



2019 Local Government Community Satisfaction Survey

Frankston City Council

Coordinated by the Department of
Environment, Land, Water and Planning
on behalf of Victorian councils

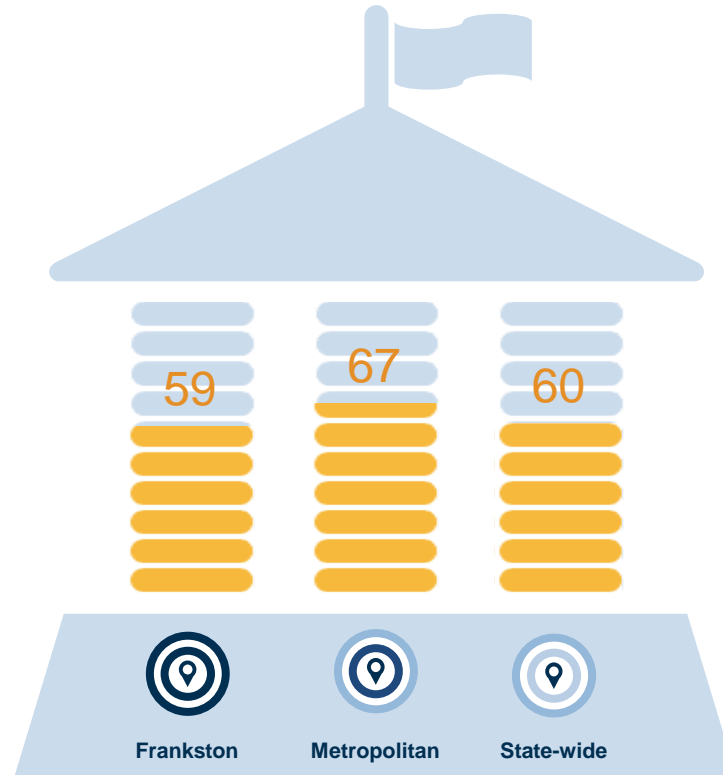


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Frankston City Council – at a glance



Overall Council performance

Results shown are index scores out of 100.



Background and objectives



Background and objectives

The Victorian Community Satisfaction Survey (CSS) creates a vital interface between the council and their community.

Held annually, the CSS asks the opinions of local people about the place they live, work and play and provides confidence for councils in their efforts and abilities.

Now in its twentieth year, this survey provides insight into the community's views on:

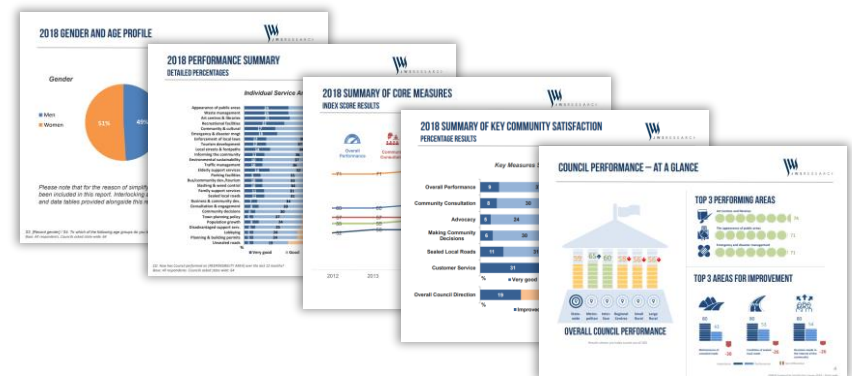
- councils' overall performance with benchmarking against State-wide and council group results
- community consultation and engagement
- advocacy and lobbying on behalf of the community
- customer service, local infrastructure, facilities and
- overall council direction.

When coupled with previous data, the survey provides a reliable historical source of the community's views since 1998. A selection of results from the last seven years shows that councils in Victoria continue to provide services that meet the public's expectations.

Serving Victoria for 20 years

Each year the CSS data is used to develop the State-wide report which contains all of the aggregated results, analysis and data. Moreover, with 20 years of results, the CSS offers councils a long-term, consistent measure of how they are performing – essential for councils that work over the long term to provide valuable services and infrastructure to their communities.

Participation in the State-wide Local Government Community Satisfaction Survey is optional. Participating councils have various choices as to the content of the questionnaire and the sample size to be surveyed, depending on their individual strategic, financial and other considerations.





Key findings and recommendations



Overall performance

The overall performance index score of 59 for Frankston City Council represents a significant four-point improvement on the 2018 result. This significant improvement reverses the declining trend evident from 2013 to 2018.

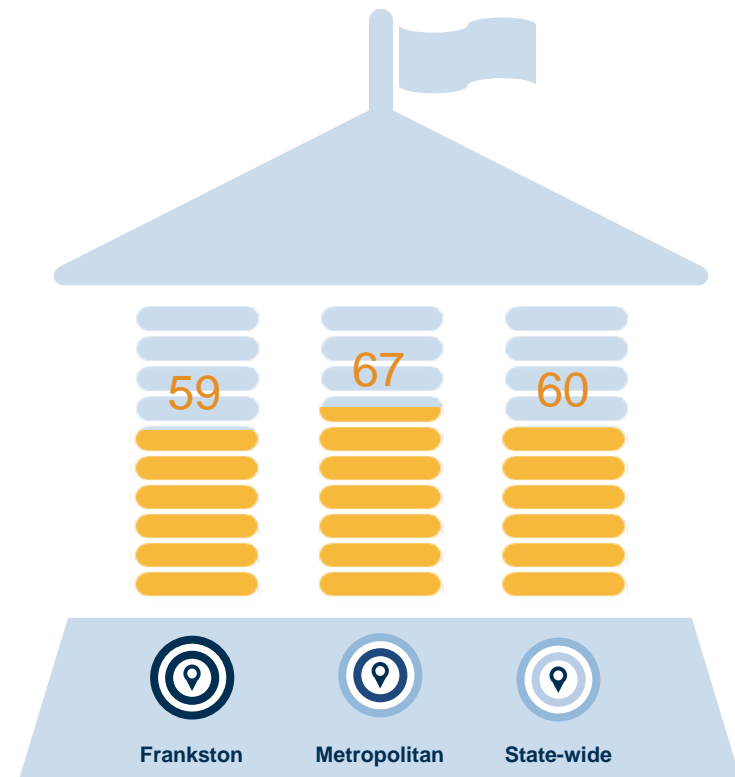
- Overall performance, however, remains seven points down on Council's peak result of 66 achieved in 2013.

Frankston City Council's overall performance is rated in line with the average rating for councils State-wide (index score of 60), but significantly lower (at the 95% confidence level) than the average for councils in the Metropolitan group (index score of 67).

- While perceptions of overall performance increased amongst most groups, the most significant ratings' improvements occurred among residents of the South Ward (index score of 61, up 10 index points from 2018), residents aged 65+ years (58, up seven index points), and women (58, up five index points).
- Residents aged 18 to 34 years rate Council's overall performance significantly higher than average (index score of 64), while residents aged 50 to 64 years (52) rate Council lowest on this measure.

Three times as many residents rate Council's overall performance as 'very good' or 'good' (46%) as those who rate it as 'very poor' or 'poor' (15%).

Overall Council performance



Results shown are index scores out of 100.



Customer contact and service

Contact with council

Half (51%) of Frankston City Council residents have had contact with Council in the last 12 months. This is not significantly different to 2018 (54%), which at the time, marked a three-year high for rate of contact with Council.

- Residents aged 50 to 64 years (62%) had the most contact with Council in the last twelve months. It is important to note that this cohort rates Council's overall performance significantly lower than average.
- Conversely, residents aged 18 to 34 years had the least contact with council (44%).

Customer service

Frankston City Council receives its highest performance ratings in the area of customer service. Its customer service index score of 68 is in line with the 2018 result. Customer service ratings have been largely consistent over the past three years (index score of 67 in both 2018 and 2017), remaining four points down on Council's highest result of 72 achieved in 2012.

- Performance on this measure is rated lower than the State-wide and Metropolitan group council averages (index scores of 71 and 76 respectively). Council's customer service rating is significantly lower than the Metropolitan group average.

Just under one-third of residents (29%) rate Council's customer service as 'very good', with another one-third (35%) rating it as 'good'. Another 18% rate Council's customer service as 'average'; and 16% rate Council's customer service as 'very poor' or 'poor'.

- Council's customer service rating is higher in the South Ward (index score of 72) than in the North West and North East Wards (index scores of 63 and 65 respectively).



Top performing areas and areas for improvement

Top performing areas

Customer service is the area where Frankston City Council has performed most strongly overall (index score of 68), followed closely by sealed local roads (index score of 66).

Though increases are not considered significant, Council's performance improved by a few points between 2018 and 2019 in all service areas tested, with ratings for sealed local roads improving by two index points and community decisions by three index points. Ratings for both of the aforementioned measures are back on the rise after experiencing significant declines between 2016 and 2017.

In the area of sealed local roads specifically, Council's rating has returned to peak levels last achieved in 2014 (index score of 67). Council also performs significantly higher than the State-wide average for councils in the area of sealed local roads (index score of 56), but is significantly lower than the Metropolitan group average (index score of 69).

- Improvements in sealed local roads are driven by the 18 to 34 year age group (index score of 70, up seven index points) and residents in the South Ward (70, up six points).

Areas for improvement

While Council performance ratings held steady across all measures in 2019 (increasing by one to three points depending on the measure), the areas of consultation and engagement (index score of 54), advocacy (index score of 55), and making community decisions (index score of 55) stand out as the areas most in need of Council attention. These measures rate lower than other measures evaluated.

- On the measure of advocacy, residents aged 50 to 64 years rate Council significantly lower (index score of 49) than average.

In addition, in the areas of consultation and engagement and making community decisions, Council rates significantly lower than Metropolitan group averages (index scores of 58 and 60 respectively). Ratings on these measures are in line with State-wide averages for councils.



Focus areas for coming 12 months

Perceptions of Council improved – as in the case of overall performance – or remain relatively stable compared to 2018. Significant gains achieved last year in the area of sealed local roads have been maintained. These are positive results for council.

Council should focus attention on service areas where current performance levels are low and/or significantly lower than Metropolitan group averages. Areas that stand out as being in need of attention are consultation and engagement, making community decisions and sealed local roads.

Year on year, it is important to note that perceptions of Council's overall direction have not changed significantly (current index score of 52). However, ratings are trending down over time (from a peak rating of 63 in 2013).

- Ratings in 2019 are not significantly different to the State-wide and Metropolitan council group averages on this metric.
- Improvements in perceptions of consultation and engagement and decisions made in the interest of the community may assist to create confidence in Council's overall direction.

More generally, consideration should also be given to residents aged 50 to 64 years and those in the North West Ward, who appear to be driving negative opinion in a number of areas in 2019.

- It is also important not to ignore, and to learn from, what is working amongst other groups, especially residents aged 18 to 34 years, and use these lessons to build on performance experience and perceptions.

On the positive side, Council should look to maintain and build upon ratings gains and positive inroads made in the past year.



Further areas of exploration

An approach we recommend is to further mine the survey data to better understand the profile of these over and under-performing demographic groups. This can be achieved via additional consultation and data interrogation, self-mining the SPSS data provided, or via the dashboard portal available to the council.

A personal briefing by senior JWS Research representatives is also available to assist in providing both explanation and interpretation of the results. Please contact JWS Research on:

03 8685 8555

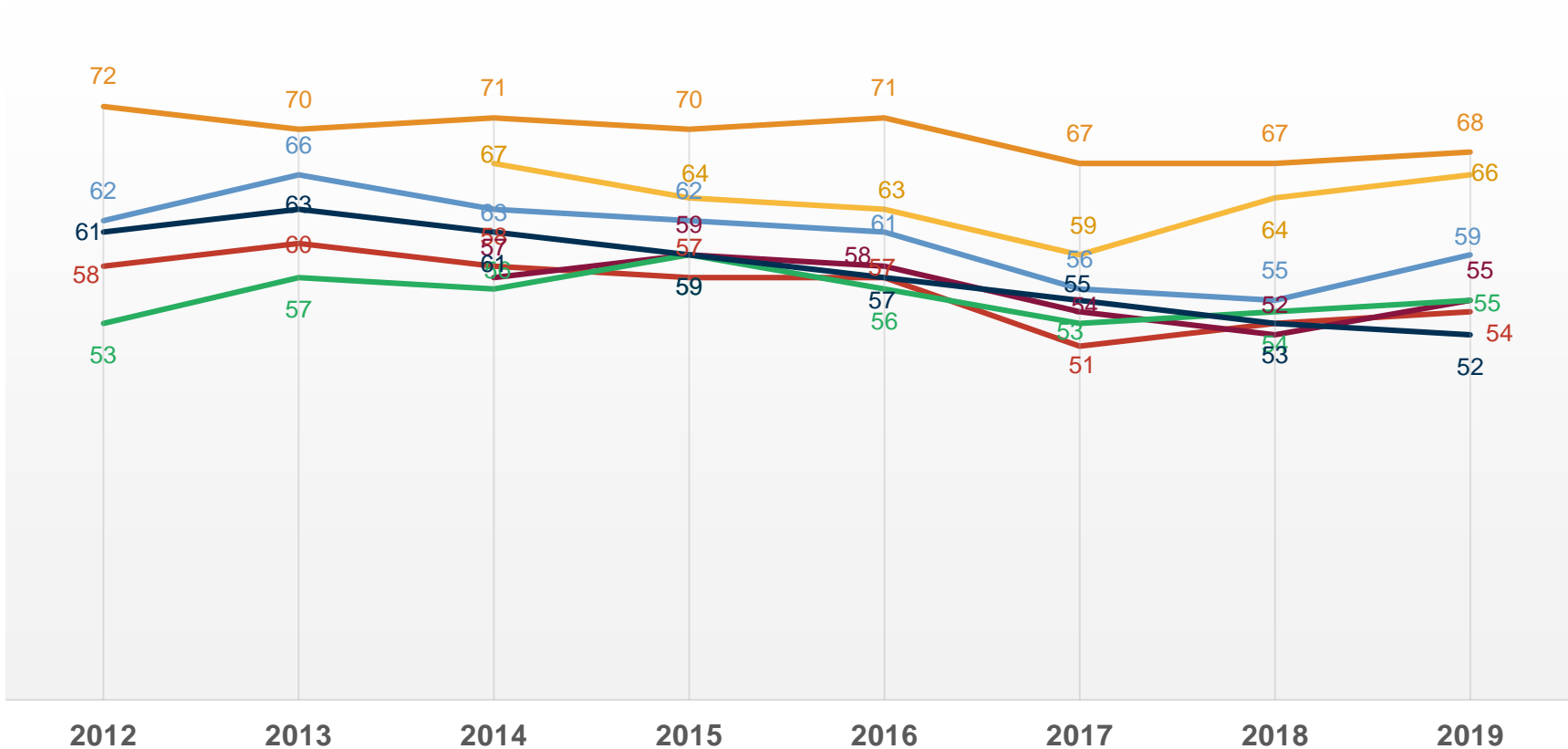


Summary of findings



Summary of core measures

Index scores





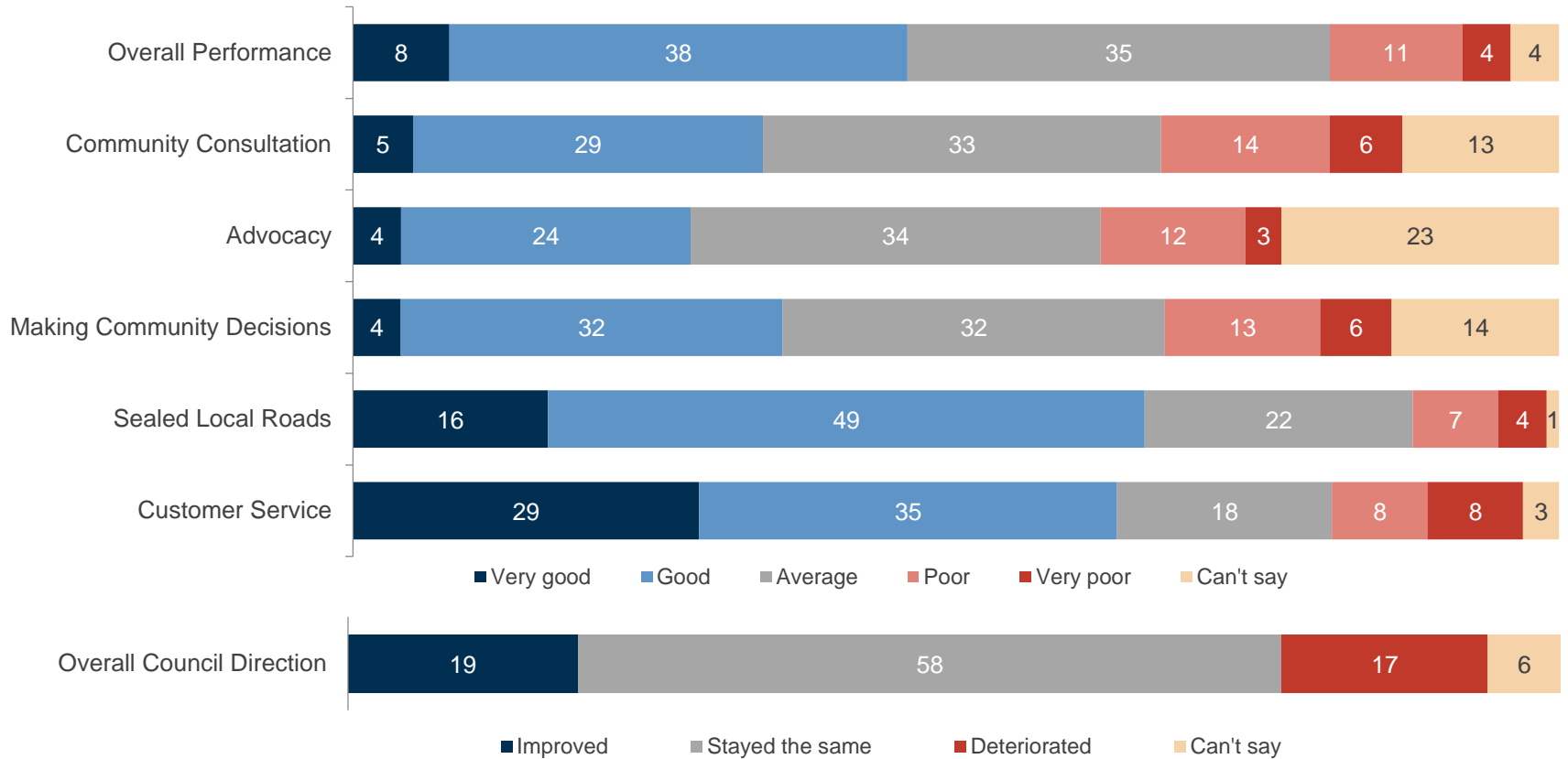
Summary of core measures

Performance Measures	Frankston 2019	Frankston 2018	Metro 2019	State-wide 2019	Highest score	Lowest score
Overall Performance	59	55	67	60	Aged 18-34 years	Aged 50-64 years
Community Consultation (Community consultation and engagement)	54	53	58	56	Aged 18-34 years	Aged 50-64 years
Advocacy (Lobbying on behalf of the community)	55	54	57	54	Aged 18-34 years and 65+ years	Aged 50-64 years
Making Community Decisions (Decisions made in the interest of the community)	55	52	60	55	Aged 18-34 years	North West Ward
Sealed Local Roads (Condition of sealed local roads)	66	64	69	56	Aged 18-34 years, South Ward	North West Ward
Customer Service	68	67	76	71	South Ward, Aged 65+ years	North West Ward
Overall Council Direction	52	53	55	53	Aged 18-34 years	Aged 50-64 years



Summary of key community satisfaction

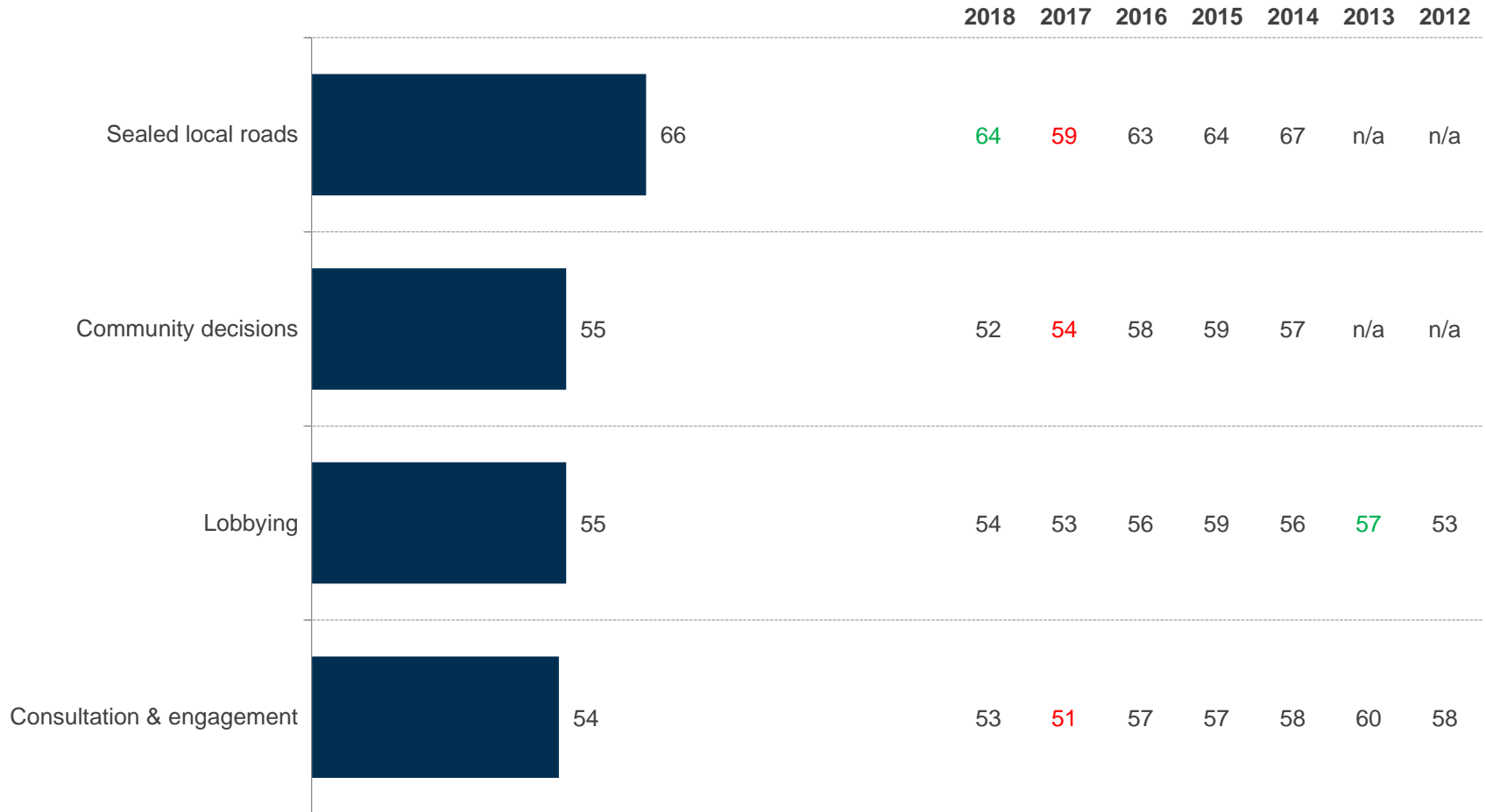
Key measures summary results (%)





Individual service area performance

2019 individual service area (index scores)

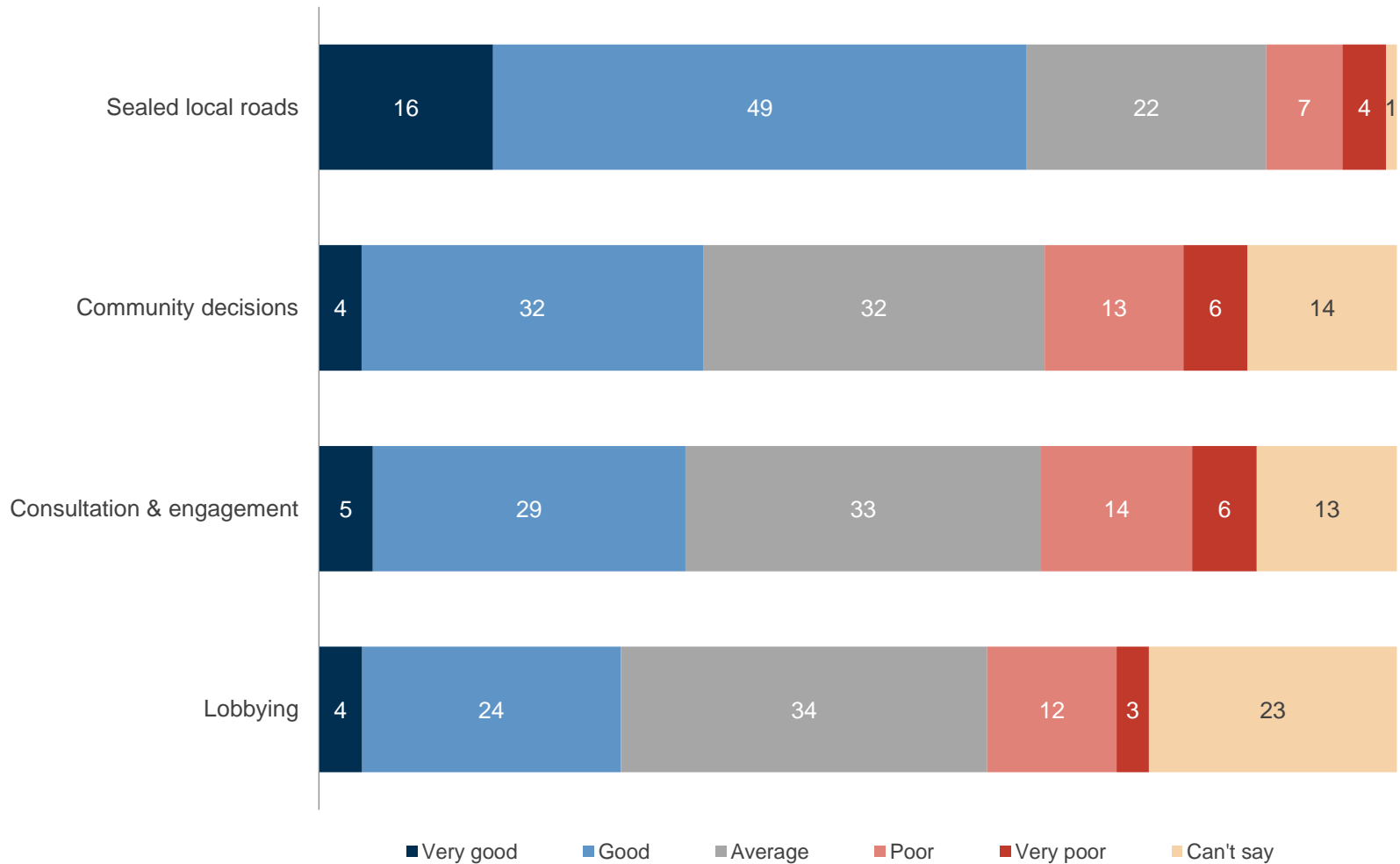


Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?
 Base: All respondents. Councils asked state-wide: 63 Councils asked group: 14
 Note: Please see Appendix A for explanation of significant differences.



Individual service area performance

2019 individual service area performance (%)



Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?
 Base: All respondents. Councils asked state-wide: 63 Councils asked group: 14

Individual service area performance vs State-wide average



Significantly Higher than State-wide Average

- Sealed local roads

Significantly Lower than State-wide Average

- None



Individual service area performance vs group average

Significantly Higher than Group Average

- None

Significantly Lower than Group Average

- Consultation & engagement
- Making community decisions
- Sealed local roads

DETAILED FINDINGS

The background of the slide features large, dark blue letters 'N' and 'W' in a serif font. The letters are filled with a satellite night view of Earth, showing city lights and a network of glowing lines. The 'N' is on the left and the 'W' is on the right, both slanted downwards from left to right. The text 'Overall performance' is located in the bottom left corner in a bold, dark blue, sans-serif font.

Overall performance



Overall performance

2019 overall performance (index scores)

	2018	2017	2016	2015	2014	2013	2012
Metro	65	64	66	67	n/a	n/a	n/a
18-34	60	61	63	65	67	66	64
South Ward	51	56	58	64	63	64	65
Men	57	55	62	65	63	65	60
State-wide	59	59	59	60	61	60	60
North East Ward	60	58	62	63	63	68	61
Frankston	55	56	61	62	63	66	62
65+	51	56	63	63	63	68	63
35-49	58	55	60	60	63	63	60
Women	53	58	60	59	64	66	64
North West Ward	53	54	63	59	65	65	60
50-64	49	53	55	59	60	65	59

Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Frankston City Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?

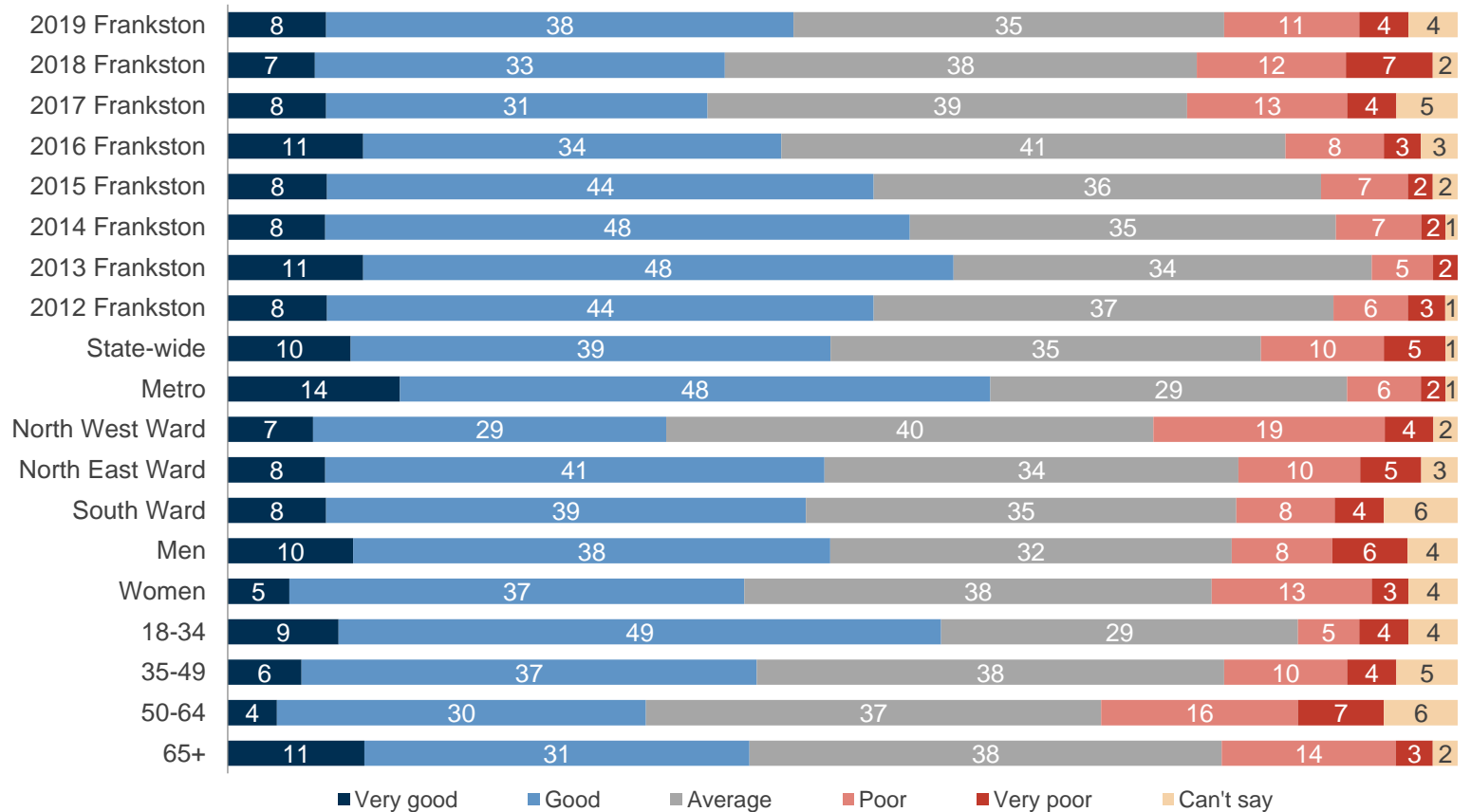
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 14

Note: Please see Appendix A for explanation of significant differences.



Overall performance

Overall performance (%)



Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Frankston City Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?
 Base: All respondents. Councils asked state-wide: 63 Councils asked group: 14

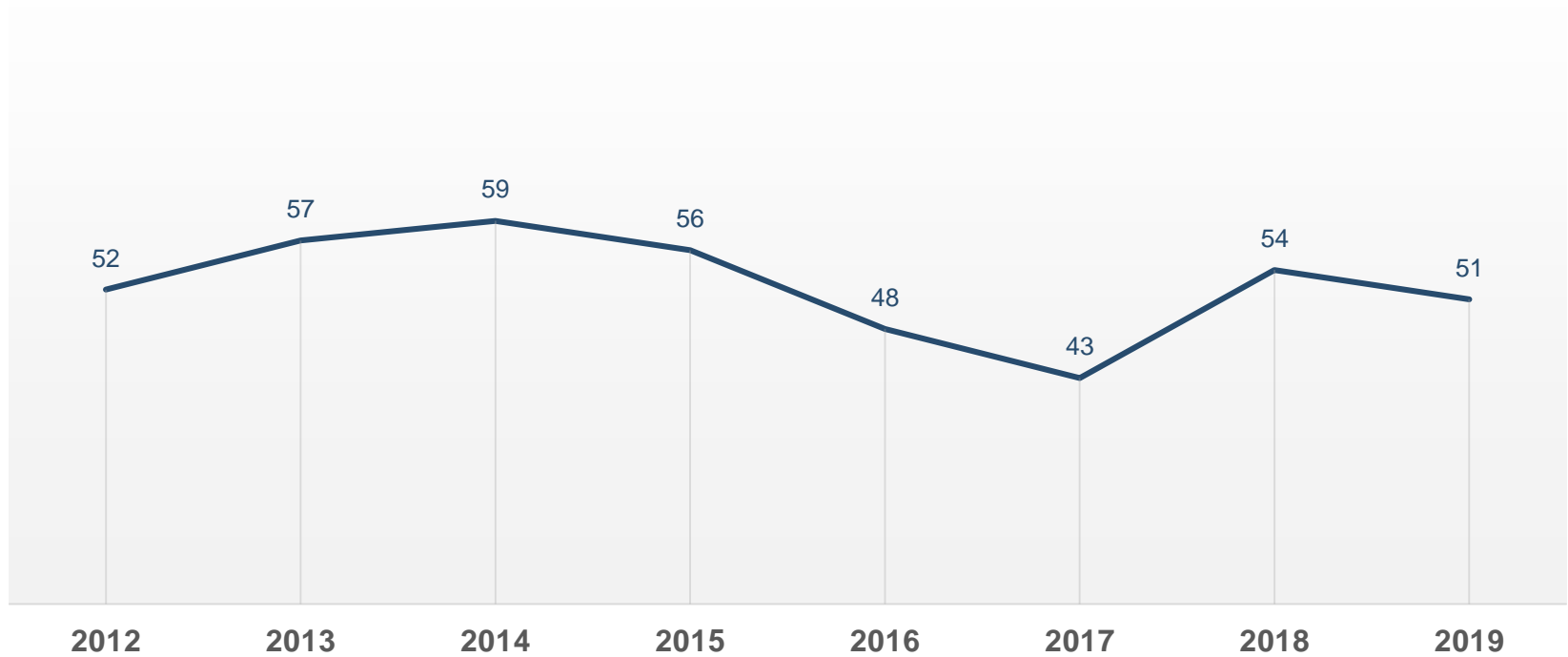


Customer service



Contact with council

2019 contact with council (%)
Have had contact



Q5. Over the last 12 months, have you or any member of your household had any contact with Frankston City Council? This may have been in person, in writing, by telephone conversation, by text message, by email or via their website or social media such as Facebook or Twitter?
Base: All respondents. Councils asked state-wide: 38 Councils asked group: 8



Contact with council

2019 contact with council (%)

	2018	2017	2016	2015	2014	2013	2012
50-64	52	46	56	49	67	56	54
State-wide	61▲	58	58	60	61	60	61
Metro	57	57	58	60	n/a	n/a	n/a
North West Ward	65	47	37	55	61	63	53
35-49	63	55	38	63	60	62	64
Men	48	40	44	55	56	53	45
Frankston	54	43	48	56	59	57	52
South Ward	54	43	51	56	58	56	57
Women	60	46	52	56	61	61	58
North East Ward	47	41	53	55	57	53	46
65+	51	47	49	53	57	53	51
18-34	51	29	52	55	53	56	40

Q5. Over the last 12 months, have you or any member of your household had any contact with Frankston City Council? This may have been in person, in writing, by telephone conversation, by text message, by email or via their website or social media such as Facebook or Twitter?
 Base: All respondents. Councils asked state-wide: 38 Councils asked group: 8
 Note: Please see Appendix A for explanation of significant differences.



Customer service rating

2019 customer service rating (index scores)

		2018	2017	2016	2015	2014	2013	2012
Metro	76▲	72	71	73	73	n/a	n/a	n/a
South Ward	72	68	70	70	65	74	67	69
65+	72	69	72	76	77	75	78	73
State-wide	71	70	69	69	70	72	71	71
Women	70	65	68	73	68	77	71	76
Frankston	68	67	67	71	70	71	70	72
35-49	67	70	71	65	68	68	68	74
50-64	67	66	60	65	67	72	70	65
18-34	66	63	64	74	68	72	66	71
Men	66	70	67	68	72	65	69	66
North East Ward	65	67	68	69	73	74	73	77
North West Ward	63	67	63	77	73	67	71	69

Q5c. Thinking of the most recent contact, how would you rate Frankston City Council for customer service? Please keep in mind we do not mean the actual outcome but rather the actual service that was received.

Base: All respondents who have had contact with Council in the last 12 months.

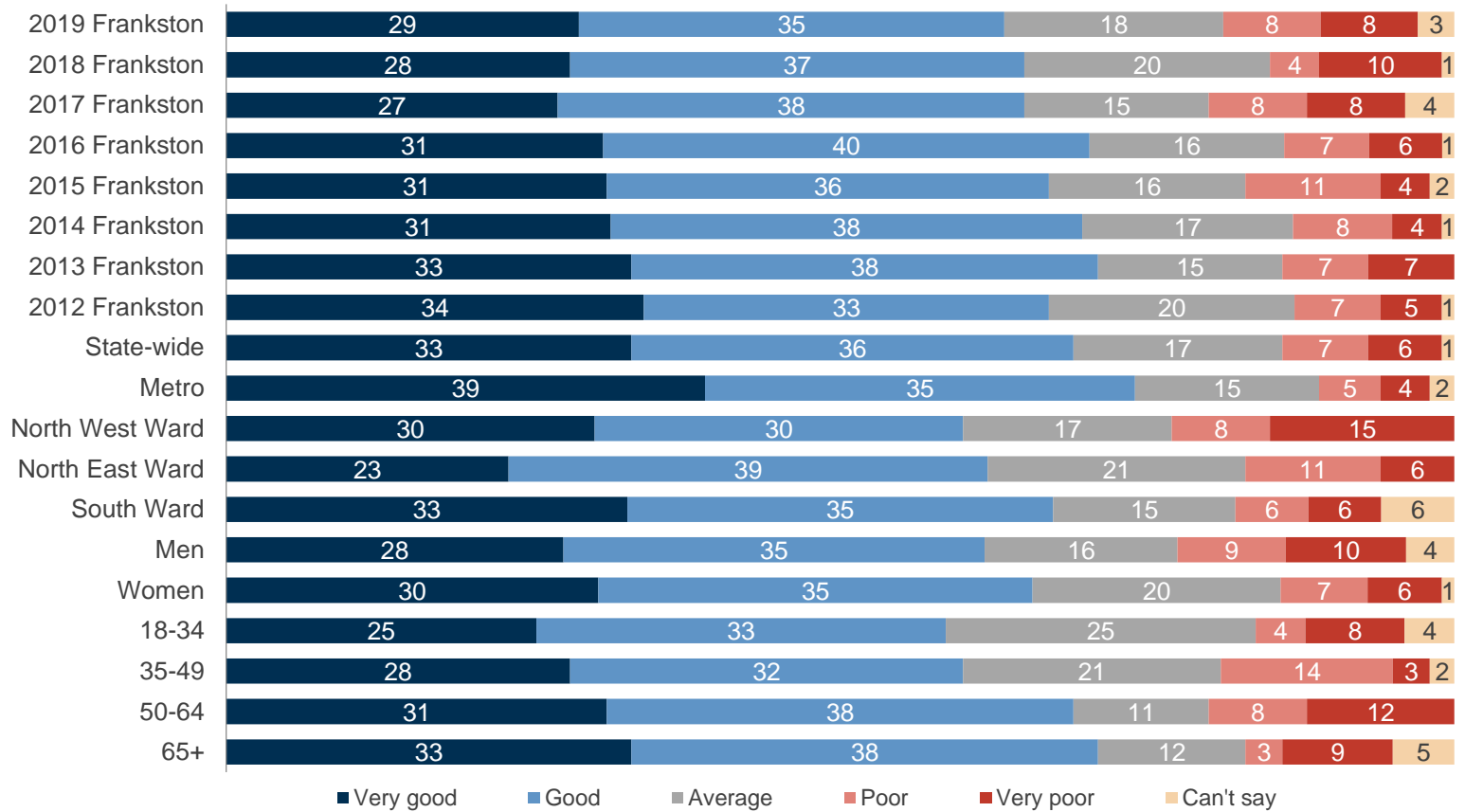
Councils asked state-wide: 63 Councils asked group: 14

Note: Please see Appendix A for explanation of significant differences.



Customer service rating

Customer service rating (%)



Q5c. Thinking of the most recent contact, how would you rate Frankston City Council for customer service? Please keep in mind we do not mean the actual outcome but rather the actual service that was received.
 Base: All respondents who have had contact with Council in the last 12 months.
 Councils asked state-wide: 63 Councils asked group: 14



Council direction



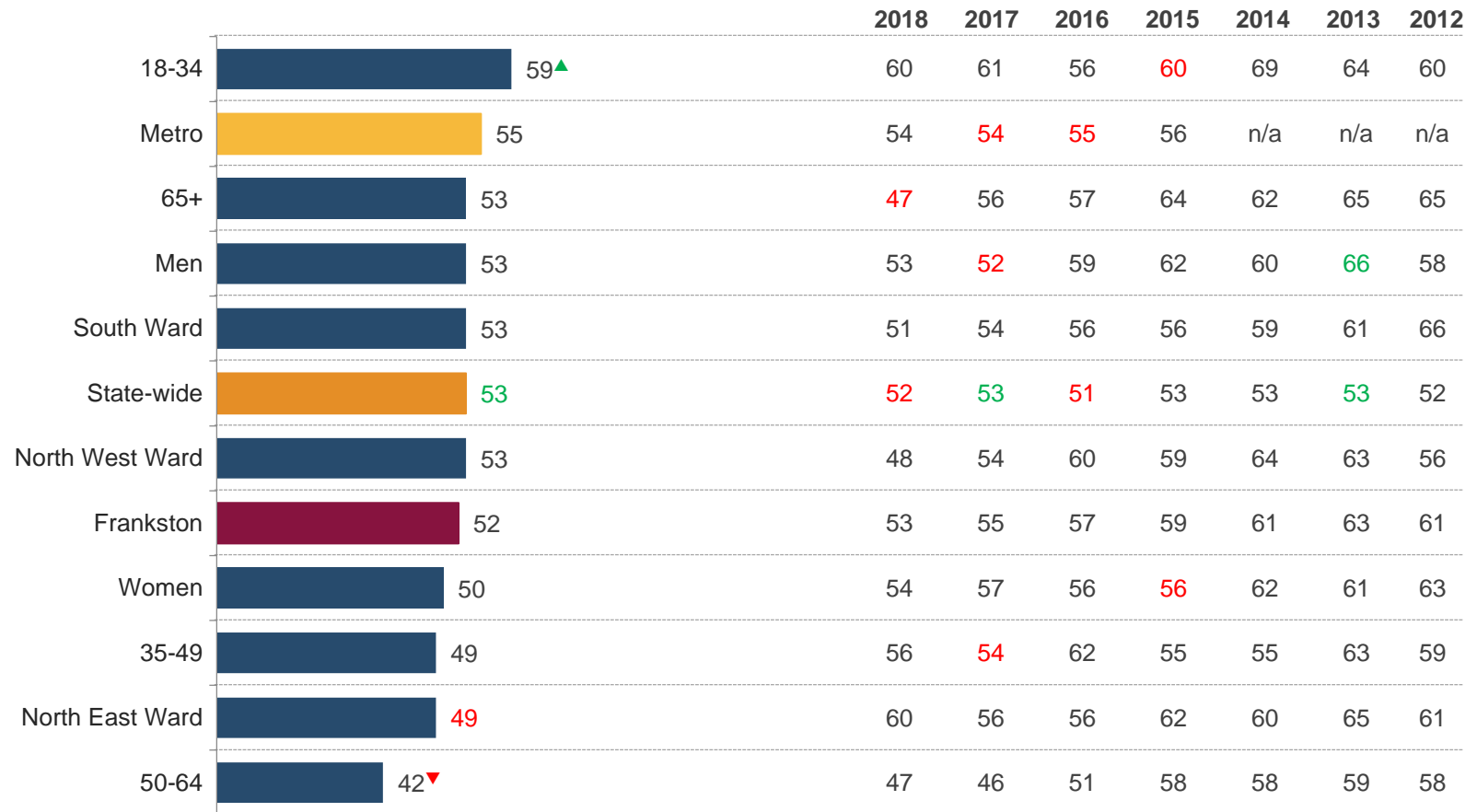
Council direction summary

Council direction	<ul style="list-style-type: none">• 58% stayed about the same, up 3 points on 2018• 19% improved, down 4 points on 2018• 17% deteriorated, equal points on 2018
Most satisfied with Council direction	<ul style="list-style-type: none">• Aged 18-34 years
Least satisfied with Council direction	<ul style="list-style-type: none">• Aged 50-64 years



Overall council direction last 12 months

2019 overall direction (index scores)



Q6. Over the last 12 months, what is your view of the direction of Frankston City Council's overall performance?

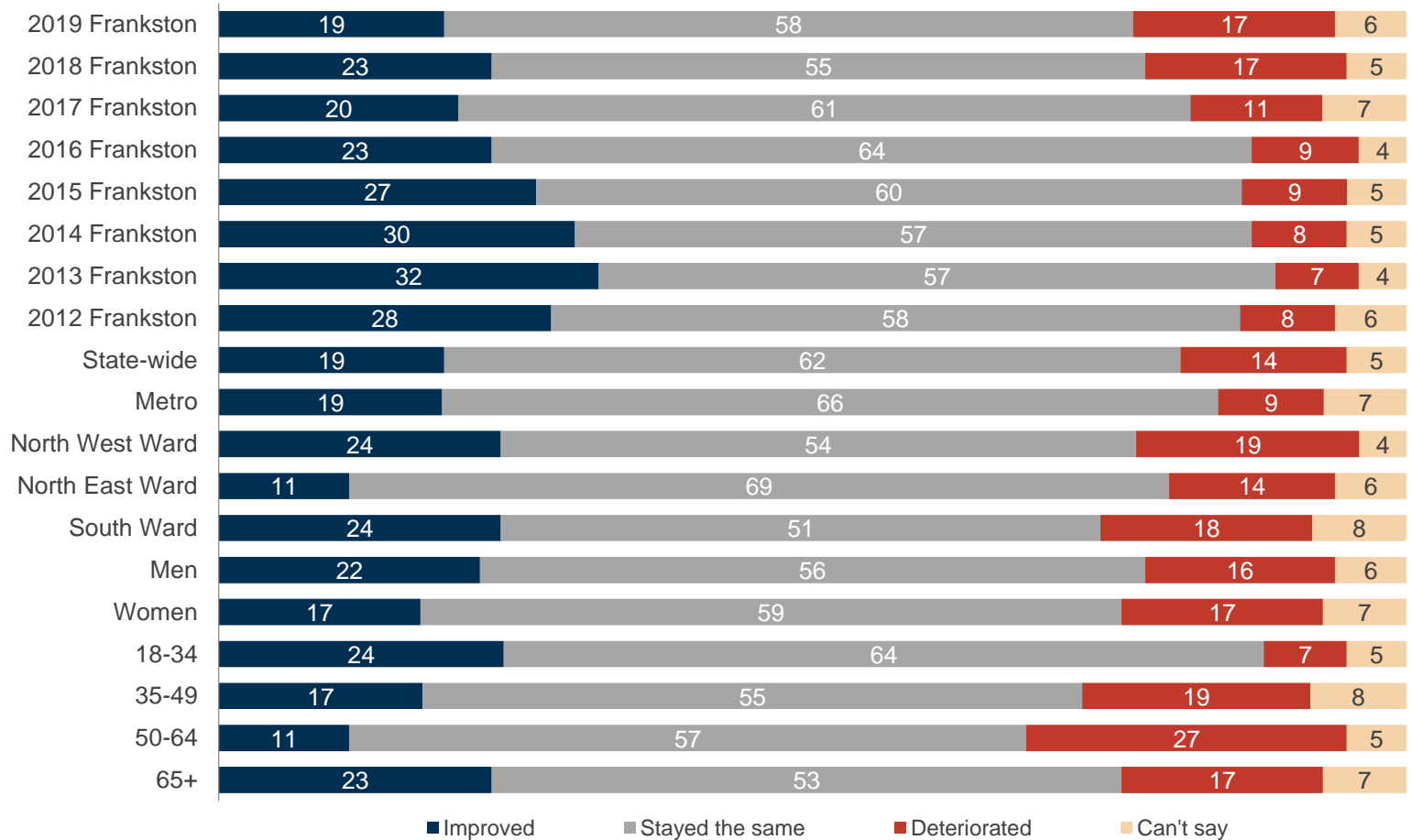
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 14

Note: Please see Appendix A for explanation of significant differences.



Overall council direction last 12 months

2019 overall council direction (%)



Q6. Over the last 12 months, what is your view of the direction of Frankston City Council's overall performance?
 Base: All respondents. Councils asked state-wide: 63 Councils asked group: 14



**Individual
service areas**



Community consultation and engagement performance

2019 Consultation and engagement performance (index scores)

	2018	2017	2016	2015	2014	2013	2012
Metro	57	58 [▲]	58	58	n/a	n/a	n/a
18-34	59	52	64	59	61	63	56
65+	46	53	55	62	60	59	63
State-wide	55	55	54	56	57	57	57
South Ward	51	54	54	60	60	57	61
Women	51	53	57	55	57	58	60
North East Ward	55	53	58	58	56	63	57
Frankston	53	51	57	57	58	60	58
Men	54	49	56	60	59	61	55
35-49	55	50	54	52	58	58	56
North West Ward	51	43	58	54	58	59	55
50-64	47	49	50	56	51	56	57

Q2. How has Council performed on 'Community consultation and engagement' over the last 12 months?

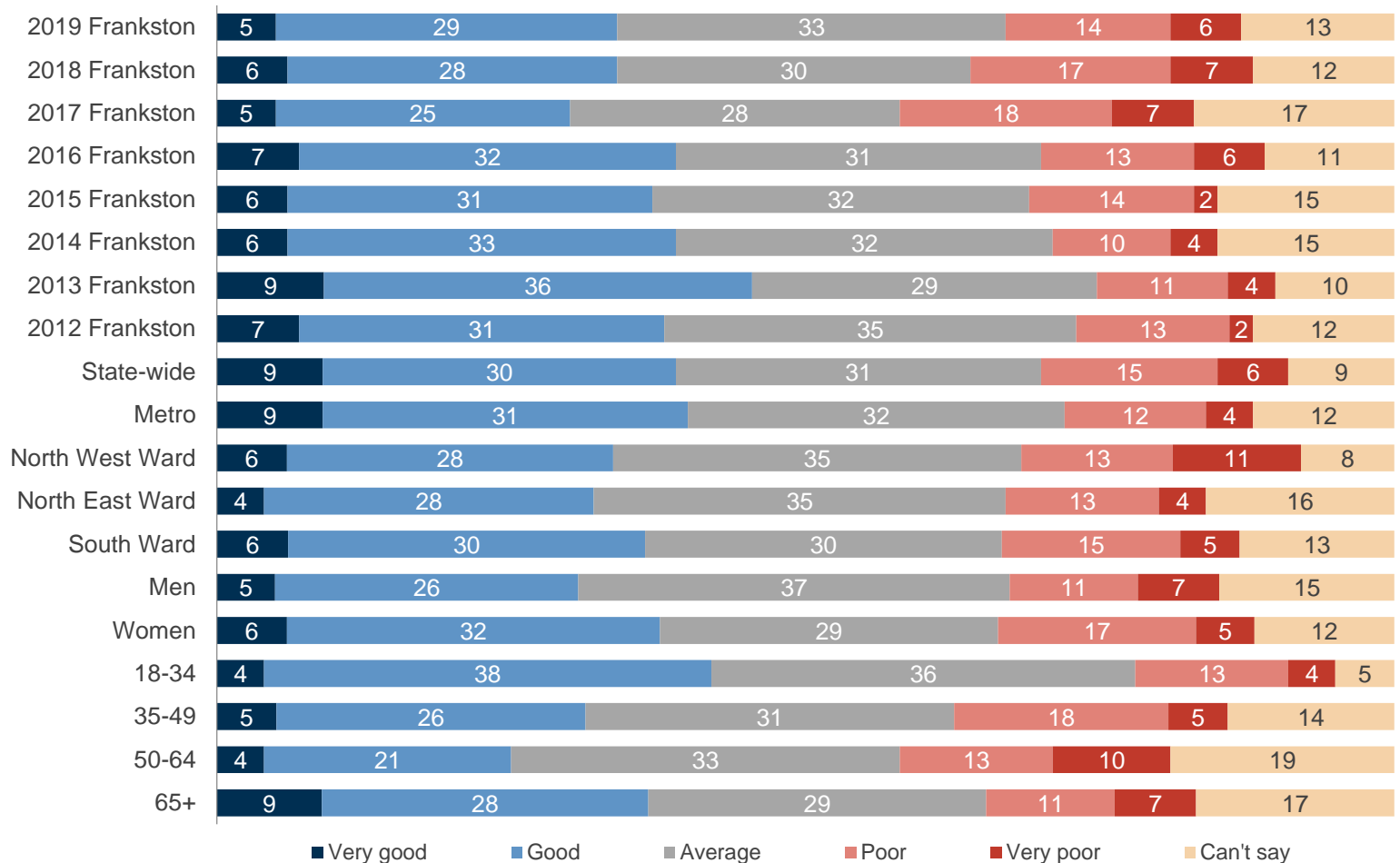
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 14

Note: Please see Appendix A for explanation of significant differences.



Community consultation and engagement performance

2019 Consultation and engagement performance (%)

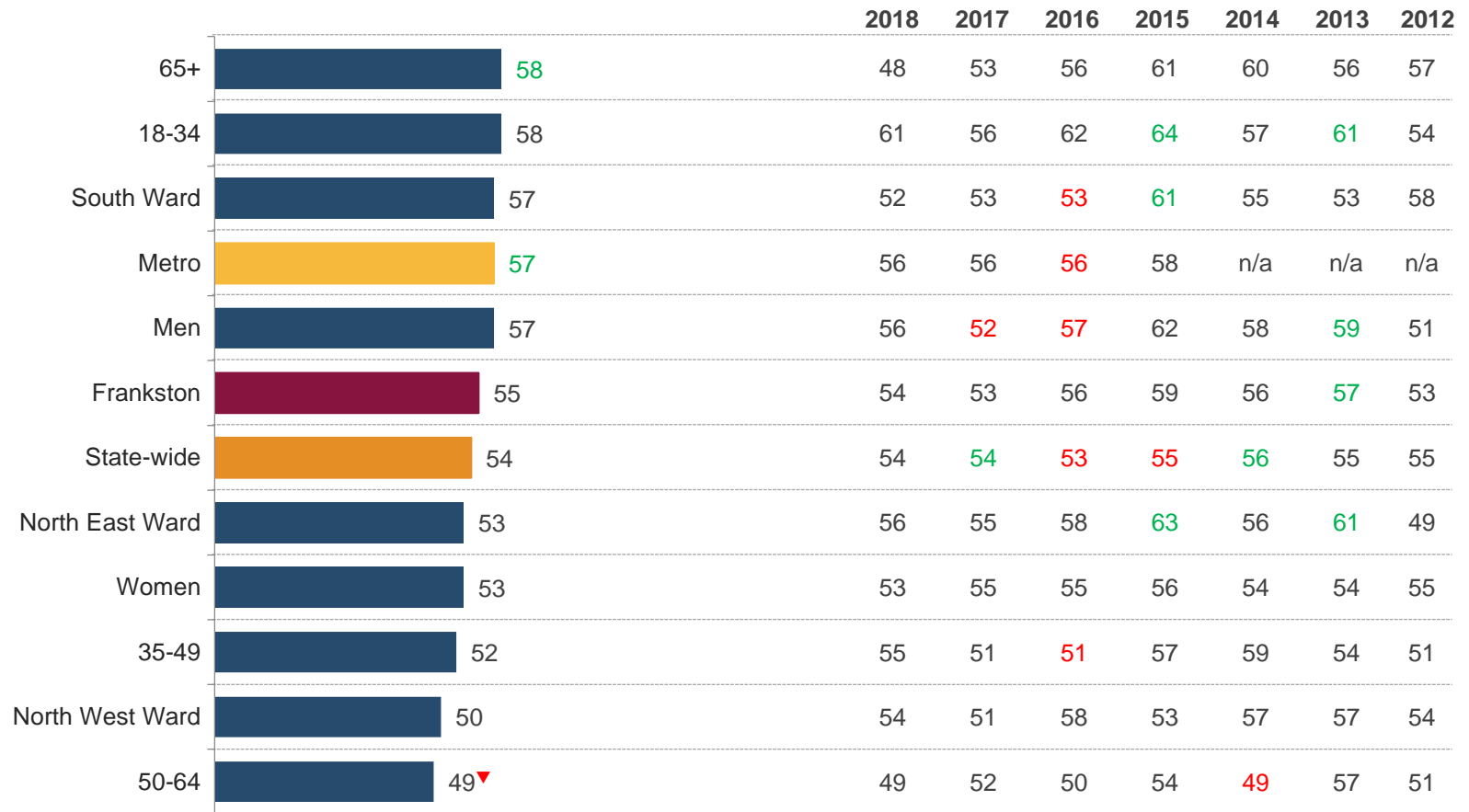


Q2. How has Council performed on 'Community consultation and engagement' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 63 Councils asked group: 14



Lobbying on behalf of the community performance

2019 Lobbying performance (index scores)



Q2. How has Council performed on 'Lobbying on behalf of the community' over the last 12 months?

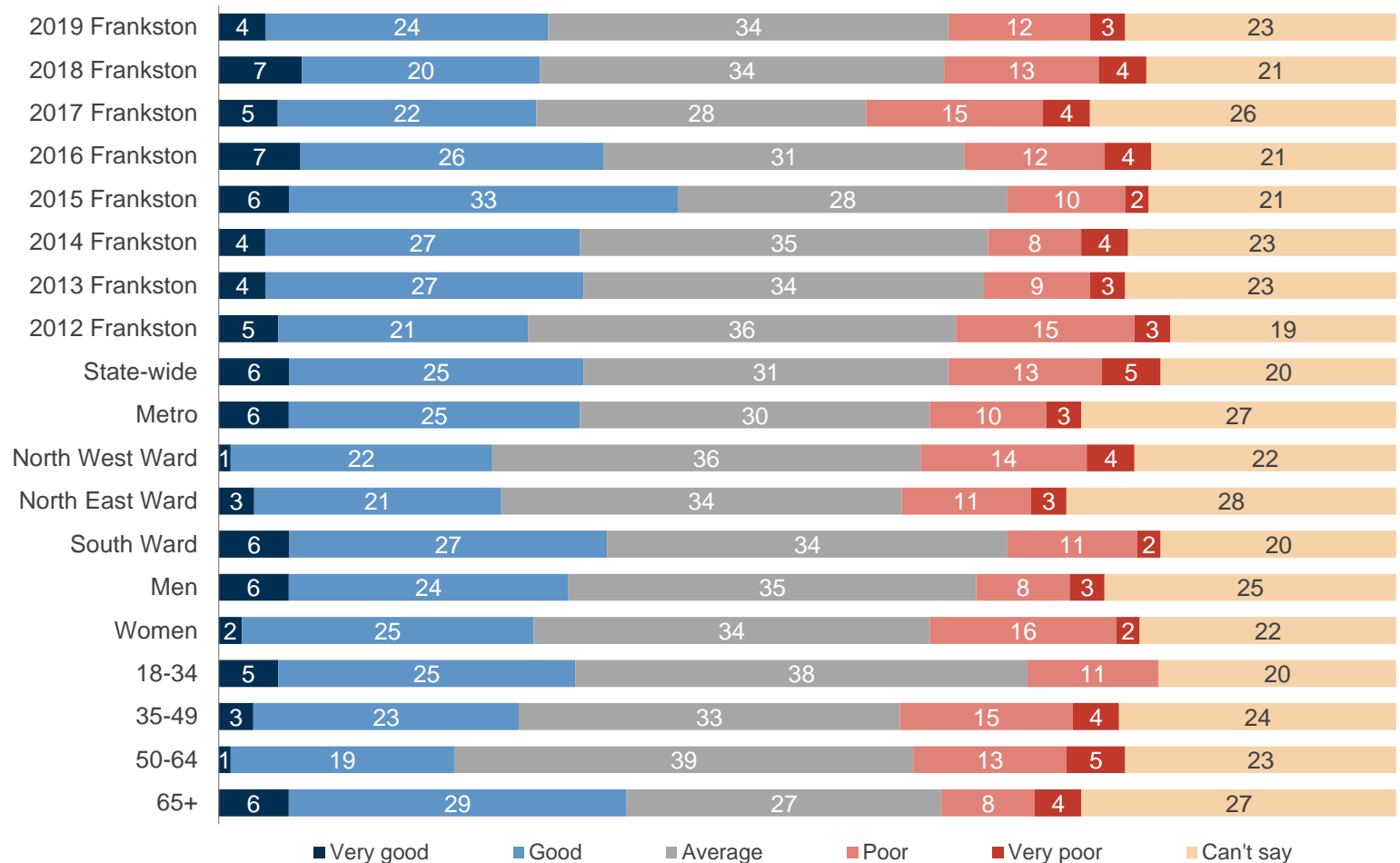
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 14

Note: Please see Appendix A for explanation of significant differences.



Lobbying on behalf of the community performance

2019 Lobbying performance (%)



Q2. How has Council performed on 'Lobbying on behalf of the community' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 63 Councils asked group: 14

Decisions made in the interest of the community performance



2019 Community decisions made performance (index scores)

		2018	2017	2016	2015	2014	2013	2012
Metro	60▲	58	58	59	59	n/a	n/a	n/a
18-34	60▲	58	58	61	61	58	n/a	n/a
South Ward	57	48	55	56	61	58	n/a	n/a
Men	56	55	52	55	63	57	n/a	n/a
65+	55	44	54	58	62	61	n/a	n/a
Frankston	55	52	54	58	59	57	n/a	n/a
State-wide	55	54	54	54	55	57	n/a	n/a
North East Ward	54	58	56	61	61	57	n/a	n/a
Women	54	49	56	61	56	56	n/a	n/a
50-64	52	48	52	55	57	51	n/a	n/a
35-49	51	56	52	59	56	58	n/a	n/a
North West Ward	50	49	50	58	55	56	n/a	n/a

Q2. How has Council performed on 'Decisions made in the interest of the community' over the last 12 months?

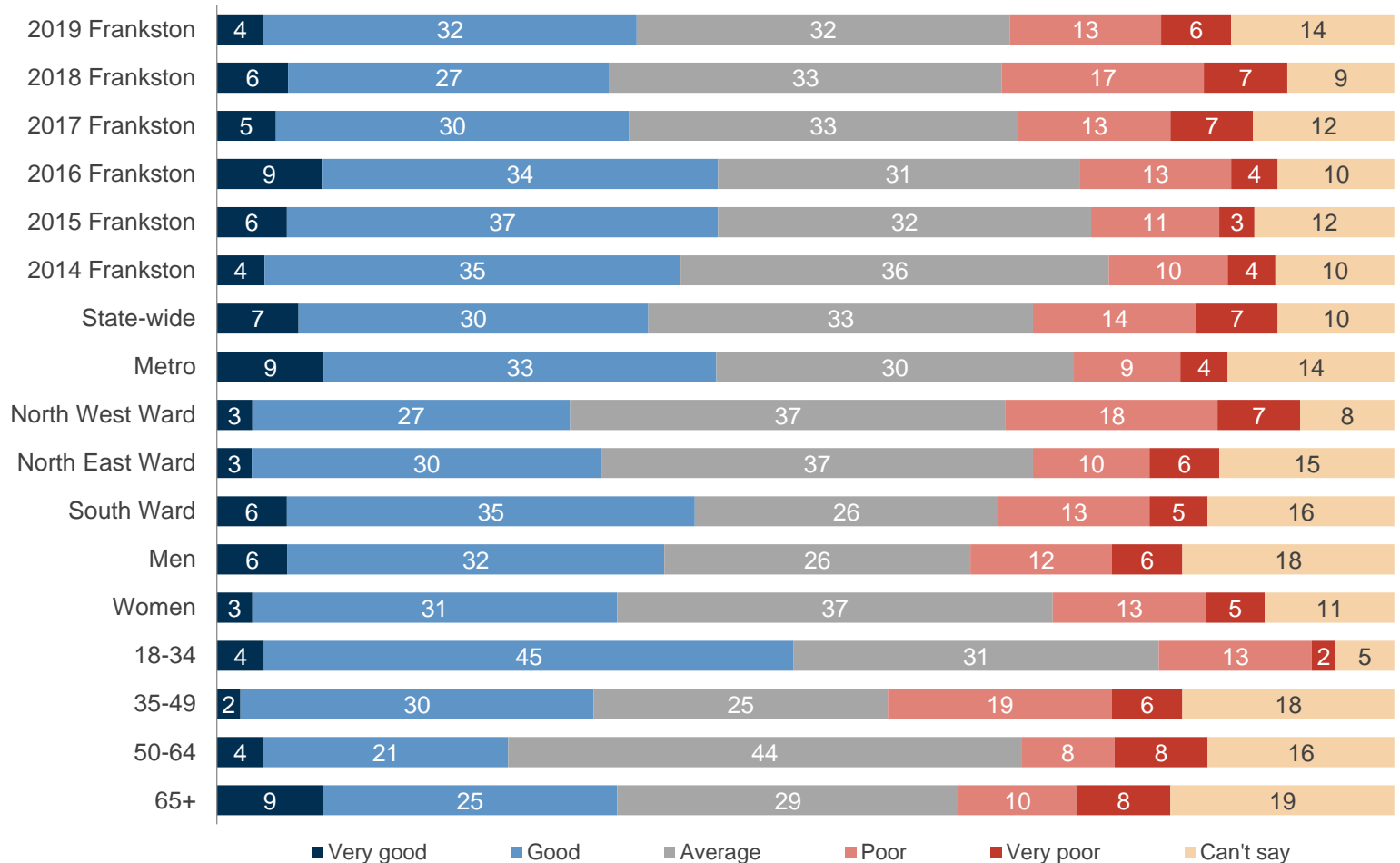
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 14

Note: Please see Appendix A for explanation of significant differences.

Decisions made in the interest of the community performance



2019 Community decisions made performance (%)



Q2. How has Council performed on 'Decisions made in the interest of the community' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 63 Councils asked group: 14

The condition of sealed local roads in your area performance



2019 Sealed local roads performance (index scores)

		2018	2017	2016	2015	2014	2013	2012
18-34	70	63	62	64	62	69	n/a	n/a
South Ward	70	64	61	63	65	66	n/a	n/a
Metro	69▲	68	66	67	69	n/a	n/a	n/a
Men	69	66	59	63	70	67	n/a	n/a
Frankston	66	64	59	63	64	67	n/a	n/a
35-49	66	67	59	61	63	64	n/a	n/a
65+	65	61	58	66	70	70	n/a	n/a
50-64	64	63	57	60	64	65	n/a	n/a
Women	64	62	59	63	59	67	n/a	n/a
North East Ward	64	65	59	61	64	67	n/a	n/a
North West Ward	63	61	58	66	64	68	n/a	n/a
State-wide	56▼	53	53	54	55	55	n/a	n/a

Q2. How has Council performed on 'The condition of sealed local roads in your area' over the last 12 months?

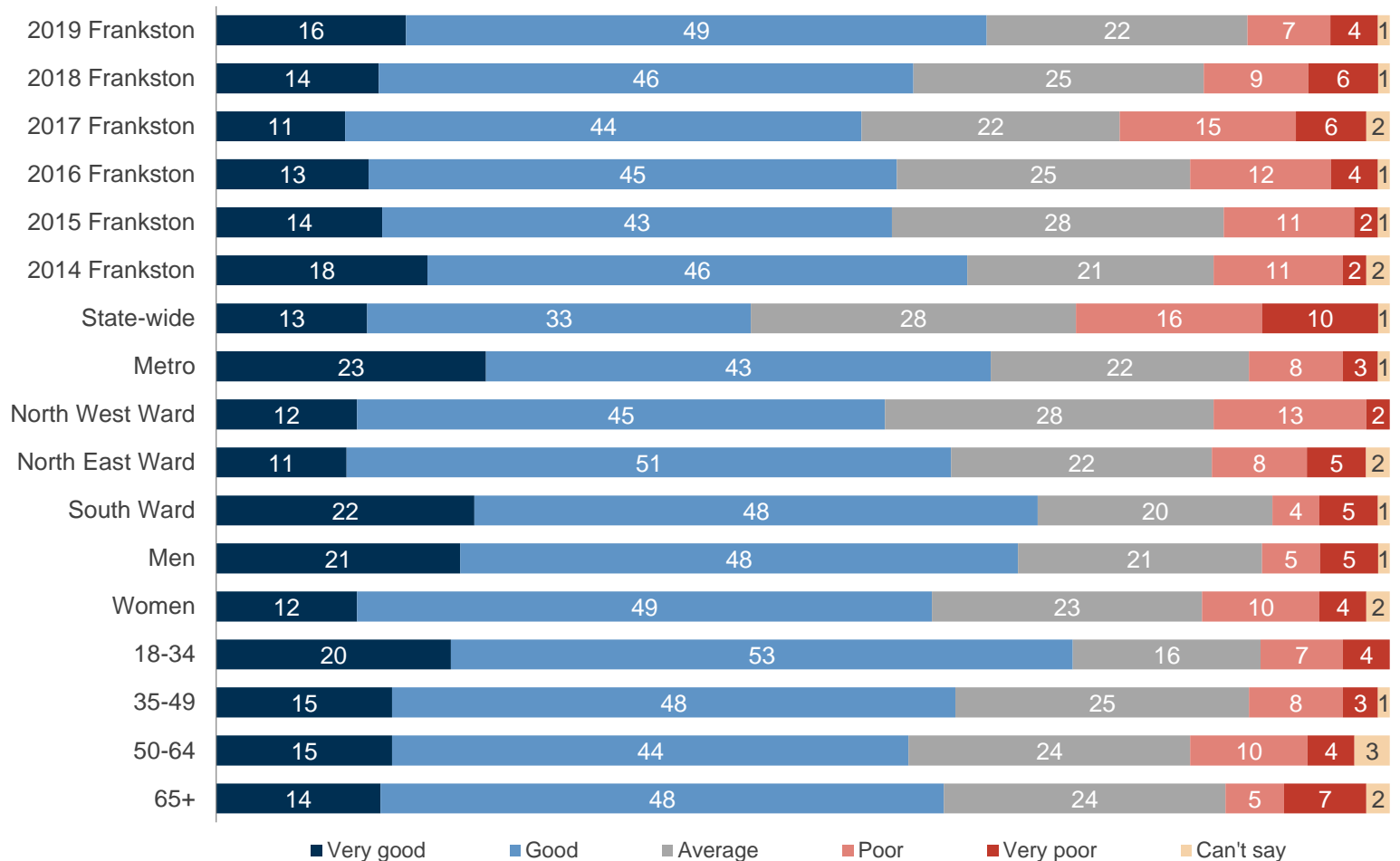
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 14

Note: Please see Appendix A for explanation of significant differences.

The condition of sealed local roads in your area performance



2019 Sealed local roads performance (%)



Q2. How has Council performed on 'The condition of sealed local roads in your area' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 63 Councils asked group: 14

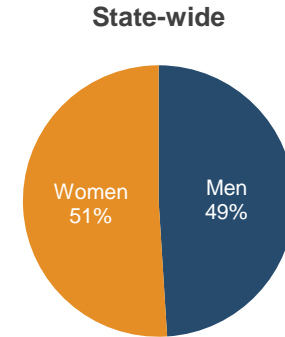
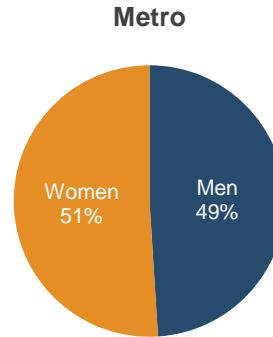
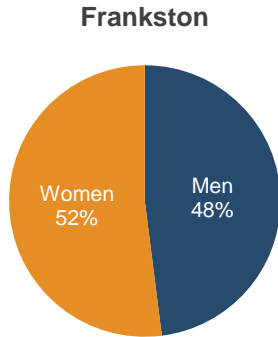
The image features large, stylized letters 'N' and 'W' in a dark blue color. The letters are filled with a satellite night view of a city, showing a dense network of streets and bright spots representing city lights. The background is white.

Detailed demographics

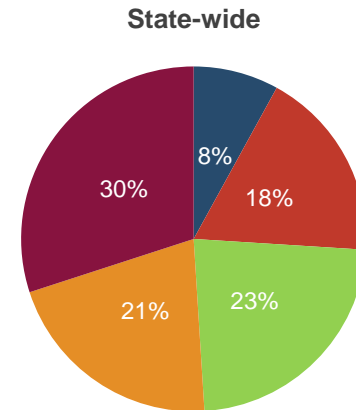
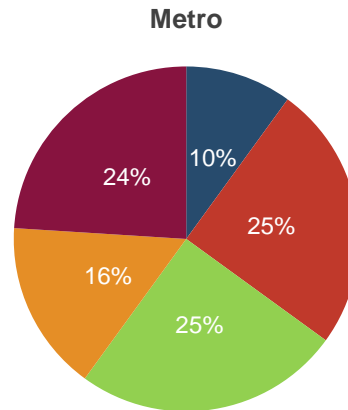
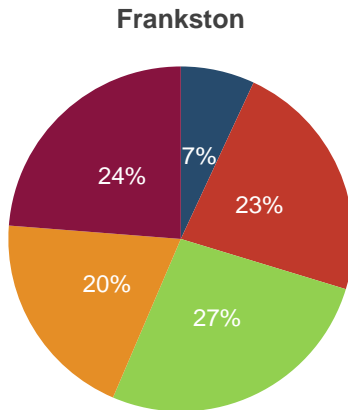


Gender and age profile

2019 gender



2019 age

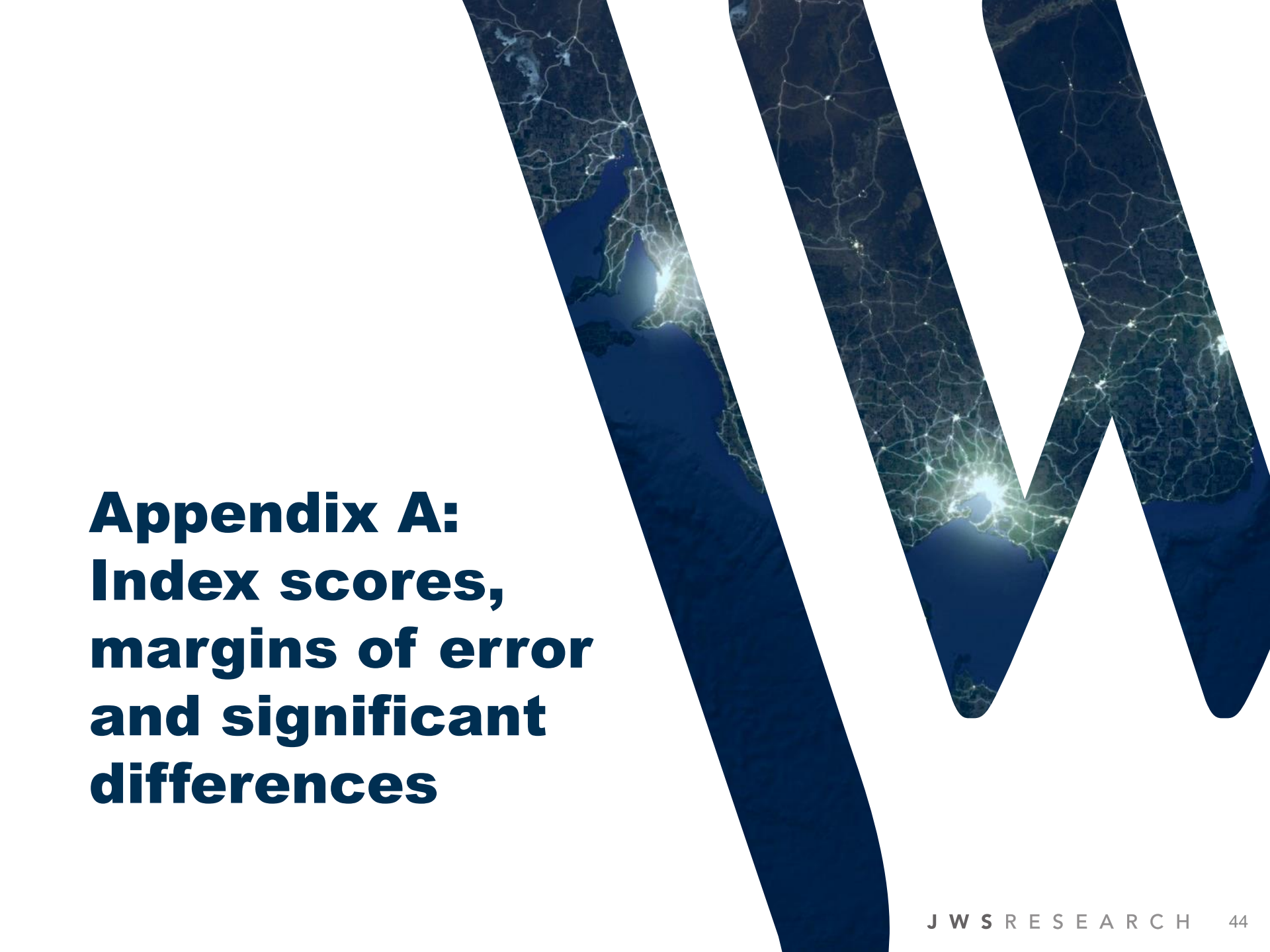


■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

S3. [Record gender] / S4. To which of the following age groups do you belong?
 Base: All respondents. Councils asked state-wide: 63 Councils asked group: 14
 Please note that for the reason of simplifying reporting, interlocking age and gender reporting has not been included in this report.
 Interlocking age and gender analysis is still available in the dashboard and data tables provided alongside this report.



**Appendix A:
Index scores,
margins of error
and significant
differences**



Appendix A: Index Scores

Index Scores

Many questions ask respondents to rate council performance on a five-point scale, for example, from 'very good' to 'very poor', with 'can't say' also a possible response category. To facilitate ease of reporting and comparison of results over time, starting from the 2012 survey and measured against the state-wide result and the council group, an 'Index Score' has been calculated for such measures.

The Index Score is calculated and represented as a score out of 100 (on a 0 to 100 scale), with 'can't say' responses excluded from the analysis. The '% RESULT' for each scale category is multiplied by the 'INDEX FACTOR'. This produces an 'INDEX VALUE' for each category, which are then summed to produce the 'INDEX SCORE', equating to '60' in the following example.

Similarly, an Index Score has been calculated for the Core question 'Performance direction in the last 12 months', based on the following scale for each performance measure category, with 'Can't say' responses excluded from the calculation.

SCALE CATEGORIES	% RESULT	INDEX FACTOR	INDEX VALUE
Very good	9%	100	9
Good	40%	75	30
Average	37%	50	19
Poor	9%	25	2
Very poor	4%	0	0
Can't say	1%	--	INDEX SCORE 60

SCALE CATEGORIES	% RESULT	INDEX FACTOR	INDEX VALUE
Improved	36%	100	36
Stayed the same	40%	50	20
Deteriorated	23%	0	0
Can't say	1%	--	INDEX SCORE 56



Appendix A: Margins of error

The sample size for the 2019 State-wide Local Government Community Satisfaction Survey for Frankston City Council was n=400. Unless otherwise noted, this is the total sample base for all reported charts and tables.

The maximum margin of error on a sample of approximately n=400 interviews is +/-4.9% at the 95% confidence level for results around 50%. Margins of error will be larger for any sub-samples. As an example, a result of 50% can be read confidently as falling midway in the range 45.1% - 54.9%.

Maximum margins of error are listed in the table below, based on a population of 109,200 people aged 18 years or over for Frankston City Council, according to ABS estimates.

Demographic	Actual survey sample size	Weighted base	Maximum margin of error at 95% confidence interval
Frankston City Council	400	400	+/-4.9
Men	189	194	+/-7.1
Women	211	206	+/-6.8
North West Ward	78	79	+/-11.2
North East Ward	132	133	+/-8.6
South Ward	190	188	+/-7.1
18-34 years	55	119	+/-13.3
35-49 years	114	107	+/-9.2
50-64 years	105	79	+/-9.6
65+ years	126	95	+/-8.8



Appendix A: Significant difference reporting notation

Within tables and index score charts throughout this report, statistically significant differences at the 95% confidence level are represented by upward directing green (▲) and downward directing red arrows (▼).

Significance when noted indicates a significantly higher or lower result for the analysis group in comparison to the 'Total' result for the council for that survey question for that year. Therefore in the example below:

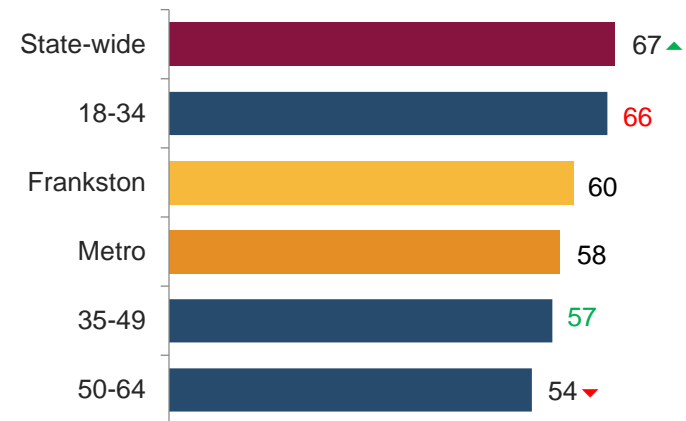
- ▲ The state-wide result is significantly higher than the overall result for the council.
- ▼ The result among 50-64 year olds is significantly lower than for the overall result for the council.

Further, results shown in green and red indicate significantly higher or lower results than in 2018.

Therefore in the example below:

- The result among 35-49 year olds in the council is **significantly higher** than the result achieved among this group in 2018.
- The result among 18-34 year olds in the council is **significantly lower** than the result achieved among this group in 2018.

Overall Performance – Index Scores
(example extract only)





Appendix A: Index score significant difference calculation

The test applied to the Indexes was an Independent Mean Test, as follows:

$$Z \text{ Score} = (\$1 - \$2) / \text{Sqrt} ((\$5^2 / \$3) + (\$6^2 / \$4))$$

Where:

- \$1 = Index Score 1
- \$2 = Index Score 2
- \$3 = unweighted sample count 1
- \$4 = unweighted sample count 2
- \$5 = standard deviation 1
- \$6 = standard deviation 2

All figures can be sourced from the detailed cross tabulations.

The test was applied at the 95% confidence interval, so if the Z Score was greater than +/- 1.954 the scores are significantly different.



Appendix B: Further project information



Appendix B: Further information

Further information about the report and explanations about the State-wide Local Government Community Satisfaction Survey can be found in this section including:

- Survey methodology and sampling
- Analysis and reporting
- Glossary of terms

Detailed survey tabulations

Detailed survey tabulations are available in supplied Excel file.

Contacts

For further queries about the conduct and reporting of the 2019 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on

(03) 8685 8555 or via email:

admin@jwsresearch.com



Appendix B: Survey methodology and sampling

The 2019 results are compared with previous years, as detailed below:

- 2019, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2018, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2017, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2016, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2015, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2014, n=400 completed interviews, conducted in the period of 31st January – 11th March.
- 2013, n=400 completed interviews, conducted in the period of 1st February – 24th March.
- 2012, n=401 completed interviews, conducted in the period of 18th May – 30th June.

Minimum quotas of gender within age groups were applied during the fieldwork phase. Post-survey weighting was then conducted to ensure accurate representation of the age and gender profile of the Frankston City Council area.

Any variation of +/-1% between individual results and net scores in this report or the detailed survey tabulations is due to rounding. In reporting, ‘—’ denotes not mentioned and ‘0%’ denotes mentioned by less than 1% of respondents. ‘Net’ scores refer to two or more response categories being combined into one category for simplicity of reporting.

This survey was conducted by Computer Assisted Telephone Interviewing (CATI) as a representative random probability survey of residents aged 18+ years in Frankston City Council.

Survey sample matched to the demographic profile of Frankston City Council as determined by the most recent ABS population estimates was purchased from an accredited supplier of publicly available phone records, including up to 40% mobile phone numbers to cater to the diversity of residents within Frankston City Council, particularly younger people.

A total of n=400 completed interviews were achieved in Frankston City Council. Survey fieldwork was conducted in the period of 1st February – 30th March, 2019.



Appendix B: Analysis and reporting

All participating councils are listed in the State-wide report published on the DELWP website. In 2019, 63 of the 79 Councils throughout Victoria participated in this survey. For consistency of analysis and reporting across all projects, Local Government Victoria has aligned its presentation of data to use standard council groupings. Accordingly, the council reports for the community satisfaction survey provide analysis using these standard council groupings. Please note that councils participating across 2012-2019 vary slightly.

Council Groups

Frankston City Council is classified as a Metropolitan council according to the following classification list:

Metropolitan, Interface, Regional Centres, Large Rural & Small Rural

Councils participating in the Metropolitan group are: Banyule, Boroondara, Brimbank, Glen Eira, Greater Dandenong, Frankston, Kingston, Knox, Manningham, Maroondah, Melbourne, Port Phillip, Stonnington and Whitehorse.

Wherever appropriate, results for Frankston City Council for this 2019 State-wide Local Government Community Satisfaction Survey have been compared against other participating councils in the Metropolitan group and on a state-wide basis. Please note that council groupings changed for 2015, and as such comparisons to council group results before that time can not be made within the reported charts.



Appendix B: Analysis and reporting

2012 survey revision

The survey was revised in 2012. As a result:

- The survey is now conducted as a representative random probability survey of residents aged 18 years or over in local councils, whereas previously it was conducted as a 'head of household' survey.
- As part of the change to a representative resident survey, results are now weighted post survey to the known population distribution of Frankston City Council according to the most recently available Australian Bureau of Statistics population estimates, whereas the results were previously not weighted.
- The service responsibility area performance measures have changed significantly and the rating scale used to assess performance has also changed.

As such, the results of the 2012 State-wide Local Government Community Satisfaction Survey should be considered as a benchmark. Please note that comparisons should not be made with the State-wide Local Government Community Satisfaction Survey results from 2011 and prior due to the methodological and sampling changes. Comparisons in the period 2012-2019 have been made throughout this report as appropriate.



Appendix B: Analysis and reporting

Core, optional and tailored questions

Over and above necessary geographic and demographic questions required to ensure sample representativeness, a base set of questions for the 2019 State-wide Local Government Community Satisfaction Survey was designated as 'Core' and therefore compulsory inclusions for all participating Councils.

These core questions comprised:

- Overall performance last 12 months (Overall performance)
- Lobbying on behalf of community (Advocacy)
- Community consultation and engagement (Consultation)
- Decisions made in the interest of the community (Making community decisions)
- Condition of sealed local roads (Sealed local roads)
- Contact in last 12 months (Contact)
- Rating of contact (Customer service)
- Overall council direction last 12 months (Council direction)

Reporting of results for these core questions can always be compared against other participating councils in the council group and against all participating councils state-wide. Alternatively, some questions in the 2019 State-wide Local Government Community Satisfaction Survey were optional. Councils also had the ability to ask tailored questions specific only to their council.



Appendix B: Analysis and reporting

Reporting

Every council that participated in the 2019 State-wide Local Government Community Satisfaction Survey receives a customised report. In addition, the state government is supplied with a state-wide summary report of the aggregate results of 'Core' and 'Optional' questions asked across all council areas surveyed.

Tailored questions commissioned by individual councils are reported only to the commissioning council and not otherwise shared unless by express written approval of the commissioning council.

The overall State-wide Local Government Community Satisfaction Report is available at <http://www.delwp.vic.gov.au/local-government/strengthening-councils/council-community-satisfaction-survey>.



Appendix B: Glossary of terms

Core questions: Compulsory inclusion questions for all councils participating in the CSS.

CSS: 2019 Victorian Local Government Community Satisfaction Survey.

Council group: One of five classified groups, comprising: metropolitan, interface, regional centres, large rural and small rural.

Council group average: The average result for all participating councils in the council group.

Highest / lowest: The result described is the highest or lowest result across a particular demographic sub-group e.g. men, for the specific question being reported. Reference to the result for a demographic sub-group being the highest or lowest does not imply that it is significantly higher or lower, unless this is specifically mentioned.

Index score: A score calculated and represented as a score out of 100 (on a 0 to 100 scale). This score is sometimes reported as a figure in brackets next to the category being described, e.g. men 50+ (60).

Optional questions: Questions which councils had an option to include or not.

Percentages: Also referred to as ‘detailed results’, meaning the proportion of responses, expressed as a percentage.

Sample: The number of completed interviews, e.g. for a council or within a demographic sub-group.

Significantly higher / lower: The result described is significantly higher or lower than the comparison result based on a statistical significance test at the 95% confidence limit. If the result referenced is statistically higher or lower then this will be specifically mentioned, however not all significantly higher or lower results are referenced in summary reporting.

Statewide average: The average result for all participating councils in the State.

Tailored questions: Individual questions tailored by and only reported to the commissioning council.

Weighting: Weighting factors are applied to the sample for each council based on available age and gender proportions from ABS census information to ensure reported results are proportionate to the actual population of the council, rather than the achieved survey sample.

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