



Insight for
Business & Government

Wollongong City Council Community Survey 2012

Management Report - Final

Prepared for



Prepared by
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March 2012

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EXECUTIVE SUMMARY

This report presents the results of the Wollongong City Council Community Survey, 2012. IRIS Research was commissioned by Council to conduct a comprehensive telephone-based survey among the area's residents. The survey sought a range of resident attitudes and opinions as input to Council's ongoing strategic planning and quality improvement process.

The 2012 survey was conducted on the IRIS Computer-Assisted Telephone Interviewing (CATI) system during February. A total of 754 interviews were conducted with residents from the Wollongong Local Government Area (LGA). To qualify for an interview, respondents had to have been a resident in the Council area for at least the last 6 months and aged 18 or older. The survey achieved a completion rate of 57%, which is considered a good response for a telephone survey in a large regional area.

The main findings of the 2012 survey are summarised under the key report headings over the next few pages.

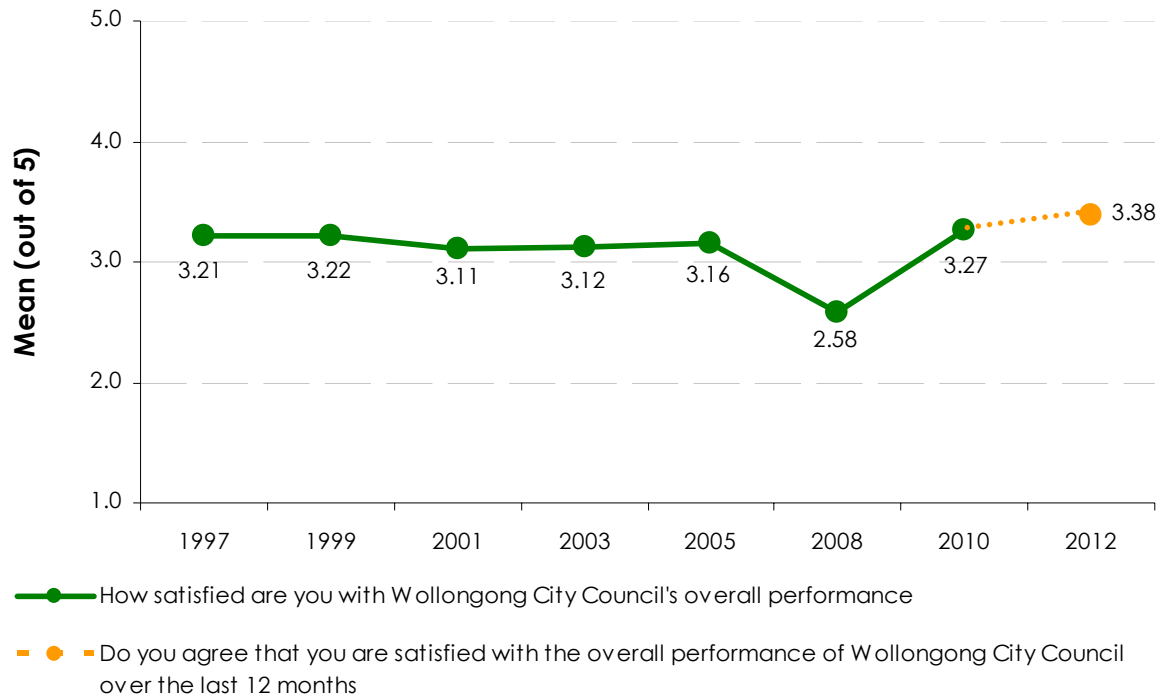
OVERALL SATISFACTION [PGS. 5-9]

Wollongong LGA residents' were asked about their level of agreement with the statement 'I am satisfied with the overall performance of Wollongong City Council over the last 12 months', to which almost three in five residents (56.3%) agreed to some extent. 18.3% of residents disagreed with this statement to varying degrees.

This resulted in a mean agreement score of 3.38 out of 5, which is considered to be a 'medium' level agreement score.

The graph on the following page plots the mean scores for two different questions that measure the perceived performance of Wollongong City Council. The questions are 'I am satisfied with the overall performance of Wollongong City Council over the last 12 months', (asked in the 2010 and 2012 surveys) plotted on an agreement scale and 'How satisfied are you with Wollongong City Council's overall performance', plotted on a satisfaction scale (asked in surveys from 1997 to 2010).

Graph E-1: Mean agreement and satisfaction scores – time series



COUNCIL'S PERFORMANCE IN SPENDING THE COMMUNITY'S MONEY [PG. 10]

36.9% of residents agree to some extent that Council has spent the community's money wisely over the past 12 months.

THE COMMUNITY'S TRUST IN WOLLONGONG CITY COUNCIL [PG. 11]

The majority (60.7%) of residents indicated that their trust in Wollongong City Council has remained the same. Notable though, 27.8% of residents stated that their trust has increased over the last 12 months.

HIGHEST PRIORITY AREAS [PG. 12-17]

91.4% of residents identified an issue they felt was a priority facing the Wollongong LGA over the next three years. The five main issues identified were 'Road maintenance' (34.3%), 'CBD

and/or Crown Street Mall' (16.9%), 'More or better parking' (14.6%), 'The environment' (11.6%), and 'Parking or meters' (8.6%).

INDIVIDUAL COUNCIL SERVICES AND FACILITIES [PG. 18-56]

Throughout this section of the survey, respondents were asked to rate how important particular services and facilities were to them on a scale of 1 to 5, where 1 meant 'not at all important' and 5 meant 'very important'. Using the same set of services and facilities, the respondents were also asked to rate how satisfied they were, with 1 meaning 'not at all satisfied' and 5 meaning 'very satisfied'.

An in-depth analysis of importance and satisfaction ratings for Council services and facilities reveals where Council is performing well, and a number of priorities areas for improvement. Table E-1 below shows the areas where Council has been performing well over time. In 2012, Council is performing well in the areas of 'Regulation of traffic flow in local area', 'Regulation of traffic flow in city centre', 'Domestic, recycling and green waste collection', 'Waste disposal depot facilities,' 'Environmental programs and education', 'Botanic Garden', and 'Wollongong City Central Library'.

Table E-1 only includes areas that have been identified by both quadrant and gap analysis in the 2012 survey, it shows whether the services and facilities have been identified in previous surveys as areas where Council is performing well. It should be noted that the methodology has changed compared to the 2008 and 2010 surveys.

Table E-1: Gap and quadrant analysis time series – areas where Council is performing well

	Identified as areas where Council is performing well in both Quadrant and Gap Analysis...		
	2008	2010	2012
Domestic, recycling and green waste collection	☑	☑	☑
Botanic Garden		☑	☑
Wollongong City Central Library		☑	☑
Regulation of traffic flow in local area			☑
Regulation of traffic flow in city centre			☑
Waste disposal depot facilities			☑
Environmental programs and education			☑

Whilst Table E-1 highlights the areas where Council is performing well, Table E-2 highlights the priority areas where Council should improve according to residents. The 13 services and facilities in the table below were highlighted as priorities for improvement in both the quadrant analysis and gap analysis. These are 'Management of parking in city centre', 'Availability of parking in city centre', 'Maintenance of local roads', 'Standard of Council public toilets', 'Availability of public toilets', 'Maintenance of footpaths', 'Services and/or facilities for children', 'Children's playgrounds', 'Cycleways/shared pathways', 'Parks/open spaces/sports fields for active sport or recreation activities', and 'Parks/open spaces/sports fields for passive recreation purposes'.

Table E-2 also shows which priority areas for improvement have been repeated over time. It should be noted that the methodology for the 2012 survey has changed compared to the 2008 and 2010 surveys.

Table E-2: Gap and quadrant analysis time series – areas for improvement

	Identified as not meeting resident expectations in both Quadrant and Gap Analysis...		
	2008	2010	2012
Maintenance of local roads	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Maintenance of footpaths	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Availability of parking in city centre	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Availability of public toilets	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Management of parking in city centre		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Standard of Council public toilets		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Services and/or facilities for children			<input checked="" type="checkbox"/>
Children's playgrounds			<input checked="" type="checkbox"/>
Cycleways/shared pathways			<input checked="" type="checkbox"/>
Parks/open space/sports fields for active sport or recreation activities			<input checked="" type="checkbox"/>
Parks/open space/sport fields for passive recreation purposes			<input checked="" type="checkbox"/>

A comparison with the 2010 Community Survey identified some significant changes in residents' levels of importance and satisfaction in relation to Council's services and facilities. Table E-3 presents the 2008, 2010 and 2012 importance and satisfaction mean scores and identifies any significant changes. In the table, a ↑ denotes an increase, a ↓ denotes a decrease and a ⇔ signifies no change.

Table E-3: Significant changes in mean scores since 2010

	Importance				Satisfaction			
	Mean Score (out of 5)				Mean Score (out of 5)			
	2008	2010	2012	Significant change from 2010	2008	2010	2012	Significant change from 2010
Planning and Environment								
Protection of our natural environment	4.63	4.48	4.63	↑	3.29	3.41	3.37	⇔
Environmental programs and education +	4.36	4.24	4.40	↑	3.31	3.38	3.38	⇔
Domestic animal control	4.08	4.09	4.21	↑	3.19	3.27	3.32	⇔
Development application assessment process	3.93	3.02	3.63	↑	2.21	2.87	2.89	⇔
Infrastructure and Works								
Maintenance of local roads	4.64	4.69	4.65	⇔	2.68	2.84	2.76	⇔
Maintenance of footpaths	4.39	4.46	4.45	⇔	2.74	2.90	2.97	⇔
Availability of parking in city centre	4.36	4.41	4.50	⇔	2.26	2.45	2.53	⇔
Regulation of traffic flow in city centre	4.28	4.37	4.36	⇔	2.78	3.02	3.21	↑
Regulation of traffic flow in local area	4.47	4.42	4.32	↓	2.78	3.20	3.20	⇔
Street cleaning	4.18	4.36	4.24	↓	3.18	3.28	3.32	⇔
Corporate and Community Services								
Wollongong City Central library +	4.04	4.30	3.95	↓	3.92	4.33*	4.48*	↑
Community halls and centres +	3.83	3.98	3.71	↓	3.37	3.66*	4.02*	↑
Local branch library e.g. Bulli, Helensburgh, Unanderra, Warrawong	4.10	3.70	3.40	↓	3.83	3.99*	4.14*	↑

* Mean score has been calculated with only those respondents that have used or visited the facility within the past 12 months

+ Wording has changed compared to the 2008 or 2010 survey

EVENTS [PG. 57-58]

41.6% of residents reported that they or someone in their family attended the Wollongong Australia Day celebrations, compared to 38.4% in the 2008 survey. Wollongong Australia Day celebrations was rated with high importance by almost three in every four residents (74.2%), achieving a high level mean importance score of 4.08 out of 5. Viva la Gong was the least important Wollongong event with a mean importance score of 3.37 out of 5, with 21.5% reporting attendance by their household. Notably though Viva la Gong's level of importance has increased significantly since the 2010 result of 3.23.

COMMUNICATION [PG. 59-60]

The most popular medium to attain information on Council and its services, facilities and activities is via the Illawarra Mercury newspaper, with 43.4% of residents getting their information in this way.

The Advertiser newspaper (29.7%) and Council website (29.2%) are the two next most popular forms of media. Notably, the popularity of Council's website to obtain information has significantly increased from 8.5% in 2008 to 29.2% in 2012.

SATISFACTION WITH INFORMATION THAT COUNCIL PROVIDES [PG. 61-62]

67.1% of residents are satisfied (57.1%) or very satisfied (10.0%) with the information that Council provides about its services or facilities. This is on par with the result recorded in 2010 (71.5%). Satisfaction levels were higher amongst residents that gather information via the radio (3.77) or the Council's website (3.74), compared to those that use the newspaper.

COUNCIL'S WEBSITE [PG. 63-65]

49.6% of residents mentioned they had visited Council's website in the past 12 months. This is significantly higher than the result recorded in the 2010 survey (42.1%).

Of those residents that have accessed the Council website, a statistically larger proportion agreed with the statement 'I found the information I was looking for' in 2012 (89.4%) than in 2010 (83.1%). When asked whether 'It was easy to find the information I was looking for', 67.8% were in agreement with the statement, a similar result to 2010 (69.6%).

Residents aged 65 years plus were the least likely to have accessed Council's website.

COMMUNITY CONSULTATION [PG. 66-69]

7.0% of residents mentioned they had participated in community consultation in the past 12 months. This is a similar outcome to 2010 (8.2%); however it is significantly lower than the 2008 result (10.3%). Of these residents, one in three (31.3%) attended a community forum.

CONTACT WITH COUNCIL STAFF [PG. 70-78]

48.4% of Wollongong residents had made contact with Council staff in the 12 months leading up to the survey. More than one in two residents (56.9%) mentioned they had contact by telephone. The main reason for contacting Council was for 'Waste services' (24.0%).

The large majority of residents that have dealt with Council staff agree that the information provided, regarding their enquiry, was consistent (84.6%), clear and easy to understand (88.4%), and that it was dealt with in a timely manner (83.9%). The significant improvements in the mean agreement scores for all three of these questions suggest that Council's customer service in these areas has improved since 2010.

Of the residents that have dealt with Council staff in the previous 12 months, 85.9% either agreed (57.6%) or strongly agreed (28.3%) with the statement 'I was satisfied with the overall service provided by Council staff during my last encounter'. The mean agreement score was a high level 4.00 out of 5. This score has increased significantly from both the 2010 survey (up from 3.63) and the 2008 survey (up from 3.53). Of the 10.5% who expressed dissatisfaction in 2012, the most common reason was that their 'Complaint still hasn't been addressed'.

1 INTRODUCTION

1.1 BACKGROUND

This study was commissioned by Wollongong City Council as a tracking study of Council's performance in the delivery of key services and facilities. Overall the survey aimed to provide Council with an understanding of the perceptions and needs of the local community with respect to Council's services and facilities.

1.2 STUDY OBJECTIVES

The broad objectives for the Community Survey process were to:

- measure the importance of and satisfaction with services and facilities provided by Council;
- Assist Council by identifying the priority issues for the community;
- Identify key drivers of resident dissatisfaction;
- Determine usage of current services and facilities;
- Evaluate the consumption and satisfaction with Council's communications.

1.3 ATTITUDE MEASUREMENT

A series of Council services and facilities were read out to respondents. Respondents were asked to provide an importance rating for each, and a satisfaction rating for 24. For the remaining services and facilities, only those who had used them were asked to provide a satisfaction rating. Results from these ratings form the basis of much of the analysis in this report. The importance and satisfaction rating scales used in the survey are exhibited below:

Importance scale

1 = Not at all important
2 ...
3 ...
4 ...
5 = Very important

Satisfaction scale

1 = Not at all satisfied
2 ...
3 ...
4 ...
5 = Very satisfied

For all rating scales, those respondents who could not provide a rating, either because the question did not apply to them or they had no opinion, were entered as a 'Can't say' or a rating of 6. Rating scale results have generally been presented in two basic forms. Firstly, the results have been presented in terms of the proportion (%) of respondents giving a particular rating for a specific service or facility. These results are presented in collapsed category tables, where proportions have been assigned to one of the following categories:

Table 1.3.1: Collapsed rating scores

	Can't say	Not at all important / Satisfied	Low importance / satisfaction	Medium importance / satisfaction	High importance / satisfaction
Rating score given	6	1	2	3	4 & 5

Secondly, the numeric values recorded for each attribute have been converted into an *overall mean score* out of five. To derive the mean score for an attribute, all respondents' answers are 'averaged' to produce an overall rating that conveniently expresses the result of scale items in a single numeric figure. This makes data interpretation considerably easier when comparing multiple services and facilities. The mean score excludes those respondents who could not give a valid rating (i.e. 'Can't Say').

Given that IRIS undertakes many community surveys such as this; we are able to segment mean scores. As such, mean importance and satisfaction scores can be further classified as being a low, medium or high score based on this experience. Table 1.3.2 highlights the mean classifications.

Table 1.3.2: Classification of mean scores

Mean importance scores	
0 – 2.99	Low
3.00 – 3.99	Medium
4.00 – 5.00	High

Mean satisfaction scores	
0 – 2.99	Low
3.00 – 3.74	Medium
3.75 – 5.00	High

1.4 SURVEY RESPONSE

A total of 754 completed interviews were collected from a random sample of residents throughout the Wollongong Local Government Area. Strict sampling procedures ensured that characteristics of selected respondents mirror those of the overall adult population of the area.

Table 1.4.1: Sample respondent characteristics

	Proportion of 754 (%)
Characteristic	Overall
Sex	
Male	48.9%
Female	51.1%
Age Group	
18-24 yrs	13.1%
25-34 yrs	16.7%
35-44	18.3%
45-54 yrs	17.6%
55-64	14.0%
65-74	10.5%
Over 75 years	9.8%

For a detailed description of the survey methodology refer to Appendix 9.1 through to 9.4.

SURVEY RESULTS

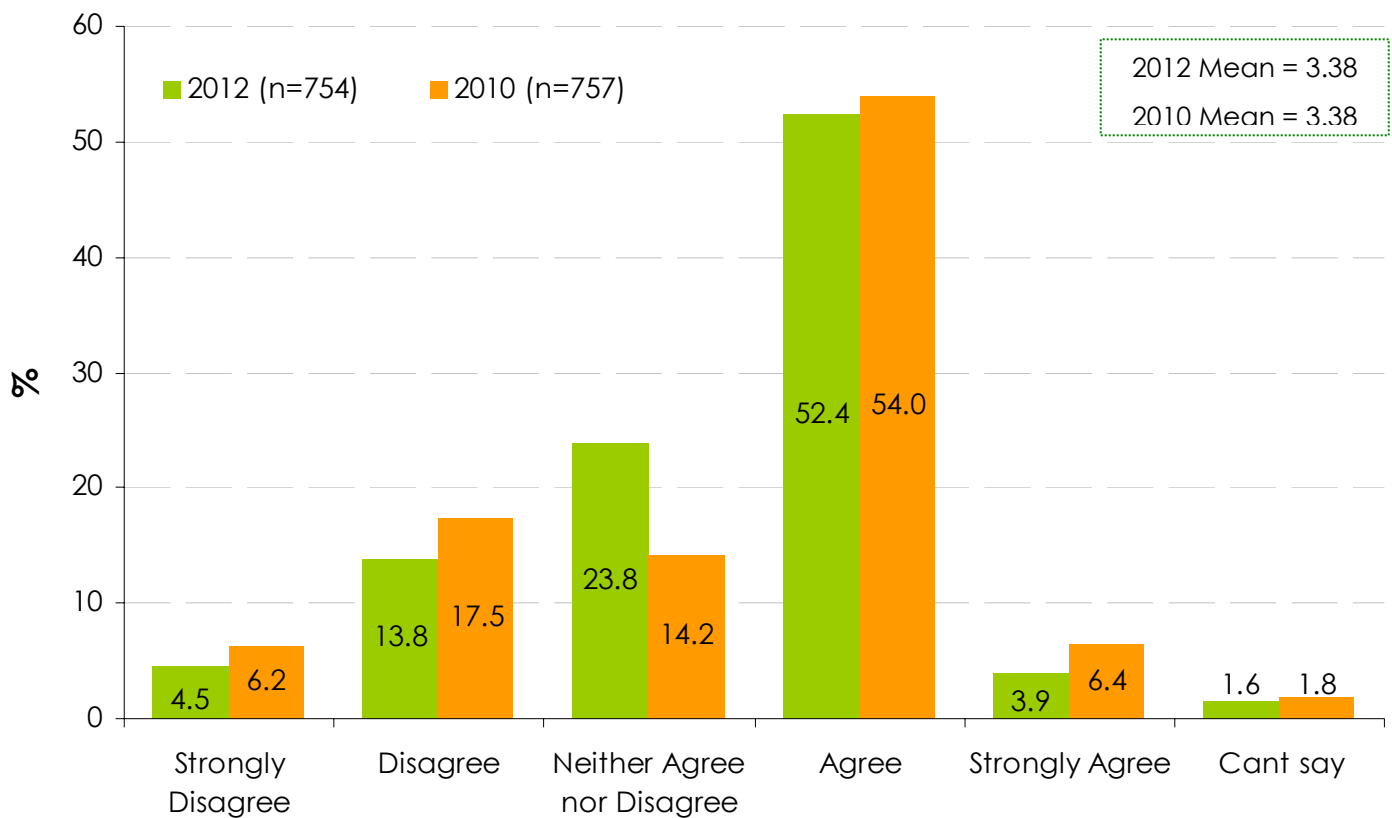
2 ORGANISATIONAL PERFORMANCE

To gauge the overall performance of Council in providing services to residents, survey respondents were asked to rate their level of satisfaction with Council's overall performance across all areas of responsibility.

2.1 OVERALL PERFORMANCE OF COUNCIL OVER THE LAST TWELVE MONTHS

Question: I am satisfied with the overall performance of Wollongong City Council over the last 12 months. Do you ...

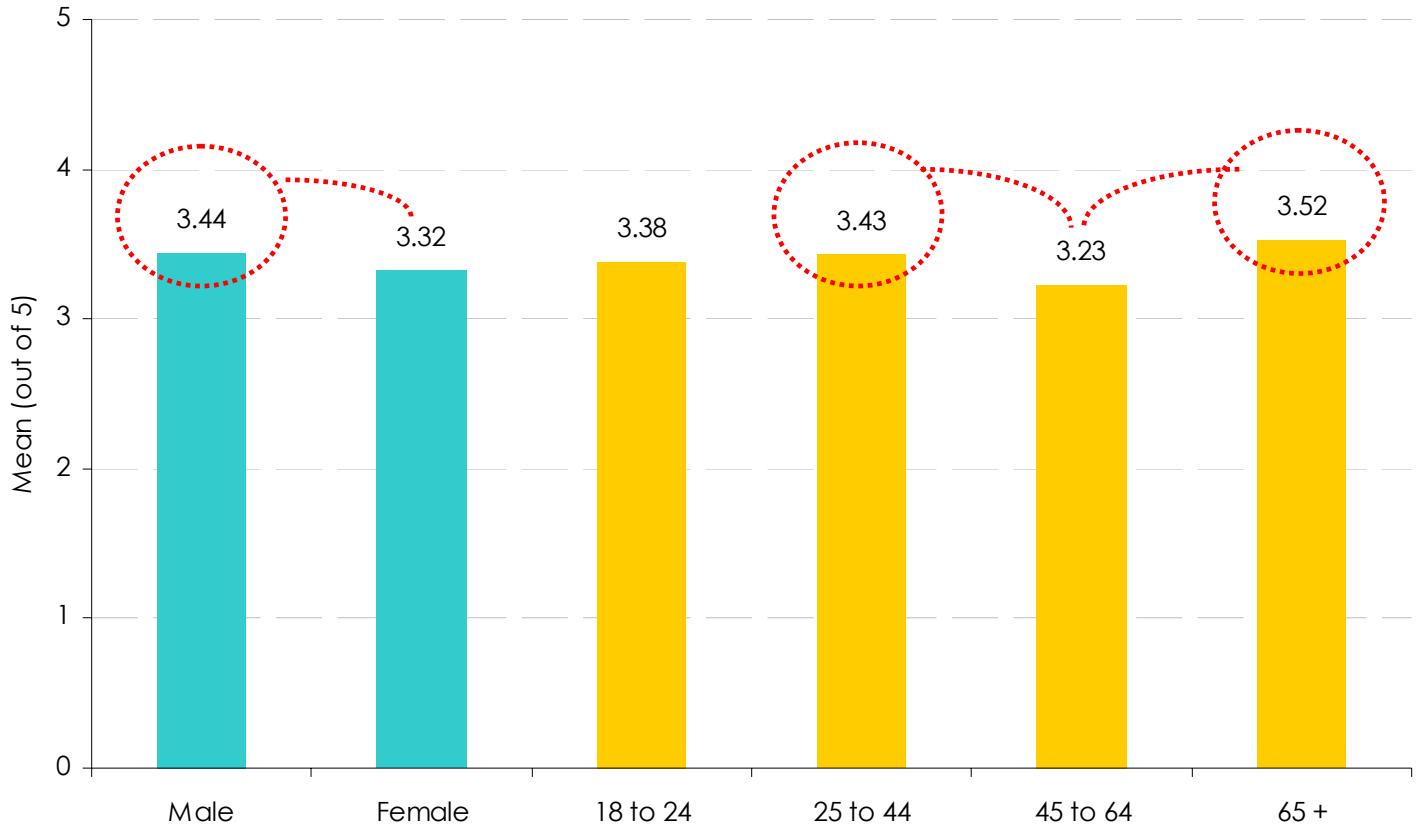
Graph 2.1.1: Council performance in the last 12 months as perceived by the community



Key results:

- 56.3% residents either agree (52.4%) or strongly agree (3.9%) with the statement 'I am satisfied with the overall performance of Wollongong City Council over the last 12 months'.
- 18.3% of residents disagreed with the statement to a varying degree; that is 13.8% disagree and 4.5% strongly disagree.
- The mean agreement score achieved in 2012 was 3.38 out of 5 is considered to be a 'medium' level agreement score. This score is on par with the 2010 result.
- Graph 2.1.2 provides the results of further analysis.

Graph 2.1.2: Council performance by Sex and Age



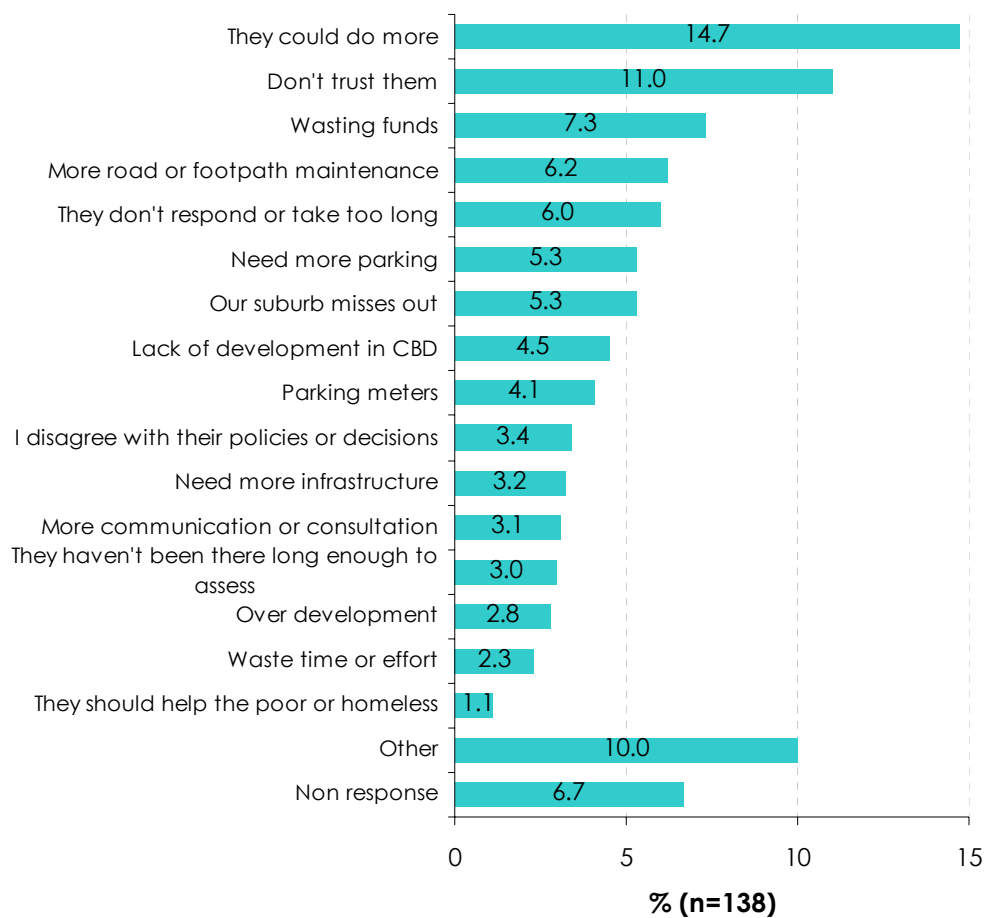
Key results:

- Statistically the mean agreement score for male residents (3.44) was higher than those of female residents (3.32).
- Analysis showed that residents aged 45 to 64 years (3.23) had statistically less agreement with the statement 'I am satisfied with the overall performance of Wollongong City Council over the last 12 months' than residents aged 25 to 44 years (3.43) and those aged 65 years or older (3.52).
- Generally, Wollongong residents aged 45 to 64 years are less satisfied with the delivery of all Council services and facilities compared to other residents (see Appendix 9.7).

If a resident disagreed with the statement 'I am satisfied with the overall performance of Wollongong City Council over the past 12 months' they were asked to give a reason. These reasons are outlined in graph 2.1.3. It should be noted that the reasons for disagreement only represents 18.3% of residents surveyed (138 out of 754) and not the total sample.

Question: Why did you disagree with that statement?

Graph 2.1.3: Why are you not satisfied with Council's overall performance over the past 12 months



Key results:

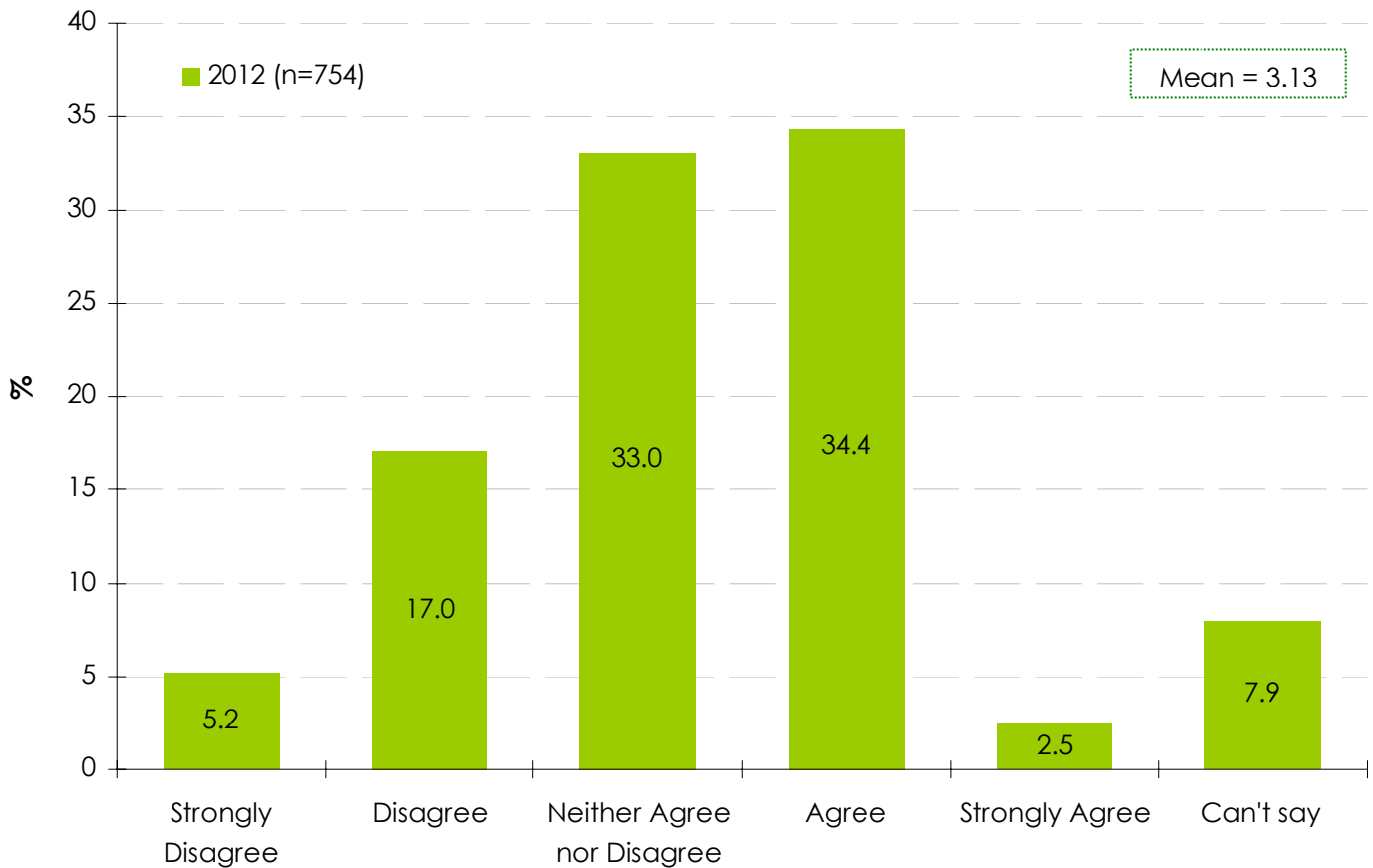
- Of those residents who were not satisfied with Council's overall performance, the main reasons given were that 'They could do more' (14.7%), 'Don't trust them' (11.0%) and 'Wasting funds' (7.3%).

-
- In comparison, the 2010 survey identified 'Council has not done enough / no change to win my trust' (17.3%), 'Not transparent / not communicative / not democratic' (11.0%), and 'Administrators are not an elected council' (9.6%) were the top three reasons for dissatisfaction with Council's performance.

2.2 COUNCIL'S PERFORMANCE IN SPENDING THE COMMUNITY'S MONEY

Question: Over the past 12 months, Council has spent the community's money wisely. Do you ...

Graph 2.2.1: Council performance with community spending



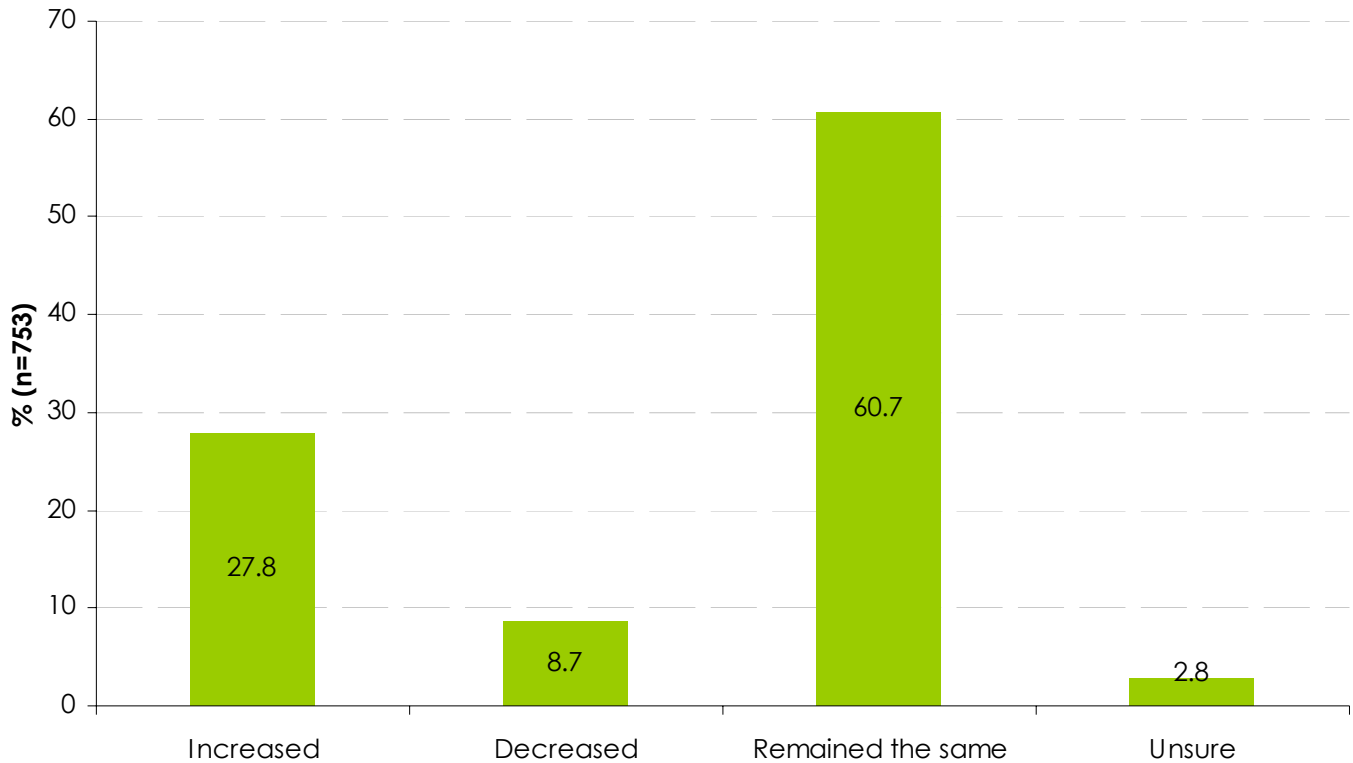
Key results:

- 36.9% of residents either agree (34.4%) or strongly agree (2.5%) that Council has spent the community's money wisely.
- 22.2% of residents either disagreed (17.0%) or strongly disagreed (5.2%) with the statement.

2.3 THE COMMUNITY'S TRUST IN WOLLONGONG CITY COUNCIL

Question: Over the past 12 months, has your trust in Wollongong City Council ...

Graph 2.3.1: Council performance in rebuilding the trust of the community



Key results:

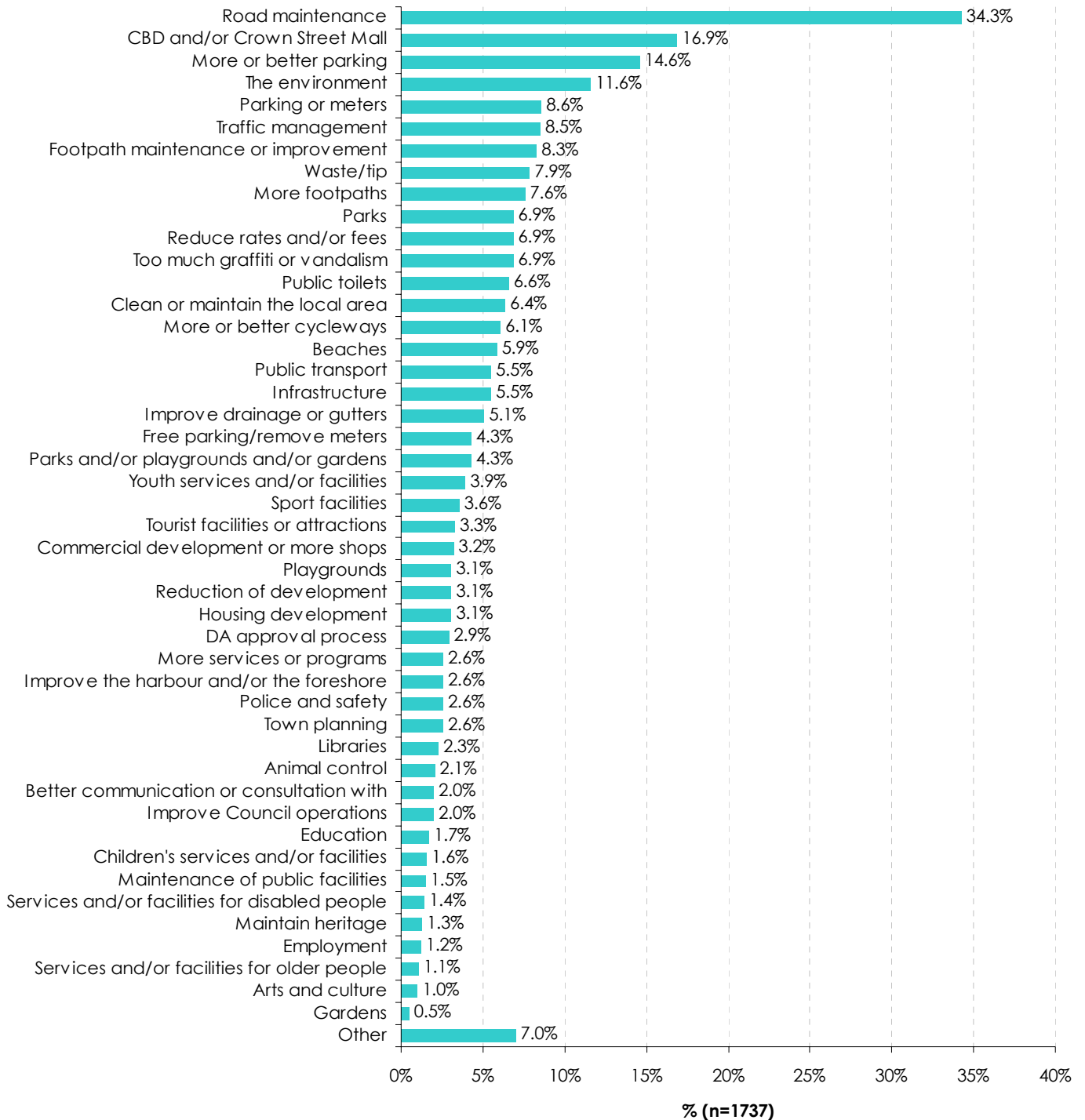
- The majority of residents (60.7%) believe their trust in Council has remained the same over the last 12 months.
- 27.8% of residents stated that their trust in Wollongong City Council has increased, whilst 8.7% of Wollongong residents indicated that their trust in Council has decreased.

2.4 HIGHEST PRIORITY AREAS

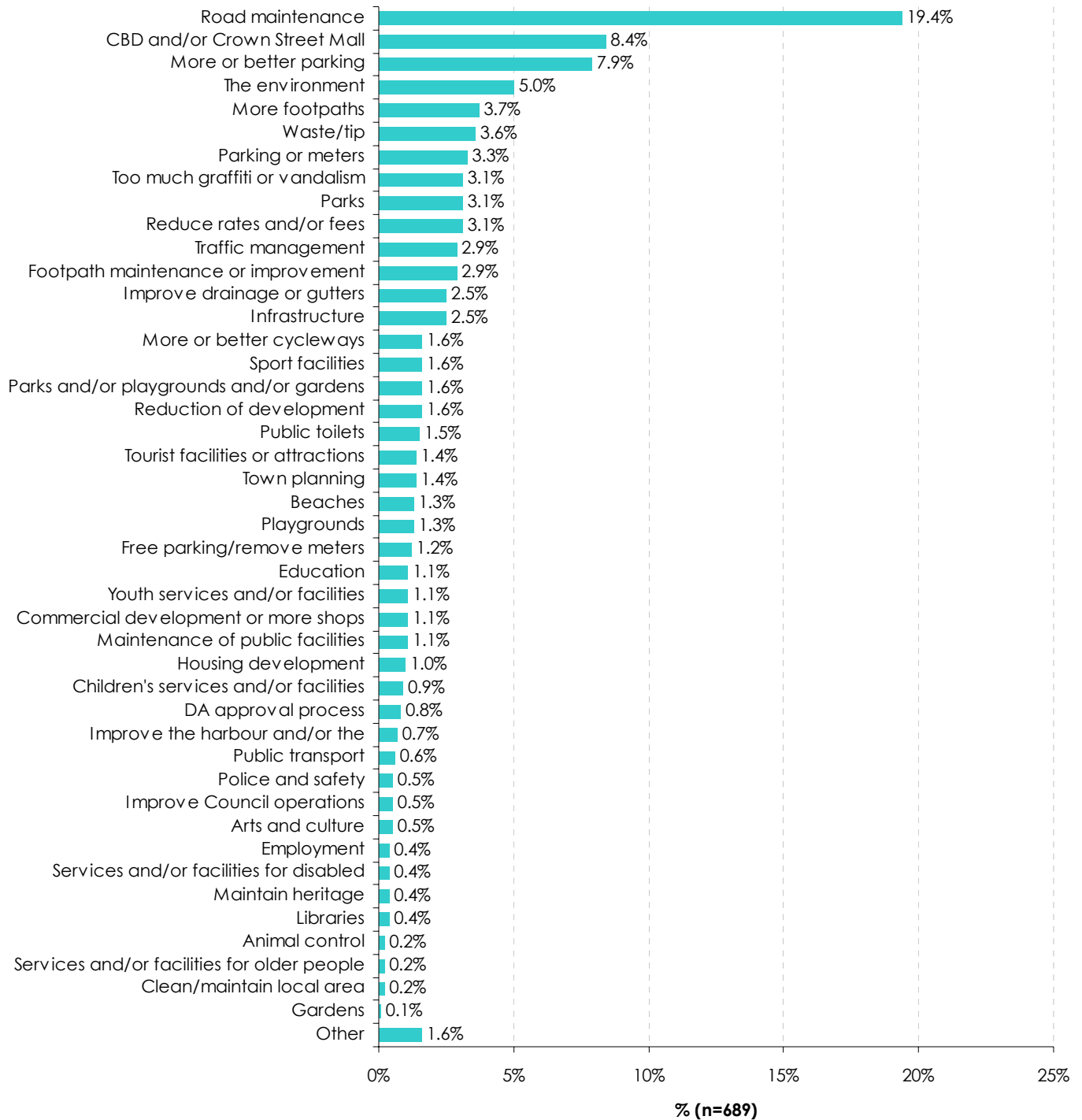
Residents of the Wollongong LGA were asked what they felt were the three highest priority issues that Council should focus on over the next three years. The findings from the residents who chose to answer the question are shown in graphs 2.4.1, 2.4.2, 2.4.3, and 2.4.4.

Question: Council uses rates paid by residents to provide the services and facilities we have just covered. If you had a wish list, what are three key areas you think Council should focus on over the next three years?

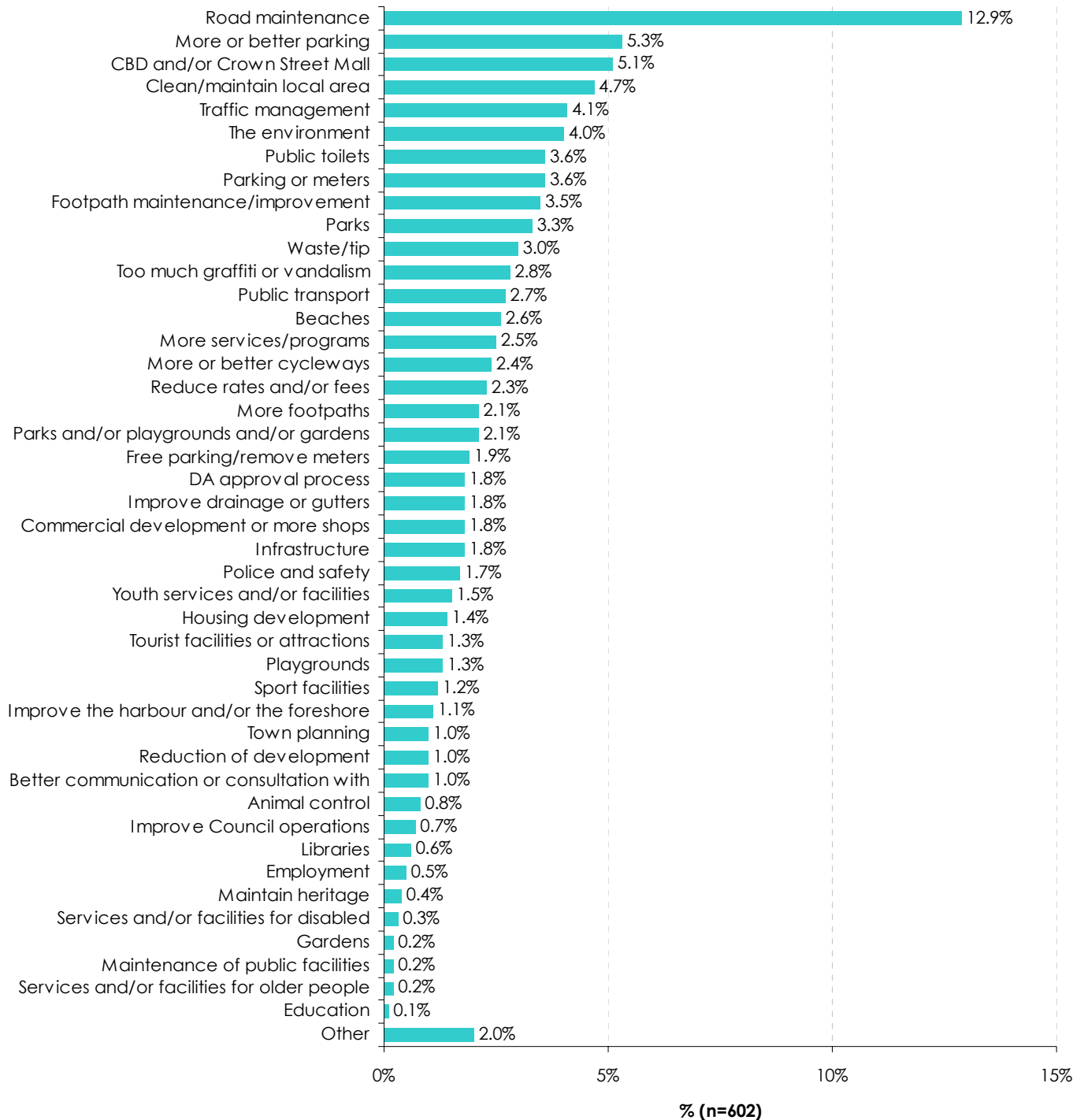
Graph 2.4.1: Key priority issues



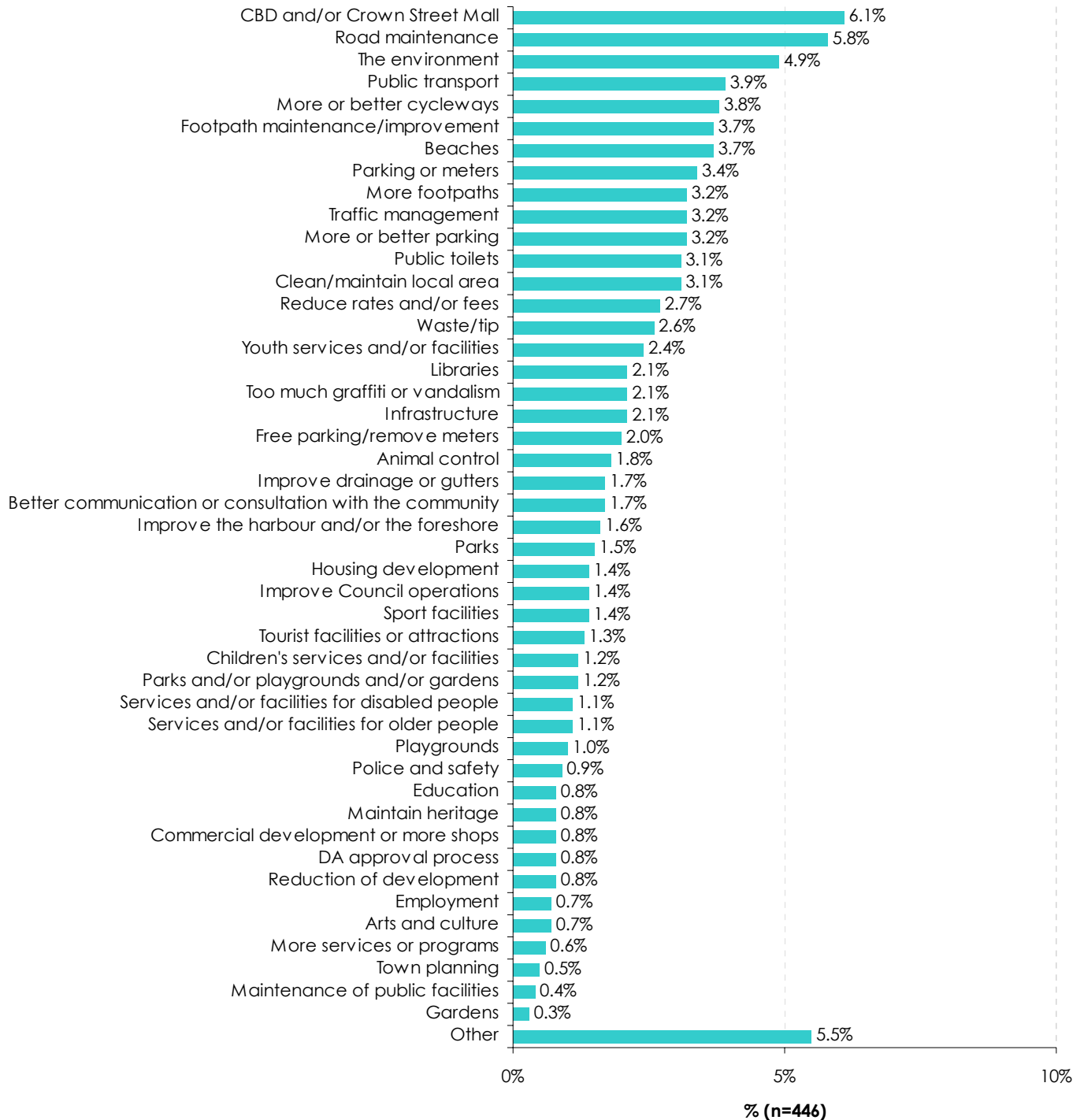
Graph 2.4.2: Highest priority issues



Graph 2.4.3: Second highest priority issues



Graph 2.4.4: Third highest priority issues



Key results:

- Whilst there were 91.4% of residents that could mention some issue that Wollongong LGA faced over the next three years, a large proportion (8.6%) could not think of any.
- Overall, the three issues that stood out as being the key priority areas facing the Wollongong LGA over the next three years are 'Road maintenance' (34.3%), the 'CBD and/or Crown Street Mall' (16.9%), and 'More or better parking' (14.6%).
- A comparison with the previous survey highlights that 'Parking/meters' (24.1%) and 'Road maintenance' (23.8%) were also ranked as high priorities in 2010.
- One in five Wollongong residents (19.4%) selected 'road maintenance' as the highest priority for Council over the next three years.

3 COUNCIL SERVICES AND FACILITIES

This section presents both the importance and satisfaction levels amongst residents towards 24 key services and facilities provided by Wollongong City Council.

Residents were asked to rate the importance of each of the 24 Council services and facilities on a scale of 1 to 5, where 1 = 'not at all important' and 5 = 'very important'. They were also asked to provide their level of satisfaction with the provision of each of these services; this was again done on a scale of 1 to 5, where 1 = 'not at all satisfied' and 5 = 'very satisfied'.

3.1 IMPORTANCE – PLANNING AND ENVIRONMENT

Table 3.1.1: Planning and Environment – Importance

Sample size = 754	% Importance				
	Don't know	(1) Not at all important	(2) Low importance	(3) Medium importance	(4 & 5) High importance
Protection of our natural environment	0.3	0.8	0.4	6.4	92.0
Environmental programs and education	1.6	1.9	1.7	10.0	84.9
Management of parking in city centre	2.3	3.1	2.8	10.6	81.2
Management and preservation of our heritage	1.9	2.7	3.1	14.4	78.0
Domestic animal control	1.4	3.4	3.5	13.6	78.1
Controls for development in Wollongong City Centre	5.0	5.5	1.0	13.5	74.9
Management of parking in local areas	1.6	4.5	2.7	15.5	75.7
Controls for residential development	5.0	5.5	2.7	13.8	73.1
Controls for development in town/village centres	5.4	5.4	1.3	15.9	72.1
Planning policies that control development in the Wollongong local government area	7.9	7.2	3.4	12.8	68.7
Development application assessment process	11.5	15.0	5.4	12.2	56.0

Key Results:

- Approximately nine in 10 Wollongong LGA residents (92.0%) felt the 'Protection of our natural environment' was of high importance to them. This was the number one issue within the area of 'Planning and Environment'.
- The second most important 'Planning and Environment' issue was 'Environmental programs and education', with a high importance rating provided by 84.9% of residents.
- 81.2% of residents provided a high importance rating with regards to 'Management of parking in the city centre'.
- The 'Development application approval process' ranked as the least important issue to residents within the area of 'Planning and Environment'. 15.0% of Wollongong LGA residents indicated that this issue was 'not at all important' to them.

Table 3.1.2: Planning and Environment – Importance comparisons from 2010 to 2012

	Importance		
	Mean score out of 5 2010	Mean score out of 5 2012	Significant change
Protection of our natural environment	4.48	4.63	↑
Environmental programs and education	4.24	4.40	↑
Management of parking in city centre	4.26	4.36	↔
Management and preservation of our heritage environment	4.13	4.27	↑
Domestic animal control	4.09	4.21	↑
Controls for development in Wollongong City Centre*	3.88	4.20	↑
Management of parking in local areas	4.13	4.15	↔
Controls for residential development*	3.86	4.15	↑
Controls for development in town/village centres	3.94	4.13	↑
Planning policies that control development in the Wollongong local government area*	3.47	4.04	↑
Development application assessment process	3.02	3.63	↑

*There have been wording changes in the services and facilities measured in the 2010 and 2012 questionnaires.

Key Results:

- 'Protection of our natural environment' recorded the highest mean score in the 'Planning and Environment' department. Compared to the previous survey, the mean importance score has risen from 4.48 in 2010 to 4.63 in 2012. This increase was found to be statistically significant.
- The mean scores ranged from a high level importance score of 4.63 out of 5 for 'Protection of our natural environment', to 3.63 out of 5 for the 'Development application assessment process', which is still considered a medium level importance score.

- All 'Planning and Environment' services and facilities recorded statistically significant increases in the mean importance score compared to 2010, with the exceptions of 'Management of parking in the city centre' and 'Management of parking in local areas'.
- When compared to the mean scores from 2008, the importance score for the 'Development application assessment process' has significantly decreased from 3.93 to 3.63 in 2010. The score for 'Domestic animal control' has increased from 4.08 out of 5 in 2008 to 4.21 in 2012.

3.2 SATISFACTION – PLANNING AND ENVIRONMENT

Table 3.2.1: Planning and Environment – Satisfaction

Sample size = 754	% Satisfaction				
	Can't say	(1) Not at all satisfied	(2) Low satisfaction	(3) Medium satisfaction	(4 & 5) High satisfaction
Environmental programs and education	11.8	3.8	9.2	37.4	37.9
Protection of our natural environment	4.4	6.0	11.6	34.3	43.7
Domestic animal control	7.3	7.1	12.1	31.8	41.6
Management and preservation of our heritage	9.3	8.5	12.0	31.7	38.5
Management of parking in local areas	3.3	11.9	11.0	38.7	35.2
Controls for development in town/village centres	17.1	8.0	13.6	34.4	26.7
Controls for residential development	17.9	11.1	14.0	32.5	24.5
Development application assessment process	39.7	10.6	9.5	22.1	18.1
Controls for development in Wollongong City Centre	13.9	14.0	14.3	35.2	22.7
Planning policies that control development in the Wollongong local government area	24.7	10.2	16.1	31.7	17.3
Management of parking in city centre	4.5	27.1	23.0	26.9	18.5

Key results:

- Around two in five Wollongong LGA residents provided a high satisfaction rating with regards to 'Protection of our natural environment' (43.7%), 'Domestic animal control' (41.6%), and 'Management and preservation of our heritage' (38.5%).
- 27.1% of residents are not at all satisfied with the 'Management of parking in the city centre', with a further 23.0% fairs a little better but still exhibiting 'low' satisfaction towards parking.
- 39.7% of residents could not comment on the 'Development application assessment process', and 24.7% on the 'Planning policies that control development in the Wollongong Local Government Area'.

Table 3.2.2: Planning and Environment – Satisfaction comparisons from 2010 to 2012

	Satisfaction		
	Mean score out of 5 2010	Mean score out of 5 2012	Significant change
Environmental programs and education	3.38	3.38	↔
Protection of our natural environment	3.41	3.37	↔
Domestic animal control	3.27	3.32	↔
Management and preservation of our heritage environment	3.32	3.24	↔
Management of parking in local areas	3.16	3.10	↔
Controls for development in town/village centres*	2.99	3.07	↔
Controls for residential development*	3.06	2.96	↔
Development application assessment process	2.87	2.89	↔
Controls for development in Wollongong City Centre*	2.95	2.84	↓
Planning policies that control development in Wollongong Local Government Area*	3.04	2.83	↓
Management of parking in city centre	2.33	2.45	↑

*There have been wording changes in the services and facilities measured in the 2010 and 2012 questionnaires.

Key results:

- 'Environmental programs and education' (3.38) and 'Protection of natural environment' (3.37) are the top services within 'Planning and Environment' with regards to resident satisfaction.
- Whilst resident satisfaction with the issue of 'Management of parking in the city centre' (2.45) has increased statistically from the 2010 measure of 2.33, this mean score is still classified as a 'low' satisfaction.

- Based on the IRIS Council services classification index, five services fall into the 'low' satisfaction range; these are 'Management of parking in city centre' (2.45), 'Planning policies that control development in Wollongong Local Government Area' (2.83), 'Controls for development in Wollongong Local Government Area' (2.84), 'Development application assessment process' (2.89), and 'Controls for development in Wollongong city centre' (2.84).
- Resident satisfaction with regards to 'Planning policies that control development in Wollongong Local Government Area' (2.83), 'Controls for development in Wollongong Local Government Area' (2.84) has declined statistically significantly since the 2010 survey.
- Mean satisfaction scores for the 'Development application process' and 'Domestic animal control' are significantly higher compared to the 2008 scores of 2.21 and 3.19, respectively.

3.3 IMPORTANCE – INFRASTRUCTURE AND WORKS

Table 3.3.1: Infrastructure and Works – Importance

Sample size = 754	% Importance				
	Don't know	(1) Not at all important	(2) Low importance	(3) Medium importance	(4 & 5) High importance
Domestic, recycling and green waste collection service	0.2	0.3	0.0	3.6	96.0
Maintenance of local roads	0.2	0.7	1.0	4.0	94.1
Availability of parking in city centre	2.1	1.5	3.0	8.0	85.3
Waste disposal depot facilities	3.1	1.3	1.1	10.0	84.5
Maintenance of footpaths	0.2	1.1	2.4	8.1	88.1
Availability of public toilets	3.7	1.2	1.3	10.1	83.7
Standard of Council public toilets	3.6	2.8	2.3	9.7	81.7
Regulation of traffic flow in city centre	3.3	1.4	1.5	12.5	81.3
Regulation of traffic flow in local area	1.0	1.1	2.0	13.0	82.9
Street cleaning	0.7	2.0	2.9	13.5	80.9
Availability of bus shelters	4.4	7.1	6.8	16.3	65.4

Key results:

- More than nine in ten Wollongong LGA residents placed a high importance on 'Domestic, recycling and green waste collection service' (96.0%) and 'Maintenance of local roads' (94.1%).
- The 'Availability of bus shelters' was the least important issue to Wollongong LGA residents, within the 'Infrastructure and Works' area. 7.1% of residents indicated that it was 'not at all important' to them.

Table 3.3.2: Infrastructure and Works – Importance comparisons from 2010 to 2012

	Importance		
	Mean score out of 5 2010	Mean score out of 5 2012	Significant change
Domestic, recycling and green waste collection service	4.70	4.73	↔
Maintenance of local roads	4.69	4.65	↔
Availability of parking in city centre	4.41	4.50	↑
Waste disposal depot facilities	4.38	4.47	↑
Maintenance of footpaths	4.46	4.45	↔
Availability of public toilets	4.39	4.44	↔
Standard of Council public toilets*	4.46	4.37	↓
Regulation of traffic flow in city centre	4.37	4.36	↔
Regulation of traffic flow in local area	4.42	4.32	↓
Street cleaning	4.36	4.24	↓
Availability of bus shelters	3.78	3.89	↑

*There have been wording changes in the services and facilities measured in the 2010 and 2012 questionnaires.

Key results:

- According to the mean importance scores, there are two services within 'Infrastructure and Works' that are clearly the most important to residents in Wollongong LGA. These are 'Domestic, recycling and green waste collection service' (4.73), and 'Maintenance of local roads' (4.65).
- The 'Availability of bus shelters' is of more importance to residents this year than in 2010. The mean importance score has increased significantly from 3.78 in 2010 to 3.89 in 2012, however it remains the only low range mean importance score.

- A comparison with the 2010 survey results indicated that there were statistically significant increases in the mean importance scores of four 'Infrastructure and Works' services and facilities: 'Availability of parking in the city centre' (4.50 up from 4.41), 'Waste disposal depot facilities' (4.47 up from 4.38), and 'Availability of bus shelters' (3.89 up from 3.78).
- When comparing the mean importance scores from 2010 to the current measures, there were statistical decreases for the 'Standard of Council public toilets' (4.37 down from 4.46), and 'Street cleaning' (4.24 down from 4.36).
- 'Regulation of traffic flow in local area' has declined significantly in importance since 2008, when a mean score of 4.47 was recorded. In 2010 the level of importance fell to 4.42 and again in 2012 to 4.32.
- Mean importance scores for the 'Availability of parking in city centre', 'Availability of bus shelters', and 'Availability of public toilets' have grown significantly since 2008, when mean scores of 4.36, 3.57 and 4.27 were recorded respectively.

3.4 SATISFACTION – INFRASTRUCTURE AND WORKS

Table 3.4.1: Infrastructure and Works – Satisfaction

Sample size = 754	% Satisfaction				
	Can't say	(1) Not at all satisfied	(2) Low satisfaction	(3) Medium satisfaction	(4 & 5) High satisfaction
Domestic, recycling and green waste collection service	0.4	1.7	3.3	12.8	81.8
Waste disposal depot facilities	9.6	9.1	12.0	26.1	43.1
Street cleaning	2.1	8.9	11.1	32.3	45.6
Regulation of traffic flow in city centre	4.9	4.7	14.2	40.7	35.5
Regulation of traffic flow in local area	1.9	6.2	14.1	39.2	38.7
Availability of bus shelters	15.5	5.5	11.3	39.2	28.4
Maintenance of footpaths	1.2	14.2	16.3	35.5	32.8
Maintenance of local roads	0.8	17.5	23.2	31.1	27.3
Standard of Council public toilets	11.7	13.7	24.2	34.5	15.9
Availability of public toilets	8.5	14.4	26.5	34.1	16.5
Availability of parking in the city centre	3.8	21.2	28.1	26.5	20.4

Key results:

- 81.8% of Wollongong residents recorded a 'high' satisfaction rating for 'Domestic, recycling and green waste collection service'.
- The 'Standard of public toilets' (15.9%) and 'Availability of public toilets' (16.5%) were the services that scored the least high satisfaction ratings (4 or 5).
- 21.2% of residents were 'not at all' satisfied with the 'Availability of parking in the city centre', and 17.5% were 'not at all' satisfied with the 'Maintenance of local roads'.

Table 3.4.2: Infrastructure and Works – Satisfaction comparisons from 2010 to 2012

	Satisfaction		
	Mean score out of 5 2010	Mean score out of 5 2012	Significant change
Domestic, recycling & green waste collection service	4.05	4.22	↑
Waste disposal depot facilities	3.39	3.36	↔
Street cleaning	3.28	3.32	↔
Regulation of traffic flow in city centre	3.02	3.21	↑
Regulation of traffic flow in local area	3.20	3.20	↔
Availability of bus shelters	2.97	3.18	↑
Maintenance of footpaths	2.90	2.97	↔
Maintenance of local roads	2.84	2.76	↔
Standard of Council public toilets*	2.45	2.64	↑
Availability of public toilets	2.59	2.62	↔
Availability of parking in city centre	2.45	2.53	↔

*There have been wording changes in the services and facilities measured in the 2010 and 2012 questionnaires.

Key results:

- Within the area of 'Infrastructure and Works', 'Domestic, recycling and green waste collection service' was the only item to attain a high level mean satisfaction score. Its mean satisfaction score has risen significantly from 4.05 in 2010 to 4.22 in the 2012 survey.
- Based on the IRIS Council services classification index, five services or facilities were considered to have mean scores that fall into a 'medium' satisfaction range; these were 'Waste disposal depot facilities' (3.36), 'Street cleaning' (3.32), 'Regulation of traffic flow in city centre' (3.21), 'Regulation of traffic flow in local area' (3.20), and 'Availability of bus shelters' (3.18).

- Using this same system, five services or facilities were also identified as having mean satisfaction scores that placed them into a 'low' satisfaction range. These were 'Maintenance of footpaths' (2.97), 'Maintenance of local roads' (2.76), 'Standard of Council public toilets' (2.64), 'Availability of public toilets' (2.62), and 'Availability of parking in the city centre' (2.53).
- The big mover with regards to resident satisfaction has been the 'Availability of bus shelters'. The 2010 result of 2.97 placed the level of resident satisfaction in the 'low' range, where as this year's result of 3.18 entrenches it firmly as a 'medium' satisfaction delivered service.
- Two other services are worthy of mention as their average satisfaction scores have risen significantly: the 'Regulation of traffic flow in the city centre' from 3.02 to 3.21 and the 'Standard of Council public toilets' from 2.45 to 2.64.
- Compared to the 2008 survey, there have been significant increases in the mean satisfaction scores for 'Street cleaning' (3.32 up from 3.18), 'Regulation of traffic flow in city centre' (3.21 up from 2.78), 'Regulation of traffic flow in local area' (3.20 up from 2.78), 'Availability of bus shelters' (3.18 up from 2.89), 'Maintenance of footpaths' (2.97 up from 2.74), 'Availability of public toilets' (2.62 up from 2.44), and 'Availability of parking in city centre' (2.53 up from 2.26).

3.5 IMPORTANCE – CORPORATE AND COMMUNITY SERVICES

Table 3.5.1: Corporate and Community Services – Importance

Sample size = 754	% Importance				
	Don't know	(1) Not at all important	(2) Low importance	(3) Medium importance	(4 & 5) High importance
Graffiti prevention and removal	1.3	3.0	3.6	15.2	76.9
Customer Service Centre	10.9	3.4	4.0	16.8	64.9

Key results:

- Three in four residents (76.9%) feel that the 'Graffiti prevention and removal' is of high importance to them.
- Whilst 64.9% of residents indicated that the 'Customer Service Centre' was important to them, 10.9% of residents stated that they did not know.

Table 3.5.2: Corporate and Community Services – Importance comparisons from 2010 to 2012

	Importance		
	Mean score out of 5 2010	Mean score out of 5 2012	Significant change
Graffiti prevention and removal	4.18	4.23	↔
Customer Service Centre	3.82	4.11	↑

Key results:

- Both services and facilities under 'Corporate and Community Services' were considered to have mean scores in the high importance tier.
- The importance of the 'Customer Service Centre' has increased significantly from 3.82 in 2010 to 4.11 in 2012.

3.6 SATISFACTION – CORPORATE AND COMMUNITY SERVICES

Table 3.6.1: Corporate and Community Services – Satisfaction

Sample size = 757	% Satisfaction				
	Can't say	(1) Not at all satisfied	(2) Low satisfaction	(3) Medium satisfaction	(4 & 5) High satisfaction
Customer Service Centre	21.2	2.5	4.1	29.9	42.3
Graffiti prevention & removal	5.0	7.6	15.5	39.3	32.5

Key results:

- 42.3% of residents are highly satisfied with the 'Customer Service Centre', with 21.2% unable to state their satisfaction with the service.
- 32.5% of residents provided a 'high' satisfaction rating (4 or 5) regarding 'Graffiti prevention and removal'.

Table 3.6.2: Corporate and Community Services – Satisfaction comparisons from 2010 to 2012

	Satisfaction		
	Mean score out of 5 2010	Mean score out of 5 2012	Significant change
Customer Service Centre	3.54	3.62	↔
Graffiti prevention and removal	2.99	3.11	↑

Key results:

- Satisfaction towards the 'Customer Service Centre' remained statistically unchanged, with a medium level mean satisfaction score of 3.62 out of 5.
- Resident satisfaction for 'Graffiti prevention and removal' has increased significantly from a low score of 2.99 in 2010 to a medium level score of 3.11 in 2012.

4 USED, PARTICIPATED OR ACCESSED SERVICE OR FACILITY

In order to better understand and get a gauge for the level of use in the community for the various services and facilities that Wollongong City Council provide, residents were asked how many times during the year they visit, access or participate in each of the 23 services and facilities measured in this section of the survey. If they answered that they did not use the service or facility in the last 12 months, they were asked to provide a reason, which has been included in Appendix 9.6. If the residents had used the service or facility within the last 12 months, they were asked about their level of satisfaction. All residents were asked to provide a rating of importance for each service and facility.

This section is divided into four sections; 'Planning and Environment', 'Infrastructure and Works', 'Corporate and Community Services', and 'Corporate and Community Services for Selected Groups'.

The entire sample was divided into two groups, with each group asked about only half of the services and facilities in this section, in order to keep the overall length of the survey down.

4.1 PLANNING AND ENVIRONMENT

The table below outlines the importance of the 'Botanic Garden', as measured in this survey.

Table 4.1.1: Planning and Environment Importance

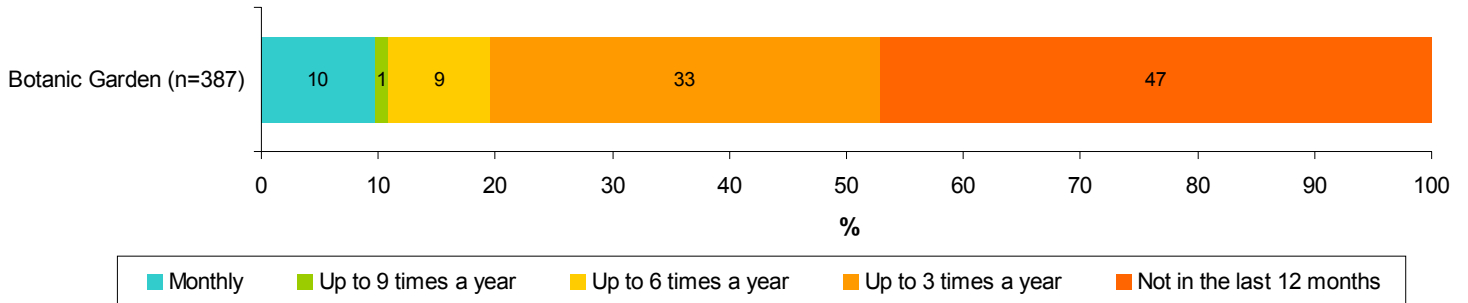
n = 387	Can't say	% Importance Rating			Mean Score (out of 5)
		Low (1-2)	Medium (3)	High (4-5)	
Botanic Garden	0.7	11.6	8.5	79.2	4.12

Key results:

- Four in five residents (79.2%) provided a high importance rating for the 'Botanic Garden', compared to 73.6% in the 2010 survey. A high mean importance score of 4.12 out of 5 was recorded, which is on par with the 2010 result of 4.10.

The graph below outlines the usage of the 'Botanic Garden'.

Graph 4.1.1: Planning and Environment Usage



Key results:

- 52.9% of residents have visited or used the 'Botanic Garden' in the past year, with one in ten (9.7%) indicating this was at least on a monthly basis. The proportion of residents using the 'Botanic Garden' is on par with the 2010 and 2008 survey results.
- Of the 47.1% who had not visited the 'Botanic Garden', the main reason was 'no need' (50.9%), followed by 'too busy or no time' (13.1%).

The table below outlines resident satisfaction with the 'Botanic Garden' for the residents who had used this facility within the past 12 months.

Table 4.1.2: Planning and Environment Satisfaction

n = 204	% Satisfaction Rating				Mean Score (out of 5)
	Can't say	Low (1-2)	Medium (3)	High (4-5)	
Botanic Garden	0.0	0.9	2.6	96.4	4.56

Key results:

- Of the residents who had visited the 'Botanic Garden', 96.4% provided a high satisfaction rating, which resulted in a high mean satisfaction score of 4.56 out of 5.
- This mean score has risen significantly since the 2010 survey, which attracted a mean satisfaction score of 4.35 among residents who reported using the facility.

4.2 INFRASTRUCTURE AND WORKS

The table below outlines the importance of the ten facilities that make up the 'Infrastructure and Works' sector within this survey.

Table 4.2.1: Infrastructure and Works Importance

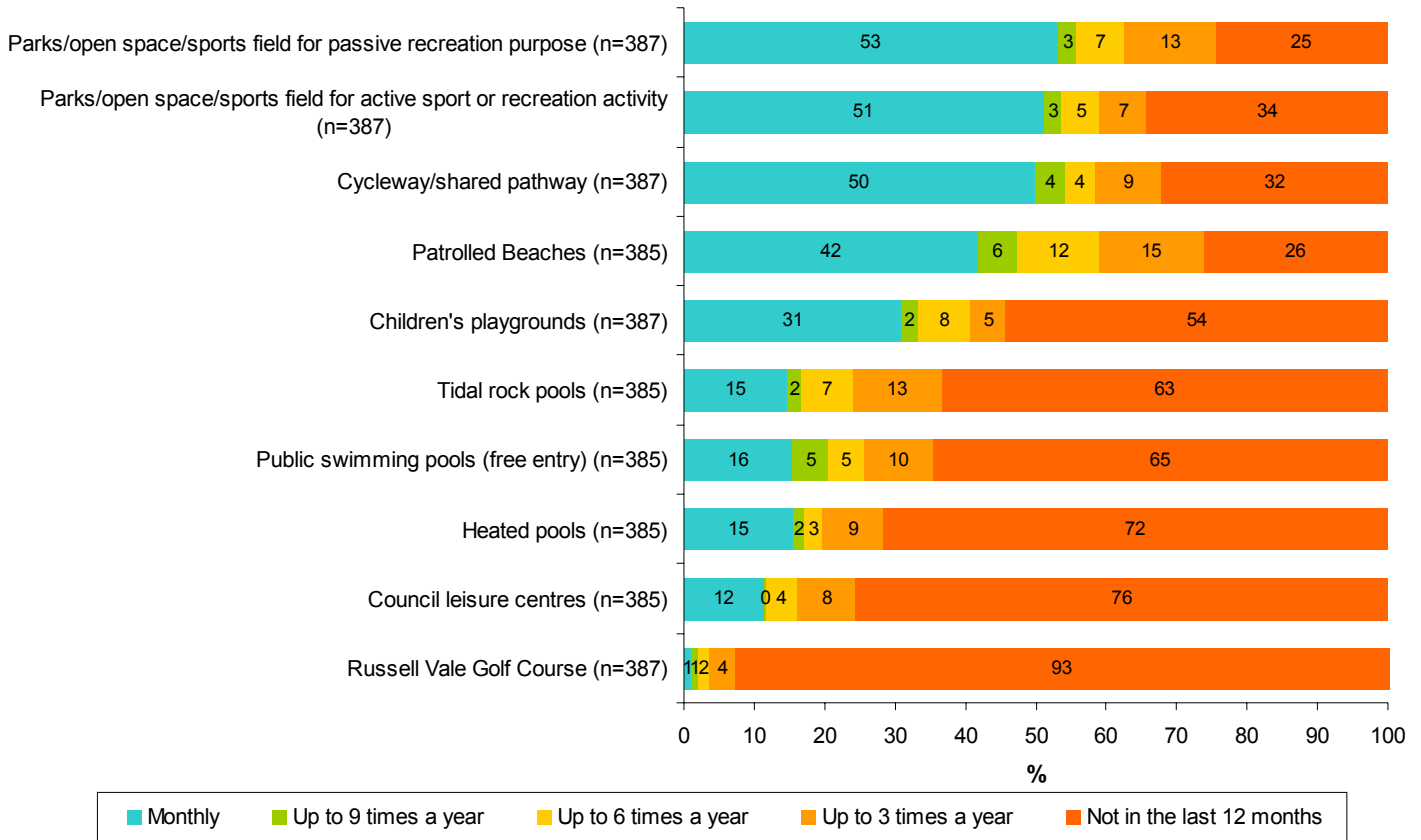
	Can't say	% Importance Rating			Mean Score (out of 5)
		Low (1-2)	Medium (3)	High (4-5)	
Patrolled beaches (n=385)	0.0	5.9	3.1	90.9	4.64
Parks/open spaces/sports fields for passive recreation purposes (n=384)	0.6	5.3	5.7	88.5	4.55
Parks/open spaces/sports fields for active sports or recreation activities (n=385)	0.5	7.2	5.1	87.2	4.51
Cycleways/shared pathways (n=386)	0.2	9.3	7.4	83.1	4.32
Children's playgrounds (n=384)	0.6	15.4	5.2	78.8	4.16
Public swimming pools (free entry) (n=382)	0.7	17.1	11.9	70.3	3.96
Council leisure centres (n=371)	3.6	21.4	15.4	59.6	3.70
Tidal rock pools (n=379)	1.5	26.4	23.4	48.7	3.40
Heated pools (n=383)	0.3	28.9	18.6	52.2	3.34
Russell Vale Golf Course (n=377)	2.5	67.8	13.1	16.6	1.99

Key results:

- More than four in five residents provided a high importance rating for 'Patrolled beaches' (90.9%), 'Parks/open spaces/sports fields for passive recreation purposes' (88.5%), 'Parks/open spaces/sports fields for active sports or recreation activities' (87.2%), and 'Cycleways/shared pathways' (83.1%).
- The mean importance scores for nine of these 'Infrastructure and Works' facilities ranged from a high score of 4.64 out of 5 for 'Patrolled beaches', to a medium score of 3.34 for 'Heated pools'. 'Russell Vale Golf Course' received a low range score of 1.99 out of 5.
- When compared with the 2010 survey, the mean importance score for 'Russell Vale Golf Course' has decreased significantly from 2.57 to 1.99.

The graph below outlines the patronage of ten facilities that comprise the 'Infrastructure and Works' sector within this survey.

Graph 4.2.1: Infrastructure and Works Usage



Key results:

- The three most frequently used 'Infrastructure and Works' facilities were 'Parks/open space/sports field for passive recreation purpose' (53.3% monthly), 'Parks/open space/sports field for active sport or recreation activity' (51.2% monthly), and 'Cycleways/shared pathway' (49.9% monthly).
- 'Russell Vale Golf Course' had the lowest patronage of these facilities, with 92.9% of residents not using it within the last 12 months.
- The most common reason for not using the facilities was 'no need' (see Appendix 9.6 for the complete list).

- Further analysis has shown that reported usage of these services and facilities in 2012 is significantly lower for:
 - 'Parks/open space/sports field for passive recreation purpose' (75.5%) compared to 2010 (81.2%) and 2008 (85.1%).
 - 'Cycleway/shared pathway' (67.8%) compared with the 2008 result of 75.9%.
 - 'Children's playgrounds' (45.7%) compared to the 2010 (53.6%) and 2008 (55.2%) results.
 - 'Tidal rock pools' (36.8%) when compared with 2010 (47.8%) and 2008 (46.4%).
 - 'Public swimming pools (free entry)' (35.4%) compared with both the 2010 (54.1%) and 2008 (50.6%) usage rates.
 - 'Heated pools' (28.3%) compared to the usage rate in 2010 (40.7%).
 - 'Council leisure centres' (24.4%) when compared to 2010 (41.2%) and 2008 (42.1%).
 - 'Russell Vale Golf Course' (7.3%) compared to the 2010 result of 12.7%, this was not asked in the 2008 survey.

Residents who had used a 'Infrastructure and Works' facility within the past 12 months were asked about their satisfaction towards that facility. The table below displays the satisfaction results of ten facilities within this sector.

Table 4.2.2: Infrastructure and Works Satisfaction

	Can't say	% Satisfaction Rating			Mean Score (out of 5)
		Low (1-2)	Medium (3)	High (4-5)	
Patrolled beaches (n=279)	1.9	0.8	8.5	88.7	4.57
Public swimming pools (free entry) (n=136)	0.0	3.8	15.4	80.8	4.22
Parks/open spaces/sports fields for passive recreation purposes (n=291)	0.0	3.0	16.1	80.8	4.18
Heated pools (n=107)	2.0	0.9	22.9	74.2	4.16
Council leisure centres (n=91)	1.6	2.4	16.3	79.7	4.16
Russell Vale Golf Course (n=27)	2.1	0.0	26.6	71.2	4.14
Parks/open spaces/sports fields for active sports or recreation activities (n=254)	0.0	4.2	17.9	77.9	4.11
Children's playgrounds (n=176)	0.3	3.5	21.6	74.6	4.09
Cycleways/shared pathways (n=260)	0.4	8.0	22.3	69.4	3.93
Tidal rock pools (n=140)	0.0	5.3	30.0	64.7	3.89

Key results:

- Over four in five Wollongong residents provided a high satisfaction rating (4 or 5) for 'Patrolled beaches' (88.7%), 'Public swimming pools' (80.8%), and 'Parks/open spaces/sports fields for passive recreation purposes' (80.8%).
- 'Cycleways/shared pathways' attracted the most low satisfaction ratings (1 or 2) out of these 'Infrastructure and Works' facilities, with 8.0%.
- All 'Infrastructure and Works' mean satisfaction scores were in the high range, from 4.57 out of 5 for 'Patrolled beaches' to 3.89 for 'Tidal rock pools'.
- The mean satisfaction scores improved significantly since 2010 for 'Patrolled beaches' (up from 4.21), 'Public swimming pools' (up from 3.80), and 'Council leisure centres' (up from 3.97).

4.3 CORPORATE AND COMMUNITY SERVICES

The table below outlines the importance placed on six services that make up the 'Corporate and Community Services' sector by Wollongong Local Government Area residents. These services include 'Wollongong City Centre Library', 'Community halls/centres', 'District library and community centres', 'Local branch libraries', 'IPAC' and 'City Gallery'.

Table 4.3.1: Corporate and Community Services Importance

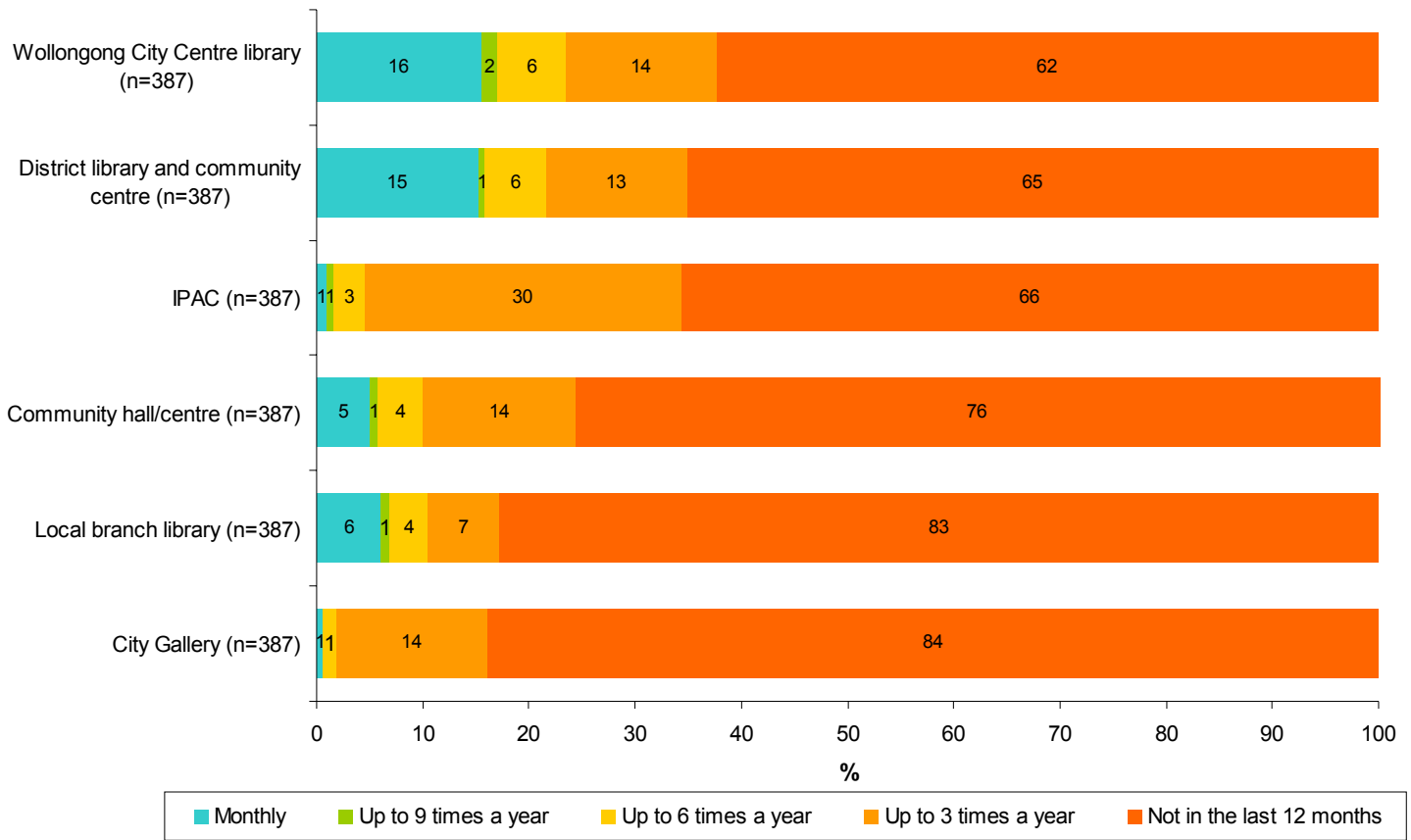
	Can't say	% Importance Rating			Mean Score (out of 5)
		Low (1-2)	Medium (3)	High (4-5)	
Wollongong City Centre Library (n=383)	1.0	16.5	12.3	70.1	3.95
Community halls/centres (n=384)	0.7	20.3	15.6	63.3	3.71
District library and community centres (n=371)	3.9	23.3	8.3	64.5	3.69
Local branch libraries (n=369)	4.6	30.0	10.5	54.9	3.40
IPAC (n=379)	2.0	29.1	18.1	50.8	3.32
City Gallery (n=376)	2.8	44.9	21.3	31.0	2.71

Key results:

- 70.1% of residents placed high importance on 'Wollongong City Centre Library', which resulted in a high importance rating of 3.95 out of 5.
- Meanwhile, the 'City Gallery' received an average importance score of 2.71 out of 5, which is a low range mean importance score. The other four services had mean scores ranging from 3.71 to 3.32, which are all medium level scores.

Graph 4.3.1 outlines the usage of the six libraries and community centres that were measured in this survey.

Graph 4.3.1: Corporate and Community Services Usage



Key results:

- 'Wollongong City Centre Library' (15.6% monthly) and 'District library and community centre' (15.2% monthly) were the most frequently visited 'Corporate and Community Services' facilities.
- Just 16.1% of residents accessed the 'City Gallery' and 17.2% of residents had accessed a 'Local branch library' in the past 12 months. The most commonly cited reason for not using the 'Corporate and Community Services' was 'no need' (see Appendix 9.6 for the complete list).

- Further analysis revealed that usage rates have decreased statistically significantly for:
 - 'Community hall/centre' (24.3%) compared with the 2010 (38.6%) and 2008 (47.5%) results. This is the only 'Corporate and Community Service' facility for which results exist for 2008.
 - 'Wollongong City Centre library' (37.7%) compared to the 2010 result (50.0%).
 - 'IPAC' (34.4%) when compared with the 2010 (48.2%) usage rate.
 - 'City Gallery' (16.1%) compared to the 2010 result of 30.6%.

The results in the table below are the satisfaction ratings of residents who had used each of the 'Corporate and Community' services within the past 12 months.

Table 4.3.2: Corporate and Community Services Satisfaction

	Can't say	% Satisfaction Rating			Mean Score (out of 5)
		Low (1-2)	Medium (3)	High (4-5)	
Wollongong City Centre Library (n=145)	0.7	1.5	5.5	92.3	4.48
District library and community centres (n=132)	2.1	2.5	8.6	86.8	4.33
The IPAC (n=133)	0.0	1.0	11.4	87.6	4.23
Local branch libraries (n=62)	6.2	1.4	21.7	70.7	4.14
The City Gallery (n=62)	0.9	5.6	16.0	77.4	4.03
Community halls/centres (n=92)	1.8	3.4	27.0	67.8	4.02

Key results:

- 92.3% of residents who accessed the 'Wollongong City Centre Library' rated their satisfaction as high, which contributed to a high level mean score of 4.48 out of 5.
- The mean satisfaction scores for all of these 'Corporate and Community Services' were in the high range (from 4.02 to 4.48), with the majority of residents providing a high satisfaction rating (from 67.8% to 92.3%).
- Despite only residents who responded that they had used the service being asked about their level of satisfaction, 6.2% of residents could not say how satisfied they were with 'Local branch libraries'.
- There were significant increases in the mean satisfaction scores for 'Wollongong City Centre library' (up from 4.33 in 2010) and for 'Community halls/centres' (up from 3.66).

4.4 CORPORATE AND COMMUNITY SERVICES FOR SELECTED GROUPS

The table below details the importance ratings of the six 'Corporate and Community Services' for selected groups that were measured in this survey. These services and/or facilities include those for 'people with a disability', 'older people', 'children', 'young people', 'people from culturally or linguistically diverse backgrounds', and 'Aboriginal or Torres Strait Islander people'.

Table 4.4.1: Corporate and Community Services for Selected Groups Importance

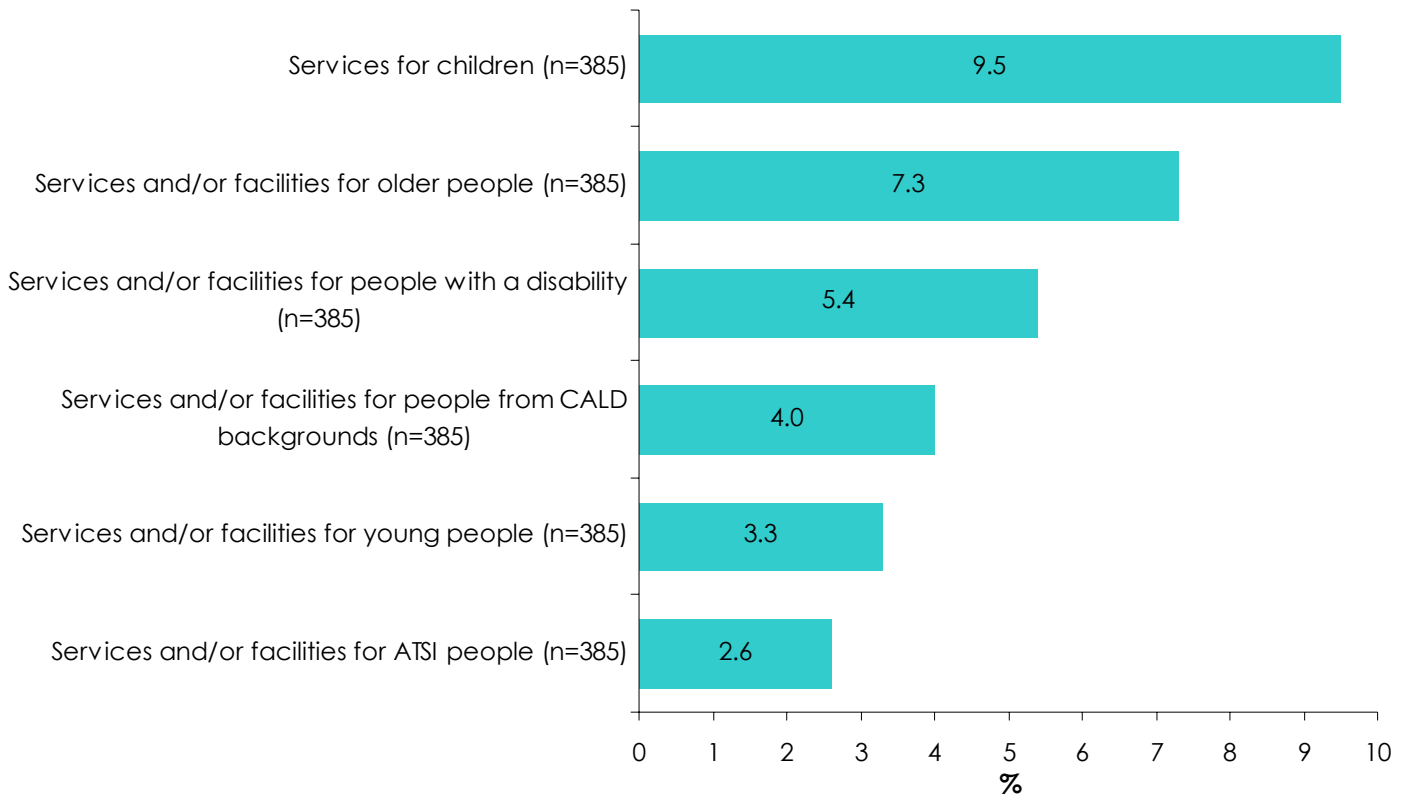
	Can't say	% Importance Rating			Mean Score (out of 5)
		Low (1-2)	Medium (3)	High (4-5)	
Services and/or facilities for people with a disability (n=378)	1.7	16.7	5.8	75.7	4.12
Services and/or facilities for older people (n=379)	1.4	16.9	8.1	73.6	4.05
Services for children (n=368)	4.3	19.3	9.2	67.3	3.88
Services and/or facilities for young people (n=373)	2.9	19.6	8.8	68.7	3.84
Services and/or facilities for people from culturally or linguistically diverse backgrounds(n=365)	5.1	22.7	17.3	54.9	3.52
Services and/or facilities for Aboriginal or Torres Strait Islander people (n=360)	6.4	24.8	17.8	51.0	3.43

Key results:

- Services and/or facilities for 'people with a disability' and 'older people' received high level mean importance scores of 4.12 and 4.05 out of 5, respectively.
- 'Services and/or facilities for Aboriginal or Torres Strait Islander people' were considered the least important out of these 'Corporate and Community Services', with around one in four residents (24.8%) providing a low importance rating (1 or 2).

The overall usage of the six 'Corporate and Community Services' for selected groups that were measured in this survey are displayed in the graph below. The frequency of usage of these services and facilities was low, so the rates have been collapsed into an overall usage rate.

Graph 4.4.1: Accessed a Council service or facility



Key results:

- These services and facilities had low rates of usage, as at least 90% of residents had not accessed any of these services or facilities within the past 12 months (90.5% to 97.5%). The main reasons for not using these services and facilities were 'no need' and 'service doesn't meet my/family needs' (see Appendix 9.6 for the complete list).
- 9.5% of residents mentioned that they accessed a Council service for children, while just 3.3% used a service or facility for young people (12 to 25 years).
- 'Services and/or facilities for older people' were used the most frequently, with 4.5% of residents using them at least monthly.

-
- Further analysis showed that the overall usage rates are statistically lower in 2012 for:
 - 'Services for children' (9.5%) compared to 2010 (23.3%) and 2008 (43.3%).
 - 'Services and/or facilities for older people' (7.3%) when compared to the 2010 (12.8%) and 2008 (24.4%) results.
 - 'Services and/or facilities for people with a disability' (5.4%) compared to the 2008 result of 23.5%.
 - 'Services and/or facilities for young people' (3.3%), down from 14.4% in 2010.

Table 4.4.2 below reveals the scale of satisfaction among Wollongong residents who had used each of the 'Corporate and Community Services' for selected groups within the past 12 months.

Table 4.4.2: Corporate and Community Services for Selected Groups Satisfaction

	Can't say	% Satisfaction Rating			Mean Score (out of 5)
		Low (1-2)	Medium (3)	High (4-5)	
Services and/or facilities for older people (n=28)	0.0	2.7	17.3	79.9	4.47
Services and/or facilities for people with a disability (n=20)	3.3	15.2	8.0	73.4	4.15
Services for children (n=33)	9.3	9.4	13.3	68.0	3.97
Services and/or facilities for people from culturally or linguistically diverse backgrounds(n=14)	6.4	5.0	34.2	54.4	3.85
Services and/or facilities for Aboriginal or Torres Strait Islander people (n=9)	7.8	17.3	36.4	38.5	3.48
Services and/or facilities for young people (n=11)	9.3	13.8	49.2	27.7	3.32

Key results:

- Of residents that have accessed Council 'Services and/or facilities for older people' in the past 12 months, 79.9% were satisfied to a high level with its provision. This resulted in a high mean satisfaction score of 4.47 out of 5.
- Based on the results of similar satisfaction surveys, Wollongong City Council's mean scores for the 'Corporate and Community Services' which range from 4.47 to 3.85 out of 5 are considered to be high level satisfaction scores. Services and/or facilities for 'Aboriginal or Torres Strait Islander people' (3.48) and 'Young people' (3.32) both received medium level mean satisfaction scores.
- Of residents that accessed a Council 'Service and/or facility for people with a disability' in the past 12 months, three in four of them (73.4%) were either satisfied or very satisfied.
- 27.7% of residents who had accessed a Council service or facility for 'Young people' in the past 12 months provided a high satisfaction rating.

5 PRIORITISING SERVICES AND FACILITIES

Given the range of services and facilities Council has to manage, it can often be a difficult task to prioritise. The sheer number of services and facilities under management can diffuse focus and distract attention away from the areas of critical importance to improving resident satisfaction. This section of the report aims to identify the key drivers of resident satisfaction via a deeper analysis of the importance and satisfaction scores presented in the previous sections.

5.1 QUADRANT ANALYSIS

Quadrant analysis is a useful way of simultaneously analysing the stated importance a service holds for residents against their satisfaction with the provision of that service. To do this, mean satisfaction scores are plotted against mean importance scores for each Council service or facility. In order to form the quadrants (or opportunity matrix) that separate higher and lower level priority services combined mean importance and satisfaction scores were calculated for the entire set of council services and facilities. These scores were: *Importance score = 4.3 and Satisfaction score = 3.1*. Thus, for example, services or facilities with a mean importance score of less than 4.3 (i.e. a score lower than the overall mean importance score), were classified as having 'lower' importance. Conversely, services or facilities with a mean score above 4.3 were classified as having 'higher' importance. The results of the quadrant analysis are displayed in Chart and Table 5.1.1. Each of the four quadrants has a specific interpretation:

1. The upper right quadrant (high importance and high satisfaction) represents current council service strengths.
2. The upper left quadrant (high importance but relatively lower satisfaction) denotes services where satisfaction should be improved.
3. The lower left quadrant (relatively lower importance and relatively lower satisfaction) represents lower priority services.
4. The lower right quadrant (relatively lower importance and high satisfaction) is often interpreted as representing 'overkill' services where effort exceeds expectations.

The attributes in the upper left quadrant are all candidates for immediate attention. Residents placed a high importance on these attributes but also reported relatively lower satisfaction.

Graph 5.1.1: Quadrant analysis for Council services and facilities

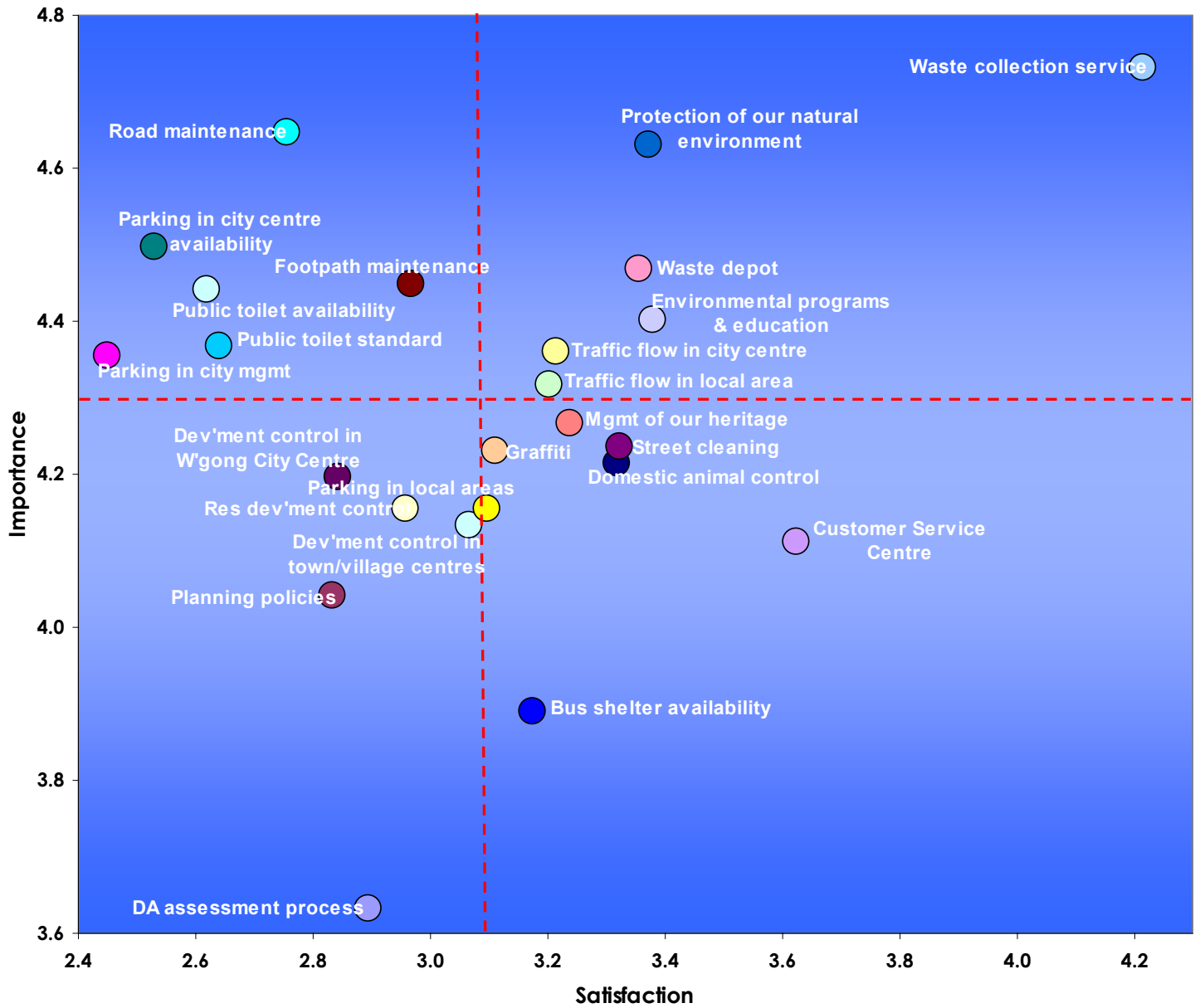


Table 5.1.1: Opportunities matrix for Council services and facilities

2. HIGHER IMPORTANCE LOWER SATISFACTION	1. HIGHER IMPORTANCE HIGHER SATISFACTION
<ul style="list-style-type: none"> ▪ Maintenance of footpaths ▪ Availability of parking in city centre ▪ Management of parking in city centre ▪ Maintenance of local roads ▪ Standard of Council public toilets ▪ Availability of public toilets 	<ul style="list-style-type: none"> ▪ Regulation of traffic flow in local area ▪ Regulation of traffic flow in city centre ▪ Domestic, recycling and green waste collection service ▪ Waste disposal depot facilities ▪ Protection of our natural environment ▪ Environmental programs and education
3. LOWER IMPORTANCE LOWER SATISFACTION	4. LOWER IMPORTANCE HIGHER SATISFACTION
<ul style="list-style-type: none"> ▪ Management of parking in local area ▪ Development application assessment process ▪ Planning policies that control development in the Wollongong local government area ▪ Controls for residential development ▪ Controls for development in town/village centres ▪ Controls for development in Wollongong City Centre 	<ul style="list-style-type: none"> ▪ Domestic animal control ▪ Street cleaning ▪ Management and preservation of our heritage environment ▪ Availability of bus shelters ▪ Graffiti prevention and removal ▪ Customer Service Centre

Quadrant analysis was also completed for a separate set of variables which involved only the ratings of residents who used the service or facility within the last 12 months. The combined mean importance and satisfaction scores were calculated for this set of council services and facilities. These scores were: *Importance score = 3.8 and Satisfaction score = 4.3*. The results of the quadrant analysis are displayed in Chart and Table 5.1.2.

Graph 5.1.2: Quadrant analysis for Council services and facilities - Usage

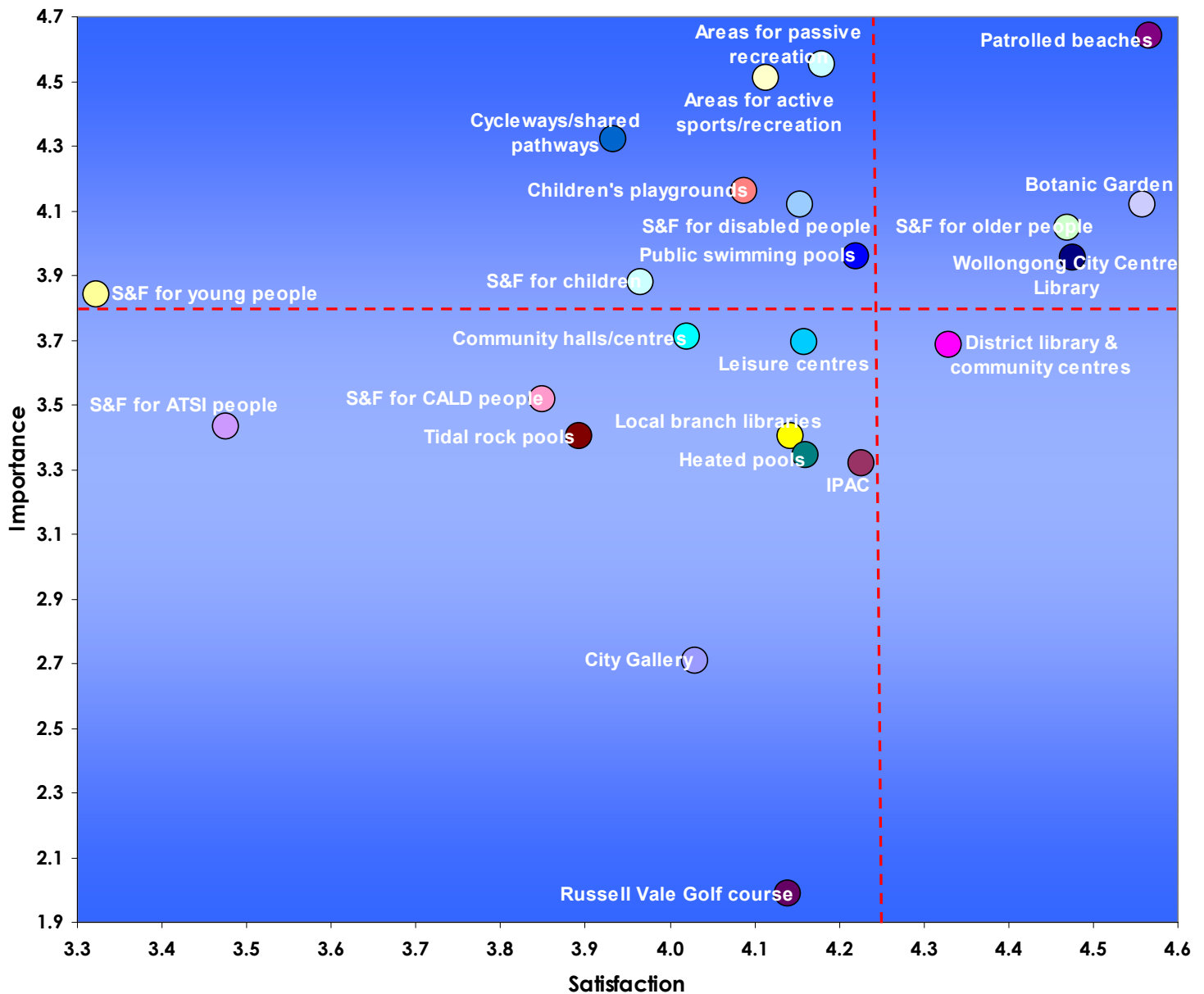


Table 5.1.2: Opportunities matrix for Council services and facilities - Usage

2. HIGHER IMPORTANCE LOWER SATISFACTION	1. HIGHER IMPORTANCE HIGHER SATISFACTION
<ul style="list-style-type: none"> ▪ Services and/or facilities for children ▪ Services and/or facilities for young people ▪ Services and/or facilities for people with a disability ▪ Parks/open space/sports field for active sport or recreation activity ▪ Parks/open space/sports field for passive recreation purpose ▪ Children's playgrounds ▪ Cycleways or shared pathways ▪ Public swimming pools (free entry) 	<ul style="list-style-type: none"> ▪ Botanic Garden ▪ Wollongong City Centre library ▪ Services and/or facilities for older people ▪ Patrolled beaches
3. LOWER IMPORTANCE LOWER SATISFACTION	4. LOWER IMPORTANCE HIGHER SATISFACTION
<ul style="list-style-type: none"> ▪ City Gallery ▪ Illawarra Performing Arts Centre ▪ Russell Vale Golf Course ▪ Local branch library e.g. Bulli, Helensburgh, Unanderra, Warrawong ▪ Community halls and centres ▪ Tidal rock pools ▪ Heated pools ▪ Council leisure centres e.g. Beaton Park and Lakeside ▪ Services and/or facilities for people from culturally or linguistically diverse backgrounds ▪ Services and/or facilities for Aboriginal or Torres Strait Islander people 	<ul style="list-style-type: none"> ▪ District Library and community centre e.g. Thirroul, Corrimal or Dapto

5.2 GAP ANALYSIS

Despite its usefulness, quadrant analysis is not a complete priority assessment tool. For example, it does not explicitly identify the gaps between importance and satisfaction. It is possible that a large gap could exist between importance and satisfaction, even though a service or facility appeared in the 'high importance and high satisfaction' quadrant.

Consequently, gap analysis was used as the second component in analysing the results. Gap measures were calculated by subtracting the mean satisfaction score from the mean importance score for each attribute. It should be pointed out that if a respondent rated a service or facility's importance, but failed to provide a satisfaction rating i.e. 'Can't say / Don't know' they were excluded from the gap analysis. Usually, ***the larger the gap between importance and satisfaction, the larger the gap between Council's performance in provision of a service and residents' expectations***

Gap scores are presented in Tables 5.2.1. The table ranks services and facilities from highest gaps to lowest gaps. Those services with a gap score significantly above the mean gap score for all services ($\xi=1.2522$) were given top priority (i.e. a rating of 1). These are services that should be addressed by management first as the importance of that service far outweighs the satisfaction that residents have with its provision.

Services with a gap score statistically equal to the mean gap were given second priority (rating of 2) and services with a gap score significantly below the mean gap were given third priority (rating of 3).

Table 5.2.1 Performance gaps for Council services and facilities

Council Services & Facilities	Performance Gap*	Priority Level
Availability of parking in city centre	1.9809	1
Maintenance of local roads	1.9003	1
Management of parking in city centre	1.9351	1
Availability of public toilets	1.8261	1
Standard of Council public toilets	1.7852	1
Maintenance of footpaths	1.4893	1
Controls for development in Wollongong City Centre	1.4487	1
Planning policies that control development in the Wollongong LGA	1.3516	2
Controls for residential development	1.3012	2
Protection of our natural environment	1.2548	2
Controls for development in town/village centres	1.1546	2
Graffiti prevention and removal	1.1389	3
Waste disposal depot facilities eg. tip	1.1312	3
Regulation of traffic flow in city centre	1.1463	3
Regulation of traffic flow in local area	1.1248	3
Management of parking in local areas	1.0862	3
Development application assessment process	1.0208	3
Management and preservation of our heritage	1.0531	3
Environmental programs and education	1.0439	3
Domestic animal control	0.9256	3
Street cleaning	0.9217	3
Availability of bus shelters	0.8207	3
Customer Service Centre	0.5552	3
Domestic, recycling and green waste collection service	0.515	3

* Calculated by subtracting satisfaction scores from importance scores for each respondent to give a 'performance gap'.

Table 5.2.2 outlines the services and facilities that were identified as not meeting resident expectations in either quadrant or gap analysis. Initially there were 24 services and facilities measured in this survey, however after applying both forms of analysis the results highlighted seven. These seven can then be filtered down to six services or facilities that Council should focus on first. If a service or facility has a tick in both the quadrant analysis box and the gap analysis box, it is a good confirmation that this area should be given priority.

Table 5.2.2 Quadrant and Gap analysis summary – Areas that need improving

	Identified as areas where Council is not meeting resident expectations in ...	
	Quadrant Analysis (Higher importance / lower satisfaction)	Gap Analysis (Higher than average gap between importance and satisfaction)
Management of parking in city centre	☑	☑
Availability of parking in city centre	☑	☑
Maintenance of local roads	☑	☑
Standard of Council public toilets	☑	☑
Availability of public toilets	☑	☑
Maintenance of footpaths	☑	☑
Controls for development in Wollongong City Centre		☑

Whilst Table 5.2.2 highlights Council's priority areas for improvement, Table 5.2.3 below highlights the areas where Council is performing quite well according to residents.

Table 5.2.3: Quadrant and Gap analysis summary – Areas where Council is performing well

	Identified as areas where Council is performing well in ...	
	Quadrant Analysis (Higher importance / higher satisfaction)	Gap Analysis (Higher than average gap between importance and satisfaction)
Regulation of traffic flow in local area	☑	☑
Regulation of traffic flow in city centre	☑	☑
Domestic, recycling and green waste collection	☑	☑
Waste disposal depot facilities	☑	☑
Environmental programs and education	☑	☑

Gap scores for the set of variables which only involved the ratings of residents who used the service or facility within the last 12 months are presented in Table 5.2.4. The table ranks services and facilities from highest gaps to lowest gaps. Those services with a gap score significantly above the mean gap score for all services ($\xi=0.31239$) were given top priority (i.e. a rating of 1). These are services that should be addressed by management first as the importance of that service far outweighs the satisfaction that residents have with its provision.

Table 5.2.4 Performance gaps for Council services and facilities - Usage

Council Services & Facilities	Performance Gap*	Priority Level
Parks/open spaces/sports fields for active sports or recreation activities	0.6658	1
Cycleways or shared pathways	0.7132	1
Parks/open spaces/sports fields for passive recreation purposes	0.5747	1
Children's playgrounds	0.707	1
Services and/or facilities for children	0.7697	1
Services and/or facilities for young people	0.9863	2
Community halls or centres	0.4683	2
Services and/or facilities for people from CALD backgrounds	0.7106	2
Services and/or facilities for people with a disability	0.6337	2
Services and/or facilities for older people	0.4457	2
Public swimming pools (free entry)	0.3582	2
Services and/or facilities for Aboriginal and Torres Strait Islander people	0.6244	2
Tidal rock pools	0.2917	2
Local branch libraries	0.2835	2
Patrolled beaches	0.2462	2
Russell Vale Golf course	0.0086	2
Council leisure centres	0.1304	2
District library and community centres	0.1336	3
The City Gallery	-0.1579	3
Heated pools	0.0806	3
Wollongong City Centre Library	0.1308	3
The IPAC	-0.2091	3
The Botanic Gardens	-0.0703	3

* Calculated by subtracting satisfaction scores from importance scores for each respondent to give a 'performance gap'.

It should be noted that the gap scores for these services and facilities were calculated based on the data attained from residents that used the services and facilities, which could be small in some instances.

Table 5.2.5 outlines the services and facilities that were identified as not meeting resident expectations in either quadrant or gap analysis. Initially there were 23 services and facilities measured in this survey, however after applying both forms of analysis the results highlighted 10. These 10 can then be filtered down to seven services or facilities that Council should focus on first.

Table 5.2.5 Quadrant and Gap analysis summary – Areas that need improving

	Identified as areas where Council is not meeting resident expectations in ...	
	Quadrant Analysis (Higher importance / lower satisfaction)	Gap Analysis (Higher than average gap between importance and satisfaction)
Services and/or facilities for children	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Children's playgrounds	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Cycleways/shared pathways	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Parks/open space/sports fields for active sport or recreation activities	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Parks/open space/sport fields for passive recreation purposes	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Services and/or facilities for young people	<input checked="" type="checkbox"/>	
Services and/or facilities for people with a disability	<input checked="" type="checkbox"/>	
Public swimming pools (free entry)	<input checked="" type="checkbox"/>	

Whilst Table 5.2.5 highlights Council's priority areas for improvement, Table 5.2.6 below highlights the areas where Council is performing quite well according to residents.

Table 5.2.6: Quadrant and Gap analysis summary – Areas where Council is performing well

	Identified as areas where Council is performing well in ...	
	Quadrant Analysis (Higher importance / higher satisfaction)	Gap Analysis (Higher than average gap between importance and satisfaction)
Botanic Garden	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Wollongong City Central Library	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

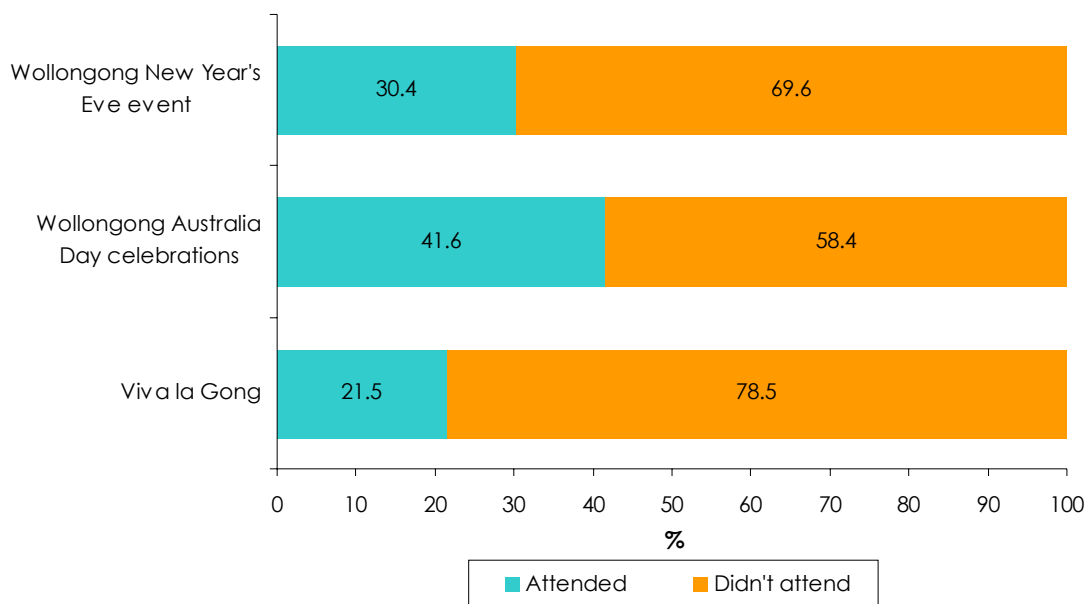
6 EVENTS

Section 6 of this report examines the attendance at three selected events that Wollongong City Council manages each year. Residents were also asked to rate the importance of these events.

6.1 ATTENDANCE AT EVENTS

Question: In the last 12 months, did you or a member of your family attend ...

Graph 6.1.1: Attendance at Wollongong events



Key results:

- Four in ten (41.6%) Wollongong residents reported that they or someone in their family attended the Wollongong Australia Day celebrations, compared to 38.4% in the 2008 survey.
- Three in ten (30.4%) residents or members of their family were present at the Wollongong New Year's Eve event, compared to 21.6% in the 2008 survey.
- Viva la Gong attracted 21.5% of residents or members of their family, a similar result to that recorded in the 2008 survey (21.3%).

6.2 IMPORTANCE OF EVENTS

The table below presents the importance ratings Wollongong residents have provided for three events that take place in Wollongong.

Table 6.2.1: Corporate and Community Services for Selected Groups Importance

	Don't know	% Importance Rating			Mean Score (out of 5)
		Low (1-2)	Medium (3)	High (4-5)	
Wollongong Australia Day celebrations	1.3	8.8	15.6	74.2	4.08
Wollongong New Year's Eve event	1.9	12.0	16.9	69.2	3.92
Viva la Gong	3.8	25.3	21.7	49.2	3.37

Key results:

- The importance ratings reflect the reported attendance at each of these Wollongong events, with the most popular event attracting the highest importance score and the least popular attracting the lowest importance score.
- 74.2% of residents gave a high importance rating (4 or 5) for Wollongong Australia Day celebrations.
- Mean importance scores for these events ranged from a high level 4.08 for Australia Day celebrations through to a medium tier 3.37 out of 5 for Viva la Gong.
- The average importance of Wollongong New Year's Eve event has increased significantly from 3.65 in 2010 to 3.92 in the current survey. Similarly, Viva la Gong's mean importance score has increased significantly, compared to the 2010 result of 3.23.

7 COMMUNICATION

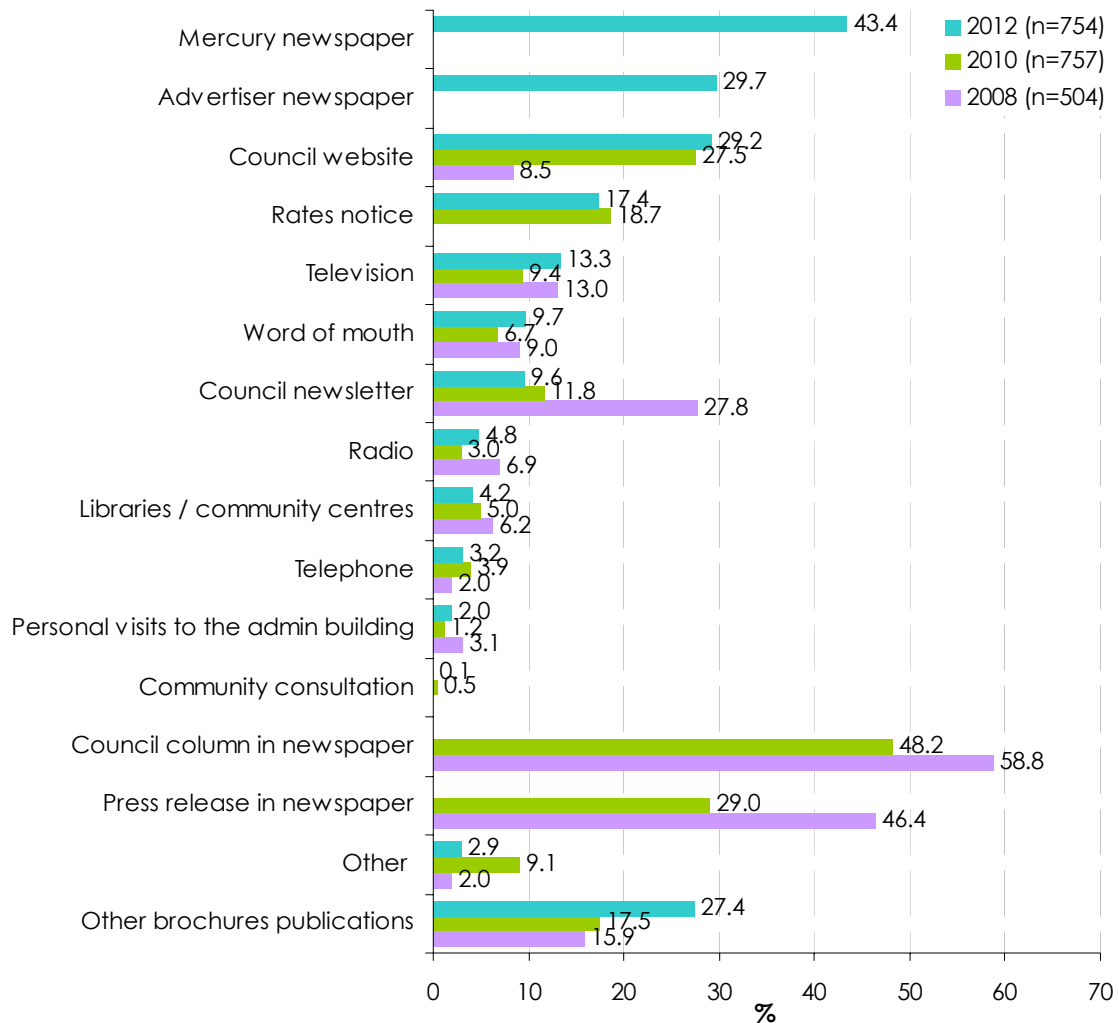
Section 7 of this report examines the various ways that Wollongong City Council communicates with the community and endeavours to identify the most successful form of communication. As well as that, residents are also asked to rate how satisfied they are with the level of information that Council puts out to the community.

7.1 INFORMATION ABOUT COUNCIL

Question: Where do you get your information about Council and its services, facilities and activities?

It should also be noted that the categories offered as options to respondents have changed since the previous surveys. 'Council column in newspaper' and 'Press release in newspaper' are no longer options. Additionally, 'Mercury newspaper' and 'Advertiser newspaper' are new options.

Graph 7.1.1: Information about Council



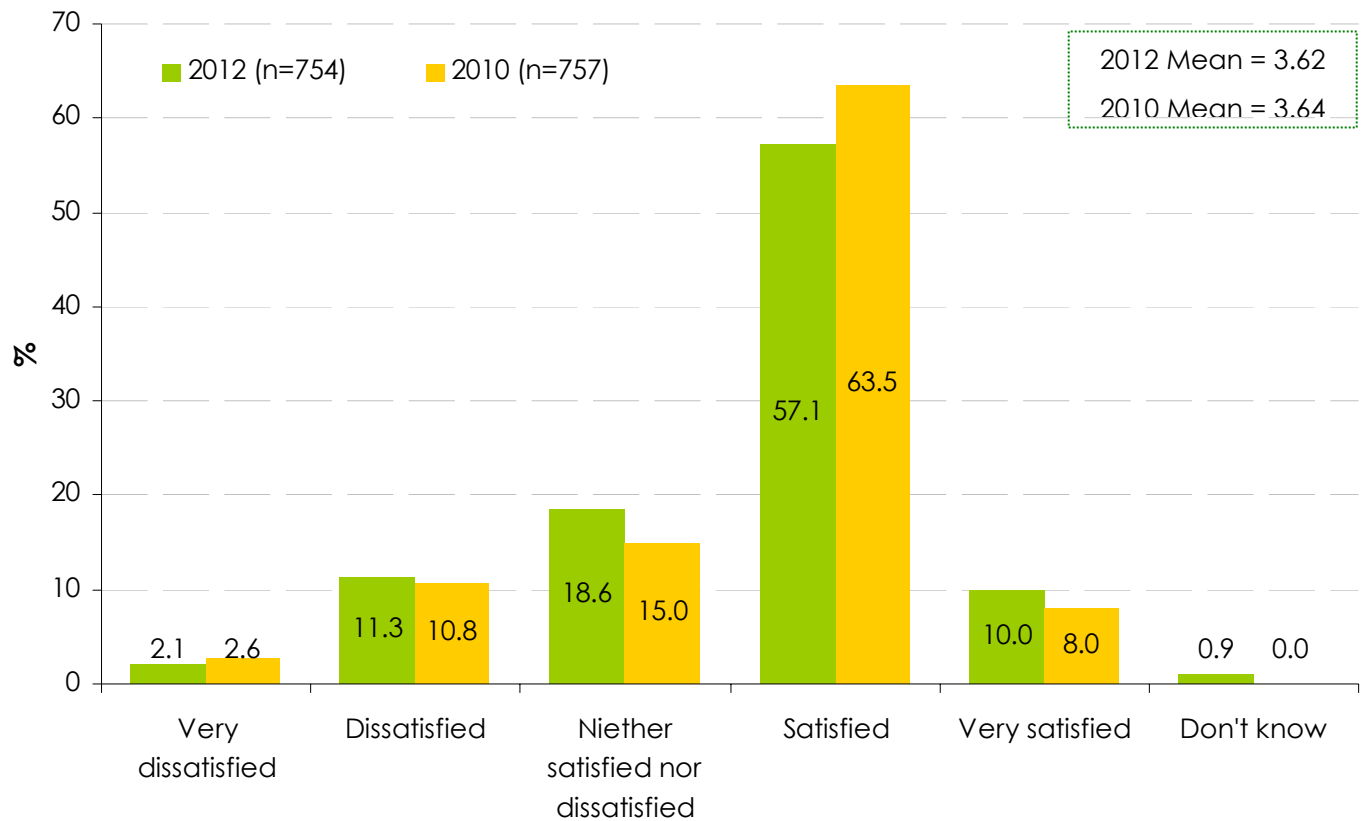
Key results:

- The most popular medium to attain information on Council and its services, facilities and activities is via the Illawarra Mercury newspaper. 43.4% of residents get their information in this way.
- The Advertiser newspaper (29.7%) and Council website (29.2%) are the two next most popular forms of media.
- A comparison with the previous surveys indicates that the popularity of Council's website to obtain information has significantly increased from 8.5% in 2008 to 29.2% in 2012.

7.2 SATISFACTION WITH INFORMATION COUNCIL PROVIDES

Question: How satisfied are you with the information Council provides about its services, facilities and activities?

Graph 7.2.1: Satisfaction with the information Council provides

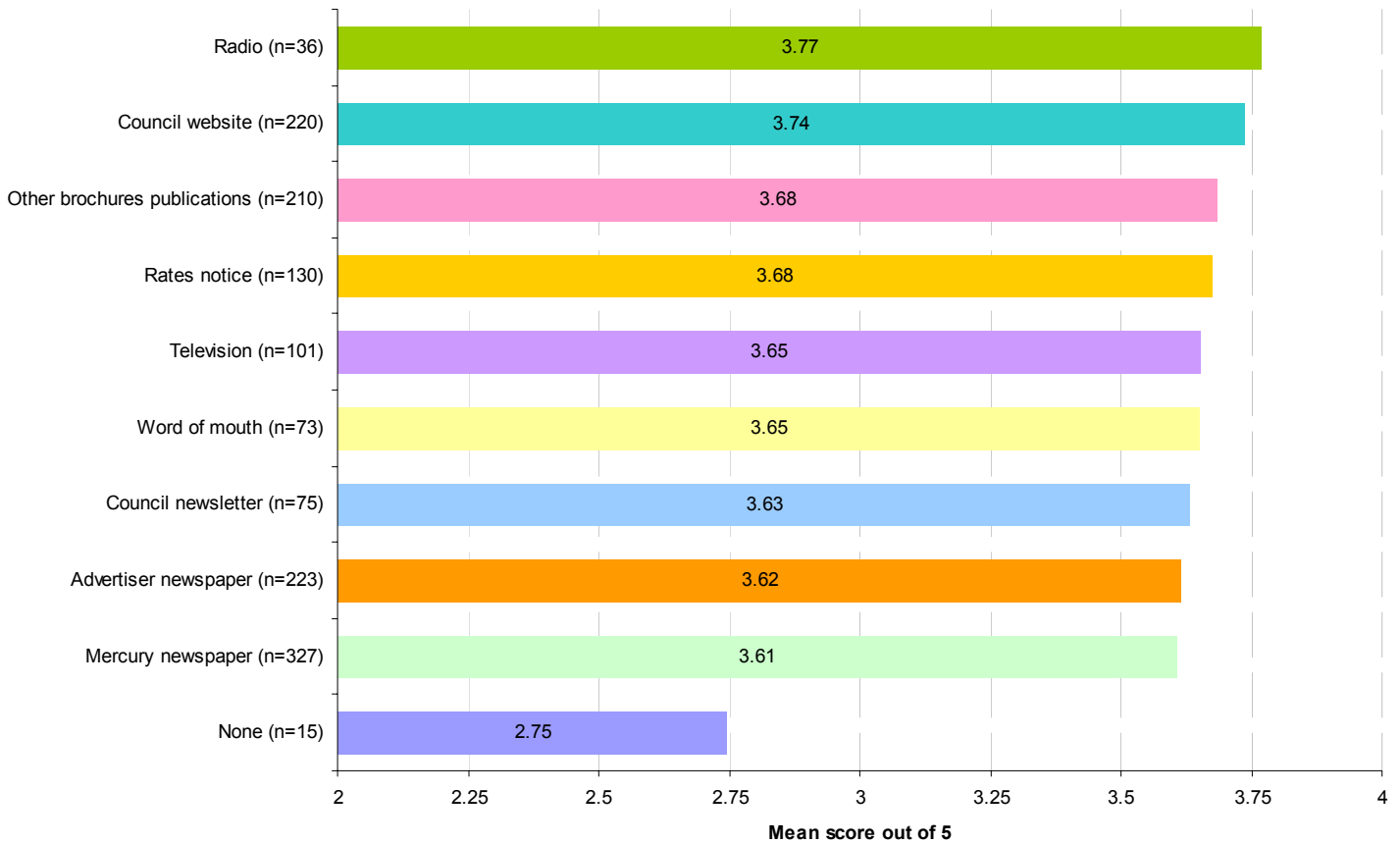


Key results:

- 67.1% of residents are satisfied (57.1%) or very satisfied (10.0%) with the information that Council provides about its services or facilities. This is on par with the result recorded in 2010 (71.5%).

The graph below outlines satisfaction amongst residents with the level of information that Council provides, according to how people receive that information.

Graph 7.2.2: Satisfaction with Council information by where information is received



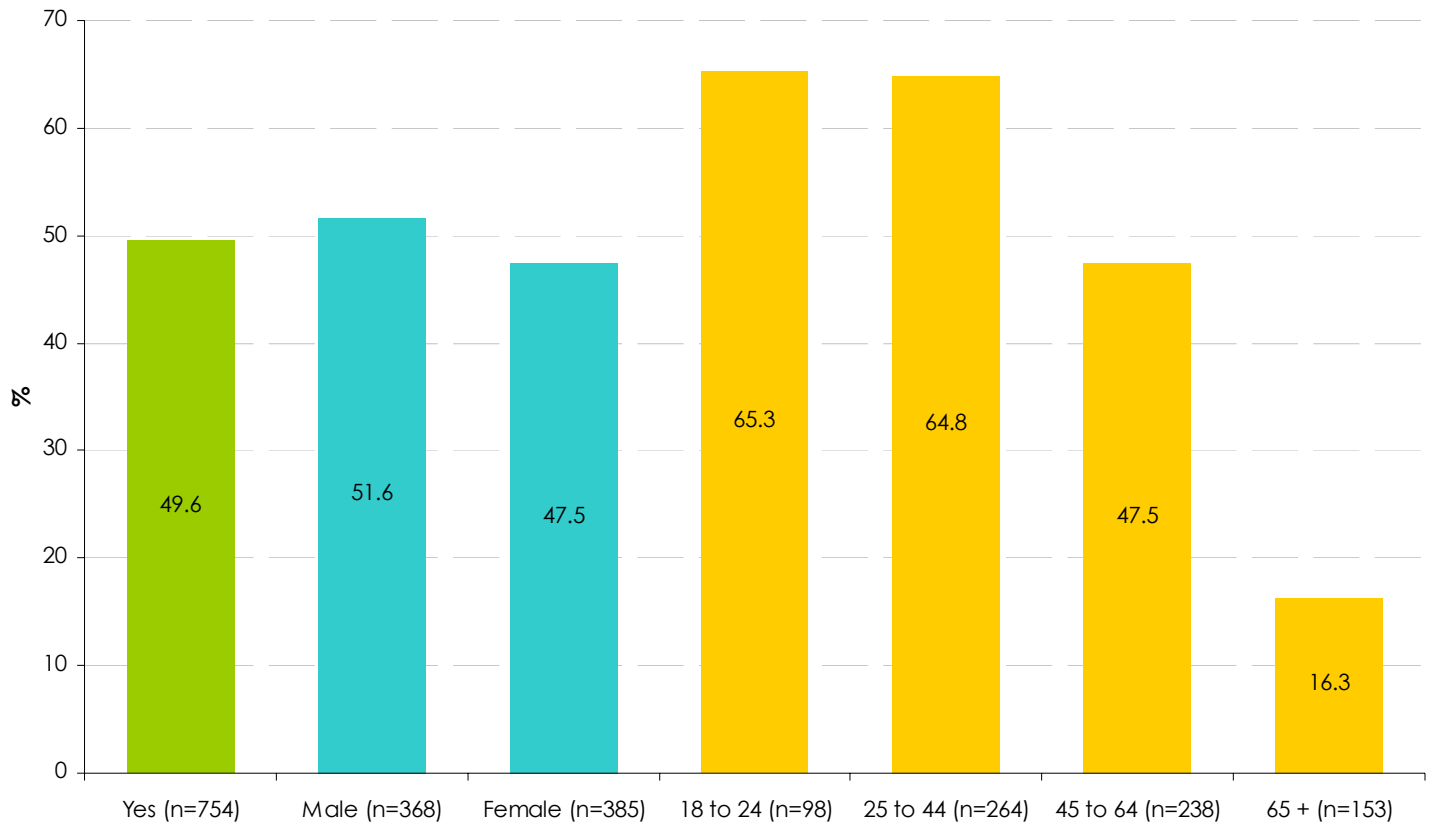
Key results:

- Analysis showed that satisfaction levels regarding the level of information received were higher amongst residents that gather information via the radio (3.77) or the Council's website (3.74), compared to those that use the newspaper (Mercury 3.61 and Advertiser 3.62).
- Those who reported getting no information about Council services, facilities and activities had a low range satisfaction score of 2.75 out of 5.

7.3 COUNCIL'S WEBSITE

Question: Have you visited Council's website in the past 12 months?

Graph 7.3.1: Visited Council's website in the past 12 months



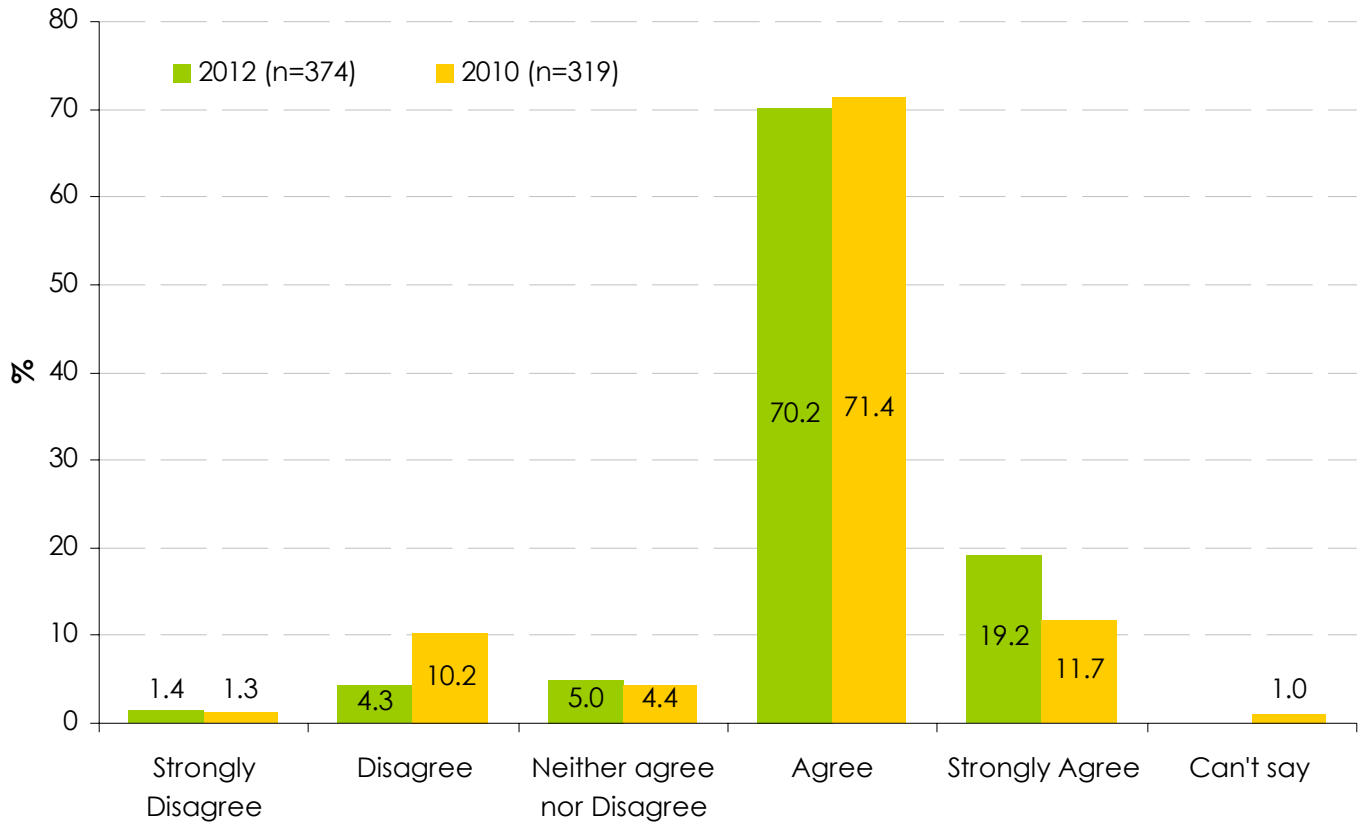
Key results:

- 49.6% of residents had visited Council's website in the past 12 months. This is significantly higher than the result recorded in the 2010 survey (42.1%).
- As would be expected, residents aged 65 years plus were the least likely to have accessed the Council website over the past 12 months.

Question: Please indicate to what extent you agree / disagree with the following statement.

- "I found the information I was looking for"
- "It was easy to find the information I was looking for"

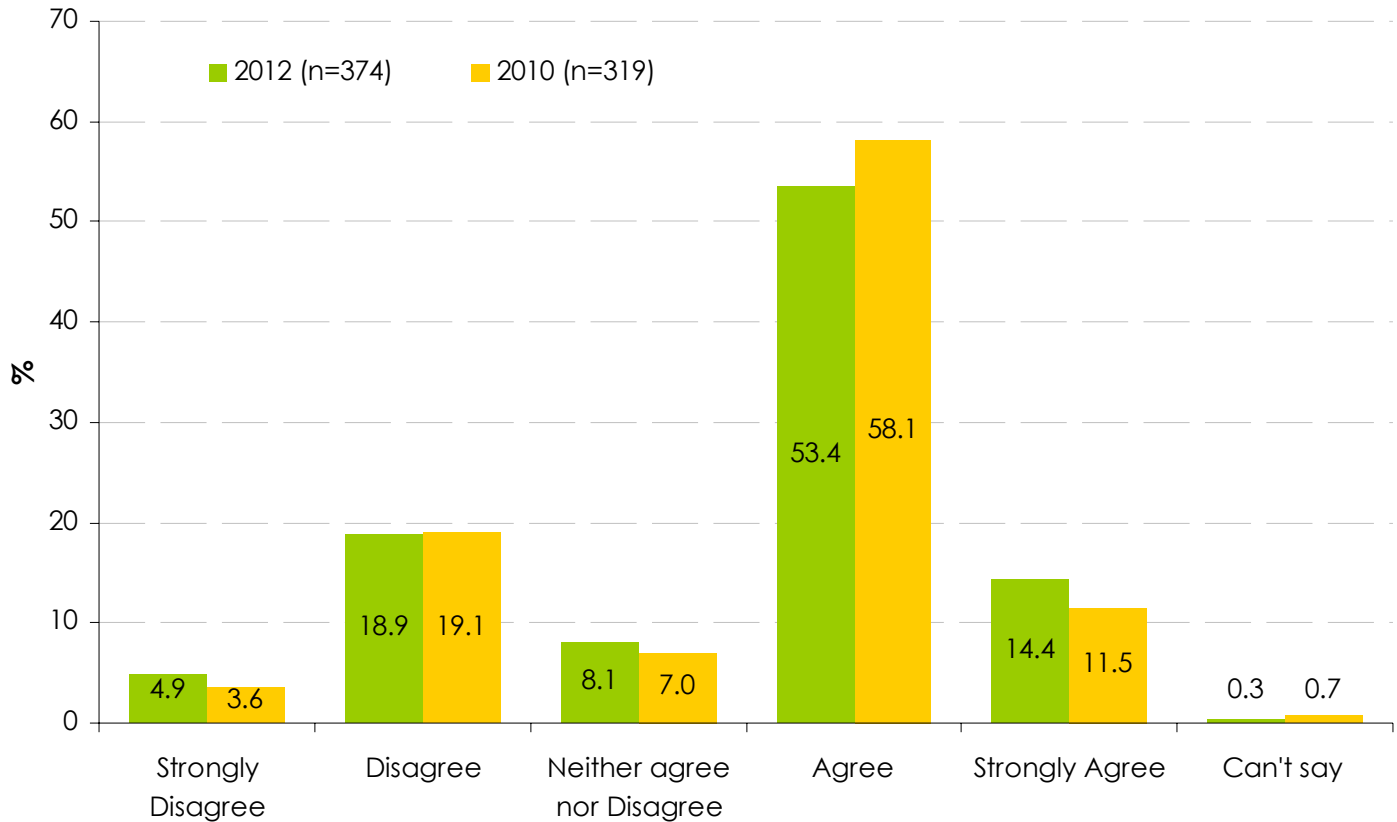
Graph 7.3.2: I found the information I was looking for



Key results:

- 89.4% of residents that have accessed Council's website in the past 12 months agree (70.2%) or strongly agree (19.2%) with the statement 'I found the information I was looking for'. This is statistically higher than the 2010 result of 83.1%.
- Only 5.7% of residents indicated that they didn't really find the information they were looking for (disagree or strongly disagree), which is a significant decrease from the 11.5% in 2010.

Graph 7.3.3: It was easy to find the information I was looking for



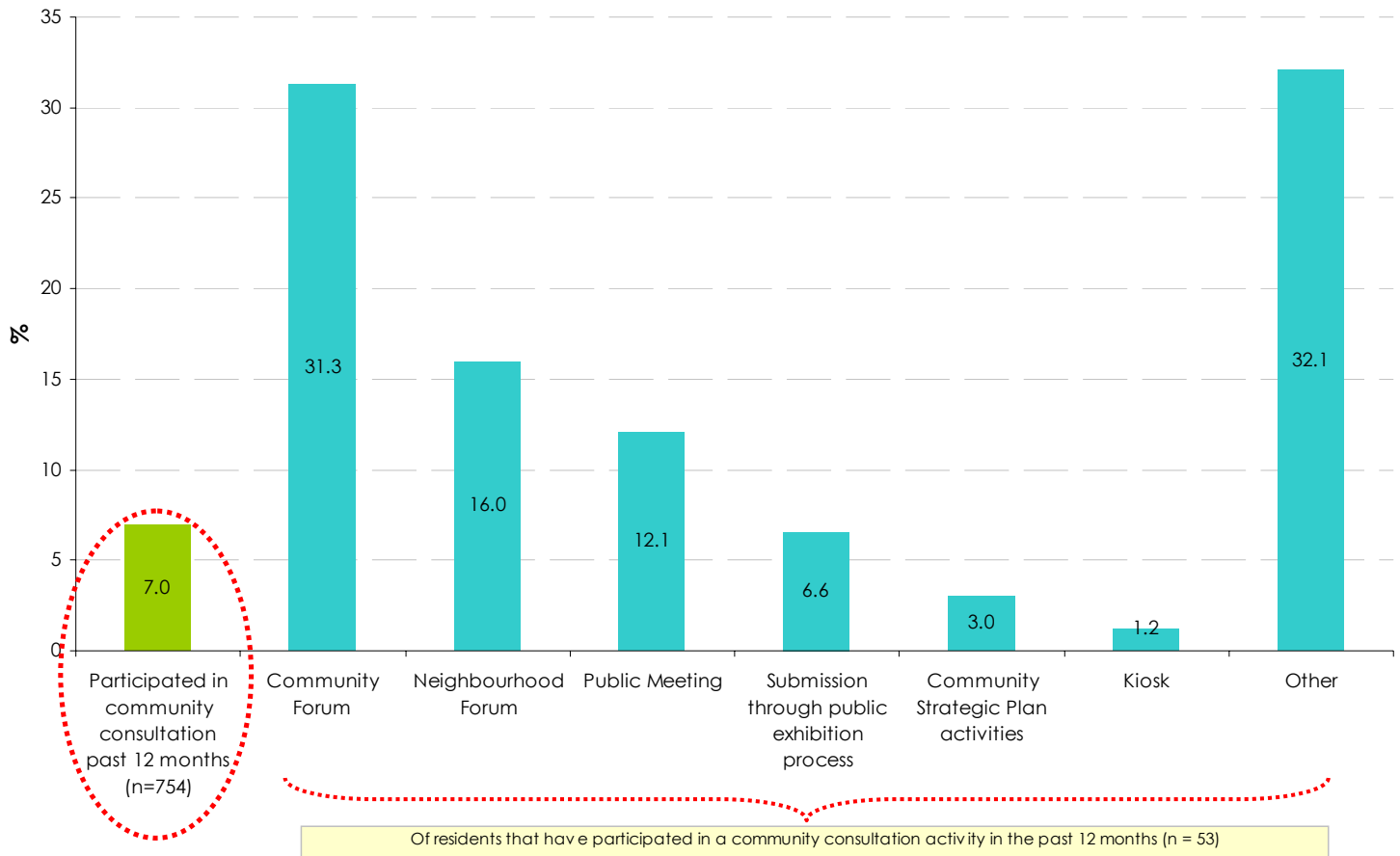
Key results:

- 67.8% of residents that have accessed Council's website in the past 12 months either agree (53.4%) or strongly agree (14.4%) with the statement 'It was easy to find the information I was looking for', which is on par with the 69.6% recorded in 2010.
- About one in four residents (23.8%) that have accessed Council's website in the past 12 months disagree (18.9%) or strongly disagree (4.9%) with the statement 'It was easy to find the information I was looking for'.

7.4 COMMUNITY CONSULTATION

Question: In the past 12 months have you participated in a community consultation activity?

Graph 7.4.1: Participated in a community consultation activity



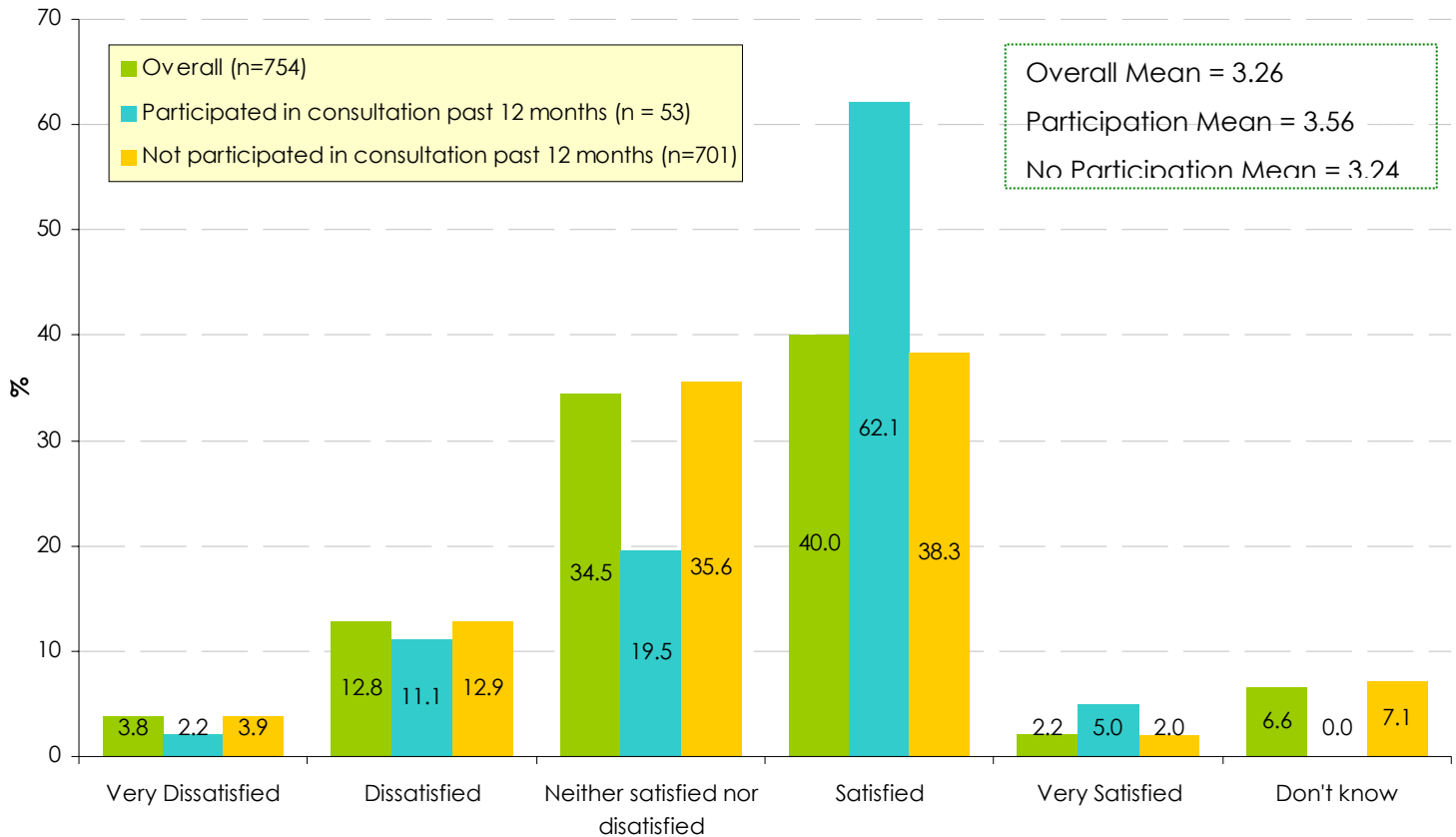
Key results:

- 7.0% of residents mentioned that they had participated in community consultation in the past 12 months. This is on par with the 2010 result (8.2%); however it is significantly lower than the 2008 result (10.3%).
- Of the residents that have participated in a consultation activity in the past 12 months, about one in three (31.3%) mentioned that it was a community forum that they attended. A further 16.0% of residents had participated in a neighbourhood forum, while 12.1% had attended a public meeting.

-
- Further analysis showed that a significantly greater proportion of residents aged 18 to 44 years (52.4%) attended a community forum, compared to those 44 years or older (16.7%).
 - The responses that fit into the 'Other' category were of a singular nature and varied greatly.

Question: How satisfied are you with the way Council consults with the community?

Graph 7.4.2: Satisfaction with Council consultation



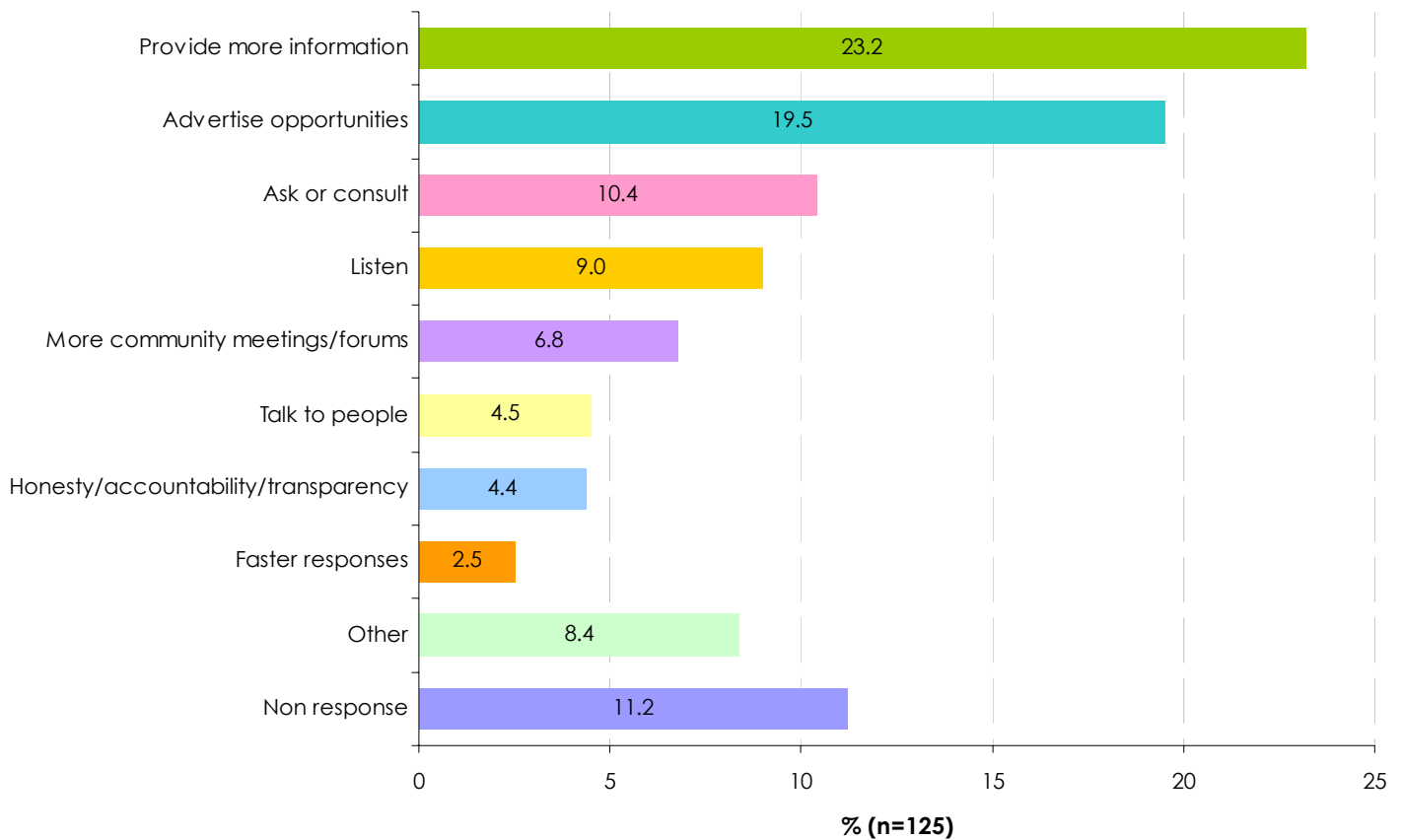
Key results:

- Overall, about two in five residents (42.2%) are either satisfied (40.0%) or very satisfied (2.2%) with the way Council consults.
- However, 16.6% of residents are either dissatisfied (12.8%) or very dissatisfied (3.8%) with how Council consults with the community.
- Those who had participated in community consultation (3.56) were significantly more satisfied with the way Council consults than those who had not (3.24).

If a resident reported dissatisfaction with the way Council consults with the community they were asked to provide a suggestion for improvement. These suggestions are outlined in graph 7.4.3. It should be noted that these suggestions represent only 16.6% of residents surveyed (125 out of 754) and not the total sample.

Question: How can we improve the way we consult with the community?

Graph 7.4.3: Suggestions for ways to improve Council consultation



Key results:

- The most common suggestion was for Council to provide residents with more information (23.2%), followed by advertise opportunities for community consultation (19.5%).
- One in ten residents (10.4%) stated that Council should ask or consult the community, while a further 9.0% said that in addition to consulting, they should listen to what the community say.

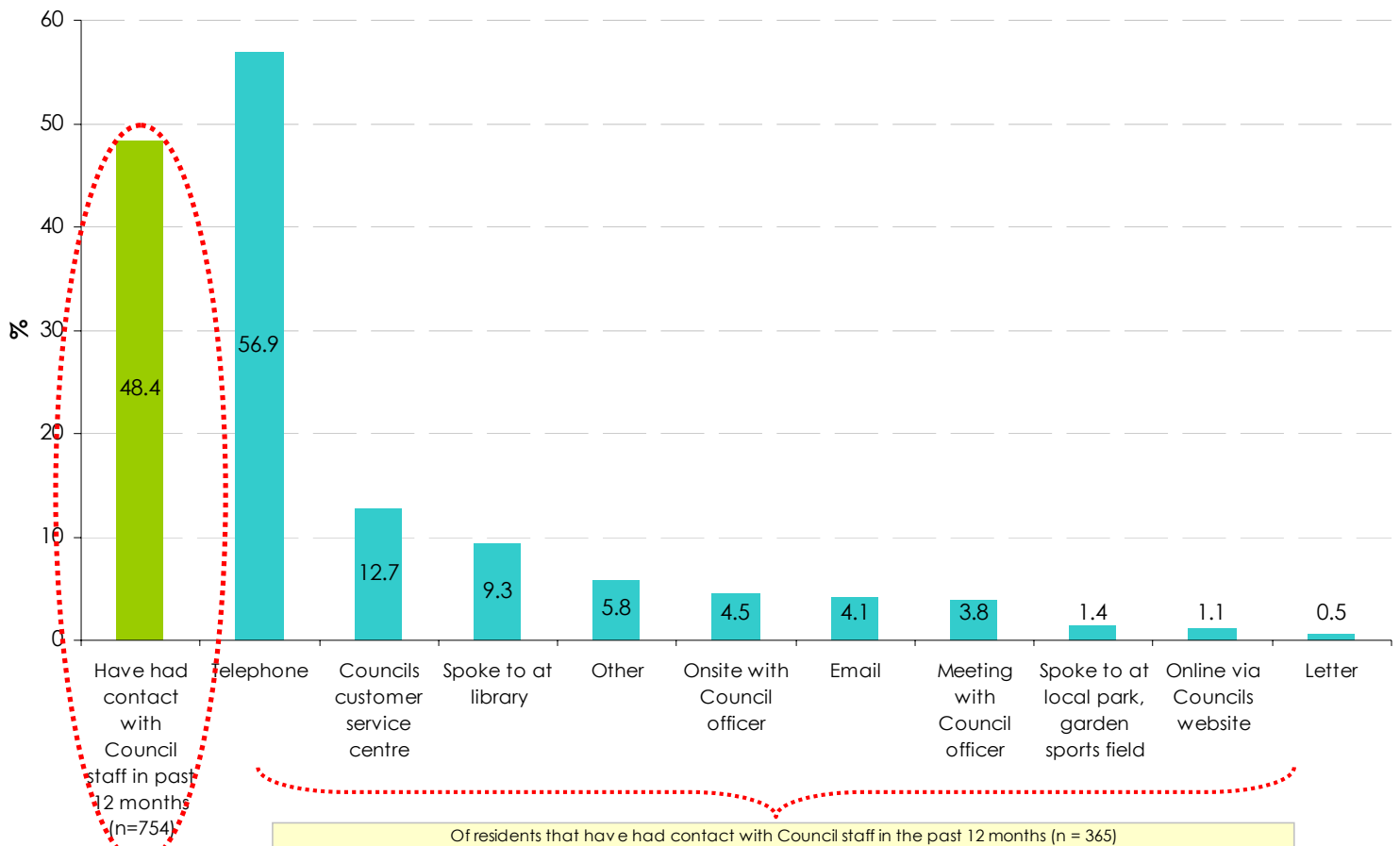
8 CUSTOMER SERVICE

This section of the report deals with resident interactions with Council staff over the past 12 months and identifies how they made contact, for what purpose and whether they received the information they were after.

8.1 COUNCIL STAFF

Question: In the past 12 months have you had contact with Council staff?

Graph 8.1.1: Contact with Council staff and type of interaction

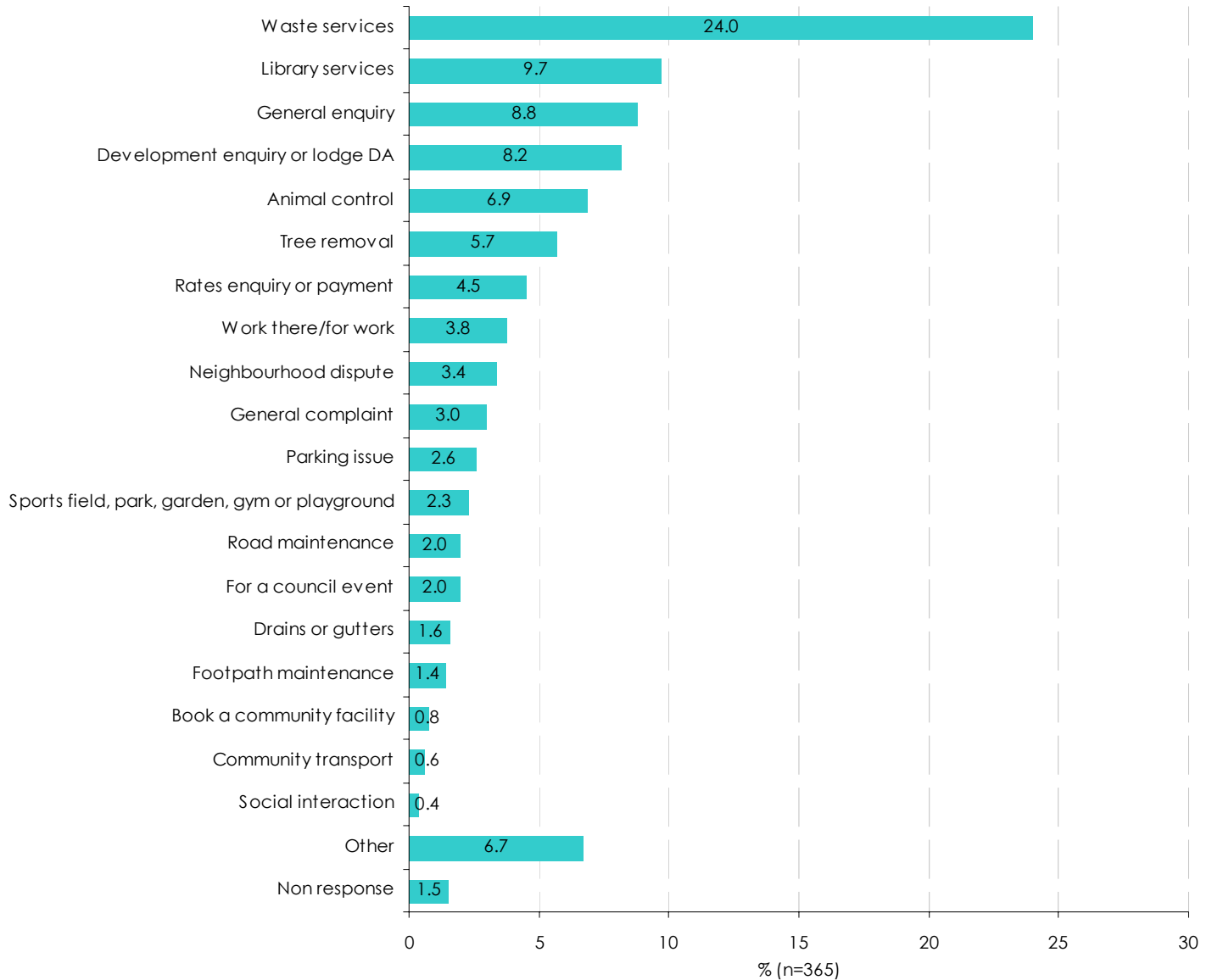


Key results:

- 48.4% of residents mentioned they had contact with Council staff in the previous 12 months.
- The most popular way to make contact with Council staff was by telephone, with 56.9% of residents indicating this response. A comparison with previous surveys highlights growth in the use of the telephone to contact Council; 42.2% of residents contacted Council by phone in 2008 and 50.1% in 2010.
- Council's customer service centre (12.7%) and speaking to staff at the library (9.3%) were the next most frequently mentioned forms of contact.

Question: What was the main reason for your last encounter with Council staff?

Graph 8.1.2: Main reason for contact with Council staff

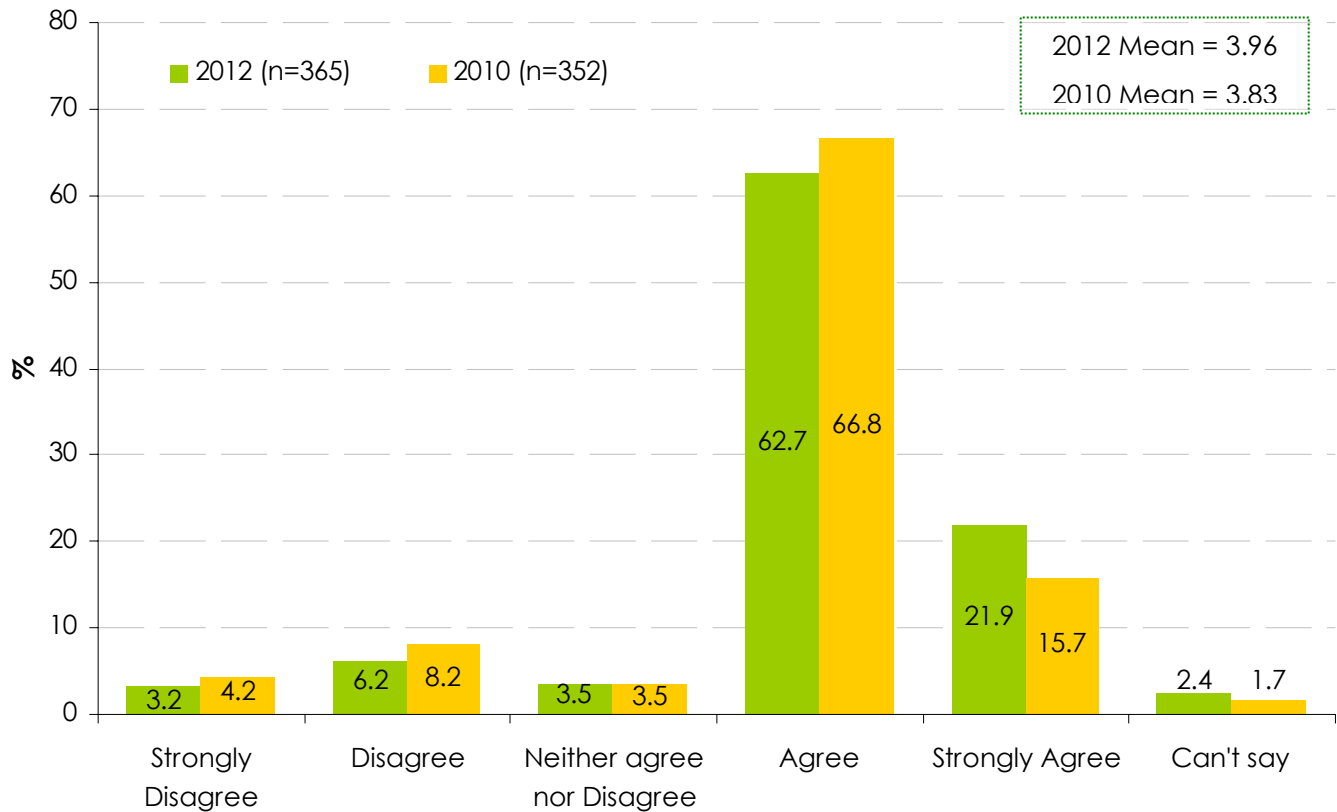


Key results:

- Of those residents that mentioned they had contact with Council staff in the past 12 months, 24.0% said it was regarding a waste services issue. Visiting a library accounted for 9.7% of people that had made contact with Council staff.

-
- In 2010, the most common reasons for contacting Council were 'To lodge a development application or enquire about a planning issue' (15.5%, up significantly compared to 8.2% in 2012), 'Animal control issues' (13.8%, up significantly compared to 6.9% in 2012), and 'To make a general enquiry' (13.2%, on par with 8.8% in 2012).

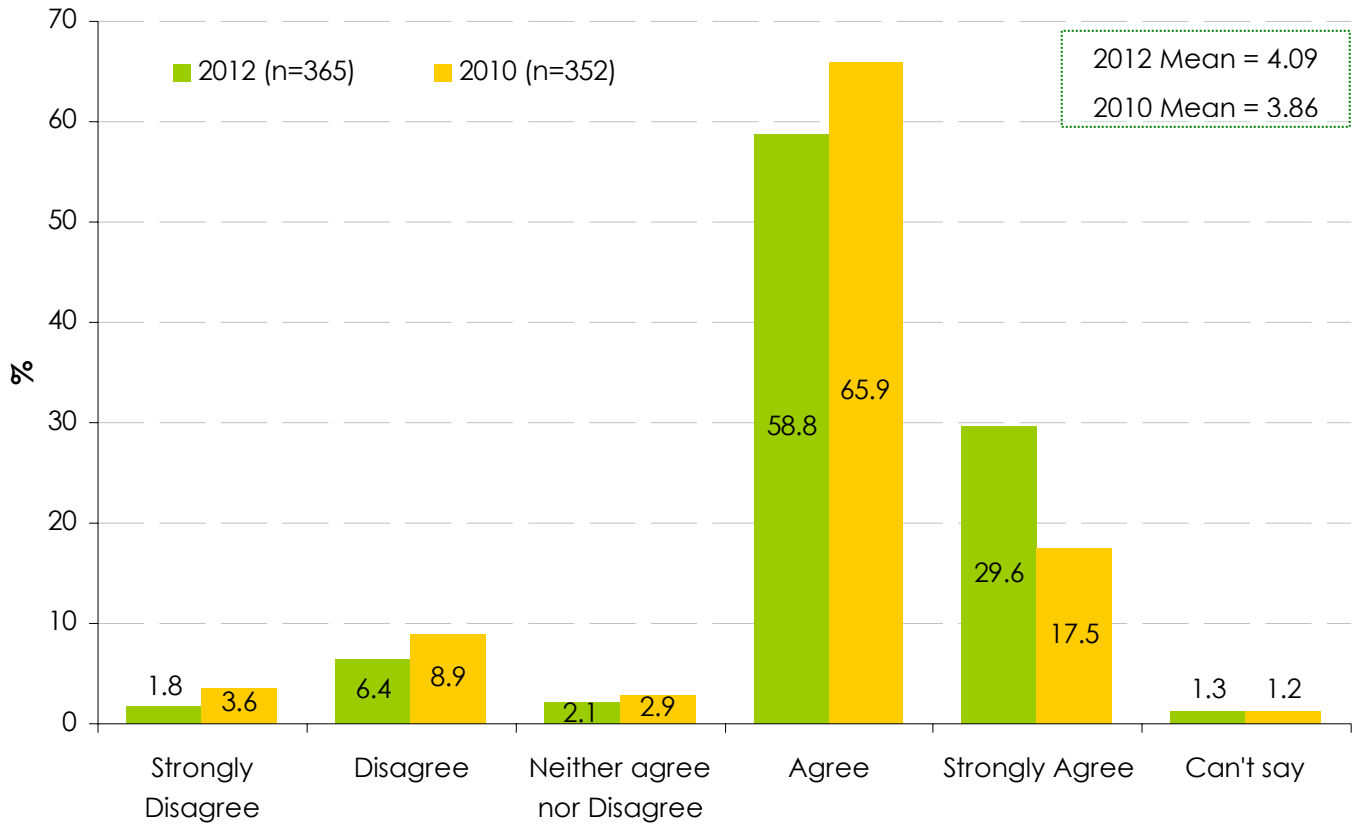
Graph 8.1.3: Information provided by Council staff regarding my enquiry was consistent



Key results:

- 84.6% of residents that have dealt with Council staff either agree (62.7%) or strongly agree (21.9%) that information provided by Council staff regarding their enquiry was consistent. This is statistically similar to the 2010 result (82.5%).
- The current average agreement score is 3.96 out of 5, which is significantly higher than the 2010 score of 3.83.

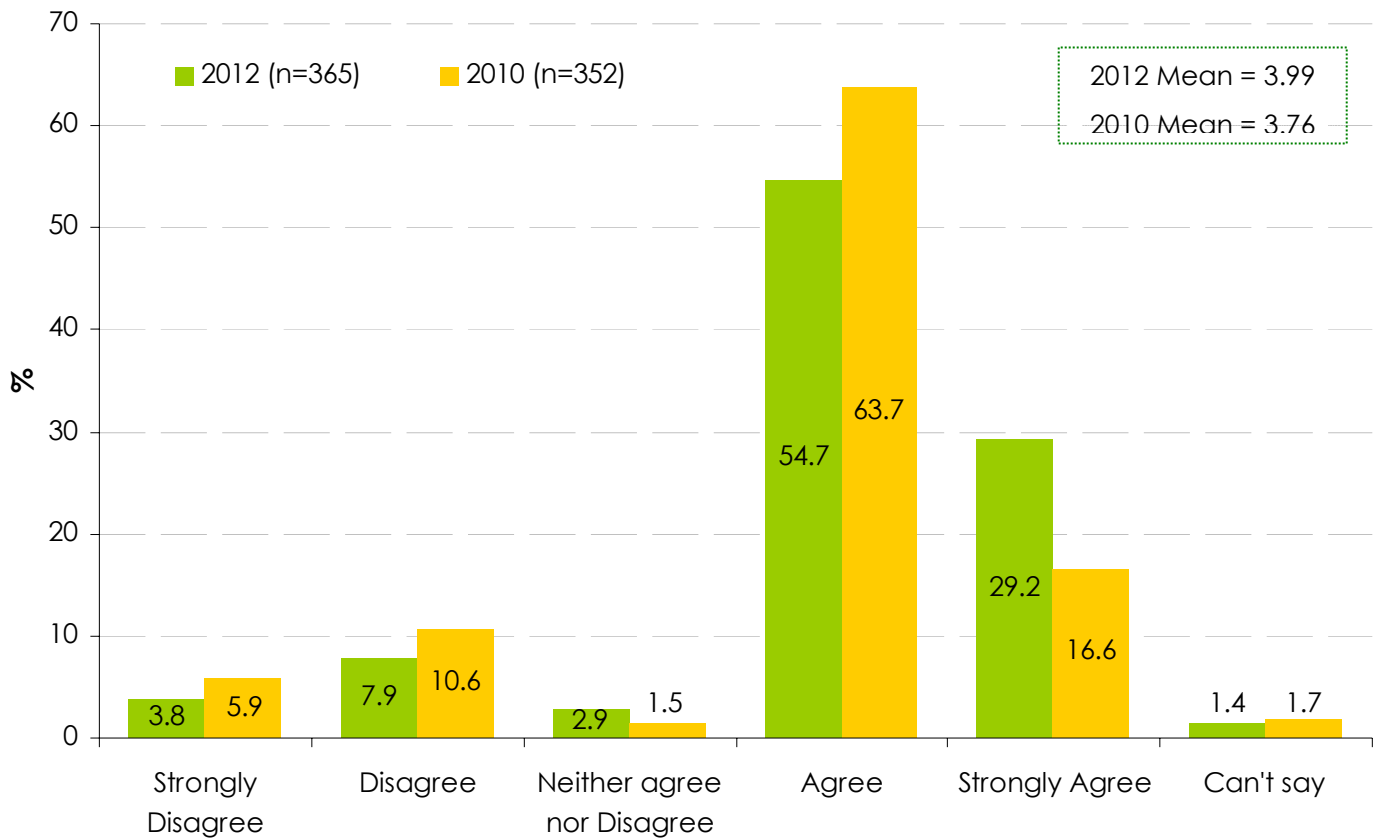
Graph 8.1.4: The information from Council staff was clear and easy to understand



Key results:

- 88.4% of the residents that have dealt with Council staff either agree (58.8%) or strongly agree (29.6%) that the information provided by Council staff is clear and easy to understand.
- Residents' agreement levels have grown significantly since 2010. The mean agreement score has increased from 3.86 to 4.09 out of 5.

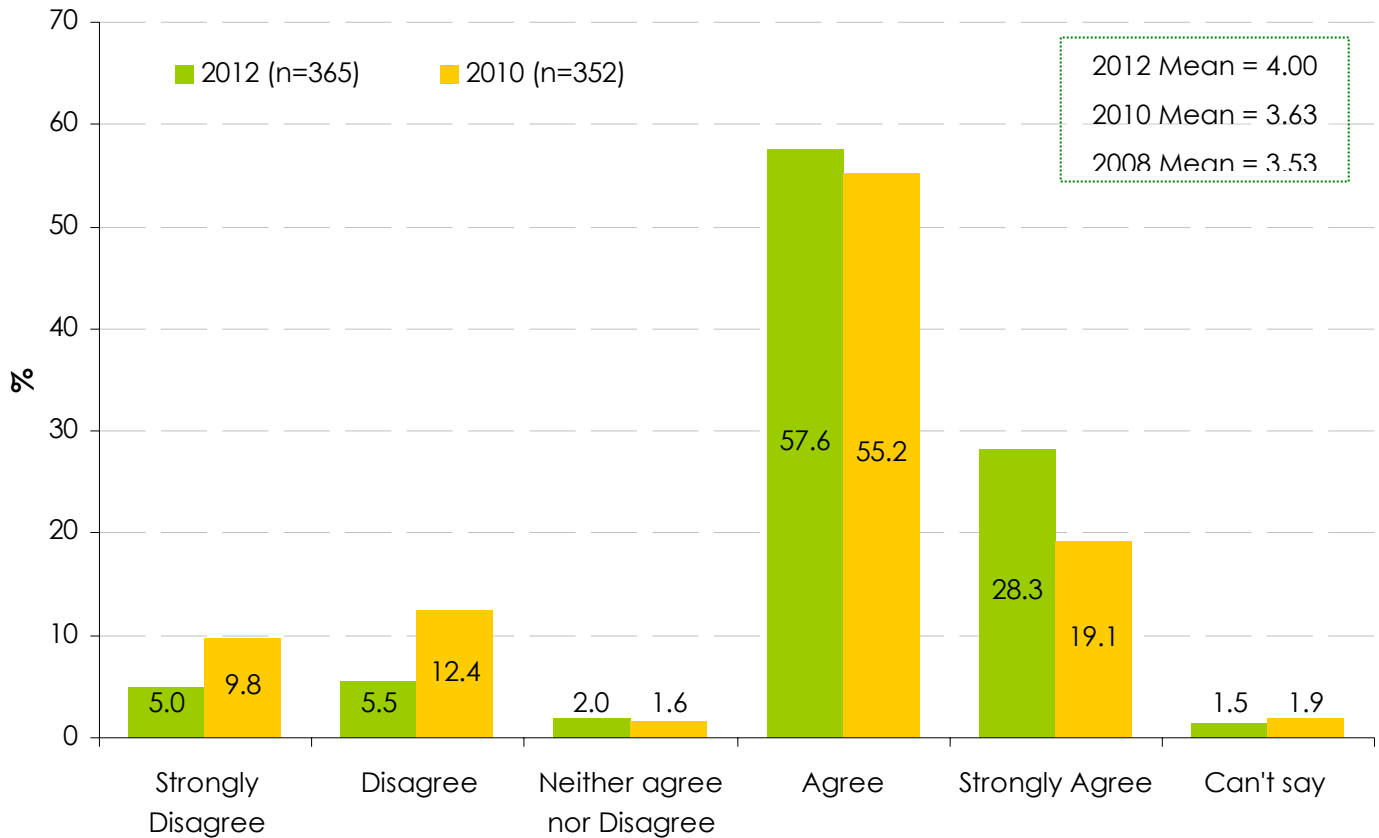
Graph 8.1.5: Council staff dealt with my enquiry in a timely manner



Key results:

- 83.9% of residents that have dealt with Council staff either agree (54.7%) or strongly agree (29.2%) that Council staff were able to deal with their enquiry in a timely manner.
- The mean agreement level has risen significantly compared the 2010 score of 3.76 out of 5, to the current score of 3.99.

Graph 8.1.6: I was satisfied with the overall service provided by Council staff during my last encounter



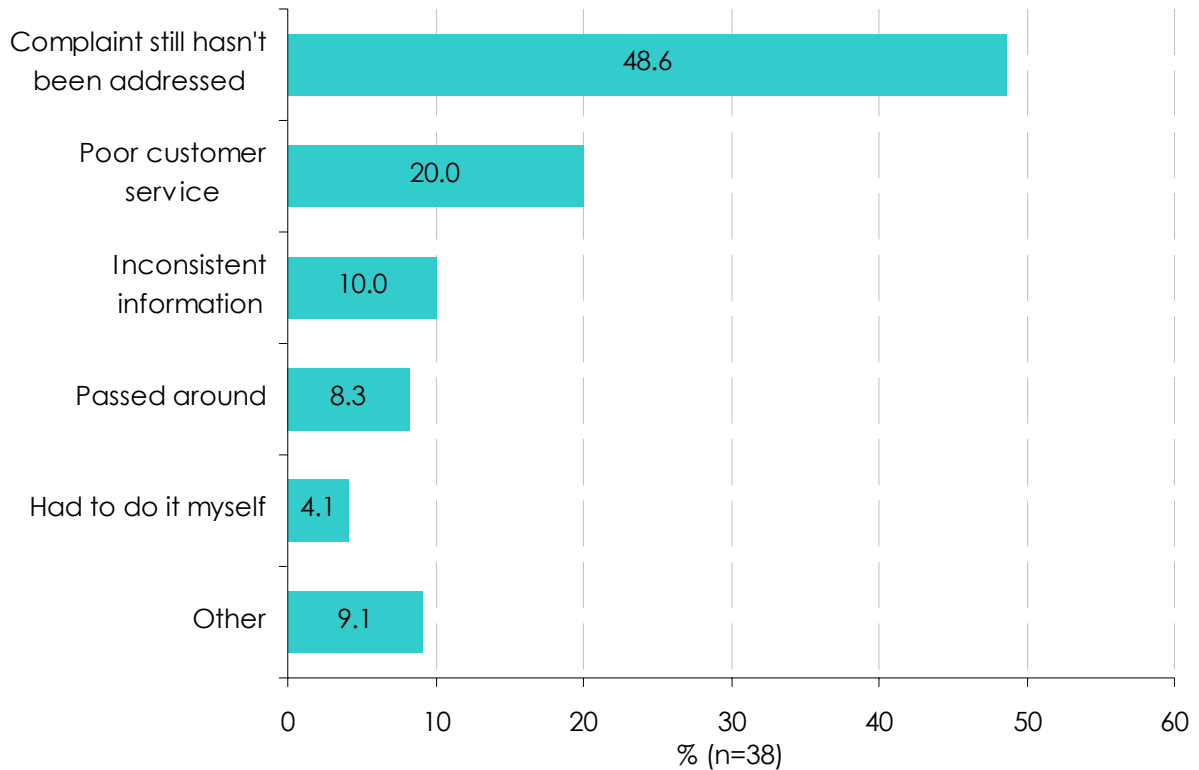
Key results:

- 85.9% of residents that have dealt with Council staff either agree (57.6%) or strongly agree (28.3%) with the statement 'I was satisfied with the overall service provided by Council staff during my last encounter'.
- On the other hand, one in ten (10.5%) either disagree (5.5%) or strongly disagree (5.0%) with the statement. These residents were then asked to provide a reason for their dissatisfaction. (See Graph 8.1.7 for list of reasons for being dissatisfied.)
- The mean agreement score was a high level 4.00 out of 5. This score has increased significantly from both the 2010 survey (up from 3.63) and the 2008 survey (up from 3.53).

If a resident disagreed with the statement 'I was satisfied with the overall service provided by Council during my last encounter' they were asked to give a reason. These reasons are outlined in graph 8.1.7. It should be noted that the reasons for disagreement only represents 5.0% of residents surveyed (38 out of 754) and not the total sample.

Question: Why did you disagree with that statement?

Graph 8.1.7: Reasons for dissatisfaction with the overall service provided by Council staff during my last encounter



Key results:

- Of the residents that weren't satisfied with the service provided by Council, the most common reason for that dissatisfaction was that their 'Complaint still hasn't been addressed' (48.6%). The second most common source of dissatisfaction was 'Poor customer service', cited by one in five residents (20.0%).

9 APPENDIX

9.1 SAMPLE DESIGN

A telephone-based survey aiming to secure a response from approximately 750 residents from throughout the Wollongong LGA was used. The survey unit was permanent residents of the Wollongong Local Government Area who had lived there for 6 months or longer. Respondents also had to be aged 18 years or older to qualify for an interview. The 2006 Census was used to establish quotas to ensure a good distribution of responses by age and sex.

The sample base for the survey was the electronic White Pages. This sample is known to be sub optimal, as the churn of telephone numbers due to people moving and new numbers being added as dwellings are occupied affects about 12% to 15% of possible numbers. Furthermore, from previous research we know that the proportion of silent numbers is increasing and can be as high as 25-30% in some areas. To deal with these issues, IRIS uses a technique that starts with the population of numbers listed in the telephone book and adds new and unlisted numbers using the 'half open' method. In this method, all numbers were incremented by five to create new numbers in the 'gaps' between the listed numbers. The resultant universe of numbers was then de-duplicated to remove any numbers that may be repeated. This process was replicated five times to create a new theoretical universe of telephone numbers. This provided the opportunity for all potential numbers to be selected in the sample. This equal and known opportunity for selection is the first criterion of good random sampling.

Once the potential universe of numbers had been generated, a computer program was used to randomise the database. Following this, a sequential sample (e.g. every 110th number) was extracted from the database. The sample was geographically stratified and evenly distributed within strata. This process gave a very even distribution of potential numbers across the whole survey area. Every household therefore had an equal and known chance of selection and every part of the survey area received a fair proportional representation in the final sample drawn.

9.2 DATA COLLECTION

Interviews were conducted over eight evenings commencing from 13 February 2012 and concluding on 21 February 2012. Calls were made between 4.30pm and 8.30pm. If the selected person was unavailable at that time to do the survey, call backs were scheduled for a later time or day. Unanswered numbers were retried three times throughout the period of the survey. These procedures ensure a good sampling process from the sample frame used so that statistical inferences could be made about the entire resident population.

Non-private numbers and faxes reached during the selection process were excluded from the sample.

The survey was implemented under IQCA quality guidelines. Interviews were conducted using our computer-aided telephone interviewing (CATI) system. Continuous interviewer monitoring was used and post interview validations were conducted within five days of the close of the survey.

9.3 RESPONSE PERFORMANCE

At the end of the survey period, 754 completed interviews had been collected. The table below shows the compliance rate achieved for the entire sample. The compliance rate is the number of refusals as a proportion of completed surveys plus refusals. A compliance rate of 57% is a very good result.

Table 9.3.1: Survey compliance rate

Response sequence	Outcome
Interviews	754
Refusals	573
<i>Valid contacts (Excludes disqualified – businesses, out of area, under 16yrs etc)</i>	1327
Compliance rate	57%

The final results have been weighted by the age and sex distribution of the population, as this provides the most accurate reflection of overall resident opinions. Table 9.4.2 shows the weighting factor applied to the final data and its effect on the distribution of the sample across sub-groups.

Table 9.3.2: Weighting adjustment

	2006 Census Adult Population			Sample Achieved			Weighted Factors		Overall Final Weighted Sample		
	Male	Female	Total	Male	Female	Total			Male	Female	Total
	(No.)	(No.)	(%)	(No.)	(No.)	(%)	(No.)	(No.)	(%)		
18 - 24	9,543	8,996	18,539	25	16	41	2.035	2.9975	51	48	99
25 - 34	11,908	11,708	23,616	26	43	69	2.4417	1.4516	63	62	126
35 - 44	12,749	13,122	25,871	44	92	136	1.5447	0.7604	68	70	138
45 - 54	12,254	12,664	24,918	70	69	139	0.9333	0.9785	65	68	133
55 - 64	9,836	9,903	19,739	89	82	171	0.5892	0.6438	52	53	105
65 - 74	7,115	7,736	14,851	64	60	124	0.5927	0.6874	38	41	79
75 +	5,732	8,165	13,897	30	44	74	1.0186	0.9893	31	44	74
Total	69,137	72,294	141,431	348	406	754			369	385	754

1. Weighting is based on age and geographic distribution of population, as recorded in the 2006 Census.

9.4 SURVEY ACCURACY

When analysing results for the entire sample, the maximum error rate will be about $\pm 3.7\%$ at the 95% confidence level, assuming a proportional response of 50%. Put another way, we can be confident that if the survey were to be repeated there would be a 95% chance that the new result would lie within $\pm 3.7\%$ of the result achieved in this survey.

This error rate will change throughout the survey, as different sample sizes are used. The table on the following page can be used to calculate the error rate based on the size of the sub sample.

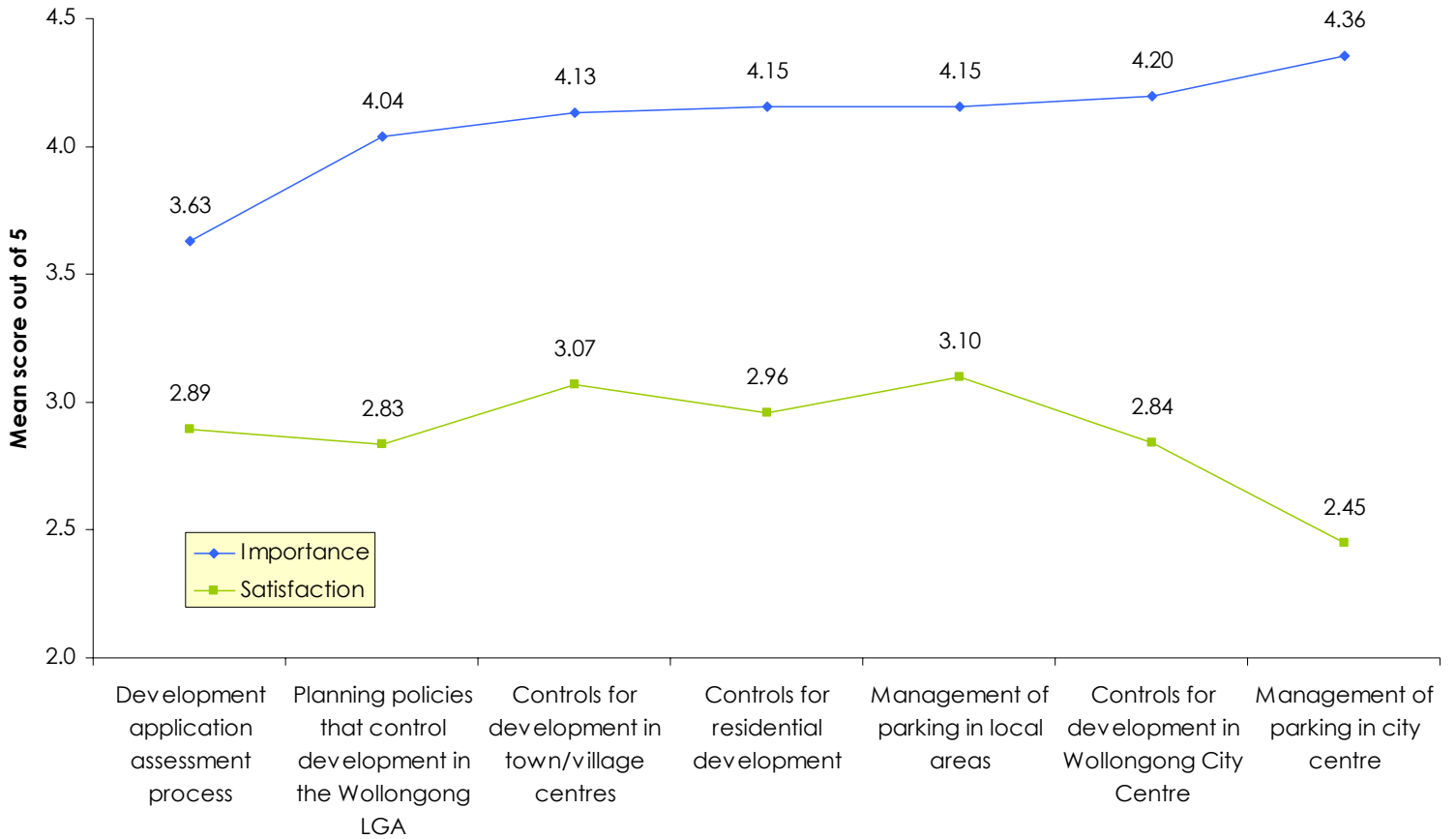
Table 9.4.1: Error rates

Size of sub sample

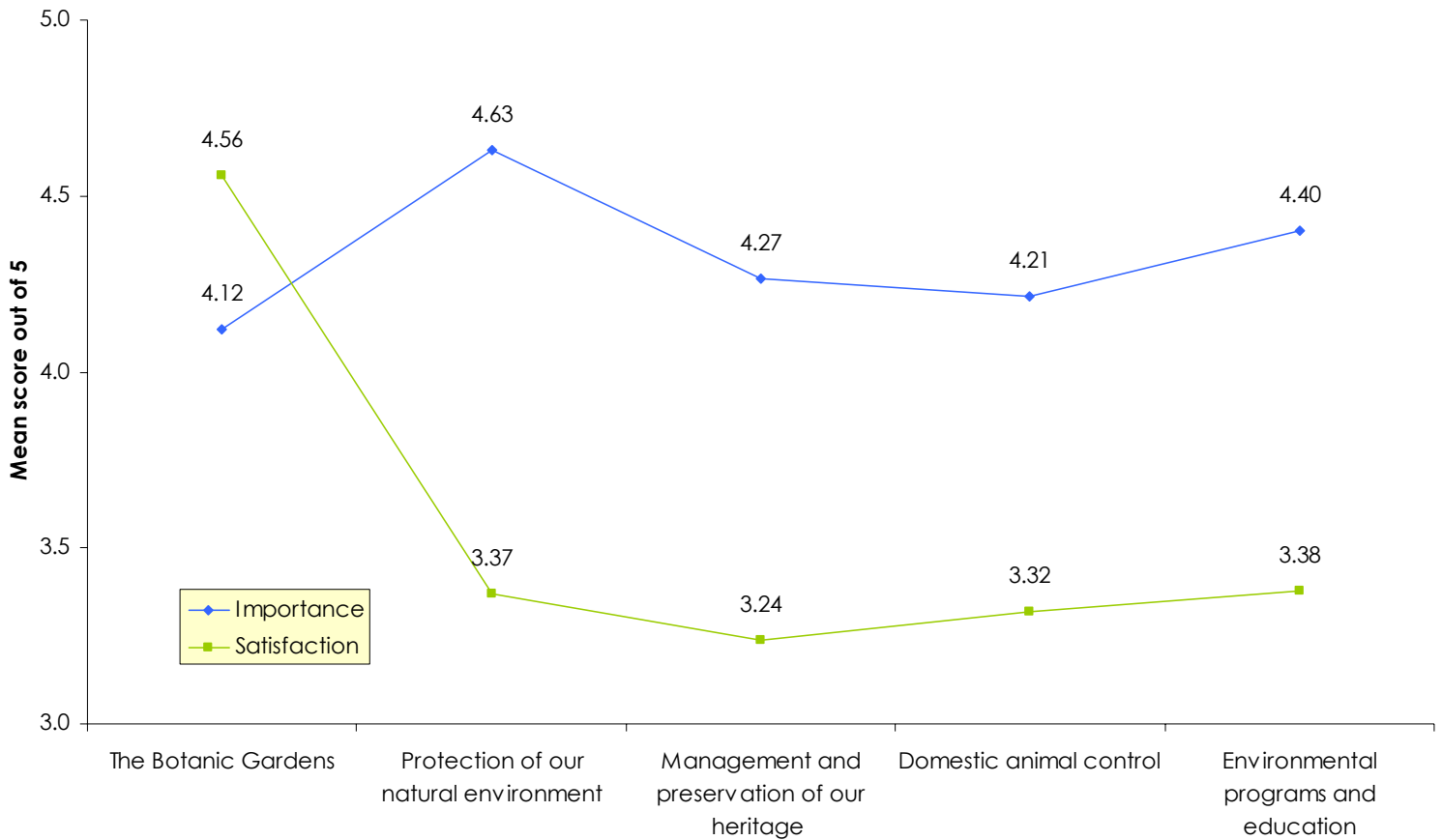
Proportion	25	50	75	100	125	150	175	200	250	300	350	400	500	600	700	800	900	1000
5%	8.7%	6.2%	5.0%	4.4%	3.9%	3.6%	3.3%	3.1%	2.8%	2.5%	2.3%	2.2%	1.9%	1.8%	1.6%	1.5%	1.5%	1.4%
10%	12.0%	8.5%	6.9%	6.0%	6.4%	4.9%	4.5%	4.2%	3.8%	3.5%	3.2%	3.0%	2.7%	2.4%	2.3%	2.1%	2.0%	1.9%
15%	14.3%	10.1%	8.2%	7.1%	6.4%	5.8%	5.4%	5.0%	4.5%	4.1%	3.8%	3.6%	3.2%	2.9%	2.7%	2.5%	2.4%	2.3%
20%	16.0%	11.3%	9.2%	8.0%	7.2%	6.5%	6.0%	5.7%	5.1%	4.6%	4.3%	4.0%	3.6%	3.3%	3.0%	2.8%	2.7%	2.5%
25%	17.3%	12.2%	10.0%	8.7%	7.7%	7.1%	6.5%	6.1%	5.5%	5.0%	4.6%	4.3%	3.9%	3.5%	3.3%	3.1%	2.9%	2.7%
30%	18.3%	13.0%	10.6%	9.2%	8.2%	7.5%	6.9%	6.5%	5.8%	5.3%	4.9%	4.6%	4.1%	3.7%	3.5%	3.2%	3.1%	2.9%
35%	19.1%	13.5%	11.0%	9.5%	8.5%	7.8%	7.2%	6.7%	6.0%	5.5%	5.1%	4.8%	4.3%	3.9%	3.6%	3.4%	3.2%	3.0%
40%	19.6%	13.9%	11.3%	9.8%	8.8%	8.0%	7.4%	6.9%	6.2%	5.7%	5.2%	4.9%	4.4%	4.0%	3.7%	3.5%	3.3%	3.1%
50%	20.0%	14.1%	11.5%	10.0%	8.9%	8.2%	7.6%	7.1%	6.3%	5.8%	5.3%	5.0%	4.5%	4.1%	3.8%	3.5%	3.3%	3.2%
60%	19.6%	13.9%	11.3%	9.8%	8.8%	8.0%	7.4%	6.9%	6.2%	5.7%	5.2%	4.9%	4.4%	4.0%	3.7%	3.5%	3.3%	3.1%
65%	19.1%	13.5%	11.0%	9.5%	8.5%	7.8%	7.2%	6.7%	6.0%	5.5%	5.1%	4.8%	4.3%	3.9%	3.6%	3.4%	3.2%	3.0%
70%	18.3%	13.0%	10.6%	9.2%	8.2%	7.5%	6.9%	6.5%	5.8%	5.3%	4.9%	4.6%	4.1%	3.7%	3.5%	3.2%	3.1%	2.9%
75%	17.3%	12.2%	10.0%	8.7%	7.7%	7.1%	6.5%	6.1%	5.5%	5.0%	4.6%	4.3%	3.9%	3.5%	3.3%	3.1%	2.9%	2.7%
80%	16.0%	11.3%	9.2%	8.0%	7.2%	6.5%	6.0%	5.7%	5.1%	4.6%	4.3%	4.0%	3.6%	3.3%	3.0%	2.8%	2.7%	2.5%
85%	14.3%	10.1%	8.2%	7.1%	6.4%	5.8%	5.4%	5.0%	4.5%	4.1%	3.8%	3.6%	3.2%	2.9%	2.7%	2.5%	2.4%	2.3%
90%	12.0%	8.5%	6.9%	6.0%	6.4%	4.9%	4.5%	4.2%	3.8%	3.5%	3.2%	3.0%	2.7%	2.4%	2.3%	2.1%	2.0%	1.9%
95%	8.7%	6.2%	5.0%	4.4%	3.9%	3.6%	3.3%	3.1%	2.8%	2.5%	2.3%	2.2%	1.9%	1.8%	1.6%	1.5%	1.5%	1.4%

9.5 IMPORTANCE AND SATISFACTION GRAPHS

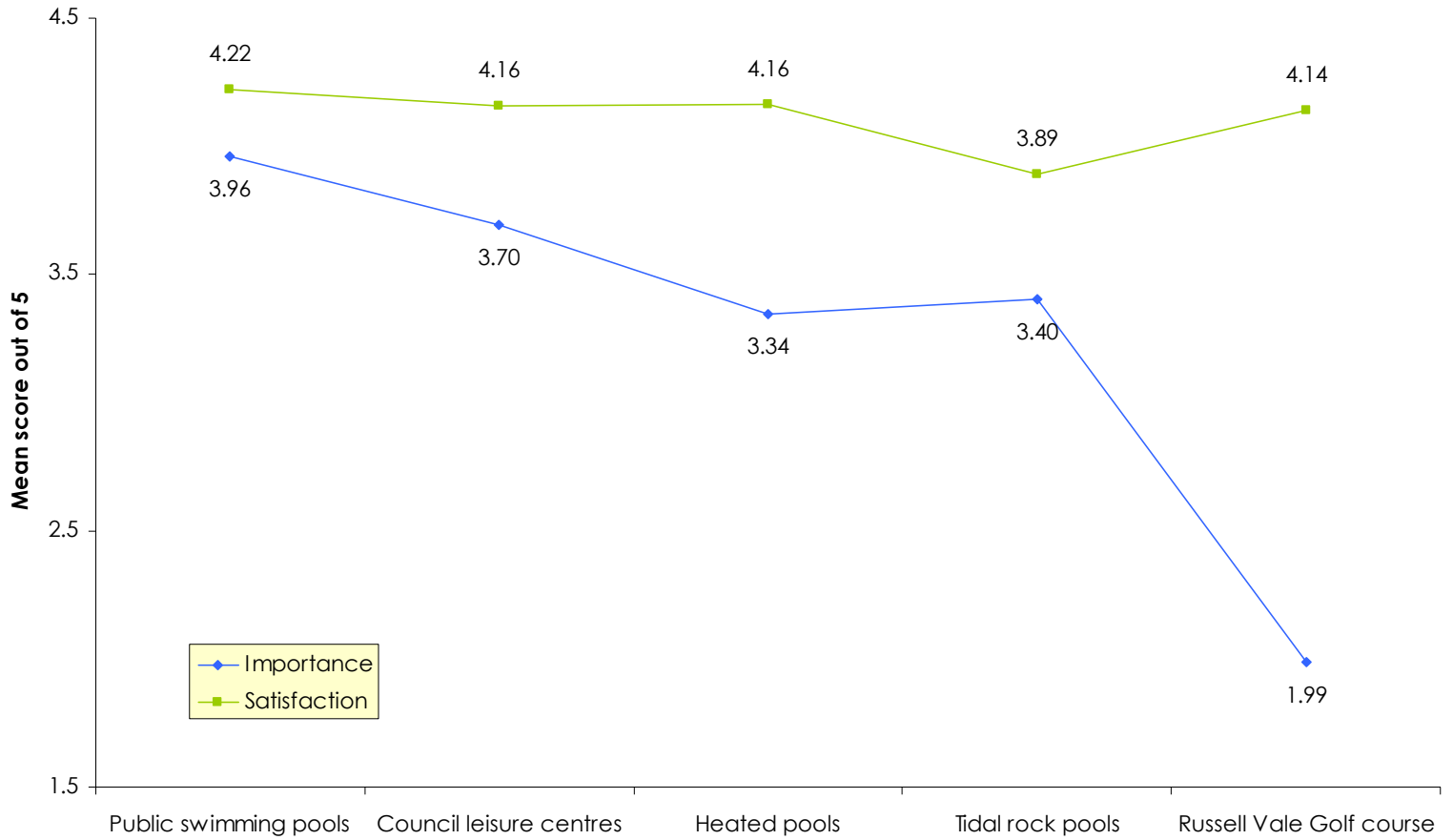
Graph 9.5.1: Planning and Environment - Importance versus Satisfaction



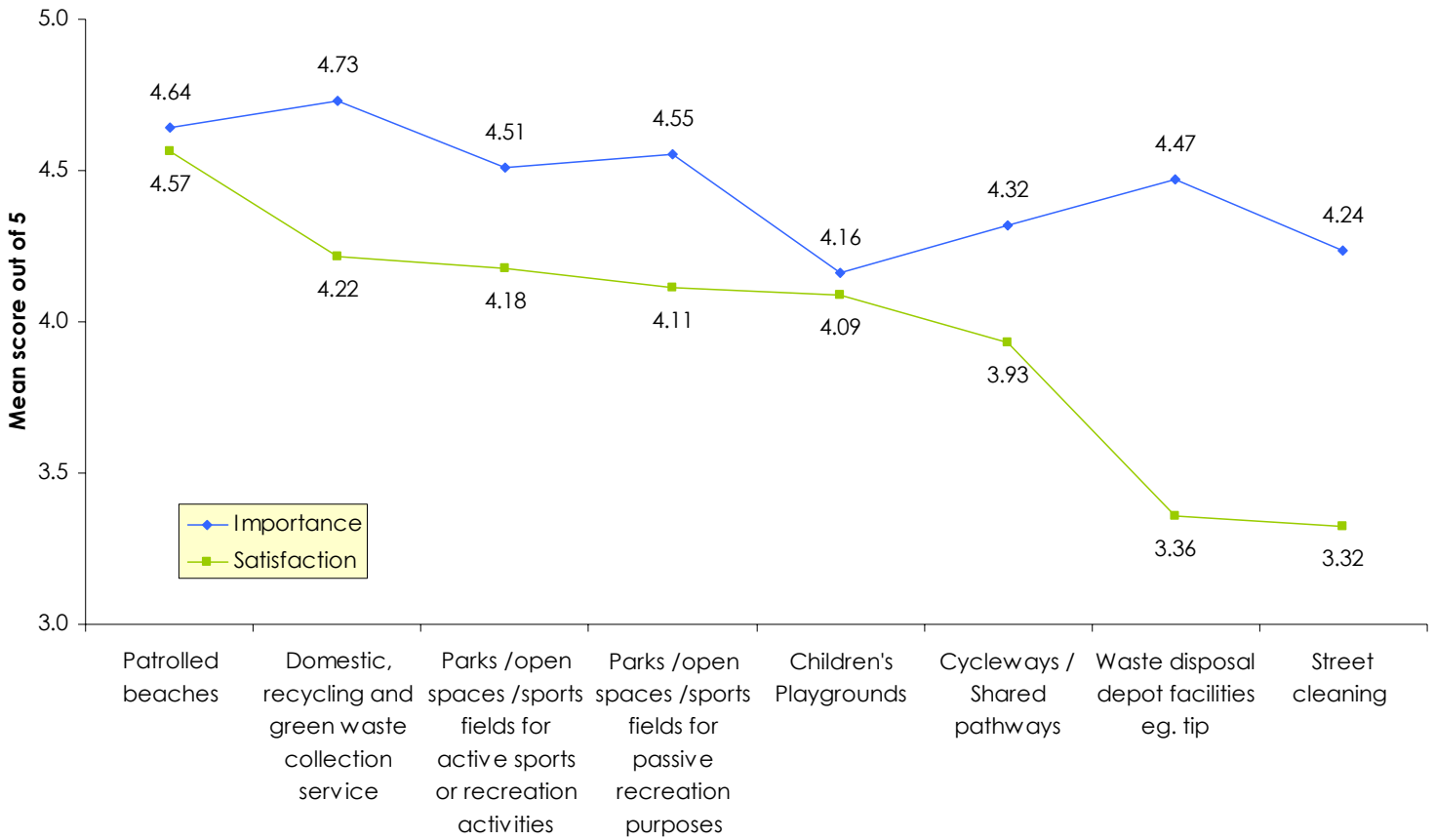
Graph 9.5.2: Planning and Environment - Importance versus Satisfaction (Continued)



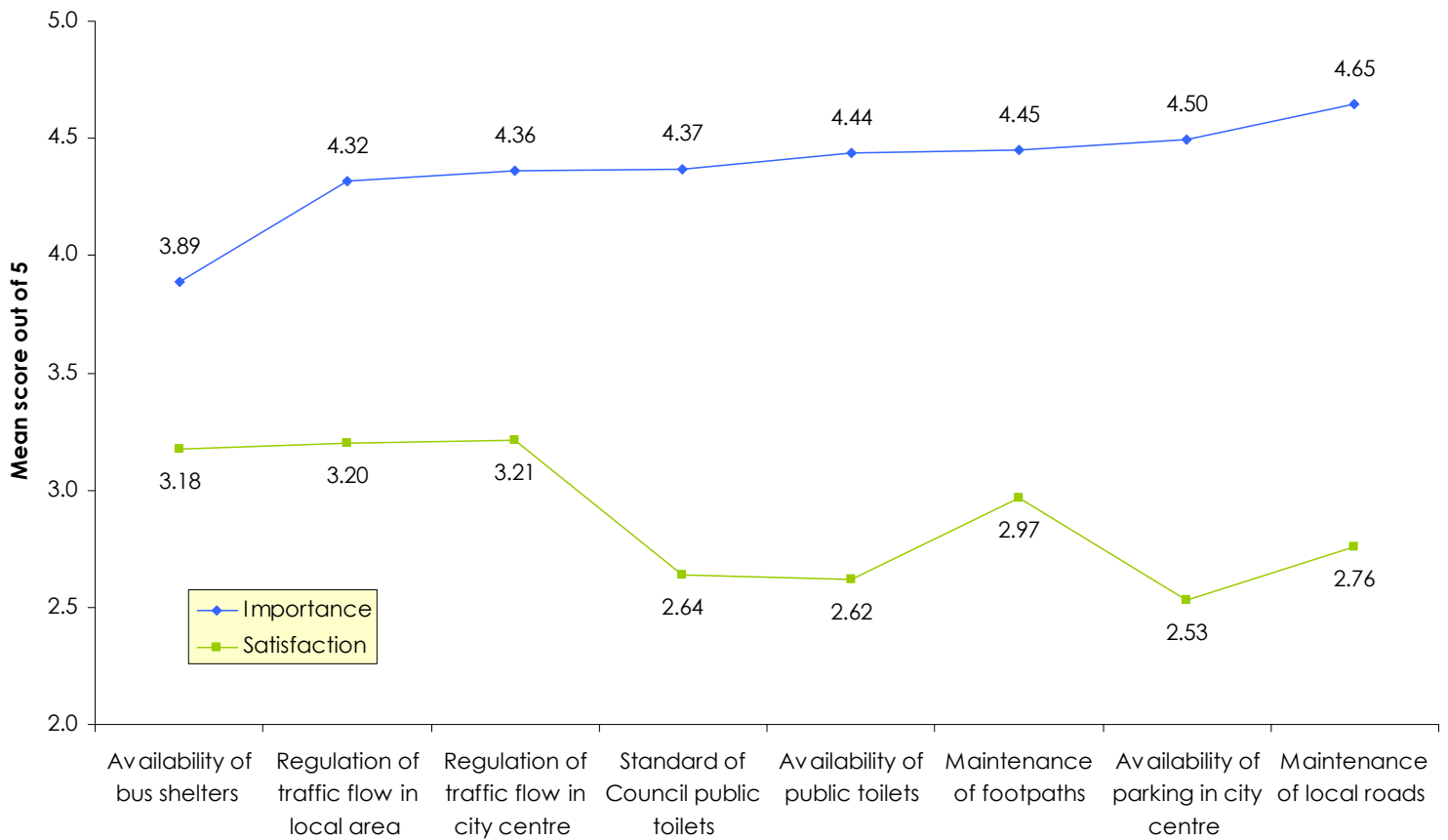
Graph 9.5.3: Infrastructure and Works - Importance versus Satisfaction



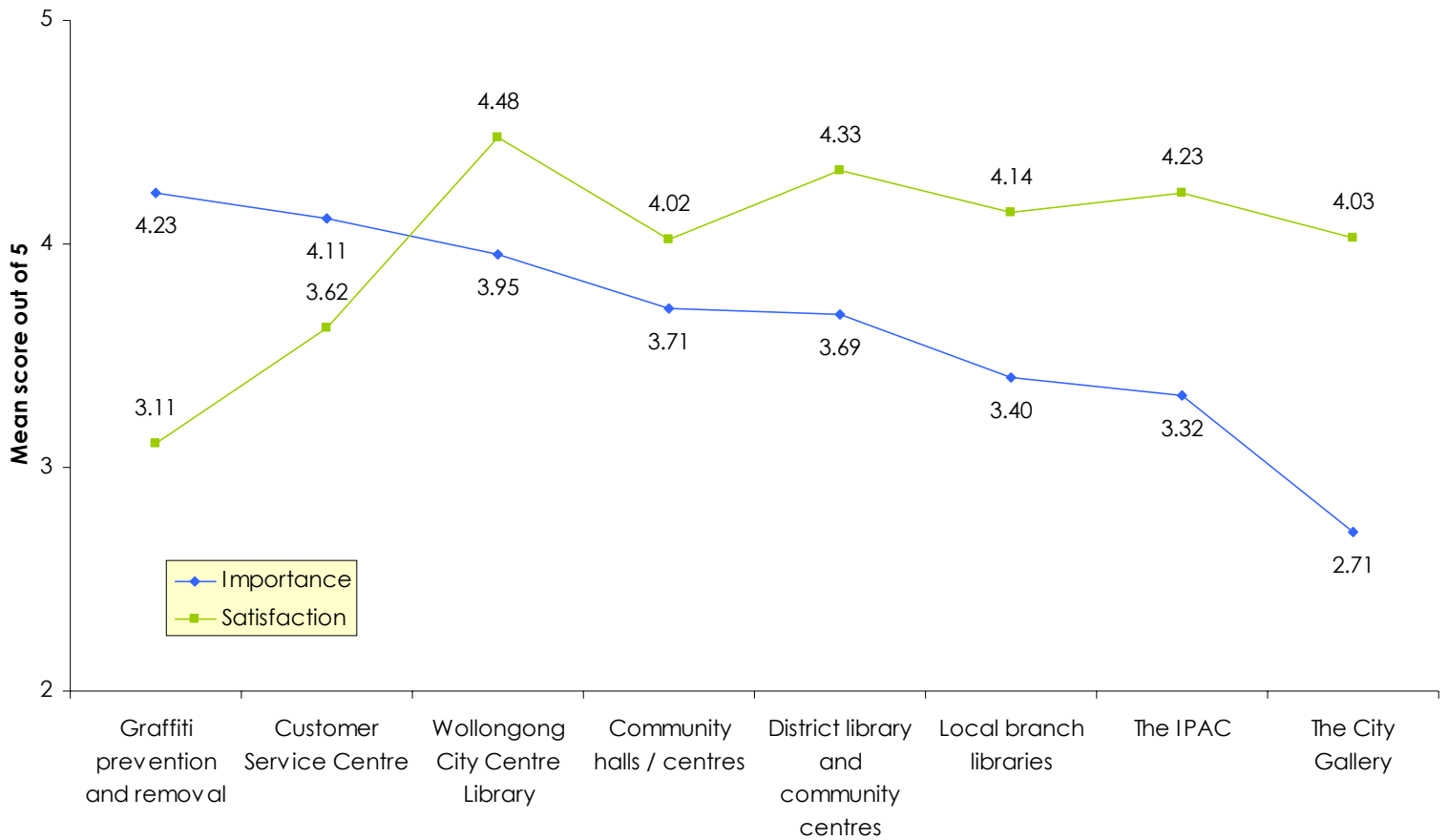
Graph 9.5.4: Infrastructure and Works - Importance versus Satisfaction (Continued)



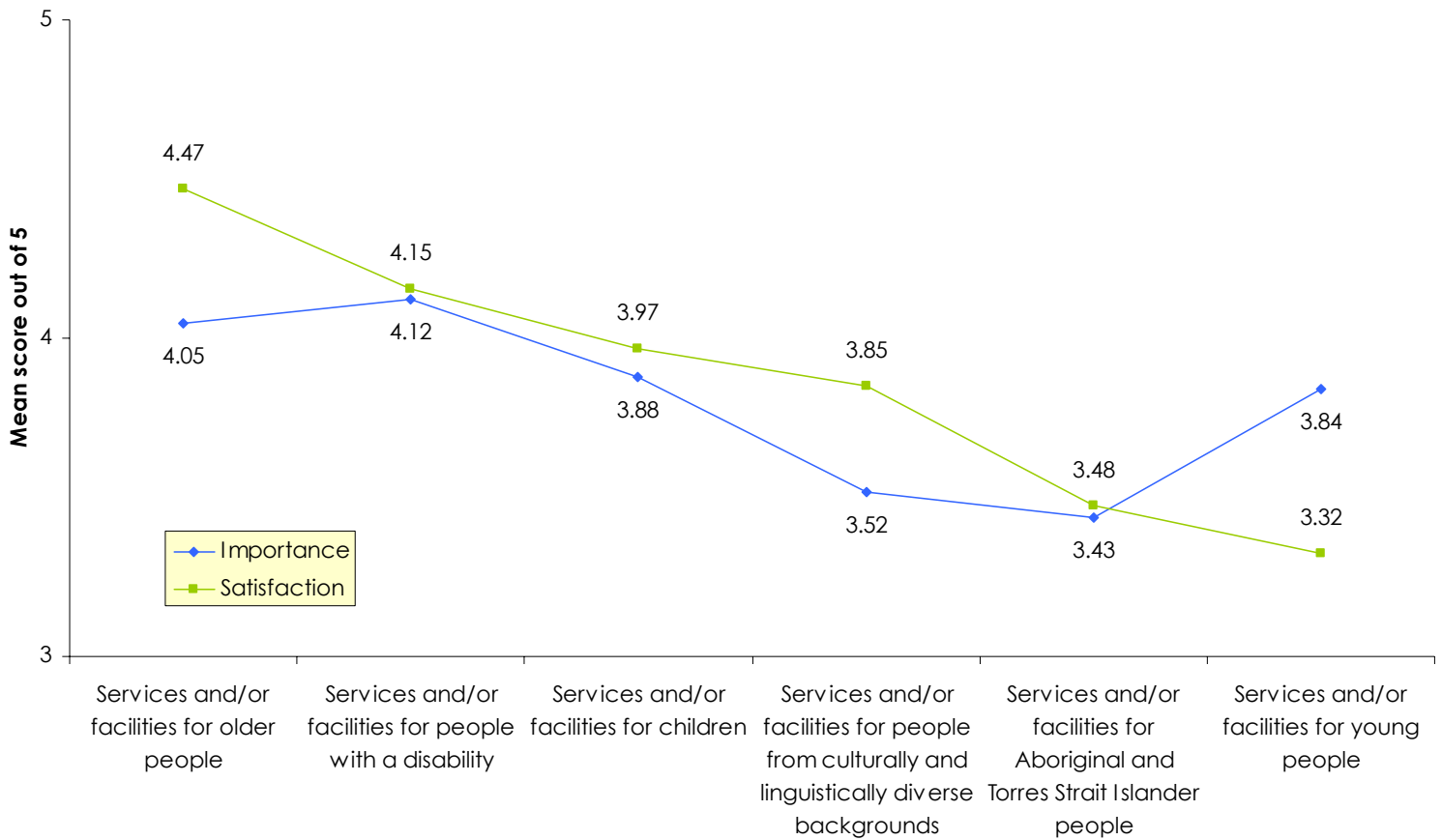
Graph 9.5.5: Infrastructure and Works - Importance versus Satisfaction (Continued)



Graph 9.5.6: Corporate and Community Services - Importance versus Satisfaction

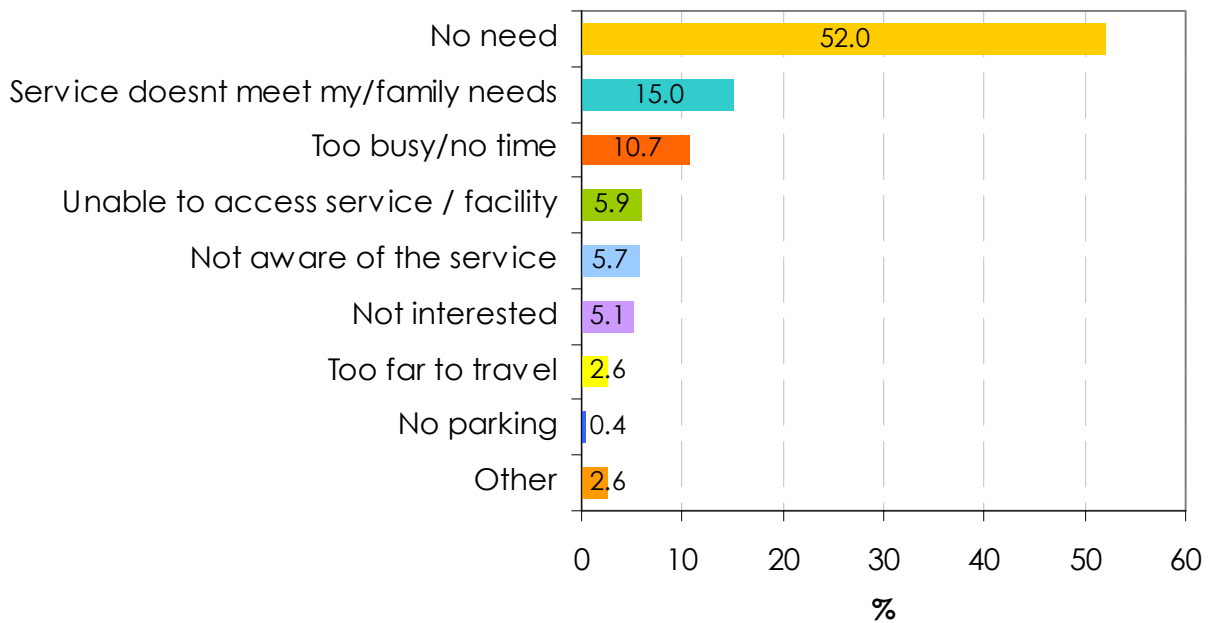


Graph 9.5.6: Corporate and Community Services - Importance versus Satisfaction (Continued)

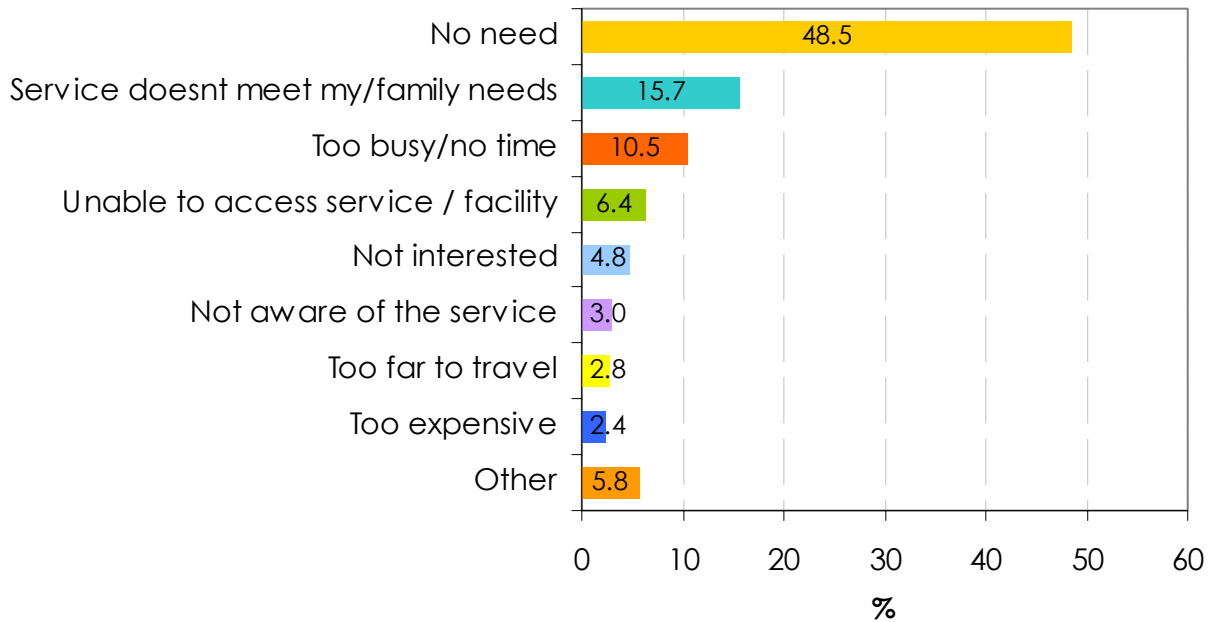


9.6 REASONS FOR NOT ACCESSING WOLLONGONG CITY COUNCIL SERVICES AND FACILITIES

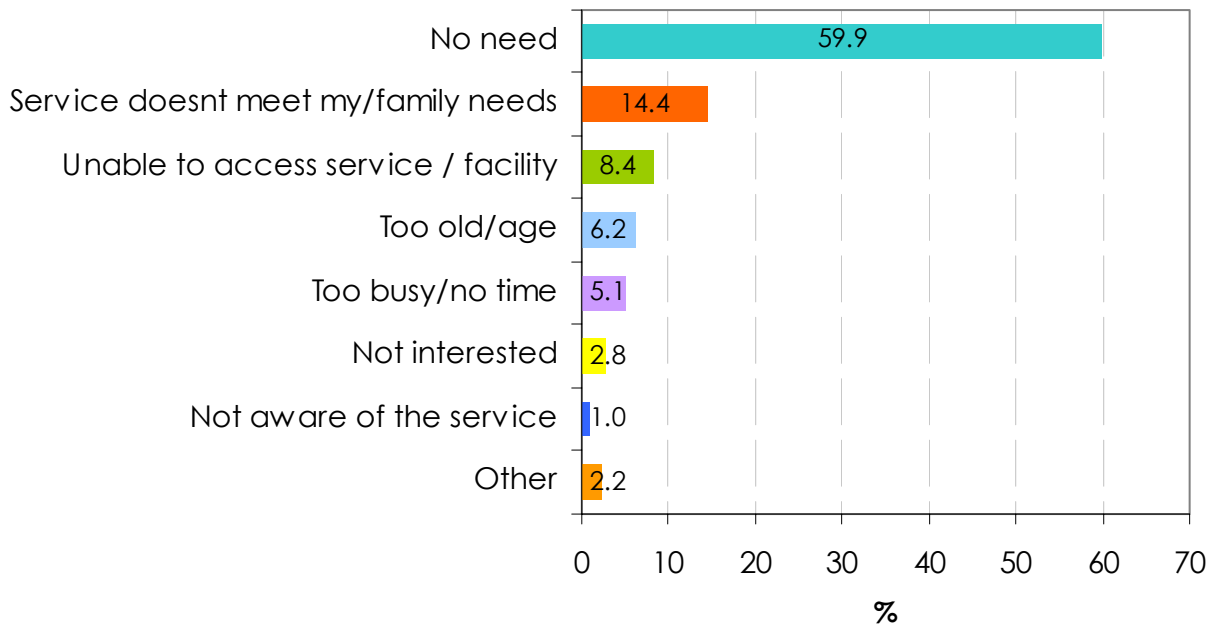
Graph 9.6.1: Why didn't you access the City Gallery (n=324)



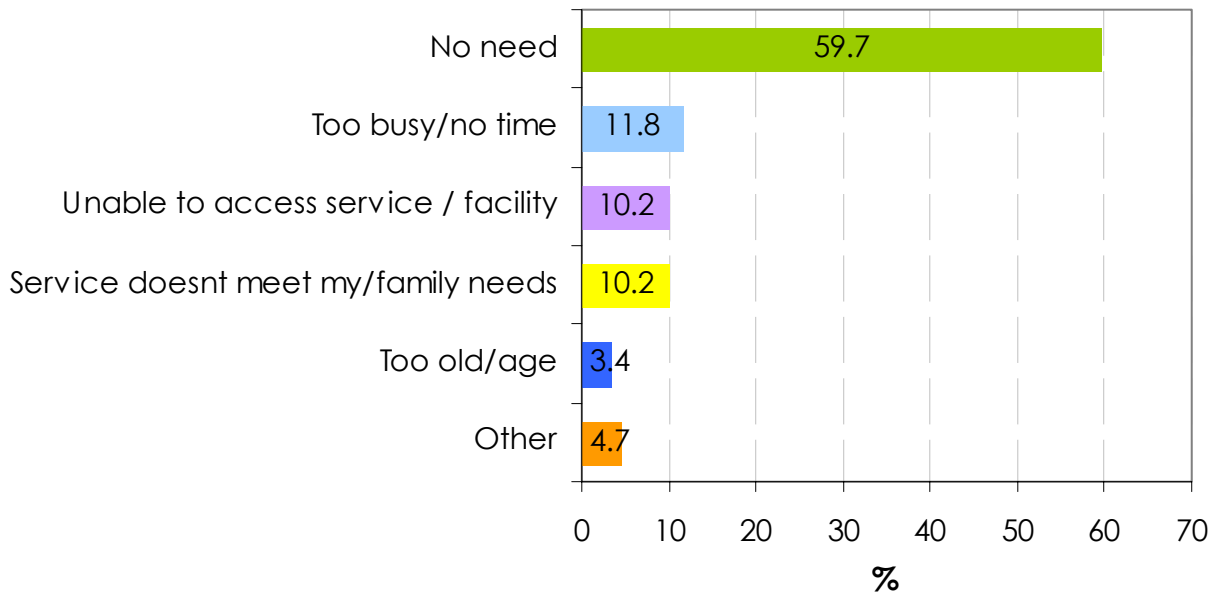
Graph 9.6.2: Why didn't you access the IPAC (n=250)



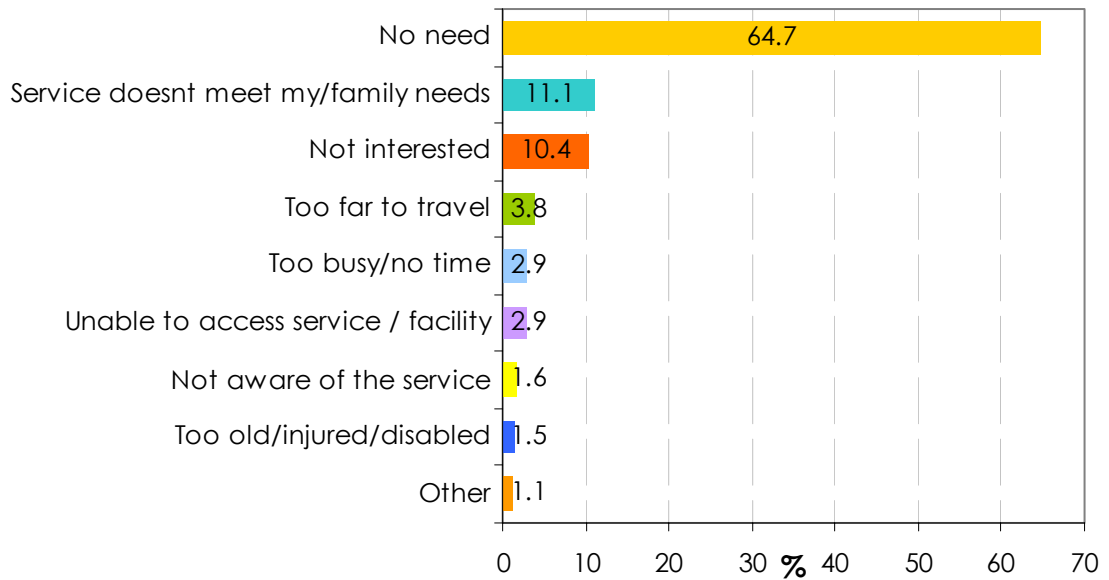
Graph 9.6.3: Why didn't you access parks/open space/sports field for active sport or recreation (n=133)



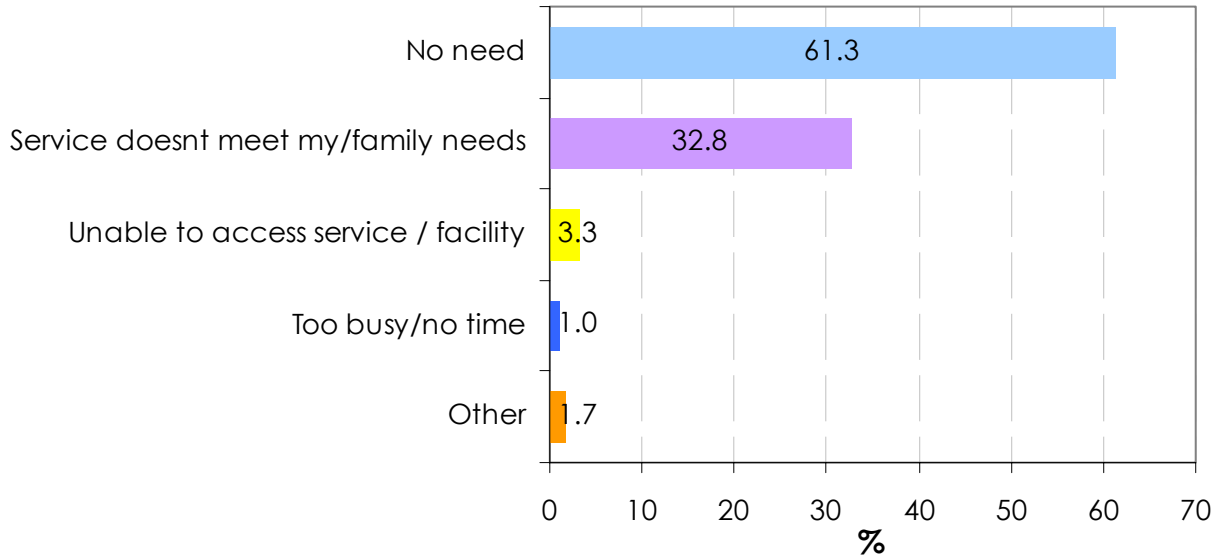
Graph 9.6.4: Why didn't you access parks/open space/sports field for passive recreation (n=95)



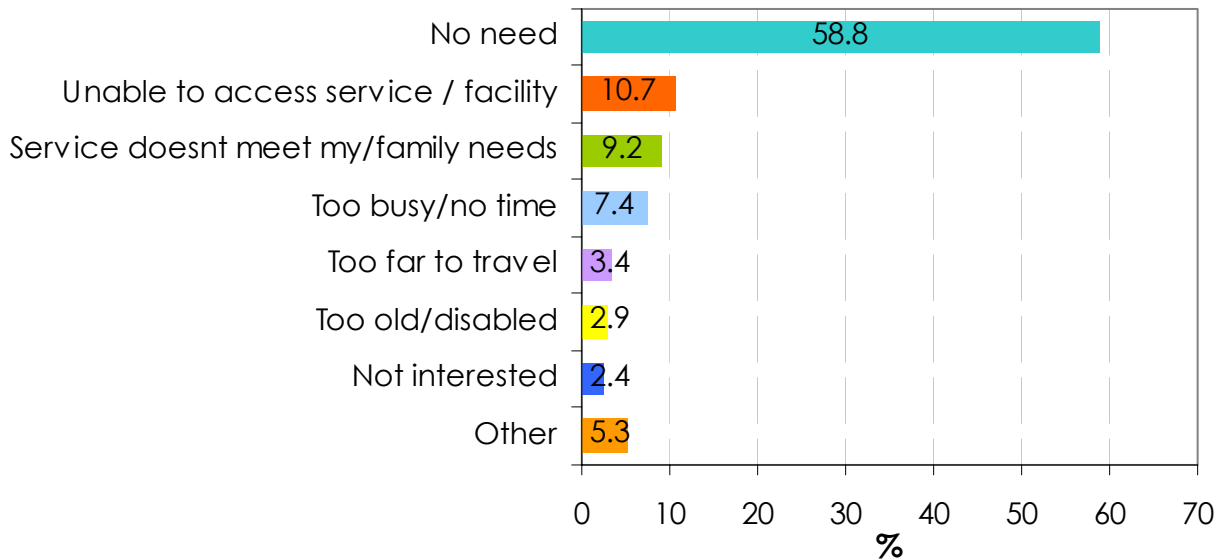
Graph 9.6.5: Why didn't you access Russell Vale Golf Course (n=357)



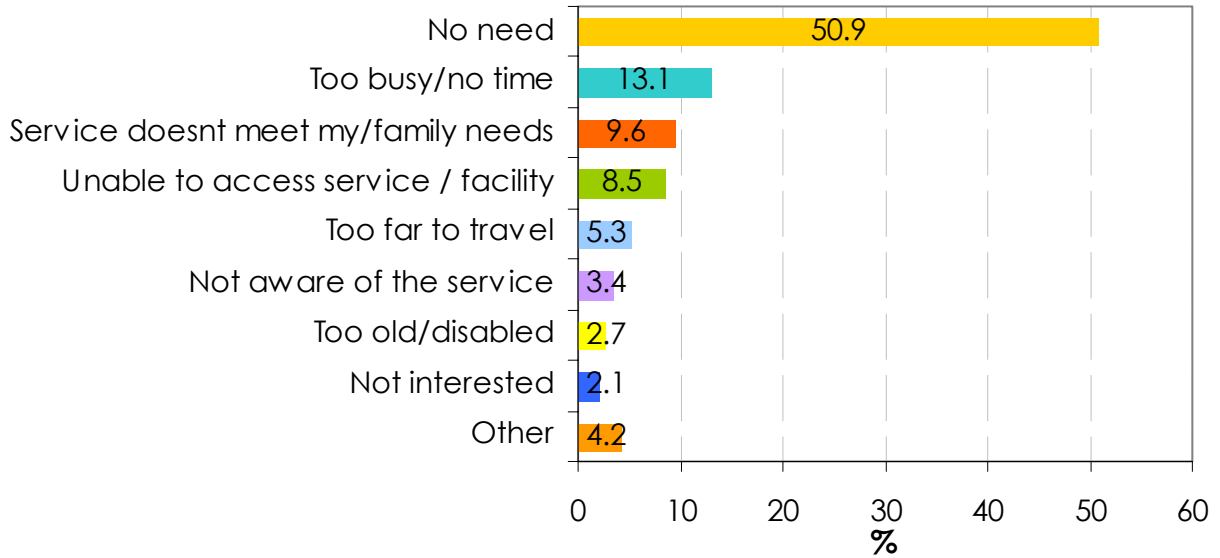
Graph 9.6.6: Why didn't you access children's playgrounds (n=210)



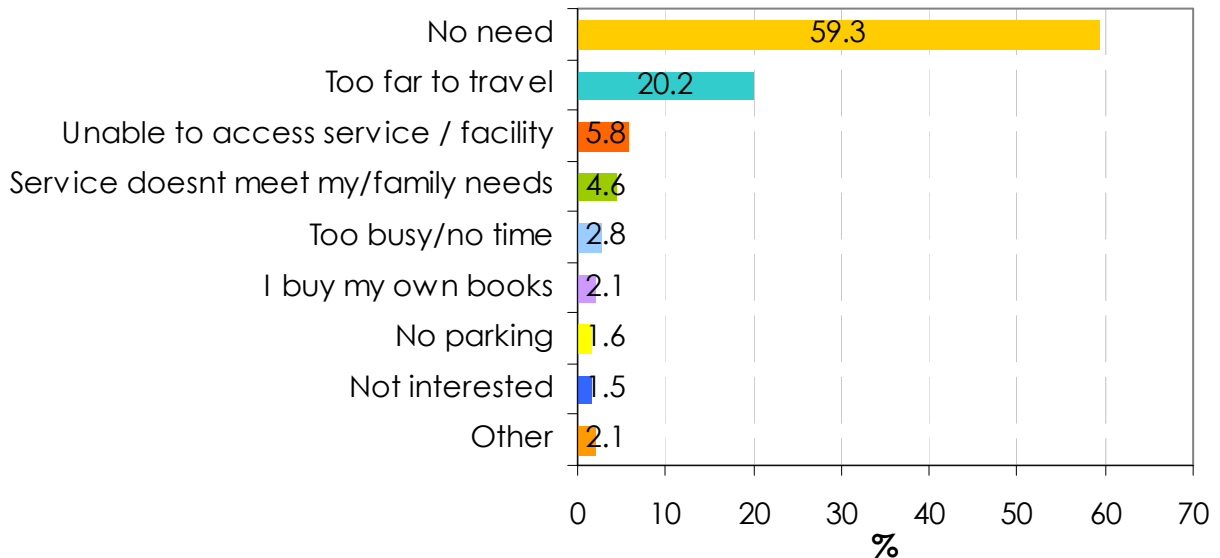
Graph 9.6.7: Why didn't you access cycleway/shared pathway (n=123)



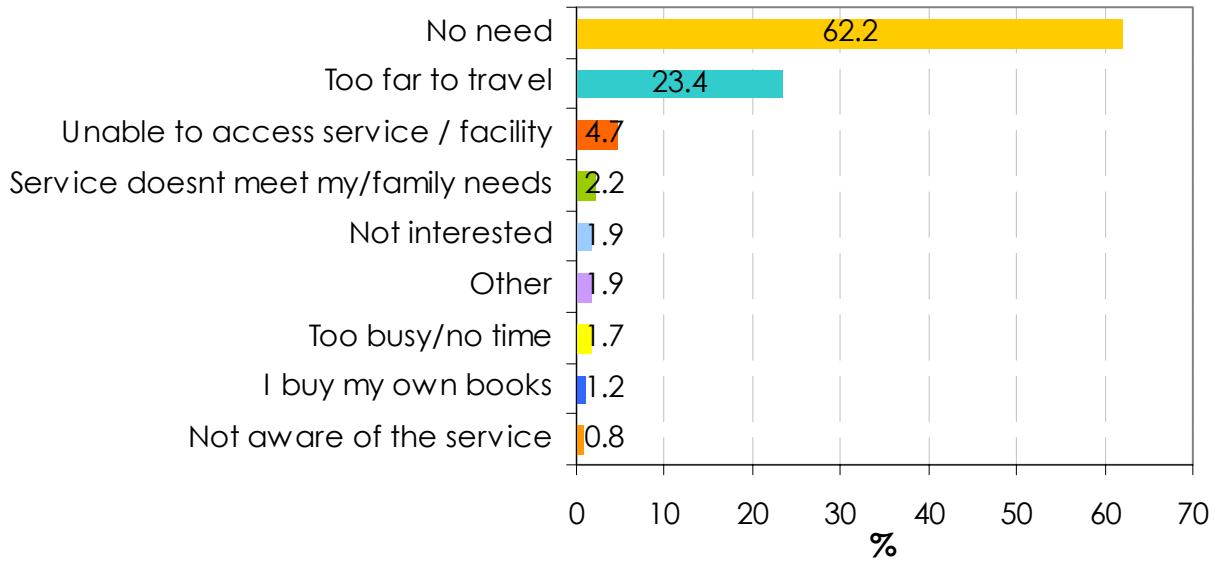
Graph 9.6.8: Why didn't you access the Botanic Garden (n=182)



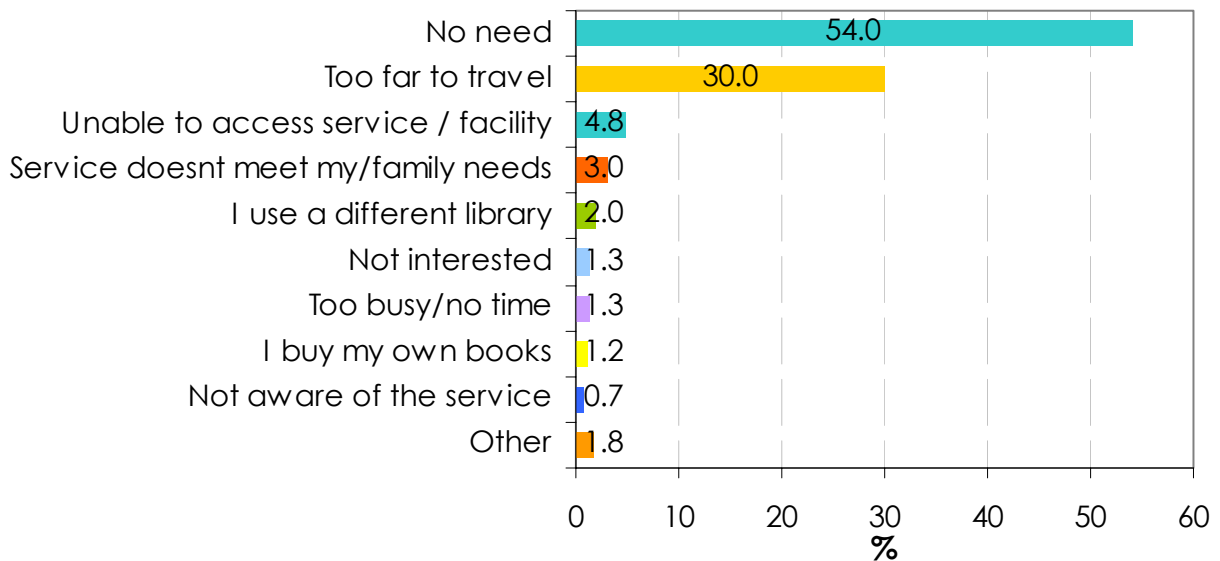
Graph 9.6.9: Why didn't you access the Wollongong City Centre library (n=239)



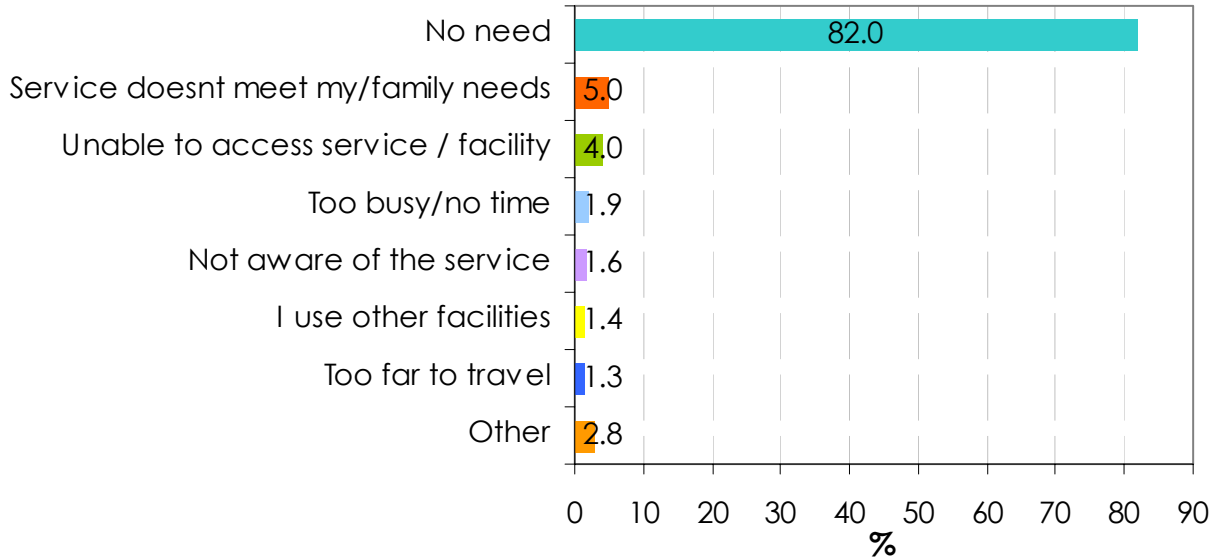
Graph 9.6.10: Why didn't you access the district library or community centre e.g. Thirroul, Corimal or Dapto (n=251)



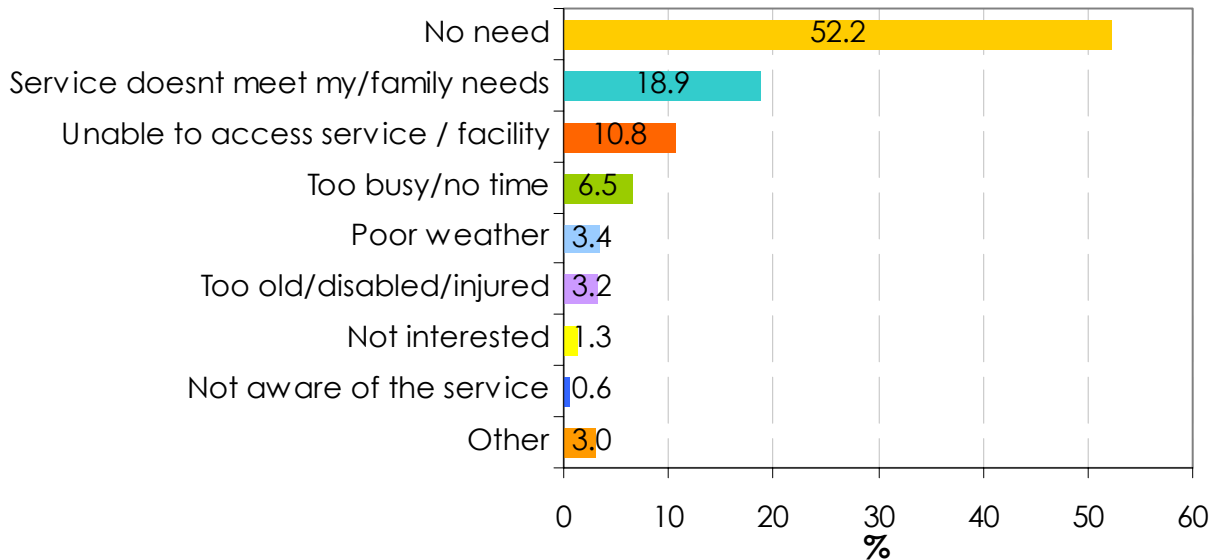
Graph 9.6.11: Why didn't you access the local branch library e.g. Bulli, Helensburgh, Unanderra, Warrawong (n=320)



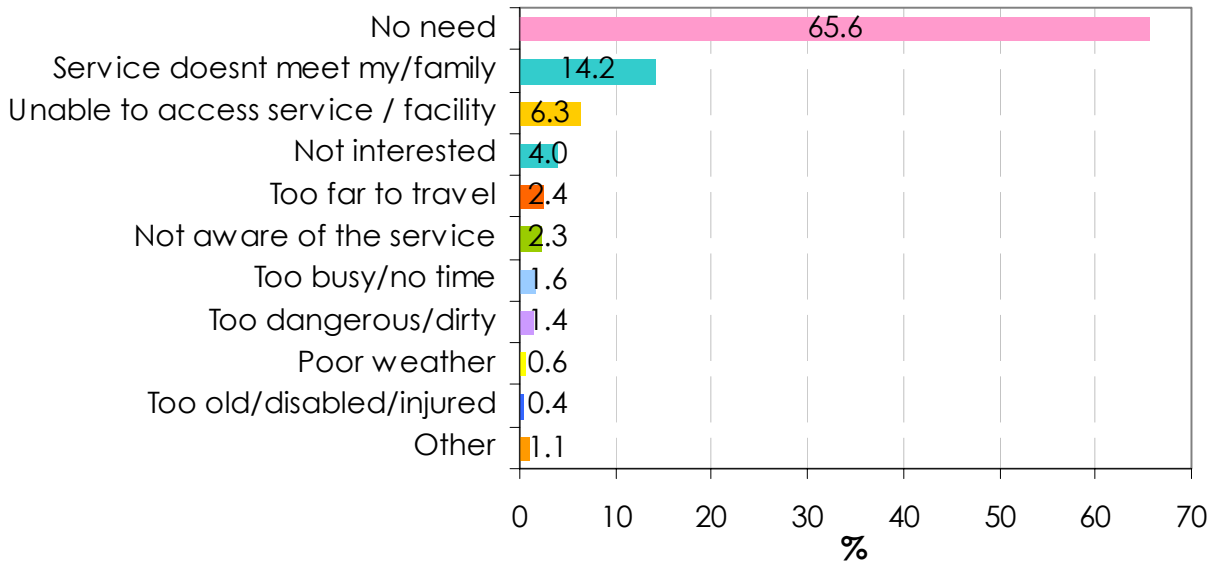
Graph 9.6.12: Why didn't you access community halls/centres (n=292)



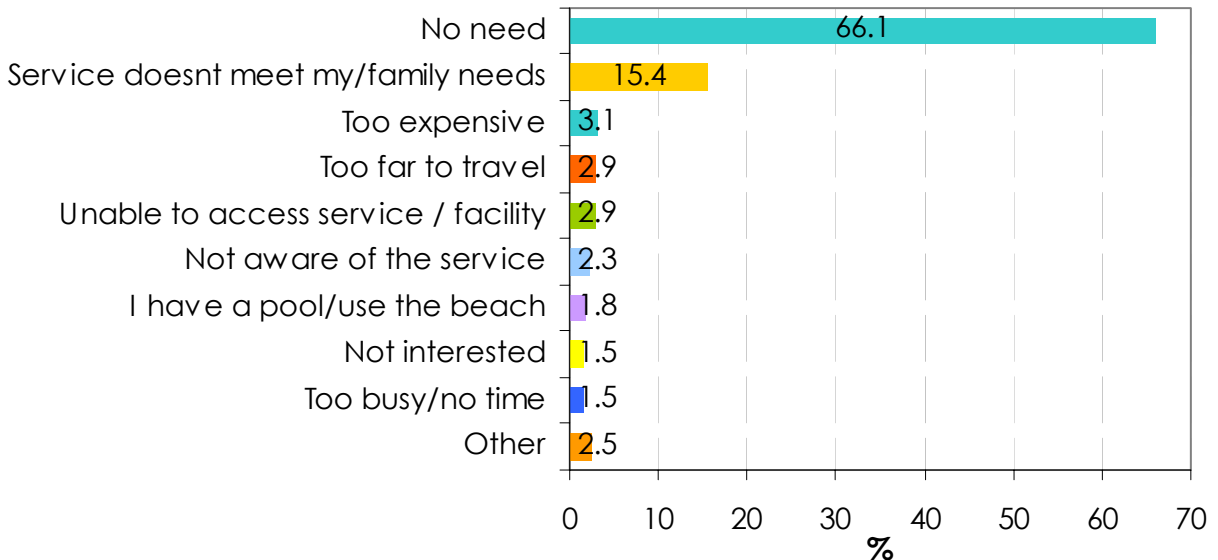
Graph 9.6.13: Why didn't you access patrolled Beaches (n=101)



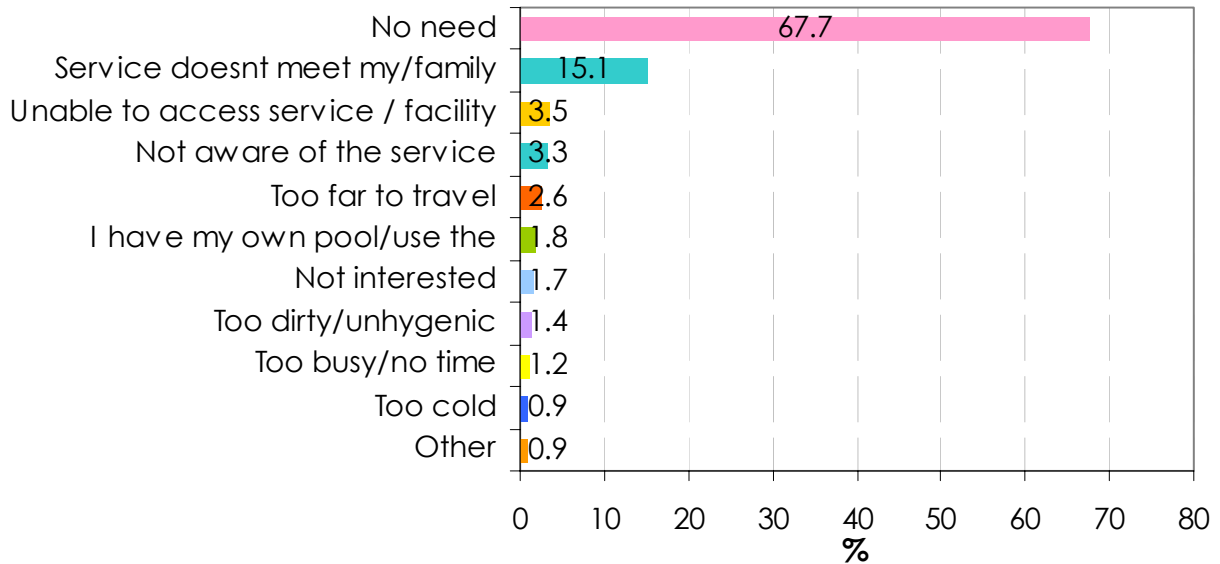
Graph 9.6.14: Why didn't you access tidal rock pools (n=241)



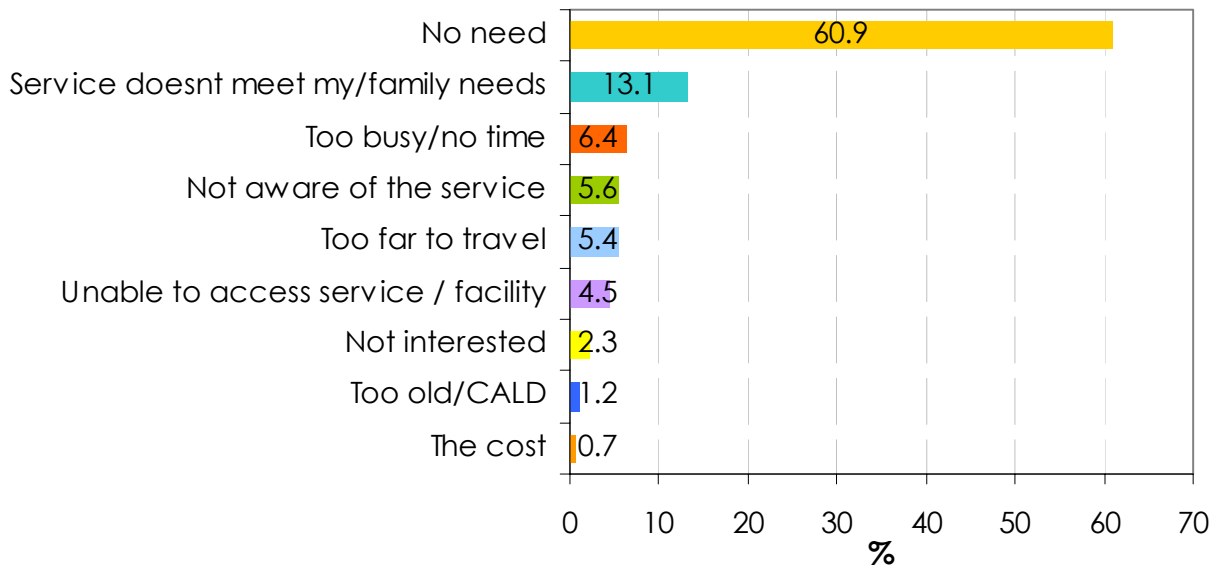
Graph 9.6.15: Why didn't you access heated pools (n=274)



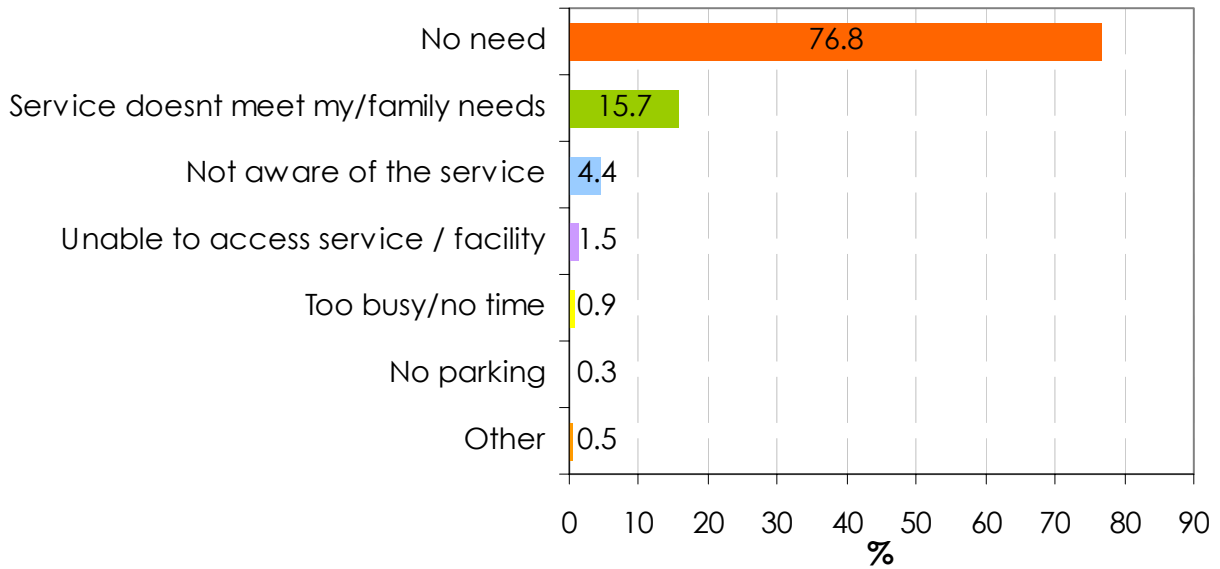
Graph 9.6.16: Why didn't you access public swimming pools (free entry) (n=248)



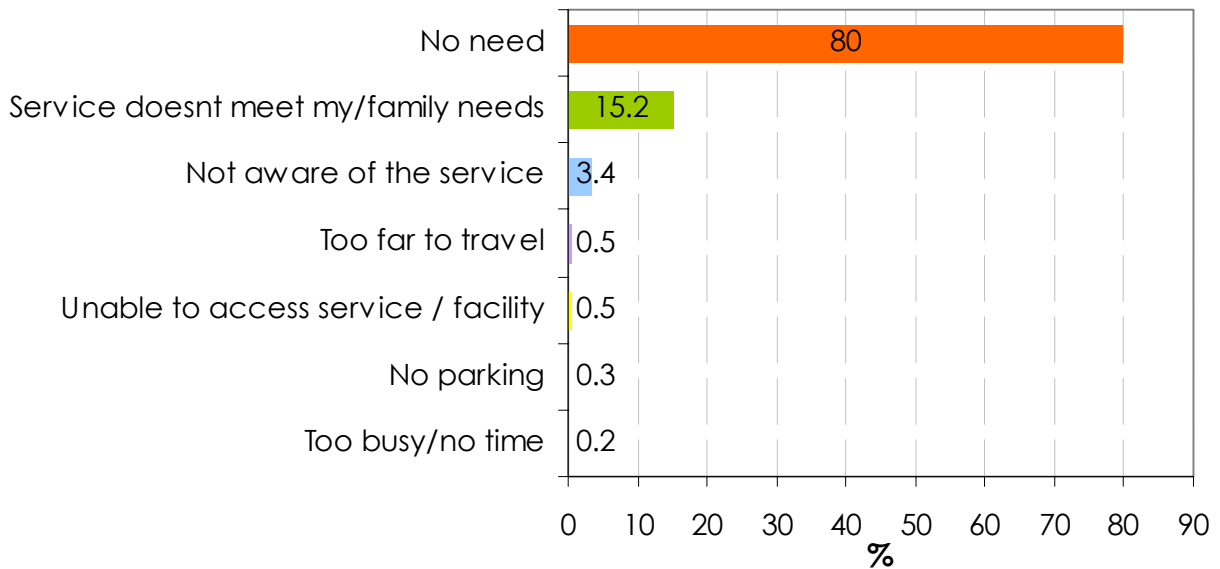
Graph 9.6.18: Why didn't you access Council leisure centres e.g. Beaton Park, Lakeside (n=289)



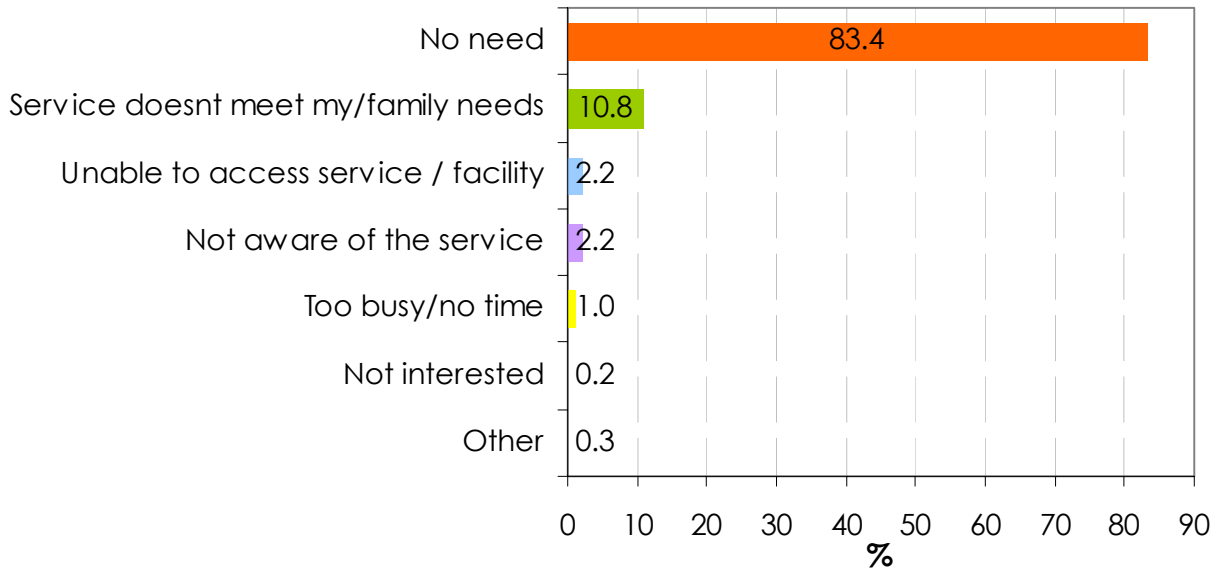
Graph 9.6.19: Why didn't you access services for children e.g. Grandparents day, transition to school, engagements activities with children in planning for a Child Friendly City (n=348)



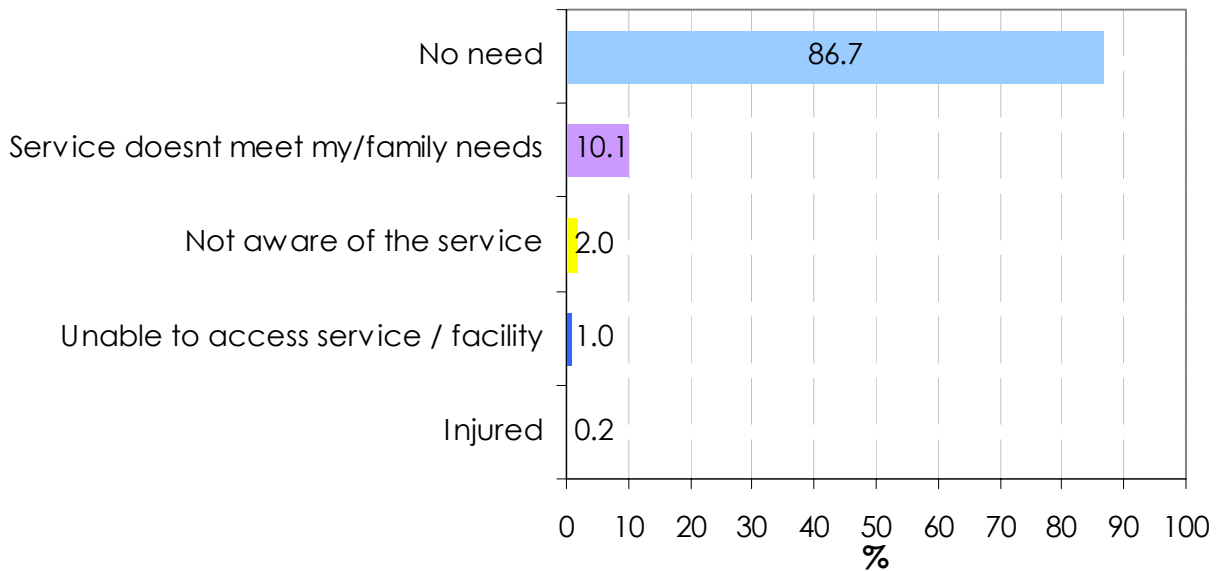
Graph 9.6.20: Why didn't you access services and/or facilities for young people e.g. Youth Centre programs, community mural program (n=371)



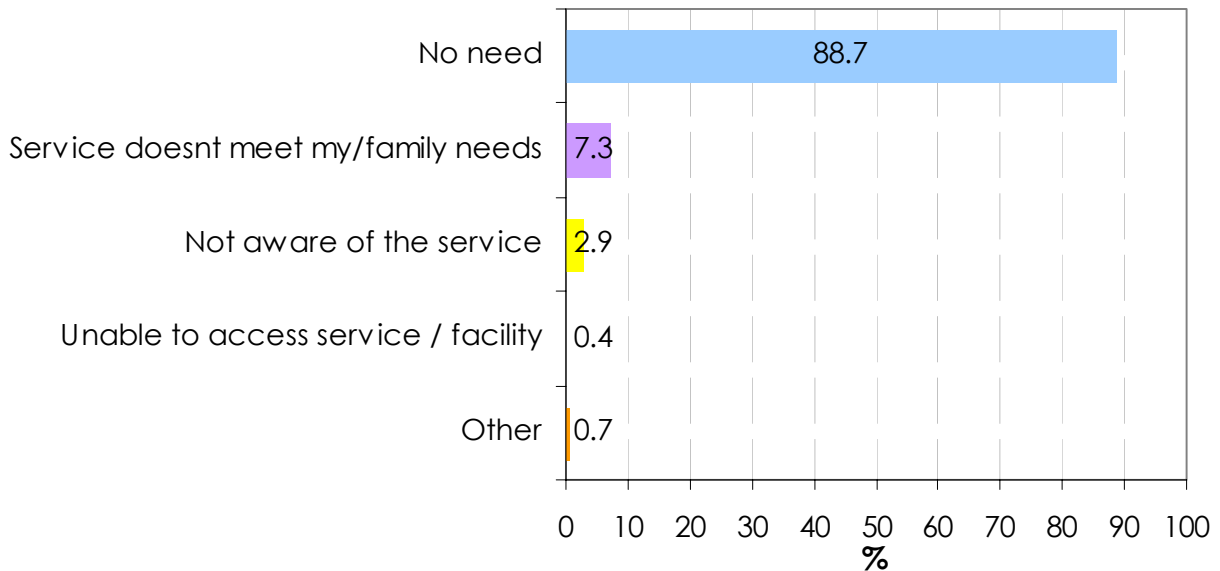
Graph 9.6.21: Why didn't you access services and/or facilities for older people e.g. Seniors week, day care, community transport (n=356)



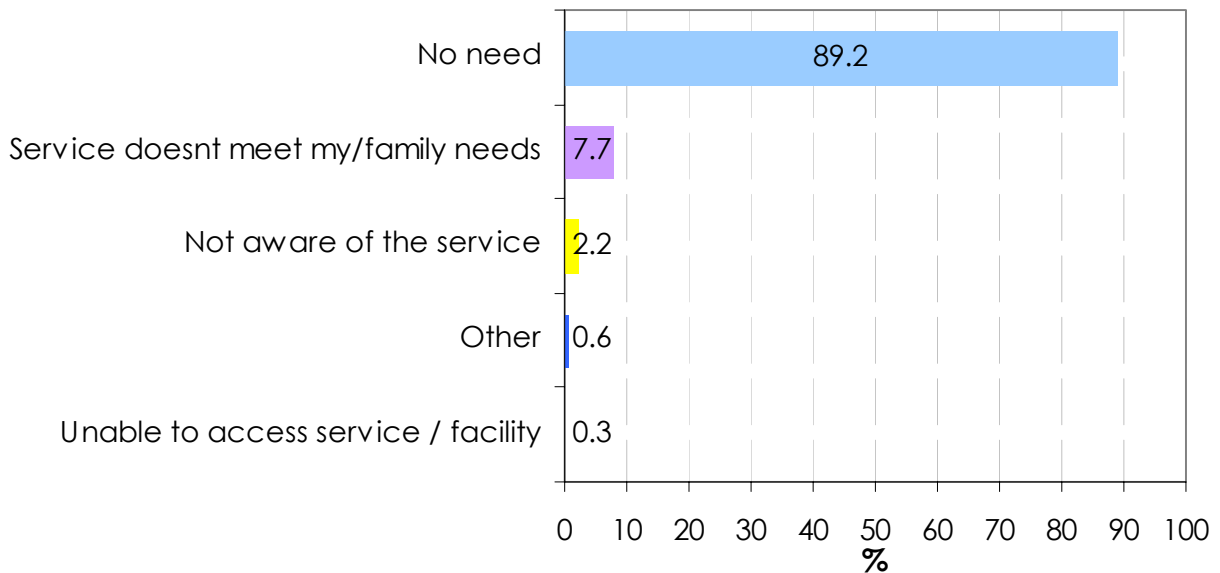
Graph 9.6.22: Why didn't you access services and/or facilities for people with a disability e.g. Social support services such as respite care, community transport, Carers week (n=363)



Graph 9.6.23: Why didn't you access services and/or facilities for people from culturally and linguistically diverse backgrounds e.g. interpreter services, language aid, living libraries, Harmony week (n=367)





Graph 9.6.24: Why didn't you access services and/or facilities for Aboriginal and Torres Strait Islander people e.g. NAIDOC week, Aboriginal reference group, Reconciliation activities (n=375)



9.7 DETAILED SERVICE RATINGS

Table 9.7.1: Breakdown of Importance of Council Services and Facilities by Key Respondent Characteristics

Service / Facility	Characteristic Sub-group Base	Overall			Gender - 2012		Age - 2012			
		2008	2010	2012	Male	Female	18 to 24	25 to 44	45 to 64	65 +
		504	757	754	369	385	99	263	238	154
Development application assessment process		3.93	3.02	3.63	3.63	3.63	3.37	3.70	3.81	3.42
Planning policies that control development in the Wollongong LGA *		N/A	3.47	4.04	3.97	4.11	3.75	4.03	4.23	3.94
Controls for residential development *		N/A	3.86	4.15	4.04	4.27	3.75	4.11	4.36	4.17
Controls for development in local town/village centres *		N/A	3.94	4.13	4.03	4.23	3.58	4.13	4.37	4.12
Controls for development in Wollongong City Centre *		N/A	3.88	4.20	4.10	4.29	4.08	4.14	4.32	4.18
Management and preservation of our heritage		N/A	4.13	4.27	4.14	4.39	4.17	4.13	4.38	4.39
Protection of our natural environment		4.63	4.48	4.63	4.56	4.70	4.43	4.64	4.68	4.67
Environmental programs and education *		4.36	4.24	4.40	4.22	4.57	4.27	4.32	4.51	4.46
Domestic animal control		4.08	4.09	4.21	4.02	4.40	3.84	4.17	4.28	4.44
Management of parking in city centre		N/A	4.26	4.36	4.21	4.49	4.27	4.32	4.37	4.44
Management of parking in local areas		N/A	4.13	4.15	3.95	4.36	4.03	4.07	4.20	4.32
Maintenance of local roads		4.64	4.69	4.65	4.55	4.74	4.36	4.62	4.76	4.70
Street cleaning		4.18	4.36	4.24	4.12	4.35	3.96	4.16	4.26	4.50
Maintenance of footpaths		4.39	4.46	4.45	4.33	4.57	4.14	4.39	4.59	4.53
Availability of parking in city centre		4.36	4.41	4.50	4.38	4.61	4.40	4.51	4.50	4.53
Availability of bus shelters +		3.57	3.78	3.89	3.69	4.08	3.90	3.64	3.99	4.16
Standard of Council public toilets		N/A	4.46	4.37	4.22	4.51	4.12	4.24	4.51	4.55
Availability of public toilets +		4.27	4.39	4.44	4.34	4.54	4.25	4.38	4.51	4.57
Regulation of traffic flow in local area		4.47	4.42	4.32	4.29	4.34	4.07	4.23	4.37	4.54
Regulation of traffic flow in city centre		4.28	4.37	4.36	4.20	4.52	4.33	4.25	4.45	4.44
Domestic, recycling and green waste collection		N/A	4.70	4.73	4.66	4.80	4.48	4.70	4.78	4.87
Waste disposal depot facilities eg. tip		N/A	4.38	4.47	4.41	4.53	4.09	4.44	4.57	4.60
Customer Service Centre		N/A	3.82	4.11	3.91	4.31	3.80	3.90	4.33	4.37
Graffiti prevention and removal		N/A	4.18	4.23	4.10	4.35	3.62	4.05	4.41	4.67



 Cells with sig. higher scores relative to yellow cells.
 Cells with sig. lower scores relative to green cells.

* Wording has changed compared to the 2010 survey

+ Wording has changed compared to the 2008 survey

Table 9.7.2: Breakdown of Satisfaction with Council Services and Facilities by Key Respondent Characteristics

Characteristic Sub-group Base	Overall			Gender - 2012		Age - 2012			
	2008	2010	2012	Male	Female	18 to 24	25 to 44	45 to 64	65 +
	504	757	754	369	385	99	263	238	154
Service / Facility									
Development application assessment process	2.21	2.87	2.89	2.80	2.99	3.15	2.62	2.79	3.33
Planning policies that control development in the Wollongong LGA *	N/A	3.04	2.83	2.75	2.92	3.01	2.73	2.66	3.18
Controls for residential development *	N/A	3.06	2.96	2.91	3.01	3.04	2.90	2.81	3.25
Controls for development in local town/village centres *	N/A	2.99	3.07	3.03	3.10	3.21	3.04	2.91	3.25
Controls for development in Wollongong City Centre *	N/A	2.95	2.84	2.85	2.83	3.11	2.80	2.61	3.10
Management and preservation of our heritage	N/A	3.32	3.24	3.15	3.32	3.60	3.21	3.05	3.34
Protection of our natural environment	3.29	3.41	3.37	3.32	3.42	3.52	3.34	3.20	3.61
Environmental programs and education *	3.31	3.38	3.38	3.25	3.51	3.53	3.39	3.26	3.44
Domestic animal control	3.19	3.27	3.32	3.22	3.42	3.67	3.39	3.17	3.20
Management of parking in city centre	N/A	2.33	2.45	2.47	2.43	2.33	2.41	2.40	2.69
Management of parking in local areas	N/A	3.16	3.10	3.08	3.11	3.31	3.04	3.02	3.19
Maintenance of local roads	2.68	2.84	2.76	2.70	2.81	2.88	2.84	2.52	2.90
Street cleaning	3.18	3.28	3.32	3.28	3.37	3.75	3.48	3.09	3.16
Maintenance of footpaths	2.74	2.90	2.97	2.98	2.95	3.63	3.11	2.76	2.63
Availability of parking in city centre	2.26	2.45	2.53	2.57	2.49	2.58	2.52	2.44	2.67
Availability of bus shelters +	2.89	2.97	3.18	3.25	3.11	3.48	3.15	2.93	3.39
Standard of Council public toilets	N/A	2.45	2.64	2.72	2.56	2.79	2.65	2.55	2.65
Availability of public toilets +	2.44	2.59	2.62	2.60	2.63	3.04	2.71	2.40	2.48
Regulation of traffic flow in local area	2.78	3.20	3.20	3.11	3.30	3.46	3.17	3.08	3.29
Regulation of traffic flow in city centre	2.78	3.02	3.21	3.09	3.34	3.34	3.30	3.02	3.30
Domestic, recycling and green waste collection service	N/A	4.05	4.22	4.24	4.19	4.04	4.25	4.12	4.42
Waste disposal depot facilities eg. tip	N/A	3.39	3.36	3.32	3.39	3.64	3.35	3.18	3.47
Customer Service Centre	N/A	3.54	3.62	3.51	3.73	3.67	3.62	3.57	3.68
Graffiti prevention and removal	N/A	2.99	3.11	3.07	3.15	3.32	3.18	3.08	2.90



 Cells with sig. higher scores relative to yellow cells.
 Cells with sig. lower scores relative to green cells.

* Wording has changed compared to the 2010 survey

+ Wording has changed compared to the 2008 survey

Table 9.7.3: Breakdown of Importance of Council Services and Facilities (Usage) by Key Respondent Characteristics

Characteristic Sub-group Base	Overall			Gender - 2012		Age - 2012			
	2008	2010	2012	Male	Female	18 to 24	25 to 44	45 to 64	65 +
	504	757	754	369	385	99	263	238	154
Service / Facility									
City Gallery	N/A	3.57	2.71	2.53	2.87	2.53	2.48	2.87	2.96
IPAC	N/A	3.91	3.32	3.01	3.61	3.39	3.05	3.42	3.60
Parks/open space/sports field for active sport or recreation activity	N/A	N/A	4.51	4.48	4.54	4.64	4.55	4.60	4.24
Parks/open space/sports field for passive recreation purpose	N/A	N/A	4.55	4.51	4.59	4.70	4.59	4.68	4.22
Russell Vale Golf Course	N/A	2.57	1.99	2.15	1.84	1.98	1.92	1.90	2.22
Children's playgrounds	N/A	N/A	4.16	4.02	4.30	3.93	4.25	4.34	3.88
Cycleway/shared pathway	N/A	N/A	4.32	4.33	4.31	4.09	4.42	4.46	4.06
Botanic Garden	N/A	4.10	4.12	3.92	4.31	3.73	4.10	4.27	4.15
Wollongong City Centre library +	4.04	4.30	3.95	3.82	4.08	4.30	3.82	3.98	3.97
District library and community centre e.g. Thirroul, Corimal or Dapto	N/A	4.00	3.69	3.39	3.96	3.26	3.63	3.83	3.81
Local branch library e.g. Bulli, Helensburgh, Unanderra, Warrawong	4.10	3.70	3.40	3.19	3.61	2.77	3.43	3.64	3.32
Community hall/centre **	3.83	3.98	3.71	3.50	3.91	3.30	3.66	3.95	3.68
Patrolled beaches **	4.37	4.66	4.64	4.49	4.78	4.68	4.64	4.70	4.52
Tidal rock pools +	3.62	N/A	3.40	3.21	3.58	3.14	3.45	3.33	3.61
Heated pools	N/A	N/A	3.34	3.25	3.43	3.03	3.44	3.34	3.41
Public swimming pools (free entry) **	4.10	4.17	3.96	3.77	4.13	3.66	4.17	3.91	3.89
Council leisure centres e.g. Beaton Park, Lakeside **	3.91	3.84	3.70	3.60	3.78	3.57	3.74	3.63	3.81
Services for children	4.28	N/A	3.88	3.66	4.08	3.31	4.09	3.95	3.86
Services and/or facilities for young people	4.25	N/A	3.84	3.67	4.00	3.52	3.92	3.87	3.89
Services and/or facilities for older people	4.34	N/A	4.05	3.97	4.13	3.44	4.10	4.04	4.41
Services and/or facilities for people with a disability	4.31	N/A	4.12	4.02	4.21	3.67	4.21	4.13	4.27
Services and/or facilities for people from culturally and linguistically diverse backgrounds	N/A	N/A	3.52	3.34	3.68	3.42	3.62	3.45	3.54
Services and/or facilities for Aboriginal and Torres Strait Islander people	N/A	N/A	3.43	3.35	3.52	3.34	3.59	3.41	3.29




 Cells with sig. higher scores relative to yellow cells.
 Cells with sig. lower scores relative to green cells.

* Wording has changed compared to the 2010 survey

+ Wording has changed compared to the 2008 survey

Table 9.7.4: Breakdown of Satisfaction with Council Services and Facilities (Usage) by Key Respondent Characteristics

Characteristic Sub-group Base	Overall			Gender - 2012		Age - 2012			
	2008	2010	2012	Male	Female	18 to 24	25 to 44	45 to 64	65 +
	504	757	754	369	385	99	263	238	154
Service / Facility									
City Gallery	N/A	3.93	4.03	3.83	4.15	4.00	4.04	4.05	4.00
IPAC	N/A	4.12	4.23	4.15	4.28	4.00	4.21	4.20	4.41
Parks/open space/sports field for active sport or recreation activity	N/A	N/A	4.11	4.09	4.15	4.43	4.01	4.00	4.40
Parks/open space/sports field for passive recreation purpose	N/A	N/A	4.18	4.19	4.17	4.40	4.13	4.11	4.25
Russell Vale Golf Course	N/A	3.91	4.14	4.09	4.24	3.50	3.89	4.45	4.50
Children's playgrounds	N/A	N/A	4.09	4.10	4.07	4.38	3.94	4.22	4.07
Cycleway/shared pathway	N/A	N/A	3.93	3.93	3.94	4.03	3.86	3.91	4.11
Botanic Garden	N/A	4.35	4.56	4.50	4.60	4.71	4.55	4.40	4.71
Wollongong City Centre library +	3.92	4.33	4.48	4.47	4.49	4.38	4.50	4.29	4.78
District library and community centre e.g. Thirroul, Corrimal or Dapto	N/A	4.28	4.33	4.25	4.39	4.27	4.40	4.18	4.47
Local branch library e.g. Bulli, Helensburgh,	3.83	3.99	4.14	4.01	4.34	3.50	4.41	4.05	3.87
Community hall/centre **	3.37	3.66	4.02	4.02	4.02	3.51	3.98	3.95	4.41
Patrolled beaches **	3.56	4.21	4.57	4.48	4.64	4.74	4.43	4.58	4.74
Tidal rock pools +	3.05	N/A	3.89	3.79	4.00	4.00	3.83	3.75	4.36
Heated pools	N/A	N/A	4.16	4.14	4.18	3.94	4.10	4.26	4.71
Public swimming pools (free entry) +	3.58	3.80	4.22	4.36	4.08	3.83	4.23	4.30	4.58
Council leisure centres e.g. Beaton Park, Lakeside **	3.54	3.97	4.16	4.00	4.32	4.23	4.00	4.20	4.86
Services for children	3.22	3.89	3.97	3.95	3.98	5.00	3.71	4.30	3.32
Services and/or facilities for young people	2.81	3.56	3.32	3.82	2.97	3.00	3.44	3.06	
Services and/or facilities for older people	3.14	3.76	4.47	4.59	4.40			4.28	4.66
Services and/or facilities for people with a disability	2.99	3.31	4.15	4.27	4.07	5.00	3.51	3.94	4.23
Services and/or facilities for people from culturally and linguistically diverse backgrounds	N/A	3.62	3.85	4.25	3.51		3.47	4.14	5.00
Services and/or facilities for Aboriginal and Torres Strait Islander people	N/A	3.58	3.48	3.45	3.48		3.21	3.75	

	Cells with sig. higher scores relative to yellow cells.
	Cells with sig. lower scores relative to green cells.
	There were insufficient responses to calculate a mean

* Wording has changed compared to the 2010 survey

+ Wording has changed compared to the 2008 survey

Note: Only residents who had used the service or facility were asked about their level of satisfaction in the 2010 and 2012 surveys, all residents were asked about their level of satisfaction with the service or facility in the 2008 survey.

Table 9.7.5: Breakdown of Overall Satisfaction by Key Respondent Characteristics

Characteristic Sub-group	Overall		Gender - 2012		Age - 2012			
	2010	2012	Male	Female	18 to 24	25 to 44	45 to 64	65 +
Base	757	754	369	385	99	263	238	154
Service / Facility								
I am satisfied with the overall performance of Wollongong City Council over the last 12 months	3.38	3.38	3.44	3.32	3.38	3.43	3.23	3.52



Cells with sig. higher scores relative to yellow cells.
Cells with sig. lower scores relative to green cells.

9.8 QUESTIONNAIRE

INTRODUCTION

Hello, my name is and I'm calling on behalf of Wollongong City Council. We are conducting a survey about services and facilities provided by Council and we are interested in the views of a person in your household..

Could I speak to the person over the age of 18 who had the most recent birthday, is that you?
[IF NOT AT HOME ARRANGE A CALLBACK]

Are you a permanent resident of this dwelling? [IF RESPONDENT IS NOT THE FIRST CONTACT, REPEAT INTRO]

Just to give you some background, the information provided by respondents is completely confidential and will help Council to better understand and meet the diverse needs of its residents. The survey should take about 15 minutes, can we do it now?

SCREENING

Before we start, I just have to make sure you qualify for an interview.

Firstly is this household in the Wollongong Council area? [IF NOT TERMINATE]

And have you lived in the Wollongong Council Area for longer than 6 months? [IF NOT TERMINATE]

Great, you qualify for an interview! I just have to inform you that my supervisor may monitor this call for quality and training purposes.

Question 1 – Used, Participated or Accessed Service or Facility

How often have you or a member of your household used, participated or accessed each of the following Wollongong City Council facilities or services over the past 12 months?

- Not in the last 12 months
- Up to 3 times a year
- Up to 6 times a year
- Up to 9 times a year
- At least monthly
- Don't know

1. City Gallery
2. IPAC
3. Parks/open space/sports fields for active sport or recreation activity
4. Parks/open space/sports fields for passive recreation purpose
5. Russell Vale Golf Course
6. Children's playgrounds
7. Cycleways/shared pathways
8. Botanic Garden
9. Wollongong City Centre library
10. District library and community centre e.g. Thirroul, Corrimal or Dapto
11. Local branch library e.g. Bulli, Helensburgh, Unanderra or Warrawong
12. Community hall/centre
13. Patrolled beaches
14. Tidal rock pools
15. Heated pools
16. Public swimming pools (free entry)
17. Council leisure centres e.g. Beaton Park, Lakeside
18. Services for children e.g. Grandparents day, transition to school, engagement activities with children in planning for a Child Friendly City
19. Services and/or facilities for young people e.g. Youth Centre programs, community mural program
20. Services and/or facilities for older people e.g. Senior's week, day care, community transport
21. Services and/or facilities for people with a disability e.g. Social support service such as respite care, community transport, Carers week
22. Services and/or facilities for people from culturally or linguistically diverse backgrounds e.g. interpreter services, language aid, living libraries, Harmony week
23. Services and/or facilities for Aboriginal or Torres Strait Islanders e.g. NAIDOC week,

Aboriginal reference group, Reconciliation activities

I am now going to go through the list of services and facilities again and I would firstly like you to tell me how important they are to you, using a scale from 1 to 5 where 1 means not very important and 5 means very important.

Then, if you haven't used the service or facility in the last 12 months I would like you to tell me why not.

1. No need
2. Not aware of the service
3. Service doesn't meet my/family needs
4. Unable to access service/facility
5. Too far to travel
6. Other (Please specify) _____

Or if you have used the service, I would like you to tell me how satisfied you are with the service or facility using a scale from 1 to 5 where 1 means not at all satisfied and 5 means very satisfied.

Question 2 – Importance and Satisfaction

I am now going to read out a list of services and facilities provided by Wollongong City Council.

For each I will ask you how important the service is to you personally on a scale of 1 to 5. A rating of 1 means that the service is not at all important and a rating of 5 means that the service is very important to you.

For each service or facility I will also ask you how satisfied you are with Council's performance. This will involve a scale of 1 to 5, where 1 means you are very dissatisfied and 5 means you are very satisfied.

1. Development application assessment process
2. Planning policies that control development in the Wollongong Local Government Area
3. Controls for residential development
4. Controls for development in local town/village centres
5. Controls for development in Wollongong City Centre
6. Management and preservation of our heritage
7. Protection of our natural environment
8. Environmental programs and education
9. Domestic animal control
10. Management of parking in the city centre

11. Management of parking in local areas
12. Maintenance of local roads
13. Street cleaning
14. Maintenance of footpaths
15. Availability of parking in city centre
16. Availability of bus shelters
17. Standard of Council public toilets
18. Availability of public toilets
19. Regulation of traffic flow in local area
20. Regulation of traffic flow in city centre
21. Domestic, recycling and green waste collection service
22. Waste disposal depot facilities
23. Customer Service Centre
24. Graffiti prevention and removal

Question 3 – Priority issues for LGA

Council uses rates paid by residents to provide the services and facilities we have just covered. If you had a wish list, what are the three KEY areas you think Council should focus on over the next three years?

Question 4 – Organisational Performance

I am now going to read you out a few statements about the performance of Council as an organisation.

Over the past 12 months, Council has spent the community's money wisely. Do you ...

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree
6. Can't say

Over the past 12 months, has your trust in Council ...

1. Increased
2. Decreased
3. Remained the same
4. Unsure

I am satisfied with the overall performance of Wollongong City Council over the last twelve months. Do you ...

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree
6. Can't say

[If disagree] Why did you disagree with that statement?

Question 5 - Events

In the last 12 months did you or a member of your family attend...

1. Viva la Gong
2. Wollongong Australia Day celebrations
3. Wollongong New Year's Eve event

And using a scale from 1 to 5, where 1 means not at all important and 5 means very important, how important is:

1. Viva la Gong
2. Wollongong Australia Day celebrations
3. Wollongong New Year's Eve event

Question 6 - Communication

Thinking about the information that you receive regarding Council and its services, facilities and activities.

Where do you get your information about Council and its services, facilities and activities?

1. Mercury newspaper
2. Advertiser newspaper
3. Community consultation
4. Council newsletter
5. Council website
6. Personal visits to the administration building
7. Telephone
8. Libraries and/or community centres
9. Rates notice
10. Other brochures/publications
11. Other (Please specify) _____

How satisfied are you with the information Council provides about its services, facilities and activities?

1. Very dissatisfied
2. Dissatisfied
3. Neither satisfied nor dissatisfied
4. Satisfied
5. Very satisfied
6. Don't know

Have you visited Council's website in the past twelve months?

1. Yes
2. No

[If Yes] Please indicate the extent you agree/disagree with the following statement:

I found the information I was looking for.

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree
6. Can't say

It was easy to find the information I was looking for.

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree
6. Can't say

In the past twelve months have you participated in a community consultation activity?

1. Yes
2. No
3. Don't know

[If Yes] What community consultation have you participated in?

1. Community Strategic Plan: consultation activities such as Community Summit and Town Hall Talks
2. Neighbourhood Forum
3. Community Forum
4. Public Hearing
5. IHAP (Independent Hearing Assessment Panel)
6. Public Meeting
7. Kiosk
8. Submission through public exhibition
9. Other (Please specify) _____

How satisfied are you with the way Council consults with the community?

1. Very dissatisfied
2. Dissatisfied
3. Neither satisfied nor dissatisfied
4. Satisfied
5. Very satisfied
6. Don't know

[If dissatisfied] How can we improve the way we consult with the community?

Question 7 – Customer Service

In the past twelve months have you had contact with Council staff?

1. Yes
2. No

[If Yes] Thinking about your last interaction with Council staff, how did you make contact?

1. Telephone
2. Online (via Council's website)
3. Email
4. Fax
5. Letter
6. Council's customer service centre
7. Meeting with Council officer
8. Onsite with Council officer
9. Spoke to at local park, garden, sports field
10. Spoke to at library
11. Other (Please specify) _____

[If Yes] What was the main reason for your last encounter with Council staff?

Could you please tell me the extent to which you agree or disagree with the following statements about your last encounter with Council staff.

1. Information provided by Council staff regarding my enquiry was consistent
2. The information from Council staff was clear and easy to understand
3. Council staff dealt with my enquiry in a timely manner
4. I was satisfied with the overall service provided by Council staff during my last encounter

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree
6. Can't say

You said you weren't satisfied with the overall service provided by Council staff. Why did you say that?

Question 8 – Demographic Data

Finally, I just have a few demographic questions to help classify your answers.

I assume from your voice you are a ...

1. Male
2. Female
3. Other

Could you please stop me when I get to your age group.

1. 18 to 24 years
2. 25 to 34 years
3. 35 to 44 years
4. 45 to 54 years
5. 55 to 64 years
6. 65 to 74 years
7. 75 years and over
8. Refused

Do you speak a language other than English at home? [WHAT LANGUAGE]

1. No : Speak English
2. Macedonian
3. Italian
4. Greek
5. Arabic
6. Serbian
7. Cantonese
8. Mandarin
9. Spanish
10. Portuguese
11. Turkish
12. Croatian
13. Other (Please state)
14. Refused

What suburb do you live in?

And what is the postcode there?

How many years have you lived in Wollongong Local Government Area?

Finally, may I ask your first name as my supervisor audits 1 in 10 of my calls as part of our quality control process?

CONCLUSION

That completes our interview. As this is social research, it is carried out in compliance with the Federal Privacy Act. The information you provided is confidential only used for research purposes.

Again, my name isand my supervisors name is Judy. If you have any questions about the survey, you can call us on 4285 4446 between 9am and 5pm weekdays.

Thank you for your time.