

*Maribyrnong City Council*

***2020 Annual Community Survey  
Overview Report***

*December 2020*

*Prepared by:*

Metropolis Research  
ABN 39 083 090 993

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## Executive summary

### *Survey aims and methodology*

Metropolis Research conducted Council's 17<sup>th</sup> *Annual Community Satisfaction Survey* primarily as a telephone interview survey of 800 respondents in October and November 2020.

The aim of the research was to measure community satisfaction with the broad range of Council services and facilities, aspects of governance and leadership, planning and development, customer service, and the overall performance of Council.

The survey also measured the importance to the community of 38 individual services and facilities, explored the top issues the community feel needs to be addressed in the municipality "at the moment", as well as measuring the perception of safety in Maribyrnong's public areas, the priority of selected advocacy issues, Mayoral recognition, and the Footscray University Town project.

To facilitate the implementation of the survey by telephone rather than the traditional face-to-face, door-stop interview, the size of the survey was reduced slightly this year.

This year, there were also a small number of questions included in the survey that explored how well the community was coping with COVID-19, how well supported they felt by the various levels of government, and ways in which they believe Council could help them during the pandemic, and then help the community rebuild and reconnect when it passes.

### *Key findings*

The key finding from the survey this year is that satisfaction with the performance of Council "across all areas of responsibility" or overall performance, is now at the highest level recorded for the City of Maribyrnong.

Satisfaction with Council's overall performance has increased 13.8% since the most recent low point back in 2014. Since the program commenced back in 2004, satisfaction has risen from 6.11 to 6.99, an increase of 14.4%.

Consistent with this increasing overall satisfaction, the average satisfaction with Council services and facilities has also trended higher over time, up 8.8% over the last decade. This includes substantial increases in satisfaction with the maintenance and cleaning of Footscray CBD (up 28.2% since 2011), street trees (up 22.6%), parking enforcement (up 19.1%), the *Maribyrnong Messenger* (up 19.0%), Council activities promoting local economic development (up 18.9%), and public toilets (up 18.0%).

Whilst it cannot be discounted that the COVID-19 pandemic may have influenced community sentiment across a range of services and issues, the results outlined in this report clearly represent a good to very good level of community satisfaction with the performance of Council across the full range of services and facilities, as well as the governance and leadership performance of the Maribyrnong City Council.



The key issues in the municipality remain car parking and traffic management, despite both decreasing in importance substantially this year due to COVID-19. Council rates increased as an issue this year.

The issues that are most likely to be exerting a negative influence on community satisfaction with the performance of Council include traffic management, road maintenance and repairs, building, housing, planning and development issues, and Council rates.

### ***Satisfaction with the performance of Council***

Satisfaction with the [overall performance](#) of Maribyrnong City Council increased 0.8% this year to 6.99 out of a potential 10, which was not a statistically significant improvement.

This result was marginally above the 2019 metropolitan Melbourne (6.93) average, and somewhat higher than the western region councils' (6.72) average satisfaction with the local council, as recorded in the 2019 *Governing Melbourne* research. The 2020 *Governing Melbourne* research was not undertaken due to the COVID-19 pandemic.

Metropolis Research notes that it cannot be discounted that the significant external factor of the COVID-19 pandemic may well have impacted on community mindset and outlook and may have had an impact on their satisfaction with the performance of government broadly, and the City of Maribyrnong in particular.

Almost one-fifth (19.4% up from 9.5%) considered that Council's overall performance had improved in the last 12 months, whilst 6.4% (down from 9.8%) considered that performance had deteriorated.

A little less than half (42.0% up from 41.6%) of respondents were "very satisfied" with Council's overall performance (rating satisfaction at eight or more out of 10), whilst 9.0% (up from 8.6%) were dissatisfied (rating zero to four).

There was some variation in satisfaction with Council's overall performance observed this year, as follows:

- ***More satisfied than average*** – includes respondents from Braybrook, younger respondents (aged 18 to 34 years), senior citizens (aged 75 years and over), respondents from multi-lingual households, couple-only and group households, and newer residents (less than five years in the City of Maribyrnong).
- ***Less satisfied than average*** – includes respondents from Yarraville, middle-aged and older adults (aged 45 to 74 years), respondents from English speaking households, two-parent families with youngest child aged 5 to 18 years, sole person households, respondents from households with a member with a disability, and long-term residents (10 years or more in the City of Maribyrnong).

Consistent with the good level of overall satisfaction with Council, satisfaction with the six aspects of [governance and leadership](#) remained essentially stable this year, up by an average of less than one percent this year to 7.03, which remains a "good" level of satisfaction.



Over the last decade (2011 to 2020), the average satisfaction with the six aspects of governance and leadership has increased 9.5% and moved from a “solid” to a “good” level.

Satisfaction with all five aspects of governance and leadership included in both surveys were very similar to the 2019 metropolitan Melbourne average, as recorded in *Governing Melbourne*, and somewhat higher than the western region councils’ average.

These results confirm that most respondents were satisfied with Council’s performance in promoting gender respect and equity (7.63), the responsiveness of Council to local community needs (6.99), Council’s community consultation and engagement (6.96), maintaining community trust and confidence (6.89), representation, lobbying and advocacy (6.87), and making decisions in the interests of the community (6.86).

Satisfaction with Council’s [customer service](#) delivery remains at a “very good” level, despite a small but not statistically significant decline this year, with the average satisfaction with the nine included aspects of customer service down 2.6% to 7.40.

The average satisfaction with the 38 Council provided [services and facilities](#) included in the survey increased marginally again this year, up by one percent to 7.40, although it remains on average at a “very good” level.

The services with the highest levels of satisfaction include the library services (8.47), weekly garbage collection (8.29), fortnightly recycling (8.21), fortnightly green waste collection (8.20), the provision and maintenance of playgrounds (7.94), services for older people (7.90), services for children from birth to 4 years of age (7.87), and the provision and maintenance of parks and gardens (7.84). Satisfaction with all these services was measurably higher than the average satisfaction with all 38 services and facilities.

Many of these services and facilities with the highest levels of satisfaction were also those with higher-than-average importance. This shows that many of the services and facilities of most importance to the community are those with which the community is most satisfied.

Satisfaction with all but eight services and facilities recorded satisfaction scores higher than the overall satisfaction with Council this year, suggesting most services and facilities are a positive influence on satisfaction with Council’s overall performance.

The eight services and facilities to record satisfaction scores lower than overall satisfaction include public toilets (6.43), parking enforcement (6.76), footpath maintenance and repairs (6.77), services for people with a disability (6.80), Council’s online consultation tool (6.81), the management and level of illegally dumped rubbish (6.83), the cleaning and maintenance of the Footscray CBD (6.89), and the maintenance and repair of sealed local roads (6.97).

It is important to bear in mind that satisfaction with all these services and facilities, except for public toilets were all recorded at “good” levels. There were no services and facilities included in the survey this year that received satisfaction scores rated as “poor” or lower.



Satisfaction with the [planning and development outcomes](#), “the design of public spaces” (7.33) and the “protection of local heritage” (6.91) both increased marginally this year, whilst satisfaction with the “appearance and quality of new developments” (6.75) decreased marginally this year. None of these variations were statistically significant.

Satisfaction with the four included aspects of the [planning approvals process](#) including access to information (6.50 or “good”), effectiveness of community consultation and involvement (6.34 or “solid”), Council’s communication during the process (6.07 or “solid”), and the timeliness of planning decisions (5.98 or “poor”) varied marginally but not measurably.

### ***Issues to address for the City of Maribyrnong***

The main [issues to address in the City of Maribyrnong](#) remain car parking (10.1% down from 13.9%), traffic management (8.3% down from 16.8%), Council rates (8.3% up from 3.5%), parks, gardens, and open spaces (7.0% up from 5.8%), road maintenance and repairs (6.6% down from 10.1%), and the cleanliness and maintenance of the local area (6.1% down from 6.5%).

The issues that are most likely to be exerting a negative influence on community satisfaction with the performance of Council includes traffic management, road maintenance and repairs, building, housing, planning and development issues, and Council rates.

### ***Advocacy issues***

Respondents were asked to rate the priority of eight issues for [Council to advocate on behalf of the community to other levels of government](#). All eight issues were considered a high priority, with health and medical services (priority of 8.11 out of 10), community infrastructure (8.04), and community services (8.04) the three most important.

That said, it is important to note that environment, climate change and sustainability (8.00), public transport (7.89), traffic congestion and roads (7.81), and housing (7.78) were also considered priorities.

### ***Mayoral recognition***

In 2020, 13.9% (down from 20.0%) of respondents were able to correctly identify the [current Mayor of the City of Maribyrnong](#).

### ***Footscray University Town project***

In 2020, 15.6% (down from 22.5%) of respondents were aware of the [Footscray University Town project](#). This is the lowest awareness recorded since 2014. This result may well have been impacted by the COVID-19 pandemic.



### ***Perception of safety in the public areas of the City of Maribyrnong***

The [perception of safety in the public areas of the City of Maribyrnong](#) in seven locations or circumstances declined this year, potentially impacted by community sentiment around COVID-19. Despite these declines, safety, policing, and crime related issues did not increase as issues to address in Maribyrnong.

Particular attention is drawn to the perception of safety in the public areas of the City of Maribyrnong at night, which declined 10.5% this year to 6.33, reversing the significant rise recorded last year. More than one-quarter (27.4% up from 16.8%) of respondents felt unsafe in the public areas at night, with female respondents feeling an average of 17.8% less safe than male respondents.

### ***COVID-19 pandemic***

Respondents were asked three sets of questions around COVID-19, including how well they and their household were coping (financial wellbeing, physical and mental health, and wellbeing), how well supported they feel by the three levels of government, and how they feel Council can assist the community through the pandemic and then to rebuild and reconnect once the pandemic passes.

On average, they rated [how well their household was coping](#) in terms of their financial wellbeing (7.45), physical health and wellbeing (7.11), and their mental health and wellbeing (6.85) at relatively solid levels.

Having said that, it is important to note that a small but notable proportion of respondents reported that they were not coping well in terms of their financial wellbeing (7.7%), their physical health and wellbeing (8.0%), and their mental health and wellbeing (11.9%).

When asked [how well supported their household felt by the three levels of government](#), respondents felt more supported by the state government (6.83), than the federal government (6.41), and the local council (6.10). It is noted that 20.0% of respondents did not feel well supported (i.e., rated support at less than five out of 10) by the local council.

It is highly likely that the lower result for the local council reflects the fact that the role of the federal (e.g., income support, border control) and state governments (e.g., lockdown enforcement, hospitals) would be more prominent than the support provided by the local council.

The main ways by which respondents feel that [Council could assist them](#) through the pandemic were focused on supporting small business, communicating, and providing information, and by reducing rates.

The main ways by which respondents feel that Council could assist the community to rebuild and reconnect once the pandemic passes were assisting small business, community activities such as fetes, concerts, and BBQs, and COVID-19 safe events.





## Key findings

The following section of the report provides a summary of the findings from the *Maribyrnong City Council – 2020 Annual Community Survey*.

### Overall satisfaction

- ⊗ Satisfaction with Council’s overall performance increased by less than one percent, up from 6.92 to 6.99, which is the highest score recorded for the City of Maribyrnong.
- ⊗ This level of satisfaction remains categorised as “good”, the same categorisation for each year since 2015.
- ⊗ This result was identical to the IMAP average (6.99) and marginally, but not measurably higher than the metropolitan Melbourne average (6.92) and the western region councils’ average (6.76) from the 2019 *Governing Melbourne*.
- ⊗ Respondents from Braybrook (7.60) were measurably more satisfied, whilst respondents from Yarraville (6.51) were marginally less satisfied than the municipal average.
- ⊗ There was measurable variation in satisfaction by respondent profile:
  - **Measurably more satisfied than average** – younger respondents (aged 18 to 34 years), senior citizens (aged 75 years and over), respondents from multi-lingual households, couple-only and group households, and new residents that have lived in the City of Maribyrnong for less than five years.
  - **Measurably less satisfied than average** – middle-aged and older adults (aged 45 to 74 years), respondents from English speaking households, two-parent families with youngest child aged 5 to 18 years, sole person households, respondents from households with a member with a disability, and long-term residents that have lived in Maribyrnong for ten years or more.
- ⊗ In 2020, 19.4% (up from 9.5%) of respondents considered that Council’s overall performance had improved in the last twelve months, whilst 6.4% (down from 9.8%) considered that performance had deteriorated.

### Governance and leadership

- ⊗ Average satisfaction with the six included aspects of governance and leadership increased marginally this year, up less than one percent to 7.03.
- ⊗ This level of satisfaction remains categorised as “good”.
- ⊗ Satisfaction with the six aspects being as follows:

○ Promoting gender equity and respect	(7.63 down from 7.72)
○ Responsiveness of Council to local com. needs	(6.99 up from 6.82)
○ Community consultation and engagement	(6.96 down from 6.98)
○ Maintaining community trust and confidence	(6.89 down from 6.94)
○ Representation, lobbying, and advocacy	(6.87 up from 6.82)
○ Making decisions in interests of community	(6.86 stable).



- ⊗ When compared to the metropolitan Melbourne average (excluding gender respect and equity), satisfaction with the remaining five aspects of governance and leadership was marginally higher in the City of Maribyrnong (6.91) than the metropolitan Melbourne average (6.82). This is based on results from the 2019 *Governing Melbourne*.

## **Customer service**

- ⊗ In 2020, a little less than half (41.3% up from 34.6%) of respondents had contacted Council in the last two years.
- ⊗ The main forms of contacting Council remain telephone (60.4% up from 54.6%), via email (21.3% up from 18.7%), and visits in person (8.2% down from 17.6%).
- ⊗ The average satisfaction with nine aspects of customer service decreased by 2.6% from 7.60 to 7.40 this year. This decline was not statistically significant, remained at a “very good” level.
- ⊗ The average satisfaction with seven aspects of customer service for the City of Maribyrnong (7.32) was marginally, but not measurably higher than the 2019 metropolitan Melbourne average (7.24) from *Governing Melbourne*.
- ⊗ Satisfaction with the nine included aspects of customer service can best be summarised as follows:
  - Staff understanding language needs (NESB only) (8.38 down from 8.43)
  - Opening hours (7.98 up from 7.85)
  - The online payments system (7.36 down from 7.71)
  - General reception (7.35 down from 7.70)
  - Courtesy of service (7.29 down from 7.57)
  - Access to relevant officer / area (7.20 down from 7.36)
  - Care and attention to enquiry (7.06 down from 7.32)
  - Provision of information on Council and services (7.02 down from 7.36)
  - Speed of service (6.95 down from 7.07).

## **Planning and housing development**

- ⊗ In 2020, all respondents were asked to rate their satisfaction with three aspects of planning and housing development outcomes, as follows:
  - The design of public spaces (7.33 up from 7.19)
  - The protection of local heritage (6.91 up from 6.84).
  - The appearance and quality of new developments (6.75 down from 6.85)
- ⊗ Satisfaction with all three planning and development outcomes were similar in the City of Maribyrnong than the metropolitan Melbourne, western region councils, or IMAP averages, as recorded in 2019 *Governing Melbourne*.
- ⊗ In 2020, respondents that had been personally involved in the planning approvals process in the last twelve months were asked to rate their satisfaction with four aspects of the planning approvals process. It is noted that these results are based on small sample sizes of nineteen applicants and thirteen objectors, as follows:
  - Access to information (applicants) (6.82 up from 6.01)



- Access to information (objectors) (6.03 up from 5.80)
- Communication during the process (applicants) (6.40 up from 5.52)
- Communication during the process (objectors) (5.51 down from 5.80)
- Effectiveness of community consultation (applicants) (6.97 up from 4.28)
- Effectiveness of community consultation (objectors) (5.33 up from 4.66)
- Timeliness of planning decisions (applicants) (6.11 up from 4.52)
- Timeliness of planning decisions (objectors) (5.86 down from 5.93).

## ***Council services and facilities***

- ⊗ **Importance** - The average importance of the 38 included Council services and facilities was 8.88 out of ten in 2020, up 2.4% on the 8.67 recorded in 2019.
- ⊗ The top four services and facilities were measurably more important than the average:
  - Fortnightly recycling (9.20 up from 9.04)
  - Weekly garbage collection (9.15 down from 9.22)
  - Fortnightly green waste collection (9.13 up from 8.90)
  - Services for people with a disability (9.10 up from 8.87).
- ⊗ The bottom four services and facilities were measurably less important than the average:
  - Council's online consultation tool (8.58 up from 7.87).
  - Parking enforcement (8.49 up from 8.46)
  - Council's use of social media (8.42 up from 7.88)
  - Maribyrnong Messenger (8.41 up from 8.06).
- ⊗ **Satisfaction** - The average satisfaction with the 38 included Council services and facilities was 7.40 in 2020, up one percent on the 7.33 recorded in 2019, and remains at a "very good" level.
- ⊗ Satisfaction with the top eight services and facilities was measurably higher than the average satisfaction:
  - Library services (8.47 down from 8.56)
  - Weekly garbage collection (8.29 down from 8.33)
  - Fortnightly recycling (8.21 down from 8.27)
  - Fortnightly green waste collection (8.20 down from 8.29)
  - Provision and maintenance of playgrounds (7.94 up from 7.92)
  - Service for older people (7.90 up from 7.37)
  - Service for children (7.87 down from 8.26)
  - Provision and maintenance of parks and gardens (7.84 up from 7.49).
- ⊗ Satisfaction with the bottom ten services and facilities was measurably lower than the average satisfaction:
  - Local traffic management (7.00 up from 6.75)
  - Additional, paid hard waste collection (6.99 down from 7.43)
  - Maintenance and repair of sealed local roads (6.97 down from 7.10)
  - Maintenance and cleaning of Footscray CBD (6.89 up from 6.85)
  - Illegally dumped rubbish (6.83 stable)
  - Council's online consultation tool (6.81 up from 6.18)
  - Services for people with a disability (6.80 down from 7.18)
  - Footpath maintenance and repairs (6.77 down from 6.98)



- Parking enforcement (6.76 up from 6.57)
- Public toilets (6.43 down from 6.61).

### ***Issues for Council to address “at the moment”***

- ⊗ A total of 479 respondents representing 59.9% of the total sample identified at least one issue for Council to address in the coming twelve months, with the top five issues being as follows:
  - Car parking (10.1% down from 13.9%)
  - Traffic management (8.3 % down from 16.8%)
  - Council rates (8.3% up from 3.5%)
  - Parks, gardens, and open space (7.01% up from 5.8%)
  - Road maintenance and repairs (6.6% down from 10.1%).

### ***Advocacy issues***

- ⊗ This question relating to the relatively priority of a range of issues for Council to advocate on behalf of the community was included for the first time in the 2020 survey.
- ⊗ Respondents were asked to rate the priority they believe Council should place on advocating with other levels of government in relation to seven broad issue areas. The seven broad policy areas were as follows:
  - Health and medical services (8.11)
  - Community infrastructure (8.04)
  - Community services (8.04)
  - Environment, climate change and sustainability (8.00)
  - Public transport (7.89)
  - Traffic congestion and roads (7.81)
  - Housing (7.78).

### ***Mayoral recognition***

- ⊗ In 2020, 13.9% of respondents were able to correctly identify the current Mayor of the City of Maribyrnong (Cr. Sarah Carter). The long-term average result for this question since 2005 is 19.4%.

### ***Safety in public areas of Maribyrnong***

- ⊗ The perception of safety in and around the public areas of the City of Maribyrnong declined sharply this year, reversing the improvement recorded last year.
- ⊗ The survey measured respondents’ perception of safety (*from zero – very unsafe to ten – very safe*) within the public areas of the City of Maribyrnong across seven locations and times, as follows:
  - In public areas of Maribyrnong during the day (8.09 down from 8.48)
  - In and around Highpoint Shopping Centre (7.94 down from 8.21)
  - In and around Braybrook Shopping Centre (7.33 down from 7.72)
  - In and around Footscray CBD during the day (7.30 down from 7.64)





- Travelling on / waiting for public transport (7.27 down from 7.79)
- In public areas of Maribyrnong at night (6.33 down from 7.07)
- In and around Footscray CBD at night (5.67 down from 6.47).

- ⊗ The most common reasons why respondents felt unsafe in the public areas of the City of Maribyrnong in 2020 were issues with “gangs, youths, suspicious people” (24.2%), issues with lighting (18.2%), and a general perception of lack of safety (13.6%).

### ***Footscray University Town project***

- ⊗ 15.6% (down from 22.5%) of respondents were aware of the Footscray University Town Project. This is the lowest awareness result recorded since the 13.4% recorded back in 2013.

### ***COVID19 pandemic***

- ⊗ Respondents were asked to rate how (from zero to 10) well they and their household were coping with the impacts of COVID-19 in terms of:

- Financial wellbeing 7.45
- Physical health and wellbeing 7.11
- Mental health and emotional wellbeing 6.85.

- ⊗ Respondents were asked to rate how (from zero to 10) well supported they feel by the three levels of government during the pandemic.

- State government 6.83
- Federal government 6.41
- Local council 6.10.

- ⊗ The top three ways that respondents believe Council can assist the community deal with the pandemic now were:

- Support small businesses (5.5%)
- More communication and information in general (5.3%)
- Rates reduction (4.8%).

- ⊗ The top three ways that respondents believe Council can assist the community rebuild and reconnect when the pandemic passes were:

- Assisting small business (6.1%)
- Community activities, fete, concert, BBQ (5.4%)
- COVID safe community events, festivals (2.0%)

## **Methodology, response rate and statistical significance**

The *Annual Community Survey* has traditionally been conducted as a door-to-door, interview style survey.



Due to the lockdowns and social distancing requirements in response to the COVID-19 pandemic, it was not possible to conduct the survey as a face-to-face, doorstep interview survey this year. Consequently, the survey was conducted as a telephone interview.

The surveying was all completed over three weeks in October and November 2020. Due to the local council elections, the surveying commenced on Tuesday the 27<sup>th</sup> of October. In past years, the surveys have traditionally taken place in August and September.

The survey was shortened in length to accommodate the limitations inherent in conducting surveys by telephone. The results are presented in this report only for the shortened survey.

Surveys were conducted from 11am till 7pm weekdays, and 11am till 5pm on Saturdays and Sunday.

Multiple attempts were made to contact each randomly selected telephone number, to give the household multiple opportunities to participate in the research.

A total of 800 surveys were conducted from a random sample of 8,537 residential telephone numbers, including an approximately equal number of landline and mobile phone numbers.

The sample of residential telephone numbers was pre-weighted by precinct population, to ensure that each precinct contributed proportionally to the overall municipal results.

The final sample of surveys were then weighted by age and gender, to ensure that each age / gender group contributed proportionally to the overall municipal result. This was necessary given the limitations of the telephone survey methodology in obtaining a sample that reflects the age structure of the underlying population.

Of the 8,537 telephone numbers, the following results were obtained:

- No answer - 6,253
- Refused - 1,136
- Call back another time - 348
- Completed - 800

This provides a response rate of 35.0%, reflecting the proportion of individuals who were invited to participate in the research, who ultimately participated. This is down somewhat on the 41.2% response rate achieved in 2019 using the superior door-to-door methodology. Metropolis Research notes, however, that the response rate is very good for a telephone survey, a fact that reflects well on community engagement with Council.

The 95% confidence interval (margin of error) of these results is plus or minus 3.4% at the fifty percent level. In other words, if a yes / no question obtains a result of fifty percent yes, it is 95% certain that the true value of this result is within the range of 46.6% and 53.4%.

This is based on a total sample size of 800 respondents, and an underlying population of the City of Maribyrnong of 93,448.



## Council's overall performance

Respondents were asked:

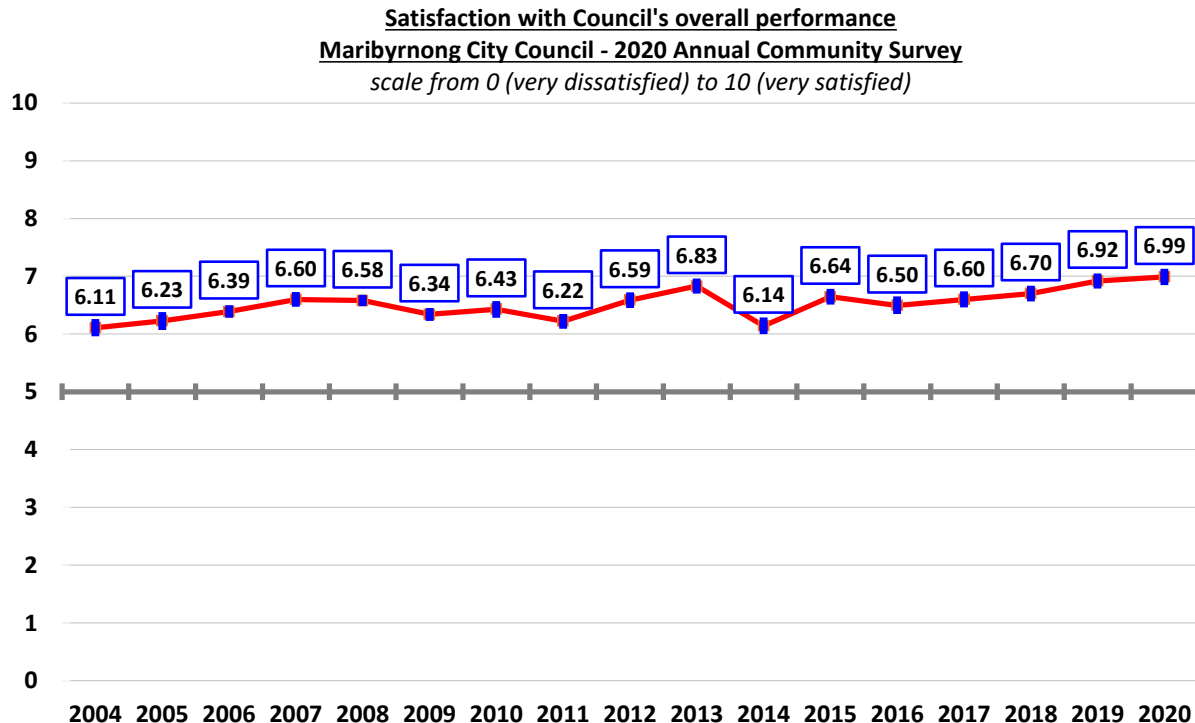
*“On a scale of 0 (lowest) to 10 (highest), can you please rate the performance of Council across all areas of responsibility?”*

Satisfaction with the performance of Council “across all areas of responsibility” continued to increase again this year, increasing for the fourth consecutive year. Satisfaction increased by less than one percent this year to 6.99, although it remains at a “good” level.

Metropolis Research notes that overall satisfaction with Maribyrnong City Council has increased 13.8% since the most recent low score of 6.14 recorded back in 2014. This is also the highest level of satisfaction with Council’s overall performance recorded since 2004.

By way of comparison, this result was identical to the IMAP councils’ average of 6.99 and marginally, but not measurably higher than the metropolitan Melbourne average of 6.92 and the western region councils’ average of 6.76.

These comparisons were sourced from the 2019 *Governing Melbourne* research conducted independently by Metropolis Research. Unfortunately, due to the COVID-19 restrictions this year, the 2020 *Governing Melbourne* research was not undertaken. The 2021 research will be undertaken in January 2021.

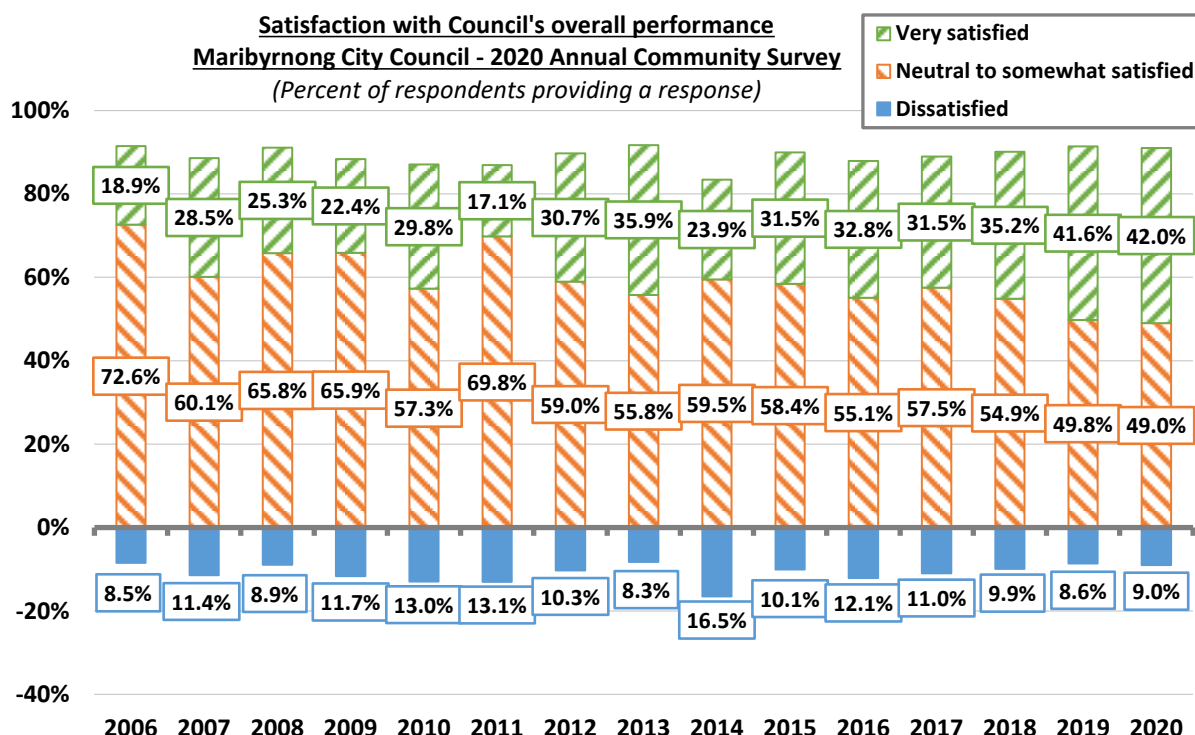


The following graph provides a breakdown of these results into the proportion of respondents “very satisfied” (i.e., rated satisfaction at eight or more out of 10), those who were “neutral to somewhat satisfied” (rated satisfaction from five to seven), and those who were “dissatisfied” (rated satisfaction from zero to four).



Consistent with the steady increase in overall satisfaction, the proportion of respondents “very satisfied” with Council’s overall performance has increased marginally almost every year from 23.9% in 2014 to 42.0% this year.

There has also been a notable decline in the proportion of dissatisfied respondents, down from an unusually large 16.5% back in 2014 to 9.0% this year. Metropolis Research does draw attention, however, to the fact that the proportion of dissatisfied respondents in the City of Maribyrnong has remained relatively stable at approximately 10% since 2015.



Whilst the overall satisfaction with Maribyrnong City Council was relatively consistent across the municipality, there was some statistically significant variation, as follows:

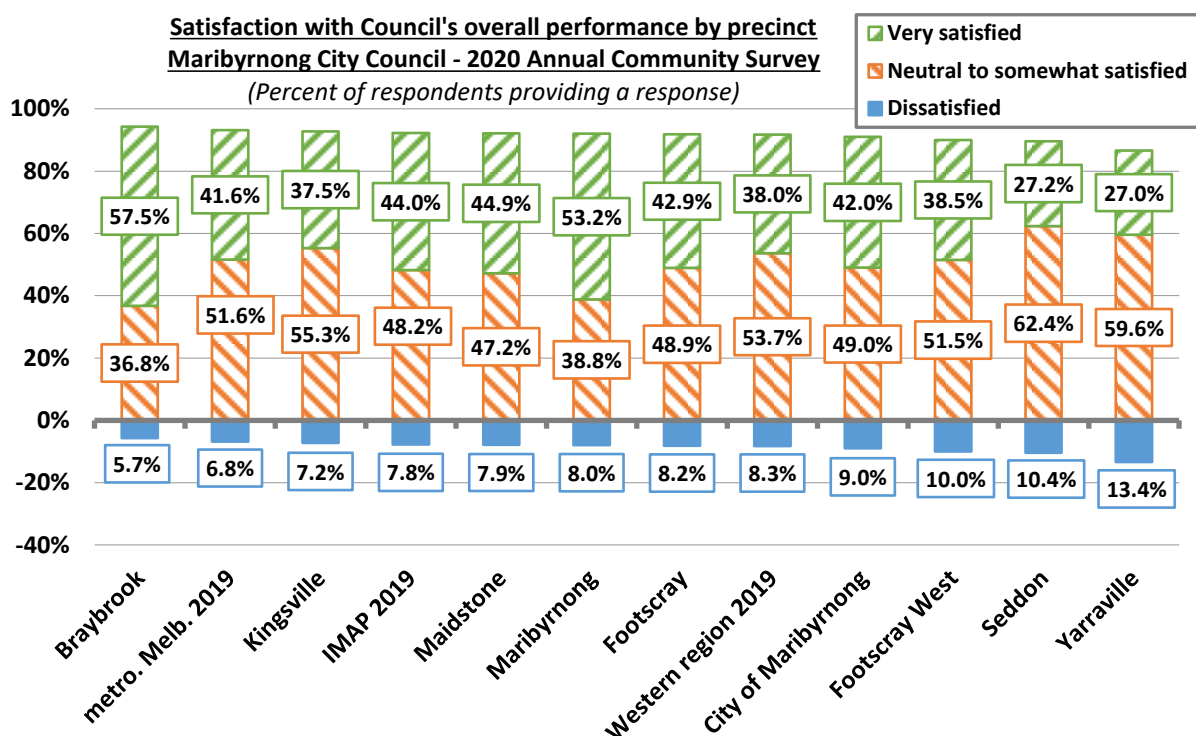
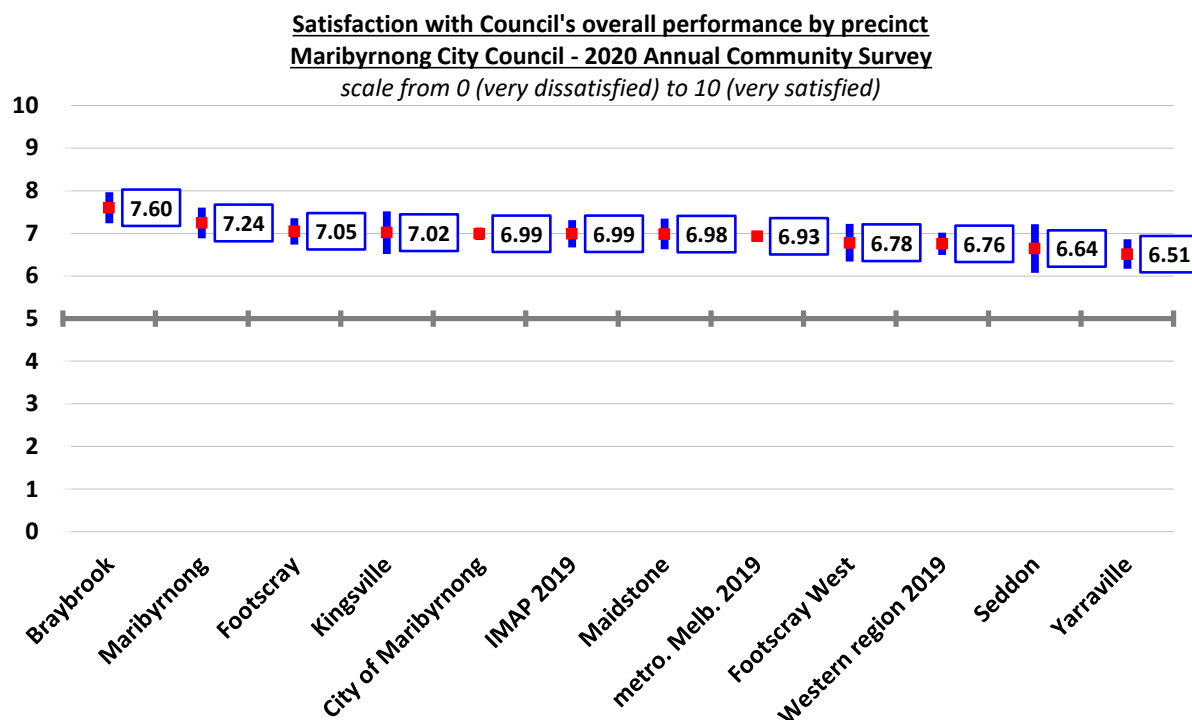
- **Braybrook** – respondents were measurably and significantly more satisfied than average and at a “very good” level.
- **Yarraville** – respondents were measurably and significantly less satisfied than the municipal average, although still at a “good” level.

Metropolis Research draws attention to the fact that more than half of the respondents providing a satisfaction score in Braybrook (57.5%) and Maribyrnong (53.2%) were “very satisfied” with Council’s overall performance.

It is also noted that 13.4% of respondents in Yarraville were dissatisfied with Council’s overall performance.







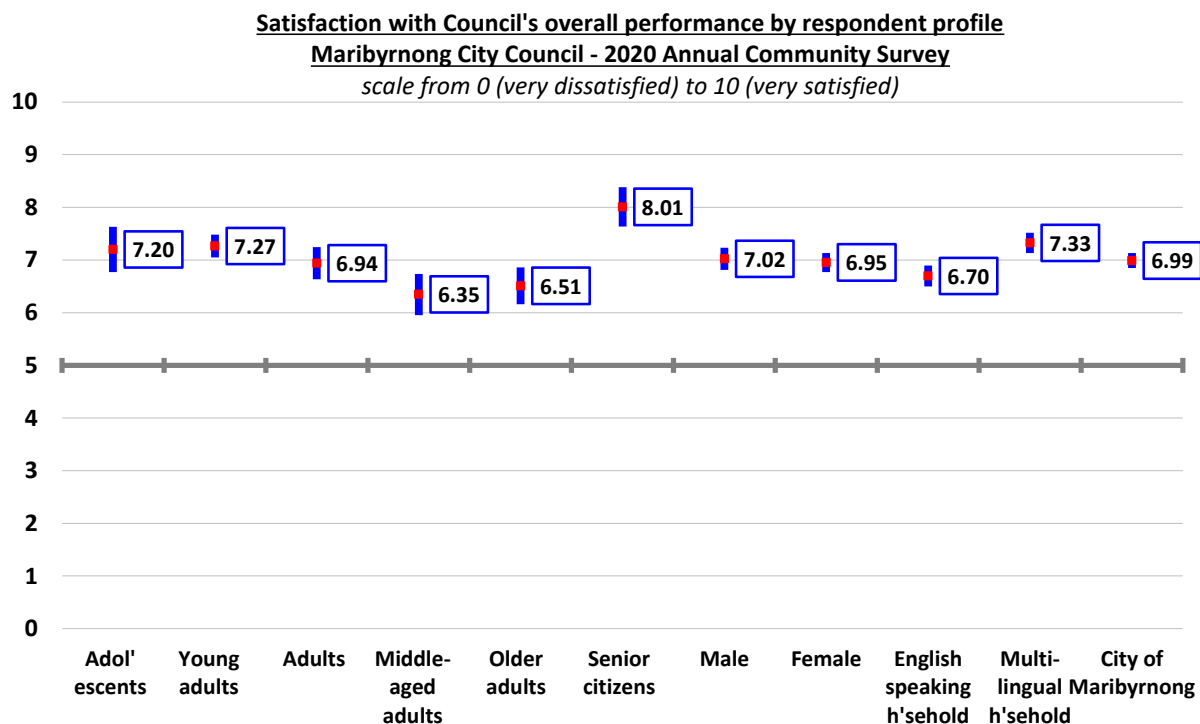
## Overall performance by respondent profile

The following graphs provide a comparison of the average satisfaction with Council's overall performance by respondent profile, including age structure, gender, language spoken at home, household structure, period of residence in the municipality, and the disability status of respondent household members.

There was measurable and significant variation in satisfaction with Council's overall performance observed by respondent profile, with attention drawn to the following general findings:

- **More satisfied than average** – includes younger respondents (aged 18 to 34 years), senior citizens (aged 75 years and over), respondents from multi-lingual households, couple-only and group households, and newer residents (less than five years in the City of Maribyrnong).
- **Less satisfied than average** – includes middle-aged and older adults (aged 45 to 74 years), respondents from English speaking households, two-parent families with youngest child aged 5 to 18 years, sole person households, respondents from households with a member with a disability, and long-term residents (10 years or more in the City of Maribyrnong).

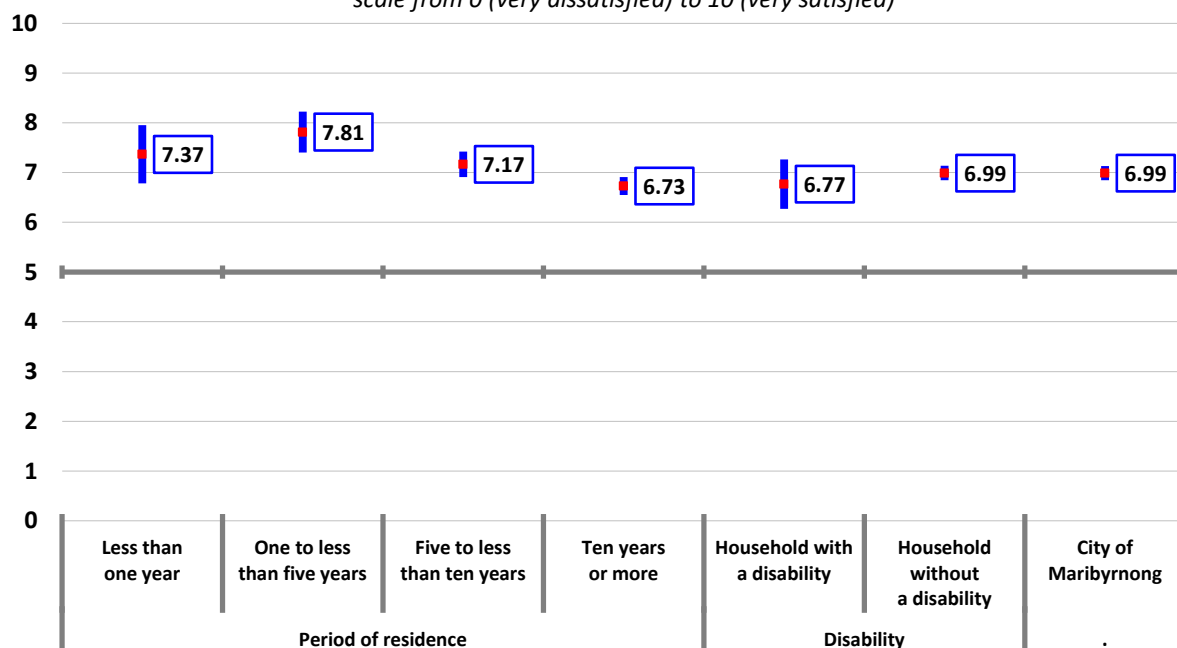
Metropolis Research notes that this pattern of variation in satisfaction with Council's overall performance is well-established and has been observed by Metropolis Research both previously for the City of Maribyrnong, as well as elsewhere across metropolitan Melbourne and Tasmania.



**Satisfaction with Council's overall performance by housing profile and disability**

**Maribyrnong City Council - 2020 Annual Community Survey**

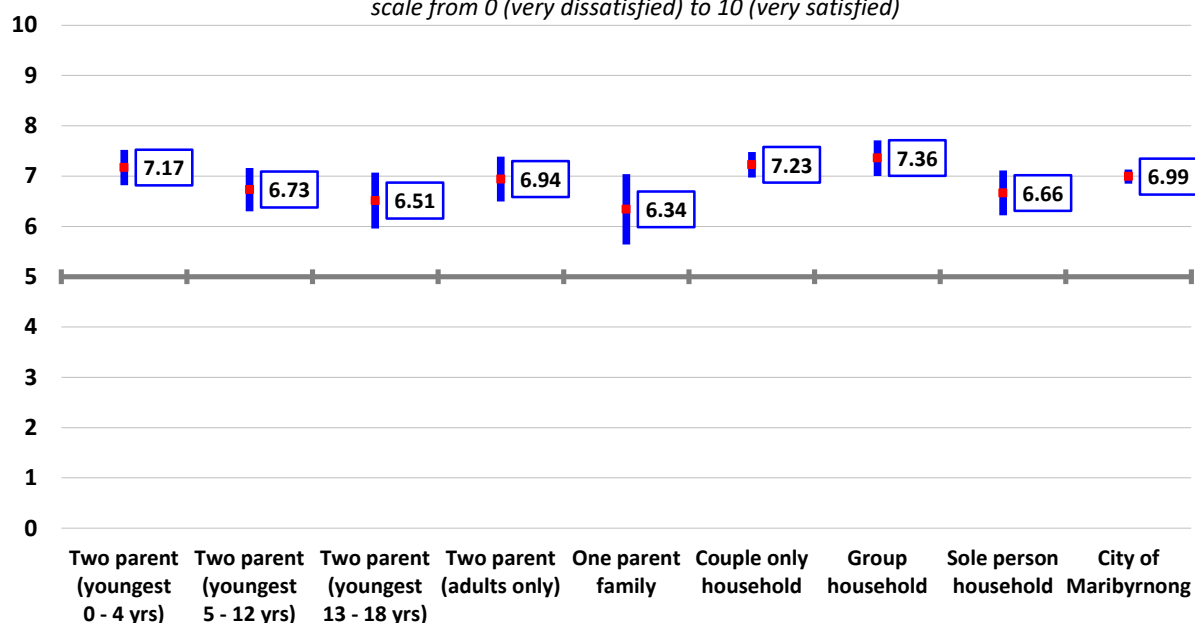
*scale from 0 (very dissatisfied) to 10 (very satisfied)*



**Satisfaction with Council's overall performance by household structure**

**Maribyrnong City Council - 2020 Annual Community Survey**

*scale from 0 (very dissatisfied) to 10 (very satisfied)*



## Relationship between issues and overall satisfaction

The following graph provides a comparison of satisfaction with Council’s overall performance for respondents nominating each of the 10 most nominated issues to address for the City of Maribyrnong “at the moment”.

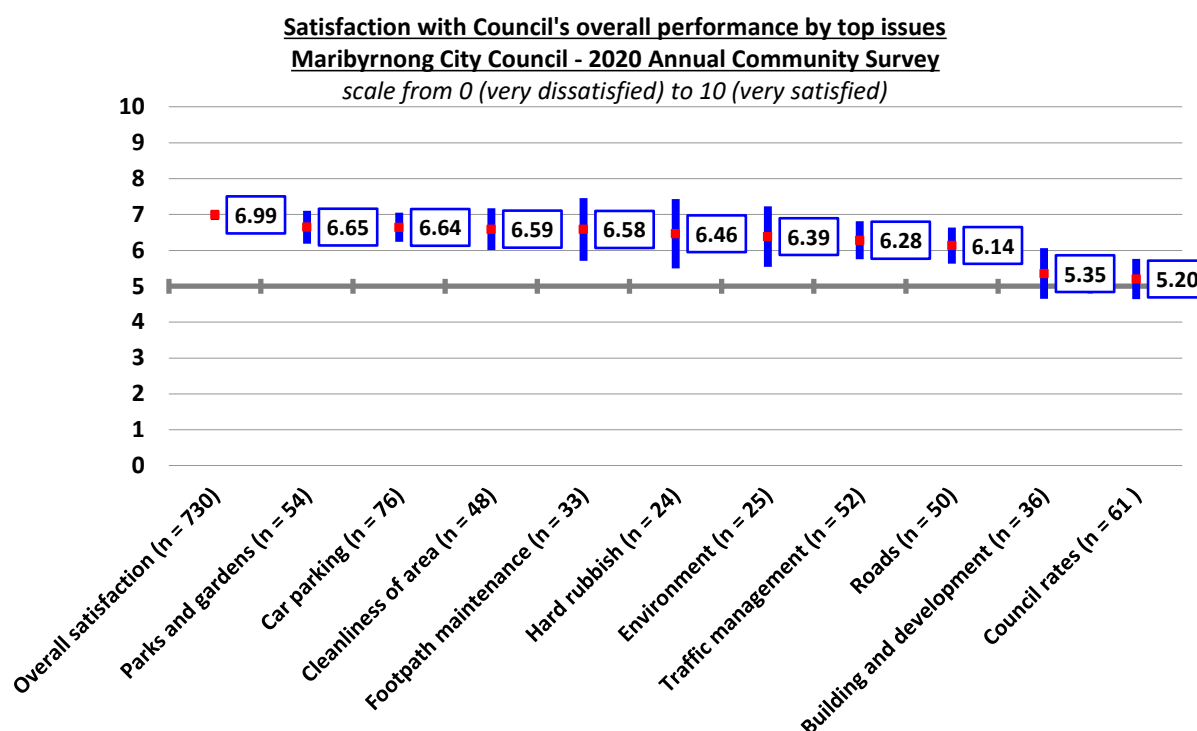
As is clear in the graph, the small sample of respondents nominating each of these 10 issues were notably less satisfied with Council’s overall performance than the municipal average.

This variation was statistically significant for respondents’ nominating traffic management (6.28), road maintenance and repair issues (6.14), building, housing, planning, and development issues (5.35), and Council rates (5.20).

This does suggest that these issues are likely to be exerting a somewhat negative influence on satisfaction with Council’s overall performance for the respondents’ nominating these issues. This is most evident in relation to traffic, roads, planning and development, and Council rates.

Metropolis Research notes that these are relatively consistent results observed elsewhere, particularly those in relation to roads, planning, and Council rates.

For example, it is almost always true that the small number of respondents who nominate Council rates as one of the top three issues to address in the municipality are almost always measurably and significantly less satisfied with Council’s overall performance than the underlying community. This reflects the fact that these respondents, overall, believe they are paying “too much” through their rates for the services and facilities provided by Council.





## ***Reasons for level of satisfaction with Council's overall performance***

Respondents were asked:

*“Thinking about your satisfaction with Council's overall performance, why do you say that?”*

There was a total of 326 comments received from respondents about the reasons why they rated their satisfaction with Council's overall performance at the level they did. The verbatim comments underpinning this summary table are outlined as an appendix to this report.

The following table provides a breakdown of these comments by the broad issues raised by the respondents, and then they are further broken down into positive and negative comments. For example, there were 146 general statements received from respondents, of which 93 were generally positive and 53 were generally negative in nature.

These comments were split by satisfaction with Council's overall performance, which shows that of the 146 general comments received, 56.1% were from respondents who were satisfied with Council's overall performance (rated satisfaction from six to 10).

The three most common issues raised by respondents in relation to satisfaction with Council's overall performance were general comments that did not raise a specific issue (44.8%), issues around communication, consultation, and the provision of information (13.8%), and rates and financial management related issues (12.3%).

Metropolis Research notes that the proportion of comments received this year that focused on governance, accountability, and reputation (8.3%) was almost half the proportion that raised these issues last year (14.5%).

It is also noted that the proportion of comments related to rates and financial management increased this year, up from 9.1% last year to 12.3% this year. This is consistent with the increase in the proportion of respondents nominating Council rates as one of the top three issues to address for the City of Maribyrnong this year.

The other issues raised by a small proportion of respondents this year included services and facilities (6.1%), building, housing, planning, and development (3.7%), roads and traffic management (2.8%), parking (2.5%), environment, parks, and gardens (1.8%), waste management (0.9%), and safety, policing, and crime issues (0.9%).

These comments raising other issues were overwhelmingly negative in nature, suggesting that respondents were drawing on these individual issues as factors underpinning their level of satisfaction with Council's overall performance.

Metropolis Research notes that planning and development, roads and traffic, and parking were all identified as issues exerting a negative influence on satisfaction with Council's overall performance for the respondents raising these as issues to address in the city of Maribyrnong, and that finding is further strengthened by these results.



### Reasons for rating of satisfaction with Council's overall performance

#### Maribyrnong City Council - 2020 Annual Community Survey

(Number and percent of total respondents)

<i>Reason for rating of satisfaction</i>	<i>Number</i>	<i>Total Percent</i>	<i>Satisfied (6 to 10)</i>	<i>Neutral (5)</i>	<i>Dissatisfied (0 to 4)</i>
<b>General statements</b>	<b>146</b>	<b>44.8%</b>	<b>56.1%</b>	<b>29.7%</b>	<b>16.2%</b>
positive	93	28.5%	42.1%	0.0%	0.0%
negative	53	16.3%	14.0%	29.7%	16.2%
<b>Communication, consultation, information</b>	<b>45</b>	<b>13.8%</b>	<b>10.4%</b>	<b>27.0%</b>	<b>17.6%</b>
positive	2	0.6%	0.9%	0.0%	0.0%
negative	43	13.2%	9.5%	27.0%	17.6%
<b>Rates and financial management</b>	<b>40</b>	<b>12.3%</b>	<b>6.3%</b>	<b>21.6%</b>	<b>26.5%</b>
positive	0	0.0%	0.0%	0.0%	0.0%
negative	40	12.3%	6.3%	21.6%	26.5%
<b>Governance, accountability and reputation</b>	<b>27</b>	<b>8.3%</b>	<b>4.1%</b>	<b>8.1%</b>	<b>22.1%</b>
positive	1	0.3%	0.5%	0.0%	0.0%
negative	26	8.0%	3.6%	8.1%	22.1%
<b>Services and facilities</b>	<b>20</b>	<b>6.1%</b>	<b>7.2%</b>	<b>0.0%</b>	<b>5.9%</b>
positive	4	1.2%	1.8%	0.0%	0.0%
negative	16	4.9%	5.4%	0.0%	5.9%
<b>Building, planning, housing and development</b>	<b>12</b>	<b>3.7%</b>	<b>2.3%</b>	<b>5.4%</b>	<b>7.4%</b>
positive	0	0.0%	0.0%	0.0%	0.0%
negative	12	3.7%	2.3%	5.4%	7.4%
<b>Roads, traffic, transport and footpaths</b>	<b>9</b>	<b>2.8%</b>	<b>2.7%</b>	<b>0.0%</b>	<b>4.4%</b>
positive	0	0.0%	0.0%	0.0%	0.0%
negative	9	2.8%	2.7%	0.0%	4.4%
<b>Parking</b>	<b>8</b>	<b>2.5%</b>	<b>3.2%</b>	<b>2.7%</b>	<b>0.0%</b>
positive	0	0.0%	0.0%	0.0%	0.0%
negative	8	2.5%	3.2%	2.7%	0.0%
<b>Environment, parks, open space and trees</b>	<b>6</b>	<b>1.8%</b>	<b>2.3%</b>	<b>2.7%</b>	<b>0.0%</b>
positive	2	0.6%	0.9%	0.0%	0.0%
negative	4	1.2%	1.4%	2.7%	0.0%
<b>Waste management</b>	<b>3</b>	<b>0.9%</b>	<b>1.4%</b>	<b>0.0%</b>	<b>0.0%</b>
positive	0	0.0%	0.0%	0.0%	0.0%
negative	3	0.9%	1.4%	0.0%	0.0%
<b>Safety, policing and crime</b>	<b>3</b>	<b>0.9%</b>	<b>0.9%</b>	<b>2.7%</b>	<b>0.0%</b>
positive	0	0.0%	0.0%	0.0%	0.0%
negative	3	0.9%	0.9%	2.7%	0.0%
<b>Other reasons</b>	<b>7</b>	<b>2.1%</b>	<b>3.2%</b>	<b>0%</b>	<b>0%</b>
<b>Total</b>	<b>326</b>		<b>221</b>	<b>37</b>	<b>68</b>



## Change in Council's overall performance

Respondents were asked:

*“Over the past twelve months, do you think Maribyrnong City Council’s overall performance has improved, stayed the same or deteriorated?”*

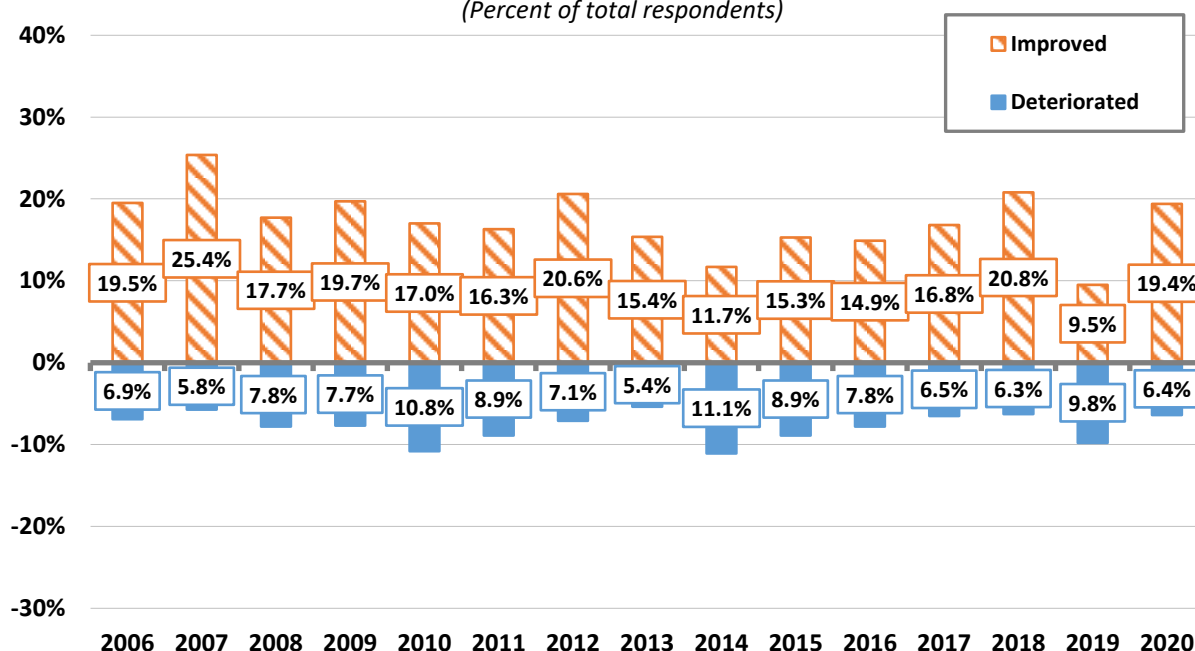
In 2020, almost one-fifth (19.4%) of respondents considered that Council’s overall performance had improved in the last 12 months. This is a significant improvement on the unusually low 9.5% reported in 2019. This result is marginally higher than the long-term average for this question since 2004 of 17.1%.

There was also an improvement in the proportion of respondents who considered that Council’s overall performance had deteriorated in the last 12 months, down from 9.8% last year to 6.4% this year. This result is marginally lower than the long-term average for this question since 2004 of 7.8%.

**Change in overall performance**  
**Maribyrnong City Council - 2020 Annual Community Survey**  
 (Number and percent of total respondents)

Change	2020		2019	2018	2017	2016	2015
	Number	Percent					
Improved	155	19.4%	9.5%	20.8%	16.8%	14.9%	15.3%
Stayed the same	423	52.9%	53.3%	49.5%	51.8%	58.5%	53.3%
Deteriorated	51	6.4%	9.8%	6.3%	6.5%	7.8%	8.9%
Can't say	171	21.4%	27.5%	23.5%	25.0%	18.7%	22.6%
<b>Total</b>	<b>800</b>	<b>100%</b>	<b>800</b>	<b>800</b>	<b>800</b>	<b>803</b>	<b>800</b>

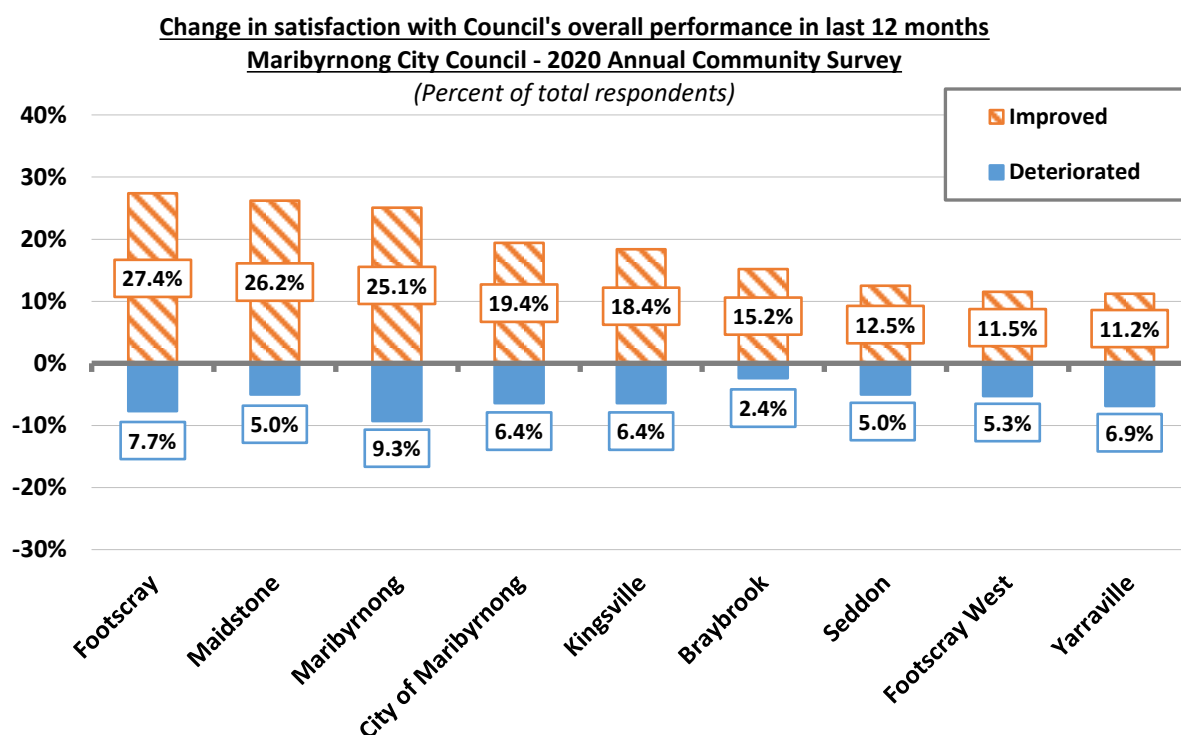
**Change in satisfaction with Council's overall performance in last 12 months**  
**Maribyrnong City Council - 2020 Annual Community Survey**  
 (Percent of total respondents)



There was some notable variation in this result observed across the municipality, as outlined in the following graph.

Respondents from Footscray, Maidstone, and Maribyrnong were notably, albeit not measurably more likely than average to consider that performance had improved in the last 12 months, whilst respondents from Seddon, Footscray West, and Yarraville were less likely than average.

Consistent with the higher-than-average overall satisfaction, just 2.4% of respondents from Braybrook considered that Council's overall performance had deteriorated in the last 12 months.





## Governance and leadership

Respondents were asked:

*“On a scale of 0 (lowest) to 10 (highest), can you please rate your satisfaction with the following?”*

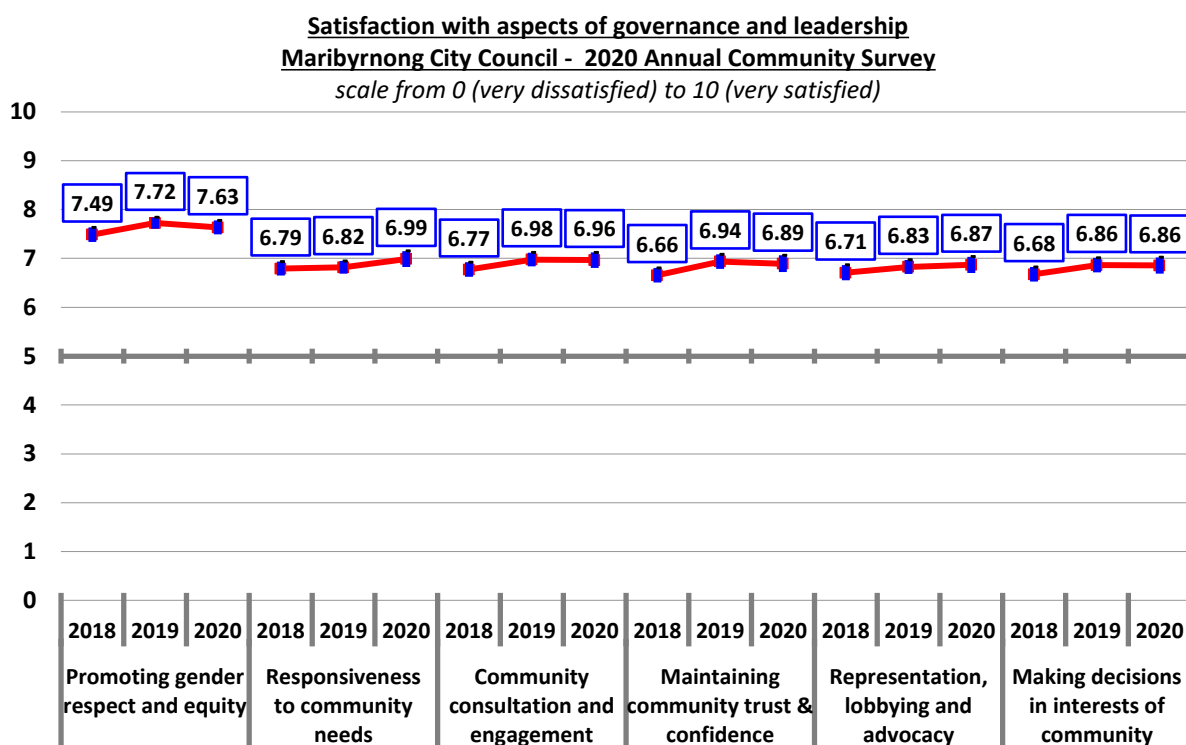
Respondents were asked to rate their personal level of satisfaction with six aspects of governance and leadership.

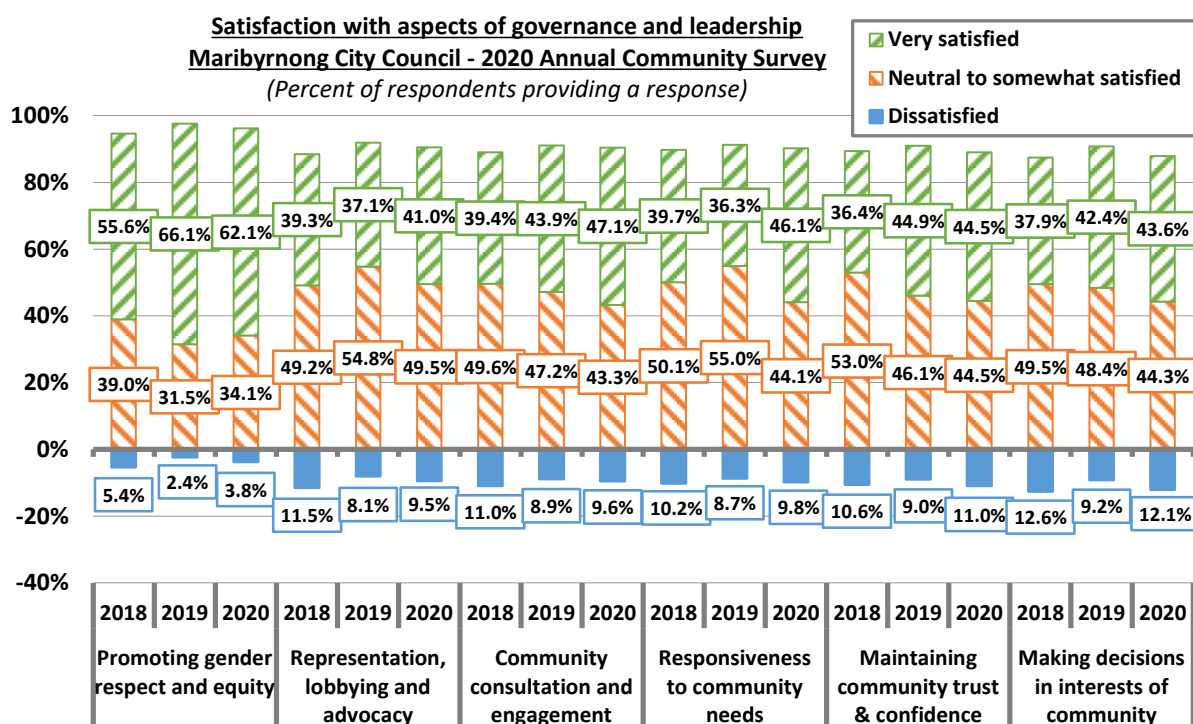
The average satisfaction with these six aspects was 7.03 out of a potential 10, up less than one percent on the 7.02 recorded last year. This follows on from a 2.5% increase recorded last year and a 4.6% increase recorded in 2018.

This result confirms that satisfaction with governance leadership has remained stable at a “good” level of satisfaction.

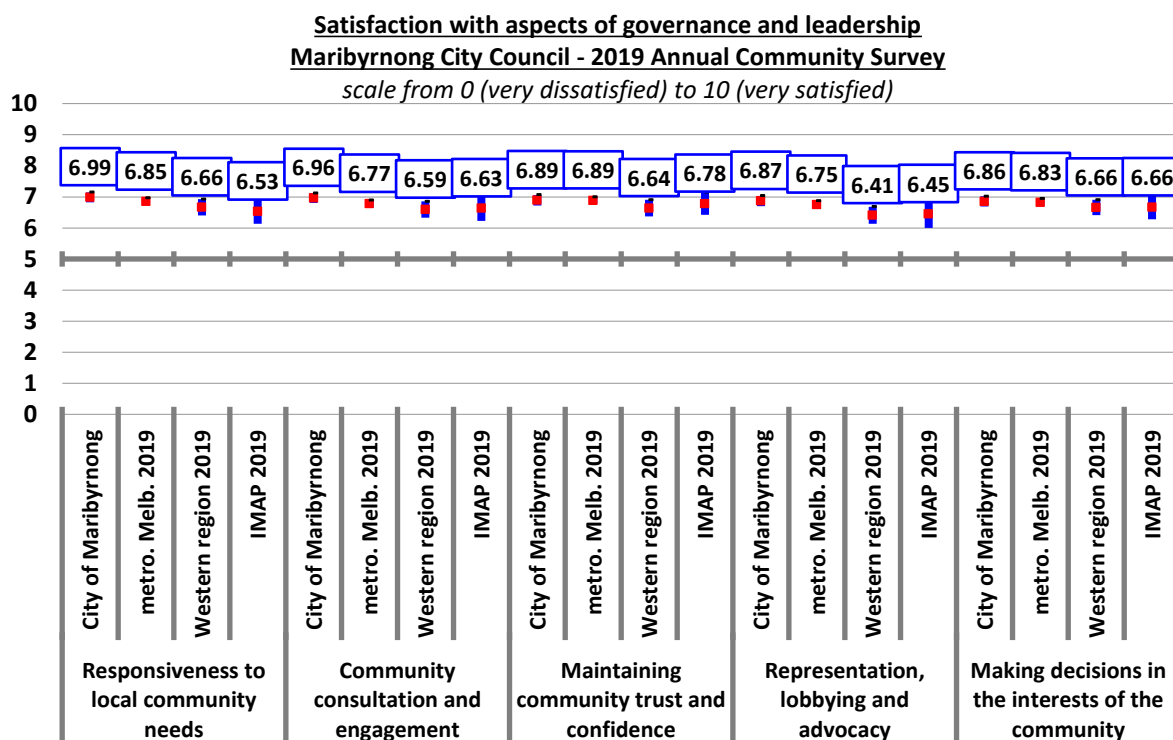
Satisfaction with the six included aspects of governance and leadership can best be summarised as follows:

- **Very Good** – for the performance of Council promoting gender respect and equity. Approximately two-thirds of respondents strongly agreed (rating satisfaction at eight or more), whilst just 3.8% (up from 2.4%) were dissatisfied.
- **Good** – for Council’s representation, lobbying, and advocacy; community consultation and engagement; the responsiveness of Council to local community needs; maintaining the trust and confidence of the community; and making decisions in the interests of the community. A little less than half of the respondents were very satisfied with each of these aspects, whilst approximately 10% were dissatisfied.





The average satisfaction with the five aspects of governance and leadership (excluding gender respect and equity) that are included in both this survey and *Governing Melbourne* was 6.91 for the City of Maribyrnong. This average of 6.91 is marginally higher than the metropolitan Melbourne average of 6.82, but measurably higher than both the IMAP councils' (6.61) and western region councils' (6.59) averages. These comparisons are sourced from the 2019 *Governing Melbourne* research conducted independently by Metropolis Research. The 2020 *Governing Melbourne* survey was not undertaken due to COVID-19 restrictions.



## Customer service

### Contact with Council in the last two years

Respondents were asked:

*“Have you contacted Maribyrnong City Council in the last two years?”*

In 2020, a little less than half (41.3%) of respondents reported that they had contacted Council in the last two years. This is an increase on the unusually low 34.6% recorded last year.

The long-term average result for this question since the question was first included in 2004 is 46.5%.

**Contacted Council in the last two years**  
**Maribyrnong City Council - 2020 Annual Community Survey**  
*(Number and percent of respondents providing a response)*

Response	2020		2019	2018	2017	2016	2015
	Number	Percent					
Yes	328	41.3%	34.6%	46.9%	50.4%	48.9%	53.5%
No	467	58.7%	65.4%	53.1%	49.6%	51.1%	46.5%
Can't say	5		5	3	11	8	11
<b>Total</b>	<b>800</b>	<b>100%</b>	<b>800</b>	<b>800</b>	<b>800</b>	<b>803</b>	<b>800</b>

### Forms of contact

Respondents who had contacted Council were asked:

*“When you last contacted the Council, was it?”*

Consistent with the results recorded in previous years, the most common method of respondents contacting Council was by telephone, with 60.4% (up from 54.6%) using this method the last time they contacted Council.

There was a very significant decline in the proportion of respondents visiting Council in person in the last two years, consistent with the COVID-19 restrictions, down from 17.6% to 8.2%.

In recent years, there has been an increase in the proportion of respondents reporting that they last contacted Council by email, with more than one-fifth (21.3%) using this method the last time they contacted Council.

The purpose of this question is to be able to explore respondents' satisfaction with traditional aspects of customer service and to compare satisfaction based on the method of contacting Council. The question is not designed to provide insight into the main methods by which the community engage with Council, as it is focused on “contacting” Council.

**Form of contact with Maribyrnong City Council**  
**Maribyrnong City Council - 2020 Annual Community Survey**  
*(Number and percent of respondents who contacted Council)*

Response	2020		2019	2018	2017	2016	2015
	Number	Percent					
Telephone <i>(during office hours)</i>	198	60.4%	54.6%	49.1%	51.4%	54.1%	50.2%
E-mail	70	21.3%	18.7%	10.2%	11.4%	9.3%	12.8%
Visit in person	27	8.2%	17.6%	15.8%	18.7%	19.3%	28.9%
Website	25	7.6%	4.8%	6.2%	4.3%	4.6%	2.1%
Mail	6	1.8%	4.0%	0.5%	1.3%	0.8%	0.2%
Telephone <i>(after hours)</i>	2	0.6%	0.4%	0.3%	0.8%	1.3%	0.2%
Multiple	0	0.0%	0.0%	18.0%	12.2%	10.6%	5.5%
Not stated	0		2	1	3	1	0
<b>Total</b>	<b>328</b>	<b>100%</b>	<b>275</b>	<b>374</b>	<b>398</b>	<b>389</b>	<b>422</b>

### ***Satisfaction with aspects of customer contact***

Respondents who had contacted Council were asked:

*“On a scale of 0 (lowest) to 10 (highest), how satisfied were you with the following aspects of service when you last contacted the Maribyrnong City Council?”*

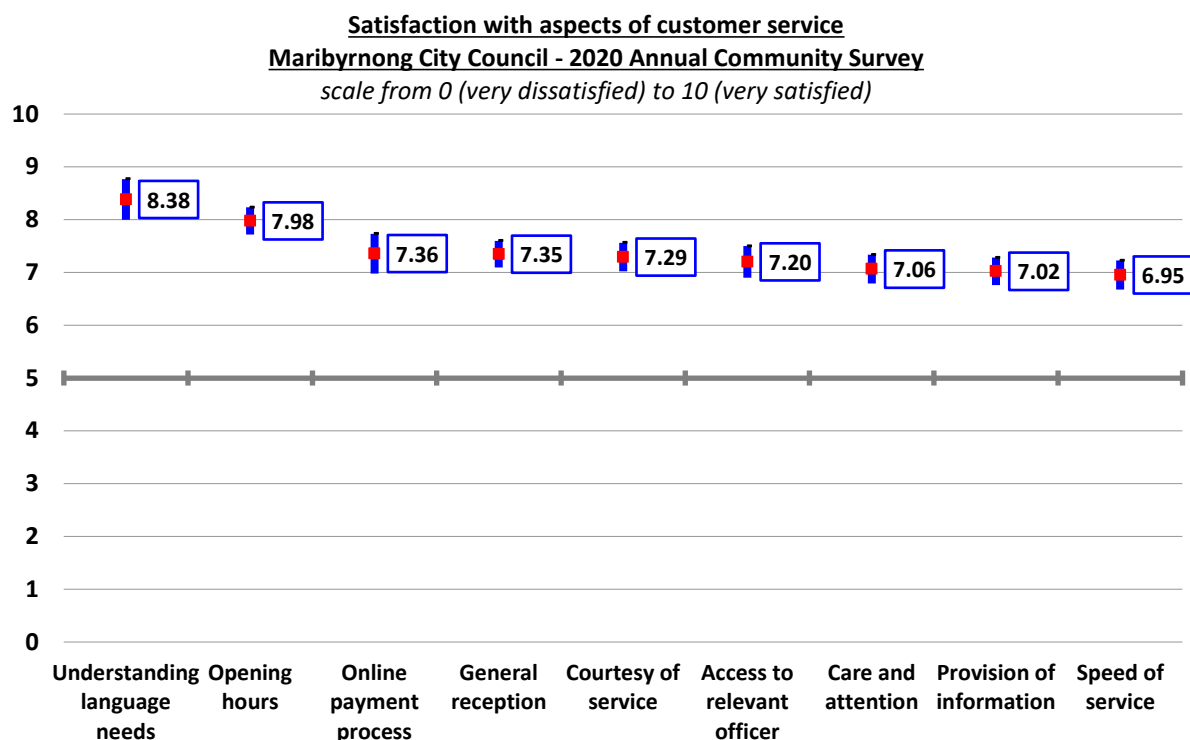
Respondents who had contacted Council in the last two years were asked to rate their satisfaction with nine aspects of customer service.

The average satisfaction with these nine aspects of customer service was 7.40 out of a potential 10 this year, down 2.6% on the average of 7.60 recorded last year. This decline was not statistically significant, and average satisfaction with customer service remained at a “very good” level.

Metropolis Research notes that the COVID-19 restrictions had a significant impact on how Council provided customer service to the community. This includes closure of some locations and limited opportunities for face-to-face interactions. These circumstances may well have had an impact on satisfaction with some aspects of customer service this year.

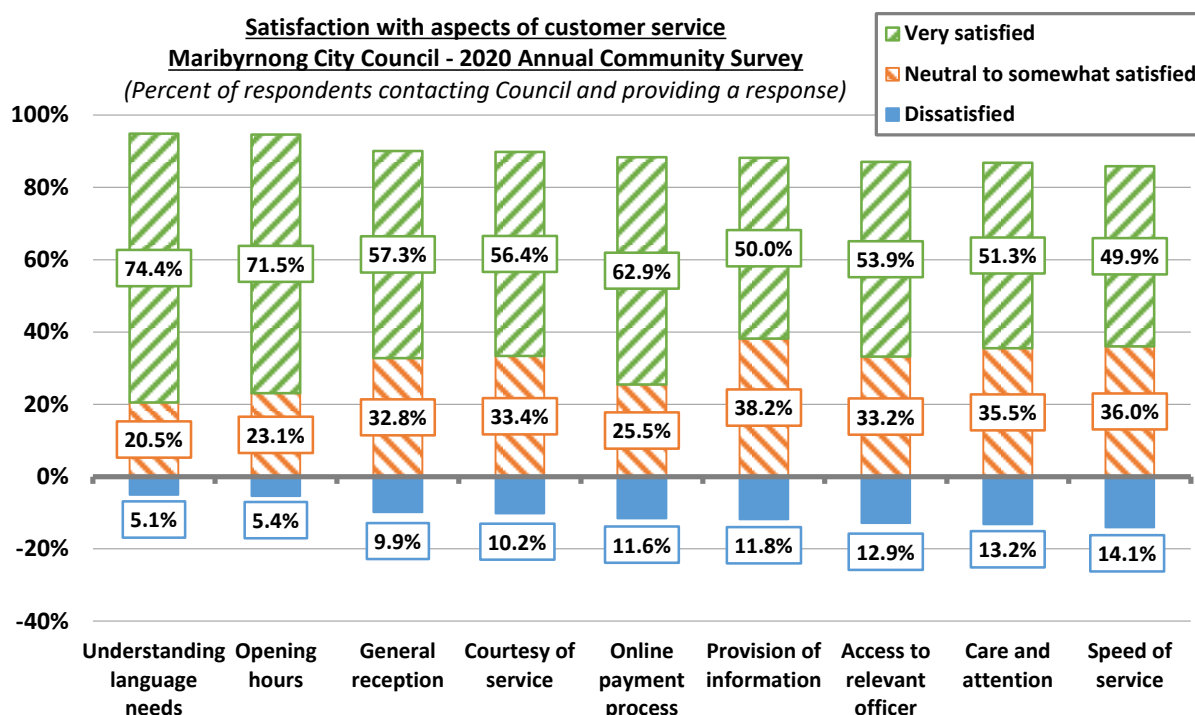
Satisfaction with the nine included aspects of customer service can best be summarised as follows:

- **Excellent** – for staff understanding language needs (multi-lingual households only) and opening hours.
- **Very Good** – for the online payment process, general reception, and the courtesy of service.
- **Good** – for access to relevant offers, care and attention to enquiry, the provision of information, and the speed of service.



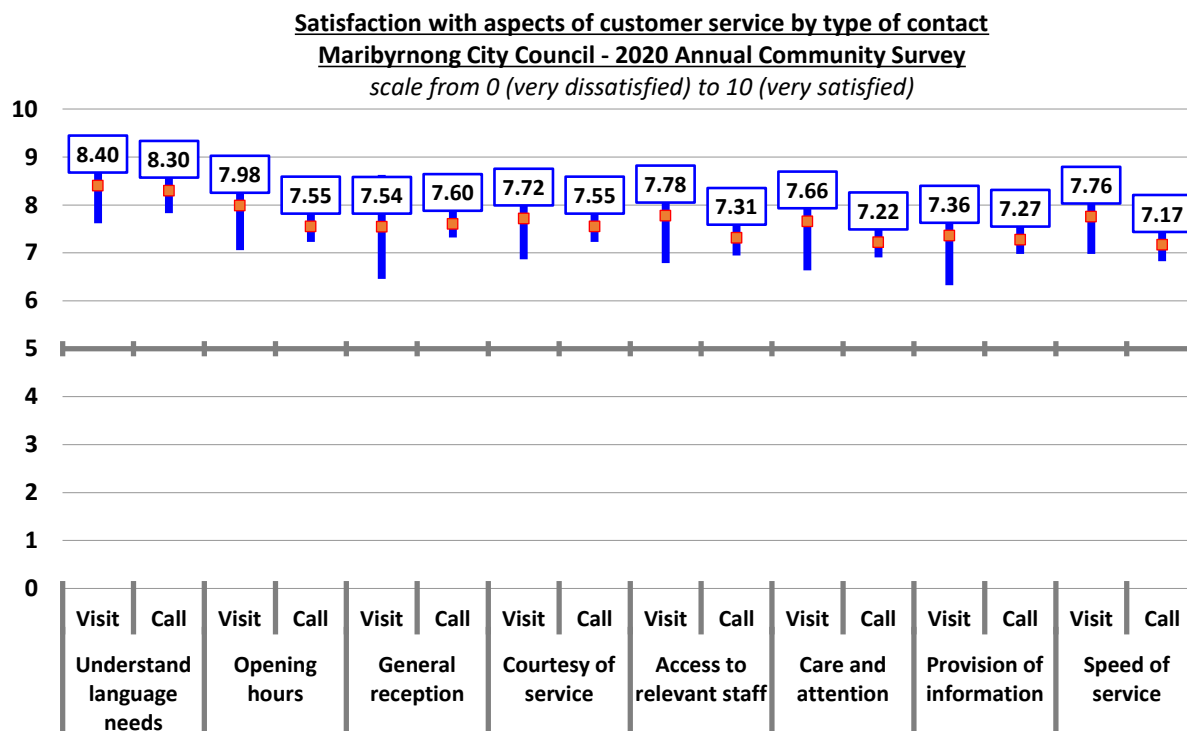
The following graph provides a breakdown of satisfaction into respondents who were “very satisfied” (i.e. rated satisfaction at eight or more out of 10), those who were “neutral to somewhat satisfied” (rated satisfaction at five to seven), and those who were “dissatisfied”.

Attention is drawn to the fact that between half and three-quarters of respondents were “very satisfied” with the nine aspects of customer service, whilst less than one-sixth were dissatisfied. It is noted that 14.1% of respondents were dissatisfied with the speed of service.

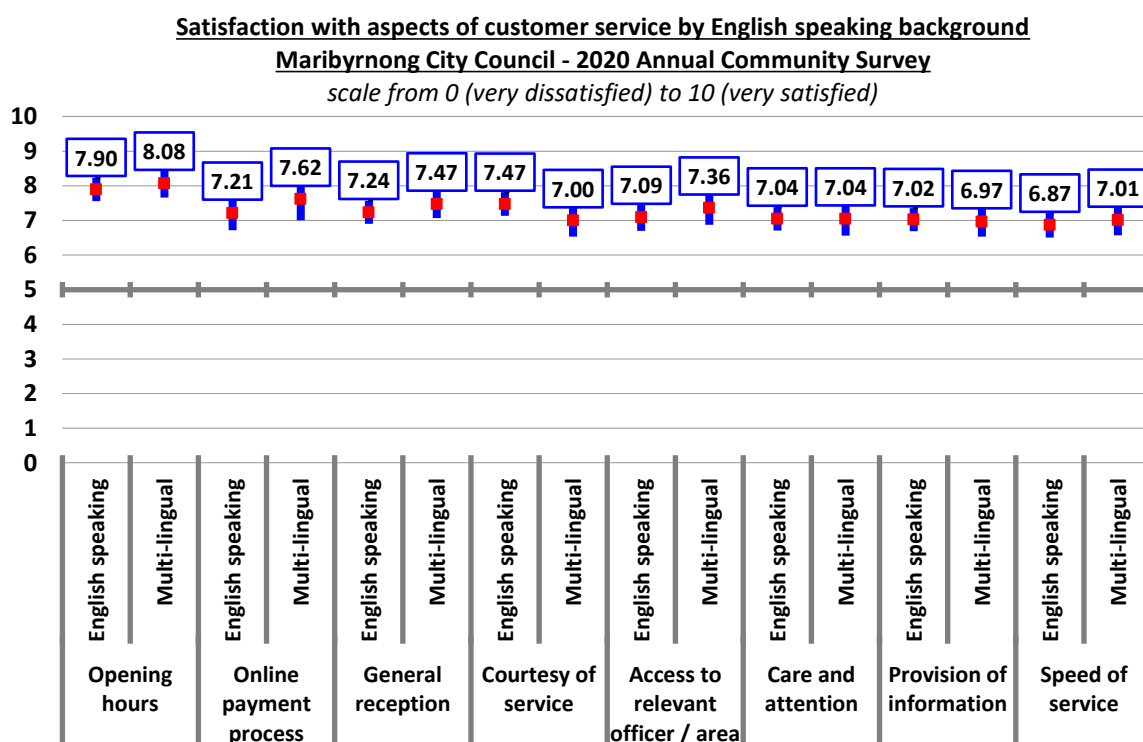




The average satisfaction with the eight relevant aspects of customer service of respondents visiting Council in person (7.77) was 3.6% higher than the average of respondents who telephoned Council. Metropolis Research notes that this variation is not statistically significant and is the reverse of the results recorded last year. This strongly suggests that customer service is being evenly provided to residents regardless of the contact method.



Consistent with the results recorded in previous years, respondents from multi-lingual households (7.32) were marginally but not measurably more satisfied with the eight relevant aspects of customer service than respondents from English speaking households (7.23).



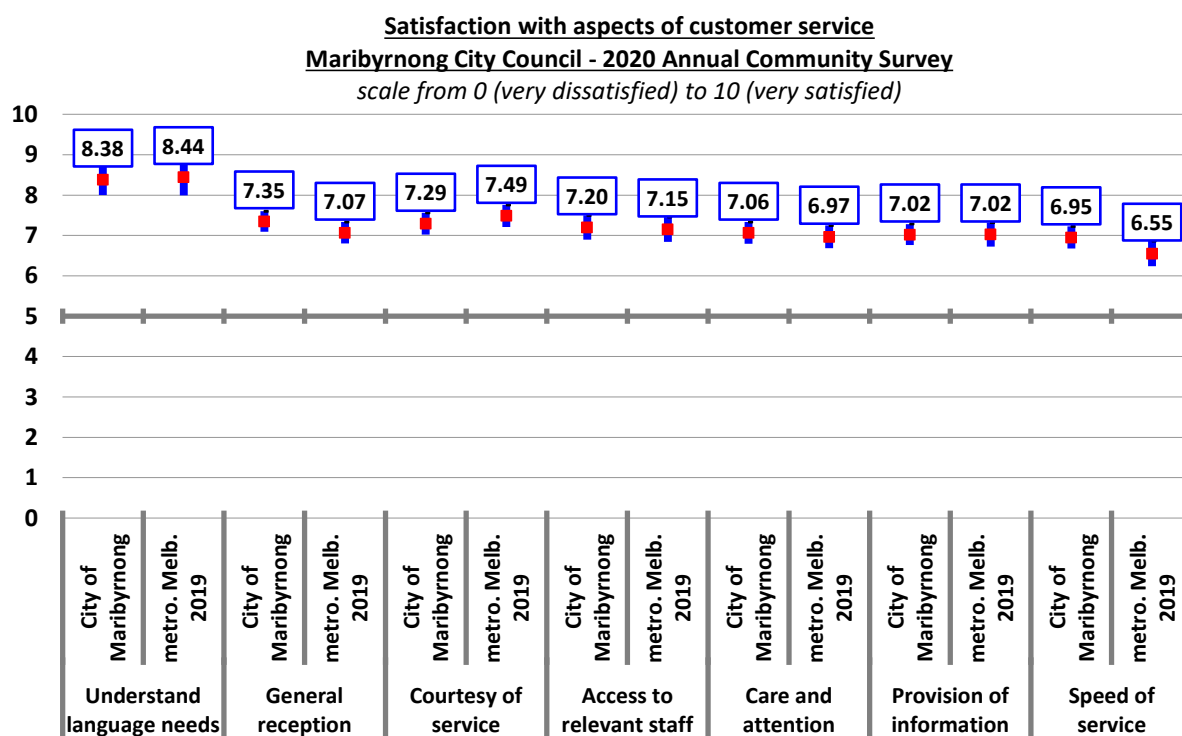
The following graph provides a comparison between the 2020 City of Maribyrnong results and the 2019 metropolitan Melbourne results sourced from the 2019 *Governing Melbourne* survey.

The 2020 *Governing Melbourne* survey was cancelled due to the COVID-19 restrictions, but the 2021 survey is being undertaken in January.

There were only seven aspects of customer service included in both surveys, as outlined in the following graph.

The 2020 City of Maribyrnong average satisfaction with these seven aspects of customer service was 7.32, marginally but not measurably higher than the 2019 metropolitan Melbourne average of 7.24.

Metropolis Research notes that satisfaction with customer service in the City of Maribyrnong has tended to be at or a little higher than the metropolitan Melbourne average in most years, which reflects well on the customer service performance of Council.



## Planning and housing development

There were two separate sets of questions included in the survey relating to satisfaction with planning and housing development. The first set of three questions were asked of all respondents and related to three planning and development outcomes in the municipality.



Following this first set of questions, a screening question was asked about involvement in the planning approvals process in the last 12 months, and for those respondents participating as applicants or objectors, respondents were asked to rate their satisfaction with four aspects of the planning approvals process.

## Planning and housing development outcomes

Respondents were asked:

*“On a scale of 0 (lowest) to 10 (highest), please rate your satisfaction with the following aspects of planning and housing development in your local area.”*

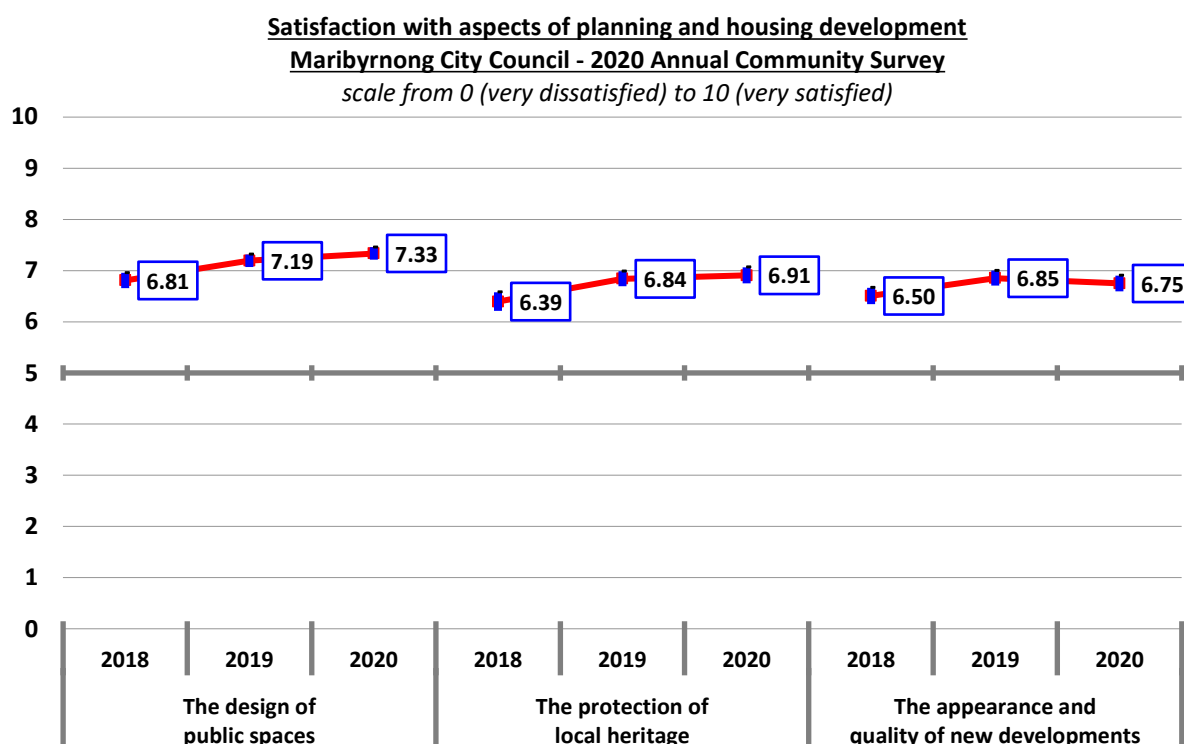
All respondents were asked to rate their satisfaction with these three, planning outcome related aspects, covering the design of public spaces, the protection of local heritage, and the appearance and quality of new developments.

Satisfaction with the design of public spaces increased marginally but not measurably this year, up 1.9% to 7.33, which is now at a “very good”, up from a “good” level of satisfaction.

Satisfaction with the protection of local heritage declined by less than one percent but remains at a “good” level of satisfaction.

Satisfaction with the appearance and quality of new developments declined by 1.5% to 6.75 but remains at a “good” level of satisfaction.

None of these variations were statistically significant this year.

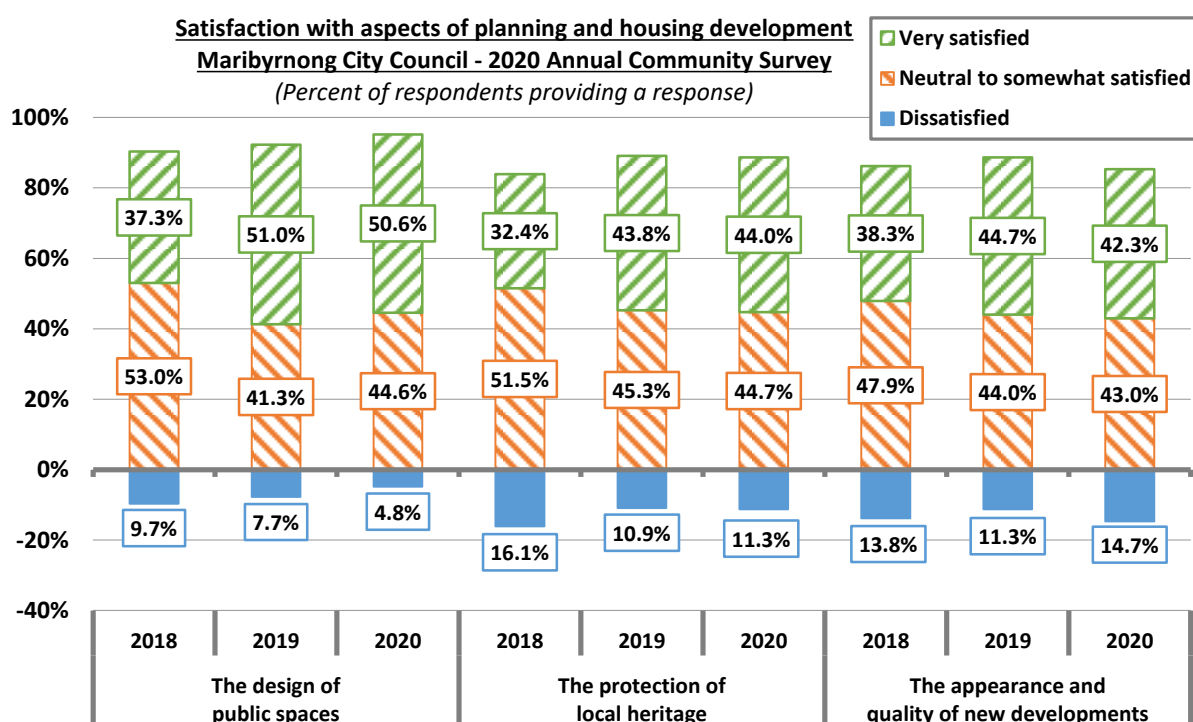


Metropolis Research notes that a total of just five percent of respondents nominated “building, housing, planning and development” issues as one of the top three issues to address in the municipality, and this modest proportion is reflected in the relatively strong overall satisfaction with planning and development outcomes in the City of Maribyrnong.

The following graph provides a breakdown of these results into the proportion of respondents “very satisfied” (i.e., rated satisfaction at eight or more out of 10), those who were “neutral to somewhat satisfied” (rated satisfaction at five to seven), and those who were “dissatisfied” (rating satisfaction from zero to four).

It is noted that half of the respondents were very satisfied with the design of public spaces, whilst a little less than half were very satisfied with the protection of local heritage and the appearance and quality of new developments.

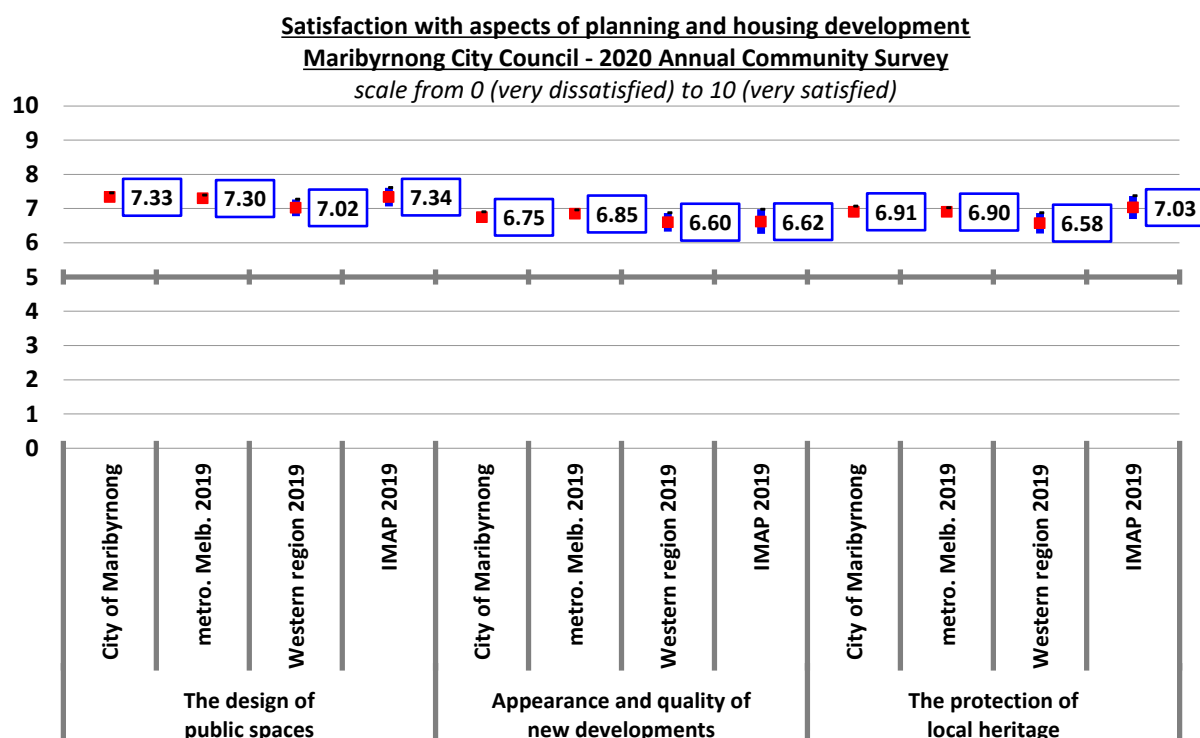
Whilst overall these are positive results, attention is drawn to the fact that a little more than ten percent of respondents were dissatisfied with the protection of local heritage (11.3%) and a little less than one-sixth (14.7% up from 11.3%) were dissatisfied with the appearance and quality of new developments.



The following graph provides a comparison of satisfaction with these three aspects of planning and development outcomes against the 2019 metropolitan Melbourne results sourced from the 2019 *Governing Melbourne* survey.

The 2020 *Governing Melbourne* survey was not undertaken due to the COVID-19 restrictions, but the 2021 survey will be undertaken in January 2021.

Satisfaction with all three planning and development outcomes in the City of Maribyrnong in 2020 was very similar to the 2019 metropolitan Melbourne and IMAP councils' averages, and marginally higher than the average for the western region councils.



## Planning approvals process

### Involvement in planning approvals process

Respondents were asked:

*"Have you or members of this household been personally involved in a planning application or development in the last 12 months?"*

Consistent with the results recorded in previous years, only a relatively small proportion of respondents were personally involved in the planning application or development process in the last 12 months.

In 2020, a total of 33 respondents (4.2% up from 3.6%) of respondents were personally involved in the last 12 months, with 2.4% involved as applicants and 1.7% as objectors.

This provides a small sample size against which to measure satisfaction with the planning approvals process, with a correspondingly large confidence interval around these results.





**Involvement in planning approvals process**  
**Maribyrnong City Council - 2020 Annual Community Survey**  
*(Number and percent of respondents providing a response)*

Response	2020		2019	2018	2017	2016	2015
	Number	Percent					
Yes - Applicant	19	2.4%	1.9%	3.5%	5.1%	4.1%	3.8%
Yes - Objector	13	1.7%	1.1%	1.6%	3.1%	6.4%	3.8%
Yes - Other	1	0.1%	0.6%	0.5%	0.8%	0.5%	0.5%
No involvement	750	95.8%	96.3%	94.3%	91.0%	89.0%	92.0%
Not stated	17		8	8	19	6	29
<b>Total</b>	<b>800</b>	<b>100%</b>	<b>800</b>	<b>800</b>	<b>800</b>	<b>803</b>	<b>800</b>

### Satisfaction with aspects of the planning approvals process

Respondents involved in planning in the last 12 months were asked:

*“On a scale of 0 (lowest) to 10 (highest), how satisfied were you with the following aspects of the planning approvals process?”*

Whilst attention is drawn to the small sample of just 33 respondents, satisfaction with the four aspects of the planning approvals process all increased somewhat this year. None of these increases were statistically significant (given the small sample size).

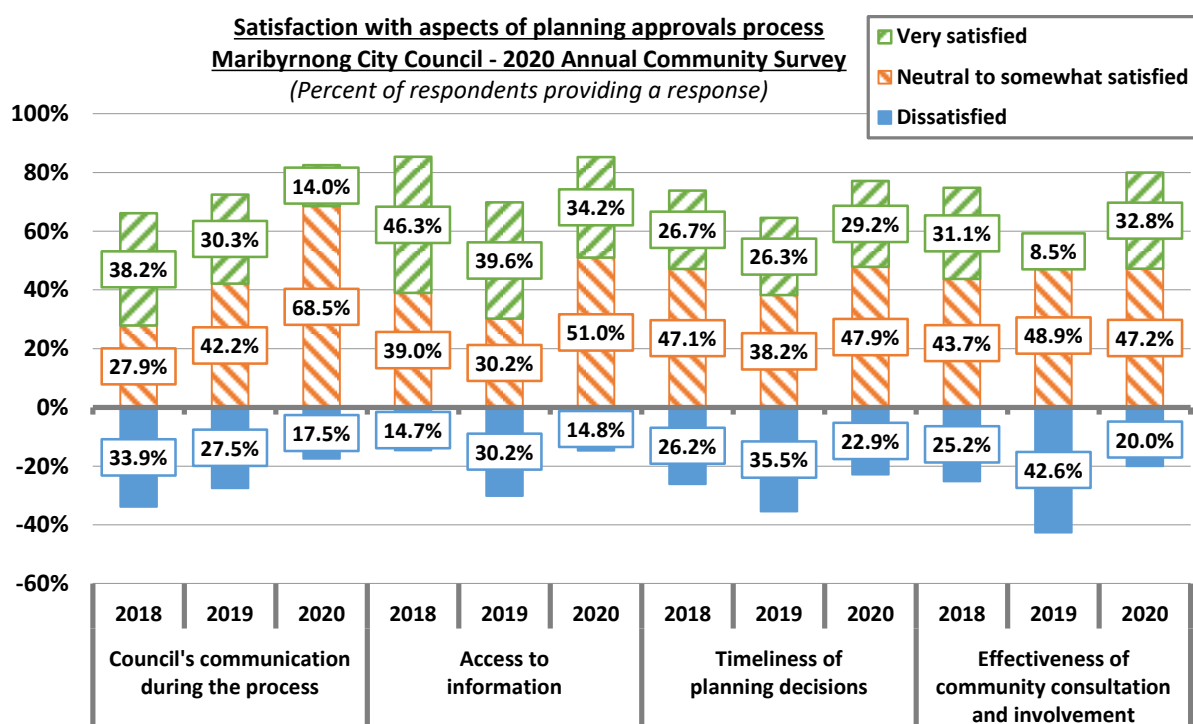
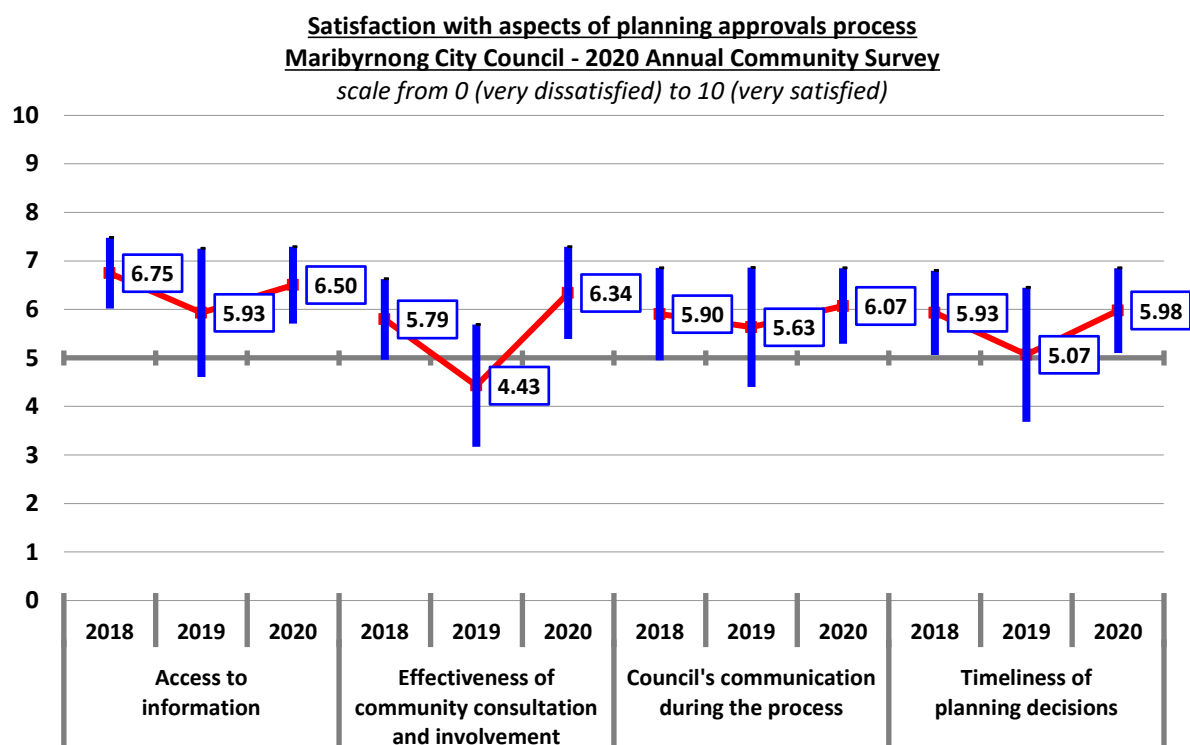
Satisfaction with these four aspects can best be summarised as follows:

- **Good** – for the access to information.
- **Solid** – for the effectiveness of community consultation and involvement and Council’s communication during the process.
- **Poor** – for the timeliness of planning decisions.

The second following graph provides a breakdown of these results into the proportion of respondents “very satisfied” (i.e. rated satisfaction at eight or more out of 10), those who were “neutral to somewhat satisfied” (rated satisfaction at five to seven), and those who were “dissatisfied” (rating satisfaction from zero to four).

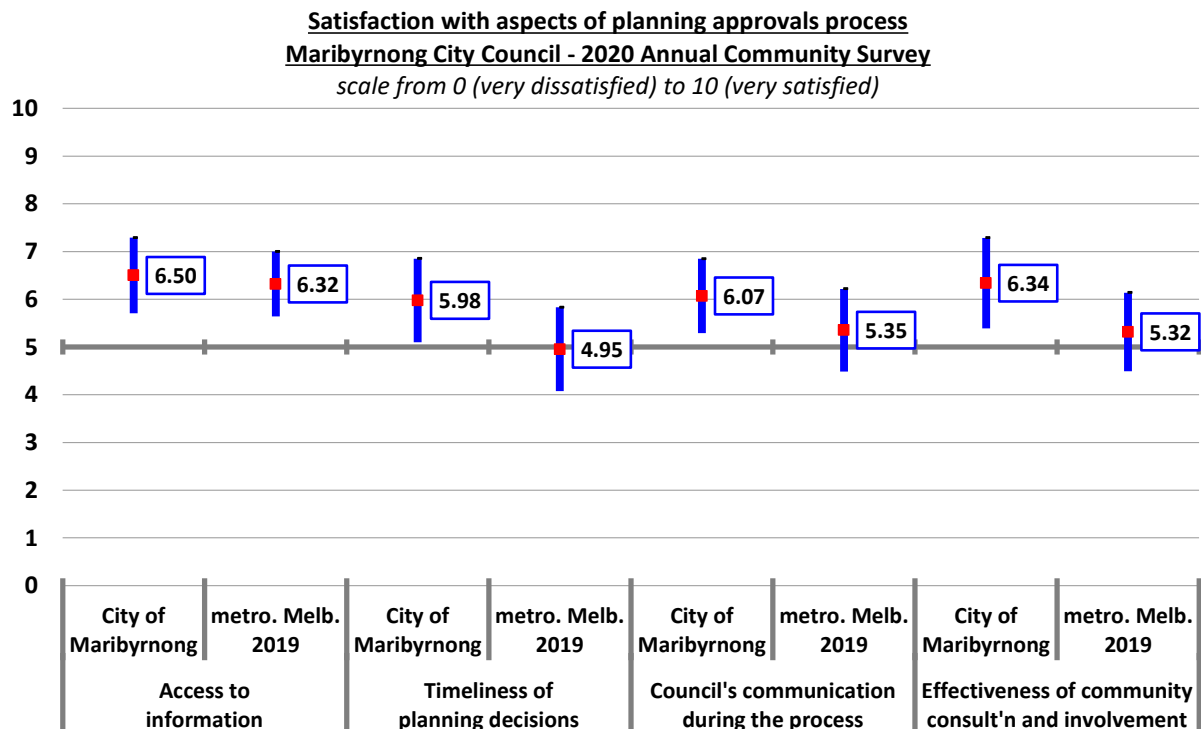
Attention is drawn to the fact that there was a substantial decline this year in the proportion of respondents dissatisfied with access to information (14.8% down from 30.2%), the timeliness of planning decisions (22.9% down from 35.5%), and the effectiveness of community consultation and involvement (20.0% down from 42.6%).





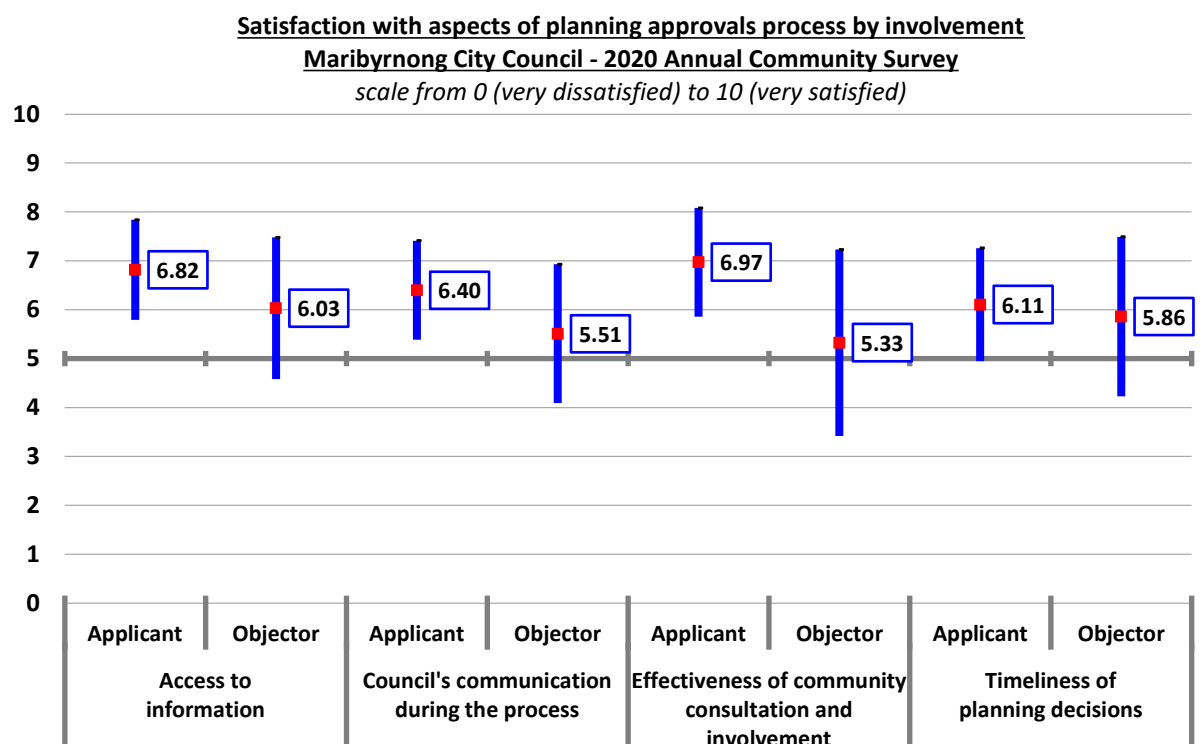
The following graph provides a comparison of these 2020 City of Maribyrnong results against the 2019 metropolitan Melbourne averages as sourced from the 2019 *Governing Melbourne* survey. The 2020 *Governing Melbourne* survey was cancelled due to the COVID-19 pandemic; however, the 2021 survey is being conducted in January 2021.

Attention is drawn to the fact that satisfaction with all four aspects was somewhat higher in the City of Maribyrnong than the 2019 metropolitan Melbourne average.



The following graph provides a comparison of satisfaction with these four aspects between respondents participating as applicants (19 respondents) and objectors (13 respondents).

It is noted that applicants were more satisfied with all four aspects than objectors.



## Importance of and satisfaction with Council services

Respondents were asked:

*“On a scale of 0 (lowest) to 10 (highest), please rate the importance to the community, and your personal level of satisfaction with each of the following?”*

Respondents were asked to rate the importance to the community of a total of 38 Council provided services and facilities.

Respondents were then asked to rate their personal level of satisfaction with 17 core Council services and facilities, and their personal level of satisfaction with any of the other 21 services and facilities that they or members of their household had used in the last 12 months.

### ***Importance of Council services and facilities to the community***

The average importance of the 38 included Council services and facilities was 8.88 out of ten in 2020, up 2.4% on the 8.67 recorded in 2019.

This result remains very similar to the 2019 metropolitan Melbourne average importance with its 31 included services and facilities of 8.78.

As outlined in the following table, the top four services and facilities were measurably more important than the average of all 38 services and facilities, whilst the bottom four services were measurably less important than the average.

It is noted that there were fewer services and facilities that were rated as measurably more important than the average this year than last, with four measurably more important this year compared to 14 last year. A similar pattern is noted in relation to the measurably less important services, down from seven last year to four this year.

This reflects the fact that this year, the average importance of the 38 services and facilities varied from a high of 9.20 (fortnightly recycling) to a low of 8.41 (*Maribyrnong Messenger*). In 2019, importance varied from a high of 9.22 (weekly garbage collection) to a low of 7.87 (Council’s online consultation tool).

The average importance of 34 services and facilities increased this year, whilst the importance of just four declined. Particular attention is drawn to the following variations from the 2019 results:

- ***Increased importance in 2020*** – there were substantial increases in the average importance of Council’s online consultation tool (up 8.9%), the Customer Request Management System (up 7.5%), Council’s use of social media (up 6.9%), the provision of public art (up 5.9%), Council’s website (up 5.0%), additional paid hard rubbish collection (up 4.5%), the *Maribyrnong Messenger* (up 4.3%), and services for young people (up 4.2%).



- Decreased importance in 2020** – there were only four services and facilities to record a decline in average importance this year: the maintenance and cleaning of Footscray CBD (down 1.0%), the weekly garbage collection (down 0.8%), local traffic management (down 0.5%), and litter collection in public areas (down 0.4%). None of these declines were statistically significant.

**Importance of selected Council services and facilities**  
**Maribyrnong City Council - 2020 Annual Community Survey**  
*(Number and index score scale 0 - 10)*

	Service/facility	Number	2020 Lower	2020 Mean	2020 Upper	2019	2018	2017	2019 Metro.*
<b>Higher than average</b>	Fortnightly recycling	778	9.12	<b>9.20</b>	9.29	9.04	9.18	9.07	9.24
	Weekly garbage collection	790	9.06	<b>9.15</b>	9.24	9.22	9.16	9.35	9.33
	Fortnightly green waste collection	745	9.04	<b>9.13</b>	9.21	8.90	9.05	8.89	9.01
	Services for people with a disability	676	8.99	<b>9.10</b>	9.20	8.87	9.14	9.13	9.00
<b>Average importance</b>	Library services	736	8.97	<b>9.06</b>	9.16	8.83	9.08	8.72	8.99
	Services for older people	677	8.96	<b>9.06</b>	9.16	8.90	8.95	8.98	8.87
	Maintenance and repair of sealed local roads	795	8.94	<b>9.03</b>	9.12	8.96	8.58	8.66	9.00
	Provision and maintenance of street lighting	797	8.93	<b>9.02</b>	9.11	8.94	8.80	8.92	9.05
	Services for children	697	8.91	<b>9.01</b>	9.12	8.74	8.88	8.96	8.75
	Annual hard rubbish collection	730	8.92	<b>9.01</b>	9.10	8.92	9.00	8.84	8.98
	Footpath maintenance and repairs	792	8.90	<b>9.00</b>	9.10	8.96	8.58	8.80	8.93
	On and off road bike and / or walking paths	742	8.91	<b>9.00</b>	9.10	8.78	8.70	8.68	8.64
	Provision and maint. of parks and gardens	790	8.89	<b>8.98</b>	9.08	8.93	8.76	8.80	8.93
	Provision and maintenance of playgrounds	726	8.88	<b>8.98</b>	9.07	8.72	8.60	8.63	n.a.
	Provision and maintenance of street trees	790	8.85	<b>8.94</b>	9.04	8.83	8.52	8.52	8.77
	Litter collection in public areas	795	8.83	<b>8.93</b>	9.02	8.97	8.70	8.94	n.a.
	Services for young people	683	8.82	<b>8.92</b>	9.03	8.56	8.79	8.79	8.51
	Sports facilities	715	8.83	<b>8.92</b>	9.01	8.74	8.71	8.50	8.72
	Council responsibilities on environment	752	8.81	<b>8.91</b>	9.01	8.84	8.52	8.63	8.84
	Illegally dumped rubbish	769	8.81	<b>8.91</b>	9.01	8.90	8.61	n.a.	n.a.
	Local traffic management	779	8.80	<b>8.90</b>	8.99	8.94	8.48	8.57	8.92
	Public toilets	713	8.79	<b>8.88</b>	8.98	8.57	8.89	8.59	8.84
	Maintenance and cleaning of shopping strips	791	8.77	<b>8.86</b>	8.96	8.74	8.34	8.43	8.93
	Community Centres / Neighbourhood Houses	674	8.75	<b>8.85</b>	8.94	8.57	8.66	8.58	n.a.
	Promoting local economic development	737	8.74	<b>8.84</b>	8.94	8.55	8.10	8.13	8.53
	Council's website	722	8.73	<b>8.83</b>	8.93	8.41	8.32	8.00	8.36
	Maribyrnong Aquatic Centre	686	8.73	<b>8.83</b>	8.93	8.53	8.37	8.44	8.65
	Maintenance and cleaning of Footscray CBD	763	8.71	<b>8.81</b>	8.92	8.90	8.46	8.41	8.78
	Council's festivals and events	685	8.69	<b>8.79</b>	8.90	8.48	8.33	8.10	8.42
	Street sweeping	786	8.69	<b>8.79</b>	8.89	8.78	8.27	8.25	8.74
	Animal management	756	8.68	<b>8.78</b>	8.89	8.66	8.06	7.92	8.44
	Customer Request Management System	645	8.61	<b>8.72</b>	8.84	8.11	8.19	n.a.	n.a.
	Additional, paid hard waste collection	656	8.58	<b>8.70</b>	8.82	8.32	8.28	n.a.	n.a.
	Provision of public art	672	8.57	<b>8.68</b>	8.80	8.20	8.03	7.75	8.42
<b>Lower than average</b>	Council's online consultation tool	623	8.45	<b>8.58</b>	8.70	7.87	7.84	7.38	n.a.
	Parking enforcement	785	8.36	<b>8.49</b>	8.63	8.46	7.82	7.35	8.47
	Council's use of social media	673	8.30	<b>8.42</b>	8.55	7.88	7.68	7.06	n.a.
	Maribyrnong Messenger (Council's newsletter)	737	8.28	<b>8.41</b>	8.54	8.06	7.32	7.01	7.85
Average importance			8.78	<b>8.88</b>	8.98	8.67	8.52	8.45	8.78

(\*) 2019 metropolitan Melbourne average from Governing Melbourne



## ***Satisfaction with Council services and facilities***

The average satisfaction with the 38 included Council services and facilities was 7.40 out of 10 this year, up one percent from the 7.33 recorded last year.

This remains at a “very good” level of satisfaction.

This result is marginally but not measurably lower than the 2019 metropolitan Melbourne average satisfaction with the 31 services and facilities included in the 2019 *Governing Melbourne* research of 7.48. The 2020 *Governing Melbourne* research was not conducted due to the COVID-19 pandemic. The 2021 *Governing Melbourne* survey will be completed in January 2021.

Metropolis Research notes that over the life of the *Governing Melbourne* research since 2010, average satisfaction with Council services and facilities in the City of Maribyrnong has tended to be marginally lower than the metropolitan Melbourne average. It is noted, however, that this variation has diminished over time.

As is outlined in the main table following, eight services and facilities recorded satisfaction scores measurably above the average of all 38 services and facilities, whilst satisfaction with 10 services and facilities was measurably lower than the average of all services and facilities.

Satisfaction with these 38 Council services and facilities can best be summarised as follows:

- **Excellent** – for library services, weekly garbage collection, fortnightly recycling, fortnightly green waste collection, provision and maintenance of playgrounds, services for older peoples, services for children from birth to 4 years of age, provision and maintenance of parks and gardens, Community Centres / Neighbourhood Houses, and Council’s festivals and events.
- **Very Good** – for the Maribyrnong Aquatic Centre, animal management, annual hard rubbish collection, provision and maintenance of street lighting, services for young people, sports facilities, provision and maintenance of street trees, Council’s website, the *Maribyrnong Messenger*, on and off-road bike and / or walking paths, and the maintenance and cleaning of shopping strips along roads.
- **Good** – for the customer request management system, Council activities promoting local economic development, Council’s use of social media, Council meeting its environmental responsibilities, provision of public art, litter collection in public areas, street sweeping, local traffic management, additional paid hard waste collection, maintenance and repair of sealed local roads, maintenance and cleaning of Footscray CBD, management and level of illegally dumped rubbish, Council’s online consultation tool, services for people with a disability, footpath maintenance and repairs, and parking enforcement.
- **Solid** – for public toilets.



**Satisfaction with selected Council services and facilities**  
**Maribyrnong City Council - 2020 Annual Community Survey**  
*(Number and index score scale 0 - 10)*

	Service/facility	Number	2020 Lower	2020 Mean	2020 Upper	2019	2018	2017	2019 Metro.*
Higher than average	Library services	345	8.32	<b>8.47</b>	8.63	8.56	8.42	8.45	8.56
	Weekly garbage collection	779	8.17	<b>8.29</b>	8.41	8.33	8.46	8.50	8.53
	Fortnightly recycling	701	8.07	<b>8.21</b>	8.34	8.27	8.31	8.21	8.04
	Fortnightly green waste collection	465	8.04	<b>8.20</b>	8.37	8.29	8.28	8.24	8.28
	Provision and maintenance of playgrounds	409	7.80	<b>7.94</b>	8.08	7.92	7.59	7.60	n.a.
	Services for older people	96	7.54	<b>7.90</b>	8.25	7.37	7.77	7.38	7.65
	Services for children	164	7.62	<b>7.87</b>	8.12	8.26	7.98	7.52	7.92
	Provision and maint. of parks and gardens	773	7.72	<b>7.84</b>	7.96	7.49	7.63	7.49	7.74
Average satisfaction	Community Centres / Neighbourhood Houses	195	7.57	<b>7.80</b>	8.04	7.95	7.69	7.69	n.a.
	Council's festivals and events	314	7.56	<b>7.76</b>	7.96	7.79	7.75	7.60	7.86
	Maribyrnong Aquatic Centre	265	7.41	<b>7.65</b>	7.90	7.78	7.66	7.64	7.90
	Animal management	649	7.49	<b>7.64</b>	7.79	7.41	7.31	7.06	7.41
	Annual hard rubbish collection	451	7.43	<b>7.64</b>	7.85	7.74	7.64	7.63	7.90
	Provision and maintenance of street lighting	786	7.45	<b>7.59</b>	7.73	7.21	7.07	7.10	7.23
	Services for young people	109	7.27	<b>7.58</b>	7.88	7.69	7.49	7.59	7.55
	Sports facilities	296	7.31	<b>7.50</b>	7.69	7.60	7.59	7.74	7.78
	Provision and maintenance of street trees	784	7.35	<b>7.48</b>	7.62	7.16	6.94	6.83	7.10
	Council's website	428	7.21	<b>7.39</b>	7.56	7.15	7.08	6.81	7.34
	Maribyrnong Messenger (Council's newsletter)	631	7.16	<b>7.32</b>	7.48	6.85	6.68	6.44	6.99
	On and off road bike and / or walking paths	562	7.12	<b>7.29</b>	7.46	7.23	7.27	7.22	7.40
	Maintenance and cleaning of shopping strips	759	7.16	<b>7.29</b>	7.42	7.17	7.04	6.90	7.43
	Customer Request Management System	142	6.89	<b>7.20</b>	7.50	6.58	6.72	n.a.	n.a.
	Promoting local economic development	622	7.04	<b>7.20</b>	7.35	6.94	6.79	6.50	7.07
	Council's use of social media	174	6.86	<b>7.19</b>	7.51	6.66	7.05	6.36	n.a.
	Council responsibilities on environment	623	7.02	<b>7.18</b>	7.33	6.93	7.08	6.54	7.26
	Provision of public art	257	6.90	<b>7.14</b>	7.38	7.33	7.26	7.05	7.86
	Litter collection in public areas	769	7.00	<b>7.14</b>	7.28	7.17	6.84	6.88	n.a.
	Street sweeping	770	6.97	<b>7.12</b>	7.27	7.18	6.91	6.83	7.19
Lower than average	Local traffic management	761	6.84	<b>7.00</b>	7.15	6.75	6.57	5.94	6.69
	Additional, paid hard waste collection	91	6.45	<b>6.99</b>	7.54	7.43	6.76	n.a.	n.a.
	Maintenance and repair of sealed local roads	790	6.83	<b>6.97</b>	7.12	7.10	6.90	6.57	7.27
	Maintenance and cleaning of Footscray CBD	638	6.73	<b>6.89</b>	7.04	6.85	6.47	6.22	7.30
	Illegally dumped rubbish	717	6.67	<b>6.83</b>	6.98	6.83	6.46	n.a.	n.a.
	Council's online consultation tool	86	6.28	<b>6.81</b>	7.34	6.18	7.11	6.56	n.a.
	Services for people with a disability	70	6.18	<b>6.80</b>	7.42	7.18	7.24	7.31	7.52
	Footpath maintenance and repairs	791	6.62	<b>6.77</b>	6.92	6.98	6.77	6.40	6.93
	Parking enforcement	740	6.58	<b>6.76</b>	6.94	6.57	6.13	5.70	6.80
	Public toilets	344	6.19	<b>6.43</b>	6.66	6.61	6.57	6.28	6.58
	<i>Average satisfaction</i>		<i>7.18</i>	<b><i>7.40</i></b>	<i>7.61</i>	<i>7.33</i>	<i>7.24</i>	<i>7.11</i>	<i>7.48</i>

(\*) 2019 metropolitan Melbourne average from Governing Melbourne

**Satisfaction with selected Council services and facilities**  
**Maribyrnong City Council - 2020 Annual Community Survey**  
*(Number and percent of respondents providing a response)*

Service/facility	Dissatisfied	Neutral to somewhat satisfied	Very satisfied	Can't say	Total
Library services	1.8%	17.7%	80.5%	3	348
Weekly garbage collection	3.9%	19.1%	77.0%	21	800
Fortnightly green waste collection	3.1%	22.4%	74.5%	7	472
Fortnightly recycling	3.4%	23.6%	73.0%	3	704
Services for older people	5.4%	22.1%	72.5%	3	99
Provision and maintenance of playgrounds	2.4%	27.5%	70.1%	6	416
Provision and maint. of parks and gardens	3.8%	30.2%	66.0%	27	800
Annual hard rubbish collection	10.6%	25.3%	64.1%	3	454
Maribyrnong Aquatic Centre	5.8%	30.4%	63.8%	4	269
Services for children	3.5%	32.9%	63.6%	1	165
Services for young people	4.9%	32.0%	63.1%	1	110
Council's festivals and events	5.2%	32.2%	62.6%	3	317
Animal management	4.7%	32.9%	62.4%	151	800
Community Centres / Neighbourhood Houses	2.8%	34.8%	62.4%	1	195
Provision and maintenance of street lighting	7.1%	31.5%	61.4%	14	800
Provision and maintenance of street trees	7.3%	32.0%	60.7%	16	800
Sports facilities	6.0%	37.0%	57.0%	1	297
On and off road bike and / or walking paths	9.7%	34.5%	55.8%	2	564
Additional, paid hard waste collection	16.6%	29.0%	54.4%	3	94
Council's use of social media	11.1%	34.9%	54.0%	3	177
Maribyrnong Messenger (Council's newsletter)	7.5%	40.3%	52.2%	169	800
Council's website	6.3%	42.3%	51.4%	1	429
Street sweeping	10.7%	38.8%	50.5%	30	800
Maintenance and cleaning of shopping strips	6.5%	43.1%	50.4%	41	800
Council responsibilities on environment	7.6%	42.8%	49.6%	177	800
Promoting local economic development	8.2%	42.3%	49.5%	178	800
Litter collection in public areas	9.3%	41.4%	49.3%	31	800
Provision of public art	9.7%	41.0%	49.3%	1	258
Customer Request Management System	5.5%	45.8%	48.7%	3	145
Local traffic management	10.9%	40.7%	48.4%	39	800
Maintenance and repair of sealed local roads	10.8%	40.9%	48.3%	10	800
Council's online consultation tool	13.4%	39.7%	46.9%	1	87
Services for people with a disability	13.7%	40.1%	46.2%	1	71
Parking enforcement	15.0%	40.9%	44.1%	60	800
Footpath maintenance and repairs	13.3%	44.6%	42.1%	9	800
Illegally dumped rubbish	12.5%	45.8%	41.7%	83	800
Maintenance and cleaning of Footscray CBD	9.8%	50.5%	39.7%	162	800
Public toilets	17.8%	46.0%	36.2%	3	347



## Increased satisfaction

Satisfaction with 18 services and facilities increased this year, although only the increase in satisfaction with the *Maribyrnong Messenger* (up 6.9%), street lighting (up 5.2%), parks and gardens (up 4.7%), and street trees (up 4.5%) were statistically significant.

Having said that, Metropolis Research does draw attention to the very significant increases in satisfaction with most of Council's communication and consultation tools, including the online consultation tool (up 10.2%), the customer request management system (up 9.3%), Council's use of social media (up 7.9%), and Council's website (up 3.3%). Many of these increases were not statistically significant given the relatively small sample size of users of some of these services.

## Decreased satisfaction

Satisfaction 19 services and facilities declined this year, although it is important to note that none of these declines were statistically significant.

Satisfaction with just four services and facilities declined by at least three percent, those being: the additional hard waste collection (down 5.9%, but with a sample of just 91 respondents), services for people with a disability (down 5.3% but with a sample of just 70 respondents), services for children from birth to 4 years of age (down 4.7%), and footpath maintenance and repairs (down 3.0%).

## Variation from metropolitan Melbourne satisfaction

Comparisons are provided to the metropolitan Melbourne average satisfaction with 30 services and facilities included in both this survey as well as the 2019 *Governing Melbourne* survey. It is important to bear in mind that these comparisons are somewhat out of date due to the cancellation of the 2020 *Governing Melbourne* research. Attention is, however, drawn to the following variations:

- **Higher than average satisfaction in the City of Maribyrnong** – includes services for older people (7.8% higher in the City of Maribyrnong), street trees (7.3% higher), the *Maribyrnong Messenger* (7.0% higher), local traffic management (6.9% higher), street lighting (6.9% higher), animal management (5.1% higher), services for young people (4.4% higher), Council activities promoting local economic development (4.0% higher), fortnightly recycling (3.7% higher), and Council's website (3.0% higher).
- **Lower than average satisfaction in the City of Maribyrnong** – includes the provision of public art (6.1% lower in the City of Maribyrnong), the maintenance and cleaning of Footscray CBD (3.6% lower), and the maintenance and repair of sealed local roads (2.0% lower).

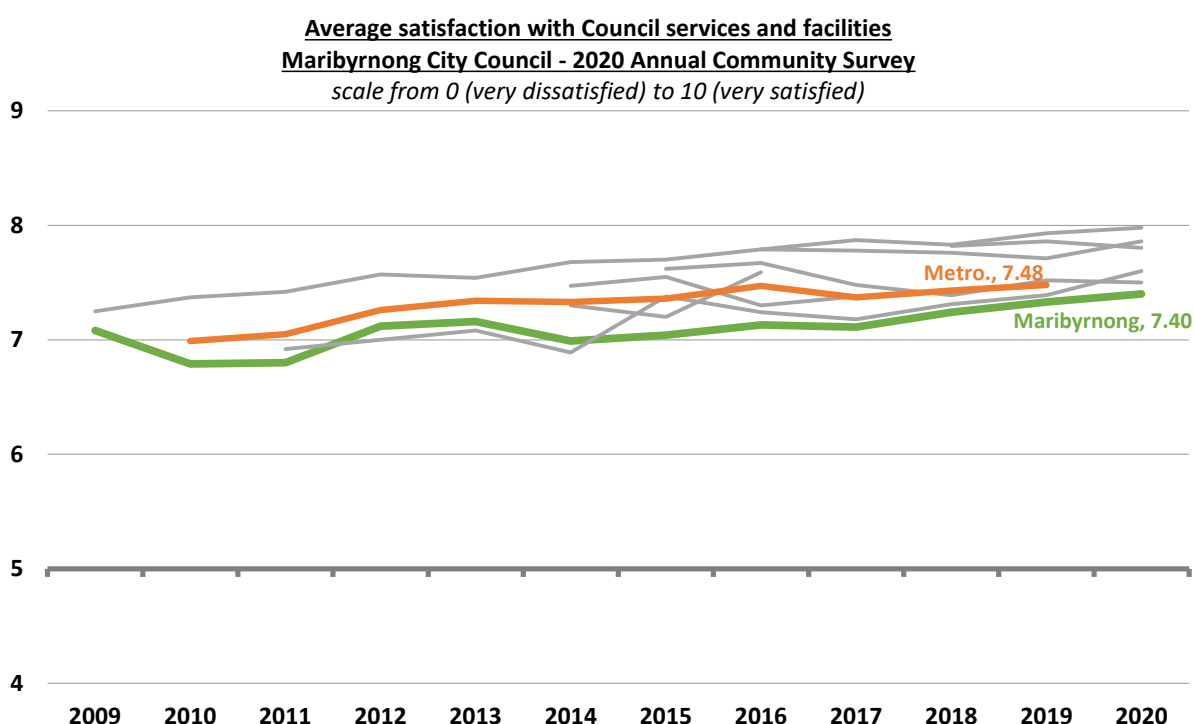
It is important to bear in mind that COVID-19 may well have influenced satisfaction both positively and negatively this year, which may have an impact on the comparison to the 2019 metropolitan Melbourne averages.



## Average satisfaction with Council services and facilities

The following graph provides a comparison of average satisfaction with the 38 services and facilities included in this survey, against the 2019 metropolitan Melbourne average satisfaction with the services and facilities included in the 2019 *Governing Melbourne* survey. The 2020 comparison is not available due to the COVID-19 pandemic.

Since the inception of *Governing Melbourne* in 2010, the average satisfaction with services and facilities in the City of Maribyrnong has tended to be marginally lower than the metropolitan Melbourne average. It is also noted that the City of Maribyrnong average has tended to be a little lower than recorded by Metropolis Research in a range of other councils across metropolitan Melbourne.



## Change in satisfaction over the last 10 years

The following graph provides a comparison of satisfaction with the individual services and facilities that have been included in the survey program for at least 10 years.

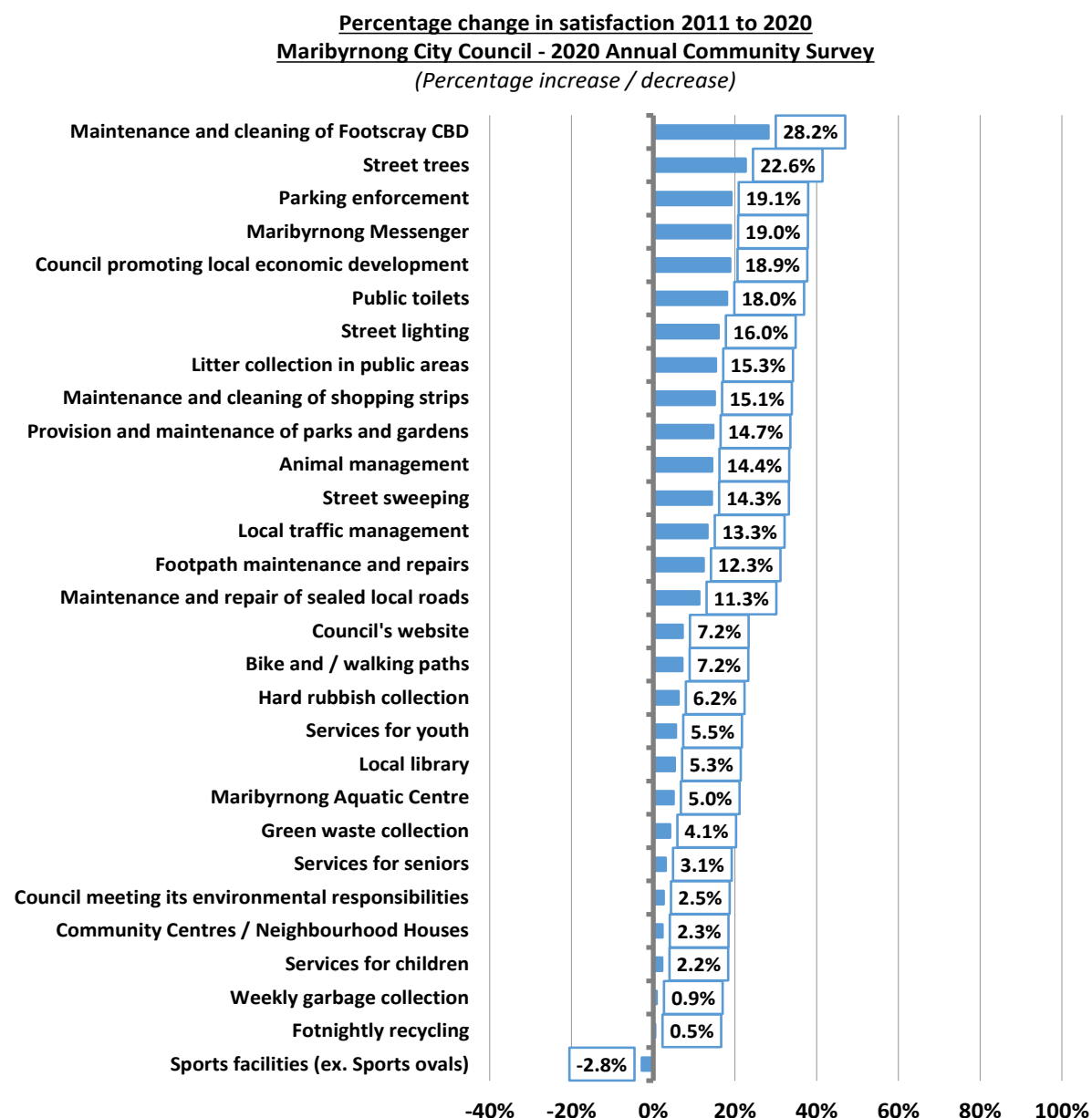
The graph displays the percentage change in satisfaction (increase or decrease) over the last decade.

Particular attention is drawn to the fact that satisfaction with many of the cleaning and maintenance services and facilities have increased strongly over the last decade, including the Footscray CBD (up 28.2%), litter collection in public areas (up 15.3%), maintenance and cleaning of shopping strips along roads (up 15.1%), and street sweeping (up 14.3%).





There has been little improvement in satisfaction with the waste and recycling services and many of the health and human service. This reflects the fact that these services have consistently recorded high to very high levels of satisfaction.



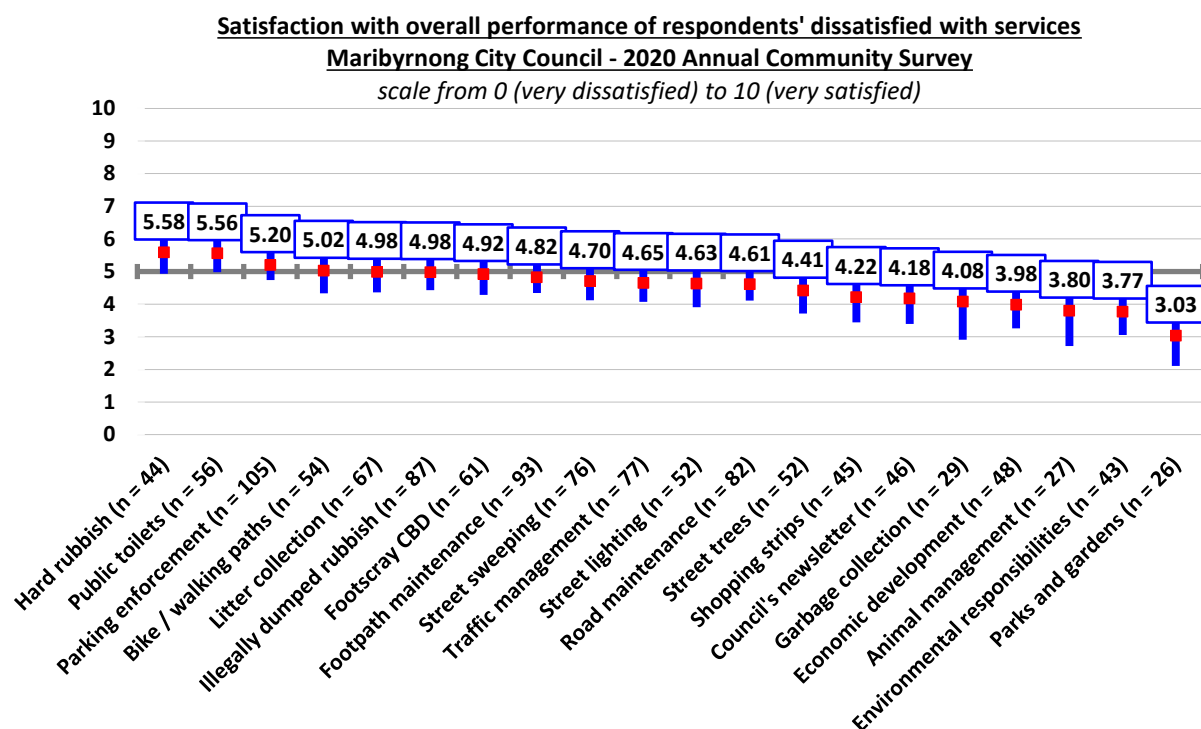
## Respondents dissatisfied with Council services and facilities

The following graph provides the average overall satisfaction score of respondents who were dissatisfied with 20 services and facilities for which there was a sample of more than 20 dissatisfied respondents.

This graph shows that the respondents who were dissatisfied with individual services and facilities tended to be dissatisfied with Council's overall performance. This supports the view that there is a relatively small number (average of approximately 50) respondents who tend to be very dissatisfied with a whole range of Council services and facilities.



In other words, if these respondents were dissatisfied with one service or facility this group of respondents tends to be dissatisfied with many and tend to be dissatisfied with Council's overall performance.



### Importance and satisfaction cross tabulation

The following graph provides a cross-tabulation of the average importance of each of the 38 included Council services and facilities against the average satisfaction with each.

The grey crosshairs represent the metropolitan Melbourne average importance and satisfaction with Council services and facilities as recorded in the 2019 *Governing Melbourne* research conducted independently by Metropolis Research.

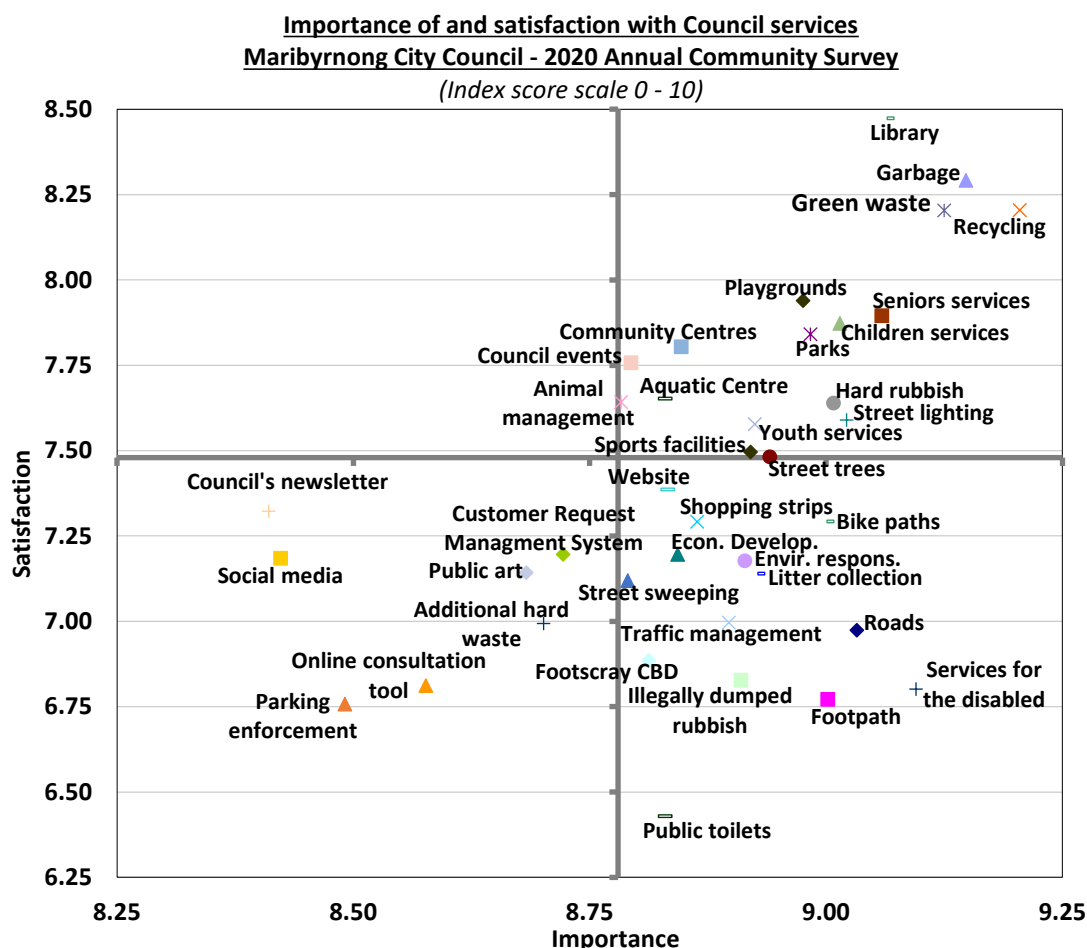
Services and facilities located in the top right-hand quadrant are therefore more important than average and have obtained higher than average satisfaction. The services in the lower right-hand quadrant are those that are more important than average, but with which respondents are less satisfied than average. This quadrant represents the services and facilities of most concern.

Attention is drawn to the following key findings:

- **Waste and recycling services** – these services are all higher-than-average importance and received higher than average satisfaction scores.
- **Health and human services** – all these services are of higher-than-average importance, and most received higher than average satisfaction scores. The only exception to this result this year is services for people with a disability, which declined in satisfaction somewhat this year.



- **Communication services** – most of these services were of somewhat lower than average importance, and most received marginally lower than average satisfaction, despite very strong increases in satisfaction this year.
- **Services of most concern** – include public toilets, management and level of illegally dumped rubbish, footpath and road maintenance and repairs, services for people with a disability, local traffic management, and maintenance and cleaning of Footscray CBD.



### Satisfaction by broad service areas

The breakdown of services and facilities into these broad service areas is as follows:

- **Infrastructure** – includes provision and maintenance of street trees, provision and maintenance of street lighting, and public toilets.
- **Waste and recycling services** – includes weekly garbage collection, fortnightly recycling, fortnightly green waste collection, and annual hard rubbish collection.
- **Recreation and culture services** – includes library services, sports facilities, Maribyrnong Aquatic Centre, provision and maintenance of playgrounds, provision of public art, and Council's festivals and events.
- **Community services** – includes services for children, services for young people, services for seniors, and services for people with a disability.

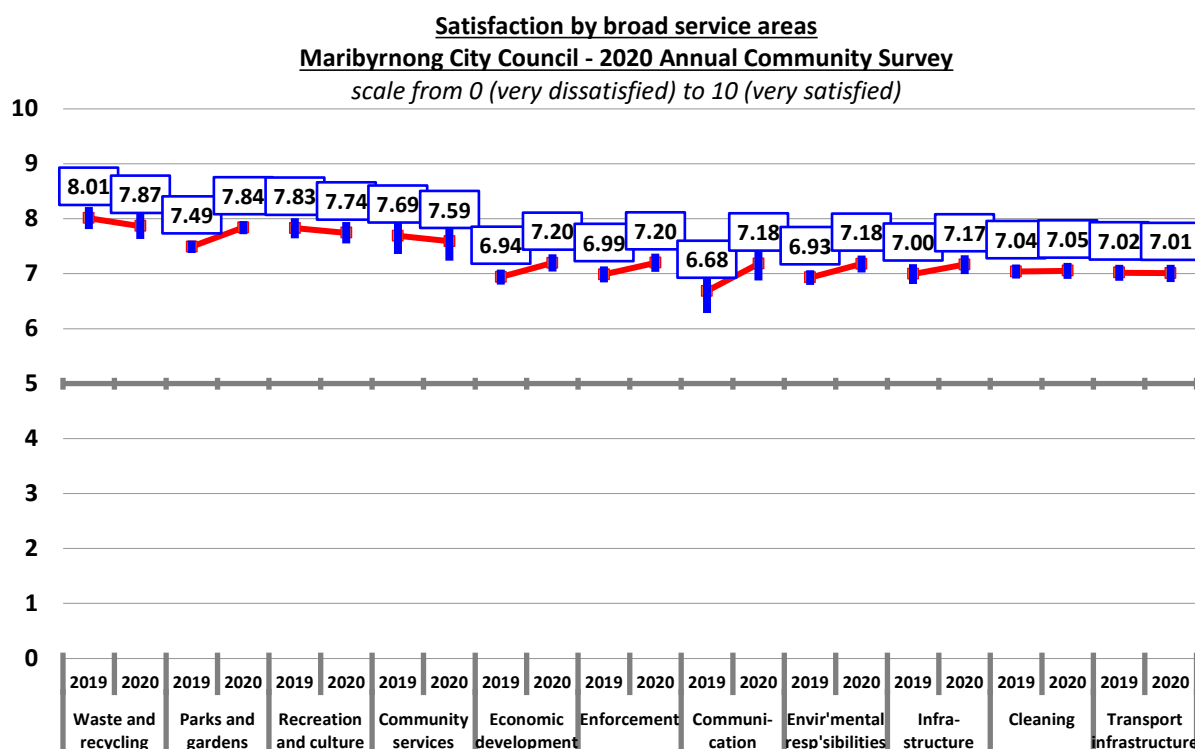


- **Enforcement** – includes parking enforcement, and animal management.
- **Communication** – includes Maribyrnong Messenger (*Council's newsletter*), the Council's website.
- **Cleaning** – includes street sweeping, and maintenance and cleaning of shopping strips.
- **Transport infrastructure** – includes the maintenance and repair of sealed local roads, footpath maintenance and repairs, local traffic management, and on and off-road bike and / or walking paths.
- **Parks and gardens** – include the provision and maintenance of parks and gardens.
- **Business development** – includes Council activities promoting local business development.
- **Environmental responsibilities** – includes Council meeting its responsibilities towards the environment.

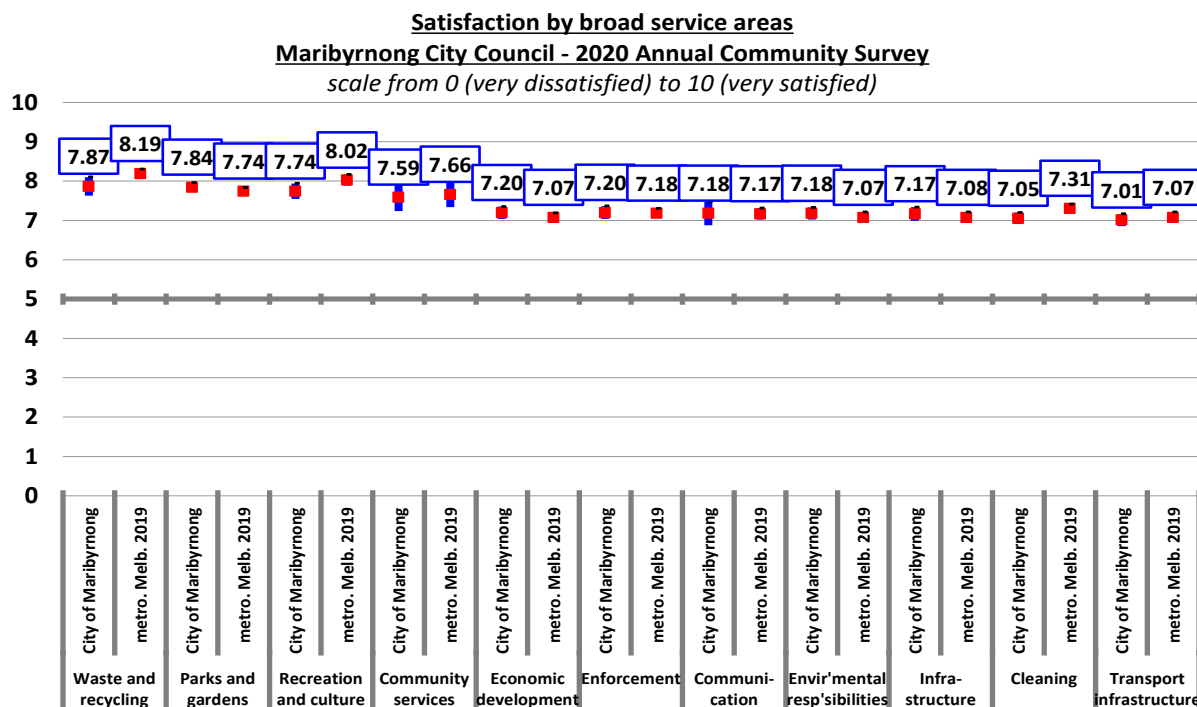
There was no statistically significant variation in the average satisfaction with these 11 broad service areas recorded between 2019 and 2020, as outlined in the following graph.

It is noted, however, that satisfaction with parks and gardens increased 4.7% to a “very good” level of 7.84 out of 10 this year, and satisfaction with communication services increased 7.4% to 7.18, although it remains at a “good” level of satisfaction.

Satisfaction with waste and recycling services, parks and gardens were rated as “excellent”. Satisfaction with recreation and culture and community services were rated as “very good”, and satisfaction with the remaining nine broad service areas were rated as “good”.



When compared to the 2019 metropolitan Melbourne averages, it is noted that satisfaction with waste and recycling services, recreation and culture services, and cleaning services remain marginally lower than the 2019 metropolitan Melbourne averages, whilst satisfaction with economic development services was marginally higher in the City of Maribyrnong.



## Issues for the City of Maribyrnong “at the moment”

Respondents were asked:

*“Can you please list what you consider to be the top three issues for the City of Maribyrnong at the moment?”*

Respondents were asked to nominate what they considered to be the top three issues for the City of Maribyrnong “at the moment”.

A less than two-thirds (59.9%) of respondents nominated at least one issue this year, down somewhat on the 66.7% nominating an issue last year. This decline may well reflect, at least in part, the change in methodology this year from a face-to-face to a telephone interview, as telephone surveys tend to obtain marginally less buy-in on open-ended questions. It is also possible, however, that COVID-19 may have reduced the range of issues of importance to respondents, particularly given the significant decline in the prominence of traffic management and car parking issues this year.

It is important to bear in mind that the responses to this question are not to be read only as a list of complaints about the performance of Council, nor do they reflect only services, facilities, and issues within the remit of Maribyrnong City Council. Many of the issues raised by respondents are suggestions for future actions rather than complaints about past actions, and many are issues that are principally the responsibility of the state government.

Metropolis Research notes that the most raised issues this year remain largely consistent with those of previous years, despite significant declines for some issues this year. The top issues remain car parking (10.1% down from 13.9%), traffic management (8.3% down from 16.8%), Council rates (8.3% up from 3.5%), parks, gardens, and open spaces (7.0% up from 5.8%), and road maintenance and repairs (6.6% down from 10.1%).

Metropolis Research also draws attention to the fact that the cleanliness and maintenance of the area remains an issue for a small proportion of respondents. This result remains above the metropolitan Melbourne average, and despite increasing satisfaction with many of the cleaning and maintenance services provided by Council (discussed in the [Change in satisfaction over the last 10 years](#) section of this report).

The decrease in car parking, traffic management, and road maintenance and repairs were clearly related to the impact of COVID-19. This trend has been observed by Metropolis Research in other councils across metropolitan Melbourne that were surveyed during the COVID-19 pandemic (from March 2020).

Metropolis Research notes that just seven respondents nominated COVID-19 as one of the top three issues for Council to address this year.





The following variations of note were observed:

- **Notable increase in the City of Maribyrnong in 2020** – There was only one issue to report a substantial increase this year, that being Council rates, which increased from 3.5% to 8.3%.
- **Notable decrease in the City of Maribyrnong in 2020** – there were notable decreases this year in the proportion of respondents nominating traffic management (8.3% down from 16.8%), recycling services and facilities (2.1% down from 8.1%), safety, policing, and crime issues (2.9% down from 7.4%), car parking (10.1% down from 13.9%), road maintenance and repairs (6.6% down 10.1%), lighting (1.9% down from 5.1%), and the provision and maintenance of street trees (2.3% down from 5.3%).

When compared to the results from the 2019 *Governing Melbourne* research conducted independently by Metropolis Research and including a sample of 1,200 respondents drawn from across all 31 metropolitan Melbourne municipalities. The 2020 *Governing Melbourne* research was unable to be conducted due to the COVID-19 pandemic. The 2021 survey will be completed in January 2021.

Bearing in mind that the metropolitan Melbourne comparisons are from 2019 (pre-COVID-19), the following variations of note are observed:

- **Notably more prominent in the City of Maribyrnong** – there were only two issues that were notably more prominent in the City of Maribyrnong this year; Council rates (8.3% compared to 3.2%) and the cleanliness and maintenance of area (6.1% compared to 3.1%).
- **Notably less prominent in the City of Maribyrnong** - includes traffic management (8.3% compared to 20.3%), lighting (1.9% compared to 6.6%), car parking (10.1% compared to 14.6%), street trees (2.3% compared to 6.5%), public transport (1.1% compared to 5.1%), safety, policing, and crime issues (2.9% compared to 6.3%), building, housing, planning and development issues (5.0% compared to 7.3%), and footpath maintenance and repairs (4.4% compared to 6.5%).

Metropolis Research notes that many of the issues that are less prominent in the City of Maribyrnong this year compared to the 2019 metropolitan Melbourne average are likely to be heavily impacted by COVID-19, including most notably car parking, traffic management, road maintenance and repairs, public transport, and safety, policing, and crime issues.

As discussed in the [Relationship between issues and overall satisfaction](#) section of this report, the issues that appear most negatively related to overall satisfaction for the respondents raising the issues include traffic management, road maintenance and repairs, planning and development issues, and Council rates.



**Top three issues for the City of Maribyrnong at the moment**  
**Maribyrnong City Council - 2020 Annual Community Survey**  
*(Number and percent of total respondents)*

Issue	2020		2019	2018	2017	2016	2019 Metro.*
	Number	Percent					
Car parking	81	10.1%	13.9%	16.5%	17.3%	19.2%	14.6%
Traffic management	66	8.3%	16.8%	18.0%	26.8%	14.1%	20.3%
Council rates	66	8.3%	3.5%	5.9%	6.0%	6.0%	3.2%
Parks, gardens and open space	56	7.0%	5.8%	7.9%	7.1%	8.3%	6.0%
Road maintenance and repairs	53	6.6%	10.1%	5.5%	12.0%	8.0%	7.0%
Cleanliness and maintenance of area	49	6.1%	6.5%	6.9%	5.5%	6.4%	3.1%
Building, planning, housing and development	40	5.0%	6.1%	6.3%	14.6%	11.8%	7.3%
Footpath maintenance and repairs	35	4.4%	4.6%	6.0%	6.5%	5.9%	6.5%
Environment, conservation, climate change	27	3.4%	4.9%	1.8%	4.0%	1.9%	3.0%
Hard rubbish collection	27	3.4%	1.8%	3.8%	2.8%	2.6%	1.9%
Rubbish and waste issues including garbage	26	3.3%	3.5%	3.8%	5.0%	1.7%	3.9%
Cycling and walking tracks	23	2.9%	1.8%	4.3%	3.6%	4.6%	2.5%
Safety, policing and crime	23	2.9%	7.4%	9.4%	9.8%	6.0%	6.3%
Provision and maintenance of street trees	18	2.3%	5.3%	5.3%	5.3%	3.5%	6.5%
Recycling services and facilities	17	2.1%	8.1%	2.4%	1.6%	0.9%	3.6%
Community activities, arts and culture	16	2.0%	1.5%	0.6%	1.1%	1.1%	1.0%
Public toilets	16	2.0%	1.5%	2.3%	1.5%	0.9%	1.1%
Lighting	15	1.9%	5.1%	9.5%	7.0%	4.1%	6.6%
Governance and accountability	14	1.8%	1.0%	0.5%	0.8%	0.7%	0.3%
Council customer service	13	1.6%	0.8%	0.5%	1.0%	0.6%	0.6%
Graffiti and vandalism	12	1.5%	0.8%	1.0%	1.8%	2.2%	1.0%
Green waste collection	12	1.5%	1.3%	1.1%	1.5%	1.1%	2.0%
Animal management	11	1.4%	0.4%	0.6%	0.9%	1.1%	3.0%
Street cleaning and maintenance	10	1.3%	3.3%	4.0%	3.0%	3.5%	2.9%
Communication and provision of information	9	1.1%	1.4%	0.9%	2.6%	2.4%	1.5%
Public transport	9	1.1%	1.8%	2.6%	3.4%	1.9%	5.1%
Sports and recreation facilities	8	1.0%	0.6%	1.3%	1.1%	0.7%	1.5%
COVID-19 issues	7	0.9%	n.a.	n.a.	n.a.	n.a.	n.a.
Drugs, alcohol and cigarette issues	7	0.9%	1.3%	2.1%	2.6%	1.4%	0.5%
Services and facilities for the disabled	7	0.9%	0.5%	0.3%	0.8%	0.4%	0.2%
Dumped rubbish	6	0.8%	n.a.	n.a.	n.a.	n.a.	0.0%
Education and schools	5	0.6%	0.6%	1.3%	4.3%	1.6%	0.6%
Library services	5	0.6%	0.3%	0.4%	0.4%	0.5%	0.6%
Noise	5	0.6%	0.3%	1.3%	1.9%	1.0%	0.6%
Provision & maintenance of commu. facilities	5	0.6%	0.9%	0.1%	0.6%	0.4%	0.3%
Support for local businesses	5	0.6%	0.0%	0.6%	0.1%	0.1%	0.4%
Activities and facilities for children	4	0.5%	1.4%	0.6%	0.4%	0.9%	0.7%
Childcare	4	0.5%	0.6%	0.5%	3.0%	2.0%	0.4%
Cultural diversity	4	0.5%	0.6%	0.3%	1.6%	1.0%	0.1%
All other issues (32 separately identified issues)	60	7.5%	6.5%	14.3%	19.5%	22.0%	9.5%
<b>Total responses</b>	<b>876</b>		<b>1,120</b>	<b>1,187</b>	<b>1,500</b>	<b>1,229</b>	<b>1,667</b>
<i>Respondents identifying at least one issue</i>	479 (59.9%)		534 (66.7%)	605 (75.6%)	666 (83.3%)	588 (73.2%)	849 (69.4%)

(\*) 2019 metropolitan Melbourne average from Governing Melbourne

## Respondent profile

The following section provides the demographic profile of the respondents surveyed for the *Maribyrnong City Council – 2020 Annual Community Survey*.

Metropolis Research draws attention to the fact that the *Annual Community Survey* program has obtained a very consistent sample of respondents across a broad range of demographic and household characteristics over a long period of time.

This stability in the profile of the sample is an important component which underlies the *Annual Community Survey* results as a reliable and informative tool with which to explore community sentiment.

### Age structure

**Age structure**  
**Maribyrnong City Council - 2020 Annual Community Survey**  
(Number and percent of respondents providing a response)

Age group	2020 (unweighted)		2020 (weighted)	2019	2018	2017	2016
	Number	Percent					
Adolescents (18 - 19 years)	10	1.3%	2.8%	2.4%	2.6%	3.1%	2.9%
Young adults (20 - 34 years)	143	17.9%	38.0%	28.6%	33.7%	30.8%	31.5%
Adults (35 - 44 years)	237	29.6%	20.5%	27.9%	21.6%	25.2%	24.0%
Middle-aged adults (45 - 54 years)	231	28.9%	14.4%	17.8%	19.7%	15.3%	17.6%
Older adults (55 - 74 years)	143	17.9%	16.5%	19.0%	18.8%	18.4%	20.0%
Senior citizens (75 years and over)	36	4.5%	7.9%	4.3%	3.5%	7.3%	4.1%
Not stated	0		0	2	4	1	2
<b>Total</b>	<b>800</b>	<b>100%</b>	<b>800</b>	<b>800</b>	<b>800</b>	<b>800</b>	<b>803</b>

### Gender

**Gender**  
**Maribyrnong City Council - 2020 Annual Community Survey**  
(Number and percent of respondents providing a response)

Gender	2020		2019	2018	2017	2016	2015
	Number	Percent					
Male	400	50.0%	54.3%	54.2%	47.3%	47.4%	52.9%
Female	400	50.0%	45.7%	45.6%	52.3%	52.1%	46.9%
Other	0	0.0%	0.0%	0.1%	0.4%	0.5%	0.3%
Not stated	0		8	7	9	8	2
<b>Total</b>	<b>800</b>	<b>100%</b>	<b>800</b>	<b>800</b>	<b>800</b>	<b>803</b>	<b>800</b>



## Language spoken at home

**Language**  
**Maribyrnong City Council - 2020 Annual Community Survey**  
*(Number and percent of respondents providing a response)*

Language	2020		2019	2018	2017	2016	2015
	Number	Percent					
English	433	55.1%	63.8%	58.7%	57.1%	65.3%	68.0%
Vietnamese	65	8.3%	8.1%	10.5%	7.1%	8.6%	6.0%
Hindi	36	4.6%	1.4%	1.5%	2.0%	1.1%	2.1%
Mandarin	26	3.3%	2.5%	1.8%	2.1%	2.0%	0.8%
Italian	24	3.1%	1.5%	1.8%	2.3%	3.0%	2.5%
Telugu	17	2.2%	0.9%	0.6%	1.4%	0.4%	0.6%
Greek	15	1.9%	1.6%	1.3%	3.9%	2.7%	1.4%
Arabic	15	1.9%	0.5%	1.3%	0.9%	0.6%	0.3%
Cantonese	13	1.7%	2.0%	1.0%	0.9%	0.9%	1.9%
Nepali	11	1.4%	0.1%	0.5%	0.5%	0.3%	0.4%
Urdu	10	1.3%	0.9%	1.0%	0.4%	0.3%	0.0%
Croatian	8	1.0%	1.1%	0.5%	0.5%	0.4%	0.4%
French	8	1.0%	0.8%	0.8%	0.5%	0.5%	0.9%
Gujarati	8	1.0%	0.0%	0.3%	0.1%	0.0%	0.0%
Tagalog (Filipino)	7	0.9%	1.9%	1.0%	0.6%	1.1%	0.6%
Bengali	6	0.8%	0.6%	0.5%	0.9%	0.8%	0.8%
Spanish	6	0.8%	1.5%	2.1%	2.1%	1.9%	1.6%
Macedonian	5	0.6%	0.8%	0.3%	1.0%	1.0%	0.3%
Albanian	4	0.5%	0.2%	0.0%	0.0%	0.0%	0.0%
Chinese ( <i>not further defined</i> )	4	0.5%	1.5%	1.9%	0.1%	0.9%	1.9%
Portuguese	4	0.5%	0.3%	0.5%	0.5%	0.4%	0.4%
Turkish	4	0.5%	0.4%	0.1%	0.4%	0.9%	0.3%
Czech	3	0.4%	0.0%	0.0%	0.1%	0.0%	0.0%
Indonesian	3	0.4%	0.6%	0.4%	0.1%	0.5%	0.4%
Korean	3	0.4%	0.3%	0.0%	0.3%	0.0%	0.0%
Oromo	3	0.4%	0.0%	0.2%	0.0%	0.0%	0.0%
Polish	3	0.4%	0.6%	0.1%	0.1%	0.5%	0.1%
Serbian	3	0.4%	0.3%	0.3%	0.3%	0.4%	0.1%
Somali	3	0.4%	0.4%	0.1%	0.5%	0.4%	0.1%
Malay	2	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Tigrinya	2	0.3%	0.0%	0.1%	0.3%	0.0%	0.0%
All other languages ( <i>thirty</i> )	30	3.8%	4.9%	6.6%	7.6%	4.1%	7.4%
Multiple	3	0.4%	0.6%	4.2%	5.4%	1.0%	1.0%
Not stated	13		6	8	7	14	1
<b>Total</b>	<b>800</b>	<b>100%</b>	<b>800</b>	<b>800</b>	<b>800</b>	<b>803</b>	<b>800</b>

## Household member with a disability

**Household member with a disability**  
**Maribyrnong City Council - 2020 Annual Community Survey**  
 (Number and percent of respondents providing a response)

Response	2020		2019	2018	2017	2016	2015
	Number	Percent					
Yes	78	10.0%	7.7%	8.1%	9.9%	9.7%	7.5%
No	702	90.0%	92.3%	91.9%	90.1%	90.3%	92.5%
Not stated	20		38	7	9	2	4
<b>Total</b>	<b>800</b>	<b>100%</b>	<b>800</b>	<b>800</b>	<b>800</b>	<b>803</b>	<b>800</b>

## Household structure

**Household structure**  
**Maribyrnong City Council - 2020 Annual Community Survey**  
 (Number and percent of respondents providing a response)

Structure	2020		2019	2018	2017	2016	2015
	Number	Percent					
<b>Two parent family total</b>	<b>324</b>	<b>41.8%</b>	<b>42.9%</b>	<b>44.4%</b>	<b>39.7%</b>	<b>43.9%</b>	<b>43.0%</b>
youngest child 0 - 4 years	102	13.1%	10.3%	13.2%	14.1%	14.2%	14.8%
youngest child 5 - 12 years	105	13.5%	15.1%	15.2%	11.5%	11.7%	13.0%
youngest child 13 - 18 years	47	6.1%	5.8%	5.7%	5.8%	8.3%	5.5%
adult children only	70	9.0%	11.7%	10.3%	8.3%	10.2%	9.8%
<b>One parent family total</b>	<b>49</b>	<b>6.3%</b>	<b>4.7%</b>	<b>5.2%</b>	<b>7.6%</b>	<b>6.0%</b>	<b>6.4%</b>
youngest child 0 - 4 years	6	0.8%	1.1%	0.4%	0.9%	0.4%	0.8%
youngest child 5 - 12 years	9	1.2%	1.3%	1.5%	1.3%	1.4%	1.4%
youngest child 13 - 18 years	11	1.4%	0.9%	0.6%	1.4%	1.0%	1.4%
adult children only	23	3.0%	1.4%	2.6%	4.0%	3.3%	2.9%
Couple only household	170	21.9%	23.9%	25.8%	22.5%	22.8%	23.3%
Group household	123	15.9%	16.4%	16.7%	16.0%	12.9%	15.5%
Sole person household	104	13.4%	11.4%	7.2%	13.2%	10.3%	10.4%
Other	6	0.8%	0.8%	0.8%	1.0%	3.4%	1.1%
Not stated	24		12	2	2	6	3
<b>Total</b>	<b>800</b>	<b>100%</b>	<b>800</b>	<b>800</b>	<b>800</b>	<b>803</b>	<b>800</b>



## Period of residence

**Period of residence in Maribyrnong**  
**Maribyrnong City Council - 2020 Annual Community Survey**  
*(Number and percent of respondents providing a response)*

Period	2020		2019	2018	2017	2016	2015
	Number	Percent					
Less than one year	10	1.3%	8.6%	13.2%	9.3%	8.1%	8.4%
One to less than five years	96	12.3%	21.8%	22.9%	25.4%	25.3%	26.4%
Five to less than ten years	186	23.9%	23.2%	19.4%	20.2%	24.4%	24.4%
Ten years or more	487	62.5%	46.4%	44.5%	45.1%	42.2%	40.8%
Not stated	21		11	5	6	4	4
<b>Total</b>	<b>800</b>	<b>100%</b>	<b>800</b>	<b>800</b>	<b>800</b>	<b>803</b>	<b>800</b>

## Previous council of residence

**Previous municipality of residence**  
**Maribyrnong City Council - 2020 Annual Community Survey**  
*(Number and percent of respondents in Maribyrnong less than five yrs)*

Location	2020		2019	2018	2017	2016	2015
	Number	Percent					
Interstate	11	18.3%	13.3%	10.5%	10.7%	5.8%	6.8%
Brimbank	8	13.3%	9.6%	7.7%	8.0%	9.7%	9.7%
Glen Eira	5	8.3%	0.5%	0.7%	0.5%	1.3%	1.1%
Melbourne	5	8.3%	20.7%	7.0%	10.2%	14.9%	14.2%
Darebin	4	6.7%	6.4%	4.2%	2.7%	1.9%	2.8%
Wyndham	4	6.7%	1.6%	1.4%	4.3%	3.2%	1.1%
Casey	3	5.0%	0.7%	0.7%	0.0%	0.6%	0.6%
International	3	5.0%	3.7%	18.9%	22.5%	14.3%	14.8%
Moreland	3	5.0%	5.3%	5.6%	5.3%	8.4%	5.7%
Bayside	2	3.3%	1.1%	0.0%	0.5%	0.6%	0.6%
Frankston	2	3.3%	0.5%	0.7%	0.0%	0.0%	0.6%
Melton	2	3.3%	1.1%	0.0%	1.1%	0.6%	1.7%
Stonnington	2	3.3%	2.1%	6.3%	2.1%	6.5%	4.0%
Wellington	2	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Moonee Valley	1	1.7%	11.7%	4.2%	3.7%	7.1%	8.0%
Ballarat	1	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Port Phillip	1	1.7%	3.7%	7.0%	5.9%	1.9%	4.5%
Greater Geelong	1	1.7%	1.1%	1.4%	1.1%	0.0%	1.1%
Not stated	46		52	144	89	113	101
<b>Total</b>	<b>106</b>	<b>100%</b>	<b>240</b>	<b>287</b>	<b>276</b>	<b>267</b>	<b>277</b>