



*Maribyrnong City Council*

***2024 Annual Community Satisfaction Survey  
Overview Report***

*December 2024*



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## Executive summary

### *Survey aims and methodology*

Metropolis Research conducted Council’s 21<sup>st</sup> *Annual Community Satisfaction Survey* as a door-to-door interview survey of 802 respondents in August 2024.

The survey obtained a response rate of 38%, which whilst down somewhat on the unusually high 59% recorded last year, still reflects well on the engagement of the City of Maribyrnong community with the operations of Council, and consistent with results observed elsewhere.

The aim of the research was to measure community satisfaction with the broad range of Council services and facilities, aspects of governance and leadership, planning and development, customer service, and the overall performance of Council.

The survey also measured the importance to the community of 39 individual services and facilities, explored the top issues the community feel needs to be addressed in the municipality “at the moment”, as well as measuring the perception of safety in Maribyrnong’s public areas, Mayoral recognition, aspects of the sense of community, a question on the preferred funding of selected Council services, facilities, and programs, and a question on walking and cycling in the local area.

### *Key findings*

The key finding from the survey this year was that satisfaction with the performance of Council ‘across all areas of responsibility’ or overall performance, increased marginally again this year, up one percent to 7.0, which is the equal highest score recorded for the City of Maribyrnong. The previous equal high was 7.0 back in 2020 relatively early in the pandemic.

Satisfaction with Council’s overall performance has increased nine percent since the most recent low point back in 2014 of 6.1 or “solid”, and a three percent improvement over the long-term average satisfaction since 2004 of 6.7.

Satisfaction with Maribyrnong Council’s overall performance was in 2024 identical to the metropolitan Melbourne average.

The improvement in community satisfaction with the performance of Maribyrnong City Council was broad-based this year, with key improvements in satisfaction with the following:

- Average satisfaction with planning approvals process - up 10% (record high)
- Customer service (seven aspects) - up 5% (record high)
- Services for people with disability - up 5%
- Provision of public art - up 5%
- Annual hard rubbish collection - up 4%
- Community Centres / Neighbourhood Houses - up 4%
- Governance and leadership (average seven aspects) - up 3% (record high)
- Appearance and quality of new developments - up 1% (record high)
- Overall performance - up 1% (record high)
- Average satisfaction with 39 services and facilities - up 1% (record high)



One of the key standout positive results in 2024 was the recovery of community satisfaction with customer service, which increased by an average of five percent.

It was a significant finding that satisfaction with customer service improved from an average of five percent below the metropolitan Melbourne average in 2023, to two percent above the metropolitan average in 2024, and was in 2024 at record high levels.

The key issues in the municipality remain traffic management (13%), road maintenance and repairs (11%, car parking (6%), safety, policing and crime (6%), and parks, gardens, and open spaces (6%).

It is noted that concerns around traffic management have still not returned to pre-pandemic levels, hinting at a longer-term change in community behaviour and / or sentiment.

Council rates declined notably as an issue this year, halving from eight percent in 2023 to four percent this year, although the earlier fieldwork time may have been a factor in that result this year.

The issues that are most likely to be exerting a measurably negative influence on community satisfaction with the performance of Council (for the respondents raising the issues) include Council rates, parks and gardens, footpaths, roads, car parking, and safety, policing, and crime related issues.

### ***Satisfaction with the performance of Council***

Satisfaction with the [overall performance](#) of Maribyrnong City Council increased marginally again this year to 7.0 out of 10 (up from 6.9), and satisfaction remained at a “good” level.

This was the equal highest satisfaction with Maribyrnong City Council recorded by Metropolis Research over the 20 years of the annual survey program.

This was comprised of 38% (up from 31%) who were “very satisfied” with Council’s overall performance and seven percent (down from 8%) who were “dissatisfied”.

This result was identical to the metropolitan Melbourne (7.0) average, but marginally (1%) below the IMAP councils (7.1) and western region councils’ (7.1) averages, as recorded in the 2024 *Governing Melbourne* research conducted independently by Metropolis Research using the same door-to-door methodology in January 2024.

Eleven percent (11% up from 10%) considered that Council’s overall performance had improved in the last 12 months, whilst eight percent (down from 10%) considered that performance had deteriorated.

These results suggest the community largely recognises a consistent level of performance by Council at a consistently high level.



There was some variation in satisfaction with Council’s overall performance observed this year, as follows:

- **Notably more satisfied than average** – included respondents from Footscray West, young adults (aged 18 to 34 years), multilingual households, rental households, new residents (less than one year in Maribyrnong), and sole person households.
- **Notably less satisfied than average** – included respondents from Yarraville and Kingsville, middle-aged and older adults (aged 45 to 74 years), respondents who had contacted Council in the last 12 months, mortgagor households, long-term residents (10 years or more in Maribyrnong), and respondents from households with a member with disability.

The most common reasons why dissatisfied respondents were dissatisfied with Council’s overall performance were focused on communication, consultation, and the provision of information, roads and transport related issues, rates and financial management, and a range of comments related to specific services and facilities.

Consistent with the good level of overall satisfaction with Council, satisfaction with the seven included aspects of [governance and leadership](#) increased somewhat this year, up two percent to 7.2 (up from 7.0), which remains a “good” level of satisfaction.

Satisfaction with all five aspects of governance and leadership included in both the City of Maribyrnong survey as well as *Governing Melbourne* was marginally higher in the City of Maribyrnong (7.1) than the 2024 metropolitan Melbourne (7.0) and somewhat higher than the IMAP councils’ (6.8) results.

These results confirm that most respondents were satisfied with Council’s performance in promoting gender respect and equity (up 4% to 7.8), representation, lobbying and advocacy (up 3% to 7.3), making decisions in the interests of the community (up 2% to 6.9), maintaining community trust and confidence (up 2% to 6.9), Council’s community consultation and engagement (up 1% to 6.9), and the responsiveness of Council to local community needs (stable at 6.9).

Satisfaction with Council’s performance mitigating the causes of and addressing the impacts of climate change increased notably, up three percent to 7.1, and up six percent from the 2022 result (6.5).

Satisfaction with Council’s [customer service](#) delivery increased notably this year, up an average of five percent to 7.7 out of 10, which was a “very good”, up from a “good” level.

This was the standout positive result from the survey this year, and it was the highest average satisfaction with customer service recorded for the City of Maribyrnong and improves satisfaction from five percent below the metropolitan Melbourne average in 2023 to two percent above the metropolitan average in 2024.

Of the nine aspects, satisfaction with staff understanding language needs (of multilingual households), opening hours, the online payment system, and courtesy of service were all recorded at “excellent” levels, whilst the aspect with the lowest satisfaction score remained the speed of service, despite a five percent increase this year to 7.1, which remains “good”.



The average satisfaction with the 39 Council provided [services and facilities](#) included in the survey increased marginally again this year, up one percent 7.6 (up from 7.5), which remains a “very good” level of average satisfaction with the performance of Council providing services and facilities.

This was the highest average satisfaction with Council services and facilities recorded for the City of Maribyrnong and was identical to the metropolitan Melbourne average.

The services with the highest levels of satisfaction included the following:

- Fortnightly recycling (8.7 up from 8.4)
- Fortnightly green waste collection (8.6 up from 8.3)
- Weekly garbage collection (8.6 up from 8.4)
- Library services (8.6 up from 8.3)
- Annual hard rubbish collection (8.4 up from 7.9)
- Council’s festivals and events (8.0 up from 7.7)
- Additional paid hard rubbish collection (8.0 up from 7.9)
- Maribyrnong Aquatic Centre (stable at 7.9)
- Provision and maintenance of playgrounds (7.9 up from 7.7)
- Provision and maintenance of parks and gardens (stable at 7.9)
- Services for children from birth to five years (7.9 up from 7.8)

Satisfaction with the top six of these services was measurably higher than the average satisfaction with all 39 services and facilities of 7.6.

Many of these services and facilities with the highest levels of satisfaction were also those with higher-than-average importance. This shows that many of the services and facilities of most importance to the community were those with which the community was most satisfied.

Satisfaction with all but four services and facilities recorded satisfaction scores higher than the overall satisfaction with Council this year, suggesting most services and facilities were a positive influence on satisfaction with Council’s overall performance.

The four services and facilities to record satisfaction scores lower than overall satisfaction included public toilets (6.6 down from 6.7), the maintenance and repair of sealed local roads (6.8 up from 6.7), the cleaning and maintenance of the Footscray CBD (stable at 6.8), and footpath maintenance and repairs (stable at 6.9).

It is important to bear in mind that satisfaction with these four services were recorded at “good” levels. There were no services and facilities included in the survey this year that received satisfaction scores rated as “solid”, “poor” or lower levels of satisfaction.

### ***Planning and development***

Satisfaction with the [planning and development outcomes](#), including the design of public spaces (stable at 7.4), the appearance and quality of new developments (7.3 up from 7.2), and the protection of local heritage (7.3 up from 7.2) all remained at record high levels.



It is noted that just seven percent of respondents providing a score were “dissatisfied” with the appearance and quality of new developments, whilst 47% (up from 46%) were “very satisfied”. These results suggest relatively modest levels of community concern around the new housing development in the municipality.

This was reinforced by the fact that satisfaction with the appearance and quality of new developments was two percent higher in the City of Maribyrnong than the metropolitan Melbourne average (7.3 compared to 7.1%).

Cognisant of the fact that just 17 respondents participated in the planning approvals process as applicants and four as objectors, satisfaction with the four included aspects of the [planning approvals process](#) all increased notably this year, consolidating the improvement recorded in recent years, post-pandemic.

This includes access to information (7.3 up from 6.6), the timeliness of planning decisions (7.1 up from 5.7), Council’s communication during the process (7.1 up from 6.0), and the effectiveness of community consultation and involvement (6.7 up from 5.6).

Satisfaction with [planning for population growth by all levels of government](#) remained essentially stable this year, down one percent to 6.9, which remains a “good” level of satisfaction. This result maintained most of the strong improvement in satisfaction recorded last year, which does reinforce the view that community concern around new housing development and population growth was not a substantial issue this year.

### ***Issues to address for the City of Maribyrnong***

The main [issues to address in the City of Maribyrnong](#) were traffic management (13% up from 11%), road maintenance and repairs (11% down from 13%), car parking (6%), safety, policing, and crime related issues (6% down from 7%), and parks, gardens, and open spaces (6% down from 7%). Outside of the key issues, the following variation of importance was noted:

- The decrease in the proportion nominating Council rates, fees, and charges as an issue this year (4% down from 8%), although the fieldwork timing may have been a factor.

The issues that are most likely to be exerting a measurably negative influence on community satisfaction with the performance of Council (for the respondents raising the issues) include Council rates, parks and gardens, footpaths, roads, car parking, and safety, policing, and crime related issues.

### ***Mayoral recognition***

In 2024, 11% (down from 16%) of respondents were able to correctly identify the [current Mayor of the City of Maribyrnong](#).

The long-term average awareness of the current Mayor since 2005 was 18%.





### **Perception of safety in the public areas of the City of Maribyrnong**

The [perception of safety in the public areas of the City of Maribyrnong](#) in four of the seven locations and circumstances declined this year, continuing a trend of increasing concerns around safety, policing, and crime issues in Maribyrnong.

This trend has been observed in several other municipalities across metropolitan Melbourne through 2024.

There were declines in the perception of safety in and around the Footscray CBD at night (down 5%), in the public areas of the City of Maribyrnong at night (down 4%), in and around the Footscray CBD during the day (down 3%), and travelling on / waiting for public transport (down 2%).

Seventeen percent (up from 11%) of respondents providing a score felt unsafe in the public areas of the City of Maribyrnong at night, with female respondents feeling an average of six percent less safe than male respondents (down from an 18% difference in 2020).

Metropolis Research draws attention to the increase in the number of respondents reporting that their safety related concerns were focused on the Footscray CBD this year, with 83 (up from 19) respondents identifying specific locations of concern, most of which related to the Footscray CBD.

Whilst safety related concerns have increased for the Footscray CBD, it is important to bear in mind that the average perception of safety at night in the area remains measurably (9%) above the long-term average, and the perception of safety in the area during the day remained marginally (1%) above the long-term average.

### **Sense of community**

Respondents were again in 2024 asked to rate their agreement with [five statements about the Maribyrnong community and Council](#).

The majority of respondents “strongly agreed” (i.e., rated agreement at eight or more out of 10), with the average agreement with all five statements being “very” to “extremely strong”.

- I feel welcome and included when accessing Council services, facilities, and activities (8.1 up from 7.6).
- Maribyrnong Council respects, reflects, and is inclusive of indigenous peoples (7.9 up from 7.7)
- Maribyrnong Council promotes connections between different cultural groups (7.9 up from 7.6)
- The Maribyrnong community is welcoming and supportive of people from diverse cultures and backgrounds (7.8 up from 7.7)
- Maribyrnong is accessible and inclusive for people with disabilities (stable at 7.6).



Five percent or less of the respondents providing a score “disagreed” disagreed with any of these five statements.

### ***Walking / cycling to local destinations***

Approximately three-quarters (73% up from 67%) of respondents reported that they or members of their household regularly [walk or cycle to local destinations](#) like shops, schools, or parks.

Respondents from Yarraville (84%) were the most likely to walk or cycle to local destinations, whilst respondents from Kingsville (40%) were the least likely.

### ***Preferred funding of Council services and facilities***

On average, respondents believed that all 14 services and programs should receive more funding, with average scores out of 10 of between 7.3 for roads, parking, and traffic management to a low of 6.5 for arts and events.

It is noted that approximately half or more of respondents believed that roads, parking, traffic management (64%), cycling and pedestrian infrastructure (60%), city amenity and safety (59%), open space (55%), sustainability and the environment (54%), community services and libraries (53%), and Maternal and Child Health services (51%) should receive more or much more funding.

The areas that respondents were the least likely to believe should receive more or much more funding were business and industry development (43%) and arts and events (43%).



## Introduction

Metropolis Research was commissioned by Maribyrnong City Council to undertake its 21<sup>st</sup> *Annual Community Satisfaction Survey*. The survey has been designed and honed by Metropolis Research over the last 21 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 Satisfaction Survey* comprises the following components:

- Satisfaction with the 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
- Satisfaction with Council customer service
- Satisfaction with planning and development outcomes and aspects of process
- Community perception of safety in public areas of the City of Maribyrnong
- Identify issues for the Council to address in the coming year
- 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 – 2024 Annual Community Satisfaction Survey* includes a range of questions exploring current issues of importance and relevance. The 2024 survey includes questions for the following:

- Sense of community
- Preferred funding of Council services and facilities.

## Rationale

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

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

The *Annual Community Satisfaction 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 Satisfaction 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, response rate and statistical significance***

The *Maribyrnong City Council – 2024 Annual Community Satisfaction Survey* was conducted as a door-to-door interview style survey of 802 households approached at random from across the municipality during July and August 2024.

Trained Metropolis Research survey staff conducted face-to-face interviews of approximately 15 to 20 minutes duration with householders.

This methodology has produced highly consistent results in terms of the demographics of those surveyed, which is evidenced by the consistent demographic profile of the respondents to the survey.

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 Bayside community.

A total of 4,920 households were approached to participate in the *Maribyrnong City Council – 2024 Annual Community Satisfaction Survey*.

Of these 2,811 were unattended at the time, 1,307 refused the offer to participate in the research and 802 completed a survey.

This provides a response rate of 38%, which was down on the unusually high 59% recorded last year, but consistent with the 39% recorded in 2022 and the 32% recorded in 2021.

The strong response rate continues to reflect the strength of the door-to-door methodology in engaging effectively with the Maribyrnong community.

The 95% confidence interval (margin of error) of these results is plus or minus 3.4% at the 50% level.

In other words, if a yes / no question obtains 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 802 respondents, and an underlying population of the City of Maribyrnong of 97,453.





## **Governing Melbourne**

*Governing Melbourne* is a service provided by Metropolis Research since 2010. *Governing Melbourne* included a sample of 800 respondents in 2024, drawn in equal numbers from all 31 metropolitan Melbourne municipalities.

*Governing Melbourne* provides an objective, consistent and reliable basis on which to compare the results of the survey. It is not intended to provide a “league table” for individual councils, rather to provide both a metropolitan and local region framework within which to understand these survey results.

This report provides some comparisons sourced from *Governing Melbourne* 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 results of this report are presented at both the municipal and precinct level. The term precinct is used by Metropolis Research to describe the sub-municipal areas for which results are presented, as agreed with officers of Council. The precinct boundaries are most often the sub-municipal areas as published on Council’s *Community Profile*.

### **Measurable and statistically significant**

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

### **Significant result**

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



### *Marginal / somewhat / notable*

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.

In order of significance, “marginal” is the least significant, followed by “somewhat”, and with “notable” the most significant of the subjective terms used to describe variations that were not statistically significant.

These terms are often used for results that may not be statistically significant due to sample size or other factors but may nonetheless provide some insight into the variation in community sentiment across the municipality or between groups within the community, or in changes in results over time.

### *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 interpretation of the results.

Metropolis Research has worked primarily with local government and developed these categories as a guide to satisfaction with the performance of local government across a wide range of service delivery and policy related areas of Council responsibility.

The scores presented in the report are designed to give a general context about satisfaction with variables in this report, 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.



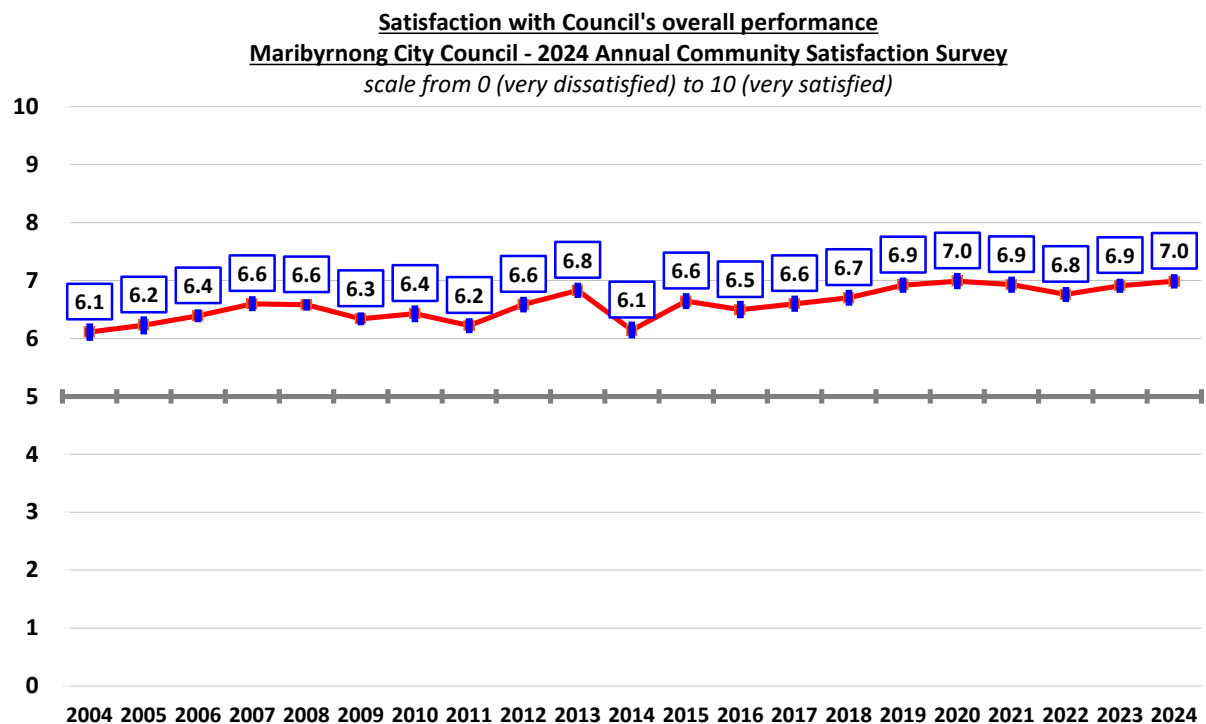
## Council’s overall performance

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’ increased marginally but not measurably again this year, up one percent to 7.0 out of 10.

This remains a “good” level of satisfaction, and the equal highest overall satisfaction score recorded for the City of Maribyrnong since the program commenced in 2004.



This was a particularly positive result given that the previous high point of 7.0 was recorded back in 2020, during the height of the pandemic. The early pandemic period was characterised by somewhat higher-than-average satisfaction with local government.

This result was measurably (4%) above the long-term average satisfaction recorded since 2004 of 6.6 out of 10.

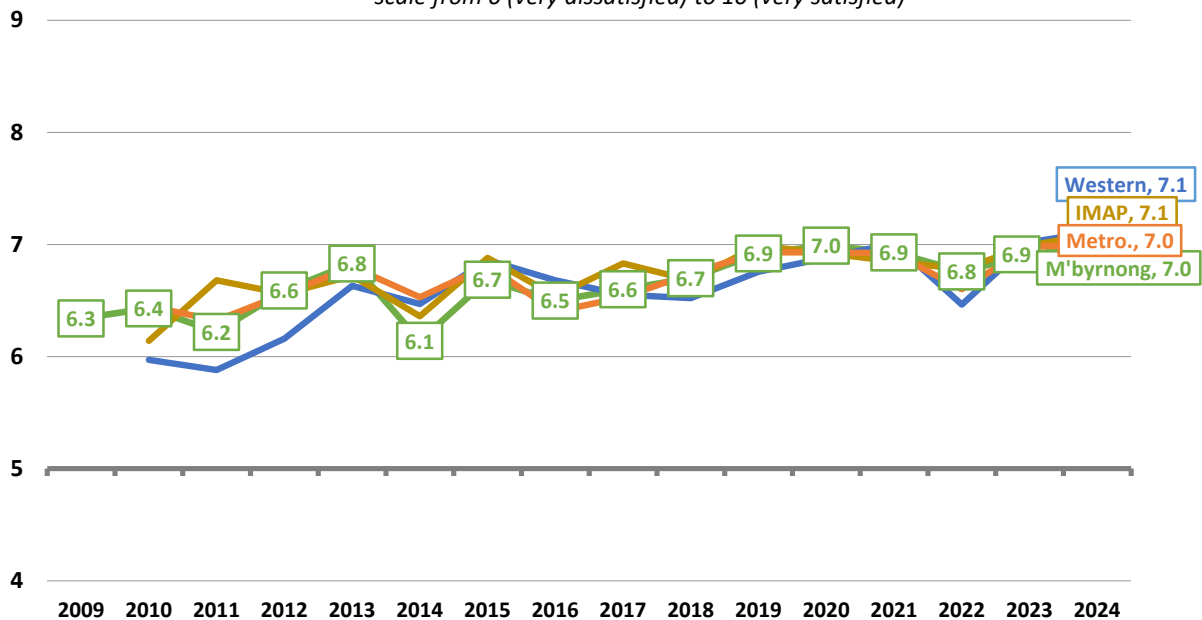
By way of comparison, this was identical to the metropolitan Melbourne average, but still marginally (1%) below the IMAP councils’ and western region councils’ average overall satisfaction of 7.1, as recorded in the 2024 *Governing Melbourne* research.

*Governing Melbourne* was conducted independently by Metropolis Research using the same door-to-door methodology in January 2024.



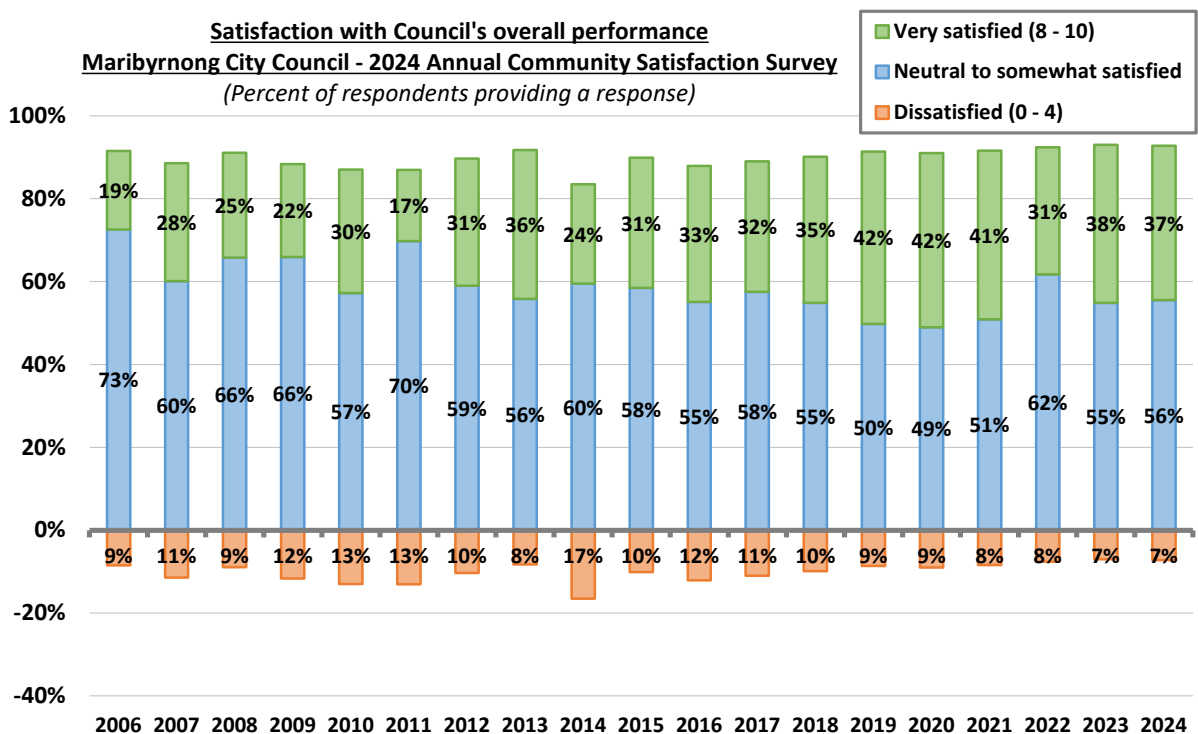
Metropolis Research suggests that this result reflects the longer-term trend of increasing satisfaction with the City of Maribyrnong, reflected in the fact that overall satisfaction in recent years has been recorded at levels consistent with the metropolitan average. This is an improvement on earlier years, where the City of Maribyrnong tended to trail the average.

**Satisfaction with Council's overall performance**  
**Maribyrnong City Council - 2024 Annual Community Satisfaction Survey**  
*scale from 0 (very dissatisfied) to 10 (very satisfied)*



The following graph provides a breakdown of satisfaction into the proportion of respondents who were “very satisfied” (i.e., rated satisfaction at eight or more out of 10), those who were “neutral to somewhat satisfied” (i.e., rated satisfaction at between five and seven), and those who were “dissatisfied” (i.e., rated satisfaction at less than five out of 10).

**Satisfaction with Council's overall performance**  
**Maribyrnong City Council - 2024 Annual Community Satisfaction Survey**  
*(Percent of respondents providing a response)*



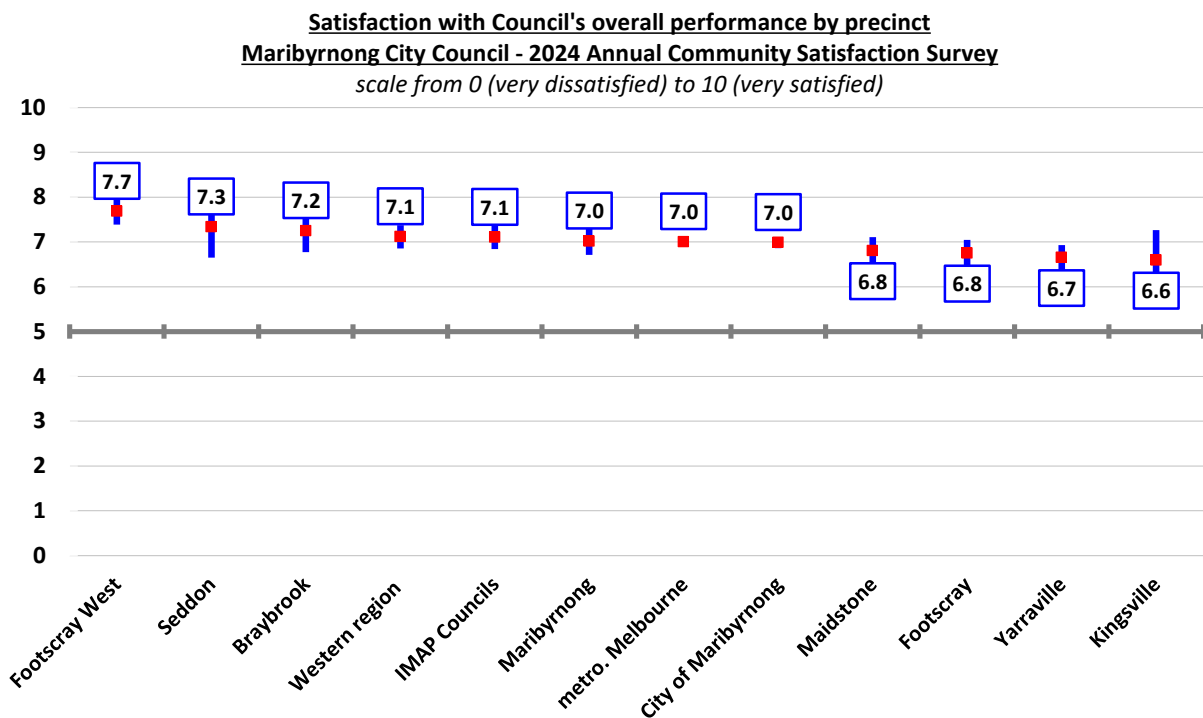


There was no meaningful variation in the percentage results recorded this year, with 37% (down from 38%) “very satisfied” with Council’s overall performance, and a consistent seven percent dissatisfied.

This result was marginally better than the metropolitan Melbourne average of eight percent “dissatisfied” respondents, although there slightly fewer “very satisfied” respondents in Maribyrnong compared to the metropolitan average (37% compared to 42%).

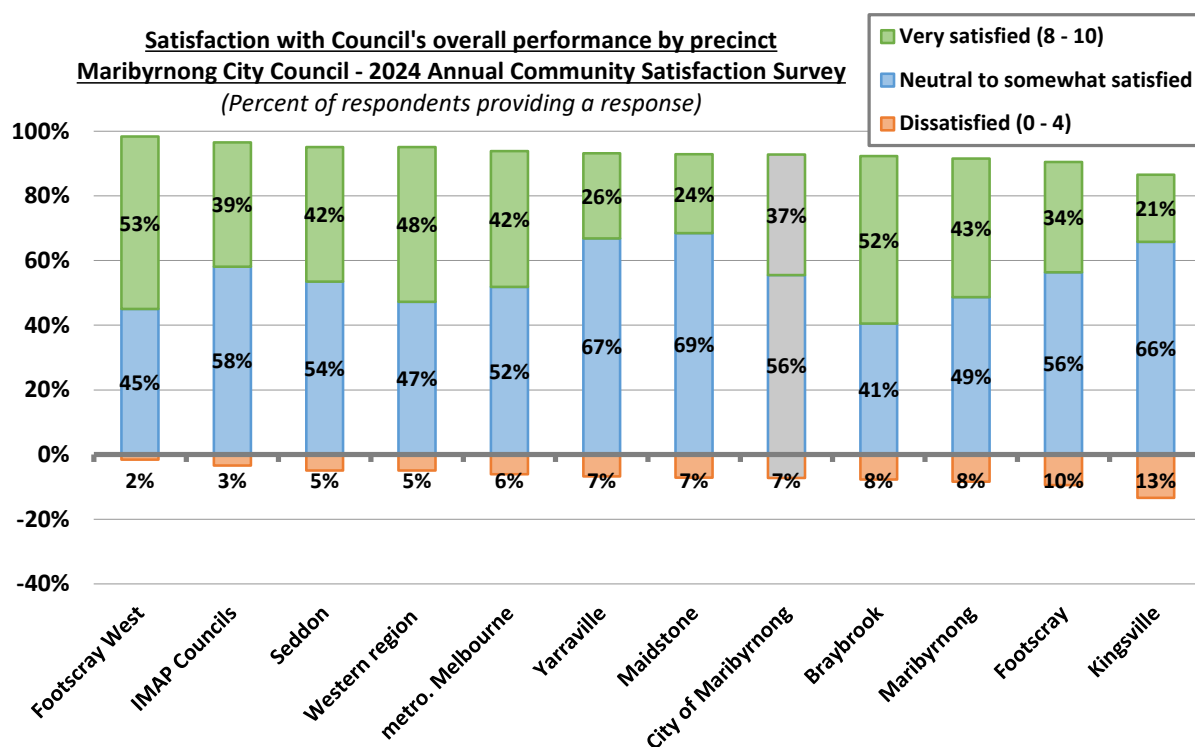
There was some variation in satisfaction with Council’s overall performance observed across the eight precincts comprising the City of Maribyrnong, as follows:

- **Footscray West** – respondents were measurably more satisfied than average and at a “very good” level of satisfaction.
- **Seddon** – respondents were notably (3%) more satisfied than average and at a “very good” level.
- **Yarraville** – respondents measurably less satisfied than average, although still at a “good” level of satisfaction.
- **Kingsville** – respondents were notably (4%) less satisfied than average, although still at a “good” level.



It is noted that more than half of the respondents from Footscray West (53%) and Braybrook (52%) were “very satisfied” with Council’s overall performance, whilst 10% from Footscray and 13% from Kingsville were “dissatisfied”.





### Overall performance by respondent profile

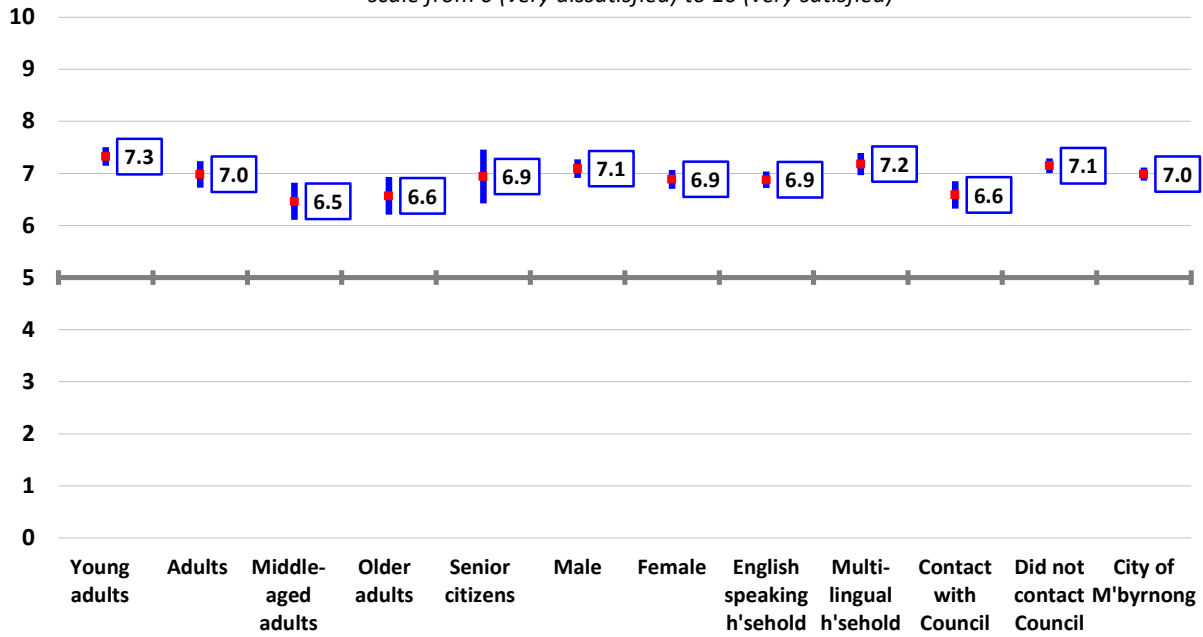
The following graphs provide a comparison of satisfaction with Council’s overall performance by respondent profile, including age structure, gender, whether respondents had contacted Council in the last 12 months, housing situation, period of residence in the municipality, household disability status, and household structure.

There was some measurable and notable variation in satisfaction with Council’s overall performance observed by respondent profile, as follows:

- **Notably more satisfied than average** – included young adults (aged 18 to 34 years), multilingual households, rental households, new residents (less than one year in Maribyrnong), and sole person households.
- **Notably less satisfied than average** – included middle-aged and older adults (aged 45 to 74 years), respondents who had contacted Council in the last 12 months, mortgagor households, long-term residents (10 years or more in Maribyrnong), and respondents from households with a member with disability.

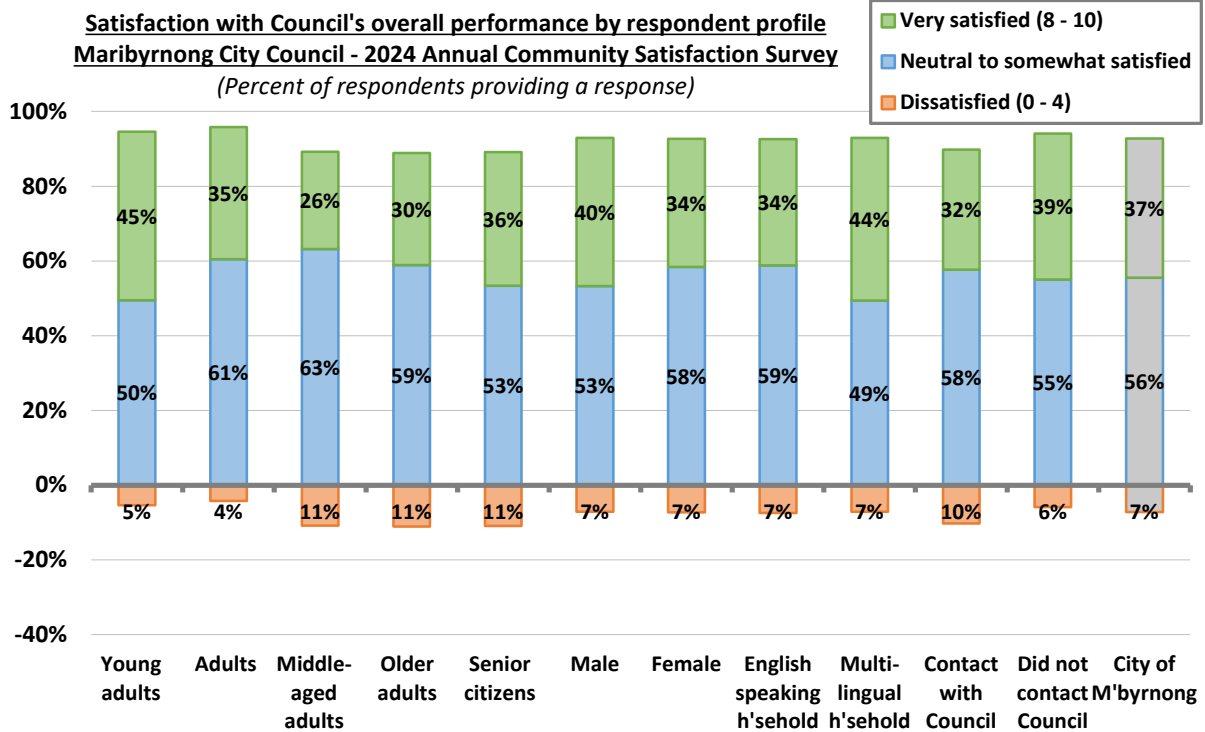


**Satisfaction with Council's overall performance by respondent profile**  
**Maribyrnong City Council - 2024 Annual Community Satisfaction Survey**  
*scale from 0 (very dissatisfied) to 10 (very satisfied)*

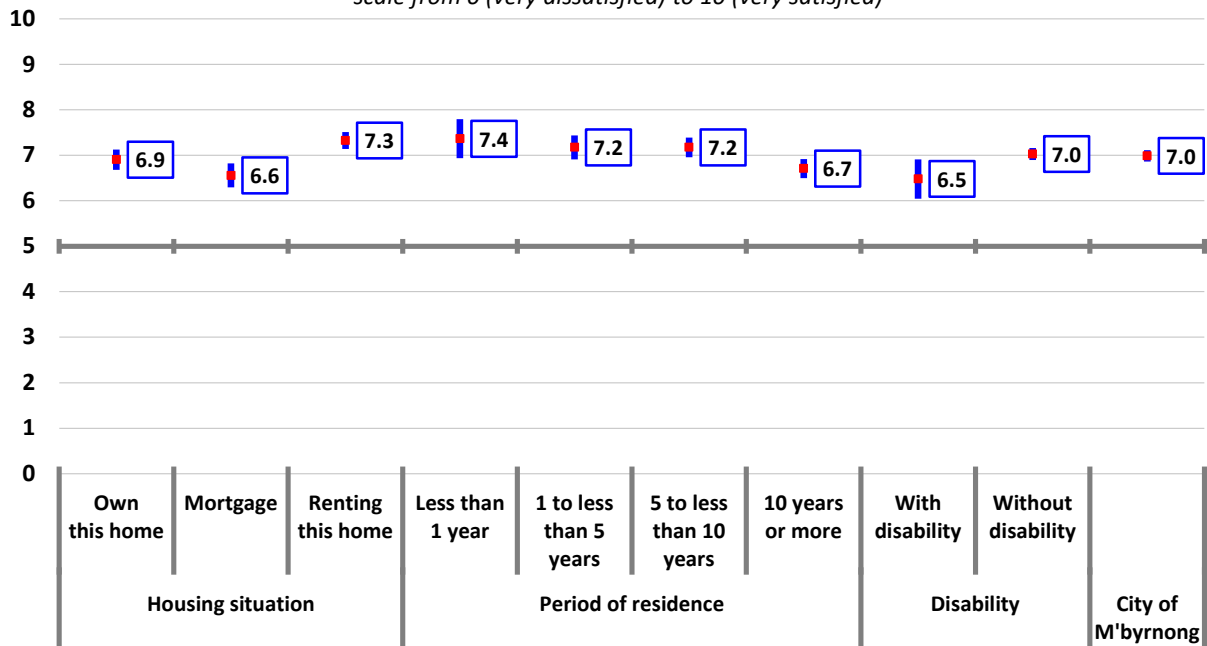


It is noted that 11% of respondents aged 45 years and over were “dissatisfied” with Council’s overall performance, more than double the proportion of younger respondents (aged 18 to 44 years).

**Satisfaction with Council's overall performance by respondent profile**  
**Maribyrnong City Council - 2024 Annual Community Satisfaction Survey**  
*(Percent of respondents providing a response)*

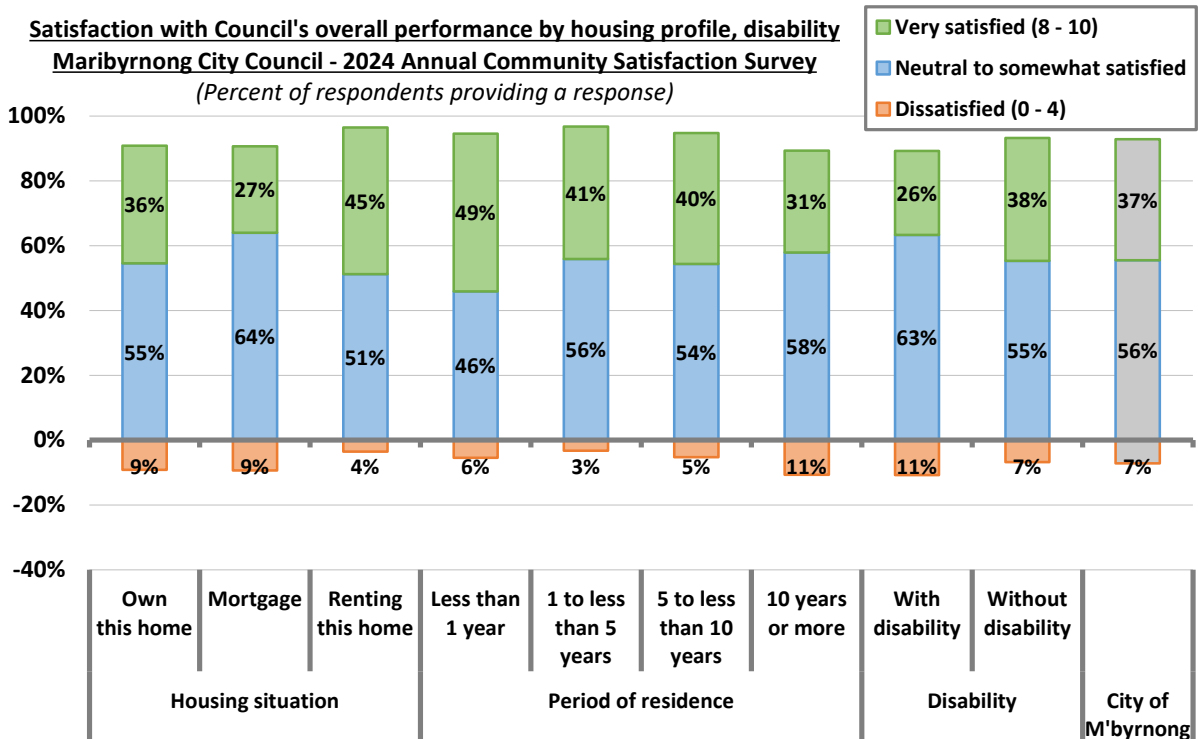


**Satisfaction with Council's overall performance by housing profile and disability**  
**Maribyrnong City Council - 2024 Annual Community Satisfaction Survey**  
*scale from 0 (very dissatisfied) to 10 (very satisfied)*



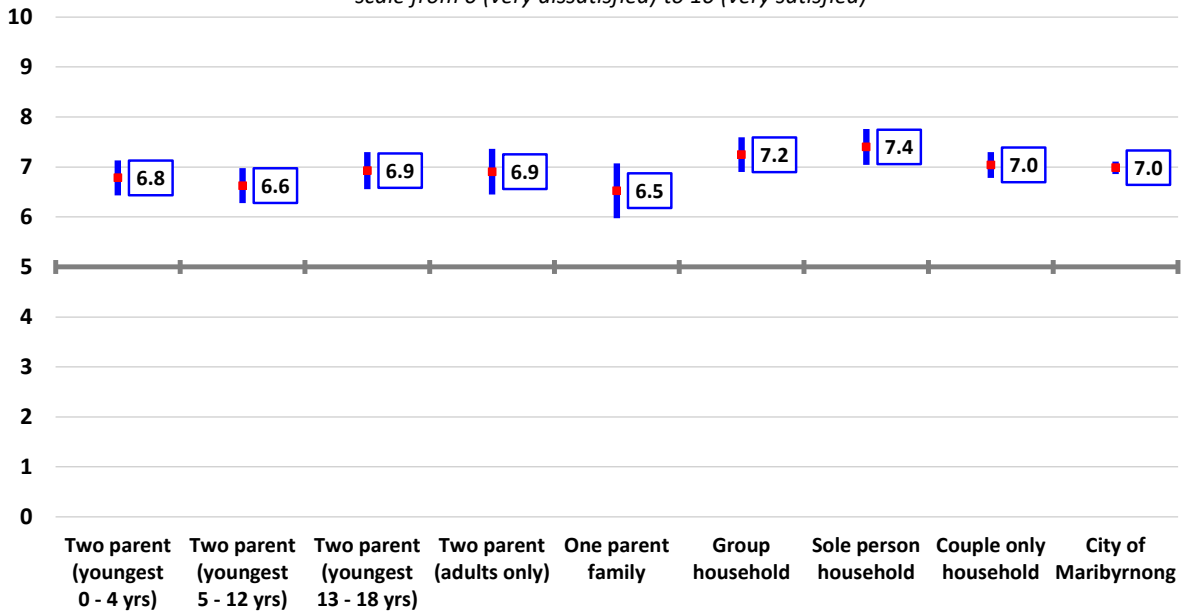
It is noted that 11% of long-term residents (10 years or more in the municipality) as well as 11% of respondents from households with a member with disability were “dissatisfied” with Council’s overall performance.

**Satisfaction with Council's overall performance by housing profile, disability**  
**Maribyrnong City Council - 2024 Annual Community Satisfaction Survey**  
*(Percent of respondents providing a response)*



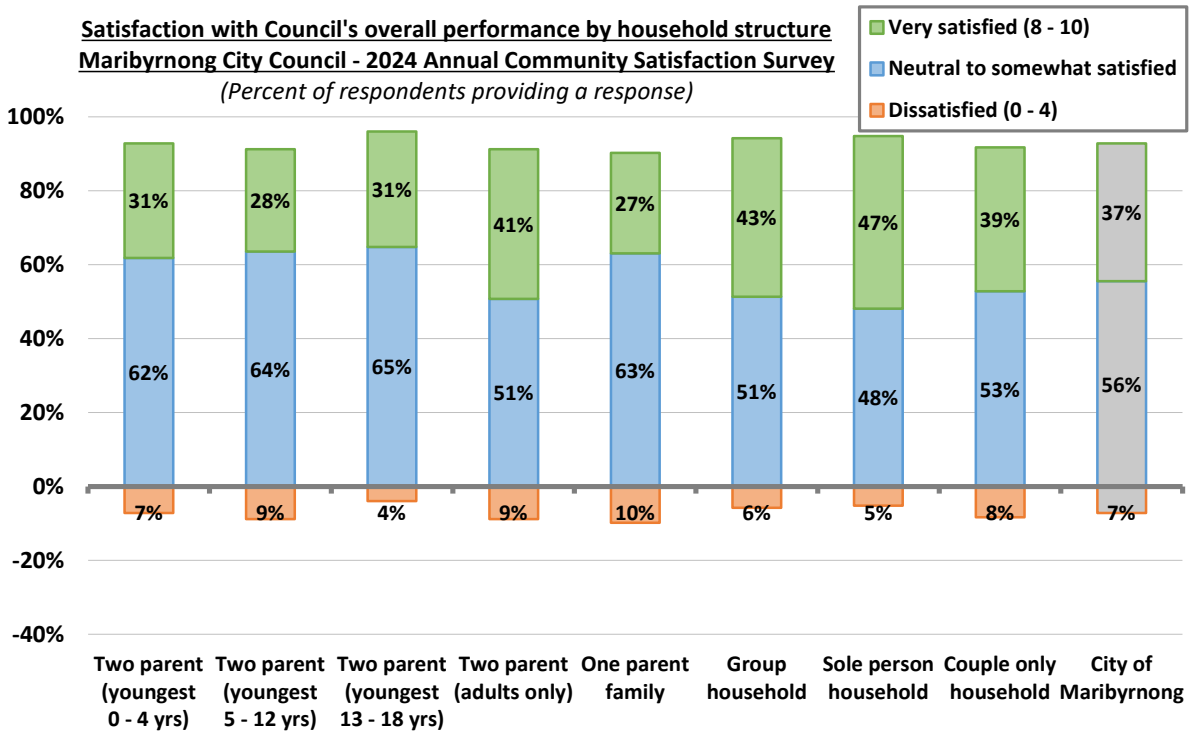


**Satisfaction with Council's overall performance by household structure**  
**Maribyrnong City Council - 2024 Annual Community Satisfaction Survey**  
*scale from 0 (very dissatisfied) to 10 (very satisfied)*



It is noted that 10% of respondents from one-parent families were “dissatisfied” with Council’s overall performance.

**Satisfaction with Council's overall performance by household structure**  
**Maribyrnong City Council - 2024 Annual Community Satisfaction Survey**  
*(Percent of respondents providing a response)*

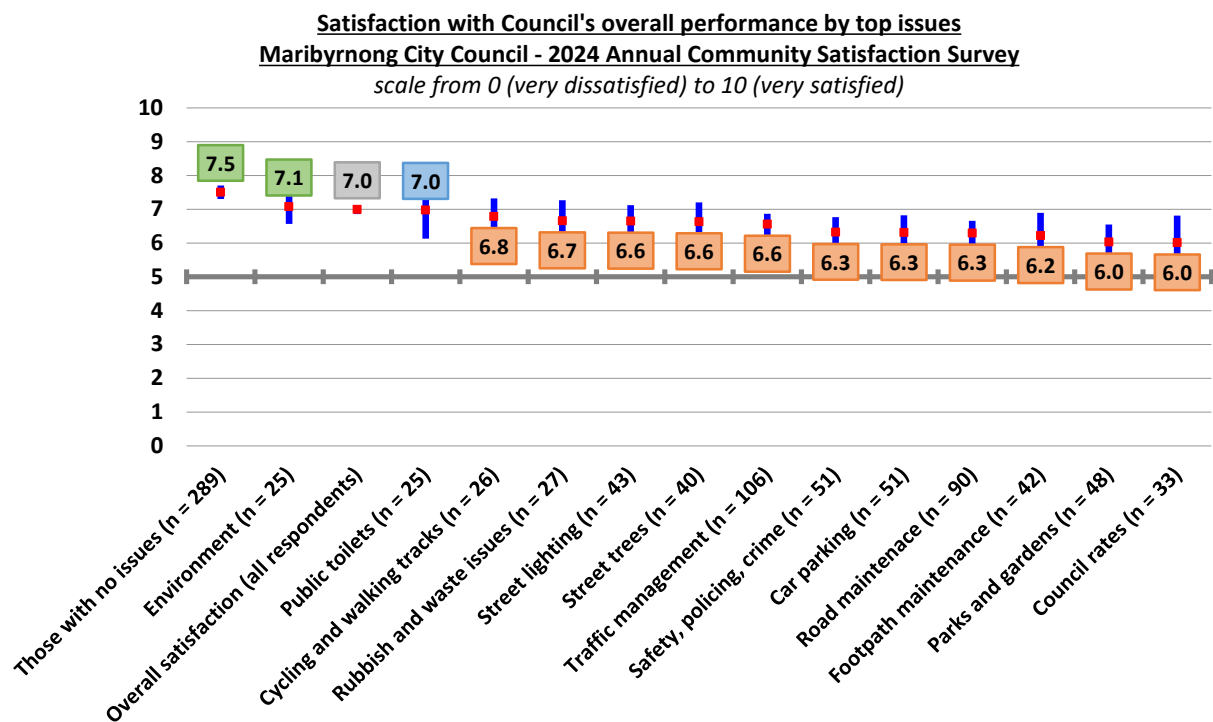


## Relationship between issues and overall satisfaction

The following graph shows a comparison of satisfaction with Council's overall performance for respondents nominating each of the 13 most nominated issues to address for the City of Maribyrnong, the average satisfaction of respondents who did not nominate any issues for Council to address, as well as the average overall satisfaction of all respondents.

Attention is drawn firstly to the fact that respondents who did not nominate any issues to address for the City of Maribyrnong were measurably and significantly more satisfied with Council's overall performance than the municipal average, with a score of 7.5 or "very good", compared to the municipal average of 7.0.

This result reflects the fact that respondents who did not believe there were significant issues to be addressed in their local community were overwhelmingly more satisfied with the performance of the Council than other respondents.



Of the 13 issues included in the graph, two appear not to exert a substantial negative influence on respondents' satisfaction with Council, including environmental issues and public toilets. The respondents who nominated these issues, on average, rated satisfaction at a similar level to the municipal average.

The issues that do appear to exert a notable negative influence on satisfaction with Council's overall performance include Council rates (33 respondents at 6.0), parks and gardens (48 at 6.0), footpaths (42 at 6.2), roads (90 at 6.3), car parking (51 at 6.3), and safety, policing, and crime issues (51 at 6.3).

The respondents who nominated each of these issues were, on average, notably to measurably less satisfied with Council's overall performance than the municipal average.



This does imply that these issues may well have been exerting a substantial negative influence on these respondents’ satisfaction with the overall performance of Council. It is important to note, however, that these results do not prove a causal link between these issues and overall satisfaction, although they do imply a relationship.

The following table provides an alternative exploration of the relationship between overall satisfaction and issues to address for the City of Maribyrnong.

The table provides details as to the proportion of respondents “dissatisfied” with Council’s overall performance who nominated each of the top issues for the City of Maribyrnong at the moment, compared to the proportion of all respondents who nominated each issue.

These results clearly indicate that respondents who were “dissatisfied” with Council’s overall performance were notably more likely than average to nominate each of road maintenance and repairs, parks and gardens, Council rates and charges, safety, policing, and crime issues, and car parking related issues.

Metropolis Research notes that these results reinforce the key findings from the previous graph, highlighting the influence of Council rates and charges, roads, and parking as issues that appear to negatively influence community satisfaction with the overall performance of the City of Maribyrnong this year.

**Top three issues for the City of Maribyrnong of respondents' dissatisfied with overall performance**  
**Maribyrnong City Council - 2024 Annual Community Satisfaction Survey**  
*(Number and percent of total respondents who dissatisfied with overall performance)*

<i>Issue</i>	<i>Dissatisfied respondents</i>		<i>All respondents</i>
	<i>Number</i>	<i>Percent</i>	
Road maintenance and repairs	11	20%	11%
Parks, gardens and open spaces	9	17%	6%
Traffic management	9	17%	13%
Council rates	7	13%	4%
Footpath maintenance and repairs	7	13%	5%
Safety, policing and crime	7	13%	6%
Car parking	6	11%	6%
Lighting	5	9%	5%
Building, planning, housing and development	4	7%	2%
Street cleaning and maintenance	3	6%	2%
Provision and maintenance of street trees	3	6%	5%
Footscray CBD issues	2	4%	2%
Communication and provision of information	2	4%	2%
Quality and provision of community services	2	4%	1%
Public toilets	2	4%	3%
All other issues <i>(22 separately identified issues)</i>	30	56%	41%
<b>Total responses</b>	<b>109</b>		<b>931</b>
<i>Respondents identifying at least one issue</i> <i>(percent of total respondents)</i>	<i>44</i> <i>(82%)</i>		<i>485</i> <i>(61%)</i>



## 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 340 (up from 307) comments received from respondents about the reasons why they rated their satisfaction with Council’s overall performance at the level they did.

The verbatim comments underpinning this summary table are outlined as an appendix to this report.

The following table provides a breakdown of these comments by the broad issues raised by the respondents, and then they are further broken down into positive and negative comments. For example, there were 116 general statements received from respondents, of which 55 were generally positive and 48 were generally negative in nature.

These comments were split by satisfaction with Council’s overall performance, which shows that of the 340 comments received, 237 (70%) were from respondents who were satisfied with Council’s overall performance (rated satisfaction from six to 10) and 63 (8%) were from respondents who were dissatisfied with Council’s overall performance.

The four most common issues raised by respondents in relation to satisfaction with Council’s overall performance were general comments that did not raise a specific issue (34%), services and facilities related issues (18% up from 7%), issues around rates and financial management (10% up from 7%) issues around communication, consultation, and the provision of information (9%, stable).

**Reasons for rating of satisfaction with Council's overall performance**  
**Maribyrnong City Council - 2024 Annual Community Satisfaction Survey**  
*(Number and percent of total respondents)*

<i>Reason for rating of satisfaction</i>	<i>Total Number</i>	<i>Percent</i>	<i>Satisfied (6 to 10)</i>	<i>Neutral (5)</i>	<i>Dissatisfied (0 to 4)</i>
<b>General statements</b>	<b>116</b>	<b>34%</b>	<b>40%</b>	<b>25%</b>	<b>17%</b>
<i>positive</i>	55	16%	23%	0%	0%
<i>negative</i>	48	14%	12%	20%	17%
<i>neutral</i>	13	4%	5%	5%	0%
<b>Services and facilities</b>	<b>61</b>	<b>18%</b>	<b>16%</b>	<b>25%</b>	<b>19%</b>
<i>positive</i>	17	5%	7%	0%	0%
<i>negative</i>	44	13%	9%	25%	19%
<b>Rates and financial management</b>	<b>33</b>	<b>10%</b>	<b>6%</b>	<b>18%</b>	<b>19%</b>
<i>positive</i>	1	0%	0%	0%	0%
<i>negative</i>	32	9%	5%	18%	19%





<b>Communication, consultation, information</b>	<b>29</b>	<b>9%</b>	<b>10%</b>	<b>5%</b>	<b>6%</b>
<i>positive</i>	4	1%	2%	0%	0%
<i>negative</i>	25	7%	8%	5%	6%
<b>Roads, traffic, transport and footpaths</b>	<b>26</b>	<b>8%</b>	<b>8%</b>	<b>10%</b>	<b>3%</b>
<i>positive</i>	2	1%	1%	0%	0%
<i>negative</i>	24	7%	8%	10%	3%
<b>Customer service and responsiveness</b>	<b>18</b>	<b>5%</b>	<b>4%</b>	<b>5%</b>	<b>11%</b>
<i>positive</i>	7	2%	3%	0%	0%
<i>negative</i>	11	3%	1%	5%	11%
<b>Environment, parks, open space and trees</b>	<b>17</b>	<b>5%</b>	<b>5%</b>	<b>5%</b>	<b>3%</b>
<i>positive</i>	2	1%	1%	0%	0%
<i>negative</i>	15	4%	5%	5%	3%
<b>Governance, accountability and reputation</b>	<b>15</b>	<b>4%</b>	<b>3%</b>	<b>5%</b>	<b>11%</b>
<i>positive</i>	0	0%	0%	0%	0%
<i>negative</i>	15	4%	3%	5%	11%
<b>Building, planning, housing and development</b>	<b>7</b>	<b>2%</b>	<b>3%</b>	<b>0%</b>	<b>2%</b>
<i>positive</i>	0	0%	0%	0%	0%
<i>negative</i>	7	2%	3%	0%	2%
<b>Safety, policing and crime</b>	<b>7</b>	<b>2%</b>	<b>1%</b>	<b>3%</b>	<b>5%</b>
<i>positive</i>	0	0%	0%	0%	0%
<i>negative</i>	7	2%	1%	3%	5%
<b>Parking</b>	<b>2</b>	<b>1%</b>	<b>0%</b>	<b>0%</b>	<b>2%</b>
<i>positive</i>	0	0%	0%	0%	0%
<i>negative</i>	2	1%	0%	0%	2%
<b>Support for business</b>	<b>1</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>
<i>positive</i>	0	0%	0%	0%	0%
<i>negative</i>	1	0%	0%	0%	0%
<b>Other reasons</b>	<b>8</b>	<b>2%</b>	<b>3%</b>	<b>0%</b>	<b>0%</b>
<b>Total</b>	<b>340</b>	<b>100%</b>	<b>237</b>	<b>40</b>	<b>63</b>



## Change in Council’s overall performance

Respondents were asked:

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

Respondents were again in 2024, asked whether they believed that Council’s overall performance had improved, stayed the same, or deteriorated in the last 12 months.

**Change in overall performance**  
**Maribyrnong City Council - 2024 Annual Community Satisfaction Survey**  
 (Number and percent of total respondents)

Change	2024		2023	2022	2021	2020	2019
	Number	Percent					
Improved	88	11%	10%	16%	21%	19%	10%
Stayed the same	445	56%	65%	48%	47%	53%	53%
Deteriorated	63	8%	10%	8%	8%	6%	10%
Can't say	205	26%	15%	28%	24%	21%	28%
<b>Total</b>	<b>801</b>	<b>100%</b>	<b>800</b>	<b>800</b>	<b>800</b>	<b>800</b>	<b>800</b>

The proportion of respondents who considered that Council’s overall performance had improved increased marginally this year to 11%.

This result of 11% considering that performance had improved in the last 12 months remained measurably lower than the long-term average since 2004 of 17%.

It is important to bear in mind, however, that whilst only 11% of respondents considered that performance had improved in the last year, overall satisfaction with Council remains at historically high levels.

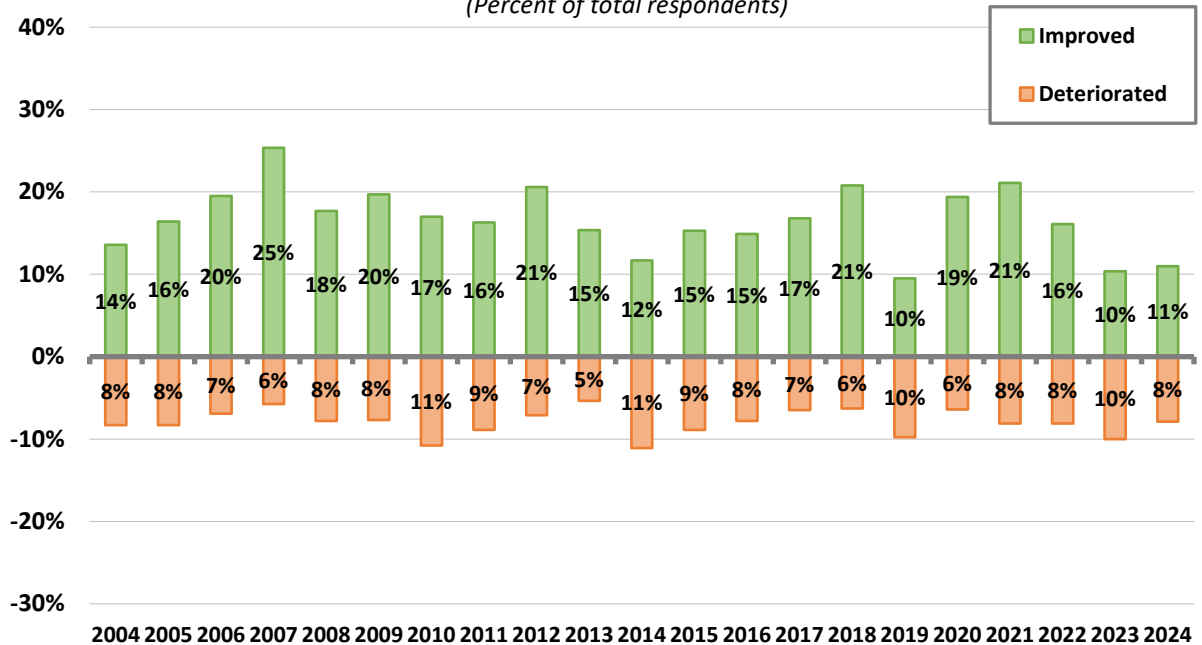
This strongly suggests that many respondents consider that Council’s overall performance had remained stable at a high level over the last few years.

There was, however, a small decrease in the proportion of respondents who considered that Council’s overall performance had deteriorated over the last 12 months, down from 10% last year to eight percent this year.

This result has remained relatively stable over time at around the long-term average since 2004 of eight percent.

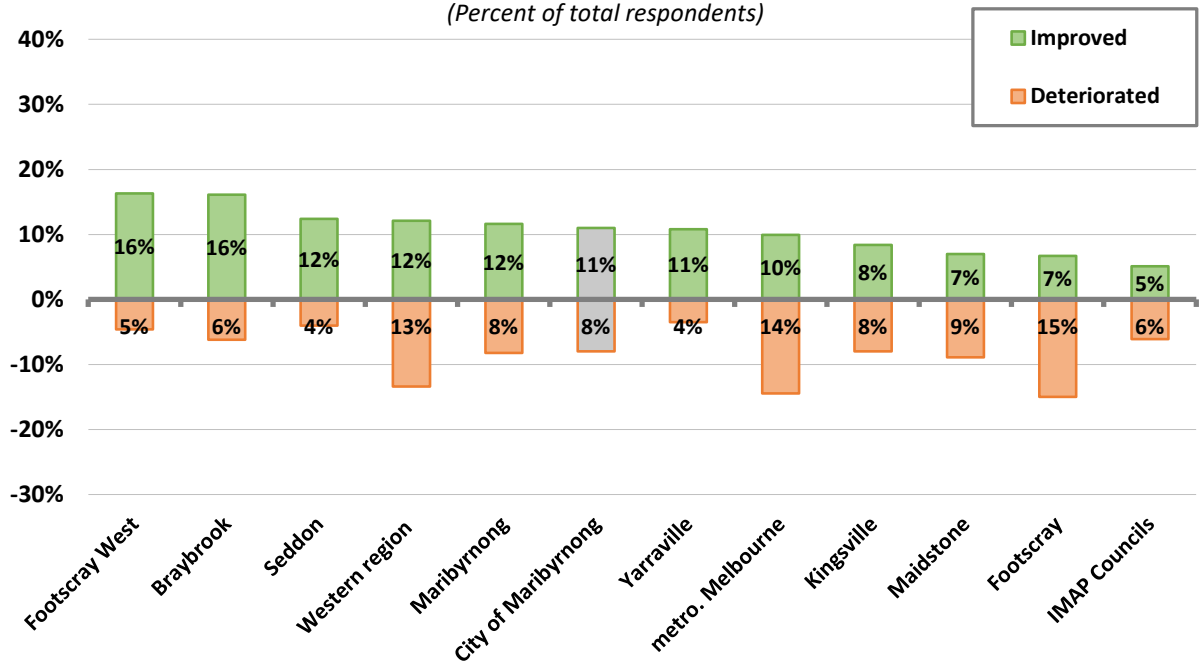


**Change in satisfaction with Council's overall performance in last 12 months**  
**Maribyrnong City Council - 2024 Annual Community Satisfaction Survey**  
 (Percent of total respondents)



By way of comparison, slightly more respondents in the City of Maribyrnong considered that Council’s overall performance had improved compared to the metropolitan Melbourne (10%), but notably more than the IMAP councils’ average of five percent, as recorded in the 2024 *Governing Melbourne* research conducted independently by Metropolis Research in January 2024.

**Change in satisfaction with Council's overall performance in last 12 months**  
**Maribyrnong City Council - 2024 Annual Community Satisfaction Survey**  
 (Percent of total respondents)



## Governance and leadership

Respondents were asked:

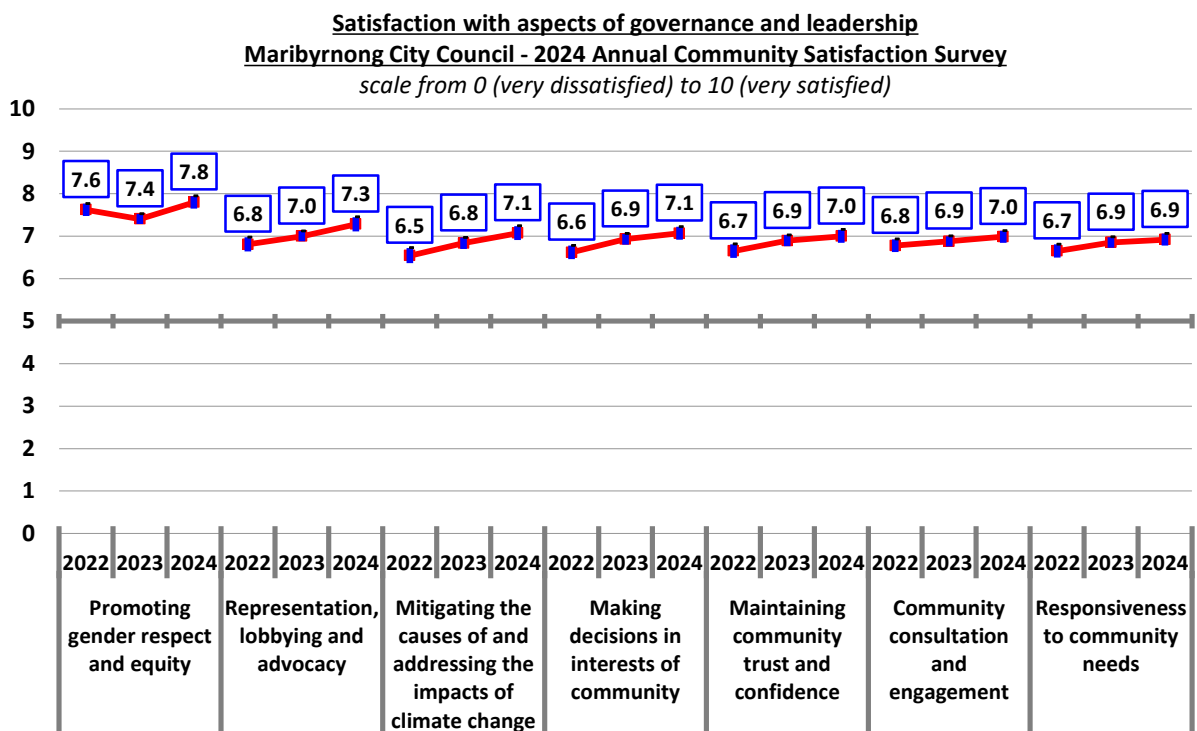
*“On a scale of 0 (lowest) to 10 (highest), can you please rate your satisfaction with the following?”*

Respondents were again in 2024, asked to rate their satisfaction with seven aspects of Council’s governance and leadership performance, as outlined in the following graph.

The average satisfaction with these seven aspects of governance and leadership increased somewhat again this year, up two percent to 7.2 (up from 7.0) out of 10, although it remains at a “good” level of satisfaction.

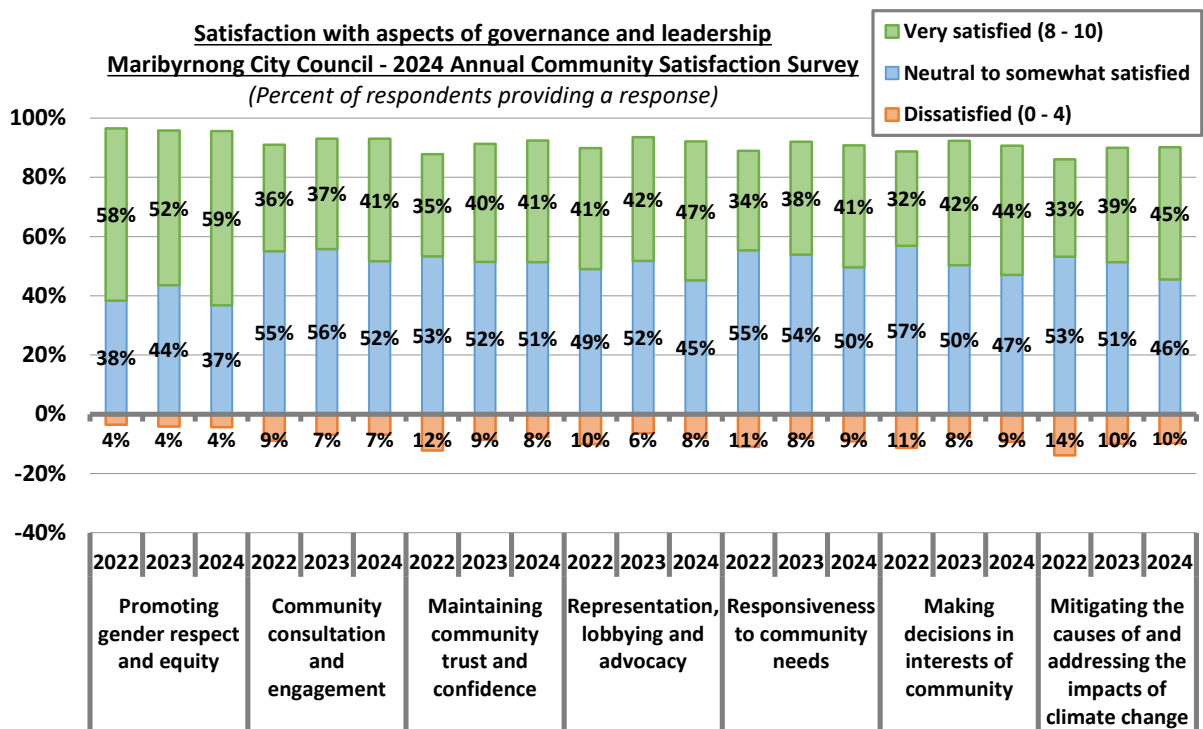
Satisfaction with these seven aspects of governance and leadership can best be summarised as follows:

- **Excellent** – for Council performance promoting gender respect and equity, with 59% “very satisfied” and four percent “dissatisfied”.
- **Very Good** – for Council’s representation, lobbying and advocacy, representation, lobbying and advocacy performance, with 47% “very satisfied” and eight percent “dissatisfied”.
- **Good** – for Council performance mitigating the causes of and addressing the impacts of climate change, making decisions in the interests of the community, maintaining community trust and confidence, community consultation and engagement, and responsiveness to local community needs. More than 40% of respondents were “very satisfied” with these aspects, whilst approximately eight to nine percent were “dissatisfied”.



The following graph provides a breakdown of satisfaction into the proportion of respondents who were “very satisfied” (i.e., rated satisfaction at eight or more out of 10), those who were “neutral to somewhat satisfied” (i.e., rated satisfaction at between five and seven), and those who were “dissatisfied” (i.e., rated satisfaction at less than five out of 10).

The small increase in the proportion of respondents who were “very satisfied” with each of these seven aspects of governance and leadership was a stand-out result from the survey this year.



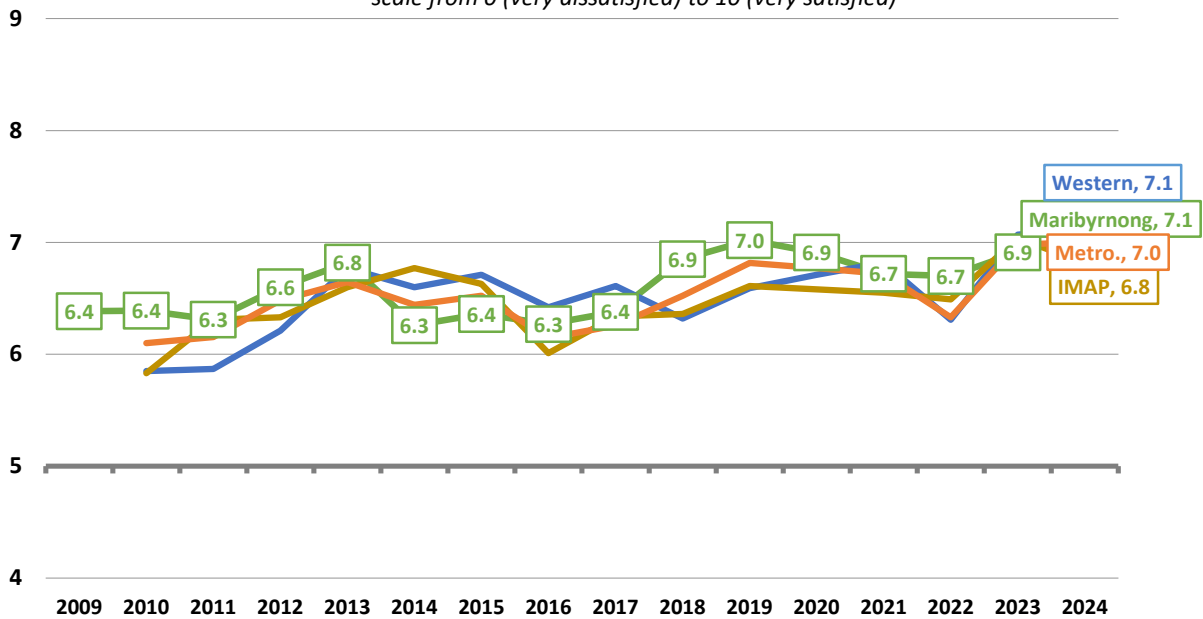
Five of these measures (excluding climate change and gender equity), are considered the core measures of satisfaction with Council’s governance related performance.

The average satisfaction with these core measures of governance was 7.1 out of 10, an increase of three percent on the 2023 average of 6.8.

Satisfaction with the core measures of governance and leadership was marginally higher than the metropolitan Melbourne (7.0) and IMAP councils’ (6.8) averages, and identical to the western region councils’ average of 7.1.

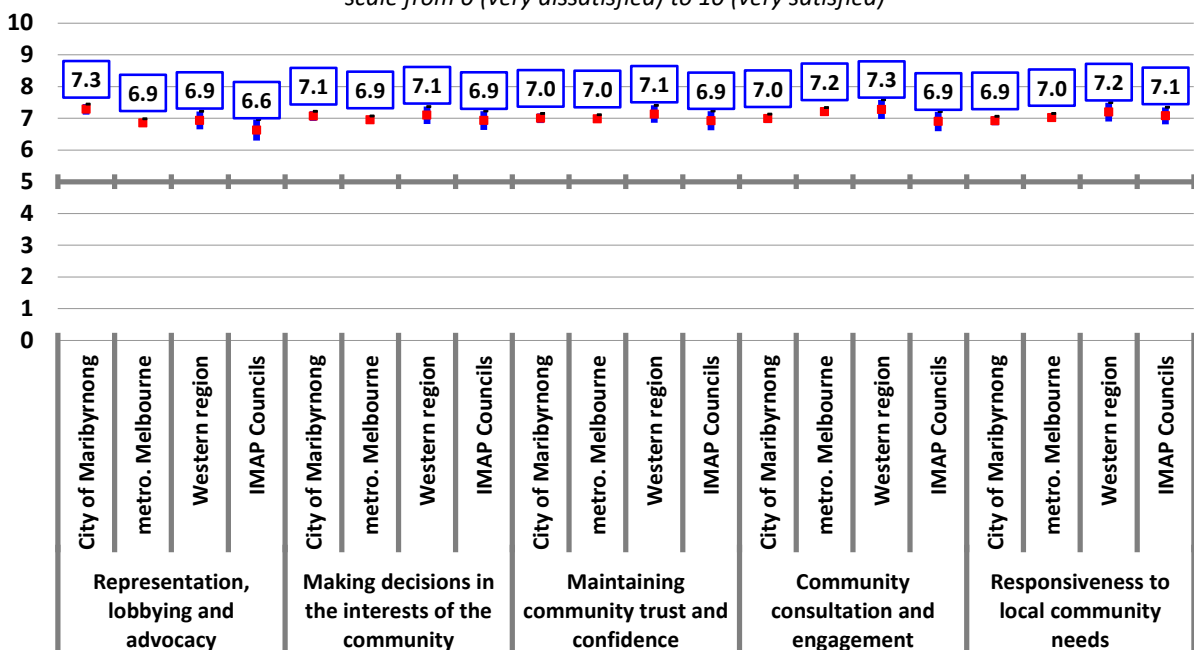


**Average satisfaction with governance and leadership**  
**Maribyrnong City Council - 2024 Annual Community Satisfaction Survey**  
*scale from 0 (very dissatisfied) to 10 (very satisfied)*



Metropolis Research draws attention to the four percent higher satisfaction with Council’s representation, lobbying, and advocacy performance compared to the metropolitan Melbourne average (7.3 compared to 6.9), although Maribyrnong Council underperformed the metropolitan average for community consultation and engagement (7.0 compared to 7.2).

**Satisfaction with aspects of governance and leadership**  
**Maribyrnong City Council - 2024 Annual Community Satisfaction Survey**  
*scale from 0 (very dissatisfied) to 10 (very satisfied)*





## Customer service

### Contact with Council in the last 12 months

Respondents were asked:

*“Have you contacted Maribyrnong City Council in the last 12 months?”*

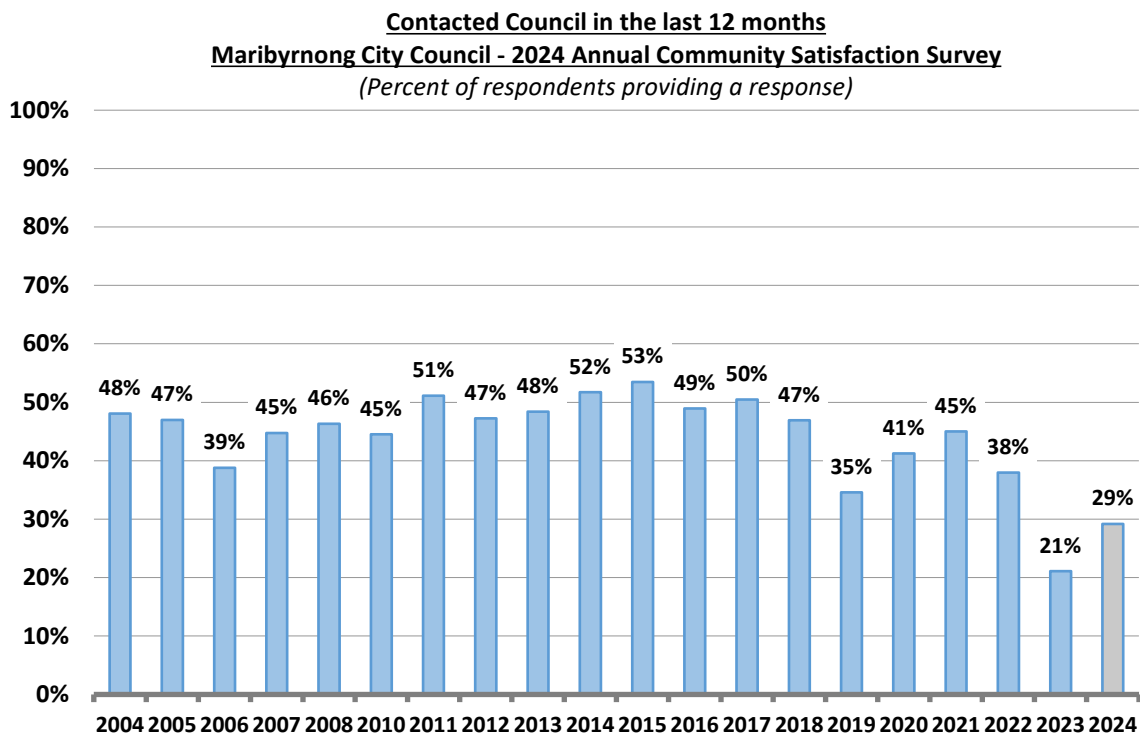
There was an increase this year, in the proportion of respondents who reported that they had contacted Council in the last 12 months, up from an unusually low 21% last year to 29% this year.

Metropolis Research notes that this result remains significantly below the long-term average since 2004 of 44%.

This was the second lowest proportion of respondents who had contacted Council in the last 12 months recorded for the City of Maribyrnong since the question was first asked back in 2004.

Metropolis Research notes that the proportion of respondents who reported that they had contacted Council in the last 12 months has trended lower in recent years, with the average from 2020 to 2024 being 35%, although with a spike of 45% during the pandemic.

The average proportion of respondents contacting Council from 2004 to 2019 was 47%.



**Contacted Council in the last 12 months**  
**Maribyrnong City Council - 2024 Annual Community Satisfaction Survey**  
 (Number and percent of respondents providing a response)

Response	2024		2023	2022	2021	2020	2019
	Number	Percent					
Yes	233	29%	21%	38%	45%	41%	35%
No	565	71%	79%	62%	55%	59%	65%
Can't say	4		4	4	0	5	5
<b>Total</b>	<b>802</b>	<b>100%</b>	<b>800</b>	<b>800</b>	<b>800</b>	<b>800</b>	<b>800</b>

**Forms of contact**

Respondents who had contacted Council were asked:

*“When you last contacted the Council, was it?”*

The most common method of contacting Council remains telephone during business hours, with 44% (down from 51%) last contacting Council by this method in the last 12 months.

**Form of contact with Maribyrnong City Council**  
**Maribyrnong City Council - 2024 Annual Community Satisfaction Survey**  
 (Number and percent of respondents who contacted Council)

Response	2024		2023	2022	2021	2020	2019
	Number	Percent					
Telephone (during office hours)	102	44%	51%	51%	60%	60%	55%
E-mail	73	31%	22%	28%	20%	21%	19%
Website	40	17%	17%	14%	12%	8%	5%
Visit in person	10	4%	9%	5%	7%	8%	18%
Mail	5	2%	1%	0%	1%	2%	4%
Telephone (after hours service)	2	1%	0%	1%	0%	1%	0%
Not stated	1		0	3	4	0	2
<b>Total</b>	<b>233</b>	<b>100%</b>	<b>168</b>	<b>302</b>	<b>360</b>	<b>328</b>	<b>275</b>

There was a significant increase in the proportion of respondents who contacted Council by email this year, with 31% (up from 22%) using this method.

This result was significantly above the long-term average since 2014 of 17%, which appears to reflect a sustained change in the contact methods used by residents.

Metropolis Research draws particular attention to the fact that just four percent of respondents visited Council in person.



This was the lowest proportion of respondents visiting Council in person recorded for the City of Maribyrnong and appears to reflect a new post-COVID norm of more residents contacting Council via email and the website, and significantly fewer visiting in person.

These changes in the methods by which residents contact Council does bring challenges for Council in ensuring the maintenance of high-quality customer service when more residents are contacting Council by email and the website, and fewer are visiting in person.

### Satisfaction with aspects of customer contact

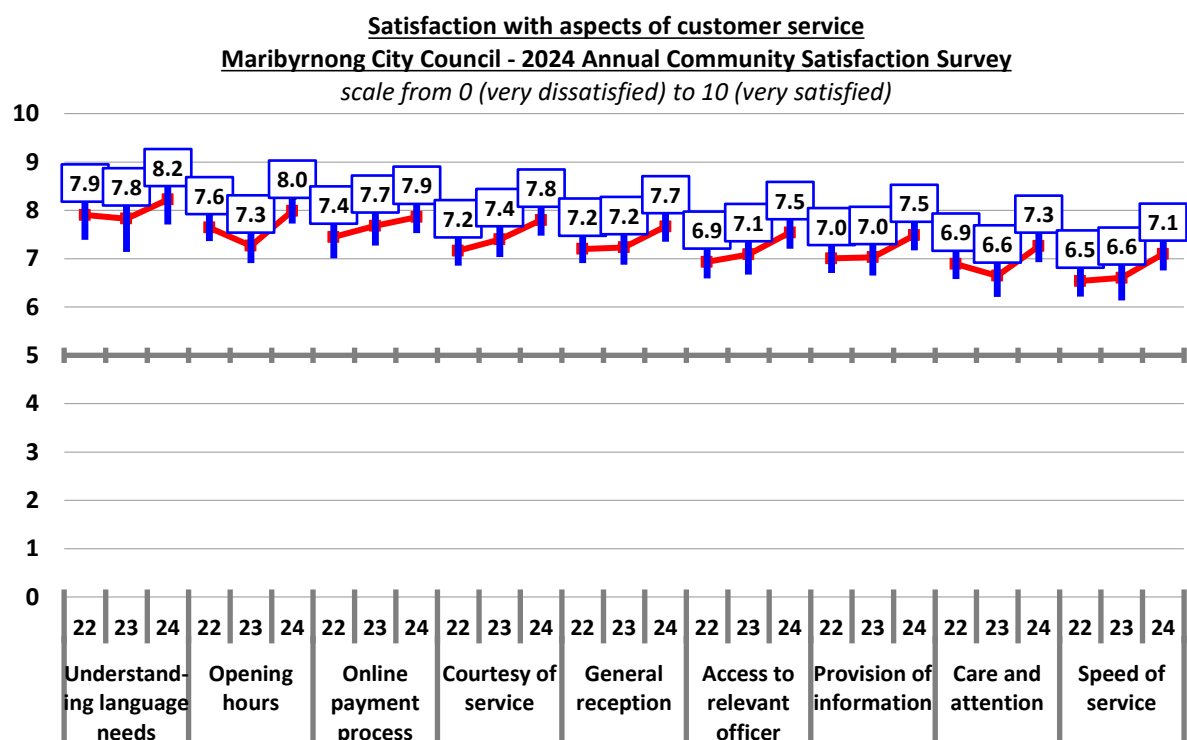
Respondents who had contacted Council were asked:

*“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?”*

The 233 respondents who had contacted Council in the last 12 months were asked to rate their satisfaction with nine aspects of customer service.

The average satisfaction with these nine aspects of customer service increased notably this year, up five percent to 7.7 out of 10, which was a “very good”, up from a “good” level of satisfaction.

This was a significant improvement in customer service this year compared to 2023, such that satisfaction with customer service was this year two percent higher (up from 5% lower in 2023) in the City of Maribyrnong than the metropolitan Melbourne average, as discussed in more detail later in this section of the report.



This result was also somewhat (3%) above the long-term average satisfaction with customer service since 2004 of 7.4 out of 10.

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

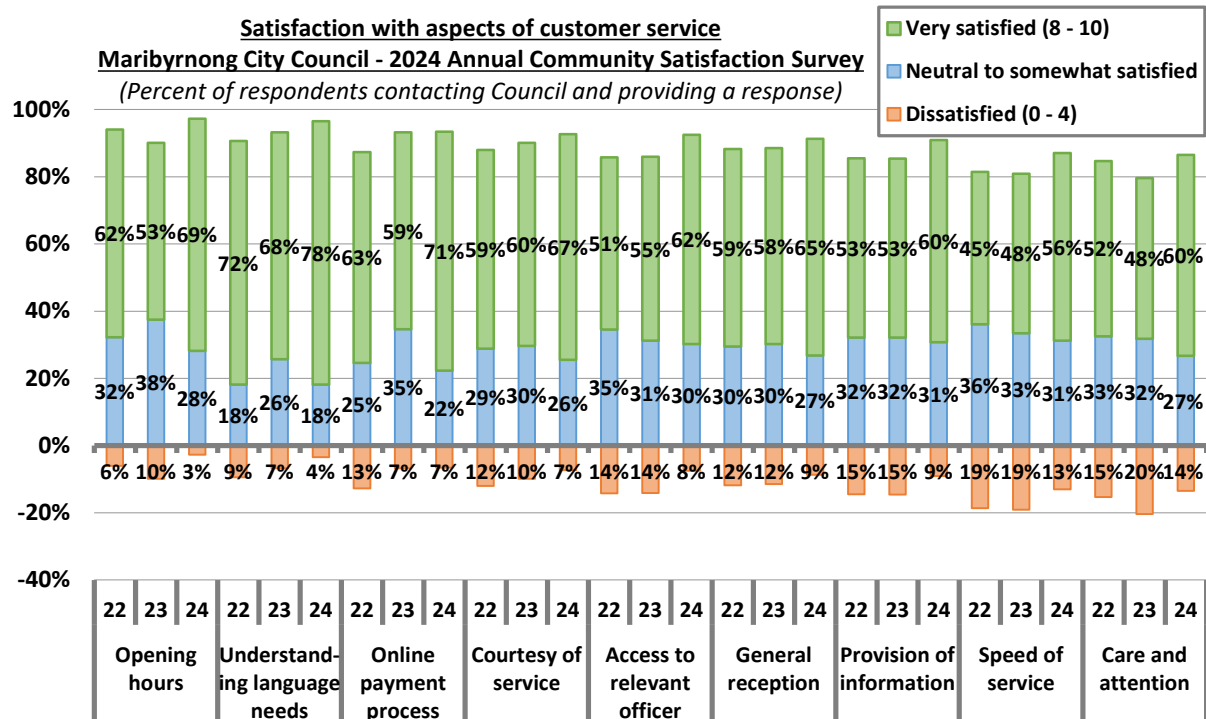
- **Excellent** – for staff understanding language needs (respondents from multilingual households only), opening hours, the online payments system, and the courtesy of service.
- **Very Good** – for general reception, access to relevant officer, the provision of information on Council and its services, and care and attention to enquiry.
- **Good** – for the speed of service.

Metropolis Research notes the fact that Council continues to provide “excellent” customer service for the multilingual community, in terms of understanding their language needs. This has been a consistent finding from the research for many years.

It is also noted that the speed of service remains the lowest rated aspect of customer service, and in the “good” range. Satisfaction with the speed of service was six percent (down from 8%) lower than the average satisfaction with customer service.

The following graph provides a breakdown of satisfaction into the proportion of respondents who were “very satisfied” (i.e., rated satisfaction at eight or more out of 10), those who were “neutral to somewhat satisfied” (i.e., rated satisfaction at between five and seven), and those who were “dissatisfied” (i.e., rated satisfaction at less than five out of 10).

It is noted that, whilst the majority (at least 56%) of respondents who had contacted Council and provided a satisfaction score were “very satisfied” with all nine aspects of customer service, whilst 14% were “dissatisfied” with care and attention, and 13% were “dissatisfied” with the speed and efficiency of service.



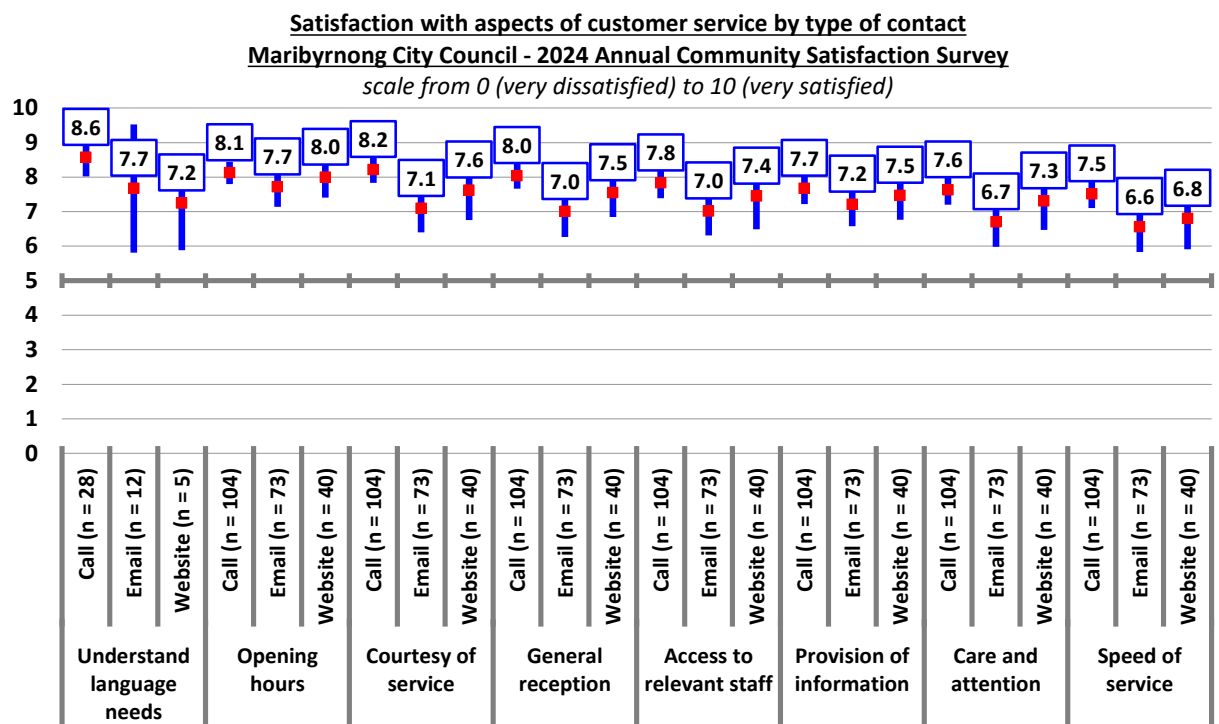
The following graph provides a comparison of satisfaction with the nine aspects of customer service by the method of last contacting Council.

Caution should be exercised in the interpretation of these results given the relatively small sample size for each method.

It is noted, however, that satisfaction with all these aspects was somewhat higher for those who telephoned Council, and generally somewhat lower for those visiting the website or emailing Council.

In the experience of Metropolis Research, in many municipalities in recent years, where there has been a significant increase in contact with Council via email, satisfaction with customer service tended (but not always) to be somewhat lower for those contacting Council by email than those visiting in person or telephoning Council.

This reflects the new challenge for local government in maintaining high quality customer service when engaging with the community via email.

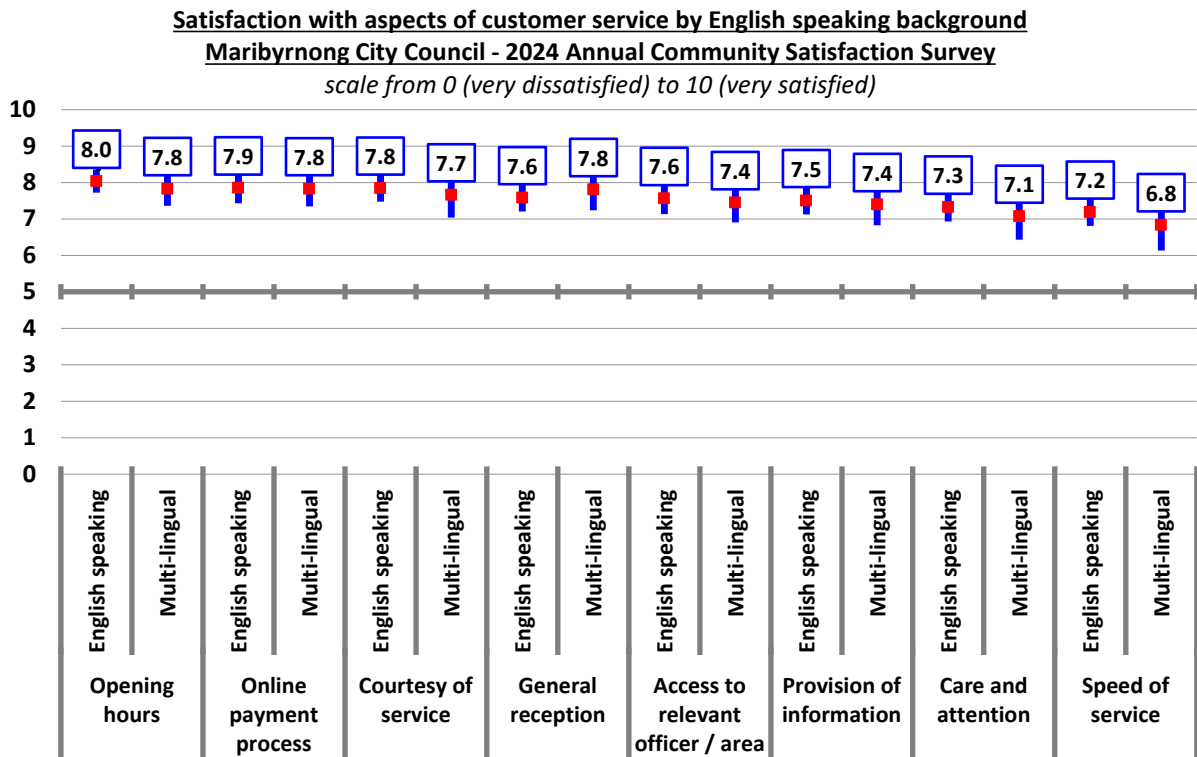


The following graph provides a comparison of satisfaction with the nine aspects of customer service between respondents from multilingual households and respondents from English speaking households.

There was no statistically significant variation in these results observed, although it is noted that respondents from English speaking households were a little more satisfied than those from multilingual households with eight of the nine aspects, although they were two percent less satisfied with the general reception.



These variations were not statistically significant and provided as indicative only.



**Comparison to the metropolitan Melbourne average**

The following graph provides a comparison of satisfaction with seven of the nine aspects of customer service that were included in both this survey as well as the *Governing Melbourne* research conducted independently by Metropolis Research in January 2024, using the same methodology.

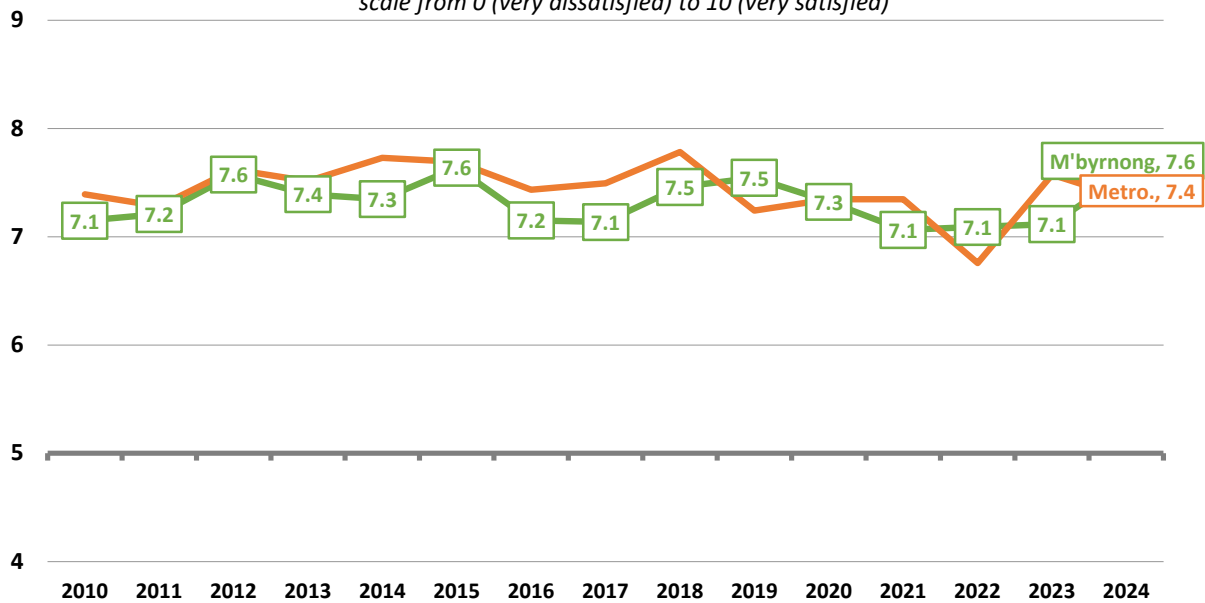
The average satisfaction with these seven aspects of customer service was 7.6 out of 10 for the City of Maribyrnong, marginally (2%) higher than the metropolitan Melbourne average of 7.4 or “very good”.

This was a significant turnaround from the 2023 result, which reported that average satisfaction with customer service was five percent lower in the City of Maribyrnong than the metropolitan average.





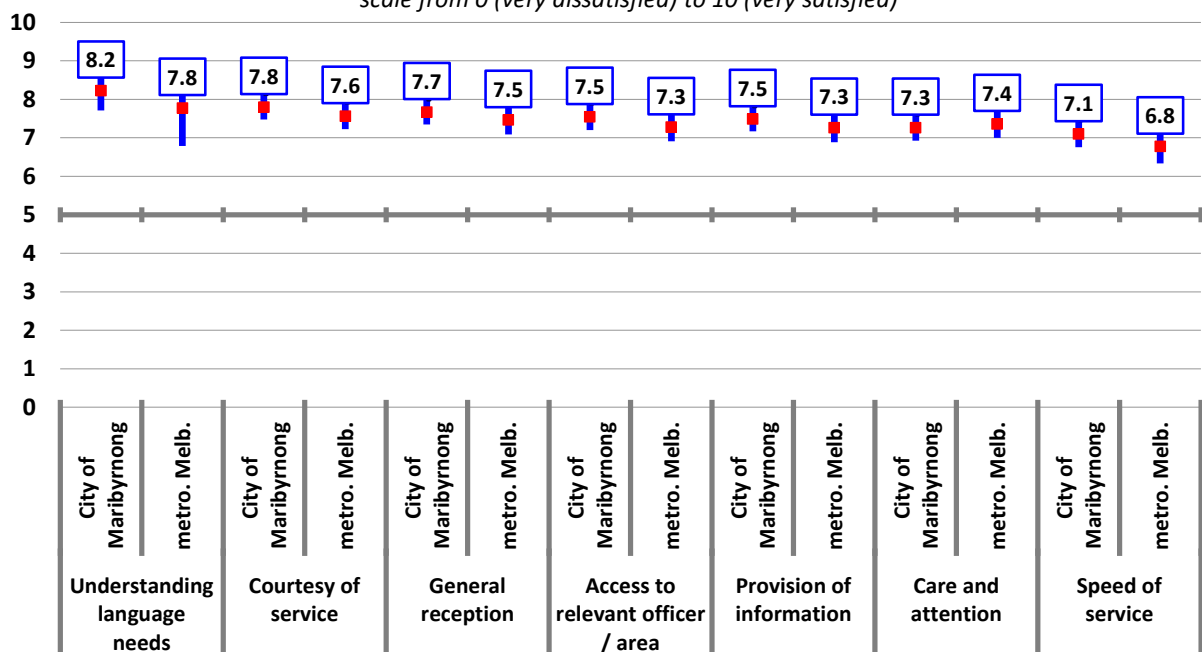
**Average satisfaction with aspects of customer service**  
**Maribyrnong City Council - 2024 Annual Community Satisfaction Survey**  
*scale from 0 (very dissatisfied) to 10 (very satisfied)*



Metropolis Research notes that satisfaction with six of the seven aspects of customer service was somewhat higher in the City of Maribyrnong, with the largest difference being for staff understanding language needs (4%).

It is, however, noted that satisfaction with care and attention to the respondents' enquiry was marginally (1%) lower in the City of Maribyrnong.

**Satisfaction with aspects of customer service**  
**Maribyrnong City Council - 2024 Annual Community Satisfaction Survey**  
*scale from 0 (very dissatisfied) to 10 (very satisfied)*



## 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 12 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.

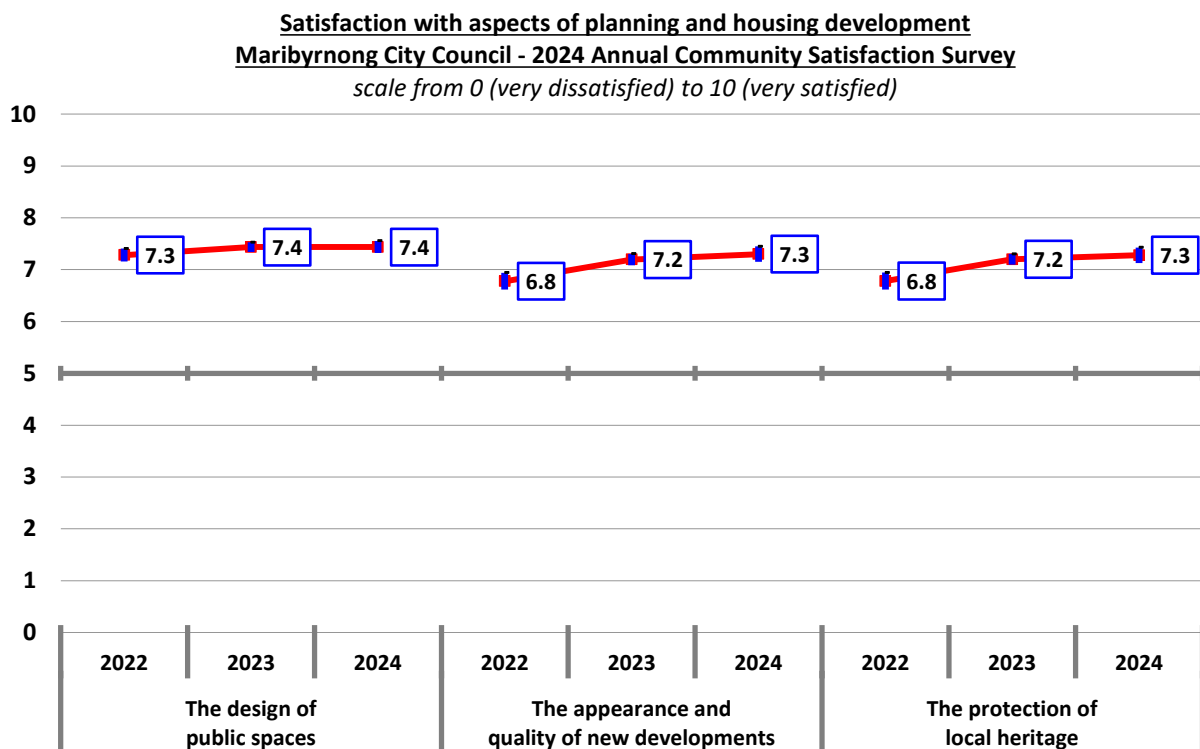
### Planning and housing development outcomes

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 with all three planning and development outcomes remained essentially stable this year, maintaining and building on the notable increases in satisfaction recorded last year.

Metropolis Research notes that satisfaction with all three of the planning and development outcomes remained at historically high levels for the City of Maribyrnong.



These results were consistent with the continued decline in the proportion of respondents who nominated planning, housing, and development related issues as one of the top three [issues to address](#) for the City of Maribyrnong ‘at the moment’, down from a long-term average since 2004 of seven percent to just two percent this year.

Taken together, these results suggest a continued decline in community concerns around planning and housing development in recent years.

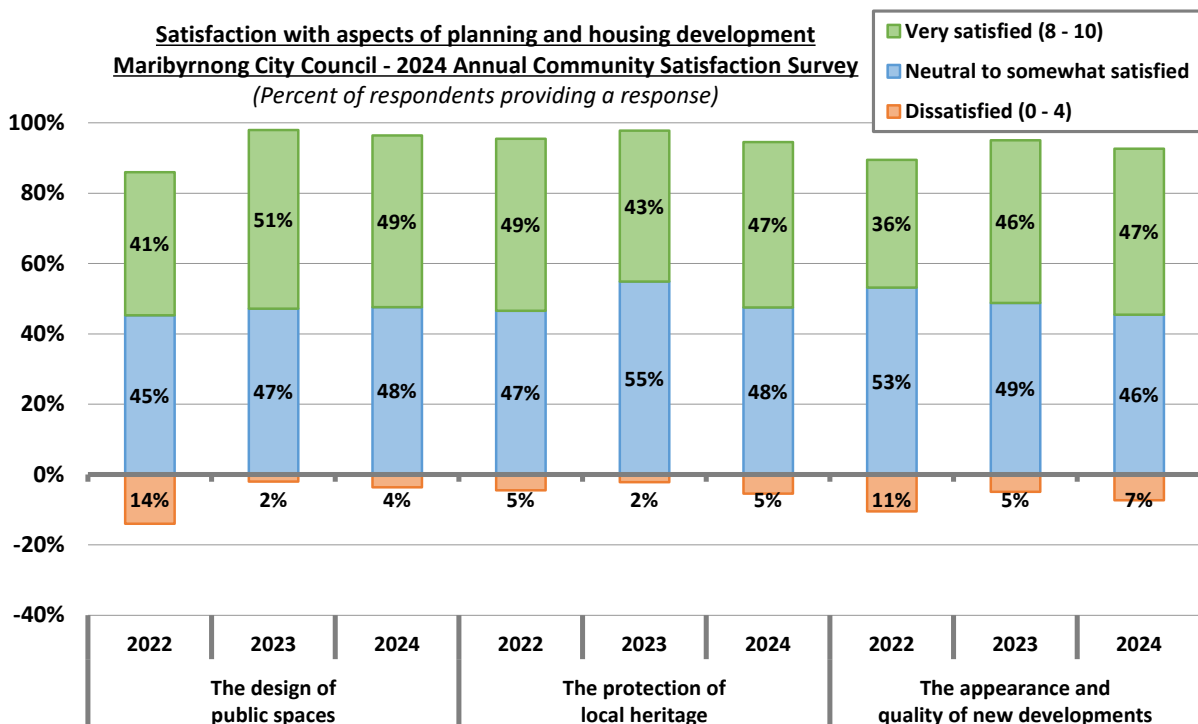
That said, it is worth bearing in mind that seven percent (down from 11%) of respondents who were “dissatisfied” with Council’s overall performance nominated planning and development issues as a top issue.

The 15 respondents who nominated planning and development issues were still, however, substantially (10%) less satisfied with Council’s overall performance than the municipal average.

This was an important result, as it highlights that whilst overall the Maribyrnong community reports higher-than-average satisfaction with the appearance and quality of new developments, there remains a small proportion of the community who had significant concerns around new development, a concern that manifests itself in significantly lower satisfaction with Council’s overall performance.

Satisfaction with the three planning and development outcomes was recorded at “very good” levels of satisfaction.

The following graph provides a breakdown of satisfaction into the proportion of respondents who were “very satisfied” (i.e., rated satisfaction at eight or more out of 10), those who were “neutral to somewhat satisfied” (i.e., rated satisfaction at between five and seven), and those who were “dissatisfied” (i.e., rated satisfaction at less than five out of 10).



The key finding from these results was that almost half of the respondents (who provided a score) were “very satisfied” with each of the three planning and development outcomes.

In 2024, only a small proportion of respondents reported that they were “dissatisfied” with these three outcomes, with seven percent “dissatisfied” with the appearance and quality of new developments, which was identical to the 2024 metropolitan Melbourne average.

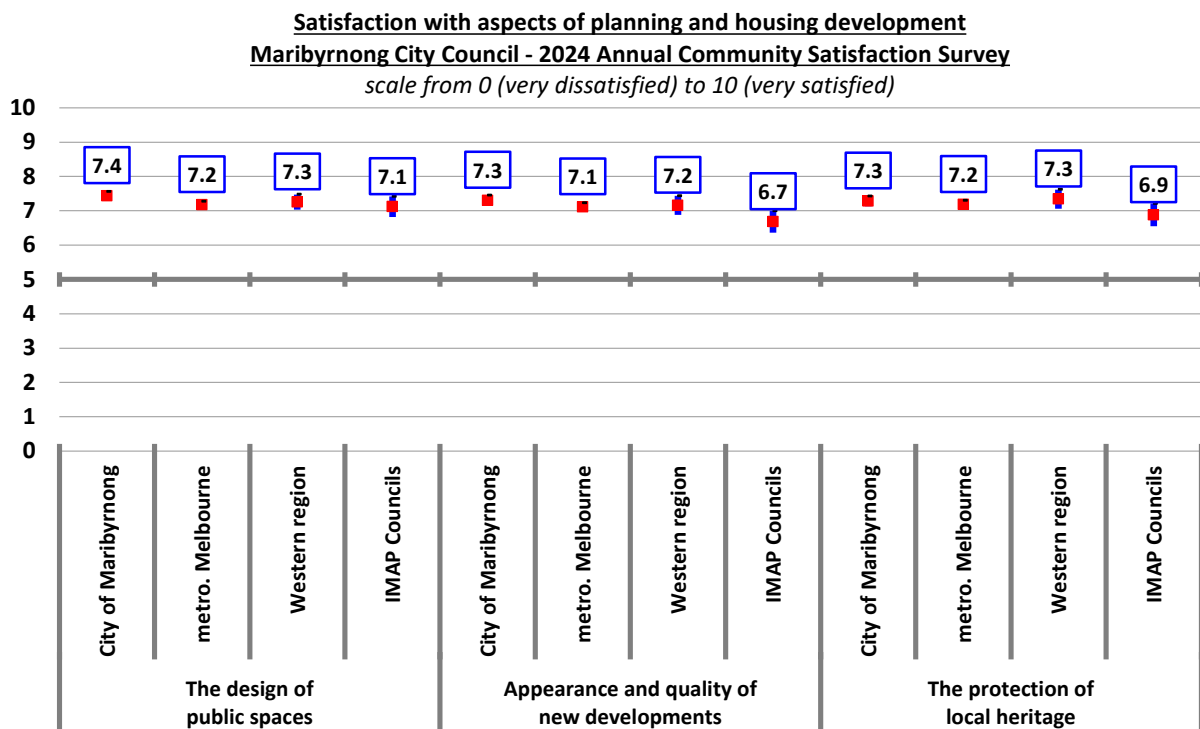
The following graph provides a comparison of satisfaction with these three planning and development outcomes against the metropolitan Melbourne, western region councils’, and IMAP councils’ averages, as recorded in the 2024 *Governing Melbourne* research.

*Governing Melbourne* was conducted independently by Metropolis Research in January 2024 using the same door-to-door methodology.

It is noted that satisfaction with all three measures was marginally higher in the City of Maribyrnong compared to the metropolitan Melbourne average, and notably higher than the IMAP councils’ results.

This pattern of higher satisfaction with planning and development outcomes in the City of Maribyrnong compared to the IMAP councils’ average was consistent with previous years.

This result reinforces the view that community concern around planning and development outcomes has in recent years been more subdued in the City of Maribyrnong than other inner and middle-ring municipalities.



## 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 12 months?”*

Respondents were again in 2024, asked whether they or a member of their household had been personally involved in a planning application or development in the last 12 months. Consistent with the results recorded in previous years, a total of just 17 of the 800 respondents reported that they had been involved in the process, with two percent as applicants and one percent as objectors.

**Involvement in planning approvals process**  
**Maribyrnong City Council - 2024 Annual Community Satisfaction Survey**  
*(Number and percent of respondents providing a response)*

Response	2024		2023	2022	2021	2020	2019
	Number	Percent					
Yes - Applicant	13	2%	2%	2%	3%	2%	2%
Yes - Objector	4	1%	1%	1%	1%	2%	1%
Yes - Other	0	0%	0%	0%	0%	0%	1%
No involvement	680	98%	97%	96%	96%	96%	96%
Not stated	105		24	88	17	17	8
<b>Total</b>	<b>802</b>	<b>100%</b>	<b>800</b>	<b>800</b>	<b>800</b>	<b>800</b>	<b>800</b>

### Satisfaction with aspects of the planning approvals process

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

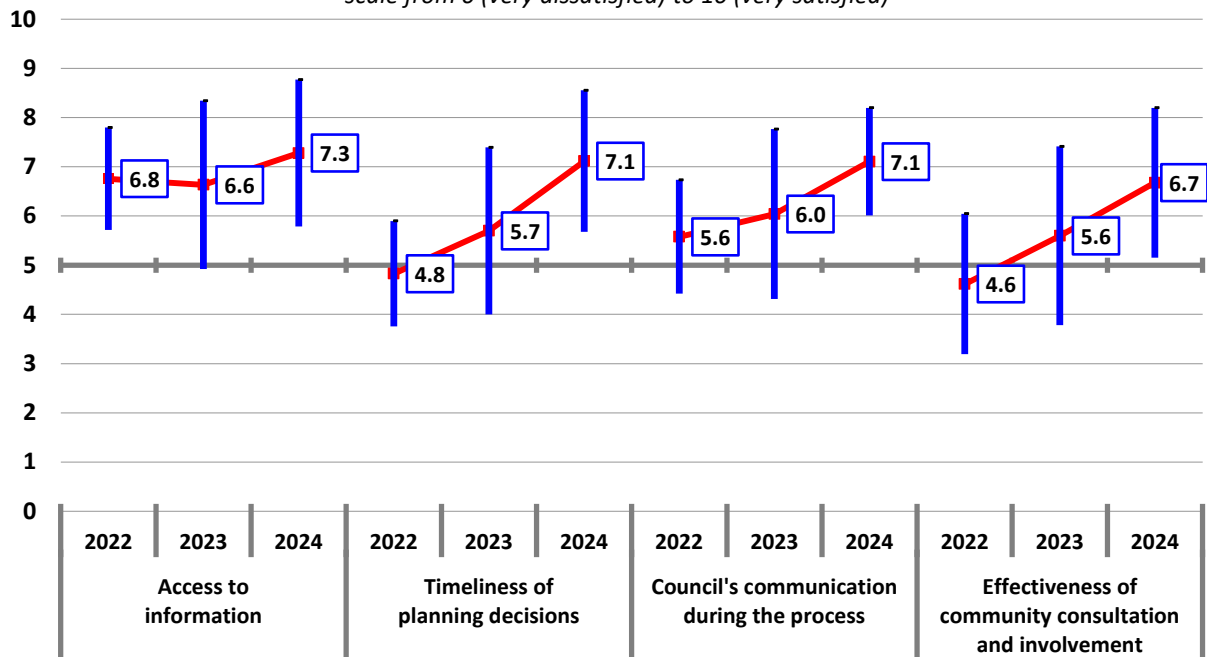
*“On a scale of 0 (lowest) to 10 (highest), how satisfied were you with the following aspects of the planning approvals process?”*

The 17 respondents who reported that they or members of their household had been personally involved in a planning application or development in the last 12 months were asked to rate their satisfaction with four aspects of the process.

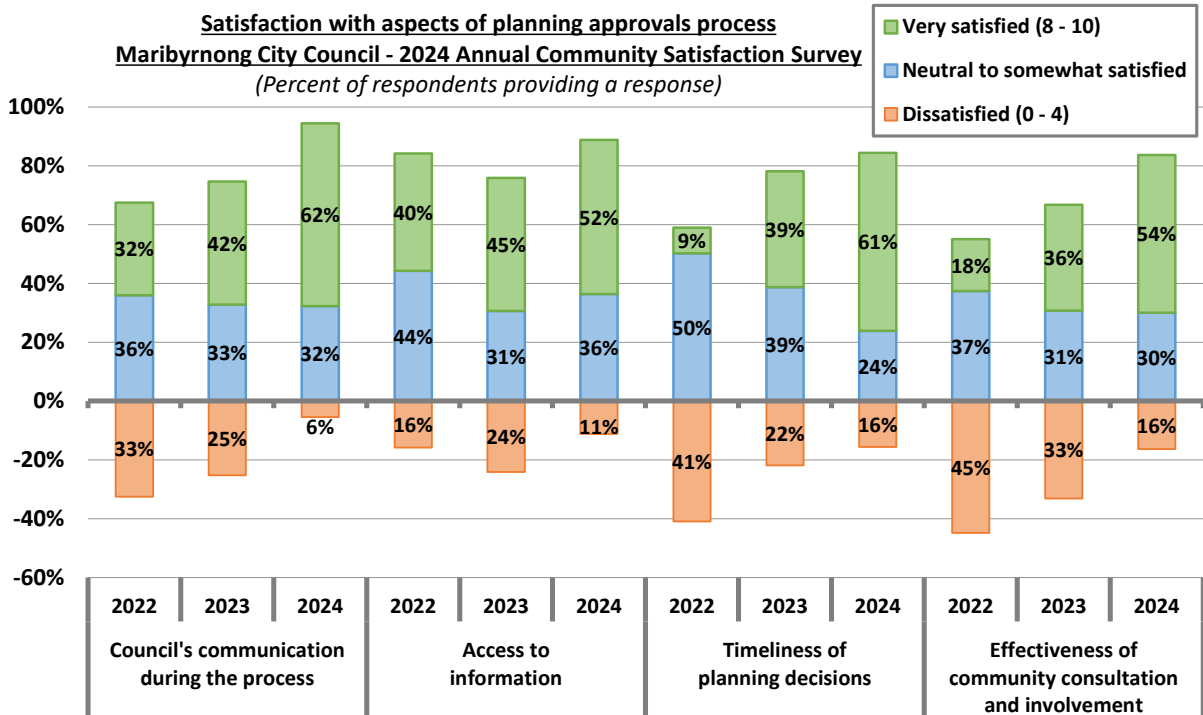
Cognisant of the very small sample size, it is noted that satisfaction with all three aspects of the planning approvals process increased somewhat this year, although none of these increases were statistically significant.



**Satisfaction with aspects of planning approvals process**  
**Maribyrnong City Council - 2024 Annual Community Satisfaction Survey**  
*scale from 0 (very dissatisfied) to 10 (very satisfied)*



It is noted that in 2024, more than half of the respondents who had engaged in the planning approvals process were “very satisfied” with the three aspects of the process. The proportion of respondents who were “dissatisfied” has declined significantly in recent years, particularly in relation to timeliness (16% down from 41% dissatisfied) and the effectiveness of community consultation and engagement (16% down from 45%).





## Planning for population growth by all levels of government

Respondents were read the following preamble:

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

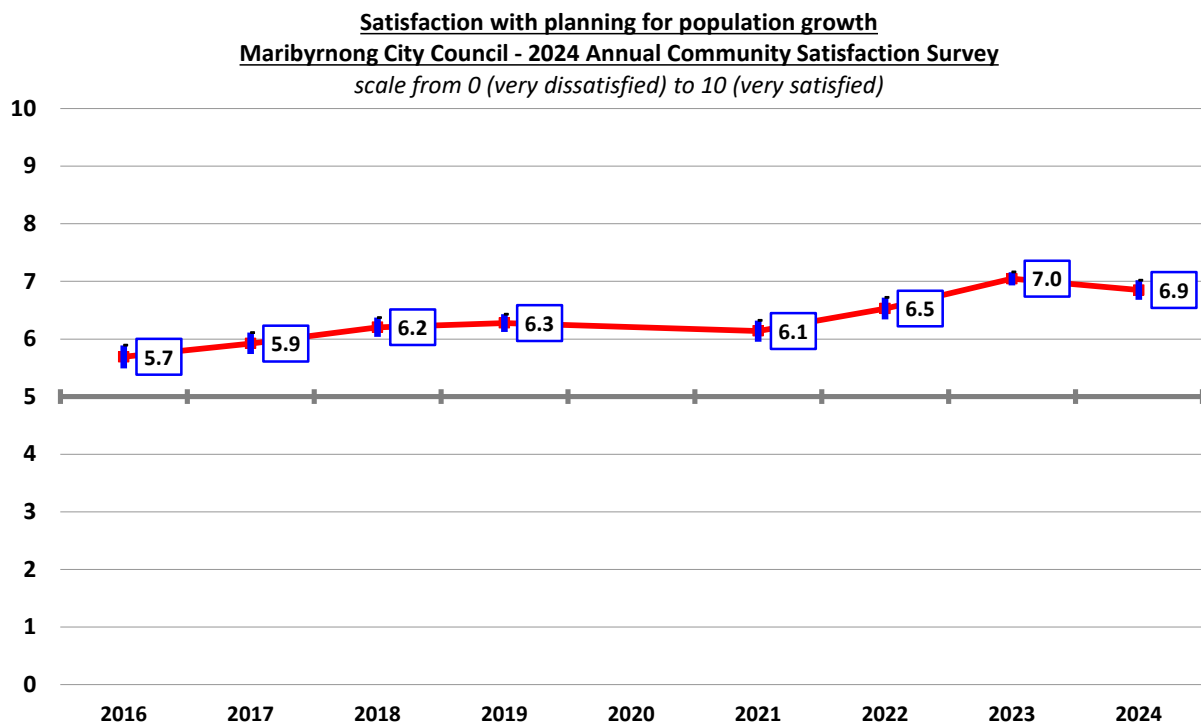
Respondents were then asked:

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

Satisfaction with planning for population growth by all levels of government remained essentially stable this year, down just one percent to 6.9 out of 10, although it remains at a “good” level of satisfaction.

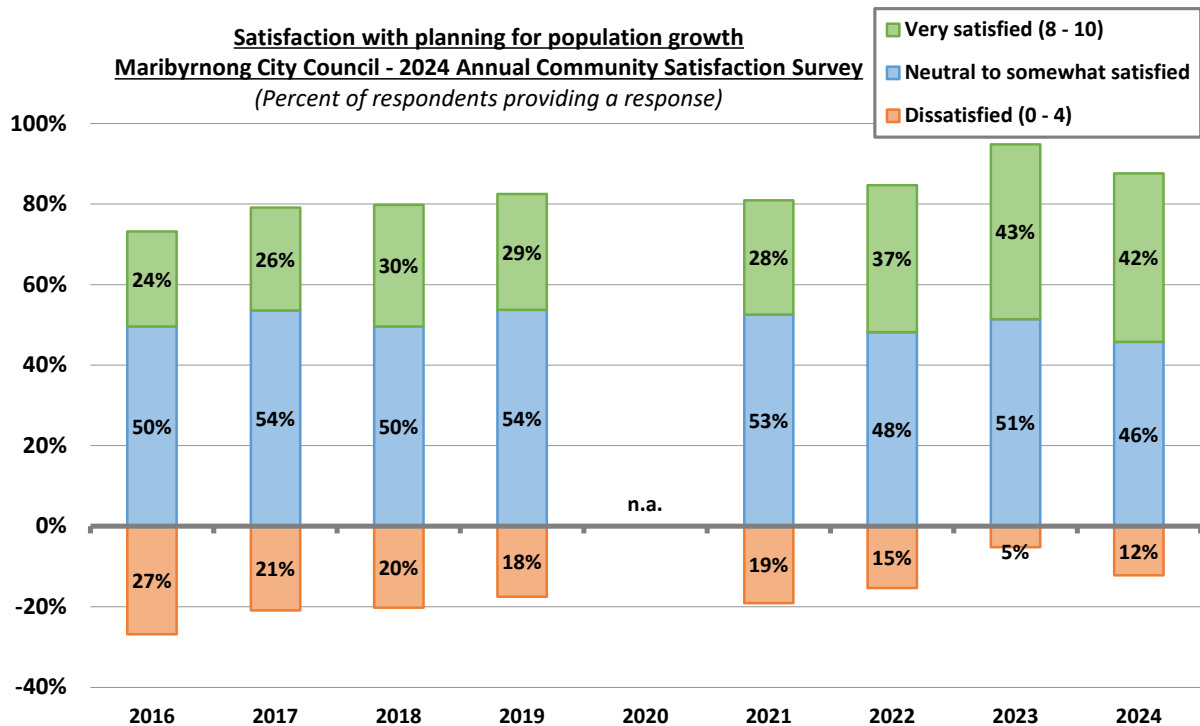
This was the second highest satisfaction score recorded for this aspect since it was first included in the survey program back in 2016 and was measurably above the long-term average of 6.3.

By way of comparison, this result was marginally (1%) lower than the metropolitan Melbourne average satisfaction of 7.0 (up from 6.8), as recorded in the 2024 *Governing Melbourne* research conducted independently by Metropolis Research in January 2024 using the same methodology.



It is noted that the proportion of respondents “dissatisfied” with planning for population growth increased this year, up from the unusually low five percent recorded last year to a more typical 12% this year.

The long-term average proportion of respondents “dissatisfied” with planning for population growth since 2016 for the City of Maribyrnong was 17%, which was identical to the metropolitan Melbourne long-term average “dissatisfied” result of 17%.

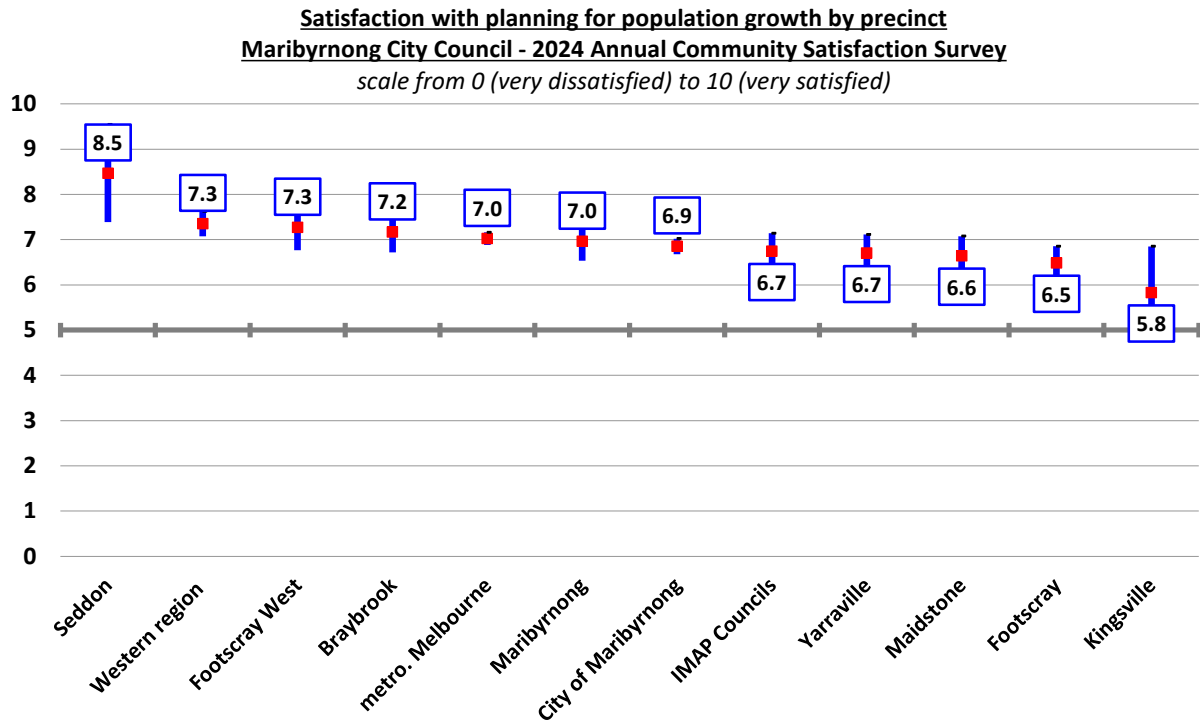


There was measurable and notable variation in satisfaction with planning for population growth observed across the municipality.

Respondents from Seddon were measurably (16%) more satisfied than average, and at an “excellent” level of satisfaction, and respondents from Footscray West (4%) and Braybrook (3%) were notably more satisfied.

By contrast, respondents from Kingsville (11%) and Footscray (4%) were notably less satisfied than average, with Kingsville respondents reporting a “poor” rather than a “good” level of satisfaction.





### 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?”*

A total of 92 responses were received from respondents as to the reasons why they were not satisfied with planning for population growth by all levels of government.

Consistent with the results from previous years, the most common concerns related to concerns about the impact of new developments on transport infrastructure in the area, as well as increased pressure on infrastructure, facilities, and amenities.

There were also some concerns raised about the nature of new development including perceived overdevelopment, as well as concerns around perceived overpopulation in the local area.



## 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 39 Council provided services and facilities.

Respondents were then asked to rate their personal level of satisfaction with 17 core Council services and facilities, and their personal level of satisfaction with any of the other 22 services and facilities that they or members of their household had used in the last 12 months.

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

The average importance of the 39 included Council provided services and facilities was 8.9 out of 10, up a little on the average of 8.7 recorded in 2023.

This result was marginally (2%) higher than the 2024 metropolitan Melbourne average importance with the 33 services and facilities (of 8.7) included in the *Governing Melbourne* research conducted independently by Metropolis Research in January 2024, using the same door-to-door methodology.

As outlined at the right-hand side of the following table, there were nine services and facilities that were, on average, measurably more important to respondents than the average of all 39 services and facilities.

These included the weekly garbage collection, fortnightly recycling, fortnightly green waste collection, annual hard rubbish collection, services for older people, services and facilities for children, services for people with disability, the provision and maintenance of street lighting, and the provision and maintenance of parks and gardens.

It is noted that these services included all four kerbside collection services, three of the four community services, and a range of infrastructure related services.

Unusually, the local library services were not of measurably higher than average importance this year.

Conversely, there were seven services and facilities that were, on average, measurably less important than the average of all 39 services and facilities. These included Council’s use of social media, the *Maribyrnong Messenger*, Council’s online consultation tool, additional paid hard rubbish collections, parking enforcement, Council’s customer request management system, and the provision of public art.



It is noted that these services included all the communication, consultation, and arts and cultural services and facilities of Council, as well as parking enforcement.

These are almost always rated as less important than average by respondents, both in the City of Maribyrnong, as well as more broadly across metropolitan Melbourne.

### Change in importance between 2023 and 2024

Of the 39 included services and facilities, the average importance of 37 increased at least marginally in 2024 and the average importance of just one declined, with attention drawn to the following:

- **Notably more important in 2023 than 2022** – included Council activities promoting local economic development (up 5%), local traffic management (up 5%), Council’s website (up 5%), Council meeting its responsibilities towards the environment (up 5%), management of illegally dumped rubbish (up 4%), litter collection in public areas (up 4%), the provision and maintenance of street lighting (up 4%), and animal management (up 4%).
- **Somewhat less important in 2021** – included the additional, paid hard rubbish collection (down 1%).

### Comparison against the metropolitan Melbourne average importance

When compared to the metropolitan Melbourne average importance of services and facilities, of the 34 services and facilities included in both surveys in a comparable way, all 34 were at least marginally more important in the City of Maribyrnong as follows:

- **Notably more important in the City of Maribyrnong than metropolitan Melbourne** – included the fortnightly green waste collection (4% more important in Maribyrnong), Council meeting its responsibilities towards the environment (4%), public toilets (4%), annual hard rubbish collection (4%), Council activities promoting local economic development (4%), the provision and maintenance of street trees (4%), and services for older people (4%).
- **Somewhat less important in the City of Maribyrnong than metropolitan Melbourne** – there were no services and facilities that were less important in the City of Maribyrnong.

These results do suggest that the relative importance of most of the included services and facilities was similar this year, to the metropolitan Melbourne average.



**Importance of selected Council services and facilities**  
**Maribyrnong City Council - 2024 Annual Community Satisfaction Survey**  
 (Number and index score scale 0 - 10)

	Service/facility	Number	Lower	2024 Mean	Upper	2023	2022	2021	2024 Metro.*
Higher than average	Weekly garbage collection	797	9.4	<b>9.5</b>	9.5	9.2	9.2	9.3	9.1
	Fortnightly recycling	792	9.4	<b>9.4</b>	9.5	9.1	9.4	9.3	9.1
	Fortnightly green waste collection	788	9.2	<b>9.3</b>	9.4	9.1	9.2	9.1	8.9
	Annual hard rubbish collection	785	9.2	<b>9.3</b>	9.4	9.0	9.0	9.1	8.9
	Services for older people	722	9.1	<b>9.2</b>	9.3	9.0	9.0	9.1	8.9
	Services for children	731	9.1	<b>9.2</b>	9.3	8.9	9.0	9.1	8.9
	Services for people with disability	714	9.1	<b>9.2</b>	9.3	9.1	9.1	9.2	8.9
	Provision and maintenance of street lighting	793	9.1	<b>9.2</b>	9.2	8.8	8.8	9.1	8.8
	Provision and maint. of parks and gardens	779	9.1	<b>9.1</b>	9.2	8.9	8.7	9.1	8.9
Average importance	Maintenance and repair of sealed local roads	765	9.0	<b>9.1</b>	9.2	8.9	8.7	9.1	9.0
	Services for young people	692	9.0	<b>9.1</b>	9.2	9.0	8.8	9.0	8.8
	Litter collection in public areas	786	9.0	<b>9.1</b>	9.2	8.7	8.7	9.0	8.8
	Library services (including local and online)	765	9.0	<b>9.1</b>	9.2	8.8	8.9	9.0	8.8
	Footpath maintenance and repairs	795	9.0	<b>9.1</b>	9.2	8.8	8.7	9.0	8.8
	Public toilets	767	9.0	<b>9.1</b>	9.2	8.8	8.9	9.0	8.7
	Local traffic management	783	8.9	<b>9.0</b>	9.1	8.5	8.6	9.0	8.8
	Sports facilities	764	9.0	<b>9.0</b>	9.1	8.7	8.7	9.0	8.7
	Illegally dumped rubbish	771	8.9	<b>9.0</b>	9.1	8.6	8.7	9.0	8.7
	Provision and maintenance of street trees	791	8.9	<b>9.0</b>	9.1	8.7	8.5	8.9	8.7
	On and off-road walking paths	751	8.9	<b>9.0</b>	9.1	8.7	8.8	9.2	n.a.
	Maintenance and cleaning of Footscray CBD	762	8.9	<b>9.0</b>	9.1	8.6	8.7	9.1	8.8
	Provision and maintenance of playgrounds	726	8.9	<b>8.9</b>	9.0	8.8	8.8	9.1	8.7
	Maintenance and cleaning of shopping strips	764	8.8	<b>8.9</b>	9.0	8.6	8.5	9.0	8.6
	Council responsibilities towards environment	752	8.8	<b>8.9</b>	9.0	8.5	8.8	9.1	8.5
	Council's website	775	8.8	<b>8.9</b>	9.0	8.4	8.5	8.7	8.6
	Street sweeping	792	8.8	<b>8.9</b>	9.0	8.6	8.2	8.7	8.6
	Maribyrnong Aquatic Centre	750	8.8	<b>8.9</b>	9.0	8.6	8.6	8.9	8.6
	On and off-road bike paths	750	8.7	<b>8.8</b>	8.9	8.6	8.5	9.0	8.6
	Promoting local economic development	689	8.7	<b>8.8</b>	8.9	8.3	8.2	8.9	8.4
	Community Centres / Neighbourhood Houses	743	8.7	<b>8.8</b>	8.8	8.6	8.6	9.0	8.5
	Animal management	718	8.6	<b>8.8</b>	8.9	8.4	8.2	8.8	8.7
	Council's festivals and events	740	8.6	<b>8.7</b>	8.8	8.4	8.3	8.8	8.4
Lower than average	Provision of public art	680	8.5	<b>8.6</b>	8.7	8.4	7.9	8.7	8.3
	Customer Request Management System	721	8.5	<b>8.6</b>	8.7	8.3	8.1	8.6	n.a.
	Parking enforcement	773	8.4	<b>8.6</b>	8.7	8.3	7.4	8.3	8.5
	Additional, paid hard waste collection	731	8.4	<b>8.5</b>	8.7	8.6	8.2	8.7	n.a.
	Council's online consultation tool	682	8.2	<b>8.3</b>	8.5	8.2	7.7	8.4	n.a.
	Maribyrnong Messenger (Council's newsletter)	716	8.1	<b>8.3</b>	8.4	8.0	7.3	8.2	8.1
	Council's use of Social Media	702	8.1	<b>8.2</b>	8.3	8.1	7.3	8.1	n.a.
	<i>Average importance</i>		8.8	<b>8.9</b>	9.0	8.7	8.5	8.9	8.7

(\* ) 2024 metropolitan Melbourne average from Governing Melbourne

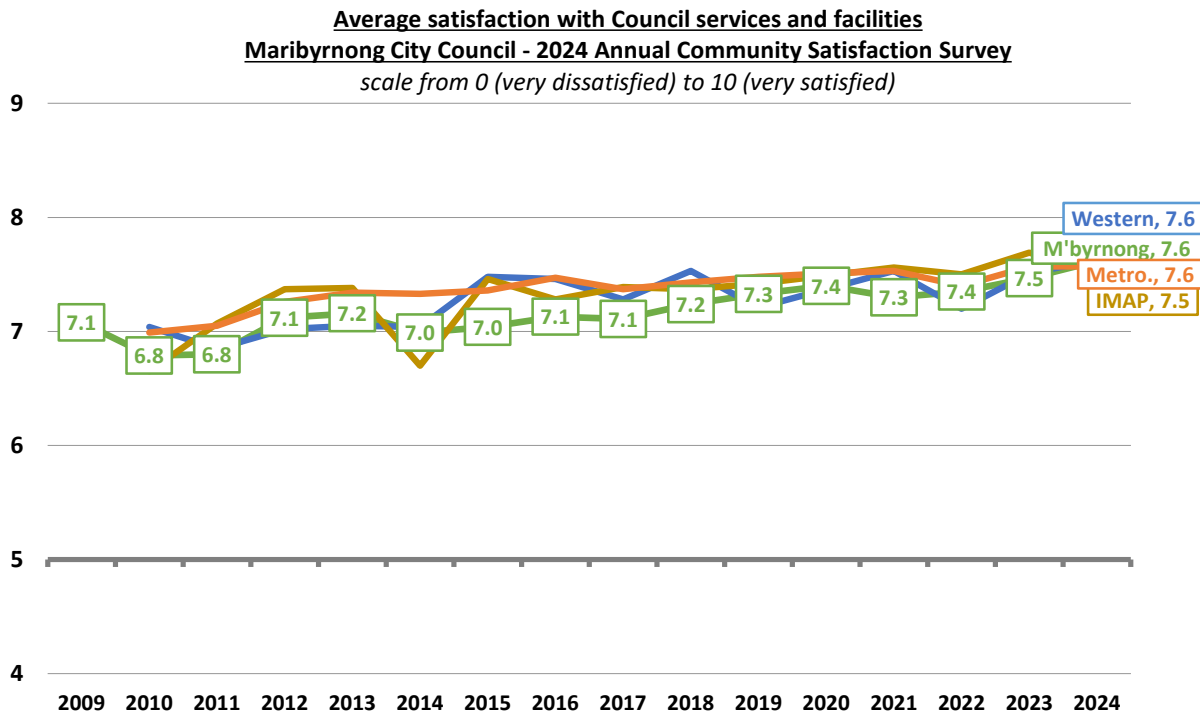




## Satisfaction with Council services and facilities

The average satisfaction with the 39 included Council provided services and facilities increased marginally, but not measurably again this year, up one percent to 7.6 out of 10, which remains a “very good” level of satisfaction.

This was the highest average satisfaction with services and facilities recorded for the City of Maribyrnong.



This was the third consecutive marginal increase in average satisfaction with services and facilities recorded for the City of Maribyrnong, up from 7.3 in 2021 to 7.6 this year.

Recognising that the exact list of services and facilities included in the survey has changed marginally over time, it is noted that the basic list of services has remained essentially stable.

Over the course of the last 15 years, the long-term average satisfaction with the services and facilities included in the survey was 7.2 or a “good” level of satisfaction. This 2024 result was somewhat (2%) higher than this long-term average.

This average satisfaction of 7.6 was identical to the metropolitan Melbourne average satisfaction with the 33 services and facilities included in the 2024 *Governing Melbourne*, of 7.6 out of 10, or “very good”.

As outlined at the right-hand side of the table, there were six services and facilities that received a satisfaction score measurably higher than the average of all 39 (7.5). This includes fortnightly recycling, fortnightly green waste collection, weekly garbage collection, library services, annual hard rubbish collection, and Council festivals and events. These services have consistently been recorded at mostly higher-than-average satisfaction scores.



Conversely, there were seven services and facilities that received a satisfaction score measurably lower than the average of all 39 services and facilities.

These include public toilets, the maintenance and repair of sealed local roads, the maintenance and cleaning of the Footscray CBD, footpath maintenance and repairs, parking enforcement, the management of illegally dumped rubbish, and local traffic management.

**Satisfaction with selected Council services and facilities**  
**Maribyrnong City Council - 2024 Annual Community Satisfaction Survey**  
 (Number and index score scale 0 - 10)

	Service/facility	Number	Lower	2024 Mean	Upper	2023	2022	2021	2024 Metro.*
Higher than average	Fortnightly recycling	713	8.5	<b>8.7</b>	8.8	8.4	8.5	8.2	8.2
	Fortnightly green waste collection	675	8.5	<b>8.6</b>	8.7	8.3	8.3	8.0	8.1
	Weekly garbage collection	790	8.5	<b>8.6</b>	8.7	8.4	8.4	8.3	8.2
	Library services (including local and online)	387	8.5	<b>8.6</b>	8.7	8.3	8.6	8.2	8.2
	Annual hard rubbish collection	449	8.2	<b>8.4</b>	8.6	7.9	8.2	7.6	8.0
	Council's festivals and events	300	7.9	<b>8.0</b>	8.2	7.7	7.7	7.5	7.9
Average satisfaction	Additional, paid hard waste collection	129	7.6	<b>8.0</b>	8.4	7.9	7.8	7.4	n.a.
	Maribyrnong Aquatic Centre	285	7.8	<b>7.9</b>	8.1	7.9	7.9	7.5	7.7
	Provision and maintenance of playgrounds	296	7.7	<b>7.9</b>	8.1	7.7	7.9	7.8	7.8
	Provision and maint. of parks and gardens	743	7.8	<b>7.9</b>	8.0	7.9	7.6	7.8	7.9
	Services for children	124	7.6	<b>7.9</b>	8.2	7.8	7.9	7.5	7.6
	Provision of public art	175	7.6	<b>7.8</b>	8.1	7.3	7.4	7.4	7.5
	Sports facilities	349	7.6	<b>7.8</b>	8.0	7.6	7.8	7.6	7.9
	Services for older people	74	7.4	<b>7.8</b>	8.2	7.8	7.3	7.2	7.7
	Community Centres / Neighbourhood Houses	208	7.6	<b>7.8</b>	8.0	7.4	7.9	7.4	7.8
	Services for young people	85	7.5	<b>7.8</b>	8.0	7.7	7.5	7.3	7.5
	Animal management	669	7.6	<b>7.7</b>	7.9	7.5	7.2	7.9	7.7
	Services for people with disability	63	7.3	<b>7.7</b>	8.1	7.2	6.8	7.0	7.4
	On and off-road walking paths	461	7.5	<b>7.7</b>	7.8	7.4	7.5	7.5	n.a.
	Provision and maintenance of street lighting	784	7.4	<b>7.5</b>	7.7	7.4	7.7	7.8	7.5
	Maribyrnong Messenger (Council's newsletter)	606	7.4	<b>7.5</b>	7.7	7.2	6.7	7.2	7.5
	Council responsibilities towards environment	659	7.4	<b>7.5</b>	7.6	7.3	6.9	7.2	7.6
	Maintenance and cleaning of shopping strips	736	7.3	<b>7.4</b>	7.6	7.4	7.2	7.3	7.5
	Customer Request Management System	183	7.2	<b>7.4</b>	7.7	7.2	6.8	6.8	n.a.
	Council's website	461	7.2	<b>7.4</b>	7.6	7.2	7.1	7.0	7.6
	Litter collection in public areas	754	7.2	<b>7.4</b>	7.5	7.4	7.1	7.0	7.5
	On and off-road bike paths	324	7.2	<b>7.4</b>	7.6	7.3	7.2	7.1	7.4
	Council's online consultation tool	100	7.0	<b>7.4</b>	7.8	7.2	7.0	7.0	n.a.
	Council's use of Social Media	162	7.1	<b>7.4</b>	7.6	7.1	7.2	6.6	n.a.
	Promoting local economic development	594	7.2	<b>7.3</b>	7.5	7.2	6.9	7.3	7.4
	Provision and maintenance of street trees	781	7.1	<b>7.3</b>	7.4	7.4	7.2	7.2	7.4
Street sweeping	766	7.1	<b>7.2</b>	7.4	7.2	7.1	7.0	7.6	
Lower than average	Local traffic management	759	6.9	<b>7.1</b>	7.2	7.1	6.8	6.9	7.2
	Illegally dumped rubbish	728	6.9	<b>7.1</b>	7.2	7.3	6.9	6.9	7.5
	Parking enforcement	721	6.9	<b>7.0</b>	7.2	7.0	6.5	6.5	7.2
	Footpath maintenance and repairs	795	6.7	<b>6.9</b>	7.1	6.9	6.7	6.6	7.3
	Maintenance and cleaning of Footscray CBD	706	6.6	<b>6.8</b>	7.0	6.8	6.6	6.8	7.4
	Maintenance and repair of sealed local roads	755	6.6	<b>6.8</b>	6.9	6.7	6.6	6.5	7.0
	Public toilets	336	6.3	<b>6.6</b>	6.9	6.7	6.6	6.6	6.9
	<i>Average satisfaction</i>		7.4	<b>7.6</b>	7.8	7.5	7.4	7.3	7.6

(\*) 2024 metropolitan Melbourne average from Governing Melbourne



## Categorisation of satisfaction with services and facilities

Satisfaction with the 39 services and facilities can best be summarised as follows:

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

It is noted that none of the 39 included services and facilities recorded satisfaction scores categorised as “solid”, “poor”, “very poor”, or “extremely poor”.

## Comparison to metropolitan Melbourne average

Of the 33 services and facilities included in both *Governing Melbourne* and the City of Maribyrnong survey, satisfaction with 13 was at least marginally higher in the City of Maribyrnong, satisfaction with six was identical, and satisfaction with 15 was at least marginally lower in the City of Maribyrnong.

Attention is drawn to the following variations of note:

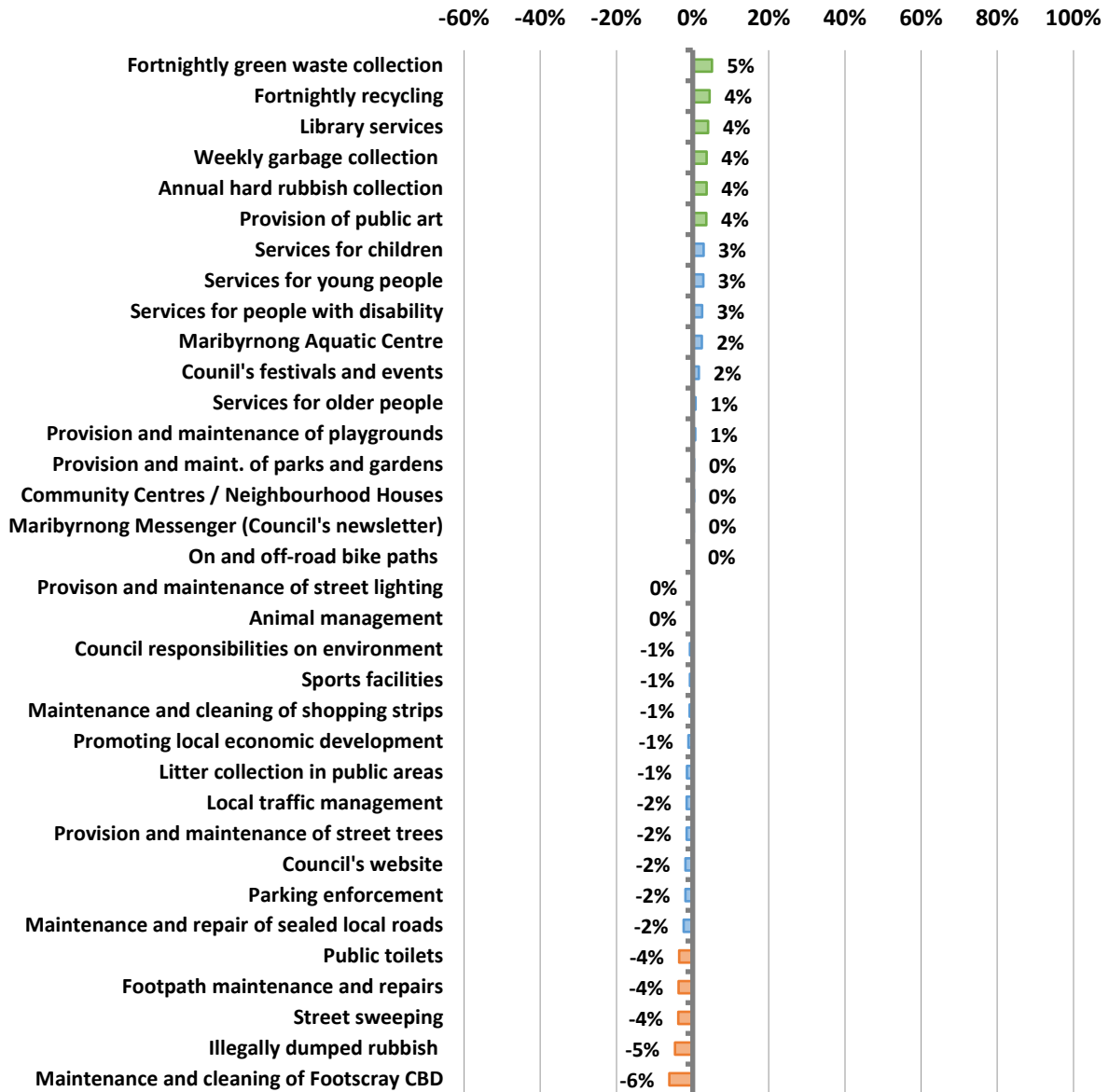
- **Notably higher satisfaction in the City of Maribyrnong than metro. average** – included the fortnightly green waste collection (5% higher in Maribyrnong), fortnightly recycling (4%), library services (4%), weekly garbage collection (4%), annual hard rubbish collection (4%), and the provision of public art (4%).
- **Notably lower satisfaction in the City of Maribyrnong than metro. average** – included the maintenance and cleaning of Footscray CBD compared to the maintenance and cleaning of strip shopping areas (6% lower in Maribyrnong), the management of illegally dumped rubbish (5%), street sweeping (4%), footpath maintenance and repairs (4%), and public toilets (4%).

Metropolis Research notes that despite the eight percent increase in satisfaction with the maintenance and cleaning of Footscray CBD over the last decade, there remain some community concerns around the maintenance and cleaning of this location, as well as concerns around the perception of safety (discussed in the [perception of safety](#) section).



**Percentage difference between Maribyrnong and metropolitan Melbourne average  
Maribyrnong City Council - 2024 Annual Community Satisfaction Survey**

(Percentage increase / decrease)



**Change in satisfaction from 2023 to 2024**

Consistent with the two percent increase this year in the average satisfaction with services and facilities, the average satisfaction with 24 of the 39 included Council provided services and facilities increased at least marginally in 2024, satisfaction with 11 remained essentially the same, and satisfaction with just four services and facilities declined.

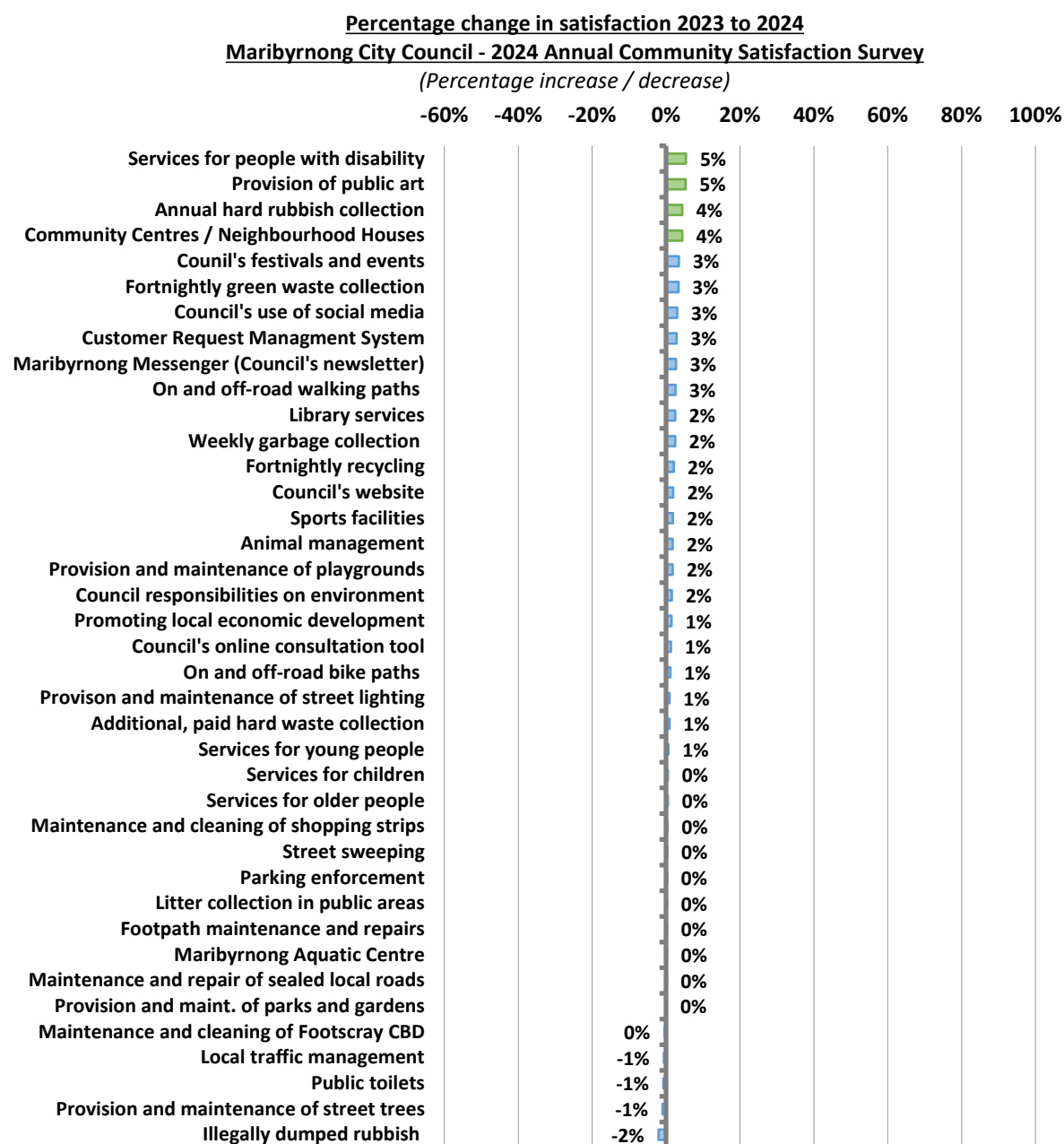
This result, with more increased than decreased satisfaction with services and facilities, was consistent with that recorded in each of the last two years, reflecting broad marginal improvements in satisfaction across Council operations over time.



Most of these variations were not statistically significant, although attention is drawn to the following notable variations:

- **Notably increased satisfaction in 2024** – included services for people with disability (up 5% from 63 respondents), the provision of public art (up 5%), the annual hard rubbish collection (up 4%), and Community Centres / Neighbourhood Houses (up 4%).
- **Marginally decreased satisfaction in 2024** – included the management of illegally dumped rubbish (down 2%).

Metropolis Research notes that these results reflect a broad-based notable improvement in community satisfaction with Council provision of services and facilities.

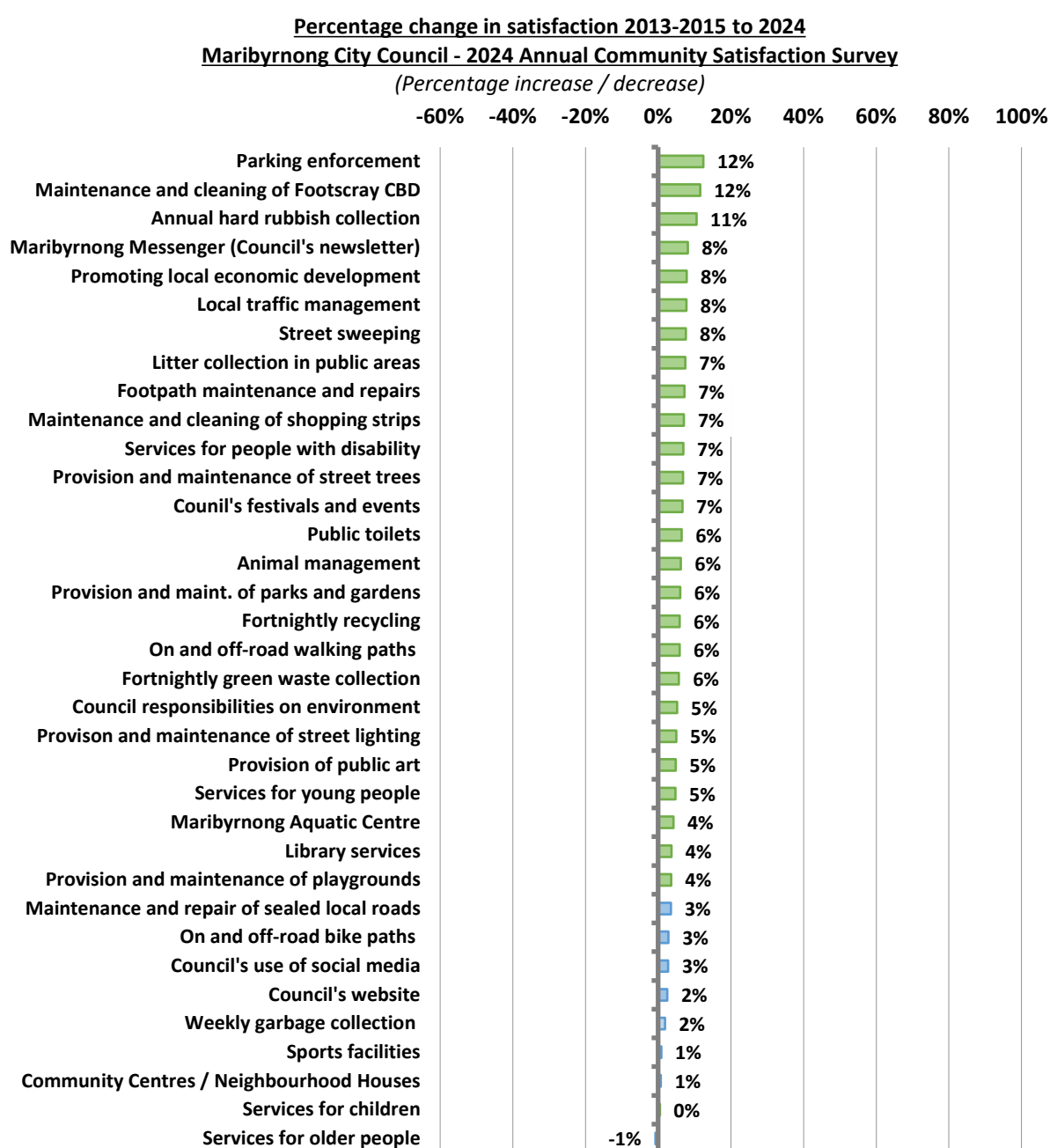


## Change in satisfaction over the last 10 years

The following graph provides a comparison of satisfaction with the 35 services and facilities that have been included in the survey for at least 11 years.

The graph provides the difference in average satisfaction between an average of satisfaction from 2013 to 2015 and the average satisfaction in 2024. The aim of this graph was to provide some guidance as to change over time in satisfaction with services and facilities.

It is noted that satisfaction with 33 of the 35 services and facilities had increased over the last decade, with parking enforcement (up 12%), maintenance and cleaning of Footscray CBD (up 12%), and the annual hard rubbish collection (up 11%) the most significant improvements.



## Breakdown of percentage satisfaction scores

The following table provides a breakdown of satisfaction into the proportion of respondents who were “very satisfied” (i.e., rated satisfaction at eight or more), those who were “neutral to somewhat satisfied” (i.e., rated satisfaction between five and seven), and those who were “dissatisfied” (i.e., rated satisfaction at less than five).

Of the 39 included services and facilities, it is noted at least half of the respondents providing a score were “very satisfied” with 32 (up from 27) of the 39 service and facilities, including most prominently:

- Fortnightly green waste collection (85% of 675 respondents)
- Fortnightly recycling (85% of 713 respondents)
- Library (82% of 388 respondents were “very satisfied”)
- Weekly garbage collection (81% of 790 respondents)
- Annual hard rubbish collection (78% of 449 respondents).
- Additional, paid hard rubbish collection (75% of 129 respondents)

There were eight (down from 12) services and facilities with which more than 10% of respondents providing a satisfaction score were “dissatisfied” with the service or facility, including most prominently:

- Public toilets (19% of 336 respondents)
- Footpath maintenance and repairs (14% of 795 respondents)
- Maintenance and repair of sealed local roads (13% of 755 respondents)
- Maintenance and cleaning of Footscray CBD (12% of 706 respondents)
- Parking enforcement (11% of 721 respondents).
- Local traffic management (10% of 759 respondents)
- Provision and maintenance of street trees (10% of 781 respondents).





**Satisfaction with selected Council services and facilities**  
**Maribyrnong City Council - 2024 Annual Community Satisfaction Survey**  
 (Number and percent of respondents providing a response)

Service/facility	Dissatisfied	Neutral to somewhat satisfied	Very satisfied	Can't say	Total
Fortnightly green waste collection	2%	13%	85%	11	<b>686</b>
Fortnightly recycling	2%	14%	85%	10	<b>723</b>
Library services (including local and online)	2%	16%	82%	8	<b>396</b>
Weekly garbage collection	1%	18%	81%	12	<b>802</b>
Annual hard rubbish collection	5%	17%	78%	7	<b>456</b>
Additional, paid hard waste collection	8%	17%	75%	8	<b>137</b>
Services for older people	4%	27%	69%	13	<b>87</b>
Council's festivals and events	1%	31%	68%	7	<b>306</b>
Maribyrnong Aquatic Centre	3%	30%	68%	9	<b>294</b>
Community Centres / Neighbourhood Houses	6%	29%	66%	9	<b>217</b>
Sports facilities	5%	30%	65%	10	<b>359</b>
Provision and maint. of parks and gardens	4%	31%	65%	59	<b>802</b>
Provision and maintenance of playgrounds	3%	32%	65%	6	<b>302</b>
Provision of public art	3%	34%	63%	5	<b>181</b>
Services for people with disability	3%	36%	61%	5	<b>67</b>
Animal management	4%	36%	60%	133	<b>802</b>
Services for children	4%	36%	60%	5	<b>129</b>
Services for young people	1%	40%	59%	6	<b>91</b>
On and off-road walking paths	4%	38%	58%	4	<b>465</b>
Provision and maintenance of street lighting	6%	36%	58%	18	<b>802</b>
Customer Request Management System	6%	38%	57%	7	<b>190</b>
Council responsibilities on environment	4%	41%	55%	143	<b>802</b>
Street sweeping	11%	35%	54%	36	<b>802</b>
On and off-road bike paths	6%	40%	54%	4	<b>327</b>
Provision and maintenance of street trees	10%	36%	54%	21	<b>802</b>
Maribyrnong Messenger (Council's newsletter)	4%	42%	53%	196	<b>802</b>
Council's use of Social Media	4%	43%	53%	5	<b>166</b>
Maintenance and cleaning of shopping strips	4%	44%	53%	66	<b>802</b>
Litter collection in public areas	7%	41%	52%	48	<b>802</b>
Council's online consultation tool	6%	42%	52%	6	<b>106</b>
Council's website	6%	43%	52%	8	<b>470</b>
Parking enforcement	11%	38%	51%	81	<b>802</b>
Promoting local economic development	5%	46%	49%	208	<b>802</b>
Local traffic management	10%	42%	48%	43	<b>802</b>
Illegally dumped rubbish	9%	45%	46%	74	<b>802</b>
Footpath maintenance and repairs	14%	41%	46%	7	<b>802</b>
Maintenance and repair of sealed local roads	13%	43%	44%	47	<b>802</b>
Maintenance and cleaning of Footscray CBD	12%	48%	41%	96	<b>802</b>
Public toilets	19%	42%	39%	1	<b>337</b>



## **Satisfaction with services and facilities by respondent profile**

The following table provides a comparison of the average satisfaction with each of the 39 included Council services and facilities by respondent profile, including age structure, gender, and language spoken at home.

There was substantial variation in the average satisfaction with individual services and facilities observed, which is discussed in more detail in the individual services section following in this report.

In general terms, however, it was noted that young adults (aged 18 to 34 years) and senior citizens (aged 75 years and over) tended to be somewhat more satisfied with many services and facilities, whilst middle-aged adults (aged 45 to 59 years) tended to be less satisfied.

There was only marginal variation in the average satisfaction with services and facilities observed by gender and by language spoken at home, although this summary result masks substantial variation observed for some individual services and facilities.



**Average satisfaction with selected Council services and facilities**  
**Maribyrnong City Council - 2024 Annual Community Satisfaction Survey**  
*(Number and index score scale 0 - 10)*

<i>Service/facility</i>	<i>Young adults</i>	<i>Adults</i>	<i>Middle-aged adults</i>	<i>Older adults</i>	<i>Senior citizens</i>	<i>Male</i>	<i>Female</i>	<i>English speaking</i>	<i>Multi-lingual</i>
Maintenance and repair of sealed local roads	7.2	6.8	6.0	6.3	6.7	6.9	6.6	6.6	7.0
Footpath maintenance and repairs	7.5	7.0	6.2	6.6	5.5	7.0	6.8	6.7	7.2
Street sweeping	7.6	7.4	6.6	6.7	6.8	7.2	7.3	7.1	7.4
Weekly garbage collection	8.7	8.6	8.4	8.6	8.6	8.6	8.6	8.6	8.7
Provision and maint. of parks and gardens	8.1	7.9	7.5	7.8	8.0	7.9	7.9	7.9	8.0
Provision and maintenance of street trees	7.7	7.4	6.9	6.5	7.4	7.3	7.2	7.2	7.4
Provision and maintenance of street lighting	7.6	7.4	7.2	7.5	8.0	7.6	7.4	7.6	7.5
Litter collection in public areas	7.6	7.4	7.0	7.0	7.8	7.5	7.4	7.3	7.5
Maintenance and cleaning of shopping strips	7.7	7.4	7.3	7.1	7.2	7.5	7.4	7.4	7.6
Maintenance and cleaning of Footscray CBD	7.0	6.6	6.4	6.5	7.3	7.0	6.6	6.7	7.0
Illegally dumped rubbish	7.3	7.0	6.5	6.8	7.2	7.1	7.0	7.0	7.2
Parking enforcement	7.1	6.9	6.9	6.7	7.8	7.1	7.0	6.9	7.3
Local traffic management	7.5	7.0	6.5	6.6	7.3	7.1	7.1	6.9	7.4
Animal management	7.9	7.6	7.5	7.4	8.0	7.7	7.7	7.7	7.9
Council responsibilities on environment	7.7	7.2	7.1	7.3	7.9	7.6	7.4	7.3	7.7
Maribyrnong Messenger ( <i>Council's newsletter</i> )	7.7	7.3	7.1	7.5	7.8	7.5	7.5	7.5	7.5
Promoting local economic development	7.5	7.1	7.1	7.3	7.3	7.4	7.3	7.3	7.3
Council's website	7.9	7.4	6.7	7.0	7.7	7.4	7.5	7.3	7.7
Customer Request Management System	7.8	7.3	6.9	7.1	7.7	7.5	7.4	7.4	7.5
Council's use of Social Media	7.4	7.9	6.8	7.4	7.5	7.4	7.4	7.2	7.7
Council's online consultation tool	7.6	7.0	7.0	7.8	9.0	7.4	7.4	7.5	7.2
Fortnightly recycling	8.7	8.8	8.2	8.6	9.1	8.7	8.6	8.6	8.7
Fortnightly green waste collection	8.7	8.5	8.3	8.6	8.9	8.7	8.6	8.6	8.6
Annual hard rubbish collection	8.5	8.4	7.7	8.3	9.0	8.4	8.3	8.4	8.4
Additional, paid hard waste collection	8.2	8.3	7.5	7.6	7.8	8.2	7.8	8.2	7.6
Library services ( <i>including local and online</i> )	8.6	8.5	8.6	8.4	9.1	8.5	8.7	8.6	8.5
Public toilets	6.6	6.2	6.5	6.8	7.8	6.8	6.4	6.7	6.4
Sports facilities	8.3	7.3	7.4	7.5	8.2	7.8	7.9	7.9	7.7
Community Centres / Neighbourhood Houses	8.0	7.7	7.9	7.6	7.3	7.8	7.8	7.8	7.8
Services for children	7.4	8.0	8.0	7.7	9.3	7.7	8.0	7.9	7.9
Services for young people	7.7	7.7	8.3	7.4	8.0	7.6	7.9	7.8	7.7
Services for older people	7.7	7.8	7.4	7.4	8.4	7.8	7.8	7.7	8.0
Services for people with disability	8.1	7.9	7.0	7.5	7.7	8.0	7.4	7.8	7.5
On and off-road bike paths	7.6	7.0	6.9	7.6	7.1	7.4	7.3	7.4	7.4
On and off-road walking paths	7.9	7.6	7.2	7.9	7.4	7.7	7.7	7.7	7.7
Maribyrnong Aquatic Centre	8.1	7.5	8.0	8.1	8.2	8.0	7.9	7.7	8.2
Provision and maintenance of playgrounds	8.1	7.7	7.3	8.2	8.9	7.8	8.0	7.9	8.0
Provision of public art	8.1	7.5	7.7	7.7	8.3	7.9	7.8	7.8	7.9
Council's festivals and events	8.4	7.6	7.6	8.0	8.3	8.0	8.0	8.0	8.1
<i>Average satisfaction</i>	<i>7.8</i>	<i>7.5</i>	<i>7.3</i>	<i>7.4</i>	<i>7.9</i>	<i>7.7</i>	<i>7.6</i>	<i>7.6</i>	<i>7.7</i>
<b>Total respondents</b>	<b>327</b>	<b>163</b>	<b>113</b>	<b>131</b>	<b>63</b>	<b>393</b>	<b>396</b>	<b>502</b>	<b>294</b>



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

The following graph provides a cross-tabulation of the average importance of each of the 39 included Council services and facilities against the average satisfaction with each.

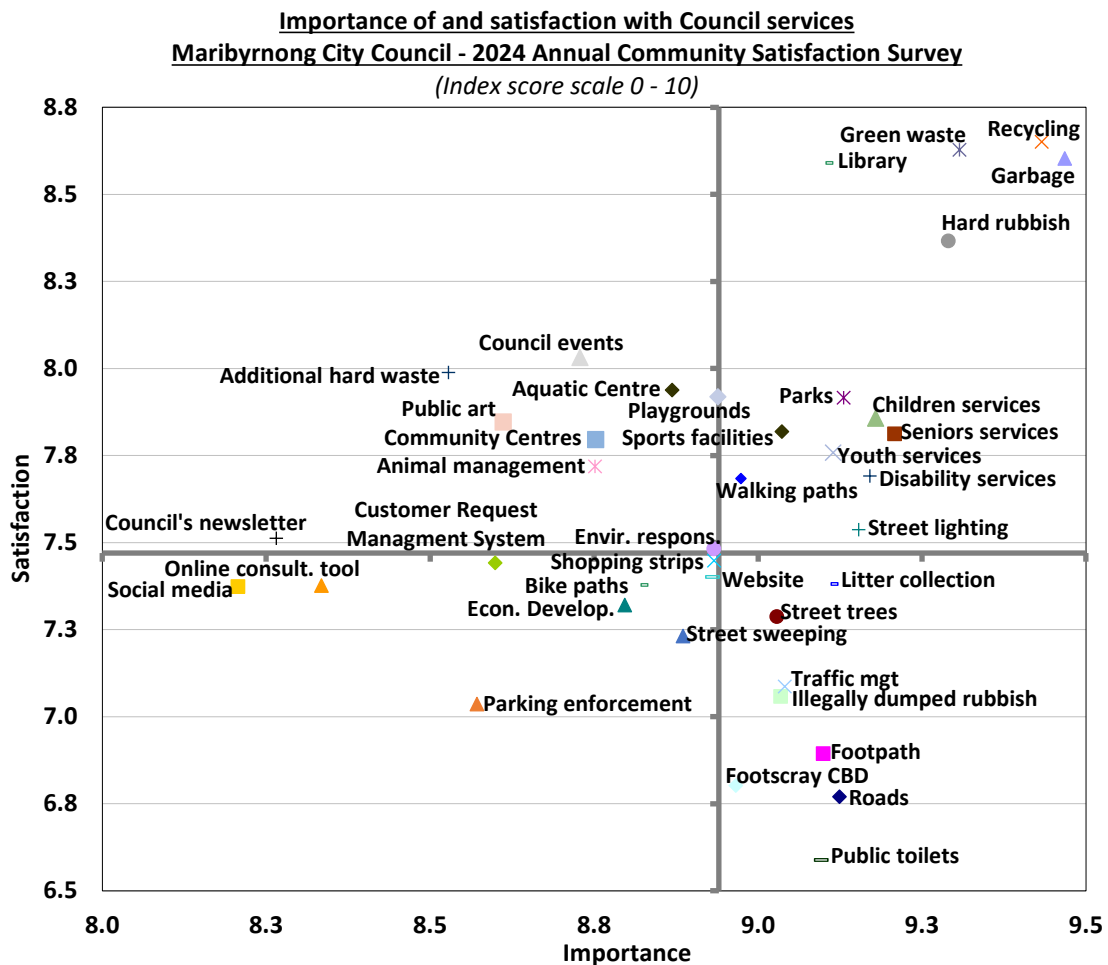
Services and facilities located in the top right-hand quadrant were therefore more important than average and have obtained higher than average satisfaction.

The services in the lower right-hand quadrant were those that were more important than average, but with which respondents were less satisfied than average. This quadrant represents the services and facilities of most concern.

Attention is drawn to the following key findings:

- ***Waste and recycling*** – the four kerbside collection services were all of higher-than-average importance and were four of the five rated services in terms of satisfaction.
- ***Library services*** – the library service remains of higher-than-average importance and ranked fourth in terms of satisfaction this year.
- ***Health and human services*** – all four services (for children, youth, older persons, and persons with disability) were all of higher than average importance. In 2024, satisfaction with all four services was higher-than-average satisfaction, recovering the ground lost during the pandemic.
- ***Communication services*** – consistent with the results recorded in previous years, all four of the communication services and facilities were of lower-than-average importance, and all received approximately average satisfaction scores.
- ***Sports and recreation facilities*** – the aquatic centre and sports facilities were both of approximately average importance and received higher-than average satisfaction scores.
- ***Playgrounds and parks and gardens*** - were both of higher-than-average importance and received higher-than-average satisfaction scores.
- ***Services and facilities of concern*** – the services of most concern remain public toilets, maintenance and repair of sealed local roads, footpath maintenance and repairs, the maintenance and repair of Footscray CBD, and to a lesser extent parking enforcement, the management of illegally dumped rubbish, and local traffic management. With the exception of parking enforcement, all of these were of higher-than-average importance but received notably lower than average satisfaction scores.





### Satisfaction by broad service areas

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

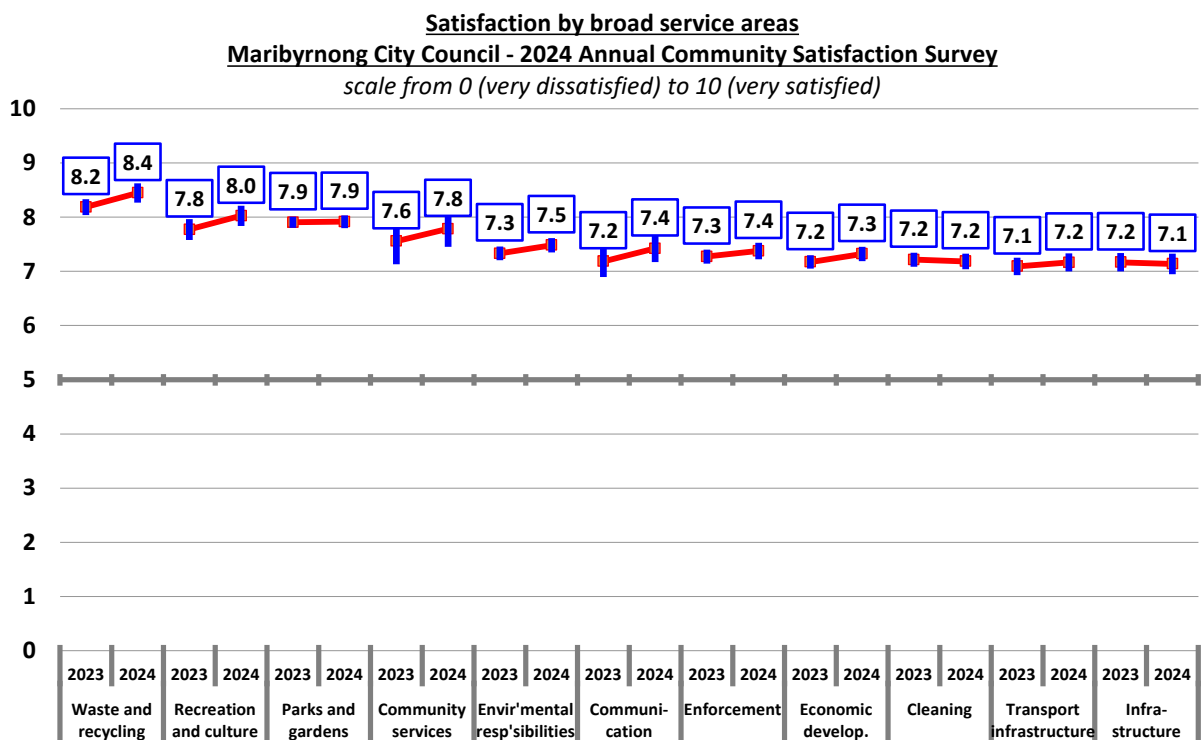
- **Infrastructure** – includes provision and maintenance of street trees, provision and maintenance of street lighting, and public toilets.
- **Waste and recycling services** – includes weekly garbage collection, fortnightly recycling, fortnightly green waste collection, annual hard rubbish collection and additional, paid hard waste collection.
- **Recreation and culture services** – includes library services, sports facilities, Maribyrnong Aquatic Centre, provision and maintenance of playgrounds, provision of public art, and Council’s festivals and events.
- **Community services** – includes Community Centres / Neighbourhood Houses, services for children, services for young people, services for older people, and services for people with disability.
- **Enforcement** – includes parking enforcement, and animal management.

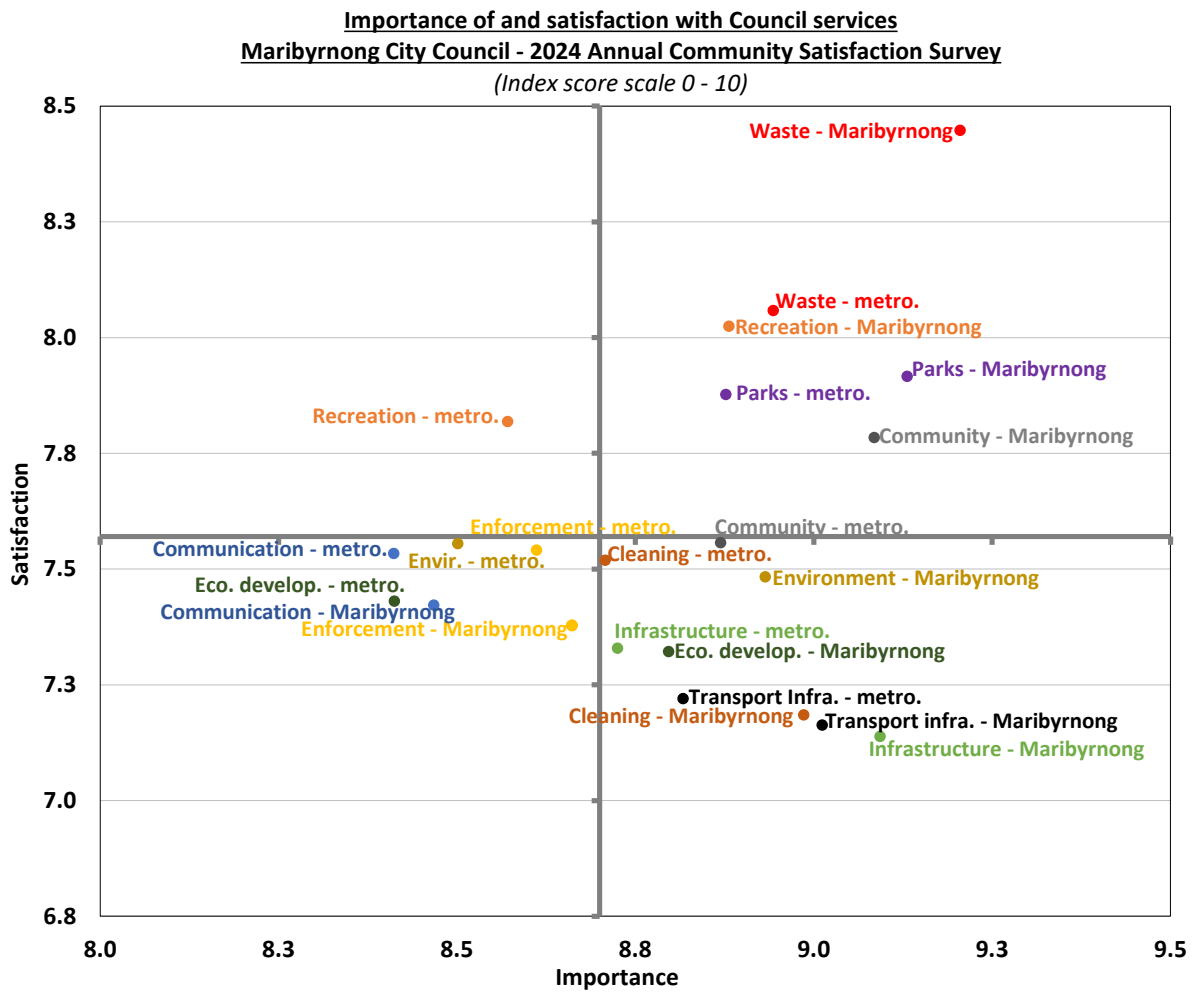
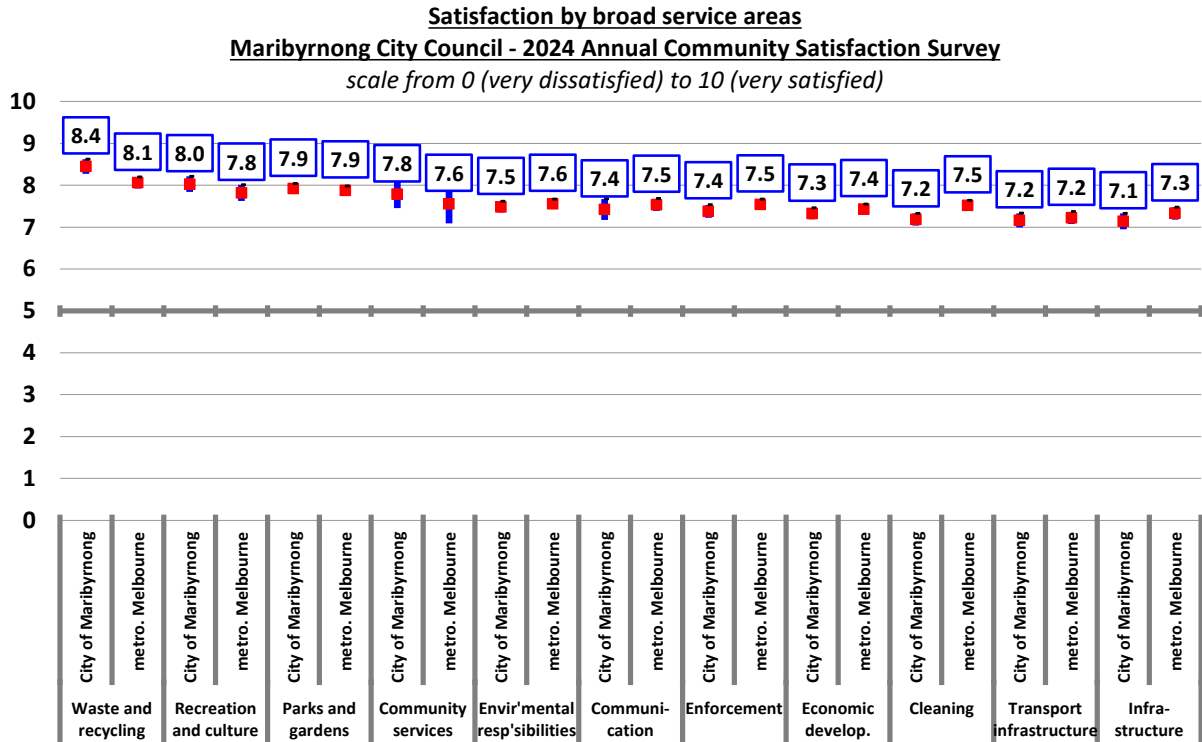


- **Communication** – includes Maribyrnong Messenger (*Council’s newsletter*), the Council’s website, Customer Request Management System, Council’s use of social media, and Council’s online consultation tool.
- **Cleaning** – includes street sweeping, litter collection in public areas, maintenance and cleaning of shopping strips, maintenance and cleaning of Footscray CBD, and illegal dumped rubbish.
- **Transport infrastructure** – includes the maintenance and repair of sealed local roads, footpath maintenance and repairs, local traffic management, on and off-road bike paths, and on and off-road walking paths.
- **Parks and gardens** – include the provision and maintenance of parks and gardens.
- **Business development** – includes Council activities promoting local business development.
- **Environmental responsibilities** – includes Council meeting its responsibilities towards the environment.

Of the 11 broad service areas, the average satisfaction with eight increased marginally this year, whilst satisfaction with just two declined marginally. Satisfaction with the broad service areas was as follows:

- **Excellent** – for waste and recycling (8.4), recreation and culture (8.0), parks and gardens (7.9), and community services (7.8).
- **Very Good** – for environmental responsibilities (7.5), communications (7.4), enforcement (7.4), and economic development (7.3).
- **Good** – for cleaning (7.2), transport infrastructure (7.2), and infrastructure (7.1).







## 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?”*

Respondents were asked to nominate what they considered to be the top three issues for the City of Maribyrnong “at the moment”.

Approximately two-thirds (61% down from 64%) of respondents nominated at least one issue, consistent with the long-term average for this question.

It is important to bear in mind that a lower response to this question can reflect relatively broad-based satisfaction with the performance of Council, and this has been the case for the city of Maribyrnong in recent years. In recent years (including 2023 and 2024) satisfaction with overall performance has been recorded a record levels, and that may be reflected in fewer respondents nominating issues that they feel need to be addressed.

It is important to bear in mind that the responses to this question are not to be read only as a list of complaints about the performance of Council, nor do they reflect only services, facilities, and issues within the remit of Maribyrnong City Council. Many of the issues raised by respondents were suggestions for future actions rather than complaints about past actions, and many are issues that are principally the responsibility of the state government.

Metropolis Research notes that most of the issues raised this year remain largely consistent with those recorded last year and in previous years, despite declines in 2020 and 2021 for some issues compared to the results from pre-COVID-19, such as traffic management.

The most nominated issue this year was traffic management, with 13% (up from 11%) nominating these issues, followed by road maintenance and repairs (11% down from 13%).

Metropolis Research notes that traffic management has still yet to recover to the pre-pandemic average of 19%, or the long-term average since 2004 of 17%.

This is an interesting result as it suggests that traffic management has yet to fully rebound as an issue post-pandemic, which is a result observed by Metropolis Research across many municipalities in 2023 and 2024.

It is, however, noted that traffic management remained a significant issue in both the City of Wyndham (20% down from 22%) and the City of Melton (18% down from 25%), despite declining a little this year.

This suggests that the change in traffic movements in the outer western suburbs has not flowed through into increased traffic management concerns in the City of Maribyrnong.



It is also noted that traffic management was identified by a measurably lower proportion of respondents in the City of Maribyrnong than the metropolitan Melbourne (14%) average as recorded in the 2024 *Governing Melbourne* research.

As discussed in the [relationship between issues and overall satisfaction](#) section of this report, the issues that do appear to exert a notable negative influence on satisfaction with Council's overall performance include Council rates (33 respondents at 6.0), parks and gardens (48 at 6.0), footpaths (42 at 6.2), roads (90 at 6.3), car parking (51 at 6.3), and safety, policing, and crime issues (51 at 6.3).

On average, the respondents nominating these issues were measurably or at least notably less satisfied with Council's overall performance than the average of all respondents (7.0) and measurably lower than the average of the 289 respondents who did not nominate any issues to address for the City of Maribyrnong at the moment, who rated satisfaction at 7.5 or "very good".

This result of respondents who did not nominate any issues to address rating satisfaction at 7.4 out of 10 is a positive result, which suggests an underlying high level of satisfaction with the performance of Maribyrnong City Council in meeting the needs of the community.

### ***Change in issues between 2023 and 2024***

There was relatively little variation in the results between 2023 and 2024 observed, although the following is noted:

- ***Marginal increase in the City of Maribyrnong in 2024*** – there were no issues that increased even marginally in the City of Maribyrnong in 2024 compared to 2023.
- ***Notable decrease in the City of Maribyrnong in 2024*** – includes Council rates, fees, and charges, which halved from eight to four percent this year, now lower than the metropolitan Melbourne average (6%).

Despite the decline in the average [perception of safety](#) in the public areas of the City of Maribyrnong recorded this year, the proportion of respondents who nominated safety, policing, and crime issues remained essentially stable (6% down from 7%).

This result does suggest that the slightly reduced perception of safety, particularly at night, has not flowed through into wider spread community concern around safety, policing, and crime issues.

It is noted though that more respondents in the City of Maribyrnong continue to nominate safety, policing and crime issues than the metropolitan Melbourne average.



## ***Comparison of issues to metropolitan Melbourne***

When compared to the results from the 2024 *Governing Melbourne* research conducted independently by Metropolis Research including a sample drawn from across all 31 metropolitan Melbourne municipalities, there was some variation from the City of Maribyrnong results observed, as follows:

- ***Somewhat more prominent in the City of Maribyrnong*** – includes road maintenance and repairs (11% compared to 7%), safety, policing, and crime (6% compared to 2%), lighting (5% compared to 2%), environment, conservation, and climate change (3% compared to <1%), and public toilets (3% compared to <1%).
- ***Somewhat less prominent in the City of Maribyrnong*** – includes Council rates, fees, and charges (4% compared to 6%), and rubbish and waste issues (3% compared to 6%).



**Top three issues for the City of Maribyrnong at the moment**  
**Maribyrnong City Council - 2024 Annual Community Satisfaction Survey**  
 (Number and percent of total respondents)

Issue	2024		2023	2022	2021	2020	2024 Metro.*
	Number	Percent					
Traffic management	106	13%	11%	15%	13%	8%	14%
Road maintenance and repairs	90	11%	13%	12%	8%	7%	7%
Car parking	51	6%	6%	9%	8%	10%	7%
Safety, policing and crime	51	6%	7%	5%	3%	3%	2%
Parks, gardens and open space	48	6%	7%	9%	7%	7%	6%
Lighting	43	5%	6%	3%	2%	2%	2%
Footpath maintenance and repairs	42	5%	5%	6%	4%	4%	4%
Provision and maintenance of street trees	40	5%	7%	6%	5%	2%	6%
Council rates	33	4%	8%	6%	5%	8%	6%
Rubbish and waste issues including garbage	27	3%	5%	6%	5%	3%	6%
Cycling and walking tracks	26	3%	4%	8%	6%	3%	1%
Environment, conservation, climate change	25	3%	2%	4%	2%	3%	0%
Public toilets	25	3%	2%	2%	3%	2%	0%
Dumped rubbish	22	3%	1%	2%	1%	1%	1%
Cleanliness and maintenance of area	21	3%	3%	6%	3%	6%	3%
Street cleaning and maintenance	18	2%	1%	2%	2%	1%	3%
Building, planning, housing and development	17	2%	3%	8%	6%	5%	2%
Footscray CBD issues	16	2%	2%	1%	4%	0%	n.a.
Hard rubbish collection	15	2%	2%	2%	3%	3%	1%
Communication and provision of information	13	2%	2%	2%	3%	1%	2%
Green waste collection	12	1%	1%	2%	2%	2%	1%
Recycling services and facilities	12	1%	2%	1%	3%	2%	1%
Children activities and facilities	11	1%	1%	1%	1%	1%	1%
Drugs, alcohol and cigarette issues	11	1%	1%	1%	1%	1%	1%
Graffiti and vandalism	11	1%	1%	2%	1%	2%	1%
Shops, restaurants and entertainment venues	10	1%	1%	1%	1%	0%	1%
Quality and provision of community services	9	1%	0%	1%	0%	0%	0%
Animal management	8	1%	1%	4%	1%	1%	2%
Community activities, arts and culture	8	1%	1%	2%	1%	2%	0%
Sports and recreation facilities	8	1%	1%	1%	1%	1%	1%
Governance and accountability	7	1%	1%	1%	1%	2%	2%
Homelessness and beggars	7	1%	1%	1%	0%	0%	1%
Housing availability / affordability	7	1%	1%	0%	0%	0%	1%
City Centre development	6	1%	0%	0%	0%	0%	0%
Dog off leash issues and amenities	6	1%	1%	0%	0%	0%	1%
Public transport	6	1%	2%	2%	2%	1%	1%
Upkeep of private property	6	1%	0%	0%	0%	0%	0%
All other issues (26 separately identified issues)	57	7%	9%	11%	12%	13%	13%
<b>Total responses</b>	<b>931</b>		<b>1,004</b>	<b>1,218</b>	<b>973</b>	<b>876</b>	<b>765</b>
<i>Respondents identifying at least one issue</i>	485 (61%)		511 (64%)	614 (77%)	491 (61%)	479 (60%)	391 (50%)

(\* ) 2024 metropolitan Melbourne average from Governing Melbourne



## Respondent profile

The following section provides the demographic profile of the respondents surveyed for the *Maribyrnong City Council – 2024 Annual Community Satisfaction Survey*.

Metropolis Research draws attention to the fact that the *Annual Community Satisfaction 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 over time.

### Age structure

The sample of respondents was weighted by age and gender to reflect the 2021 *Census* results. It is noted that the pre-weighted sample included a good cross-section of age groups, although it did under-represent young adults (aged 18 to 34 years).

Metropolis Research notes that the door-to-door methodology obtains a more representative age structure than the telephone methodology, a result that speaks well of the effectiveness of the survey methodology at engaging effectively with the broad City of Maribyrnong community.

**Age structure**  
**Maribyrnong City Council - 2024 Annual Community Satisfaction Survey**  
*(Number and percent of respondents providing a response)*

Age group	2024 (unweighted)		2024 (weighted)	2023	2022	2021	2020
	Number	Percent					
Young adults (18 - 34 years)	243	30%	41%	41%	41%	41%	41%
Adults (35 - 44 years)	196	25%	21%	21%	21%	21%	21%
Middle-aged adults (45 - 54 years)	160	20%	14%	15%	14%	14%	14%
Older adults (55 - 74 years)	159	20%	16%	16%	16%	16%	16%
Senior citizens (75 years and over)	39	5%	8%	8%	8%	8%	8%
Not stated	5		5	0	3	0	0
<b>Total</b>	<b>802</b>	<b>100%</b>	<b>802</b>	<b>800</b>	<b>800</b>	<b>800</b>	<b>800</b>

### Gender

The sample of respondents was weighted by age and gender to reflect the 2021 *Census* results. It is noted that the un-weighted raw sample of respondents included a near perfect gender split.



**Gender**  
**Maribyrnong City Council - 2024 Annual Community Satisfaction Survey**  
 (Number and percent of respondents providing a response)

Gender	2024 (unweighted)		2024	2023	2022	2021	2020
	Number	Percent	(weighted)				
Male	407	51%	49%	50%	50%	50%	50%
Female	382	48%	50%	50%	50%	50%	50%
Other	9	1%	1%	1%	1%	0%	0%
Prefer not to say	4		4	5	6	1	0
<b>Total</b>	<b>802</b>	<b>100%</b>	<b>802</b>	<b>800</b>	<b>800</b>	<b>800</b>	<b>800</b>

### LGBTIQA+

This question relating to respondents’ LGBTIQA+ identity for the first time last year.

In 2024, six percent of the respondents providing a response to this question identified as LGBTIQA+, which was identical to the 2023 result.

Metropolis Research suggests that this result appears somewhat higher than what has typically been observed by Metropolis Research in a range of other municipalities across metropolitan Melbourne.

**Identify as LGBTIQA+**  
**Maribyrnong City Council - 2024 Annual Community Satisfaction Survey**  
 (Number and percent of respondents providing a response)

Response	2024		2023
	Number	Percent	
Yes	50	6%	6%
No	721	94%	94%
Prefer not to say	31		16
<b>Total</b>	<b>802</b>	<b>100%</b>	<b>800</b>

### Language spoken at home

In 2024, one-third (37% up from 33%) of respondents were from households that spoke a language other than English at home. This result was consistent with the 2021 *Census* that found that 38% of residents spoke a language other than English at home, reflecting the strength of the methodology at engaging effectively with the diverse City of Maribyrnong community.



**Language**  
**Maribyrnong City Council - 2024 Annual Community Satisfaction Survey**  
*(Number and percent of respondents providing a response)*

Language	2024		2023	2022	2021	2020	2019
	Number	Percent					
English	502	63%	67%	66%	63%	55%	64%
Vietnamese	75	9%	8%	7%	11%	8%	8%
Spanish	18	2%	2%	2%	1%	1%	2%
Italian	17	2%	2%	3%	1%	3%	2%
Greek	16	2%	1%	3%	1%	2%	2%
Cantonese	15	2%	1%	1%	2%	2%	2%
Tagalog (Filipino)	12	2%	1%	2%	2%	1%	2%
Chinese (not further defined)	11	1%	1%	1%	1%	1%	2%
Arabic	10	1%	1%	0%	2%	2%	1%
Nepali	9	1%	1%	0%	1%	1%	0%
German	8	1%	1%	0%	1%	0%	0%
Hindi	8	1%	1%	1%	1%	5%	1%
Mandarin	6	1%	2%	2%	2%	3%	3%
Bengali	5	1%	1%	0%	0%	1%	1%
Polish	5	1%	0%	1%	1%	0%	1%
French	4	1%	0%	1%	0%	1%	1%
Japanese	4	1%	1%	0%	0%	0%	0%
Portuguese	4	1%	1%	0%	0%	1%	0%
Serbian	4	1%	0%	0%	1%	0%	0%
Turkish	4	1%	1%	0%	0%	1%	0%
Hungarian	4	1%	0%	0%	0%	0%	0%
Persian	4	1%	0%	0%	0%	0%	0%
Indonesian	3	0%	1%	0%	0%	0%	1%
Korean	3	0%	0%	1%	0%	0%	0%
Punjabi	3	0%	0%	0%	0%	0%	0%
Tamil	3	0%	0%	0%	0%	0%	0%
Telugu	3	0%	1%	0%	1%	2%	1%
Malay	3	0%	0%	0%	0%	0%	0%
Croatian	2	0%	0%	0%	0%	1%	1%
Sinhalese	2	0%	0%	1%	0%	0%	0%
Somali	2	0%	1%	0%	0%	0%	0%
Thai	2	0%	0%	0%	1%	0%	0%
Urdu	2	0%	0%	1%	0%	1%	1%
Amharic	1	0%	0%	0%	1%	0%	0%
Macedonian	1	0%	0%	0%	1%	1%	1%
Maltese	1	0%	0%	0%	0%	0%	0%
All other languages (23 separately identified)	24	3%	4%	4%	6%	5%	4%
Not stated	6		8	10	10	13	6
<b>Total</b>	<b>806</b>	<b>100%</b>	<b>800</b>	<b>800</b>	<b>800</b>	<b>800</b>	<b>800</b>





## Household member with disability

In 2024, nine percent of respondents were from households with at least one member with disability. This result was consistent with the long-term average since 2018 of nine percent.

**Household member with disability**  
**Maribyrnong City Council - 2024 Annual Community Satisfaction Survey**  
*(Number and percent of respondents providing a response)*

Response	2024		2023	2022	2021	2020	2019
	Number	Percent					
Yes	71	9%	8%	11%	11%	10%	8%
No	699	91%	92%	89%	89%	90%	92%
Not stated	32		16	15	17	20	38
<b>Total</b>	<b>802</b>	<b>100%</b>	<b>800</b>	<b>800</b>	<b>800</b>	<b>800</b>	<b>800</b>

## Household structure

The 2024 sample included slightly fewer respondents from two-parent families than in recent years (36%) but has overall been stable over recent years.

**Household structure**  
**Maribyrnong City Council - 2024 Annual Community Satisfaction Survey**  
*(Number and percent of respondents providing a response)*

Structure	2024		2023	2022	2021	2020	2019
	Number	Percent					
<b>Two parent family total</b>	<b>288</b>	<b>36%</b>	<b>35%</b>	<b>40%</b>	<b>42%</b>	<b>42%</b>	<b>43%</b>
<i>youngest child 0 - 4 years</i>	73	9%	9%	10%	7%	13%	10%
<i>youngest child 5 - 12 years</i>	101	13%	9%	15%	16%	14%	15%
<i>youngest child 13 - 18 years</i>	56	7%	9%	7%	6%	6%	6%
<i>adult children only</i>	58	7%	8%	9%	12%	9%	12%
<b>One parent family total</b>	<b>57</b>	<b>7%</b>	<b>5%</b>	<b>5%</b>	<b>8%</b>	<b>6%</b>	<b>5%</b>
<i>youngest child 0 - 4 years</i>	4	1%	0%	0%	1%	1%	1%
<i>youngest child 5 - 12 years</i>	7	1%	1%	1%	1%	1%	1%
<i>youngest child 13 - 18 years</i>	10	1%	1%	1%	1%	1%	1%
<i>adult children only</i>	36	5%	3%	2%	5%	3%	1%
Group household	114	14%	19%	13%	15%	16%	16%
Sole person household	119	15%	13%	13%	15%	13%	11%
Couple only household	202	26%	28%	28%	19%	22%	24%
Other	10	1%	0%	2%	1%	1%	1%
Not stated	12		12	15	6	24	12
<b>Total</b>	<b>802</b>	<b>100%</b>	<b>800</b>	<b>800</b>	<b>803</b>	<b>800</b>	<b>800</b>



## Housing situation

There were somewhat more respondents from households who own their home outright (48% up from 36%) this year, and a little higher than the long-term average since 2017 of 42%.

There were somewhat fewer mortgagor and rental households, although consistent with the long-term average results.

**Housing situation**  
**Maribyrnong City Council - 2024 Annual Community Satisfaction Survey**  
 (Number and percent of respondents providing a response)

Situation	2024		2023	2022	2021	2019	2018
	Number	Percent					
Own this home	316	40%	48%	36%	42%	47%	43%
Mortgage ( <i>paying-off this home</i> )	165	21%	17%	22%	28%	15%	19%
Renting this home	284	36%	33%	38%	28%	36%	36%
Other arrangement	26	3%	2%	4%	2%	2%	2%
Not stated	11		14	16	16	17	6
<b>Total</b>	<b>802</b>	<b>100%</b>	<b>800</b>	<b>800</b>	<b>800</b>	<b>800</b>	<b>800</b>

## Period of residence

Consistent with the results recorded last year, and pre-pandemic, approximately one-third (30% down from 31%) of respondents were new and newer residents of the City of Maribyrnong, approximately one-fifth (25% up from 21%) were medium-term residents, and a little less than half (44% down from 48%) were long-term residents (10 years or more in the City of Maribyrnong).

These results appear to have recovered to pre-pandemic levels following the early pandemic period which reported almost no new residents (less than one year in the municipality).

**Period of residence in Maribyrnong**  
**Maribyrnong City Council - 2024 Annual Community Satisfaction Survey**  
 (Number and percent of respondents providing a response)

Period	2024		2023	2022	2021	2020	2019
	Number	Percent					
Less than 1 year	90	11%	9%	11%	1%	1%	9%
1 to less than 5 years	154	19%	22%	25%	9%	12%	22%
5 to less than 10 years	203	25%	21%	19%	24%	24%	23%
10 years or more	350	44%	48%	45%	67%	63%	46%
Not stated	5		3	16	23	21	11
<b>Total</b>	<b>802</b>	<b>100%</b>	<b>800</b>	<b>800</b>	<b>800</b>	<b>800</b>	<b>800</b>



The following table outlines the previous municipality of residents for the 244 new and newer resident respondents.

Of these 248 respondents, 183 provided a previous municipality of residence, as outlined in the following table.

Metropolis Research notes that one-fifth of new and newer residents previously lived interstate (8%) or overseas (14%).

The most common previous municipalities of residence this year were the neighbouring municipalities of Brimbank and Moonee Valley.

**Previous municipality of residence**  
**Maribyrnong City Council - 2024 Annual Community Satisfaction Survey**  
*(Number and percent of respondents in Maribyrnong less than five yrs)*

Location	2024	
	Number	Percent
Melbourne	32	17%
International	25	14%
Brimbank	17	9%
Moonee Valley	17	9%
Merri-bek	16	9%
Interstate	14	8%
Wyndham	10	5%
Yarra	9	5%
Darebin	5	3%
Hume	5	3%
Port Phillip	5	3%
Hobsons Bay	4	2%
Melton	4	2%
Boroondara	3	2%
Monash	3	2%
Casey	2	1%
Greater Geelong	2	1%
Whitehorse	2	1%
Bayside	1	1%
Glen Eira	1	1%
Greater Dandenong	1	1%
Kingston	1	1%
Knox	1	1%
Manningham	1	1%
Stonnington	1	1%
Yarra Ranges	1	1%
Not stated	61	
<b>Total</b>	<b>244</b>	<b>100%</b>

