

Attachment 1

# Customer Satisfaction Monitor 2005



Community Satisfaction Research Findings

City of Joondalup

June 2005

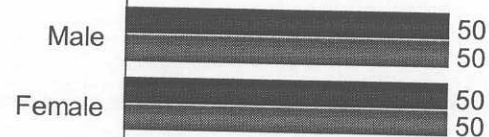


## Introduction and research method

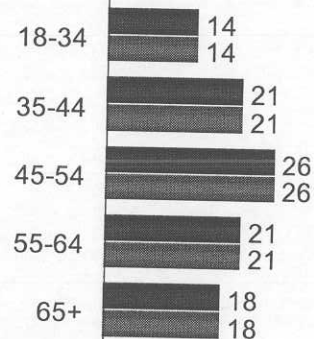
- In April 2005, Australian Market Intelligence conducted community satisfaction research to determine:
  - Overall satisfaction with the City of Joondalup
  - Hot topics
  - Perceived importance and satisfaction for selected services and facilities
  - Performance map analysis
  - And for the first time, the extent to which the City provides social opportunities to the community
- The data was collected by way of a telephone surveys with the City's residents.
- A representative sample of 500 households was surveyed.
  - Sampling precision is +/- 4.38% at the 95% confidence interval and exceeds the level specified by the Auditor General
  - That is to say, we are 95% confident that the results obtained from the survey are within +/-4.38% of that of the entire population.
- Benchmark comparisons are provided based on results obtained from nine other LGAs.
  - City of Armadale
  - Town of Bassendean
  - Town of Claremont
  - City of Cockburn
  - City of Mandurah
  - Town of Kwinana
  - City of Melville
  - City of South Perth
  - Town of Vincent

## Sample profile

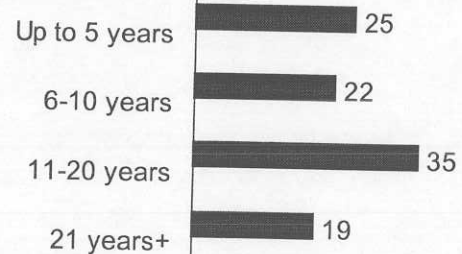
### GENDER



### AGE

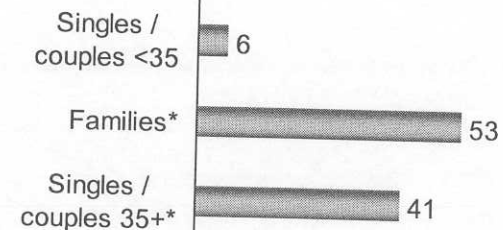


### DURATION OF RESIDENCE

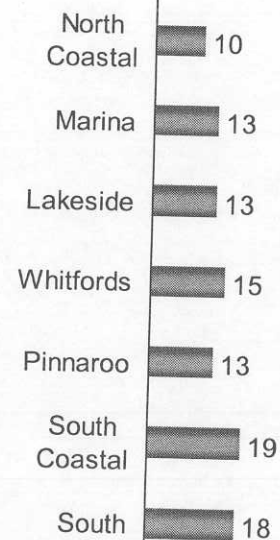


■ Survey Sample  
■ ABS Population

### HOUSEHOLD TYPE



### WARD

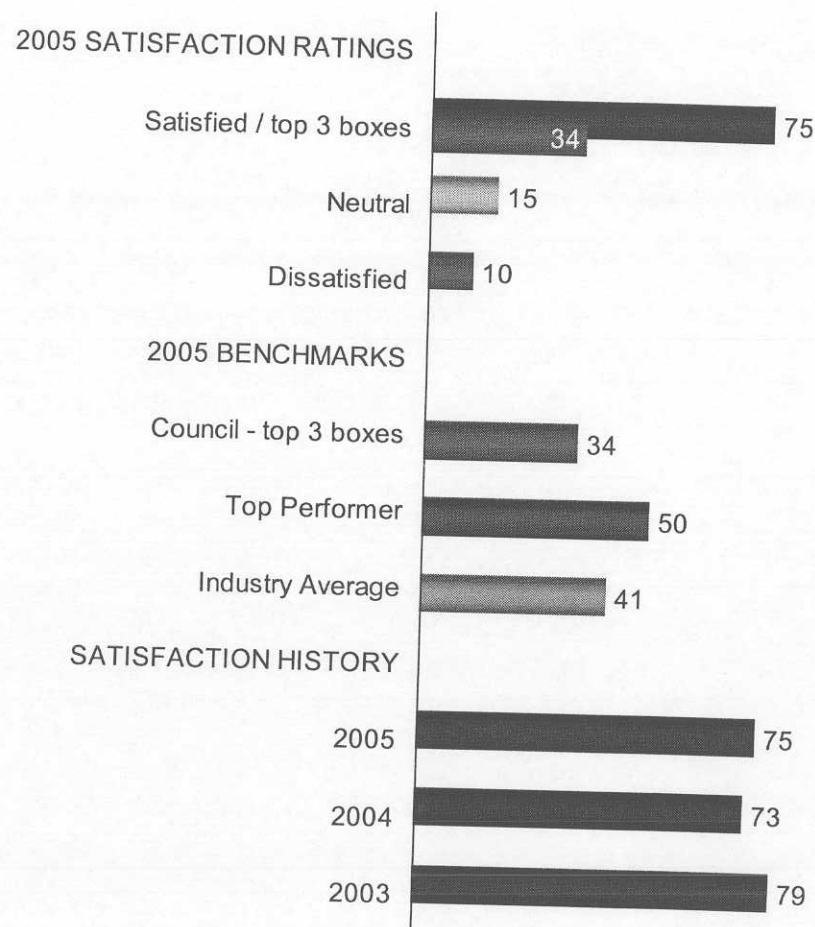


\* Families = Children living at home  
Singles/couples 35+ = no children living at home

# Overall Satisfaction & Issues



# Overall satisfaction



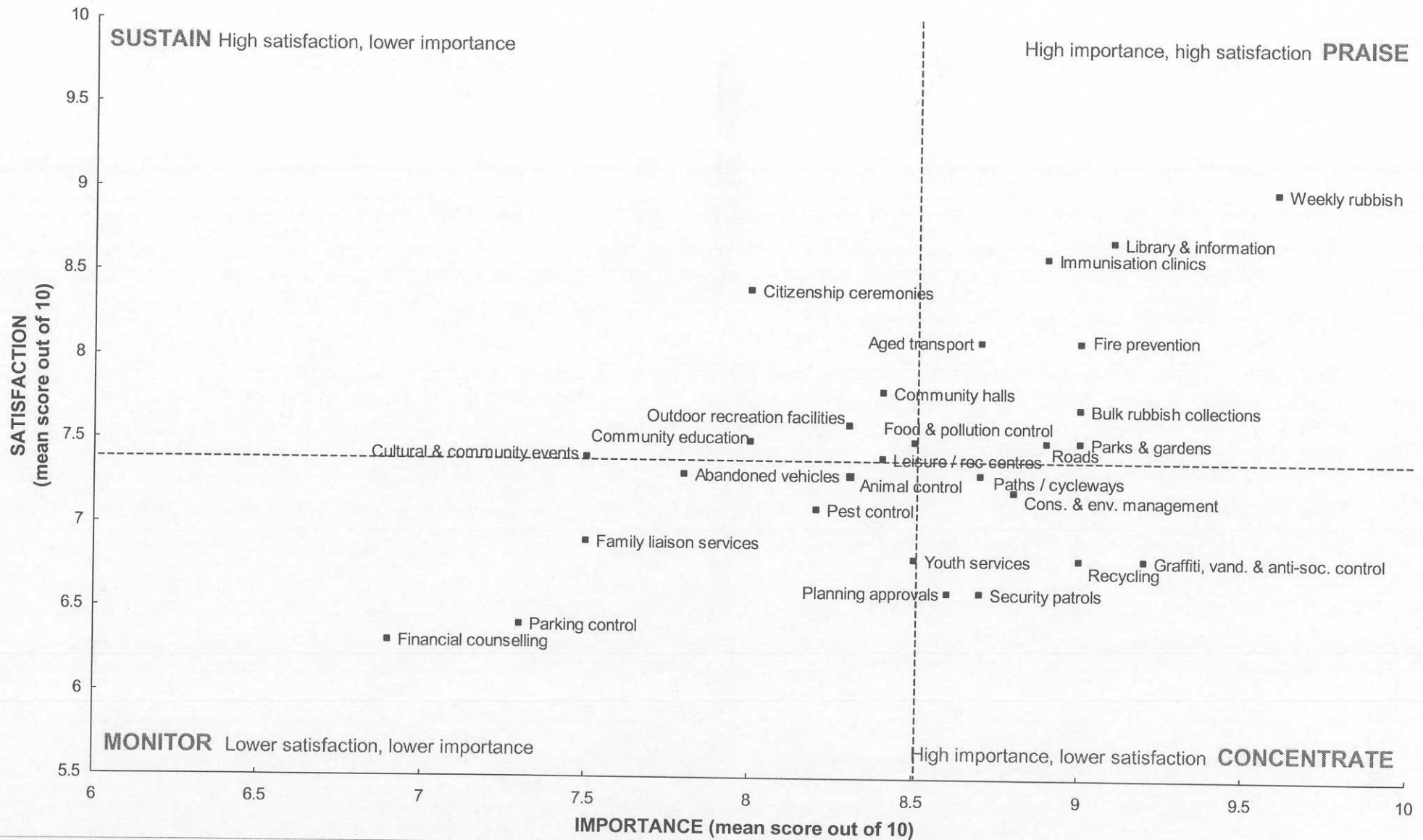
- 75% of respondents are satisfied with Council
  - These respondents rate overall satisfaction 6, 7, 8, 9 or 10 out of 10, where 10 is totally satisfied and 1 is totally dissatisfied
  - Overall satisfaction has increased marginally from 73% last year
- Room for improvement
  - Mean satisfaction rating = 6.6
- Improve overall satisfaction by addressing the following areas:
  - Resolve Council problems (28% of dissatisfied respondents)
  - Improve safety/reduce vandalism/graffiti (21%)
  - Accountable spending/better decision making (14%)
  - Better recycling system (10%)
  - Reduce rates (8%)
- Satisfaction is higher among females, younger residents and seniors, residents for up to 5 years and those from the North Coast ward
  - 39% females vs. 29% males rated satisfaction in the top 3 boxes
  - 45% 18-34 year olds and 48% aged 65 years+ rated satisfaction in the top 3 boxes; 11% points and 14% points above the average respectively
  - 41% resident < 5 years vs. 32% resident 6 years+ rated satisfaction in the top 3 boxes
  - 41% North Coast ward vs. 28% Marina ward residents rated satisfaction in the top 3 boxes

Q1. On a scale of 1 to 10 where 10 is totally satisfied and 1 is totally dissatisfied, overall, how satisfied are you with the City of Joondalup?  
 Base: All respondents who gave a valid response (2005 n=493, 2004 n=489, 2003 n=488); Coding: Satisfied = 6-10,  
 Top 3 boxes = 8,9 and 10, Dissatisfied 1-4 Q1b. IF DISSATISFIED: Why do you say that? Base: Dissatisfied respondents (2005 n=49, 2004 n=64, 2003 n=45)

▽ ▲ = significant variance

# Performance Map Analysis

## Performance map analysis – Council services & facilities



Q3b. How important you think it is that Council provides each service to residents of Joondalup, The importance can be rated on a 10 point scale where '10' is extremely important and '1' is of no importance. Base: All respondents (n=500)

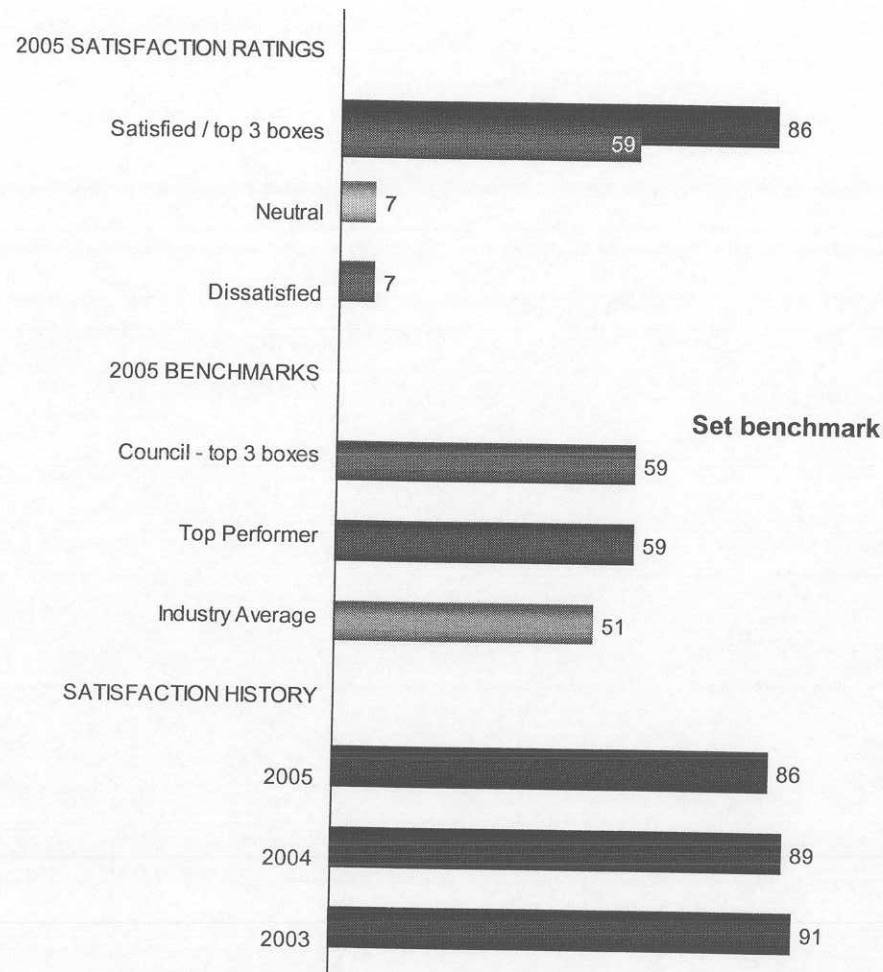
Q3c. How satisfied are you with Council's performance in this area? 10 = totally satisfied, 1 = totally dissatisfied. Base: Respondents who use service/facility (n=various)

DOTTED LINE: indicates average mean score for all individual services/facilities

# Services & Facilities

Detailed Findings

# Maintain roads



- Praise the maintenance of roads
  - This service is used by 96% of respondents
- Residents consider the maintenance of roads to be a very important responsibility of Council
  - Mean importance rating = 8.9
- Satisfaction is high
  - Mean satisfaction rating = 7.5
  - Results are statistically similar between 2003-2005
- Those aged 65 years+, households without children, short-term residents and Lakeside ward residents are more satisfied
  - 78% aged 65 years+ rated satisfaction in the top 3 boxes; 19% points above the average
  - 63% households without children vs. 55% families with children rated satisfaction in the top 3 boxes
  - 66% resident < 5 years vs. 56% resident 6 years+ rated satisfaction in the top 3 boxes
  - 77% Lakeside ward residents rated satisfaction in the top 3 boxes; 18% points above the average
- To increase satisfaction:
  - Better maintenance (9 respondents)
  - Better traffic management (3 respondents)
  - More efficient road-works (3 respondents)

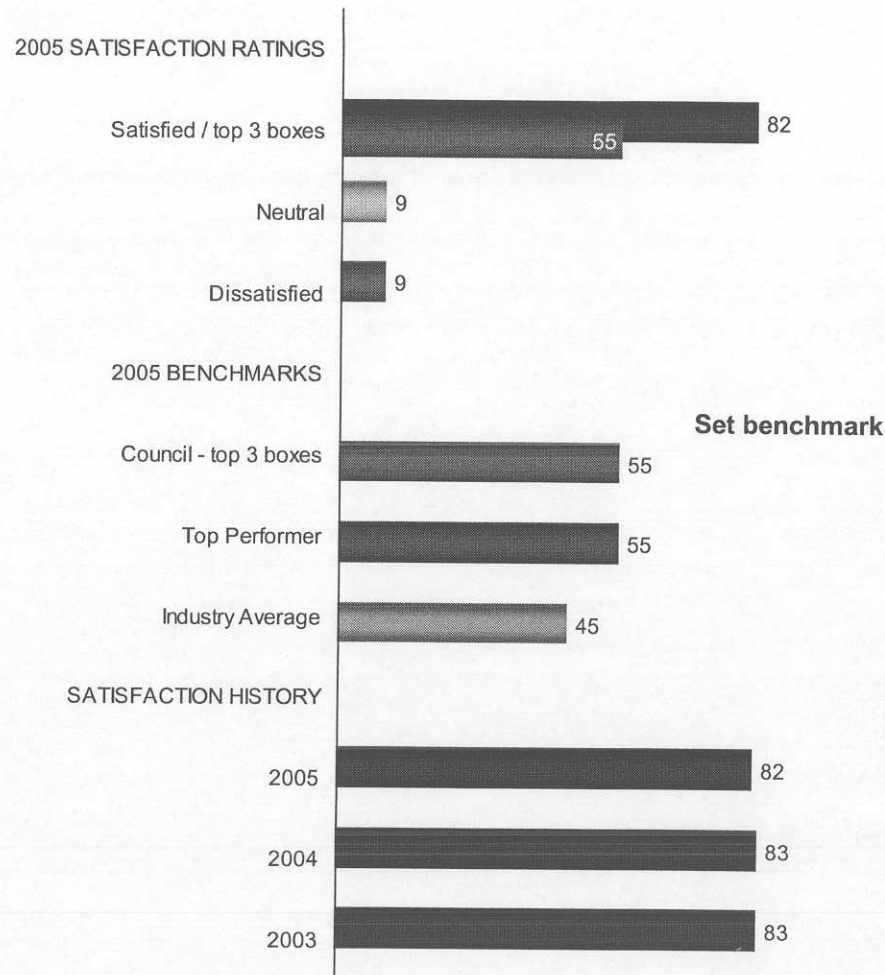
ER1

Q. How satisfied are you with Council's performance in this area? 10 = totally satisfied, 1 = totally dissatisfied.  
 Base: Respondents who use service/facility (2005 n=478, 2004 n=477, 2003 n=477)  
 Coding: Satisfied = 6-10, Top 3 boxes = 8,9 and 10, Dissatisfied = 1-4

▽ ▲ = significant variance



## Provide and maintain footpaths & cycleways



- Concentrate on footpaths & cycleways
  - This service is used by 96% of respondents
- Residents consider the provision & maintenance of footpaths & cycleways to be a very important responsibility of Council
  - Mean importance rating = 8.7
- Satisfaction is high
  - Mean satisfaction rating = 7.3
  - Results are statistically similar between 2003-2005
- Females, households without children and North Coast ward residents are more satisfied
  - 60% females vs. 50% males rated satisfaction in the top 3 boxes
  - 60% households without children vs. 50% of families with children rated satisfaction in the top 3 boxes
  - 70% North Coast ward residents rated satisfaction in the top 3 boxes; 15% points above the average
- Satisfaction also appears to increase with age
  - 48% 18-44 year olds vs. 52% 45-54 years vs. 63% 55 years+ rated satisfaction in the top 3 boxes
- To increase satisfaction:
  - Maintain better (8 respondents)
  - Provide more paths & cycleways (5 respondents)
  - Finish/upgrade paths & cycleways (5 respondents)

EF1

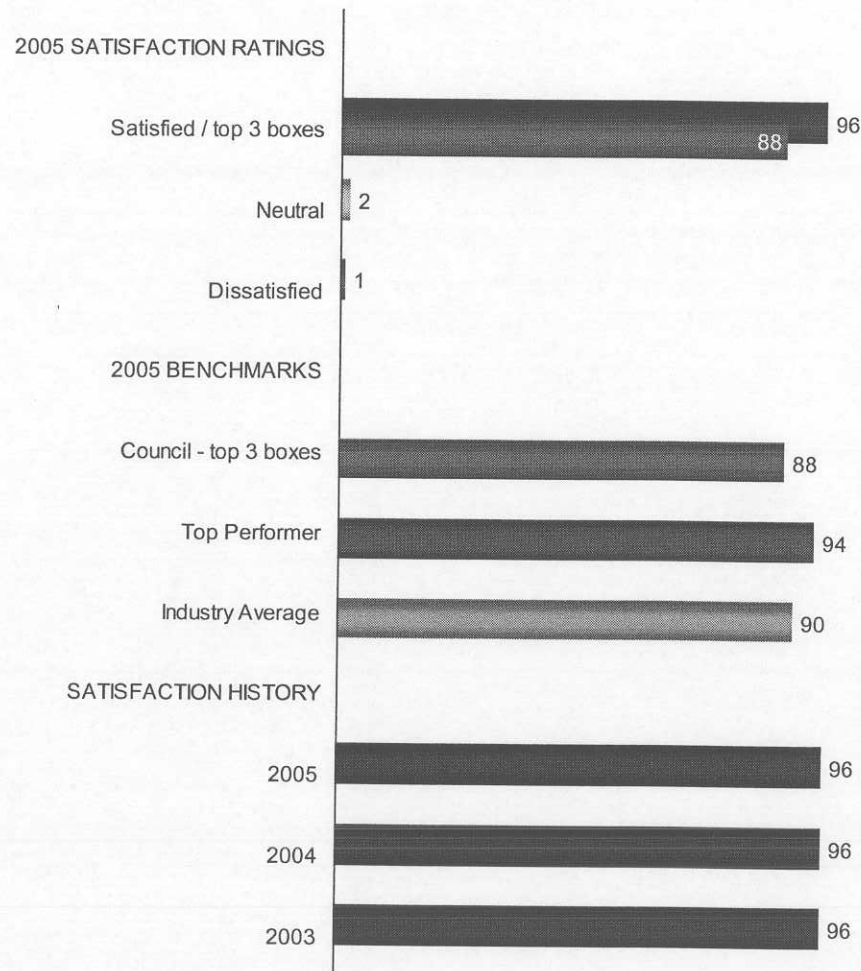
Q. How satisfied are you with Council's performance in this area? 10 = totally satisfied, 1 = totally dissatisfied.

Base: Respondents who use service/facility (2005 n=480, 2004 n=472, 2003 n=475)

Coding: Satisfied = 6-10, Top 3 boxes = 8,9 and 10, Dissatisfied = 1-4

▽ ▲ = significant variance

## Provide weekly rubbish collections



- Praise weekly rubbish collections
  - This service is used by 99% of respondents
- Residents consider the provision of weekly rubbish collections to be the greatest responsibility of Council
  - Mean importance rating = 9.6
  - This service received the highest importance rating
- Satisfaction is very high
  - Mean satisfaction rating = 9.0
  - This service has the highest level of satisfaction
  - Results have been static between 2003-2005; 96% satisfied
- Those aged 65 years+ and households without children are more satisfied
  - 97% aged 65 years+ vs. 86% 18-64 years rated satisfaction in the top 3 boxes
  - 94% households without children vs. 83% families with children rated satisfaction in the top 3 boxes
- To increase satisfaction:
  - Provide better service (1 respondent)
  - Reduce cost (1 respondent)

EW2

Q. How satisfied are you with Council's performance in this area? 10 = totally satisfied, 1 = totally dissatisfied.

Base: Respondents who use service/facility (2005 n=497, 2004 n=498, 2003 n=497)

Coding: Satisfied = 6-10, Top 3 boxes = 8,9 and 10, Dissatisfied = 1-4

▽ ▲ = significant variance

## Provide fortnightly recycling services



- Concentrate on fortnightly recycling services
  - This service is used by 90% of respondents
- Residents consider recycling services to be a very important responsibility of Council
  - Mean importance rating = 9.0
- Satisfaction is good but fell significantly
  - Mean satisfaction rating = 6.8
  - 27% are dissatisfied, rating satisfaction 1-4
  - Satisfaction fell by 10% points during the year
- Older households and Lakeside ward residents are more satisfied
  - 63% households 35 years+ without children vs. 45% other household types rated satisfaction in the top 3 boxes
  - 60% Lakeside ward vs. 44% Marina ward residents rated satisfaction in the top 3 boxes
- Satisfaction increases with age
  - 38% 18-34 year olds vs. 44% 35-44 years vs. 51% 45-54 years vs. 54% 55-64 years vs. 77% aged 65 years+ rated satisfaction in the top 3 boxes
- To increase satisfaction:
  - Should be free (43 respondents)
  - Need bins not bags (22 respondents)
  - Better/more improved system (11 respondents)
  - Recycle more materials (9 respondents)

EW5

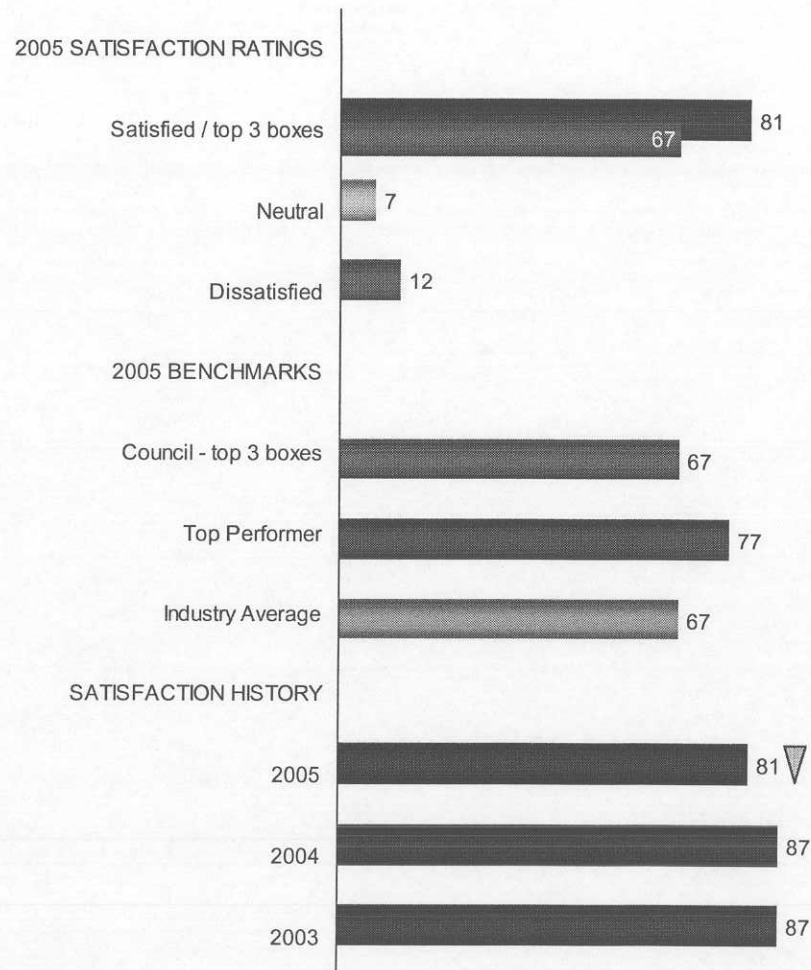
Q. How satisfied are you with Council's performance in this area? 10 = totally satisfied, 1 = totally dissatisfied.

Base: Respondents who use service/facility (2005 n=451, 2004 n=452, 2003 n=426)

Coding: Satisfied = 6-10, Top 3 boxes = 8,9 and 10, Dissatisfied = 1-4

▽ ▲ = significant variance

## Provide bulk rubbish collections



- Praise bulk rubbish collections
  - This service is used by 97% of respondents
- Residents consider bulk rubbish collections to be a very important responsibility of Council
  - Mean importance rating = 9.0
- Satisfaction is high but fell significantly
  - Mean satisfaction rating = 7.7
  - Satisfaction fell by 6% points during the year
- Satisfaction is higher among females and older households
  - 73% females vs. 60% males rated satisfaction in the top 3 boxes
  - 71% households 35 years+ without children vs. 64% other household types rated satisfaction in the top 3 boxes
- Whitfords ward residents (53%) are the least likely to give a rating in the top 3 boxes
- Satisfaction appears to increase with age
  - 60% 18-44 year olds vs. 68% 45-64 years vs. 78% aged 65 years+ rated satisfaction in the top 3 boxes
- To increase satisfaction:
  - Provide service more frequently (29 respondents)
  - Reduce time bulk rubbish is left on verge (4 respondents)
  - Better/more improved system (4 respondents)

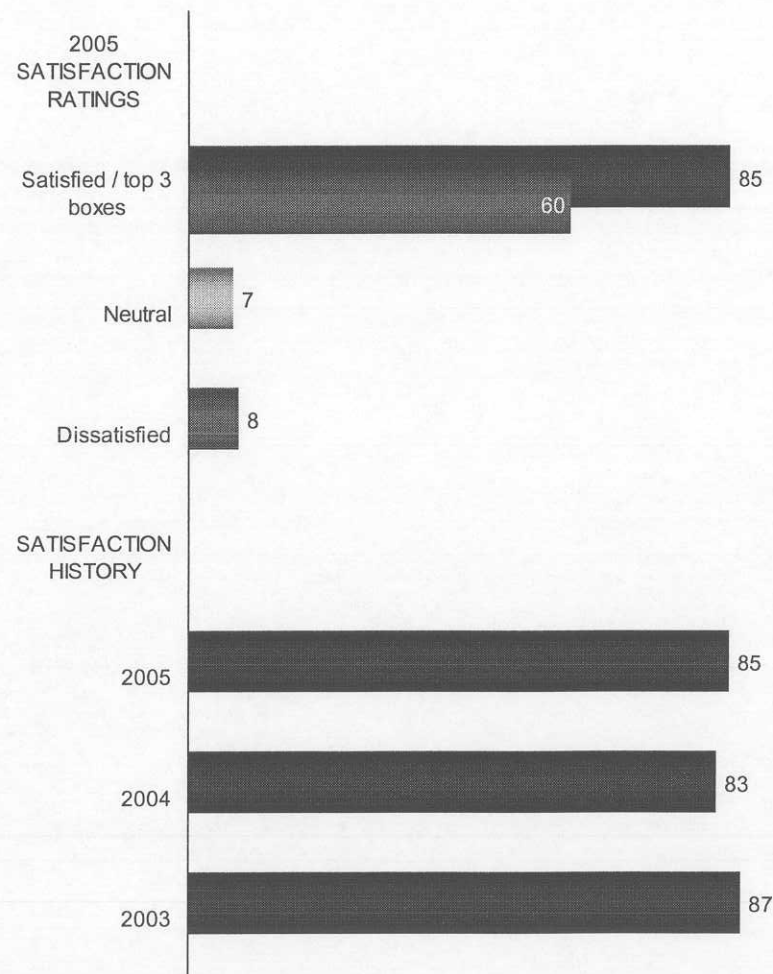
EW6

Q. How satisfied are you with Council's performance in this area? 10 = totally satisfied, 1 = totally dissatisfied.  
 Base: Respondents who use service/facility (2005 n=485, 2004 n=478, 2003 n=468)  
 Coding: Satisfied = 6-10, Top 3 boxes = 8,9 and 10, Dissatisfied = 1-4

▽ ▲ = significant variance



## Create & maintain parks, gardens & open spaces



- Praise the creation & maintenance of parks, gardens & open spaces
  - This service is used by 98% of respondents
- Residents consider this area be a very important responsibility of Council
  - Mean importance rating = 9.0
- Satisfaction is high
  - Mean satisfaction rating = 7.5
  - Results are statistically similar between 2003-2005
- Those aged 65 years+ and Lakeside ward residents are more satisfied
  - 74% aged 65 years+ vs. 58% 18-64 years rated satisfaction in the top 3 boxes
  - 76% Lakeside ward residents rated satisfaction in the top 3 boxes; 16% points above the average
- To increase satisfaction:
  - Better maintenance (9 respondents)
  - More poo-bags/clean up (3 respondents)

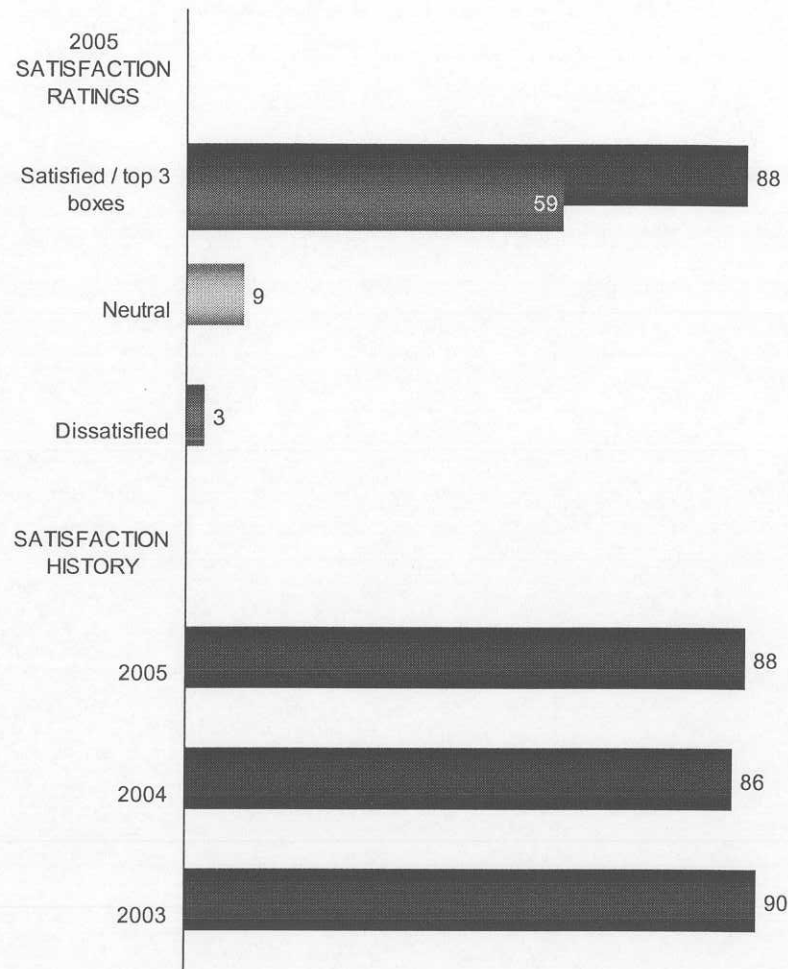
EL12

Q. How satisfied are you with Council's performance in this area? 10 = totally satisfied, 1 = totally dissatisfied.  
 Base: Respondents who use service/facility (2005 n=489, 2004 n=489, 2003 n=467)  
 Coding: Satisfied = 6-10, Top 3 boxes = 8,9 and 10, Dissatisfied = 1-4

▽ ▲ = significant variance



## Outdoor recreational facilities & activities



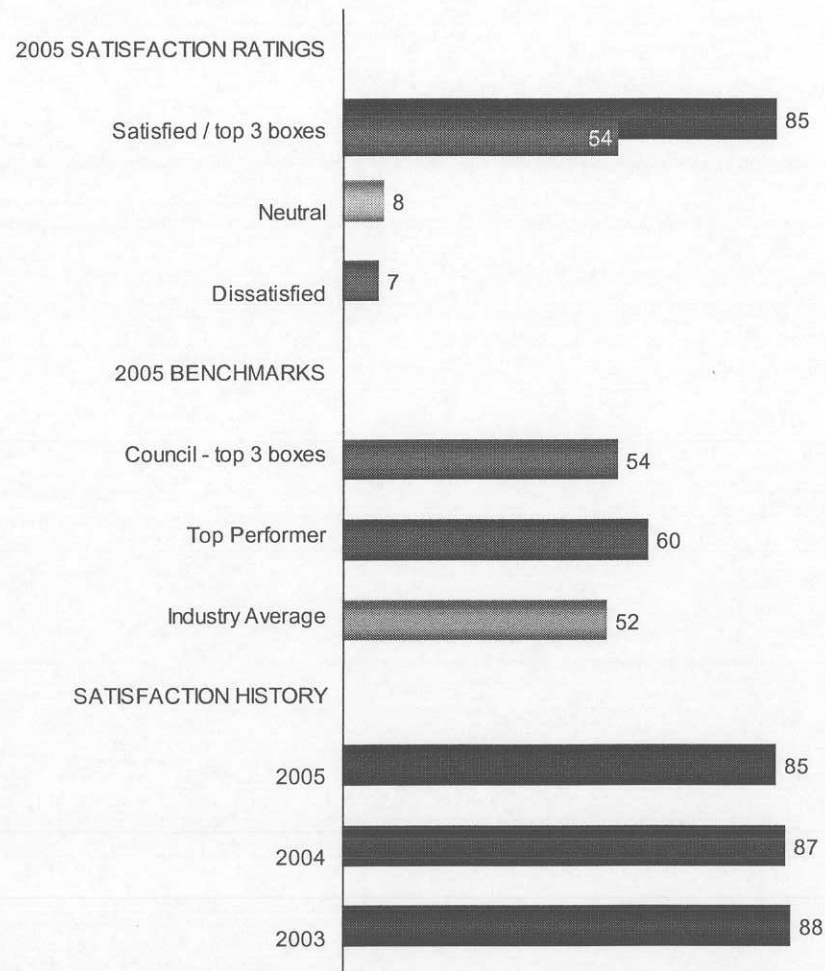
- Sustain outdoor recreational facilities & activities
  - This service is used by 73% of respondents
- Residents consider the provision of outdoor recreational facilities to be a very important responsibility of Council
  - Mean importance rating = 8.3
- Satisfaction is high
  - Mean satisfaction rating = 7.6
  - Results are statistically similar between 2003-2005
- Females, households without children and Lakeside ward residents are more satisfied
  - 65% females vs. 52% males rated satisfaction in top 3 boxes
  - 63% households without children vs. 55% families with children rated satisfaction in top 3 boxes
  - 73% Lakeside ward vs. 51% Marina, 55% South Coastal and 57% South ward residents rated satisfaction in the top 3 boxes
- To increase satisfaction:
  - Provide better maintenance (1 respondent)
  - Provide more facilities (1 respondent)
  - Promote/encourage use of facilities (1 respondent)
  - Respond to complaints (1 respondent)
  - More convenient locations (1 respondent)

EL13

Q. How satisfied are you with Council's performance in this area? 10 = totally satisfied, 1 = totally dissatisfied.  
 Base: Respondents who use service/facility (2005 n=365, 2004 n=381, 2003 n=310)  
 Coding: Satisfied = 6-10, Top 3 boxes = 8,9 and 10, Dissatisfied = 1-4

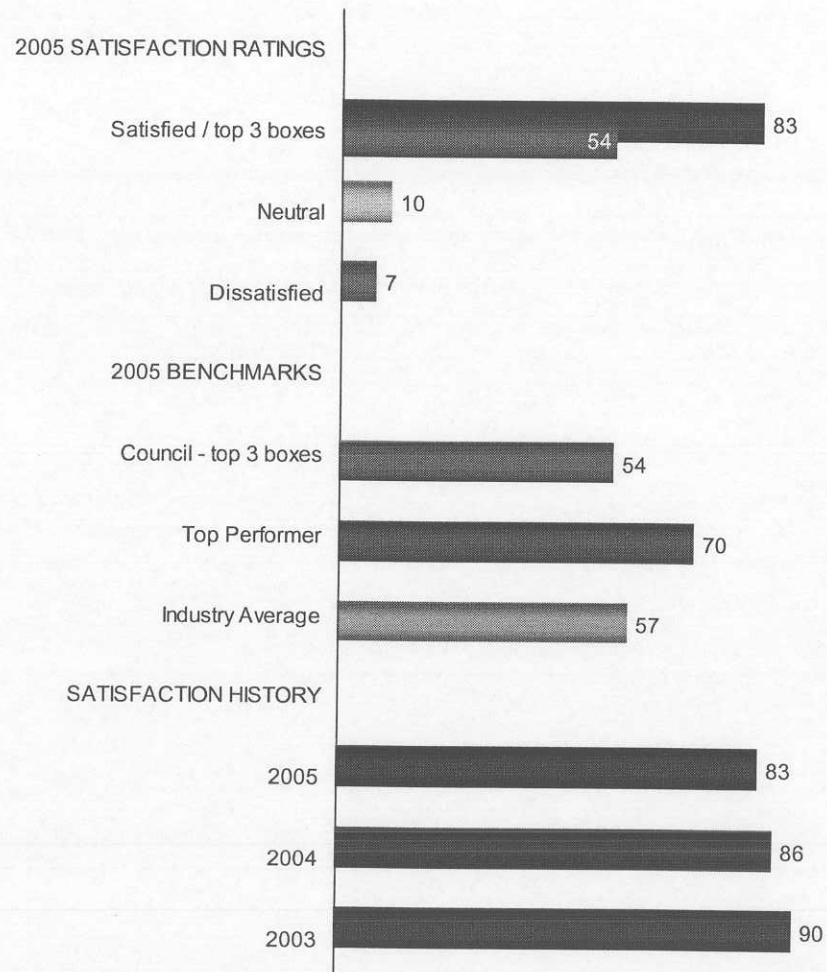
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## Leisure & recreation centres



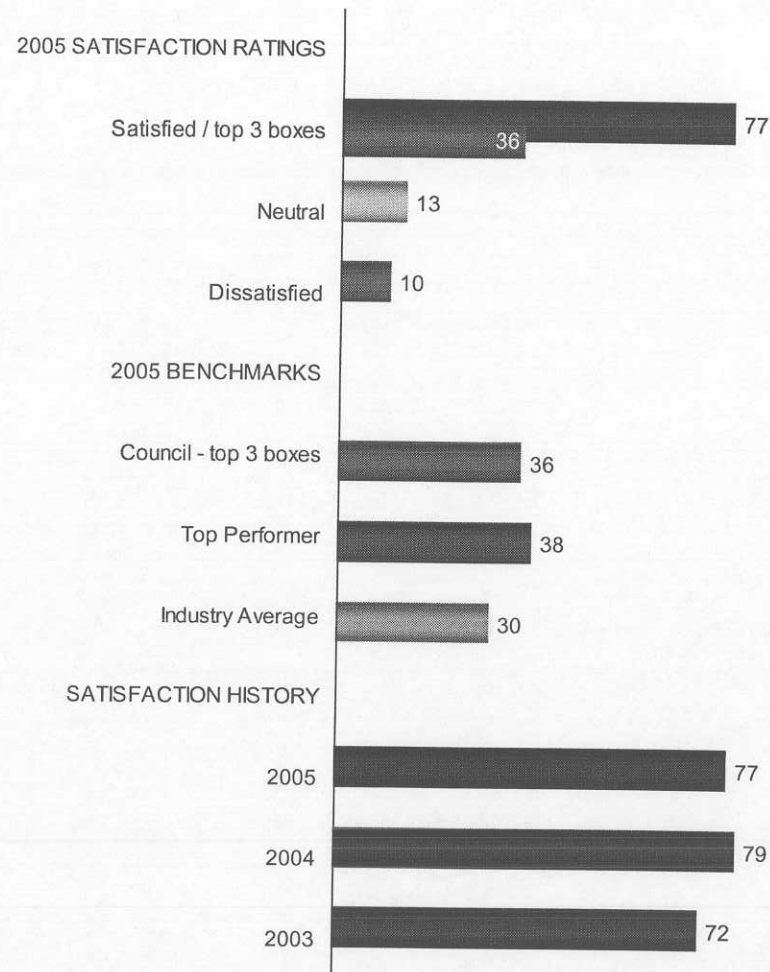
- Sustain leisure & recreation centres
  - This service is used by 76% of respondents
- Residents consider the provision of leisure & recreation centres to be a very important responsibility of Council
  - Mean importance rating = 8.4
- Satisfaction is high
  - Mean satisfaction rating = 7.4
  - Results are statistically similar between 2003-2005
- Females, those aged 65 years+, older households without children and Lakeside ward residents are more satisfied
  - 58% females vs. 49% males rated satisfaction in top 3 boxes
  - 76% aged 65 years+ rated satisfaction in the top 3 boxes; 22% points above the average
  - 61% households 35 years+ without children vs. 49% other household types rated satisfaction in the top 3 boxes
  - 72% Lakeside ward residents rated satisfaction in the top 3 boxes; 18% points above the average
- To increase satisfaction:
  - Craigie Leisure Centre taking too long/no pool (6 respondents)
  - Have more convenient locations (3 respondents)
  - Have a bigger pool (2 respondents)

## Provide cultural & community events



- Monitor the provision of cultural & community events
  - This service is used by 63% of respondents
- Residents consider the provision of cultural activities to be an important responsibility of Council
  - Mean importance rating = 7.5
- Satisfaction is high
  - Mean satisfaction rating = 7.4
  - Results are statistically similar between 2003-2005
- Satisfaction is higher among females, seniors, older households without children and Marina ward residents
  - 60% females vs. 48% males rated satisfaction in top 3 boxes
  - 70% aged 65 years+ rated satisfaction in top 3 boxes; 16% points above the average
  - 63% households 35 years+ without children vs. 48% other household types rated satisfaction in the top 3 boxes
  - 69% Marina ward vs. 40% South Coastal, 48% Whitfords and 51% South ward residents rated satisfaction in the top 3 boxes
- To increase satisfaction:
  - Disseminate information/advertise events (1 respondent)
  - Have more activities (3 respondents)

## Provide youth services & activities



- Monitor the provision of youth services & activities
  - This service is used by 34% of respondents
- Residents consider the provision of youth services & activities to be a very important responsibility of Council
  - Mean importance rating = 8.5
- Satisfaction is good
  - Mean satisfaction rating = 6.8
  - Results are statistically similar between 2003-2005
- Females and Marina ward residents are more satisfied
  - 47% females vs. 27% males rated satisfaction in the top 3 boxes
  - 50% Marina ward vs. 17% South and 26% North Coast ward residents rated satisfaction in the top 3 boxes
- Younger respondents are the least satisfied
  - 15% 18-34 year olds rated satisfaction in the top 3 boxes; 21% points below the average
- To increase satisfaction:
  - Provide more services & activities for youth (4 respondents)
  - More advertising of services & activities (1 respondent)

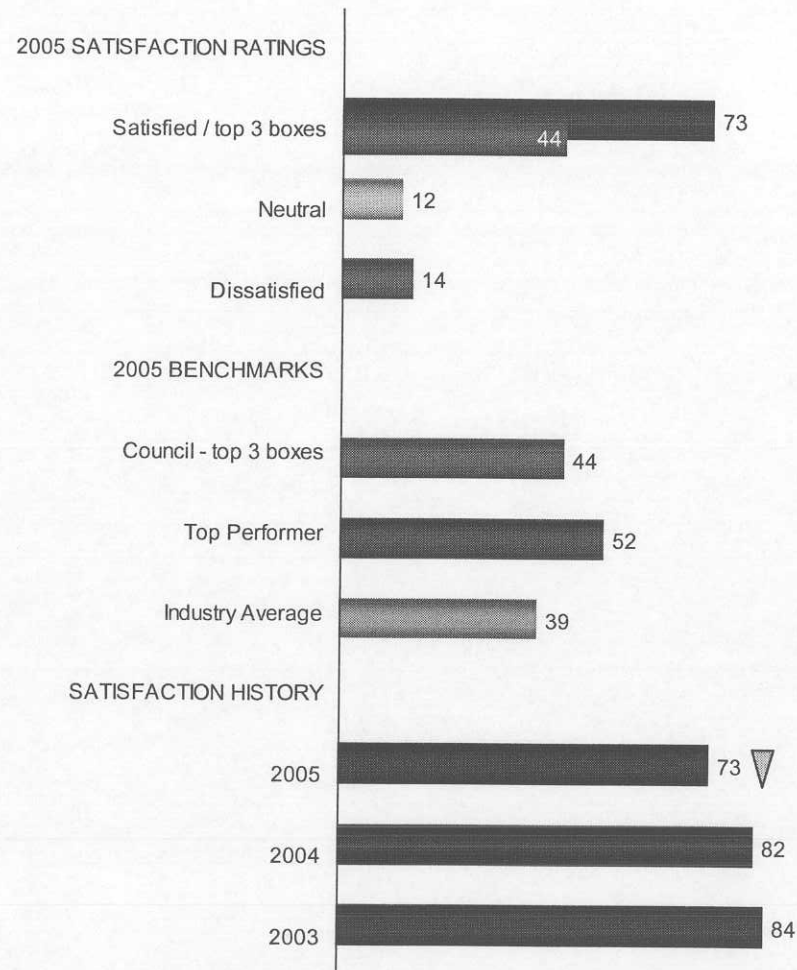
EG9

Q. How satisfied are you with Council's performance in this area? 10 = totally satisfied, 1 = totally dissatisfied.  
 Base: Respondents who use service/facility (2005 n=170, 2004 n=195, 2003 n=101)  
 Coding: Satisfied = 6-10, Top 3 boxes = 8,9 and 10, Dissatisfied = 1-4

▽ ▲ = significant variance



## Graffiti, vandalism & anti-social behaviour control



- Concentrate on the control of graffiti, vandalism & anti-social behaviour
  - This service is used by 92% of respondents
- Residents consider this area to be a very important responsibly of Council
  - Mean importance rating = 9.2
- Satisfaction is good but fell significantly
  - Mean satisfaction rating = 6.8
  - Satisfaction fell by 9% points during the year
- Satisfaction is higher among females, older residents and those from the Lakeside ward
  - 53% females vs. 35% males rated satisfaction in the top 3 boxes
  - 47% resident 6 years+ vs. 35% resident < 5 years rated satisfaction in the top 3 boxes
  - 56% Lakeside ward vs. 37% North Coast, 39% South Coastal and 41% Whitfords ward residents rated satisfaction in the top 3 boxes
- The harshest critics are aged 55-64 years
  - 23% 55-64 years rated satisfaction 1-4; 9% points above the average
- To increase satisfaction:
  - Better control/do more about it/more cameras (13 respondents)
  - Stop graffiti/hoons (11 respondents)
  - Clean all graffiti promptly (8 respondents)

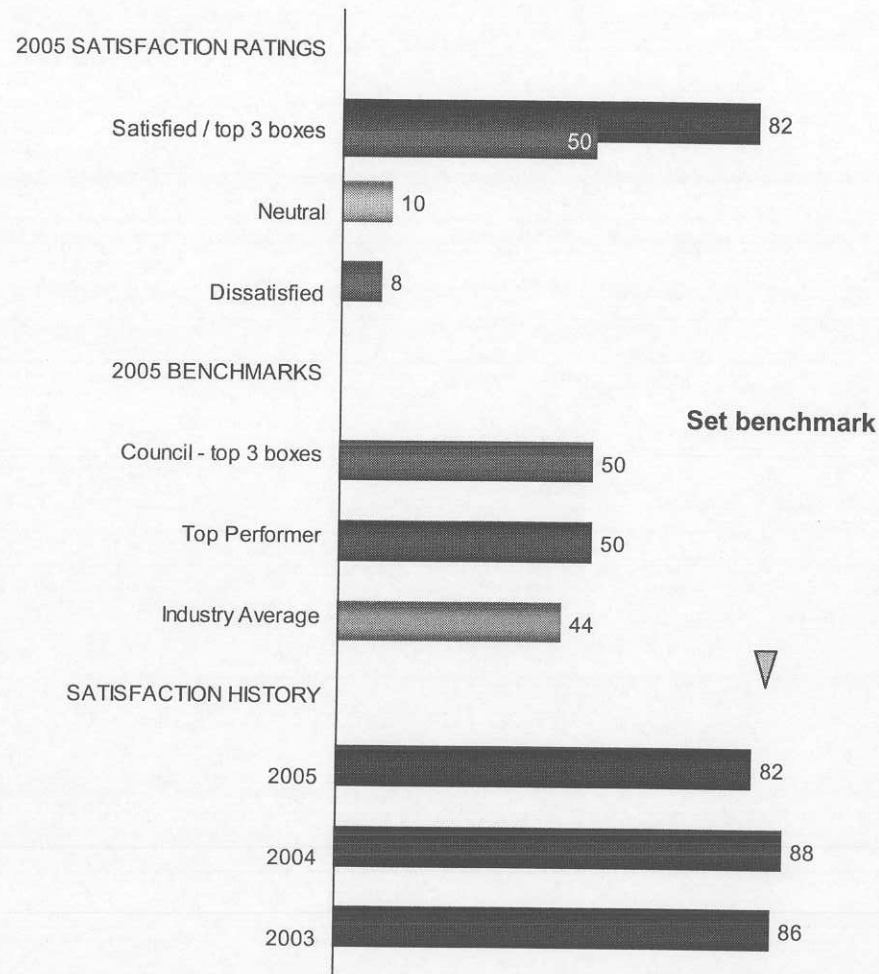
ES3

Q. How satisfied are you with Council's performance in this area? 10 = totally satisfied, 1 = totally dissatisfied.  
 Base: Respondents who use service/facility (2005 n=458, 2004 n=447, 2003 n=373)  
 Coding: Satisfied = 6-10, Top 3 boxes = 8,9 and 10, Dissatisfied = 1-4

▽ ▲ = significant variance



# Conservation & environmental management



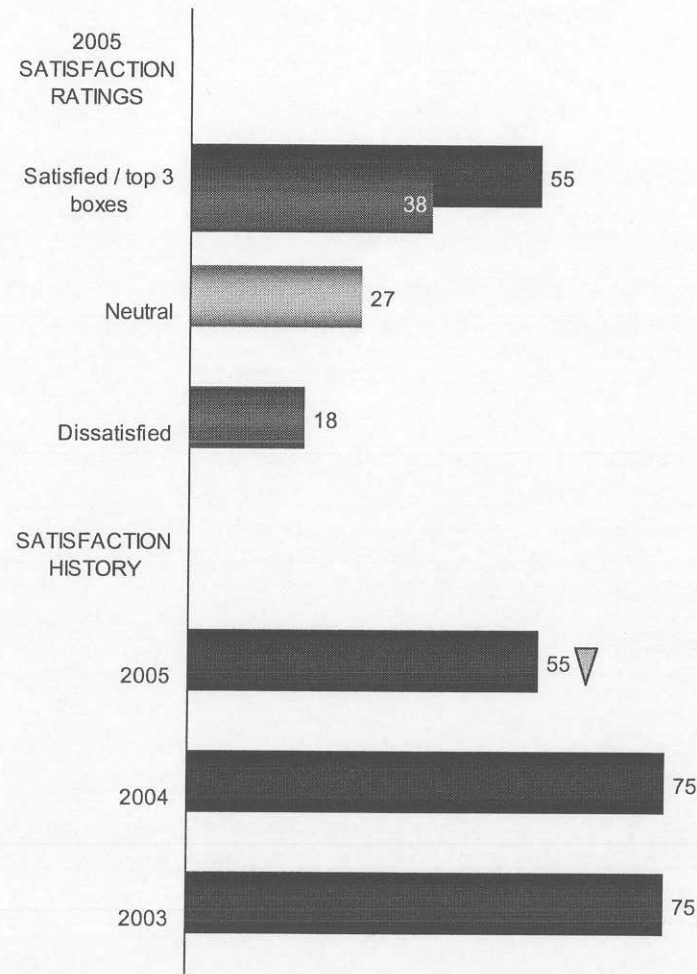
- Concentrate on conservation & environmental management
  - This service is used by 69% of respondents
- Residents consider conservation & environmental management to be a very important responsibility of Council
  - Mean importance rating = 8.8
- Satisfaction is high but fell significantly
  - Mean satisfaction rating = 7.2
  - Satisfaction fell by 6% points during the year
- Females, seniors and those from the Lakeside ward are more satisfied
  - 55% females vs. 45% males rated satisfaction in top 3 boxes
  - 62% aged 65 years+ rated satisfaction in the top 3 boxes; 12% points above the average
  - 67% Lakeside ward vs. 43% Whitfords, 45% Pinnaroo, 46% South, 47% South Coastal, 48% Marina ward residents rated satisfaction in the top 3 boxes
- To increase satisfaction:
  - More environmentally friendly (3 respondents)
  - Better maintenance (2 respondents)
  - Do more about it (2 respondents)

EE1

Q. How satisfied are you with Council's performance in this area? 10 = totally satisfied, 1 = totally dissatisfied.  
 Base: Respondents who use service/facility (2005 n=346, 2004 n=364, 2003 n=244)  
 Coding: Satisfied = 6-10, Top 3 boxes = 8,9 and 10, Dissatisfied = 1-4

▽ ▲ = significant variance

## Financial counselling



Please note: small sample sizes

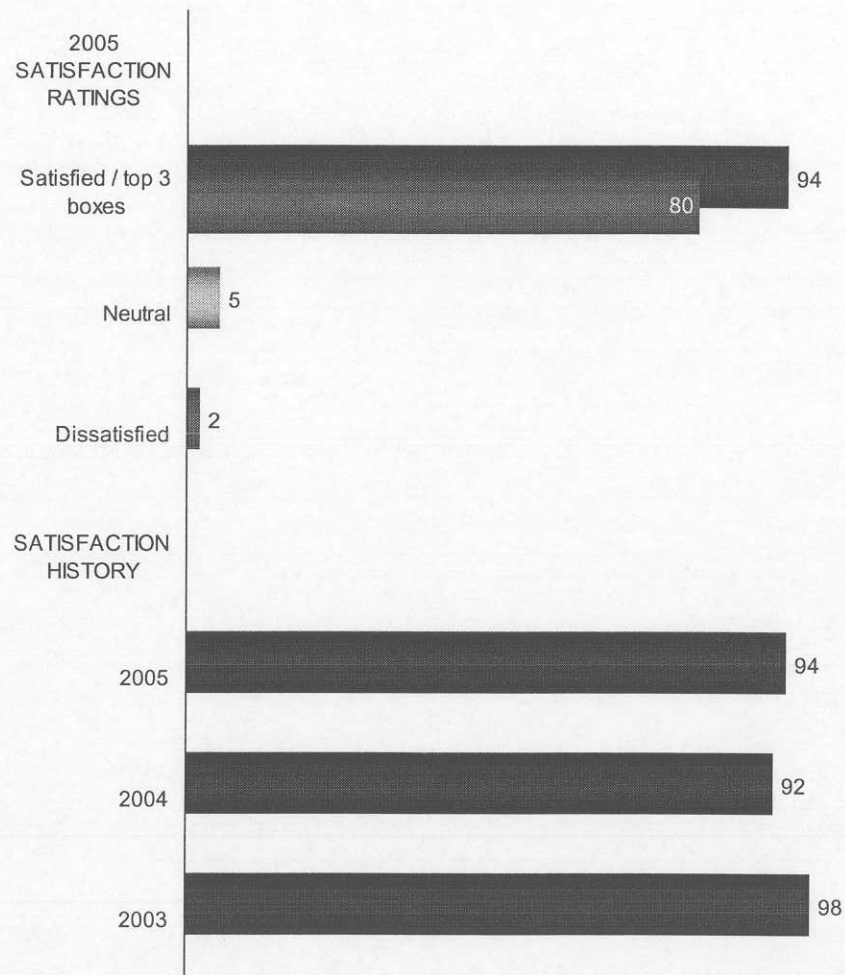
- Monitor financial counselling
  - This service is used by 7% of respondents
- Residents consider financial counselling to be the least important responsibility of Council
  - Mean importance rating = 6.9
  - This service received the lowest importance rating
- Satisfaction is moderate among users of this service
  - Mean satisfaction rating = 6.3
  - This service has the lowest level of satisfaction and has fallen significantly during the year; down by 20% points
- Satisfaction tends to be higher among 18-34 year olds and families with children
  - 75% 18-34 year olds rated satisfaction in the top 3 boxes; 36% points above the industry average
  - 46% families with children vs. 17% households 35 years+ without children rated satisfaction in the top 3 boxes
- To increase satisfaction:
  - Improve service standards (1 respondent)

EC10

Q. How satisfied are you with Council's performance in this area? 10 = totally satisfied, 1 = totally dissatisfied.  
 Base: Respondents who use service/facility (2005 n=37, 2004 n=54, 2003 n=15)  
 Coding: Satisfied = 6-10, Top 3 boxes = 8,9 and 10, Dissatisfied = 1-4

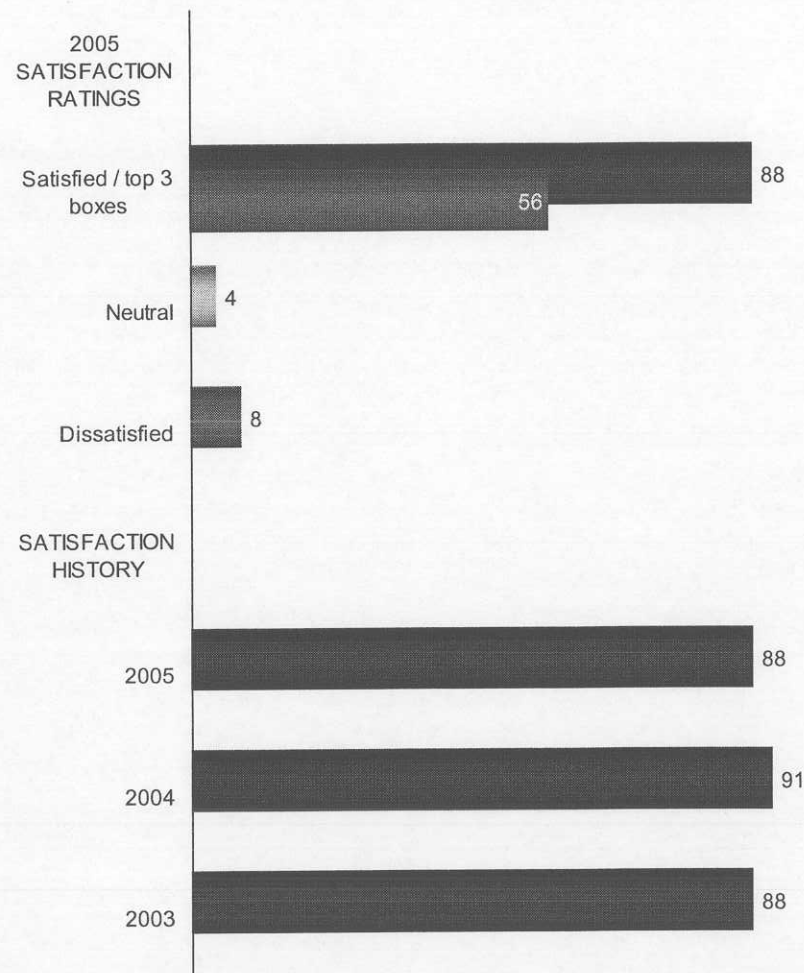
▼ ▲ = significant variance

## Immunisation clinics



- Praise immunisation clinics
  - This service is used by 39% of respondents
- Residents consider immunisation clinics to be a very important responsibility of Council
  - Mean importance rating = 8.9
- Satisfaction is very high
  - Mean satisfaction rating = 8.6
  - Results are statistically similar between 2003-2005
- Females are more satisfied than males
  - 86% females vs. 74% males rated satisfaction in the top 3 boxes
- To increase satisfaction:
  - Improve service standards (1 respondent)

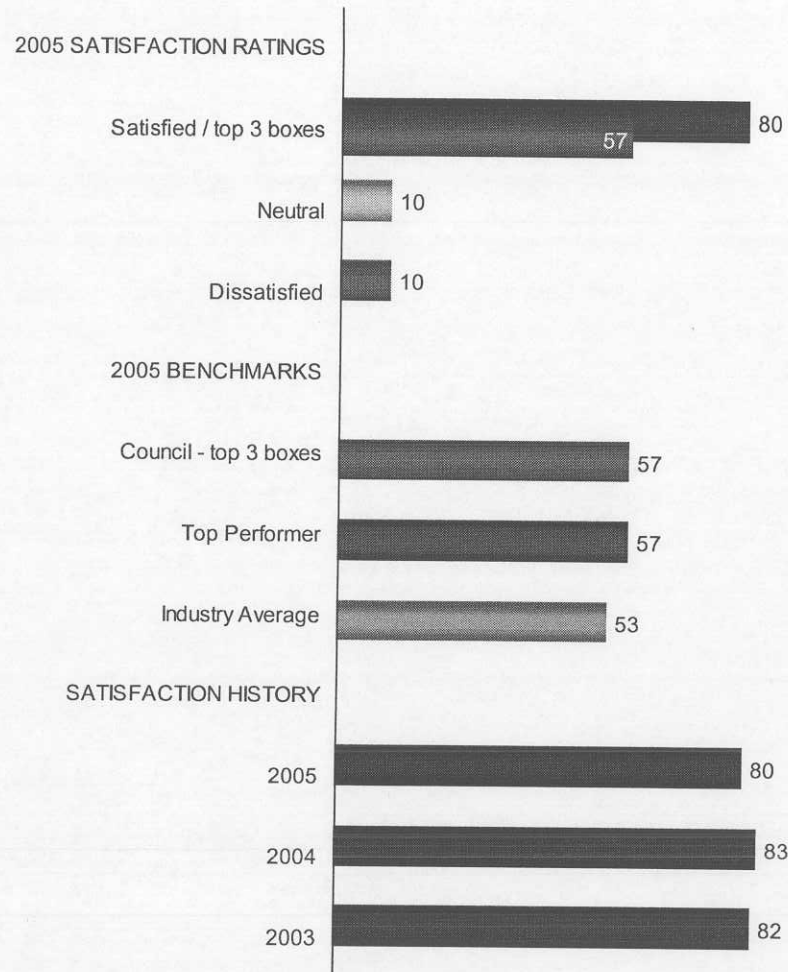
## Food & pollution control services



- Praise food & pollution control services
  - This service is used by 31% of respondents
- Residents consider food & pollution control to be a very important responsibility of Council
  - Mean importance rating = 8.5
- Satisfaction is high
  - Mean satisfaction rating = 7.5
  - Results are statistically similar between 2003-2005
- Those aged 35-44 years and Whitfords ward residents are the least satisfied
  - 33% aged 35-44 years rated satisfaction in the top 3 boxes; 23% points below the average
  - 34% Whitfords ward vs. 73% Lakeside and 60% South ward residents rated satisfaction in the top 3 boxes
- To increase satisfaction:
  - Reduce pollution from cars/smells (2 respondents)



## Control animals



- Monitor animal control
  - This service is used by 80% of respondents
- Residents consider animal control to be a very important responsibility of Council
  - Mean importance rating = 8.3
- Satisfaction is high
  - Mean satisfaction rating = 7.3
  - Results are statistically similar between 2003-2005
- Satisfaction is highest among Lakeside ward residents
  - 71% Lakeside ward vs. 46% Marina, 51% South, 54% Whitfords and 54% South Coastal ward residents rated satisfaction in the top 3 boxes
- To increase satisfaction:
  - Have dogs on leashes/stop barking (16 respondents)
  - Better animal control enforcement (10 respondents)
  - Better response to complaints (7 respondents)
  - Address stray cat problems (6 respondents)
  - More poo-bags (4 respondents)

EC2

Q. How satisfied are you with Council's performance in this area? 10 = totally satisfied, 1 = totally dissatisfied.

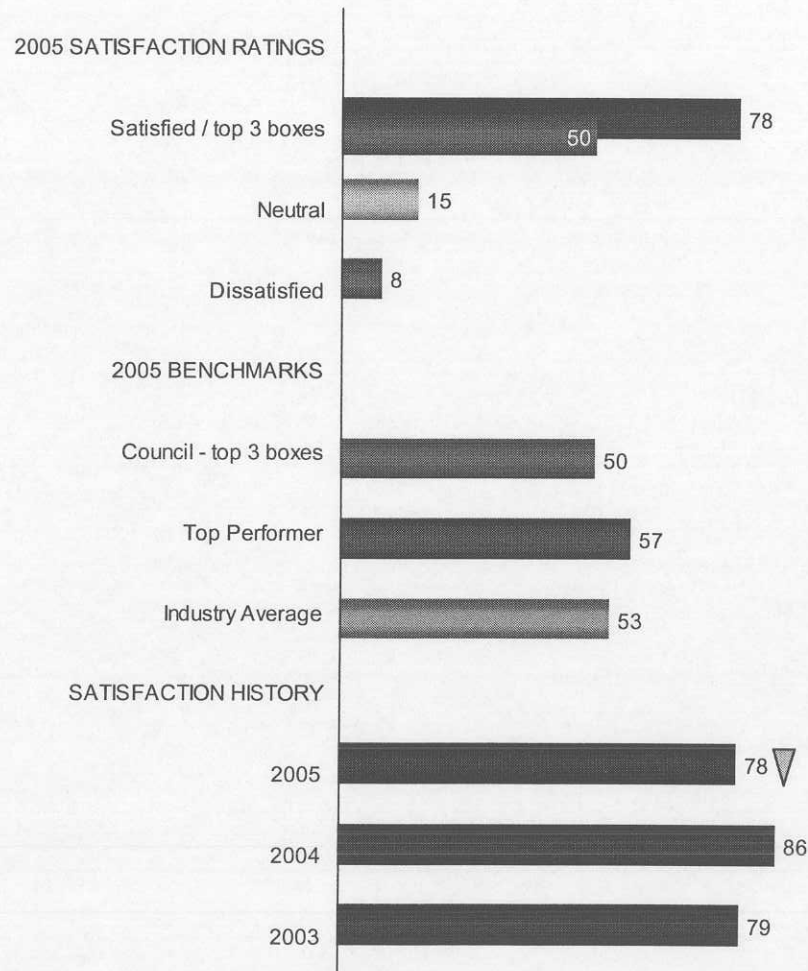
Base: Respondents who use service/facility (2005 n=398, 2004 n=411, 2003 n=292)

Coding: Satisfied = 6-10, Top 3 boxes = 8,9 and 10, Dissatisfied = 1-4

▽ ▲ = significant variance



## Control pests



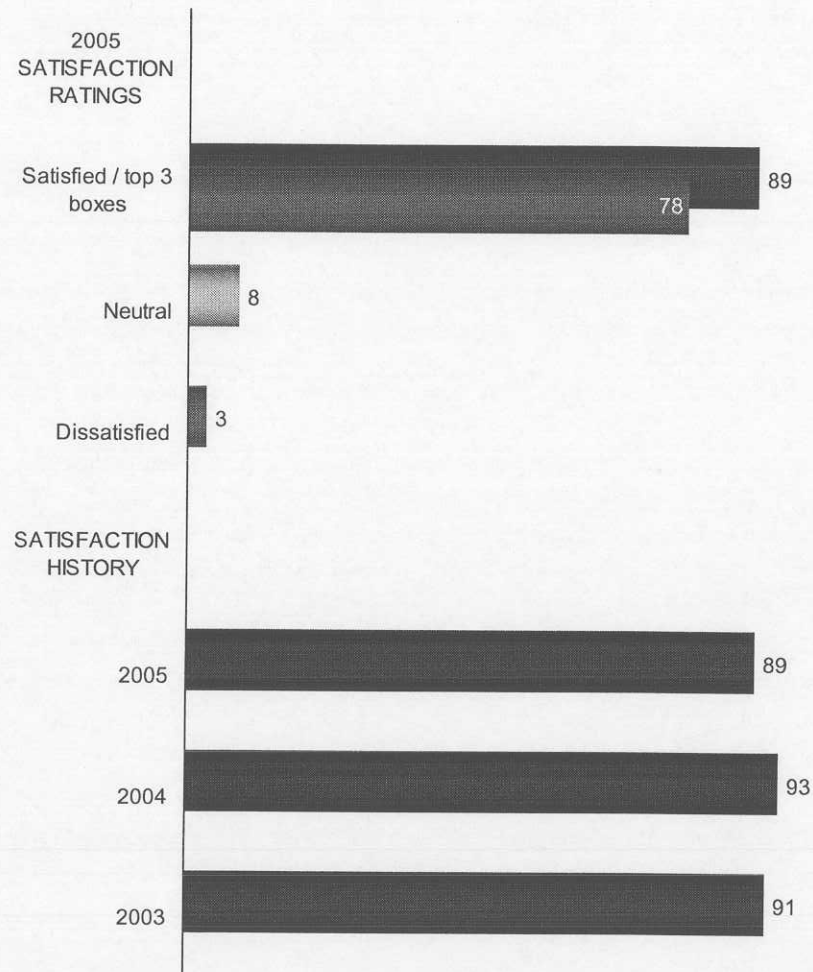
- Monitor pest control
  - This service is used by 37% of respondents
- Residents consider pest control to be a very important responsibility of Council
  - Mean importance rating = 8.2
- Satisfaction is high but fell significantly
  - Mean satisfaction rating = 7.1
  - Satisfaction fell by 8% points during the year
- Households without children are more satisfied
  - 56% households without children vs. 44% families with children rated satisfaction in the top 3 boxes
- To increase satisfaction further:
  - Do more to control pests/bees/rats (5 respondents)
  - Better response to complaints (2 respondents)

EC3

Q. How satisfied are you with Council's performance in this area? 10 = totally satisfied, 1 = totally dissatisfied.  
 Base: Respondents who use service/facility (2005 n=187, 2004 n=256, 2003 n=134)  
 Coding: Satisfied = 6-10, Top 3 boxes = 8,9 and 10, Dissatisfied = 1-4

▼ ▲ = significant variance

## Australian citizenship ceremonies



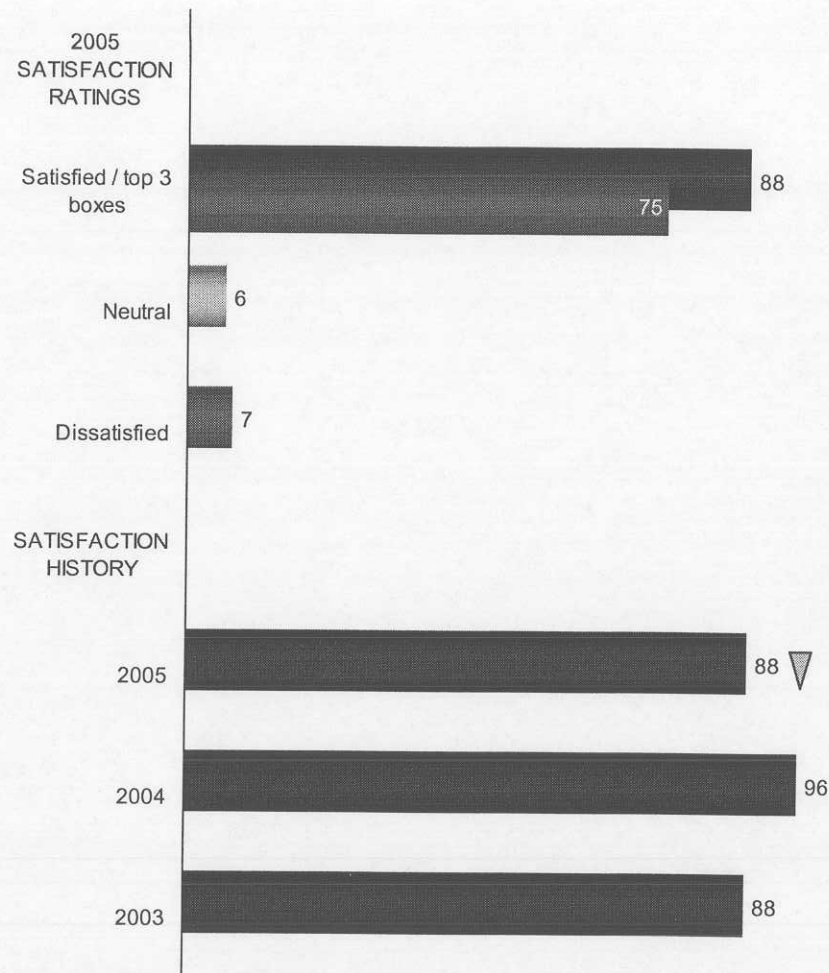
- Sustain Australian citizenship ceremonies
  - This service is used by 51% of respondents
- Residents consider Australian citizenship ceremonies to be a very important responsibility of Council
  - Mean importance rating = 8.0
- Satisfaction is very high
  - Mean satisfaction rating = 8.4
  - Results are statistically similar between 2003-2005
- Older respondents and households without children are more satisfied
  - 80% aged 35 years+ vs. 56% 18-34 years rated satisfaction in the top 3 boxes
  - 83% households without children vs. 74% families with children rated satisfaction in the top 3 boxes
- To increase satisfaction:
  - Improve service standards (1 respondent)
  - Reduce costs (1 respondent)

EC11

Q. How satisfied are you with Council's performance in this area? 10 = totally satisfied, 1 = totally dissatisfied.  
 Base: Respondents who use service/facility (2005 n=257, 2004 n=314, 2003 n=175)  
 Coding: Satisfied = 6-10, Top 3 boxes = 8,9 and 10, Dissatisfied = 1-4

▽ ▲ = significant variance

## Provide transport for the aged to social activities



- Praise the provision of transport services for the aged
  - This service is used by 32% of respondents
- Residents consider transport for the aged to be a very important responsibility of Council
  - Mean importance rating = 8.7
- Satisfaction is very high but fell significantly
  - Mean satisfaction rating = 8.1
  - Satisfaction fell by 8% points during the year
- Satisfaction is highest among Whitfords ward residents
  - 94% Whitfords ward vs. 58% South Coastal and 67% South ward residents rated satisfaction in the top 3 boxes
- To increase satisfaction:
  - Provide more of this service (4 respondent)
  - Provide more information about this service (2 respondents)

EG4

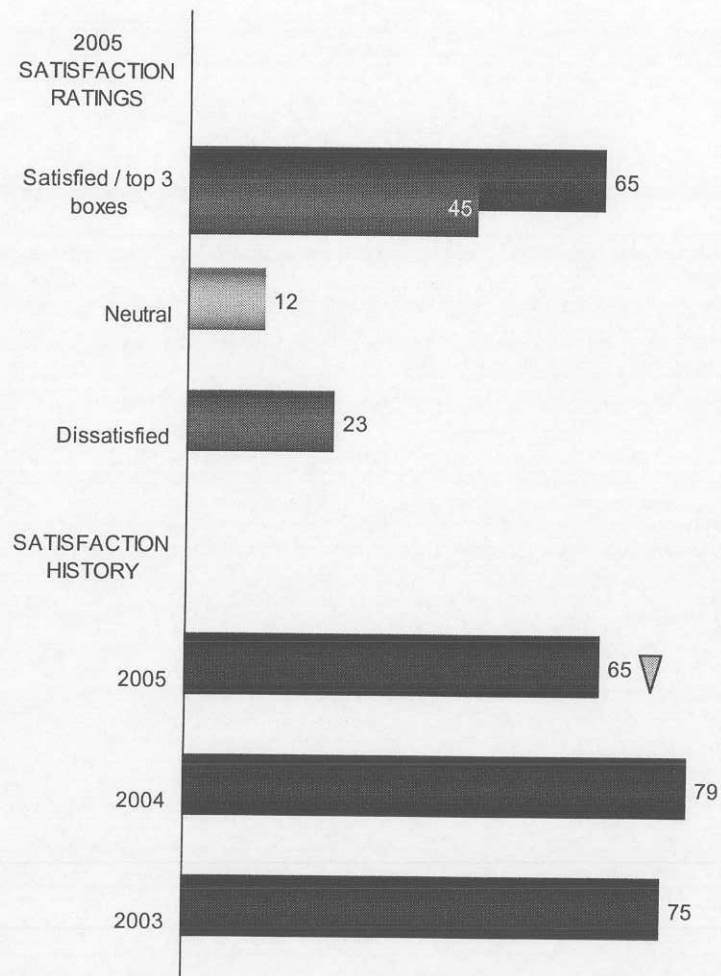
Q. How satisfied are you with Council's performance in this area? 10 = totally satisfied, 1 = totally dissatisfied.

Base: Respondents who use service/facility (2005 n=158, 2004 n=186, 2003 n=89)

Coding: Satisfied = 6-10, Top 3 boxes = 8,9 and 10, Dissatisfied = 1-4

▼ ▲ = significant variance

## Mobile security patrols



- Concentrate on mobile security patrols
  - This service is used by 84% of respondents
- Residents consider mobile security patrols to be a very important responsibility of Council
  - Mean importance rating = 8.7
- Satisfaction is good but fell significantly
  - Mean satisfaction rating = 6.6
  - Satisfaction fell by 14% points during the year
- Females are more satisfied
  - 54% females vs. 37% males rated satisfaction in the top 3 boxes
- Older families without children are the harshest critics
  - 29% households 35 years+ without children vs. 19% other household types rated satisfaction in the top 3 boxes
- To increase satisfaction:
  - Be more thorough (18 respondents)
  - Improve times/areas of coverage (7 respondents)
  - Provide more patrols (4 respondents)
  - Need more power/clarify powers (4 respondents)

ES2

Q. How satisfied are you with Council's performance in this area? 10 = totally satisfied, 1 = totally dissatisfied.

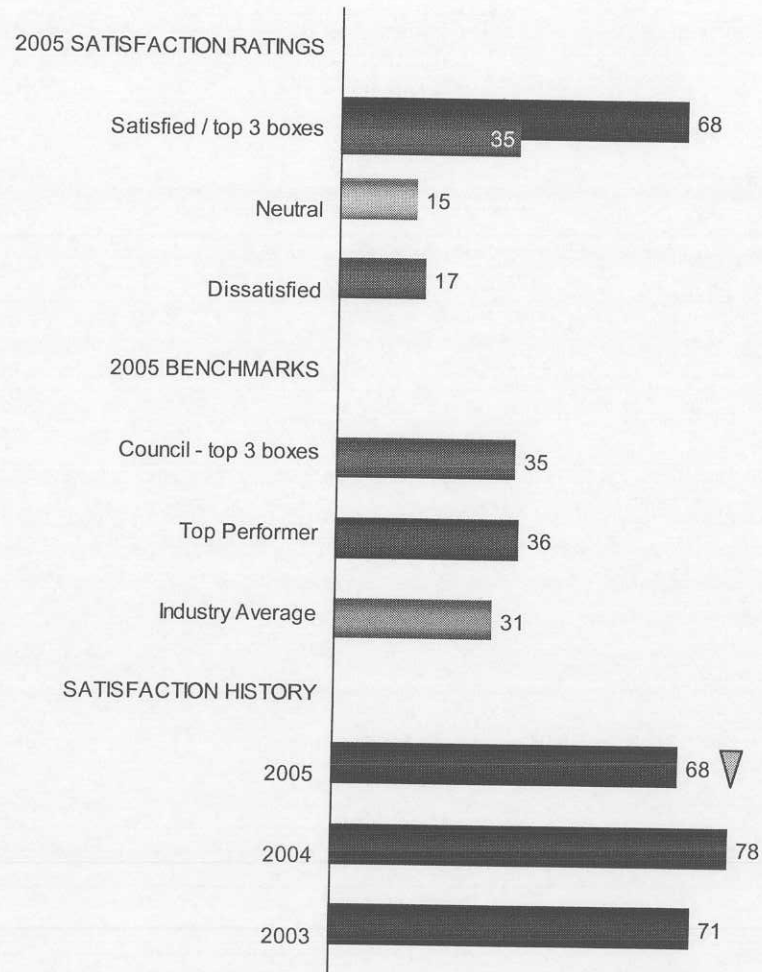
Base: Respondents who use service/facility (2005 n=422, 2004 n=436, 2003 n=399)

Coding: Satisfied = 6-10, Top 3 boxes = 8,9 and 10, Dissatisfied = 1-4

▽ ▲ = significant variance



## Parking control



- Monitor parking controls
  - This service is used by 69% of respondents
- Residents consider parking control to be an important responsibility of Council
  - Mean importance rating = 7.3
- Satisfaction is good but fell significantly
  - Mean satisfaction rating = 6.4
  - Satisfaction fell by 10% points during the year
- Females and older respondents are more satisfied
  - 45% females vs. 27% males rated satisfaction in the top 3 boxes
  - 39% aged 45 years+ vs. 29% 18-44 years rated satisfaction in the top 3 boxes
- To increase satisfaction:
  - Provide better policing (12 respondents)
  - Provide more parking spaces (7 respondents)
  - Better maintenance/design (4 respondents)

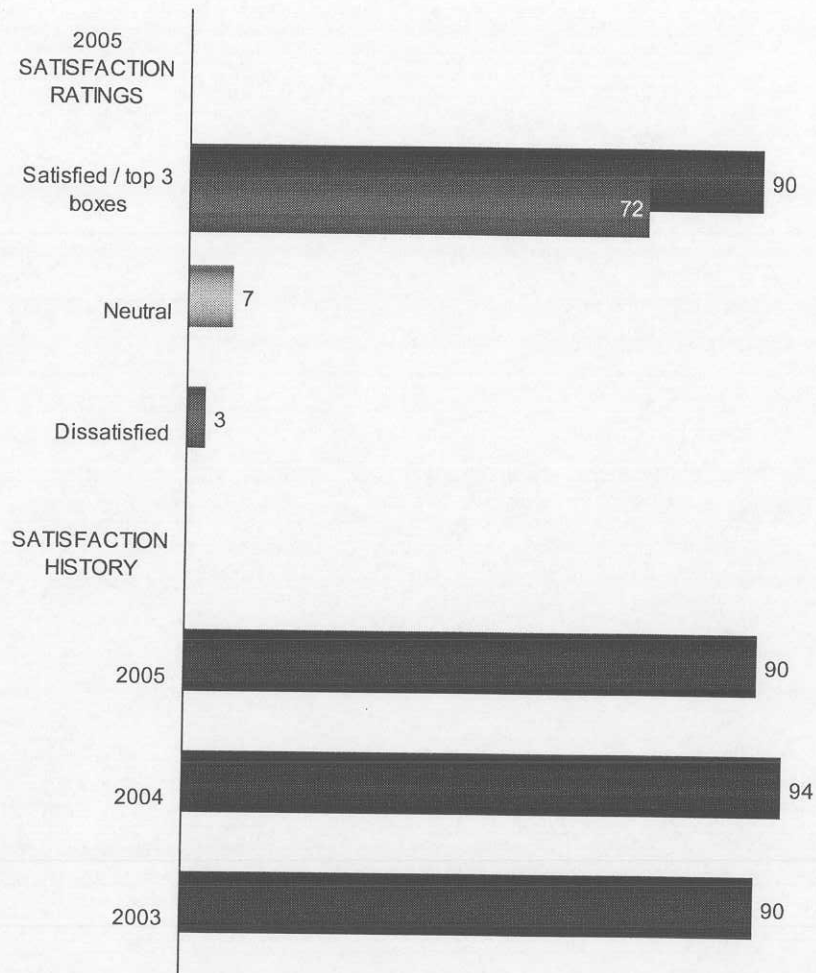
EC4

Q. How satisfied are you with Council's performance in this area? 10 = totally satisfied, 1 = totally dissatisfied.  
 Base: Respondents who use service/facility (2005 n=346, 2004 n=341, 2003 n=240)  
 Coding: Satisfied = 6-10, Top 3 boxes = 8,9 and 10, Dissatisfied = 1-4

▽ ▲ = significant variance



## Fire prevention



- Praise fire prevention
  - This service is used by 58% of respondents
- Residents consider fire prevention to be a very important responsibility of Council
  - Mean importance rating = 9.0
- Satisfaction is very high
  - Mean satisfaction rating = 8.1
  - Results are statistically similar between 2003-2005
- Females tend to be more satisfied
  - 80% females vs. 64% males rated satisfaction in top 3 boxes
- Satisfaction is highest among newer residents and Lakeside ward residents
  - 81% resident < 5 years rated satisfaction in the top 3 boxes; 9% points above the average
  - 88% Lakeside ward vs. 62% South Coastal, 65% Marina and 69% South ward residents rated satisfaction in the top 3 boxes
- To increase satisfaction:
  - Provide more information (1 respondent)

EC6

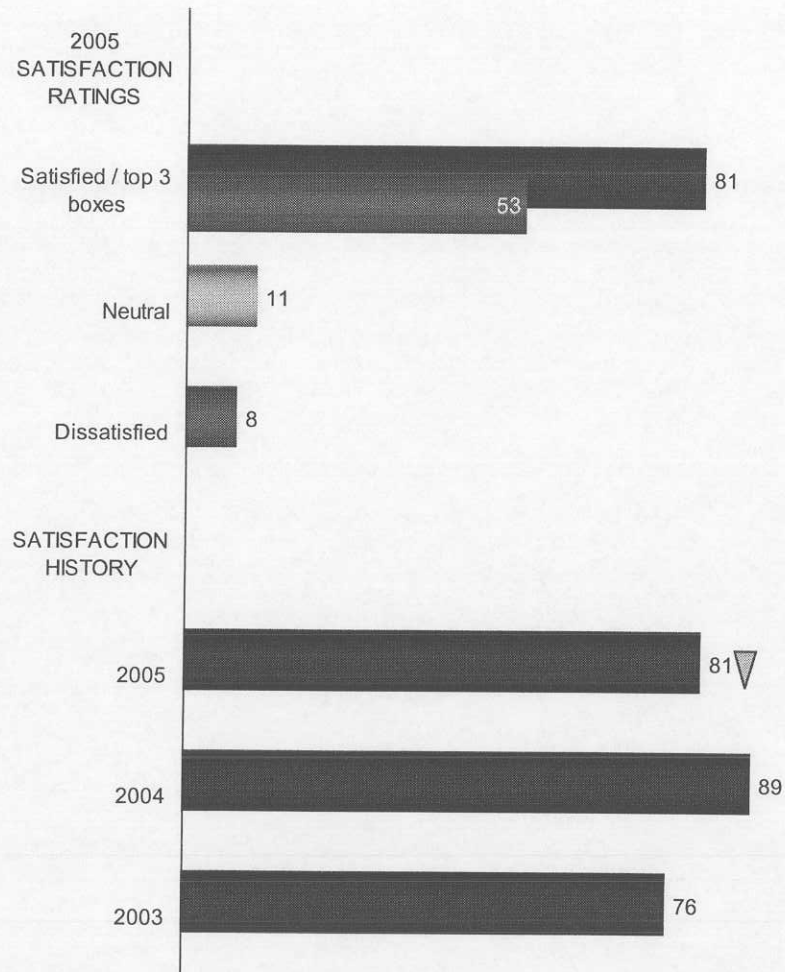
Q. How satisfied are you with Council's performance in this area? 10 = totally satisfied, 1 = totally dissatisfied.

Base: Respondents who use service/facility (2005 n=292, 2004 n=296, 2003 n=150)

Coding: Satisfied = 6-10, Top 3 boxes = 8,9 and 10, Dissatisfied = 1-4

▽ ▲ = significant variance

## Abandoned & off-road vehicle control



- Monitor the control of abandoned & off-road vehicles
  - This service is used by 58% of respondents
- Residents consider the control of abandoned & off-road vehicles to be an important responsibility of Council
  - Mean importance rating = 7.8
- Satisfaction is high but fell significantly
  - Mean satisfaction rating = 7.3
  - Satisfaction fell by 8% points during the year
- Satisfaction is higher among females, seniors and Pinnaroo ward residents
  - 63% females vs. 45% males rated satisfaction in top 3 boxes
  - 70% aged 65 years+ rated satisfaction in the top 3 boxes; 17% points above the average
  - 65% Pinnaroo ward vs. 47% Whitfords ward residents rated satisfaction in the top 3 boxes
- To increase satisfaction:
  - Be more helpful/improve response times (6 respondents)
  - Provide more areas for 4WD's (1 respondent)

EC5

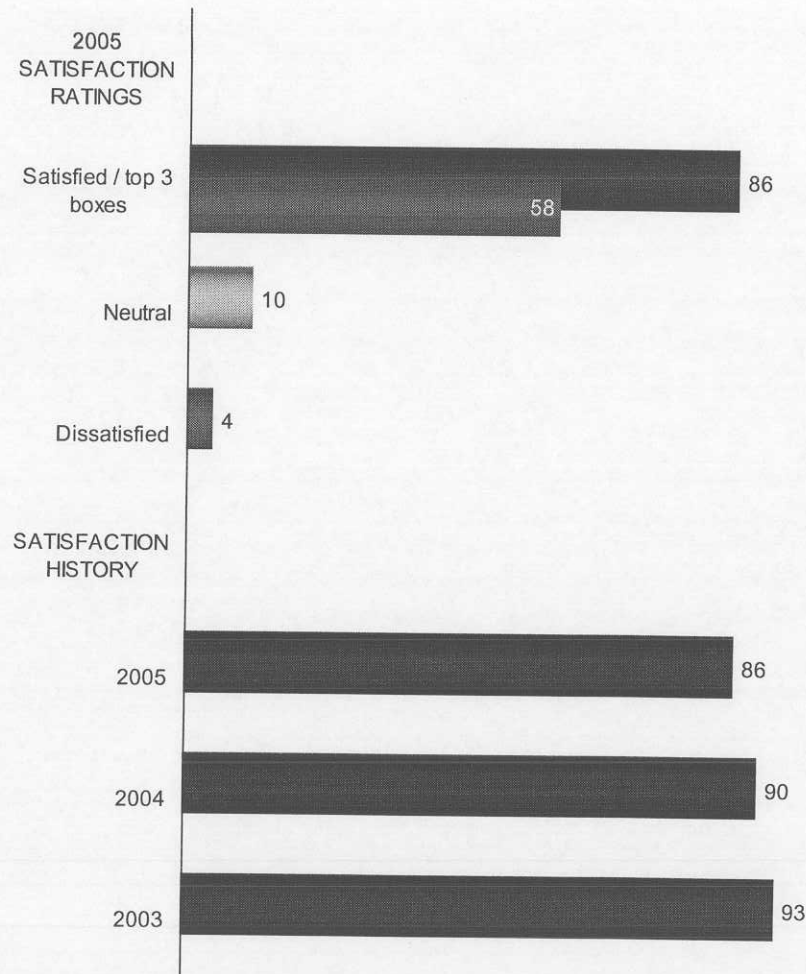
Q. How satisfied are you with Council's performance in this area? 10 = totally satisfied, 1 = totally dissatisfied.

Base: Respondents who use service/facility (2005 n=292, 2004 n=311, 2003 n=156)

Coding: Satisfied = 6-10, Top 3 boxes = 8,9 and 10, Dissatisfied = 1-4

▽ ▲ = significant variance

## Community education activities



- Sustain community education activities
  - This service is used by 41% of respondents
- Residents consider community education services to be a very important responsibility of Council
  - Mean importance rating = 8.0
- Satisfaction is high
  - Mean satisfaction rating = 7.5
  - Results are statistically similar between 2003-2005
- Females, newer residents and Lakeside ward residents are more satisfied
  - 71% females vs. 44% males rated satisfaction in the top 3 boxes
  - 70% resident < 5 years vs. 55% resident 6 years+ rated satisfaction in the top 3 boxes
  - 73% Lakeside ward vs. 44% North Coast ward residents rated satisfaction in the top 3 boxes
- To increase satisfaction:
  - Provide more information (2 respondents)
  - Improve service standards (2 respondents)

E14

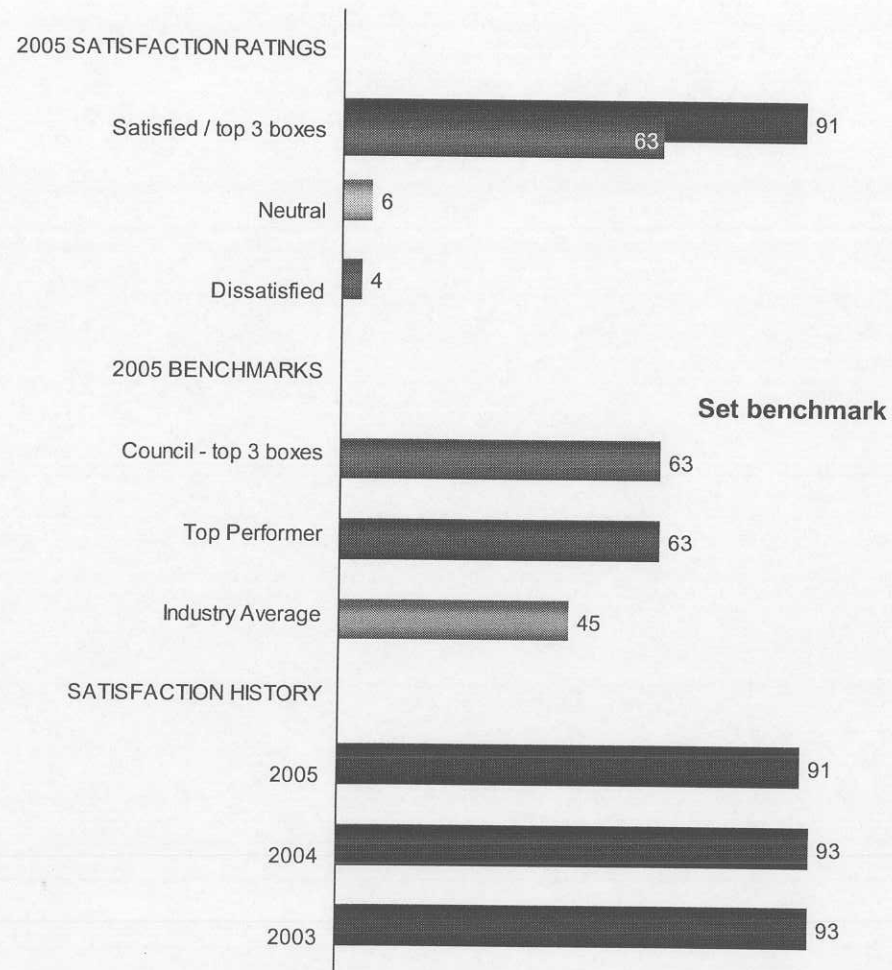
Q. How satisfied are you with Council's performance in this area? 10 = totally satisfied, 1 = totally dissatisfied.

Base: Respondents who use service/facility (2005 n=204, 2004 n=251, 2003 n=120)

Coding: Satisfied = 6-10, Top 3 boxes = 8,9 and 10, Dissatisfied = 1-4

▽ ▲ = significant variance

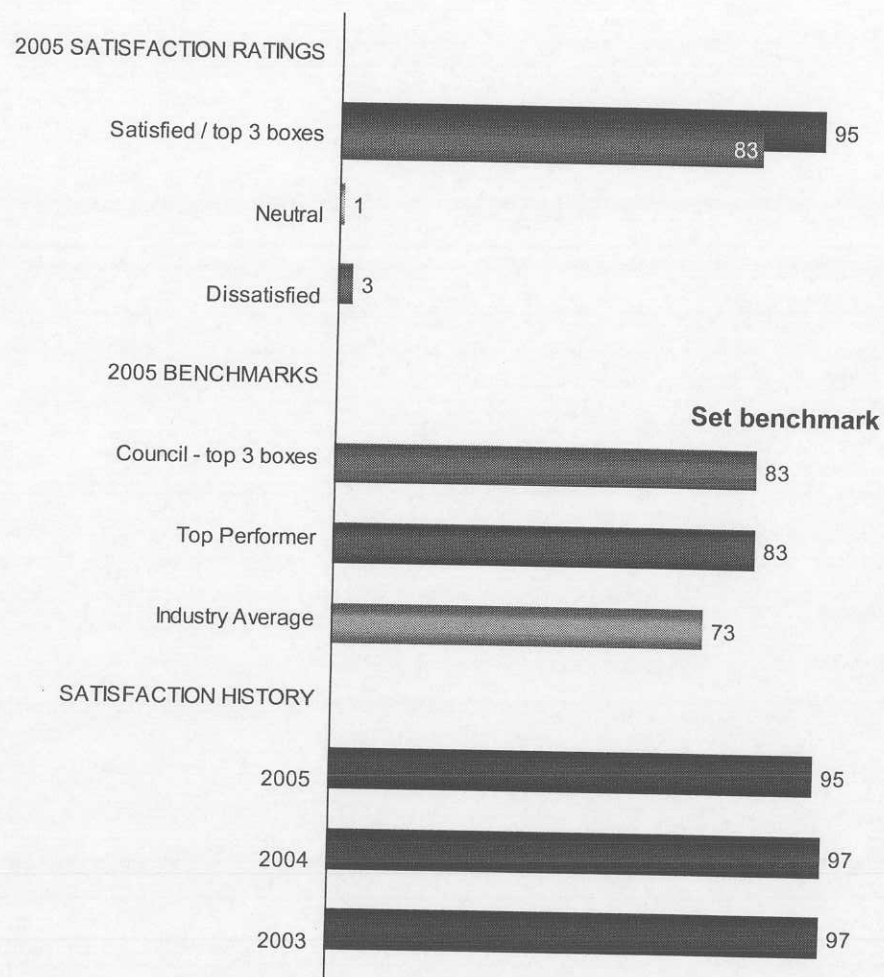
## Community centres & public halls



- Sustain community centres & public halls
  - This service is used by 69% of respondents
- Residents consider the provision of community centres & public halls to be a very important responsibility of Council
  - Mean importance rating = 8.4
- Satisfaction is high
  - Mean satisfaction rating = 7.8
  - Results are statistically similar between 2003-2005
- Satisfaction is highest amongst seniors and Whitfords ward residents
  - 81% aged 65 years+ rated satisfaction in the top 3 boxes; 18% points above the average
  - 77% Whitfords ward residents rated satisfaction in the top 3 boxes; 23% points above the average
- To increase satisfaction:
  - Provide more information (1 respondent)
  - Need more activities for specific groups (1 respondent)
  - Better maintenance (1 respondent)
  - More convenient locations (1 respondent)



## Provide library & information services



- Praise the provision of library & information services
  - This service is used by 91% of respondents
- Residents consider the provision of library & information services to be a very important responsibility of Council
  - Mean importance rating = 9.1
- Satisfaction is very high
  - Mean satisfaction rating = 8.7
  - Results are statistically similar between 2003-2005
- Females and older households without children are more satisfied
  - 86% females vs. 79% males rated satisfaction in the top 3 boxes
  - 89% households 35 years+ without children vs. 78% other household types rated satisfaction in the top 3 boxes
- Satisfaction is highest amongst those aged 65 years+
  - 91% aged 65 years+ rated satisfaction in the top 3 boxes; 9% points above the average
- To increase satisfaction:
  - Update facilities (3 respondents)
  - Provide more books (2 respondents)
  - Need more funding (1 respondent)
  - Better layout (1 respondent)

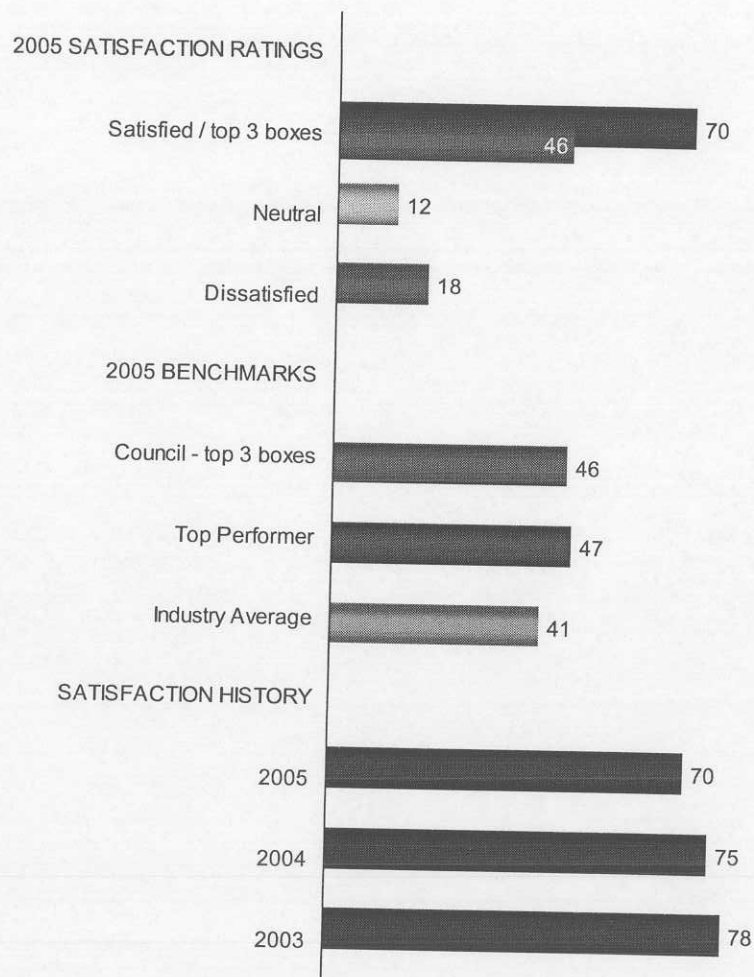
E11

Q. How satisfied are you with Council's performance in this area? 10 = totally satisfied, 1 = totally dissatisfied.  
 Base: Respondents who use service/facility (2005 n=453, 2004 n=447, 2003 n=410)  
 Coding: Satisfied = 6-10, Top 3 boxes = 8,9 and 10, Dissatisfied = 1-4

▽ ▲ = significant variance



## Planning & building approvals



- Concentrate on planning & building approvals
  - This service is used by 72% of respondents
- Residents consider planning decisions to be a very important responsibility of Council
  - Mean importance rating = 8.6
- Satisfaction is good
  - Mean satisfaction rating = 6.6
  - Results are statistically similar between 2003-2005
- Females, newer residents and those from the Pinnaroo ward are more satisfied
  - 51% females vs. 40% males rated satisfaction in the top 3 boxes
  - 54% resident < 5 years vs. 43% resident 6 years+ rated satisfaction in the top 3 boxes
  - 55% Pinnaroo ward vs. 38% Whitfords vs. 39% South Coastal ward residents rated satisfaction in the top 3 boxes
- To increase satisfaction:
  - Reduce processing times/more efficient (16 respondents)
  - Better decisions (7 respondents)
  - Improve accuracy/more efficient (7 respondents)
  - Reduce red tape (4 respondents)

EP1

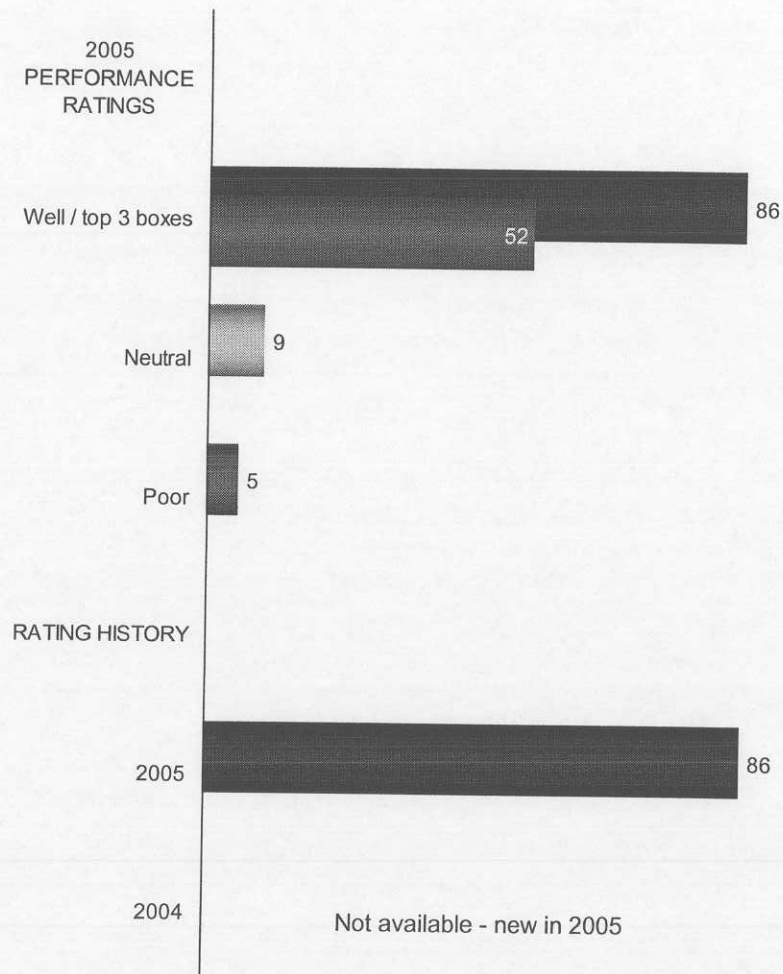
Q. How satisfied are you with Council's performance in this area? 10 = totally satisfied, 1 = totally dissatisfied.

Base: Respondents who use service/facility (2005 n=361, 2004 n=360, 2003 n=285)

Coding: Satisfied = 6-10, Top 3 boxes = 8,9 and 10, Dissatisfied = 1-4

▽ ▲ = significant variance

## The provision of social opportunities



- The provision of social opportunities by the City of Joondalup was addressed for the first time in the 2005 study
- Satisfaction is high
  - Mean performance rating = 7.3
  - 52% gave a rating of 8-10 out of ten
  - 34% gave a rating of 6-7 out of ten
  - Only 5% gave a poor rating; 1-4 out of ten
- Females and older households without children are more satisfied
  - 58% females vs. 46% males rated satisfaction in the top 3 boxes
  - 60% households without children vs. 47% other household types rated satisfaction in the top 3 boxes
- Satisfaction is highest amongst seniors
  - 67% aged 65 years+ rated satisfaction in the top 3 boxes; 15% points above the average
- Satisfaction tends to be lower among South and Whitfords ward residents
  - 47% South and 47% Whitfords ward vs. 59% Lakeside ward and 59% Pinnaroo ward residents rated satisfaction in the top 3 boxes

Q5. Thinking about places & facilities where people may interact & socialise within the community, such as recreation & community centres, libraries, parks, festivals & events, etc... How well do you feel the City of Joondalup provides social opportunities, where people can socialise within the community? 10 = extremely well, 1 = extremely poor.

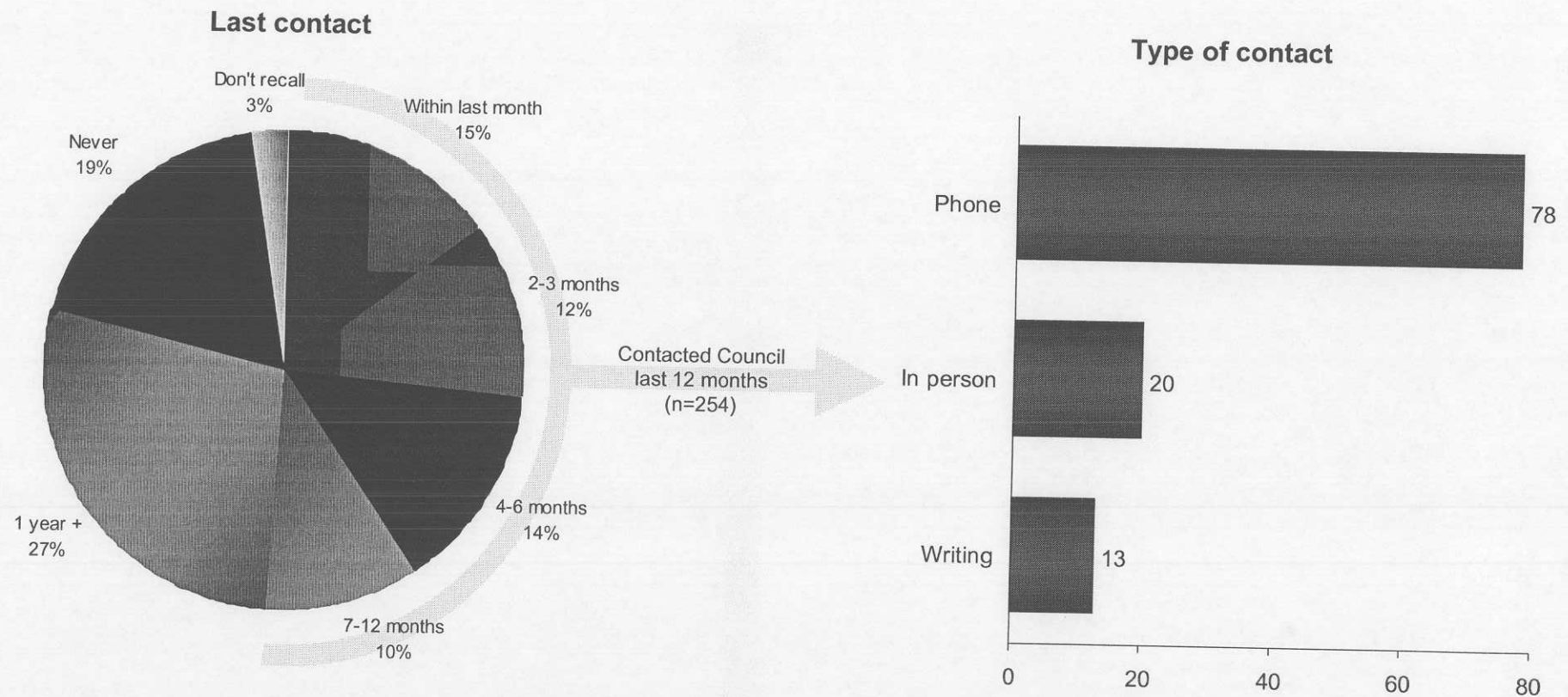
Base: All respondents who gave a valid response (2005 n=432) Coding: Well = 6-10, Top 3 boxes = 8,9 and 10, Poor = 1-4

▽ ▲ = significant variance

# Council Leadership & Management

## Contact with Council

- 51% of respondents have had contact with Council over the past 12 months
  - Similar to last year (48%)
- Most respondents who had contact did so by phone (78%)
  - Significantly more than last year (69%)

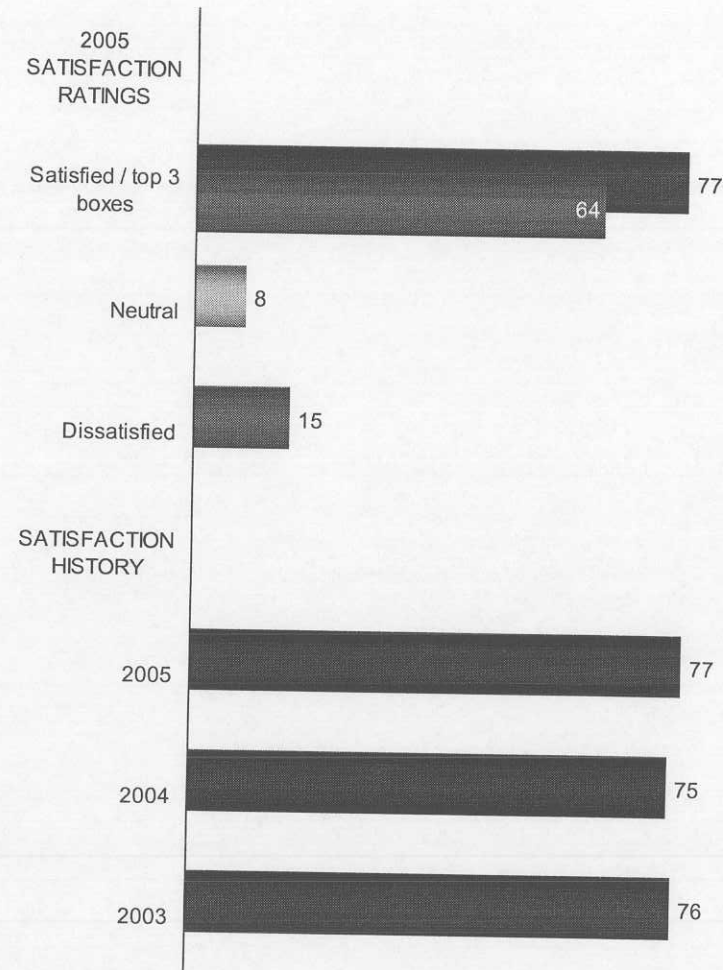


Q8a. When did you last contact the Council about any matters other than simply payment of rates or other fines? Base: All respondents (2005 n=500, 2004 n=500, 2003 n=500)  
 Q8b. Did you contact Council by... Base: Those who contacted Council (2005 n=254); Multiple responses allowed



## Contact with Council – by phone

- Of those who made contact with Council in the past 12 months, 78% did so by telephone
  - 69% did the same in 2004
  - Those from the Whitfords Ward (60%) are the least likely to have contacted Council by telephone; 18% points below the average
- Of those who made contact by phone, 64% rated satisfaction with the way they were dealt with in the top 3 boxes
  - Those aged 18-34 years tend to be less likely to be satisfied
    - 53% 18-34 year olds vs. 66% aged 35 years+ rated satisfaction in the top 3 boxes
  - Households without children and long-term residents are the most critical
    - 22% households without children vs. 11% families with children rated satisfaction rating of 1-4
    - 26% resident 21 years+ rated satisfaction 1-4; 11% points above the average
- Results are statistically similar between 2003-2005



Q. If contacted by phone, how satisfied were you with the way you were dealt with?

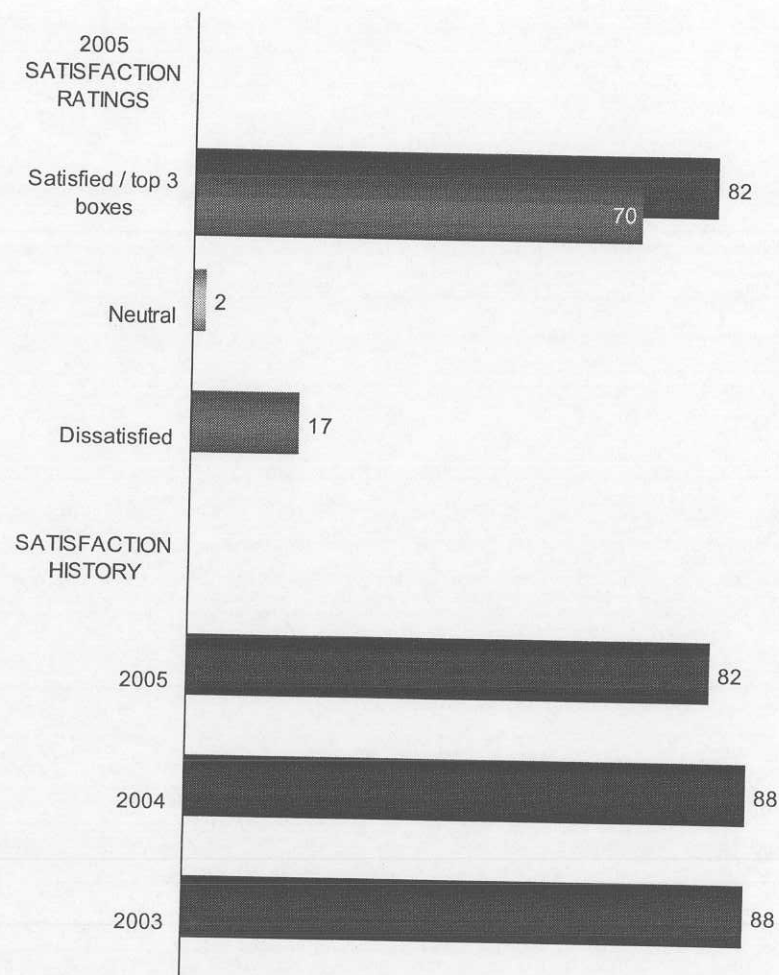
Base: All who have had phone contact and who gave a valid response (2005 n=197, 2004 n=168, 2003 n=184, 2002 n=179)

▽ ▲ = significant variance



## Contact with Council – in person

- Of those who made contact with Council in the past 12 months, 20% did so in person
  - 21% did the same in 2004
  - Marina ward residents (32%) are the most likely to have made contact with Council in person; 11% points above the average
  - 18-34 year olds (10%) are the least likely to have made contact with Council in person; 11% points below the average
- Of those who made contact in person, 70% rated satisfaction with the way they were dealt with in the top 3 boxes
- Results are statistically similar between 2003-2005



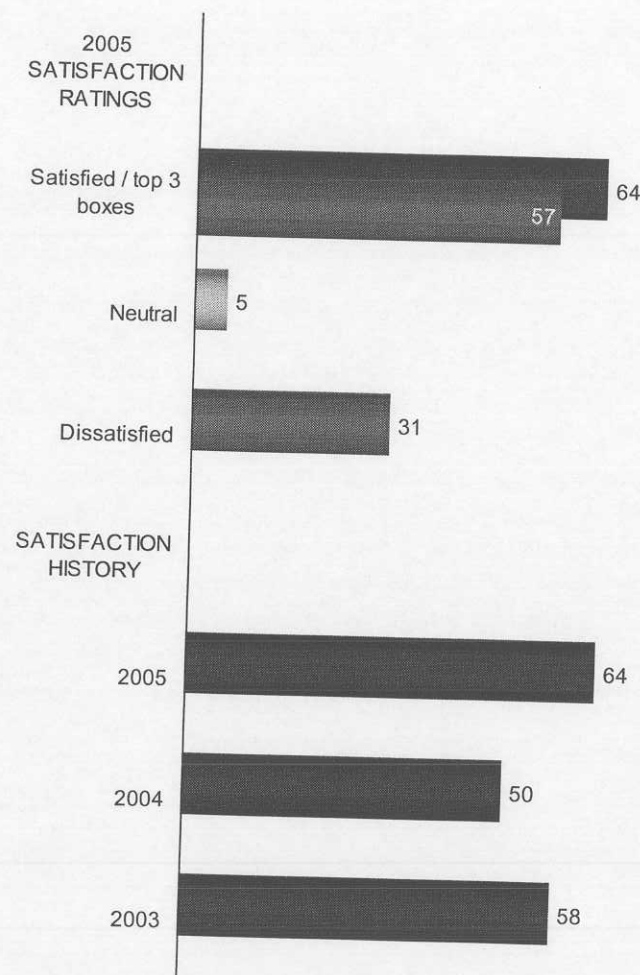
Q. If contacted in person, how satisfied were you with the way you were dealt with?

Base: All who have had contact in person and who gave a valid response (2005 n=53, 2004 n=50, 2003 n=97, 2002 n=79)

▽ ▲ = significant variance

## Contact with Council – in writing

- Of those who made contact with Council in the past 12 months, 13% did so in writing
  - 10% did the same in 2004
  - 18-34 year olds (3%) are the least likely to have made contact in writing; 10% points below the average
- Of those who contacted Council in writing, 57% rated satisfaction with the way they were dealt with in the top 3 boxes
  - 31% were dissatisfied (rating satisfaction 1-4 out of ten); there is room for improvement
  - Females and families with children tend to be more satisfied
    - 62% females vs. 53% males rated satisfaction in the top 3 boxes
    - 72% families with children vs. 31% households 35 years+ without children rated satisfaction in the top 3 boxes
- Total satisfaction (those rating satisfaction 6-10) increased by 14% points during the year
  - However, results should be interpreted with caution due to the small sample sizes

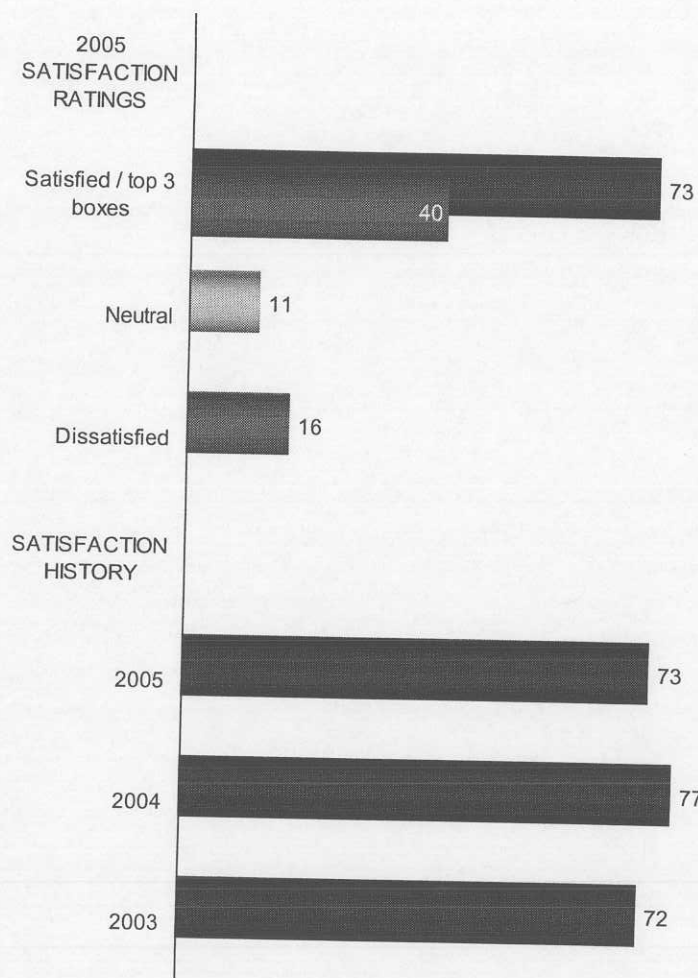


Q. If contacted in writing, how satisfied were you with the way you were dealt with?

Base: All who have had written contact and who gave a valid response (2005 n=31, 2004 n=21, 2003 n=50, 2002 n=56)

▽ ▲ = significant variance

# Accessibility of information about Council services & facilities

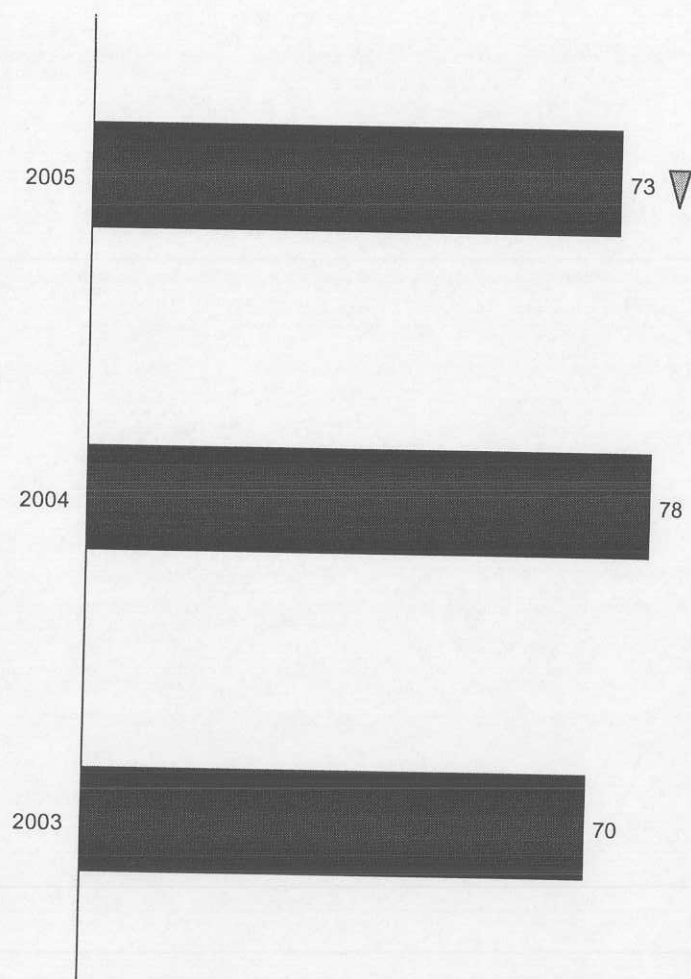


- Residents views on how accessible information is has fallen marginally
  - Satisfaction fell by 4% points this year
- Females and seniors are more satisfied
  - 48% females vs. 32% males rated satisfaction in the top 3 boxes
  - 53% aged 65 years+ rated satisfaction in the top 3 boxes; 13% points above the average
- The mean satisfaction rating fell during the year and a greater proportion are dissatisfied, so there is room for improvement
  - Mean satisfaction rating = 6.9 (2004) vs. 6.6 (2005)
  - Proportion dissatisfied (rating 1-4) = 10% (2004) vs. 16% (2005)
- Those who have resided in the City of Joondalup for 21 years or more tend to be the greatest critics
  - 23% residents 21 years+ rated satisfaction 1-4; 7% points above the average

Q6. How satisfied are you with the way Council makes information available on its services & business? 10 = totally satisfied, 1 = totally dissatisfied.  
 Base: All respondents who gave a valid response (2005 n=485, 2004 n= 480, 2003 n=500, 2002 n=500)  
 Coding: Satisfied = 6-10, Top 3 boxes = 8,9 and 10, Dissatisfied = 1-4

▽ ▲ = significant variance

## % residents who feel they have opportunity to comment on Council business

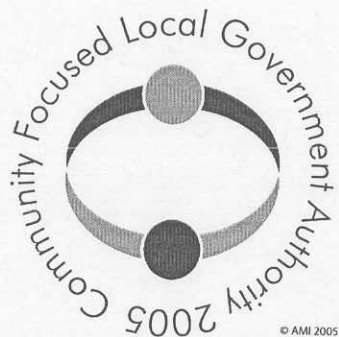


- Despite a significant fall, most residents feel that have opportunity to comment on Council business
- Perceptions have significantly fallen over the past 12 months
  - Down by 5% points this year
- Females are the most likely to feel that they do not have the opportunity to comment
  - 31% females vs. 24% males feel that they do not have the opportunity to comment
- Conversely newer residents tend to be more likely to feel they have the opportunity to comment
  - 74% resident < 20 years vs. 67% resident 21 years+ feel that they do have the opportunity to comment
- Respondents who feel that they do not have an opportunity claim:
  - Don't know how to; apart from meetings (24%)
  - Don't listen to me/have no say (14%)
  - No information about when meetings held/issues (13%)
  - No Council/Council not interested (10%)
  - Don't go to meetings/don't like meetings (9%)
  - Not asked/given opportunity (7%)
  - Closed door/not accountable (6%)
  - Not interested (5%)
  - Not confident/lack knowledge of Council (5%)

Q7a. Do you feel you have the opportunity to comment on Council business? Base: All respondents (2005 n=500, 2004 n= 500, 2003 n=500)  
 Q7b. Why not? Base: Respondents who answered 'no' (n=136)

▼ ▲ = significant variance





Thank You



If you have any queries about this report, please contact :  
**John Bourne | Australian Market Intelligence | t: (08) 6218 4242**










## ATTACHMENT 2

### 2004/2005 Local Government Industry Benchmarks

The 2004-2005 LG Industry Benchmarks are calculated from community satisfaction surveys completed by Local Government Authorities in the Perth metropolitan area over the past 12 months.



















When a comparative questionnaire and research approach is used, and three or more Councils ask the same question, they are included in the calculation of industry benchmarks.

Qualifying member Councils for the 2004/05 financial year include:

Qualifying Council	Study Period
 City of Armadale	Q2 2005
 Town of Bassendean	Q4 2004
 Town of Claremont	Q1 2005
 City of Cockburn	Q2 2005
 City of Joondalup	Q2 2005
 Town of Kwinana	Q2 2005
 City of Mandurah	Q2 2005
 City of Melville	Q2 2005
 City of South Perth	Q4 2004
 Town of Vincent	Q4 2004












## ATTACHMENT 2

### 2004/2005 Local Government Industry Benchmarks

Service / facility		Sample size	% rating satisfaction in top 3 boxes		Highest performer
			Ave	High	
OVERALL SATISFACTION	Overall satisfaction	10	41	50	
GOVERNANCE	Leadership in the community	6	33	41	 
COMMUNITY ENGAGEMENT	Community information	4	40	45	
	Community consultation	7	33	39	
CUSTOMER SERVICE	Efficient & effective service	3	45	59	
ROADS & ENGINEERING WORKS	Road maintenance	5	51	59	
	Traffic management	5	33	43	
	Street lighting	3	51	59	
	Footpaths & cycleways	7	45	55	
ENVIRONMENTAL HEALTH	Weekly rubbish collections	7	90	94	 
	Fortnightly recycling services	3	72	82	 
	Verge-side bulk rubbish collections	5	67	77	
	Animal & pest control	3	49	51	
	Public health services	5	51	62	
PLANNING	Planning & building approvals	5	41	47	

## ATTACHMENT 2

### 2004/2005 Local Government Industry Benchmarks

	Service / facility	Sample size	% rating satisfaction in top 3 boxes		Highest performer
			Ave	High	
COMMUNITY ENRICHMENT	Streetscapes, parks & sporting grounds	6	54	64	
	Sport & recreation facilities	5	57	61	
	(named) Leisure/Recreation Centre	4	52	60	
	Community buildings, halls & toilets	4	45	63	
	Library & information services	6	73	83	
	Festivals, events & cultural activities	7	57	70	
	Control over graffiti, vandalism & anti-social behaviour	7	39	52	
COMMUNITY GROUPS	Youth facilities & services	8	30	38	
	Senior services	8	53	69	
	Disabled services & access	3	44	46	
NATURAL ENVIRONMENT	Conservation & environmental management	5	44	50	
ECONOMIC DEVELOPMENT	Economic development, tourism & job creation	4	32	38	