

Community Perceptions Survey 2020

A report of findings from a survey of Ballarat community

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Executive Summary:

Each year Ballarat City Council obtains insight into the community’s perceptions of life in Ballarat and the performance of Council in delivering services to the community via a survey. This report provides the findings from a telephone survey of 400 people residing in the Ballarat municipality conducted in May 2020.

Community consultations:

The Ballarat community gave Ballarat City Council a score of 63.0 for community consultation and engagement. This resulted an improvement of (+3.5) on the result from 2019.

Survey respondents were asked to rate their opinion of how Ballarat Council performed on community consultation and engagement over the last 12 months. A 6.6% year on year increase in the highest rating (‘Very Good’), and a reduction in all other categories, resulted in an overall 3.5 increase on last year’s weighted rating, representing a significant improvement in community perception of Ballarat Councils performance in this space.

Decisions made in the interest of the community:

The Ballarat community gave Ballarat City Council a score of 61.1 for decisions made in the interest of the community. This resulted an improvement of (+5.3) on the result from 2019.

Survey respondents were asked to rate their opinion of how Ballarat Council performed on decisions made in the interest of the community over the last 12 months and results showed a favourable increase in levels of satisfaction with the Council’s performance. A 9.9% increase in participants offering a response of ‘Very Good’ was the main driver of this favourable result.

Condition of Sealed Roads:

The Ballarat community gave Ballarat City Council a score of 55.3 for the condition of sealed local roads. This resulted a decrease of (-4.2) on the result from 2019.

Survey respondents were asked how they would you rate the performance of Council for condition of sealed local roads in their area? A material year on year reduction in ‘Good’ and ‘Average’ responses from participants and a significant increase in ‘Poor’ and ‘Very Poor’ responses, resulting in an overall decrease in community sentiment relating to condition of sealed local roads in their area. Based on the survey results there has not been an improvement in the ratings for condition of sealed local roads, but rather a 4.2 unfavourable reduction in the community sentiment.

KPI Summary:

Figure 1 presents index values for the Key Performance Indicators.

Figure 1: Summary of KPI index scores

Measure	2016	2017	2018	2019	2020			
					Total	North Ward	Central Ward	South Ward
Community consultation and engagement	53.8	58.0	59.1	59.5	63.0	58.2	57.2	58.7
Decisions made in the interest of the community	51.0	56.5	55.1	55.8	61.1	54.0	55.4	56.0
Condition of sealed local roads	58.9	54.7	58.7	59.5	55.3	57.2	59.9	56.3

Introduction:

Background

Each year Ballarat City Council obtains insight into the community’s perceptions of life in Ballarat and the performance of Council in delivering services to the community via a survey. The 2020 survey was significantly modified from prior years due to the impact of the COVID-19 pandemic to only include the mandatory questions as required through the Local Government Performance Reporting Framework (LGPRF).

Methodology

The 2020 survey was conducted via telephone, interviewing a total of 400 people residing in the Ballarat municipality. Interviews were collected in the month of May 2020.

Calculation of the indices was performed as per LGPRF Practice Note 2 – Conduct of Community Perception Survey, the relevant section of which is reproduced here.

The Index Score is calculated and represented as a score out of 100 (on a 0 to 100 scale), with ‘can’t say’ responses excluded from the analysis. The ‘% RESULT’ for each scale category is multiplied by the ‘INDEX FACTOR’. This produces an ‘INDEX VALUE’ for each category, which are then summed to produce the ‘INDEX SCORE’, equating to ‘60’ in the following example.

SCALE CATEGORIES	% RESULT	INDEX FACTOR	INDEX VALUE
Very good	9%	100	9
Good	40%	75	30
Average	37%	50	19
Poor	9%	25	2
Very poor	4%	0	0
Can't say	1%	--	
			INDEX SCORE 60

Councils supplier is ISO20252 accredited for quality assurance. They are also members of the Australian Market and Social Research Organisation (AMSRO).

Demographics

The following Figures show the composition of respondents from the perspective of gender, age and ward the respondent resides in.

Figure 2: Survey respondents by gender and year

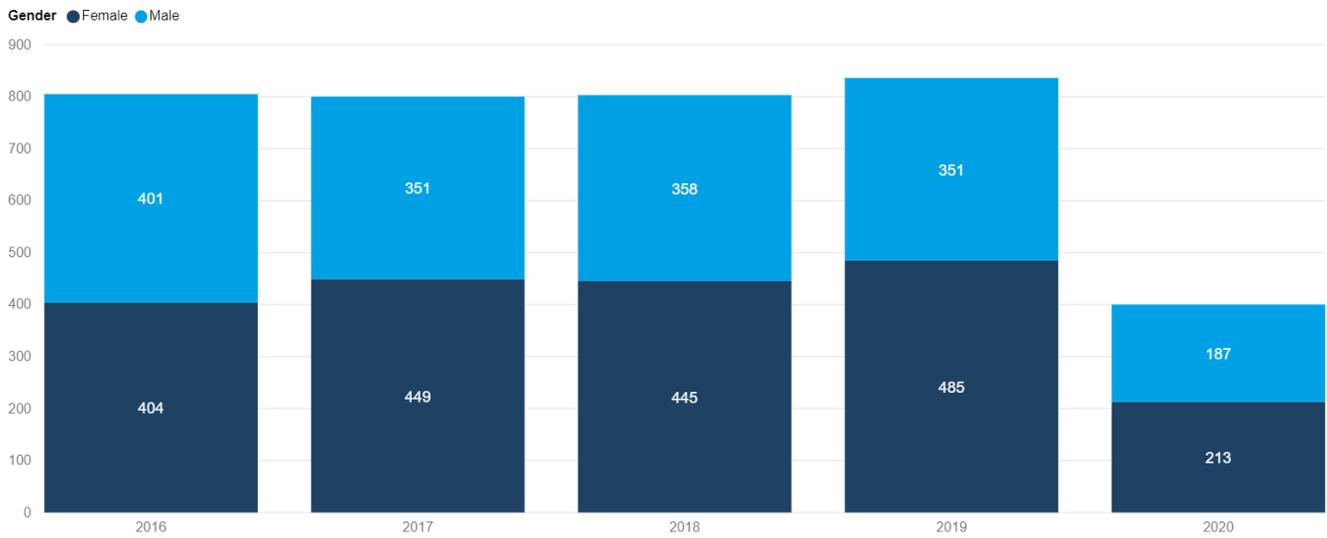


Figure 3: Survey average weight by gender 2020

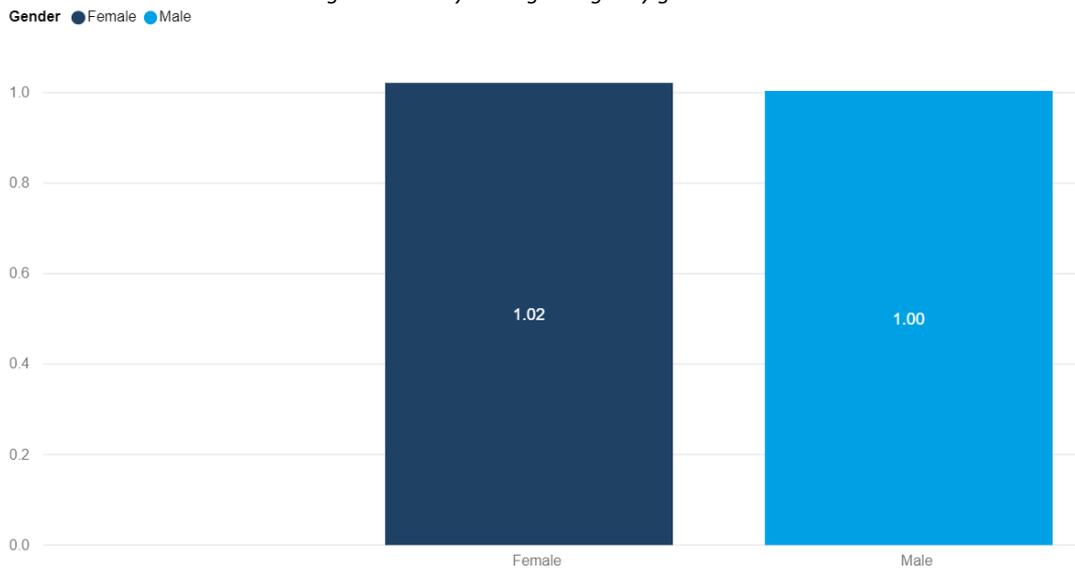


Figure 4: Respondents by age group 2020

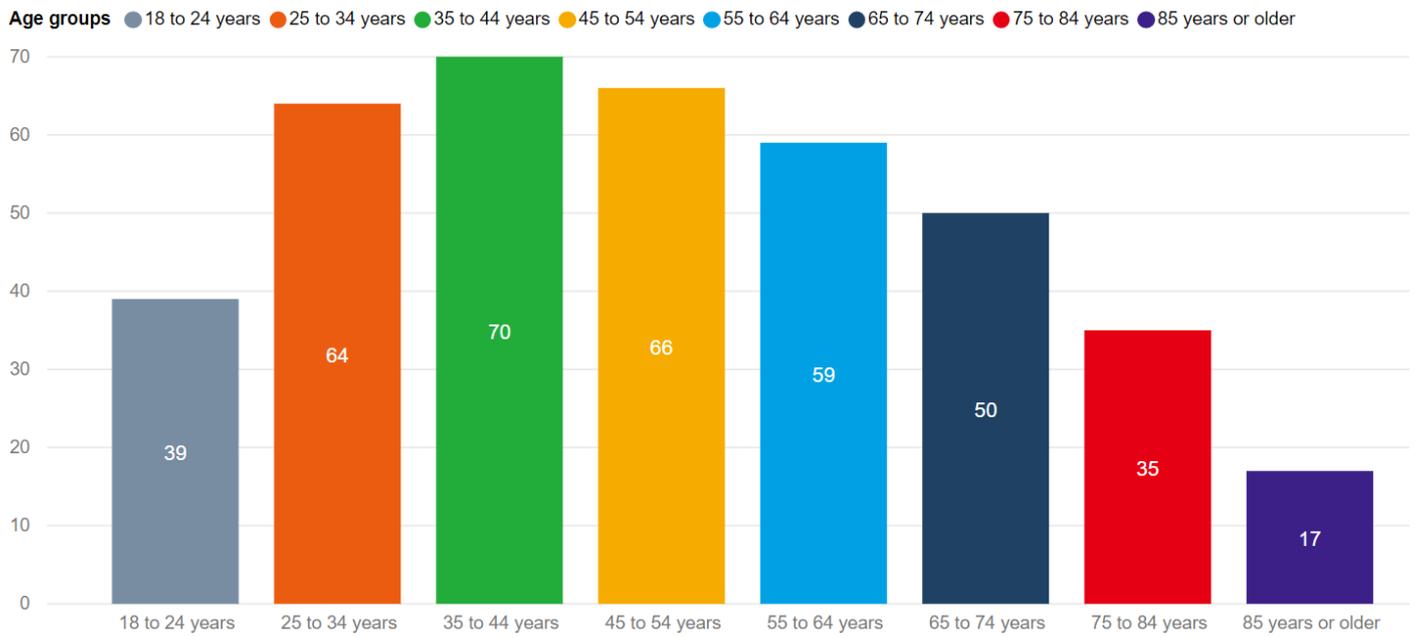


Figure 5: Average weighting by age group 2020

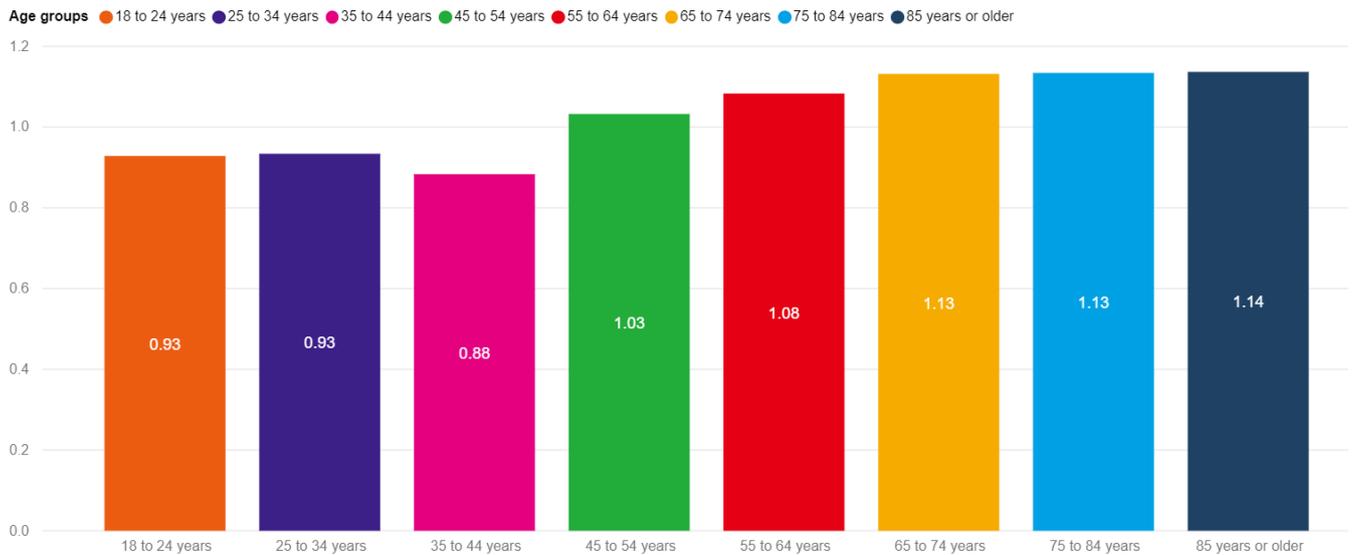


Figure 6: Respondents by ward 2020

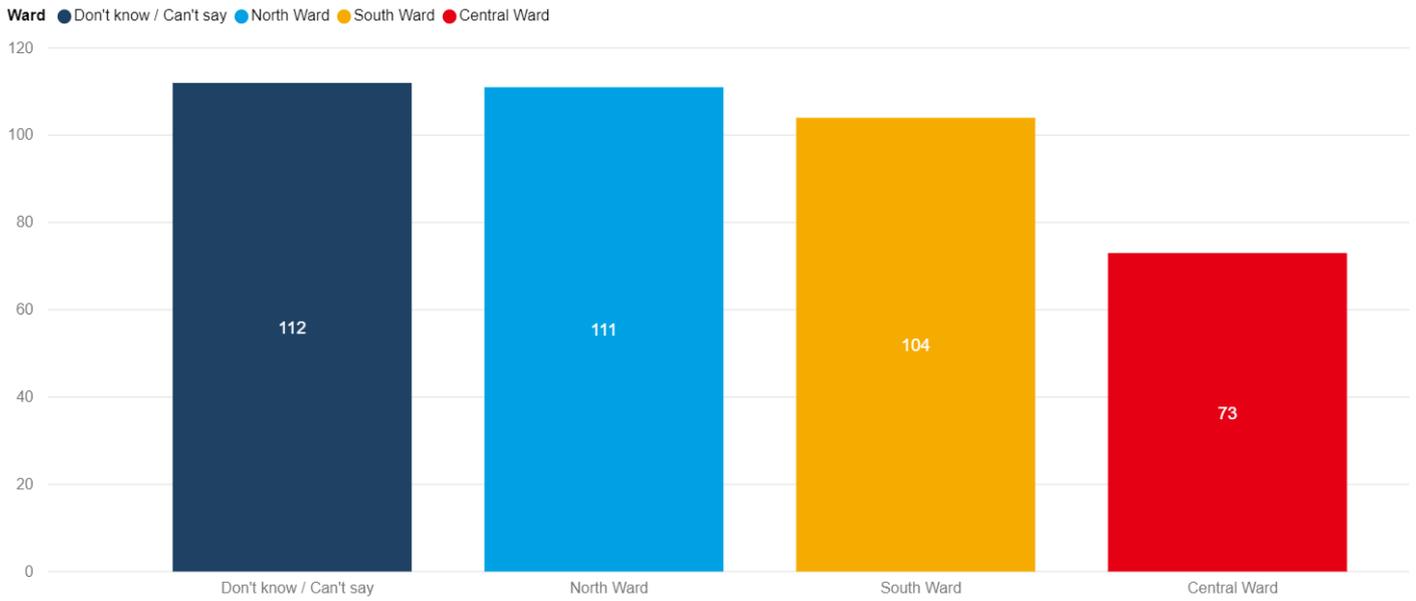
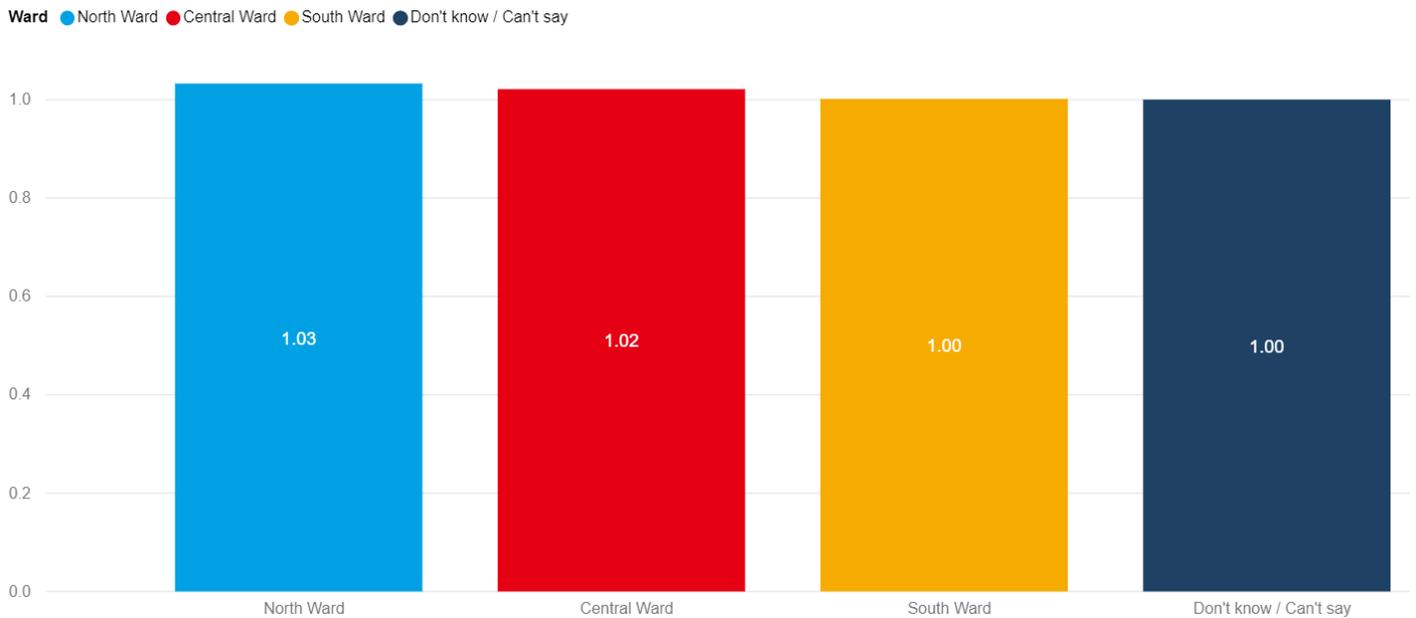


Figure 7: Average weighting by ward 2020



Survey Questions

Given the impact of COVID-19 the 2020 community perception survey was scaled down to meet the mandatory reporting requirements of the Local Government Performance Reporting Framework. The three mandatory performance indicators, are as follows:

- Indicator 2: Satisfaction with community consultation and engagement (refer Q.17A)
- Indicator 5: Satisfaction with council decisions (refer Q.17C)
- Indicator 18: Satisfaction with sealed local roads (refer Q.23D)

As a result of this, the three questions put to participants were as follows:

1. How has Ballarat Council performed on community consultation and engagement over the last 12 months?
2. How has Ballarat Council performed on decisions made in the interest of the community over the last 12 months?
3. How would you rate the performance of Council for condition of sealed local roads in your area?

The rating system or available answers, to the three questions, presented to participants were;

- Very Poor,
- Poor,
- Average,
- Good,
- Very Good, and
- N/A

Weighting

As the sample of Ballarat citizens did not perfectly represent the population, weighting was applied to two components of the demographics, gender and age group. Very little weight was applied to gender as the sample quite closely matched demographics obtained from the ABS, and weighting was applied to the age groups, as per Figure 5.

Community consultation and engagement:

Survey respondents were asked to rate their opinion of how Ballarat Council performed on community consultation and engagement over the last 12 months. Figure 8 shows a 7% year on year increase in the highest rating ('Very Good'), and a reduction in all other categories

Figure 8: Performance on community consultation and engagement 2020

Q 1. How has Ballarat Council performed on community consultation and engagement over the last 12 months?

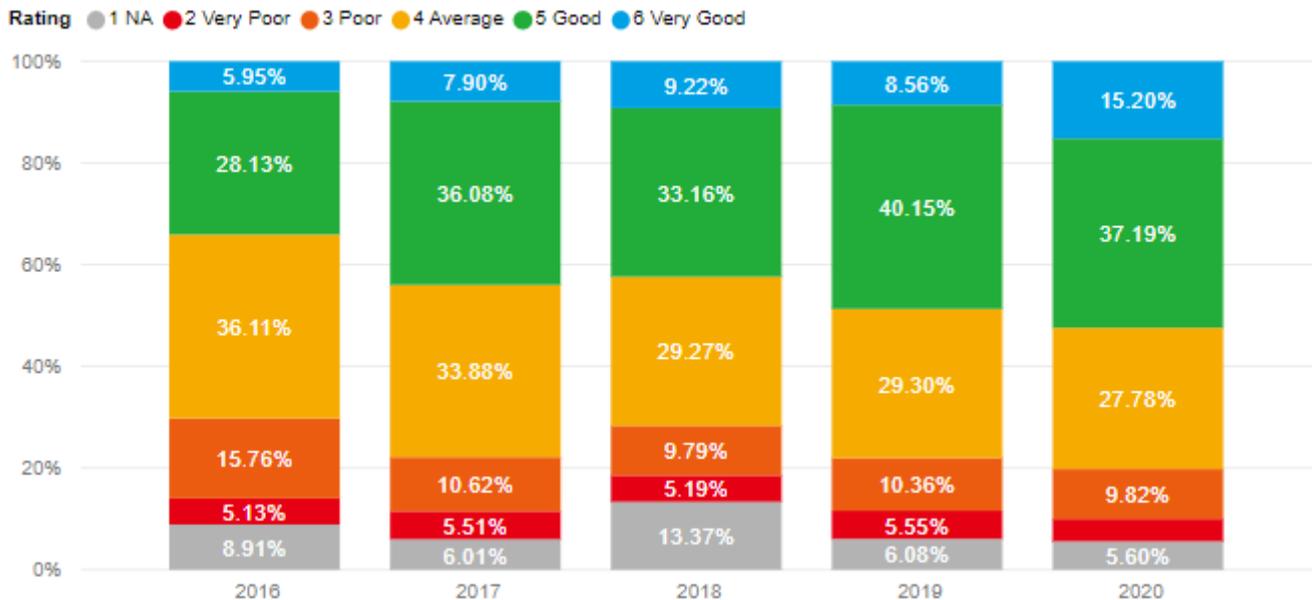


Figure 9 provides time series comparison with previous results. The table shows an increase of 3.5 on last year's result (index score), representing a significant improvement in community perception of Ballarat Councils performance in this space.

Figure 9: Performance on advocacy and engagement (index score) – including ward 2016-2020

Q 1. How has Ballarat Council performed on community consultation and engagement over the last 12 months?

Measure	2016	2017	2018	2019	2020			
					Total	North Ward	Central Ward	South Ward
Community consultation and engagement	53.8	58.0	59.1	59.5	63.0	58.2	57.2	58.7

Decisions made in the interests of the community:

Survey respondents were asked to rate their opinion of how Ballarat Council performed on decisions made in the interest of the community over the last 12 months. Figure 10 shows that the Ballarat community had an increased level of satisfaction with the Council’s performance in relation to decisions made in the interest of the community. A 10% increase in participants offering a ‘Very Good’ response was the main driver of this favourable result.

Figure 10: Decisions made in the interest of the community 2020

Q2. How has Ballarat Council performed on decisions made in the interest of the community over the last 12 months?

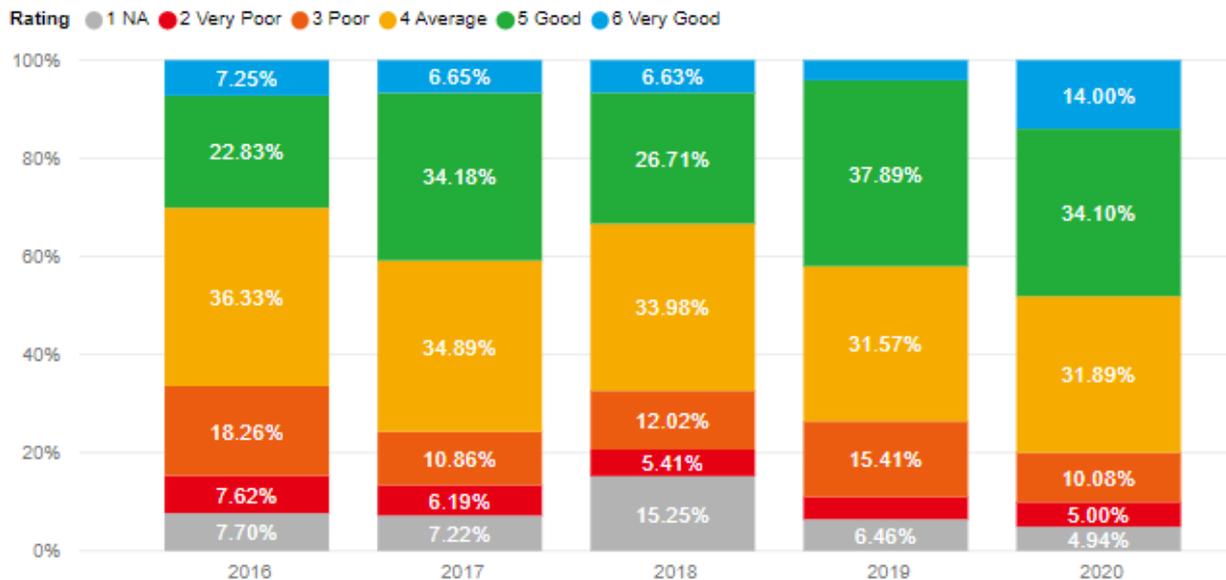


Figure 11 provides time series comparison with previous results. The table shows a 5.3% year on year improvement with respect to respondents view of Ballarat Councils decisions made in the interest of the community.

Figure 11: Decisions made in the interest of the community (index score) – including ward 2016-2020

Q2. How has Ballarat Council performed on decisions made in the interest of the community over the last 12 months?

Measure	2016	2017	2018	2019	2020			
					Total	North Ward	Central Ward	South Ward
Decisions made in the interest of the community	51.0	56.5	55.1	55.8	61.1	54.0	55.4	56.0

Condition of sealed local roads:

Survey respondents were asked how would you rate the performance of Council for condition of sealed local roads in their area. Figure 12 shows a material year on year reduction in 'Good' and 'Average' responses from participants and a significant increase in 'Poor' and 'Very Poor' responses, resulting in an overall decrease in community sentiment relating to condition of sealed local roads in their area.

Figure 12: Performance of Council for condition of sealed local roads 2020
Q3. How would you rate the performance of Council for condition of sealed local roads in your area?

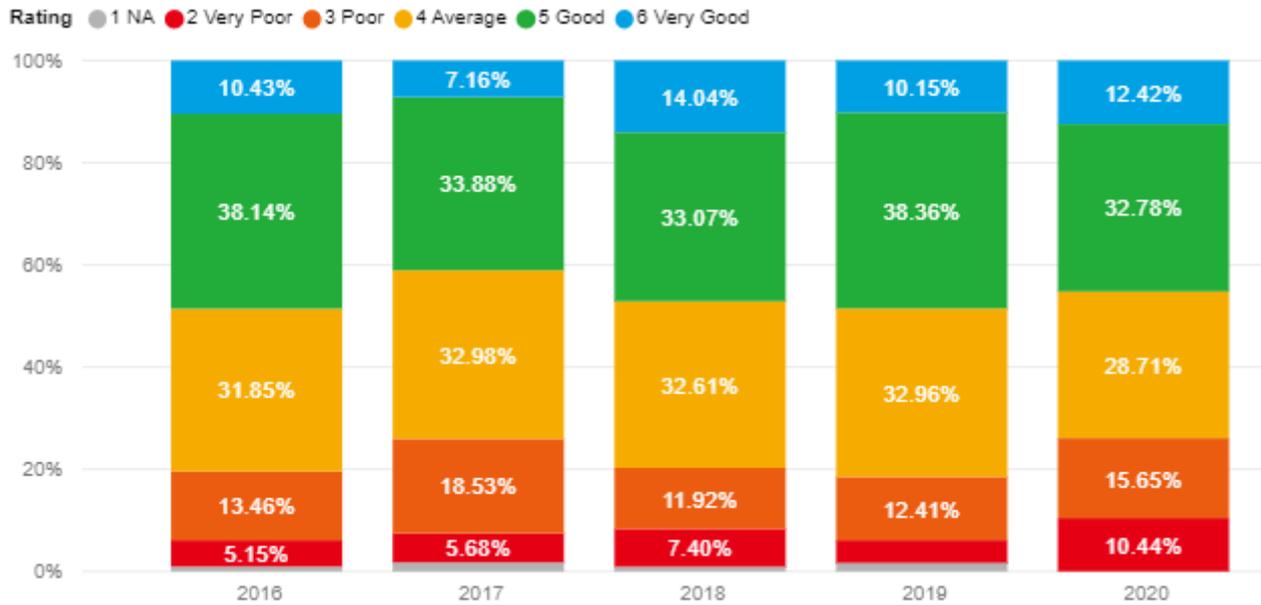


Figure 13 provides time series comparison with previous results. Based on these figures there has not been a statistically significant improvement in the ratings for condition of sealed local roads, but a 4.2% unfavourable movement in the community sentiment.

Figure 13: performance of Council for condition of sealed local roads (index score) – including ward 2016-2020
Q3. How would you rate the performance of Council for condition of sealed local roads in your area?

Measure	2016	2017	2018	2019	2020			
					Total	North Ward	Central Ward	South Ward
Condition of sealed local roads	58.9	54.7	58.7	59.5	55.3	57.2	59.9	56.3