



Bayside City Council

Community Research

Prepared by: Micromex Research

Date: September 2015



Background



Background and Objective

Background

Bayside City Council is looking to conduct community research to aid the development of the 2016 Community Strategic Plan.

This phase of research is intended to provide a broad and reflective understanding of the Bayside community which will be explored and contextualised in the upcoming qualitative stage. Both components will be critical inputs into the development of the 2016 Corporate Strategic Plan.

Research Objectives

The research objective of this stage were to provide Council with a measure of the Bayside community's perception, attitudes and aspirations.

Specifically the research quantitatively explored:

- The community's values and perceived future challenges
- Satisfaction, level of current investment and relative priority of 7 key community themes and their supporting indicators



Methodology & Sample

Data collection

Micromex Research, together with Bayside City Council, developed the questionnaire.

Data collection period

Telephone interviewing (CATI) was conducted during the period 5th – 12th September 2015.

Sample

N=502 interviews were conducted.

A sample size of 502 provides a maximum sampling error of plus or minus 4.4% at 95% confidence.

This means that if the survey was replicated with a new universe of N=502 residents, that 19 times out of 20 we would expect to see the same results, i.e. +/- 4.4%.

For the survey under discussion the greatest margin of error is 4.4%. This means for example, that the answer 'yes' (94%) to the priority of 'beaches and foreshores in Bayside' question could vary from 90% to 98%. As the raw data has been weighted to reflect the real community profile of Bayside City Council, the outcomes reported here reflect an 'effective sample size'; that is, the weighted data provides outcomes with the same level of confidence as unweighted data of a different sample size. In some cases this effective sample size may be smaller than the true number of surveys conducted.

Interviewing

473 of 502 of respondents were selected by means of a computer based random selection process using the electronic White Pages. In addition to this, 29 of 502 respondents were recruited face-to-face, conducted at a number of areas around Bayside, including Middle Brighton and Sandringham railway stations, Church Street in Brighton, and Brighton Library.

Interviewing was conducted in accordance with the AMSRS Code of Professional Conduct. Where applicable, the issues in each question were systematically rearranged for each respondent.



Methodology & Sample

Data analysis

The data within this report was analysed using Q Professional.

Percentages

All percentages are calculated to the nearest whole number and therefore the total may not exactly equal 100%.

Correlation by demographics.

Throughout the report analysis has been conducted by the various demographics recorded at the time of interviewing. In addition to this, analysis by locale has been undertaken, with Northern residents representing the suburbs of 'Brighton' and 'Brighton East' with a combined base of 198, Central residents 'Hampton East', 'Hampton', 'Highbury' (Bayside portion) and 'Cheltenham' (Bayside portion) with a combined base of 144, and Southern residents 'Sandringham', 'Beaumaris', and 'Black Rock', with a combined base of 160.

Word Frequency Tagging

Verbatim responses for open questions were collated and entered into analytical software. This analysis 'counts' the number of times a particular word or phrase appears and, based on the frequency of that word or phrase, a font size is generated. The larger the font, the more frequently the word or sentiment is mentioned.



Themes and Indicators

Access to and Quality of Open Spaces in Bayside

Parklands and gardens
Playgrounds
Bushland reserves
Beaches and foreshores in Bayside
Conservation of native vegetation



Bayside's Shopping Strips and Activity Centres

Appearance and character of local shopping strips
Opportunities to socialise or meet with friends
Mix of retail, services and entertainment
Ease of access using your preferred mode of transport
Facilities for visitors and public amenities offered



Safety and Convenience of Bayside's Transport Options

Availability and access to public transport options
Your ability to walk safely and easily within Bayside
Your ability to ride your bike safely and easily, with access to facilities you might need
Your ability to get around Bayside without a car
Safety and accessibility of footpaths



Condition and Usefulness of Bayside's Infrastructure and Facilities

Community buildings and facilities that are fit for purpose and visually appealing
Ability of the stormwater system/drains being adequate to prevent flooding during major storm events
Overall cleanliness and appearance of Bayside
Safety and maintenance of the roads



We explored resident response to 40 Lifestyle areas

Themes and Indicators

Connection Health and Support for Specific Needs

Places to play sport and be physically active
Places for leisure, learning and meeting people
Places to walk your dog
Health and safety of your community
Festivals, markets and events that run in Bayside
Opportunities for young people to be supported
Opportunities for young people to be well connected and valued
Support for families with young children
Access and availability to services that help people in need or when they are unwell
People with a disability can easily access their community and services
Older adults receive the support they need to maintain their independence
Opportunity to participate in creative expression or access to arts and cultural activities



Community's Role in Protecting Themselves and the Environment

You know how to save water, reduce waste and save energy
Local government is showing leadership in protecting Bayside's environment and developing plans for a sustainable future
State government is showing leadership in protecting Victoria's environment and developing plans for a sustainable future
Federal government is showing leadership in protecting Australia's environment and developing plans for a sustainable future
You feel prepared for, or know how to get help in the event of an emergency or natural disaster



Housing Types and Character in Your Neighbourhood

Bayside provides housing choices for people at all stages of their lives
Development is responsive and reflective of the Bayside character
If you were to renovate or redevelop your house, you would be able to access support and information needed
You can live close to services, shopping strips and public transport



We explored resident response to 40 Lifestyle areas

Sample Profile





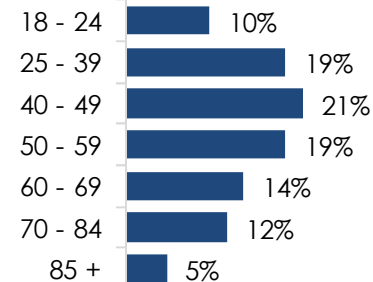
The sample was weighted by age and gender and to reflect the 2011 ABS community profile of Bayside City Council

Sample Profile

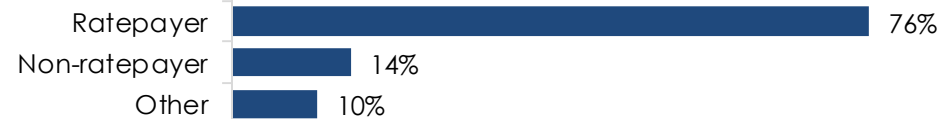
Gender



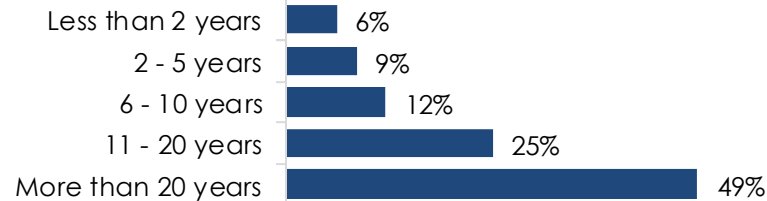
Age



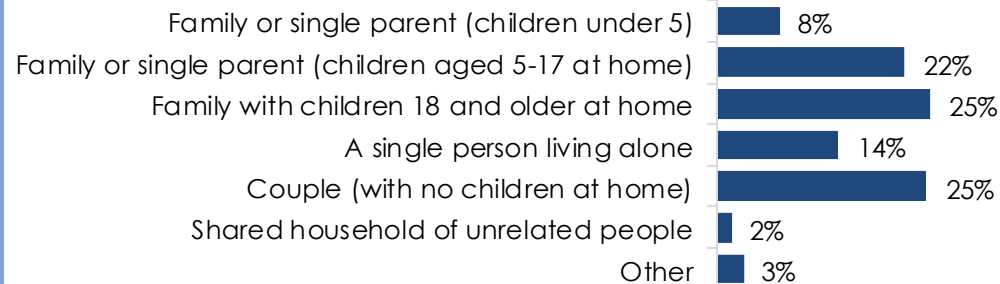
Ratepayer status



Time lived in the area



Household type



0% 20% 40% 60% 80% 100%

Base: N=502

Summary of Key Findings



Key Findings

The Local Area

Most Valued Aspects

Coastline living was the choice of almost half of the residents as the most valued characteristic of life in Bayside. They enjoy the proximity to the bay/beaches/ocean, and the lifestyle it provides them.

Changes in the Next 10 Years

The predominant concern expressed centres around future development and its associated effects, such as population growth, congestion, loss of local heritage, and the loss or deterioration in quality of green spaces.

Living in Bayside

When we look at the priority and satisfaction scores, 4 categories stand out as being high priorities that are providing relatively low satisfaction scores, specifically:

1. Federal Government is showing enough leadership in protecting Australia's environment and developing plans for a sustainable future
2. State Government is showing enough leadership in protecting Australia's environment and developing plans for a sustainable future
3. Local Government is showing enough leadership in protecting Australia's environment and developing plans for a sustainable future
4. Ability of the stormwater system/drains being adequate to prevent flooding during major storm events



Key Findings

Prioritising Living in Bayside by Theme

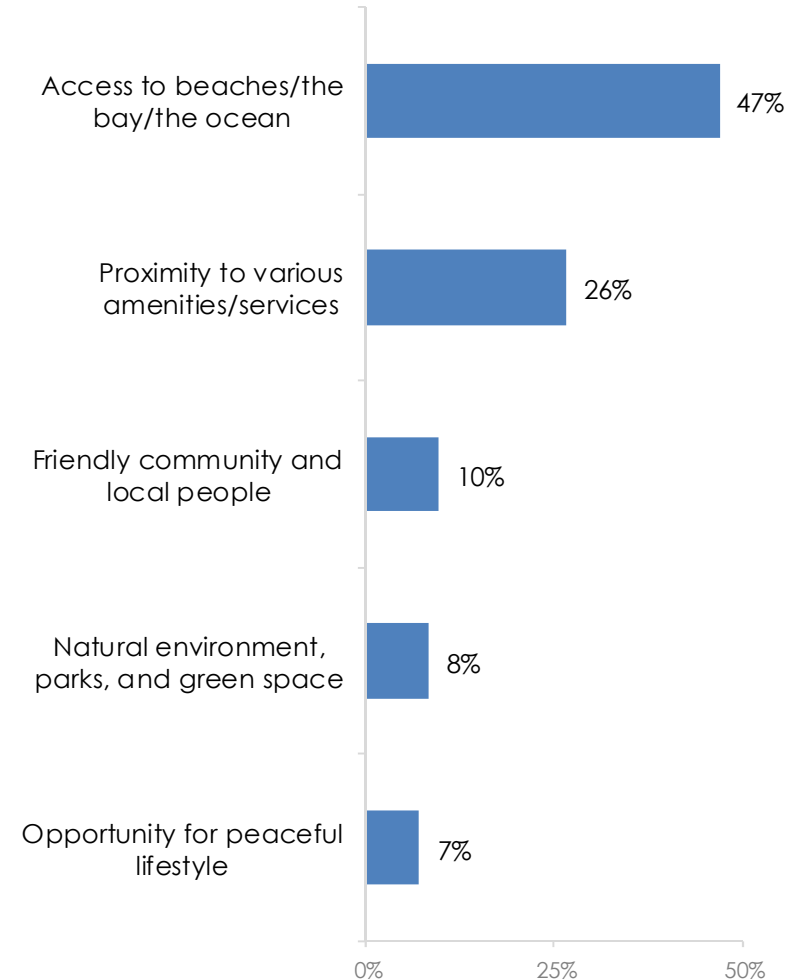
Based on the community inputs of priority, satisfaction and investment, the outcomes indicate that the thematic hierarchy for Bayside is:

1. Protecting the community and the environment
2. The safety and convenience of Bayside's transport options
3. Condition and use of infrastructure and facilities
4. Bayside's shopping strips and activity centres
5. Neighbourhood housing and character
6. Connectedness, health and support for specific needs
7. Access to and quality of open spaces in Bayside



Most Valued Aspects of Living in the Bayside Area

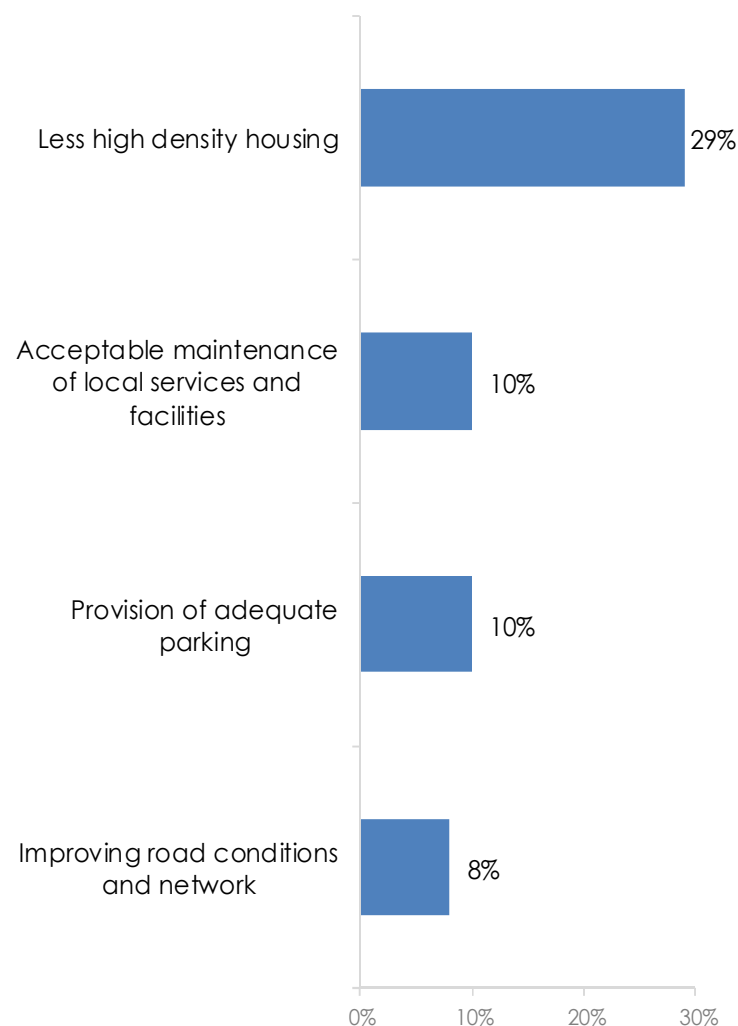
Q1a. Thinking generally about living in the Bayside area, what do you feel is the best thing about living here?



Residents most value their access to the coastline, followed by the proximity to various amenities/services in the area

Changes Suggested for Bayside in the Next 10 Years

Q1b. In the next 10 years is there anything you would change or would like to see changed in Bayside?



High density housing is the predominant concern for Bayside residents

Top Results

Priorities		Satisfaction		Investment	
Beaches and foreshores in Bayside	94%	Beaches and foreshores in Bayside	4.06	Federal government is showing leadership in protecting Australia's environment and developing plans for a sustainable future	0.74
Federal government is showing leadership in protecting Australia's environment and developing plans for a sustainable future	91%	You can live close to services, shopping strips and public transport	4.24	State government is showing leadership in protecting Victoria's environment and developing plans for a sustainable future	0.69
Your ability to walk safely and easily within Bayside	89%	Your ability to walk safely and easily within Bayside	4.24	Beaches and foreshores in Bayside	0.61
Health and safety of your community	89%	Overall cleanliness and appearance of Bayside	4.13	Availability and access to public transport options	0.56
You know how to save water, reduce waste and save energy	88%	Health and safety of your community	4.10	Ease of access using your preferred mode of transport	0.54
Safety and maintenance of the roads	88%	You know how to save water, reduce waste and save energy	4.03	Access and availability to services that help people in need or when they are unwell	0.53
State government is showing leadership in protecting Victoria's environment and developing plans for a sustainable future	88%	Parklands and gardens	4.02	Opportunities for young people to be supported	0.53
Ease of access using your preferred mode of transport	87%	Places to walk your dog	4.02	Local government is showing leadership in protecting Bayside's environment and developing plans for a sustainable future	0.52
You can live close to services, shopping strips and public transport	86%	Places to play sport and be physically active	3.94	People with a disability can easily access their community and services	0.52
Local government is showing leadership in protecting Bayside's environment and developing plans for a sustainable future	85%	Opportunities to socialise or meet with friends	3.89	Older adults receive the support they need to maintain their independence	0.50
Overall cleanliness and appearance of Bayside	85%			Ability of the stormwater system/drains being adequate to prevent flooding during major storm events	0.50

Scale: Satisfaction 1 = not at all satisfied, 5 = very satisfied Investment -1 = less investment, +1 = more investment



Priority, Satisfaction and Investment

1. Key Thematic Areas

The following slide is a 3 dimensional mapping of the 'themes' of the 40 lifestyle areas that residents were asked to rate as a priority, their satisfaction with these areas, and the level of investment they wish Council to expend on each.

Priority is mapped to the 'y axis', and satisfaction to the 'x axis'. The size of the bubble indicates the level of investment that residents would like spent in each area. This investment mean is also used to colour code the measures into three investment groups:

- 'Gold' investment (significantly above the average desired investment)
- 'Silver' investment (within standard error of the average desired investment)
- 'Bronze' investment (significantly below the average desired investment)

Summary

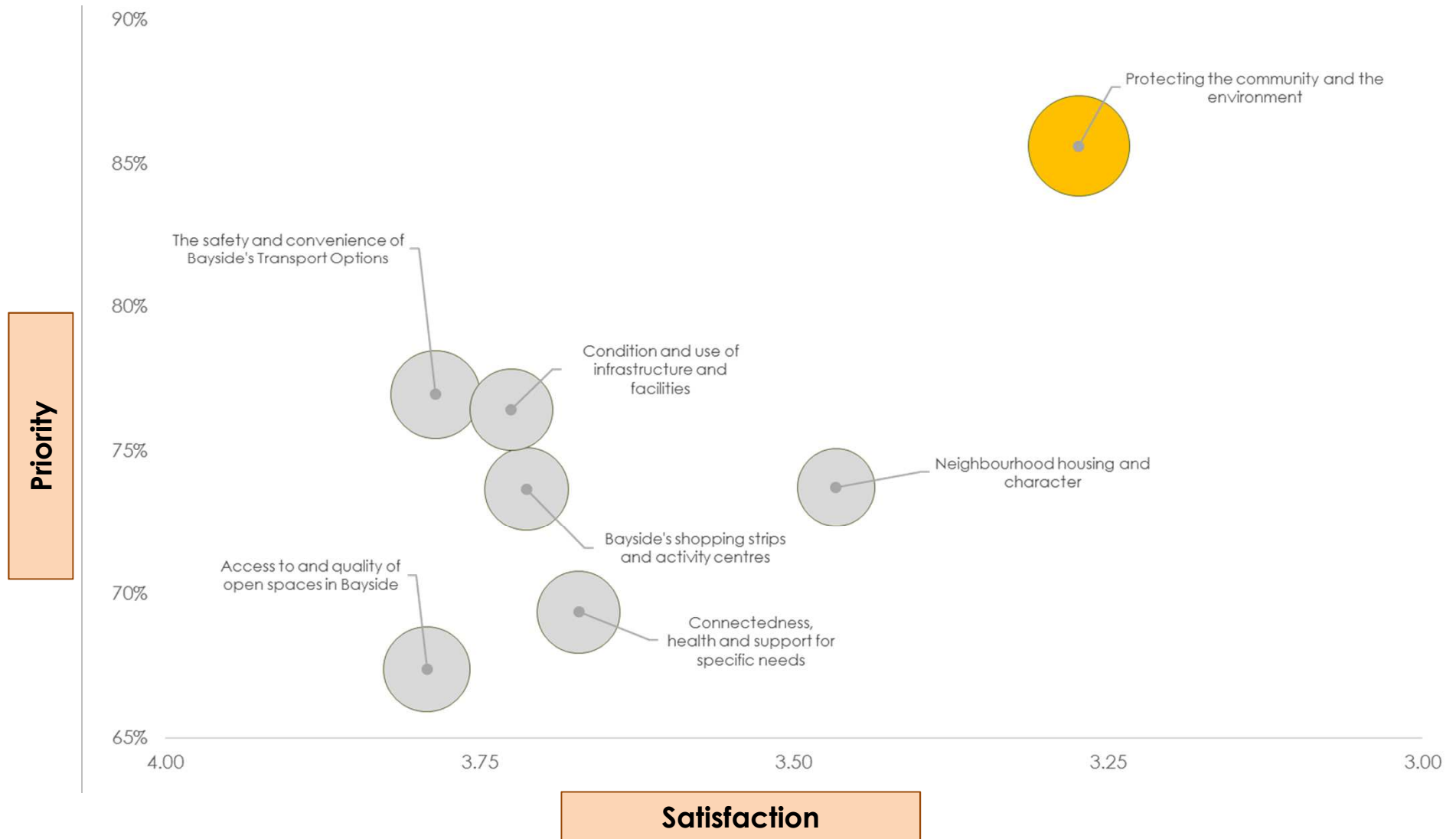
The result for the themes in this map indicate that, overall, the categories that fall under 'protecting the community and the environment' are of the highest priority to the community, and considered most in need of attention from Council in the form of investment. Satisfaction is lowest for this area.

'The safety and convenience of Bayside's transport options', 'Bayside's shopping strips and activity centres', and 'the condition and use of infrastructure and facilities', are similar in the 3 measures, whilst 'neighbourhood housing and character', although comparable in priority and investment, was rated significantly lower in satisfaction.

'Access to and quality of open spaces', and 'connectedness, health and support for specific needs' were considered lower priorities, but judged to be doing relatively well concerning residents' satisfaction and level of investment required.



Satisfaction & Investment – Key Thematic Areas

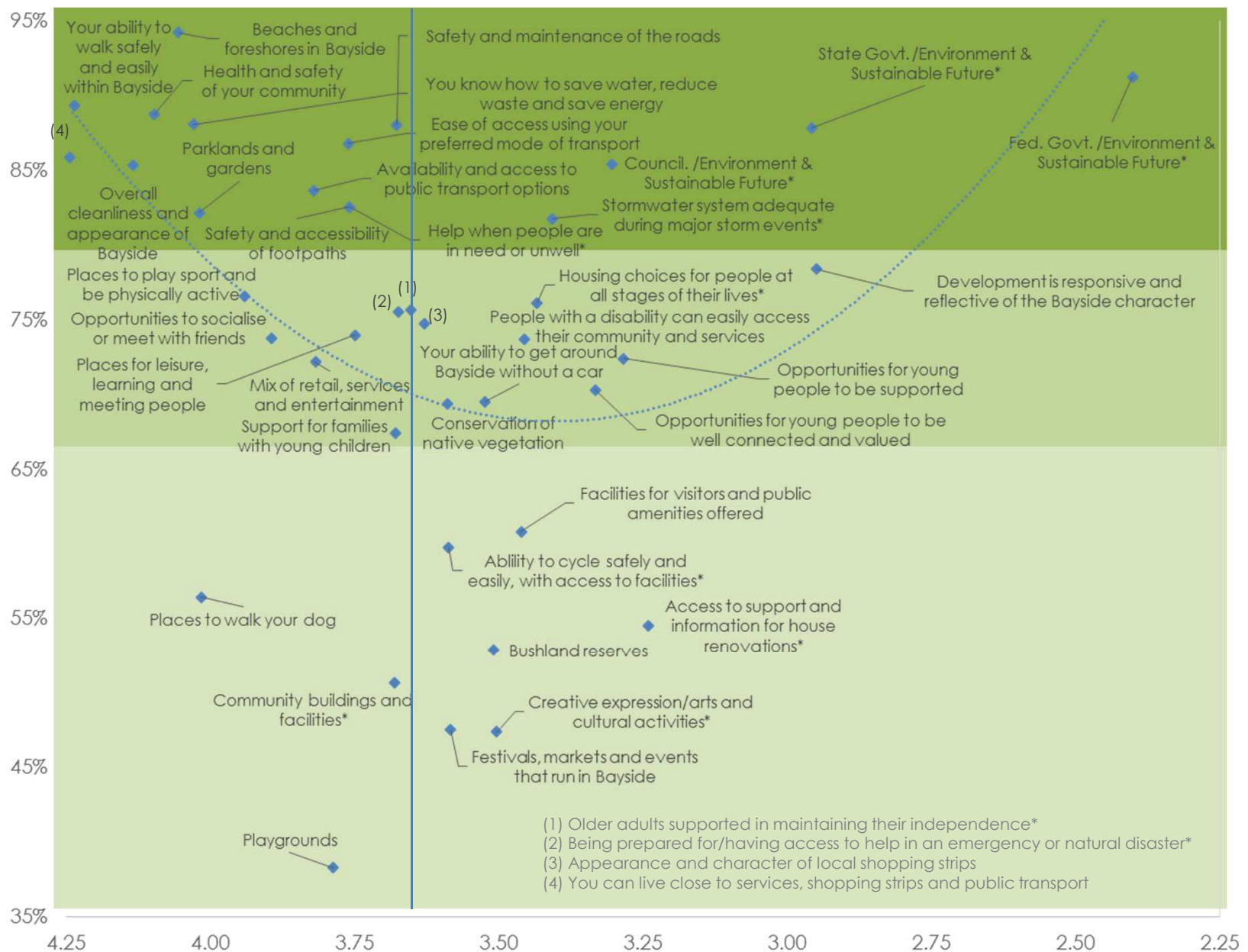


Overall, 'protecting the community and the environment' was the area that residents considered the highest priority, were least satisfied with, and the majority deemed in need of 'more investment'



This chart presents the priorities divided into high, medium and low, with the satisfaction divided at the average mean of 3.64

Priority vs. Satisfaction



Priority, Satisfaction, and Investment

2. Indicators

Using the same principle as for the key thematic areas, the following slides break down all 40 measures into three priority groups:

- 'High' priority (significantly above the average stated priority)
- 'Secondary' priority (within standard error of the average stated priority)
- 'Tertiary' priority (significantly below the average stated priority)

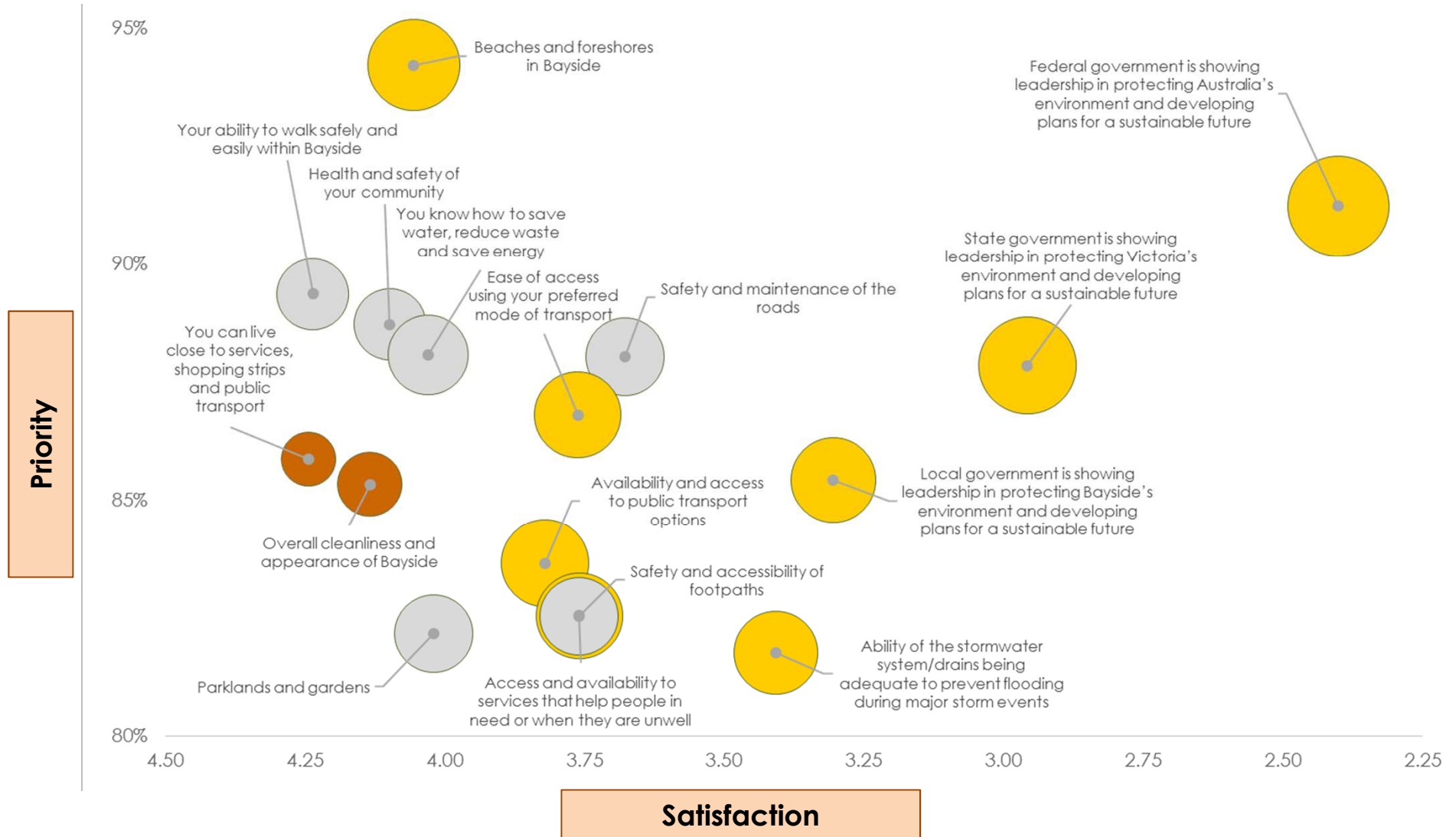
Summary

High Priority Measures

- There are several categories that have been nominated by residents as 'high' priorities in need of 'more investment', with 'beaches and foreshores in Bayside', and the Federal and State governments 'showing leadership in protecting Australia's environment and developing plans for a sustainable future' at the forefront
- 'Beaches and foreshores in Bayside' was rated with relatively high satisfaction, reiterating its value to the locals as an important contributor to their lifestyle.
- Whilst 'you can live close to services, shopping strips and public transport' and 'overall cleanliness and appearance of Bayside' were rated as high priorities, residents rated them highly in satisfaction, with the majority indicating their level of investment should remain 'the same'



Satisfaction & Investment – High Priority Measures



The areas the community have indicated as needing the most attention relate to Council's advocacy role in the Federal and State governments showing more leadership in protecting Australia's environment and developing plans for a sustainable future

Priority, Satisfaction, and Investment

2. Indicators

Summary

Secondary Priority Measures

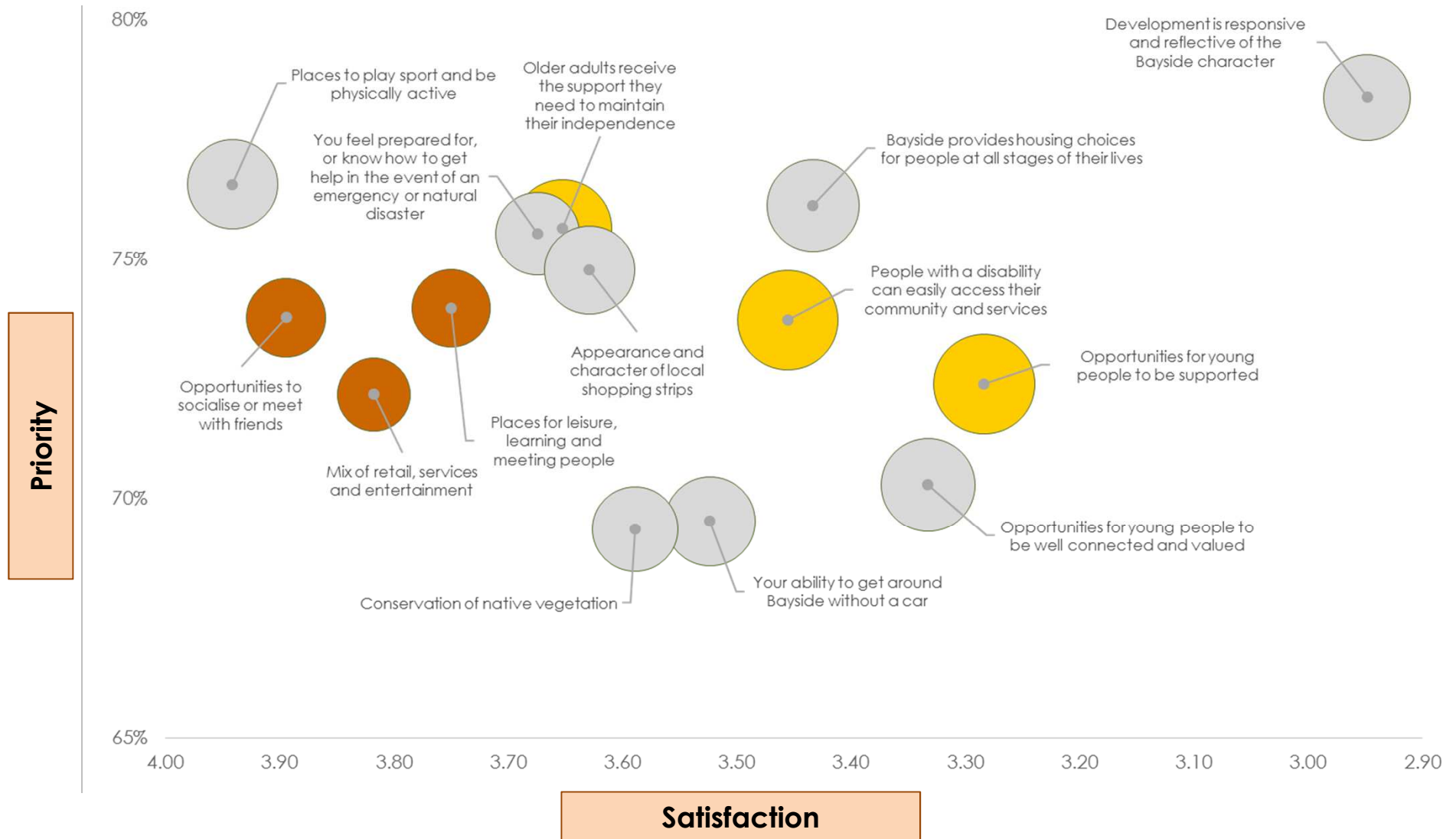
- Whilst 3 of these priorities stood out as being in need of 'more investment', supporting young people, the elderly, and those with a disability, the criterion 'development is responsive and reflective of the Bayside character' was notably low in satisfaction
- Social characteristics such as meeting friends, places for leisure, learning and meeting people, and the mix of retail, services, and entertainment were areas that residents were relatively satisfied with, and regarded as not being in need of further investment

Tertiary Priority Measures

- As to be expected with lower priorities, these categories are at the lower end of the scale when it comes to investment, with 7 of the 10 exhibiting significantly lower than average results. They are also rated relatively well in satisfaction, further contributing to the confidence residents have in Council's handling of them

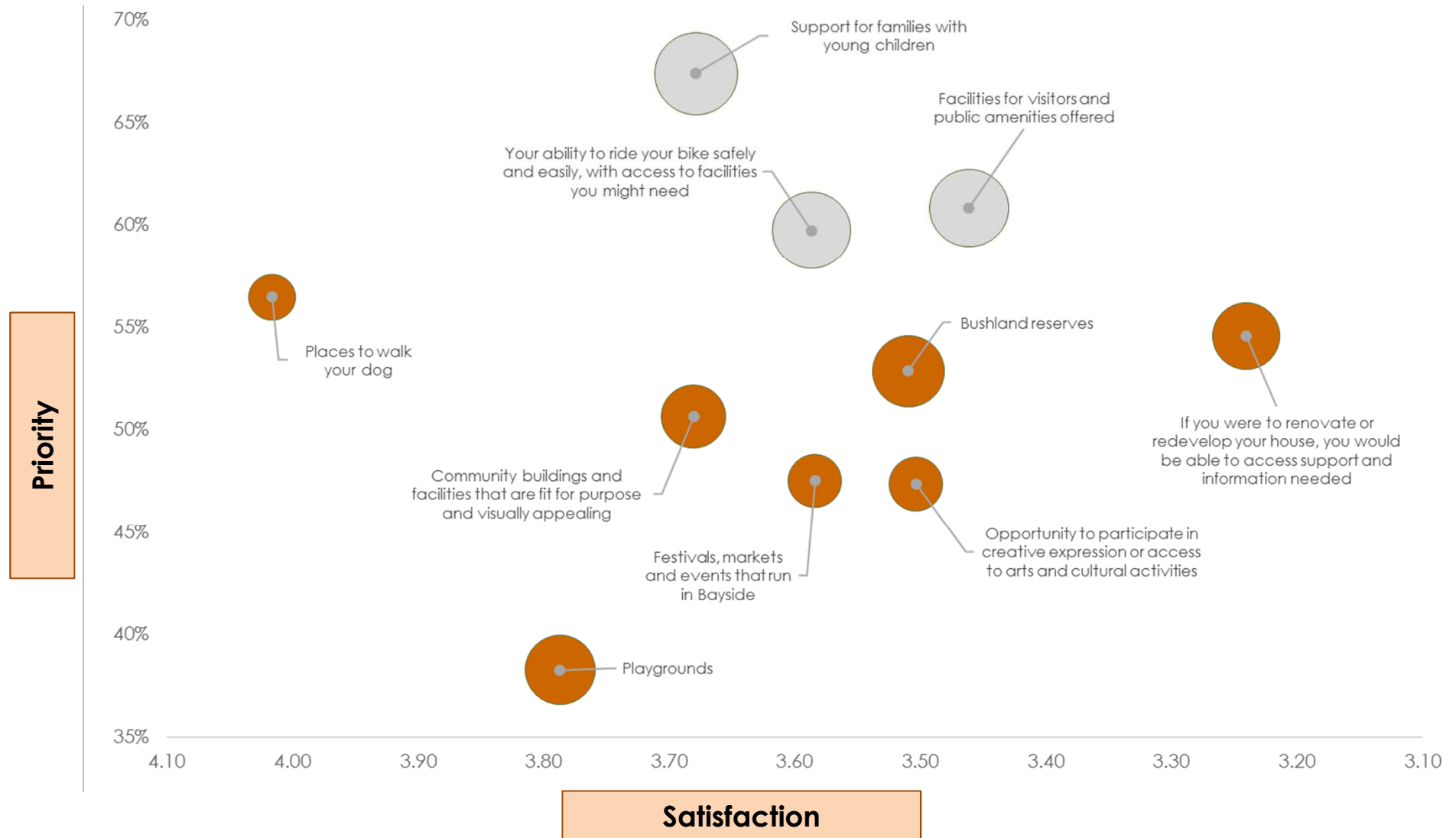


Satisfaction & Investment – Secondary Priority Measures



Whilst of a lower priority, overall, the community has shown an interest in investing in young people, older adults, and people with disabilities being able to access services

Satisfaction & Investment – Tertiary Priority Measures



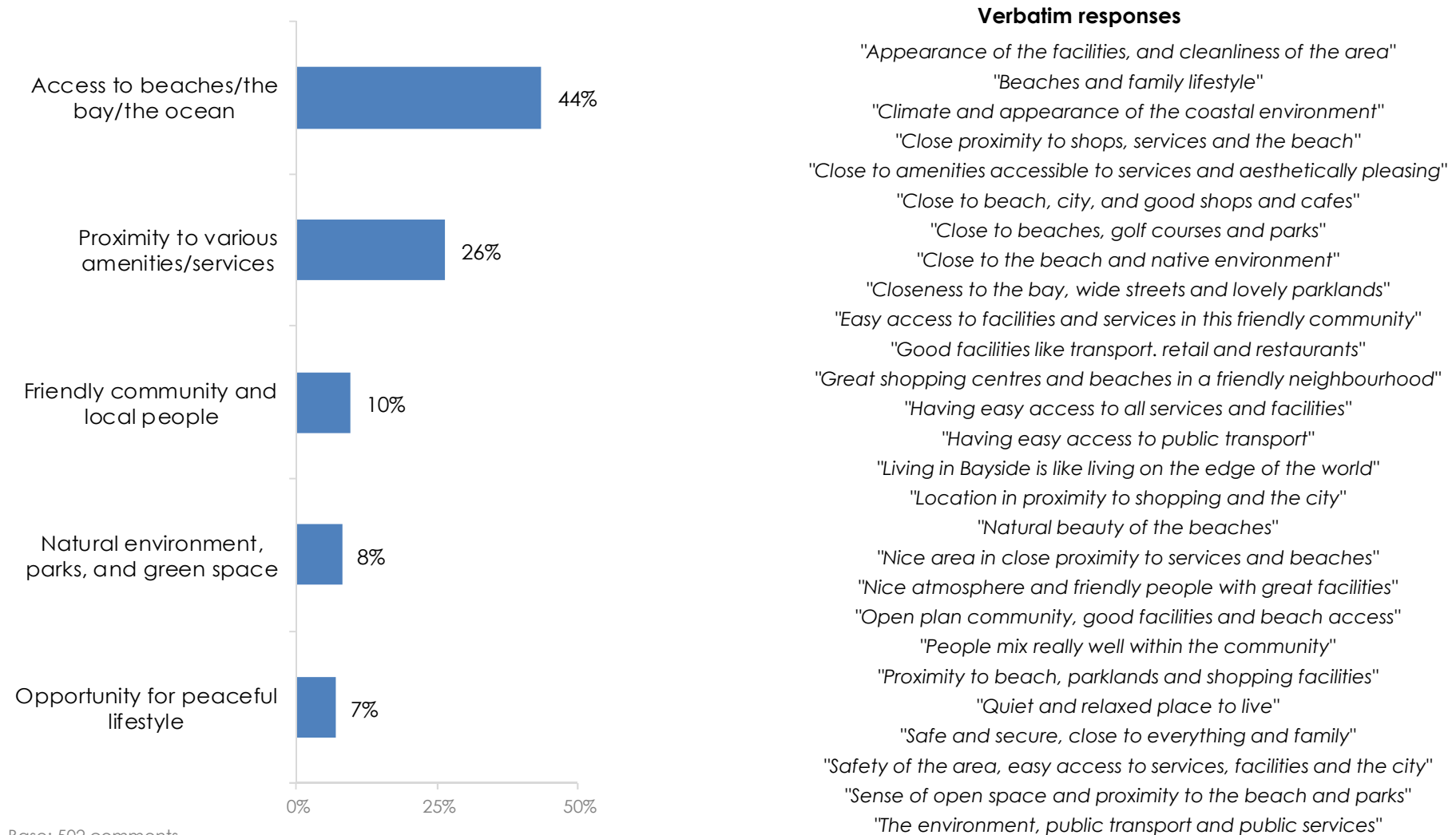
Whilst these areas are of a lower priority, satisfaction ranges from moderate to high, indicating that residents' needs are being met, resulting in less investment being called for

Detailed Results



Most Valued Aspects of Living in the Bayside Area

Q1a. Thinking generally about living in the Bayside area, what do you feel is the best thing about living here?



Residents most value their access to the coastline, followed by the proximity to various amenities/services in the area

Changes Suggested for Bayside in the Next 10 Years

Q1b. In the next 10 years is there anything you would change or would like to see changed in Bayside?

Verbatim responses

"Bayside council should rethink a lot of its town planning, stop approving housing on such small blocks of land"

"Cut down the number of multi-unit developments in the area"

"Improved and increased parking facilities"

"Improved footpath infrastructure"

"Improved public transport"

"Improved road and infrastructure to met the needs of the growing population"

"Less aggressive development of high-rise apartments causing congestion"

"Less development of high-rise buildings"

"Less high density housing developments"

"Limiting the amount of high density housing to preserve the unique character of Bayside"

"Maintaining low density housing in the area"

"More comprehensive maintenance program to streets, nature strips and footpaths"

"More encouragement from council for ratepayers and the community to take up renewable energy"

"More parking and access for residents in the areas of Brighton where building developments are taking place"

"More parking at shops and train stations"

"More parking options around schools and public buildings"

"More trees and better care for the environment"

"Need to deal with the traffic problems being caused by development"

"Overdevelopment particularly involving high-rise apartments"

"Plan for future development with long term vision"

"Planting of more trees in the local area"

"Preservation of the bushland against development"

"Provision and maintenance of local footpaths"

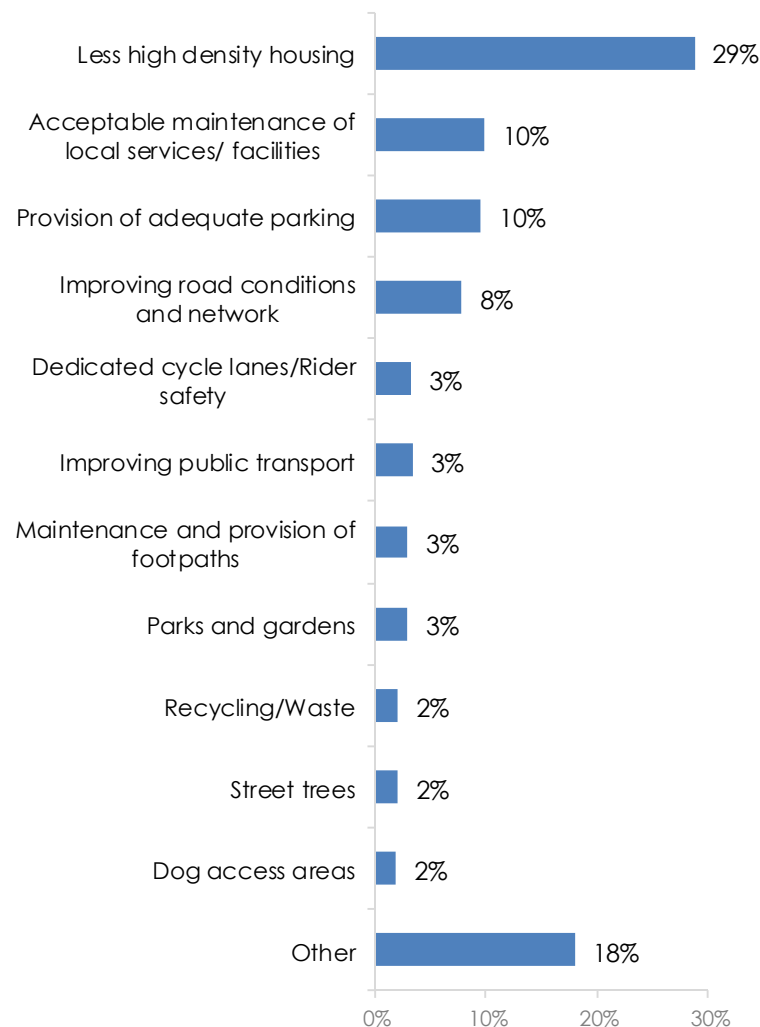
"Provision of better care for the parks and trees"

"Replacement of trees removed from the local area"

"Road maintenance"

"Sandringham village town centre needs to be regenerated to make more of the beachside lifestyle"

"Separate bike paths and walking paths"



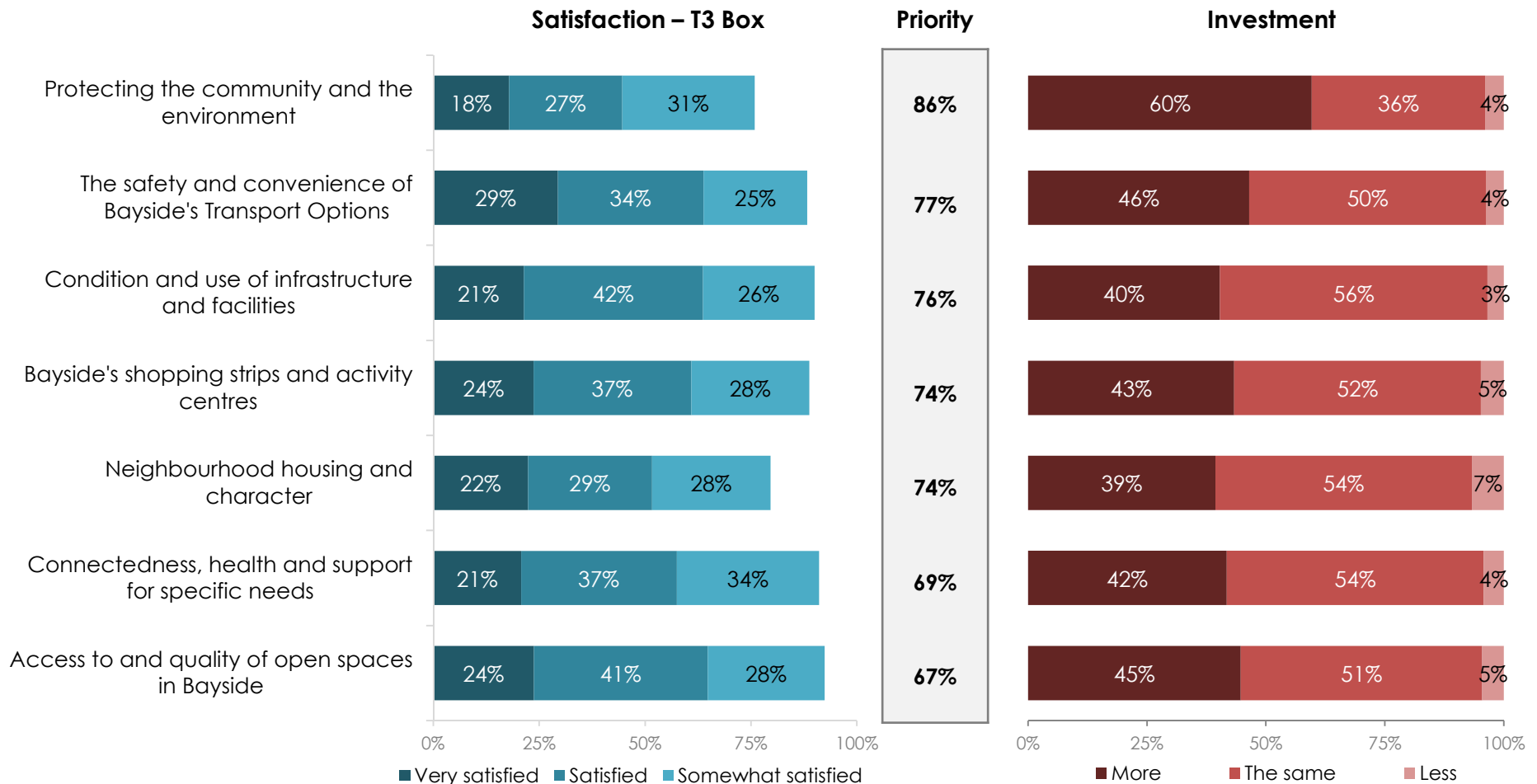
Base: 677 comments



High density housing is the predominant concern for Bayside residents

Aggregate Score Summary

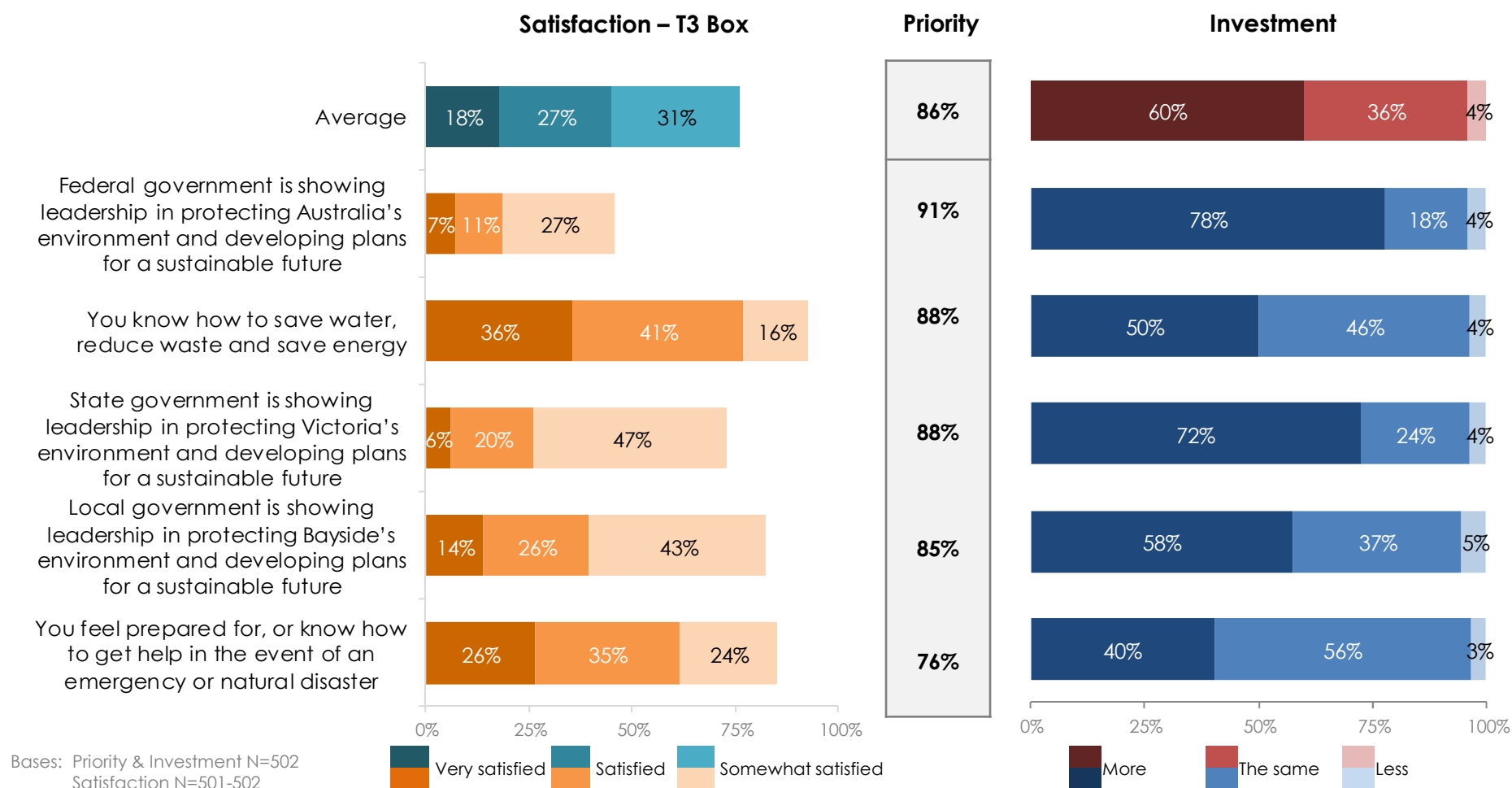
Q2a. Please indicate how satisfied you are with each experience, whether it is a priority for you/your household, and whether there should be more, the same or less investment into these areas.



'Protecting the community and the environment' was the area that residents felt was the highest priority, however, satisfaction was lowest at 76% T3 Box resulting in the highest suggested increase in investment at 60%

Protecting the Community and the Environment

Q2f. Thinking about your role in protecting yourself and the environment, please indicate how satisfied you are with each, whether it is a priority for you/your household, and whether there should be more, the same or less investment into these areas.



'The Federal Government showing leadership with the environment and sustainable future' was the highest priority for this group, with 78% feeling an increase in investment is warranted. The lowest T3 Box satisfaction was awarded to this category at 45%.

Overall, satisfaction within this area was moderate, with 76% at least 'somewhat supportive'

Protecting the Community and the Environment

Demographic Differences

Satisfaction

- Those aged 70-84 were more satisfied that 'you know how to save water, reduce waste and save energy' (4.38 cf. 4.03)
- Those aged 85+ were more satisfied that 'you feel prepared for, or know how to get help in the event of an emergency or natural disaster' (4.34 cf. 3.67)
- Those who have lived in the area for 11-20 years were more satisfied that 'you feel prepared for, or know how to get help in the event of an emergency or natural disaster' (4.02 cf. 3.67)
- Families with children aged 5-17 at home were less satisfied that the 'State government is showing leadership in protecting Australia's environment and developing plans for a sustainable future' (2.62 cf. 2.96)

Priorities

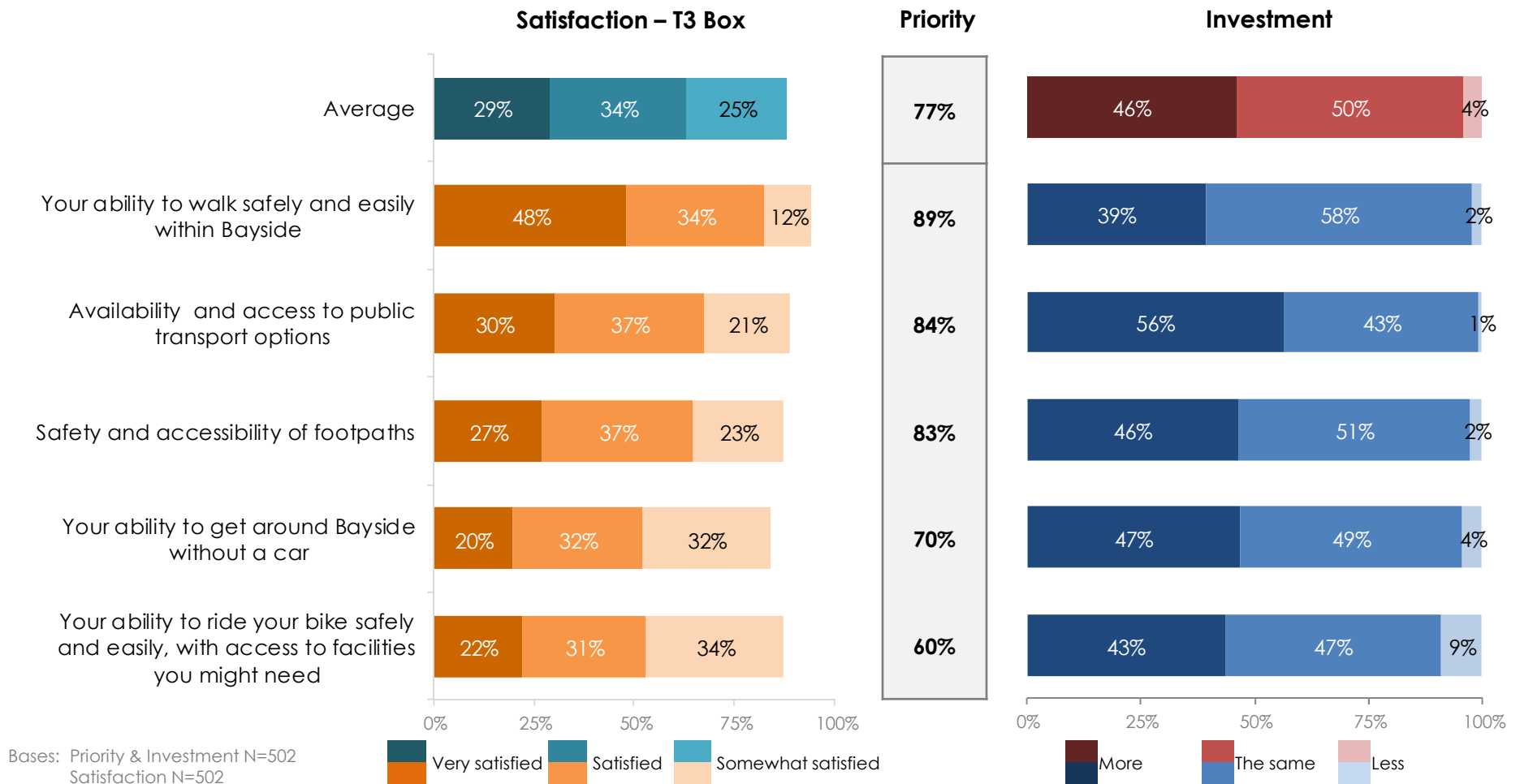
There were no significant differences in priorities.

Investment

- Females believe more should be invested in 'you feel prepared for, or know how to get help in the event of an emergency or natural disaster' (.46 cf. .37)
- Cheltenham residents feel more should be invested in 'State government is showing leadership in protecting Victoria's environment and developing plans for a sustainable future' (.92 cf. .69)
- Residents in Highett believe more should be invested in 'Federal government is showing leadership in protecting Australia's environment and developing plans for a sustainable future' (.97 cf. .74)
- Shared householders believe less should be invested in 'local government is showing leadership in protecting Bayside's environment and developing plans for a sustainable future' (.00 cf. .52)

The Safety and Convenience of Bayside's Transport Options

Q2c. Considering the safety and convenience of Bayside's Transport Options, please indicate how satisfied you are with each experience, whether it is a priority for you/your household, and whether there should be more, the same or less investment into these areas.



The 'ability to walk safely and easily within Bayside' was the highest priority of these categories at 89%, however, the majority felt that the investment should be 'the same'. Satisfaction was very high at 94% T3 Box.

Overall, satisfaction was high for this area, with 88% stating they were at least 'somewhat satisfied' 30

The Safety and Convenience of Bayside's Transport Options

Demographic Differences

Satisfaction

- Those aged 18-24 were more satisfied with 'safety and accessibility of footpaths' (4.32 cf. 3.76), but those aged 50-59 were less satisfied with this criteria (3.41 cf. 3.76)
- Sandringham residents were more satisfied with 'safety and accessibility of footpaths' (4.17 cf. 3.76)
- Shared households of unrelated people were more satisfied with 'safety and accessibility of footpaths' (4.86 cf. 3.76), while couples with no children at home were significantly less satisfied (3.46 cf. 3.76)
- Southern residents were significantly more satisfied with the 'safety and accessibility of footpaths' (4.00 cf. 3.76) but significantly less satisfied with the 'availability and access to public transport options' (3.53 cf. 3.82)

Priorities

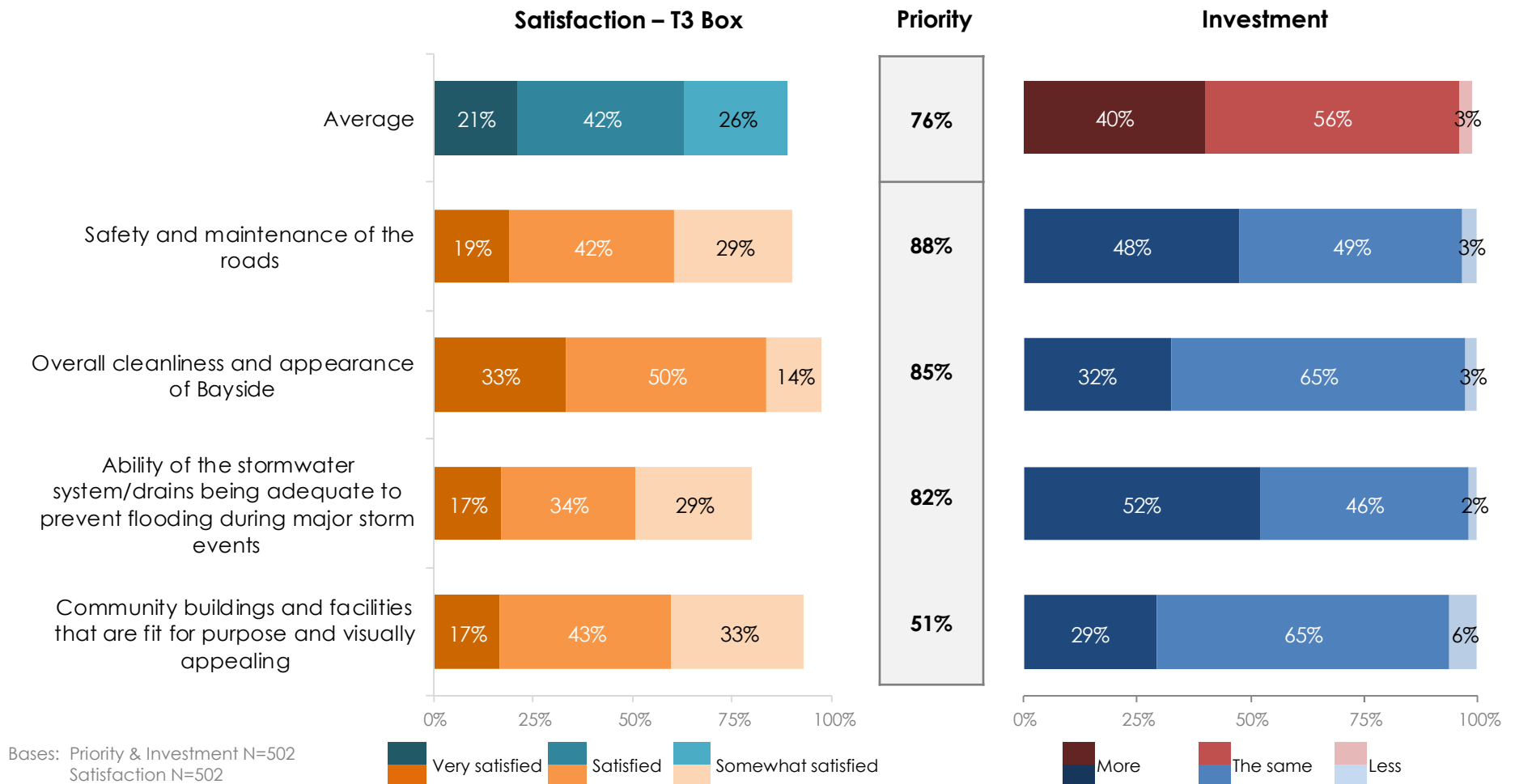
- Those aged 70-84 considered 'your ability to ride your bike safely and easily, with access to facilities you might need' a lower priority (42% cf. 60%)
- Single people living alone considered 'your ability to ride your bike safely and easily, with access to facilities you might need' a lower priority (39% cf. 60%)
- Northern residents considered 'safety and accessibility of footpaths' a higher priority (90% cf. 83%), whilst Central residents found this to be a lower priority (71% cf. 83%) along with 'availability and access to public transport options' (73% cf. 84%)

Investment

- Those aged 85+ believe there should be more investment in 'safety and accessibility of footpaths' (.86 cf. .44), whilst those aged 18-24 indicated there should be less (.10 cf. .44)
- Females believe there should be more investment in 'your ability to walk safely and easily within Bayside' (.47 cf. .37)
- Families with children 18 and older at home, and those living in shared households of unrelated people believe there should be less investment in 'your ability to walk safely and easily within Bayside' (.23 and .05 cf. .37)
- Couples with no children at home want more investment in 'safety and accessibility of footpaths' (.61 cf. .44), whilst those in shared households want less (.05 cf. .44)

Condition and Use of Infrastructure and Facilities

Q2d. Thinking about the different types of infrastructure and facilities you may use across Bayside, are they in good condition and do they meet your needs? Please indicate how satisfied you are with each, whether it is a priority for you/your household, and whether there should be more, the same or less investment into these areas.



Whilst 'safety and maintenance of the roads' was the highest priority, residents felt the highest investment should be into stormwater systems being adequate to prevent flooding. Satisfaction was highest with 'overall cleanliness and appearance of Bayside' at 97% T3 Box.

Overall, satisfaction was high within this area, with 89% being at least 'somewhat satisfied'

Condition and Use of Infrastructure and Facilities

Demographic Differences

Satisfaction

- Those aged 18-24 were more satisfied with the 'overall cleanliness and appearance of Bayside' (4.53 cf. 4.13)
- Those aged 50-59 were less satisfied with the 'safety and maintenance of the roads' (3.35 cf. 3.68)
- Ratepayers were significantly less satisfied with the 'overall cleanliness and appearance of Bayside' (4.05 cf. 4.13)
- Southern residents were significantly more satisfied with the 'ability of the stormwater system/drains being adequate to prevent flooding during major storm events (3.77 cf. 3.41), and with 'safety and maintenance of the roads' (3.93 cf. 3.68), whilst Central residents were significantly less satisfied with the latter (3.44 cf. 3.68)

Priorities

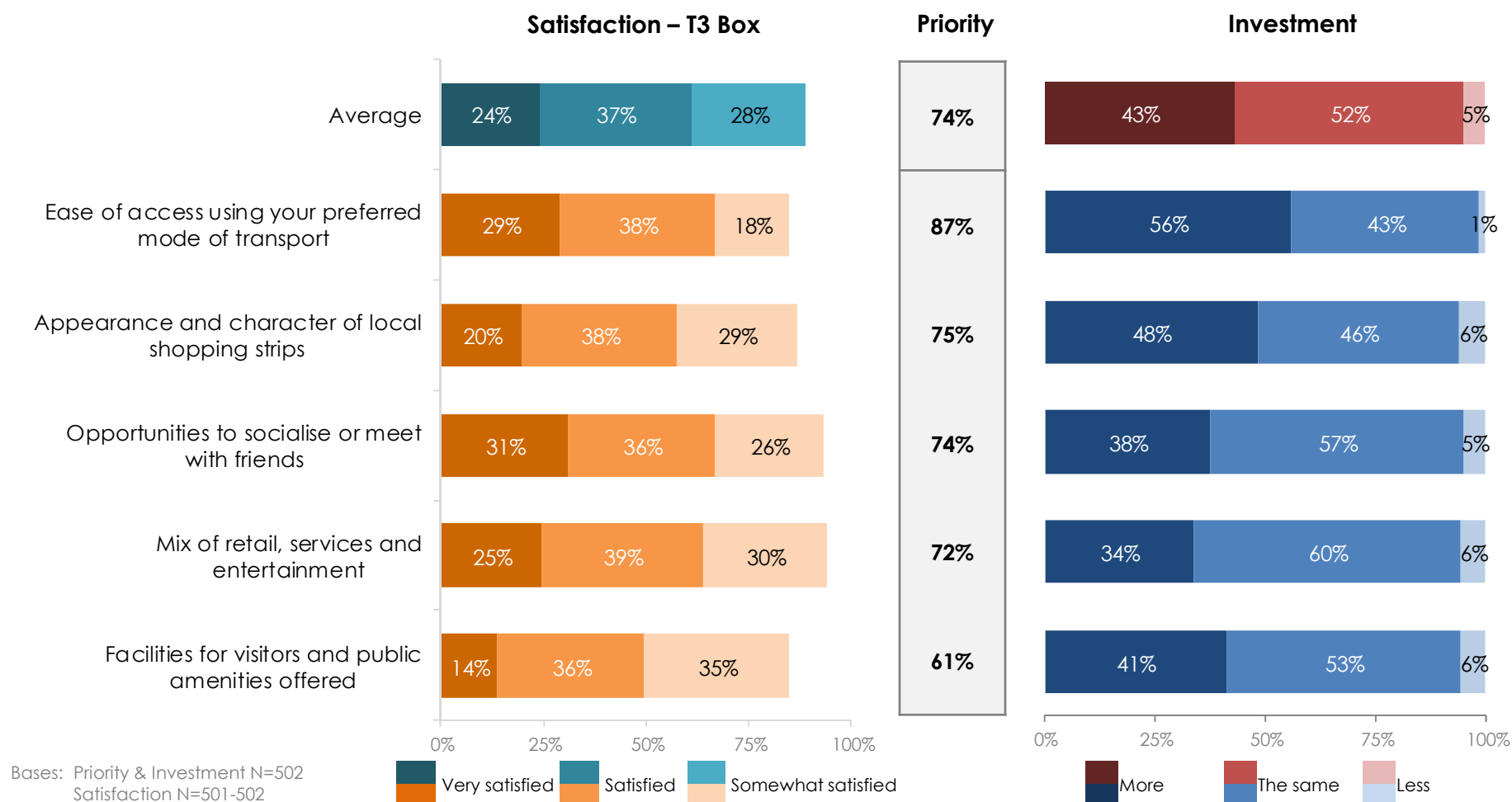
There were no significant differences in priorities.

Investment

- Cheltenham residents felt there should be more investment in the 'safety and maintenance of the roads' (.85 cf. .44)
- Central residents indicated there was a need for more investment in 'safety and maintenance of the roads' (0.57 cf. 0.44), whilst Southern residents considered this a less worthy recipient of investment (0.29 cf. 0.44), along with the 'ability of the stormwater system/drains being adequate to prevent flooding during major storm events' (0.37 cf. 0.50)

Bayside's Shopping Strips and Activity Centres

Q2b. Considering Bayside's Shopping Strips and Activity Centres, please indicate how satisfied you are with each experience, whether it is a priority for you/your household, and whether there should be more, the same or less investment into these areas.



'Ease of access using your preferred mode of transport' was awarded the highest priority in this group, also attracting the highest spend increase. Satisfaction with this criteria was high at 85% T3 Box. Satisfaction overall within this area was high, with 89% at least 'somewhat satisfied'

Bayside's Shopping Strips and Activity Centres

Demographic Differences

Satisfaction

- Females were significantly more satisfied with 'opportunities to socialise or meet with friends' (4.07 cf. 3.89)
- Those aged 50-59 were significantly less satisfied with the 'appearance and character of local shopping strips (3.31 cf. 3.63)
- Those aged 25-39 were significantly less satisfied with 'opportunities to socialise or meet with friends' (3.38 cf. 3.89)
- Brighton residents were significantly more satisfied with the 'mix of retail, services and entertainment' (4.13 cf. 3.82), whilst those living in Hampton were less satisfied with 'facilities for visitors and public amenities offered' (3.03 cf. 3.46). Sandringham residents were less satisfied with the 'appearance and character of local shopping strips (3.19 cf. 3.63)
- Those who have lived in the area for less than 2 years were significantly more satisfied with 'facilities for visitors and amenities offered' (4.05 cf. 3.46)
- Residents living in shared households were significantly more satisfied with 'facilities for visitors and amenities offered (4.00 cf. 3.46)
- Northern residents were significantly more satisfied with the 'mix of retail, services and entertainment' (4.11 cf. 3.82), whilst Southern residents were significantly less satisfied (3.57 cf. 3.82)

Priorities

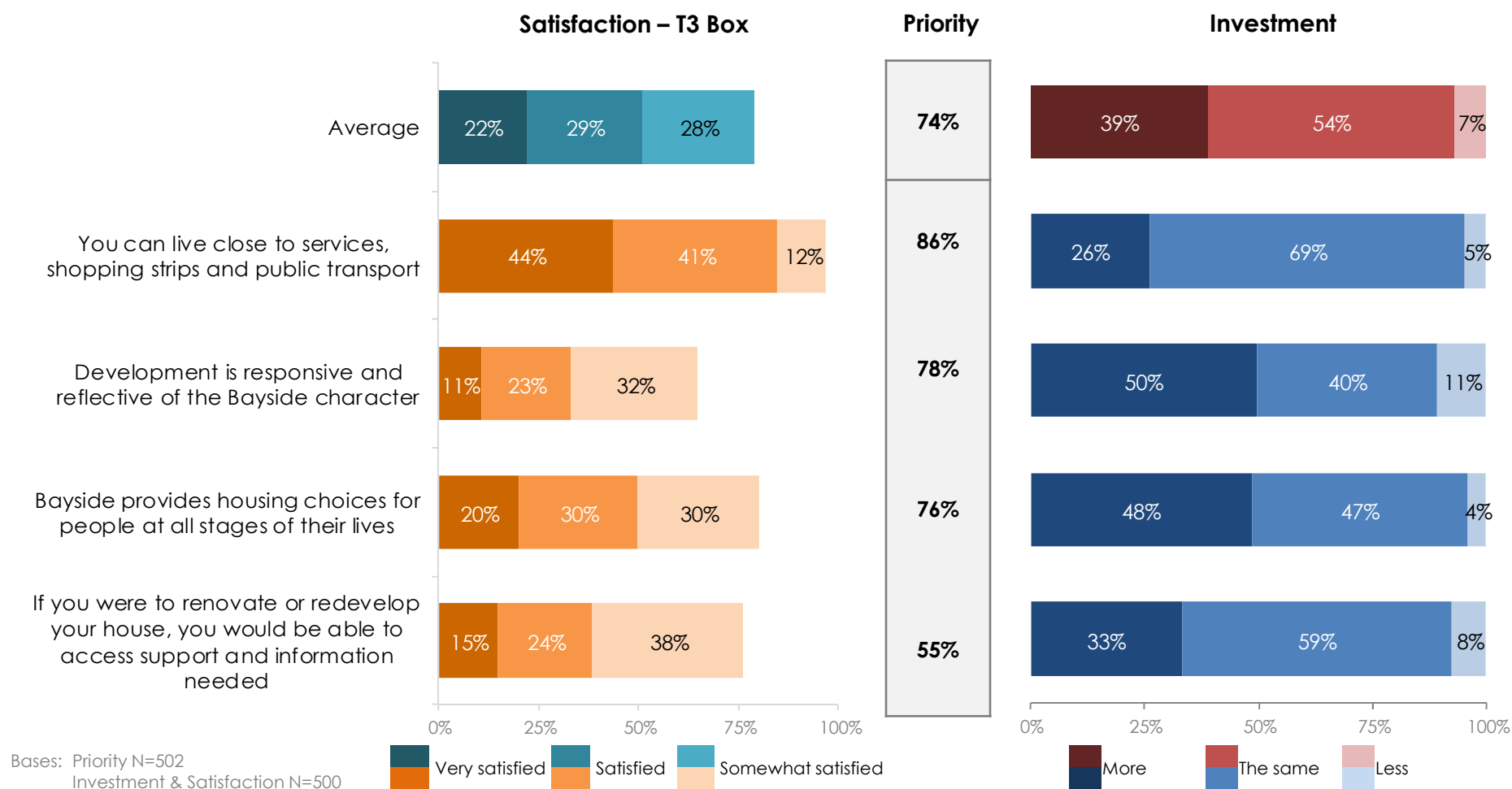
There were no significant differences for priorities.

Investment

- Those aged 25-39 wanted more investment in 'opportunities to socialise or meet with friends' (.71 cf. .33), while those aged 50-59 wanted less investment (.17 cf. .33)
- Females wanted more investment in 'facilities for visitors and public amenities offered' (.45 cf. .35)
- Those who have lived in the area for 2-5 years want more investment in 'opportunities to socialise or meet with friends' (.68 cf. .33), but less for 'facilities for visitors and public amenities offered' (.13 cf. .35)
- Residents of more than 20 years standing wanted less investment for the 'appearance and character of local shopping strips' (.30 cf. .42) and for the 'mix of retail, services and entertainment' (.18 cf. .28)
- Single persons living alone would like more investment in 'facilities for visitors and public amenities offered' (.56 cf. .35)

Neighbourhood Housing and Character

Q2g. Thinking about your home and the housing types and character in your neighbourhood, please indicate how satisfied you are with each, whether it is a priority for you/your household, and whether there should be more, the same or less investment into these areas.



The fact that 'you can live close to services, shopping strips and public transport' was the most important of the criteria in this group, although 69% were happy for investment into this area to stay 'the same'. A result surely of the 97% who rated their satisfaction in the T3 Box.

Overall, satisfaction was moderate with this area, with 79% at least 'somewhat satisfied'

Neighbourhood Housing and Character

Demographic Differences

Satisfaction

- Residents aged 18-24 were more satisfied that 'development is responsive and reflective of the Bayside character'
- Residents aged 40-49 were more satisfied that 'Bayside provides housing choices for people at all stages of their lives' (3.88 cf. 2.95)
- Those aged 50-59 were less satisfied that 'development is responsive and reflective of the Bayside character' (2.58 cf. 2.95)
- Residents from Brighton East were less satisfied that 'you can live close to services, shopping strips and public transport' (3.79 cf. 4.24)
- Those who have lived in the area for 11-20 years were more satisfied that 'Bayside provides housing choices for people at all stages of their lives'

Priorities

- 'Development is responsive and reflective of the Bayside character' is a higher priority for those aged 60-69 (92% cf. 78%), but less so for those aged 18-24 (40% cf. 78%)

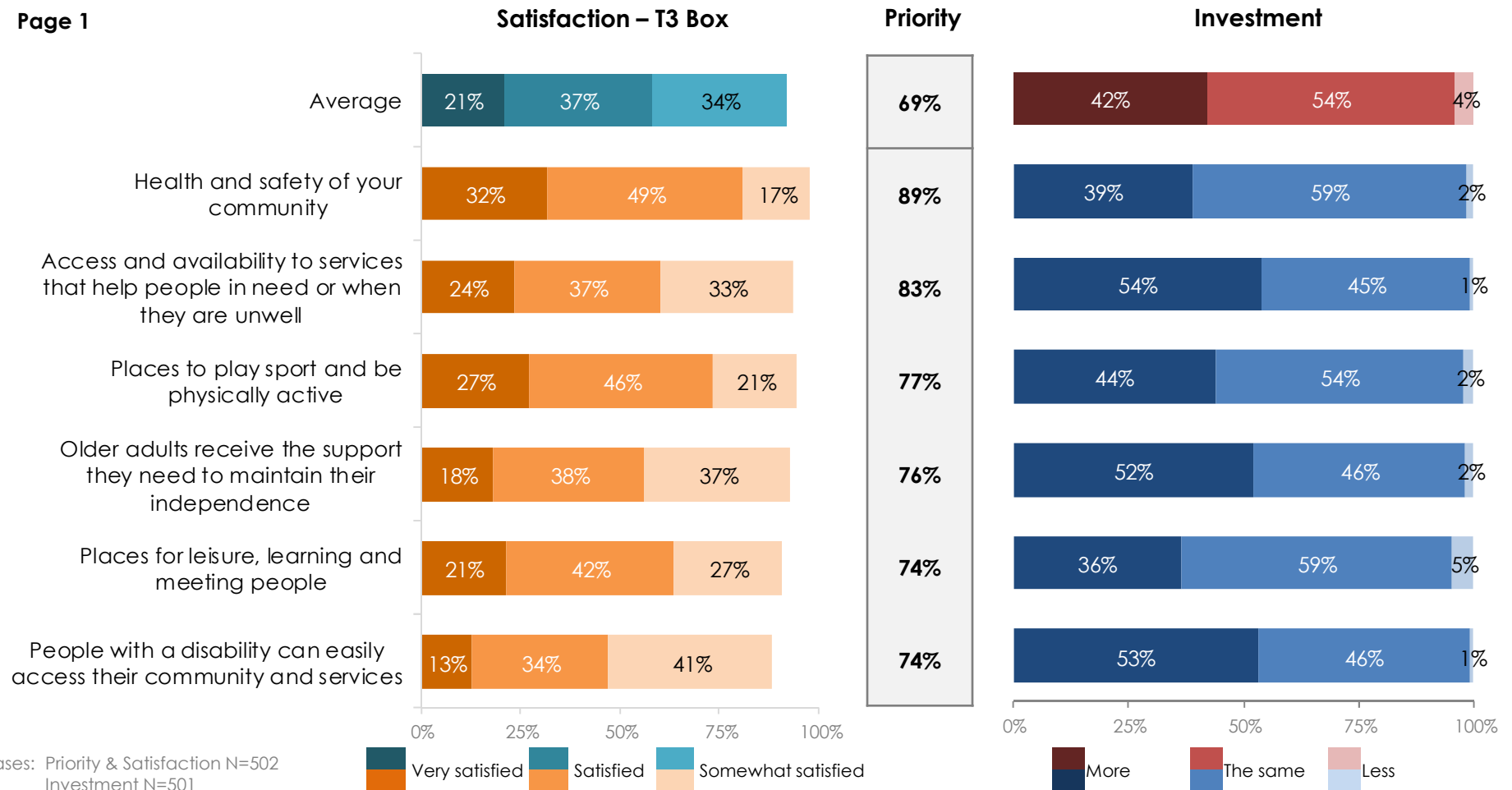
Investment

- Those aged 50-59 believe more should be invested in 'development is responsive and reflective of the Bayside character' (.61 cf. .39), whilst those aged 18-24 think it should be less (-.03 cf. .39)
- Those aged 85+ think there should be a higher investment for 'you can live close to services, shopping strips and public transport' (.54 cf. .22)
- Ratepayers feel there should be more invested in 'development is responsive and reflective of the Bayside character' (.48 cf. .39)
- Shared householders believe there should be less investment for 'Bayside provides housing choices for people at all stages of their lives' (.00 cf. .44) and for 'development is responsive and reflective of the Bayside character' (.05 cf. .39)

Connectedness, Health and Support for Specific Needs

Q2e. Thinking about the Bayside Community, what do you think people need to be connected, healthy and supported for specific needs? Please indicate how satisfied you are with each, whether it is a priority for you/your household, and whether there should be more, the same or less investment into these areas.

Page 1



The 'health and safety of your community' struck a chord with residents, awarding this the highest priority in this area. The majority (59%) felt the current investment was sufficient, opting for the spend to remain the same. Satisfaction was also highest with this category, with 98% T3 Box.

Overall, satisfaction within this area was very high, with 92% at least 'somewhat satisfied'

Connectedness, Health and Support for Specific Needs

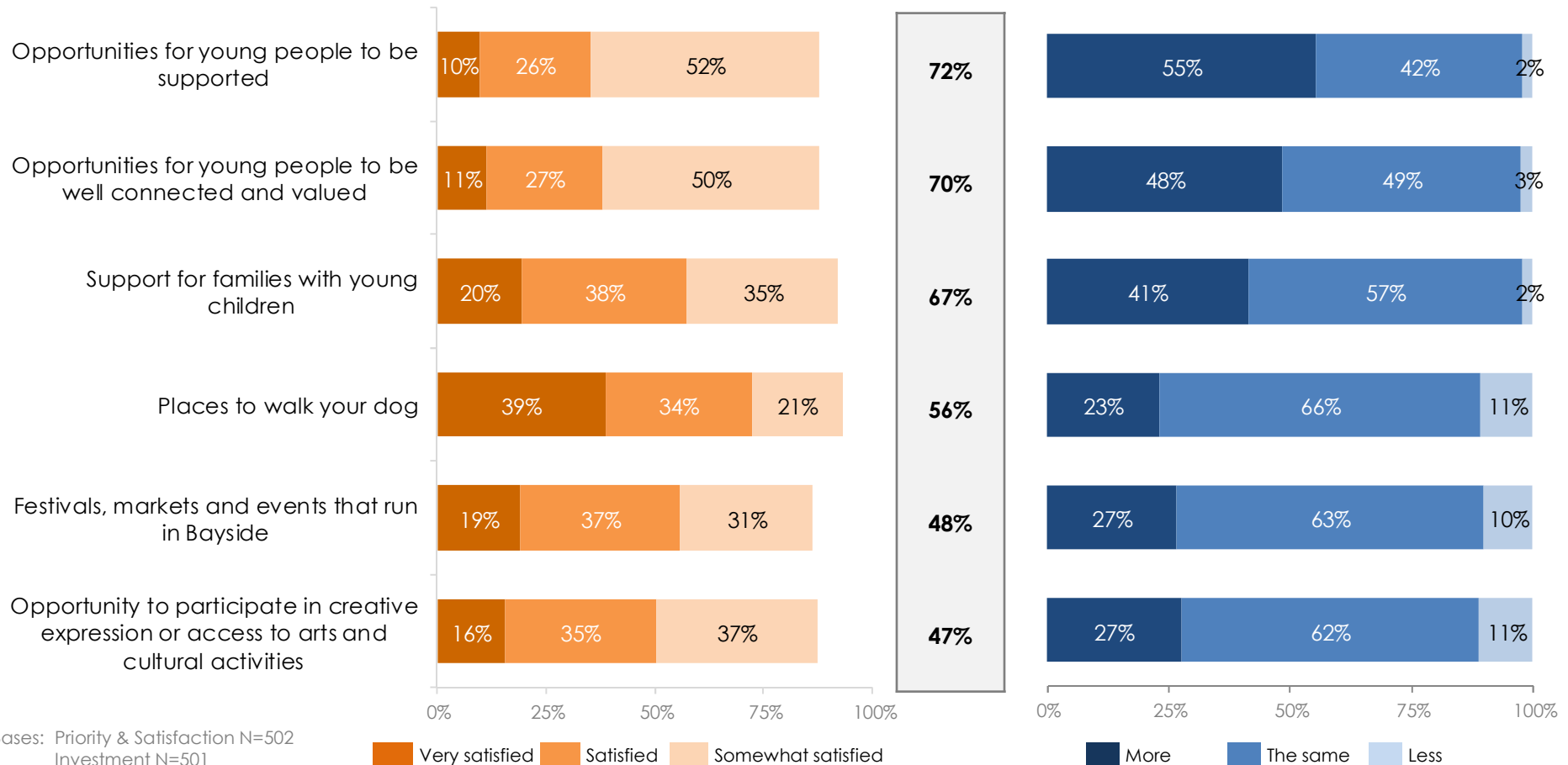
Q2e. Thinking about the Bayside Community, what do you think people need to be connected, healthy and supported for specific needs? Please indicate how satisfied you are with each, whether it is a priority for you/your household, and whether there should be more, the same or less investment into these areas.

Page 2

Satisfaction – T3 Box

Priority

Investment



Connectedness, Health and Support for Specific Needs

Demographic Differences

Satisfaction

- Those aged 85+ were more satisfied that 'older adults receive the support they need to maintain their independence' (4.34 cf. 3.65)
- Females were more satisfied with the 'festivals, markets and events that run in Bayside' (3.78 cf. 3.58)
- Families with children 18 and older at home were less satisfied with the 'festivals, markets and events that run in Bayside'
- Those living in shared households of unrelated people were significantly more satisfied with 'health and safety of your community' (4.91 cf. 4.10)

Priorities

- 'Older adults receive the support they need to maintain their independence' is more of a priority for those aged 85+ (92% cf. 76%)
- Females considered the 'health and safety of your community' (94% cf. 89%) and the 'opportunity to participate in creative expression or access to arts and cultural activities' (56% cf. 47%) to be higher priorities
- Those who have lived in the area for less than 2 years consider 'access and availability to services that help people in need or when they are unwell' a lower priority
- Those who have lived in the area for 6-10 years consider 'people with a disability can easily access their community and services' a lower priority (46% cf. 74%)
- Residents who have lived in the area for more than 20 years believe that 'older adults receive the support they need to maintain their independence' should be a higher priority
- Families with children aged 5-17 at home consider 'people with a disability can easily access their community and services' (57% cf. 74%) and 'older adults receive the support they need to maintain their independence' (58% cf. 76%) as lower priorities

Connectedness, Health and Support for Specific Needs

Demographic Differences

Priorities Cont'd

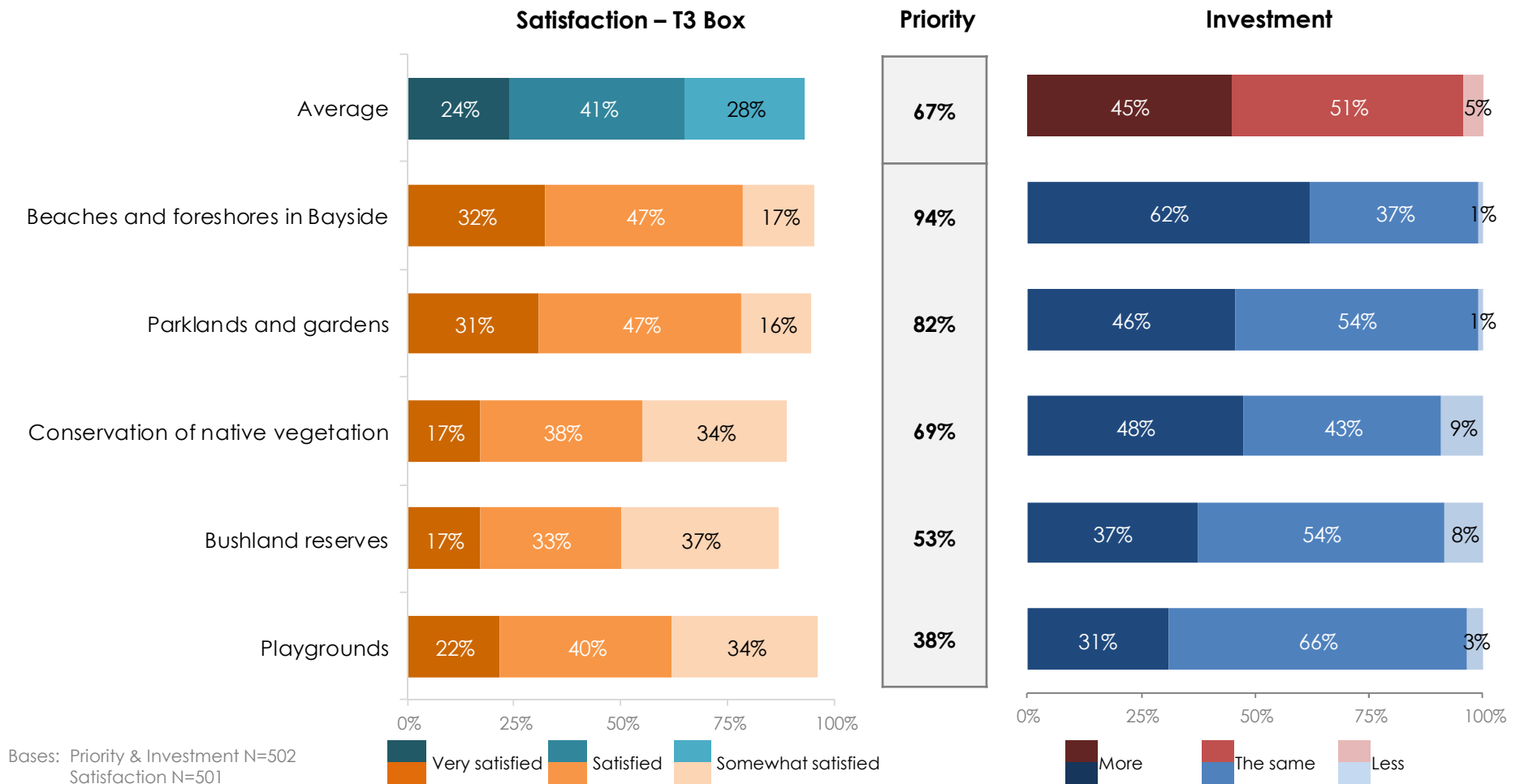
- Couples with no children at home regard 'opportunities for young people to be supported' as a lower priority (57% cf. 72%)
- Those living in shared households believe 'festivals, markets and events that run in Bayside' (96% cf. 48%) and the 'opportunity to participate in creative expression or access to arts and cultural activities' (91% cf. 47%) are more of a priority, but 'support for families with young children' (12% cf. 67%) as a significantly lower priority

Investment

- Females believe there should be more investment in 'older adults receive the support they need to maintain their independence' (.61 cf. .50) and the 'opportunity to participate in creative expression or access to arts and cultural activities' (.27 cf. .16)
- Cheltenham residents want more investment in the 'health and safety of your community' (.79 cf. .37)
- Those living in shared households of unrelated people believe 'places to walk your dog' (.86 cf. .12) and 'opportunities for young people to be supported' (.96 cf. .53) deserve more investment, whilst 'support for families with young children' (.05 cf. .39) deserves less
- Central residents indicated a need for more investment into 'opportunities for young people to be supported', whilst Northern residents felt the 'health and safety of your community' less worthy of investment (0.26 cf. 0.37)

Access to and Quality of Open Spaces in Bayside

Q2a. Considering access to and quality of Open Spaces in Bayside, please indicate how satisfied you are with each experience, whether it is a priority for you/your household, and whether there should be more, the same or less investment into these areas.



'Beaches and foreshores in Bayside' was the highest priority within this group, also attracting the highest spend increase. Satisfaction with this category was high at 96% T3 Box.
Satisfaction overall within this area was high, with an average of 93% at least 'somewhat satisfied'

Access to and Quality of Open Spaces in Bayside

Demographic Differences

Satisfaction

- Families/Single parents with children aged 5-17 at home were significantly more likely to be satisfied with 'playgrounds' (4.10 cf. 3.79)

Priorities

- Those aged 85+ were less likely to consider 'parklands and gardens' a priority (57% cf. 82%).
- Residents who had lived in the area for less than 2 years were less likely to consider 'bushland reserves' a priority (5% cf. 53%)
- Southern residents were significantly more likely than the average to prioritise 'bushland reserves' (65% cf. 53%), whilst Northern residents considered it less of a priority (43% cf. 53%)

Investment

- Southern residents followed through on their prioritisation of 'bushland reserves', stating there should be more investment into this area (0.44 cf. 0.29), whilst Northern residents were also consistent, with the suggestion of a lower than average investment (0.17 cf. 0.29)

Next Steps

The community engagement sessions that Bayside is conducting will allow Council to fully explore the community responses from this research program, and assist in providing a deeper understanding of the community's perspective and their reaction to the community priority areas.

Areas of enquiry could include:

- The future development of the Bayside LGA with regard to both the built and natural environments
- Expectations regarding the delivery of services, and the upkeep and renewal of local infrastructure
- Exploring community aspirations around sustainability, and understanding the expectation they have for Local Government's role in this area
- Understanding the advocacy role that the community desires from Local Government, on issues that impact on the community and affect the quality of local life, but are not the legislated responsibility of Council in terms of servicing, resourcing or investment



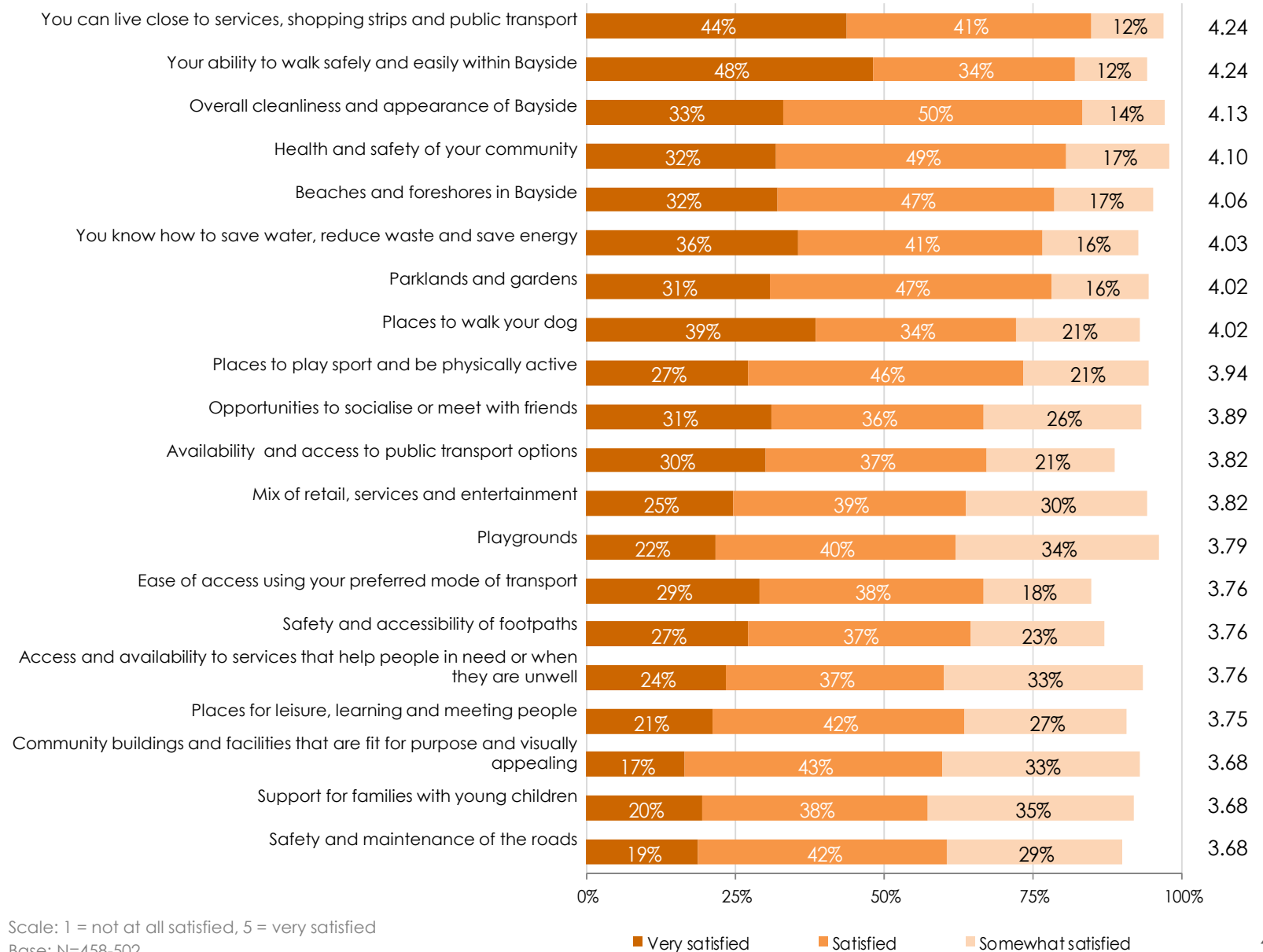
Appendix



Satisfaction

Q2 Thinking about your life in Bayside, please indicate how satisfied you are with each of the following.

Mean rating

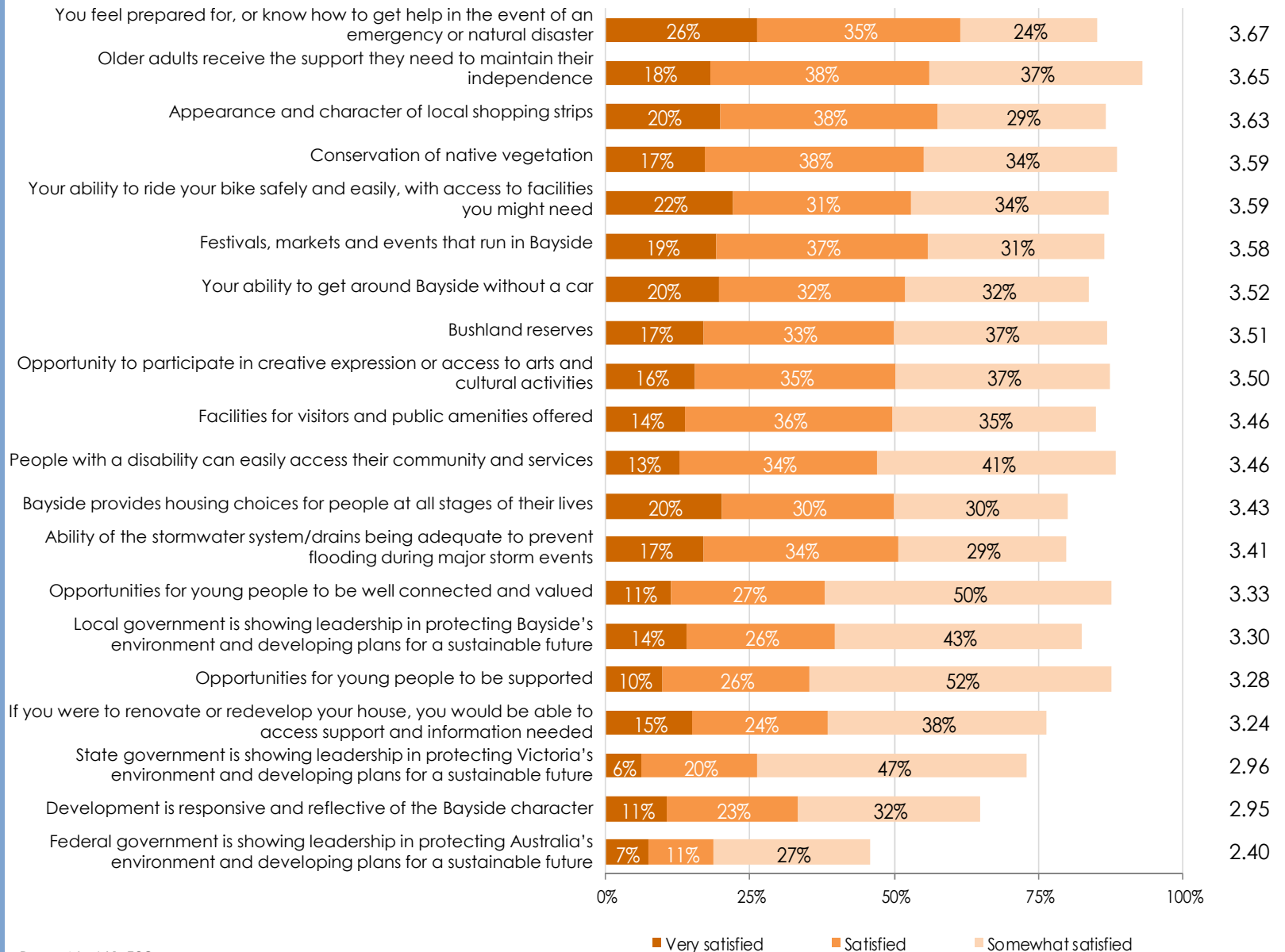


The highest satisfaction ratings were awarded for living close to services and amenities, and walking safely and easily through the LGA

Satisfaction

Q2 Thinking about your life in Bayside, please indicate how satisfied you are with each of the following.

Mean rating



Base: N=461-502

The lowest satisfaction rating was for 'Federal government is showing leadership in protecting Australia's environment and developing plans for a sustainable future'

Priorities

Q2 Thinking about your life in Bayside, please indicate which of the following are priorities for you/your household.

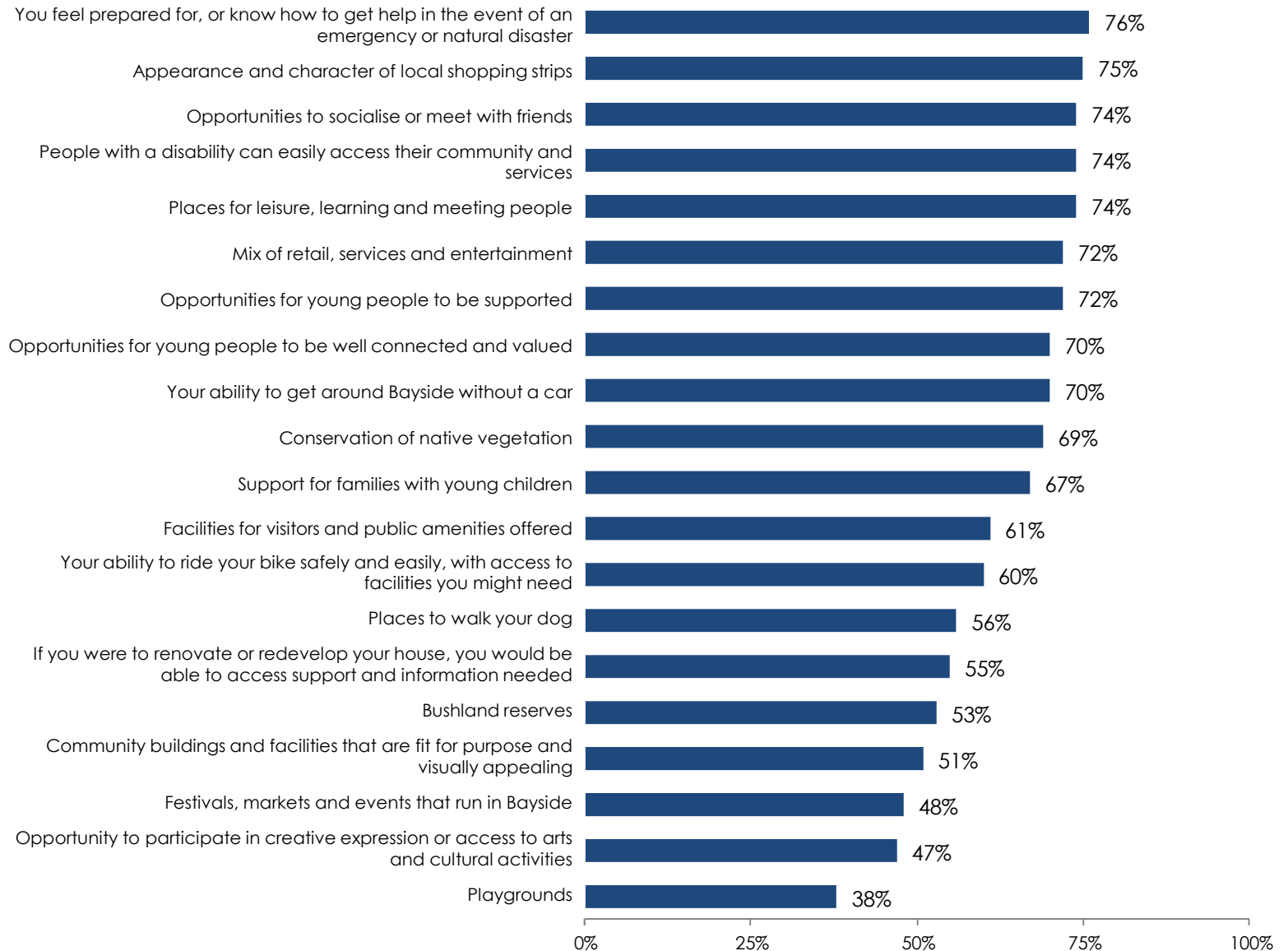
'Beaches and foreshores in Bayside' was identified as the highest priority'



Base: N=501-502

Priorities

Q2 Thinking about your life in Bayside, please indicate which of the following are priorities for you/your household.



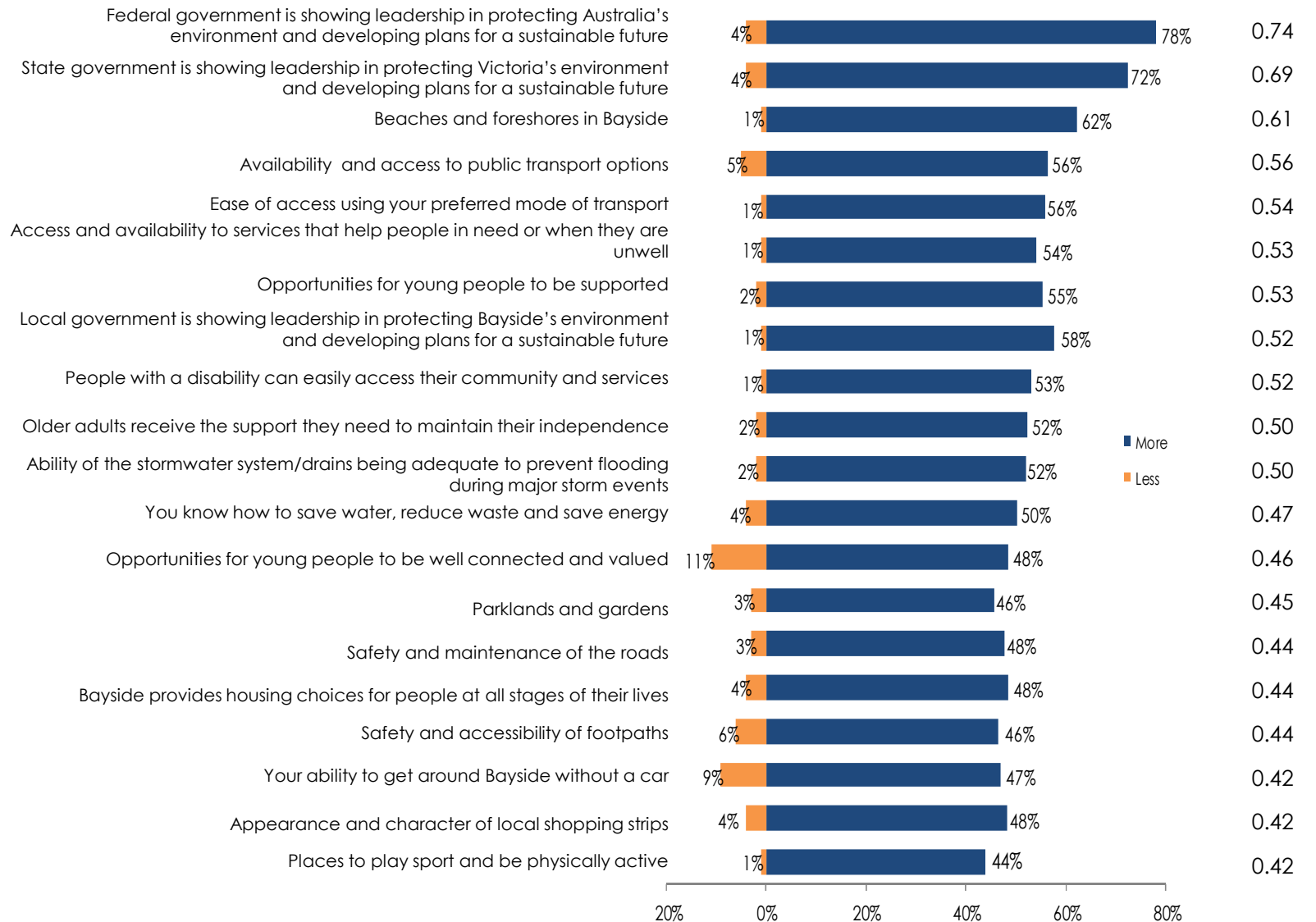
'Playgrounds' was deemed the lowest priority'

Base: N=502

Level of Investment

78% of residents believe there should be more investment into the 'Federal government is showing leadership in protecting Australia's environment and developing plans for a sustainable future'; 72% believe the same of the State government

Q2. Thinking about your life in Bayside, please indicate whether there should be less, the same, or more investment into these areas.

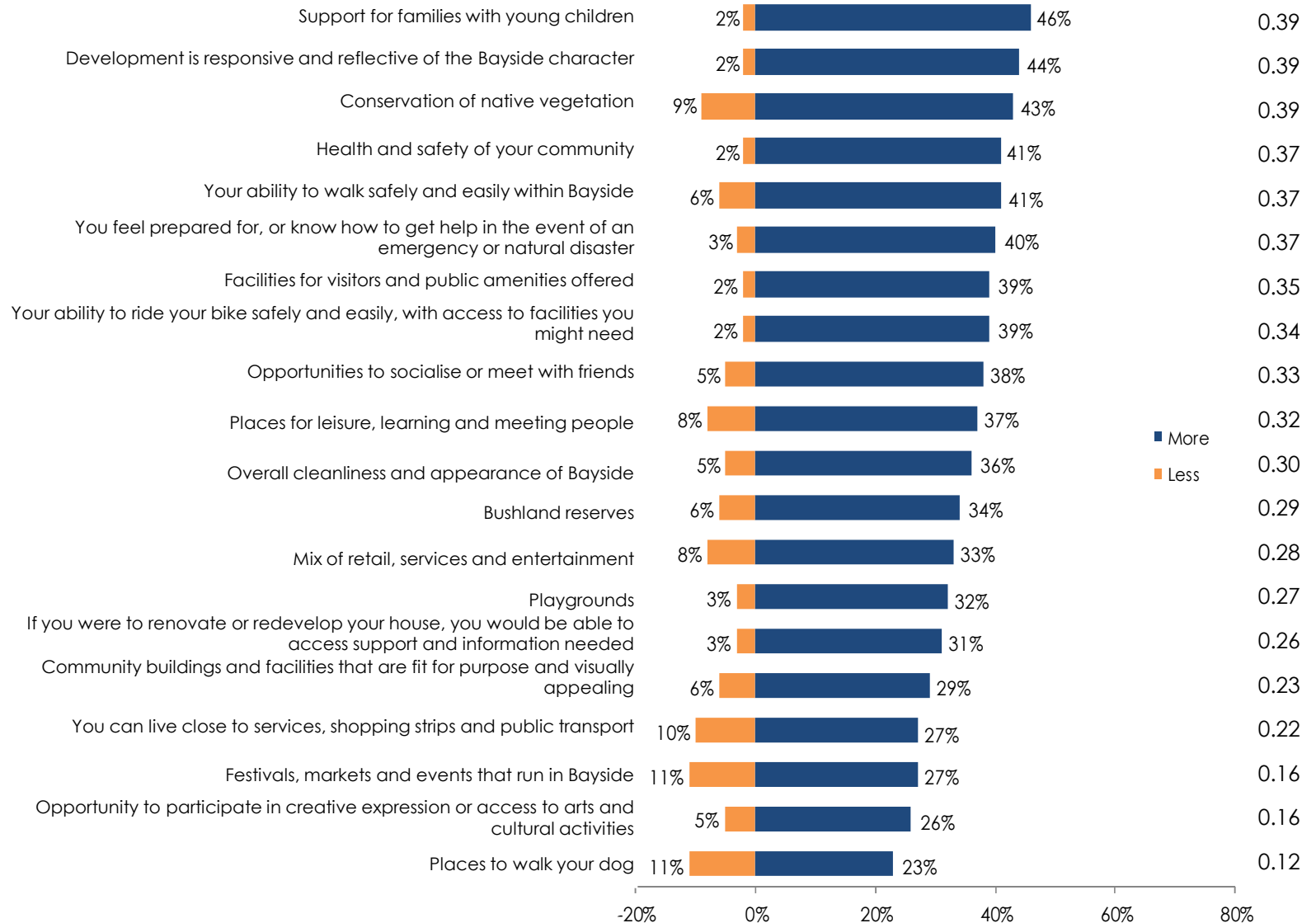


Base: N=501-502

Level of Investment

Q2. Thinking about your life in Bayside, please indicate whether there should be less, the same, or more investment into these areas.

Mean

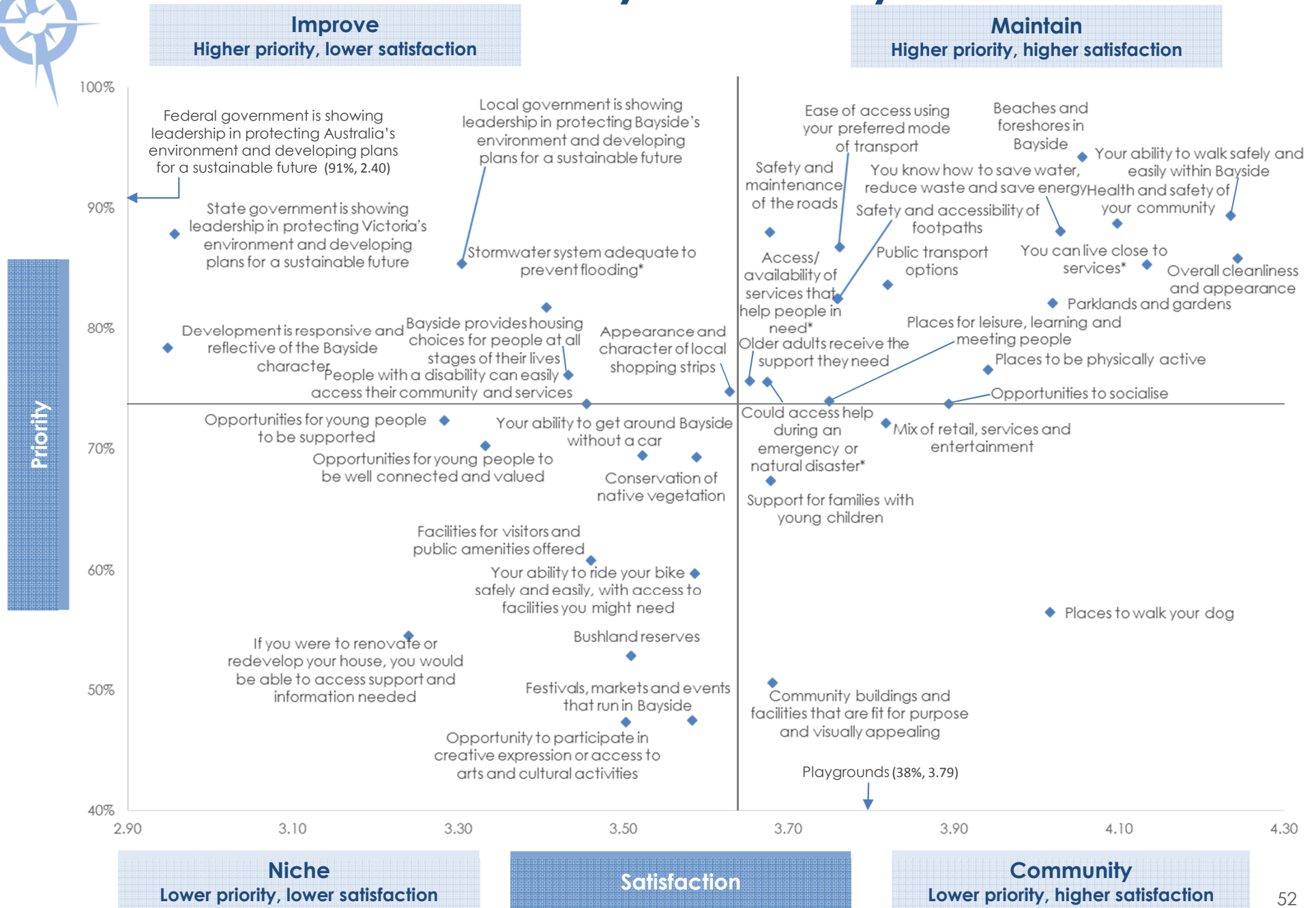


Base: N=502

'Places to walk your dog' was the area that residents felt there was the least need for investing 'more'

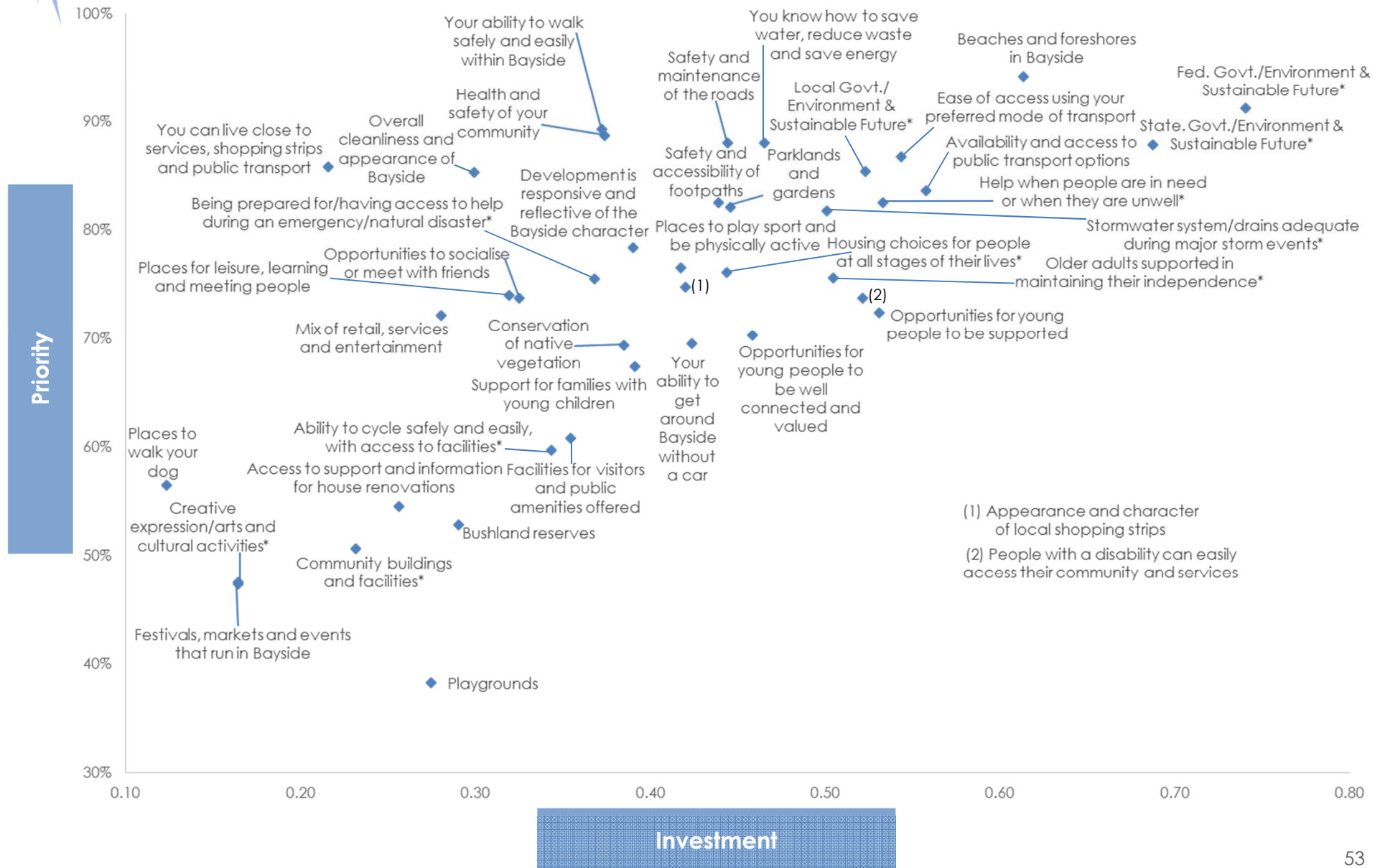


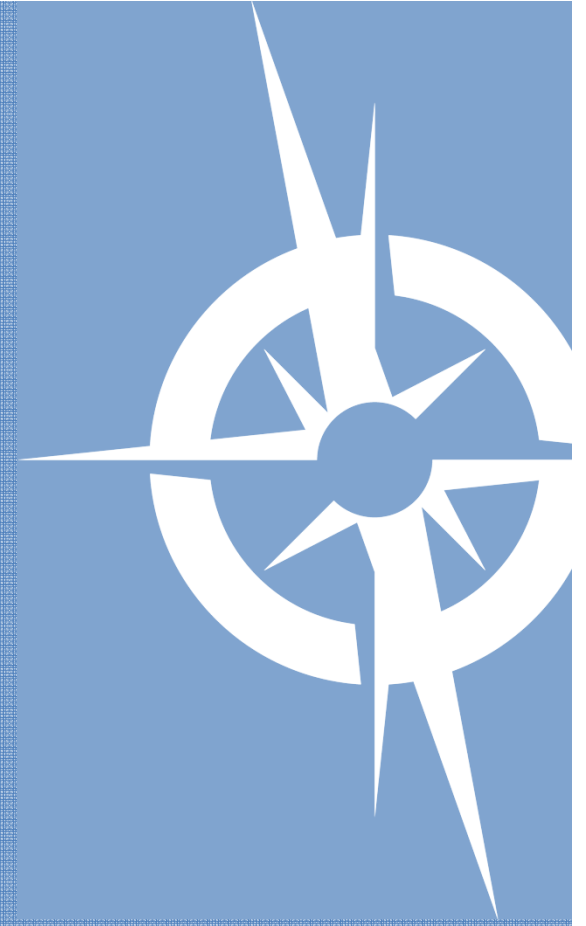
Quadrant Analysis – Priority v Satisfaction





Priority vs. Investment





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