



# Community Perceptions Survey 2017

A report of findings from a survey of Ballarat community



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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 800 people residing in the Ballarat municipality conducted in May/June 2017.

## 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***

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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. Ballarat people are least likely to agree that Ballarat is a safe place to live, has good access to public transport or good employment opportunities. *Significant decrease since 2016 = good parks and open spaces; good access to public transport.*

***Ballarat people are not overly optimistic about the direction that Ballarat is heading in, although perceptions have improved in 2017***

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There was a moderate level of agreement (7.0 up from 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 creating more job opportunities, improving services and infrastructure.

***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***

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The majority (73%) were able to provide at least one positive in relation to population growth and a similar proportion (75%) 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 and lack of public transport.

## 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***

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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, the Ballarat Regional Soccer facility, and Marty Busch recreation reserve. Deemed to be unsuccessful was the decision regarding future use of Civic Hall (4.5 out of 10) and livestock saleyards future location decision (4.7 out of 10).

*Significant increase since 2016 = Civic Hall.*

*Significant decrease since 2016 = Ballarat Regional Soccer facility, kindergarten new buildings & redevelopment*

### 1.3 Events

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

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The majority of people were aware of the events delivered by Council, albeit after being prompted with a list. The White Night event rated particularly well (9.0 out of 10).

*Significant decrease since 2016 = Archibald Prize exhibition, Cycling Road Nationals*

### 1.4 Satisfaction

***Although Council's overall performance received a moderate rating (68.0), this rating was higher than in 2016 and higher than other Victorian regional centres***

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The index score for overall performance in 2017 for Ballarat was 68.0 (out of 100) which is substantially higher than in 2016 (64.8 out of 10) and higher than the score for other regional centres surveyed in 2017 (57.0 out of 100).

Confirming this sentiment was the increase in the proportion who felt that the City of Ballarat's performance had improved (46% up from 31%).

***Indicators of Council's advocacy and engagement were rated at low levels, however 2017 represents an improvement in perceptions***

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The Ballarat community has a low level of satisfaction with the Council's performance on the three indicators of advocacy and engagement, however there were statistically significant increases for all three indicators in 2017. Furthermore, these are all higher than 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***

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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 70.5 (out of 100) in line with the 2016 results and other Victorian regional centres.

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

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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; and kindergartens. Although planning services recorded a low level of satisfaction, the 2017 result indicated improvement since 2016.

*Significant increase since 2016 = Planning services, parks and gardens, recreational or sporting grounds and facilities, waste collection*

*Significant decrease since 2016 = Elderly services*

***Council infrastructure services relating to road and footpath maintenance and renewal scored low levels of satisfaction***

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Whilst waste and recycling services received a high satisfaction score, services relating to road and footpath maintenance and renewal scored low levels of satisfaction.

*Significant increase since 2016 = Waste & recycling services*

*Significant decrease since 2016 = Condition of sealed 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 the Council's myballarat magazine***

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The Courier was the main mode mentioned for accessing daily news (37%), followed by online sources and television. Ballarat people prefer to receive Council news via Council's *myballarat* magazine (32%).

## 1.6 KPI Summary

Figure 1 presents index scores for the Key Performance Indicators. Scores shown in green have significantly increased since last measured; scores shown in red have significantly decreased.

*Figure 1: Summary of KPI scores*

	2017	2016
Base: All respondents (excluding 'Don't know')	<i>Index</i>	<i>Index</i>
<b>Service performance overall</b>	<b>64.8</b>	<b>68.0</b>
Customer service	70.5	68.9
Councillor performance	61.5	
Community consultation and engagement	58.0	53.8
Lobbying on behalf of the community	57.2	52.4
Decisions made in the interest of the community	56.5	51.0





## 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 800 people residing in the Ballarat municipality. Interviews were collected between 26 April and 20 May 2017. Figure 2 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.

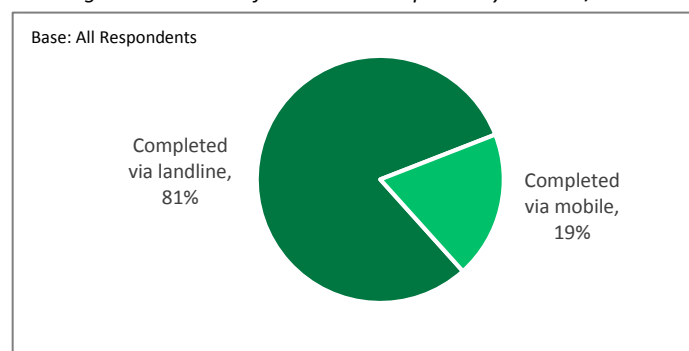
Figure 2: Number of interviews completed and associated confidence intervals

	No. Ints	CI @ 95% CL*
North Ward	295	±5.6%
Central Ward	245	±6.2%
South Ward	260	±6.0%
<b>TOTAL</b>	<b>800</b>	<b>±3.3%</b>

\*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 3 shows that 19% of the interviews were completed via mobile phone.

Figure 3: 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.

It should also be noted that some minor revisions were made to the questionnaire for the 2017 study. These changes were as follows:

- Updating the list of major projects (inclusion of re-development of Civic Hall, Sebastapol Library, Marty Busch Recreation Reserve and Ballarat Botanical Gardens Fernery)
- Updating list of events (inclusion of White Night and Summer Sundays)
- New questions about visitation to notable arts and cultural venues (e.g. MADE) and rating of the experience
- Inclusion of *myballarat* magazine categories in a question about preferred method of receiving information

A few other wording changes were also made. These have been noted throughout this document as they are important to keep in mind when interpreting results over time.

## 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
<b>TOTAL</b>		<b>800 (a)</b>	<b>48750 (b)</b>
		<b>INDEX SCORE (b ÷ a)</b>	<b>60.9</b>

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 2017 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 2017 survey were: Greater Bendigo, Greater Geelong, Greater Shepparton, Horsham, Latrobe, Mildura, Wangaratta, Warrnambool and Wodonga.

### 2.5.4 Interpretation of significance testing

A significance test shows how likely it is that any difference observed between two means or proportions reflects a real difference in the population and not just a chance difference in the sample.

When the report states that a mean or proportion is statistically significantly different at the .05 level of significance, it means there is only a 5% chance that the observed discrepancy is a spurious occurrence rather than a genuine difference. In other words, to say that a difference is statistically significant or statistically detectable is to say that the observed result cannot reasonably be attributed to random variation alone.

Significant differences across years are highlighted throughout the report by the depiction of arrows on charts and shading in tables as shown below.

Significant Change Since Last Measured	Increase	Decrease
Charts	↑	↓
Tables	Green shading	Red shading

## 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 4 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 4: Indicators of amenity - current year  
Q.1 How do you rate your agreement that Ballarat...?

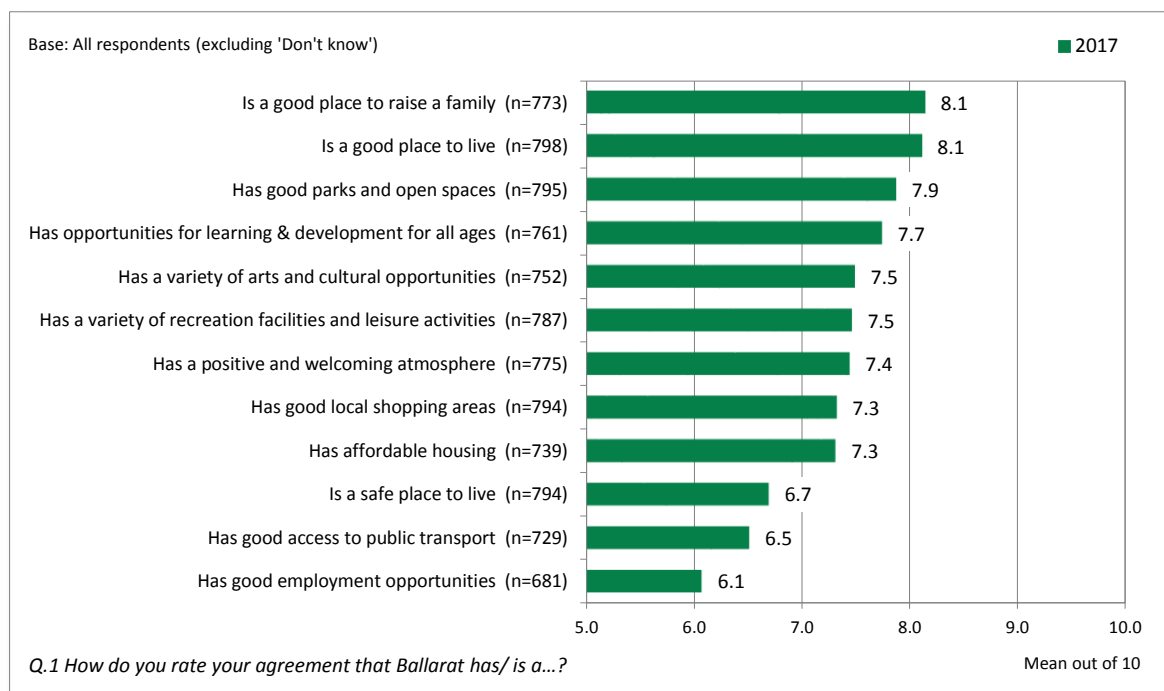


Figure 5 provides a time series comparison showing that in 2017 there have been statistically decreases in the aspects relating to good parks and open spaces and good access to public transport.

Figure 5: Indicators of amenity – time series  
 Q.1 How do you rate your agreement that Ballarat...?

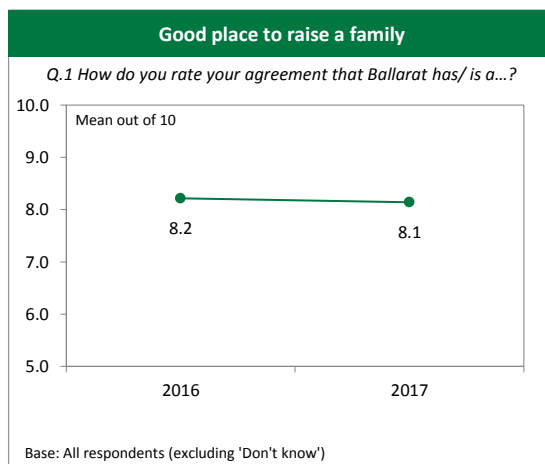
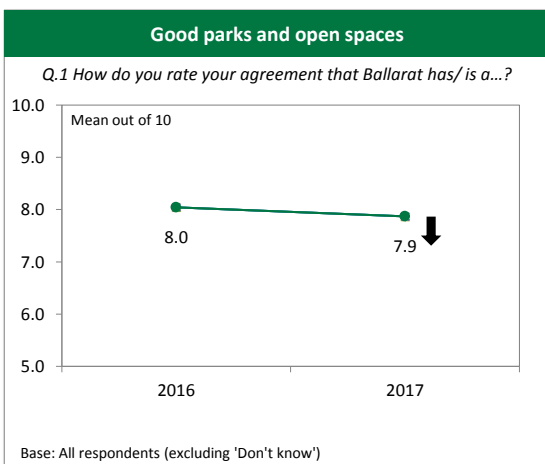
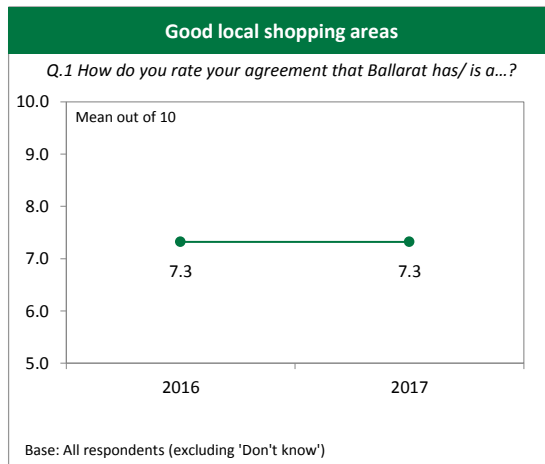
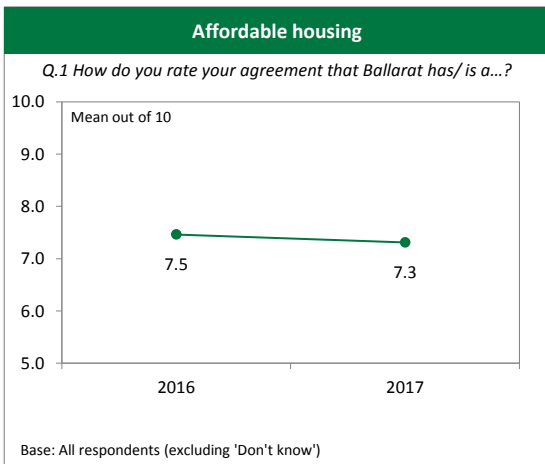
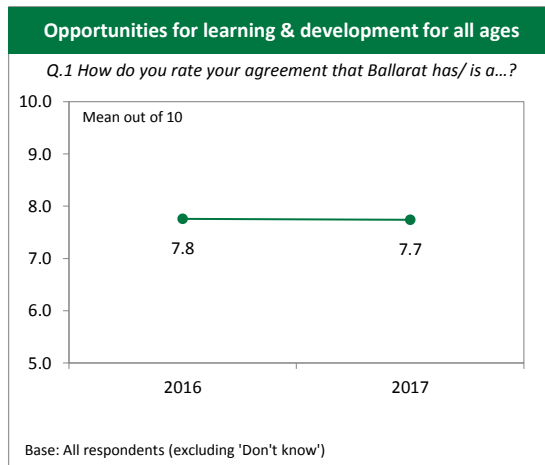
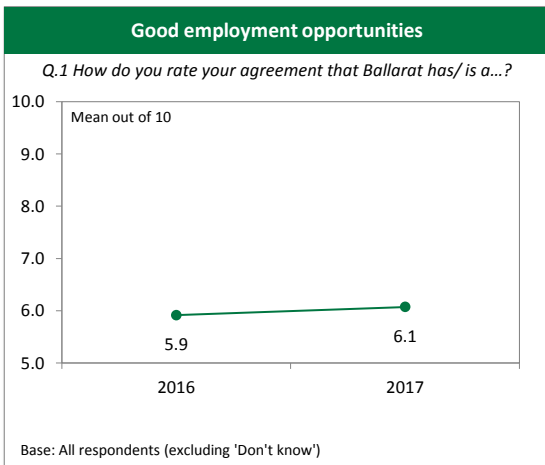


Figure 5 continued:

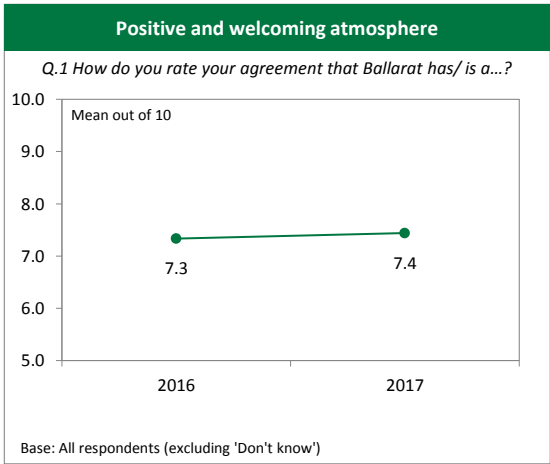
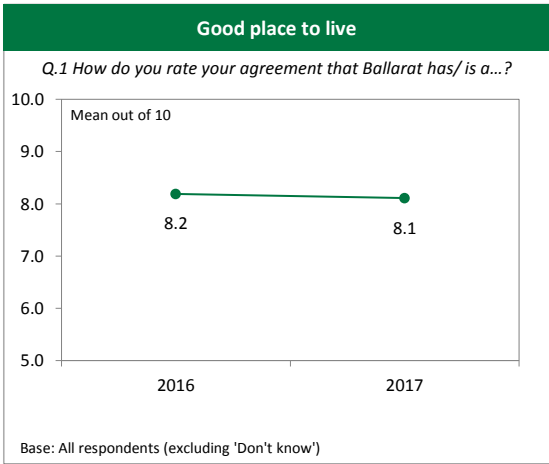
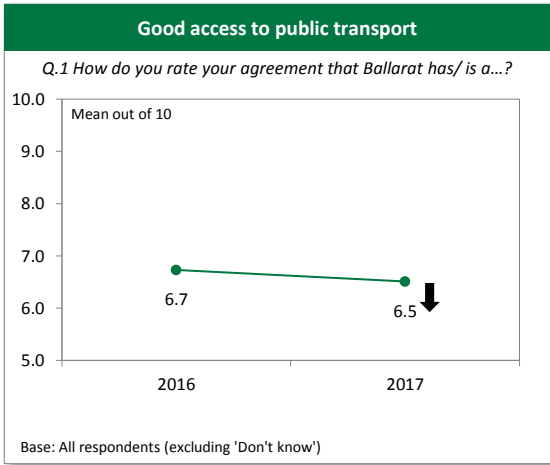
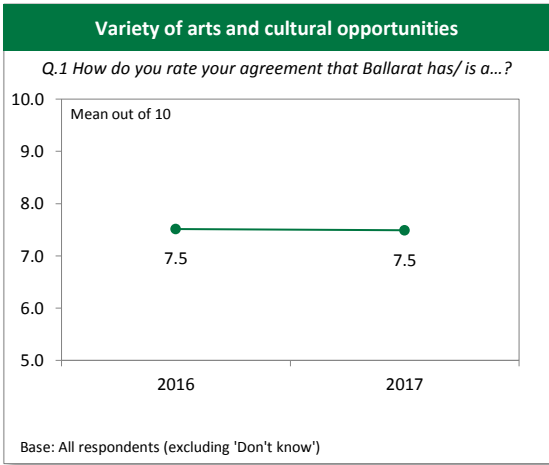
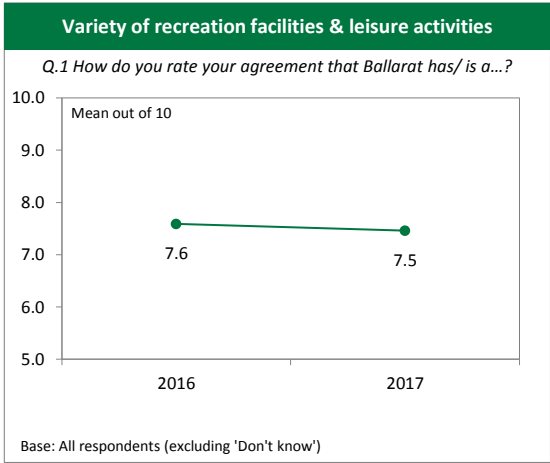
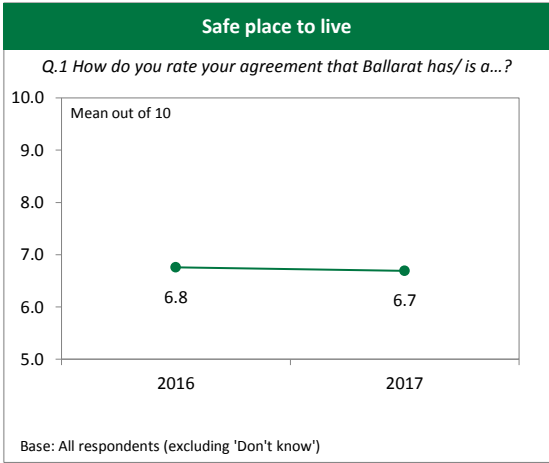


Figure 6 shows that compared with the other two wards, the results for the North Ward are systematically lower, particularly in terms of being a safe place to live.

*Figure 6: Indicators of amenity – by ward*  
*Q.1 How do you rate your agreement that Ballarat...?*

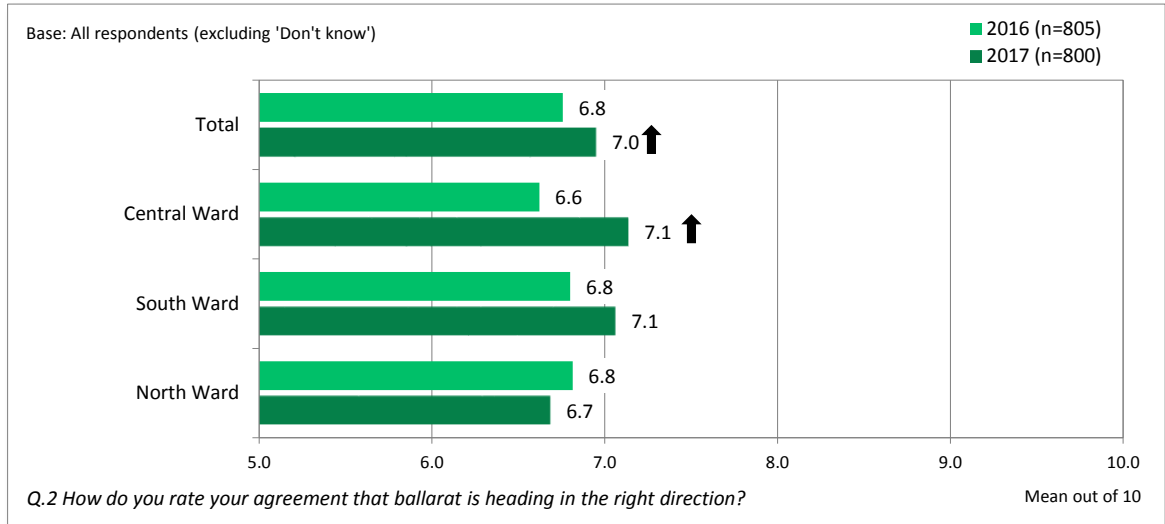
	2016	2017			
	Total (n=805)	Total (n=800)	North Ward (n=287)	Central Ward (n=250)	South Ward (n=263)
Base: All respondents (excluding 'Don't know')	<i>Mean</i>	<i>Mean</i>	<i>Mean</i>	<i>Mean</i>	<i>Mean</i>
Good place to raise a family	8.2	8.1	7.9	8.3	8.3
Good place to live	8.2	8.1	7.9	8.1	8.3
Good parks and open spaces	8.0	7.9	7.7	8.0	7.9
Opportunities for learning & development for all ages	7.8	7.7	7.5	7.9	7.9
Variety of arts and cultural opportunities	7.5	7.5	7.3	7.6	7.6
Variety of recreation facilities & leisure activities	7.6	7.5	7.4	7.6	7.5
Positive and welcoming atmosphere	7.3	7.4	7.2	7.6	7.6
Good local shopping areas	7.3	7.3	7.3	7.3	7.4
Affordable housing	7.5	7.3	7.5	7.4	7.1
Safe place to live	6.8	6.7	6.3	6.9	6.9
Good access to public transport	6.7	6.5	6.2	6.4	6.9
Good employment opportunities	5.9	6.1	5.8	6.0	6.3



### 3.2 Ballarat’s direction

When asked if they agreed that Ballarat was heading in the right direction, Figure 7 shows that there was a moderate level of agreement. The 2017 results reflect an over increase in agreement that Ballarat is heading in the right direction, however this sentiment was driven by a significant increase recorded for the Central Ward.

*Figure 7: Perceptions of Ballarat’s direction*  
*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=254), were asked to provide suggestions for setting Ballarat on the right path.

Figure 8 shows that in 2017, most commonly Ballarat residents suggested that there was a need to create more job opportunities, improve services and improve infrastructure.

Each of the three wards had a focus on a specific issue as follows:

- North Ward – more work/job opportunities
- Central Ward – Improve public transport
- South Ward – Improve services

*Figure 8: Top 10 improvements to set Ballarat on the right path*  
*Q.3 What in particular do you think needs to be done to make sure Ballarat heads in the right direction?*

	2017			
	Total (n=254)	North Ward (n=103)	Central Ward (n=74)	South Ward (n=77)
Base: Rated 'heading in the right direction' 0-6				
	%	%	%	%
More work/ job opportunities	17	<b>24</b>	15	11
Improve services - elderly, youth, arts, rubbish, festivals	15	9	3	<b>31</b>
More/ improve infrastructure - roads, water supply, schools	14	10	12	19
Improve public transport	13	12	<b>23</b>	8
More/ better/ new/ replace councillors	12	12	16	8
Listen to/ consult/ communicate with/ consider all residents needs	10	14	6	9
Improve law enforcement/ reduce crime - drugs/ graffiti/ youth	9	2	9	16
More parking	6	6	7	4
Better town planning	5	7	8	2
Improve council spending/priorities	5	7	6	3
Other	9	11	12	5
Nothing	8	7	14	4

### 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 9 shows the majority (73% in 2017) 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 9: Perceived opportunities or positives*  
*Q.4 What positives or opportunities, if any, do you think might come about due to this population growth?*

	2016	2017			
	Total (n=805)	Total (n=800)	North Ward (n=287)	Central Ward (n=250)	South Ward (n=263)
Base: All respondents	%	%	%	%	%
No opportunities	18	17	17	20	14
Economic growth - industry/ businesses/ employment	41	36	45	32	32
Have opportunities but can't name them	17	18	17	19	18
More/ better education/ schools	8	6	5	4	10
Other	8	6	6	4	8
Infrastructure - more building/ repairing	7	5	6	6	4
Multiculturalism - different cultural influences	8	5	3	4	8
More shopping opportunities - shops/ shopping centres	4	4	3	5	5
Housing growth	7	4	3	5	5
Diversity of people - different ages, view, values, skills	7	4	3	7	3
More/ better council services and facilities	7	4	4	4	3
Improvement to public transport	4	3	2	5	3
Improvement to healthcare/ hospital	2	3	1	2	5
Sports/ sporting facilities/ teams	1	3	1	1	6
More people visiting town/tourism*		2	3	1	2
General positive comment	3	2	1	3	1
More opportunities - general*		2	2	2	1
More government funding	1	1	1	1	2
Improvement to arts	1	1	1	0	1

\*New categories 2017

Figure 10 shows that the majority (75% in 2017) 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.

Compared with 2016, the 2017 results showed an overall decrease in the proportion of Ballarat people who were concerned about population growth (81% in 2016 down to 75% in 2017).

Figure 10: Concerns about population growth  
Q.5 What, if anything, concerns you about this population growth?

	2016	2017			
	Total (n=805)	Total (n=800)	North Ward (n=287)	Central Ward (n=250)	South Ward (n=263)
Base: All respondents	%	%	%	%	%
No concerns	19	25	21	27	27
Employment/ unemployment	22	14	13	11	18
Infrastructure - NFI	23	14	13	16	13
Traffic congestion/ management	17	11	11	10	11
Crime - drugs, graffiti	14	10	14	6	9
Public transport	7	7	7	7	7
Other	2	7	9	9	4
Roads	3	6	5	7	6
Housing affordability/ availability	11	6	5	3	9
Parking*		5	4	7	3
Over development	3	4	4	6	3
Have concerns but can't name them	4	4	4	4	5
Water supply/ resources	3	4	4	3	4
The kind of people/ ethnics	2	4	6	1	3
Schools	8	3	4	3	2
Services/ facilities	10	2	4	2	2
Too many people/ overcrowding	5	2	1	5	2
Health services/hospital*		2	3	2	1
Lack of planning		1	1	2	1
Loss of Ballarat identity - becoming too metro	4	1	1	2	1
Resources - food, gas, electricity*		1	1	1	1
Youth - activities, jobs, belonging*		0.3	0	0.2	1

\*New categories 2017

## 4 Major projects

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

- All-inclusive play space at Victoria Park with multiple zones for people with a disability
- Ballarat Botanical Gardens Fernery - Redevelopment
- Ballarat Regional Soccer Facility development
- Ballarat West Employment Zone – industrial estate adjacent to Ballarat Airport
- Civic Hall – Redevelopment works
- Eureka Aquatic Centre - outdoor water play facility
- Eureka Stadium redevelopment
- Kindergarten new buildings and redevelopment
- Livestock saleyards – future location has been determined
- Marty Busch Recreation Reserve - Redevelopment
- New indoor 50 metre pool - Gillies Street North
- Sebastopol Library – Redevelopment
- Western Link Road - links the Western Freeway to the Midland Highway

They were also asked to rate the success of each project they were aware of.

Figure 11 shows that there was a low level of unprompted awareness of major projects completed by the Council. Respondents were more likely to be aware of the Civic Hall redevelopment works (around 1 in 4 people) and the Eureka Stadium redevelopment (around 1 in 5). Fewer than 1 in 10 were aware of other major projects without any prompting.

Awareness improved substantially after prompting. The major projects that have gained the highest levels of unprompted awareness include the decision on the future use of Civic Hall and the Eureka Stadium redevelopment. Lower levels of awareness were evident for the Marty Busch Recreation Reserve redevelopment, Sebastopol Library redevelopment and the Kindergarten new buildings and redevelopment.

**Figure 11: Awareness of major projects completed by the Council**  
*Q.6/7 Can you think of any major facilities or works that the Council has completed – UNPROMPTED & PROMPTED*

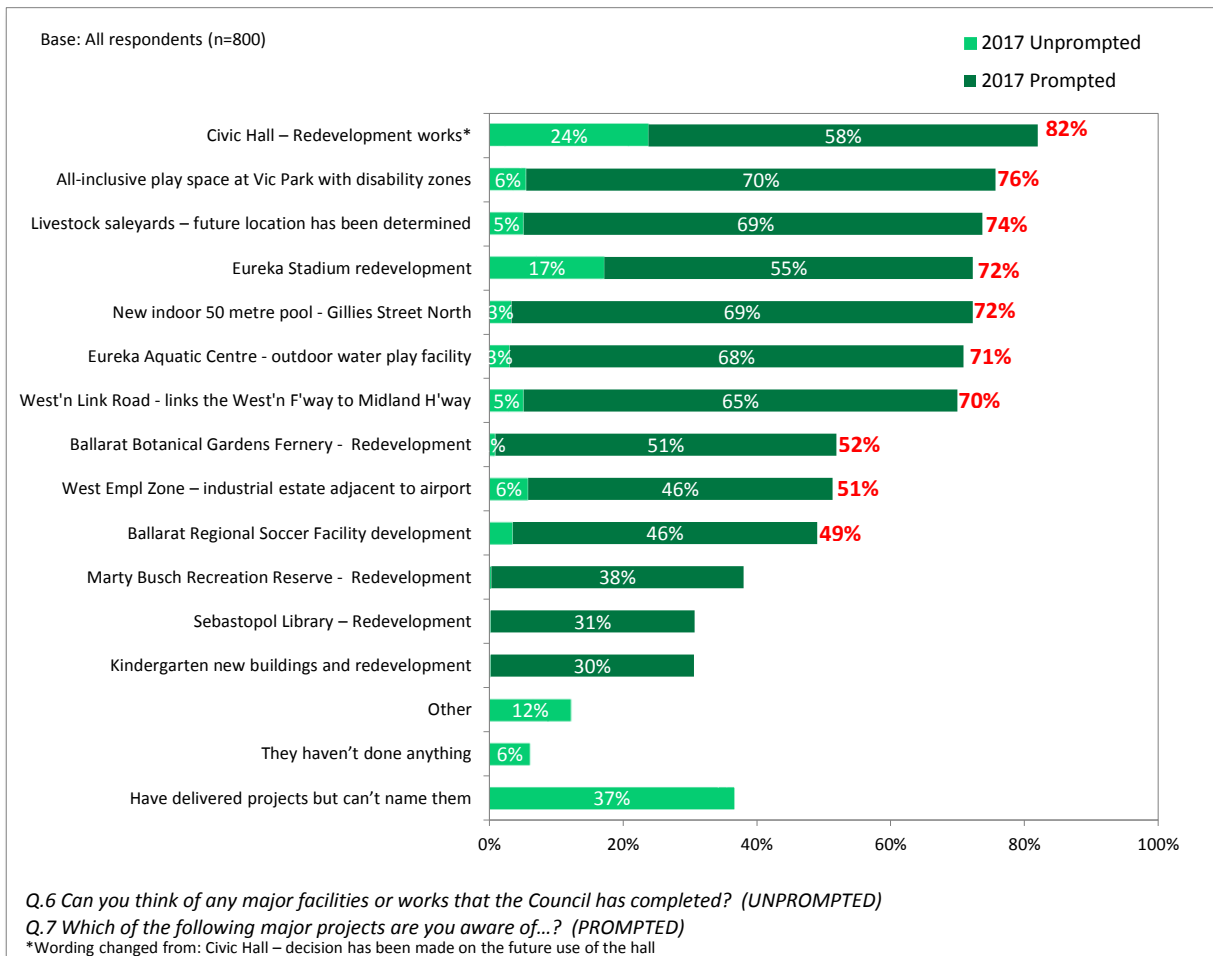


Figure 12 shows that there were variations in awareness of major projects across the three wards. People living in North Ward were more likely to have been aware of the future location of the Livestock Saleyards, new indoor 50 metre pool and the Ballarat West Employment Zone. People living in the Central Ward were less likely than those in the other wards to be aware of the kindergarten works. People living in South ward were more likely to be aware of the Sebastopol Library and the Eureka Stadium redevelopment but were less likely to be aware of the decision on future use of Civic hall and the redevelopment of the Ballarat Botanical Gardens Fernery.

Figure 12: Awareness of major projects completed by the Council – by ward  
Q.7 Can you think of any major facilities or works that the Council has completed – UNPROMPTED & PROMPTED

	2016	2017			
	Total (n=805)	Total (n=800)	North Ward (n=295)	Central Ward (n=245)	South Ward (n=260)
Base: All respondents	%	%	%	%	%
Civic Hall – Redevelopment works*	73	82	87	86	75
All-inclusive play space at Vic. Park with multiple zones for people with a disability	74	76	74	75	78
Livestock saleyards – future location has been determined	82	74	80	73	69
New indoor 50 metre pool - Gillies Street North	87	72	79	71	68
Eureka Stadium redevelopment	68	72	72	71	73
Eureka Aquatic Centre - outdoor water play facility	69	71	68	64	78
Western Link Road - links the Western Freeway to the Midland Highway	75	70	74	66	69
Ballarat Botanical Gardens Fernery - Redevelopment		52	59	58	41
B'rat West Employment Zone – industrial estate adjacent to the B'rat Airport	50	51	64	42	46
Ballarat Regional Soccer Facility development	67	49	49	50	49
Marty Busch Recreation Reserve - Redevelopment		38	40	35	39
Sebastopol Library – Redevelopment		31	19	27	44
Kindergarten new buildings and redevelopment	28	31	32	24	34

\* Wording changed from: Civic Hall – decision has been made on the future use of the hall

Figure 13 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 was rated as being the most successful of all major projects. Also rated as highly successful were the Ballarat Regional Soccer facility development, the Marty Busch Recreation Reserve redevelopment, the Ballarat Botanical Gardens Fernery redevelopment, the Sebastopol Library redevelopment and the kindergarten new buildings/redevelopment at five sites.

Those that were seen to be less successful were the Ballarat West Employment Zone – industrial estate adjacent to the Ballarat Airport, Eureka Stadium redevelopment, Eureka Aquatic Centre - outdoor water play facility, Western Link Road - links the Western Freeway to the Midland Highway, and the New indoor 50 metre pool - Gillies Street North.

The Civic Hall redevelopment works and the location of the livestock saleyards were rated as being unsuccessful.

Figure 13: Ratings of the success of major projects - current year  
 Q.8 How would you rate the success of the (INSERT NAME OF PROJECT) project?





Figure 14 provides time series comparisons for rating of the perceived success of major projects. It shows that although perceptions around the Civic Hall redevelopment are quite negative, there has been an improvement since a decision has been made about its future use. Conversely there have been decreases in the perceptions of the success of the Ballarat Regional Soccer facility development and the kindergarten new building and redevelopment.

Figure 14: Ratings of the success of major projects - time series  
Q.8 How would you rate the success of the (INSERT NAME OF PROJECT) project?



Figure 14 continued:

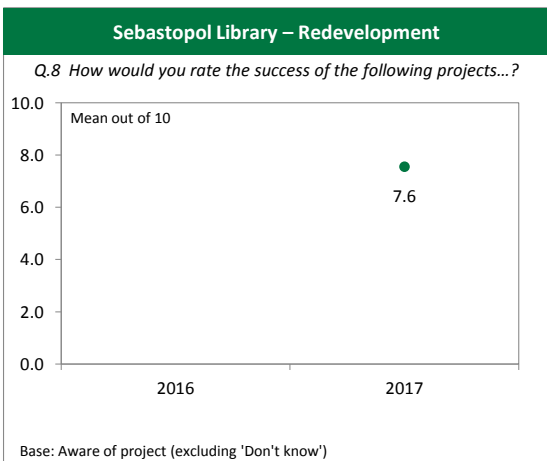
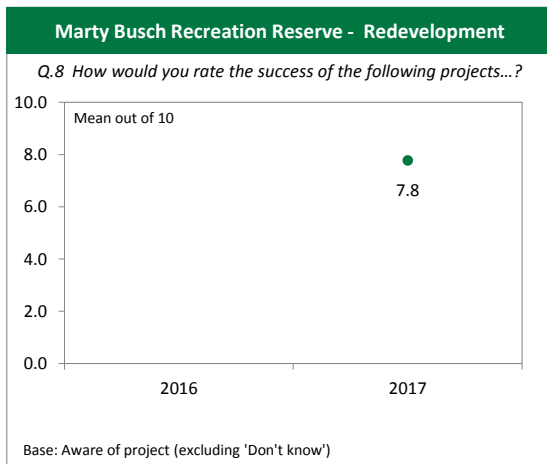
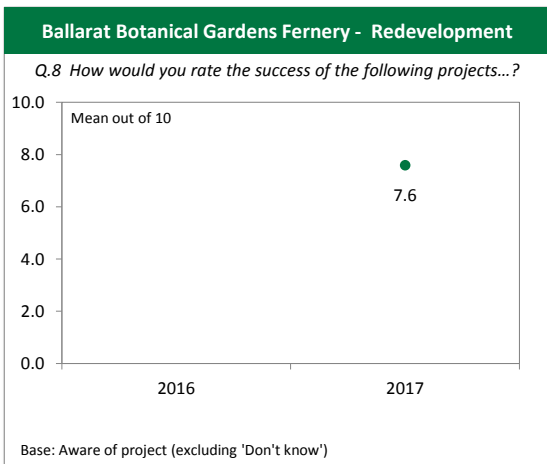
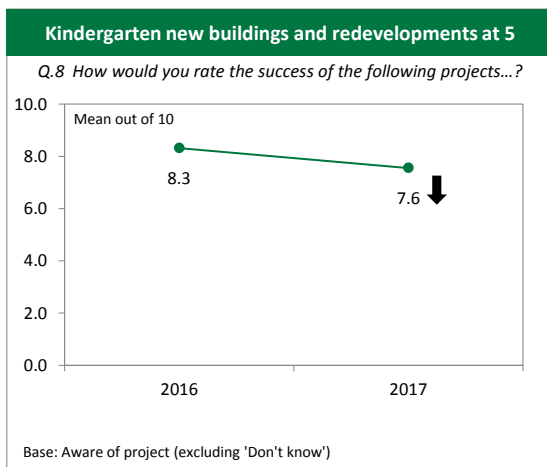
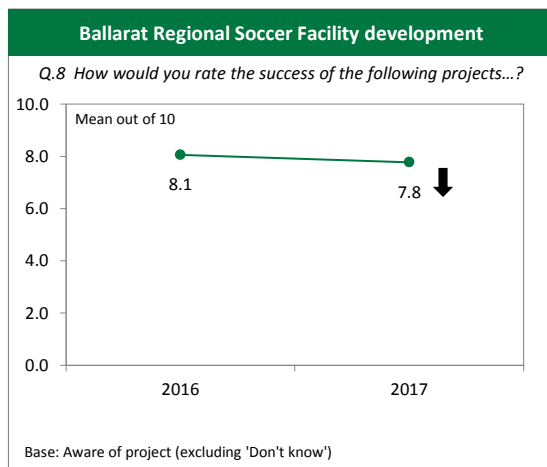
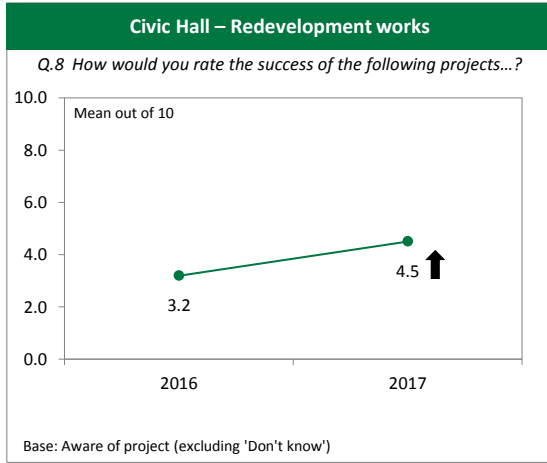
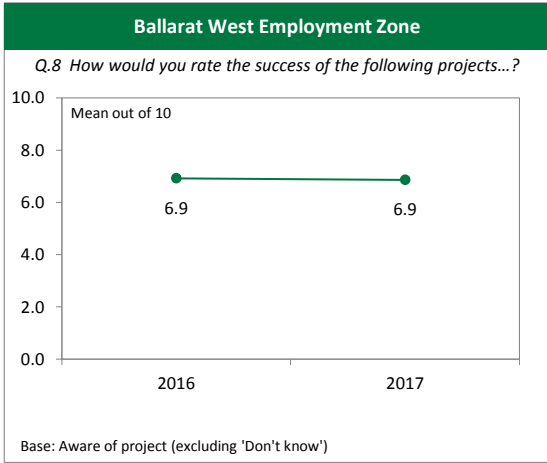


Figure 15 provides a ward analysis of the perceived success of the major projects. This shows that people living in South Ward are more positive towards the following major projects:

- Marty Busch Recreation Reserve - Redevelopment
- Eureka Stadium redevelopment
- Ballarat West Employment Zone
- Civic Hall – Redevelopment works

However, people living in Centre Ward are less positive about the kindergarten new buildings and redevelopment than people living in the other wards.

Figure 15: Ratings of the success of major projects – by ward  
Q.8 How would you rate the success of the (INSERT NAME OF PROJECT) project?

	2016	2017			
	Total (n=805)	Total (n=800)	North Ward (n=287)	Central Ward (n=250)	South Ward (n=263)
Base: Aware of project (excluding 'Don't know')	%	%	%	%	%
All-inclusive play space at Victoria Park	8.6	8.6	8.5	8.6	8.7
Ballarat Regional Soccer Facility development	8.1	7.8	7.6	7.9	7.9
Marty Busch Recreation Reserve - Redevelopment		7.8	7.5	7.6	<b>8.1</b>
Ballarat Botanical Gardens Fernery - Redevelopment		7.6	7.7	7.6	7.4
Kindergarten new buildings and redevelopments at 5 sites	8.3	7.6	7.8	8.1	<b>7.2</b>
Sebastopol Library – Redevelopment		7.6	7.4	7.4	7.6
New indoor 50 metre pool - Gillies Street North	7.6	7.4	7.4	7.3	7.5
Western Link Rd - links Western F'way to the Midland H'way	7.5	7.4	7.5	7.5	7.2
Eureka Aquatic Centre - outdoor water play facility	7.4	7.3	7.0	7.6	7.4
Eureka Stadium redevelopment	7.2	7.0	6.6	6.9	<b>7.5</b>
Ballarat West Employment Zone	6.9	6.9	6.7	6.7	<b>7.2</b>
Livestock saleyards	4.8	4.7	4.2	5.0	4.8
Civic Hall – Redevelopment works	3.2	4.5	4.1	4.5	<b>5.0</b>

## 5 Events

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

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

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

Figure 16 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. Before prompting almost 1 in 2 (47%) recalled this event and after prompting there was almost no one who could not recall this event. Similarly, White Night enjoyed a high level of unprompted and prompted awareness. A majority of people were aware of all other events with the exception of Summer Sundays.

Figure 16: Awareness of special events that the City of Ballarat delivers for the community  
 Q.9/10 Can you name any special events that the City of Ballarat delivers for the community – UNPROMPTED & PROMPTED

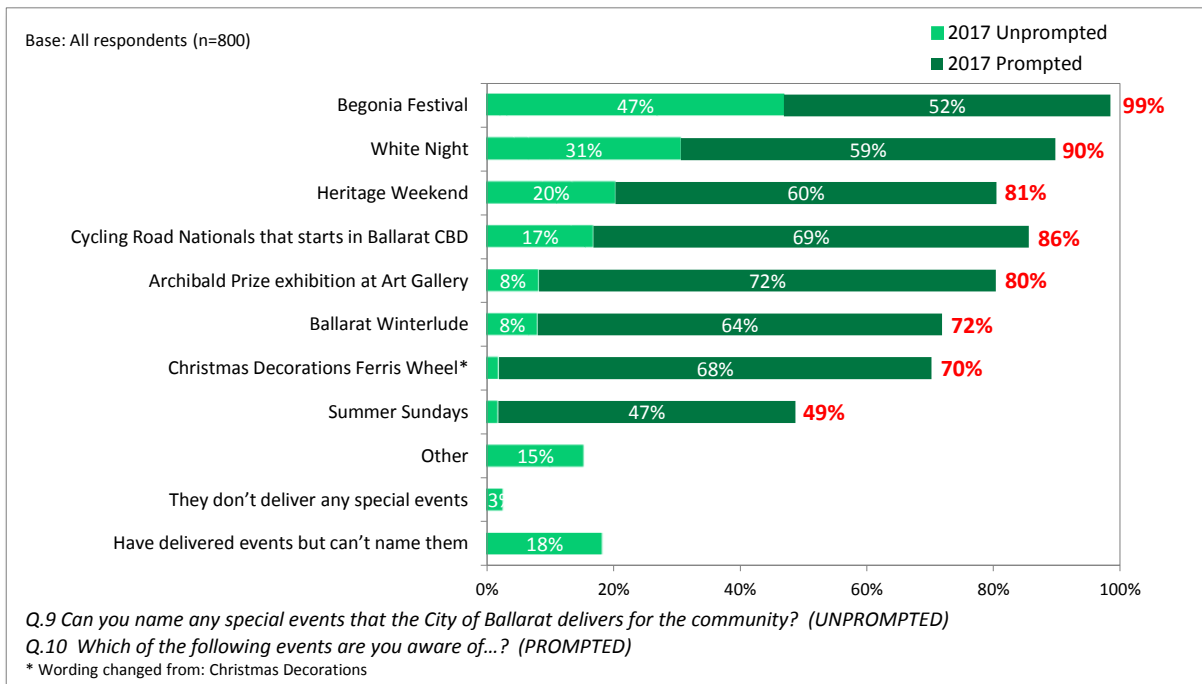


Figure 17 shows that awareness of special events did not vary significantly across wards with the exception of the Cycling Road Nationals event which was more likely to have been noticed by those living in the North Ward.

Figure 17: Awareness of special events that the City of Ballarat delivers for the community – by ward  
 Q.9/10 Can you name any special events that the City of Ballarat delivers for the community – UNPROMPTED & PROMPTED

	2016	2017			
	Total (n=805)	Total (n=800)	North Ward (n=295)	Central Ward (n=245)	South Ward (n=260)
Base: All respondents	%	%	%	%	%
Begonia Festival	100	99	100	95	99
White Night^		90	89	90	90
Cycling Road Nationals that starts in Ballarat CBD	88	86	92	83	81
Heritage Weekend	88	80	85	75	80
Archibald Prize exhibition at the Art Gallery of Ballarat	76	80	84	81	77
Ballarat Winterlude	63	72	71	66	77
Christmas Decorations Ferris Wheel*	94	70	75	70	66
Summer Sundays^		49	52	51	45

\* Wording changed from: Christmas Decorations

^ New categories 2017

Figure 18 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.

The Christmas Decorations Ferris Wheel (70% of those aware of the event) and the Begonia Festival (66% of those aware of the event) were the most popular. These were followed by Heritage Weekend and White Night.

Figure 18: Have you been to (NAME OF EVENT) in recent years  
 Q.11 Have you been to (NAME OF EVENT) in recent years?

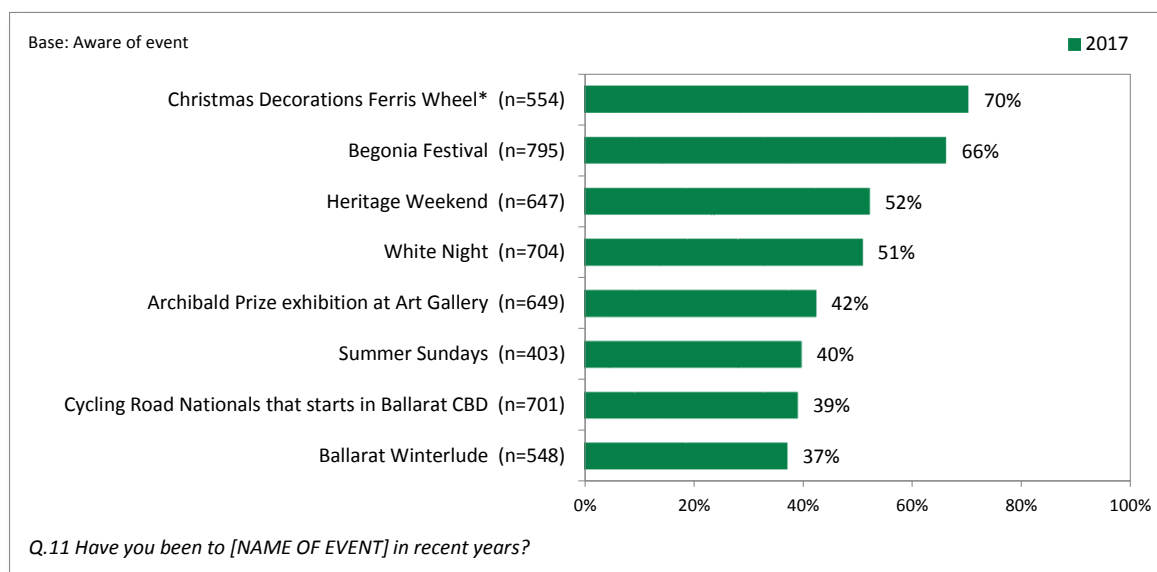


Figure 19 shows that all events rated well with the lowest being the Cycling Road Nationals (7.7 out of 10) and the Begonia Festival (7.8 out of 10). Those who attended White Night reported a very high rating of 9.0 out of 10 for this event.

Figure 19: Ratings of the events attended - current year  
 Q.12 How would you rate the (INSERT NAME OF EVENT)?

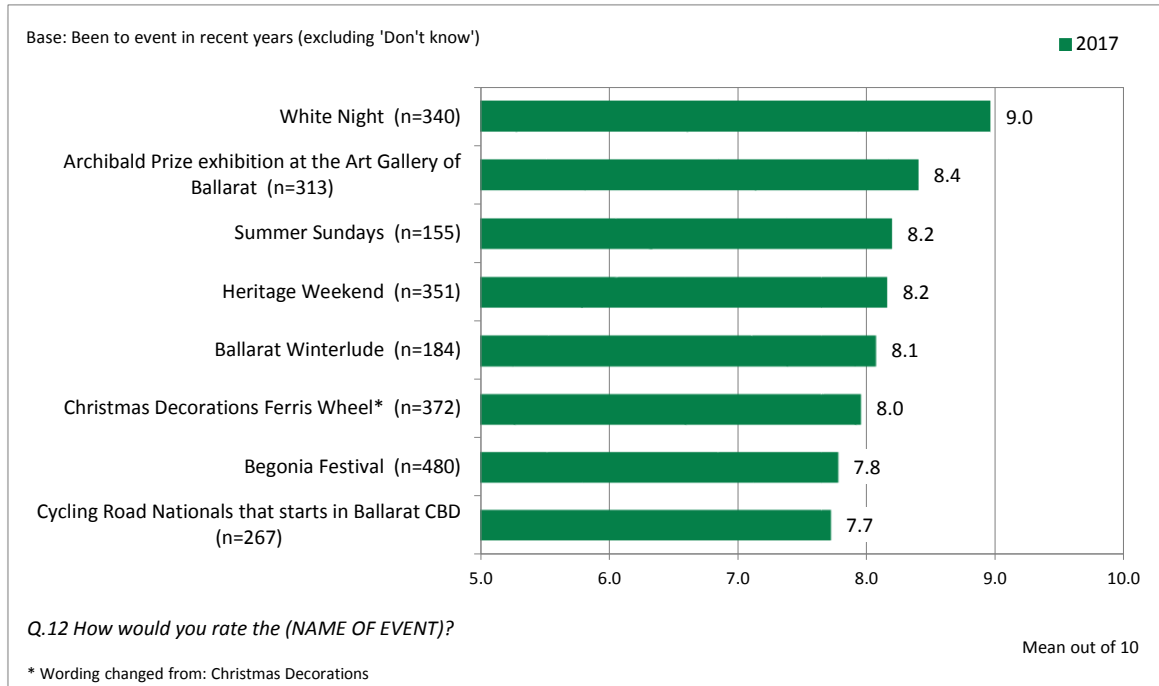


Figure 20 provides a time series comparison for those events which were also rated in 2016. It shows that there have been statistically significant decreases in ratings for the Archibald Prize exhibition (8.4 down from 8.7) and the Cycling Road Nationals (7.7 down from 8.3).

Figure 20: Ratings of the events attended - time series  
 Q.12 How would you rate the (INSERT NAME OF EVENT)?

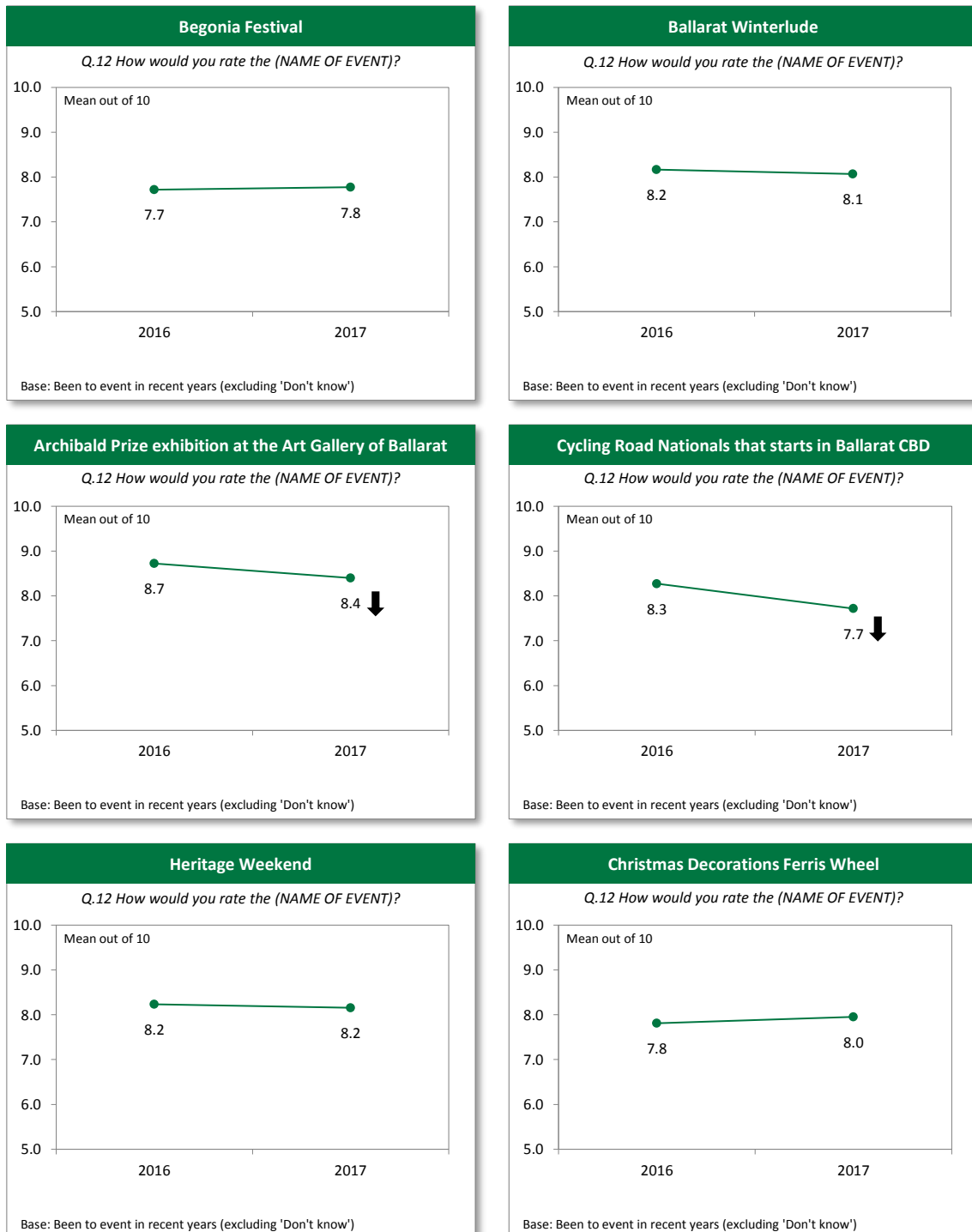


Figure 20 continued:

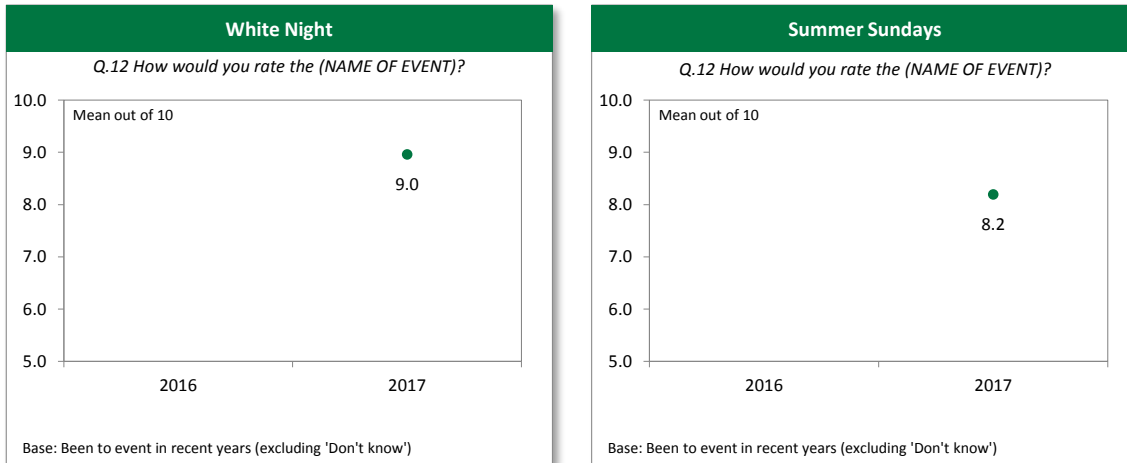


Figure 21 shows that people living in the Central Ward provided lower ratings for the Ballarat Winterlude compared with people living in the other wards. Also, people living in the South Ward provided substantially lower ratings compared with other wards for the Archibalds Prize Exhibition, the Cycling Road Nationals and the Summer Sundays.

Figure 21: Ratings of the events attended – by ward  
 Q.12 How would you rate the (INSERT NAME OF EVENT)?

	2016		2017		
	Total	Total	North Ward	Central Ward	South Ward
Base: Been to event in recent years (excluding 'Don't know')	(n=805)	(n=800)	(n=287)	(n=250)	(n=263)
	Mean	Mean	Mean	Mean	Mean
Begonia Festival (n=480)	7.7	7.8	7.5	7.8	8.0
Ballarat Winterlude (n=184)	8.2	8.1	8.1	<b>7.7</b>	8.3
Archibald Prize exhibition at the Art Gallery of Ballarat (n=313)	8.7	<b>8.4</b>	8.8	8.8	<b>7.7</b>
Cycling Road Nationals that starts in Ballarat CBD (n=267)	8.3	<b>7.7</b>	7.9	8.0	<b>7.4</b>
Heritage Weekend (n=351)	8.2	8.2	8.1	8.2	8.2
Christmas Decorations Ferris Wheel* (n=372)	7.8	8.0	7.8	7.8	8.2
White Night (n=340)		9.0	8.6	8.9	9.2
Summer Sundays (n=155)		8.2	8.5	8.3	<b>7.5</b>

\* Wording changed from: Christmas Decorations



Figure 22 shows that in the 12 months leading up to the survey, 50% of Ballarat people reported that they had visited the Art Gallery of Ballarat, and this was followed by Her Majesties Theatre (43%). Overall 71% had visited at least one of the named venues in the 12 months leading up to the survey.

Figure 22: Venues visited in past 12 months  
 Q.13 In the last 12 months have you visited ...?

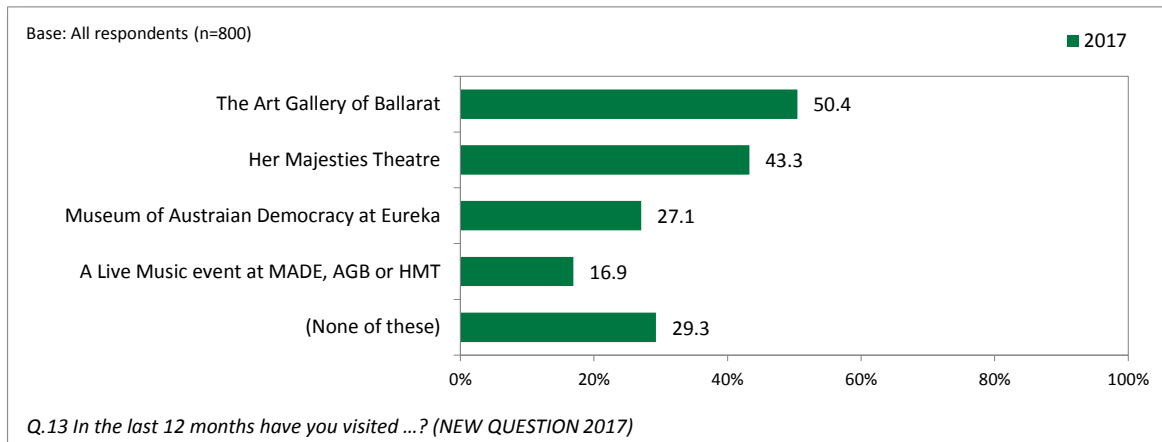
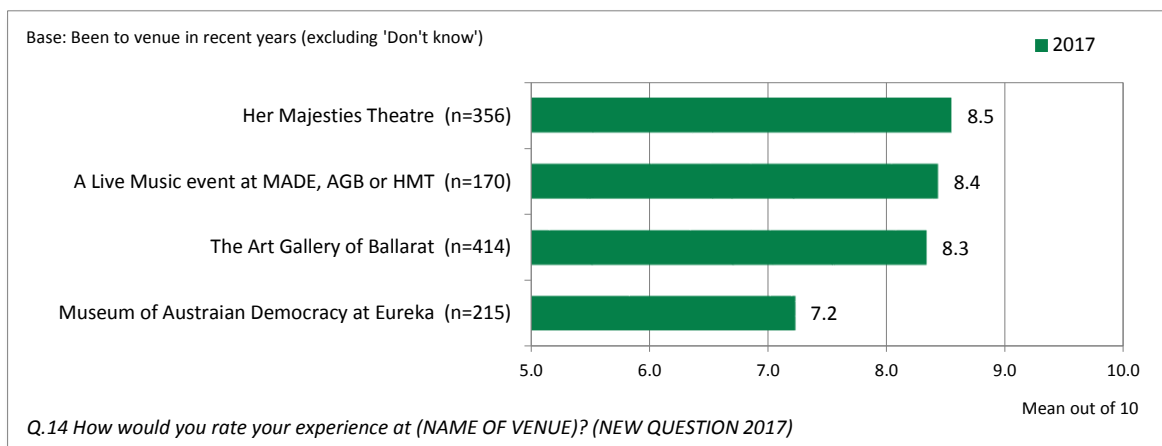


Figure 23 shows the ratings of those who had visited one of the named venues. High ratings were provided for all venues except the Museum of Australian Democracy at Eureka which was rated substantially lower at 7.2 out of 10.

Figure 23: Ratings of venues visited in past 12 months  
 Q.14 How would you rate your experience at (NAME OF VENUE)?



## 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

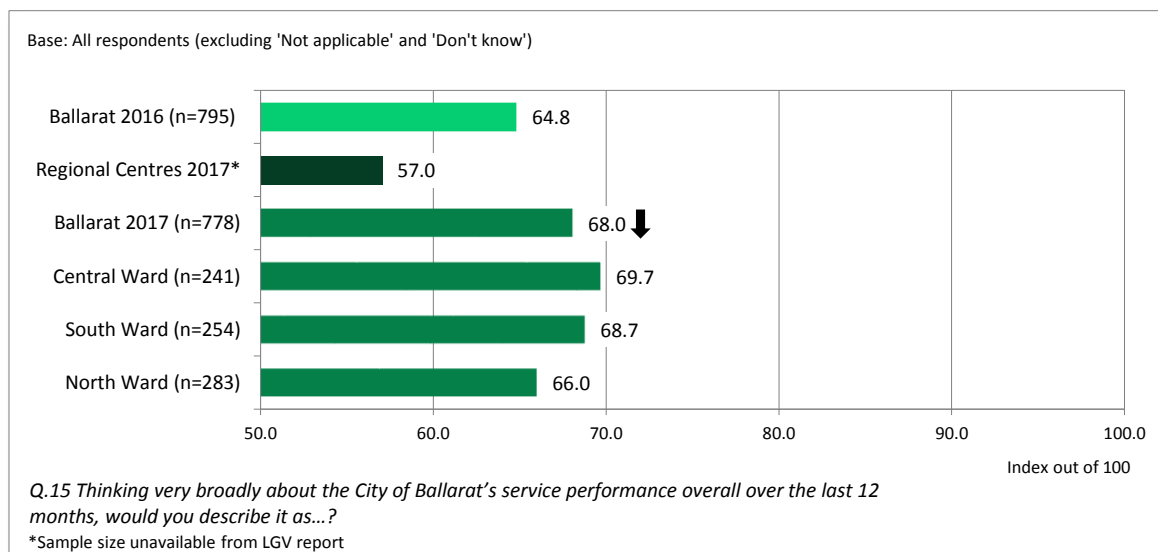
Figure 24 shows that satisfaction with the Council's overall performance is at a moderate level in 2017 with an index score of 68.0 (out of 100). Those living in the North Ward were the comparatively less satisfied with a score of 66.0 compared with the South Ward at 68.7 and the Central Ward at 69.7.

Ballarat shows a substantially higher perception of overall Council performance when compared with other Victorian regional centres (57 out of 100 representing a low satisfaction level)<sup>1</sup>.

The 2017 result for Ballarat represents a statistically significant increase compared with the 2016 score of 64.8 (out of 100).

Figure 24: Perceptions of overall Council performance

Q.15 Thinking very broadly about the City of Ballarat's service performance overall over the last 12 months, would you describe it as Very good, Good, Average, Poor, or Very poor?



<sup>1</sup> 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 25 provides a demographic analysis of overall satisfaction with Council's performance. Notable variations included lower satisfaction for males, middle age groups, couples with no children at home and those who speak a language other than English.

*Figure 25: Perceptions of overall Council performance changes over time – current year*  
*Q.15 Thinking very broadly about the City of Ballarat's service performance overall over the last 12 months, would you describe it as...?*

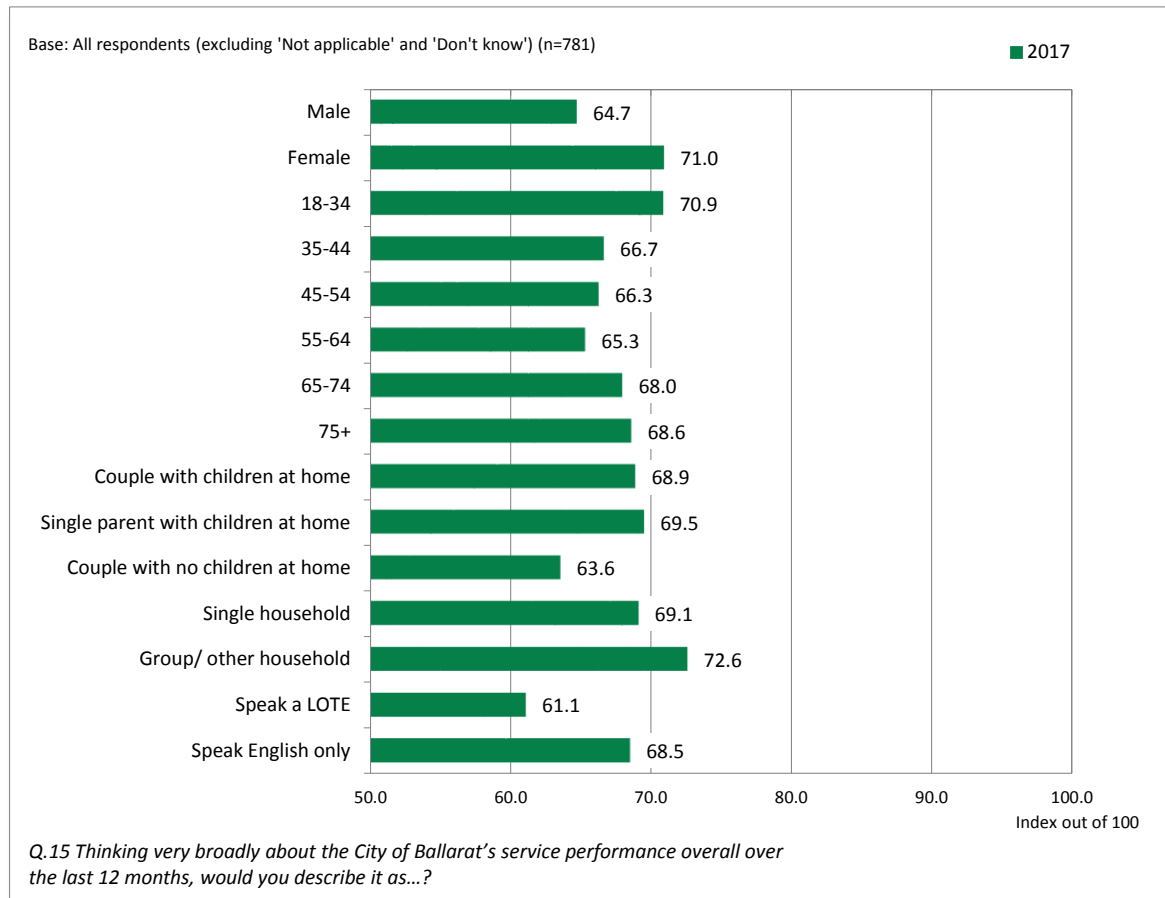


Figure 26 confirms that more Ballarat people in 2017 have felt that the direction of the City of Ballarat’s overall performance has improved compared with 2016.

Figure 26: Perceptions of overall Council performance changes over time – time series

Q.16 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?

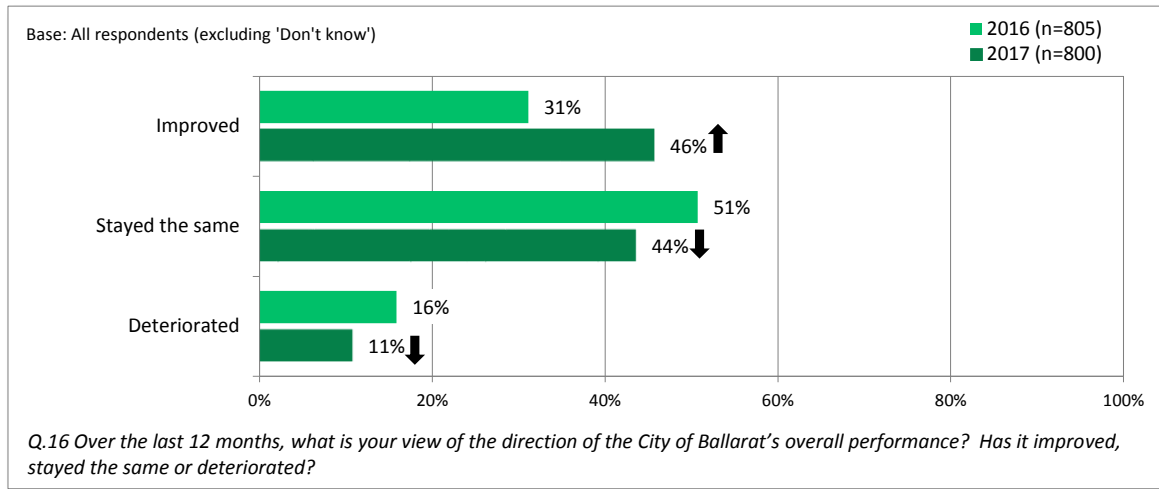
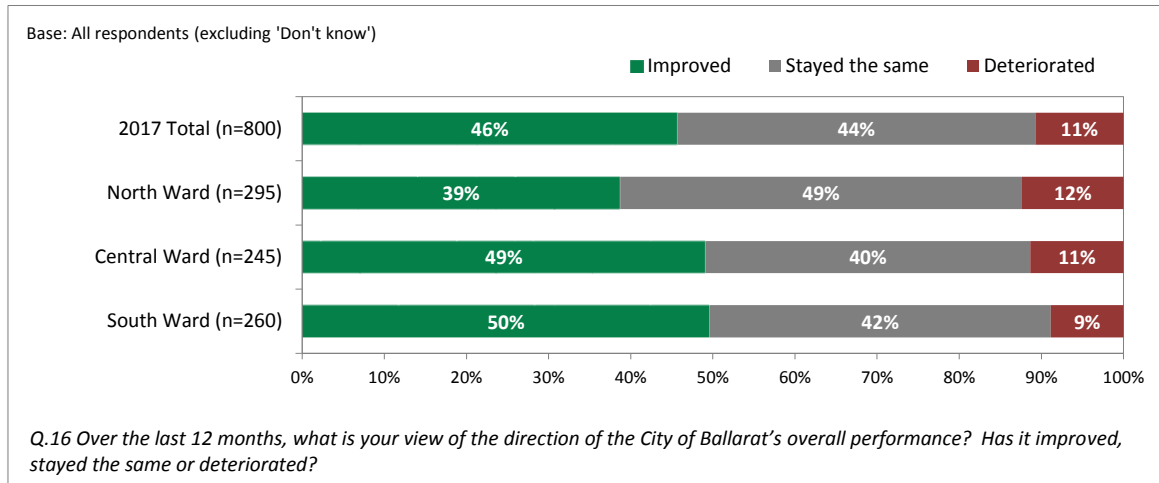


Figure 27 shows that around 3 in 10 of the Ballarat people (46%) felt that the Council’s performance has improved over the last 12 months. A total of 11% felt the Council’s performance had deteriorated and hence the net improvement can be calculated (improved minus deteriorated) at 35 percentage points (up from 16 percentage points). People from the North Ward were less likely to have felt that there had been an improvement with a net improvement at 27 percentage points.

Figure 27: Perceptions of overall Council performance changes over time – by ward

Q.16 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 28 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 a statistically significant improvement since 2016 for each indicator.

The Ballarat scores are higher than the Victorian regional centre average for 2017.

Figure 28: Performance on advocacy and engagement

Q.17 How has Ballarat Council performed on (READ IN RESPONSIBILITY AREA) over the last 12 months?

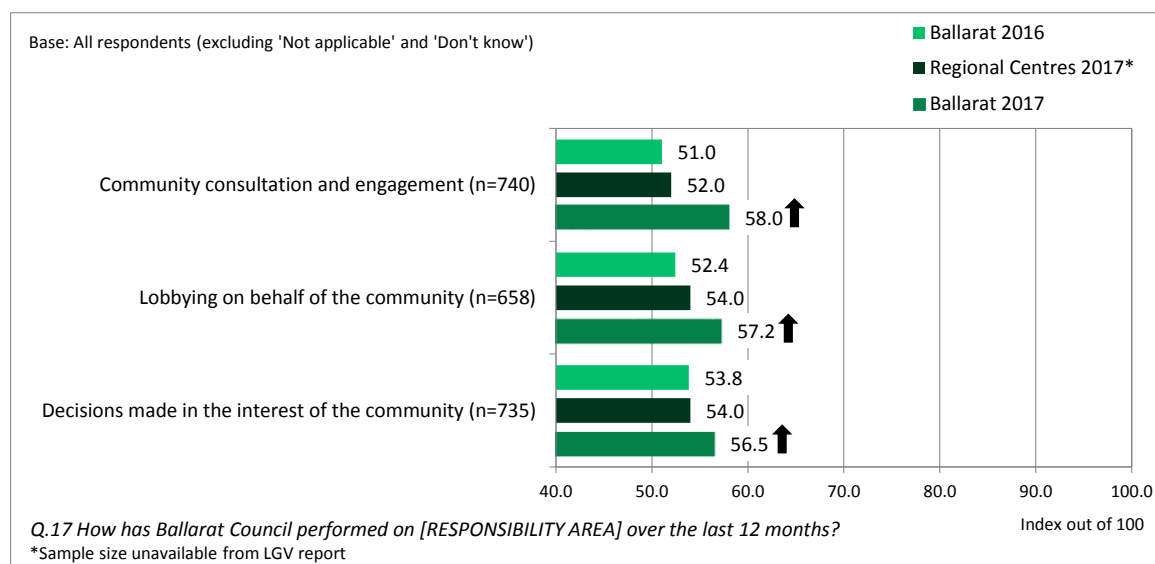


Figure 29 shows that on these indicators of advocacy and engagement, there was little variation across wards.

Figure 29: Performance on advocacy and engagement – by ward

Q.17 How has Ballarat Council performed on (READ IN RESPONSIBILITY AREA) over the last 12 months?

	2016	2017			
	Total	Total	North Ward	Central Ward	South Ward
Base: All respondents (excluding 'Not applicable' and 'Don't know')	(n=805)	(n=800)	(n=287)	(n=250)	(n=263)
	<i>Index</i>	<i>Index</i>	<i>Index</i>	<i>Index</i>	<i>Index</i>
Community consultation and engagement	53.8	58.0	56.0	57.7	60.2
Decisions made in the interest of the community	52.4	57.2	54.0	58.0	59.7
Lobbying on behalf of the community	51.0	56.5	52.3	56.9	60.1

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 30 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.

Around 1 in 3 respondents (36%) could not provide any specific examples (compared with 29% in 2016).

Figure 30: Examples of poor performance in advocacy role

Q.18 Can you provide any specific examples where you believe the Council has not performed well in making decisions in the interest of the community?

	2017			
	Total	North Ward	Central Ward	South Ward
Base: Rated decisions made in the interest of the community less than 'very good'	(n=696)	(n=256)	(n=212)	(n=228)
	%	%	%	%
Civic Hall	29	32	32	<b>23</b>
Saleyards/ Stockyards	17	<b>22</b>	14	14
Indecisive/ take too long - issue with decisions made	12	16	14	8
Parking*	7	<b>3</b>	10	9
Council spending - wasting money, overseas trips, personal use	7	10	8	4
Infrastructure	6	8	4	6
The Railway Precinct	6	4	8	5
Prioritise/ listen to/ consider the needs of all the communities in the council	5	7	5	3
Communication and consultation	3	2	5	3
Services / facilities*	3	2	6	2
Public transport	3	2	5	1
Rates	3	2	4	2
Green waste/ recycling bins	2	3	4	1
Eureka Stadium*	1	2	2	0.2
Aquatic centre/ Swimming pools	1	0	2	1
Managing/ maintaining/ preserving heritage	0.3	0.3	0.4	0.1
Tourist Information Centre/ Visitors Centre	0.2	0	0.4	0.2
Other	9	12	8	7
No/ can't think of any	<b>36</b>	32	30	43

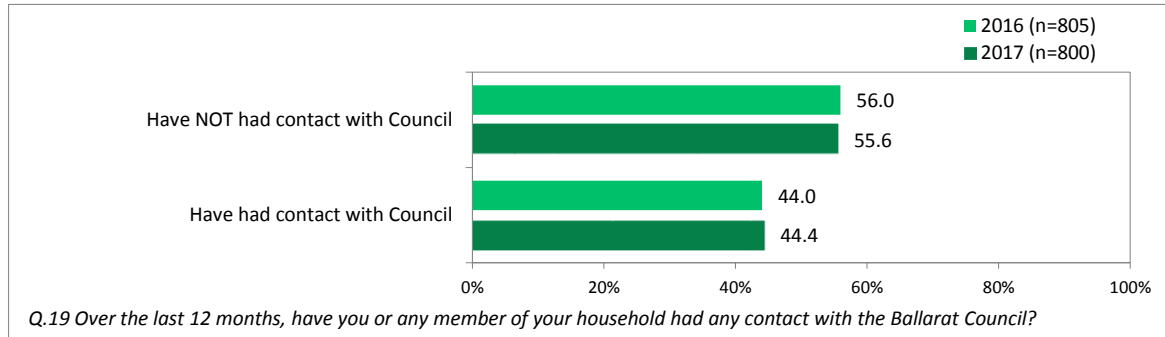
\*New categories 2017

### 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 31).

Figure 31: Contact with the Council

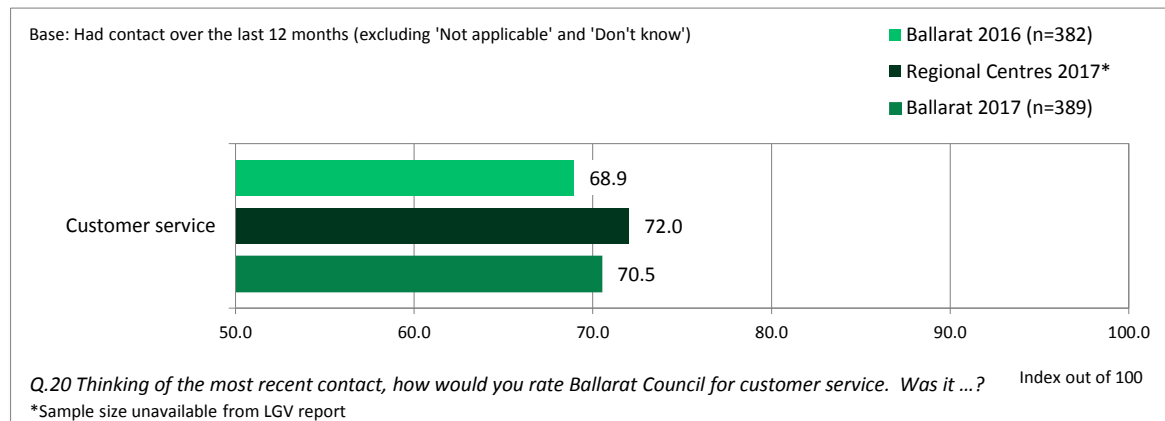
Q.19 Over the last 12 months, have you or any member of your household had any contact with the Ballarat Council?



Of the 352 survey respondents who had contacted Council, there was a moderate level of satisfaction with the customer service they received (refer Figure 32) and this was in line with other Victorian regional centres, and slightly higher than the score received in 2016.

Figure 32: Perceptions of Council's customer service

Q.20 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 ...?



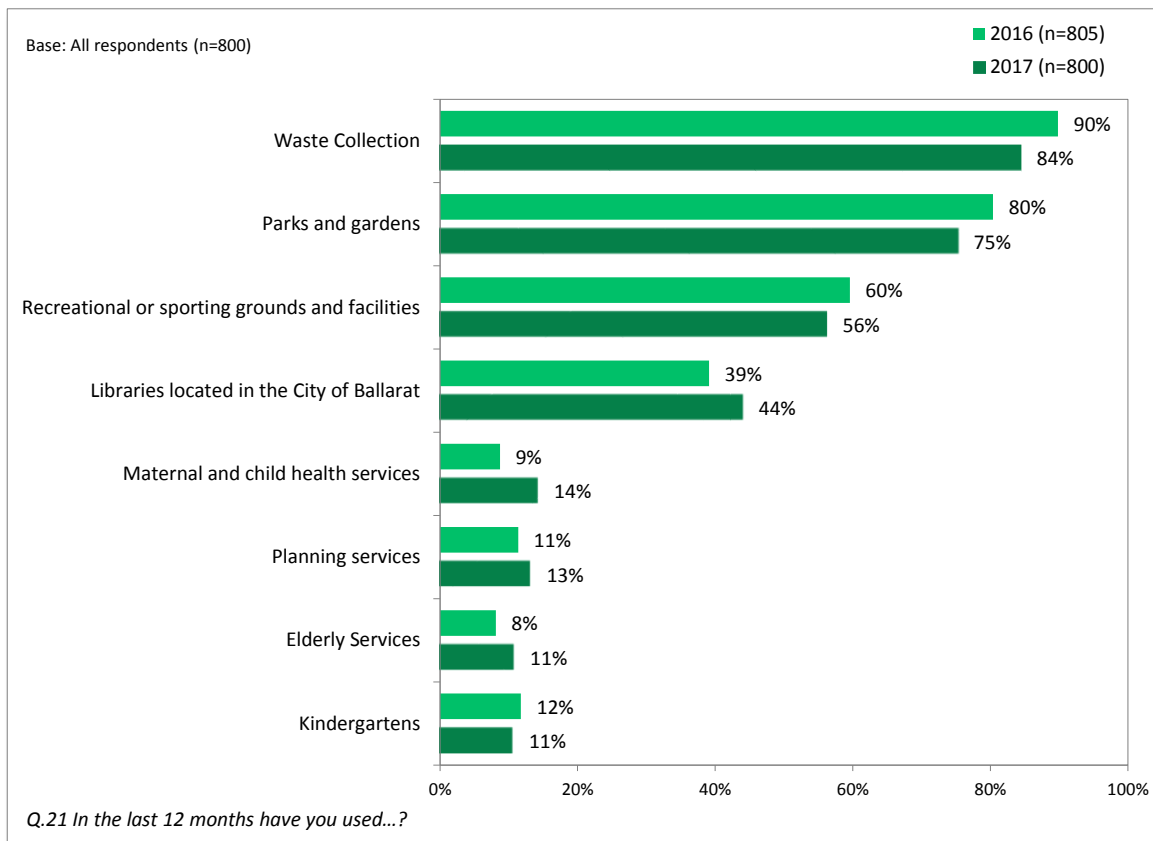
## 6.4 Performance in delivering a range of services

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 33 shows that the proportion of people who use these Council services ranges from 84% for waste collection down to 11% for elderly services and kindergartens.

Figure 33: Usage of Council services  
Q.21 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 34 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 63.0 (out of 100).

Figure 34: Perceptions of Council’s service delivery - current year  
 Q.22 How would you rate the performance of Council for [INSERT SERVICE]? Would you rate it as ...?

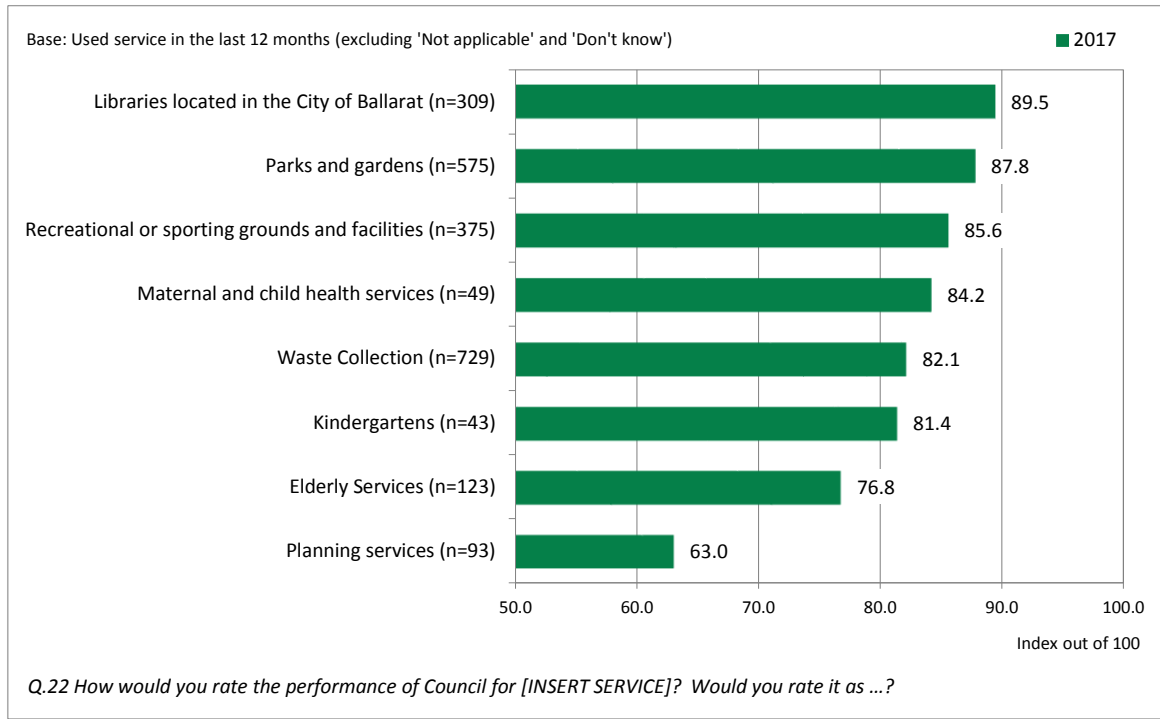


Figure 35 provides time series comparison with 2016 results. There has been a statistically significant improvement in satisfaction from users of planning services in 2017.

Figure 35: Perceptions of Council’s service delivery - time series  
 Q.22 In the last 12 months have you used [INSERT SERVICE]?

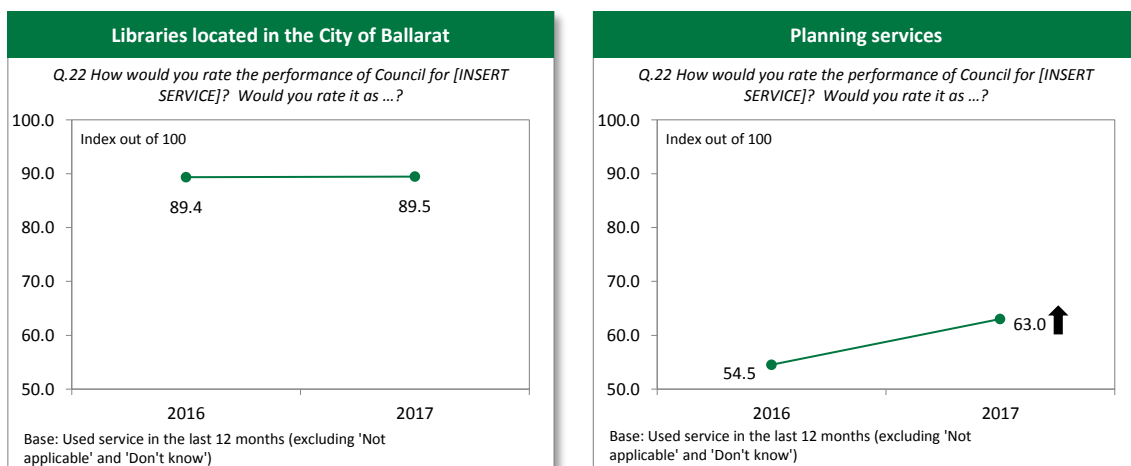
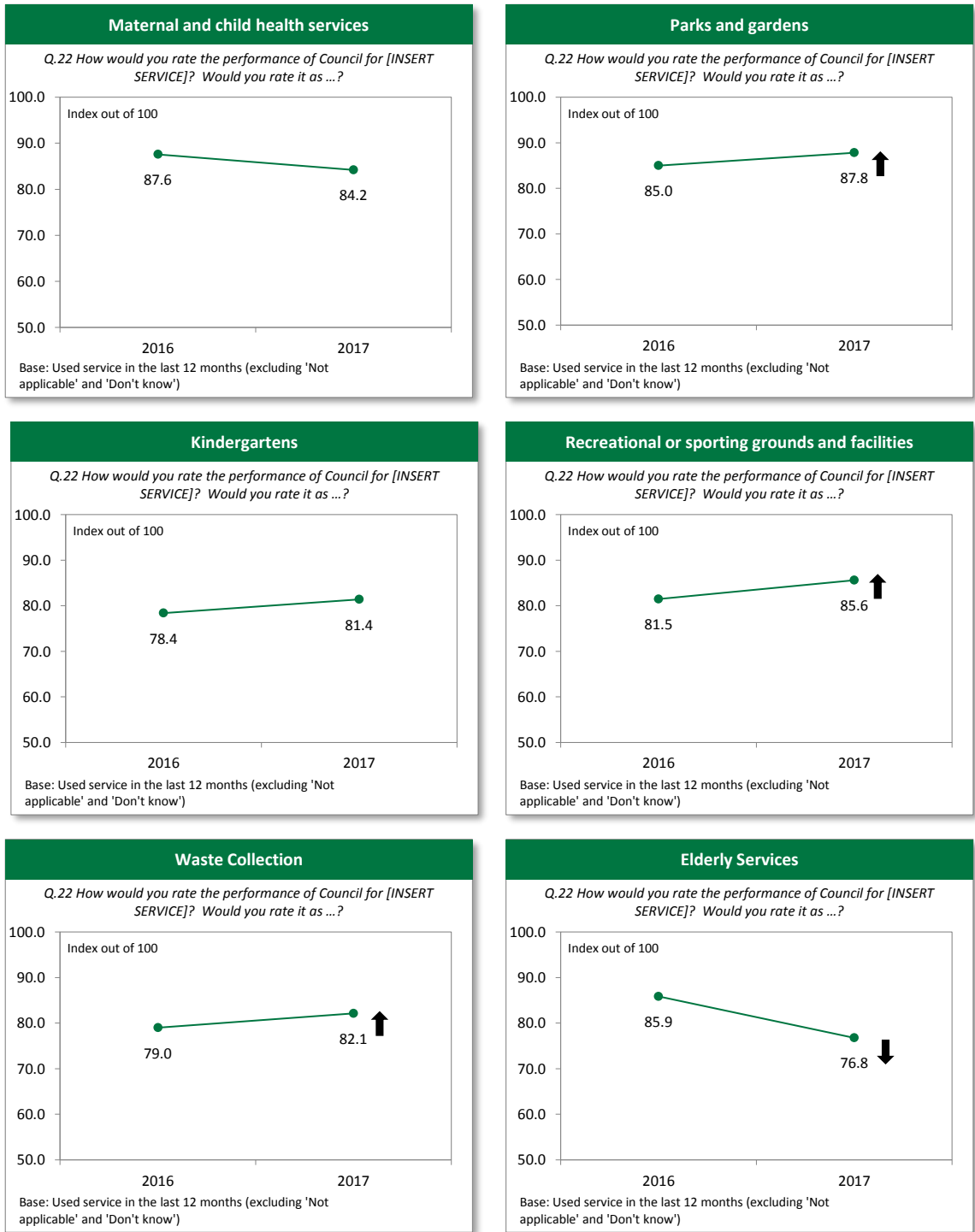


Figure 35 (cont.) also shows that there have been statistically significant increases in satisfaction amongst users of waste collections, parks and gardens and recreational or sporting grounds and facilities in 2017. A statistically significant decrease was evident for users of elderly services.



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 36 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 36: Perceptions of Council's infrastructure service delivery - current year  
 Q.23 How would you rate the performance of Council for (INSERT SERVICE)?

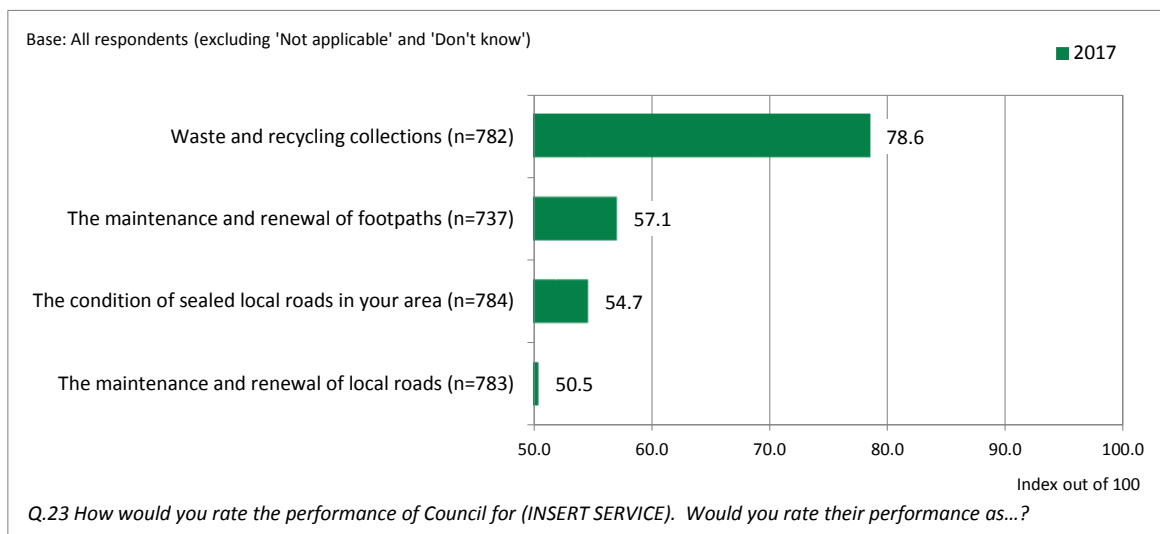
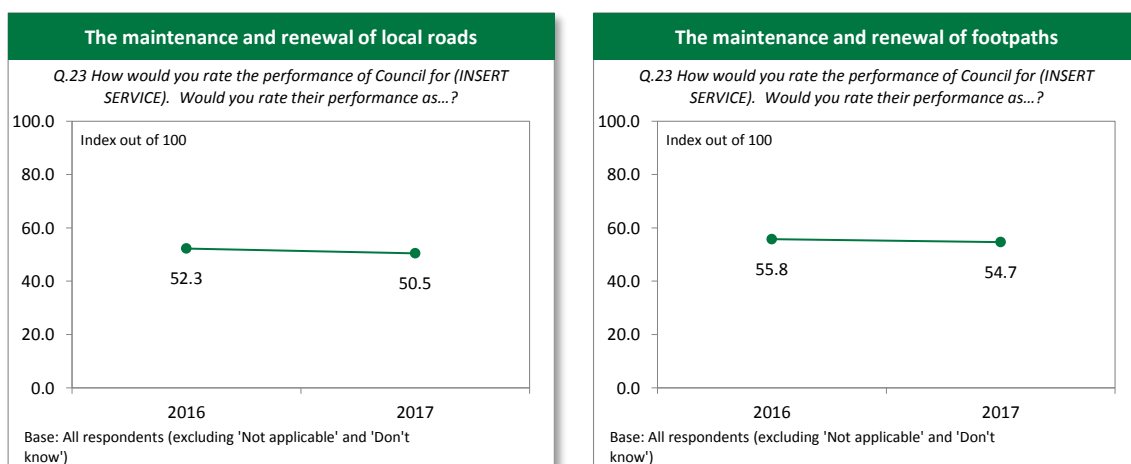


Figure 37 provides time series comparison with 2016 results. There has been a statistically significant improvement in satisfaction with waste and recycling in 2017. However there has been a statistically significant decrease in satisfaction with the condition of sealed local roads.

Figure 37: Perceptions of Council's infrastructure service delivery - time series  
 Q.23 How would you rate the performance of Council for (INSERT SERVICE)?



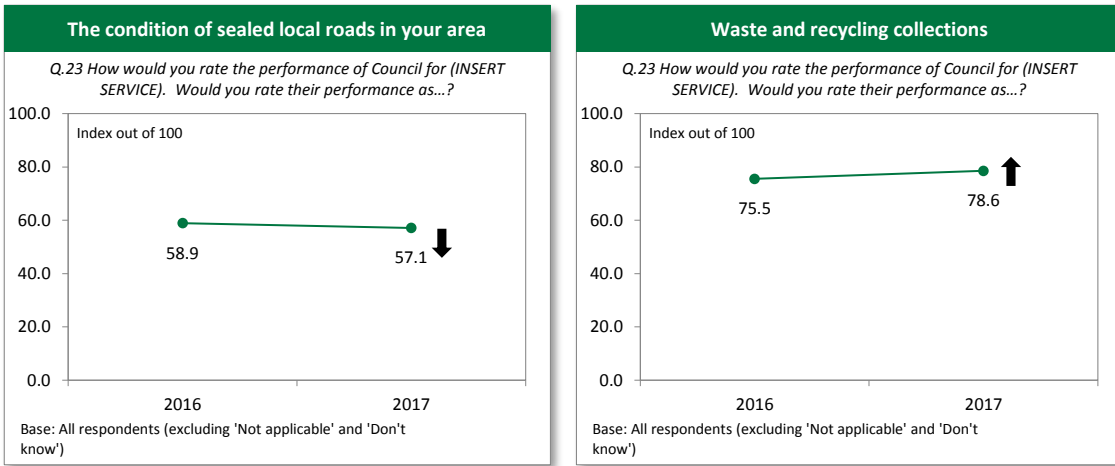
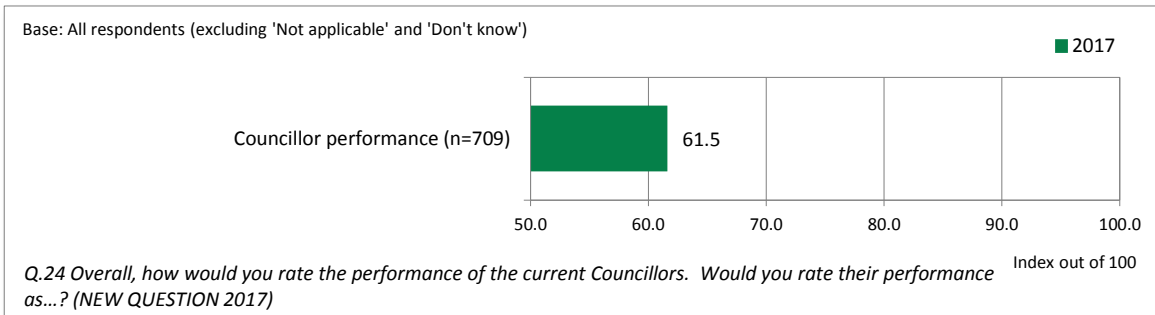


Figure 38 provides responses to a new question introduced in 2017 regarding perceptions of the performance of current Councillors. An overall index rating of 61.5 (out of 100) indicates that there is some room form improving the perceptions of Ballarat people towards their current Councillors.

Figure 38: Rating of Councillors

Q.24 Overall, how would you rate the performance of the current Councillors. Would you rate their performance as Very good, Good, Average, Poor, Very poor? (NEW QUESTION 2017)



# 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 39.

Figure 39: Modes for accessing daily news  
 Q.25 How you typically access the daily news?

	2016 Total	2017 Total
Base: All respondents	(n=805)	(n=800)
	%	%
Newspaper – The Courier	42	37
Online – Other	30	24
Television – Win	25	20
Social media – facebook, twitter, instagram etc.	16	19
Television – Prime Seven	20	16
Television – ABC	12	12
Newspaper – Herald Sun	15	12
Online – News.com.au	9	8
Newspaper – The Age	9	7
Television – Other	6	5
Radio – 3BA	3	4
Radio – Other	4	4
Television – SBS	3	4
Newspaper – Other	1	3
Radio – ABC	3	3
Radio – Station not specified	7	2
Television – Southern Cross 10	3	2
Don't access the daily news	3	1
Other	0.5	0.1

Ballarat people prefer to receive Council news and updates via the Council *myballarat* magazine, The Courier newspaper and via social media (refer Figure 40).

Figure 40: Preferences for accessing Council news and updates

Q.26 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?

	2016 Total	2017 Total
Base: All respondents	(n=805)	(n=800)
	%	%
The Council <i>myballarat</i> magazine delivered by post*		32
Newspaper – The Courier	22	22
Social media – facebook, twitter, instagram etc.	17	20
Radio	6	10
Television	9	9
The Council <i>myballarat</i> magazine delivered by email*		7
A Council letter to the household delivered by post*		7
A Council letter to the household delivered by email*		5
<i>myBallarat</i> Magazine	3	4
Online/ Council website	4	3
Newspaper – Other	2	2
Don't know	1	2
Other	3	1
Direct mail by post (newsletter, household letter)	39	
Email (newsletter, household letter)	17	
Don't want Council to provide information	8	

\*New categories 2017

## COMMUNITY PERCEPTIONS SURVEY QUESTIONS 2017