Marrickville Council
2014 Community Survey

Presentation of Key Findings

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MARRICKVILLE
council

micromex
research

Background & Methodology

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Marrickville Council sought to examine community attitudes and perceptions towards current and future services and facilities provided by Council. Key objectives of the research included:

o   To assess and establish the community's priorities and satisfaction in relation to Council activities, services and facilities
o   To identify the community's overall level of satisfaction with Council's performance
o   To understand and measure community response to a series of long term Council resourcing options

To facilitate this, Micromex Research was contracted to develop a survey template that enabled Council to effectively analyse attitudes and trends within the community.

Questionnaire

Micromex Research, together with Marrickville Council, developed the questionnaire.
The survey was conducted by telephone with n=601 households.

Data collection period

The survey was conducted during the period 16th to 26th July 2014 from 4:30pm to 8:30pm, Monday to Friday and from 10am to 4pm Saturday.

Who responded?

Residents of Marrickville Council Local Government Area. The respondent demographics accurately reflected your community.

Confidence level of +/-4.0%

We Explored Resident Response To
37 Service Areas

Supporting and Connecting our Community

Quality of community events, celebrations, festivals performances and exhibitions

Provision of community venues for meetings, classes and events

Provision of arts and cultural facilities

Provision of sporting and recreation facilities

Provision of recreation programs and services

Provision of services for older residents

Provision of services for children

Provision of services for youth

Programs and services to support the needs of people with a disability

Programs and services to help address inequality in the community

Providing and operation libraries and history services

Support of local business

Valuing and Caring for Our Environment

Maintenance of parks and playgrounds

Providing natural areas and green spaces

Support for environmental initiatives

Restoring the Cooks River and its foreshores

Leading an Effective Collaborative Council

Informing the community about its activities and services

Communicating effectively with culturally diverse communities

Access to Council information and Council support

Consulting effectively with the community

Long term planning for Marrickville

Community input to Council decision-making

Council acting on behalf of the community's needs and expectations

Integrating Our Built Environment

Maintaining local roads

Maintaining footpaths

Landscaping and greening of local streets

Providing adequate drainage and flood controls

Ensuring that new developments maintain or enhance their surroundings

Ensuring that new developments protect and preserve local heritage

Management of parking in shopping areas

Management of traffic in residential areas

Management of street parking in residential areas

Provision of facilities for cycling

Monitoring of health and safety standards in local entertainment and eating places

Domestic waste and recycling services

Street cleaning and litter control

Removal of unauthorised graffiti and bill posters

How To Interpret Rating Scores

Ratings questions

The Unipolar Scale of 1 to 5 was used in all rating questions, where 1 was the lowest importance or satisfaction and 5 the highest importance or satisfaction.

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

1.99 or lower	'Very low' level of importance/satisfaction
2.00 – 2.49	'Low' level of importance/satisfaction
2.50 – 2.99	'Moderately low' level of importance/satisfaction
3.00 – 3.59	'Moderate' level of importance/satisfaction
3.60 – 3.89	'Moderately high' level of importance/satisfaction
3.90 – 4.19	'High' level of importance/satisfaction
4.20 – 4.49	'Very high' level of importance/satisfaction
4.50 +	'Extreme' level of importance/satisfaction

Only respondents who rated services/facilities a 4 or 5 in importance were asked to rate their satisfaction with that service/facility

Stated vs. Derived Analysis

We use 2 layers of analysis - To cover both the overt and covert needs of the community

1.   Stated – Performance Gap & Quadrant Analysis

People rate all services/facilities in terms of importance and satisfaction.
However the issue with 'stated outcome' questions, people do not differentiate very much between the importance of different items (e.g. everything is important), therefore, outputs based on stated importance questioning lack sensitivity in identifying actual hierarchies/priorities between attributes

2.   Derived – Regression Analysis

The regression analysis identifies the underlying drivers of overall satisfaction with Council. When we have compared the results of the specialised analysis versus a standard importance scale question they do not always correlate.

The learning provided from this analysis is that if councils solely rely on the stated community priorities they may not be allocating the appropriate resources to the actual service attributes that will improve overall community satisfaction with council.

Consideration should be given to both forms of analysis; but priority should be given to the outcomes of the regression analysis

Key Findings

Summary of Results

The key stated issues facing the local community revolve around the controls on local development and also traffic management.

Marrickville Council is performing well:

- Overall satisfaction with Council is very high
- Council's image within the community has also improved since 2012 and remains strong
- Across the 37 business areas explored, Council is providing at a least a moderate level of satisfaction for 30 of them

Significantly to note, while overall satisfaction has remained strong and image has improved there has been a general decline in resident satisfaction across 22 of the 37 business units.

⇒ ***Why has overall satisfaction remained consistent while at a business unit level resident satisfaction has declined? This is an indication that external factors beyond the scope of this research have enabled the Council's brand to remain buoyant based on issues outside of performance. i.e. the values and vision and communications of the organisation***

Overall Satisfaction with Council

	18 - 34	35 - 49	50 - 64	65+	Male	Female	English	Other
Satisfaction mean ratings	3.74	3.89	3.85	4.06▲	3.82	3.90	3.88	3.78

	Marrickville 2012	Marrickville 2014	NSW 2014 LGA Benchmark
Satisfaction mean ratings	3.78	3.86▲	3.50▼

Scale: 1 = very dissatisfied, 5 = very satisfied
▼▲ = A significantly lower/higher level of satisfaction (by group)
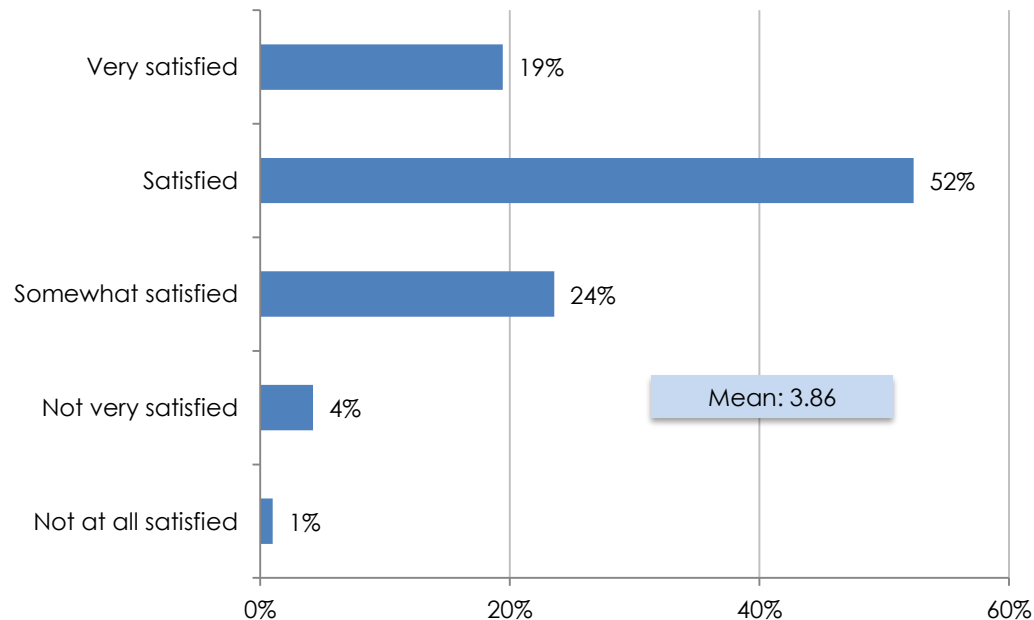
Q.   *Overall, for the last 12 months, how satisfied are you with the performance of Marrickville Council, not just on one or two issues, but across all responsibility areas?*

Base: n=601

Overall satisfaction with Council's performance is above the Micromex NSW LGA Benchmark, with 95% of residents at least 'somewhat satisfied' with Council.

Council's Image within the Community

	18 - 34	35 - 49	50 - 64	65+	Male	Female	English	Other
Mean ratings (6 point scale)	4.30	4.29	4.15	4.26	4.25	4.27	4.29	4.15

	Marrickville 2012	Marrickville 2014
Mean ratings (6 point scale)	4.08	4.26▲

Scale: 1 = very poor, 6 = excellent
▼▲ = significantly lower/higher (by group)

Excellent — 9%
Very good — 32%
Good — 41%
Fair — 14%
Poor — 3%
Very poor — 1%

Mean: 4.26
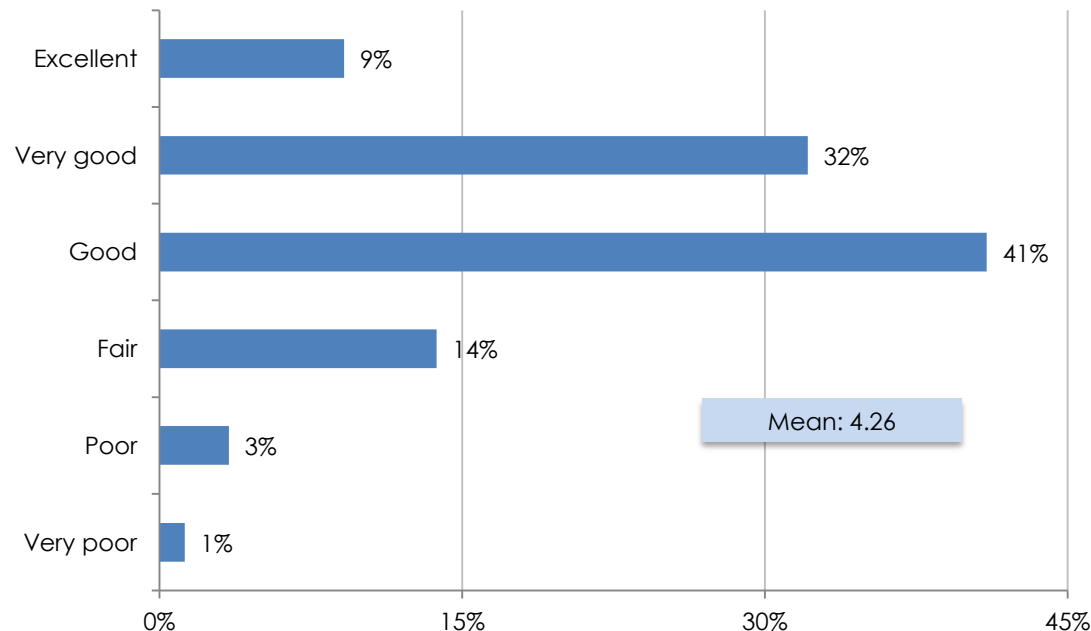
Q.   *Overall, how would you rate Council's image within the community?*

Base: n=601

**82% of residents rated the Council's image as 'good' to excellent' –
this result is significantly higher than in 2012**

LGA Benchmarks

Service/Facility	Marrickville 2014 Satisfaction Scores	Satisfaction Benchmark
Above the Benchmark		
Domestic waste and recycling services (benchmark for waste)	4.1	3.8
Domestic waste and recycling services (benchmark for recycling)	4.1	3.2
Overall satisfaction with the way contact was handled	4.0	3.9
Overall satisfaction with Council	3.9	3.5
Maintenance of parks and playgrounds	3.8	3.5
Providing and operating libraries and history services	3.6	3.5
Informing the community about its activities and services	3.4	3.3
Support for environmental initiatives	3.4	3.3
Support of local business	3.3	3.2
Long term planning for Marrickville	3.2	3.1
Maintaining local roads	3.1	2.8
Equal to the Benchmark		
Provision of sporting and recreation facilities	3.6	3.6
Provision of services for youth	3.2	3.2
Maintaining footpaths	3.0	3.0
Management of parking in shopping areas	3.0	3.0
Below the Benchmark		
Providing adequate drainage and flood controls	3.3	3.5
Provision of community venues for meetings, classes and events	3.3	3.5
Programs and services to support the needs of people with a disability	3.2	3.5
Provision of services for older residents	3.1	3.5
Consulting effectively with the community	3.1	3.3
Provision of arts and cultural facilities	3.1	3.4
Provision of facilities for cycling	2.9	3.1
Ensuring that new developments protect and preserve local heritage	2.9	3.5
Community input to Council decision-making	2.9	3.0
Management of street parking in residential areas	2.8	3.0

Of the 25 measurable services and facilities, 11 ranked higher than the benchmark, 4 equal to with the remaining 10 falling below the satisfaction benchmark

Key Importance Trends

Compared to the previous research conducted in 2012, there was a significant increase in residents' level of importance with 15 of the 37 services and facilities provided by Council, this was:

- Providing and operating libraries and history services (4.28 cf. 4.05)
- Programs and services to support the needs of people with a disability (4.09 cf. 3.79)
- Provision of services for children (3.96 cf. 3.55)
- Provision of sporting and recreation facilities (3.96 cf. 3.81)
- Programs and services to help address inequality in the community (3.90 cf. 3.77)
- Provision of services for older residents (3.69 cf. 3.31)
- Quality of community events, celebrations, festivals, performances and exhibitions (3.57 cf. 3.32)
- Provision of recreation programs and services (3.50 cf. 3.08)
- Provision of community venues for meetings, classes and events (3.30 cf. 3.10)
- Maintenance of parks and playgrounds (4.56 cf. 4.36)
- Providing natural areas and green spaces (4.52 cf. 4.38)
- Restoring the Cooks River and its foreshores (4.32 cf. 4.17)
- Council acting on behalf of the community's needs and expectations (4.31 cf. 4.08)
- Access to Council information and Council support (4.19 cf. 4.03)
- Communicating effectively with culturally diverse communities (3.95 cf. 3.66)

Key Satisfaction Trends

Compared to the previous research conducted in 2012, there was a significant increase in residents' level of satisfaction with 1 of the 37 services and facilities provided by Council, this was:

- Provide adequate drainage and flood controls (3.27 cf. 2.98)

Also, there was a decrease in residents' level of satisfaction with 22 of the 37 services and facilities provided by Council that declined. These include:

- Programs and services to support the needs of people with a disability (3.17 cf. 3.36)
- Provision of services for children (3.45 cf. 3.76)
- Provision of sporting and recreation facilities (3.57 cf. 4.00)
- Programs and services to help address the inequality in the community (3.14 cf. 3.47)
- Provision of services for youth (3.18 cf. 3.36)
- Provision of services for older residents (3.13 cf. 3.53)
- Support of local business (3.26 cf. 3.55)
- Quality of community events, celebrations, festivals, performances and exhibitions (3.55 cf. 3.90)
- Provision of arts and cultural facilities (3.07 cf. 3.37)
- Provision of community venues for meetings, classes and events (3.25 cf. 3.67)
- Restoring the Cooks River and its foreshores (3.23 cf. 3.36)
- Support for environmental initiatives (3.35 cf. 3.51)
- Council acting on behalf of the community's needs and expectations (2.96 cf. 3.14)
- Community input to Council decision-making (2.92 cf. 3.08)
- Access to Council information and Council support (3.45 cf. 3.68)
- Consulting effectively with the community (3.11 cf. 3.28)
- Informing the community about its activities and services (3.39 cf. 3.61)
- Communicating effectively with culturally diverse communities (3.43 cf. 3.72)
- Street cleaning and litter control (3.60 cf. 3.73)
- Ensuring that new developments maintain or enhance their surroundings (2.81 cf. 3.04)
- Ensuring that new developments protect and preserve local heritage (2.93 cf. 3.20)
- Monitoring of health and safety standards in local entertainment and eating places (3.51 cf. 3.63)

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.

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

Summary of Performance Gap Analysis (PGA)

Ranking	Service/Facility	Importance Mean	Satisfaction Mean	Performance Gap
1	Ensuring that new developments maintain or enhance their surroundings	4.34	2.81	1.53
2	Ensuring that new developments protect and preserve local heritage	4.31	2.93	1.38
3	Council acting on behalf of the community's needs and expectations	4.31	2.96	1.35
4	Maintaining footpaths	4.35	3.02	1.33
5	Management of street parking in residential areas	4.11	2.81	1.30
5	Community input to Council decision-making	4.22	2.92	1.30
7	Maintaining local roads	4.36	3.07	1.29
8	Long term planning for Marrickville	4.37	3.15	1.22
8	Management of traffic in residential areas	4.17	2.95	1.22
10	Restoring the Cooks River and its foreshores	4.32	3.23	1.09
11	Consulting effectively with the community	4.19	3.11	1.08

Quadrant Analysis – Importance v Satisfaction

Improve
Higher importance, lower satisfaction

Maintain
Higher importance, higher satisfaction

Niche
Lower importance, lower satisfaction

Satisfaction

Secondary
Lower importance, higher satisfaction

Importance

- Ensuring that new developments maintain or enhance their surroundings
- Council acting on behalf of the community's needs and expectations
- Maintenance of parks and playgrounds (4.56, 3.82)
- Domestic waste and recycling services (4.56, 4.07)
- Monitoring of health and safety standards in local entertainment and eating places
- Providing natural areas and green spaces
- Community input to Council decision-making
- Maintaining local roads
- Long term planning for Marrickville
- Street cleaning and litter control
- Maintaining footpaths
- Restoring the Cooks River and its foreshores
- Providing and operating libraries and history services
- Ensuring that new developments protect and preserve local heritage
- Providing adequate drainage and flood controls
- Consulting effectively with the community
- Support for environmental initiatives
- Access to Council information and Council support
- Management of traffic in residential areas
- Management of street parking in residential areas
- Landscaping and greening of local streets
- Informing the community about its activities and services
- Programs and services to support the needs of people with a disability
- Communicating effectively with culturally diverse communities
- Provision of sporting and recreation facilities
- Management of parking in shopping areas
- Provision of services for children
- Programs and services to help address inequality in the community
- Provision of services for youth
- Provision of services for older residents
- Provision of facilities for cycling
- Removal of unauthorised graffiti and bill posters
- Support of local business
- Quality of community events, celebrations, festivals, performances and exhibitions
- Provision of arts and cultural facilities
- Provision of recreation programs and services
- Provision of community venues for meetings, classes and events

Shapley Value Regression

This model was developed by conducting specialised analysis from over 30,000 LGA interviews conducted since 2008.

The outcomes proved that increasing resident satisfaction by actioning the priorities that they stated as being important does not necessarily positively impact on overall satisfaction with the Council.
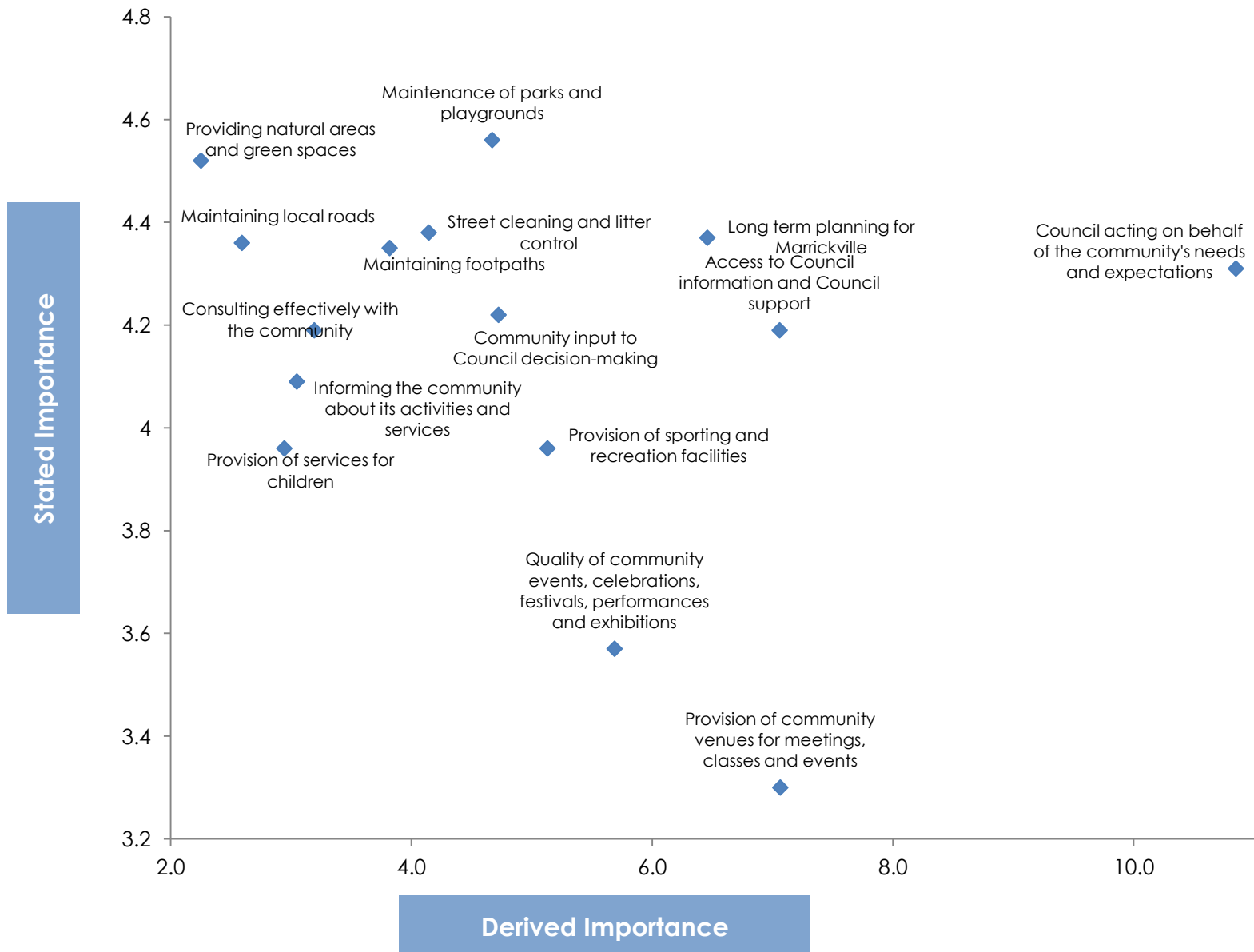
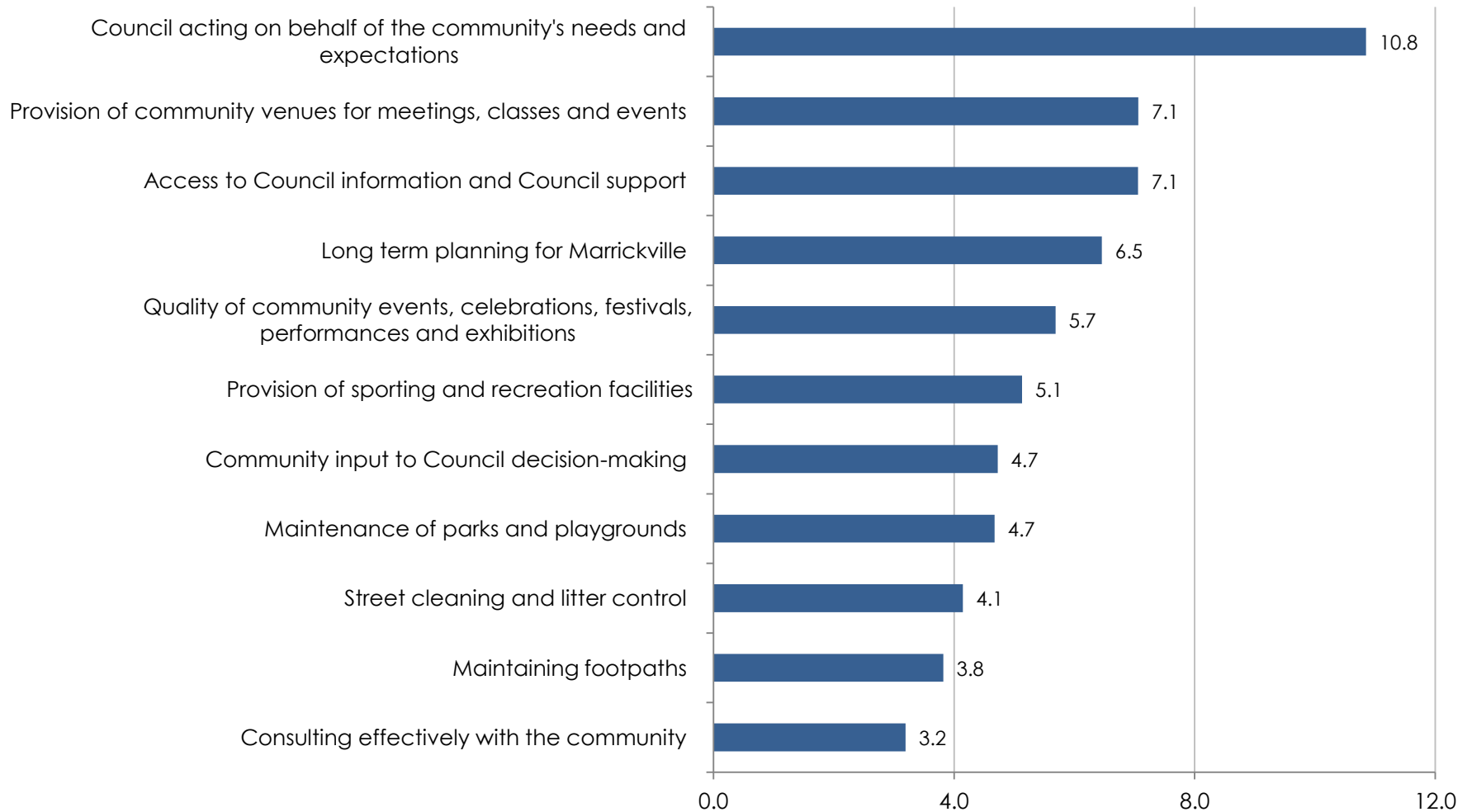**Over 40 unique LGAs since 2010, 60 community surveys**

Correlation Between Stated Importance and Derived Importance is Low

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

Stated Importance

Derived Importance

Maintenance of parks and playgrounds

Providing natural areas and green spaces

Maintaining local roads

Street cleaning and litter control

Long term planning for Marrickville

Council acting on behalf of the community's needs and expectations

Maintaining footpaths

Access to Council information and Council support

Consulting effectively with the community

Community input to Council decision-making

Informing the community about its activities and services

Provision of sporting and recreation facilities

Provision of services for children

Quality of community events, celebrations, festivals, performances and exhibitions

Provision of community venues for meetings, classes and events

These Top 11 Indicators Contribute To Over 60% Of Overall Satisfaction With Council

The contributors to satisfaction are not to be misinterpreted as an indication of current dissatisfaction
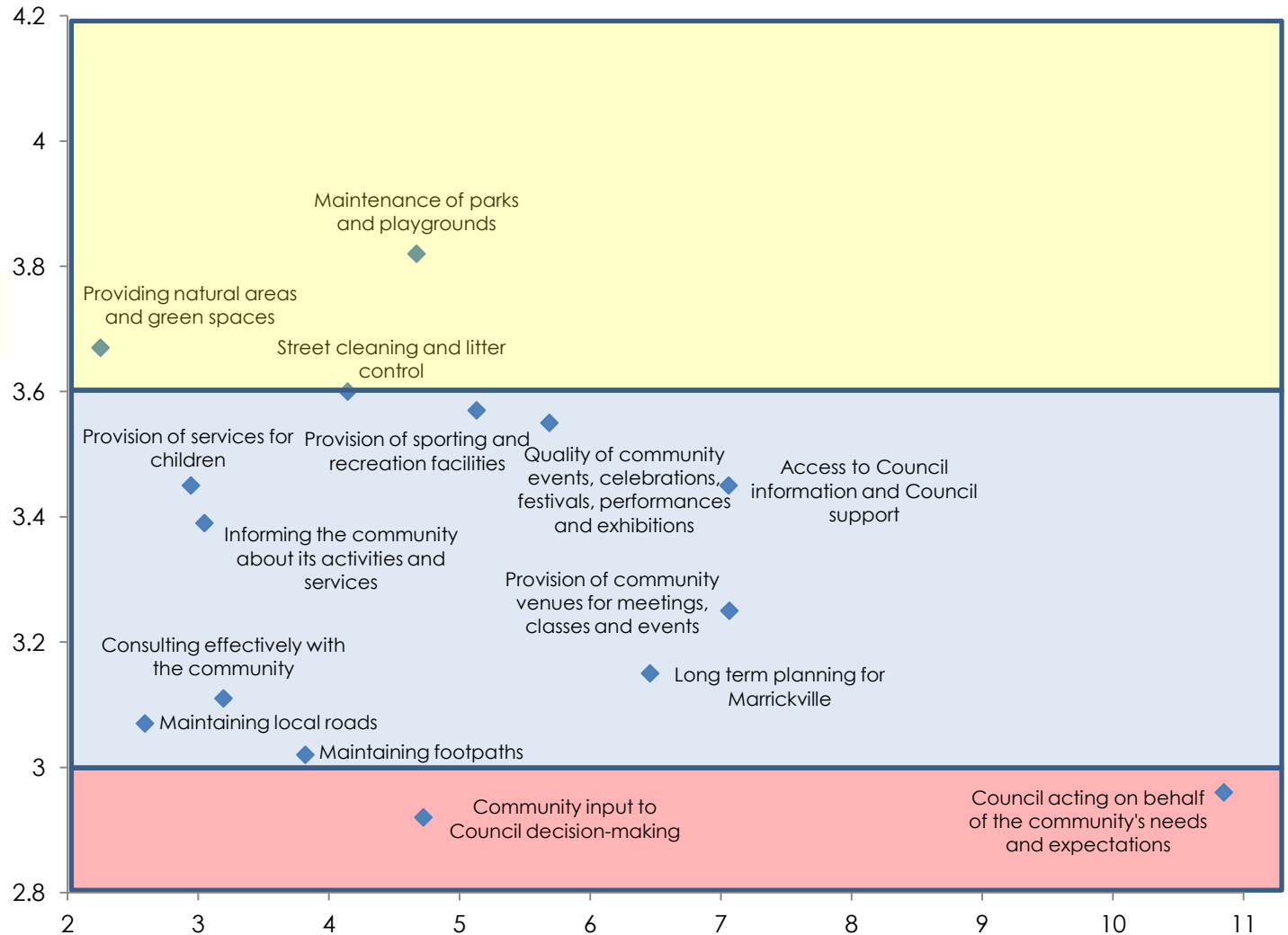
Mapping Stated Satisfaction and Derived Importance Identifies the Community Priority Areas

Stated Satisfaction Mean score

Moderately High Satisfaction+ > 3.6

Moderate Satisfaction 3.0-3.59

Low Satisfaction <3.0

Maintenance of parks and playgrounds

Providing natural areas and green spaces

Street cleaning and litter control

Provision of services for children

Provision of sporting and recreation facilities

Quality of community events, celebrations, festivals, performances and exhibitions

Access to Council information and Council support

Informing the community about its activities and services

Provision of community venues for meetings, classes and events

Consulting effectively with the community

Long term planning for Marrickville

Maintaining local roads

Maintaining footpaths

Community input to Council decision-making

Council acting on behalf of the community's needs and expectations

% Derived Importance

Recommendations

Recommendations & Next Steps

Based on the outcomes, we believe that Council should focus on the following:

1. Explore the declines in satisfaction across the key service areas. What could be driving this? Why is it not having a greater impact on overall satisfaction? What has sustained the high level support for overall satisfaction? Council could look to identify and explore this trend in order to assist it in communicating with the community on what is required to counter the general softening in satisfaction

2. Understanding community expectation around Council advocacy and how it acts on behalf of the needs of residents

3. Understand priorities and service level requirements around sporting and recreational facilities, parks and playgrounds, street cleaning and footpaths

4. Understand community engagement requirements in regard to long term planning and level of involvement in decision making

5. Continue to focus on creating a sense of community via meetings, classes, events and celebrations

![micromex research]

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