



GLEN EIRA
CITY COUNCIL

GLEN EIRA CITY COUNCIL

Community Voice July 2025

Engagement Report

SEPTEMBER 2025

BENTLEIGH

BENTLEIGH EAST

BRIGHTON EAST

CARNEGIE

CAULFIELD

ELSTERNWICK

GARDENVALE

GLEN HUNTLY

MCKINNON

MURRUMBEENA

ORMOND

ST KILDA EAST

Executive summary

This report presents the findings from a Community Voice survey held from 16 to 30 July 2025.

The survey covered:

- Your Community Voice preferences
- Exploring our 2025 Community Satisfaction Survey results

As of 30 July 2025, the panel includes 350 Glen Eira residents that represent the diversity of our community in terms of age, gender, suburb, housing situation and cultural background.

A total of 152 Community Voice members responded to the survey, giving us a response rate of 43 per cent.

This report presents the findings of the survey, including each question, and the responses received. Open question responses are analysed and reported against key themes.

What we heard

Community voice preferences

We're always looking for ways to make the Community Voice experience enjoyable and meaningful. Building on feedback from the March 2025 survey, we asked members about their preferences — like what motivates them to take part and how they want surveys to be designed and delivered. The table below shows the key findings.

	Survey preferences	• Most members prefer receiving 4–6 surveys per year, ideally taking 10–15 minutes to complete, and a mix of short and long formats. • Popular topics include planning and development, parks and open spaces, and roads, footpaths, and traffic.
	Why members participate	• Over 70% of respondents' participant because they want to share their views or because they believe their feedback can make a difference. • Incentives are less important, selected by just 24%.
	Encouraging new members	• To grow the panel, 60% of respondents say it's important to show the tangible impact of feedback, and 54% recommend clearer updates on how their feedback is used.

2025 Community Satisfaction Survey results

While the annual Community Satisfaction Survey gives us a helpful snapshot of community sentiment, we asked Community Voice members to explore the survey themes in more detail — so we can better plan, communicate and deliver services that meet community needs. The table below shows the key findings.

	Performance	- Nearly half of Community Voice members (47%) rated Council's overall performance as 'good', which closely matches the Community Satisfaction Survey results (43%). - The top three influencing factors are 'experience using Council's services' (66%), and 'noticeable improvements' or 'issues experienced in local areas' (61% and 54%, respectively).
	Trust	- The results from both surveys were broadly aligned. - The main factor influencing trust is follow through on Council's commitments and promises (74%), personal experiences with staff or services (65%), communication with the community (64%).
	Information awareness	35% are comfortable with the current amount they know about Council's work, and 57% want to know more.
	Improvement suggestions	Key suggestions for improvement include regular and clear updates, focus on consistent and quality improvements, and more transparency in decision-making.

Who we heard from

To help us understand who's taking part in the survey, we ask demographic questions. The table below shows a summary of Community Voice members who completed the survey.

	Age	- Most respondents are aged between 35 and 64. - We did not hear from members under 24 or over 85.
	Gender	Gender distribution is almost even among women (51%) and men (47%), and a small representation of non-binary respondents (1%).



Suburb

- Bentleigh East and Carnegie each represent 14% of respondents, with the remainder spread across other Glen Eira suburbs (except for Brighton East and Gardenvale).



Identity

- 49% of respondents did not identify with any identity group.
- Of those who did identify, 22% are born overseas and 20% are from multicultural backgrounds.



Housing

- Most respondents own their home – 46% own it outright and 37% own with a mortgage.
- 14% of respondents rent their home and 2% live with family.

Engagement report

About Community Voice

Community Voice is Council's online panel of Glen Eira residents who regularly share their views on a variety of topics through online surveys. The goal of the panel is to gather feedback that reflects the diverse experiences and perspectives of our community.

Launched in early 2018, Community Voice was a key commitment in the *Council and Community Plan 2017–2021*. It was created to improve transparency in decision-making, better understand the diverse needs of our community and explore ideas together with residents.

Engaging with residents online allows Council to gather representative feedback on important issues. This feedback is analysed and shared with relevant Council departments and Councillors, where it helps guide their decisions.

Panel membership

From February 2024, the membership of the panel was refreshed and updated through a recruitment drive of both new and returning members. This update aimed to ensure the panel remains as representative as possible of Glen Eira residents, with membership based on the 2021 Australian Bureau of Statistics (ABS) Census data. The update also aimed to increase the diversity of the panel with the additional collection of housing and cultural background information.

As of 30 July 2025, the panel includes 350 Glen Eira residents. These members represent the diversity of our community in terms of age, gender, suburb, housing situation and cultural background. We continue to recruit panel members with the aim of achieving over 400 members.

Survey

A total of 152 Community Voice members responded to the survey, giving us a response rate of 43 per cent.

The July survey included questions on two topics:

- Your Community Voice preferences (8 questions)
- Exploring our 2025 Community Satisfaction Survey results (9 questions)

Your Community Voice preferences

Improving the Community Voice experience

In the March 2025 Community Voice survey, members shared valuable feedback about their experience as a panel member. Based on what we heard, we've got to work making some key improvements:

- **Survey platform features:** Members asked for the ability to save their survey progress and return later. We're working with our website provider to see if this is possible and will provide an update on the outcome.
- **Question design:** We're refining our questions to be more focused, with a better mix of multiple choice and open-ended options.
- **Feedback updates:** Members want to know how their input influences Council decisions. We're improving how we share these updates with members.

What we wanted to know

As we continue to improve member's experience, we also wanted to understand:

- What motivates members to take part.
- How they prefer surveys to be designed and delivered.

Right now, we have an average of 350 members and a 40 per cent participation rate.

Our goals are to continue to increase the panel to 400+ members, boost participation, while ensuring the panel remains representative of the Glen Eira community.

What we heard

The table below shows the key findings.

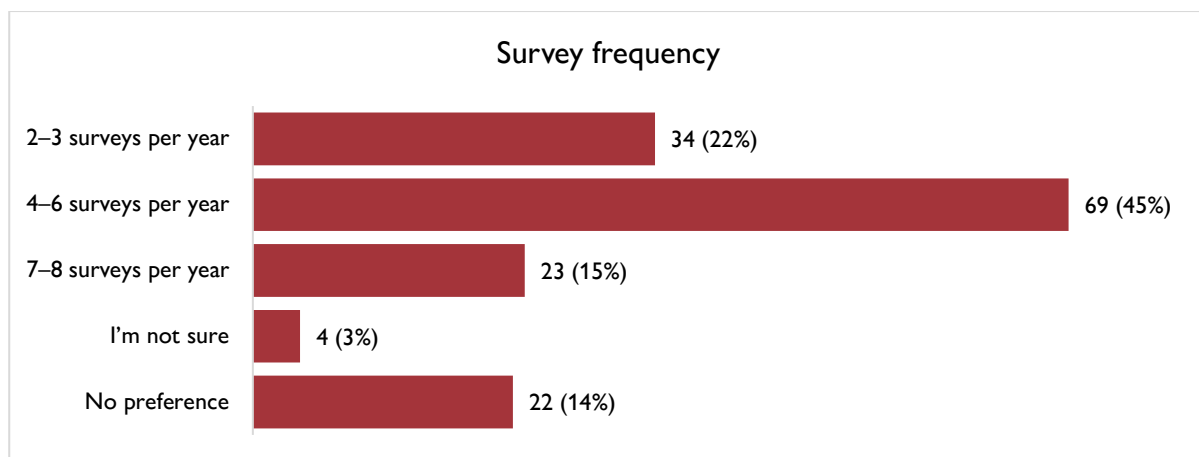
	Survey preferences	• Most members prefer receiving 4–6 surveys per year, ideally taking 10–15 minutes to complete, and a mix of short and long formats. • Popular topics include planning and development, parks and open spaces, and roads, footpaths, and traffic.
	Why members participate	• Over 70% of respondents' participant because they want to share their views or because they believe their feedback can make a difference. • Incentives are less important, selected by just 24%.
	Encouraging new members	• To grow the panel, 60% of respondents say it's important to show the tangible impact of feedback, and 54% recommend clearer updates on how their feedback is used.

Question one: How often would you like to receive Community Voice surveys?

This was a required question. It received a 100 per cent response rate (152 respondents).

Respondents were asked to choose one option to indicate their primary preference.

- Most respondents (45 per cent) would like to receive 4–6 surveys each year, followed by a preference for 2–3 surveys each year (22 per cent).



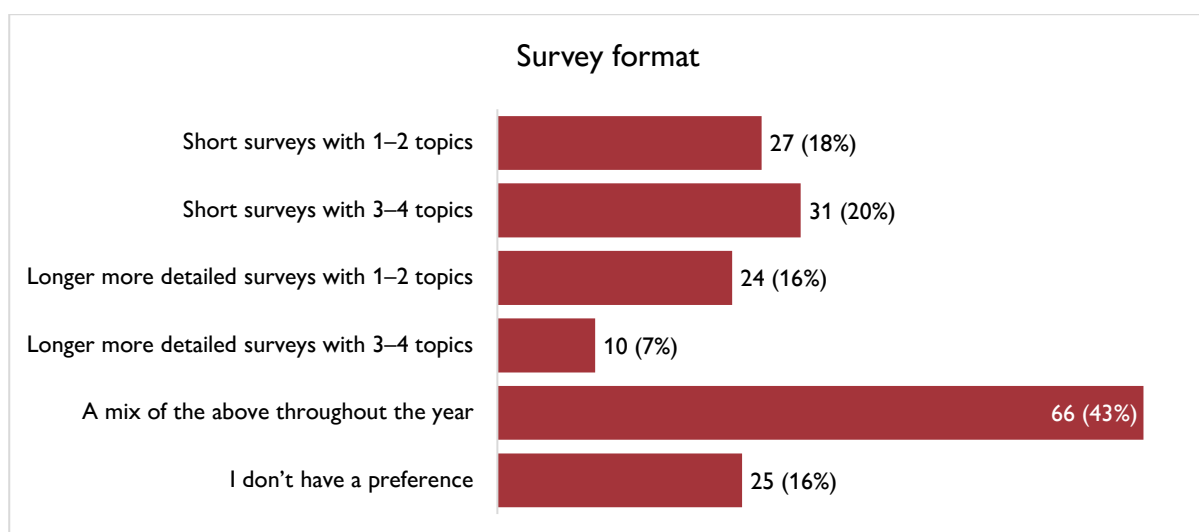
Question two: What survey format would you prefer?

This was a required question. It received a 100 per cent response rate (152 respondents).

Respondents were asked to choose one or two options to indicate their primary preferences.

A short survey ranges from 3–6 questions and a long survey range from 8–12 questions.

- Most respondents (43 per cent) prefer a mix of long and short surveys throughout the year, with a variety of topics in each.
- There was a general preference for shorter surveys (38 percent) compared to longer ones (23 per cent).

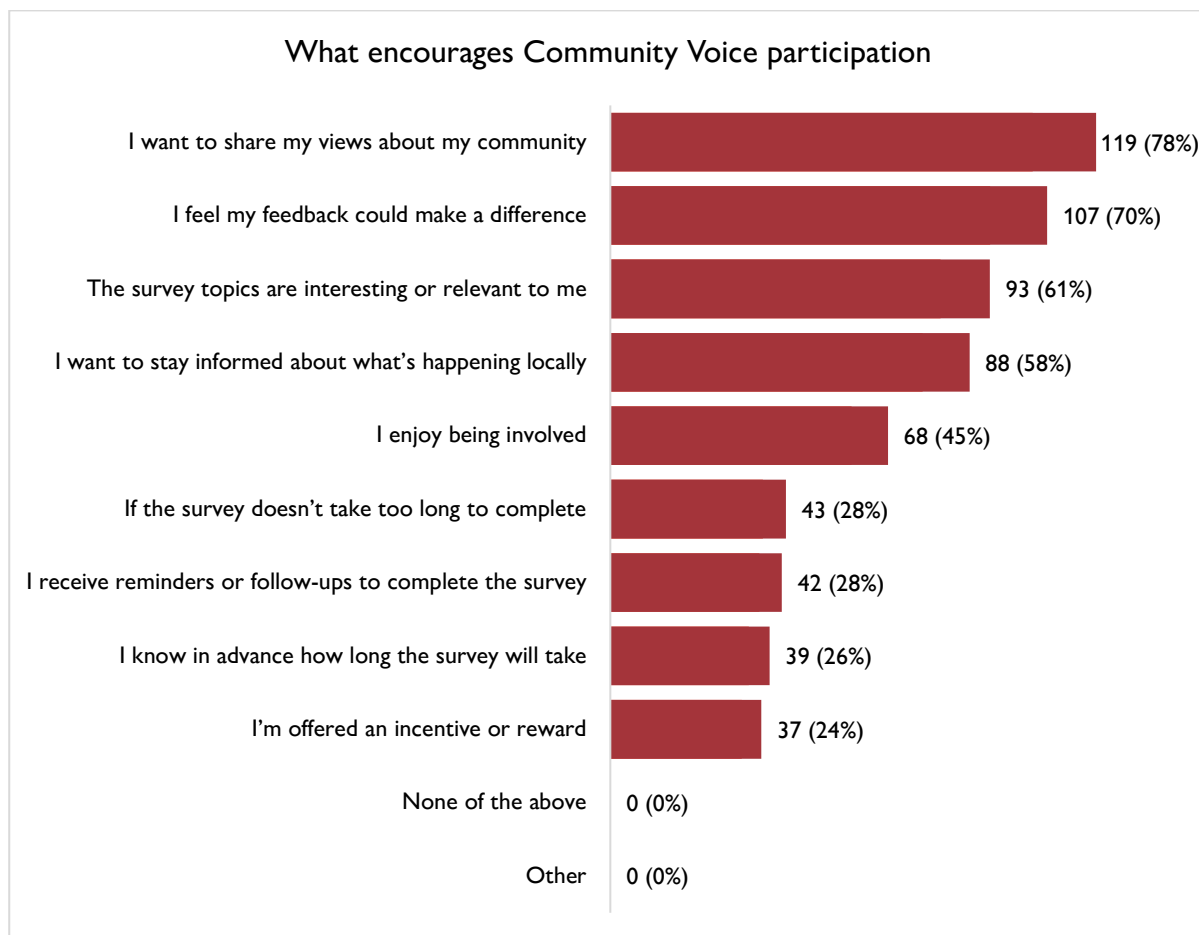


Question three: What encourages you to complete a Community Voice survey?

This was a required question. It received a 100 per cent response rate (152 respondents).

Respondents were asked to choose up to five options that best align with their experience.

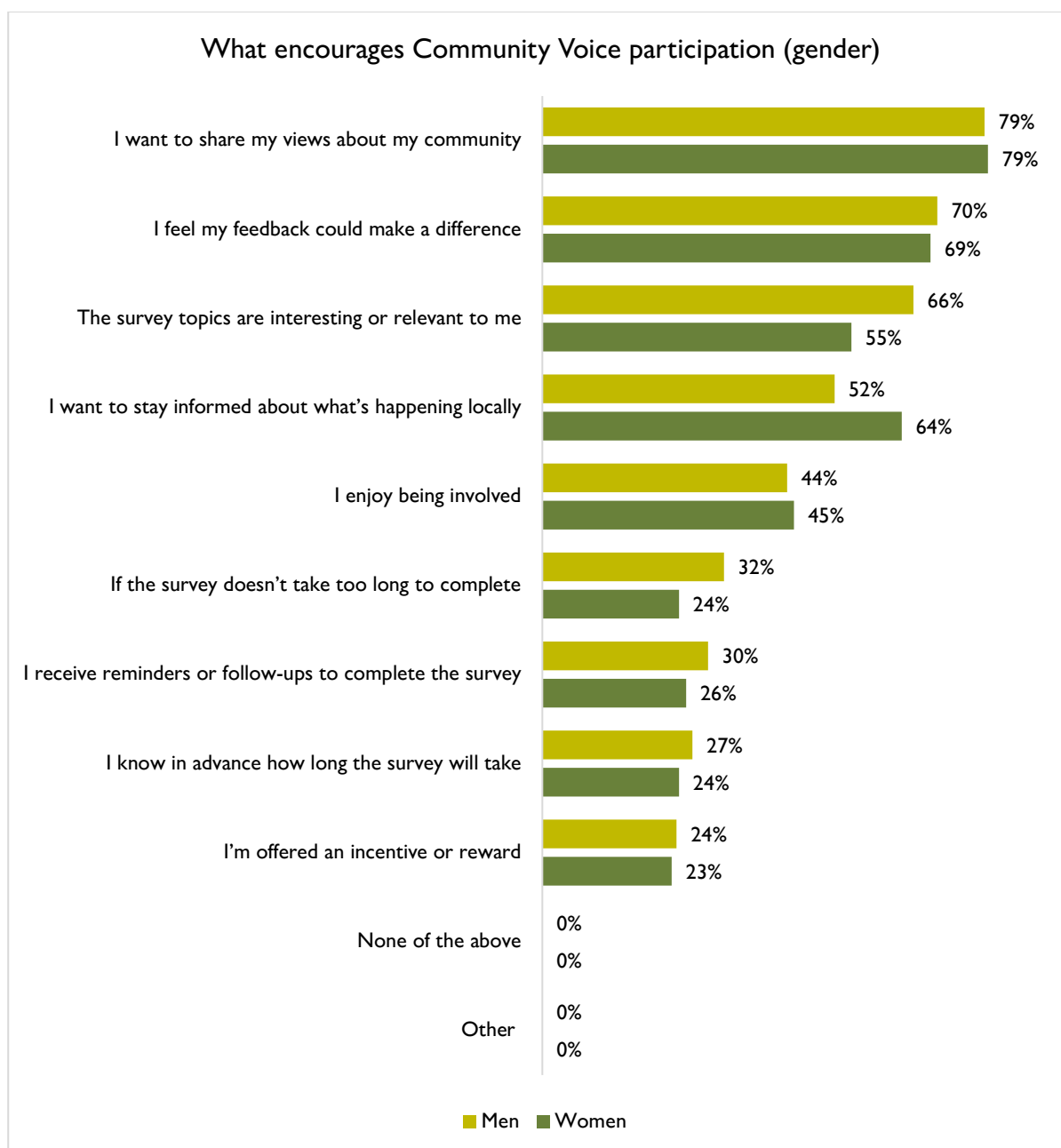
- Most respondents said they're self-motivated — 78 per cent participate because they want to share their views, and 70 per cent because they believe their feedback can make a difference.
- Other common reasons included an interest in the survey topics (61 per cent) and wanting to stay informed about what's happening locally (58 per cent).
- Incentives or rewards were the least important reason, chosen by just 24 per cent of respondents.



The chart below shows what motivates men and women to take part in surveys.

Overall, their reasons were quite similar, with a few key differences:

- Men were more likely to participate if the survey topics were personally interesting or relevant (66 per cent of men compared to 55 per cent of women).
- Women were more motivated by wanting to stay informed about local issues (64 per cent of women compared to 52 per cent of men).

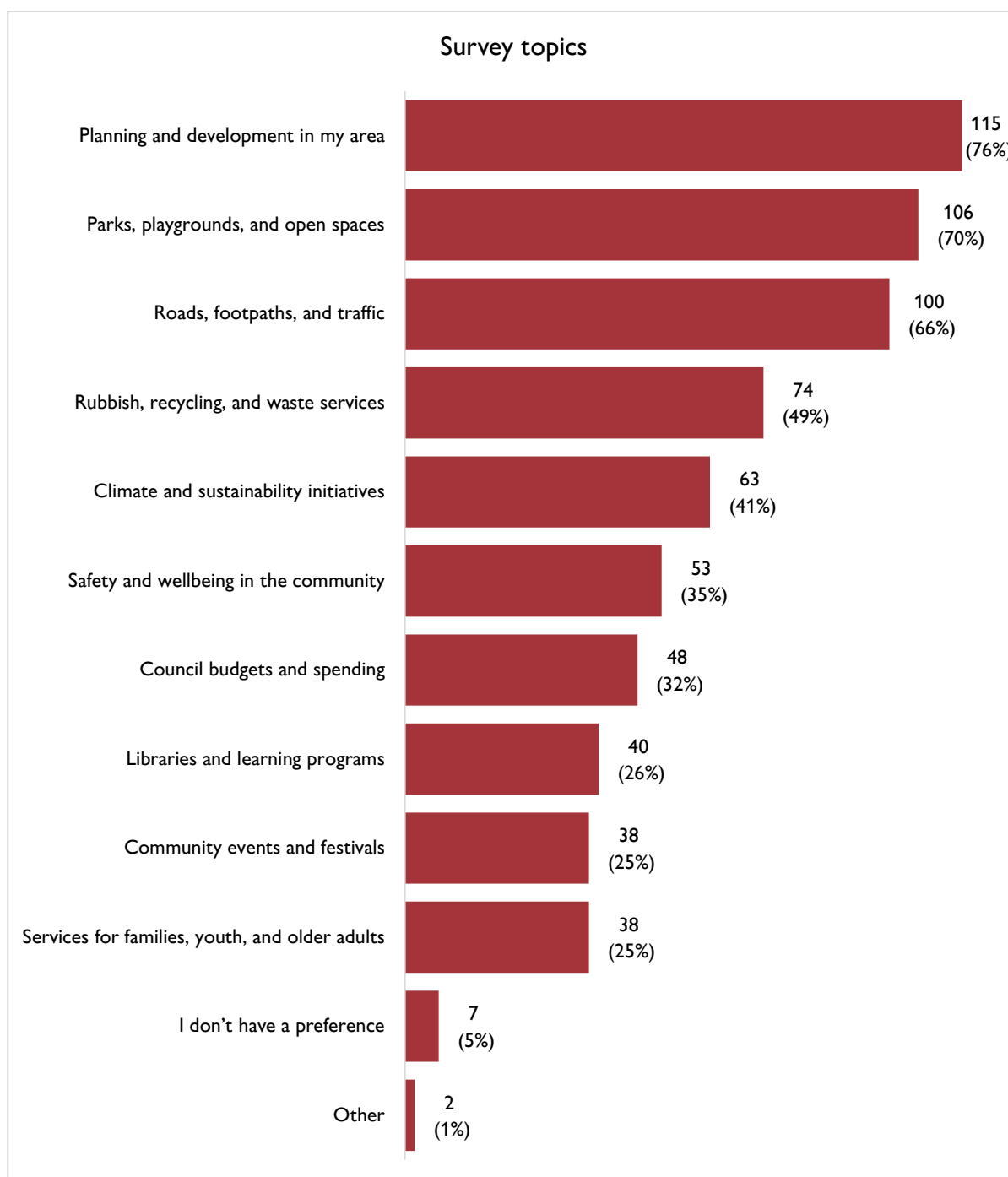


Question four: Which topics are you most interested in giving feedback on?

This was a required question. It received a 100 per cent response rate (152 respondents).

Respondents were asked to choose up to five options that best align with their experience.

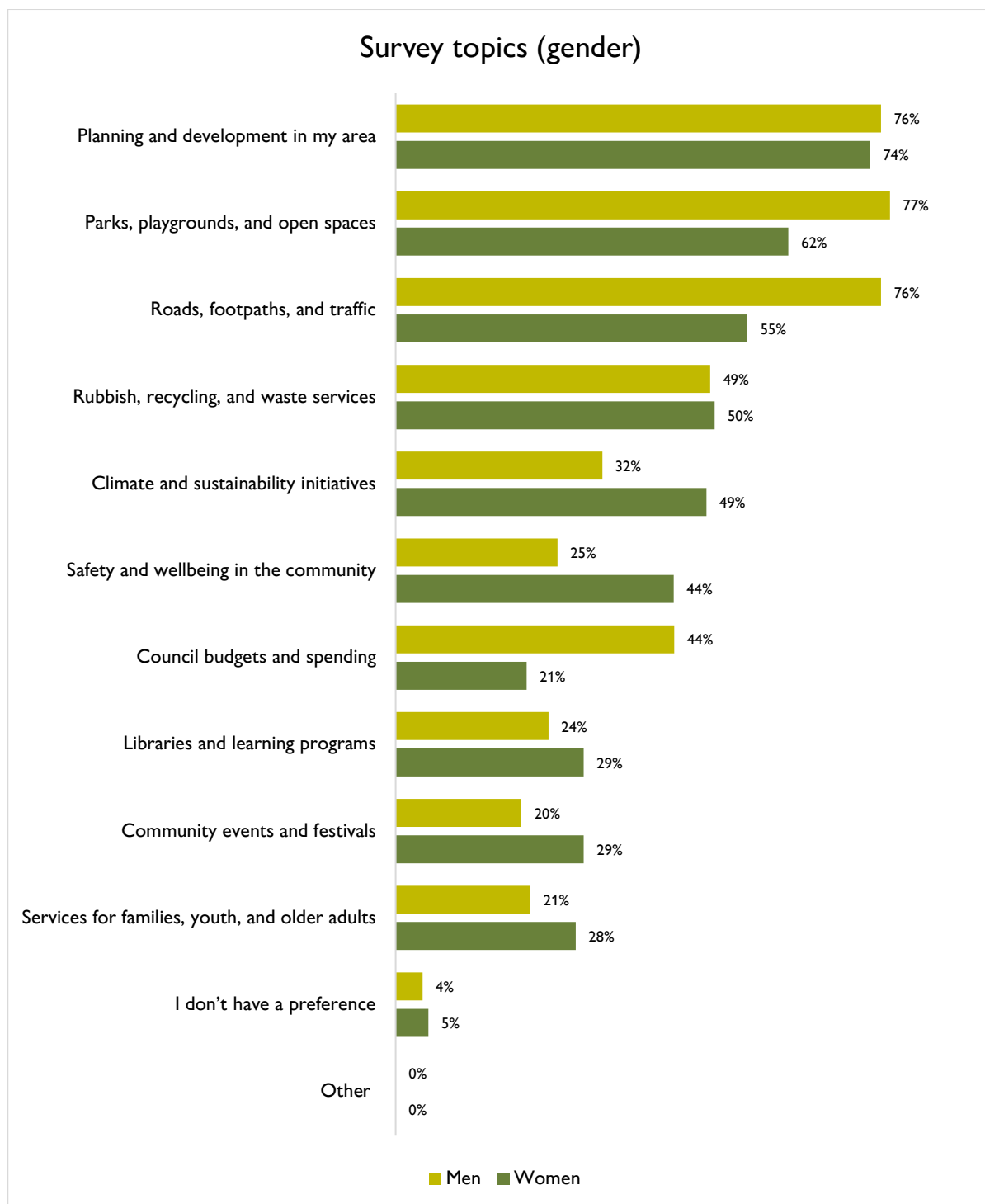
- Most respondents are interested in planning and development in their area (76 per cent), followed by parks and open spaces (70 per cent), and roads, footpaths, and traffic (66 per cent).
- Fewer respondents are interested in giving feedback on libraries and learning programs (26 per cent), community events and festivals (25 per cent), and services for families, youth, and older adults. (25 per cent).



The chart below shows the topic preferences for men and women.

Overall, their topic preferences were quite similar, with some key differences:

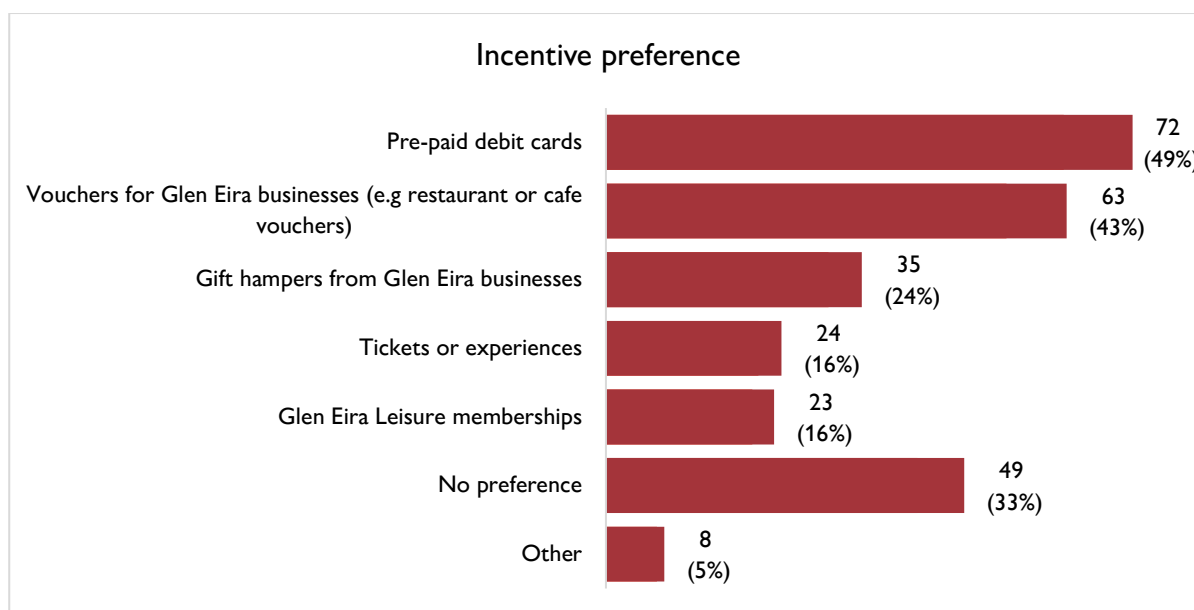
- Men expressed greater interest in Council spending, as well as roads, footpaths, and traffic — ranking these topics 23 per cent and 21 per cent higher than women, respectively.
- Women showed more interest in community safety and wellbeing, as well as climate and sustainability — ranking these topics 19 per cent and 17 per cent higher than men, respectively.



Question five: What types of incentives would you prefer?

This was an optional question. It received a 97 per cent response rate (148 respondents).

- Pre-paid debit cards were the most popular incentive choice (49 per cent), followed by vouchers for Glen Eira businesses.
- A significant portion of respondents indicated that they have no preference (33 per cent).

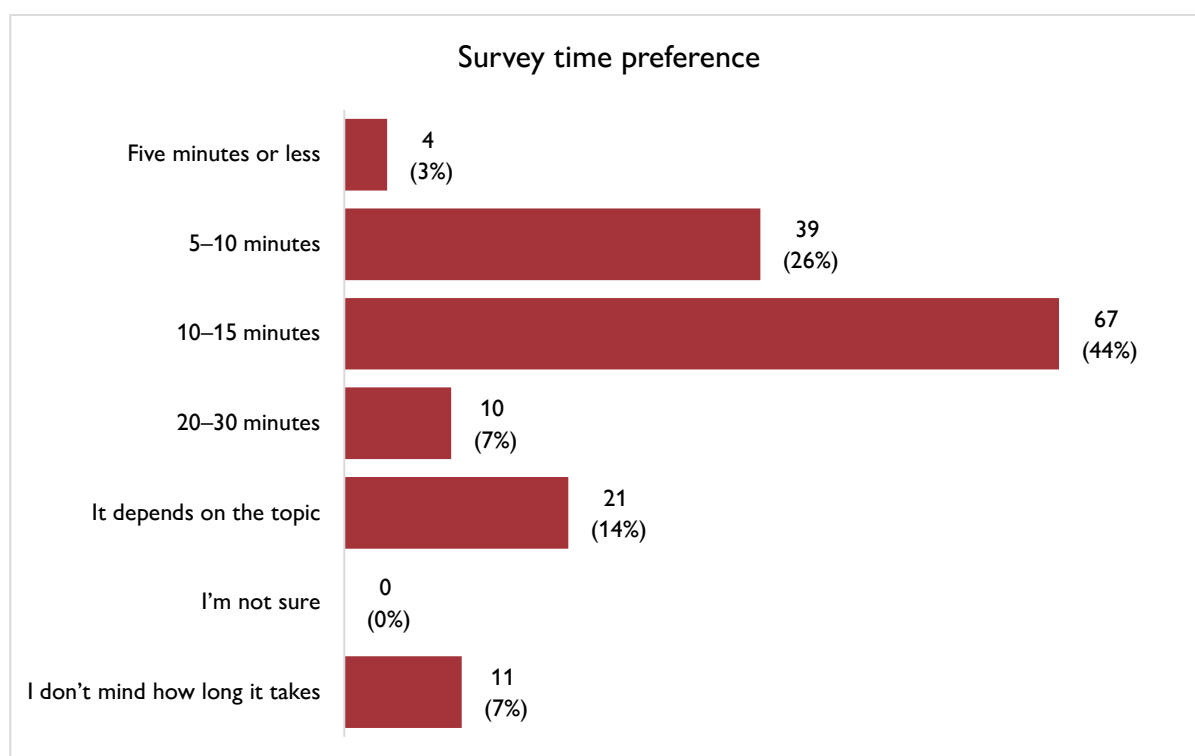


Question six: How much time do you consider reasonable to complete a Community Voice survey?

This was a required question. It received a 100 per cent response rate (152 respondents).

Respondents were asked to choose one option to indicate their primary preference.

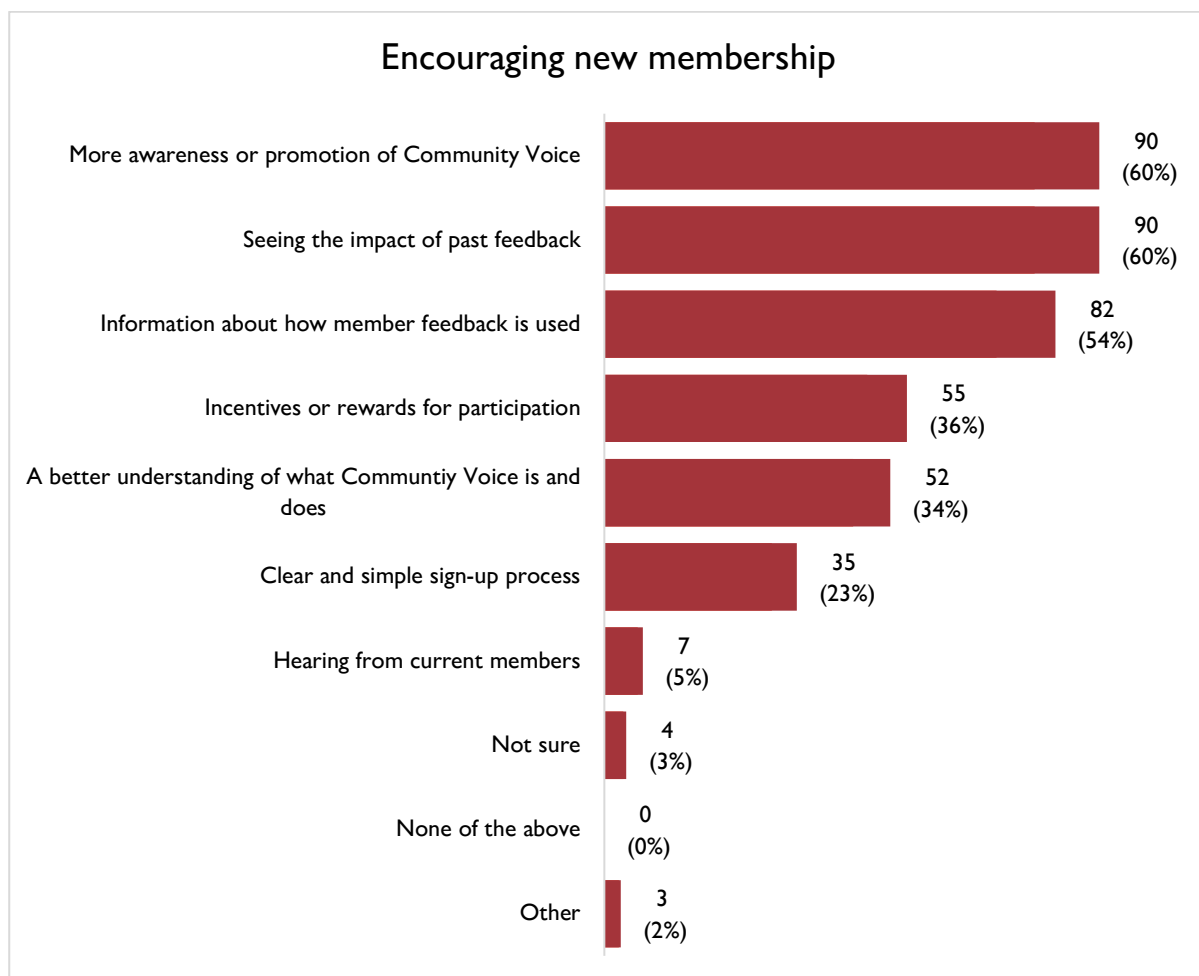
- Most respondents are comfortable spending 10–15 minutes completing a survey (44 per cent), followed by 5–10 minutes (26 per cent).
- A smaller proportion indicated it would depend on the topic (14 per cent).



Question seven: What do you think would encourage new members to join Community Voice?

This was an optional question. It received a 99 per cent response rate (151 respondents).

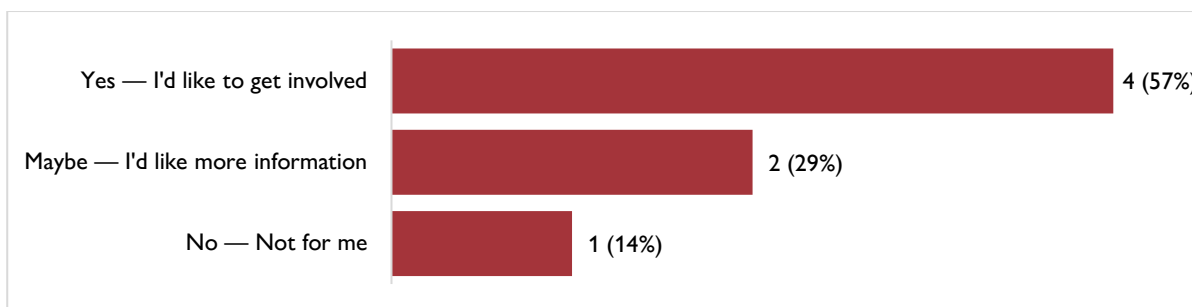
- There is a clear view that communicating the influence of Community Voice on Council's work and decision making could encourage membership — either by showing the tangible impact of Community Voice feedback (60 per cent) or sharing information about how feedback has been used (54 per cent).
- Many respondents indicated there could be more promotion to increase awareness of Community Voice (60 per cent). Additionally, a smaller number (34 per cent) indicated that the role of Community Voice could be better understood.



Question eight: Would you like to share your experience as a Community Voice member?

This was a required question for respondents who selected 'hearing from current members' as a method to encourage membership.

- Some respondents have expressed initial interest in sharing their experience as a Community Voice member.

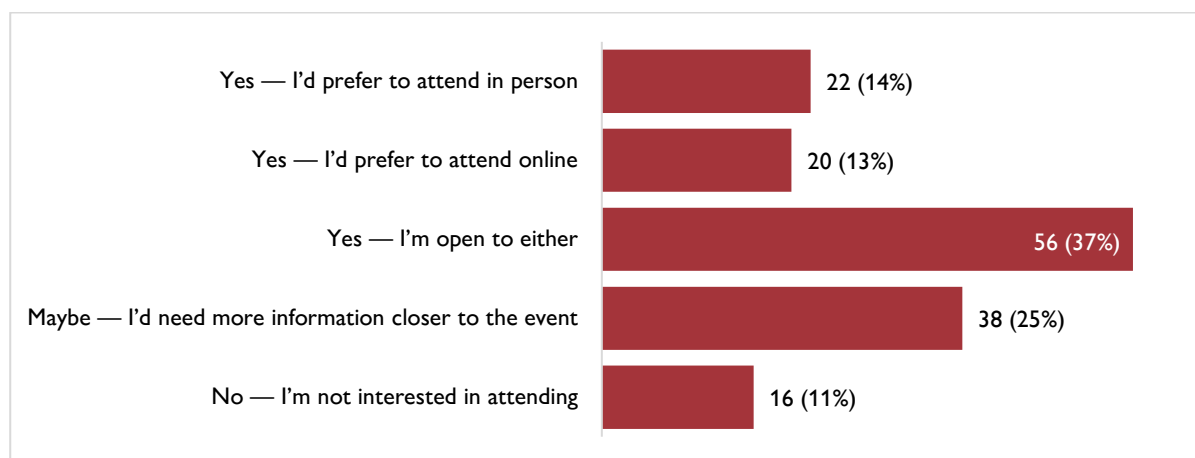


Question nine: Would you be interested in attending a yearly event for Community Voice members — either in person or online?

This was a required question. It received a 100 per cent response rate (152 respondents).

This question gauged members' interest in a potential event designed to facilitate networking, share updates, and offer opportunities to provide input within a workshop format.

- Overall, there was strong interest in attending an event (64 per cent) — of which 14 per cent prefer in-person, 13 per cent online, and 37 per cent open to either option.
- 25 per cent are unsure and would require more information, and 11 percent are not interested in attending.



Community Satisfaction Survey

The Community Satisfaction Survey (CSS) is run annually on behalf of councils across Victoria. Each year, 400 randomly selected residents are surveyed by an independent research company to share their views on what we're doing well and where we can improve.

Community Satisfaction Survey 2025 — What we heard

- Glen Eira continues to perform well above the state average, and we're on par with other metropolitan councils.
- Like many councils across the state, we've seen a slight dip in perceptions of overall performance.

What we wanted to know

While the CSS provides valuable insights, it's just one part of the picture. Community Voice feedback will help us:

- Test and explore the themes raised in the CSS.
- Gather richer, more detailed feedback to help us plan, communicate, and deliver services more effectively.

What we heard

The table below shows the key findings.

	Performance	• Nearly half of Community Voice members (47 per cent) rated Council's overall performance as 'good', which closely matches the Community Satisfaction Survey results (43%). • The top three influencing factors are experience using Council's services (66%), and noticeable improvements or issues experienced in local areas (61% and 54%, respectively).
	Trust	• The results from both surveys were broadly aligned. • The main factor influencing trust is follow through on Council's commitments and promises (74%), personal experiences with staff or services (65%), communication with the community (64%).
	Information awareness	• 35% are comfortable with the current amount they know about Council's work, and 57% want to know more.
	Improvement suggestions	• Key suggestions for improvement include regular and clear updates, focus on consistent and quality improvements, and more transparency in decision-making.

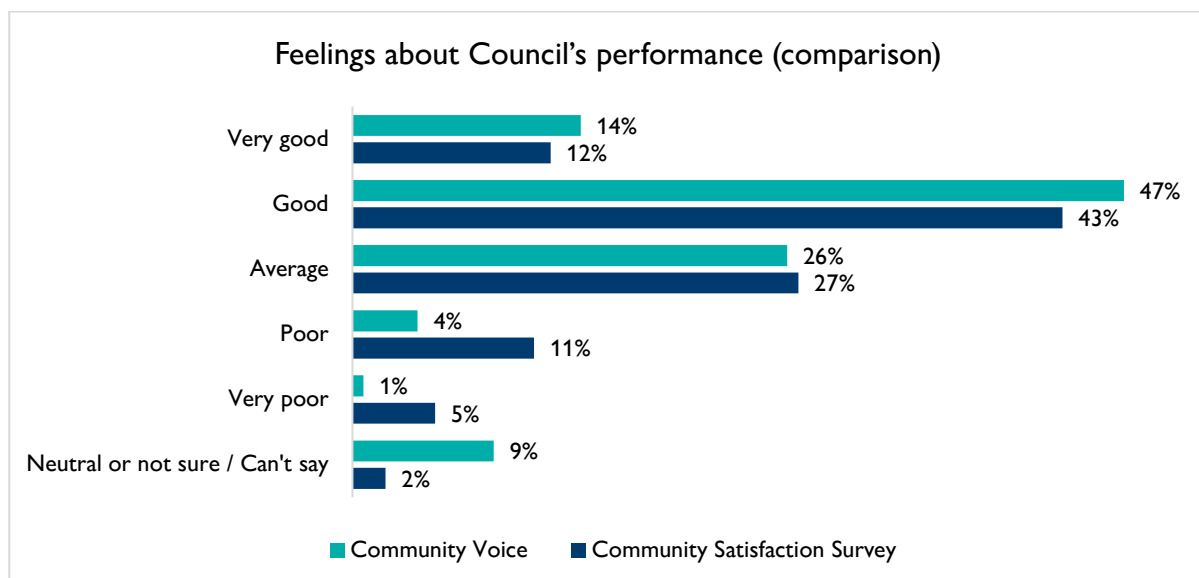
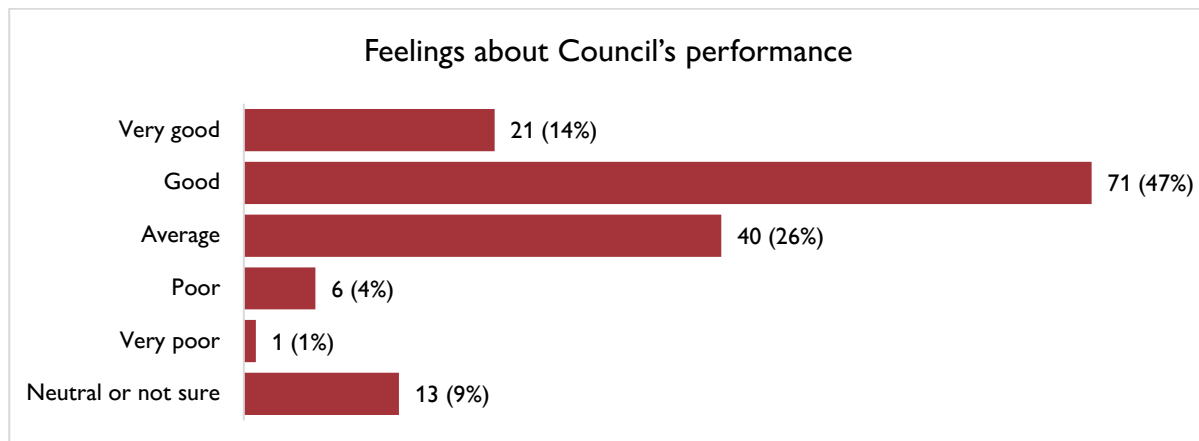
Question one: Overall, how do you feel about Council's performance over the last year?

This was a required question. It received a 100 per cent response rate (152 respondents).

This question was part of the 2025 Community Satisfaction Survey and was included here to compare those results with responses from Community Voice members.

The original survey did not offer a neutral response option and required participants to choose a positive or negative rating. The question was updated to allow Community Voice members to respond neutrally.

- The results from the Community Voice and Community Satisfaction Survey were quite similar.
- Nearly half of Community Voice members (47 per cent) rated Council's overall performance as good, which closely matches the Community Satisfaction Survey results (43 per cent).
- The main difference is that more respondents in the Community Satisfaction Survey rated Council's performance as poor or very poor (11 per cent and 5 per cent) compared to Community Voice members (4 per cent and 1 per cent).



Question two: What influences your feelings about Council's overall performance?

This was a required question. It received a 100 per cent response rate (152 respondents).

While the Community Satisfaction Survey gives a general sense of how people feel about Council's overall performance, we'd also like to understand *why* they feel that way.

Respondents were asked to choose up to five options that best align with their experience.

- The top three influencing factors are experience using Council's services (66 per cent), and noticeable improvements or issues experienced in local areas (61 per cent and 54 per cent, respectively).



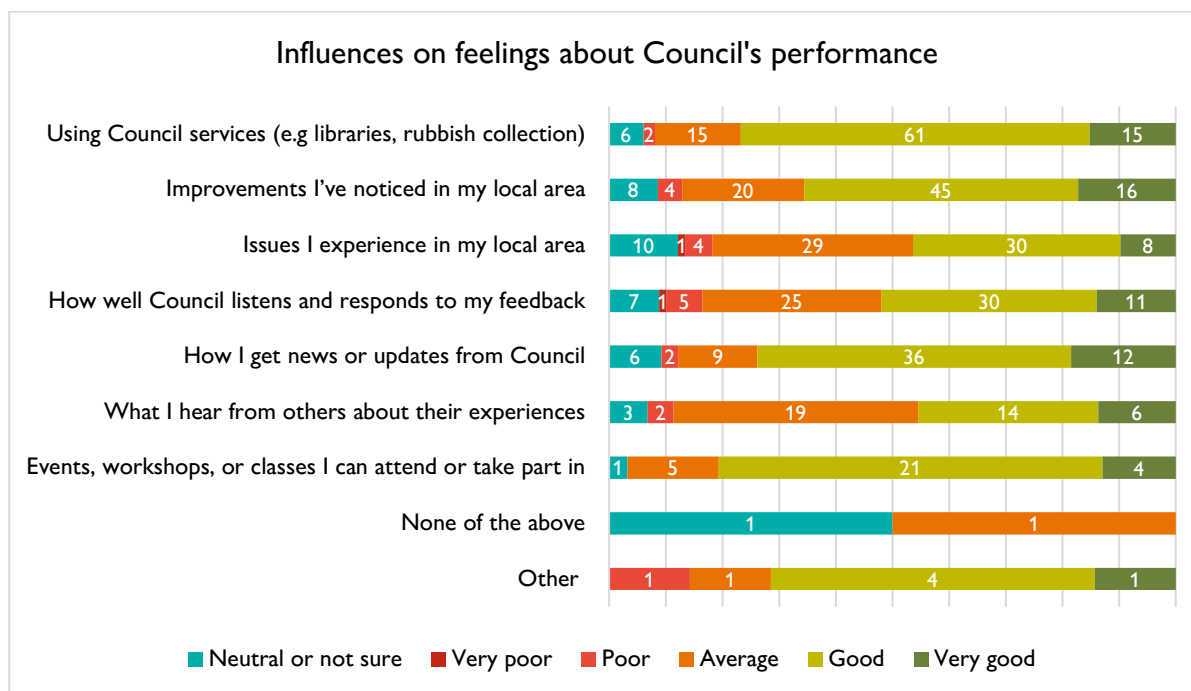
7 respondents selected 'Other', and these comments noted one of the following:

- Transparency in decision-making.
- Perception that Councillors may have personal or political agendas.
- Observations about how Council spends time, effort, and money.
- Personal experience interacting with Council.
- Personal experience meeting Councillors.
- Council's response to issues that affect the community but fall outside its direct responsibilities.

The following graph presents a breakdown of respondents' satisfaction ratings, along with the factors they identified as influencing their response.

- Using Council services (e.g. libraries) was the strongest positive influence, with the highest number of "Good" and "Very good" responses.
- Improvements in the local area also had a strong positive impact.

- Communication from Council was another key positive factor, with a significant number of respondents rating it “Good” or “Very good.”
- Council’s responsiveness to feedback received mixed responses — while many rated it positively, it also had one of the highest counts of neutral and poor ratings.
- Issues experienced in the local area were a major source of neutral and poor perceptions, suggesting unresolved problems can negatively affect views of Council.
- Word-of-mouth and community events had less influence overall, with fewer respondents selecting them and responses leaning more toward neutral or average.

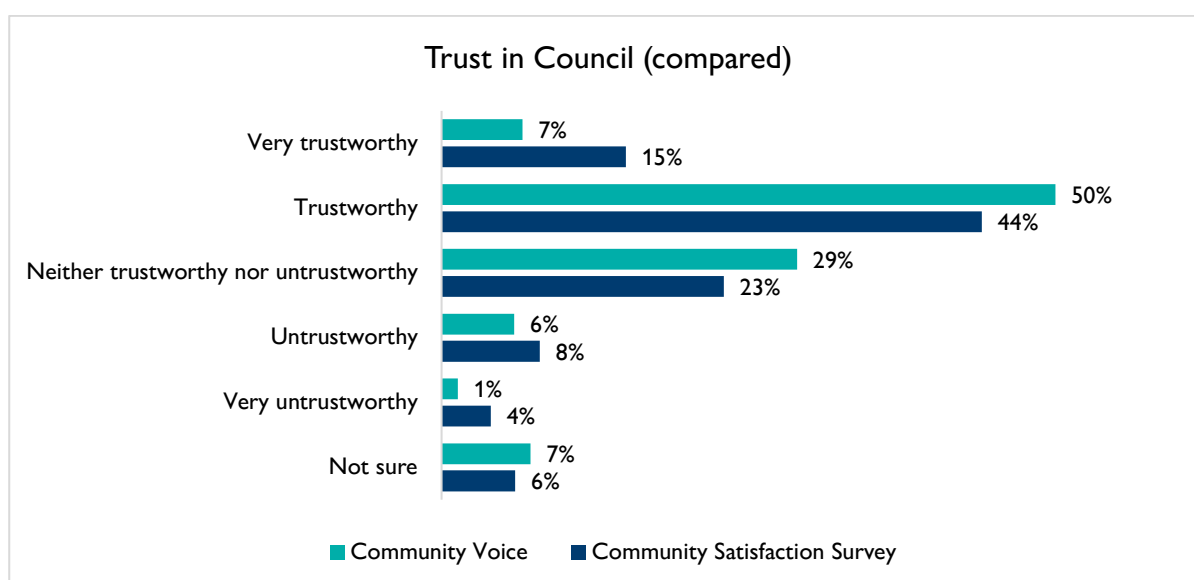
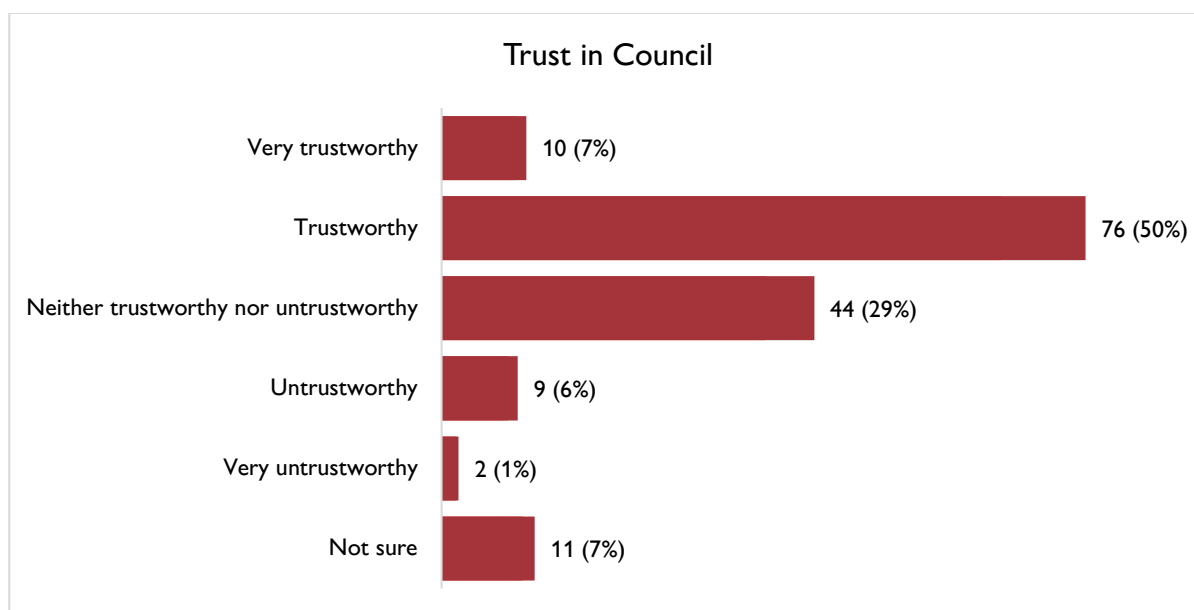


Question three: Overall, how trustworthy do you feel Council is?

This was a required question. It received a 100 per cent response rate (152 respondents).

This question was part of the 2025 Community Satisfaction Survey and was included here to compare those results with responses from Community Voice members.

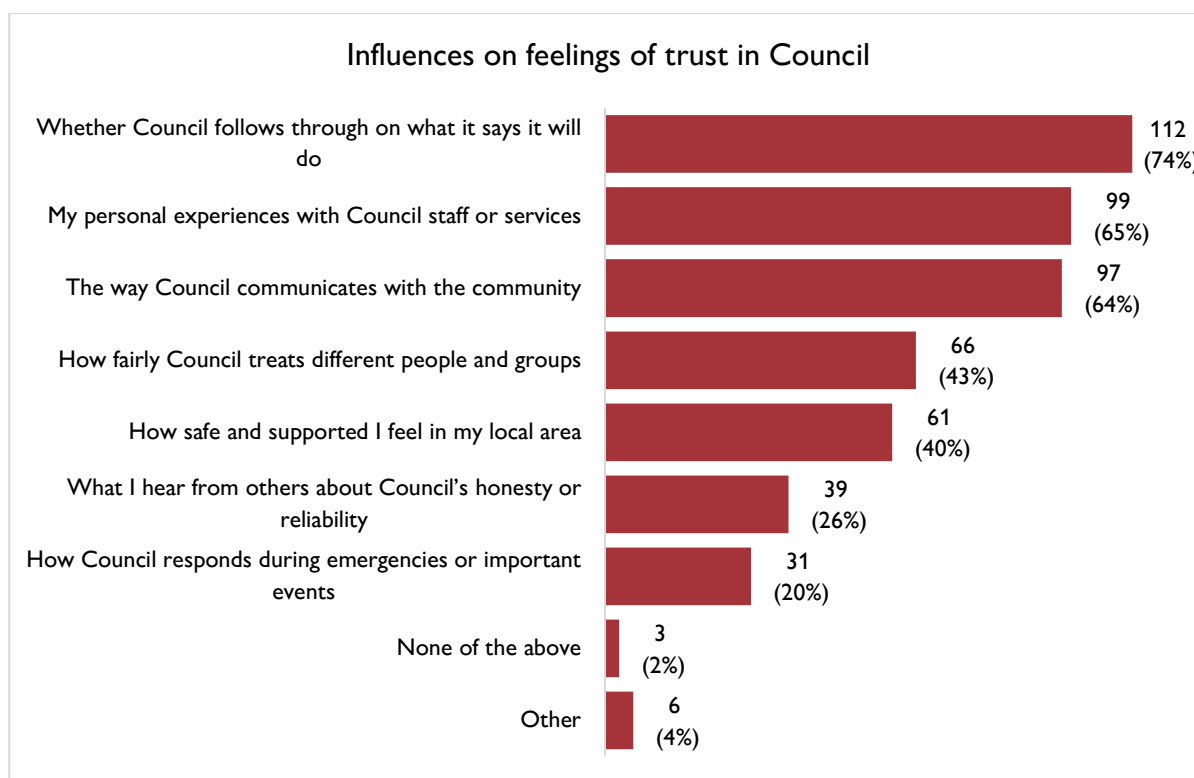
- The results from the Community Voice and Community Satisfaction Survey were broadly aligned, with similar levels of trust reported across both groups.
- The main difference is in the extremes — more respondents in the Community Satisfaction Survey rated Council as *very trustworthy* (15 per cent compared to 7 per cent), while also more likely to rate Council as *very untrustworthy* (4 per cent compared to 1 per cent).



Question four: What influences your feelings of trust in Council?

This was a required question. It received a 100 per cent response rate (152 respondents).

- The main factor influencing trust is follow through on Council's commitments and promises (74 per cent).
- Other key influences include personal experiences with staff or services (65 per cent), communication with the community (64 per cent), and fair treatment of different people and groups (43 per cent).



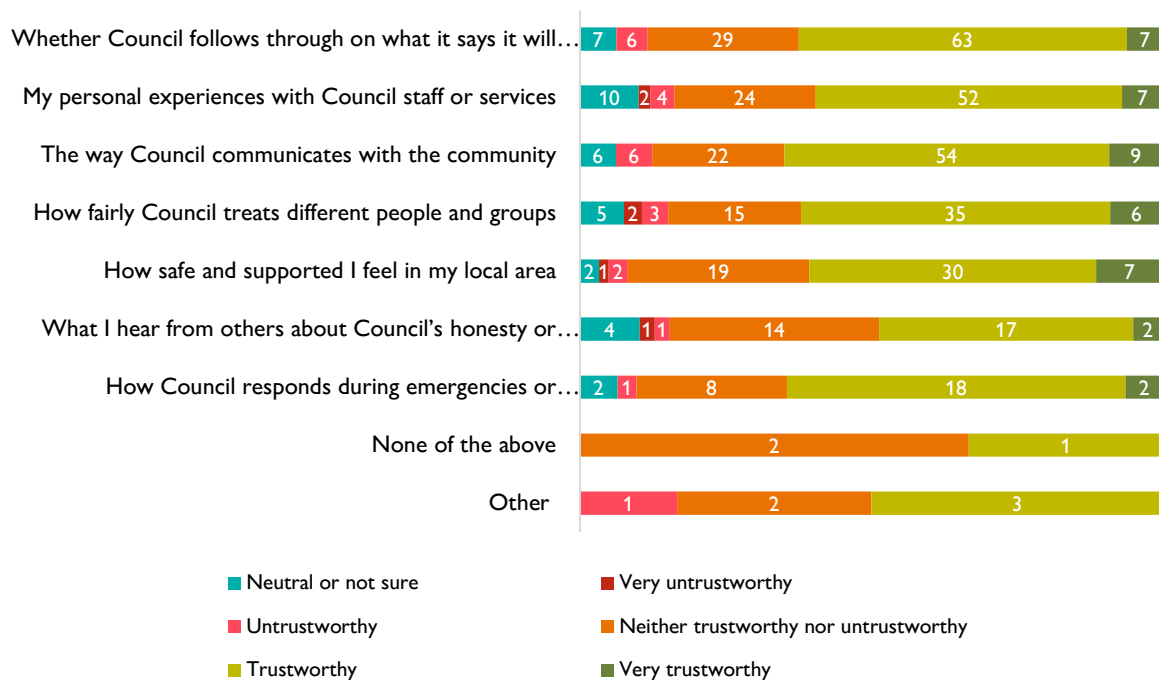
6 respondents selected 'Other', and these comments noted one of the following:

- Transparency in decision-making.
- Perception that Councillors may have personal or political agendas.
- Observations about how Council spends time, effort, and money.
- Personal experience interacting with Council.
- Personal experience meeting Councillors.
- Council's response to issues that affect the community but fall outside its direct responsibilities.

The following graph presents a breakdown of respondents' feelings of trust, along with the factors they identified as influencing their response.

- Council follow-through and communication were the strongest influences among those who rated Council as "Trustworthy" or "Very trustworthy." However, these factors also attracted the highest number of negative ratings, indicating a strong influence on trust overall.
- Personal experiences with Council staff or services also contributed strongly to positive trust ratings, highlighting the importance of direct interactions in shaping perceptions.
- Fairness, safety, and word-of-mouth influenced responses across the spectrum. While they supported positive ratings for some, they also drew a high number of neutral or unsure responses.

Influences on feelings of trust in Council

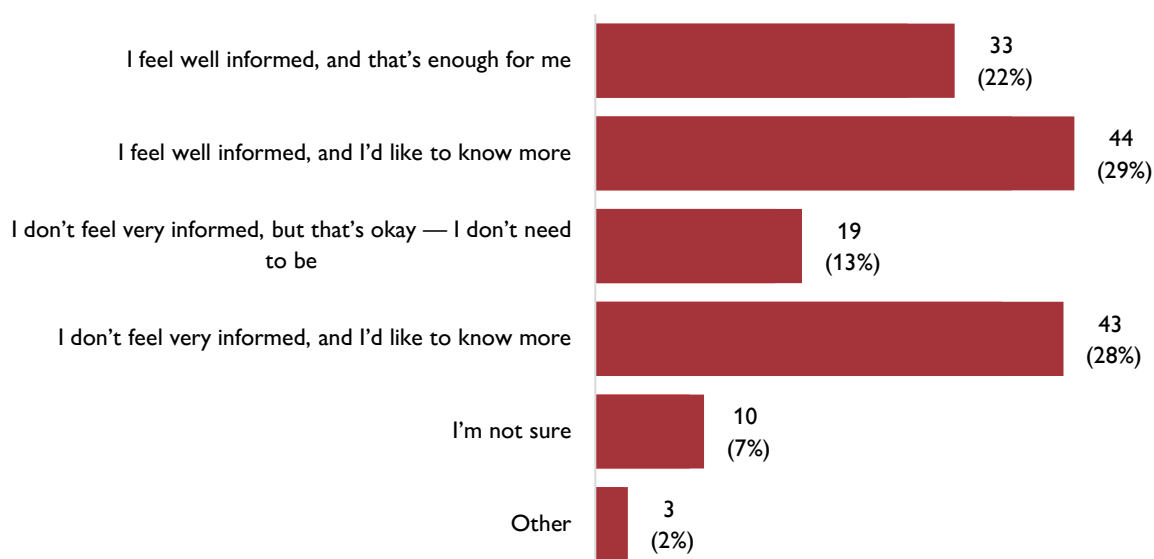


Question five: How informed do you currently feel about the work of Council, and how informed would you like to be?

This was a required question. It received a 100 per cent response rate (152 respondents).

- Overall, 57 per cent of respondents want to know more about Council's work — of which 29 per cent feel well informed and 28 per cent feel uninformed.
- 35 per cent are comfortable with the current amount they know.

Being informed about Council's work



Question six: Is there anything Council could do differently to help you feel more informed — if that's something that matters to you?

This was an optional question. It received a 39 per cent response rate (60 respondents).

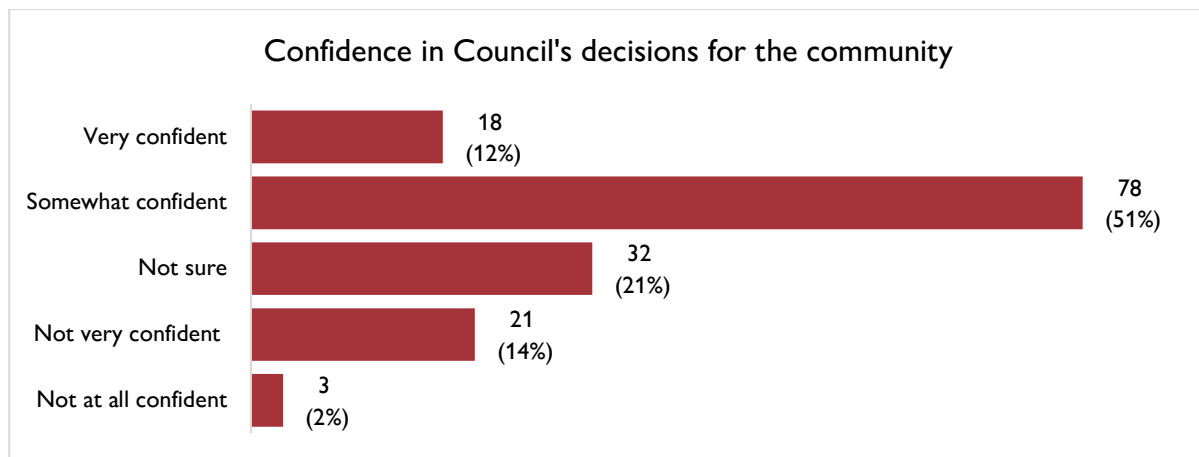
- Overall, there is a strong desire for clear and transparent communication from Council, including plain-English updates and tangible links between feedback and Council actions.

Theme	Description of comments	# of comments	% of comments
Clear communication and transparency	• Use plain-English for updates and decisions. • Provide earlier notice about changes. • Show how community feedback leads to action, including updates on cancelled or changed plans.	19	32%
Updates via Council channels	• Send regular updates via email or newsletters. • Prefer receiving Glen Eira News by email to avoid delivery delays.	10	17%
More direct engagement and communication	• Provide direct updates from Councillors and offer more face-to-face opportunities to share feedback.	7	12%
Website improvements	• Make the website easier to navigate with clearer access to updates, policies, meeting minutes, and new projects. • Suggested features include "What's New" tabs and simplified layouts.	6	10%
More information on certain topics	• Share more information on topics like sustainability, the environment, and planning and development.	4	7%
Social media	• Post regular updates on social media. • Consider using alternative platforms like Mastodon or Pixelfed.	3	5%
Out of scope	• Comments that were outside the scope of the question or did not provide meaningful input (e.g. "No" or "Not really").	14	23%

Question seven: How confident are you that Council makes decisions in the best interest of the community?

This was a required question. It received a 100 per cent response rate (152 respondents).

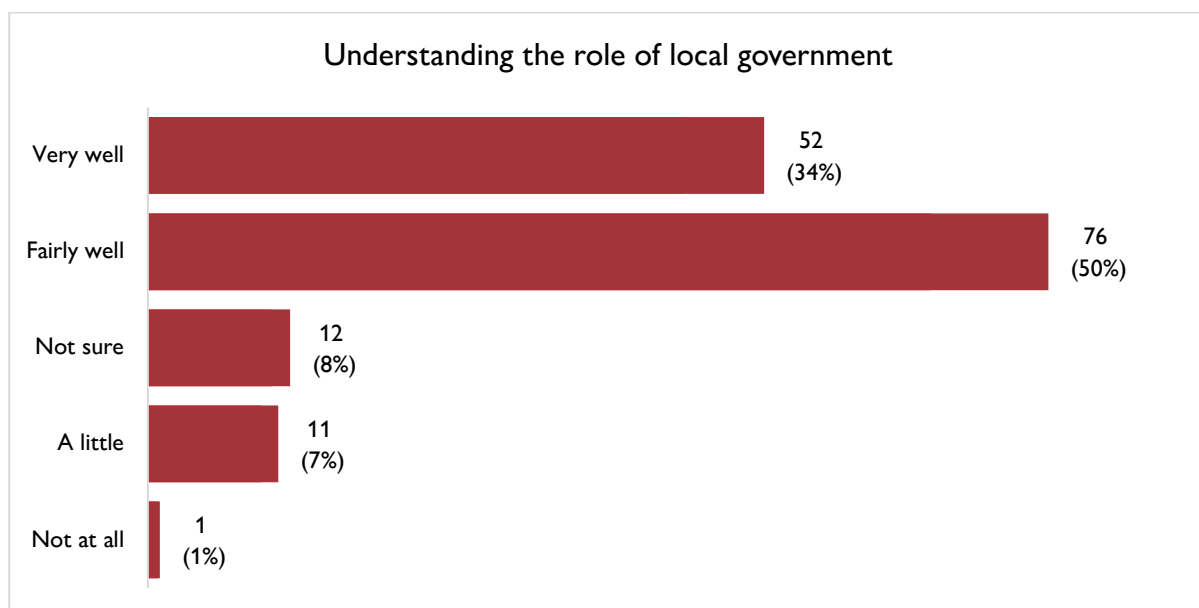
- Most respondents (51 per cent) feel somewhat confident that Council makes decisions in the community's best interest.
- Very few (2 per cent) have no confidence at all in how Council makes decisions.



Question eight: How well do you understand what local government does, compared to state and federal government?

This was a required question. It received a 100 per cent response rate (152 respondents).

- Most respondents (84 per cent) feel they understand local government well, with 50 per cent saying, “fairly well” and 34 per cent saying, “very well.”
- Only a small number (8 per cent) are unsure or don’t understand it at all, showing a generally strong awareness of local government roles compared to other levels of government.



Question nine: Do you have any other comments on how we can improve the community's views of Council's overall work?

This was an optional question. It received a 40 per cent response rate (61 respondents).

- Clear updates about Council's work — including what's being delivered, what priorities are being addressed, and how they can stay informed through regular communication like newsletters and social media.
- There's a strong call for quality in Council services — especially around repairs and maintenance. People want work done properly the first time, with fewer delays and rework.
- Planning and the environment matter to residents — with many asking Council to protect tree canopy and green spaces, and make sure new developments are sustainable and consider local character.

Theme	Description of comments	# of comments	% of comments
Updates on Council's work	• Requests for more detailed and frequent communications on Council activities and priorities.	11	27%
Repair quality	• Focus on consistent quality of repairs and upgrades (e.g. roads and footpaths).	6	15%
Planning	• Focus on environmental considerations in planning and development (e.g. retaining trees and creating open space).	6	15%
Engagement	• Desire for more face-to-face community engagement and an increased presence from Councillors.	5	12%
Transparency in decision-making	• Emphasis on clear, transparent communication of decisions and how they are made.	4	10%
Clarifying responsibilities	• Focus on building community understanding of the roles and responsibilities between Council, State and Federal levels.	3	7%
Accountability	• Statements about holding Council accountable and being transparent.	3	7%

Enforcement	• Comments about stricter enforcement of existing rules (e.g. parking).	2	5%
Senior services	• Comments regarding services and issues related to seniors.	1	2%

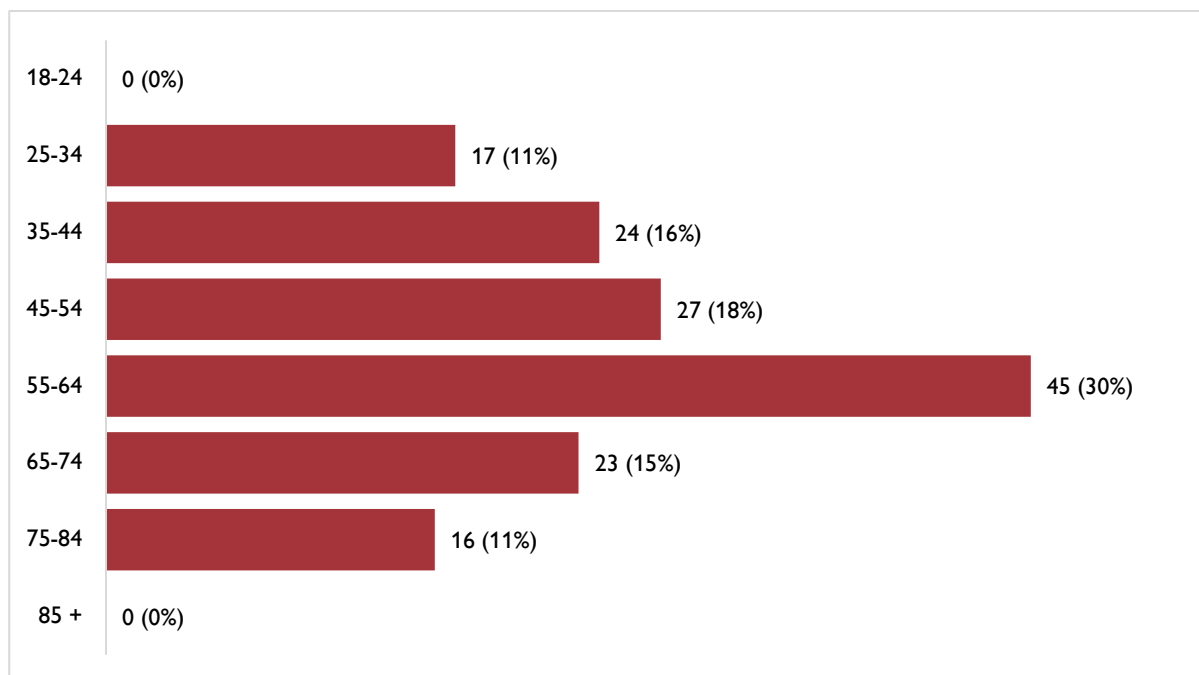
Demographic profile

This information helps us understand who we're hearing from and whether it is representative of our broad and diverse community.

Question one: What is your age?

This was a required question. It received a 100 per cent response rate (152 respondents).

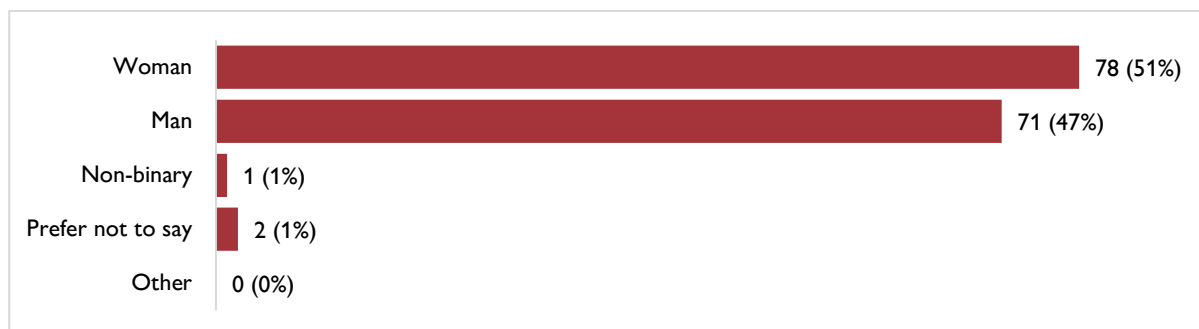
- Respondents ranged all age groups except those aged 18–24 and over 85.
- The largest proportion of respondents is in the 55–64 age group (30 per cent), with other age ranges each accounting for 11–18 per cent.



Question two: What is your gender?

This was a required question. It received a 100 per cent response rate (152 respondents).

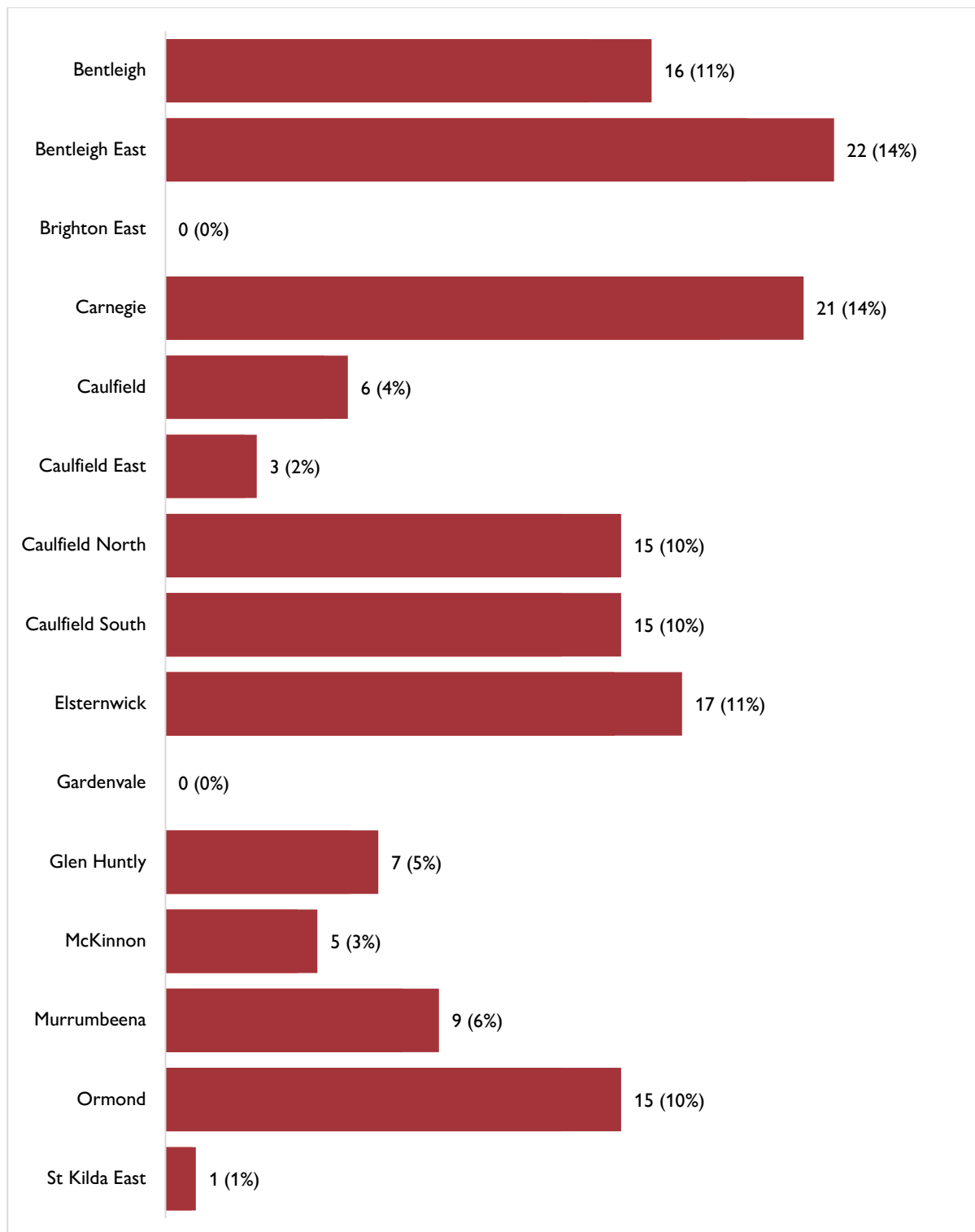
- Gender distribution was almost even, with woman accounting for 51 per cent and men accounting for 47 per cent of respondents.



Question three: What suburb do you live in?

This was a required question. It received a 100 per cent response rate (152 respondents).

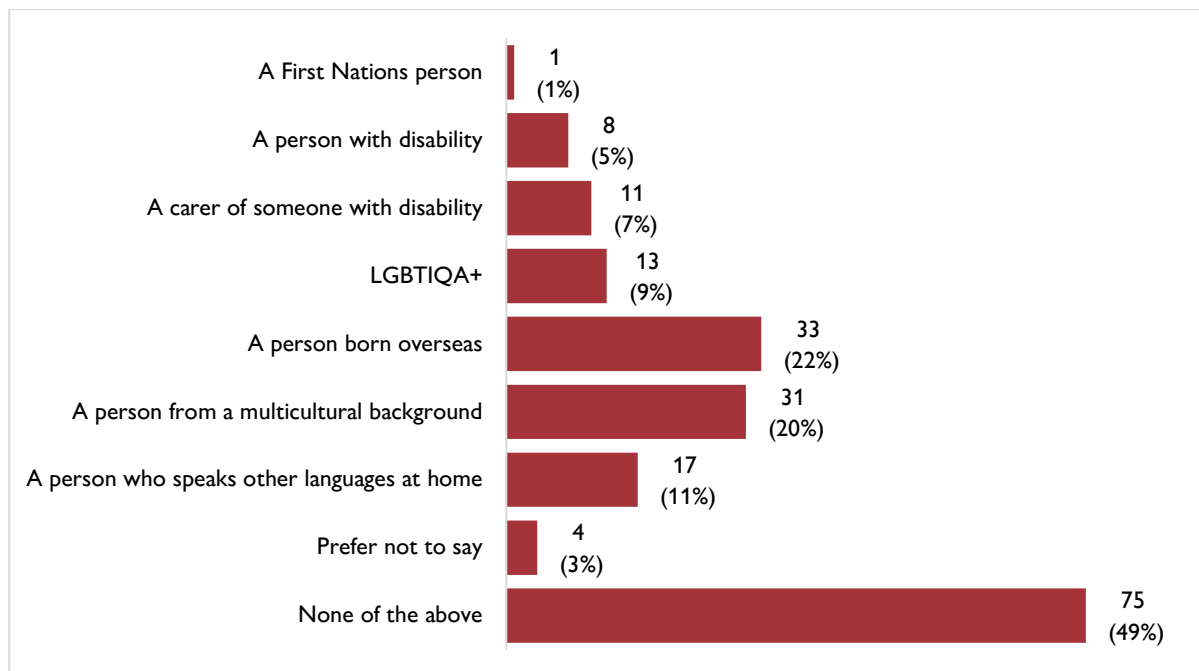
- Respondents from all Glen Eira suburbs are represented in the survey results, with the exception of Brighton East and Gardenvale.
- Most respondents live in Bentleigh East and Carnegie, each accounting for 14 per cent of the total respondents.



Question four: Do you identify as any of the following?

This was a required question. It received a 100 per cent response rate (152 respondents).

- Almost half of respondents (49 per cent) did not identify with any of the listed groups.
- Among those who did identify, the most common responses were those born overseas (22 per cent) and those from a multicultural background (20 per cent).



Question five: What is your housing situation?

This was a required question. It received a 100 per cent response rate (152 respondents).

- Most respondents own their homes, with 46 per cent owning outright and 37 per cent owning with a mortgage.
- Renting is less common, accounting for 14 per cent of respondents.

