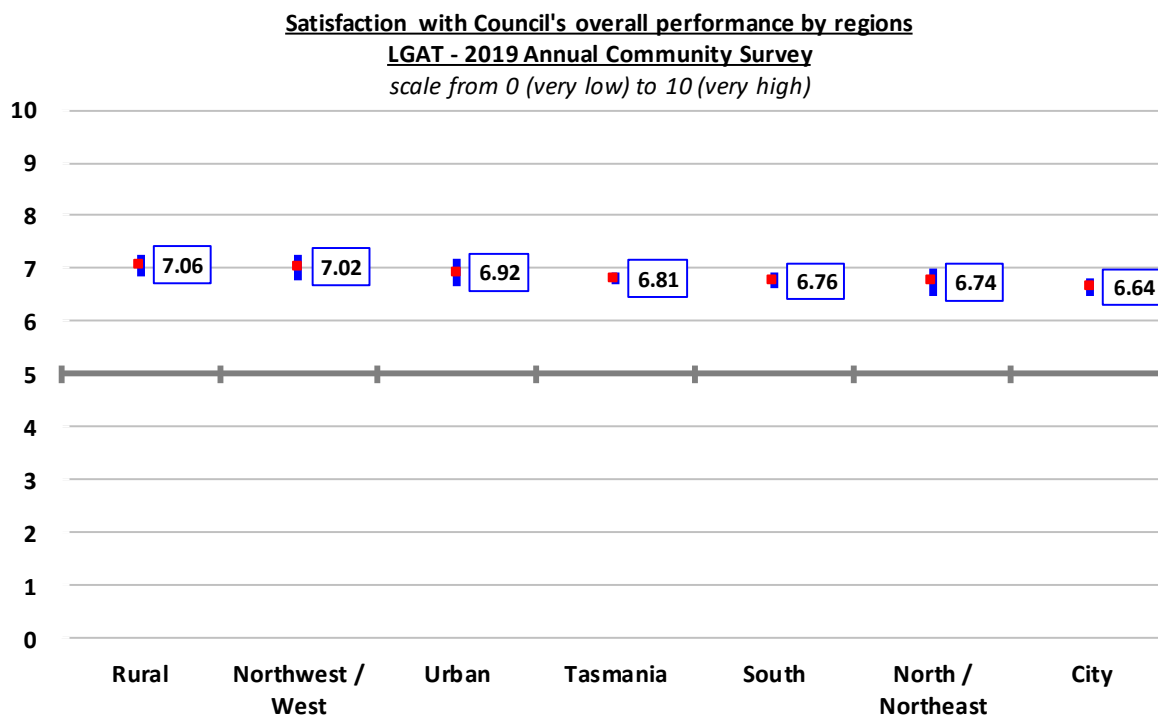


Council's overall performance

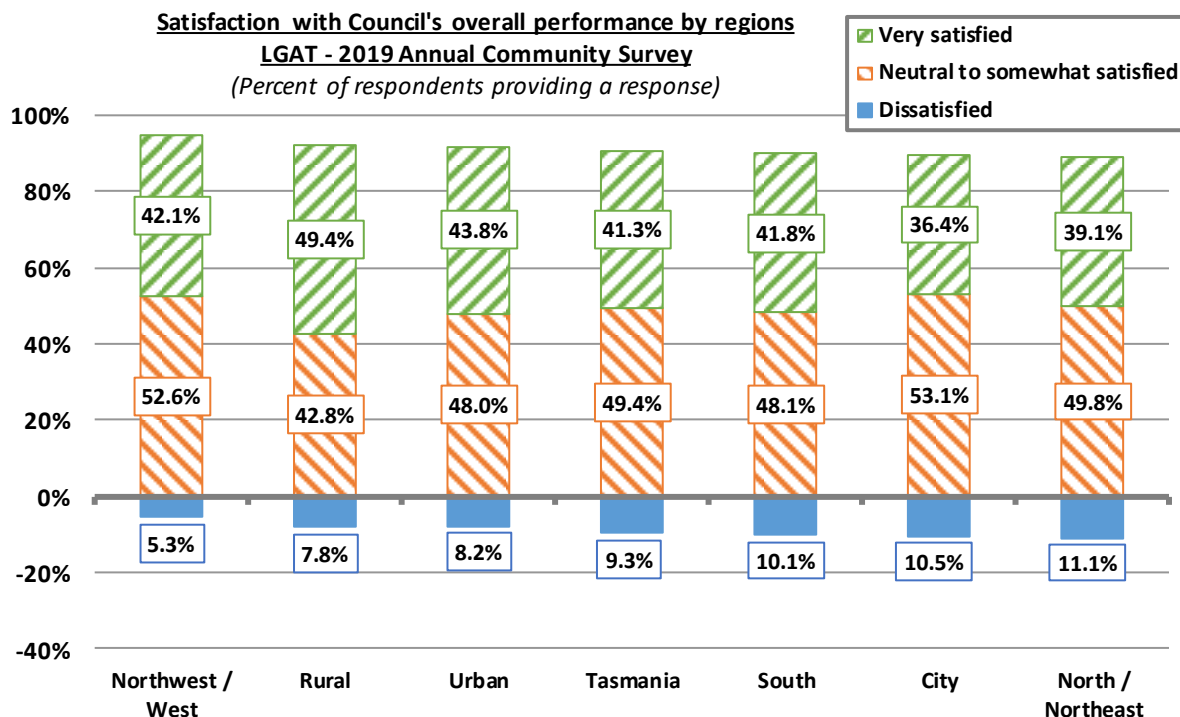
Respondents were asked:

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

Respondents rated their satisfaction with the “performance of Council across all areas of responsibility” (overall performance) at an average of 6.81 out of a potential ten, which is a level of satisfaction best categorised as “good”.

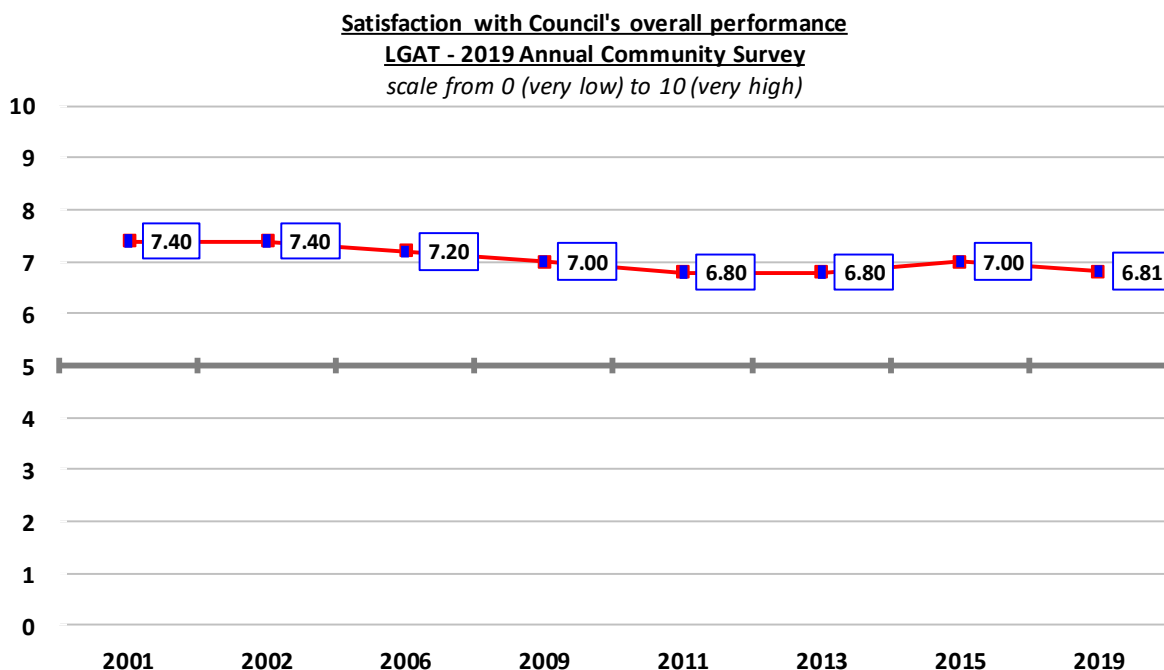


The average satisfaction result is further broken down into groups of respondents who were “very satisfied” (rating satisfaction at eight or more out of ten), those who were “neutral to somewhat satisfied” (rating five to seven), and those who were dissatisfied (rating zero to four). Across Tasmania in 2019, 41.3% of respondents were very satisfied with their local council’s overall performance, whilst a little less than ten percent (9.3%) were dissatisfied.



The following graph provides time series results for satisfaction with Council's overall performance. Whilst the 2019 survey was conducted using the same telephone interview methodology as in previous years, the rating scale used and the wording of the question was slightly different, and the range of other questions included in the survey were also different. These variations do not invalidate the comparison, but should however be borne in mind.

It does appear that satisfaction with the overall performance of local government in Tasmania has remained stable (within the margin of error) since 2009.



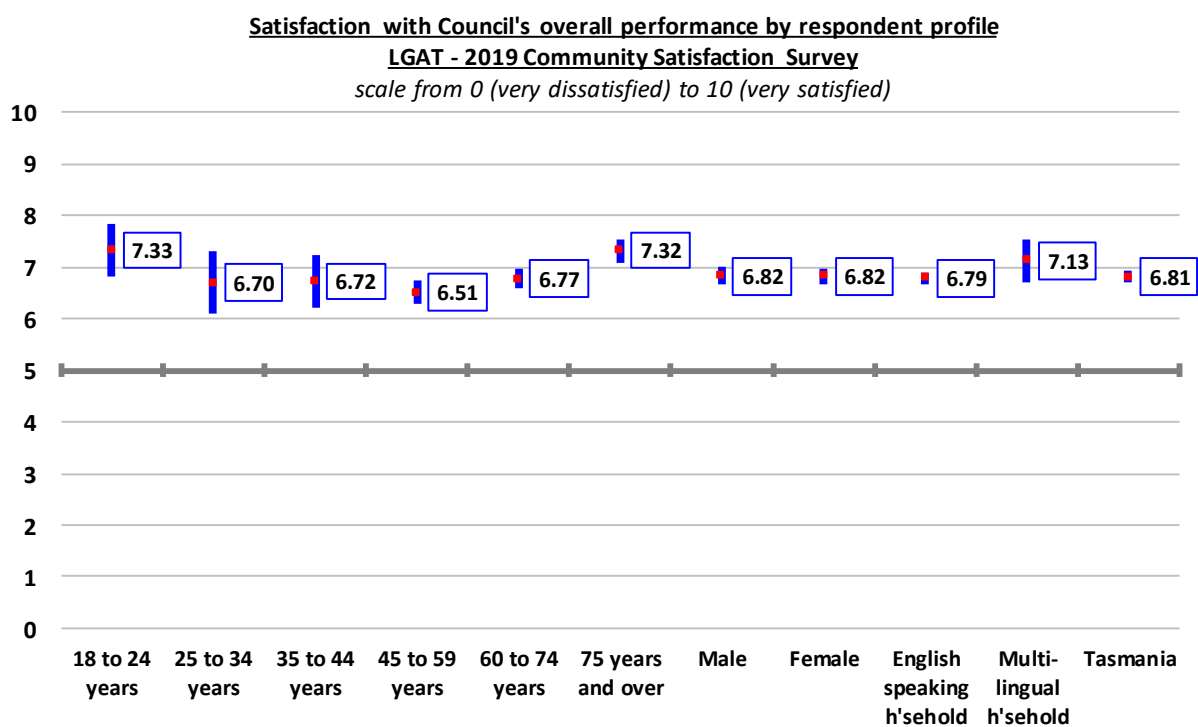
By way of comparison, the 2018 Victorian Government published a state-wide average satisfaction with the overall performance of local government of 5.9, and an average of 6.5 for the metropolitan Melbourne municipalities.

This comparison suggests that satisfaction with local government in Tasmania remains measurably and significantly higher than the Victorian state-wide average.

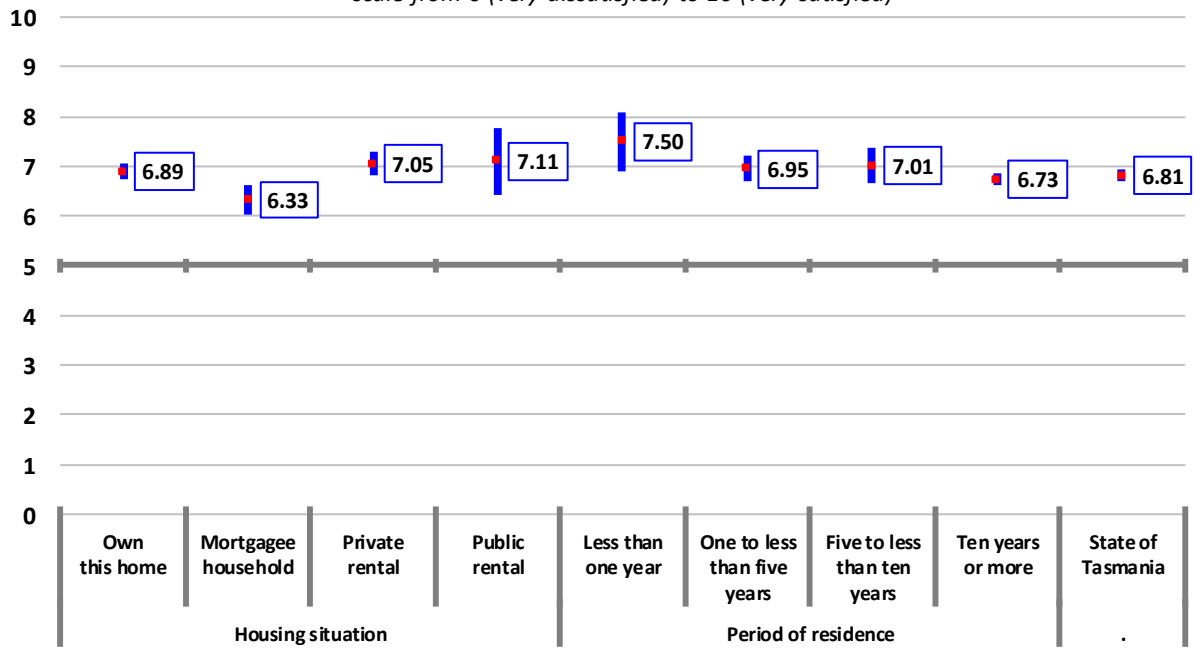
Overall performance by respondent profile

The following graphs provide a breakdown of overall satisfaction with the local council by respondent profile, including age structure, gender, language spoken at home, housing situation, period of residence in the municipality, and household structure. There was measurable variation observed, as follows:

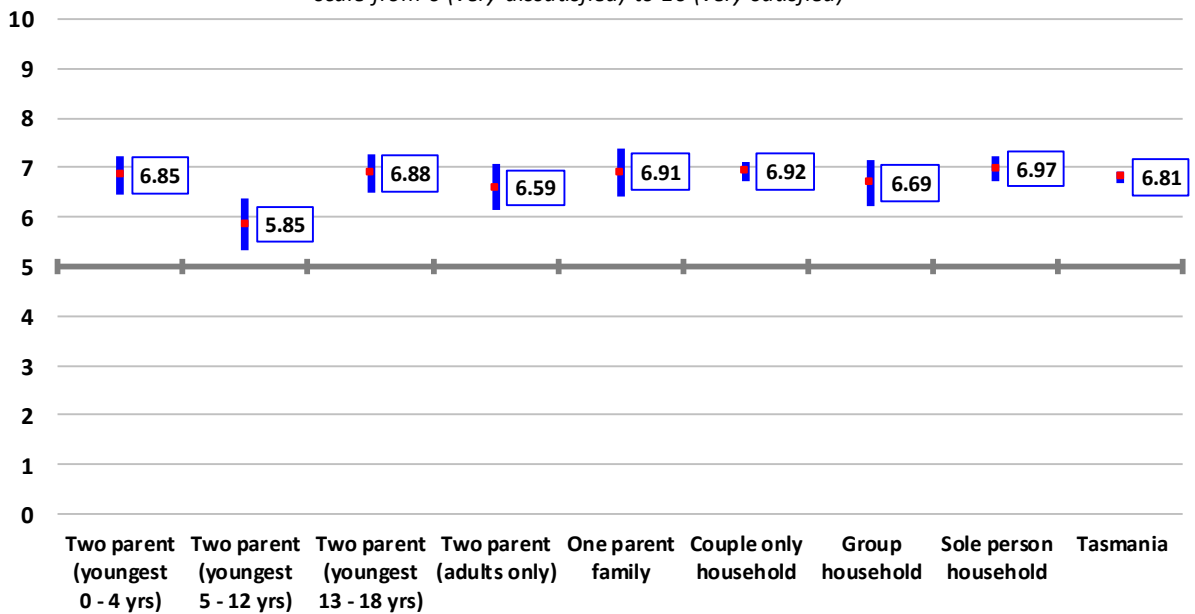
- **More satisfied than average** – young persons (aged 18 to 24 years), senior citizens (aged 75 years and over), and new residents (less than one year in the municipality).
- **Less satisfied than average** – mortgagee households and two-parent families with youngest child aged 5 to 12 years).



Satisfaction with Council's overall performance by housing profile and disability
LGAT - 2019 Community Satisfaction Survey
scale from 0 (very dissatisfied) to 10 (very satisfied)



Satisfaction with Council's overall performance by household structure
LGAT - 2019 Community Satisfaction Survey
scale from 0 (very dissatisfied) to 10 (very satisfied)



Reasons for dissatisfaction with Council's overall performance

Respondents dissatisfied with Council's overall performance were asked:

"If satisfaction with Council's overall performance rated less than 5, why do you say that?"

Respondents dissatisfied with their local council's overall performance were asked the reasons why they were dissatisfied.

The 102 respondents dissatisfied with their local council's overall performance provided a total of 109 comments as to the reasons why they were dissatisfied.

The main themes raised by the 102 dissatisfied respondents include most notably issues around the elected council; including perceived infighting, a lack of transparency, and a lack of focus on the needs of the community.

These issues, particularly those focused on the performance of the elected council, are evident in other results from this survey, and the focus of respondents on the elected Council is a theme of the survey this year.

Clearly, respondents' perception of the performance of their local Councillors and Aldermen, particularly their governance performance, are key drivers underpinning many respondents' satisfaction with the performance of council across all areas of responsibility.

This is reinforced by the fact that the average satisfaction with the twenty-three services and facilities included in this survey (7.22) was measurably and significantly higher than satisfaction with council's overall performance (6.82).

Metropolis Research notes a strong focus by many respondents when thinking about local government, specifically focused on the elected council. This includes both the individual Councillors and Aldermen, as well as collectively as "the council".

Correlation between issues and satisfaction with overall performance

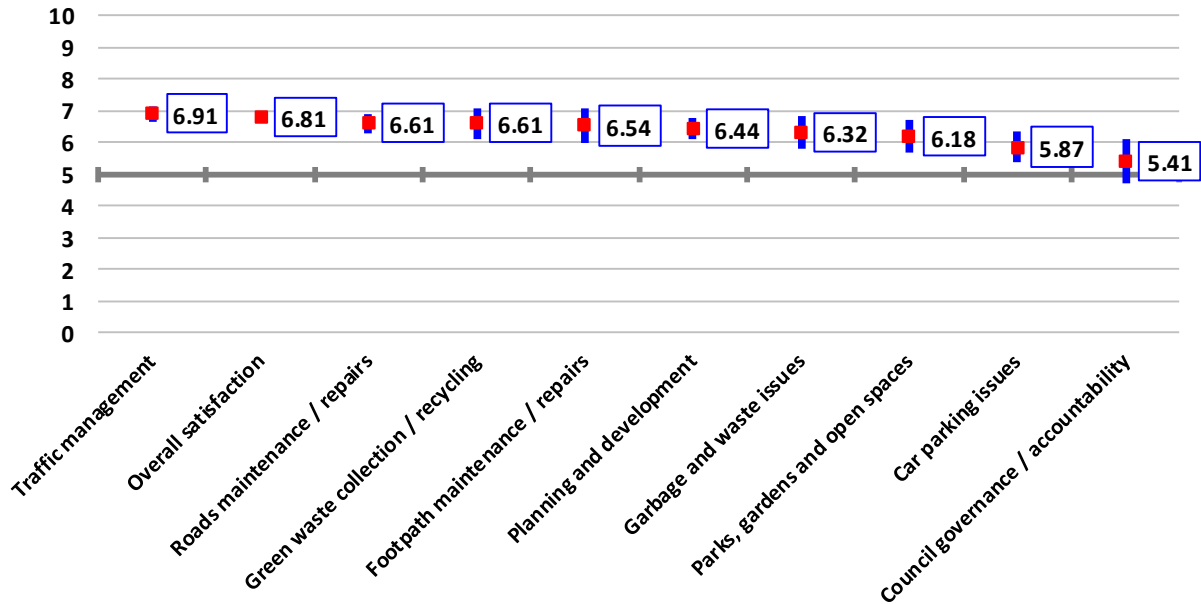
The following graph provides a breakdown of satisfaction with the local council's overall performance for respondents that identified each of the top nine issues to address in the municipality at the moment. The detailed results for the top issues to address in the municipality are discussed in the *Current Issues to address in the Municipality* section of this report.

These results are presented to provide some insight into whether respondents that identified these issues were more or less satisfied with Council's overall performance than the average satisfaction (6.81). These results do not prove a causal link between the issues and overall satisfaction with the local council, however they do provide insight into whether these issues are exerting a positive or negative influence on the respondents' satisfaction with the performance of their local council.

Satisfaction with Council's overall performance by top issues in the municipality

LGAT - 2019 Community Satisfaction Survey

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



Of the nine issues most commonly raised as issues to be addressed in the municipality, traffic management related issues (e.g. congestion and commuting times) was the only issue to record a higher level of overall satisfaction than the state-wide average. In other words, it does appear that this issue does not appear to exert a negative influence on respondents' overall satisfaction with their local council. This result has been found elsewhere by Metropolis Research, and tends to suggest that the respondents raising this issue are not, on the whole, holding council responsible for the traffic management issues. This may reflect an awareness by these respondents that the issue is not largely within the remit of their council.

A number of issues appear to potentially exert a mildly negative influence on the overall satisfaction with their local council of respondents raising the issues; including road maintenance and repairs, green waste collection, footpath maintenance and repairs, planning and development issues, and garbage and rubbish issues. The respondents that raised these issues were, on average, somewhat, but not statistically significantly less satisfied with their council's overall performance than the average of all respondents.

There are three issues that appear to exert a substantially negative influence on respondents' overall satisfaction. These three issues are as follows:

- **Parks, gardens, and open spaces** – the 48 respondents raising these issues on average rated satisfaction with overall performance at 6.18 compared to the state average of 6.82. This is an important result, because whilst satisfaction with parks, gardens, and playgrounds was very high at 7.83, it is clear that for the respondents who raise issues with parks and gardens, it is a negative influence on their satisfaction with Council, which reinforces their importance to the community.
- **Car parking issues** – the 86 respondents that raised these issues on average rated satisfaction with overall performance at just 5.87, or a “poor” level. These Issues include both enforcement and the availability of car parking. Satisfaction with the provision of adequate and affordable parking was 6.80, similar to overall satisfaction, however for respondents

raising this as one of the top three issues, it clearly exerts a significant negative influence on their satisfaction with their local council's overall performance.

- **Council governance, performance, accountability, and reputation** – the 61 respondents raising these issues were on average, measurably and significantly less satisfied with their local council's overall performance than the state-wide average, rating satisfaction at just 5.41, or "very poor" level. The importance of the perception of the elected council is clearly a theme of this report. For the respondents that raised these governance related issues as one of the top three issues to address in their municipality, clearly the issue exerts a significant negative influence on their satisfaction with the overall performance of their local council.

Best thing about the local Council

Respondents were asked:

"What is the one best thing about your local council?"

A little more than half (55.9%) of the respondents were able to nominate what they considered to be the best thing about their local council.

Far and away the most common thing respondents nominated as the best thing about their local council related to their council being responsive, proactive, engaged, accessible, and consultative, with one-fifth (20.0%) of respondents nominating these factors.

In addition to this, a further 6.3% of respondents said that their "council was doing a good job", or similar positive responses, 1.8% specifically referred to council governance such as the council being "free of internal conflict".

There was measurable variation in the proportion of respondents identifying "responsive, proactive, engaged, accessible, consultative" as the best thing about their local council observed across the state of Tasmania, both by region and by type of council, as follows:

- **Responsive, proactive, engaged, accessible, consultative** - whilst a little less than one-sixth (14.0%) of respondents from the city councils identified this aspect as the best thing about their local council, almost one-quarter (23.5%) of urban municipality respondents identified this aspect, and almost one-third (29.7%) of rural precinct identified this as the best thing about their local council.
- **Council is doing a good job** – a similar pattern is evident for this response as for the responsiveness aspect, with five percent of respondents from the city councils identifying this as the best thing about their local council, 6.7% in the urban councils, and 8.7% in the rural councils.

Other aspects respondents nominated as the best thing about their local council included cleanliness / maintenance of the local area (5.7%), parks, gardens and open spaces (3.0%), library services (1.3%), communication (1.3%), and efficient, reliable or good services (1.2%). Whilst there was some other minor variation in these results observed by region and type of council, the variation is not statistically significant.

Best thing about your local Council
LGAT - 2019 Community Satisfaction Survey
(Number and percent of total respondents)

<i>Aspect</i>	<i>2019</i>	
	<i>Number</i>	<i>Percent</i>
Responsive, proactive, engaged, accessible, consultative	240	20.0%
Council is doing a good job	75	6.3%
Cleanliness / maintenance of area	68	5.7%
Parks, gardens and open spaces	37	3.0%
Council governance (<i>free of internal conflict</i>)	22	1.8%
Mayor and Councillors	18	1.5%
Library services	16	1.3%
Communication	15	1.3%
Efficient, reliable, good services	14	1.2%
Roads repairs and maintenance	12	1.0%
Waste management	12	1.0%
Good staff	11	0.9%
Community festivals and activities	10	0.8%
Cheap rates	10	0.8%
Natural environment (<i>including protection of</i>)	9	0.7%
Customer service	7	0.6%
Animal management	7	0.5%
Diverse and multicultural Council	6	0.5%
Beautification of area	5	0.5%
Infrastructure	5	0.4%
Community facilities	5	0.4%
Green waste collection	5	0.4%
Developments	4	0.4%
Youth programs	4	0.4%
Bike tracks and walking paths	3	0.3%
Sports and recreation facilities	3	0.3%
Elderly persons activities and services	3	0.2%
Rural / country town	3	0.2%
Arts and culture	3	0.2%
Local industry / employment support	2	0.2%
Beach, foreshore and waterfront	2	0.2%
Payment system	2	0.2%
Financial management	2	0.2%
Water management	2	0.1%
Other issues n.e.i	27	2.3%
Can't say / not stated	529	44.1%
Total	1,200	100%

Best thing (top 20) about the local council by region

LGAT - 2019 Community Satisfaction Survey

(Number and percent of total respondents)

South		North / Northeast	
Responsive, proactive, engaged, etc	17.0%	Responsive, proactive, engaged, etc	24.4%
Cleanliness / maintenance of area	8.1%	Council is doing a good job	4.4%
Council is doing a good job	7.0%	Efficient, reliable, good services	3.2%
Parks, gardens and open spaces	3.2%	Community festivals and activities	2.9%
Library services	2.4%	Cleanliness / maintenance of area	2.9%
Roads repairs and maintenance	1.6%	Parks, gardens and open spaces	2.5%
Mayor and Councillors	1.5%	Waste management	2.4%
Cheap rates	1.3%	Council governance (<i>free of internal conflict</i>)	2.2%
Communication	1.2%	Natural environment (<i>including protection</i>)	1.9%
Animal management	1.0%	Mayor and Councillors	1.6%
Good staff	0.9%	Communication	1.3%
Council governance (<i>free of internal conflict</i>)	0.8%	Arts and culture	1.0%
Diverse and multicultural Council	0.8%	Bike tracks and walking paths	0.8%
Customer service	0.8%	Youth programs	0.7%
Waste management	0.7%	Developments	0.4%
Green waste collection	0.6%	Sports and recreation facilities	0.4%
Infrastructure	0.6%	Water management	0.4%
Community facilities	0.6%	Infrastructure	0.4%
Natural environment (<i>including protection</i>)	0.5%	Beautification of area	0.3%
Rural / country town	0.4%	Green waste collection	0.2%
Other issues n.e.i	4.8%	Other issues n.e.i	4.4%
Can't say / not stated	44.4%	Can't say / not stated	41.3%

West / Northwest		Tasmania	
Responsive, proactive, engaged, etc	23.4%	Responsive, proactive, engaged, etc	20.0%
Council is doing a good job	6.4%	Council is doing a good job	6.3%
Council governance (<i>free of internal conflict</i>)	4.0%	Cleanliness / maintenance of area	5.7%
Parks, gardens and open spaces	3.4%	Parks, gardens and open spaces	3.0%
Cleanliness / maintenance of area	2.1%	Council governance (<i>free of internal conflict</i>)	1.8%
Good staff	1.9%	Mayor and Councillors	1.5%
Beautification of area	1.9%	Library services	1.3%
Communication	1.5%	Communication	1.3%
Mayor and Councillors	1.2%	Efficient, reliable, good services	1.2%
Efficient, reliable, good services	1.1%	Roads repairs and maintenance	1.0%
Customer service	0.9%	Waste management	1.0%
Roads repairs and maintenance	0.7%	Good staff	0.9%
Community facilities	0.5%	Community festivals and activities	0.8%
Developments	0.5%	Cheap rates	0.8%
Sports and recreation facilities	0.4%	Natural environment (<i>including protection</i>)	0.7%
Community festivals and activities	0.4%	Customer service	0.6%
Financial management	0.4%	Animal management	0.5%
Cheap rates	0.2%	Diverse and multicultural Council	0.5%
Payment system	0.2%	Beautification of area	0.5%
Recycling collection	0.2%	Infrastructure	0.4%
Other issues n.e.i	2.2%	Other issues n.e.i	5.9%
Can't say / not stated	46.4%	Can't say / not stated	44.1%

Best thing (top 20) about the local council by type of council

LGAT - 2019 Community Satisfaction Survey

(Number and percent of total respondents)

City		Urban	
Responsive, proactive, engaged, etc	14.0%	Responsive, proactive, engaged, etc	23.5%
Cleanliness / maintenance of area	8.0%	Council is doing a good job	6.7%
Council is doing a good job	5.0%	Cleanliness / maintenance of area	2.5%
Parks, gardens and open spaces	3.7%	Efficient, reliable, good services	2.2%
Library services	2.5%	Cheap rates	2.2%
Council governance (<i>free of internal conflict</i>)	2.3%	Parks, gardens and open spaces	2.0%
Waste management	1.7%	Council governance (<i>free of internal conflict</i>)	1.6%
Community festivals and activities	1.6%	Communication	1.2%
Communication	1.5%	Mayor and Councillors	1.1%
Mayor and Councillors	1.4%	Youth programs	0.8%
Efficient, reliable, good services	1.2%	Customer service	0.6%
Natural environment (<i>including protection</i>)	1.0%	Elderly persons activities and services	0.5%
Diverse and multicultural Council	0.9%	Beach, foreshore and waterfront	0.5%
Roads repairs and maintenance	0.9%	Natural environment (<i>including protection</i>)	0.5%
Animal management	0.9%	Payment system	0.4%
Green waste collection	0.8%	Sports and recreation facilities	0.4%
Good staff	0.7%	Waste management	0.4%
Infrastructure	0.6%	Community facilities	0.4%
Beautification of area	0.6%	Police / security	0.4%
Developments	0.6%	Bike tracks and walking paths	0.2%
Other issues n.e.i	5.6%	Other issues n.e.i	2.5%
Can't say / not stated	44.5%	Can't say / not stated	49.5%

Rural		Tasmania	
Responsive, proactive, engaged, etc	29.7%	Responsive, proactive, engaged, etc	20.0%
Council is doing a good job	8.7%	Council is doing a good job	6.3%
Cleanliness / maintenance of area	3.5%	Cleanliness / maintenance of area	5.7%
Parks, gardens and open spaces	2.6%	Parks, gardens and open spaces	3.0%
Mayor and Councillors	2.0%	Council governance (<i>free of internal conflict</i>)	1.8%
Roads repairs and maintenance	1.9%	Mayor and Councillors	1.5%
Good staff	1.8%	Library services	1.3%
Customer service	1.1%	Communication	1.3%
Council governance (<i>free of internal conflict</i>)	0.9%	Efficient, reliable, good services	1.2%
Communication	0.9%	Roads repairs and maintenance	1.0%
Bike tracks and walking paths	0.8%	Waste management	1.0%
Youth programs	0.8%	Good staff	0.9%
Beautification of area	0.5%	Community festivals and activities	0.8%
Community facilities	0.4%	Cheap rates	0.8%
Payment system	0.4%	Natural environment (<i>including protection</i>)	0.7%
Efficient, reliable, good services	0.3%	Customer service	0.6%
Street trees	0.3%	Animal management	0.5%
Natural environment (<i>including protection</i>)	0.3%	Diverse and multicultural Council	0.5%
Animal management	0.3%	Beautification of area	0.5%
Infrastructure	0.3%	Infrastructure	0.4%
Other issues n.e.i	3.8%	Other issues n.e.i	5.9%
Can't say / not stated	38.8%	Can't say / not stated	44.1%

Most important thing to improve Council performance

Respondents were asked:

“What is most important thing your council could do to improve its performance?”

After being asked what they consider to be the best thing about their local council, respondents were then asked what was the most important thing that their council could do to improve its performance.

A little more than half (55.8%) of the respondents nominated the most important thing that their council could do to improve performance, and the verbatim open-ended responses have been broadly categorised, as outlined in the following tables.

Approximately one-sixth (16.9%) of respondents raised issues that have been categorised into two separate but related categories; improvements to how “responsive, proactive, engaged, accessible, consultative” is the council (10.8%), and improvements to council’s “governance, performance, accountability, and reputation” (6.1%).

It is interesting to note that “responsive, proactive, engaged, accessible, consultative” was most commonly identified as both the best thing about the local council, as well as the most important thing that the council could do to improve its performance. It is important to note that approximately twice as many respondents considered this to be the best thing about their local council, compared to the most important thing that their local council could do to improve its performance.

There was interesting variation in these results across the state, by region and type of council.

Whilst rural council respondents were the most likely to identify “responsive, proactive, engaged, accessible, consultative” as the best thing about their local council, they were the least likely to identify this aspect as the most important thing that council could do to improve its performance.

The opposite is true in relation to respondents from city councils, as they were the least likely to identify this aspect as the best thing about their local council, and the most likely to consider it the most important thing that their local council could do to improve its performance.

Other improvements identified by respondents include road maintenance and repairs (4.8%), communication (4.3%), planning, development and housing (3.3%), and rates (2.5%).

Most important thing Council could do to improve its performance

LGAT - 2019 Community Satisfaction Survey

(Number and percent of total respondents)

<i>Aspect</i>	<i>2019</i>	
	<i>Number</i>	<i>Percent</i>
Responsive, proactive, engaged, accessible, consultative	129	10.8%
Governance, performance, accountability, reputation	73	6.1%
Roads maintenance and repairs	57	4.8%
Communication	51	4.3%
Planning, development, housing	40	3.3%
Rates	30	2.5%
Children activities, services and facilities	21	1.7%
Financial management	18	1.5%
Rural town issues	14	1.1%
Green waste collection	13	1.1%
Traffic management	12	1.0%
Garbage, rubbish and waste	12	1.0%
Parks, gardens and open spaces	12	1.0%
Footpath maintenance and repairs	11	0.9%
"Look after the community"	10	0.8%
Youth activities, services and facilities	9	0.8%
Tourism	9	0.7%
Housing availability / affordability	7	0.6%
Visibility of Council	7	0.6%
General infrastructure (e.g. Internet, gas, electricity)	7	0.6%
Recycling	7	0.5%
Staff (quality and number)	6	0.5%
Sports and recreation facilities and services	6	0.5%
"Keep up the good work"	5	0.5%
Action Recommendation Report / Audit	5	0.4%
Environment	5	0.4%
Drains maintenance and repairs	5	0.4%
Inclusiveness, diversity	5	0.4%
Cleanliness / maintenance of area	5	0.4%
Shops, restaurants, bars and entertainment venues	4	0.4%
Public transport	4	0.4%
Drugs and alcohol issues	4	0.3%
Car parking facilities	4	0.3%
Bushfire / emergency management	4	0.3%
Employment creation	4	0.3%
Community services	4	0.3%
Other issues n.e.i	54	4.5%
Not stated	530	44.2%
Total	1,200	100%

Most important (top 20) thing Council could do to improve its performance by region

LGAT - 2019 Community Satisfaction Survey

(Number and percent of total respondents)

South

Responsive, proactive, engaged, etc	7.9%
Governance, accountability, reputation, etc	6.9%
Roads maintenance and repairs	5.8%
Planning, development, housing	4.2%
Communication	4.1%
Rates	2.9%
Children activities, services and facilities	2.6%
Traffic management	1.4%
Garbage rubbish and waste	1.4%
Youth activities, services and facilities	1.2%
Footpath maintenance and repairs	1.1%
Rural town issues	1.0%
Financial management	0.9%
Housing availability / affordability	0.9%
Parks, gardens and open spaces	0.9%
Look after the community	0.9%
Tourism	0.8%
General infrastructure	0.8%
Green waste collection	0.7%
Staff quality and number	0.6%
Other issues n.e.i	10.2%
Not stated	42.6%

North / Northeast

Responsive, proactive, engaged, etc	13.8%
Governance, accountability, reputation, etc	6.3%
Roads maintenance and repairs	5.1%
Communication	3.7%
Financial management	3.5%
Rates	2.4%
Recycling collection	1.7%
Parks, gardens and open spaces	1.7%
Rural town issues	1.6%
Tourism	1.0%
Sports and recreation facilities and services	1.0%
Planning, development, housing	1.0%
Keep up the good work	1.0%
Traffic management	0.9%
Children activities, services and facilities	0.8%
Tamar river and other river maintenance	0.8%
Animal management	0.7%
Car parking facilities	0.7%
Footpath maintenance and repairs	0.6%
Staff quality and number	0.6%
Other issues n.e.i	6.4%
Not stated	44.6%

West / Northwest

Responsive, proactive, engaged, etc	15.3%
Communication	5.5%
Governance, accountability, reputation, etc	3.6%
Green waste collection	3.5%
Planning, development, housing	3.2%
Action recommendation report / audit	1.7%
Visibility of Council	1.5%
Look after the community	1.5%
Roads maintenance and repairs	1.4%
Rates	1.3%
Rural town issues	1.0%
Drains maintenance and repairs	0.9%
Employment creation	0.9%
Community services	0.9%
Financial management	0.9%
Street trees	0.7%
Footpath maintenance and repairs	0.6%
Community activities, arts and culture	0.6%
Public transport	0.5%
Animal management	0.5%
Other issues n.e.i	5.6%
Not stated	48.1%

Tasmania

Responsive, proactive, engaged, etc	10.8%
Governance, accountability, reputation, etc	6.1%
Roads maintenance and repairs	4.8%
Communication	4.3%
Planning, development, housing	3.3%
Rates	2.5%
Children activities, services and facilities	1.7%
Financial management	1.5%
Rural town issues	1.1%
Green waste collection	1.1%
Traffic management	1.0%
Garbage, rubbish and waste	1.0%
Parks, gardens and open spaces	1.0%
Footpath maintenance and repairs	0.9%
"Look after the community"	0.8%
Youth activities, services and facilities	0.8%
Tourism	0.7%
Housing availability / affordability	0.6%
Visibility of Council	0.6%
General infrastructure (e.g. Internet, electric)	0.6%
Other issues n.e.i	10.8%
Not stated	44.2%

Most important (top 20) thing Council could do to improve its performance by type of council

LGAT - 2019 Community Satisfaction Survey

(Number and percent of total respondents)

City		Urban	
Responsive, proactive, engaged, etc	14.9%	Responsive, proactive, engaged, etc	9.7%
Governance, accountability, reputation, etc	9.4%	Roads maintenance and repairs	5.9%
Planning, development, housing	4.9%	Governance, accountability, reputation, etc	4.6%
Communication	4.6%	Communication	4.6%
Rates	3.6%	Green waste collection	2.7%
Roads maintenance and repairs	3.4%	Planning, development, housing	2.2%
Children activities, services and facilities	3.2%	Rates	1.9%
Financial management	1.6%	Footpath maintenance and repairs	1.7%
Garbage rubbish and waste	1.6%	Youth activities, services and facilities	1.6%
Traffic management	1.5%	Rural town issues	1.1%
Housing availability / affordability	1.2%	Financial management	1.1%
Look after the community	1.2%	General infrastructure	1.0%
Recycling collection	1.0%	Community services	0.9%
Green waste collection	1.0%	Environment	0.9%
Visibility of Council	0.9%	Garbage rubbish and waste	0.9%
Youth activities, services and facilities	0.9%	Keep up the good work	0.8%
Parks, gardens and open spaces	0.8%	Parks, gardens and open spaces	0.8%
Staff quality and number	0.8%	Animal management	0.8%
Footpath maintenance and repairs	0.8%	Elderly persons services and facilities	0.6%
Inclusiveness, diversity	0.8%	Cleanliness / maintenance of area	0.5%
Other issues n.e.i	0.1%	Other issues n.e.i	7.8%
Not stated	41.8%	Not stated	48.1%

Rural		Tasmania	
Roads maintenance and repairs	7.4%	Responsive, proactive, engaged, etc	10.8%
Responsive, proactive, engaged, etc	5.9%	Governance, accountability, reputation, etc	6.1%
Communication	4.2%	Roads maintenance and repairs	4.8%
Rural town issues	2.9%	Communication	4.3%
Governance, accountability, reputation, etc	2.2%	Planning, development, housing	3.3%
Financial management	1.9%	Rates	2.5%
Tourism	1.9%	Children activities, services and facilities	1.7%
Planning, development, housing	1.8%	Financial management	1.5%
Parks, gardens and open spaces	1.5%	Rural town issues	1.1%
Rates	1.3%	Green waste collection	1.1%
Action recommendation report / audit	1.2%	Traffic management	1.0%
Traffic management	1.1%	Garbage, rubbish and waste	1.0%
Look after the community	0.9%	Parks, gardens and open spaces	1.0%
Bushfire / emergency management	0.9%	Footpath maintenance and repairs	0.9%
Shops, restaurants, bars and entertainment	0.8%	"Look after the community"	0.8%
Drains maintenance and repairs	0.8%	Youth activities, services and facilities	0.8%
Street cleaning and maintenance	0.8%	Tourism	0.7%
Sports and recreation facilities and services	0.8%	Housing availability / affordability	0.6%
Public transport	0.6%	Visibility of Council	0.6%
General infrastructure (e.g. Internet, electric)	0.6%	General infrastructure (e.g. Internet, electric)	0.6%
Other issues n.e.i	6.6%	Other issues n.e.i	10.8%
Not stated	54.0%	Not stated	44.2%

Local government more broadly

Image of local government

Respondents were asked:

“Thinking more broadly about local government across Tasmania, on a scale of 0 (lowest) to 10 (highest), how would you rate the image of local government?”

Respondents were asked to think more broadly about local government across Tasmania, and to rate the image of local government.

On average, respondents rated the image of local government at 6.21 out of a potential ten, or a moderately positive level.

Metropolis Research draws attention to the fact that respondents from all three regions of Tasmania and the three types of councils, all rated the image of local government across Tasmania measurably and significantly lower than their satisfaction with their individual council.

This result is most prominent in relation to respondents from the city councils, where the respondents’ average satisfaction with their local council was 21.7% higher than their average image of local government more broadly. The state wide average for this difference is 11.4%.

The fact that overall satisfaction with the local council is measurably and significantly higher than the image of local government more broadly reflects a well-established trend observed by Metropolis Research.

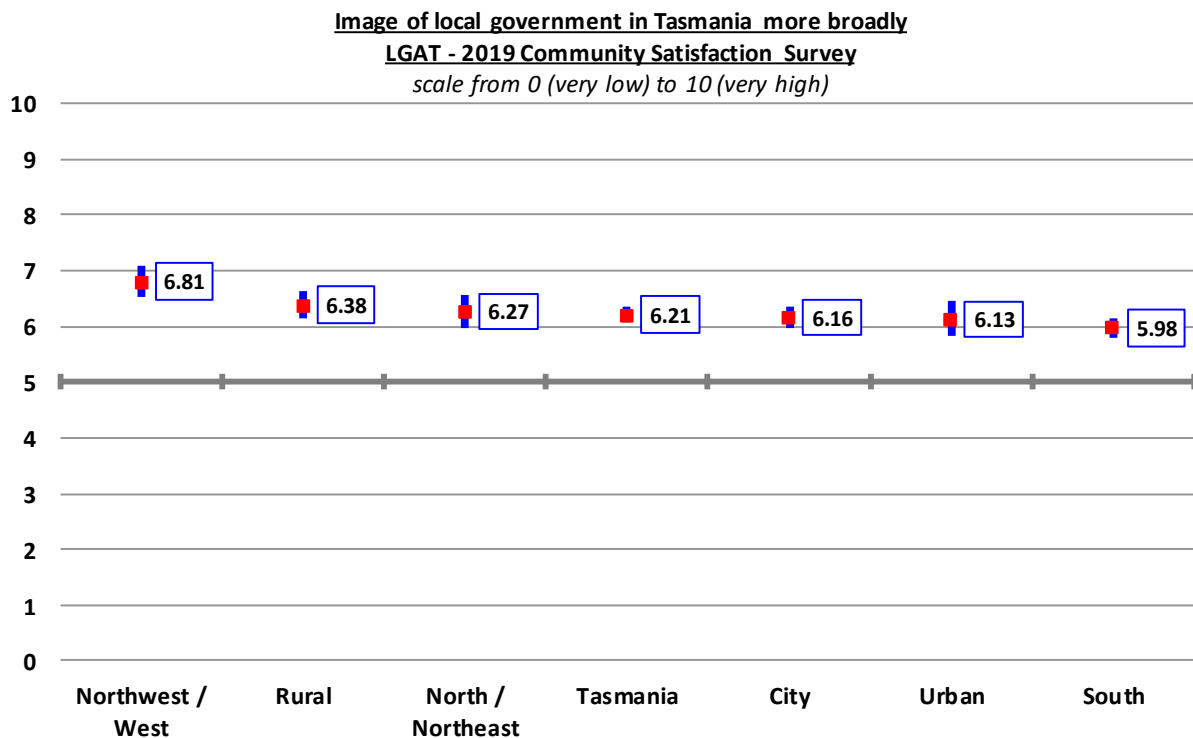
More subjective concepts such as the image of local government, or satisfaction with some aspects of governance and leadership (such as maintaining trust, responsiveness to local needs) are almost marginally always lower than overall satisfaction with Council. Further it is true that that average satisfaction with council services and facilities tends to be higher than overall satisfaction with council. This is also true in the results of this survey.

In other words, when respondents are asked to rate their satisfaction with specific services and facilities provided by local government, their level of satisfaction tends to be much higher than their overall satisfaction with their local council, which in itself is marginally higher than their satisfaction with aspects of governance and leadership.

Whilst a little less than one-third (30.9%) of respondents rated the image of local government in Tasmania as very high (i.e. eight or more out of ten), approximately one-sixth (16.9%) rated it low (i.e. less than five).

There was some measurable variation in this result observed across the state by region and type of council, as follows:

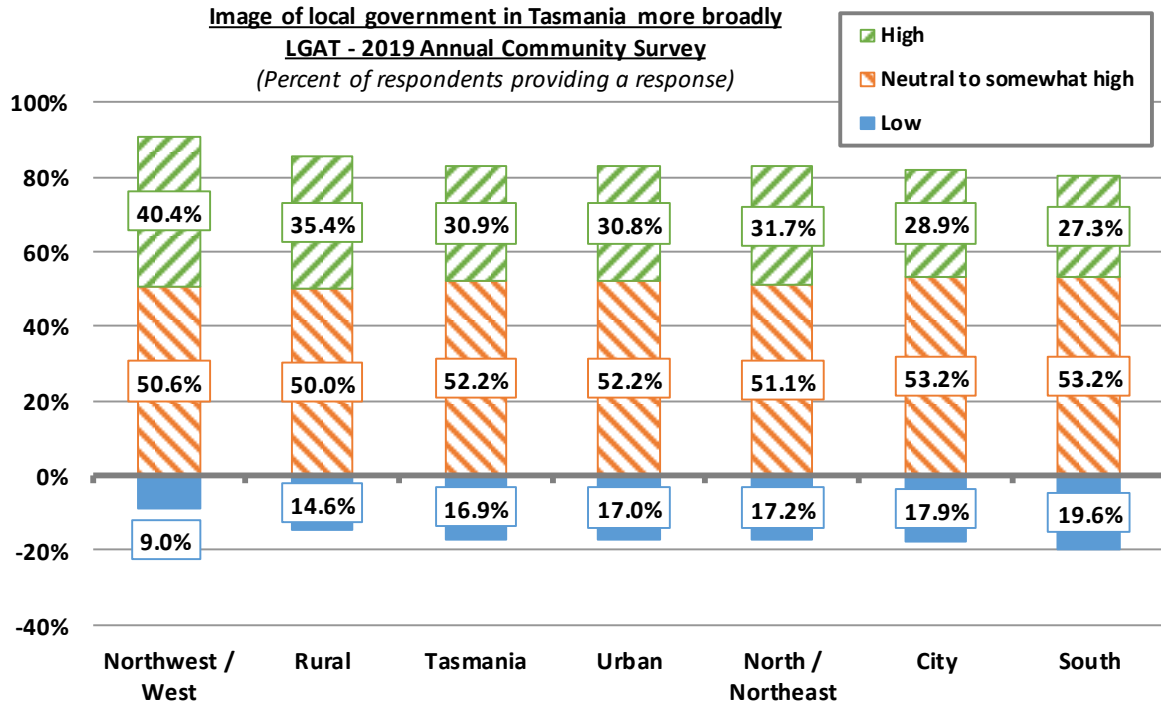
- **Northwest / West** – respondents rated the image of local government in Tasmania measurably higher than average. It is noted that forty percent of respondents from this region rated the image of local government more broadly at eight or more out of ten.
- **South** – respondents rated the image of local government in Tasmania measurably lower than average. It is noted that almost one-fifth (19.6%) of respondents in this region rated the image of local government more broadly at less than five out of ten.



The following graph provides a breakdown of these results for each of the three regions of Tasmania as well as for each of the three types of councils.

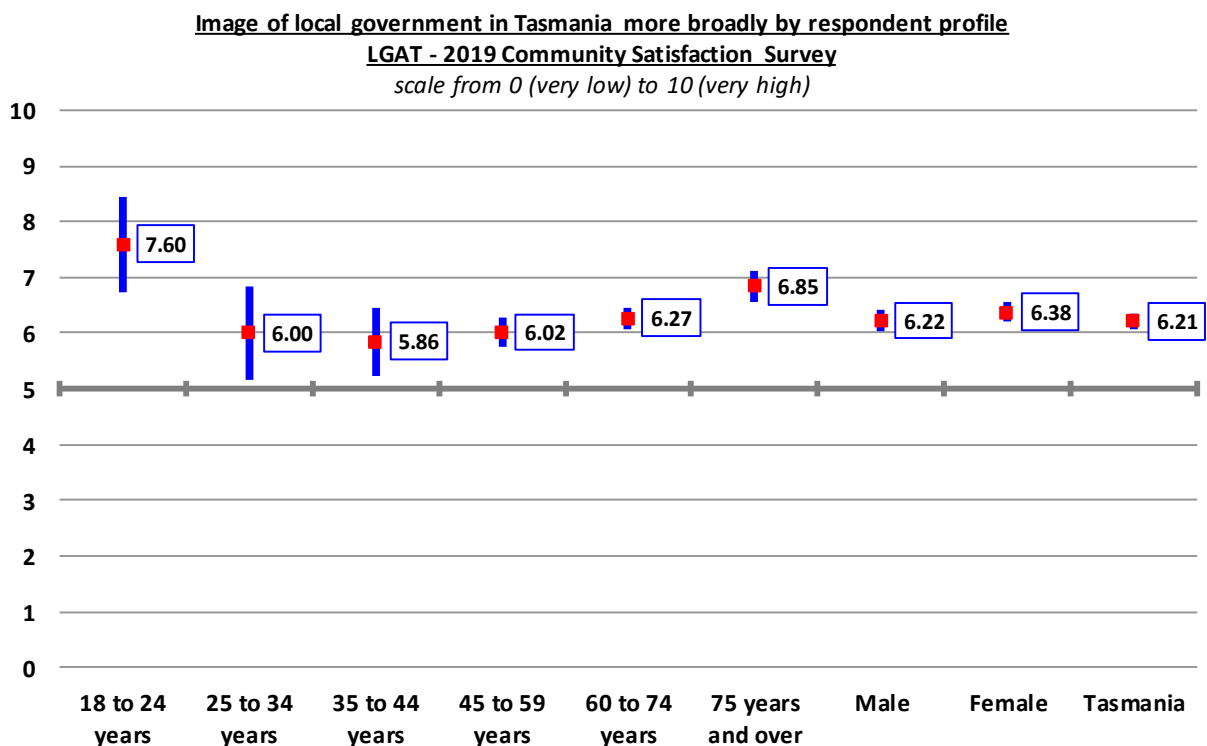
Consistent with the higher average image reported in the Northwest / West region, it is noted that respondents from this region were somewhat more likely than average to rate the image of local government as very high (i.e. eight or more), and they were somewhat less likely to rate it low (i.e. less than five).

There was no other statistically significant variation in these results observed by region and type of council.



There was measurable variation in the image of local government more broadly observed by respondent profile, as follows:

- **Young persons (aged 18 to 24 years)** – the small sample of fifteen respondents rated the image of local government measurably higher than the state-wide average.
- **Senior citizens (aged 75 years and over)** – respondents rated the image of local government measurably higher than the state-wide average.



Change in image of local government

Respondents were asked:

“How has your view of local government changed over the last four years?”

A little more than half (56.3%) of respondents reported that their view of local government had remained the same over the last four years. Approximately one-sixth (17.3%) of respondents’ views had improved and slightly fewer (13.7%) respondents’ views had deteriorated.

Change in image of local government over the last four years

LGAT - 2019 Community Satisfaction Survey

(Number and percent of total respondents)

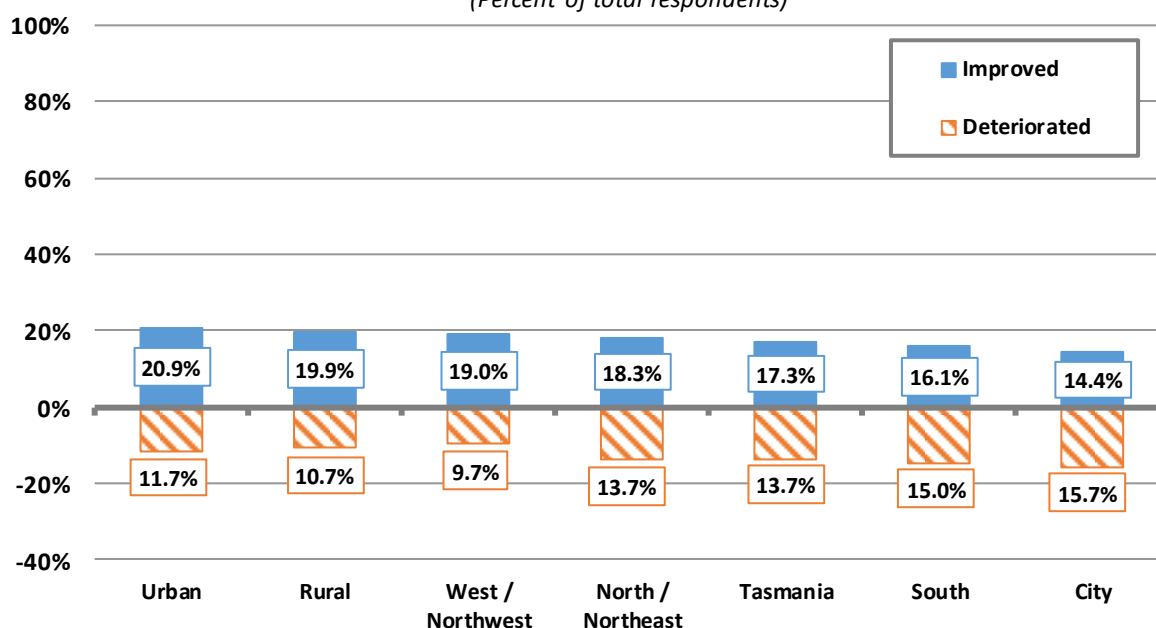
Change	2019	
	Number	Percent
Has improved a lot	61	5.1%
Has improved a little	146	12.2%
Stayed the same	676	56.3%
Has deteriorated a little	86	7.2%
Has deteriorated a lot	78	6.5%
Dont know, cant say	153	12.8%
Total	1,200	100%

There was relatively little meaningful variation in this result observed across the state of Tasmania, as outlined in the following graph.

Change in image of local government in the last four years

LGAT - 2019 Annual Community Survey

(Percent of total respondents)



Reasons for change in the image of local government

Respondents were asked:

“Why do you say that?”

Respondents were asked why their view of the image of local government had improved or deteriorated in the last four years. A total of 210 responses were received from respondents who considered that the image of local government had improved, and 194 from respondents who considered that the image had deteriorated.

These results are similar in nature to those obtained in relation to the best thing about the local council, discussed elsewhere in this report, both in terms of the issues raised, as well as the distribution of views across the state, both by region and by type of council.

The most common reasons why respondents' view of the image of local government had improved in the last four years were as follows:

- Good governance, management, Councillors, visibility 31 (2.6%)
- Responsive, proactive, engaged, accessible, consultative 24 (2.0%)
- Council is doing a good job 22 (1.8%)
- Cleanliness, beautification and maintenance of area 21 (1.7%)
- Local industry / tourism / employment support 16 (1.3%)
- Communication 12 (1.0%)
- Health and human services (*including drugs, elderly care, schools*) 12 (1.0%)
- Other issues 72 (6.0%).

The most common reasons why respondents' view of the image of local government had deteriorated in the last four years were as follows:

- Poor governance, ineffective, incompetent, infighting, reputation 89 (7.4%)
- Council is not doing a good job 26 (2.2%)
- Poor responsive, proactive / engaged / accessible / consultative 14 (1.2%)
- Financial management and rates 12 (1.0%)
- Health and human services (*including drugs, elderly care, schools*) 10 (0.8%)
- Development / planning / housing issues 9 (0.7%)
- Multicultural issues 7 (0.6%)
- Other issues 27 (2.3%).