



Wollongong City Council

Community Survey - 2008

*Monitoring resident satisfaction with
Council performance*

Final report

Prepared by
Iris Research Ltd.

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IRIS Research ABN 16 002 278 793

Porter Street Annex, The University of Wollongong, 22 Porter Street, Nth Wollongong

Postal address: Northfields Ave, Wollongong. NSW 2522 Telephone: (02) 4229 4777 Fax:
(02)4227 2987

Net: <http://www.iris.org.au> Email: research@iris.org.au

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EXECUTIVE SUMMARY

This report presents the results of the Wollongong City Council Community Survey, 2008. IRIS Research was commissioned by Council to conduct a comprehensive telephone-based survey among the area residents. The survey sought a range of resident attitudes and opinions as input to Council's ongoing strategic planning and quality improvement process.

The 2008 survey was conducted on the IRIS Computer-Assisted Telephone Interviewing (CATI) system during March. A total of 504 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 52%, which is considered a good response for a telephone survey in a large regional area.

The main findings of the 2008 survey are summarised under the key report headings over the next few pages.

OVERALL SATISFACTION

Overall, 21.7% of Wollongong residents had a 'high' level of satisfaction, 33.4% 'medium' level of satisfaction and 44.3% had a 'low' satisfaction with Council's overall performance as an organisation. This level of satisfaction was fairly consistent across age and gender demographics.

In relative terms, the Wollongong result of 2.58 out of 5 is significantly lower when compared to similar sized and resourced councils surveyed by IRIS throughout NSW.

INDIVIDUAL COUNCIL SERVICES & FACILITIES

As summarised in Table E-2, in-depth analysis of importance and satisfaction ratings for Council services and facilities revealed a number of priorities for improvement. The first nine ranking services and facilities in the table below were highlighted as priorities for improvement in both the quadrant analysis and gap analysis. These included: 'maintenance of roads', 'regulation of traffic flow in local area', 'maintenance of footpaths', 'provision of services and facilities for people with a disability', 'regulation of traffic flow in city centre', 'provision of services and facilities for youth', 'provision of public toilets', 'availability of parking in city centre' and 'council effective in its management of corporate governance'.

Table E-2 Top Priorities for Improvement

Priority Rank	Service/Facility	Identified as not meeting resident expectations in...	
		Quadrant Analysis	Gap Analysis
		(Higher importance/Lower satisfaction)	(Higher than average gap b/w importance & satisfaction)
1	Maintenance of local roads	X	X
2	Regulation of traffic flow in local area	X	X
3	Maintenance of footpaths	X	X
4	Provision of services and facilities for people with a disability	X	X
5	Regulation of traffic flow in city centre	X	X
6	Provision of services and facilities for youth	X	X
7	Provision of public toilets	X	X
8	Availability of parking in city centre	X	X
9	Council effective in its management of corporate governance	X	X
10	Provision of services and facilities for older people	X	
11	Development application assessment process		X
12	Council balances social, economic and environmental activities		X
13	Protection of natural environment		X



ENVIRONMENT AND CONSERVATION

Of the services and facilities measured under the banner of Environment and Conservation, three services stood out with 'high' levels of satisfaction amongst local residents. These services were: 'Domestic garbage collection' (77%), 'green waste service' (75%) and 'recycling service' (74%).

COMMUNITY LIFE

Under Community Life, two facilities emerged with greater than half of the residents indicating a 'high' level of satisfaction towards them. These two facilities were 'local branch library' (59%) and 'Central library' (58%).

The facilities that attained the lowest satisfaction levels, that is were given a rating of 1 or 2, were 'provision of services and facilities for youth' (31%), 'provision of services and facilities for people with a disability' (25%), 'maintenance of children's playgrounds and equipment' (22%) and 'standard of facilities and services provided at rock pools' (21%).

DEVELOPMENT MANAGEMENT

Mean satisfaction scores for the services and facilities measured under the banner of Development Management ranged from 2.21 to 2.78 out of 5. With regards to 'development application assessment process' 50% of residents provided a 'low' satisfaction rating, 25% gave a 'medium' satisfaction rating, while 10% provided a 'high' satisfaction rating.

CORPORATE SUPPORT

'Council effective in its management of corporate governance' achieved a satisfaction mean score of 2.24 out of 5. A total of 52% of residents provided a 'low' satisfaction rating, 34% gave a 'medium' satisfaction rating, while 8% provided a 'high' satisfaction rating.



USED, PARTICIPATED OR ACCESSED SERVICE OR FACILITY

The top three services/facilities that respondents mentioned they have not participated in or accessed in the last 12 months were 'services or facilities for youths' (78%), 'services or facilities for people with a disability' (76%) and 'services or facilities for older people' (75%).

The services/facilities that respondents accessed or participated in the most on a monthly basis were 'cycleway/shared pathway' (54%), 'patrolled beaches' (46%), 'parks/open space/sports field for passive recreational purposes' (45%) and 'parks/open space/sports field for active sport' (43%).

COMMUNICATION

About 59% of respondents mentioned that their main source of information regarding Council activities was through the 'council column in the newspaper', this was followed by 'press release in the newspaper' (46%).

Approximately 40% of respondents gave a 'high' rating (4 or 5) with regards to how Council disseminates information, 37% were neither satisfied nor dissatisfied, while 24% gave a 'low' satisfaction rating.

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 both Council's services and facilities and to customer service.

1.2 Study Objectives

The broad objectives for the Community Survey process were to:

- To measure the importance of and satisfaction with services and facilities provided by Council;
- Assist Council in identifying service use priorities for the community;
- Identify key drivers of resident dissatisfaction;
- To determine usage of current services and facilities;
- To evaluate the consumption and satisfaction with Council's communications;
- To measure satisfaction with customer service provided by WCC staff.



1.3 Survey Response

A total of 504 completed interviews were collected from a random sample of residents from 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. For a detailed description of the survey methodology refer to Appendix 1.

1.4 Survey Accuracy

The results of the Wollongong City Council area Community Survey are based on a sample of permanent residents within the L.G.A. A sample of 500 was chosen to provide accurate survey results that can be applied to the broader population. However, as with all sample surveys the results will be subject to some amount of sampling variability. When analysing results for the entire sample (504 responses), the maximum error rate will be about + or - 4.5% at the 95% confidence level, if a proportional response of 50% was achieved for any of the survey's questions. That is, we can be confident that if the survey were to be repeated there are approximately 95 chances in 100 that the new results would be within + or - 4.5% of the result achieved in this survey.

However, various breakdowns of the survey results by age and sex have also been provided. As these groups are based on smaller samples, a general rule of 10 percentage points or more should be employed before assuming differences across groups are significant at the 95% confidence level. ANOVA and Chi-square tests have been applied and only variations where a statistical significant difference was identified have been highlighted in the report.

1.5 Attitude Measurement

In the first section of the survey, a series of 32 Council services and facilities were read out to respondents. For each of the 32 attributes, respondents were asked to give both an importance and 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 important
- 2 ...
- 3 ...
- 4 ...
- 5 = Very important

Satisfaction scale

- 1 = Very dissatisfied
- 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 coded as a non-response (i.e. 6 = Can't say). 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 contingency tables, where proportions have been assigned to one of the following categories: *N/R (non-response)*, *low*, *medium* and *high* - based on the attitude rating given by the respondent. That is, a rating of 1 or 2 would be considered a 'low' score, a rating of 3 would be a 'medium' score, while points 4 or 5 would be a 'high' rating score. 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').

Survey Results

2 COUNCIL SERVICES AND FACILITIES

This section presents the results for section 1 (see questionnaire in Appendix), which asked respondents to rate the importance of 32 key services and facilities provided by Wollongong City Council, and then to rate their satisfaction with Council's provision of these services and facilities. Services and facilities were grouped under headings relating to *key service areas*, which were derived by Council management and IRIS.

In all, there were 6 key service areas identified:

1. City Leadership
2. Development Management
3. Environment and Conservation
4. Community Life
5. Infrastructure
6. Corporate Support

Section 2.1 presents the results in terms of the *importance* placed on the services and facilities by residents. Section 2.2 assesses Council performance in terms of resident *satisfaction* with the provision of these services and facilities. Finally, Section 2.3 attempts to *prioritise* these services and facilities, giving Council actionable information that can be used to allocate resources and make informed policy decisions.

2.1 Importance Ratings

Respondents were asked to rate the importance of 32 council services and facilities on a scale of 1 to 5, where 1 = 'not important' and 5 = 'very important'. Sections 2.1.1 to 2.1.6 provides a detailed account of importance ratings for individual services and facilities. Section 2.1.7 shows an overall summary of mean scores for all services and facilities.

2.1.1 City Leadership

Table 2.1.1 Importance ratings for City Leadership

Service / facility (rank order)	Importance rating (%)				Mean Score (out of 5)
	N/R	Low (1-2)	Medium (3)	High (4-5)	
Council balances social, economic and environmental objectives	4.0	4.8	14.9	76.3	4.22
Community engagement activities	3.4	11.8	22.4	62.4	3.83

Key results

- About three out four respondents gave a 'high' importance score relating to 'council balances social, economic and environmental objectives'.
- 62% provided the same 'high' rating for 'community engagement activities'.
- Testing by key respondent characteristics uncovered the following group differences:
 - Females were significantly more likely to place higher importance on 'community engagement activities' than their male counterparts.
 - Younger people, those aged 18 to 24, were most likely to place a lower level of importance on the issue of 'community engagement activities'.

2.1.2 Development Management

Table 2.1.2 Importance ratings for Development Management

Service / facility (rank order)	Importance rating (%)				Mean Score (out of 5)
	N/R	Low (1-2)	Medium (3)	High (4-5)	
Regulation of traffic flow in local area	0.9	2.5	7.5	89.1	4.47
Regulation of traffic flow in city centre	2.7	4.8	11.4	81.2	4.28
Development application assessment process	5.3	14.4	14.6	65.7	3.93

Key results

- Mean scores under the banner of development management, ranged between 3.93 and 4.47.
- 'Regulation of traffic flow in local area' and 'regulation of traffic flow in city centre' were the two most important with 89% and 81% respectively providing a 'high' rating score.
- About two out of three respondents gave a 'high' importance rating for 'development application assessment process', with the remaining respondents split into the 'low' and 'medium' importance category.
- Further testing revealed the following significant group differences:
 - Female respondents placed a higher importance on both 'regulation of traffic flow in local area' and 'regulation of traffic flow in city centre', compared to males.
 - Those aged 18 to 24 years of age placed lower importance on the 'development application assessment process', than those 25 years and older.

2.1.3 Environment and Conservation

Table 2.1.3 Importance ratings for Environment and Conservation

Service / facility (rank order)	Importance rating (%)				Mean Score (out of 5)
	N/R	Low (1-2)	Medium (3)	High (4-5)	
Domestic garbage collection	0.0	0.6	3.1	96.3	4.75
Recycling service	0.0	0.9	4.7	94.4	4.69
Protection of natural environment	1.0	1.3	6.3	91.4	4.63
Green waste service	0.0	1.8	6.7	91.5	4.59
Environmental education	1.7	5.8	8.8	83.7	4.36
Domestic animal control	2.5	8.0	19.2	70.4	4.08

Key results

- Mean scores for the services falling under the heading of environment and conservation ranged from 4.08 to 4.75.
- Four of the six services attained 'high' importance scores above 90%; they were 'domestic garbage collection' (96%), 'recycling service' (94%), 'green waste service' (92%) and 'protection of natural environment' (91%).
- While having a lower importance than the other services under environment and conservation, 70% of people still felt 'domestic animal control' was an important service provided by Council.

- After delving into demographic differences, the following significant findings were found:
 - Results showed that females had a significantly higher mean score for 'recycling service' compared to their male counterparts.
 - Females rated 'green waste' of higher importance than what males did.
 - 'Environmental education' was significantly more important to females than males.
 - The issue of 'domestic animal control' was of greater importance to females than males.
 - Younger people, that is those aged 18 to 24, placed lower importance on 'domestic garbage collection' than those 25 years and older.
 - 18 to 24 year olds also placed a lower importance on 'recycling service' compared to those 45 to 54 years and 65 plus.
 - In relation to 'green waste service', those aged 18 to 24 placed the lowest importance on this issue.
 - Results showed that the importance mean score for 'domestic animal control' was lowest amongst those aged 18 to 44 years of age.

2.1.4 Community Life

Table 2.1.4 Importance ratings for Community Life

Service / facility (rank order)	Importance rating (%)				Mean Score (out of 5)
	N/R	Low (1-2)	Medium (3)	High (4-5)	
Standard of facilities and services provided at beaches	2.2	5.7	9.4	82.8	4.37
Provision of services and facilities for older people	2.4	7.9	7.8	82.0	4.34
Provision of services and facilities for people with a disability	3.2	9.5	8.4	78.9	4.31
Maintenance of children's playgrounds and equipment	3.2	8.9	6.9	81.0	4.31
Maintenance of parks and sports fields	1.0	5.0	10.6	83.3	4.30
Provision of services and facilities for children	5.4	9.5	8.4	76.7	4.28
Provision of services and facilities for youth	3.8	7.5	10.1	78.6	4.25
Local branch library	3.8	10.8	12.1	73.4	4.10
Standard of facilities and services provided at public swimming pools	4.4	10.6	11.2	73.8	4.10
Central library	4.6	13.4	10.8	71.1	4.04
Provision of leisure centres e.g. Beaton Park and Lakeside	3.7	12.0	18.0	66.3	3.91
Provision of community halls and centres	3.3	12.2	20.0	64.5	3.83
Arts, entertainment and cultural activities	2.2	13.1	22.7	62.0	3.75
Standard of facilities and services provided at rock pools	7.7	18.7	19.0	54.5	3.62

Key results

- Mean important scores for issues relating to community life, ranged from 3.62 to 4.37.
- The top three 'high' importance issues under the banner heading of community life, were 'maintenance of parks and sports fields' (83.3%), 'standard of facilities and services provided at beaches' (82.8%) and 'provision of services and facilities for older people' (82.0%).
- The least important issue under community life was found to be 'standard of facilities and services provided at rock pools' (54.5%).
- Further analysis taking into account the demographic variables of age and sex revealed the following significant findings:
 - Of the 14 services/facilities under the heading of community life, results showed that females had a significantly higher mean score than their male counterparts for all services/facilities excluding 'maintenance of parks and sports fields' and 'provision of leisure centres e.g. Beaton Park and Lakeside.
 - Younger people (18 to 24) placed a lower importance on the 'provision of services and facilities for children' compared to people in the 25 to 44 and 65 years and over age groups.
 - 18 to 24 year olds considered the 'provision of services and facilities for older people' as less important than those 25 years and older.
 - Results found that 18 to 24 year olds had a lower importance mean score for 'maintenance of parks and sports fields' than those aged 25 to 64.
 - In relation to 'maintenance of children's playgrounds and equipment' 18 to 24 year olds placed less importance in this area than those 25 to 44 and those 55 to 64.



- Analysis showed that younger people, that is those 18 to 24 years of age, placed a lower importance on the 'standard of facilities and services provided at public swimming pools', than what was evident for those aged 25 to 64.

2.1.5 Infrastructure

Table 2.1.5 Importance ratings for Infrastructure

Service / facility (rank order)	Importance rating (%)				Mean Score (out of 5)
	N/R	Low (1-2)	Medium (3)	High (4-5)	
Maintenance of local roads	0.4	1.0	6.0	92.7	4.64
Maintenance of footpaths	0.3	3.8	11.3	84.7	4.39
Availability of parking in city centre	1.9	7.1	7.9	83.1	4.36
Provision of public toilets	0.9	8.1	9.0	82.0	4.27
Street cleaning	0.8	6.3	14.5	78.4	4.18
Provision of bus shelters	3.9	22.3	17.9	55.9	3.57

Key results

- Mean important scores for services/facilities under the banner of infrastructure ranged from 3.57 to 4.64.
- Over 90% of respondents provided a 'high' rating with regards to 'maintenance of local roads'.
- The lowest rated service/facility was the 'provision of bus shelters' with only 56% of respondents providing a 'high' rating and 22% providing a 'low' rating.
- Testing by key respondent characteristics uncovered the following group differences:

- Of the six services/facilities under the heading of infrastructure, females attained higher mean scores than their male counterparts for all but one of them; 'street cleaning'.
- Respondents in the 25 to 44 year age group had a significantly lower mean importance score than those aged 55 years and older.
- 18 to 24 year olds placed a lower importance value on 'maintenance of footpaths' than those 25 years and older.

2.1.6 Corporate Support

Table 2.1.6 Importance rating for Corporate Support

Service / facility (rank order)	Importance rating (%)				Mean Score (out of 5)
	N/R	Low (1-2)	Medium (3)	High (4-5)	
Council effective in its management of corporate governance	5.7	5.7	13.2	75.4	4.23

Key results

- Three out of four respondents provided a 'high' rating with regards to 'council effective in its management of corporate governance.
- Testing by key respondent characteristics uncovered the following group differences:
 - Younger people (18 to 24) placed lower importance on 'council effective in its management of corporate governance' compared to those aged 45 years and over.

2.1.7 Summary of importance ratings

Table 2.1.7 Summary of mean importance scores

Service / facility (rank order)	Mean Score (2008)
Domestic garbage collection	4.75
Recycling service	4.69
Maintenance of local roads	4.64
Protection of natural environment	4.63
Green waste service	4.59
Regulation of traffic flow in local area	4.47
Standard of facilities and services provided at beaches	4.37
Environmental education	4.36
Availability of parking in city centre	4.36
Provision of services and facilities for older people	4.34
Maintenance of footpaths	4.34
Provision of services and facilities for people with a disability	4.31
Maintenance of children's playgrounds and equipment	4.31
Maintenance of parks and sports fields	4.30
Regulation of traffic flow in city centre	4.28
Provision of services and facilities for children	4.28
Provision of public toilets	4.27
Provision of services and facilities for youth	4.25
Council effective in its management of corporate governance	4.23
Council balances social, economic and environmental objectives	4.22
Street cleaning	4.18
Local branch library	4.10
Standard of facilities and services provided at public swimming pools	4.10
Domestic animal control	4.08
Central library	4.04
Development application assessment process	3.93
Provision of leisure centres e.g. Beaton Park and Lakeside	3.91
Community engagement activities	3.83
Provision of community halls and centres	3.83
Arts, entertainment and cultural activities	3.75
Standard of facilities and services provided at rock pools	3.62
Provision of bus shelters	3.57

2.2 Satisfaction Ratings

Respondents were asked to rate their satisfaction with each of the 32 council services and facilities on a scale of 1 to 5, where 1 = 'very dissatisfied' and 5 = 'very satisfied'. Sections 2.2.1 to 2.2.6 provide a detailed account of satisfaction ratings for individual services and facilities. Section 2.2.7 shows an overall summary of mean scores for all services and facilities.

2.2.1 City Leadership

Table 2.2.1 Satisfaction ratings for City Leadership

Service / facility (rank order)	Satisfaction rating (%)				Mean Score (out of 5)
	N/R	Low (1-2)	Medium (3)	High (4-5)	
Community engagement activities	8.2	26.8	47.0	18.0	2.88
Council balances social, economic and environmental objectives	7.6	32.7	42.6	17.1	2.76

Key results

- Mean satisfaction scores for services/facilities under the banner heading of city leadership were 2.76 out of 5 for 'council balances social, economic and environmental objectives' and 2.88 out of 5 for 'community engagement activities'.
- Further analysis into group differences by demographic variables uncovered the following significant findings:
 - Females were found to be more satisfied with 'community engagement activities' than their male counterparts.
 - Those people aged 55 to 64 years of age were less satisfied with 'community engagement activities' than respondents aged 18 to 24 and 65 years plus.

2.2.2 Development Management

Table 2.2.2 Satisfaction ratings for Development Management

Service / facility (rank order)	Satisfaction rating (%)				Mean Score (out of 5)
	N/R	Low (1-2)	Medium (3)	High (4-5)	
Development application assessment process	14.2	50.2	25.7	9.9	2.21
Regulation of traffic flow in the local area	0.7	39.5	32.9	26.9	2.78
Regulation of traffic flow in the city centre	3.8	33.9	41.9	20.4	2.78

Key results:

- As can be seen in table 2.2.2 mean satisfaction scores ranged from 2.21 to 2.78.
- 50% of people gave a 'low' satisfaction rating to the 'Development application assessment process'.
- Further analysis at an age and sex level found the following significant findings:
 - Those aged 18 to 24 and 65 years plus were found to have higher satisfaction levels with the 'regulation of traffic flow in local area', compared to those aged 25 to 64.
 - 55 to 64 year olds were less satisfied with the 'regulation of traffic flow in the city centre', compared to those aged 18 to 44 and 65 years plus.

2.2.3 Environment and Conservation

Table 2.2.3 Satisfaction ratings for Environment and Conservation

Service / facility (rank order)	Satisfaction rating (%)				Mean Score (out of 5)
	N/R	Low (1-2)	Medium (3)	High (4-5)	
Domestic garbage collection	0.4	7.6	15.0	77.0	4.08
Green waste service	1.0	6.6	17.7	74.7	4.06
Recycling service	0.6	6.4	18.9	74.2	4.05
Environmental education	5.3	15.2	41.9	37.6	3.31
Protection of natural environment	1.5	18.7	39.5	40.3	3.29
Domestic animal control	7.0	20.5	36.2	36.3	3.19

Key results:

- Mean satisfaction scores for services/facilities under the heading of environment and conservation ranged from 3.19 to 4.08.
- The top three services/facilities with regards to respondent satisfaction levels were 'domestic garbage collection', 'recycling service' and 'green waste service'. Of all the services/facilities measured, these were the only three to achieve satisfaction scores of greater than 4 out of 5.
- Testing by key respondent characteristics uncovered the following group differences:
 - Females were found to have higher satisfaction levels with regards to 'environmental education' and 'domestic animal control'.

- 18 to 24 year olds had a significantly higher mean satisfaction score for 'protection of natural environment' than those aged 25 to 64 years of age.
- Older people (65 years and older) were more likely to have greater satisfaction levels with regards to 'protection of natural environment' compared to those people aged 45 to 54.
- In relation to 'recycling service', older people (65 years plus) were more satisfied with council's performance in this area than those aged 25 to 54.

2.2.4 Community Life

Table 2.2.4 Satisfaction ratings for Community Life

Service / facility (rank order)	Satisfaction rating (%)				Mean Score (out of 5)
	N/R	Low (1-2)	Medium (3)	High (4-5)	
Central library	15.5	6.1	20.5	57.9	3.92
Local branch library	10.3	8.7	22.4	58.6	3.83
Standard of facilities and services provided at public swimming pools	11.1	9.6	32.5	46.8	3.58
Standard of facilities and services provided at beaches	6.6	12.4	31.6	49.4	3.56
Provision of leisure centres e.g. Beaton Park and Lakeside	10.5	10.1	34.2	45.2	3.54
Maintenance of parks and sports fields	3.3	16.0	35.6	45.0	3.38
Provision of community halls and centres	11.6	11.2	40.4	36.8	3.37
Arts, entertainment and cultural activities	9.1	12.1	39.7	39.1	3.36
Provision of services and facilities for children	14.5	15.9	39.0	30.6	3.22
Maintenance of children's playgrounds and equipment	9.3	21.5	34.2	35.0	3.21
Provision of services and facilities for older people	12.8	20.0	39.3	27.9	3.14
Standard of facilities and services provided at rock pools	17.4	21.0	36.4	25.3	3.05
Provision of services and facilities for people with a disability	13.8	24.8	36.7	24.8	2.99
Provision of services and facilities for youth	13.1	31.0	37.1	18.8	2.81

Key results:

- Mean satisfaction scores for services/facilities under the banner of community life ranged from 2.81 to 3.92.
- The top three services/facilities with regards to mean satisfaction scores were 'central library', 'local branch library' and 'standard of facilities and services provided at swimming pools'.
- 'Provision of services for youth' attained the lowest mean satisfaction score in relation to all other services/facilities under community life.
- Analysis conducted to examine group differences revealed the following significant findings:
 - Females were found to have higher satisfaction scores with regards to 'arts, entertainment and cultural activities', 'provision of community halls and centres', 'central library', 'local branch library' and 'provision of leisure centres e.g. Beaton Park and Lakeside.
 - Respondents aged 45 to 54 years of age had a lower satisfaction with Council's performance in the 'maintenance of parks and sports fields' than those aged 25 to 44 and 55 plus.

2.2.5 Infrastructure

Table 2.2.5 Satisfaction ratings for Infrastructure

Service / facility (rank order)	Satisfaction rating (%)				Mean Score (out of 5)
	N/R	Low (1-2)	Medium (3)	High (4-5)	
Street cleaning	0.7	23.2	36.0	40.1	3.18
Provision of bus shelters	13.8	26.4	40.2	19.6	2.89
Maintenance of footpaths	0.4	40.2	35.7	23.7	2.74
Maintenance of local roads	0.4	43.2	35.3	21.2	2.68
Provision of public toilets	5.3	51.7	28.3	14.7	2.44
Availability of parking in the city centre	3.6	57.2	26.5	12.7	2.26

Key results:

- Mean satisfaction scores for services/facilities under the heading of infrastructure ranged from 2.26 to 3.18, with 'street cleaning' achieving the highest satisfaction score.
- 'Availability of parking in the city centre' attained the lowest mean score with 2.26 out of 5. As can also be seen in the above table, 57% of people gave a 'low' satisfaction rating for this facility.
- Testing by key respondent characteristics uncovered the following group differences:
 - Younger people (18 to 24) were more satisfied with Council's performance in the area of 'street cleaning' than people aged 45 years and older.
 - Respondents aged 55 to 64 years of age reported a significantly lower mean satisfaction score for the 'maintenance of footpaths' than those aged 18 to 44 and 65 years plus.

2.2.6 Corporate Support

Table 2.2.6 Satisfaction rating for Corporate Support

Service / facility (rank order)	Satisfaction rating (%)				Mean Score (out of 5)
	N/R	Low (1-2)	Medium (3)	High (4-5)	
Council effective in its management of corporate governance	6.7	51.8	33.7	7.9	2.24

Key results:

- Just over half of all respondents gave a satisfaction rating of 1 or 2 (low) with regards to 'Council effective in its management of corporate governance'.
- Further analysis to find out whether any significant group differences existed uncovered the following:
 - 18 to 24 year olds were significantly more satisfied than those older than them in relation to 'Council effective in its management of corporate governance'.

2.2.7 Summary of satisfaction ratings

Table 2.2.7 Summary of mean satisfaction scores

Service / facility (rank order)	Mean Score (2008)
Domestic garbage collection	4.08
Green waste service	4.06
Recycling service	4.05
Central library	3.92
Local branch library	3.83
Standard of facilities and services provided at public swimming pools	3.58
Standard of facilities and services provided at beaches	3.56
Provision of leisure centres e.g. Beaton Park and Lakeside	3.54
Maintenance of parks and sports fields	3.38
Provision of community halls and centres	3.37
Arts, entertainment and cultural activities	3.36
Environmental education	3.31
Protection of natural environment	3.29
Provision of services and facilities for children	3.22
Maintenance of children's playgrounds and equipment	3.21
Domestic animal control	3.19
Street cleaning	3.18
Provision of services and facilities for older people	3.14
Standard of facilities and services provided at rock pools	3.05
Provision of services and facilities for people with a disability	2.99
Provision of bus shelters	2.89
Community engagement activities	2.88
Provision of services and facilities for youth	2.81
Regulation of traffic flow in local area	2.78
Regulation of traffic flow in city centre	2.78
Council balances social, economic and environmental objectives	2.76
Maintenance of footpaths	2.74
Maintenance of local roads	2.68
Provision of public toilets	2.44
Availability of parking in city centre	2.26
Council effective in its management of corporate governance	2.24
Development application assessment process	2.21

2.3 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 section.

2.3.1 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 32 council services and facilities. These scores were: *Importance score* = 4.2 & *Satisfaction score* = 3.2. Thus, for example, services or facilities with a mean importance score of less than 4.2 (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 4.2 were classified as having 'higher' importance. The results of the quadrant analysis are displayed in Chart and Table 2.3.1. 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.

- Priority service areas for improvement (low satisfaction/high importance) are:
 - ☒ Maintenance of local roads
 - ☒ Regulation of traffic flow in local area
 - ☒ Maintenance of footpaths
 - ☒ Provision of services and facilities for people with a disability
 - ☒ Regulation of traffic flow in city centre
 - ☒ Provision of services and facilities for youth
 - ☒ Provision of public toilets
 - ☒ Availability of parking in city centre
 - ☒ Council effective in its management of corporate governance
 - ☒ Provision of services and facilities for older people

Table 2.3.1 Opportunities matrix for Council services and facilities

2. HIGHER IMPORTANCE LOWER SATISFACTION	1. HIGHER IMPORTANCE HIGHER SATISFACTION
<ul style="list-style-type: none"> ■ Regulation of traffic flow in local area ■ Regulation of traffic flow in city centre ■ Provision of services and facilities for youth ■ Provision of services and facilities for older people ■ Provision of services and facilities for people with a disability ■ Maintenance of local roads ■ Maintenance of footpaths ■ Availability of parking in city centre ■ Provision of public toilets ■ Council effective in its management of corporate governance 	<ul style="list-style-type: none"> ■ Protection of natural environment ■ Domestic garbage collection ■ Recycling service ■ Green waste service ■ Environmental education ■ Provision of services and facilities for children ■ Maintenance of parks and sports fields ■ Maintenance of children's playgrounds and equipment ■ Standard of facilities and services provided at beaches
3. LOWER IMPORTANCE LOWER SATISFACTION	4. LOWER IMPORTANCE HIGHER SATISFACTION
<ul style="list-style-type: none"> ■ Council balances social, economic and environmental objectives ■ Community engagement activities ■ Development application assessment process ■ Standard of facilities and services provided at rock pools ■ Provision of bus shelters 	<ul style="list-style-type: none"> ■ Domestic animal control ■ Arts, entertainment and cultural activities ■ Provision of community halls and centres ■ Central library ■ Local library ■ Provision of leisure centres ■ Standard of facilities and services provided at public swimming pools ■ Street cleaning

2.3.2 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. 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 Table 2.3.2. 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 ($\xi=1.13$) were given top priority (i.e. a rating of 1). 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 2.3.2 Performance gaps for Council services and facilities

Council Services and Facilities	Performance Gap	Priority Level
Availability of parking in city centre	2.1376	1
Council effective in its management of corporate governance	1.9884	1
Maintenance of local roads	1.9653	1
Provision of public toilets	1.9055	1
Development application assessment process	1.8823	1
Regulation of traffic flow in local area	1.6936	1
Maintenance of footpaths	1.6492	1
Regulation of traffic flow in city centre	1.5377	1
Provision of services and facilities for youth	1.5263	1
Council balances social, economic and environmental activities	1.4898	1
Provision of services and facilities for people with a disability	1.3928	1
Protection of natural environment	1.3345	1
Maintenance of children's playgrounds and equipment	1.2312	2
Provision of services and facilities for older people	1.2119	2
Provision of services and facilities for children	1.1562	2
Environmental education	1.0857	2
Community engagement activities	1.0262	2
Street cleaning	1.0068	3
Maintenance of parks and sports fields	0.9696	3
Domestic animal control	0.9288	3
Standard of facilities and services provided at the beach	0.9022	3
Provision of bus shelters	0.8442	3
Standard of facilities and services provided at rock pools	0.7038	3
Domestic garbage collection	0.6858	3
Recycling service	0.6585	3
Standard of facilities and services provided at public swimming pools	0.5983	3
Provision of community halls and centres	0.5602	3
Green waste service	0.5320	3
Arts, entertainment and cultural activities	0.5042	3
Provision of leisure centres e.g. Beaton Park and Lakeside	0.4963	3
Local branch library	0.3898	3
Central library	0.2692	3

Key results:

- The gap analysis indicated that resident expectations are furthest from being met in the following areas:
 - ☒ Maintenance of local roads
 - ☒ Availability of parking in city centre
 - ☒ Council effective in its management of corporate governance
 - ☒ Provision of public toilets
 - ☒ Development application assessment process
 - ☒ Regulation of traffic flow in local area
 - ☒ Maintenance of footpaths
 - ☒ Regulation of traffic flow in city centre
 - ☒ Provision of services and facilities for youth
 - ☒ Council balances social, economic and environmental activities
 - ☒ Protection of natural environment
 - ☒ Provision of services and facilities for people with a disability

3 ORGANISATIONAL PERFORMANCE OVERALL

The survey sought to gauge the community's perception of Council's overall performance. This was done by asking respondents to rate on a five point scale, where 1 was 'very dissatisfied and 5 'very satisfied', the overall performance of Wollongong City Council as an organisation.

"How would you rate the overall performance of Wollongong City Council as an organisation over the months?"

Table 3.1 Overall performance of Council as an organisation

Service / facility (rank order)	Satisfaction rating (%)				Mean Score (out of 5)
	N/R	Low (1-2)	Medium (3)	High (4-5)	
Overall performance	0.5	44.3	33.4	21.7	2.58

Key results:

- 44% of respondents were dissatisfied (1 or 2) with Council's overall performance, with a third of respondents neither satisfied nor dissatisfied. One in five people mentioned they were satisfied with the way Council had been performing.
- Testing by key respondent characteristics uncovered the following group differences:
 - People that rent were significantly more satisfied with Council's overall performance, compared to those that own their own home.
 - There were no significant differences between age and gender.

Table 3.3 Overall Satisfaction – External Benchmark Comparisons

Survey	% 'low' satisfaction (1-2)	% 'medium' satisfaction (3)	% 'high' satisfaction (4-5)	Mean score
Wollongong	44.56%	33.61%	21.82%	2.58
Regional average	14.90%	33.00%	52.10%	3.40
NSW - average	14.70%	35.10%	50.20%	3.38

*Note: Regional includes councils in DLG groups 4 & 5.
Source: IRIS Local Government Survey Database.
Can't says have been excluded from these above figures*

Key results:

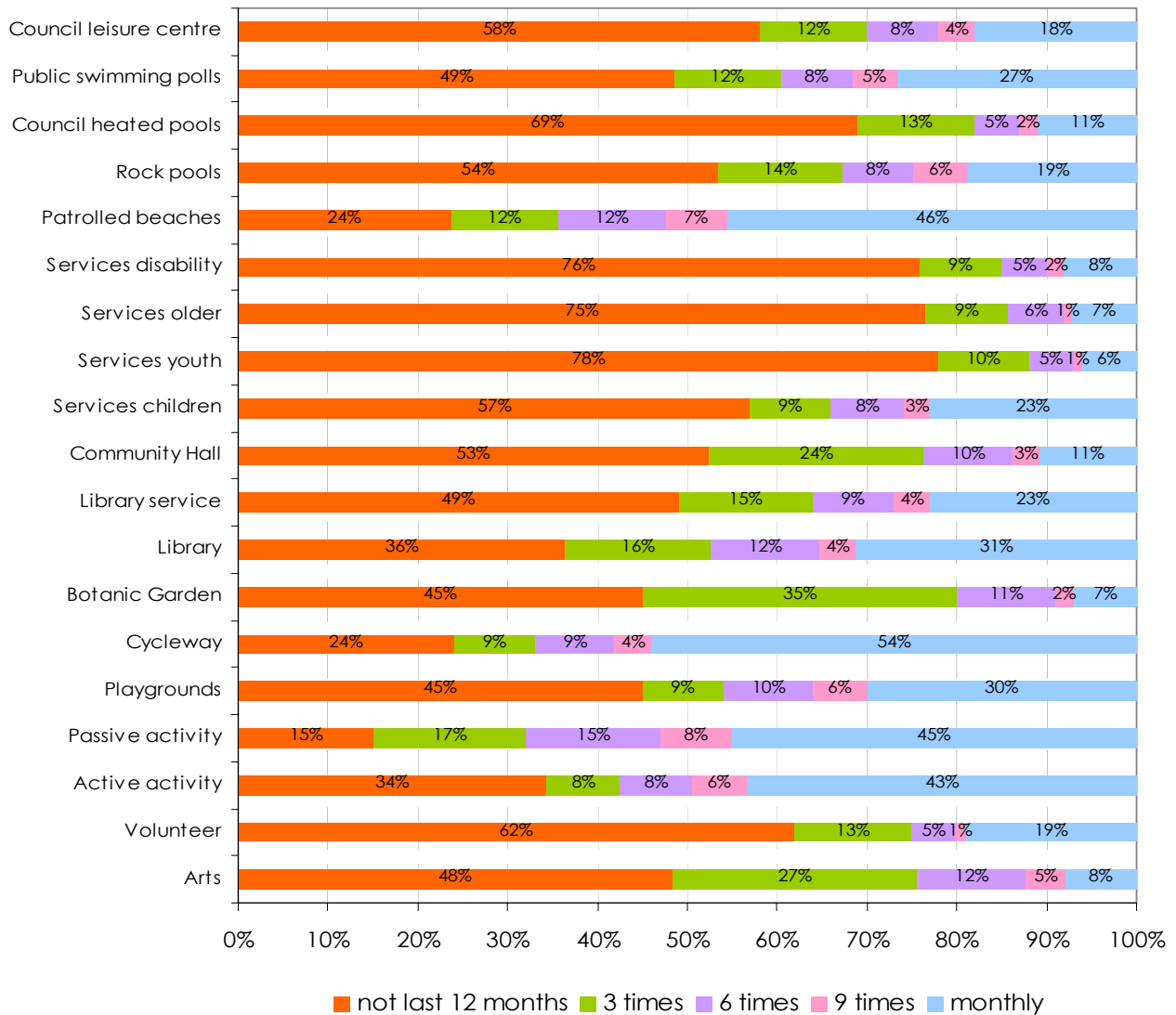
- In relative terms, the Wollongong result of 2.58 is significantly lower when compared to similar sized and resourced councils surveyed by IRIS throughout NSW.

4 Used, Participated or Accessed Service or Facility

This section sought to find out whether people from the Wollongong Local Government area had accessed certain facilities in the area and if so, how often they did in the past 12 months.

"How often have you used, participated or accessed each of the following facilities or services over the past 12 months"

Graph 4.1 Frequency of participation or access to facilities in past 12 months



Key results:

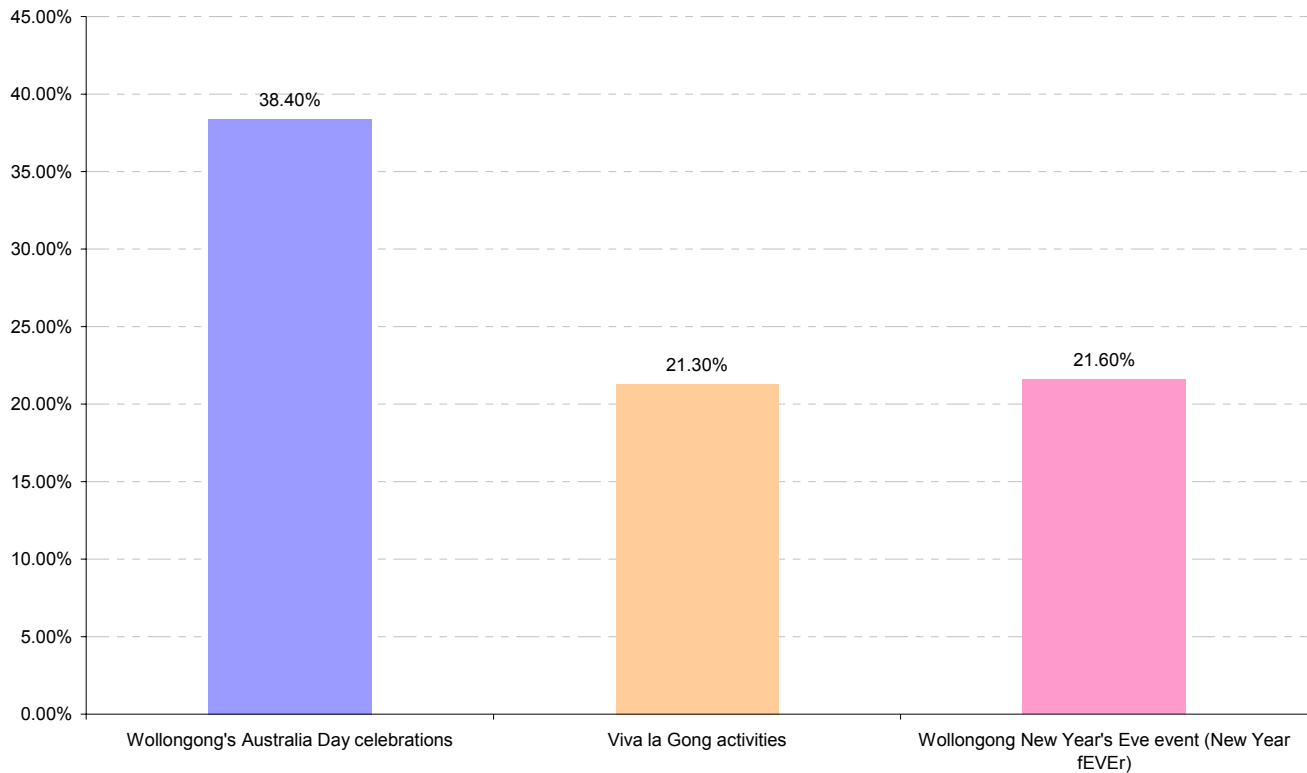
- The top three services/facilities that respondents mentioned they have not participated in or accessed in the last 12 months were 'services or facilities for youths' (78%), 'services or facilities for people with a disability' (76%) and 'services or facilities for older people' (75%).
- The services/facilities that respondents accessed or participated in the most on a monthly basis were 'cycleway/shared pathway' (54%), 'patrolled beaches' (46%), 'parks/open space/sports field for passive recreational purposes' (45%) and 'parks/open space/sports field for active sport' (43%).
- In order to analyse the results at demographic level, respondents were first categorised into non users, light users (3 times per year) and heavy users (6 times or more per year). Further analysis revealed the following significant findings.
 - The 'heavy' users of 'arts/cultural activities' were more likely to be female.
 - Results showed that of those that have 'undertaken a volunteer activity' those aged 55 to 64 were the 'heavy' users.
 - The most likely sex to be 'non' users of 'parks/open space/sports fields for active sport' were females.
 - Those aged '18 to 44' were found to be the 'heavy' users of 'parks/open space/sports fields for active sport', while those aged 55 plus tended to be the 'non' users.
 - People aged 65 plus were most likely to be 'non' users of 'parks/open space/sports fields for passive recreation purposes'.
 - With regards to 'children's playgrounds' females were found to be the 'heavy' users of this facility.
 - With regards to age, it was found that those aged 25 to 44 were 'heavy' users of 'children's playground', while those 65 plus tended to be 'non' users.

- The heaviest users of 'cycle ways/shared pathways' were those aged 25 to 44, while people 55 plus were more likely to be 'non' users of this facility.
- Regarding the use of 'libraries' and 'library services or programs', females were found to be the 'heaviest' users of these two services.
- People aged 45 to 54 years of age were found to be the group least likely to be a 'heavy' user of 'community halls/centres'.
- Heaviest users of 'services or facilities for children' were those aged 25 to 44 years of age, while those aged 55 plus tended to be 'non' users of this service/facility.
- As expected the 'heavy' users of 'services or facilities for youths' were in fact those aged 18 to 44 years of age.
- In relation to the usage of 'patrolled beaches', younger people (18 to 44) were found to be the heaviest users, while those aged 55 plus were more likely to be 'non' users.
- The heaviest users of 'rock pools' and 'council run heated pools' were people in the 25 to 44 year age bracket, with people 65 plus more likely to be 'non' users.
- People aged 25 to 44 were also found to be the 'heavy' users of 'public swimming pools', while people aged 55 plus tended to be 'non' users.
- Males were found to be 'heavy' users of 'council leisure centres', while a significantly higher proportion of 'non' users were made up by females.
- Younger people (18 to 44) were more likely to be 'heavy' users of 'council leisure centres', with the 'non' users tending to be made up by people 45 to 54 and 65 plus.

In this section respondents were asked whether they had attended 'Wollongong's Australia Day celebrations', 'Viva la Gong activities', and 'Wollongong New Year's Eve event (New Year fEVER)' in 2007.

"During 2007 did you attend":

Graph 4.2 Did you attend in 2007



- n = 504



Key results:

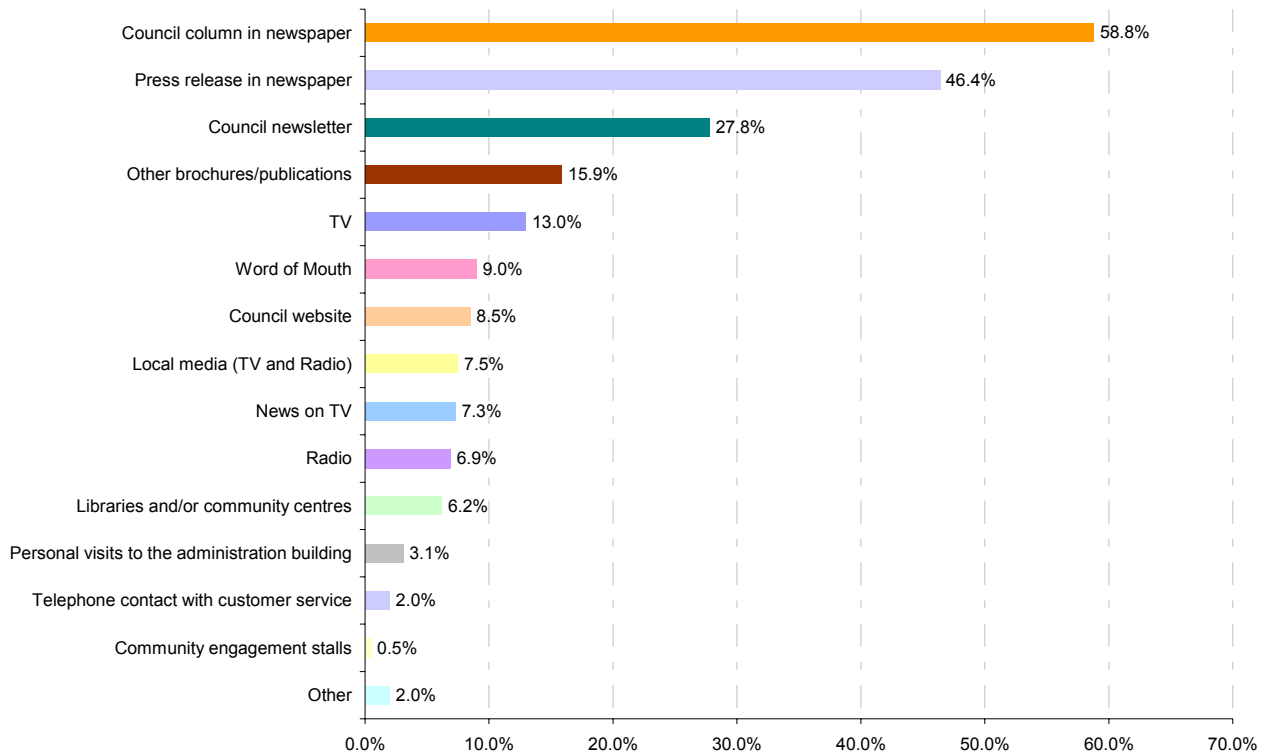
- Results found that about 38% of respondents attended Wollongong's Australia Day celebrations in 2007, with 21% attending Viva la Gong activities and 22% Wollongong's New Year's Eve event (New Year fEVER).
- Testing by key respondent characteristics uncovered the following group differences:
 - People aged 18 to 54 were the group most likely to attend Wollongong's Australia Day celebrations.
 - The least likely group to attend Wollongong's New Year's Eve event were those aged 65 plus.

5 COMMUNICATION

This section was concerned with how people received information about Council's activities and also whether people were satisfied with the current communication channels.

5.2 Main sources of information regarding Council activities

Graph 5.1.1 Main sources of information



- n = 504 (does not add to 100% as respondents could choose more than one response)



Key results:

- About 59% of respondents mentioned that their main source of information regarding Council activities was through the 'council column in the newspaper'.
- The next most popular source was through a 'press release in the newspaper' (46%).
- The 'council newsletter' was the third most popular source with 28% of people.

5.2 Satisfaction with Council's communication channels

Table 5.2.1 Council communication channels

Service / facility (rank order)	Satisfaction rating (%)				Mean Score (out of 5)
	N/R	Low (1-2)	Medium (3)	High (4-5)	
Satisfaction with Council's communication channels	0.0	23.6	36.6	39.9	3.14

Key results:

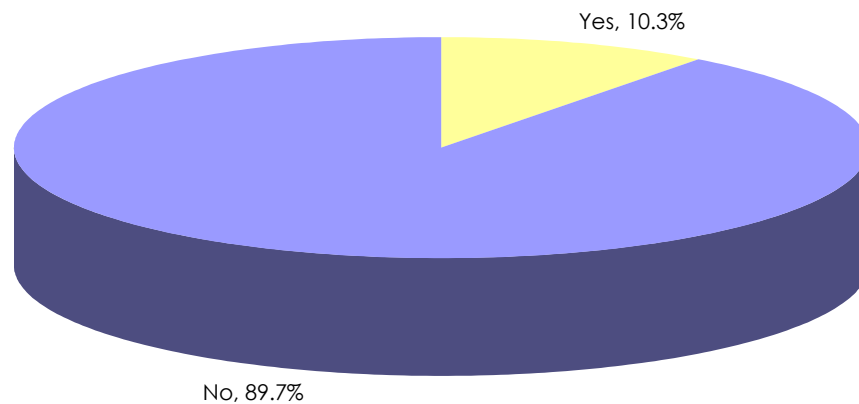
- About 40% of respondents gave a 'high' rating (4 or 5) with regards to how Council disseminates information, 37% were neither satisfied nor dissatisfied, while 24% gave a 'low' satisfaction rating.
- There were no significant findings by age and sex.

5.3 Participation in community engagement activities

This section was concerned with community engagement activities and whether residents had participated in any over the past 12 months.

“In the past 12 months have you participated in a community engagement activity, such as Council Ward Forums, Community Planning session, Kiosk, submission through public exhibition process?”

Graph 5.3 Participation in community engagement activities in past 12 months?



n = 504

Key results:

- A total of 10% of residents mentioned that they had participated in a community engagement activity in the past 12 months.

5.4 What were those community engagement activities?

Table 5.4.1 Community engagement activities you participated in

	% of total respondents
Community planning session	4.5
Submission through public exhibition process	3.1
Other	2.2
Councillor ward forums	0.9
Kiosk	0.7

- n = 504

Key results:

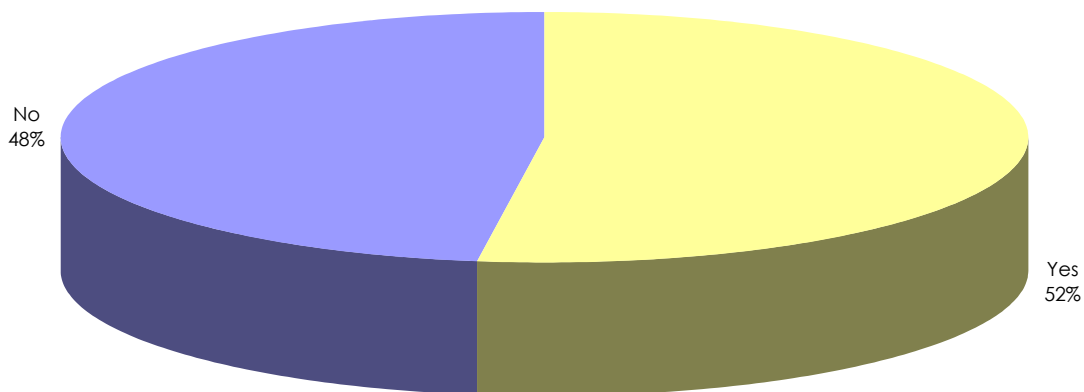
- A total of 4.5% of residents said that they participated in 'community planning sessions', while 3.1% had been involved in 'submissions through public exhibition processes'.

6 CUSTOMER SERVICE

This section is concerned with the community's contact with council staff, such as whether contact has been made in the past 12 months, how the contact was made and whether they were satisfied with the overall service provided.

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

Graph 6.1 Contact with council staff



- n = 504

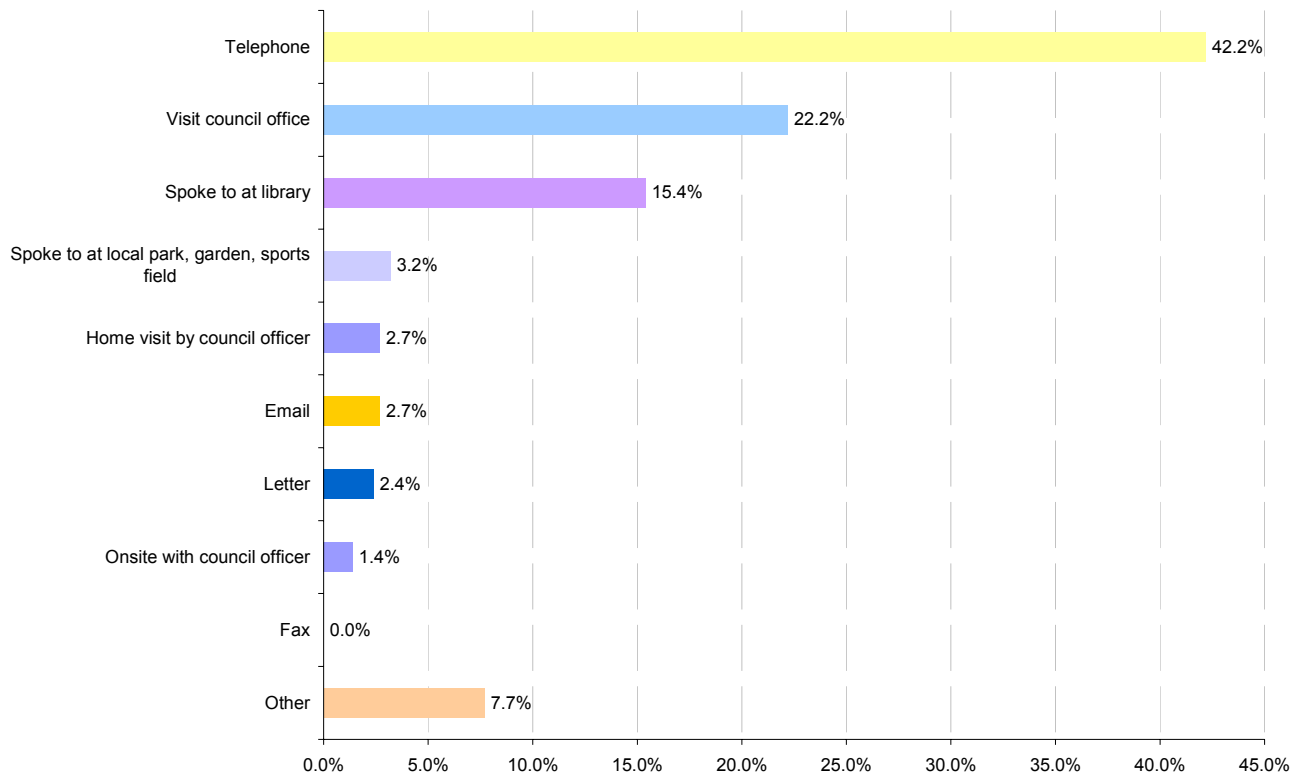
Key results:

- Over half of all respondents mentioned they had contact with council staff in the last 12 months.

This section was concerned with understanding the various ways that residents make contact with Council staff.

“Thinking about your last interaction with Council staff, how did you make contact?”

Graph 6.2 How contact was made with Council staff



- n = 263

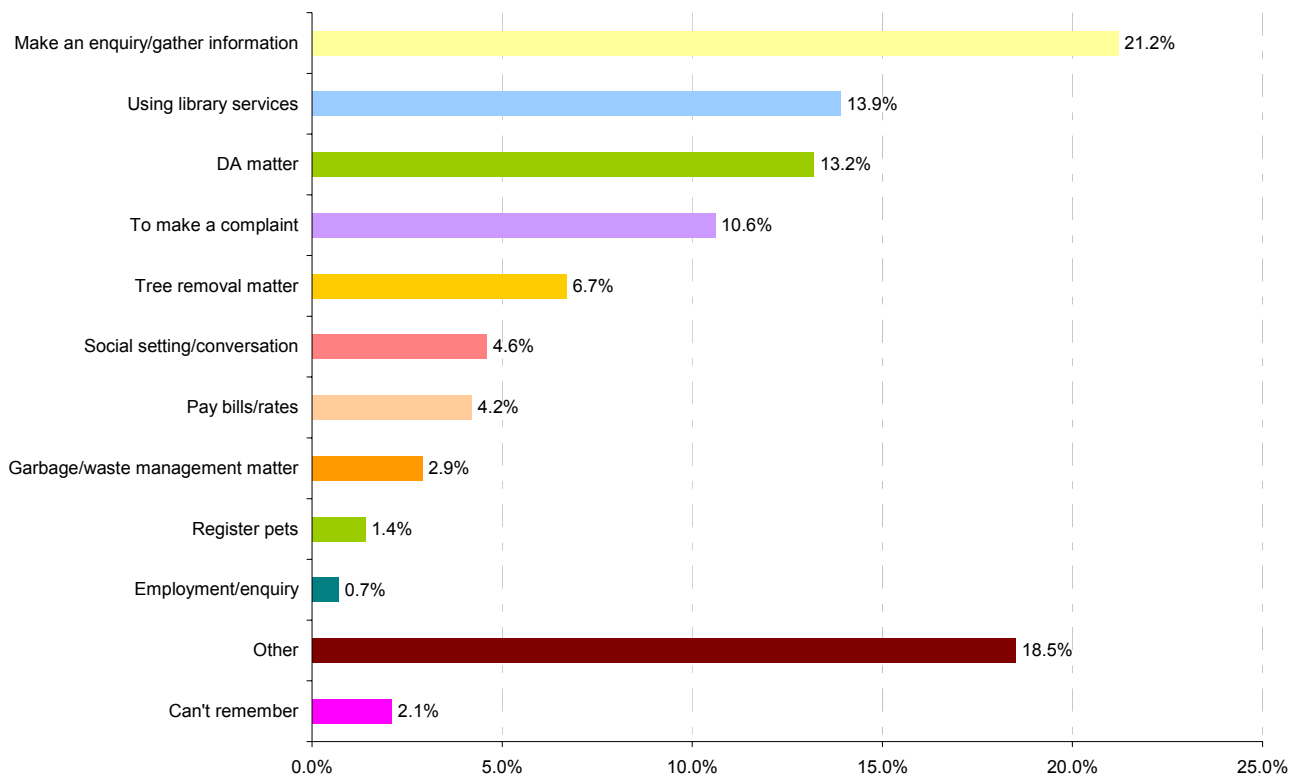
Key result:

- Of the residents that had contact with Council staff within the last 12 months, 42% used the telephone in order to make contact.
- A further 22% mentioned they visited the Council office, while 15% spoke to Council staff whilst at the library.

Residents were also asked what the main reason was for their last encounter with Council staff.

“What was the main reason for your last encounter with Council staff?”

Graph 6.3 Reason for your last encounter with Council staff



- n= 263

Key Results:

- Of the residents that had contact with Council staff within the past 12 months, 21% mentioned the main reason for making contact was to ‘make an enquiry/gather information’. A further 14% said it was whilst ‘using library services’ and another 13% indicated it was over a ‘development application matter’.

In this section residents who had prior contact with Council staff within the last 12 months were asked to provide their level of satisfaction with the overall service that was provided to them.

"How satisfied are you with the overall service provided by Council's staff?"

Table 6.1 Satisfaction with Council staff

Service / facility (rank order)	Satisfaction rating (%)				Mean Score (out of 5)
	N/R	Low (1-2)	Medium (3)	High (4-5)	
Satisfaction with Council staff	0.0	21.6	14.5	63.8	3.53

- n = 263 (Of respondents that have had contact with Council staff within past 12 months)

Key results:

- Of the respondents that have had contact with Council staff in the past 12 months, about 64% rated the overall service as 'high' (4 or 5). Conversely, around 22% gave an overall satisfaction rating of 'low' (1 or 2).

Table 6.2 Satisfaction with Council staff compared to other Councils

Service / facility (rank order)	Satisfaction rating (%)				Mean Score (out of 5)
	N/R	Low (1-2)	Medium (3)	High (4-5)	
Penrith (2007)	0.6	10.3	14.5	74.6	4.03
Singleton (2007)	0.6	9.9	19.2	70.3	3.86
Blue Mountains (2007)	0.0	12.0	23.0	63.0	3.70
Wollongong (2008)	0.0	21.6	14.5	63.8	3.53

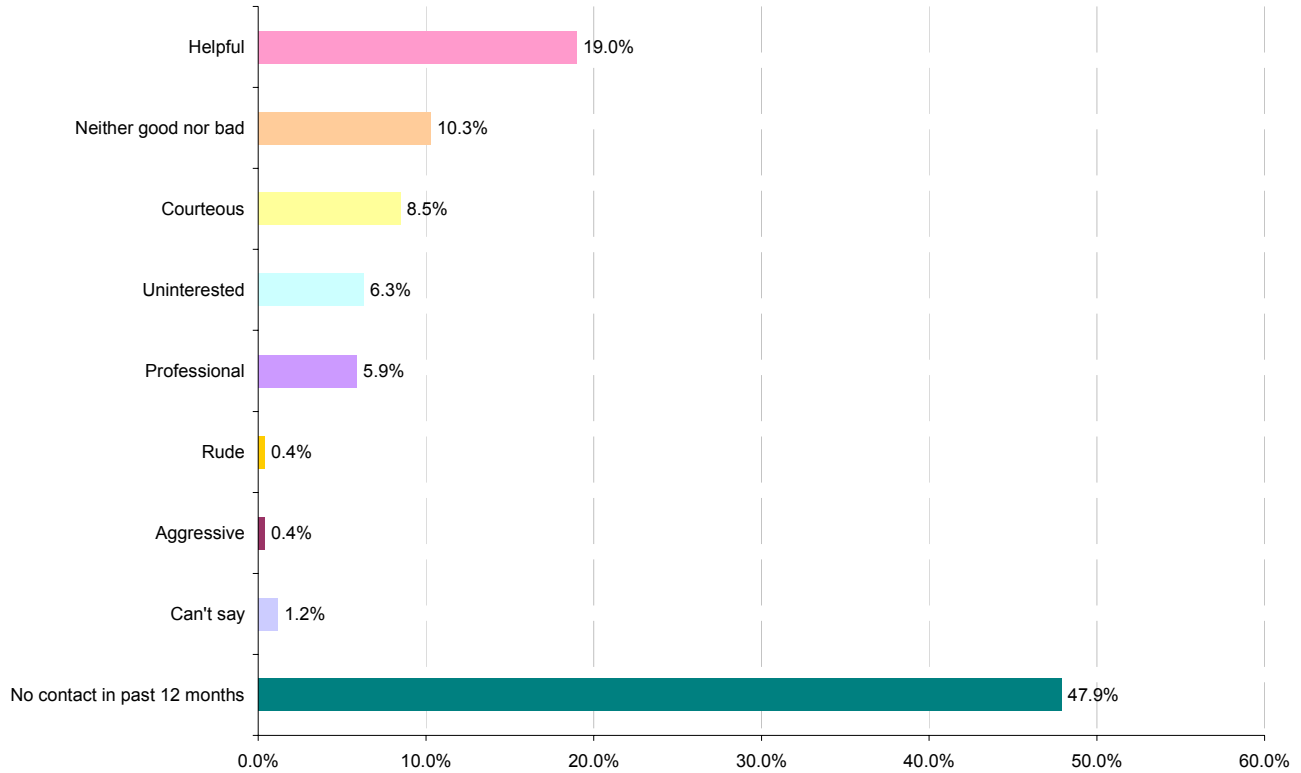
(Of respondents that have had contact with Council staff within past 12 months)

Key results:

- Table 6.2 shows that Wollongong is tracking behind three other Council's that IRIS has recently surveyed with regards to resident satisfaction with Council staff.

“Which of the following words best describes your overall impression of Council staff?”

Graph 6.4 Impression of Council staff



- n= 504

Key results:

- Of all surveyed residents 19% felt that 'helpful' was the best word to describe the overall impression of Council staff.
- 10% said 'neither good nor bad' was the best phrase to describe Council staff, with a further 9% describing them as 'courteous'.

APPENDIX 1: SURVEY METHODOLOGY

Sample design

A telephone-based survey aiming to secure a response from approximately 500 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 16 years or older to qualify for an interview. The 2006 Census was used to establish quotas to ensure a good distribution of response 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.

Data Collection

During the survey process, the person from the selected household who had the most recent birthday was interviewed. This method eliminated respondent self-selection bias and is considered an important step in random sample surveys. If the selected person was not at home, callbacks 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. Interviews were conducted on weekday evenings between 5.00 p.m. and 8.30 p.m.

Following the close of the main survey period, additional interviews were conducted, according to need, in those age groups that were under represented. During this part of the sampling process, a quota sampling procedure was employed to ensure that adequate numbers in all age groups were selected for interview. This eliminated the need for heavily weighting the survey data. 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.

Response

At the end of the survey period, 504 completed interviews had been collected. Table 0-1 shows that a completion rate of 52% was achieved.

Table 0-1 Survey Response Outcomes

Response sequence	Outcome
Completed Interviews	504
Refusals & terminated interviews	470
Valid contacts (Excludes disqualified – businesses, out of area, under 16yrs etc)	974
Completion rate	52%

Given the level of response to the survey and the fact that it represents a good random cross-section of the area the findings presented in this report provide a good basis for gauging community opinion.

Weighing Adjustment

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 0-2 shows the weighting factor applied to the final data and its effect on the distribution of the sample across sub-groups.

Table 0-2 Weights applied to final data

	2006 Census Adult Population			Sample Achieved			Weighted Factors		Overall Final Weighted Sample		
	Male	Female	Total	Male	Female	Total	Male	Female	Male	Female	Total
	(No.)	(No.)	(%)	(No.)	(No.)	(%)			(No.)	(No.)	(%)
18-24	9,543	8,996	13%	18	19	7%	1.889289	1.687259	34	32	13%
25-44	24,659	24,830	35%	96	98	38%	0.915356	0.902894	88	88	35%
45-54	12,253	12,666	18%	49	48	19%	0.891112	0.940338	44	45	18%
55-64	9,834	9,904	14%	39	39	15%	0.898569	0.904965	35	35	14%
65+	12,847	15,899	20%	36	62	19%	1.271701	0.913827	46	57	20%
Total	69,136	72,295	100%	238	266	100%			247	257	100%

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

The proportions and frequency counts in this report are based on a combination of the above area weights and an age weighting.

Survey Accuracy

When analysing results for the entire sample, the maximum error rate will be about $\pm 4.5\%$ 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 $\pm 4.5\%$ of the result achieved in this survey.

APPENDIX 2: Survey accuracy & confidence interval estimation

Survey accuracy

Some level of random error affects all estimates in this report. This means that although reported estimates may be close to the actual population parameter, they may still represent a value which is over or under estimated. For example, it is highly unlikely that exactly the same results would be achieved should the study be repeated.

However, according to statistical theory it is possible to work out the accuracy of the results by creating a 95% confidence interval around each estimate. In doing so, one can be 95% certain that the true proportion of the population will lie somewhere within the calculated interval.

In order to work out a confidence interval, the size of the sub-sample must be known. The table on the next page can be used to work out the confidence interval for any estimated proportion.

Creating a 95% confidence interval

First, find the column that most closely corresponds to the sub-sample of interest (i.e. the number of people who answered that particular question). An 'n value', representing the size of the sub-sample, should be shown in your report. For example, if $n=504$, then use the column with 500.

Secondly, find the row that most closely corresponds to the percentage estimate around which you wish to build a confidence interval. For example, if the estimated proportion is 18%, then use the row with 20%.

Finally, to create your confidence interval, add and subtract the percentage value found in the table from your estimate. For example, if the suggested table value is 3.6% and your estimate is 18%, take $18 \pm 3.6\%$. In this case the interval would range from 14.4% to 21.6%.

APPENDIX 3: Small Area

The sample, which included residents of Wollongong LGA, was divided into regions of north, south and west in order to see whether differences in opinion existed between these areas.

Table 0-3 Overall performance of Council

Area	Mean satisfaction score
North (from Fairy Meadow through to and including Helensburgh)	2.62
Central/South (from Wollongong through to and including Windang)	2.58
West (Figtree, Unanderra, Dapto and Horsley)	2.53
Overall Mean Score	2.58

Key results:

The above table shows that when the community was segmented into north, south and west, there were no significant differences with regards to levels of overall satisfaction with Council's performance.

Table 0-4 Mean importance scores by area

Service / facility (rank order)	North	Central/ South	West	Mean Score (2008)
Domestic garbage collection	4.77	4.70	4.77	4.75
Recycling service	4.70	4.64	4.72	4.69
Maintenance of local roads	4.64	4.60	4.70	4.64
Protection of natural environment	4.70	4.66	4.49	4.63
Green waste service	4.60	4.53	4.62	4.59
Regulation of traffic flow in local area	4.45	4.46	4.52	4.47
Standard of facilities and services provided at beaches	4.45	4.48	4.14	4.37
Environmental education	4.37	4.44	4.26	4.36
Availability of parking in city centre	4.30	4.35	4.44	4.36
Provision of services and facilities for older people	4.33	4.33	4.35	4.34
Maintenance of footpaths	4.46	4.29	4.38	4.34
Provision of services and facilities for people with a disability	4.27	4.34	4.34	4.31
Maintenance of children's playgrounds and equipment	4.38	4.27	4.25	4.31
Maintenance of parks and sports fields	4.31	4.30	4.29	4.30
Regulation of traffic flow in city centre	4.30	4.38	4.16	4.28
Provision of services and facilities for children	4.26	4.32	4.26	4.28
Provision of public toilets	4.28	4.19	4.33	4.27
Provision of services and facilities for youth	4.32	4.41	3.99	4.25
Council effective in its management of corporate governance	4.35	4.04	4.25	4.23
Council balances social, economic and environmental objectives	4.36	4.20	4.03	4.22
Street cleaning	4.24	4.12	4.15	4.18
Local branch library	4.17	4.14	3.97	4.10
Standard of facilities and services provided at public swimming	4.22	3.96	4.04	4.10
Domestic animal control	4.09	4.12	4.04	4.08
Central library	4.03	4.03	4.04	4.04
Development application assessment process	4.09	3.85	3.77	3.93
Provision of leisure centres e.g. Beaton Park and Lakeside	3.84	4.09	3.85	3.91
Community engagement activities	4.00	3.72	3.70	3.83
Provision of community halls and centres	3.86	3.96	3.66	3.83
Arts, entertainment and cultural activities	3.70	4.05	3.53	3.75
Standard of facilities and services provided at rock pools	3.78	3.80	3.22	3.62
Provision of bus shelters	3.66	3.49	3.52	3.57



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

Table 0-5 Mean satisfaction scores by area

Service / facility (rank order)	North	Central/ South	West	Mean Score (2008)
Domestic garbage collection	4.05	4.13	4.08	4.08
Green waste service	4.07	4.03	4.09	4.06
Recycling service	3.99	3.98	4.18	4.05
Central library	3.97	3.82	3.95	3.92
Local branch library	3.78	3.77	3.94	3.83
Standard of facilities and services provided at public swimming	3.59	3.49	3.66	3.58
Standard of facilities and services provided at beaches	3.54	3.64	3.51	3.56
Provision of leisure centres e.g. Beaton Park and Lakeside	3.54	3.54	3.54	3.54
Maintenance of parks and sports fields	3.33	3.42	3.40	3.38
Provision of community halls and centres	3.43	3.28	3.38	3.37
Arts, entertainment and cultural activities	3.33	3.37	3.40	3.36
Environmental education	3.34	3.31	3.28	3.31
Protection of natural environment	3.24	3.41	3.25	3.29
Provision of services and facilities for children	3.28	3.31	3.06	3.22
Maintenance of children's playgrounds and equipment	3.43	3.12	2.97	3.21
Domestic animal control	3.15	3.43	3.04	3.19
Street cleaning	3.21	3.26	3.04	3.18
Provision of services and facilities for older people	3.19	3.21	3.01	3.14
Standard of facilities and services provided at rock pools	3.00	3.18	2.99	3.05
Provision of services and facilities for people with a disability	2.99	3.05	2.92	2.99
Provision of bus shelters	2.93	2.99	2.72	2.89
Community engagement activities	2.94	2.91	2.74	2.88
Provision of services and facilities for youth	2.84	2.86	2.72	2.81
Regulation of traffic flow in local area	2.84	2.98	2.50	2.78
Regulation of traffic flow in city centre	2.77	2.84	2.72	2.78
Council balances social, economic and environmental objectives	2.79	2.78	2.69	2.76
Maintenance of footpaths	2.70	2.88	2.65	2.74
Maintenance of local roads	2.73	2.87	2.42	2.68
Provision of public toilets	2.43	2.68	2.24	2.44
Availability of parking in city centre	2.34	2.17	2.21	2.26
Council effective in its management of corporate governance	2.19	2.35	2.21	2.24
Development application assessment process	2.17	2.31	2.16	2.21



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

Table 0-6 Mean satisfaction scores compared to benchmark results

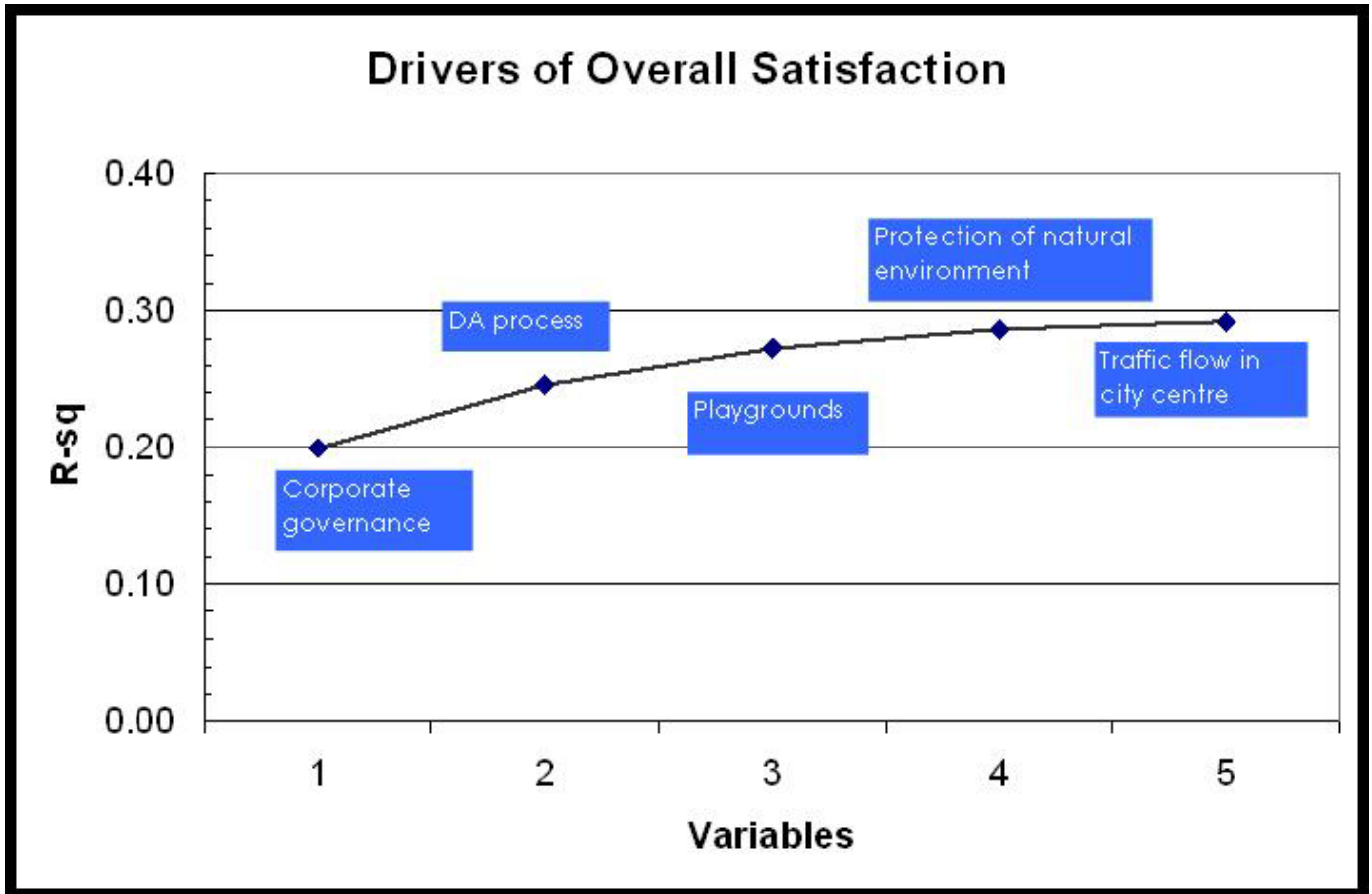
	Previous WCC Survey results					Benchmark		
	1999	2001	2003	2005	2008	URVL 2005	Penrith 2007	Canterbury 2007
Domestic garbage collection	4.1	4.2	4.1	4	4.1	4.1	4.2	
Green waste service					4.1			
Recycling service					4.1		3.9	
Central library					3.9			
Local branch library	4	4.1	4	4	3.8	4	4	3.8
Public swimming pools	3.8	3.8	3.7	3.7	3.6	3.6	3.6	3.5
beaches facilities	3.6	3.7	3.7	3.7	3.6	3.7		
Provision of leisure centres					3.5			
Maintenance of parks and sports fields	3.7	3.6	3.6	3.6	3.4	3.7	3.4	3.5
Provision of community halls and centres	3.4	3.4	3.4	3.4	3.4	3.4	3.5	3.3
Arts, entertainment and cultural activities	3.5	3.7	3.5	3.6	3.4	3.5		
Environmental education					3.3		3.3	3.4
Protection of natural environment	3.2	3.2	3.2	3.3	3.3	3.3	3.1	
Services and facilities for children					3.2		3.4	
Children's playgrounds and equipment					3.2			
Domestic animal control					3.2		3.4	3.4
Street cleaning					3.2		3.4	
Services and facilities for older people	3.3	3.3	3.2	3.2	3.1	3.2	3.3	3.5
rock pools					3.1			
Disabled services & facilities					3.0			3.4
Provision of bus shelters					2.9		3	3.2
Community engagement activities					2.9		3	3.1
Provision of services and facilities for youth	2.9	3.1	3	3.1	2.8	3.1	3.1	3.1
Regulation of traffic flow in local area	3.3	3.2	3.1	3	2.8	3.1	2.9	
Regulation of traffic flow in city centre					2.8			
Council balances social, econ & envir obj					2.8			
Maintenance of footpaths					2.7		3.1	3.2
Maintenance of local roads	3	3	2.9	2.8	2.7	2.9	3	3
Provision of public toilets					2.4		2.9	
Availability of parking in city centre					2.3		3.2	
Corporate governance					2.2			
DA assessment process					2.2		3.1	3

Key results

The above table looks at the satisfaction results attained for each service/facility and compares it to previous Wollongong City Council community surveys where that service/facility was measured. The above table also compares the latest figures to benchmark results from other Councils of similar size.

APPENDIX 4: Drivers of overall satisfaction

Table 0-7 Diagnostics – Derived drivers of overall satisfaction



Key results:

Analysis found that there were five drivers of overall satisfaction; 'corporate governance', 'DA process', 'playgrounds', 'protection of natural environment' and 'traffic flow in city centre'. Combined, these variables explain 30% of overall satisfaction. In short, the key to bringing about the greatest change in overall satisfaction or 'achieving the biggest bang for your buck' lies in improving these areas.

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%