



Moreland City Council

Community Indicators 2018

Analytical Report

Report prepared for:

**Moreland City Council
90 Bell Street, Coburg VIC 3058**

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1.0 Introduction

This report presents the findings from the 2018 Community Indicators Survey conducted by Wallis Market and Social Research on behalf of the City of Moreland.

1.1 Background and Objectives

This is a key piece of research that fits in with Council objectives to gain insight about how the community feels about local government services and policies. A Community Indicators survey has been conducted since 2005 and was originally developed around the Moreland Municipal Public Health Plan. It was also designed to identify and analyse social issues. Over the years there have been updates and changes to the questions as necessary, to align with current information aims and Council strategy.

The broad aims of the Community Indicators Survey are to:

- Measure community perception and well-being and identify changes over time;
 - Identify emerging needs and issues to assist Council's advocacy role; and
 - Collect demographic information for purposes of analysis.
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1.2 Methodology

Sampling and data collection

A sample of landline and mobile numbers, matched to the City of Moreland area by postcode, was drawn at random from an accredited supplier of publicly available phone records that is used exclusively for market and social research. In order to ensure representation of younger and mobile-only households, 30% of the sample consisted of postcode-matched mobile phone sample.

Sample was drawn using postcode matching for the following suburbs:

- Brunswick
- Brunswick East
- Brunswick West
- Coburg
- Coburg North
- Fawkner
- Glenroy
- Gowanbrae
- Hadfield
- Oak Park
- Pascoe Vale
- Pascoe Vale South

Small sections of Fitzroy North and Tullamarine are also a part of the Moreland municipality. To ensure that residents in these areas were given the opportunity to participate in the survey, individuals from households in these areas were also included in the sample and screened to determine whether they reside within the Moreland municipality. Responses from Fitzroy North residents have been included with responses from the nearest suburb, Brunswick East. Tullamarine residents have been included with Gowanbrae.

The survey was conducted by Computer Assisted Telephone Interviewing (CATI) among residents of the City of Moreland aged 18 years and over. A total of n=650 telephone interviews were conducted during 9-27 November 2018. A team of 19 Wallis interviewers were briefed in person by the project team, ahead of commencing fieldwork.

Minimum quotas of gender, age and suburb were applied during the fieldwork phase, and quotas were closely monitored to ensure good representation of the Moreland Community. The final survey sample was then weighted to match the demographic profile of the City of Moreland as determined by the most recent ABS population estimates.

The table below shows the unweighted and weighted distribution of the final sample.

Table 1 Sample characteristics: unweighted and weighted distributions

Characteristics	Unweighted	Weighted
GENDER		
Male	46%	49%
Female	54%	51%
AGE		
18-34	14%	39%
35-44 years	22%	19%
45-54 years	19%	14%
55-64 years	21%	10%
65+ years	23%	17%
SUBURB		
Brunswick	16%	16%
Brunswick East (incl. part of Fitzroy North)	9%	8%
Brunswick West	7%	9%
Coburg	18%	16%
Coburg North	5%	5%
Fawkner	6%	8%
Glenroy	11%	13%
Gowanbrae (incl. part of Tullamarine)	2%	2%
Hadfield	5%	3%
Oak Park	5%	4%
Pascoe Vale	11%	10%
Pascoe Vale South	5%	6%

The questionnaire

The Community Indicators Survey questionnaire from 2016 was reviewed by Moreland City Council to update and align the measures to current Council priorities. Some questions were followed up with open-ended questions to gather qualitative feedback where respondents disagreed with key statements.

The 2018 questionnaire took 13.1 minutes on average to administer. A copy of the questionnaire is attached at Appendix A.

1.3 Guide to this report

How scores are calculated

The Community Indicators Survey asks respondents to state the extent to which they agree or disagree with a range of statements that relate to the areas of priority identified by Council. The scores for each priority area are based on the percentage of respondents who agreed with each statement; the “% Agree” score for a particular statement is the combined proportion of respondents who said they ‘strongly agree’ or ‘slightly agree’ with that statement. In calculating the scores, ‘Don’t know’ responses are removed from the base.

Statements measured in the survey were grouped into the following key themes:

- ◆ Access to services
- ◆ Housing and the built environment
- ◆ Public parks and recreational facilities
- ◆ Employment and education opportunities
- ◆ Community and diversity
- ◆ Personal wellbeing and safety
- ◆ Environmental issues and sustainability
- ◆ Participation and engagement

Average scores for each key theme are calculated by taking an average of the % Agree scores for statements that related to each indicator contained within the theme.

Rounding

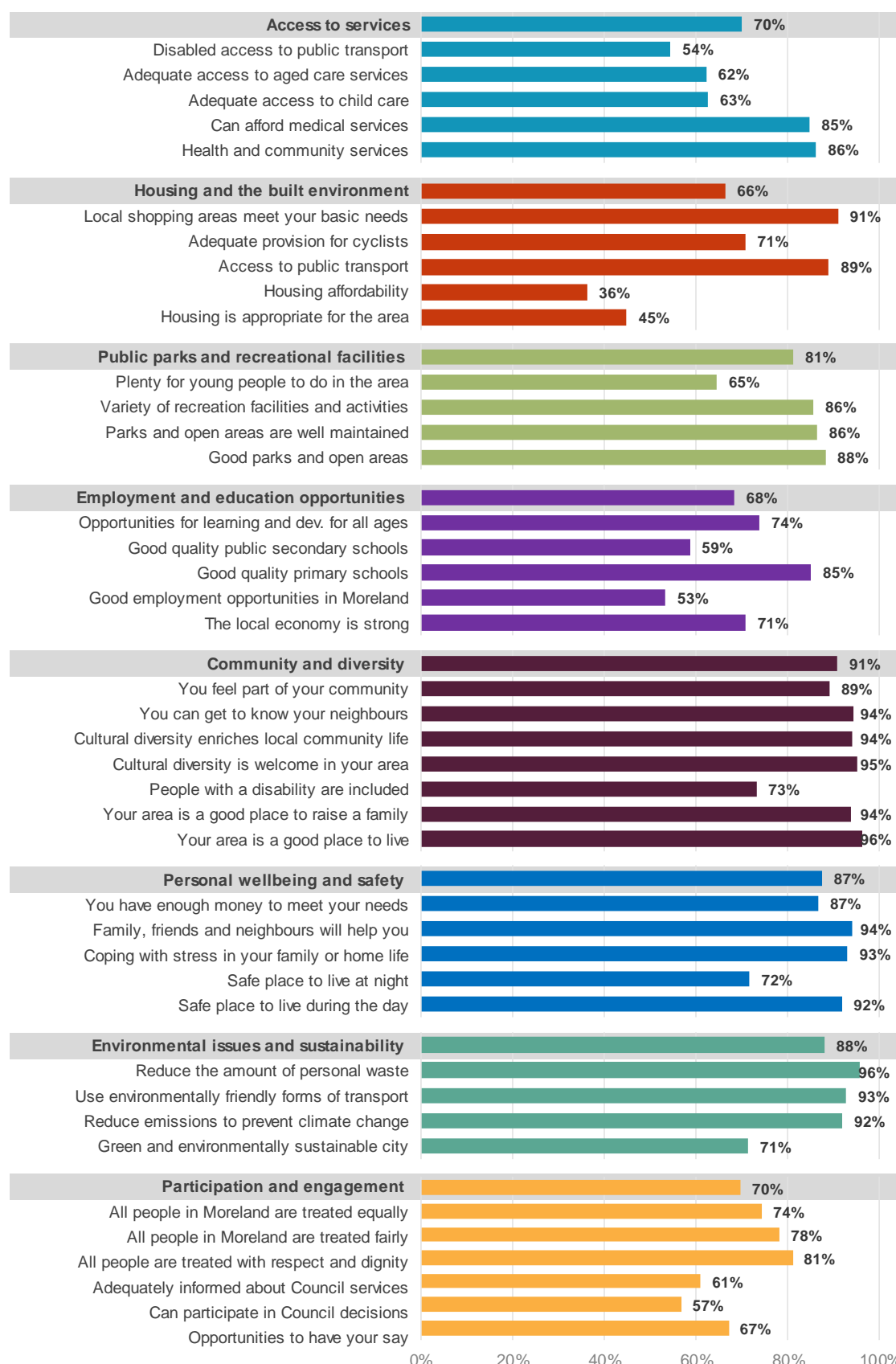
Percentages are generally rounded to whole numbers. Some totals may not add to 100 percent due to rounding.

Verbatim responses

Verbatim responses to the open-ended questions asked of all respondents have been reviewed and responses have been coded into themes.

2.0 Community Indicators 2018 at a glance

Figure 1 Community Indicators 2018 at a glance



The top performing Community Indicators in the City of Moreland for 2018, with agreement scores of 90% or higher, were as follows:

Table 2 Top performing Community Indicators for the City of Moreland in 2018

	% Agree
Your area is a good place to live	96%
Reduce the amount of personal waste	96%
Cultural diversity is welcome in your area	95%
You can get to know your neighbours	94%
Cultural diversity enriches local community life	94%
Family, friends and neighbours will help when you need it	94%
Your area is a good place to raise a family	94%
Coping with stress in your family or home life	93%
Use environmentally friendly forms of transport	93%
Reduce emissions to prevent climate change	92%
Safe place to live during the day	92%
Local shopping areas meet needs	91%

The lowest performing Community Indicators, with agreement scores below 60% were as follows:

Table 3 Lowest performing Community Indicators for the City of Moreland in 2018

	% Agree
Good quality public secondary schools	59%
Opportunities to participate in Council decisions	57%
Disabled access to public transport	54%
Good employment opportunities in Moreland	53%
Housing is appropriate for the area	45%
Affordable to live in your area	36%

The remainder of this report provides more detailed analysis within and across the identified themes.

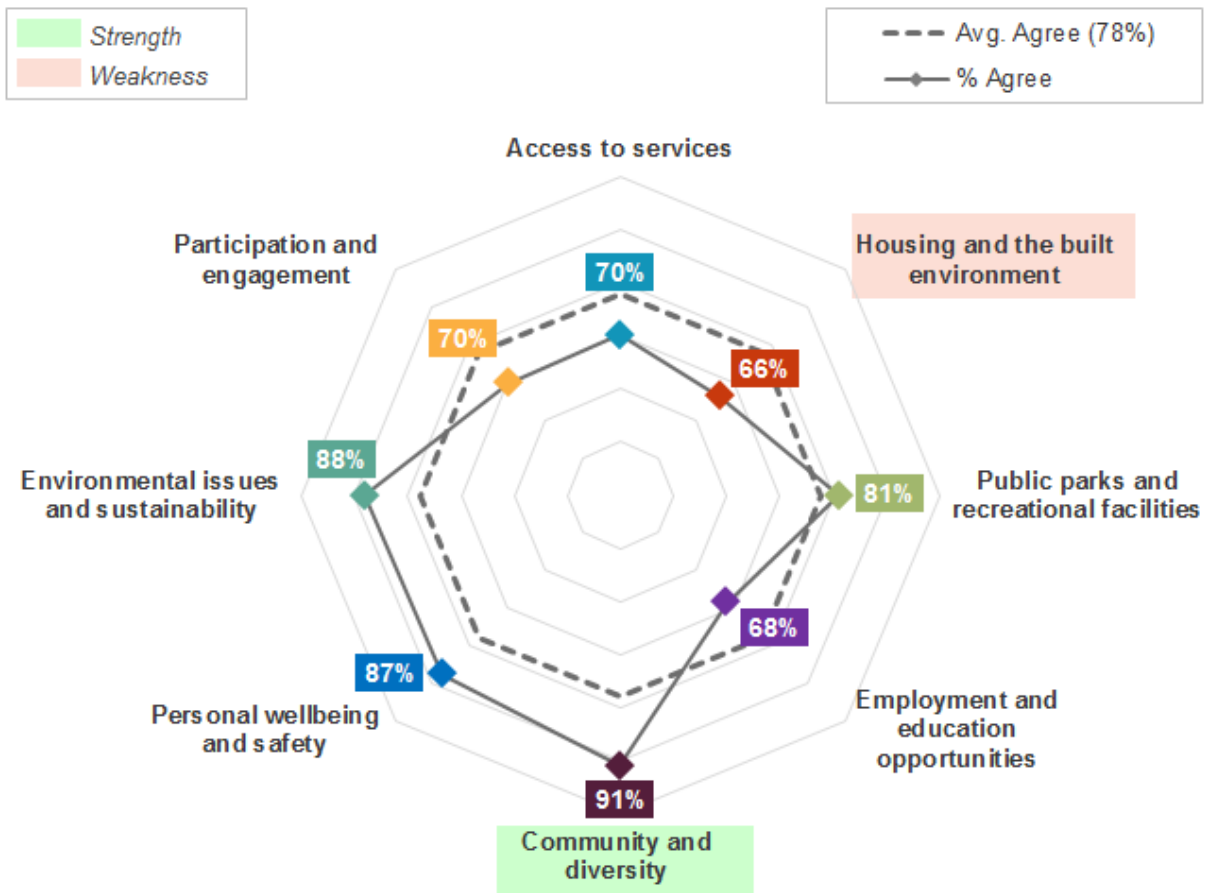
3.0 Detailed findings

3.1 Key themes: Strengths and weaknesses in 2018

The average agreement score across all themes in 2018 was 78%. The City of Moreland’s key strength in 2018 was community and diversity, with an average agreement score of 91%. Other areas that received high average agreement scores were environmental issues and sustainability (88%), and personal wellbeing and safety (87%).

Housing and the built environment had the lowest average agreement score of 66%.

Figure 2 Key themes: Strengths and weaknesses



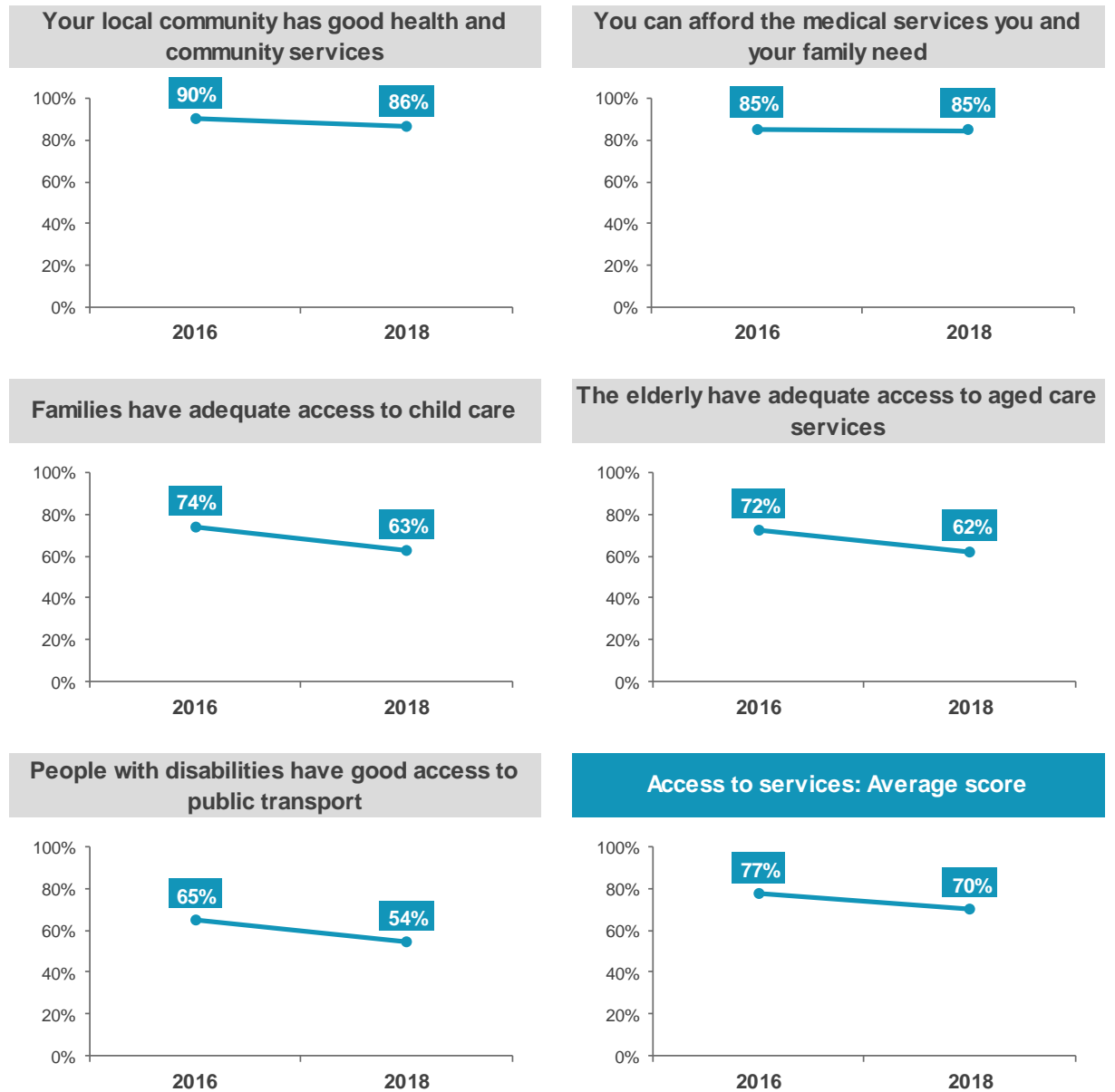
The following sections of the report discuss each theme in turn.

3.2 Access to Services

Time series comparisons

Most access to services indicators had slightly lower percentages of respondents agreeing in 2018 compared with 2016. Statistical testing did not reveal any statistically significant differences in the results over time, but the time series charts indicate a general pattern of slightly lower scores on most measures within this theme. This was most notable with the families having access to childcare indicator dropping from 74% in 2016 to 63% in 2018; and agreement dropping from 65% in 2016 to 54% in 2018 for people with disabilities having good access to public transport. Agreement with the elderly having adequate access to aged care services also declined, from 72% in 2016 to 62% in 2018. Agreement with the affordability of medical services required by the respondent and their family remained stable at 85%. While 90% of respondents in 2016 agreed that their local community has good health and community services, 86% agreed in 2018. Overall, agreement with access to services statements was lower in 2018 (70%) compared to 2016 (77%).

Figure 3 Access to services: Time series



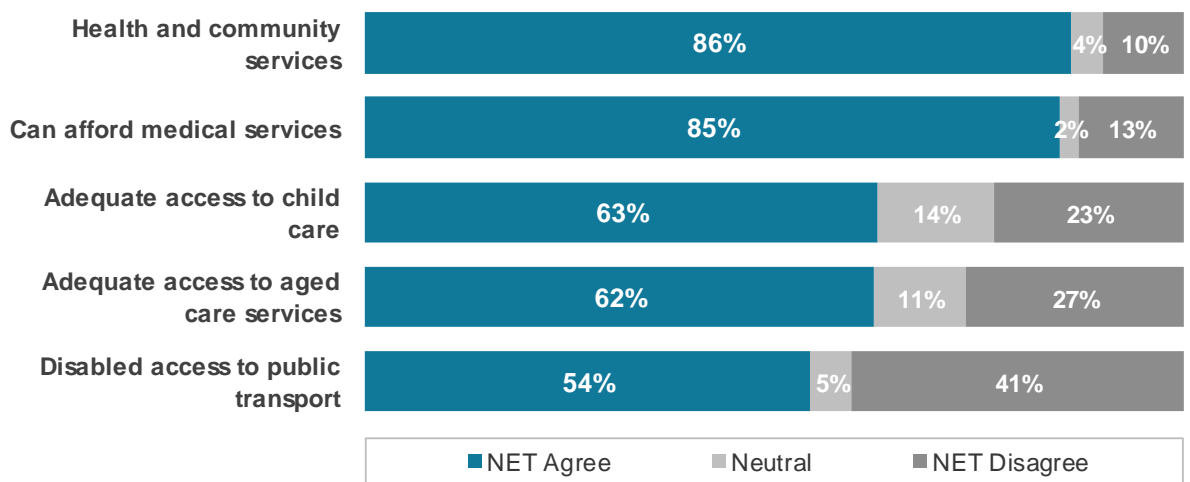
Detailed results for 2018

Within the access to services theme, the indicators with the strongest agreement from City of Moreland residents were access to health and community services (86%), and affordability of medical services (85%).

Only 54% of respondents agreed that people with disabilities have good access to public transport. This contrasts with 89% of respondents agreeing that they had good access to public transport in the theme of housing and the built environment. There were no statistically significant differences in rates of agreement between suburbs.

Rates of agreement were similar between adequate access to child care (63%), and adequate access to aged care services (62%). Although, respondents were more likely to disagree that there was adequate access to aged care services (27%), than disagree that there was adequate access to child care (23%).

Figure 4 Access to services: 2018



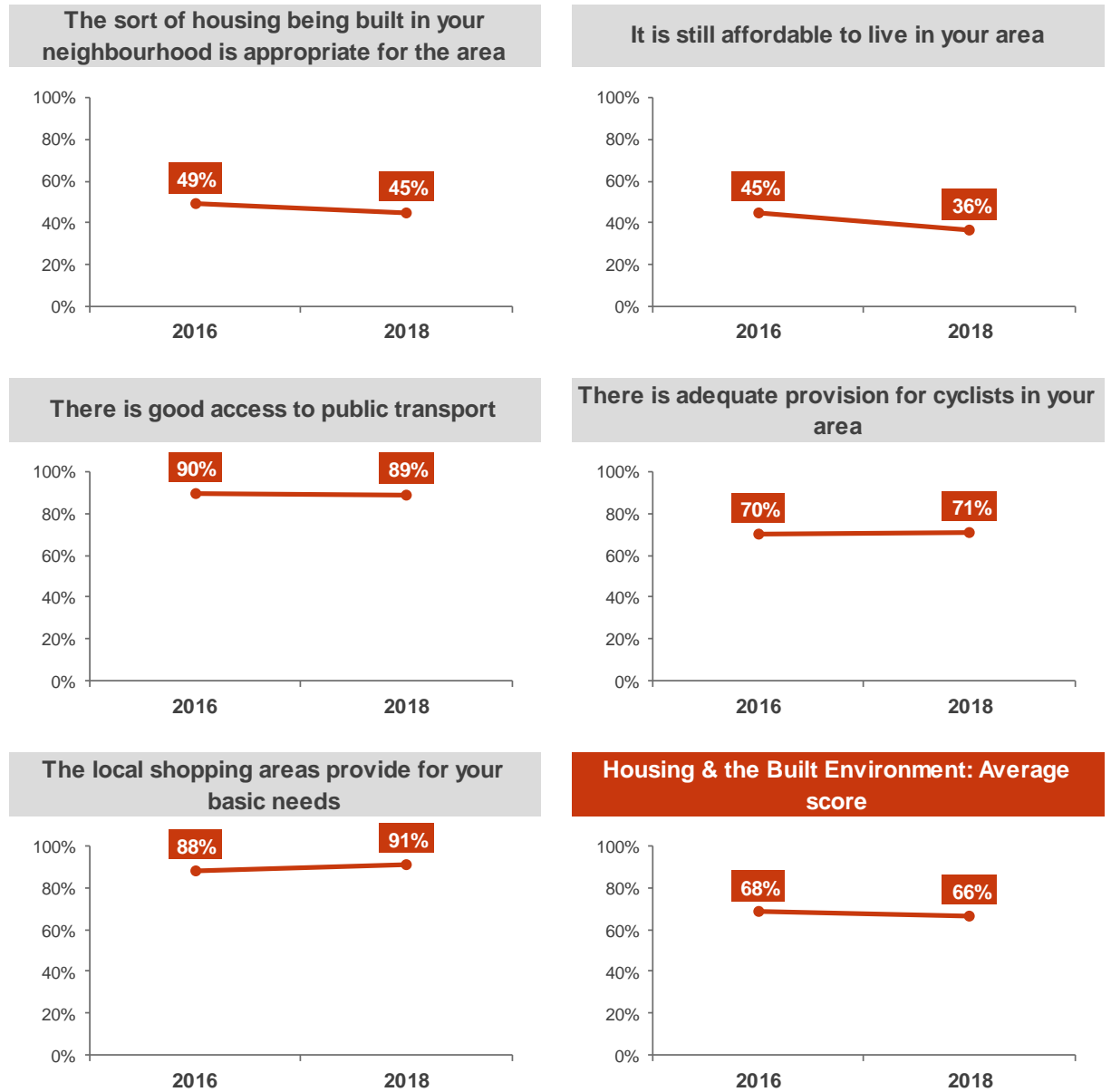
3.3 Housing and the built environment

Time series comparisons

Agreement with good access to public transport in the City of Moreland is relatively stable in 2018 at 89% (from 90% in 2016). There was a marginal increase in agreement that respondents' local shopping areas provided for their basic needs, from 88% in 2016 to 91% in 2018.

The housing and the built environment theme continues to show weaker performance in 2018, with less than 50% of respondents agreeing that the sort of housing being built is neighbourhood appropriate (45%, down from 49% in 2016), and only 36% of respondents agreeing that housing was affordable (down from 45% in 2016). Other measures within this theme were relatively stable.

Figure 5 Housing and the built environment: Time series



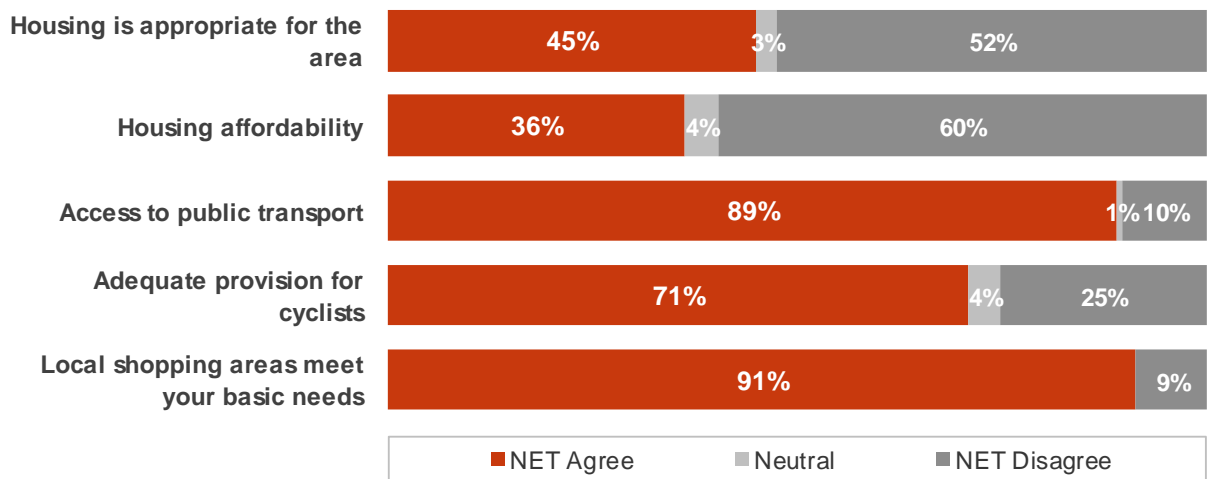
Detailed results for 2018

Housing and the built environment received the lowest average agreement score in 2018. Specifically, housing affordability was the lowest performing indicator within this theme, with 60% of respondents disagreeing that housing was affordable. Just over half of respondents disagreed that the sort of housing being built is appropriate for their neighbourhood (52%). 89% of Gowanbrae (including Tullamarine) residents agreed that the sort of housing being built is appropriate for their neighbourhood, this percentage was higher, and statistically significant in comparison to the overall sample.

Local shopping areas meeting basic needs had the highest agreement for this theme at 91%, closely followed by access to public transport (89%). As noted in the access to services theme, perceptions of accessibility to transport was dramatically reduced when the question was disability specific. Gowanbrae (including Tullamarine) residents were least likely to agree that there is good access to public transport. Their agreement rate of 53% was considerably lower than other suburbs in Moreland, and when compared to the overall sample was statistically significant.

A high proportion of respondents (71%) agreed that there is adequate provision for cyclists in their area, however, a quarter of respondents disagreed.

Figure 6 Housing and the built environment: 2018



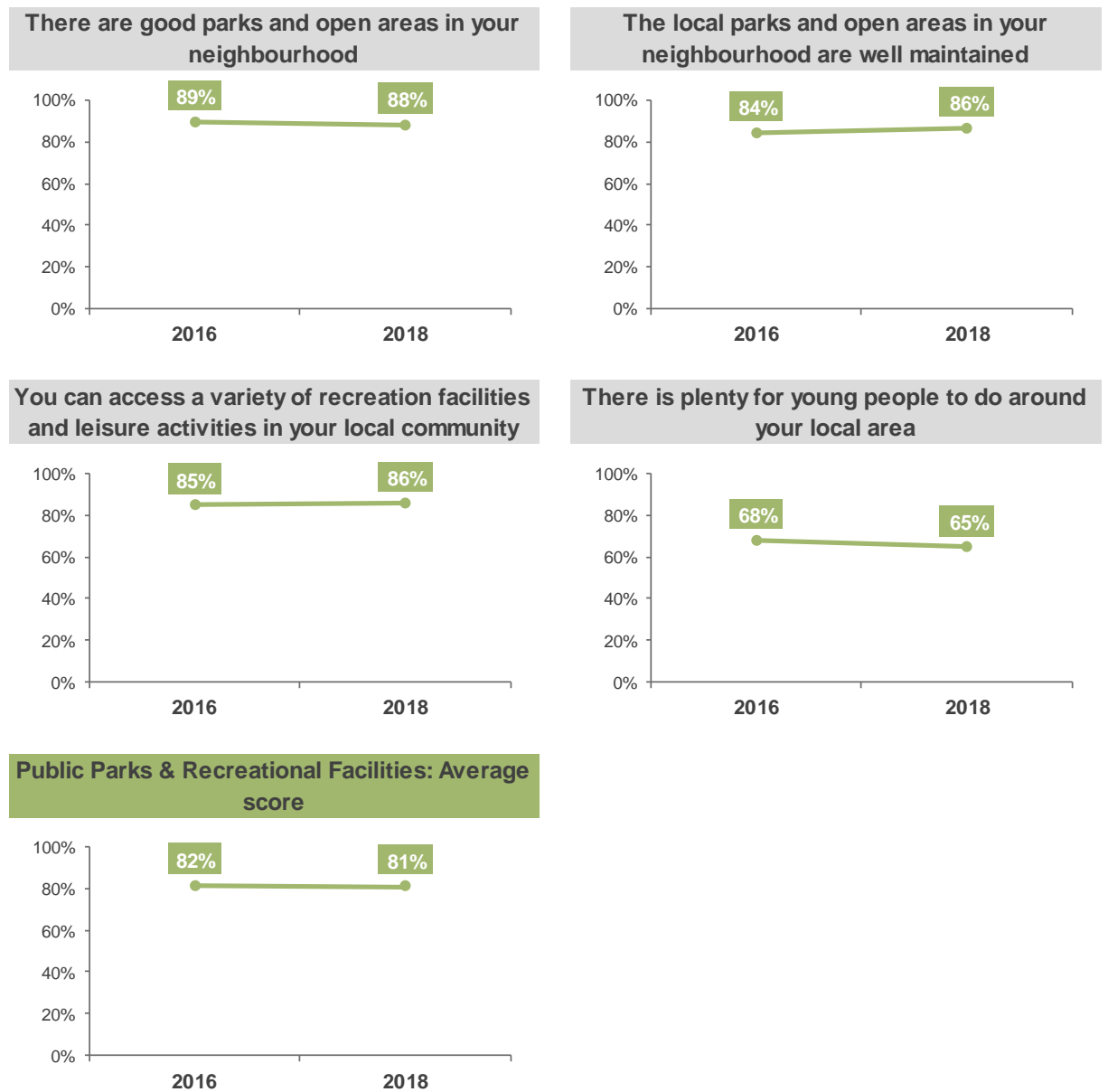
3.4 Public parks and recreational facilities

Time series comparisons

The average agreement score for the public parks and recreational facilities theme was relatively stable in 2018 at 81% (82% in 2016). No significant changes were found for the agreement scores of the four indicators within this theme. The agreement score for good parks and open areas was stable at 88% (89% in 2016), and the agreement score for maintenance of local parks and open areas was also relatively stable at 86% (84% in 2016). The agreement score for access to recreation facilities remains high at 86% (85% in 2016). The agreement score for access to recreation facilities remains high at 86% (85% in 2016).

Agreement with there being plenty for young people to do in the area is relatively low; 65% agreed with this in 2018, compared to 68% in 2016.

Figure 7 Public parks and recreational facilities: Time series

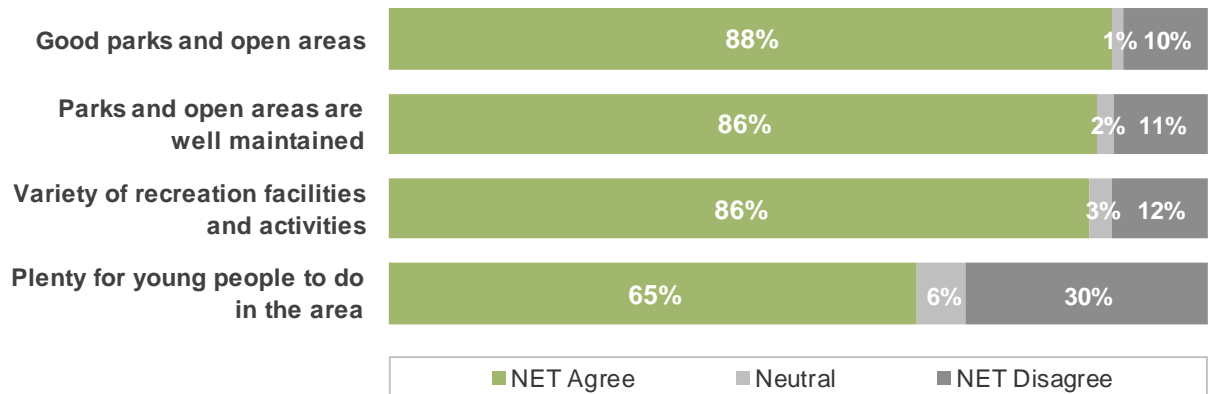


Detailed results for 2018

Overall, the public parks and recreational facilities theme performed well in 2018 with three of the four indicators receiving agreement scores of 86% or higher. City of Moreland residents were likely to agree that the municipality has good parks and open areas, and that they are well maintained. They also agreed that the municipality has a variety of recreation facilities and leisure activities on offer.

Only 65% of respondents agreed that there was plenty for young people to do in the area. A significantly higher proportion of residents in Brunswick agreed with this indicator (82%).

Figure 8 Public parks and recreational facilities: 2018



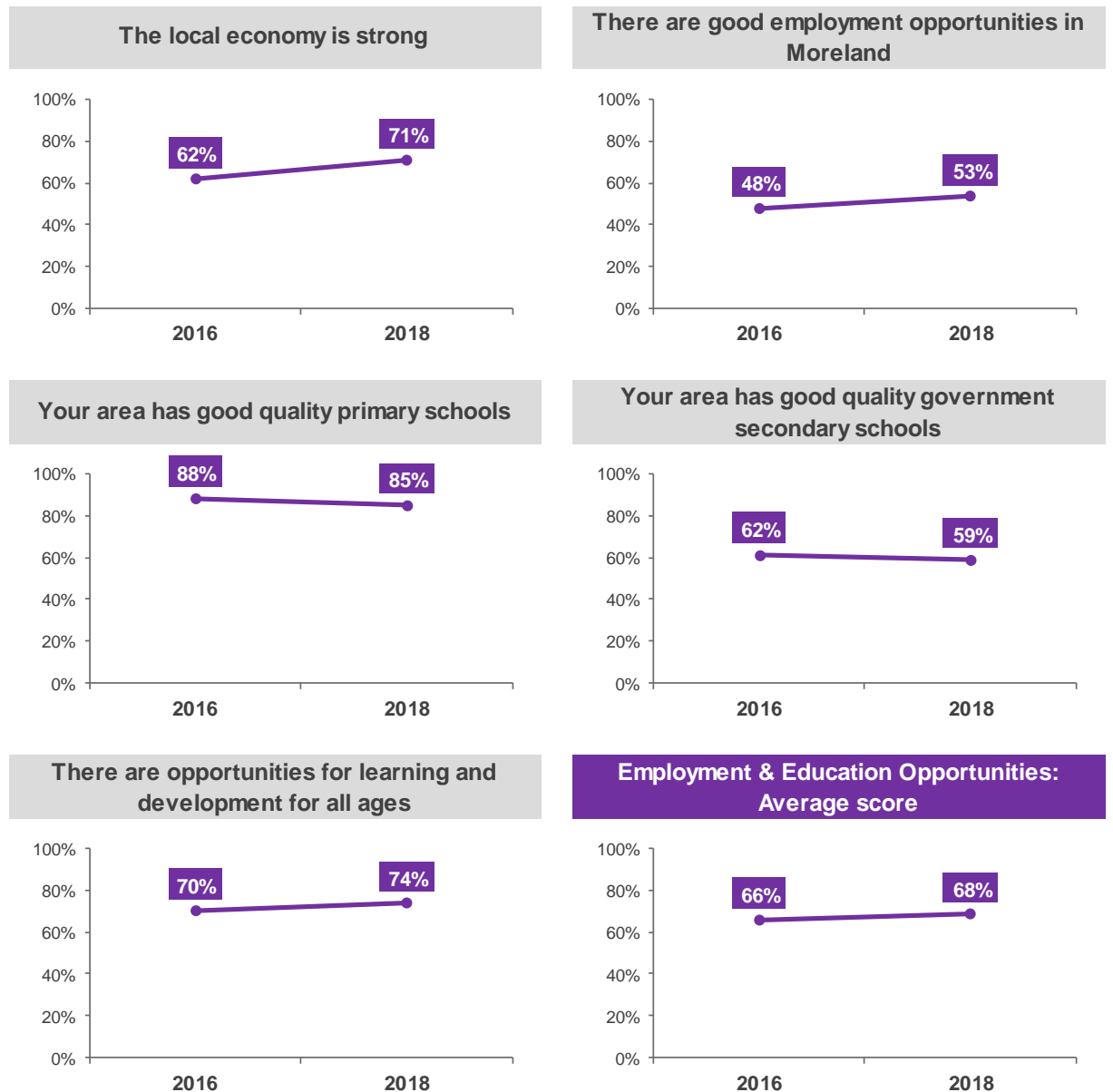
3.5 Employment and education opportunities

Time series comparisons

Overall, agreement with the employment and education opportunities theme was stable in 2018 at 68% (66% in 2016). However, this was the second lowest performing theme for the municipality in 2018. Perceptions of a strong local economy appear to have improved, with 71% of those surveyed agreeing compared with 62% in 2016. Additionally, more respondents agreed that Moreland has good employment opportunities in 2018 (53%) compared to 2016 (48%).

Respondents were more likely to agree that there are opportunities for learning and development for people of all ages in 2018 (74%) than in 2016 (70%). Conversely, perceptions of both good quality primary schools and specifically, good quality government secondary schools declined in 2018. While 88% of respondents in 2016 agreed that Moreland has good quality primary schools, only 85% agreed in 2018. Similarly, where 62% of respondents in 2016 agreed that their area had good quality government secondary schools, only 59% agreed in 2018.

Figure 9 Employment and education opportunities: Time series



Detailed results for 2018

While agreement with good quality primary schools had declined slightly from 2016 to 2018, this was the strongest performing indicator within the employment and education opportunities theme. 85% of respondents agreed that the area has good quality primary schools. Residents of Pascoe Vale were most likely to agree with this indicator (98%). Residents of Gowanbrae (including Tullamarine) were least likely to agree with this indicator (28%).

Perceptions of access to good quality government secondary schools were much weaker than primary schools, with only 59% of respondents agreeing.

Gowanbrae (including Tullamarine) residents were also least likely to agree that there are opportunities for learning and development for all ages, with only 20% agreeing in 2018.

53% of respondents agreed that good employment opportunities were available in the City of Moreland. This was the weakest performing indicator within the employment and education opportunities theme. This is explored further in **Table 4** below.

Figure 10 Employment and education opportunities: 2018

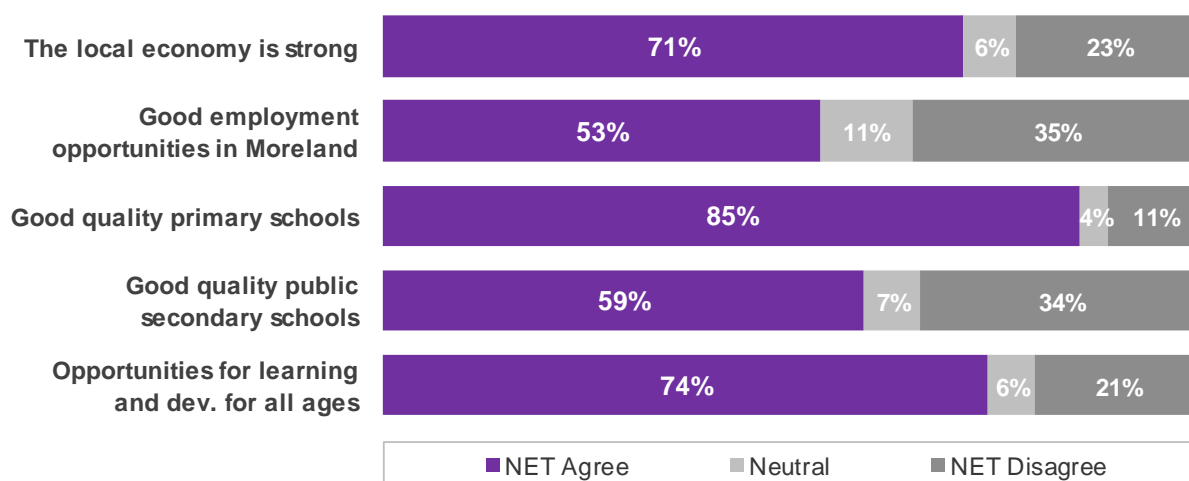


Table 4 Coded reasons for negative ratings of employment opportunities in Moreland

Reasons for disagree / neither ratings	n=211
Have to travel out of Moreland for work / jobs are in the city / elsewhere	35%
Nothing in my field in Moreland (only retail / hospitality)	18%
Businesses / industries are closing down in Moreland	12%
No employment opportunities for young people	9%
Not relevant to me / I don't know what's available	8%
I see a lot of unemployed people	6%
Not aware of opportunities / lacking advertising or promotion	5%
I am unemployed / I have been unemployed	4%
The lack of infrastructure	1%
Other	4%

211 respondents disagreed that there are good employment opportunities in the municipality. The most common reason for disagreement was having to travel outside of the City of Moreland for work, with respondents stating that jobs are located in the city or elsewhere (35%). The second most common reason for disagreement were that there was no work in the respondent's field, or that only retail or hospitality roles were available in the area (18%). 12% of respondents mentioned businesses or industries closing down in Moreland as their reason for negative ratings of employment opportunities.

Some examples of verbatim comments relating to the key themes identified are as follows:

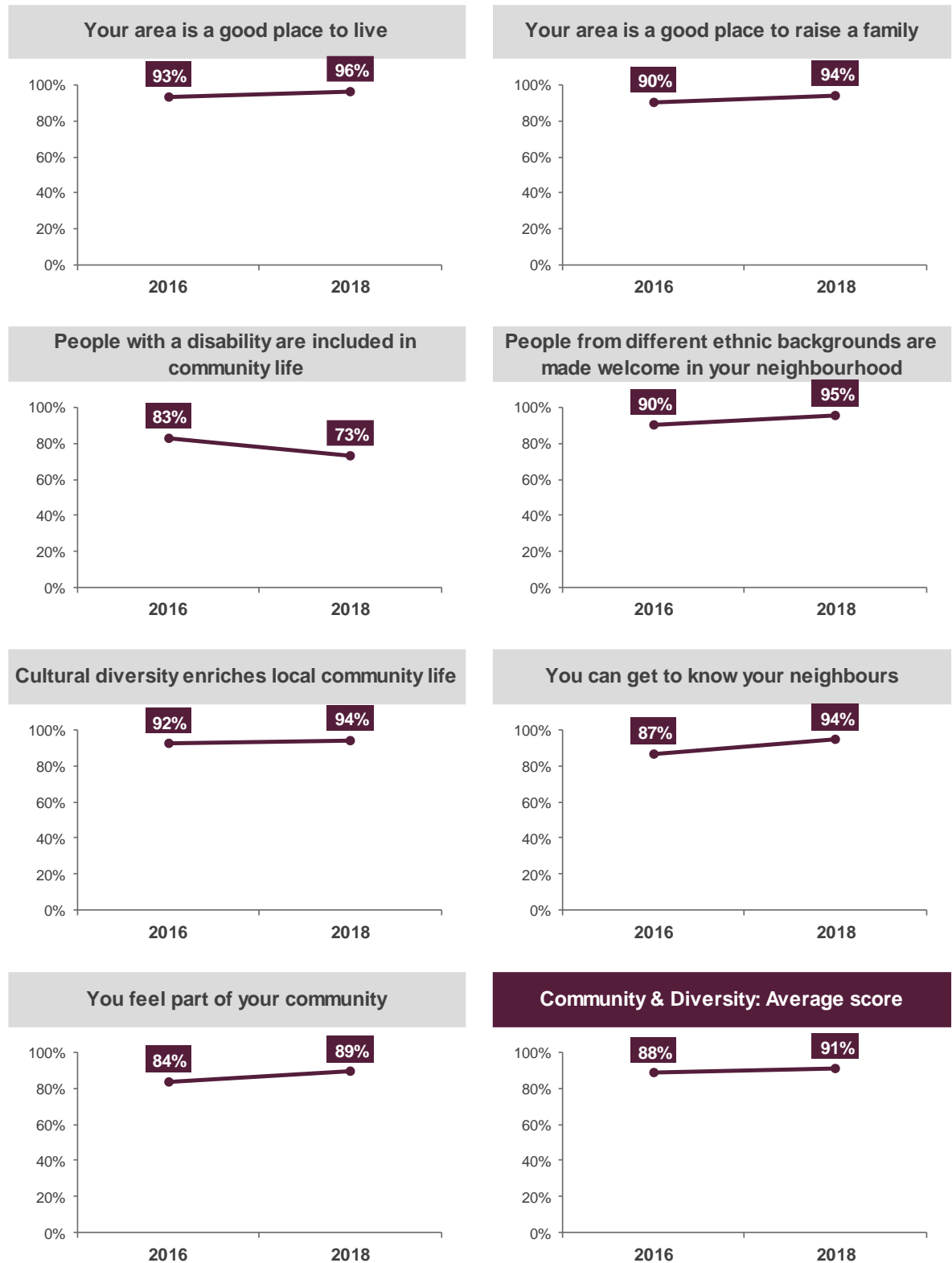
- ““ *The relative range of business is good, but there is more potential for growth.*
- ““ *We have lost a lot of industry and employment over the last few years.*
- ““ *Most people I know in this area commute to the city for work because there are not many employment opportunities around...*
- ““ *...I just don't see much employment in Moreland, it is more in the city and surrounding areas.*
- ““ *I don't think that we have the manufacturing industry that we used to have in the area.*
- ““ *I feel like most people need to go to the city for work.*
- ““ *...I think that most people who live in Moreland have to travel outside of Moreland for their own work, there is not enough industry to support people around their own home.*
- ““ *I think that there's not many local businesses outside retail and catering. I think that there's not a diversity of business types...*
- ““ *There's a lot of factories that have closed.*

3.6 Community and diversity

Time series comparisons

Community and diversity was the highest performing theme for the City of Moreland in 2018. Of the seven indicators, six had higher agreement percentages in 2018 than 2016.

Figure 11 Community and diversity: Time series



The biggest increase was the getting to know your neighbours indicator, up from 87% in 2016 to 94% agreement with those surveyed in 2018. People from different ethnic backgrounds are made welcome in your neighbourhood was the third highest performing indicator overall in 2018, with 95% of respondents agreeing, up from 90% in 2016. 94% of respondents agreed that cultural diversity enriches local community life, increasing from 92% in 2016. Most respondents agreed that their area is a good place to live, up from 93% to 96% in 2018. The good place to raise a family (94%) and feeling part of your community (89%) indicators both had slight increases in 2018 up from 90% and 84% respectively. The only indicator in this theme to decline from 2016 was people with a disability are included in community life, down from 83% to 73% in 2018.

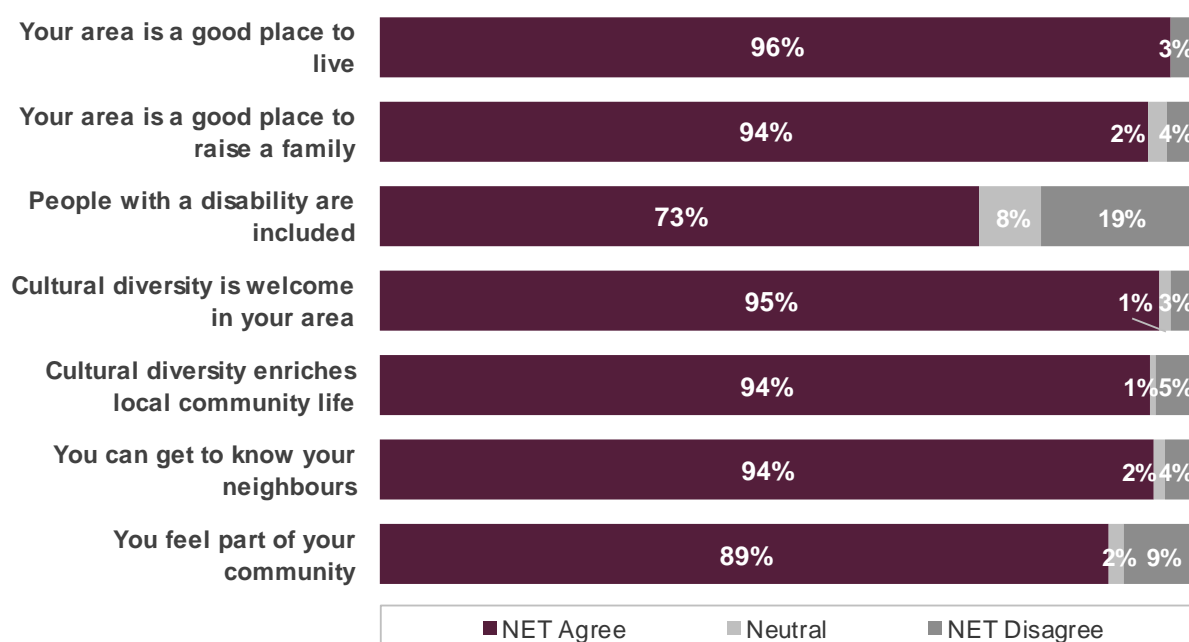
Detailed results for 2018

Perceptions of community and diversity was the City of Moreland's biggest strength in 2018. 96% of respondents agreed that their area is a good place to live, with only 3% of respondents disagreeing. Residents of Brunswick West were most likely to agree (97%). The lowest performing indicator in this theme was the perception that people with a disability are included; around one in five (19%) of those surveyed disagreed with the statement.

People living in the City of Moreland value cultural diversity, with 95% agreeing that it is welcome in their area, and 94% agreeing that it enriches local community life. Residents of Hadfield were least likely to agree that people from different ethnic backgrounds are made welcome in their neighbourhood (78%), which was statistically significant compared to the overall sample.

72 respondents (9%) disagreed that they felt part of their community, and were probed to ascertain why they felt that way. Their verbatim responses were recorded and reasons for negative ratings are available in **Table 5**. Brunswick residents were most likely to agree that they felt part of their community (99%).

Figure 12 Community and diversity: 2018



As shown in **Table 5** on the following page, the most common reason for disagreeing that they felt part of their community, was that the respondent identified as keeping to them self, or had a perception of others in the community as keeping to themselves. Other respondents identified a lack of spaces or facilities as their reason for not feeling a part of their community (17%). Conflicting with the positive attitudes evident in the high levels of agreement with the cultural diversity indicators, “No sense of community” and “Lack of social cohesion/too much cultural diversity” were also dominant reasons for not feeling a part of community (15% each).

Table 5 Coded reasons for negative ratings of feeling part of community in Moreland

Reasons for disagree / neither ratings	n=72
I keep to myself/people keep to themselves	33%
There needs to be spaces/facilities	17%
There is no sense of community	15%
Lack of social cohesion/too much cultural diversity	15%
I socialise with people outside of Moreland	5%
Better information to encourage community engagement	4%
Too busy working	4%
I don't see my neighbours	4%
Other	8%

Some examples of verbatim comments relating to the key themes identified are as follows:

- “ I keep to myself to be quite honest, don't have anything in common with people around here.
- “ A lot of people tend to keep to themselves.
- “ I haven't been able to find an appropriate way of linking to peers that is suitable for me.
- “ I haven't made much of an effort. I'm involved with the local footy club. I'm a bit time poor, but could make more of an effort.
- “ ...we all keep to ourselves, there's not a lot of communication.
- “ I don't normally get involved in community things.
- “ I don't participate in any community activities.
- “ I haven't had much contact with people.
- “ I don't really do anything to become part of the community.
- “ I don't actively get involved in too many things.
- “ There are not as many people of my age group and my background. People of my age and background don't live here anymore.
- “ I don't get out much. I am very elderly. I don't get out a lot in the community.
- “ I don't want to get involved.
- “ I don't have much contact with the community.
- “ At my age I don't do anything and I don't know anybody.
- “ It's not a community, you just live there...

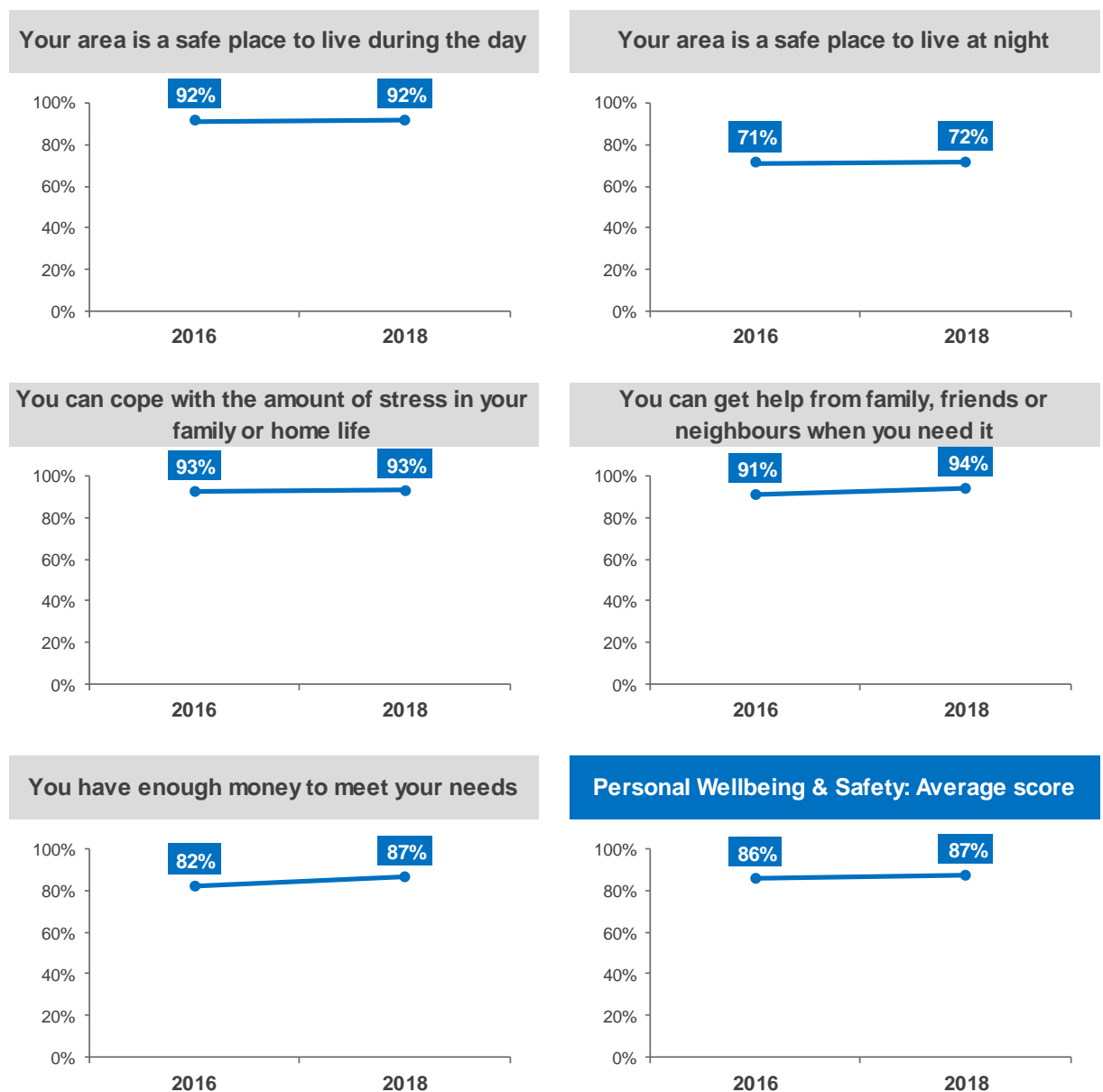
3.7 Personal wellbeing and safety

Time series comparisons

Overall, the personal wellbeing and safety agreement score is stable at 87% in 2018. All of the indicators in the personal wellbeing and safety theme were relatively stable, apart from a slight (not statistically significant) increase in the agreement score for having enough money to meet needs, up from 82% in 2016 to 87% in 2018.

There was a slight change of wording to one indicator in 2018; previously, respondents were asked to state their agreement with the statement “You can get help from family, friends **and** neighbours when you need it”. This was slightly edited to “family, friends **or** neighbours” in 2018; 94% of respondents agreed with the statement in 2018, compared to 91% in 2016. This difference was not statistically significant.

Figure 13 Personal wellbeing and safety: Time series



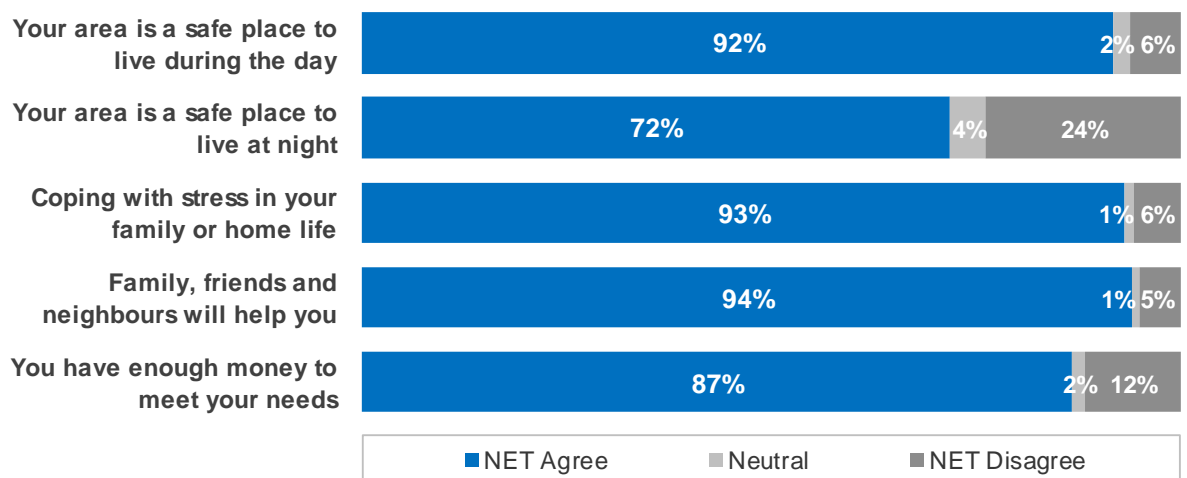
Detailed results for 2018

Three of the personal wellbeing and safety indicators were top overall indicators for Moreland in 2018. Over 90% of respondents agreed that their area is a safe place to live during the day, that they were coping with stress in their family or home life, and that their family, friends or neighbours will help them. 87% of respondents agreed that they had enough money to meet their needs.

The Moreland residents surveyed were less likely to agree that their area is a safe place to live at night compared to during the day; almost one in four (24%) of respondents disagreed their area is a safe place to live at night, whilst only 6% disagreed that their area is a safe place to live during the day. Residents of Oak Park were most likely to agree that their area is a safe place to live at night (96%), which was statistically significant compared to the overall sample.

Residents of Glenroy were more likely to strongly disagree that they can cope with the amount of stress in their family or home life (9%).

Figure 14 Personal wellbeing and safety: 2018



3.8 Environmental issues and sustainability

Time series comparisons

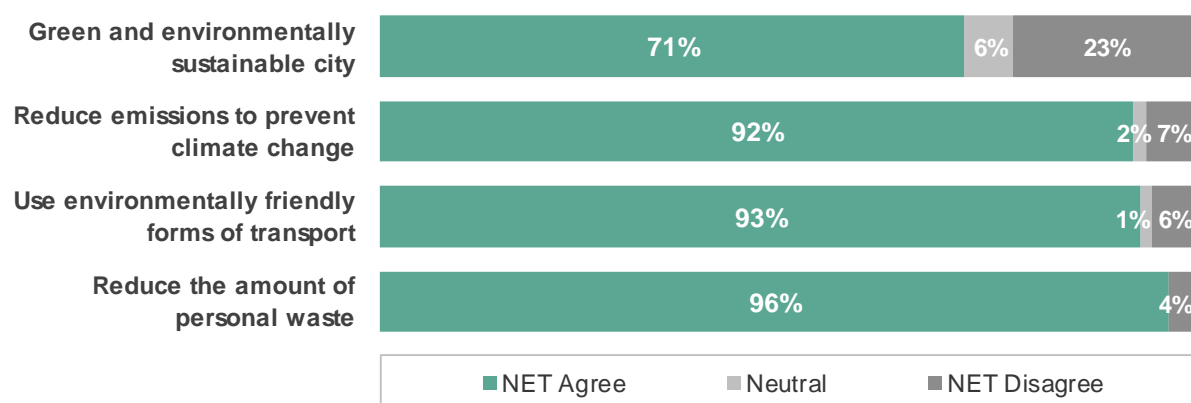
Due to substantial changes to the set of indicators relating to environmental issues and sustainability in 2018, it is not possible to draw a time series comparison for this theme.

Detailed results for 2018

New questions were included in the environmental issues and sustainability theme asking respondents about their level of agreement with the importance of using environmentally friendly forms of transport, the importance of reducing the amount of waste they put in the garbage bin, whether they felt it is important that they take actions to reduce emissions, and whether Council is helping the municipality become a green and environmentally friendly city.

City of Moreland residents were highly likely to agree with both the environmentally friendly transport and waste reduction indicators, with 96% of respondents feeling it is important to reduce the amount of waste they put in the garbage bin, and 93% of respondents agreeing that they feel it is important to use environmentally friendly forms of transport as much as possible.

Figure 15 Environmental issues and sustainability: 2018



Of the 650 people surveyed, 644 Moreland residents indicated which method of transport they use to travel to work. 87% of those who use a car to travel to work feel that it is important that they use environmentally friendly forms of transport as much as possible, compared to 100% of those who use public transport, cycle or other method of transport to get to work.

Table 6 Responses to importance of using environmentally friendly forms as transport, broken down by method of transport used to travel to work

	Total	Car	Public Transport	Cycle	Other
Base (n=644)	644	235	139	38	24
NET agree	93%	87%	100%	100%	100%
Neither agree nor disagree	1%	3%	0%	0%	0%
NET disagree	6%	10%	0%	0%	0%

92% of those surveyed agreed that they feel it is important that they take actions to reduce emissions to prevent climate change. 62 respondents (7%) disagreed that they feel that it is important that they take actions to reduce emissions to prevent climate change, and were probed for details of why they felt that way. Their verbatim responses were recorded and reasons for negative ratings are available in **Table 7** on the following page. The most common reason for this response (27%), was that the respondent didn't believe in climate change, was a sceptic or climate apathetic. Other respondents

indicated that Council needs to do more (20%). 18% of negative responses were attributed to respondents feeling that their actions to reduce emissions would have no effect, or no significant effect.

Table 7 Coded reasons for negative ratings of climate change prevention in Moreland

Reasons for disagree / neither ratings	n=62
I don't believe in climate change/sceptic/climate apathetic	27%
The council need to do more	20%
It will have no effect/no significant effect	18%
It is not the responsibility of the council/they have more pressing responsibilities	10%
I'm sceptical of the green agenda	7%
The financial cost is too high	5%
I do enough as it is/we are doing enough	4%
The efforts to combat climate change are over the top	3%
It will adversely affect employment	2%
I don't trust the recycling/all goes to the same place	2%
Other	11%

Respondents were asked "Would you agree or disagree that you feel it is important that you take actions to reduce emissions to prevent climate change?"

Some examples of verbatim comments relating to the key themes identified are as follows:

- “ I don't believe in the science.
- “ It's greatly overrated. This emissions thing. What we do makes no difference to the environment whatsoever. We are worrying about things when 99.9% of the pollution comes from China, India or the USA.
- “ I'm not sure if it is something I can make a difference [to] by myself.
- “ ...if you get carried away it will cost us our jobs.
- “ I don't really believe in climate change.
- “ ...there is not much being done about it at this stage, that I am seeing around here anyway. It is over congested and over populated.
- “ There is nothing that I do or am involved with that alters the environment.
- “ I'm not 100% convinced that everything being done is appropriate. There's a lot of money involved in this cause, and everyone wants cleaner air, cleaner water. Sometimes, what people want to do involves pain for other people, like lower income people. The people who get solar panels are subsidised by the taxpayer, and it's generally not lower income earners.
- “ I don't think there has been enough promotional material provided by local government.
- “ ...the information is not out there. I'm not sure what the council can do about it.
- “ The community doesn't take action, there's still open fireplaces, throwing rubbish on the ground, too many cars on the road.

34 respondents (7%) disagreed that they feel it is important that they reduce the amount of waste they put in the garbage bin and were probed to describe why they felt that way. Their verbatim responses were recorded and explanations for negative ratings are available in **Table 8**. Over half of residents who disagreed qualified this by stating that “the waste needs to go somewhere” or that they can’t reduce their waste. Other respondents (16%) endorsed better recycling programs or information. 10% of residents who gave negative responses asserted that they pay for waste collection. Residents of Gowanbrae (including Tullamarine) were least likely to agree that they feel it is important that they reduce the amount of waste they put in the garbage bin (69%), which was statistically significant compared to the overall sample.

Table 8 Coded reasons for negative ratings of garbage bin waste reduction in Moreland

Reasons for disagree / neither ratings	n=34
The waste needs to go somewhere (I can’t reduce my waste)	51%
There needs to be better recycling programs/information	16%
We pay for waste collection	10%
It has lead/will lead to illegal garbage dumping	9%
We have already reduced our waste	5%
Other	17%

Some examples of verbatim comments relating to the key themes identified are as follows:

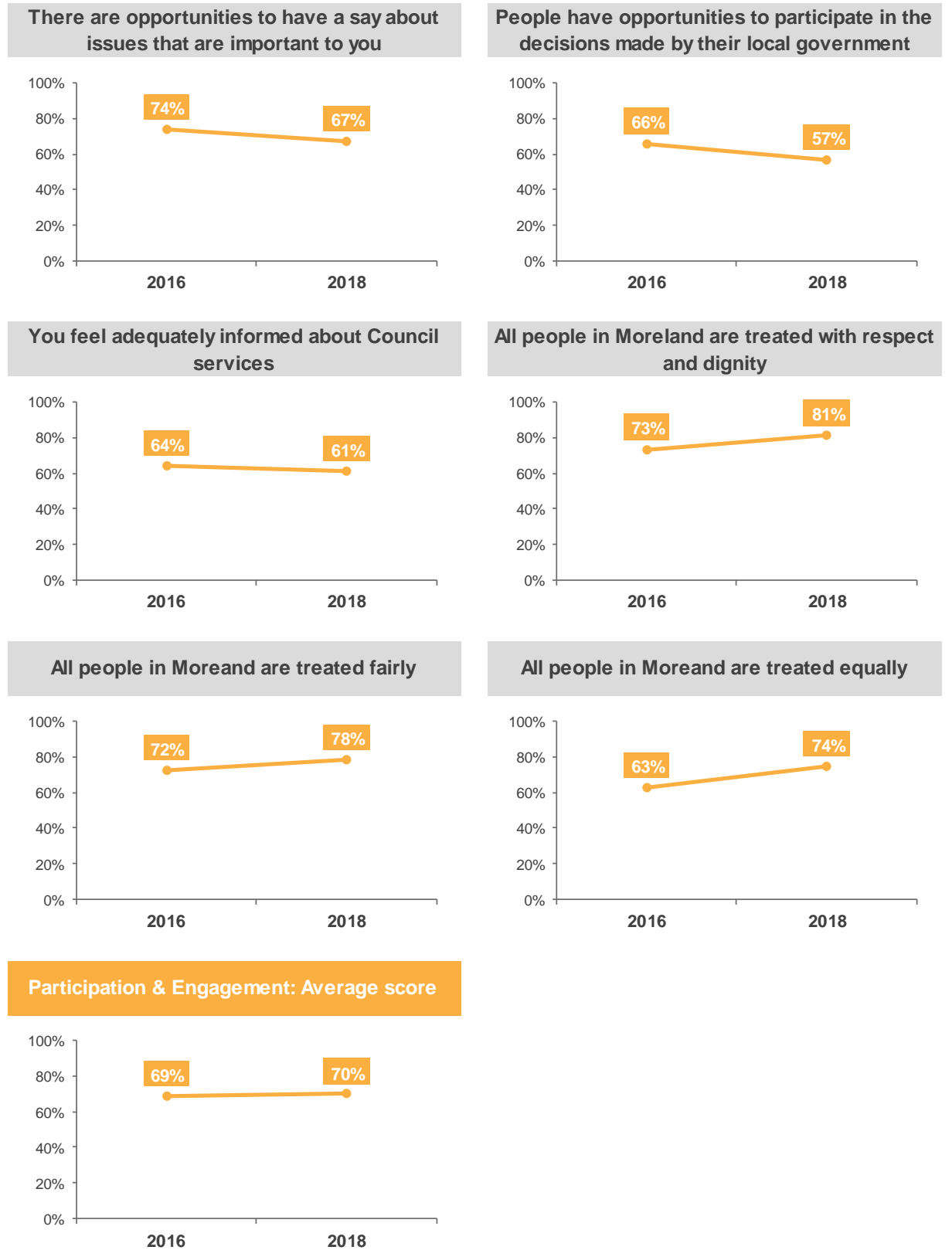
- “ I feel some residents are already cognisant of the impact it has on the environment and have already reduced their waste quota.
- “ I have nowhere else to put it.
- “ ...whatever rubbish you’ve got, you have to put it somewhere, you don’t want it thrown in the street.
- “ ...the house sizes vary but the bin sizes don’t.
- “ ...the community needs to be educated on what kind of garbage goes into what bin and what things can be further recycled instead of going to landfills.
- “ ...sometimes you can’t help it, when you have kids there is only so much you can do, can only reduce so much.
- “ ...I can’t reduce the garbage any more.

In contrast with the strong performance on indicators of personal responsibility in this theme, a lower proportion (71%) agreed that Council is helping the municipality to become a green and environmentally sustainable city.

3.9 Participation and engagement

Time series comparisons

Figure 16 Participation and engagement: Time series



The average agreement score for indicators in the participation and engagement theme was relatively stable at 70% in 2018 (69% in 2016).

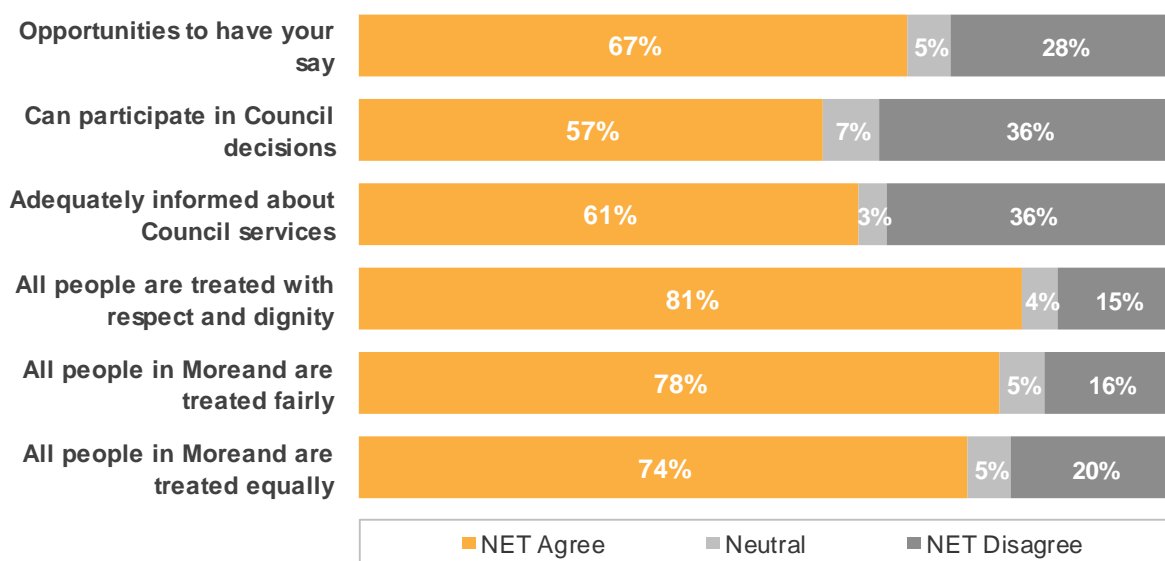
The indicator with the most improved agreement percentage from 2016 was all people in Moreland are treated equally, rising from 63% to 74% in 2018. Perceptions of all people in Moreland being treated with respect and dignity also improved from 73% in 2016 to 81% in 2018. There was also a slight increase in agreement with all people in Moreland are treated fairly from 72% in 2016 to 78% in 2018.

These positive increases were not reflected in the overall agreement score for the theme due to decreases in the remaining three indicators. The biggest decline in agreement for this theme was with the people have opportunities to participate in the decisions made by their local government indicator, which fell from 66% in 2016 to 57% in 2018. City of Moreland residents were also less likely to agree that there are opportunities for them to have a say about issues that are important to them in 2018 (67% compared to 74% in 2016). They were also less likely to agree that they feel adequately informed about council services in 2018 (61% compared to 64% in 2016).

Detailed results for 2018

The top performing indicators in this theme relate to the perception that all people in Moreland are treated equally, fairly, and with respect and dignity. However, the results suggest that Moreland residents are less positive about feeling that they are given opportunities to have their say, and are adequately informed about council services. The lowest performing indicator in this theme shows only 57% agreeing that they can participate in Council decisions.

Figure 17 Participation and engagement: 2018



APPENDIX 1

Questionnaire

City of Moreland

Community Indicators Survey 2018

Questionnaire

INTRO:

Good <morning/afternoon/evening>. My name is <INT_NAME> from Wallis Market and Social Research, an Australian company based in Melbourne. We're contacting you on behalf of the City of Moreland. The Council is seeking community feedback on a range of issues relating to Council policies and services.

IF LANDLINE PHONE NUMBER: We'd like to speak with the youngest person who is available in the household, who is aged 18 or over, would this be you?

IF NO: Can I please speak with this person?

(IF THE YOUNGEST PERSON CANNOT BE ACCESSED, ASK TO SPEAK TO THE NEXT YOUNGEST)

(THEN REINTRODUCE AS NECESSARY)

ALL: The survey takes about 15 minutes, and is completely confidential. No information that you provide will be linked to your name or household. The information will be used in aggregate by the City of Moreland to inform and evaluate key Council policies and services.

IF MOBILE PHONE NUMBER: MOBILE SAFE: I realise I am calling you on your mobile, can I just check that it's okay to talk at the moment and that you're not driving? Can I just confirm that you're 18 or older?

(IF ASKED HOW WE GOT THEIR NUMBER: Your phone number was provided to us by SamplePages, which is a list of random phone numbers we use to ensure we give everyone in the City of Moreland the chance to participate.)

May I go ahead now?

- 01 CONTINUE
- 05 Business - Not a residential number
- 06 Not a resident of Moreland City Council
- 10 Refused - Level 1 (household)
- 52 Refused - Level 2 (selected respondent)
- 11 Language difficulties/ineligible
- 41 Make appointment
- 91 Refused - add to do not call list

M1 This call will be recorded and may be monitored for quality control purposes. If you do not want this call to be monitored, please say so now.

DO NOT READ OUT

- 01 Monitoring allowed
- 02 Monitoring NOT allowed

SCREENING**ASK ALL**

S1a We need to make sure we are speaking with people who live in the City of Moreland Council area. Which suburb do you live in?

PROMPT IF NECESSARY

- | | | |
|----|-------------------|---------------------|
| 01 | Brunswick | |
| 02 | Brunswick East | |
| 03 | Brunswick West | |
| 04 | Coburg | |
| 05 | Coburg North | |
| 06 | Fawkner | |
| 14 | Fitzroy North | GO TO S1b |
| 07 | Glenroy | |
| 08 | Gowanbrae | |
| 09 | Hadfield | |
| 10 | Oak Park | |
| 11 | Pascoe Vale | |
| 12 | Pascoe Vale South | |
| 13 | Tullamarine | GO TO S1b |
| 95 | Other | GO TO CLOSE1 |
| 98 | Refused | GO TO CLOSE1 |

IF S1A=13 OR 14 ASKS1B, ELSE GO TO PRE-S2

S1b Since that suburb crosses a local Council boundary, can you please confirm that Moreland City Council is your local Council?

- | | | |
|----|-----------------|---------------------|
| 01 | Yes - confirmed | |
| 02 | No / don't know | GO TO CLOSE1 |
| 98 | Refused | GO TO CLOSE1 |

ASK ALL

S4 (INTERVIEWER RECORD GENDER)

- | | | |
|----|--------|--|
| 01 | Male | |
| 02 | Female | |

ASK ALL

S5 Which of the following age groups are you in?

READ OUT

- | | | |
|----|-----------------------|---------------------|
| 01 | Under 18 | GO TO CLOSE3 |
| 02 | 18-24 | |
| 03 | 25-34 | |
| 04 | 35-44 | |
| 05 | 45-54 | |
| 06 | 55-64 | |
| 07 | 65+ | |
| 99 | (DO NOT READ) Refused | GO TO CLOSE3 |

ASK ALL

S6 Were you born in Australia or overseas?

- | | | |
|----|-----------|--|
| 01 | Australia | |
| 02 | Overseas | |

CHECK QUOTAS: GO TO CLOSE4 IF OVER QUOTA

CLOSE1: We need to speak to Moreland residents only for this survey, thanks for your time.

CLOSE3: Sorry, we can only speak to people aged 18 or over, and we need to know which age range people are in so we know we've spoken to a good spread of age groups. Thanks for your time.

CLOSE4: Thank you, but we have already spoken to the required number of people who match your characteristics. Thanks for your time.

MAIN SURVEY – COMMUNITY INDICATORS

NOTE: FONT COLOUR MEANS FOLLOW WITH OPEN-ENDER

ASK ALL

INTROQ1 Firstly we'd like to ask you about **access to services** for residents in Moreland. I'm going to read out a number of statements and ask you to tell me whether you agree or disagree with each one.

01 CONTINUE

Q1 Would you agree or disagree that ...<ITEM>?

PROMPT: Is that strongly or slightly (agree/disagree)?

SHOW ONE ITEM PER SCREEN. SHOW QUESTION STEM FOR EACH. INSERT OPEN ENDERS DIRECTLY AFTER RELEVANT QUESTION WHERE APPLICABLE.

- a) Your local community has good health and community services.
- b) You can afford the medical services you and your family need.
- c) Families have adequate access to child care.
- d) The elderly have adequate access to aged care services.
- e) People with disabilities have good access to public transport.

DO NOT READ OUT

- 01 Strongly agree
- 02 Slightly Agree
- 03 Neither agree nor disagree
- 04 Slightly Disagree
- 05 Strongly disagree
- 99 Don't know / can't say

ASK ALL

INTROQ2 Next we'd like to ask you about **housing and the built environment** in Moreland.

01 CONTINUE

Q2 Would you agree or disagree that ...<ITEM>?

PROMPT: Is that strongly or slightly (agree/disagree)?

SHOW ONE ITEM PER SCREEN. SHOW QUESTION STEM FOR EACH. INSERT OPEN ENDERS DIRECTLY AFTER RELEVANT QUESTION WHERE APPLICABLE.

- a) The sort of housing being built in your neighbourhood is appropriate for the area.
- b) It is still affordable to live in your area.
- c) There is good access to public transport.
- d) There is adequate provision for cyclists in your area.
- e) The local shopping areas provide for your basic needs.

DO NOT READ OUT

- 01 Strongly agree
- 02 Slightly Agree
- 03 Neither agree nor disagree
- 04 Slightly Disagree
- 05 Strongly disagree
- 99 Don't know / can't say

ASK ALL

INTROQ3 Next we'd like to ask you about **public parks and recreational facilities** in Moreland.

01 CONTINUE

Q3 Would you agree or disagree that ...<ITEM>?

PROMPT: Is that strongly or slightly (agree/disagree)?

SHOW ONE ITEM PER SCREEN. SHOW QUESTION STEM FOR EACH. INSERT OPEN ENDERS DIRECTLY AFTER RELEVANT QUESTION WHERE APPLICABLE.

- a) There are good parks and open areas in your neighbourhood.
- b) The local parks and open areas in your neighbourhood are well maintained.
- c) You can access a variety of recreation facilities and leisure activities in your local community.
- d) There is plenty for young people to do around your local area.

DO NOT READ OUT

- 01 Strongly agree
- 02 Slightly Agree
- 03 Neither agree nor disagree
- 04 Slightly Disagree
- 05 Strongly disagree
- 99 Don't know / can't say

ASK ALL

INTROQ4 Next we'd like to ask you about **employment and education opportunities** in Moreland.

01 CONTINUE

Q4 Would you agree or disagree that ...<ITEM>?

PROMPT: Is that strongly or slightly (agree/disagree)?

SHOW ONE ITEM PER SCREEN. SHOW QUESTION STEM FOR EACH. INSERT OPEN ENDERS DIRECTLY AFTER RELEVANT QUESTION WHERE APPLICABLE.

- a) The local economy is strong.
- b) [There are good employment opportunities in Moreland.](#)
- c) Your area has good quality primary schools.
- d) Your area has good quality government secondary schools.
- e) There are opportunities for learning and development for all ages.

DO NOT READ OUT

- 01 Strongly agree
- 02 Slightly Agree
- 03 Neither agree nor disagree
- 04 Slightly Disagree
- 05 Strongly disagree
- 99 Don't know / can't say

IF Q4B=3,4, OR 5 ASK Q4BX AFTER Q4B

Q4bX Why do you say that you <RESPONSE FROM Q4b> with that statement?

(PROMPT IF NECESSARY: That there are good employment opportunities in Moreland)

- 01 RECORD VERBATIM
- 99 Not sure / can't say
- 98 Refused

ASK ALL

INTROQ5 Next we'd like to ask you about **community and diversity** in Moreland.

- 01 CONTINUE

Q5 Would you agree or disagree that ...<ITEM>?

PROMPT: Is that strongly or slightly (agree/disagree)?

SHOW ONE ITEM PER SCREEN. SHOW QUESTION STEM FOR EACH. INSERT OPEN ENDERS DIRECTLY AFTER RELEVANT QUESTION WHERE APPLICABLE.

- a) Your area is a good place to live.
- b) Your area is a good place to raise a family.
- c) People with a disability are included in community life.
- d) People from different ethnic backgrounds are made welcome in your neighbourhood.
- e) Cultural diversity enriches local community life.
- f) You have had positive contact with people in your neighbourhood in the past year
- g) **You feel part of your community.**

DO NOT READ OUT

- 01 Strongly agree
- 02 Slightly Agree
- 03 Neither agree nor disagree
- 04 Slightly Disagree
- 05 Strongly disagree
- 99 Don't know / can't say

IF Q5G=3,4, OR 5 ASK Q5GX AFTER Q5G

Q5gX Why do you say that you <RESPONSE FROM Q5g> with that statement?

(PROMPT IF NECESSARY: That you feel part of your community)

- 01 RECORD VERBATIM
- 99 Not sure / can't say
- 98 Refused

ASK ALL

INTROQ6 Next we'd like to ask you about **personal wellbeing and safety** for residents in Moreland.

01 CONTINUE

Q6 Would you agree or disagree that ...<ITEM>?

PROMPT: Is that strongly or slightly (agree/disagree)?

SHOW ONE ITEM PER SCREEN. SHOW QUESTION STEM FOR EACH. INSERT OPEN ENDERS DIRECTLY AFTER RELEVANT QUESTION WHERE APPLICABLE.

- a) Your area is a safe place to live during the day.
- b) Your area is a safe place to live at night.
- c) You can cope with the amount of stress in your family or home life.
- d) You can get help from family, friends or neighbours when you need it.
- e) You have enough money to meet your needs.

DO NOT READ OUT

- 01 Strongly agree
- 02 Slightly Agree
- 03 Neither agree nor disagree
- 04 Slightly Disagree
- 05 Strongly disagree
- 99 Don't know / can't say

ASK ALL

INTROQ7 Next we'd like to ask you about **environmental issues and sustainability** in Moreland.

01 CONTINUE

Q7 Would you agree or disagree that ...<ITEM>?

PROMPT: Is that strongly or slightly (agree/disagree)?

SHOW ONE ITEM PER SCREEN. SHOW QUESTION STEM FOR EACH. INSERT OPEN ENDERS DIRECTLY AFTER RELEVANT QUESTION WHERE APPLICABLE.

- a) Council is helping Moreland to become a green and environmentally sustainable city.
- b) You feel that it is important that you take actions to reduce emissions to prevent climate change.
- c) You feel it is important that you use environmentally friendly forms of transport as much as possible.
- d) You feel it is important that you reduce the amount of waste you put in the garbage bin.

DO NOT READ OUT

- 01 Strongly agree
- 02 Slightly Agree
- 03 Neither agree nor disagree
- 04 Slightly Disagree
- 05 Strongly disagree
- 99 Don't know / can't say

IF Q7B=3,4, OR 5 ASK Q7BX AFTER Q5G

Q7bX Why do you say that you <RESPONSE FROM Q7b> with that statement?

(PROMPT IF NECESSARY: That you feel it is important for the community to take actions to reduce emissions to prevent climate change)

- 01 RECORD VERBATIM
- 99 Not sure / can't say
- 98 Refused

IF Q7D=3,4, OR 5 ASK Q7DX AFTER Q7D

Q7dX Why do you say that you <RESPONSE FROM Q7d> with that statement?

(PROMPT IF NECESSARY: That you feel it is important that you reduce the amount of waste you put in the garbage bin)

- 01 RECORD VERBATIM
- 99 Not sure / can't say
- 98 Refused

ASK ALL

INTROQ8 Next we'd like to ask you about **participation and engagement** with Moreland City Council.

- 01 CONTINUE

Q8 Would you agree or disagree that ...<ITEM>?

PROMPT: Is that strongly or slightly (agree/disagree)?

SHOW ONE ITEM PER SCREEN. SHOW QUESTION STEM FOR EACH. INSERT OPEN ENDERS DIRECTLY AFTER RELEVANT QUESTION WHERE APPLICABLE.

- a) There are opportunities to have a say about issues that are important to you.
- b) People have opportunities to participate in the decisions made by their local government.
- c) You feel adequately informed about Council services.
- d) All people in Moreland are treated with respect and dignity.
- e) All people in Moreland are treated fairly.
- f) All people in Moreland are treated equally.

DO NOT READ OUT

- 01 Strongly agree
- 02 Slightly Agree
- 03 Neither agree nor disagree
- 04 Slightly Disagree
- 05 Strongly disagree
- 99 Don't know / can't say

DEMOGRAPHICS

ASK ALL

DINTRO: Now we have a few more questions for classification purposes, to help us analyse the data in broad categories.

ASK ALL

D1 What is the highest level of education you have completed?

(IF NECESSARY: We use this information in aggregate to help us ensure our survey sample reflects the population in broad categories.)

READ OUT

- 01 University Degree or higher (Bachelor/Post-graduate degree / Graduate diploma)
- 02 TAFE, Technical college or vocational (Certificate / Diploma / Advanced diploma)
- 03 Completed high school (Completed Year 12 / Form 6)
- 04 Did not complete high school (Left before Year 12 / Form 6)
- 05 Still at school

ASK ALL

D2 Do you speak a language other than English at home?

DO NOT READ OUT

- 01 Yes (SPECIFY)
- 02 No / don't know

ASK ALL

D3 Do you have a permanent or long term disability?

DO NOT READ OUT

- 01 Yes
- 02 No / don't know

ASK ALL

D4 Are you currently...?

INTERVIEWER NOTE: Please record **main** activity only

READ OUT

- 01 Working full time or part time (includes self-employed)
- 02 Looking for work
- 03 Retired
- 04 A student
- 95 Something else (SPECIFY)
- 99 (DO NOT READ) Don't know / Can't say

IF D4=1 OR 4 ASK D5, ELSE SKIP TO D6

D5 What is the **main** method of transport that you use to travel to work or study?

(PROMPT IF NECESSARY: The part of the journey that takes the longest time, on a typical day)

PROMPT IF NECESSARY

- 01 Car – driving yourself
- 02 Car – driven by family / friend / colleague
- 03 Car – Taxi, Uber or other ride share
- 04 Train
- 05 Bus
- 06 Tram
- 07 Walk
- 08 Cycle
- 95 Other (SPECIFY)
- 97 None – work/study from home
- 99 (DO NOT READ) Don't know / Can't say

ASK ALL

D6 How long have you lived in Moreland?

(INTERVIEWER NOTE: Record the combined number of years the respondent has lived in Moreland throughout their life)

- 01 RECORD NUMBER OF YEARS (SPECIFY)
- 02 Less than a year
- 99 Don't know / Can't say

ASK ALL

D7 Thinking about your current home in Moreland, do you...

READ OUT

- 01 Own your home outright
- 02 Have a mortgage on it
- 03 Pay rent
- 04 Live rent free, or
- 95 Have some other arrangement (SPECIFY)
- 99 (DO NOT READ) Don't know / Can't say

ASK ALL

D8 Which of the following best describes the composition of your household?

READ OUT

- 01 Couple with no children at home
- 02 Couple with children at home (includes children aged 18 years and older)
- 03 Single parent with children at home (includes children aged 18 years and older)
- 04 Group / shared household
- 05 One person household, or
- 95 Something else (SPECIFY)
- 99 (DO NOT READ) Don't know / Can't say

ASK ALL

D9 Including yourself, how many people live in your household?

DO NOT READ OUT

- 01 Number given (SPECIFY) **RANGE 1 TO 20**
- 99 Don't know / Not sure

ASK ALL

D10 The next question is about household income; we understand that it is a sensitive question, but it is very important for Council to understand the wellbeing of people from a range of income levels. As always you can choose not to answer.

Approximately what is the combined pre-tax income of all the members of your household per week, including benefits, pensions and other allowances?

(INTERVIEWER NOTE: If respondent is unsure let them know that their best guess will do)

PROMPT IF NECESSARY

- 01 Negative or nil income
- 02 \$1 - \$299 per week (\$1 - \$15,599 per year)
- 03 \$300 - \$599 per week (\$15,600 - \$31,199 per year)
- 04 \$600 - \$999 per week (\$31,200 - \$51,999 per year)
- 05 \$1,000 - \$1,399 per week (\$52,000 - \$72,999 per year)
- 06 \$1,400 - \$1,799 per week (\$73,000 - \$93,599 per year)
- 07 \$1,800 - \$1,999 per week (\$93,600 - \$103,999 per year)
- 08 \$2,000 - \$2,499 per week (\$104,000 - \$129,999 per year)
- 09 \$2,500 - \$2,999 per week (\$130,000 - \$155,999 per year)
- 10 \$3,000 - \$3,999 per week (\$156,000 - \$207,999 per year)
- 11 \$4,000 - \$4,999 per week (\$208,000 - \$259,999 per year)
- 12 \$5,000 or more per week (\$260,000 or more per year)
- 98 (DO NOT READ) Refused
- 99 (DO NOT READ) Don't know

CLOSE

Thank you that was the last question. The survey has been conducted on behalf of Moreland City Council, and we are very grateful for your time and opinions.

If you'd like to find out how we manage your personal information, you can view our Privacy Policy on our website at www.wallisgroup.com.au/privacy

(IF NECESSARY)

If you would like to provide further feedback or make a complaint you can ring the Moreland City Council contact centre, during business hours, on: (03) 9240 1111

Alternatively, you can visit <http://www.moreland.vic.gov.au/about-us/your-council/contact-us/>