



# Community Perceptions Survey 2019

A report of findings from a survey of Ballarat community



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# 1 Executive Summary

Ballarat City Council was interested in obtaining insight into the community's perceptions of life in Ballarat and the performance of Council in delivering services to the community. This report provides the findings from a telephone survey of 836 people residing in the Ballarat municipality conducted in February and March 2019.

## 1.1 Community indicators

*Ballarat people agree that it is a good place to raise a family and live, however they acknowledge challenges such as employment opportunities, is a safe place to live, has a good night-time economy, good access to public transport, safety for cyclists, or a CBD that supports a healthy lifestyle.*

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Overall Ballarat people hold positive views of living in Ballarat, especially in terms of being a good place to raise a family, being a good place to live and having good healthcare, good parks and open spaces. They also agree that there are opportunities for learning and development for all ages and that Ballarat offers a variety of recreation facilities and leisure activities as well as arts and cultural opportunities. Ballarat people are least likely to agree that Ballarat has good employment opportunities, is a safe place to live, has a good night-time economy, good access to public transport, safety for cyclists, or a CBD that supports a healthy lifestyle.

*Ballarat people are somewhat optimistic about the direction that Ballarat is heading in.*

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There was a moderate level of agreement (7.0 down from 7.3 out of 10) that Ballarat is heading in the right direction. The primary issues that Ballarat people identified as needing to be addressed were infrastructure related, including public transport and parking.

*Infrastructure was perceived to be Council's main priority for Ballarat's heading in the right direction*

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Ballarat people thought the Council's priority should be the improvement of infrastructure (24%) with improved public transport and more parking (both 18%) also mentioned.

## 1.2 Major projects

*There was a reasonable level of awareness of most major projects delivered by the Council in recent times and majority of projects were deemed to have been successful with all ratings increasing in 2019.*

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The majority of people were aware of the major projects recently delivered by Council, albeit after being prompted with a list. Majority of the major projects were perceived to have been successful with the highest ratings for Sebastopol Library Redevelopment, Girrabanya Children's Centre, and Ballarat Sports and Events Centre. Deemed to be the least successful was the Ballarat West Employment Zone (BWEZ) (6.2 out of 10).

### 1.3 Events

***There was a high level of awareness of most events delivered by the Council and all events rated well***

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The majority of people were aware of the events delivered by Council, albeit after being prompted with a list. White Night was rated particularly well. Very few Ballarat people were unable to name an event delivered by the City of Ballarat (2%).

### 1.4 Satisfaction

***Although Council's overall performance dropped between 2018 and 2019, it was a higher rating (70.9), this rating was higher than in 2017 and higher than other Victorian regional centres 2017***

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The index score for overall performance in 2019 for Ballarat was 70.9 (out of 100) which was lower than in 2018 (72.0 out of 100) and higher than the score for other regional centres surveyed in 2017 (57.0 out of 100).

Contributing to this sentiment was the increase in the proportion who felt the City of Ballarat's performance had stayed the same (49% up from 46%).

***Indicators of Council's advocacy and engagement were rated at low levels but with comparable perceptions to 2018***

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The Ballarat community has a low level of satisfaction with the Council's performance on the three indicators of advocacy and engagement. However, there was no significant change to these indicators. Specific examples of the community's perceptions of poor performance in the Council's advocacy role focused on parking issues, the Civic Hall, the need to listen and priorities the needs of the community.

***Contact with Council was rated moderately lower than other Victorian regional councils; however, ratings for customer service were higher in 2019 than previous years.***

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A total of 45% had contacted the Council in the last 12 months. Council's customer service performance was rated at 76.0 (out of 100), an improvement on 2018 (69.8) and 2017 (70.5), and in line with other Victorian regional centres in 2017 (72.0).

***Those who have used a range of Council services rated Council's performance highly with the exception of those using parking planning services***

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High levels of satisfaction (85+ out of 100) were evident for users of: festivals and events, arts and culture, parks and gardens, and maternal child health services. Parking, an item introduced in the 2019 survey, rated poorly at 47.6. Planning services did not only record a low level of satisfaction, but also the 2019 result indicated a decline since 2017.

***Council infrastructure services relating to waste and recycling collections and footpath maintenance and renewal scored low levels of satisfaction with local road renewal and maintenance recorded an increase in satisfaction.***

Whilst waste and recycling services and footpath maintenance and renewal received a significantly lower satisfaction score in 2019, services relating to maintenance and renewal of roads and scored significantly higher levels of satisfaction.

## 1.5 Communications

***Ballarat people typically access their daily news via television, printed newspaper and local press. Their preference is to provide feedback to Council in person or via surveys except for those in North Ward.***

Television (46%) and printed newspaper (45%) were the main modes mentioned for accessing daily news, followed by local press and social media. Ballarat people prefer to provide feedback to Council in person (20%) or via surveys (19%) with the exception of North Ward residents who nominated surveys (5%) less frequently than other Ballarat residents.

## 1.6 KPI Summary

Figure 1 presents index scores for the Key Performance Indicators. Scores shown in green have significantly increased since last measured.

Figure 1: Summary of KPI scores

	2019	2018	2017	2016
Base: All respondents (excluding 'Don't know')	<i>Index</i>	<i>Index</i>	<i>Index</i>	<i>Index</i>
<b>Service performance overall</b>	<b>70.9</b>	<b>72.0</b>	<b>68.0</b>	<b>64.8</b>
Customer service	76.0	69.8	70.5	68.9
Councillor performance	60.2	61.9	61.5	
Community consultation and engagement	59.4	58.9	58	53.8
Lobbying on behalf of the community	58.1	59.4	57.2	52.4
Decisions made in the interest of the community	55.7	55	56.5	51





## 2 Introduction

### 2.1 Background

Ballarat City Council was interested in obtaining insight into the community's perceptions of life in Ballarat and the performance of Council in delivering services to the community.

### 2.2 Methodology

Telephone interviewing was conducted with a total of 836 people residing in the Ballarat municipality. Interviews were collected between 25 February and 24 March 2019. Figure 2 provides an overview of the number of interviews achieved within each of the three wards along with the associated confidence intervals which indicate a high level of reliability in the survey results.

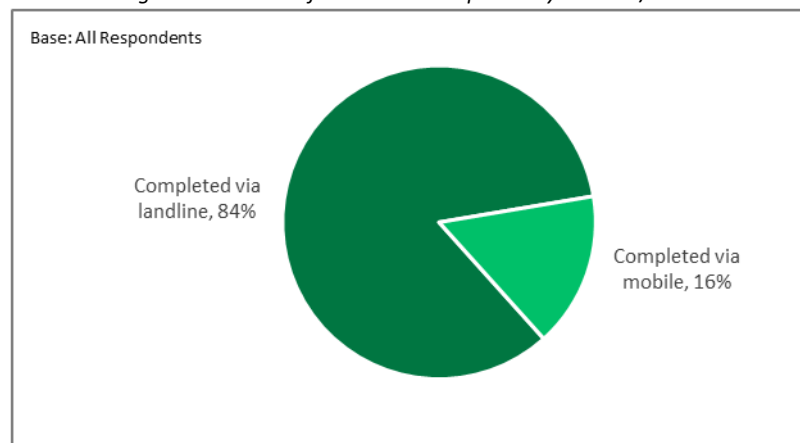
Figure 2: Number of interviews completed and associated confidence intervals

	No. Ints	CI @ 95% CL*
North Ward	282	±5.8%
Central Ward	284	±5.8%
South Ward	270	±5.9%
<b>TOTAL</b>	<b>836</b>	<b>±3.4%</b>

\*Confidence intervals calculated using a 50% survey result

Landline and mobile numbers were selected at random from a commercially available database covering the Ballarat municipality. The current best practice is to ensure that the sampling frame comprises 50% landline numbers and 50% mobile numbers. This typically yields the ratio of 60%-70% of interviews conducted with people who live in a household with both landline and mobile phones and 20%-30% who are mobile only households. Figure 3 shows that 16% of the interviews were completed via mobile phone.

Figure 3: Number of interviews completed by landline/mobile



## 2.3 Survey questions

The key topics were as follows:

- Community perceptions indicators
- Major project awareness and performance
- Events awareness, attendance and performance
- Satisfaction with Council services
- Communications
- Demographics

The questionnaire was constructed to meet reporting requirements of the Local Government Performance Reporting Framework. Included in the mandatory performance indicators are three indicators as follows:

- Indicator 2: Satisfaction with community consultation and engagement (refer Q.17A)
- Indicator 5: Satisfaction with council decisions (refer Q.17C)
- Indicator 18. Satisfaction with sealed local roads (refer Q.23D)

The survey methodology and survey questions aligning with these indicators meet the requirements of LGPRF Practice Note 2: Conduct of Community Satisfaction Survey.

It should also be noted that some minor revisions were made to the questionnaire for the 2019 study. These changes were as follows:

- Updating the list of amenity indicators (including ease of access on foot and cycling, accessibility, and CBD design and perceptions)
- Removal of items related to the various forms of communication used by Ballarat people
- Retiring and updating various major projects, events, and venues from Q6, Q7, Q8, Q9, Q10, Q11, Q12, Q13, and Q14
- Adding an item about the reason for contact with the Council, and preferred means of Council feedback.

These changes are important to keep in mind when interpreting results over time.

## 2.4 Weighting

One difficulty with telephone surveys is that females and older people are often over-represented in the telephone surveys. To minimise the effect of this type of bias, the introduction to the survey included the following:

For this survey we need to get a good cross section of the population, so may I please speak to the youngest male aged 16 years or over who currently lives in your household? IF NO MALES ASK: Then may I please speak to the youngest female aged 16 years or over who currently lives in your household? IF YOUNGEST MALE/FEMALE IS NOT AVAILABLE, SPEAK TO ANYONE WHO LIVES IN THE HOUSEHOLD.

*IF RESPONDENT WANTS INFO ON SCREENER, SAY: The reason why we ask for the youngest male in the household is because this group is hardest to locate for a telephone survey. We are still talking to people in all age groups over 16 but we need to make sure the younger age groups are represented in the research.*

Although this type of screening is useful, it does not completely eradicate the female and older person biases from the survey sample. Hence, the data was post-weighted by age and gender to correct these sampling biases.

## 2.5 Data analysis

### 2.5.1 Satisfaction index

Survey questions that asked about satisfaction with council's delivery of services were collected via the following scale:

- Very good
- Good
- Average
- Poor
- Very poor
- (Not applicable/Don't know)

An index has been calculated for each satisfaction question to obtain a score out of 100 as per Practice Note 2 as follows:

Scale category	Weighting applied	Example	
		No. survey respondents	Calculation
Very good	100	200	20000
Good	75	150	11250
Average	50	300	15000
Poor	25	100	2500
Very poor	0	50	0
<b>TOTAL</b>		<b>800 (a)</b>	<b>48750 (b)</b>
		<b>INDEX SCORE (b ÷ a)</b>	<b>60.9</b>

Interpretation of satisfaction index scores:



### 2.5.2 Agreement & performance means

Survey questions that asked for agreement ratings on the scale from 0 as the strongly disagree score to 10 as the strongly agree score have been reported as a mean score out of 10. Interpretation of these mean scores is as follows:



A similar interpretation has been assumed for performance ratings on the scale from 0 as the lowest score to 10 as the highest score.

### 2.5.3 Comparison with other Victorian regional centres

Satisfaction results have been compared (where possible) with other Victorian regional centres as reported in the Local Government Community Satisfaction Survey *2017 State-Wide Research Report* that was coordinated by the Department of Environment, Land, Water and Planning on behalf of Victorian Councils. Regional councils included in the 2017 survey were: Greater Bendigo, Greater Geelong, Greater Shepparton, Horsham, Latrobe, Mildura, Wangaratta, Warrnambool and Wodonga.

#### 2.5.4 Interpretation of significance testing

A significance test shows how likely it is that any difference observed between two means or proportions reflects a real difference in the population and not just a chance difference in the sample.

When the report states that a mean or proportion is statistically significantly different at the .05 level of significance, it means there is only a 5% chance that the observed discrepancy is a spurious occurrence rather than a genuine difference. In other words, to say that a difference is statistically significant or statistically detectable is to say that the observed result cannot reasonably be attributed to random variation alone.

Significant differences across years are highlighted throughout the report by the depiction of arrows on charts and shading in tables as shown below.

Significant Change Since Last Measured	Increase	Decrease
Charts	↑	↓
Tables	Green shading	Red shading

## 3 Community Indicators

### 3.1 Indicators of amenity

Survey respondents were asked to rate their agreement with a range of statements about living in Ballarat. Using a scale from 0 to 10 where 0 is strongly disagree and 10 is strongly agree, Figure 4 provides the average ratings out of 10 for each statement.

It is clear that Ballarat people agree that Ballarat is a good place to raise a family and live with access to healthcare, good parks and open spaces. They also agree that there are opportunities for learning and development for all ages.

There was slightly less agreement that Ballarat has a positive and welcoming atmosphere, a variety of recreation facilities and leisure activities, a variety of arts and cultural opportunities, is an easy place to walk around, and has good local shopping areas. Similarly, there was moderate agreement that Ballarat has good entertainment, is a safe place to live and has a good night-time economy and good access to public transport. Compared with all other aspects, there was a low level of agreement that Ballarat has good employment opportunities.

Figure 4: Indicators of amenity - current year  
Q.1 How do you rate your agreement that Ballarat...?

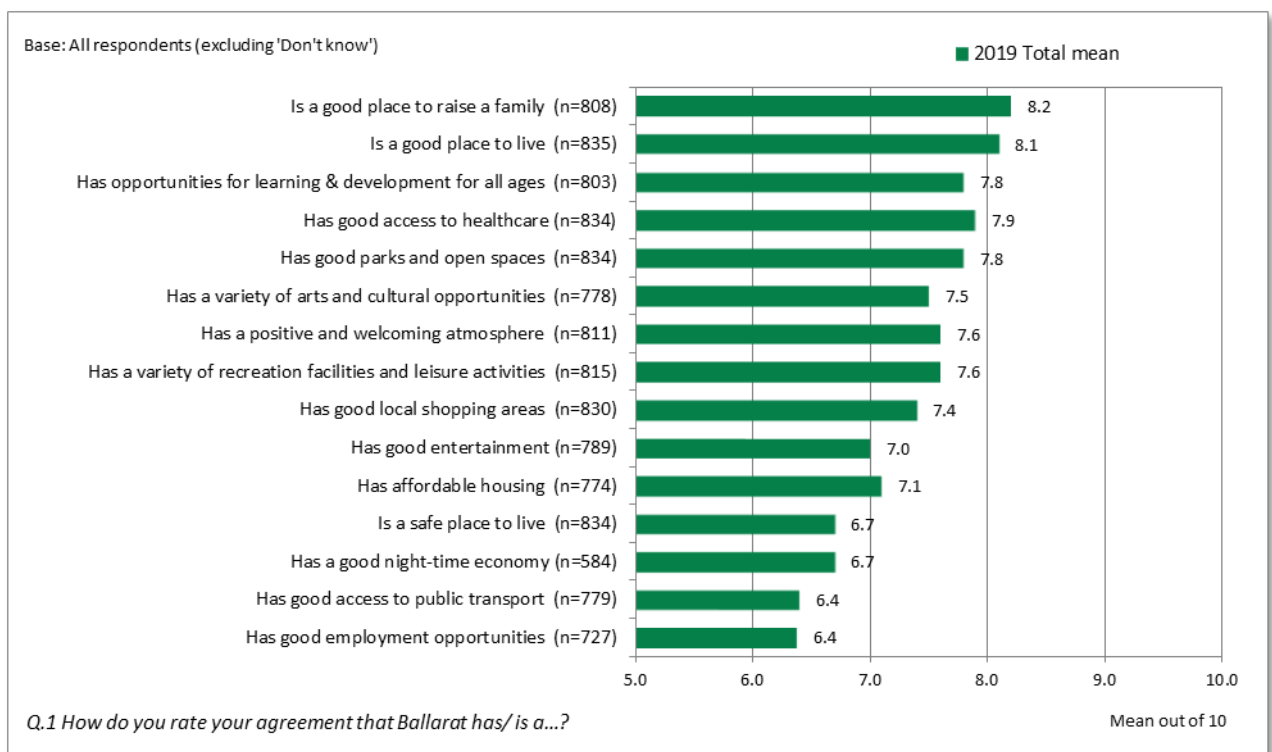


Figure 5 provides a time series comparison. All indicators of amenity remain stable over the 2016 to 2018 period.

Figure 5: Indicators of amenity – time series  
 Q.1 How do you rate your agreement that Ballarat has/is a...?

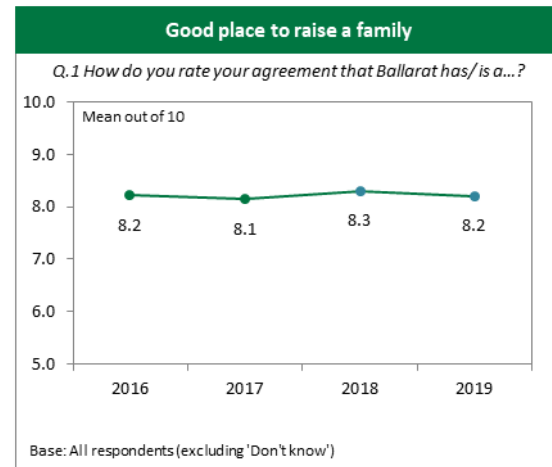
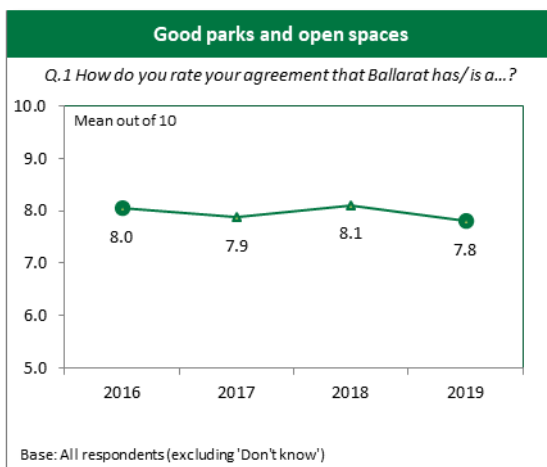
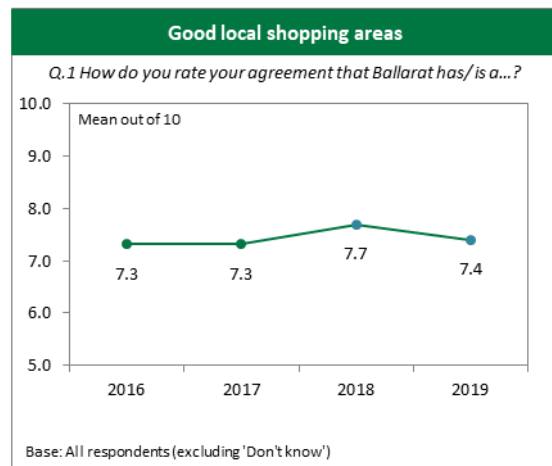
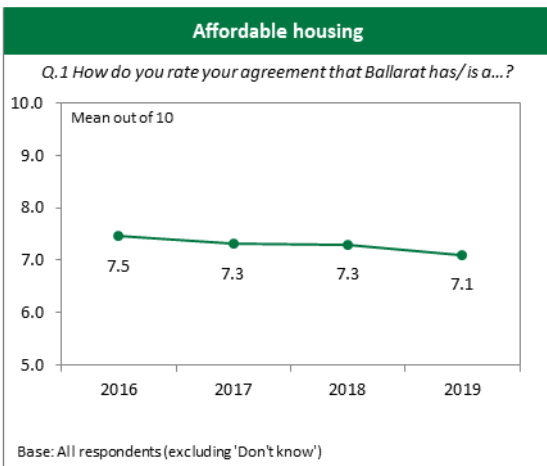
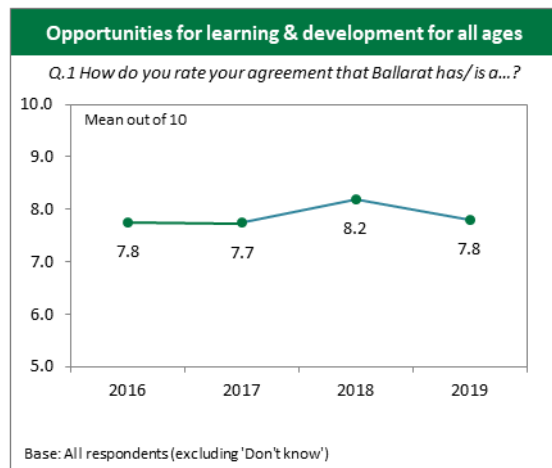
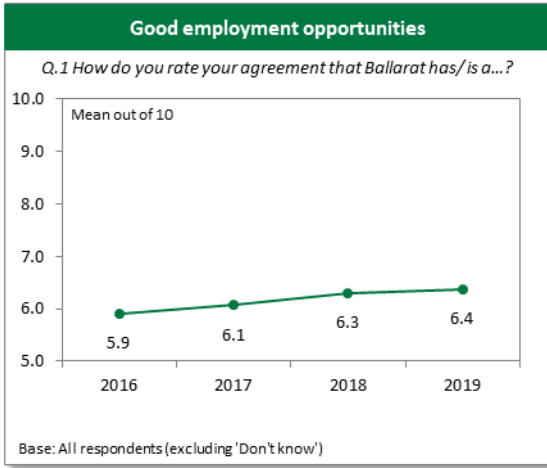


Figure 5 continued:

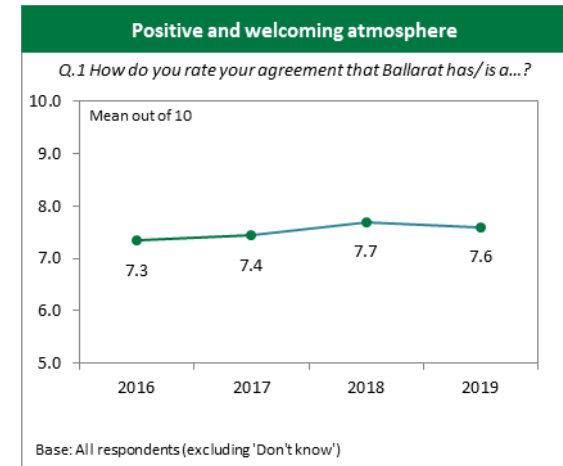
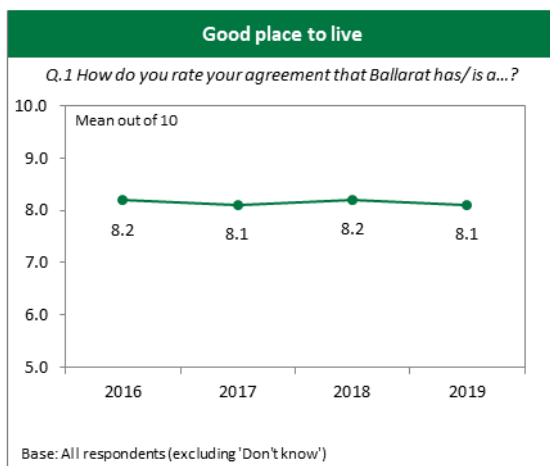
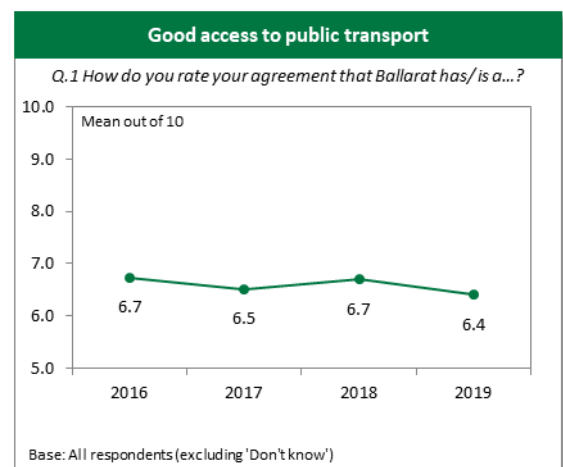
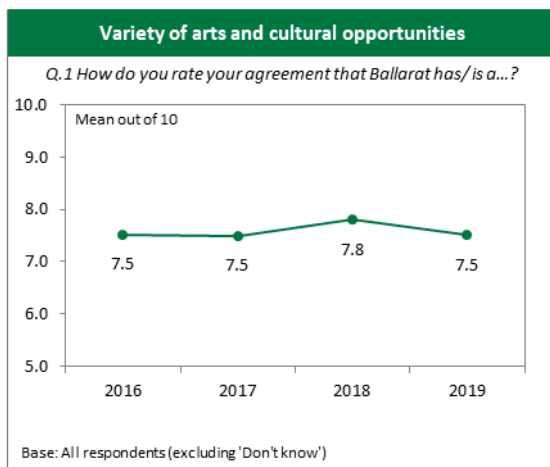
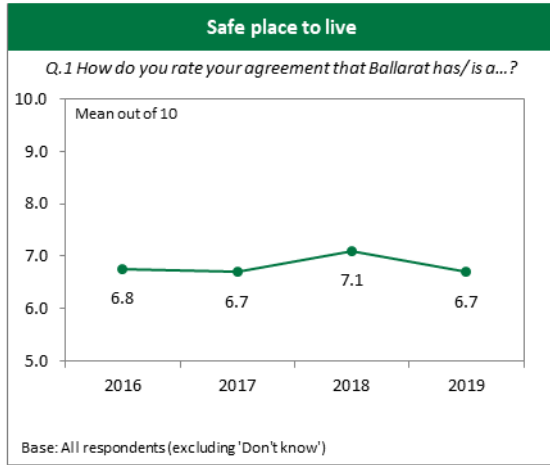


Figure 6 shows that compared with the other two wards, the Central Ward is less likely to be seen as a good place to raise a family, or a good place to live, however is slightly more likely to be perceived as having a clean, tidy and well-presented CBD. Perceptions of the North Ward are that it has good access for healthcare compared to the other wards, is an easy place to walk around, as well as better opportunities for learning and development for all ages. The South Ward was rated higher in terms of having good local shopping areas, and good employment opportunities (particularly compared with the Central Ward), but lower with regard to having affordable housing.

Figure 6: Indicators of amenity – by ward  
Q.1 How do you rate your agreement that Ballarat...?

	2017	2018	2019			
	Total	Total	Total	North Ward	Central Ward	South Ward
Base: All respondents (excluding 'Don't know')	(n=800)	(n=803)	(n=836)	(n=282)	(n=284)	(n=270)
	<i>Mean</i>	<i>Mean</i>	<i>Mean</i>	<i>Mean</i>	<i>Mean</i>	<i>Mean</i>
Good place to raise a family	8.1	8.3	8.2	8.3	8.0	8.3
Good place to live	8.1	8.2	8.1	8.2	8.0	8.2
Has good access to healthcare		8.1	7.9	8.2	7.9	7.8
Good parks and open spaces	7.9	8.1	7.8	7.9	7.7	7.9
Opportunities for learning & development for all ages	7.7	8.2	7.8	8.0	7.8	7.7
Positive and welcoming atmosphere	7.4	7.7	7.6	7.7	7.6	7.6
Variety of recreation facilities & leisure activities	7.5	7.7	7.6	7.7	7.5	7.6
Variety of arts and cultural opportunities	7.5	7.8	7.5	7.7	7.4	7.4
Easy place to walk around*			7.4	7.7	7.3	7.2
Good local shopping areas	7.3	7.7	7.4	7.3	7.2	7.6
CBD is clean, tidy and well-presented*			7.3	7.2	7.4	7.1
City has a creative and collaborative community*			7.2	7.2	7.1	7.2
Affordable housing	7.3	7.3	7.1	7.3	7.1	6.8
Had good entertainment		7.4	7.0	7.0	6.9	7.2
Accessible for all abilities and ages*			6.9	6.9	6.9	6.8
Easy place to cycle around*			6.8	6.8	6.8	6.8
Safe place to live	6.7	7.1	6.7	6.8	6.7	6.6
Has a good night time economy		7.0	6.7	6.8	6.5	6.7
CBD is designed to support a healthy lifestyle*			6.6	6.7	6.6	6.5
Good access to public transport	6.5	6.7	6.4	6.2	6.6	6.5
Good employment opportunities	6.1	6.3	6.4	6.6	6.3	6.3

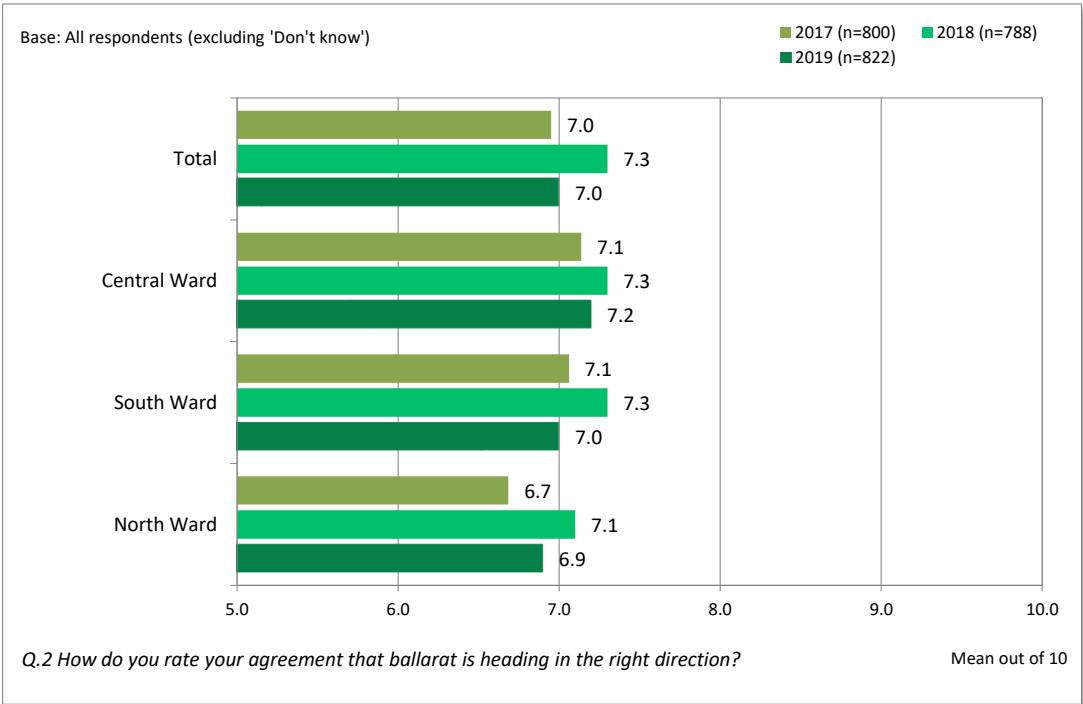
\*New item 2019



### 3.2 Ballarat’s direction

When asked if they agreed that Ballarat was heading in the right direction, Figure 7 shows that there was a moderate level of agreement. The 2019 results reflect an overall decrease in agreement that Ballarat is heading in the right direction, however this difference is not statistically significant for any wards or the total.

Figure 7: Perceptions of Ballarat’s direction  
Q.2 How do you rate your agreement that Ballarat is heading in the right direction?



Those who provided a low agreement rating of 0 to 6 for the statement that Ballarat is heading in the right direction (n=248), were asked to provide suggestions for setting Ballarat on the right path.

Figure 8 shows that in 2019, the most common suggestion overall was that there was a need to improve infrastructure in terms of roads, water supply and schools. Compared to previous years, and in particular 2018, residents are increasingly concerned about improving public transport. This was particularly the case in the South Ward, where this was the most common response. Another finding of note with regard to the South Ward is its result regarding the consideration of residents' needs, which is much more of an issue than in the other two Wards. Parking was an issue of concern in both the North and South Wards, but less so in the Central Ward.

*Figure 8: Top 10 improvements to set Ballarat on the right path*  
*Q.3 What in particular do you think needs to be done to make sure Ballarat heads in the right direction?*

	2017	2018	2019			
	Total (n=254)	Total (n=254)	Total (n=248)	North Ward (n=99)	Central Ward (n=80)	South Ward (n=69)
Base: Rated 'heading in the right direction' 0-6	%	%	%	%	%	%
More/ improve infrastructure - roads, water supply, schools	14	28	24	29	26	21
Improve public transport	13	8	18	15	22	28
More parking	6	11	18	20	10	19
Improve services - elderly, youth, arts, rubbish, festivals	15	11	14	17	16	16
More/ better/ new/ replace councillors	12	8	13	8	7	8
Improve law enforcement/ reduce crime - drugs/ graffiti/ youth	9	12	9	9	11	9
Population growth/ high density concern	3	11	7	10	7	3
Improve traffic management	4	14	7	8	3	3
Listen to/ consult/ communicate with/ consider all residents needs	10	10	7	12	6	19
More work/ job opportunities	17	9	7	5	6	10

### 3.3 Council's priorities

Survey respondents were asked about what they think the Council's priorities should be so that Ballarat is headed in the right direction. Figure 9 shows that residents feel that the Council's highest priorities should be improving infrastructure and services. Public transport and parking were also areas to be addressed.

Figure 9: Perceived priorities

Q.4 What do you think the Council's priorities should be so that Ballarat is headed in the right direction?

	2019 Total	North Ward	Central Ward	South Ward
Base: All respondents	(n=836)	(n=282)	(n=284)	(n=270)
	%	%	%	%
More/improve infrastructure - roads, water supply, schools, bicycle lanes, footpaths	25	26	28	21
Improve services - elderly, youth, arts, rubbish, festivals, sports	21	16	21	25
Improve public transport	17	26	14	13
More parking	17	14	19	16
Improve shopping/dining/entertainment options	14	20	13	11
Listen to / consult/communicate with / consider all residents needs	10	15	5	11
Improve law enforcement/reduce crime - drugs/graffiti/youth	9	6	11	9
More work/job opportunities	9	5	10	10
Improve council spending/priorities/speed of doing things	9	10	12	5
Improve traffic management	6	8	5	6
Limit population growth/high density concern	4	2	5	5
Housing Issues - affordability, homelessness	4	2	4	5
Tourism	3	2	4	3
Reduce rates	2	2	2	3
Environmental issues	2	2	3	1
Don't know	1	1	3	0
Nothing	1	1	1	3



## 4 Major projects

Survey respondents were asked questions about their awareness of the following major projects that the Council has recently completed:

- Ballarat Botanical Gardens Fernery - Redevelopment
- Ballarat North Community Centre Upgrades
- Ballarat Sports and Events Centre
- Ballarat West Employment Zone – industrial estate adjacent to Ballarat Airport
- Brown Hill Hall Upgrades
- Civic Hall – Redevelopment works
- Girrabanya Children’s Centre
- Her Majesty’s Ballarat upgrades
- Sebastopol Library – Redevelopment

They were also asked to rate the success of each project they were aware of.

Figure 10 shows that in terms of the major projects completed by the Council, the Civic Hall redevelopment works were quite prominent, with 46% of residents mentioning them unprompted, and another 48% recalling them when prompted.

Awareness of other Council projects improved substantially after prompting, particularly the upgrades to Her Majesty’s Ballarat.

*Figure 10: Awareness of major projects completed by the Council*  
*Q.6/7 Can you think of any major facilities or works that the Council has completed – UNPROMPTED & PROMPTED*

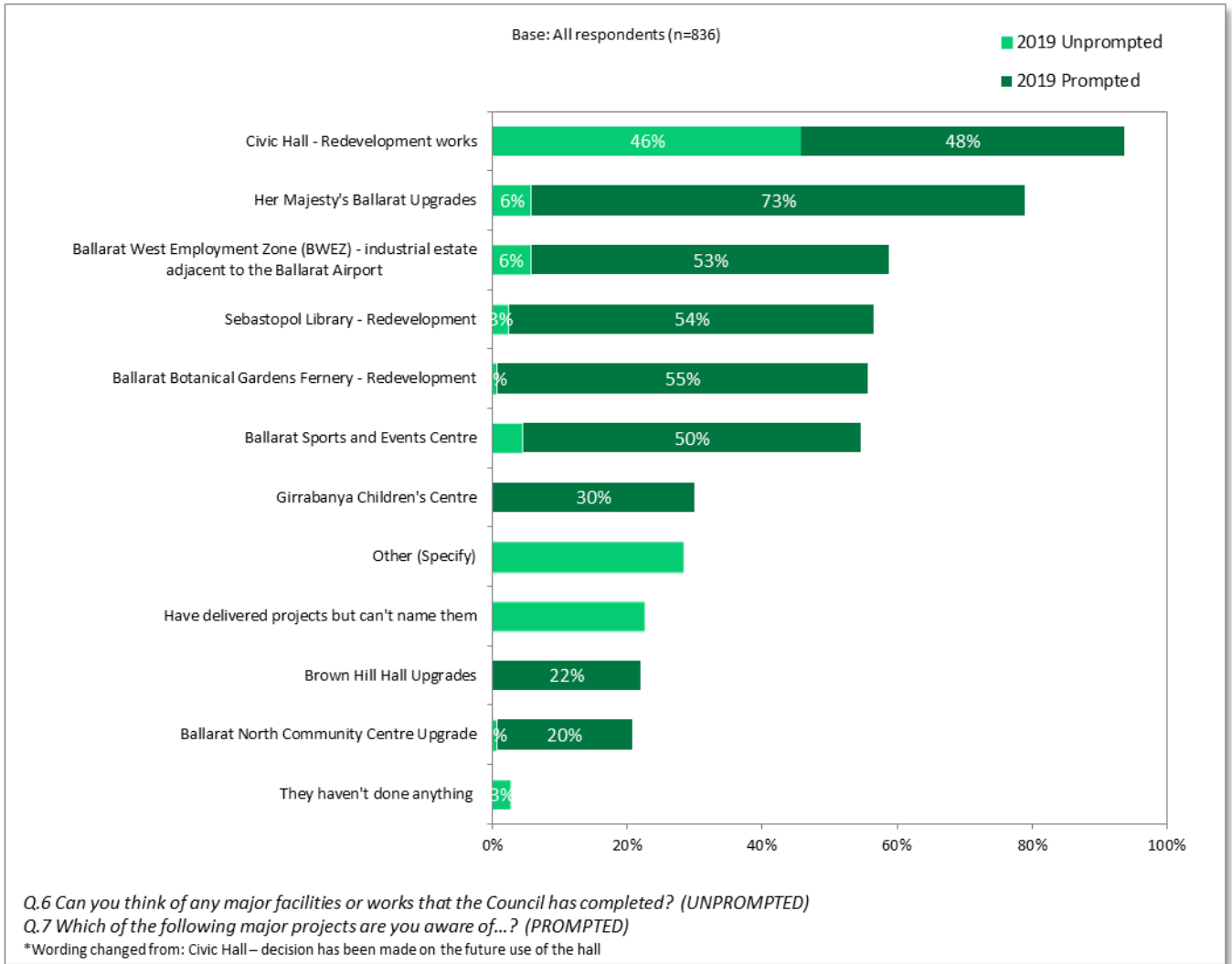


Figure 11 shows variations in awareness of major projects across the three wards. In terms of the Civic Hall, the high awareness was relatively even in all wards. The Sebastopol Library redevelopment was much more prominent in the South Ward. Residents of the North Ward were more aware of the Ballarat Botanical Gardens Fernery redevelopment, and the Girrabanya Children's Centre. The Central Ward showed higher awareness of the Ballarat West Employment Zone and the Ballarat Sports and Events Centre.

Figure 11: Awareness of major projects completed by the Council – by ward  
Q.6/7 Can you think of any major facilities or works that the Council has completed – UNPROMPTED & PROMPTED

	2017	2018	2019			
	Total (n=800)	Total (n=803)	Total (n=836)	North Ward (n=282)	Central Ward (n=284)	South Ward (n=270)
Base: All respondents	%	%	%	%	%	%
Civic Hall – Redevelopment works*	82	90	94	95	92	94
Her Majesty's Ballarat Upgrades		61	79	80	72	84
Ballarat West Employment Zone – industrial estate adjacent to the Ballarat Airport	51	56	59	55	65	55
Sebastopol Library – Redevelopment	31	49	57	55	45	71
Ballarat Botanical Gardens Fernery – Redevelopment	52	59	56	63	52	52
Ballarat Sports and Events Centre		38	55	54	62	48
Girrabanya Children's Centre		20	30	39	26	25
'Brown Hill Hall Upgrades			22	20	24	22
'Ballarat North Community Centre Upgrade			21	18	19	25

Figure 12 shows that the majority of the large projects completed by the Council in recent times have been deemed successful. Of particular note however, is the Civic Hall redevelopment project. Although it had the highest awareness, it was rated one of the least successful Council projects.

The projects that were rated the most successful were the Sebastopol Library redevelopment and the Girrabanya Children’s Centre, with the Ballarat Sports and Events Centre and Ballarat North Community Centre upgrades close behind.

Figure 12: Ratings of the success of major projects - current year  
 Q.8 How would you rate the success of the following projects?

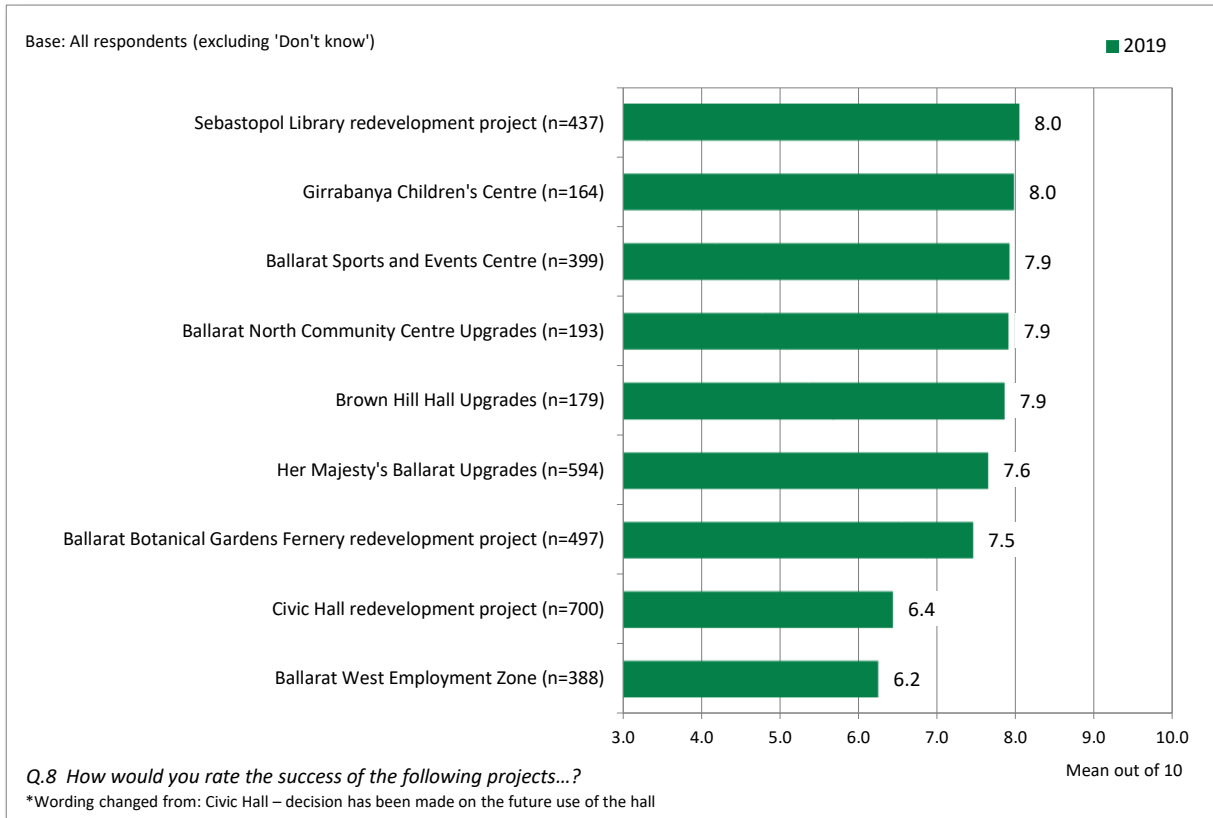




Figure 13 provides time series comparisons for rating of the perceived success of major projects. Although statistically, there is no increase or decrease for any major projects, it shows that there was a drop in the perceived success of the Ballarat West Employment Zone compared to 2018. Perceptions of the success of the Civic Hall redevelopment continue to increase over time.

Figure 13: Ratings of the success of major projects - time series  
Q.8 How would you rate the success of the following projects?

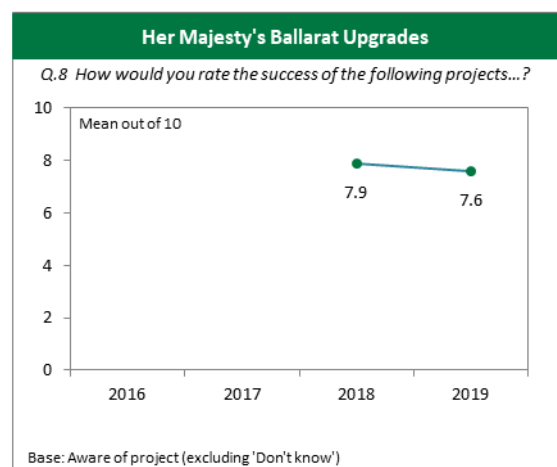
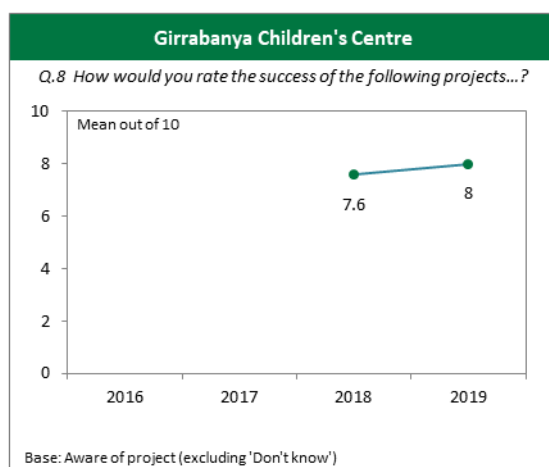
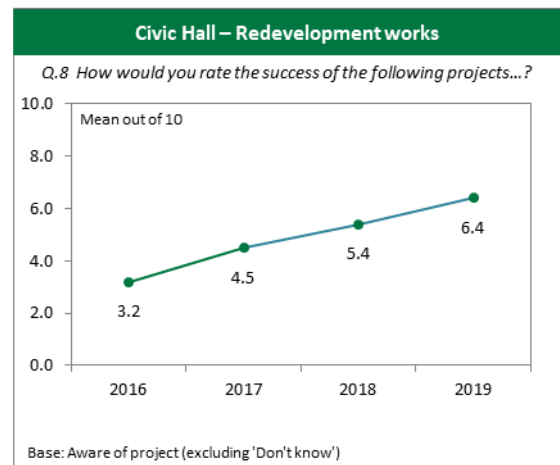
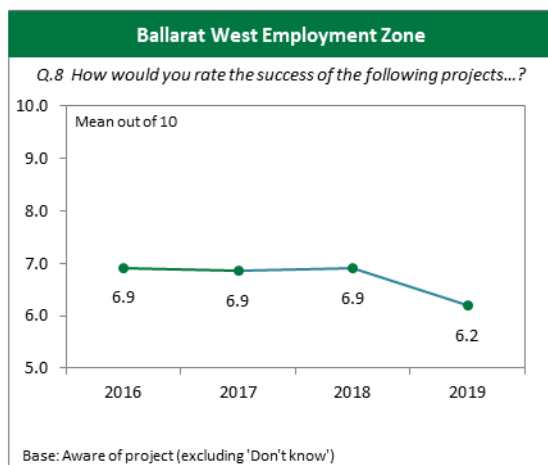
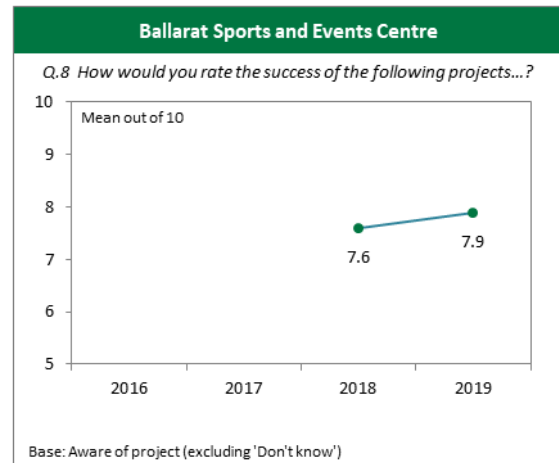
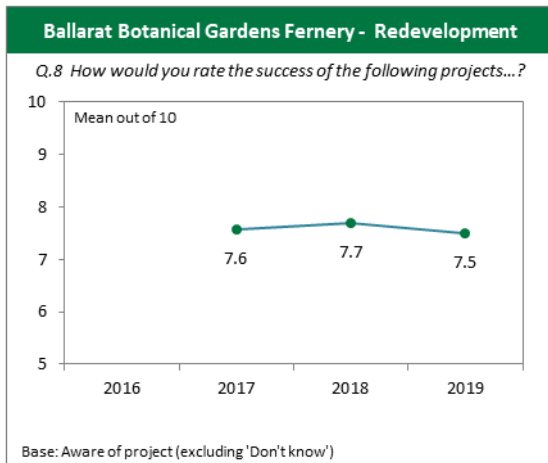


Figure 13 continued:

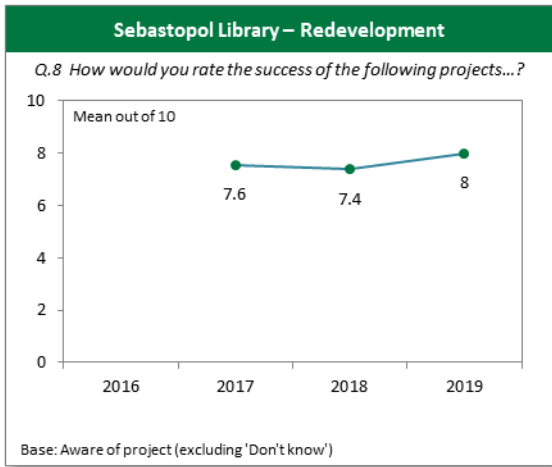


Figure 14 provides a ward analysis of the perceived success of the major projects. This shows that people living in Centre Ward are less positive about the Sebastopol Library redevelopment, the Ballarat Sports & Events Centre and the Ballarat West Employment Zone.

Residents of the South Ward were more positive about the success of the Girrabanya Children's Centre than the other two wards, and those from the North Ward were more positive about the Ballarat North Community Centre upgrades.

*Figure 14: Ratings of the success of major projects – by ward*  
*Q.8 How would you rate the success of the following projects?*

	2017	2018	2019			
	Total (n=800)	Total (n=803)	Total (n=836)	North Ward (n=282)	Central Ward (n=284)	South Ward (n=270)
Base: Aware of project (excluding 'Don't know')	Mean	Mean	Mean	Mean	Mean	Mean
Sebastopol Library – Redevelopment	7.6	7.4	8.0	8.1	7.6	8.2
Girrabanya Children's Centre		7.6	8.0	7.8	7.6	8.6
Ballarat Sports & Events Centre		7.6	7.9	8.0	7.7	8.2
Ballarat North Community Centre Upgrades			7.9	8.3	7.7	7.8
Brown Hill Hall Upgrades			7.9	7.9	7.6	8.1
Her Majesty's Ballarat Upgrades		7.9	7.6	7.4	7.7	7.8
Ballarat Botanical Gardens Fernery – Redevelopment	7.6	7.7	7.5	7.6	7.1	7.6
Civic Hall – Redevelopment works	4.5	5.4	6.4	6.5	6.4	6.4
Ballarat West Employment Zone	6.9	6.9	6.2	6.3	5.8	6.8

## 5 Events

Survey respondents were asked questions about their awareness of and attendance at the following events that the Council delivers:

- Begonia Festival
- Ballarat Winterfest
- Cycling Road Nationals that starts in Ballarat CBD
- Heritage Weekend
- White Night
- Summer Sundays
- Western Bulldogs AFL Match
- Biennale of Australian Art (BOAA)
- Plate Up Ballarat
- Harmony Festival

They were also asked to rate each event they had attended.

Figure 15 shows that the Begonia Festival still has the most traction as the event that first comes to mind when Ballarat people think of special events that the City of Ballarat delivers for the community. Before prompting 61% recalled this event, and after prompting this increased to 100%. White Night was less likely to come to mind unprompted (26%), however when prompted, a total of 94% of residents claimed to be aware of it.

*Figure 15: Awareness of special events that the City of Ballarat delivers for the community  
Q.9/10 Can you name any special events that the City of Ballarat delivers for the community – UNPROMPTED & PROMPTED*

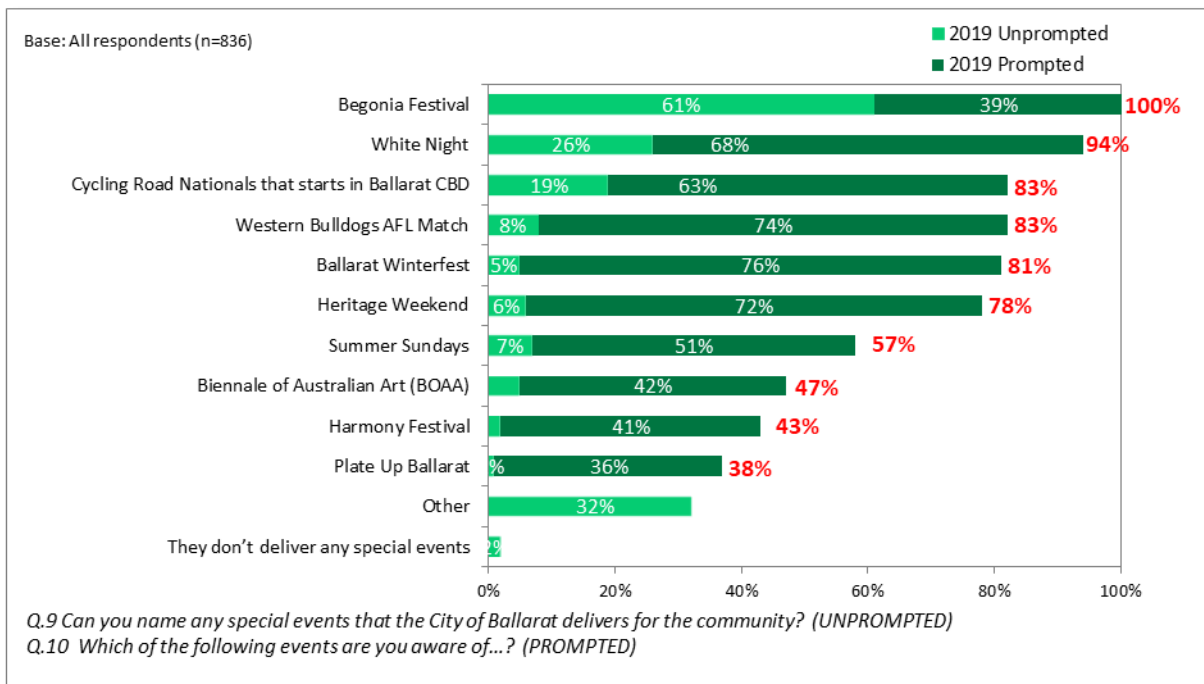


Figure 16 shows awareness of special events by ward. It can be seen that residents of the North Ward are more aware of the Heritage Weekend, the Western Bulldogs AFL Match, Plate Up Ballarat, The Biennale of Australian Art, and the Harmony Festival than the other two wards.

South Ward residents were more aware of Summer Sundays, whilst those from the Central Ward were the least aware of the Ballarat Winterfest.

Figure 16: Awareness of special events that the City of Ballarat delivers for the community – by ward  
Q.9/10 Can you name any special events that the City of Ballarat delivers for the community – UNPROMPTED & PROMPTED

	2017	2018	2019			
	Total (n=800)	Total (n=803)	Total (n=836)	North Ward (n=282)	Central Ward (n=284)	South Ward (n=270)
Base: All respondents	%	%	%	%	%	%
Begonia Festival	99	97	99	100	100	99
Ballarat Winterfest		72	81	84	79	82
Cycling Road Nationals that starts in Ballarat CBD	86	80	83	82	82	83
Heritage Weekend	80	70	78	83	75	77
White Night^	90	96	94	97	95	92
Summer Sundays^	49	48	57	57	57	61
Romancing the Skull Exhibition at the Art Gallery of Ballarat		44				
Western Bulldogs AFL Match		70	83	87	81	80
Ballarat International Foto Biennale*		42				
'Biennale of Australian Art (BOAA)			47	52	48	40
Plate Up Ballarat*			38	46	32	35
Harmony Festival*			43	47	43	40

\*New item

Figure 17 shows the proportion of those aware of each event who have been to the event in recent years. The attendance varies across events, with White Night having the highest attendance rate of those surveyed, and the Western Bulldogs AFL match having the lowest.

Figure 17: Have you been to (NAME OF EVENT) in recent years  
 Q.11 Have you been to (NAME OF EVENT) in recent years?

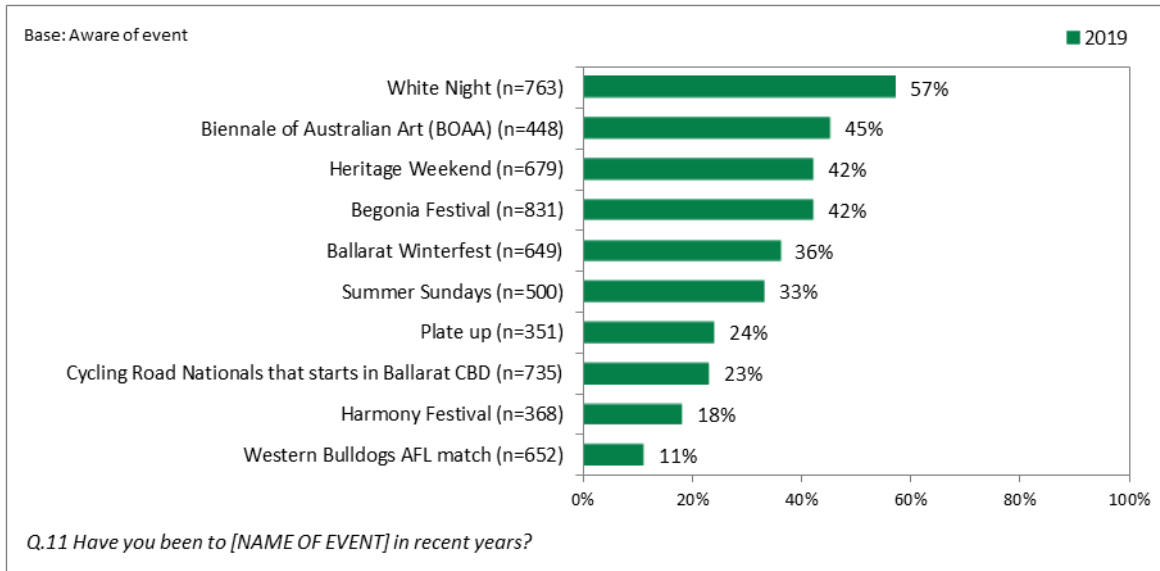


Figure 18 provides time series comparisons for attendance to each event in recent years. There was a statistically significant decrease in attendance of the Cycling Road Nationals compared to 2018, and a significant increase in attendance at the Western Bulldogs AFL match over the same time period.

Figure 18: Have you been to (NAME OF EVENT) in recent years - time series  
 Q.11 Have you been to (NAME OF EVENT) in recent years?

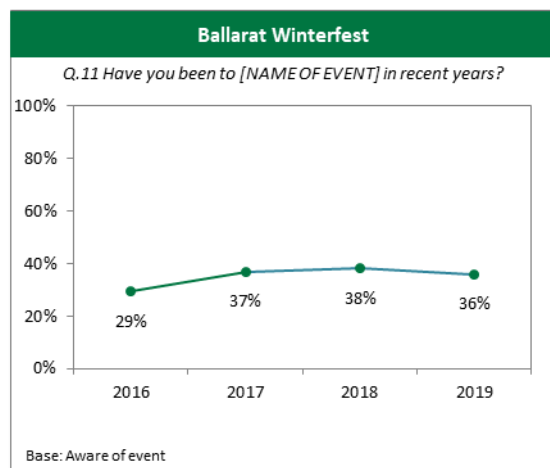
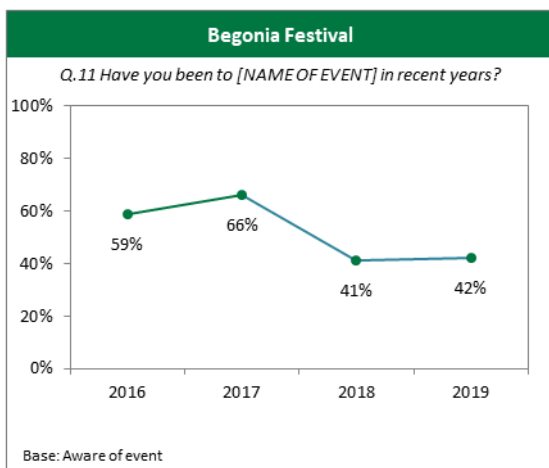


Figure continued:

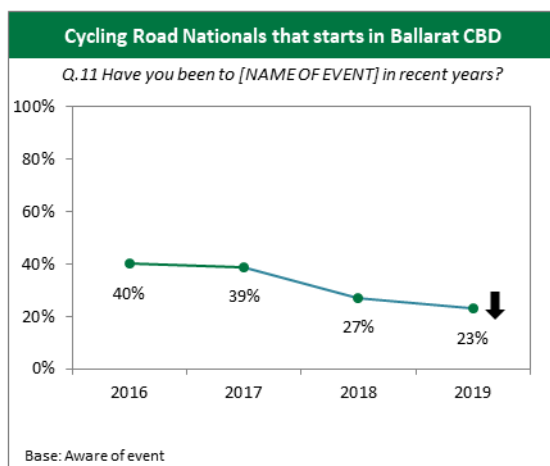
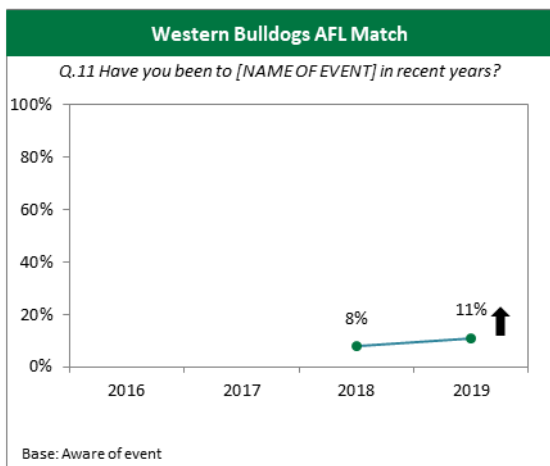
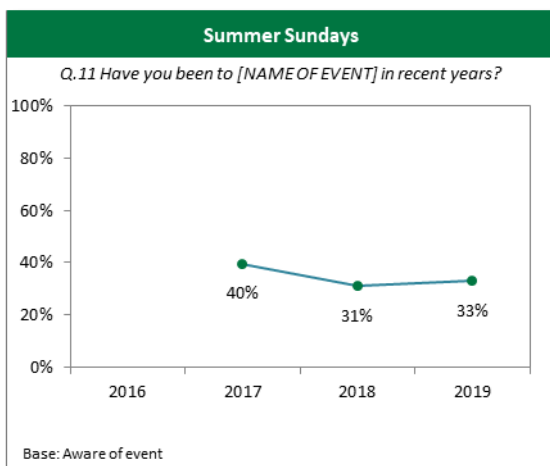
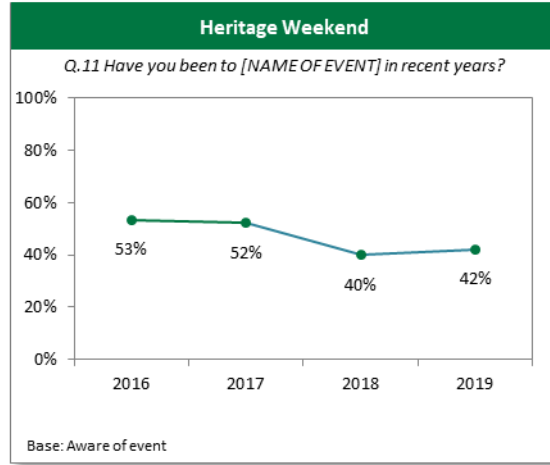
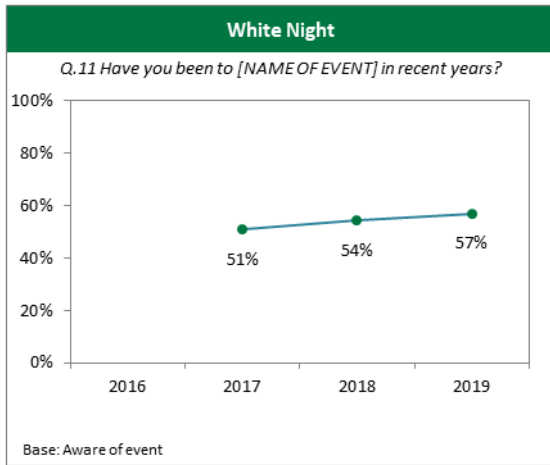


Figure 19 shows that all events rated well with the lowest being the Harmony Festival (7 out of 10). Those who attended White Night reported a very high rating of 9 out of 10 for this event.

Figure 19: Ratings of the events attended - current year  
Q.12 How would you rate the (NAME OF EVENT)?

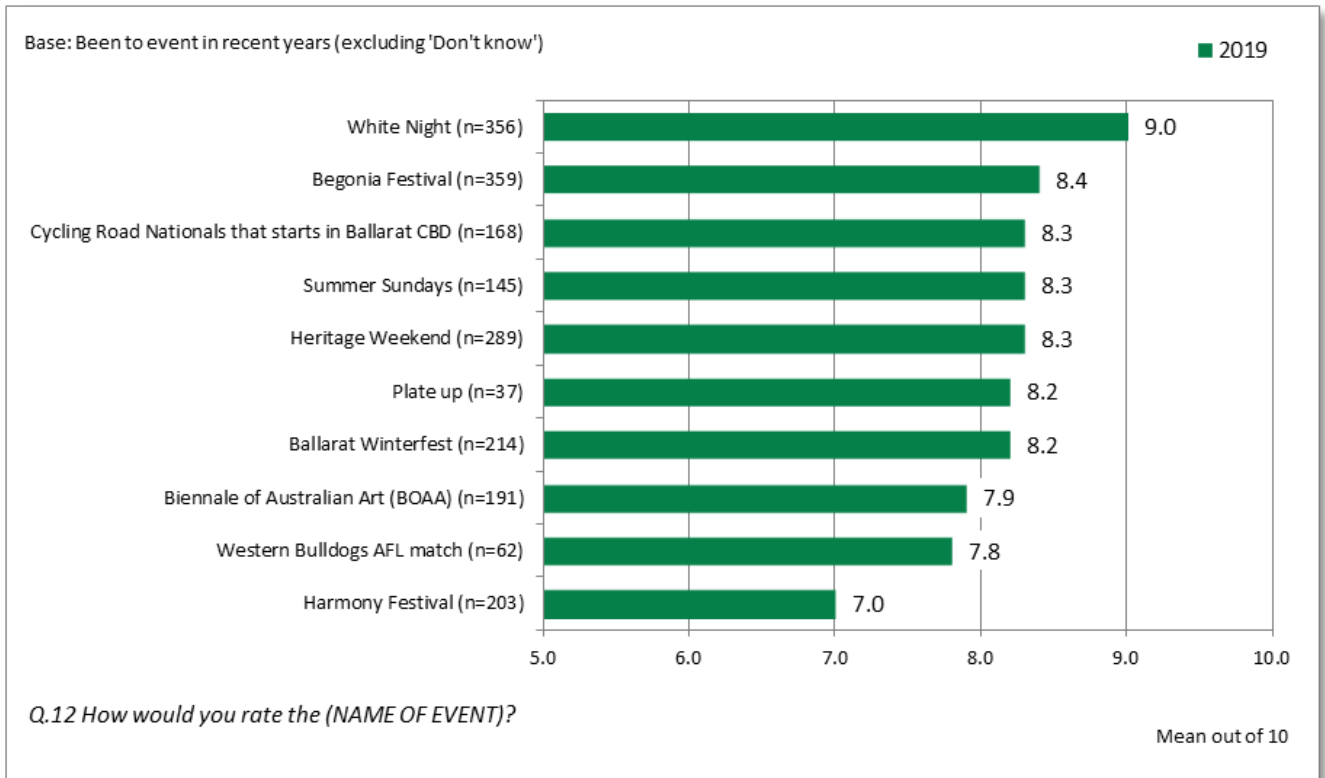




Figure 20 provides a time series comparison for those events which were also rated in earlier survey collections. It shows that there have not been statistically significant increases or decreases in ratings across all events.

Figure 20: Ratings of the events attended - time series  
 Q.12 How would you rate the (NAME OF EVENT)?

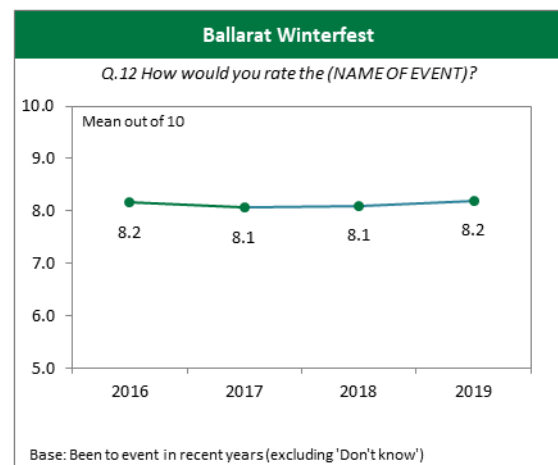
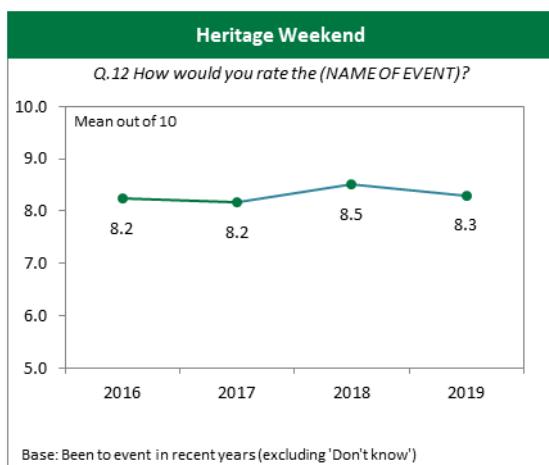
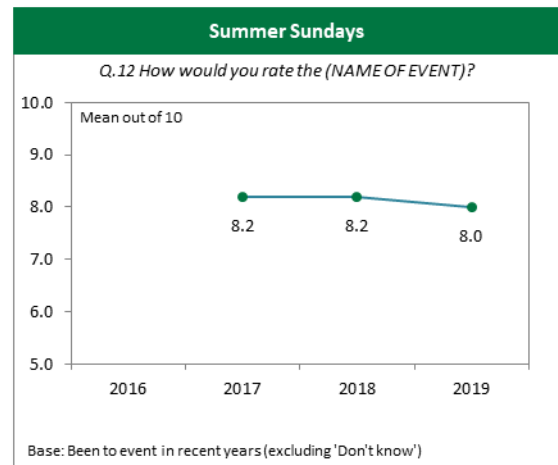
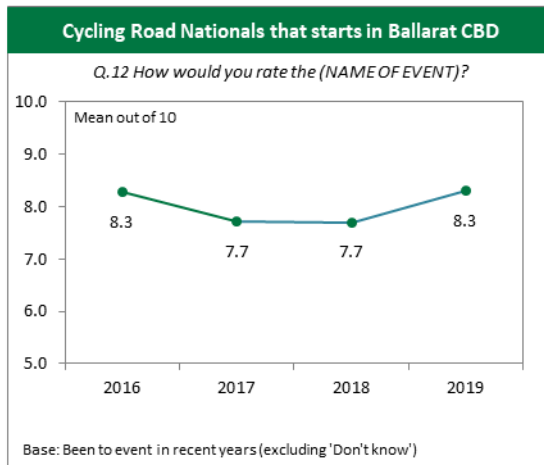
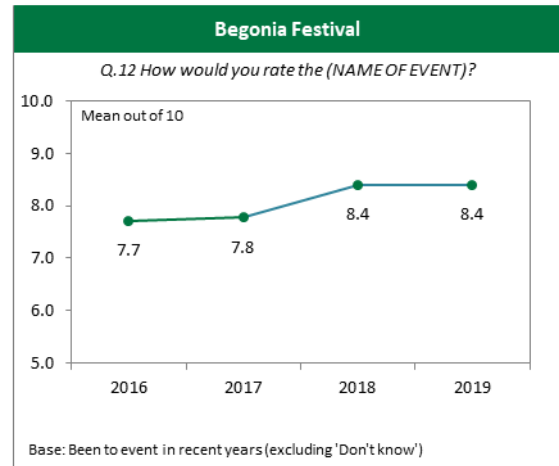
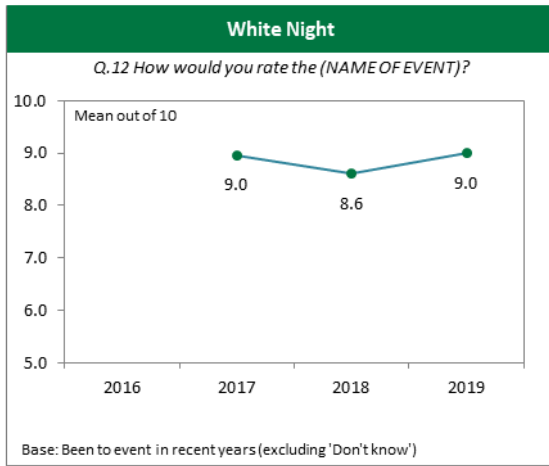


Figure 21 shows that compared with people living in the other wards, people living in the South Ward gave lower ratings for the Cycling Road Nationals, White Night, and Summer Sundays compared to the other two wards. Central Ward residents rated the Western Bulldogs AFL match higher than the other wards, however gave lower ratings for the Plate Up event. North Ward residents were more positive about White Night and Summer Sundays.

Figure 21: Ratings of the events attended – by ward  
Q.12 How would you rate the (NAME OF EVENT)?

	2017	2018	2019			
	Total (n=800)	Total (n=803)	Total (n=803)	North Ward (n=282)	Central Ward (n=284)	South Ward (n=270)
Base: Been to event in recent years (excluding 'Don't know')	Mean	Mean	Mean	Mean	Mean	Mean
Begonia Festival (n=359)	7.8	8.4	8.4	8.5	8.2	8.3
Ballarat Winterfest (n=214)		8.1	8.2	8.2	8.3	8.2
Cycling Road Nationals that starts in Ballarat CBD (n=168)	7.7	7.7	8.3	8.5	8.4	7.9
Heritage Weekend (n=289)	8.2	8.5	8.3	8.3	8.6	8.1
White Night (n=356)	9.0	8.6	9.0	9.3	9.0	8.7
Summer Sundays (n=145)	8.2	8.2	8.3	8.7	8.4	7.9
Western Bulldogs AFL match (n=62)		8.9	7.8	7.7	8.3	7.5
Biennale of Australian Art (BOAA) (n=191)			7.9	7.8	8.0	7.7
Plate up (n=37)			8.2	8.5	7.6	8.5
Harmony Festival (n=203)			7.0	7.4	6.7	6.9

Figure 22 shows that in the 12 months leading up to the survey, 79% of Ballarat people reported that they had visited Ballarat Botanical Gardens, which was a significant increase compared to 2018. There were however statistically significant decreases in visits to The Art Gallery of Ballarat, Mars Stadium and Her Majesty’s Theatre.

Figure 22: Venues visited in past 12 months  
*Q.13 In the last 12 months have you visited ...?*

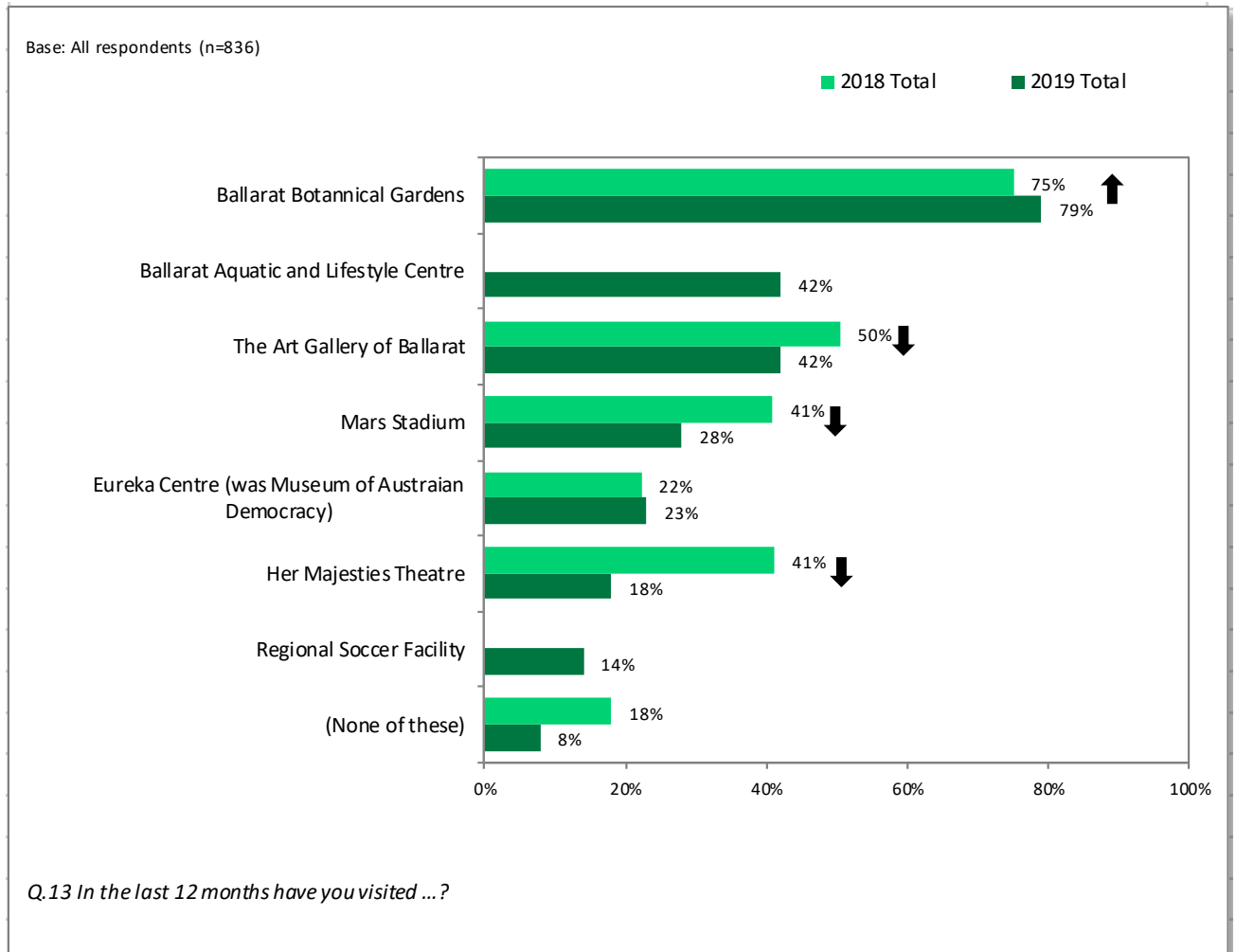
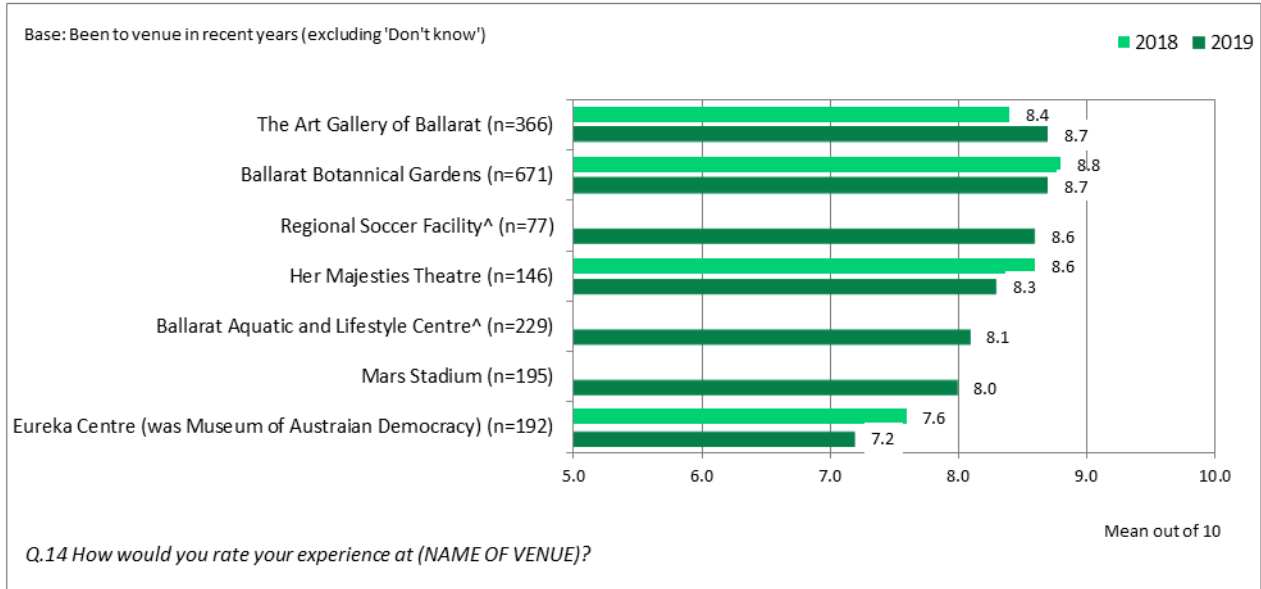


Figure 23 shows the ratings of those who had visited one of the named venues. High ratings were provided for all venues except the Eureka Centre (Museum of Australian Democracy) which was again the lowest rated venue at 7.2 out of 10.

Figure 23: Ratings of venues visited in past 12 months  
Q.14 How would you rate your experience at (NAME OF VENUE)?



## 6 Satisfaction

Survey respondents were asked questions about their satisfaction with Council's:

- Overall performance
- Advocacy and engagement
- Customer service
- Performance in delivering a range of services

### 6.1 Overall performance

Figure 24 shows satisfaction with the Council's overall performance. There were no significant differences between perceptions in any of the wards, or compared to the result obtained in 2018.

*Figure 24: Perceptions of overall Council performance*

*Q.15 Thinking very broadly about the City of Ballarat's service performance overall over the last 12 months, would you describe it as Very good, Good, Average, Poor, or Very poor?*

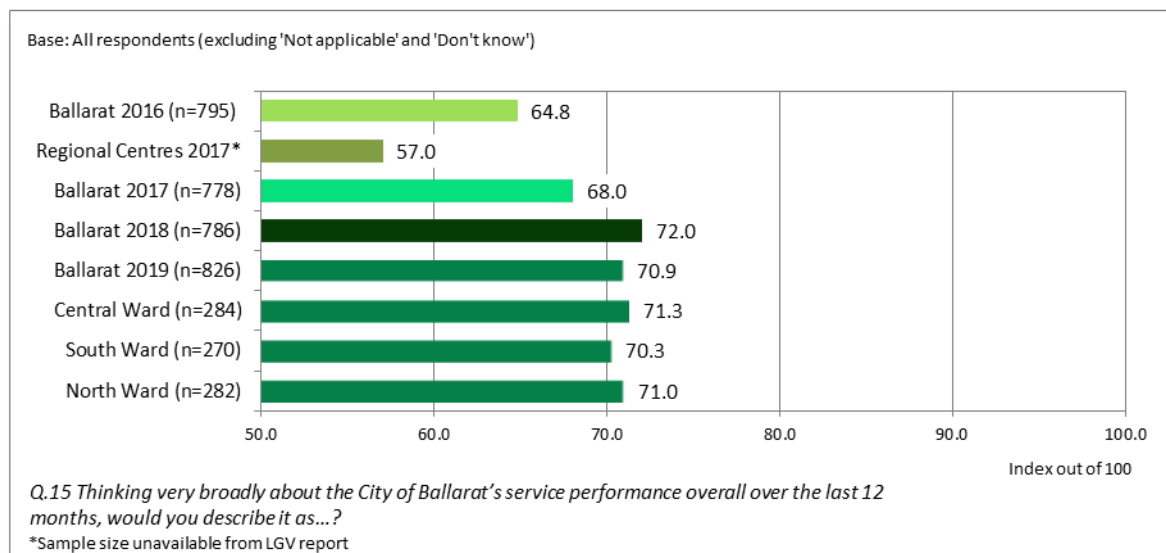


Figure 25 presents perceptions of overall Council performance over time. There was a significant decrease in the ‘improved’ results between 2018 and 2019.

Figure 25: Perceptions of overall Council performance changes over time – time series

Q.16 Over the last 12 months, what is your view of the direction of the City of Ballarat’s overall performance? Has it IMPROVED, STAYED THE SAME or DETERIORATED?

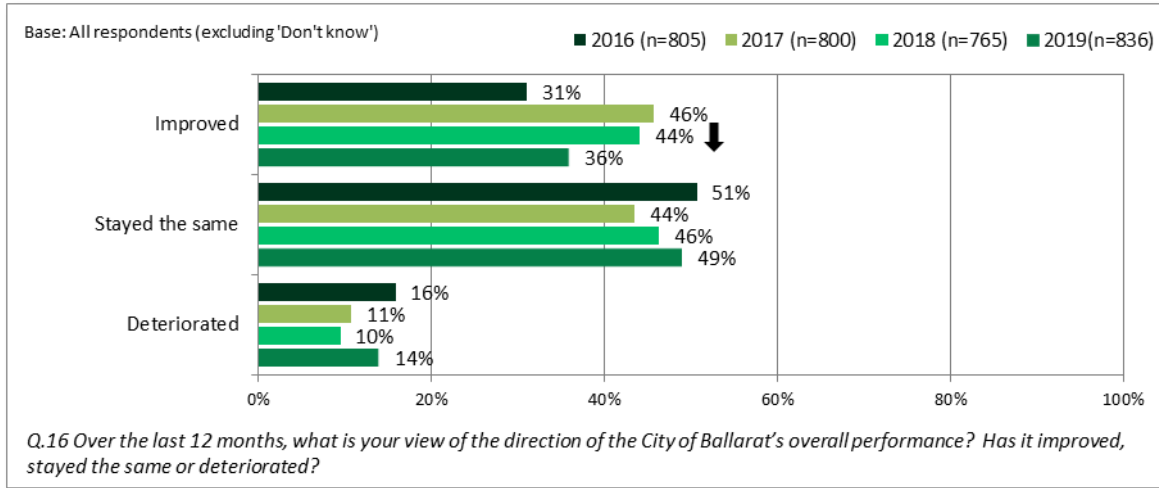
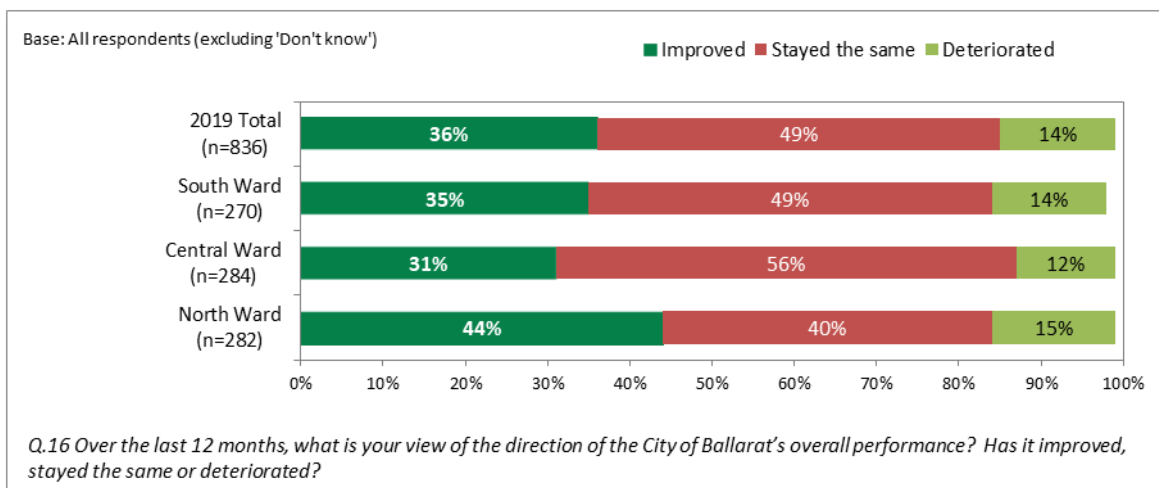


Figure 26 shows perceptions of overall Council performance changes over time by ward. It can be seen that residents from the North Ward were more likely to think that performance had improved over time than those from the other two wards. Central Ward residents were more likely to say Council performance had remained the same.

Figure 26: Perceptions of overall Council performance changes over time – by ward

Q.16 Over the last 12 months, what is your view of the direction of the City of Ballarat’s overall performance? Has it IMPROVED, STAYED THE SAME or DETERIORATED?



## 6.2 Advocacy and engagement

Figure 27 shows that the Ballarat community had a low level of satisfaction with the Council's performance on the three indicators of advocacy and engagement; however, figures were stable across 2018 and 2019.

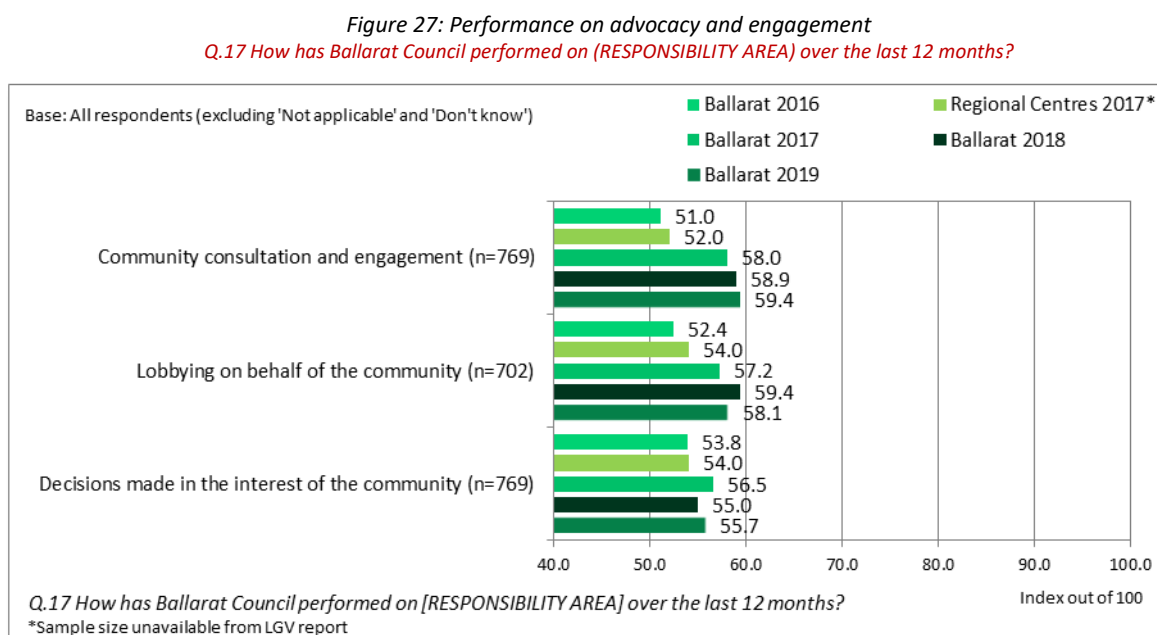


Figure 28 shows that on these indicators of advocacy and engagement there was little variation across wards.

*Figure 28: Performance on advocacy and engagement – by ward*  
*Q.17 How has Ballarat Council performed on (READ IN RESPONSIBILITY AREA) over the last 12 months?*

	2017	2018	2019			
	Total	Total	Total	North Ward	Central Ward	South Ward
Base: All respondents (excluding 'Not applicable' and 'Don't know')	(n=800)	(n=803)	(n=836)	(n=282)	(n=284)	(n=270)
	<i>Index</i>	<i>Index</i>	<i>Index</i>	<i>Index</i>	<i>Index</i>	<i>Index</i>
Community consultation and engagement	58.0	58.9	59.4	61.1	57.5	59.8
Decisions made in the interest of the community	57.2	55.0	55.7	54.5	55.8	56.7
Lobbying on behalf of the community	56.5	59.4	58.1	58.5	57.2	58.5

Survey respondents were asked to provide a specific example where they believed the Council had not performed well in making decisions in the interest of the community. Figure 29 shows that issues with parking were the most commonly mentioned example of poor performance. This was the case across all three wards. The Civic Hall and listening to the needs of the community were the next most commonly cited examples. The issue of listening to the community was more of an issue for residents in the South Ward.

Around 2 in 5 respondents (39%) could not provide any specific examples (as was also the case in 2018).

Figure 29: Examples of poor performance in advocacy role

Q.18 Can you provide any specific examples where you believe the Council has not performed well in making decisions in the interest of the community?

	2017	2018	2019			
	Total (n=696)	Total (n=657)	Total (n=724)	North Ward (n=145)	Central Ward (n=111)	South Ward (n=125)
Base: Rated decisions made in the interest of the community less than 'very good'	%	%	%	%	%	%
No/ can't think of any	36	39	39	36	41	40
Parking/Need more/too expensive	7	12	37	39	35	37
Civic Hall/ City Hall/ Town Hall	29	39	21	20	21	21
Prioritise/ listen to/ consider the needs of all the communities in the council	5	13	20	17	15	29
Infrastructure/maintenance/roads	6	25	11	9	9	14
Council spending - wasting money, overseas trips, personal use	7	10	9	6	13	8
Indecisive/ take too long - issue with decisions made	12	15	9	11	10	5
The Railway Precinct	6	11	8	10	7	8
Services / facilities	3	14	7	11	5	5
Communication and consultation	3	6	6	6	10	3
Poor town planning/overdevelopment			5	5	9	1
Other	9	0	5	3	9	3
Managing/ maintaining/ preserving heritage	0	1	4	3	7	2
Saleyards/ Stockyards	17	4	3	1	6	2
Traffic management			3	4	2	3
Rates/too expensive	3	4	3	2	1	5
Public transport	3	5	2	1	2	1
Improve law enforcement/ reduce crime - drugs/ graffiti/ youth/safety			1	0	1	3
Green waste/ recycling bins	2	2	1	1	1	1
Population growth/ high density concern			1	1	2	0
Not encouraging economic development/employment			1	0	1	1
Eureka Stadium	1	3	1	1	1	0
Aquatic centre/ Swimming pools	1	0	1	0	2	0
Tourist Information Centre/ Visitors Centre	0	0	0	0	0	1

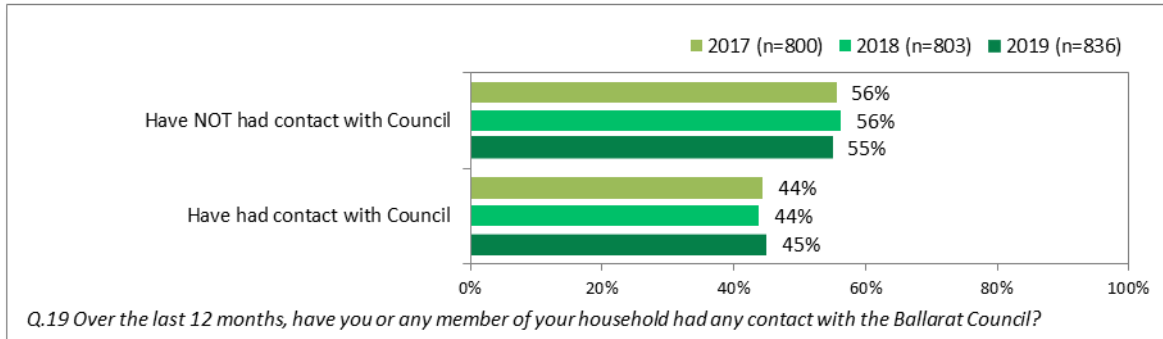


### 6.3 Customer service

Over the last 12 months, a total of 45% of survey respondents reported that they have had contacted the Council (refer to Figure 30).

Figure 30: Contact with the Council

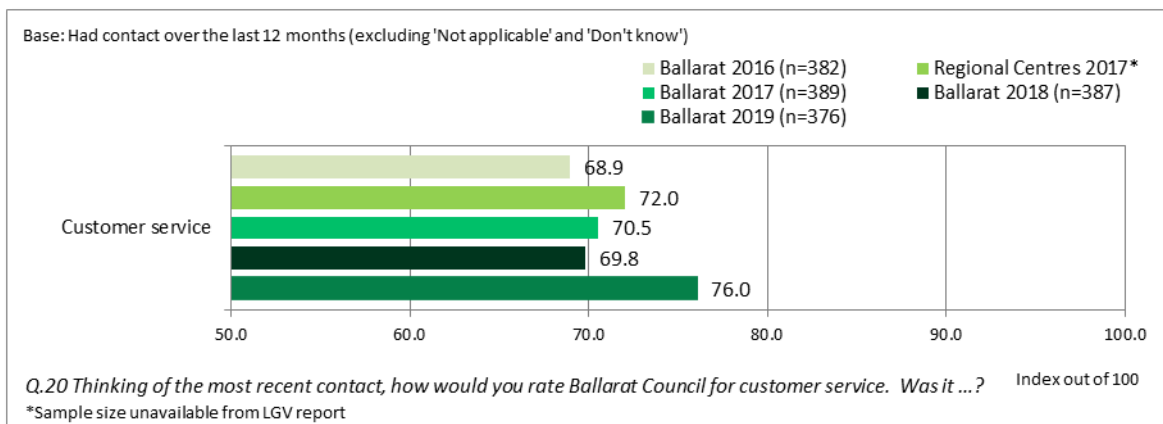
Q.19 Over the last 12 months, have you or any member of your household had any contact with the Ballarat Council?



Of the survey respondents who had contacted Council, there was a high level of satisfaction with the customer service they received (refer to Figure 31), and this was a statistically significant increase from the result obtained in 2018.

Figure 31: Perceptions of Council's customer service

Q.20 Thinking of the most recent contact, how would you rate Ballarat Council for customer service. Please keep in mind we do not mean the outcome but rather the actual service that was received. Was it ...?



## 6.4 Performance in delivering a range of services

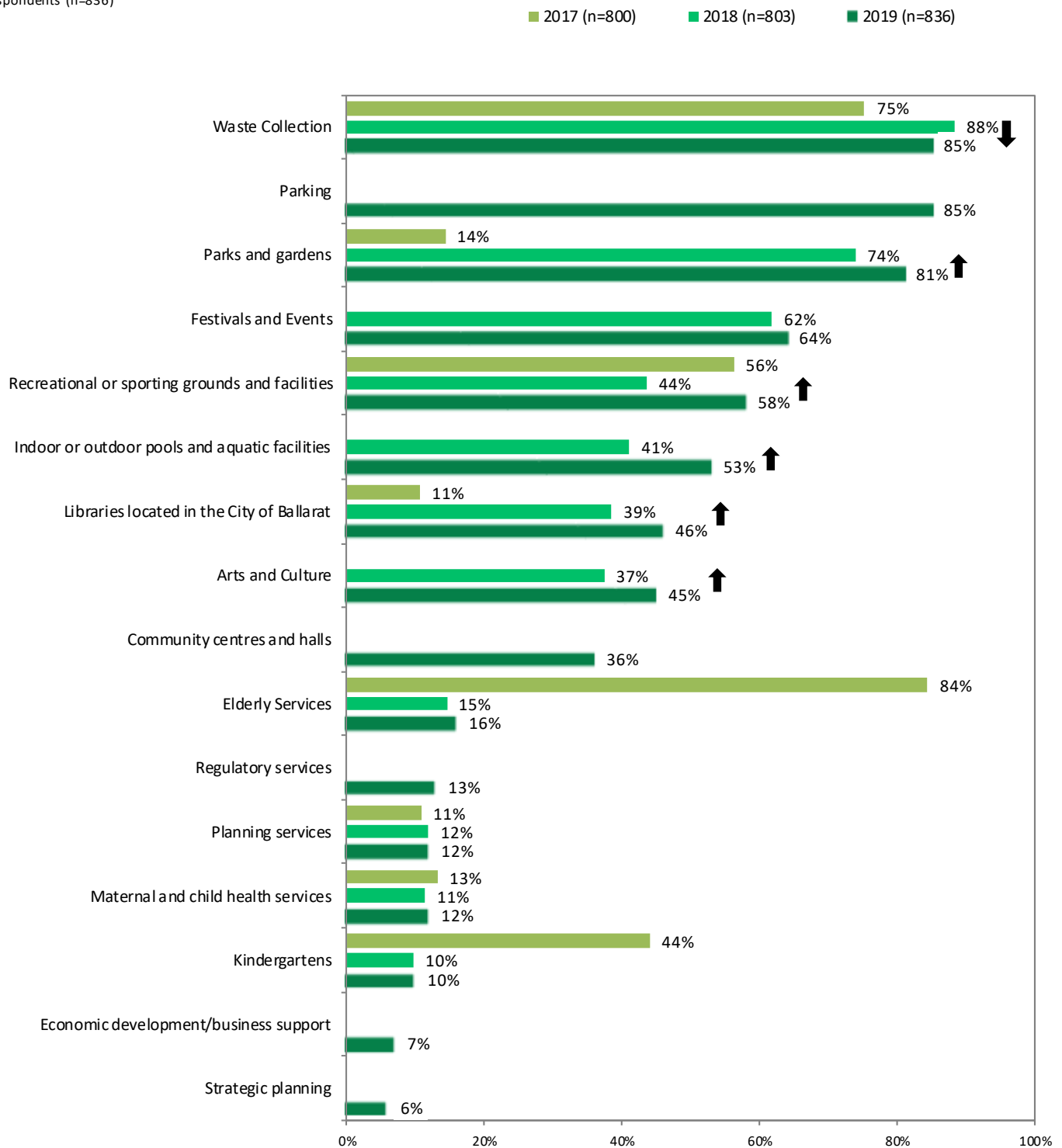
Survey respondents were asked questions about their usage of and satisfaction with the following Council services:

- Libraries located in the City of Ballarat
- Planning services
- Maternal and child health services
- Parks and gardens
- Kindergartens
- Recreational or sporting grounds and facilities
- Waste Collection
- Elderly Services
- Indoor or outdoor pool and aquatic facilities
- Festival and events
- Arts and culture
- Economic development/business support
- Community centres and halls
- Strategic planning
- Regulatory services
- Parking

Figure 32 shows that the proportion of people who use these Council services ranges from 85% for waste collection and parking to 6% for strategic planning. Compared to 2018, there are significant increases for the usages of parks and gardens, recreational or sporting grounds and facilities, indoor or outdoor pools and aquatic facilities, libraries, and arts and culture. There was a significant decrease in usage of waste collection compared to 2018.

Figure 32: Usage of Council services  
Q.21 In the last 12 months have you used (INSERT SERVICE)?

Base: All respondents (n=836)



Q.21 In the last 12 months have you used...?

Users of each Council service were asked to rate their perceptions of Council’s delivery of the service. Figure 33 shows that there is a high or very high level of satisfaction with the majority of Council services. Those who had used planning services however, reported a substantially low level of satisfaction with an index score of 58.5 (out of 100), and even lower ratings were obtained for strategic planning (51.8) and parking (47.6), which appears to be an area in need of attention.

Figure 33: Perceptions of Council’s service delivery - current year  
 Q.22 How would you rate the performance of Council for [INSERT SERVICE]? Would you rate it as ...?

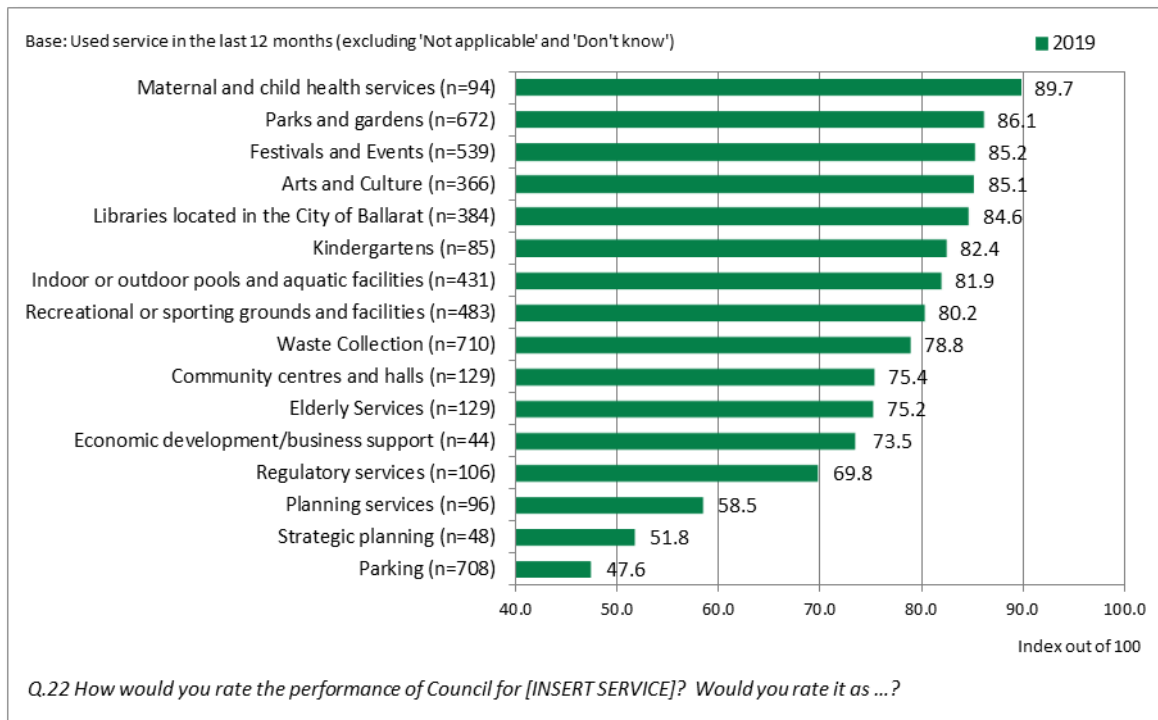
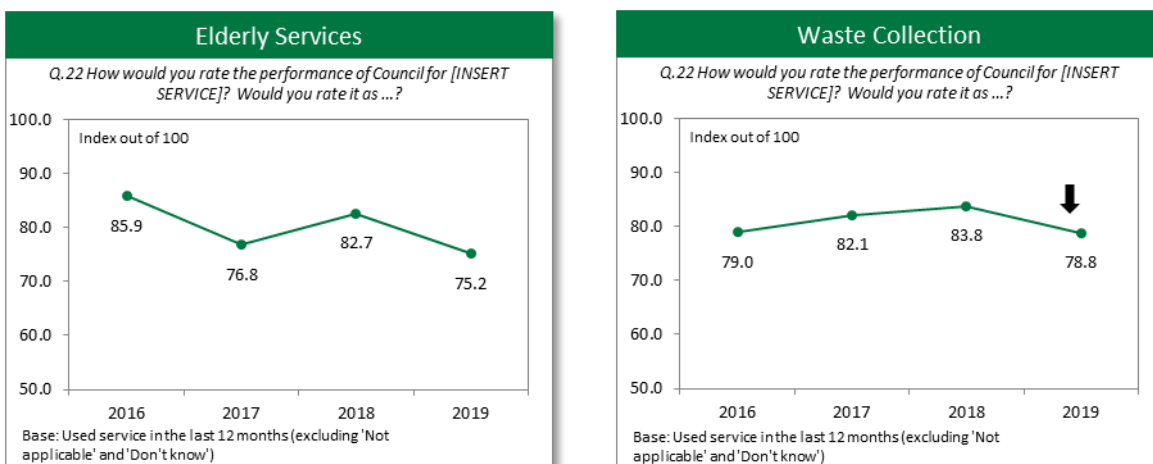
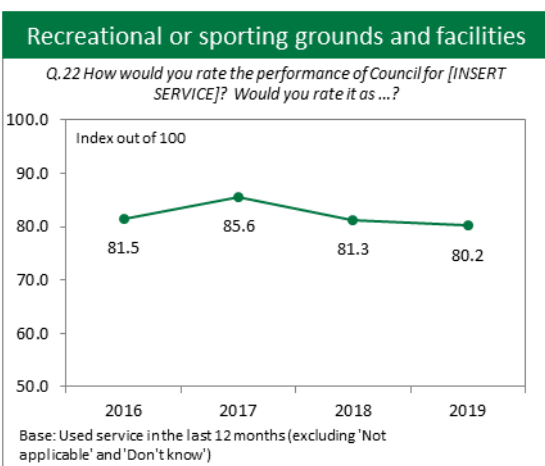
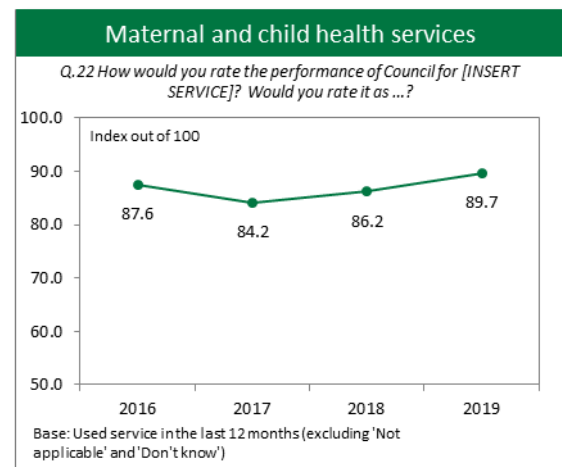
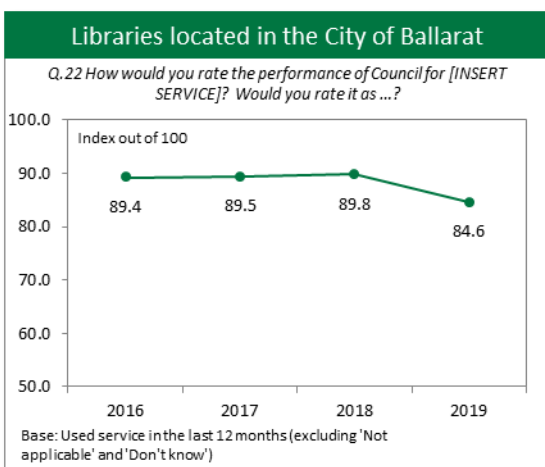
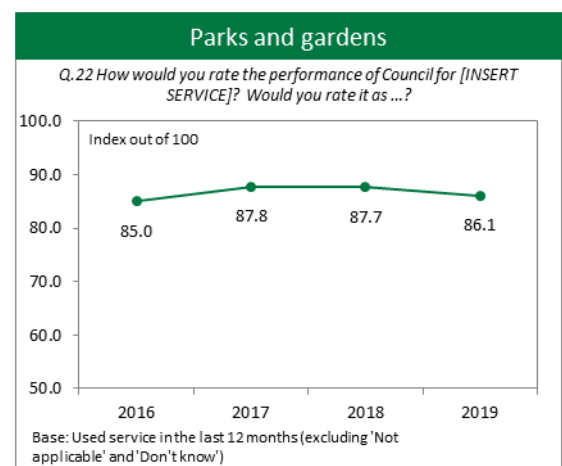
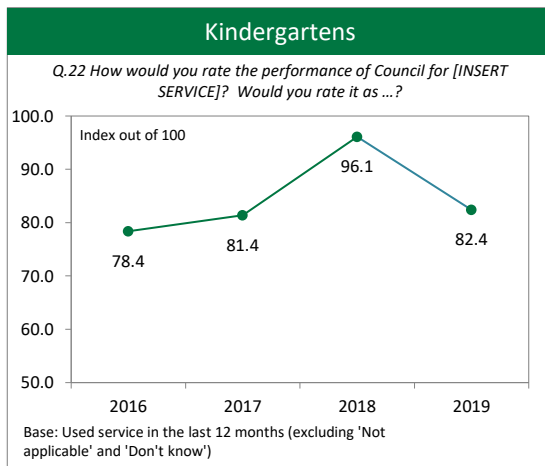


Figure 34 provides time series comparison with results from earlier collections. There has been a statistically significant reduction in satisfaction from users of waste services in 2019.

Figure 34: Perceptions of Council’s service delivery - time series  
 Q. 22 How would you rate the performance of Council for [INSERT SERVICE]? Would you rate it as ...?





Survey respondents were asked questions about their satisfaction with the following Council services:

- The maintenance and renewal of local roads
- The maintenance and renewal of footpaths
- Waste and recycling collections
- The condition of sealed local roads in your area
- General asset management
- Trees
- Sustainability and environmental initiatives

Figure 35 shows that whilst waste and recycling collections and Tree services are perceived to be performed well by the Council, the remaining infrastructure service delivery for the condition of sealed roads and maintenance & renewal of footpaths and local roads were all rated at low levels.

*Figure 35: Perceptions of Council's infrastructure service delivery - current year*  
*Q.23 How would you rate the performance of Council for (INSERT SERVICE)?*

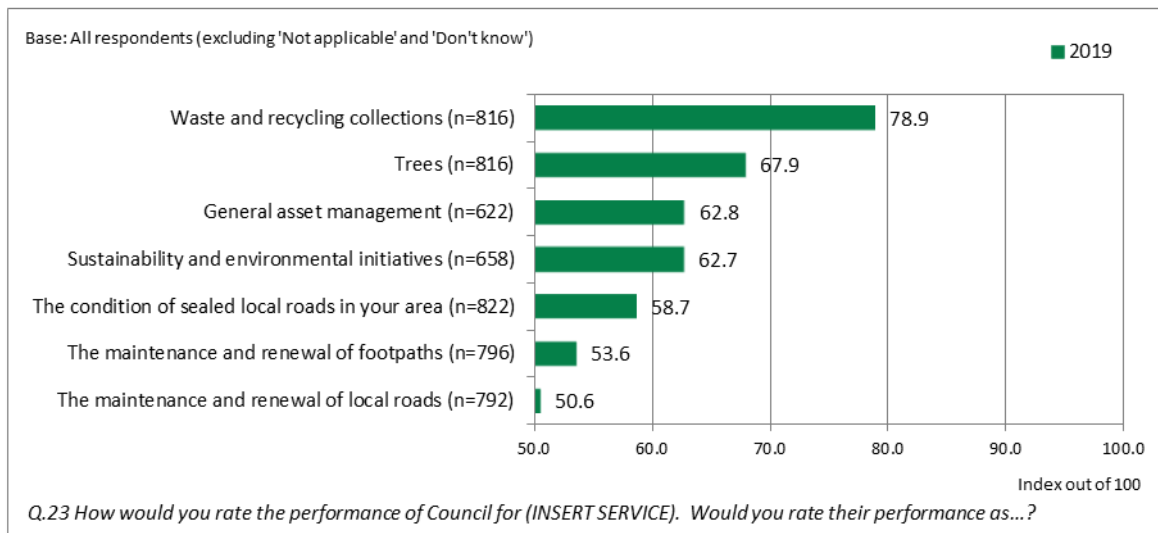


Figure 36 provides time series comparison with previous results. There has not been a statistically significant improvement in the ratings of local road maintenance and renewal and decreasing satisfaction waste and recycle bins, and maintenance and renewal of footpaths in 2019.

Figure 36: Perceptions of Council's infrastructure service delivery - time series  
Q.23 How would you rate the performance of Council for (INSERT SERVICE)?

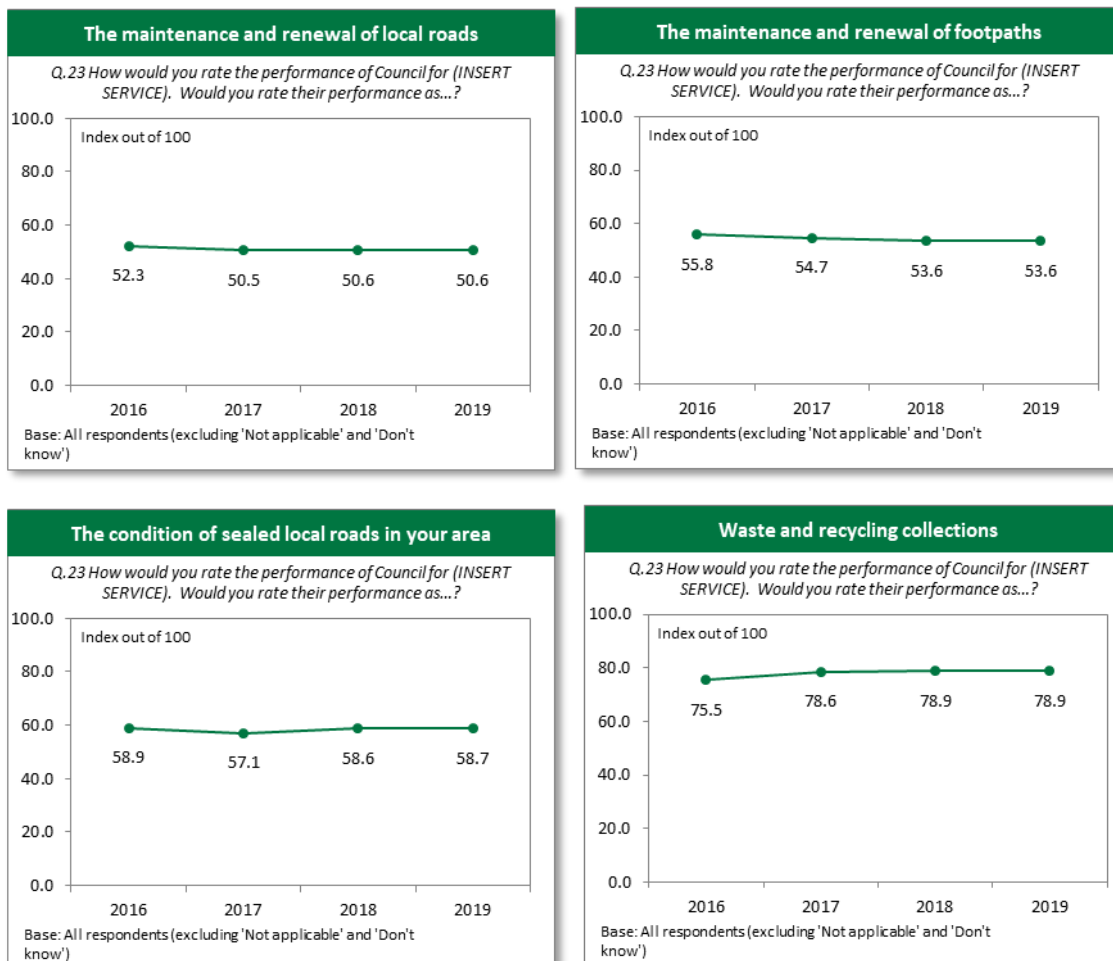
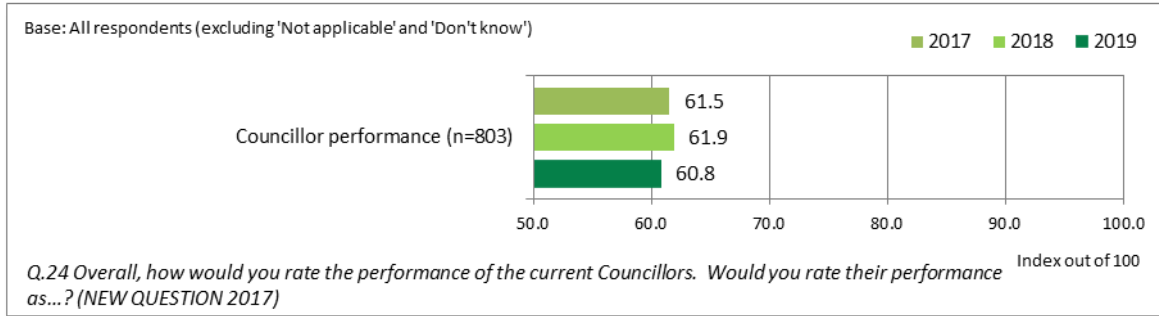


Figure 37 provides responses to the perceptions of the performance of current Councillors. An overall index rating is 60.8 (out of 100) in 2019. Compared to 2017 to 2018, there is no statistically significant improvement. This indicates that there is still some room for improving the perceptions of Ballarat people towards their current Councillors.

Figure 37: Rating of Councillors

Q.24 Overall, how would you rate the performance of the current Councillors. Would you rate their performance as Very good, Good, Average, Poor, Very poor?





# 7 Communications

When asked where they typically access their daily news, Television was the most popular response (46%), closely followed by Local Press/Paper/Courier (45%) and Printed Newspaper (45%) as shown in Figure 39. These results did however differ according to ward, with the Local Press much more prominent in the Central and North Wards. Residents from the Central Ward were more likely to mention Council websites and newsletters, and those from the South Ward were more likely to access their daily news via Social Media compared to the other wards.

Figure 38: Modes for accessing daily news  
 Q.25 Can you please tell me how you typically access the daily news?

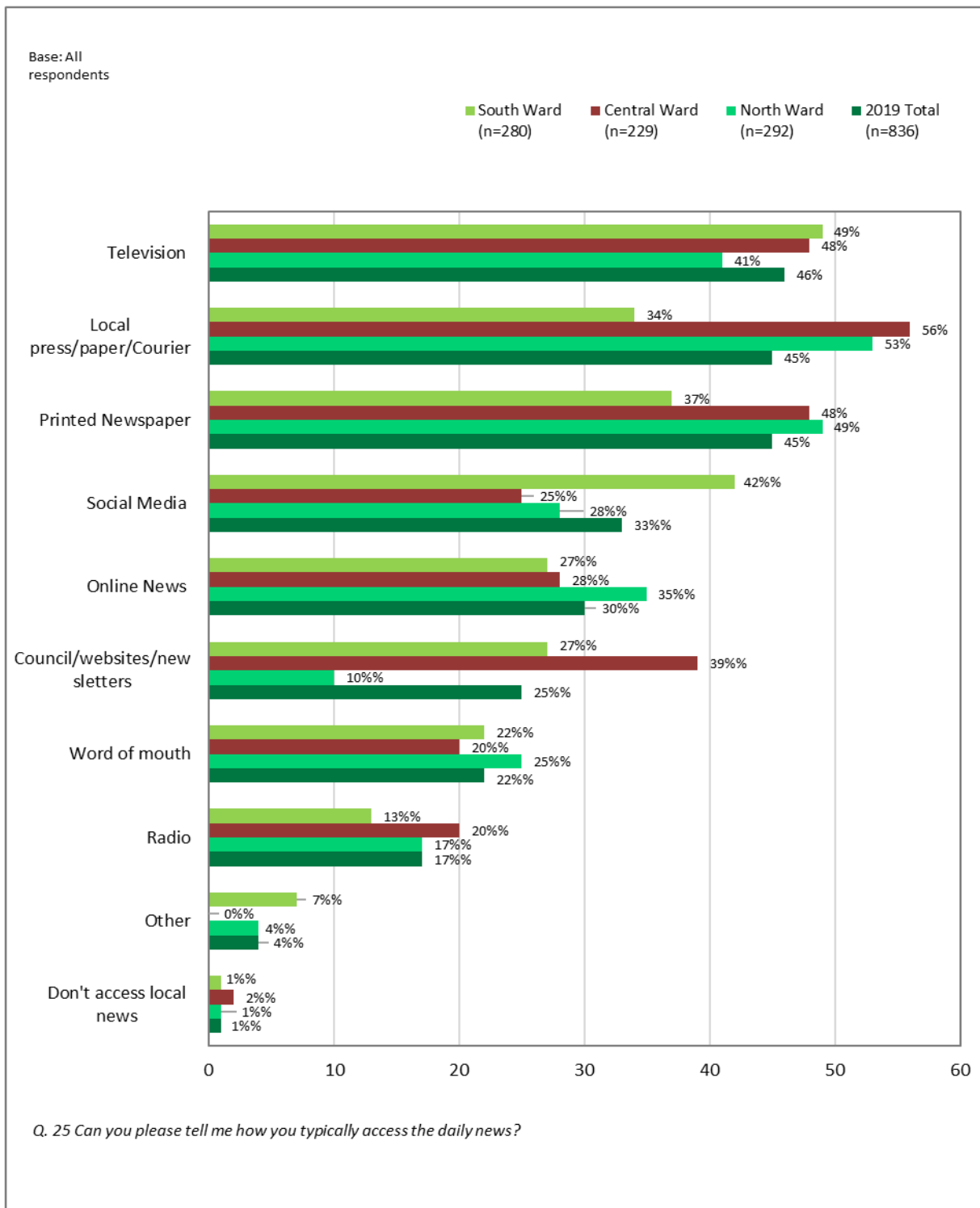


Figure 40 provides a ward analysis of modes for accessing daily news. It shows that people living in the South Ward accessed printed newspaper for daily news less than people living in the other wards while they used social media much more.

Figure 39: Modes for accessing daily news – by ward  
Q.25 Can you please tell me how you typically access the daily news?

	2019 Total	North Ward	Central Ward	South Ward
Base: All respondents	(n=836)	(n=282)	(n=284)	(n=270)
	%	%	%	%
Television	46	41	48	49
Printed Newspaper	45	49	48	37
Local press/paper/Courier	45	53	56	34
Social Media	33	28	25	42
Online News	30	35	28	27
Council/websites/newsletters	25	10	39	27
Word of mouth	22	25	20	22
Radio	17	17	20	13
Other	4	4	0	7
Don't access local news	1	1	2	1

Figure 51 shows preferences for providing feedback to Council are quite dispersed. Of note is that residents of the North Ward are less likely to prefer to call the Customer Service number, or complete surveys, and significantly more likely to claim that they do not want to provide the Council with feedback. South Ward residents are more likely than others to email the Council or Councillor directly.

Figure 40: Preferences for providing feedback to Council  
Q.26\_2019A Thinking about giving feedback to Council about their facilities, services, and events; how do you prefer to provide feedback to the Council?

	2019 Total	North Ward	Central Ward	South Ward
Base: All respondents	(n=836)	(n=282)	(n=284)	(n=270)
	%	%	%	%
Calling the Customer Service number	20	14	23	21
Surveys	19	5	22	28
In person at the Council offices	18	24	22	13
Emails to the Council or Councillor directly	17	11	19	21
Letters to the Council or Councillor directly	12	5	4	21
Don't want to provide Council with feedback	11	30	2	2
Calling a Council worker, department or Councillor directly	6	11	9	1
Social media - facebook, twitter, instagram etc.	4	10	6	0
Meetings/forums	1	2	3	0

COMMUNITY PERCEPTIONS SURVEY QUESTIONS 2019