



Mosman Council Community Research

August 2012

Prepared for:



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Background

In order to measure and monitor community satisfaction, Mosman Council appointed Micromex Research to develop, conduct and analyse a statistically valid community satisfaction survey with a representative cross section of Mosman residents.

This survey is required to measure community response to 36 specific Council delivery areas. Interviewing was conducted in accordance with IQCA (Interviewer Quality Control Australia) Standards and the Market Research Society Code of Professional Conduct.

Methodology

Questionnaire

Micromex Research, together with Mosman Council, fine-tuned the existing 2010 questionnaire. The survey was conducted by telephone.

A copy of the questionnaire is provided in Appendix B.

Data collection period

The survey was conducted during the period May 30th to June 7th 2012, from 4:30pm to 8:30pm Monday to Friday and Saturdays from 10am to 4pm.

Ratings questions

A rating scale of 0 to 10 was used in all rating questions, where 0 was the lowest importance or satisfaction and 10 the highest importance or satisfaction.

This scale allowed for a mid range position for those who had a divided or neutral opinion.

Within the report, the mean ratings for each of the criteria have been assigned a determined level of 'importance' or 'satisfaction'. This determination is based on the following groupings:

Mean rating

2.49 or lower	'Very low' level of importance/satisfaction/agreement
2.50 – 3.49	'Low' level of importance/satisfaction/agreement
3.50 – 4.99	'Moderately low' levels of importance/satisfaction/agreement
5.00 – 6.24	'Moderate' level of importance/satisfaction/agreement
6.25 – 6.99	'Moderately high' level of importance/satisfaction/agreement
7.00 – 7.99	'High' level of importance/satisfaction/agreement
8.00 – 8.99	'Very high' level of importance/satisfaction/agreement
9.00 +	'Extreme' level of importance/satisfaction/agreement

Note: Respondents rated all services/facilities for importance and satisfaction.

Performance Gap Analysis (PGA)

PGA establishes the gap between importance and satisfaction. This is calculated by subtracting the mean satisfaction score from the mean importance score. In order to measure PGA, respondents are asked to rate the importance of, and their satisfaction with, each of a range of different services or facilities on a scale of 0 to 10, where 0 = low importance or satisfaction and 10 = high importance or satisfaction. These scores are aggregated at a total community level.

The higher the differential between importance and satisfaction, the greater the difference is between the provision of that service by Mosman Council and the expectation of the community for that service/facility.

Quadrant Analysis

Quadrant analysis is a useful tool for planning future directions. It combines the stated needs of the community and assesses Mosman Council's performance in relation to these needs. This analysis is completed by plotting the variables on x and y axes, defined by stated importance and rated satisfaction.

We aggregate the mean scores for stated importance and rated satisfaction to identify which of 4 quadrants the facility or service should be plotted into:

1. MAINTAIN – Higher than average importance and higher than average satisfaction
2. IMPROVE – Higher than average importance and lower than average satisfaction
3. NICHE – Lower than average importance and lower than average satisfaction
4. SECONDARY – lower than average importance and higher than average satisfaction

The Shapley Value Regression

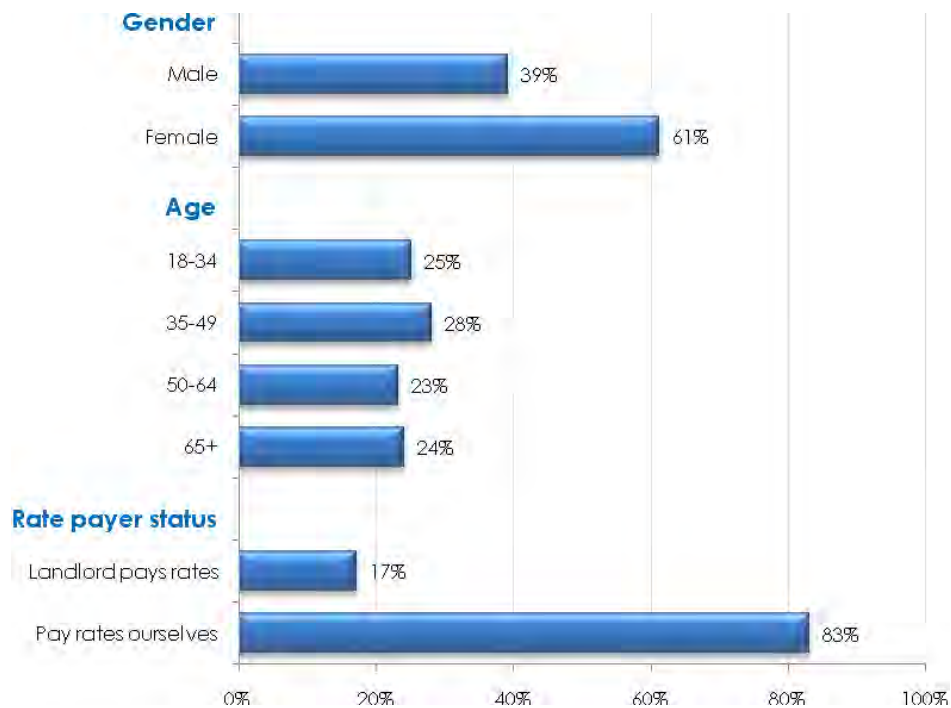
We recently finalised the development of a Council Satisfaction Model, to identify priorities that will drive overall satisfaction with Council. This regression analysis is a statistical tool for investigating relationships between dependent variable and explanatory variables.

Sample Profile

Sample Profile

The final achieved sample of n=400 robustly covers all key demographic sub-groups. This allowed us to undertake some of the analysis at a sub-group level.

The sample was weighted by age and gender to reflect the 2006 ABS census data.



Sampling error

A sample size of 400 residents provides a sampling error of +/- 4.9 at 95% confidence.

Local concerns

Summary

There is no doubt that traffic congestion is a key concern for Mosman residents. 45% indicated that it the main issue facing the Mosman area over the next 5-10 years. Development (11%), parking (8%) and overpopulation (5%) were the other key themes expressed by residents.

Q. Thinking of Mosman as a whole, what would you say is the major issue facing Mosman in the next 5-10 years?

Word Frequency Tagging: Verbatim responses were collated and entered into analytical software. This analysis 'counts' the number of times a particular word or phrase appears to describe the territory and based on the frequency of that word or phrase a font size is generated. The larger the font, the more frequently the word or sentiment is mentioned



Major issue facing Mosman in the next 10 years	Column %
Traffic - management, congestion, control, Spit Bridge/Junction, Military Rd	45%
Development - controlled, overdevelopment	11%
Parking - provision, payment	8%
Population - overpopulation, growth, ageing	5%
Roads and Footpaths - maintenance, upgrades	4%
Environment - preservation, climate change, sustainability	3%
Public Transport	2%

Executive Summary

Overall Satisfaction

At an overall level, residents expressed a 'moderately high' level of satisfaction with the performance of Council.

Residents aged 65+ were significantly more satisfied with Council's performance than were those aged 35-49.

Q. How would you rate the overall performance of Mosman Council, as an organisation, over the past 12 months?

	Male	Female
Mean ratings	6.56	6.63

	18 - 34	35 - 49	50 - 64	65+
Mean ratings	6.80	6.28	6.37	7.01

	Overall 2012	Overall 2010	IRIS NSW LGA Benchmark (2010)	Micromex NSW LGA Benchmark (2012)
Mean ratings	6.6	6.7	6.0	6.5

 Significantly higher satisfaction (by group)  Significantly lower satisfaction (by group)

Mean ratings: 0 = not at all satisfied, 10 = very satisfied

Nb: The Micromex benchmarking scores are based on data from a different group of councils to those included in the IRIS benchmarking scores.

	Count	Column %
0	4	1%
1	5	1%
2	12	3%
3	12	3%
4	15	4%
5	39	10%
6	52	13%
7	123	31%
8	97	24%
9	33	8%
10	8	2%
Total	400	100%

Executive Summary

Performance of Councillors

There was a 'moderately high' level of satisfaction with the performance of the Councillors.

Residents aged 18-34 and 65+ had significantly higher levels of satisfaction with their elected officials compared to residents aged 35-49.

Since 2010 residents have seen an improvement in the perceived performance of the Councillors.

Q. Thinking about Mosman Councillors overall, how would you rate their performance in the following areas.

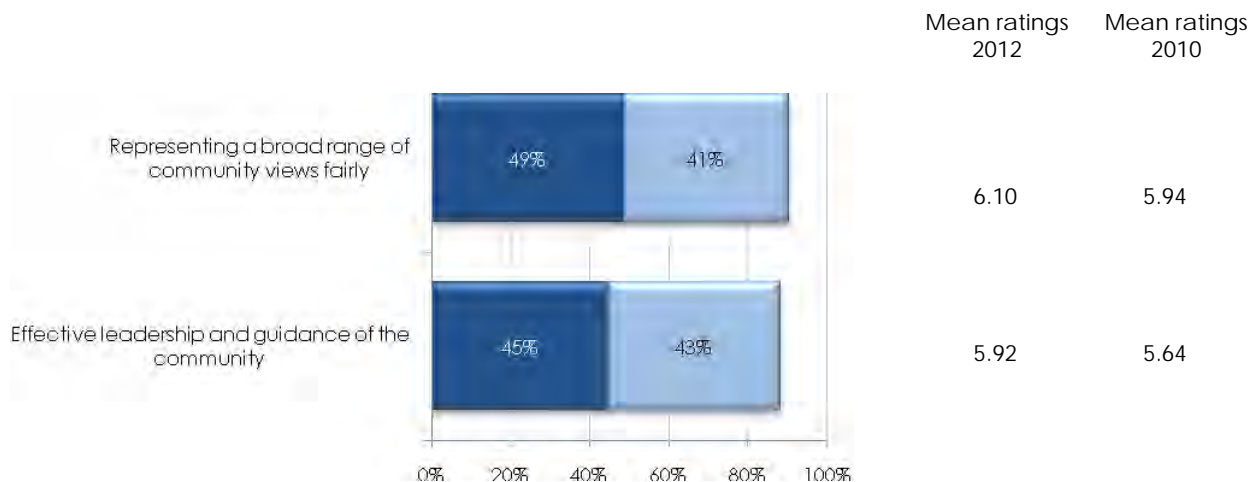
	Male	Female
Mean ratings	5.61	6.12

	18 - 34	35 - 49	50 - 64	65+
Mean ratings	6.20	5.40	5.91	6.34

	Overall 2012	Overall 2010	IRIS NSW LGA Benchmark (2010)	Micromex NSW LGA Benchmark (2012)
Mean ratings	6.0	5.8	5.6	5.6

Significantly higher satisfaction (by group) Significantly lower satisfaction (by group)

Mean ratings: 0 = not at all satisfied, 10 = very satisfied



Base: n=356 - 374

High satisfaction (7-10) Medium satisfaction (4-6)

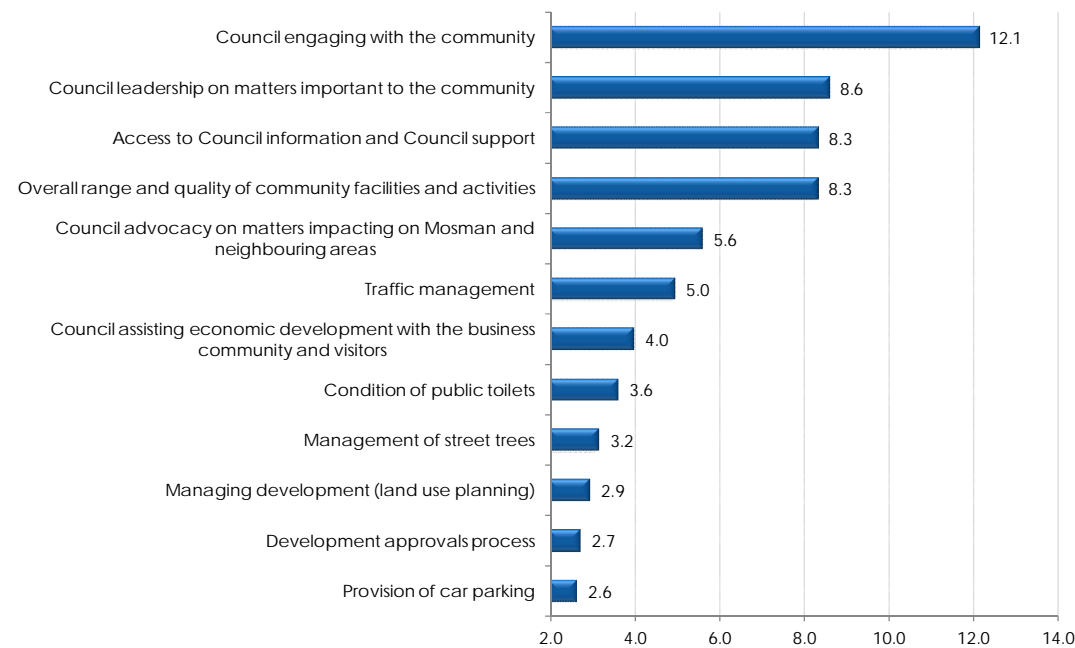
Executive Summary

The Shapley Value Regression - Key Drivers of Satisfaction with Mosman Council

The results in the chart below identify which attributes are the key drivers of community satisfaction.

These top 12 services/facilities account for 67% of overall satisfaction with Council. This indicates that the remaining 24 attributes we obtained measures on have only a limited impact on the community's satisfaction with Mosman Council's performance. Therefore, whilst all 36 service/facility areas are important, only a minority of them are significant drivers of the community's overall satisfaction with Council.

These Top 12 Indicators Account for 67% of Overall Satisfaction with Council



Mosman City Council needs to concentrate on engaging with its community, showing leadership and providing information and support

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Executive Summary

Longitudinal Analysis - Composite Importance Ratings for Key Service Areas

The importance ratings decreased for 5 of the 6 of the key service areas. The exception was 'recreational & cultural services', which remained statistically similar to 2010.


Importance Ratings	2010	2012
Recreational & Cultural Services	6.97	7.01
Community Services	7.52	6.90
Waste, Health & Environment	8.52	8.37
Infrastructure & Traffic	8.18	7.88
Planning & Heritage	7.98	7.46
Communication	8.33	7.84

Composite Satisfaction Ratings for Key Service Areas

Satisfaction for 5 of the 6 key service areas remained statistically similar to 2010, the exception being 'community services', which experienced a significant decrease in satisfaction.

Satisfaction Ratings	2010	2012
Recreational & Cultural Services	7.15	6.98
Community Services	6.80	6.35
Waste, Health & Environment	7.25	7.14
Infrastructure & Traffic	6.16	6.22
Planning & Heritage	6.03	5.90
Communication	6.25	6.15

 Significantly higher rating (by group)

 Significantly lower rating (by group)

Mean ratings: 0 = not at all important and very dissatisfied, 10 = very important and very satisfied

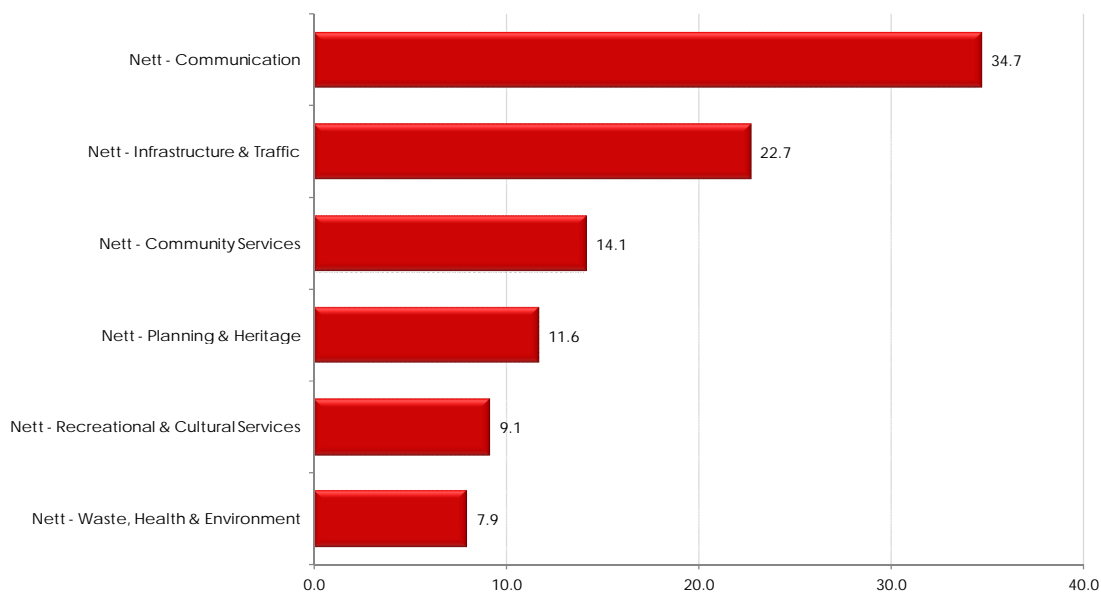
Executive Summary

Key Service Areas Contribution to Overall Satisfaction

By combining the outcomes of the regression data, we can identify the derived importance of the Key Service Areas.

'Communication' (35%) is the key contributor toward overall satisfaction with Council performance.

Contribution To Overall Satisfaction with Council's Performance



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It is crucial to note that while 'Waste, Health & Environment' only contributes 8% toward overall performance satisfaction, this is potentially because, at an overall level, residents are generally satisfied with the service they are receiving in this area. A reduction of waste servicing or systemic failures in this service area would undoubtedly lead to a dramatic fall in overall satisfaction with Council performance.

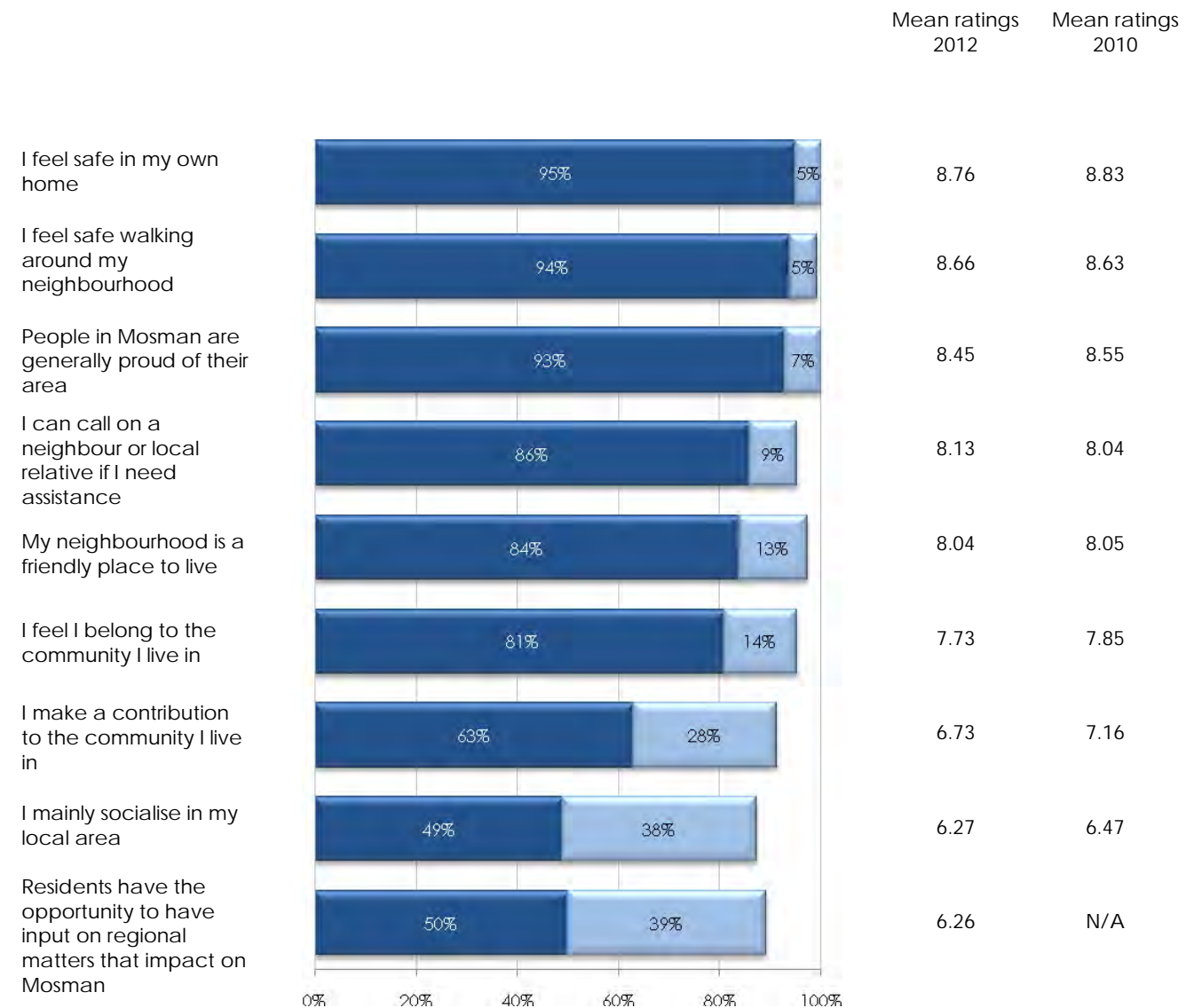
Executive Summary

Community Safety, Pride and Connectedness

In terms of agreement with specific statements regarding their neighbourhood and Mosman as a place to live, respondents rated all statements as 'moderately high' to 'very high'.

- 95% indicated that they feel safe in their own home
- 94% feel safe walking around their area
- 93% feel generally proud of the Mosman area
- 86% indicated that they feel they can call a neighbour or local relative if they need help
- 84% indicated that they feel that their neighbourhood is a friendly place to live

There has been a significant year on year drop for the measure 'I make a contribution to the community I live in' and (7.2 in 2010 vs. 6.7 in 2012). All other measures statistically remain the same.



Base: n=400

 High agreement (7-10)  Medium agreement (4-6)

Recommendations and Next Steps

Summary of Critical Outcomes

The summary table below combines the outcome of the regression analysis with the stated importance and satisfaction outcomes of the performance gap and quadrant analysis.

In developing future plans and strategies, Mosman Council should consider the implications raised by each form of analysis.

	Shapley Analysis	Gap Analysis	Quadrant Analysis
Council engaging (consulting) with the community	12.13	2.11	Improve
Council leadership on matters important to the community	8.59	2.13	Improve
Access to Council information and Council support	8.33	1.19	Maintain
Overall range and quality of community facilities and activities	8.32	0.72	Maintain
Council advocacy on matters impacting on Mosman and neighbouring areas	5.60	1.33	Niche
Traffic management	4.95	2.50	Improve
Council assisting economic development with the business community and visitors	3.98	0.87	Niche
Condition of public toilets	3.61	1.81	Improve
Management of street trees	3.16	1.37	Improve
Managing development (land use planning)	2.94	1.95	Improve
Development approvals process	2.72	2.00	Niche
Provision of car parking	2.64	2.22	Improve

Conclusions

Residents' overall satisfaction with the performance of Council is moderately high. The satisfaction rating achieved in 2012 is not significantly down on the rating received in 2010. Therefore in real terms resident satisfaction has not changed over the period.

Residents feel safe living in Mosman, whether at home (95%) or walking around the neighbourhood (94%), however, residents are less likely to indicate that they 'make a contribution to the community I live in' than they were in 2010.

The regression analysis indicates that Council needs to continue to focus on consulting with the community and providing leadership on matters important to residents. Traffic congestion on the key arterial road and elsewhere is a major issue for many residents both now and into the future. It is likely that this is an area where the community would strongly support any Council initiative that could address/remedy the congestion issue.

The regression analysis also highlights that some of the measures that would appear 'niche' are important contributors to future satisfaction, specifically in the areas of Council advocacy, Council support of the local economy and the development approval process.

The provision of car parking, the management of trees and maintenance of public toilets are also areas where the community would like to see improvement.

Recommendations and Next Steps

Recommendations

Based on the key findings from this research study there are potentially a number of areas that require action or further exploration.

Whilst some of these may not be currently feasible, based on the outcomes of this research we recommend that Mosman Council consider the following:

1. Continue to communicate and educate residents on how they can be more involved in shaping the short, medium and long term plans of Council
2. Identify and explore any opportunities that may improve Council's approach to community consultation and provide residents with access to information and Council support
3. As this is the primary issue of concern for residents, clarify and seek to address community expectations regarding all aspects of traffic management,
4. Explore with key stakeholders expectations around the Council's role in developing the local economy
5. Identify expectations around council advocacy and leadership
6. Clarify expectations around public toilets, street trees and car parking

Next Steps

We would recommend that Mosman Council conduct a qualitative deep dive to clarify the community's understanding of, and attitudes toward, these core drivers of satisfaction. A series of resident workshops could further explore and inform the recommendations.



Section A

Micromex LGA Benchmarking

Comparison to Micromex LGA Benchmarks – Key Areas

Satisfaction with the 'overall satisfaction with Council's performance' and the 'overall performance of Mosman Councillors' has remained statistically similar to 2010, however, satisfaction with the 'overall performance of Council's staff has decreased.

Micromex LGA NSW Benchmark scores are based on the results of 60 community surveys conducted since 2006, with 25 of these surveys having been conducted in the last 18 months.

On the measure of Council performance, Mosman residents are directionally slightly more satisfied with the overall performance of their Council compared to our normative score (6.6 c.f. 6.5).

Satisfaction with Councillors (6.0) exceeded our NSW LGA Benchmarks (5.6).

Benchmark Comparisons for Overall Satisfaction	Council's Performance	Staff	Councillors
Mosman 2012	6.6	7.1	6.0
Mosman 2010	6.7	7.5	5.8
Micromex LGA NSW average	6.5	7.5	5.6
NSW best	7.0	8.5	6.0
NSW worst	5.5	5.8	5.3

Outcome filtered by Level of Contact

Overall Rating Council staff

	Q3f Had contact N=269	Q3b Did not have contact N=127
Mean ratings	7.1	7.2

Overall Rating Councillors

	Q4c Had contact N=22	Q4c Did not have contact N=348
Mean ratings	6.5	5.9

Mean ratings: 0 = very dissatisfied, 10 = very satisfied

Comparison to LGA Benchmarks – Services and Facilities

Council has performed well against the Micromex LGA NSW Benchmark, with 13 of the 18 comparable criteria rating higher than the Benchmark, whilst the remaining 5 fell below the Benchmark.

Service/Facility	Mosman Satisfaction 2012	Mosman Satisfaction 2010	Micromex LGA NSW Benchmark
ABOVE THE MICROMEX NSW LGA BENCHMARK			
Providing and maintaining local roads	6.6	6.0	4.0
Provision and maintenance of parklands	7.8	7.7	6.3
Management of drainage and local flooding	6.8	6.9	5.5
Providing and maintaining footpaths	6.0	6.0	4.8
Management and protection of the environment	7.3	7.4	6.3
Services for young people	6.0	6.3	5.0
Access to Council information and Council support	6.7	6.7	5.8
Provision of car parking	6.0	5.7	5.3
Managing development (land use planning)	5.8	6.0	5.3
Overall range and quality of community facilities and activities	7.0	7.0	6.5
Providing and maintaining bike paths	5.4	5.4	5.0
Services and facilities for people with a disability	6.3	6.8	6.0
Protection of heritage values and buildings	6.7	6.9	6.5
BELOW THE MICROMEX NSW LGA BENCHMARK			
Services and facilities for older people	6.7	7.2	6.8
Waste and recycling collection services	7.4	7.7	7.5
Library Services	7.7	7.7	8.0
Sport and recreational facilities	6.7	7.0	7.0
Mosman Art Gallery and Community Centre	6.7	7.1	7.5

Mean ratings: 0 = very dissatisfied, 10 = very satisfied



Section 1

Importance of, and Satisfaction with, Services and Facilities

Overall Satisfaction

Summary

At an overall level, residents expressed a 'moderately high' level of satisfaction with the performance of Council.

Residents aged 65+ were significantly more satisfied with Council's performance than were those aged 35-49.

Q. How would you rate the overall performance of Mosman Council, as an organisation, over the past 12 months?

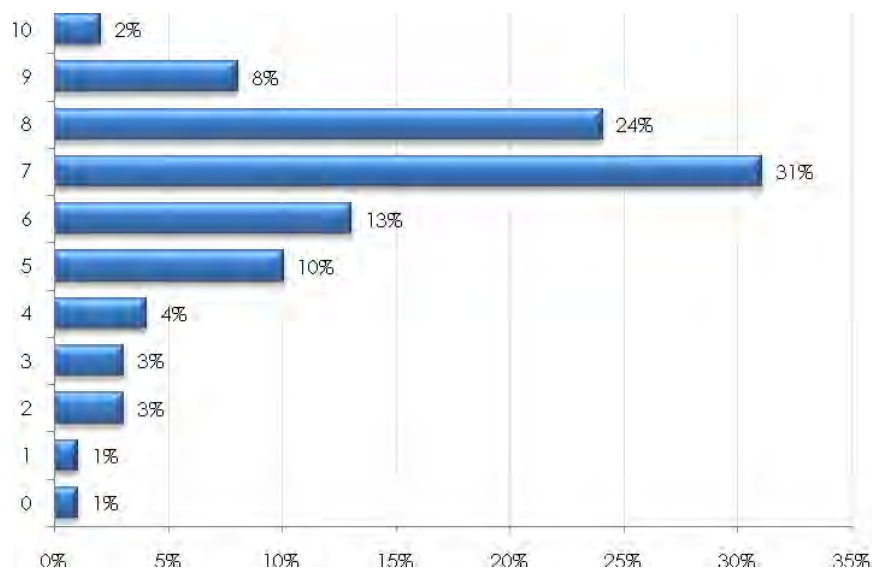
	Male	Female
Mean ratings	6.54	6.65

	18 - 34	35 - 49	50 - 64	65+
Mean ratings	6.83	6.28	6.33	7.01

	Overall 2012	Overall 2010	IRIS NSW LGA Benchmark (2010)	Micromex NSW LGA Benchmark (2012)
Mean ratings	6.6	6.7	6.0	6.5

Significantly higher satisfaction (by group) Significantly lower satisfaction (by group)

Mean ratings: 0 = not at all satisfied, 10 = very satisfied



Base: n=400

The Micromex benchmarking scores are based on data from a different group of Councils to those included in the IRIS benchmarking scores.

Overall Satisfaction

- Q. How would you rate the overall performance of Mosman Council, as an organisation, over the past 12 months?
Q. Why do you say that?

Low satisfaction rating (0 – 3)

Areas of dissatisfaction/improvement required	Count
Lack of community consultation	14
Development Approval process	8
Parking/Parking meters	7
Unresolved request	6
No faith/trust in Council	5
Council infighting	3
Traffic	3
Long term planning	2
Financial management	2
Resignation of Deputy Mayor	2
Heritage concerns	2
Footpath maintenance	1
Lack of support for business	1
Excessive art gallery funding	1
Recycling services	1
Not progressive	1
Bridge Point signage	1

Medium satisfaction rating (4 – 6)

Areas of dissatisfaction/improvement required	Count
Community consultation	20
Road/Footpath maintenance	13
Parking	13
Council infighting	12
Development Approval process	8
Overall improvement in all areas needed/possible	6
Traffic management	5
Not progressive/proactive	5
Unresponsive	4
Overdevelopment	4
Military Rd	4
Waste collection	3
Ranger enforcement	3
Disability services	2
Customer service	2
Supporting local business	2
Areas of satisfaction/Reason for neutral rating	Count
Neither good or bad	9
Development Approval process	3
Community consultation	1
Road maintenance	1
Libraries	1
Ranger enforcement	1

Overall Satisfaction

- Q. How would you rate the overall performance of Mosman Council, as an organisation, over the past 12 months?
Q. Why do you say that?

High satisfaction rating (7 – 10)

Areas of Satisfaction	Count
Overall good/excellent/outstanding job	87
Community consultation/communication	16
General maintenance	15
Parks/Public amenities	14
Aged services	8
Council responsiveness	8
Well managed	5
Areas to improve rating	Count
Overall improvement needed/possible	15
Parking	12
DA process	10
Footpath maintenance	7
Traffic	6
Roads	5

Importance of and Satisfaction with Council Services

A scale of 0 to 10 was used in all rating questions, where 0 was the lowest importance or satisfaction and 10 the highest importance or satisfaction. This scale allowed for a mid range position for those who had a divided or neutral opinion.

Participants were firstly asked to indicate which rating best described their opinion of the importance of the following services/facilities to them, then were asked to rate their satisfaction with that service/facility.

We Explored Resident Response To 36 Service Areas



Recreational & Cultural Services

Library Services
Mosman Art Gallery and Community Centre
Local festivals and events
Overall range of facilities and activities relevant to culture and the arts
Provision and maintenance of parklands, including local parks, bushland, harbour foreshores & bushland trails
Sport and recreational facilities (e.g. sporting fields or Mosman Swim Centre)

Community Services

Services and facilities for older people
Services and facilities for people with a disability
Services and facilities for people from culturally and linguistically diverse backgrounds
Services and facilities for children and families
Services for young people
Overall range and quality of community facilities and activities

Waste, Health & Environment

Animal management & control
Waste and recycling collection services (e.g. garbage, recycling, green waste and e-waste)
Cleaning of streets
Enforcement of health and food regulations
Litter control & rubbish dumping
Management and protection of the environment (e.g. water quality, stormwater management, restoring natural bushland areas)

Infrastructure & Traffic

Overall cleanliness, appearance & management of public spaces
Management of street trees
Providing and maintaining local roads (excluding main roads, such as Military and Spit Roads, which are not the responsibility of Mosman Council)
Providing and maintaining footpath
Providing and maintaining bike paths
Management of drainage and local flooding
Provision of car parking
Enforcement of parking restrictions
Traffic management
Condition of public toilets

Planning & Heritage

Protection of heritage values and buildings
Managing development (land use planning)
Development approvals process
Council assisting economic development with the business community and visitors

Communication

Council engaging (consulting) with the community
Access to Council information and Council support
Council leadership on matters important to the community
Council advocacy on matters impacting on Mosman and neighbouring areas

Developed in conjunction with the Mosman Council Project Team



Importance of and Satisfaction with Council Services

Interpreting the Mean Scores

Within the report, the mean ratings for each of the criteria have been assigned a determined level of 'importance' or 'satisfaction'. This determination is based on the following groupings:






Mean rating

2.49 or lower	'Very low' level of importance/satisfaction
2.50 – 3.49	'Low' level of importance/satisfaction
3.50 – 4.99	'Moderately low' levels of importance/satisfaction
5.00 – 6.24	'Moderate' level of importance/satisfaction
6.25 – 6.99	'Moderately high' level of importance/satisfaction
7.00 – 7.99	'High' level of importance/satisfaction
8.00 – 8.99	'Very high' level of importance/satisfaction
9.00 +	'Extreme' level of importance/satisfaction

Interpreting Performance Gap

Within the report, the mean ratings for each of the criteria have been assigned a determined 'level of importance or satisfaction'. To identify the performance gap, we subtract the rated satisfaction mean score from the stated importance mean scores:

Performance gap

2.50 or higher	Extremely high gap between importance and satisfaction
	⇒ Requires Immediate Action – Code Violet
1.90 – 2.49	Moderately high – Very high gap between importance and satisfaction
	⇒ Requires Immediate Investigation – Code Red
1.20 – 1.89	Moderately low – Moderate gap between importance and satisfaction
	⇒ Monitor – Code Grey
0.00 – 1.19	Minimal gap between importance and satisfaction
	⇒ Monitor – Code Blue
Less than 0.00	Negative performance gap between importance and satisfaction
	⇒ Revisit/Reconsider Resource Allocation – Code Green

Infrastructure and Basic Services

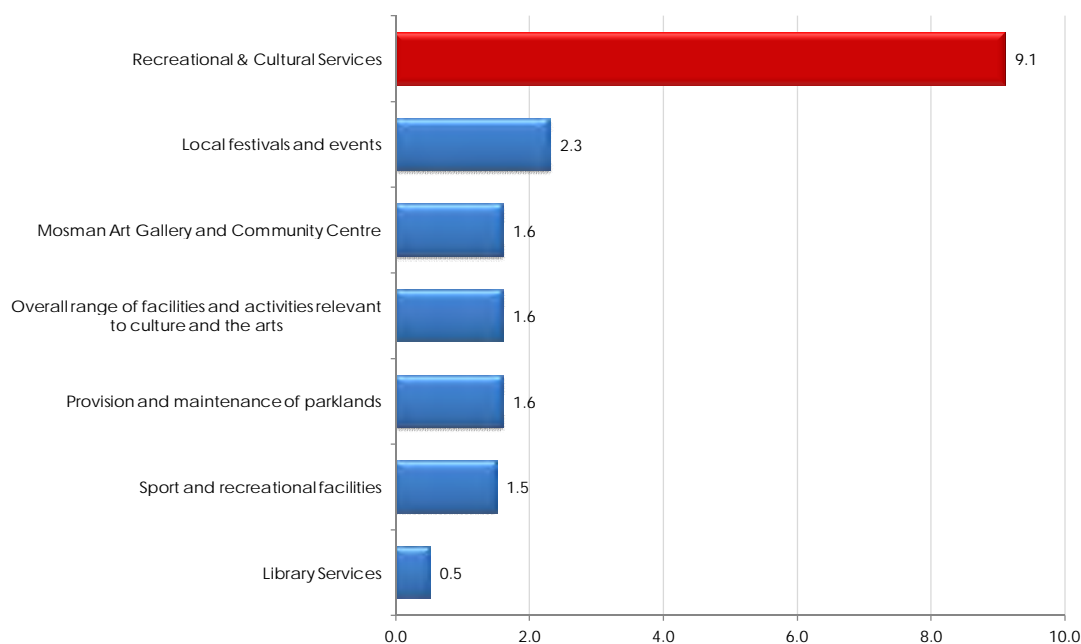
Services and facilities explored included:

- Library Services
- Mosman Art Gallery and Community Centre
- Local festivals and events
- Overall range of facilities and activities relevant to culture and the arts
- Provision and maintenance of parklands, including local parks, bushland, harbour foreshores & bushland trails
- Sport and recreational facilities (e.g. sporting fields or Mosman Swim Centre)

Contribution to Overall Satisfaction with Council (Regression Data)

Council performance in the areas below accounts for more than 9% of overall satisfaction based on the regression analysis.

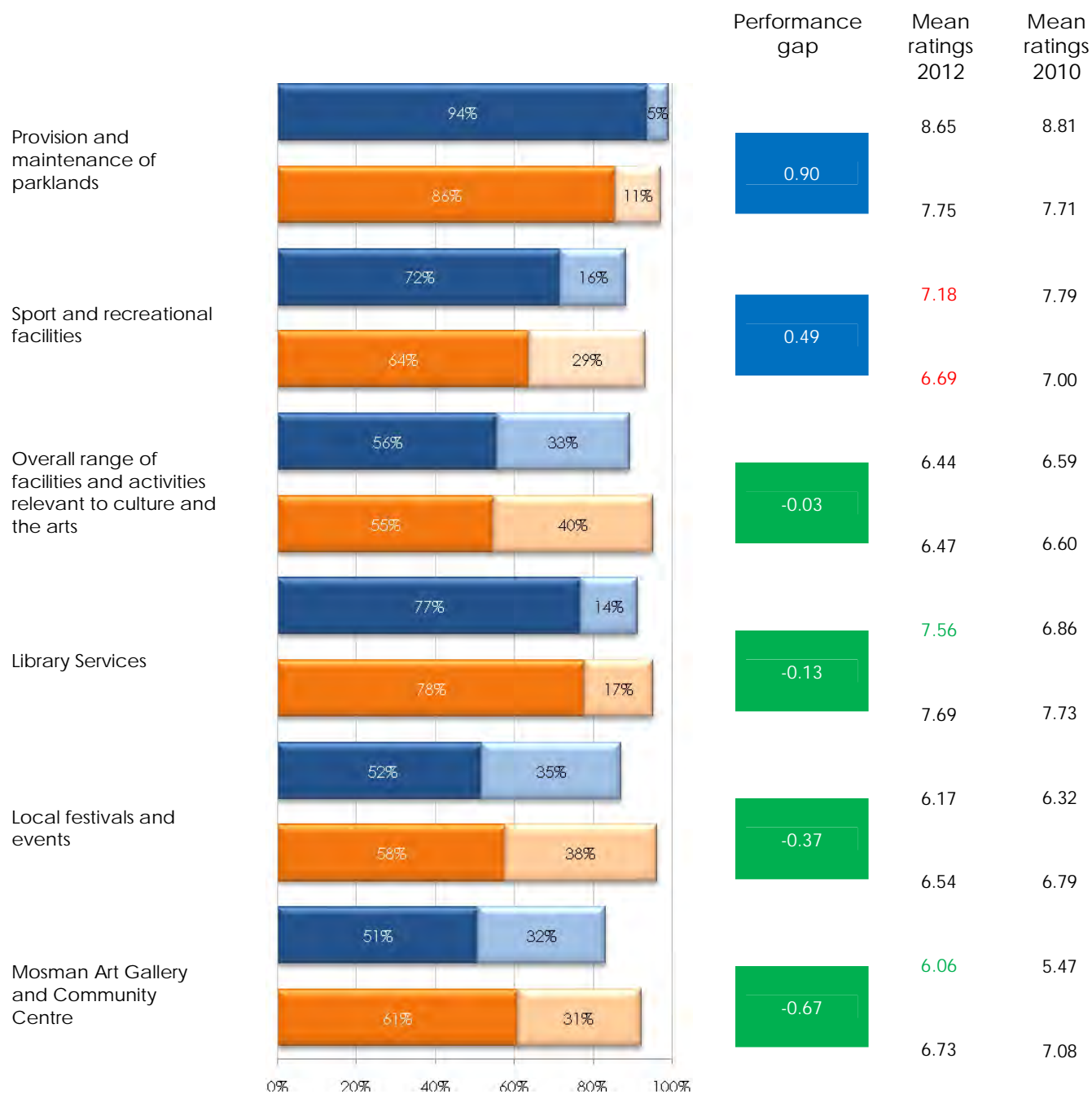
Recreational & Cultural Services – Over 9% of Overall Satisfaction with Council



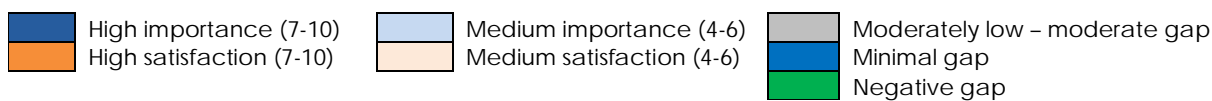
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Importance of and Satisfaction with Council Services

Recreational & Cultural Services



Mean ratings: 0 = not at all important and very dissatisfied, 10 = very important and very satisfied



Bold red type indicates significant decrease from 2010

Bold green type indicates significant increase from 2010

Overview of Rating Scores

Importance - overall

Very high	Provision and maintenance of parklands
High	Library Services
	Sport and recreational facilities
Moderately high	Overall range of facilities and activities relevant to culture and the arts
Moderate	Local festivals and events
	Mosman Art Gallery and Community Centre

Importance – by age

Residents aged 65+ deemed the importance of the 'Mosman Art Gallery and Community Centre' to be higher than did all other age groups, and the importance of the 'overall range of facilities and activities relevant to culture and the arts' higher than did those aged 35-49.

Residents aged 18-49 rated the importance of 'sport and recreational facilities' higher than did those aged 50+.

Importance – by gender

With the exception of 'sport and recreational facilities', females rated all of the criteria higher in importance than did males.

Importance comparisons with previous years

The importance of 'library services' and the 'Mosman Art Gallery and Community Centre' has significantly increased compared to the results from 2010, whilst the importance of 'sport and recreational facilities' has significantly decreased.

Satisfaction – overall

High	Provision and maintenance of parklands
	Library Services
Moderately high	Mosman Art Gallery and Community Centre
	Sport and recreational facilities
	Local festivals and events
	Overall range of facilities and activities relevant to culture and the arts

Satisfaction – by age

Residents aged 65+ expressed higher levels of satisfaction with the 'Mosman Art Gallery and Community Centre' than did those aged 35-64, and with the 'overall range of facilities and activities relevant to culture and the arts' than did those aged 35-49.

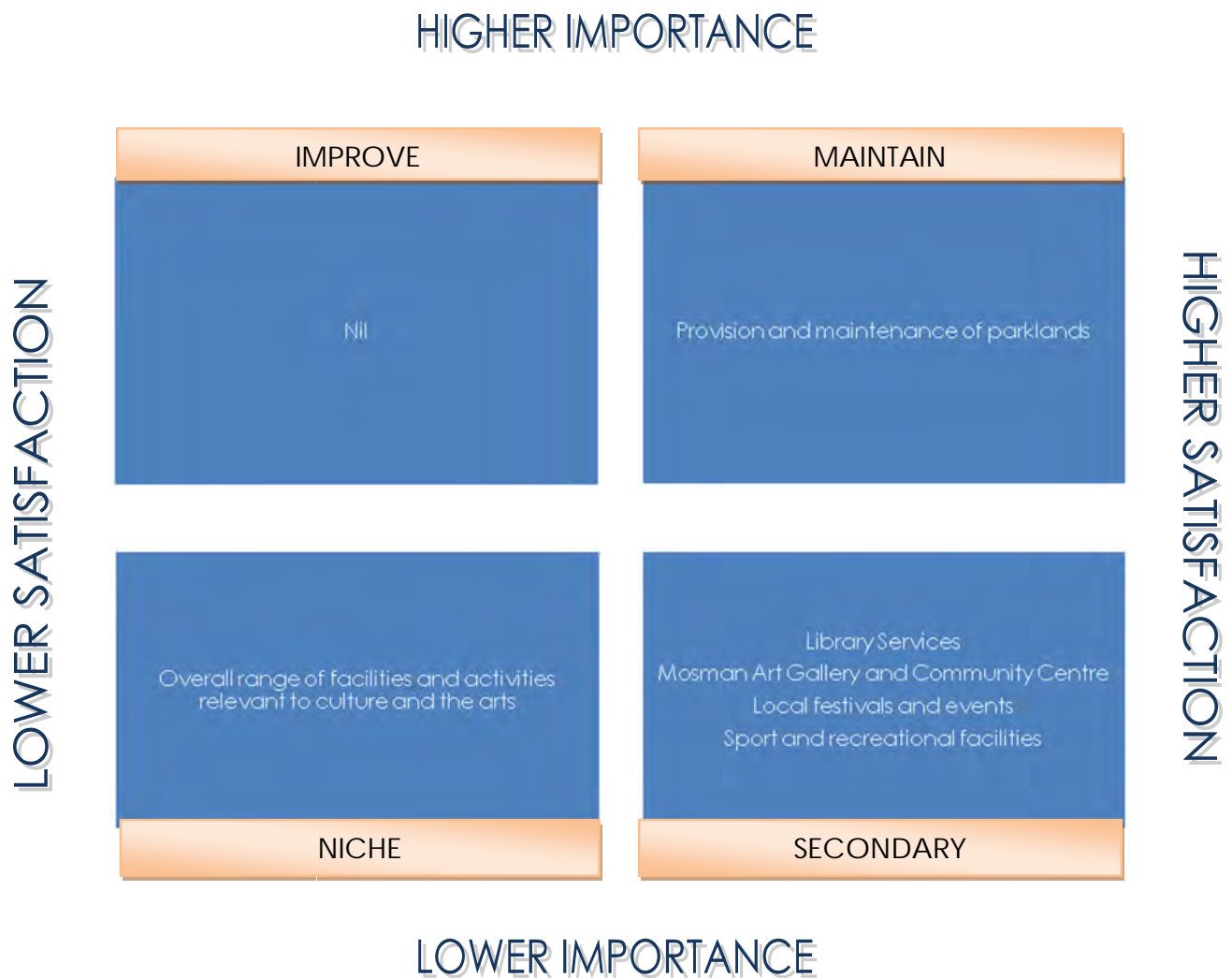
Satisfaction – by gender

With the exception of 'sport and recreational activities', females were significantly more satisfied with all of the criteria than were males.

Satisfaction comparisons with previous years

Satisfaction with 'sport and recreational facilities' has significantly decreased from 2010.

Quadrant Analysis



Recommendations

Based on the stated outcomes analysis, Mosman Council needs to foster and maintain resident satisfaction with:

- Provision and maintenance of parklands

Community Services

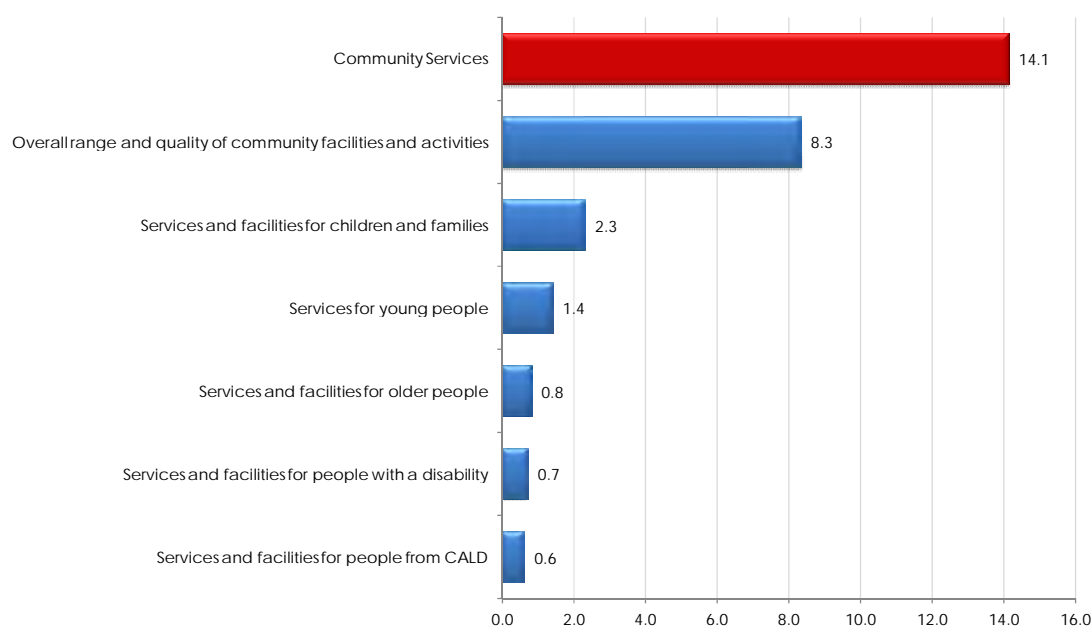
Services and facilities explored included:

- Services and facilities for older people
- Services and facilities for people with a disability
- Services and facilities for people from culturally and linguistically diverse backgrounds
- Services and facilities for children and families
- Services for young people
- Overall range and quality of community facilities and activities

Contribution to Overall Satisfaction with Council (Regression Data)

Council performance in the areas below accounts for over 14% of overall satisfaction based on the regression analysis.

Community Services – More Than 14% of Overall Satisfaction with Council



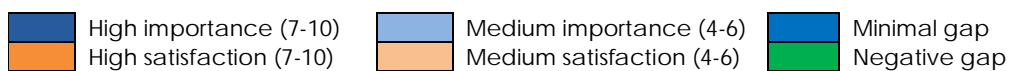
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Importance of and Satisfaction with Council Services

Community Services



Mean ratings: 0 = not at all important and very dissatisfied, 10 = very important and very satisfied



Bold red type indicates significant decrease from 2010
 Bold green type indicates significant increase from 2010

Overview of Rating Scores

Importance - overall

High	Overall range and quality of community facilities and activities Services and facilities for children and families Services and facilities for older people Services for young people
Moderately high	Services and facilities for people with a disability
Moderate	Services and facilities for people from CALD

Importance – by age

Residents aged 65+ rated the importance of 'services and facilities for older people' higher than did all other age groups.

Residents aged 18-49 rated the importance of 'services and facilities for children and families' higher than did those aged 50+, and the importance of 'services for young people' higher than did those aged 65+.

Importance – by gender

Females rated the importance of 'services and facilities for people from CALD' and the 'overall range and quality of community facilities and activities' higher than did males.

Importance comparisons with previous years

With the exception of 'services and facilities for older people', all criteria had reduced in importance to the community.

Satisfaction – overall

Moderately high	Overall range and quality of community facilities and activities Services and facilities for children and families Services and facilities for older people Services and facilities for people with a disability
Moderate	Services for young people Services and facilities for people from CALD

Satisfaction – by age

Residents aged 65+ were more satisfied with 'services and facilities for older people' than were those aged 35-64.

Residents aged 18-34 were more satisfied with 'services and facilities for people with a disability', 'services for young people' and the 'overall range and quality of community facilities and activities' than were those aged 35-64.

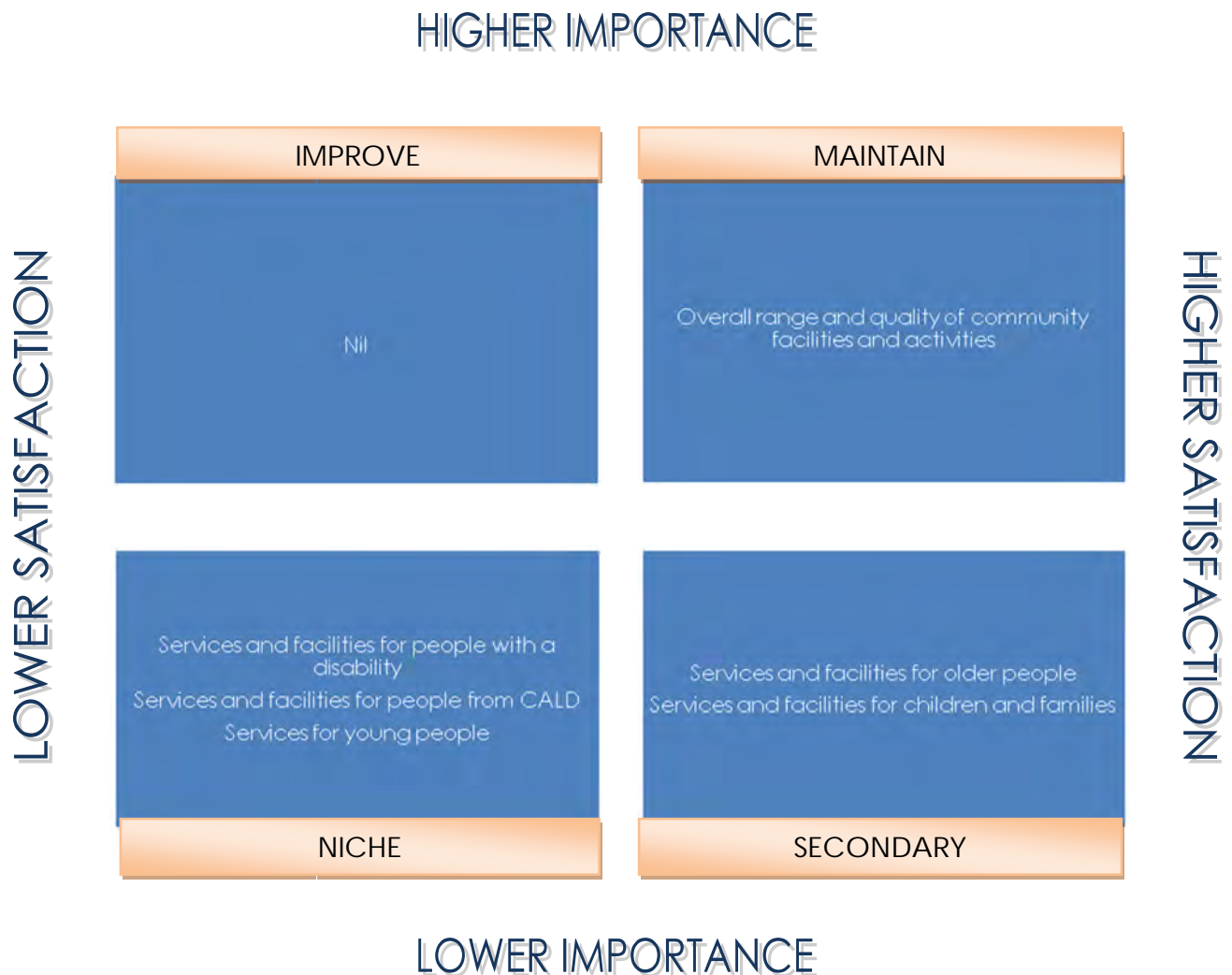
Satisfaction – by gender

Females expressed higher levels of satisfaction with 'services and facilities for older people' and 'services and facilities for children and families' than did males.

Satisfaction comparisons with previous years

Satisfaction with 'services and facilities for children and families', services and facilities for older people', services and facilities for people from CALD' and 'services and facilities for people with a disability' was lower than in 2010.

Quadrant Analysis



Recommendations

Based on the stated outcomes analysis, Mosman Council needs to foster and maintain resident satisfaction with:

- Overall range and quality of community facilities and activities

Waste, Health & Environment

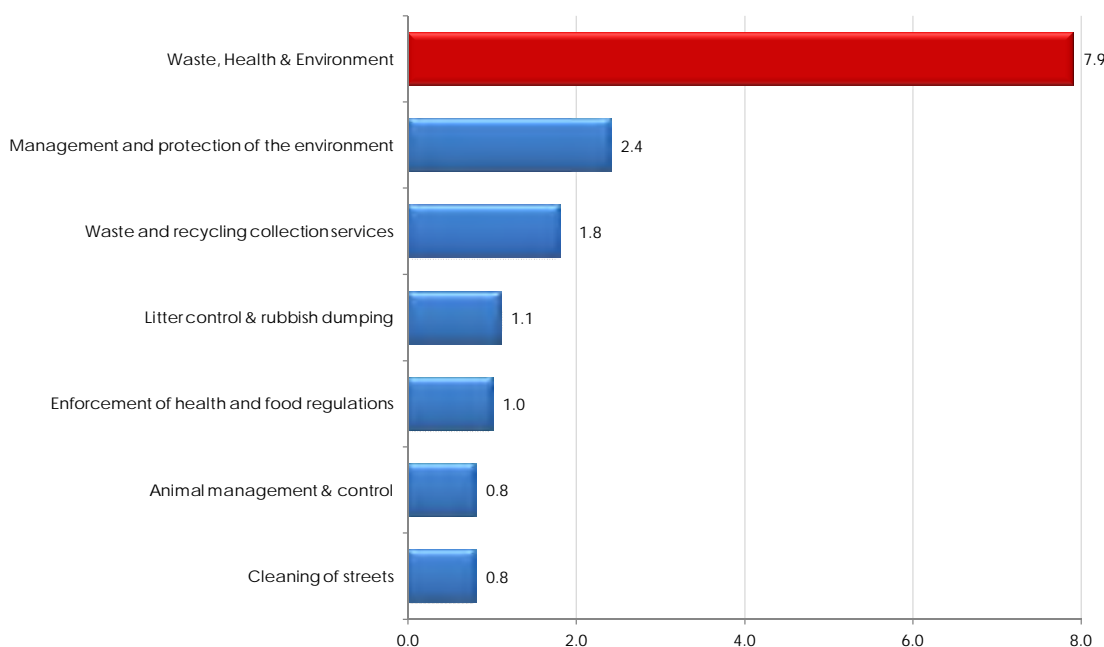
Services and facilities explored included:

- Animal management & control
- Waste and recycling collection services (e.g. garbage, recycling, green waste and e-waste)
- Cleaning of streets
- Enforcement of health and food regulations
- Litter control & rubbish dumping
- Management and protection of the environment (e.g. water quality, stormwater management, restoring natural bushland areas)

Contribution to Overall Satisfaction with Council (Regression Data)

Council performance in the areas below accounts for almost 8% of overall satisfaction based on the regression analysis.

Waste, Health & Environment – Almost 8% of Overall Satisfaction with Council



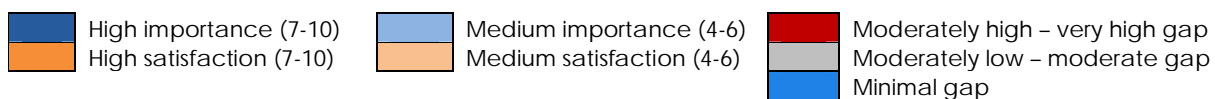
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Importance of and Satisfaction with Council Services

Waste, Health & Environment



Mean ratings: 0 = not at all important and very dissatisfied, 10 = very important and very satisfied



Bold red type indicates significant decrease from 2010

Bold green type indicates significant increase from 2010

Overview of Rating Scores

Importance – overall

Extremely high	Waste and recycling collection services
Very high	Litter control & rubbish dumping
	Management and protection of the environment
	Cleaning of streets
	Enforcement of health and food regulations
High	Animal management & control

Importance – by age

There were no significant differences between the ages for these criteria.

Importance – by gender

Females rated all of the criteria higher in importance than did males.

Importance comparisons with previous years

Importance ratings have significantly decreased since 2010 for 'animal management & control', and 'waste and recycling collection services'.

Overview of Rating Scores

Satisfaction – overall

High	Waste and recycling collection services Enforcement of health and food regulations Management and protection of the environment Cleaning of streets
Moderately high	Litter control & rubbish dumping Animal management & control

Satisfaction – by age

Residents aged 65+ expressed higher levels of satisfaction with 'waste and recycling collection services' than did those aged 35-49.

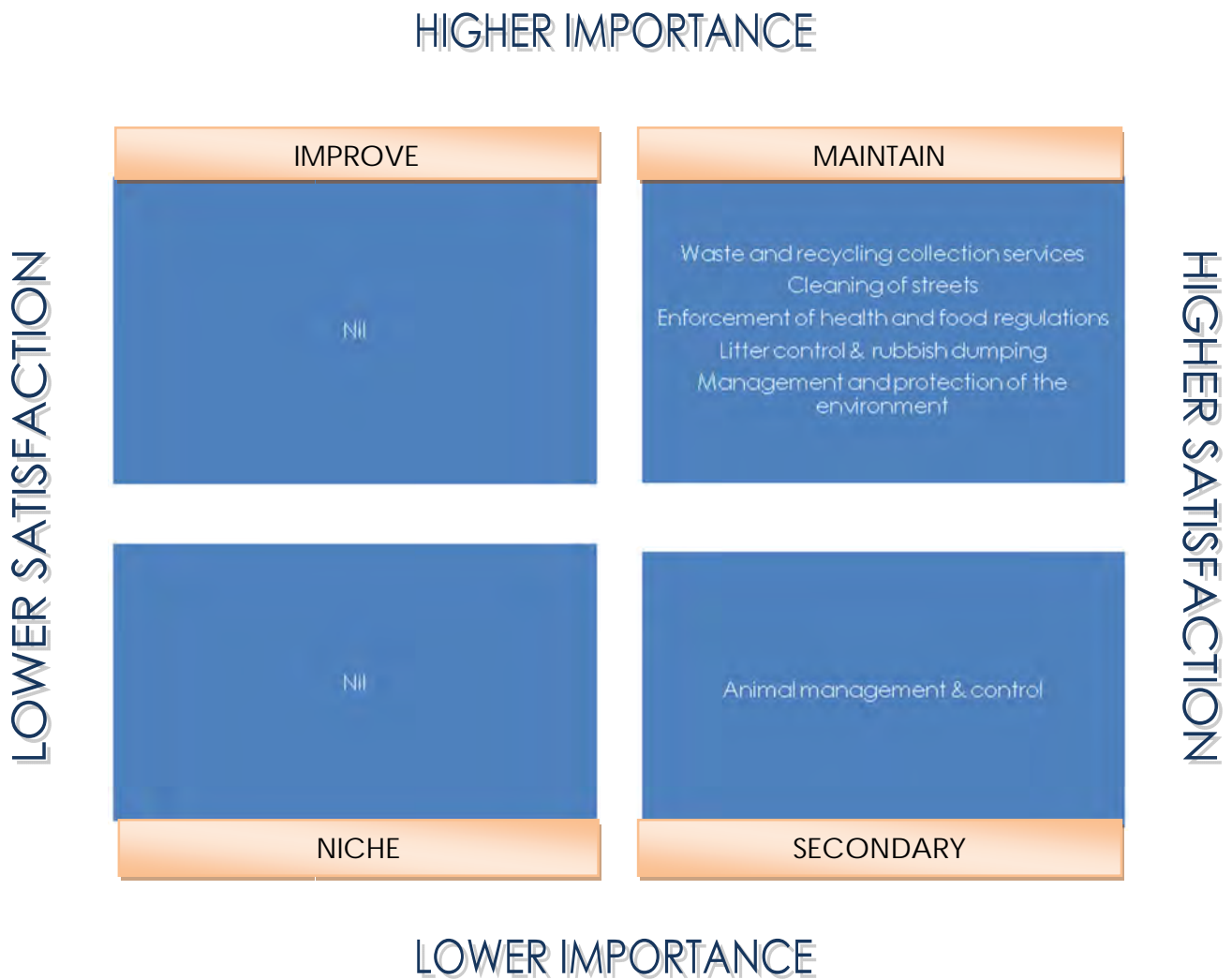
Satisfaction – by gender

Females were more satisfied with Council's provision of 'animal management and control', 'waste and recycling collection services', and 'management and protection of the environment' than were males.

Satisfaction comparisons with previous years

Satisfaction ratings have significantly decreased from 2010 for 'waste and recycling collection services'.

Quadrant Analysis



Recommendations

Based on the stated outcomes analysis, Mosman Council needs to foster and maintain resident satisfaction with:

- Waste and recycling collection services
- Cleaning of streets
- Enforcement of health and food regulations
- Litter control & rubbish dumping
- Management and protection of the environment

Infrastructure & Traffic

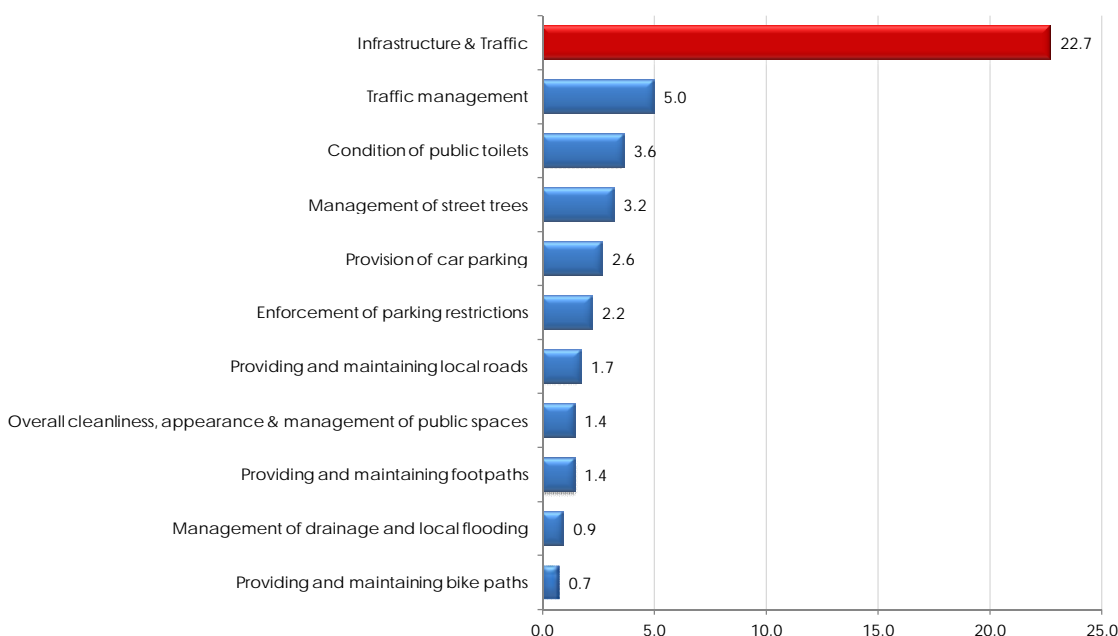
Services and facilities explored included:

- Overall cleanliness, appearance & management of public spaces
- Management of street trees
- Providing and maintaining local roads (excluding main roads, such as Military and Spit Roads, which are not the responsibility of Mosman Council)
- Providing and maintaining footpaths
- Providing and maintaining bike paths
- Management of drainage and local flooding
- Provision of car parking
- Enforcement of parking restrictions
- Traffic management
- Condition of public toilets

Contribution to Overall Satisfaction with Council (Regression Data)

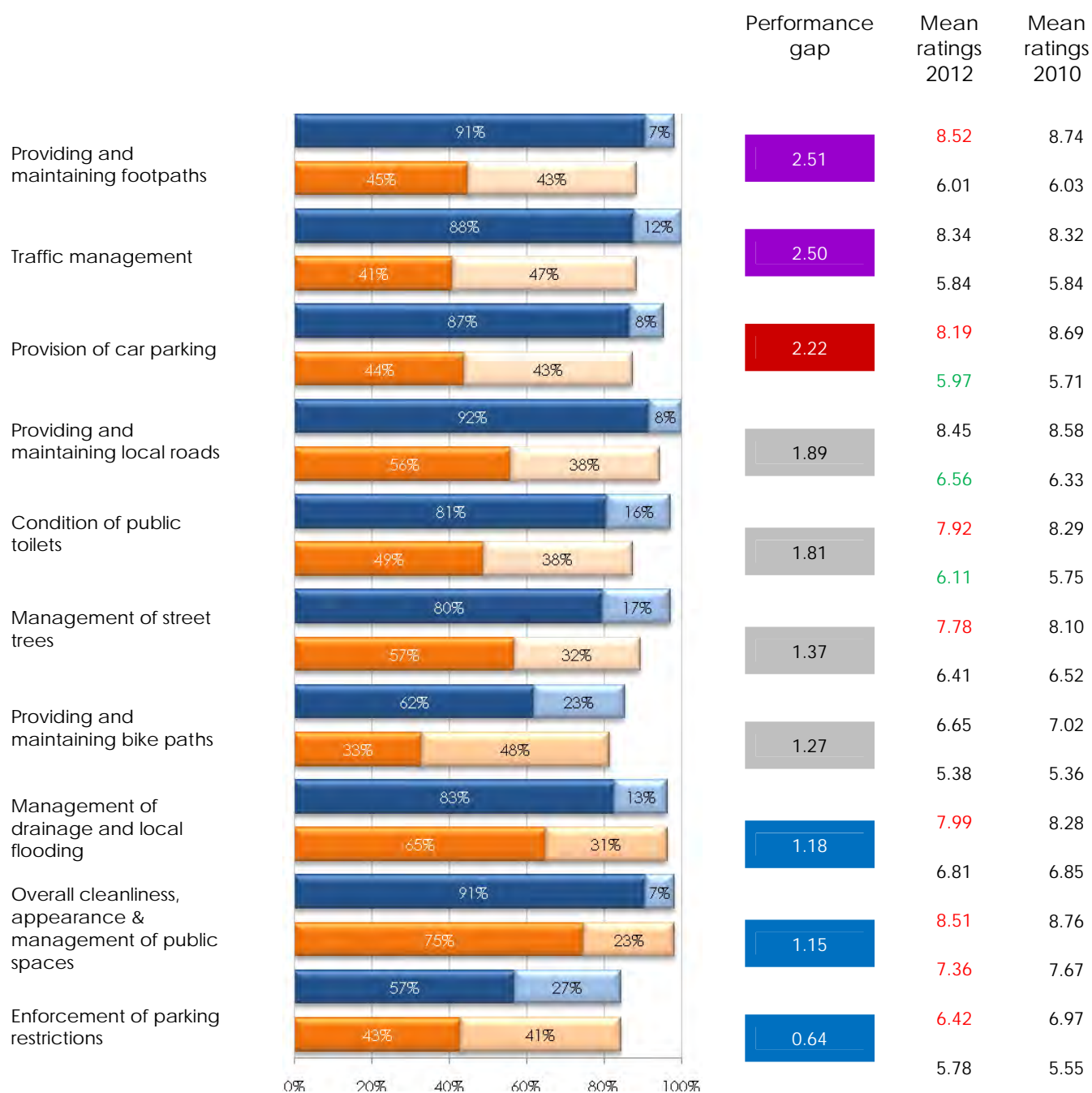
Council performance in the areas below accounts for almost 23% of overall satisfaction based on the regression analysis.

Infrastructure & Traffic – Almost 23% of Overall Satisfaction with Council

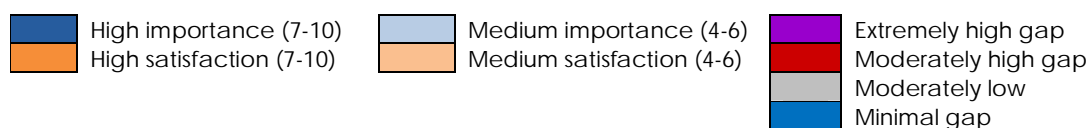


Importance of and Satisfaction with Council Services

Infrastructure & Traffic



Mean ratings: 0 = not at all important and very dissatisfied, 10 = very important and very satisfied



Bold red type indicates significant decrease from 2010
 Bold green type indicates significant increase from 2010

Overview of Rating Scores

Importance – overall

Very high	Providing and maintaining footpaths Overall cleanliness, appearance & management of public spaces Providing and maintaining local roads Traffic management
High	Provision of car parking Management of drainage and local flooding Condition of public toilets Management of street trees
Moderately high	Providing and maintaining bike paths Enforcement of parking restrictions

Importance – by age

Residents aged 65+ deemed the importance of 'management of street trees' and 'management of drainage and local flooding' higher than did those aged 18-34, and the importance of 'providing and maintaining local roads' and 'enforcement of parking restrictions' higher than did those aged 18-49.

Residents aged 18-49 rated the importance of 'providing and maintaining bike paths' higher than did those aged 65+.

Importance – by gender

Females rated all of the criteria to be of higher importance than did males.

Importance comparisons with previous years

The importance of 'condition of public toilets', 'enforcement of parking restrictions', 'management of drainage and local flooding', 'management of street trees', 'overall cleanliness, appearance & management of public spaces', 'providing and maintaining footpaths', and 'provision of car parking'.

Satisfaction – overall

High	Overall cleanliness, appearance & management of public spaces
Moderately high	Management of drainage and local flooding Providing and maintaining local roads Management of street trees
Moderate	Condition of public toilets Providing and maintaining footpaths Provision of car parking Traffic management Enforcement of parking restrictions Providing and maintaining bike paths

Satisfaction – by age

Residents aged 18-34 expressed higher levels of satisfaction with 'providing and maintaining local roads' than did those aged 35-64.

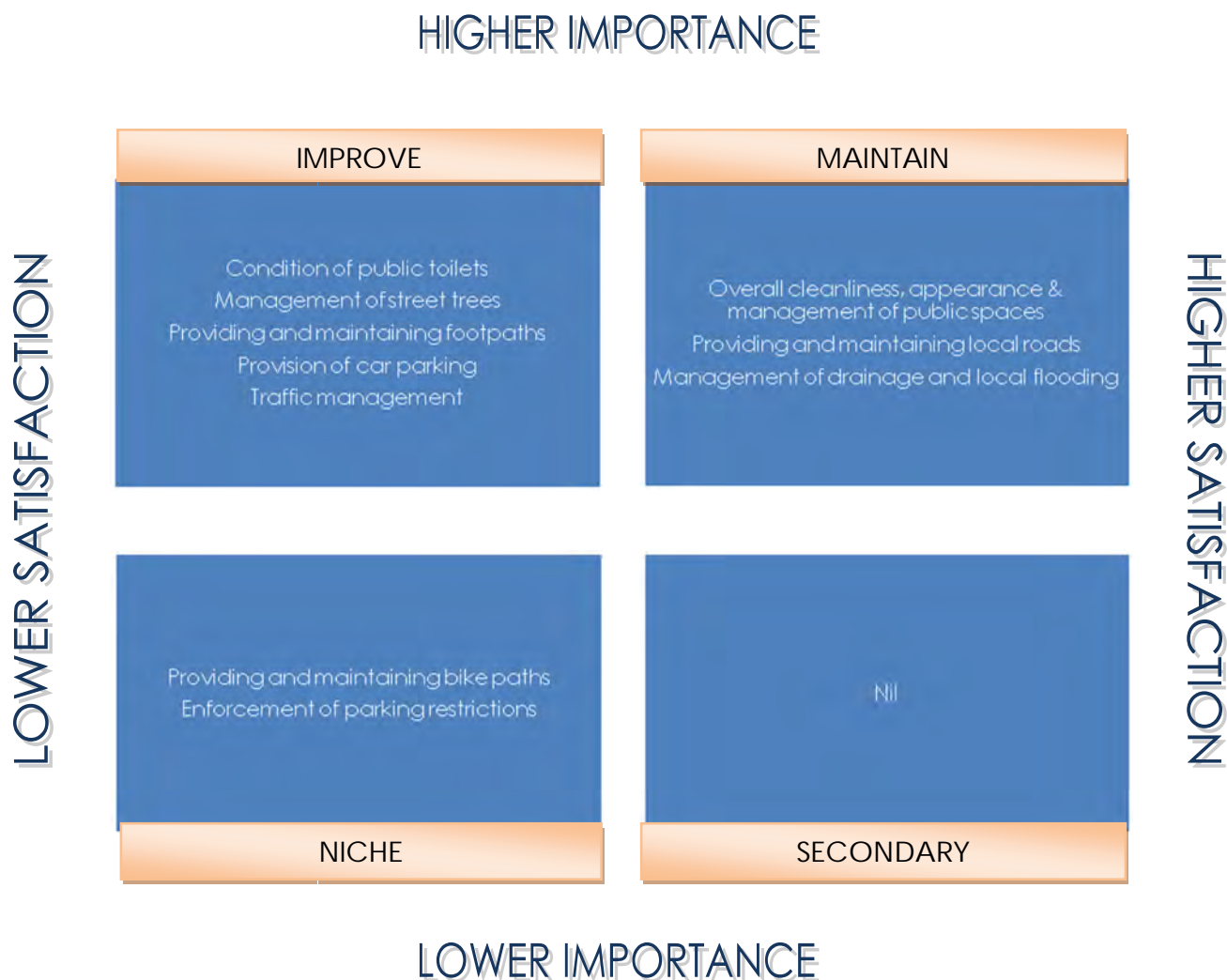
Satisfaction – by gender

Females were more satisfied with the provision of 'overall cleanliness, appearance & management of public spaces', 'providing and maintaining bike paths' and 'enforcement of parking restrictions' than were males.

Satisfaction comparisons with previous years

Satisfaction with 'providing and maintaining local roads', 'provision of car parking', enforcement of parking restrictions' and 'condition of public toilets' has improved since 2010, whilst decreasing for 'overall cleanliness, appearance & management of public spaces'.

Quadrant Analysis



Recommendations

Based on the stated outcomes analysis, Mosman Council needs to improve:

- Condition of public toilets
- Management of street trees
- Providing and maintaining footpaths
- Provision of car parking
- Traffic management

Additionally, Mosman Council needs to foster and maintain resident satisfaction with:

- Overall cleanliness, appearance & management of public spaces
- Providing and maintaining local roads
- Management of drainage and local flooding

Planning & Heritage

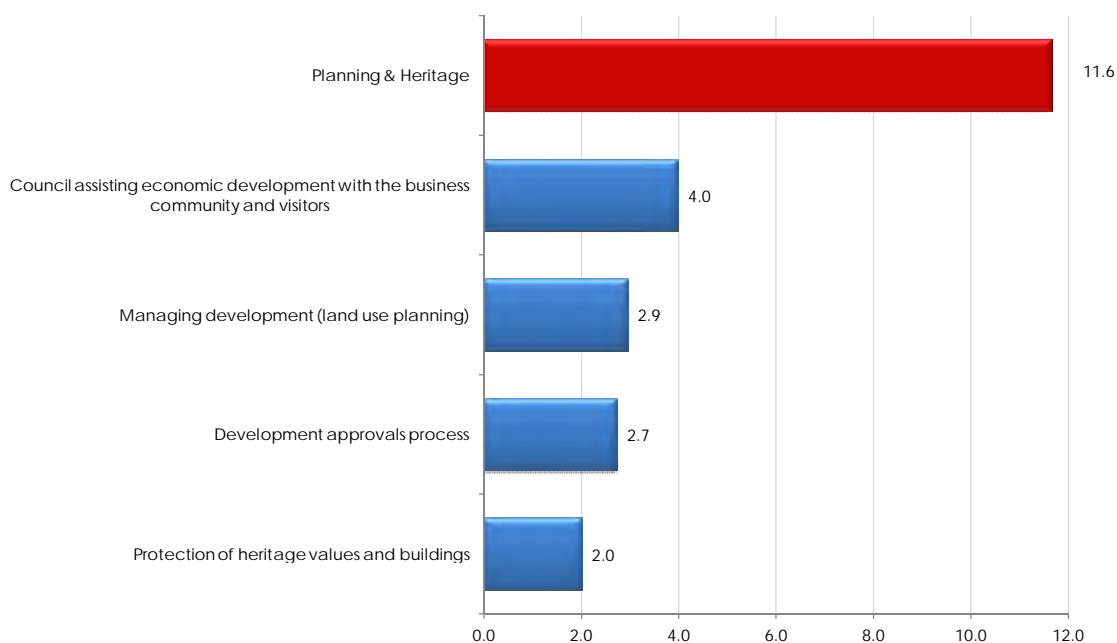
Services and facilities explored included:

- Protection of heritage values and buildings
- Managing development (land use planning)
- Development approvals process
- Council assisting economic development with the business community and visitors

Contribution to Overall Satisfaction with Council (Regression Data)

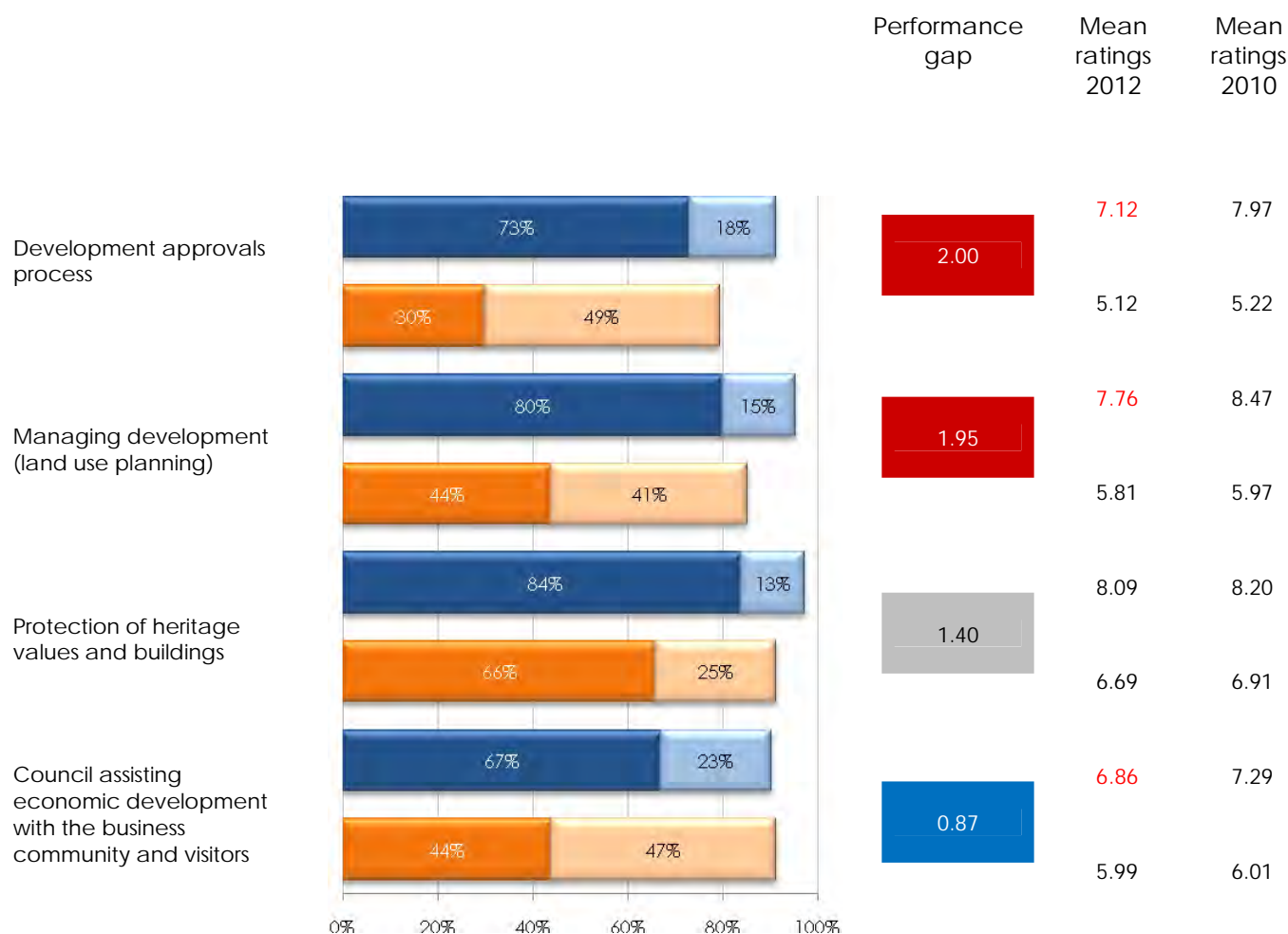
Council performance in the areas below accounts for almost 12% of overall satisfaction based on the regression analysis.

Planning & Heritage – Almost 12% of Overall Satisfaction with Council

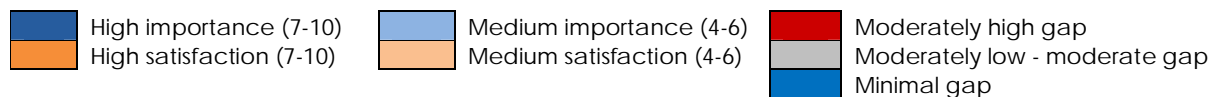


Importance of and Satisfaction with Council Services

Planning & Heritage



Mean ratings: 0 = not at all important and very dissatisfied, 10 = very important and very satisfied



Bold red type indicates significant decrease from 2010
 Bold green type indicates significant increase from 2010

Overview of Rating Scores

Importance – overall

Very high	Protection of heritage values and buildings
High	Managing development (land use planning) Development approvals process
Moderately high	Council assisting economic development with the business community and visitors

Importance – by age

Residents aged 50-64 rated the importance of 'managing development' higher than did those aged 18-34, whilst those aged 35-64 rated the importance of 'development approvals process' higher than did those aged 18-34 and 65+.

Importance – by gender

Females rated the importance of 'protection of heritage values and buildings' and 'Council assisting economic development with the business community and visitors' higher than did males.

Importance comparisons with previous years

The importance of 'Council assisting economic development with the business community and visitors', 'development approvals process' and 'managing development (land use planning)'.

Satisfaction – overall

Moderate	Protection of heritage values and buildings
Moderately low	Council assisting economic development with the business community and visitors Managing development (land use planning) Development approvals process

Satisfaction – by age

Residents aged 18-34 were more satisfied with the provision of all of the criteria than were their older counterparts to varying degrees.

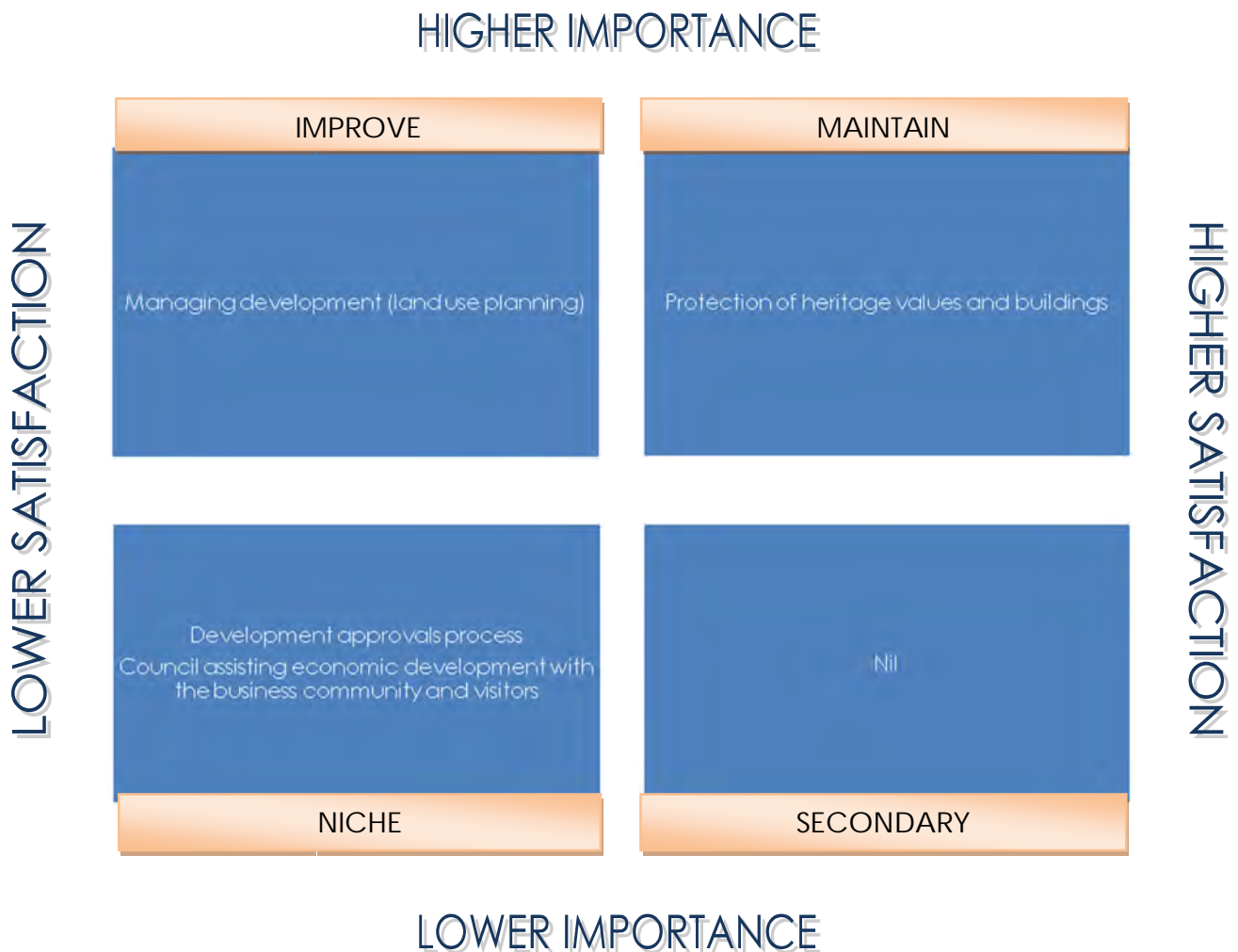
Satisfaction – by gender

Females were more satisfied with the 'protection of heritage values and buildings' than were males.

Satisfaction comparisons with previous years

There were no significant differences in satisfaction since 2010

Quadrant Analysis



Recommendations

Based on the stated outcomes analysis, Mosman Council needs to improve:

- Managing development (land use planning)

Additionally, Mosman Council needs to foster and maintain resident satisfaction with:

- Protection of heritage values and buildings

Communication

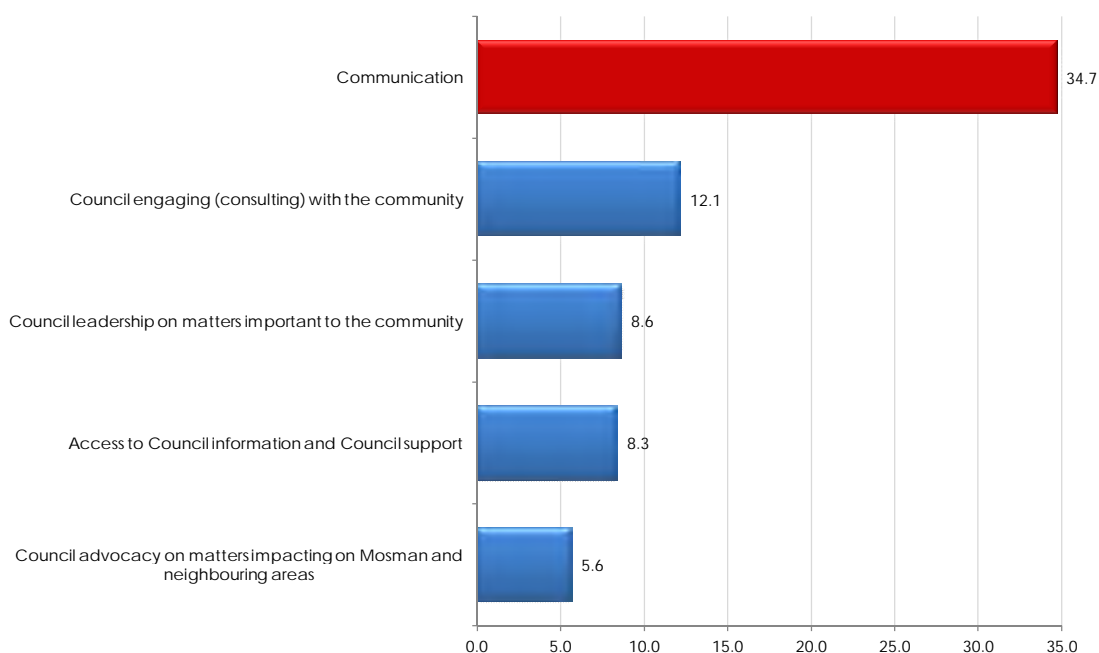
Services and facilities explored included:

- Council engaging (consulting) with the community
- Access to Council information and Council support
- Council leadership on matters important to the community
- Council advocacy on matters impacting on Mosman and neighbouring areas

Contribution to Overall Satisfaction with Council (Regression Data)

Council performance, in the areas below, accounts for almost 35% of overall satisfaction based on the regression analysis.

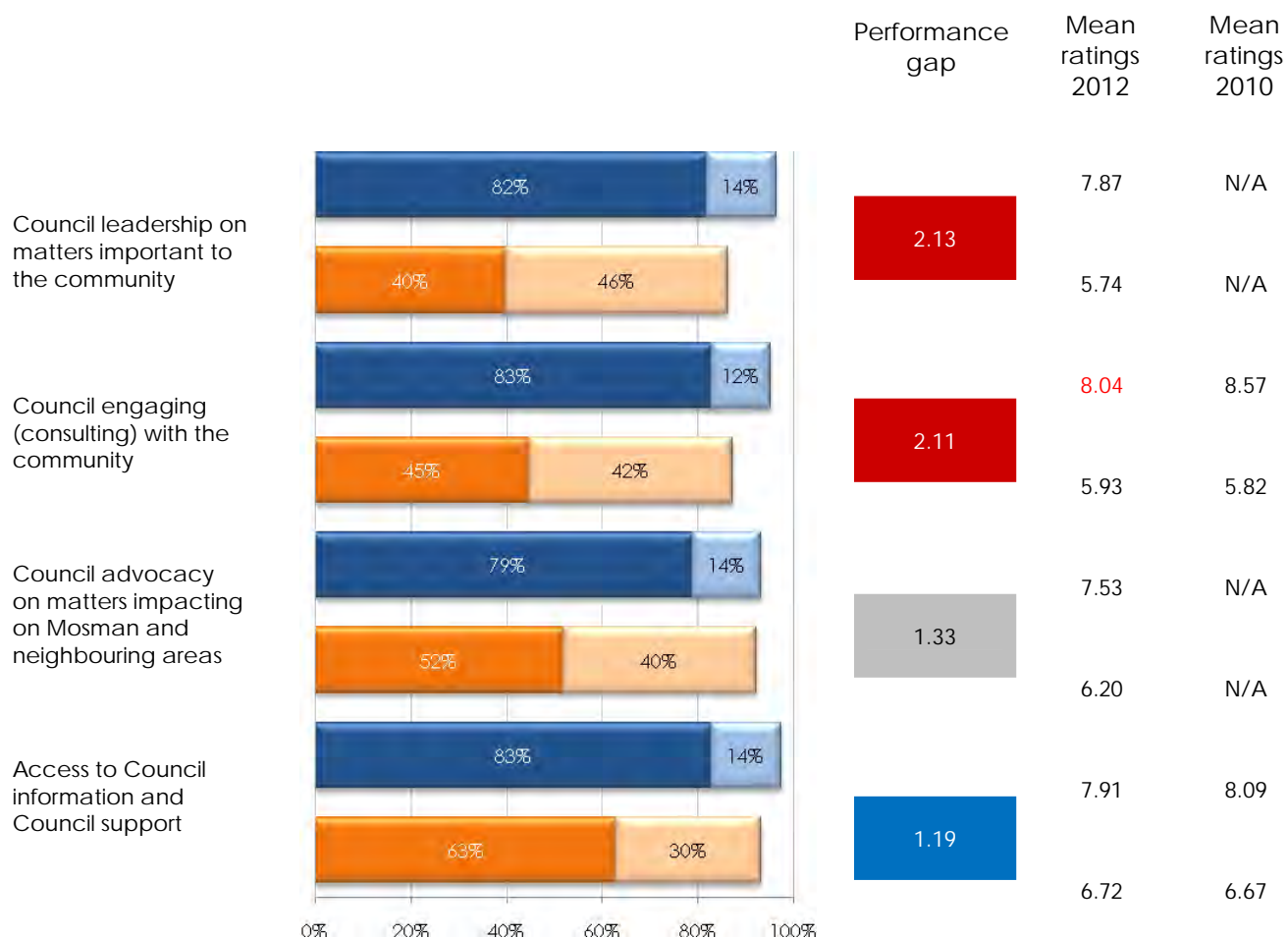
Communication – Almost 35% of Overall Satisfaction with Council



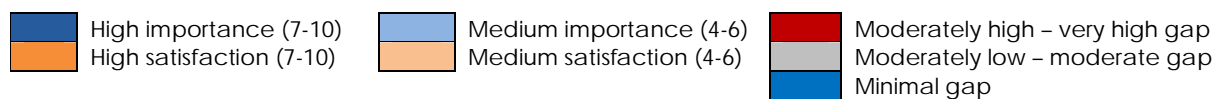
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Importance of and Satisfaction with Council Services

Communication



Mean ratings: 0 = not at all important and very dissatisfied, 10 = very important and very satisfied



Bold red type indicates significant decrease from 2010
 Bold green type indicates significant increase from 2010

Overview of Rating Scores

Importance - overall

Very high	Council engaging (consulting) with the community
High	Access to Council information and Council support Council leadership on matters important to the community Council advocacy on matters impacting on Mosman and neighbouring areas

Importance – by age

Residents aged 65+ deemed the importance of 'access to Council information and Council support' higher than did those aged 18-34..

Importance – by gender

Females deemed the importance of all of these criteria to be higher than did males.

Importance comparisons with previous years

The importance rating for 'Council engaging (consulting) with the community' has decreased since 2010.

Satisfaction – overall

Moderately high	Access to Council information and Council support
Moderate	Council advocacy on matters impacting on Mosman and neighbouring areas Council engaging (consulting) with the community Council leadership on matters important to the community

Satisfaction – by age

Those aged 18-34 and 65+ were more satisfied with the provision of 'Council advocacy on matters impacting on Mosman and neighbouring areas' than were those aged 35-49.

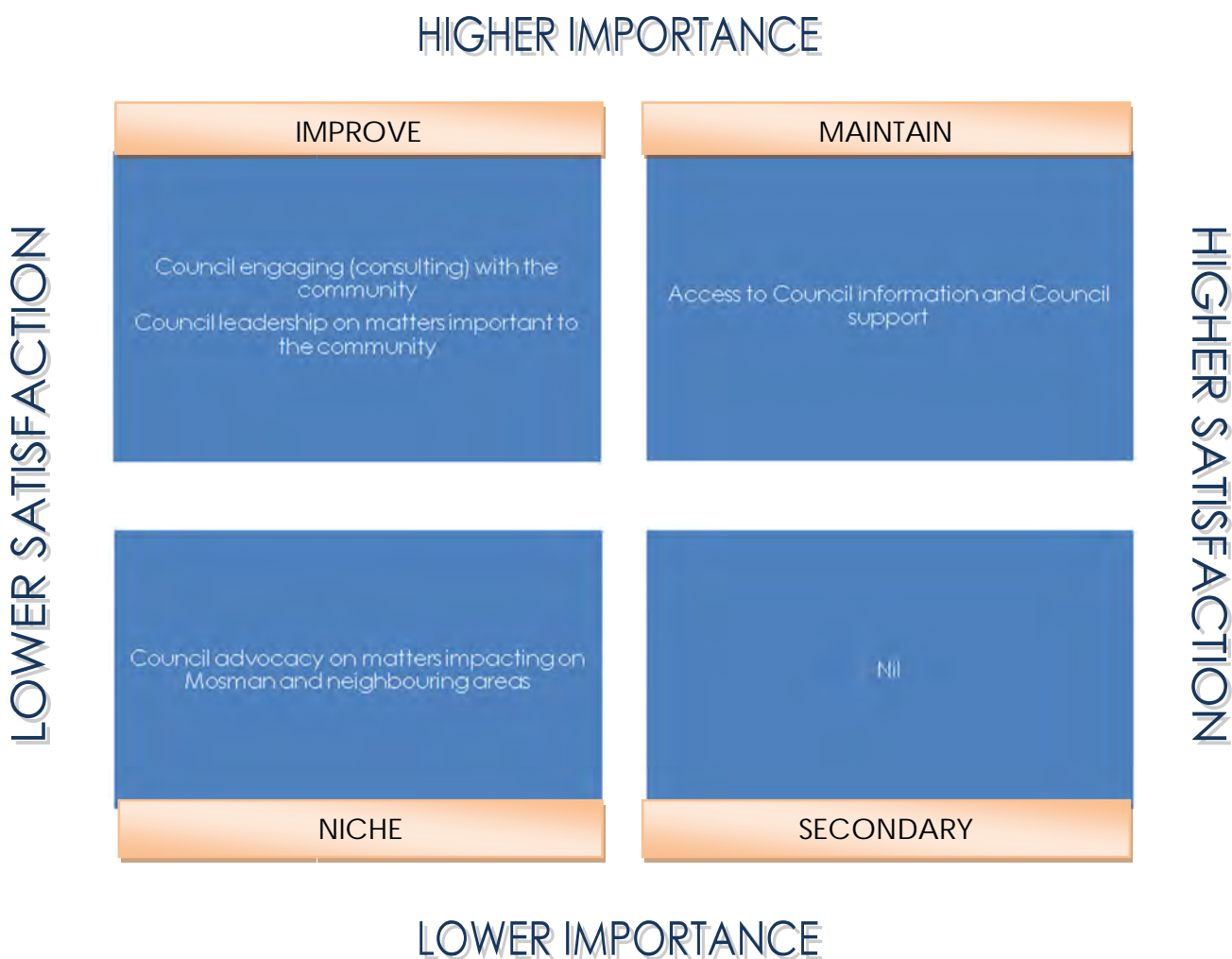
Satisfaction – by gender

With the exception of 'access to Council information and Council support', females were more satisfied with these criteria than were males.

Satisfaction comparisons with previous years

There were no significant differences in satisfaction since 2010.

Quadrant Analysis



Recommendations

Based on the stated outcomes analysis, Mosman Council needs to improve:

- Council engaging (consulting) with the community
- Council leadership on matters important to the community

Additionally, Mosman Council needs to foster and maintain resident satisfaction with:

- Access to Council information and Council support

Performance Gap Analysis (PGA)

In the table on the following page, we can see the 36 services and facilities that residents rated by importance and then by satisfaction.

When analysing the performance gaps, it is important to recognise that, for the most part, a gap of up to 2.0 is acceptable, particularly when the initial importance rating is high, as it indicates that residents consider the attribute to be of 'high' to 'very high' importance and that the satisfaction they have with Mosman Council's performance on that same measure, is 'moderate' to 'moderately high'.

For example, 'overall cleanliness, appearance & management of public spaces' was given a score of 8.51, which indicates that residents deem it to be an area of 'very high' importance. At the same time it was given a satisfaction score of 7.36, which indicates that residents have a 'high' level of satisfaction with Mosman Council's performance and focus on that measure.

Performance Gap

When analysing performance gap data it is important to consider both stated satisfaction and the absolute size of the performance gap.

Performance Gap Ranking

2010 Ranking	2012 Ranking	Service / Facility	Importance Mean	Satisfaction Mean	Performance Gap
4	1	Providing and maintaining footpaths	8.52	6.01	2.51
7	2	Traffic management	8.34	5.84	2.50
1	3	Provision of car parking	8.19	5.97	2.22
N/A	4	Council leadership on matters important to the community	7.87	5.74	2.13
3	5	Council engaging (consulting) with the community	8.04	5.93	2.11
2	6	Development approvals process	7.12	5.12	2.00
6	7	Managing development (land use planning)	7.76	5.81	1.95
8	8	Providing and maintaining local roads	8.45	6.56	1.89
5	9	Condition of public toilets	7.92	6.11	1.81
12	10	Waste and recycling collection services	9.02	7.37	1.65
26	11	Litter control & rubbish dumping	8.66	7.08	1.58
17	12	Protection of heritage values and buildings	8.09	6.69	1.40
11	13	Management of street trees	7.78	6.41	1.37
19	14	Management and protection of the environment	8.64	7.29	1.35
N/A	15	Council advocacy on matters impacting on Mosman and neighbouring areas	7.53	6.20	1.33
9	16	Providing and maintaining bike paths	6.65	5.38	1.27
16	17	Access to Council information and Council support	7.91	6.72	1.19
15	18	Management of drainage and local flooding	7.99	6.81	1.18
24	19	Overall cleanliness, appearance & management of public spaces	8.51	7.36	1.15
14	20	Cleaning of streets	8.35	7.25	1.10
10	21	Services for young people	7.04	6.04	1.00
20	22	Enforcement of health and food regulations	8.31	7.32	0.99
23	23	Provision and maintenance of parklands	8.65	7.75	0.90
18	24	Council assisting economic development with the business community and visitors	6.86	5.99	0.87
21	25	Animal management & control	7.25	6.52	0.73
22	26	Overall range and quality of community facilities and activities	7.68	6.96	0.72
13	27	Enforcement of parking restrictions	6.42	5.78	0.64
27	28	Services and facilities for children and families	7.37	6.76	0.61
30	29	Services and facilities for older people	7.23	6.68	0.55
28	30	Services and facilities for people with a disability	6.80	6.28	0.52
25	31	Sport and recreational facilities	7.18	6.69	0.49
31	32	Overall range of facilities and activities relevant to culture and the arts	6.44	6.47	-0.03
29	33	Services and facilities for people from CALD	5.25	5.37	-0.12
33	34	Library Services	7.56	7.69	-0.13
32	35	Local festivals and events	6.17	6.54	-0.37
34	36	Mosman Art Gallery and Community Centre	6.06	6.73	-0.67

Mean ratings: 0 = not at all important and very dissatisfied, 10 = very important and very satisfied

Performance Gap

Key Performance Gaps

When we examine the 9 largest performance gaps, we can identify that all the services are of 'high' to 'very high' in importance, but that resident satisfaction is 'moderate' to 'moderately high'.

Ranking	Service / Facility	Importance Mean	Satisfaction Mean	Performance Gap
1	Providing and maintaining footpaths	8.52	6.01	2.51
2	Traffic management	8.34	5.84	2.50
3	Provision of car parking	8.19	5.97	2.22
4	Council leadership on matters important to the community	7.87	5.74	2.13
5	Council engaging (consulting) with the community	8.04	5.93	2.11
6	Development approvals process	7.12	5.12	2.00
7	Managing development (land use planning)	7.76	5.81	1.95
8	Providing and maintaining local roads	8.45	6.56	1.89
9	Condition of public toilets	7.92	6.11	1.81

Note: Performance gap is the first step in the process, we now need to identify comparative ratings across all services and facilities to get an understanding of relative importance and satisfaction at an LGA level.

This is when we undertake step 2 of the analysis.

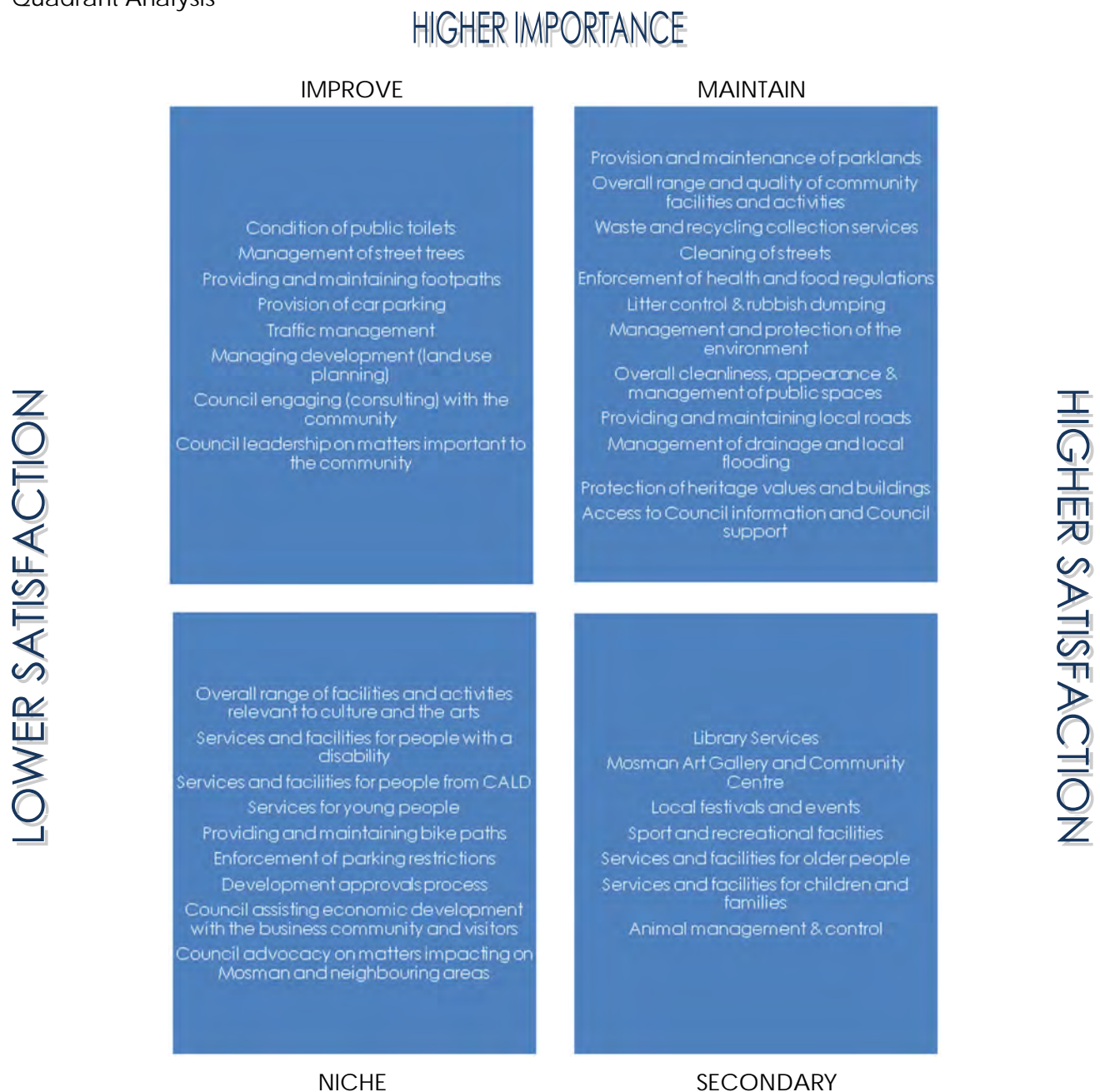
Quadrant Analysis

Step 2. Quadrant Analysis

Quadrant analysis combines the stated needs of the community and assesses Mosman Council's performance in relation to these needs.

This analysis is completed by plotting the variables on x and y axes, defined by stated importance and rated satisfaction. We aggregate the mean scores for stated importance and rated satisfaction to identify where the facility or service should be plotted. For these criteria, the average stated importance score was 7.60 and the average rated satisfaction score was 6.48. Therefore, any facility or service that received a mean stated importance score of ≥ 7.60 would be plotted in the higher importance section and, conversely, any that scored < 7.60 would be plotted into the lower importance section. The same exercise is undertaken with the satisfaction ratings above, equal to or below 6.48. Each service or facility is then plotted in terms of satisfaction and importance, resulting in its placement in one of four quadrants.

Quadrant Analysis



Explaining the 4 quadrants

Attributes in the top right quadrant, MAINTAIN, such as 'provision and maintenance of parklands', are Council's core strengths, and should be treated as such. Maintain, or even attempt to improve your position in these areas, as they are influential and address clear community needs.

Attributes in the top left quadrant, IMPROVE, such as 'condition of public toilets', are areas where Council is perceived to be currently under-performing and are key areas of concerns in the eyes of your residents. In the vast majority of cases you should aim to improve your performance in these areas to better meet the community's expectations.

Attributes in the bottom left quadrant, NICHE, such as 'providing and maintaining bike paths', are of a relatively lower priority (and the word 'relatively' should be stressed – they are still important). These areas tend to be important to a particular segment of the community.

Finally, attributes in the bottom right quadrant, SECONDARY, such as 'library services' are core strengths, but in relative terms they are less important than other areas and Council's servicing in these areas may already be exceeding expectation. Consideration could be given to rationalising focus in these areas as they are not community priorities for improvement.

Recommendations based only on stated importance and satisfaction have major limitations, as the actual questionnaire process essentially 'silos' facilities and services as if they are independent variables, when they are in fact all part of the broader community perception of Council performance.

Residents' priorities identified in stated importance/satisfaction analysis often tend to be in areas that are problematic. No matter how much focus a Council dedicates to 'providing and maintaining footpaths', it will often be found in the IMPROVE quadrant. This is because, perceptually, the condition/provision can always be better.

Furthermore, the outputs of stated importance and satisfaction analysis address the current dynamics of the community, they do not predict which focus areas are the most likely agents to change the community's perception of Council's overall performance.

Therefore, in order to identify how Mosman Council can actively drive overall community satisfaction, we conducted further analysis.

Regression Analysis

The Shapley Value Regression

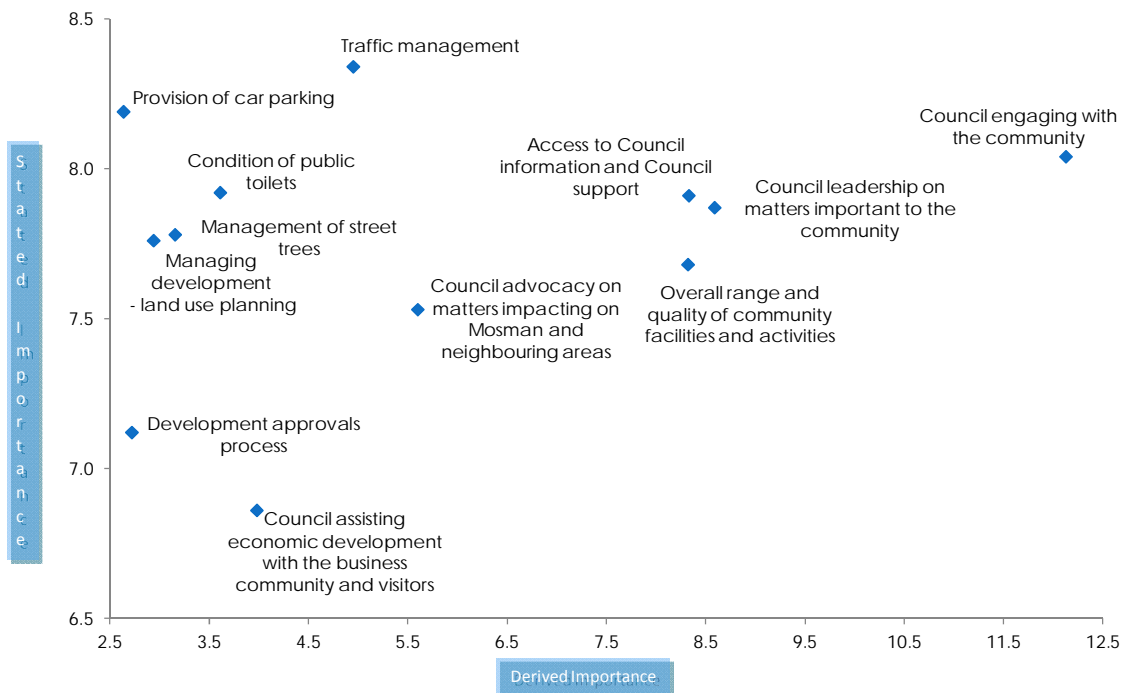
We recently finalised the development of a Council Satisfaction Model, to identify priorities that will drive overall satisfaction with Council.

This model was developed by conducting specialised analysis from over 30,000 LGA interviews conducted since 2005. In essence, it proved that increasing resident satisfaction by actioning the priorities that they stated as being important does not necessarily positively impact on overall satisfaction with the council. This regression analysis is a statistical tool for investigating relationships between dependent variable and explanatory variables.

What Does This Mean?

The learning is that if we only rely on the stated community priorities, we will not be allocating the appropriate resources to the actual service attributes that will improve overall community satisfaction. Using regression analysis we can identify the attributes that essentially build overall satisfaction. We call the outcomes 'derived importance'.

Correlation Between Stated Importance and Derived Importance is Low



If you only focus on stated importance, you are not focusing on the key drivers of community satisfaction



In the chart above, on the vertical axis of 'stated importance', all the facilities/services fall in relatively close proximity to each other (i.e. between approximately 6.5 & 8.5), however, on the horizontal axis the attributes are spread between 2.5 and 12.5. The further an attribute is found to the right of the horizontal axis of 'derived importance', the more it contributes in driving overall satisfaction with Council.

Contributing to Future Satisfaction With Council

Using regression analysis, we identified the variables that have the greatest influence on driving positive overall satisfaction with Council.



Summary

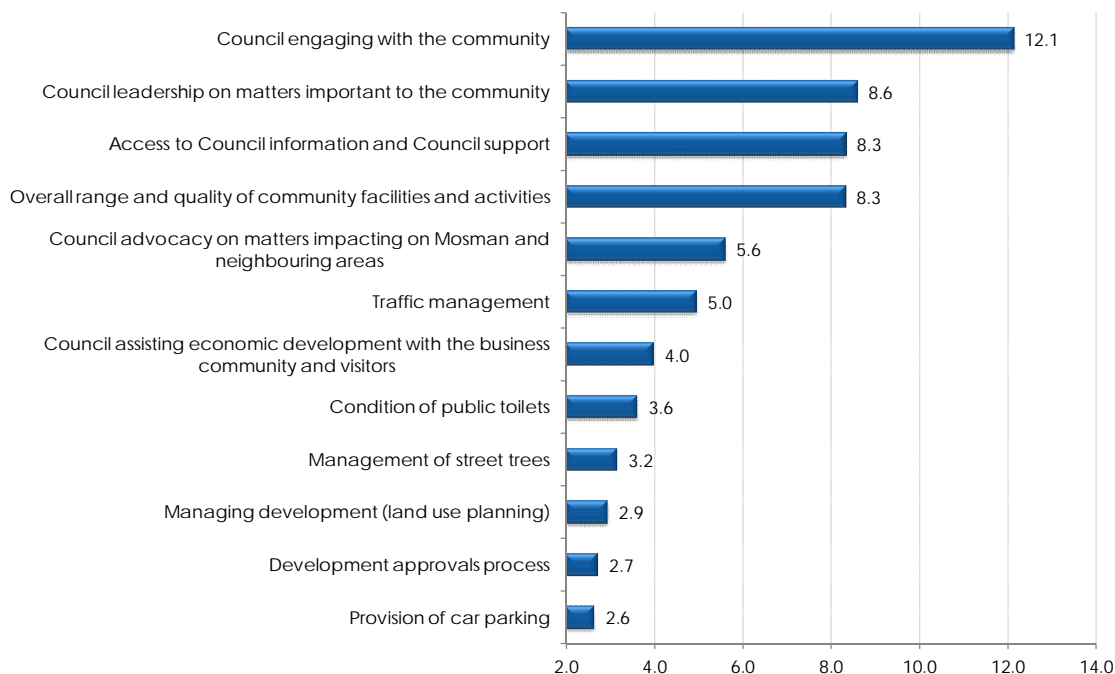
Whilst all 36 of the services/facilities are important to residents, only the first 9 have an influence of 3% or more on how residents rate the performance of Council overall.

'Council engaging with the community' is one of the core drivers, providing 12.1% of overall satisfaction with Council. By comparison, the influence of 'library services', is only 0.5%.

Key Drivers to Future Satisfaction With Council

These 12 services/facilities are the key community priorities and by addressing these, Mosman Council will improve community satisfaction. The score assigned to each area indicates the percentage of influence each attribute contributes to overall satisfaction with Council. For example, in the chart below 'Council engaging with the community' contributes 12.1% towards overall satisfaction.

These Top 12 Indicators Account for 67% of Overall Satisfaction with Council



Mosman City Council needs to concentrate on engaging with its community, showing leadership and providing information and support

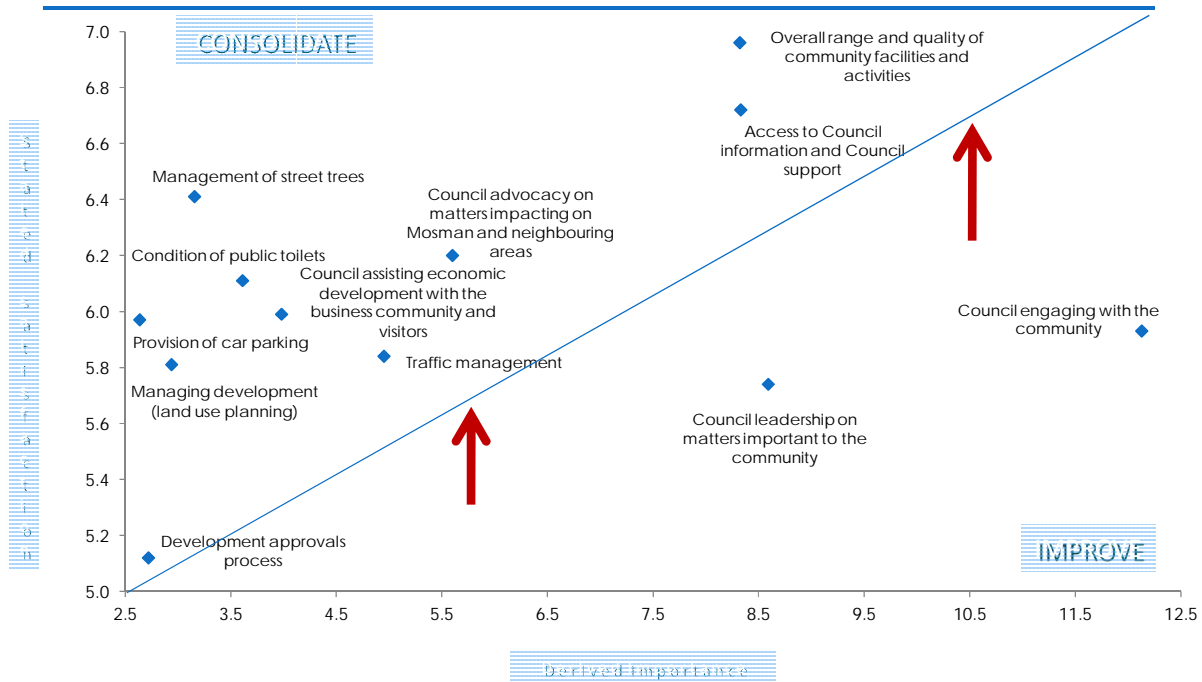


Based on the regression analysis, Council performance in the areas listed above accounts for over 60% of overall satisfaction.

Key Drivers to Satisfaction With Council

If Mosman Council can address these core drivers, they will be able to improve resident satisfaction with their performance. In the chart below we can see that, for many of the core drivers, Council is already performing reasonably well. There are clear opportunities, however, to improve satisfaction with the services/facilities that fall below the diagonal line.

Mapping Stated Satisfaction and Derived Importance Identifies the Community Priority Areas



Engaging the community and showing leadership are the key drivers of overall community satisfaction with Council

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From a resident perspective, this analysis suggests that community engagement and Council leadership are priority areas that require attention and focus.

Outcome

If Mosman Council can develop strategies to address the core drivers, they will be able to improve resident satisfaction with their performance



Section 2

Contact with Council

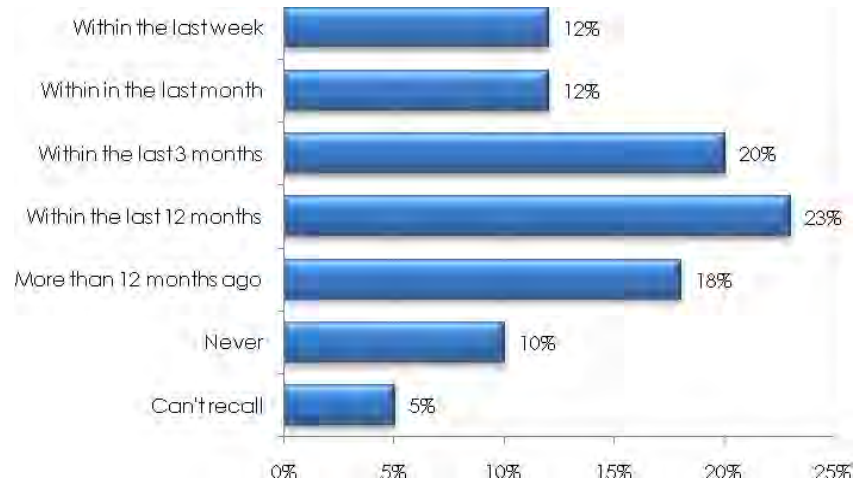
Contact with Council Staff

Summary

24% of residents have had contact with a Council staff member in the last month.

67% of residents have been in contact with a Council staff member in the last 12 months.

Q. When was the last time you had contact with a Council staff member?



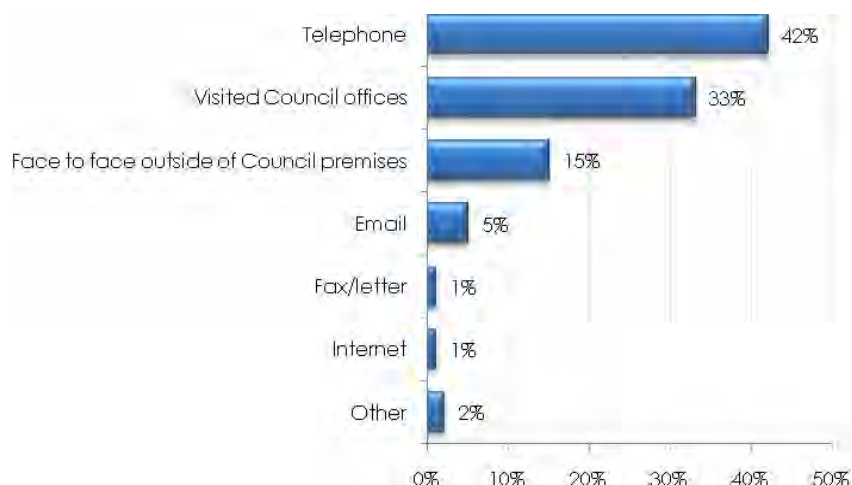
Base: n=400

Method of contact with a Council employee

Summary

The majority of resident/staff interactions occur via telephone (42%) or face to face in Council offices (33%).

Q. Thinking of your last interaction with a Council employee, how did you make contact?

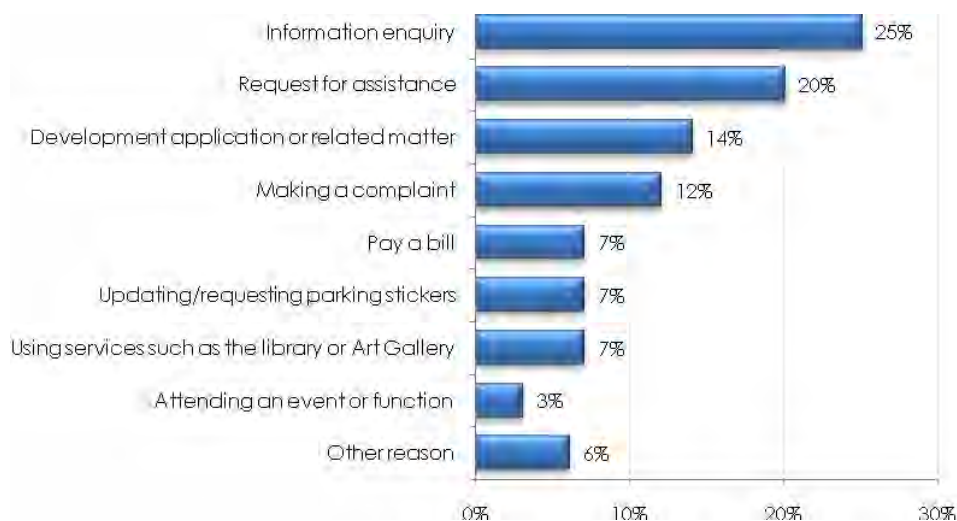


Base: n=269

Summary

Residents are most likely to be contacting Council staff to obtain information (25%) or to be seeking assistance (20%).

Q. What was the main reason for your last encounter with Council staff?



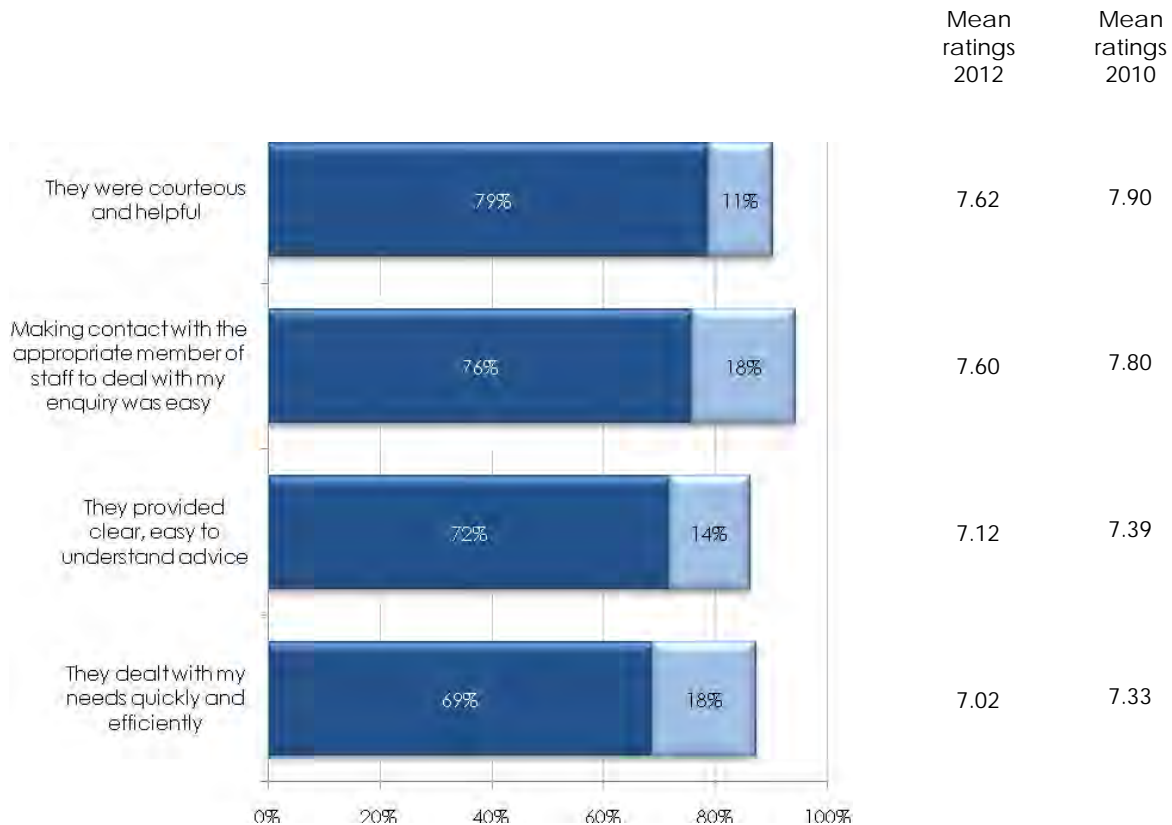
Base: n=269

Level of agreement with criteria

Summary

At an overall level the majority of customers had a high level of satisfaction with the staff interaction. There are no significant differences in the longitudinal ratings.

Q. I am going to read out a few statements describing key elements of your interaction with Council Staff. Thinking about the last time you dealt with Council staff, please indicate your level of agreement with each statement.



Base: n=269

Mean ratings: 0 = not at all satisfied, 10 = very satisfied

High agreement (7-10)
 Medium agreement (4-6)

Satisfaction with the overall performance of Council staff

Summary

There is a high level of satisfaction with the overall performance of council staff. However there has been a significant decline since the 2010 survey.

Those aged 65 y/o+ had a significantly higher level of satisfaction with council staff than those aged 35-49y/o.

Q. Generally speaking, how satisfied are you with the overall performance of Council's staff.

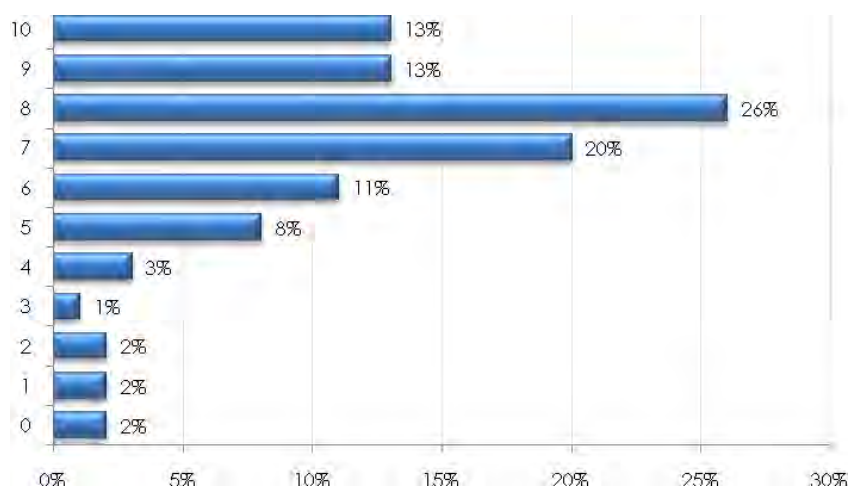
	Male	Female
Mean ratings	6.85	7.29

	18 - 34	35 - 49	50 - 64	65+
Mean ratings	7.32	6.66	7.00	7.50

	Overall 2012	Overall 2010	Micromex NSW LGA Benchmark (2012)
Mean ratings	7.1	7.5	7.5

Significantly higher satisfaction (by group) Significantly lower satisfaction (by group)

Mean ratings: 0 = not at all satisfied, 10 = very satisfied



Base: n=269

Suggestions to improve Council's level of customer service

Summary

Residents suggested a range of improvement areas. A number of these revolve around staffing levels and the ability of staff to provide a more prompt, timely and informed response to customers.

Q. Thinking about your access to, and interaction with Council staff, do you have any suggestions about how Council could improve its level of customer service?

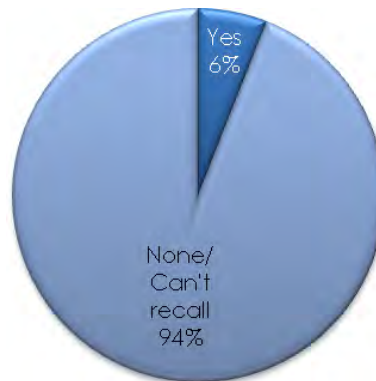
Respond to enquiries and requests in a timely manner	10
Council staff are responding and providing a good service	8
Staff need to return phone calls promptly	8
Council should be more available to contact	8
Quicker responses to phone enquiries	7
Provide a friendlier and more courteous service	6
Provide more information to people making enquiries or complaints	6
Attend to queries at the first point of contact, rather than going through numerous staff members	4
Employ more staff, so the availability increases	4
Employ more staff for the customer service counters	4
Extend the opening hours	4
Improved online services	4
Less answering machines and quicker response to phone enquiries	4
Ensure there is a minimum standard of service by all Council employees	4
Less waiting time in the Council office	3
Listen to peoples complaints	3
Listen to the community and be open to opinions	3
Respond to emails and letters	3
Ensure all staff are professional at all times	3
The development application process needs to be quicker	2
Respond to enquiries in a timely manner	2
Be more accessible by phone	2
Council could be more approachable	2
More consistency in DA approvals	2
Communicate clearly and promptly	2
Complaints need to be dealt with and investigated thoroughly	2
Employ more staff to look after public areas	2
Ensure staff are able to answer enquiries	2
Have a genuine interest and concern in the nature of our enquiries	2
Friendlier service in the Library	2
Less focus on revenue raising	2
Listen to requests more	2
Quicker and efficient problem solving	2

Any dealings with Council representatives

Summary

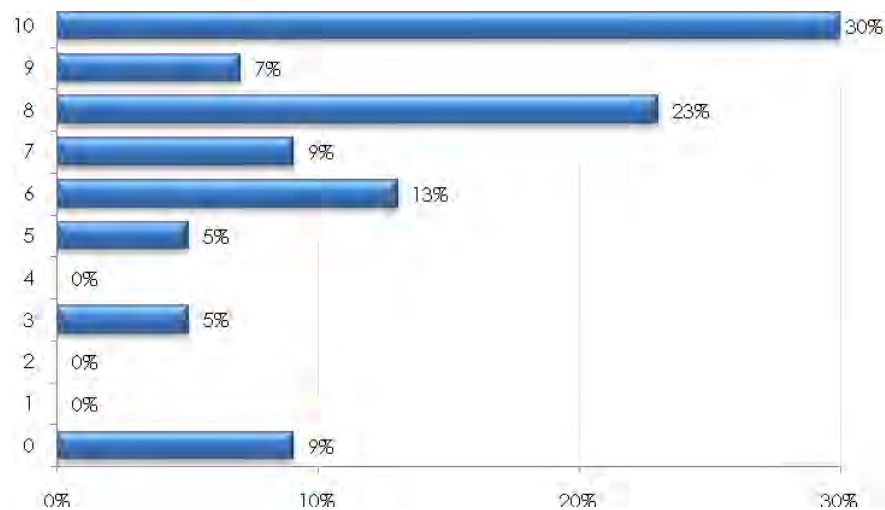
Only 6% of residents indicated that they had dealt with a Councillor in the last 12 months. Of those residents the majority indicated that it was a positive interaction.

Q. Have you had any dealings with your elected local Council representatives, i.e. Councillors, over the last year?



Base: n=400

Q. Thinking about the last time you dealt with a Mosman Councillor how satisfied were you with their responsiveness to your particular needs?



Base: n=22

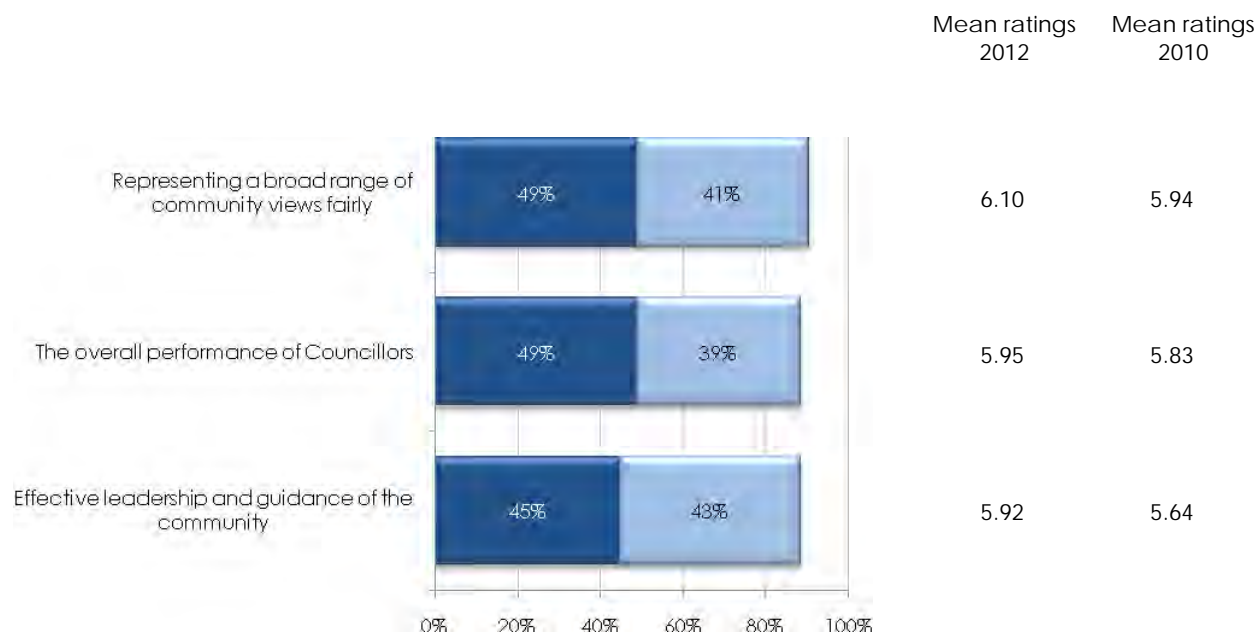
N.B. The sample sizes of the sub groups were too small to produce statistically valid mean ratings.

Rating Mosman Councillor's performance

Summary

Residents have a moderate level of satisfaction with the performance of Councillors. The observed longitudinal increases are not significant.

Q. Thinking about Mosman councillors overall, how would you rate their performance in the following areas.



Base: n=356 - 374

High satisfaction (7-10)
 Medium satisfaction (4-6)

Value for Rates Dollar

Summary

Residents have a moderately high level of agreement that services and facilities provided by Mosman Council are value for money.

Those aged 65 y/o+ are significantly more positive about the value for money provided by Council, compared to those aged 18-49y/o.

There has been a significant strengthening in the top 4 box score since 2010.

Q. Do you think the services and facilities provided by Mosman Council are value for money in terms of what your household pays in rates and other Council charges?

	Overall 2012	Overall 2010
Mean ratings	6.45	6.22

	2010	2012
Top 4 box	46%	57%

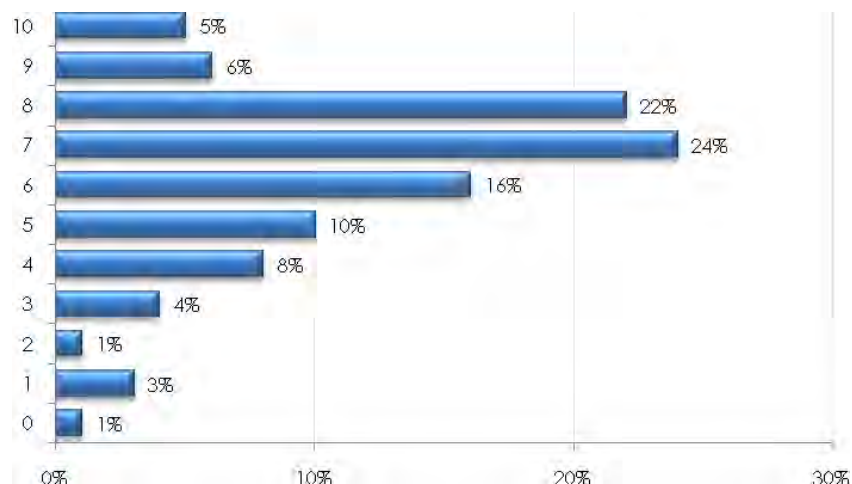
	Male	Female
Mean ratings	6.25	6.59

	18 - 34	35 - 49	50 - 64	65+
Mean ratings	5.85	6.12	6.56	7.26

Significantly higher level (by group)

Significantly lower level (by group)

Mean ratings: 0 = very poor value, 10 = very good value



Base: n=367



Section 3

Local Concerns



Section 4

Community Safety, Pride and Connectedness

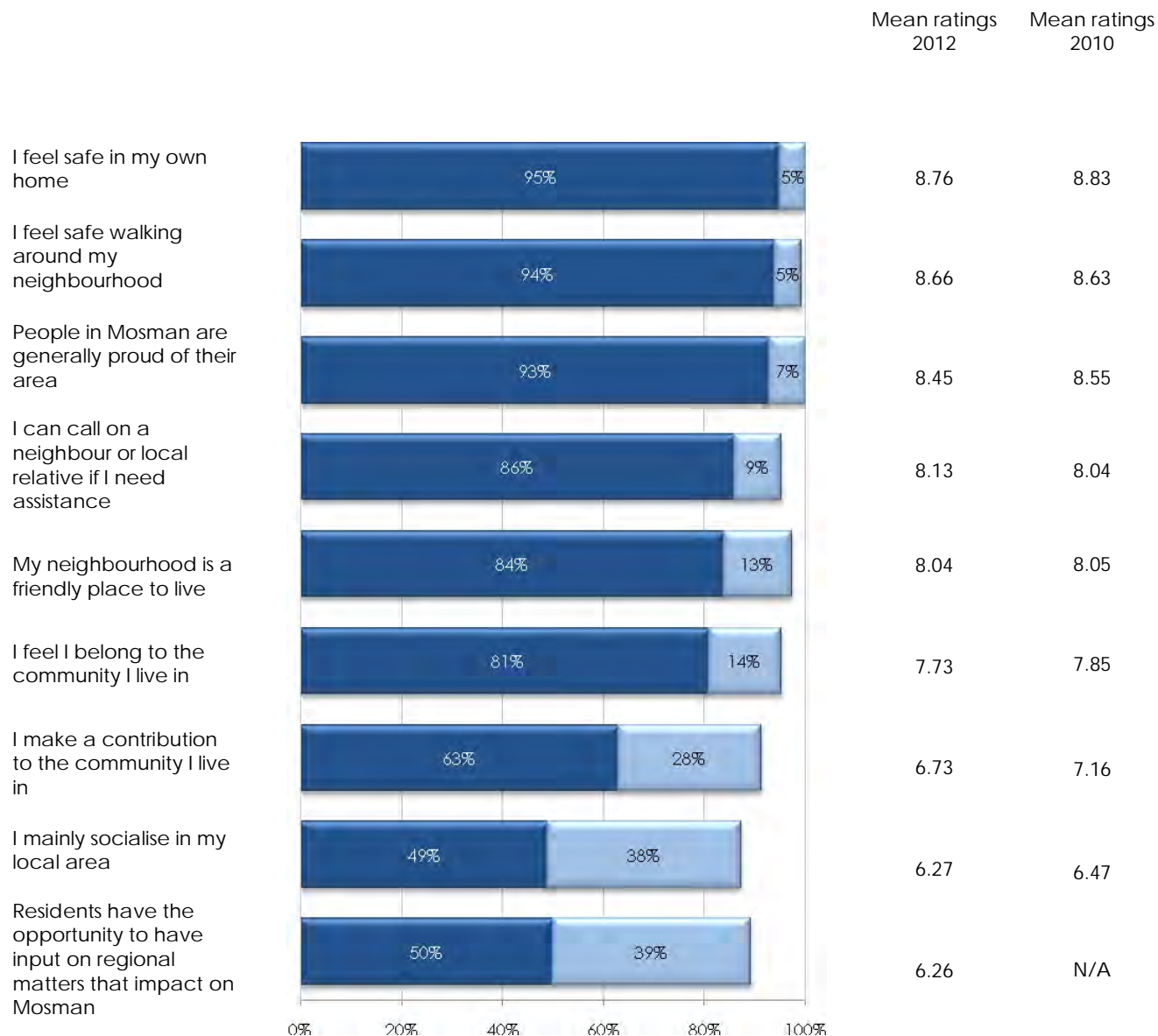
Community Safety , Pride & Connectedness

In terms of agreement with specific statements regarding their neighbourhood and Mosman as a place to live, respondents rated all statements as 'high' to 'very high'.

- 95% indicated that they feel safe in their own home
- 94% indicated that they feel safe walking around the neighbourhood
- 93% feel that residents are generally proud of their area

There has been a significant year on year drop for the measure 'I make a contribution to the community I live in' and (7.16 in 2010 vs. 6.73 in 2012). All other measures statistically remain the same.

Q. In this section I'd like to ask you a number of questions about your perceptions of your neighbourhood and Mosman as a place to live. Please rate the following statements:



Base: n=400

 High agreement (7-10)  Medium agreement (4-6)

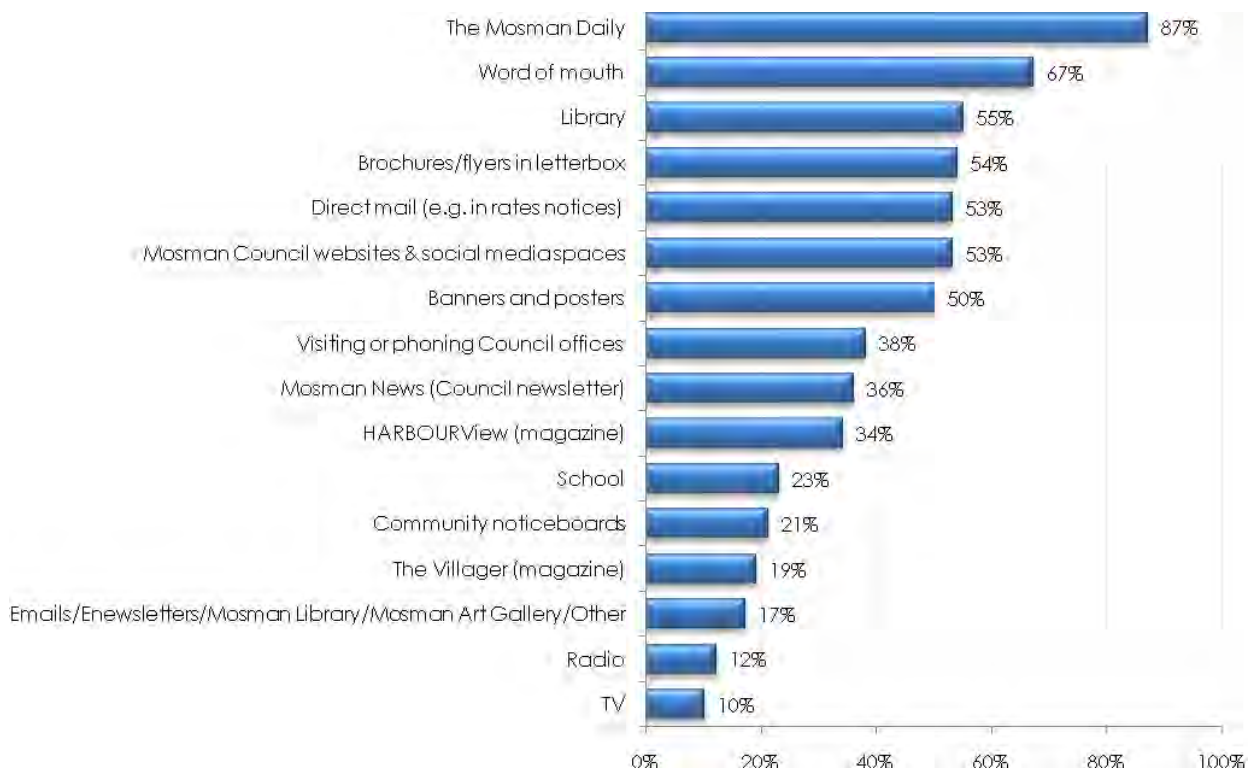
Main sources for information on Council services and activities

Summary

Respondents claim to primarily source information on Council services either via the 'Mosman Daily' or 'Word Of Mouth'.

- Mosman Daily 87%
- Word of Mouth 67%

Q. What are your main sources for information on Council services and activities?



Base: n=400

Suggested improvements to information provided to the community

Summary

Residents offered a range of solutions on how Council could improve on the information they provide. Many of these are already utilised by Council.

Q. Can you think of any ways Council could improve on the information they provide to the community?

Ways to improve communication	Count
Mail box drops	19
Email	15
Newsletter	14
Mosman Daily	11
Face to face, i.e. Community meetings/focus groups	11
Website	9
Banners/Noticeboards	4
Schools	3
Honest/transparent	3
Social Media	2
Better graphic design	2
Phone	2
Stall at markets	1
Advertisement at movies	1
Advertise events	1
Surveys	1
Phone Apps	1
Information with rate notices	1
Information at libraries	1
eNewsletters	1



Appendix A

Data & Correlation Tables

The information contained herein is believed to be reliable and accurate. However, no guarantee is given as to its accuracy and reliability, and no responsibility or liability for any information, opinions or commentary contained herein, or for any consequences of its use, will be accepted by Micromex Research, or by any person involved in the preparation of this report.

Errors:

Data in this publication is subject to sampling variability because it is based on information relating to a sample of residents rather than the total number. This difference (sampling error) may occur due to imperfections in reporting and errors made in processing the data. This may occur in any enumeration, whether it is a full count or sample.

Efforts have been made to reduce the non-sampling error by careful design of the questionnaire and detailed checking of completed questionnaires.

	Importance	Satisfaction
Waste and recycling collection services	9.02	7.37
Litter control & rubbish dumping	8.66	7.08
Provision and maintenance of parklands	8.65	7.75
Management and protection of the environment	8.64	7.29
Providing and maintaining footpaths	8.52	6.01
Overall cleanliness, appearance & management of public spaces	8.51	7.36
Providing and maintaining local roads	8.45	6.56
Cleaning of streets	8.35	7.25
Traffic management	8.34	5.84
Enforcement of health and food regulations	8.31	7.32
Provision of car parking	8.19	5.97
Protection of heritage values and buildings	8.09	6.69
Council engaging (consulting) with the community	8.04	5.93
Management of drainage and local flooding	7.99	6.81
Condition of public toilets	7.92	6.11
Access to Council information and Council support	7.91	6.72
Council leadership on matters important to the community	7.87	5.74
Management of street trees	7.78	6.41
Managing development (land use planning)	7.76	5.81
Overall range and quality of community facilities and activities	7.68	6.96
Library Services	7.56	7.69
Council advocacy on matters impacting on Mosman and neighbouring areas	7.53	6.20
Services and facilities for children and families	7.37	6.76
Animal management & control	7.25	6.52
Services and facilities for older people	7.23	6.68
Sport and recreational facilities	7.18	6.69
Development approvals process	7.12	5.12
Services for young people	7.04	6.04
Council assisting economic development with the business community and visitors	6.86	5.99
Services and facilities for people with a disability	6.80	6.28
Providing and maintaining bike paths	6.65	5.38
Overall range of facilities and activities relevant to culture and the arts	6.44	6.47
Enforcement of parking restrictions	6.42	5.78
Local festivals and events	6.17	6.54
Mosman Art Gallery and Community Centre	6.06	6.73
Services and facilities for people from CALD	5.25	5.37

Importance of and Satisfaction with Council Services

Recreational & Cultural Services

Importance mean ratings	18 - 34	35 - 49	50 - 64	65+	Male	Female	Overall
Library Services	7.56	7.69	7.25	7.64	7.01	7.94	7.56
Mosman Art Gallery and Community Centre	5.96	5.12	5.84	7.24	4.91	6.80	6.06
Local festivals and events	6.42	6.27	5.99	5.86	5.74	6.44	6.17
Overall range of facilities and activities relevant to culture and the arts	6.40	5.90	6.37	7.12	6.00	6.73	6.44
Provision and maintenance of parklands	8.59	8.68	8.70	8.59	8.34	8.86	8.65
Sport and recreational facilities	7.90	7.84	6.77	6.04	7.41	7.02	7.18

 Significantly higher importance (by group)

 Significantly lower importance (by group)

Mean ratings: 0 = not at all important, 10 = very important

	0	1	2	3	4	5	6	7	8	9	10	Total
	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %
Library Services	3%	1%	4%	2%	2%	7%	5%	10%	21%	19%	27%	100%
Mosman Art Gallery and Community Centre	5%	2%	6%	4%	7%	17%	8%	13%	21%	7%	10%	100%
Local festivals and events	4%	1%	5%	3%	4%	17%	14%	19%	22%	7%	4%	100%
Overall range of facilities and activities relevant to culture and the arts	4%	1%	2%	5%	5%	15%	13%	18%	22%	7%	9%	100%
Provision and maintenance of parklands	0%	0%	0%	0%	0%	2%	3%	10%	28%	21%	35%	100%
Sport and recreational facilities	5%	1%	3%	3%	2%	8%	6%	13%	25%	14%	20%	100%

Importance of and Satisfaction with Council Services

Recreational & Cultural Services

Satisfaction mean ratings	18 - 34	35 - 49	50 - 64	65+	Male	Female	Overall
Library Services	7.75	7.64	7.63	7.75	7.41	7.89	7.69
Mosman Art Gallery and Community Centre	6.95	6.12	6.39	7.39	6.02	7.17	6.73
Local festivals and events	6.87	6.6	6.27	6.31	6.21	6.77	6.54
Overall range of facilities and activities relevant to culture and the arts	6.41	6.19	6.29	6.99	6.11	6.72	6.47
Provision and maintenance of parklands	7.73	7.83	7.82	7.60	7.50	7.93	7.75
Sport and recreational facilities	6.94	6.66	6.52	6.64	6.74	6.66	6.69

 Significantly higher satisfaction (by group)

 Significantly lower satisfaction (by group)

Mean ratings: 0 = very dissatisfied, 10 = very satisfied

	0	1	2	3	4	5	6	7	8	9	10	Total
	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %
Library Services	2%	0%	1%	2%	1%	7%	9%	15%	28%	16%	19%	100%
Mosman Art Gallery and Community Centre	2%	1%	1%	3%	2%	18%	11%	17%	27%	9%	8%	100%
Local festivals and events	1%	1%	3%	1%	5%	19%	14%	24%	22%	7%	5%	100%
Overall range of facilities and activities relevant to culture and the arts	2%	1%	1%	2%	4%	16%	20%	23%	22%	5%	5%	100%
Provision and maintenance of parklands	1%	0%	1%	1%	1%	4%	6%	24%	33%	13%	16%	100%
Sport and recreational facilities	2%	0%	2%	3%	4%	15%	10%	24%	25%	8%	7%	100%

Importance of and Satisfaction with Council Services

Community Services

Importance mean ratings	18 - 34	35 - 49	50 - 64	65+	Male	Female	Overall
Services and facilities for older people	6.64	6.84	7.23	8.36	6.99	7.42	7.23
Services and facilities for people with a disability	6.52	6.68	6.80	7.20	6.58	6.95	6.80
Services and facilities for people from CALD	5.88	4.94	5.11	4.98	4.67	5.63	5.25
Services and facilities for children and families	7.90	8.27	6.79	6.30	7.30	7.41	7.37
Services for young people	7.41	7.70	6.68	6.12	7.03	7.00	7.04
Overall range and quality of community facilities and activities	7.93	7.60	7.46	7.65	7.44	7.83	7.68

Significantly higher importance (by group)

Significantly lower importance (by group)

Mean ratings: 0 = not at all important, 10 = very important

	0	1	2	3	4	5	6	7	8	9	10	Total
	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %
Services and facilities for older people	6%	1%	2%	3%	3%	7%	5%	12%	24%	16%	21%	100%
Services and facilities for people with a disability	8%	2%	3%	3%	3%	9%	4%	15%	20%	13%	19%	100%
Services and facilities for people from CALD	15%	2%	6%	6%	4%	16%	10%	14%	14%	7%	7%	100%
Services and facilities for children and families	7%	1%	1%	2%	1%	6%	6%	14%	21%	13%	27%	100%
Services for young people	7%	2%	1%	2%	4%	7%	8%	14%	21%	13%	21%	100%
Overall range and quality of community facilities and activities	2%	1%	0%	0%	1%	5%	8%	22%	29%	16%	16%	100%

Importance of and Satisfaction with Council Services

Community Services

Satisfaction mean ratings	18 - 34	35 - 49	50 - 64	65+	Male	Female	Overall
Services and facilities for older people	6.94	6.11	6.32	7.36	6.32	6.99	6.68
Services and facilities for people with a disability	7.01	5.78	5.87	6.53	6.18	6.37	6.28
Services and facilities for people from CALD	5.86	5.48	5.00	5.18	5.31	5.45	5.37
Services and facilities for children and families	7.03	6.73	6.59	6.65	6.53	6.94	6.76
Services for young people	6.78	5.74	5.48	6.12	5.86	6.18	6.04
Overall range and quality of community facilities and activities	7.45	6.60	6.67	7.19	6.85	7.05	6.96

 Significantly higher satisfaction (by group)

 Significantly lower satisfaction (by group)

Mean ratings: 0 = very dissatisfied, 10 = very satisfied

	0	1	2	3	4	5	6	7	8	9	10	Total
	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %
Services and facilities for older people	4%	0%	1%	2%	3%	12%	16%	24%	24%	7%	7%	100%
Services and facilities for people with a disability	3%	1%	1%	3%	6%	23%	14%	21%	17%	6%	6%	100%
Services and facilities for people from CALD	7%	2%	3%	4%	7%	30%	11%	18%	14%	1%	2%	100%
Services and facilities for children and families	2%	1%	1%	3%	3%	12%	13%	27%	27%	4%	8%	100%
Services for young people	3%	1%	1%	4%	6%	21%	22%	21%	15%	4%	3%	100%
Overall range and quality of community facilities and activities	1%	1%	2%	0%	2%	13%	13%	26%	29%	8%	5%	100%

Importance of and Satisfaction with Council Services

Waste, Health and Environmental Services

Importance mean ratings	18 - 34	35 - 49	50 - 64	65+	Male	Female	Overall
Animal management & control	7.08	7.17	7.28	7.41	6.82	7.53	7.25
Waste and recycling collection services	8.96	9.09	8.95	9.01	8.78	9.17	9.02
Cleaning of streets	8.19	8.44	8.31	8.36	8.00	8.57	8.35
Enforcement of health and food regulations	8.27	8.19	8.38	8.30	7.97	8.51	8.31
Litter control & rubbish dumping	8.41	8.67	8.69	8.78	8.27	8.91	8.66
Management and protection of the environment	8.63	8.54	8.81	8.50	8.25	8.88	8.64

Significantly higher importance (by group)
 Significantly lower importance (by group)

Mean ratings: 0 = not at all important, 10 = very important

	0	1	2	3	4	5	6	7	8	9	10	Total
	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %
Animal management & control	4%	1%	1%	2%	2%	6%	11%	17%	27%	12%	17%	100%
Waste and recycling collection services	0%	0%	0%	0%	0%	1%	2%	6%	20%	26%	46%	100%
Cleaning of streets	0%	0%	0%	0%	1%	2%	6%	14%	29%	20%	28%	100%
Enforcement of health and food regulations	1%	0%	1%	1%	1%	4%	4%	13%	24%	17%	34%	100%
Litter control & rubbish dumping	0%	0%	0%	0%	1%	1%	4%	11%	26%	22%	35%	100%
Management and protection of the environment	0%	0%	0%	0%	0%	3%	3%	12%	26%	21%	35%	100%

Importance of and Satisfaction with Council Services

Waste, Health and Environmental Services

Satisfaction mean ratings	18 - 34	35 - 49	50 - 64	65+	Male	Female	Overall
Animal management & control	6.49	6.61	6.60	6.38	6.29	6.70	6.52
Waste and recycling collection services	7.23	7.01	7.43	7.84	7.08	7.56	7.37
Cleaning of streets	7.24	7.29	7.43	7.00	7.05	7.39	7.25
Enforcement of health and food regulations	7.66	7.46	7.06	7.09	7.28	7.38	7.32
Litter control & rubbish dumping	7.27	6.98	7.09	6.97	6.89	7.21	7.08
Management and protection of the environment	7.44	7.29	7.15	7.27	7.09	7.43	7.29

 Significantly higher satisfaction (by group)

 Significantly lower satisfaction (by group)

Mean ratings: 0 = very dissatisfied, 10 = very satisfied

	0	1	2	3	4	5	6	7	8	9	10	Total
	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %
Animal management & control	2%	1%	2%	2%	6%	15%	15%	24%	20%	8%	5%	100%
Waste and recycling collection services	1%	1%	1%	3%	4%	6%	12%	15%	26%	19%	13%	100%
Cleaning of streets	1%	0%	1%	1%	5%	8%	14%	20%	25%	13%	12%	100%
Enforcement of health and food regulations	0%	0%	1%	1%	2%	7%	10%	29%	33%	9%	8%	100%
Litter control & rubbish dumping	1%	0%	2%	2%	3%	10%	12%	22%	28%	12%	7%	100%
Management and protection of the environment	0%	0%	0%	2%	2%	7%	13%	26%	30%	12%	7%	100%

Importance of and Satisfaction with Council Services

Infrastructure & Traffic

Importance mean ratings	18 - 34	35 - 49	50 - 64	65+	Male	Female	Overall
Overall cleanliness, appearance & management of public spaces	8.31	8.38	8.65	8.62	8.10	8.76	8.51
Management of street trees	7.51	7.65	7.63	8.23	7.19	8.15	7.78
Providing and maintaining local roads	8.21	8.29	8.48	8.79	8.07	8.70	8.45
Providing and maintaining footpaths	8.51	8.44	8.41	8.62	7.99	8.86	8.52
Providing and maintaining bike paths	7.27	7.05	6.20	5.80	6.23	6.89	6.65
Management of drainage and local flooding	7.51	8.05	7.94	8.37	7.41	8.37	7.99
Provision of car parking	8.14	8.22	8.20	8.03	7.84	8.39	8.19
Enforcement of parking restrictions	5.77	6.10	6.65	7.13	5.89	6.76	6.42
Traffic management	8.02	8.17	8.52	8.58	7.89	8.62	8.34
Condition of public toilets	7.51	8.12	7.78	8.08	7.25	8.34	7.92

Significantly higher importance (by group)
 Significantly lower importance (by group)

Mean ratings: 0 = not at all important, 10 = very important

	0	1	2	3	4	5	6	7	8	9	10	Total
	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %
Overall cleanliness, appearance & management of public spaces	0%	0%	0%	0%	0%	2%	5%	10%	30%	20%	31%	100%
Management of street trees	0%	0%	1%	1%	2%	5%	10%	20%	27%	11%	22%	100%
Providing and maintaining local roads	0%	0%	0%	0%	1%	2%	5%	11%	34%	19%	28%	100%
Providing and maintaining footpaths	0%	0%	0%	0%	0%	4%	3%	11%	25%	22%	33%	100%
Providing and maintaining bike paths	8%	1%	3%	3%	3%	11%	9%	12%	21%	11%	18%	100%
Management of drainage and local flooding	1%	0%	1%	2%	1%	5%	7%	10%	30%	16%	27%	100%
Provision of car parking	1%	0%	1%	1%	0%	3%	5%	13%	25%	19%	30%	100%
Enforcement of parking restrictions	5%	2%	6%	4%	2%	15%	10%	15%	18%	9%	15%	100%
Traffic management	0%	0%	0%	0%	1%	7%	4%	12%	27%	16%	33%	100%
Condition of public toilets	3%	0%	0%	1%	1%	8%	7%	12%	25%	14%	30%	100%

Importance of and Satisfaction with Council Services

Infrastructure & Traffic

Satisfaction mean ratings	18 - 34	35 - 49	50 - 64	65+	Male	Female	Overall
Overall cleanliness, appearance & management of public spaces	7.43	7.11	7.45	7.44	7.09	7.54	7.36
Management of street trees	6.70	6.43	6.29	6.23	6.31	6.50	6.41
Providing and maintaining local roads	7.01	6.29	6.20	6.76	6.49	6.61	6.56
Providing and maintaining footpaths	6.44	5.82	5.82	5.96	5.89	6.10	6.01
Providing and maintaining bike paths	5.23	5.56	5.17	5.42	5.07	5.57	5.38
Management of drainage and local flooding	6.87	6.77	6.70	6.87	6.65	6.91	6.81
Provision of car parking	6.18	5.93	5.81	5.93	5.99	5.95	5.97
Enforcement of parking restrictions	5.64	5.43	5.93	6.10	5.21	6.16	5.78
Traffic management	5.85	6.00	5.64	5.88	5.76	5.92	5.84
Condition of public toilets	5.84	6.05	6.39	6.30	6.29	6.01	6.11

 Significantly higher satisfaction (by group)
  Significantly lower satisfaction (by group)

Mean ratings: 0 = very dissatisfied, 10 = very satisfied

	0	1	2	3	4	5	6	7	8	9	10	Total
	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %
Overall cleanliness, appearance & management of public spaces	0%	1%	0%	1%	2%	6%	15%	23%	32%	13%	7%	100%
Management of street trees	2%	2%	3%	4%	4%	13%	15%	25%	21%	7%	4%	100%
Providing and maintaining local roads	1%	1%	2%	3%	3%	14%	21%	23%	25%	5%	3%	100%
Providing and maintaining footpaths	2%	1%	5%	4%	10%	15%	18%	17%	18%	7%	3%	100%
Providing and maintaining bike paths	5%	2%	4%	7%	9%	25%	14%	16%	13%	2%	2%	100%
Management of drainage and local flooding	1%	1%	2%	2%	6%	12%	13%	25%	25%	10%	5%	100%
Provision of car parking	2%	1%	5%	4%	9%	14%	20%	18%	18%	5%	3%	100%
Enforcement of parking restrictions	4%	4%	6%	3%	7%	22%	12%	15%	17%	5%	6%	100%
Traffic management	2%	2%	4%	4%	9%	19%	19%	24%	11%	4%	2%	100%
Condition of public toilets	3%	2%	3%	5%	6%	16%	16%	24%	14%	8%	3%	100%

Importance of and Satisfaction with Council Services

Planning & Heritage

Importance mean ratings	18 - 34	35 - 49	50 - 64	65+	Male	Female	Overall
Protection of heritage values and buildings	8.02	8.03	8.17	8.06	7.69	8.34	8.09
Managing development (land use planning)	7.30	7.91	8.25	7.47	7.52	7.89	7.76
Development approvals process	6.00	7.66	7.89	6.81	6.93	7.22	7.12
Council assisting economic development with the business community and visitors	6.98	6.80	6.65	6.87	6.50	7.07	6.86

Significantly higher importance (by group) Significantly lower importance (by group)

Mean ratings: 0 = not at all important, 10 = very important

	0	1	2	3	4	5	6	7	8	9	10	Total
	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %
Protection of heritage values and buildings	1%	0%	0%	0%	0%	6%	7%	17%	22%	17%	28%	100%
Managing development (land use planning)	3%	0%	0%	1%	2%	8%	5%	13%	27%	16%	24%	100%
Development approvals process	7%	0%	2%	2%	3%	11%	4%	14%	22%	15%	22%	100%
Council assisting economic development with the business community and visitors	5%	1%	2%	2%	4%	14%	5%	15%	29%	10%	13%	100%

Satisfaction mean ratings	18 - 34	35 - 49	50 - 64	65+	Male	Female	Overall
Protection of heritage values and buildings	7.20	6.35	6.49	6.74	6.43	6.87	6.69
Managing development (land use planning)	6.47	5.58	5.55	5.84	5.71	5.90	5.81
Development approvals process	5.91	4.76	4.97	5.06	5.14	5.14	5.12
Council assisting economic development with the business community and visitors	6.72	5.78	5.63	5.83	5.78	6.15	5.99

Significantly higher satisfaction (by group) Significantly lower satisfaction (by group)

Mean ratings: 0 = very dissatisfied, 10 = very satisfied

	0	1	2	3	4	5	6	7	8	9	10	Total
	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %
Protection of heritage values and buildings	1%	2%	4%	2%	1%	11%	13%	30%	24%	5%	7%	100%
Managing development (land use planning)	2%	2%	5%	5%	6%	19%	16%	22%	16%	5%	1%	100%
Development approvals process	6%	5%	4%	7%	9%	25%	15%	14%	11%	3%	2%	100%
Council assisting economic development with the business community and visitors	3%	1%	2%	2%	4%	27%	16%	20%	18%	5%	1%	100%

Importance of and Satisfaction with Council Services

Communication

Importance mean ratings	18 - 34	35 - 49	50 - 64	65+	Male	Female	Overall
Council engaging (consulting) with the community	8.11	7.82	8.06	8.07	7.63	8.29	8.04
Access to Council information and Council support	7.65	7.75	7.77	8.39	7.35	8.27	7.91
Council leadership on matters important to the community	7.83	7.74	7.91	7.91	7.55	8.06	7.87
Council advocacy on matters impacting on Mosman and neighbouring areas	7.59	7.39	7.43	7.64	7.20	7.73	7.53

 Significantly higher importance (by group)

 Significantly lower importance (by group)

Mean ratings: 0 = not at all important, 10 = very important

	0	1	2	3	4	5	6	7	8	9	10	Total
	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %
Council engaging (consulting) with the community	2%	0%	0%	1%	1%	7%	4%	11%	25%	17%	30%	100%
Access to Council information and Council support	1%	0%	0%	1%	1%	7%	6%	15%	30%	15%	23%	100%
Council leadership on matters important to the community	3%	0%	0%	1%	1%	6%	7%	15%	26%	16%	25%	100%
Council advocacy on matters impacting on Mosman and neighbouring areas	5%	0%	0%	2%	1%	7%	6%	17%	27%	15%	20%	100%

Importance of and Satisfaction with Council Services

Communication

Satisfaction mean ratings	18 - 34	35 - 49	50 - 64	65+	Male	Female	Overall
Council engaging (consulting) with the community	6.17	5.60	5.53	6.41	5.55	6.17	5.93
Access to Council information and Council support	6.95	6.58	6.55	6.76	6.53	6.83	6.72
Council leadership on matters important to the community	5.94	5.39	5.61	5.94	5.23	6.07	5.74
Council advocacy on matters impacting on Mosman and neighbouring areas	6.59	5.73	5.97	6.51	5.91	6.40	6.20

 Significantly higher satisfaction (by group)

 Significantly lower satisfaction (by group)

Mean ratings: 0 = very dissatisfied, 10 = very satisfied

	0	1	2	3	4	5	6	7	8	9	10	Total
	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %
Council engaging (consulting) with the community	4%	2%	3%	3%	7%	19%	16%	21%	14%	6%	4%	100%
Access to Council information and Council support	1%	0%	2%	3%	5%	13%	12%	24%	23%	11%	5%	100%
Council leadership on matters important to the community	4%	1%	4%	4%	4%	22%	20%	22%	11%	5%	2%	100%
Council advocacy on matters impacting on Mosman and neighbouring areas	3%	1%	2%	3%	4%	18%	18%	26%	17%	6%	3%	100%

Overall Satisfaction

Q. How would you rate the overall performance of Mosman Council as an organisation over the past 12 months?

	Male	Female
Mean ratings	6.54	6.65

	18 - 34	35 - 49	50 - 64	65+
Mean ratings	6.83	6.28	6.33	7.01

	Overall 2012	Overall 2010	IRIS NSW LGA Benchmark (2010)	Micromex NSW LGA Benchmark (2012)
Mean ratings	6.6	6.7	6.0	6.5

Significantly higher satisfaction (by group)
 Significantly lower satisfaction (by group)

Mean ratings: 0 = very dissatisfied, 10 = very satisfied

	Count	Column %
0	4	1%
1	5	1%
2	12	3%
3	12	3%
4	15	4%
5	39	10%
6	52	13%
7	123	31%
8	97	24%
9	33	8%
10	8	2%
Total	400	100%

Contact with Council Staff

Q. When was the last time you had contact with a Council staff member?

	Overall		18-34		35-49		50-64		65+		Male		Female	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Within the last week	48	12%	5	5%	17	15%	13	14%	14	15%	11	6%	37	16%
Within in the last month	47	12%	3	3%	17	15%	17	19%	10	11%	22	13%	25	11%
Within the last 3 months	83	21%	20	20%	20	18%	22	24%	20	21%	41	24%	42	18%
Within the last 12 months	90	23%	27	27%	30	27%	16	17%	17	18%	40	24%	50	22%
More than 12 months ago	72	18%	15	15%	18	17%	17	18%	22	24%	31	18%	41	18%
Never	40	10%	27	27%	4	3%	3	4%	6	7%	16	10%	24	10%
Can't recall	19	5%	5	5%	6	5%	5	5%	4	4%	8	5%	11	5%
Total	400	100%	101	100%	112	100%	93	100%	94	100%	169	100%	230	100%

Method of contact with a Council employee

Q. Thinking of your last interaction with a Council employee, how did you make contact?

	Overall		18-34		35-49		50-64		65+		Male		Female	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Telephone	111	42%	22	41%	40	48%	27	39%	22	36%	48	42%	64	41%
Email	13	5%	2	4%	6	7%	2	3%	3	5%	5	5%	8	5%
Internet	3	1%	3	5%	0	0%	0	0%	0	0%	3	2%	0	0%
Fax/letter	4	2%	0	0%	3	3%	1	1%	1	1%	3	3%	1	1%
Visited Council offices	91	34%	17	32%	20	24%	28	41%	26	42%	39	34%	52	34%
Face to face outside of Council premises	40	15%	7	13%	14	16%	10	15%	9	14%	13	11%	27	17%
Other	6	2%	3	5%	2	2%	1	1%	1	1%	3	2%	3	2%
Total	268	100%	54	100%	84	100%	68	100%	62	100%	113	100%	155	100%

Main reason for contact

Q. What was the main reason for your last encounter with Council staff?

	Overall		18-34		35-49		50-64		65+		Male		Female	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Information enquiry	66	25%	10	18%	16	20%	21	30%	19	31%	28	25%	37	24%
Request for assistance	53	20%	12	22%	15	18%	14	21%	12	20%	21	18%	33	21%
Development application or related matter	39	15%	5	10%	18	21%	11	16%	5	8%	23	21%	16	10%
Making a complaint	32	12%	5	9%	13	15%	7	10%	8	13%	14	13%	18	12%
Pay a bill	18	7%	5	8%	3	3%	5	7%	6	10%	4	4%	14	9%
Using services such as the library or Art Gallery	18	7%	7	13%	5	6%	4	6%	2	3%	6	5%	12	8%
Updating/requesting parking stickers	18	7%	5	9%	7	9%	2	3%	3	5%	6	5%	12	7%
Other reason	16	6%	5	10%	5	6%	2	4%	3	5%	7	6%	9	6%
Attending an event or function	8	3%	0	0%	2	3%	3	4%	3	5%	3	3%	4	3%
Total	268	100%	54	100%	84	100%	68	100%	62	100%	113	100%	155	100%

Level of agreement with criteria

- Q. I am going to read out a few statements describing key elements of your interaction with Council Staff. Thinking about the last time you dealt with Council staff, please indicate your level of agreement with each statement.

Agreement mean ratings	18 - 34	35 - 49	50 - 64	65+	Male	Female	Overall
Making contact with the appropriate member of staff to deal with my enquiry was easy	7.71	7.08	7.80	7.89	7.19	7.86	7.60
They were courteous and helpful	7.58	7.06	8.04	7.95	7.49	7.71	7.62
They dealt with my needs quickly and efficiently	6.99	6.54	7.16	7.39	6.50	7.34	7.02
They provided clear, easy to understand advice	7.21	6.50	7.43	7.36	6.45	7.54	7.12

 Significantly higher agreement (by group)

 Significantly lower agreement (by group)

Mean ratings: 0 = strongly disagree, 10 = strongly agree

	0	1	2	3	4	5	6	7	8	9	10	Total
	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %
Making contact with the appropriate member of staff to deal with my enquiry was easy	3%	0%	3%	1%	2%	10%	6%	10%	27%	12%	27%	100%
They were courteous and helpful	3%	2%	2%	2%	2%	6%	4%	12%	27%	12%	28%	100%
They dealt with my needs quickly and efficiently	6%	3%	4%	1%	4%	6%	8%	12%	19%	13%	23%	100%
They provided clear, easy to understand advice	7%	4%	2%	2%	3%	7%	4%	10%	23%	13%	26%	100%


Satisfaction with the overall performance of Council staff

Q. How satisfied were you with the overall performance of Council's staff?

	Male	Female
Mean ratings	6.85	7.29

	18 - 34	35 - 49	50 - 64	65+
Mean ratings	7.32	6.66	7.00	7.50

	Overall 2012	Overall 2010	Micromex NSW LGA Benchmark (2012)
Mean ratings	7.1	7.5	7.5

 Significantly higher satisfaction (by group)

 Significantly lower satisfaction (by group)

Mean ratings: 0 = very dissatisfied, 10 = very satisfied

	Count	Column %
0	9	2%
1	8	2%
2	8	2%
3	4	1%
4	12	3%
5	31	8%
6	42	11%
7	80	20%
8	102	26%
9	50	13%
10	49	13%
Total	395	100%

Any dealings with Council representatives

Q. Have you had any dealings with your elected local Council representatives, i.e. Councillors, over the last year?

	Overall		18-34		35-49		50-64		65+		Male		Female	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Yes	22	6%	0	0%	8	7%	8	9%	6	7%	4	3%	18	7%
No	378	94%	100	100%	106	93%	85	91%	88	93%	150	97%	228	93%
Total	400	100%	100	100%	113	100%	93	100%	94	100%	155	100%	246	100%

Satisfaction with Mosman Councillors

Q. Thinking about the last time you dealt with a Mosman Councillor how satisfied were you with their responsiveness to your particular needs?

	18 - 34	35 - 49	50 - 64	65+	Male	Female	Overall
Satisfaction mean ratings	6.59	5.73	5.97	6.51	5.91	6.40	6.20

	Count	Column %
0	2	8%
1	0	0%
2	0	0%
3	1	4%
4	0	0%
5	1	4%
6	3	13%
7	2	9%
8	5	23%
9	2	7%
10	6	30%
Total	22	100%

Rating Mosman Councillors' Performance

Q. Thinking about Mosman Councillors overall, how would you rate their performance in the following areas.

	Overall 2012	Overall 2010	IRIS NSW LGA Benchmark (2010)	Micromex NSW LGA Benchmark (2012)
Overall performance of Councillors	6.0	5.8	5.6	5.6

Satisfaction mean ratings	18 - 34	35 - 49	50 - 64	65+	Male	Female	Overall
Representing a broad range of community views fairly	6.08	5.84	6.01	6.57	5.81	6.29	6.10
Effective leadership and guidance of the community	6.15	5.43	5.84	6.35	5.61	6.12	5.92
The overall performance of Councillors	6.20	5.40	5.91	6.34	5.61	6.17	5.95

 Significantly higher satisfaction (by group)

 Significantly lower satisfaction (by group)


Mean ratings: 0 = not at all satisfied, 10 = very satisfied


	0	1	2	3	4	5	6	7	8	9	10	Total
	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %
Representing a broad range of community views fairly	2%	2%	4%	2%	4%	19%	18%	27%	16%	3%	3%	100%
Effective leadership and guidance of the community	3%	3%	2%	3%	6%	19%	18%	25%	15%	3%	2%	100%
The overall performance of Councillors	3%	4%	1%	4%	7%	17%	15%	26%	18%	3%	2%	100%

Value for money

- Q. Do you think the services and facilities provided by Mosman Council are value for money in terms of what your household pays in rates and other Council charges?

	18 - 34	35 - 49	50 - 64	65+	Male	Female	Overall
Value mean ratings	5.86	6.08	6.53	7.28	6.21	6.62	5.95

 Significantly higher level (by group)

 Significantly lower level (by group)

Mean ratings: 0 = very poor value, 10 = very good value

	Count	Column %
0	4	1%
1	12	3%
2	3	1%
3	14	4%
4	27	7%
5	36	10%
6	61	17%
7	89	24%
8	81	22%
9	23	6%
10	18	5%
Total	367	100%

Community Safety & Connectedness

Q. In this section I'd like to ask you a number of questions about your perceptions of your neighbourhood and Mosman as a place to live. Please rate the following statements:

	18 - 34	35 - 49	50 - 64	65+	Male	Female	Overall
I feel safe in my own home	8.78	8.61	8.75	8.86	8.58	8.87	8.75
I feel safe walking around my neighbourhood	8.86	8.58	8.64	8.59	8.68	8.66	8.67
I can call on a neighbour or local relative if I need assistance	7.66	8.19	8.25	8.46	8.10	8.16	8.13
I feel I belong to the community I live in	7.20	7.80	7.74	8.14	7.42	7.93	7.71
My neighbourhood is a friendly place to live	7.84	8.07	7.95	8.30	8.01	8.06	8.04
I make a contribution to the community I live in	6.68	7.15	6.75	6.21	6.53	6.85	6.72
I mainly socialise in my local area	5.73	6.52	6.11	6.69	6.26	6.27	6.27
People in Mosman are generally proud of their area	8.32	8.42	8.26	8.68	8.03	8.71	8.42
Residents have the opportunity to have input on regional matters that impact on Mosman	6.65	5.78	5.87	6.74	5.94	6.47	6.25

 Significantly higher agreement (by group)

 Significantly lower agreement (by group)

Mean ratings: 0 = strongly disagree, 10 = strongly agree

	0	1	2	3	4	5	6	7	8	9	10	Total
	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %
I feel safe in my own home	0%	0%	0%	0%	1%	1%	3%	7%	25%	29%	34%	100%
I feel safe walking around my neighbourhood	0%	0%	0%	0%	0%	2%	3%	9%	26%	27%	32%	100%
I can call on a neighbour or local relative if I need assistance	2%	1%	1%	1%	1%	4%	4%	13%	22%	17%	34%	100%
I feel I belong to the community I live in	1%	1%	1%	2%	1%	7%	6%	19%	25%	16%	21%	100%
My neighbourhood is a friendly place to live	0%	1%	0%	1%	2%	6%	5%	10%	32%	19%	23%	100%
I make a contribution to the community I live in	4%	1%	2%	2%	5%	12%	11%	19%	23%	9%	12%	100%
I mainly socialise in my local area	2%	1%	5%	5%	4%	19%	15%	16%	16%	8%	9%	100%
People in Mosman are generally proud of their area	0%	0%	0%	0%	1%	2%	4%	11%	33%	22%	27%	100%
Residents have the opportunity to have input on regional matters that impact on Mosman	2%	2%	3%	3%	5%	18%	16%	22%	15%	6%	7%	100%

Main sources for information on Council services and activities

Q. What are your main sources for information on Council services and activities?

	Overall		18-34		35-49		50-64		65+		Male		Female	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %
The Mosman Daily	345	86%	81	81%	92	83%	84	90%	88	93%	140	82%	206	89%
Word of mouth	264	66%	62	61%	77	69%	62	67%	63	66%	105	62%	159	69%
Library	218	54%	41	41%	71	63%	52	56%	54	58%	77	46%	141	61%
Brochures/flyers in letterbox	214	53%	52	52%	58	52%	46	49%	57	61%	89	53%	125	54%
Mosman Council websites & social media spaces	212	53%	64	64%	80	71%	49	52%	19	21%	103	61%	109	47%
Direct mail (e.g. in rates notices)	210	53%	37	36%	56	50%	53	57%	65	69%	83	49%	127	55%
Banners and posters	200	50%	54	54%	69	62%	46	49%	31	33%	82	48%	118	51%
Visiting or phoning Council offices	153	38%	33	32%	48	43%	35	38%	37	39%	69	41%	83	36%
Mosman News (Council newsletter)	144	36%	23	23%	27	25%	37	40%	57	61%	56	33%	88	38%
HARBOURView (magazine)	133	33%	15	15%	38	34%	37	39%	44	47%	47	28%	87	38%
School	89	22%	20	19%	49	44%	15	16%	6	6%	30	18%	58	25%
Community noticeboards	85	21%	20	19%	25	22%	20	21%	21	22%	37	22%	47	21%
The Villager (magazine)	75	19%	13	13%	19	17%	18	19%	25	26%	26	15%	48	21%
Emails/Enewsletters from Mosman Council, Mosman Library, Mosman Art Gallery and other Council services	68	17%	10	10%	21	19%	21	22%	16	17%	31	18%	37	16%
Radio	45	11%	0	0%	11	10%	10	11%	24	25%	15	9%	31	13%
TV	37	9%	2	2%	11	10%	10	11%	14	14%	11	7%	26	11%
None of these	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Total	400	100%	101	100%	112	100%	93	100%	94	100%	169	100%	230	100%



Appendix B

Questionnaire

Mosman Council
Community Survey
June 2012

Good morning/afternoon/evening, my name is _____ and I'm calling on behalf of Mosman Council from a company called Micromex and we are conducting research about services and facilities provided by Council.

May I speak to the person in your household who is 18 years or older and had the most recent birthday?

The information provided by respondents is completely confidential and will help Council to better understand and meet the diverse needs of its residents.

QS1. Before we start, I would like to check whether you work for Mosman Council or are a Councillor at Mosman Council?

Yes ☐ No ☐ (If yes, terminate survey)

QS2a. Can you please confirm that your household is within the Mosman Council area?

Yes ☐ No ☐ (If no, terminate survey)

QS3. How long have you lived in the Mosman area?

- ☐ Less than 6 months (If less than 6 months, terminate the survey)
☐ 6 months to 1 year
☐ 1 – 5 years
☐ 5 – 10 years
☐ More than 10 years

Section 1 – Council Services and Facilities

Q1. In this first section I will read out a list of services and facilities provided by Mosman Council. For each of these could you please rate the importance of the following services/facilities to you, and in the second part, your level of satisfaction with the performance of that service/facility?

The scale is from 0 to 10, where 0 is not at all important or very dissatisfied and 10 is very important or very satisfied.

(Note: These criteria will be randomised)

Importance / Satisfaction

Not at all important/
Very dissatisfied

Very important/
Very Satisfied D/K

0 1 2 3 4 5 6 7 8 9 10 11

Recreational & Cultural Services

Library Services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mosman Art Gallery and Community Centre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local festivals and events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall range of facilities and activities relevant to culture and the arts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provision and maintenance of parklands, including local parks, bushland, harbour foreshores & bushland trails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sport and recreational facilities (e.g. sporting fields or Mosman Swim Centre)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Not at all important/
Very dissatisfied

Very important/
Very Satisfied D/K

0 1 2 3 4 5 6 7 8 9 10 11

Community Services

Services and facilities for older people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Services and facilities for people with a disability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Services and facilities for people from culturally and linguistically diverse backgrounds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Services and facilities for children and families	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Services for young people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall range and quality of community facilities and activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Not at all important/
Very dissatisfied

Very important/
Very Satisfied D/K

0 1 2 3 4 5 6 7 8 9 10 11

Waste, Health & Environment

Animal management & control	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Waste and recycling collection services (e.g. garbage, recycling, green waste and e-waste)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleaning of streets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enforcement of health and food regulations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Litter control & rubbish dumping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Management and protection of the environment (e.g. water quality, stormwater management, restoring natural bushland areas)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Not at all important/ Very dissatisfied						Very important/ Very Satisfied D/K					
	0	1	2	3	4	5	6	7	8	9	10	11
<u>Infrastructure & Traffic</u>												
Overall cleanliness, appearance & management of public spaces	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Management of street trees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Providing and maintaining local roads (excluding main roads, such as Military and Spit Roads, which are not the responsibility of Mosman Council)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Providing and maintaining footpaths	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Providing and maintaining bike paths	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Management of drainage and local flooding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provision of car parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enforcement of parking restrictions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Traffic management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Condition of public toilets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Not at all important/ Very dissatisfied						Very important/ Very Satisfied D/K					
	0	1	2	3	4	5	6	7	8	9	10	11
<u>Planning & Heritage</u>												
Protection of heritage values and buildings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Managing development (land use planning)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Development approvals process	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Council assisting economic development with the business community and visitors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Not at all important/ Very dissatisfied						Very important/ Very Satisfied D/K					
	0	1	2	3	4	5	6	7	8	9	10	11
<u>Communication</u>												
Council engaging (consulting) with the community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to Council information and Council support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Council leadership on matters important to the community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Council advocacy on matters impacting on Mosman and neighbouring areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Overall Performance

Q2a. How would you rate the overall performance of Mosman Council, as an organisation, over the past 12 months? Please rate on a scale of 0-10, where 0 is very dissatisfied and 10 is very satisfied.

- ☐ 0 – Very dissatisfied
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6
- ☐ 7
- ☐ 8
- ☐ 9
- ☐ 10 – Very satisfied
- ☐ Don't know

Q2b. Why do you say that?

.....

.....

Section 2 – Performance of Staff and Administrators

Q3a. When was the last time you had contact with a Council staff member? Prompt

- ☐ Within the last week (Go to Q3c)
- ☐ Within the last month (Go to Q3c)
- ☐ Within the last 3 months (Go to Q3c)
- ☐ Within the last 12 months (Go to Q3c)
- ☐ More than 12 months ago
- ☐ Never
- ☐ Can't recall

I'm going to ask for your impressions about council staff and their overall image. It doesn't matter that you haven't had a recent interaction with council staff, I just want to know your general opinion of how they perform.

Q3b. How satisfied were you with the overall performance of Council's staff? Please rate on a scale of 0-10, where 0 is very dissatisfied and 10 is very satisfied. (Then go to Q4a)

- ☐ 0 – Very dissatisfied
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6
- ☐ 7
- ☐ 8
- ☐ 9
- ☐ 10 – Very satisfied
- ☐ Don't know

Q3c. Thinking of your last interaction with a Council employee, how did you make contact? Prompt

- ☐ Telephone
- ☐ Internet
- ☐ Email
- ☐ Fax/letter
- ☐ Visited Council office
- ☐ Face to face (outside of Council premises)
- ☐ Other (please specify)

Q3d. What was the main reason for your last encounter with Council staff?

- ☐ Request for assistance
- ☐ Pay a bill
- ☐ Development application or related matter
- ☐ Information enquiry
- ☐ Making a complaint
- ☐ Attending an event or function
- ☐ Using services such as the Library or Art Gallery
- ☐ Some other reason (please specify).....

Q3e. I am going to read out a few statements describing key elements of your interaction with Council Staff. Thinking about the last time you dealt with Council staff, please indicate your level of agreement with each statement on a scale of 0 to 10, where 0 means you 'strongly disagree' and 10 means you 'strongly agree'.

	Strongly disagree						Strongly agree				
	0	1	2	3	4	5	6	7	8	9	10
Making contact with the appropriate member of staff to deal with my enquiry was easy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
They were courteous and helpful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
They dealt with my needs quickly and efficiently	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
They provided clear, easy to understand advice	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q3f. Generally speaking, how satisfied are you with the overall performance of Council's staff, on a scale of 0 to 10, where 0=very dissatisfied and 10=very satisfied.

- ☐ 0 – Very dissatisfied
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6
- ☐ 7
- ☐ 8
- ☐ 9
- ☐ 10 – Very satisfied
- ☐ Don't know

Q3g. Thinking about your access to, and interaction with Council staff, do you have any suggestions about how Council could improve its level of customer service?

Suggestion:

Q4a. Have you had any dealings with your elected local Council representatives, i.e. Councillors, over the last year?

- ☐ Yes
☐ None/Can't recall (Go to Q4c)

Q4b. Thinking about the last time you dealt with a Mosman Councillor and using a scale of 0 to 10 where 0 is very dissatisfied and 10 is very satisfied, how satisfied were you with their responsiveness to your particular needs?

- ☐ 0 – Very dissatisfied
☐ 1
☐ 2
☐ 3
☐ 4
☐ 5
☐ 6
☐ 7
☐ 8
☐ 9
☐ 10 – Very satisfied

Q4c. Thinking about Mosman councillors overall and using a scale of 0 to 10 where 0 is very dissatisfied and 10 is very satisfied, how would you rate their performance in the following areas.

	Very dissatisfied							Very satisfied				
	0	1	2	3	4	5	6	7	8	9	10	
Representing a broad range of community views fairly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Effective leadership and guidance of the community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
The overall performance of Councillors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

Q5. Do you think the services and facilities provided by Mosman Council are value for money in terms of what your household pays in rates and other Council charges, on a scale of 0 to 10, where 0 means you think the services provided by Council are very poor value and 10 means they are very good value. [IF THE PERSON RENTS REMIND THEM THAT THEIR RATES ARE INCLUDED IN THEIR RENT]

- ☐ 0 – Very poor value
☐ 1
☐ 2
☐ 3
☐ 4
☐ 5
☐ 6
☐ 7
☐ 8
☐ 9
☐ 10 – Very good value

Section 3 – Local Concerns

Q6. Thinking of Mosman as a whole, what would you say is the major issue facing Mosman in the next 5-10 years?

.....

Section 4 – Community Pride and Connectedness

In this section I'd like to ask you a number of questions about your perceptions of your neighbourhood and Mosman as a place to live.

- Q7. I'm going to read out some statements and I'd like you to rate them on a scale of 0 to 10, where 0 is strongly disagree and 10 is strongly agree.

	Agreement										
	Strongly disagree						Strongly agree				
	0	1	2	3	4	5	6	7	8	9	10
A. Safety											
I feel safe in my own home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel safe walking around my neighbourhood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can call on a neighbour or local relative if I need assistance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B. Social											
I feel I belong to the community I live in	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My neighbourhood is a friendly place to live	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I make a contribution to the community I live in	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I mainly socialise in my local area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
C. Local Identity											
People in Mosman are generally proud of their area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D. Regional											
Residents have the opportunity to have input on regional matters that impact on Mosman	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q8a. What are your main sources for information on Council services and activities? Prompt

- ☐ Mosman Council websites & social media spaces (like Twitter & YouTube)
- ☐ The Mosman Daily
- ☐ Mosman News (Council Newsletter)
- ☐ Harbour View magazine
- ☐ The Villager magazine
- ☐ Brochures/flyers in letterbox
- ☐ Direct mail (e.g. in rates notices)
- ☐ Emails/Enewsletters from Mosman Council, Mosman Library, Mosman Art Gallery and other Council services
- ☐ Community notice boards
- ☐ Banners and posters
- ☐ Visiting or phoning Council offices
- ☐ Library
- ☐ Word of mouth
- ☐ TV
- ☐ Radio
- ☐ School
- ☐ None

Q8b. Can you think of any ways Council could improve on the information they provide to the community?

.....

Section 6 – Demographics

Q9. Please stop me when I read out your age group. Prompt

- ☐ 18 - 34
- ☐ 35-49
- ☐ 50-64
- ☐ 65+

Q10. Do you or your family pay Council rates or do you leave this to the landlord if you rent?

- ☐ Pay Council rates ourselves
- ☐ Landlord pays Council rates

As a participant in this research, you may be invited to participate in further community consultation, such as focus groups, about specific issues. At this stage, we are developing a register of interest in this and other consultation coming up in the future.

Q11a. Would you be interested in registering?

Yes ☐ No ☐ (If no, go to Q12)

Q11b. (If yes), May I please confirm your contact details?

Title (Mr/Mrs/Ms etc).....
First name.....
Surname.....
Email.....
Mobile.....
Home telephone.....
Street address.....
Suburb.....
Postcode.....

Thank you. We will be randomly selecting participants to ensure we get a good cross-section of the community and will get in touch with you if we do conduct the next stage of research.

That completes our interview. Thank you very much for your time, enjoy the rest of your day/evening.

Q12. Gender (determine by voice):

Male ☐ Female ☐

Council Contact

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