

Maribyrnong City Council

**2018 Annual Community Survey
Overview Report**

October 2018

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Introduction

Metropolis Research was commissioned by Maribyrnong City Council to undertake its fifteenth *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 – 2018 Annual Community Survey* includes a range of questions exploring current issues of importance and relevance. The 2018 survey includes questions related to the following issues:

- Bicycle ownership and use and agreement with selected statements about cycling
- Awareness of and benefits from the Footscray University Town
- Climate change
- Recycling
- Attendance and participation in arts and cultural activities

Rationale

The *Annual Community Survey* has been designed to provide Council with a wide range of information covering community satisfaction, community sentiment and community feel 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 - 2018 Annual Community Survey* was conducted as a door-to-door interview style survey of eight hundred households drawn from across the municipality. The survey fieldwork was conducted between July and August 2018.

Trained Metropolis Research fieldwork staff conducted face-to-face interviews of approximately twenty 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 one hundred 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 4,129 households were approached to participate in the survey. Of these households, 2,735 were unattended when approached, were therefore not invited to participate, and played no further part in the research. A total of 736 refused the offer to participate in the research and eight hundred respondents completed the survey.

This provides a response rate of 52.1%, which is significantly higher to the response rate reported in previous years, of 36.9% in 2017 and 34.7% in 2016.



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 eight hundred 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 one thousand respondents drawn in equal numbers from every municipality in metropolitan Melbourne. *Governing Melbourne* provides an objective, consistent and reliable basis on which to compare the results of the *Melton City Council – 2017 Annual Community Satisfaction 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 due to the fact that 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 – 2018 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).

The results outlined in this report in general reflect mildly improving 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 second consecutive year, up 1.5% from 6.60 to 6.70. This increase in satisfaction was not statistically significant and satisfaction remains at a level best categorised as “good”.

Since 2005, satisfaction has increased by 7.5%. This result is above the long-term average of 6.49, and is the second highest level of satisfaction with Council’s overall performance recorded since the program commenced in 2004. The highest result was 6.83 recorded in 2013.

By way of comparison, this result is almost identical to the 2018 metropolitan Melbourne average of 6.74, as recorded in *Governing Melbourne*, which is an independent survey of 1,050 residents drawn from across all thirty-one metropolitan Melbourne municipalities.

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), and group household respondents.
- **Lower than average satisfaction** - middle-aged adults (aged 45 to 59 years), home owner and mortgagee respondents, long-term residents (ten years or more in the City of Maribyrnong), respondents from households with a member with a disability, and one-parent families.

Satisfaction with the six aspects of governance and leadership increased by an average of 4.6% this year, a measurable increase and larger than the increase in overall satisfaction. Satisfaction with these aspects of governance and leadership are all marginally higher than the 2018 metropolitan Melbourne results from *Governing Melbourne*.

These aspects relate to promoting gender respect and equity (7.49), responsiveness to local community needs (6.79), community consultation and engagement (6.77), representation, lobbying and advocacy (6.71), making decisions in the interests of the community (6.68), and maintaining community trust and confidence (6.66).



The average satisfaction with the thirty-eight Council services and facilities included in the survey increased marginally this year to 7.24 out of ten (up from 7.11). Consistent with the results recorded over a number of years, this result is marginally lower than the 2018 metropolitan Melbourne average of 7.43.

Satisfaction with the various components of the 2018 survey can best be summarised as follows:

- **Excellent** – for weekly garbage collection, local library, recycling, green waste collection, services for children, services for seniors, and Council’s festivals and events.
- **Very Good** – for the most of the other health and human, most of the leisure services, and most aspects of customer service.
- **Good** – for most of the infrastructure services, the communication services, the design of public spaces, the appearance and quality of new developments, aspects of governance and leadership, and satisfaction with Council’s overall performance.
- **Solid** – for enforcement and local laws, the protection of local heritage, the maintenance and cleaning of the Footscray CBD, the management of illegally dumped rubbish, and parking enforcement.

It is noted that satisfaction with none of the thirty-eight services and facilities was rated as “poor: or lower.

Issues of importance in the City of Maribyrnong

The issues of importance to address in the City of Maribyrnong in the coming twelve months are consistent with those recorded in recent years and includes; traffic management (18.0%), car parking (16.5%), lighting (9.5%), safety, policing and crime (9.4%), parks, gardens and open space areas (7.9%), cleanliness and maintenance of the area (6.9%). Of these issues, the issues that appear to exert a negative influence on respondents’ satisfaction with Council’s overall performance were building, housing, planning and development, safety, policing and crime, footpath maintenance and repairs, and rates.

Perception of safety in the public areas of Maribyrnong

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 mildly safe in and around the Footscray CBD at night.

Footscray University Town Project

Approximately one-fifth (26.5% up from 19.6%) of respondents were aware of the Footscray University Town project.



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. These results can best be summarised as follows:

- **Strong Agreement** - that they feel welcome and included when accessing Council services, facilities and activities, that the Maribyrnong community is welcoming and supportive of people from diverse cultures and backgrounds, Maribyrnong Council promotes connection between different cultural groups, and Maribyrnong Council respects, reflects, and is inclusive of indigenous peoples.
- **Solid Agreement** – that Maribyrnong is accessible and inclusive for people with a disability.

Climate change

The top three actions that respondents believe Council should focus on in dealing with climate change were reduce the use of single-use plastics (50.8%), recycling food waste (42.1%), education about energy conservation (33.3%), measures to reduce Council's energy use (32.5%), and education about water conservation (31.5%).

Assist with recycling

When asked how Council could assist respondents with their recycling the top three responses were stickers on bins (42.8%), education (37.5%), brochures (17.9%), and apps (16.5%).

Cycling in Maribyrnong

More than half (54.0%) of respondent households own at least one bicycle and more than one-third (39.1%) regularly use a bicycle.

Whilst on average respondents agreed that Council should prioritise cycling infrastructure over both on-street car parking (6.31 up from 5.97) and traffic flows (6.03 up from 5.67), attention is drawn to the fact that there was significant diversity of views in the community in relation to the prioritization of cycling infrastructure. Particular attention is drawn to the significant proportion of non-cycling households that disagreed that cycling infrastructure should be prioritised over either on-street car parking (25.0% disagreed) or car traffic flows (26.0% disagreed), although these results have declined since last year.

Mayoral recognition

13.1% of respondents were able to correctly identify the current Mayor of the City of Maribyrnong in 2018. The long-term average result for this question since 2005 is 19.7%.



Key findings

The following section of the report provides a summary of the findings from the *Maribyrnong City Council – 2018 Annual Community Survey*.

Overall satisfaction

- ⊗ Satisfaction with Council’s overall performance increased by 1.5%, up from 6.60 to 6.70.
- ⊗ This level of satisfaction remains categorised as “good”, the same categorisation for each year since 2015.
- ⊗ This result is marginally, albeit not measurably higher than both the western region (6.55) and the metropolitan Melbourne averages (6.53), although it is somewhat lower than the IMAP (6.83) average from the 2017 *Governing Melbourne*.
- ⊗ Respondents from Maidstone (7.39) were measurably more satisfied, whilst respondents from Kingsville (6.13) were measurably 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 rental households, group 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, long term residents that have lived in Maribyrnong for ten years or more, respondents from households with a member with a disability and one-parent families.
- ⊗ In 2018, 20.8% (up from 16.8%) of respondents considered that Council’s overall performance had improved in the last twelve months, whilst 6.3% (down from 6.5%) considered that performance had deteriorated.

Governance and leadership

- ⊗ Average satisfaction with the six included aspects of governance and leadership increased measurably this year, up 4.6% to 6.85.
- ⊗ This level of satisfaction remains categorised as “good”.
- ⊗ Satisfaction with the six aspects being as follows:
 - Promoting gender equity and respect (7.49 up from 7.42)
 - Responsiveness of Council to local com. needs (6.79 up from 6.32)
 - Community consultation and engagement (6.77 up from 6.56)
 - Representation, lobbying, and advocacy (6.71 up from 6.45)
 - Making decisions in interests of community (6.68 up from 6.29)
 - Maintaining community trust and confidence (6.66 up from 6.26).



- ⊗ 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 (6.72) than the metropolitan Melbourne average (6.26). This is based on results from the 2017 *Governing Melbourne*.

Mayoral recognition

- ⊗ In 2018, 13.1% of respondents were able to correctly identify the current Mayor of the City of Maribyrnong (Cr. Cuc Lam). The average result for this question since 2004 is 19.7%.

Issues for Council to address in the coming 12 months

- ⊗ A total of 605 respondents representing 75.6% 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 *(18.0% down from 26.8%)*
 - Car parking *(16.5% down from 17.3%)*
 - Lighting *(9.5% up from 7.0%)*
 - Safety, policing and crime *(9.4% down from 9.8%)*
 - Parks, gardens and open space *(7.9% up from 7.1%).*

Safety in public areas of Maribyrnong

- ⊗ The perception of safety in and around the public areas of the City of Maribyrnong remained relatively stable for most locations / times.
- ⊗ 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 *(8.16 down from 8.17)*
 - In and around Highpoint Shopping Centre *(7.83 up from 7.82)*
 - Travelling on trains *(7.35 up from 7.25)*
 - In and around Footscray CBD during the day *(7.30 up from 7.26)*
 - In and around Braybrook Shopping Centre *(7.12 up from 6.64)*
 - In public areas of Maribyrnong at night *(6.45 – steady)*
 - In and around Footscray CBD at night *(5.78 up from 5.34).*
- ⊗ The most common reasons why respondents felt unsafe in the public areas of the City of Maribyrnong in 2018 were issues with drugs and alcohol, a general perceived lack of safety, and issues with “gangs, youths, suspicious people”.



Sense of community in Maribyrnong

- ⊗ Respondents were again in 2018 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 solid to strong sense of community, with agreement with the five aspects as follows:
 - I feel welcome when accessing Council services and facilities (7.44)
 - The community is welcoming people from diverse cultures (7.44)
 - Council promotes connection between cultural groups (7.21)
 - Council respects, reflects and is inclusive of indigenous people (7.14)
 - Maribyrnong is accessible and inclusive for people with disability (6.94).

Climate change

- ⊗ Almost all (95.9%) 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 (50.8%), recycling food waste (42.1%), education about energy conservation (33.3%), measures to reduce Council's energy use (32.5%), and education about water conservation (31.5%).

Cycling in the Maribyrnong

- ⊗ A little more than half (54.0%) of respondent household reported that at least one member of their household owned a bicycle.
- ⊗ More than one-third (39.1%) reported that at least one member of their household regularly used a bicycle.
- ⊗ There was a notable increase in agreement that Council should prioritise bicycle infrastructure over both on-street parking (up 5.7%) and car traffic flows (up 6.3%) this year.
 - On average respondents were solidly in agreement (6.31 up from 5.97) that Council should prioritise bicycle infrastructure over on-street parking, although it is important to note that cycling households (6.82) rated agreement measurably higher than non-cycling households (5.99).
 - On average respondents were moderately in agreement (6.03 up from 5.67) that Council should prioritise bicycle infrastructure over car traffic flows, although it is important to note that cycling households (6.58) rated agreement measurably higher than non-cycling households (5.68).

Footscray University Town project

- ⊗ There was a significant increase in the proportion of respondents that were aware of the Footscray University Town Project, up from 19.6% to 26.5%.



Events and activities in the City of Maribyrnong

- ⊗ The overwhelming majority (89.1%) of respondents had attended at least one of the eight listed arts and cultural activities, with 80.0% attending within the municipality and 66.4% outside the municipality.
- ⊗ The most commonly attended events were cinema (74.4%), libraries / archives (56.9%), and Council festivals and events (53.1%).
- ⊗ Approximately two-thirds of respondents would like to be able to definitely (37.5%) or possibly (28.1%) access more arts and cultural activities in the City of Maribyrnong.
- ⊗ Five percent of respondents had personally participated in any of the eight listed arts and cultural activities in the last twelve months.

Actions or services to assist your recycling

- ⊗ The overwhelming majority (89.8%) of respondents nominated at least of the five listed actions / services that Council could employ to assist them with their recycling, at an average of just over one activity / service each.
- ⊗ The actions or services that respondents believe may assist them with their recycling were stickers on bins (42.8%), education (37.5%), brochures (17.9%), and an App (16.5%).

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 5.92 to 6.20 in 2018, a level of satisfaction best categorised as “good”. This result was almost identical to the 2017 IMAP (6.20) and was marginally higher than the western region (6.04) results, and measurably higher than the metropolitan Melbourne average (5.70).
- ⊗ In 2018, all respondents were asked to rate their satisfaction with three aspects of planning and housing development outcomes, as follows:
 - The design of public spaces *(6.81 up from 6.65)*
 - The appearance and quality of new developments *(6.50 up from 6.18)*
 - The protection of local heritage *(6.39 up from 6.17).*
- ⊗ Satisfaction with the design of public spaces and the protection of local heritage was marginally lower in the City of Maribyrnong than the metropolitan Melbourne, western region councils, or IMAP average, as recorded in 2017 Governing Melbourne.



- ⊗ In 2018, 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 twenty-eight applicants and thirteen objectors, as follows:

○ Access to information (applicants)	(7.00 up from 6.97)
○ Access to information (objectors)	(6.23 up from 6.07)
○ Communication during the process (applicants)	(5.81 down from 6.16)
○ Communication during the process (objectors)	(6.07 up from 5.18)
○ Effectiveness of community consultation (applicants)	(6.03 up from 5.97)
○ Effectiveness of community consultation (objectors)	(5.35 up from 4.96)
○ Timeliness of planning decisions (applicants)	(6.06 up from 5.38)
○ Timeliness of planning decisions (objectors)	(5.60 down from 5.66).

Customer service

- ⊗ In 2018, approximately half (46.9% down from 50.4%) of respondents had contacted Council in the last two years.
- ⊗ The main forms of contacting Council remain telephone (49.1% down from 51.4%), and visits in person (15.8% down from 18.7%).
- ⊗ Satisfaction with aspects of customer service was almost identical to the 2017 metropolitan Melbourne results from *Governing Melbourne*.
- ⊗ Satisfaction with the nine included aspects of customer service can best be summarised as follows:
- | | |
|--|-----------------------|
| ○ Staff understanding language needs (NESB only) | (8.16 down from 8.44) |
| ○ The online payments system | (7.72 up from 7.67) |
| ○ Opening hours | (7.69 up from 7.55) |
| ○ Access to relevant officer / area | (7.54 up from 6.96) |
| ○ Courtesy of service | (7.52 up from 7.28) |
| ○ General reception | (7.48 up from 7.24) |
| ○ Care and attention to enquiry | (7.27 up from 6.71) |
| ○ Provision of information on Council and services | (7.26 up from 6.84) |
| ○ Speed of service | (6.99 up from 6.48). |

Council services and facilities

- ⊗ **Importance** - The average importance of the thirty-four included Council services and facilities was 8.52 out of ten in 2018, almost identical to the 8.45 recorded in 2017 and the 8.42 in 2016.



⊗ The top twelve services and facilities were measurably more important than the average:

- Fortnightly recycling *(9.18 up from 9.07)*
- Weekly garbage collection *(9.16 down from 9.35)*
- Services for people with a disability *(9.14 up from 9.13)*
- Local library *(9.08 up from 8.72)*
- Fortnightly green waste collection *(9.05 up from 8.89)*
- Annual hard rubbish collection *(9.00 up from 8.84)*
- Services for old people *(8.95 down from 8.98)*
- Public toilets *(8.89 up from 8.59)*
- Service for children *(8.88 down from 8.96)*
- Provision and maintenance of street lighting *(8.80 down from 8.92)*
- Services for young people *(8.79 – steady)*
- Provision and maintenance of parks & gardens *(8.76 down from 8.80).*

⊗ The bottom eight services and facilities were measurably less important than the average:

- Customer Request Management System *(8.19 – new in 2018)*
- Promoting local economic development *(8.10 down from 8.13)*
- Animal management *(8.06 up from 7.92)*
- Provision of public art *(8.03 up from 7.75)*
- Council’s online consultation tool *(7.84 up from 7.38)*
- Parking enforcement *(7.82 up from 7.35)*
- Council’s use of social media *(7.68 up from 7.06)*
- Maribyrnong Messenger *(7.32 up from 7.01).*

⊗ **Satisfaction** - The average satisfaction with the thirty-four included Council services and facilities was 7.24 in 2018, a small increase on the 7.11 recorded in 2017. This result is categorised as “good”.

⊗ Satisfaction with the top nine services and facilities was measurably higher than the average satisfaction:

- Weekly garbage collection *(8.46 down from 8.50)*
- Local library *(8.42 down from 8.45)*
- Fortnightly recycling *(8.31 up from 8.21)*
- Fortnightly green waste collection *(8.28 up from 8.24)*
- Service for children *(7.98 up from 7.52)*
- Service for seniors *(7.77 up from 7.38)*
- Council’s festivals and events *(7.75 up from 7.60)*
- Community Centres / Neighbourhood Houses *(7.69 – steady)*
- Maribyrnong Aquatic Centre *(7.66 up from 7.64).*

⊗ Satisfaction with the bottom six services and facilities was measurably lower than the average satisfaction:

- Maribyrnong Messenger *(6.68 up from 6.44)*
- Local traffic management *(6.57 up from 5.94)*
- Public toilets *(6.57 up from 6.28)*
- Maintenance and cleaning of Footscray CBD *(6.47 up from 6.22)*
- Illegally dumped rubbish *(6.46 – new in 2018)*
- Parking enforcement *(6.13 up from 5.70).*



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?”

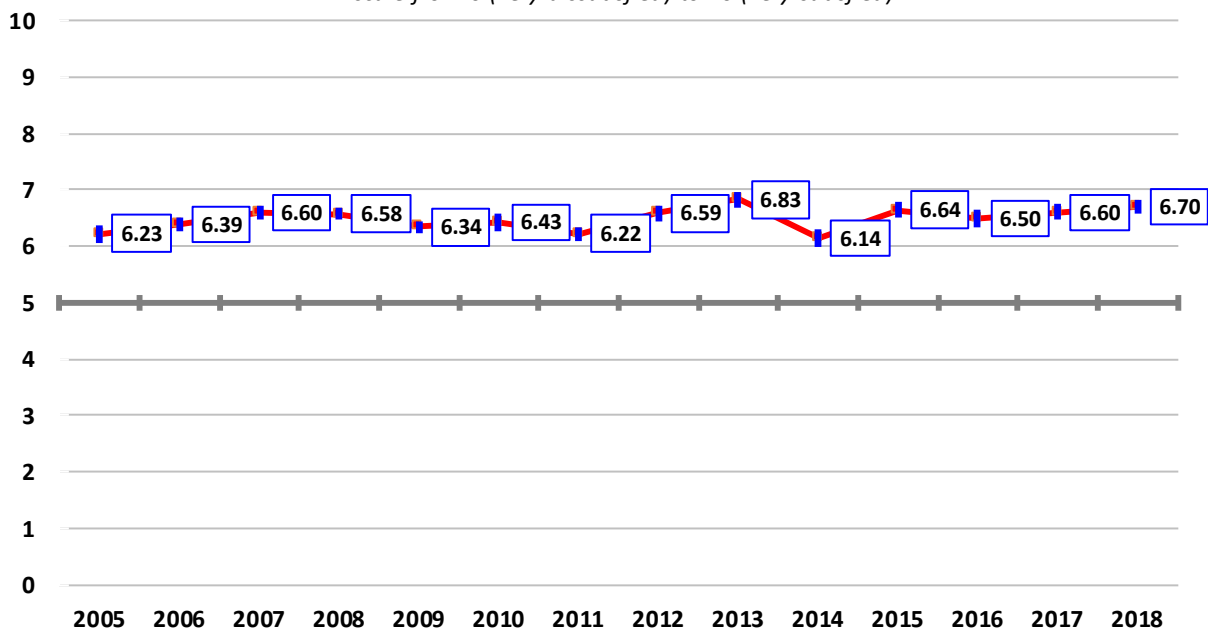
Satisfaction with the performance of Council across all areas of responsibility (overall performance) improved for the second consecutive year, up from 6.60 last year to 6.70 this year. This increase of 1.5% was not statistically significant at the 95% confidence level. Despite this increase, satisfaction with Council’s overall performance remains “good”, the same level as recorded since 2015.

This is the second highest overall satisfaction score recorded by Metropolis Research for the City of Maribyrnong since the *Annual Community Survey* program commenced in 2005.

By way of comparison, this result is similar to the 2018 metropolitan Melbourne average of 6.74, and the IMAP councils’ average of 6.68.

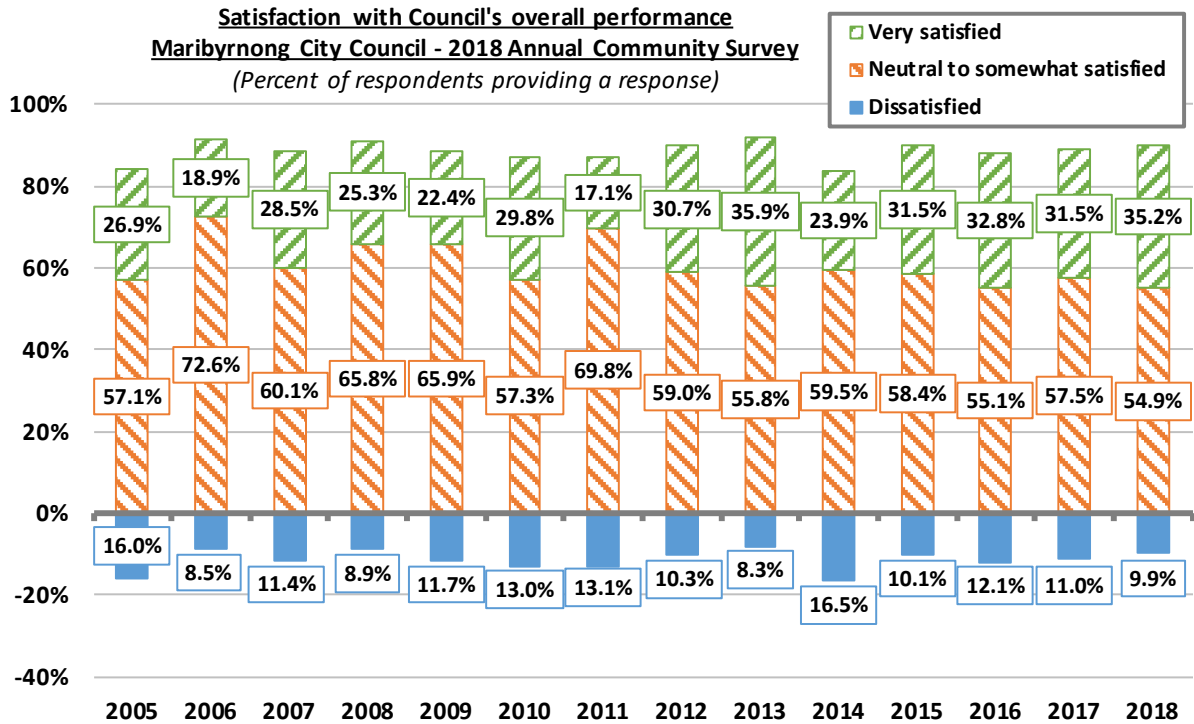
Metropolis Research notes that satisfaction with Council’s overall performance has trended marginally higher over time since falling significantly in 2014, which was the result of a particular policy issue around paid parking in Yarraville.

Satisfaction with Council's overall performance
Maribyrnong City Council - 2018 Annual Community Survey
scale from 0 (very dissatisfied) to 10 (very satisfied)



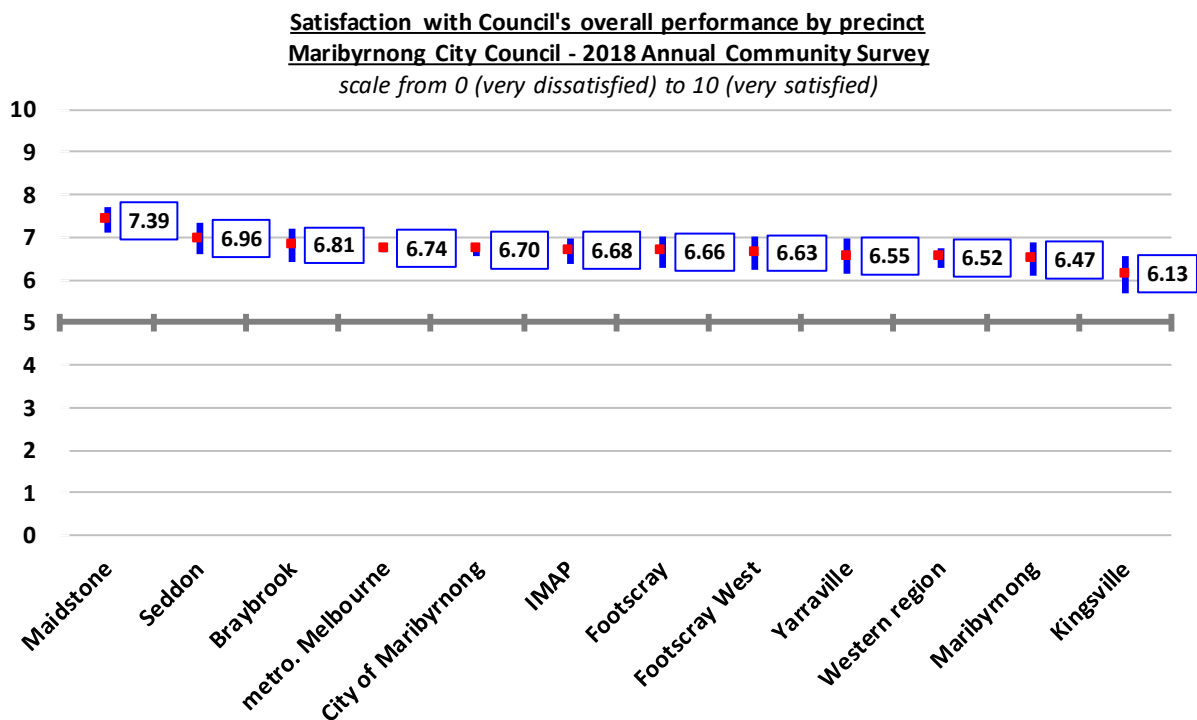
Consistent with this “good” average result, the proportion of respondents very satisfied (rating eight or more) with Council’s overall performance remains at or a little above one-third (35.2% this year), whilst the proportion dissatisfied with Council’s overall performance (i.e. rating satisfaction zero to four) has remained at or around ten percent (9.9% this year).

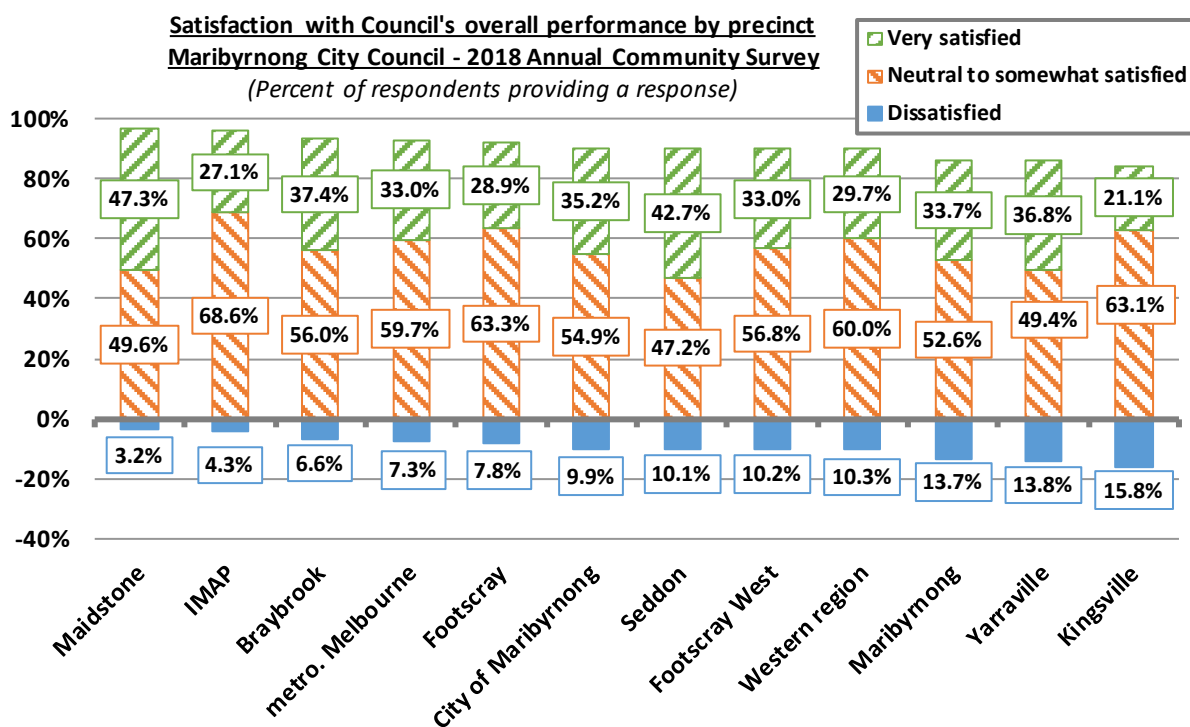




There was some measurable variation in satisfaction with Council’s overall performance observed across the municipality, as follows:

- **Maidstone** – respondents were measurably more satisfied than average, and at a “very good” level.
- **Kingsville** – respondents were measurably less satisfied than average, and at a “solid” level.





Overall performance by respondent profile

The following graphs provide a breakdown of satisfaction with Council’s overall performance by respondent profile, including age structure, gender, language spoken at home, housing situation, period of residence in the City of Maribyrnong, household structure, and household disability status.

As is outlined in the graphs, the following variation is noted:

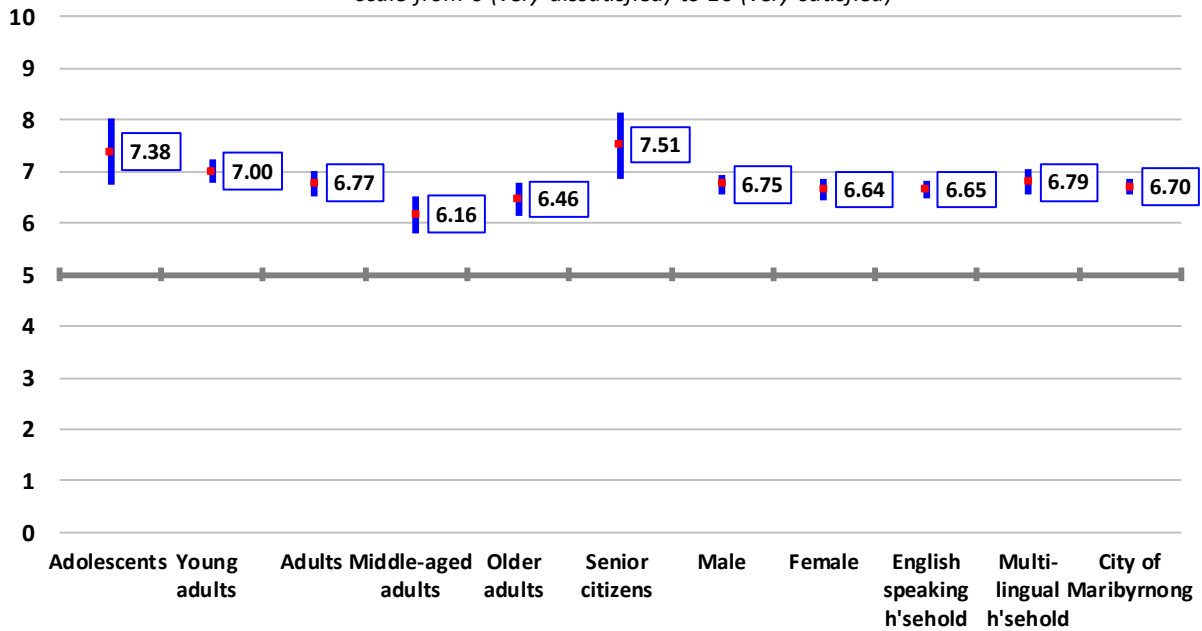
- **Higher than average satisfaction** – adolescents and young adults (aged 15 to 34 years), senior citizens (aged 75 years and over), rental household respondents, new residents (less than five years in the City of Maribyrnong), and group household respondents.
- **Lower than average satisfaction** - middle-aged adults (aged 45 to 59 years), home owner and mortgagee respondents, long-term residents (ten years or more in the City of Maribyrnong), respondents from households with a member with a disability, and one-parent families.

Metropolis Research notes that some of the variation discussed above is commonly observed across metropolitan Melbourne. It is generally true that younger respondents, newer residents, renters, and group households tend to be more satisfied with their Council’s overall performance than other residents.

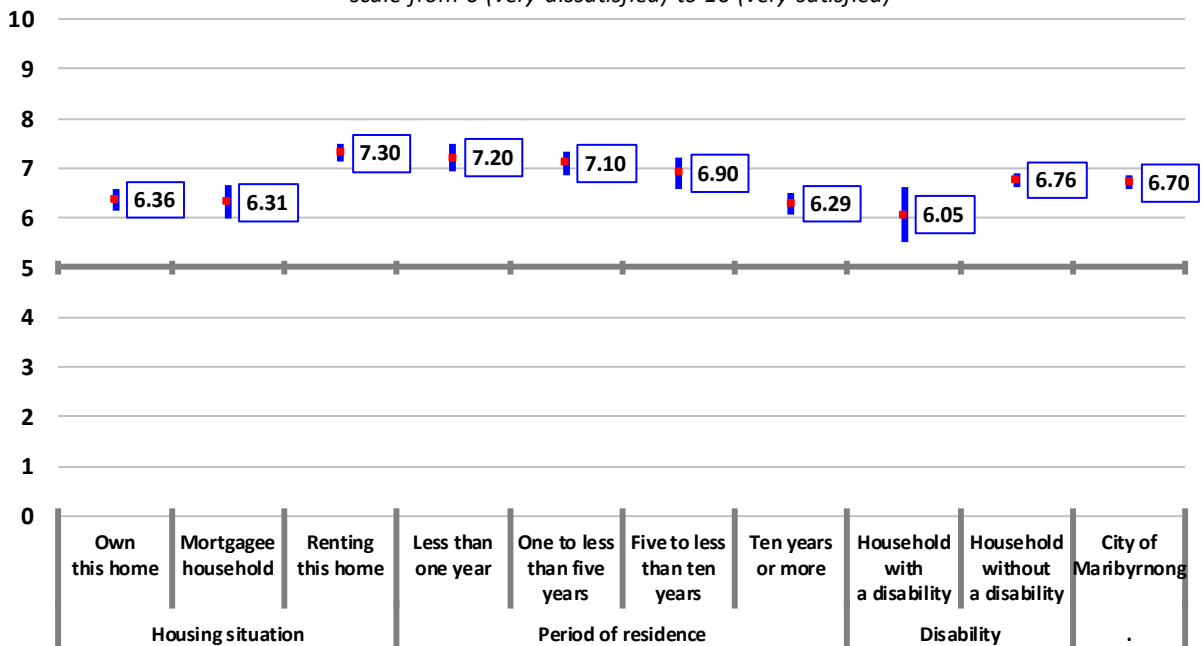
It tends to be middle-aged and older adults (aged 45 to 74 years), home owners, and long-term residents who tend to be less satisfied with their Council’s overall performance than other residents.



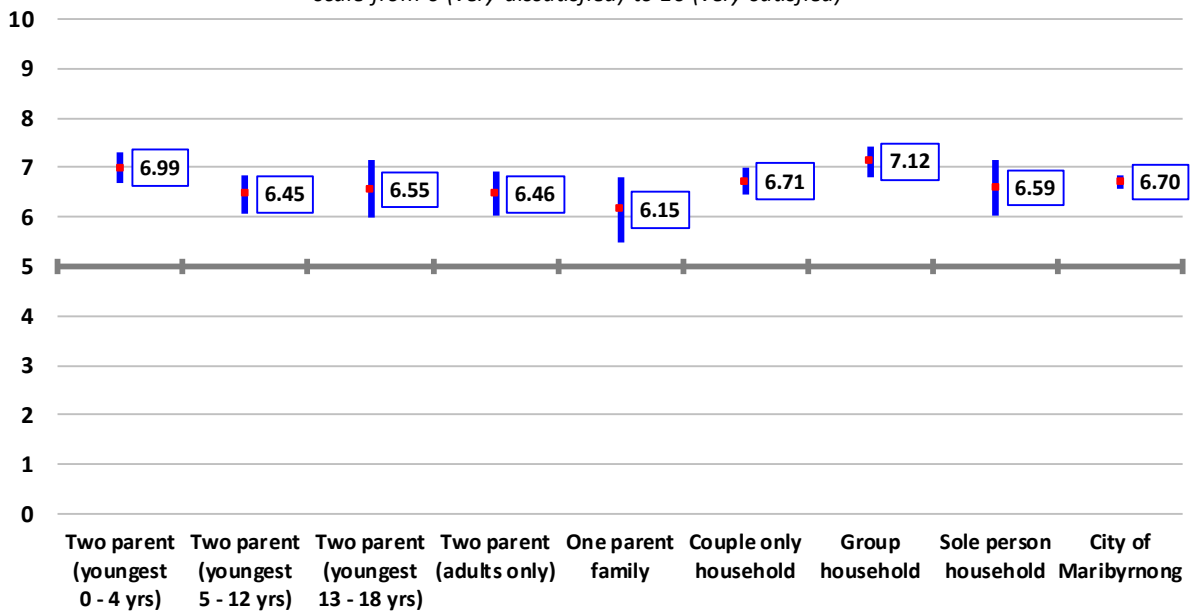
Satisfaction with Council's overall performance by respondent profile
Maribyrnong City Council - 2018 Annual Community Survey
scale from 0 (very dissatisfied) to 10 (very satisfied)



Satisfaction with Council's overall performance by housing profile and disability
Maribyrnong City Council - 2018 Annual Community Survey
scale from 0 (very dissatisfied) to 10 (very satisfied)



Satisfaction with Council's overall performance by household structure
Maribyrnong City Council - 2018 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 442 comments received about Council’s overall satisfaction, with the verbatim comments included as an appendix to this report.

The following table provides a breakdown of these comments by issue and then they are further broken down into positive and negative comments. For example, 183 comments were general statements, of which 151 (34.2%) were generally positive and 32 (7.2%) were generally negative in nature. General statements accounted for 51.9% of the comments received from respondents satisfied with Council’s overall performance, they accounted for 16.1% of the comments received from respondents neutral to somewhat satisfied, and they accounted for 13.2% of the comments received from respondents dissatisfied with Council’s overall performance.

The most common issues identified by respondents in relation to Council’s overall performance were general and mostly positive statements (183 responses), communication and consultation (59 responses), services and facilities (52 responses), rates (31 responses), and customer service and responsiveness (31 responses).

The issues raised by respondents dissatisfied with Council’s overall performance were focused on communication and consultation, rates, customer service and responsiveness, financial issues and priorities for Council, and building, planning, housing and development.



It is important to bear in mind that there were only eighty dissatisfied respondents, and they provided a total of sixty-eight responses.

A more comprehensive examination of the issues of importance in the City of Maribyrnong is provided in the issues section of this report.

Reasons for rating of satisfaction with Council's overall performance
Maribyrnong City Council - 2018 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>
General statements	183	41.4%	51.9%	16.1%	13.2%
<i>positive</i>	151	34.2%	45.9%	8.9%	0.0%
<i>negative</i>	32	7.2%	6.0%	7.1%	13.2%
Communication, consultation, information	59	13.3%	10.1%	21.4%	22.1%
<i>positive</i>	9	2.0%	2.8%	0.0%	0.0%
<i>negative</i>	50	11.3%	7.2%	21.4%	22.1%
Services and facilities	52	11.8%	13.5%	10.7%	4.4%
<i>positive</i>	25	5.7%	7.9%	0.0%	0.0%
<i>negative</i>	27	6.1%	5.7%	10.7%	4.4%
Rates	31	7.0%	4.1%	10.7%	17.6%
<i>positive</i>	0	0.0%	0.0%	0.0%	0.0%
<i>negative</i>	31	7.0%	4.1%	10.7%	17.6%
Council customer service and responsiveness	31	7.0%	6.3%	0.0%	16.2%
<i>positive</i>	3	0.7%	0.9%	0.0%	0.0%
<i>negative</i>	28	6.3%	5.3%	0.0%	16.2%
Building, planning, housing and development	19	4.3%	2.8%	7.1%	8.8%
<i>positive</i>	0	0.0%	0.0%	0.0%	0.0%
<i>negative</i>	19	4.3%	2.8%	7.1%	8.8%
Parking	19	4.3%	4.1%	5.4%	4.4%
<i>positive</i>	1	0.2%	0.3%	0.0%	0.0%
<i>negative</i>	18	4.1%	3.8%	5.4%	4.4%
Governance, accountability and reputation	16	3.6%	1.3%	19.6%	1.5%
<i>positive</i>	2	0.5%	0.6%	0.0%	0.0%
<i>negative</i>	14	3.2%	0.6%	19.6%	1.5%
Financial issues and priorities	14	3.2%	0.9%	5.4%	11.8%
<i>positive</i>	3	0.7%	0.9%	0.0%	0.0%
<i>negative</i>	11	2.5%	0.0%	5.4%	11.8%
Roads, traffic, transport and footpaths	8	1.8%	1.9%	3.6%	0.0%
<i>positive</i>	1	0.2%	0.3%	0.0%	0.0%
<i>negative</i>	7	1.6%	1.6%	3.6%	0.0%
Safety, policing and crime	3	0.7%	0.9%	0.0%	0.0%
<i>positive</i>	0	0.0%	0.0%	0.0%	0.0%
<i>negative</i>	3	0.7%	0.9%	0.0%	0.0%
Other reasons	7	1.6%	2.2%	0%	0%
Total	442		318	56	68



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?”

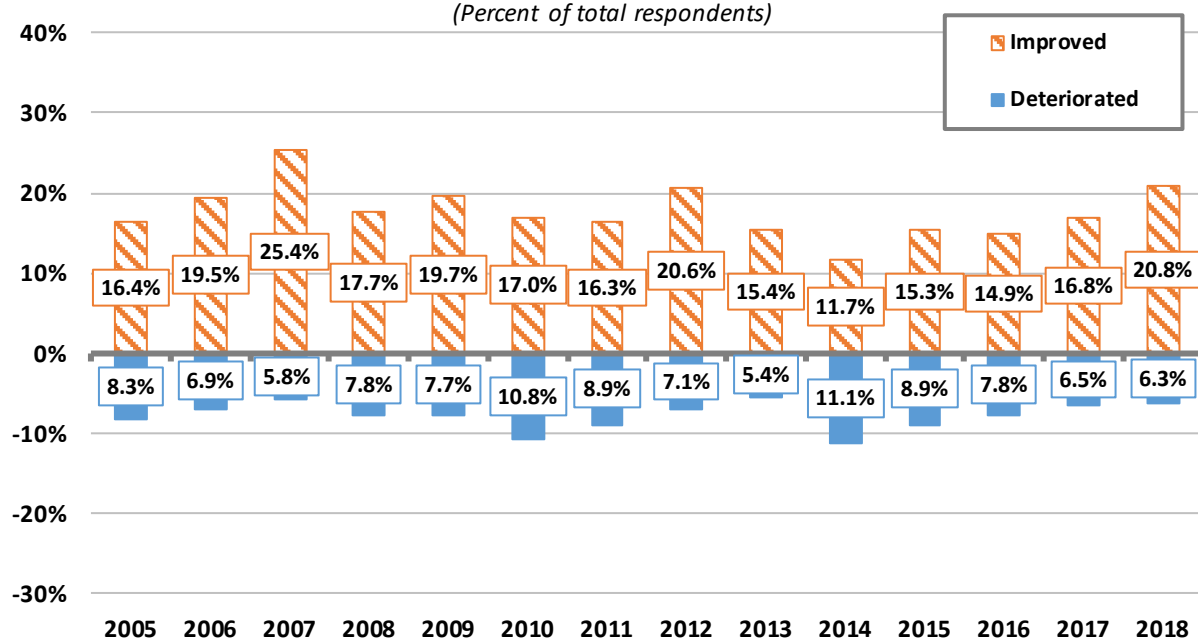
Consistent with the trend of slightly increasing overall satisfaction with Council since the lowest recent result from 2014, the proportion of respondents that consider that Council’s overall performance has improved has increased from 11.7% in 2014 to 20.8% this year. This is a substantial improvement over time.

Conversely, the proportion of respondents that consider that Council’s overall performance has deteriorated has declined from 11.1% in 2014 to 6.3% this year.

Change in overall performance
Maribyrnong City Council - 2018 Annual Community Survey
 (Number and percent of total respondents)

Change	2018		2017	2016	2015	2014	2013
	Number	Percent					
Improved	166	20.8%	16.8%	14.9%	15.3%	11.7%	15.4%
Stayed the same	396	49.5%	51.8%	58.5%	53.3%	52.0%	65.6%
Deteriorated	50	6.3%	6.5%	7.8%	8.9%	11.1%	5.4%
Can't say	188	23.5%	25.0%	18.7%	22.6%	25.2%	13.6%
Total	800	100%	800	803	800	802	800

Change in satisfaction with Council's overall performance in last 12 months
Maribyrnong City Council - 2018 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?”

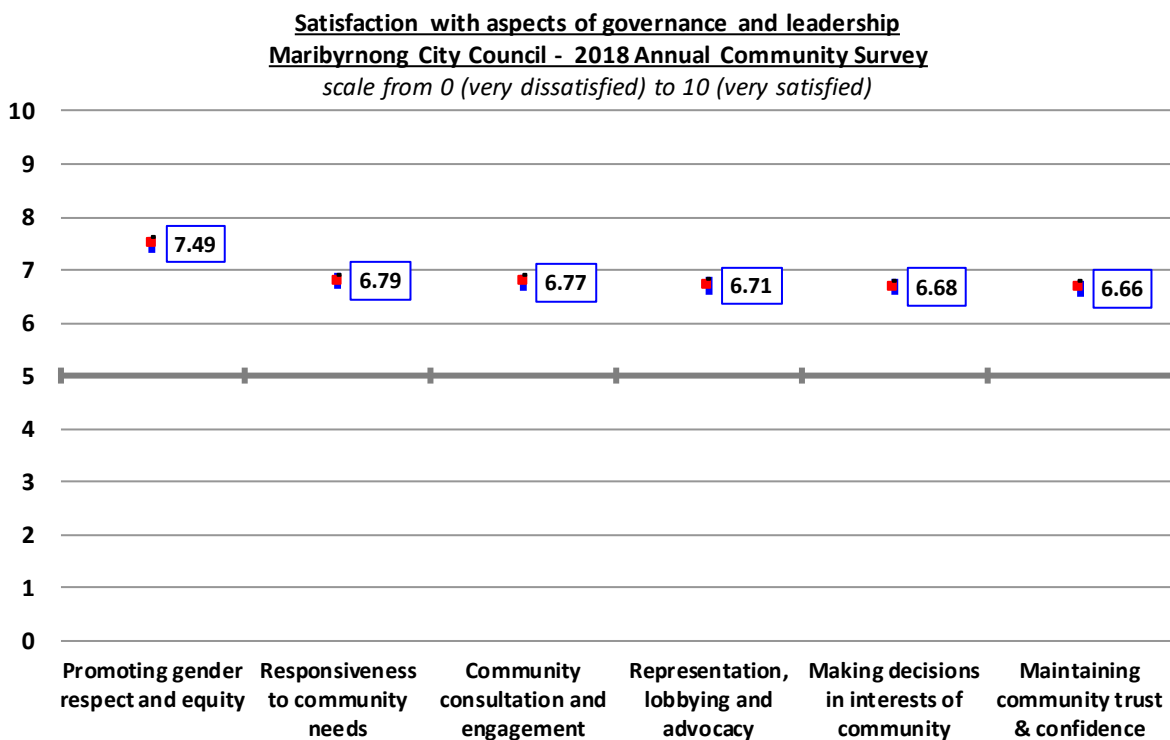
Respondents were again this year asked to rate their satisfaction with six aspects of Council’s performance in governance and leadership.

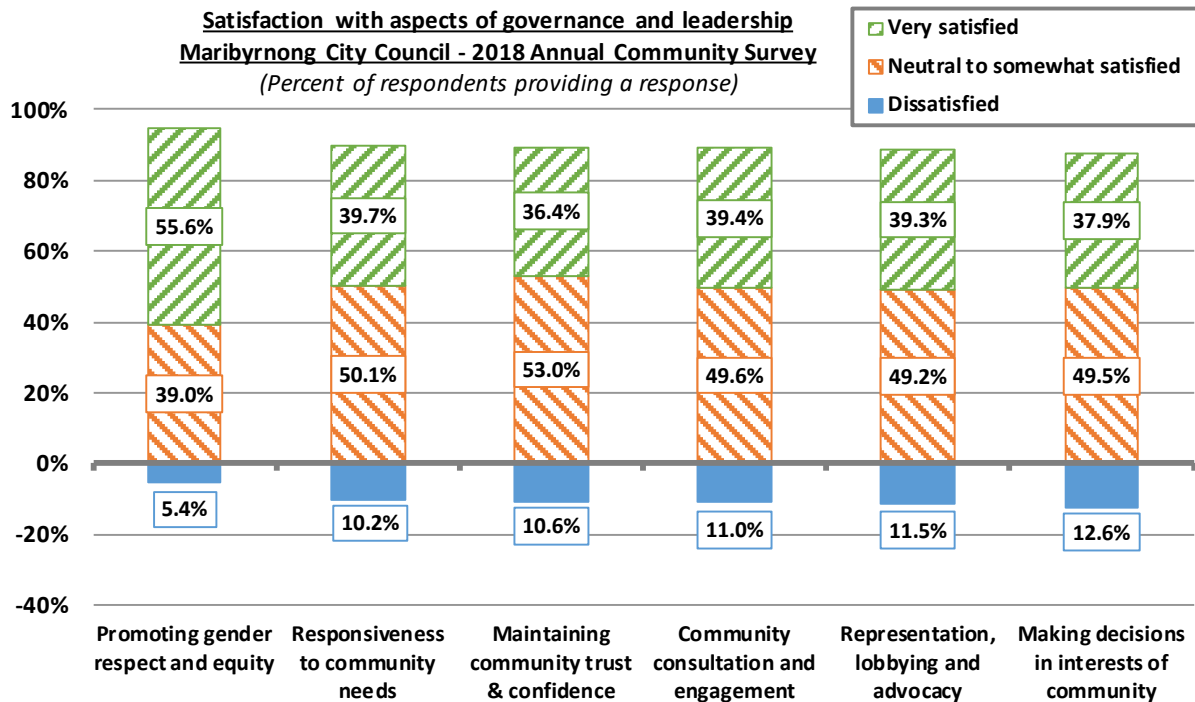
The average satisfaction with these six aspects was 6.85 out of ten this year, a measurable increase of 4.6% on the 2017 average of 6.55. This result remains categorised however as “good”.

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

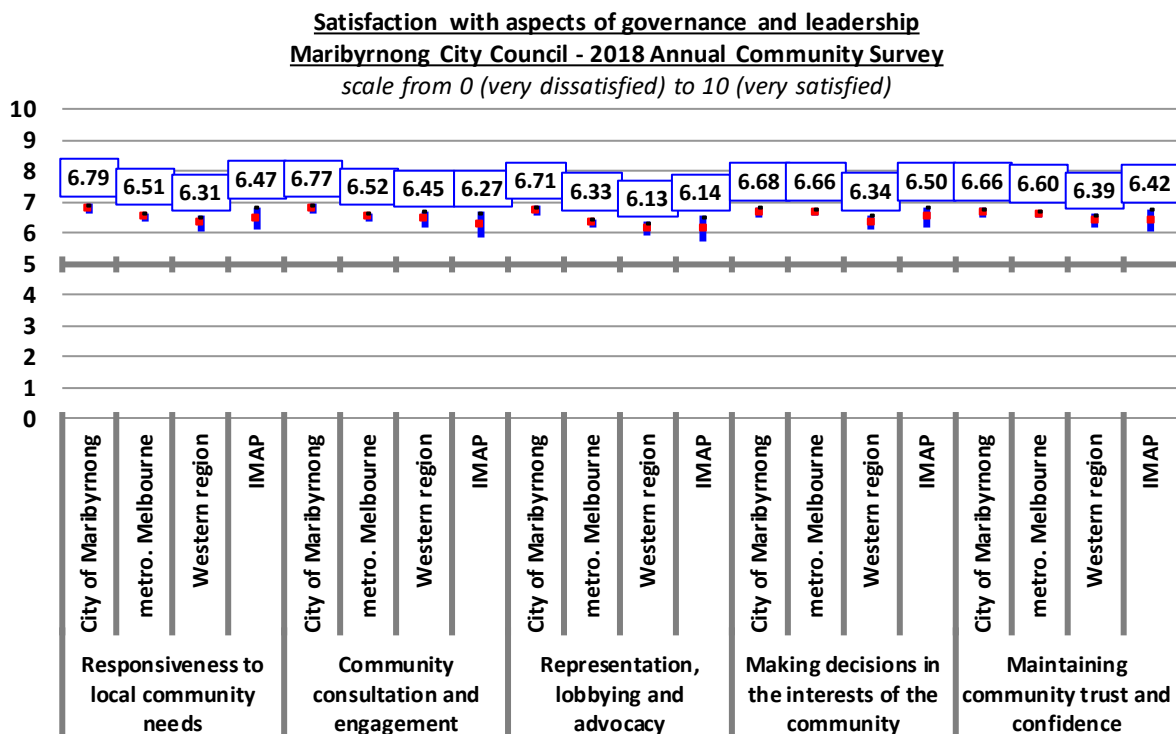
- **Very Good** – for Council performance promoting gender respect and equity. A little more than half the respondents were very satisfied with this aspect, whilst 5.4% were dissatisfied.
- **Good** – for the responsiveness of Council to community needs, community consultation and engagement, representation, lobbying and advocacy, making decisions in the interests of the community, and maintaining community trust and confidence. A little more than one-third of respondents were very satisfied with each of these aspects, whilst a little more than ten percent were dissatisfied.

These results again confirm that the community is generally satisfied with Council’s governance and community leadership.





When compared to the 2018 *Governing Melbourne* results, satisfaction with the five aspects of governance and leadership included in both surveys were higher than the metropolitan Melbourne averages, and the western region councils and IMAP averages.



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 605 respondents representing 75.6% of the total sample provided at least one issue to address in the City of Maribyrnong at the moment. This is a decrease on the 83.3% recorded in 2017, but similar to the 73.2% recorded in 2016.

It is important to bear in mind that these results reflect issues identified by the community as priorities to be addressed in the municipality in the coming year. They are not to be read as list of complaints, nor do they all fall within the general remit of the City of Maribyrnong. Many of these issues are generally within the remit of the 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 are available on request.

There are six issues that have consistently been the most commonly raised by respondents in the City of Maribyrnong in recent years; traffic management, car parking, building / housing / planning and development, road maintenance and repairs, safety / policing and crime, and parks / gardens and open spaces.

This year there was a significant decline in the proportion of respondents raising issues with building, housing, planning and development (6.3% down from 14.6%) and road maintenance and repairs (5.5% down from 12.2%).

There was a small increase again this year in the proportion of respondents raising issues with lighting, up from seven percent last year to 9.5% this year. Despite this increase, this result remains similar to the 2018 metropolitan Melbourne average.

The major issues in the City of Maribyrnong this year were:

- **Traffic management** – identified by approximately one-sixth (18.0%) of respondents this year, a significant decrease on the unusually high 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.
 - Although this result is marginally lower than the 2018 metropolitan Melbourne average of 19.8%, 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 144 respondents that identified traffic management (6.44) were on average marginally less satisfied with Council’s overall performance than the municipal average (6.70). 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 approximately one-sixth (16.5%) of respondents in 2018, a small decline on the 17.3% recorded in 2017, and a more substantial decline on the unusually high 22.1% recorded in 2014.
 - In 2014 a significant number of respondents raised the issue of paid parking in Yarraville as an issue that was included in this car parking category.
 - This result is only marginally higher than the 2018 metropolitan Melbourne average of 14.3%, which does highlight the fact that car parking issues are common across much of metropolitan Melbourne, and in particular inner and middle ring municipalities. It is less commonly identified as an issue in outer growth areas.
 - The 133 respondents that identified car parking as an issue (6.63) were on average marginally less satisfied with Council's overall performance than the municipal average (6.70). This does imply that this year car parking issues were not a significantly negative influence on these respondent's satisfaction with Council's overall performance.
- **Lighting** – identified by 9.5% of respondents this year, an increase on the seven percent recorded in 2017.
 - This result includes issues such as street lighting, lighting in parks and gardens, and general lighting in the community.
 - This result is very similar to the 2018 metropolitan Melbourne average of 9.3%. Metropolis Research notes that issues with lighting are relatively consistent across metropolitan Melbourne.
 - The 76 respondents that raised these issues (6.83) on average rated satisfaction with Council's overall performance somewhat higher than municipal average (6.70), suggesting that this issue is not exerting a negative influence on respondents' satisfaction with Council.
- **Safety, policing, and crime related issues** – identified by 9.4% of respondents this year, a similar proportion to last year (9.8%).
 - These issues include a range of specific issues including fear of crime such as burglary and break-ins, the perception of safety in the public areas of the municipality, and a range of other crime and safety related issues.
 - This issue is very similar to the 2018 metropolitan Melbourne average (7.0%). Metropolis Research notes that this issue did spike significantly in the outer growth areas of western Melbourne in 2016, 2017, and 2018 most particularly in the City of Melton and suburbs such as Caroline Springs. It is noted that this result has not been replicated in the City of Maribyrnong again this year.
 - The 75 respondents that identified these issues in 2018 (6.08) were on average measurably less satisfied with Council's overall performance than the municipal average (6.70). This result suggests that this issue maybe exerting a somewhat negative influence on their satisfaction with Council's overall performance this year.

Metropolis Research notes that the results for the City of Maribyrnong this year are generally consistent with the 2018 metropolitan Melbourne average results as recorded in *Governing Melbourne*. This does highlight the fact that there are no major issues this year that are significantly more less commonly identified in the City of Maribyrnong than the average across metropolitan Melbourne.



Top three issues for the City of Maribyrnong at the moment
Maribyrnong City Council - 2018 Annual Community Survey
(Number and percent of total respondents)

Issue	2018		2017	2016	2015	2014	2018 Metro.*
	Number	Percent					
Traffic management	144	18.0%	26.8%	14.1%	18.5%	16.5%	19.8%
Car parking	132	16.5%	17.3%	19.2%	18.4%	22.1%	14.3%
Lighting	76	9.5%	7.0%	4.1%	3.9%	5.6%	9.3%
Safety, policing and crime	75	9.4%	9.8%	6.0%	7.4%	12.1%	7.0%
Parks, gardens and open space	63	7.9%	7.1%	8.3%	6.4%	6.9%	6.9%
Cleanliness and maintenance of area	55	6.9%	5.5%	6.4%	8.6%	4.4%	3.1%
Building, planning, housing and development	50	6.3%	14.6%	11.8%	6.4%	5.6%	5.8%
Footpath maintenance and repairs	48	6.0%	6.5%	5.9%	6.6%	6.1%	7.5%
Council rates	47	5.9%	6.0%	6.0%	6.3%	12.7%	3.0%
Road maintenance and repairs	44	5.5%	12.0%	8.0%	8.4%	7.4%	7.6%
Provision and maintenance of street trees	42	5.3%	5.3%	3.5%	4.3%	2.7%	7.6%
Cycling and walking tracks	34	4.3%	3.6%	4.6%	5.5%	4.2%	2.0%
Street cleaning and maintenance	32	4.0%	3.0%	3.5%	3.0%	2.9%	3.2%
Rubbish and waste issues including garbage	30	3.8%	5.0%	1.7%	1.9%	4.2%	4.0%
Hard rubbish collection	30	3.8%	2.8%	2.6%	3.3%	3.2%	1.0%
Footscray CBD issues	25	3.1%	2.3%	4.9%	3.3%	4.0%	0.0%
Public transport	21	2.6%	3.4%	1.9%	3.3%	3.4%	4.9%
Recycling collection	19	2.4%	1.6%	0.9%	0.5%	1.1%	1.1%
Public toilets	18	2.3%	1.5%	0.9%	1.3%	1.4%	0.2%
Drugs, alcohol & cigarette issues	17	2.1%	2.6%	1.4%	2.1%	5.6%	1.2%
Environment, conservation and climate change	14	1.8%	4.0%	1.9%	2.9%	1.7%	1.5%
Provision and maintenance of infrastructure	11	1.4%	1.8%	1.9%	1.8%	0.4%	1.6%
Education and schools	10	1.3%	4.3%	1.6%	2.3%	2.2%	0.6%
Noise	10	1.3%	1.9%	1.0%	0.3%	0.9%	1.9%
Sports and recreation facilities	10	1.3%	1.1%	0.7%	1.1%	1.4%	0.9%
Green waste collection	9	1.1%	1.5%	1.1%	0.0%	0.6%	0.8%
Drains maintenance and repairs	8	1.0%	0.1%	3.7%	0.8%	0.9%	2.1%
Graffiti and vandalism	8	1.0%	1.8%	2.2%	4.0%	3.5%	1.0%
Services and facilities for the elderly	8	1.0%	1.9%	1.1%	0.6%	0.9%	0.6%
Communication & provision of information	7	0.9%	2.6%	2.4%	2.5%	4.6%	0.8%
Enforcement & update of local laws	7	0.9%	0.1%	0.2%	0.0%	0.0%	1.1%
Activities & facilities for children	5	0.6%	0.4%	0.9%	1.3%	0.0%	0.3%
Animal management	5	0.6%	0.9%	1.1%	0.9%	3.1%	1.4%
Community activities, arts and culture	5	0.6%	1.1%	1.1%	0.8%	2.6%	0.1%
Heritage	5	0.6%	0.6%	0.2%	0.0%	0.0%	0.0%
Promote or improve community atmosphere	5	0.6%	1.1%	0.5%	0.6%	3.1%	0.3%
Support for local businesses	5	0.6%	0.1%	0.1%	0.0%	0.0%	0.0%
Other issues n.e.i	53	6.6%	18.8%	15.9%	15.9%	20.2%	7.6%
Total responses	1,187		1,500	1,229	1,237	1,429	1,397
<i>Respondents identifying at least one issue</i>	<i>605</i> <i>(75.6%)</i>		<i>666</i> <i>(83.3%)</i>	<i>588</i> <i>(73.2%)</i>	<i>570</i> <i>(71.2%)</i>	<i>608</i> <i>(75.9%)</i>	<i>775</i> <i>(77.3%)</i>

(*) 2018 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.

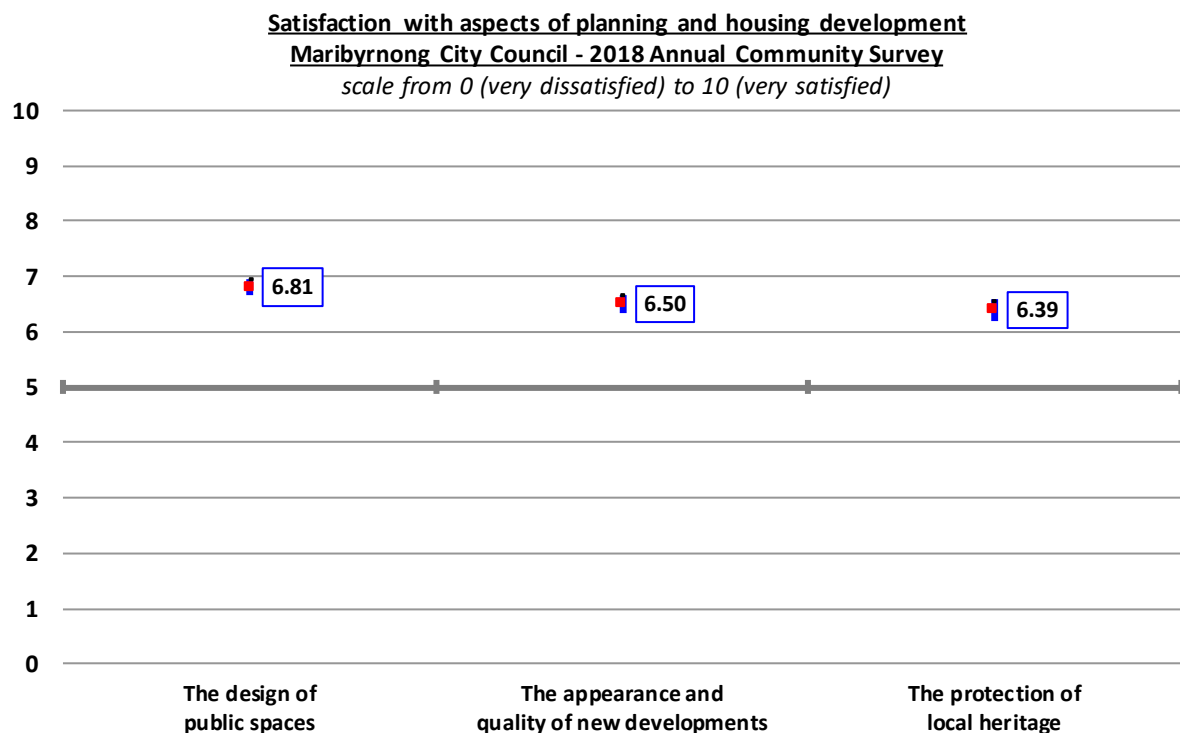
Following this first set of questions, a screening question was asked about involvement in the planning approvals process in the last twelve months, and for those respondents participating as applicants or objectors, respondents were asked to rate their satisfaction with four aspects of the planning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

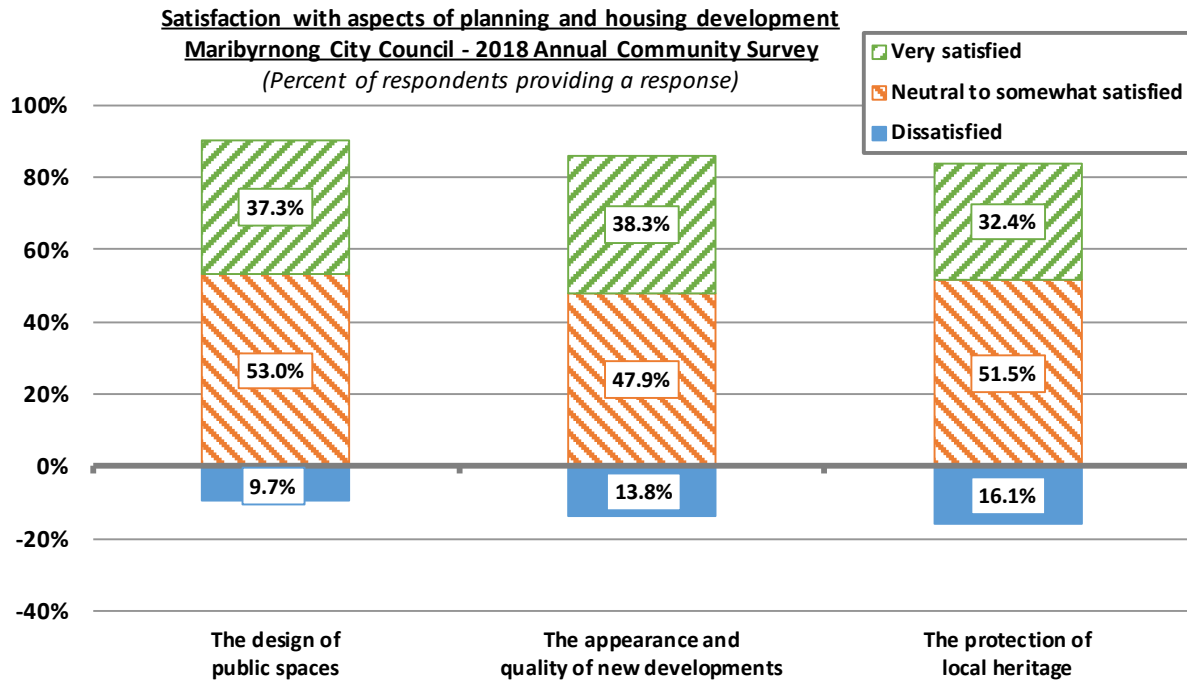
Satisfaction the design of public spaces and the appearance and quality of new developments were both rated as “good”, whilst satisfaction with the protection of local heritage was rated as “solid”.



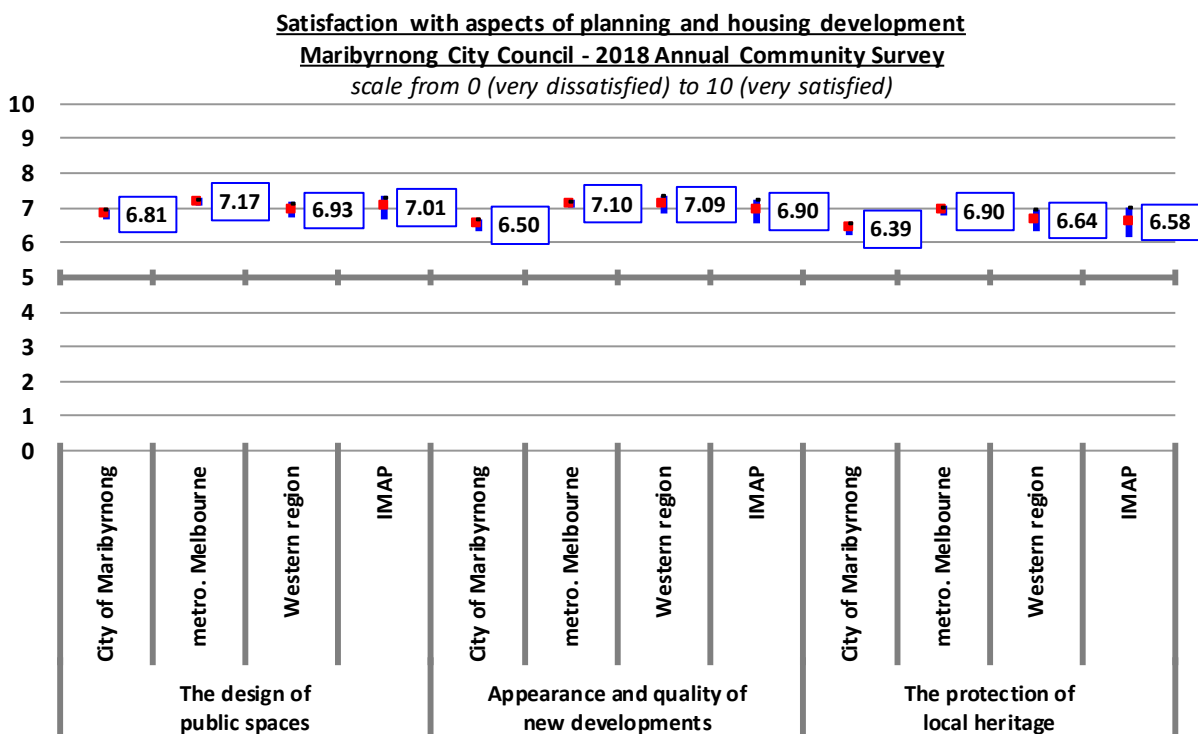
The following graph provides a breakdown of these results into respondents very satisfied (rating eight or more), those neutral to somewhat satisfied (rating five to seven), and respondents dissatisfied (rating zero to four).



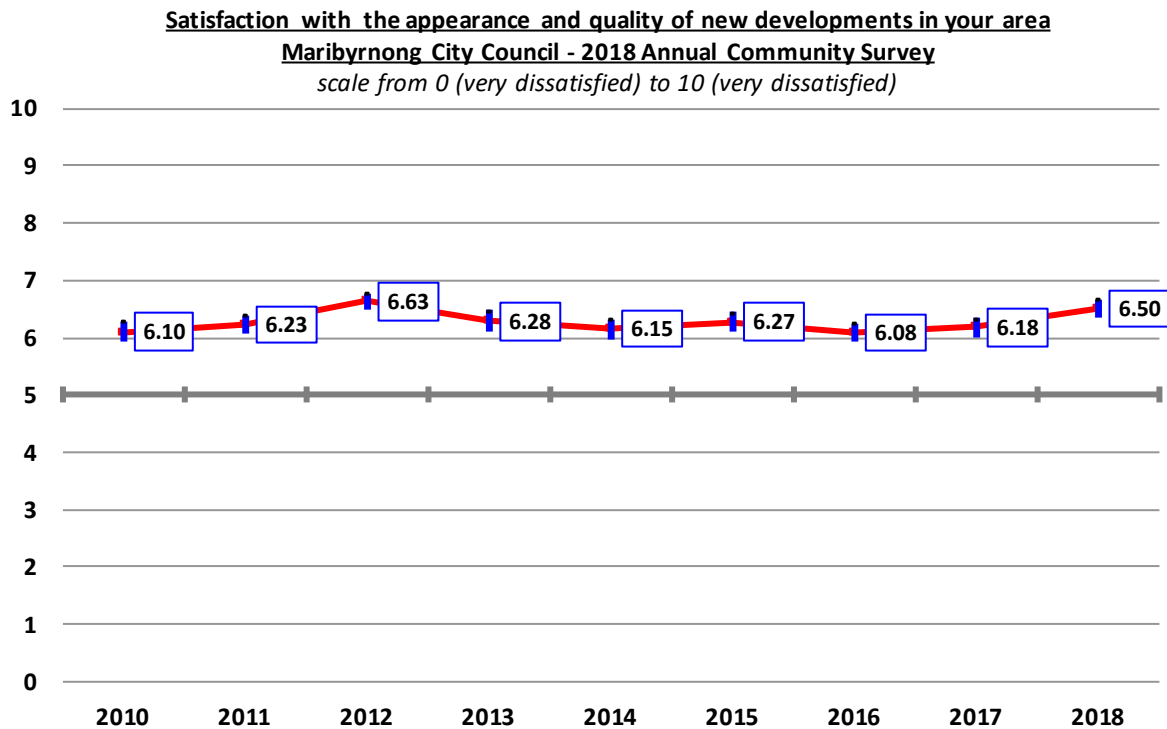
Metropolis Research notes that whilst approximately one-third of respondents were very satisfied with each of these three aspects (rating satisfaction at eight or more out of ten), between approximately ten and sixteen percent of respondents were dissatisfied with each of these three aspects.



When compared to the 2018 *Governing Melbourne* results, it is noted that satisfaction with the design of public spaces, the appearance and quality of new developments, and the protection of local heritage were measurably lower in the City of Maribyrnong than the metropolitan Melbourne average, and marginally lower than the western region and IMAP councils' averages.



Satisfaction with the appearance and quality of new developments in the respondent’s local area increased for the second consecutive year, up 5.2% to 6.50 and is now rated “good”, up on the previous “solid” recorded for the last five years.



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 forty-five respondents (5.6%) had been personally involved in a planning application or development in the last twelve months. This is down slightly on the nine percent recorded last year.



Involvement in planning approvals process
Maribyrnong City Council - 2018 Annual Community Survey
(Number and percent of respondents providing a response)

Response	2018		2017	2016	2015	2014	2013
	Number	Percent					
Yes - Applicant	28	3.5%	5.1%	4.1%	3.8%	6.2%	4.7%
Yes - Objector	13	1.6%	3.1%	6.4%	3.8%	2.5%	2.2%
Yes - Other	4	0.5%	0.8%	0.5%	0.5%	1.1%	0.4%
No involvement	747	94.3%	91.0%	89.0%	92.0%	90.1%	92.7%
Not stated	8		19	6	29	15	34
Total	800	100%	800	803	800	802	800

Satisfaction with aspects of the planning approvals process

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

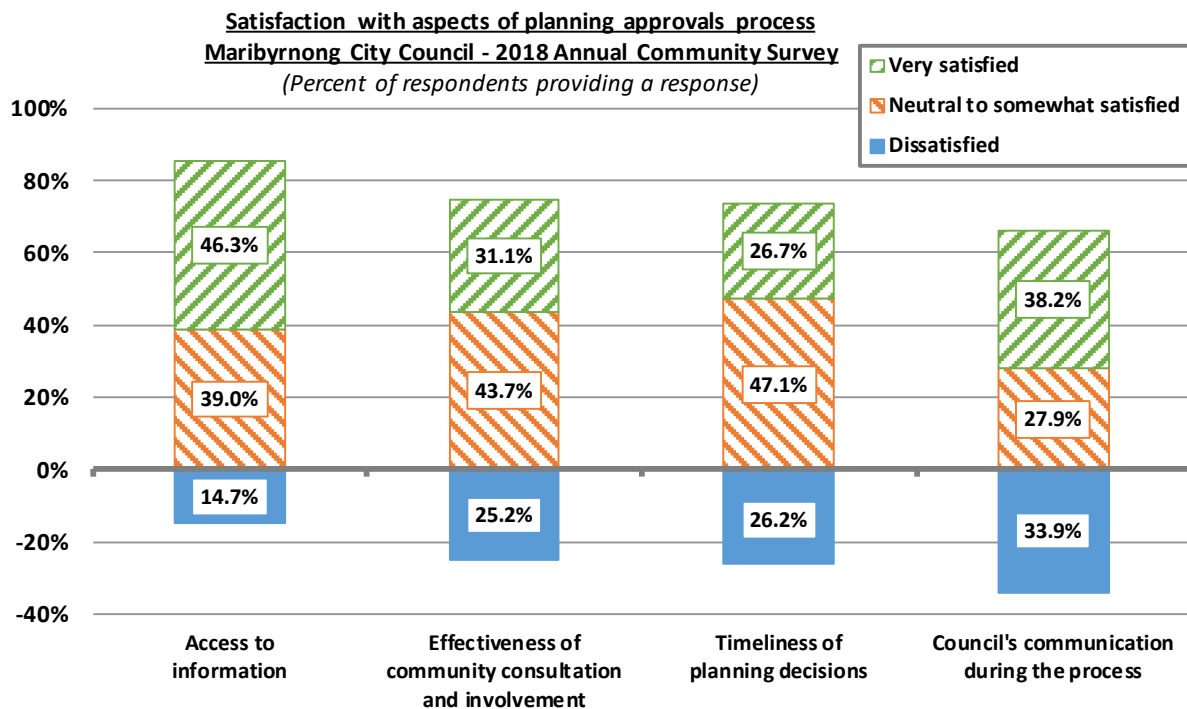
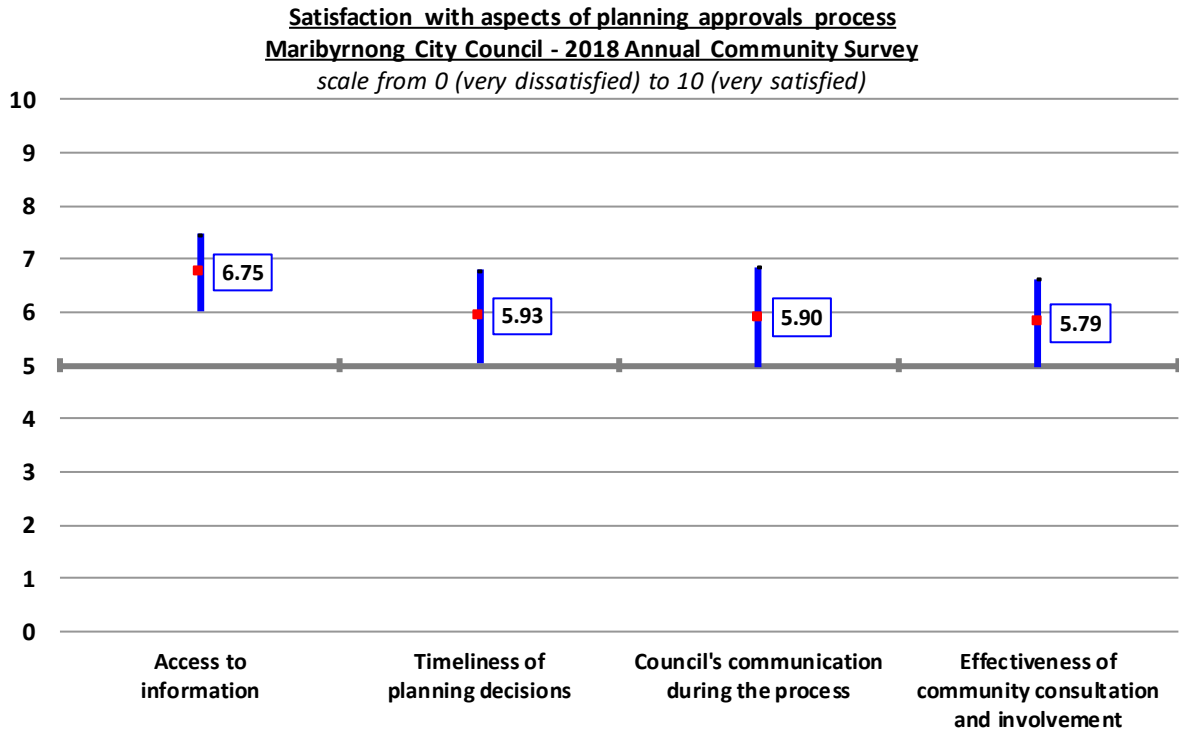
“On a scale of 0 (lowest) to 10 (highest), how satisfied were you with the following aspects of the planning approvals process?”

Respondents that had been involved in the planning approvals process in the last twelve months were asked to rate their satisfaction with four aspects of the process.

Satisfaction with these four aspects can best be summarised as follows:

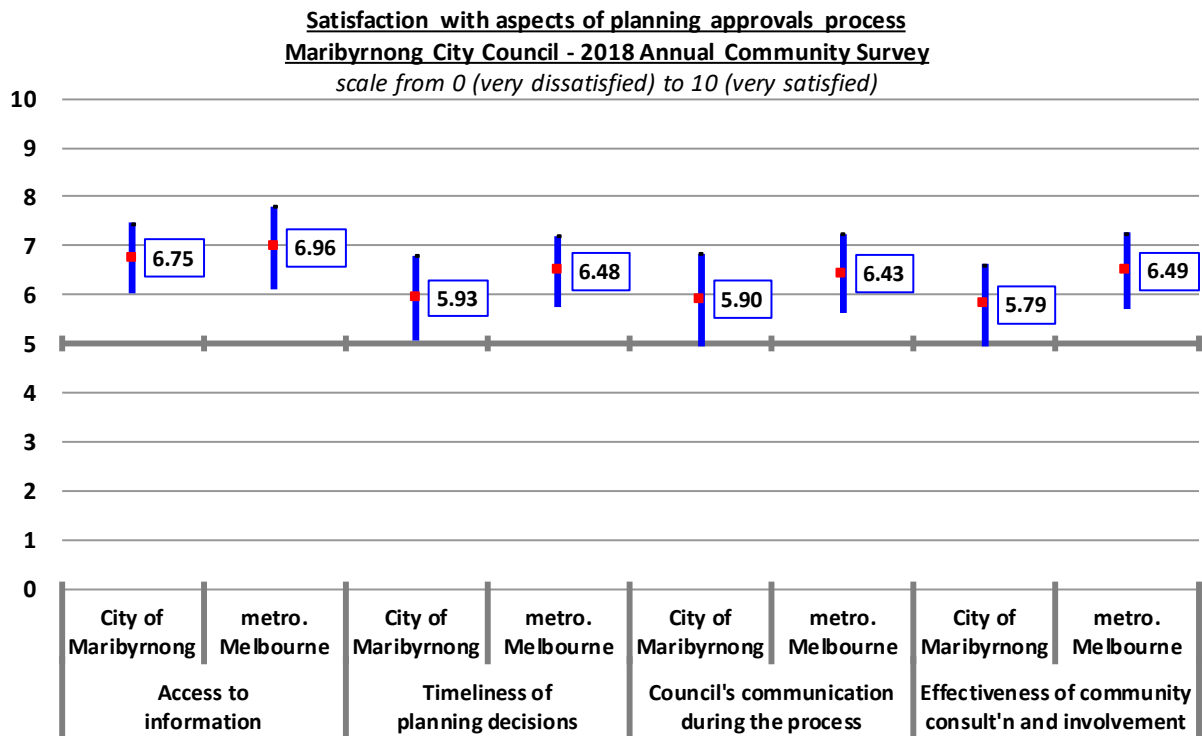
- **Good** – for access to information. Almost half of the respondents were very satisfied with this aspect, whilst a little less than one-sixth were dissatisfied.
- **Poor** – for the timeliness of planning decisions, Council’s communication during the process, and the effectiveness of community consultation and involvement. Whilst between one-quarter and one-third of respondents were very satisfied with these three aspects, between one-quarter and one-third were dissatisfied with each aspect.



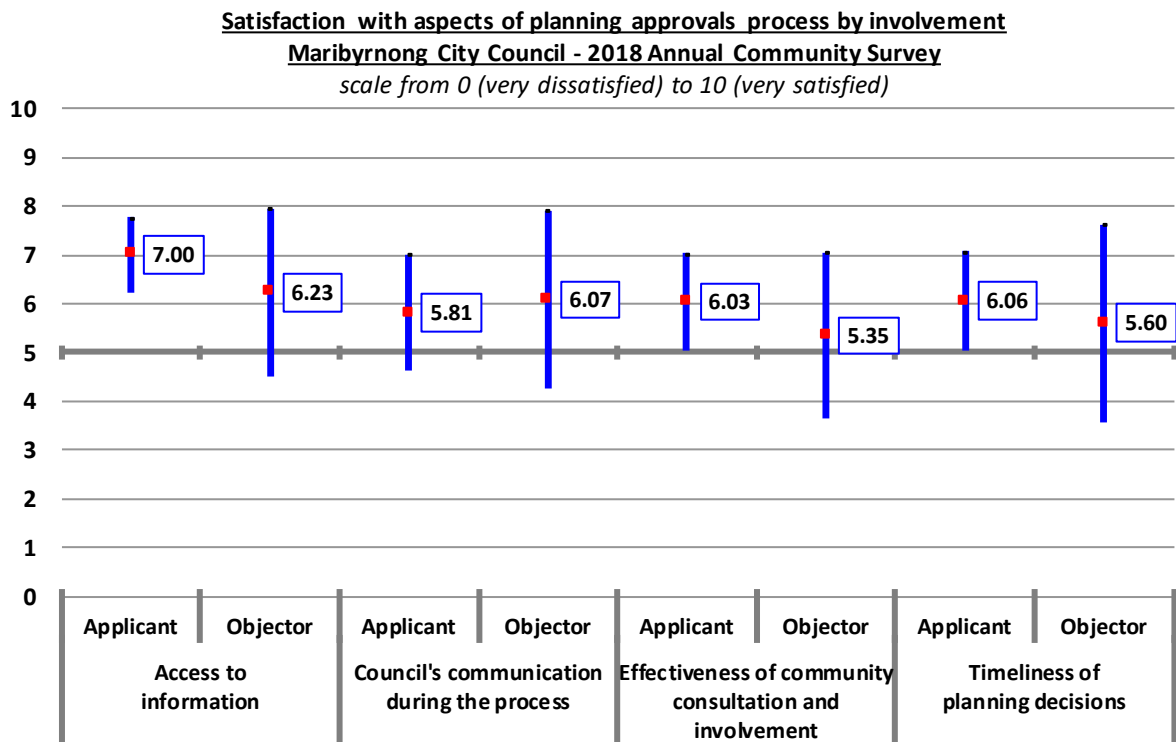


When compared to the 2018 *Governing Melbourne* results, satisfaction with each of these four planning approvals process aspects was lower in the City of Maribyrnong than the 2018 metropolitan Melbourne average. Given the very small sample sizes, these variations are not statistically significant.





The sample size of twenty-eight applicants and thirteen objectors is very small, which is reflected in the very large 95% confidence intervals (the blue vertical bars).



Planning for population growth

Respondents were asked:

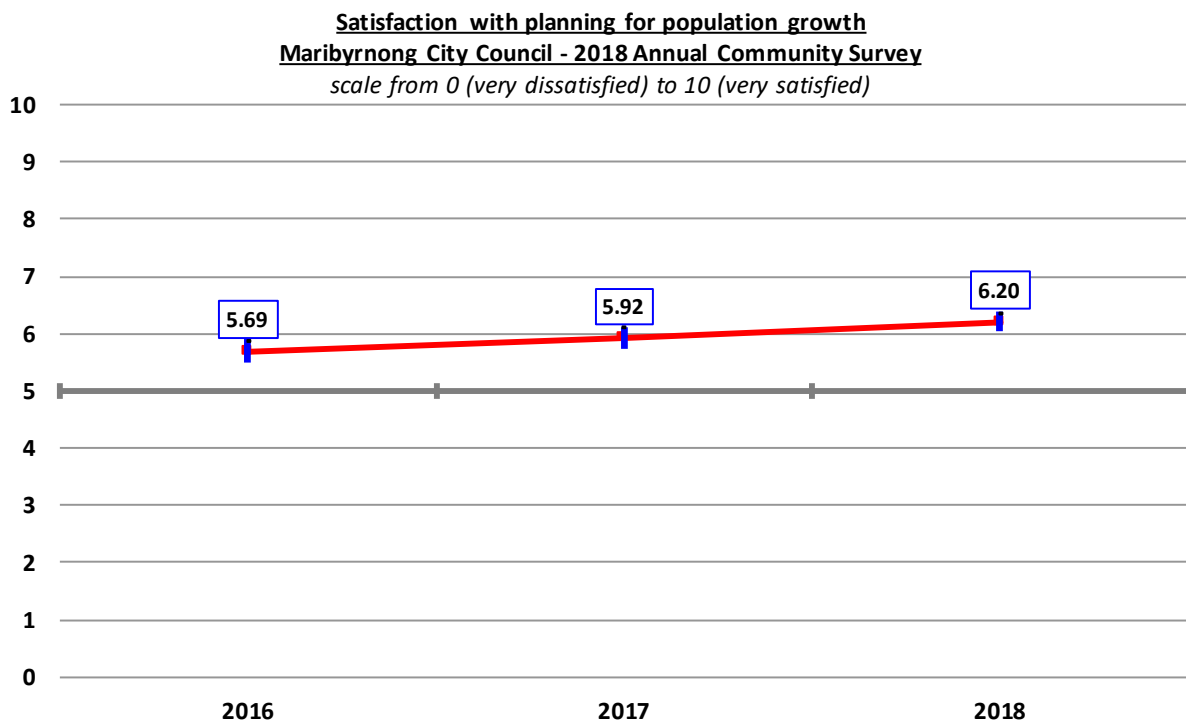
“On a scale of 0 (lowest) to 10 (highest), can you please rate your satisfaction with planning for population growth?”

Respondents were first provided the following preamble to this question: “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”.

Satisfaction with planning for population growth by all levels of government increased for the second consecutive year, up 4.7% this year, following on from a four percent increase recorded last year.

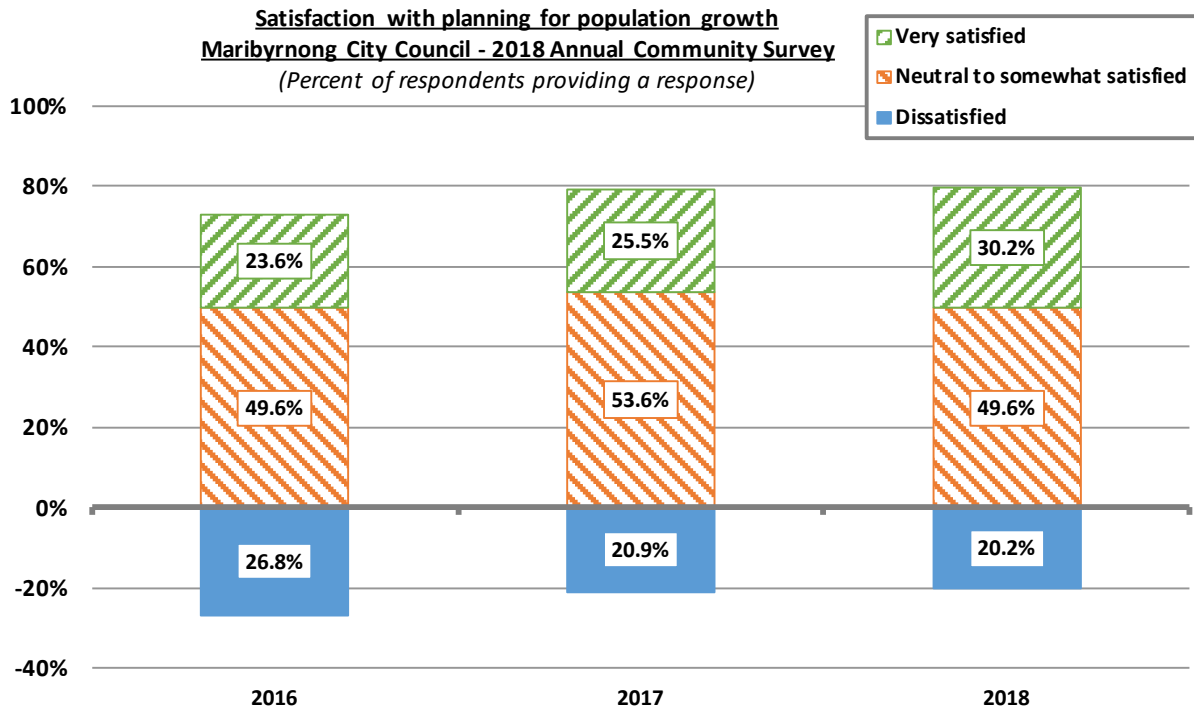
Satisfaction is now categorised as “good”, up on the “poor” recorded in both 2016 and 2017.

This result is marginally lower than the 2018 IMAP councils’ average (6.30), marginally higher than the western region councils’ average of 6.04, and measurably higher than the metropolitan Melbourne average of 5.70. These results reflect the fact that concerns around population growth are most strongly felt in the growth area councils, where they are often related to the perceived impacts of population growth on infrastructure and access to health and human and educational services.



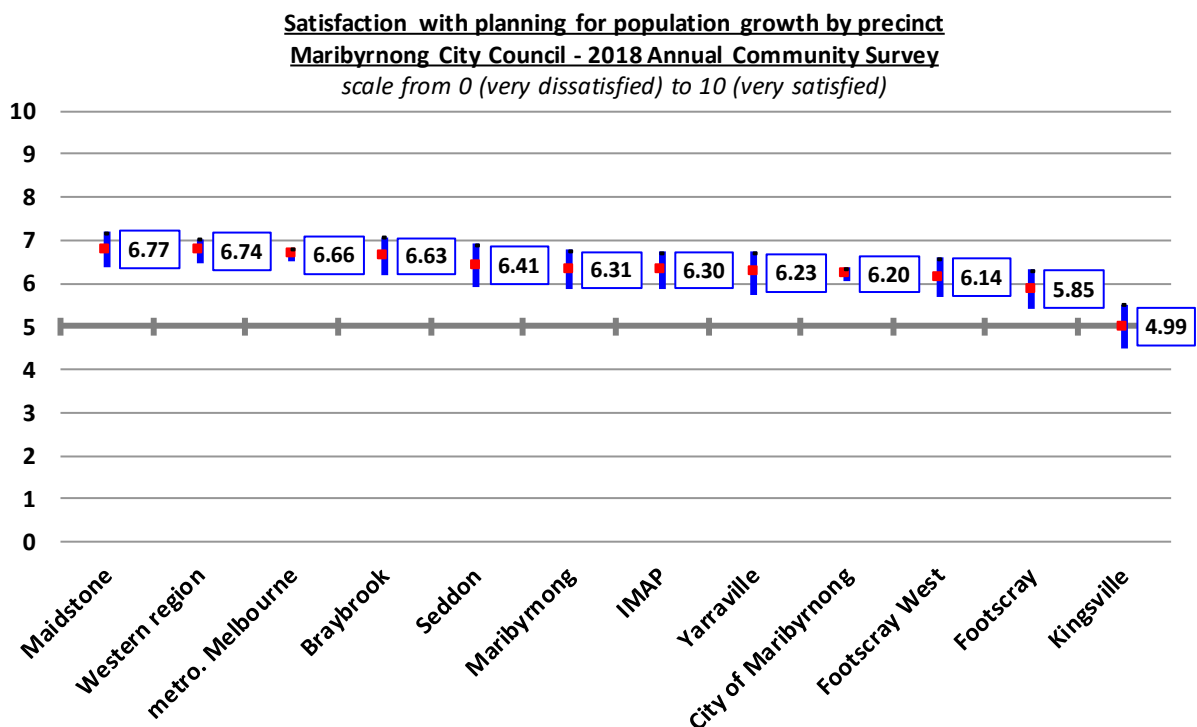
Approximately one-third of respondents were very satisfied with planning for population growth by all levels of government, whilst one-fifth were dissatisfied.





There was some variation in this result observed across the municipality, as follows:

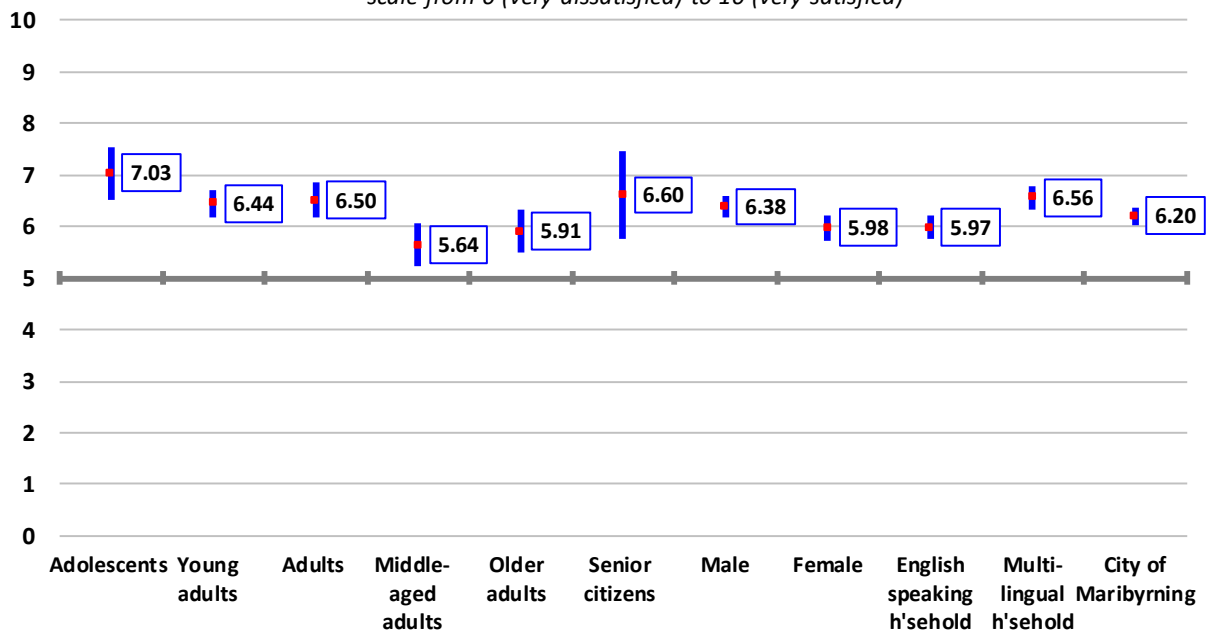
- **Maidstone** – respondents were measurably more satisfied than the municipal average and at a “good” level.
- **Kingsville** – respondents were measurably less satisfied than average and at an “extremely poor” level.



There was significant variation in this result observed by respondent profile, as follows:

- **Middle-aged adults (aged 45 to 59 years)** – respondents were measurably less satisfied than average.
- **Gender** – male respondents were measurably (6.7%) more satisfied than female respondents.
- **Language spoken at home** – respondents from multi-lingual households were measurably and significantly (9.9%) more satisfied than respondents from English speaking households.

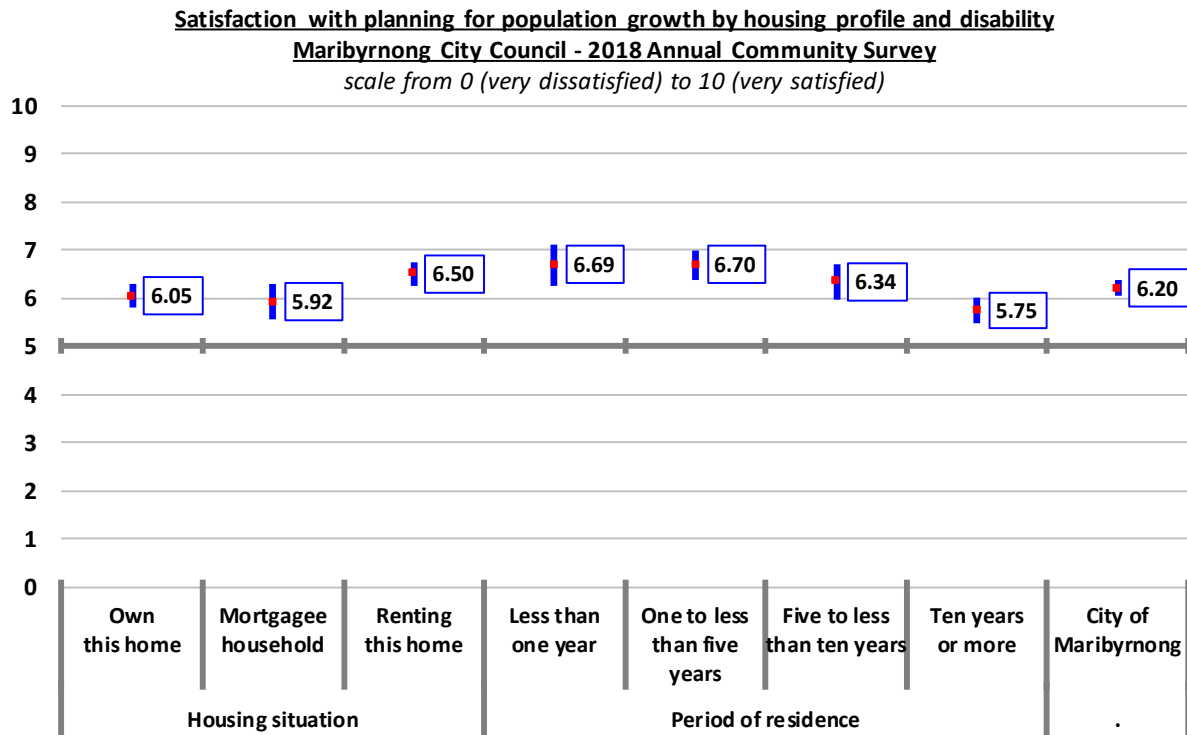
Satisfaction with planning for population growth by respondent profile
Maribyrnong City Council - 2018 Annual Community Survey
 scale from 0 (very dissatisfied) to 10 (very satisfied)



As discussed in relation to satisfaction with the appearance and quality of new developments, there was significant variation in satisfaction with planning for population growth observed by housing situation and period of residence in the City of Maribyrnong.

- **Rental household** - respondents were measurably more satisfied with planning for population growth than other respondents.
- **Long-term residents** – respondents that had lived in the City of Maribyrnong were measurably less satisfied with planning for population growth than other respondents.





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 156 responses received from respondents who were dissatisfied with planning for population growth outlining what concerns them most.

The most common responses related to concerns about infrastructure keeping up with growth (26 responses), impacts on traffic on congestion and the need to improve roads (22 responses and 9 responses), parking issues (16 responses), and the provision of education and schooling (10 responses).

A number of other issues were raised by respondents, as outlined in the following table.



Reasons for rating satisfaction with planning for population growth less than 5
Maribyrnong City Council - 2018 Annual Community Survey
(Number of responses)

<i>Response</i>	<i>Number</i>
Not enough infrastructure to keep up with	26
Increasing traffic and congestion	22
Parking issues	16
Provision of education and schooling	10
Area is already crowded and populated	9
Need to improve roads	9
Public transport	8
Too many high rise buildings	8
Lack of open spaces or parks	5
No evidence of planning	4
Not enough services to cover that	4
Reduces accessibility to usage of facilities	4
Access to amenities	3
Housing affordability and provision	3
No space in the area	3
Population growth will lead to overdevelopment in the area	3
Safety and security	3
Community support will be reduced	2
Our liveability in the city would go lower, cost are going up	2
Don't do good jobs with current needs	1
First time ever consulted on this topic as a long-term resident. Public transport in Footscray is overcrowded, new developments have poor aesthetics, infrastructure is most inadequate to increase in population	1
How the council accommodate the population growth	1
I don't want Maribyrnong areas end up being like the CBD	1
Impact on the environment, no restriction on height of buildings	1
Local council has not say and control over what happens because state government considers this is a second CBD for Melbourne	1
The area seems to be more concerned with cars trucks than public transports	1
There should be a limitation in population	1
Too dense, losing our neighbourhood characteristic	1
Too much noise	1
Under estimating	1
We need to direct immigrants to where work is needed	1
Total	156



Satisfaction with aspects of customer contact

Respondents who had contacted Council were asked:

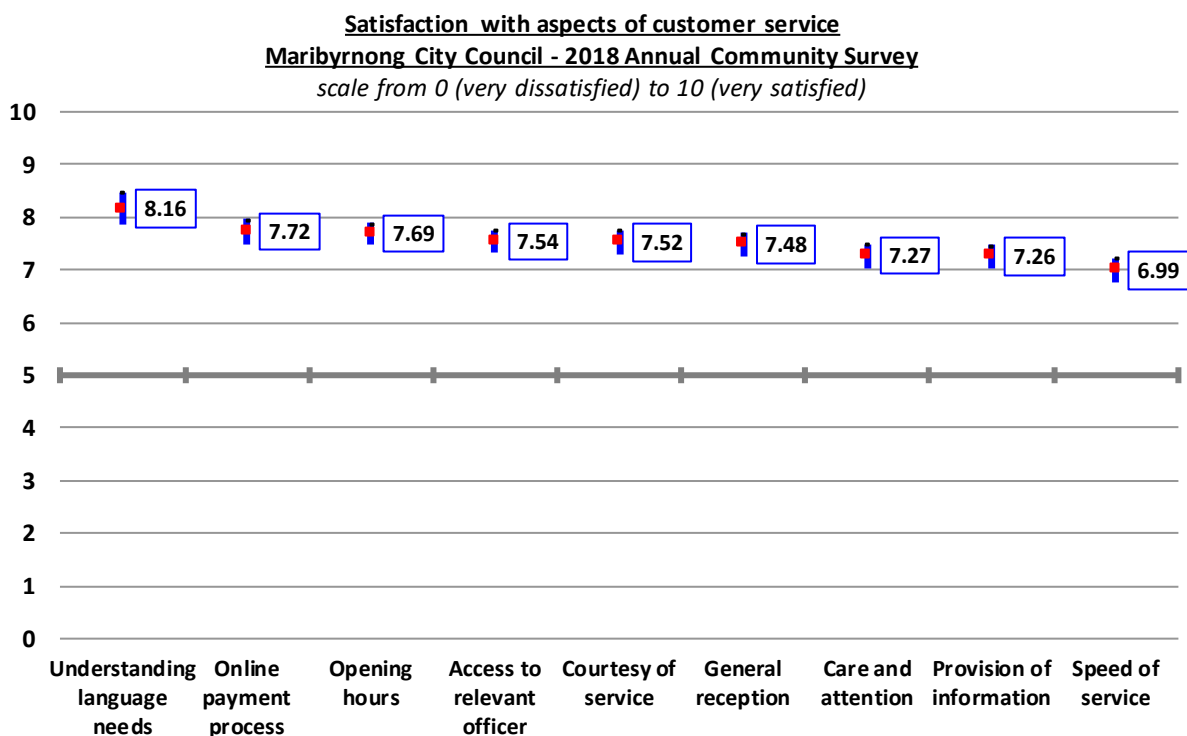
“On a scale of 0 (lowest) to 10 (highest), how satisfied were you with the following aspects of service when you last contacted the Maribyrnong City Council?”

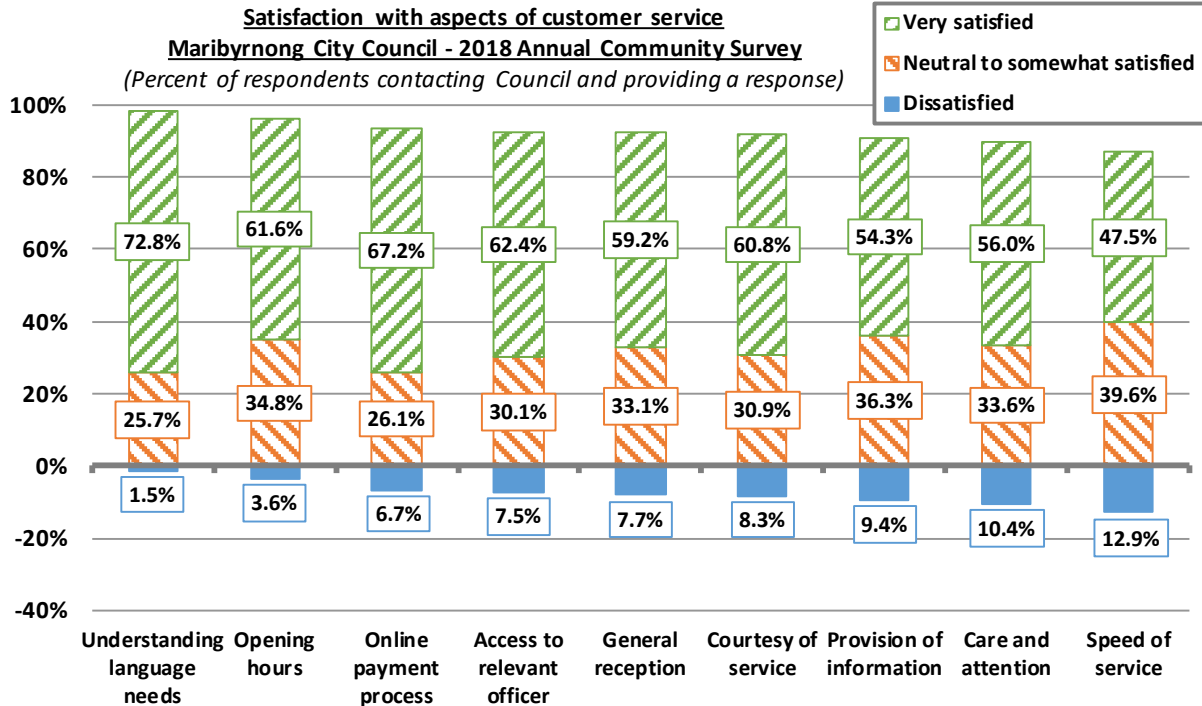
Respondents who had contacted Council in the last twelve months were asked to rate their satisfaction with nine aspects of customer service, as outlined in the following graph.

The average satisfaction with these nine aspects of customer service was 7.52 this year, an increase of 3.8% on the 7.24 recorded last year. This is a “very good” level of satisfaction with customer service, up on the “good” recorded last year.

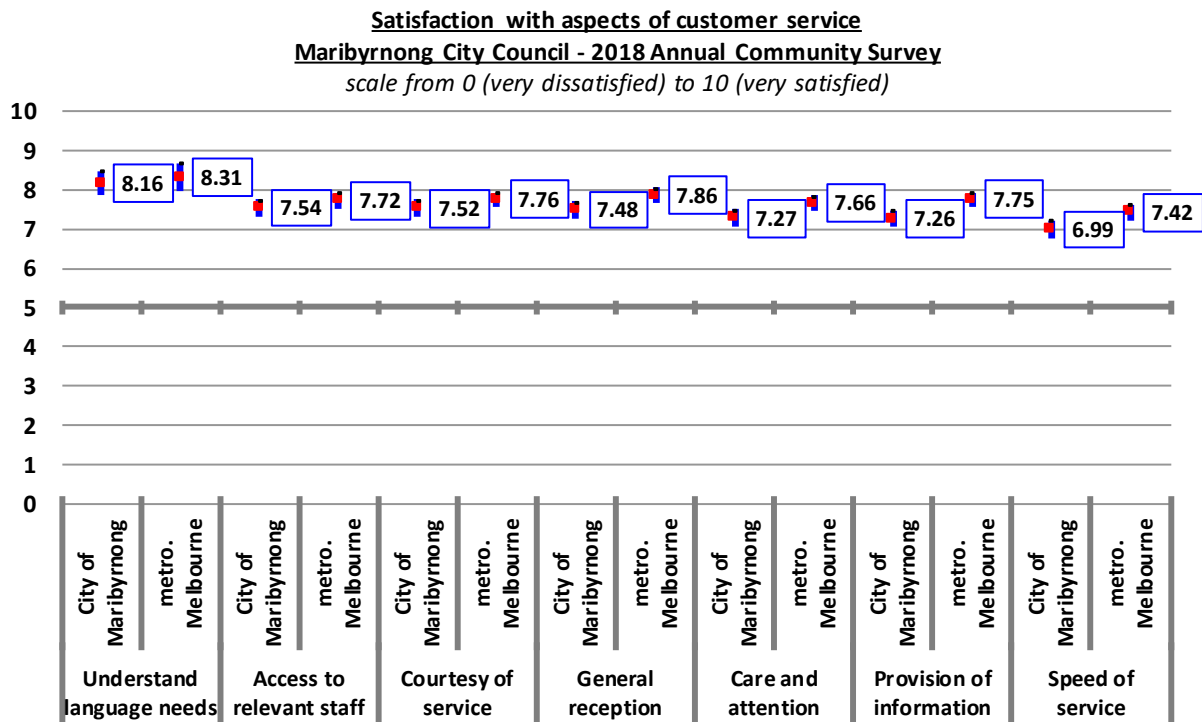
Satisfaction with these nine aspects can best be summarised as follows:

- **Excellent** – for staff understanding language needs (of multi-lingual household respondents only). Almost three-quarters of respondents were very satisfied with this aspect, whilst just 1.5% were dissatisfied.
- **Very Good** – for the online payment process, opening hours, access to relevant officer, courtesy of service, general reception, care and attention to enquiry, and the provision of information. More than half and up to approximately two-thirds of respondents were very satisfied with these aspects, whilst between six and eleven percent were dissatisfied.
- **Good** – for the speed of service. A little less than half of the respondents were very satisfied with this aspect, whilst 12.9% were dissatisfied.

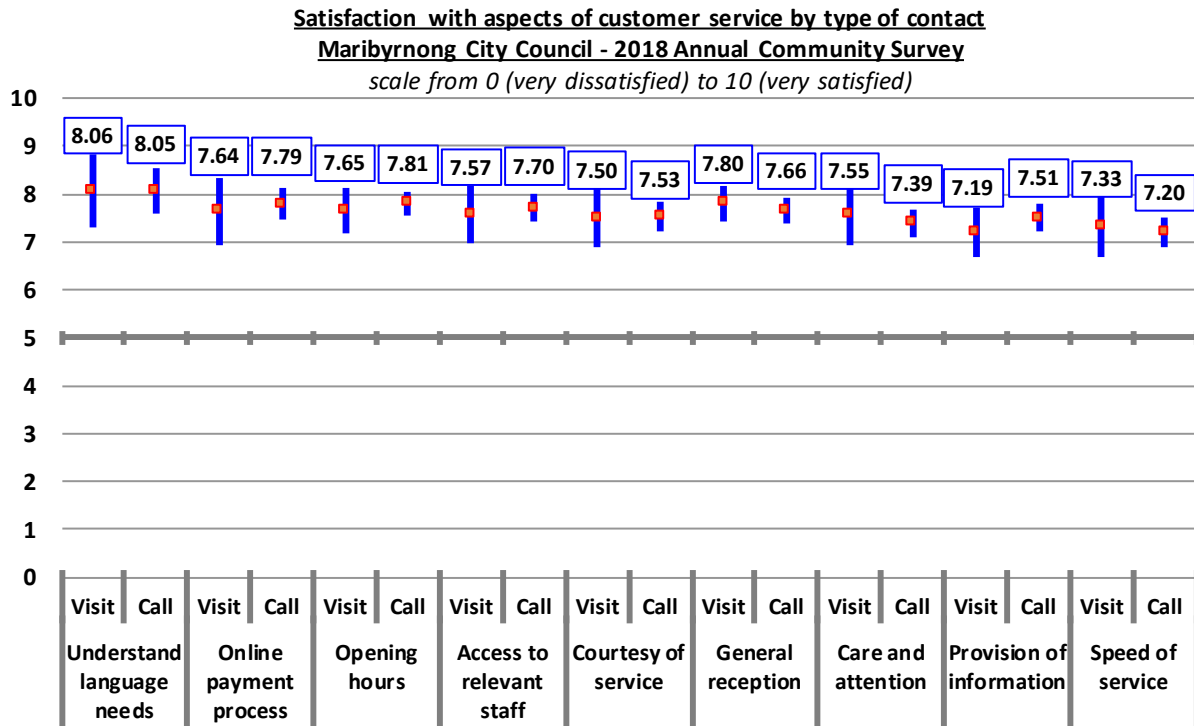




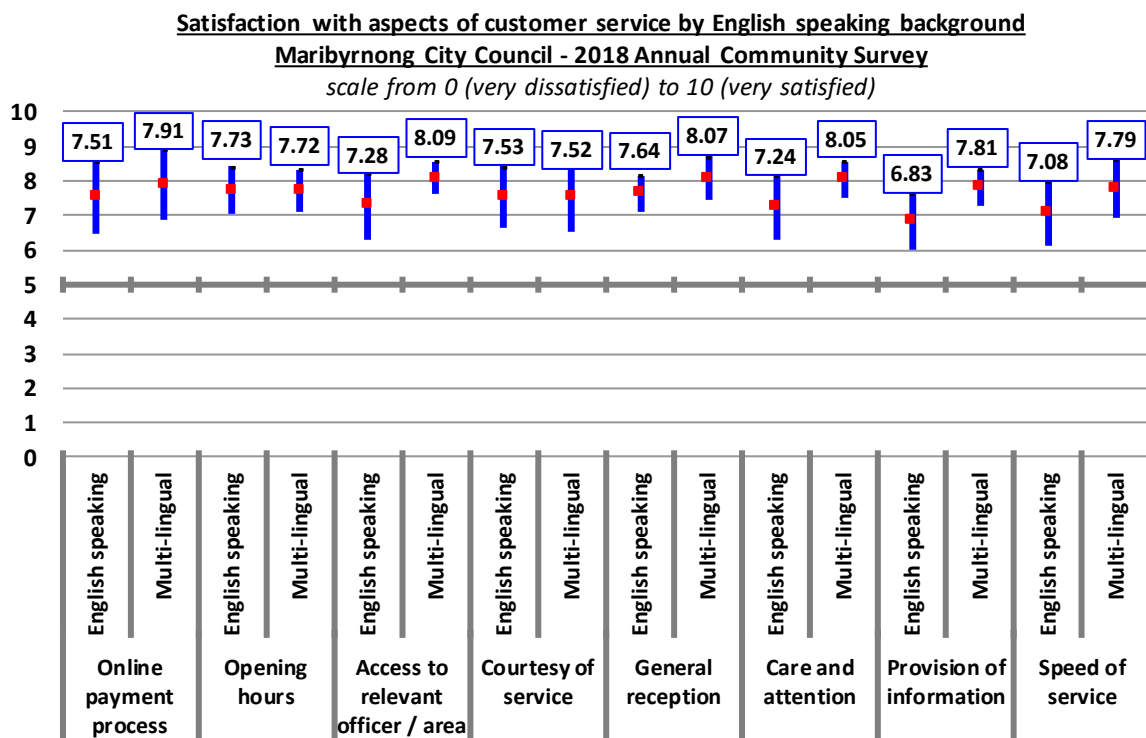
The average satisfaction with the seven aspects included in both this survey and the 2018 *Governing Melbourne* was similar in the City of Maribyrnong (7.49) as the metropolitan Melbourne average (7.46). Satisfaction with courtesy of service and general reception was somewhat lower in the City of Maribyrnong than the metropolitan Melbourne average.



There was no meaningful variation in satisfaction with the nine aspects of customer service observed between respondents telephoning Council (7.63) and those visiting in person (7.59). This is a very positive result, as it is often found that respondents visiting in person are marginally more satisfied than those telephoning their local council.



Respondents from English speaking households (7.35) were marginally less satisfied with the aspects of customer service than respondents from multi-lingual households (7.87).



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 thirty-eight Council provided services and facilities. Respondents were then asked to rate their personal level of satisfaction with seventeen core Council services and facilities, and their personal level of satisfaction with any of the other twenty-one services and facilities that they or members of their household had used in the last twelve months.

Importance and satisfaction cross tabulation

The following graph provides a cross-tabulation of the average importance of each of the thirty-eight included Council services and facilities against the average satisfaction with each service and facility. The blue cross-hairs represent the average importance (8.52) and the average satisfaction (7.24).

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.

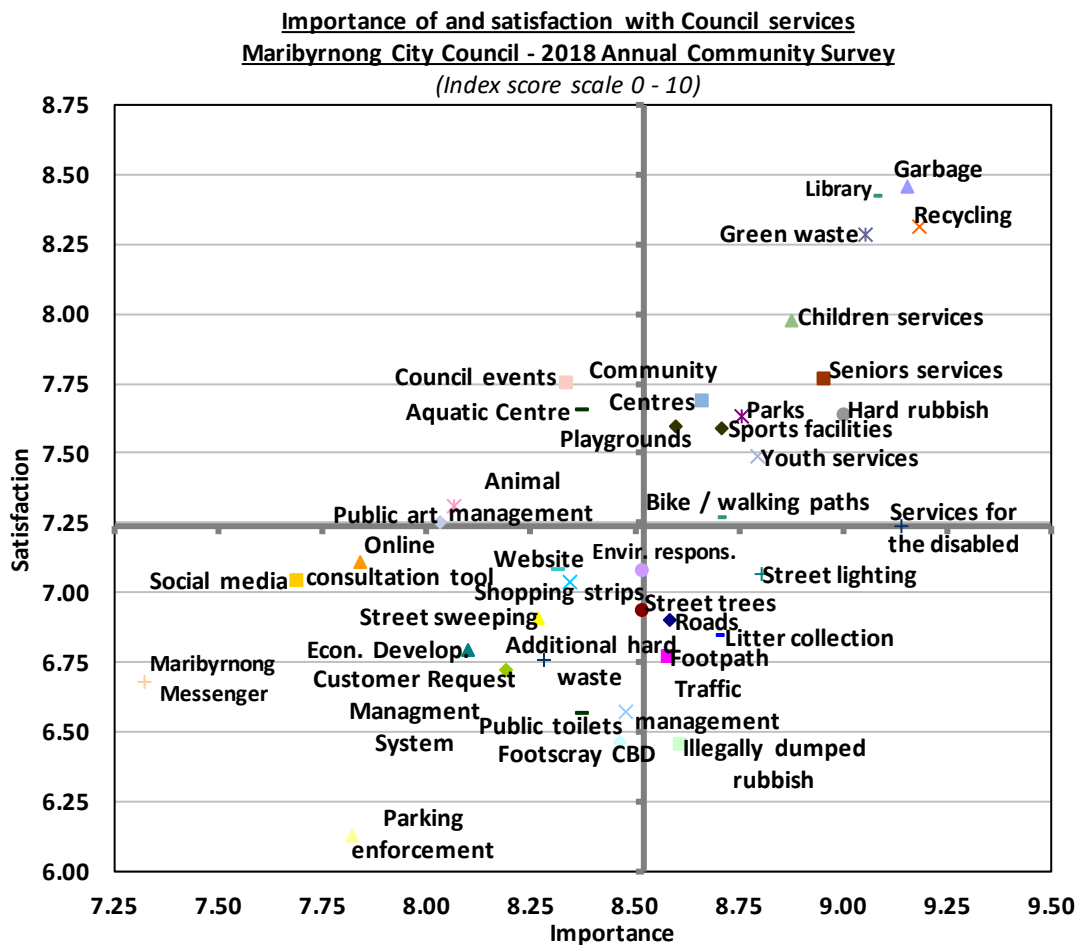
Metropolis Research draws attention to the fact that many of the most important services are also those with the highest levels of satisfaction, including all the rubbish and recycling collection services, the health and human services, and the local library.

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.

Many of the communication and arts and cultural services are of lower than average importance, and some received slightly lower than average satisfaction scores. 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 also 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 a number of other metropolitan Melbourne municipalities.





Importance of Council services and facilities to the community

The average importance of the thirty-eight included Council services and facilities was 8.52 out of ten in 2018, almost identical to the 8.45 recorded in 2017 and the 8.42 in 2016.

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

This result is marginally but not measurably lower than the metropolitan Melbourne average of 8.72 recorded for the twenty-nine services and facilities included in the 2018 *Governing Melbourne* research.

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

- **Higher than average importance in Maribyrnong** – there were no services that were rated as measurably more important in the City of Maribyrnong than the metro. Melbourne average.
- **Lower than average importance in Maribyrnong** – parking enforcement (6.3% lower), the provision of public art (5.2% lower), street sweeping (4.9% lower), and animal management (4.1% lower).



Importance of selected Council services and facilities
Maribyrnong City Council - 2018 Annual Community Survey
 (Number and index score scale 0 - 10)

	Service/facility	Number	2018 Lower Mean Upper	2017	2016	2015	2018 Metro,*
Higher than average importance	Fortnightly recycling	793	9.10 9.18 9.27	9.07	9.25	9.10	9.18
	Weekly garbage collection	789	9.06 9.16 9.25	9.35	9.26	9.30	9.17
	Services for people with a disability	598	9.03 9.14 9.25	9.13	9.24	9.05	9.22
	Local library	701	8.97 9.08 9.18	8.72	8.80	8.83	8.99
	Fortnightly green waste collection	741	8.96 9.05 9.15	8.89	8.90	8.90	8.98
	Annual hard rubbish collection	682	8.90 9.00 9.10	8.84	9.02	8.94	9.01
	Services for old people	598	8.83 8.95 9.07	8.98	9.07	8.94	9.12
	Public toilets	686	8.79 8.89 9.00	8.59	8.64	8.66	8.97
	Services for children	614	8.76 8.88 9.00	8.96	9.12	8.82	8.98
	Provision and maintenance of street lighting	788	8.70 8.80 8.91	8.92	8.87	8.82	8.81
	Services for young people	589	8.67 8.79 8.91	8.79	8.93	8.69	8.92
	Provision and maint. of parks and gardens	775	8.66 8.76 8.86	8.80	8.76	8.72	8.82
Average importance	Sports facilities	676	8.60 8.71 8.81	8.50	8.44	8.66	8.81
	On and off road bike and / or walking paths	718	8.59 8.70 8.81	8.68	8.72	8.73	8.75
	Litter collection in public areas	778	8.59 8.70 8.81	8.94	8.85	8.81	n.a.
	Community Centres / Neighbourhood Houses	610	8.56 8.66 8.77	8.58	8.35	8.44	n.a.
	Illegally dumped rubbish	760	8.50 8.61 8.72	n.a.	n.a.	n.a.	n.a.
	Provision and maintenance of playgrounds	690	8.50 8.60 8.69	8.63	8.77	8.63	n.a.
	Maintenance and repair of sealed local roads	797	8.47 8.58 8.69	8.66	8.61	8.72	8.80
	Footpath maintenance and repairs	793	8.47 8.58 8.69	8.80	8.65	8.73	8.83
	Council responsibilities on environment	742	8.40 8.52 8.64	8.63	8.55	8.69	8.48
	Provision and maintenance of street trees	783	8.41 8.52 8.63	8.52	8.29	8.47	8.67
	Local traffic management	771	8.36 8.48 8.60	8.57	8.37	8.47	8.66
	Maintenance and cleaning of Footscray CBD	745	8.34 8.46 8.58	8.41	8.62	8.53	7.22
	Maribyrnong Aquatic Centre	637	8.26 8.37 8.48	8.44	8.29	8.46	8.23
	Maintenance and cleaning of shopping strips	771	8.22 8.34 8.47	8.43	8.42	8.39	8.68
	Council's festivals and events	701	8.23 8.33 8.44	8.10	7.93	8.32	8.47
	Council's website	677	8.20 8.32 8.44	8.00	7.82	8.27	8.44
	Additional, paid hard waste collection	559	8.12 8.28 8.44	n.a.	n.a.	n.a.	n.a.
	Street sweeping	787	8.14 8.27 8.40	8.25	8.04	8.28	8.69
Lower than average	Customer Request Management System	549	8.05 8.19 8.33	n.a.	n.a.	n.a.	n.a.
	Promoting local economic development	654	7.97 8.10 8.22	8.13	8.14	8.06	8.20
	Animal management	735	7.93 8.06 8.20	7.92	7.89	8.03	8.41
	Provision of public art	642	7.90 8.03 8.16	7.75	7.93	8.32	8.47
	Council's online consultation tool	494	7.68 7.84 8.00	7.38	6.79	n.a.	n.a.
	Parking enforcement	767	7.65 7.82 8.00	7.35	7.08	7.30	8.35
	Council's use of social media	534	7.51 7.68 7.86	7.06	6.66	7.35	n.a.
	Maribyrnong Messenger (Council's newsletter)	632	7.14 7.32 7.51	7.01	7.19	7.22	7.56
Average importance			8.40 8.52 8.64	8.45	8.42	8.48	8.72

(*) 2018 metropolitan Melbourne average from Governing Melbourne



Satisfaction with Council services and facilities

The average satisfaction with the thirty-eight included Council services and facilities was 7.24 in 2018, a small increase on the 7.11 recorded last year. This level of satisfaction is categorised as “good” and is only 2.6% lower than the 2018 metropolitan Melbourne average satisfaction with the twenty-nine 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.

Satisfaction with nine services and facilities was measurably higher than the average satisfaction, whilst satisfaction with six services and facilities was measurably lower than the average. These are noted on the left-hand side of the main table.

Satisfaction with these thirty-eight Council services and facilities can best be summarised as follows:

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

Increased satisfaction

Satisfaction with twenty-six services and facilities increased this year, although only the increase in satisfaction with Council’s use of social media (up 10.6%), Council’s online consultation tool (up 8.4%), Council meeting its responsibilities towards the environment (up 8.2%), parking enforcement (up 7.5%), services for children (up 6.1%), footpath maintenance and repairs (up 5.9%), services for seniors (up 5.2%), and the maintenance and repair of sealed local roads (up 5.1%) were notable.



Decreased satisfaction

Satisfaction with nine services and facilities declined this year, although none of these were statistically significant and all were a decline of less than two percent.

Variation from metropolitan Melbourne satisfaction

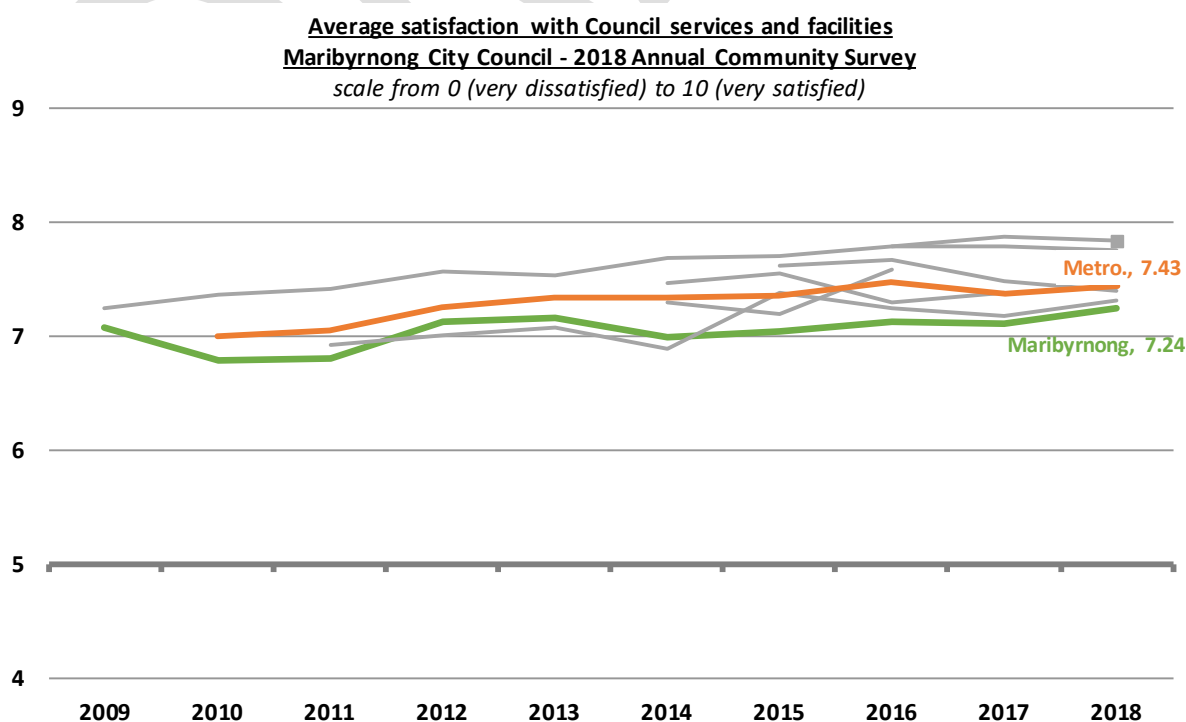
Metropolis Research notes the following notable variation in results between the City of Maribyrnong and the metropolitan Melbourne average:

- **Higher than average satisfaction in Maribyrnong** – public toilets (5.2% higher), local library (1.7% higher), fortnightly green waste collection (1.0% higher).
- **Lower than average satisfaction in Maribyrnong** – the provision of public art (6.5% lower), parking enforcement (6.0% lower), annual hard rubbish collection (5.9% lower), on and off road bike paths (5.5% lower), maintenance and repair of sealed local roads (4.7% lower), street sweeping (4.5% lower).

Average satisfaction with Council services & facilities

The average satisfaction with the thirty-eight included Council services and facilities was 7.24 this year, a marginal increase on the 7.11 recorded last year.

When compared to the metropolitan Melbourne average of 7.43, 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.



Satisfaction with selected Council services and facilities
Maribyrnong City Council - 2018 Annual Community Survey
(Number and index score scale 0 - 10)

	Service/facility	Number	Lower	2018 Mean	Upper	2017	2016	2015	2018 Metro.*
Higher than average	Weekly garbage collection	787	8.34	8.46	8.58	8.50	8.54	8.66	8.42
	Local library	459	8.29	8.42	8.55	8.45	8.28	8.22	8.28
	Fortnightly recycling	762	8.20	8.31	8.42	8.21	8.22	8.13	8.32
	Fortnightly green waste collection	563	8.15	8.28	8.42	8.24	8.10	8.10	8.20
	Services for children	182	7.73	7.98	8.22	7.52	7.44	7.76	7.97
	Services for seniors	68	7.29	7.77	8.25	7.38	7.48	7.82	7.71
	Council's festivals and events	431	7.60	7.75	7.91	7.60	7.35	7.29	7.76
	Community Centres / Neighbourhood Houses	196	7.46	7.69	7.92	7.69	7.66	7.73	n.a.
	Maribyrnong Aquatic Centre	325	7.47	7.66	7.84	7.64	7.46	7.49	7.63
Average satisfaction	Annual hard rubbish collection	432	7.44	7.64	7.85	7.63	6.93	7.25	8.12
	Provision and maint. of parks and gardens	770	7.51	7.63	7.75	7.49	7.64	7.25	7.67
	Provision and maintenance of playgrounds	392	7.43	7.59	7.75	7.60	7.56	7.54	n.a.
	Sports ovals	379	7.43	7.59	7.75	7.74	7.82	7.72	7.84
	Services for young people	124	7.16	7.49	7.81	7.59	7.29	7.09	7.55
	Animal management	715	7.18	7.31	7.44	7.06	7.29	7.01	7.28
	On and off road bike paths	496	7.10	7.27	7.43	7.22	7.02	7.05	7.69
	Provision of public art	265	7.04	7.26	7.74	7.05	7.35	7.29	7.76
	Services for people with a disability	32	6.55	7.24	7.93	7.31	7.24	7.00	7.45
	Council's online consultation tool	76	6.76	7.11	7.46	6.56	6.24	n.a.	n.a.
	Council's website	416	6.91	7.08	7.25	6.81	6.89	6.83	7.30
	Council responsibilities on environment	715	6.95	7.08	7.21	6.54	6.95	6.71	7.22
	Provision and maintenance of street lighting	781	6.92	7.07	7.21	7.10	7.49	7.17	7.08
	Council's use of social media	118	6.71	7.05	7.38	6.36	6.95	7.10	n.a.
	Maintenance and cleaning of shopping strips	765	6.91	7.04	7.16	6.90	6.93	6.69	7.31
	Provision and maintenance of street trees	783	6.80	6.94	7.08	6.83	7.16	6.81	6.99
	Street sweeping	783	6.76	6.91	7.06	6.83	6.77	6.37	7.24
	Maintenance and repair of sealed local roads	798	6.77	6.90	7.04	6.57	6.68	6.50	7.24
	Litter collection in public areas	770	6.70	6.84	6.98	6.88	6.87	6.71	n.a.
	Promoting local economic development	616	6.64	6.79	6.94	6.50	6.75	6.45	7.01
	Footpath maintenance and repairs	793	6.62	6.77	6.92	6.40	6.42	6.22	7.00
	Additional, paid hard waste collection	109	6.24	6.76	7.27	n.a.	n.a.	n.a.	n.a.
	Customer Request Management System	170	6.39	6.72	7.06	n.a.	n.a.	n.a.	n.a.
Lower than average	Maribyrnong Messenger (<i>Council's newsletter</i>)	587	6.51	6.68	6.86	6.44	6.95	6.50	6.90
	Local traffic management	774	6.42	6.57	6.72	5.94	6.51	6.33	6.74
	Public toilets	360	6.33	6.57	6.81	6.28	6.02	5.87	6.24
	Maintenance and cleaning of Footscray CBD	716	6.32	6.47	6.61	6.22	6.10	5.77	7.22
	Illegally dumped rubbish	754	6.30	6.46	6.61	n.a.	n.a.	n.a.	n.a.
	Parking enforcement	743	5.95	6.13	6.31	5.70	5.58	5.88	6.52
	<i>Average satisfaction</i>		<i>7.03</i>	<i>7.24</i>	<i>7.46</i>	<i>7.11</i>	<i>7.13</i>	<i>7.04</i>	<i>7.43</i>

(*) 2018 metropolitan Melbourne average from Governing Melbourne

The following table displays the correlation coefficient of each service and facility with satisfaction with Council’s overall performance.

This measures the relationship between satisfaction with each service and facility and satisfaction with overall performance.



Satisfaction with selected services and facilities
Maribyrnong City Council - 2018 Annual Community Survey
(Number and index score scale 0 - 10)

Service / facility	2018		Correlation*
	Number	Mean	
Council's online consultation tool	76	7.11	0.510
Services for people with a disability	32	7.24	0.472
On and off road bike paths	496	7.27	0.455
Council's use of social media	118	7.05	0.451
Additional, paid hard waste collection	109	6.76	0.446
Promoting local economic development	616	6.79	0.435
Sports ovals	379	7.59	0.435
Community Centres / Neighbourhood Houses	196	7.69	0.431
Footpath maintenance and repairs	793	6.77	0.420
Services for seniors	68	7.77	0.406
Council responsibilities on environment	715	7.08	0.401
Maintenance and repair of sealed local roads	798	6.90	0.395
Maintenance and cleaning of Footscray CBD	716	6.47	0.395
Provision and maintenance of street trees	783	6.94	0.380
Maribyrnong Aquatic Centre	325	7.66	0.376
Street sweeping	783	6.91	0.365
Provision and maintenance of playgrounds	392	7.59	0.358
Services for young people	124	7.49	0.352
Local traffic management	774	6.57	0.346
Customer Request Management System	170	6.72	0.341
Litter collection in public areas	770	6.84	0.340
Illegally dumped rubbish	754	6.46	0.337
Council's website	416	7.08	0.325
Maintenance and cleaning of shopping strips	765	7.04	0.324
Provision of public art	265	7.26	0.321
Council's festivals and events	431	7.75	0.315
Public toilets	360	6.57	0.301
Provision and maint. of parks and gardens	770	7.63	0.298
Parking enforcement	743	6.13	0.294
Services for children	182	7.98	0.276
Animal management	715	7.31	0.271
Fortnightly green waste collection	563	8.28	0.268
Annual hard rubbish collection	432	7.64	0.260
Maribyrnong Messenger (<i>Council's newsletter</i>)	587	6.68	0.235
Provision and maintenance of street lighting	781	7.07	0.232
Weekly garbage collection	787	8.46	0.230
Local library	459	8.42	0.228
Fortnightly recycling	762	8.31	0.144

Average satisfaction with selected services

7.24

(*) Pearson coefficient



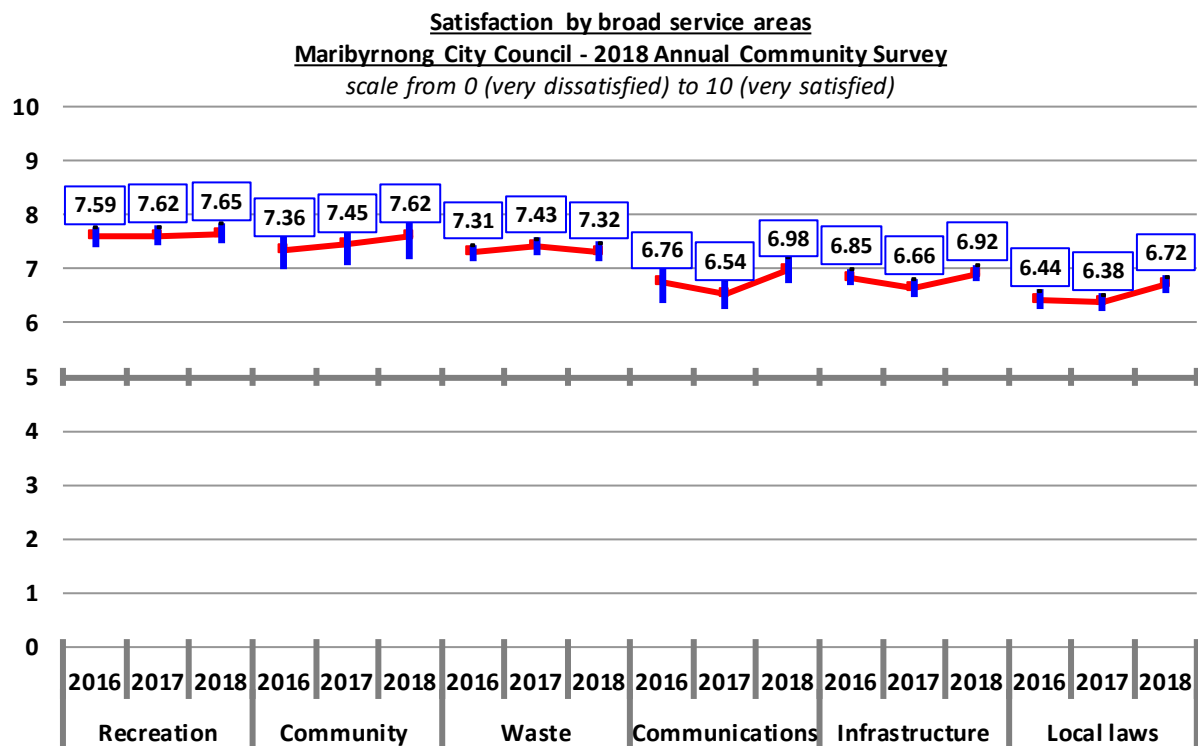
Satisfaction by broad service areas

The thirty-eight 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 five broad service areas remained relatively stable this year, although satisfaction with five of the six broad service areas increased a little this year. Satisfaction with waste services declined marginally but not measurably this year.

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

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



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

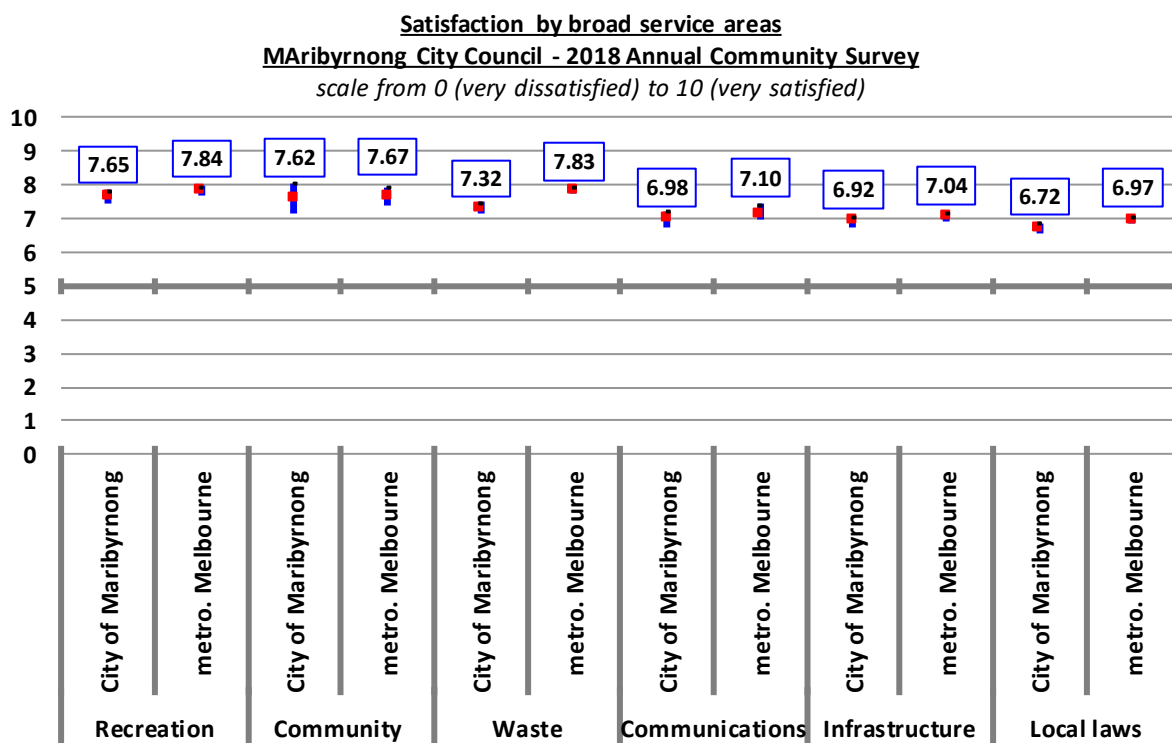
- **Infrastructure** – includes maintenance and repair of sealed local roads, footpath maintenance and repairs, provision and maintenance of parks and gardens, provision and maintenance of street trees, provision and maintenance of street lighting, local traffic management, and public toilets.
- **Waste** – 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 2018 metropolitan Melbourne averages.

Attention is drawn to the fact that satisfaction with waste services (including litter collection), was marginally lower in the City of Maribyrnong than the metropolitan Melbourne average. This variation is largely due to issues with litter collection in public areas rather than the waste and recycling collection services.



Respondent profile

The following section provides the demographic profile of the respondents surveyed for the *Maribyrnong City Council – 2018 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 - 2018 Annual Community Survey
(Number and percent of respondents providing a response)

Age group	2018		2017	2016	2015	2014	2013
	Number	Percent					
Adolescents (15 - 19 years)	21	2.6%	3.1%	2.9%	2.5%	2.9%	2.4%
Young adults (20 - 34 years)	268	33.7%	30.8%	31.5%	32.2%	31.9%	24.9%
Adults (35 - 44 years)	172	21.6%	25.2%	24.0%	28.3%	28.7%	31.9%
Middle-aged adults (45 - 54 years)	157	19.7%	15.3%	17.6%	17.6%	19.6%	17.5%
Older adults (55 - 74 years)	150	18.8%	18.4%	20.0%	14.6%	13.1%	17.5%
Senior citizens (75 years and over)	28	3.5%	7.3%	4.1%	4.8%	3.8%	5.8%
Not stated	4		1	2	1	7	5
Total	800	100%	800	803	800	802	800

Gender

Gender
Maribyrnong City Council - 2018 Annual Community Survey
(Number and percent of respondents providing a response)

Gender	2018		2017	2016	2015	2014	2013
	Number	Percent					
Male	430	54.2%	47.3%	47.4%	52.9%	48.4%	50.8%
Female	362	45.6%	52.3%	52.1%	46.9%	50.9%	49.2%
Other	1	0.1%	0.4%	0.5%	0.3%	0.6%	0.0%
Not stated	7		9	8	2	5	5
Total	800	100%	800	803	800	802	800



Language spoken at home

Language
Maribyrnong City Council - 2018 Annual Community Survey
(Number and percent of respondents providing a response)

Language	2018		2017	2016	2015	2014	2013
	Number	Percent					
English	465	58.7%	57.1%	65.3%	68.0%	66.3%	66.2%
Vietnamese	83	10.5%	7.1%	8.6%	6.0%	7.9%	8.2%
Spanish	17	2.1%	2.1%	1.9%	1.6%	2.9%	1.1%
Chinese (not further defined)	15	1.9%	0.1%	0.9%	1.9%	2.1%	2.2%
Italian	14	1.8%	2.3%	3.0%	2.5%	1.8%	3.0%
Mandarin	14	1.8%	2.1%	2.0%	0.8%	0.8%	1.1%
Hindi	12	1.5%	2.0%	1.1%	2.1%	2.9%	2.4%
Greek	10	1.3%	3.9%	2.7%	1.4%	1.3%	2.8%
Arabic	10	1.3%	0.9%	0.6%	0.3%	0.8%	0.5%
Cantonese	8	1.0%	0.9%	0.9%	1.9%	1.8%	0.6%
Tagalog (Filipino)	8	1.0%	0.6%	1.1%	0.6%	0.4%	0.9%
Urdu	8	1.0%	0.4%	0.3%	0.0%	0.0%	0.3%
French	6	0.8%	0.5%	0.5%	0.9%	0.9%	0.4%
Thai	6	0.8%	0.1%	0.4%	0.1%	0.1%	0.4%
Teluga	5	0.6%	1.4%	0.4%	0.6%	0.4%	0.8%
Bengali	4	0.5%	0.9%	0.8%	0.8%	0.5%	0.1%
Croatian	4	0.5%	0.5%	0.4%	0.4%	0.1%	0.3%
German	4	0.5%	0.6%	0.0%	1.0%	0.7%	1.5%
Nepali	4	0.5%	0.5%	0.3%	0.4%	0.5%	0.3%
Portugese	4	0.5%	0.5%	0.4%	0.4%	0.0%	0.0%
Indonesian	3	0.4%	0.1%	0.5%	0.4%	0.0%	0.3%
Punjabi	3	0.4%	0.3%	0.3%	0.6%	0.0%	0.1%
Sinhalese	3	0.4%	0.6%	0.3%	0.0%	0.0%	0.0%
Amharic	2	0.2%	0.1%	0.0%	0.1%	0.4%	0.3%
Gujarati	2	0.3%	0.1%	0.0%	0.0%	0.0%	0.0%
Japanese	2	0.3%	0.1%	0.1%	0.5%	0.4%	0.0%
Macedonian	2	0.3%	1.0%	1.0%	0.3%	0.7%	1.1%
Maltese	2	0.3%	0.3%	0.0%	0.3%	0.3%	0.4%
Oromo	2	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Samoan	2	0.3%	0.1%	0.0%	0.0%	0.0%	0.0%
Serbian	2	0.3%	0.3%	0.4%	0.1%	0.3%	0.3%
Tamil	2	0.3%	0.4%	0.4%	0.4%	0.3%	0.3%
Maori (Cook Island)	1	0.1%	0.3%	0.4%	0.0%	0.0%	0.0%
Persian	1	0.1%	0.3%	0.3%	0.1%	0.4%	0.0%
Polish	1	0.1%	0.1%	0.5%	0.1%	0.3%	0.3%
Somali	1	0.1%	0.5%	0.4%	0.1%	0.5%	0.4%
Turkish	1	0.1%	0.4%	0.9%	0.3%	0.1%	0.3%
All other languages (twenty-six)	26	3.3%	5.1%	2.1%	4.3%	3.0%	2.4%
Multiple	33	4.2%	5.4%	1.0%	1.0%	1.2%	1.0%
Not stated	8		7	14	1	40	10
Total	800	100%	800	803	800	802	800



Household member with a disability

Household member with a disability
Maribyrnong City Council - 2018 Annual Community Survey
(Number and percent of respondents providing a response)

Response	2018		2017	2016	2015	2014	2013
	Number	Percent					
Yes	64	8.1%	9.9%	9.7%	7.5%	9.0%	9.6%
No	729	91.9%	90.1%	90.3%	92.5%	91.0%	90.4%
Not stated	7		9	2	4	26	12
Total	800	100%	800	803	800	802	800

Household structure

Household structure
Maribyrnong City Council - 2018 Annual Community Survey
(Number and percent of respondents providing a response)

Structure	2018		2017	2016	2015	2014	2013
	Number	Percent					
Two parent family total	353	44.4%	39.7%	43.9%	43.0%	43.3%	46.6%
<i>youngest child 0 - 4 years</i>	105	13.2%	14.1%	14.2%	14.8%	13.4%	16.7%
<i>youngest child 5 - 12 years</i>	121	15.2%	11.5%	11.7%	13.0%	14.9%	16.2%
<i>youngest child 13 - 18 years</i>	45	5.7%	5.8%	8.3%	5.5%	8.1%	6.1%
<i>adult children only</i>	82	10.3%	8.3%	10.2%	9.8%	7.4%	8.2%
One parent family total	41	5.2%	7.6%	6.0%	6.4%	7.4%	5.0%
<i>youngest child 0 - 4 years</i>	3	0.4%	0.9%	0.4%	0.8%	1.8%	0.5%
<i>youngest child 5 - 12 years</i>	12	1.5%	1.3%	1.4%	1.4%	2.4%	0.9%
<i>youngest child 13 - 18 years</i>	5	0.6%	1.4%	1.0%	1.4%	1.0%	1.6%
<i>adult children only</i>	21	2.6%	4.0%	3.3%	2.9%	2.3%	2.0%
Couple only household	205	25.8%	22.5%	22.8%	23.3%	21.9%	21.5%
Group household	133	16.7%	16.0%	12.9%	15.5%	14.1%	11.8%
Sole person household	57	7.2%	13.2%	10.3%	10.4%	11.0%	12.9%
Other	6	0.8%	1.0%	3.4%	1.1%	1.1%	1.1%
Not stated	5		2	6	3	10	9
Total	800	100%	800	803	800	802	800



Housing situation

Housing situation
Maribyrnong City Council - 2018 Annual Community Survey
 (Number and percent of respondents providing a response)

Situation	2018		2017	2016	2015	2014	2013
	Number	Percent					
Own this home	340	42.8%	37.6%	37.7%	34.3%	35.5%	47.6%
Mortgage (<i>paying-off this home</i>)	154	19.4%	24.2%	31.5%	30.2%	27.7%	23.9%
Renting this home	282	35.5%	36.5%	30.2%	34.0%	34.0%	27.0%
Other arrangement	18	2.3%	1.8%	0.6%	1.5%	2.8%	1.5%
Not stated	6		2	5	6	14	8
Total	800	100%	800	803	800	802	800

Period of residence

Period of residence in Maribyrnong
Maribyrnong City Council - 2018 Annual Community Survey
 (Number and percent of respondents providing a response)

Period	2018		2017	2016	2015	2014	2013
	Number	Percent					
Less than one year	105	13.2%	9.3%	8.1%	8.4%	13.2%	6.9%
One to less than five years	182	22.9%	25.4%	25.3%	26.4%	26.2%	24.7%
Five to less than ten years	154	19.4%	20.2%	24.4%	24.4%	19.9%	25.8%
Ten years or more	354	44.5%	45.1%	42.2%	40.8%	40.7%	42.6%
Not stated	5		6	4	4	8	4
Total	800	100%	800	803	800	802	800



Appendix One: General comments

The following general comments were received from respondents to the *Maribyrnong City Council – 2018 Annual Community Survey*.

General comments summary
Maribyrnong City Council - 2018 Annual Community Survey
(Number of responses)

<i>Issue</i>	2018	2017	2016	2015	2014	2013
Transport, parking, traffic	26	26	31	63	57	45
Waste services	18	7	11	7	7	16
Rates and Council finances	16	13	27	20	26	21
Provision and quality of community services	10	16	24	48	24	6
Provision and maintenance of local infrastructure	10	15	18	34	10	22
General positive comments	9	13	16	10	12	22
Building, planning, housing and development	8	7	14	16	10	11
Comments on survey	7	13	8	20	8	2
Sustainability, greening and the environment	7	9	9	8	6	25
Parks, gardens and open spaces	7	4	8	14	1	14
Crime, drugs, safety and policing	4	14	7	8	7	16
Communication, consultation, responsiveness	4	11	10	17	19	14
General negative comments	2	0	5	4	4	4
Provision and maintenance of community facilities	1	3	7	6	8	8
Other comments	6	8	15	10	19	7
Total	135	159	210	285	218	233

