

*Maribyrnong City Council*

***2019 Annual Community Survey***

*September 2019*

*Metropolis*  
RESEARCH

*Prepared by:*

Metropolis Research  
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## Introduction

Metropolis Research was commissioned by Maribyrnong City Council to undertake its sixteenth *Annual Community Survey*. The survey has been designed and honed by Metropolis Research over the last fifteen years to measure community satisfaction with a range of Council services and facilities, as well as to measure community sentiment across a range of additional issues of concern in the municipality. The *Annual Community Survey* comprises the following core components:

- Satisfaction with Council's overall performance and change in performance
- Satisfaction with aspects of governance and leadership
- Importance of and satisfaction with a broad range of Council services and facilities
- Community perception of safety in public areas of the City of Maribyrnong
- Involvement in and satisfaction with aspects of planning approvals process
- Satisfaction with Council customer service
- Identify issues for Council to address in the coming twelve months
- Awareness of the current Mayor of the City of Maribyrnong
- Respondent profile.

In addition to these core components that are to be included every year, the *Maribyrnong City Council – 2019 Annual Community Survey* includes a range of questions exploring current issues of importance and relevance. The 2019 survey includes questions related to the following issues:

- Sense of community
- Climate change
- Footscray University Town Project
- Arts and cultural activities in the City of Maribyrnong
- Most common method of travelling to destinations

## Rationale

The *Annual Community Survey* has been designed to provide Council with a wide range of information covering community satisfaction, community sentiment, and involvement.

The survey meets the requirements of the Local Government Victoria (LGV) annual satisfaction survey by providing reliable results for the compulsory components of community satisfaction set by the department.



The *Annual Community Survey* provides an in-depth examination of Council services and facilities as well as additional community issues and expectations. This information is critical to informing Council of the attitudes, levels of satisfaction and issues facing the community in the City of Maribyrnong.

In addition, the *Annual Community Survey* includes a range of demographic and socio-economic variables against which the results can be analysed. For example, the *Annual Community Survey* includes data on age structure, period of residence, and household structure. By including these variables, satisfaction scores can be analysed against these variables and individual sub-groups in the community that have issues with Council's performance or services.

## ***Methodology***

The *Maribyrnong City Council - 2019 Annual Community Survey* was conducted as a door-to-door interview style survey of 800 households drawn from across the municipality. The survey fieldwork was conducted between August and September 2019.

Trained Metropolis Research fieldwork staff conducted face-to-face interviews of approximately 20 minutes duration with householders. This methodology has produced highly consistent results in terms of the demographic profile of respondents, although it is noted that face-to-face interviews have a tendency to slightly over represent families, in particular, parents with younger children, and to a limited extent can under represent residents who speak a language other than English. Despite the inherent limitations of any voluntary data collection or consultation process where individual residents are not obliged to participate; the methodology developed by Metropolis Research over almost two decades provides the most effective means of including respondents from across the broad spectrum of the Maribyrnong community.

Approximately 100 surveys were completed in each of the eight precincts comprising the City of Maribyrnong to maximise the statistical strength of the precinct level results, particularly for the precincts with smaller populations.

The municipal results have consequently been weighted by the relative size of the precinct based on population to ensure that respondents from each precinct contribute proportionally to the municipal result.

## ***Response rate and statistical strength***

A total of approximately 4,531 households were approached to participate in the survey. Of these households, 2,600 were unattended when approached, were therefore not invited to participate, and played no further part in the research. A total of 1,144 refused the offer to participate in the research and eight hundred respondents completed the survey.

This provides a response rate of 41.2%, down somewhat on the unusually high result of 52.18% recorded in 2018, but consistent with the long-term average.



The margin of error of the municipal results presented in this report is plus or minus 3.4%, at the fifty percent level. In other words, if a yes / no question asked of the entire sample of eight hundred respondents were to obtain a result of fifty percent yes, it is 95% certain that the true value of this result is within the range of 46.6% and 53.4%.

This is based on a total sample size of 800 respondents, and an underlying population of the City of Maribyrnong of 87,355.

The margin of error increases as the sample size decreases, such as for the precinct results, and the breakdown of results for individual age groups, genders, and other sub-groupings for which results are provided. Each separate result has a different margin of error based on its unique sample size and the actual result.

By way of a guide, the margin of error is approximately 9.7% for the precinct level results, and in the order of 4.8% for the gender breakdown results.

## ***Governing Melbourne***

*Governing Melbourne* is a service provided by Metropolis Research since 2010. *Governing Melbourne* is a survey of 1,200 respondents drawn in equal numbers from each of the 31 metropolitan Melbourne municipalities. *Governing Melbourne* provides an objective, consistent and reliable basis on which to compare the results of the *Maribyrnong City Council – 2018 Annual Community Survey*. It is not intended to provide a “league table” for local councils, rather to provide a context within which to understand the results.

This report provides some comparisons against the metropolitan Melbourne average, which includes all municipalities located within the Melbourne Greater Capital City Statistical Area as well as the western region, which includes the municipalities of Maribyrnong, Hobsons Bay, Wyndham, Brimbank, Melton, and Moonee Valley). This report also provides comparisons to the IMAP region group of Councils (Maribyrnong, Melbourne, Port Phillip, Yarra, and Stonnington).

## ***Glossary of terms***

### *Precinct*

The term precinct is used by Metropolis Research to describe the small areas utilised by Council in the *Community Profile*. Readers seeking to use precinct results should seek clarification of specific precinct boundaries if necessary.

### *Measurable and statistically significant*

A measurable difference is one where the difference between or change in results is sufficiently large to ensure that they are in fact different results, i.e. the difference is statistically significant. This is because survey results are subject to a margin of error or an area of uncertainty.



### *Significant result*

Metropolis Research uses the term *significant result* to describe a change or difference between results that Metropolis Research believes to be of sufficient magnitude that they may impact on relevant aspects of policy development, service delivery and the evaluation of performance and are therefore identified and noted as significant or important.

### *Somewhat / notable / marginal*

Metropolis Research will describe some results or changes in results as being marginally, somewhat, or notably higher or lower. These are not statistical terms rather they are interpretive. They are used to draw attention to results that may be of interest or relevant to policy development and service delivery. These terms are often used for results that may not be statistically significant due to sample size or other factors but may none-the-less provide some insight.

### *95% confidence interval*

Average satisfaction results are presented in this report with a 95% confidence interval included. These figures reflect the range of values within which it is 95% certain that the true average satisfaction falls.

The 95% confidence interval based on a one-sample t-test is used for the mean scores presented in this report. The margin of error around the other results in this report at the municipal level is plus or minus 3.4%.

### *Satisfaction categories*

Metropolis Research typically categorises satisfaction results to assist in the understanding and interpretative of the results. These categories have been developed over many years as a guide to the scores presented in the report and are designed to give a general context, and are defined as follows:

- ⊗ **Excellent** - scores of 7.75 and above are categorised as excellent
- ⊗ **Very good** - scores of 7.25 to less than 7.75 are categorised as very good
- ⊗ **Good** - scores of 6.5 to less than 7.25 are categorised as good
- ⊗ **Solid** - scores of 6 to less than 6.5 are categorised as solid
- ⊗ **Poor** - scores of 5.5 to less than 6 are categorised as poor
- ⊗ **Very Poor** - scores of 5 to less than 5.5 are categorised as very poor
- ⊗ **Extremely Poor** – scores of less than 5 are categorised as extremely poor.



## Executive summary

The *Maribyrnong City Council – 2019 Annual Community Survey* measured respondent satisfaction with Council’s overall performance, aspects of governance and leadership, aspects of customer service, satisfaction with five broad service areas comprised of thirty-eight individual Council services and facilities, and aspects of planning and housing approvals process (for applicants / objectors only).

A total of 800 residents were surveyed via a door-to-door interview style survey of approximately 20 minutes duration over a four week period in August and September 2019.

The results outlined in this report reflect a continuing improvement in community sentiment in relation to the performance of the Maribyrnong City Council in recent years, and that satisfaction with the Maribyrnong City Council is similar to the metro. Melbourne average.

## Satisfaction with Council’s performance

Satisfaction with the performance of Council across all areas of responsibility increased for the third consecutive year, up three percent this year to 6.92. This increase was not statistically significant and satisfaction remains at a level best categorised as “good”. This result is now measurably higher than the long-term average of 6.51.

This is the highest level of satisfaction with Council’s overall performance recorded since the survey program commenced in 2004.

Since 2004, satisfaction has increased by 13.2%, and has increased by 12.7% from the most recent low point of 6.14 recorded back in 2014.

This result was almost identical to the 2019 metropolitan Melbourne average of 6.93 and the IMAP councils’ average of 6.99, as recorded in *Governing Melbourne*, which is an independent survey of 1,200 residents drawn from across all 31 metropolitan Melbourne municipalities. This result was higher than the western region councils average of 6.76.

There was some variation in satisfaction with Council’s overall performance observed by respondent profile, with attention drawn to the following:

- **Higher than average satisfaction** – adolescents and young adults (aged 15 to 34 years), senior citizens (aged 75 years and over), rental household respondents, new residents (less than five years in the City of Maribyrnong), one-parent families and group household respondents, and respondents from multi-lingual households.
- **Lower than average satisfaction** - middle-aged and older adults (aged 45 to 74 years), home owner and mortgagee respondents, long-term residents (ten years or more in the City of Maribyrnong).





The most common reasons why some respondents were dissatisfied with Council’s overall performance related to communication and consultation, rates and financial management, and building, housing, planning and development related issues.

Satisfaction with the six aspects of governance and leadership increased by an average of 2.5% this year, following on from the 4.6% increase recorded last year. On average, satisfaction with these aspects of governance and leadership were marginally higher than the 2019 metropolitan Melbourne results from *Governing Melbourne*.

These aspects relate to promoting gender respect and equity (7.72), community consultation and engagement (6.98), maintaining community trust and confidence (6.94), making decisions in the interests of the community (6.86), representation, lobbying and advocacy (6.83), and the responsiveness of Council to local community needs (6.82).

The average satisfaction with the 38 Council services and facilities included in the survey increased marginally this year, up 1.2% to 7.33 (up from 7.23). This is a “very good” level of satisfaction.

Consistent with the results recorded over a number of years, this result was marginally lower than the 2019 metropolitan Melbourne average of 7.48.

In summary, satisfaction with the various components of Council performance from the 2019 survey can best be summarised as follows:

- **Excellent** – for each of library services, weekly garbage collection, fortnightly green waste collection, fortnightly recycling, services for children, community centres / neighbourhood houses, the provision and maintenance of playgrounds, Council’s festivals and events, and the Maribyrnong Aquatic Centre.
- **Very Good** – for the most of the other health and human, most of the leisure services, most aspects of customer service, and Council performance promoting gender equity and respect.
- **Good** – for most of the infrastructure services, the communication services, the design of public spaces, the appearance and quality of new developments, the protection of local heritage, most aspects of governance and leadership, and satisfaction with Council’s overall performance.
- **Solid** – for Council’s online consultation tool (based on a small sample of just 46 respondents).
- **Poor** – for most aspects of the planning approvals process (based on a small sample of just 29 respondents).

It is noted that satisfaction with none of the 38 services and facilities was rated as “poor”.

Taken together, the 2019 survey found a continued strong improvement in community satisfaction with many aspects of Council’s performance. This is strongest in relation to some aspects of planning outcomes and aspects of governance and leadership. Particular attention is drawn to the fact that many of these aspects of Council performance have obtained the highest levels of satisfaction since the program commenced in 2004.



## Issues of importance in the City of Maribyrnong

The issues of importance to address in the City of Maribyrnong in the coming twelve months were consistent with those recorded in recent years and include; traffic management (16.8%), car parking (13.9%), road maintenance and repairs (10.1%), recycling services and facilities (8.1%), and safety, policing and crime (7.4%).

Particular attention is drawn to significant increase in the proportion of respondents nominating issues with recycling services and facilities, up from 2.4% to 8.1% this year. This includes some respondents wanting to ensure that recycling is not sent to landfill.

It is also noted that four percent of respondents nominated the issue of the Footscray Park proposal. The 31 respondents who raised this issue as one of the three most important to address in the municipality were measurably less satisfied with Council's overall performance than average (5.54 compared to 6.92).

The other commonly nominated issues to address in the municipality that appear to exert a negative influence on respondents' satisfaction with Council's overall performance were building, housing, planning and development and parks, gardens, and open spaces.

## Perception of safety in the public areas of Maribyrnong

The perception of safety in the public areas of the City of Maribyrnong continues to increase this year, with perception of safety in public areas at night increasing 9.6% and "in and around Footscray CBD at night" increasing 11.9%.

Respondents on average felt extremely safe in the public areas of the City of Maribyrnong during the day, and very safe in and around Highpoint. Respondents did however on average felt moderately safe in the public areas of the municipality at night, and in and around the Footscray CBD at night. The perception of safety in the City of Maribyrnong is now generally consistent with the metropolitan Melbourne average, and measurably higher than the average in the western region.

## Sense of community in Maribyrnong

Respondents were this year asked to rate their level of agreement with five statements about the Maribyrnong community and the role of Council in promoting a positive sense of community. Consistent with the increased overall satisfaction with Council, there were measurable increases in agreement with these five statements.

These results show that the majority of respondents strongly agree that the community is accepting of people from diverse cultures and backgrounds (7.97) and is inclusive for people with a disability (7.69).

Most respondent strongly agreed that they feel welcome and included when accessing Council services (7.92), and agree that Council promotes connections between different cultural groups (7.52), and respects, reflects and is inclusive of indigenous people (7.44).



## Climate change

The action that respondents believe Council should most focus on in dealing with climate change in the next 12 months was reducing the use of single-use plastics (54.6%).

Other measures were also important to many respondents, including measures to reduce Council's energy use (37.9%), education about energy conservation (36.8%), measures to reduce Council's water use (35.3%), recycling food waste (33.8%), and education about water use (33.3%).

## Footscray University Town Project

Approximately one-fifth (22.5%) of respondents were aware of the Footscray University Town project. The long-term average result for this question since 2014 was 21.3%.

## Arts and cultural activities

Approximately two-thirds (69.2%) of respondents would either definitely (36.9%) or possibly (32.3%) want to be able to access more arts and cultural activities in the City of Maribyrnong. These results are consistent with those recorded last year.

## Most common method of travel to destinations

Respondents were asked the main method by which they travel to the local shops, school or education, work, and the train station. There was significant variation in these results observed across the eight precincts.

Overall respondents were most likely to drive (46.0%) or walk (45.5%) to the local shops; drive (51.6%), take public transport (24.3%) or walk (20.6%) to school or other educational institutions; drive (63.3%) or take public transport (26.4%) to get to work, and walk (42.4%), drive (29.7%), or take public transport (25.4%) to get to the train station.

## Housing

Respondents were asked how satisfied they were about three aspects housing in the City of Maribyrnong. On average respondents rated satisfaction with "the availability of housing that meets the needs of the community" (6.81 or "good"), "the provision of public or social housing" (6.33 or "solid"), and "the affordability of housing" (5.74 or "poor").

## Mayoral recognition

One-fifth (20.0% up from 13.1%) of respondents were able to correct identify the current Mayor of the City of Maribyrnong. The long-term average result for this question is 19.8%.



## Key findings

The following section of the report provides a summary of the findings from the *Maribyrnong City Council – 2019 Annual Community Survey*.

### Overall satisfaction

- ⊗ Satisfaction with Council’s overall performance increased by 3.3%, up from 6.70 to 6.92.
- ⊗ This level of satisfaction remains categorised as “good”, the same categorisation for each year since 2015.
- ⊗ This result was almost identical to the metropolitan Melbourne average (6.93), and just marginally lower than the IMAP average (6.99) from the 2019 *Governing Melbourne*.
- ⊗ Respondents from Braybrook (7.78) were measurably more satisfied, whilst respondents from Footscray (6.63) were marginally less satisfied than the municipal average.
- ⊗ There was measurable variation in satisfaction by respondent profile:
  - **Measurably more satisfied than average** – adolescents and young adults (aged 15 to 34 years), senior citizens (aged 75 years and over), respondents from multi-lingual households, respondents from rental households, and new residents that have lived in the City of Maribyrnong for less than five years.
  - **Measurably less satisfied than average** – middle-aged adults (aged 45 to 59 years), home owner and mortgage household respondents, and long term residents that have lived in Maribyrnong for ten years or more.
- ⊗ In 2019, 9.5% (down from 20.8%) of respondents considered that Council’s overall performance had improved in the last twelve months, whilst 9.8% (up from 6.3%) considered that performance had deteriorated.

### Governance and leadership

- ⊗ Average satisfaction with the six included aspects of governance and leadership increased marginally this year, up 2.5% to 7.02.
- ⊗ This level of satisfaction remains categorised as “good”.
- ⊗ Satisfaction with the six aspects being as follows:

○ Promoting gender equity and respect	(7.72 up from 7.49)
○ Responsiveness of Council to local com. needs	(6.82 up from 6.79)
○ Community consultation and engagement	(6.98 up from 6.77)
○ Representation, lobbying, and advocacy	(6.83 up from 6.71)
○ Making decisions in interests of community	(6.86 up from 6.68)
○ Maintaining community trust and confidence	(6.94 up from 6.66)



- ⊗ When compared to the metropolitan Melbourne average (excluding gender respect and equity), satisfaction with the remaining five aspects of governance and leadership was marginally higher in the City of Maribyrnong (6.88) than the metropolitan Melbourne average (6.82). This is based on results from the 2019 *Governing Melbourne*.

## Mayoral recognition

- ⊗ In 2019, 20.0% of respondents were able to correctly identify the current Mayor of the City of Maribyrnong (Cr. Martin Zakharov). The long-term average result for this question since 2005 is 19.8%.

## Issues for Council to address in the coming 12 months

- ⊗ A total of 534 respondents representing 66.7% of the total sample identified at least one issue for Council to address in the coming twelve months, with the top five issues being as follows:
  - Traffic management *(16.8 % down from 18.0%)*
  - Car parking *(13.9% down from 16.5%)*
  - Road maintenance and repairs *(10.1% up from 5.5%)*
  - Recycling services and facilities *(8.1% up from 2.4%)*
  - Safety, policing and crime *(7.4% down from 9.4%)*

## Safety in public areas of Maribyrnong

- ⊗ The perception of safety in and around the public areas of the City of Maribyrnong improved for all locations / times this year.
- ⊗ The survey measured respondents' perception of safety (*from zero – very unsafe to ten – very safe*) within the public areas of the City of Maribyrnong across seven locations and times, as follows:
  - In public areas of Maribyrnong during the day *(8.48 up from 8.16)*
  - In and around Highpoint Shopping Centre *(8.21 up from 7.83)*
  - Travelling on trains *(7.79 up from 7.35)*
  - In and around Braybrook Shopping Centre *(7.72 up from 7.12)*
  - In and around Footscray CBD during the day *(7.64 up from 7.30)*
  - In public areas of Maribyrnong at night *(7.07 up from 6.45)*
  - In and around Footscray CBD at night *(6.47 up from 5.78)*
- ⊗ The most common reasons why respondents felt unsafe in the public areas of the City of Maribyrnong in 2019 were issues with “gangs, youths, suspicious people” (23.6%), issues with drugs and alcohol (18.2%), and a general perceived lack of police presence (15.5%).



## Sense of community in Maribyrnong

- ⊗ Respondents were again in 2019 asked to rate their level of agreement with five statements about Maribyrnong community and the role of Council in promoting a positive sense of community.
- ⊗ These results do show that the Maribyrnong community overall exhibits a relatively strong sense of community, with agreement with the five aspects as follows:
  - The community is welcoming people from diverse cultures *(7.97 up from 7.44)*
  - I feel welcome when accessing Council services and facilities *(7.92 up from 7.44)*
  - Maribyrnong is accessible and inclusive for people with disability *(7.69 up from 6.94)*
  - Council promotes connection between cultural groups *(7.52 up from 7.21)*
  - Council respects, reflects and is inclusive of indigenous people *(7.44 up from 7.14).*

## Climate change

- ⊗ Almost ninety percent (88.4%) of the respondents nominated at least one issue (from a precoded list) that they believe Council should focus on in dealing with climate change in the next twelve months.
- ⊗ The most commonly nominated issues were reducing the use of single-use plastics (54.6%), measures to reduce Council's energy use (37.9%), and education about energy conservation (36.8%).
- ⊗ More than three-quarters (77.2%) of the respondents nominated at least one issue (from a precoded list) that they believe Council should focus on in dealing with climate change in the next ten years.
- ⊗ The three most commonly nominated issues that respondents believe Council should focus on in the next ten years were measures to reduce Council's energy use (33.8%), education about water conservation (30.5%), and measures to reduce Council's water use (29.6%).

## Footscray University Town project

- ⊗ A little more than one-fifth (22.5% down from 26.5%) of respondents were aware of the Footscray University Town Project.

## Events and activities in the City of Maribyrnong

- ⊗ Approximately two-thirds of respondents would like to be able to definitely (36.9%) or possibly (32.3%) access more arts and cultural activities in the City of Maribyrnong.
- ⊗ The proportion of respondents who did not want to be able to access more arts and cultural activities declined from 19.3% to 15.9%.



## Most common method of travelling to destinations

- ⊗ This set of questions relating to the most common method of travel to destinations was included for the first time in the survey this year. Respondents were asked to select the most common method by which they travelled to four destinations.
- ⊗ The most common methods by which respondents travel to the local shops were by car (46.0%) and by walking (45.5%).
- ⊗ A little more than half (51.6%) respondents travelled to school or other educational institutions by car.
- ⊗ Almost two-thirds (63.3%) of respondents travelled to employment by car.
- ⊗ A little more than two-fifths (42.4%) of respondents travelled to the train station by walking.

## Planning and housing development

- ⊗ Respondents were asked their level of satisfaction with “planning for population growth”. This was specifically not limited to the performance of the City of Maribyrnong, but was more general in nature, as planning for population growth is a shared responsibility of many levels of government.
- ⊗ Satisfaction with “planning for population growth” increased from 6.20 to 6.28 in 2019, remained at a “solid” level. This result was almost identical to the 2019 metropolitan Melbourne average (6.22) and was marginally higher than the western region (6.01) results, and measurably higher than IMAP average (5.75).
- ⊗ In 2019, all respondents were asked to rate their satisfaction with three aspects of planning and housing development outcomes, as follows:
  - The design of public spaces *(7.19 up from 6.81)*
  - The appearance and quality of new developments *(6.85 up from 6.50)*
  - The protection of local heritage *(6.84 up from 6.39).*
- ⊗ Satisfaction with all three planning and development outcomes were similar in the City of Maribyrnong than the metropolitan Melbourne, western region councils, or IMAP averages, as recorded in 2019 Governing Melbourne.
- ⊗ In 2019, respondents that had been personally involved in the planning approvals process in the last twelve months were asked to rate their satisfaction with four aspects of the planning approvals process. It is noted that these results are based on small sample sizes of fifteen applicants and nine objectors, as follows:
  - Access to information (applicants) *(6.01 down from 7.00)*
  - Access to information (objectors) *(5.80 down from 6.23)*
  - Communication during the process (applicants) *(5.52 down from 5.81)*
  - Communication during the process (objectors) *(5.80 down from 6.07)*
  - Effectiveness of community consultation (applicants) *(4.28 down from 6.03)*
  - Effectiveness of community consultation (objectors) *(4.66 down from 5.35)*
  - Timeliness of planning decisions (applicants) *(4.52 down from 6.06)*
  - Timeliness of planning decisions (objectors) *(5.93 up from 5.60).*



## Housing in the City of Maribyrnong

- ⊗ This set of questions relating to satisfaction with three aspects of housing in the City of Maribyrnong were included for the first time in the 2019 survey.
- ⊗ Satisfaction with three aspects of housing can best be summarised as follows:
  - The availability of housing that meets the needs of the community (6.81)
  - The provision of public or social housing (6.33)
  - The affordability of housing (5.74).

## Customer service

- ⊗ In 2019, a little more than one-third (34.6% down from 46.9%) of respondents had contacted Council in the last two years.
- ⊗ The main forms of contacting Council remain telephone (54.6% up from 49.1%), via email (18.7% up from 10.2%), and visits in person (17.6% up from 15.8%).
- ⊗ The average satisfaction with nine aspects of customer service increased by one percent from 7.52 to 7.60 this year, although it remained at a “very good” level.
- ⊗ The average satisfaction with seven aspects of customer service for the City of Maribyrnong (7.54) was marginally, but not measurably higher than the 2019 metropolitan Melbourne average (7.24) from *Governing Melbourne*.
- ⊗ Satisfaction with the nine included aspects of customer service can best be summarised as follows:
  - Staff understanding language needs (NESB only) (8.43 up from 8.16)
  - Opening hours (7.85 up from 7.69)
  - The online payments system (7.71 down from 7.72)
  - General reception (7.70 up from 7.48)
  - Courtesy of service (7.57 up from 7.52)
  - Provision of information on Council and services (7.36 up from 7.26)
  - Access to relevant officer / area (7.36 down from 7.54)
  - Care and attention to enquiry (7.32 up from 7.27)
  - Speed of service (7.07 up from 6.99).

## Council services and facilities

- ⊗ **Importance** - The average importance of the thirty-eight included Council services and facilities was 8.67 out of ten in 2019, up 1.8% on the 8.52 recorded in 2018.
- ⊗ The top fourteen services and facilities were measurably more important than the average:
  - Weekly garbage collection (9.22 up from 9.16)
  - Fortnightly recycling (9.04 down from 9.18)
  - Litter collection in public areas (8.97 up from 8.70)
  - Maintenance and repair of sealed local roads (8.96 up from 8.58)





- Footpath maintenance and repairs *(8.96 up from 8.58)*
  - Local traffic management *(8.94 up from 8.48)*
  - Provision and maintenance of street lighting *(8.94 up from 8.80)*
  - Provision and maintenance of parks and gardens *(8.93 up from 8.76)*
  - Annual hard rubbish collection *(8.92 down from 9.00)*
  - Maintenance and cleaning of Footscray CBD *(8.90 up from 8.46)*
  - Illegally dumped rubbish *(8.90 up from 8.61)*
  - Fortnightly green waste collection *(8.90 down from 9.05)*
  - Services for older people *(8.90 down from 8.95)*
  - Services for people with a disability *(8.87 down from 9.14).*
- ⊗ The bottom seven services and facilities were measurably less important than the average:
- Council’s website *(8.41 up from 8.32)*
  - Additional paid hard waste collection *(8.32 up from 8.28)*
  - Provision of public art *(8.20 up from 8.03)*
  - Customer Request Management System *(8.11 down from 8.19)*
  - Maribyrnong Messenger *(8.06 up from 7.32)*
  - Council’s use of social media *(7.88 up from 7.68)*
  - Council’s online consultation tool *(7.87 up from 7.84).*
- ⊗ **Satisfaction** - The average satisfaction with the thirty-eight included Council services and facilities was 7.33 in 2019, an increase of 1.2% on the 7.24 recorded in 2018. This result is at a “very good” level.
- ⊗ Satisfaction with the top ten services and facilities was measurably higher than the average satisfaction:
- Library services *(8.56 up from 8.42)*
  - Weekly garbage collection *(8.33 down from 8.46)*
  - Fortnightly green waste collection *(8.29 up from 8.28)*
  - Fortnightly recycling *(8.27 down from 8.31)*
  - Service for children *(8.26 up from 7.98)*
  - Community Centres / Neighbourhood Houses *(7.95 up from 7.69)*
  - Provision and maintenance of playgrounds *(7.92 up from 7.59)*
  - Council’s festivals and events *(7.79 up from 7.75)*
  - Maribyrnong Aquatic Centre *(7.78 up from 7.66)*
  - Annual hard rubbish collection *(7.74 up from 7.64).*
- ⊗ Satisfaction with the bottom eleven services and facilities was measurably lower than the average satisfaction:
- Promoting local economic development *(6.94 up from 6.79)*
  - Council responsibilities on environment *(6.93 down from 7.08)*
  - Maintenance and cleaning of Footscray CBD *(6.85 up from 6.47)*
  - Maribyrnong Messenger *(6.85 up from 6.68)*
  - Illegally dumped rubbish *(6.83 up from 6.46)*
  - Local traffic management *(6.75 up from 6.57)*
  - Council’s use of social media *(6.66 down from 7.05)*
  - Public toilets *(6.61 up from 6.57)*
  - Customer Request Management System *(6.58 down from 6.72)*
  - Parking enforcement *(6.57 up from 6.13)*
  - Council’s online consultation tool *(6.18 down from 7.11).*



## Council’s overall performance

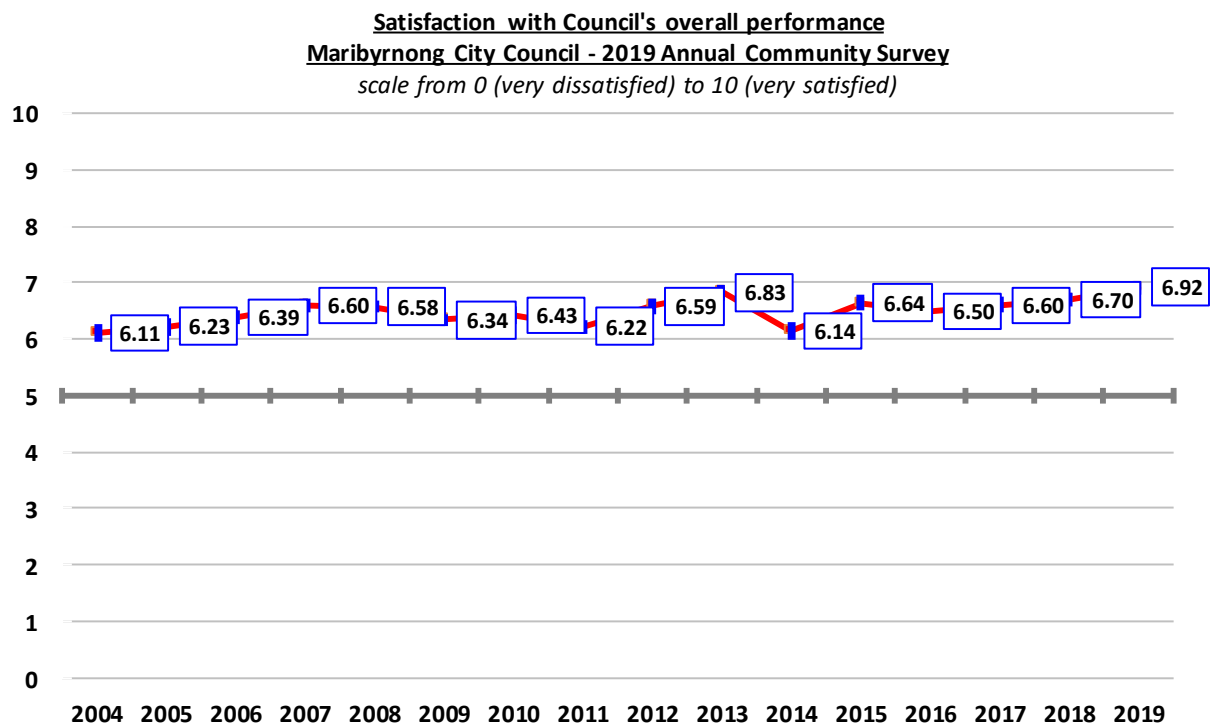
Respondents were asked:

*“On a scale of 0 (lowest) to 10 (highest), can you please rate the performance of Council across all areas of responsibility?”*

Satisfaction with the performance of Council across all areas of responsibility (overall satisfaction) increased for the third consecutive year, up three percent to 6.92, although it remains at a “good” level.

Metropolis Research notes that this is the highest overall satisfaction score recorded for the City of Maribyrnong, representing an increase in overall satisfaction with Council since the program commenced in 2004 of 13.3% (up from 6.11 to 6.92).

By way of comparison, this result was almost identical to the 2019 metropolitan Melbourne average satisfaction of 6.93, and just marginally lower than the IMAP average of 6.99. These comparative results were sourced from the 2019 *Governing Melbourne* research, conducted independently by Metropolis Research.



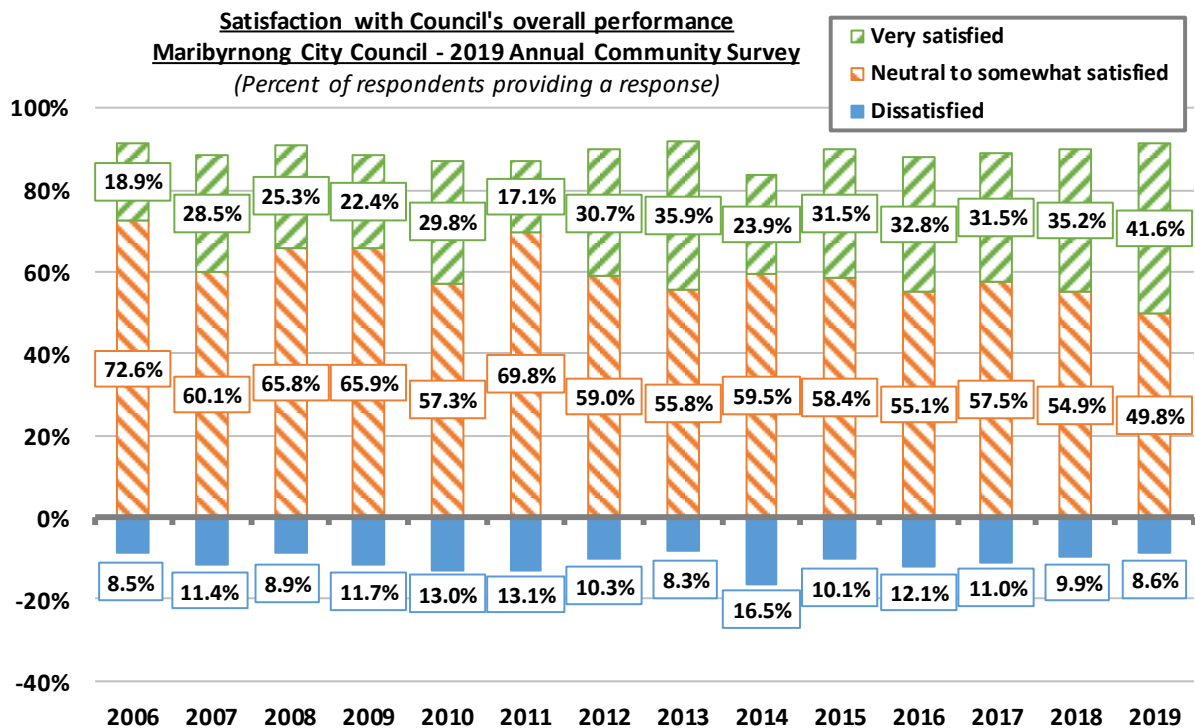
The following graph provides a breakdown of these results into the proportion of respondents who were “very satisfied” (rating satisfaction at eight or more out of 10), those who were “neutral to somewhat satisfied” (rating five to seven), and those who were dissatisfied (rating zero to four).



There was a significant increase this year in the proportion of respondents “very satisfied” with Council’s overall performance, up from 35.2% last year to 41.6%, and a decrease in the proportion of dissatisfied respondents, down from the most recent peak of 12.1% back in 2016 to 8.6% this year.

Particular attention is drawn to the fact that over the last three years, there has been a decline in the proportion of respondents who were “neutral to somewhat satisfied” and an increase in the proportion who were “very satisfied”.

It is noted that the 2019 result is the highest proportion of “very satisfied” respondents recorded by Metropolis Research for the City of Maribyrnong.

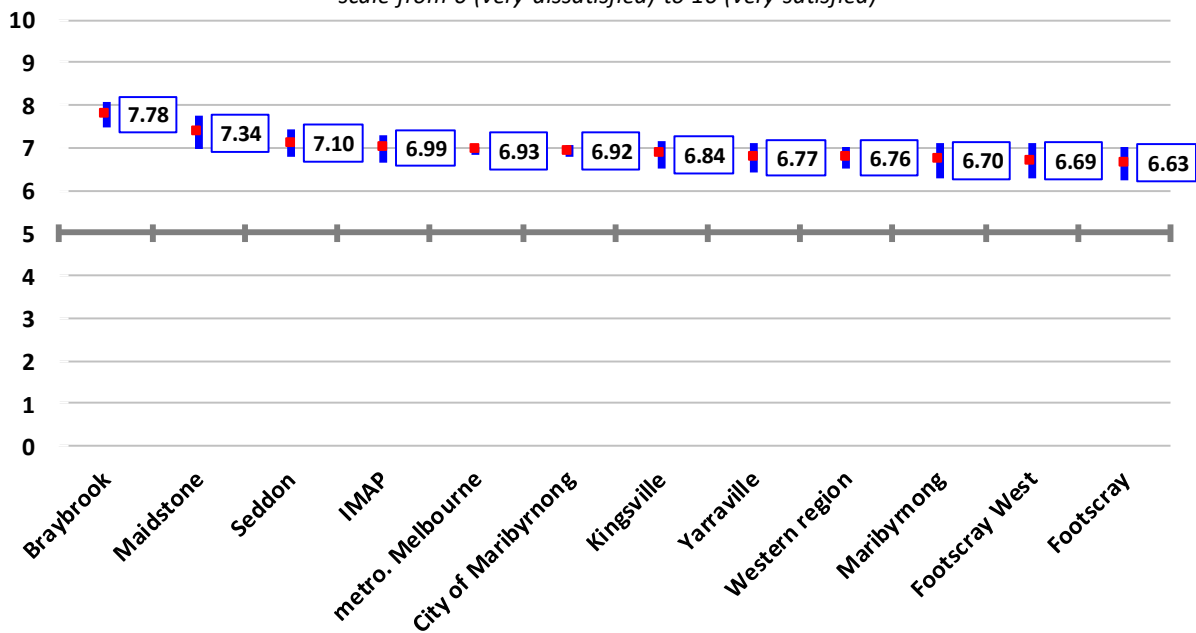


Apart from respondents from Braybrook, who were measurably and significantly more satisfied with Council’s overall performance than the municipal average, there was no other statistically significant variation in overall satisfaction observed across the municipality. Respondents in Braybrook rated satisfaction at an “excellent” level.

It is noted however that respondents from Maidstone were substantially, albeit not measurably more satisfied than average, and at a “very good” level.

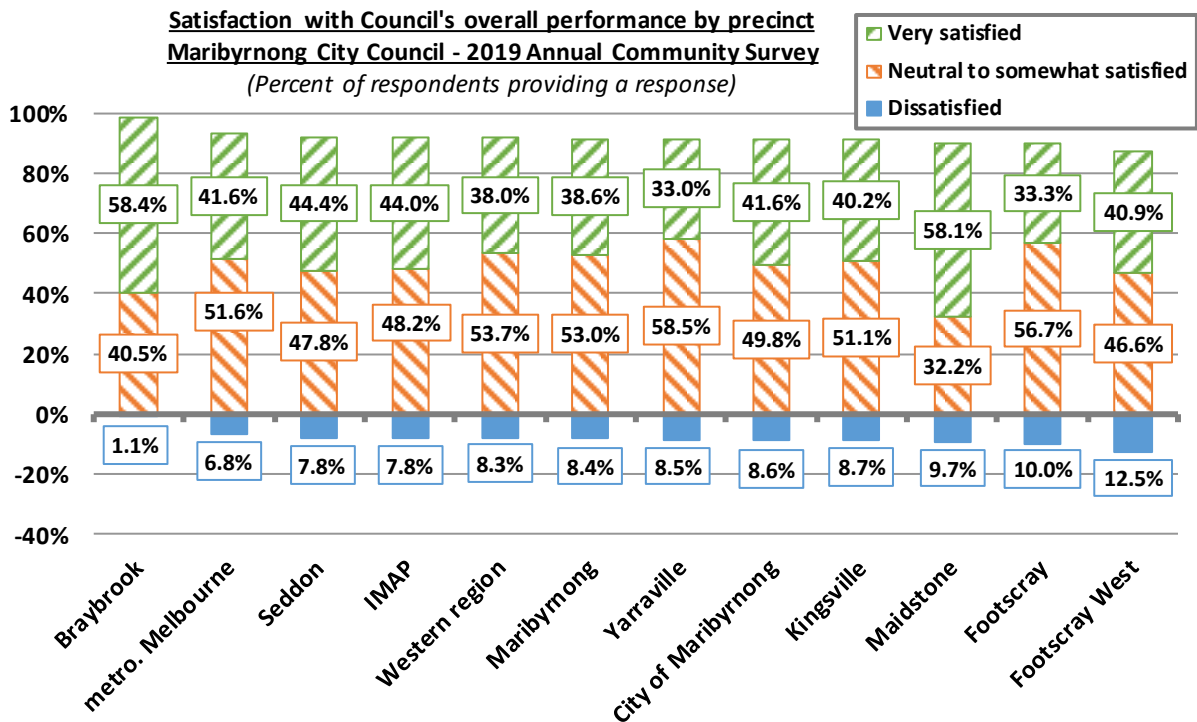


**Satisfaction with Council's overall performance by precinct**  
**Maribyrnong City Council - 2019 Annual Community Survey**  
*scale from 0 (very dissatisfied) to 10 (very satisfied)*



It is noted that more than half of the respondents from Braybrook and Maidstone were “very satisfied” with Council’s overall performance, whilst 10% of respondents from Footscray and 12.5% of respondents from Footscray West were dissatisfied with Council’s overall performance.

**Satisfaction with Council's overall performance by precinct**  
**Maribyrnong City Council - 2019 Annual Community Survey**  
*(Percent of respondents providing a response)*

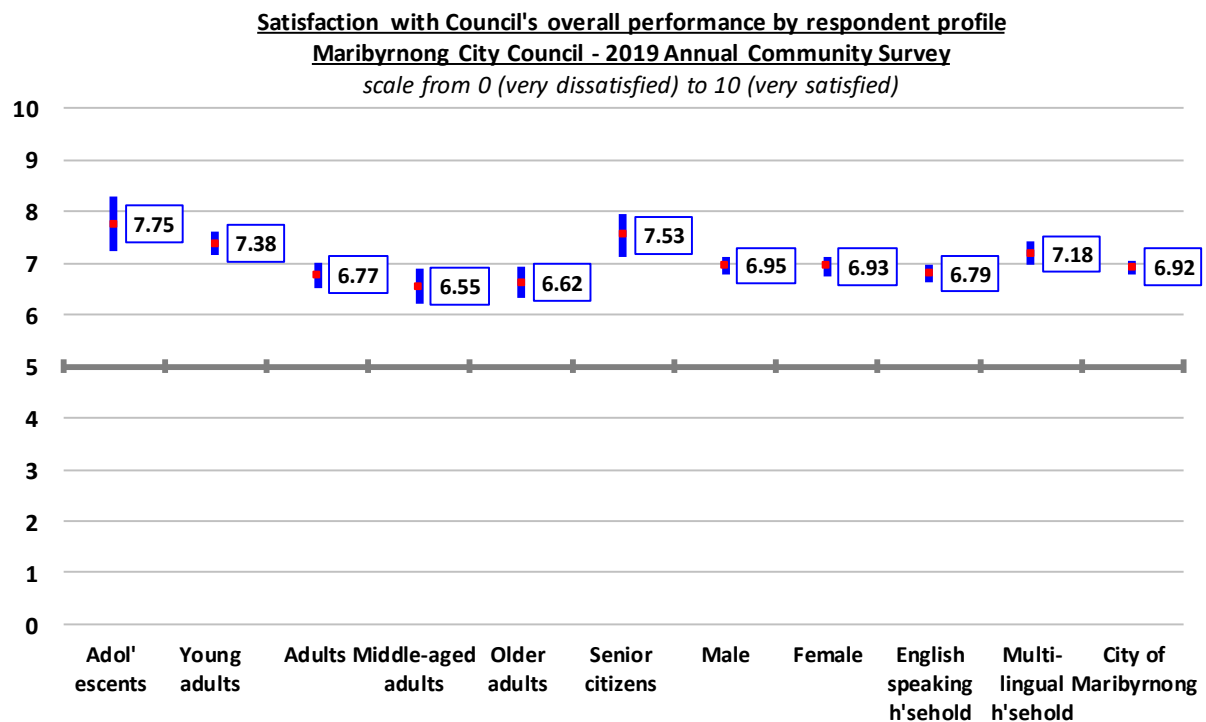


### Overall performance by respondent profile

The following graphs provide a comparison of overall satisfaction with Council by respondent profile (including age structure, gender, and language spoken at home), housing situation, period of residence, household disability status, and household structure.

There was measurable and significant variation in these results observed, as follows:

- **Age structure** – consistent with previous results, overall satisfaction with Council declines with the respondents’ age, from a high of 7.75 for the small sample of adolescents to a low of 6.55 for middle-aged adults (aged 45 to 59 years) and 6.62 for older adults (aged 60 to 74 years). Senior citizens were measurably more satisfied with Council than the average.
- **Gender** – there was no meaningful variation in overall satisfaction observed between male and female respondents.
- **Language spoken at home** – respondents from multi-lingual households were measurably more satisfied with Council’s overall performance than respondents from English speaking households.

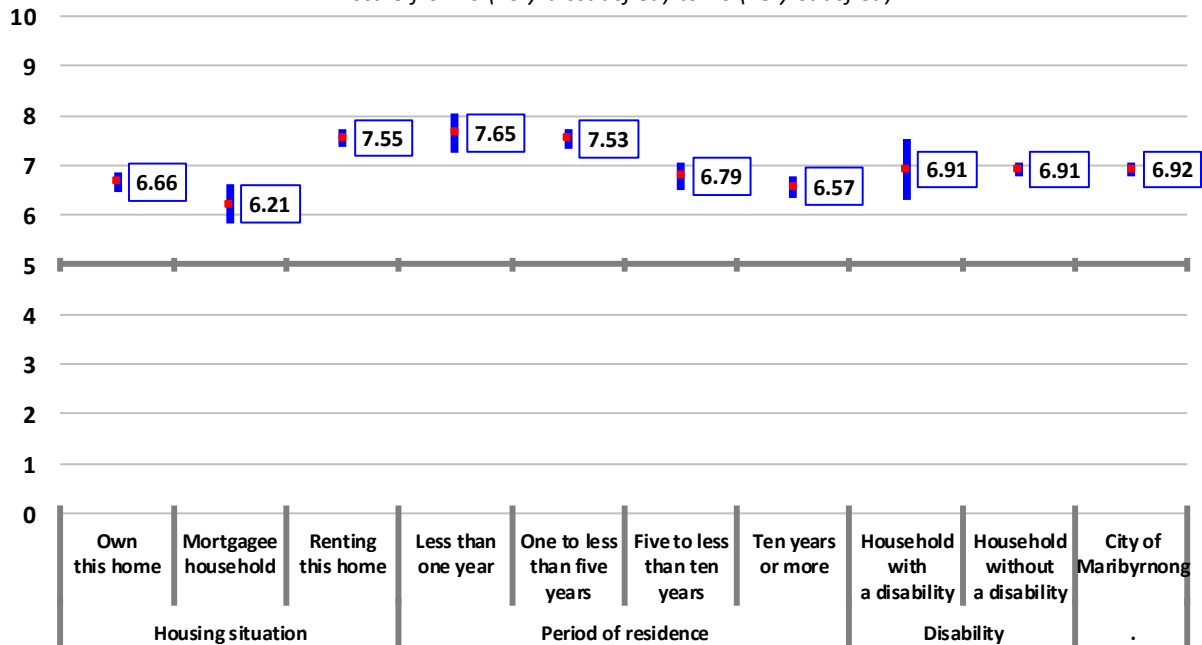


- **Housing situation** – rental household respondents were measurably and significantly more satisfied with Council’s overall performance than homeowners, or in particular mortgagee household respondents.
- **Period of residence in the City of Maribyrnong** – satisfaction with Council’s overall performance declines with the period of residence in the municipality, with newer resident respondents (who have lived in the municipality for less than five years) measurably more satisfied than longer-term residents (five years or more in the municipality).



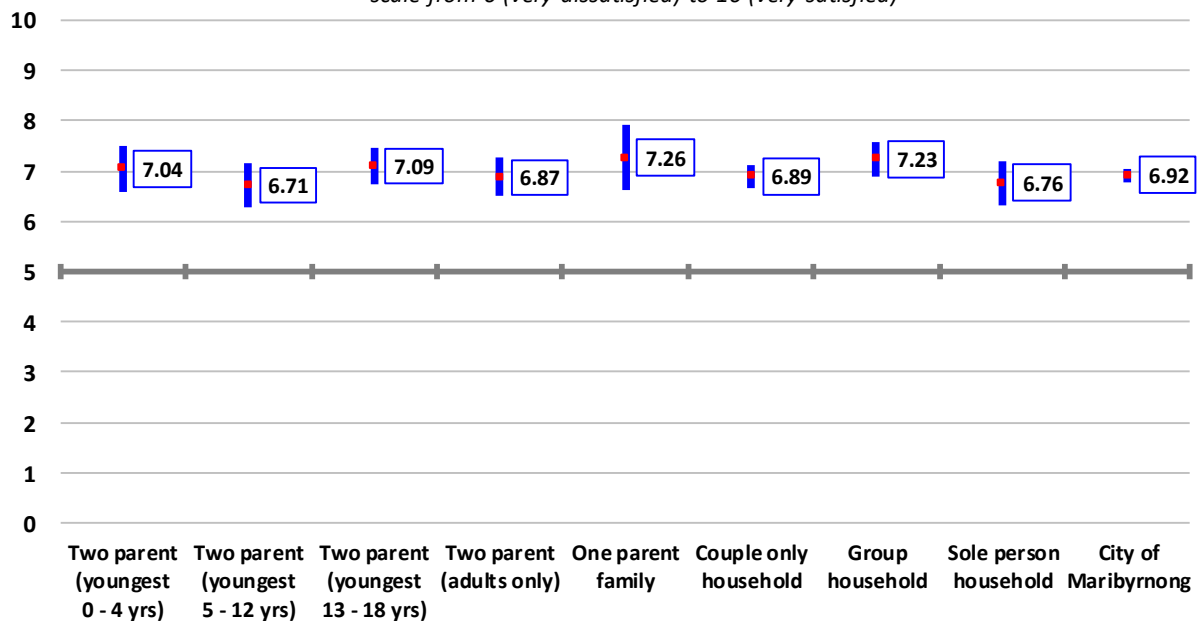
- Household disability status** – there was no variation in satisfaction with Council’s overall performance observed this year between respondents from households with a member with a disability and respondents from other households.

**Satisfaction with Council's overall performance by housing profile and disability**  
**Maribyrnong City Council - 2019 Annual Community Survey**  
*scale from 0 (very dissatisfied) to 10 (very satisfied)*



- Household structure** – respondents from group households (often rental households), as well as one-parent families were somewhat, albeit not measurably more satisfied with Council’s overall performance. It is noted that mature two-parent families (with secondary school aged children) were marginally but not measurably less satisfied than average.

**Satisfaction with Council's overall performance by household structure**  
**Maribyrnong City Council - 2019 Annual Community Survey**  
*scale from 0 (very dissatisfied) to 10 (very satisfied)*



## ***Reasons for level of satisfaction with Council's overall performance***

Respondents were asked:

*“Thinking about your satisfaction with Council's overall performance, why do you say that?”*

There was a total of 275 comments received about the respondents' satisfaction with Council's overall performance, with the verbatim comments included as an appendix.

Attention is drawn to the fact that the 2018 survey recorded a total of 442 comments. The decline in the number of comments received from respondents in relation to their satisfaction with Council's overall performance may reflect, at least in part, the improvement in satisfaction recorded this year. Respondents who are more satisfied with Council are significantly less likely to provide a response to this question than respondents who are less satisfied. This reflects the fact that many in the community tend to consider satisfaction in the negative, in other words, negative issues have a greater influence on the calculation of satisfaction than positive issues.

The following table provides a breakdown of these comments by broad issue raised, and then they are further broken down into positive and negative comments. For example, there were 118 general comments received (raising no specific issue), of which 88 were generally positive in nature and 30 were generally negative in nature.

General comments accounted for 55.2% of the comments received from respondents satisfied with Council's overall performance (rated satisfaction at 6 or more out of 10), 6.5% of the comments received from respondents who were neutral (rated satisfaction at five out of 10), and 11.6% of the comments received from respondents who were dissatisfied with Council's overall performance (rating satisfaction at zero to four).

The three most common issues raised by respondents in relation to satisfaction with Council's overall performance were issues around governance, accountability and reputation (14.5%), issues around communication, consultation and the provision of information (13.1%), and issues around rates and or the financial management of Council (9.1%).

Regarding the comments around governance, accountability and reputation, consistent with the historically high levels of satisfaction with Council's governance and leadership performance, the comments received were split relatively evenly between generally positive and generally negative comments.

In relation to the other issues raised by respondents in relation to Council's overall performance, the majority were generally negative in nature, representing issues that respondents consider detract from their satisfaction with Council's performance. This is particularly true in relation to communication, consultation and the provision of information; rates and financial management; building, planning, housing and development, road, traffic, transport and footpaths; parking; and safety, policing and crime. For all these issues, all the comments received were generally negative in nature.



**Reasons for rating of satisfaction with Council's overall performance**

**Maribyrnong City Council - 2019 Annual Community Survey**

(Number and percent of total respondents)

<i>Reason for rating of satisfaction</i>	<i>Total Number</i>	<i>Total Percent</i>	<i>Satisfied (6 to 10)</i>	<i>Neutral (5)</i>	<i>Dissatisfied (0 to 4)</i>
<b>General statements</b>	<b>118</b>	<b>42.9%</b>	<b>55.2%</b>	<b>6.5%</b>	<b>11.6%</b>
<i>positive</i>	88	32.0%	43.8%	0.0%	0.0%
<i>negative</i>	30	10.9%	11.4%	6.5%	11.6%
<b>Governance, accountability and reputation</b>	<b>40</b>	<b>14.5%</b>	<b>11.4%</b>	<b>9.7%</b>	<b>32.6%</b>
<i>positive</i>	16	5.8%	8.0%	0.0%	0.0%
<i>negative</i>	24	8.7%	3.5%	9.7%	32.6%
<b>Communication, consultation, information</b>	<b>36</b>	<b>13.1%</b>	<b>9.5%</b>	<b>32.3%</b>	<b>16.3%</b>
<i>positive</i>	2	0.7%	1.0%	0.0%	0.0%
<i>negative</i>	34	12.4%	8.5%	32.3%	16.3%
<b>Rates and financial management</b>	<b>25</b>	<b>9.1%</b>	<b>5.5%</b>	<b>19.4%</b>	<b>18.6%</b>
<i>positive</i>	0	0.0%	0.0%	0.0%	0.0%
<i>negative</i>	25	9.1%	5.5%	19.4%	18.6%
<b>Services and facilities</b>	<b>13</b>	<b>4.7%</b>	<b>5.0%</b>	<b>3.2%</b>	<b>4.7%</b>
<i>positive</i>	4	1.5%	2.0%	0.0%	0.0%
<i>negative</i>	9	3.3%	3.0%	3.2%	4.7%
<b>Building, planning, housing and development</b>	<b>12</b>	<b>4.4%</b>	<b>2.5%</b>	<b>9.7%</b>	<b>9.3%</b>
<i>positive</i>	0	0.0%	0.0%	0.0%	0.0%
<i>negative</i>	12	4.4%	2.5%	9.7%	9.3%
<b>Roads, traffic, transport and footpaths</b>	<b>9</b>	<b>3.3%</b>	<b>3.0%</b>	<b>0.0%</b>	<b>7.0%</b>
<i>positive</i>	0	0.0%	0.0%	0.0%	0.0%
<i>negative</i>	9	3.3%	3.0%	0.0%	7.0%
<b>Parking</b>	<b>7</b>	<b>2.5%</b>	<b>3.0%</b>	<b>3.2%</b>	<b>0.0%</b>
<i>positive</i>	0	0.0%	0.0%	0.0%	0.0%
<i>negative</i>	7	2.5%	3.0%	3.2%	0.0%
<b>Environment, parks, open space and trees</b>	<b>6</b>	<b>2.2%</b>	<b>2.0%</b>	<b>6.5%</b>	<b>0.0%</b>
<i>positive</i>	1	0.4%	0.5%	0.0%	0.0%
<i>negative</i>	5	1.8%	1.5%	6.5%	0.0%
<b>Waste management</b>	<b>4</b>	<b>1.5%</b>	<b>1.5%</b>	<b>3.2%</b>	<b>0.0%</b>
<i>positive</i>	1	0.4%	0.5%	0.0%	0.0%
<i>negative</i>	3	1.1%	1.0%	3.2%	0.0%
<b>Safety, policing and crime</b>	<b>1</b>	<b>0.4%</b>	<b>0.0%</b>	<b>3.2%</b>	<b>0.0%</b>
<i>positive</i>	0	0.0%	0.0%	0.0%	0.0%
<i>negative</i>	1	0.4%	0.0%	3.2%	0.0%
<b>Other reasons</b>	<b>4</b>	<b>1.5%</b>	<b>1.5%</b>	<b>3%</b>	<b>0%</b>
<b>Total</b>	<b>275</b>		<b>201</b>	<b>31</b>	<b>43</b>





### Change in Council's overall performance

Respondents were asked:

*“Over the past twelve months, do you think Maribyrnong City Council’s overall performance has improved, stayed the same or deteriorated?”*

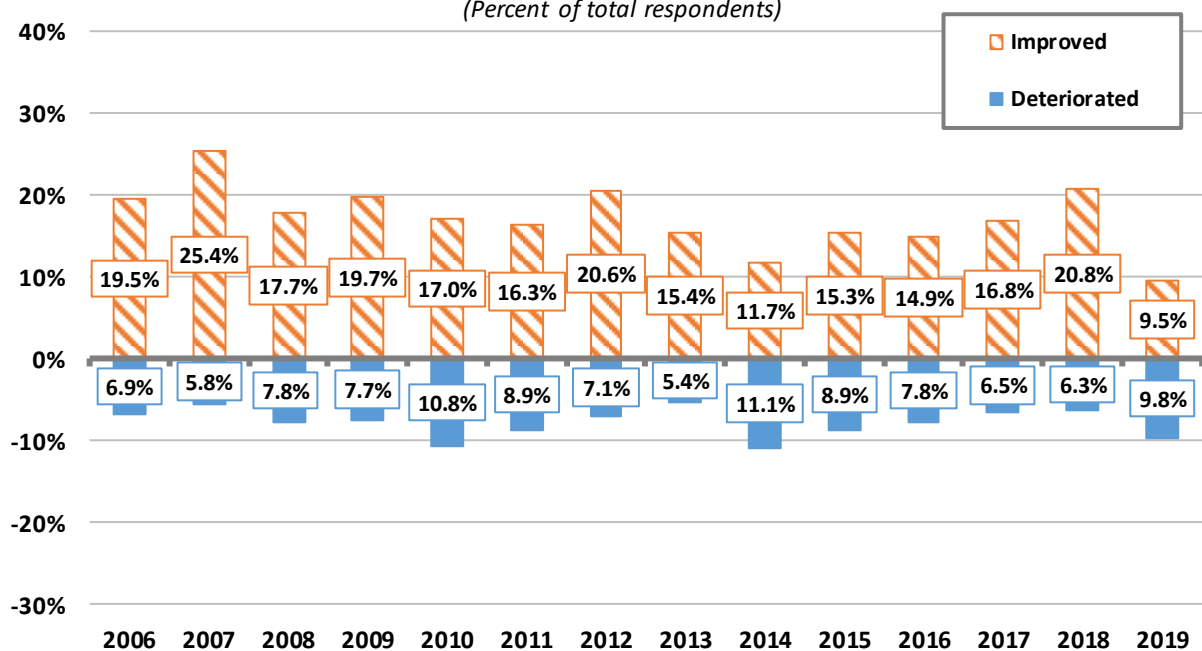
Unlike the trend that had emerged in recent years of an increasing proportion of respondents who considered that Council’s overall performance had improved in the last twelve months, this year respondents were evenly split between those who considered that performance had improved and those who considered that performance had deteriorated.

It is important to bear in mind, that there is not always a direct correlation between respondents’ considering that performance had improved and increased overall satisfaction.

**Change in overall performance**  
**Maribyrnong City Council - 2019 Annual Community Survey**  
 (Number and percent of total respondents)

Change	2019		2018	2017	2016	2015	2014
	Number	Percent					
Improved	76	9.5%	20.8%	16.8%	14.9%	15.3%	11.7%
Stayed the same	426	53.3%	49.5%	51.8%	58.5%	53.3%	52.0%
Deteriorated	78	9.8%	6.3%	6.5%	7.8%	8.9%	11.1%
Can't say	220	27.5%	23.5%	25.0%	18.7%	22.6%	25.2%
<b>Total</b>	<b>800</b>	<b>100%</b>	<b>800</b>	<b>800</b>	<b>803</b>	<b>800</b>	<b>802</b>

**Change in satisfaction with Council's overall performance in last 12 months**  
**Maribyrnong City Council - 2019 Annual Community Survey**  
 (Percent of total respondents)



## Governance and leadership

Respondents were asked:

*“On a scale of 0 (lowest) to 10 (highest), can you please rate your satisfaction with the following?”*

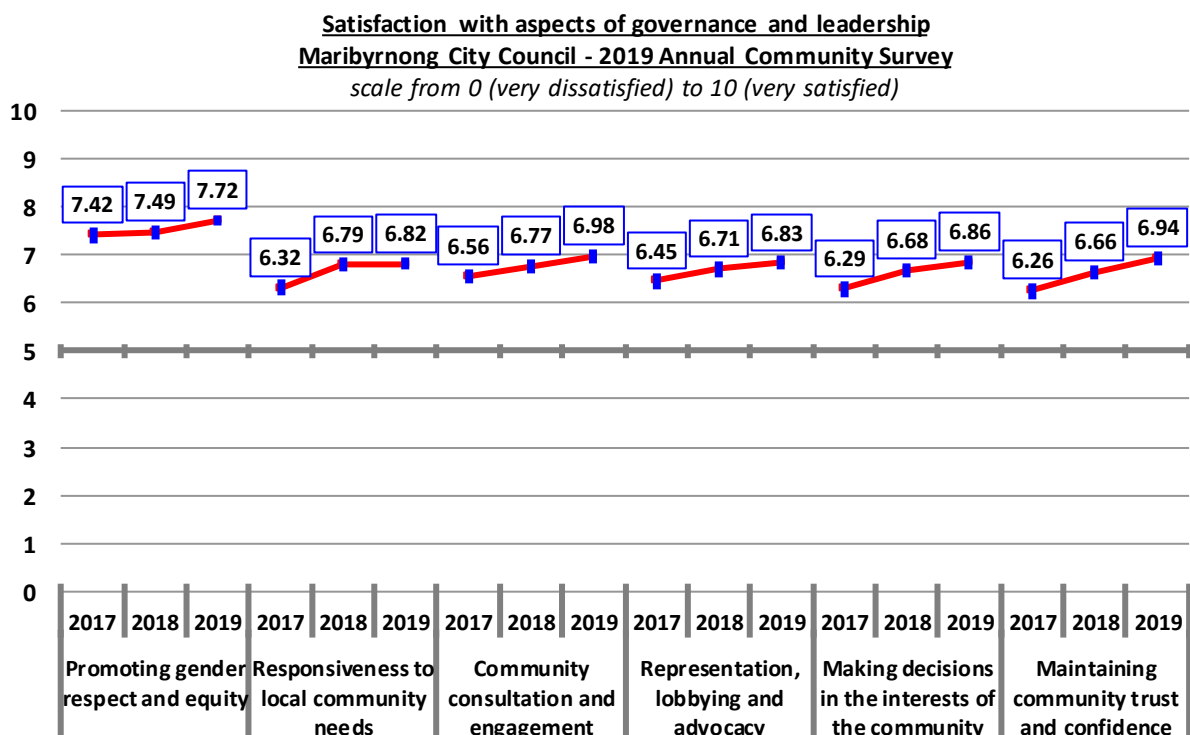
Respondents were asked to rate their personal level of satisfaction with six aspects of governance and leadership.

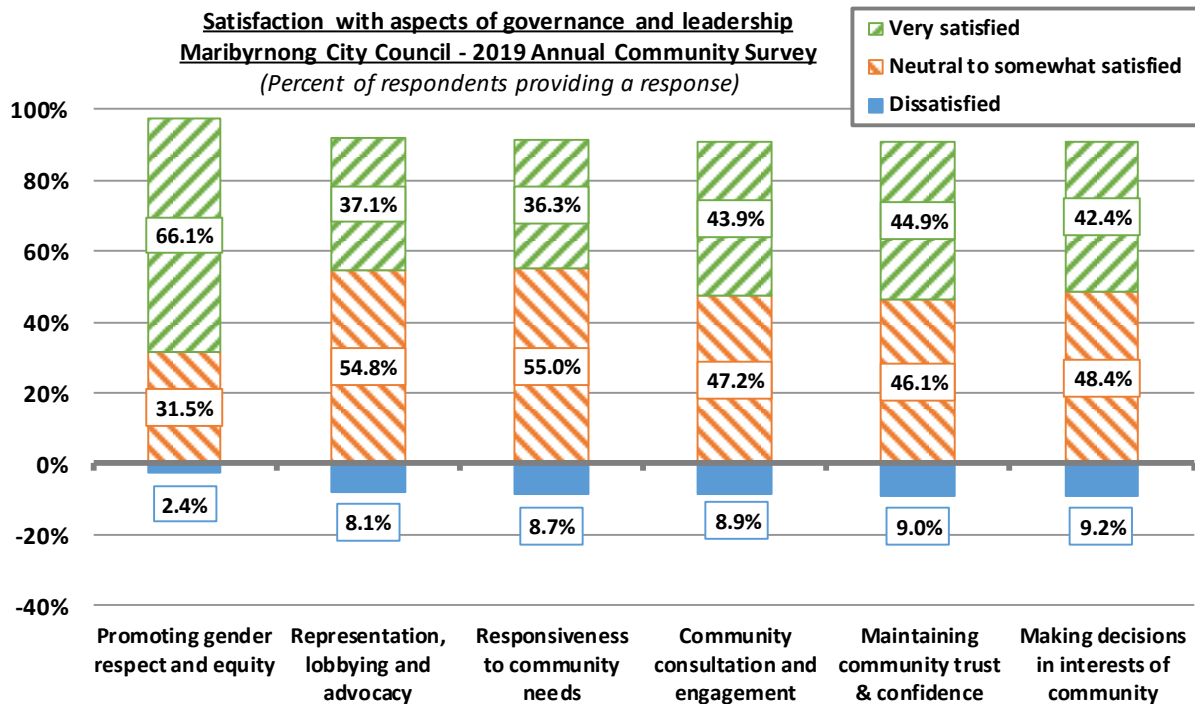
The average satisfaction with these six aspects was 7.02 out of ten this year, up 2.5% on the 6.85 recorded last year. This follows on from an increase of 4.6% recorded last year. This strong result confirms that community satisfaction with the governance and leadership performance of Council continues to improve.

Excluding “promoting gender respect and equity”, satisfaction with the five core aspects of governance and leadership has increased 12.3% since the most recent low point recorded in 2014.

Satisfaction with these six aspects of governance and leadership can best be summarised as:

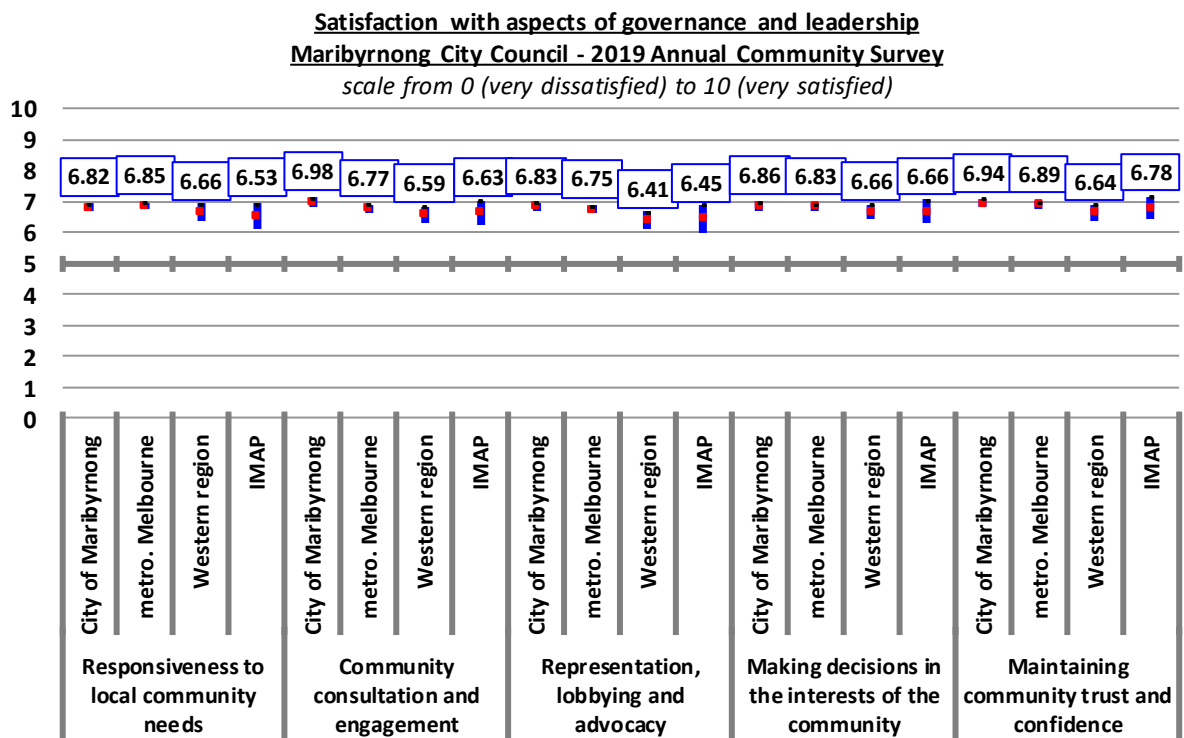
- **Very Good** – for the performance of Council promoting gender respect and equity. Approximately two-thirds of respondents strongly agreed (rating satisfaction at eight or more), whilst just 2.4% were dissatisfied (rating satisfaction at zero to four).
- **Good** – for community consultation and engagement, community consultation and engagement, maintaining community trust and confidence, representation, lobbying and advocacy, and the responsiveness of Council to local community needs. A little more than one-third of respondents were very satisfied with these aspects, whilst a little less than ten percent were dissatisfied.





The average satisfaction with the five core aspects of governance and leadership was 6.88 this year, up 2.4% from the 2018 average.

This result was marginally higher than the metropolitan Melbourne average of 6.82, and notably but not measurably higher than the western region councils’ average of 6.59, and the IMAP councils’ average of 6.61. These comparative results are sourced from the 2019 Metropolis Research *Governing Melbourne* research.



## Community issues, behaviours and attitudes

### *Issues for the City of Maribyrnong at the moment*

Respondents were asked:

*“Can you please list what you consider to be the top three issues for the City of Maribyrnong at the moment?”*

A total of 534 respondents representing 66.7% of the total sample identified at least one issue to address in the City of Maribyrnong “at the moment”. This is a decrease on the 75.6% who identified at least one issue last year.

The declining proportion of respondents raising issues to address in the municipality may well be related, at least in part, to the continued increase in satisfaction with the overall performance of Council. This reflects the fact that negative issues are more readily raised by respondents than positive issues. In other words, individuals are much more likely to raise an issue that is a negative for them (e.g. traffic congestion) than they are to raise positive issues (e.g. there should be more community festivals).

It is important to bear in mind that these issues reflect issues by the community as priorities to be address in the municipality in the coming year. They are not to be read as a list of complaints about the performance of Council, nor do they all fall within the remit of the City of Maribyrnong Council. Many of the issues raised by respondents are generally within the remit of the Victoria State Government.

The open-ended responses received from respondents have been categorised into broad groups for ease of analysis and to facilitate time-series analysis. The detailed verbatim comments within each category are available on request.

There are eight issues that have consistently been found to be amongst the most commonly raised by respondents across the City of Maribyrnong in recent years and these issues remain prominent again this year. These issues include traffic management; car parking; road maintenance and repairs; safety, policing and crime; cleanliness and general maintenance; building, housing, planning and development; and parks, gardens and open spaces.

Of these eight issues, the three most commonly raised in 2019 were traffic management (16.8%), car parking (13.9%), and road maintenance and repairs (10.1%).

Notable changes observed in these results this year include:

- **Increased importance** – road maintenance and repairs (up from an unusually low 5.5% last year to 10.1% this year), recycling services and facilities (up from 2.4% to 8.1%), and environment, conservation and climate change (up from 1.8% to 4.9%).
- **Decreased importance** - car parking issues (down from 16.5% to 13.9%) and lighting (down from 9.5% to 5.1%).



Recycling services and facilities were more commonly raised this year than in any previous year. The issues raised by respondents included access to appropriate recycling services and facilities, as well concern being raised by some respondents as to the need to ensure that the recycling being collected by Council is in fact being recycled and not sent to land-fill.

Metropolis Research also draws attention to a new issue that emerged for the first time this year, that being issues around the proposal in relation to the Footscray Park. A total of 32 respondents representing four percent of the total sample raised this issue this year, with most of those respondents living in Footscray (16 respondents). Particular attention is drawn to the fact that the small number of respondents raising the issue around the Footscray Park were on average, measurably and significantly less satisfied with Council's overall performance than the municipal average. The average satisfaction with Council of these respondents was just 5.54 or "very poor", 19.9% lower than the municipal average satisfaction of 6.92.

The two most commonly raised issues to address in the City of Maribyrnong this year were:

- **Traffic management** – identified by approximately one-sixth (16.8%) this year, a small decrease on the 18.0% from last year, and significantly down on the 26.8% recorded in 2017.
  - Traffic management issues relate primarily to issues such as congestion, commuting times, and the volume and speed of traffic in the municipality.
  - Metropolis Research notes that traffic management is the most common issue across metropolitan Melbourne and has been so since *Governing Melbourne* commenced in 2010.
  - The 134 respondents that identified traffic management (6.72) were on average marginally less satisfied with Council's overall performance than the municipal average (6.92). This does imply that this issue of traffic management, which is largely but not exclusively within the remit of state government, is only a marginally negative influence on these respondents' satisfaction with Council's overall performance.
- **Car parking** – identified by a little less than one-sixth (13.9%) of respondents in 2019, a small decline on the 16.5% recorded in 2018, and a more substantial decline on the unusually high 22.1% recorded in 2014.
  - Car parking issues include issues around the availability and cost of parking, as well as issues with parking enforcement (both too much and too little enforcement).
  - Car parking issues are common across much of metropolitan Melbourne (14.6%), particularly inner and middle ring municipalities.
  - The 111 respondents that identified car parking as an issue (6.72) were on average marginally less satisfied with Council's overall performance than the municipal average (6.92). This does imply that this year car parking issues were marginally negative influence on these respondent's satisfaction with Council's overall performance this year.

When compared to the 2019 metropolitan Melbourne results, it is noted that:

- **More commonly raised as an issue in the City of Maribyrnong** – included road maintenance and repairs, recycling services and facilities, and cleanliness and maintenance of the area.
- **Less commonly raised as an issue in the City of Maribyrnong** – included traffic management and public transport.



**Top three issues for the City of Maribyrnong at the moment**  
**Maribyrnong City Council - 2019 Annual Community Survey**  
*(Number and percent of total respondents)*

Issue	2019		2018	2017	2016	2015	2019 Metro.*
	Number	Percent					
Traffic management	134	16.8%	18.0%	26.8%	14.1%	18.5%	20.3%
Car parking	111	13.9%	16.5%	17.3%	19.2%	18.4%	14.6%
Road maintenance and repairs	81	10.1%	5.5%	12.0%	8.0%	8.4%	7.0%
Recycling services and facilities	65	8.1%	2.4%	1.6%	0.9%	0.5%	3.6%
Safety, policing and crime	59	7.4%	9.4%	9.8%	6.0%	7.4%	6.3%
Cleanliness and maintenance of area	52	6.5%	6.9%	5.5%	6.4%	8.6%	3.1%
Building, planning, housing and development	49	6.1%	6.3%	14.6%	11.8%	6.4%	7.3%
Parks, gardens and open space	46	5.8%	7.9%	7.1%	8.3%	6.4%	6.0%
Provision and maintenance of street trees	42	5.3%	5.3%	5.3%	3.5%	4.3%	6.5%
Lighting	41	5.1%	9.5%	7.0%	4.1%	3.9%	6.6%
Environment, conservation, climate change	39	4.9%	1.8%	4.0%	1.9%	2.9%	3.0%
Footpath maintenance and repairs	37	4.6%	6.0%	6.5%	5.9%	6.6%	6.5%
Footscray Park	32	4.0%	n.a.	n.a.	n.a.	n.a.	n.a.
Council rates	28	3.5%	5.9%	6.0%	6.0%	6.3%	3.2%
Rubbish and waste issues including garbage	28	3.5%	3.8%	5.0%	1.7%	1.9%	3.9%
Street cleaning and maintenance	26	3.3%	4.0%	3.0%	3.5%	3.0%	2.9%
Hard rubbish collection	14	1.8%	3.8%	2.8%	2.6%	3.3%	1.9%
Public transport	14	1.8%	2.6%	3.4%	1.9%	3.3%	5.1%
Cycling and walking tracks	14	1.8%	4.3%	3.6%	4.6%	5.5%	2.5%
Public toilets	12	1.5%	2.3%	1.5%	0.9%	1.3%	1.1%
Enforcement and update of local laws	12	1.5%	0.9%	0.1%	0.2%	0.0%	0.6%
Community activities, arts and culture	12	1.5%	0.6%	1.1%	1.1%	0.8%	1.0%
Communication and provision of information	11	1.4%	0.9%	2.6%	2.4%	2.5%	1.5%
Activities & facilities for children	11	1.4%	0.6%	0.4%	0.9%	1.3%	0.7%
Drugs, alcohol and cigarette issues	10	1.3%	2.1%	2.6%	1.4%	2.1%	0.5%
Green waste collection	10	1.3%	1.1%	1.5%	1.1%	0.0%	2.0%
Shops, restaurants and entertainment venues	9	1.1%	0.4%	0.8%	2.1%	0.6%	1.0%
Governance and accountability	8	1.0%	0.5%	0.8%	0.7%	1.0%	0.3%
Provision & maintenance of commu. facilities	7	0.9%	0.1%	0.6%	0.4%	0.5%	0.3%
Beautification of area / liveability	6	0.8%	0.1%	0.7%	0.0%	0.8%	0.0%
Council customer service	6	0.8%	0.5%	1.0%	0.6%	1.1%	0.6%
Graffiti and vandalism	6	0.8%	1.0%	1.8%	2.2%	4.0%	1.0%
Services and facilities for the elderly	6	0.8%	1.0%	1.9%	1.1%	0.6%	0.7%
Childcare	5	0.6%	0.5%	3.0%	2.0%	1.5%	0.4%
City Centre development	5	0.6%	n.a.	n.a.	n.a.	n.a.	n.a.
Cultural diversity	5	0.6%	0.3%	1.6%	1.0%	1.0%	0.1%
Education and schools	5	0.6%	1.3%	4.3%	1.6%	2.3%	0.6%
Homelessness and beggars	5	0.6%	0.5%	0.8%	0.4%	0.0%	0.5%
Sports and recreation facilities	5	0.6%	1.3%	1.1%	0.7%	1.1%	1.5%
All other issues (37 separately identified issues)	52	6.5%	14.3%	19.5%	22.0%	16.9%	12.7%
<b>Total responses</b>	<b>1,120</b>		<b>1,187</b>	<b>1,500</b>	<b>1,229</b>	<b>1,237</b>	<b>1,682</b>
<i>Respondents identifying at least one issue</i>	534 (66.7%)		605 (75.6%)	666 (83.3%)	588 (73.2%)	570 (71.2%)	849 (69.4%)

(\* ) 2019 metropolitan Melbourne average from Governing Melbourne



## Planning and housing development

There were two separate sets of questions included in the survey relating to satisfaction with planning and housing development. The first set of three questions were asked of all respondents and related to three planning and development outcomes in the municipality.

Following this first set of questions, a screening question was asked about involvement in the planning approvals process in the last twelve months, and for those respondents participating as applicants or objectors, respondents were asked to rate their satisfaction with four aspects of the planning approvals process.

### ***Planning and housing development outcomes***

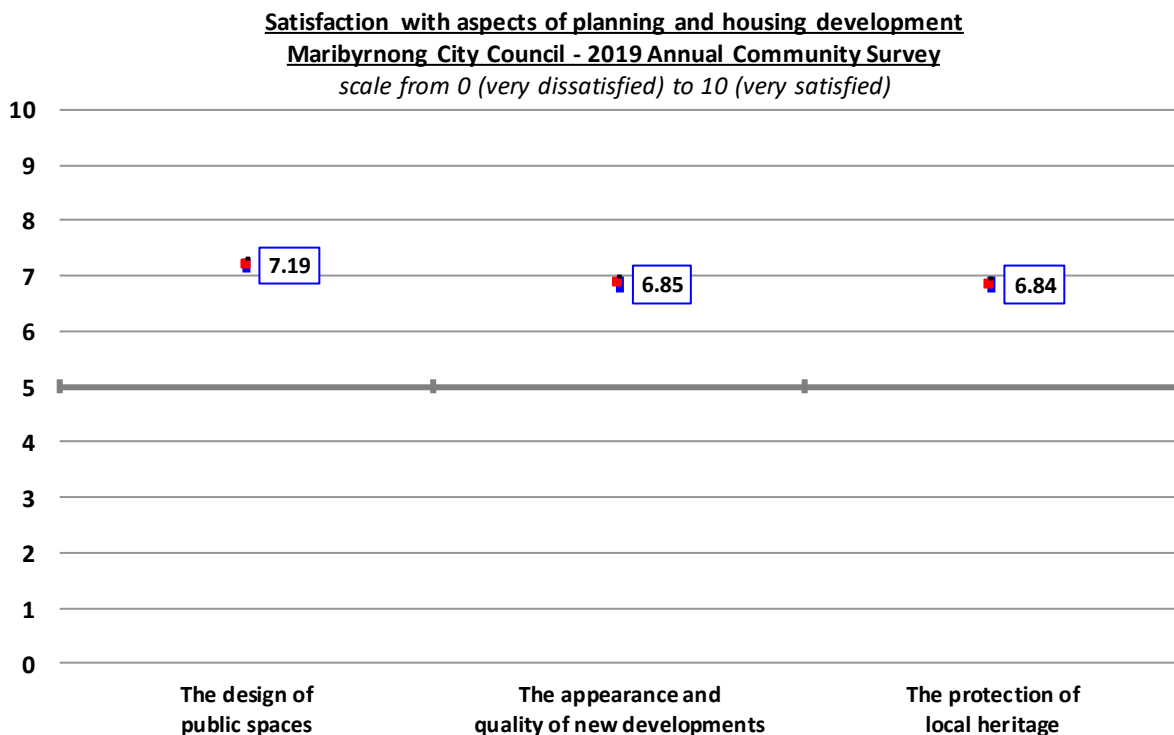
Respondents were asked:

*“On a scale of 0 (lowest) to 10 (highest), please rate your satisfaction with the following aspects of planning and housing development in your local area?”*

All respondents were asked to rate their satisfaction with these planning and development “outcomes”, as outlined in the following graph.

Satisfaction with all three aspects were rated at “good” levels this year. This is an improvement for “the protection of local heritage” which was rated as “solid” last year.

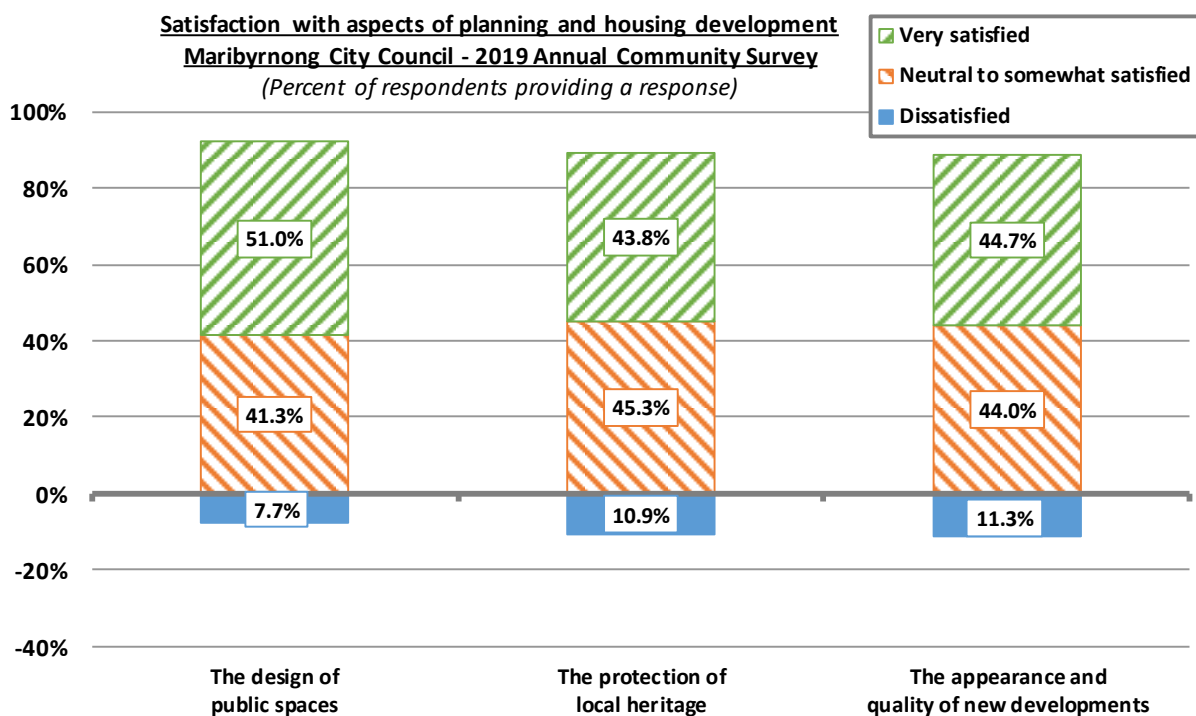
As outlined in the following pages, satisfaction with all three aspects improved measurably this year.



The following graph provides a breakdown of these results into respondents who were “very satisfied” (i.e. rated satisfaction at eight or more out of 10), respondents who were “neutral to somewhat satisfied” (rating five to seven), and respondents who were dissatisfied (rating zero to four).

Approximately half of the respondents were very satisfied with the design of public spaces, whilst a little less than half were very satisfied with the protection of local heritage and the appearance and quality of new developments. These results are all improvements on the results recorded last year, which reported approximately one-third very satisfied with each of the three aspects.

Approximately ten percent of respondents were dissatisfied with these three aspects. These are again an improvement on the results recorded last year.



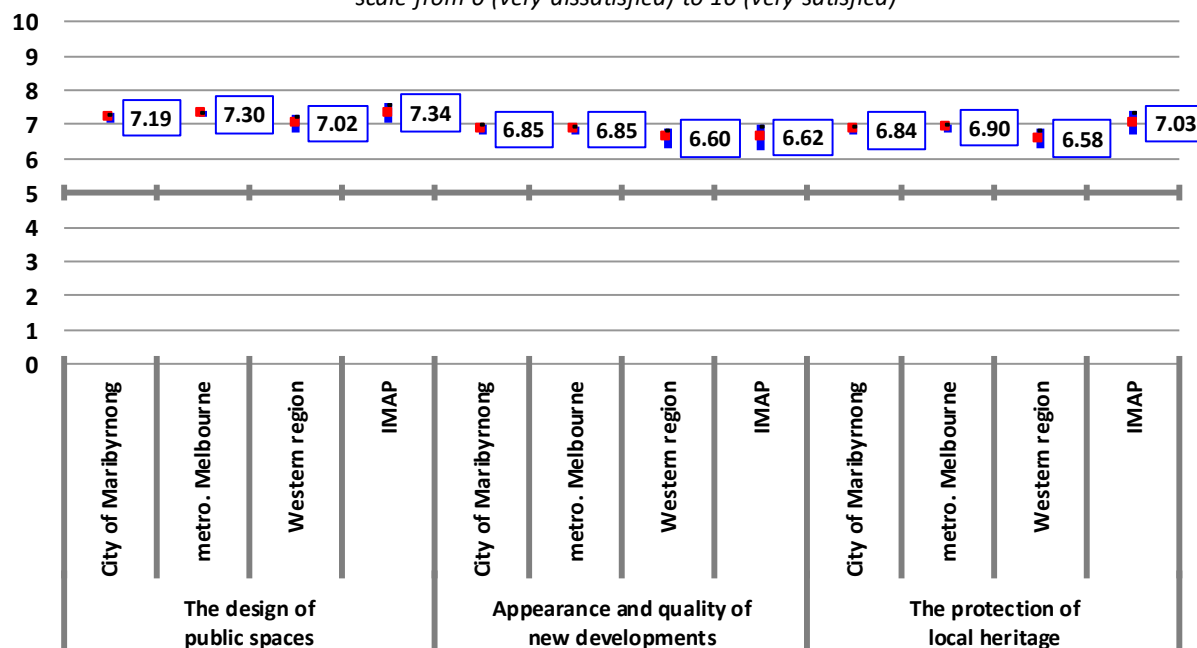
The following graph provides a comparison of average satisfaction with these three planning and development outcomes for the City of Maribyrnong compared to the results from the 2019 *Governing Melbourne* research for metropolitan Melbourne, the western region councils and the IMAP councils.

Satisfaction with all three planning and development outcomes were similar in the City of Maribyrnong than the comparison results, particularly the metropolitan Melbourne results.





**Satisfaction with aspects of planning and housing development**  
**Maribyrnong City Council - 2019 Annual Community Survey**  
*scale from 0 (very dissatisfied) to 10 (very satisfied)*



**Planning approvals process**

**Involvement in planning approvals process**

Respondents were asked:

*“Have you or members of this household been personally involved in a planning application or development in the last twelve months?”*

A total of just 29 respondents (3.6%) reported that they had been personally involved in the planning approvals process in the last twelve months.

This is a decline on the 5.6% recorded in 2018 and the nine percent recorded in 2017.

**Involvement in planning approvals process**  
**Maribyrnong City Council - 2019 Annual Community Survey**  
*(Number and percent of respondents providing a response)*

Response	2019		2018	2017	2016	2015	2014
	Number	Percent					
Yes - Applicant	15	1.9%	3.5%	5.1%	4.1%	3.8%	6.2%
Yes - Objector	9	1.1%	1.6%	3.1%	6.4%	3.8%	2.5%
Yes - Other	5	0.6%	0.5%	0.8%	0.5%	0.5%	1.1%
No involvement	763	96.3%	94.3%	91.0%	89.0%	92.0%	90.1%
Not stated	8		8	19	6	29	15
<b>Total</b>	<b>800</b>	<b>100%</b>	<b>800</b>	<b>800</b>	<b>803</b>	<b>800</b>	<b>802</b>



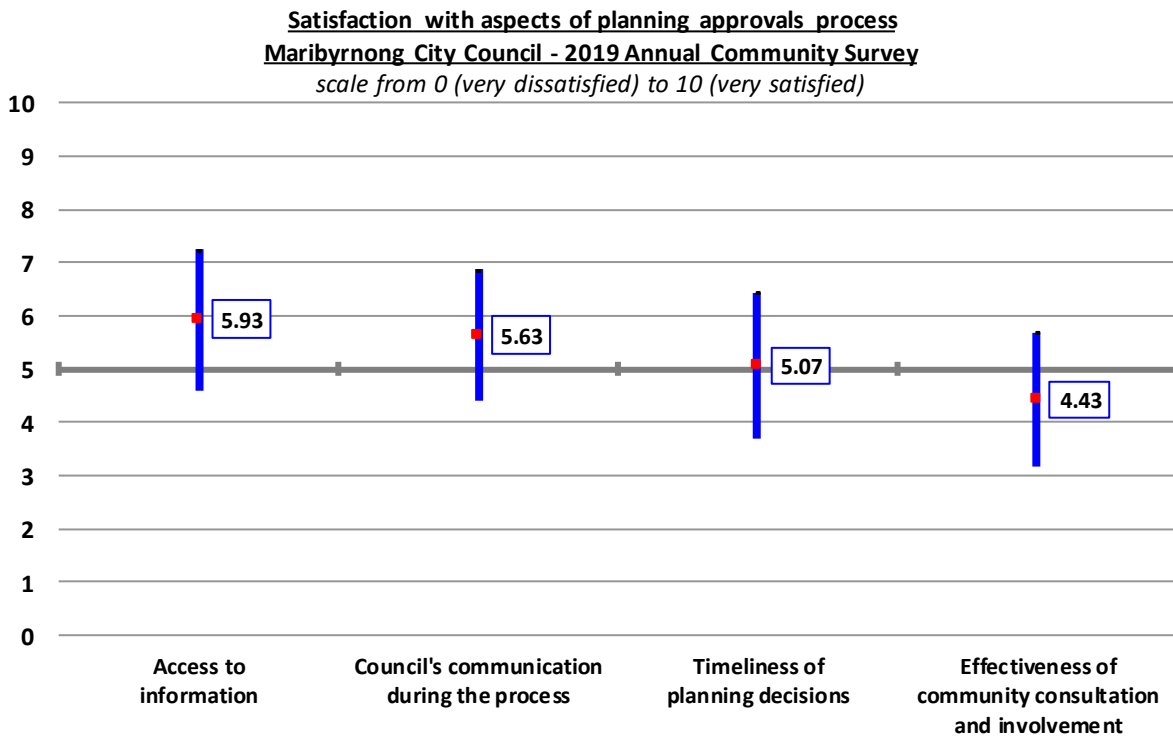
## Satisfaction with aspects of the planning approvals process

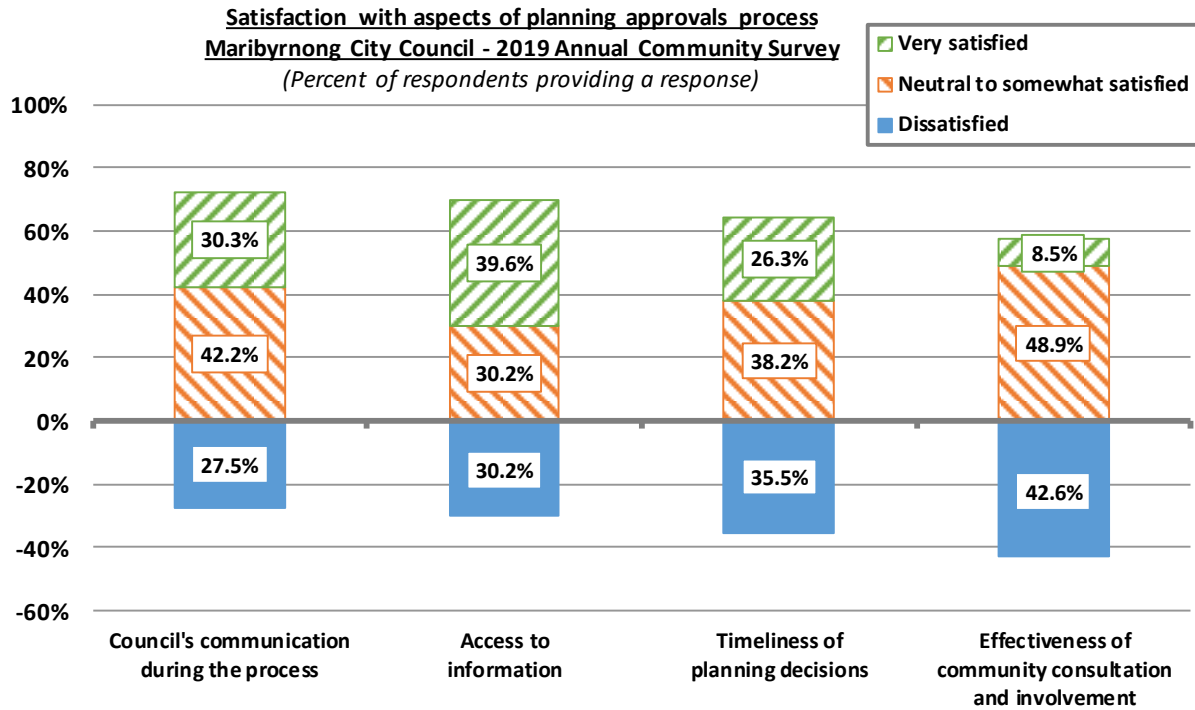
Respondents involved in planning in the last 12 months were asked:

*“On a scale of 0 (lowest) to 10 (highest), how satisfied were you with the following aspects of the planning approvals process?”*

Whilst attention is drawn to the very small sample size (29 respondents), satisfaction with these four aspects of the planning approvals process can best be summarised as follows:

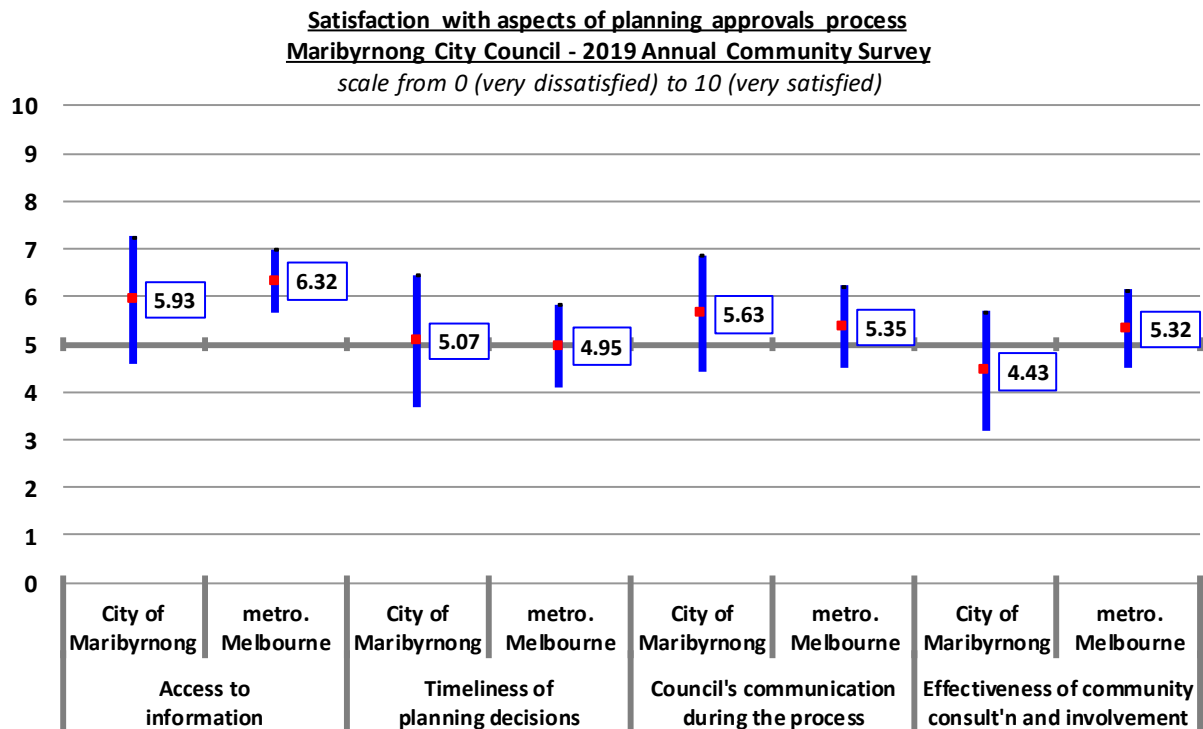
- **Poor** – for access to information and Council’s communication during the process.
- **Very Poor** – for the timeliness of planning decisions.
- **Extremely Poor** – for the effectiveness of community consultation and involvement.



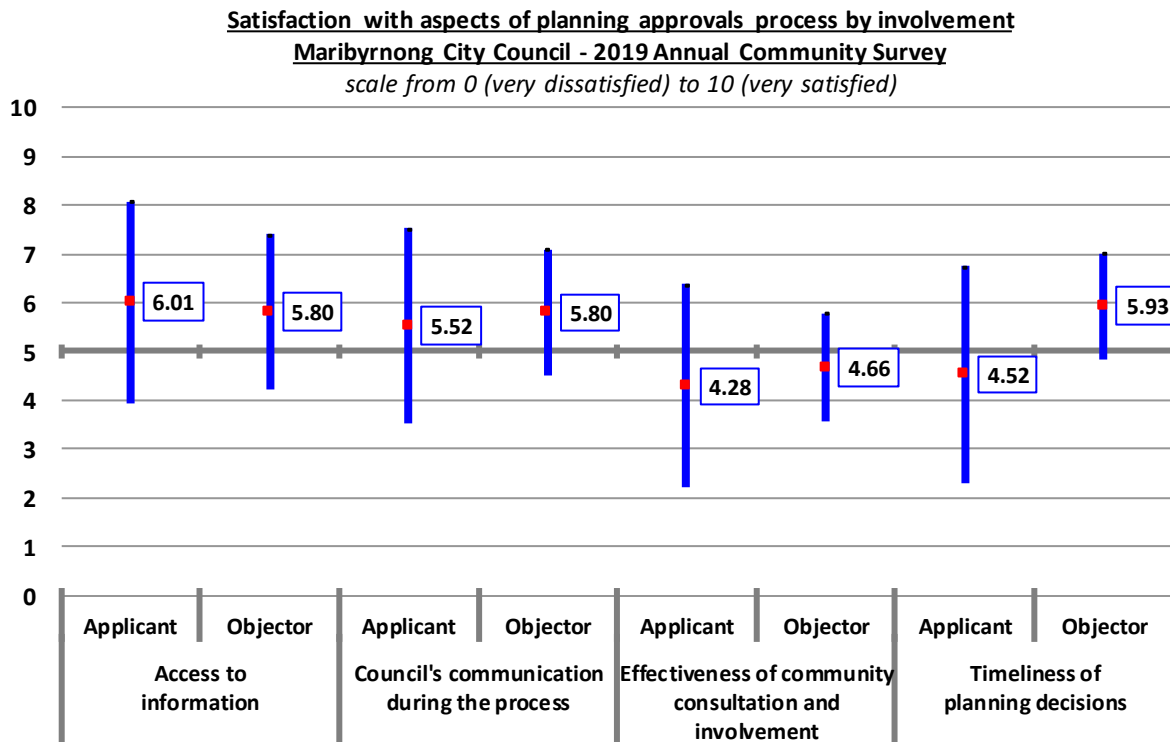


When compared to the 2019 *Governing Melbourne* results, satisfaction with each of these four planning approvals process aspects was similar in the City of Maribyrnong than the metropolitan Melbourne average.

Given the very small sample sizes, the variation between the City of Maribyrnong and the metropolitan Melbourne averages were not statistically significant.



Given the very small sample size, it is not possible to note any variation in satisfaction with these four aspects of the planning approvals process between respondents that were involved as applicants and those involved as objectors.



### ***Planning for population growth by all levels of government***

Respondents were read the following preamble:

*“The State Government has planned for the population of Maribyrnong to continue growing by approximately 72% over the next 20 years to almost 157,000. The responsibility for providing services, transport infrastructure, and facilities rests with both Council and the State Government.”*

Respondents were asked:

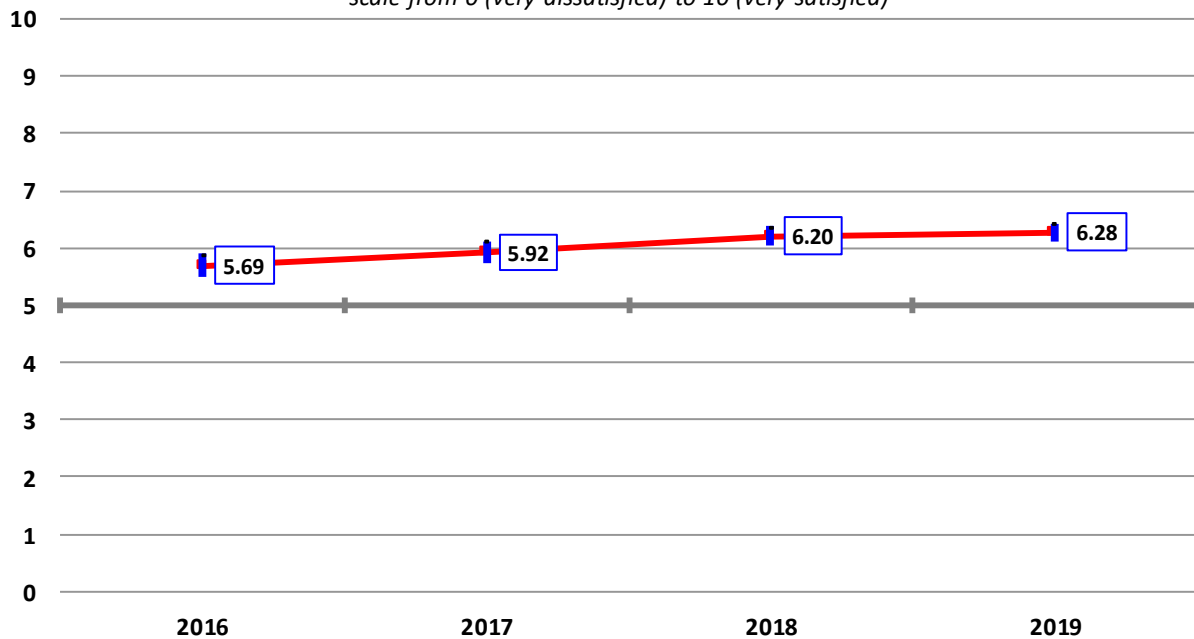
*“On a scale of 0 (lowest) to 10 (highest), can you please rate your satisfaction with planning for population growth?”*

Satisfaction with “planning for population growth by all levels of government” increased marginally for the third consecutive year, up from a low of 5.69 “poor” when the question was first included in the survey in 2016 to 6.28 “solid” this year.

This question is worded deliberately to provide detail as to the projected population growth in the municipality over the next 20 years, as well as to make it clear that planning for population growth is a shared responsibility primarily between local and state government. The reason for this is that most individual respondents do not have a detailed knowledge the roles and responsibilities of the different levels of government in relation to population growth.



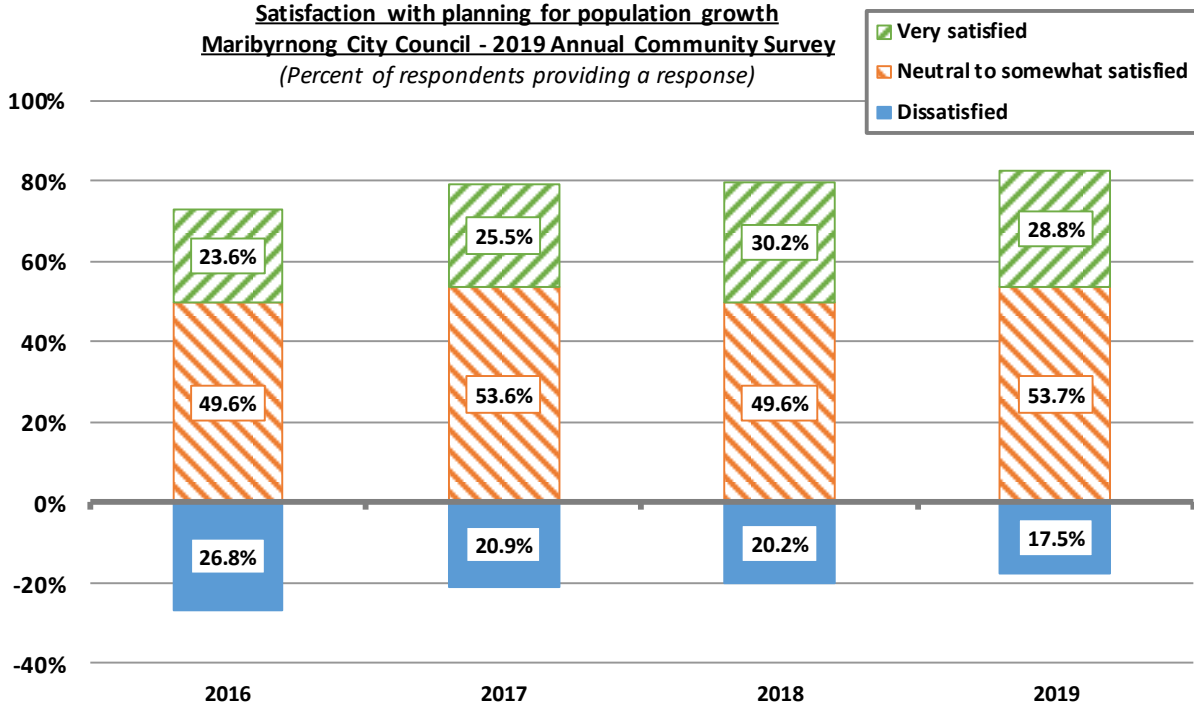
**Satisfaction with planning for population growth**  
**Maribyrnong City Council - 2019 Annual Community Survey**  
*scale from 0 (very dissatisfied) to 10 (very satisfied)*



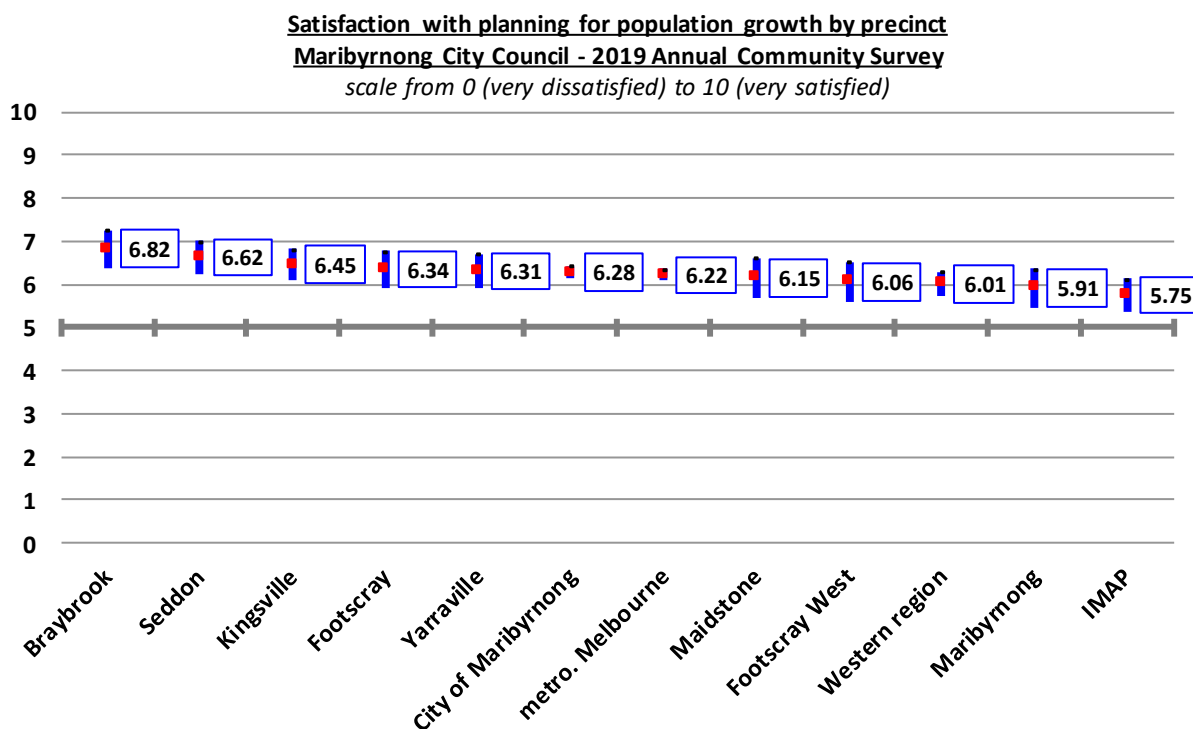
The following graph provides a breakdown of these results into those “very satisfied” (rating satisfaction at eight or more out of 10), those “neutral to somewhat satisfied” (rating five to seven), and those “dissatisfied” (rating zero to four).

In 2019, a little more than one-quarter (28.8%) of respondents were very satisfied with planning for population growth in the municipality, whilst approximately one-sixth (17.5%) were dissatisfied. Metropolis Research notes that the proportion of respondents dissatisfied with planning for population growth by all levels of government has declined from 26.8% in 2016 to 17.5% this year.

**Satisfaction with planning for population growth**  
**Maribyrnong City Council - 2019 Annual Community Survey**  
*(Percent of respondents providing a response)*



There was no statistically significant variation in this result observed across the municipality, although respondents from Braybrook were somewhat more satisfied than average.



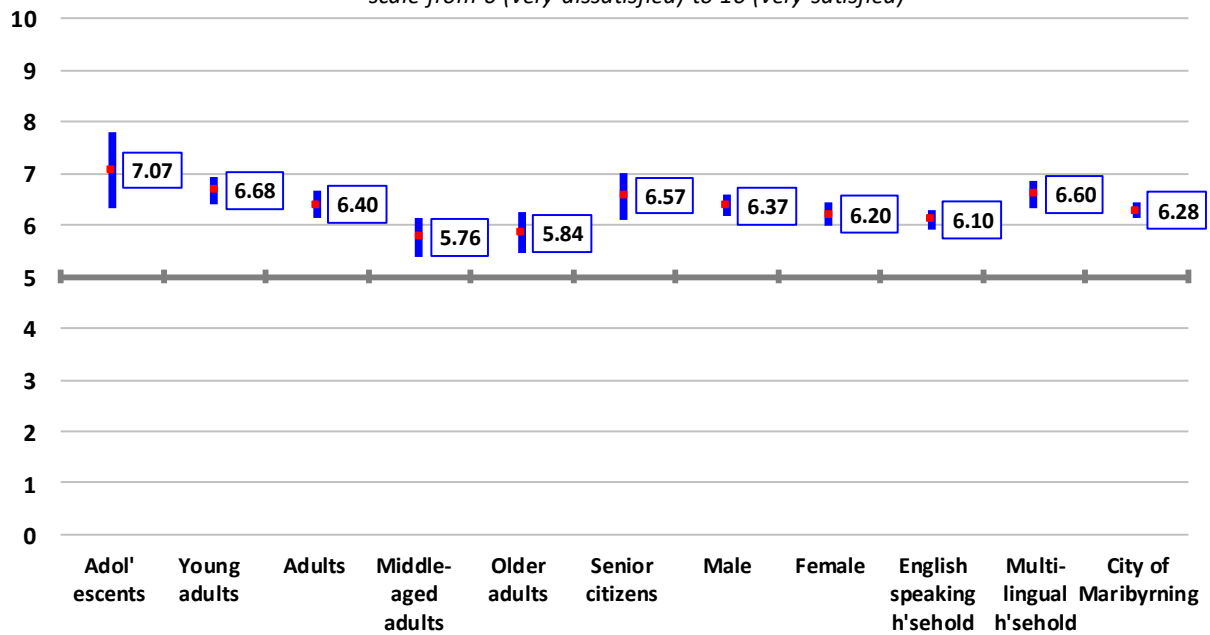
The following graphs provides a breakdown of the average satisfaction with planning for population growth by all levels of government by respondent profile (age structure, gender, language spoken at home), as well as by housing situation, period of residence in the City of Maribyrnong, and household structure.

Consistent with the results recorded both elsewhere across metropolitan Melbourne, as well as previously for the City of Maribyrnong, there was some interesting variation observed:

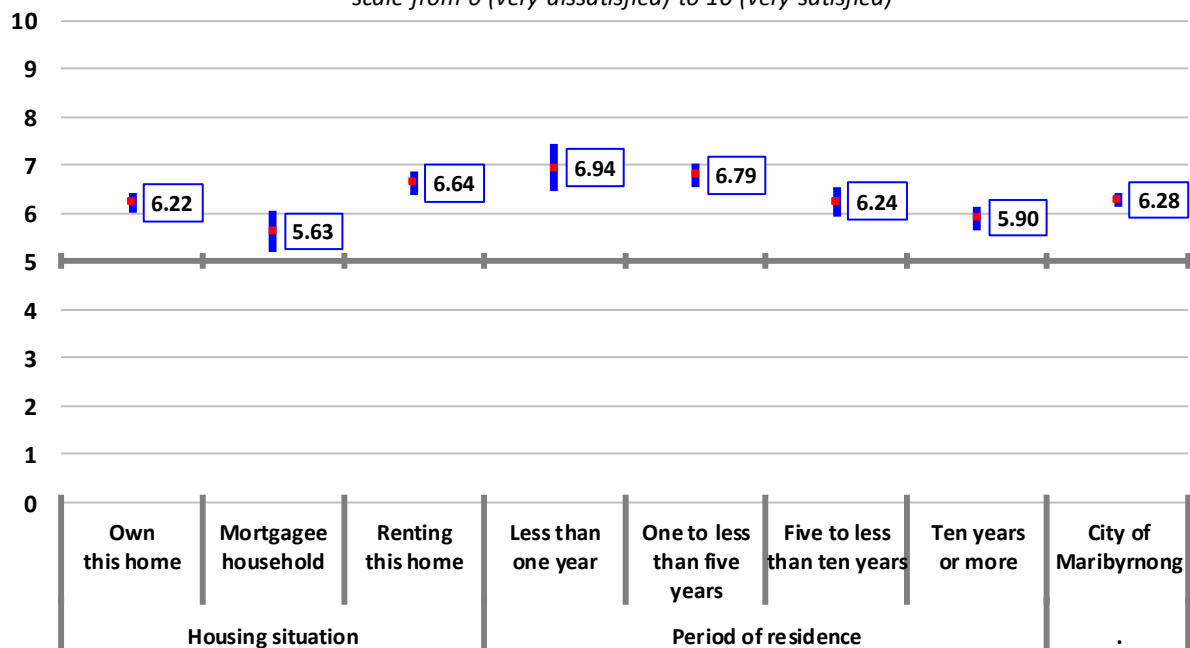
- **Age structure** – satisfaction with planning for population growth tends to decline with the respondents' age, with adolescents the most satisfied and middle-aged and older adults (aged 45 to 74 years) the least satisfied.
- **Gender** – there was no measurable variation in satisfaction observed between male and female respondents.
- **Language spoken at home** – respondents from multi-lingual households were measurably more satisfied than respondents from English speaking households.
- **Housing situation** – respondents from mortgagee households were measurably less satisfied than average, whilst rental household respondents were measurably more satisfied.
- **Period of residence in the City of Maribyrnong** – satisfaction declines measurably with the period of residence.
- **Household structure** – sole person household respondents were notably, albeit not measurably less satisfied than the municipal average.



**Satisfaction with planning for population growth by respondent profile**  
**Maribyrnong City Council - 2019 Annual Community Survey**  
*scale from 0 (very dissatisfied) to 10 (very satisfied)*



**Satisfaction with planning for population growth by housing profile and disability**  
**Maribyrnong City Council - 2019 Annual Community Survey**  
*scale from 0 (very dissatisfied) to 10 (very satisfied)*



## Concerns about population growth in the City of Maribyrnong

Respondents were asked:

*“If you rated satisfaction less than 5, what concerns you most about population growth in the City of Maribyrnong?”*

There were 94 responses received from respondents who were dissatisfied with planning for population growth, outlining what concerns them most about population growth in the municipality.

Whilst many of these comments were relatively general in nature around the extent of population growth occurring in the municipality, it is clear that impacts on traffic congestion are foremost in respondents’ minds.

**Reasons for rating satisfaction with planning for population growth less than 5**  
**Maribyrnong City Council - 2019 Annual Community Survey**  
*(Number of responses)*

<i>Response</i>	<i>Number</i>
Increasing the traffic on roads, traffic congestion	14
Cannot cover too much people, pretty dense	14
Need better parking options, lack of parking spaces	12
Transport needs to be better e.g. more buses, more trains	9
Lack of / poor planning	8
Too high density, too many housing or development	6
Infrastructure is not good, need to be better	5
Not enough facilities and services	4
Access to green space is limited	2
Not enough quality of schools	2
The removal of houses and being g replaced by apartments	2
Efficiency required	1
Execution is poor	1
Facilitating places to line, but not dealing transport, medical, roads, etc	1
Housing not affordable	1
Lack of forward planning by council, no room to widen roads	1
Maintenance of pathways and traffic on Moore Street	1
Maximum of there is 60000	1
Need more safety first	1
Need more waste management	1
New apartments will cover up all the nice free space	1
No development plans from Footscray station	1
Not very nice people, drug use	1
More room for cycling	1
The quality of new developments	1
Too many people coming in and development is not enough	1
We do not want more high rises	1
<b>Total</b>	<b>94</b>





### Satisfaction with aspects of customer contact

Respondents who had contacted Council were asked:

*“On a scale of 0 (lowest) to 10 (highest), how satisfied were you with the following aspects of service when you last contacted the Maribyrnong City Council?”*

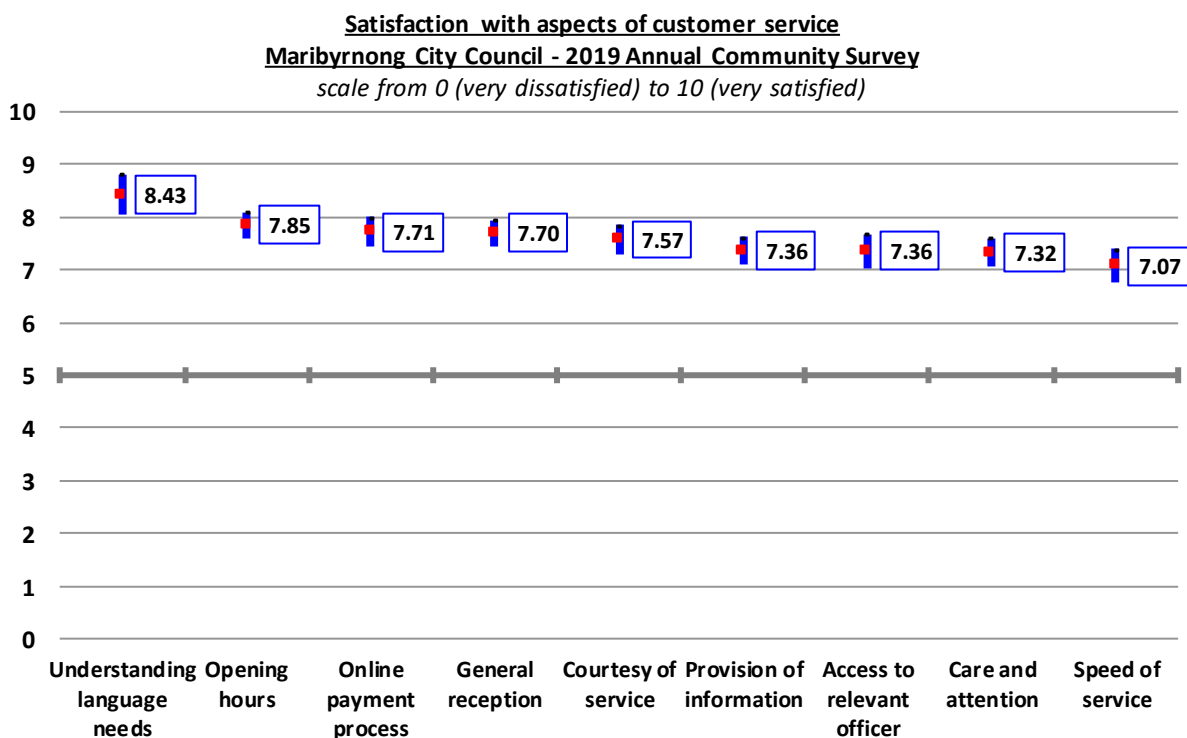
Respondents who had contacted Council in the last two years were asked to rate their satisfaction with nine aspects of customer service.

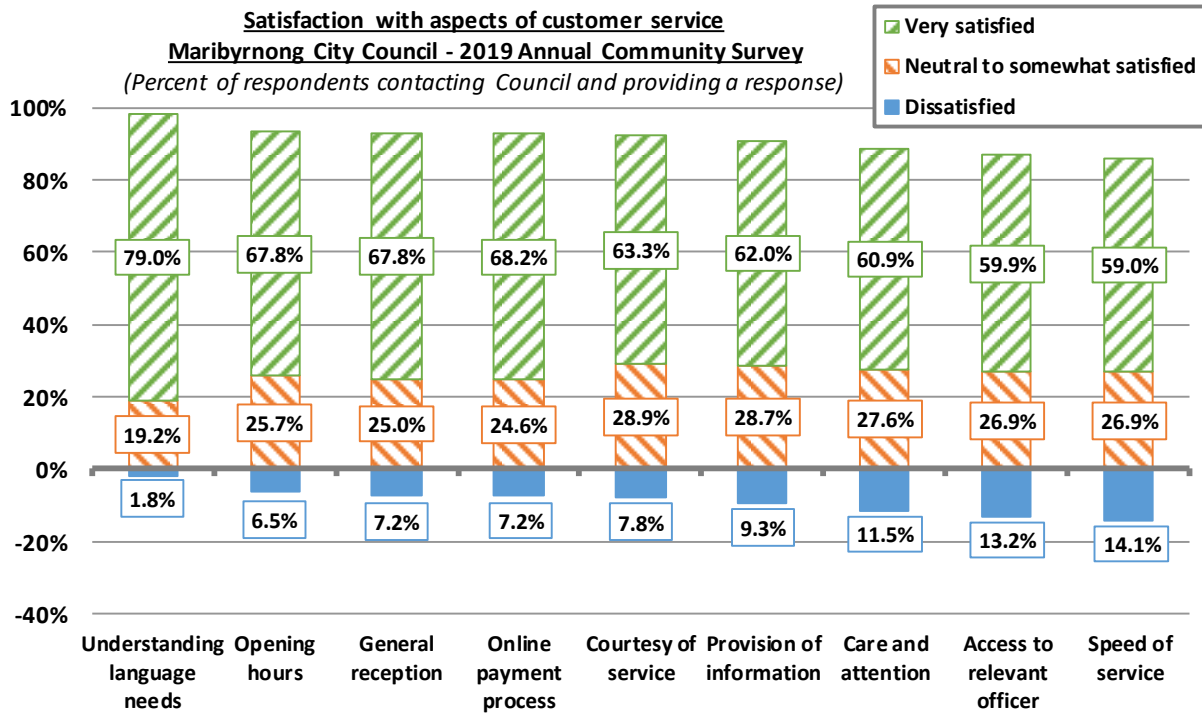
The average satisfaction with these nine aspects of customer service was 7.60 this year, up one percent on the 2018 average of 7.52.

This is a “very good” level of satisfaction.

Satisfaction with these nine aspects of customer service can best be summarised as follows:

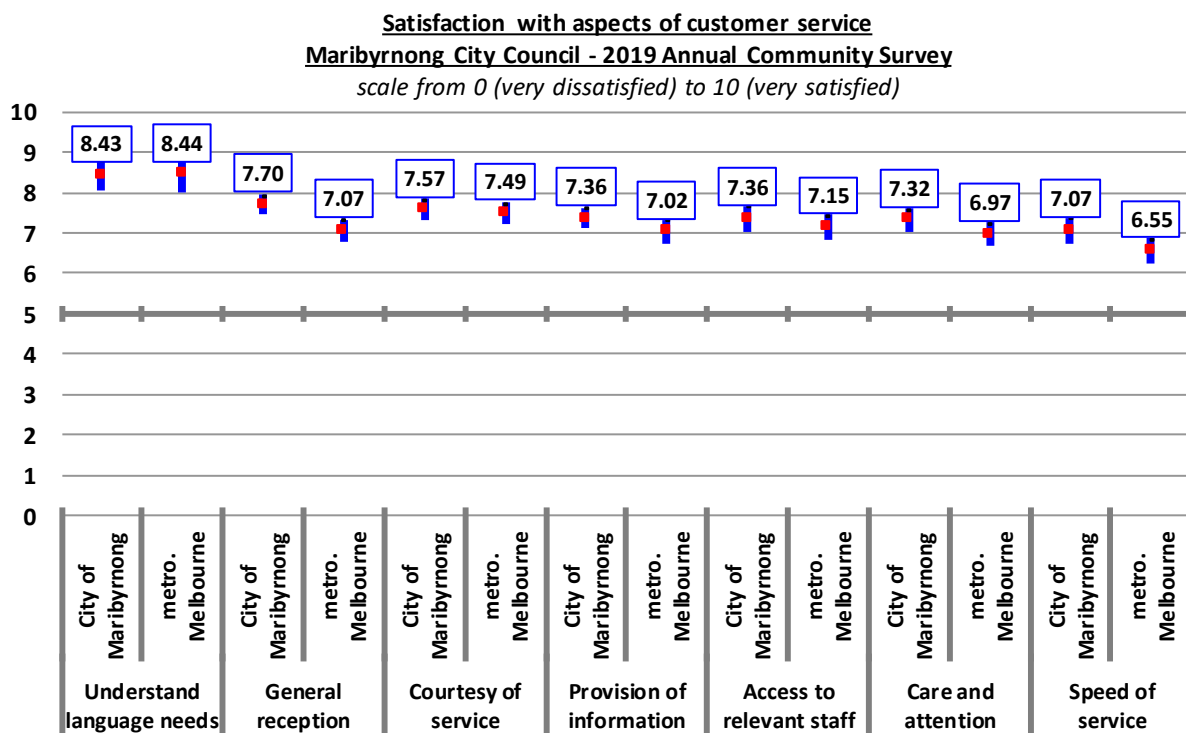
- **Excellent** – for staff understanding language needs (for multi-lingual households only) and opening hours.
- **Very Good** – for the online payment system, general reception, courtesy of service, provision of information, access to relevant officer, and care and attention to enquiry. Approximately two-thirds of respondents were very satisfied with most of these aspects, whilst approximately ten percent were dissatisfied.
- **Good** – for the speed of service. A little less than two-thirds of respondents were very satisfied with this aspect, whilst a little less than one-sixth were dissatisfied.





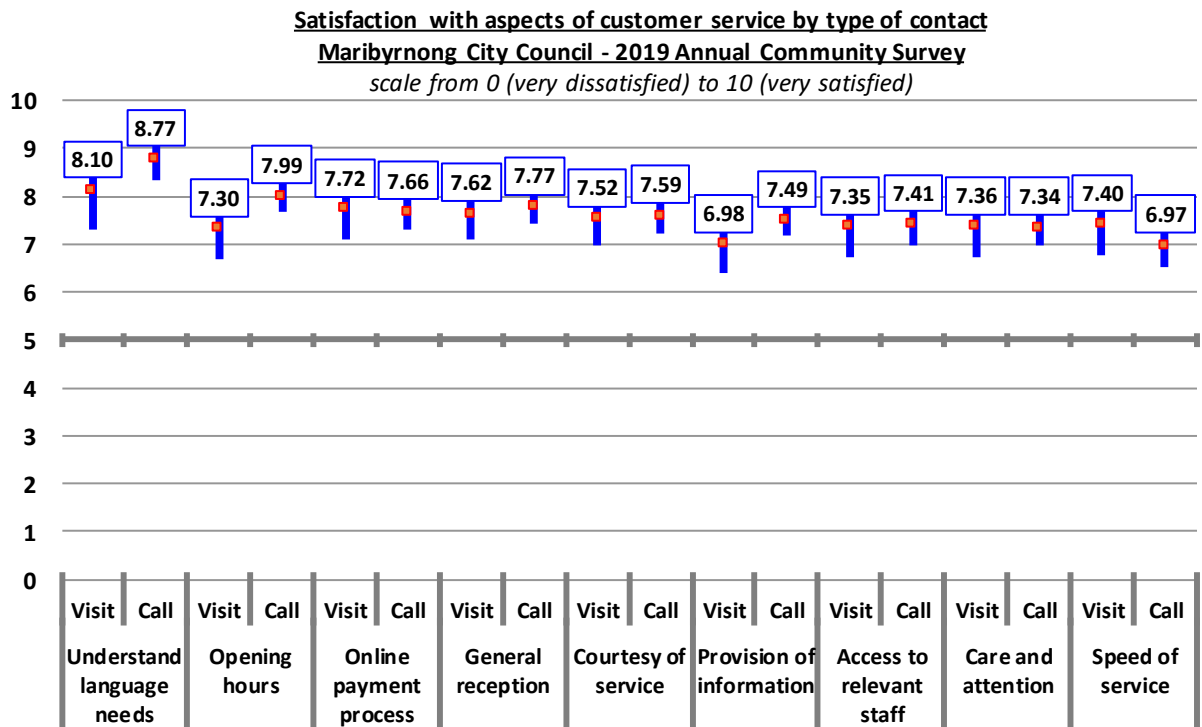
There were seven aspects of customer service that were included in both this survey as well as *Governing Melbourne*, which therefore allows for comparison. The average satisfaction with these seven aspects for the City of Maribyrnong was 7.54, marginally, but not measurably higher than the metropolitan Melbourne average of 7.24.

Satisfaction with six of the seven aspects of customer service were higher in the City of Maribyrnong, although only “general reception” was statistically significant.



The following graph provides a comparison of satisfaction with the nine aspects of customer service for respondents that visited Council in person and those who telephoned Council.

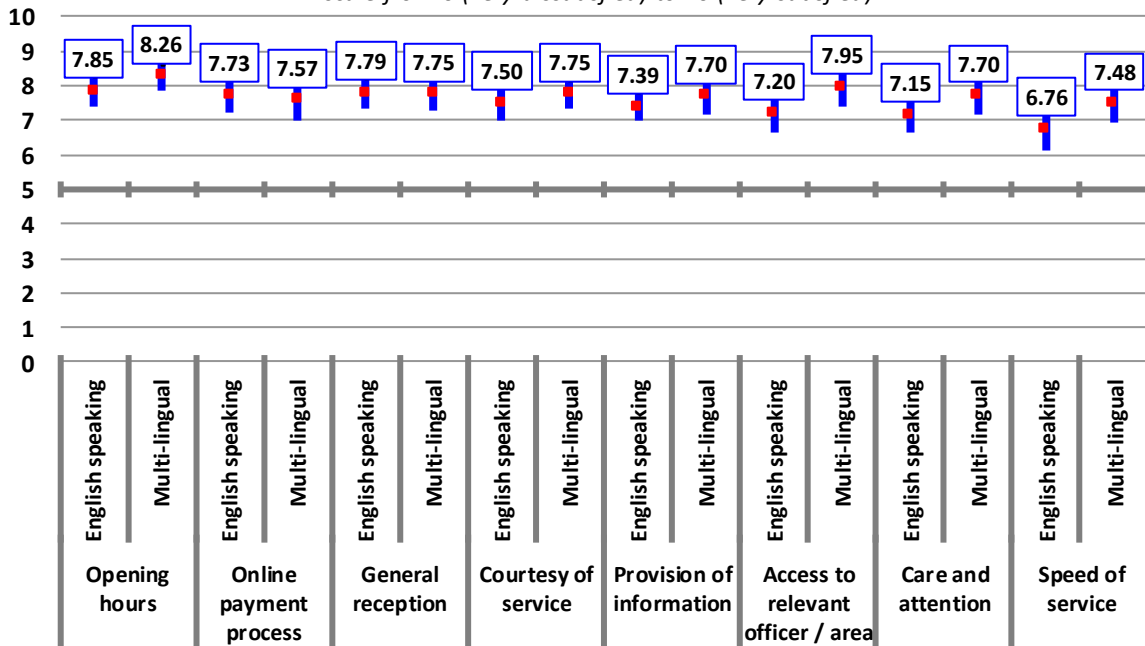
The average satisfaction with the nine aspects of customer service was 7.66 for those telephoning Council, 2.4% higher than the 7.48 recorded for respondents who visited Council in person.



The following graph provides a comparison of satisfaction with eight aspects of customer service (excluding staff understanding language needs) between respondents from English speaking and multi-lingual households. Respondents from multi-lingual households (7.77) were on average four percent more satisfied with customer service than respondents from English speaking households (7.42). This variation was not statistically significant.



**Satisfaction with aspects of customer service by English speaking background**  
**Maribyrnong City Council - 2019 Annual Community Survey**  
*scale from 0 (very dissatisfied) to 10 (very satisfied)*



## Importance of and satisfaction with Council services

Respondents were asked:

*“On a scale of 0 (lowest) to 10 (highest), please rate the importance to the community, and your personal level of satisfaction with each of the following?”*

Respondents were asked to rate the importance to the community of a total of 38 Council provided services and facilities.

Respondents were then asked to rate their personal level of satisfaction with 17 core Council services and facilities, and their personal level of satisfaction with any of the other 21 services and facilities that they or members of their household had used in the last twelve months.

### ***Importance of Council services and facilities to the community***

The average importance of the 38 included Council services and facilities was 8.67 out of ten in 2019, up 1.8% on the 8.52 recorded in 2018.

As outlined in the following table, the top 14 services and facilities were measurably more important than the municipal average, whilst the bottom seven services and facilities were measurably less important than average.

This result was marginally but not measurably lower than the metropolitan Melbourne average of 8.78 recorded for the thirty services and facilities included in the 2019 *Governing Melbourne* research.

Metropolis Research notes the following significant variation in results between the City of Maribyrnong and the metropolitan Melbourne results:

- ***Higher than average importance in Maribyrnong*** – Maribyrnong Messenger (*Council’s newsletter*) (2.7% higher), and animal management (2.6%) were considered more important in the City of Maribyrnong than the metropolitan Melbourne average.
- ***Lower than average importance in Maribyrnong*** – public toilets (3.0% lower), the provision of public art (2.7% lower), fortnightly recycling (2.2% lower) and the maintenance and cleaning of shopping strips (2.2% lower) were considered less important in the City of Maribyrnong than the metropolitan Melbourne average.



**Importance of selected Council services and facilities**  
**Maribyrnong City Council - 2019 Annual Community Survey**  
 (Number and index score scale 0 - 10)

	Service/facility	Number	2019		2018	2017	2016	2019 Metro.*		
			Lower	Mean					Upper	
Higher than average importance	Weekly garbage collection	786	9.15	<b>9.22</b>	9.29	9.16	9.35	9.26	9.33	
	Fortnightly recycling	786	8.96	<b>9.04</b>	9.12	9.18	9.07	9.25	9.24	
	Litter collection in public areas	781	8.89	<b>8.97</b>	9.04	8.70	8.94	8.85	n.a.	
	Maintenance and repair of sealed local roads	792	8.89	<b>8.96</b>	9.04	8.58	8.66	8.61	9.00	
	Footpath maintenance and repairs	791	8.89	<b>8.96</b>	9.04	8.58	8.80	8.65	8.93	
	Local traffic management	789	8.86	<b>8.94</b>	9.02	8.48	8.57	8.37	8.92	
	Provision and maintenance of street lighting	793	8.86	<b>8.94</b>	9.02	8.80	8.92	8.87	9.05	
	Provision and maint. of parks and gardens	787	8.86	<b>8.93</b>	9.01	8.76	8.80	8.76	8.93	
	Annual hard rubbish collection	718	8.84	<b>8.92</b>	9.00	9.00	8.84	9.02	8.98	
	Maintenance and cleaning of Footscray CBD	751	8.82	<b>8.90</b>	8.98	8.46	8.41	8.62	8.78	
	Illegally dumped rubbish	756	8.82	<b>8.90</b>	8.98	8.61	n.a.	n.a.	n.a.	
	Fortnightly green waste collection	719	8.81	<b>8.90</b>	8.99	9.05	8.89	8.90	9.01	
	Services for older people	652	8.81	<b>8.90</b>	8.99	8.95	8.98	9.07	8.87	
Services for people with a disability	645	8.78	<b>8.87</b>	8.97	9.14	9.13	9.24	9.00		
Average importance	Council responsibilities on environment	715	8.75	<b>8.84</b>	8.93	8.52	8.63	8.55	8.84	
	Provision and maintenance of street trees	793	8.75	<b>8.83</b>	8.91	8.52	8.52	8.29	8.77	
	Library services	719	8.74	<b>8.83</b>	8.92	9.08	8.72	8.80	8.99	
	Street sweeping	787	8.69	<b>8.78</b>	8.86	8.27	8.25	8.04	8.74	
	On and off road bike and / or walking paths	725	8.69	<b>8.78</b>	8.86	8.70	8.68	8.72	8.64	
	Sports facilities	706	8.66	<b>8.74</b>	8.83	8.71	8.50	8.44	8.72	
	Services for children	670	8.64	<b>8.74</b>	8.85	8.88	8.96	9.12	8.75	
	Maintenance and cleaning of shopping strips	765	8.65	<b>8.74</b>	8.82	8.34	8.43	8.42	8.93	
	Provision and maintenance of playgrounds	724	8.64	<b>8.72</b>	8.81	8.60	8.63	8.77	n.a.	
	Animal management	743	8.57	<b>8.66</b>	8.75	8.06	7.92	7.89	8.44	
	Public toilets	696	8.48	<b>8.57</b>	8.67	8.89	8.59	8.64	8.84	
	Community Centres / Neighbourhood Houses	665	8.48	<b>8.57</b>	8.66	8.66	8.58	8.35	n.a.	
	Services for young people	652	8.46	<b>8.56</b>	8.67	8.79	8.79	8.93	8.51	
	Promoting local economic development	703	8.45	<b>8.55</b>	8.64	8.10	8.13	8.14	8.53	
	Maribyrnong Aquatic Centre	686	8.44	<b>8.53</b>	8.63	8.37	8.44	8.29	8.65	
	Council's festivals and events	733	8.38	<b>8.48</b>	8.58	8.33	8.10	7.93	8.42	
	Parking enforcement	772	8.34	<b>8.46</b>	8.59	7.82	7.35	7.08	8.47	
Lower than average	Council's website	697	8.31	<b>8.41</b>	8.52	8.32	8.00	7.82	8.36	
	Additional, paid hard waste collection	652	8.21	<b>8.32</b>	8.44	8.28	n.a.	n.a.	n.a.	
	Provision of public art	681	8.08	<b>8.20</b>	8.31	8.03	7.75	7.93	8.42	
	Customer Request Management System	599	8.00	<b>8.11</b>	8.22	8.19	n.a.	n.a.	n.a.	
	Maribyrnong Messenger (Council's newsletter)	721	7.92	<b>8.06</b>	8.21	7.32	7.01	7.19	7.85	
	Council's use of social media	625	7.76	<b>7.88</b>	8.01	7.68	7.06	6.66	n.a.	
	Council's online consultation tool	583	7.73	<b>7.87</b>	8.01	7.84	7.38	6.79	n.a.	
	<i>Average importance</i>			8.58	8.67	8.77	8.52	8.45	8.42	8.78

(\*) 2019 metropolitan Melbourne average from Governing Melbourne



## ***Satisfaction with Council services and facilities***

The average satisfaction with the 38 included Council services and facilities was 7.33 in 2019, an increase of 1.2% on the average of 7.24 recorded last year.

This remains a “very good” level of satisfaction.

This result is marginally but not measurably (two percent) lower than the 2019 metropolitan Melbourne average satisfaction with the 30 services and facilities included in *Governing Melbourne*.

Metropolis Research notes that over the life of the *Governing Melbourne* research, average satisfaction with Council services and facilities in the City of Maribyrnong has tended to be marginally lower than the metropolitan Melbourne average.

As is outlined at the left-hand side of the following table, satisfaction with 10 services and facilities was measurably higher than the average satisfaction, whilst satisfaction with 11 services and facilities was measurably lower than the average.

Satisfaction with these 38 Council services and facilities can best be summarised as follows:

- **Excellent** – for each of library services, weekly garbage collection, fortnightly green waste collection, fortnightly recycling, services for children, community centres / neighbourhood houses, the provision and maintenance of playgrounds, Council’s festivals and events, and the Maribyrnong Aquatic Centre.
- **Very Good** – for each of annual hard rubbish collection, services for young people, sports facilities, the provision and maintenance of parks and gardens, additional paid hard waste collection, animal management, services for older people, and the provision of public art.
- **Good** – for each of on and off-road bike paths, the provision and maintenance of street lighting, services for people with a disability, street sweeping, the maintenance and cleaning of shopping strips, litter collection in public areas, the provision and maintenance of street trees, Council’s website, the maintenance and repair of sealed local roads, footpath maintenance and repairs, Council activities promoting economic development, Council meeting its responsibilities towards the environment, the maintenance and cleaning of the Footscray CBD, the Maribyrnong Messenger, illegally dumped rubbish, local traffic management, Council’s use of social media, public toilets, Customer Request Management System, and parking enforcement.
- **Solid** – for Council’s online consultation tool.

### **Increased satisfaction**

Satisfaction with 28 services and facilities increased this year, although only the increase in satisfaction with the additional paid hard waste collection service (up 9.9%), parking enforcement (up 7.1%), the maintenance and cleaning of Footscray CBD (up 6.0%), and illegal dumped rubbish (up 5.7%) were statistically significant.



## Decreased satisfaction

Satisfaction with 10 services and facilities declined this year, although only the decrease in satisfaction with Council’s online consultation tool (down 13.0%), Council’s use of social media (down 5.5%), and services for older people (down 5.2%) were notable, but not statistically significant.

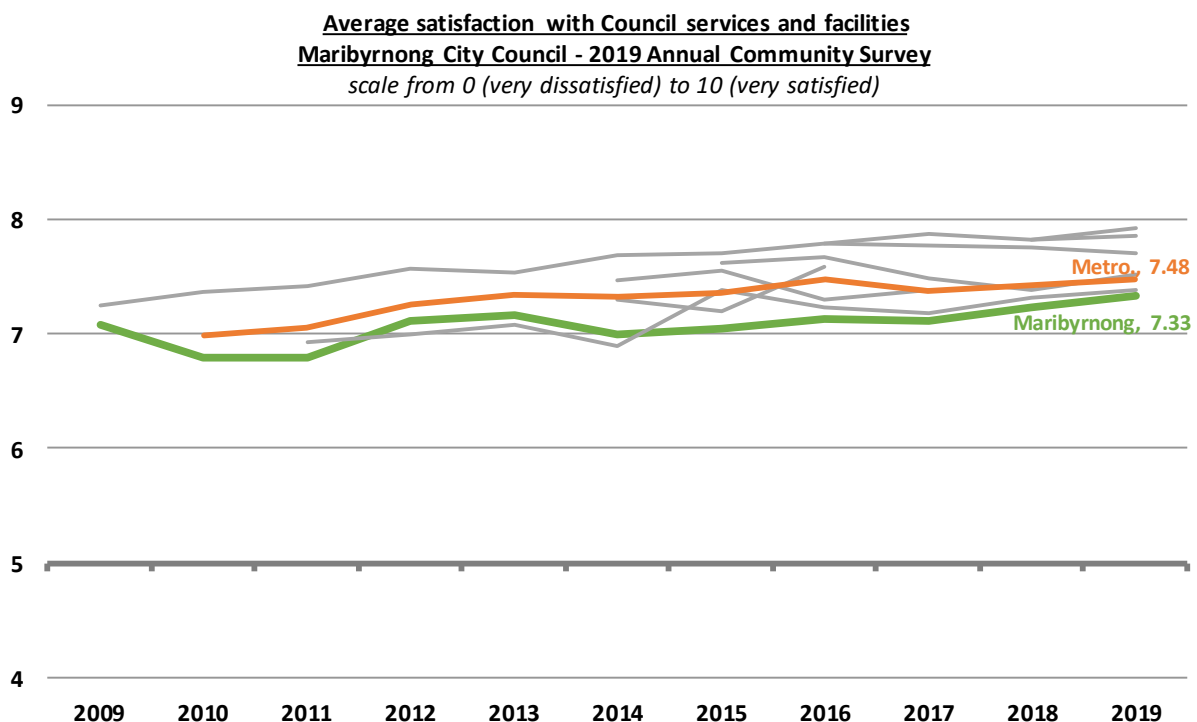
## Variation from metropolitan Melbourne satisfaction

Metropolis Research notes the following notable variation in results between the City of Maribyrnong and the metropolitan Melbourne average:

- **Higher than average satisfaction in Maribyrnong** – services for children (4.3% higher), and fortnightly recycling (2.8% higher).
- **Lower than average satisfaction in Maribyrnong** – the provision of public art (6.7% lower), the maintenance and cleaning of Footscray CBD<sup>1</sup> (6.2% lower), Council meeting its responsibilities towards the environment (4.5% lower), and services for people with a disability (4.5% lower).

## Average satisfaction with Council services and facilities

When compared to the metropolitan Melbourne average of 7.48, and a range of other councils, as outlined in the following graph, it is clear that satisfaction with services and facilities in the City of Maribyrnong remains consistent with, albeit marginally lower than in a number of other municipalities across metropolitan Melbourne.



<sup>1</sup> Included in *Governing Melbourne* as “strip shopping areas”





**Satisfaction with selected Council services and facilities**  
**Maribyrnong City Council - 2019 Annual Community Survey**  
 (Number and index score scale 0 - 10)

	Service/facility	Number	2019 Lower	2019 Mean	2019 Upper	2018	2017	2016	2019 Metro.*
Higher than average	Library services	380	8.43	<b>8.56</b>	8.69	8.42	8.45	8.28	8.56
	Weekly garbage collection	784	8.21	<b>8.33</b>	8.45	8.46	8.50	8.54	8.53
	Fortnightly green waste collection	477	8.17	<b>8.29</b>	8.41	8.28	8.24	8.10	8.28
	Fortnightly recycling	629	8.13	<b>8.27</b>	8.41	8.31	8.21	8.22	8.04
	Services for children	183	8.08	<b>8.26</b>	8.45	7.98	7.52	7.44	7.92
	Community Centres / Neighbourhood Houses	141	7.68	<b>7.95</b>	8.22	7.69	7.69	7.66	n.a.
	Provision and maintenance of playgrounds	363	7.77	<b>7.92</b>	8.06	7.59	7.60	7.56	n.a.
	Council's festivals and events	366	7.64	<b>7.79</b>	7.93	7.75	7.60	7.35	7.86
	Maribyrnong Aquatic Centre	257	7.57	<b>7.78</b>	7.99	7.66	7.64	7.46	7.90
	Annual hard rubbish collection	482	7.58	<b>7.74</b>	7.91	7.64	7.63	6.93	7.90
Average satisfaction	Services for young people	100	7.43	<b>7.69</b>	7.94	7.49	7.59	7.29	7.55
	Sports facilities	323	7.42	<b>7.60</b>	7.78	7.59	7.74	7.82	7.78
	Provision and maint. of parks and gardens	781	7.38	<b>7.49</b>	7.61	7.63	7.49	7.64	7.74
	Additional, paid hard waste collection	108	6.98	<b>7.43</b>	7.88	6.76	n.a.	n.a.	n.a.
	Animal management	697	7.29	<b>7.41</b>	7.53	7.31	7.06	7.29	7.41
	Services for older people	92	6.98	<b>7.37</b>	7.75	7.77	7.38	7.48	7.65
	Provision of public art	168	7.05	<b>7.33</b>	7.61	7.26	7.05	7.35	7.86
	On and off road bike paths	451	7.07	<b>7.23</b>	7.40	7.27	7.22	7.02	7.40
	Provision and maintenance of street lighting	793	7.08	<b>7.21</b>	7.35	7.07	7.10	7.49	7.23
	Services for people with a disability	56	6.63	<b>7.18</b>	7.73	7.24	7.31	7.24	7.52
	Street sweeping	780	7.05	<b>7.18</b>	7.32	6.91	6.83	6.77	7.19
	Maintenance and cleaning of shopping strips	761	7.06	<b>7.17</b>	7.28	7.04	6.90	6.93	7.43
	Litter collection in public areas	775	7.05	<b>7.17</b>	7.29	6.84	6.88	6.87	n.a.
	Provision and maintenance of street trees	790	7.03	<b>7.16</b>	7.29	6.94	6.83	7.16	7.10
	Council's website	311	6.96	<b>7.15</b>	7.35	7.08	6.81	6.89	7.34
	Maintenance and repair of sealed local roads	788	6.96	<b>7.10</b>	7.24	6.90	6.57	6.68	7.27
	Footpath maintenance and repairs	793	6.84	<b>6.98</b>	7.12	6.77	6.40	6.42	6.93
Lower than average	Promoting local economic development	608	6.80	<b>6.94</b>	7.08	6.79	6.50	6.75	7.07
	Council responsibilities on environment	674	6.80	<b>6.93</b>	7.06	7.08	6.54	6.95	7.26
	Maintenance and cleaning of Footscray CBD	724	6.72	<b>6.85</b>	6.98	6.47	6.22	6.10	7.30
	Maribyrnong Messenger (Council's newsletter)	649	6.68	<b>6.85</b>	7.02	6.68	6.44	6.95	6.99
	Illegally dumped rubbish	713	6.68	<b>6.83</b>	6.97	6.46	n.a.	n.a.	n.a.
	Local traffic management	784	6.61	<b>6.75</b>	6.89	6.57	5.94	6.51	6.69
	Council's use of social media	91	6.22	<b>6.66</b>	7.10	7.05	6.36	6.95	n.a.
	Public toilets	264	6.34	<b>6.61</b>	6.88	6.57	6.28	6.02	6.58
	Customer Request Management System	80	6.06	<b>6.58</b>	7.10	6.72	n.a.	n.a.	n.a.
Parking enforcement	751	6.40	<b>6.57</b>	6.73	6.13	5.70	5.58	6.80	
Council's online consultation tool	46	5.50	<b>6.18</b>	6.86	7.11	6.56	6.24	n.a.	
<i>Average satisfaction</i>			7.11	7.33	7.54	7.24	7.11	7.13	7.48

(\*) 2019 metropolitan Melbourne average from Governing Melbourne



### ***Importance and satisfaction cross tabulation***

The following graph provides a cross-tabulation of the average importance of each of the 38 included Council services and facilities against the average satisfaction with each service and facility.

The blue crosshairs represent the average importance (8.67) and the average satisfaction (7.33).

Services and facilities located in the top right-hand quadrant are therefore more important than average and have obtained higher than average satisfaction. The services in the lower right-hand quadrant are those that are more important than average, but with which respondents are less satisfied than average. This quadrant represents the services and facilities of most concern.

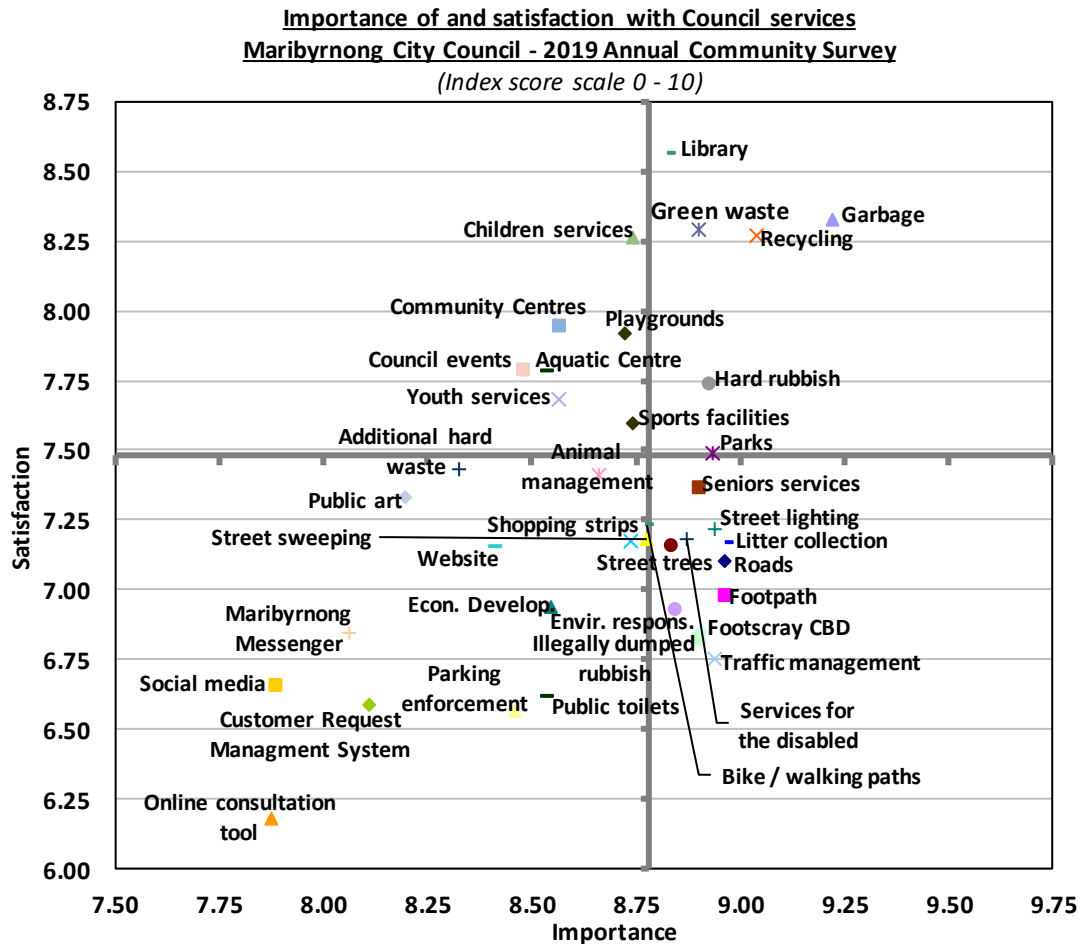
Metropolis Research draws attention to the fact that many of the most important services are also those with the highest levels of satisfaction, including all the rubbish and recycling collection services, most of the health and human services, and the local library.

The services and facilities of most concern in these results are illegally dumped rubbish, public toilets, maintenance and cleaning of the Footscray CBD, footpath maintenance and repairs, and local traffic management. It is important to note however that whilst these services are of lower than average satisfaction, they all obtained at least a “good” level of satisfaction this year. Some of these services were also of marginally lower than average importance.

Many of the communication and arts and cultural services were of lower than average importance, and most received measurably lower than average satisfaction scores this year. The lower levels of satisfaction may well be, at least in part, related to the lower importance scores, as some respondents will mark down satisfaction if they are of the view that Council has over-invested in the services, or alternatively they just rate satisfaction at a lower level due to their relatively low levels of interest in the services.

Parking enforcement was rated measurably less important than average and received a measurably lower than average satisfaction score. This result has commonly been observed by Metropolis Research elsewhere in *Governing Melbourne* as well as in research for several other metropolitan Melbourne municipalities.





**Satisfaction by broad service areas**

The 38 included Council services and facilities have been broadly categorised into six broad service areas to facilitate comparison to the results from *Governing Melbourne*.

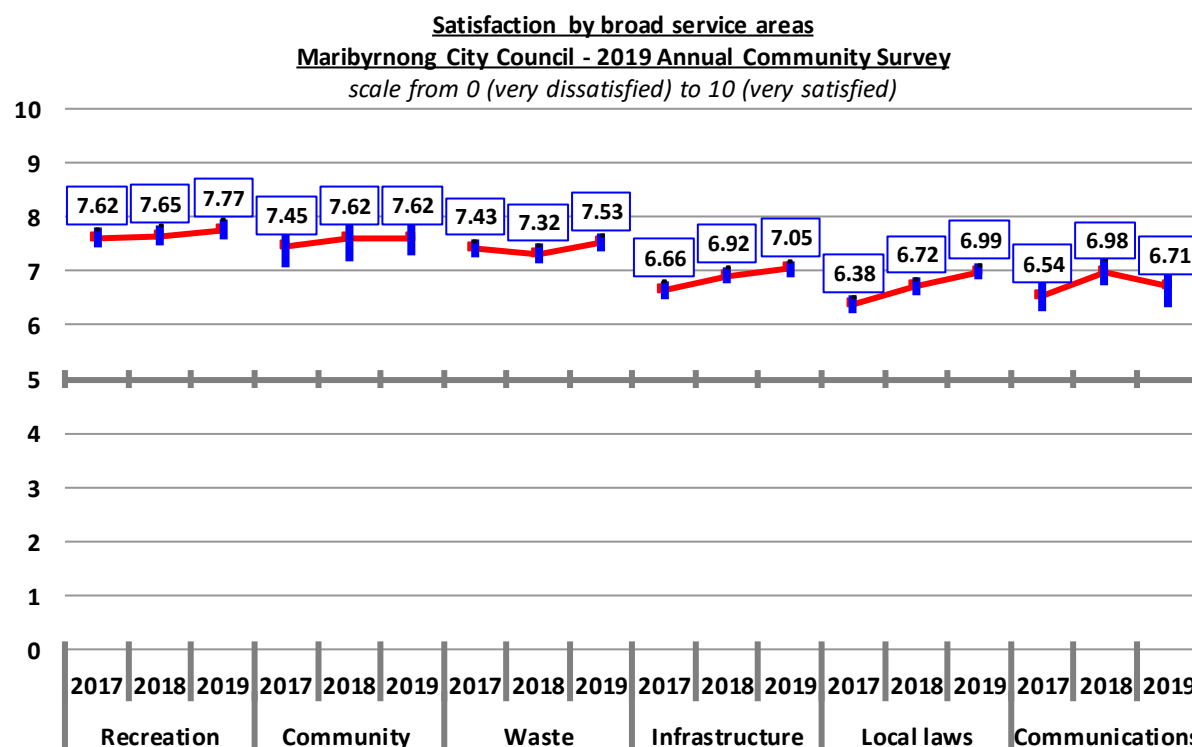
The average satisfaction with the six broad service areas remained relatively stable, although satisfaction with four of the six broad service areas increased a little this year.

Satisfaction with communication services declined marginally but not measurably this year, and satisfaction with community services remained the same.

Satisfaction with these six broad service areas can best be summarised as follows:

- **Excellent** – for recreation services and facilities.
- **Very Good** – for community services, and waste and recycling services (including litter collection).
- **Good** – for infrastructure, local laws, and communication services.





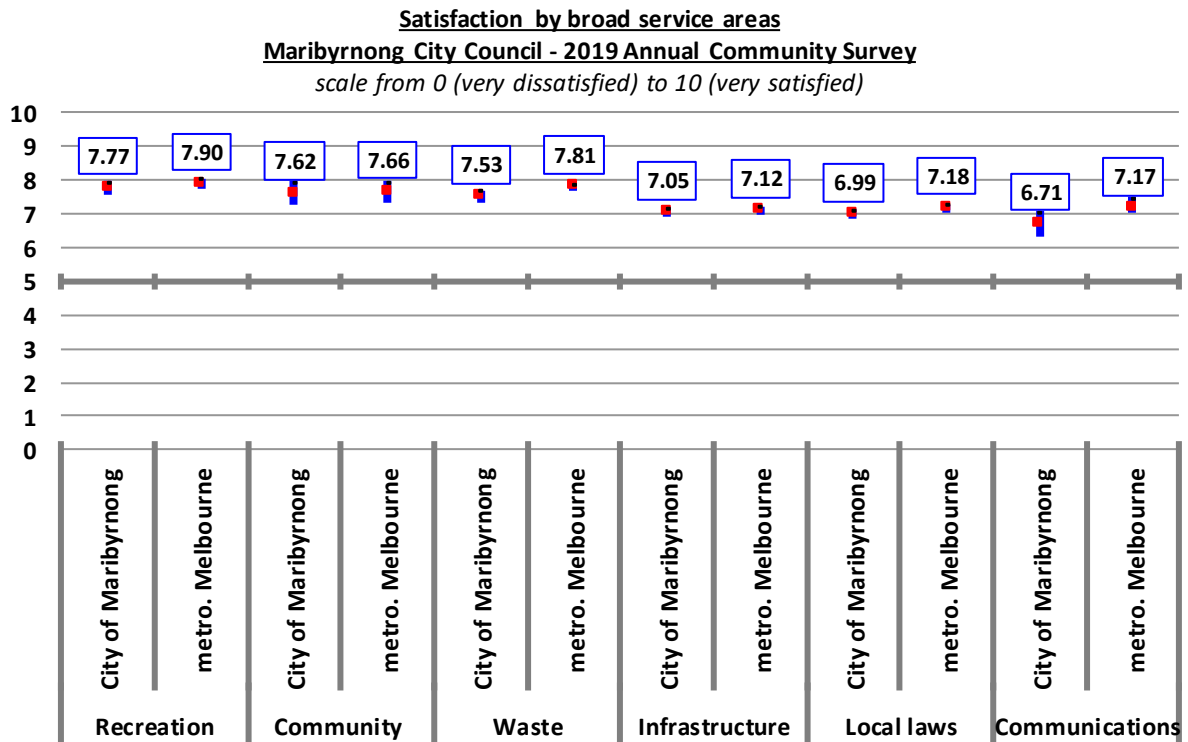
The breakdown of services and facilities into these six broad service areas is as follows:

- **Infrastructure** – includes maintenance and repair of sealed local roads, footpath maintenance and repairs, provision and maintenance of parks and gardens, provision and maintenance of street trees, provision and maintenance of street lighting, local traffic management, and public toilets.
- **Waste** – includes street sweeping, weekly garbage collection, litter collection in public areas, maintenance and cleaning of shopping strips along roads, maintenance and cleaning of the Footscray CBD, illegal dumped rubbish, fortnightly recycling, fortnightly green waste collection, annual hard rubbish collection and additional, paid hard waste collection.
- **Recreation** – includes local library, sports facilities, Community Centres / Neighbourhood Houses, on and off-road bike and / or walking paths, Maribyrnong Aquatic Centre, provision and maintenance of playgrounds, provision of public art, and Council’s festivals and events.
- **Community** – includes services for children, services for young people, services for older people, and services for people with a disability.
- **Local laws** – includes parking enforcement and animal management.
- **Communications** – includes Maribyrnong Messenger (*Council’s newsletter*), Council’s website, Council’s use of social media, and Council’s online consultation tool.

As is outlined in the following graph, satisfaction with five of the six broad service areas was marginally lower in the City of Maribyrnong than the 2019 metropolitan Melbourne averages.



Attention is drawn to the fact that satisfaction with communication services was notably lower in the City of Maribyrnong than the metropolitan Melbourne average.



## Respondent profile

The following section provides the demographic profile of the respondents surveyed for the *Maribyrnong City Council – 2019 Annual Community Survey*.

Metropolis Research draws attention to the fact that the *Annual Community Survey* program has obtained a very consistent sample of respondents across a broad range of demographic and household characteristics over a long period of time.

This stability in the profile of the sample is an important component which underlies the *Annual Community Survey* results as a reliable and informative tool with which to explore community sentiment.

### Age structure

**Age structure**  
**Maribyrnong City Council - 2019 Annual Community Survey**  
(Number and percent of respondents providing a response)

Age group	2019		2018	2017	2016	2015	2014
	Number	Percent					
Adolescents (15 - 19 years)	19	2.4%	2.6%	3.1%	2.9%	2.5%	2.9%
Young adults (20 - 34 years)	228	28.6%	33.7%	30.8%	31.5%	32.2%	31.9%
Adults (35 - 44 years)	223	27.9%	21.6%	25.2%	24.0%	28.3%	28.7%
Middle-aged adults (45 - 54 years)	142	17.8%	19.7%	15.3%	17.6%	17.6%	19.6%
Older adults (55 - 74 years)	152	19.0%	18.8%	18.4%	20.0%	14.6%	13.1%
Senior citizens (75 years and over)	34	4.3%	3.5%	7.3%	4.1%	4.8%	3.8%
Not stated	2		4	1	2	1	7
<b>Total</b>	<b>800</b>	<b>100%</b>	<b>800</b>	<b>800</b>	<b>803</b>	<b>800</b>	<b>802</b>

### Gender

**Gender**  
**Maribyrnong City Council - 2019 Annual Community Survey**  
(Number and percent of respondents providing a response)

Gender	2019		2018	2017	2016	2015	2014
	Number	Percent					
Male	430	54.3%	54.2%	47.3%	47.4%	52.9%	48.4%
Female	362	45.7%	45.6%	52.3%	52.1%	46.9%	50.9%
Other	0	0.0%	0.1%	0.4%	0.5%	0.3%	0.6%
Not stated	8		7	9	8	2	5
<b>Total</b>	<b>800</b>	<b>100%</b>	<b>800</b>	<b>800</b>	<b>803</b>	<b>800</b>	<b>802</b>



**Language spoken at home**

**Language**  
**Maribyrnong City Council - 2019 Annual Community Survey**  
*(Number and percent of respondents providing a response)*

Language	2019		2018	2017	2016	2015	2014
	Number	Percent					
English	506	63.8%	58.7%	57.1%	65.3%	68.0%	66.3%
Vietnamese	64	8.1%	10.5%	7.1%	8.6%	6.0%	7.9%
Mandarin	20	2.5%	1.8%	2.1%	2.0%	0.8%	0.8%
Cantonese	16	2.0%	1.0%	0.9%	0.9%	1.9%	1.8%
Tagalog (Filipino)	15	1.9%	1.0%	0.6%	1.1%	0.6%	0.4%
Greek	13	1.6%	1.3%	3.9%	2.7%	1.4%	1.3%
Chinese (not further defined)	12	1.5%	1.9%	0.1%	0.9%	1.9%	2.1%
Italian	12	1.5%	1.8%	2.3%	3.0%	2.5%	1.8%
Spanish	12	1.5%	2.1%	2.1%	1.9%	1.6%	2.9%
Hindi	11	1.4%	1.5%	2.0%	1.1%	2.1%	2.9%
Croatian	9	1.1%	0.5%	0.5%	0.4%	0.4%	0.1%
Teluga	7	0.9%	0.6%	1.4%	0.4%	0.6%	0.4%
Urdu	7	0.9%	1.0%	0.4%	0.3%	0.0%	0.0%
French	6	0.8%	0.8%	0.5%	0.5%	0.9%	0.9%
Macedonian	6	0.8%	0.3%	1.0%	1.0%	0.3%	0.7%
Bengali	5	0.6%	0.5%	0.9%	0.8%	0.8%	0.5%
Indonesian	5	0.6%	0.4%	0.1%	0.5%	0.4%	0.0%
Polish	5	0.6%	0.1%	0.1%	0.5%	0.1%	0.3%
Arabic	4	0.5%	1.3%	0.9%	0.6%	0.3%	0.8%
Amharic	3	0.4%	0.2%	0.1%	0.0%	0.1%	0.4%
Danish	3	0.4%	0.2%	0.0%	0.0%	0.0%	0.0%
Japanese	3	0.4%	0.3%	0.1%	0.1%	0.5%	0.4%
Korean	3	0.3%	0.0%	0.3%	0.0%	0.0%	0.3%
Somali	3	0.4%	0.1%	0.5%	0.4%	0.1%	0.5%
Tamil	3	0.4%	0.3%	0.4%	0.4%	0.4%	0.3%
Turkish	3	0.4%	0.1%	0.4%	0.9%	0.3%	0.1%
German	2	0.3%	0.5%	0.6%	0.0%	1.0%	0.7%
Hazaragi	2	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Maori (Cook Island)	2	0.3%	0.1%	0.3%	0.4%	0.0%	0.0%
Portugese	2	0.3%	0.5%	0.5%	0.4%	0.4%	0.0%
Serbian	2	0.3%	0.3%	0.3%	0.4%	0.1%	0.3%
Sinhalese	2	0.3%	0.4%	0.6%	0.3%	0.0%	0.0%
Swedish	2	0.2%	0.0%	0.1%	0.0%	0.0%	0.0%
All other languages (nineteenth)	19	2.4%	5.9%	6.4%	3.3%	5.8%	4.1%
Multiple	5	0.6%	4.2%	5.4%	1.0%	1.0%	1.2%
Not stated	6		8	7	14	1	40
<b>Total</b>	<b>800</b>	<b>100%</b>	<b>800</b>	<b>800</b>	<b>803</b>	<b>800</b>	<b>802</b>



## Household member with a disability

**Household member with a disability**  
**Maribyrnong City Council - 2019 Annual Community Survey**  
 (Number and percent of respondents providing a response)

Response	2019		2018	2017	2016	2015	2014
	Number	Percent					
Yes	59	7.7%	8.1%	9.9%	9.7%	7.5%	9.0%
No	703	92.3%	91.9%	90.1%	90.3%	92.5%	91.0%
Not stated	38		7	9	2	4	26
<b>Total</b>	<b>800</b>	<b>100%</b>	<b>800</b>	<b>800</b>	<b>803</b>	<b>800</b>	<b>802</b>

## Household structure

**Household structure**  
**Maribyrnong City Council - 2019 Annual Community Survey**  
 (Number and percent of respondents providing a response)

Structure	2019		2018	2017	2016	2015	2014
	Number	Percent					
<b>Two parent family total</b>	<b>338</b>	<b>42.9%</b>	<b>44.4%</b>	<b>39.7%</b>	<b>43.9%</b>	<b>43.0%</b>	<b>43.3%</b>
<i>youngest child 0 - 4 years</i>	81	10.3%	13.2%	14.1%	14.2%	14.8%	13.4%
<i>youngest child 5 - 12 years</i>	119	15.1%	15.2%	11.5%	11.7%	13.0%	14.9%
<i>youngest child 13 - 18 years</i>	46	5.8%	5.7%	5.8%	8.3%	5.5%	8.1%
<i>adult children only</i>	92	11.7%	10.3%	8.3%	10.2%	9.8%	7.4%
<b>One parent family total</b>	<b>37</b>	<b>4.7%</b>	<b>5.2%</b>	<b>7.6%</b>	<b>6.0%</b>	<b>6.4%</b>	<b>7.4%</b>
<i>youngest child 0 - 4 years</i>	9	1.1%	0.4%	0.9%	0.4%	0.8%	1.8%
<i>youngest child 5 - 12 years</i>	10	1.3%	1.5%	1.3%	1.4%	1.4%	2.4%
<i>youngest child 13 - 18 years</i>	7	0.9%	0.6%	1.4%	1.0%	1.4%	1.0%
<i>adult children only</i>	11	1.4%	2.6%	4.0%	3.3%	2.9%	2.3%
Couple only household	188	23.9%	25.8%	22.5%	22.8%	23.3%	21.9%
Group household	129	16.4%	16.7%	16.0%	12.9%	15.5%	14.1%
Sole person household	90	11.4%	7.2%	13.2%	10.3%	10.4%	11.0%
Other	6	0.8%	0.8%	1.0%	3.4%	1.1%	1.1%
Not stated	12		2	2	6	3	10
<b>Total</b>	<b>800</b>	<b>100%</b>	<b>800</b>	<b>800</b>	<b>803</b>	<b>800</b>	<b>802</b>





## Housing situation

**Housing situation**  
**Maribyrnong City Council - 2019 Annual Community Survey**  
 (Number and percent of respondents providing a response)

Situation	2019		2018	2017	2016	2015	2014
	Number	Percent					
Own this home	365	46.6%	42.8%	37.6%	37.7%	34.3%	35.5%
Mortgage (paying-off this home)	119	15.2%	19.4%	24.2%	31.5%	30.2%	27.7%
Renting this home	280	35.8%	35.5%	36.5%	30.2%	34.0%	34.0%
Other arrangement	19	2.4%	2.3%	1.8%	0.6%	1.5%	2.8%
Not stated	17		6	2	5	6	14
<b>Total</b>	<b>800</b>	<b>100%</b>	<b>800</b>	<b>800</b>	<b>803</b>	<b>800</b>	<b>802</b>

## Period of residence

**Period of residence in Maribyrnong**  
**Maribyrnong City Council - 2019 Annual Community Survey**  
 (Number and percent of respondents providing a response)

Period	2019		2018	2017	2016	2015	2014
	Number	Percent					
Less than one year	68	8.6%	13.2%	9.3%	8.1%	8.4%	13.2%
One to less than five years	172	21.8%	22.9%	25.4%	25.3%	26.4%	26.2%
Five to less than ten years	183	23.2%	19.4%	20.2%	24.4%	24.4%	19.9%
Ten years or more	366	46.4%	44.5%	45.1%	42.2%	40.8%	40.7%
Not stated	11		5	6	4	4	8
<b>Total</b>	<b>800</b>	<b>100%</b>	<b>800</b>	<b>800</b>	<b>803</b>	<b>800</b>	<b>802</b>



## Appendix One: General comments

The following general comments were received from respondents to the *Maribyrnong City Council – 2019 Annual Community Survey*.

**General comments summary**  
**Maribyrnong City Council - 2019 Annual Community Survey**  
*(Number of responses)*

<i>Issue</i>	<i>2019</i>	<i>2018</i>	<i>2017</i>	<i>2016</i>	<i>2015</i>	<i>2014</i>
Transport, parking, traffic, roads	20	26	26	31	63	57
Communication, consultation, responsiveness	11	4	11	10	17	19
Parks, gardens and open spaces	10	7	4	8	14	1
Sustainability, greening and the environment	9	7	9	9	8	6
Council governance and performance	8	0	0	0	0	0
Rates and Council finances	7	16	13	27	20	26
Provision and maintenance of local infrastructure	6	10	15	18	34	10
Comments on survey	5	7	13	8	20	8
Crime, drugs, safety and policing	5	4	14	7	8	7
Waste services or management	4	18	7	11	7	7
Building, planning, housing and development	4	8	7	14	16	10
Provision and quality of community services	3	10	16	24	48	24
Provision and maintenance of community facilities	3	1	3	7	6	8
General positive comments	2	9	13	16	10	12
Other comments	11	6	8	15	10	19
<b>Total</b>	<b>108</b>	<b>135</b>	<b>159</b>	<b>210</b>	<b>285</b>	<b>218</b>

