



City Plan Municipal Survey Final Report

Prepared for



Market &
Social
Research
ISO 20252
SAI GLOBAL

integrity . clarity . insight

T 1800 807 535
F 1800 812 319
www.newfocus.com.au
admin@newfocus.com.au

Level 5, Edgecliff Centre
203-233 New South Head Rd
Edgecliff, NSW 2027

23rd Floor, HWT Tower
40 City Rd
Southbank VIC 3006

2/28 Lower Portrush Rd
Marden, SA 5070

Prepared by
newfocus Pty Ltd

August, 2016

nf:8533 -pi/am

Contents

| | |
|--|------------|
| Executive Summary | 1 |
| 1. Background | 8 |
| 2. Aims and Outcome | 9 |
| 3. Methodology and Sample | 10 |
| 3.1 A multi stage integrated approach | 10 |
| 3.2 Mixed modal methods - samples achieved | 11 |
| 3.3 The aspects of the City | 12 |
| 3.4 The survey instruments..... | 13 |
| 3.5 Incentives | 13 |
| 3.6 Aggregated segment samples - profiles achieved | 14 |
| 3.7 Statistical confidence | 16 |
| 4. Summary Results - High level outcomes across all segments | 18 |
| 4.1 Importance of aspects of the Knox area | 21 |
| 4.2 Satisfaction with aspects of the Knox area | 23 |
| 4.3 The main gaps – possible areas for future focus | 25 |
| 4.4 Changes over time | 31 |
| 4.5 Overall satisfaction with the Knox area and Council..... | 32 |
| 4.6 Suggestions for future area of focus by Council | 34 |
| 5. Resident Sample Detailed Results | 36 |
| 5.1 What's important to Residents | 36 |
| 5.2 Resident Satisfaction with City aspects | 46 |
| 5.3 Gap analysis – importance vs satisfaction by Residents | 58 |
| 5.4 Change over the past four years - Residents | 62 |
| 5.5 Overall Satisfaction by Residents – Living in, Operating a Business and with Council | 64 |
| 5.6 Resident profile | 68 |
| 6. Business Sample Detailed Results | 72 |
| 6.1 What's important to Businesses | 72 |
| 6.2 On what aspects are businesses satisfied? | 77 |
| 6.3 Gap analysis – Importance vs Satisfaction by Business | 83 |
| 6.4 Change over the past four years..... | 85 |
| 6.5 Overall Satisfaction by Business – Operating a Business and Knox City Council | 87 |
| 6.6 Business profile | 90 |
| 7. Community Groups Sample Detailed Results | 92 |
| 7.1 What's important to Community Groups | 93 |
| 7.2 On what aspects are Community Groups satisfied? | 95 |
| 7.3 Gap analysis – Importance vs Satisfaction by Community Group | 97 |
| 7.4 Change over the past four years..... | 99 |
| 7.5 Overall Satisfaction in Knox Area and in Knox City Council | 101 |
| 7.6 Community Group profile | 102 |
| 8. Staff & Elected Members Sample Detailed Results..... | 104 |
| 8.1 What Staff & Elected Members believe is important to the Area | 104 |
| 8.2 On what aspects do Staff & Elected Members believe the area of Knox provides for? | 107 |
| 8.3 Gap analysis – Importance vs Satisfaction by Staff & Elected Members | 109 |
| 8.4 Change over the past four years..... | 111 |
| 8.5 Overall Assessment of Knox – As Place to Live, Do Business and Knox City Council | 113 |
| 8.6 Staff profile | 115 |

Table of figures

| | |
|---|----|
| Figure 1: Overall Satisfaction with Knox Area and Council..... | 1 |
| Figure 2: Importance & Satisfaction by Segment..... | 2 |
| Figure 3: Gaps Between Importance & Satisfaction by Segment..... | 3 |
| Figure 4: Changes Over Past 4 Years by Segment..... | 4 |
| Figure 5: Overview of Multi Stage Approach..... | 10 |
| Figure 6: Samples Achieved..... | 11 |
| Figure 7: Outcomes Identified and Aspects of City..... | 12 |
| Figure 8: Profiles of Aggregated Segments..... | 14 |
| Figure 9: Resident Sample Achieved Vs Population Estimate..... | 15 |
| Figure 10: Statistical Confidence Achieved – Residential Sample..... | 16 |
| Figure 11: Importance of Aspects in Knox Area by Segment..... | 21 |
| Figure 12: Importance - Variance by Segments to Residents..... | 22 |
| Figure 13: Satisfaction with Aspects in Knox Area by Segment..... | 23 |
| Figure 14: Satisfaction - Variance by Segments to Residents..... | 24 |
| Figure 15: Gaps in Importance Vs Satisfaction with Aspects in Knox Area by Segment..... | 25 |
| Figure 16: Importance Vs Satisfaction (Agreement for Staff) – Differences Between Segments..... | 26 |
| Figure 17: Importance Vs Satisfaction Matrix – Residential Sample..... | 27 |
| Figure 18: Interpretation of Importance Vs Satisfaction Matrix..... | 29 |
| Figure 19: Importance Vs Satisfaction Matrix by Segment..... | 30 |
| Figure 20: Changes Over Time by Segment..... | 31 |
| Figure 21: Overall Satisfaction with Knox Area and Council..... | 32 |
| Figure 22: Satisfaction with Living in Knox Area..... | 32 |
| Figure 23: Satisfaction with Operating a Business in Knox Area..... | 33 |
| Figure 24: Satisfaction Knox City Council..... | 33 |
| Figure 25: Suggested Future Areas of Focus for Council..... | 35 |
| Figure 26: Areas of Importance to Residents..... | 37 |
| Figure 27: Aspects of Importance to Residents by Sub-Segment..... | 38 |
| Figure 28: Aspects of Importance by Gender..... | 39 |
| Figure 29: Aspects of Importance – Differences by Location..... | 39 |
| Figure 30: Aspects of Importance – % Variance by Employment Status..... | 40 |
| Figure 31: Importance of Aspect – Residents Who Work Full Time..... | 41 |
| Figure 32: Aspects of Importance by Gender & Age..... | 42 |
| Figure 33: Aspects of Importance by Region..... | 44 |
| Figure 34: Aspects of Importance by Occupational Status..... | 45 |
| Figure 35: Satisfaction Based on Extent to which Residents Hold Opinion..... | 47 |
| Figure 36: Overall Satisfaction Amongst Residents..... | 49 |
| Figure 37: Satisfaction with Aspects in Knox Area by Segment..... | 49 |
| Figure 38: Satisfaction - Variance by Age Segment to Residents..... | 50 |
| Figure 39: Satisfaction - Variance by Employment Status..... | 51 |
| Figure 40: Satisfaction of Aspect – Residents Who Work Full Time..... | 51 |
| Figure 41: Satisfaction - Stay at home parents vs total residential sample..... | 52 |
| Figure 42: Statistically Significant Differences on Satisfaction by Location..... | 53 |
| Figure 43: Aspects of Satisfaction by Gender and Age..... | 54 |
| Figure 44: Aspects of Satisfaction by Region..... | 56 |
| Figure 45: Aspects of Satisfaction by Employment Status..... | 57 |
| Figure 46: Importance Vs Satisfaction - Residents..... | 59 |
| Figure 47: Importance Vs Satisfaction Matrix – by Gender..... | 60 |
| Figure 48: Importance Vs Satisfaction Matrix – by Age Group..... | 60 |
| Figure 49: Changes over Time - Residents..... | 62 |
| Figure 50: Changes in Aspects of City – Differences Between Males & Females..... | 63 |
| Figure 51: Changes in Aspects of City – Differences Between Suburbs..... | 63 |
| Figure 52: Changes in Aspects of City – By Segment..... | 64 |
| Figure 53: Overall Satisfaction by Residents..... | 65 |
| Figure 54: Satisfaction With Living in Knox by Sub-Segment..... | 66 |
| Figure 55: Satisfaction With Knox City Council by Sub-Segment..... | 66 |
| Figure 56: Resident Profile..... | 68 |
| Figure 57: Aspects of Importance to Business Vs Residents..... | 72 |
| Figure 58: Overall Aspects of Importance to Business..... | 73 |
| Figure 59: Aspects of Importance by Business Size..... | 74 |
| Figure 60: Aspects of Importance to Business by Region..... | 76 |
| Figure 61: Satisfaction Based on Extent to Which Business Hold Opinion..... | 77 |
| Figure 62: Aspects of Satisfaction – Business Vs Residents..... | 78 |
| Figure 63: Overall Satisfaction Amongst Businesses..... | 79 |
| Figure 64: Aspects of Satisfaction by Business Size..... | 80 |
| Figure 65: Aspects of Satisfaction to Business by Region..... | 82 |
| Figure 66: Importance Vs Satisfaction by Business..... | 83 |
| Figure 67: Importance Vs Satisfaction Matrix – Business Sample..... | 84 |
| Figure 68: Overall Changes Over Time - Businesses..... | 85 |
| Figure 69: Changes Over Time by Business Segment..... | 86 |
| Figure 70: Overall Satisfaction by Businesses, Residents who have a business, and with Knox City Council..... | 87 |
| Figure 71: Satisfaction with Operating a Business in Knox – by Sub-Segment..... | 88 |
| Figure 72: Satisfaction by Business with Knox City Council by Sub-Segment..... | 88 |

| | |
|--|-----|
| Figure 73: Business Profile | 90 |
| Figure 74: Community Group Sample | 92 |
| Figure 75: Aspects of Importance - Community Groups Vs Residents | 93 |
| Figure 76: Aspects of Importance by Community Groups – Sports Vs Non-Sports | 94 |
| Figure 77: Overall Importance by Community Groups | 94 |
| Figure 78: Aspects of Satisfaction - Community Groups Vs Residents | 95 |
| Figure 79: Aspects of Satisfaction by Community Groups - Sports Vs Non-Sports | 96 |
| Figure 80: Overall Satisfaction by Community Groups | 96 |
| Figure 81: Satisfaction Vs Importance - Community Groups | 97 |
| Figure 82: Satisfaction Vs Importance Matrix - Community Groups | 97 |
| Figure 83: Overall Changes Over Time - Community Groups | 99 |
| Figure 84: Changes Over Time - Community Groups – Sports Vs Non-Sports | 100 |
| Figure 85: Overall Satisfaction by Community Groups – Living in Knox and with Knox City Council | 101 |
| Figure 86: Community Group Profile | 102 |
| Figure 87: Importance to Staff Vs Residents & Businesses | 104 |
| Figure 88: Aspects of Importance to Staff – Differences by Department | 105 |
| Figure 89: Overall Importance Amongst Staff | 106 |
| Figure 90: Satisfaction with Aspects Provided for in Knox Area – by Staff Vs Residents & Businesses | 107 |
| Figure 91: Satisfaction with Aspects Provided for in Knox Area – by Staff – Differences Between Business Unit | 108 |
| Figure 92: Overall Satisfaction by Staff | 108 |
| Figure 93: Importance Vs Satisfaction by Staff | 109 |
| Figure 94: Importance Vs Satisfaction Matrix by Staff | 110 |
| Figure 95: Overall Changes Over Time - Staff | 111 |
| Figure 96: Aspects of Satisfaction – Differences Over Time – Staff Vs Residents Vs Business | 112 |
| Figure 97: Assessment of Living in Knox, as a Place to Operate a Business, and with Knox City Council – Staff Vs Residents Vs Business | 113 |
| Figure 98: Assessment of Living in Knox, as a Place to Operate a Business, and with Knox City Council – Differences Between Business Units | 114 |
| Figure 99: Staff Profile | 115 |

Executive Summary

This report provides the results from a mixed modal research project involving 1,643 members of Knox community and 116 staff members during June and July 2016.

The research was conducted by newfocus to help inform Knox City Council in the development of the next iteration of the Knox City and Council Plans.

What was learned about the Knox Communities?

Residents are satisfied living in Knox and the Business community, though to a lesser extent, are also satisfied operating a business in Knox.

But that satisfaction does not appear to be founded exclusively on those City aspects canvassed in this research, and further investigation of other factors of importance to the community is warranted.

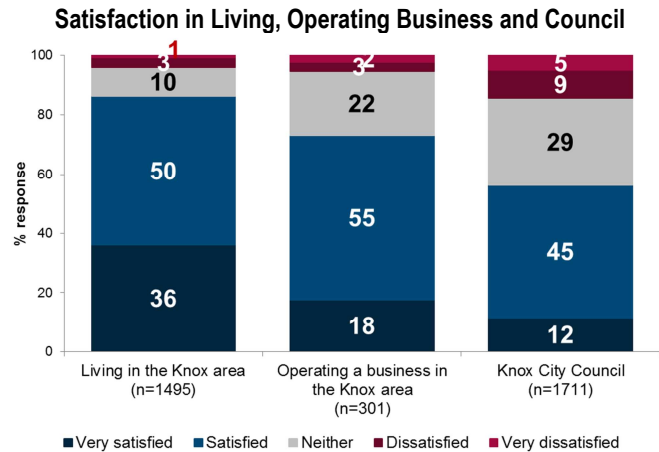


Figure 1: Overall Satisfaction with Knox Area and Council

Central to residents, business and community groups is the notion of safety, and in this regard Knox appears to be performing quite well.

The key strengths of Knox based on what is important and on what the community is most satisfied with is Knox's natural surrounds, and with it its sporting and recreational pursuits. These strengths are evident across all segments.

Beyond these the perceptions of Knox on a wide range of City aspects vary, and although deemed important, its constituents appear less satisfied with these than would be desired.

From a business perspective, training, employment and access to skilled workforce are important – however less so is the services provided by Knox (including Council) to support local business growth. Part of this is believed to be a lower level of awareness and cognition of what services may be available to assist business – especially smaller owner operators.

Amongst Community Groups, sporting and recreational aspects of the City take on greater importance and here Knox is seen as performing well. There are however many non-sports based community groups in Knox who may not perceive themselves to gain the same level of support from Council as their more sports orientated community counterparts.

Staff at a collective level were generally found to have a good sense of what is important to the community, though with perhaps a somewhat more positive assessment of Council's performance on each aspect of the City, possibly as a result of being more informed of all that Council does.



Figure 2: Importance & Satisfaction by Segment

Across all aspects of the City canvassed there appeared to be a lower level of importance and satisfaction placed on less tangible cultural identity and the arts and culture. These were consistently rated as lower importance and satisfaction by most surveyed.

However amongst those members of both the business and residential community, those most satisfied with Knox as a place to live and operate a business also placed importance on these cultural aspects suggesting that more could be done to at least explore how to strengthen the role cultural aspects have and the methods by which these are delivered in the future.

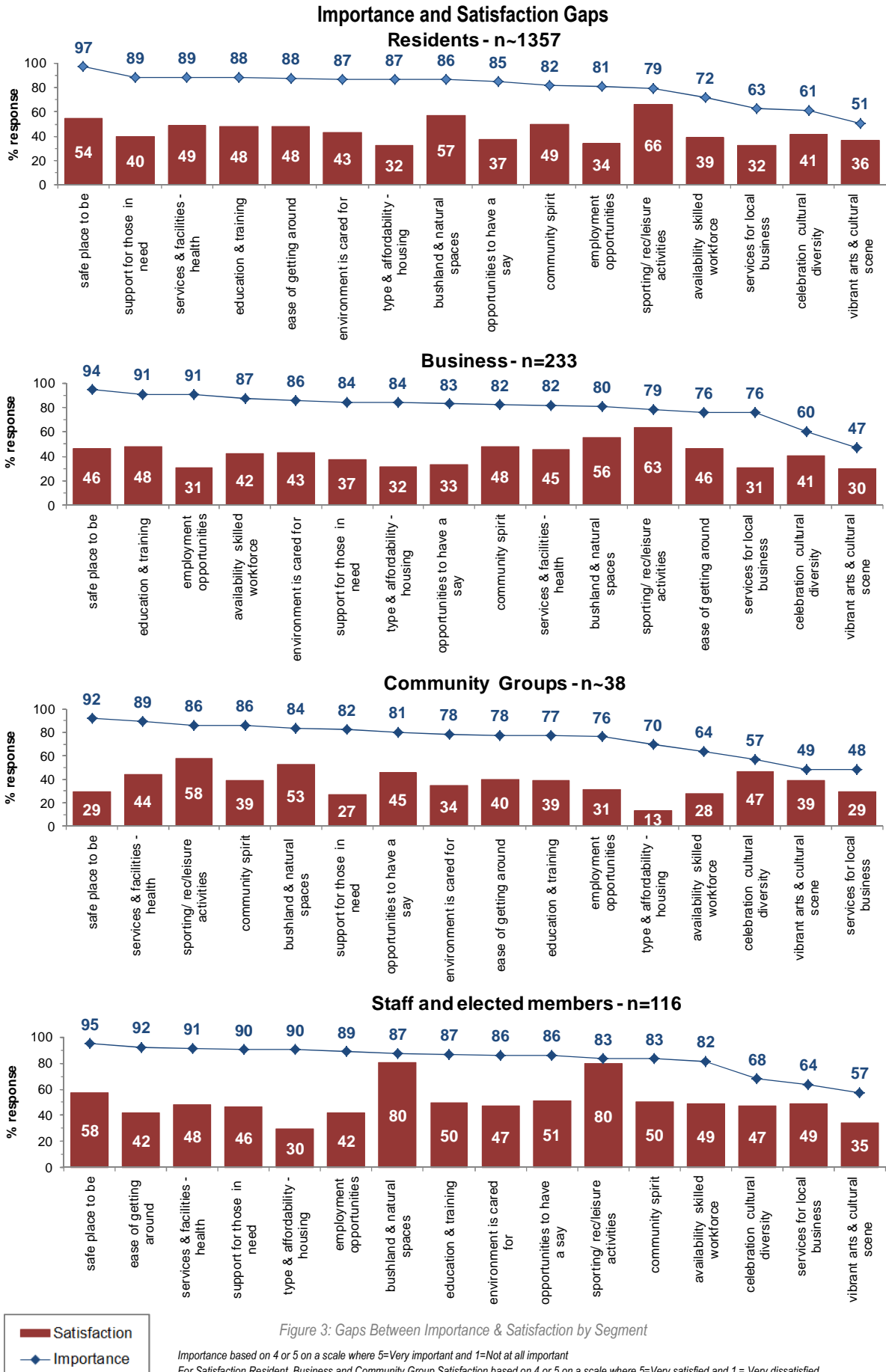


Figure 3: Gaps Between Importance & Satisfaction by Segment

Importance based on 4 or 5 on a scale where 5=Very important and 1=Not at all important
 For Satisfaction Resident, Business and Community Group Satisfaction based on 4 or 5 on a scale where 5=Very satisfied and 1 = Very dissatisfied.
 For Staff the scale is 4 or 5 on a scale where 5=Strongly agree and 1 = Strongly disagree that the Knox area provides for the aspect

A number of sub segments were identified where Knox City Council may wish to investigate further.

Amongst residents, after the age of 24 years satisfaction declines through to and bottoms out at 50-59 years before increasing, where those 70 years and older are most satisfied. It would be valuable to better understand the life changing factors that occur post 24 years which impact the relationship the community has with the City. Equally it would be valuable to better understand the life pressures faced by those 50-59 year olds which impact their view of life and of their environments and communities.

The unemployed appear to be a group that has a close association with the Knox community and where the Knox community may play a vital role in shaping or maintaining the social and mental well-being of those unemployed.

At-home parents displayed a much lower level of satisfaction on a range of aspects and further investigations on the needs of and support for this group should be considered.

Amongst business, lower awareness or cognition appeared to exist amongst Sole Operators of the services and support that could be available to them – yet where these services were known they appeared to be well satisfied. Opportunities may exist to broaden awareness and engagement with these.

Opportunities may also exist to target and build relations with younger business managers (entrepreneurs) who value the natural and healthy surrounds of Knox and appear to hold positive perceptions of Knox City Council.

At the same time older managers and owners should not be overlooked as they appear to be potentially experiencing issues impacting on their satisfaction in operating a business in Knox. Whether these are due to cultural, physical, technology or other change is beyond the scope of this study but warrants exploration.

Amongst the Community Groups, opportunities appear to exist to better understand the needs and expectations of non-sports based community groups who displayed a lower level of satisfaction with the City aspects as well as with Knox City Council.

Of key note is the type and affordability of housing, which is not only important and where the community are most dissatisfied but which is also seen to have got worse over the past four years and by a considerable margin compared to other aspects of the City. Housing is the central issue affecting the community.

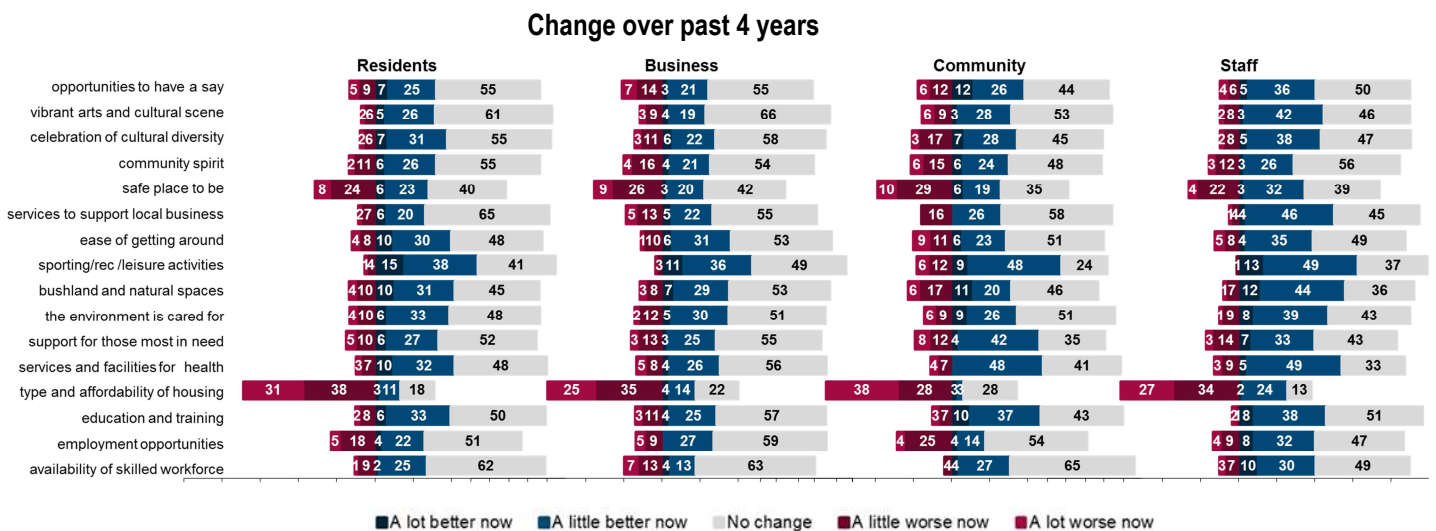
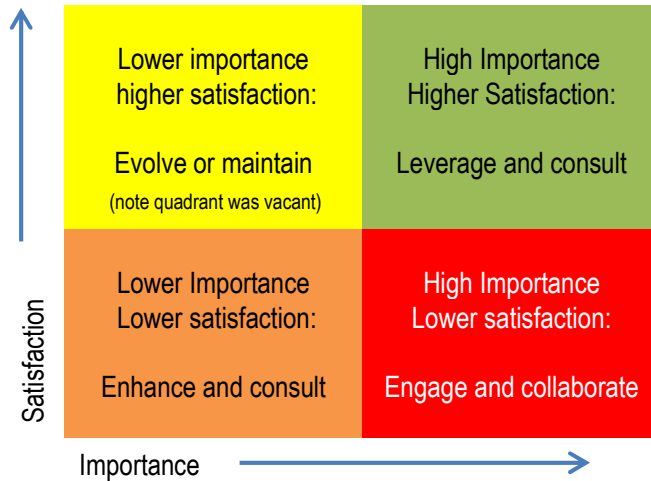


Figure 4: Changes Over Past 4 Years by Segment

How can these learnings be applied?

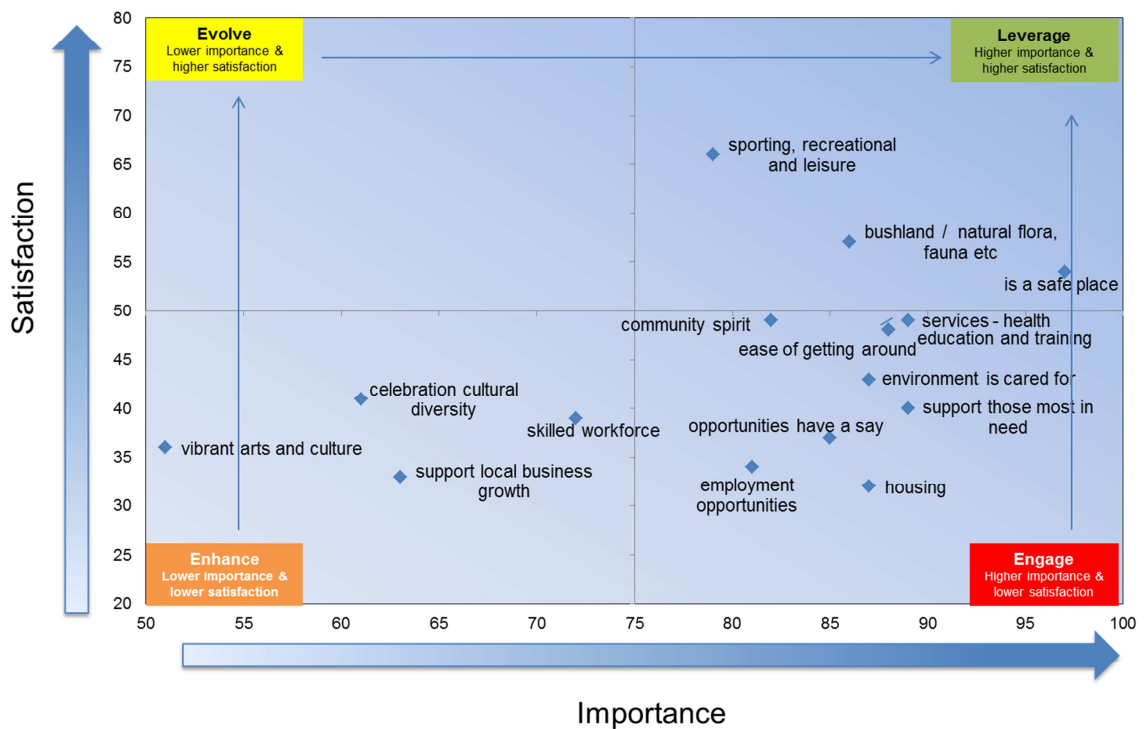
To assist Council in assessing and informing on the aspects and themes for Council to address in its planning and to further engage with the communities it serves, an Importance vs Satisfaction Matrix was established based on the 16 aspects assessed in this study with four resultant quadrants.



The following diagram displays the positioning of each aspect from response to the resident surveys.

This is followed by an overview of how these and suggested ways in which it may be applied by Council in its future planning and engagement with the community.

Satisfaction Vs Importance Matrix
Total Residential sample



Higher Importance - Higher Satisfaction:

- The natural environment, sporting and recreational activities and safety in the community are aspects which the community deems important and which they are most satisfied with.

These represent the strengths of Knox and they need to be protected.

But opportunities may exist to leverage these and consultation should explore methods on how these aspects could support other aspects of the City. Examples may include.

- bringing arts and culture into the 'bush'
- promoting industries that preserve the natural landscape (ie water management, solar, recycling)
- demonstrating how the community, by caring for the environment, preserves the natural assets of Knox
- how celebrating cultural diversity can impact community spirit and build safety
- how the natural and healthy living aspects of Knox can be used to attract new business opportunities

Higher Importance - Lower satisfaction

- There are however numerous aspects of the City which, whilst important, less than half of community members were satisfied with and these need to be investigated.

In the case of Knox – and of note, were the higher importance aspects of employment and housing which have lowest levels of satisfaction and appear in need of broad based engagement strategies.

- Whilst Council may not be responsible for rectification of these they can be actively leading community discussion and problem resolution and be seen to be engaging broadly and collaboratively – not only with residents but with others. Eg for housing, to engage with those involved in the housing supply chain such as developers, government, finance providers, landlords etc

Also included were aspects such as services for physical and mental health, education and training, ease of getting around, which, whilst also important, the less satisfied was not as wide spread and may benefit from targeted engagement strategies:

- some aspects may be able to be consulted on with targeted groups (ie disabled, elderly for health services; school leavers and business for education and training, community groups that support those most in need
- before entering into collaboration engagement strategy Council should firstly explore through research or other consultation methods what the issues being experienced are – ie in housing is it high density, design of housing, approval process, availability, affordability
- once the issues are better defined then more collaborative strategies that engage with the community and key stakeholders can be formulated – ie workshops, panel of experts, working parties etc

Lower Importance - Lower satisfaction:

- There were also several aspects which the community indicated had lower importance and lower satisfaction. These included aspects surrounding “economy and local business” and the “culture and arts” aspects of the City.

This suggests that there may be a lack of understanding or appreciation in the community of the role these aspects play in building a socially integrated and successful community.

Consultation strategies for these aspects could aim to raise the awareness of what is available in the aspect, to demonstrate why the aspect is important to the community individually and as a collective, and to explore opportunities that would enhance delivery of the aspect to yield higher levels of satisfaction and potentially lead to higher importance:

- developing the aspects to yield greater satisfaction – review the type of services and support provided to these within Knox and by Council
- raise the importance placed on them by the broader community – which could be raising the salience of the aspect via information about what is available and why the aspect is important

Note: There are many aspects that make up a place where a community lives, works, plays and this study explored only a selection of these in some detail – those related to Council’s strategic outcomes. It is recommended that Council explores what other aspects exist that are important to the community and how these are perceived by the community as part of its future engagement strategies.

1. Background

Knox City Council sought assistance from **newfocus** to design, implement, assess and report on a Municipal (community) Survey of its constituents.

The purpose of the research was to obtain community input on perceptions of the Knox area to inform Council on priority areas for development of a new Knox City and Council Plan 2017-2021, with the current plan due to expire in 2017.

This municipal survey is to form a starting point to gauge community sentiment and advance further consultation and dialogue between Council and its communities in formation of the next iteration of City and Council Plan.

Collectively the Municipal Survey and other planned Council consultations aim to:

- *Understand how the city has changed over the past four years, and identify drivers behind these changes and trends.*
- *Understand how the Knox community is experiencing or being affected by these changes.*
- *Determine priorities of focus for the City and Council*

The lines of enquiry adopted in this current study were designed to align with existing knowledge and the strategic directions as contained within Council's key strategic documents:

- Knox Vision: Our City, Our Future
- Knox City Plan 2013-2017
- Integrated City Strategy and Implementation Plan 2015-2017
 - which also aligned with State of Knox Report, providing a summary of secondary information related to the Knox Council area

2. Aims and Outcome

The main aims of the research were to understand:

- conditions in the City – what are conditions like in Knox for the range of outcomes listed in the Integrated City Strategy?
- changes in the City – how have conditions changed in Knox over the last four years?
- priorities for the City – which issues are the most important for everyone to address?
- priorities for the Council – where should the organisation focus its efforts?
- other issues – specific or supporting questions to be determined during development

The lines of enquiry (aspects of the City to be investigated) were to align with the desired outcomes identified in the Integrated City Strategy. These included:

- people have opportunities to live, work and learn in Knox
- Knox has planned growth that meets the needs of a diverse community
- Knox has a healthy and diverse ecosystem, Knox is green and leafy
- people in Knox have high levels of personal health and wellbeing and enjoy a good quality of life
- Knox community uses natural resources sustainably
- people in Knox have access to public spaces and infrastructure for cultural expression and recreation
- Knox has real transport options and choice
- Knox has a strong local economy
- people in Knox feel safe, valued and connected to each other and their community
- people in Knox participate in community leadership activities and decision making processes
- people in Knox feel accepted and their diversity and difference valued. People in Knox participate in artistic expression
- Knox City Council is an effective and well governed entity

The resultant aspects of the City of Knox canvassed in this study are outlined in the Methodology section.

A key requirement of the Municipal survey was that the study should focus on the area of Knox, how the community feels towards the area and how the area is meeting their needs, rather than an assessment of Council itself or of Council's performance in delivering the desired outcomes of the Integrated City Strategy.

3. Methodology and Sample

The following outlines the manner in which this study was structured and undertaken from a project management perspective, research design, sampling and data analysis and reporting.

3.1 A multi stage integrated approach

newfocus in conjunction with Knox City Council undertook a seven stage process as outlined below.

| Stage | Overview of stage |
|--|---|
| Stage 1 Project set up meeting & workshop | Inception meeting with Council officers was held to confirm required outcomes, key deadlines, project communications and reporting requirements. |
| Stage 2 Review Council strategic reports & past research | newfocus reviewed a number of Council's strategic documents to capture tacit knowledge and inform lines of enquiry and methods to be adopted. |
| Stage 3 Survey design and research method(s) finalisation workshop | Following Stage 2, a summary of outcomes identified in the Integrated City Strategy was prepared along with suggested themes to be canvassed to cover outcomes listed in the stated strategic documents. These were discussed with Council to determine aspects of the City to be explored in research. These were then developed into a Master survey framework, shared with, feedback provided by, adjustments made and final survey design(s) approved by Council. |
| Stage 4 Survey(s) implementation | <p>A <u>multi-modal</u> approach was adopted.</p> <p>This involved as a central method a random sample Computer Assisted Telephone Interview (CATI) method of n=800 residents and n=200 businesses in Knox.</p> <p>These were further supported by a series of supplementary surveys targeting specific segments and/or to provide an opportunity for the broader community to be involved.</p> <p>These supplementary surveys were as follows:</p> <ul style="list-style-type: none"> • an online survey to cover residents, business and other City users - promoted by and accessed through Council website • a survey for community group representatives (including CALD) via an online survey with survey distributed by Council • an online survey for Council staff & elected members including some paper based surveys for those staff not on email – survey promoted and distributed by Council • an intercept top-up survey of young adults administered by newfocus at Knox Westfield with the assistance of Council provided to gain access to Westfield • a series of face-to-face and telephone interviews of hard to reach community members in aged and social community housing and disability support programs within Knox - administered by newfocus with access to respondents facilitated by Council • a paper based survey for residents was made available through Council offices for those members of the community who prefer hard copy, or who did not have access to online survey • a further supplementary online survey was included during the program to capture the Youth market (12 to 17 years), with promotion and distribution of survey facilitated by Council. |
| Stage 5 Data processing and analysis | <p>On completion of surveys all hard copy versions were data entered by newfocus, following which</p> <ul style="list-style-type: none"> • all surveys were quality checked for completeness, and open-ended responses coded • all survey data sets were integrated into a master database • data assessed and data tables and charts produced • a series of higher statistical analysis techniques were undertaken |
| Stage 6 Topline and draft report | <ul style="list-style-type: none"> • a topline report was produced and provided to Council • a draft report was developed and submitted to Council (subject of this Report) • a post draft survey workshop with Council is planned to review draft findings, implications and recommendations and assess additional analysis/amendments to report (pending) |
| Stage 7 Final report & presentation | <ul style="list-style-type: none"> • finalise report and submit (pending) • present final report to Council (pending) |

Figure 5: Overview of Multi Stage Approach

3.2 Mixed modal methods - samples achieved

The data was collected through a mixed modal approach, consisting of telephone interviews, online surveys, self-completion surveys and intercept interviews.

The research was conducted between 15th June 2017 and 15th July 2017.

The CATI surveys took an average of 11 minutes to complete.

The research was carried out in compliance with ISO 20252:2012.

The following outlines the audience and samples achieved via each of the methods adopted:

| Audience | Method | Total | Online | CATI | Paper |
|--|-----------------|--------------|------------|--------------|------------|
| Residents | CATI | 802 | * | 802 | * |
| Business | CATI | 200 | * | 200 | * |
| General community | on-line Combine | 475 | 475 | * | * |
| Community Groups | On-line | 38 | 38 | * | * |
| Residents (at Council) | Self-completed | 50 | * | * | 50 |
| Young Adult | Intercept | 52 | * | * | 52 |
| Hard to Reach residents (hardship groups) | F2F and Phone | 21 | * | 8 | 13 |
| Staff and elected members | Online / paper | 116 | 111 | * | 5 |
| Youth (12-17years) | Online / paper | 5 | 3 | * | 2 |
| TOTAL | | 1,759 | 627 | 1,002 | 130 |

Figure 6: Samples Achieved

3.3 The aspects of the City

The aspects of the City canvassed in this study were derived from a review of the desired outcomes identified in the Integrated City Strategy and consultation with Knox City Council representatives.

The aspects were defined so as to describe the key aspect of the desired outcomes in sufficient depth to convey the central theme of each and allow application in a consumer survey.

| Outcomes identified in Strategy | Aspects of the City used in survey |
|---|--|
| People have opportunities to live, work and learn in Knox | <ol style="list-style-type: none"> 1. availability of skilled workforce (included primarily for the Business) 2. employment opportunities (included primarily for the Residents) 3. education and training (for all stages in life) |
| Knox has planned growth that meets the needs of a diverse community | 4. type and affordability of housing |
| Knox has a healthy and diverse ecosystem. People understand and value the benefits of living in a biodiverse community. Knox is green and leafy | <i>(Integrated with Aspect 8 below)</i> |
| People in Knox have high levels of personal health and wellbeing and enjoy a good quality of life | <ol style="list-style-type: none"> 5. services and facilities that can help with your physical and mental health 6. support for those most in need (ie aged, disabled, homeless etc.) |
| Knox community uses natural resources sustainably. Knox has good air and water quality. Knox continues to reduce waste to land fill | 7. the environment is cared for by the community |
| People in Knox have access to public spaces and infrastructure for cultural expression and recreation | <ol style="list-style-type: none"> 8. bushland and spaces for natural flora, fauna and habitat 9. sporting, recreational and leisure activities available |
| Knox has real transport options and choice | 10. ease of getting around by walking, cycling or public transport |
| Knox has a strong local economy | 11. services to support local business growth (i.e. networking, mentoring, training) |
| People in Knox feel safe, valued and connected to each other and their community | 12. is a safe place to be |
| People in Knox participate in community leadership activities and decision making process | 13. community spirit |
| People in Knox feel accepted and their diversity and difference is valued. People in Knox participate in artistic expression | <ol style="list-style-type: none"> 14. celebration of cultural diversity 15. a vibrant arts and cultural scene |
| Knox City Council is an effective and well governed entity | <ol style="list-style-type: none"> 16. opportunities to have a say on matters affecting the community <p><i>(Council performance was captured separately)</i></p> |

Figure 7: Outcomes Identified and Aspects of City

3.4 The survey instruments

Each of the surveys developed addressed the following:

- the importance of aspects of the City (16 aspects adopted)
- the satisfaction had with each aspect of the City
- how respondents perceive each aspect has changed over the past four years
- areas where Council should focus in future planning (open field unprompted response)
- overall satisfaction in the Knox area (as a place to live, operate a business or be associated with)
- overall satisfaction with/performance of Knox City Council
- demographics relevant for each segment
- interest in involvement and to opt in for future Council consultations and/or to receive further information (excludes Youth)
- desire to participate in incentive draw (excludes Youth)

Referencing for the rating scales was made specific to each audience.

Due to the mixed modal approach and different time restrictions needed between methods, the range of demographics canvassed varied between the CATI and online versions with a more expansive range of demographics captured in the online versions. The exception to this was in the Youth and Staff surveys, where a reduced range of demographic criteria was adopted.

Copies of the final surveys have been provided electronically as an Appendix to this report.

3.5 Incentives

An incentive was offered to residents, business and community group representative respondents in the form of a prize draw for 10 x \$50 Westfield vouchers. A separate incentive of a \$50 Westfield voucher was provided for staff. No incentive was provided for the Youth sample. The draw was undertaken on 1 August 2016 by Council staff and winners notified via e-mail.

3.6 Aggregated segment samples - profiles achieved

All survey data samples were aggregated under each of the following four segments:

| | | |
|------------------------|---------|--|
| Residents | n=1,362 | comprising CATI and combined online, intercept, face to face, and self-completion surveys at Council offices |
| Business | n=233 | comprising CATI and combined online |
| Community group | n=38 | comprising representatives from community groups, online survey invitations distributed by Council |
| Staff | n=116 | comprising staff and elected members online and paper based surveys |

The profile of each aggregated segment is provided below.

| Demographic Criteria | Sub segment | % response | | |
|---|--------------------------------|--------------------|------------------|---|
| | | Residents (n~1353) | Business (n~233) | Community Groups (n~37) Staff & EM's (n=104) |
| AGE | Under 24 years | 12% | 1% | 8% |
| | 25 to 34 years | 13% | 10% | 22% |
| | 35 to 49 years | 31% | 29% | 24% |
| | 50 to 59 years | 16% | 36% | 24% |
| | 60 to 69 years | 15% | 21% | 8% |
| | 70 years + | 12% | 3% | 14% |
| GENDER | Male | 43% | 68% | 46% |
| | Female | 57% | 32% | 54% |
| SUBURB | | Live in | Business | Members in |
| | Bayswater | 8% | 27% | 34% |
| | Boronia | 15% | 11% | 32% |
| | Ferntree Gully | 18% | 15% | 47% |
| | Knoxfield | 6% | 9% | 34% |
| | Lysterfield | 4% | 2% | 21% |
| | Rowville | 19% | 12% | 32% |
| | Sassafras South | * | * | 5% |
| | Scoresby | 4% | 4% | 24% |
| | The Basin | 4% | 1% | 18% |
| | Upper Ferntree Gully | 3% | 3% | 26% |
| | Wantirna | 8% | 6% | 24% |
| | Wantirna South | 10% | 9% | 21% |
| | Other | 0% | 0% | |
| | Don't know suburbs but in Knox | | | 11% |
| | Members live outside of Knox | | | 32% |
| DIRECTORATE | City Development | | | 17% |
| | Community Services | | | 49% |
| | Corporate Development | | | 17% |
| | Engineering and Infrastructure | | | 16% |
| Note: | | | | |
| <ul style="list-style-type: none"> The youth survey respondents of n=5 have been included as part of the combined resident sample base. 24 respondents were both residents and operated a business and have been included in both segments 18 respondents to the combined online survey were neither residents nor business owners (ie they either shop or study in Knox). Results are included in totals for completeness but have not been analysed separately due to their small sample base. | | | | |

Figure 8: Profiles of Aggregated Segments

The combined residential sample demographic profile achieved vs population estimates of residents in Knox is displayed in the chart below. (Estimates based on ID.com data - derived from Australian Bureau of Statistics, Census of Population and Housing 2006 and 2011).

Overall a very good spread across suburbs and age groups was achieved though the combined residential sample was skewed to female. The female skew was a result of the open invitation nature of the online survey and self-completion surveys. The CATI resident survey achieved a 50:50 male: female split.

Overall the combined sample is considered reflective and representative of the Knox residents.

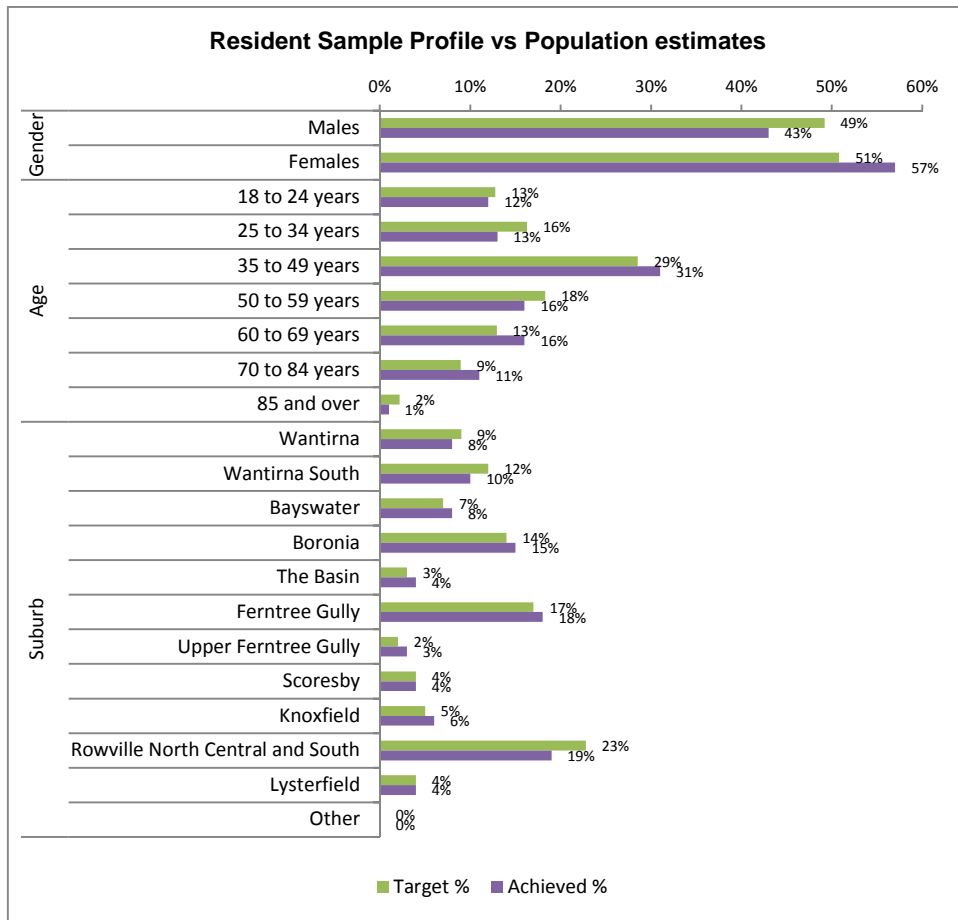


Figure 9: Resident Sample Achieved Vs Population Estimate

3.7 Statistical confidence

The degree of statistical accuracy at 95% statistical significance for the combined residential segment sample is displayed below.

| Population base | Population estimate* | Est Sample n= | Accuracy at one point in time (at 95% confidence level) |
|----------------------------|----------------------|---------------|---|
| Adult 18 years plus | 115,225 | 1,362 | ±2.64% |
| Males | 56,690 | 573 | ±4.08% |
| Females | 58,535 | 772 | ±3.51% |
| 18 to 24 years | 14,727 | 163 | ±7.66% |
| 25 to 34 years | 18,765 | 175 | ±7.39% |
| 35 to 49 years | 32,872 | 417 | ±4.77% |
| 50 to 59 years | 21,095 | 223 | ±6.54% |
| 60 to 69 years | 14,912 | 210 | ±6.73% |
| 70years and older | 12,854 | 164 | ±7.63% |

Figure 10: Statistical Confidence Achieved – Residential Sample

Notes:

* Population based on ID.com data (derived from Australian Bureau of Statistics, Census of Population and Housing 2006 and 2011)
 Variances in sum of est sample by age and gender to Adults 18 years plus due to "prefer not to answer" on age or gender

Interpreting statistical confidence of the sample

The statistical accuracy at one point in time refers to the accuracy of results of a sample of the population compared to if you had results for every single member of the population.

Calculation of the level of accuracy is based on the size of the population that the sample is drawn from and the size of the sample. The level of accuracy increases as the size of the sample approaches the size of the population.

For example, for a sample of 1,362 the level of statistical accuracy quoted at ±2.64% for the adult population, means that the measurement of the items in the study accurately represent the measurement of these same items in the population, within a range of ±2.64%.

Put another way, if a sample was drawn of 1,362 people 100 times on 95 of those occasions the same result would be achieved within ±2.64%.

Statistically significant differences between segments

Within the report newfocus has applied significance testing where relevant between the various segments. The method we used, chi-square statistics, is a common method of describing whether a relationship exists between two or more variables, ie it allows us to statistically assess how likely the differences between segments are genuine differences or simply chance occurrences.

This testing highlights different levels of confidence for each result. In market research generally, the most common level used to mean something is not just by chance is 0.95. This means that the finding has a 95% chance of being a genuine difference. Throughout this report we have highlighted differences amongst segments that have a confidence level of 95% or higher.

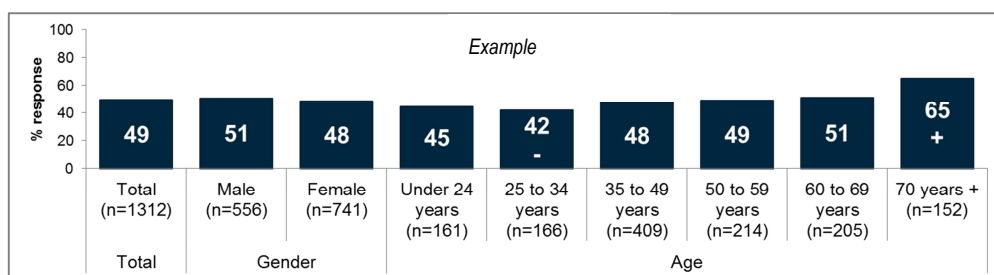
Interpreting the results:

Throughout the report, statistically significant differences between segments have been highlighted on the charts.

Different methods of highlighting this have been used dependent on the format being presented, for example:

- + or – where the + symbol represents a segment that achieved a significantly higher result than other segments, and the – symbol represents a segment that achieved a significantly lower result than other segments

Using the below example of satisfaction amongst residents, residents aged 70 or older were significantly more satisfied than younger residents, whilst those aged 25-34 years were significantly less satisfied – meaning that these differences compared to the other age groups are very likely to be true (95% or higher confidence).



- where it was not appropriate to use a + or – symbol, we have indicated significant differences with arrows or circles and provided an explanation on the page
- in tables, significant differences are highlighted with coloured text, with red representing a significantly higher result and blue representing a significantly lower result

4. Summary Results - High level outcomes across all segments

Insights and implications

What's it like to live and operate a business in Knox

The Community has a high level of satisfaction in Knox as a place to live (86%), as place to operate a business (73%) and the majority are satisfied in Knox City Council (57%).

But these do not hide some of the issues being experienced by the Community nor suggest that things could not be better.

What's important to the Knox Community

There is consistency in what is important to the community about Knox:

- safety, looking after those in need and education for the future are the most common *important* aspects across segments
- the arts, cultural diversity and support for local business were the most common *least important* aspects

But not all segments are the same and differences exist.

| | |
|------------------|--|
| Residents | safety, support for those in need, physical & mental health and education & training are the four most important aspects |
| Business | placed more importance on economic factors - availability of skilled workforce, employment opportunities and education & training as well as (though to lesser extent) on services to support local business growth than did residents |
| Community groups | placed less importance on individual aspects of the City except on sporting, recreational and leisure activities and on Community Spirit |

On what aspects are the Knox Community satisfied

Satisfaction is highest amongst all segments for sporting, recreational and leisure activities, along with bushland spaces, places – which tended to be mid-high level importance. This was followed by community spirit and education & training.

Type and affordability of housing was the most common aspect across all segments with *lowest* satisfaction and is one which appears to be dominant and a recurring theme which is seen to have worsened over the past four years.

Other aspects with lower levels of satisfaction across several segments were employment opportunities, support for local business, and a vibrant arts and cultural scene (though the latter two were deemed of importance by a smaller portion of the community).

How does the Knox Community believe Knox has changed

The community generally believes that Knox has improved (or at least remained the same) on most aspects, and to have improved the most on the aspect of higher satisfaction - *sporting, recreational & leisure* activities.

There are however some significant exceptions to this with *type and affordability of housing* and *a safe place to be* being the two aspects where the community believe has got worse. In the case of type and affordability of housing the decline is seen to have occurred by the *majority* of community members across all segments. It appears to be the dominant issue faced.

What does the community believe Knox City Council should focus on

When asked to provide suggested areas for Council to focus on, many members of the community think about the things that impact them on a daily basis which Councils are generally accepted to be responsible for: the more traditional operational functions of Council rather than the broader strategic planning issues.

Nevertheless, the sentiments of the community about what the focus of Council should be echoed many of those aspects that were important to them and where they were less satisfied, with most common areas being:

Amongst residents:

- transport (better roads, public transport, parking)
- community health and well-being
- cleanliness of public places/streets/rubbish collection
- development/housing issues
- safety and security
- care for the environment

Amongst business, areas for focus also included support for local business.

Amongst community groups, sporting venues, facilities and funding along with services to support the vulnerable and building community spirit were evident.

How Council can apply these in its strategic planning program

To assist Council in assessing and informing on the aspects and themes for Council to address in its planning and to further engage with the communities it serves, an Importance vs Satisfaction Matrix was established based on the 16 aspects assessed in this study.

This revealed the following:

- the natural environment, sporting and recreational activities and safety in the community are those aspects which the community deems important and which most are satisfied with.
These represent the strengths of Knox and they need to be protected.
But opportunities may exist to leverage these and consultation should explore methods on how these aspects could support other aspects of the City.
- there are however numerous aspects of the City which, whilst important, less than half of community members were satisfied with and these need to be investigated.
In the case of Knox – and of note, were the higher importance aspects of employment and housing which have lowest levels of satisfaction and appear in need of broad based engagement strategies.
Also included were aspects such as services for physical and mental health, education and training, ease of getting around which, whilst also important, dissatisfaction was not as wide spread and which may benefit from targeted engagement strategies.
- there were also several aspects which the community indicated had lower importance and lower satisfaction. These included aspects surrounding economy and local business and the culture and arts aspects of the City.
This suggests that there may be a lack of understanding or appreciation in the community of the role these aspects play in building a socially integrated and successful community.
Consultation strategies for these aspects could aim to raise the awareness of what is available in the aspect, to demonstrate why the aspect is important to the community individually and as a collective, and to explore opportunities that would enhance delivery of the aspect to yield higher levels of satisfaction (and importance).

The perceptions of staff

Staff as a collective appear to have a good understanding of the needs of the community – especially those of residents where staff have similar views to the community of what is important.

Staff however tend to believe the area has improved more and aspects are better provided for than the community may.

This is not to be taken as a negative – rather, staff may be better informed than the community about all the things that Council does in seeking to strengthen the City of Knox and enhance the lives of its constituents..

The following provides the summary of findings of the surveys undertaken with results aggregated under each of the key segments of Residents, Business, Community Groups and Staff/Elected Members:

Detailed results for each of the four segments are provided in Sections 5 to 8 of this report.

4.1 Importance of aspects of the Knox area

There is consistency in what is important to the community about Knox:

- safety, looking after those in need and education for the future are the most common *important* attributes across segments
- the arts, cultural diversity and support for local business were the most common *least important* attributes

But not all segments are the same and differences exist.

| | |
|------------------|--|
| Residents | safety, support for those in need, physical & mental health and education & training are the top four aspects |
| Business | placed more importance on economic factors - availability of skilled workforce, employment opportunities and education & training as well as (though to lesser extent) on services to support local business |
| Community groups | placed less importance on individual aspects of the City except on sporting, recreational and leisure and on Community Spirit |
| Staff | placed somewhat higher importance on numerous attributes - including ease of getting around, type and affordability of housing |

The top four and bottom four aspects based on importance for each segment are provided below and variance of importance vs resident sample charts on the following page.

| Importance | Residents | Business | Community Groups | Staff |
|---|---|-----------------------------------|---|-----------------------------------|
| Top 4 In descending order | Safety | Safety | Safety | Safety |
| | Support those in need | Education and training | Services for physical and mental health | Ease of getting around |
| | Services for physical and mental health | Employment opportunities | Community spirit | Support those most in need |
| | Education and training | Availability of skilled workforce | Sporting recreational and leisure | Type and affordability of housing |
| Bottom 4 In descending order | Availability of skilled workforce | Sporting recreational and leisure | Availability of skilled workforce | Availability of skilled workforce |
| | Support for local business | Ease of getting around | Cultural diversity | Cultural diversity |
| | Cultural diversity | Cultural diversity | Arts and culture | Support for local business |
| | Arts and culture | Arts and culture | Support for local business | Arts and culture |

Figure 11: Importance of Aspects in Knox Area by Segment

Note: Importance based on 4 or 5 on a scale where 5=very important and 1=not at all important.

The table presents those aspects where most respondents considered the aspect important (top 4) and less important (bottom 4) by each segment.

Note: Shading denotes the aspects which were more common across segments, with the darker the shading the more often the aspect appeared in top 4 and bottom 4 respectively

Importance - Variance by Segments to Residents

The following diagrams display the variance in importance amongst business, community groups and staff against importance amongst the total residential sample:

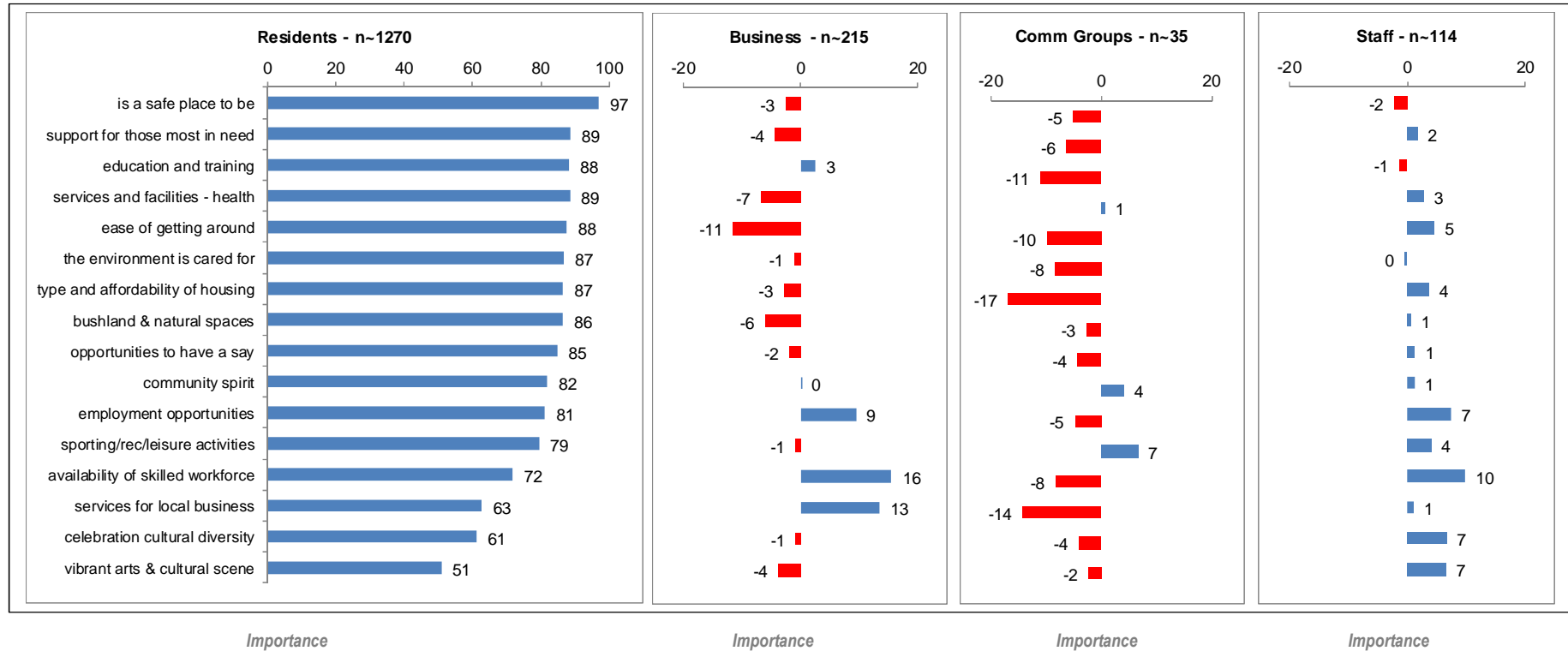


Figure 12: Importance - Variance by Segments to Residents

Note: Importance based on 4 or 5 on a scale where 5=very important and 1=not at all important.

4.2 Satisfaction with aspects of the Knox area

Whilst satisfaction with living in the area of Knox is high (almost 90%), individual aspects were less so

Satisfaction is highest amongst all segments for sporting, recreational and leisure activities, along with bushland spaces, places (biodiversity) – which tended to be mid-level importance. This was followed by community spirit and education & training.

Type and affordability of housing was the most common lowest satisfied aspect across all groups.

This was followed by a mix of vibrant arts & cultural scene and employment opportunities

Key differences between segments

| | |
|-----------------|---|
| Residents | most satisfied with sporting and recreational, bushlands, safety and community spirit, services to help physical and mental well-being |
| Business | had reasonably consistent views of satisfaction across most aspects |
| Community group | placed lower satisfaction on attributes |
| Staff | appear to assess sporting and recreational facilities, bushland spaces and services to support local business proportionally better vs other attributes than other segments |

The top four and bottom four aspects based on satisfaction for each segment are provided in the table below and variance of satisfaction vs Resident sample charts on the following page.

| | Residents | Business | Community Groups | Staff |
|---|--|------------------------------------|--|--|
| Top 4 In descending order | Sporting & recreational facilities | Sporting & recreational facilities | Sporting & recreational facilities | Sporting & recreational facilities |
| | Bushland spaces and places | Bushland spaces and places | Bushland spaces and places | Bushland spaces and places |
| | Safety | Community spirit | Cultural diversity | Safety |
| | Community Spirit | Education and training | Opportunities to have a say on matters | Opportunities to have a say on matters |
| | (=4 th) Services - physical & mental wellbeing | | | |
| Bottom 4 In descending order | Vibrant arts and Cultural | Type and affordability of housing | Safety | Support for those most in need |
| | Employment opportunities | Support for local business | Services to support local business | Ease of getting around |
| | Support for local business | Employment opportunities | Availability of skilled work force | Employment opportunities |
| | Type and affordability of housing | Vibrant arts and Cultural | Support for those most in need | Vibrant arts and Cultural |
| | | | Type and affordability of housing | Type and affordability of housing |

Figure 13: Satisfaction with Aspects in Knox Area by Segment

Notes:

For Residents, Business and Community Groups, satisfaction is based on the percentage of respondents in each segment who rated their satisfaction with the aspect 5 or 4 using a scale where 5=Very satisfied to 1=Very dissatisfied. The table presents those aspects where most respondents were satisfied (top 4) and least often satisfied (bottom 4) by each segment.

For staff the measure is based on level of agreement that the City provides for the aspect rather than satisfaction showing those who rated aspect 5 or 4 using a scale where 5= Strongly agree to 1=Strongly disagree. Staff are displayed in same table for comparative purposes.

Shading denotes the aspects which were more common across segments, with the darker the shading the more often the aspect appeared in Top 4 and Bottom 4 respectively.

Satisfaction - Variance by Segments to Residents

The following diagrams display the variance in satisfaction amongst business, community groups and staff against importance amongst the total residential sample:

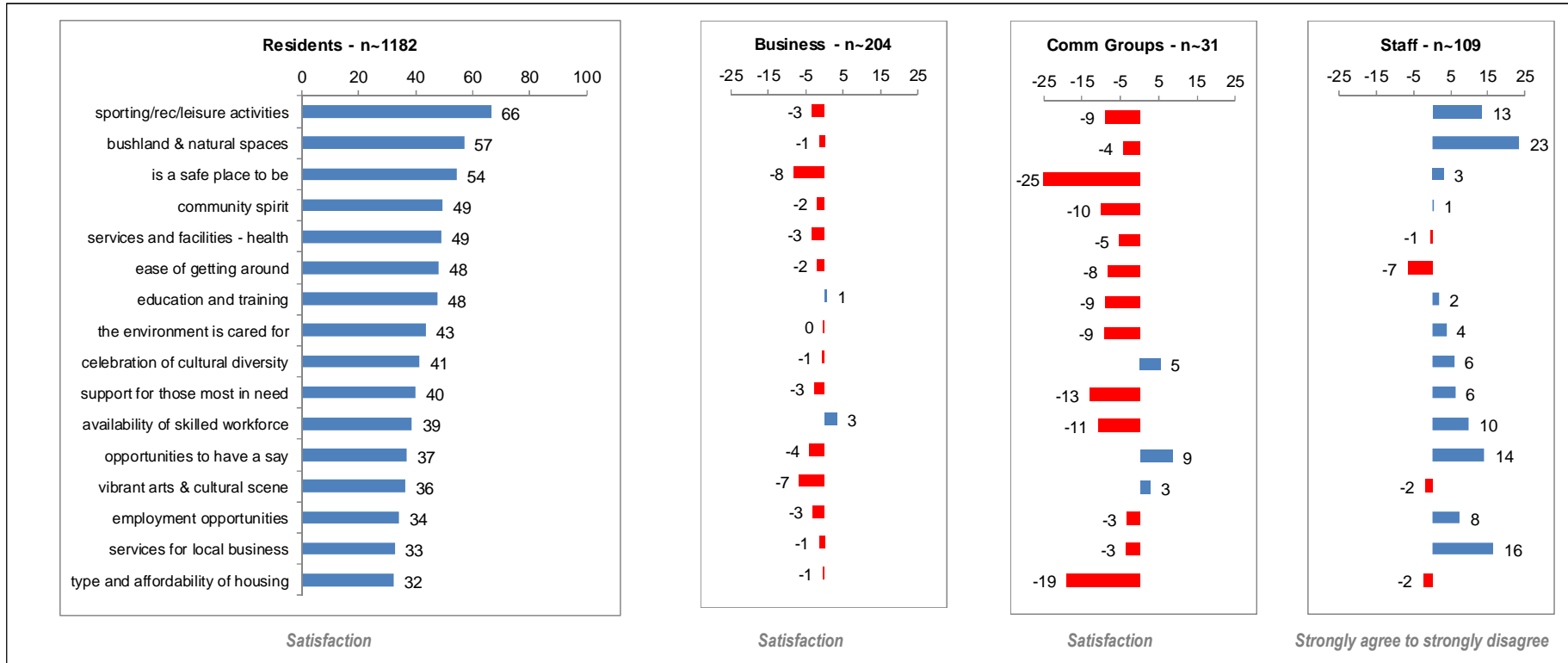


Figure 14: Satisfaction - Variance by Segments to Residents

Note: Satisfaction based on 4 or 5 on a scale where 5=very satisfied/strongly agree and 1=very dissatisfied/strongly disagree

4.3 The main gaps – possible areas for future focus

Across all segments – *type and affordability of housing* and *support for those most in need* were the two aspects with the largest gap between importance and satisfaction.

Differences between segments

- Residents housing type and affordability
- Community groups safety as a significant gap
- Business employment
- Staff stated ease of getting around – a gap which appeared higher amongst staff than other segments.

| | Residents | Business | Community Groups | Staff |
|---|-----------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|
| Top 4 Gaps in Importance vs Satisfaction | Type and affordability of housing | Employment opportunities | Safety | Type and affordability of housing |
| | Support for those most in need | Type and affordability of housing | Type and affordability of housing | Ease of getting around |
| | Opportunities to have a say | Safety | Support for those most in need | Employment opportunities |
| | Employment opportunities | Support for those most in need | Community spirit | Support for those most in need |

Figure 15: Gaps in Importance Vs Satisfaction with Aspects in Knox Area by Segment

Shading denotes the aspects which were more common across segments, with the darker the shading the more often the aspect appeared in Top 4

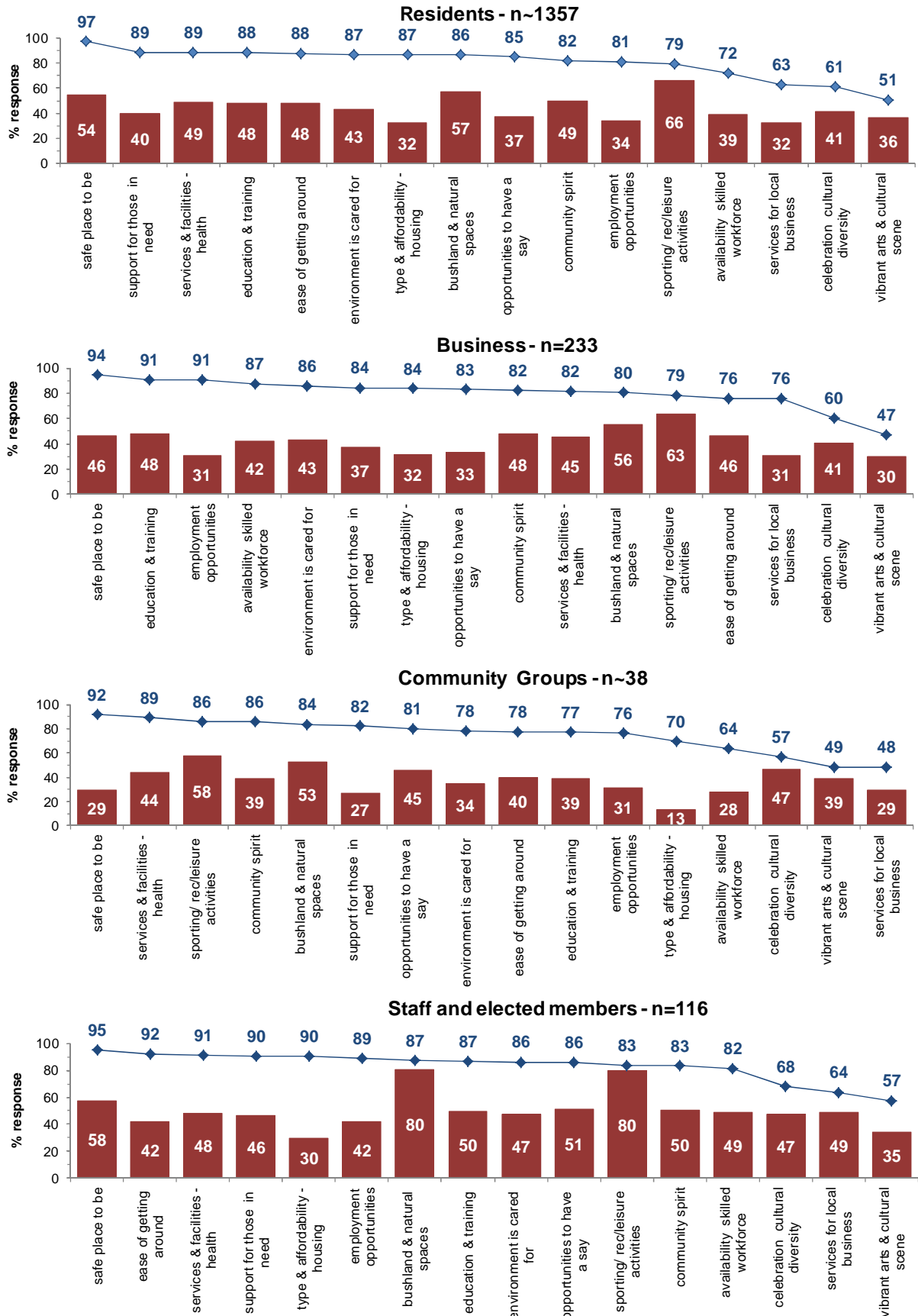


Figure 16: Importance Vs Satisfaction (Agreement for Staff) – Differences Between Segments

■ Satisfaction
◆ Importance

Importance based on 4 or 5 on a scale where 5=Very important and 1=Not at all important
 For Satisfaction Resident, Business and Community Group Satisfaction based on 4 or 5 on a scale where 5=Very satisfied and 1 = Very dissatisfied. For Staff the scale is 4 or 5 on a scale where 5=Strongly agree and 1 = Strongly disagree that the Knox area provides for the aspect

The Importance vs Satisfaction Matrix

Each aspect was plotted on an Importance vs Satisfaction matrix with resultant four quadrants:

| | |
|---------------------------------------|------------------------|
| High Importance Higher Satisfaction: | Leverage and consult |
| High Importance Lower satisfaction: | Engage and collaborate |
| Lower Importance Lower satisfaction: | Enhance and consult |
| Lower importance higher satisfaction: | Evolve or maintain |

The following displays the matrix plot for the Residential sample followed by an interpretation of the positioning of the aspect in the quadrants and factors to consider in using the matrix to inform further engagement with Knox communities:

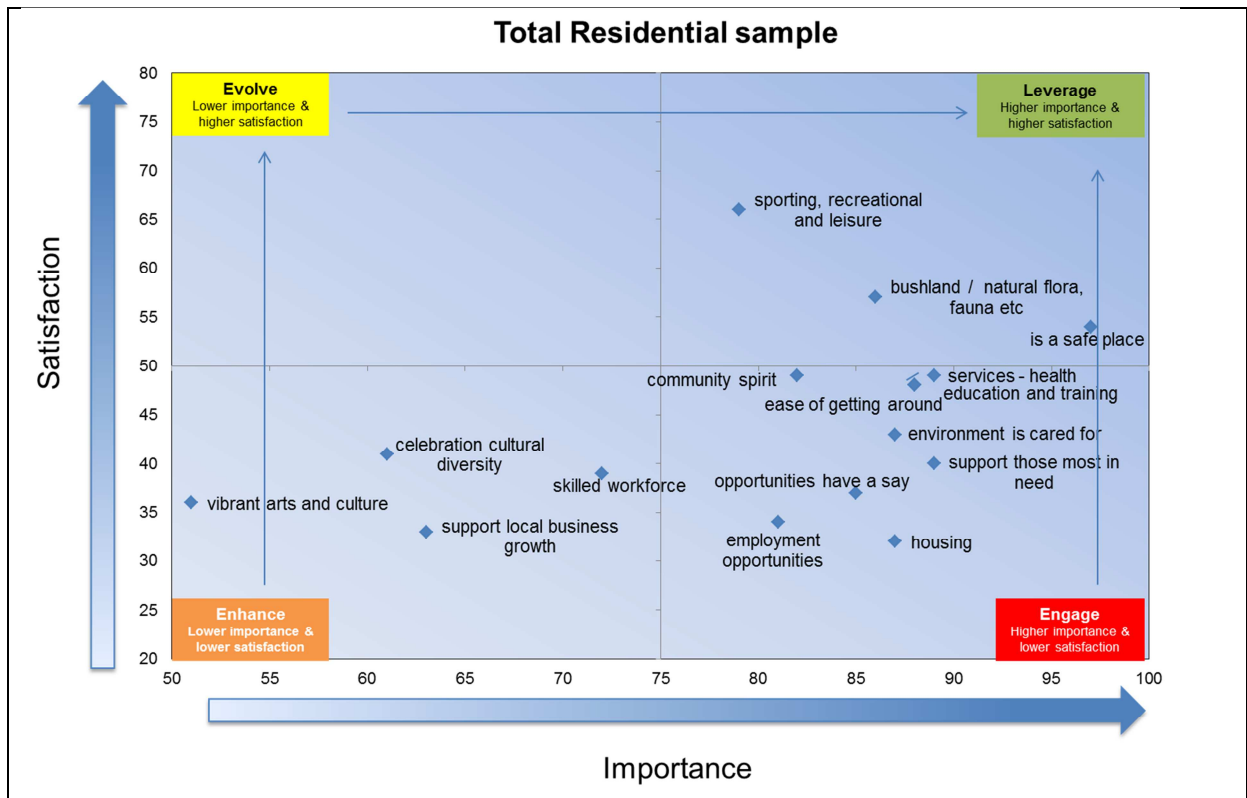


Figure 17: Importance Vs Satisfaction Matrix – Residential Sample

Interpreting and using the matrix

The matrix displays the relative position of each aspect along two dimensions – Importance and Satisfaction.

| High Importance Higher Satisfaction: -Leverage and consult | |
|---|---|
| What it means | <ul style="list-style-type: none"> The aspect is widely regarded as a strength - representing something that Knox has which is valued and meeting the majority of resident needs. |
| Implications | <ul style="list-style-type: none"> Being a strength of Knox the aspects could be leveraged in promotions as they may represent an aspect that makes Knox different to other places to live and which is a credible claim Being a strength the aspects should be protected and where possible further enhanced <p>In the case of Knox the natural environment, sporting and recreational aspects and safety in the community appear to reflect these aspects</p> |
| Things to consider in engagement | <ul style="list-style-type: none"> The community should be consulted in regard to any future plans Care would be needed on any plan which may change the nature of the aspect (ie urban sprawl, reduced access to sporting grounds) Being important and valued there may also exist special interest groups that Council may wish to engage directly with or to form community reference groups Opportunities may also exist to leverage these strengths in building other aspects, ie: <ul style="list-style-type: none"> bringing arts and culture into the 'bush' promoting industries that preserve the natural landscape (ie water management, solar, recycling) demonstrating how the community, by caring for the environment, preserves the natural assets of Knox how celebrating cultural diversity can impact community spirit and build safety |

| High Importance Lower satisfaction: Engage and collaborate | |
|---|--|
| What it means | <ul style="list-style-type: none"> The aspect is important to people but less than half of residents are satisfied with – for whatever reason the aspect is not meeting broader community needs |
| Implications | <ul style="list-style-type: none"> Some of those aspects close to Engage quadrant may need small changes - to develop strategies that may move the aspect up the matrix or the issue may be isolated to certain areas or sectors of the community Aspects which have widespread low satisfaction would constitute a pivotal issue amongst a large proportion of the community <p>In the case of Knox – aspects such as services for physical and mental health, education and training and ease of getting around may need more targeted engagement strategies</p> <p>Aspects such as employment and housing appear in need of broader and more involved engagement strategies</p> |
| Things to consider in engagement | <ul style="list-style-type: none"> Council should consider the aspects falling in this quadrant and develop a priority to consult on Some aspects may be able to be consulted on with targeted groups (ie disabled, elderly for health services; school leavers and business for education and training, community groups that support those most in need) Other aspects such as employment and housing (also seen as having got worse over the past four years) appear to be in need of broader consultation. Whilst Council may not be responsible for rectification of these they can be actively leading community discussion and problem resolution and be seen to be engaging broadly and collaboratively – not only with residents but with others. Eg for housing to engage with those involved in the housing supply chain such as developers, government, finance providers, landlords etc Before entering into collaboration engagement strategy Council should firstly explore through research or other consultation methods what the issues being experienced are –ie in housing is it high density, design of housing, approval process, availability, affordability. Once the issues are better defined then more collaborative strategies that engage with the community and key stakeholders can be formulated – ie workshops, panel of experts, working parties etc. |

| Lower Importance Lower satisfaction: Enhance and consult | |
|---|--|
| What it means | <ul style="list-style-type: none"> The aspect tend to be seen by fewer people as important and with less than half being satisfied |
| Implications | <ul style="list-style-type: none"> It is not to say that these aspects are not important to the overall well-being of a community (as they are important to over 50%) however the wider community may lack appreciation of the value these have to themselves and/or the overall community in which they live . <p>In the case of Knox – these aspects appear to relate to two related themes – The “economy and local business” and the “culture and arts”</p> |
| Things to consider in engagement | <ul style="list-style-type: none"> There are three broad directions that Council could take with these: <ul style="list-style-type: none"> raise the importance placed on them by the broader community – which could be raising the salience of the aspect via information about what is available and why the aspect is important developing the aspects to yield greater satisfaction – review the type of services and support provided to these within Knox and by Council ignore the aspect (not recommended) Engagement strategies that Council may wish to consider would be: <ul style="list-style-type: none"> consultation amongst those who do place importance on these (Community Groups and Business) to ascertain what factors of those aspects of Knox or services provided that they are / are not satisfied with consultation amongst those who place lower importance on the aspect to ascertain what their perceptions of the aspects are and what may be inhibiting them from placing more importance / credence on them – to ascertain if it is awareness, information challenge faced by council or if there exist other barriers to further developing and enhancing these for the betterment of the community <p>As outlined previously there may be opportunities to build these aspects through connecting with Knox strengths – ie linking celebration of cultural diversity with sporting, recreational and leisure activities such as through sports carnivals, fetes, food lovers fairs or other entertainment events</p> |

| Lower importance higher satisfaction: Evolve or maintain | |
|--|--|
| What it means | <ul style="list-style-type: none"> The aspect tends to be seen by fewer people as important but with a higher level of satisfaction across the community None were found to exist in Knox amongst those aspects canvassed |
| Implications | <ul style="list-style-type: none"> These aspects (were they to exist in Knox) could be considered as hygiene factors - things that a City has that people just expect to be there and give little attention to |
| Things to consider in engagement | <ul style="list-style-type: none"> Hypothetically Council could consider if the aspect would have potential to be developed (evolved) into a strength (building the importance placed on it) or simply to maintain the aspect to avoid the community being dissatisfied |

Figure 18: Interpretation of Importance Vs Satisfaction Matrix

Differences in Importance vs Satisfaction Matrix by Segments

Across all segments the matrix plot was found to be very similar with main differences being the extent to which segments were satisfied (as opposed to level of importance).

Of note was that staff tended to place a higher level of agreement that the Knox area provided for the aspect (vs the level of satisfaction displayed by residents, business or the community groups).

These are displayed on the following page.

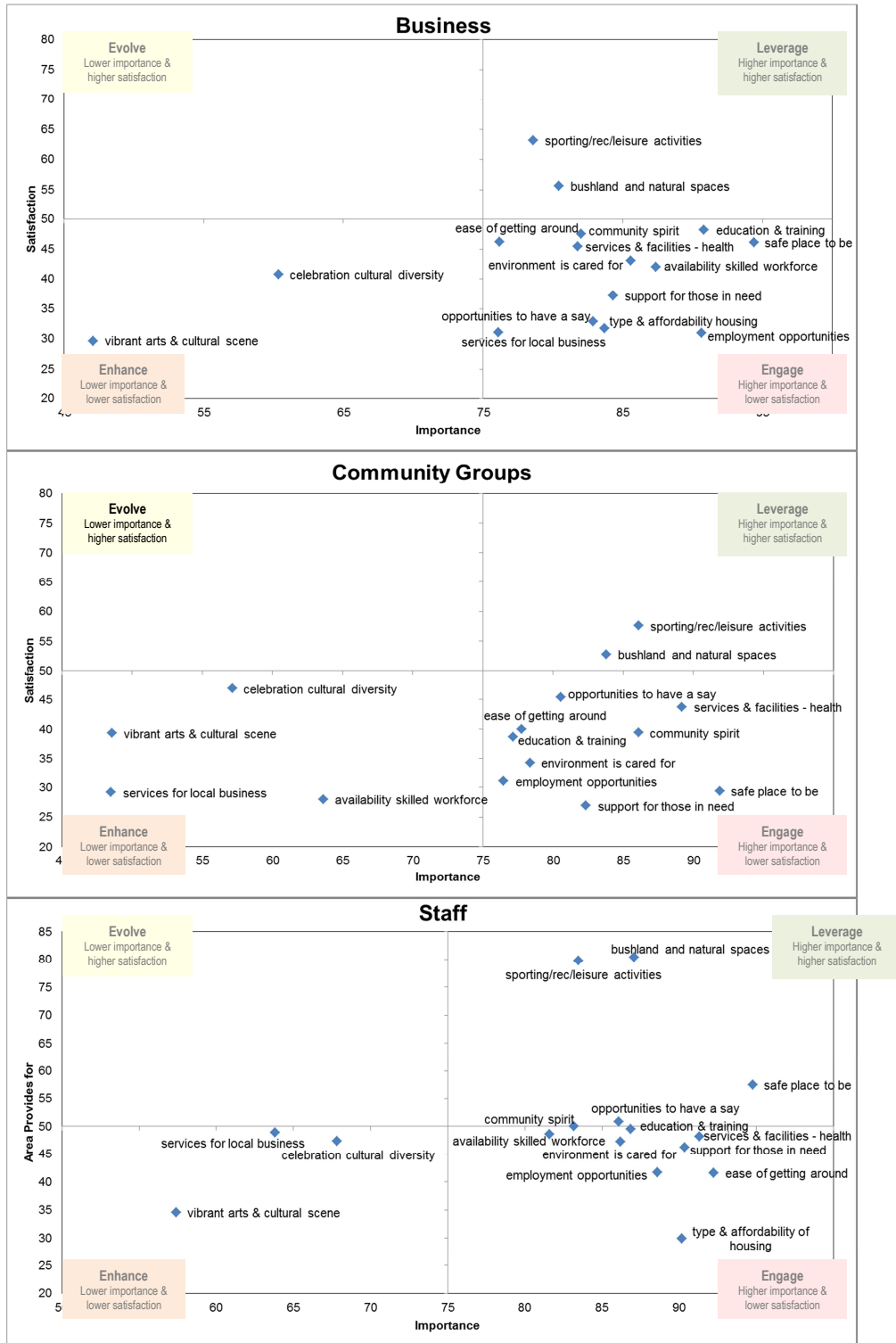


Figure 19: Importance Vs Satisfaction Matrix by Segment

4.4 Changes over time

Most aspects appear to have improved (or at least remained the same).

Main aspects to have improved were: *Sporting, recreational & leisure* and *services & facilities to help with physical & mental health*.

Consistent with high dissatisfaction results, *type and affordability of housing* is seen by respondents to be an area that has got worse over the past four years.

A safe place to be is also an area that respondents believe has declined over the past four years.

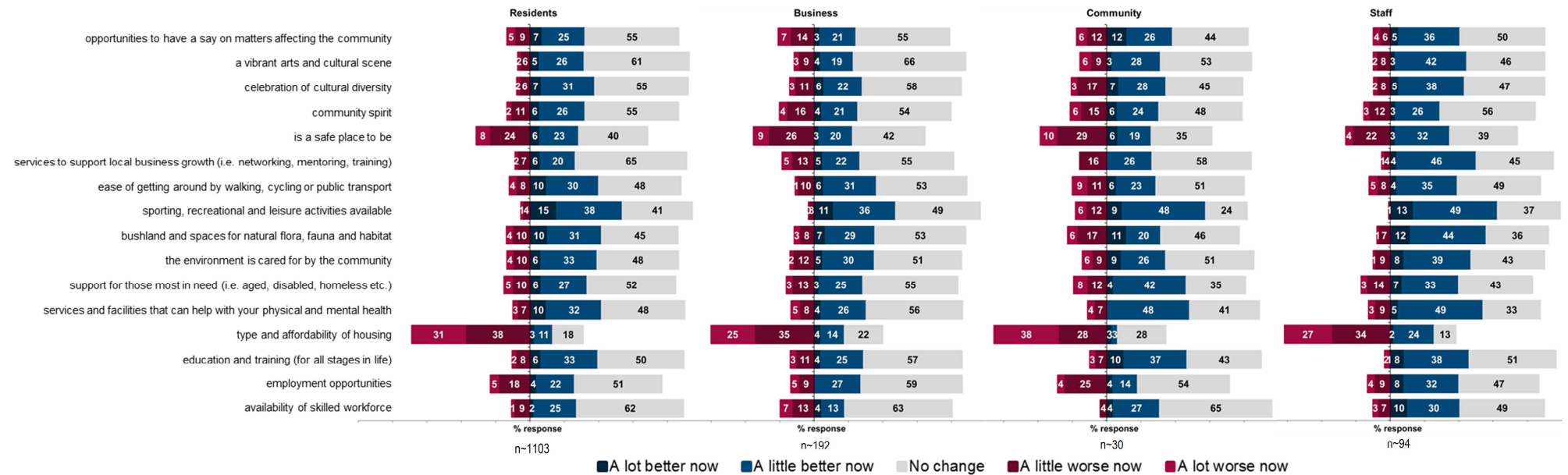


Figure 20: Changes Over Time by Segment

4.5 Overall satisfaction with the Knox area and Council

Residents are satisfied with Knox as a place to live (86%).

Businesses are generally satisfied with Knox as an area to operate a business in (73%).

Overall 57% were satisfied with Knox City Council.

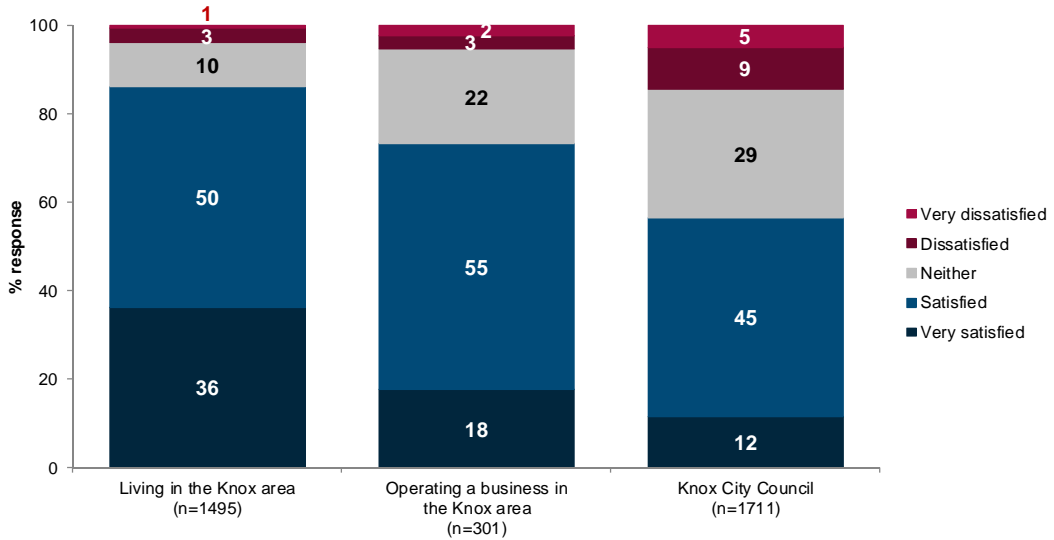


Figure 21: Overall Satisfaction with Knox Area and Council

Satisfaction living in Knox

Those who live and operate a business in the Knox area are most satisfied with the area as a place to live.

Community group representatives have less cognition of Knox as an area for their community to live.

Satisfaction with living in the Knox area

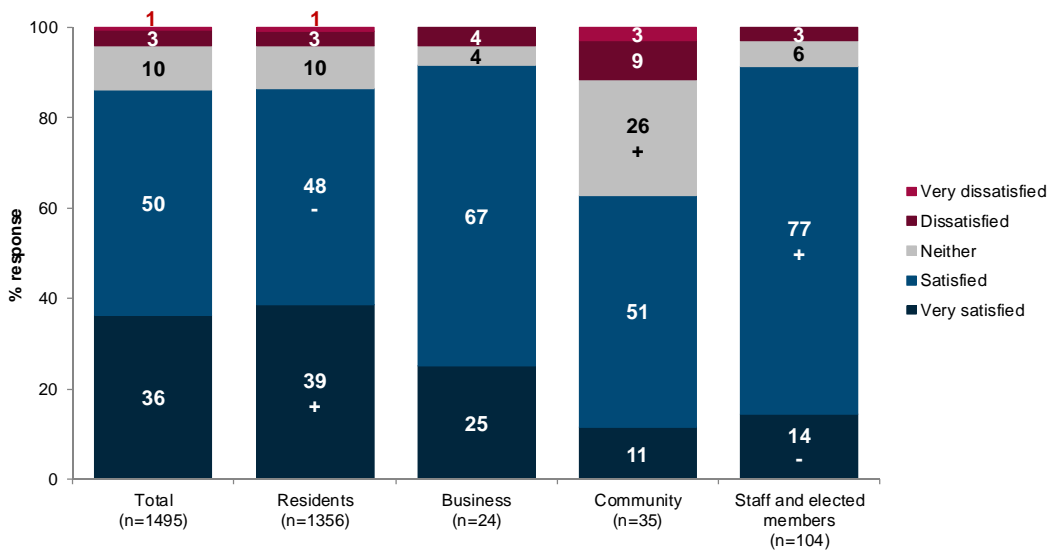


Figure 22: Satisfaction with Living in Knox Area

Note: staff asked to rate the Knox area as a place to live on a scale of excellent, good, neither, poor, very poor

Satisfaction operating a business in Knox

Those who live and operate a business in the Knox area are most satisfied with the area as a place to operate a business.

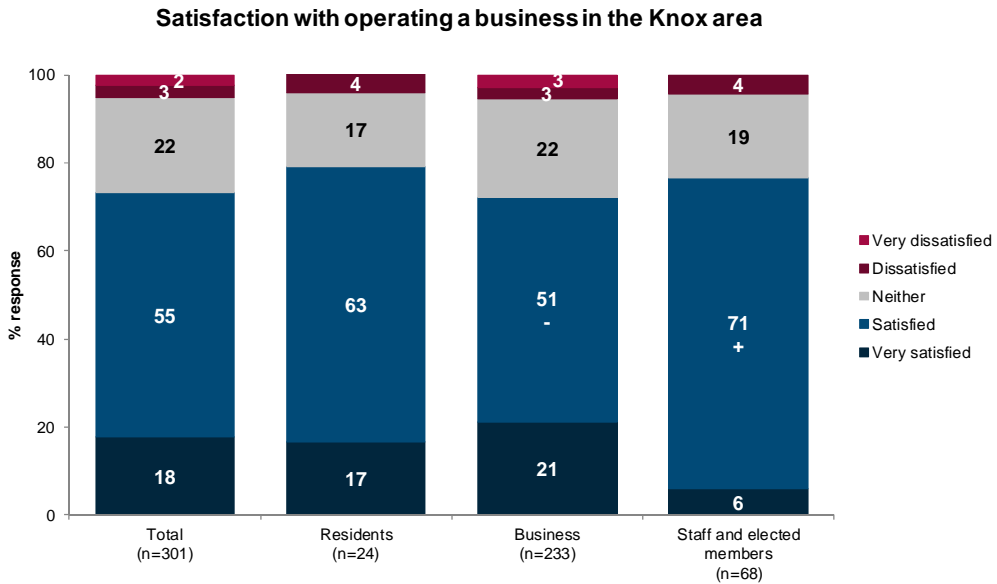


Figure 23: Satisfaction with Operating a Business in Knox Area

Note: staff asked to rate the Knox area as a place to live on a scale of excellent, good, neither, poor, very poor

Satisfaction with Knox City Council

Satisfaction with Council is reasonably consistent across segments at 54% for both residents and business and 49% amongst community group representatives.

Whilst adopting a different scale (excellent to poor vs very satisfied/dissatisfied), Council staff appear to assess Council performance at a higher level than the community appears to do.

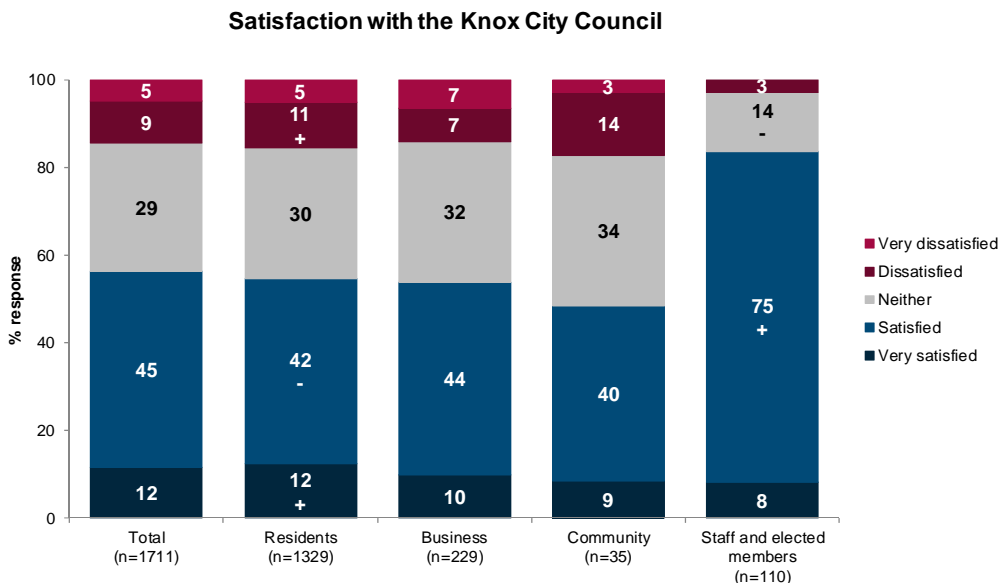


Figure 24: Satisfaction Knox City Council

Note: staff asked to rate performance of Council in meeting the needs of the community on a scale of excellent, good, neither, poor, very poor

4.6 Suggestions for future area of focus by Council

When asked to provide suggested areas for Council to focus on many respondents either reiterated the aspects which they had previously answered questions on or provided suggestions on more of the traditional service deliverables of Council, such as cleanliness, rubbish collection, roads, footpaths, parking etc

For ease of interpretation these have been grouped under like-themes, with the following results emerging.

Main suggested areas for Council to focus on by respondents related to:

- transport (better roads, public transport, parking) (26% combined)
- community health and well-being issues (20% combined)
- cleanliness of public places/streets/rubbish collection (17% combined)
- development/housing issues (16% combined)
- safety and security (15% combined)
- care for the environment (10%)

Given the higher level of importance, lower satisfaction or declines over the past four years, priority areas for the community as a collective are potentially likely to be based around the following:

- housing and development
- safety and security
- community health and support programs

Based on responses provided, transport from a community perspective includes private vehicle transport which may hold more importance than cycling or walking.

Amongst the community groups – recreational and shopping facilities were also noted as areas for Council to focus on and where sporting and recreational activities was also previously noted as important to community groups.

The following table presents the items raised by respondents and the percentage each were referenced by each segment.

These have been aligned to those aspects canvassed in the survey, and may provide Council with additional insight into what topics could be canvassed in future community engagement around each aspect.

Note these alignments were qualitatively assessed by the researcher and do not reflect an alignment by respondents during the survey itself.

| Aspects | Suggestions made by the community | Total n=1719 | Residents n=1329 | Business n=232 | Community n=37 | Staff n=111 |
|--|--|-----------------|---------------------|-------------------|-------------------|----------------|
| is a safe place to be | Increasing security (better lit public spaces, increasing police presence, crime prevention and increased penalties) | 14% | 14% | 15% | 5% | 10% |
| | Road safety/reduce speed limits/install speed humps | 1% | 2% | 1% | * | * |
| support for those most in need | More services and support for the vulnerable community members/the youth/the disabled/the homeless | 8% | 7% | 6% | 16% | 14% |
| | Aged care services and support | 5% | 5% | 3% | 5% | 6% |
| | Family support/childcare | 2% | 2% | 0% | * | 5% |
| services and facilities for physical & mental health | Health facilities/programs/services/including mental health | 4% | 4% | 3% | 3% | 5% |
| education and training | More accessible education/more funding for education and training | 6% | 6% | 3% | 8% | 1% |
| ease of walking, cycling or public transport | Public transport (better/more)/development of train/tram line | 20% | 21% | 14% | 11% | 16% |
| | Roads: improving flow of traffic (i.e. underground roads, less traffic, cyclist use) | 6% | 6% | 9% | * | 1% |
| | Road maintenance/improve pot holes | 4% | 4% | 6% | * | 3% |
| | Footpaths/pedestrian crossings/walking trails/more needed/maintained/level | 3% | 4% | 3% | 3% | 5% |
| | Parking (more/better/cheaper/free/allocated) | 3% | 3% | 5% | * | * |
| environment is cared for by community | Care for the environment/nature/animal rights/sustainability programs | 10% | 10% | 4% | 19% | 15% |
| type and affordability of housing | Affordable housing | 7% | 6% | 5% | 8% | 20% |
| bushland and natural spaces | | | | | | |
| have a say on matters affecting the community | | | | | | |
| community spirit | Building local community (more events, support for local volunteer groups) | 4% | 4% | 3% | 19% | 9% |
| employment opportunities | Support employment programs/create more jobs/skilled staff available | 5% | 5% | 3% | 3% | 3% |
| availability of skilled workforce | Development of outdoor recreation areas | 5% | 5% | 5% | 5% | 4% |
| | Sporting venues/facilities/more funding | 3% | 3% | 3% | 14% | 4% |
| | Development of shopping and indoor recreation venues | 2% | 2% | 2% | 8% | 5% |
| support for local business growth | Business support/facilitate growth/networking/partnerships | 3% | 2% | 11% | 3% | 3% |
| celebration of cultural diversity | Building cultural awareness/more support for arts and culture | 4% | 4% | 4% | 3% | 9% |
| a vibrant arts and cultural scene | | | | | | |
| OTHER | | | | | | |
| Cleanliness | Cleanliness and maintenance of streets and public areas | 11% | 12% | 7% | 3% | 4% |
| Council management | Development and planning issues/adequate infrastructure/restrictions | 10% | 11% | 8% | 3% | 9% |
| | Better communication/increased responsiveness | 7% | 6% | 9% | 8% | 16% |
| | Regulations, rates and fees | 4% | 4% | 6% | 3% | 1% |
| | Council spending/don't waste money/be conservative/allocate money back to community | 2% | 2% | 2% | * | 1% |

Figure 25: Suggested Future Areas of Focus for Council

5. Resident Sample Detailed Results

The following provides summary of the results of the combined Resident surveys undertaken.

5.1 What's important to Residents

Insights and implications – on importance of aspects

From a community engagement perspective, to inform Knox community and strategic planning, the key implications of importance of aspects are:

- consultation on factors that are most important to the community would with some exceptions likely appeal to a broad cross section of the community – especially those related to:
 - safety
 - pragmatic living (ie housing affordability)
 - personal economic factors (education and training – but with a focus for the younger cohorts on employment)
 - social conscience (support for those in need, services/facilities for physical and mental well-being)
- of more of a challenge may be consultations related to the lower importance of cultural aspects of Knox
 - the arts, celebration of cultural diversity, community spirit; as well as
 - those related to the broader economy and the need to support local business

Consultations on these aspects may need to be more targeted to selected audiences.

- alternatively opportunities may exist to promote and strengthen the awareness of and importance the community (as a collective) places on these aspects of Knox

Consideration could be given to explore bundling potentially opposing aspects together for consultations, ie:

- how supporting local business and education and training can build job opportunities
- how supporting and celebrating cultural diversity and building community spirit is in keeping with creating safe environments and supporting those in need

Note these are hypothetical only as no specific concepts were tested during the research

- the unemployed appear to be a group that places high importance on a number of “social and cultural” aspects of the City, and the City community may be an important part of their overall well-being and consideration should be given on consultations that enable the unemployed to engage with their community

Key findings – importance to residents

Safety is first and foremost the most important aspect to residents living in Knox (97% importance - including 86% very important).

This is followed by a wide ranging series of city aspects of similar overall importance of between 80% to 89%. These second tier aspects include:

- pragmatic living aspects: such as type and affordability of housing (87%) and ease of getting around (88%)
- personal economic aspects such as employment opportunities (78%) and education and training (88%)
- social conscience aspects such as support for those in need (89%) and services/facilities for physical and mental well-being (89%)
- natural environmental aspects such as bushland spaces and places and care for the environment (87% each)

At a broad community wide perspective, the least important aspects to residents were those cultural aspects including a vibrant arts and cultural scene (51%) and celebration of cultural diversity (61%).

Also of lower importance were aspects related to the broader economy – support for business growth (63%) and availability of skilled workforce (72%) – where residents appear not to perceive these as relevant as other aspects.

(Q8Q30 IMP)

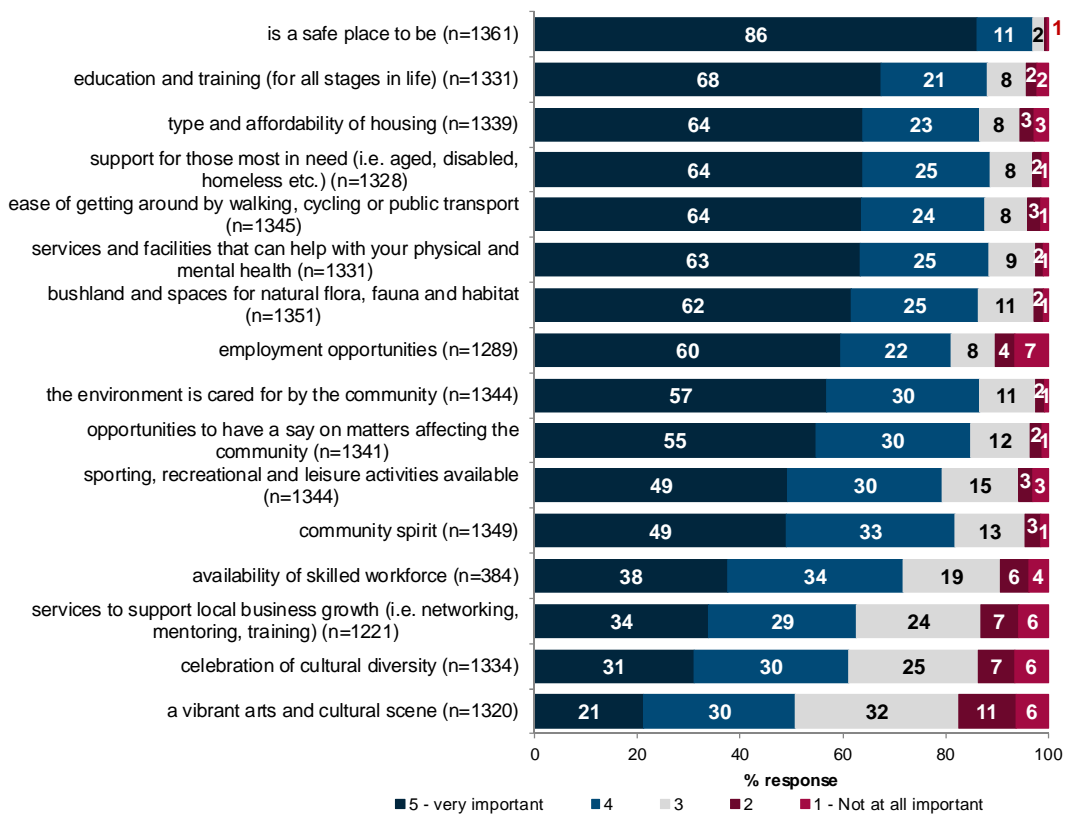


Figure 26: Areas of Importance to Residents

Differences between sub-segments

Please note: in the following section, importance is based on 4 or 5 on a scale where 5 is very important and 1 is not at all important

Across all sub segments the 4 aspects most respondents deemed to be of importance were quite consistent, with safety being most important.

Key differences in top 4 aspects between sub-segments were:

- under 24 years placed employment opportunities in top 4 which other segments didn't - likely reflecting the heightened need of employment and entering/remaining in the workforce
- ease of getting around was included in top 4 by 35-49 years and 50-59 year groups only – possibly reflecting the busy lifestyles balancing work, home, kids
- bushland and natural spaces were included in top 4 by older 60-69 and 70 years plus age groups - suggesting either greater association with the Knox environment, more time available to enjoy it or lessening of importance of other aspects
- caring for the environment was only in the top 4 amongst those 70 years plus

In the bottom 4 aspects deemed of importance, the aspects were more consistent across segments with:

- vibrant arts and culture scene and supporting local business growth deemed important by the least number of respondents

Key differences being segments were:

- community spirit was in the bottom 4 only for those 24 years and under (suggesting this cohort are less entwined with the community)
- employment opportunities were only in the bottom 4 for those older – 60-69 and 70 years plus age groups - through likely lack of personal need

| Importance of Aspects - Top 4 and Bottom 4 | | | | | | | | |
|--|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|
| | Male | Female | Under 24 years | 25-34 years | 35-49 years | 50-59 years | 60-69 years | 70 years plus |
| Top 4 | is a safe place to be | is a safe place to be | is a safe place to be | is a safe place to be | is a safe place to be | is a safe place to be | is a safe place to be | is a safe place to be |
| | education and training | support those need | employment opportunities | physical mental/health | education and training | support those need | support those need | physical mental/health |
| | support those need | physical mental/health | education and training | type / afford of housing | ease getting around | education and training | physical mental/health | bushland & natural spaces |
| | physical & mental health | education and training | type / afford of housing | education and training | type / afford of housing | ease getting around | bushland & natural spaces | environment is cared for |
| Bottom 4 | skilled workforce | skilled workforce | cultural diversity | skilled workforce | skilled workforce | skilled workforce | employment opportunities | skilled workforce |
| | support local business grow | cultural diversity | community spirit | cultural diversity | cultural diversity | support local business grow | support local business grow | cultural diversity |
| | cultural diversity | support local business grow | support local business grow | support local business grow | support local business grow | cultural diversity | a vibrant arts and cultural | employment opportunities |
| | a vibrant arts and cultural | a vibrant arts and cultural | a vibrant arts and cultural | a vibrant arts and cultural | a vibrant arts and cultural | a vibrant arts and cultural | cultural diversity | a vibrant arts and cultural |

Figure 27: Aspects of Importance to Residents by Sub-Segment

Note: Shading denotes the aspects which were more common across segments, with the darker the shading the more often the aspect appeared in Top 4 and Bottom 4 respectively

By Gender

Despite the general consistency in rank order of aspect's importance between males and females, females tended to place a higher level of importance on most aspects and the gap between females and males was more evident as the importance declined – ie for those cultural and economic aspects.

Note: statistically significant differences compared to other sub-segments indicated by + (higher) and – (lower) at 95% or higher

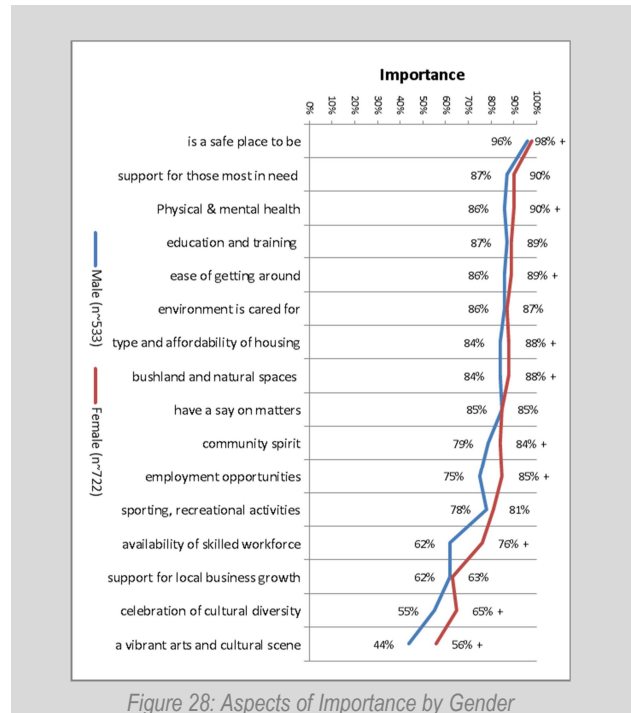


Figure 28: Aspects of Importance by Gender

By location

The importance of aspects across suburbs was very consistent with only a few statistically significant differences arising. These are summarised in the table below with fuller results provided later in this section.

Further interpretation of importance of aspects by region would need to consider other factors which are beyond the scope of this study. These factors should include consideration of the social-economic and demographic profile of residents; the physical and social environments of each location and any changes or unique challenges being faced by each to help inform differences in importance of aspects between locations. Council may wish to consider exploring these factors further through “local places” research and / or community consultation.

| | Statistically significant differences on Importance | |
|----------------------|---|--|
| | Higher on | Lower On |
| Bayswater | <ul style="list-style-type: none"> type and affordability of housing | |
| Boronia | Nil | Nil |
| Ferntree Gully | | <ul style="list-style-type: none"> support for those most in need |
| Knoxfield | Nil | Nil |
| Lysterfield | <ul style="list-style-type: none"> employment opportunities education and training (for all stages in life) | |
| Rowville | | <ul style="list-style-type: none"> bushland & spaces for natural flora, fauna etc services to support local business growth (a vibrant arts and cultural scene |
| Scoresby | <ul style="list-style-type: none"> services to support local business growth (ie networking, mentoring, training) | |
| The Basin | <ul style="list-style-type: none"> bushland and spaces for natural flora, fauna and habitat | <ul style="list-style-type: none"> education and training (for all stages in life) type and affordability of housing |
| Upper Ferntree Gully | | <ul style="list-style-type: none"> employment opportunities |
| Wantirna | <ul style="list-style-type: none"> support for those most in need (ie aged, disabled, homeless etc.) | |
| Wantirna South | Nil | Nil |

Figure 29: Aspects of Importance – Differences by Location

By employment status

Based on employment status, analysis revealed that the rank order of importance of aspects was mostly consistent by those employed full time or part time, but where those stay at home parents and the unemployed placed more importance on culture & arts and celebration of cultural diversity (than did those employed).

Amongst stay at home parents the higher importance on arts and culture may be related to pursuits for their children.

Further the degree of importance placed on aspects varied by the nature of one’s employment, where:

- those employed on a full-time/self-employed basis placed somewhat lesser importance on all aspects vs total residents
- importance of aspects increased amongst those employed on part-time basis, and
- increased further in importance amongst stay at home parents and further again amongst those unemployed (see diagram below)

% variance of importance to total residents by employment status
Order of aspects based on importance across all residents

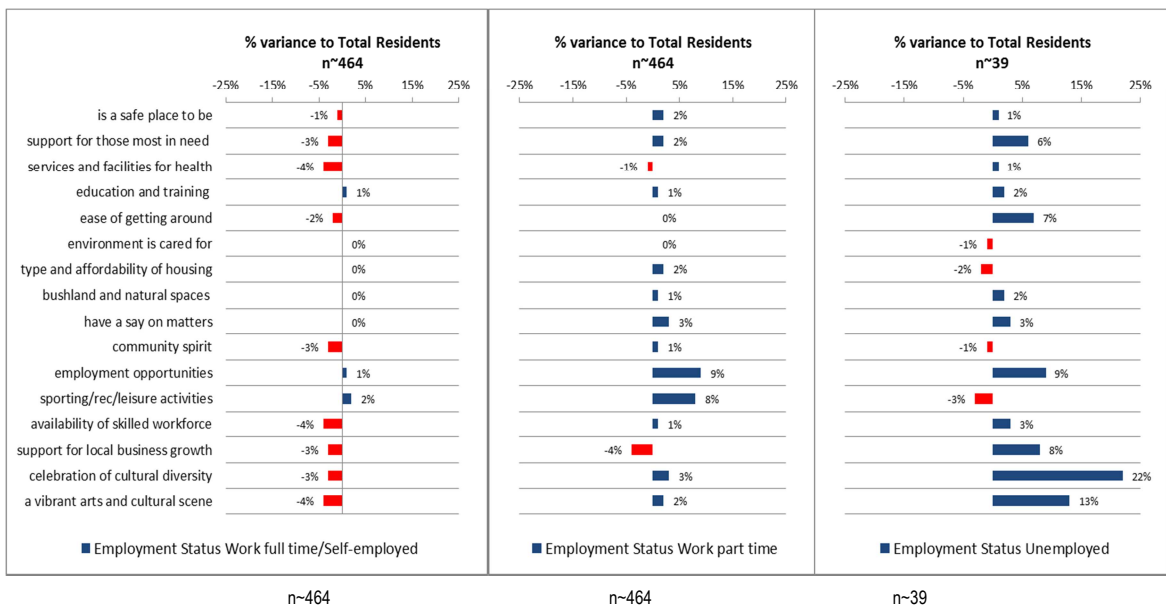


Figure 30: Aspects of Importance – % Variance by Employment Status

This suggests that full-time workers may be pre-occupied or engaged with other “things” in life when it comes to aspects of a city and that the availability of time through less work based commitments either:

- allows one to be more engaged with their community or potentially
- requires one, in the absence of a workplace, to be more engaged with their community

It may well be that for those unemployed and stay at home parents that the local community plays a heightened part in one’s life and associations with others.

Residents - full time workers in Knox vs full time workers outside of Knox

A review of differences between those residents working full time in Knox vs those working full time elsewhere was undertaken. Note: This was based on the sample from the open forum online and face to face surveys only where location of employment question was asked (not on the full sample). These sub-groups consisted of n=32 work in Knox and n=149 work elsewhere.

Generally speaking full time workers had similar profiles of importance of the aspects. Statistically significant differences between the two groups were found on two aspects, where those working in Knox had:

- lower levels of importance on community spirit (67% vs 85%)
- higher importance on arts and culture scene (67% vs 44%).

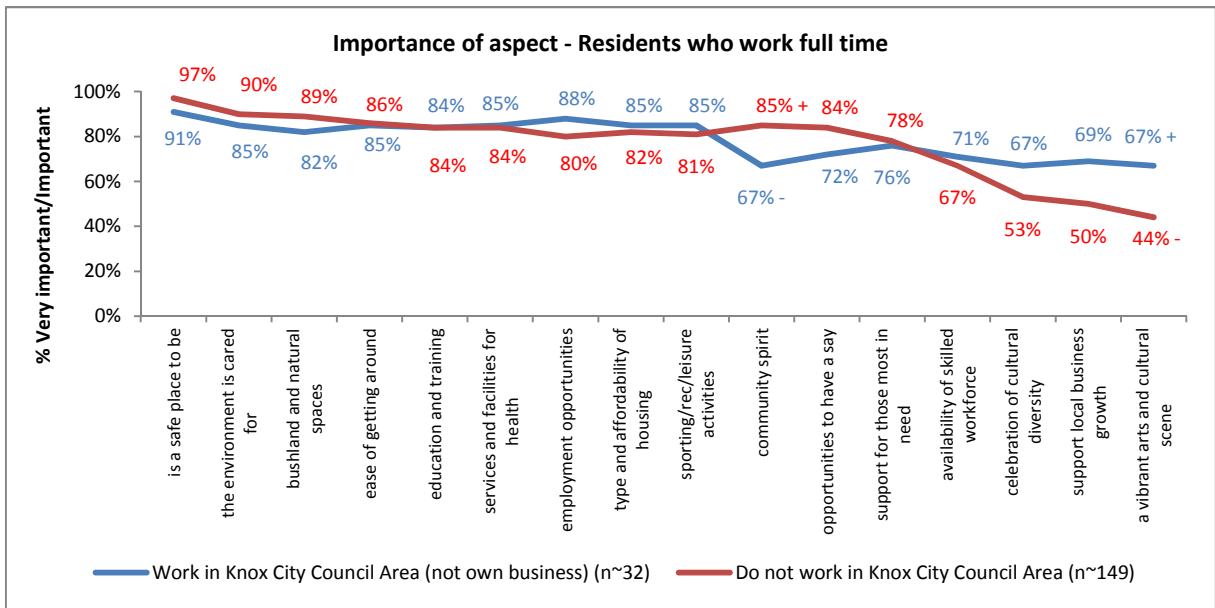


Figure 31: Importance of Aspect – Residents Who Work Full Time

Summary data importance - Residents

Importance by gender and age (Q8Q30, Q6, RQAge)

Availability of skilled workforce

- more important to females and those 60-69 years

Employment opportunities

- more important to females and importance declines with age

Education & training (for all stages in life)

- importance tends to decline with age

Type & affordability of housing

- importance tends to decline with age

Services & facilities that can help with your physical & mental health

- importance tends to decline somewhat to 50-59 years and then increase – being highest amongst those 70years

Support for those most in need

- consistent importance across gender and age bands

Environment cared for by community

- consistent importance across gender and age bands – increasing at 70 years plus

Bushland & spaces for natural flora, fauna & habitat

- somewhat more important amongst females and those 70 years plus

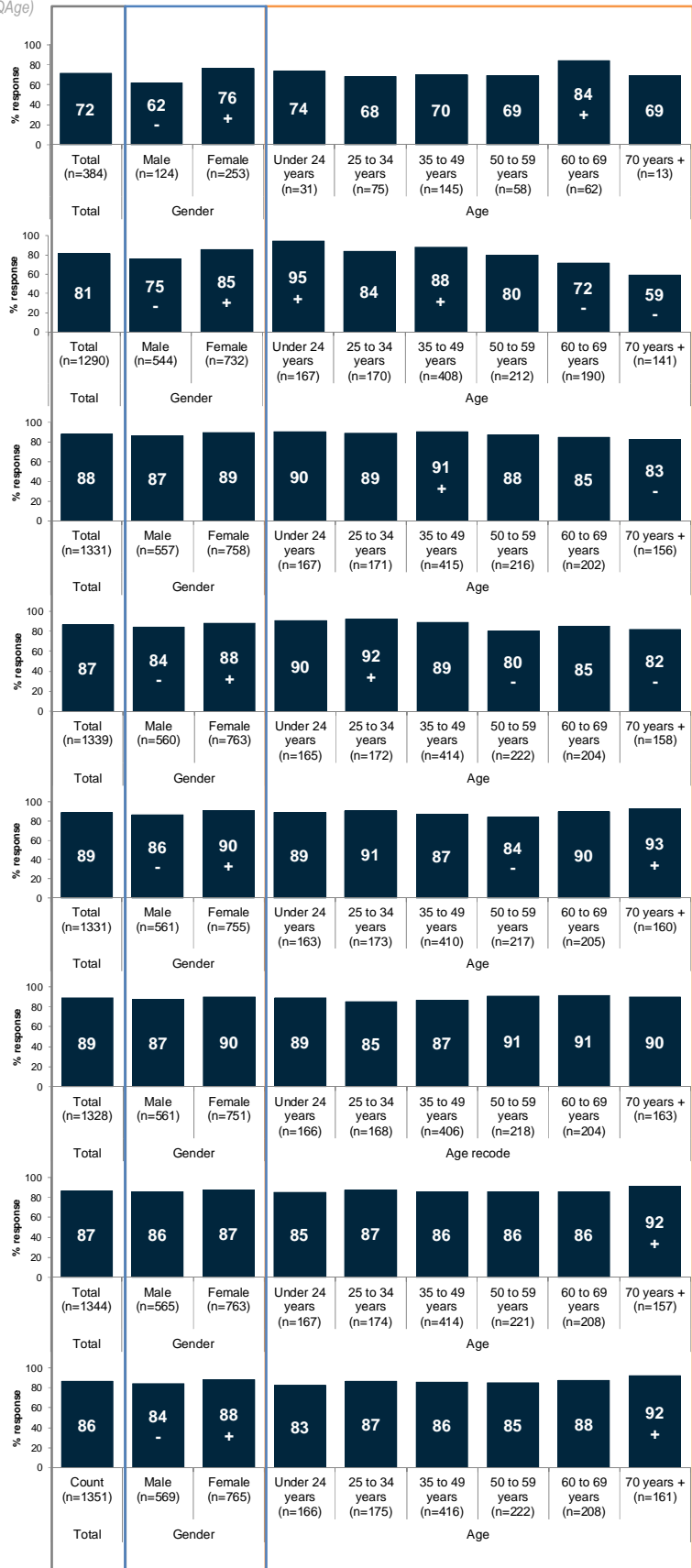


Figure 32: Aspects of Importance by Gender & Age

Note: statistically significant differences compared to other sub-segments indicated by + (higher) and - (lower) at 95% or higher

Importance by gender and age continued

(Q8Q30 IMP, Q6, RQAge)

Sporting, recreational & leisure activities available

- moderate importance – highest amongst 35-49 years – the “family years”

Ease of getting around by walking, cycling or public transport

- consistent importance across gender and age bands

Services to support local business growth

- of more importance to older - 60 years plus

Is a safe place to be

- consistent highest importance aspect across gender and age bands

Community spirit

- higher amongst females and increasing with age, and low amongst under 24 years (66%)

Celebration of cultural diversity

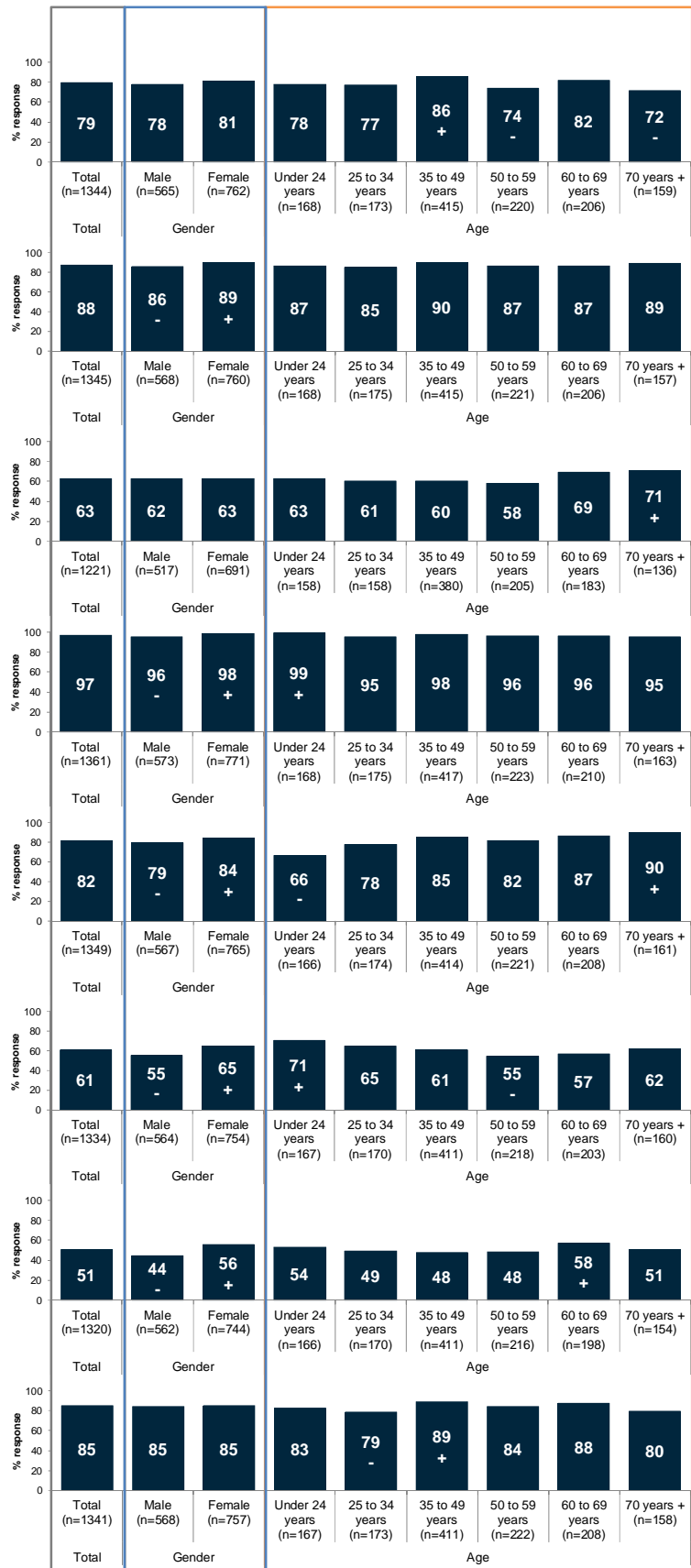
- higher amongst females and tending to decline with age to 50-59 years before increasing with subsequent years

A vibrant arts & cultural scene

- higher amongst females and 60-69 years

Opportunities to have a say on matters affecting community

- consistent across years though higher amongst 35-49 years



Aspects of Importance by Gender & Age continued

Note: statistically significant differences compared to other sub-segments indicated by + (higher) and - (lower) at 95% or higher

Regional importance

| | % Important/very important | | | | | | | | | | | |
|--|----------------------------|--------------------|------------------------------|---------------------|-----------------------|---------------------|--------------------|------------------------|--------------------------------------|---------------------|------------------------------|----------------|
| | Bayswater (n~98) | Boronia (n~187) | Ferntree Gully (n~230) | Knoxfield (n~73) | Lysterfield (n~49) | Rowville (n~244) | Scoresby (n~51) | The Basin (n~54) | Upper Ferntree Gully (n~38) | Wantirna (n~107) | Wantirna South (n~131) | Other (n~3) |
| availability of skilled workforce | 77 | 67 | 70 | 72 | 67 | 77 | 78 | 79 | 60 | 77 | 68 | - |
| employment opportunities | 84 | 80 | 79 | 79 | 92 | 83 | 86 | 78 | 63 | 83 | 80 | 100 |
| education and training (for all stages in life) | 87 | 89 | 86 | 87 | 98 | 91 | 94 | 77 | 85 | 85 | 90 | 67 |
| type and affordability of housing | 95 | 87 | 84 | 89 | 83 | 86 | 89 | 72 | 90 | 91 | 86 | 100 |
| services and facilities that can help with your physical and mental health | 90 | 87 | 88 | 83 | 83 | 89 | 94 | 88 | 90 | 90 | 90 | 100 |
| support for those most in need (i.e. aged, disabled, homeless etc.) | 90 | 88 | 85 | 91 | 88 | 87 | 91 | 84 | 93 | 95 | 91 | 100 |
| the environment is cared for by the community | 92 | 86 | 86 | 87 | 81 | 87 | 85 | 86 | 93 | 86 | 85 | 100 |
| bushland and spaces for natural flora, fauna and habitat | 91 | 87 | 87 | 81 | 81 | 82 | 89 | 100 | 88 | 91 | 84 | 100 |
| sporting, recreational and leisure activities available | 80 | 78 | 78 | 83 | 83 | 81 | 87 | 71 | 75 | 82 | 79 | 67 |
| ease of getting around by walking, cycling or public transport | 91 | 86 | 87 | 83 | 90 | 91 | 93 | 80 | 80 | 88 | 89 | 67 |
| services to support local business growth (i.e. networking, mentoring, training) | 63 | 61 | 63 | 66 | 67 | 55 | 77 | 60 | 69 | 66 | 66 | 100 |
| is a safe place to be | 97 | 98 | 96 | 99 | 100 | 96 | 98 | 100 | 93 | 99 | 97 | 67 |
| community spirit | 87 | 81 | 80 | 87 | 88 | 80 | 87 | 79 | 85 | 81 | 79 | 100 |
| celebration of cultural diversity | 71 | 60 | 59 | 63 | 52 | 59 | 69 | 51 | 65 | 64 | 63 | 100 |
| a vibrant arts and cultural scene | 56 | 53 | 54 | 57 | 40 | 45 | 53 | 43 | 56 | 50 | 49 | 100 |
| opportunities to have a say on matters affecting the community | 88 | 88 | 84 | 80 | 87 | 82 | 85 | 80 | 85 | 84 | 87 | 67 |

Figure 33: Aspects of Importance by Region

Note: red figures are statistically significantly higher than other regions, figures in blue are significantly lower

Note: please interpret results with caution due to small sample sizes

Importance by occupational status (Q8Q30IMP)

| | % T2B response | | | | | |
|--|------------------------------|----------------|---------------------|------------|-----------------|---------|
| | Work full time/self-employed | Work part time | Stay at home parent | Unemployed | Retired/Pension | Student |
| availability of skilled workforce | 68 | 73 | 81 | 75 | 79 | 61 |
| employment opportunities | 82 | 90 | 87 | 90 | 65 | 94 |
| education and training (for all stages in life) | 89 | 89 | 92 | 90 | 83 | 92 |
| type and affordability of housing | 87 | 89 | 93 | 85 | 83 | 86 |
| services and facilities that can help with your physical and mental health | 85 | 88 | 90 | 90 | 93 | 89 |
| support for those most in need (i.e. aged, disabled, homeless etc.) | 86 | 91 | 86 | 95 | 90 | 88 |
| the environment is cared for by the community | 87 | 87 | 83 | 86 | 87 | 86 |
| bushland and spaces for natural flora, fauna and habitat | 86 | 87 | 83 | 88 | 88 | 78 |
| sporting, recreational and leisure activities available | 81 | 87 | 77 | 76 | 73 | 78 |
| ease of getting around by walking, cycling or public transport | 86 | 88 | 88 | 95 | 89 | 94 |
| services to support local business growth (i.e. networking, mentoring, training) | 60 | 59 | 64 | 71 | 69 | 61 |
| is a safe place to be | 96 | 99 | 94 | 98 | 96 | 100 |
| community spirit | 79 | 83 | 82 | 81 | 87 | 64 |
| celebration of cultural diversity | 58 | 64 | 58 | 83 | 60 | 69 |
| a vibrant arts and cultural scene | 47 | 53 | 56 | 64 | 52 | 48 |
| opportunities to have a say on matters affecting the community | 85 | 88 | 85 | 88 | 82 | 80 |

Figure 34: Aspects of Importance by Occupational Status

Note: red figures are statistically significantly higher than other regions, figures in blue are significantly lower

5.2 Resident Satisfaction with City aspects

Insights and implications – Resident Satisfaction

The level of satisfaction displayed by residents for aspects as a collective is at best moderate.

Apart from safety and to lesser extent bushland and natural spaces, satisfaction is higher on those aspects of moderate importance, with satisfaction lowest on several of the aspects deemed of more importance - especially on type & affordability of housing and employment opportunities – both of which also displayed highest levels of dissatisfaction.

These should be areas of further exploration through community engagement.

For further consideration on areas to explore are some sub segments of residents:

- 50-59 year old age cohort appeared to display lower levels of satisfaction across the board. Whether this is a result of changes in physical status, family stressors or the employment market, or pressures faced by the approach to or planning for retirement is outside the scope of this study, though the results suggest that these may be factors of concern to this cohort
- the unemployed and their association with the city displayed higher levels of satisfaction including those of social connections and cultural expression
- stay at home parents displayed relatively lower levels of satisfaction across a range of aspects

These findings also suggest that across the resident population a significant proportion of the community do not have formed opinions on some of the economy aspects:

- may not be aware of what Council does to support the local economy or may not perceive how a strong local economy can benefit them

Opportunities may exist to further promote these aspects throughout the community.

Key Findings - Resident Satisfaction

Please note: in the following section, satisfaction is based on 4 or 5 on a scale where 5 is very satisfied and 1 is very dissatisfied

On what aspects are opinions on satisfaction formed?

Consideration was given as to the extent to which residents have an opinion on their satisfaction with the aspects explored.

Overall, residents tended to have opinions formed on all aspects – with residents being well able to assess most aspects.

There were however four aspects where almost 1:5 residents could not provide an opinion – with three being related to aspects associated with broader economic well-being; these were:

- availability of skilled workforce (28% don't know)
- services to support local business (26% don't know)
- employment opportunities (17% don't know)

The fourth aspect with lower levels of formed opinions was:

- support for those most in need (18% don't know)

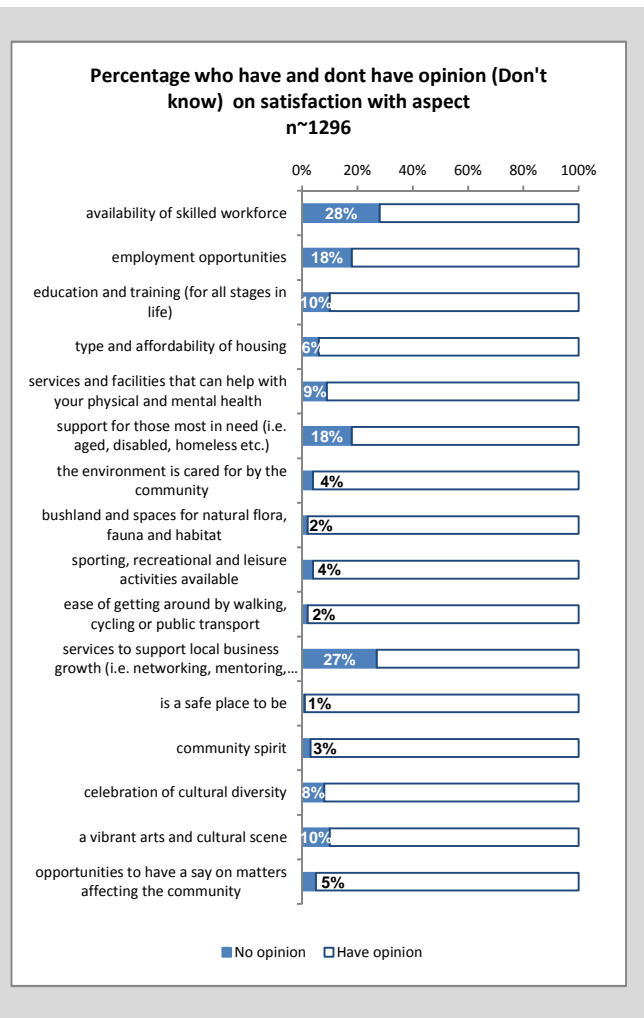


Figure 35: Satisfaction Based on Extent to which Residents Hold Opinion

On what aspects are residents satisfied?

The following provides results of satisfaction based on those who have a formed opinion and excludes those who stated 'don't know'.

Overall satisfaction levels

Residents' satisfaction with individual aspects of the City of Knox was generally modest ranging from a high of 66% to a low of 32%.

Whilst there was a considerable proportion who were neither satisfied nor dissatisfied (between 26% and 50% across the aspects) there was a considerable proportion of residents who were dissatisfied with individual aspects from a low of 8% to a high dissatisfaction of 35%.

Note: Dissatisfaction with individual aspects does not imply being dissatisfied with living in Knox or in Knox City Council. Rather that there are likely either some components of the aspects they are not satisfied with or potentially they are not fully aware of what is available (this is hypothetical but could form part of future community consultation).

Overall satisfaction with individual aspects

Overall, highest satisfaction and lowest dissatisfaction was found to exist in:

- sporting, recreational and leisure activities (66%)

This was followed by two aspects with satisfaction above 50%:

- bushland and spaces for natural flora, fauna and habitat (56%)
- a safe place (55%)

Several aspects followed with satisfaction ratings of 40% to 49%; highest amongst these were:

- services and facilities to help with physical and mental health (49%)
- community spirit (49%)

Ease of getting around (by walking, cycling or public transport) whilst having 48% satisfied also had 24% of residents who were dissatisfied.

Of lowest satisfaction and highest dissatisfaction, were:

- type and affordability of housing (32% satisfied and 35% dissatisfied)
- employment opportunities (34% satisfied and 24% dissatisfied)
- vibrant arts and cultural scene (36% satisfied and 20% dissatisfied)

These were also followed by aspects related to local economy:

- availability of skilled workforce (39% satisfied 18% dissatisfied)
- support for local business (32% satisfied 17% dissatisfied)

Of importance to note in the above was that satisfaction with several of the more important aspects of living in Knox rated modest to low with only safety and bushland (both in higher importance bands) obtaining satisfaction above 50%.

Summary data: Overall Satisfaction amongst Residents (Q8Q30SAT)

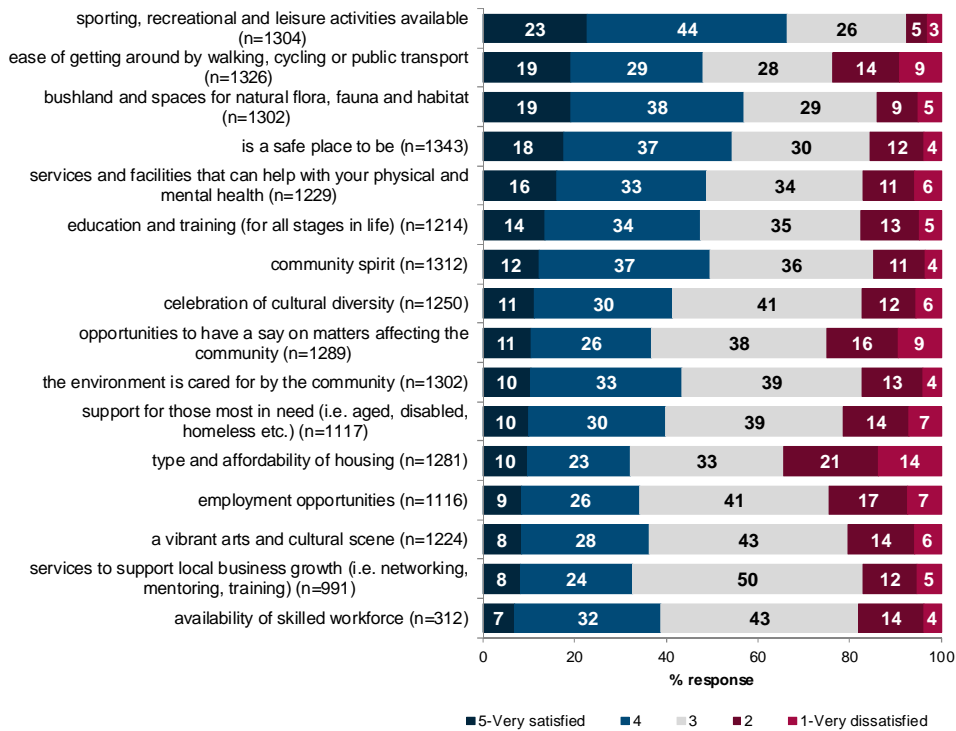


Figure 36: Overall Satisfaction Amongst Residents

Satisfaction by sub segments

Across all segments the top 4 aspects where residents were most often satisfied were consistent across almost all cohort groups –with sporting and recreational & leisure activities being most satisfied aspect. Key differences in top 4 between sub-segments were:

- under 24 years stated education and training in their top four
- 25-34 years included ease of getting around

Similarly in the bottom 4 aspects for least satisfaction – a lot of consistency was found. Noticeable differences:

- skilled workforce was included in under 24 years and 50-59 years
- 60-69 years had included celebrates cultural diversity.

| Satisfaction with Aspects - Top 4 and Bottom 4 | | | | | | | | |
|--|---------------------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|
| | Male | Female | Under 24 years | 25-34 years | 35-49 years | 50-59 years | 60-69 years | 70 years plus |
| Top 4 | sporting, recreational | sporting, recreational | sporting, recreational | sporting, recreational | sporting, recreational | sporting, recreational | sporting, recreational | sporting, recreational |
| | is a safe place to be | bushland & natural spaces | is a safe place to be | bushland & natural spaces | bushland & natural spaces | is a safe place to be | is a safe place to be | physical mental/health |
| | bushland & natural spaces | is a safe place to be | education and training | is a safe place to be | is a safe place to be | community spirit | physical mental/health | bushland & natural spaces |
| | community spirit/Education & training | physical mental/health | bushland & natural spaces | ease getting around | community spirit | bushland & natural spaces | bushland & natural spaces | community spirit |
| Bottom 4 | opportunities to have a say | support those in need | skilled workforce | a vibrant arts and cultural | a vibrant arts and cultural | opportunities to have a say | cultural diversity | support local business grow |
| | a vibrant arts and cultural | a vibrant arts and cultural | employment opportunities | opportunities to have a say | employment opportunities | support local business grow | type / afford of housing | type / afford of housing |
| | employment opportunities | employment opportunities | support local business grow | support those in need | type / afford of housing | skilled workforce | employment opportunities | a vibrant arts and cultural |
| | support local business grow | support local business grow | type / afford of housing | type / afford of housing | support local business grow | employment opportunities | opportunities to have a say | employment opportunities |
| | | type / afford of housing | | | | | | |

Figure 37: Satisfaction with Aspects in Knox Area by Segment

Note: Shading denotes the aspects which were more common across segments, with the darker the shading the more often the aspect appeared in Top 4 and Bottom 4 respectively

By 50-59 year olds and 70 and over

Overall across the range of attributes those aged 50-59 years tended to display lowest levels of satisfaction and those 70 years and older the highest.

Key areas of lower satisfaction amongst 50-59 years related to: economic factors (employment opportunities, availability of skilled work force; as well as services and facilities to help with physical and mental well-being.

The following displays the variance in satisfaction by these two contrasting cohorts against the total satisfaction for the combined resident sample.

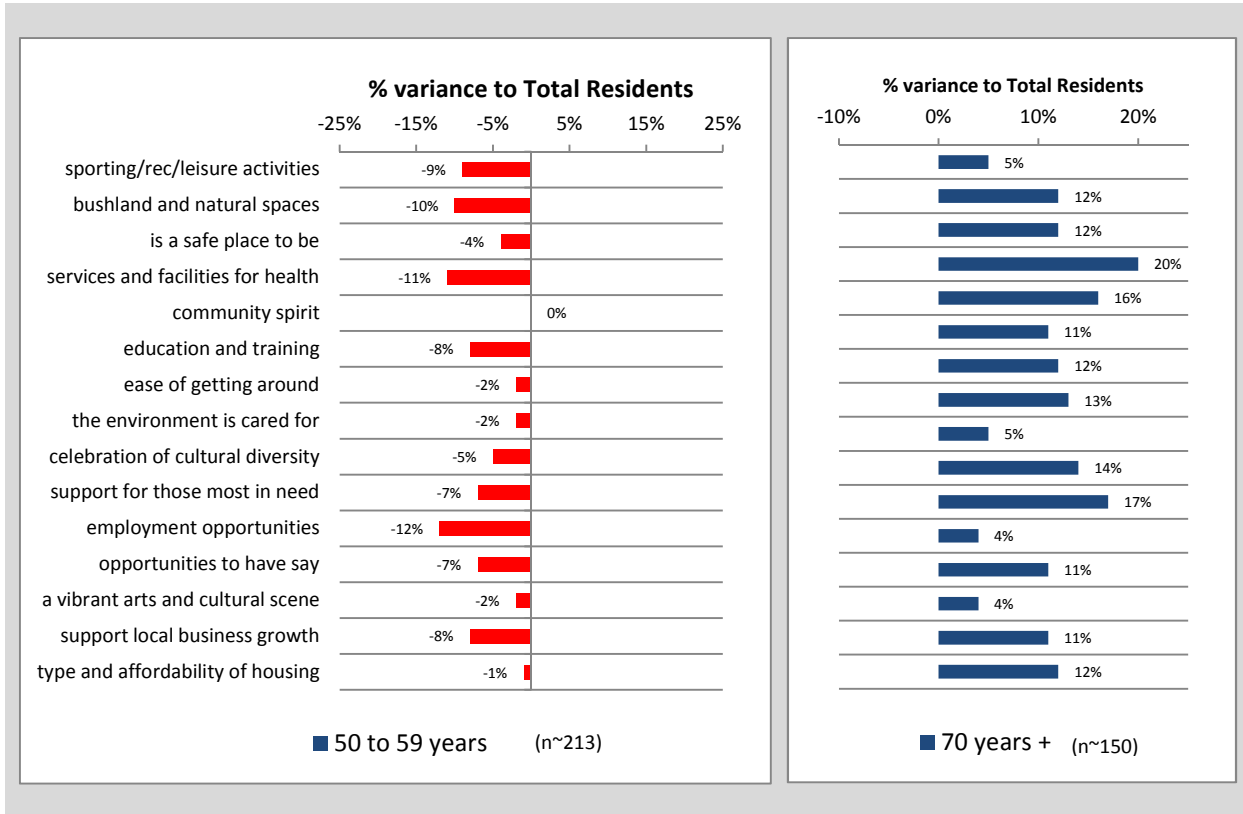


Figure 38: Satisfaction - Variance by Age Segment to Residents

Note: availability of skilled workforce not shown due to small sample size for some sub-segments

By employment status

In keeping with importance, satisfaction with aspects of Knox was lower amongst those employed full time/self-employed than those working part time.

Satisfaction tended to increase amongst those employed part-time and on some aspects further increased markedly amongst those who were unemployed however satisfaction declined considerably amongst stay at home parents.

Main aspects where satisfaction amongst unemployed were higher than part-time or full-time employed were in:

- community spirit
- celebration of cultural diversity

These findings reinforce the notion that for the unemployed, the community and the engagement unemployed have with the community are important constructs and may represent a key factor in their overall well-being.



Figure 39: Satisfaction - Variance by Employment Status

Residents - full time workers in Knox vs full time workers outside of Knox

(note: not full sample base included - location of work question only asked of online and self-completion survey respondents)

Resident full time workers working in Knox placed somewhat higher levels of satisfaction vs those working elsewhere on several aspects though only one was statistically significant

- Those working in Knox had higher levels of satisfaction on services and facilities that can help with physical and mental health (58% vs 38%)

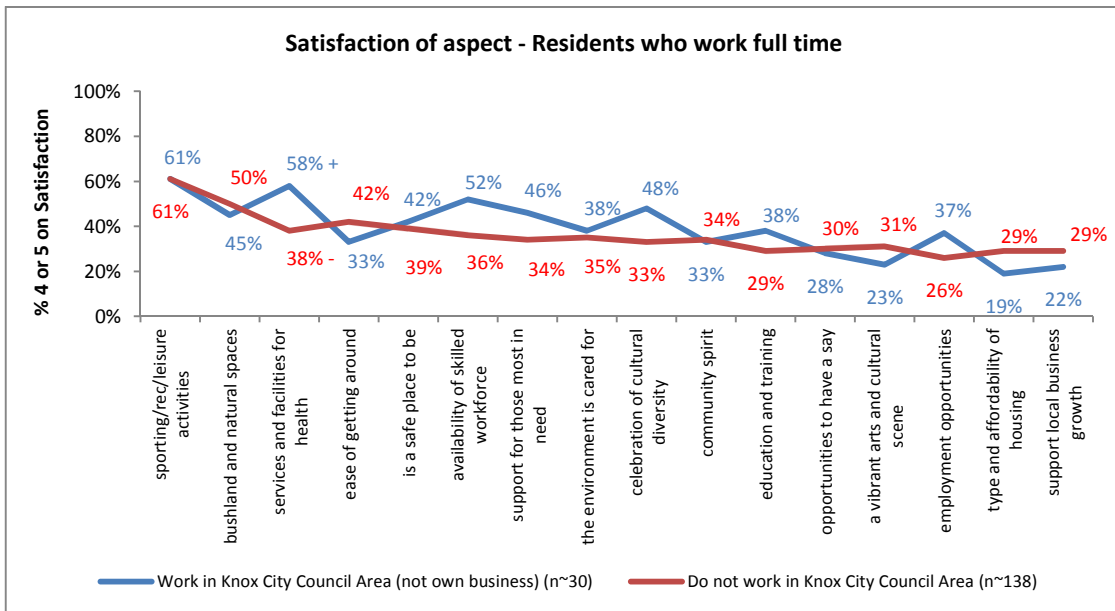


Figure 40: Satisfaction of Aspect – Residents Who Work Full Time

These findings suggest that those working in Knox are somewhat more involved in the City life than their counterparts working elsewhere. They may also by virtue of spending more time in the area may be more cognisant of the different aspects of the city.

Further analysis by stay at home parents

Stay at home parents were found to be least satisfied on several aspects compared to other residents with statistically significant differences found in:

- type and affordability of housing
- support for those in need
- safety

Key differences in the demographic profile of Stay at home parents vs total resident sample were:

- 97% female
- 63% aged 35-49 years

Based on online and paper resident surveys (note small samples apply), stay at home parents were also more likely to live in larger households:

- 71% live in 4-5 people households
- 42% children under 5 years
- 42% children 6-10 years

These findings suggest that amongst stay at home parents, who tended to place higher importance on aspects, many are experiencing lower levels of satisfaction, suggesting they may be bearing much of the household’s emotional burden.

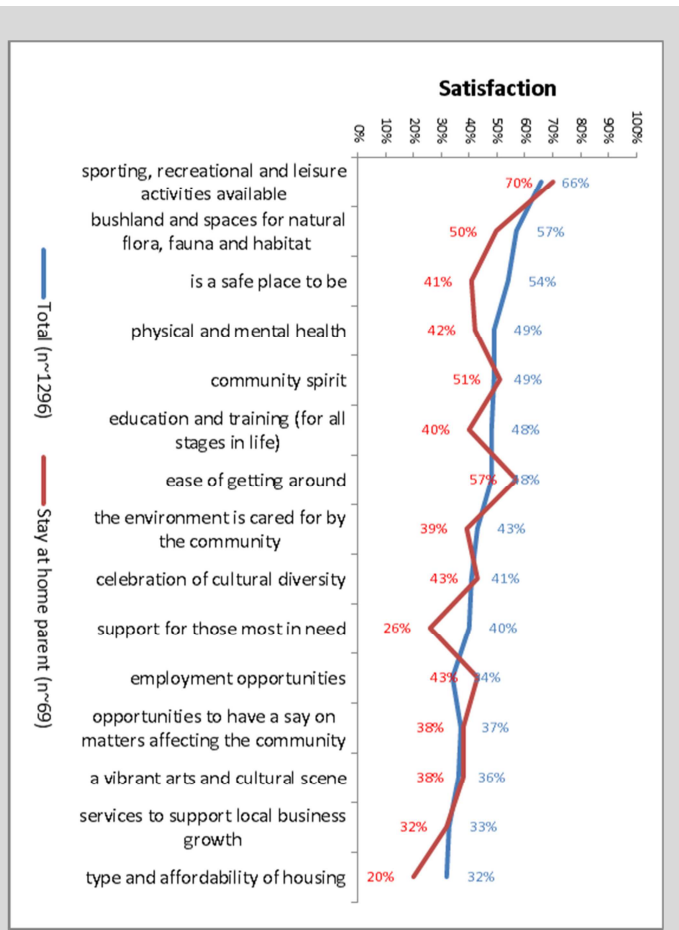


Figure 41: Satisfaction - Stay at home parents vs total residential sample

Note: the aspect availability of skilled workforce not shown due to small sample size for some sub-segments

By location

The satisfaction on aspects across suburbs was quite consistent with only a few statistically significant differences arising.

Based on responses, provided, residents in Scoresby tended to be more satisfied on more aspects than other suburbs.

| | Statistically significant differences on satisfaction | |
|----------------------|---|---|
| | Higher on | Lower On |
| Bayswater | <ul style="list-style-type: none"> sporting, recreational and leisure activities available ease of getting around by walking, cycling or public transport | |
| Boronia | <ul style="list-style-type: none"> sporting, recreational and leisure activities available | <ul style="list-style-type: none"> is a safe place to be |
| Ferntree Gully | <ul style="list-style-type: none"> ease of getting around by walking, cycling or public transport | |
| Knoxfield | Nil | Nil |
| Lysterfield | | <ul style="list-style-type: none"> ease of getting around by walking, cycling or public transport |
| Rowville | | <ul style="list-style-type: none"> sporting, recreational and leisure activities available ease of getting around by walking, cycling or public transport |
| Scoresby | <ul style="list-style-type: none"> type and affordability of housing services and facilities that can help with your physical and mental health support for those most in need (ie aged, disabled, homeless etc.) the environment is cared for by the community | |
| The Basin | | <ul style="list-style-type: none"> ease of getting around by walking, cycling or public transport |
| Upper Ferntree Gully | <ul style="list-style-type: none"> ease of getting around by walking, cycling or public transport | <ul style="list-style-type: none"> bushland and spaces for natural flora, fauna and habitat |
| Wantima | Nil | NIL |
| Wantima South | <ul style="list-style-type: none"> employment opportunities | |

Figure 42: Statistically Significant Differences on Satisfaction by Location

Summary data – Satisfaction Residents

Satisfaction by gender and age

(Q8Q30SAT, Q6, RQAge)

Availability of skilled workforce

- satisfaction tended to increase with age (except for 50-59 years)

Employment opportunities

- satisfaction consistent across segments (except for 50-59 years)

Education & training (for all stages in life)

- higher amongst males than females
- declined with age to 50-59 years and then increasing

Type & affordability of housing

- lower amongst females and amongst under 24 years and increasing with age

Services & facilities that can help with your physical & mental health

- declined with age to 50-59 years and then increasing to a high of 69% amongst 70 years plus

Support for those most in need

- declined with age from under 24 years to 50-59 years then increasing
- higher amongst males

Environment cared for by community

- consistent amongst cohorts but increasing amongst 70 years plus

Bushland & spaces for natural flora, fauna & habitat

- declined with age to 50-59 years then increasing from 60 years plus

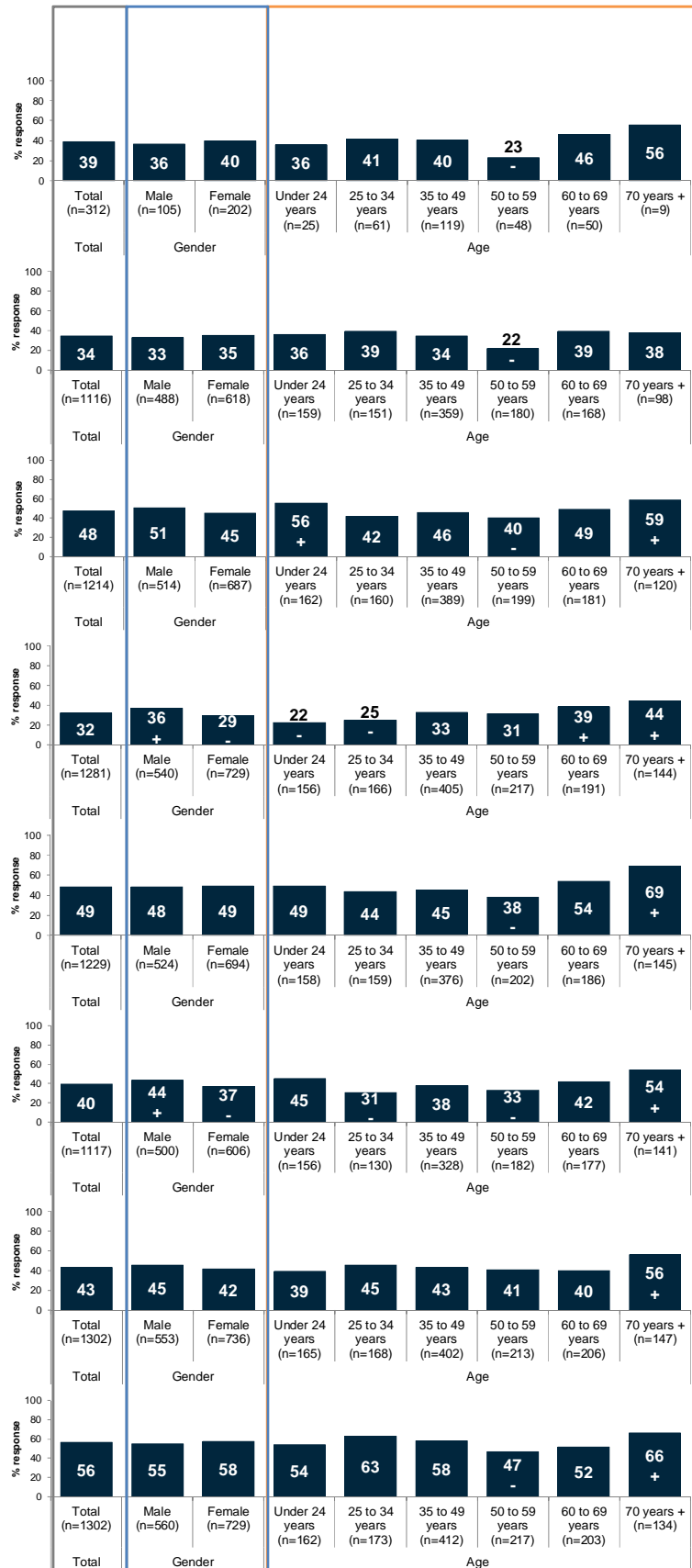


Figure 43: Aspects of Satisfaction by Gender and Age

Note: statistically significant differences compared to other sub-segments indicated by + (higher) and - (lower) at 95% or higher

Satisfaction by gender and age continued

(Q8Q30SAT, Q6, RQAge)

Sporting, recreational & leisure activities available

- consistent across groups – except lower amongst 50-59 years

Ease of getting around by walking, cycling or public transport

- consistent across groups – except older amongst 70 years and over

Services to support local business growth

- generally low amongst all groups; highest amongst 60 years and older

Is a safe place to be

- generally consistent across groups – though lower amongst females and highest amongst 60 years and older

Community spirit

- highest amongst 70 years plus

Celebration of cultural diversity

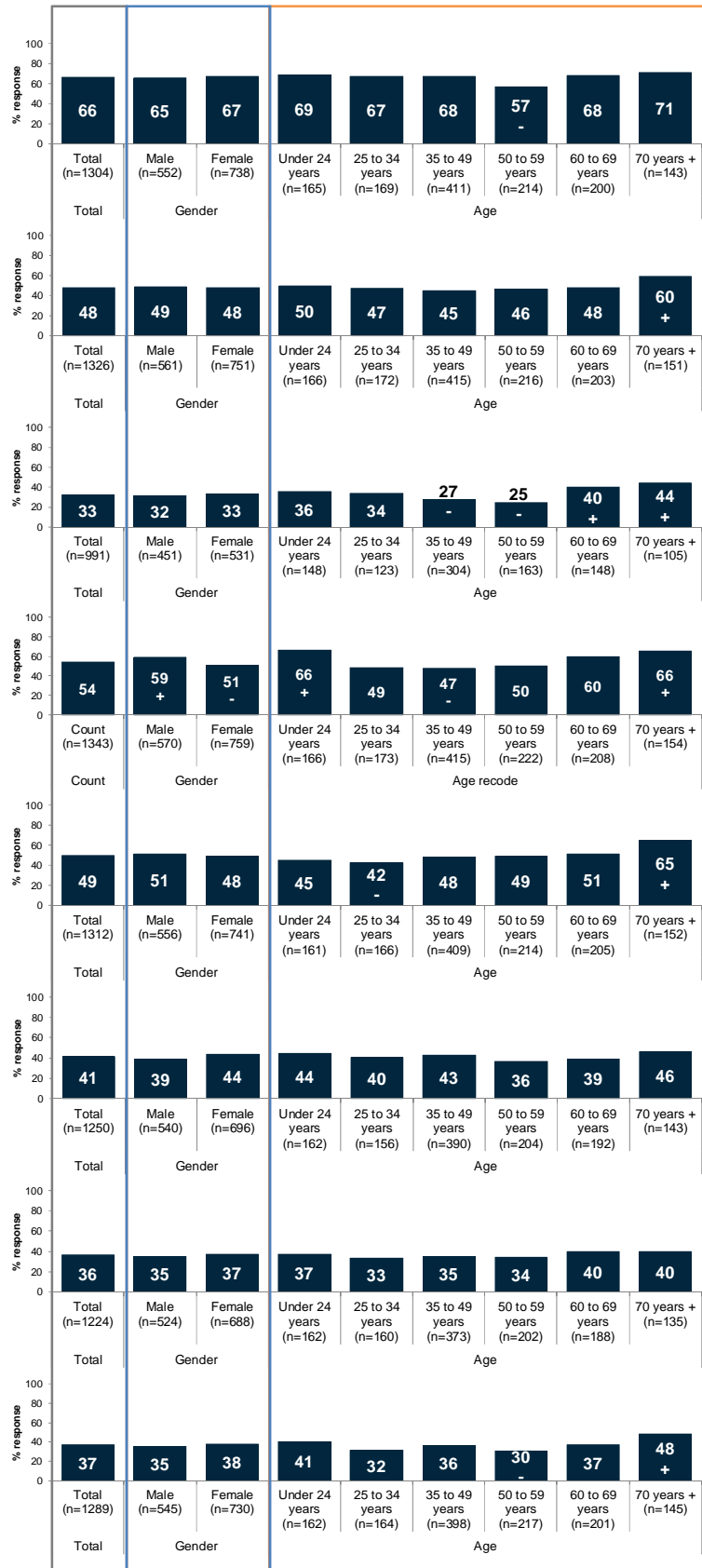
- higher amongst females
- declined with age to 50-59 years then increasing from 60 years plus

A vibrant arts & cultural scene

- modest across all groups
- some decline with age to 50-59 years then increasing from 60 years plus

Opportunities to have a say on matters affecting community

- some decline with age to low amongst 50-59 years then increasing from 60 years plus – highest amongst 70 plus



Note: statistically significant differences compared to other sub-segments indicated by + (higher) and - (lower) at 95% or higher

Aspects of Satisfaction by Gender and Age continued

Regional satisfaction (Q8Q30SA7)

| | % T2B response | | | | | | | | | | | |
|--|---------------------|--------------------|------------------------------|---------------------|-----------------------|---------------------|--------------------|------------------------|--------------------------------------|---------------------|------------------------------|----------------|
| | Bayswater (n~92) | Boronia (n~173) | Ferntree Gully (n~214) | Knoxfield (n~69) | Lysterfield (n~46) | Rowville (n~231) | Scoresby (n~49) | The Basin (n~49) | Upper Ferntree Gully (n~36) | Wantirna (n~100) | Wantirna South (n~120) | Other (n~3) |
| availability of skilled workforce | 35 | 37 | 32 | 36 | 25 | 32 | 75 | 54 | 36 | 46 | 38 | - |
| employment opportunities | 38 | 30 | 32 | 36 | 33 | 32 | 36 | 28 | 33 | 38 | 42 | 100 |
| education and training (for all stages in life) | 53 | 45 | 48 | 48 | 53 | 44 | 56 | 48 | 37 | 52 | 46 | 100 |
| type and affordability of housing | 32 | 29 | 30 | 32 | 28 | 35 | 45 | 33 | 44 | 32 | 29 | 50 |
| services and facilities that can help with your physical and mental health | 51 | 49 | 52 | 44 | 40 | 46 | 66 | 49 | 54 | 50 | 42 | 100 |
| support for those most in need (i.e. aged, disabled, homeless etc.) | 39 | 40 | 45 | 35 | 44 | 34 | 57 | 35 | 40 | 43 | 34 | 100 |
| the environment is cared for by the community | 47 | 39 | 44 | 43 | 45 | 44 | 57 | 44 | 28 | 44 | 43 | 67 |
| bushland and spaces for natural flora, fauna and habitat | 60 | 53 | 60 | 49 | 57 | 59 | 57 | 61 | 35 | 61 | 58 | 67 |
| sporting, recreational and leisure activities available | 77 | 73 | 69 | 58 | 62 | 61 | 67 | 66 | 68 | 64 | 65 | 33 |
| ease of getting around by walking, cycling or public transport | 62 | 51 | 59 | 39 | 33 | 34 | 54 | 34 | 70 | 55 | 45 | 33 |
| services to support local business growth (i.e. networking, mentoring, training) | 33 | 30 | 34 | 37 | 30 | 29 | 41 | 38 | 31 | 32 | 34 | 100 |
| is a safe place to be | 56 | 46 | 50 | 53 | 67 | 56 | 80 | 46 | 43 | 61 | 57 | 67 |
| community spirit | 48 | 47 | 50 | 49 | 44 | 51 | 58 | 57 | 43 | 52 | 46 | 100 |
| celebration of cultural diversity | 49 | 39 | 42 | 40 | 32 | 39 | 46 | 44 | 46 | 46 | 38 | 100 |
| a vibrant arts and cultural scene | 42 | 38 | 35 | 43 | 27 | 33 | 43 | 31 | 34 | 37 | 39 | - |
| opportunities to have a say on matters affecting the community | 46 | 38 | 37 | 32 | 29 | 40 | 45 | 19 | 20 | 43 | 33 | - |

Figure 44: Aspects of Satisfaction by Region

Note: red figures are statistically significantly higher than other regions, figures in blue are significantly lower

Note: please interpret results with caution due to small sample sizes

Satisfaction by occupational status

| | % T2B response | | | | | |
|--|------------------------------|----------------|---------------------|------------|-----------------|---------|
| | Work full time/Self-employed | Work part time | Stay at home parent | Unemployed | Retired/Pension | Student |
| availability of skilled workforce | 39 | 39 | 21 | 75 | 36 | 50 |
| employment opportunities | 34 | 37 | 43 | 32 | 33 | 25 |
| education and training (for all stages in life) | 44 | 52 | 40 | 48 | 51 | 50 |
| type and affordability of housing | 30 | 29 | 20 | 38 | 42 | 20 |
| services and facilities that can help with your physical and mental health | 44 | 49 | 42 | 43 | 60 | 44 |
| support for those most in need (i.e. aged, disabled, homeless etc.) | 38 | 38 | 26 | 35 | 49 | 36 |
| the environment is cared for by the community | 44 | 42 | 39 | 41 | 49 | 35 |
| bushland and spaces for natural flora, fauna and habitat | 55 | 58 | 50 | 59 | 60 | 51 |
| sporting, recreational and leisure activities available | 64 | 67 | 70 | 68 | 70 | 72 |
| ease of getting around by walking, cycling or public transport | 47 | 45 | 57 | 57 | 54 | 35 |
| services to support local business growth (i.e. networking, mentoring, training) | 26 | 32 | 32 | 37 | 41 | 35 |
| is a safe place to be | 51 | 54 | 41 | 56 | 61 | 65 |
| community spirit | 42 | 52 | 51 | 67 | 57 | 40 |
| celebration of cultural diversity | 39 | 45 | 43 | 55 | 41 | 38 |
| a vibrant arts and cultural scene | 32 | 40 | 38 | 35 | 39 | 35 |
| opportunities to have a say on matters affecting the community | 32 | 37 | 38 | 32 | 43 | 46 |

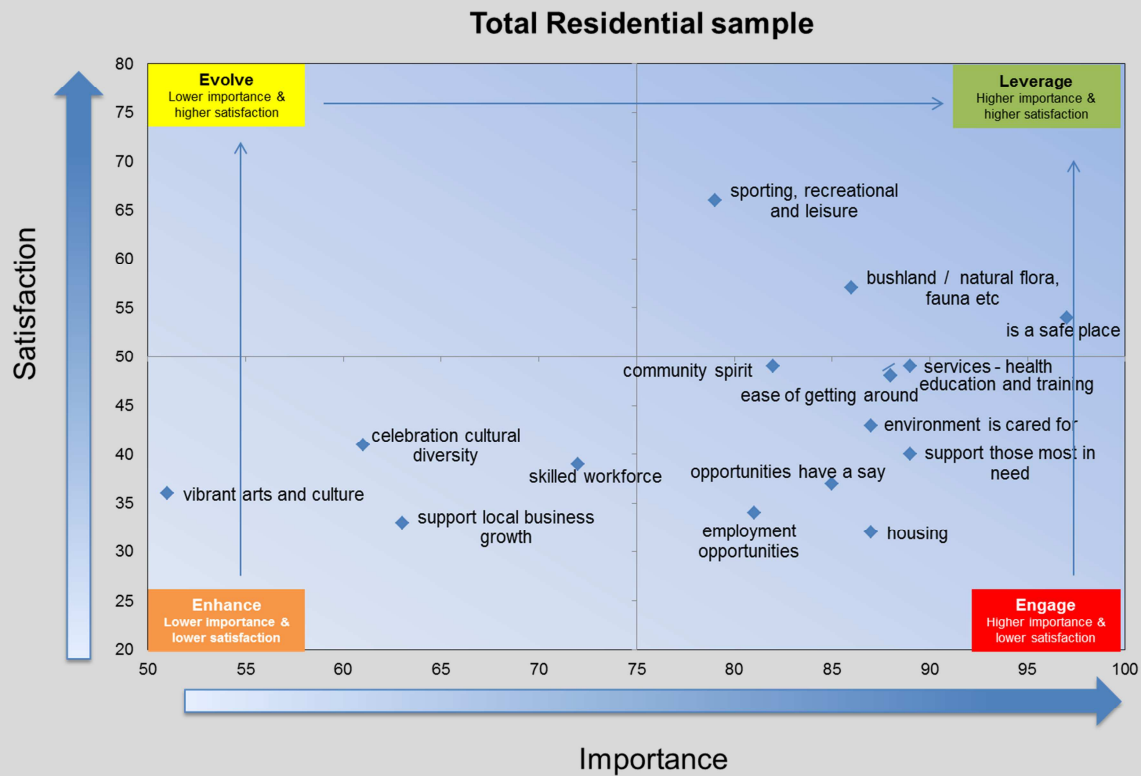
Figure 45: Aspects of Satisfaction by Employment Status

Note: red figures are statistically significantly higher than other regions, figures in blue are significantly lower

5.3 Gap analysis – importance vs satisfaction by Residents

Insights and Implications

Based on differentials between the aspects importance and satisfaction, research findings suggest the areas in need of further exploration and consultation would be those with high importance but lower satisfaction. These are displayed below in quadrant defined as areas to engage.



The Aspects that form this Engage quadrant are numerous and varied.

In a priority order consideration could be given to commence with those lowest in this quadrant ie housing and employment, followed by supporting those in need and care for the environment.

Consideration should also be given to ensure that females are well represented in consultation – as whilst placing a higher degree of importance on aspects than males, tended to have lower satisfaction.

There are also, we believe, opportunities for and a need to engage with:

- young adults 24-35 years (when aspects move down in satisfaction)
- those in their mid-life years 50-59 years, who tended to be least satisfied across a range of aspects
- the unemployed who appear to have a close association with and may need the social support of the community
- stay at home parents who whilst displaying high importance also displayed lower levels of satisfaction

Key findings gap analysis

Assessment of the relative differences between importance and satisfaction are outlined in the chart below and plotted on a matrix (see diagram above).

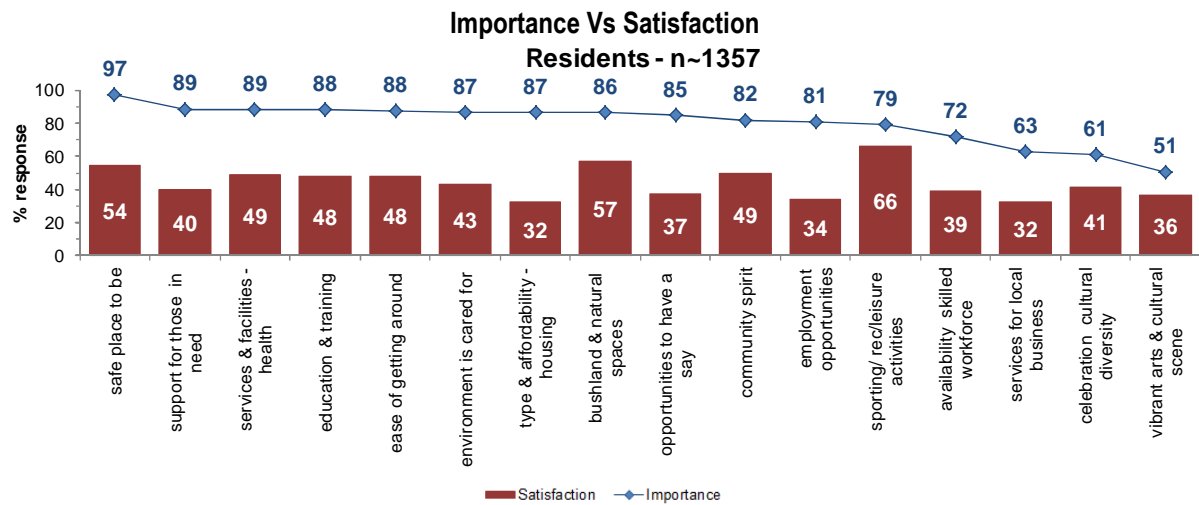


Figure 46: Importance Vs Satisfaction - Residents

Note: satisfaction based on 5/4 on a scale where 5=very satisfied to 1=very dissatisfied. Importance based on 5/4 on a scale where 5=very importance to 1=not at all important

There were three aspects which were both important (>75% rated important) and where at least half of residents were satisfied. These aspects could be considered as strengths of Knox and may be able to be leveraged:

- is a safe place
- bushland/natural flora, fauna and habitat
- sporting, recreational & leisure facilities and service

There were however nine aspects where, whilst important (by >75% of residents), less than half of residents were satisfied. These are considered as important aspects for engagement, with the aspects being quite diverse:

- housing
- employment
- support for those in need
- care for the environment
- services for physical and mental health
- education and training etc

There were also four aspects which, whilst considered by less than 75% of residents as important, had lower levels of satisfaction. These were related to two spheres of city life:

- arts, culture and celebration of cultural diversity
- local economy – support for business and skilled workforce

These are considered aspects which could be enhanced and on which to consult the community to explore opportunities:

- better inform residents of what is available
- to improve the experience of residents
- elevate the importance by demonstrating how these aspects enhance one's personal experience of living in Knox

Differences between sub-segments

By gender

Aspects tended to decline in relative position on satisfaction for females when compared to males.

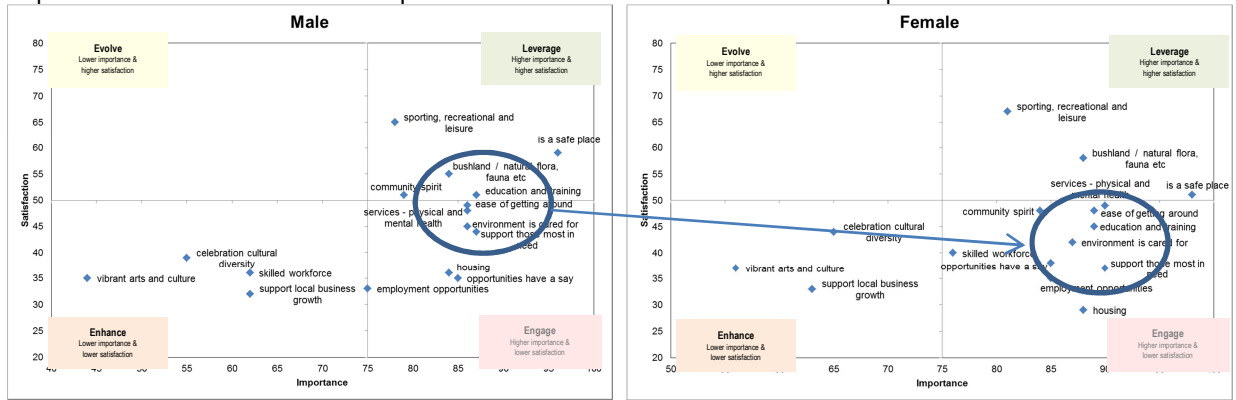


Figure 47: Importance Vs Satisfaction Matrix – by Gender

By age

The positioning of aspects on the matrix was quite distinctive with a gradual shift down for satisfaction from under 24 years to “bottom” out at 50-59 years - before improving and peaking amongst those 70 years +.

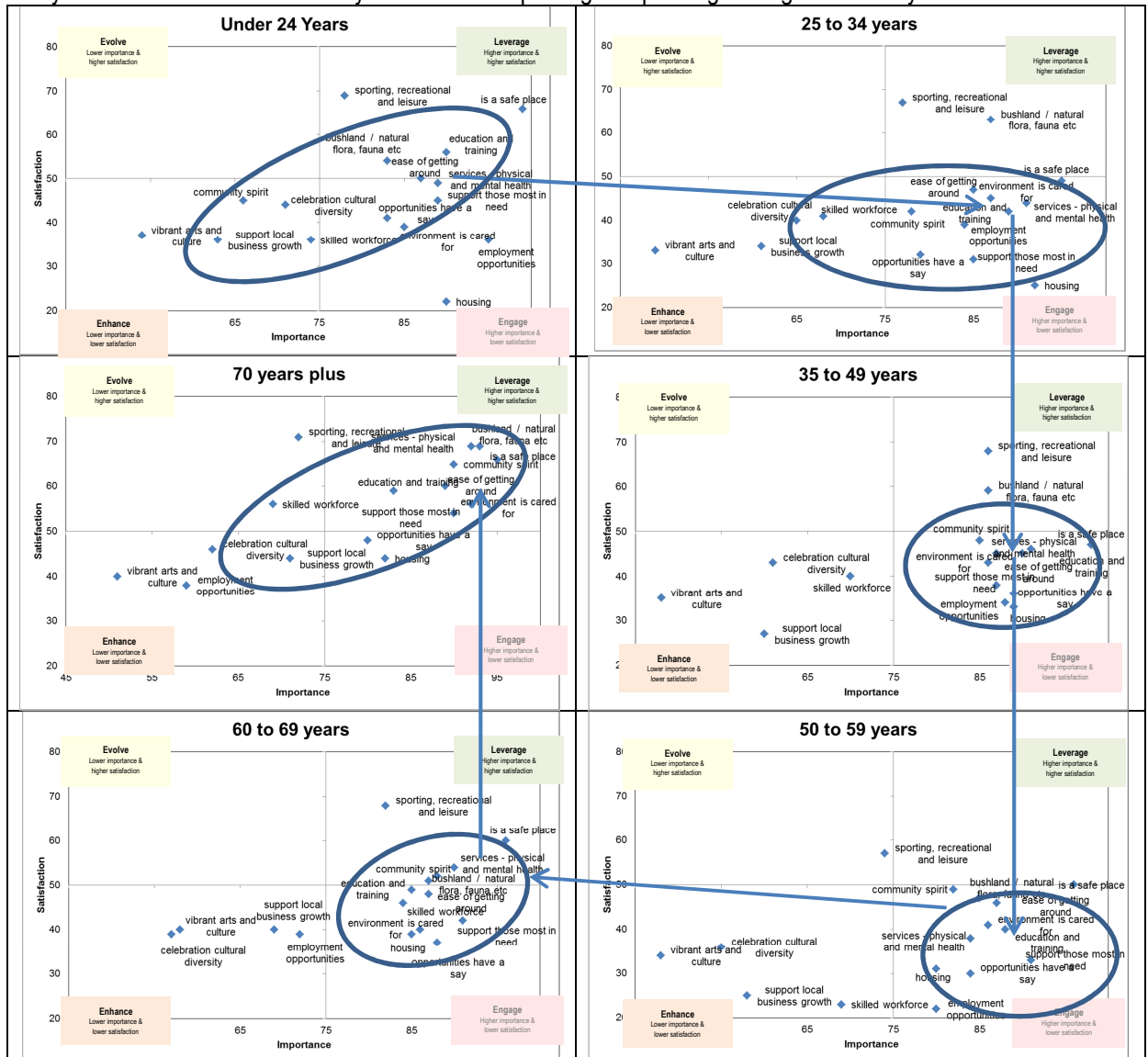


Figure 48: Importance Vs Satisfaction Matrix – by Age Group

Considerations for further investigation through engagement

In considering areas to further explore and engage with residents the following should be considered:

By gender

- what are the factors that lead to females being less satisfied on numerous aspects than males and what interventions can Council undertake?
 - re: safety; support for those in need; housing; education and training;
- what are the factors that whilst leading females to place greater importance on are not providing higher levels of satisfaction when compared to males?
 - re: vibrant arts and culture, celebration of cultural diversity, employment opportunities
- what are the needs of stay at home parents (the majority of whom are female) and how can Council facilitate these?

By age

- what are the life trigger events that appear to change the relationship young adults have with Knox
- what are life stage pressures that those 50-59 years are experiencing and how can Council and the area of Knox do to support them
 - re: economic factors - employment opportunities, support for local business, skilled workforce and social factors re perceptions of services to support physical and mental health

5.4 Change over the past four years - Residents

Insights and Implications

In keeping with other findings previously outlined, housing is a key issue:

- it's important to a large proportion of the community
- they are less than satisfied with the current status and
- they perceive it to have got worse over the past four years

This aspect should be considered to form a key platform for future consultation and strategy development.

Key findings

Overall and against the preceding four years, residents believe that by and large, the aspects of the City of Knox have either remained the same (~40%-55%) or improved – with improvement tending to be 2 to 3 times that of a decline.

There are however three key exceptions to this, with:

- type and affordability of housing being most often seen to have got worse (69%)
- is a safe place - worse (32%) somewhat more than those who believed it had improved (29%)
- employment opportunities 23% worse vs 26% improved

Of note is that all three aspects are deemed higher importance by residents.

Of the remaining aspects, highest improvements noted by residents were:

- sporting, recreational and leisure activities (53% better/a lot better)
- services to help with physical and mental health (42%)
- bushland and spaces for natural flora, fauna and habitat (41%)

(Q9)



Figure 49: Changes over Time - Residents

Differences by sub segments

By age

Assessment of the changes by age reflected similar trends with younger under 24 years perceiving some improvement to have occurred - with improvement then declining through the ages until 60 years and older, then improving to being highest amongst those 70 years plus.

In relation to type and affordability of housing, 'got worse' was cited by over 70% of those under the age of 50 years and even by 49% of those aged 70 years and older.

By gender

Perceptions amongst males and females of the changes over the preceding four years were similar for all aspects. Statistically significant differences were found in the following:

- whilst both males and females agreed that type and affordability of housing and a safe place had declined; and that bushland and spaces for natural flora, fauna and habitat and celebration of cultural diversity had improved, more females tended to hold these views than males.

| Changes in Aspect of the City Differences between males and females | % response | | | |
|--|------------|--|------------|------------|
| | Worse now | | Better now | |
| Aspect | Females ← | Males | Males → | Females |
| type and affordability of housing | Worse 71% | Worse 66% | | |
| is a safe place to be | Worse 34% | Worse 27% | | |
| bushland and spaces for natural flora, fauna and habitat | | | Better 38% | Better 44% |
| celebration of cultural diversity | | | Better 34% | Better 41% |
| Worse = a little worse or a lot worse compared to 4 years ago | | Better = a little better or a lot better compared to 4 years ago | | |

Figure 50: Changes in Aspects of City – Differences Between Males & Females

The implications being that females may hold more defined and stronger views about the changes taking place in Knox especially on those aspects being more important to them and may hold an important part in future engagement programs.

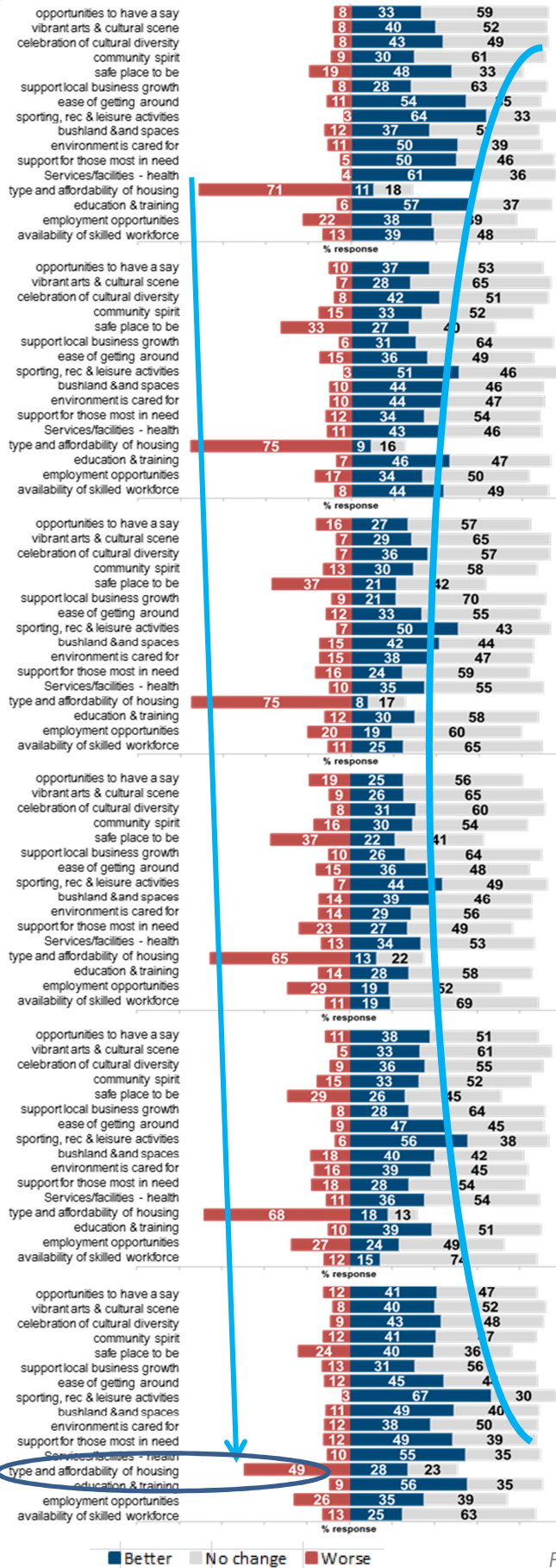
By suburb

Differences in perceived changes over the past four years between suburbs were few. Key differences where residents cited improvements or worsening conditions above the average for all resident sample were: Scoreby saw an improvement in seven of the aspects and Bayswater in three aspects; Knoxfield saw declines in 4 aspects; other declines (four) were singular suburbs on singular aspects only.

| Changes in Aspect of the City Differences between suburbs | % response | |
|--|-------------------------------|--|
| | Worse now | Better now |
| employment opportunities | Boronia 32% | - |
| type and affordability of housing | Wantirna Sth 77% | - |
| services and facilities that can help with your physical and mental health | Knoxfield 23% | Scoreby 55% |
| support for those most in need (i.e. aged, disabled, homeless etc.) | Knoxfield 33% | Scoreby 53% |
| bushland and spaces for natural flora, fauna and habitat | Up'r Fern/G 27% | Bayswater 53% |
| ease of getting around by walking, cycling or public transport | Rowville 18% The Basin 22% | Bayswater 56% Scoreby 54% |
| services to support local business growth (i.e. networking, mentoring, training) | | Knoxfield 17% |
| is a safe place to be | | - |
| community spirit | | - |
| a vibrant arts and cultural scene | | Knoxfield 14% |
| opportunities to have a say on matters affecting the community | | - |
| Worse = a little worse or a lot worse compared to 4 years ago | | Better = a little better or a lot better compared to 4 years ago |

Figure 51: Changes in Aspects of City – Differences Between Suburbs

Summary data



Statistically lower than other

Aged 24 and under
n~146

Aged 25-35
n~137

Aged 35-49
n~345

Aged 50-59
n~183

Aged 60-69
n~171

Aged 70+
n~120

Figure 52: Changes in Aspects of City – By Segment

5.5 Overall Satisfaction by Residents – Living in, Operating a Business and with Council

Insights and implications

Despite moderate to low satisfaction by residents with individual aspects of the Knox area, there is generally a good level of satisfaction with living in Knox (87% satisfied) but only a moderate level of satisfaction in Knox City Council.

Satisfaction with living in Knox and in Council declines with age until mid-life years (50-59 years) and then increases in later years.

The drivers for these were not clearly evident from the aspects canvassed in this study, and suggest other factors beyond the scope of this research impact residents’ overall satisfaction.

Further community consultation or qualitative research should aim to un-pack the drivers of satisfaction and how Council could leverage these.

Key findings

Overall satisfaction

Overall, 87% of residents are satisfied with living in Knox (with 39% being very satisfied)

Amongst those residents operating a business, 79% are satisfied with Knox as a place to operate.

54% are satisfied in Knox City Council (with 16% being dissatisfied)

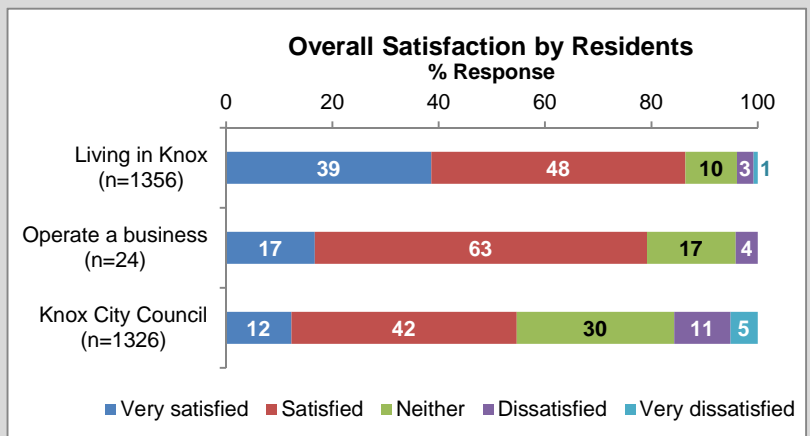


Figure 53: Overall Satisfaction by Residents

By sub segment

Living in Knox by sub-segments

Living in Knox was equally satisfying amongst males and females.

Overall satisfaction tended to decline somewhat with age to mid years and then increase.

Very satisfied increased progressively with age from 27% for under 24 years to 52% for 70 years plus.

This suggests a higher and increasing depth of satisfaction (and likely association) occurs with passing years.

Across suburbs satisfaction was slightly higher in Scoresby (93%) and Wantirna (90%) and lowest in Boronia (83%) (not statistically significant)

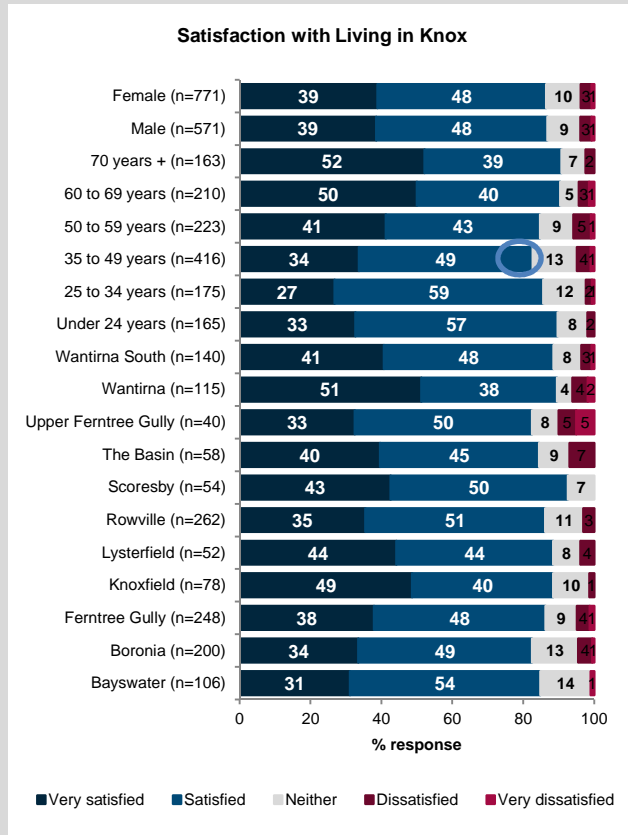


Figure 54: Satisfaction With Living in Knox by Sub-Segment

Satisfaction in Council by sub-segment

Overall females were more satisfied with Council than males (58% vs 50%).

Satisfaction declined with age from 62% (under 24 years), to a low of 45% (50-59 years), then increased to a high of 68% (70 years plus).

As with living in Knox, satisfaction in Council was highest in Scoresby (70%) followed by Bayswater (66%) and lowest in Upper Ferntree Gully (41%).

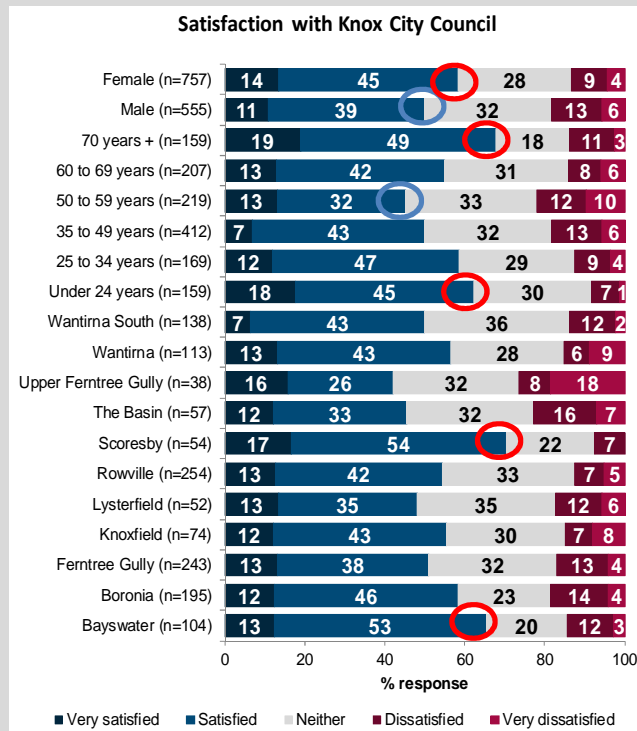


Figure 55: Satisfaction With Knox City Council by Sub-Segment

 Denotes statistically higher result  Denotes statistically lower result

The drivers of resident satisfaction

A series of multiple regressions were undertaken in an attempt to identify the drivers of satisfaction with living in Knox and in Knox City Council amongst residents. Each attempt failed to establish a regression coefficient of sufficient statistical rigour to be able to report on.

On the face of it this suggests one of two things:

- the aspects included in the study do not of themselves influence satisfaction, and/or
- other aspects outside the scope of this study may impact satisfaction

In either case further exploration is warranted to better understand the other possible factors that may impact on satisfaction with living in a city. These may include but are not limited to factors such as:

- psychographic – personality factors, outlook on life
- economic – income, job security
- social – home life, social networks

etc

A profile of very satisfied vs dissatisfied with living in Knox

In order to better understand the differences between those satisfied and those dissatisfied with living in Knox, a profile analysis of residents who are very satisfied with living in Knox was undertaken compared to those who were dissatisfied.

The sample sizes were satisfied n~523 and dissatisfied n~51 (38% and 3.7% of the total combined resident sample base). Key findings were:

Demographically

- those satisfied were more likely to older and retired
- those dissatisfied were more likely to be working full time and more likely to be living with spouse and children at home

Attitudinally

- those satisfied placed more importance on most of the individual aspects, were more satisfied with all and felt more positive change had occurred over the past 4 years
- in contrast those dissatisfied placed less importance, were less satisfied (more dissatisfied) and believed things had got worse over the past 4 years

There was one exception to the above. Those dissatisfied placed more importance on opportunity to have a say.

Suggested areas for Council to focus

- those dissatisfied stated development & planning issues and adequate infrastructure more often than those satisfied

Method of access to survey

Those dissatisfied were more likely to have accessed the survey online.

Conclusions

Whilst a relatively small proportion of the resident population are dissatisfied they appear to be disgruntled about a wide range of issues. Perhaps some have had prior dealings with Council and saw this survey as an opportunity to “voice” their opinions.

5.6 Resident profile

| | | | % response |
|---------|--|--|-------------|
| Q6 | Gender | Base (n=) | 1345 |
| | | Male | 43 |
| | | Female | 57 |
| Q7 | Which age group do you fall into? | Base (n=) | 1354 |
| | | 16 to 17 years | 0 |
| | | 18 to 24 years | 12 |
| | | 25 to 34 years | 13 |
| | | 35 to 49 years | 31 |
| | | 50 to 59 years | 16 |
| | | 60 to 69 years | 16 |
| | | 70 to 84 years | 11 |
| | | 85 and over | 1 |
| Q2d | What is the nature of your association with the Knox City Council area.... | Base (n=) | 432 |
| | | Live in Knox City Council area | 100 |
| | | Own or manage a business in Knox City Council area | 6 |
| | | Work in Knox City Council area (not own business) | 17 |
| | | Enrolled in education or vocational training within the Knox City Council Area | 6 |
| | | Play, dine or take in entertainment in Knox City Council area | 70 |
| | | Shop in the Knox Council area | 73 |
| | | Member of a community/volunteer group operating in Knox City Council area | 3 |
| | | Advisory committee member | 0 |
| | | Ratepayer/landlord | 0 |
| Q2youth | Which of the following groups or activities are you involved in? | Base (n=) | 4 |
| | | Volunteering of any kind | 50 |
| | | Not involved in any | 50 |
| Q3 | What suburb of Knox do you live in? | Base (n=) | 1357 |
| | | Bayswater | 8 |
| | | Boronia | 15 |
| | | Ferntree Gully | 18 |
| | | Knoxfield | 6 |
| | | Lysterfield | 4 |
| | | Rowville | 19 |
| | | Scoresby | 4 |
| | | The Basin | 4 |
| | | Upper Ferntree Gully | 3 |
| | | Wantirna | 8 |
| | | Wantirna South | 10 |
| | | Other | 0 |

Figure 56: Resident Profile

| | | | % response |
|------------------|--|---|--|
| Q3b | In which suburb of Knox is your business located? | Base (n=) | 24 |
| | | Bayswater | 8 |
| | | Boronia | 17 |
| | | Ferntree Gully | 17 |
| | | Knoxfield | 13 |
| | | Lysterfield | 4 |
| | | Rowville | 21 |
| | | Upper Ferntree Gully | 13 |
| | | Wantirna | 4 |
| | | Wantirna South | 4 |
| | | 0 | 100 |
| | | Q3youth | What do you hope to do when you finish school? |
| Go to University | 100 | | |
| Q4b | What industry does your business or where you work operate in? | Base (n=) | 95 |
| | | Manufacturing | 7 |
| | | Construction | 2 |
| | | Wholesale Trade | 5 |
| | | Retail Trade | 18 |
| | | Accommodation and Food Services | 7 |
| | | Transport Postal and Warehousing | 6 |
| | | Information Media and Telecommunications | 4 |
| | | Financial and Insurance services | 2 |
| | | Administrative and support services | 8 |
| | | Education and Training | 14 |
| | | Health Care and social assistance | 12 |
| | | Trade services - i.e. Electrician, Plumber, Painter | 9 |
| | | Personal services - i.e. hairdresser, beauty salon, gardening | 2 |
| | | Arts and recreation services | 2 |
| Q4youth | When you catch up with your friends where do you normally go? | Base (n=) | 4 |
| | | Mostly within the Knox area | 50 |
| | | About half in Knox, half outside Knox | 25 |
| | | Mostly outside the Knox area | 25 |
| Q14 | Do you own your own home or are you renting? | Base (n=) | 1309 |
| | | Own home / mortgage | 82 |
| | | Rent | 10 |
| | | Live in a care facility | 1 |
| | | Other | 5 |
| | | Live with parents | 2 |

Resident Profile continued

| | | | % response |
|-----|--|---|-------------|
| Q15 | What is your employment status... | Base (n=) | 1316 |
| | | Work full time | 33 |
| | | Work part time | 23 |
| | | Self-employed | 4 |
| | | Stay at home parent | 5 |
| | | Unemployed | 3 |
| | | Retired | 19 |
| | | Pension | 6 |
| | | Student | 5 |
| | | Other | 1 |
| Q16 | Which of the following best describes your household? | Base (n=) | 476 |
| | | I live alone | 12 |
| | | I live in a share / group household | 4 |
| | | I live with my spouse / partner (no children at home) | 26 |
| | | I live with my spouse / partner (children at home) | 43 |
| | | I am a single parent (children at home) | 6 |
| | | I live with my parents | 9 |
| Q17 | What ages are your children living at home? | Base (n=) | 233 |
| | | 5 years and under | 38 |
| | | 6 to 10 years | 33 |
| | | 11 to 15 years | 24 |
| | | 16 to 20 years | 20 |
| | | 21 to 25 years | 12 |
| | | 26 years and older | 11 |
| Q18 | In total how many people (adults and children) live in your household? | Base (n=) | 454 |
| | | 1 person - myself | 9 |
| | | 2 to 3 people | 51 |
| | | 4 to 5 people | 38 |
| | | 6 to 7 people | 2 |
| | | 8 people or more | 0 |
| Q19 | Are you of Aboriginal or Torres Strait Islander heritage? | Base (n=) | 475 |
| | | Yes | 1 |
| | | No | 99 |
| Q20 | Were you born in Australia? | Base (n=) | 478 |
| | | Yes | 77 |
| | | No | 23 |

Resident Profile continued

| | | % response | |
|---------|---|--------------------------|------------|
| Q21 | Where were you born? | Base (n=) | 106 |
| | | United Kingdom | 30 |
| | | India | 5 |
| | | China | 3 |
| | | Malaysia | 11 |
| | | Sri Lanka | 5 |
| | | New Zealand | 8 |
| | | Germany | 6 |
| | | Italy | 2 |
| | | South Africa | 5 |
| | | Vietnam | 2 |
| | | Greece | 3 |
| | | Netherlands | 2 |
| | | United States of America | 5 |
| | | Indonesia | 3 |
| | | Israel | 1 |
| | | Philippines | 1 |
| | | Slovakia | 1 |
| | | Sweden | 2 |
| | | Taiwan | 1 |
| | | Singapore | 1 |
| | | Uzbekistan | 1 |
| | | Mexico | 1 |
| Kenya | 1 | | |
| Lebanon | 1 | | |
| Sudan | 1 | | |
| France | 1 | | |
| Q22 | Is English the main language spoken at home? | Base (n=) | 481 |
| | | Yes | 95 |
| | | No | 5 |
| Q23 | Including yourself, how many people does your business or the company you work for employ within the Knox area? | Base (n=) | 88 |
| | | Sole trader | 15 |
| | | 2 to 9 employees | 28 |
| | | 10 to 19 employees | 6 |
| | | 20 to 49 employees | 14 |
| | | 50 to 99 employees | 10 |
| | | 100 to 199 employees | 20 |
| | | 200+ employees | 7 |

Resident Profile continued

6. Business Sample Detailed Results

The following provides a summary of the results of the combined Business surveys undertaken.

6.1 What's important to Businesses

Implications

The findings indicate that for the business segment, apart from safety, economic aspects are a key factor in their needs.

However many businesses may not be aware of or believe that economic support services provided by Council are relevant to or can benefit them or their business.

This is even so amongst sole traders who potentially could benefit through Council services such as networking, mentoring and training.

Further exploration of the support services needed by business should be explored.

Key findings



Like residents, the aspect of most importance to businesses was safety (94% important).

Unlike residents, businesses placed the aspects related to labour force and economy as 2nd tier importance:

- education and training (91%)
- employment opportunities (91%)
- availability of skilled workforce (87%)

The exception to this was support for local business growth, which surprisingly businesses rated of somewhat lower importance at (76%).

And lowest importance for this aspect was found amongst both sole traders and larger 20+ employee business (67% importance each).

-  Denotes statistically higher result
-  Denotes statistically lower result

Note: importance based on 4 or 5 on a scale where 5=very important and 1=not at all important



Figure 57: Aspects of Importance to Business Vs Residents

Summary data

Overall importance amongst businesses

(Q8Q30 IMP)

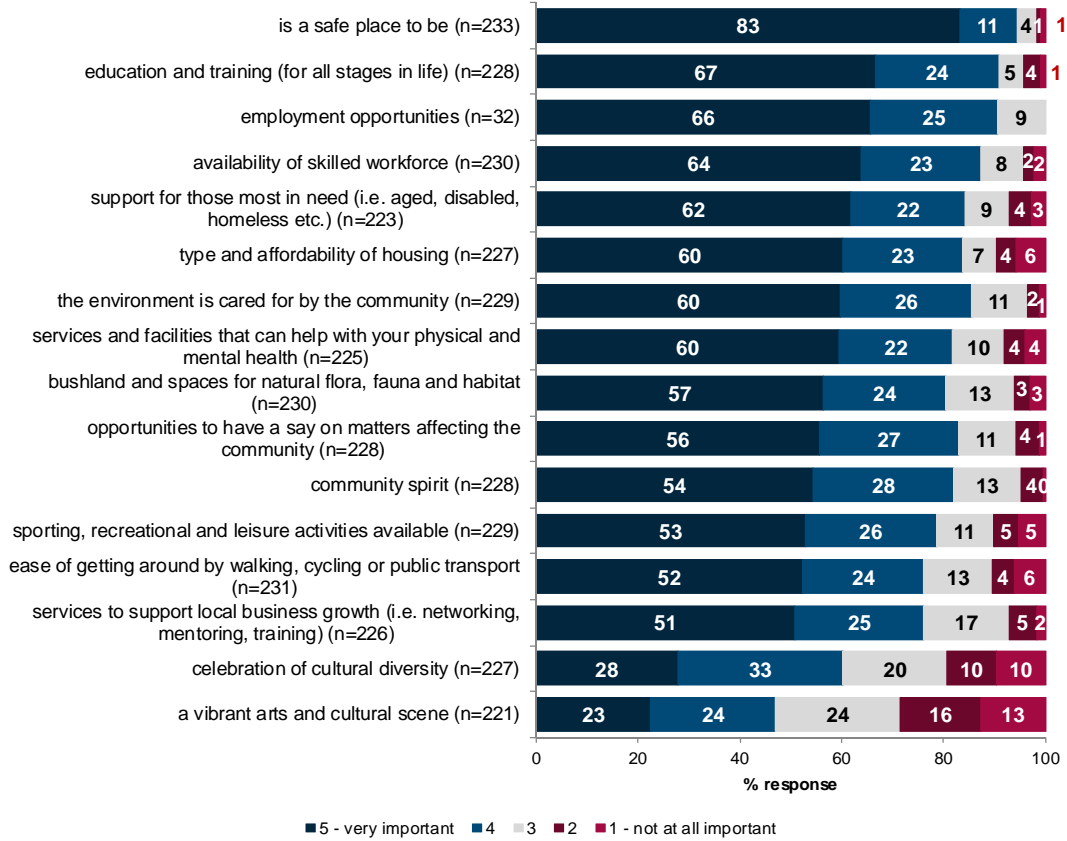


Figure 58: Overall Aspects of Importance to Business

Importance by business size

(Q8Q30 IMP by RQ23)

Availability of skilled workforce

- less important for sole traders and then increases with size of business

Employment opportunities

- less important for sole traders and then increases with size of business

Education & training (for all stages in life)

- most important for sole traders
- least important by larger business (who may have their own training systems in place)

Type & affordability of housing

- most important for sole traders

Services & facilities that can help with your physical & mental health

- consistent across business size

Support for those most in need

- most important for sole traders

Environment cared for by community

- of lesser importance amongst larger businesses

Bushland & spaces for natural flora, fauna & habitat

- of more importance amongst smaller businesses (up to 9 employees)

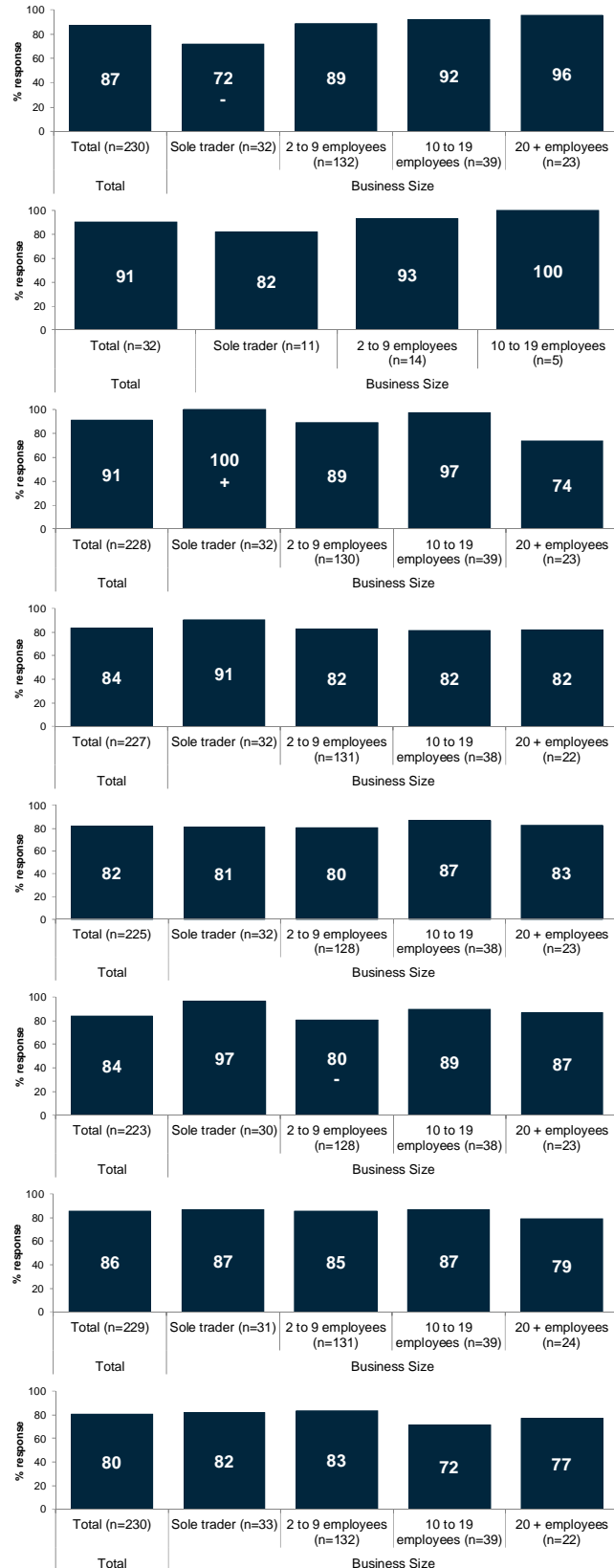


Figure 59: Aspects of Importance by Business Size

Note: statistically significant differences compared to other sub-segments indicated by + (higher) and - (lower)

Note: please interpret results with caution due to some small sample sizes

Importance by business size continued

(Q8Q30 IMP by RQ23)

Sporting, recreational & leisure activities available

- generally consistent across business size

Ease of getting around by walking, cycling or public transport

- least important to sole traders and importance increases with size (could relate to transport enabling staff or customers)

Services to support local business growth

- least important to sole traders – who potentially may be most likely to qualify for or benefit from support services provided) and large employers (20+)

Is a safe place to be

- importance high across all

Community spirit

- highest amongst sole traders

Celebration of cultural diversity

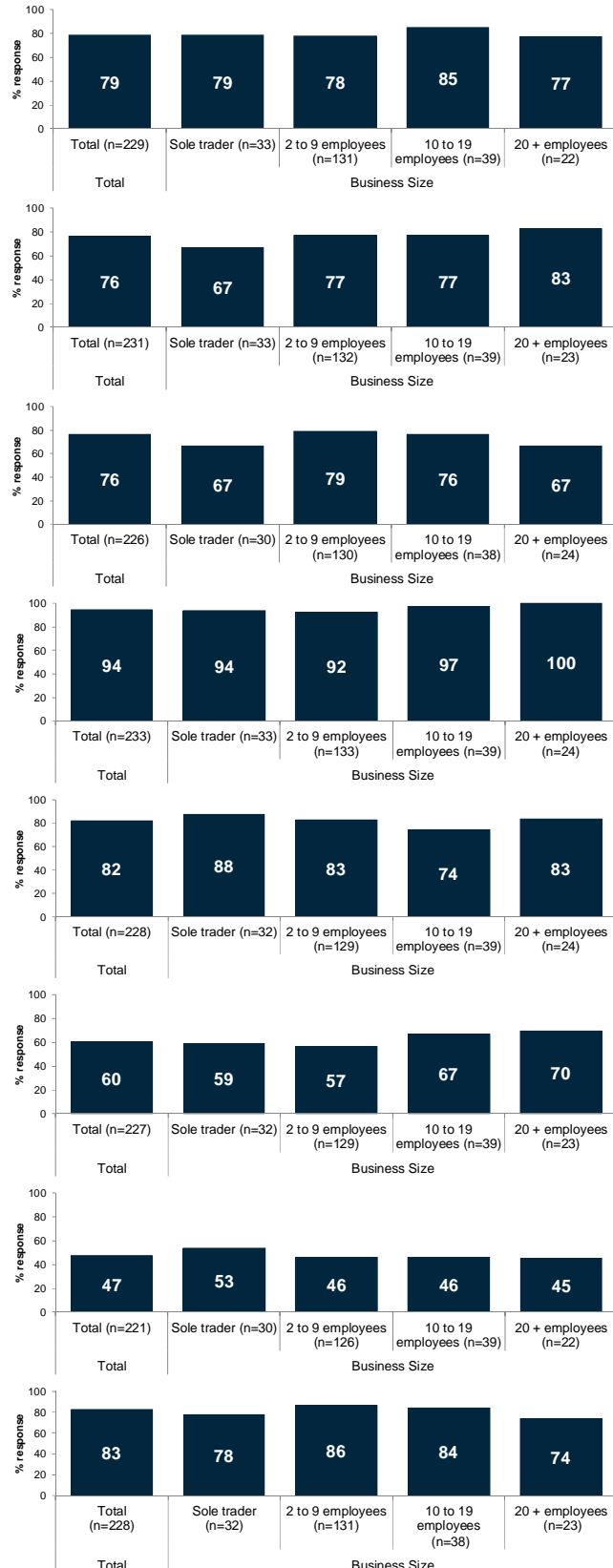
- lower level importance across all – tending to increase with size of business

A vibrant arts & cultural scene

- lower level importance across all

Opportunities to have a say on matters affecting community

- reasonably consistent across all



Aspects of Importance by Business Size continued

Note: please interpret results with caution due to some small sample sizes

Regional importance

| | % T2B response | | | | | | | | | | | |
|--|---------------------|-------------------|-----------------------------|---------------------|----------------------|--------------------|-------------------|-----------------------|-------------------------------------|--------------------|-----------------------------|----------------|
| | Bayswater (n~59) | Boronia (n~24) | Ferntree Gully (n~34) | Knoxfield (n~18) | Lysterfield (n~4) | Rowville (n~25) | Scoresby (n~9) | The Basin (n~2) | Upper Ferntree Gully (n~8) | Wantirna (n~13) | Wantirna South (n~20) | Other (n~1) |
| availability of skilled workforce | 91 | 77 | 92 | 90 | 100 | 85 | 100 | 50 | 86 | 93 | 76 | 100 |
| employment opportunities | 100 | 100 | 100 | 50 | 100 | 86 | | | 67 | 100 | 100 | 100 |
| education and training (for all stages in life) | 84 | 88 | 91 | 100 | 100 | 89 | 75 | 100 | 100 | 100 | 100 | 100 |
| type and affordability of housing | 74 | 96 | 83 | 95 | 50 | 89 | 78 | 100 | 100 | 92 | 76 | 100 |
| services and facilities that can help with your physical and mental health | 78 | 92 | 80 | 85 | 67 | 77 | 63 | | 100 | 93 | 90 | 100 |
| support for those most in need (i.e. aged, disabled, homeless etc.) | 81 | 88 | 86 | 88 | 67 | 78 | 75 | 100 | 88 | 93 | 90 | 100 |
| the environment is cared for by the community | 78 | 88 | 83 | 86 | 75 | 89 | 88 | 100 | 100 | 100 | 90 | 100 |
| bushland and spaces for natural flora, fauna and habitat | 70 | 88 | 81 | 90 | 75 | 85 | 89 | 100 | 100 | 86 | 70 | 100 |
| sporting, recreational and leisure activities available | 77 | 92 | 81 | 90 | 75 | 74 | 67 | 100 | 38 | 77 | 80 | 100 |
| ease of getting around by walking, cycling or public transport | 69 | 85 | 61 | 89 | 25 | 89 | 78 | 100 | 100 | 79 | 81 | 100 |
| services to support local business growth (i.e. networking, mentoring, training) | 76 | 88 | 60 | 76 | 50 | 80 | 67 | 100 | 100 | 69 | 85 | 100 |
| is a safe place to be | 91 | 88 | 97 | 100 | 100 | 100 | 100 | 100 | 100 | 86 | 95 | 100 |
| community spirit | 80 | 96 | 75 | 70 | 100 | 89 | 56 | 100 | 100 | 93 | 76 | 100 |
| celebration of cultural diversity | 45 | 69 | 64 | 60 | 25 | 72 | 78 | 50 | 71 | 69 | 65 | 100 |
| a vibrant arts and cultural scene | 38 | 64 | 36 | 41 | | 56 | 33 | | 63 | 77 | 57 | 100 |
| opportunities to have a say on matters affecting the community | 75 | 85 | 91 | 79 | 75 | 93 | 67 | 100 | 88 | 85 | 86 | 100 |

Figure 60: Aspects of Importance to Business by Region

Note: red figures are statistically significantly higher than other regions, figures in blue are significantly lower

Note: please interpret results with caution due to small sample sizes

6.2 On what aspects are businesses satisfied?

Insights and Implications

The perceptions held of Knox by businesses are not dissimilar from those of residents with key strengths appearing to be those related to the natural environment and the sporting and recreational assets of the region.

Of note however was on those aspects deemed more important by business, being those of a more economic nature – employment opportunities, skilled workforce, training etc, which whilst more important to businesses were not reflected by a higher degree of satisfaction – with as many as 1:3 businesses being dissatisfied.

Further, amongst sole traders, there appeared to be a lower level of awareness of support available through Council by as many as 1:5 sole traders suggesting opportunities may exist to further promote and/or to develop.

On what aspects are business opinions on satisfaction formed?

Overall, businesses tended to have opinions formed on all aspects – with aspects being well able to be assessed as to their degree of satisfaction.

However, amongst sole traders this was less so and less on several of the economic aspects related to:

- employment opportunities (33% don't know)
- availability of skilled workforce (21% don't know)
- services to support local business (21% don't know)

These findings suggest that as many as 1:5 sole traders operating in Knox may not be aware of the support services provided by Council.

Opportunities may exist to further promote these to sole traders.

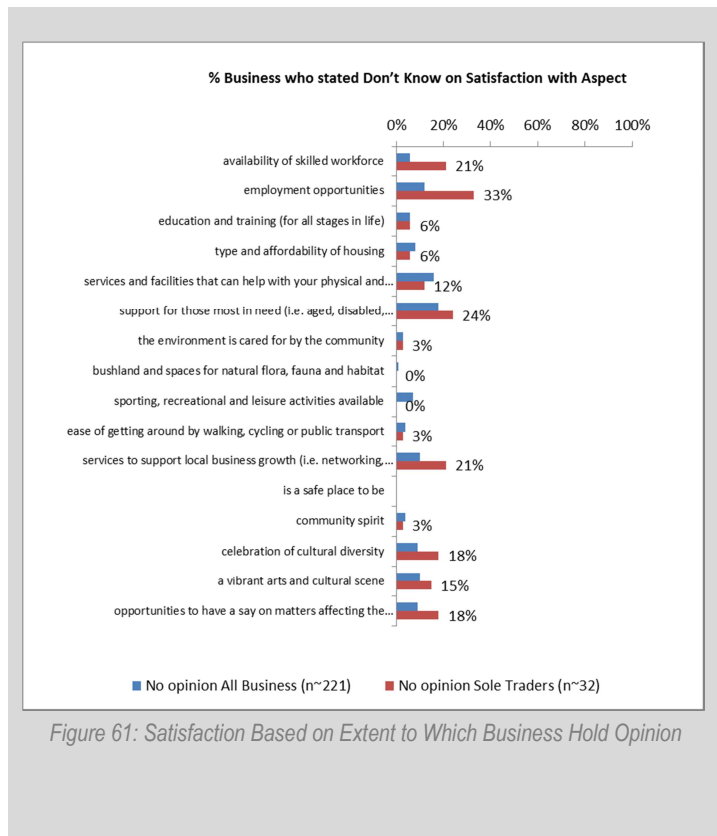


Figure 61: Satisfaction Based on Extent to Which Business Hold Opinion

On what aspects are businesses satisfied?

The following provides results of satisfaction amongst businesses based on those who have a formed opinion and excludes those who stated 'don't know'.

Key findings

Overall business had comparable (though slightly lower) levels of satisfaction with Knox aspects when compared to residents.

As was found amongst residents, businesses were most satisfied with:

- sporting, recreational and leisure activities (63%)
- bushland and spaces for flora, fauna and habitat (56%)

These were followed by several aspects with less than 50% satisfaction, including:

- education and training (48%)
- community spirit. (48%)

At the lower end of satisfaction were:

- a vibrant arts and cultural scene (30%)
- employment opportunities (31%)
- services to support local business growth (31%)

Highest dissatisfaction was found to exist on:

- type and affordability of housing (33% dissatisfied)
- services to support local business growth (32% dissatisfied)

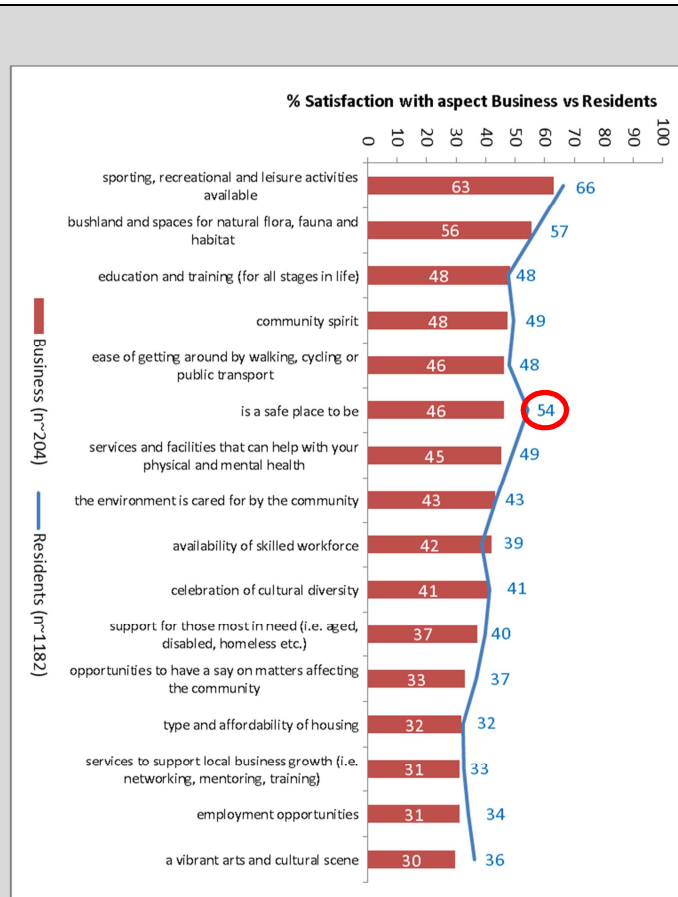


Figure 62: Aspects of Satisfaction – Business Vs Residents

Denotes statistically higher result

Note: satisfaction based on 4 or 5 on a scale where 5=very satisfied and 1=very dissatisfied

Differences between business sub-segments

Statistically significant differences on satisfaction between size of business were few.

Of interest was amongst sole traders who responded to satisfaction on services to support local business growth, where 54% stated they were satisfied and with 23% being dissatisfied.

This suggests the business support services available are either not well understood or potentially only meeting the needs of some businesses.

Summary data

Overall satisfaction amongst businesses

(Q8Q30 SAT)

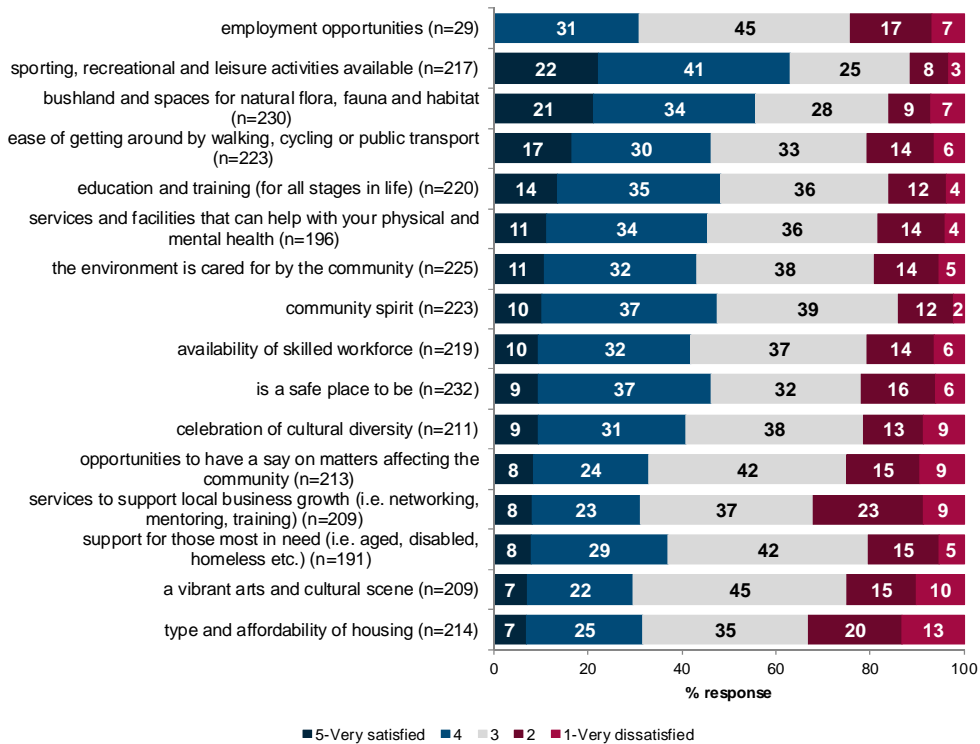


Figure 63: Overall Satisfaction Amongst Businesses

Satisfaction by business size

Note: in this section, satisfaction based on 4 or 5 on a scale where 5=very satisfied and 1=very dissatisfied

(Q8Q30 SAT by RQ23)

Availability of skilled workforce

- satisfaction lowest amongst sole traders and mid sized 10-19 employees

Employment opportunities

- small samples

Education & training (for all stages in life)

- most satisfied amongst sole traders and larger employers

Type & affordability of housing

- most satisfied amongst sole traders and 2-9 employees

Services & facilities that can help with your physical & mental health

- least satisfied by 10-19 employees

Support for those most in need

- least satisfied by 10-19 employees

Environment cared for by community

- consistent across business size

Bushland & spaces for natural flora, fauna & habitat

- highest amongst sole traders and tending to decline with size of business

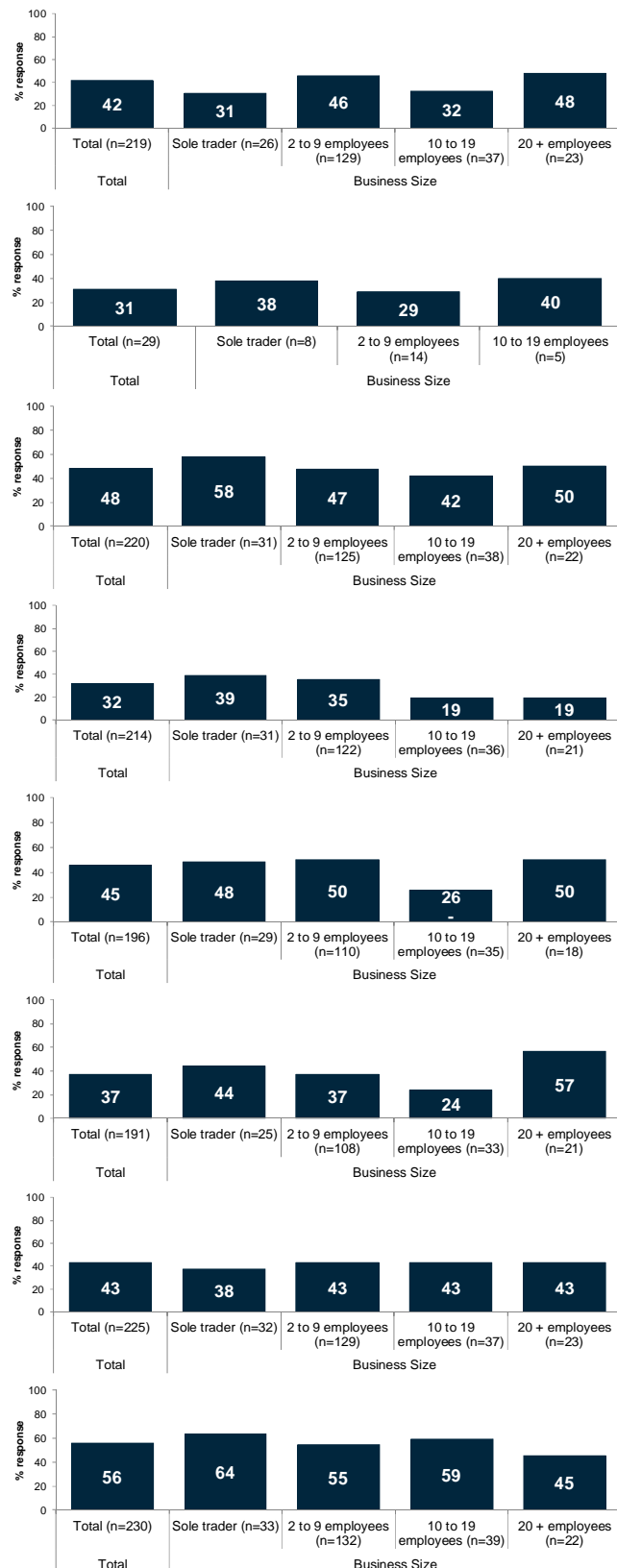


Figure 64: Aspects of Satisfaction by Business Size

Note: statistically significant differences compared to other sub-segments indicated by + (higher) and - (lower)

Note: please interpret results with caution due to some small sample sizes

Satisfaction by business size continued

(Q8Q30 SAT by RQ23)

Sporting, recreational & leisure activities available

- highest amongst sole traders and larger business

Ease of getting around by walking, cycling or public transport

- highest amongst sole traders and declines with size of business
(may suggest accessibility by non private vehicle less of an issue by sole traders)

Services to support local business growth

- highest amongst sole traders (who have opinion – may be aware)
(may suggest accessibility by non private vehicle less of an issue by sole traders)

Is a safe place to be

- lowest amongst medium sized business (10 +19)

Community spirit

- highest amongst larger business followed by sole operators

Celebration of cultural diversity

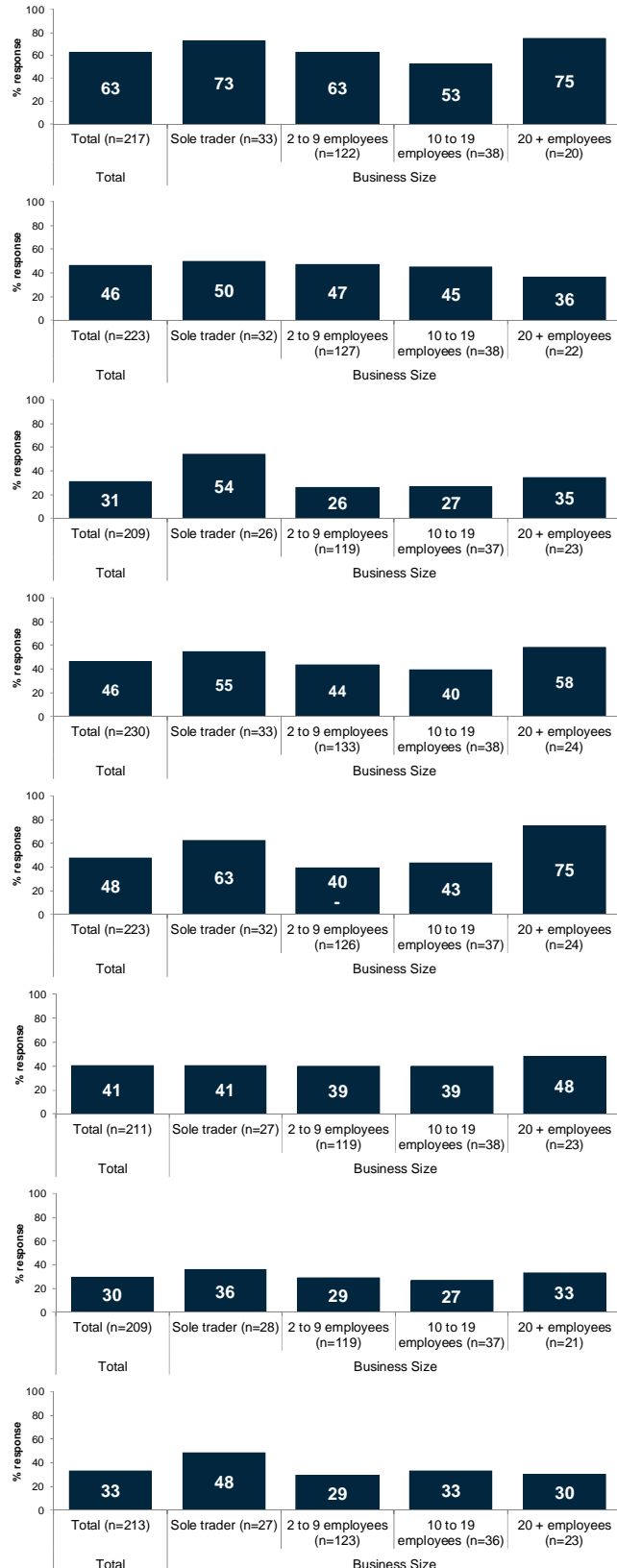
- consistent across groups

A vibrant arts & cultural scene

- consistent across groups

Opportunities to have a say on matters affecting community

- higher amongst sole traders



Aspects of Satisfaction by Business Size continued

Note: statistically significant differences compared to other sub-segments indicated by + (higher) and – (lower)

Regional satisfaction

| | % T2B response | | | | | | | | | | | |
|--|---------------------|-------------------|-----------------------------|---------------------|----------------------|--------------------|-------------------|-----------------------|-------------------------------------|--------------------|-----------------------------|----------------|
| | Bayswater (n~56) | Boronia (n~22) | Ferntree Gully (n~32) | Knoxfield (n~18) | Lysterfield (n~4) | Rowville (n~24) | Scoresby (n~8) | The Basin (n~2) | Upper Ferntree Gully (n~7) | Wantirna (n~13) | Wantirna South (n~19) | Other (n~1) |
| availability of skilled workforce | 42 | 48 | 34 | 40 | 25 | 37 | 75 | 50 | 83 | 50 | 32 | - |
| employment opportunities | 50 | 67 | 50 | - | - | - | - | - | 33 | - | 50 | - |
| education and training (for all stages in life) | 39 | 50 | 51 | 78 | 25 | 56 | 71 | - | 13 | 58 | 40 | 100 |
| type and affordability of housing | 20 | 41 | 28 | 28 | 67 | 46 | 86 | - | 25 | 23 | 35 | - |
| services and facilities that can help with your physical and mental health | 38 | 52 | 43 | 56 | - | 52 | 60 | 50 | 43 | 62 | 39 | - |
| support for those most in need (i.e. aged, disabled, homeless etc.) | 30 | 38 | 35 | 53 | 33 | 30 | 57 | 50 | 25 | 50 | 44 | - |
| the environment is cared for by the community | 32 | 29 | 56 | 62 | 25 | 42 | 100 | 50 | 25 | 43 | 45 | - |
| bushland and spaces for natural flora, fauna and habitat | 38 | 48 | 58 | 70 | 75 | 59 | 78 | 100 | 38 | 71 | 80 | - |
| sporting, recreational and leisure activities available | 55 | 76 | 64 | 65 | 100 | 60 | 86 | 100 | 14 | 69 | 70 | - |
| ease of getting around by walking, cycling or public transport | 40 | 63 | 49 | 47 | 50 | 35 | 33 | 100 | 38 | 64 | 43 | 100 |
| services to support local business growth (i.e. networking, mentoring, training) | 15 | 55 | 28 | 38 | - | 39 | 50 | - | 25 | 64 | 21 | 100 |
| is a safe place to be | 32 | 50 | 39 | 52 | 50 | 67 | 67 | 50 | 50 | 57 | 48 | - |
| community spirit | 41 | 50 | 44 | 55 | 50 | 58 | 22 | 100 | 38 | 79 | 33 | 100 |
| celebration of cultural diversity | 29 | 43 | 44 | 41 | 50 | 35 | 88 | 50 | 43 | 54 | 37 | 100 |
| a vibrant arts and cultural scene | 23 | 32 | 23 | 20 | - | 39 | 57 | 50 | 25 | 54 | 30 | 100 |
| opportunities to have a say on matters affecting the community | 23 | 35 | 38 | 39 | 50 | 33 | 43 | - | 25 | 67 | 24 | - |

Figure 65: Aspects of Satisfaction to Business by Region

Note: red figures are statistically significantly higher than other regions, figures in blue are significantly lower

Note: please interpret results with caution due to small sample sizes

Q8Q30SAT

6.3 Gap analysis – Importance vs Satisfaction by Business

Insights and Implications

A similar profile of differentials between importance and satisfaction were found amongst business as was evident amongst residents, suggesting that consistency of perceptions of the Knox area exists in the community.

Further consultation with business sector is warranted to determine:

- level of awareness of business of the economic development services available
- their needs for support which could be provided by or facilitated through Council

Opportunities may also exist to explore amongst potential business outside of Knox re how to leverage the clean, natural and healthy attributes of Knox as a place to come to set up and do business in.

Key findings

Analysis of the gap between importance and satisfaction amongst businesses found that the lowest level of satisfaction tended to be with some of the more important aspects related to economy, ie education and training - of high importance - was only below the 50% satisfied level.

This suggest that opportunities may exist to enhance and/or promote these services and strengthen the link between Council support for local business with training opportunities.

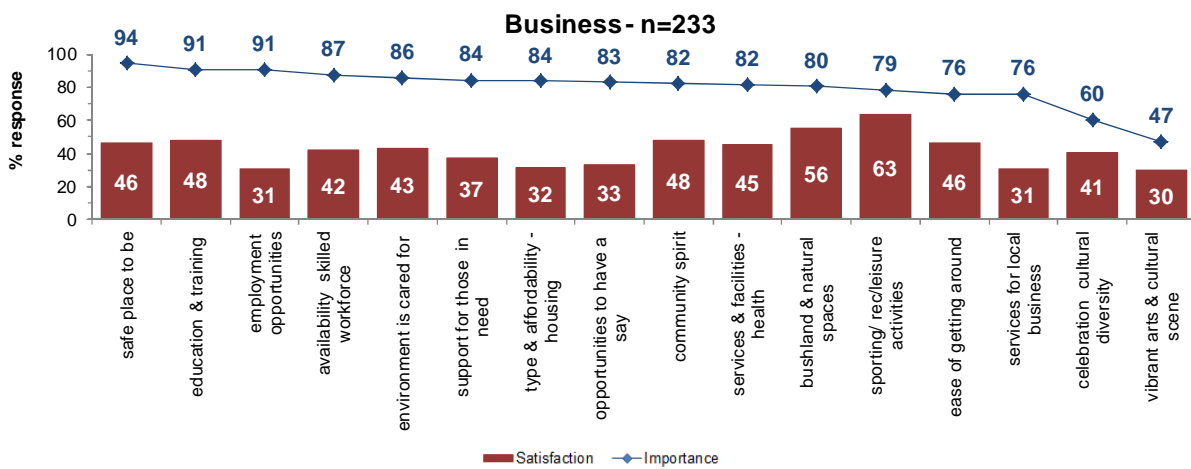


Figure 66: Importance Vs Satisfaction by Business

Plotting these against Importance vs Satisfaction matrix yielded the following:

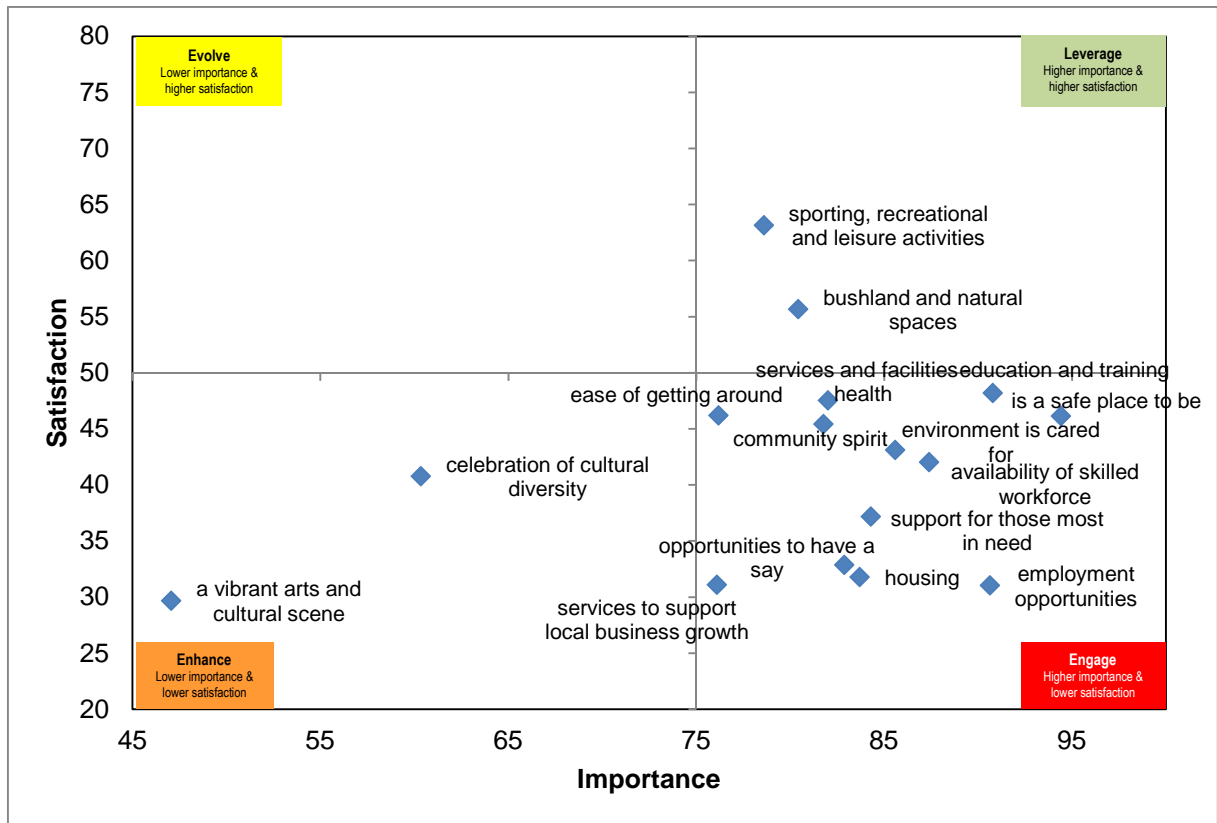


Figure 67: Importance Vs Satisfaction Matrix – Business Sample

Key differences in positioning on matrix vs residents

- business placed a higher level of importance (but not on satisfaction) in relation to services to support business growth and employment opportunities
- business did place more importance and were more satisfied than residents on availability of skilled workforce, though this still fell in the engage quadrant for business
- business tended to place similar importance but a slightly lower satisfaction on other aspects
- a lower level of satisfaction on safety

Opportunities for engagement with business would appear to be best served on those aspects more specific to business – being economic factors re support for local business, employment opportunities and availability of skilled workforce.

Benefit could also be gained by engaging with business to review their needs and assess the role business perceive Council can play in providing education and training support.

Other opportunities to further explore with business are:

- safety – is it for themselves, their staff, customers or the broader community and how to strengthen
- how to leverage those strengths of Knox which business also view being the bushland and natural spaces and sporting and recreational and leisure activities - ie opportunities for business corporate run, business sports days etc
- how to involve business to strengthen those aspects of lower importance such as arts and cultural scene (ie graffiti art walls along industrial sites, business sponsored or supported community and cultural events etc)

Note examples provided are hypothetical only and not based on research outcomes.

6.4 Change over the past four years

Insights and Implications

There is general consensus across the resident and business community on how Knox has changed over the past four years – with housing type and affordability declining.

Some improvement has been seen by business on those aspects more directly related to the business sector (economy and training) and where these changes were stronger amongst sole traders.

Whilst this is a positive, further investigation on how to engage with this sector and with larger businesses should be explored.

Key findings

Perceptions of the business segment of the degree of change in Knox over the past four years mirrored the perceptions of residents, with:

- most aspects being seen to be the same or better than before
- the percentage of improvement exceeding that of decline by a 2x to 3x factor
- main areas of improvement being those aspects of strength (sporting & recreational and bushland spaces & places etc)

And main areas of decline, and with decline exceeding improvement being:

- type and affordability of housing
- safety

(Q9)

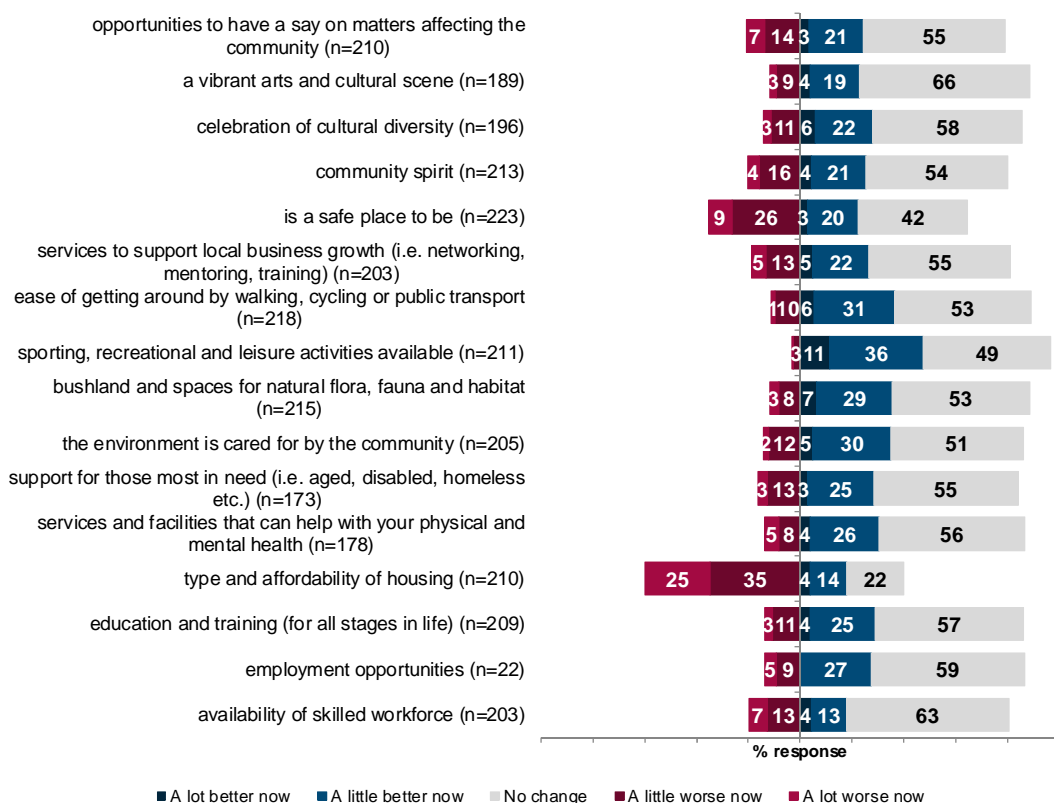


Figure 68: Overall Changes Over Time - Businesses

Differences between business segments

Some variances were found between business sub segment perceptions of changes over the past four years where sole traders tended to be more positive about the changes in:

- education and training available
- ease of getting around by walking, cycling public transport
- support for local business growth
- community spirit*
- celebration of cultural diversity
- vibrant arts and cultural scene

*Note only Community Spirit was statistically significant

:

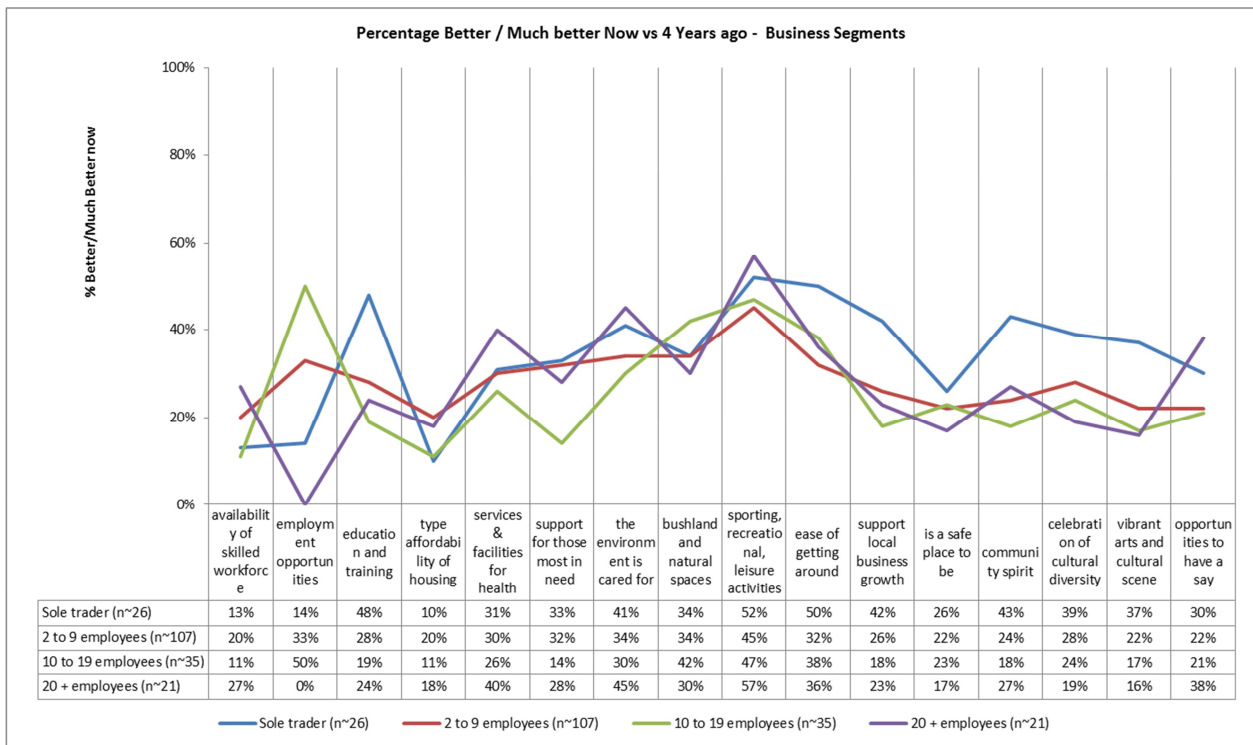


Figure 69: Changes Over Time by Business Segment

6.5 Overall Satisfaction by Business – Operating a Business and Knox City Council

(Q11b, Q36, RQ23)

Insights and Implications

Overall 72% of businesses were satisfied with operating a business in Knox and 54% were satisfied with Knox City Council.

Unlike the case for residents where satisfaction tended to reduce with age to 50-59 years and then increase, amongst businesses a decline in satisfaction with operating a business and in Council continued to decline with age (note this cohort has not yet retired).

This suggests that there may be amongst older managers/owners some issues that may warrant exploration and consultation.

Assuming more positive perceptions of younger owner/managers may present opportunities to further appeal to and attract new business start-up aimed at younger entrepreneurs.

Further investigation to either substantiate or challenge these and possible causes should be considered as part of Council engagement.

Opportunities may exist to integrate economic/business benefits with social and natural assets of Knox as part of Council’s economic and business sector development strategies.

Key findings

Overall satisfaction

Those who both operated a business and resided in Knox were somewhat most satisfied in Knox as a place to operate a business (80%)

Overall, 72% of businesses were satisfied or very satisfied with Knox as a place to operate a business.

54% of businesses were satisfied/very satisfied with Knox City Council (14% were dissatisfied).

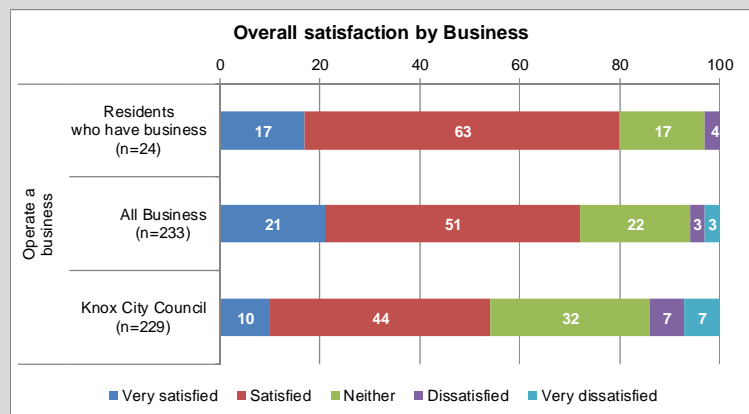


Figure 70: Overall Satisfaction by Businesses, Residents who have a business, and with Knox City Council

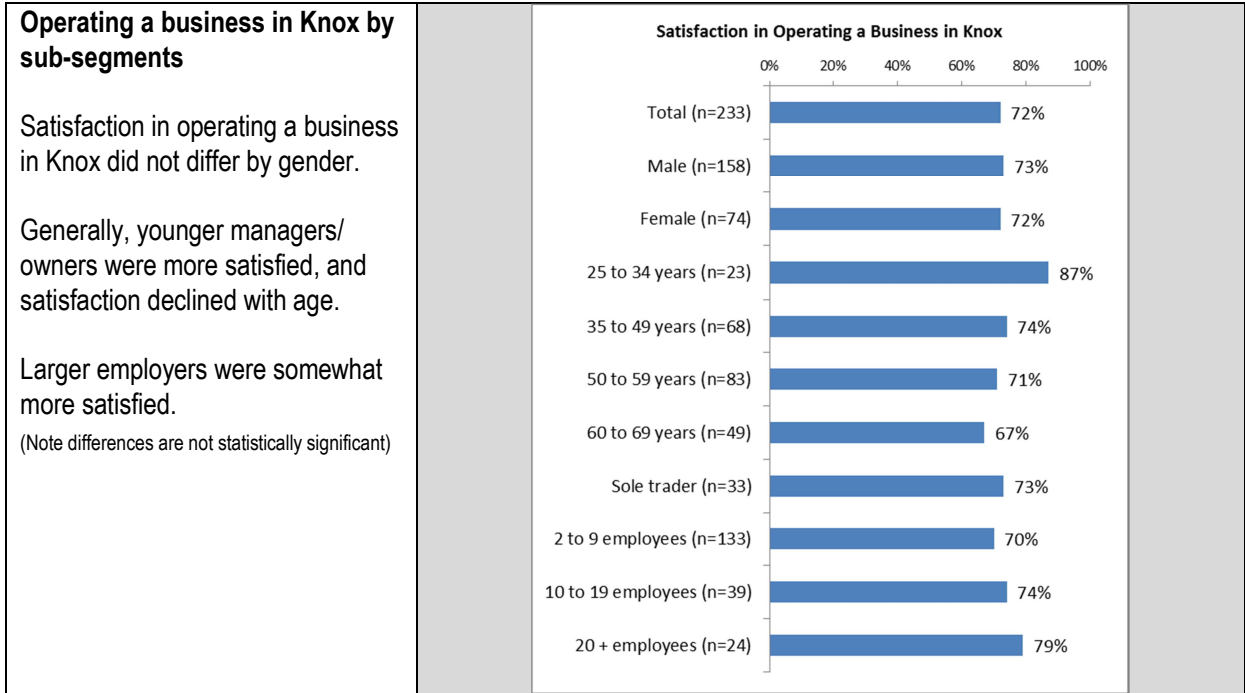


Figure 71: Satisfaction with Operating a Business in Knox – by Sub-Segment

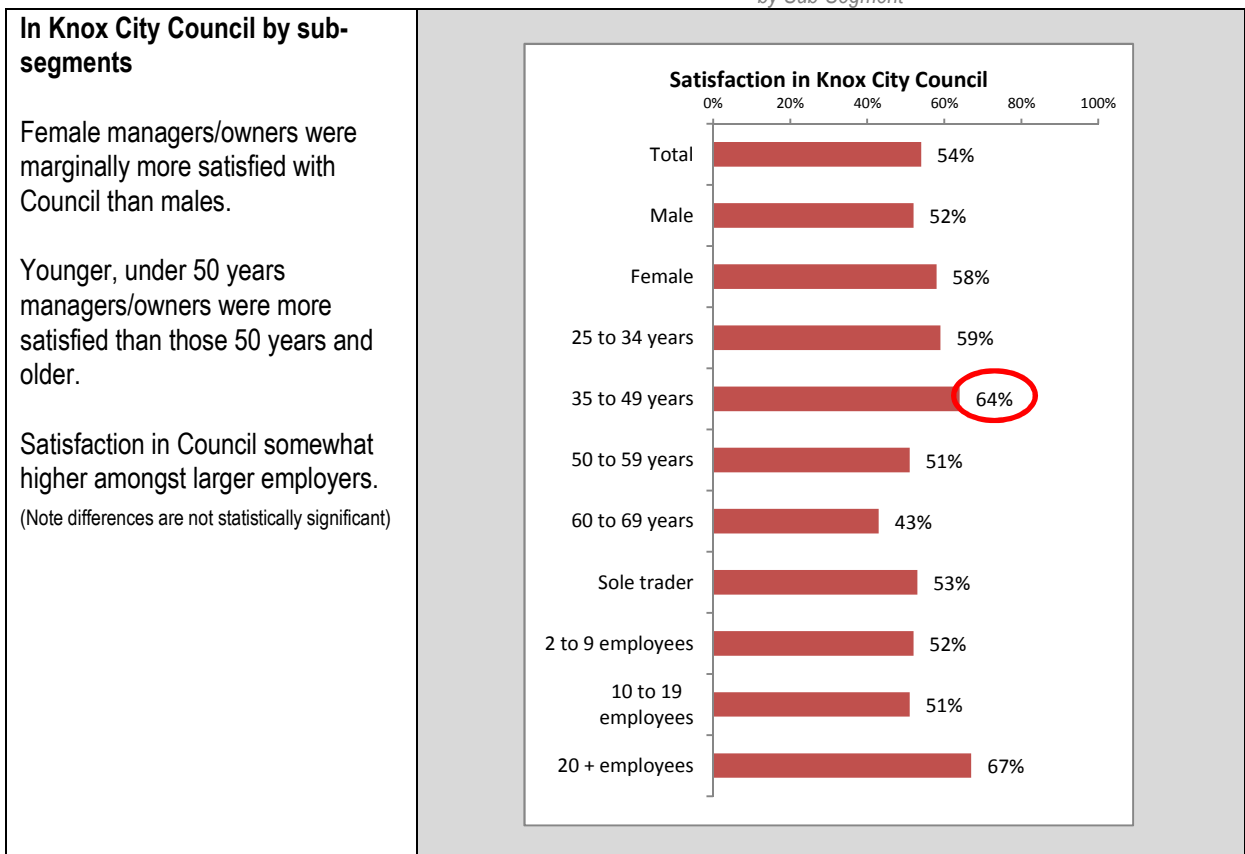



Figure 72: Satisfaction by Business with Knox City Council by Sub-Segment

 Denotes statistically higher result

The drivers of business satisfaction

A series of multiple regressions were attempted to identify the drivers of satisfaction in operating a business in Knox and in Knox City Council amongst business segment.

Each attempt failed to establish a regression coefficient of sufficient statistical rigour to be able to report on.

A profile of very satisfied vs dissatisfied operating a business in Knox

In order to better understand the differences between those very satisfied and those not satisfied (including those neither satisfied nor dissatisfied) in operating a business, a profile analysis was undertaken. ('Neither' was included in not satisfied group due to increased sample base to allow comparison)

The sample sizes were very satisfied n~49 and not satisfied n~65 (includes neither). These represented 21% and 28% of the total combined business sample base. Key findings were:

Demographically

- little distinguishes

Attitudinally - Importance

Little distinguishes:

- those satisfied placed more importance on celebrating cultural diversity
- those dissatisfied placed less importance on bushland and natural spaces

Satisfaction

- those dissatisfied in operating a business displayed lower satisfaction on:
 - education and training
 - services and facilities to help physical and mental health
 - safety
 - community spirit
 - opportunities to have a say on matters affecting the community

Conclusions

Those more positive about operating a business in Knox tended to be more positive generally including on those aspects related to the greater natural, social and cultural environment of Knox.

Opportunities may exist to integrate economic/business benefits with social and natural assets of Knox.

6.6 Business profile

| | | % response | |
|---|---|----------------------|--|
| Q6 | Gender | Base (n=) | 232 |
| | | Male | 68 |
| | | Female | 32 |
| Q7 | Which age group do you fall into? | Base (n=) | 232 |
| | | 18 to 24 years | 1 |
| | | 25 to 34 years | 10 |
| | | 35 to 49 years | 29 |
| | | 50 to 59 years | 36 |
| | | 60 to 69 years | 21 |
| | | 70 to 84 years | 3 |
| Q3b | In which suburb of Knox is your business located? | Base (n=) | 233 |
| | | Bayswater | 27 |
| | | Boronia | 11 |
| | | Ferntree Gully | 15 |
| | | Knoxfield | 9 |
| | | Lysterfield | 2 |
| | | Rowville | 12 |
| | | Scoresby | 4 |
| | | The Basin | 1 |
| | | Upper Ferntree Gully | 3 |
| | | Wantirna | 6 |
| | | Wantirna South | 9 |
| | | Other | 0 |
| | | Q4b | What industry does your business or where you work operate in? |
| Manufacturing | 16 | | |
| Construction | 10 | | |
| Wholesale Trade | 7 | | |
| Retail Trade | 15 | | |
| Accommodation and Food Services | 4 | | |
| Transport Postal and Warehousing | 1 | | |
| Information Media and Telecommunications | 2 | | |
| Financial and Insurance services | 3 | | |
| Administrative and support services | 5 | | |
| Education and Training | 3 | | |
| Health Care and social assistance | 9 | | |
| Trade services - i.e. Electrician, Plumber, Painter | 13 | | |
| Personal services - i.e. hairdresser, beauty salon, gardening | 4 | | |
| Automotive industry | 6 | | |
| Arts and recreation services | 1 | | |

Figure 73: Business Profile

| | | % response | |
|-----|---|----------------------|------------|
| Q23 | Including yourself, how many people does your business or the company you work for employ within the Knox area? | Base (n=) | 229 |
| | | Sole trader | 14 |
| | | 2 to 9 employees | 58 |
| | | 10 to 19 employees | 17 |
| | | 20 to 49 employees | 7 |
| | | 50 to 99 employees | 3 |
| | | 100 to 199 employees | 1 |
| | | 200+ employees | 0 |

Business Profile continued

7. Community Groups Sample Detailed Results

The following provides a summary of the results of the Community Groups surveys undertaken.

A total of 38 responses were received representing various Community Groups in the region.

Almost half (47%) were involved in sporting or recreational activities. For analysis purposes Community Groups have been sub-segmented as those involved in sports vs non-sports.

Note: Lines of enquiry for Community Group representatives was based on the representatives' perceptions of what was important, how satisfied, how things have changed - to the members of the community they represented rather than themselves.

As distribution of surveys was undertaken by Knox City Council, we cannot determine how representative responses may be of the community groups existing within the Knox area. Assumptions are made that they canvass the breadth of community organisations operating within Knox.

| | Total % | Sporting | Non Sporting |
|---|-----------|-----------|--------------|
| Total n= | 38 | 18 | 20 |
| Aboriginal or Torres Strait Islander | 8% | * | 15% |
| Sporting / Recreational/ Leisure | 47% | 100% | * |
| Multicultural / Ethnic / Migrant Group | 3% | * | 5% |
| Religious | 8% | 6% | 10% |
| Seniors | 16% | 11% | 20% |
| Disability or Mental Health | 13% | 6% | 20% |
| Homeless / Low socio economic | 5% | * | 10% |
| Youth | 21% | 11% | 30% |
| Lesbian, Gay, Bisexual, Transgender, Intersex, Queer (LGBTIQ) | 11% | * | 20% |
| Community support groups (i.e. Rotary, Lions etc.) | 8% | 6% | 10% |
| Art group | 3% | * | 5% |
| Environmental group | 18% | * | 35% |
| Early childhood | 3% | * | 5% |
| Adult education | 3% | * | 5% |

Figure 74: Community Group Sample

7.1 What's important to Community Groups

Insights and Implications

Community groups are diverse but with sporting and recreational pursuits accounting for almost 50% of community groups surveyed, this suggests sports is a key area of interest and a uniting factor across many communities, and with the capacity of building community spirit.

Non sporting groups place greater importance on a wider range of 'social' and 'cultural' issues.

Key findings

As with other segments, safety was considered the most important aspect of Knox (92%) by community groups.

This was followed by a range of aspects:

- services that help with physical and mental health (89%)
- sporting, recreational and leisure activities (86%)
- community spirit (86%)
- bushland spaces for natural flora, fauna and habitat (84%)
- support for those most in need (82%)

Generally, community group representatives tended to place slightly lower levels of importance on aspects than residents - with two exceptions:

- community spirit, and
- sporting, recreational and leisure activities

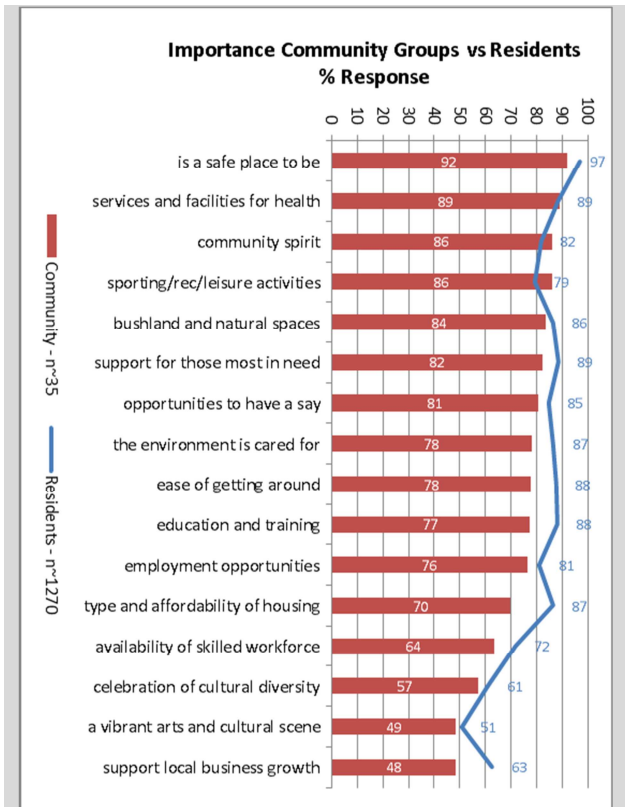


Figure 75: Aspects of Importance - Community Groups Vs Residents

Note: importance based on 4 or 5 on a scale where 5=very important and 1=not at all important

Sports vs Non-Sports Community Groups

Whilst not statistically significant some differences between sporting vs non sporting community groups appeared to exist, where...

Sporting groups placed more importance on:

- sporting, recreational and leisure facilities, and
- community spirit

Non sporting community groups tended to place higher importance on a wider range of aspects with larger differentials on:

- bushland spaces and places
- celebration of cultural diversity
- opportunities to have a say on matters affecting community

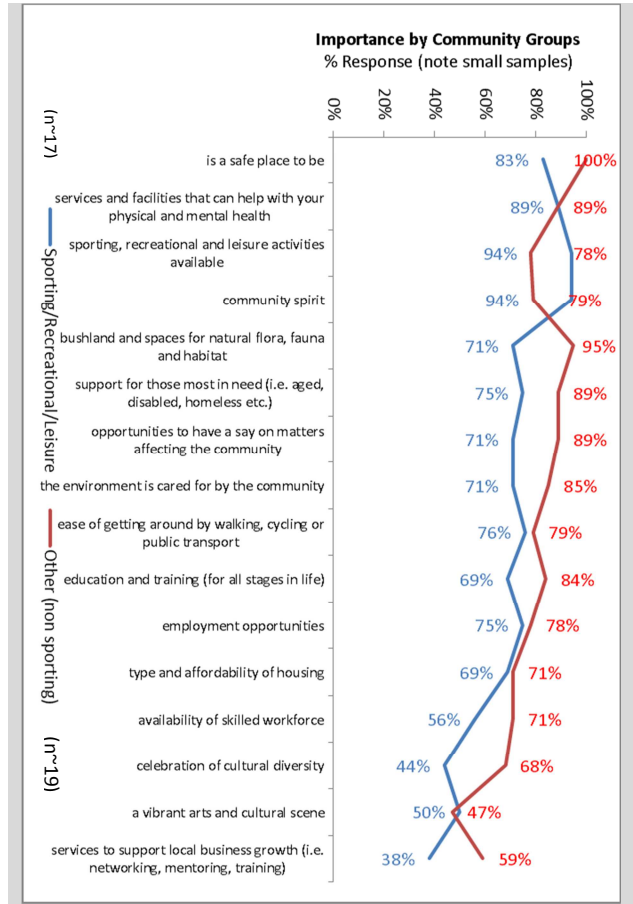


Figure 76: Aspects of Importance by Community Groups – Sports Vs Non-Sports

Note: importance based on 4 or 5 on a scale where 5=very important and 1=not at all important

Summary data

(Q8Q30 IMP)

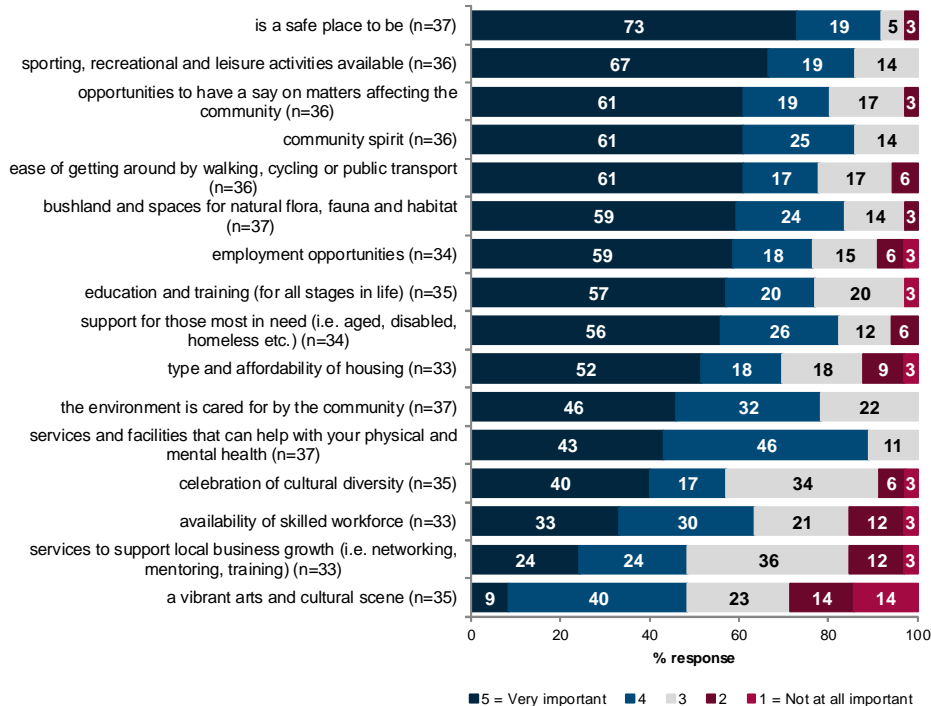


Figure 77: Overall Importance by Community Groups

7.2 On what aspects are Community Groups satisfied?

Insights and Implications

Those community groups involved in sporting activities demonstrated higher levels of satisfaction across many aspects when compared to non-sports groups.

It may be that community groups involved in sporting pursuits may be better served by Council. (This view is supported later).

Note: safety appeared to be an aspect that community groups were considerably less satisfied with than residents.

Further investigation is warranted as further analysis goes beyond scope of current study.

Key findings

Community Groups vs Residents

Compared to residents, community groups tended to have somewhat lower levels of satisfaction, though like residents, community groups were most satisfied with:

- sporting, recreational and leisure activities (58%)
- bushland spaces for natural flora, fauna and habitat (53%)

And least satisfied with:

- type and affordability of housing (13%)

A considerable gap existing in safety, where only 29% of community group representatives believed their members were satisfied (vs 55% for residents).

Aspects with which community groups were somewhat more satisfied than residents were:

- celebration of cultural diversity (47% vs 41%)
- opportunities to have a say (45% vs 37%)

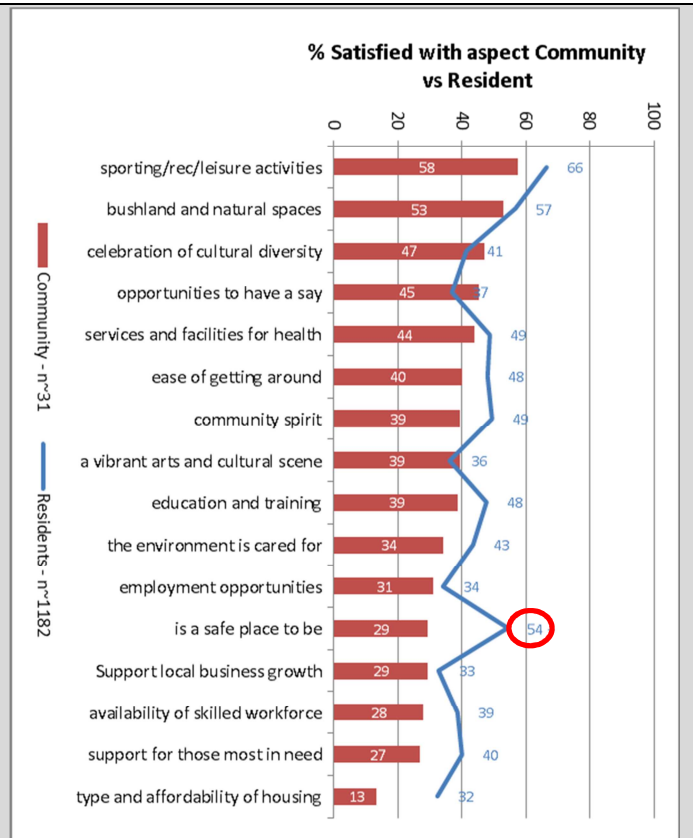


Figure 78: Aspects of Satisfaction - Community Groups Vs Residents

Denotes statistically higher result

Note: satisfaction based on 4 or 5 on a scale where 5=very satisfied and 1=very dissatisfied

Sporting vs Non sporting community groups

Whilst small samples apply and results are not statistically significant, findings suggest that community groups involved in sporting pursuits tended to be more satisfied with the various aspects of Knox than those groups involved in other areas.

Note: satisfaction based on 4 or 5 on a scale where 5=very satisfied and 1=very dissatisfied
Please interpret results with caution due to small samples

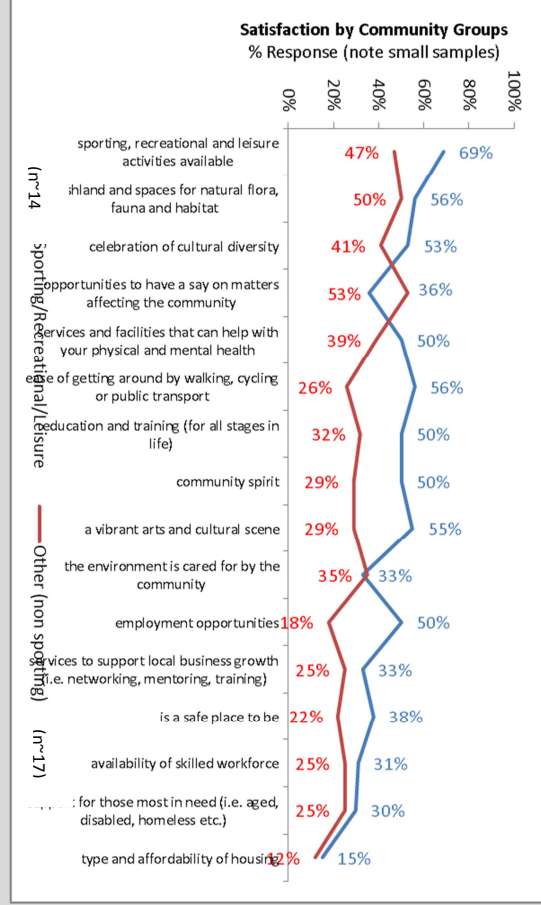


Figure 79: Aspects of Satisfaction by Community Groups - Sports Vs Non-Sports

Summary data

(Q8Q30 SAT)

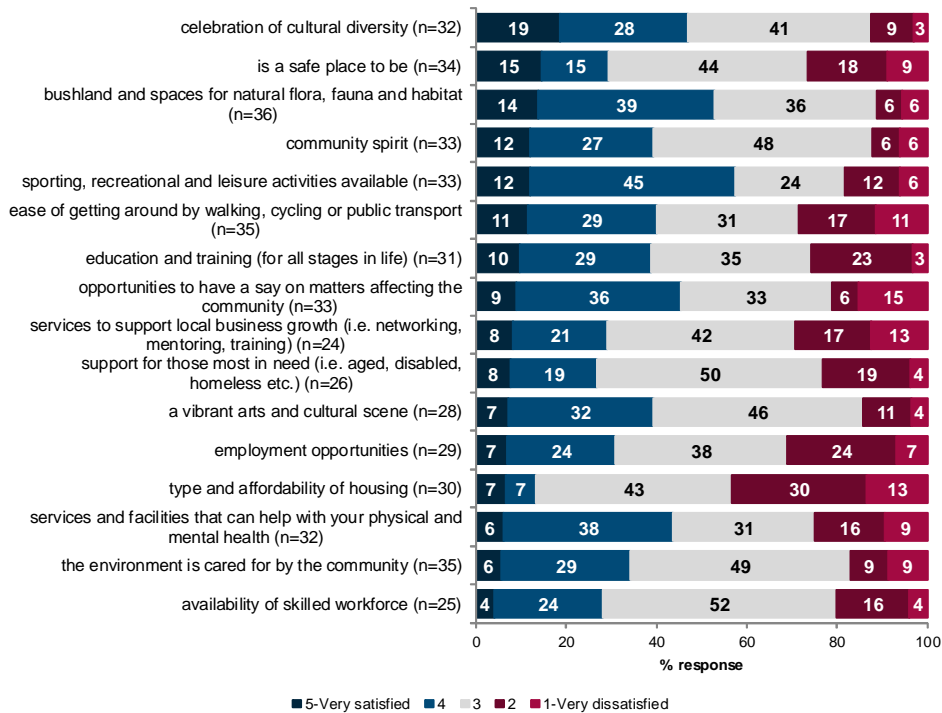


Figure 80: Overall Satisfaction by Community Groups

7.3 Gap analysis – Importance vs Satisfaction by Community Group

Key findings

As was found amongst residents and businesses, sporting, recreational & leisure activities and bushland & spaces for natural flora, fauna & habitat were the aspects seen as both important and with highest satisfaction, and a similar pattern emerged on plotting of aspects against Importance vs Satisfaction matrix.

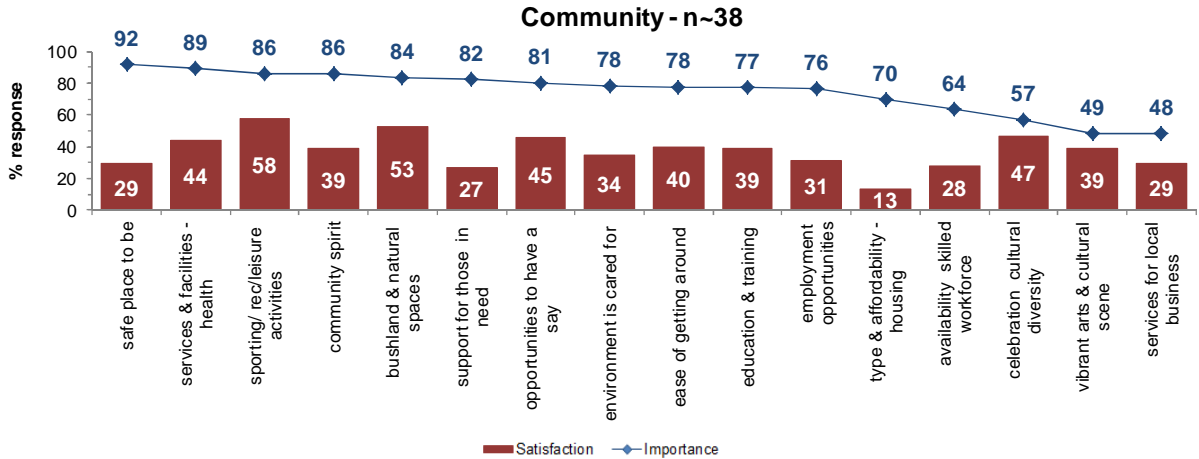


Figure 81: Satisfaction Vs Importance - Community Groups

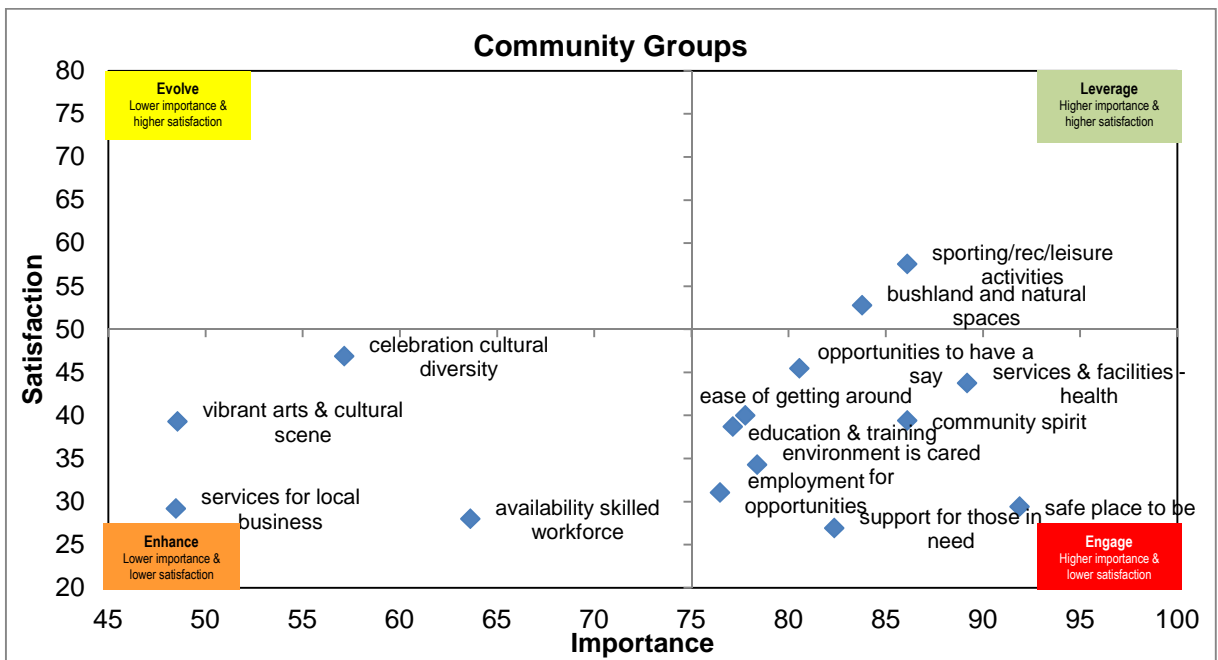


Figure 82: Satisfaction Vs Importance Matrix - Community Groups

Key differences in positioning on matrix vs residents:

- community groups placed a lower level of satisfaction on the aspects – though bushland and natural spaces and sporting, leisure and recreational activities remained strongest
- community groups placed considerably lower levels of satisfaction on safety
- surprisingly given the role that many community groups play – celebration of cultural diversity and vibrant arts and cultural scene remained of lower importance (and lower satisfaction)

Opportunities for engagement with community groups appear to exist in relation to key areas of interest of many community groups around sporting activities.

However, given the role that many community groups provide in fostering community support, other opportunities would appear to exist for those community groups who are not sports based to explore how to further develop Knox cultural / community scene and support services.

In addition and considering that community groups may also have members who are small business operators, developing a better understanding of community groups' awareness and the needs of their members for the support provided by Council to business may be appropriate topics for consultation.

(Note: the sample of community group representatives only contained one representative from Multicultural / Ethnic / Migrant Groups and further investigation of this community base would be warranted through Council engagement initiatives).

7.4 Change over the past four years

Insights and Implications

On those aspects on which community groups place more importance, improvement is perceived to have been experienced in relation to sporting, recreational and leisure activities.

Community groups involved in sporting activities were most satisfied with and saw greatest improvement over the past four years across a range of aspects.

This suggests Knox as an area may be better meeting the needs of sports groups than non-sports groups.

(Note: small samples apply at sub segment community group level).

Key findings

In keeping with results for residents and businesses, community group representatives believed the aspects of the City had either remained the same or had improved over the past four years with a higher proportion believing improvement had occurred vs those who believed a decline had occurred.

And in keeping with other segments, the exceptions to above were in type and affordability of housing and in safety where declines over past four years exceeded improvements.

(Q9)

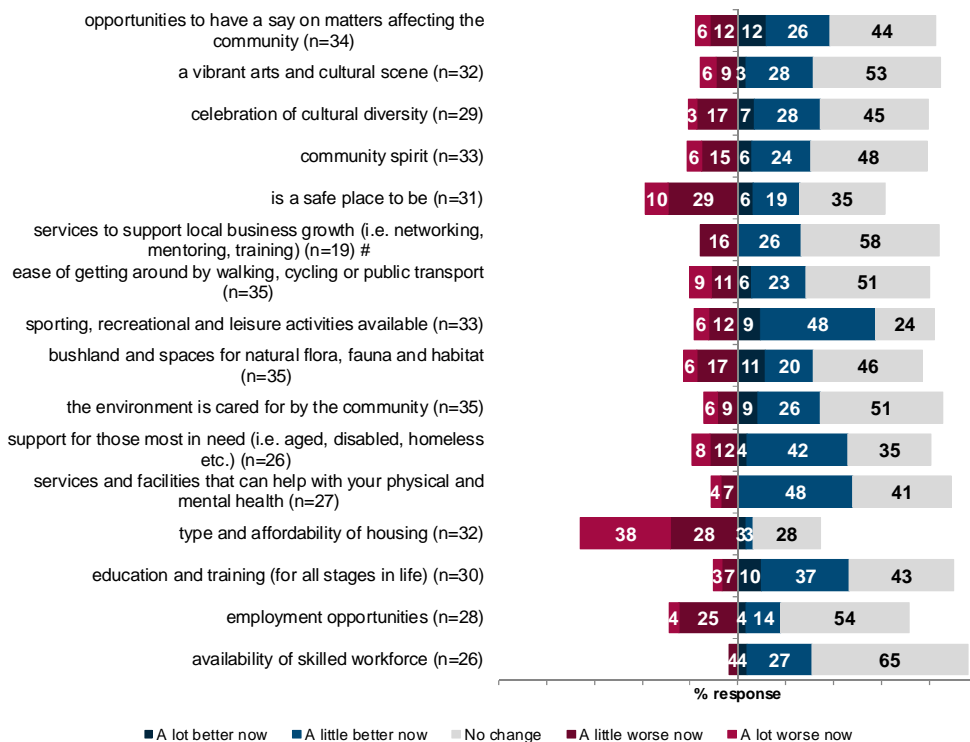


Figure 83: Overall Changes Over Time - Community Groups

Note: # please interpret results with caution due to small sample size

On those aspects where community groups tended to place higher importance than residents, the changes seen were as follows:

- services that help with physical and mental health (48% improved vs 11% declined)
- sporting, recreational and leisure activities (58% improved vs 18% declined)
- community spirit (30% improved vs 21% declined)
- bushland spaces for natural flora, fauna and habitat (31% improved vs 23% declined)
- support for those most in need (46% improved vs 19% declined)

Generally speaking, sporting vs non sporting community groups had similar levels of perceived change, the exceptions being where those involved in sporting had higher levels of perceived positive change than non-sports in relation to:

- sporting, recreational and leisure activities (75% improved vs 41%)
- the environment is cared for by community (50% improved vs 21%)
- bushland spaces for natural flora, fauna and habitat (44% improved vs 21%)

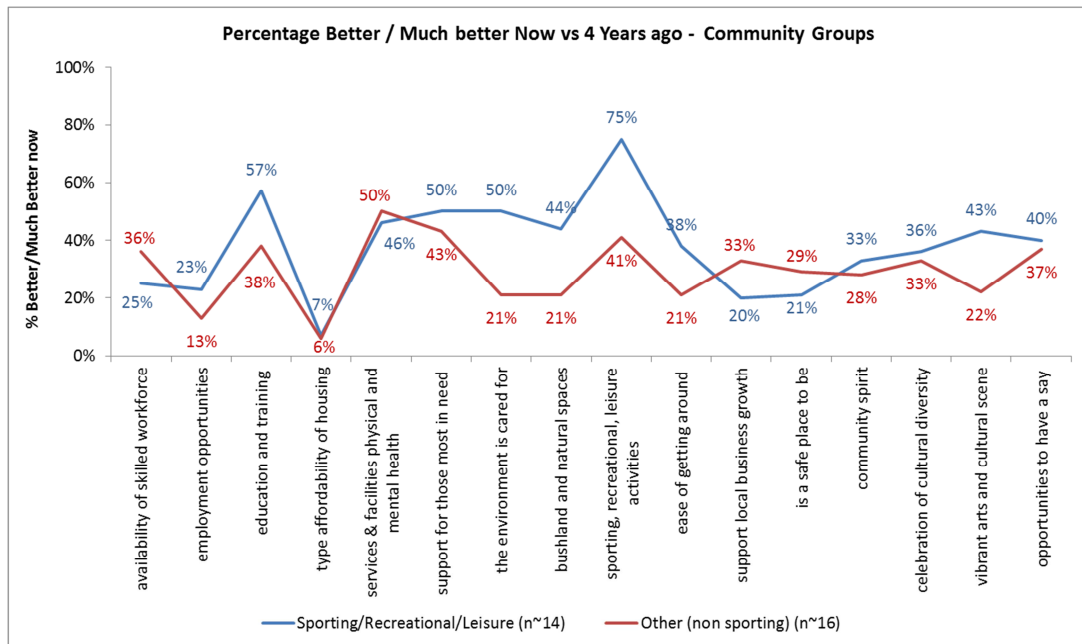


Figure 84: Changes Over Time - Community Groups – Sports Vs Non-Sports

Note: Please interpret results with caution due to small samples

7.5 Overall Satisfaction in Knox Area and in Knox City Council

Insights and Implications

Findings on satisfaction reinforce findings that suggest sports based community groups are somewhat more satisfied with the Knox area and with Knox City Council than non-sports community groups.

Further investigation and consultation with community groups is warranted to better understand their needs and relationships with Knox city and Council

Key findings

Overall, 63% of community groups were satisfied or very satisfied with Knox as an area for their community and 49% were satisfied with Knox City Council.

Those community groups involved in sporting pursuits tended to be somewhat more satisfied than those involved in other pursuits, and 26% of those not involved in sports were dissatisfied with Knox City Council.

Note small samples apply

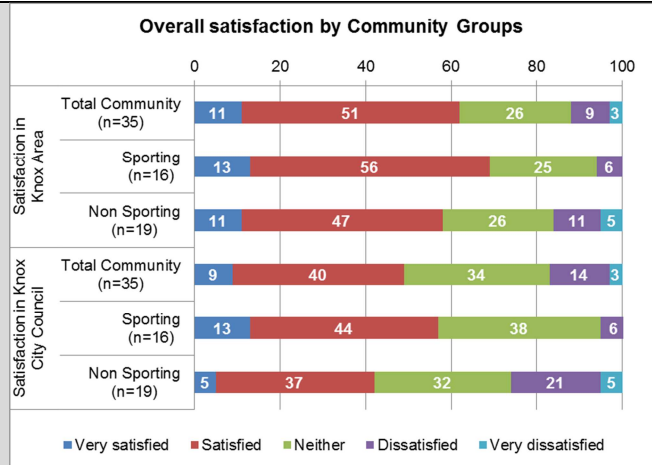


Figure 85: Overall Satisfaction by Community Groups – Living in Knox and with Knox City Council

7.6 Community Group profile

| | | | % response |
|-----------------|---|---|------------|
| Q6 | Gender | Base (n=) | 37 |
| | | Male | 46 |
| | | Female | 54 |
| Q7 | Which age group do you fall into? | Base (n=) | 37 |
| | | 18 to 24 years | 8 |
| | | 25 to 34 years | 22 |
| | | 35 to 49 years | 24 |
| | | 50 to 59 years | 24 |
| | | 60 to 69 years | 8 |
| | | 70 to 84 years | 14 |
| Q3c | Q3c In which suburbs of Knox do the members of your Community Group live? | Base (n=) | 38 |
| | | Bayswater | 34 |
| | | Boronia | 32 |
| | | Ferntree Gully | 47 |
| | | Knoxfield | 34 |
| | | Lysterfield | 21 |
| | | Rowville | 32 |
| | | Sassafras South | 5 |
| | | Scoresby | 24 |
| | | The Basin | 18 |
| | | Upper Ferntree Gully | 26 |
| | | Wantirna | 24 |
| | | Wantirna South | 21 |
| | | All of the above | 34 |
| | | Don't know suburbs but in Knox | 11 |
| | | Members live outside of Knox | 32 |
| Q4c | Q4c What Community Group(s) do you work with or represent in Knox | Base (n=) | 38 |
| | | Aboriginal or Torres Strait Islander | 8 |
| | | Sporting / Recreational/ Leisure | 47 |
| | | Multicultural / Ethnic / Migrant Group | 3 |
| | | Religious | 8 |
| | | Seniors | 16 |
| | | Disability or Mental Health | 13 |
| | | Homeless / Low socio economic | 5 |
| | | Youth | 21 |
| | | Lesbian, Gay, Bisexual, Transgender, Intersex, Queer (LGBTIQ) | 11 |
| | | Community support groups (i.e. Rotary, Lions etc.) | 8 |
| | | Art group | 3 |
| | | Environmental group | 18 |
| | | Early childhood | 3 |
| Adult education | 3 | | |

Figure 86: Community Group Profile

| | | % response | |
|-----|---|-------------------|----|
| Q24 | Q24 How many people in the community group you represent LIVE in the Knox area? | Base (n=) | |
| | | 21 | |
| | | 21 to 50 people | 14 |
| | | 51 to 100 people | 19 |
| | | 101 to 200 people | 24 |
| | | 201 to 500 people | 29 |
| | 501 or more | 14 | |

Community Group Profile continued

8. Staff & Elected Members Sample Detailed Results

The following provides a summary of the results of the Staff survey.

Note: Lines of enquiry for staff was based on how staff perceived the area of Knox and Knox City Council to perform as opposed to their level of personal importance or satisfaction.

Whilst these are different constructs, comparisons are relevant from a magnitude and distribution of responses perspective.

8.1 What Staff & Elected Members believe is important to the Area

Insights and Implications

Staff at a collective level appear to have a good understanding of the needs of the community – especially those of residents.

Overall, community services tended to place higher levels of importance on individual aspects and engineering and infrastructure lowest, suggesting community services may be more engaged with the community.

Key findings

Staff perceptions of what's important to the area of Knox closely aligned with perceptions of residents (as a place to live) and to a somewhat lesser extent business (as a place to operate a business).

Staff did place somewhat higher importance on:

- ease of getting around by walking, cycling, public transport
- services and facilities to help with physical and mental welling
- type and affordability of housing
- celebration of cultural diversity
- vibrant arts and cultural scene

And somewhat lesser importance vs business on:

- availability of skilled workforce
- services to support local business growth

- Denotes statistically higher result
- Denotes statistically lower result

Note: importance based on 4 or 5 on a scale where 5=very important and 1=not at all important

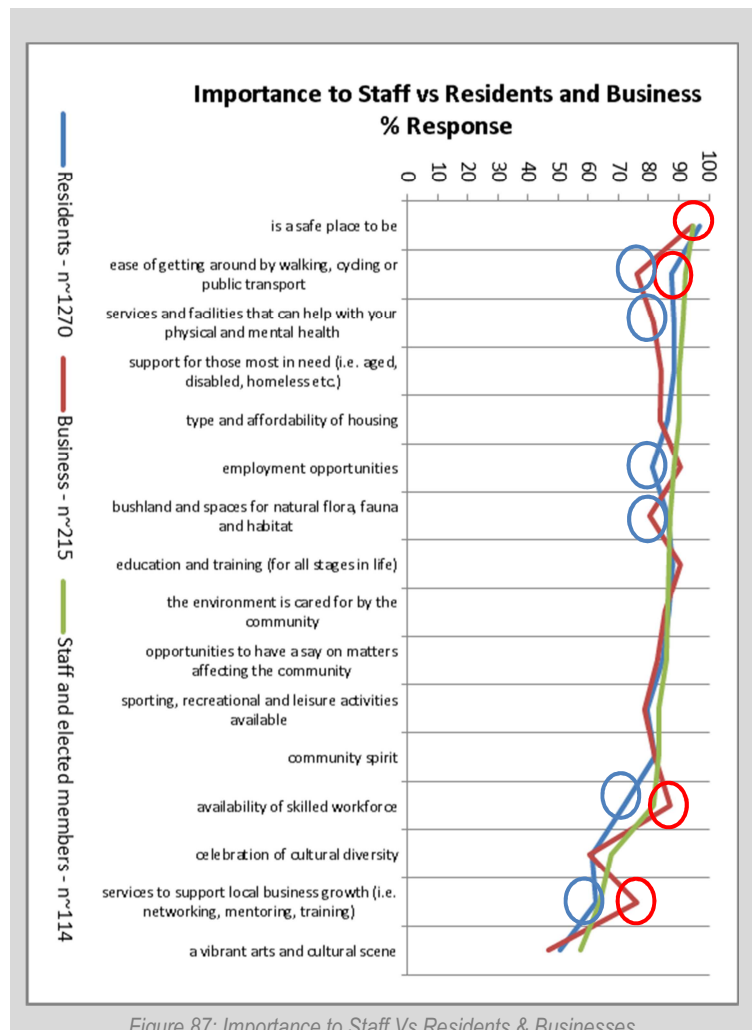


Figure 87: Importance to Staff Vs Residents & Businesses

Differences by Department

Overall, community services tended to place higher levels of importance on individual aspects and engineering and infrastructure lower.

The differentials in importance by community services vs other departments tended to be more prominent in those aspects of a cultural perspective:

- community spirit
- celebration of cultural diversity
- vibrant arts and culture

As well as on economic factors, such as:

- availability of skilled workforce
- support for local business growth

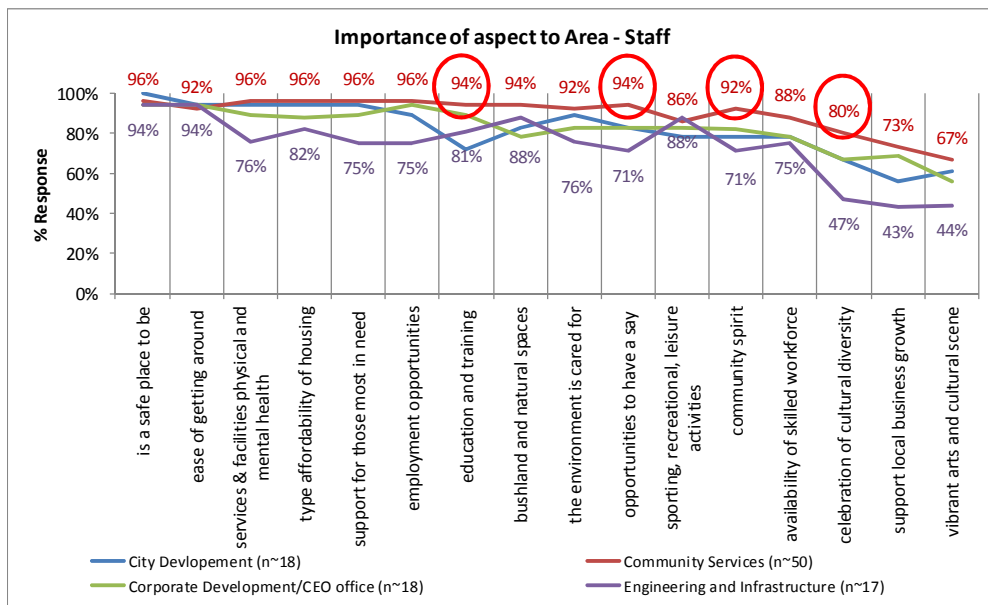



Figure 88: Aspects of Importance to Staff – Differences by Department

 Denotes higher result

Note: Percentages displayed only for higher and lower department for ease; please interpret results with caution due to some small samples

Summary data

(Q8Q30 IMP)

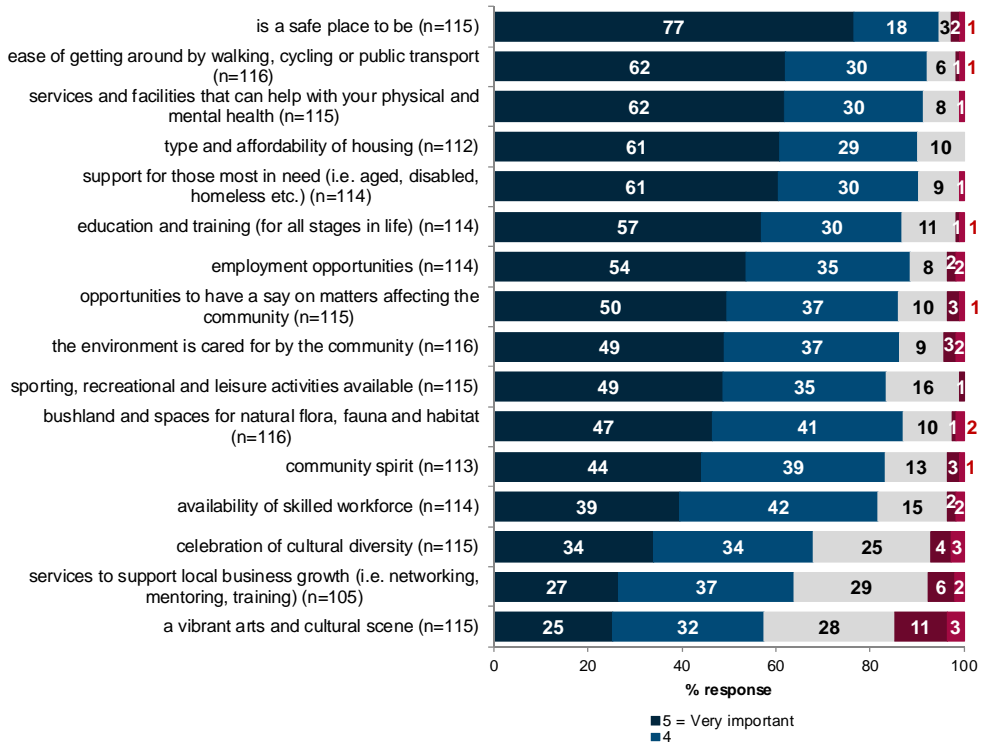


Figure 89: Overall Importance Amongst Staff

8.2 On what aspects do Staff & Elected Members believe the area of Knox provides for?

Rather than assessing staff perceptions of the aspects on satisfied/dissatisfied, staff were asked: how strongly do you agree or disagree that the Knox area provides for each [aspect]?

Whilst satisfaction and agreement are different, a comparison is useful.

Insights and Implications

Staff perceptions of the ability of the area to meet community needs are generally in keeping with residents and business perceptions but with some possible exceptions, where staff appear to perceive the area provides for the aspect better than the community may.

Key findings

As with residents and business, staff perceive the area of Knox to best provide for

- bushland/spaces natural flora, fauna and habitat
- sporting, recreational and leisure activities

And to provide least for:



- type and affordability of housing
- a vibrant arts and culture scene

Whilst staff perceptions of the area and residents and business satisfaction are similar, staff did appear to rate attributes higher than residents and business on a number of aspects, in particular:

- bushland and spaces for natural flora, fauna and habitat
- sporting, recreational and leisure activities
- opportunities to have say
- services to support local business growth

There was only one aspect where staff marginally rated relatively lower than residents and business:

- ease of getting around by walking, cycling and public transport

-  Denotes statistically higher result
-  Denotes statistically lower result

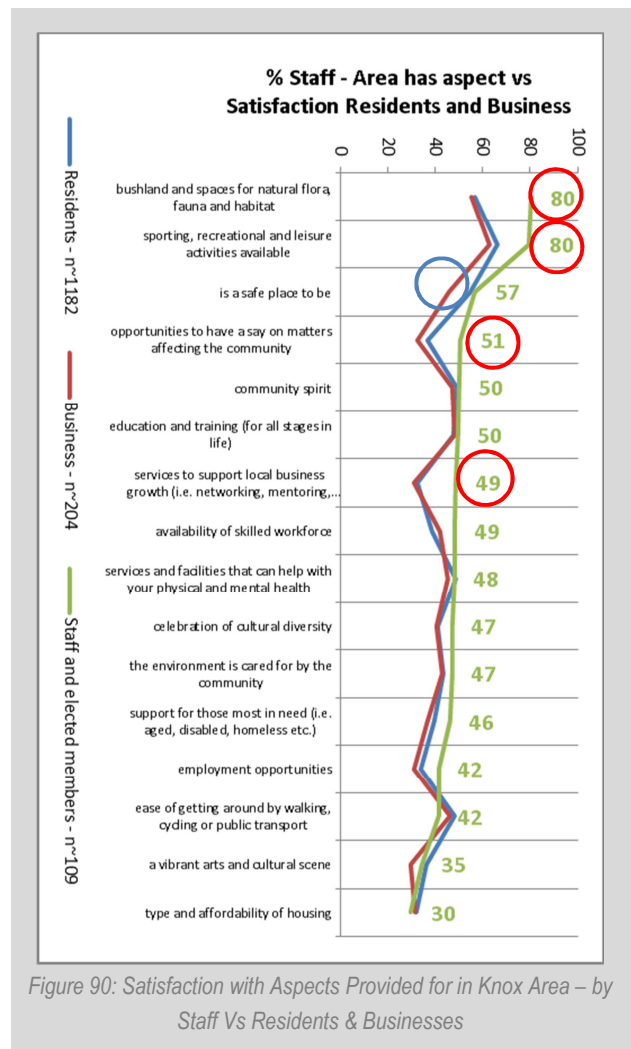


Figure 90: Satisfaction with Aspects Provided for in Knox Area – by Staff Vs Residents & Businesses

Note:

Staff: agreement based on 4 or 5 on a scale where 5=strongly agree and 1=strongly disagree

Residents & Business: satisfaction based on 4 or 5 on a scale where 5=very satisfied and 1=very dissatisfied

Differences by Business Unit

Across business units there was general consistency in perceptions on how the Knox area provided for each aspect.

Exceptions to this was city development which rated higher than other business units on:

- services to support local business growth
- services and facilities for physical and mental health
- the environment is cared for by the community

 Denotes statistically lower result

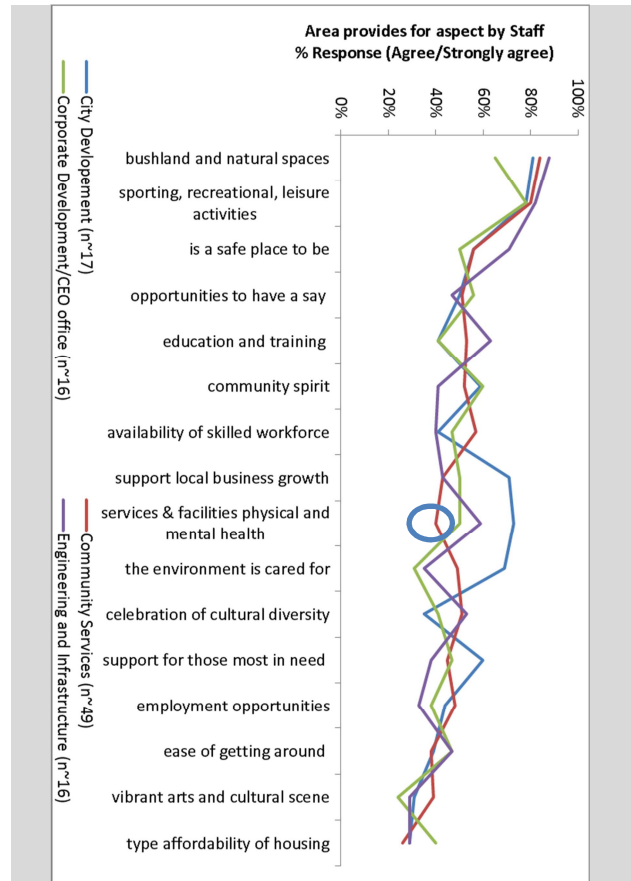


Figure 91: Satisfaction with Aspects Provided for in Knox Area – by Staff – Differences Between Business Unit

Note: small samples apply

Summary data

(Q8Q30 SAT)

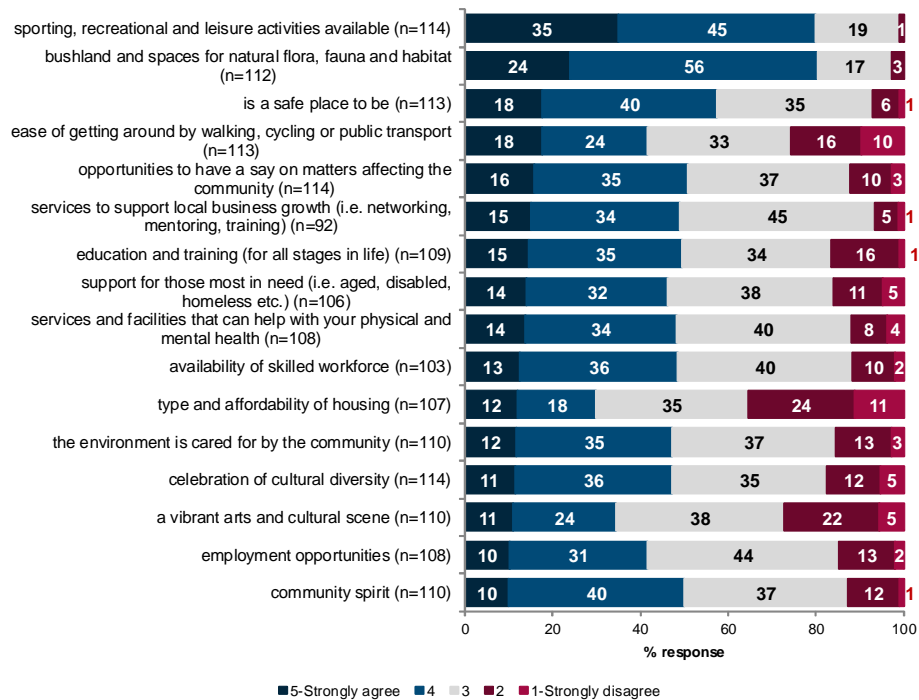


Figure 92: Overall Satisfaction by Staff

8.3 Gap analysis – Importance vs Satisfaction by Staff & Elected Members

Insights and Implications

Staff generally displayed similar levels of importance of the aspects as residents or business, but a higher level of performance than the community.

In an ordinal sense the degree of importance placed by staff on aspects is similar to residents but with a higher level of performance, pushes aspects up the matrix grid.

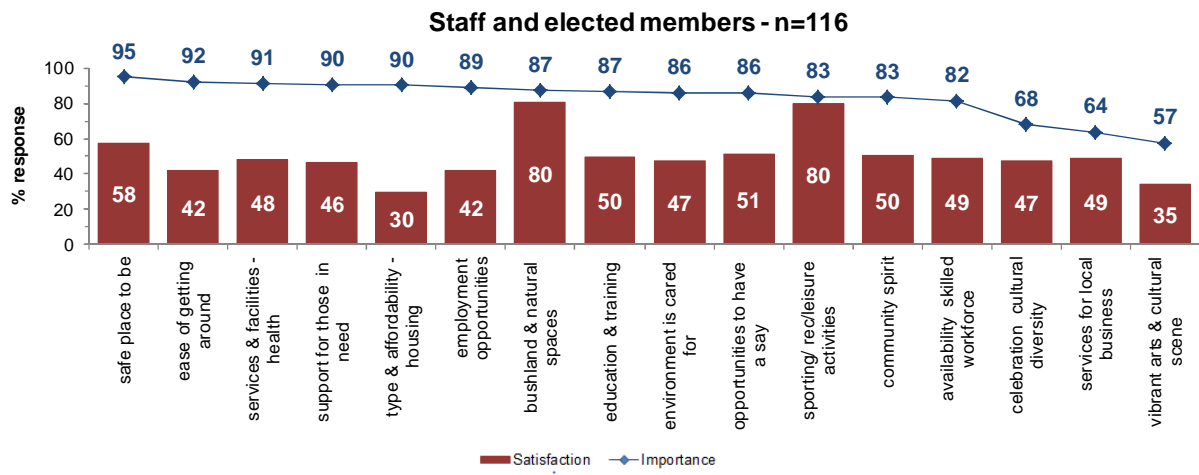


Figure 93: Importance Vs Satisfaction by Staff

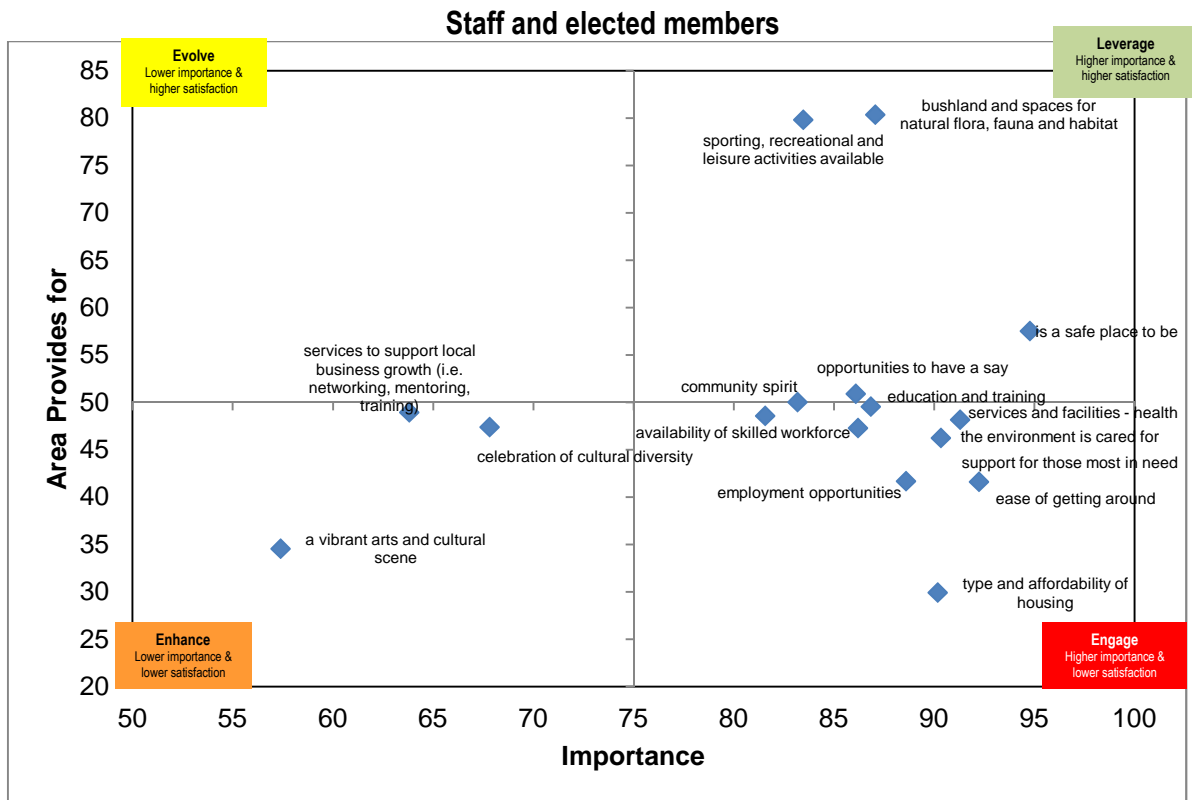


Figure 94: Importance Vs Satisfaction Matrix by Staff

Contrasts to Resident Matrix

The matrix for staff was based on Importance vs how strongly staff agreed or disagree that the area Provides for the aspect.

Whilst based on different measures to that used for other segments (satisfaction) the resultant matrix shows some strong parallels but also some differences in structure to those of other segments.

As was found in other segments, highest rating amongst staff was bushland and natural spaces and sports, recreational and leisure activities and lowest was type and affordability of housing. Though consistent with the views of residents, the former two were positioned higher in the staff matrix.

Where the profile varies to those of other segments was the somewhat higher placements the aspects had on the matrix across almost all aspects canvassed. The key exception to this was on type and affordability of housing, reaffirming the view held by all segments of the importance and lower satisfaction held by the community on housing.

8.4 Change over the past four years

Insights and Implications

Whilst staff generally have a good perception of what the community believes is important and what the community is satisfied with, staff appear to be more positive about the improvement over the past four years when compared to either residents or business.

Key findings

In keeping with perceptions held by other sectors of the community, Knox staff perceive aspects to have remained the same or to have improved, and with the percentage improved more than declined – with the exception of type and affordability of housing and to a lesser extent, a safe place to be.

(Q9)

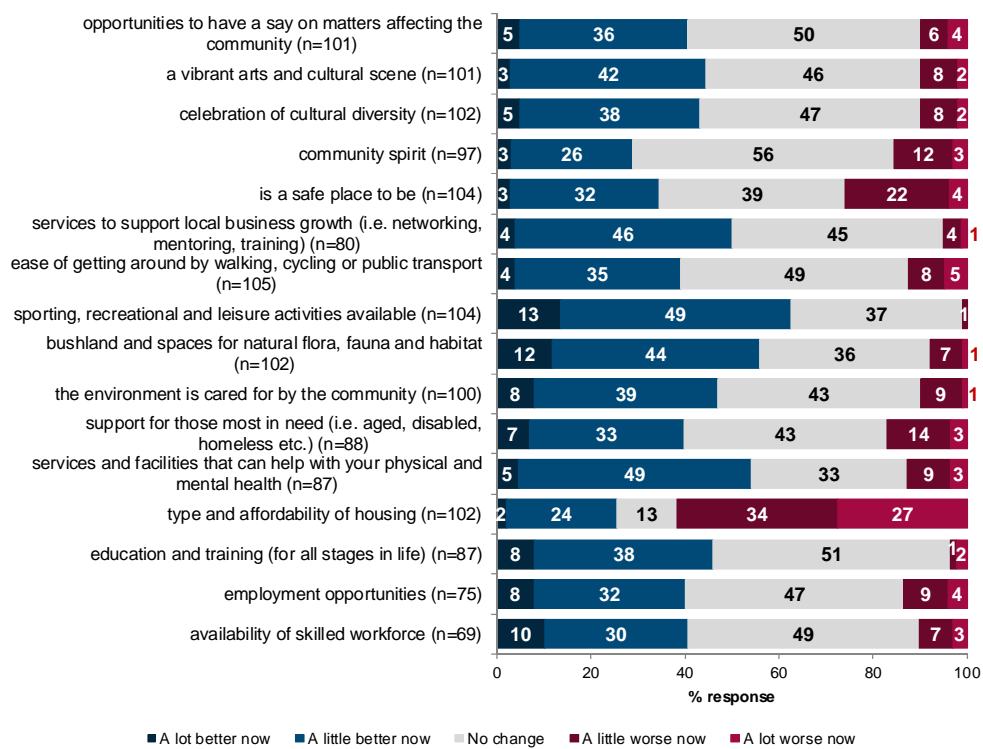


Figure 95: Overall Changes Over Time - Staff

Staff tended to believe that the aspects had improved more than either residents or business across virtually all aspects, with the only exceptions being ease of getting around and community spirit.

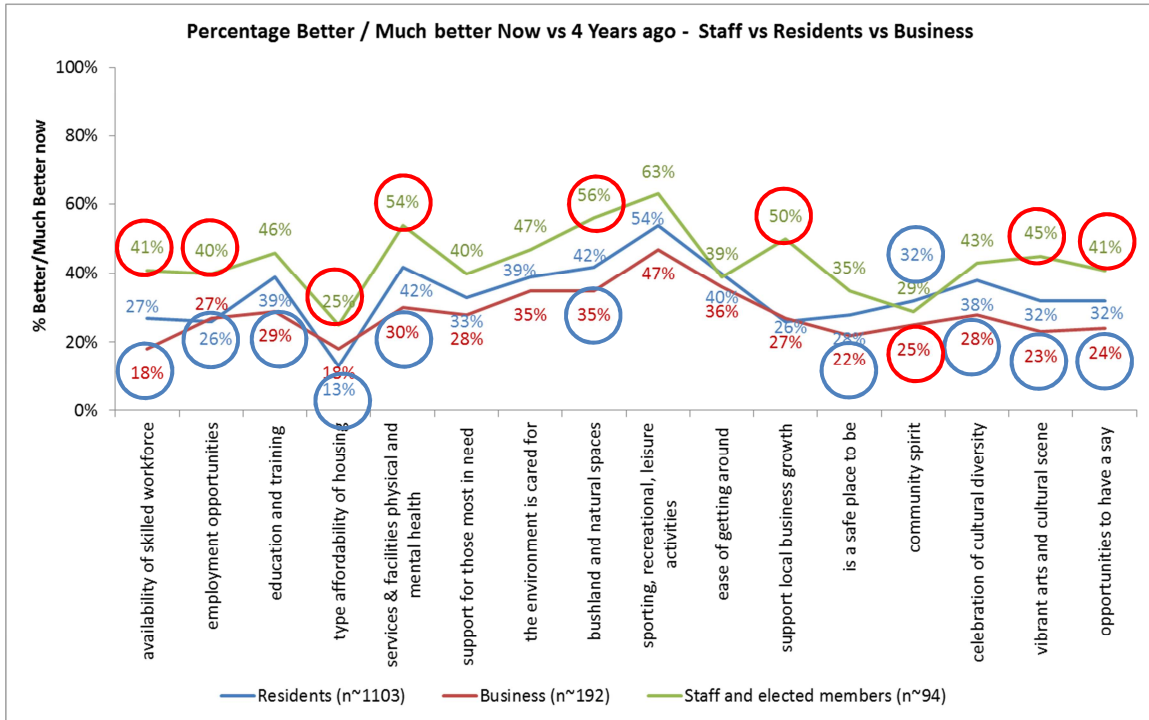


Figure 96: Aspects of Satisfaction – Differences Over Time – Staff Vs Residents Vs Business

Denotes statistically higher result Denotes statistically lower result

8.5 Overall Assessment of Knox – As Place to Live, Do Business and Knox City Council

Rather than asking staff how satisfied they were with Knox as a place to live, operate a business or on Knox City Council, staff were asked: How they would rateusing an excellent to very poor scale.

Insights and implications

As previously outlined staff may perceive Council performance higher than the community.

Overall Knox as a place to live

Residents, business and staff have reasonably consistent perceptions of Knox area as a place to live, though residents themselves appear more strongly very satisfied.

Overall Knox as a place to operate a business

Residents, business and staff have reasonably consistent perceptions of Knox area as a place to operate a business.

Overall on Knox City Council

Overall, staff appear to have a higher perception of Council performance than either residents or business may.

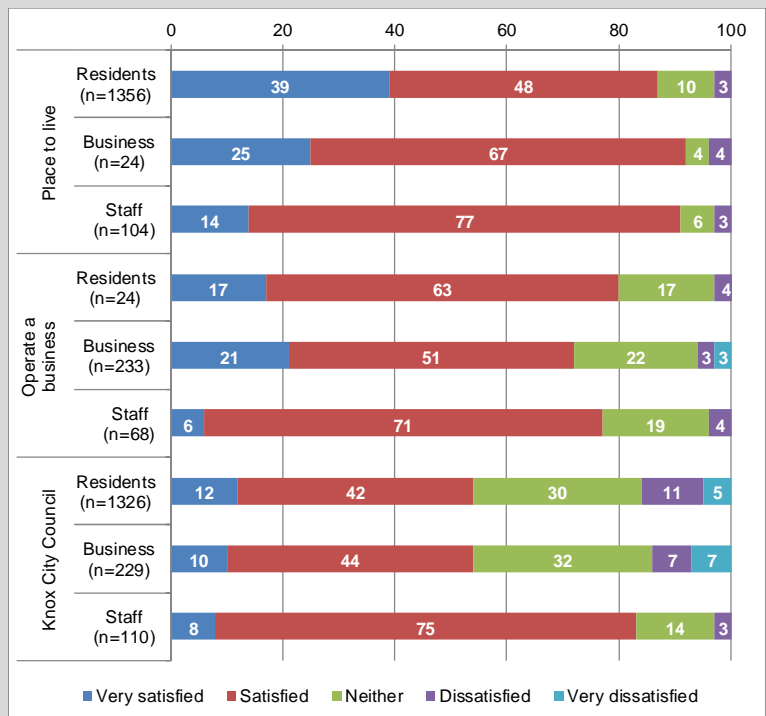


Figure 97: Assessment of Living in Knox, as a Place to Operate a Business, and with Knox City Council – Staff Vs Residents Vs Business

Note:
For Residents and Business Groups 5 to 1 scale refer to Very Satisfied to Very dissatisfied
For staff the scale refers to Excellent to Very Poor

By Business Unit

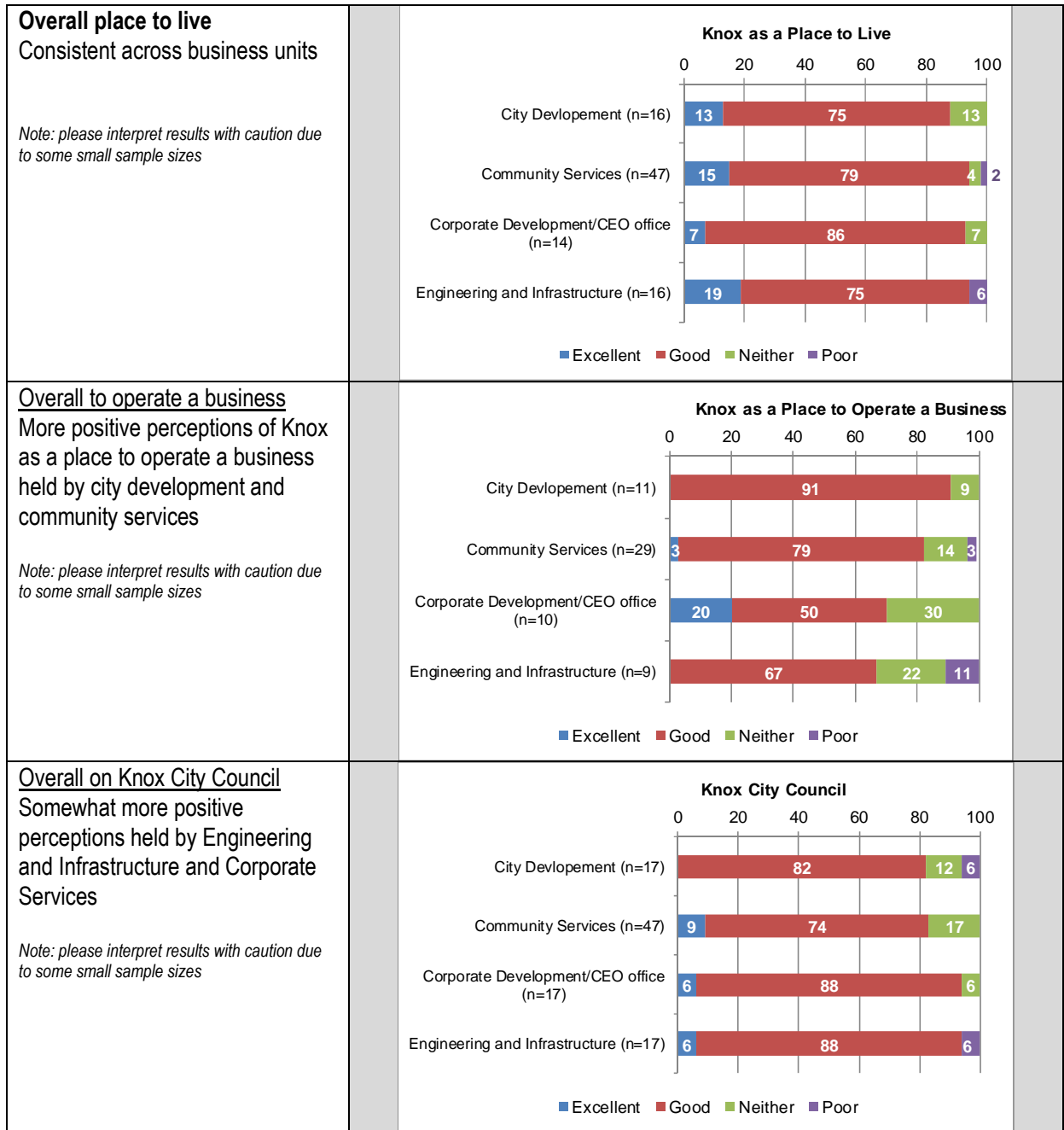


Figure 98: Assessment of Living in Knox, as a Place to Operate a Business, and with Knox City Council – Differences Between Business Units

8.6 Staff profile

| | | % response | |
|-----|---|--------------------------------|----|
| Q24 | Q24 How many people in the community group you represent LIVE in the Knox area? | Base (n=) | |
| | | 104 | |
| | | City Development | 17 |
| | | Community Services | 49 |
| | | Corporate Development | 16 |
| | | Engineering and Infrastructure | 16 |
| | CEO Office | 1 | |

Figure 99: Staff Profile