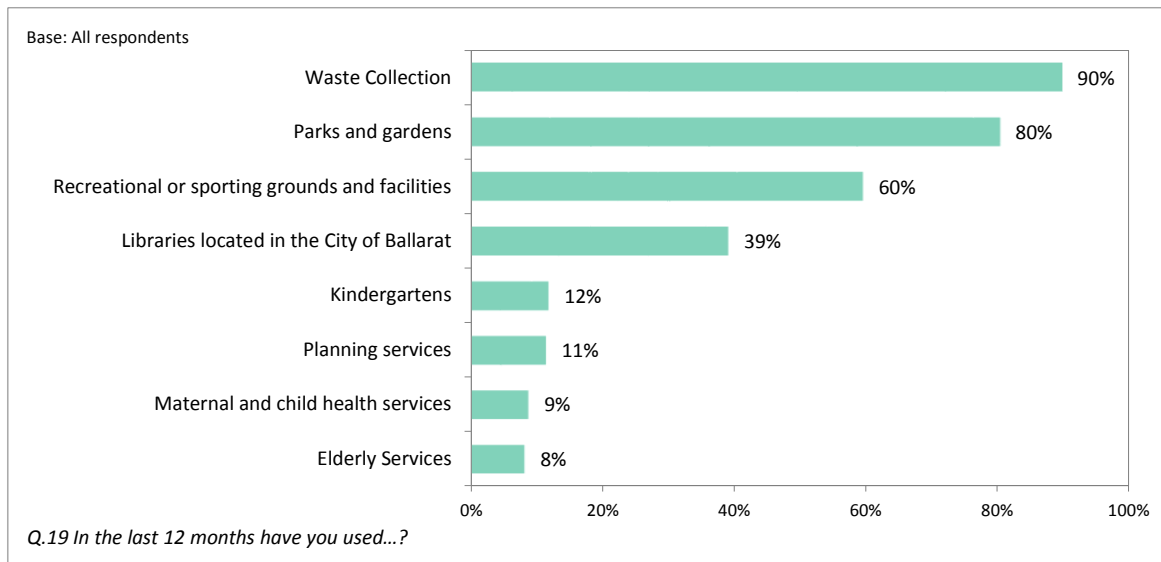
6.4 Performance in delivering a range of services

Survey respondents were asked questions about their usage of and satisfaction with the following Council services:

- Libraries located in the City of Ballarat
- Planning services
- Maternal and child health services
- Parks and gardens
- Kindergartens
- Recreational or sporting grounds and facilities
- Waste Collection
- Elderly Services

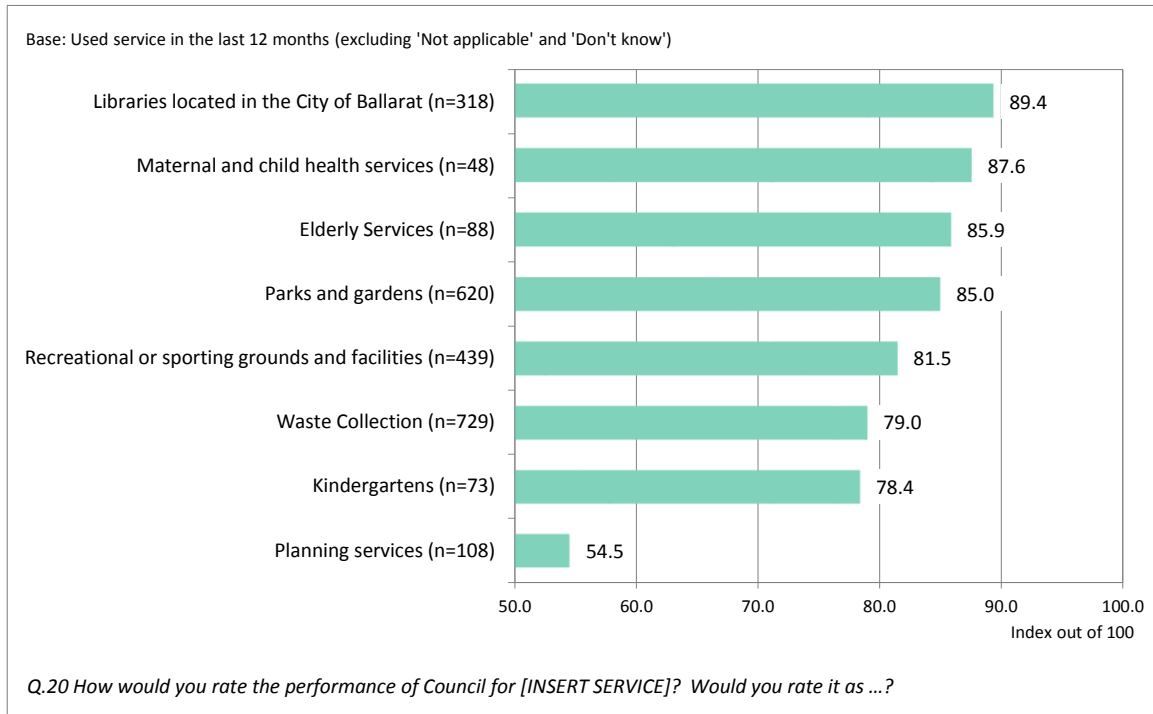
Figure 21 shows that the proportion of people who use these Council services ranges from 90% for waste collection down to 8% for elderly services.

Figure 21: Usage of Council services - general community
Q.19 In the last 12 months have you used (INSERT SERVICE)?



Users of each Council service were asked to rate their perceptions of Council's delivery of the service. Figure 22 shows that there is a high or very high level of satisfaction with almost all of the Council services. Those who had used planning services however, reported a low level of satisfaction with an index score of 54.5 (out of 100).

Figure 22: Perceptions of Council's service delivery - general community
Q.20 In the last 12 months have you used (INSERT SERVICE)?



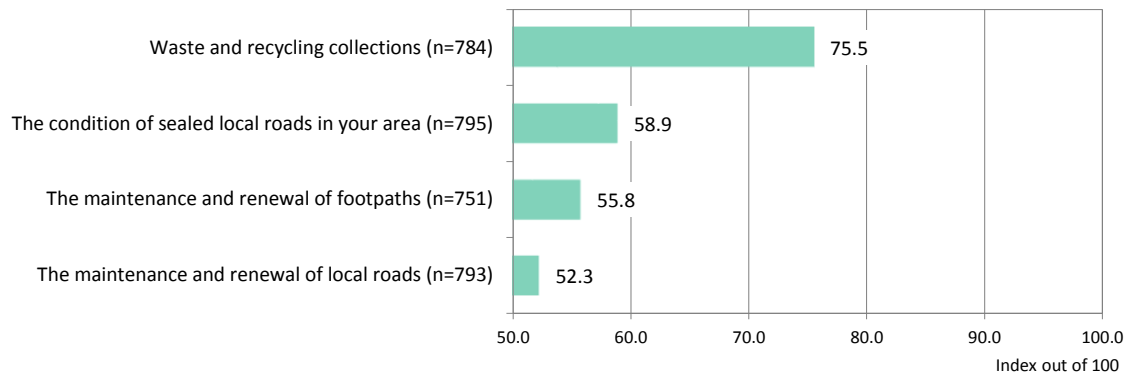
Survey respondents were asked questions about their satisfaction with the following Council services:

- The maintenance and renewal of local roads
- The maintenance and renewal of footpaths
- Waste and recycling collections
- The condition of sealed local roads in your area

Figure 23 shows that whilst waste and recycling collections are perceived to be performed well by the Council, the remaining infrastructure service delivery for the condition of sealed roads and maintenance & renewal of footpaths and local roads were all rated at low levels.

Figure 23: Perceptions of Council's infrastructure service delivery - general community
Q.21 How would you rate the performance of Council for (INSERT SERVICE)?

Base: All respondents (excluding 'Not applicable' and 'Don't know')

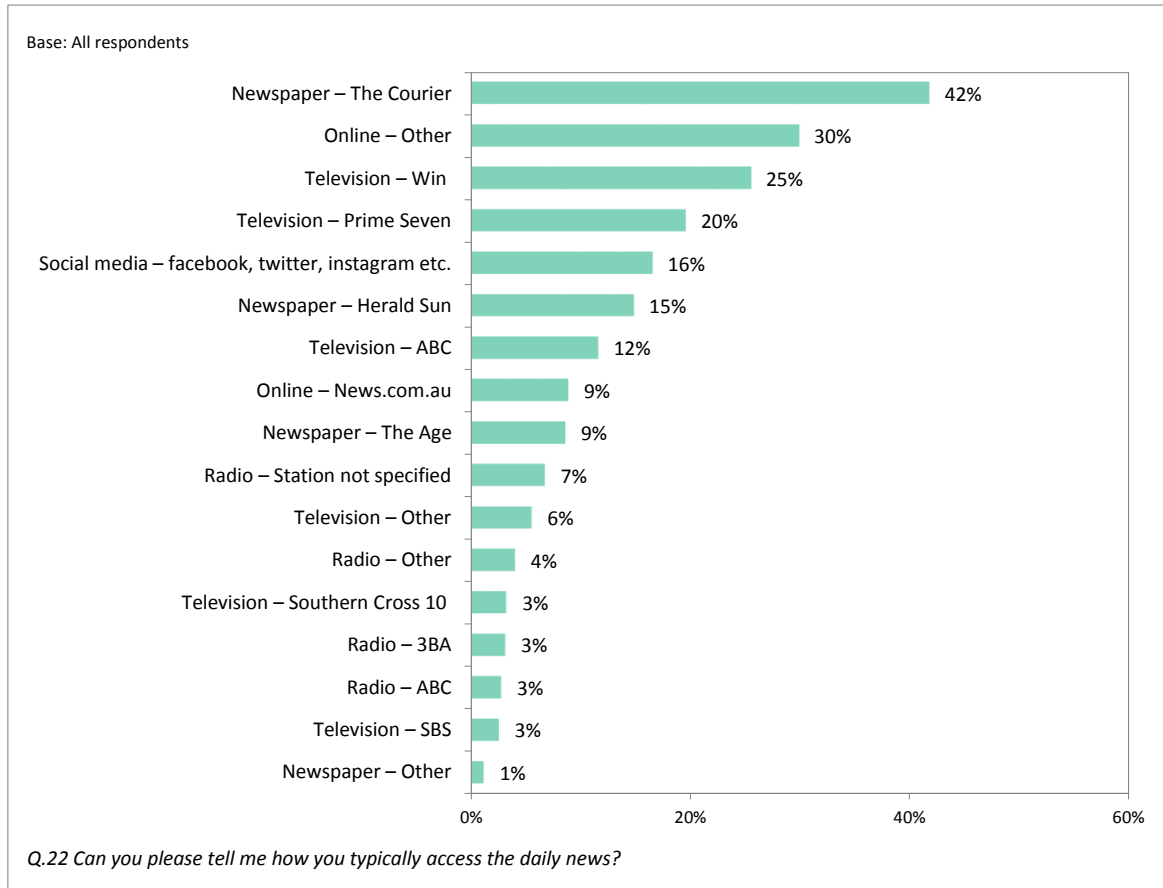


Q.21 How would you rate the performance of Council for (INSERT SERVICE). Would you rate their performance as...?

7 Communications

When asked where they typically access their daily news, The Courier was the main mode mentioned, followed by online sources and television (WIN and Prime Seven) as shown in Figure 24.

Figure 24: Modes for accessing daily news - general community
 Q.22 How you typically access the daily news?



Ballarat people prefer to receive Council news and updates via direct mail by post in hard copy (refer Figure 25) followed by The Courier, email and social media.

Figure 25: Preferences for accessing Council news and updates - general community

Q.23 Thinking about Council activities, by what method would you like the Council to provide news and updates to you about its activities, services and facilities?

