

# 2021 COMMUNITY SATISFACTION SURVEY

Report

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Prepared for:



Prepared by:  **newfocus**  
9645-pi/slp



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# Key findings

This report presents the outcomes of the 2021 Community Satisfaction survey undertaken by new**focus** on behalf of the City of Ballarat. The research was conducted via a telephone survey with a representative sample of n=801 adult residents with surveys conducted between 18 March and 14 April 2021. The average survey length was 17 minutes.

The 2021 survey is considerably different to that of prior years and reflects a redefinition of Council's information needs. Further to this, the reporting of results focuses more on the distribution of scores rather than mean scores as was the case in previous community satisfaction surveys. As such, whilst some historic data is provided (where lines of enquiry continued), the 2021 results should be considered as a resetting of the benchmark position.

Key findings from the 2021 research are provided below with further details in the body of the report.

## 1. Community indicators - perceptions of Ballarat In 2021

Perceptions of Ballarat as an area are overall positive and include being a good place to live (80%); with good education and training opportunities (77%) and good access to healthcare (71%) (ratings 8-10 on a 0-10 scale).

These were followed by second tier aspects: easy to cycle and walk around (65%); good local shopping (64%) and creative arts and culture community (64%).

However, metrics concerning entertainment options, affordable housing; employment opportunities, public transport and ease of getting around were the least well regarded (all below 50% agreement (ratings 8-10)).

### Changes over time (since 2019 when last measured)

In terms of agreement (ratings 8-10), the following metrics improved at a statistically significant level compared to 2019: good employment opportunities, good education and training, good local shopping, good place to raise a family, a safe place to live and the CBD is clean/tidy and well-presented.

In contrast, a statistically significant decline was seen for Ballarat having affordable housing (36% compared to over 50% in 2018 and 2019), with other metrics concerning public transport, the area's atmosphere and entertainment options largely stable versus 2019.

## Variances between demographic sub-groups

There were considerable similarities in the most and least agreed aspects of Ballarat across the key demographic sub-groups – with most the commonly agreed by all being *good place to raise a family* and *good education and training* (for all stages in life), and the least agreed aspects in almost all sub-groups being *affordable housing* and *good public transport*.

Some aspects appear to differ by age where at approx. 50 years, and whilst *healthcare* is well regarded, *getting around* and *public transport* appear to become more salient concerns, whereas for those under 50 years, *entertainment* appears to be a less positively viewed aspect.

*Implications: The key strengths of Ballarat as a good place to live, with good education and health care are stable aspects which bode well for Ballarat and should be reinforced and potentially leveraged via Council strategies. Wide ranging concerns over declining housing affordability, with low perceptions of employment suggest these aspects need a community-wide focus.*

*In contrast, aspects such as public transport and those related to mobility may need a more targeted approach to engage the community to address resident concerns.*

# Key findings....continued

## 2. Council services indicators

Consideration was given to the importance of and satisfaction with Council performance on 17 council services (see below chart).

Council services of greater importance to residents (90% or more rated importance as 4,5) were *community health; roads & paths; waste & recycling; and parks, gardens & trees*. These were followed as a 2nd tier (80% to 89% importance) by *environmental health and parking*.

Amongst these 1st and 2nd tier services, only *parks, gardens & trees* achieved a high satisfaction rating (81% rated 4-5), followed (considerably) by *community health* at 66%. Major gaps between importance and satisfaction (coinciding with relatively pronounced dissatisfaction) were seen in three core Council services of *parking; roads & paths and waste & recycling*.

## Variance by demographic subgroups

For **Importance**, generally consistent views were had across cohorts for higher importance services noted previously.

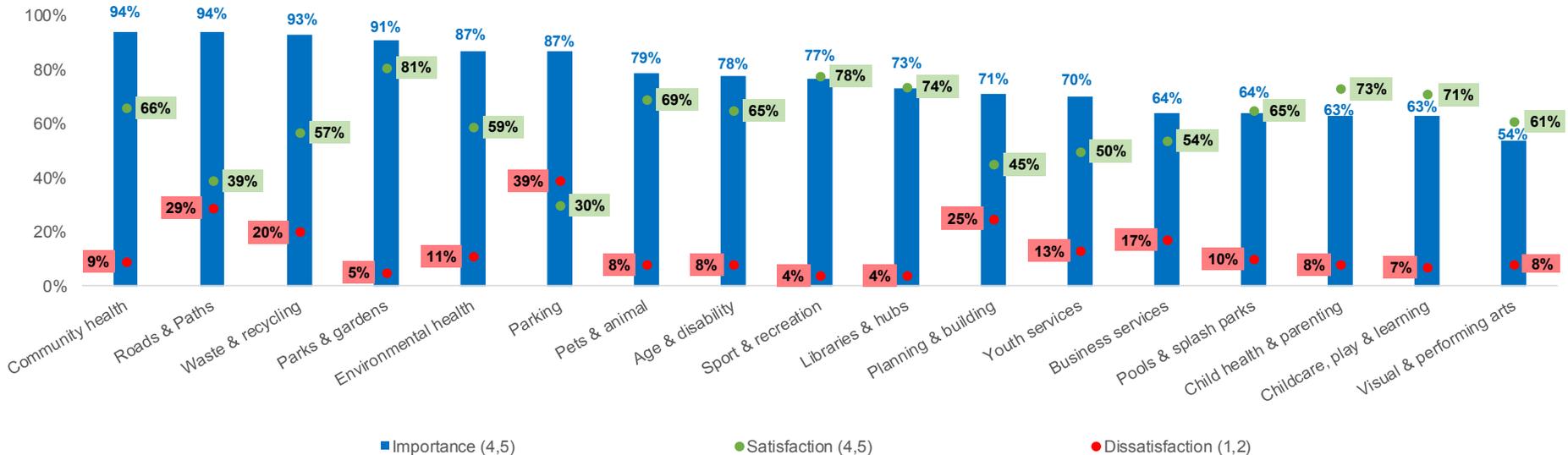
Differences in importance between cohorts were more evident on lesser importance services which often related to life-stage services – such as child related services.

**Satisfaction** with services was highest in all cohorts for *parks and gardens* and *sports and recreation facilities*. Satisfaction levels for the important services of roads, paths and parking were low in each cohort.

*These findings suggest Council is perceived as performing best on services in support of the natural outdoor aspects of Ballarat – parks, gardens & trees; and sport & recreational facilities.*

*However, there are numerous key council services where satisfaction is low and most evident on ‘traditional council services’ with high importance. These results suggest that ‘disquiet’ exists amongst residents with core service provisions.*

Importance vs Satisfaction with Council Services - 2021



## Key findings...continued

### 3. Customer Service Indicators

Overall, in 2021, the instance of residents having had contact with Council in past 12 months was 39%. This was statistically significantly less than 46% in 2019 (however, the reduction may have been influenced by COVID-19).

Amongst those having contact, the service provided by Council was positive, with 80% rating good/very good and improved versus prior waves of research (i.e., 66% in 2018 and 78% in 2019).

Residents aged 18-34 were the most positive towards their most recent contact with Council, whereas those aged 65 plus were the least positive. Females also showed somewhat better ratings than males and South ward residents stood out as the happiest with Council's customer service compared to those living in other areas.

#### Methods of contact used and preferred

Overall, there was a reasonably high level of alignment between the channels used to contact Council in 2021 and the methods preferred by residents: with telephone the most common used (and preferred) by approximately 2 in 3.

Telephone was followed by email and in-person contact at Council offices/facilities (by approximately 1 in 5 for users) and with some potential appearing to increase the use of each with preference somewhat higher for each (approximately 1 in 3).

#### Variances between demographic sub-groups

Telephone was used/preferred most across age groups. Secondary channels display generational differences with:

- Email use was higher among males and 35-49 y.o. residents and preference was considerably stronger by those under 50 years and declined with age
- Preference for in-person contact increased with age and was most pronounced amongst residents over 65 years of age

*Findings suggest that whilst incidence of having contact with Council in past 12 months may have declined the service provided improved. This is a positive.*

*Results also suggest the mix of channels available are aligned with the channels that residents prefer (telephone, in-person and email) with limited evidence of demand for other alternatives at this stage.*

### 4. Event Indicators

(events such as Begonia Festival, Ballarat Winter Festival, Heritage Festival, Summer Sundays, Christmas decorations and activities and ANZAC Day events)

There was almost universal (99%) awareness of such events and amongst those aware 65% were highly likely (rating 8-10) to recommend events such as these to others (outside the area).

Likelihood to recommend Council events was high in all demographic sub-groups.

*These results suggest that residents are aware of Council delivering community events and based on their likelihood to recommend to others are likely supportive of Council doing so*

### 5. Projects Indicators

96% were aware of at least one Council projects tested, with highest awareness of Mars Stadium (84%) followed by Her Majesty's Theatre Upgrade (80%). Both had similar awareness levels when last tested in 2018 and 2019, respectively. The Warrenheip Streetscape Project – Buninyong had the lowest awareness (21%).

Overall, major projects such as these were quite important to the community (71%), with 20% neutral and 9% not considering them important.

**Satisfaction** with Council performance in projects was however only modest (51%), with 32% neutral and 17% dissatisfied.

By demographics, generational differences were seen, with importance of major projects increasing with age and satisfaction declining with age. This pattern suggests that expectations towards events are notably higher among older residents.

*Results suggest that major projects are more relevant to older cohorts and that younger cohorts may not be as engaged as they could be.*

*Council may wish to build awareness of initiatives other than Mars Stadium and the Her Majesty's Theatre upgrade.*

## Key findings....continued

### 6. Communications Indicators

74% of those surveyed recalled Council communications in the past 12 months, with 18-34 y.o. the least likely to do so (61%) and 50-64 and 65+ y.o. groups having the best recall (85% and 86% respectively). Females also performed better on this key metric (77%) than males (71%).

At the total sample level, residents were only moderately satisfied with how Council communicates, with 53% either satisfied (44%) or very satisfied (9%) and 17% dissatisfied (13%) or very dissatisfied (4%).

**Variances by demographic sub-group for satisfaction with communication from Council were minor.**

Channels that residents used or were otherwise reached via were predominantly direct mail (via letter box) (59%), the local newspaper (39%), and Council's social media pages (26%). Communication preferences were largely in line with communications received or otherwise accessed, with the only notable exceptions being:

- A higher level of preference for emails being sent to residents (19%) than what actually occurred (3%)
- A lower level of preference for the local newspaper (26%) than what actually occurred (39%)

**Variances by demographic sub-group for usage and preference were primarily generational in nature:**

- Direct mail and the local newspaper increased with age
- Social media and email decreased with age

*Lower recall of Council communications among younger residents, to whom email and social media more appeal to, suggests that Council could improve their communications in the digital space, and although direct mail will remain key to reach the general community going forward, consideration should be given to the local newspaper in its current form due to its lower level of preference compared to actual usage.*

### 7. Governance, Leadership and Corporate Metrics

Council was perceived to perform best on response to COVID-19, with 81% rating either good or very good, which was considerably higher than the next-best metric: service performance overall (59%). This in turn, was followed by:

- Decisions made in interest of community (46%)
- Lobbying on behalf of the community (43%)
- Community consultation and engagement (42%)
- Condition of sealed local roads (42%) – also with relatively high very poor/poor ratings (31%)

**Changes over time:** Excluding *Council's response to COVID-19* (which was only measured in 2021) and *Performance of current Councillors* (which remained largely stable), declines were seen in each other governance, leadership and corporate metric versus prior years, with reduced good/very good and increased poor/very poor ratings, with these shifts statistically significant for:

- City of Ballarat's service performance overall
- Community consultation and engagement
- Condition of sealed roads in the area

**Variances by Demographic sub-group.** Perceptions of Council performance were reasonably similar by gender and by ward. Younger residents (18-34 years) tended to be the most positive, with perceptions declining with age on most aspects measured, though an exception to this was concerned the condition of sealed local roads, which was rated highest by residents 65 and over.

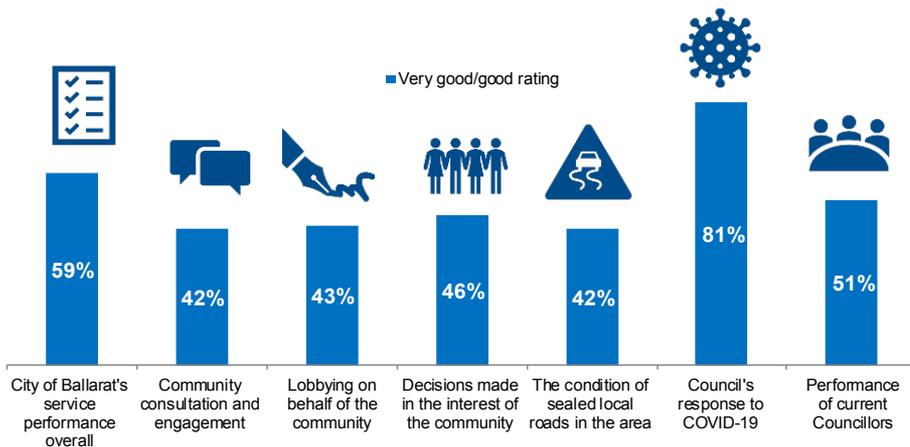
*These findings suggest slippage in perceptions of Council performance. These may be linked to issues Council has faced in recent times (outside scope of the present research). The decline in these likely warrant further qualitative investigation to better understand the nature of these declines*

# Conclusions

- **Area perceptions:** Ballarat is well-regarded by residents as a good place to live; with good education and training opportunities and good access to health care. Residents are concerned about housing affordability and despite some recent improvements, employment opportunities continues to be an area of concern.
- **Service delivery:** residents are mostly satisfied with the provision of services that support the highly valued natural aspects of Ballarat – parks, gardens & trees; and sport & recreational facilities. Residents are less satisfied with services relating to mobility within the municipality and ease of getting around (e.g. roads, paths, parking, public transport). Whilst these negatives are most evidenced by older aged residents, younger adults are not immune to experiencing dissatisfaction with these services.
- **Customer service:** COVID-19 may have reduced the incidence on service contacts occurring, where at the same time satisfaction with service interaction increased. COVID-19 may be masking what appears to have been an underlying positive shift in service quality where improvement appears to have been in progress before COVID-19.
- **Communications preferences:** there appears to be two cohorts of residents, one that use and prefer traditional communications (print based) and a second, younger group that use and prefer more digital alternatives (especially email). Nevertheless, telephone remains the primary method used and preferred by residents for service interactions.
- **Communications reach:** Council appears to be reaching 3:4 residents with its communications but such reach is skewed older, with younger aged adults likely less exposed to communications. Overall satisfaction with Council communications are only modest (with just over half satisfied). This does not appear to be channel-driven as residents have available the channels they wish to use. As such, Council may wish to explore the nature and composition of the communications to ensure cut-through and relevance.
- **Major projects:** residents value major projects and room for improvement exists regarding their satisfaction, and whilst awareness of long-standing projects such as Mars Stadium and the Her Majesty's Theatre upgrade is quite high (approx. 4:5), this may have reached a ceiling. As such, Council may wish to consider changing their communications approach for these projects (to further build awareness) or to focus on other, lesser-known projects.
- **Local events:** residents are aware that Council provides local events and appear supportive of them due to their high likelihood to recommend them to others outside of the municipality.
- **Governance, leadership and corporate metrics:** results suggest that the community is satisfied in how Council responded to COVID-19, and whilst the majority are satisfied with service performance overall, room for improvement exists for remaining metrics concerning consultation and engagement, lobbying and making best-interest decisions on the community's behalf and especially the condition of local seal roads.

# Scorecard at a glance (2021)

## Governance, leadership and corporate metrics

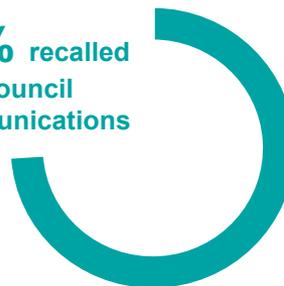


## Index ratings



## Communications

74% recalled Council communications



53% satisfied or very satisfied with communication



## Projects



51% satisfied or very satisfied with major projects



## Customer service



Index rating 79.5

80% rated most recent service interaction as good or very good



# Background



For many years, the City of Ballarat (Council) has undertaken an annual community satisfaction survey. Historically this involved an annual sample  $n=800$  residents. This survey has been used to inform council planning and to comply with the Local Government Performance Reporting Framework (LGPRF) which includes three mandatory questions.

In 2019, Council issued a RFQ from suitably qualified consultants to provide advice on enhancements and improvements to research methods, coverage and survey design and to undertake the study on its behalf. (At the time the survey was estimated to require over 20 minutes to complete and consisted of some duplicated lines of enquiry). **newfocus** was the successful tenderer commissioned to undertake this research for 2020 and 2021.



In 2020 however, given the onset of the COVID-19 pandemic and impact on residents and Council and other issues being experienced by Council at the time a determination was made by Council to undertake a separate reduced scope survey for 2020. The reduced scope included mandatory questions only (to meet Councils Reporting obligations) and with a reduced sample ( $n=400$ ).

Since then a new Council has been appointed and the impacts of the pandemic reaching a point to provide Council confidence to relaunch its Community Satisfaction survey in 2021.



As part of this process an internal review was undertaken by Council to help ratify its information needs. Following this review **newfocus** worked with Council to redesign the research instrument - to meet councils key information needs, using a more streamlined survey, whilst continuing to measure key metrics retained to provide historical context in performance monitoring.

This report presents the findings of the 2021 survey of  $n=801$  adult residents.

# Scope and Objectives



## Scope of work and requirements - as provided in the initial RFQ were:

- design and implement the community research program to ensure a successful survey, including the review of Council's current questionnaire and indicators
- collect and report on three mandatory community satisfaction indicators
- data collection of samples on n=800 residents
- Sample to be representative of the adult population



## Survey re-design and redefined research objectives

In 2021, following an internal review by Council and subsequent discussions between **newfocus** and Council a new survey was developed. Using the lines of enquiry of the revised survey as the basis, the following outlines the redefined research objectives:

Obtain a representative sample of the adult population of Council's catchment area to establish resident perceptions in regards to the following range of indicators:

1. Community indicators - perceptions of Ballarat (not of Council) (against 14 aspects)
2. Customer service indicators - (by those who have had contact with Council)
3. Council service indicators – importance and satisfaction (against 17 service areas).
4. Event indicators – includes social capital (likelihood to recommend events to others)
5. Project indicators – includes awareness, importance and satisfaction with Council on projects
6. Communication indicators – includes channels used and preferred
7. Governance, leadership and corporate metrics – includes mandatory DELWP questions



# Methodology

## A Computer Assisted Telephone Interview (CATI)



- » Randomly selected sample of adult residents of the City of Ballarat area.
- » Sample achieved n=801
- » Samples sourced from publicly available databases, containing a mix of landline and mobile phones
- » All telephone interviews conducted in-house by newfocus' team of field interviewers under supervised conditions
- » A total of 11 interviewers were used
- » All surveys were conducted from 18<sup>th</sup> March – 14<sup>th</sup> April 2021
- » Average survey length was 17 minutes
- » All research conducted to ISO:20252 industry standards

# Sample achieved (2021)

## - and sampling accuracy

### Total sample

A total sample of n=801 surveys were conducted in 2021. The profile of sample is opposite.

### Sample weighting to population

Sampling was designed to provide minimum targets to allow for accurate weighting of results to the population demographics.

Some weighting of data was applied by age and gender cohorts in line with ABS data of population. The unweighted raw, weighting index and weighted samples are shown opposite.

Results presented in report are based on weighted data.

### Note: Variances in historic weightings.

During review of historic data held by Council, some inconstant applications of weighting were identified which have been corrected in the current report when historic results are presented.

As a consequence, the historic results presented herein may vary from those previously reported.

### Sampling accuracy

Sampling accuracy at 95% Confidence interval for a sample of n=801 from the City of Ballarat adult population of 78,307 (Population figures based on ABS Census Community Profile 2016 for Ballarat LGA - Usual Resident Population).

Segment	Population	Unweighted Sample Achieved 2021 n=	Weighting			
			Weighting Index	Weighted sample n	Weighted sample %	
Males	18-34	11,528	101	1.1683168	118	31%
	35-49	8,900	90	1.0111111	91	24%
	50-64	8,747	101	0.8811881	89	24%
	65+	7,704	81	0.9753086	79	21%
	<b>Total</b>	<b>36,879</b>	<b>373</b>	<b>n/a</b>	<b>377</b>	<b>100%</b>
Females	18-34	11,843	92	1.3152174	121	29%
	35-49	9,916	125	0.8080000	101	24%
	50-64	9,805	103	0.9708738	100	24%
	65+	9,864	107	0.9439252	101	24%
	<b>Total</b>	<b>41,428</b>	<b>427</b>	<b>n/a</b>	<b>423</b>	<b>100%</b>
<b>TOTAL</b>	<b>78,307</b>	<b>801</b>	<b>n/a</b>	<b>801</b>	<b>100%</b>	
Ward	North		264		265	33%
	Central		264		260	32%
	South		264		269	36%
	Undefined		8		7	1%



One point in time  
**±3.45%**

Over time  
**±4.87%**

# RESULTS

Structure, Index Scores and  
How to read report



# Structure

The results section is structured under key lines of enquiry as outlined by objectives, as follows:

1. Community Indicators - Perceptions of Ballarat
2. Customer service Indicators
3. Council Services Indicators – Importance and Satisfaction.
4. Events Indicators
5. Projects Indicators
6. Communication Indicators
7. Governance, Leadership and Corporate Metrics – includes mandatory DELWP questions

# Index scores

Results for Satisfaction and Council performance rating questions are presented as both:

- distribution and means score based on question asked and
- Index score (out of 100)

The index scores have been calculated inline with Victorian State Government Department of Environment, Land, Water & Planning Practice Note #2, Conduct of Community Satisfaction Survey, as follows (refer to table for example):

- The Index Score is calculated and represented as a score out of 100 (on a 0 to 100 scale),
- 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,
- These are then summed to produce the 'INDEX SCORE' (equating to '60' in the 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

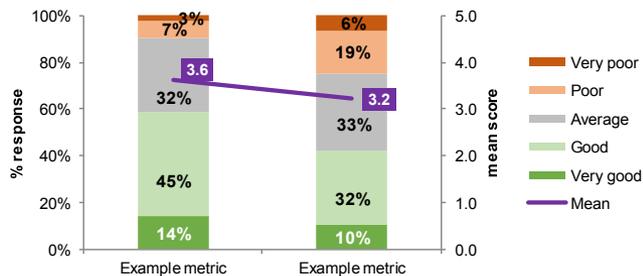
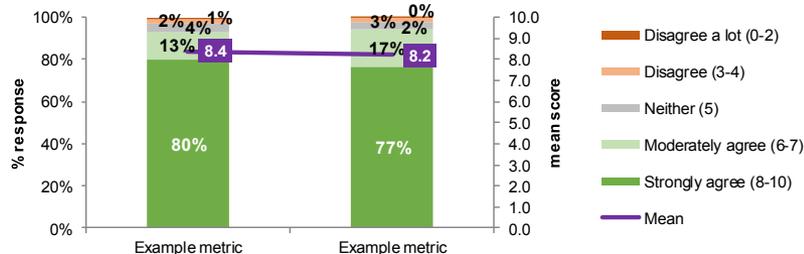
# Recoding of scales

Some questions use a 5 point scale whilst others use an 11 point scale. These can be difficult to present visually and to assist the reader the following approach has been adopted.

- Where practical, the full range scale results are provided when presenting the 2021 results
- When comparing results across years or between sub-groups, the scales have been consolidated
  - 11-point scales consolidated to 5 with key focus on Top 3 and Bottom 3 responses (ie 8-10 high and 0-2 low)
  - 5-point scales consolidated to 3 with key focus on (4-5 high and 1-2 low)

Refer example charts below.

- In both cases wherever means are displayed they are based on the full (original) 11 and 5 point scales respectively.



*Note: all 5 point scales have been recoded to read in an ascending order from low = 1 to high = 5. This may have varied from previous years reporting and care is needed when comparing to previous reports*

# How to read reported data

Tables and charts are reported in percentage results. Due to rounding some scores may range from 99% to 101%.

## n = value

The n= value in the tables and charts represents the total number of respondents included in the study and the number of respondents that answered a specific question (excluding 'don't know' responses except where noted).

The values represent weighted sample n's and %

## n ~ value

In some cases n~ is used. This represents the average number of respondents across two or more questions.

## Statistical significance analysis

↑ and ↓ labels on charts indicate statistically significant differences between waves at the 95% confidence level, with ↑ denoting a higher result and ↓ denoting a lower result.

In tables, green figures represent a higher result and red figures represent a lower result; both at the 95% confidence level.

# Community indicators (perceptions of Ballarat)

## Section 1



# Ballarat - a good place to live with good education & healthcare

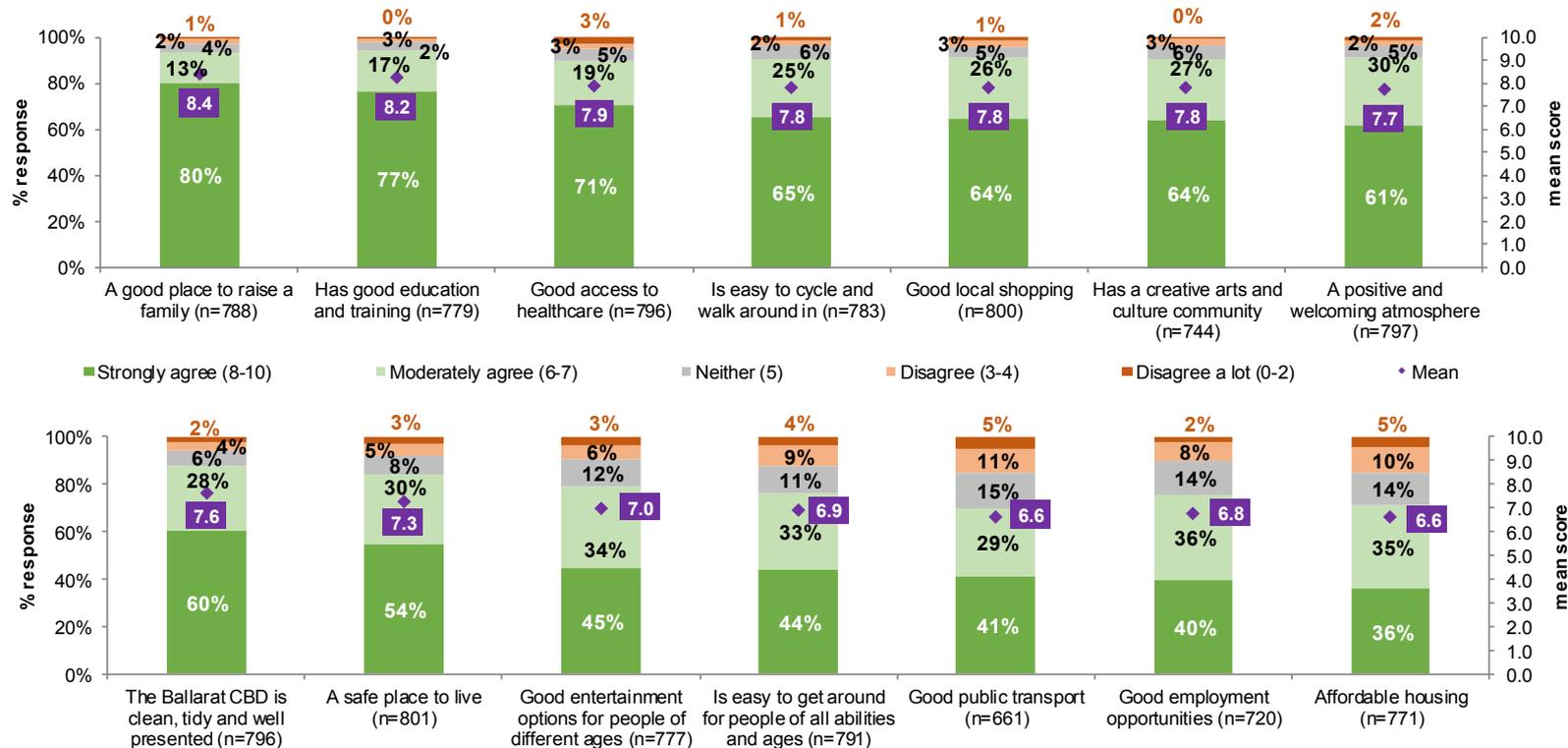
## - But affordability, employment, getting around easily and public transport much less so

### 1.1 Perceptions of Ballarat (as an area) in 2021

In 2021 (see chart below and table next page)

Perceptions of Ballarat as a place are in the main very positive. The area is seen as a *good place to live*, with *good education and training* and *good access to health care*, each at least 70% high agreement (8-10 ratings). However, *affordable housing*, *employment opportunities*, *public transport* and *easy to get around for people of different ages* are the least well-regarded aspects of the area at less than 50% high agreement and at or above 10% disagreement (0-4 ratings).

*Implications: Ballarat is seen as a good place to live but affordability and future job prospects appear as key areas of community concerns.*



### 1.3 Perceptions of Ballarat (as an area) – 2021..... full distribution breakdown

2021	Good public transport (n=661)	Is easy to get around (n=791)	Affordable housing (n=771)	A safe place to live (n=801)	Good access to healthcare (n=796)	Good employment opportunities (n=720)	Good entertainment options (n=777)	Is easy to cycle and walk around in (n=783)	A positive & welcoming atmosphere (n=797)	The CBD is clean, tidy & well presented (n=796)	Good local shopping (n=800)	A good place to raise a family (n=788)	Has a creative arts and culture community (n=744)
Strongly disagree - 0	1%	1%	1%	1%	1%	1%	1%	0%	0%	0%	0%	0%	*
1	1%	1%	1%	0%	0%	1%	1%	1%	0%	1%	0%	*	0%
2	2%	2%	3%	2%	2%	1%	2%	0%	1%	1%	1%	1%	0%
3	4%	3%	4%	2%	2%	3%	2%	1%	0%	1%	1%	1%	1%
4	7%	6%	6%	3%	1%	5%	4%	2%	2%	3%	3%	1%	2%
5	15%	11%	14%	8%	5%	14%	12%	6%	5%	6%	5%	4%	6%
6	11%	13%	13%	10%	7%	13%	12%	9%	10%	9%	9%	3%	9%
7	17%	20%	22%	19%	11%	23%	22%	16%	20%	19%	18%	10%	18%
8	24%	24%	21%	27%	27%	24%	25%	30%	33%	27%	29%	26%	31%
9	8%	10%	8%	14%	21%	10%	9%	15%	16%	18%	18%	23%	16%
Strongly agree - 10	10%	10%	8%	13%	22%	6%	10%	21%	13%	15%	18%	31%	16%
Mean	6.6	6.9	6.6	7.3	7.9	6.8	7	7.8	7.7	7.6	7.8	8.4	7.8

# Whilst perceptions of employment opportunities and education improved in 2021, perceptions of home affordability declined

## 1.2 Perceptions of Ballarat (as an area) - changes over time

### Changes over Time: (see next page)

Perceptions of Ballarat over the longer term have remained mostly stable and whilst some year-on-year fluctuations can arise these are mostly relatively minor.

However, since 2019 (the last time these aspects were assessed) there were several statistically significant variances of interest.

Positive increases in perceptions seen were seen for:

- *Good employment opportunities*
- *Good education and training*
- *Good local shopping*
- *Good place to raise a family*
- *A safe place to live*
- *The Ballarat CBD is clean, tidy and well-presented*

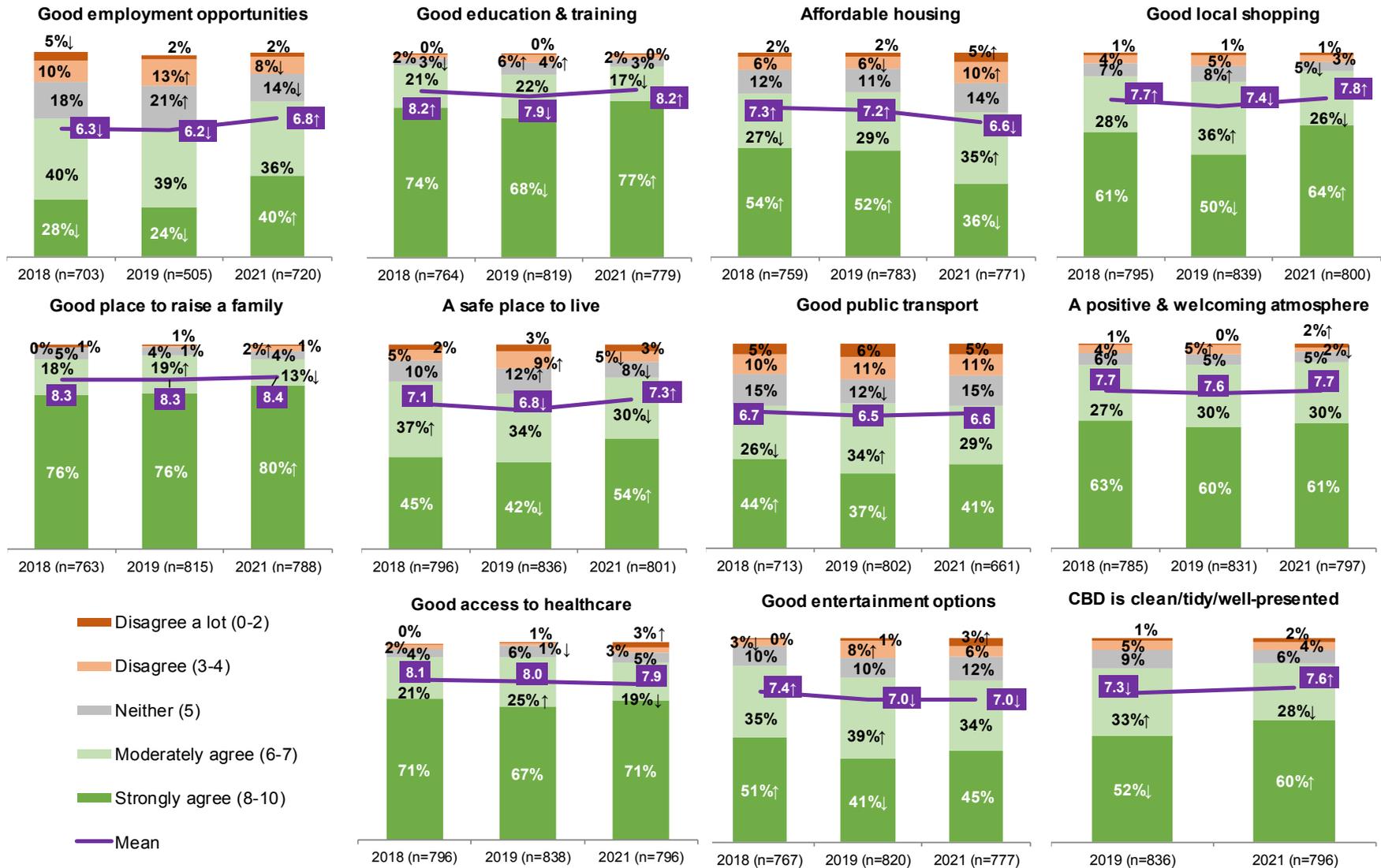
In contrast to the above, agreement (8-10 rating) that Ballarat has affordable housing declined at a statistically significant level in 2021 (36%) compared to 2019 (52%) and 2018 (54%).

### Implications:

*Whilst some improvement appears to have been seen in employment opportunities, it is unknown to what extent this is due to organic factors or to the recovery from COVID-19. Notwithstanding this, perceptions of employment opportunities remain relatively low, and in terms of housing affordability things appear to have gotten worse for residents since 2019. This may be putting pressure on young families in seeking to remain in the Ballarat area*

*Most other aspects measured in 2021 remained stable or with some incremental improvements. While this is a positive pattern, consideration could be given to further explore:*

- *Entertainment options, which had lower average agreement ratings in 2019 and 2021 compared to 2018; and*
- *Access to public transport and related infrastructure, with residents continuing to rate public transport less healthily than majority of the other metrics captured*



# Primary positives and negatives are quite consistent across groups

- secondary priorities emerge at approx. 50 years with *ease of getting around & public transport* becoming more of an issue whilst for those under 50 years *entertainment* is less positively seen

## 1.3 Perceptions of Ballarat (as an area) – variances between demographic subgroups (2021)

### Variances by demographic sub-group (2021) (see pages 22 - 24)

There were considerable similarities in the most and least agreed aspects of Ballarat across the key demographic sub-groups – with most the commonly agreed by all being *good place to raise a family* and *good education and training* (for all stages in life), and the least agreed aspects in almost all sub-groups being *affordable housing* and *good public transport*.

Some aspects appear to differ by age where at approx. 50 years, and whilst *healthcare* is well regarded, *getting around* and *public transport* appear to become more salient concerns, whereas for those under 50 years, *entertainment* appears to be a less positively viewed aspect.

Regarding gender, the main differences were in perceptions of *creative arts and culture community* and *a positive welcoming atmosphere* viewed more positively by females, but females were less positive than males on *access to healthcare*.

Finally, some minor differences appear to exist in perceptions of *access to healthcare*, with this viewed more positively by Central ward residents.

### Implications:

*The key strengths of Ballarat – a good place to live with good education and good healthcare are almost universally held truths.*

*However, less positively held perceptions appear to be influenced more by generational differences, with the implication of this being that planning for the future needs to consider the needs of different generational sub-groups of the community.*

	MOST AGREED (rankings based on ratings 8-10)	
	Good place to raise family	Most agreed with aspect in all age, gender and ward sub-groups
	Good education & training	2 <sup>nd</sup> most agreed with aspect in all age, gender and ward sub-groups
	Good access to healthcare	In top 3 for those over 50 years; males and Central ward residents
	Is easy to cycle and walk around	In top 3 only for those under 50 years
	Creative arts & culture community	Rated in top 3 by females only

	LEAST AGREED (rankings based on ratings 8-10)	
	Good entertainment for different ages	Rated in bottom three only by those under 50 years
	Easy get around people of all abilities & ages	Rated in bottom 3 by 50 years and older; females and North ward
	Good employment opportunities	Rated in bottom 3 by those over 34 years, males, females, Central and South ward residents
	Good public transport	Bottom 3 in most sub-groups
	Affordable housing	Bottom 3 in most sub-groups

Variations by demographic sub-group (2021) By aspect

Key variances in agreement by demographics for each of the aspects is provided below with full details in tables in next pages.

<p>Good employment opportunities</p> 	<p>Agreement levels were generally consistent across age, gender and ward.</p>	<p>A positive/welcoming atmosphere</p> 	<p>Females were more likely to strongly agree with this statement than males.</p>
<p>Good education/training</p> 	<p>35-49 and 65 plus y.o. residents were less and more likely to strongly agree, respectively.</p>	<p>Good access to healthcare</p> 	<p>Better ratings among 65+ y.o. residents, males, and those living in the Central ward.</p>
<p>Affordable housing</p> 	<p>18-34 y.o. residents had lower mean agreement, whereas older 65+ had higher mean agreement.</p>	<p>Good entertainment options</p> 	<p>65+ y.o. residents were more likely to strongly agree and had higher mean agreement as well.</p>
<p>Good local shopping</p> 	<p>65+ y.o. residents were more likely to strongly agree than younger age groups.</p>	<p>Is easy to get around</p> 	<p>18-34 y.o. and 50-64 y.o. were more and less likely to strongly agree, respectively.</p>
<p>A good place to raise a family</p> 	<p>This improved with age, with 65+ more likely to strongly agree and 18-34 less likely to do so.</p>	<p>Is easy to cycle/walk around in</p> 	<p>Agreement levels were generally consistent across age, gender and ward.</p>
<p>A safe place to live</p> 	<p>18-34 y.o. and South ward residents were less likely to strongly agree, whereas the inverse was true for 65+ y.o. residents.</p>	<p>Has a creative arts &amp; culture community</p> 	<p>Females were more likely to strongly agree with this statement than males.</p>
<p>Good public transport</p> 	<p>South ward residents were more likely to strongly agree. Mean ratings were better among those under 50 years of age.</p>	<p>The CBD is clean/tidy/well presented</p> 	<p>Agreement levels were generally consistent across age, gender and ward.</p>

### 1.3 Perceptions of Ballarat (as an area) – 2021 variances by demographics...continued

		Age				Gender		Ward			
		18-34 (n~232)	35-49 (n~185)	50-64 (n~181)	65+ (n~162)	Male (n~362)	Female (n~397)	North (n~253)	Central (n~245)	South (n~256)	
	Good employment opportunities	Strongly agree (8-10)	44%	39%	40%	34%	40%	40%	44%	36%	39%
		Moderately agree (6-7)	32%	36%	34%	46%	35%	36%	34%	37%	37%
		Neither (5)	13%	13%	18%	14%	16%	12%	13%	17%	13%
		Disagree (3-4)	10%	9%	5%	6%	6%	9%	7%	8%	8%
		Disagree a lot (0-2)	2%	3%	3%	1%	2%	2%	2%	2%	2%
	Mean	6.9	6.8	6.8	6.7	6.8	6.8	7	6.7	6.7	
	Has good education and training (for all stages in life)	Strongly agree (8-10)	74%	71%	76%	87%	78%	75%	76%	81%	74%
		Moderately agree (6-7)	21%	19%	17%	11%	17%	18%	17%	13%	21%
		Neither (5)	3%	6%	3%	2%	2%	5%	4%	4%	3%
		Disagree (3-4)	1%	3%	4%	*	3%	2%	3%	2%	1%
		Disagree a lot (0-2)	1%	*	1%	*	*	1%	*	*	1%
	Mean	8.2↓	8.1	8.2	8.6	8.2	8.2	8.3	8.3	8.1	
	Affordable housing	Strongly agree (8-10)	34%	35%	37%	40%	35%	37%	37%	34%	38%
		Moderately agree (6-7)	30%	36%	35%	41%	34%	35%	35%	38%	31%
		Neither (5)	17%	14%	14%	11%	14%	14%	14%	12%	16%
		Disagree (3-4)	15%	9%	9%	6%	11%	10%	9%	11%	10%
		Disagree a lot (0-2)	5%	6%	5%	2%	6%	4%	5%	5%	5%
	Mean	6.3↓	6.5	6.6	7	6.5	6.7	6.7	6.6	6.5	
	Good local shopping	Strongly agree (8-10)	63%	59%	64%	73%	66%	63%	67%	60%	67%
		Moderately agree (6-7)	27%	29%	28%	21%	26%	27%	26%	30%	24%
		Neither (5)	7%	6%	3%	3%	4%	5%	4%	6%	4%
		Disagree (3-4)	3%	5%	4%	2%	3%	4%	2%	4%	5%
		Disagree a lot (0-2)	1%	1%	1%	1%	2%	1%	1%	1%	1%
	Mean	7.8	7.6	7.8	8	7.9	7.8	8	7.7	7.8	
	A good place to raise a family	Strongly agree (8-10)	74%	79%	81%	88%	78%	81%	78%	82%	79%
		Moderately agree (6-7)	17%	13%	14%	8%	16%	11%	15%	11%	14%
		Neither (5)	5%	5%	2%	3%	4%	4%	5%	3%	4%
		Disagree (3-4)	3%	2%	3%	1%	1%	3%	2%	3%	3%
		Disagree a lot (0-2)	0%	1%	1%	1%	1%	0%	1%	1%	0%
	Mean	8.2	8.3	8.6	8.7	8.4	8.5	8.4	8.5	8.3	
	A safe place to live	Strongly agree (8-10)	43%	57%	57%	63%	54%	55%	56%	57%	49%
		Moderately agree (6-7)	37%	26%	27%	27%	30%	30%	28%	28%	33%
		Neither (5)	11%	8%	6%	5%	8%	8%	9%	7%	8%
		Disagree (3-4)	6%	4%	6%	3%	4%	5%	4%	4%	6%
		Disagree a lot (0-2)	2%	5%	4%	1%	5%	2%	3%	3%	3%
	Mean	7.1	7.3	7.3	7.7	7.3	7.4	7.4	7.4	7.1	
	Good public transport	Strongly agree (8-10)	42%	47%	40%	36%	41%	42%	39%	37%	47%
		Moderately agree (6-7)	29%	31%	24%	30%	31%	26%	31%	27%	27%
		Neither (5)	14%	12%	15%	20%	15%	15%	16%	18%	11%
		Disagree (3-4)	14%	8%	12%	8%	10%	12%	10%	12%	10%
		Disagree a lot (0-2)	2%	3%	9%	6%	4%	6%	4%	6%	5%
	Mean	6.8	7	6.3	6.4	6.7	6.6	6.6	6.4	6.9	

Green and red figures denote statistically significantly higher and lower results within the demographic group, respectively

### 1.3 Perceptions of Ballarat (as an area) – 2021 variances by demographics (continued)

	Age				Gender		Ward			
	18-34 (n~236)	35-49 (n~189)	50-64 (n~184)	65+ (n~174)	Male (n~367)	Female (n~415)	North (n~259)	Central (n~256)	South (n~263)	
 A positive and welcoming atmosphere	Strongly agree (8-10)	59%	59%	63%	65%	57%	65%	60%	62%	62%
	Moderately agree (6-7)	32%	31%	29%	27%	32%	28%	32%	31%	28%
	Neither (5)	6%	3%	4%	5%	5%	4%	5%	3%	6%
	Disagree (3-4)	3%	3%	1%	2%	3%	2%	2%	2%	3%
	Disagree a lot (0-2)	0%	4%	2%	1%	2%	1%	1%	2%	1%
	Mean	7.7	7.5	7.7	7.8	7.5	7.8	7.7	7.7	7.6
 Good access to healthcare	Strongly agree (8-10)	63%	68%	68%	86%	75%	67%	70%	77%	66%
	Moderately agree (6-7)	24%	17%	22%	12%	18%	20%	21%	14%	22%
	Neither (5)	6%	7%	6%	2%	4%	6%	6%	4%	6%
	Disagree (3-4)	4%	4%	2%	1%	1%	4%	2%	3%	3%
	Disagree a lot (0-2)	3%	4%	3%	1%	2%	3%	2%	2%	3%
	Mean	7.7	7.7	7.9	8.5	8.1	7.8	7.9	8.1	7.7
 Good entertainment options for people of different ages	Strongly agree (8-10)	43%	42%	42%	53%	42%	47%	48%	45%	41%
	Moderately agree (6-7)	32%	33%	37%	36%	38%	31%	31%	35%	37%
	Neither (5)	16%	12%	11%	6%	12%	12%	13%	11%	11%
	Disagree (3-4)	6%	7%	6%	4%	5%	7%	8%	5%	5%
	Disagree a lot (0-2)	3%	5%	5%	1%	4%	3%	1%	4%	5%
	Mean	6.9	6.8	6.9	7.4	7	7	7.2	7.1	6.8
 Is easy to get around for people of all abilities and ages	Strongly agree (8-10)	50%	45%	37%	42%	45%	43%	40%	43%	48%
	Moderately agree (6-7)	26%	34%	33%	39%	34%	32%	35%	32%	31%
	Neither (5)	9%	11%	13%	11%	11%	11%	12%	14%	8%
	Disagree (3-4)	12%	7%	11%	5%	8%	10%	10%	8%	9%
	Disagree a lot (0-2)	3%	3%	6%	3%	3%	4%	4%	3%	4%
	Mean	7.1	6.9	6.5	6.9	7	6.8	6.8	6.9	7
 Is easy to cycle and walk around in	Strongly agree (8-10)	67%	70%	63%	61%	67%	64%	61%	68%	66%
	Moderately agree (6-7)	26%	22%	24%	30%	26%	25%	28%	26%	23%
	Neither (5)	5%	4%	8%	7%	4%	7%	9%	4%	5%
	Disagree (3-4)	2%	3%	4%	1%	2%	3%	1%	1%	5%
	Disagree a lot (0-2)	1%	2%	2%	1%	1%	1%	1%	2%	2%
	Mean	8.1	7.9	7.7	7.6	7.9	7.8	7.8	7.9	7.8
 Has a creative arts and culture community	Strongly agree (8-10)	64%	62%	59%	69%	60%	67%	62%	68%	62%
	Moderately agree (6-7)	27%	28%	29%	22%	30%	24%	29%	26%	25%
	Neither (5)	4%	7%	7%	6%	7%	5%	6%	3%	8%
	Disagree (3-4)	4%	2%	4%	3%	3%	4%	3%	3%	4%
	Disagree a lot (0-2)	*	1%	1%	*	1%	0%	0%	0%	0%
	Mean	7.9	7.8	7.6	7.8	7.6	7.9	7.8	7.9	7.6
 The Ballarat CBD is clean, tidy and well presented	Strongly agree (8-10)	61%	65%	58%	56%	59%	61%	61%	59%	61%
	Moderately agree (6-7)	23%	27%	28%	34%	30%	26%	25%	29%	28%
	Neither (5)	8%	4%	6%	7%	6%	7%	10%	5%	4%
	Disagree (3-4)	6%	2%	4%	2%	3%	5%	2%	5%	4%
	Disagree a lot (0-2)	1%	1%	4%	1%	3%	1%	1%	2%	2%
	Mean	7.6	7.8	7.5	7.6	7.6	7.7	7.7	7.7	7.6

Green and red figures denote statistically significantly higher and lower results within the demographic group, respectively

# Council services indicators

## Section 2



# Council perceived to perform best on Natural/outdoor services

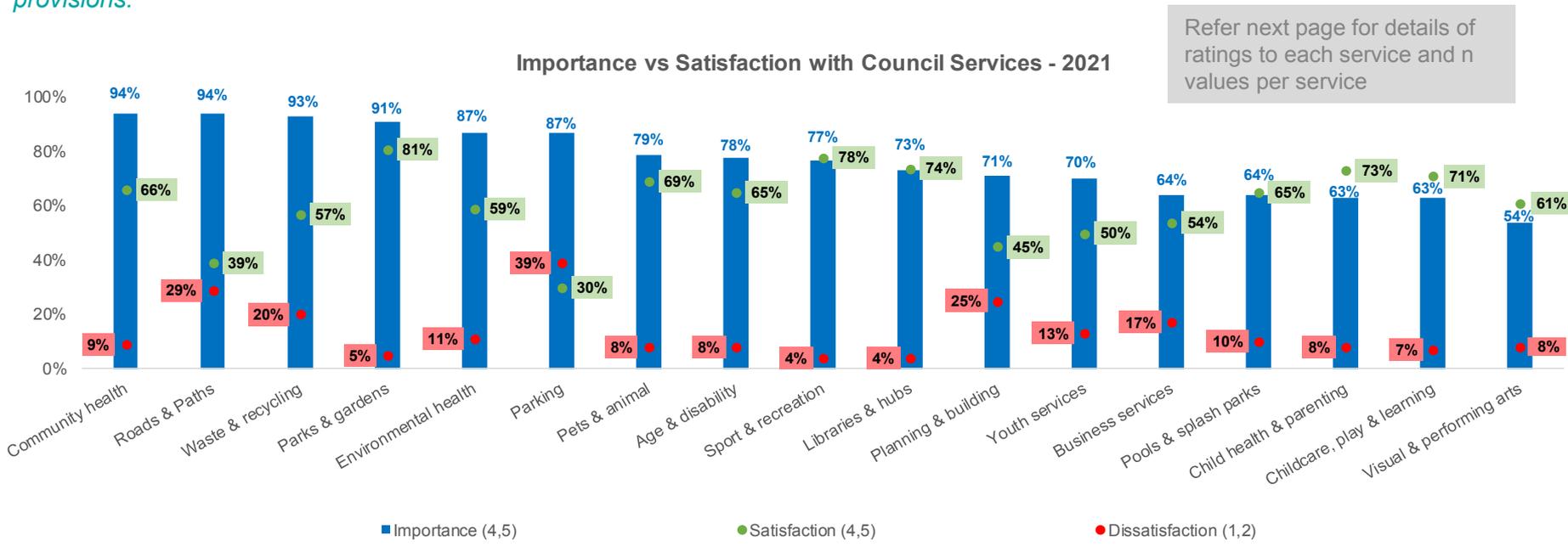
- but not perceived to perform well on 'traditional' council services: *roads, parking, rubbish*

## 3.1 Importance vs satisfaction with Council services (2021)

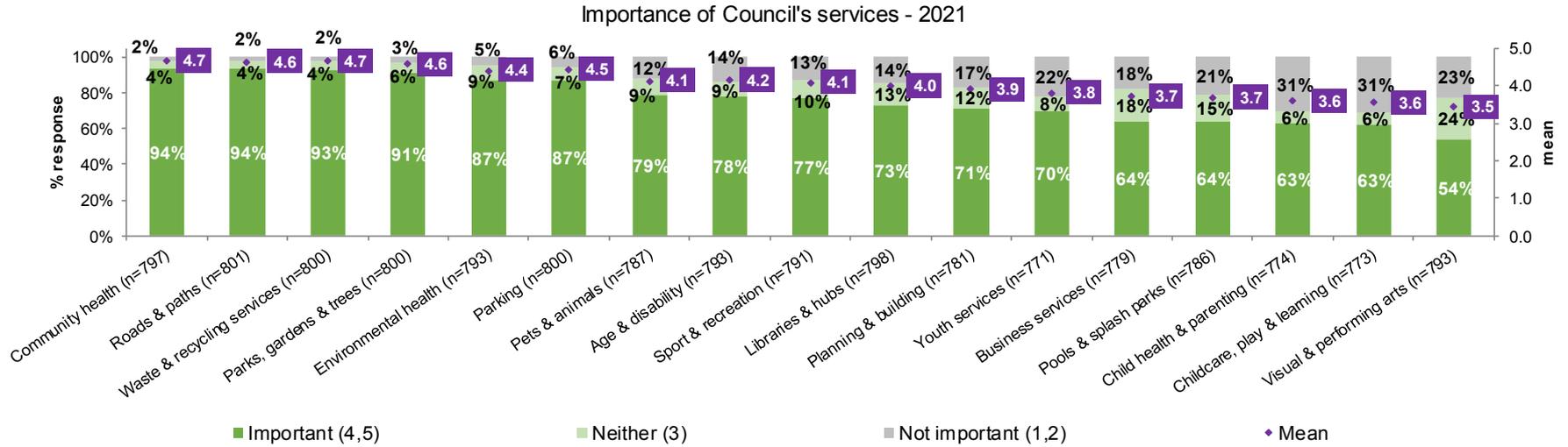
The chart below depicts the perceived importance of Council services, satisfaction with those services and the gap between importance and satisfaction. Council services of greater importance to residents (90% or more rated importance as 4,5) were *community health; roads & paths; waste & recycling; and parks, gardens & trees*. These were followed as a 2<sup>nd</sup> tier (80% to 89% importance) by *environmental health and parking*.

Amongst these 1<sup>st</sup> and 2<sup>nd</sup> tier services, only *parks, gardens & trees* achieved a high satisfaction rating (81% rated 4-5), followed (considerably) by *community health* at 66%. Major gaps between importance and satisfaction (coinciding with relatively pronounced dissatisfaction) were seen in three core Council services of *parking; roads & paths and waste & recycling*.

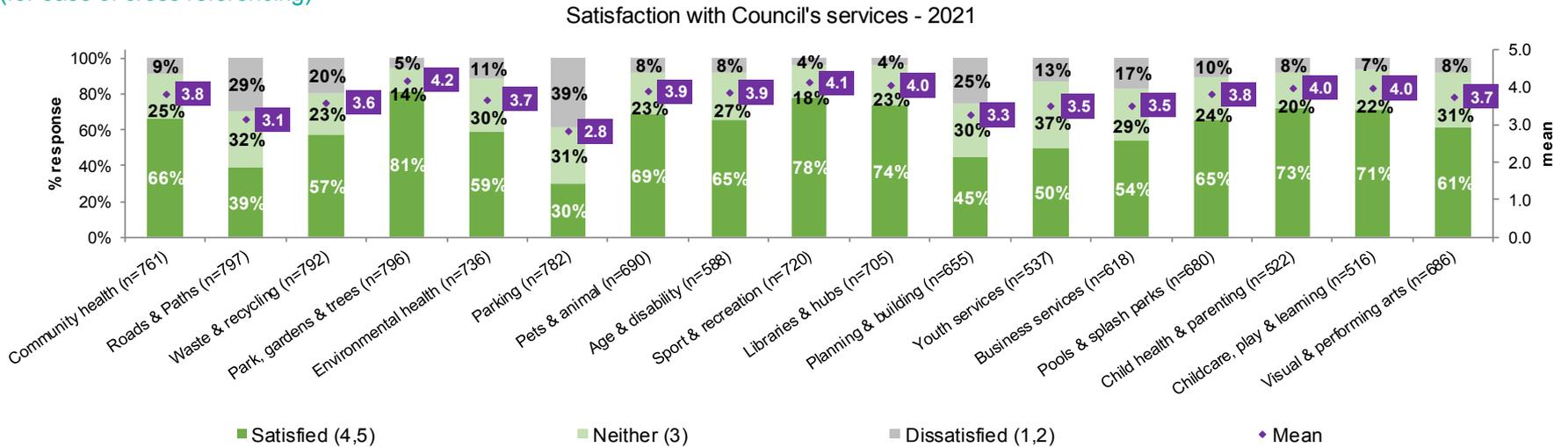
*These findings suggest Council is perceived as performing best on services in support of the natural outdoor aspects of Ballarat – parks, gardens & trees; and sport & recreational facilities. However, there are numerous key council services where satisfaction is low and most evident on 'traditional council services' with high importance. These results suggest that 'disquiet' exists amongst residents with core service provisions.*



### 3.1 Importance vs satisfaction with Council services (2021) ...continued



Order shown is descending Importance  
(for ease of cross referencing)



# Residents share perceptions regarding the most important Council services

- for other services, importance appears more generational and life-stage based

## 3.2 Importance of Council services 2021 - by demographic sub-groups

Across each of the demographic cohorts there were largely consistent views on the services of higher importance, being as noted previously: *community health, roads and paths; waste and recycling and parks, gardens and trees.*

Differences in importance between cohorts were more evident on services with lower importance that often related to life-stage, such as child related services being less important to those 50 years and older (but of moderate level importance for those under 50 years).

Least important in most cohorts was *visual and performing arts and culture.*

*These findings suggest that the community as whole generally agree on the most important Council services being not only the main traditional services relating to roads, waste and parks, but community health as well (the latter perhaps impacted by COVID-19).*

*Beyond these, the importance of 2<sup>nd</sup> tier services appear to be more generational in nature. This being the case, engaging with the community on non-essential traditional services may need to be more targeted in nature.*

Importance (4,5)	2021 (n~789)	Age				Gender		Ward		
		18-34 (n~239)	35-49 (n~190)	50-64 (n~185)	65+ (n~175)	Male (n~373)	Female (n~416)	North (n~261)	Central (n~256)	South (n~265)
Community health	94%	94%	97%	91%	94%	93%	95%	93%	96%	92%
Roads & paths	94%	92%	94%	95%	94%	93%	94%	93%	94%	94%
Waste & recycling	93%	90%	92%	96%	96%	92%	94%	93%	96%	91%
Parks & gardens	91%	85%	92%	92%	97%	91%	91%	92%	94%	87%
Environmental health	87%	86%	88%	84%	90%	86%	87%	85%	87%	87%
Parking	87%	87%	85%	88%	88%	86%	88%	86%	87%	89%
Pets & animal	79%	87%	80%	76%	68%	75%	81%	78%	76%	81%
Age & disability	78%	76%	74%	79%	83%	76%	79%	78%	78%	78%
Sport & recreation	77%	77%	83%	81%	67%	78%	76%	80%	76%	74%
Libraries & hubs	73%	66%	73%	76%	79%	66%	79%	75%	77%	67%
Planning & building	71%	68%	74%	73%	70%	74%	69%	68%	74%	71%
Youth services	70%	79%	80%	66%	50%	70%	70%	70%	69%	71%
Business services	64%	63%	69%	65%	60%	64%	64%	65%	63%	65%
Pools & splash parks	64%	60%	76%	70%	51%	61%	67%	66%	63%	62%
Child health & parenting	63%	77%	72%	59%	38%	57%	68%	67%	56%	66%
Childcare, play & learning	63%	75%	72%	57%	40%	59%	65%	64%	56%	66%
Visual & performing arts	54%	53%	55%	49%	58%	47%	59%	49%	61%	51%

Green shading denotes 90% or higher importance (4-5)  
 Red shading denotes 60% or lower importance (4-5)

Green and red figures denote statistically significantly higher and lower results within the demographic group, respectively



Q1N21. The following question relates to various services, facilities and programs that are offered by Ballarat City Council. Firstly - How important is each service to you (using the scale 1 = Not important to 5 = Very Important) and Secondly - How satisfied are you with each service (using the scale 1 = Very dissatisfied to 5 = Very satisfied).

# Outdoor and nature-related services showed widespread satisfaction - but, regardless of demographic group, few appear satisfied with roads, paths and parking

## 3.3 Satisfaction with Council services in 2021 - by demographic sub-groups

Across all cohorts, satisfaction with services was highest for *parks and gardens* and *sports and recreation facilities*, with *libraries and community hubs* also performing well across most sub-groups. Satisfaction with *roads and paths* and *parking* (both of which are important services) were low in each cohort.

Overall it appears that satisfaction with Council services were relatively better on the services with mid-to-low importance to residents. Exceptions to this were in regards to *planning and building* which had low satisfaction in all cohorts aged 35 years and older (more likely home owners).

*Findings suggest that generational differences in satisfaction exists with older residents 65 years plus tending to be the most satisfied with the services followed by younger aged 18-34 years and with family stage residents (35-64 years) being less satisfied.*

*However, exceptions exist and further exploration of satisfaction amongst the users of different Council services should be considered.*

Order shown is descending Importance (for ease of cross referencing)

Satisfaction (4,5)	2021 (n~681)	Age				Gender		Ward		
		18-34 (n~218)	35-49 (n~170)	50-64 (n~158)	65+ (n~135)	Male (n~326)	Female (n~354)	North (n~226)	Central (n~217)	South (n~232)
Community health	66%	70%	61%	58%	75%	68%	64%	66%	71%	63%
Roads & paths	39%	43%	34%	37%	41%	38%	39%	36%	41%	39%
Wate & recycling	57%	61%	47%	53%	68%	58%	56%	57%	56%	58%
Parks & gardens	81%	76%	80%	83%	87%	79%	83%	79%	84%	81%
Environmental health	59%	61%	51%	56%	68%	58%	60%	60%	57%	59%
Parking	30%	31%	29%	25%	34%	30%	30%	29%	30%	30%
Pets & animal	69%	74%	65%	69%	65%	65%	72%	66%	72%	69%
Age & disability	65%	65%	65%	60%	73%	69%	62%	66%	66%	65%
Sport & recreation	78%	77%	78%	78%	80%	80%	77%	81%	80%	74%
Libraries & hubs	74%	71%	75%	69%	81%	71%	76%	75%	71%	74%
Planning & building	45%	62%	39%	33%	41%	43%	46%	45%	40%	49%
Youth services	50%	55%	51%	46%	41%	52%	48%	49%	49%	52%
Business services	54%	61%	51%	43%	59%	51%	57%	53%	53%	55%
Pools & splash parks	65%	71%	68%	58%	60%	61%	70%	65%	64%	66%
Child health & parenting	73%	73%	75%	73%	63%	69%	76%	77%	68%	73%
Childcare, play & learning	71%	72%	74%	70%	64%	71%	72%	76%	69%	68%
Visual & performing arts	61%	62%	61%	54%	67%	55%	66%	62%	62%	58%

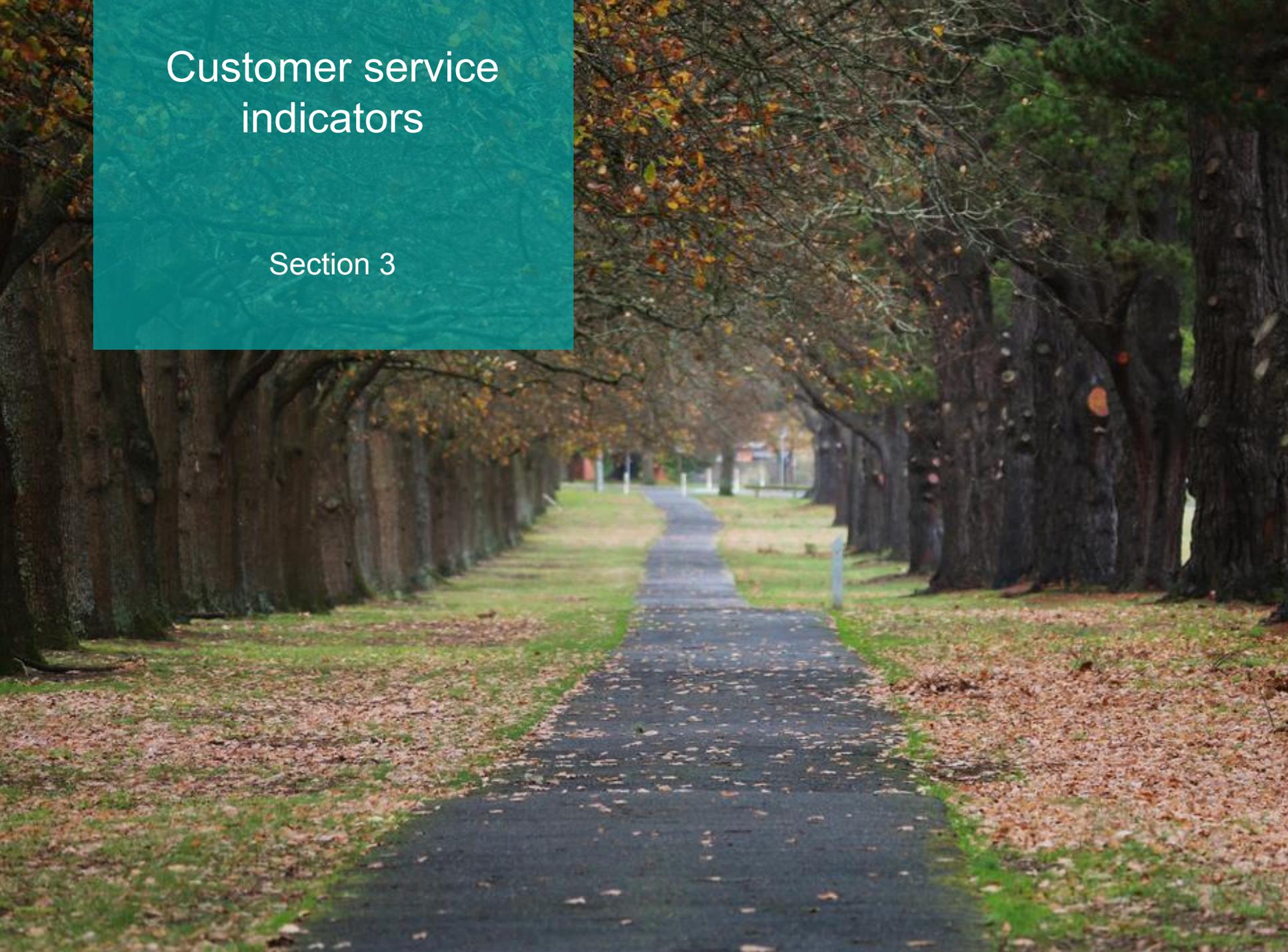
Green shading denotes 70% or higher satisfaction (4-5)

Red shading denotes 50% or less satisfaction (4-5)

Green and red figures denote statistically significantly higher and lower results within the demographic group, respectively

# Customer service indicators

## Section 3



# Improved level of service provided in the past 12 months

- reduced incidence of contact was seen which may have been due to COVID-19

## 2.1 Contact with Council in past 12 months and rating of service performance

### Contact with Council

Overall, in 2021, the instance of residents having had contact with Council in past 12 months was 39%. This was statistically significantly less than 46% in 2019 (however, the reduction may have been influenced by COVID-19).

In 2021, the incidence of contact was similar across demographic sub-groups, the exceptions being lower contact for 18-34 y.o. and South ward residents (28% and 32% respectively) and higher contact for 35-49 y.o. and Central ward residents (each at 45%).

### Performance rating of service – most recent contact

Overall, rating of service provided at most recent contact was very positive with 80% rating this as very good (49%) or good (31%) and with a mean score of 4.2 out of 5 and an Index score of 79.5.

These results are an improvement on those seen in 2018 and 2019.

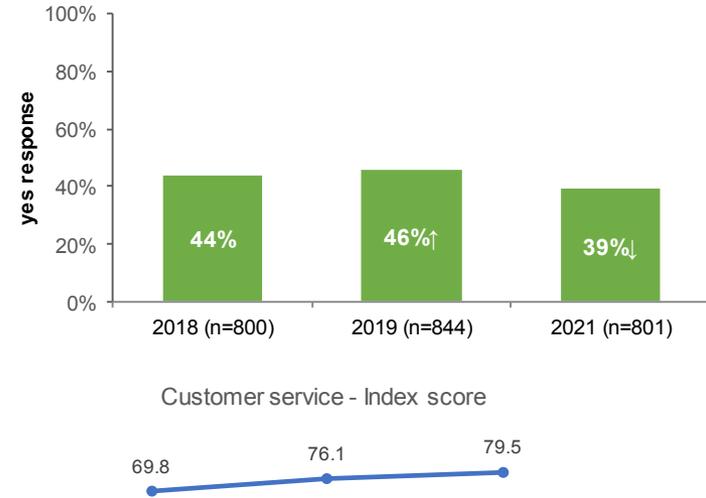
Regarding demographic sub-groups (see next page), residents aged 18-34 were the most positive towards their most recent contact with Council whereas those aged 65 plus were the least positive. Females also showed somewhat better ratings than males and South ward residents stood out as the happiest with Council’s customer service compared to those living in other areas.

### Implications:

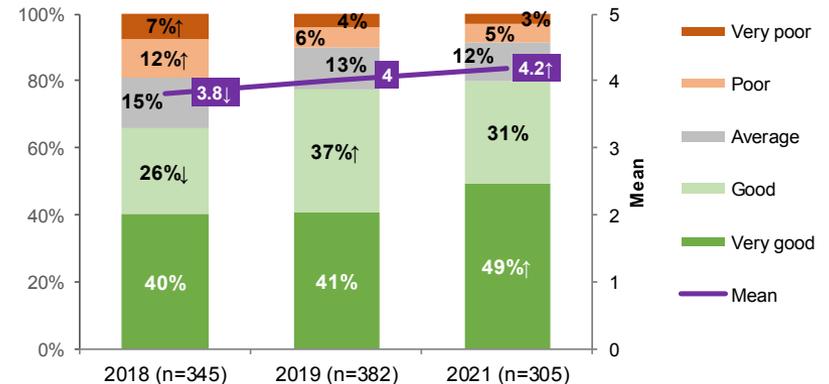
*These findings suggest that whilst the incidence of having contact with Council in past 12 months may have declined the service provided improved. This is a positive. Despite this, some sub-groups appear to have been disappointed in service and further exploration outside scope of this report is suggested.*

*(Note: Reasons for contact were captured as part of the survey. As requested by Council this is not reported on but included in data files for Council to assess)*

Had contact with Council in the past 12 months

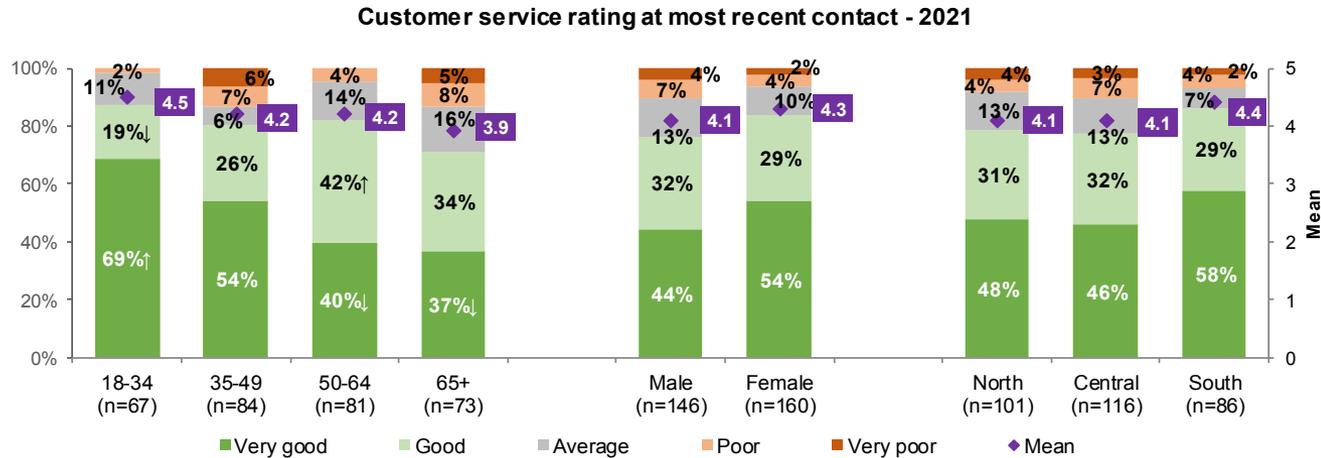
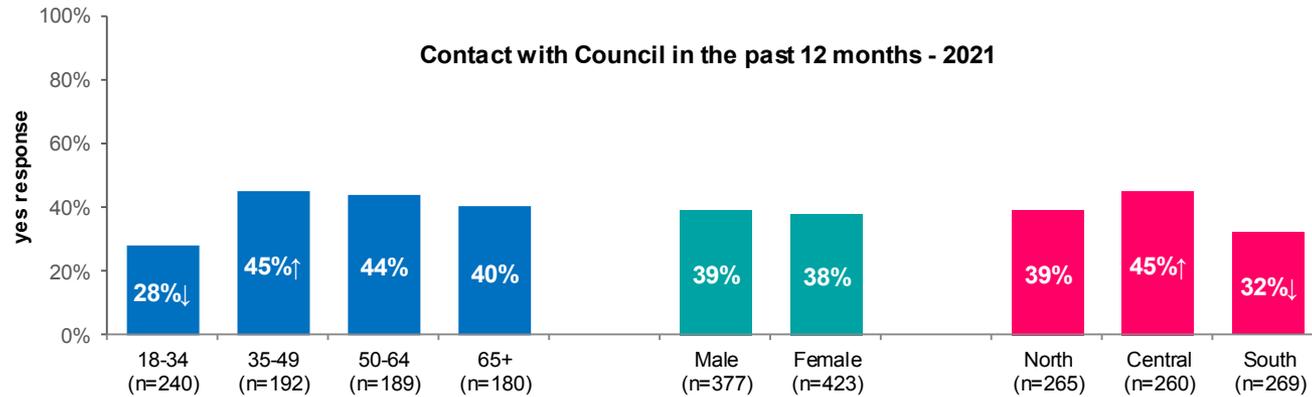


Customer service rating at most recent contact



Q19. Have you had any contact with the Ballarat Council over the last 12 months?  
 Q20. Thinking of the most recent contact, please rate Ballarat City Council’s customer service (that is how the service was provided NOT the outcome). Was it Very good, Good, Average, Poor or Very Poor?

## 2.1 Contact with Council in past 12 months and rating of service performance....continued



# Channels of contact used were in line with resident preference

- telephone dominant followed by email and in-person (latter two show generational skews)

## 2.2 Method of contact used and preferred method

### Methods of contact used and preferred Overall

Overall, there was a reasonably high level of alignment between the channels used to contact Council in 2021 and the methods preferred by residents: with telephone the most common used (and preferred) by approximately 2 in 3.

Telephone was followed by email and in-person contact at Council offices/facilities (by approximately 1 in 5 for users) and with some potential appearing to increase the use of each with preference somewhat higher for each.

(Note that it is possible that COVID -19 reduced the incidence of in-person contact.)

### Differences by demographic sub-groups (see next page)

Demographic differences in use and preference of channels is primarily generationally driven, with:

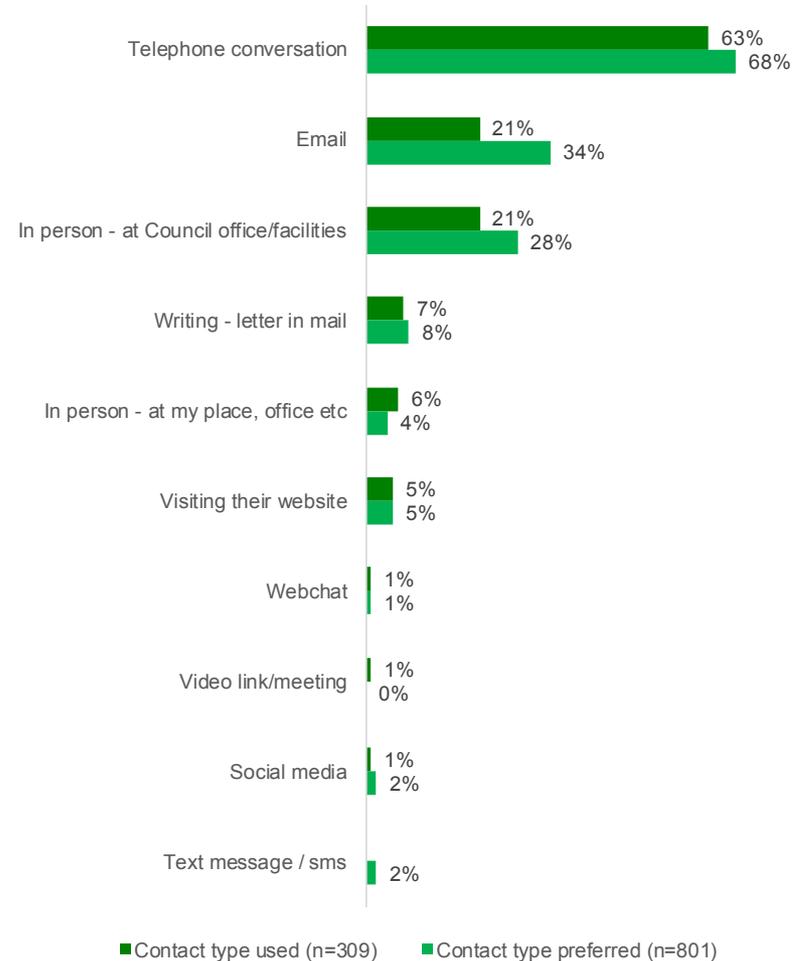
- Telephone use and preference being reasonably consistent across age groups
- Email use was higher among males and 35-49 y.o. residents and preference was considerably stronger by those under 50 years and declined with age
- Preference for in-person contact increased with age and was most pronounced amongst residents over 65 years of age

### Implications:

*These findings suggest that the range of channels available and used by customers aligns with the mix of channels preferred by residents, with telephone, in person and email being the dominant channels used and preferred.*

*Whilst telephone is most popular in all cohorts and appears in balance, scope likely exists to increase email as a channel amongst younger aged residents – but equally for older aged cohorts, face-to-face contact remains the preferred method.*

### Method of contact had and preferred - 2021

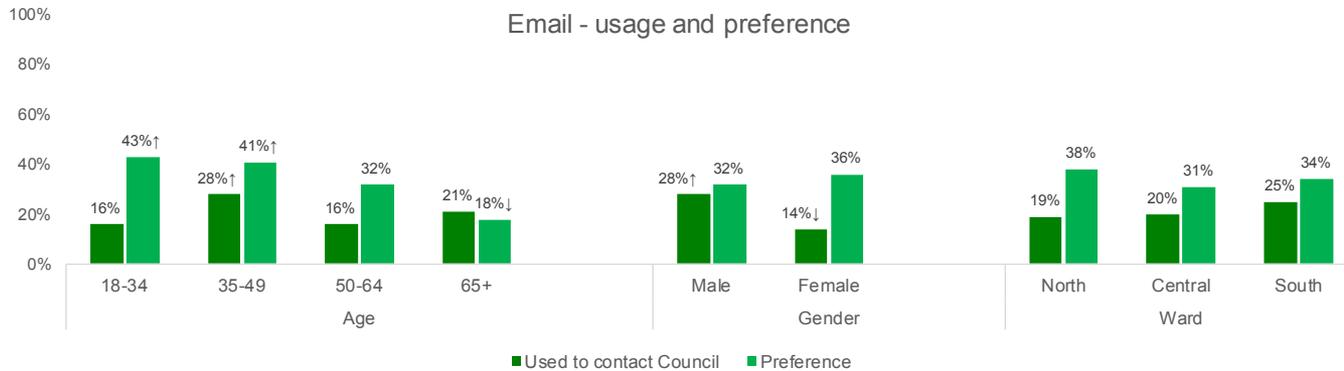
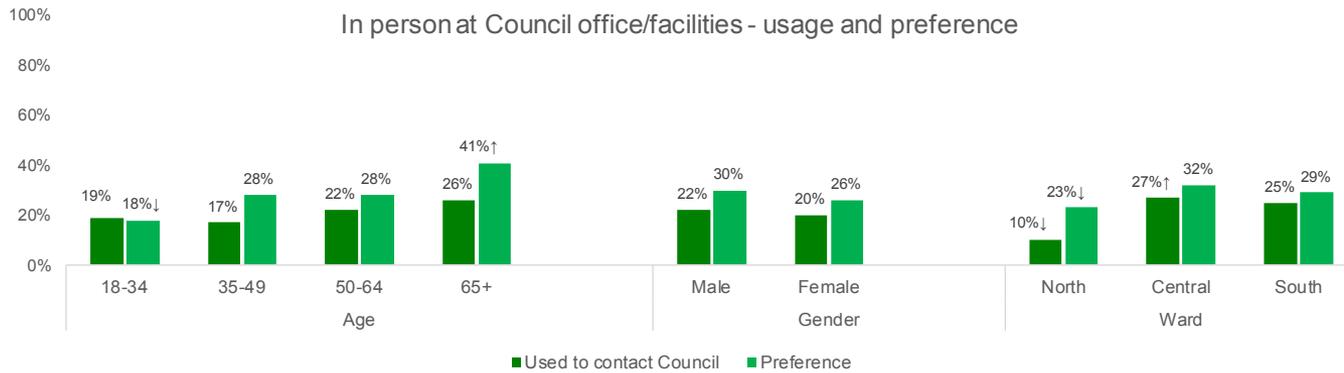
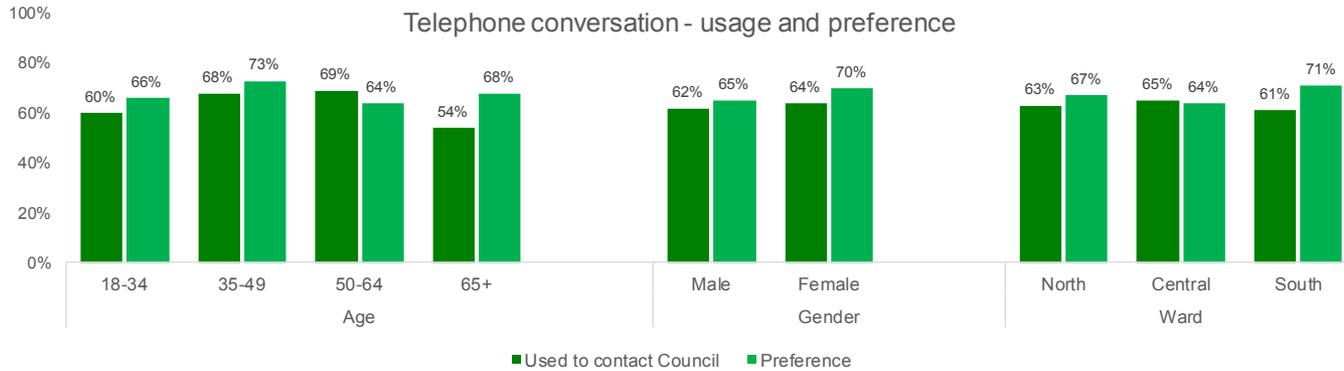


Q19a. How did you have contact with Ballarat Council in the past 12 months?  
Q19d. In what ways would you prefer to have contact with Ballarat City Council?

0% represents n=1

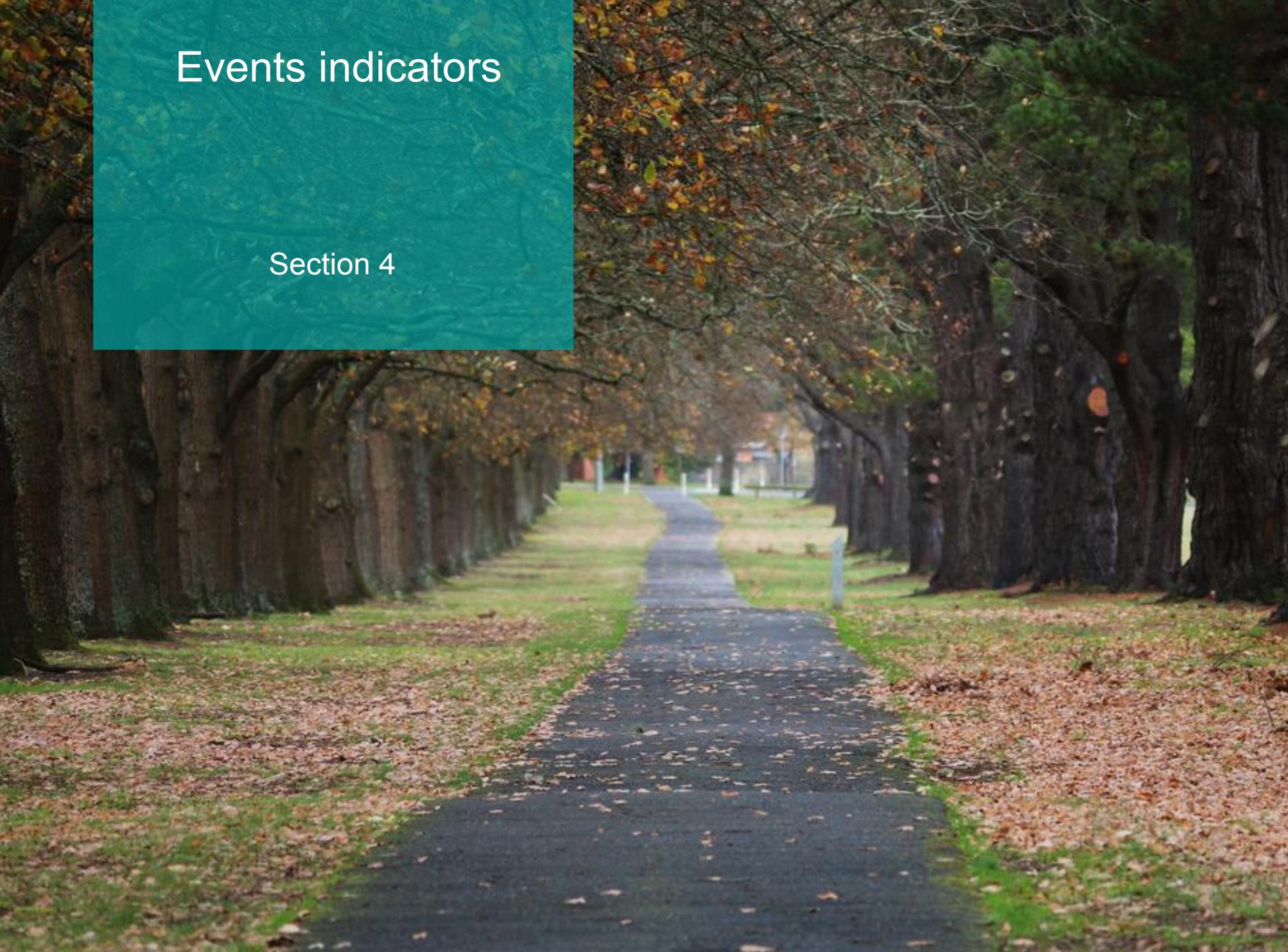
'Don't know', 'Other' and 'Prefer no contact' responses not shown on chart

## 2.2 Method of contact used and preferred method....continued



# Events indicators

## Section 4



# Residents possess high awareness of Council events and are highly likely to recommend them to others outside the area

## 4.1 Awareness of Council events and likelihood to recommend

99%

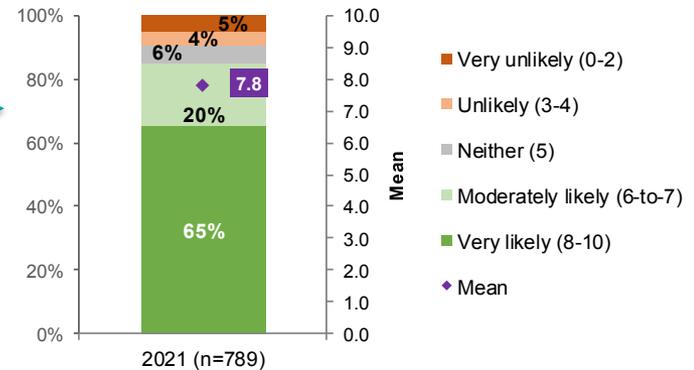
### Almost universal awareness of Council events

(such as Begonia Festival, Ballarat Winter Festival, Heritage Festival, Summer Sundays, Christmas decorations and activities and ANZAC Day events)

### Likelihood to recommend Council events to others

Amongst those aware of Council events, 65% were highly likely to recommend these events to friends or family living outside of the Ballarat area (with a further 20% moderate likely to do so).

Likelihood to recommend Council events to others



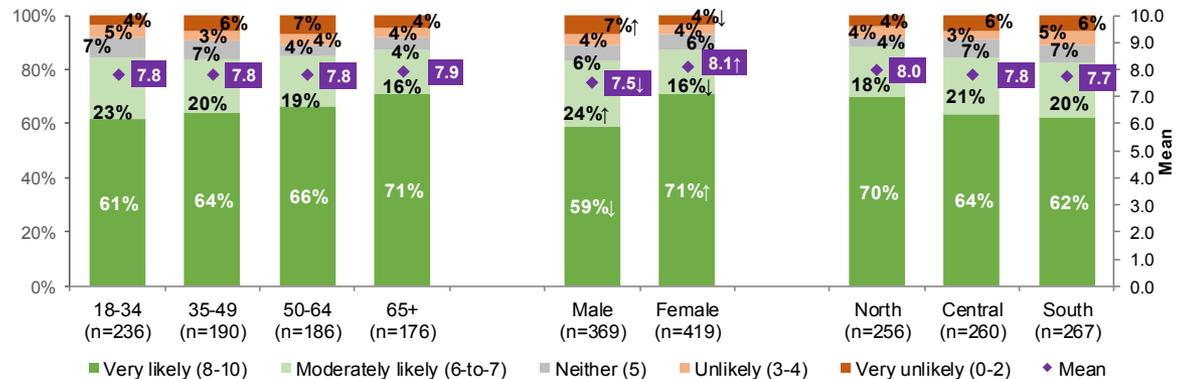
### Variances by Demographics

Likelihood to recommend Council events was high in all sub-groups, with the only statistically significant difference being higher propensity to do so among female residents.

#### Implications:

Results suggest residents are aware of Council delivering community events and based on their likelihood to recommend to others are supportive of Council doing so. (Note results can not be attributed to any one or series of events and further investigation would be required to answer this)

Likelihood to recommend Council events to others outside the Ballarat area



(Note: Type of events respondents would like Council to deliver was asked (Q4N21) as part of the survey. As requested by Council this is not reported on but included in data files for Council to assess)

Q2N21. Are you aware that Ballarat City Council deliver various events to the community (such as Begonia Festival, Ballarat Winter Festival, Heritage Festival, Summer Sundays, Christmas decorations and activities and ANZAC Day events)  
 Q3N21. And on a scale from 0 to 10 where 0 is 'Very Unlikely' and 10 is 'Very Likely', how likely would you be to recommend any Ballarat City Council events to friends or family who live outside of the Ballarat area?

# Projects indicators

## Section 5



# Awareness of Mars Stadium & Her Majesty's Theatre projects may have peaked - awareness of other projects appear in need of support

## 5.1 Awareness of Council projects

### Overall awareness 2021

Overall, 96% of respondents were aware of at least one of the Council projects surveyed.

Highest awareness was for Mars Stadium followed by Her Majesty's Theatre Upgrade (84% and 80% respectively).

The least familiar project (with only 1 in 5 aware) was Warrenheip Streetscape Project – Buninyong.

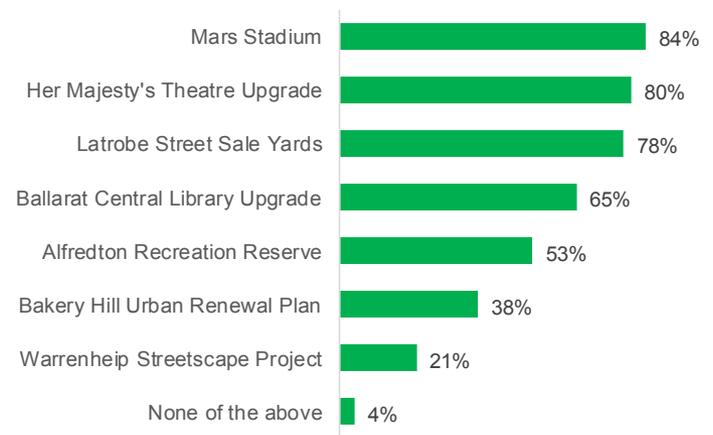
### Variances by demographics

By age: Older 65 years plus tended to be most aware and 18-34 the least aware.

By gender: few variances with only one statistically significant – where males were more aware of the Bakery Hill project than females

By location: variances did arise and consideration needs to be given as to localities for each project (outside scope of current reporting).

### Prompted awareness of Council projects



2021 (n=801)

Prompted awareness of Council projects	18-34 (n=240)	35-49 (n=192)	50-64 (n=189)	65+ (n=180)	Male (n=377)	Female (n=423)	North (n=265)	Central (n=260)	South (n=269)
Mars Stadium	80%	88%	84%	85%	86%	82%	89%	81%	84%
Her Majesty's Theatre Upgrade	68%	72%	91%	91%	77%	82%	77%	84%	77%
Latrobe Street Sale Yards	76%	75%	82%	81%	80%	77%	77%	78%	79%
Ballarat Central Library Upgrade	59%	61%	67%	74%	63%	66%	66%	69%	60%
Alfredton Recreation Reserve	41%	56%	60%	60%	56%	51%	60%	51%	50%
Bakery Hill Urban Renewal Plan	26%	35%	43%	52%	42%	35%	33%	45%	37%
Warrenheip Streetscape	24%	18%	21%	19%	22%	20%	15%	20%	27%
None of the above	6%	3%	2%	3%	3%	4%	3%	4%	4%

### Implications:

*Results suggest there is high awareness of Mars Stadium and Her Majesty's Theatre upgrade projects and that these may have hit a ceiling. Given this consideration could be given to put further focus to enhance awareness of other projects. Relatively lower awareness by younger aged residents suggests that communications may not be appropriately reaching and/or the relevance of these projects to younger cohorts is lacking (see next section on the importance of major projects)*

### Comparisons to historical awareness research

Whilst not displayed in charts, only the two most recalled projects were previously included in similar research, where awareness of Mars Stadium in 2018 was 73% (therefore increase of 11%) and Her Majesty's Theatre in 2019 was 80% (on par with current levels).

Given the relatively limited increase for Mars Stadium and no increase for Her Majesty's Theatre Upgrade suggests either that awareness of these have hit a ceiling and/or new or increased communications are needed.

# Generational differences exist for major project importance/satisfaction

- older residents place highest importance but also have the lowest satisfaction
- younger aged cohorts appear less engaged with major projects

## 5.2 Importance and satisfaction with Council performance on major projects

### Overall Importance of and satisfaction with Council performance with major projects

Overall major projects such as those listed previously are **quite important** to the community with 71% rating as very important (4 or 5) and whilst 20% were indifferent, only 9% stated not important (1 or 2)

**Satisfaction** with Council performance in contrast was generally **modest** with just over half (51%) very satisfied (4 or 5), with 32% indifferent and 17% dissatisfied (1 or 2).

### Variances by Demographics (see next page)

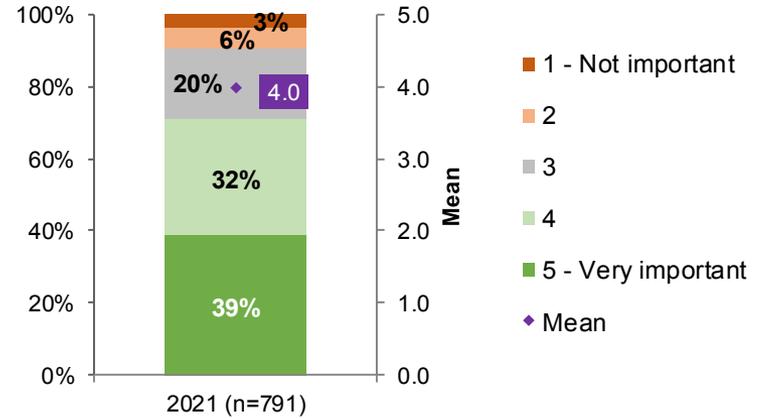
Little variance existed in importance of and satisfaction with Council performance on major projects by either gender or ward in 2021.

Generational differences did present themselves, however, with importance of major projects increasing with age and satisfaction declining with age. This pattern suggests that expectations towards major projects are notably higher among older residents.

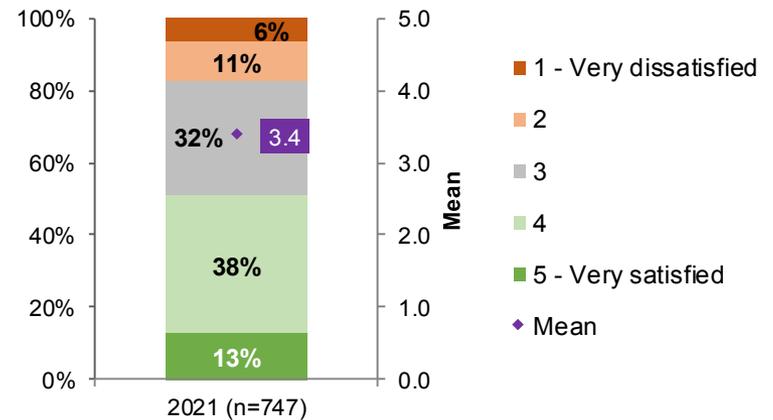
### Implications:

*Results suggest that major projects are more relevant to older cohorts and that younger aged residents may not be as engaged. As such, the relevance of these projects could be better defined for this younger cohort.*

**Importance of Council projects**



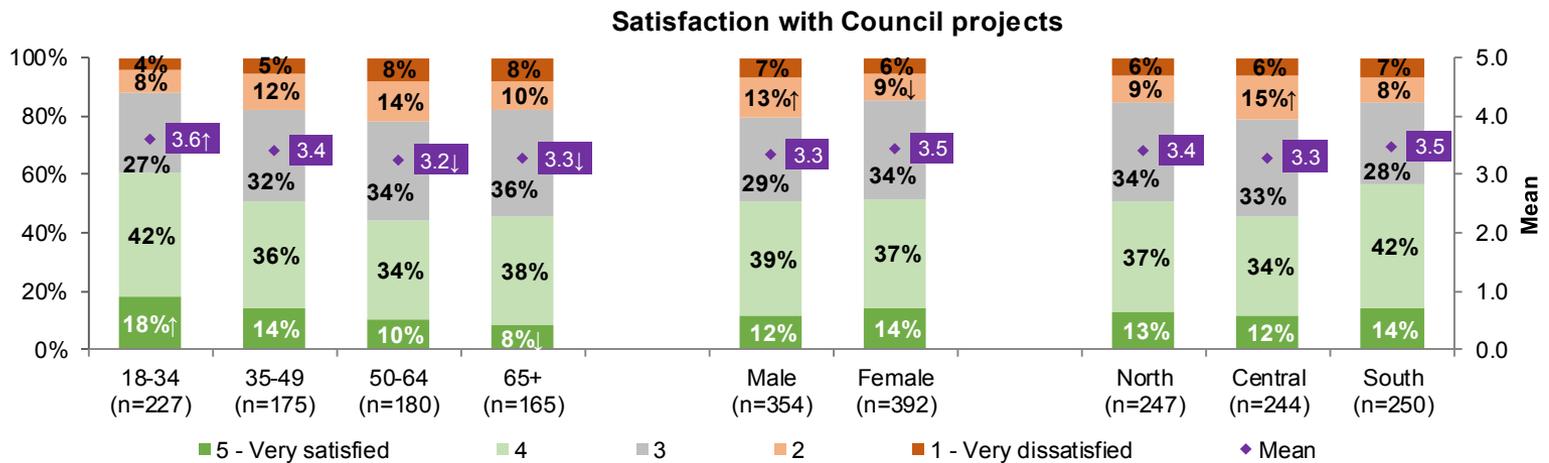
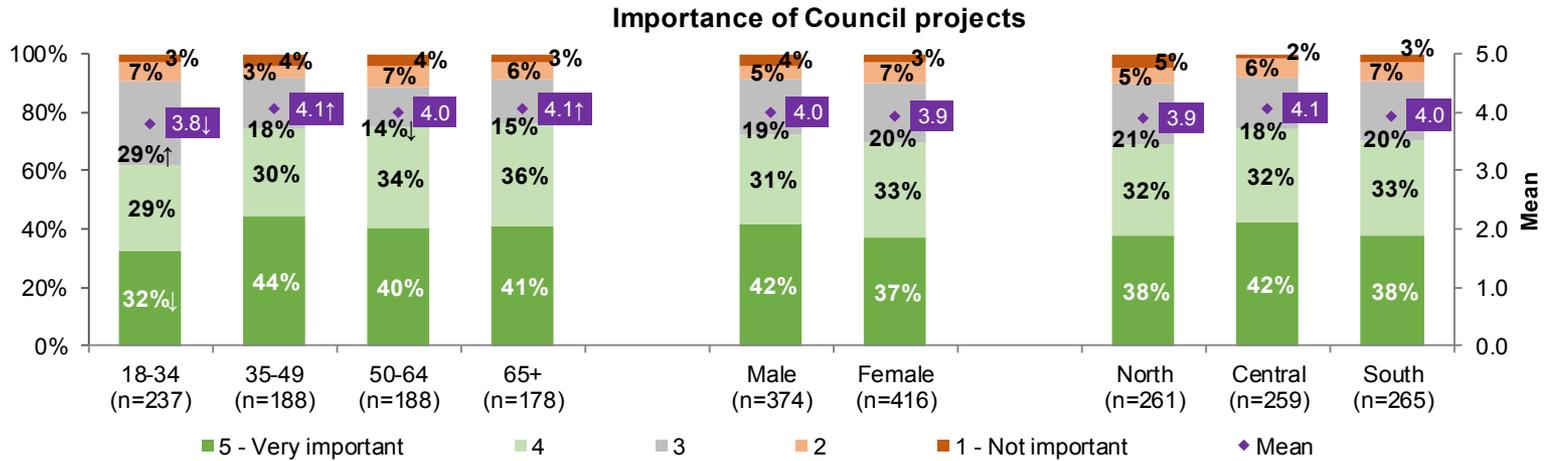
**Satisfaction with Council projects**



Q6N21. On a scale where 1 is 'Not important' and 5 is 'Very important', overall how important are projects such as these to you?

Q7N21. And on a scale where 1 is 'Very dissatisfied' and 5 is 'Very satisfied', overall how satisfied are you with how Council performs on major projects such as these?

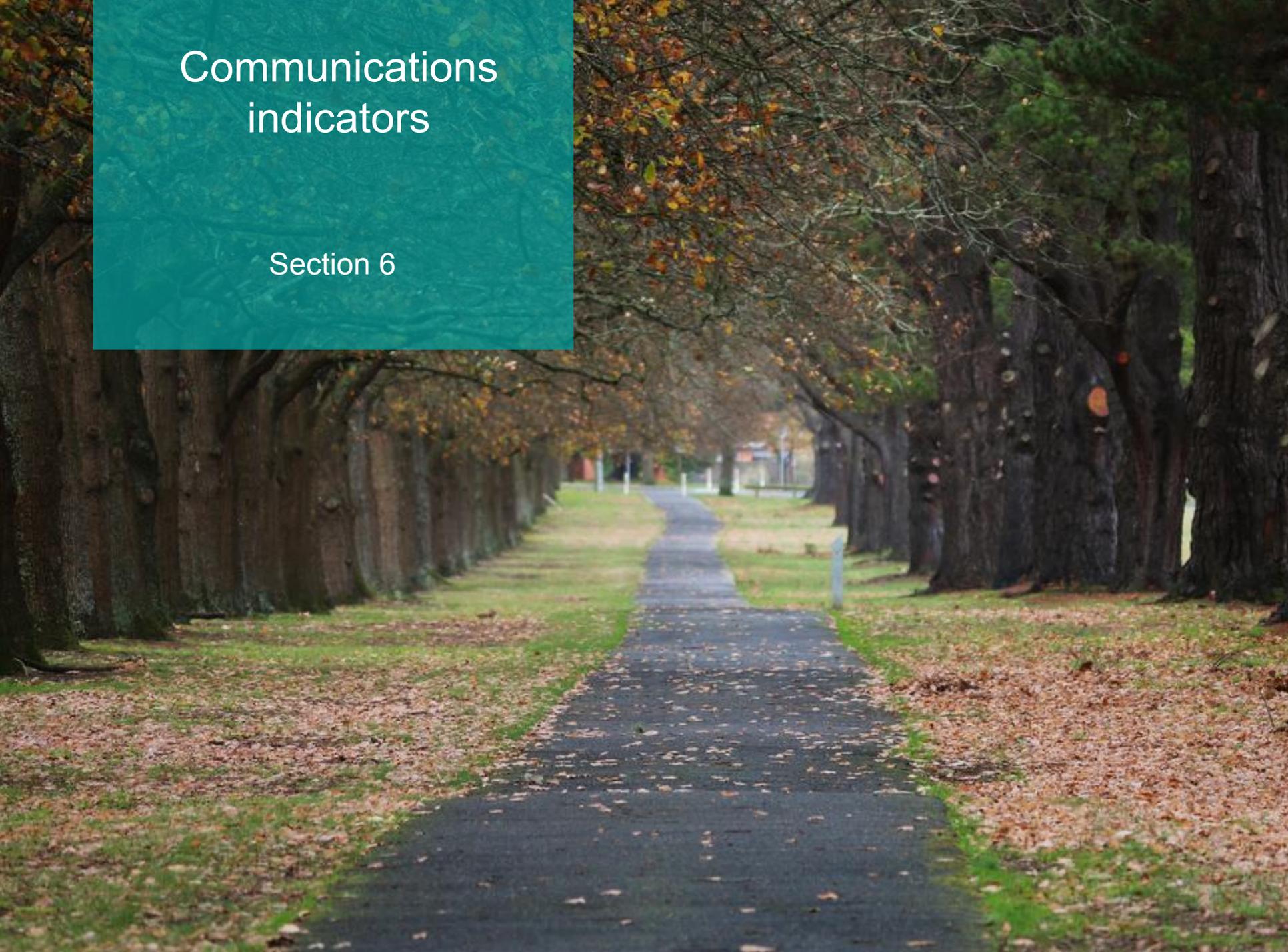
## 5.2 Importance and satisfaction with Council performance on major projects....continued



Q6N21. On a scale where 1 is 'Not important' and 5 is 'Very important', overall how important are projects such as these to you?  
 Q7N21. And on a scale where 1 is 'Very dissatisfied' and 5 is 'Very satisfied', overall how satisfied are you with how Council performs on major projects such as these?

# Communications indicators

## Section 6



# Satisfaction with how Council communicates was moderate and consistent across demographics despite younger residents having lower recall of communications

## 6.1 Recall and satisfaction with how Council communicates

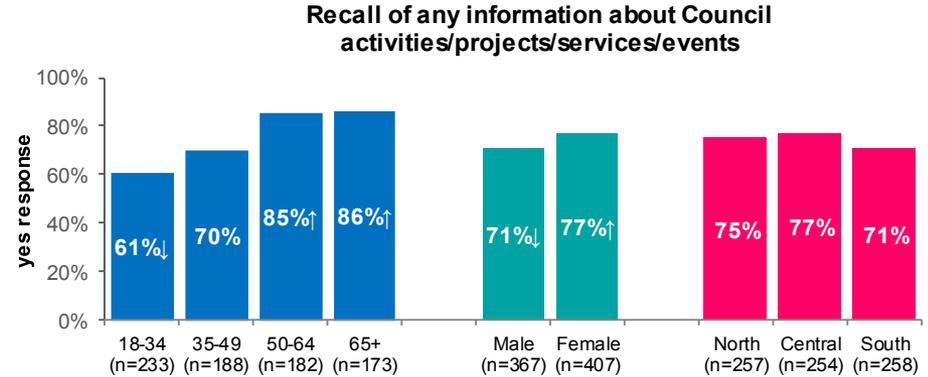
74%

### Recall Council Communications

(receiving, seeing, reading, hearing ANY information about Council activities, projects, services or events through any means in the past 12 months)

#### Variances by demographics

- Recall of communications increased with age and was statistically significantly higher by those 50 and over and lower among those under 35
- Recall was higher among females than males



### Satisfaction with how Council communicates

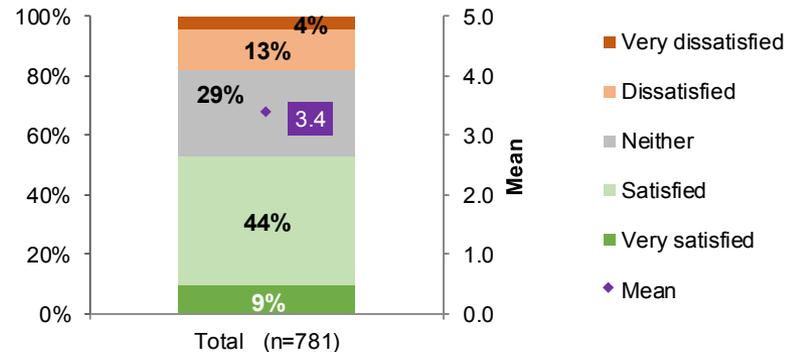
At the total sample level, residents were only moderately satisfied with how Council communicates, with 53% either satisfied (44%) or very satisfied (9%) and 17% dissatisfied or very dissatisfied.

(refer next page for differences by demographics)

#### Implications:

The lower level of recall by younger aged cohorts suggests that either Council is not communicating with younger aged as they do to other generations or that the communications are not resonating to the same extent.

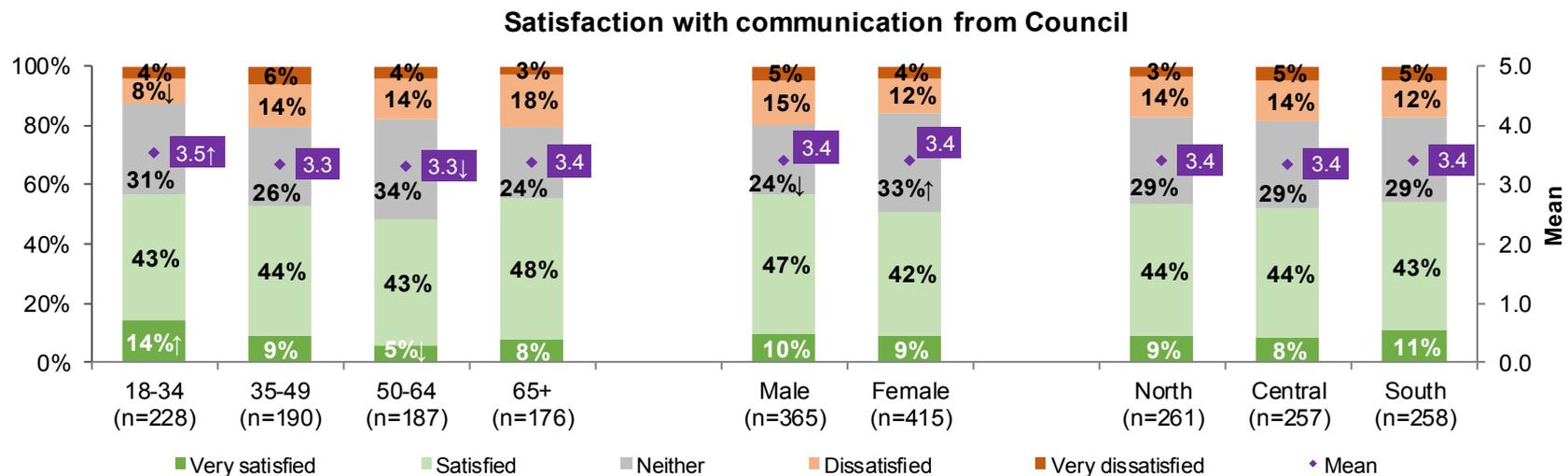
### Satisfaction with communication from Council



## 6.2 Satisfaction with how Council communicates – by demographics

### Variations in satisfaction with communications by demographics

Satisfaction levels with Council communications were reasonably consistent across demographic sub-groups



# Communication preferences were largely in line with recall/usage

## - exceptions concerned the local newspaper and emails to residents

### 6.3 Channels of communication recalled and channels preferred

#### Communication channels recalled (used) and preferred

- In 2021, communication preferences were largely in line with communications received or otherwise accessed, with the only notable exceptions being:
  - A higher level of preference for emails being sent to residents (19%) than what actually occurred (3%)
  - A lower level of preference for the local newspaper (26%) than what actually occurred (39%)

#### Variances in channels used and preferred by demographic sub-groups (see next page)

A review of channels used and preferred by demographics showed a high degree of alignment between channels used and preferred by demographic sub-groups and with the main gap concerning higher preference for email communications than what actually occurred.

Variances by demographic sub-group for usage and preference were primarily generational in nature:

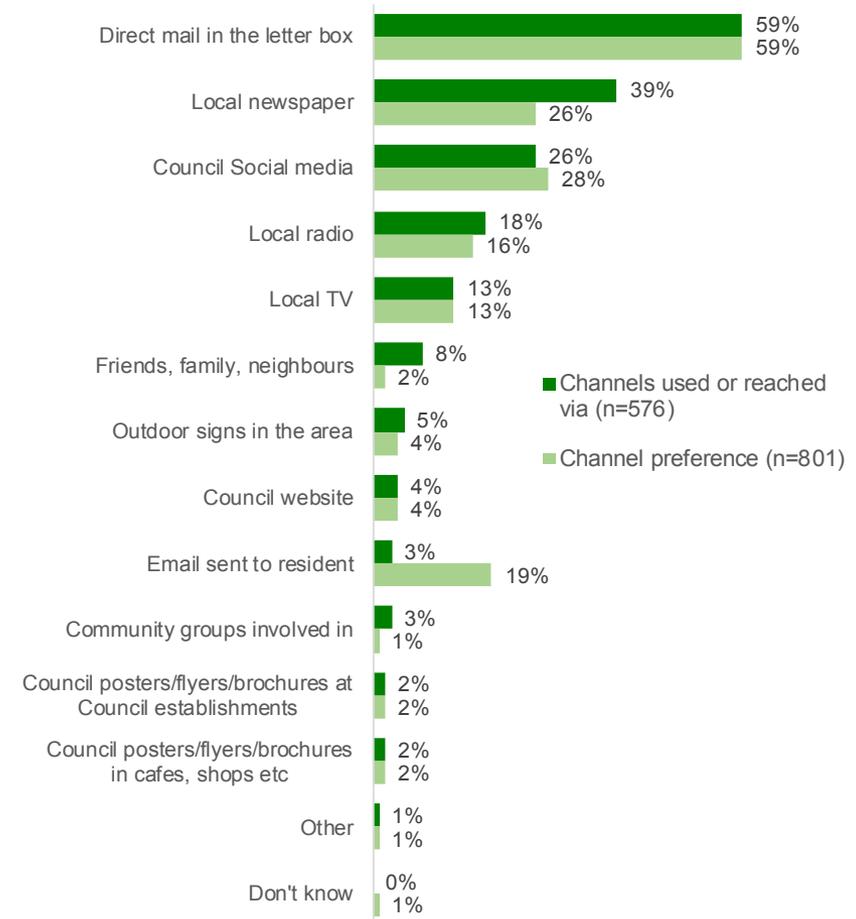
- Direct mail and the local newspaper increased with age
- Social media and email decreased with age

Local radio and local television, whilst modest in all cohorts, was reasonably consistent across age groups

#### Implications:

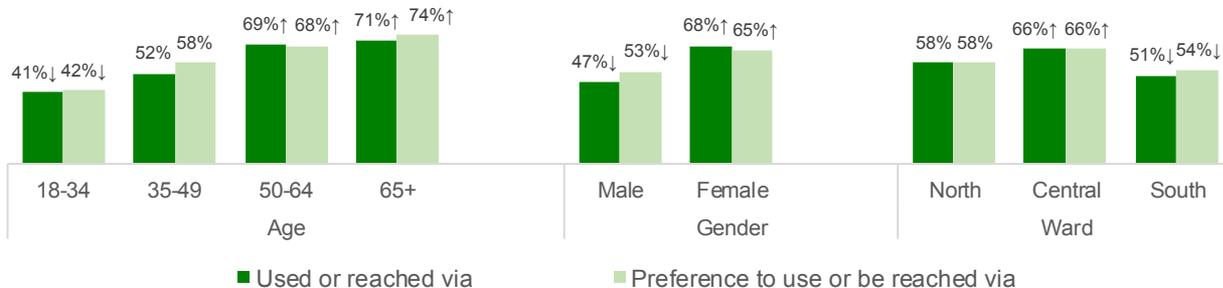
*Lower recall of Council communications among younger residents, to whom email and social media more appeal to, suggests that Council could improve their communications in the digital space, and although direct mail will remain key to reach the general community going forward, consideration should be given to the local newspaper in its current form due to its lower level of preference compared to actual usage.*

#### Communications channels recalled & preferred - 2021

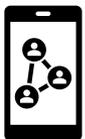
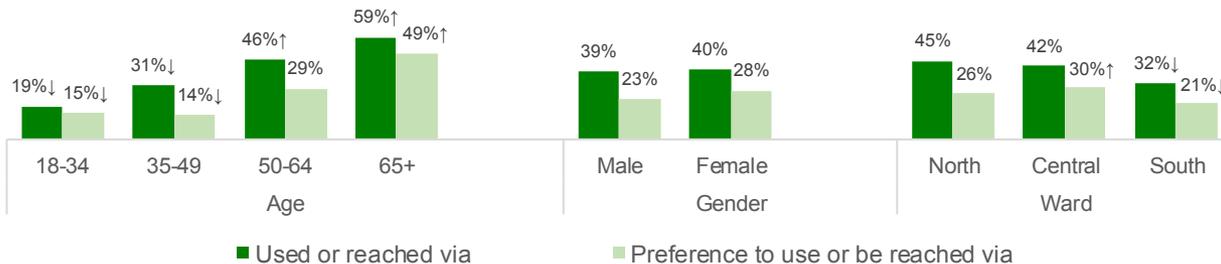




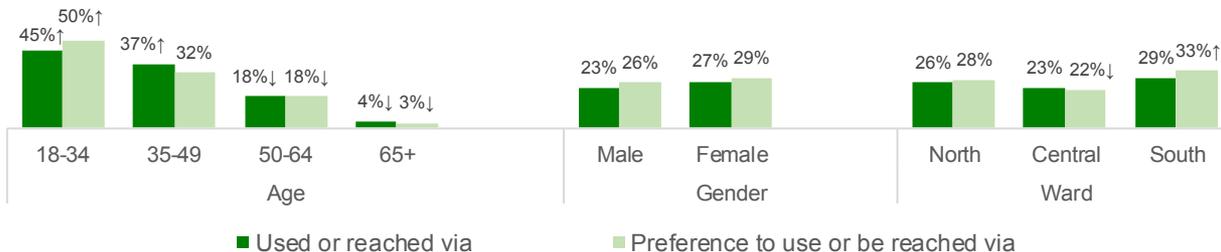
### Direct mail in the letter box - usage and preference



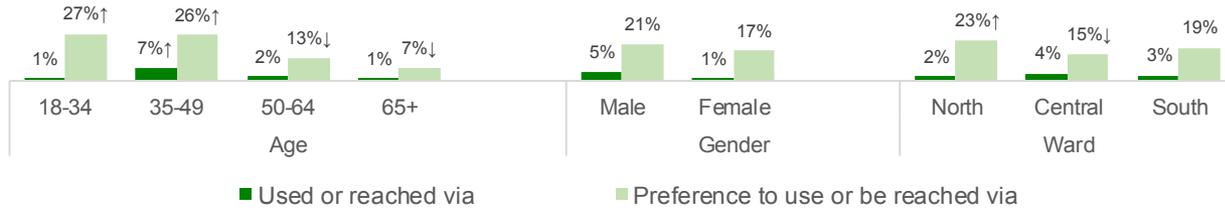
### Local newspaper - usage and preference



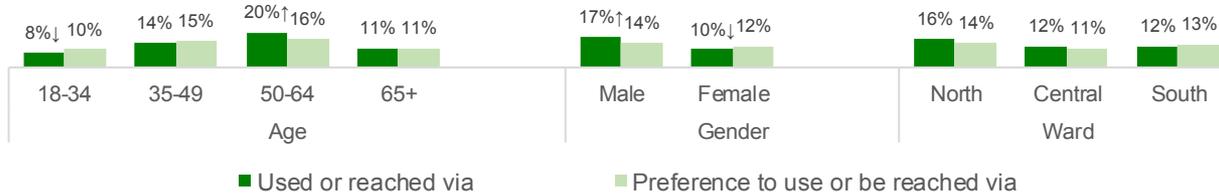
### Council social media - usage and preference



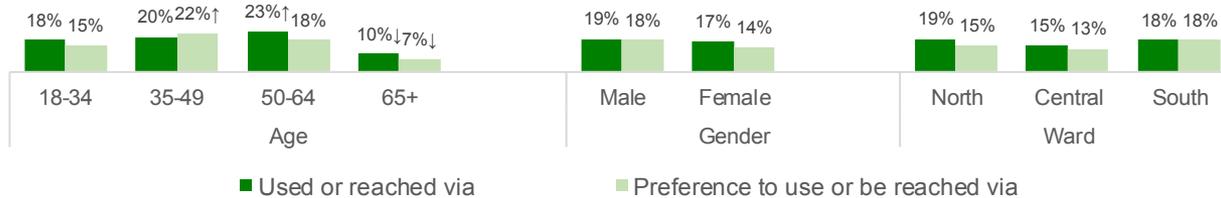
### Email sent to resident - usage and preference



### Local TV - usage and preference



### Local radio - usage and preference



# Governance, leadership and corporate metrics

## Section 7



# Some slippage in perceptions of Council performance

- Perceptions generally better among younger aged residents and declined with age
- Reasons for generational differences likely warrant further exploration

## 7.1 Governance, leadership and corporate metrics

### In 2021 (see opposite)

Council was perceived to perform best on *response to COVID-19*, with 81% rating either good or very good and with only 5% poor or very poor (for a mean of 4.1 and an Index score of 78.0)

This was considerably higher than other measures, with next best being service performance overall at 59% very good/good and 10% poor/very poor (with a mean of 3.6 and an Index score of 65.2).

Lowest rated was *the condition of sealed roads* at 42% very good/good and 31% poor or very poor (for a mean of 3.1 and an Index score of 51.5).

### Changes over time: (see next page)

Excluding *Council's response to COVID-19* (which was only measured in 2021) and *Performance of current Councillors* (which remained largely stable), declines were seen in each other governance, leadership and corporate metric versus prior years, with reduced good/very good and increased poor/very poor ratings, with statistically significant changes seen for:

- City of Ballarat's service performance overall
- Community consultation and engagement
- Condition of sealed roads in the area

### Variances by demographic sub-group (2021) (see page 51)

Perceptions of Council performance were reasonably similar by gender and by ward.

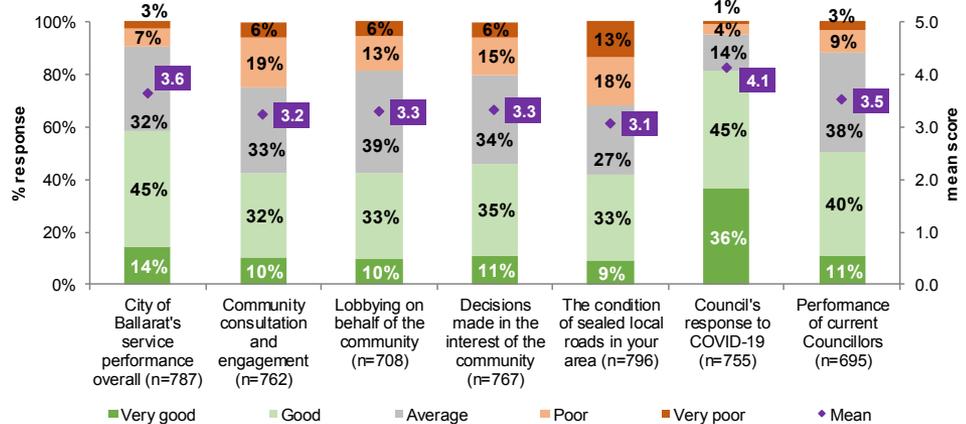
Younger residents (18-34 years) tended to be most positive, with perceptions declining with age on most aspects measured.

The exception to the above was on *condition of local roads* which was rated the highest by older aged 65 years plus residents.

Council Performance - Index score (2021)



Council Performance (2021)



### Implications:

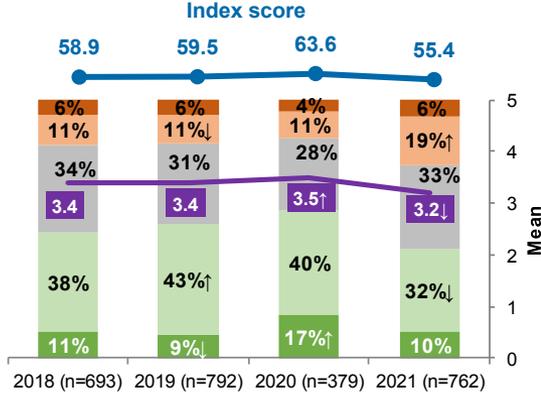
*Slippage in perceptions of Council performance appears to have resulted. These may be linked to issues Council has faced in recent times (outside scope of study).*

*Demographic differences in perceptions of Council's consultation and decision-making in the interest of the community and the declines by age likely warrant further investigation to assess contributing factors.*

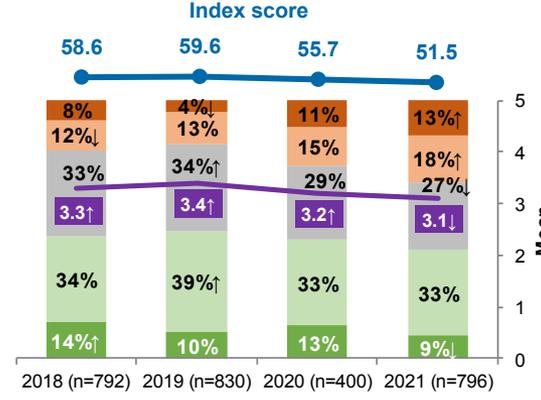
# 7.1 Governance, leadership and corporate metrics over time



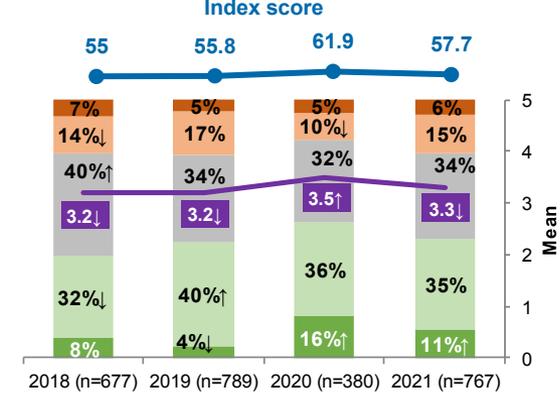
## Community consultation & engagement



## Condition of sealed local roads



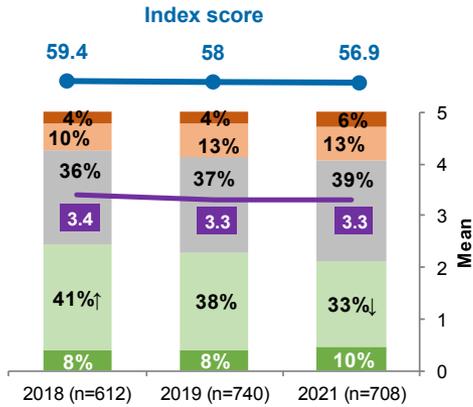
## Decisions made in the community's interest



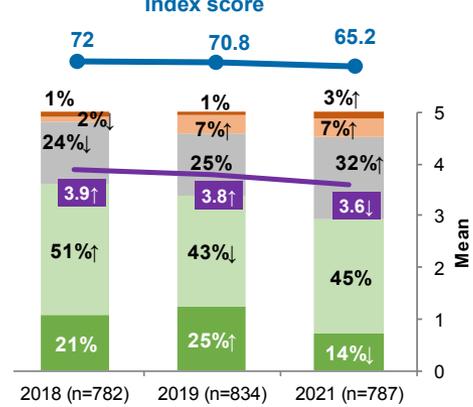
Very good Good Average Poor Very poor Mean



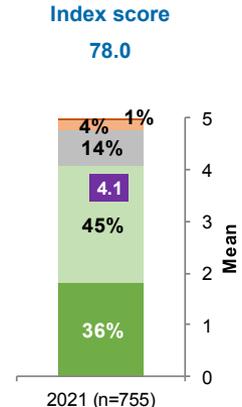
## Lobbying on behalf of the community



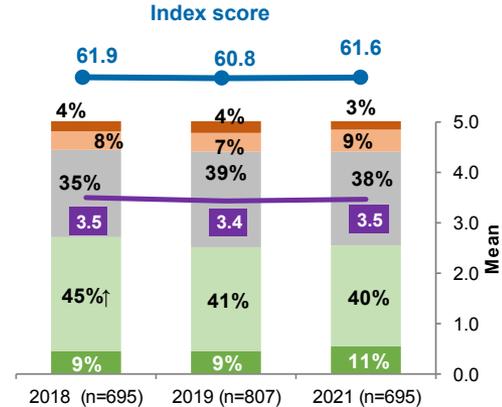
## Council's service performance overall



## Council's response to COVID-19



## Performance of current Councillors



Q13N21. Now I would like you to rate the performance of the Ballarat City Council over the last 12 months on a range of aspects, using the scale - Very good, Good, Average, Poor or Very poor. How would you rate.....  
 Q24. And using the same scale how would you rate the performance of the current Councillors (also known as Elected Members)?

## 7.1 Governance, leadership and corporate metrics (2021) by demographics

		Age				Gender		Ward		
		18-34 (n~230)	35-49 (n~181)	50-64 (n~176)	65+ (n~166)	Male (n~357)	Female (n~395)	North (n~248)	Central (n~246)	South (n~252)
 City of Ballarat's service performance overall	Very good	19%	14%	12%	10%	13%	15%	14%	13%	16%
	Good	48%	43%	42%	45%	46%	43%	44%	44%	46%
	Average	28%	31%	36%	33%	29%	34%	34%	31%	30%
	Poor	5%	8%	8%	9%	8%	6%	7%	8%	6%
	Very poor	1%	4%	3%	3%	3%	2%	2%	4%	1%
	Mean	3.8	3.6	3.5	3.5	3.6	3.6	3.6	3.5	3.7
 Community consultation and engagement	Very good	17%	12%	7%	4%	11%	10%	10%	10%	11%
	Good	38%	34%	25%	30%	31%	33%	34%	31%	31%
	Average	29%	29%	36%	37%	32%	33%	35%	28%	34%
	Poor	12%	18%	23%	24%	16%	21%	16%	23%	17%
	Very poor	4%	7%	10%	5%	9%	4%	5%	8%	6%
	Mean	3.5	3.3	3	3.1	3.2	3.2	3.3	3.1	3.3
 Lobbying on behalf of the community	Very good	15%	11%	6%	3%	10%	9%	9%	9%	10%
	Good	38%	32%	28%	32%	33%	33%	35%	27%	37%
	Average	34%	35%	41%	47%	36%	41%	37%	40%	39%
	Poor	10%	16%	17%	12%	14%	13%	12%	18%	10%
	Very poor	3%	6%	8%	7%	7%	4%	7%	6%	4%
	Mean	3.5	3.3	3.1	3.1	3.2	3.3	3.3	3.2	3.4
 Decisions made in the interest of the community	Very good	18%	12%	6%	6%	13%	10%	8%	12%	13%
	Good	37%	36%	32%	34%	33%	36%	39%	29%	37%
	Average	30%	28%	39%	39%	31%	36%	32%	35%	34%
	Poor	9%	19%	17%	16%	15%	14%	16%	16%	11%
	Very poor	6%	6%	7%	5%	8%	4%	5%	8%	5%
	Mean	3.5	3.3	3.1	3.2	3.3	3.3	3.3	3.2	3.4
 The condition of sealed local roads in the area	Very good	12%	10%	7%	6%	11%	7%	10%	8%	10%
	Good	30%	31%	31%	41%	35%	31%	32%	35%	31%
	Average	23%	24%	28%	33%	23%	29%	25%	31%	24%
	Poor	22%	17%	20%	12%	15%	21%	19%	18%	19%
	Very poor	13%	19%	14%	7%	15%	11%	14%	9%	16%
	Mean	3	3	3	3.3	3.1	3	3	3.1	3
 Council's response to COVID-19	Very good	46%	41%	30%	24%	36%	37%	37%	31%	41%
	Good	40%	44%	44%	54%	45%	45%	46%	45%	44%
	Average	10%	12%	19%	15%	15%	13%	11%	18%	12%
	Poor	3%	2%	6%	6%	4%	4%	5%	5%	3%
	Very poor	1%	1%	1%	1%	1%	1%	1%	1%	0%
	Mean	4.3	4.2	4	3.9	4.1	4.1	4.1	4	4.2
 Performance of current Councillors	Very good	18%	12%	6%	5%	10%	12%	11%	7%	14%
	Good	43%	38%	40%	37%	40%	39%	42%	37%	41%
	Average	29%	38%	41%	47%	36%	40%	34%	44%	34%
	Poor	9%	8%	9%	9%	12%	6%	9%	8%	8%
	Very poor	1%	4%	5%	2%	2%	4%	3%	4%	2%
	Mean	3.7	3.5	3.3	3.3	3.4	3.5	3.5	3.3	3.6

Green and red figures denote statistically significantly higher and lower results within the demographic group, respectively

# APPENDIX



Survey instrument



## Version 1

### 5469\_Ballarat\_2021\_CATI

Last modified:21/04/2021 10:37:26 AM

**QIntro** Good afternoon/evening. My name is....., from newfocus research, conducting a survey of residents on behalf of the Ballarat City Council to help inform future planning. Can I please speak to a person in the household aged 18 or over? If asked: · The information you provide will be used for research purposes only and will remain completely confidential in compliance with the Australian Privacy Principles. · Any data provided to Council will be de-identified to remain anonymous. · newfocus is a national research company · The survey should take about 18 minutes· Households are randomly selected from publicly available landline and mobile telephone directories (not lists provided by Council).· If you wish to confirm the research, you can contact City of Ballarat Customer Service Centre on 5320 5500.

**QCon** Are you happy to continue?  
sent.

Yes	1	
No	2	End

QConsent

**QS1.** Do you live in the City of Ballarat Council area?

Yes	1	
No	2	End

QS1

**Q35.** Which suburb do you live in?

**Survey will terminate if None of the above selected**

Addington	1	
Alfredton	2	
Ascot	3	
Bakery Hill	4	
Bald Hills	5	
Ballarat Central	6	
Ballarat East	7	
Ballarat North	8	
Black Hill	9	
Blowhard	10	
Bo Peep	11	
Bonshaw	12	
Brown Hill	13	
Buninyong	14	
Bunkers Hill	15	
Burrumbeet	16	

Canadian	17	
Cardigan	18	
Cardigan Village	19	
Coghills Creek	20	
Creswick	21	
Delacombe	22	
Durham Lead	23	
Ercildoun	24	
Eureka	25	
Glen Park	26	
Glendaruel	27	
Glendonald	28	
Golden Point	29	
Gong Gong	30	
Invermay	31	
Invermay Park	32	
Lake Gardens	33	
Lake Wendouree	34	
Learmonth	35	
Lucas	36	
Magpie	37	
Miners Rest	38	
Mitchell Park	39	
Mount Bolton	40	
Mount Clear	41	
Mount Helen	42	
Mount Pleasant	43	
Mount Rowan	44	
Nerrina	45	
Newington	46	
Redan	47	
Scotchmans Lead	48	
Scotsburn	49	
Sebastopol	50	
Smythes Creek	51	
Soldiers Hill	52	
Sulky	53	
Tourello	54	
Warrenheip	55	
Wattle Flat	56	
Waubra	57	
Weatherboard	58	
Wendouree	59	
Windermere	60	
Winter Valley	61	
Cabbage Tree	63	
Cambrian Hill	64	
Carngham	65	
Chapel Flat	66	
Clunes	67	
Creswick North	68	
Garibaldi	69	
Haddon	70	
Leigh Creek	71	
Mount Beckworth	72	
Napoleons	73	
Navigators	74	
Pootilla	75	
Ross Creek	76	
Snake Valley	77	
None of the above	998	End
Other/refused (don't use - 2019 code)	97	

Q35

**Q35a. And do you live...**

*Answer If Attribute "Alfredton" from Q35 is SELECTED OR*

Answer If Attribute "Ballarat East" from Q35 is SELECTED OR  
 Answer If Attribute "Brown Hill" from Q35 is SELECTED OR  
 Answer If Attribute "Delacombe" from Q35 is SELECTED OR  
 Answer If Attribute "Golden Point" from Q35 is SELECTED OR  
 Answer If Attribute "Mount Pleasant" from Q35 is SELECTED OR  
 Answer If Attribute "Nerrina" from Q35 is SELECTED OR  
 Answer If Attribute "Smythes Creek" from Q35 is SELECTED OR  
 Answer If Attribute "Warrenheip" from Q35 is SELECTED OR  
 Answer If Attribute "Winter Valley" from Q35 is SELECTED

**Read out each option with the word 'or' between each. Do not read out Don't know**

West of Insignia Boulevard	1	
<i>Answer If Attribute "Alfredton" from Q35 is SELECTED</i>		
East of Insignia Boulevard	2	
<i>Answer If Attribute "Alfredton" from Q35 is SELECTED</i>		
North of York Street	3	
<i>Answer If Attribute "Ballarat East" from Q35 is SELECTED</i>		
South of York Street	4	
<i>Answer If Attribute "Ballarat East" from Q35 is SELECTED</i>		
South of Freeway	5	
<i>Answer If Attribute "Brown Hill" from Q35 is SELECTED</i>		
North of Freeway	6	
<i>Answer If Attribute "Brown Hill" from Q35 is SELECTED</i>		
South of LaTrobe Street	7	
<i>Answer If Attribute "Delacombe" from Q35 is SELECTED</i>		
North of LaTrobe Street	8	
<i>Answer If Attribute "Delacombe" from Q35 is SELECTED</i>		
West of Main Road	9	
<i>Answer If Attribute "Golden Point" from Q35 is SELECTED</i>		
East of Main Road	10	
<i>Answer If Attribute "Golden Point" from Q35 is SELECTED</i>		
North of Elsworth Street	11	
<i>Answer If Attribute "Mount Pleasant" from Q35 is SELECTED</i>		
South of Elsworth Street	12	
<i>Answer If Attribute "Mount Pleasant" from Q35 is SELECTED</i>		
North of Western Freeway	13	
<i>Answer If Attribute "Nerrina" from Q35 is SELECTED</i>		
South of Western Freeway	14	
<i>Answer If Attribute "Nerrina" from Q35 is SELECTED</i>		
West of Glenelg Highway	15	
<i>Answer If Attribute "Smythes Creek" from Q35 is SELECTED</i>		
East of Glenelg Highway	16	
<i>Answer If Attribute "Smythes Creek" from Q35 is SELECTED</i>		
North of Western Freeway	17	
<i>Answer If Attribute "Warrenheip" from Q35 is SELECTED</i>		
South of Western Freeway	18	
<i>Answer If Attribute "Warrenheip" from Q35 is SELECTED</i>		
North of Greenhalghs Rd and East of Kensington Creek	19	
<i>Answer If Attribute "Winter Valley" from Q35 is SELECTED</i>		
South of Greenhalghs Rd and West of Kensington Creek	20	
<i>Answer If Attribute "Winter Valley" from Q35 is SELECTED</i>		
Don't know/none of the above	999	

Q35a

**Q126. Ward**

*Do not answer if true*

**Hidden ward autofill based on Q35/Q35a**

North	1
Central	2
South	3
Undefined	9

Q126

**QStre et.** To help us determine which council ward you live in, can you please tell me your street number and street name?

*Answer If Attribute "Undefined" from Q126 is SELECTED*

**Record street number and street name. If they refuse number, just ask them if it is odd or even and record this as well.**

QStreet

**Q28ne w.** Which age group do you fall into...?

**[Please note 5 year bands between 45-49 years and 50-54 years]**

Under 18	10	End
18 to 24 years	1	
25 to 34 years	2	
35 to 44 years	3	
45 to 49 years	11	
50 to 54 years	12	
55 to 64 years	5	
65 to 74 years	6	
75 to 84 years	7	
85 years or older	8	
Prefer not to answer	9	

Q28new

**Q28.** Hidden age variable with original scale

*Do not answer If true*

**Original Q28 scale to be consistent/comparable to historical data**

18 to 24 years	1
25 to 34 years	2
35 to 44 years	3
45 to 54 years	4
55 to 64 years	5
65 to 74 years	6
75 to 84 years	7
85 years or older	8
(Prefer not to answer)	9

Q28

**QAge Quota.** Age for quotas - autopopulated

*Do not answer If true*

18-34 years	1
35-49 years	2
50-64 years	3
65+ years	4

QAgeQuota

**Q27. What is your gender?**

Male	1
Female	2
Other (non-binary)	3
Prefer not to answer	9

Q27

**QSEC Section 1: Community Indicators**

1.

**Q1. Thinking about Ballarat as a place and not Council and using the scale where 0 is strongly disagree and 10 is strongly agree, how do you rate your agreement with each of the following aspects...?**

**Rows randomised.**

	Str ong ly dis agr ee - 0	1	2	3	4	5	6	7	8	9	Str ong ly agr ee - 10	Do n't kno w	
Good employment opportunities	11	1	2	3	4	5	6	7	8	9	10	99	Q1_1
Has good education and training (for all stages in life)	11	1	2	3	4	5	6	7	8	9	10	99	Q1_2
Affordable housing	11	1	2	3	4	5	6	7	8	9	10	99	Q1_3
Good local shopping	11	1	2	3	4	5	6	7	8	9	10	99	Q1_4
<i>Do not answer if true</i>													
Has good parks and open spaces	11	1	2	3	4	5	6	7	8	9	10	99	Q1_5
A good place to raise a family	11	1	2	3	4	5	6	7	8	9	10	99	Q1_6
A safe place to live	11	1	2	3	4	5	6	7	8	9	10	99	Q1_7
<i>Do not answer if true</i>													
Has a variety of recreation facilities and leisure activities	11	1	2	3	4	5	6	7	8	9	10	99	Q1_8
<i>Do not answer if true</i>													
Has a variety of arts and cultural opportunities	11	1	2	3	4	5	6	7	8	9	10	99	Q1_9
Good public transport	11	1	2	3	4	5	6	7	8	9	10	99	Q1_10
<i>Do not answer if true</i>													
Is a good place to live	11	1	2	3	4	5	6	7	8	9	10	99	Q1_11
A positive and welcoming atmosphere	11	1	2	3	4	5	6	7	8	9	10	99	Q1_12
Good access to healthcare	11	1	2	3	4	5	6	7	8	9	10	99	Q1_13
Good entertainment options for people of different ages	11	1	2	3	4	5	6	7	8	9	10	99	Q1_14
<i>Do not answer if true</i>													
Has a good night-time economy	11	1	2	3	4	5	6	7	8	9	10	99	Q1_15
Is easy to get around for people of all abilities and ages	11	1	2	3	4	5	6	7	8	9	10	99	Q1_16
Is easy to cycle and walk around in	11	1	2	3	4	5	6	7	8	9	10	99	Q1_17
Has a creative arts and culture community	11	1	2	3	4	5	6	7	8	9	10	99	Q1_18
The Ballarat CBD is clean, tidy and well presented	11	1	2	3	4	5	6	7	8	9	10	99	Q1_19

**QSEC SECTION 2: CUSTOMER SERVICE INDICATORS  
T2.**

**Q19. Have you had any contact with the Ballarat Council over the last 12 months?**

*[if needed clarify for any reason by any means i.e. in person, writing, telephone, digitally etc*

Yes	1
No	2

Q19

**Q19a. How did you have contact with Ballarat Council in the past 12 months?**

*Answer If Attribute "Yes" from Q19 is SELECTED*

*Unprompted - probe to clarify - probe 'anything else?'*

In person - at Council office/facilities	1
In person - at my place, office etc	2
Writing - letter in mail	3
Telephone conversation	4
Text message / sms	5
Email	6
Webchat	7
Video link / meeting (ie Zoom, face time, Teams etc)	8
Visiting their website	9
Social media such as Facebook or Twitter	10
An app	11
Don't know/can't recall	999

Q19a\_1  
Q19a\_2  
Q19a\_3  
Q19a\_4  
Q19a\_5  
Q19a\_6  
Q19a\_7  
Q19a\_8  
Q19a\_9  
Q19a\_10  
Q19a\_11  
Q19a\_12  
Q19a\_O

**Q19c. What was your most recent contact with Council in relation to?**

*Answer If Attribute "Yes" from Q19 is SELECTED*

Q19c

**Q20. Thinking of the most recent contact, please rate Ballarat City Council's customer service (that is how the service was provided NOT the outcome). Was it Very good, Good, Average, Poor or Very Poor?**

*Answer If Attribute "Yes" from Q19 is SELECTED*

Very good	1
Good	2
Average	3

Poor	4
Very poor	5
(Not applicable)	6
(Don't know)	7

Q20

**Q19d. In what ways would you prefer to have contact with Ballarat City Council?**

*Unprompted - probe to clarify - probe 'anything else?'*

In person - at Council office/facilities	1
In person - at my place, office etc	2
Writing - letter in mail	3
Telephone conversation	4
Text message / sms	5
Email	6
Webchat	7
Video link / meeting (ie Zoom, face time, Teams etc)	8
Visiting their website	9
Social media such as Facebook or Twitter	10
An app	11
Don't know/can't recall	999

Q19d\_1  
Q19d\_2  
Q19d\_3  
Q19d\_4  
Q19d\_5  
Q19d\_6  
Q19d\_7  
Q19d\_8  
Q19d\_9  
Q19d\_10  
Q19d\_11  
Q19d\_12  
Q19d\_O

**QSEC SECTION 3: SERVICE IMPORTANCE AND SATISFACTION T3.**

**Q1N21 The following question relates to various services, facilities and programs that are offered by Ballarat City Council. Firstly - How important is each service to you (using the scale 1 = Not important to 5 = Very Important) and Secondly - How satisfied are you with each service (using the scale 1 = Very dissatisfied to 5 = Very satisfied).**

*Interviewer to refer to printed materials to give further clarity on each attribute if required*

	Importance					Do n't kn ow	Satisfaction					Do n't kn ow
	1	2	3	4	5		1	2	3	4	5	
AGE & DISABILITY CARE SERVICES & SUPPORT	1	2	3	4	5	999	1	2	3	4	5	999
VISUAL & PERFORMING ARTS & CULTURE	1	2	3	4	5	999	1	2	3	4	5	999
BUSINESS SERVICES - INCLUDING PERMITS & ADVICE	1	2	3	4	5	999	1	2	3	4	5	999
COMMUNITY HEALTH, WELLBEING & SAFETY	1	2	3	4	5	999	1	2	3	4	5	999

Q1N21\_1\_ Q1N21\_2\_  
1 1  
Q1N21\_1\_ Q1N21\_2\_  
2 2  
Q1N21\_1\_ Q1N21\_2\_  
3 3  
Q1N21\_1\_ Q1N21\_2\_  
4 4

MATERNAL AND CHILD HEALTH & PARENTING ADVICE & SUPPORT	1	2	3	4	5	999	1	2	3	4	5	999	Q1N21_1_5	Q1N21_2_5
CHILDCARE, PLAYGROUPS, KINDERGARTEN, SCHOOL HOLIDAY PROGRAMS ETC	1	2	3	4	5	999	1	2	3	4	5	999	Q1N21_1_6	Q1N21_2_6
LIBRARIES & COMMUNITY HUBS	1	2	3	4	5	999	1	2	3	4	5	999	Q1N21_1_7	Q1N21_2_7
YOUTH SERVICES	1	2	3	4	5	999	1	2	3	4	5	999	Q1N21_1_8	Q1N21_2_8
ENVIRONMENTAL HEALTH	1	2	3	4	5	999	1	2	3	4	5	999	Q1N21_1_9	Q1N21_2_9
PARKS, GARDENS & TREES	1	2	3	4	5	999	1	2	3	4	5	999	Q1N21_1_10	Q1N21_2_10
PETS & ANIMAL MANAGEMENT	1	2	3	4	5	999	1	2	3	4	5	999	Q1N21_1_11	Q1N21_2_11
PLANNING & BUILDING	1	2	3	4	5	999	1	2	3	4	5	999	Q1N21_1_12	Q1N21_2_12
ROADS & PATHS	1	2	3	4	5	999	1	2	3	4	5	999	Q1N21_1_13	Q1N21_2_13
PARKING	1	2	3	4	5	999	1	2	3	4	5	999	Q1N21_1_14	Q1N21_2_14
PUBLIC POOLS & SPLASH PARKS	1	2	3	4	5	999	1	2	3	4	5	999	Q1N21_1_15	Q1N21_2_15
SPORT & RECREATION FACILITIES & OVALS	1	2	3	4	5	999	1	2	3	4	5	999	Q1N21_1_16	Q1N21_2_16
WASTE & RECYCLING SERVICES	1	2	3	4	5	999	1	2	3	4	5	999	Q1N21_1_17	Q1N21_2_17

**QSEC SECTION 4: EVENTS  
T4.**

**Q2N21 Are you aware that Ballarat City Council deliver various events to the community (such as Begonia Festival, Ballarat Winter Festival, Heritage Festival, Summer Sundays, Christmas decorations and activities and ANZAC Day events)**

Yes	1
No	2

Q2N21

**Q3N21 And on a scale from 0 to 10 where 0 is 'Very Unlikely' and 10 is 'Very Likely', how likely would you be to recommend any Ballarat City Council events to friends or family who live outside of the Ballarat area?**

*Answer If Attribute "Yes" from Q2N21 is SELECTED*

0 - Very unlikely	11
1	1
2	2
3	3

4	4
5	5
6	6
7	7
8	8
9	9
10 - Very likely	10
Don't know/can't say	999

Q3N21

**Q4N21 What type of events would you like to see Ballarat City Council deliver in the future?**

Q4N21

**QSEC SECTION 5: PROJECTS  
T5.**

**Q5N21 Council undertakes numerous projects across the city. Which of the following Council projects are you aware of?**

**[Read out select all that apply]**

Mars Stadium	1
Alfredton Recreation Reserve	2
Bakery Hill Urban Renewal Plan	3
Warrenheip Streetscape Project - Buninyong	4
Ballarat Central Library Upgrade	5
Her Majesty's Theatre Upgrade	6
Latrobe Street Sale Yards	7
None of the above	9

Q5N21\_1  
Q5N21\_2  
Q5N21\_3  
Q5N21\_4  
Q5N21\_5  
Q5N21\_6  
Q5N21\_7  
Q5N21\_8

**Q6N21 On a scale where 1 is 'Not important' and 5 is 'Very important', overall how important are projects such as these to you?**

1 - Not important	1
2	2
3	3
4	4
5 - Very important	5
Don't know	999

Q6N21

**Q7N21 And on a scale where 1 is 'Very dissatisfied' and 5 is 'Very satisfied', overall how satisfied are you with how Council performs on major projects such as these?**

1 - Very dissatisfied	1
2	2
3	3
4	4
5 - Very satisfied	5
Don't know	999

Q7N21

**Q8N21 How could Ballarat City Council improve its performance with major projects?**

*Answer If Attribute "3" from Q7N21 is SELECTED OR  
Answer If Attribute "2" from Q7N21 is SELECTED OR  
Answer If Attribute "1 - Very dissatisfied" from Q7N21 is SELECTED*

**Asked if neutral to dissatisfied at previous question**

Q8N21

**QSEC SECTION 6: COMMUNICATIONS CHANNELS  
T6.**

**Q9N21 Do you recall receiving, seeing, reading, or hearing ANY information about Council activities, projects, services or events through any means in the past 12 months?**

Yes	1
No	2
Not sure/can't say	999

Q9N21

**Q10N2 Where do you recall seeing, reading, or hearing information about Council activities, projects, services or events in the past 12 months?**

*Answer If Attribute "Yes" from Q9N21 is SELECTED*

**Unprompted - probe to clarify - probe 'anything else?'**

Council website	1	Q10N21_1
Council Social media (Facebook, Twitter, Instagram, Linked-In, YouTube)	2	Q10N21_2
Local newspaper	3	Q10N21_3
Local radio	4	Q10N21_4
Local TV	5	Q10N21_5
Direct mail in your letter box	6	Q10N21_6
Email sent to you	7	Q10N21_7
Outdoor signs in the area	8	Q10N21_8
Council posters/ flyers/brochures at Council chambers, offices, library etc	9	Q10N21_9
Council posters/ flyers/brochures in cafes, shops etc	10	Q10N21_10
Council staff or Elected Members	11	Q10N21_11
Community groups involved in	12	Q10N21_12
Friends, family, neighbours	13	Q10N21_13
Can't recall	999	Q10N21_14
		Q10N21_15
		Q10N21_16
		Q10N21_17
		Q10N21_18
		Q10N21_19
		Q10N21_20

**Q11N2 In what ways would you prefer to receive information about Council activities, projects, services or events?**

**1.**

*Unprompted - probe to clarify - probe 'anything else?'*

Council website	1	Q11N21_1
Council Social media (Facebook, Twitter, Instagram, Linked-In, YouTube)	2	Q11N21_2
Local newspaper	3	Q11N21_3
Local radio	4	Q11N21_4
Local TV	5	Q11N21_5
Direct mail in your letter box	6	Q11N21_6
Email sent to you	7	Q11N21_7
Outdoor signs in the area	8	Q11N21_8
Council posters/ flyers/brochures at Council chambers, offices, library etc	9	Q11N21_9
Council posters/ flyers/brochures in cafes, shops etc	10	Q11N21_10
Council staff or Elected Members	11	Q11N21_11
Community groups involved in	12	Q11N21_12
Friends, family, neighbours	13	Q11N21_13
Can't recall	999	Q11N21_14
		Q11N21_15
		Q11N21_16
		Q11N21_17
		Q11N21_18
		Q11N21_19
		Q11N21_20

**Q12N2 Overall, how satisfied are you with how Ballarat City Council communicates. Are you**

**1. Very satisfied, Satisfied, Neither, Dissatisfied or Very dissatisfied?**

Very satisfied	5	
Satisfied	4	
Neither	3	
Dissatisfied	2	
Very dissatisfied	1	Q12N21
Don't know	999	

**QSEC SECTION 7: GOVERNANCE LEADERSHIP AND CORPORATE METRICS**

**T7.**

**Q13N2 Now I would like you to rate the performance of the Ballarat City Council over the last**

**1. 12 months on a range of aspects, using the scale - Very good, Good, Average, Poor or Very poor. How would you rate...**

*Rows randomised.*

	Very good	Good	Average	Poor	Very poor	Not applicable	Don't know	
City of Ballarat's service performance overall	1	2	3	4	5	6	7	Q13N21_1
Community consultation and engagement	1	2	3	4	5	6	7	Q13N21_2
Lobbying on behalf of the community	1	2	3	4	5	6	7	Q13N21_3
Decisions made in the interest of the community	1	2	3	4	5	6	7	Q13N21_4
The condition of sealed local roads in your area	1	2	3	4	5	6	7	Q13N21_5
Council's response to COVID-19	1	2	3	4	5	6	7	Q13N21_6

**Q24. And using the same scale how would you rate the performance of the current Councillors (also known as Elected Members)?**

*Remind of scale if needed*

Very good	1
Good	2
Average	3
Poor	4
Very poor	5
Don't know	6

Q24

**Q14N2 Overall, what are the main areas you believe Council needs to focus on to improve the Ballarat area or how Council performs?**

**1.**

*Probe for clarity/detail*

Q14N21

**QSEC SECTION 8: OTHER DEMOGRAPHICS**  
**T8.**

**Q29. Which of the following best describes your household...?**

Couple with children at home	1
Single parent with children at home	2
Couple with no children at home	3
Single person household	4
Group household	5
Other household	6
Prefer not to answer	7

Q29

**Q30. Do you speak a language other than English at home?**

Yes - speak another language	1
No	2
Prefer not to answer	888

Q30

**Q32. What is your employment status?**

**Unprompted. Probe to clarify.**

Stay at home parent	1
Unemployed	2
Retired	3
Full time work	4
Part time work	5
Casual/contract work	6
Self employed	7
Student	8
Disability pension	9
Prefer not to answer	888

Q32

**Q15N2 Do you own or manage a business that is located within the Ballarat Council area?**

**1.**

*Answer If Attribute "Full time work" from Q32 is SELECTED OR  
Answer If Attribute "Part time work" from Q32 is SELECTED OR  
Answer If Attribute "Self employed" from Q32 is SELECTED*

**If they say yes, probe to determine if own, manage, or both**

Own	1
Manage	2
Neither own nor manage	3

Q15N21\_1  
Q15N21\_2  
Q15N21\_3

**QClos e. Thank you for your time. In case you missed it, my name is..... from newfocus. As part of our quality standards, my supervisor validates 10% of our interviews so you may get a quick call to validate this survey. If you have any questions about this research, you can telephone our office on 1800 807 355 or City of Ballarat on 5320 5500.**

# THANK YOU



T 1800 807 535  
F 1800 812 319  
[www.newfocus.com.au](http://www.newfocus.com.au)  
[admin@newfocus.com.au](mailto:admin@newfocus.com.au)

L5 Edgecliff Centre  
203-233 New South Head Rd  
Edgecliff NSW 2027

23<sup>rd</sup> Floor, HWT Tower  
40 City Road  
Southbank Vic 3006

2/28 Lower Portrush Rd  
Marden SA 5070

