

27 May 2011

Council survey results heartening

The results of Indigo Shire Council's annual satisfaction survey shows that about two-thirds of respondents feel Council's overall performance has been at an acceptable or high standard over the past year.

The survey, initially conducted as part of the development of the Council Plan in 2009, was repeated in 2010 and again this year.

Indigo Mayor Cr Ali Pockley said the survey was sent to every ratepayer inside an edition of the *Indigo Informer*, Council's newsletter, and was also available on line.

"We had 673 surveys returned, which is a fantastic result. I am thrilled that so many people participated," Cr Pockley said. "The more people who respond the better. It shows us they are engaged and care and the survey results show that the improvements Council made from 2009 to 2010, as indicated in the 2010 survey, have been maintained."

"This is very heartening for us as an organisation. While the survey is only a guide, it does show that generally Council is maintaining the gains we made last year," Cr Pockley said.

"The survey shows that 68% of respondents agree and 12% strongly agree that Council provides adequate information to the community. But we do not fare so well in relation to our efficiency in responding to issues with 42% agreeing and 4% strongly agreeing on this point. In relation to providing a high level of customer service, 56% agreed and 11% strongly agreed that Council provides high level customer service. But we recognise that there is still room for improvement, with about a third of respondents indicating some dissatisfaction with Council's overall performance."

Cr Pockley said Council will continue to look at ways to improve services and noted "It is vital that we all work together to create a better Indigo for everyone," she said.

The survey also shows:

- About a third of respondents indicated the best way for Council to support local businesses in Indigo was through developing marketing initiatives to increase tourism, and another third felt Council should continue to attract more businesses to the Shire.
- The need to improve pathways and extend rail trails rated highly with respondents, reflecting ongoing concerns.
- Respondents indicated a high level of involvement with their community and wanted increased recognition and support of volunteers.
- 59% of respondents felt they had had adequate input into the planning and development of their local area.
- Natural environment and landscape, community spirit, the rural lifestyle and heritage continued to be important aspects of why people loved living in Indigo Shire.

The full survey report is on Council's website www.indigoshire.vic.gov.au.

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