



# 2015 Customer Satisfaction Survey Report

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# Customer Satisfaction Survey 2015

## Executive Summary

The Operational Plan 2014-2015 requires at 18.1.1.7 that Council "Conduct a customer satisfaction survey annually". This is the Report of the survey conducted during April/May (Children's Services) and June/July 2015 (Library Services, Development and Building Services, and General Services).

The responses across all surveys were largely demographically representative of the sampled cohorts although there was a slight over-representation of East Ward residents. It was not statistically significant (see Table 3 below).

## Surveys

Table 1: Surveys

Survey	Customer Base	Date	Method/Responses
General	Facilities and services – used by the majority of the community	June/July	Advertisements (4) in Examiner; Web site; Facebook, Twitter; 1,039 letters to residents randomly sampled statistically representative from rates data base; and 471 Name & Address Register (email); Hard copies were distributed on request, and available at libraries and the Administration Building. Staff were asked to actively engage family and friends in the LGA to participate. Postcard letterbox drop to 38,000 households across the LGA. Target responses (#) = 331; Actual responses (#) = 744 (General Survey).

<b>Survey</b>	<b>Customer Base</b>	<b>Date</b>	<b>Method/Responses</b>
<b>Library</b>	Users of libraries	June/July 2015	Hard copy survey instrument distributed by staff within libraries. Promoted within libraries. Invitation to participate sent to 1,154 active library users, (562 by email). Facebook and web site. Target response 185. Actual was 144.
<b>Children's Services</b>	Parents/Carers	April/May 2015	Total <i>population</i> surveyed: 1,108 Target: 112. Actual was 66, spread across five services
<b>Visitor Information Centre</b>	Tourists/Visitors to the Port Stephens Council (PSC) Local Government Area (LGA)	April 2015	Specialist survey based on Tourism Association template which included satisfaction with the service. Survey station within VIC and visitors invited to be interviewed. Actual 89 responses, which is appropriate for this type of interview surveying.
<b>Development Services</b>	Sample of customers who used development and building services (n = 983)	July 2015	Telephone survey of sample (n = 12) of those who used services in the past 12 months.

## Statistics

The target sample required, with 95% confidence was 640. Total response was 966 across all surveys.

## Overall Results

To achieve an overall satisfaction figure respondents answered that they were:

- very satisfied;
- satisfied;
- moderately/slightly satisfied;

These were aggregated using a weighted average satisfaction across all surveys.

Overall satisfaction with Council for the service packages surveyed was 78.7%.

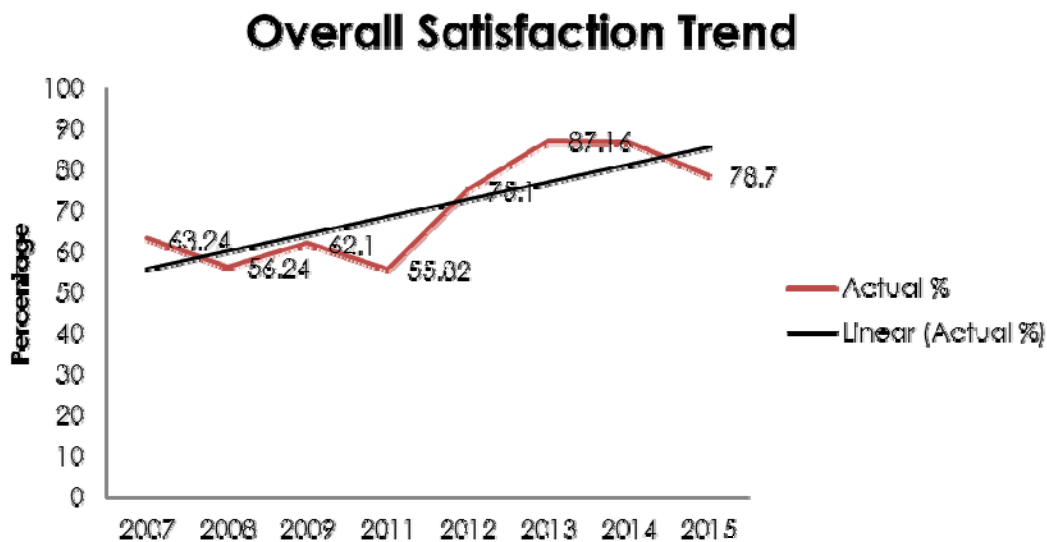


Figure 1: Overall satisfaction since 2007

In terms of overall satisfaction with Council, more males (74.0% were satisfied compared to 70.7% of females (based on the General Survey outcomes only). Other surveys did not identify age or gender so the General Survey may be taken as a guide.

The Report that follows provides detailed information on the areas surveyed.

## Individual Results

The table below shows individual services/facilities by level of overall satisfaction in descending order. The scores are aggregated as described above.

Table 2: Satisfaction scores

<b>Facilities/Services</b>	<b>Satisfaction Score %</b>
Libraries	99.3
Children's Services	98.0
Visitor Information Centre – Overall satisfaction with visit to Centre	93.1
Development and Building Services	87.7
Swimming Pools	87.2
Community Public Halls	87.0
Garbage Collection Services	86.1
Managing traffic flow (eg. lights, roundabouts, street signs)	84.3
Maintaining parks and gardens	83.5
Sport and Recreational Facilities	83.2
Playground equipment	81.8
Roadside maintenance (eg. trees, litter, slashing)	81.3
Managing street trees	76.0
Managing nature reserves, wetlands, beaches and foreshores	75.2
Public toilet amenities (Council-owned park/community amenities - not those in shopping centres)	73.9
Maintaining footpaths	73.0
Access to waste depots and waste transfer stations	72.2
Maintaining cycleways/walking tracks	71.7
Built environment	69.2

Facilities/Services	Satisfaction Score %
Managing storm water drainage systems	68.7
Environmental Management	67.8
Controlling weeds	64.0
Ranger Services (eg. animal management)	62.6
Rangers Services (parking)	61.5
Managing Illegal dumping	60.1
Maintaining local roads	58.8

## Customer Satisfaction Survey 2015

### General Survey

This survey was conducted between mid-June to 31 July 2015. The targeted response was 331 and actual response was 744. Not all respondents answered all questions.

### Demographics

Of those that answered the age/gender question (n=696) 47.2% were males and 52.8% were females. (Census 2011: Males 49.2%, Females 50.8%).

The graph below shows the age profile of respondents compared to the population (Census 2011). With the exception of the 0-18 years the respondents are largely representative of the overall population.

### Age Profile Representation

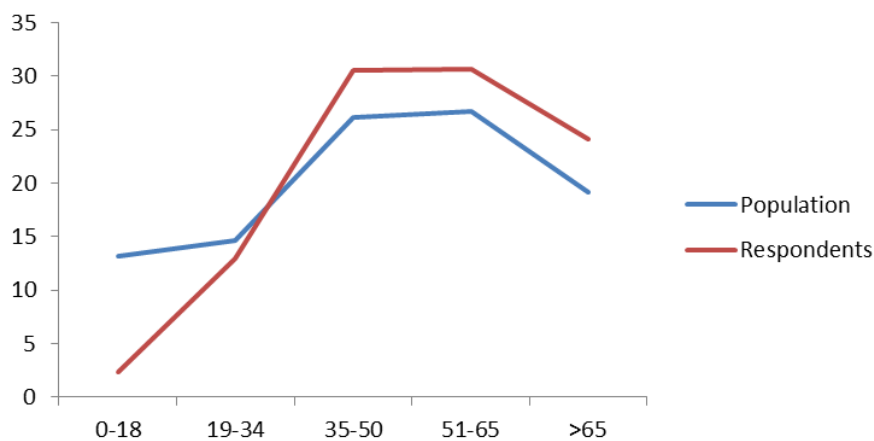


Figure 2: Demographic Profile



## Locality

Respondents answered the questions related to where in Port Stephens they lived (n=696). Whilst individual locality percentages were +/- the geographic spread of respondents broadly parallels the total population spread, although the East Ward is over-represented compared to the other two Wards.<sup>1</sup>

**Table 3: Geographical representation**

Locality	Percentage of Population	Percentage of Respondents
Anna Bay, Boat Harbour, Fisherman's Bay	7.6	10.2
Bobs Farm	0.7	1.0
Brandy Hill	0.9	0.6
Corlette	6.5	8.6
Duns Creek	0.7	0.4
Eagleton	0.3	0.3
East Seaham, Balickera	0.5	1.2
Fern Bay	2.3	0.1
Ferodale	0.0	0.3
Fingal Bay	2.1	3.0
Fullerton Cove	0.4	0.3
Glen Oak	0.5	0.3
Heatherbrae, Motto Farm	0.7	0.5
Hinton	0.4	0.6
Karuah, Twelve Mile Creek	1.9	2.4
Lemon Tree Passage	3.6	2.2
Mallabula	1.2	0.9
Medowie	12.4	13.2
Nelson Bay	7.6	12.6
Nelsons Plains	0.5	0.1
One Mile Beach	0.4	1.0
Raymond Terrace	17.8	13.2
Salamander Bay	6.8	8.9
Salt Ash	1.5	0.9
Seaham	1.4	1.0

<sup>1</sup> ABS Census 2011

Locality	Percentage of Population	Percentage of Respondents
Shoal Bay	2.6	5.3
Soldiers Point	1.9	2.9
Swan Bay, Oyster Cove	0.6	0.3
Tanilba Bay	4.1	3.6
Taylors Beach	0.1	0.4
Tomago	0.4	0.0
Wallalong	1.3	1.6
Williamtown, Campvale	1.2	0.5
Woodville, Butterwick	9.2	1.3

## Results

The results that follow demonstrate the 2015 outcome and, where a direct comparison can be made, also show the 2014, 2013, 2012 and 2011 result. 'Traffic light' colours indicate improvement over 2014 (green), no change (yellow) and decline (red). Improvement is shown as red or green if it is statistically significant (+/- 5%).

**QUESTION 1:**

Asked, "How well is Council doing?" in a number of areas – results are below.

**Summary:**

All figures in the table below are percentages.

	<b>2015 Aggregate</b>	<b>2014 Aggregate</b>	<b>2013 Aggregate</b>	<b>2012 Aggregate</b>	<b>Extremely well</b>	<b>Very well</b>	<b>Moderately well</b>	<b>Slightly well</b>	<b>Not at all well</b>	<b>Don't Know</b>
Maintaining local roads	<b>58.8</b>	64.0	52.37	37.5	0.7	7.2	30.7	20.2	41.2	0.0
Roadside maintenance (e.g. trees, litter, slashing)	<b>81.3</b>	60.7	58.68	59.3	2.4	16.9	35.7	26.3	18.4	0.3
Maintaining footpaths	<b>73.0</b>	55.3	53.99	46.4	1.0	14.5	34.3	23.2	20.5	6.5
Maintaining cycleways/walking tracks	<b>71.7</b>	54.2	58.84	53.7	2.4	17.9	31.6	19.9	14.7	13.6
Managing street trees	<b>76.0</b>	60.8	57.87	56.7	1.5	16.4	35.2	22.8	20.3	3.6
Managing traffic flow (e.g. lights, roundabouts, street signs)	<b>84.3</b>	77.8	76.50	69.8	3.9	28.9	36.2	15.3	14.2	1.5
Managing storm water drainage systems	<b>68.7</b>	58.7	53.93	46	2.2	16.4	28.7	21.5	24.4	6.9
Managing illegal dumping	<b>60.1</b>	47.0	N/A	N/A	1.8	14.3	26.1	17.9	23.1	16.8
Maintaining parks and gardens	<b>83.5</b>	77.6	72.89	71.2	4.3	31.2	30.2	17.8	14.8	1.7
Managing nature reserves, wetlands, beaches and foreshores	<b>75.2</b>	64.5	67.89	60.8	4.3	22.2	30.9	17.8	16.9	7.9
Controlling weeds	<b>64.0</b>	48.8	46.28	37.8	1.9	13.1	30.5	18.4	20.9	15.2

**Five Year Comparison (Percentage):** Green indicates improvement and yellow represents no change compared to the previous year. Red indicates less satisfaction compared to the previous year.

	<b>2015 Aggregate</b>	<b>2014 Aggregate</b>	<b>2013 Aggregate</b>	<b>2012 Aggregate</b>	<b>2011 Aggregate</b>
Maintaining local roads	58.8	64.0	52.37	37.5	49.2
Roadside maintenance (e.g. trees, litter, slashing)	81.3	60.7	58.68	59.3	56.6
Maintaining footpaths	73.0	55.3	53.99	46.4	51
Maintaining cycleways/walking tracks	71.7	54.2	58.84	53.7	54.8
Managing street trees	76.0	60.8	57.87	56.7	54
Managing traffic flow (e.g. lights, roundabouts, street signs)	84.3	77.8	76.50	69.8	56
Managing storm water drainage systems	68.7	58.7	53.93	46	54
Managing illegal dumping	60.1	47.0	N/A	N/A	N/A
Maintaining parks and gardens	83.5	77.6	72.89	71.2	59.6
Managing nature reserves, wetlands, beaches and foreshores	75.2	64.5	67.89	60.8	58.8
Controlling weeds	64.0	48.8	46.28	37.8	64

**QUESTION 2:**

*Required respondents to indicate how satisfied they were with the following services.*

**Summary:**

	<b>2015 Aggregate</b>	<b>2014 Aggregate</b>	<b>2013 Aggregate</b>	<b>2012 Aggregate</b>	<b>Very satisfied</b>	<b>Satisfied</b>	<b>Moderately Satisfied</b>	<b>Unsatisfied</b>	<b>Very unsatisfied</b>
Public toilet amenities (Council-owned park/community amenities - not those in shopping centres)	<b>73.9</b>	82.5	81.52	75.2	5.0	29.2	39.7	17.1	9.0
Playground equipment	<b>81.8</b>	87.6	88.15	84.4	9.2	41.1	31.5	12.1	6.1
Community Public Halls	<b>87.0</b>	91.6	91.14	88.8	6.6	44.0	36.4	8.5	4.5
Sport and Recreational Facilities	<b>83.2</b>	92.1	93.77	91.2	12.4	41.8	28.9	8.2	8.5
Swimming Pools	<b>87.2</b>	93.8	91.38	89.9	13.7	45.1	28.3	7.2	5.7

### Five Year Comparison (Percentage):

Green indicates improvement and yellow represents no change compared to the previous year.

	2015 Aggregate	2014 Aggregate	2013 Aggregate	2012 Aggregate	2011 Aggregate
Public toilet amenities (Council-owned park/community amenities - not those in shopping centres)	73.9	82.5	81.52	75.2	53.4
Playground equipment	81.8	87.6	88.15	84.4	58
Community Public Halls	87.0	91.6	91.14	88.8	59.6
Sport and Recreational Facilities	83.2	92.1	93.77	91.2	64
Swimming Pools	87.2	93.8	91.38	89.9	63.4
Visitor Information Centre	93.1	96.0	⚠	⚠	⚠

⚠ No comparison information available.

**QUESTION 3:**

Respondents were asked how well Council delivered some services.

**Summary:**

<i>Figures are percentages</i>	2015 Aggregate	2014 Aggregate	2013 Aggregate	2012 Aggregate	Extremely well	Very well	Moderately well	Slightly well	Not at all well	Don't know
Library Services	99.3	72.4			*	*	*	*	*	*
Children's Services (all services)	98.0	99.6	99.8	*	*	*	*	*	*	*
Ranger Services (e.g. Animal Management)	62.6	63.6	60.37	65.5	6.4	24.7	31.5	8.8	8.8	19.7
Rangers Services (Parking)	61.5	60.1	61.62	56.3	6.6	23.2	31.8	9.4	10.0	19.1
Garbage Collection Services	86.1	93.3	92.71	92.3	21.9	40.8	23.4	7.4	5.5	1.0
Access to waste depots and waste transfer stations	72.2	82.1	76.53	74.3	16.5	30.4	25.4	11.6	9.6	6.5

In 2014 the Tilligerry Community Library was included for the first time, and therefore no comparisons with previous years are valid.

\*Services not directly comparable; or not collected in this format.

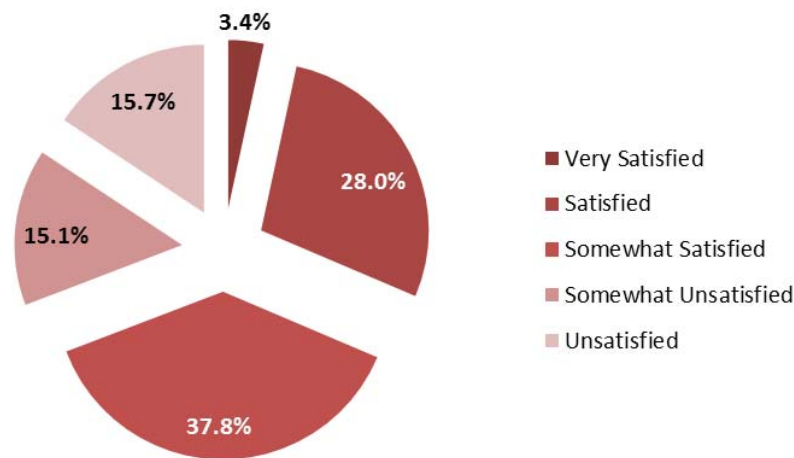
**Five Year Comparison (Percentage):** Green indicates improvement and yellow represents no change compared to the previous year. Red indicates decrease in satisfaction compared to the previous year.

	2015 Aggregate	2014 Aggregate	2013 Aggregate	2012 Aggregate	2011 Aggregate
Library Services	99.3	93.4	✚	✚	✚
Children's Services (all services)	98.0	100.00	✚	✚	✚
Ranger Services (e.g. Animal Management)	62.6	63.6	60.37	65.5	57.6
Rangers Services (Parking)	61.5	60.1	61.62	56.3	55.8
Garbage Collection Services	86.1	93.3	92.71	92.3	71
Access to waste depots and waste transfer stations	72.2	82.1	76.53	74.3	59.2

✚ Data not comparable for these years.

**QUESTION 4:**

*How satisfied are you with the built environment of Port Stephens LGA? (n = 696)*

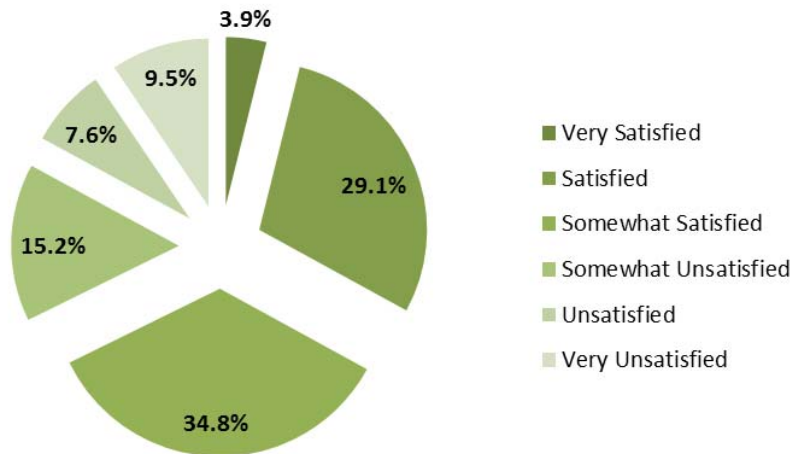




**QUESTION 5:**

*How satisfied are you with the management of the Environment of the Port Stephens LGA? (n = 698)*

*Note: This question was given a context – Council was not solely responsible for management of the environment.*



**QUESTION 6:**

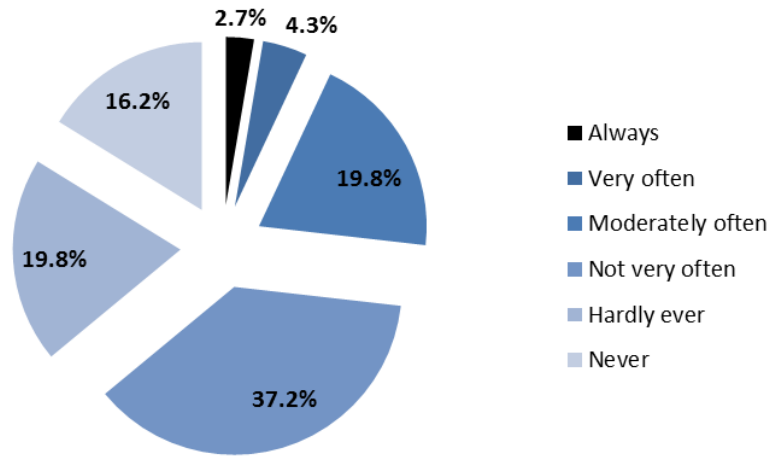
*How would you rate the appearance of your neighbourhood?*

Overall Result:

<b>N = 691</b>	<b>Response %</b>
Very satisfactory/very well maintained	8.2%
Satisfactory/well maintained	55.1%
Unsatisfactory/poorly maintained	29.1%
Very unsatisfactory/very poorly maintained	7.5%

**QUESTION 7:**

*Do you feel you have opportunities to have genuine input to Council's decision-making?*

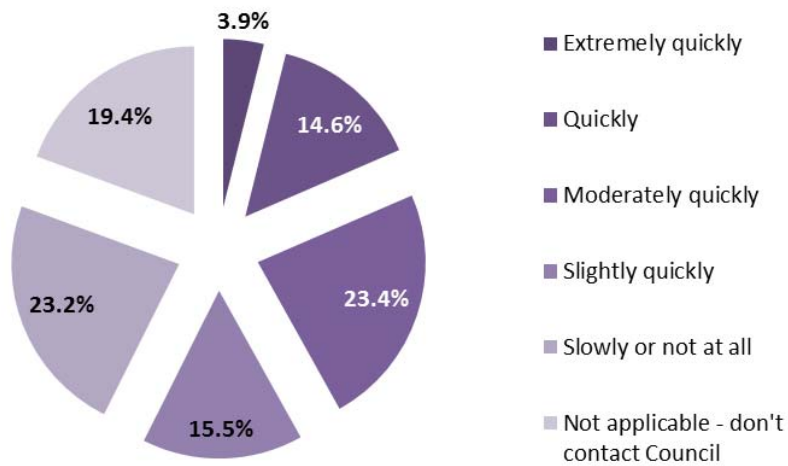


**Comparison with previous years:**

<i>Figures are percentages</i>	<i>Always</i>	<i>Very Often</i>	<i>Moderately Often</i>	<i>Hardly Ever</i>	<i>Never</i>
<b>2015</b>	2.7	4.3	19.8	57.7	16.2
<b>2014</b>	5.1	9.0	24.9	49.8	11.2
<b>2013</b>	2.5	7.7	33.6	36.9	19.3
<b>2012</b>	3.2	7.6	36.6	33.1	19.5

**QUESTION 8:**

*How quickly do Council staff respond to your needs/queries/problems?*



**QUESTION 9:***Do you have access to the Internet?*

<b>Figures are percentages N = 705 (2015)</b>	<b>2015</b>	<b>2014</b>	<b>2013</b>	<b>2012</b>
At home	51.8%	52.1	56.4	50.8
At work	2.6%	1.4	1.8	2.5
At home and at work	42.0%	38.5	34.3	36.7
No Internet	3.7%	7.9	7.5	13.3

**QUESTION 10:***Is Council's web site easy to use to access information or interact with Council?*

In answer to this question (N = 647) **84.4%** of people answered YES compared to 80.0% in 2014.

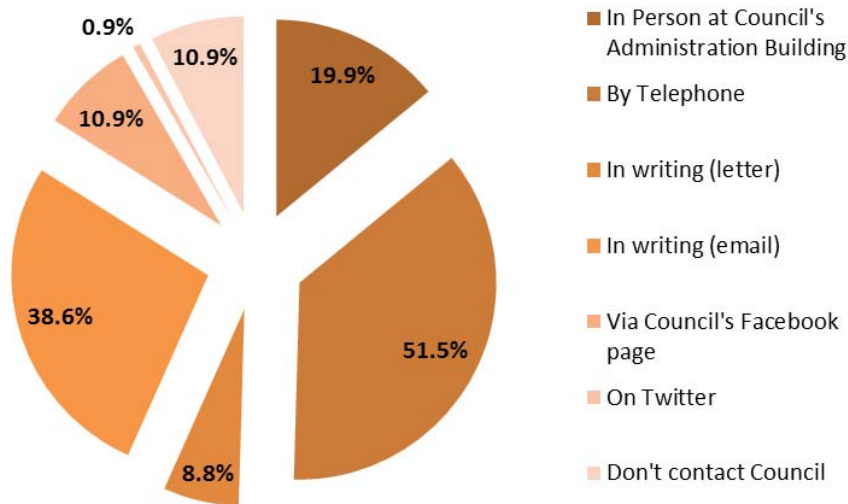
**QUESTION 11:***How well do you think Council is communicating with the community?*

<b>Figures are percentages N = 695</b>	<b>Very well</b>	<b>Well</b>	<b>Moderately well</b>	<b>Not very well</b>	<b>Poorly</b>	<b>Don't Know</b>
In the Port Stephens Examiner - Council Page	10.1	31.9	<b>35.4</b>	10.1	5.0	7.5
On Council's web site	8.0	29.9	<b>31.9</b>	8.4	4.4	17.4
Through social media sites such as Facebook and Twitter	4.9	11.0	<b>18.3</b>	9.8	8.0	47.8
Through Council's Customer Service Staff	7.6	20.9	<b>26.4</b>	9.2	8.3	27.6

The relatively high percentage of 'Don't Know' for social media reflects a combination of demographic factors and the relative 'newness' of the media.

**QUESTION 12:**

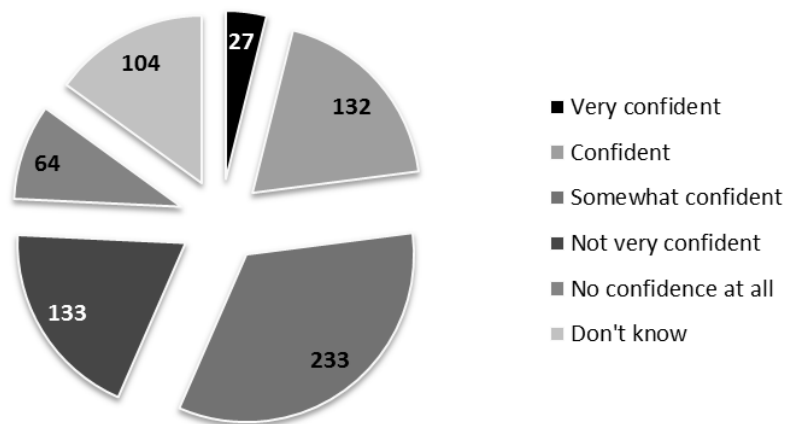
*What is your preferred means of communication with Council?*



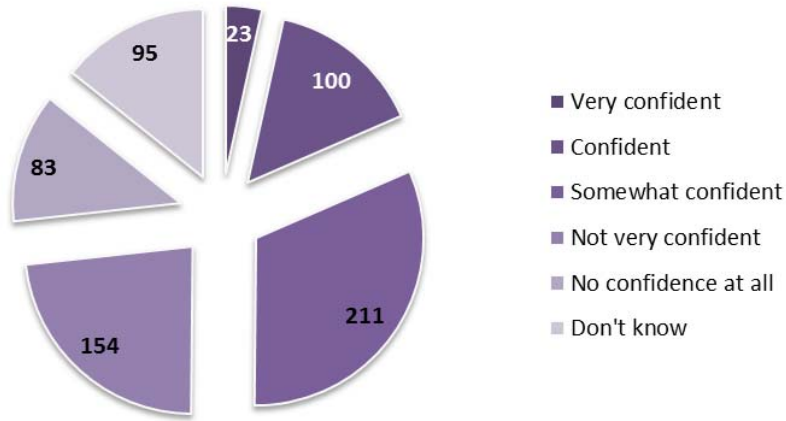
**QUESTION 13:**

*Overall, how confident are you that Council is managing its resources (workforce, assets, finances) well?*

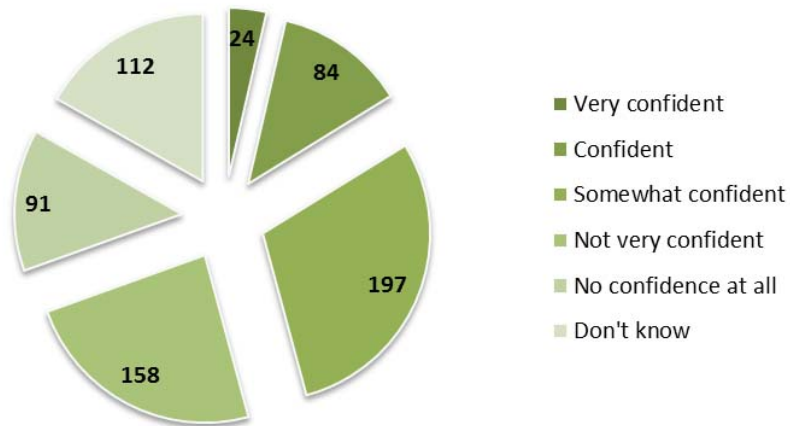
**Workforce:**



**Assets:**



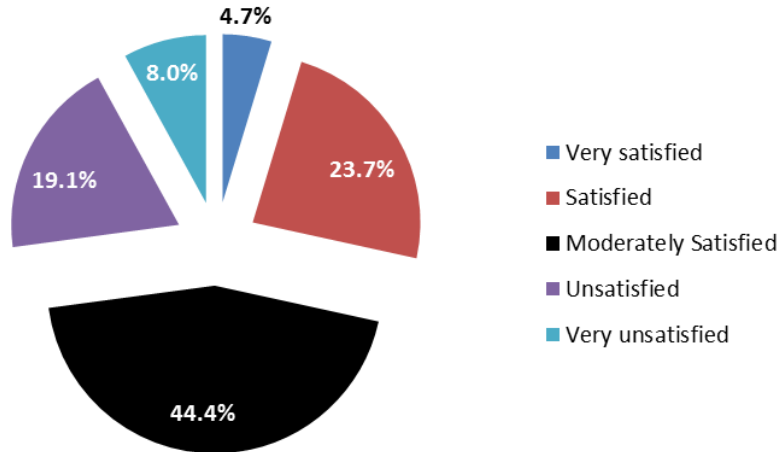
**Finances:**



**QUESTION 14:**

*OVERALL how satisfied are you with the Council's services for and on behalf of the community of Port Stephens?*

**2015**



**2014**

