



Wollongong City Council Community Satisfaction Survey 2019

Final Report

Prepared for
Wollongong City Council

Prepared by
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KEY FINDINGS

Wollongong City Council's Overall Performance

- ▶ Fifty-six percent [56%] of residents are satisfied with the overall performance of Wollongong City Council.
- ▶ The average overall satisfaction rating is **3.57** out of 5. This is a medium-level satisfaction score.
- ▶ Overall satisfaction with the performance of Council has recorded a **statistically significant improvement of 0.2 pts** since 2017 and is performing **in-line** with an average of comparable NSW metropolitan councils.

Key Strengths, Improvements and Community Priorities for Council

- ▶ Forty-six [46] of 47 services and facilities have either improved or maintained their level of performance since 2017.
- ▶ Satisfaction with eight of nine of Council's **organisational skills** saw significant improvement since 2017.
- ▶ The mediation analysis conducted in the Community Satisfaction Survey 2017 emphasised the role of organisational skills in strengthening Council's service provision. The results of the 2019 survey show that Council's investments in improving organisational skills have improved service levels and community satisfaction with Council.
- ▶ **Availability of parking in the city centre, management of parking in the city centre and planning policies that control development in the Wollongong LGA** are among the lowest rated services for all residents regardless of their overall satisfaction rating.
- ▶ **Council's key services strengths are its facilities.** Users of facilities are highly satisfied. The standout facilities are **patrolled beaches** and the **Botanic Garden**.

INTRODUCTION

IRIS Research was commissioned by Wollongong City Council to conduct a Community Satisfaction Survey in 2019 which tracks Council's performance in service delivery, identifies priority areas and evaluates community attitudes towards customer services, communication and Council as an organisation.

The objectives for the Community Satisfaction Survey process were to:

1. Measure the importance of, and satisfaction with, services and facilities provided by Council
2. Compare levels of satisfaction for Council's services and facilities with similar councils
3. Assist Council in identifying service priorities for the community
4. Evaluate Council's customer services and communication.

In addition to this published report, IRIS Research offers Council the key data and analysis in an online data visualisation form, using world-leading Tableau data visualisation software. This is a highly accessible, no-cost (to Council), user-friendly value-add which brings the significant community survey data assets to life for Council and makes the detailed analysis intuitive. This is beyond the scope of our original proposal and is offered to Council in recognition of our grant agreement and to advance best practice in community research. We will offer Council a demonstration and training advice in the use of the Tableau software.

*This project was carried out in compliance with
ISO 20252 – Market and Social Research Management.*

Certification MSR 701303

SUMMARY OF FINDINGS

The Community Satisfaction Survey 2019 collected 614 completed responses from residents of the Wollongong City Council area aged 18 years and over.

Overall satisfaction with Wollongong City Council

- ▶ Overall satisfaction with the performance of Wollongong City Council is 3.57 out of 5, which is a medium-level satisfaction rating.
- ▶ **Fifty-six percent (56%) of residents are satisfied overall** with the services provided by Council while eight percent (8%) are dissatisfied.
- ▶ There has been **a statistically significant increase in average overall satisfaction** since 2017 [up 0.2 pts].
- ▶ Council's benchmarked result for overall satisfaction (66 pts) is **performing in-line** with an average of comparable metropolitan councils in NSW (64 pts).
- ▶ Residents identified **roads, traffic** and **parking** as key improvements Council can make to its service delivery.

Performance of Key Service Areas

Respondents were asked to rate their satisfaction with 18 Council facilities and 29 Council services using a five-point scale where 1 meant 'not at all satisfied' and 5 meant 'very satisfied'.

The summary tables for Council services and facilities contain several measures:

- ▶ **Average** refers to the average satisfaction rating from the Community Satisfaction Survey 2019.
- ▶ **Satisfied** refers to the proportion of residents who provided a rating of 4 or 5.
- ▶ **Internal Benchmark** indicates whether there was a statistically significant increase or decrease in satisfaction since the previous survey in 2017.
- ▶ **External Benchmark** indicates how Council performed against an average of comparable metropolitan councils in NSW. Not all services could be benchmarked because they did not precisely match with the comparison data.
- ▶ **Strategic Location** refers to the location in the performance / importance quadrant [see Section 3.1].
 - ▶ **Strategic Advantages** are services which are performing above average and have an important impact on creating overall satisfaction with Council.
 - ▶ **Key Vulnerabilities** are services which have an important impact on creating overall satisfaction but are performing below average.
 - ▶ **Potential Vulnerabilities** are services which are performing below average but do not have an important impact on creating overall satisfaction.
 - ▶ **Differentiators** are services which are performing above average but do not have an important impact on creating overall satisfaction.
- ▶ In the summary for Facilities, **usage rate** is the proportion of residents who have used the facility within the past 12 months.

Facilities

Respondents were asked to indicate how frequently they use 18 Council facilities. If they used a facility, they were asked to rate their satisfaction with that facility. Table 1 [over page] summarises the performance of this category.

All facilities that can be compared with previous results from 2017 have either **improved** [four facilities] or **maintained** [14 facilities] their level of performance.

Furthermore, all facilities which can be benchmarked externally are **outperforming** the average of comparable NSW metropolitan councils. These facilities include:

- ▶ Wollongong Library
- ▶ Parks, open spaces and sports fields for active sport or recreation activities
- ▶ Parks, open spaces and sports fields for passive recreation purpose
- ▶ Public swimming pools [free entry]
- ▶ Cycle ways/shared pathways
- ▶ Children's playgrounds
- ▶ Community hall/centre

In the context of Council's overall service provision, all facilities included in Council's quadrant analysis (Youth Centre and Russell Vale Golf Course [The Vale]) were excluded due to low usage) have been classified as **strategic advantages** or **differentiators** depending on their impact on creating overall satisfaction with Council.

Patrolled beaches and the Botanic Garden are above-average performing facilities and are well utilised by residents of Wollongong. These facilities are Council's standout performers.

Compared to results from 2017 there has been a general decline the proportion of residents using facilities. The biggest decline in usage was Wollongong Library, down nine percent (9%) to 28 percent.

Table 1 Summary of Facilities

Facilities	Usage Rate	Satisfied	Average	Internal Benchmark	External Benchmark	Strategic Location
Patrolled beaches	78%	92%	4.5	↔	Outperforming	Strategic Advantage
Cycle ways/shared pathways	75%	76%	4.0	↔	Outperforming	Strategic Advantage
Parks, open spaces and sports fields for passive recreation purpose	74%	79%	4.2	↔	Outperforming	Differentiator
Parks, open spaces and sports fields for active sport or recreation activities	70%	79%	4.2	↔	Outperforming	Strategic Advantage
Botanic Garden	52%	88%	4.6	↑	-	Strategic Advantage
Tidal rock pools	50%	75%	4.1	↔	-	Strategic Advantage
Children's playgrounds	45%	69%	3.9	↔	Outperforming	Strategic Advantage
Public swimming pools (free entry)	42%	81%	4.2	↔	-	Differentiator
Illawarra Performing Arts Centre and Town Hall	39%	80%	4.4	↔	-	Differentiator
District library and community centre	32%	80%	4.5	↑	-	Differentiator
Council heated pools	31%	71%	4.1	↔	-	Strategic Advantage
Wollongong Library	28%	82%	4.4	↔	Outperforming	Strategic Advantage
Community hall/centre	28%	60%	4.0	↔	Outperforming	Differentiator
Leisure centres (Beaton Park and Lakeside)	18%	64%	4.2	↑	-	Differentiator
Wollongong Art Gallery	15%	60%	4.1	↔	-	Strategic Advantage
Local branch library	13%	52%	4.1	↑	-	Strategic Advantage
Russell Vale Golf Course (The Vale)	7%	49%	4.2	↔	-	-
Youth Centre	2%	20%	-	-	-	-

Direct Services

Respondents were asked to rate their satisfaction with 15 services within the Direct Services category. Table 2 summarises the performance of this category.

All services within this category have **improved** [ten services] or maintained [five services] their level of performance.

Street cleaning, maintenance and cleanliness of bus shelters and maintenance and cleanliness of public toilets are **outperforming** the average of comparable NSW metropolitan councils.

However, **availability of parking in city centre** is **underperforming**.

Domestic, recycling and green waste collection service and **street cleaning** are classified as **strategic advantages** as these services are performing above average and are important in creating overall satisfaction with Council.

Table 2 Summary of Direct Services

Direct Services	Satisfied	Average	Internal Benchmark	External Benchmark	Strategic Location
Domestic, recycling and green waste collection service	77%	4.1	↔	In-line	Strategic Advantage
Customer Service Centre	42%	3.5	↑	-	Differentiator
Waste disposal depot facilities	52%	3.4	↔	-	Differentiator
Street cleaning	60%	3.3	↑	Outperforming	Strategic Advantage
The hours Council public toilets are open	35%	-	↑	-	Potential Vulnerability
Maintenance and cleanliness of bus shelters	36%	3.0	↑	Outperforming	Key Vulnerability
Graffiti prevention and removal	44%	3.0	↑	-	Potential Vulnerability
Regulation of traffic flow in city centre	35%	3.0	↔	-	Potential Vulnerability
Maintenance of footpaths	42%	2.9	↑	In-line	Key Vulnerability
Maintenance of local roads	39%	2.8	↑	In-line	Key Vulnerability
Maintenance and cleanliness of public toilets	30%	2.5	↑	Outperforming	Potential Vulnerability
Regulation of traffic flow in local area	36%	3.2	↔	-	Potential Vulnerability
Management of parking in local areas	38%	3.2	↔	-	Potential Vulnerability
Management of parking in the city centre	22%	2.3	↑	-	Key Vulnerability
Availability of parking in city centre	18%	2.5	↑	Under-performing	Potential Vulnerability

Indirect Services

Respondents were asked to rate their satisfaction with 14 services within the Indirect Services category. Table 2 summarises the performance of this category.

Four services within this category have **improved** since 2017 and nine services have maintained their level of performance. The performance of **services for older people** has declined since 2017.

Youth services is **outperforming** the average of comparable NSW metropolitan councils. However, six services within this category are **underperforming**.

Inclusive services and **children services** are above-average performers but are not important in creating overall satisfaction with Council. All other services within this category have been classified as **potential vulnerabilities** or **key vulnerabilities** depending on their impact on overall satisfaction.

Table 3 Summary of Indirect Services

Indirect Services	Satisfied	Average	Internal Benchmark	External Benchmark	Strategic Location
Inclusive services	32%	3.7	↔	-	Differentiator
Children services	30%	3.7	↔	In-line	Differentiator
Domestic animal control	38%	3.5	↑	In-line	Key Vulnerability
Youth services	16%	3.4	↔	Outperforming	Potential Vulnerability
Services for older people	30%	3.4	↓	In-line	Potential Vulnerability
Management and preservation of our heritage	38%	3.3	↔	Under-performing	Key Vulnerability
Environmental programs and education	31%	3.3	↔	Under-performing	Potential Vulnerability
Protection of our natural environment	35%	3.3	↔	In-line	Key Vulnerability
Services for people with disability	24%	3.2	↔	Under-performing	Potential Vulnerability
Controls for development in Wollongong City Centre	22%	3.0	↔	-	Potential Vulnerability
Controls for development in local town/village centres	21%	2.9	↔	-	Potential Vulnerability
Controls for residential development	20%	2.9	↑	Under-performing	Key Vulnerability
Development application assessment process	15%	2.8	↑	Under-performing	Potential Vulnerability
Planning policies that control development in the Wollongong LGA	17%	2.8	↑	Under-performing	Key Vulnerability

Organisational Performance

Perceptions of Council's organisational skills have improved since 2017. **There have been significant increases in average satisfaction for eight of the nine organisational skills measured in the survey.**

In the Community Satisfaction Survey 2017, mediation analysis uncovered that improvement in Council's organisational skills would strengthen the performance of 24 services and facilities. Results for 2019 show that **the performance of 15 of these services and facilities** have seen statistically significant improvement. The remaining nine services and facilities have all maintained their level of performance since 2017.

- ▶ Residents are most satisfied with **organisational skills in providing services, honesty and effectiveness in informing the community about its services, facilities and overall achievements.**
- ▶ Perceptions of Council's organisational skills are impacted by how frequently a resident hears or reads negative stories or comments regarding Council.
- ▶ Looking specifically at Council's staff, residents are most satisfied with the **friendliness, professionalism and approachability** of staff.

Customer Services

- ▶ Forty-seven percent [47%] of residents have contacted Council in the past 12 months. This result has declined nine percent [9%] since 2017.
- ▶ **Sixty-eight percent [68%] of customers agreed that, overall, it was easy doing business with Wollongong City Council.**
- ▶ Customers were generally satisfied with their experience. They found **information from Council staff to be clear and easy to understand.**
- ▶ The most common method of contacting Council was by **telephone** [61%]. This was followed by contacting **online [via Council's website]** [13%] and **email** [11%].
- ▶ The most common reason for contact was to **make an enquiry** [26%]. This was followed by **waste management** [24%] and **make a complaint** [18%].
- ▶ Improvement opportunities for Council's customer services as provided by customers centred on **responsiveness, knowledge** and **action**.

Communication

- ▶ The most common method of receiving information from Council is through the **rates notice** [61%]. This is followed by **local radio** [50%], **local television** [50%] and the **Council newsletter** [46%].
- ▶ The most preferred method of receiving information are:
 1. **Council newsletter [34%]**
 2. **Rates notice [21%]**
 3. **Council website [34%]**
- ▶ **Social media** is highly preferred among younger respondents while older residents still prefer more traditional printed materials and sources.
- ▶ By far the most used and the most preferred method of contacting Council is **by phone**. This is followed by **email** and making **personal visits to Council customer service centre**.
- ▶ Council is meeting the preferences of residents concerning methods of contact.
- ▶ Over the past five years there has been a higher proportion of residents participating in at least one community engagement activity.
- ▶ The most common community engagement activities are **online surveys** [24%].
- ▶ Sixty-three percent [63%] of residents have visited Council's website in the past 12 months. This result is in-line with 2017 [62%].
- ▶ Sixty percent [60%] of website users agreed that **it was easy to find the information they were looking for**.
- ▶ Average satisfaction with **New Year's Eve and Australia Day celebrations** has significantly increased since 2017.

RESEARCH DESIGN

The Wollongong City Council Community Satisfaction Survey 2019 aimed to collect 600 completed responses from a random sample of residents in the Wollongong City Council local government area. The reported results have a margin of error of ± 4.0 percent at the 95 percent confidence level. This means that if we repeated the survey 100 times, in 95 times the results will be within 4.0 percent of the true population value.

Computer-Aided Telephone Interviews

A telephone based (CATI) survey was used to secure a response from 600 residents throughout the local government area. 190 responses were collected from mobile phones (32 percent of the total telephone interviews). The survey unit was residents of the Wollongong City Council local government area. In order to qualify for an interview, respondents had to be permanent residents aged 18 years or older, lived in the area for longer than six months and not be an employee or Councillor with Wollongong City Council. The 2016 Census was used to establish quotas to ensure a good distribution of responses by age and gender.

Interviews were conducted between 21 October and 1 November 2019. Calls were made between 4.30pm and 8.30pm during weekdays. Twenty interviewers conducted interviews over the course of the data collection period. The survey was implemented under Interviewer Quality Control Australia (IQCA) quality guidelines. Continuous interviewer monitoring was used, and post-interview validations were conducted within five days of the close of the survey. Ten percent (10%) of all respondents were contacted after data collection was complete in order to verify and validate their data.

Online Survey

A version of the survey was made available online for all residents to complete. The survey was available from 21 October to 4 November 2019 and **68 completed responses were collected**. Online results have been provided to Council in a separate report.

Fourteen [14] online responses from residents aged 18 to 34 years were included in the final sample to improve the representation of this age group who were more difficult to reach through the telephone survey.

Of the 190 responses from mobile phones, 23 responses were from residents aged 18 to 34 years and 63 were from residents aged 35 to 49 years. Fifty-seven [57] responses were from residents aged 50 to 64 years while the remaining 47 were from residents aged 65 plus years.

This highlights the importance of Council's decision to purchase 1,000 additional mobile phone numbers.

Table 4 Final Sample

	#
Landlines	410
Mobiles	190
Online	14
Total	614

Survey Weighting

The collected data often cannot mirror the exact age/sex distribution of a region. To allow for this, the collected data set is weighted to bring it back to the ideal age/sex distribution.

Table 5 reports the weighting factors for the sample. Successful data collection and age targeting led to minimal data weighting factors which are well within accepted statistical standards.

Table 5 Data Weighting Factors – Age

Age	Population		Ideal		Actual		Weights	
	Male	Female	Male	Female	Male	Female	Male	Female
18 to 34	24,172	23,153	91	87	20	24	4.64	3.71
35 to 49	19,125	19,752	72	74	42	56	1.75	1.35
50 to 64	18,481	19,226	69	72	67	87	1.06	0.85
65 plus	16,332	19,606	61	74	142	176	0.44	0.43
Total	78,110	81,737	293	307	271	343		

Sample Profile

In order to obtain a clear view of the sample's profile and to conduct comparison tests, demographic characteristics including gender, age, length of time lived in Wollongong LGA, employment status and commuter status were collected. Tables 6 and 7 detail the weighted sample profile for this survey.

Table 6 Sample Profile

Age	%	#	Length of time lived in Wollongong LGA	%	#
18 to 34 years	30%	182	Less than 5 years	12%	73
35 to 49 years	24%	149	6 to 10 years	9%	57
50 to 64 years	24%	145	11 to 15 years	6%	37
65 plus years	22%	138	More than 15 years	73%	447
Gender	%	#			
Male	49%	300			
Female	51%	314			

Base: All respondents (n=614)

Table 7 Employment Status & Commuter Status

Employment Status	%	#	Commuter Status	%	#
Work full time	36%	220	Commuter Status	37%	142
Work part time	11%	65			
Work casually	7%	43	Does not commute to another Council area	63%	235
Self-employed	8%	49			
Retired	26%	158	Base: Employed (n=377)		
Unemployed	4%	25			
Home duties	4%	22			
Student	3%	17			
Other	2%	11			
Prefer not to say	0.6%	4			

Base: All respondents (n=614)

Table 8 lists the suburbs of respondents. These suburbs were classified into wards for subgroup analysis.

Table 8 Ward & Suburb

Ward 1	%	#	Ward 2	%	#	Ward 3	%	#
Woonona	21%	42	Wollongong	21%	46	Dapto	24%	46
Thirroul	12%	23	Figtree	19%	42	Horsley	12%	23
Bulli	10%	20	Fairy Meadow	12%	27	Kanahooka	10%	19
Austinmer	10%	19	West Wollongong	9%	19	Unanderra	10%	19
Corrimal	8%	16	Mangerton	7%	16	Cordeaux Hts.	9%	18
Helensburgh	8%	16	Balgownie	6%	13	Berkeley	9%	17
Bellambi	8%	15	Farmborough Hts.	6%	13	Koonawarra	5%	10
Towradgi	8%	15	Keiraville	6%	13	Lake Heights	5%	9
Russell Vale	4%	8	North Wollongong	5%	10	Primbee	3%	6
Stanwell Park	4%	7	Coniston	2%	4	Mt. Kembla	3%	5
Coledale	3%	5	Mt. Keira	2%	4	Warrawong	3%	5
Tarrawanna	2%	4	Mt. Pleasant	2%	4	Windang	3%	5
East Corrimal	2%	3	Gwynneville	1%	3	Port Kembla	2%	4
Stanwell Tops	2%	3	Mt. Dusley	1%	3	Haywards Bay	1%	2
Coalcliff	0.5%	1	Mt. Saint. Thomas	1%	3	Kembla Grange	1%	2
Fernhill	0.5%	1				Avondale	0.5%	1
Wombarra	0.5%	1				Cringila	0.5%	1
						West Dapto	0.5%	1
						Wongawilli	0.5%	1
						Yallah	0.5%	1

Base: All respondents (n=614)

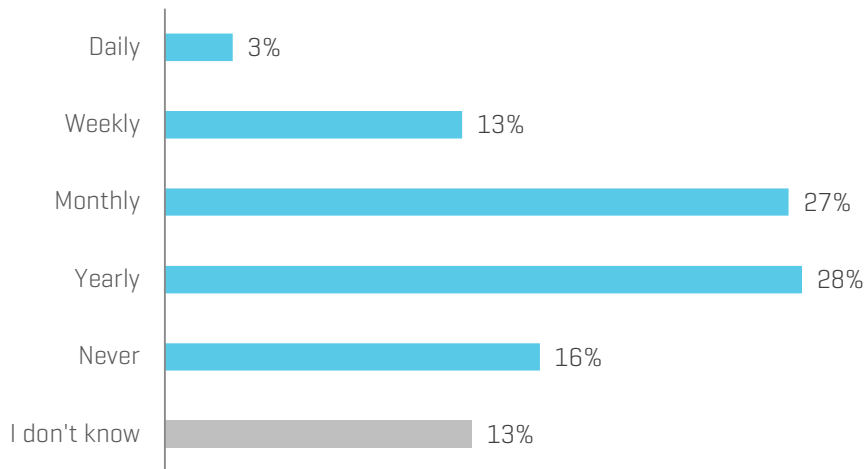
Subgroups

Comparison tests are used to test whether there are statistically significant differences in survey results based on the demographic profile of respondents. Appendix 1 (pp. 71-92) contains full subgroup analysis **for all questions** contained in the Community Satisfaction Survey 2019.

Subgroups included gender, age, ward and length of time lived in Wollongong LGA. Several parts of the report contain subgroup analysis by frequency of hearing negative media about Wollongong City Council.

Results including satisfaction with services and facilities and satisfaction with Council's organisational skills were analysed by frequency of hearing negative media regarding Council.

Figure 1 Frequency of hearing negative media regarding Council



Base: All respondents (n=614)

1 OVERALL SATISFACTION

This section of the report covers overall satisfaction with the performance of Wollongong City Council. It includes subgroup analysis, comparisons with previous results [internal benchmarks] and comparisons with Councils with similar characteristics to Wollongong City Council [external benchmarks].

1.1 Performance of Wollongong City Council

Residents were asked to rate their satisfaction with the overall performance of Wollongong City Council using a five-point scale where 1 meant 'not at all satisfied' and 5 meant 'very satisfied'.

In total, 56 percent of residents are satisfied with the overall performance of Council, with 11 percent providing the highest rating of 5. Eight percent [8%] are dissatisfied while 36 percent provided a neutral rating of 3.

These results combined for a medium average satisfaction score of 3.57.

Figure 1.1 Overall satisfaction with the performance of Wollongong City Council

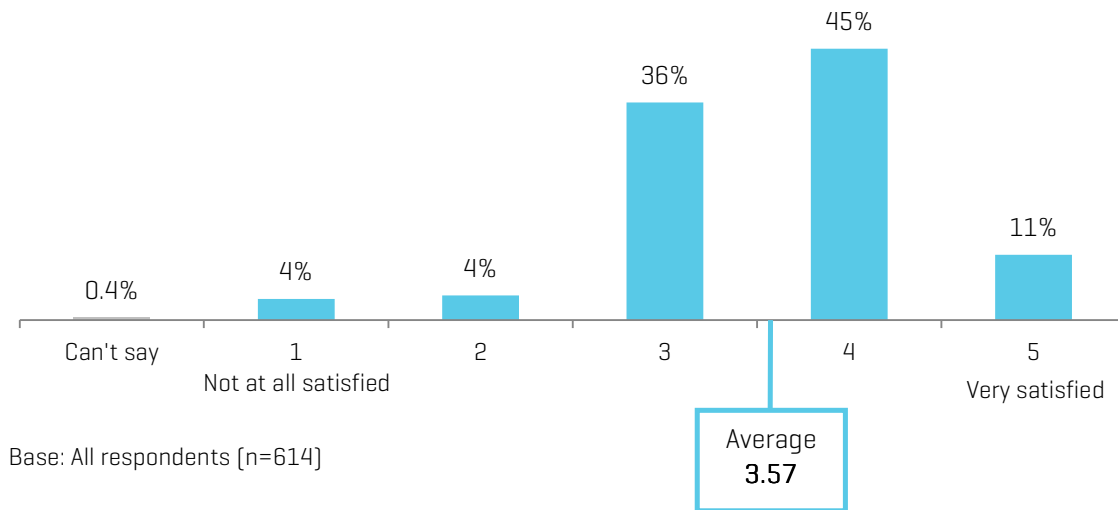


Table 1.1 lists significant differences in overall satisfaction with the performance of Council among subgroups. Residents in the 65 plus years age group are significantly more satisfied with Council (3.7) compared to those in the 50 to 64 years age group (3.4). There are no other significant differences in average satisfaction.

Table 1.1 Overall satisfaction with Wollongong City Council – Subgroup Analysis

Subgroup	Significant Differences
Gender	Nil
Age	- Residents aged 65 plus years are significantly more satisfied (3.7) compared to residents aged 50 to 64 years (3.4).
Ward	Nil
Length of time lived in Wollongong LGA	Nil

Figure 1.2 compares the breakdown in ratings for 2019 with previous results from 2017. Increases in the proportions of residents providing satisfied ratings of 4 (up 2 percent) and 5 (up 5 percent) have contributed to Council’s higher overall satisfaction score in 2019.

Figure 1.2 Overall satisfaction with Council – Breakdown Comparison

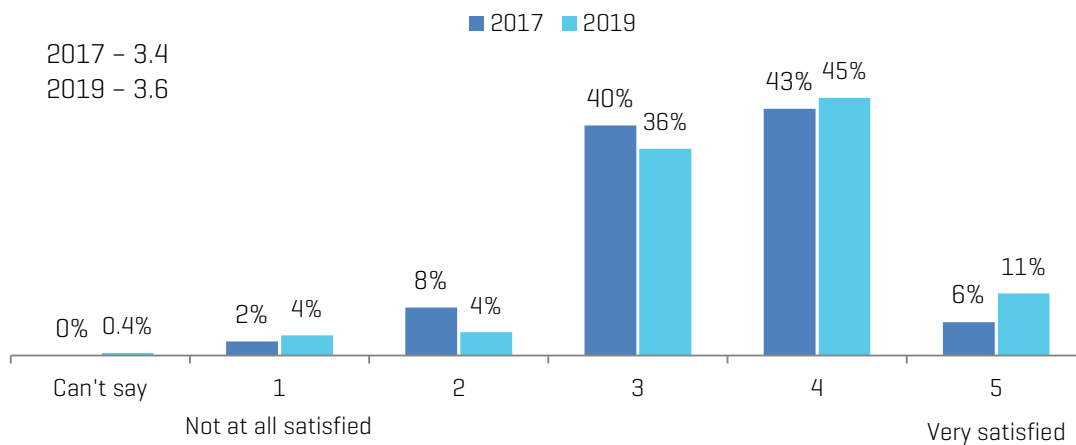


Figure 1.2 compares overall satisfaction with the services provided by Council for 2019 with previous results.

There has been a statistically significant improvement in average overall satisfaction since 2017, up 0.2 pts to 3.6.

Figure 1.3 Overall satisfaction with Wollongong City Council – Internal Benchmarks

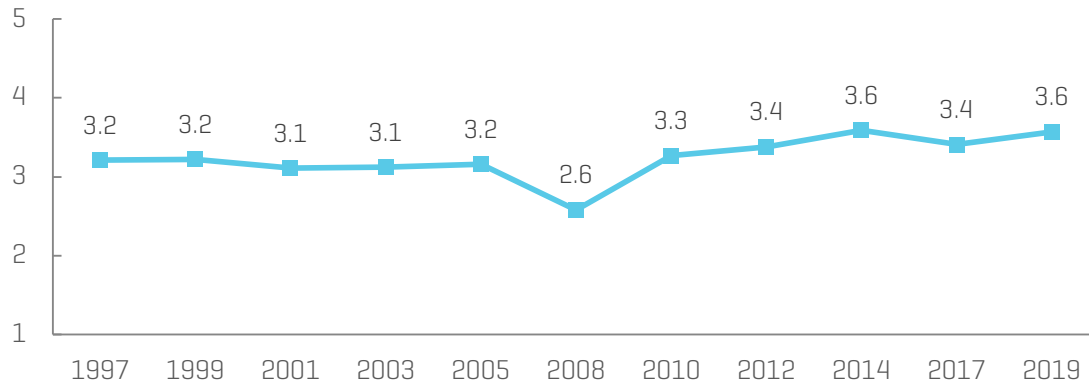
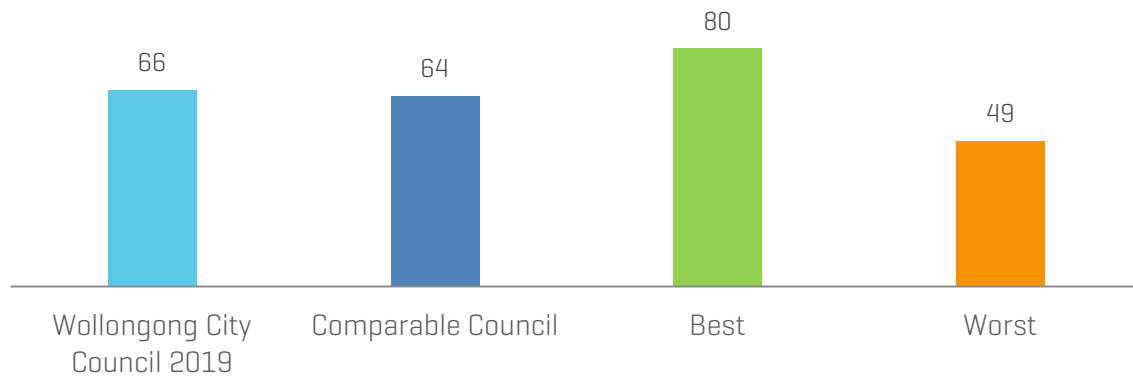


Figure 1.3 compares the benchmarked result [out of 100] for overall satisfaction with Council with an average of comparable metropolitan councils in NSW as well as the best and worst results on the IRIS Research benchmark database. A difference of ± 4 pts indicated a statistically significant difference in performance.

Overall satisfaction with Wollongong City Council is **performing in-line** with comparable metropolitan councils in NSW.

Figure 1.4 Overall satisfaction with Wollongong City Council – External Benchmarks



1.2 Reasons for Dissatisfaction

The eight percent (8%) of residents who provided a low rating of 1 or 2 were asked to provide a reason for their rating. This was an open-ended response. Forty-seven (47) responses were provided. The key themes emerging from these responses are summarised below. A full list of open-ended responses has been provided to Council in a separate report.

Consultation and communication

These residents cited a lack of consultation and communication from Council as the reason for their low overall satisfaction rating. Several residents stated that Council does not listen to residents enough while others acknowledged consultation taking place but derided the ensuing lack of action.

Other responses related to Council as an organisation were critical of decision making. Decisions regarding issues such as development and parking are viewed as ad hoc and lacking a long-term plan for sustainable growth.

Service provision

Residents also cited specific issues with services received from Council as the reason for their low rating. These included waste management, street cleanliness, traffic flow, parking, tree management and the development application process.

2 COUNCIL SERVICES & FACILITIES

This section reports on the services and facilities provided by Wollongong City Council. Respondents were asked to rate their usage of and satisfaction with 18 facilities and satisfaction with 29 services provided by Council.

FACILITIES

1. Botanic Garden
2. Children's playgrounds
3. Community hall/centre
4. Council Heated pools
5. Cycle ways/shared pathways
6. District library and community centre [e.g. Thirroul, Corrimal Dapto or Warrawong]
7. Illawarra Performing Arts Centre and Town Hall
8. Leisure centres [Beaton Park and Lakeside]
9. Local branch library [e.g. Helensburgh, Unanderra]
10. Parks, open spaces and sports fields for active sport or recreation activities
11. Parks, open spaces and sports fields for passive recreation purpose
12. Patrolled beaches
13. Public swimming pools [free entry]
14. Russell Vale Golf Course [The Vale]
15. Tidal rock pools
16. Wollongong Art Gallery
17. Wollongong Library
18. Youth Centre

DIRECT SERVICES

1. Availability of parking in city centre
2. Customer Service Centre
3. Domestic, recycling and green waste collection service
4. Graffiti prevention and removal
5. Maintenance and cleanliness of bus shelters
6. Maintenance and cleanliness of public toilets
7. Maintenance of footpaths
8. Maintenance of local roads
9. Management of parking in local areas
10. Management of parking in the city centre
11. Regulation of traffic flow in city centre
12. Regulation of traffic flow in local area
13. Street cleaning
14. The hours Council public toilets are open
15. Waste disposal depot facilities

INDIRECT SERVICES

1. Children services [e.g. Transition to school, engagement activities with children in planning for a Child Friendly City]
2. Controls for development in local town/village centres
3. Controls for development in Wollongong City Centre
4. Controls for residential development
5. Development application assessment process
6. Domestic animal control
7. Environmental programs and education
8. Inclusive services [e.g. interpreter services, language aid, living books, Harmony week, NAIDOC week, Aboriginal reference group, Reconciliation activities]
9. Management and preservation of our heritage
10. Planning policies that control development in the Wollongong LGA
11. Protection of our natural environment
12. Services for older people [e.g. Senior's week, day care, community transport, Carers week]
13. Services for people with disability
14. Youth services [e.g. Programs delivered at the youth centre and outreach services across other sites, youth week]

2.1 Facility Usage

Residents were asked to indicate how frequency they or a person in their household use 18 facilities provided by Wollongong City Council. Frequencies ranged from 'at least monthly' through 'never' [see Table 2.1]. Facilities have been sorted by the 'usage rate', which is proportion of residents who have used the facility during the past 12 months.

Table 2.1 Facility Usage Frequency

	At least monthly	Up to 9 times a year	Usage Rate	Not in the last 12 months	Never	Can't say
Patrolled beaches	46%	31%	78%	0.9%	21%	0.1%
Cycle ways/shared pathways	55%	19%	75%	2%	23%	0.4%
Parks, open spaces and sports fields for passive recreation purpose	51%	23%	74%	3%	24%	-
Parks, open spaces and sports fields for active sport or recreation activities	51%	19%	70%	5%	25%	0.5%
Botanic Garden	9%	43%	52%	16%	32%	-
Tidal rock pools	25%	25%	50%	5%	44%	0.4%
Children's playgrounds	26%	18%	45%	6%	49%	0.5%
Public swimming pools (free entry)	22%	20%	42%	6%	52%	0.4%
Illawarra Performing Arts Centre and Town Hall	1%	37%	39%	20%	41%	0.2%
District library and community centre (e.g. Thirroul, Corrimal Dapto or Warrawong)	12%	20%	32%	6%	62%	0.3%
Council Heated pools	11%	20%	31%	5%	62%	1%
Wollongong Library	9%	19%	28%	11%	61%	0.3%
Community hall/centre	9%	19%	28%	9%	63%	0.4%
Leisure centres (Beaton Park and Lakeside)	8%	10%	18%	9%	72%	1%
Wollongong Art Gallery	0.6%	14%	15%	19%	66%	-
Local branch library (e.g. Helensburgh, Unanderra)	6%	7%	13%	3%	84%	0.5%
Russell Vale Golf Course (The Vale)	2%	5%	7%	4%	88%	1%
Youth Centre	0.3%	2%	2%	4%	93%	0.7%

Patrolled beaches are the facilities used by the highest proportion of Wollongong City Council residents [78%]. Almost half [46%] of residents use patrolled beaches at least monthly while 21 percent indicated they never use these facilities.

This is followed by **cycle ways/shared pathways** [75%] and **parks, open spaces and sports fields for passive recreation purposes** [74%] and **active sport or recreation activities** [70%]. These facilities have the highest proportion of residents using them monthly or more often.

The facility with the lowest proportion of users is the **Youth Centre**. Ninety-three percent [93%] of residents indicated they do not use this facility. The next lowest is **Russell Vale Golf Course (The Vale)** with seven percent [7%] of residents using this facility in the past 12 months.

Table 2.2 lists significant differences in **usage rate**.

Table 2.2 Facility Usage Frequency – Subgroup Analysis

Subgroup	Significant Differences
Gender	<ul style="list-style-type: none"> - A significantly higher proportion of female residents using local branch libraries compared to male residents.
Age	<ul style="list-style-type: none"> - A significantly lower proportion of residents aged 65 plus years use the following facilities compared to all other residents: <ul style="list-style-type: none"> - Patrolled beaches - Cycle ways/shared pathways - Parks, open spaces and sports fields for passive recreation purpose - Parks, open spaces and sports fields for active sport or recreation activities - Tidal rock pools - A significantly lower proportion of residents aged 65 plus years use the Botanic Garden compared to those aged 35 to 64 years. - A significantly lower proportion of residents aged 65 plus years use Council heated pools compared to those aged 18 to 49 years. - The proportion of residents aged 35 to 49 years who use children’s playgrounds is significantly higher compared to all other residents. - A significantly higher proportion of residents aged 18 to 49 years use public swimming pools compared to those aged 50 plus years. - A significantly lower proportion of residents aged 65 plus years use the following facilities compared to those aged 35 to 49 years: <ul style="list-style-type: none"> - Leisure centres (Beaton Park and Lakeside) - Youth Centre
Ward	<ul style="list-style-type: none"> - Significantly fewer residents of Ward 3 use patrolled beaches compared to other residents. - The proportion of residents of Ward 1 that use the Botanic Garden is significantly lower than other residents. - The proportion of residents of Ward 1 that use district library and community centres is significantly higher compared to Ward 2. - A significantly higher proportion of residents of Ward 2 use Wollongong Library compared to Ward 1.
Length of time lived in Wollongong LGA	Nil

Table 2.3 compares the usage rate each facility for 2019 with the previous survey results from 2017. Differences ± 5 percent have been highlighted.

Table 2.3 Facility Usage Frequency – Comparison with 2017

Facility Usage Frequency	2017	2019	Change
Patrolled beaches	76%	78%	2%
Cycle ways/shared pathways	71%	75%	4%
Parks, open spaces and sports fields for passive recreation purpose	76%	74%	-2%
Parks, open spaces and sports fields for active sport or recreation activities	71%	70%	-1%
Botanic Garden	55%	52%	-3%
Tidal rock pools	56%	50%	-6%
Children's playgrounds	48%	45%	-3%
Public swimming pools (free entry)	43%	42%	-1%
Illawarra Performing Arts Centre and Town Hall ¹	42%	39%	-3%
District library and community centre	39%	32%	-7%
Council heated pools	28%	31%	3%
Wollongong Library	37%	28%	-9%
Community hall/centre	25%	28%	3%
Leisure centres (Beaton Park and Lakeside)	25%	18%	-7%
Wollongong Art Gallery ²	20%	15%	-5%
Local branch library	19%	13%	-6%
Russell Vale Golf Course (The Vale)	11%	7%	-4%
Youth Centre	-	2%	-

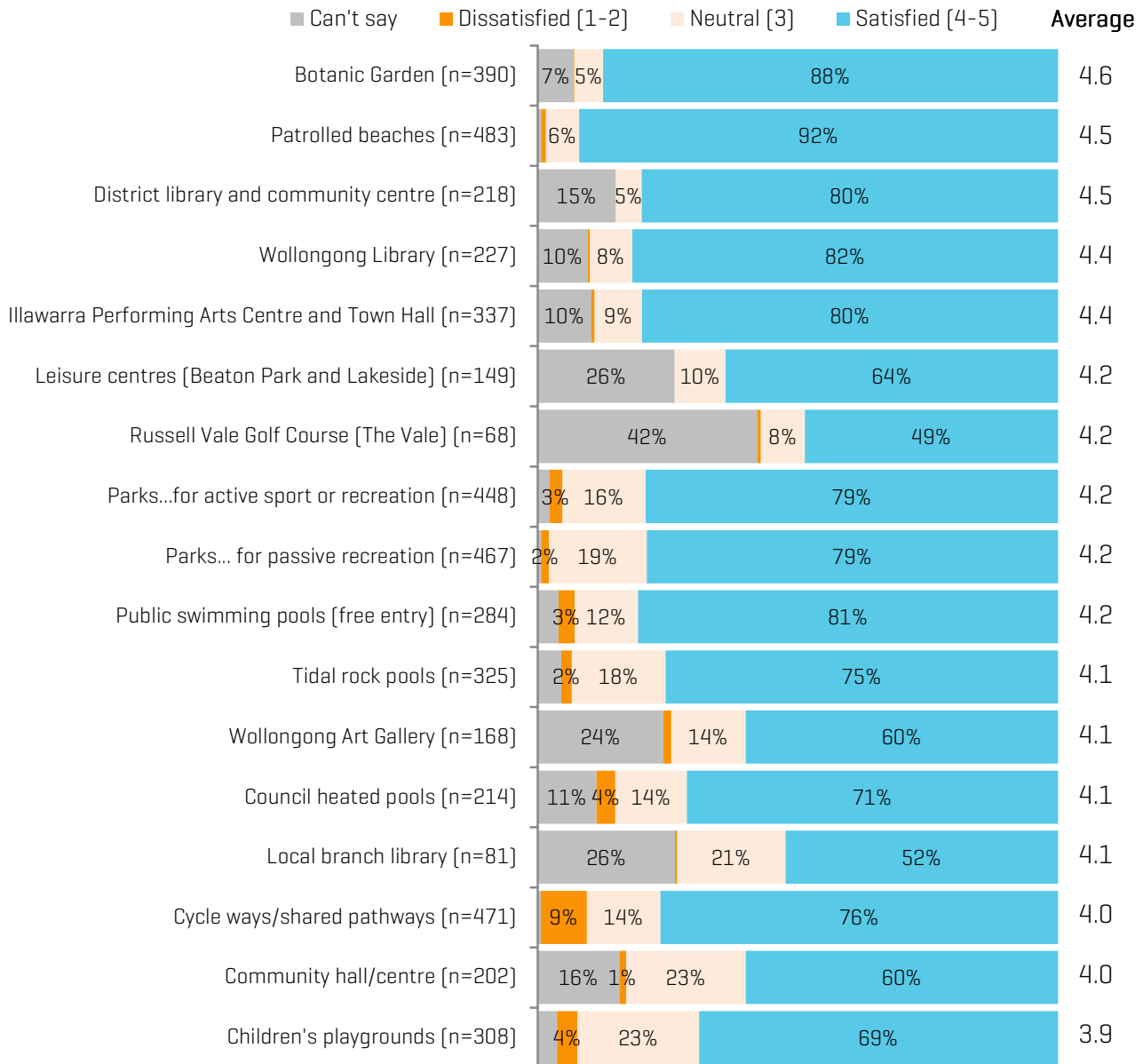
¹Reworded from 'Illawarra Performing Arts Centre'

²Reworded from 'City Gallery'

2.2 Facilities

Residents who have used a facility (i.e. did not select 'Never' or 'Can't say') were asked to rate their satisfaction with that particular facility using a five-point scale where 1 meant 'not at all satisfied' and 5 meant 'very satisfied'.

Figure 2.1 Facilities – Satisfaction



Base: Facility users

'Youth Centre' has been excluded due to low sample size (n=27)

Wollongong City Council facilities remain popular among their users. All facilities recorded **high** average satisfaction ratings (above 3.75). The facility which recorded the highest average satisfaction rating was **Botanic Garden** (4.6). Eighty-eight percent (88%) of users of this facility were satisfied while only one user was dissatisfied. This was followed by **patrolled beaches** (4.5) and **district library and community centres** (4.5).

The facility with the highest proportion of dissatisfied users is cycle ways/shared pathways (9%). However, the facility with the lowest average rating is **children’s playgrounds** (3.9).

Table 2.4 lists significant differences in among subgroups. There are no significant differences in average satisfaction between residents of different wards. Most significant differences are related to age with residents aged 65 plus years generally more satisfied with facilities compared to other residents.

Table 2.4 Facilities – Subgroup Analysis

Subgroup	Significant Differences
Gender	<ul style="list-style-type: none"> - Female residents are significantly more satisfied with the following facilities: <ul style="list-style-type: none"> - Botanic Garden - District library and community centre - Russell Vale Golf Course (The Vale) - Council heated pools
Age	<ul style="list-style-type: none"> - Residents aged 65 plus years are significantly more satisfied with the following facilities compared to those aged 50 to 64 years: <ul style="list-style-type: none"> - Patrolled beaches - District library and community centre - Parks, open spaces and sports fields for passive recreation purpose - Residents in the 50 to 64 years and 65 plus years age groups are significantly more satisfied with the following facilities compared to those aged 18 to 34 years: <ul style="list-style-type: none"> - Public swimming pools (free entry) - Community hall/centre - Residents aged 65 plus years are significantly more satisfied with Wollongong Art Gallery compared to those in the 18 to 34 years and 50 to 64 years age groups. - Residents aged 65 plus years are significantly more satisfied with local branch library compared to those aged 18 to 34 years. - Residents aged 65 plus years are significantly more satisfied with children’s playgrounds compared to all other residents.
Ward	Nil
Length of time lived in Wollongong LGA	<ul style="list-style-type: none"> - Residents who have lived in the Wollongong LGA for 11 to 15 years are significantly more satisfied with the Botanic Garden compared to those who have lived in the area for more than 15 years. - Residents who have lived in the Wollongong LGA for more than 15 years are significantly more satisfied with community hall/centre compared to those who have lived in the area for 6 to 10 years.

Table 2.5 compares results for this category for 2019 with previous survey results. Statistically significant differences in satisfaction since 2017 have been highlighted.

Average satisfaction with the following four facilities has **significantly improved** since 2017:

- ▶ Botanic Garden
- ▶ District library and community centre
- ▶ Leisure centres (Beaton Park and Lakeside)
- ▶ Local branch library (e.g. Helensburgh, Unanderra)

Average satisfaction with all other facilities is in-line with 2017. There is no facility which has significantly declined in performance over the past two years.

Table 2.5 Facilities – Internal Benchmarks

Facilities	2010	2012	2014	2017	2019	Significant change since 2017
Botanic Garden	4.4	4.6	4.5	4.4	4.6	↑
Patrolled beaches	4.2	4.6	4.7	4.5	4.5	↔
District library and community centre	4.3	4.3	4.4	4.3	4.5	↑
Wollongong Library	4.3	4.5	4.2	4.3	4.4	↔
Illawarra Performing Arts Centre and Town Hall	4.1	4.2	4.3	4.4	4.4	↔
Leisure centres (Beaton Park and Lakeside)	4.0	4.2	4.3	3.9	4.2	↑
Russell Vale Golf Course (The Vale)	3.9	4.1	4.4	4.1	4.2	↔
Parks, open spaces and sports fields for active sport or recreation activities	-	4.1	4.2	4.1	4.2	↔
Parks, open spaces and sports fields for passive recreation purpose	-	4.2	4.3	4.1	4.2	↔
Public swimming pools (free entry)	3.8	4.2	4.5	4.1	4.2	↔
Tidal rock pools	-	3.9	4.1	4.1	4.1	↔
Wollongong Art Gallery	3.9	4.0	4.2	4.2	4.1	↔
Council heated pools	-	4.2	4.2	4.0	4.1	↔
Local branch library	4.0	4.1	4.4	3.9	4.1	↑
Cycle ways/shared pathways	-	3.9	4.1	4.0	4.0	↔
Community hall/centre	3.7	4.0	4.2	4.0	4.0	↔
Children's playgrounds	-	4.1	4.1	3.9	3.9	↔

Table 2.6 compares benchmarked results for this category with an average of comparable metropolitan councils in NSW. A difference of ± 4 pts indicates a significant difference in performance.

Wollongong City Council is **outperforming** the average of comparable metropolitan councils in all facilities which can be benchmarked.

Table 2.6 Facilities – External Benchmarks

Facilities	Wollongong City Council 2019	Comparable Councils
Wollongong Library	87	77
Parks, open spaces and sports fields for active sport or recreation activities	82	70
Parks, open spaces and sports fields for passive recreation purpose	82	69
Public swimming pools (free entry)	82	67
Cycle ways/shared pathways	80	57
Children’s playgrounds	77	68
Community hall/centre	76	65

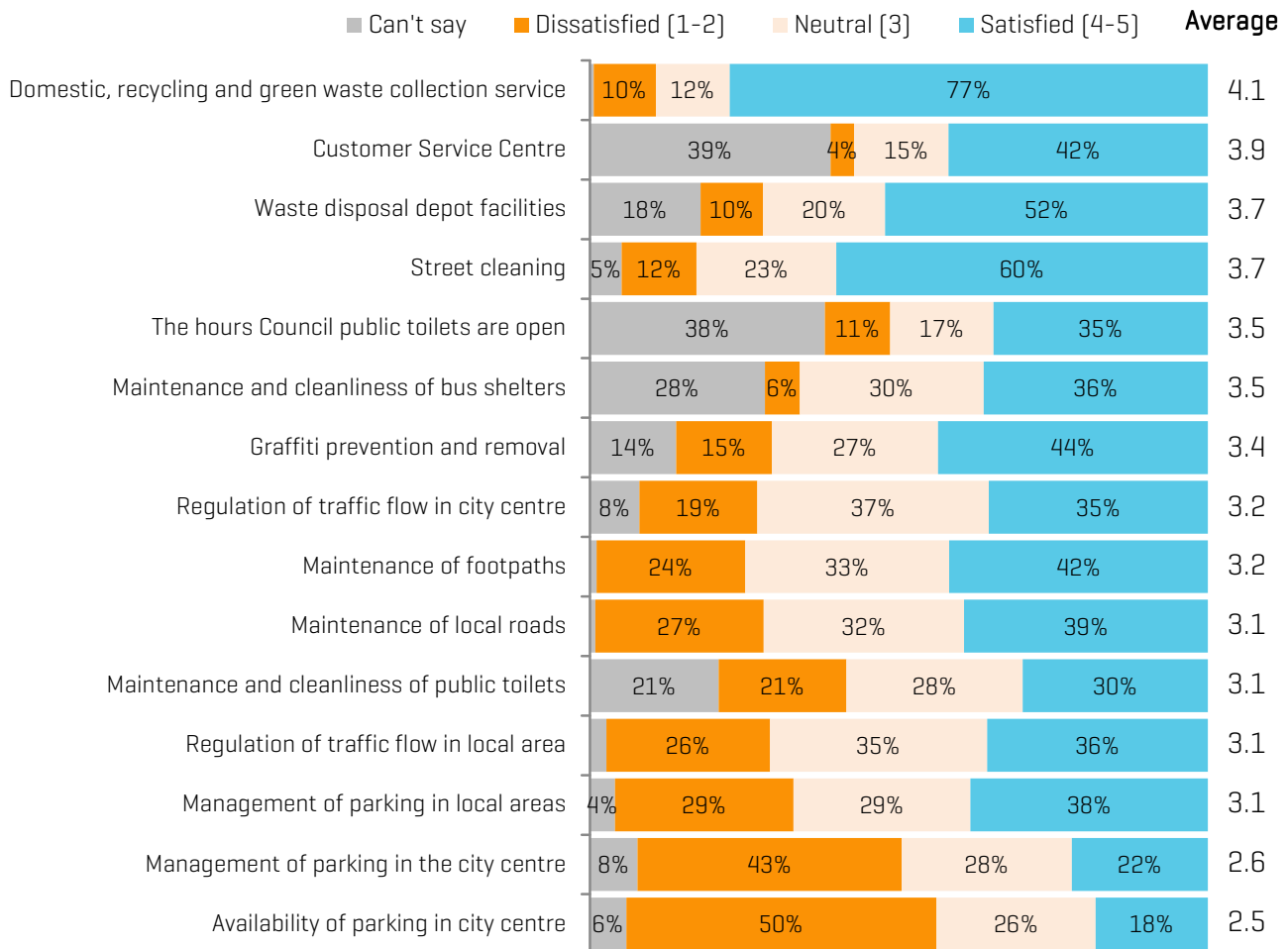
2.3 Direct Services

Residents were asked to rate their satisfaction with 15 services within this category using a five-point scale.

Two services and facilities within this category recorded **high** average satisfaction ratings (above 3.75). These include **domestic, recycling and green waste collection service** (4.1) and **Customer Service Centre** (3.9). This was followed by **waste disposal depot facilities** (3.7) and **street cleaning** (3.7).

Residents were least satisfied with services related to **parking**. The lowest rated service was **availability of parking in the city centre** (2.5). Half (50%) of residents are dissatisfied with this service. The next lowest is **management of parking in the city centre** (2.6).

Figure 2.2 Direct Services – Satisfaction



Base: All respondents (n=614)

Table 2.7 lists significant differences among subgroups for this category of services. There are no significant differences by length of time lived in Wollongong LGA.

Significant differences were mostly related to age or gender. Residents aged 50 to 64 years are generally less satisfied than other residents with direct services provided by Council. Male residents are more satisfied with a range of services such as waste management, maintenance and parking compared to female residents.

Residents of Ward 2 are more satisfied with the **maintenance of local roads**. Residents of Ward 1 are less satisfied with the **regulation of traffic flow in their local area** compared to all other residents.

Table 2.7 Direct Services – Subgroup Analysis

Subgroup	Significant Differences
Gender	<ul style="list-style-type: none"> - Male residents are significantly more satisfied with the following services: <ul style="list-style-type: none"> - Domestic, recycling and green waste collection service - Street cleaning - Maintenance and cleanliness of bus shelters - Maintenance and cleanliness of public toilets - Management of parking in local areas - Management of parking in the city centre
Age	<ul style="list-style-type: none"> - Residents in the 35 to 49 years and 65 plus years age groups are significantly more satisfied with the following services compared to those aged 50 to 64 years: <ul style="list-style-type: none"> - Domestic, recycling and green waste collection service - Customer Service Centre - Waste disposal depot facilities - Residents aged 35 to 49 years are significantly more satisfied with street cleaning compared to residents aged 55 years and over. - Residents aged 65 plus years are significantly more satisfied with maintenance of local roads compared to those aged 50 to 64 years. - Residents aged 65 plus years are significantly more satisfied with maintenance and cleanliness of public toilets compared to those aged 35 to 64 years. - Residents aged 35 to 49 years are significantly more satisfied with management of parking in local areas compared to those aged 50 to 64 years.
Ward	<ul style="list-style-type: none"> - Residents of Ward 2 are significantly more satisfied with maintenance of local roads compared to other residents. - Residents of Ward 1 are significantly less satisfied with regulation of traffic flow in local area compared to other residents.
Length of time lived in Wollongong LGA	Nil

Table 2.8 compares results for this category for 2019 with previous survey results.

This category of services has seen strong improvement over the past two years, with ten of fifteen services recording significant increases in average satisfaction. This includes higher performing services such as the **Customer Service Centre** and **street cleaning** as well as lower rated services such as the **management** and **availability of parking in the city centre**.

There was significant improvement in a range of maintenance services including **bus shelters**, **footpaths**, **roads** and **public toilets** as well as **graffiti prevention and removal**.

All other services in this category are performing in-line with previous results from 2017.

Table 2.8 Direct Services – Internal Benchmarks

Direct Services	2010	2012	2014	2017	2019	Significant change since 2017
Domestic, recycling and green waste collection service	4.1	4.2	4.2	4.0	4.1	↔
Customer Service Centre	3.5	3.6	3.8	3.7	3.9	↑
Waste disposal depot facilities	3.4	3.4	3.4	3.6	3.7	↔
Street cleaning	3.3	3.3	3.4	3.2	3.7	↑
The hours Council public toilets are open	-	-	-	3.1	3.5	↑
Maintenance and cleanliness of bus shelters	3.0	3.2	3.3	3.0	3.5	↑
Graffiti prevention and removal	3.0	3.1	3.3	3.2	3.4	↑
Regulation of traffic flow in city centre	3.0	3.2	3.1	3.1	3.2	↔
Maintenance of footpaths	2.9	3.0	3.0	2.9	3.2	↑
Maintenance of local roads	2.8	2.8	3.1	2.7	3.1	↑
Maintenance and cleanliness of public toilets	2.5	2.6	2.9	2.8	3.1	↑
Regulation of traffic flow in local area	3.2	3.2	3.3	3.2	3.1	↔
Management of parking in local areas	3.2	3.1	3.2	3.0	3.1	↔
Management of parking in the city centre	2.3	2.5	2.4	2.3	2.6	↑
Availability of parking in city centre	2.5	2.5	2.5	2.3	2.5	↑

Table 2.9 compares benchmarked results for this category with an average of comparable metropolitan councils in NSW. A difference of ± 4 pts indicates a significant difference in performance.

Council is **outperforming** the average of comparable metropolitan councils in **street cleaning**, **maintenance and cleanliness of bus shelters** and **maintenance and cleanliness of public toilets**. Council is **underperforming** in the **availability of car parking in the city centre** [-14 pts]. All other services are performing in-line with comparable councils.

Table 2.9 Direct Services – External Benchmarks

Direct Services	Wollongong City Council 2019	Comparable Councils
Domestic, recycling and green waste collection service	80	77
Street cleaning	68	63
Maintenance and cleanliness of bus shelters	63	56
Maintenance of footpaths	56	54
Maintenance of local roads	54	53
Maintenance and cleanliness of public toilets	54	48
Availability of car parking in the city centre	37	51

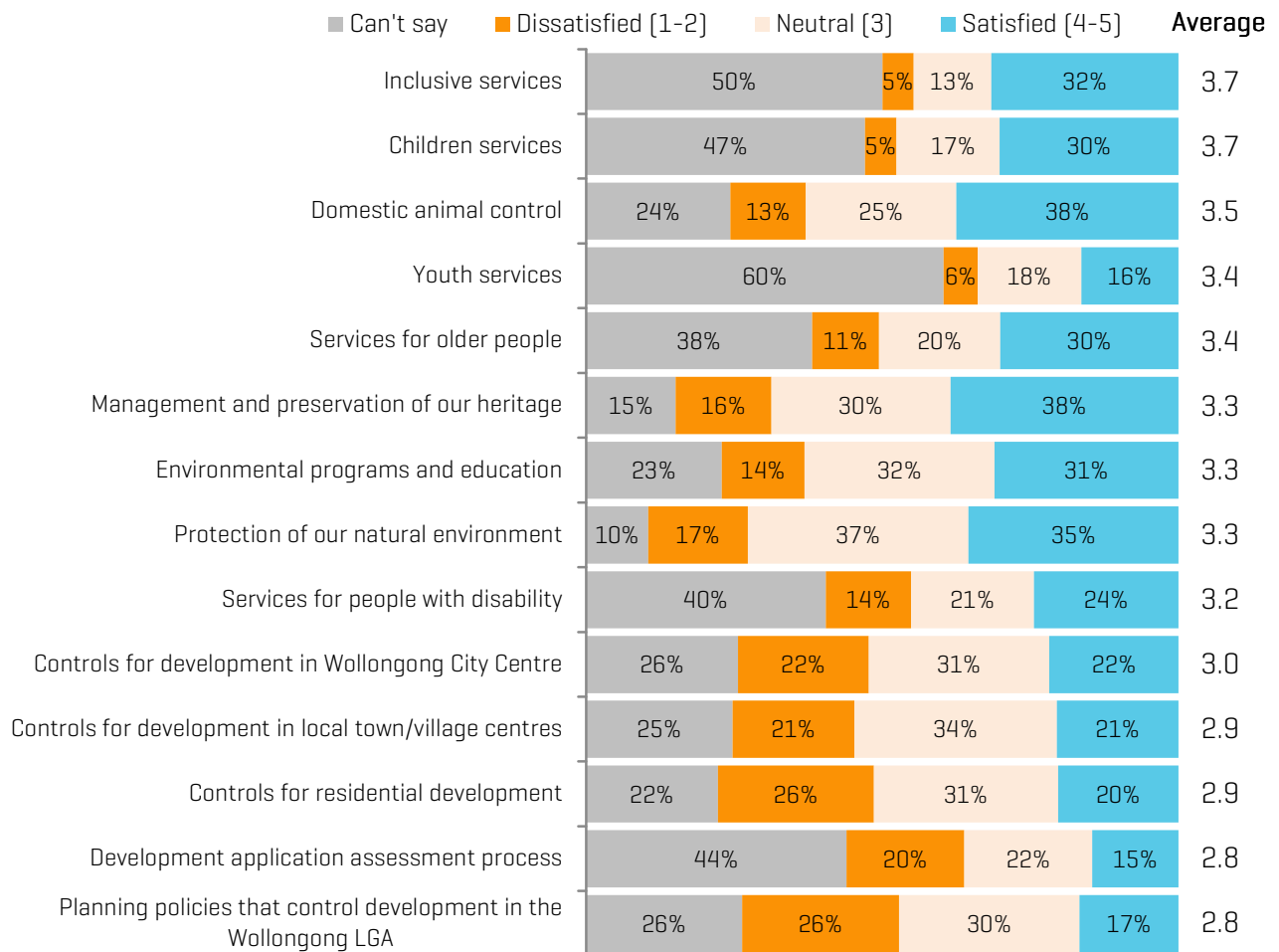
2.4 Indirect Services

Residents were asked to rate their satisfaction with 14 services within this category using a five-point scale.

The highest rated services within this category are **inclusive services** [3.7] and **children services** [3.7]. This is followed by **domestic animal control** [3.5], **youth services** [3.4] and **services for older people** [3.4].

Four services within this category recorded **low** average satisfaction ratings. These were all related to development. The lowest rated was **planning policies that control development in the Wollongong LGA** [2.8]. **Development application assessment process** [2.8], **controls for residential development** [2.9] and **controls for development in local town/village centres** [2.9].

Figure 2.3 Indirect Services – Satisfaction



Base: All respondents (n=614)

Table 2.10 lists significant differences among subgroups for this category of services. There are no significant differences by gender or length of time lived in Wollongong LGA.

Significant differences are mostly related to age. Residents aged 50 to 64 years are generally less satisfied with most services compared to other residents, particularly those aged 35 to 49 years and 65 plus years.

Residents aged 65 plus years are significantly more satisfied with **services for older people** and **services for people with a disability** compared to those aged 50 to 64 years.

Table 2.10 Indirect Services – Subgroup Analysis

Subgroup	Significant Differences
Gender	Nil
Age	<ul style="list-style-type: none"> - Residents in the 35 to 49 years and 65 plus years age groups are significantly more satisfied with the following services compared to those aged 50 to 64 years: <ul style="list-style-type: none"> - Inclusive services - Management and preservation of our heritage - Environmental programs and education - Protection of our natural environment - Controls for development in local town/village centres - Controls for residential development - Planning policies that control development in the Wollongong LGA - Residents in the 18 to 34 years and 65 plus years age groups are significantly more satisfied with domestic animal control compared to those aged 50 to 64 years. - Residents aged 18 to 49 years are significantly more satisfied with youth services compared to those aged 50 to 64 years. - Residents aged 65 plus years are significantly more satisfied with services for older people and services for people with a disability compared to those aged 50 to 64 years.
Ward	<ul style="list-style-type: none"> - Residents of Ward 3 are significantly more satisfied with youth services and environmental programs and education compared to residents of Ward 1. - Residents of Ward 2 are significantly more satisfied with development application and assessment process compared to residents of Ward 1.
Length of time lived in Wollongong LGA	Nil

Table 2.11 compares results for this category from 2019 with previous survey results.

The three lowest rated services in this category: **controls for residential development**, **development application assessment process** and **planning policies that control development in the Wollongong LGA** have recorded significant improvement in performance since 2017. **Domestic animal control** has also seen a significant increase in performance.

Services for older people is the only service within the survey that has recorded a significant decline in performance since 2017.

All other services within this category have maintained their level of performance since 2017.

Table 2.11 Indirect Services – Internal Benchmarks

Indirect Services	2010	2012	2014	2017	2019	Significant change since 2017
Inclusive services	-	-	-	3.6	3.7	↔
Children services	3.9	4.0	4.2	3.6	3.7	↔
Domestic animal control	3.3	3.3	3.4	3.3	3.5	↑
Youth services	3.6	3.3	4.2	3.4	3.4	↔
Services for older people	3.8	4.5	4.2	3.6	3.4	↓
Management and preservation of our heritage	3.3	3.2	3.5	3.2	3.3	↔
Environmental programs and education	3.4	3.4	3.6	3.3	3.3	↔
Protection of our natural environment	3.4	3.4	3.6	3.3	3.3	↔
Services for people with disability	3.3	4.2	4.2	3.3	3.2	↔
Controls for development in Wollongong City Centre	3.0	2.8	3.2	3.0	3.0	↔
Controls for development in local town/village centres	3.0	3.1	3.3	2.8	2.9	↔
Controls for residential development	3.1	3.0	3.3	2.7	2.9	↑
Development application assessment process	2.9	2.9	3.0	2.6	2.8	↑
Planning policies that control development in the Wollongong LGA	3.0	2.8	3.0	2.6	2.8	↑

Table 2.12 compares benchmarked results for this category with an average of comparable metropolitan councils in NSW. A difference of ± 4 pts indicates a significant difference in performance.

Youth services are outperforming the average of comparable metropolitan councils in NSW [+4 pts]. **Children services, domestic animal control, services for older people** and **protection of our natural environment** are performing in-line with comparable councils.

All other benchmarked services are **underperforming**.

Table 2.12 Indirect Services – External Benchmarks

Indirect Services	Wollongong City Council 2019	Comparable Councils
Children services	68	65
Domestic animal control	63	65
Youth services	61	57
Management and preservation of our heritage	61	65
Services for older people	60	62
Environmental programs and education	59	63
Protection of our natural environment	59	60
Services for people with a disability	56	60
Controls for residential development	49	54
Development application assessment process	47	51
Planning policies that control development in the Wollongong LGA	46	50

3 PRIORITISING SERVICES & FACILITIES

This section of the report aims to identify the key drivers of resident satisfaction via a deeper analysis of the relationship between overall satisfaction with Wollongong City Council and satisfaction with services and facilities as reported in the previous section.

3.1 Quadrant Analysis

Quadrant analysis simultaneously analyses the importance of a service in terms of driving overall satisfaction and the performance of services in terms of resident satisfaction. To do this, mean satisfaction scores are plotted against derived importance scores for each Council service. Importance scores are derived from regression analysis.

To form quadrants, the average derived importance score and average satisfaction score across all services and facilities were calculated. Services and facilities with a mean satisfaction score less than the overall average were classified as 'low' performing while those with a mean score above the average were classified as 'high' performing. Similarly, services and facilities have 'high' or 'low' importance depending on their position above or below the overall average.

These scores do not suggest the service or facility is not important in the personal lives of residents. It strictly relates to importance in creating overall satisfaction with Council. Areas of personal analysis are examined in Section 3.3: Residents' Wish List.

Figure 3.1 [over-page] is Council's performance/importance quadrant.

1. The upper right quadrant [high importance and high satisfaction] represents current service strengths or 'Strategic Advantages'.
2. The upper left quadrant [high importance but low satisfaction] denotes services where satisfaction should be improved or 'Key Vulnerabilities'.
3. The lower left quadrant [relatively lower importance and relatively lower satisfaction] represents lower priority service dimensions or 'Potential Vulnerabilities'.
4. The lower right quadrant [relatively lower importance and high satisfaction] represent Council's 'Differentiators'.

Figure 3.1 Quadrant Analysis

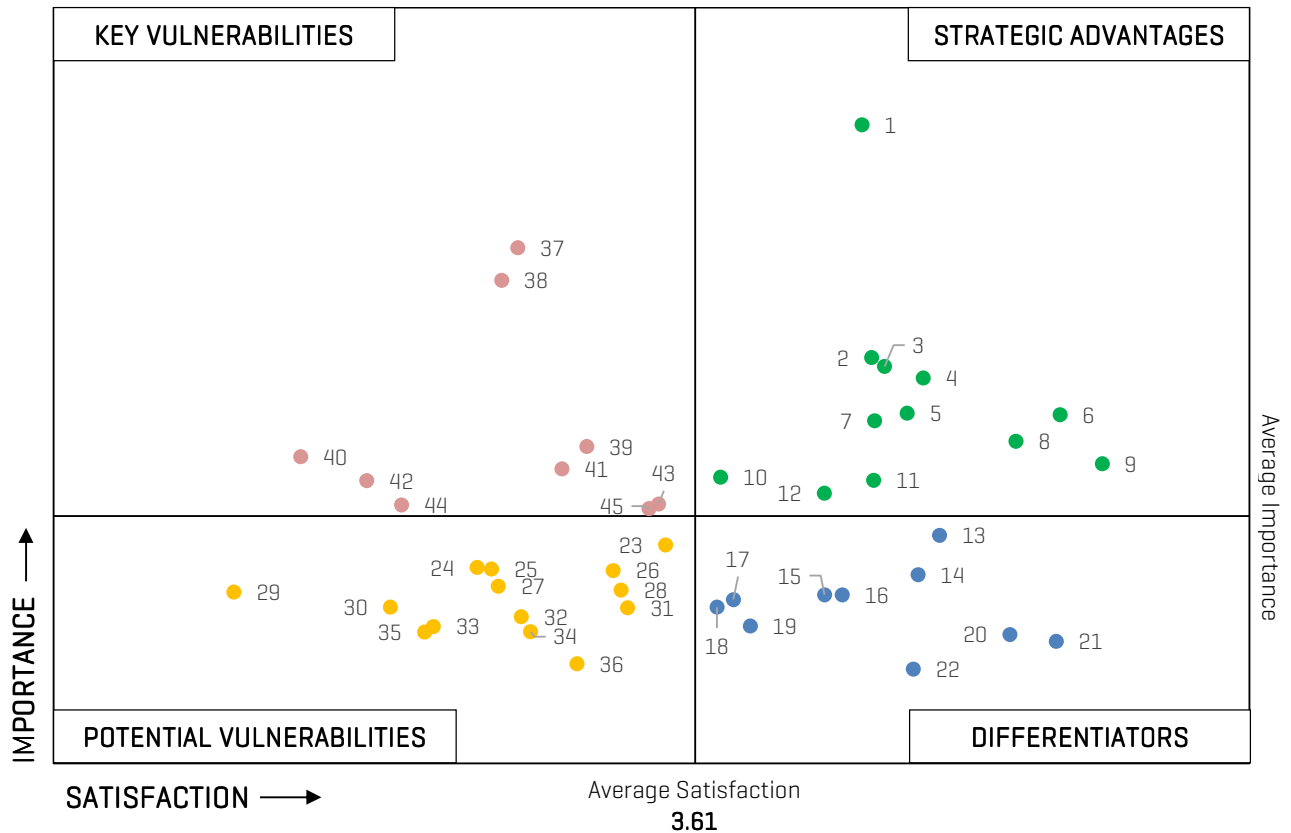


Table 3.1 Quadrant Analysis

KEY VULNERABILITIES	STRATEGIC ADVANTAGES
37 - Maintenance of footpaths 38 - Maintenance of local roads 39 - Management and preservation of our heritage 40 - Management of parking in the city centre 41 - Protection of our natural environment 42 - Planning policies that control development in the Wollongong LGA 43 - Maintenance and cleanliness of bus shelters 44 - Controls for residential development 45 - Domestic animal control	1 - Cycle ways/shared pathways 2 - Local branch library 3 - Wollongong Art Gallery 4 - Parks, open spaces and sports fields for active sport or recreation activities 5 - Tidal rock pools 6 - Patrolled beaches 7 - Domestic, recycling and green waste collection service 8 - Wollongong Library 9 - Botanic Garden 10 - Street cleaning 11 - Council heated pools 12 - Children's playgrounds
POTENTIAL VULNERABILITIES	DIFFERENTIATORS
23 - The hours Council public toilets are open 24 - Management of parking in local areas 25 - Regulation of traffic flow in local area 26 - Graffiti prevention and removal 27 - Maintenance and cleanliness of public toilets 28 - Services for older people 29 - Availability of parking in city centre 30 - Development application assessment process 31 - Youth services 32 - Regulation of traffic flow in city centre 33 - Controls for development in Wollongong City Centre 34 - Services for people with disability 35 - Controls for development in local town/village centres 36 - Environmental programs and education	13 - Leisure centres (Beaton Park and Lakeside) 14 - Parks, open spaces and sports fields for passive recreation purpose 15 - Customer Service Centre 16 - Community hall/centre 17 - Waste disposal depot facilities 18 - Children services 19 - Inclusive services 20 - Illawarra Performing Arts Centre and Town Hall 21 - District library and community centre 22 - Public swimming pools (free entry)



Services in the upper right quadrant are **Strategic Advantages** – these have an important impact on creating overall satisfaction with Wollongong City Council and their performance is above average.


Council's 12 **Strategic Advantages** include:

- ▶ Cycle ways/shared pathways
- ▶ Local branch library (e.g. Helensburgh, Unanderra)
- ▶ Wollongong Art Gallery
- ▶ Parks, open spaces and sports fields for active sport or recreation activities
- ▶ Tidal rock pools
- ▶ Patrolled beaches
- ▶ Domestic, recycling and green waste collection service
- ▶ Wollongong Library
- ▶ Botanic Garden
- ▶ Street cleaning
- ▶ Council heated pools
- ▶ Children's playgrounds

Services in the upper left quadrant are **Key Vulnerabilities** – services which have an important impact on creating overall satisfaction but are performing below average. These services are regarded as Council's **foremost** priorities.

Council's nine **Key Vulnerabilities** include:

- ▶ Maintenance of footpaths
- ▶ Maintenance of local roads
- ▶ Management and preservation of our heritage
- ▶ Management of parking in the city centre
- ▶ Protection of our natural environment
- ▶ Planning policies that control development in the Wollongong LGA
- ▶ Maintenance and cleanliness of bus shelters
- ▶ Controls for residential development
- ▶ Domestic animal control



All other services are classified as **Differentiators** or **Potential Vulnerabilities** based on whether they are performing above or below average, respectively. Improvement in the performance of these services will not have a large, significant impact on overall satisfaction with the services provided by Council.

There is a positive relationship between satisfaction and importance which shows that Council's higher performing services generally have a stronger impact on creating overall satisfaction compared to the lower performing services.

Table 3.2 [over page] reports quadrant analysis by service category. Council's highest performing category is **Facilities**. All services within this category are performing above average and been classified as **strategic advantages** or **differentiators** depending on their impact on creating overall satisfaction with Council.

Council's **key vulnerabilities** are shared between both categories of services. **Domestic, recycling and green waste collection service** and **street cleaning** are the only Council services which are classified as **strategic advantages**.

Table 3.2 Quadrant Analysis by Service Category

Facilities
Botanic Garden
Children's playgrounds
Council heated pools
Cycle ways/shared pathways
Local branch library
Parks, open spaces and sports fields for active sport or recreation activities
Patrolled beaches
Tidal rock pools
Wollongong Art Gallery
Wollongong Library
Community hall/centre
District library and community centre
Illawarra Performing Arts Centre and Town Hall
Leisure centres [Beaton Park and Lakeside]
Parks, open spaces and sports fields for passive recreation purpose
Public swimming pools (free entry)
Direct Services
Domestic, recycling and green waste collection service
Street cleaning
Customer Service Centre
Waste disposal depot facilities
Availability of parking in city centre
Graffiti prevention and removal
Maintenance and cleanliness of public toilets
Management of parking in local areas
Regulation of traffic flow in city centre
Regulation of traffic flow in local area
The hours Council public toilets are open
Maintenance and cleanliness of bus shelters
Maintenance of footpaths
Maintenance of local roads
Management of parking in the city centre
Indirect Services
Children services
Inclusive services
Controls for development in local town/village centres
Controls for development in Wollongong City Centre
Development application assessment process
Environmental programs and education
Services for older people
Services for people with disability
Youth services
Controls for residential development
Domestic animal control
Management and preservation of our heritage
Planning policies that control development in the Wollongong LGA
Protection of our natural environment

Satisfaction with Council services and facilities by Overall satisfaction rating

Table 3.3 (over page) compares average satisfaction with Council services and facilities across levels of overall satisfaction. The five highest and lowest performing services for each level have been highlighted in order to show which services are high and low performing among all residents and which are high and low performing among particular overall satisfaction rating groups.

The five highest performing services and facilities are consistent across all residents regardless of their overall satisfaction score. These include:

- ▶ **Patrolled beaches**
- ▶ **Botanic Garden**
- ▶ **District library and community centre**
- ▶ **Wollongong Library**
- ▶ **Illawarra Performing Arts Centre and Town Hall**

Availability of parking in the city centre, management of parking in the city centre and planning policies that control development in the Wollongong LGA are among the lowest rated services across all overall satisfaction levels.

The **development application assessment process** is among the lowest rated for both dissatisfied and satisfied residents while **controls for residential development** is among the lowest rated for both dissatisfied and neutral residents.

Table 3.3 Satisfaction with services and facilities by Overall satisfaction rating

Council Services & Facilities	Overall Satisfaction Rating		
	Dissatisfied (1-2)	Neutral (3)	Satisfied (4-5)
Patrolled beaches	4.2	4.3	4.7
Botanic Garden	4.5	4.6	4.7
District library and community centre	4.1	4.5	4.6
Wollongong Library	4.4	4.2	4.5
Illawarra Performing Arts Centre and Town Hall	4.1	4.4	4.5
Tidal rock pools	3.8	3.8	4.5
Parks, open spaces and sports fields for active sport or recreation activities	3.5	3.9	4.4
Parks, open spaces and sports fields for passive recreation purpose	3.6	3.9	4.4
Public swimming pools (free entry)	3.6	4.0	4.4
Domestic, recycling and green waste collection service	3.2	3.8	4.4
Cycle ways/shared pathways	2.5	3.8	4.3
Leisure centres (Beaton Park and Lakeside)	4.0	4.1	4.3
Customer Service Centre	2.5	3.7	4.3
Wollongong Art Gallery	3.9	3.7	4.3
Council Heated pools	3.5	3.9	4.2
Local branch library	3.7	4.0	4.2
Community hall/centre	3.4	3.8	4.1
Inclusive services	3.0	3.2	4.1
Children's playgrounds	3.2	3.9	4.1
Street cleaning	2.5	3.4	4.0
Waste disposal depot facilities	2.6	3.4	4.0
Children services	2.9	3.2	4.0
Domestic animal control	2.6	3.1	3.9
The hours Council public toilets are open	2.5	3.4	3.8
Management and preservation of our heritage	2.0	2.9	3.8
Youth services	2.9	3.1	3.7
Maintenance and cleanliness of bus shelters	2.4	3.4	3.7
Graffiti prevention and removal	2.5	3.1	3.7
Protection of our natural environment	2.2	2.9	3.6
Environmental programs and education	2.3	3.0	3.6
Services for older people	2.4	3.3	3.6
Services for people with disability	2.0	2.8	3.6
Maintenance of footpaths	1.9	2.8	3.6
Maintenance of local roads	1.9	2.7	3.5
Regulation of traffic flow in city centre	2.1	3.0	3.5
Regulation of traffic flow in local area	2.1	2.7	3.4
Maintenance and cleanliness of public toilets	2.2	2.9	3.4
Controls for development in Wollongong City Centre	1.9	2.4	3.4
Management of parking in local areas	2.0	2.8	3.4
Controls for residential development	1.5	2.5	3.3
Controls for development in local town/village centres	1.8	2.6	3.3
Development application assessment process	1.5	2.6	3.3
Planning policies that control development in the Wollongong LGA	1.7	2.4	3.3
Management of parking in the city centre	1.3	2.3	3.0
Availability of parking in city centre	1.4	2.1	2.8



Satisfaction with Council services and facilities by Frequency of hearing negative media

Table 3.4 (over page) compares average satisfaction with Council services and facilities by frequency of hearing negative news and media. This analysis is intended to highlight how negative media can influence perceptions of the performance of Council services and facilities.

Residents who rarely hear negative stories or comments regarding Council (‘yearly’ or ‘never’) recorded higher average satisfaction ratings on a range of Council services and facilities compared to those who hear negative media more frequently (‘weekly or more often’ or ‘monthly’).

This includes services related to parking, development, environment, heritage and maintenance and several facilities including parks, pools and cycle ways/shared pathways.

Table 3.4 Satisfaction with services and facilities by Frequency of hearing negative media

Council Services & Facilities	Frequency of hearing negative media				
	Weekly or more often	Monthly	Yearly	Never	I don't know
Botanic Garden	4.7	4.6	4.7	4.5	4.6
Patrolled beaches	4.4	4.3	4.7	4.7	4.6
District library and community centre	4.5	4.5	4.5	4.7	4.4
Wollongong Library	4.4	4.3	4.4	4.7	4.4
Illawarra Performing Arts Centre and Town Hall	4.5	4.4	4.5	4.3	4.1
Leisure centres (Beaton Park and Lakeside)	3.9	4.3	4.3	4.3	4.4
Parks, open spaces and sports fields for active sport or recreation activities	3.9	4.0	4.3	4.6	4.2
Parks, open spaces and sports fields for passive recreation purpose	4.0	4.1	4.2	4.5	4.1
Public swimming pools (free entry)	3.9	4.0	4.4	4.5	4.0
Tidal rock pools	4.0	4.1	4.3	4.5	3.9
Wollongong Art Gallery	3.9	4.0	4.4	3.9	4.2
Domestic, recycling and green waste collection service	3.9	3.8	4.2	4.4	4.1
Council heated pools	3.5	4.1	4.4	4.3	4.1
Local branch library	3.5	4.1	4.2	4.4	4.3
Cycle ways/shared pathways	3.7	3.8	4.3	4.3	4.1
Community hall/centre	3.8	4.0	4.0	4.1	4.2
Customer Service Centre	3.8	3.7	4.2	4.3	3.6
Children's playgrounds	3.8	3.8	4.0	4.2	4.0
Inclusive services	3.5	3.6	4.0	3.9	3.4
Waste disposal depot facilities	3.4	3.6	3.7	4.0	3.9
Street cleaning	3.6	3.4	3.9	4.1	3.5
Children services	3.2	3.5	3.8	4.0	3.9
The hours Council public toilets are open	3.4	3.5	3.6	3.7	3.4
Maintenance and cleanliness of bus shelters	3.4	3.5	3.6	3.7	3.5
Domestic animal control	3.2	3.3	3.7	3.8	3.3
Youth services	3.1	3.4	3.6	3.6	3.4
Services for older people	3.4	3.3	3.5	3.6	3.5
Graffiti prevention and removal	3.2	3.2	3.6	3.7	3.3
Management and preservation of our heritage	3.0	3.1	3.5	3.9	3.3
Environmental programs and education	3.1	3.4	3.4	3.3	3.2
Protection of our natural environment	2.8	3.0	3.6	3.6	3.3
Services for people with disability	2.8	3.1	3.3	3.5	3.3
Regulation of traffic flow in city centre	2.9	3.0	3.3	3.5	3.1
Maintenance of footpaths	2.7	2.9	3.4	3.7	3.1
Maintenance of local roads	2.7	2.8	3.5	3.5	3.1
Maintenance and cleanliness of public toilets	2.9	3.1	3.2	3.5	2.9
Regulation of traffic flow in local area	2.8	3.0	3.2	3.5	3.0
Management of parking in local areas	2.7	2.9	3.0	3.6	3.2
Controls for development in Wollongong City Centre	2.4	2.8	3.2	3.5	2.8
Controls for development in local town/village centres	2.4	3.0	3.2	3.2	2.7
Controls for residential development	2.6	2.8	3.1	3.1	2.7
Development application assessment process	2.1	2.9	3.2	3.2	2.5
Planning policies that control development in the Wollongong LGA	2.1	2.7	3.2	3.1	2.6
Management of parking in the city centre	2.1	2.5	2.8	2.9	2.6
Availability of parking in city centre	2.1	2.4	2.7	2.8	2.2

3.2 Facility Utilisation

In order to further analyse the relationship between performance and usage, satisfaction scores have been mapped against usage rates in order to determine which facilities are underutilised.

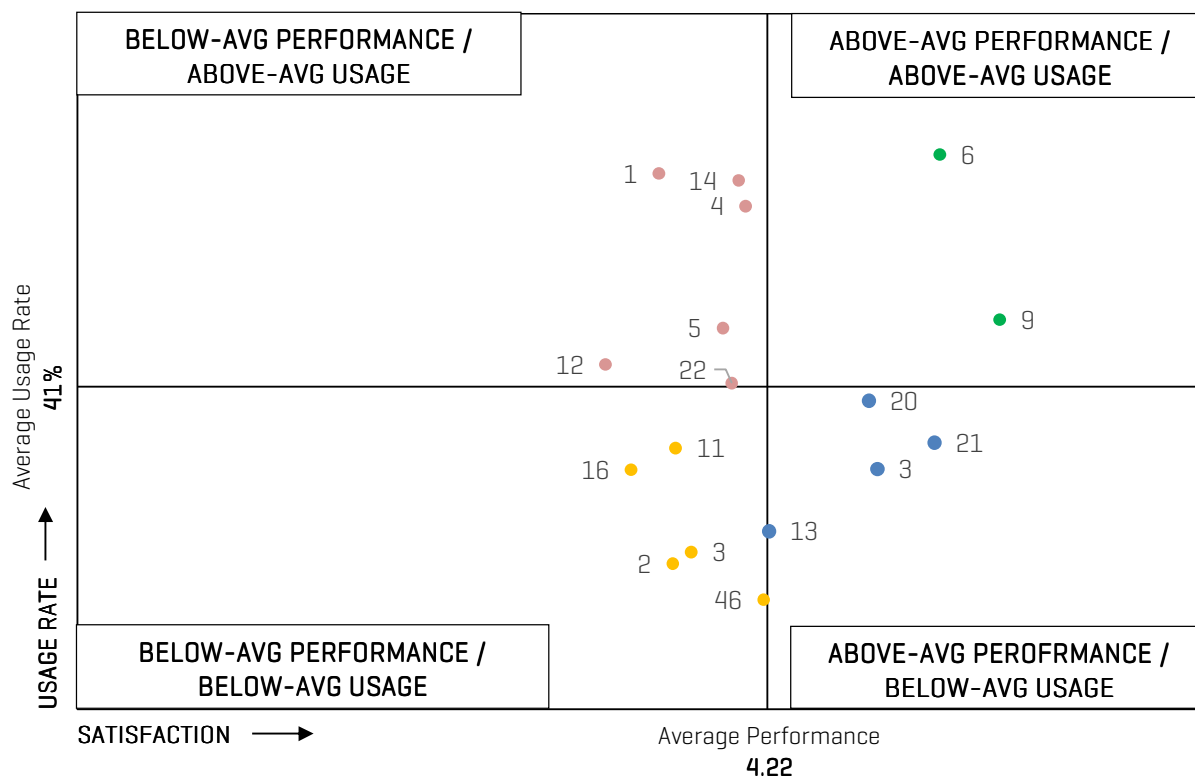
The facilities provided by Wollongong City Council are **high performing**. As such, the average satisfaction score is 4.22. The performance of facilities is referred to as 'above' or 'below' average rather than 'high' or 'low' performing.

Patrolled beaches and **Botanic Garden** are above-average performing facilities and are used by an above-average proportion of residents.

Wollongong Art Gallery, leisure centres, Illawarra Performing Arts and Town Hall and **district library and community centres** are above-average performing facilities but have below average usage rates. These facilities are currently underutilised. Council could encourage patronage by hosting Council events or encouraging further place activation in the areas surrounding these facilities.

Cycle ways/shared pathways, parks open spaces and sports fields for both active and passive recreation purposes are the most used facilities that are currently performing below average. However, due to the general high performance of Council's facilities, these facilities are not regarded as high priorities compared to other Council services.

Figure 3.2 Performance/Usage Quadrant



Note: The average performance score only includes the facilities in the quadrant. The performance score for Library is the average satisfaction rating for 'library services'.

Table 3.5 Performance/Usage Quadrant

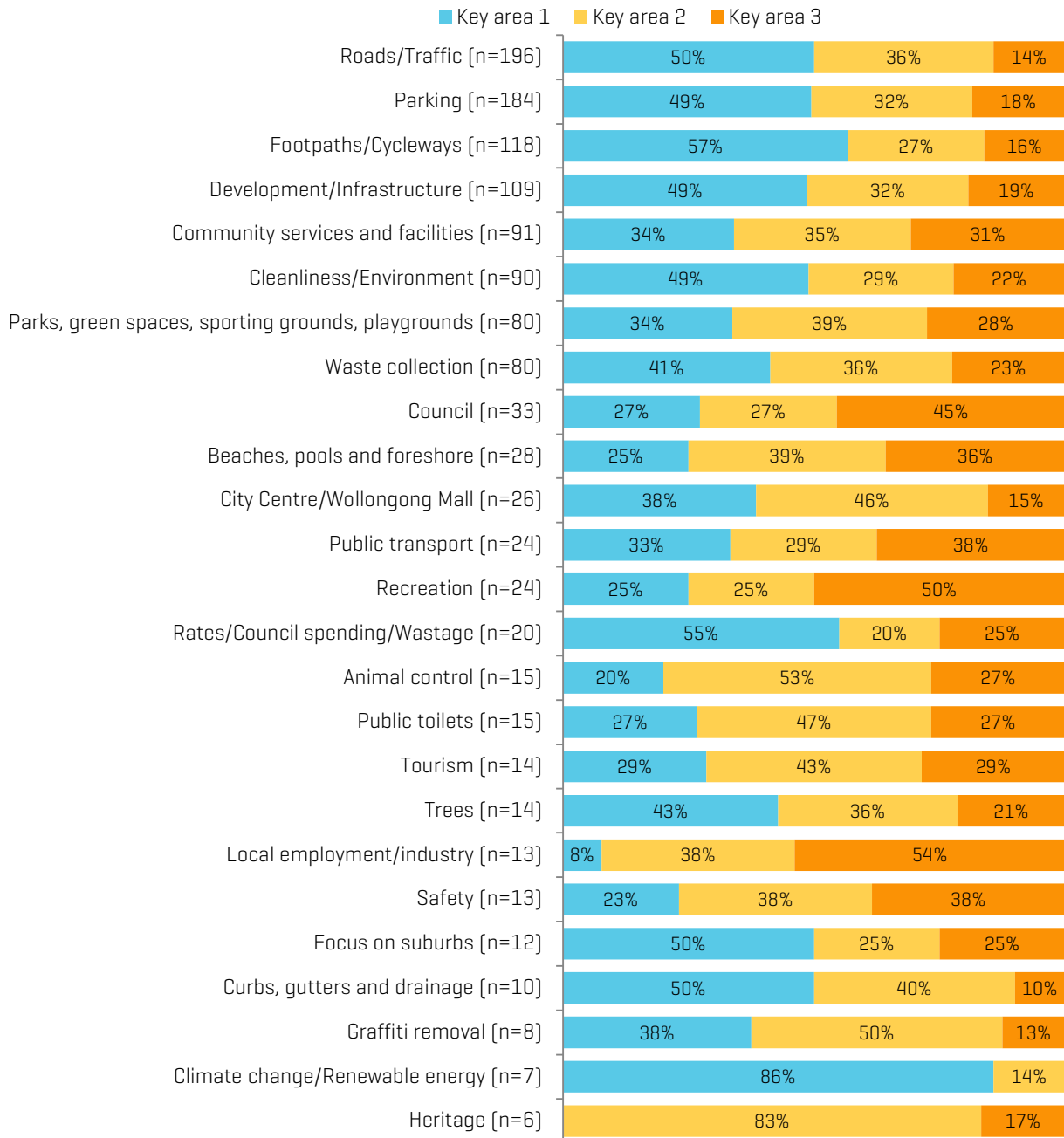
BELOW-AVG PERFORMANCE ABOVE-AVG USAGE	ABOVE-AVG PERFORMANCE ABOVE-AVG USAGE
1 – Cycle ways/shared pathways 5 – Tidal rock pools 4 – Parks, open spaces and sports fields for active sport or recreation 12 – Children’s playgrounds 14 – Parks, open spaces and sports fields for passive recreation purpose 22 – Public swimming pools (free entry)	6 – Patrolled beaches 9 – Botanic Garden
BELOW-AVG PERFORMANCE BELOW-AVG USAGE	ABOVE-AVG PERFORMANCE BELOW-AVG USAGE
2 – Local branch library 3 – Wollongong Art Gallery 11 – Council heated pools 16 – Community hall/centre 46 – Russell Vale Golf Course (The Vale)	3 – Wollongong Art Gallery 13 – Leisure centres (Beaton Park and Lakeside) 20 – Illawarra Performing Arts and Town Hall 21 – District library and community centre

Note: Numbering is consistent with the Quadrant Analysis.

3.3 Residents' Wish List

Residents were asked to name up to three key areas which they would like Council to focus on over the next three years. A full list of open-ended responses has been provided to Council in a separate report.

Figure 3.3 Residents' Wish List



Roads/Traffic [n=196]

The most common key area named by respondents is roads and traffic. These residents cited maintenance of roads, traffic flow and upgrades as the main issues that require Council's focus. Most of these responses referred to the general maintenance of roads, with some residents specifying issues such as potholes, the width of roads and resurfacing.

Residents also cited traffic flow as a major issue. These responses specifically mentioned areas such as the Wollongong City Centre, northern suburbs such as Thirroul and Bulli and other suburbs such as West Dapto. Several responses related to traffic flow included a focus on safety while others mentioned traffic around school zones.

Parking [184]

Parking was the second most common key area named by respondents. These responses covered the availability of parking, costs, access to disability parking and areas where parking is a significant issue. A significant number of the responses concerning the availability of parking specifically mentioned the City Centre and CBD areas. Other areas mentioned include Thirroul, Austinmer, Helensburgh and Figtree. Residents were also concerned with the lack of free parking and access to parking for people with disability.

Footpaths/Cycleways [n=118]

These responses covered the maintenance, provision and connectivity of footpaths, cycleways and shared paths. These residents would like to see Council focus on regular maintenance and improvements in the quality of footpaths and cycleways as well as increasing the connectivity of these paths. Specific areas mentioned include Bellambi, Coedale, Helensburgh, Stuart Park, North Wollongong and Horsley.

Development/Infrastructure [n=109]

These responses generally concerned the rate of development in the Wollongong LGA. These residents would like to see further control in high-rise development, especially in the City Centre and CBD areas. Several responses related to the development assessment process. Residents also cited infrastructure needs such as installing a lift at Unanderra train station and developing the Bellambi boat ramp.

4 ORGANISATIONAL SKILLS

This section of the report covers Council’s organisational skills. It includes satisfaction with Council’s staff and perceptions of residents regarding Council as an organisation.

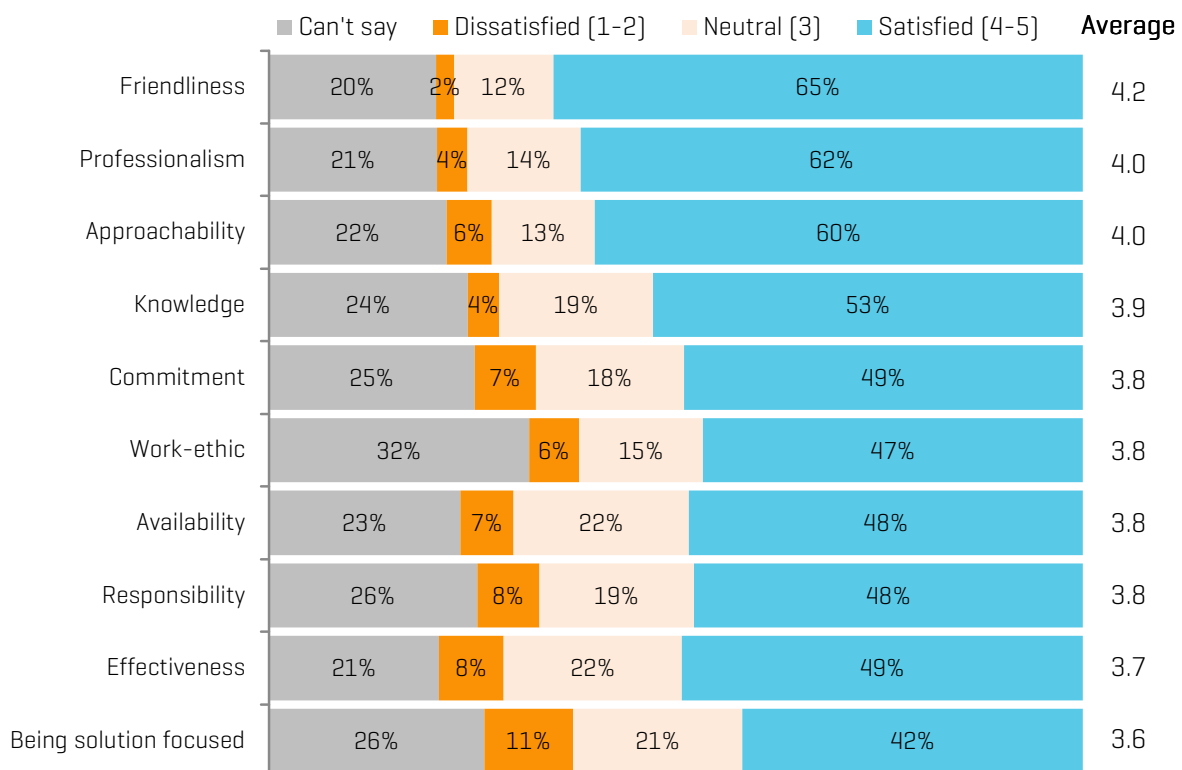
4.1 Satisfaction with Council’s staff

Residents were asked to rate their satisfaction with ten aspects related to Council’s staff using a five-point scale where 1 meant ‘not at all satisfied’ and 5 meant ‘very satisfied’.

Eight of the ten aspects recorded **high** average satisfaction ratings [above 3.75]. Residents are most satisfied with the **friendliness** of Council staff [4.2]. Sixty-five percent [65%] of residents are satisfied with this aspect. This was followed by Council’s **professionalism** [4.0], **approachability** [4.0] and **knowledge** [3.9].

The aspect which recorded the lowest rating was **being solution focused** [3.6]. However, the proportion of residents satisfied with this aspect [42%] far outweighed the proportion that were dissatisfied [11%].

Figure 4.1 Satisfaction with Council’s staff



Base: All respondents [n=614]

Table 4.1 lists significant differences in average satisfaction among subgroups. There are no significant differences by gender or length of time lived in Wollongong LGA.

Residents in the 50 to 64 years age group are significantly less satisfied with nine of the ten aspects [apart from **friendliness**] compared to at least one other age group.

Table 4.1 Satisfaction with Council’s staff – Subgroup Analysis

Subgroup	Significant Differences
Gender	Nil
Age	<ul style="list-style-type: none"> - Residents aged 50 to 64 years were significantly less satisfied with the following aspects compared to those aged 35 to 49 years and 65 plus years: <ul style="list-style-type: none"> - Professionalism - Approachability - Knowledge - Work-ethic - Availability - Responsibility - Effectiveness - Residents aged 65 plus years are significantly more satisfied with the following aspects compared to those aged 50 to 64 years: <ul style="list-style-type: none"> - Commitment - Being solution focused
Ward	- Residents of Ward 3 are significantly more satisfied with friendliness and approachability compared to residents of Ward 1.
Length of time lived in Wollongong LGA	Nil

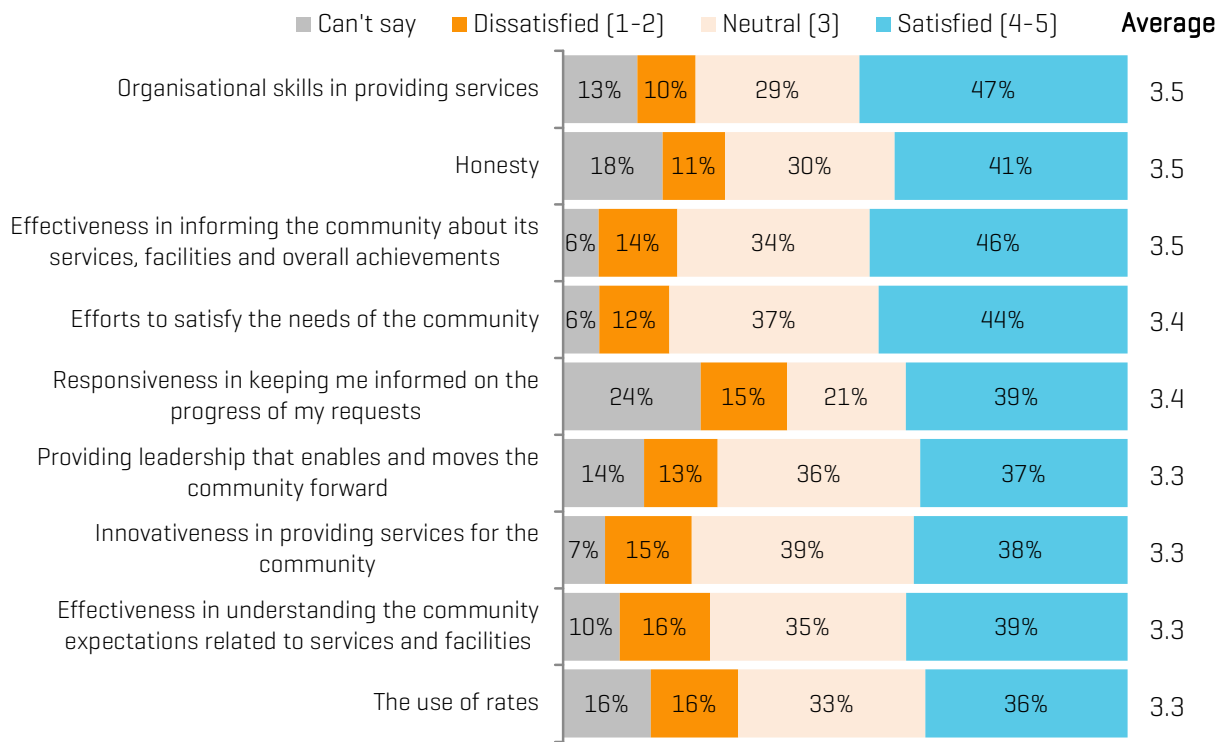
In the Community Satisfaction Survey 2017, satisfaction with these aspects was measured for customer service staff and other staff separately. Therefore, there are no comparisons made with previous data.

4.2 Perceptions of Council’s organisational skills

Residents were asked to rate their satisfaction with nine aspects related to Council’s organisational skills using a five-point scale where 1 meant ‘not at all satisfied’ and 5 meant ‘very satisfied’.

All aspects recorded medium average satisfaction ratings. Residents are most satisfied with **organisational skills in providing services** (3.5), **honesty** (3.5) and **effectiveness in informing the community about its services, facilities and overall achievements** (3.5).

Figure 4.2 Perceptions of Council’s organisational skills



Base: All residents (n=614)

Table 4.2 lists significant differences among subgroups. There are no significant differences by gender, ward and length of time lived in Wollongong LGA.

All significant differences were related to age. Residents aged 50 to 64 years were generally less satisfied with Council’s organisational skills compared to other residents.

Table 4.2 Perceptions of Council’s organisational skills – Subgroup Analysis

Subgroup	Significant Differences
Gender	Nil
Age	<ul style="list-style-type: none"> - Residents aged 50 to 64 years were significantly less satisfied with the following aspects compared to those aged 35 to 49 years and 65 plus years: <ul style="list-style-type: none"> - Efforts to satisfy the needs of the community - Providing leadership that enables and moves the community forward - Innovativeness in providing services for the community - Effectiveness in understanding the community expectations related to services and facilities - The use of rates - Residents aged 50 to 64 years are significantly less satisfied with organisation skills in providing services compared to all residents. - Residents aged 65 plus years are significantly more satisfied with honesty compared to those aged 65 plus years.
Ward	Nil
Length of time lived in Wollongong LGA	Nil

Table 4.3 compares average satisfaction ratings for 2019 with previous survey results in 2017.

There has been a statistically significant increase in average satisfaction for eight of the nine organisational skills since 2017.

The exception is **innovativeness in providing services for the community**, which has maintained its level of average satisfaction [3.3].

Table 4.3 Perceptions of Council’s organisational skills – Internal Benchmarks

	2017	2019	Significant Difference
Organisational skills in providing services	3.1	3.5	↑
Honesty	3.1	3.5	↑
Effectiveness in informing the community about its services, facilities and overall achievements	3.2	3.5	↑
Efforts to satisfy the needs of the community	3.2	3.4	↑
Responsiveness in keeping me informed on the progress of my requests	3.0	3.4	↑
Providing leadership that enables and moves the community forward	2.9	3.3	↑
Innovativeness in providing services for the community	3.3	3.3	↔
Effectiveness in understanding the community expectations related to services and facilities	3.0	3.3	↑
The use of rates	2.9	3.3	↑

Table 4.4 compares the perceptions of Council’s organisational skills by frequency of hearing negative media regarding Council.

Residents who hear or read negative stories or comments more frequently have lower perceptions of Council’s organisational skills.

Table 4.4 Organisational skills by Frequency of hearing negative media

Organisational Skills	Frequency of hearing negative media				
	Weekly or more often	Monthly	Yearly	Never	I don't know
Organisational skills in providing services	2.9	3.4	3.8	3.7	3.7
Honesty	2.8	3.3	3.7	4.0	3.6
Effectiveness in informing the community about its services, facilities and overall achievements	2.7	3.5	3.7	3.9	3.4
Efforts to satisfy the needs of the community	2.8	3.2	3.7	3.8	3.4
Responsiveness in keeping me informed on the progress of my requests	2.6	3.3	3.7	3.9	3.7
Providing leadership that enables and moves the community forward	2.6	3.1	3.7	3.8	3.3
Innovativeness in providing services for the community	2.7	3.1	3.6	3.7	3.3
Effectiveness in understanding the community expectations related to services and facilities	2.6	3.1	3.6	4.0	3.2
The use of rates	2.7	3.2	3.6	3.8	3.0

Residents were asked to rate their agreement with the statement, 'I am satisfied with the overall performance of Wollongong City Council over the past 12 months' using a five-point scale where 1 meant 'strongly disagree' and 5 meant 'strongly agree'.

In total, 55 percent of customers agreed with the statement, with 13 percent giving the highest rating of 5. Twelve percent [12%] disagreed while 32 percent provided a neutral rating of 3.

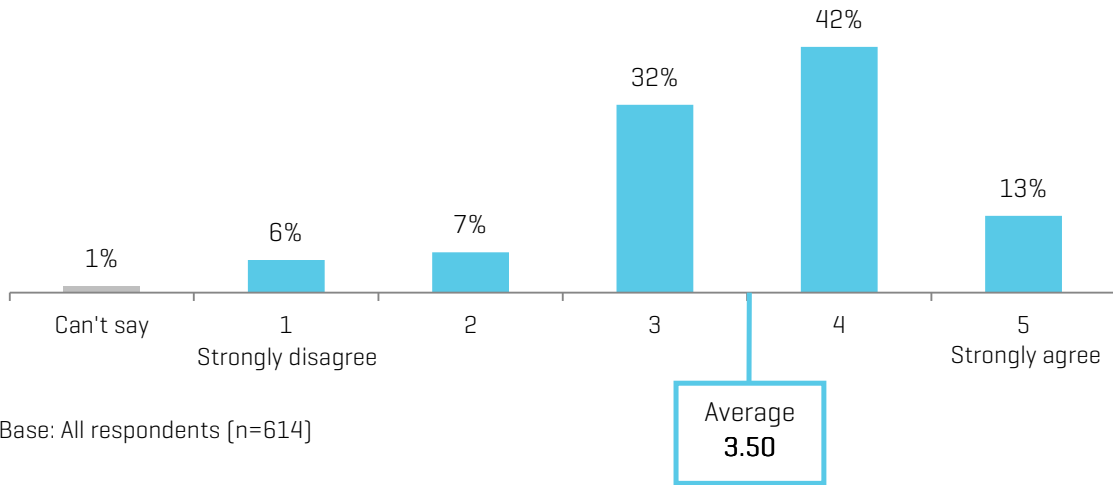
These results combined for an average agreement rating of 3.50.

The average agreement rating is **in-line** with the previous result from 2017 [3.4].

The average agreement ratings for residents aged 35 to 49 years [3.7] and 65 plus years [3.6] were significantly higher compared to residents aged 50 to 64 years [3.2]. There were no other significant differences among subgroups.

Figure 4.3 Satisfaction with overall performance

'I am satisfied with the overall performance of Wollongong City Council over the past 12 months.'



4.3 How improvement in skills drove higher satisfaction

In the Community Satisfaction Survey 2017, mediation analysis uncovered that improvement in Council's organisational skills would strengthen the performance of 24 services and facilities. Results for 2019 show that **the performance of 15 of these services and facilities** have seen statistically significant improvement. The remaining nine services and facilities have all maintained their level of performance since 2017.

These results combined for a significant increase in overall satisfaction with Wollongong City Council, up 0.2 pts to 3.6. This result shows the importance of the mediation analysis conducted in 2017. Improvement in Council's organisational skills further strengthened the performance of Council's service provision.

Mediation analysis conducted on the results from the Community Satisfaction Survey 2019 did not uncover the same strength and mediating effects of the relationships between Council's organisational skills, satisfaction with services and facilities and overall satisfaction with Council as it did in 2017.

We recommend Council to conduct qualitative research before the design of the next Community Satisfaction Survey to gain an understanding into the current issues and priorities among residents which can feed into future mediation analysis in place of Council's organisational skills.

Table 4.5 lists the grouping of services and facilities from mediation analysis conducted in 2017 and the change in average satisfaction from 2017 to 2019.

Groups in bold text were highlighted as services and facilities where improvement in one service would also improve perceptions of other services within the group. The results show that there was generally shared improvement in the perceptions of the highlighted groups.

Table 4.5 Improvement by 2017 grouping of services and facilities

FACILITIES	Botanic Garden	↑
	Wollongong City Centre Library	↔
	District library and community centre	↑
	Local branch library	↑
	Community hall/centre	↔
	Council heated pools	↔
	Leisure centres	↑
	Cycle ways/shared pathways	↔
	Patrolled beaches	↔
	Tidal rock pools	↔
Public swimming pools (free entry)	↔	
City Gallery	↔	
Illawarra Performing Arts Centres	↔	
DIRECT SERVICES	Maintenance of local roads	↑
	Street cleaning	↑
	Maintenance of footpaths	↑
	Maintenance and cleanliness of bus shelters	↑
	Graffiti prevention and removal	↑
	Management of parking in the City Centre	↑
	Management of parking in local areas	↔
	Availability of parking in the City Centre	↑
	The hours Council public toilets are open	↑
	Regulation of traffic flow in local areas	↔
	Regulation of traffic flow in the City Centre	↔
	Maintenance and cleanliness of public toilets	↑
Domestic, recycling, green waste collection	↔	
Waste disposal depot facilities	↔	
Customer Service Centre	↑	
INDIRECT SERVICES	Development application assessment process	↑
	Planning policies in the Wollongong LGA	↑
	Controls for residential development	↑
	Controls for development in local towns	↔
	Controls for development in City Centre	↔
	Children services	↔
	Youth services	↔
	Services for elderly	↓
	Disability services	↔
	Inclusive services	↔
	Management and preservation of heritage	↔
	Protection of our natural environment	↔
	Environmental programs and education	↔
Domestic animal control	↑	

5 CUSTOMER SERVICES

This section of the report covers Wollongong City Council's customer services. This includes methods of contact, reasons for contacting Council and satisfaction with the experience of customers.

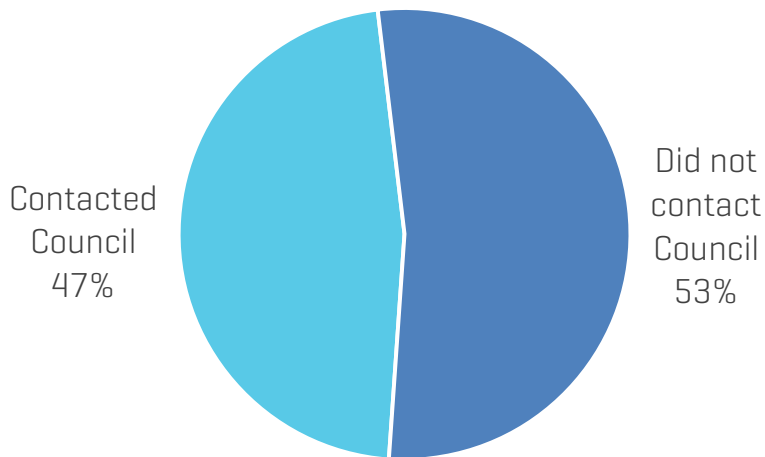
5.1 Recent contact with Council

Residents were asked whether they have contacted Council in the past 12 months.

Forty-seven percent (47%) of residents have contacted Council in the past 12 months. This result has **declined** nine percent [9% pts] compared to 2017.

The proportion of residents aged 65 plus who contacted Council was significantly **lower** compared to the 35 to 49 years and 50 to 64 years age groups. There were no significant differences by gender, ward or length of time lived in Wollongong LGA.

Figure 5.1 Recent contact with Council



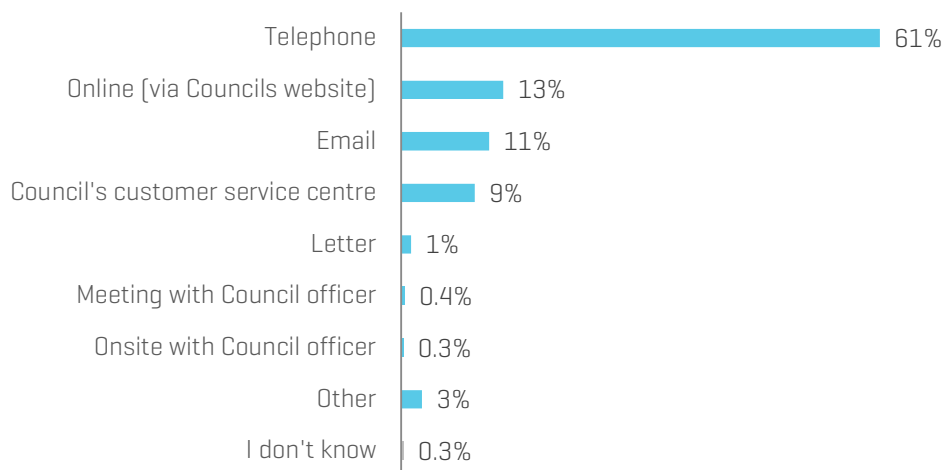
Base: All respondents (n=614)

5.2 Method of Contact (past 12 months)

Residents who have contacted Council in the past 12 months (i.e. 'customers') were asked to indicate how they contacted Council.

Sixty-one percent (61%) of customers contacted Council by **telephone**. This was followed by contacting Council **online (via Council's website)** (13%) and via **email** (11%). Nine percent (9%) of customers visited Council at the customer service centre.

Figure 5.2 Method of contact (past 12 months)



Base: Customers (n=290)

A significantly higher proportion of residents aged 18 to 49 years made contact through **Council's website** compared to those aged 65 plus years. Older residents were more likely to visit in person or contact Council via a letter.

Table 5.1 Method of contact (past 12 months) – Subgroup Analysis

Subgroup	Significant Differences
Gender	Nil
Age	<ul style="list-style-type: none"> - A significantly higher proportion of residents aged 18 to 49 years contacted Council online (via Council's website) compared to those aged 65 plus. - Residents aged 65 plus were significantly more likely to contact Council via a letter compared to those aged 18 to 49 years. - Residents aged 65 plus were significantly more likely to contact Council via meeting with Council officer compared to all other residents.
Ward	Nil
Length of time lived in Wollongong LGA	- Residents who have lived in the Wollongong LGA for 11 to 15 years were significantly more likely to contact Council by visiting Council's customer service centre compared to those who have lived in the area for 6 to 10 years and more than 15 years.

Table 5.2 compares the method of contacting Council for 2019 with previous survey results from 2017. The proportion of customers who have used the **telephone** to contact Council has declined five percent (5% pts) to 61 percent since 2017. There has been a commensurate increase in the proportion who have made contact through **Council's website**, up five percent (5% pts) to 13 percent.

Table 5.2 Method of contact (past 12 months) – Comparison with 2017

	2017	2019
Telephone	66%	61%
Online (via Council's website)	8%	13%
Email	14%	11%
Council's customer service centre	10%	9%
Letter	1%	1%
Meeting with Council officer	0%	0.4%
Onsite with Council officer	-	0.3%
Other	0%	3%
I don't know	-	0.3%

5.3 Reason for Contact (past 12 months)

Customers were asked to indicate their reason for contacting Council.

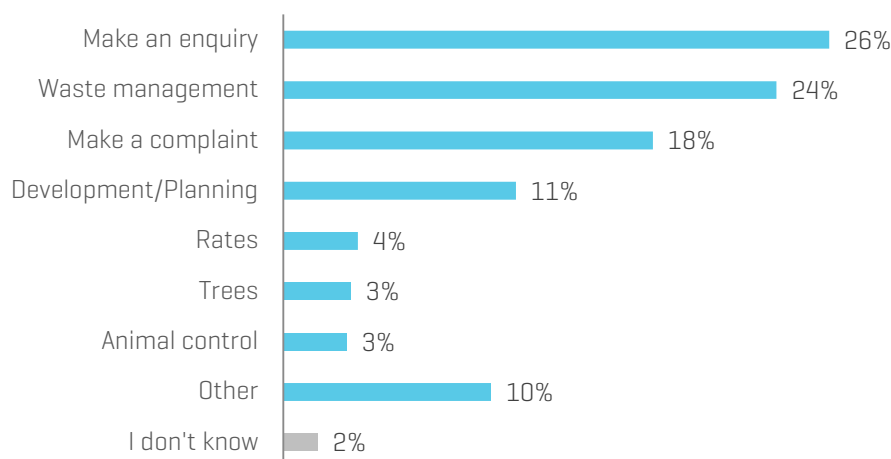
The most common reason for contacting Council was to **make an enquiry** [26%].

Twenty-six percent [26%] of customers contacted Council regarding this reason. This was followed by **waste management** [24%] and **make a complaint** [18%].

Ten percent [10%] of customers provided a reason different than those listed in Figure 5.3. These reasons included updating information such as address, pet registration and maintenance services.

In 2017 this question was asked in an open-ended response. As such, the results for 2019 are not directly comparable to 2017. In 2017, the most common reason for contact was **waste management** [29 percent of the total number of responses]. This was followed by **making a complaint** [13%].

Figure 5.3 Reason for contact (past 12 months)



Base: Customers (n=290)

Table 5.3 Reason for contact (past 12 months) – Subgroup Analysis

Subgroup	Significant Differences
Gender	- Female residents were significantly more likely to contact regarding rates .
Age	- Residents aged 50 years and over were significantly more likely to contact regarding trees .
Ward	- A significantly higher proportion of residents of Ward 3 contacted regarding rates compared to other residents. - Residents of Ward 1 were significantly less likely to contact regarding animal control .
Length of time lived in Wollongong LGA	Nil

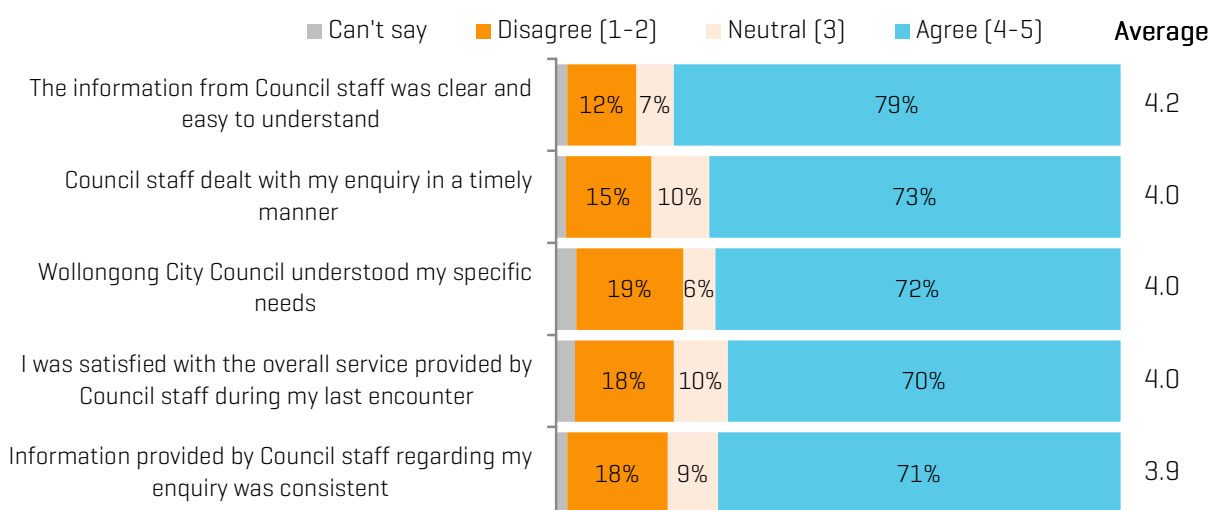
5.4 Customer Experience

Residents were asked to rate their agreement with five aspects describing their experience with Council staff using a five-point scale where 1 meant 'strongly disagree' and 5 meant 'strongly agree'.

Four of the five aspects recorded **high** average agreement ratings (above 4.00). The aspect with the highest average agreement rating is **the information from Council was clear and easy to understand** (4.2). Seventy-nine percent (79%) of customers agreed with this statement. The majority of customers also agreed that Council staff **dealt with their enquiry in a timely manner**, **understood their specific needs** and **provided consistent information**.

Seventy percent (70%) of customers agreed they were satisfied with the overall serviced provided by Council during their last encounter.

Figure 5.4 Customer Experience



Base: Customers (n=290)

Table 5.4 Customer Experience – Subgroup Analysis

Subgroup	Significant Differences
Gender	Nil
Age	- Residents aged 65 plus years agreed that Council understood their specific needs significantly more than those aged 50 to 64 years.
Ward	Nil
Length of time lived in Wollongong LGA	Nil

Table 5.5 compares average agreement ratings for 2019 with previous survey results from 2017.

The average agreement rating for **the information from Council staff was clear and easy to understand** has significantly increased, up 0.2 pts to 4.2. All other statements have maintained their average ratings compared to 2017.

Table 5.5 Customer Experience – Comparison with 2017

	2017	2019	Significant Difference
The information from Council staff was clear and easy to understand	4.0	4.2	↑
Council staff dealt with my enquiry in a timely manner	4.0	4.0	↔
Wollongong City Council understood my specific needs	3.9	4.0	↔
I was satisfied with the overall service provided by Council staff during my last encounter	4.0	4.0	↔
Information provided by Council staff regarding my enquiry was consistent	4.0	3.9	↔

Ease of doing business with Wollongong City Council

Residents were asked to rate their agreement with the statement, 'In relation to my query, overall it was easy doing business with Wollongong City Council' using the same five-point scale.

In total, 68 percent of customers agreed that it was easy doing business with Council, with 49 percent giving the highest rating of 5. Sixteen percent (16%) disagreed while 13 percent provided a neutral rating of 3.

These results combined for an average agreement rating of 3.91.

The average agreement rating for residents aged 65 plus years (4.2) was significantly higher compared to those aged 50 to 64 years (3.6).

Figure 5.5 Ease of doing business with Council

'Overall, it was easy doing business with Wollongong City Council'

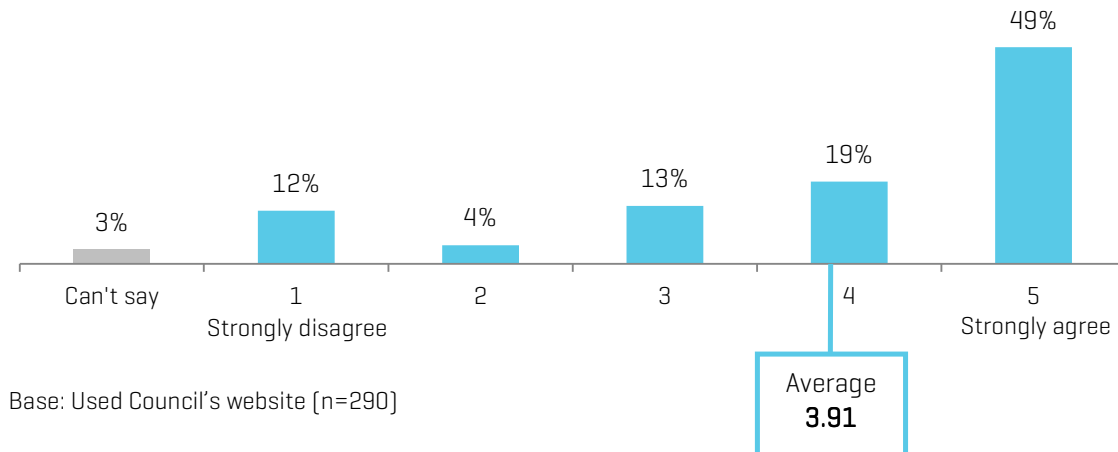
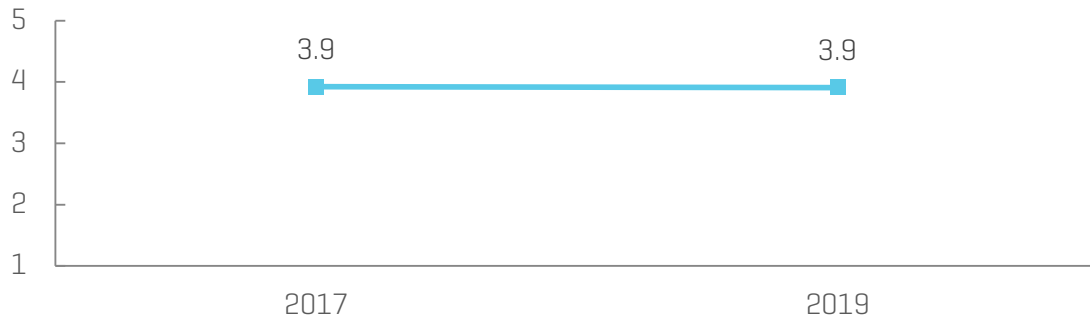


Figure 5.6 shows that agreement with the statement is in-line with the previous survey result from 2017.

Figure 5.6 Ease of doing business with Council – Internal Benchmarks



Improvements for Customer Services

Customers were asked how Council’s handling of their enquiry could have been improved. This was an open-ended response. 127 responses were collected. A full list of open-ended responses has been provided to Council in a separate report.

The improvements identified by these customers centred on:

- ▶ **Responsiveness** – responding to customers when they make enquiries or complaints.
- ▶ **Knowledge** – understanding the issue the customer has raised and being able to pass on information that is accurate, understandable and can help the issue to be resolved.
- ▶ **Action** – taking action to resolve the issue.

Many customers indicated they had no suggestion for improvement and that they were satisfied with the service provided by Council.

6 COMMUNICATION

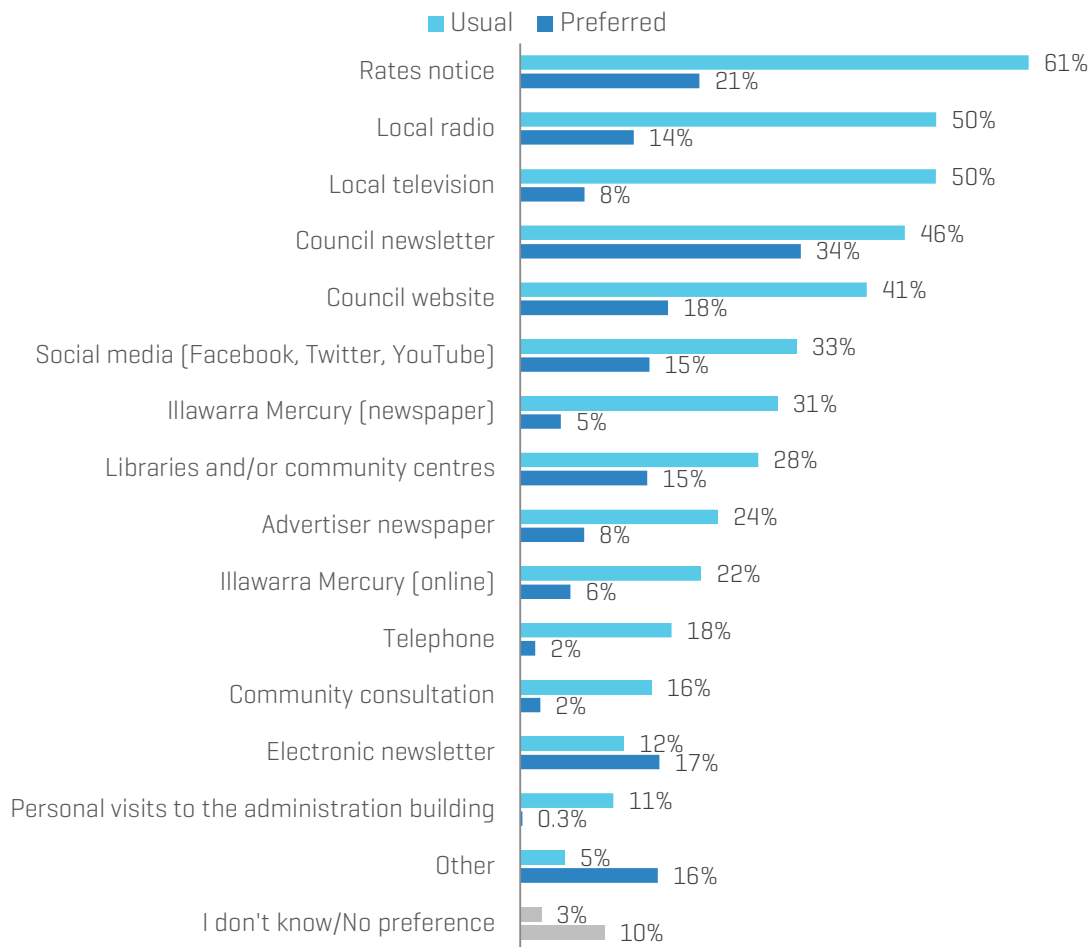
This section of the report examines Wollongong City Council’s communications. This covers information residents receive from Council, methods of contacting Council, community engagement activities, Council’s website and events.

6.1 Receiving information from Wollongong City Council

Residents were read out a list of sources and were asked to indicate from which they **usually** receive information from Council. They were able to select multiple responses. They were also asked to indicate how they would **prefer** to receive information from Council and were again able to select multiple responses. Figure 6.1 lists these sources in order of most usual to least usual.

The most used sources are **rates notice** [61%], **local radio** [50%] and **local television** [50%]. The most preferred sources are **Council newsletter** [34%], **rates notice** [21%] and **Council website** [18%].

Figure 6.1 Sources of receiving information from Wollongong City Council



Base: All respondents (n=614)

Table 6.1 lists significant differences in usual methods of receiving information from Council among subgroups. Most significant differences were related to age and length of time lived in Wollongong LGA.

Residents who ‘never’ hear negative stories or comments regarding Council are significantly less likely to read the **Illawarra Mercury (print and online)** compared to residents who hear these comments more frequently.

Table 6.1 Usual methods of receiving information from Council – Subgroup Analysis

Subgroup	Significant Differences
Gender	- Male residents use local radio to receive information significantly more than female residents.
Age	- Residents aged 18 to 34 years use rates notice and the Council newsletter significantly less than all other residents. - Residents aged 65 plus years use social media and Illawarra Mercury (Online) significantly less than other residents. - Residents aged 65 plus years use Illawarra Mercury (newspaper) and Advertiser newspaper significantly more than all other residents. - Residents aged 65 plus years use the Council website significantly less than those aged 35 to 49 years.
Ward	- Residents of Ward 3 use local radio significantly more than residents of Ward 1 and Ward 2.
Length of time lived in Wollongong LGA	- Residents who have lived in the Wollongong LGA for more than 15 years use rates notice significantly more than those who have lived in the area for less than 10 years. - Residents who have lived in the Wollongong LGA for more than 15 years use the Council newsletter significantly more than those who have lived in the area for less than 5 years. - Residents who have lived in the Wollongong LGA for more than 15 years use Illawarra Mercury (newspaper) significantly more than those who have lived in the area for 6 to 10 years.

Table 6.2 lists significant differences in preferred methods of receiving information from Council among subgroups. There are no significant differences in preferences by gender. Most significant differences in preferences are related to age.

Table 6.2 Preferred methods of receiving information from Council – Subgroup Analysis

Subgroup	Significant Differences
Gender	Nil
Age	<ul style="list-style-type: none"> - Residents aged 65 plus years prefer the Council website significantly less than all other residents. - Residents aged 18 to 34 years prefer social media, libraries and/or community centres and community consultation significantly more than all other residents. - Residents aged 18 to 34 years prefer local radio significantly more than residents aged 50 years and over. - Residents aged 65 plus years prefer the Advertiser newspaper significantly more than all other residents. - Residents aged 65 plus years prefer the telephone significantly more than those aged 18 to 34 years.
Ward	<ul style="list-style-type: none"> - Residents of Ward 2 prefer local radio significantly less than all other residents. - Residents of Ward 2 prefer Illawarra Mercury (online) significantly more than residents of Ward 3. - Residents of Ward 1 indicated no preference significantly less than all other residents.
Length of time lived in Wollongong LGA	<ul style="list-style-type: none"> - Residents of who have lived in the Wollongong LGA for more than 10 years prefer Illawarra Mercury (newspaper) significantly more than those who have lived in the area for less than 10 years. - Residents who have lived in the Wollongong LGA for 6 to 10 years and more than 15 years indicated no preference significantly more than other residents.

Table 6.3 lists the most preferred sources for different types of residents.

The range of sources listed in both tables emphasises the need for **Council news and information to be delivered across multiple platforms**. For example, male residents aged 18 to 34 years most prefer electronic sources such as social media and the Council website while female residents aged 65 plus prefer printed material such as the Council newsletter, rates notice and the Illawarra Mercury newspaper.

Preferences shown for **social media** among younger respondents and **Council newsletter** and **rates notice** among older residents are beneficial as Council can control the content produced for these media. A lack of internal investment in these platforms may lead to residents receiving news and information from sources such as **TV** and **radio**, where Council has less control over content unless paying for advertising.

Table 6.3 Preferred sources of receiving information from Council – Further Segmentation

Gender	Age	Preferred Methods
Male	18 to 34	1. Social media 2. Council website 3. Local radio
	35 to 49	1. Council newsletter 2. Council website 3. Local radio
	50 to 64	1. Council newsletter 2. Rates notice 3. Council website
	65+	1. Council newsletter 2. Rates notice 3. Illawarra Mercury (newspaper)

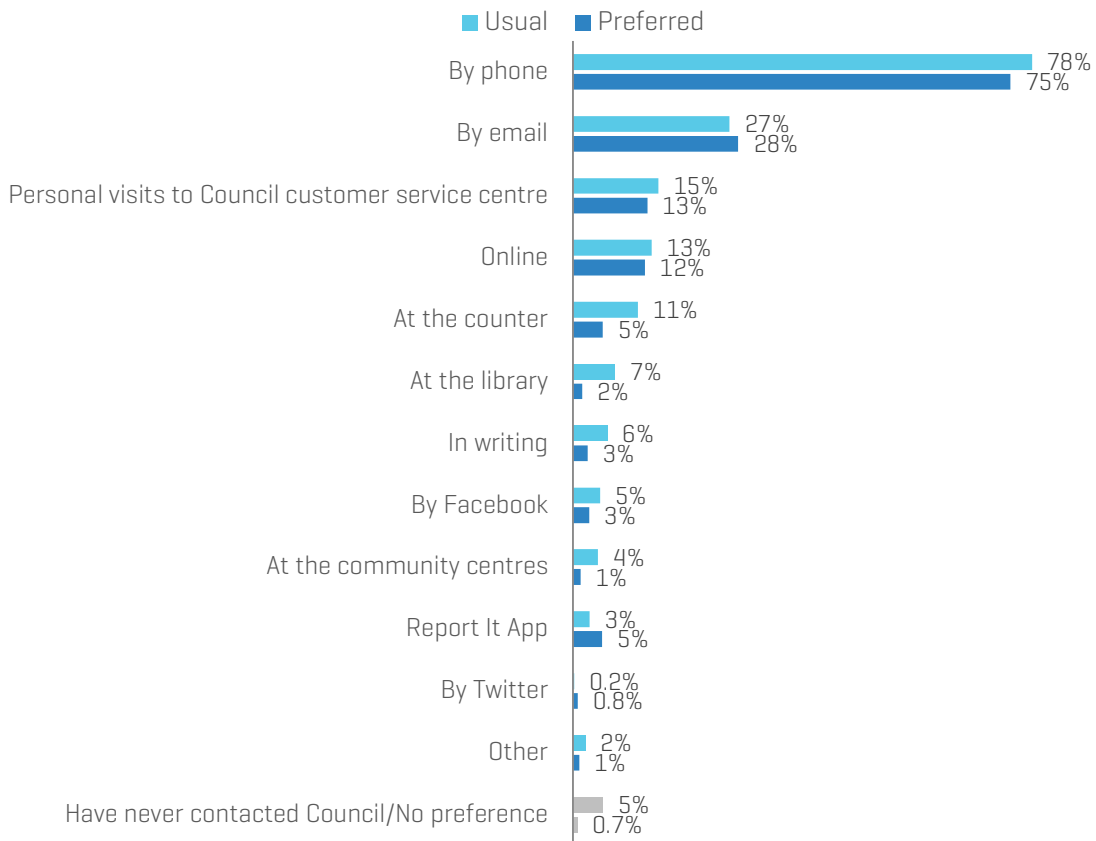
Gender	Age	Preferred Methods
Female	18 to 34	1. Social media 2. Council newsletter 3. Electronic newsletter
	35 to 49	1. Council newsletter 2. Rates notice 3. Electronic newsletter
	50 to 64	1. Council newsletter 2. Council website 3. Rates notice
	65+	1. Council newsletter 2. Rates notice 3. Illawarra Mercury (newspaper)

6.2 Contacting Wollongong City Council

Residents were read out a list of contact methods and were asked to indicate from which they **usually** use to contact Council. They were able to select multiple responses. They were also asked to indicate how they would **prefer** to contact Council and were again able to select multiple responses. Figure 6.2 lists these methods in order of most used to least used.

Figure 6.2 shows that Council is generally meeting the preferences of residents in terms of available methods of contact. Both the most used and most preferred method of contacting is **by phone**. Seventy-eight percent [78%] of residents use this method and 75 percent prefer this method. This is followed by **email**, **personal visits to Council customer service centre** and **online**.

Figure 6.2 Methods of contacting Wollongong City Council



Base: All respondents (n=614)

Table 6.4 lists significant differences in usual methods of contacting Council among subgroups. Most significant differences are related to age.

Table 6.4 Usual methods of contacting Wollongong City Council – Subgroup Analysis

Subgroup	Significant Differences
Gender	<ul style="list-style-type: none"> - Female resident use the Report It App significantly more than male residents.
Age	<ul style="list-style-type: none"> - Residents aged 50 years and over contact Council by phone significantly more than those aged 18 to 34 years. - Residents aged 65 plus years contact Council by email significantly less than all other residents. - Residents aged 65 plus years make personal visits to Council customer service centre significantly more than those aged 35 to 49 years. - Residents aged 35 to 64 years contact Council online significantly more than those aged 65 plus years. - Residents aged 18 to 34 years contact Council in writing significantly less than all other residents. - Residents aged 18 to 34 years contact Council by Facebook significantly more than those aged 50 years and over.
Ward	<ul style="list-style-type: none"> - Residents of Ward 3 use the Report it app significantly more than the residents of Ward 1.
Length of time lived in Wollongong LGA	<ul style="list-style-type: none"> - Residents who have lived in the Wollongong LGA for 6 to 10 years use the Report it App significantly more than those who have lived in the area for less than 5 years and more than 15 years.

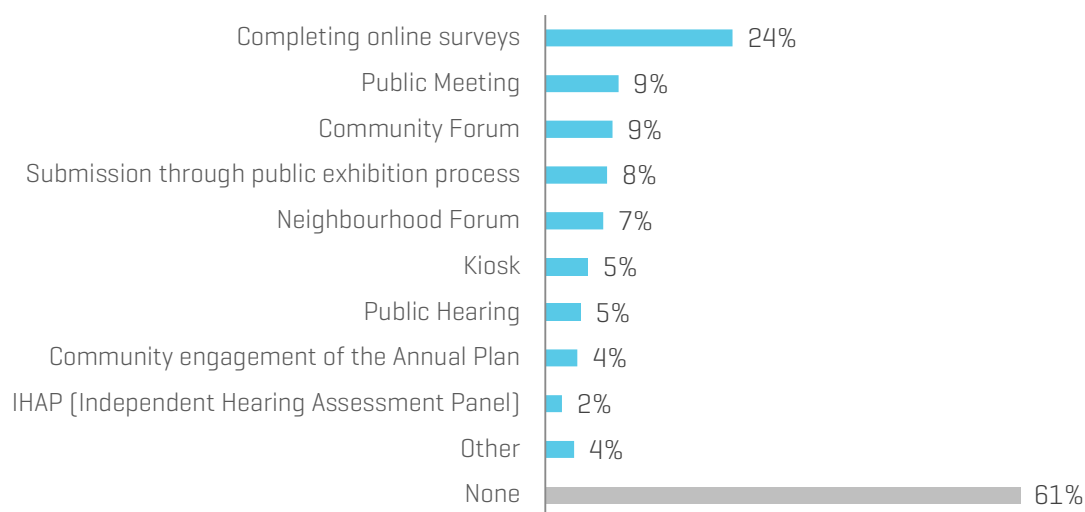
6.3 Council community engagement activities

Residents were read out a list of community engagement activities and were asked to indicate whether they have participated in any activities in the past 12 months. They were able to select multiple responses.

Twenty-four percent [24%] of residents have **completed online surveys**. The next most common activities are attending **public meetings** [9%] and **community forums** [9%].

Sixty-one percent [61%] of respondents have not participated in any of the activities listed in Figure 6.3.

Figure 6.3 Council community engagement activities



Base: All respondents (n=614)

Table 6.5 Council community engagement activities – Subgroup Analysis

Subgroup	Significant Differences
Gender	Nil
Age	<ul style="list-style-type: none"> - Residents aged 65 plus years completed online surveys significantly less than all other residents. - Residents aged 18 to 34 years attended public hearings significantly less than all other residents. - Residents aged 65 plus years participated in community engagement of the Annual Plan significantly less than those aged 35 to 64 years - Residents aged 65 plus years indicated they participate in no activity significantly more than residents aged 18 to 49 years.
Ward	<ul style="list-style-type: none"> - Residents of Ward 1 completed online surveys significantly more than residents of Ward 3. - Residents of Ward 3 participated in no activity significantly more than residents of Ward 1.
Length of time lived in Wollongong LGA	<ul style="list-style-type: none"> - Residents who have lived in the Wollongong LGA for less than 5 years completed online surveys significantly more than those who have lived in the area for more than 15 years.

Table 6.6 compares results for 2019 with previous survey results. A higher number of residents are completing Council community engagement activities, as shown by a decline in the proportion of residents selected 'none' over time.

Table 6.6 Council community engagement activities – Comparison with 2014 & 2017

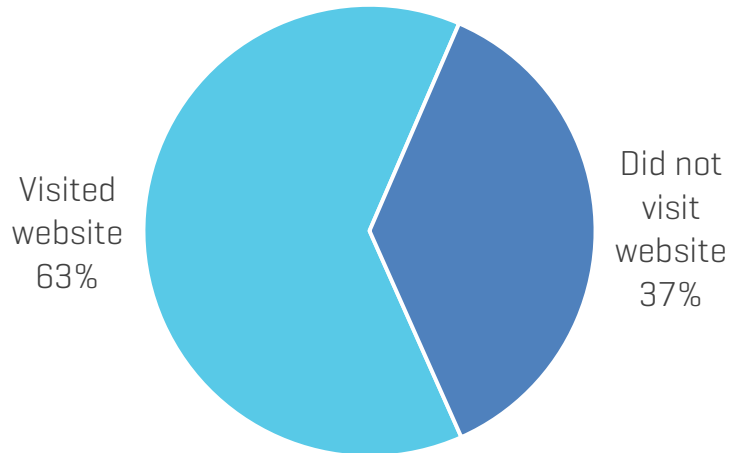
	2014	2017	2019
Completing online surveys	11%	24%	24%
Public Meeting	8%	10%	9%
Community Forum	4%	7%	9%
Submission through public exhibition process	-	-	8%
Neighbourhood Forum	4%	6%	7%
Kiosk	6%	6%	5%
Public Hearing	-	-	5%
Community engagement of the Annual Plan	-	1%	4%
IHAP (Independent Hearing Assessment Panel)	-	2%	2%
Other	-	-	4%
None	74%	65%	61%

6.4 Council Website

Residents were asked whether they have visited Council’s website in the past 12 months.

Sixty-three percent [63%] of residents have visited Council’s website in the past 12 months. This result is in-line with 2017 [62%].

Figure 6.4 Council website visitation



Base: All respondents [n=614]

Table 6.7 Council website visitation – Subgroup Analysis

Subgroup	Significant Differences
Gender	Nil
Age	- Residents aged 65 plus years have visited Council’s website significantly less than all other residents.
Ward	Nil
Length of time lived in Wollongong LGA	- Residents who have lived in the Wollongong LGA for 6 to 10 years have visited the website significantly more than residents who have lived in the area for more than 15 years.

Website Experience

Residents who visited Council’s website in the past 12 months were asked to rate their agreement with the statement ‘**It was easy to find the information I was looking for**’ using a five-point scale where 1 meant ‘strongly disagree’ and 5 meant ‘strongly agree’.

In total, 60 percent of users agreed that it was easy to find the information they were looking for, with 25 percent giving the highest rating of 5. Seventeen percent [17%] disagreed while 23 percent provided a neutral rating of 3.

These results combined for an average agreement rating of 3.63.

This average remained in-line with both 2014 [3.6] and 2017 [3.6].

Figure 6.5 Website Experience

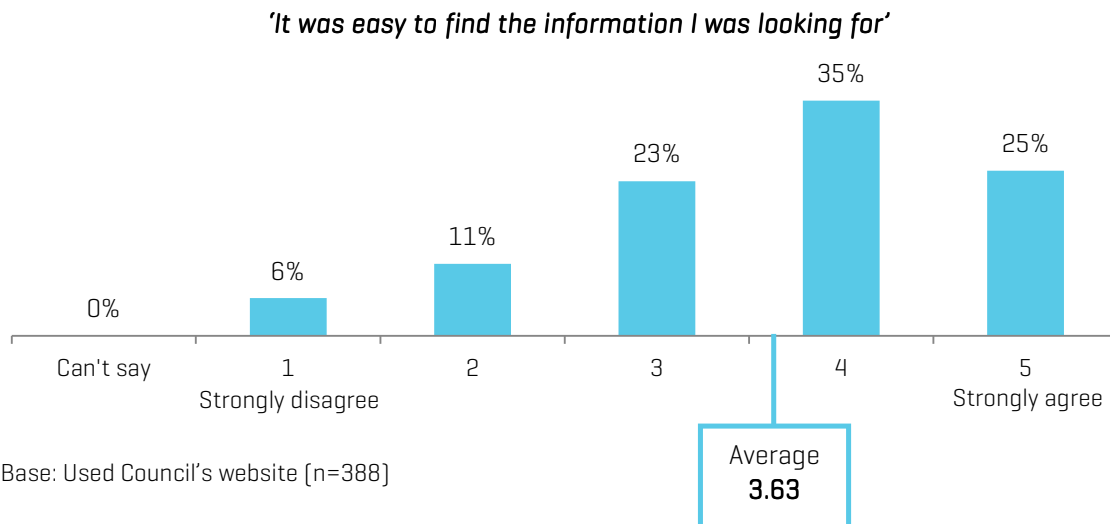


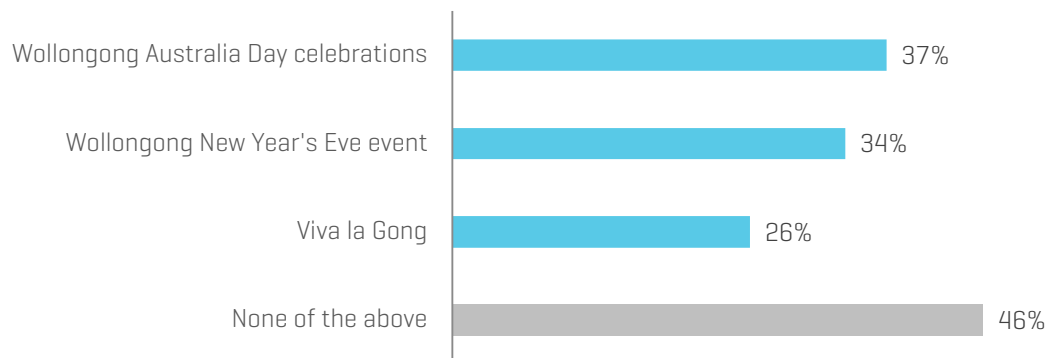
Table 6.8 Website Experience – Subgroup Analysis

Subgroup	Significant Differences
Gender	- The average agreement rating for male residents was significantly higher compared to female residents.
Age	Nil
Ward	- The average agreement rating for residents of Ward 3 was significantly higher compared to residents of Ward 2.
Length of time lived in Wollongong LGA	Nil

6.5 Council Events

Residents were asked to indicate whether they have attended any of the three Council events listed in Figure 6.6 during the past 12 months. They were able to select multiple responses.

Figure 6.6 Council event attendance



Base: All respondents (n=614)

Table 6.9 Council event attendance – Subgroup Analysis

Subgroup	Significant Differences
Gender	Nil
Age	<ul style="list-style-type: none"> - Residents aged 35 to 64 years attended Wollongong New Year's Eve event significantly more than residents aged 65 plus years. - Residents aged 65 plus years indicated they attended none of these events significantly more than all other residents.
Ward	<ul style="list-style-type: none"> - Residents of Ward 2 attended Wollongong Australia Day celebrations and Wollongong New Year's Eve event significantly more than all other residents. - Residents of Ward 2 indicated they attended none of these events significantly less than all other residents
Length of time lived in Wollongong LGA	Nil

Table 6.10 compares event attendance for 2019 with previous survey results. There has been a decline the proportion of residents who have attended all three events, with the biggest drop in attendance for **Wollongong Australia Day celebrations** [down 12% pts].

Table 6.10 Council event attendance – Comparison with 2014 and 2017

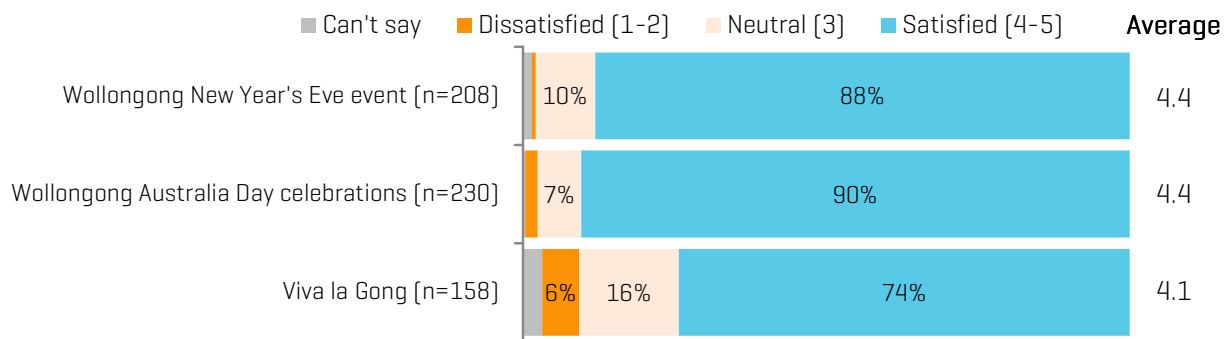
	2014	2017	2019
Wollongong Australia Day celebrations	42%	49%	37%
Wollongong New Year's Eve event	34%	38%	34%
Viva la Gong	22%	34%	26%

Satisfaction with events

Residents who attended an event were asked to rate their satisfaction with that event using a five-point scale where 1 meant 'not at all satisfied' and 5 meant 'very satisfied'.

Event attendees are highly satisfied with all three Council events. Attendees were most satisfied with the **Wollongong New Year's Eve event** (4.4) and **Wollongong Australia Day celebrations** (4.4).

Figure 6.7 Satisfaction with Council events



Base: Attended events

Table 6.11 Satisfaction with Council events – Subgroup Analysis

Subgroup	Significant Differences
Gender	Nil
Age	- Residents aged 50 to 64 years are significantly less satisfied with Wollongong Australia Day celebrations compared to those aged 18 to 34 years and 65 plus years..
Ward	Nil
Length of time lived in Wollongong LGA	Nil

Table 6.12 compares satisfaction results for 2019 with previous survey results from 2017. There have been statistically significant increases in average satisfaction with **Wollongong Australia Day celebrations** and **Wollongong New Year's Eve event** since 2017.

Table 6.12 Satisfaction with Council events – Comparison with 2017

	2017	2019	Significant Difference
Wollongong Australia Day celebrations	4.2	4.4	↑
Wollongong New Year's Eve event	4.2	4.4	↑
Viva la Gong	4.1	4.1	↔

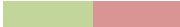
APPENDIX 1 – SUBGROUP ANALYSIS

Overall Satisfaction

Overall satisfaction with performance of Wollongong City Council

Overall Satisfaction	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Dissatisfied (1-2)	8%	7%	8%	7%	5%	11%	7%
Neutral (3)	36%	35%	37%	38%	36%	41%	30%
Satisfied (4-5)	56%	58%	54%	56%	59%	46%	63%
Can't say	0.4%	0.4%	0.5%	-	-	2%	-
Average Satisfaction	3.6	3.6	3.6	3.5	3.7	3.4	3.7

Overall Satisfaction	Total	Ward			Length of time living in Wollongong LGA			
		Ward 1	Ward 2	Ward 3	Less than 5	6 to 10	11 to 15	More than 15
Dissatisfied (1-2)	8%	11%	6%	6%	6%	4%	5%	8%
Neutral (3)	36%	32%	36%	40%	27%	41%	41%	37%
Satisfied (4-5)	56%	57%	57%	53%	67%	55%	54%	54%
Can't say	0.4%	0.4%	-	0.9%	-	-	-	0.6%
Average Satisfaction	3.6	3.5	3.6	3.6	3.7	3.5	3.5	3.6

 Statistically significant difference at the 95% confidence level.

Council Services & Facilities

Facility Usage Rate

Facility Usage Rate	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Patrolled beaches	78%	79%	77%	93%	85%	73%	54%
Cycle ways/shared pathways	75%	73%	76%	93%	78%	69%	53%
Parks, open spaces and sports fields for passive recreation purpose	74%	75%	73%	82%	82%	73%	54%
Parks, open spaces and sports fields for active sport or recreation activities	70%	73%	66%	82%	85%	65%	41%
Botanic Garden	52%	52%	52%	50%	61%	53%	41%
Tidal rock pools	50%	50%	50%	63%	63%	41%	29%
Children's playgrounds	45%	43%	46%	38%	62%	42%	37%
Public swimming pools (free entry)	42%	39%	44%	44%	61%	35%	24%
Illawarra Performing Arts Centre and Town Hall	39%	35%	42%	29%	45%	47%	36%
District library and community centre	32%	29%	35%	30%	39%	30%	30%
Council heated pools	31%	32%	31%	38%	44%	24%	16%
Wollongong Library	28%	24%	31%	21%	38%	27%	28%
Community hall/centre	28%	23%	32%	29%	33%	22%	27%
Leisure centres (Beaton Park and Lakeside)	18%	19%	17%	18%	27%	15%	12%
Wollongong Art Gallery	15%	12%	18%	11%	16%	14%	19%
Local branch library	13%	8%	17%	19%	14%	7%	10%
Russell Vale Golf Course (The Vale)	7%	9%	6%	7%	9%	5%	8%
Youth Centre	2%	2%	2%	-	7%	1%	0.9%

Facility Usage Rate	Total	Ward			Length of time living in Wollongong LGA			
		Ward 1	Ward 2	Ward 3	Less than 5	6 to 10	11 to 15	More than 15
Patrolled beaches	78%	83%	80%	70%	84%	94%	91%	73%
Cycle ways/shared pathways	75%	80%	75%	69%	81%	80%	89%	72%
Parks, open spaces and sports fields for passive recreation purpose	74%	75%	72%	74%	95%	88%	79%	68%
Parks, open spaces and sports fields for active sport or recreation activities	70%	68%	72%	69%	81%	75%	78%	66%
Botanic Garden	52%	38%	60%	56%	40%	70%	59%	51%
Tidal rock pools	50%	63%	48%	41%	69%	53%	64%	46%
Children's playgrounds	45%	40%	41%	52%	50%	53%	48%	42%
Public swimming pools (free entry)	42%	41%	40%	43%	53%	45%	60%	38%
Illawarra Performing Arts Centre and Town Hall	39%	37%	45%	35%	31%	35%	35%	41%
District library and community centre	32%	42%	25%	31%	22%	39%	35%	33%
Council heated pools	31%	31%	28%	34%	34%	36%	56%	28%
Wollongong Library	28%	18%	38%	27%	15%	32%	25%	30%
Community hall/centre	28%	30%	24%	30%	36%	19%	30%	28%
Leisure centres (Beaton Park and Lakeside)	18%	14%	25%	16%	28%	23%	26%	15%
Wollongong Art Gallery	15%	10%	21%	12%	14%	29%	9%	14%
Local branch library	13%	15%	9%	15%	13%	24%	1%	13%
Russell Vale Golf Course (The Vale)	7%	12%	7%	3%	8%	2%	10%	8%
Youth Centre	2%	4%	2%	1%	2%	-	10%	2%

Facilities

Facilities	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Botanic Garden	4.6	4.5	4.7	4.6	4.6	4.6	4.7
Patrolled beaches	4.5	4.6	4.5	4.5	4.6	4.4	4.6
District library and community centre	4.5	4.4	4.6	4.5	4.5	4.3	4.7
Wollongong Library	4.4	4.4	4.4	4.2	4.5	4.4	4.6
Illawarra Performing Arts Centre and Town Hall	4.4	4.3	4.5	4.4	4.4	4.4	4.5
Leisure centres (Beaton Park and Lakeside)	4.2	4.1	4.4	4.3	4.1	4.3	4.3
Russell Vale Golf Course (The Vale)	4.2	4.0	4.6	4.0	4.5	4.3	4.0
Parks, open spaces and sports fields for active sport or recreation activities	4.2	4.2	4.1	4.1	4.2	4.1	4.4
Parks, open spaces and sports fields for passive recreation purpose	4.2	4.2	4.1	4.0	4.3	4.1	4.4
Public swimming pools (free entry)	4.2	4.2	4.1	3.9	4.2	4.3	4.5
Tidal rock pools	4.1	4.1	4.2	4.0	4.3	4.2	4.1
Wollongong Art Gallery	4.1	4.0	4.2	3.8	4.2	3.8	4.5
Council Heated pools	4.1	3.9	4.3	3.8	4.2	4.1	4.4
Local branch library	4.1	4.1	4.0	3.6	4.1	4.4	4.6
Cycle ways/shared pathways	4.0	4.0	4.0	3.8	4.2	4.1	4.3
Community hall/centre	4.0	3.9	4.0	3.7	3.9	4.2	4.4
Children's playgrounds	3.9	4.0	3.9	3.6	3.9	4.0	4.4

Facilities	Total	Ward			Length of time living in Wollongong LGA			
		Ward 1	Ward 2	Ward 3	Less than 5	6 to 10	11 to 15	More than 15
Botanic Garden	4.6	4.5	4.6	4.7	4.5	4.5	4.9	4.6
Patrolled beaches	4.5	4.5	4.6	4.5	4.5	4.3	4.6	4.6
District library and community centre	4.5	4.4	4.5	4.6	4.7	4.5	4.7	4.5
Wollongong Library	4.4	4.4	4.5	4.4	4.5	3.9	4.3	4.5
Illawarra Performing Arts Centre and Town Hall	4.4	4.4	4.4	4.4	4.3	4.2	4.3	4.5
Leisure centres [Beaton Park and Lakeside]	4.2	4.1	4.4	4.1	4.2	3.9	4.0	4.3
Russell Vale Golf Course [The Vale]	4.2	4.3	4.0	4.4	3.9	4.0	5.0	4.2
Parks, open spaces and sports fields for active sport or recreation activities	4.2	4.1	4.3	4.1	4.3	4.0	4.5	4.2
Parks, open spaces and sports fields for passive recreation purpose	4.2	4.1	4.3	4.1	4.2	4.2	4.5	4.1
Public swimming pools (free entry)	4.2	4.0	4.3	4.3	3.8	4.1	4.0	4.2
Tidal rock pools	4.1	4.1	4.3	4.0	4.0	4.1	4.3	4.2
Wollongong Art Gallery	4.1	4.1	4.1	4.0	4.0	3.7	4.2	4.2
Council Heated pools	4.1	4.0	4.1	4.1	3.7	3.8	4.6	4.1
Local branch library	4.1	3.8	4.4	4.2	3.7	3.5	4.0	4.2
Cycle ways/shared pathways	4.0	3.9	4.1	4.1	3.7	3.7	4.3	4.1
Community hall/centre	4.0	3.9	3.9	4.2	3.8	3.4	3.9	4.1
Children's playgrounds	3.9	3.9	4.0	3.9	3.9	4.0	4.0	3.9

Direct Services

Direct Services	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Domestic, recycling and green waste collection service	4.1	4.2	3.9	3.8	4.3	3.9	4.3
Customer Service Centre	3.9	3.9	4.0	3.9	4.2	3.7	4.0
Waste disposal depot facilities	3.7	3.8	3.6	3.6	3.9	3.4	3.9
Street cleaning	3.7	3.8	3.5	3.8	3.8	3.4	3.6
The hours Council public toilets are open	3.5	3.6	3.4	3.6	3.6	3.2	3.5
Maintenance and cleanliness of bus shelters	3.5	3.7	3.4	3.5	3.6	3.4	3.6
Graffiti prevention and removal	3.4	3.4	3.4	3.2	3.6	3.3	3.5
Regulation of traffic flow in city centre	3.2	3.2	3.1	3.2	3.3	3.0	3.1
Maintenance of footpaths	3.2	3.2	3.1	3.2	3.3	3.0	3.1
Maintenance of local roads	3.1	3.2	3.0	3.3	3.0	2.9	3.2
Maintenance and cleanliness of public toilets	3.1	3.3	3.0	3.0	3.1	3.0	3.4
Regulation of traffic flow in local area	3.1	3.2	3.0	3.1	3.3	2.9	3.2
Management of parking in local areas	3.1	3.2	2.9	3.0	3.3	2.8	3.0
Management of parking in the city centre	2.6	2.8	2.5	2.6	2.7	2.5	2.6
Availability of parking in city centre	2.5	2.6	2.3	2.5	2.5	2.3	2.4

Direct Services	Total	Ward			Length of time living in Wollongong LGA			
		Ward 1	Ward 2	Ward 3	Less than 5	6 to 10	11 to 15	More than 15
Domestic, recycling and green waste collection service	4.1	4.0	3.9	4.2	4.0	3.6	4.0	4.1
Customer Service Centre	3.9	3.8	4.0	4.0	4.0	3.8	4.3	3.9
Waste disposal depot facilities	3.7	3.6	3.9	3.7	3.8	3.4	3.6	3.7
Street cleaning	3.7	3.6	3.7	3.7	3.9	3.5	3.9	3.6
The hours Council public toilets are open	3.5	3.5	3.4	3.7	4.0	3.3	3.3	3.5
Maintenance and cleanliness of bus shelters	3.5	3.5	3.5	3.6	3.9	3.3	3.6	3.5
Graffiti prevention and removal	3.4	3.3	3.5	3.5	3.3	3.5	3.7	3.4
Regulation of traffic flow in city centre	3.2	3.2	3.3	3.1	3.1	3.3	3.3	3.2
Maintenance of footpaths	3.2	3.0	3.3	3.2	3.3	3.0	3.4	3.1
Maintenance of local roads	3.1	3.0	3.3	3.0	3.3	3.3	3.4	3.1
Maintenance and cleanliness of public toilets	3.1	3.1	3.1	3.1	3.0	3.1	2.9	3.2
Regulation of traffic flow in local area	3.1	2.6	3.3	3.3	3.1	2.9	3.2	3.1
Management of parking in local areas	3.1	2.9	3.1	3.2	3.0	2.6	3.1	3.1
Management of parking in the city centre	2.6	2.8	2.6	2.5	2.8	2.5	2.9	2.6
Availability of parking in city centre	2.5	2.5	2.5	2.4	2.6	2.4	2.4	2.4

Indirect Services

Indirect Services	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Inclusive services	3.7	3.6	3.9	3.7	4.1	3.4	3.8
Children services	3.7	3.8	3.6	3.7	3.8	3.4	3.7
Domestic animal control	3.5	3.5	3.5	3.8	3.4	3.2	3.5
Youth services	3.4	3.3	3.6	3.6	3.6	2.9	3.5
Services for older people	3.4	3.5	3.4	3.5	3.4	3.2	3.7
Management and preservation of our heritage	3.3	3.4	3.3	3.2	3.6	3.1	3.5
Environmental programs and education	3.3	3.3	3.4	3.2	3.5	3.0	3.6
Protection of our natural environment	3.3	3.3	3.3	3.1	3.5	3.0	3.6
Services for people with disability	3.2	3.3	3.1	3.2	3.3	2.9	3.4
Controls for development in Wollongong City Centre	3.0	2.9	3.0	3.2	3.0	2.6	2.9
Controls for development in local town/village centres	2.9	2.9	2.9	2.9	3.1	2.7	3.1
Controls for residential development	2.9	2.9	2.9	2.9	3.2	2.5	2.9
Development application assessment process	2.8	2.7	3.0	3.0	2.9	2.6	2.9
Planning policies that control development in the Wollongong LGA	2.8	2.7	2.9	2.8	3.0	2.5	2.9

Indirect Services	Total	Ward			Length of time living in Wollongong LGA			
		Ward 1	Ward 2	Ward 3	Less than 5	6 to 10	11 to 15	More than 15
Inclusive services	3.7	3.6	3.9	3.8	3.3	3.7	3.6	3.8
Children services	3.7	3.6	3.5	3.8	3.4	3.3	3.6	3.8
Domestic animal control	3.5	3.4	3.5	3.6	3.8	3.2	3.4	3.5
Youth services	3.4	3.2	3.4	3.7	3.8	2.7	4.0	3.4
Services for older people	3.4	3.4	3.4	3.5	3.5	3.2	3.4	3.4
Management and preservation of our heritage	3.3	3.3	3.3	3.4	3.2	2.8	3.4	3.4
Environmental programs and education	3.3	3.1	3.3	3.5	3.1	3.1	3.2	3.4
Protection of our natural environment	3.3	3.1	3.3	3.4	3.4	2.9	3.6	3.3
Services for people with disability	3.2	3.1	3.2	3.3	3.0	3.1	3.3	3.2
Controls for development in Wollongong City Centre	3.0	2.9	3.0	2.9	2.9	2.7	3.3	3.0
Controls for development in local town/village centres	2.9	2.8	3.0	3.1	2.7	2.9	3.3	2.9
Controls for residential development	2.9	2.6	3.0	3.0	2.6	2.6	3.2	2.9
Development application assessment process	2.8	2.6	3.1	2.9	2.5	2.8	2.7	2.9
Planning policies that control development in the Wollongong LGA	2.8	2.7	2.8	2.9	2.4	2.6	3.5	2.8

Organisational Performance

Satisfaction with Council's staff

Satisfaction with Council's staff	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Friendliness	4.2	4.1	4.2	4.3	4.2	4.0	4.2
Professionalism	4.0	4.0	4.1	4.1	4.2	3.7	4.0
Approachability	4.0	4.0	4.0	4.1	4.1	3.7	4.0
Knowledge	3.9	3.9	4.0	3.9	4.1	3.7	4.0
Commitment	3.8	3.7	3.9	3.9	3.9	3.5	4.0
Work-ethic	3.8	3.7	3.9	3.9	4.0	3.4	3.9
Availability	3.8	3.7	3.8	3.8	3.9	3.5	3.9
Responsibility	3.8	3.7	3.8	3.8	3.9	3.5	3.9
Effectiveness	3.7	3.7	3.7	3.7	3.8	3.5	3.8
Being solution focused	3.6	3.6	3.5	3.7	3.6	3.3	3.7

Satisfaction with Council's staff	Total	Ward			Length of time living in Wollongong LGA			
		Ward 1	Ward 2	Ward 3	Less than 5	6 to 10	11 to 15	More than 15
Friendliness	4.2	4.0	4.2	4.3	4.2	4.2	4.3	4.1
Professionalism	4.0	3.9	4.0	4.1	4.2	4.1	4.2	4.0
Approachability	4.0	3.8	4.0	4.2	4.2	3.8	4.2	3.9
Knowledge	3.9	3.8	4.0	4.0	3.8	4.0	3.9	3.9
Commitment	3.8	3.8	3.7	3.9	4.0	3.8	3.9	3.8
Work-ethic	3.8	3.8	3.8	3.9	4.3	4.0	4.0	3.7
Availability	3.8	3.7	3.7	3.8	3.9	3.8	3.9	3.7
Responsibility	3.8	3.7	3.8	3.8	4.1	3.9	3.7	3.7
Effectiveness	3.7	3.6	3.6	3.8	4.0	3.7	3.8	3.6
Being solution focused	3.6	3.5	3.5	3.7	4.0	3.6	3.5	3.5

Organisational Performance

Organisational Performance	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Organisational skills in providing services	3.5	3.5	3.5	3.7	3.6	3.2	3.6
Honesty	3.5	3.5	3.4	3.4	3.5	3.3	3.7
Effectiveness in informing the community about its services, facilities and overall achievements	3.5	3.4	3.5	3.3	3.6	3.3	3.6
Efforts to satisfy the needs of the community	3.4	3.4	3.4	3.5	3.5	3.1	3.5
Responsiveness in keeping me informed on the progress of my requests	3.4	3.3	3.5	3.6	3.4	3.2	3.4
Providing leadership that enables and moves the community forward	3.3	3.2	3.4	3.4	3.4	3.0	3.5
Innovativeness in providing services for the community	3.3	3.3	3.3	3.3	3.5	3.0	3.5
Effectiveness in understanding the community expectations related to services and facilities	3.3	3.3	3.3	3.4	3.4	3.1	3.3
The use of rates	3.3	3.3	3.3	3.2	3.4	3.1	3.5

Organisational Performance	Total	Ward			Length of time living in Wollongong LGA			
		Ward 1	Ward 2	Ward 3	Less than 5	6 to 10	11 to 15	More than 15
Organisational skills in providing services	3.5	3.4	3.6	3.6	3.4	3.4	3.4	3.6
Honesty	3.5	3.3	3.7	3.4	3.3	3.5	3.5	3.5
Effectiveness in informing the community about its services, facilities and overall achievements	3.5	3.4	3.4	3.5	3.3	3.5	3.5	3.5
Efforts to satisfy the needs of the community	3.4	3.3	3.5	3.5	3.4	3.4	3.8	3.4
Responsiveness in keeping me informed on the progress of my requests	3.4	3.3	3.4	3.5	3.3	3.2	3.4	3.4
Providing leadership that enables and moves the community forward	3.3	3.2	3.4	3.3	3.4	3.1	3.6	3.3
Innovativeness in providing services for the community	3.3	3.3	3.3	3.3	3.4	3.1	3.3	3.3
Effectiveness in understanding the community expectations related to services and facilities	3.3	3.2	3.4	3.3	3.2	3.5	3.4	3.3
The use of rates	3.3	3.1	3.4	3.3	3.1	3.2	3.3	3.3

'I am satisfied with the overall performance of Wollongong City Council over the last 12 months.'

Agreement	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Disagree (1-2)	12%	12%	13%	13%	6%	19%	11%
Neutral (3)	32%	32%	31%	27%	31%	40%	30%
Agree (4-5)	55%	55%	55%	60%	61%	39%	58%
Can't say	1%	1%	0.8%	-	2%	1%	1%
Average Agreement	3.5	3.5	3.5	3.5	3.8	3.2	3.7

Agreement	Total	Ward			Length of time living in Wollongong LGA			
		Ward 1	Ward 2	Ward 3	Less than 5	6 to 10	11 to 15	More than 15
Disagree (1-2)	12%	17%	10%	10%	18%	11%	0%	13%
Neutral (3)	32%	28%	36%	31%	18%	37%	37%	33%
Agree (4-5)	55%	54%	54%	57%	65%	51%	63%	53%
Can't say	1%	1%	0.4%	2%	-	0.8%	-	1%
Average Agreement	3.5	3.4	3.6	3.6	3.6	3.4	3.6	3.5

Customer Services

Recent contact with Council

Recent contact with Council	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Contacted Council in the last 12 months	47%	48%	46%	41%	57%	56%	35%

Recent contact with Council	Total	Ward			Length of time living in Wollongong LGA			
		Ward 1	Ward 2	Ward 3	Less than 5	6 to 10	11 to 15	More than 15
Contacted Council in the last 12 months	47%	51%	41%	50%	49%	52%	50%	46%

Method of contact

Method of contact	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Telephone	61%	66%	56%	46%	60%	74%	66%
Online (via Councils website)	13%	11%	16%	22%	17%	7%	3%
Email	11%	10%	12%	11%	14%	10%	8%
Councils customer service centre	9%	6%	13%	15%	5%	6%	15%
Letter	1%	2%	0.9%	-	-	2%	4%
Meeting with Council officer	0.4%	0.31%	0.6%	-	-	-	3%
Onsite with Council officer	0.3%	-	0.6%	-	-	1%	-
Other	3%	4%	0.9%	6%	4%	-	-
I don't know	0.3%	0.6%	-	-	-	-	2%

Method of contact	Total	Ward			Length of time living in Wollongong LGA			
		Ward 1	Ward 2	Ward 3	Less than 5	6 to 10	11 to 15	More than 15
Telephone	61%	65%	59%	60%	50%	63%	57%	63%
Online (via Councils website)	13%	14%	9%	16%	32%	7%	10%	11%
Email	11%	9%	12%	12%	7%	22%	-	11%
Council's customer service centre	9%	7%	12%	9%	10%	4%	34%	8%
Letter	1%	-	3%	0.8%	-	4%	-	1%
Meeting with Council officer	0.4%	-	1%	0.4%	-	-	-	0.6%
Onsite with Council officer	0.3%	-	1%	-	-	-	-	0.4%
Other	3%	5%	2%	1%	-	-	-	4%
I don't know	0.3%	-	0.5%	0.4%	-	-	-	0.4%

Reason for contact

Reason for contact	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Make an enquiry	26%	28%	25%	33%	29%	20%	19%
Waste management	24%	19%	28%	22%	23%	24%	25%
Make a complaint	18%	21%	14%	12%	20%	18%	21%
Development/Planning	11%	12%	10%	11%	10%	16%	6%
Rates	4%	0.3%	7%	5%	5%	1%	4%
Trees	3%	3%	4%	-	-	7%	8%
Animal control	3%	2%	4%	5%	-	5%	3%
Other	10%	12%	7%	11%	9%	9%	12%
I don't know	2%	3%	0.3%	-	4%	-	3%

Reason for contact	Total	Ward			Length of time living in Wollongong LGA			
		Ward 1	Ward 2	Ward 3	Less than 5	6 to 10	11 to 15	More than 15
Make an enquiry	26%	25%	30%	25%	32%	17%	27%	26%
Waste management	24%	28%	18%	24%	24%	24%	12%	25%
Make a complaint	18%	17%	14%	21%	5%	9%	10%	22%
Development/Planning	11%	14%	12%	8%	17%	10%	13%	10%
Rates	4%	1%	1%	8%	4%	13%	7%	2%
Trees	3%	2%	6%	2%	1%	6%	-	3%
Animal control	3%	0.4%	4%	5%	-	-	20%	2%
Other	10%	11%	15%	5%	13%	21%	11%	8%
I don't know	2%	2%	0.5%	2%	5%	-	-	1%

Satisfaction with Customer Services

Satisfaction with Customer Services	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
The information from Council staff was clear and easy to understand	4.2	4.2	4.1	4.2	4.2	4.0	4.3
Council staff dealt with my enquiry in a timely manner	4.0	4.0	4.1	4.2	4.1	3.8	4.2
Wollongong City Council understood my specific needs	4.0	4.0	4.1	4.2	4.1	3.6	4.3
I was satisfied with the overall service provided by Council staff during my last encounter	4.0	3.9	4.1	4.2	4.0	3.7	4.1
Information provided by Council staff regarding my enquiry was consistent	3.9	4.0	3.9	3.9	4.0	3.8	4.1

Satisfaction with Customer Services	Total	Ward			Length of time living in Wollongong LGA			
		Ward 1	Ward 2	Ward 3	Less than 5	6 to 10	11 to 15	More than 15
The information from Council staff was clear and easy to understand	4.2	4.1	4.2	4.1	4.1	4.0	4.6	4.1
Council staff dealt with my enquiry in a timely manner	4.0	4.1	4.0	4.1	4.2	3.8	4.2	4.0
Wollongong City Council understood my specific needs	4.0	4.0	4.1	4.0	4.1	3.5	4.6	4.1
I was satisfied with the overall service provided by Council staff during my last encounter	4.0	4.0	4.0	4.0	3.9	3.6	4.3	4.0
Information provided by Council staff regarding my enquiry was consistent	3.9	3.7	4.0	4.2	3.5	3.8	4.5	4.0

'Overall, it was easy doing business with Wollongong City Council.'

Agreement	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Disagree [1-2]	16%	15%	18%	16%	12%	23%	12%
Neutral [3]	13%	15%	12%	6%	17%	18%	10%
Agree [4-5]	67%	70%	65%	68%	71%	59%	74%
Can't say	3%	0.9%	5%	10%	-	-	4%
Average Agreement	4.0	3.9	4.0	4.2	4.0	3.6	4.2

Agreement	Total	Ward			Length of time living in Wollongong LGA			
		Ward 1	Ward 2	Ward 3	Less than 5	6 to 10	11 to 15	More than 15
Disagree [1-2]	16%	17%	19%	13%	17%	19%	10%	16%
Neutral [3]	13%	8%	13%	19%	6%	10%	13%	15%
Agree [4-5]	67%	71%	63%	68%	76%	71%	77%	65%
Can't say	3%	4%	5%	0.8%	-	-	-	4%
Average Agreement	4.0	3.9	3.9	4.0	4.1	3.7	4.1	4.0

Communication

Usual methods of receiving information from Wollongong City Council

Usual methods of receiving information	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Rates notice	61%	63%	59%	46%	70%	64%	67%
Local radio	50%	58%	42%	50%	58%	47%	44%
Local television	50%	50%	49%	42%	51%	50%	58%
Council newsletter	46%	46%	46%	25%	48%	55%	62%
Council website	41%	46%	37%	39%	51%	47%	27%
Social media [Facebook, Twitter, YouTube]	33%	30%	36%	52%	34%	25%	16%
Illawarra Mercury [newspaper]	31%	30%	32%	23%	28%	30%	45%
Libraries and/or community centres	28%	27%	30%	25%	33%	24%	32%
Advertiser newspaper	24%	21%	26%	11%	19%	25%	43%
Illawarra Mercury [online]	22%	24%	19%	26%	28%	21%	10%
Telephone	18%	19%	17%	9%	24%	21%	20%
Community consultation	16%	16%	16%	11%	19%	19%	15%
Electronic newsletter	12%	14%	11%	16%	12%	10%	11%
Personal visits to the administration building	11%	11%	11%	7%	14%	12%	12%
Other	5%	3%	8%	9%	3%	5%	4%
I don't know	3%	3%	2%	-	5%	3%	2%

Usual methods of receiving information	Total	Ward			Length of time living in Wollongong LGA			
		Ward 1	Ward 2	Ward 3	Less than 5	6 to 10	11 to 15	More than 15
Rates notice	61%	59%	60%	64%	40%	39%	62%	67%
Local radio	50%	44%	44%	61%	53%	37%	50%	51%
Local television	50%	46%	46%	57%	57%	36%	37%	51%
Council newsletter	46%	51%	44%	43%	21%	38%	49%	51%
Council website	41%	37%	46%	41%	42%	53%	33%	40%
Social media [Facebook, Twitter, YouTube]	33%	29%	32%	38%	53%	44%	43%	28%
Illawarra Mercury [newspaper]	31%	32%	28%	33%	19%	15%	24%	35%
Libraries and/or community centres	28%	28%	28%	29%	29%	19%	36%	29%
Advertiser newspaper	24%	25%	24%	21%	14%	19%	16%	27%
Illawarra Mercury [online]	22%	18%	25%	22%	28%	18%	25%	21%
Telephone	18%	16%	17%	21%	12%	14%	19%	20%
Community consultation	16%	21%	11%	15%	20%	15%	13%	15%
Electronic newsletter	12%	12%	12%	13%	12%	7%	22%	12%
Personal visits to the administration building	11%	12%	13%	9%	7%	12%	14%	11%
Other	5%	5%	5%	5%	8%	2%	-	6%
I don't know	3%	2%	3%	3%	-	7%	-	3%

Preferred methods of receiving information from Wollongong City Council

Preferred methods of receiving information	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Council newsletter	34%	33%	34%	24%	39%	33%	40%
Rates notice	21%	18%	24%	15%	24%	22%	27%
Council website	18%	19%	16%	25%	16%	20%	8%
Electronic newsletter	17%	15%	19%	22%	18%	14%	11%
Social media [Facebook, Twitter, YouTube]	15%	15%	16%	36%	12%	6%	2%
Local radio	15%	17%	14%	27%	12%	8%	10%
Local television	14%	12%	15%	22%	7%	11%	12%
Illawarra Mercury [newspaper]	10%	8%	12%	9%	6%	10%	16%
Advertiser newspaper	8%	6%	9%	7%	3%	7%	15%
Libraries and/or community centres	6%	3%	9%	15%	2%	2%	2%
Illawarra Mercury [online]	5%	6%	4%	9%	2%	4%	3%
Community consultation	2%	2%	2%	7%	1%	-	0.6%
Telephone	2%	2%	1%	-	2%	2%	3%
Personal visits to the administration building	0.3%	0.1%	0.4%	-	-	0.6%	0.6%
Other	16%	16%	16%	10%	22%	19%	16%
No preference	8%	8%	7%	7%	6%	9%	10%

Preferred methods of receiving information	Total	Ward			Length of time living in Wollongong LGA			
		Ward 1	Ward 2	Ward 3	Less than 5	6 to 10	11 to 15	More than 15
Council newsletter	34%	33%	36%	31%	21%	15%	44%	37%
Rates notice	21%	20%	22%	22%	14%	21%	24%	22%
Council website	18%	19%	19%	15%	23%	17%	29%	16%
Electronic newsletter	17%	17%	22%	11%	22%	20%	22%	15%
Social media [Facebook, Twitter, YouTube]	15%	19%	16%	11%	23%	34%	11%	12%
Local radio	15%	20%	8%	18%	29%	10%	15%	14%
Local television	14%	13%	15%	13%	23%	4%	16%	13%
Illawarra Mercury [newspaper]	10%	10%	10%	10%	5%	1%	21%	11%
Advertiser newspaper	8%	7%	9%	7%	2%	11%	2%	9%
Libraries and/or community centres	6%	7%	6%	5%	5%	7%	11%	6%
Illawarra Mercury [online]	5%	4%	9%	2%	6%	2%	10%	5%
Community consultation	2%	5%	3%	-	-	6%	-	2%
Telephone	2%	3%	1%	1%	-	-	-	2%
Personal visits to the administration building	0.3%	-	0.4%	0.4%	-	-	-	0.4%
Other	16%	20%	11%	19%	24%	20%	5%	16%
No preference	8%	3%	10%	10%	1%	14%	1%	8%

Usual methods of contacting Wollongong City Council

Usual methods of contacting Council	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
By phone	78%	77%	79%	65%	82%	87%	83%
By email	27%	25%	28%	38%	29%	27%	10%
Personal visits to Council customer service centre	15%	14%	15%	11%	10%	16%	23%
Online	13%	13%	14%	14%	18%	16%	5%
At the counter	11%	10%	12%	9%	7%	15%	15%
At the library	7%	9%	6%	9%	9%	6%	4%
In writing	6%	6%	5%	-	8%	10%	7%
By Facebook	5%	4%	5%	11%	4%	1%	0.3%
At the community centres	4%	5%	4%	5%	6%	3%	3%
Report It App	3%	0.9%	5%	6%	3%	1%	-
By Twitter	0.2%	-	0.4%	-	0.9%	-	-
Other	2%	3%	0.8%	5%	-	2%	0.6%
Have never contacted Council	5%	6%	5%	7%	6%	0.6%	6%

Usual methods of contacting Council	Total	Ward			Length of time living in Wollongong LGA			
		Ward 1	Ward 2	Ward 3	Less than 5	6 to 10	11 to 15	More than 15
By phone	78%	79%	73%	83%	63%	74%	82%	81%
By email	27%	26%	28%	26%	34%	39%	23%	24%
Personal visits to Council customer service centre	15%	13%	17%	14%	17%	7%	11%	16%
Online	13%	15%	12%	13%	18%	20%	12%	12%
At the counter	11%	9%	14%	10%	10%	4%	22%	11%
At the library	7%	9%	7%	6%	9%	9%	7%	7%
In writing	6%	5%	5%	8%	7%	7%	1%	6%
By Facebook	5%	6%	5%	3%	4%	16%	-	4%
At the community centres	4%	5%	2%	6%	2%	9%	7%	4%
Report It App	3%	0.4%	3%	5%	2%	22%	-	0.7%
By Twitter	0.2%	-	0.6%	-	2%	-	-	-
Other	2%	3%	0.8%	2%	6%	-	1%	2%
Have never contacted Council	5%	2%	8%	4%	14%	2%	1%	4%

Preferred methods of contacting Wollongong City Council

Preferred methods of contacting Council	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
By phone	75%	72%	77%	63%	74%	85%	81%
By email	28%	31%	26%	44%	30%	23%	10%
Personal visits to Council customer service centre	13%	12%	13%	11%	7%	14%	20%
Online	12%	10%	14%	22%	13%	8%	3%
At the counter	5%	5%	5%	5%	2%	6%	9%
Report It App	5%	3%	7%	13%	4%	0.7%	-
By Facebook	3%	2%	4%	9%	0.9%	-	-
In writing	3%	3%	2%	5%	-	3%	2%
At the library	2%	0.1%	3%	4%	-	1%	0.3%
At the community centres	1%	-	2%	4%	-	-	0.3%
By Twitter	0.8%	-	2%	2%	0.9%	-	-
Other	1%	1%	1%	-	2%	1%	1%
No preference	0.7%	1%	0.4%	-	1%	-	2%

Preferred methods of contacting Council	Total	Ward			Length of time living in Wollongong LGA			
		Ward 1	Ward 2	Ward 3	Less than 5	6 to 10	11 to 15	More than 15
By phone	75%	78%	74%	72%	59%	58%	90%	78%
By email	28%	29%	34%	22%	43%	32%	24%	26%
Personal visits to Council customer service centre	13%	11%	18%	10%	10%	7%	21%	13%
Online	12%	16%	7%	14%	25%	21%	12%	9%
At the counter	5%	4%	9%	3%	2%	0.8%	1%	6%
Report It App	5%	4%	2%	8%	-	31%	-	3%
By Facebook	3%	2%	4%	2%	2%	13%	-	2%
In writing	3%	3%	2%	2%	-	-	-	3%
At the library	2%	0.9%	2%	2%	-	6%	-	1%
At the community centres	1%	-	2%	2%	-	6%	-	0.9%
By Twitter	0.8%	-	2%	-	2%	-	-	0.8%
Other	1%	0.9%	1%	1%	-	0.8%	-	1%
No preference	0.7%	0.2%	1%	0.6%	-	0.8%	1%	0.8%

Frequency of hearing or reading a negative news story or comment about Council

Frequency of hearing or reading a negative news story or comment	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Daily	3%	2%	4%	2%	4%	3%	3%
Weekly	13%	16%	10%	12%	12%	17%	11%
Monthly	27%	23%	30%	24%	27%	31%	27%
Yearly	28%	23%	32%	27%	29%	29%	26%
Never	16%	20%	12%	19%	18%	11%	15%
I don't know	13%	15%	12%	16%	10%	9%	18%

Frequency of hearing or reading a negative news story or comment	Total	Ward			Length of time living in Wollongong LGA			
		Ward 1	Ward 2	Ward 3	Less than 5	6 to 10	11 to 15	More than 15
Daily	3%	2%	2%	5%	3%	3%	-	3%
Weekly	13%	12%	14%	12%	8%	11%	5%	15%
Monthly	27%	29%	29%	23%	25%	24%	19%	29%
Yearly	28%	29%	25%	29%	19%	36%	44%	27%
Never	16%	17%	16%	15%	35%	19%	22%	12%
I don't know	13%	11%	13%	16%	11%	7%	11%	15%

Participation in Council community engagement activities

Participation in Council community engagement activities	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Completing online surveys	24%	24%	24%	36%	25%	20%	10%
Public Meeting	9%	10%	9%	5%	14%	10%	10%
Community Forum	9%	9%	9%	9%	12%	8%	6%
Submission through public exhibition process	8%	8%	8%	9%	8%	9%	5%
Neighbourhood Forum	7%	7%	8%	9%	9%	4%	7%
Kiosk	5%	6%	5%	7%	8%	2%	5%
Public Hearing	5%	6%	3%	-	8%	6%	5%
Community engagement of the Annual Plan	4%	3%	5%	4%	5%	6%	0.9%
IHAP (Independent Hearing Assessment Panel)	2%	2%	2%	2%	4%	2%	0.6%
Other	4%	5%	3%	7%	3%	2%	2%
None	61%	57%	64%	49%	58%	66%	73%

Participation in Council community engagement activities	Total	Ward			Length of time living in Wollongong LGA			
		Ward 1	Ward 2	Ward 3	Less than 5	6 to 10	11 to 15	More than 15
Completing online surveys	24%	33%	23%	17%	46%	33%	30%	19%
Public Meeting	9%	11%	10%	7%	7%	8%	4%	10%
Community Forum	9%	9%	11%	6%	6%	12%	4%	9%
Submission through public exhibition process	8%	8%	8%	7%	6%	16%	-	8%
Neighbourhood Forum	7%	8%	8%	6%	10%	8%	7%	7%
Kiosk	5%	9%	4%	4%	5%	3%	5%	6%
Public Hearing	5%	3%	5%	6%	2%	4%	4%	5%
Community engagement of the Annual Plan	4%	6%	4%	2%	5%	3%	-	4%
IHAP (Independent Hearing Assessment Panel)	2%	0.9%	3%	2%	2%	-	-	3%
Other	4%	6%	3%	2%	6%	0.8%	-	4%
None	61%	51%	60%	71%	51%	54%	67%	63%

Council website visitation

Visited Council's website in the past 12 months	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Visited Council's website in the past 12 months	63%	64%	62%	74%	73%	65%	35%

Visited Council's website in the past 12 months	Total	Ward			Length of time living in Wollongong LGA			
		Ward 1	Ward 2	Ward 3	Less than 5	6 to 10	11 to 15	More than 15
Visited Council's website in the past 12 months	63%	59%	69%	61%	72%	82%	60%	60%

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

Agreement	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Disagree (1-2)	17%	13%	20%	20%	14%	17%	12%
Neutral (3)	23%	20%	26%	21%	20%	28%	28%
Agree (4-5)	60%	67%	54%	60%	66%	54%	60%
Average Agreement	3.6	3.8	3.5	3.6	3.8	3.5	3.6

Agreement	Total	Ward			Length of time living in Wollongong LGA			
		Ward 1	Ward 2	Ward 3	Less than 5	6 to 10	11 to 15	More than 15
Disagree (1-2)	17%	20%	19%	11%	17%	13%	18%	17%
Neutral (3)	23%	22%	31%	16%	21%	26%	16%	24%
Agree (4-5)	60%	58%	50%	74%	63%	61%	66%	59%
Average Agreement	3.6	3.6	3.4	3.9	3.7	3.5	3.8	3.6

Attendance at events

Attendance at events	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Wollongong Australia Day celebrations	37%	39%	36%	44%	41%	35%	28%
Wollongong New Year's Eve event	34%	37%	31%	39%	38%	34%	23%
Viva la Gong	26%	28%	24%	27%	22%	31%	22%
None of the above	46%	44%	48%	36%	46%	45%	59%

Attendance at events	Total	Ward			Length of time living in Wollongong LGA			
		Ward 1	Ward 2	Ward 3	Less than 5	6 to 10	11 to 15	More than 15
Wollongong Australia Day celebrations	37%	30%	50%	32%	31%	35%	25%	40%
Wollongong New Year's Eve event	34%	27%	47%	27%	20%	32%	35%	36%
Viva la Gong	26%	22%	34%	21%	15%	44%	13%	26%
None of the above	46%	52%	34%	52%	59%	38%	44%	45%

Satisfaction with events

Satisfaction with events	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Wollongong New Year's Eve event	4.4	4.4	4.5	4.5	4.5	4.2	4.5
Wollongong Australia Day celebrations	4.4	4.4	4.4	4.6	4.3	4.1	4.4
Viva la Gong	4.1	4.2	3.9	3.9	4.4	3.9	4.2

Satisfaction with events	Total	Ward			Length of time living in Wollongong LGA			
		Ward 1	Ward 2	Ward 3	Less than 5	6 to 10	11 to 15	More than 15
Wollongong New Year's Eve event	4.4	4.2	4.5	4.6	4.4	4.7	4.7	4.4
Wollongong Australia Day celebrations	4.4	4.3	4.4	4.5	4.3	4.4	3.8	4.4
Viva la Gong	4.1	4.1	4.2	3.9	4.5	3.9	4.1	4.1