



# Community Perceptions Survey 2018

A report of findings from a survey of Ballarat community



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date May 2018  
ref 2944

# Contents

1	Executive Summary .....	i
1.1	Community indicators.....	i
1.2	Major projects .....	i
1.3	Events .....	ii
1.4	Satisfaction .....	ii
1.5	Communications.....	iii
1.6	KPI Summary.....	iii
2	Introduction .....	5
2.1	Background.....	5
2.2	Methodology .....	5
2.3	Survey questions.....	6
2.4	Weighting .....	6
2.5	Data analysis .....	8
2.5.1	Satisfaction index.....	8
2.5.2	Agreement & performance means .....	8
2.5.3	Comparison with other Victorian regional centres .....	8
2.5.4	Interpretation of significance testing.....	9
3	Community Indicators.....	10
3.1	Indicators of amenity.....	10
3.2	Ballarat’s direction.....	15
3.3	Council’s priorities .....	17
4	Major projects .....	18
5	Events .....	26
6	Satisfaction .....	35
6.1	Overall performance.....	35
6.2	Advocacy and engagement.....	38
6.3	Customer service .....	40
6.4	Performance in delivering a range of services .....	41
7	Communications .....	47

# Figures

Figure 1: Summary of KPI scores .....	iii
Figure 2: Number of interviews completed and associated confidence intervals .....	5
Figure 3: Number of interviews completed by landline/mobile .....	5
Figure 4: Indicators of amenity - current year .....	10
Figure 5: Indicators of amenity – time series .....	11
Figure 6: Indicators of amenity – by ward .....	14
Figure 7: Perceptions of Ballarat’s direction .....	15
Figure 8: Top 10 improvements to set Ballarat on the right path .....	16
Figure 9: Perceived priorities .....	17
Figure 10: Awareness of major projects completed by the Council .....	19
Figure 11: Awareness of major projects completed by the Council – by ward .....	20
Figure 12: Ratings of the success of major projects - current year .....	21
Figure 13: Ratings of the success of major projects - time series .....	22
Figure 14: Ratings of the success of major projects – by ward .....	25
Figure 15: Awareness of special events that the City of Ballarat delivers for the community .....	26
Figure 16: Awareness of special events that the City of Ballarat delivers for the community – by ward .....	27
Figure 17: Have you been to (NAME OF EVENT) in recent years .....	27
Figure 18: Have you been to (NAME OF EVENT) in recent years - time series .....	28
Figure 19: Ratings of the events attended - current year .....	30
Figure 20: Ratings of the events attended - time series .....	31
Figure 21: Ratings of the events attended – by ward .....	33
Figure 22: Venues visited in past 12 months .....	33
Figure 23: Ratings of venues visited in past 12 months .....	34
Figure 24: Perceptions of overall Council performance .....	35
Figure 25: Perceptions of overall Council performance changes over time – current year .....	36
Figure 26: Perceptions of overall Council performance changes over time – time series .....	37
Figure 27: Perceptions of overall Council performance changes over time – by ward .....	37
Figure 28: Performance on advocacy and engagement .....	38
Figure 29: Performance on advocacy and engagement – by ward .....	38
Figure 30: Examples of poor performance in advocacy role .....	39
Figure 31: Contact with the Council .....	40
Figure 32: Perceptions of Council’s customer service .....	40
Figure 33: Usage of Council services .....	41
Figure 34: Perceptions of Council’s service delivery - current year .....	42
Figure 35: Perceptions of Council’s service delivery - time series .....	42
Figure 36: Perceptions of Council’s infrastructure service delivery - current year .....	45
Figure 37: Perceptions of Council’s infrastructure service delivery - time series .....	45
Figure 38: Rating of Councillors .....	46
Figure 39: Modes for accessing daily news .....	47
Figure 40: Modes for accessing daily news – by ward .....	47
Figure 41: Printed newspaper for accessing daily news .....	48
Figure 42: Printed newspaper for accessing daily news – by ward .....	48
Figure 43: Online news for accessing daily news .....	49
Figure 44: Online news for accessing daily news – by ward .....	49
Figure 45: Television channels for accessing daily news .....	50
Figure 46: Television channels for accessing daily news – by ward .....	51
Figure 47: Radio stations for accessing daily news .....	52
Figure 48: Radio stations for accessing daily news – by ward .....	52
Figure 49: Social media for accessing daily news .....	53
Figure 50: Social Media for accessing daily news – by ward .....	53
Figure 51: Preferences for accessing Council news and updates .....	54

# 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 803 people residing in the Ballarat municipality conducted in March and April 2018.

## 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 entertainment options, safety, the night-time economy, public transport and employment opportunities***

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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 entertainment, is a safe place to live, has a good night-time economy, good access to public transport or good employment opportunities. *There were no significant increases or decreases since 2017 on these parameters.*

***Ballarat people are not overly optimistic about the direction that Ballarat is heading in, although perceptions have improved in 2018***

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There was a moderate level of agreement (7.3 up from 7.0 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 traffic management.

***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 (45%) with more parking (12%) and improved public transport and improved services (both 11%) also mentioned.

## 1.2 Major projects

***There was a high level of awareness of most major projects delivered by the Council in recent times and majority of projects were deemed to have been successful***

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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 Mount Pleasant Kindergarten, Lucas Community Hub and Her Majesty's Ballarat Upgrades. Deemed to be the least successful was the decision regarding future use of Civic Hall (5.4 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. Western Bulldogs AFL Match was rated particularly well (8.9 out of 10). Very few Ballarat people were unable to name an event delivered by the City of Ballarat (18%).

### 1.4 Satisfaction

***Although Council's overall performance received a higher rating (72.0), 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 2018 for Ballarat was 72.0 (out of 100) which is significantly higher than in 2017 (68.0 out of 10) 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 (46% up from 44%) though the percentage of people feeling the performance had improved decreased (44% down from 46%).

***Indicators of Council's advocacy and engagement were rated at low levels, with both an improvement and a decline in perceptions in 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 a statistically significant increase for lobbying on behalf of the community and a statistically significant decrease for decisions made in the interest of the community in 2018. However, all three indicators are all higher than other Victorian regional centres 2017. Specific examples of the community's perceptions of poor performance in the Council's advocacy role focused on the Civic Hall and infrastructure decisions.

***Contact with Council was rated moderately lower than other Victorian regional councils***

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A total of 43.8% had contacted the Council in the last 12 months which may have been in person. Council's customer service performance was rated at 69.8 (out of 100) in line with the 2017 results (70.5) and slightly lower than other Victorian regional centres 2017 (72.0).

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

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High levels of satisfaction (75+ out of 100) were evident for users of: kindergartens; arts and culture; libraries; festivals and events; parks and gardens; maternal and child health services; waste collection; elderly services; pools and aquatic facilities and recreational or sporting grounds and facilities. Planning services did not only record a low level of satisfaction, but also the 2018 result indicated declining since 2017.

*Significant increase since 2017 = Maternal and child health services, kindergartens, waste collection, elderly services*

*Significant decrease since 2017 = Planning services, recreational or sporting grounds and facilities*

***Council infrastructure services relating to road and footpath maintenance and renewal scored low levels of satisfaction***

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Whilst waste and recycling services received a high satisfaction score, services relating to road and footpath maintenance and renewal scored low levels of satisfaction.

## 1.5 Communications

***Ballarat people typically access their daily news via television, printed newspaper and online news. Their preference is to access Council news and updates via the Council myballarat magazine delivered by post***

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Television (44%) and printed newspaper (44%) were the main modes mentioned for accessing daily news, followed by online sources and television. Ballarat people prefer to receive Council news via Council *myballarat* magazine delivered by post (27%).

## 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*

	2018	2017	2016
Base: All respondents (excluding 'Don't know')	<i>Index</i>	<i>Index</i>	<i>Index</i>
<b>Service performance overall</b>	<b>72.0</b>	<b>64.8</b>	<b>68</b>
Customer service	69.8	70.5	68.9
Councillor performance	61.9	61.5	
Community consultation and engagement	58.9	58	53.8
Lobbying on behalf of the community	59.4	57.2	52.4
Decisions made in the interest of the community	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 803 people residing in the Ballarat municipality. Interviews were collected between 19 March and 14 April 2018. 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.

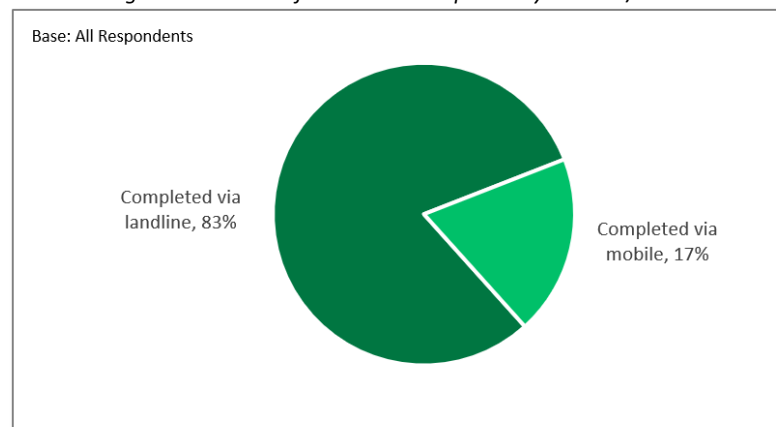
Figure 2: Number of interviews completed and associated confidence intervals

	No. Ints	CI @ 95% CL*
North Ward	291	±5.6%
Central Ward	243	±6.2%
South Ward	269	±5.9%
<b>TOTAL</b>	<b>803</b>	<b>±3.3%</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 17% 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 2018 study. These changes were as follows:

- Updating the list of amenity indicators (inclusion of good access to healthcare, good entertainment, and a good night-time economy)
- Revising the code frame for Q4 to better align with Q3 coding
- Removal of Q5
- Restructuring the questions about the preferred method of receiving information to better delineate 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

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 variety of arts and cultural opportunities, recreation facilities, leisure activities, a positive and welcoming atmosphere and 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...?

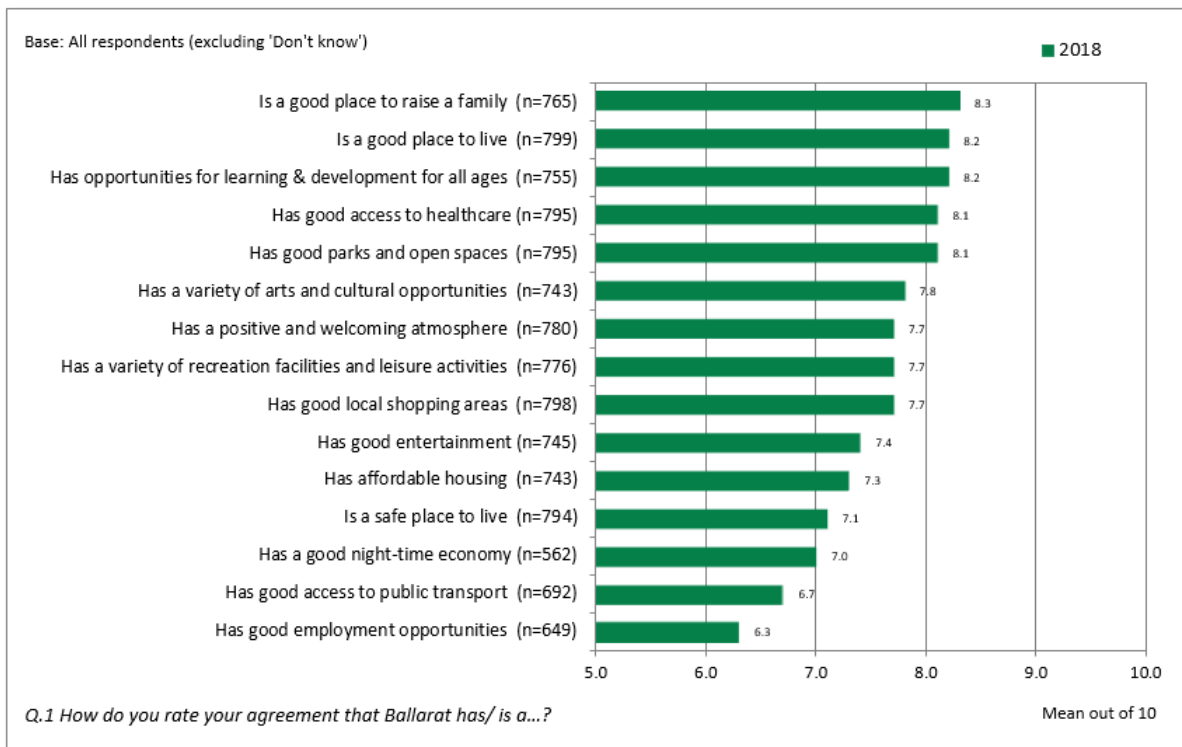


Figure 5 provides a time series comparison showing that in 2018 there have not been statistically increases and decreases in any aspects.

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

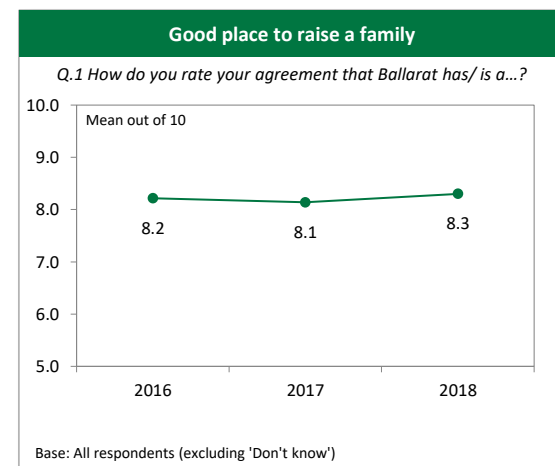
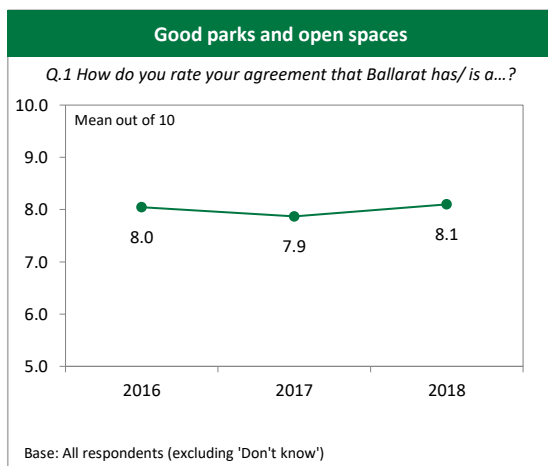
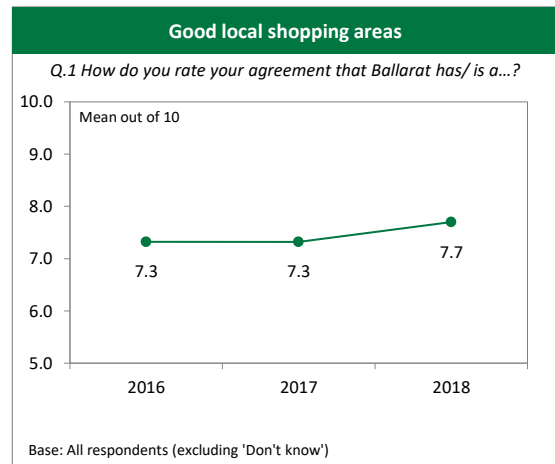
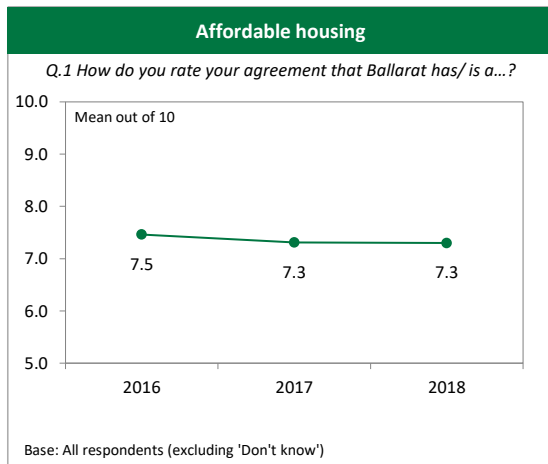
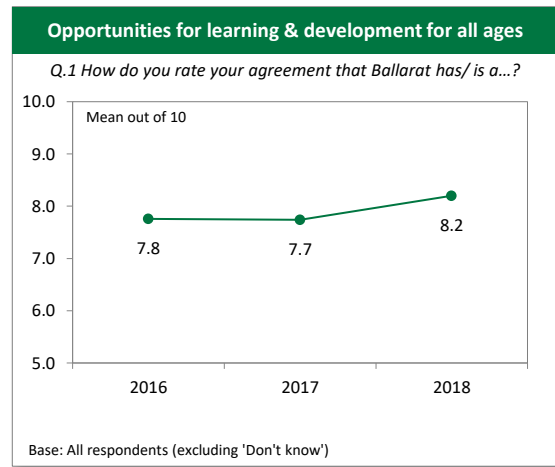
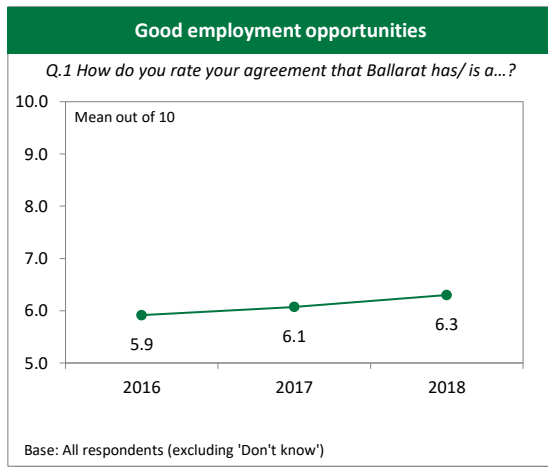


Figure 5 continued:

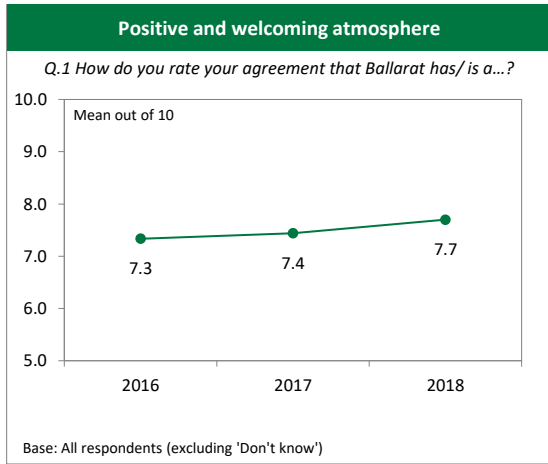
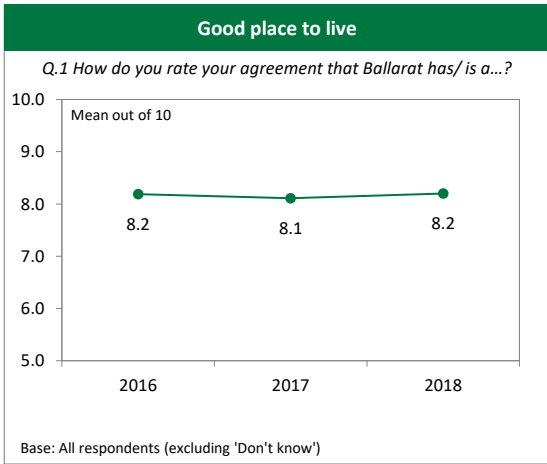
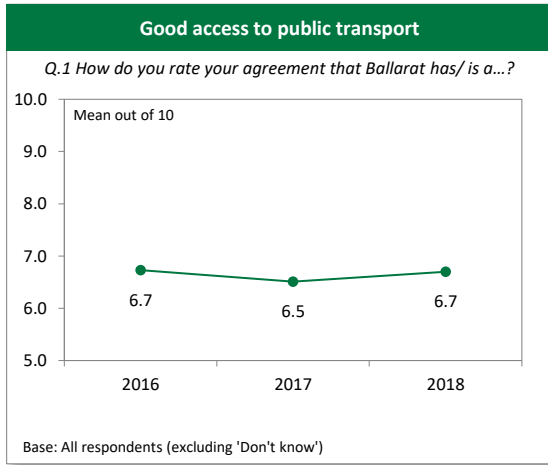
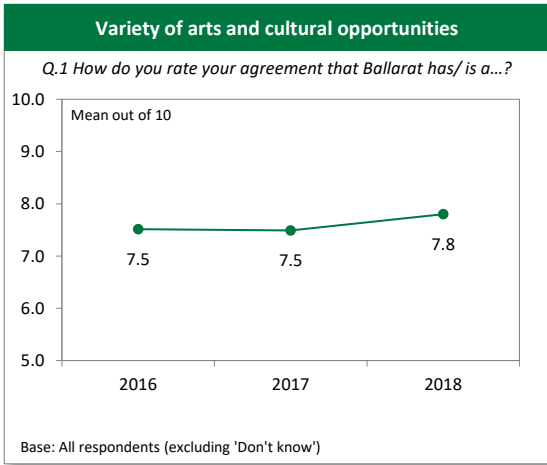
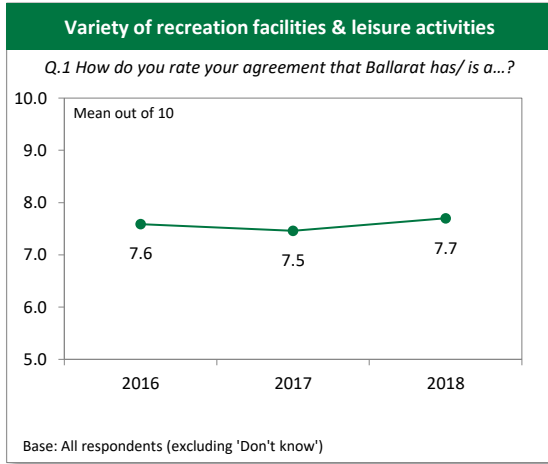
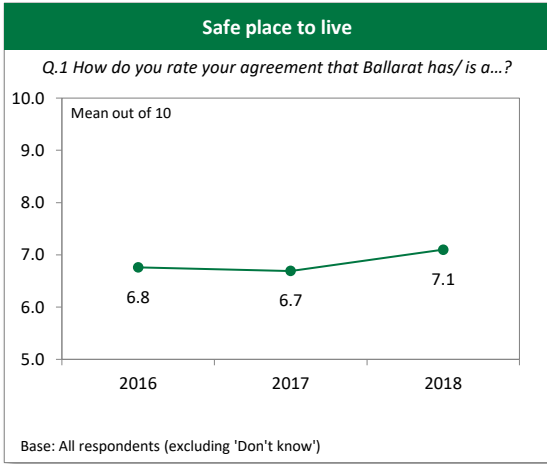


Figure 5 continued:

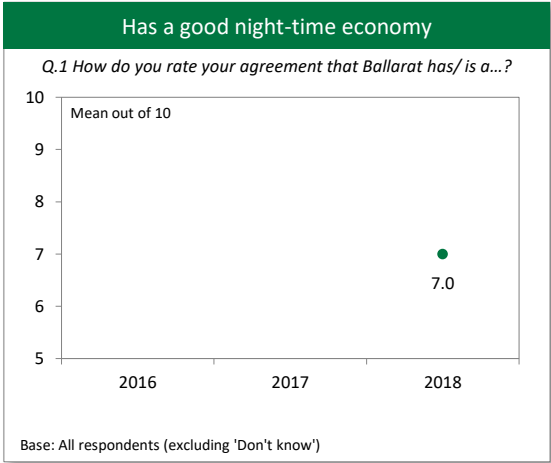
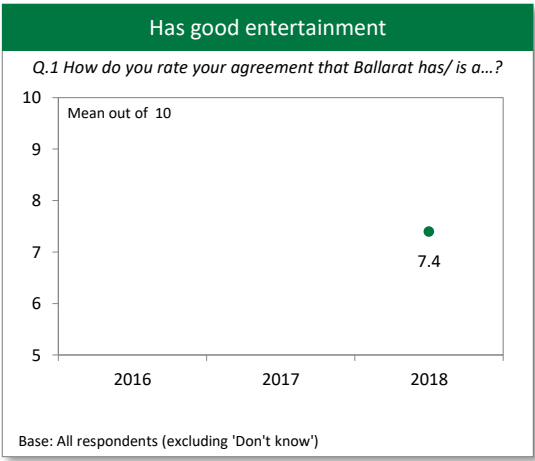
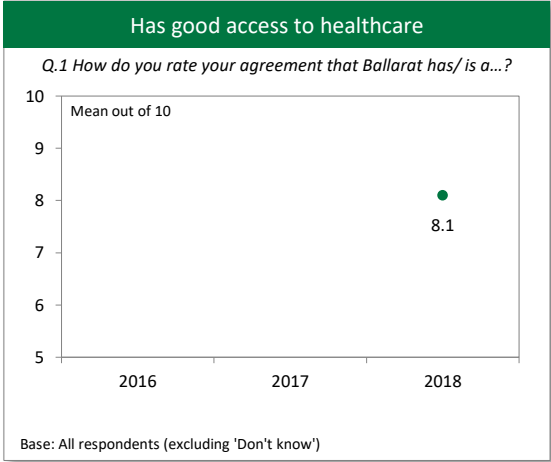




Figure 6 shows that compared with the other two wards, the results for the North Ward are systematically lower, particularly in terms of having opportunities for learning and development for all ages while the Central Ward gets systematic higher outcomes, especially in terms of being a good place to live.

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

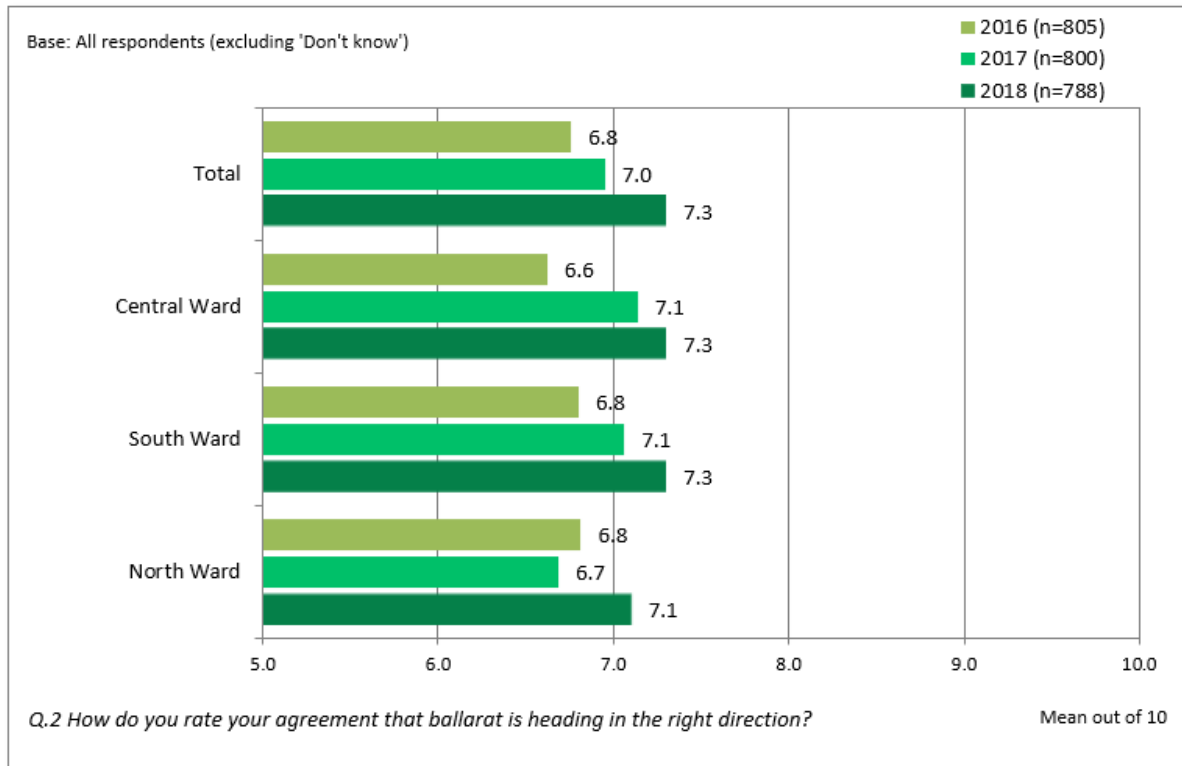
	2016	2017	2018			
	Total (n=805) <i>Mean</i>	Total (n=800) <i>Mean</i>	Total (n=803) <i>Mean</i>	North Ward (n=291) <i>Mean</i>	Central Ward (n=243) <i>Mean</i>	South Ward (n=269) <i>Mean</i>
Base: All respondents (excluding 'Don't know')						
Good place to raise a family	8.2	8.1	8.3	8.1	8.6	8.2
Opportunities for learning & development for all ages	7.8	7.7	8.2	7.9	8.3	8.3
Good place to live	8.2	8.1	8.2	8.0	8.6	8.1
Good parks and open spaces	8.0	7.9	8.1	8.0	8.4	8.0
Has good access to healthcare*			8.1	7.9	8.4	8.1
Variety of arts and cultural opportunities	7.5	7.5	7.8	7.6	8.0	7.9
Good local shopping areas	7.3	7.3	7.7	7.6	7.8	7.8
Variety of recreation facilities & leisure activities	7.6	7.5	7.7	7.5	8.0	7.7
Positive and welcoming atmosphere	7.3	7.4	7.7	7.7	7.8	7.6
Had good entertainment*			7.4	7.3	7.5	7.4
Affordable housing	7.5	7.3	7.3	7.2	7.6	7.0
Safe place to live	6.8	6.7	7.1	7.0	7.4	7.0
Had a good night time economy*			7.0	6.8	7.3	6.9
Good access to public transport	6.7	6.5	6.7	6.5	6.8	6.7
Good employment opportunities	5.9	6.1	6.3	6.2	6.3	6.5

\*New item 2018

### 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 2018 results reflect an overall increase in agreement that Ballarat is heading in the right direction, however there is no significant increase 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=217), were asked to provide suggestions for setting Ballarat on the right path.

Figure 8 shows that in 2018, most commonly Ballarat residents suggested that there was a need to improve infrastructure and traffic management. The suggestion on infrastructure improvement had a significant increase from last year.

All of the three wards had a focus on the issue of improving infrastructure.

*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?*

	2016	2017	2018			
	Total (n=310)	Total (n=254)	Total (n=217)	North Ward (n=75)	Central Ward (n=63)	South Ward (n=79)
Base: Rated 'heading in the right direction' 0-6	%	%	%	%	%	%
More/ improve infrastructure - roads, water supply, schools	22	14	27	27	32	24
Improve traffic management	2	4	13	8	7	22
Improve law enforcement/ reduce crime - drugs/ graffiti/ youth	16	9	11	14	7	12
Population growth/ high density concern	4	3	11	16	9	7
More parking	5	6	10	11	5	13
Improve services - elderly, youth, arts, rubbish, festivals	8	15	10	3	14	15
Listen to/ consult/ communicate with/ consider all residents needs	10	10	9	10	18	2
More work/ job opportunities	20	17	9	12	12	4
Improve council spending/priorities	8	5	8	5	17	6
Improve public transport	8	5	8	10	7	6

### 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 nearly half of Ballarat people (45% in 2018) thought the Council's priority should be the improvement of infrastructure whilst over a quarter of them did not have any suggestions for future priorities.

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?#

	2018 Total	North Ward	Central Ward	South Ward
Base: All respondents	(n=800)	(n=292)	(n=229)	(n=280)
	%	%	%	%
More/improve infrastructure - roads, water supply, schools, bicycle lanes, footpaths	45	28	29	45
Nothing	28	19	27	35
More parking	12	8	16	12
Improve public transport	11	6	19	11
Improve services - elderly, youth, arts, rubbish, festivals, sports	11	12	12	11
Improve law enforcement/reduce crime - drugs/graffiti/youth	8	10	10	8
Listen to / consult/communicate with / consider all residents needs	7	4	7	7
More work/job opportunities	7	25	6	7
Improve traffic management	7	6	4	7
Improve shopping/dining/entertainment options	5	6	2	5
Housing Issues - affordability, homelessness	5	6	3	5
Improve council spending/priorities/speed of doing things	4	7	6	4
Limit population growth/high density concern	2	4	8	2
Reduce rates	2	3	2	2
Tourism	1	4	5	1
Don't know	1	0	1	0
Environmental issues	1	5	1	1

#Codeframe review 2018

## 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 Sports and Events Centre
- Ballarat West Employment Zone – industrial estate adjacent to Ballarat Airport
- Bonshaw Early Learning Centre
- City Oval redevelopment
- Civic Hall – Redevelopment works
- Eastern Oval redevelopment
- Girrabanya Children’s Centre
- Her Majesty’s Ballarat upgrades
- Lucas Community Hub
- Mars Stadium redevelopment
- Marty Busch Recreation Reserve - Redevelopment
- Mount Pleasant Kindergarten
- Sebastopol Library – Redevelopment
- Western Link Road - links the Western Freeway to the Midland Highway

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

Figure 10 shows that there was a low level of unprompted awareness of major projects completed by the Council. Respondents were more likely to be aware of the Civic Hall redevelopment works (around 1 in 4 people) and other major projects (around 1 in 5) without any prompting. About 1 in 10 were aware of Ballarat Link Road.

Awareness improved substantially after prompting, with increasing in the Civic Hall, the Ballarat Link Road, the Ballarat Botanical Gardens Fernery and the Sebastopol Library and decreasing in the Marty Busch Recreation Reserve. The major project that has gained the highest level of unprompted awareness is the decision on the future use of Civic Hall. Lower levels of awareness were evident for the Eastern Oval redevelopment, the Ballarat Sports and Events Centre, the Marty Busch Recreation Reserve redevelopment, the Bonshaw Early Learning Centre, the Girrabanya Children's Centre and the Mount Pleasant Kindergarten.

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

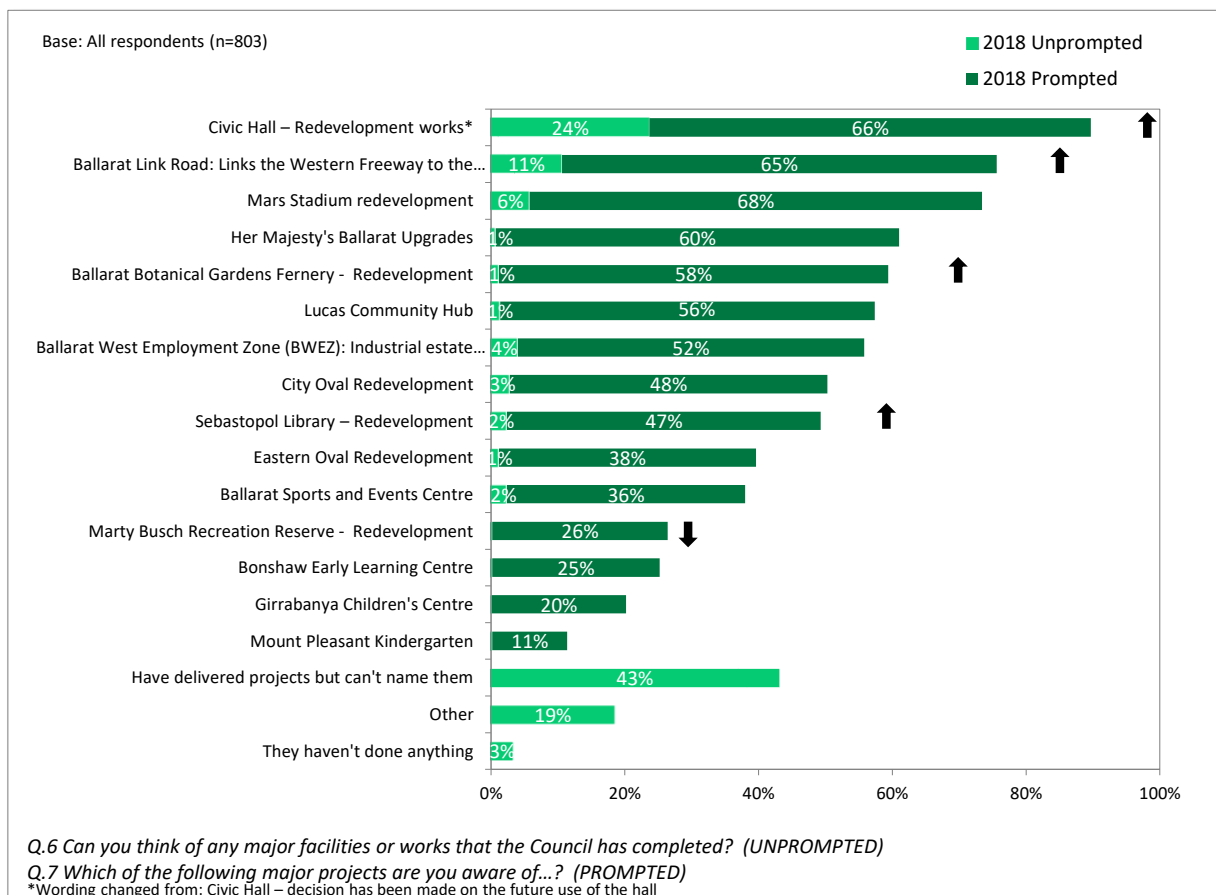


Figure 11 shows that there were variations in awareness of major projects across the three wards. People living in North Ward were more likely to have been aware of the Western Link Road and the Ballarat Sports and Events Centre and were less likely to be aware of Her Majesty's Ballarat Upgrades. People living in the Central Ward were more likely than those in the other wards to be aware of the Girrabanya Children's Centre, and the City and Eastern Oval redevelopments. People living in South ward were more likely to be aware of the Bonshaw Early Learning Centre, Lucas Community Hub and the redevelopments of Sebastopol Library, Marty Busch Recreation Reserve and Ballarat Botanical Gardens Fernery, but were less likely to be aware of the Ballarat West Employment Zone.

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

	2016	2017	2018			
	Total (n=805)	Total (n=800)	Total (n=803)	North Ward (n=291)	Central Ward (n=243)	South Ward (n=269)
Base: All respondents	%	%	%	%	%	%
Civic Hall – Redevelopment works	73	82	90	90	91	88
Western Link Road - links the Western Freeway to the Midland Highway	75	70	76	82	72	72
Mars Stadium Redevelopment			73	75	74	71
Her Majesty's Ballarat Upgrades			61	54	69	62
Ballarat Botanical Gardens Fernery - Redevelopment		52	59	60	64	55
Lucas Community Hub			57	56	54	62
Ballarat West Employment Zone – industrial estate adjacent to the Ballarat Airport	50	51	56	62	56	48
City Oval Redevelopment			50	49	55	47
Sebastopol Library – Redevelopment		31	49	34	43	71
Eastern Oval Redevelopment			40	39	45	36
Ballarat Sports and Events Centre			38	45	36	33
Marty Busch Recreation Reserve - Redevelopment		38	26	18	23	38
Bonshaw Early Learning Centre			25	17	17	41
Girrabanya Children's Centre			20	15	25	22
Mount Pleasant Kindergarten			11	8	12	14

Figure 12 shows that the majority of the major projects completed by the Council in recent times have been deemed successful. In particular, the Mount Pleasant Kindergarten was rated as the highest. However, the number of respondents who rated this project is substantially lower (only 70 people) than the number in the other projects, which means a low awareness but high rating may lead this project to the top position. Among the other projects, the Lucas Community Hub was rated as being the most successful. Also rated as highly successful were the Her Majesty's Ballarat Upgrades, the Eastern Oval redevelopment, the Marty Busch Recreation Reserve, the Bonshaw Early Learning Centre, the Ballarat Botanical Gardens Fernery, the City Oval redevelopment, the Ballarat Sports and Events Centre, the Girrabanya Children's Centre, the Ballarat Link Road and the Mars Stadium redevelopment.

Those that were seen to be less successful were the Sebastopol Library redevelopment and the Ballarat West Employment Zone (BWEZ) – industrial estate adjacent to the Ballarat Airport.

The Civic Hall redevelopment works were rated as the least successful.

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

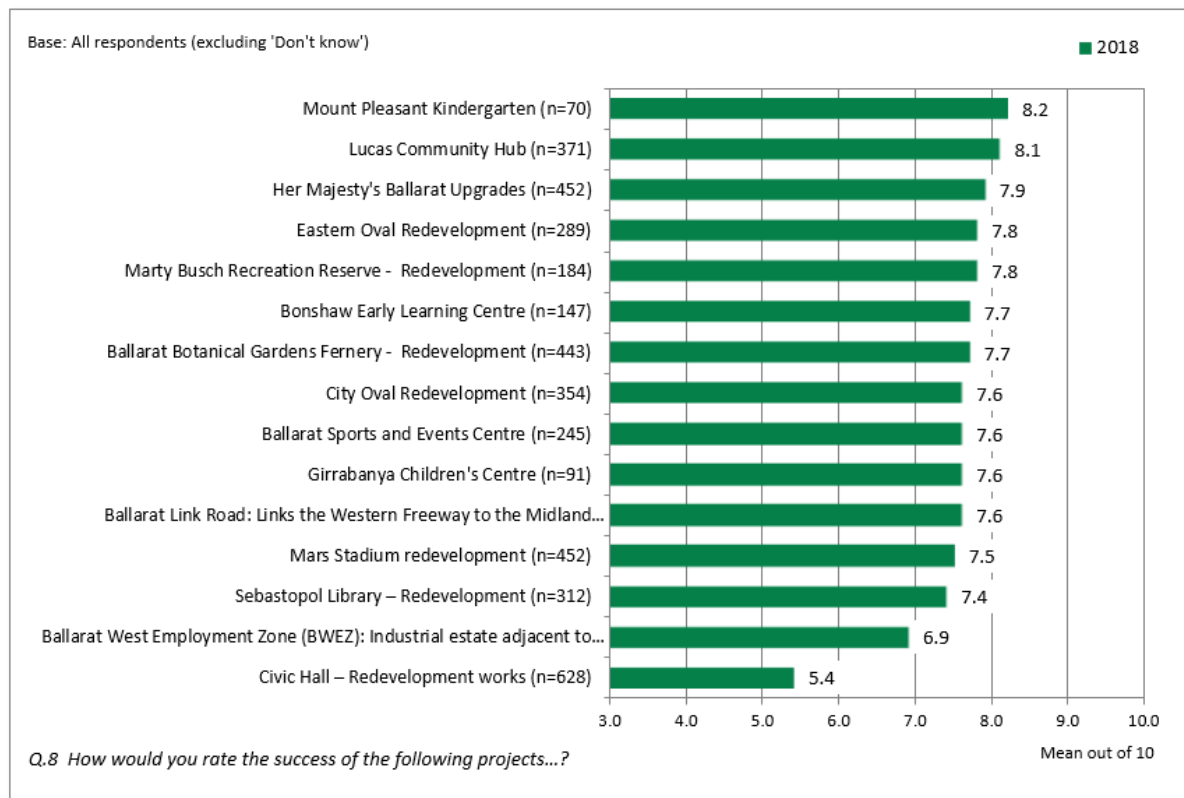




Figure 13 provides time series comparisons for rating of the perceived success of major projects. Although statistically, there is no increase and decrease for any major projects, it shows that Civic Hall has had an improvement from being rated as an unsuccessful project to being successful.

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:

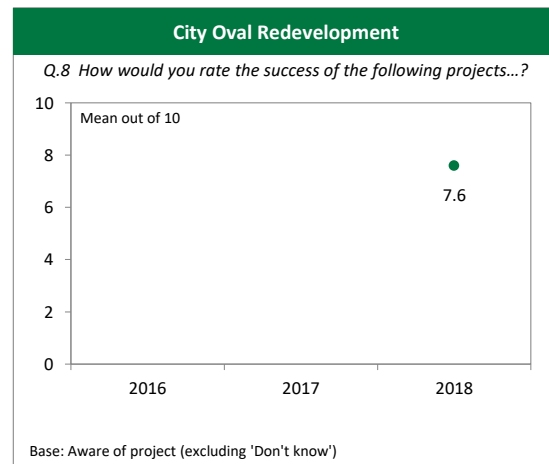
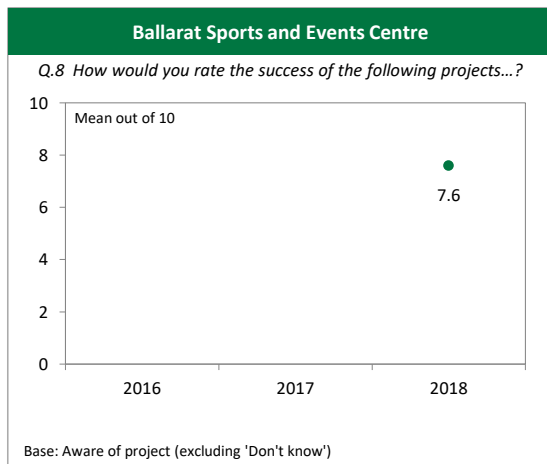
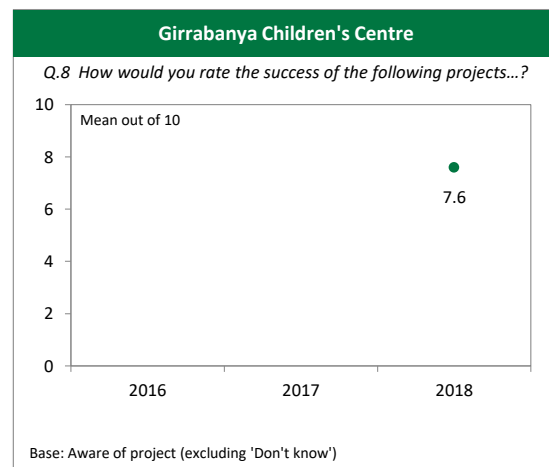
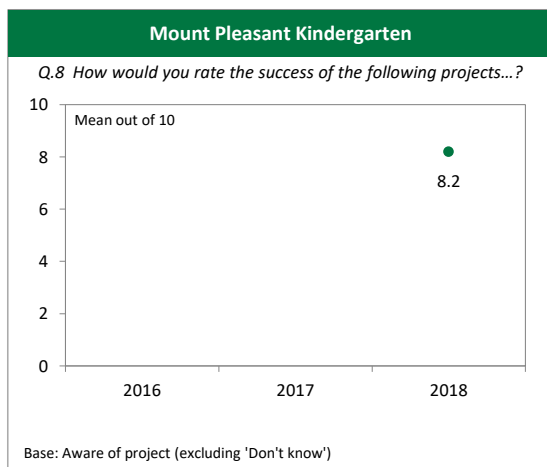
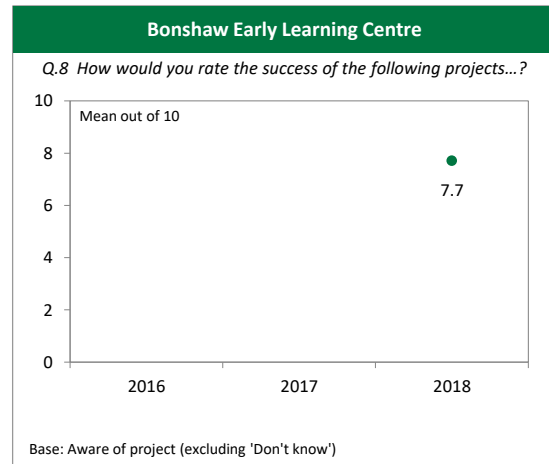
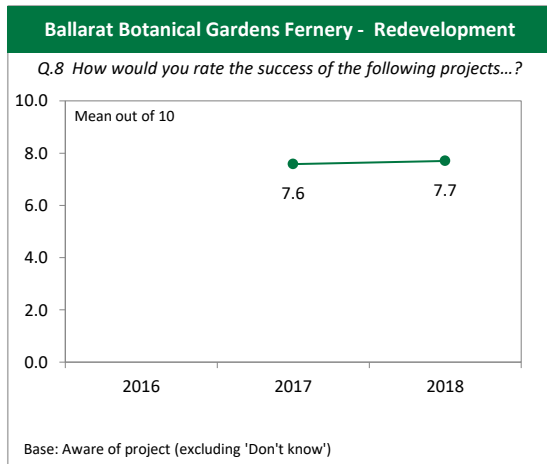


Figure 13 continued:

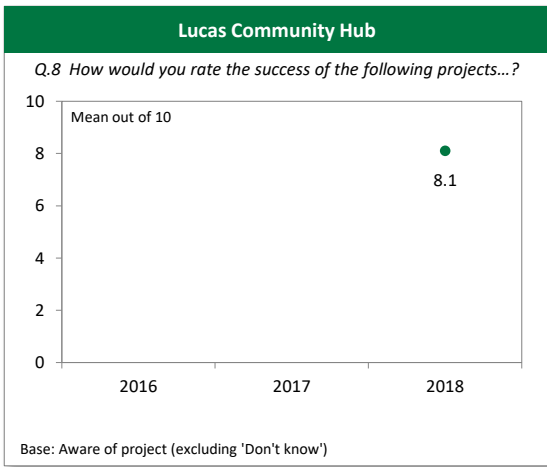
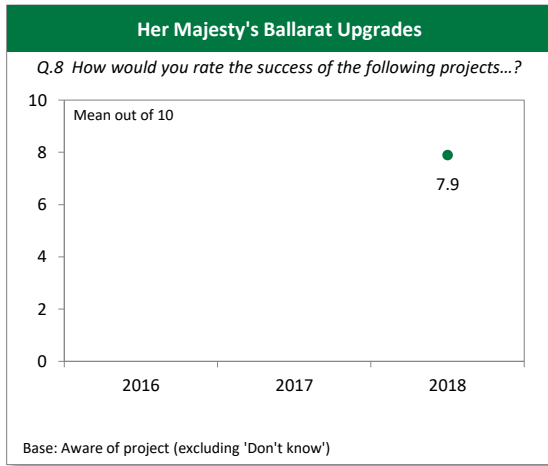
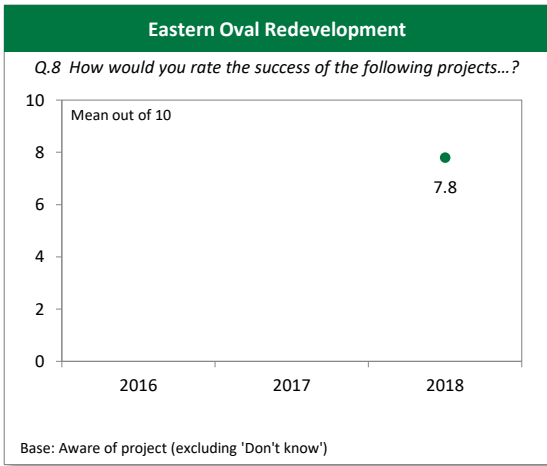


Figure 14 provides a ward analysis of the perceived success of the major projects. This shows that people living in North Ward are less positive towards the Sebastopol Library – Redevelopment, Marty Busch Recreation Reserve – Redevelopment, Ballarat Botanical Gardens Fernery – Redevelopment and Bonshaw Early Learning Centre.

People living in Centre Ward are less positive about the Ballarat West Employment zone, and the Girrabanya Children’s Centre is perceived less positively by people living in South Ward.

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

	2016	2017	2018			
	Total (n=805) Mean	Total (n=800) Mean	Total (n=803) Mean	North Ward (n=291) Mean	Central Ward (n=243) Mean	South Ward (n=269) Mean
Base: Aware of project (excluding 'Don't know')						
Mount Pleasant Kindergarten*			8.2	8.1	8.1	8.4
Lucas Community Hub*			8.1	8.1	8.4	7.8
Her Majesty's Ballarat Upgrades*			7.9	7.8	8.2	7.7
Marty Busch Recreation Reserve - Redevelopment		7.8	7.8	7.4	7.7	8.0
Eastern Oval Redevelopment*			7.8	7.5	7.9	8.0
Ballarat Botanical Gardens Fernery - Redevelopment		7.6	7.7	7.3	8.0	7.7
Bonshaw Early Learning Centre			7.7	6.6	8.6	7.9
Western Link Rd - links Western F'way to the Midland H'way	7.5	7.4	7.6	7.7	7.7	7.3
Girrabanya Children's Centre*			7.6	8.1	8.1	7.0
Ballarat Sports & Events Centre*			7.6	7.4	7.6	8.0
City Oval Redevelopment*			7.6	7.6	7.5	7.7
Mars Stadium redevelopment*			7.5	7.5	7.3	7.8
Sebastopol Library – Redevelopment		7.6	7.4	6.6	7.9	7.6
Ballarat West Employment Zone	6.9	6.9	6.9	7.1	6.3	7.1
Civic Hall – Redevelopment works	3.2	4.5	5.4	5.4	5.3	5.6

\*New item 2018

# 5 Events

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

- Ballarat International Foto Biennale
- Ballarat Winterfest
- Begonia Festival
- Cycling Road Nationals that starts in Ballarat CBD
- Heritage Weekend
- Romancing the Skull Exhibition at the Art Gallery of Ballarat
- Summer Sundays
- Western Bulldogs AFL Match
- White Night

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

Figure 15 shows that White Night had an awareness increase and the highest unprompted awareness (over half of Ballarat people – 56%) as the event that first comes to mind when Ballarat people think of special events that the City of Ballarat delivers for the community. However, after prompting, although there was a decrease, the Begonia Festival still had the most total awareness with the second highest unprompted awareness (47%). A majority of people were aware of other events with the exception of Summer Sundays, Romancing the Skull Exhibition at the Art Gallery of Ballarat and Ballarat International Foto Biennale though the awareness of Cycling Road Nationals that starts in Ballarat CBD and Heritage Weekend has reduced.

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

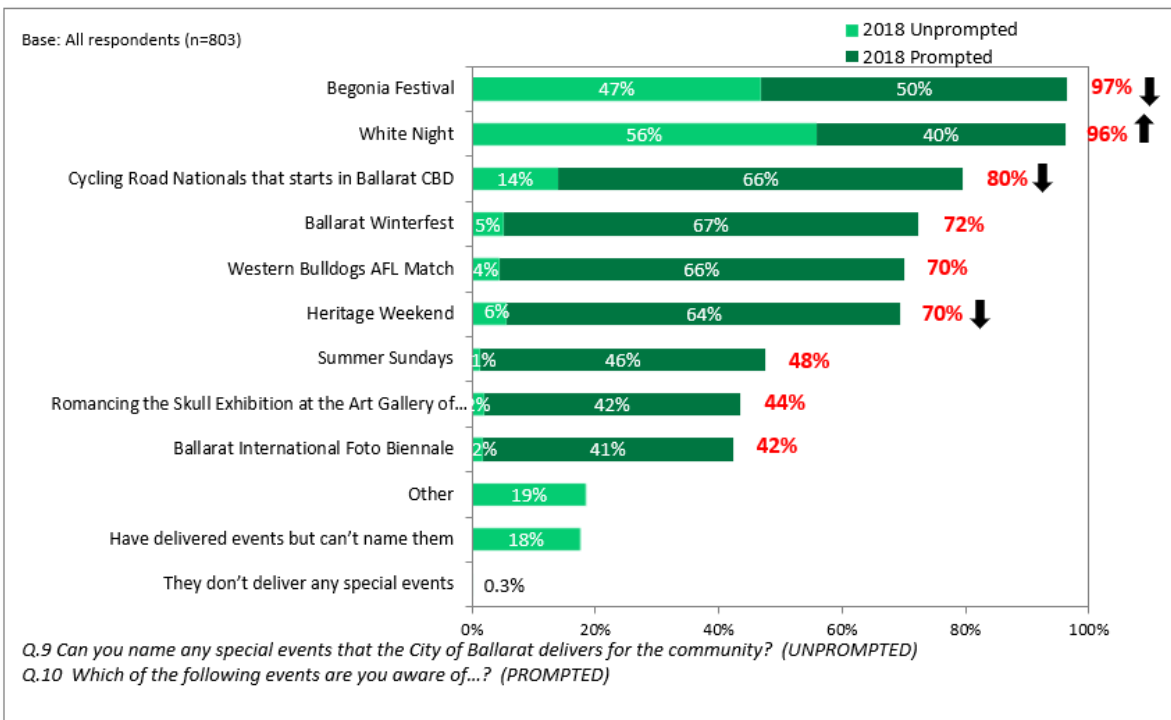


Figure 16 shows that awareness of most special events did not vary substantially across wards with the exception of the Romancing the skull Exhibition at the Art Gallery of Ballart and the Ballarat Winterfest which were less likely to have been noticed by people living in the North Ward and South Ward respectively.

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

	2016	2017	2018			
	Total (n=805) %	Total (n=800) %	Total (n=803) %	North Ward (n=291) %	Central Ward (n=243) %	South Ward (n=269) %
Base: All respondents						
Begonia Festival	100	99	97	99	99	92
White Night		90	96	96	97	96
Cycling Road Nationals that starts in Ballarat CBD	88	86	80	81	83	75
Ballarat Winterfest#			72	73	79	66
Western Bulldogs AFL Match*			70	71	71	68
Heritage Weekend	88	80	70	69	74	67
Summer Sundays		49	48	48	52	43
Romancing the Skull Exhibition at the Art Gallery of Ballarat*			44	37	50	44
Ballarat International Foto Biennale*			42	41	53	35

#Previous wording = Ballarat Winterlude

\*New item 2018

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, ranging from fewer than 1 in 10 to over 2 in 3 of those who were aware of each event had attended in recent years.

White Night (68% of those aware of the event) and the Begonia Festival (52% of those aware of the event) were the most popular. These were followed by Heritage Weekend and Ballarat Winterfest.

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

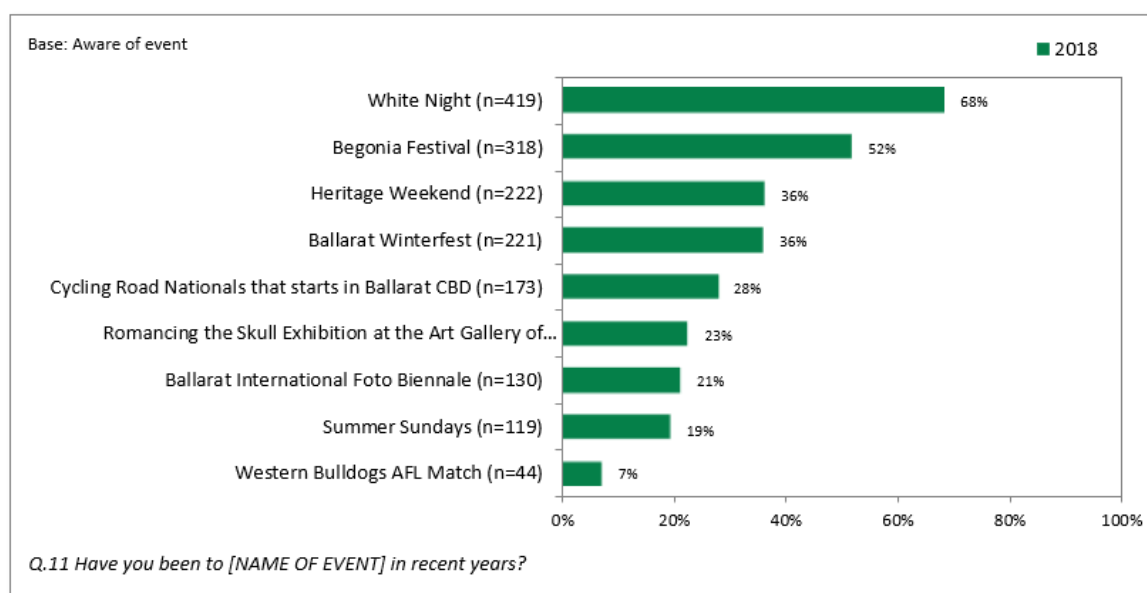


Figure 18 provides time series comparisons for attendance to each event in recent years. It shows that the attendance to Begonia Festival, Cycling Road Nationals, Heritage Weekend and Summer Sundays of those who aware of the events has reduced while more of those aware of White Night attended the event.

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?

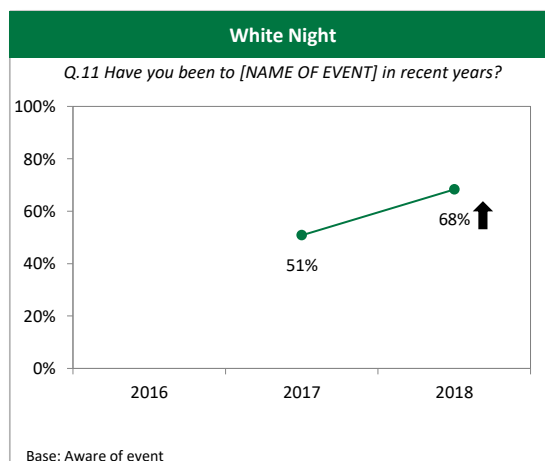
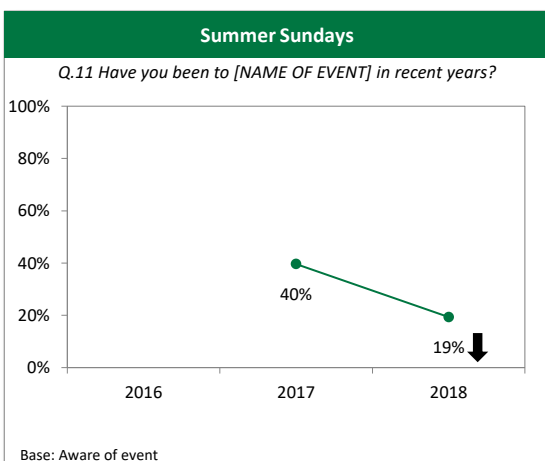
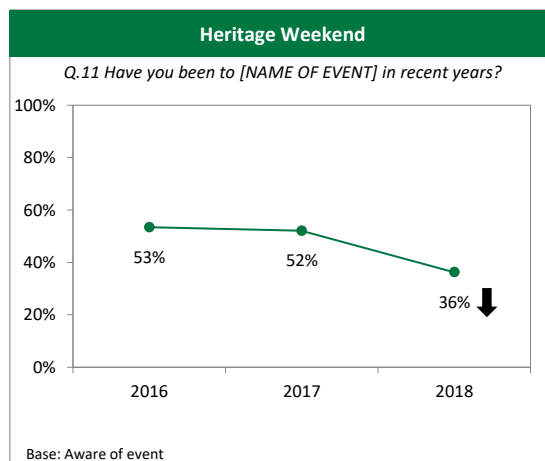
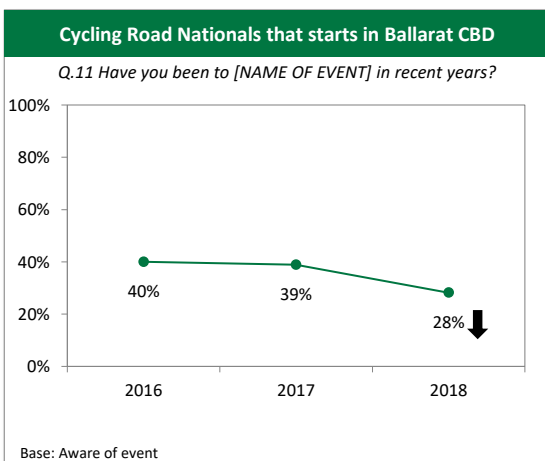
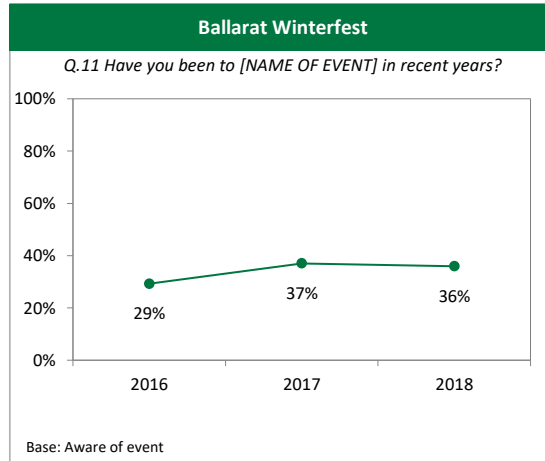
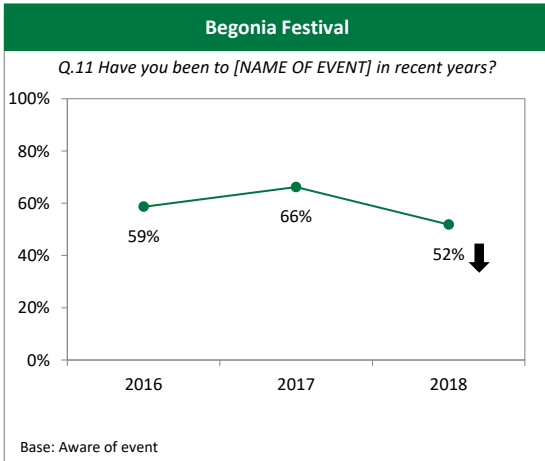


Figure 18 continued:

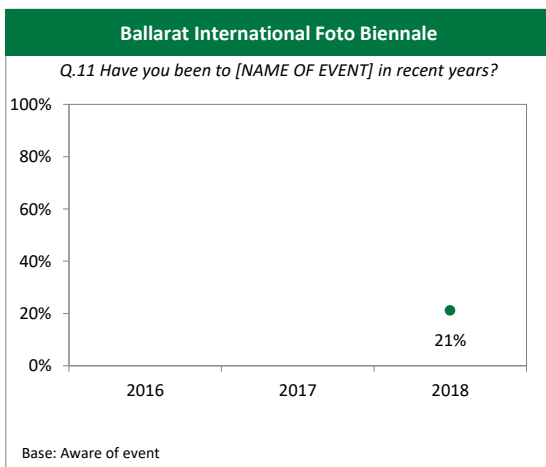
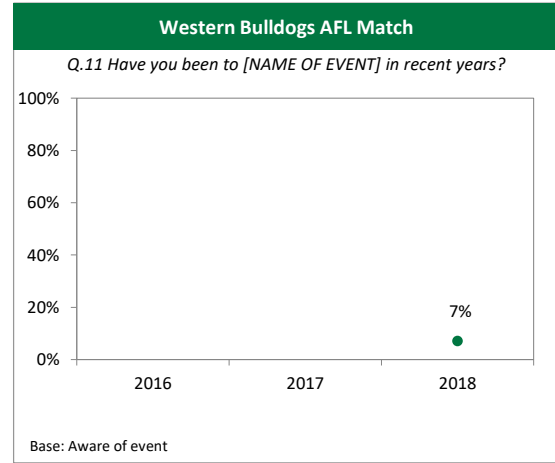
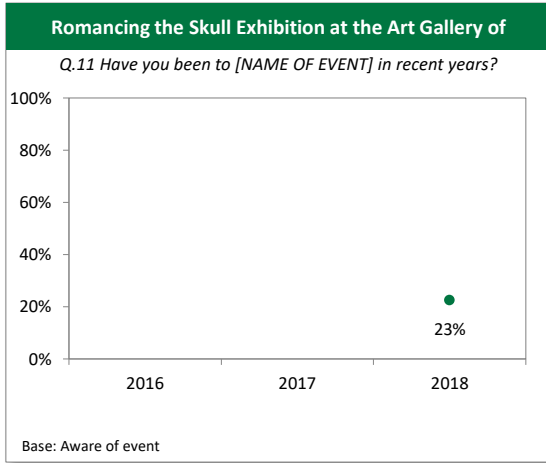




Figure 19 shows that all events rated well with the lowest being the Cycling Road Nationals (7.7 out of 10). Those who attended Western Bulldogs AFL Match reported a very high rating of 8.9 out of 10 for this event.

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

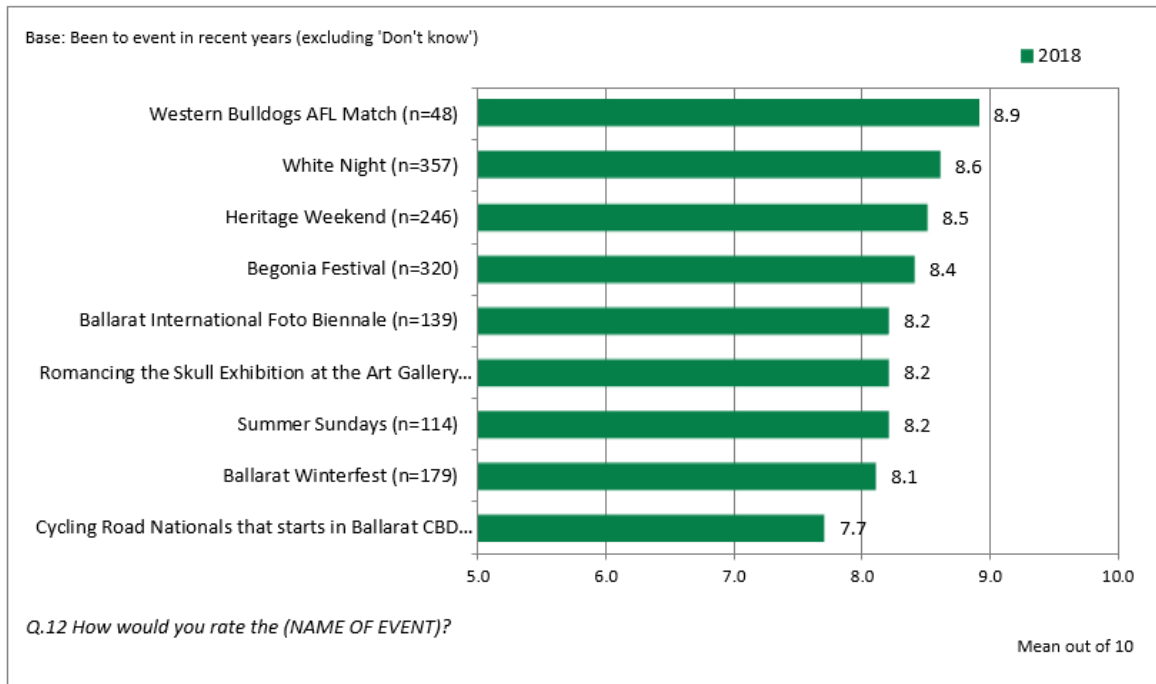


Figure 20 provides a time series comparison for those events which were also rated in earlier survey collections. It shows that there have not been statistically significant increases and decreases in ratings across all events.

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



Figure 20 continued:

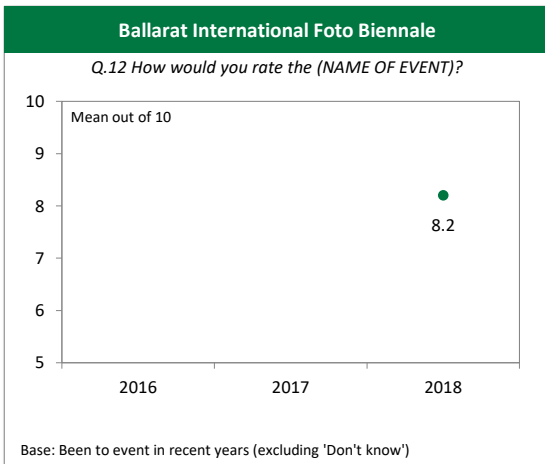
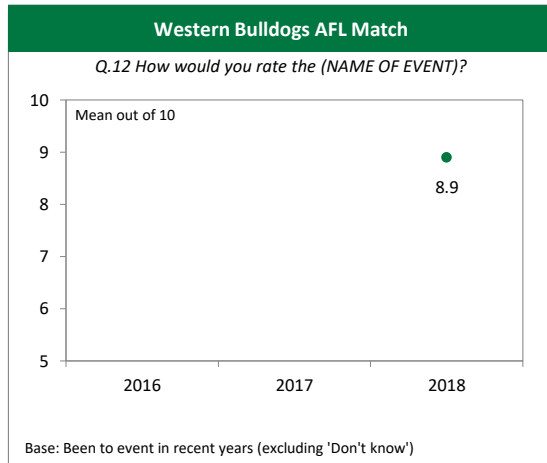
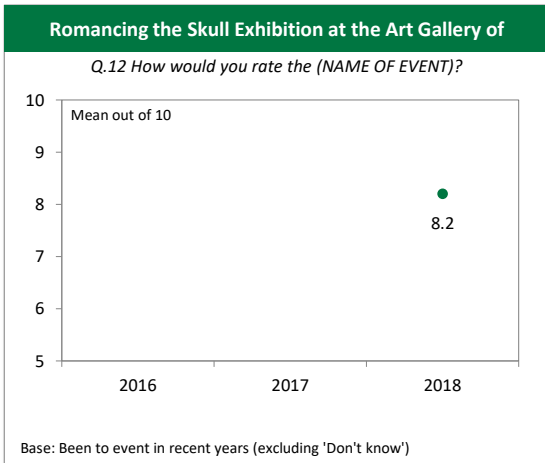


Figure 21 shows that compared with people living in the other wards, people living in the Central Ward provided lower ratings for Cycling Road Nationals and Western Bulldogs AFL Match and higher ratings for Heritage Weekend and Romancing the Skull Exhibition.

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

	2016	2017	2018			
	Total (n=805) Mean	Total (n=800) Mean	Total (n=803) Mean	North Ward (n=291) Mean	Central Ward (n=243) Mean	South Ward (n=269) Mean
Base: Been to event in recent years (excluding 'Don't know')						
Western Bulldogs AFL Match (n=48)			8.9	9.0	8.7	9.2
White Night (n=357)		9.0	8.6	8.7	8.4	8.7
Heritage Weekend (n=246)	8.2	8.2	8.5	8.3	8.8	8.2
Begonia Festival (n=320)	7.7	7.8	8.4	8.2	8.4	8.5
Summer Sundays (n=114)		8.2	8.2	8.4	8.0	8.3
Romancing the Skull Exhibition (n=84)			8.2	7.8	8.5	8.1
Ballarat International Foto Biennale (n=139)			8.2	8.3	8.2	8.0
Ballarat Winterfest (n=179)			8.1	8.1	8.0	8.3
Cycling Road Nationals that starts in Ballarat CBD (n=178)	8.3	7.7	7.7	8.3	7.4	7.8

Figure 22 shows that in the 12 months leading up to the survey, 75% of Ballarat people reported that they had visited Ballarat Botanical Gardens, and this was followed by The Art Gallery of Ballarat (42%) and Her Majesties Theatre (41%) both of which have had fewer visitors this year. Overall 82% had visited at least one of the named venues in the 12 months leading up to the survey, which increased from 71% in 2017.

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

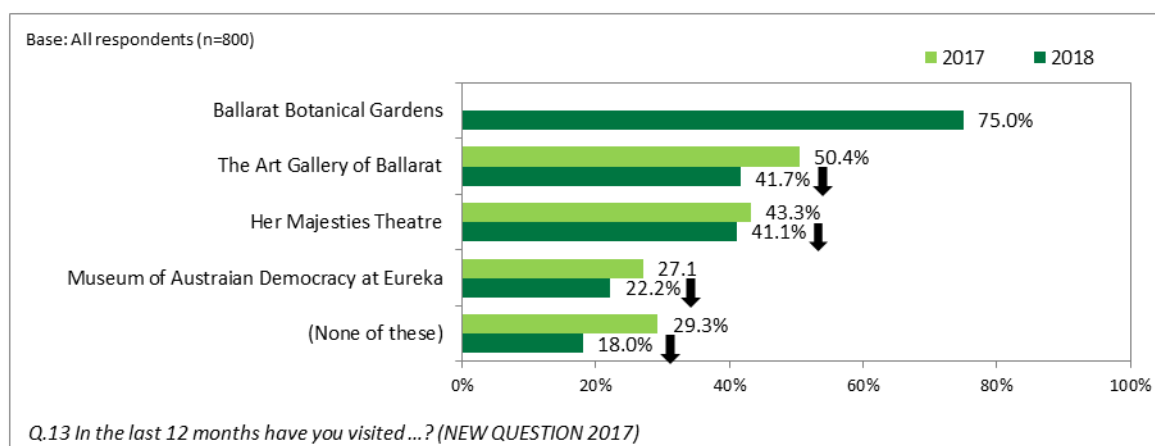
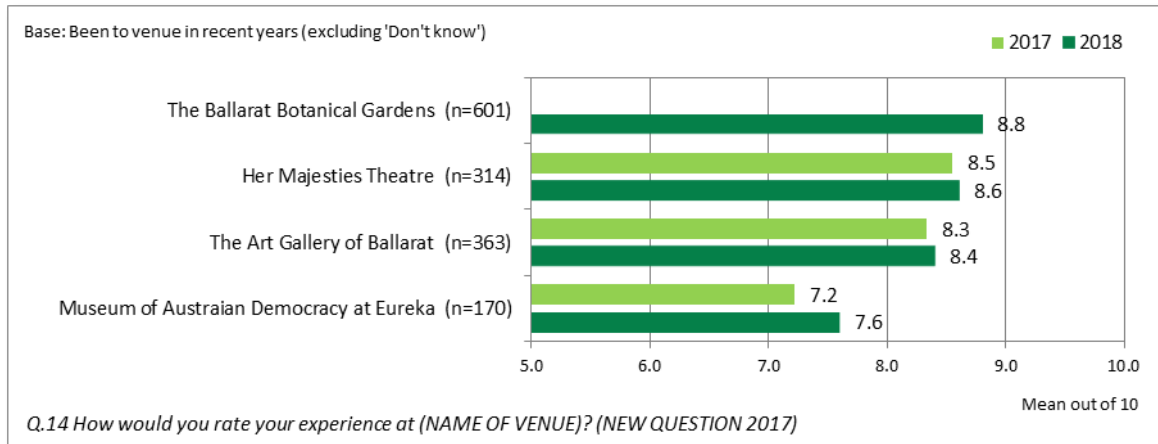


Figure 23 shows the ratings of those who had visited one of the named venues. High ratings were provided for all venues except the Museum of Australian Democracy at Eureka which was rated much lower at 7.6 out of 10.

*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

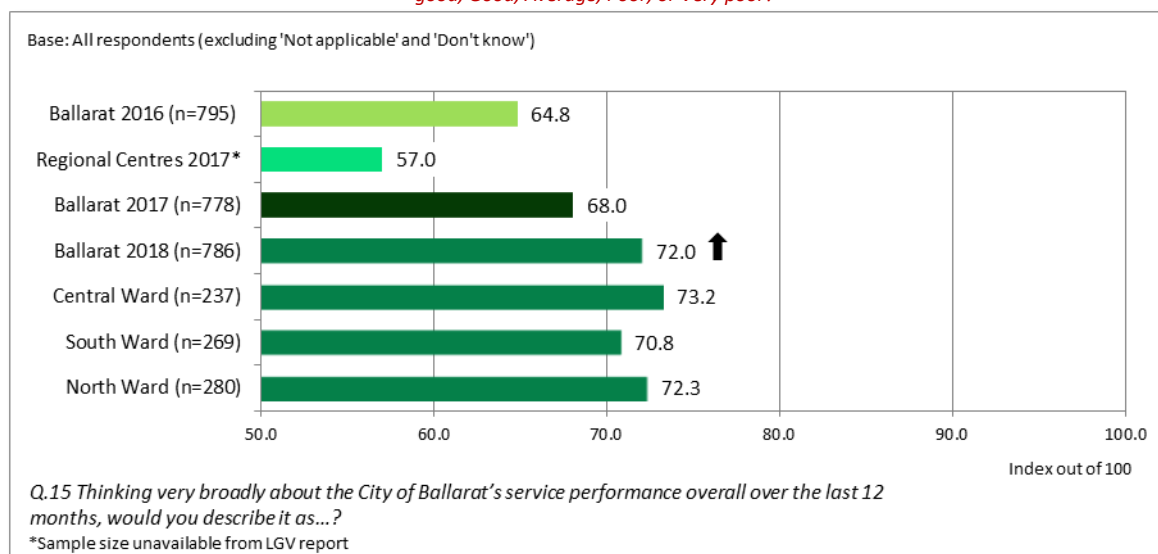
Figure 24 shows that satisfaction with the Council's overall performance is at a higher level in 2018 with an index score of 72.0 (out of 100). Those living in the South Ward were the comparatively less satisfied with a score of 70.8 compared with the North Ward at 72.3 and the Central Ward at 73.2.

Ballarat shows a substantially higher perception of overall Council performance when compared with other Victorian regional centres (57 out of 100 representing a low satisfaction level)<sup>1</sup>.

The 2018 result for Ballarat represents a statistically significant increase compared with the 2017 score of 68.0 (out of 100).

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?



<sup>1</sup> The question on the Community Satisfaction Survey (CSS) coordinated by Local Government Victoria (LGV) was: "On balance, for the last 12 months, how do you feel about the performance of council, not just on one or two issues, but overall across all responsibility areas?" Caution should be used when comparing Ballarat's results with this question.

Figure 25 provides a demographic analysis of overall satisfaction with Council’s performance. Notable variations included lower satisfaction for people aged between 55 and 74, single parent with children at home and single household. However, all demographic categories had an increase on ratings with the exception of female, single parent with children at home and single household.

Figure 25: Perceptions of overall Council performance changes over time – time series  
 Q.15 Thinking very broadly about the City of Ballarat’s service performance overall over the last 12 months, would you describe it as...?

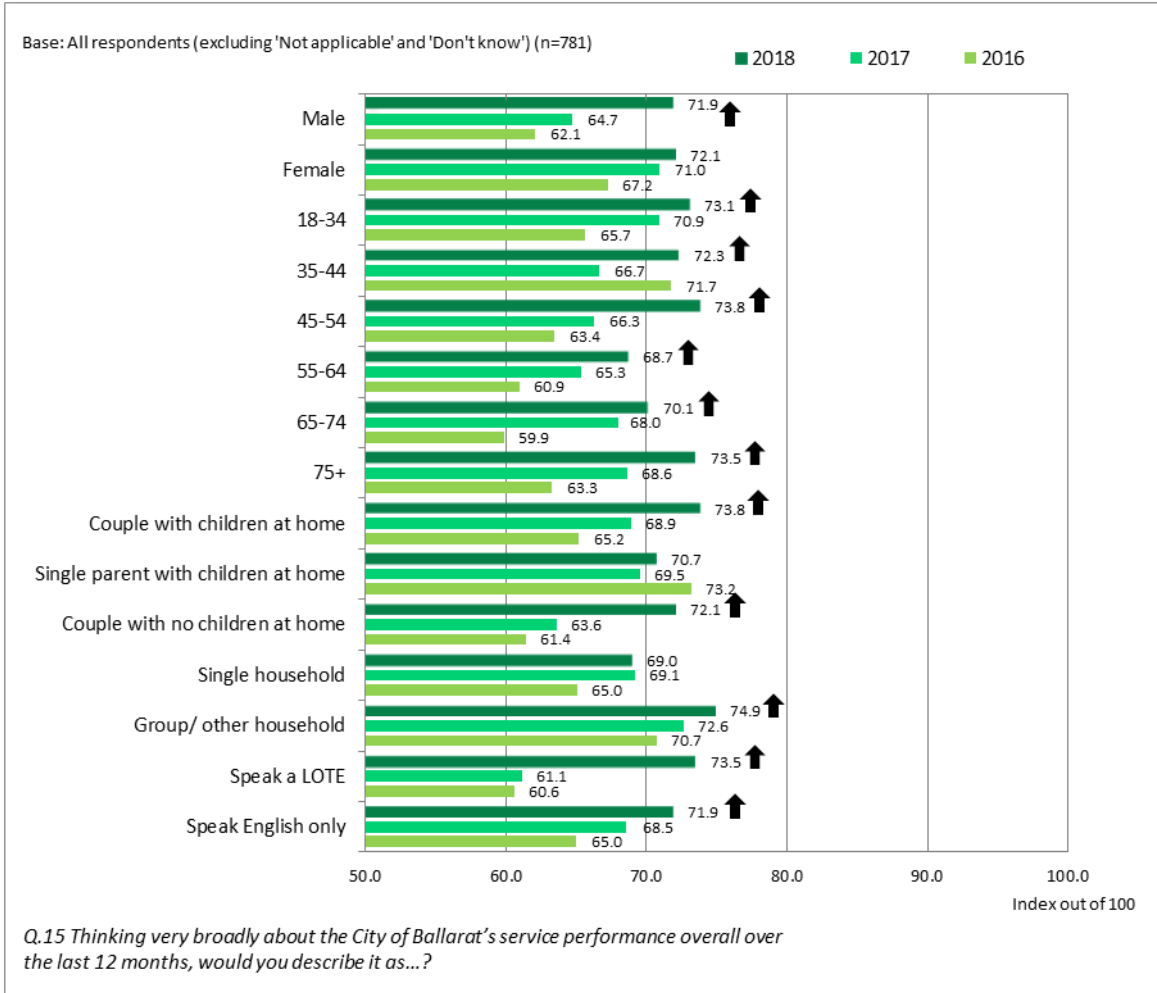


Figure 26 confirms that fewer Ballarat people in 2018 have felt that the direction of the City of Ballarat’s overall performance has improved compared with 2017 while more Ballarat people thought that the overall performance has stayed the same or deteriorated when compared to ratings from previous years.

Figure 26: 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?

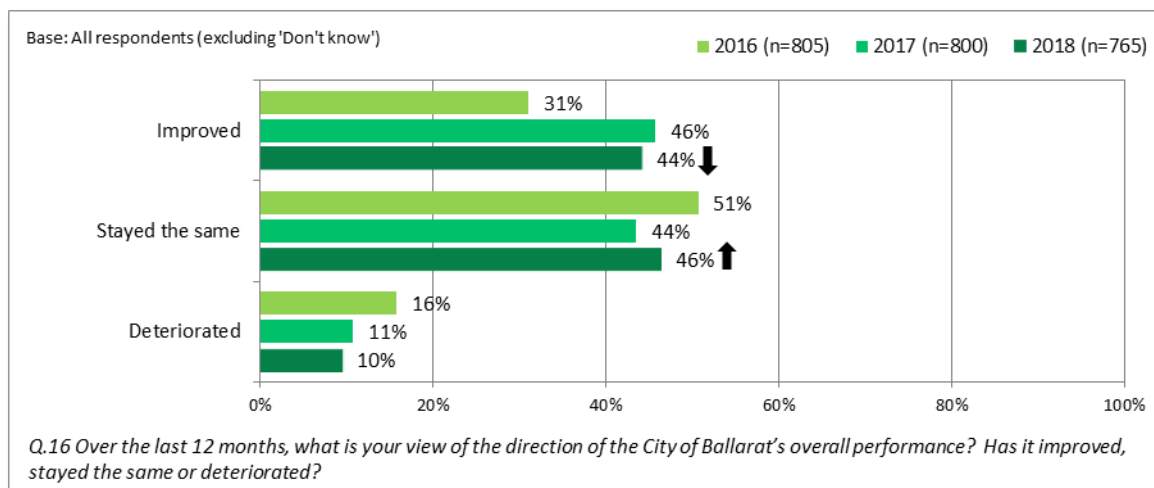
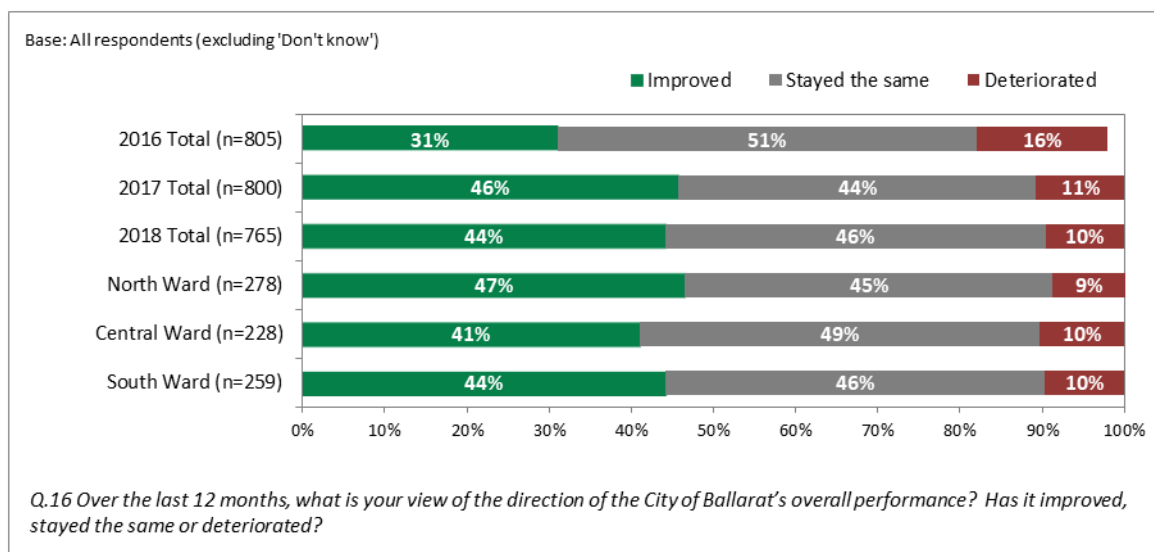


Figure 27 shows that around 2 in 5 of the Ballarat people (44%) felt that the Council’s performance has improved over the last 12 months. A total of 10% felt the Council’s performance had deteriorated and hence the net improvement can be calculated (improved minus deteriorated) at 34 percentage points (down from 35 percentage points). People from the Central Ward were less likely to have felt that there had been an improvement with a net improvement at 31 percentage points.

Figure 27: 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 28 shows that the Ballarat community had a low level of satisfaction with the Council’s performance on the three indicators of advocacy and engagement, with a statistically significant improvement for lobbying on behalf of the community and a statistically significant decline for decisions made in the interest of the community compared to 2017.

The Ballarat scores in 2018 are higher than the Victorian regional centre average for 2017.

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

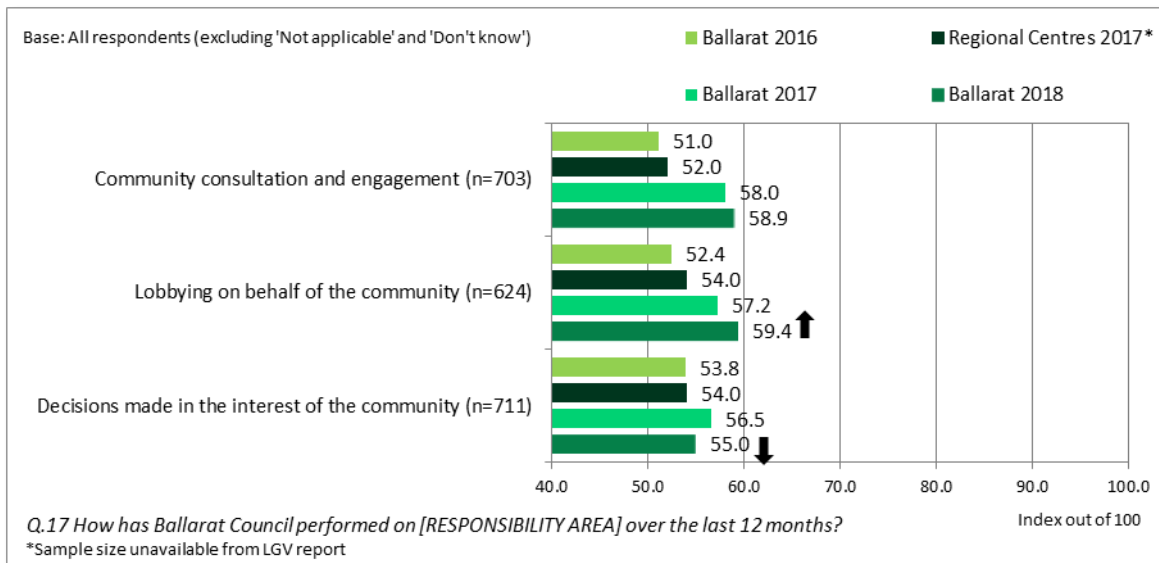


Figure 29 shows that on these indicators of advocacy and engagement, there was little variation across wards.

Figure 29: Performance on advocacy and engagement – by ward  
 Q.17 How has Ballarat Council performed on (READ IN RESPONSIBILITY AREA) over the last 12 months?

	2016	2017	2018			
	Total	Total	Total	North Ward	Central Ward	South Ward
Base: All respondents (excluding 'Not applicable' and 'Don't know')	(n=805)	(n=800)	(n=803)	(n=291)	(n=243)	(n=269)
	<i>Index</i>	<i>Index</i>	<i>Index</i>	<i>Index</i>	<i>Index</i>	<i>Index</i>
Lobbying on behalf of the community	51.0	56.5	59.4	62.0	56.4	59.4
Community consultation and engagement	53.8	58.0	58.9	58.6	57.7	60.3
Decisions made in the interest of the community	52.4	57.2	55.0	55.5	55.3	54.2

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 30 shows that the decision making around the future use of Civic Hall was a key source of negativity towards the Council's performance in advocacy and engagement. Following this was the example of the infrastructure. Other than these two specific examples, survey respondents provided general comments about the Council being indecisive, the prioritisation on the needs of all the communities, parking and services or facilities. However, the perception of Council's performance in making decisions for the livestock saleyards had a significant improvement.

Around 2 in 5 respondents (39%) could not provide any specific examples (compared with 36% in 2017).

Figure 30: 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?

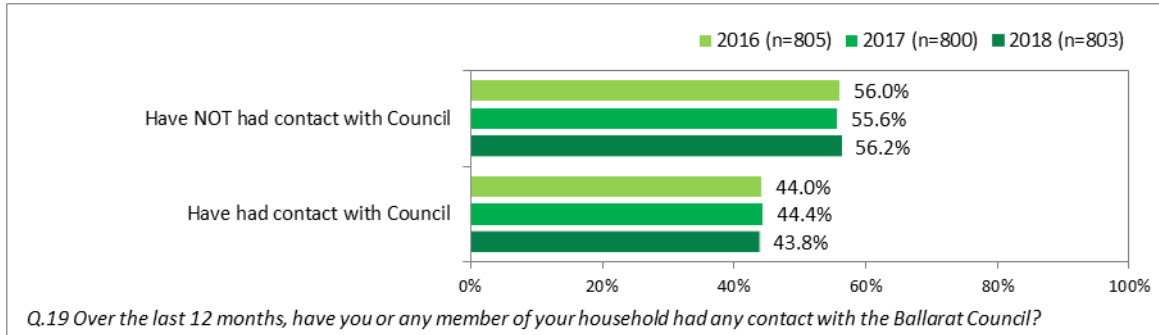
	2016	2017	2018			
	Total (n=700)	Total (n=696)	Total (n=657)	North Ward (n=241)	Central Ward (n=200)	South Ward (n=216)
Base: Rated decisions made in the interest of the community less than 'very good'	%	%	%	%	%	%
Civic Hall/ City Hall/ Town Hall	42	29	24	22	30	21
Infrastructure	6	6	15	15	14	15
Indecisive/ take too long - issue with decisions made	15	12	9	9	7	10
Services / facilities*		3	8	9	9	6
Prioritise/ listen to/ consider the needs of all the communities in the council	7	5	8	8	7	9
Parking*		7	8	4	10	10
The Railway Precinct	1	6	6	4	8	8
Council spending - wasting money, overseas trips, personal use	15	7	6	6	9	4
Communication and consultation	6	3	4	5	1	5
Public transport	2	3	3	3	5	2
Rates	4	3	2	2	5	1
Saleyards/ Stockyards	24	17	2	5	0	1
Eureka Stadium*		1	2	1	5	0.8
Green waste/ recycling bins	8	2	1	2	0	1
Managing/ maintaining/ preserving heritage	1	0.3	0.9	0.6	0.8	1.2
Tourist Information Centre/ Visitors Centre	3	0.2	0.2	1	0.0	0.0
Aquatic centre/ Swimming pools	2	1	0	0	0	0
Other	13	9	0	0	0	0
No/ can't think of any	29	36	39	39	39	39

### 6.3 Customer service

Over the last 12 months, a total of 43.8% of survey respondents reported that they have had contacted the Council (refer to Figure 31).

Figure 31: Contact with the Council

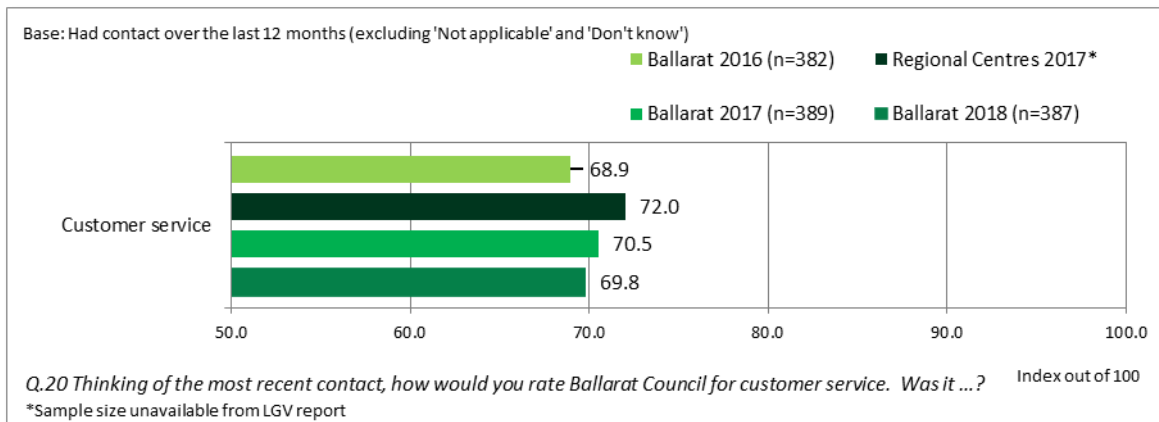
Q.19 Over the last 12 months, have you or any member of your household had any contact with the Ballarat Council?



Of the 352 survey respondents who had contacted Council, there was a moderate level of satisfaction with the customer service they received (refer to Figure 32) and this was inferior to other Victorian regional centres, and slightly lower than the score received in 2017.

Figure 32: 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 ...?



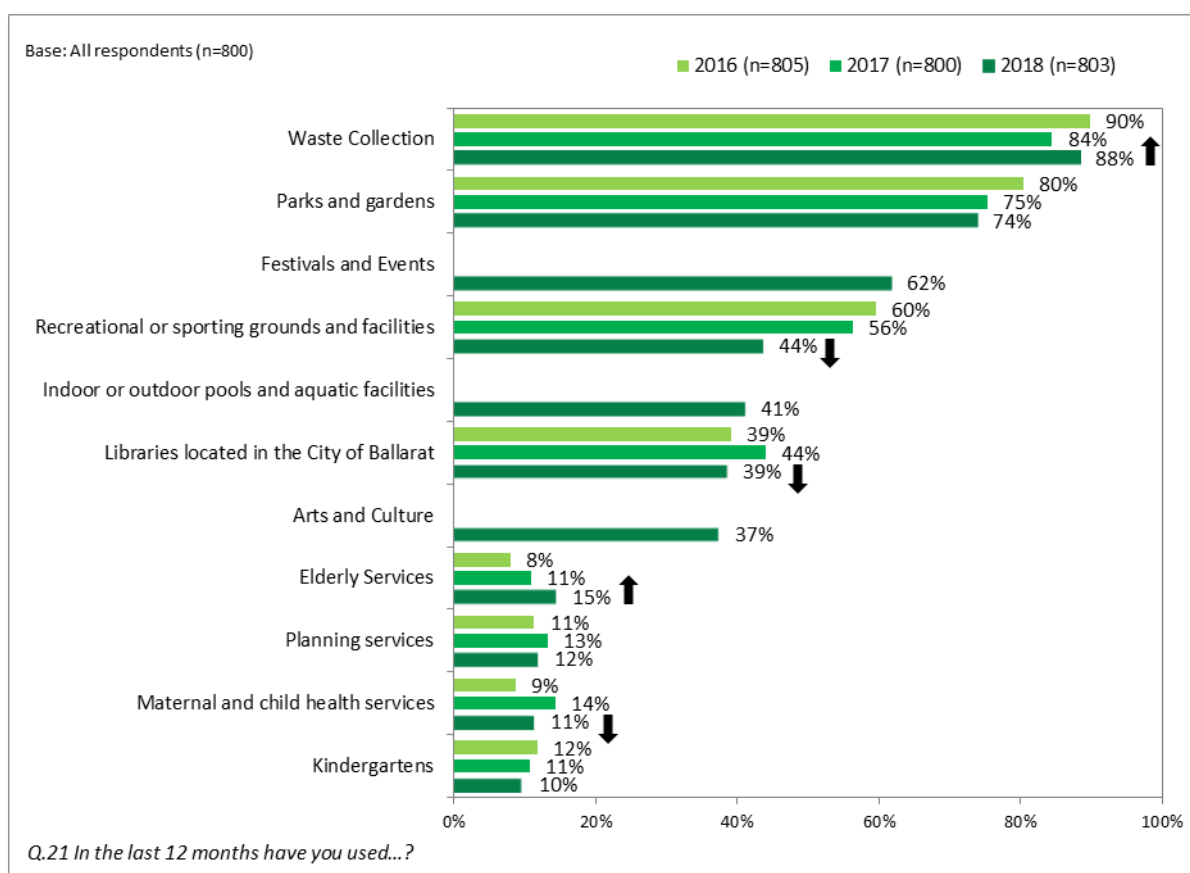
## 6.4 Performance in delivering a range of services

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

- Arts and Culture
- Elderly Services
- Festivals and Events
- Indoor or outdoor pools and aquatic facilities
- Kindergartens
- Libraries located in the City of Ballarat
- Maternal and child health services
- Parks and gardens
- Planning services
- Recreational or sporting grounds and facilities
- Waste Collection

Figure 33 shows that the proportion of people who use these Council services ranges from 88% for waste collection down to 10% for kindergartens. Compared to 2017, there are increases for the usages of elderly services and waste collection and decreases in using recreational or sporting grounds and facilities, maternal and child health services and libraries located in the City of Ballarat.

Figure 33: Usage of Council services  
Q.21 In the last 12 months have you used (INSERT SERVICE)?



Users of each Council service were asked to rate their perceptions of Council’s delivery of the service. Figure 34 shows that there is a high or very high level of satisfaction with almost all of the Council services. However, the top rating for kindergartens as well as the high score for maternal and child health services may be led by the substantially smaller numbers of users but high ratings. Among the other services, arts and culture had the highest rating. Those who had used planning services however, reported a substantially low level of satisfaction with an index score of 52.7 (out of 100).

Figure 34: 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 ...?

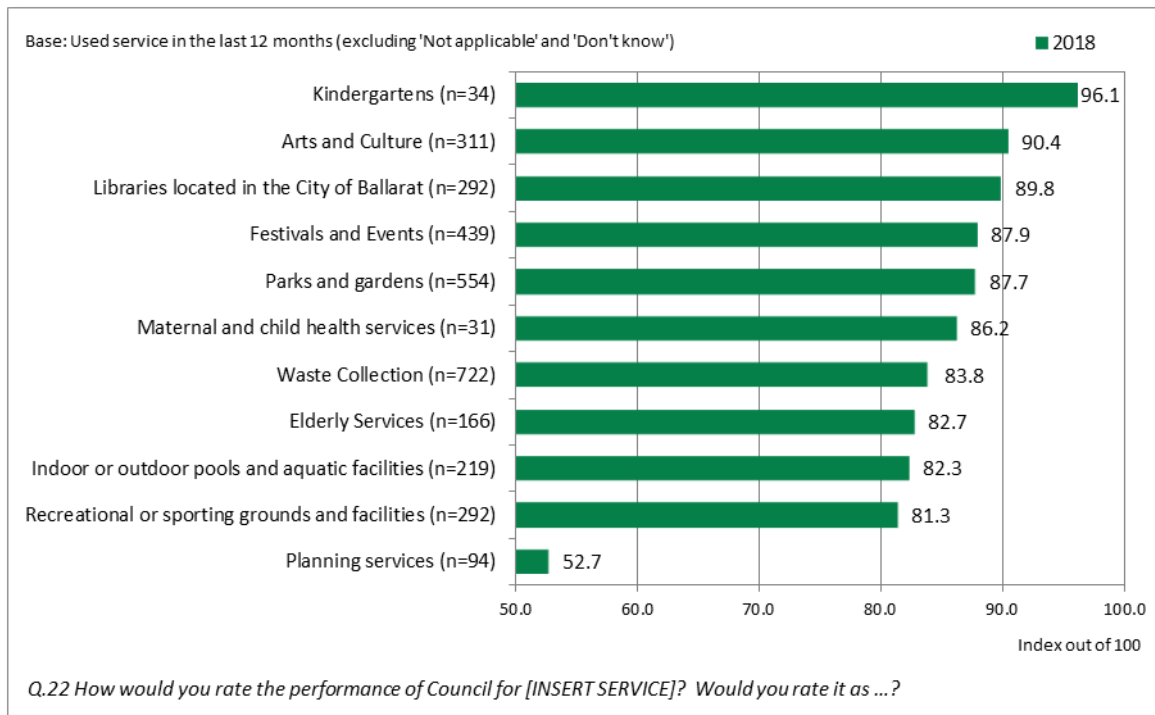


Figure 35 provides time series comparison with 2017 results. There has been a statistically significant reduction in satisfaction from users of planning services in 2018.

Figure 35: 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 ...?

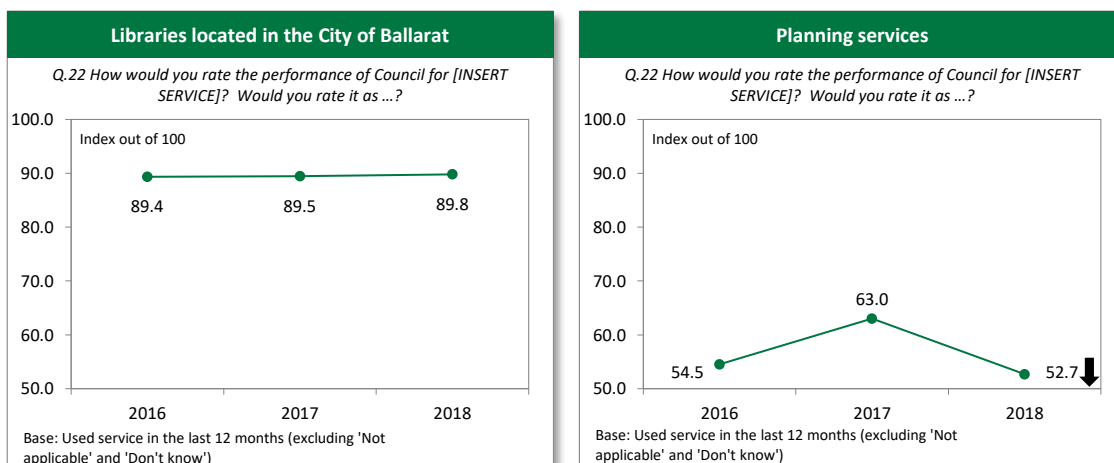


Figure 35 (cont.) also shows that there have been statistically significant increases in satisfaction amongst users of maternal and child health services, kindergartens, waste collection and elderly services in 2018. A statistically significant decrease was evident for users of recreational or sporting grounds and facilities.

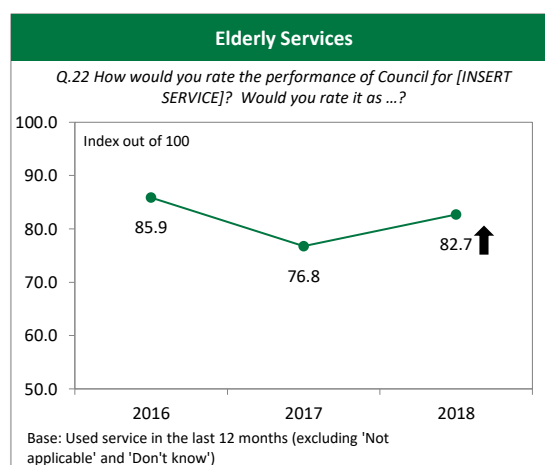
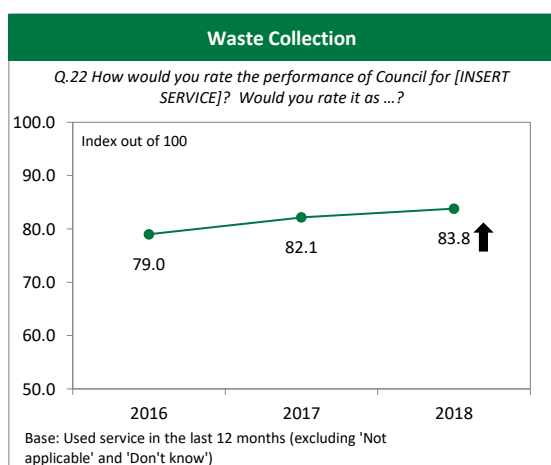
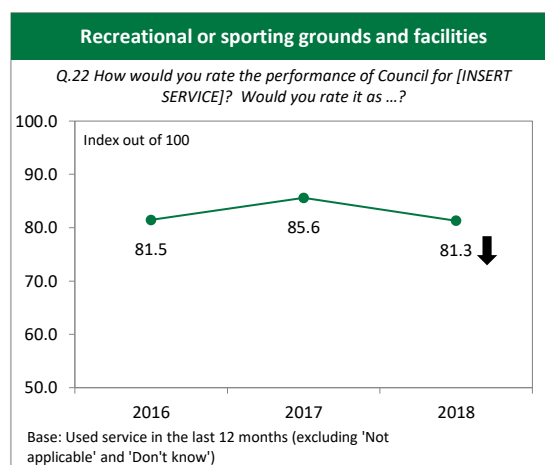
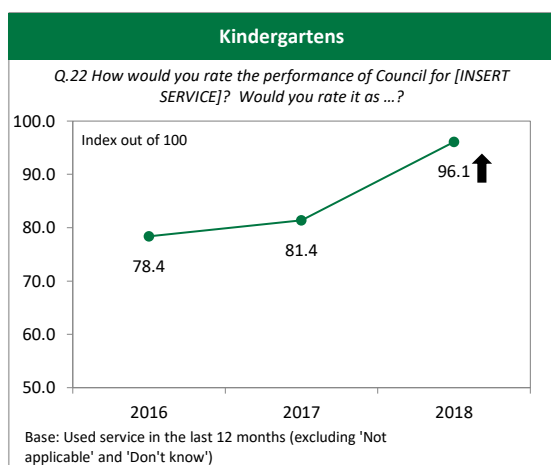
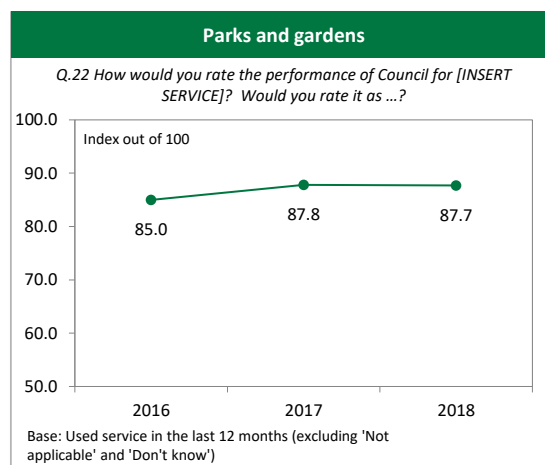
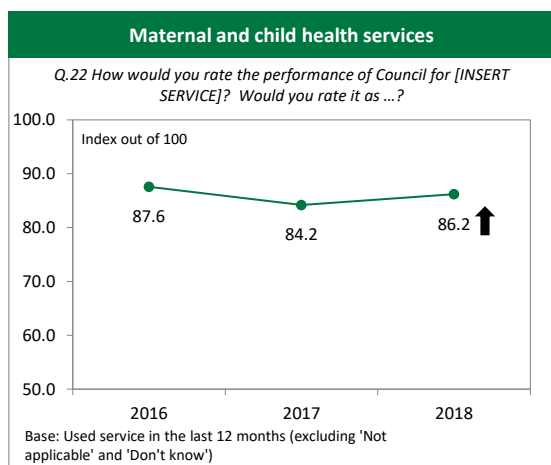
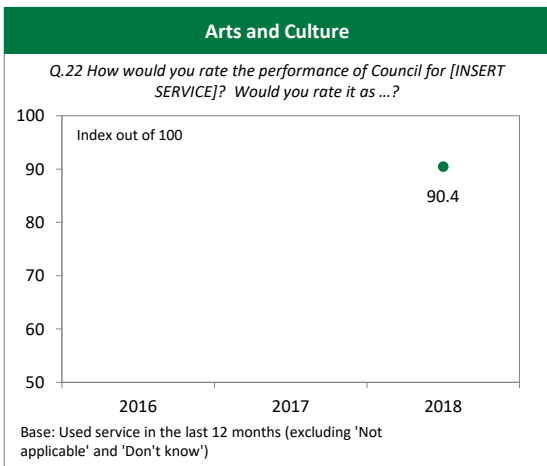
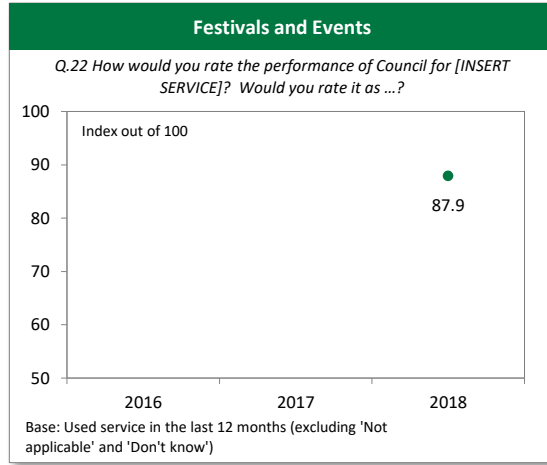
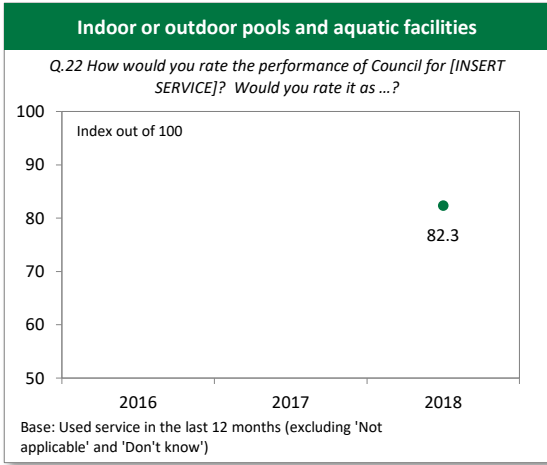


Figure 35 continued:



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

- Waste and recycling collections
- The condition of sealed local roads in your area
- The maintenance and renewal of footpaths
- The maintenance and renewal of local roads

Figure 36 shows that whilst waste and recycling collections 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 36: Perceptions of Council's infrastructure service delivery - current year  
Q.23 How would you rate the performance of Council for (INSERT SERVICE)?

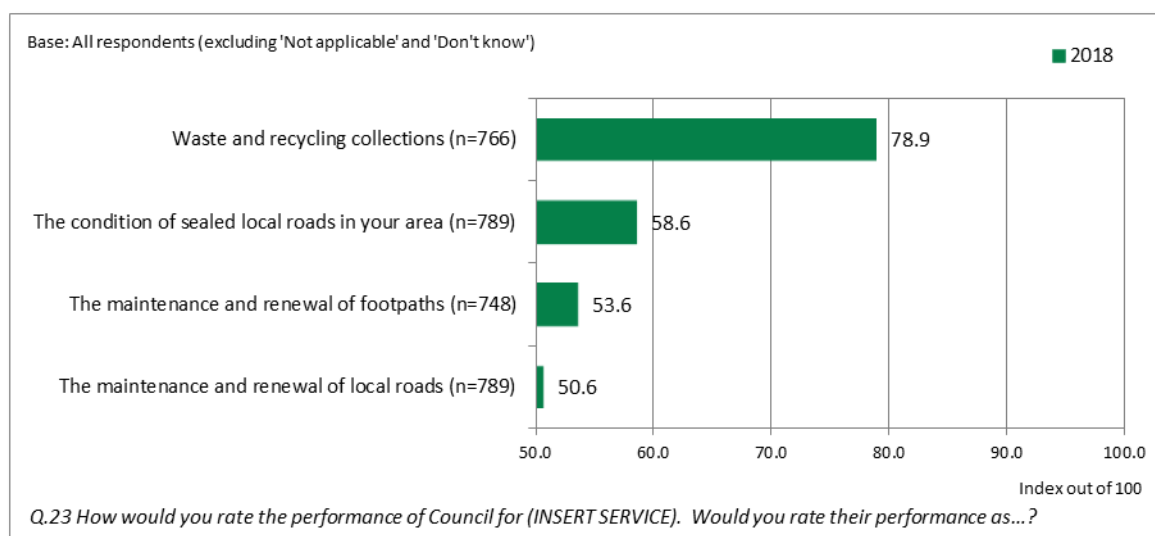


Figure 37 provides time series comparison with 2017 results. There has not been any statistically significant improvement and decreasing in satisfaction with all four categories of Council's infrastructure service delivery in 2018.

Figure 37: Perceptions of Council's infrastructure service delivery - time series  
Q.23 How would you rate the performance of Council for (INSERT SERVICE)?

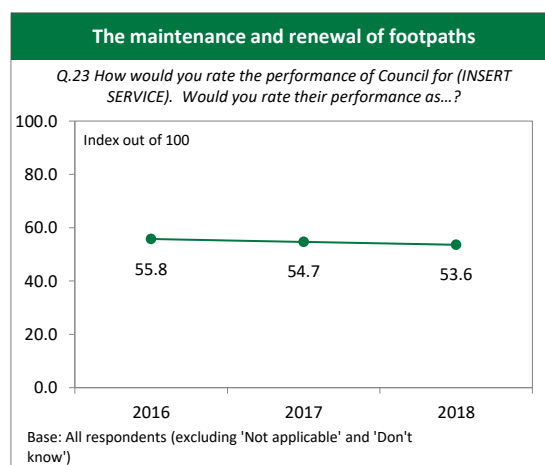
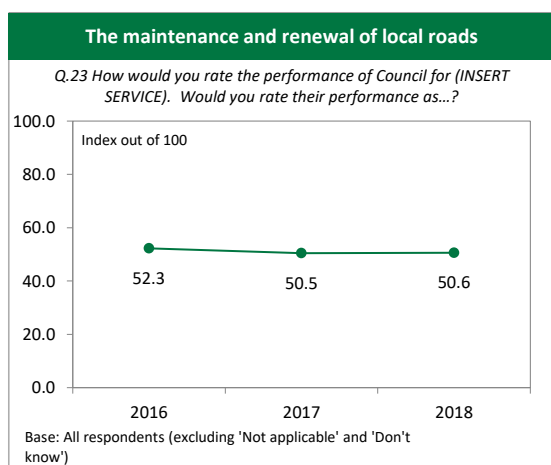




Figure 37 continued:

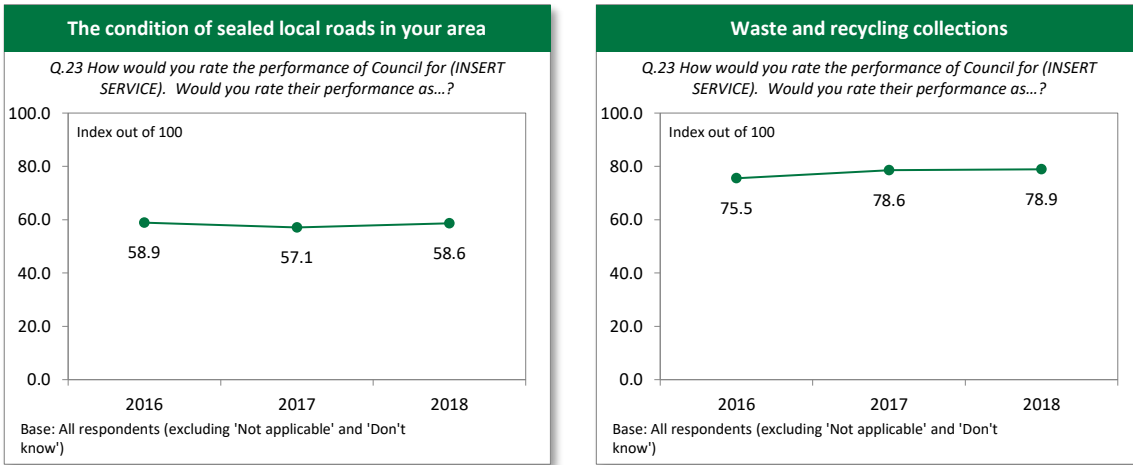
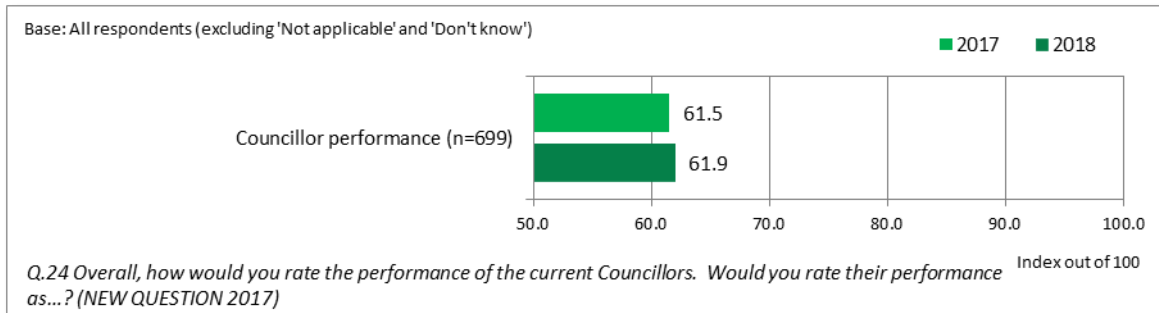


Figure 38 provides responses to the perceptions of the performance of current Councillors. An overall index rating is 61.9 (out of 100) in 2018. Compared to 2017, there is no statistically significant improvement. This indicates that there is still some room for improving the perceptions of Ballarat people towards their current Councillors.

Figure 38: 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 and printed newspaper were the main mode mentioned (44%) in 2018, followed by online news as shown in Figure 39.

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

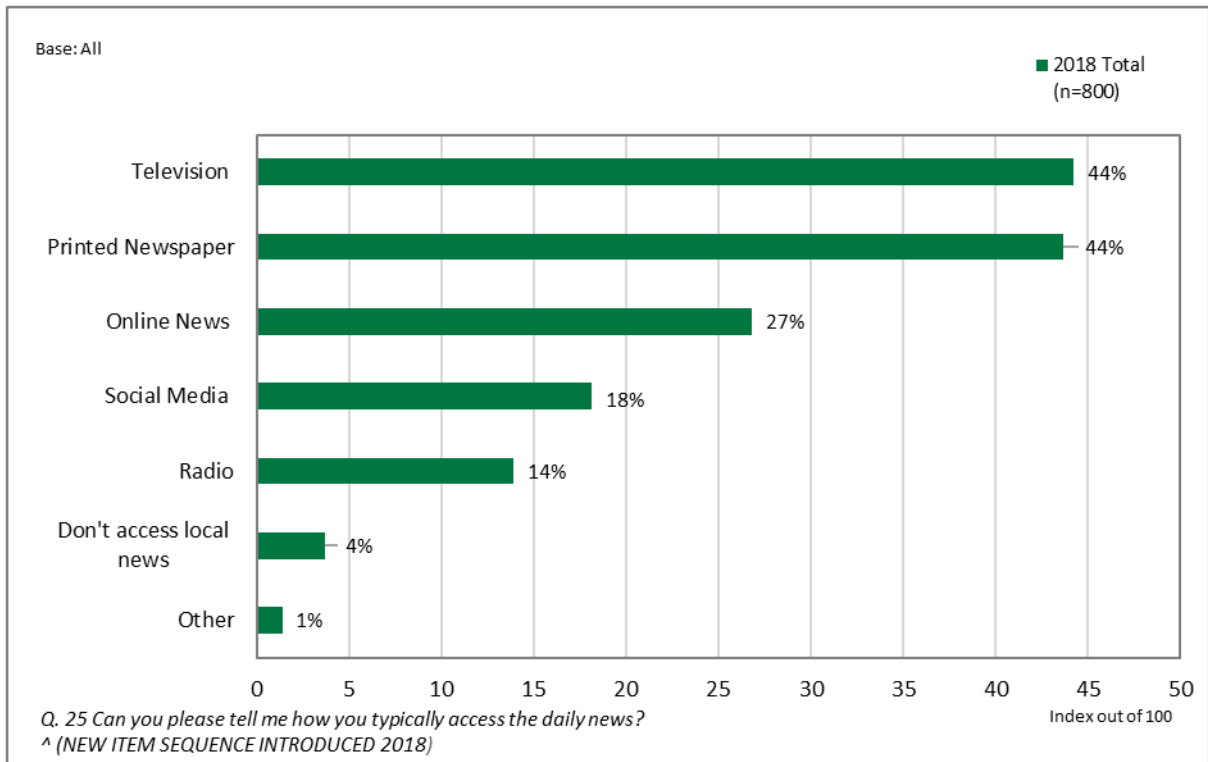


Figure 40 provides a ward analysis of modes for accessing daily news. It shows that people living in the Central Ward accessed printed newspaper for daily news more than people living in the other wards while they used social media less.

Figure 40: Modes for accessing daily news – by ward  
 Q.25 Can you please tell me how you typically access the daily news?

	2018 Total	North Ward	Central Ward	South Ward
Base: All respondents	(n=800)	(n=292)	(n=229)	(n=280)
	%	%	%	%
Television	44	40	43	50
Printed Newspaper	44	41	60	33
Online News	27	33	22	25
Social Media	18	20	11	22
Radio	14	11	19	12
Don't access local news	4	3	4	4
Other	1	2	2	1

^New item sequence for Q25 introduced 2018

Survey respondents were asked to specify which newspaper they accessed where they answered printed newspaper as the mode for accessing daily news. Figure 41 shows that The Courier was the main newspaper Ballarat people accessed for daily news (92% in 2018). Compared with 2017, The Courier, Herald Sun and The Age had statistically significant growths on people’s access, where the increase in The Courier was more than double. However, the significant growth for The Courier may be caused by the change of the question structure in 2018.

Figure 41: Printed newspaper for accessing daily news  
 Q.25a You said you access local news through Printed Newspapers, which ones do you access? ^

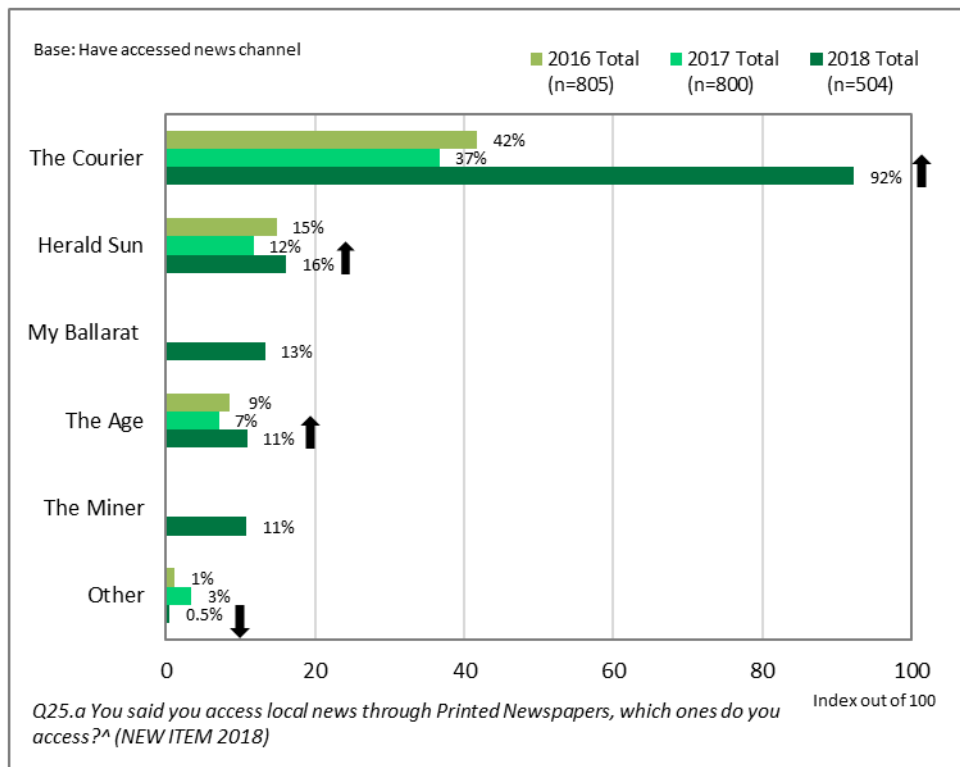


Figure 42 shows that, fewer people living in the South Ward reached My Ballarat for daily news than people living in the other wards while much more people living in the North Ward accessed daily news by The Age.

Figure 42: Printed newspaper for accessing daily news – by ward  
 Q.25a You said you access local news through Printed Newspapers, which ones do you access? ^

	2018 Total (n=504)	North Ward (n=119)	Central Ward (n=138)	South Ward (n=93)
Base: Have accessed news channel	%	%	%	%
The Courier	92	91	92	95
Herald Sun	16	20	14	15
My Ballarat	13	20	12	7
The Age	11	21	9	1
The Miner	11	13	8	11
Other	0.5	0.4	0.7	0.5

^New item in 2018. 2017&2016 items matched where appropriate

Survey respondents were asked to specify which online news they accessed where they selected online news as the mode for accessing daily news. Figure 43 shows that The Courier Online was the major online news platform Ballarat people visited for daily news in 2018 while Council’s website had a substantially smaller proportion of visitors.

Figure 43: Online news for accessing daily news  
 Q.25b You said you access local news through Online News, which ones do you access? ^

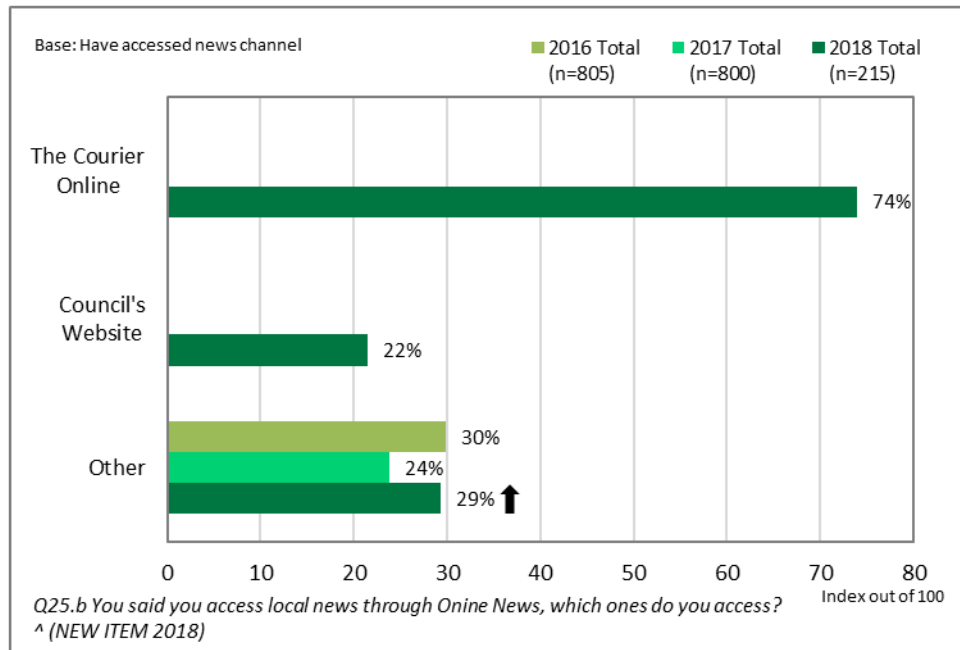


Figure 44 shows that compared with people living in the other two wards, more people living in the Central Ward visited Council’s website for daily news and more people living in the South Ward chose to access other online news rather than The Courier Online and Council’s website.

Figure 44: Online news for accessing daily news – by ward  
 Q.25b You said you access local news through Online News, which ones do you access? ^

	2018 Total (n=215)	North Ward (n=95)	Central Ward (n=50)	South Ward (n=69)
Base: Have accessed news channel	%	%	%	%
The Courier Online	74	76	73	72
Council's Website	22	17	32	21
Other	29	24	26	38

^New item in 2018. 2017&2016 items matched where appropriate

Survey respondents were asked to specify which channel they watched where they answered television as the mode for accessing daily news. Figure 45 shows that WIN was the main television channel that over half Ballarat people watched for daily news in 2018 (56%). This was followed by Prime/Seven (37%) and Nine (36%). Compared to 2017, all listed channels had statistically significant increases in the number of news audience with the exemption of Nine.

Figure 45: Television channels for accessing daily news  
 Q.25.c You said you access local news through Television, which ones do you access? ^

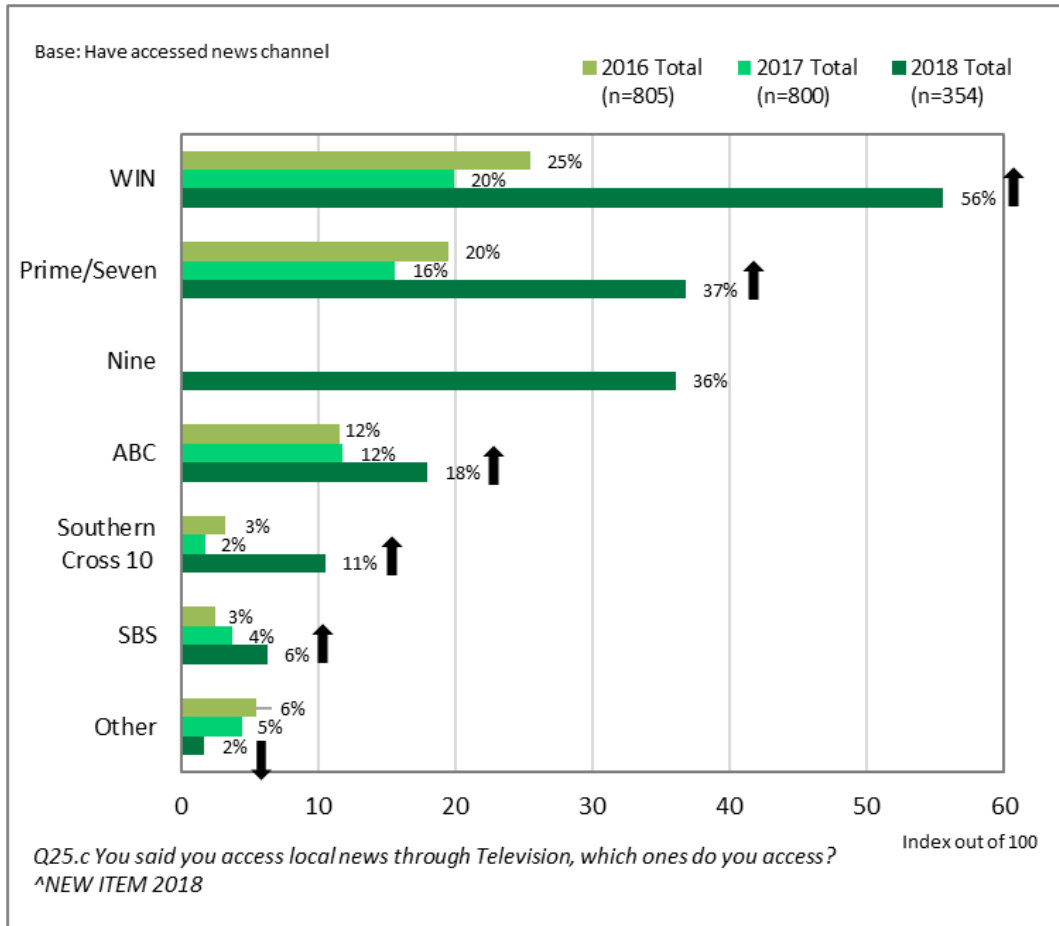


Figure 46 shows that fewer people living in the South Ward watched WIN for daily news but more of them watched Prime/Seven compared with people living in the other wards. People living in the Central Ward who preferred Southern Cross 10 for daily news were more than those who living in the other wards.

Figure 46: Television channels for accessing daily news – by ward  
 Q.25c You said you access local news through Television, which ones do you access? ^

	2018 Total	North Ward	Central Ward	South Ward
Base: Have accessed news channel	(n=354)	(n=117)	(n=98)	(n=139)
	%	%	%	%
WIN	56	65	63	42
Prime/Seven	37	34	27	46
Nine	36	30	37	40
ABC	18	18	23	14
Southern Cross 10	11	7	19	8
SBS	6	6	10	4
Other	2	3	2	1

^New item in 2018. 2017&2016 items matched where appropriate

Survey respondents were asked to specify which radio station they listened to where they answered radio as the mode for accessing daily news. Figure 47 shows that 3BA was the main radio station Ballarat people listened to for daily news in 2018 (over half – 53%).

Figure 47: Radio stations for accessing daily news  
Q.25d You said you access local news through Radio, which ones do you access? ^

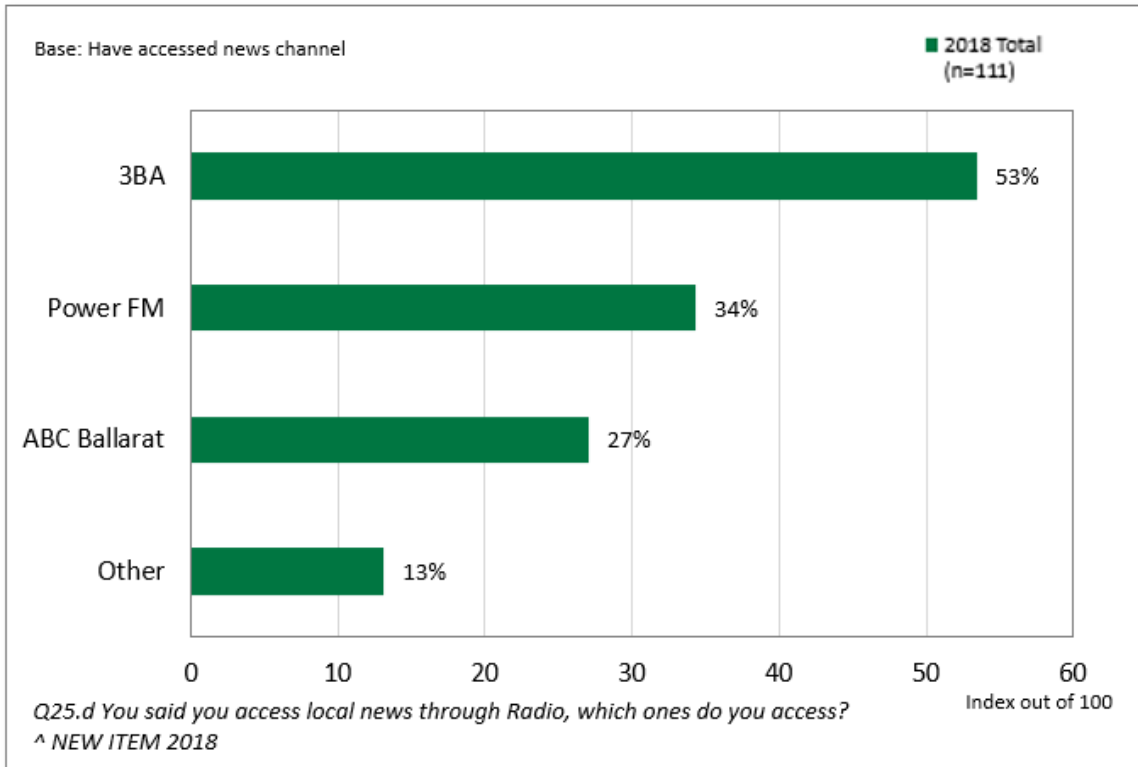


Figure 48 shows that compared with people living in the other wards, fewer people living in the Central Ward listened to Power FM for daily news while more of them listened to ABC Ballarat. People living in the South Ward who preferred 3BA for daily news were more than those who living in the other wards. In the North Ward, more people listened to other radio stations than the Central and South Wards.

Figure 48: Radio stations for accessing daily news – by ward  
Q.25d You said you access local news through Radio, which ones do you access? ^

	2018 Total	North Ward	Central Ward	South Ward
Base: Have accessed news channel	(n=111)	(n=44)	(n=33)	(n=34)
	%	%	%	%
3BA	53	46	52	65
Power FM	34	39	25	37
ABC Ballarat	27	17	41	26
Other	13	20	7	10

^New item in 2018.

Survey respondents were asked to specify which social media they accessed where they selected social media as the mode for accessing daily news. Figure 49 shows that The Courier was the major social media platform that over half Ballarat people use it to access daily news (55% in 2018). This was followed by other social media, and there were only a quarter Ballarat people who accessed Council’s social media for daily news.

Figure 49: Social media for accessing daily news  
 Q.25e You said you access local news through Social Media, which ones do you access? ^

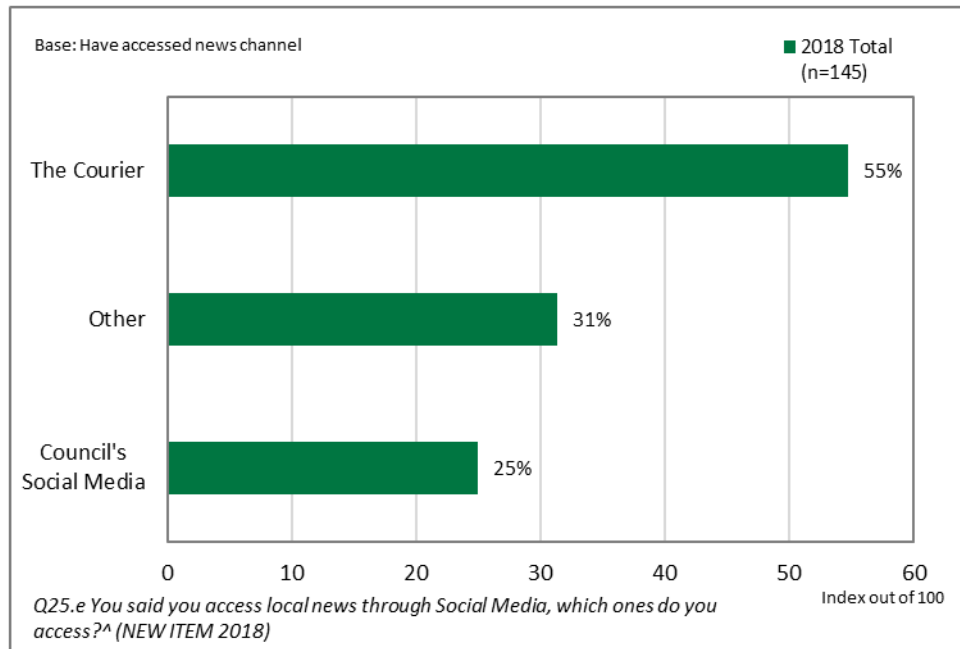


Figure 50 shows that compared with people living in the other wards, more people living in the South Ward accessed The Courier and Council’s social media for daily news while much fewer of them accessed daily news through other social media.

Figure 50: Social Media for accessing daily news – by ward  
 Q.25e You said you access local news through Social Media, which ones do you access? ^

	2018 Total	North Ward	Central Ward	South Ward
Base: Have accessed news channel	(n=145)	(n=57)	(n=25)	(n=62)
	%	%	%	%
The Courier	55	44	47	67
Other	31	43	47	15
Council's Social Media	25	17	8	39

^New item in 2018.



Figure 51 shows that Ballarat people prefer to receive Council news and updates via the Council *myballarat* magazine delivered by post, The Courier newspaper and via social media. The preference to the Council letter by post and other methods had a statistically significant increase while the preference to Council *myballarat* magazine by post and the Council letter by email decreased significantly.

Figure 51: Preferences for accessing Council news and updates

Q.26 Thinking about Council activities, by what method would you like the Council to provide news and updates to you about its activities, services and facilities?

	2016 Total	2017 Total	2018 Total
Base: All respondents	(n=805)	(n=800)	(n=800)
	%	%	%
The Council <i>myballarat</i> magazine delivered by post*		32	27
Newspaper – The Courier	22	22	23
Social media – facebook, twitter, instagram etc.	17	20	18
A Council letter to the household delivered by post*		7	12
Television	9	9	11
Other	3	1	10
An email update from Council^			7
A Council letter to the household delivered by email*		5	3
Don't want Council to provide information	8		12

## COMMUNITY PERCEPTIONS SURVEY QUESTIONS 2018