



# Mosman Council Community Research

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Report prepared for:



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## Appendix B – Questionnaire

## Background

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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

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### Questionnaire

Micromex Research, together with Mosman Council, developed the questionnaire. The survey was conducted by telephone.

A copy of the questionnaire is provided in the Appendix.

### Data collection

The survey was conducted during the period 23<sup>rd</sup> to 28<sup>th</sup> June 2014 from 4:30pm to 8:30pm, Monday to Friday and from 10am to 4pm Saturday.

### Survey area

Mosman Council Local Government Area.

### Sample selection and error

The sample consisted of a total of 402 residents. The selection of respondents was by means of a computer based random selection process using the electronic White Pages.

A sample size of 402 residents provides a maximum sampling error of plus or minus 4.9% at 95% confidence.

The sample was weighted by age to reflect the 2011 ABS census data.

### Interviewing

Interviewing was conducted in accordance with IQCA (Interviewer Quality Control Australia) Standards and the Market Research Society Code of Professional Conduct.

### Prequalification

Participants in this survey were pre-qualified as having lived in the Mosman Council area for a minimum of six months and to not work for or be a Councillor at Mosman Council.

# Methodology

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## Data analysis

The data within this report was analysed using Q Professional. To identify the statistically significant differences between the groups of means, 'One-Way Anova tests' and 'Independent Samples T-tests' were used. 'Z Tests' were also used to determine statistically significant differences between column percentages.

## 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 explanation

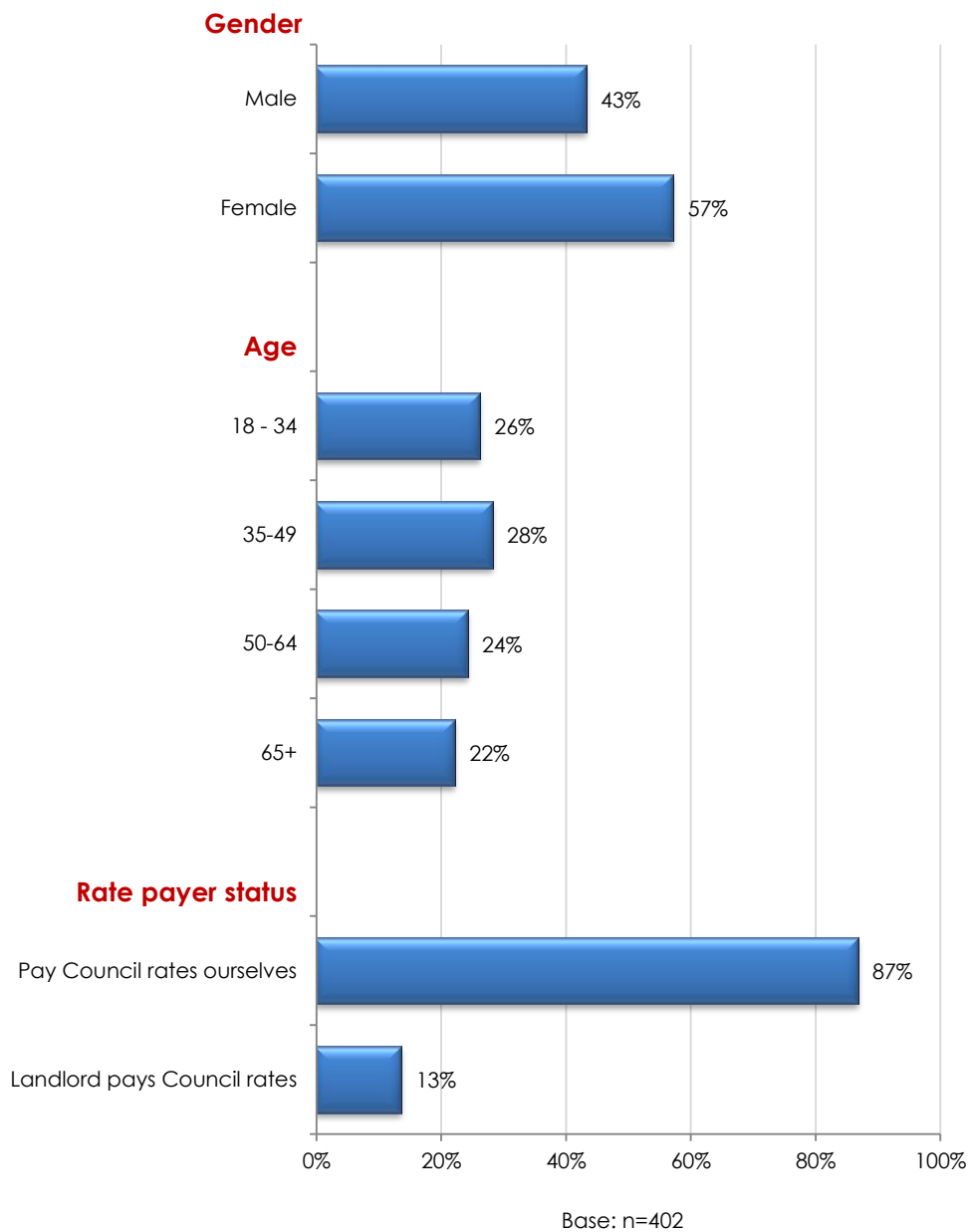
2.49 or lower	'Very low' level of importance/satisfaction/agreement
2.50 – 3.49	'Low' level of importance/satisfaction/agreement
3.50 – 4.99	'Moderately low' levels of importance/satisfaction/agreement
5.00 – 6.24	'Moderate' level of importance/satisfaction/agreement
6.25 – 6.99	'Moderately high' level 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

**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.

# Key Findings

## Sample Profile



## Sampling error

A sample size of 402 residents provides a sampling error of plus or minus 4.9% at 95% confidence.

## Key Findings

### Overview (Overall satisfaction)

Overall, residents expressed a 'moderately high' level of satisfaction with the performance of Mosman Council as an organisation over the past 12 months, with 68% expressing a satisfaction level of 7-10.

Residents were significantly more satisfied with the overall performance of Mosman Council than they were in 2012.

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

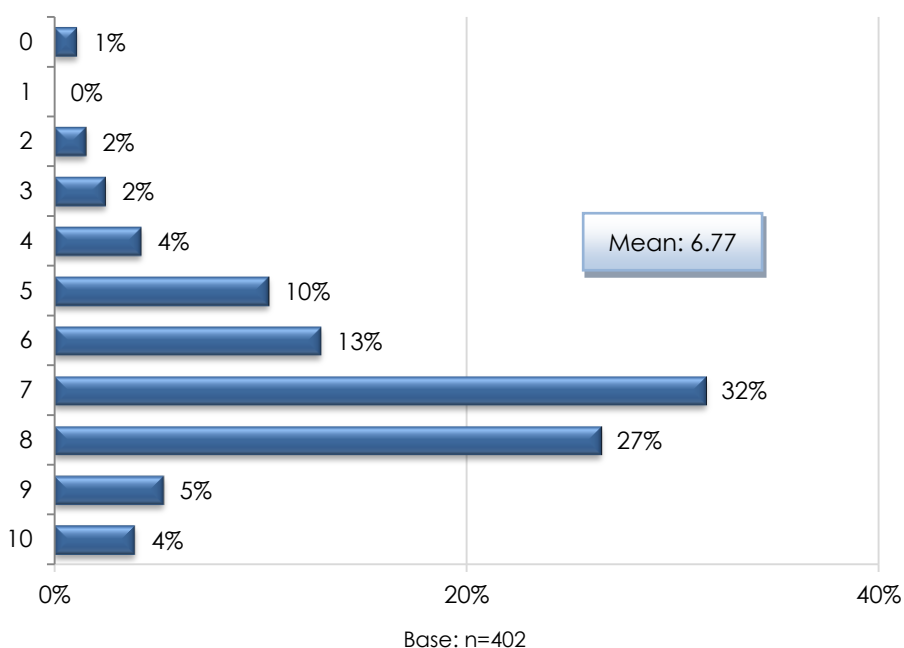
	18 - 34	35 - 49	50 - 64	65+	Male	Female	Pay Rates	Landlord pays rates
Satisfaction mean ratings	7.00	6.55	6.49	7.08	6.65	6.86	6.77	6.78

	Overall 2014	Overall 2012	Overall 2010	Micromex NSW LGA Benchmark (2014)
Mean ratings	6.8▲	6.6▼	6.7	6.3▼

Scale: 0 = very dissatisfied, 10 = very satisfied

▼▲ = A significantly lower/higher level of satisfaction (by group)

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



## Key Findings

### Performance of Councillors

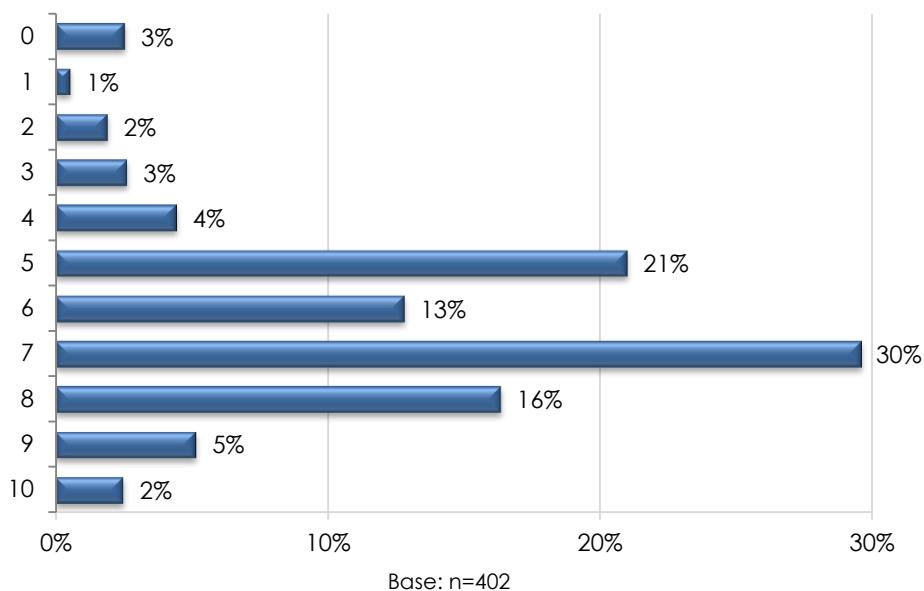
Residents were significantly more satisfied with 'the overall performance of Councillors' than they were in 2012.

Residents aged 65+ rated 'the overall performance of Councillors' significantly higher in satisfaction than did those aged 18-64.

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

#### The overall performance of Councillors

	2014	2012	2010
Satisfaction mean ratings	6.24▲	5.95	5.83



Scale: 0 = very dissatisfied, 10 = very satisfied

▼▲ = A significantly lower/higher level of satisfaction (by group)

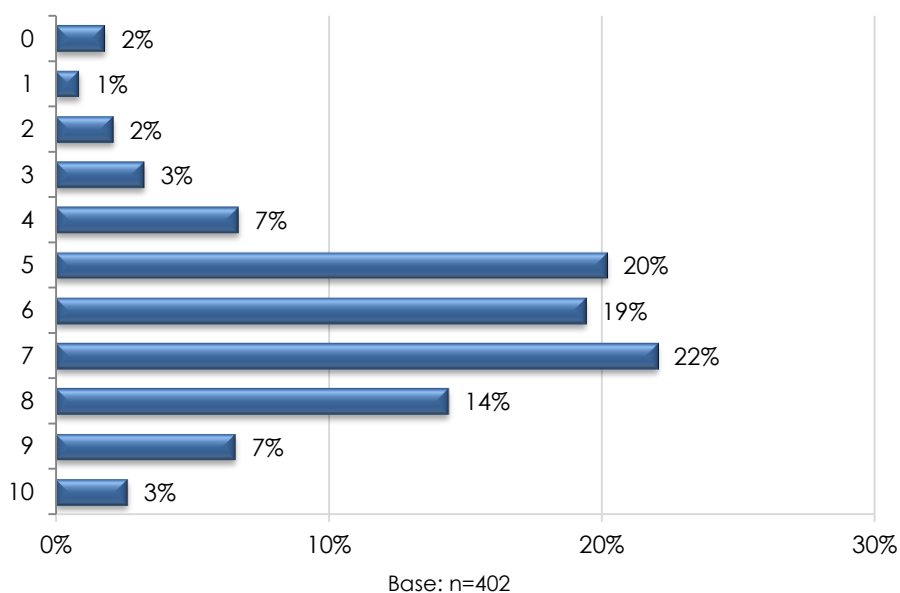
## Key Findings

### Performance of Councillors

Residents aged 65+ rated 'representing a broad range of community views fairly' to be more satisfactory than did those aged 35-49 and 'effective leadership and guidance of the community' than did those aged 34-64.

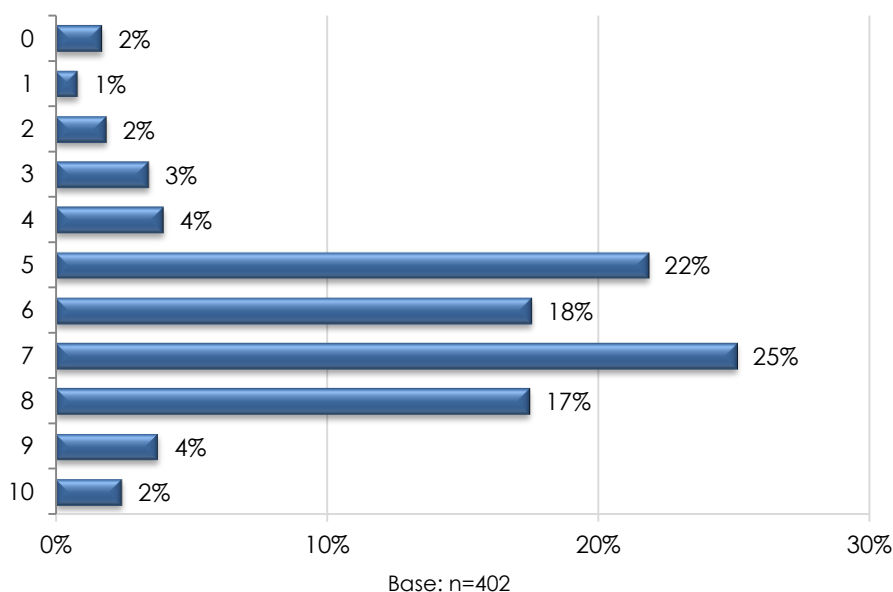
#### Representing a broad range of community views fairly

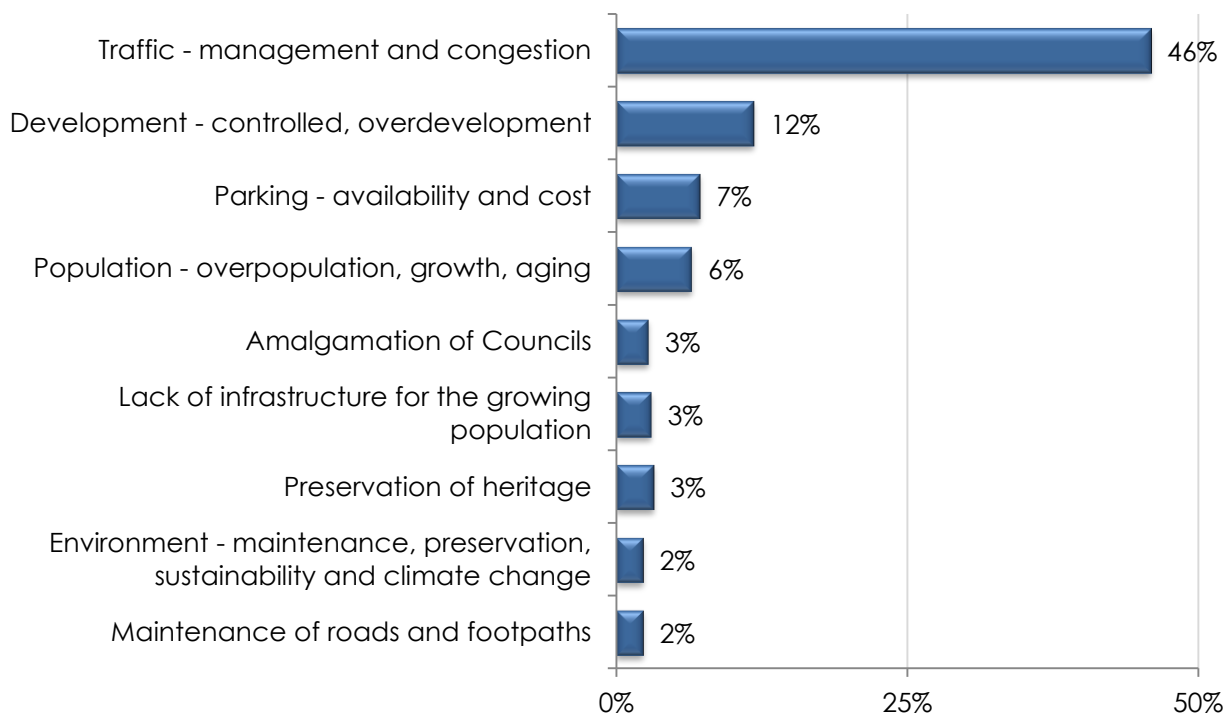
	2014	2012	2010
Satisfaction mean ratings	6.19	6.10	5.94



#### Effective leadership and guidance of the community

	2014	2012	2010
Satisfaction mean ratings	6.14	5.92	5.64





## Key Findings

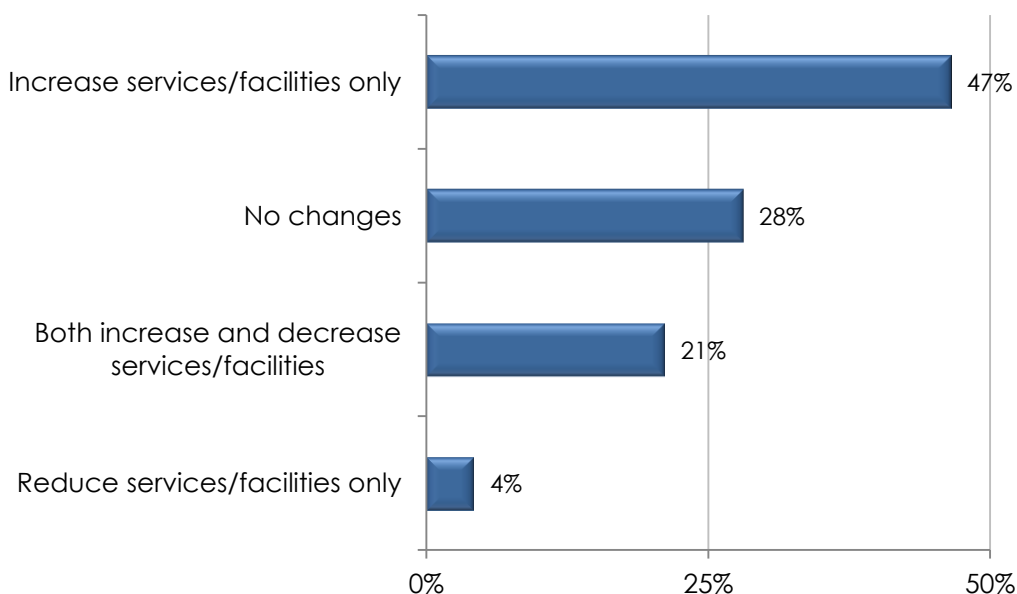
### Service Level Revisions

68% of residents wanted to see increased levels of servicing above what is currently provided. Only 28% did not see a need for some alteration to Council service levels either by improving or decreasing services and facilities.

76% of those who wanted service level changes desired an increase in facilities and services.

Q. Council is working towards a balanced operating budget which requires a careful review of the services and facilities it currently provides. Are there any services or facilities provided by Council that you believe could be reduced or removed?

Q. Are there any services or facilities provided by Council that you would like to see improved (or more of)?



Note: The data from the two open ended questions have been amalgamated.

#### Facilities/Services to be Increased

Waste/recycling services - maintenance, methods, frequency – 5%

Footpaths and walking trails - maintenance and additional paths – 5%

Free community bus service - increase frequency and maintenance – 5%

Public areas - maintenance, tree lighting, accessibility – 5%

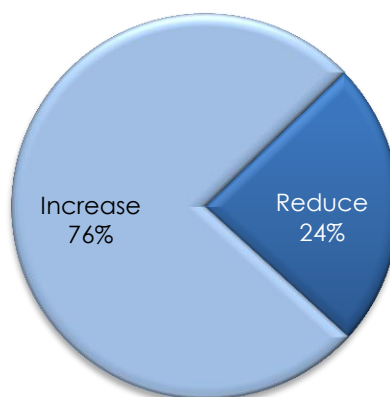
#### Facilities/Services to be Reduced

Free community bus service – 8%

Parking - restrictions, fines, fees/meters and rangers – 6%

Mosman Art Gallery – 1%

Festivals and events – 1%



Base: n=544

## Key Findings

### Support for Paying an Additional Fee to Allow Council Improvements

62% of residents were at least 'somewhat supportive' of paying an additional \$2 per week to allow Council to improve the services and facilities it provides for the community.

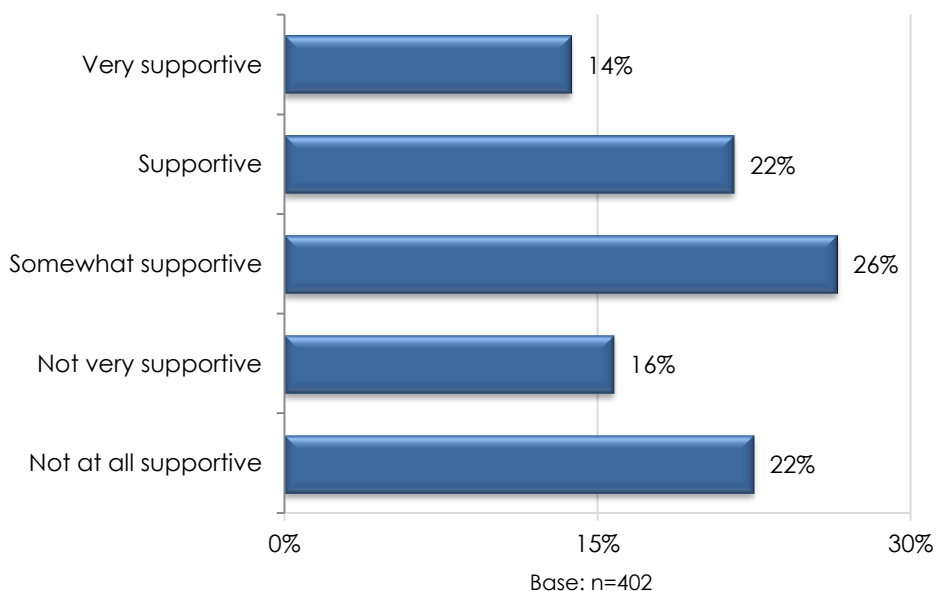
Males were significantly more likely to be supportive. Those whose landlord pays their rates were also significantly more likely to be supportive than those who pay rates.

Q. How supportive would you be of paying an additional \$2 per week to allow Council to improve the services and facilities it provides for the community?

	18 - 34	35 - 49	50 - 64	65+	Male	Female	Pay Rates	Landlord pays rates	Overall
Satisfaction mean ratings	3.15	2.65	2.86	2.88	3.10▲	2.72▼	2.80▼	3.40▲	2.88

Scale: 1 = not at all supportive, 5 = very supportive

▼▲= A significantly lower/higher level of satisfaction (by group)



## Key Findings

### Longitudinal Analysis – Composite Importance Ratings for Key Service Areas

The importance ratings have significantly increased for 'Community Services' since 2012, whilst 'Infrastructure & Traffic' has significantly decreased.

Importance Ratings	2010	2012	2014
Communication	8.33	7.84	7.91
Infrastructure & Traffic	8.18	7.88▲	7.37▼
Planning & Heritage	7.98	7.46	7.62
Recreational & Cultural Services	6.97	7.01	7.20
Community Services	7.52	6.90▼	7.39▲
Waste, Health & Environment	8.52	8.37	8.43

### Composite Satisfaction Ratings for Key Service Areas

There have been no significant changes in satisfaction since 2012.

Satisfaction Ratings	2010	2012	2014
Communication	6.25	6.15	6.23
Infrastructure & Traffic	6.16	6.22	6.41
Planning & Heritage	6.03	5.90	6.00
Community Services	6.80	6.35	6.58
Recreational & Cultural Services	7.15	6.98	7.03
Waste, Health & Environment	7.25	7.14	7.37

Scale: 0 = not at all important/very dissatisfied, 10 = very important/very satisfied

▼▲= A significantly lower/higher level of importance/satisfaction (by group)

## Key Findings

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### Key Importance Trends

Compared to the previous research conducted in June 2012, there was a significant increase in residents' level of importance with 7 of the 36 services and facilities provided by Council, this was:

- Overall range of facilities and activities relevant to culture and the arts (6.85 cf. 6.44)
- Local festivals and events (6.49 cf. 6.17)
- Overall range and quality of community facilities and activities (8.00 cf. 7.68)
- Services and facilities for people with a disability (7.49 cf. 6.80)
- Services and facilities for people from culturally and linguistically diverse backgrounds (6.27 cf. 5.25)
- Development approvals process (7.65 cf. 7.12)
- Council advocacy on matters impacting on Mosman and neighbouring areas (7.84 cf. 7.53)

### Key Satisfaction Trends

Compared to the previous research conducted in June 2012, there was a significant increase in residents' level of satisfaction with 7 of the 36 services and facilities provided by Council, this was:

- Overall range and quality of community facilities and activities (7.22 cf. 6.96)
- Services and facilities for children and families (7.13 cf. 6.76)
- Waste and recycling collection services (7.70 cf. 7.37)
- Litter control & rubbish dumping (7.33 cf. 7.08)
- Cleaning of streets (7.59 cf. 7.25)
- Overall cleanliness, appearance & management of public spaces (7.79 cf. 7.36)
- Providing and maintaining footpaths (6.53 cf. 6.01)

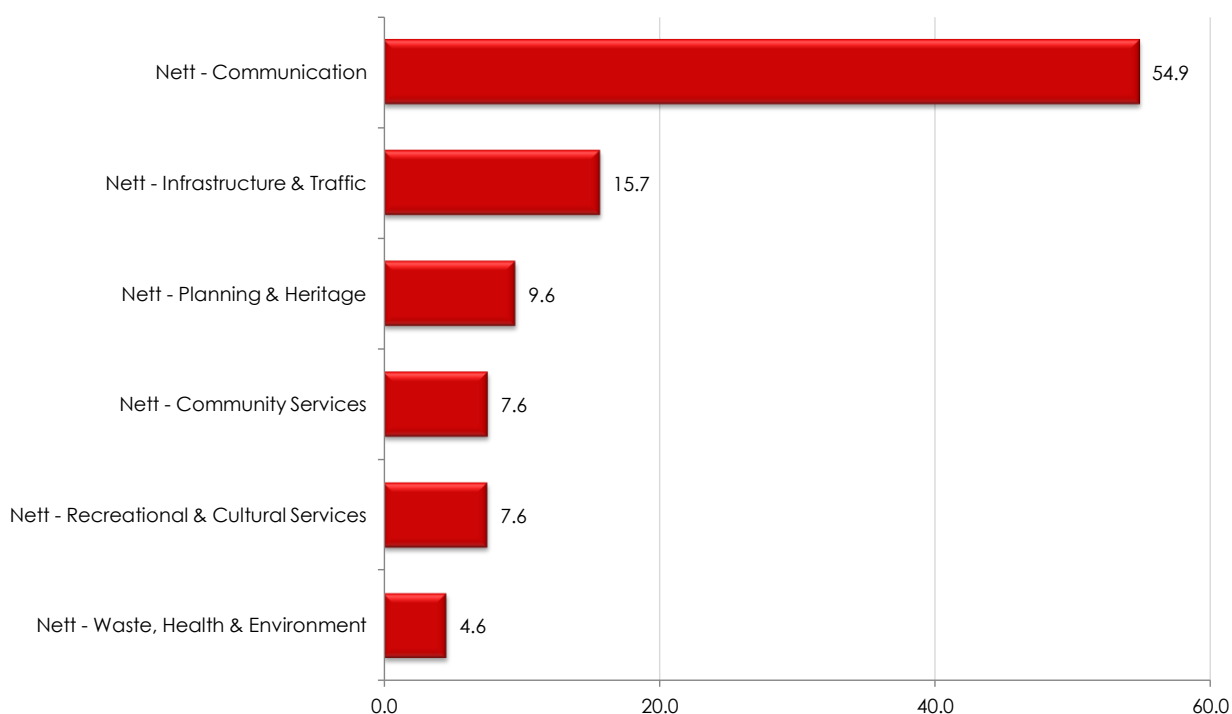
## Key Findings

### 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' (55%) is the key contributor toward overall satisfaction with Council performance.

### Contribution to Overall Satisfaction with Council's Performance



It is crucial to note that while 'Waste, Health & Environment' only contributes 5% 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.

## Key Findings

### Community Safety, Pride and Connectedness

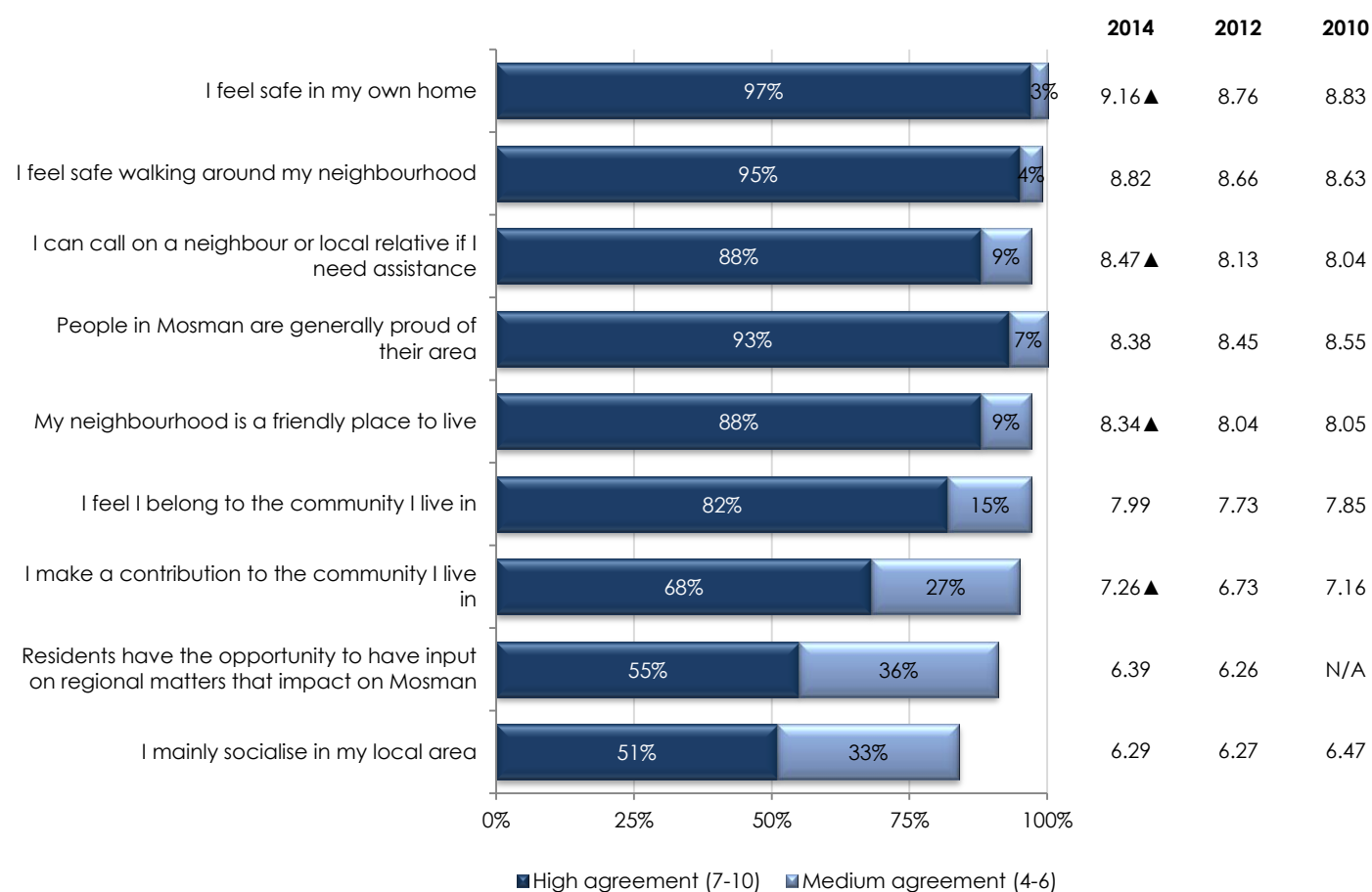
Residents' agreement with 4 out of the 9 statements has significantly increased in comparison to 2012.

Residents aged 18-34 were significantly more likely to agree with the statement 'I feel safe in my own home' than did those aged 35+, but were significantly less likely to agree with the statements 'I feel I belong to the community I live in' than did those aged 65+ and 'I mainly socialise in my local area' than did those aged 35-49 and 65+.

Residents aged 35-49 were significantly more likely to agree with the statement 'I make a contribution to the community I live in' than did those aged 18-34 and 50+.

Females were more likely to ascribe a higher level of agreement to the statements 'I make a contribution to the community I live in' and 'people in Mosman are generally proud of their area'.

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.



Base: n=402

Scale: 0 = strongly disagree, 10 = strongly agree

▼▲ = A significantly lower/higher level of agreement (by group)

## Key Findings

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### Comparison to LGA Benchmarks

Benchmark Comparisons for Overall Satisfaction	Council's Performance	Staff	Councillors
Mosman 2014	6.8	7.4	6.2
Mosman 2012	6.6	7.1	6.0
Mosman 2010	6.7	7.5	5.8
<b>Micromex LGA NSW average</b>	<b>6.3</b>	<b>7.3</b>	<b>5.6</b>
NSW best	7.0	8.5	6.5
NSW worst	3.5	5.8	5.3

### Outcome filtered by Level of Contact

#### Overall Rating Council staff

	Had contact N=290	Did not have contact N=106
Mean ratings	7.4	7.0

#### Overall Rating Councillors

	Had contact N=28	Did not have contact N=374
Mean ratings	5.9	6.3

## Key Findings

### Comparison to LGA Benchmarks

Mosman City Council residents are more satisfied than the LGA Benchmark score for 17 of the 25 comparable measures, equal to one and below for the remaining 7 measures.

Service/Facility	Mosman Council Satisfaction Scores	Satisfaction Benchmark
<b>Above the Benchmark</b>		
Provision and maintenance of parklands	7.8	6.8
Overall satisfaction with the performance of Council's staff	7.4	7.3
Management and protection of the environment	7.4	6.0
Management of drainage and local flooding	7.0	5.8
Services and facilities for older people	7.0	6.3
Protection of heritage values and buildings	6.9	6.3
Sport and recreational facilities	6.9	6.8
Providing and maintaining local roads	6.8	4.5
Overall satisfaction with Council	6.8	6.3
Providing and maintaining footpaths	6.5	5.0
Services and facilities for people with a disability	6.4	6.0
Condition of public toilets	6.4	5.5
Services for young people	6.1	5.3
Council engaging (consulting) with the community	6.0	5.0
Provision of car parking	6.0	5.0
Council assisting economic development with the business community and visitors	5.9	5.5
Managing development (land use planning)	5.9	5.3
<b>Equal to the Benchmark</b>		
Mosman Art Gallery and Community Centre	6.8	6.8
<b>Below the Benchmark</b>		
Library Services	7.7	7.8
Waste and recycling collection services	7.7	7.8
Litter control & rubbish dumping	7.3	7.8
Overall range of facilities and activities relevant to culture and the arts	6.6	7.0
Providing and maintaining bike paths	5.3	5.5

Scale: 0 = very dissatisfied, 10 = very satisfied

## Key Findings

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### Identifying Priorities via Specialised Analysis (Explanation)

The specified research outcomes required us to measure both community importance and community satisfaction with a range of specific service delivery areas. In order to identify core priorities, we undertook a 2 step analysis process on the stated importance and rated satisfaction data, after which we conducted a third level of analysis. This level of analysis was a Shapley Regression on the data in order to identify which facilities and services are the actual drivers of overall satisfaction with Council.

By examining both approaches to analysis we have been able to:

1. Identify and understand the hierarchy of community priorities
2. Inform the deployment of Council resources in line with community aspirations

### Step 1. 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 performance gaps, 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.

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 1.0 is acceptable when the initial importance rating is 7.5+, 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 performance on that same measure, is 'moderate' to 'moderately high'.

For example, 'enforcement of health and food regulations' was given an importance score of 8.38, which indicates that it is considered an area of 'extremely high' importance by residents. At the same time it was given a satisfaction score of 7.48, which indicates that residents are 'very high' with Mosman Council performance and focus on that measure.

In the case of a performance gap such as for the 'library services' (7.61 importance vs. 7.72 satisfaction), we can identify that the facility/service has a 'high' importance to the broader community, but for residents who feel that this facility is important, it is providing a 'high' level of satisfaction.

## Key Findings

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

### Performance Gap Ranking

Ranking 2012	Ranking 2014	Service/Facility	Importance Mean	Satisfaction Mean	Performance Gap
2	1	Traffic management	8.34	5.84	2.50
6	2	Development approvals process	7.65	5.22	2.43
3	3	Provision of car parking	8.33	6.02	2.31
4	4	Council leadership on matters important to the community	7.85	5.87	1.98
7	5	Managing development (land use planning)	7.82	5.91	1.91
5	6	Council engaging (consulting) with the community	7.94	6.04	1.90
1	7	Providing and maintaining footpaths	8.41	6.53	1.88
9	8	Condition of public toilets	8.03	6.39	1.64
8	9	Providing and maintaining local roads	8.38	6.75	1.63
15	10	Council advocacy on matters impacting on Mosman and neighbouring areas	7.84	6.34	1.50
16	11	Providing and maintaining bike paths	6.66	5.27	1.39
17	12	Access to Council information and Council support	8.00	6.65	1.35
10	13	Waste and recycling collection services	9.04	7.70	1.34
14	14	Management and protection of the environment	8.75	7.42	1.33
11	15	Litter control & rubbish dumping	8.61	7.33	1.28
21	16	Services for young people	7.33	6.11	1.22
13	17	Management of street trees	7.85	6.64	1.21
12	18	Protection of heritage values and buildings	8.06	6.94	1.12
30	19	Services and facilities for people with a disability	7.49	6.42	1.07
24	20	Council assisting economic development with the business community and visitors	6.94	5.92	1.02
22	21	Enforcement of health and food regulations	8.38	7.48	0.90
18	22	Management of drainage and local flooding	7.92	7.03	0.89
23	23	Provision and maintenance of parklands	8.60	7.77	0.83
19	24	Overall cleanliness, appearance & management of public spaces	8.60	7.79	0.81
26	25	Overall range and quality of community facilities and activities	8.00	7.22	0.78
20		Cleaning of streets	8.37	7.59	0.78
25	27	Animal management & control	7.42	6.72	0.70
27	28	Enforcement of parking restrictions	6.43	5.79	0.64
33	29	Services and facilities for people from culturally and linguistically diverse backgrounds	6.27	5.66	0.61
29	30	Services and facilities for older people	7.54	6.96	0.58
31	31	Sport and recreational facilities	7.43	6.86	0.57
28	32	Services and facilities for children and families	7.69	7.13	0.56
32	33	Overall range of facilities and activities relevant to culture and the arts	6.85	6.55	0.30
35	34	Local festivals and events	6.49	6.46	0.03
34	35	Library Services	7.61	7.72	-0.11
36	36	Mosman Art Gallery and Community Centre	6.22	6.83	-0.61

Scale: 0 = not at all important/very dissatisfied, 10 = very important/very satisfied

## Key Findings

When we examine the 10 largest performance gaps, we can identify that all the services or facilities have been rated as 'very high' to 'extremely high' in importance. Resident satisfaction for all of these areas is between 5.22 and 6.75, which indicates that resident satisfaction for these measures is 'moderate' to 'moderately high'.

Ranking	Service/ Facility	Importance Mean	Satisfaction Mean	Performance Gap
1	Traffic management	8.34	5.84	2.50
2	Development approvals process	7.65	5.22	2.43
3	Provision of car parking	8.33	6.02	2.31
4	Council leadership on matters important to the community	7.85	5.87	1.98
5	Managing development (land use planning)	7.82	5.91	1.91
6	Council engaging (consulting) with the community	7.94	6.04	1.90
7	Providing and maintaining footpaths	8.41	6.53	1.88
8	Condition of public toilets	8.03	6.39	1.64
9	Providing and maintaining local roads	8.38	6.75	1.63
10	Council advocacy on matters impacting on Mosman and neighbouring areas	7.84	6.34	1.50

The key outcomes of this analysis would suggest that, while there are opportunities to improve satisfaction across a range of services/facilities, 'traffic management' is the area of least relative satisfaction.

**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.

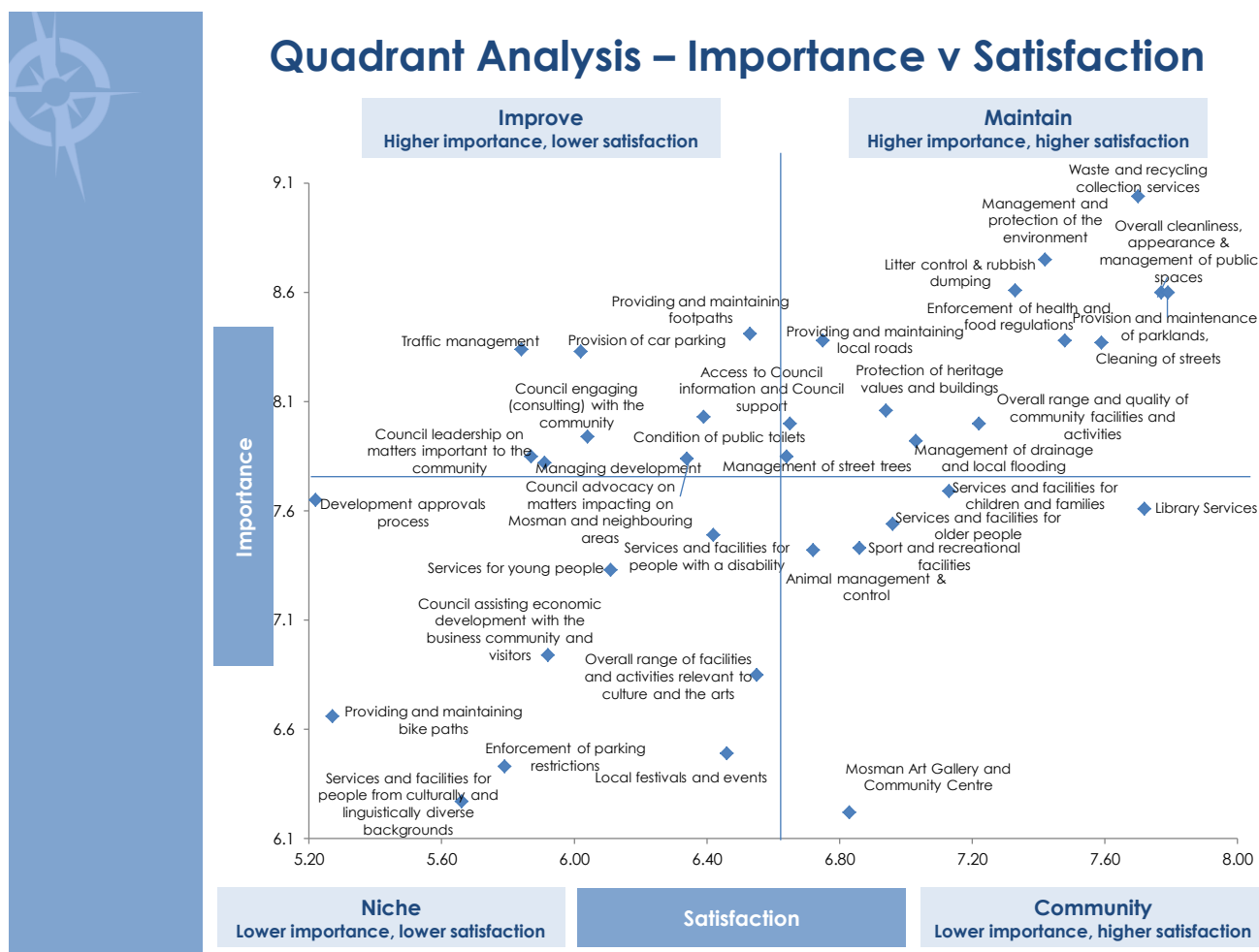
## Key Findings

### Quadrant Analysis

#### Step 2. Quadrant Analysis

Quadrant analysis is a useful tool for planning future directions. It combines the stated needs of the community and assesses Mosman Council 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 7.75 and the average rated satisfaction score was 6.64. Therefore, any facility or service that received a mean stated importance score of  $\geq 7.75$  would be plotted in the higher importance section and, conversely, any that scored  $< 7.75$  would be plotted into the lower importance section. The same exercise is undertaken with the satisfaction ratings above, equal to or below 6.64. Each service or facility is then plotted in terms of satisfaction and importance, resulting in its placement in one of four quadrants.



## Key Findings

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### Explaining the 4 quadrants

Attributes in the top right quadrant, **MAINTAIN**, such as 'waste and recycling collection services', 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 'traffic management', 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, **COMMUNITY**, 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 'traffic management', 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.

## Key Findings

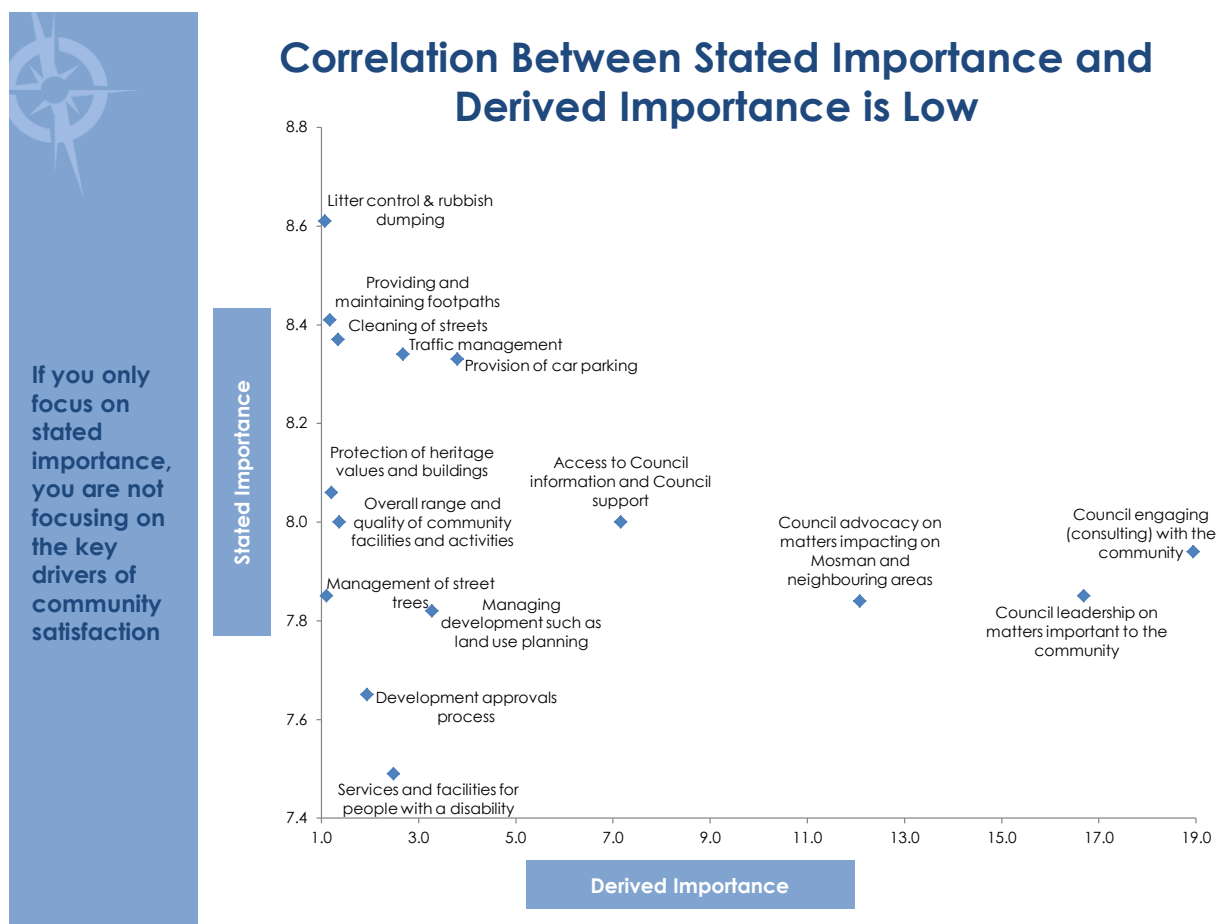
### The Shapley Value Regression

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 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 variables 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'.



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 7.4 & 8.6), however, on the horizontal axis the attributes are spread between 1.0 and 19.0. 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.

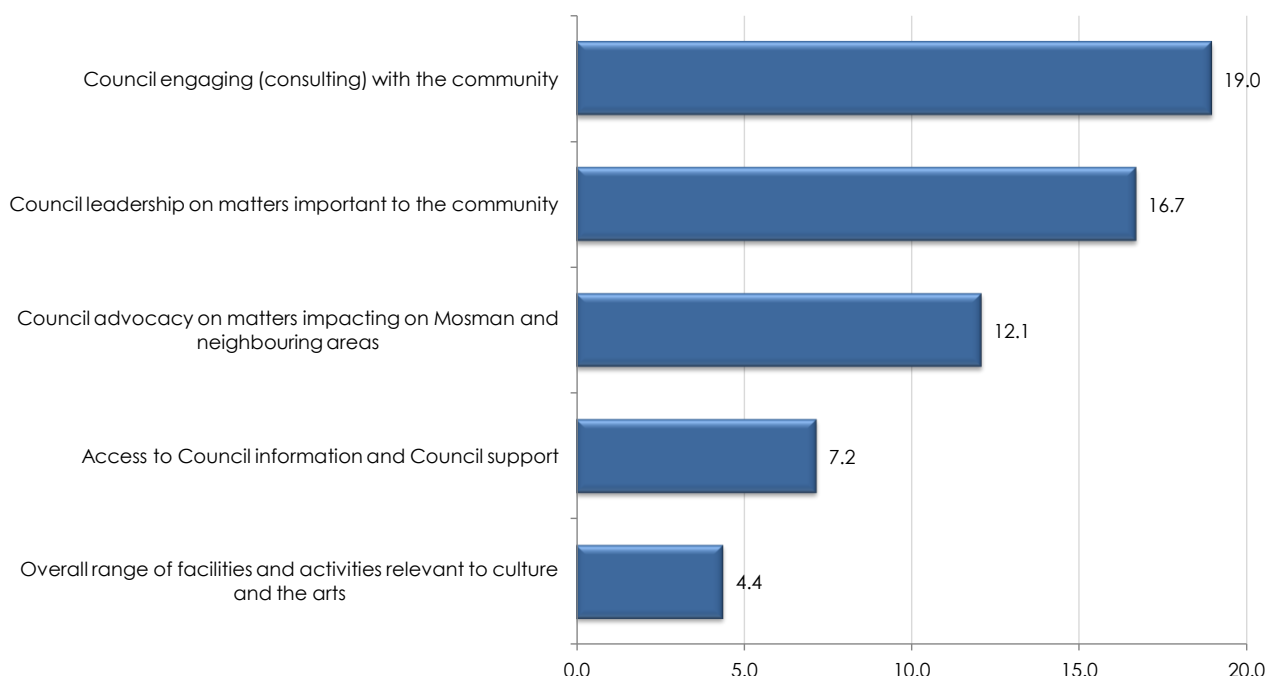
## Key Findings

### Key Drivers of Satisfaction with Mosman Council

The results in the chart below provide Mosman Council with a complete picture of both the extrinsic and intrinsic community priorities and motivations and identify what attributes are the key drivers of community satisfaction.

These top 5 services/facilities account for almost 60% of overall satisfaction with Council. This indicates that the remaining 31 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 5 Indicators Contribute To Almost 60% Of Overall Satisfaction With Council



The contributors to satisfaction are not to be misinterpreted as an indication of current dissatisfaction

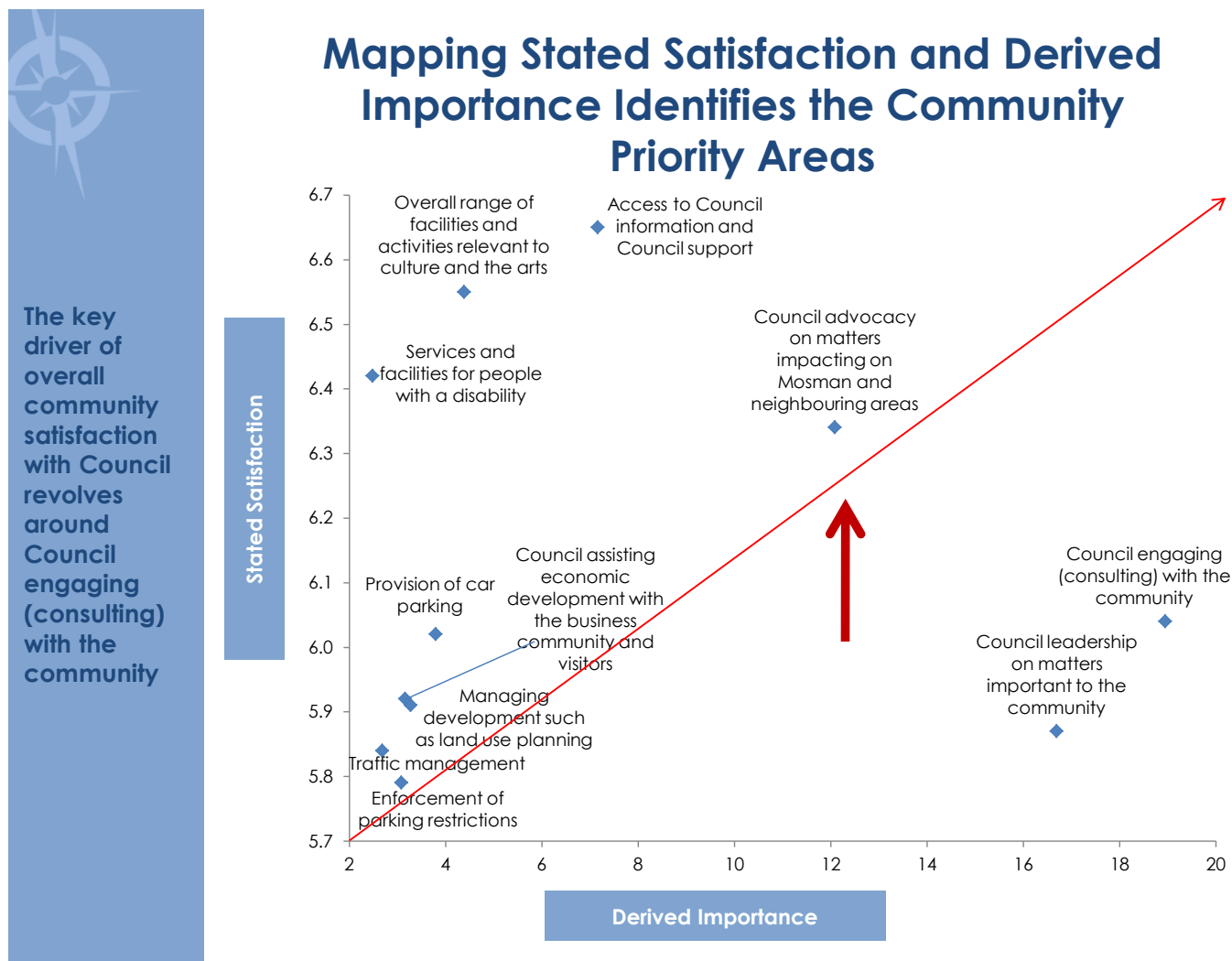
These 5 services/facilities are the key community priorities and by addressing these, Mosman Council will improve overall community satisfaction. The score assigned to each area indicates the percentage of influence each attribute contributes to overall satisfaction with Council.

In the above chart, 'overall range of facilities and activities relevant to culture and the arts' contributes 4.4% towards overall satisfaction, while 'Council engaging (consulting) with the community' (19.0%) is a far stronger driver, contributing over four times as much to overall satisfaction with Council.

## Key Findings

### Clarifying Priorities

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.



The key outcomes of this analysis indicate that 'Council engaging (consulting) with the community' is the priority area from a resident perspective, followed by 'Council leadership on matters important to the community'.

## Summary of Critical Outcomes

The summary table below combines the outcomes 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's Analysis	Gap Analysis	Quadrant Analysis
Council engaging (consulting) with the community	19.0	1.90	Improve
Council leadership on matters important to the community	16.7	1.98	Improve
Council advocacy on matters impacting on Mosman and neighbouring areas	12.1	1.50	Improve
Access to Council information and Council support	7.2	1.35	Maintain
Overall range of facilities and activities relevant to culture and arts	4.4	0.30	Community

## Conclusions

Satisfaction with the overall performance of Council has improved, with residents significantly more satisfied than in 2012. In comparison to the All of NSW Benchmark, overall satisfaction remains significantly stronger, which is consistent with 2012.

Resident satisfaction also extends to various services areas, with an increase in satisfaction across 7 of the 36 service areas.

The regression analysis indicates that Council needs to continue to focus on consulting with the community and demonstrating leadership on matters on importance to the community.

In terms of local concerns, traffic (management and congestion) remains a major issue for residents, both now and in the future. The Performance Gap Ranking indicates traffic management is now ranked 1 (i.e. largest gap between satisfaction and importance), followed by development approvals process.

Resident support for paying an additional \$2 per week to allow Council to improve services and facilities appears moderate, with just over 6-in-10 residents at least 'somewhat supportive'. 68% of residents wanted to see increased levels of servicing above what is currently provided whilst only 28% did not see a need for some alteration to Council service levels either by improving or decreasing services and facilities.

Satisfaction improvements also extend to the overall performance of Council Staff and Mosman Councillors, with residents significantly more satisfied in comparison to 2012 and the All of NSW Benchmark/s.

The overall positive trending of satisfaction with Council may be contributed to dynamics that extend beyond actual performance (experience/perceptions), with branding, strategic direction (i.e. vision) and Council elections post the 2012 Community Research also likely contributors.

## Summary & Recommendations

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### Recommendations

Based on the overall research outcomes, we recommend Mosman Council should focus on the following:

1. Maintain the existing focus on community consultation, leadership and advocacy. These indicators contribute to almost 50% of overall satisfaction with Council
2. Further explore specific expectations of residents regarding service/facility improvements – especially given the potential additional fee. This can be achieved via qualitative workshops with key stakeholders.
3. Traffic management continues to be the main issues of concern for residents, continue to proactively clarify, communicate with and advocate for residents on initiatives in this area.



# **Section 1**

## **Detailed Findings**

**Importance of, and Satisfaction with,  
Council Services and Facilities**

## Importance of, and Satisfaction with, Council Services and Facilities

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.

### 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:

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

## 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

Sport and recreational facilities

### 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

Cleaning of streets

Enforcement of health and food regulations

Litter control & rubbish dumping

Management and protection of the environment

### Infrastructure & Traffic

Overall cleanliness, appearance & management of public spaces

Management of street trees

Providing and maintaining local roads

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

### 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

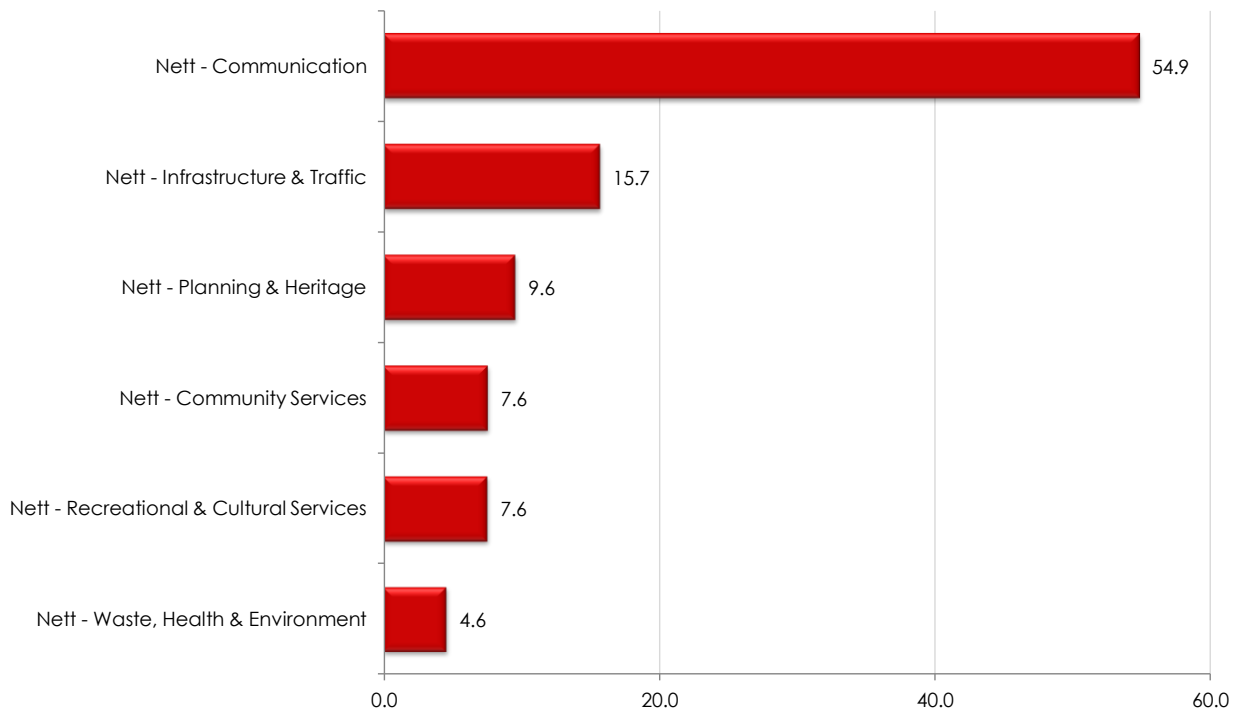


## Importance of, and Satisfaction, with Council Services and Facilities

### Key Service Areas' Contribution to Overall Satisfaction

By combining the outcomes of the regression data, we can identify the derived importance of the different Nett Priority Areas.

### Contribution to Overall Satisfaction with Council's Performance



## Importance/Satisfaction – Recreational & Cultural Services

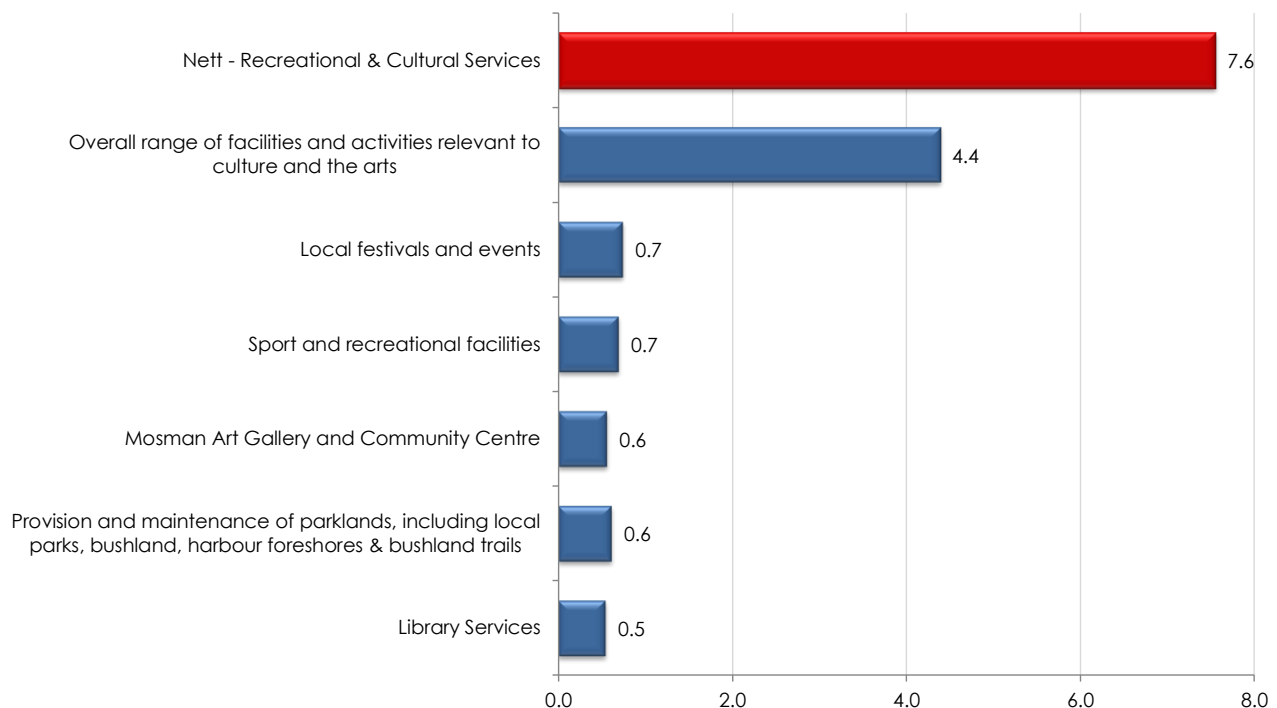
### Services and facilities explored included:

- 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

### Contribution to Overall Satisfaction with Council (Regression Data)

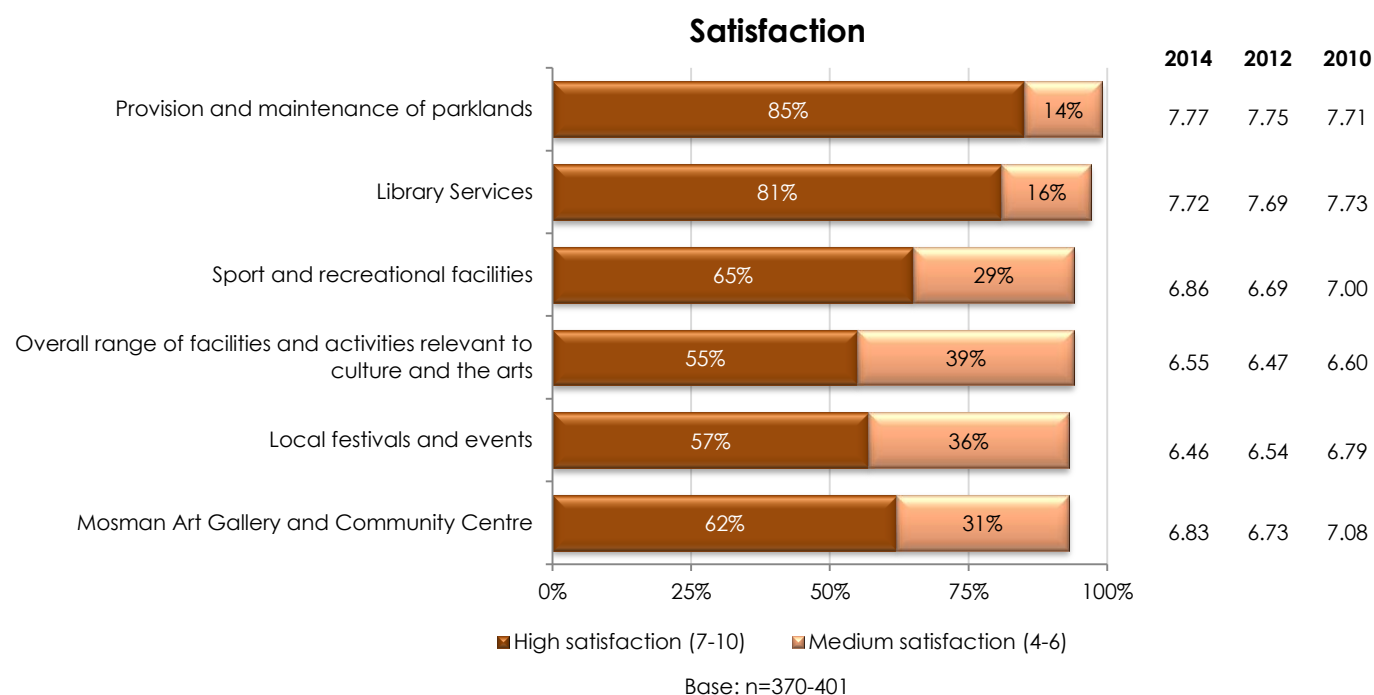
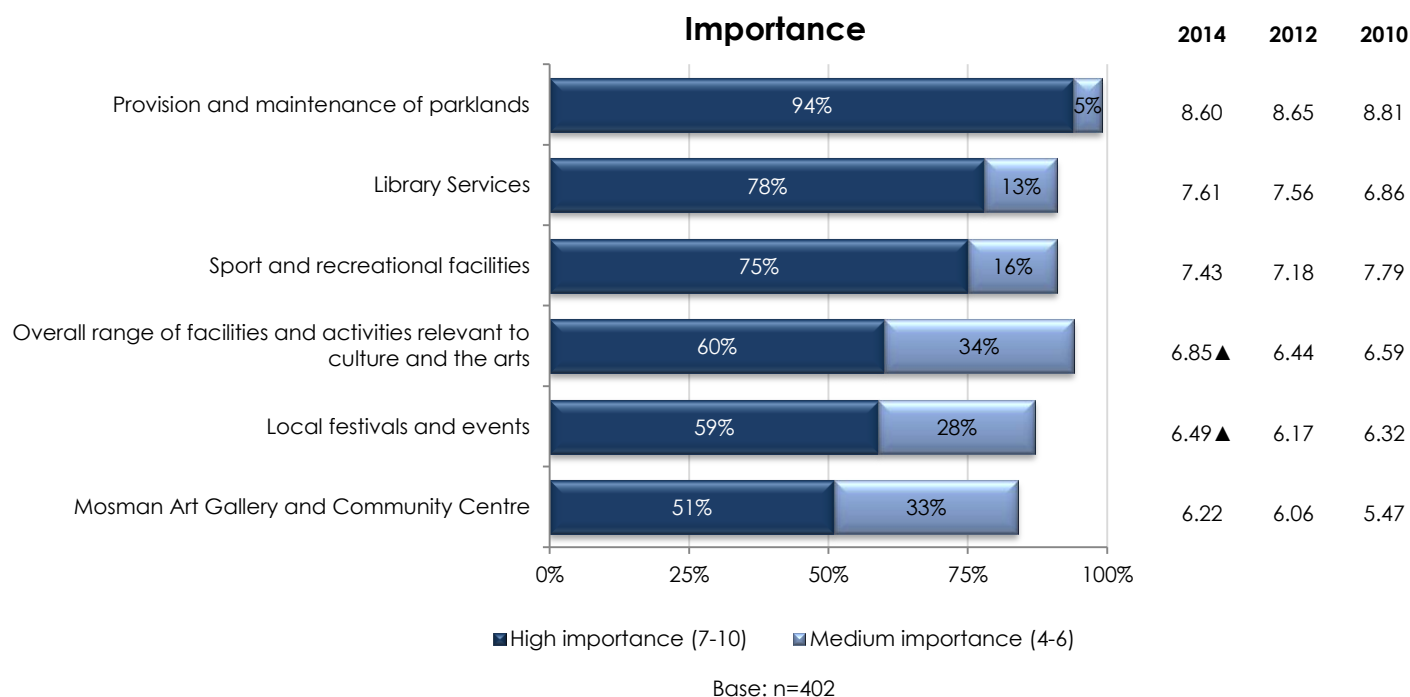
Council's performance in the areas below accounts for almost 8% of overall satisfaction, based on the regression analysis.

## Recreational & Cultural Services - Contributes To Almost 8% Of Overall Satisfaction With Council



## Importance/Satisfaction – Recreational & Cultural Services

**Note:** The hierarchal sorting of each graph is relative to the criteria's importance mean ratings.



Scale: 0 = not at all important/very dissatisfied, 10 = very important/very satisfied

▼▲ = A significantly lower/higher level of importance/satisfaction (by group)

	Performance Gap		Year on year difference
	2014	2012	
Provision and maintenance of parklands	0.82	0.90	0.08
Sport and recreational facilities	0.57	0.49	-0.08
Overall range of facilities and activities relevant to culture and the arts	0.30	-0.03	-0.33
Local festivals and events	0.03	-0.37	-0.40
Library Services	-0.11	-0.13	-0.02
Mosman Art Gallery and Community Centre	-0.61	-0.67	-0.06

## Importance/Satisfaction – Recreational & Cultural Services

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### 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
	Local festivals and events
Moderate	Mosman Art Gallery and Community Centre

#### Importance – by age

Residents aged 65+ assigned a significantly higher level of importance to the 'Mosman Art Gallery and Community Centre' and the 'overall range of facilities and activities relevant to culture and the arts' than did those aged 18-34, but assigned a significantly lower level of importance to 'sport and recreational facilities' than did those aged 35-49.

Residents aged 35-49 deemed 'local festivals and events' to be of significantly higher importance than did those aged 18-34 and 50+ and 'sport and recreational facilities' than did those aged 65+.

#### Importance – by gender

Females expressed a significantly higher level of importance with 'library services', 'Mosman Art Gallery and Community Centre', 'overall range of facilities and activities relevant to culture and the arts' and 'provision and maintenance of parklands'.

#### Importance – compared to 2012

'Overall range of facilities and activities relevant to culture and the arts' and 'local festivals and events' were rated significantly higher in importance than they were in 2012.

## Importance/Satisfaction – Recreational & Cultural Services

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### Overview of Rating Scores

#### Satisfaction – overall

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

#### Satisfaction – by age

Residents aged 50-64 rated 'library services' with a significantly lower level of satisfaction than did those aged 18-49 and 65+.

Residents aged 65+ assigned a significantly higher level of satisfaction to 'Mosman Art Gallery and Community Centres' than did those aged 18-34 and 'overall range of facilities and activities relevant to culture and the arts' than did those aged 18-64.

Residents aged 35-49 were significantly more satisfied with 'local festivals and events' than were those aged 18-34 and 50+.

#### Satisfaction – by gender

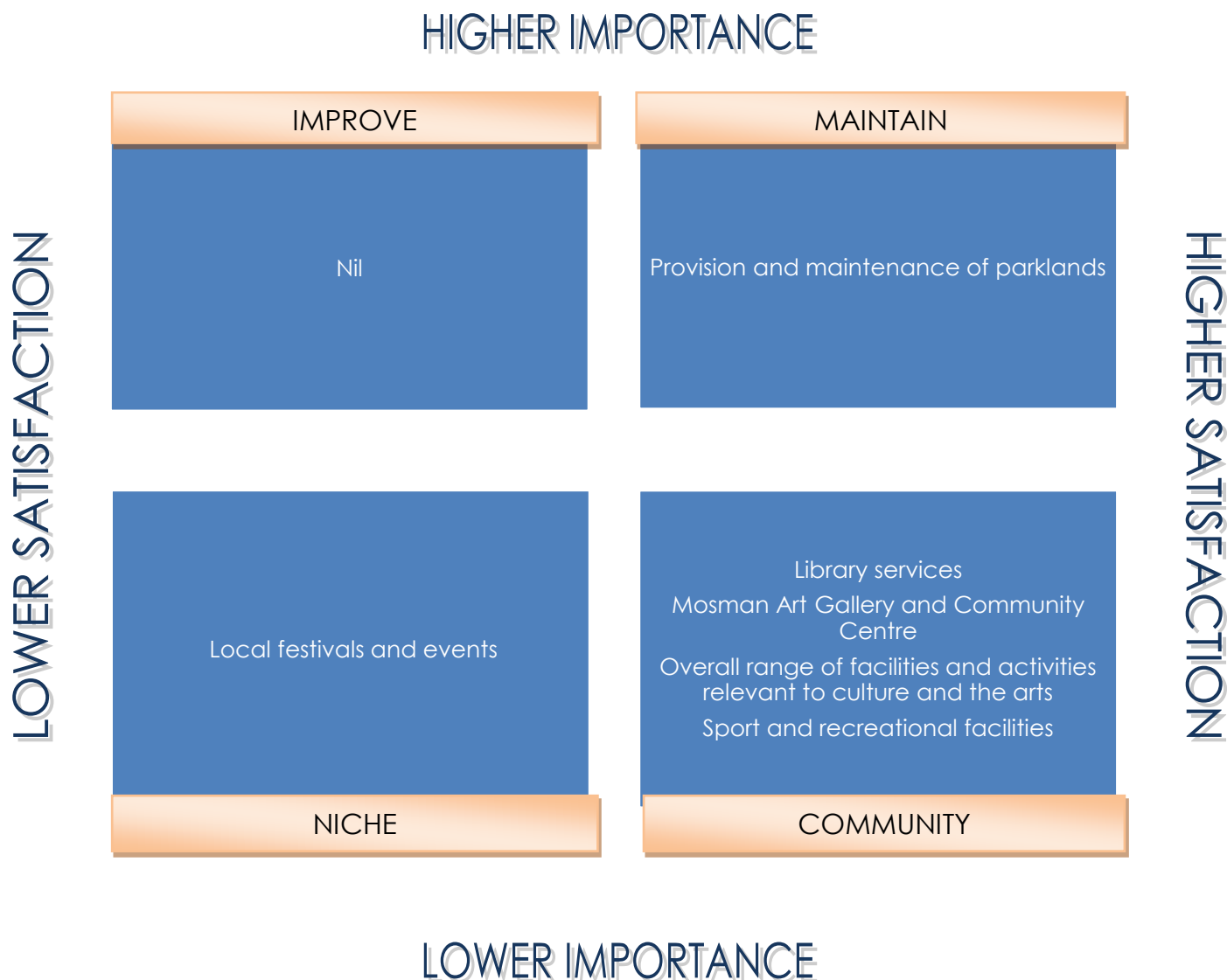
Females were significantly more satisfied with 'library services', 'Mosman Art Gallery and Community Centres', 'overall range of facilities and activities relevant to culture and the arts' and 'provision and maintenance of parklands'.

#### Satisfaction – compared to 2012

There were no significant differences compared to 2012.

## Importance/Satisfaction – Recreational & Cultural Services

### Quadrant Analysis



### Recommendations

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

- Provision and maintenance of parklands

## Importance/Satisfaction – Community Services

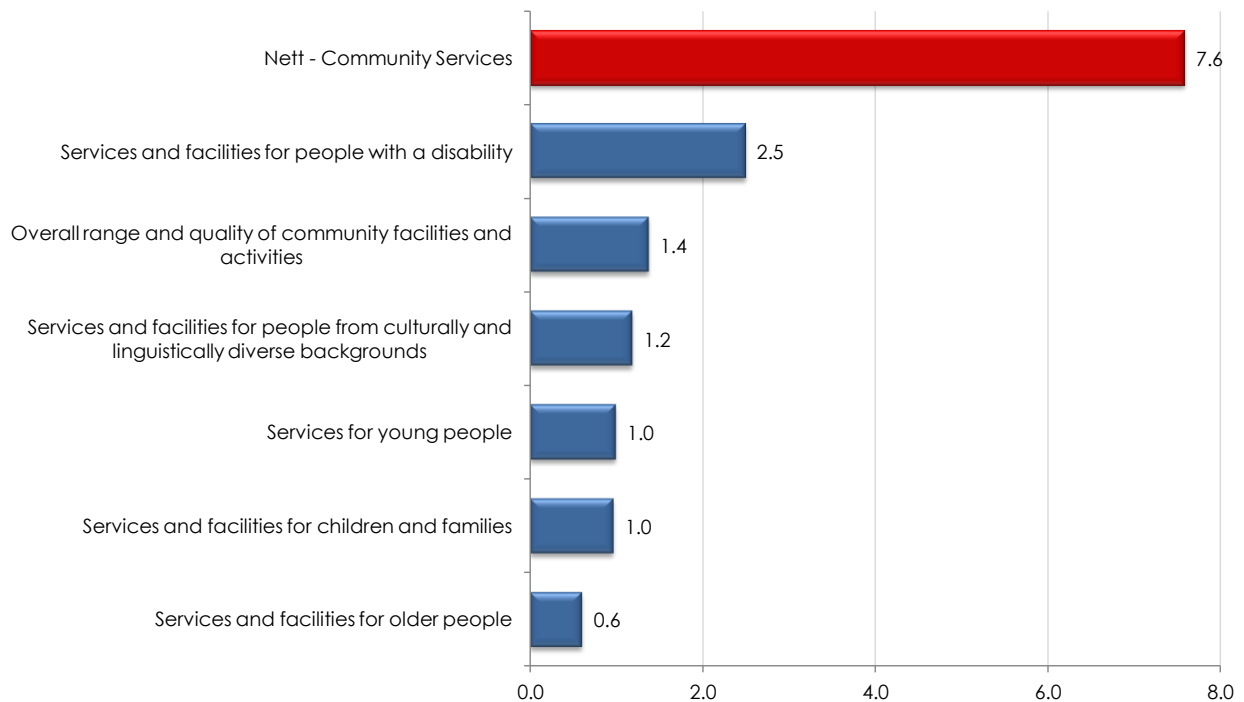
### Services and facilities explored included:

- 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)

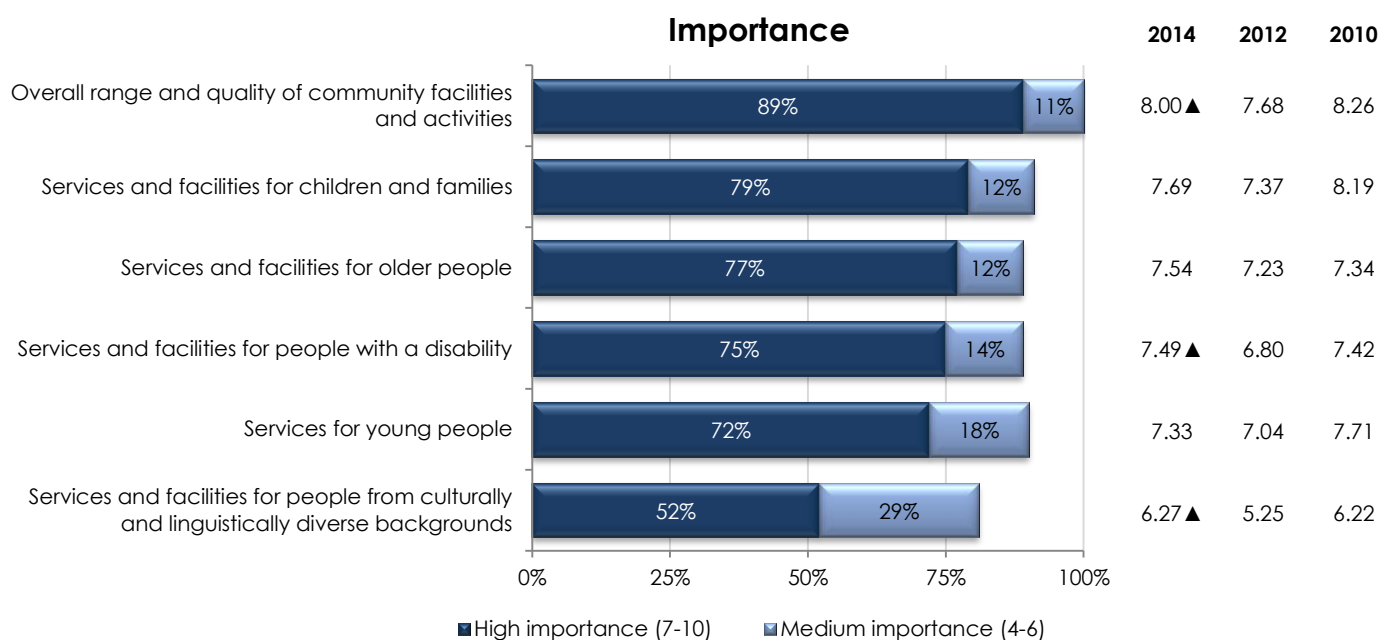
Council's performance in the areas below accounts for almost 8% of overall satisfaction, based on the regression analysis.

## Community Services - Contributes To Almost 8% Of Overall Satisfaction With Council

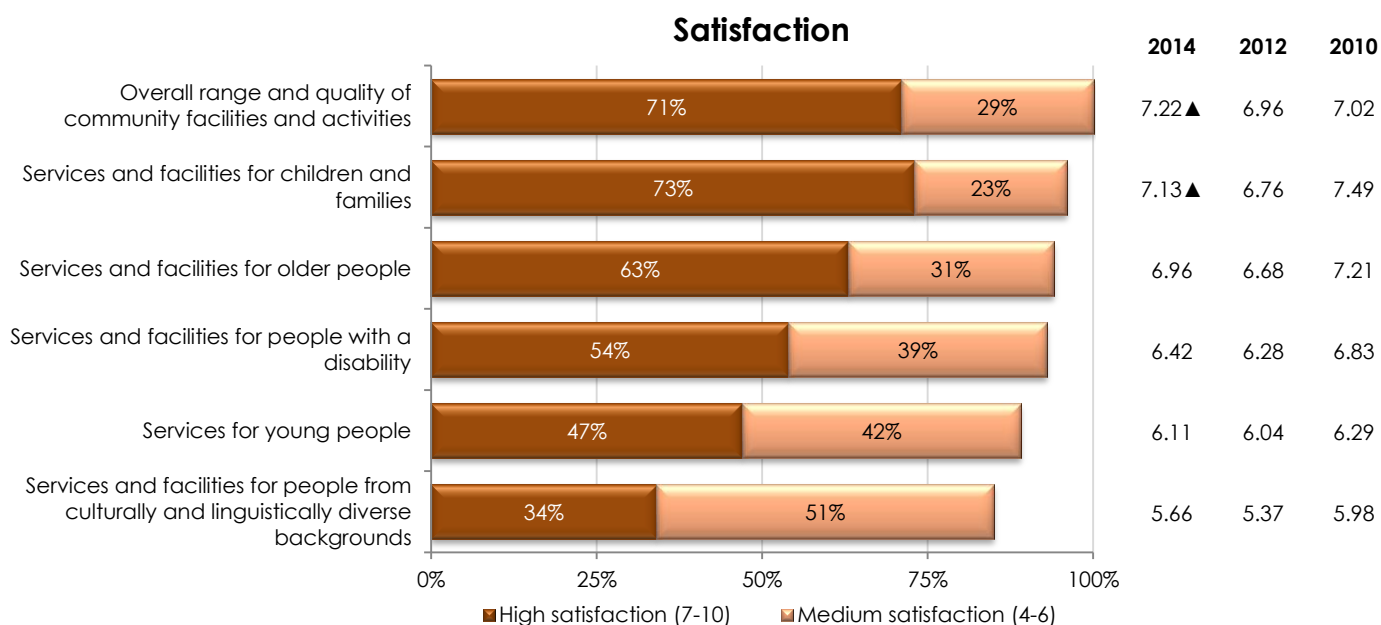


## Importance/Satisfaction – Community Services

**Note:** The hierarchal sorting of each graph is relative to the criteria's importance mean ratings.



Base: n=402



Base: n=308-392

Scale: 0 = not at all important/very dissatisfied, 10 = very important/very satisfied

▼▲ = A significantly lower/higher level of importance/satisfaction (by group)

	Performance Gap		Year on year difference
	2014	2012	
Services for young people	1.22	1.00	-0.22
Services and facilities for people with a disability	1.07	0.52	-0.55
Overall range and quality of community facilities and activities	0.79	0.72	-0.07
Services and facilities for people from culturally and linguistically diverse backgrounds	0.61	-0.12	-0.73
Services and facilities for older people	0.58	0.55	-0.03
Services and facilities for children and families	0.56	0.61	0.05

## Importance/Satisfaction – Community Services

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### Overview of Rating Scores

#### Importance – overall

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

#### Importance – by age

Residents aged 50+ rated 'services and facilities for older people' with a significantly higher level of importance than did those aged 35-49.

Residents aged 35-49 deemed 'services and facilities for people with a disability' to be of a significantly lower level of importance than did those aged 18-34 and 50+ and also rated 'services and facilities for people from culturally and linguistically diverse backgrounds' significantly lower in importance than did those aged 18-34.

Residents aged 65+ assigned a significantly higher level of importance to 'services and facilities for children and families' than did those aged 35-49, but gave a significantly lower satisfaction rating to 'services for young people' than did those aged 18-34.

#### Importance – by gender

Females ascribed a significantly higher level of importance to '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' and 'overall range and quality of community facilities and activities'.

#### Importance – compared to 2012

'Overall range and quality of community facilities and activities', 'services and facilities people with a disability' and 'services and facilities for people from culturally and linguistically diverse backgrounds' were rated significantly higher in importance than in 2012.

## Importance/Satisfaction – Community Services

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### Satisfaction – overall

High	Overall range and quality of community facilities and activities
	Services and facilities for children and families
Moderately high	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 culturally and linguistically diverse backgrounds

### Satisfaction – by age

Residents aged 65+ assigned a significantly higher level of satisfaction to 'services and facilities for older people' than did those aged 35-49.

Residents aged 18-34 were significantly more satisfied with 'services and facilities for people with a disability' than were those aged 35-64 and 'services and facilities for people from culturally and linguistically diverse backgrounds' than were those aged 35-49.

### Satisfaction – by gender

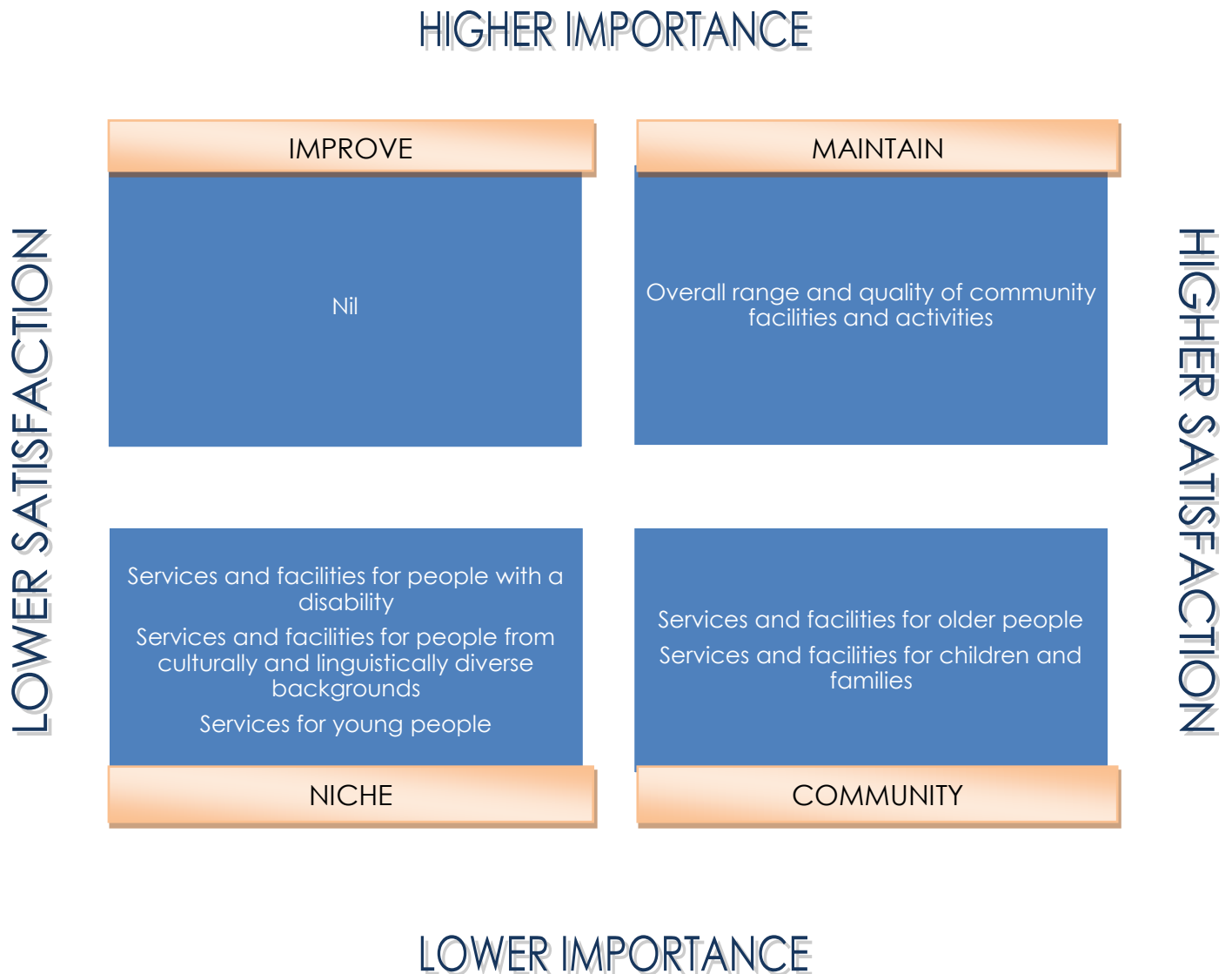
There were no significant differences between genders.

### Satisfaction – compared to 2012

'Overall range and quality of community facilities and activities', 'services and facilities for children and families' were rated significantly higher in satisfaction than they were in 2012.

## Importance/Satisfaction – Community Services

### Quadrant Analysis



### Recommendations

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

- Overall range and quality of community facilities and activities

## Importance/Satisfaction – Waste, Health & Environment

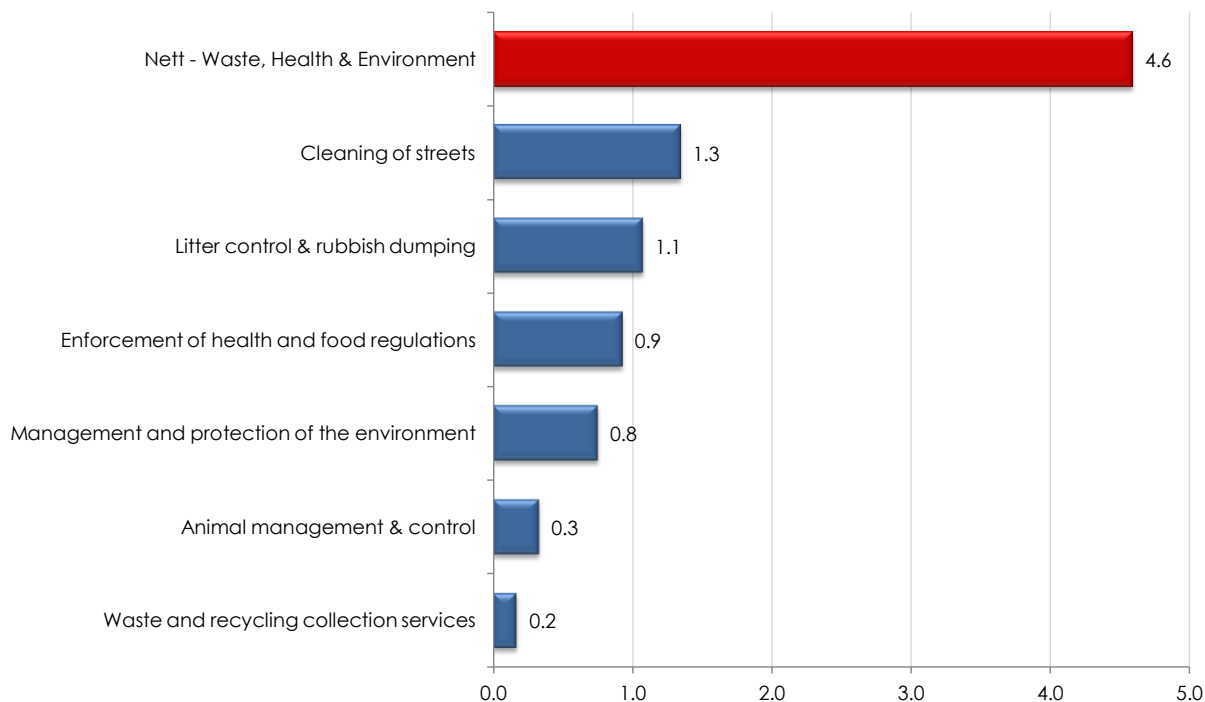
### Services and facilities explored included:

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

### Contribution to Overall Satisfaction with Council (Regression Data)

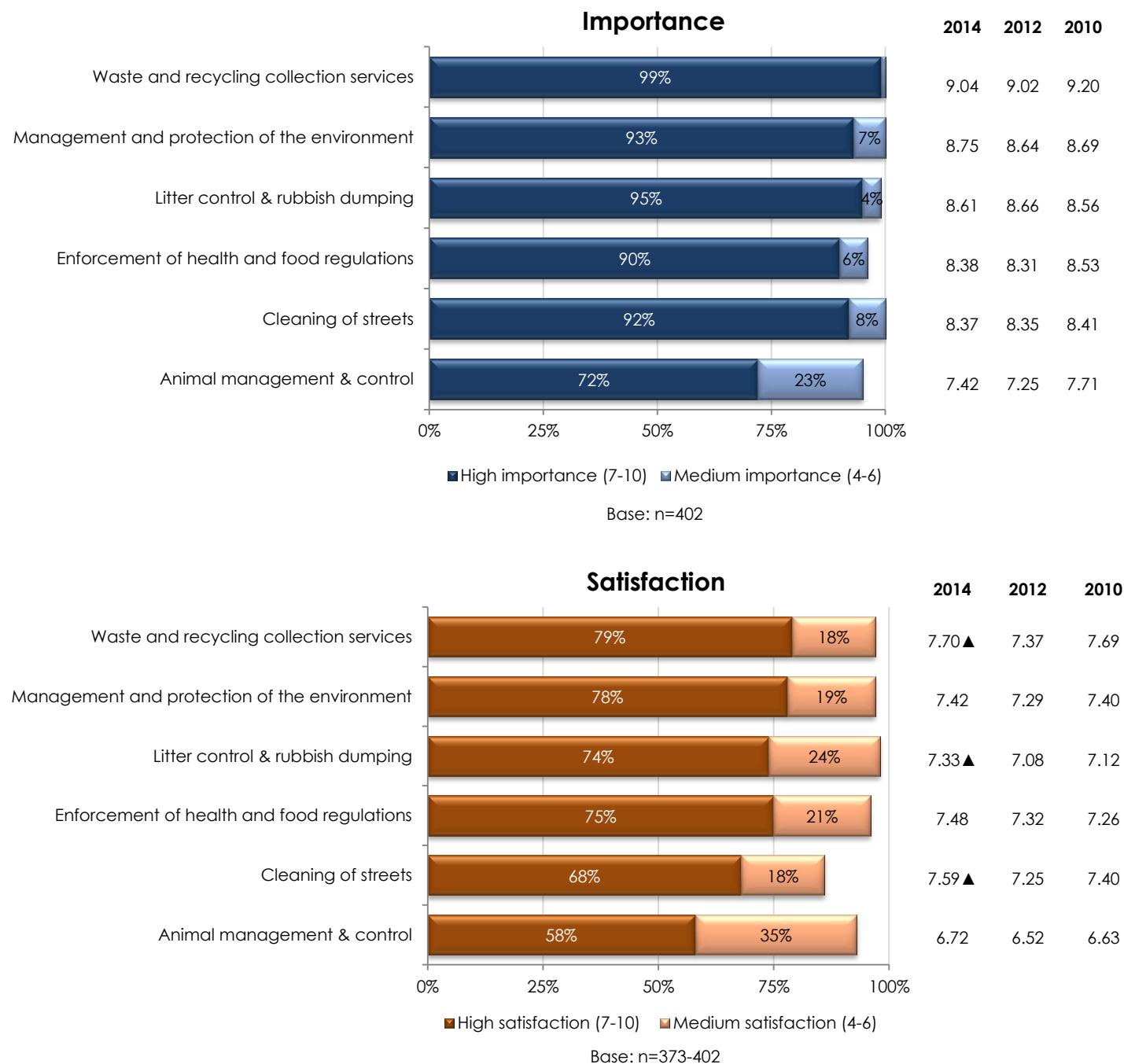
Council's performance in the areas below accounts for almost 5% of overall satisfaction, based on the regression analysis.

## Waste, Health & Environment – Contributes To Almost 5% Of Overall Satisfaction With Council



## Importance/Satisfaction – Waste, Health & Environment

**Note:** The hierarchal sorting of each graph is relative to the criteria's importance mean ratings.



Scale: 0 = not at all important/very dissatisfied, 10 = very important/very satisfied

▼▲ = A significantly lower/higher level of importance/satisfaction (by group)

	Performance Gap		Year on year difference
	2014	2012	
Waste and recycling collection services	1.34	1.65	0.30
Management and protection of the environment	1.33	1.35	0.02
Litter control & rubbish dumping	1.28	1.58	0.30
Enforcement of health and food regulations	0.91	0.99	0.08
Cleaning of streets	0.78	1.10	0.32
Animal management & control	0.70	0.73	0.03

## Importance/Satisfaction – Waste, Health & Environment

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### Overview of Rating Scores

#### Importance – overall

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

#### Importance – by age

Residents aged 50+ considered 'waste and recycling collection services' to be of a significantly higher level of importance than did those aged 18-49.

Residents aged 50-64 deemed 'cleaning of streets' to be of a significantly higher level of importance than did those aged 18-49 and 65+.

#### Importance – by gender

Females rated all service units significantly higher in importance.

#### Importance – compared to 2012

There were no significant differences compared to 2012.

#### Satisfaction – overall

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

#### Satisfaction – by age

Residents aged 65+ assigned a significantly higher level of satisfaction to 'waste and recycling collection services' than did those aged 35-49.

Residents aged 18-34 rated 'cleaning of streets' and 'management and protection of the environment' to be of a significantly higher level of satisfaction than did those aged 35+, and 'enforcement of health and food regulations' than did those aged 35-49 than did those aged 35+.

#### Satisfaction – by gender

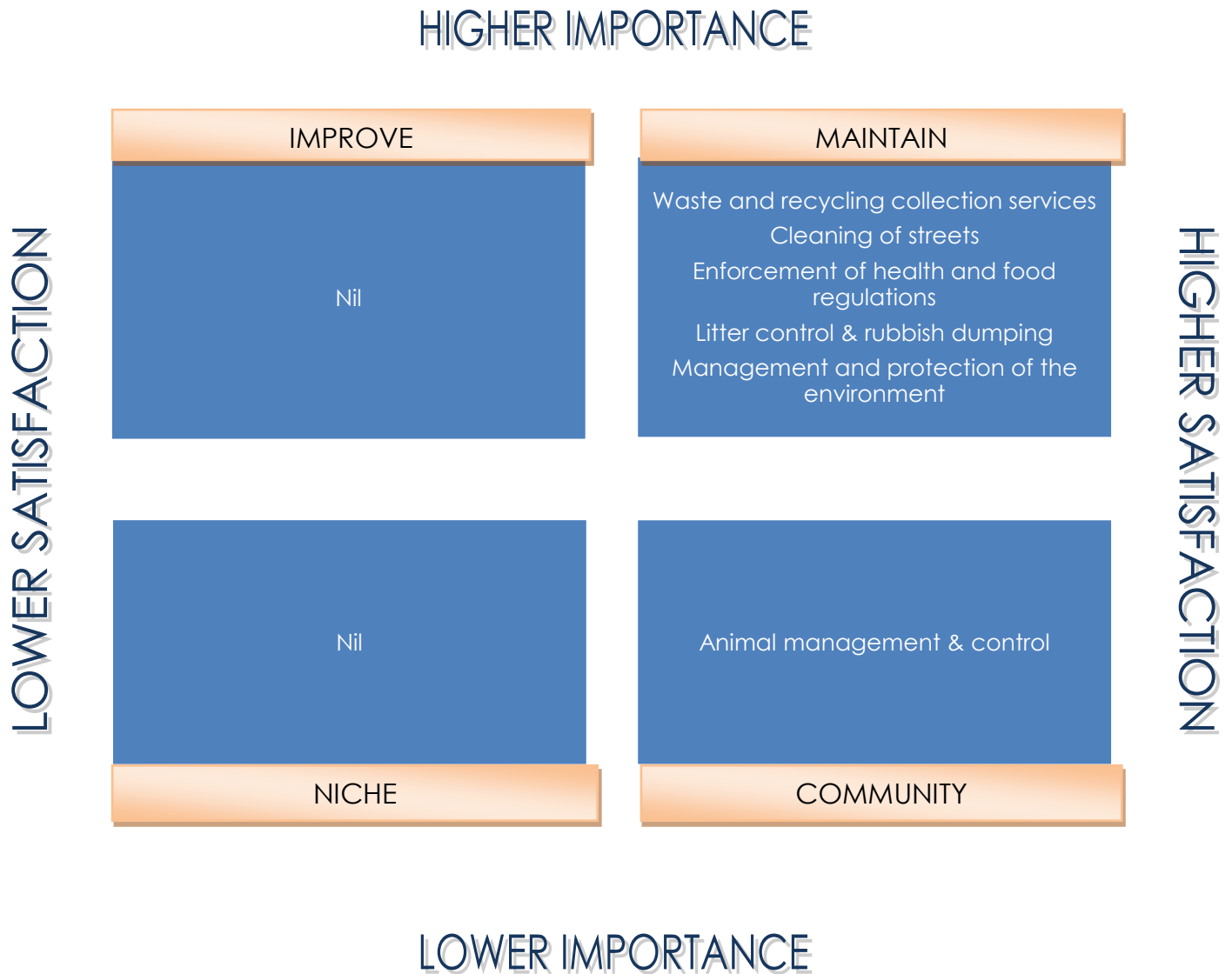
There were no significant differences between genders.

#### Satisfaction – compared to 2012

'Waste and recycling collection services', 'litter control and rubbish dumping' and 'cleaning of streets' were rated significantly higher in satisfaction than in 2012.

## Importance/Satisfaction – Waste, Health & Environment

### Quadrant Analysis



### Recommendations

Based on 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

## Importance/Satisfaction – Infrastructure & Traffic

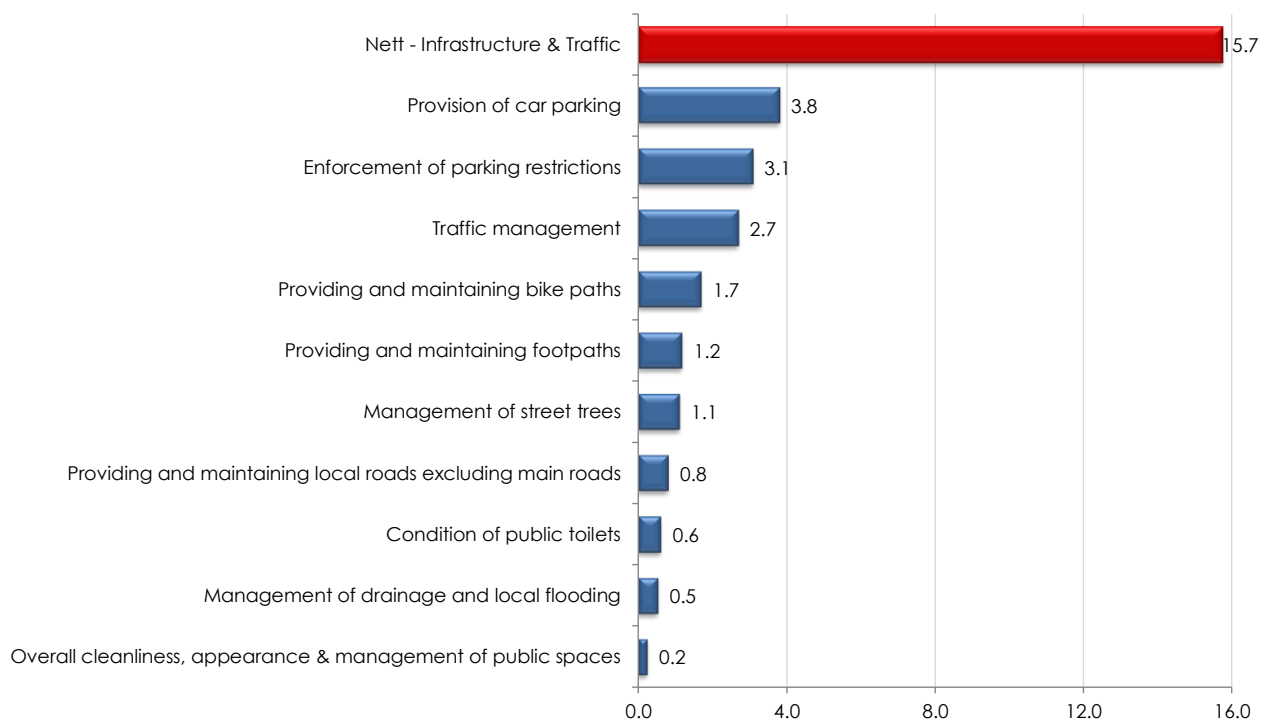
### Services and facilities explored included:

- Overall cleanliness, appearance & management of public spaces
- Management of street trees
- Providing and maintaining local roads
- 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)

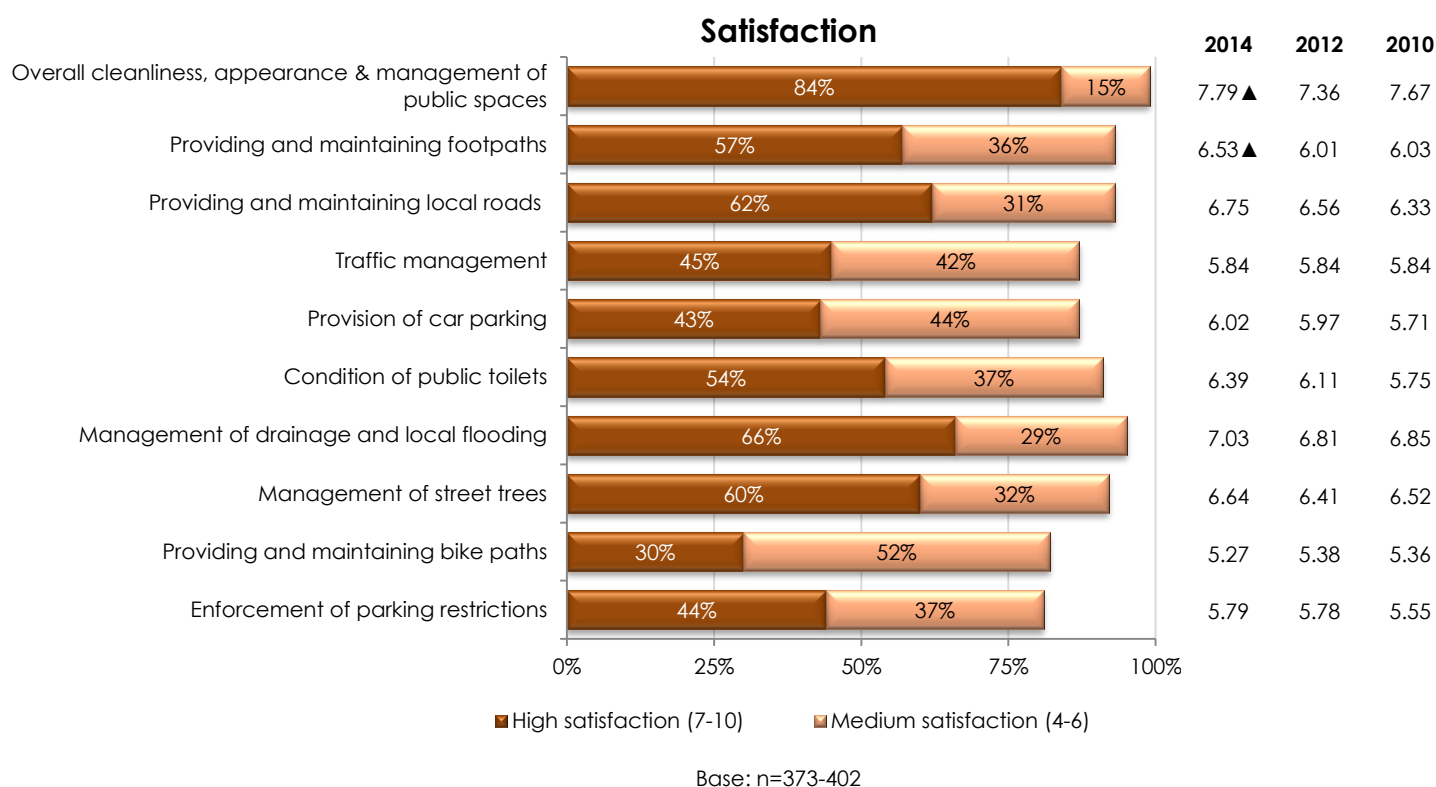
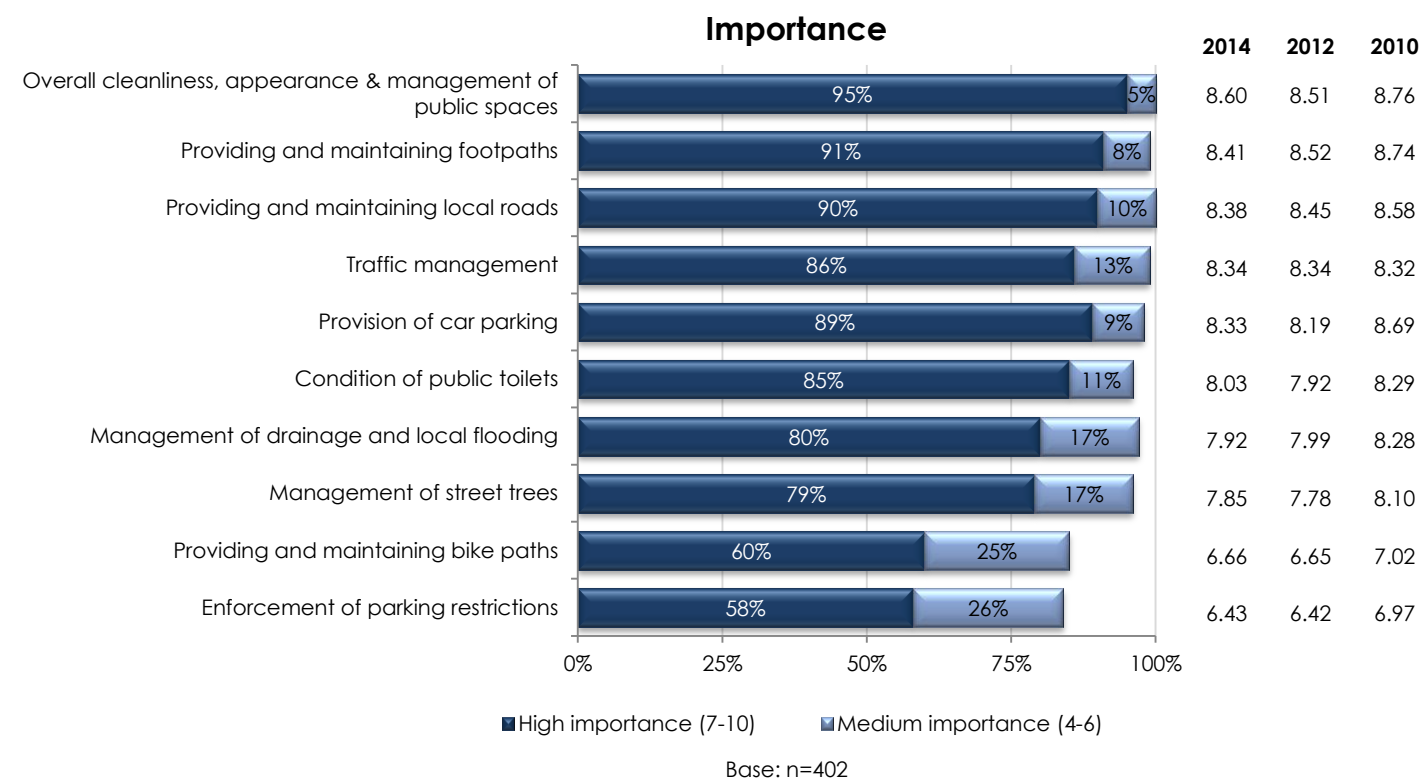
Council's performance in the areas below accounts for almost 16% of overall satisfaction, based on the regression analysis.

## Infrastructure & Traffic – Contributes to Almost 16% of Overall Satisfaction with Council



## Importance/Satisfaction – Infrastructure & Traffic

**Note:** The hierarchal sorting of each graph is relative to the criteria's importance mean ratings.



Scale: 0 = not at all important/very dissatisfied, 10 = very important/very satisfied

▼▲ = A significantly lower/higher level of importance/satisfaction (by group)

## Importance/Satisfaction – Infrastructure & Traffic

	Performance Gap		Year on year difference
	2014	2012	
Traffic management	2.51	2.50	-0.01
Provision of car parking	2.30	2.22	-0.08
Providing and maintaining footpaths	1.88	2.51	0.63
Condition of public toilets	1.64	1.81	0.17
Providing and maintaining local roads	1.63	1.89	0.26
Providing and maintaining bike paths	1.38	1.27	-0.11
Management of street trees	1.21	1.37	0.16
Management of drainage and local flooding	0.89	1.18	0.29
Overall cleanliness, appearance & management of public spaces	0.82	1.15	0.33
Enforcement of parking restrictions	0.64	0.64	0.00

### Overview of Rating Scores

#### Importance – overall

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

#### Importance – by age

Residents aged 50+ expressed a significantly higher level of importance with 'management of street trees' than did those aged 18-34 and 'management of drainage and local flooding' than did those aged 18-49.

Residents aged 50-64 ascribed a significantly higher level of importance to 'providing and maintaining footpaths' than did those aged 18-49 and 65+.

Residents aged 65+ considered 'enforcement of parking restrictions' to be significantly higher in importance than did those aged 18-34 and 'traffic management' than did those aged 18-64.

#### Importance – by gender

Females rated all criteria to be of a significantly higher level of importance.

#### Importance – compared to 2012

There were no significant differences compared to 2012.

## Importance/Satisfaction – Infrastructure & Traffic

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### Satisfaction – overall

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

### Satisfaction – by age

Residents aged 18-34 expressed a significantly higher level of satisfaction with 'management of street trees', 'providing and maintaining local roads' than did those aged 50-64 and 'providing and maintaining footpaths' than did those aged 65+.

### Satisfaction – by gender

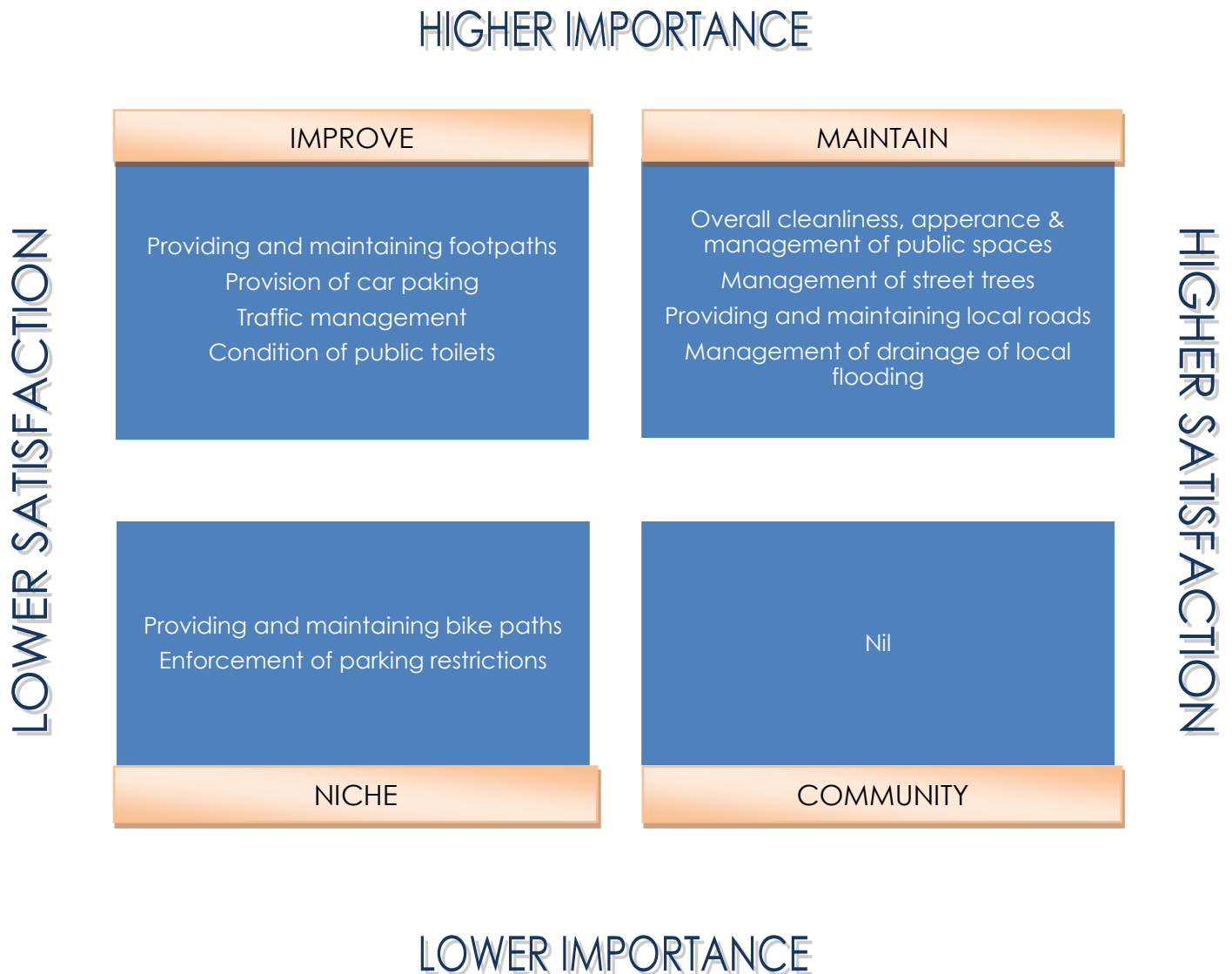
There were no significant differences between genders.

### Satisfaction – compared to 2012

'Overall cleanliness, appearance & management of public spaces' and 'providing and maintaining footpaths' were rated significantly higher in satisfaction than in 2012.

## Importance/Satisfaction – Infrastructure & Traffic

### Quadrant Analysis



### Recommendations

Based on stated outcomes analysis, Mosman Council needs to improve resident satisfaction with:

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

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

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

## Importance/Satisfaction – Planning & Heritage

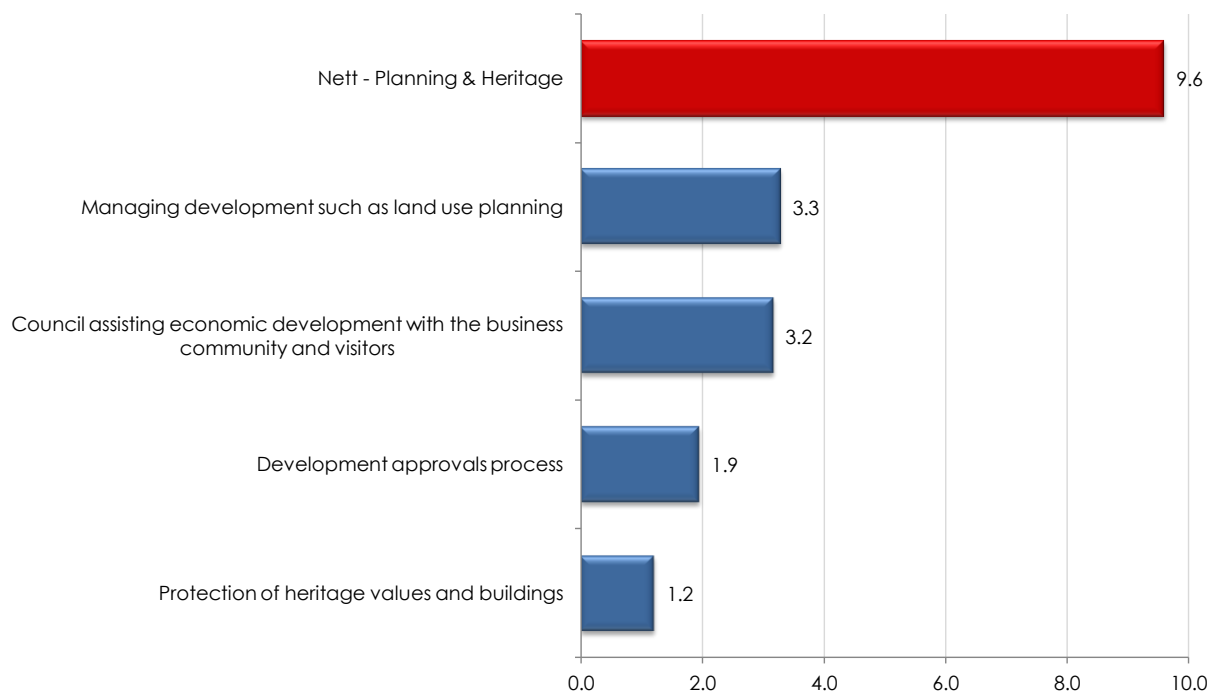
### Services and facilities explored included:

- 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)

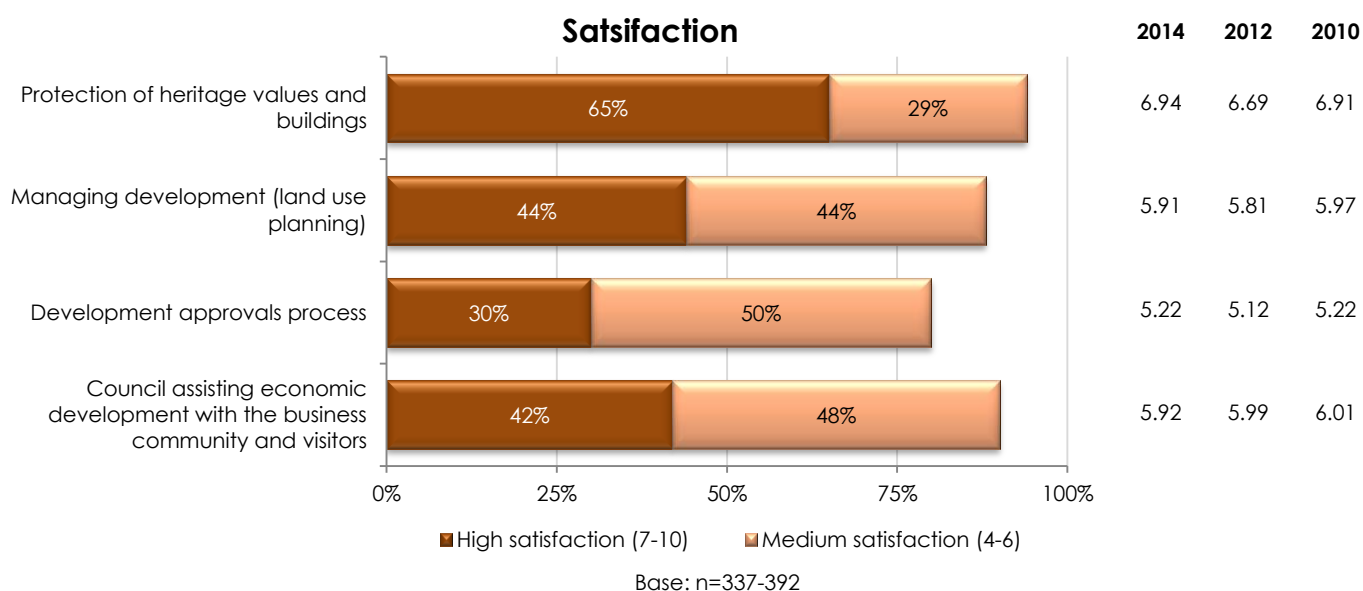
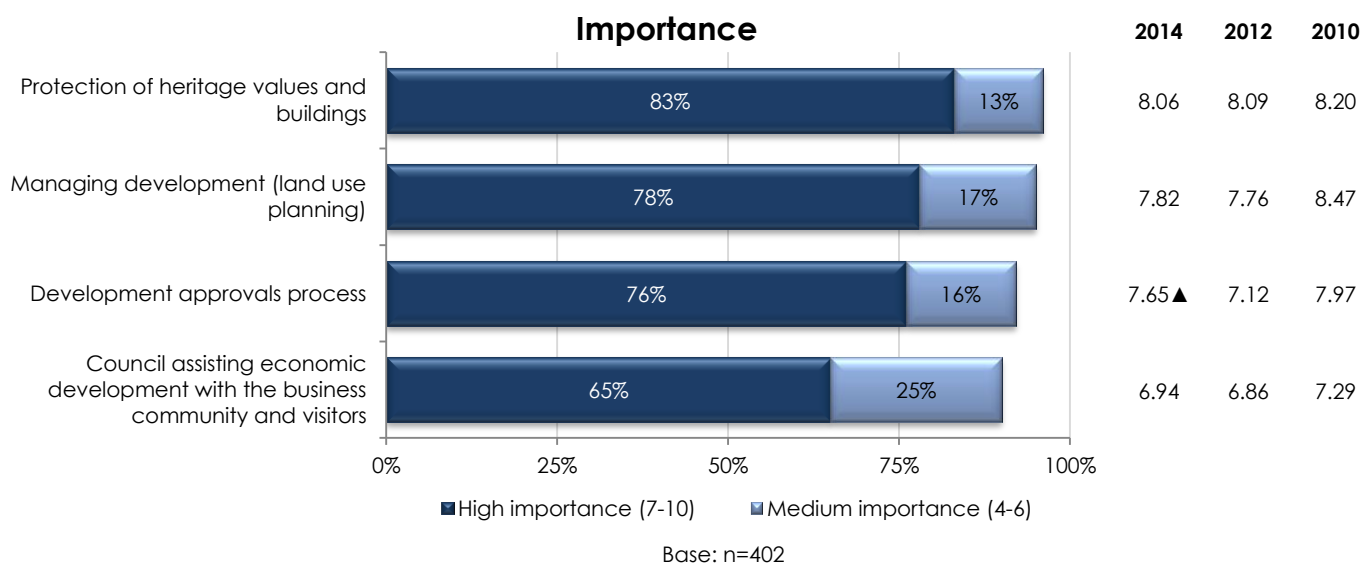
Council's performance in the areas below accounts for almost 10% of overall satisfaction, based on the regression analysis.

## Planning & Heritage – Contributes To Almost 10% Of Overall Satisfaction With Council



## Importance/Satisfaction – Planning & Heritage

**Note:** The hierarchal sorting of each graph is relative to the criteria's importance mean ratings.



Scale: 0 = not at all important/very dissatisfied, 10 = very important/very satisfied

▼▲ = A significantly lower/higher level of importance/satisfaction (by group)

	Performance Gap		Year on year difference
	2014	2012	
Development approvals process	2.43	2.00	-0.43
Managing development (land use planning)	1.90	1.95	0.05
Protection of heritage values and buildings	1.13	1.40	0.27
Council assisting economic development with the business community and visitors	1.03	0.87	-0.16

## Importance/Satisfaction – Planning & Heritage

---

### 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+ assigned a significantly higher level of importance to 'managing development (land use planning)' than did those aged 18-34.

Residents aged 60-64 expressed a significantly higher level of importance with the 'development approvals process' than did those aged 18-64.

#### Importance – by gender

Females rated 'protection of heritage values and buildings' and 'managing development (land use planning)' and 'Council assisting economic development' of significantly higher importance.

#### Importance – compared to 2012

The 'development approvals process' was rated significantly higher in importance than it was in 2012.

#### Satisfaction – overall

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

#### Satisfaction – by age

Residents aged 18-34 rated 'protection of heritage values and buildings' to be significantly more satisfactory than did those aged 50-64.

Residents aged 50-64 ascribed a significantly lower level of satisfaction to the 'development approvals process' than did those aged 18-49 and 65+.

#### Satisfaction – by gender

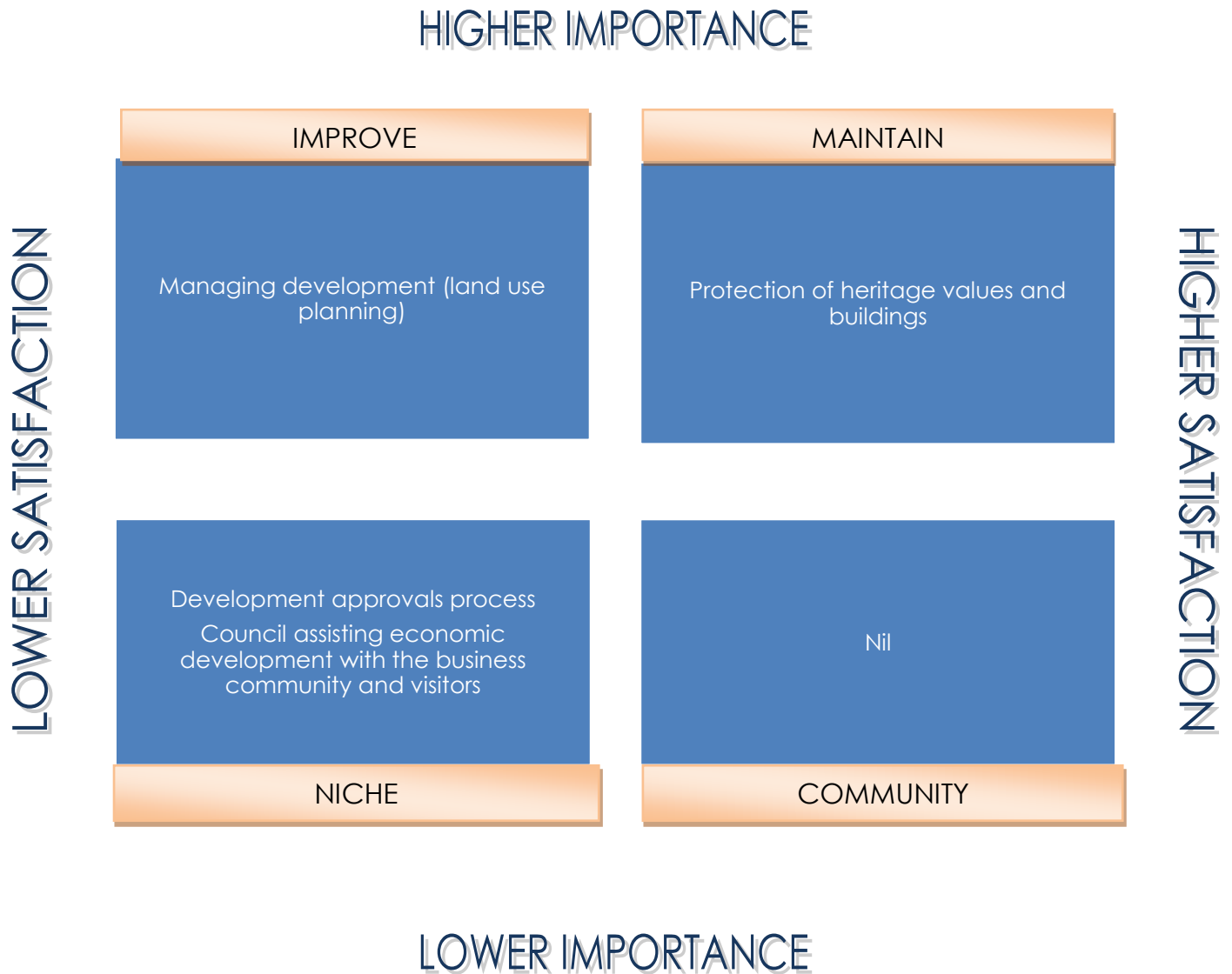
Females were significantly more satisfied with 'Council assisting economic development with the business community and visitors'.

#### Satisfaction – compared to 2012

There were no significant differences compared to 2012.

## Importance/Satisfaction – Planning & Heritage

### Quadrant Analysis



### Recommendations

Based on stated outcomes analysis, Mosman Council needs to improve resident satisfaction with:

- Managing development (land use planning)

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

- Protection of heritage values and buildings

## Importance/Satisfaction – Communication

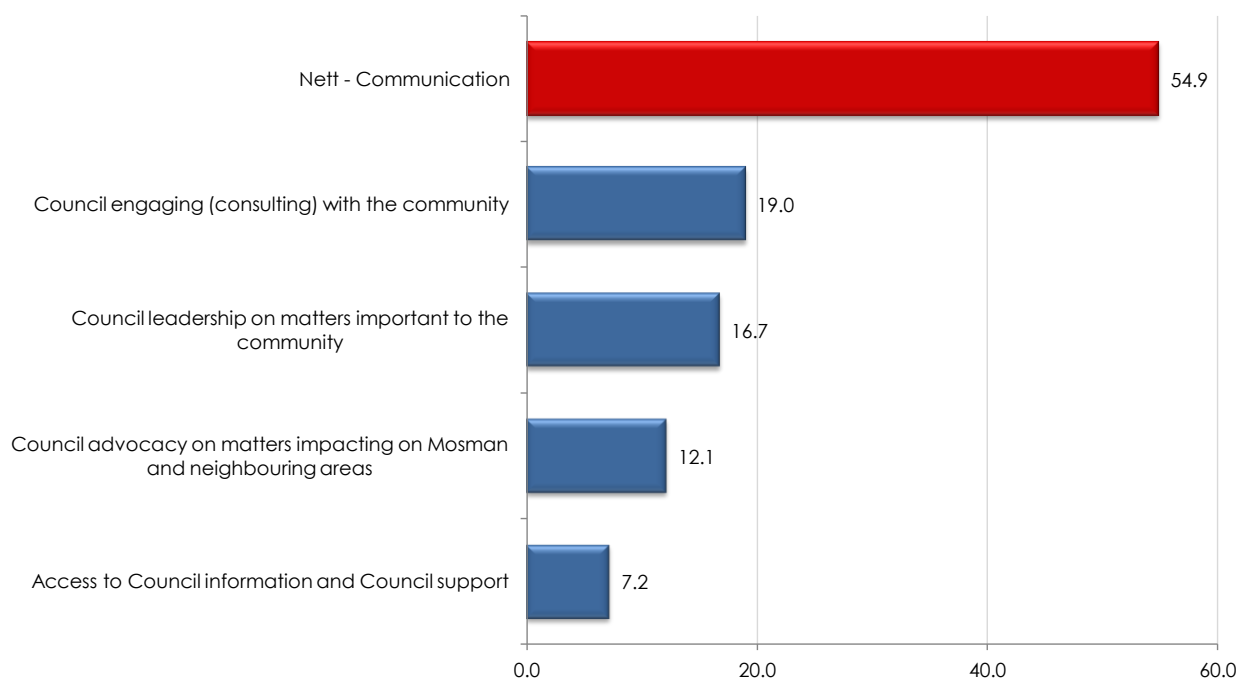
### Services and facilities explored included:

- 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)

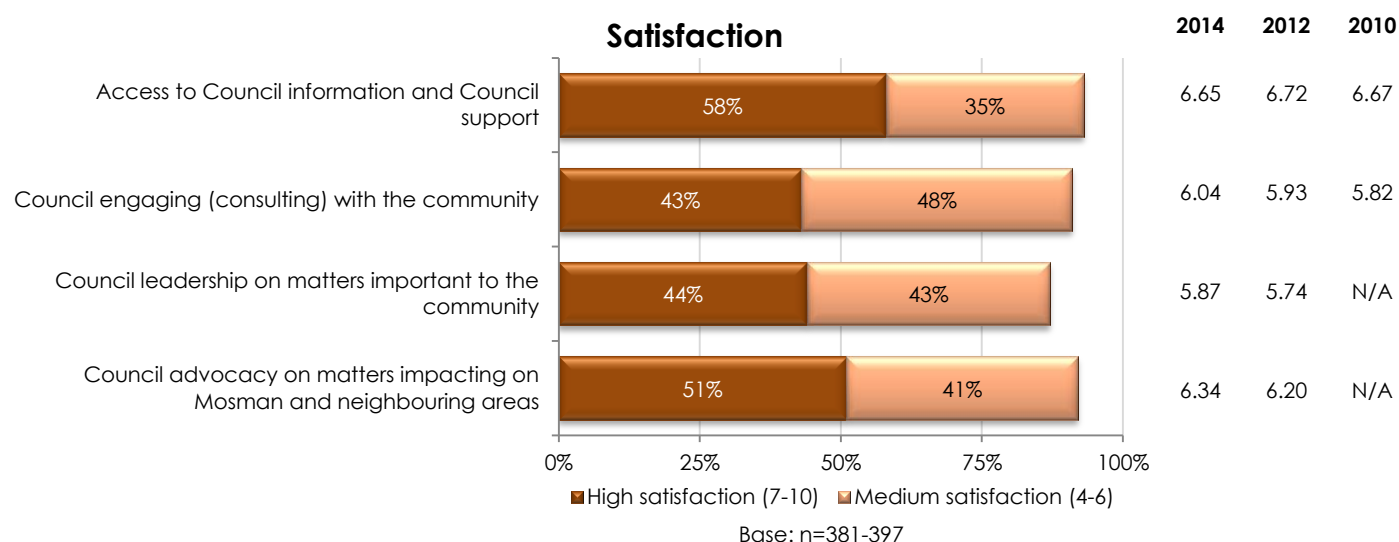
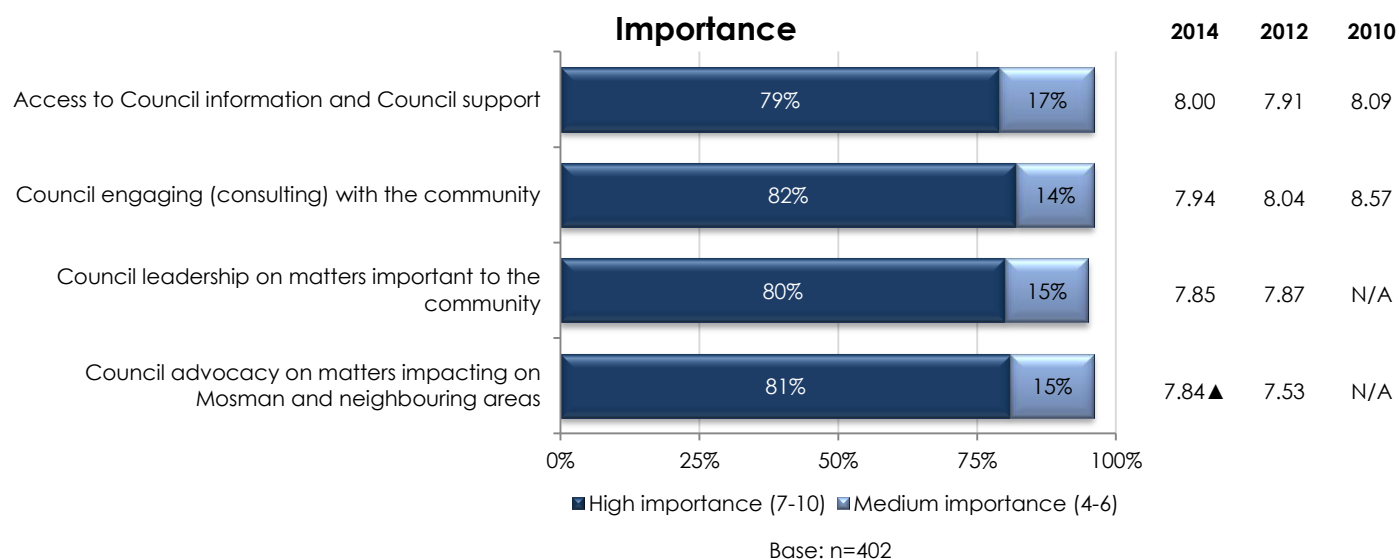
Council's performance in the areas below accounts for almost 55% of overall satisfaction, based on the regression analysis.

## Communication – Contributes To Almost 55% Of Overall Satisfaction With Council



## Importance/Satisfaction – Communication

**Note:** The hierarchal sorting of each graph is relative to the criteria's importance mean ratings.



Scale: 0 = not at all important/very dissatisfied, 10 = very important/very satisfied

▼▲ = A significantly lower/higher level of importance/satisfaction (by group)

	Performance Gap		Year on year difference
	2014	2012	
Council leadership on matters important to the community	1.98	2.13	0.15
Council engaging (consulting) with the community	1.90	2.11	0.21
Council advocacy on matters impacting on Mosman and neighbouring areas	1.50	1.33	-0.17
Access to Council information and Council support	1.36	1.19	-0.17

## Importance/Satisfaction – Communication

---

### Overview of Rating Scores

#### Importance – overall

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

#### Importance – by age

Residents aged 65+ expressed a significantly higher level of importance with 'Council engaging (consulting) with the community', 'access to Council information and Council support' and 'Council leadership on matters important to the community' than did those aged 18-64.

Residents aged 50+ attributed a significantly higher level of importance to 'Council advocacy on matters impacting on Mosman and neighbouring areas' than did those aged 18-34.

#### Importance – by gender

Females ascribed a significantly higher level of importance to all criteria than did males.

#### Importance – compared to 2012

'Council advocacy on matters impacting on Mosman and neighbouring areas' was rated a significantly higher level of importance than it was in 2012.

#### Satisfaction – overall

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

#### Satisfaction – by age

There were no significant differences between ages.

#### Satisfaction – by gender

Females rated 'access to Council information and Council support' to be significantly more satisfactory than did males.

#### Satisfaction – compared to 2012

There were no significant differences compared to 2012.

## Importance/Satisfaction – Communication

### Quadrant Analysis



### Recommendations

Based on stated outcomes analysis, Mosman Council needs to improve resident satisfaction with:

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

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

- Access to Council information and Council support

## Overall Satisfaction with Council's Performance

### Summary

Residents were significantly more satisfied with the overall performance of Mosman Council than they were in 2012.

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

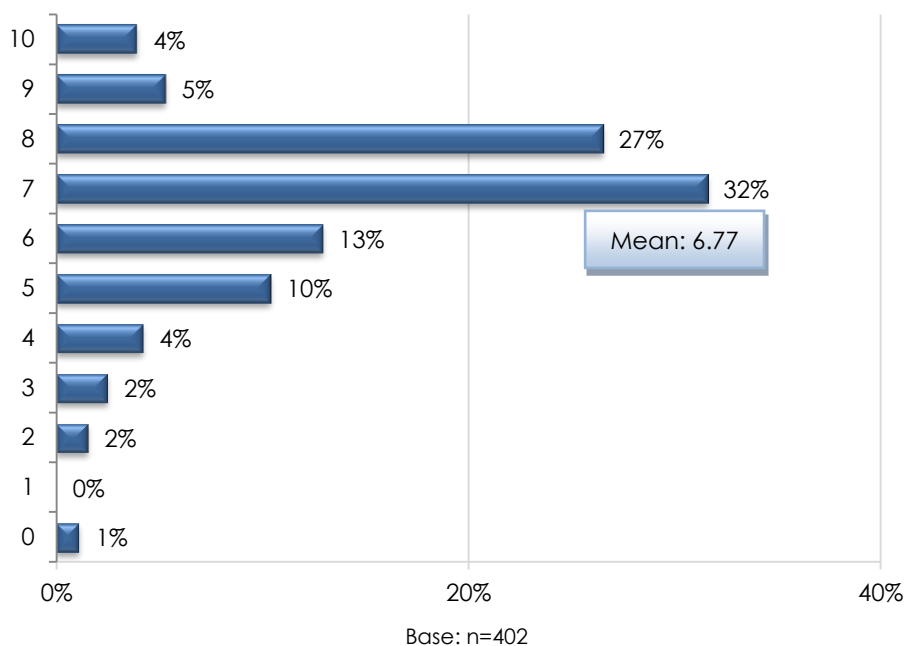
	18 - 34	35 - 49	50 - 64	65+	Male	Female	Pay Rates	Landlord pays rates
Satisfaction mean ratings	7.00	6.55	6.49	7.08	6.65	6.86	6.77	6.78

	Overall 2014	Overall 2012	Overall 2010	Micromex NSW LGA Benchmark (2014)
Mean ratings	6.8▲	6.6▼	6.7	6.3▼

Scale: 0 = very dissatisfied, 10 = very satisfied

▼▲ = A significantly lower/higher level of satisfaction (by group)

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



## Overall Satisfaction with Council's Performance

68% of residents expressed a high level of satisfaction with the performance of Mosman Council as an organisation over the past 12 months with 12% citing that they felt Council is doing well providing for the community and a further 9% expressing that they were happy with services/facilities provided.

- 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 (10-7)

Council are doing well providing for the community	12%
Happy with services/facilities provided	9%
Mosman area is well maintained	6%
Council are responsive to community needs/concerns	4%
Good consultation with the community	3%

### Medium Satisfaction (6-4)

Lack of parking available	1%
Lack/timeliness of response from Council	1%
Poor management from Council staff	1%
Council does not listen to residents opinions and views	1%
Footpaths/walking tracks need to be upgraded and maintained	1%

### Low Satisfaction (3-0)

Council does not look out for the best interest of the community	1%
Lack of response from Council staff	1%

## Resident Verbatim Comments

### High Satisfaction

- "Council does a pretty good job with everything"
- "Generally pretty good with the services and facilities"
- "Happy with what the Council offers currently"
- "The area is clean and well maintained"
- "Council listens to the community and takes notice of their needs"
- "Council have been communicating with residents better over the last year"

### Medium Satisfaction

- "Insufficient resident parking"
- "Lack of adequate parking"
- "Council needs to take more action as they promise services but don't provide them"
- "(Council) has the wrong priorities"
- "Council does not listen to residents' opinions and views"

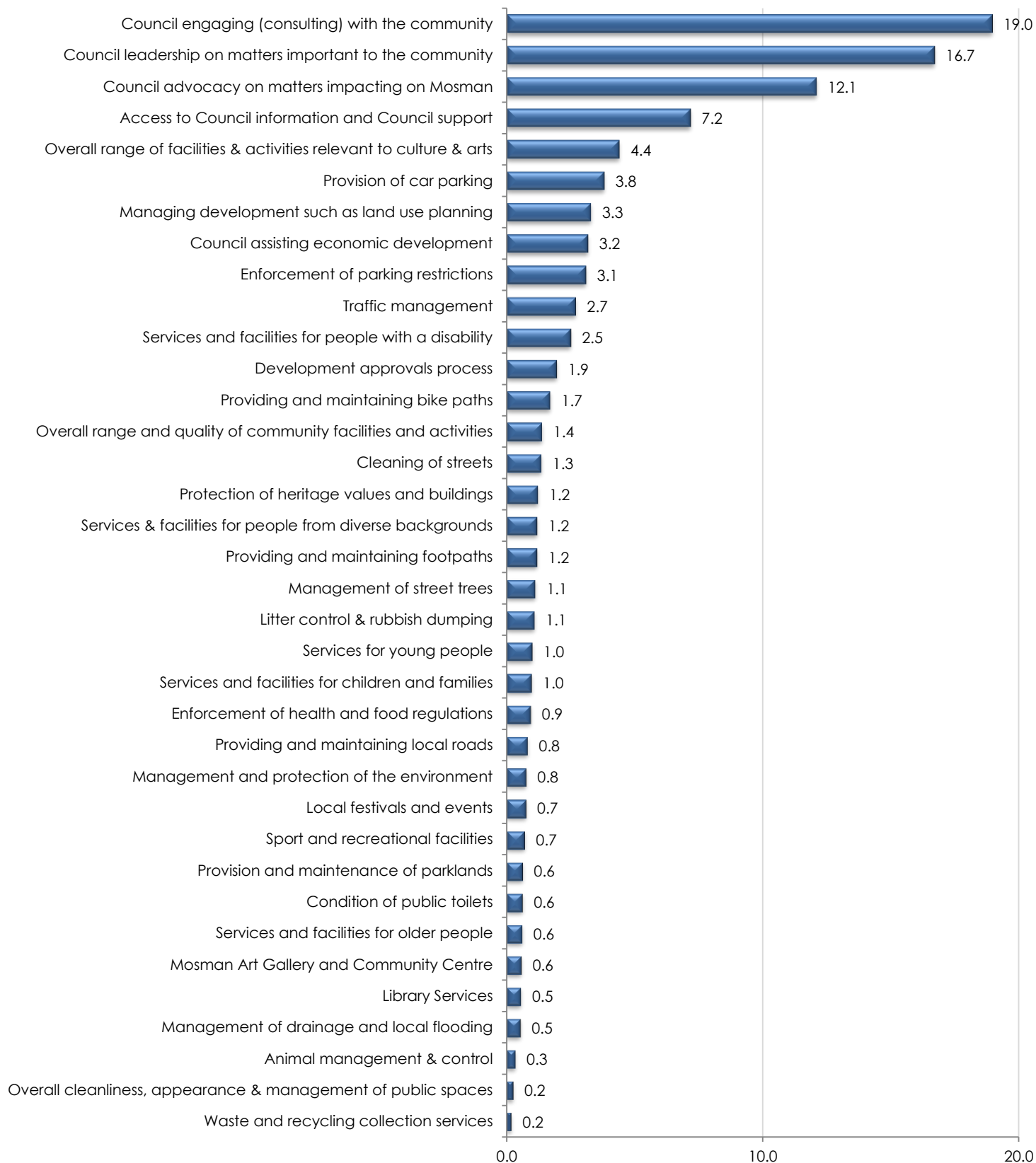
### Low Satisfaction

- "No help in response to local matters"
- "Don't make enough decisions for the welfare of local people"
- "The needs of the community are not listened to over the wants of a few Councillors"

# Improving Satisfaction with Council's Performance

## Overview

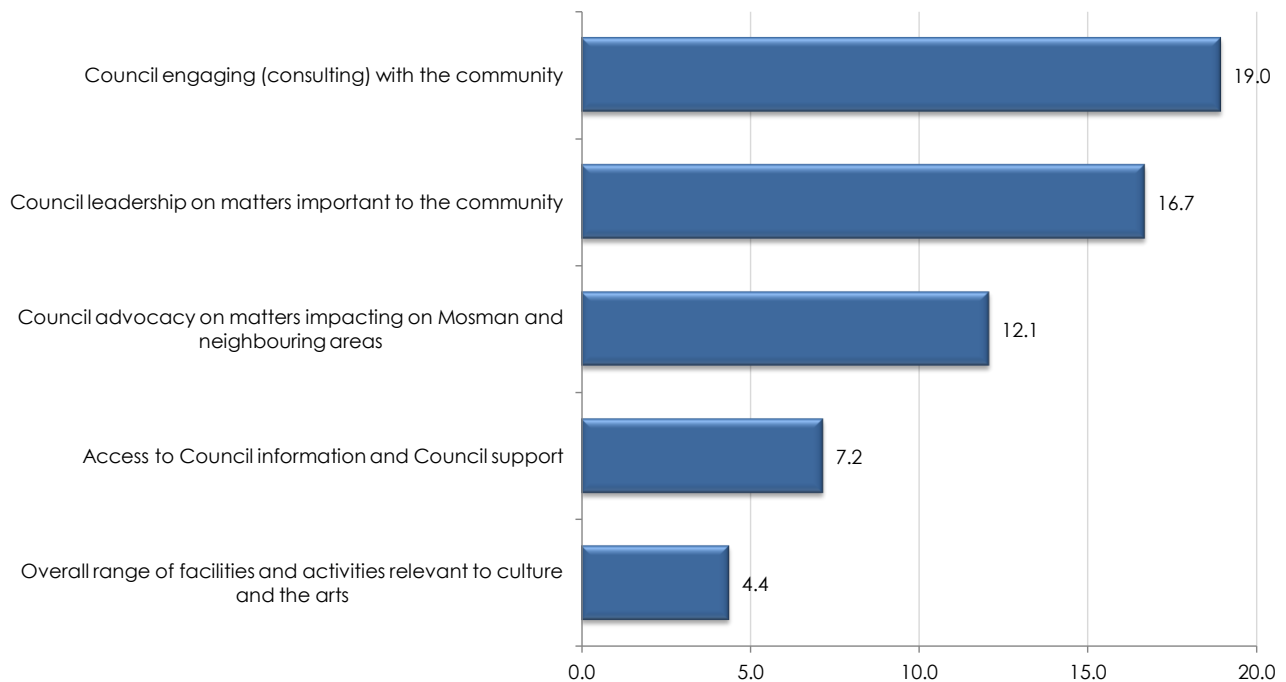
Using regression analysis, we identified the variables that have the greatest influence on driving positive overall satisfaction with Council.



## Improving Satisfaction with Council's Performance

These 5 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 (consulting) with the community' contributes 19.0% towards overall satisfaction.

### These Top 5 Indicators Contribute To Almost 60% Of Overall Satisfaction With Council



The contributors to satisfaction are not to be misinterpreted as an indication of current dissatisfaction

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

#### Outcome

If Mosman Council can address these core drivers, they will be able to improve residents' overall satisfaction with their performance.



## **Section 2**

# **Performance of Staff and Administrators**

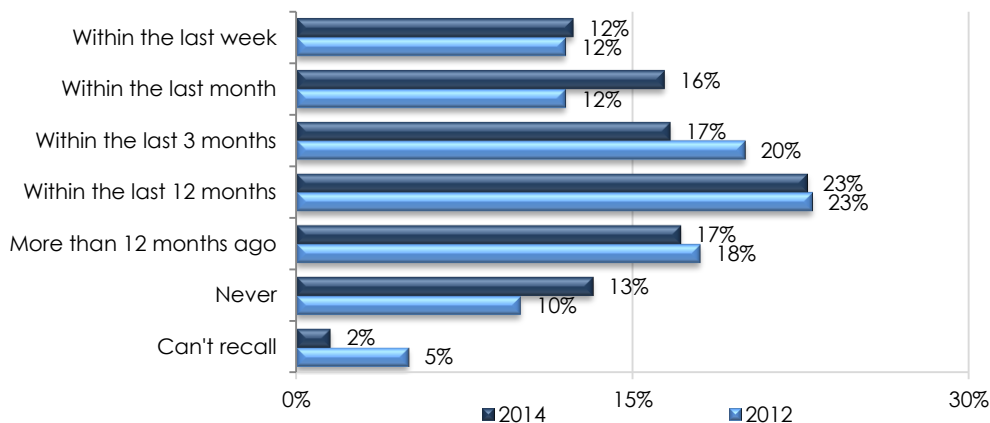
## Contact with Council

### Summary

Results remain similar in comparison to 2012.

28% of residents have had contact with a Council staff member in the last month and 68% 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?

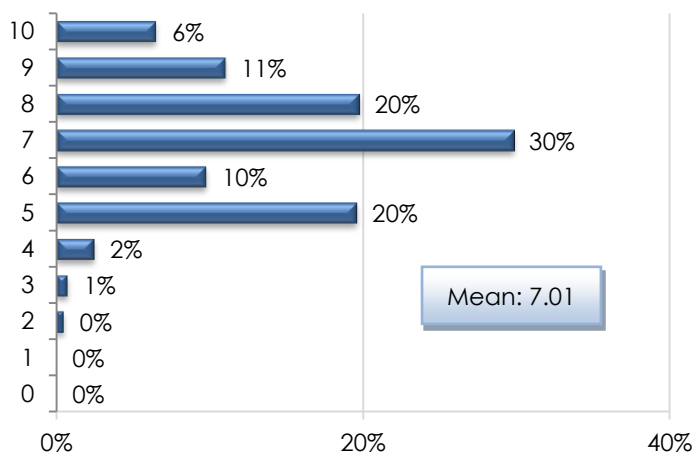


Base: 2014 n=402, 2012 n=400

Q. How satisfied were you with the overall performance of Council's staff? (among those who had contact)

	18 - 34	35 - 49	50 - 64	65+	Male	Female	Pay Rates	Landlord pays rates
Satisfaction mean ratings	7.15	6.59	7.03	7.18	6.98	7.01	7.08	6.63

	Overall 2014	Overall 2012	Overall 2010
Mean ratings	7.0▼	7.1	7.5



Base: 2014 n=106

Scale: 0 = very dissatisfied, 10 = very satisfied

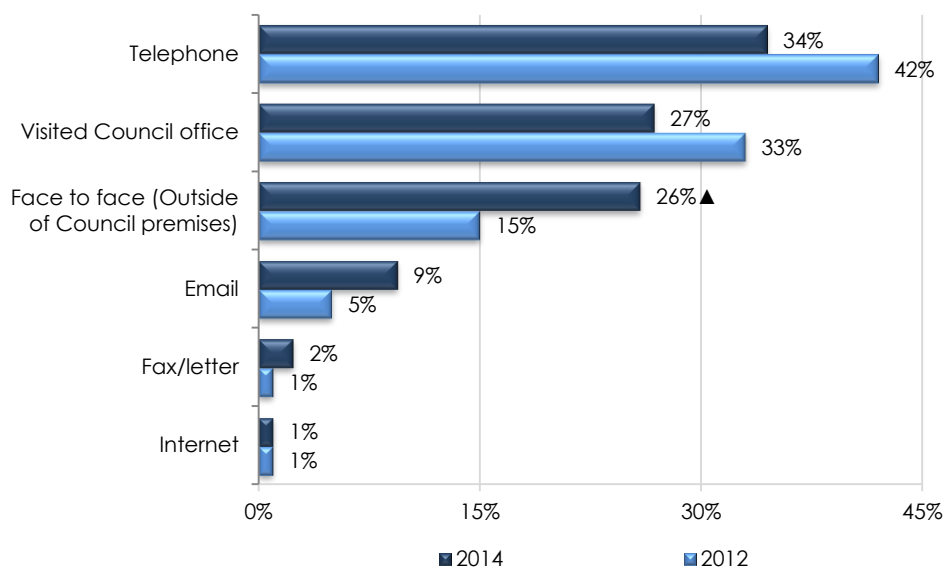
▼▲= A significantly lower/higher level of satisfaction (by group)

## Method of Contact with a Council Employee & Nature of Enquiry

### Summary

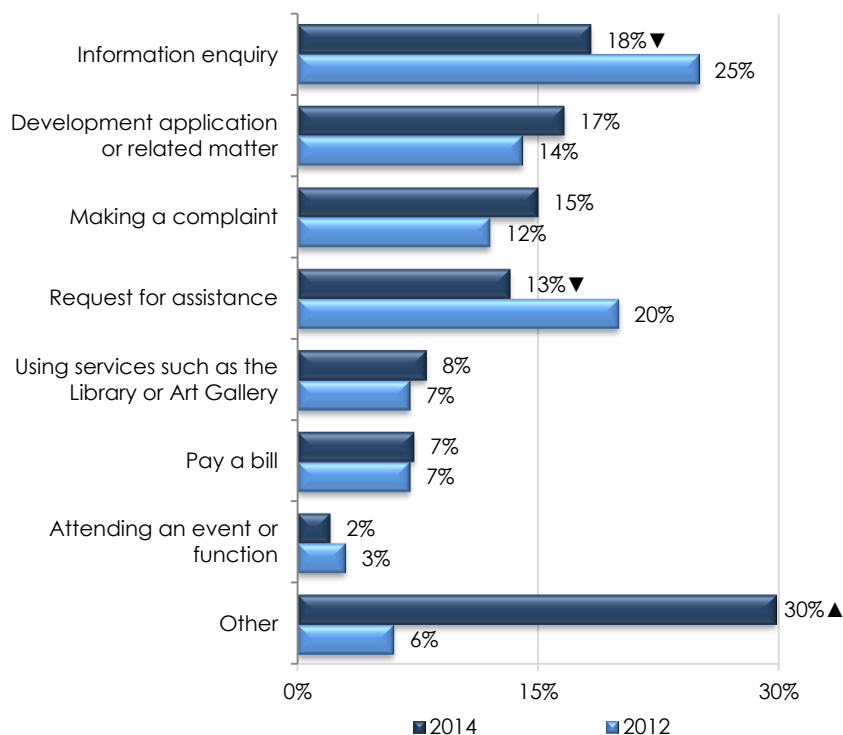
34% of residents' interactions with Council staff occurred via telephone and residents were most likely to be contacting Council staff to obtain information (18%) followed by 'development application or related matter'.

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



Base: 2014 n=295, 2012 n=269

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



Base: 2014 n=292, 2012 n=269

"Other"	Count
Parking permit	15
Waste collection services	15
Traffic management	7
JP services	5
Tree management	5
General enquiries	4
Animal enquiry	3
General parking enquiries	3
Volunteering services	3
Document certification	2
Environmental awareness/issues	2

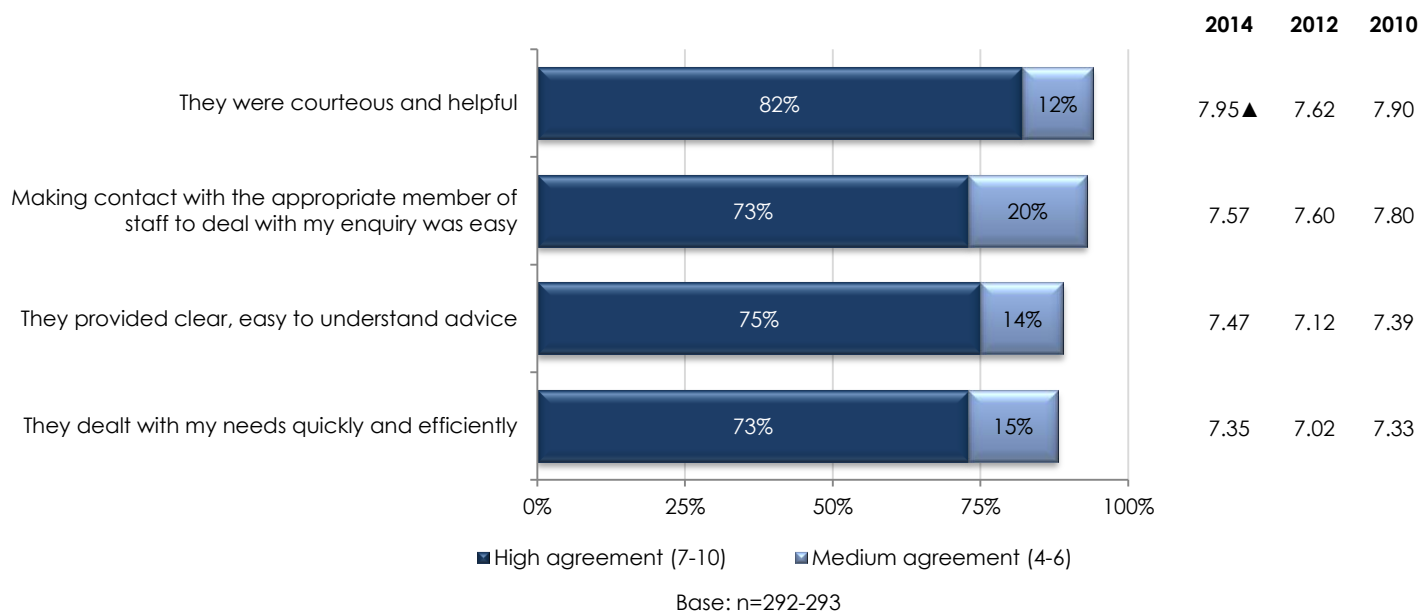
▼▲= significantly lower/higher compared to 2012

## Level of Agreement with Criteria

### Summary

Residents' agreement with the statements 'they were courteous and helpful' has significantly increased since 2012.

Q. Thinking about the last time you dealt with Council staff, please indicate your level of agreement with each statement.



Scale: 0 = very dissatisfied, 10 = very satisfied

▼▲ = A significantly lower/higher level of agreement (by group)

## Satisfaction with the Overall Performance of Council Staff

### Summary

Overall, residents expressed a 'high' level of satisfaction with the performance of Council's staff.

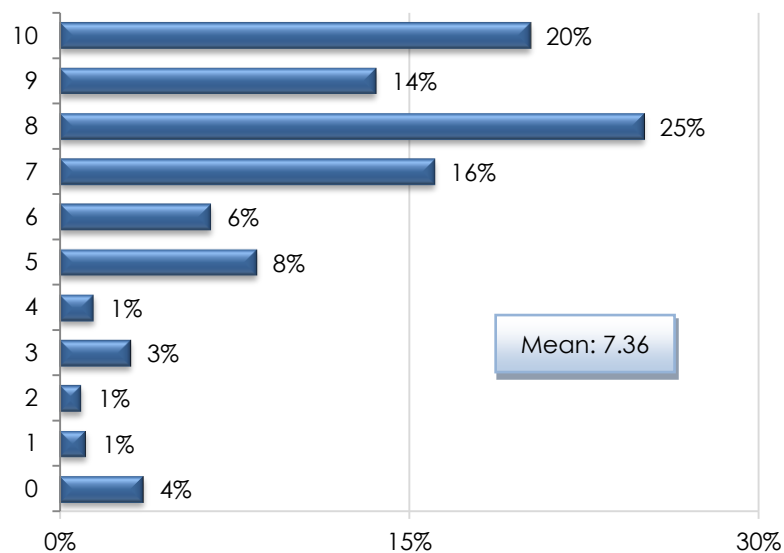
Residents were significantly more satisfied with the overall performance of Council staff than in 2012.

Residents who pay rates themselves were significantly less satisfied than those whose landlord pays their rates

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

	18 - 34	35 - 49	50 - 64	65+	Male	Female	Pay Rates	Landlord pays rates	Overall
Satisfaction mean ratings	7.64	7.24	7.00	7.70	7.07	7.56	7.26▼	8.22▲	7.36

	Overall 2014	Overall 2012	Overall 2010	Micromex NSW LGA Benchmark (2014)
Mean ratings	7.4▲	7.1▼	7.5	7.3



Base: n=290

Scale: 0 = very dissatisfied, 10 = very satisfied

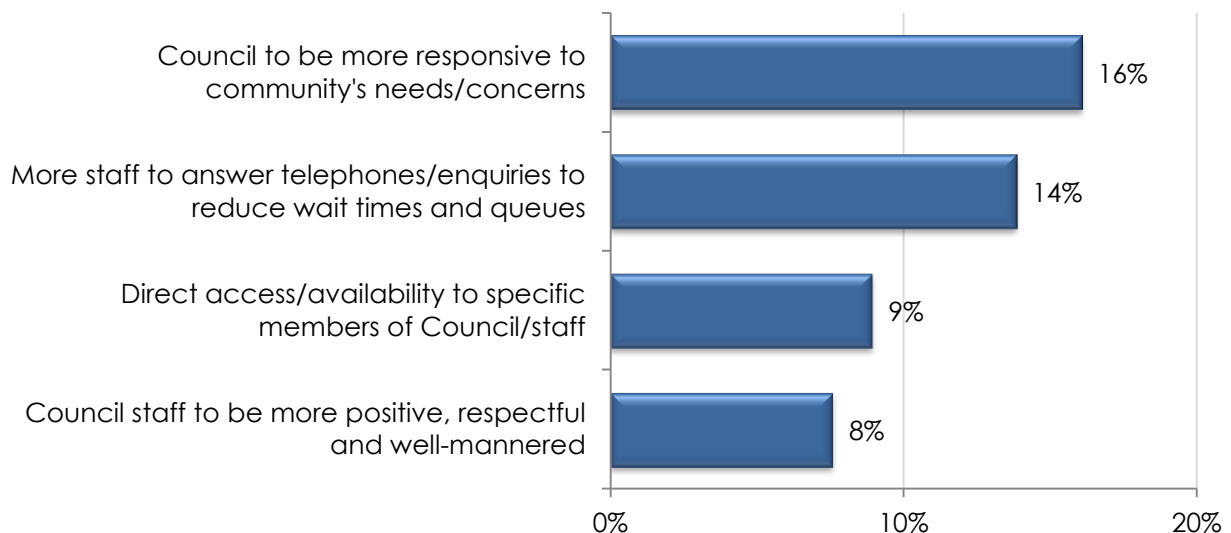
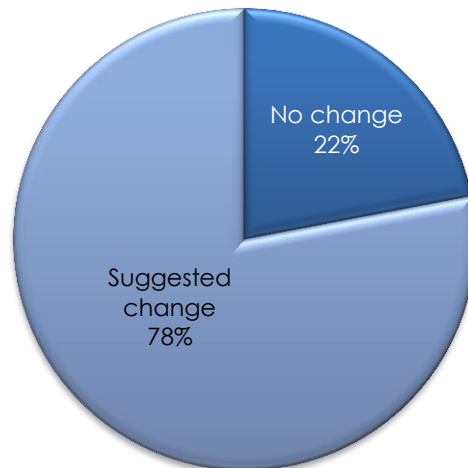
▼▲= A significantly lower/higher level of satisfaction (by group)

## Suggestions to Improve Council's Level of Customer Service

22% of residents indicated they were currently satisfied with the level of customer service provided by Council staff

Council to be more responsive to the community's needs and concerns as well as 'more staff to reduce wait times and queues were the most frequently suggested changes

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?



### Residents' Verbatim Comments

"Satisfied with Council's customer service"

"Respond in a timely manner"

"Quicker response times to enquiries"

"Staff need to be more friendly and approachable"

"Have more staff to answer calls"

"Easier to speak directly to a member of staff"

"More staff would make service quicker"

## Dealings with Council Representatives

### Summary

Only 7% of residents indicated that they had dealt with a Councillor in the last 12 months.

Residents who had dealt with a Councillor in the last 12 months expressed a 'high' level of satisfaction.

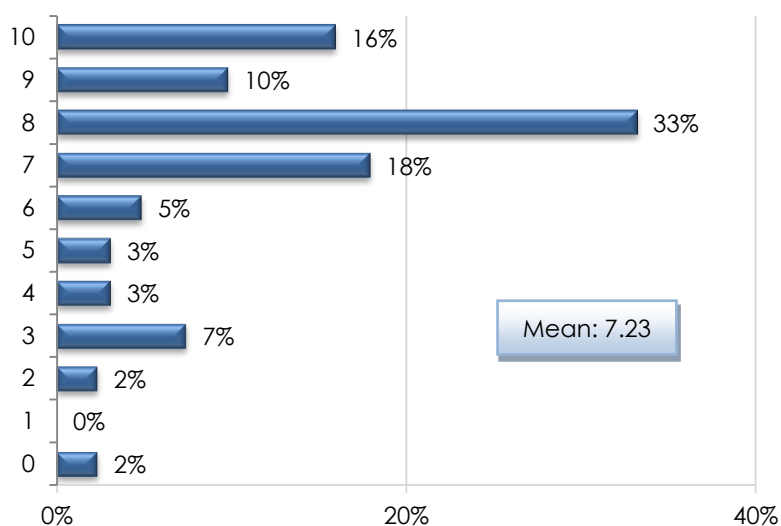
Q. Have you had any dealings with your elected local Council representatives, i.e. Councillors, over the last year?



Base: n=402

	2012	2014
Yes	6%	7%
No	94%	93%

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



Based: n=28

Scale: 0 = very dissatisfied, 10 = very satisfied

**Note:** The sample size of the sub group was too small to produce a statistically valid mean rating.

## Performance of Mosman Councillors

### Summary

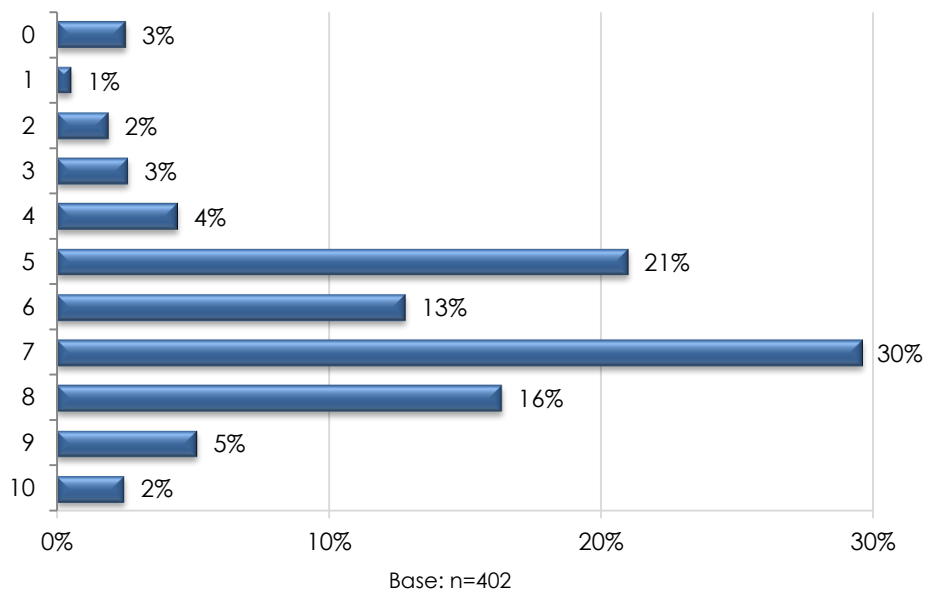
Residents were significantly more satisfied with 'the overall performance of Councillors' than they were in 2012.

Residents aged 65+ rated 'the overall performance of Councillors' significantly higher in satisfaction than did those aged 18-64.

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

### The overall performance of Councillors

	2014	2012	2010
Satisfaction mean ratings	6.24▲	5.95	5.83



Scale: 0 = very dissatisfied, 10 = very satisfied

▼▲ = A significantly lower/higher level of satisfaction (by group)

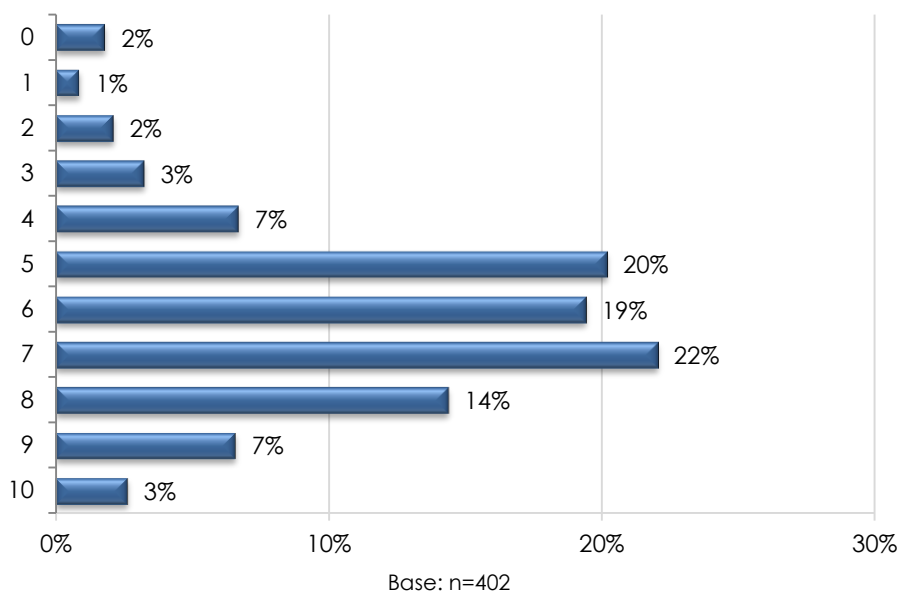
## Key Findings

### Summary

Residents aged 65+ rated 'representing a broad range of community views fairly' to be more satisfactory than did those aged 35-49 and 'effective leadership and guidance of the community' than did those aged 34-64.

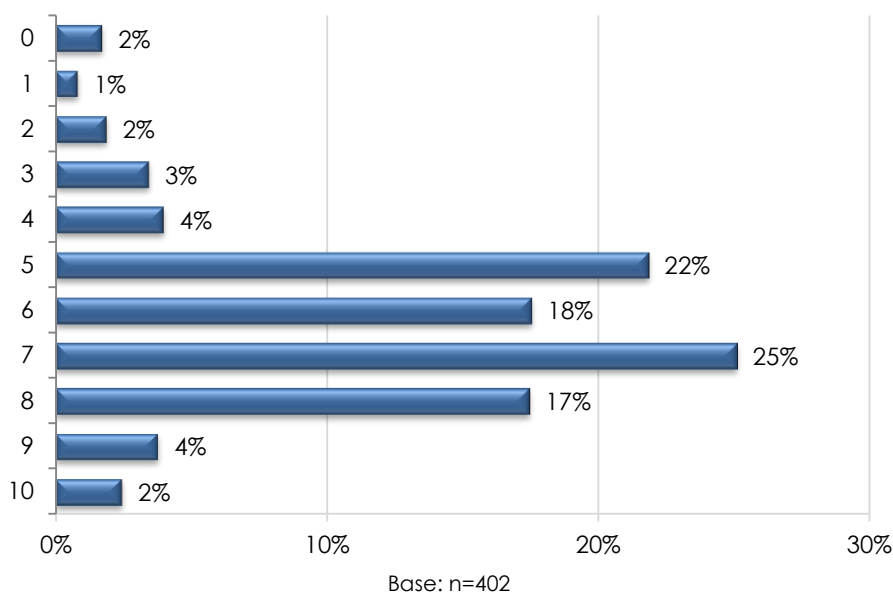
#### Representing a broad range of community views fairly

	2014	2012	2010
Satisfaction mean ratings	6.19	6.10	5.94



#### Effective leadership and guidance of the community

	2014	2012	2010
Satisfaction mean ratings	6.14	5.92	5.64



## Value for Rates Dollar

### Summary

The top 4 box indicates 57% of residents believe services and facilities provided by Mosman Council are value for money; this remains the same as 2012.

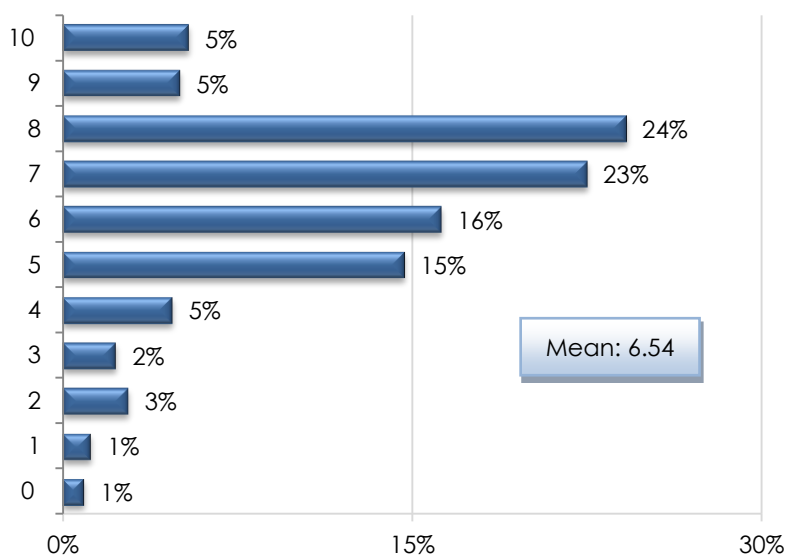
Residents aged 65+ were significantly more positive about the value for money provided by Council, compared to those aged 18-64.

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 2014	Overall 2012	Overall 2010
Mean ratings	6.54	6.45	6.22

	2010	2012	2014
Top 4 box	46%	57%	57%

	18 - 34	35 - 49	50 - 64	65+	Male	Female	Pay rates	Landlord pays rates
Mean ratings	6.42	6.05▼	6.54	7.29▲	6.48	6.58	6.55	6.45



Base: n=402

Scale: 0 = very poor value, 10 = very good value

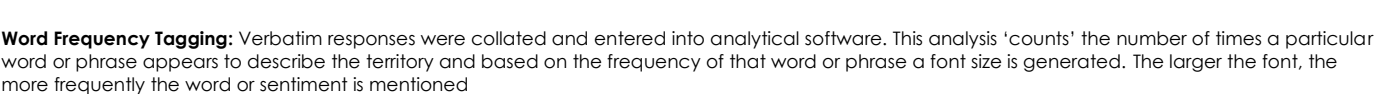
▼▲= significantly lower/higher (by group)



## **Section 3**

### **Local Concerns**

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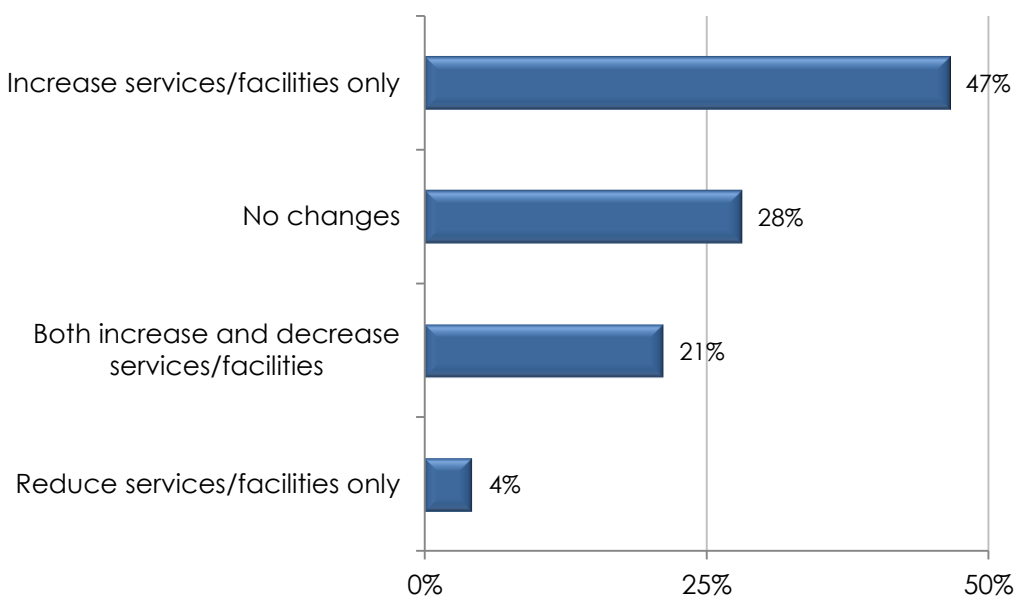
## Reductions or Improvements of Services or Facilities

### Summary

68% of residents wanted to see increased levels of servicing above what is currently provided. Only 28% did not see a need for some alteration to Council service levels either by improving or decreasing services and facilities.

76% of those who wanted service level changes desired an increase in facilities and services.

- Q. Council is working towards a balanced operating budget which requires a careful review of the services and facilities it currently provides. Are there any services or facilities provided by Council that you believe could be reduced or removed?
- Q. Are there any services or facilities provided by Council that you would like to see improved (or more of)?



Note: The data from the two open ended questions have been amalgamated.

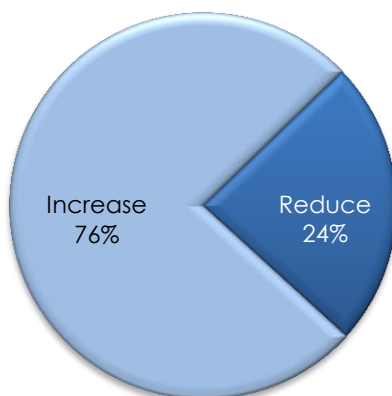
#### Facilities/Services to be Increased

Waste/recycling services - maintenance, methods, frequency – 5%

Footpaths and walking trails - maintenance and additional paths – 5%

Free community bus service - increase frequency and maintenance – 5%

Public areas - maintenance, tree lighting, accessibility – 5%



#### Facilities/Services to be Reduced

Free community bus service – 8%

Parking - restrictions, fines, fees/meters and rangers – 6%

Mosman Art Gallery – 1%

Festivals and events – 1%

Base: n=544

## Support for Paying an Additional Fee to Allow Council Improvements

### Summary

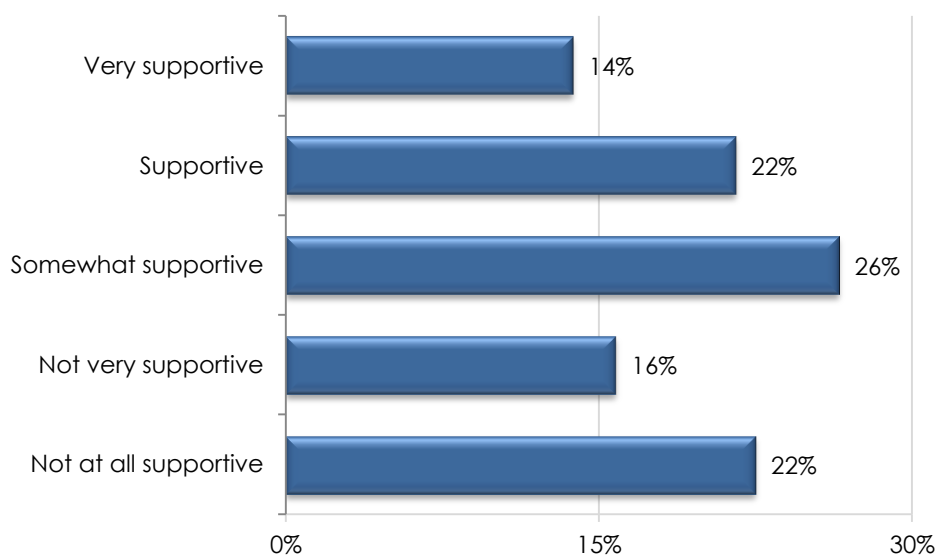
62% of residents were at least 'somewhat supportive' with paying an additional \$2 per week to allow Council to improve the services and facilities it provides for the community.

Males were significantly more supportive with paying an additional \$2 per week to allow Council to improve the services and facilities it provides for the community than were females.

Ratepayers were significantly less likely to be supportive than those whose landlord pays their rates.

Q. How supportive would you be of paying an additional \$2 per week to allow Council to improve the services and facilities it provides for the community?

	18 - 34	35 - 49	50 - 64	65+	Male	Female	Pay rates	Landlord pays rates	Overall 2014
Mean ratings	3.15	2.65	2.86	2.88	3.10▲	2.72▼	2.80▼	3.40▲	2.88



Base: n=402

▼▲= A significantly lower/higher level of supportiveness (by group)



## **Section 4**

# **Community Pride and Connectedness**

# Community Pride & Connectedness

## Summary

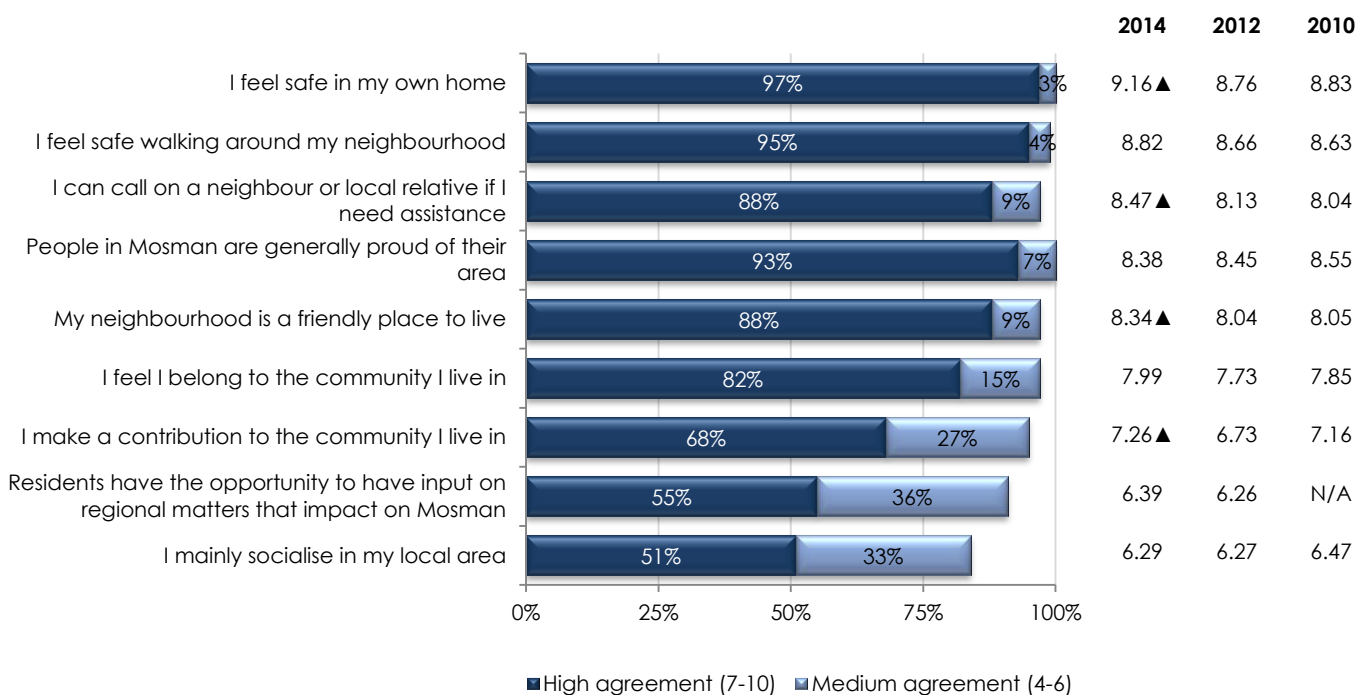
Residents' agreement with 4 out of the 9 statements has significantly increased in comparison to 2012.

Residents aged 18-34 were significantly more likely to agree with the statement 'I feel safe in my own home' than did those aged 35+, but were significantly less likely to agree with the statements 'I feel I belong to the community I live in' than did those aged 65+ and 'I mainly socialise in my local area' than did those aged 35-49 and 65+.

Residents aged 35-49 were significantly more likely to agree with the statement 'I make a contribution to the community I live in' than did those aged 18-34 and 50+.

Females were more likely to ascribe a higher level of agreement to the statements 'I make a contribution to the community I live in' and 'people in Mosman are generally proud of their area'.

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=402

Scale: 0 = strongly disagree, 10 = strongly agree

▼▲ = significantly lower/higher (by group)

## Means of Sourcing Information from Council

### Summary

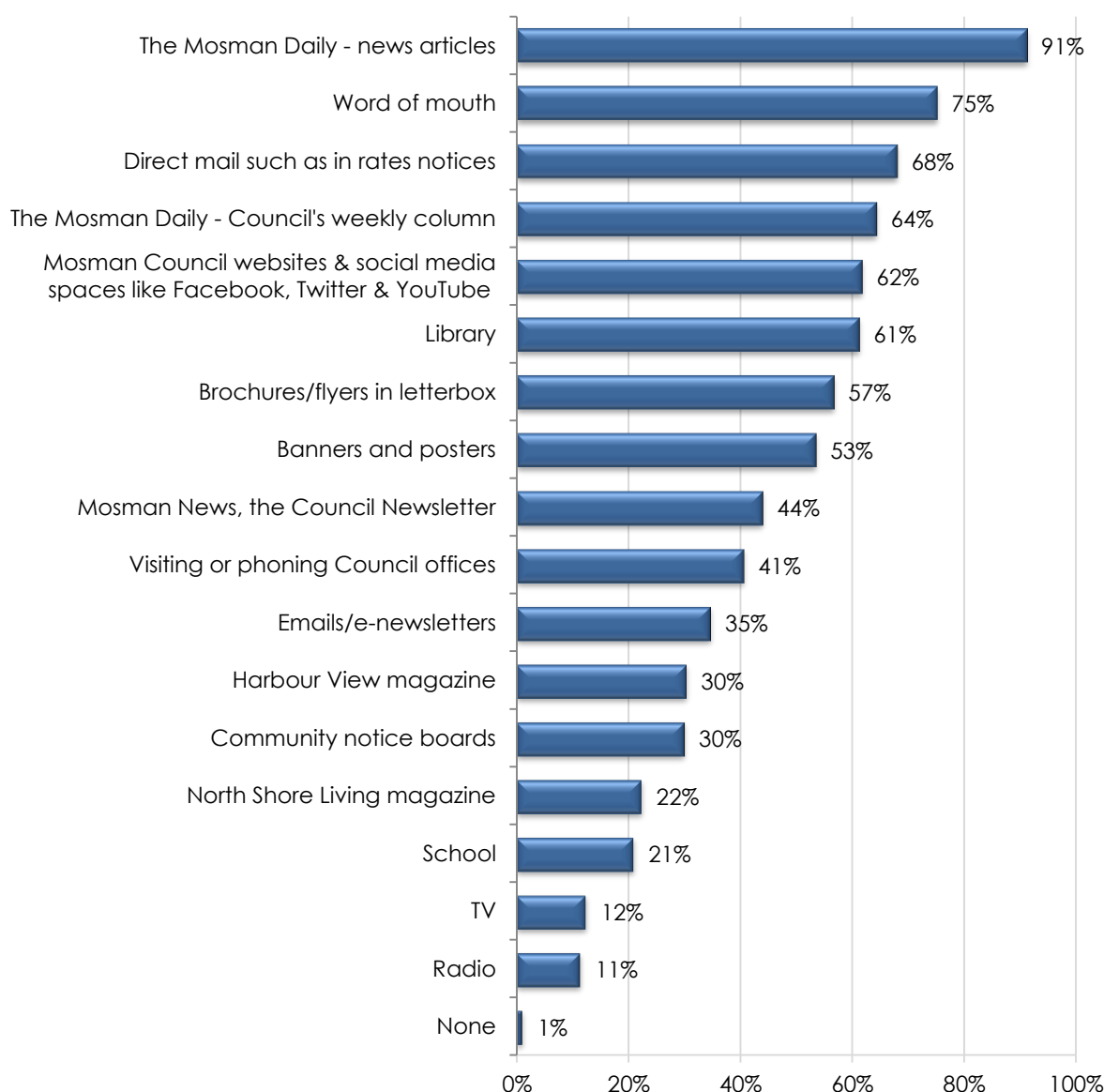
Residents claim to primarily source information on Council services either via 'The Mosman Daily – news articles' (91%) or 'word of mouth' (75%).

Residents aged 65+ were significantly more likely to source for information on Council services and activities via 'The Mosman Daily – Council's weekly column' and 'direct mail' than did those aged 18-34, but were significantly less likely to obtain information via 'Mosman Council websites & social media spaces' than did those aged 35-49.

Residents aged 50+ were significantly more likely to source for information via 'Mosman News (Council Newsletter)' than did those aged 18-34, but were significantly less likely to obtain information through 'school' than did those aged 35-49.

Residents aged 18-34 were significantly more likely to source for information through 'community notice boards' and 'radio' than did those aged 35+, but were significantly less likely to obtain information through 'Harbour View magazine' and 'visiting or phone Council offices' than did those aged 35+.

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



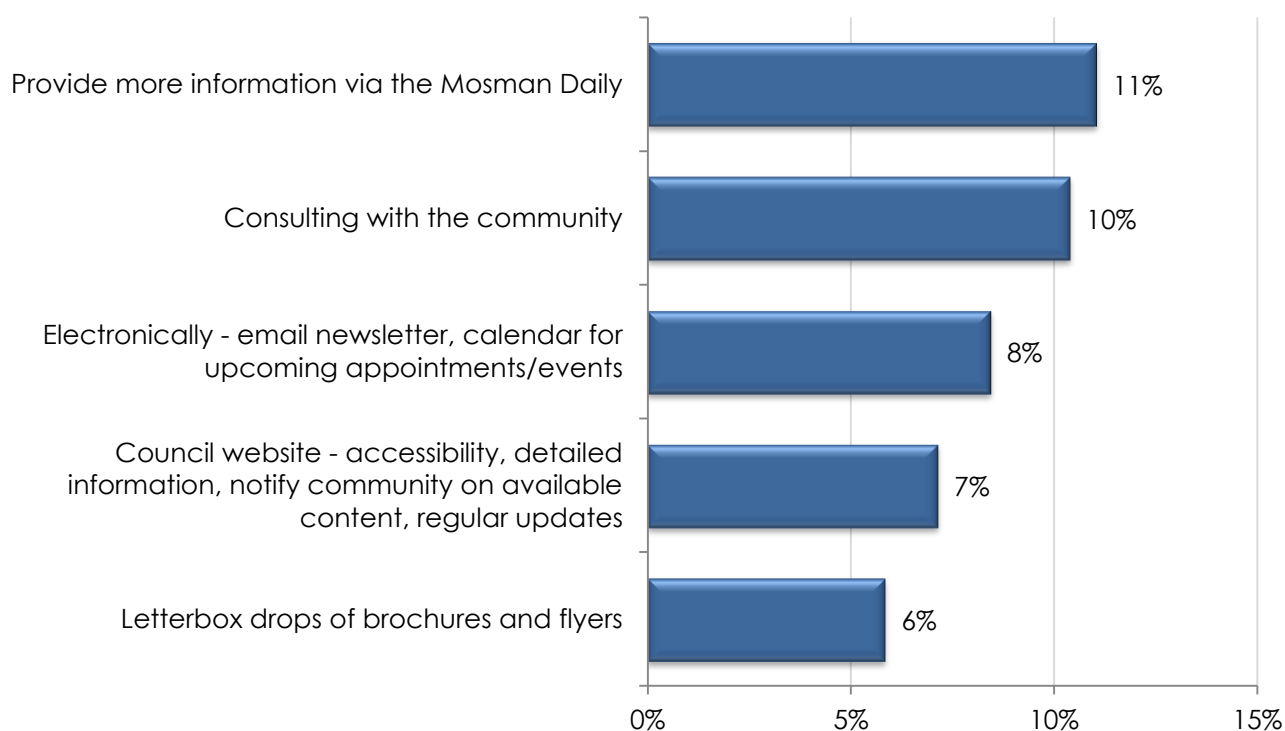
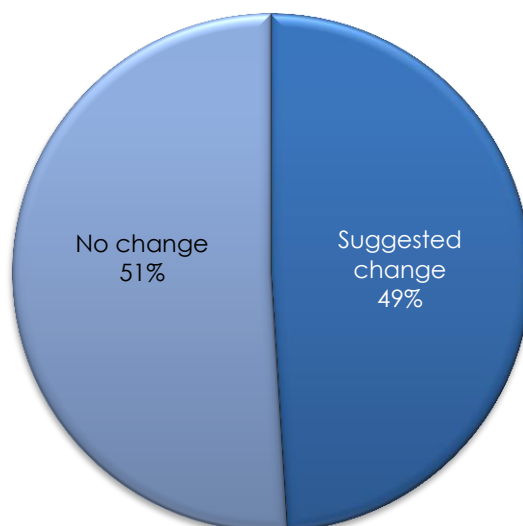
Base: n=402

## Suggested Improvements to Information Provided to the Community

51% of residents were satisfied with the current way Council communicates with the community

Of those who suggested changes, providing more information via the Mosman Daily and consulting with the community were the most suggested improvements

Q. Can you think of any ways Council could improve on the way it communicates with the community?



Comment base: 314



## **Section 5**

# **Demographics**

## Demographics

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Q. Please stop me when I read out your age group.

	2014
18-34	26%
35-49	28%
50-64	24%
65+	22%

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

	2014
Pay Council rates ourselves	87%
Landlord pays Council rates	13%

Q. Gender.

	2014
Male	43%
Female	57%



## **Appendix A**

# **Data and Correlation Tables**

## Importance/Satisfaction – Summary of Services

	Importance	Satisfaction
Waste and recycling collection services	9.04	7.70
Management and protection of the environment	8.75	7.42
Litter control & rubbish dumping	8.61	7.33
Provision and maintenance of parklands	8.60	7.77
Overall cleanliness, appearance & management of public spaces	8.60	7.79
Providing and maintaining footpaths	8.41	6.53
Enforcement of health and food regulations	8.38	7.48
Providing and maintaining local roads	8.38	6.75
Cleaning of streets	8.37	7.59
Traffic management	8.34	5.84
Provision of car parking	8.33	6.02
Protection of heritage values and buildings	8.06	6.94
Condition of public toilets	8.03	6.39
Overall range and quality of community facilities and activities	8.00	7.22
Access to Council information and Council support	8.00	6.65
Council engaging (consulting) with the community	7.94	6.04
Management of drainage and local flooding	7.92	7.03
Management of street trees	7.85	6.64
Council leadership on matters important to the community	7.85	5.87
Council advocacy on matters impacting on Mosman and neighbouring areas	7.84	6.34
Managing development such as land use planning	7.82	5.91
Services and facilities for children and families	7.69	7.13
Development approvals process	7.65	5.22
Library Services	7.61	7.72
Services and facilities for older people	7.54	6.96
Services and facilities for people with a disability	7.49	6.42
Sport and recreational facilities	7.43	6.86
Animal management & control	7.42	6.72
Services for young people	7.33	6.11
Council assisting economic development with the business community and visitors	6.94	5.92
Overall range of facilities and activities relevant to culture and the arts	6.85	6.55
Providing and maintaining bike paths	6.66	5.27
Local festivals and events	6.49	6.46
Enforcement of parking restrictions	6.43	5.79
Services and facilities for people from culturally and linguistically diverse backgrounds	6.27	5.66
Mosman Art Gallery and Community Centre	6.22	6.83

## Importance/Satisfaction – Year-on-Year Summary of Services

Importance	2014	2012	2010
Waste and recycling collection services	9.04	9.02	9.20
Management and protection of the environment	8.75	8.64	8.69
Litter control & rubbish dumping	8.61	8.66	8.56
Provision and maintenance of parklands	8.60	8.65	8.81
Overall cleanliness, appearance & management of public spaces	8.60	8.51	8.76
Providing and maintaining footpaths	8.41	8.52	8.74
Enforcement of health and food regulations	8.38	8.31	8.53
Providing and maintaining local roads	8.38	8.45	8.58
Cleaning of streets	8.37	8.35	8.41
Traffic management	8.34	8.34	8.32
Provision of car parking	8.33	8.19	8.69
Protection of heritage values and buildings	8.06	8.09	8.2
Condition of public toilets	8.03	7.92	8.29
Overall range and quality of community facilities and activities	8.00	7.68	8.26
Access to Council information and Council support	8.00	7.91	8.09
Council engaging (consulting) with the community	7.94	8.04	8.57
Management of drainage and local flooding	7.92	7.99	8.28
Management of street trees	7.85	7.78	8.1
Council leadership on matters important to the community	7.85	7.87	N/A
Council advocacy on matters impacting on Mosman and neighbouring areas	7.84	7.53	N/A
Managing development such as land use planning	7.82	7.76	8.47
Services and facilities for children and families	7.69	7.37	8.19
Development approvals process	7.65	7.12	7.97
Library Services	7.61	7.56	6.86
Services and facilities for older people	7.54	7.23	7.34
Services and facilities for people with a disability	7.49	6.8	7.42
Sport and recreational facilities	7.43	7.18	7.79
Animal management & control	7.42	7.25	7.71
Services for young people	7.33	7.04	7.71
Council assisting economic development with the business community and visitors	6.94	6.86	7.29
Overall range of facilities and activities relevant to culture and the arts	6.85	6.44	6.59
Providing and maintaining bike paths	6.66	6.65	7.02
Local festivals and events	6.49	6.17	6.32
Enforcement of parking restrictions	6.43	6.42	6.97
Services and facilities for people from culturally and linguistically diverse backgrounds	6.27	5.25	6.22
Mosman Art Gallery and Community Centre	6.22	6.06	5.47

## Importance/Satisfaction – Year-on-Year Summary of Services

Satisfaction	2014	2012	2010
Waste and recycling collection services	7.70	7.37	7.69
Management and protection of the environment	7.42	7.29	7.4
Litter control & rubbish dumping	7.33	7.08	7.12
Provision and maintenance of parklands	7.77	7.75	7.71
Overall cleanliness, appearance & management of public spaces	7.79	7.36	7.67
Providing and maintaining footpaths	6.53	6.01	6.03
Enforcement of health and food regulations	7.48	7.32	7.26
Providing and maintaining local roads	6.75	6.56	6.33
Cleaning of streets	7.59	7.25	7.4
Traffic management	5.84	5.84	5.84
Provision of car parking	6.02	5.97	5.71
Protection of heritage values and buildings	6.94	6.69	6.91
Condition of public toilets	6.39	6.11	5.75
Overall range and quality of community facilities and activities	7.22	6.96	7.02
Access to Council information and Council support	6.65	6.72	6.67
Council engaging (consulting) with the community	6.04	5.93	5.82
Management of drainage and local flooding	7.03	6.81	6.85
Management of street trees	6.64	6.41	6.52
Council leadership on matters important to the community	5.87	5.74	N/A
Council advocacy on matters impacting on Mosman and neighbouring areas	6.34	6.2	N/A
Managing development such as land use planning	5.91	5.81	5.97
Services and facilities for children and families	7.13	6.76	7.49
Development approvals process	5.22	5.12	5.22
Library Services	7.72	7.69	7.73
Services and facilities for older people	6.96	6.68	7.21
Services and facilities for people with a disability	6.42	6.28	6.83
Sport and recreational facilities	6.86	6.69	7.00
Animal management & control	6.72	6.52	6.63
Services for young people	6.11	6.04	6.29
Council assisting economic development with the business community and visitors	5.92	5.99	6.01
Overall range of facilities and activities relevant to culture and the arts	6.55	6.47	6.60
Providing and maintaining bike paths	5.27	5.38	5.36
Local festivals and events	6.46	6.54	6.79
Enforcement of parking restrictions	5.79	5.78	5.55
Services and facilities for people from culturally and linguistically diverse backgrounds	5.66	5.37	5.98
Mosman Art Gallery and Community Centre	6.83	6.73	7.08

## Importance/Satisfaction – Recreational & Cultural Services

Importance	18 - 34	35 - 49	50-64	65 +	Male	Female	Overall
Library Services	8.01	7.35	7.08	8.04	6.87▼	8.17▲	7.61
Mosman Art Gallery and Community Centre	5.42▼	5.85	6.47	7.35▲	5.38▼	6.85▲	6.22
Local festivals and events	6.66	6.96▲	6.14	6.08	6.27	6.66	6.49
Overall range of facilities and activities relevant to culture and the arts	6.98	6.51	6.50	7.50▲	6.10▼	7.41▲	6.85
Provision and maintenance of parklands	8.22	8.79	8.88	8.49	8.22▼	8.88▲	8.60
Sport and recreational facilities	7.31	8.18▲	7.59	6.47▼	7.32	7.52	7.43

Satisfaction	18 - 34	35 - 49	50-64	65 +	Male	Female	Overall
Library Services	7.87	7.67	7.25▼	8.09	7.48▼	7.89▲	7.72
Mosman Art Gallery and Community Centre	6.04▼	6.73	6.84	7.81▲	6.37▼	7.17▲	6.83
Local festivals and events	6.52	6.91▲	6.23	6.07	6.28	6.60	6.46
Overall range of facilities and activities relevant to culture and the arts	6.34	6.45	6.21	7.31▲	6.24▼	6.77▲	6.55
Provision and maintenance of parklands	7.89	7.78	7.75	7.65	7.56▼	7.94▲	7.77
Sport and recreational facilities	7.03	7.18	6.78	6.33	6.84	6.88	6.86

Scale: 0 = not at all important/very dissatisfied, 10 = very important/very satisfied

▼▲= A significantly lower/higher level of importance/satisfaction (by group)

Importance	0	1	2	3	4	5	6	7	8	9	10	Total %	Base
Library Services	2%	2%	2%	3%	2%	5%	6%	10%	23%	18%	27%	100%	402
Mosman Art Gallery and Community Centre	4%	2%	5%	5%	7%	14%	12%	12%	17%	10%	12%	100%	402
Local festivals and events	3%	1%	4%	5%	2%	13%	13%	20%	24%	8%	7%	100%	402
Overall range of facilities and activities relevant to culture and the arts	1%	1%	1%	3%	5%	16%	13%	17%	23%	10%	10%	100%	402
Provision and maintenance of parklands	0%	0%	0%	1%	0%	1%	4%	9%	28%	25%	32%	100%	402
Sport and recreational facilities	3%	0%	1%	5%	1%	8%	7%	13%	25%	18%	19%	100%	402

Satisfaction	0	1	2	3	4	5	6	7	8	9	10	Total %	Base
Library Services	1%	0%	0%	2%	0%	9%	7%	20%	28%	15%	18%	100%	389
Mosman Art Gallery and Community Centre	2%	0%	3%	2%	4%	19%	8%	17%	24%	11%	10%	100%	370
Local festivals and events	2%	1%	2%	2%	3%	17%	16%	24%	23%	6%	4%	100%	387
Overall range of facilities and activities relevant to culture and the arts	0%	1%	2%	3%	4%	19%	16%	20%	22%	8%	5%	100%	389
Provision and maintenance of parklands	0%	0%	1%	0%	1%	6%	7%	22%	32%	21%	10%	100%	401
Sport and recreational facilities	3%	0%	1%	2%	3%	14%	12%	22%	26%	11%	6%	100%	391

## Importance/Satisfaction – Community Services

Importance	18 - 34	35 - 49	50-64	65 +	Male	Female	Overall
Services and facilities for older people	7.66	6.41▼	8.05▲	8.28▲	6.80▼	8.10▲	7.54
Services and facilities for people with a disability	7.94	6.74▼	7.74	7.63	6.93▼	7.91▲	7.49
Services and facilities for people from culturally and linguistically diverse backgrounds	7.30▲	5.54▼	6.17	6.08	5.46▼	6.88▲	6.27
Services and facilities for children and families	7.78	8.26▲	7.83	6.71▼	7.62	7.75	7.69
Services for young people	8.16▲	7.11	7.44	6.52▼	7.03	7.56	7.33
Overall range and quality of community facilities and activities	8.13	7.78	8.08	8.06	7.58▼	8.32▲	8.00

Satisfaction	18 - 34	35 - 49	50-64	65 +	Male	Female	Overall
Services and facilities for older people	7.24	6.29▼	6.74	7.64▲	6.89	7.01	6.96
Services and facilities for people with a disability	7.04▲	5.99▼	5.96▼	6.64	6.50	6.35	6.42
Services and facilities for people from culturally and linguistically diverse backgrounds	6.48▲	5.11▼	5.44	5.47	5.93	5.45	5.66
Services and facilities for children and families	7.64	7.13	6.96	6.66	7.01	7.22	7.13
Services for young people	6.39	6.08	5.94	5.91	6.01	6.18	6.11
Overall range and quality of community facilities and activities	7.42	7.08	7.03	7.36	7.11	7.30	7.22

Scale: 0 = not at all important/very dissatisfied, 10 = very important/very satisfied

▼▲= A significantly lower/higher level of importance/satisfaction (by group)

Importance	0	1	2	3	4	5	6	7	8	9	10	Total %	Base
Services and facilities for older people	3%	2%	3%	3%	2%	5%	5%	13%	20%	18%	26%	100%	402
Services and facilities for people with a disability	4%	1%	3%	3%	1%	7%	6%	11%	20%	14%	30%	100%	402
Services and facilities for people from culturally and linguistically diverse backgrounds	5%	2%	5%	7%	4%	14%	11%	12%	19%	9%	12%	100%	402
Services and facilities for children and families	3%	2%	2%	2%	1%	3%	8%	12%	24%	17%	26%	100%	402
Services for young people	3%	1%	3%	3%	2%	9%	7%	13%	24%	13%	22%	100%	402
Overall range and quality of community facilities and activities	0%	0%	0%	0%	1%	5%	5%	16%	36%	20%	17%	100%	402

Satisfaction	0	1	2	3	4	5	6	7	8	9	10	Total %	Base
Services and facilities for older people	2%	1%	1%	2%	2%	15%	14%	20%	22%	9%	12%	100%	348
Services and facilities for people with a disability	2%	0%	2%	3%	4%	23%	12%	24%	19%	5%	6%	100%	331
Services and facilities for people from culturally and linguistically diverse backgrounds	4%	2%	3%	6%	5%	30%	16%	15%	9%	5%	5%	100%	308
Services and facilities for children and families	1%	0%	1%	2%	3%	9%	11%	26%	30%	8%	9%	100%	361
Services for young people	3%	1%	3%	4%	4%	20%	18%	24%	16%	4%	3%	100%	341
Overall range and quality of community facilities and activities	0%	0%	0%	0%	1%	12%	16%	25%	28%	13%	5%	100%	392

## Importance/Satisfaction – Waste, Health & Environment

Importance	18 - 34	35 - 49	50-64	65 +	Male	Female	Overall
Animal management & control	7.44	7.18	7.57	7.55	6.85▼	7.85▲	7.42
Waste and recycling collection services	8.81	8.91	9.26▲	9.26▲	8.80▼	9.23▲	9.04
Cleaning of streets	8.15	8.23	8.69▲	8.47	8.19▼	8.51▲	8.37
Enforcement of health and food regulations	8.59	8.29	8.20	8.46	7.82▼	8.81▲	8.38
Litter control & rubbish dumping	8.36	8.49	8.85	8.80	8.26▼	8.87▲	8.61
Management and protection of the environment	8.97	8.61	8.80	8.61	8.33▼	9.06▲	8.75

Satisfaction	18 - 34	35 - 49	50-64	65 +	Male	Female	Overall
Animal management & control	7.22	6.68	6.56	6.32	6.67	6.76	6.72
Waste and recycling collection services	8.03	7.08▼	7.67	8.12▲	7.69	7.70	7.70
Cleaning of streets	8.18▲	7.41	7.40	7.33	7.58	7.60	7.59
Enforcement of health and food regulations	8.38▲	6.97▼	7.12	7.39	7.27	7.63	7.48
Litter control & rubbish dumping	7.61	7.33	6.96	7.44	7.45	7.25	7.33
Management and protection of the environment	7.90▲	7.21	7.10	7.45	7.30	7.50	7.42

Scale: 0 = not at all important/very dissatisfied, 10 = very important/very satisfied

▼▲= A significantly lower/higher level of importance/satisfaction (by group)

Importance	0	1	2	3	4	5	6	7	8	9	10	Total %	Base
Animal management & control	1%	1%	2%	1%	2%	10%	11%	20%	22%	12%	18%	100%	402
Waste and recycling collection services	0%	0%	0%	0%	0%	1%	0%	8%	17%	29%	45%	100%	402
Cleaning of streets	0%	0%	0%	0%	0%	3%	5%	14%	31%	19%	28%	100%	402
Enforcement of health and food regulations	1%	0%	0%	3%	0%	3%	3%	11%	25%	20%	34%	100%	402
Litter control & rubbish dumping	0%	0%	0%	1%	0%	1%	3%	12%	28%	19%	36%	100%	402
Management and protection of the environment	0%	0%	0%	0%	0%	5%	2%	7%	26%	22%	38%	100%	402

Satisfaction	0	1	2	3	4	5	6	7	8	9	10	Total %	Base
Animal management & control	1%	1%	2%	3%	5%	15%	15%	19%	23%	7%	9%	100%	386
Waste and recycling collection services	1%	0%	1%	1%	3%	7%	8%	18%	26%	19%	16%	100%	402
Cleaning of streets	0%	0%	1%	2%	2%	8%	8%	19%	32%	16%	12%	100%	402
Enforcement of health and food regulations	1%	0%	1%	2%	1%	9%	11%	18%	28%	14%	15%	100%	373
Litter control & rubbish dumping	0%	0%	1%	1%	3%	10%	11%	20%	31%	12%	11%	100%	395
Management and protection of the environment	0%	0%	1%	2%	1%	5%	13%	24%	33%	13%	8%	100%	398

## Importance/Satisfaction – Infrastructure & Traffic

Importance	18 - 34	35 - 49	50-64	65 +	Male	Female	Overall
Overall cleanliness, appearance & management of public spaces	8.50	8.35	8.81	8.82	8.29▼	8.84▲	8.60
Management of street trees	7.20▼	7.59	8.32▲	8.42▲	7.25▼	8.29▲	7.85
Providing and maintaining local roads	8.10	8.18	8.65	8.65	8.12▼	8.58▲	8.38
Providing and maintaining footpaths	8.13	8.13	8.78	8.70	8.03▼	8.69▲	8.41
Providing and maintaining bike paths	7.40	6.28	6.40	6.54	6.16▼	7.03▲	6.66
Management of drainage and local flooding	7.47▼	7.58▼	8.29▲	8.49▲	7.47▼	8.26▲	7.92
Provision of car parking	8.37	8.16	8.45	8.36	8.04▼	8.54▲	8.33
Enforcement of parking restrictions	5.40▼	6.19	6.62	7.73▲	5.93▼	6.80▲	6.43
Traffic management	7.87	8.27	8.56	8.76▲	7.97▼	8.63▲	8.34
Condition of public toilets	7.52	8.09	8.16	8.41	7.53▼	8.41▲	8.03

Satisfaction	18 - 34	35 - 49	50-64	65 +	Male	Female	Overall
Overall cleanliness, appearance & management of public spaces	8.24	7.79	7.53	7.54	7.79	7.79	7.79
Management of street trees	7.54▲	6.38	6.16▼	6.41	6.39	6.82	6.64
Providing and maintaining local roads	7.34▲	6.66	6.27▼	6.67	6.71	6.78	6.75
Providing and maintaining footpaths	7.34▲	6.40	6.26	6.04▼	6.68	6.42	6.53
Providing and maintaining bike paths	5.69	5.42	5.05	4.80	5.20	5.33	5.27
Management of drainage and local flooding	7.49	6.79	6.75	7.12	7.04	7.02	7.03
Provision of car parking	6.45	5.95	5.61	6.06	6.15	5.93	6.02
Enforcement of parking restrictions	5.99	5.31	5.65	6.30	5.50	6.00	5.79
Traffic management	6.41	5.61	5.46	5.84	5.65	5.98	5.84
Condition of public toilets	6.31	6.44	6.42	6.38	6.56	6.26	6.39

Scale: 0 = not at all important/very dissatisfied, 10 = very important/very satisfied

▼▲= A significantly lower/higher level of importance/satisfaction (by group)

## Importance/Satisfaction – Infrastructure & Traffic

Importance	0	1	2	3	4	5	6	7	8	9	10	Total %	Base
Overall cleanliness, appearance & management of public spaces	0%	0%	0%	0%	0%	1%	4%	11%	31%	22%	31%	100%	402
Management of street trees	1%	1%	1%	1%	1%	4%	12%	17%	24%	15%	23%	100%	402
Providing and maintaining local roads	0%	0%	0%	0%	1%	5%	4%	12%	32%	16%	30%	100%	402
Providing and maintaining footpaths	0%	0%	1%	0%	0%	2%	6%	11%	29%	19%	32%	100%	402
Providing and maintaining bike paths	6%	1%	4%	4%	5%	10%	10%	14%	18%	8%	20%	100%	402
Management of drainage and local flooding	1%	0%	1%	1%	1%	6%	10%	13%	28%	14%	25%	100%	402
Provision of car parking	1%	0%	0%	1%	1%	3%	5%	14%	25%	16%	34%	100%	402
Enforcement of parking restrictions	5%	2%	6%	3%	2%	12%	12%	19%	18%	7%	14%	100%	402
Traffic management	0%	0%	0%	1%	0%	6%	7%	11%	22%	21%	32%	100%	402
Condition of public toilets	2%	0%	1%	1%	2%	5%	4%	13%	27%	18%	27%	100%	402

Satisfaction	0	1	2	3	4	5	6	7	8	9	10	Total %	Base
Overall cleanliness, appearance & management of public spaces	0%	0%	0%	1%	1%	6%	8%	22%	33%	17%	12%	100%	401
Management of street trees	2%	1%	2%	3%	6%	11%	15%	21%	25%	8%	6%	100%	400
Providing and maintaining local roads	1%	1%	3%	2%	4%	12%	15%	21%	29%	7%	5%	100%	401
Providing and maintaining footpaths	1%	1%	3%	2%	7%	13%	16%	22%	21%	9%	5%	100%	402
Providing and maintaining bike paths	5%	2%	5%	6%	10%	25%	17%	13%	13%	1%	3%	100%	373
Management of drainage and local flooding	1%	1%	1%	2%	3%	13%	13%	19%	28%	10%	9%	100%	393
Provision of car parking	1%	3%	4%	5%	5%	18%	21%	18%	16%	6%	3%	100%	399
Enforcement of parking restrictions	6%	2%	6%	5%	6%	16%	15%	15%	19%	4%	6%	100%	396
Traffic management	2%	2%	6%	5%	7%	17%	18%	20%	16%	4%	3%	100%	400
Condition of public toilets	2%	1%	3%	3%	7%	13%	17%	21%	20%	8%	5%	100%	373

## Importance/Satisfaction – Planning & Heritage

Importance	18 - 34	35 - 49	50-64	65 +	Male	Female	Overall
Protection of heritage values and buildings	7.57	7.90	8.42	8.46	7.53▼	8.47▲	8.06
Managing development (land use planning)	7.02▼	7.68	8.33▲	8.38▲	7.32▼	8.19▲	7.82
Development approvals process	6.92	7.57	8.30▲	7.89	7.34	7.88	7.65
Council assisting economic development with the business community and visitors	7.04	6.71	6.89	7.19	6.27▼	7.45▲	6.94

Satisfaction	18 - 34	35 - 49	50-64	65 +	Male	Female	Overall
Protection of heritage values and buildings	7.84▲	6.67	6.43▼	6.79	6.81	7.04	6.94
Managing development (land use planning)	6.34	5.67	5.79	5.89	5.71	6.07	5.91
Development approvals process	5.65	5.27	4.58▼	5.34	5.08	5.33	5.22
Council assisting economic development with the business community and visitors	6.28	5.72	5.64	6.02	5.56▼	6.20▲	5.92

Scale: 0 = not at all important/very dissatisfied, 10 = very important/very satisfied

▼▲= A significantly lower/higher level of importance/satisfaction (by group)

Importance	0	1	2	3	4	5	6	7	8	9	10	Total %	Base
Protection of heritage values and buildings	1%	0%	2%	1%	0%	8%	5%	12%	24%	17%	30%	100%	402
Managing development (land use planning)	3%	0%	1%	1%	2%	9%	6%	12%	21%	16%	29%	100%	402
Development approvals process	3%	1%	2%	2%	3%	6%	7%	10%	22%	15%	29%	100%	402
Council assisting economic development with the business community and visitors	3%	1%	3%	3%	4%	10%	11%	16%	23%	11%	15%	100%	402

Satisfaction	0	1	2	3	4	5	6	7	8	9	10	Total %	Base
Protection of heritage values and buildings	1%	1%	2%	2%	3%	13%	13%	23%	24%	9%	9%	100%	392
Managing development (land use planning)	3%	1%	4%	4%	5%	21%	18%	25%	15%	1%	3%	100%	385
Development approvals process	4%	2%	7%	7%	12%	20%	18%	17%	11%	1%	1%	100%	371
Council assisting economic development with the business community and visitors	4%	0%	3%	3%	3%	28%	17%	21%	16%	3%	2%	100%	337

## Importance/Satisfaction – Communication

Importance	18 - 34	35 - 49	50-64	65 +	Male	Female	Overall
Council engaging (consulting) with the community	7.50	7.77	8.19	8.41▲	7.35▼	8.39▲	7.94
Access to Council information and Council support	7.53	7.84	8.20	8.55▲	7.34▼	8.50▲	8.00
Council leadership on matters important to the community	7.27	7.64	8.26	8.34▲	7.32▼	8.24▲	7.85
Council advocacy on matters impacting on Mosman and neighbouring areas	7.16▼	7.70	8.27▲	8.35▲	7.36▼	8.20▲	7.84

Satisfaction	18 - 34	35 - 49	50-64	65 +	Male	Female	Overall
Council engaging (consulting) with the community	6.07	5.94	5.74	6.44	5.77	6.24	6.04
Access to Council information and Council support	6.80	6.56	6.43	6.81	6.31▼	6.90▲	6.65
Council leadership on matters important to the community	6.07	5.63	5.65	6.21	5.76	5.95	5.87
Council advocacy on matters impacting on Mosman and neighbouring areas	6.77	6.09	6.15	6.36	6.12	6.51	6.34

Scale: 0 = not at all important/very dissatisfied, 10 = very important/very satisfied

▼▲= A significantly lower/higher level of importance/satisfaction (by group)

Importance	0	1	2	3	4	5	6	7	8	9	10	Total %	Base
Council engaging (consulting) with the community	1%	0%	1%	2%	1%	7%	6%	14%	25%	15%	28%	100%	402
Access to Council information and Council support	1%	1%	1%	1%	1%	8%	8%	11%	21%	18%	29%	100%	402
Council leadership on matters important to the community	2%	0%	1%	2%	2%	6%	7%	13%	26%	12%	29%	100%	402
Council advocacy on matters impacting on Mosman and neighbouring areas	1%	1%	1%	1%	2%	6%	7%	14%	25%	16%	26%	100%	402

Satisfaction	0	1	2	3	4	5	6	7	8	9	10	Total %	Base
Council engaging (consulting) with the community	2%	1%	2%	4%	9%	22%	17%	19%	15%	6%	3%	100%	396
Access to Council information and Council support	2%	1%	2%	2%	5%	13%	17%	22%	20%	9%	7%	100%	397
Council leadership on matters important to the community	3%	1%	4%	5%	6%	18%	19%	25%	13%	4%	2%	100%	390
Council advocacy on matters impacting on Mosman and neighbouring areas	2%	1%	2%	3%	5%	15%	21%	22%	23%	4%	2%	100%	381

## Overall Satisfaction with Council's Performance

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

	18 - 34	35 - 49	50 - 64	65+	Male	Female	Pay Rates	Landlord pays rates
Satisfaction mean ratings	7.00	6.55	6.49	7.08	6.65	6.86	6.77	6.78

	Overall 2014	Overall 2012	Overall 2010	Micromex NSW LGA Benchmark (2014)
Mean ratings	6.8▲	6.6▼	6.7	6.3▼

Scale: 0 = very dissatisfied, 10 = very satisfied

▼▲= A significantly lower/higher level of satisfaction (by group)

	%
0	1%
1	0%
2	2%
3	2%
4	4%
5	10%
6	13%
7	32%
8	27%
9	5%
10	4%
Total	100%

## Contact with Council Staff

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

	18 - 34	35 - 49	50-64	65 +	Male	Female	Overall
Within the last week	13%	8%	14%	15%	12%	13%	12%
Within the last month	5%	20%	22%	19%	16%	16%	16%
Within the last 3 months	5%	27%	18%	16%	15%	18%	17%
Within the last 12 months	29%	17%	23%	22%	20%	25%	23%
More than 12 months ago	13%	17%	19%	21%	19%	16%	17%
Never	32%	11%	3%	5%	16%	11%	13%
Can't recall	3%	1%	1%	2%	2%	1%	2%

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

	18 - 34	35 - 49	50 - 64	65+	Male	Female	Pay Rates	Landlord pays rates
Satisfaction mean ratings	7.15	6.59	7.03	7.18	6.98	7.01	7.08	6.63

	Overall 2014	Overall 2012	Overall 2010	Micromex NSW LGA Benchmark (2014)
Mean ratings	7.0▼	7.1	7.5	7.3▲

	%
0	0%
1	0%
2	0%
3	1%
4	2%
5	20%
6	10%
7	30%
8	20%
9	11%
10	6%
Total	100%

Scale: 0 = very dissatisfied, 10 = very satisfied

▼▲ = A significantly lower/higher level of satisfaction (by group)

## Method of Contact with a Council Employee & Nature of Enquiry

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

	18 - 34	35 - 49	50-64	65 +	Male	Female	Overall
Telephone	20%	39%	43%	32%	34%	35%	34%
Internet	5%	0%	0%	0%	3%	0%	1%
Email	15%	9%	8%	8%	5%	13%	9%
Fax/letter	0%	4%	2%	3%	3%	2%	2%
Visited Council office	15%	28%	28%	34%	25%	28%	27%
Face to Face (outside of Council premises)	46%	20%	20%	23%	30%	23%	26%

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

	18 - 34	35 - 49	50-64	65 +	Male	Female	Overall
Request for assistance	5%	15%	15%	15%	13%	13%	13%
Pay a bill	5%	2%	8%	15%	10%	6%	7%
Development application or related matter	15%	20%	20%	10%	23%	12%	17%
Information enquiry	20%	18%	18%	17%	16%	19%	18%
Making a complaint	15%	14%	16%	15%	11%	17%	15%
Attending an event or function	0%	2%	2%	5%	1%	3%	2%
Using services such as the Library or Art Gallery	15%	7%	4%	8%	9%	8%	8%
Other	30%	33%	32%	21%	28%	30%	30%

## Level of Agreement with Criteria

Q. 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	7.91	7.60	7.23	7.62	7.31	7.73	7.56
They were courteous and helpful	8.20	7.77	7.77	8.12	7.81	8.02	7.94
They dealt with my needs quickly and efficiently	7.75	7.35	6.85	7.48	7.10	7.48	7.33
They provided clear, easy to understand advice	8.15	7.12	7.24	7.58	7.14	7.68	7.47

Scale: 0 = strongly disagree, 10 = strongly agree

	0	1	2	3	4	5	6	7	8	9	10	Total %	Base
Making contact with the appropriate member staff to deal with my enquiry was easy	2%	0%	2%	3%	2%	11%	7%	12%	20%	12%	29%	100%	293
They were courteous and helpful	3%	0%	1%	2%	2%	6%	4%	9%	25%	16%	32%	100%	293
They dealt with my needs quickly and efficiently	5%	2%	2%	3%	4%	6%	5%	8%	23%	16%	26%	100%	292
They provided clear, easy to understand advice	6%	2%	1%	2%	3%	4%	7%	10%	21%	15%	29%	100%	292

## Satisfaction with the Overall Performance of Council Staff

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

	18 - 34	35 - 49	50 - 64	65+	Male	Female	Pay Rates	Landlord pays rates	Overall
Satisfaction mean ratings	7.64	7.24	7.00	7.70	7.07	7.56	7.26▼	8.22▲	7.36

	Overall 2014	Overall 2012	Overall 2010	Micromex NSW LGA Benchmark (2014)
Mean ratings	7.4▲	7.1▼	7.5	7.3

Scale: 0 = very dissatisfied, 10 = very satisfied

▼▲= A significantly lower/higher level of satisfaction (by group)

	%
0	4%
1	1%
2	1%
3	3%
4	1%
5	8%
6	6%
7	16%
8	25%
9	14%
10	20%
Total	100%

## Dealings with Council Representatives

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

	18 - 34	35 - 49	50-64	65 +	Male	Female	Overall
Yes	3%	6%	12%	8%	6%	8%	7%
None/Can't recall	97%	94%	88%	92%	94%	92%	93%

## 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	Pay Rates	Landlord pays rates	Overall
Satisfaction mean ratings	8.00	6.75	6.84	8.00	7.81	6.91	7.14	7.76	7.23

Scale: 0 = very dissatisfied, 10 = very satisfied

▼▲ = A significantly lower/higher level of satisfaction (by group)

	%
0	2%
1	0%
2	2%
3	7%
4	3%
5	3%
6	5%
7	18%
8	33%
9	10%
10	16%
Total	100%

**Note:** The sample size of the sub group was too small to produce a statistically valid mean rating.

## Satisfaction with Mosman Councillors

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

	Overall 2014	Overall 2012	Overall 2010	Micromex NSW LGA Benchmark (2014)
Mean ratings	6.2▲	6.0▼	5.8	5.6▼

Satisfaction mean ratings	18 - 34	35 - 49	50-64	65 +	Male	Female	Overall
Representing a broad range of community views fairly	6.32	5.76▼	5.90	6.90▲	6.08	6.28	6.19
Effective leadership and guidance of the community	6.44	5.77▼	5.76▼	6.68▲	5.88	6.34	6.14
The overall performance of Councillors	6.55	5.90	5.87	6.70▲	6.07	6.36	6.24

Scale: 0 = very dissatisfied, 10 = very satisfied

▼▲= A significantly lower/higher level of satisfaction (by group)

	0	1	2	3	4	5	6	7	8	9	10	Total %	Base
Representing a broad range of community views fairly	2%	1%	2%	3%	4%	22%	18%	25%	17%	4%	2%	100%	402
Effective leadership and guidance of the community	2%	1%	2%	3%	7%	20%	19%	22%	14%	7%	3%	100%	402
The overall performance of Councillors	3%	1%	2%	3%	4%	21%	13%	30%	16%	5%	2%	100%	402

## Value for Rates Dollar

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 2014	Overall 2012	Overall 2010
Mean ratings	6.54	6.45	6.22

	2010	2012	2014
Top 4 box	46%	57%	57%

	18 - 34	35 - 49	50 - 64	65+	Male	Female
Mean ratings	6.42	6.05 ▼	6.54	7.29 ▲	6.48	6.58

Scale: 0 = very dissatisfied, 10 = very satisfied

▼▲ = A significantly lower/higher level of satisfaction (by group)

	%
0	1%
1	1%
2	3%
3	2%
4	5%
5	15%
6	16%
7	23%
8	24%
9	5%
10	5%
Total	100%

## Support for Paying an Additional Fee to Allow Council Improvements

Q. How supportive would you be of paying an additional \$2 per week to allow Council to improve the services and facilities it provides for the community?

	18 - 34	35 - 49	50 - 64	65+	Male	Female	Pay rates	Landlord pays rates	Overall
Satisfaction mean ratings	3.15	2.65	2.86	2.88	3.10▲	2.72▼	2.80▼	3.40▲	2.88

Scale: 1 = not at all supportive, 5 = very supportive

▼▲ = A significantly lower/higher level of support (by group)

	%
Very supportive	14%
Supportive	22%
Somewhat supportive	26%
Not very supportive	16%
Not at all supportive	22%
Total	100%

## Community Pride & 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	9.60▲	8.88	9.03	9.11	9.08	9.21	9.16
I feel safe walking around my neighbourhood	9.16	8.81	8.68	8.57	8.99	8.69	8.82
I can call on a neighbour or local relative if I need assistance	7.99	8.74	8.65	8.52	8.66	8.33	8.47
I feel I belong to the community I live in	7.21▼	8.11	8.17	8.57▲	7.86	8.10	7.99
My neighbourhood is a friendly place to live	8.35	8.32	8.18	8.53	8.37	8.32	8.34
I can make a contribution to the community I live in	6.68	7.71▲	7.16	7.47	6.90▼	7.53▲	7.26
I mainly socialise in my local area	5.10▼	6.97▲	6.19	6.96▲	6.00	6.51	6.29
People in Mosman are generally proud of their area	8.43	8.24	8.32	8.59	7.90▼	8.75▲	8.38
Residents have the opportunity to have input on regional matters that impact on Mosman	6.69	6.14	6.03	6.78	6.14	6.59	6.39

	0	1	2	3	4	5	6	7	8	9	10	Total %	Base
I feel safe in my own home	0%	0%	0%	0%	0%	1%	1%	5%	16%	22%	54%	100%	402
I feel safe walking around my neighbourhood	0%	0%	1%	0%	0%	3%	1%	6%	22%	27%	40%	100%	402
I can call on a neighbour or local relative if I need assistance	1%	0%	2%	0%	0%	4%	4%	9%	20%	16%	43%	100%	402
I feel I belong to the community I live in	0%	0%	3%	0%	1%	7%	6%	15%	24%	16%	27%	100%	402
My neighbourhood is a friendly place to live	0%	1%	1%	1%	2%	3%	6%	12%	25%	16%	35%	100%	402
I can make a contribution to the community I live in	1%	0%	3%	1%	5%	9%	13%	16%	25%	8%	19%	100%	402
I mainly socialise in my local area	4%	2%	3%	7%	7%	14%	12%	16%	15%	7%	13%	100%	402
People in Mosman are generally proud of their area	0%	0%	0%	0%	1%	2%	4%	15%	31%	20%	27%	100%	402
Residents have the opportunity to have input on regional matters that impact on Mosman	2%	0%	3%	4%	4%	16%	14%	22%	22%	6%	5%	100%	402

Scale: 0 = strongly disagree, 10 = strongly agree

▼▲ = A significantly lower/higher level of support (by group)

## Means of Sourcing Information from Council

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

	18 - 34	35 - 49	50 - 64	65+	Male	Female	Overall
Mosman Council websites & social media spaces (like Facebook, Twitter & YouTube)	66%	76%▲	66%	33%▼	68%	57%	62%
The Mosman Daily – news articles	92%	89%	92%	92%	90%	92%	91%
The Mosman Daily – Council's weekly column	45%▼	69%	70%	75%▲	59%	68%	64%
Mosman News (Council Newsletter)	11%▼	43%	56%▲	70%▲	44%	44%	44%
Harbour View magazine	8%▼	39%	37%	39%	29%	32%	30%
North Shore Living magazine	13%	26%	24%	27%	25%	21%	22%
Brochures/flyers in letterbox	52%	57%	56%	61%	51%	61%	57%
Direct mail	53%▼	68%	72%	81%▲	68%	68%	68%
Emails/e-newsletters from Mosman Council, Mosman Library, Mosman Art Gallery and other Council services	34%	37%	32%	35%	32%	36%	35%
Community notice boards	45%▲	24%	21%	29%	24%	34%	30%
Banners and posters	58%	58%	50%	46%	49%	57%	53%
Visiting or phoning Council offices	21%▼	49%	47%	46%	37%	43%	41%
Library	73%	55%	55%	61%	54%	66%	61%
Word of mouth	71%	79%	74%	75%	71%	78%	75%
TV	16%	12%	14%	8%	11%	13%	12%
Radio	21%▲	5%	11%	8%	13%	10%	11%
School	26%	35%▲	12%▼	7%▼	20%	22%	21%
None	0%	1%	1%	0%	1%	0%	1%

▼▲ = significantly lower/higher (by group)



## **Appendix B**

## **Questionnaire**

**Mosman Council  
Community Survey  
June 2014**

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
<b><u>Recreational &amp; Cultural Services</u></b>												
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
<b><u>Community Services</u></b>												
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
<b><u>Waste, Health &amp; Environment</u></b>												
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

### Infrastructure & Traffic

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

### Planning & Heritage

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

### Communication

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**

**Q6a. Thinking of Mosman as a whole, what would you say is the major issue facing Mosman in the next 5-10 years?**

.....

Council is working towards a balanced operating budget which requires a careful review of the services and facilities it currently provides.

Q6b. Are there any services or facilities provided by Council that you believe could be reduced or removed?

Q6c. Are there any services or facilities provided by Council that you would like to see improved (or more of)?

Q6d. How supportive would you be of paying an additional \$2 per week to allow Council to improve the services and facilities it provides for the community? Would you say you are:

Not at all supportive

Not very supportive

Somewhat supportive

Supportive

Very supportive

#### 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
<b>A. Safety</b>											
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"/>

	Strongly disagree						Strongly agree				
	0	1	2	3	4	5	6	7	8	9	10
<b>B. Social</b>											
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"/>

	Strongly disagree						Strongly agree				
	0	1	2	3	4	5	6	7	8	9	10
<b>C. Local Identity</b>											
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"/>

Strongly disagree

Strongly agree

0 1 2 3 4 5 6 7 8 9 10

#### D. Regional

Residents have the opportunity to have input on regional matters that impact on Mosman

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

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

- ☐ Mosman Council websites & social media spaces (like Facebook, Twitter & YouTube)
- ☐ The Mosman Daily – news articles
- ☐ The Mosman Daily – Council's weekly column
- ☐ Mosman News (Council Newsletter)
- ☐ Harbour View magazine
- ☐ North Shore Living magazine
- ☐ Brochures/flyers in letterbox
- ☐ Direct mail (e.g. in rates notices)
- ☐ Emails/e-newsletters 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 way it communicates with 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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**M: 0419784008 | E: [D.Lawrence@mosman.nsw.gov.au](mailto:D.Lawrence@mosman.nsw.gov.au)**