



2019 Local Government Community Satisfaction Survey

Southern Grampians Shire Council

Coordinated by the Department of
Environment, Land, Water and Planning
on behalf of Victorian councils

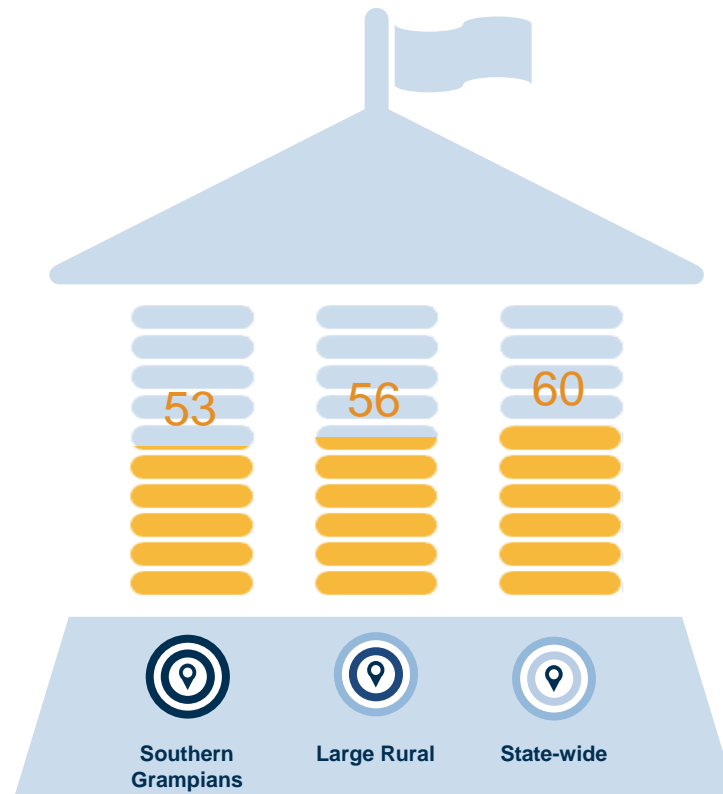


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Southern Grampians Shire Council – at a glance



Overall Council performance

Results shown are index scores out of 100.



Background and objectives



Background and objectives

The Victorian Community Satisfaction Survey (CSS) creates a vital interface between the council and their community.

Held annually, the CSS asks the opinions of local people about the place they live, work and play and provides confidence for councils in their efforts and abilities.

Now in its twentieth year, this survey provides insight into the community's views on:

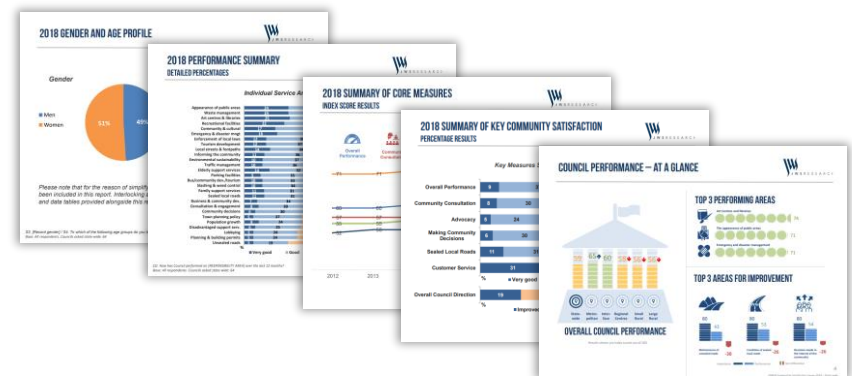
- councils' overall performance with benchmarking against State-wide and council group results
- community consultation and engagement
- advocacy and lobbying on behalf of the community
- customer service, local infrastructure, facilities and
- overall council direction.

When coupled with previous data, the survey provides a reliable historical source of the community's views since 1998. A selection of results from the last seven years shows that councils in Victoria continue to provide services that meet the public's expectations.

Serving Victoria for 20 years

Each year the CSS data is used to develop the State-wide report which contains all of the aggregated results, analysis and data. Moreover, with 20 years of results, the CSS offers councils a long-term, consistent measure of how they are performing – essential for councils that work over the long term to provide valuable services and infrastructure to their communities.

Participation in the State-wide Local Government Community Satisfaction Survey is optional. Participating councils have various choices as to the content of the questionnaire and the sample size to be surveyed, depending on their individual strategic, financial and other considerations.





Key findings and recommendations



Overall performance

The overall performance index score of 53 for Southern Grampians Shire Council represents a one-point improvement on the 2018 result. Although this is not a significant improvement, it reverses the declining trend from 2013 to 2017.

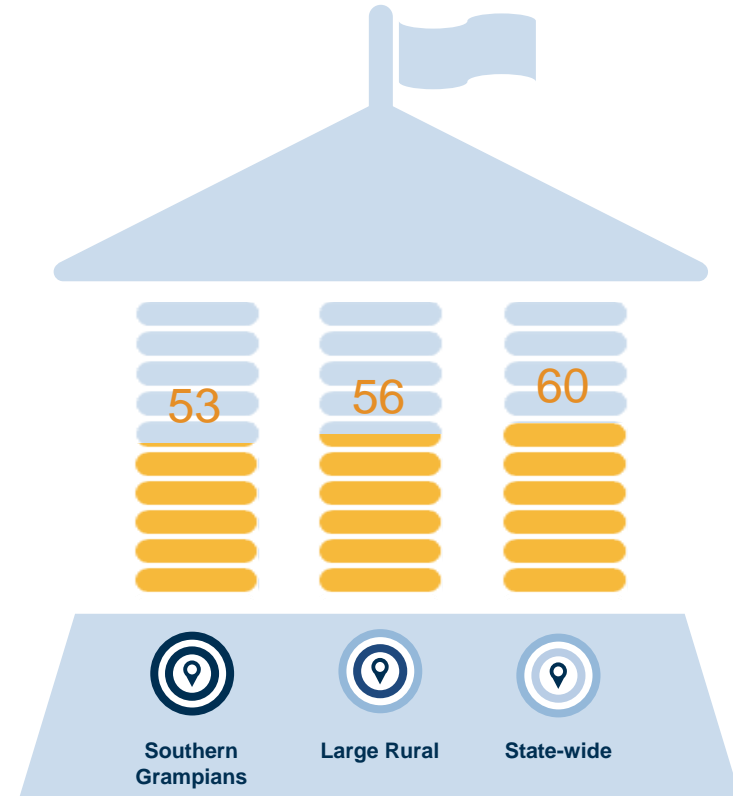
- Despite this reverse in trend, overall performance remains five points down on Council's peak result of 58 achieved in 2013.

Southern Grampians Shire Council's overall performance is rated statistically significantly lower (at the 95% confidence interval) than the average rating for councils State-wide and councils in the Large Rural group (index scores of 60 and 56 respectively).

- Younger residents, aged 18 to 34 years, are significantly more favourable in their views of Council's overall performance compared to last year, increasing eight points to an index score of 57.

Over a third of residents rate Southern Grampians Shire Council's overall performance as 'very good' or 'good' (35%) compared to 22% who rate it as 'very poor' or 'poor'. A further 43% sit mid-scale, rating Council's overall performance as 'average'. Only 1% 'don't know'.

Overall Council performance



Results shown are index scores out of 100.



Customer contact and service

Contact with council

Just over half (54%) of Southern Grampians Shire Council residents have had contact with Council in the last 12 months.

- Residents aged 35 to 49 years had the most contact with Council (64%) in 2019.
- Conversely, residents aged 18 to 34 years had the least contact with council (40%). Rate of contact among this group is significantly lower than the Council average.
- There are no other significant differences across the demographic cohorts compared to the average.

Residents are most likely to have contacted Council 'in person' (32%) and 'by telephone' (27%).

Overall, newsletters sent via email (23%) and mail (21%) are the preferred methods for Council to inform residents about news, information and upcoming events. Preference for 'newsletters sent via mail' has been on the decline, while preference for 'newsletters sent via email' has steadily increased in recent years.

'Newsletters via email' is considered the optimal method by residents aged over 50 years (26%), however, residents aged under 50 are most likely to prefer 'social media' (25%).

Customer service

Southern Grampians Shire Council's customer service index of 70 is five points higher than the 2018 results, though the increase is not considered significant. Council's customer service rating is now three points away from the highest result of 73 achieved in 2013. Performance on this measure is largely in line with the State-wide and Large Rural group averages (index scores of 71 and 69 respectively).

Just under a third of residents (29%) rate Council's customer service as 'very good', representing a four point increase in 'very good' ratings compared with 2018. A further 37% rate customer service as 'good'.

- There are no significant differences across the demographic cohorts compared to the Council average, or compared to the 2018 results.



Council direction

Council direction

Southern Grampians Shire Council's index score of 51 for overall council direction is a one-point decline on the 2018 result. The majority of residents believe Council is headed in the right direction (58%), compared to a third who believe the opposite (33%, wrong direction).

Overall council direction is rated at a similar level to the average for councils State-wide (index score of 53) and is in line with the Large Rural group average (also an index score of 51).

- Residents aged 18 to 34 years are significantly more favourable in their impressions of Council's overall direction (index score of 59) compared with the Council average. Their views on performance in this area have also increased significantly from 2018 (up 12 points).

Rates versus services trade-off

Southern Grampians Shire residents are again more likely to prefer service cuts (52%) over a rates rise (31%) – the other 17% 'can't say'. Preference for service cuts has increased by seven points over the past year.

Notably, the proportion of residents who believe that there is 'a lot' of room for improvement in services has been declining since 2017, although are still much higher than for the State-wide and Large Rural group averages (63% 'a lot' of room for improvement compared to 47% State-wide and 49% among the Large Rural group).



Top performing areas and areas for improvement

Top performing areas

Customer service is the area where Southern Grampians Shire Council has performed most strongly overall (index score of 70), with this area performing at a similar level to the State-wide and Large Rural group averages.

The most improved measure in 2019 is sealed local roads (index score of 41), which increased a significant nine index points compared to 2018. However, Council's performance in this area remains significantly lower than State-wide and Large Rural group averages (index score of 56 and 47 respectively).

Another area where Southern Grampians Shire Council has improved is community consultation (index score of 57). With a three-point improvement in 2019, this area is now rated significantly higher than the Large Rural group average, and one-point higher than the State-wide average (index scores of 54 and 56 respectively). Council's performance index in this area has now returned to the series high of 57, achieved in 2014.

Southern Grampians residents also volunteer 'community engagement/involvement', alongside 'recreational/sporting facilities' (both 9%) as the best things about Council. This is followed by 'road/street maintenance' (7%) and 'customer service' (6%).

Areas for improvement

There are no significant declines in 2019 results. Council should aim to improve ratings in areas that are rated significantly lower than the Large Rural group average.

As mentioned, Council's performance on sealed local roads is an area in need of attention, further evidenced by the fact that residents most frequently volunteer sealed road maintenance (20%) as an area in need of improvement.

The other area that stands out in this instance is making community decisions. With an index score of 49, Council's performance in this area is significantly lower than State-wide and Large Rural group averages.

- Residents aged 35 to 49 years (index score of 45) declined significantly in their impressions of Council's performance in this area in the past year.



Focus areas for coming 12 months

Perceptions of Council have largely improved or remained on par with 2018 results. This is a positive result for Council.

Moving forward, Council should focus attention on service areas where current performance levels are significantly lower than the Large Rural group averages.

An area that stands out as being most in need of Council attention is sealed local roads (index score of 41) which, despite a significant improvement on the 2018 result, is Council's lowest rated performance area and is rated significantly lower than the State-wide and Large Rural group council averages (56 and 47 respectively).

Council's performance on making community decisions also falls into this category (index score of 49), being the only other measure where Council's performance index is significantly lower than that of the Large Rural and State-wide averages (52 and 55 respectively).

More generally, consideration should also be given to residents aged 35 to 49 years, who appear to be driving negative opinion in a number of areas in 2019.

- It is also important not to ignore, and to learn from, what is working amongst other groups, especially residents aged 18 to 34 years, and use these lessons to build on performance experience and perceptions.

On the positive side, Council should look to maintain and further build upon its improved performance on sealed local roads, and community consultation and engagement over the next 12 months.



Further areas of exploration

An approach we recommend is to further mine the survey data to better understand the profile of these over and under-performing demographic groups. This can be achieved via additional consultation and data interrogation, self-mining the SPSS data provided, or via the dashboard portal available to the council.

Please note that the category descriptions for the coded open-ended responses are generic summaries only. We recommend further analysis of the detailed cross tabulations and the actual verbatim responses, with a view to understanding the responses of the key gender and age groups, especially any target groups identified as requiring attention.

A personal briefing by senior JWS Research representatives is also available to assist in providing both explanation and interpretation of the results. Please contact JWS Research on:

03 8685 8555

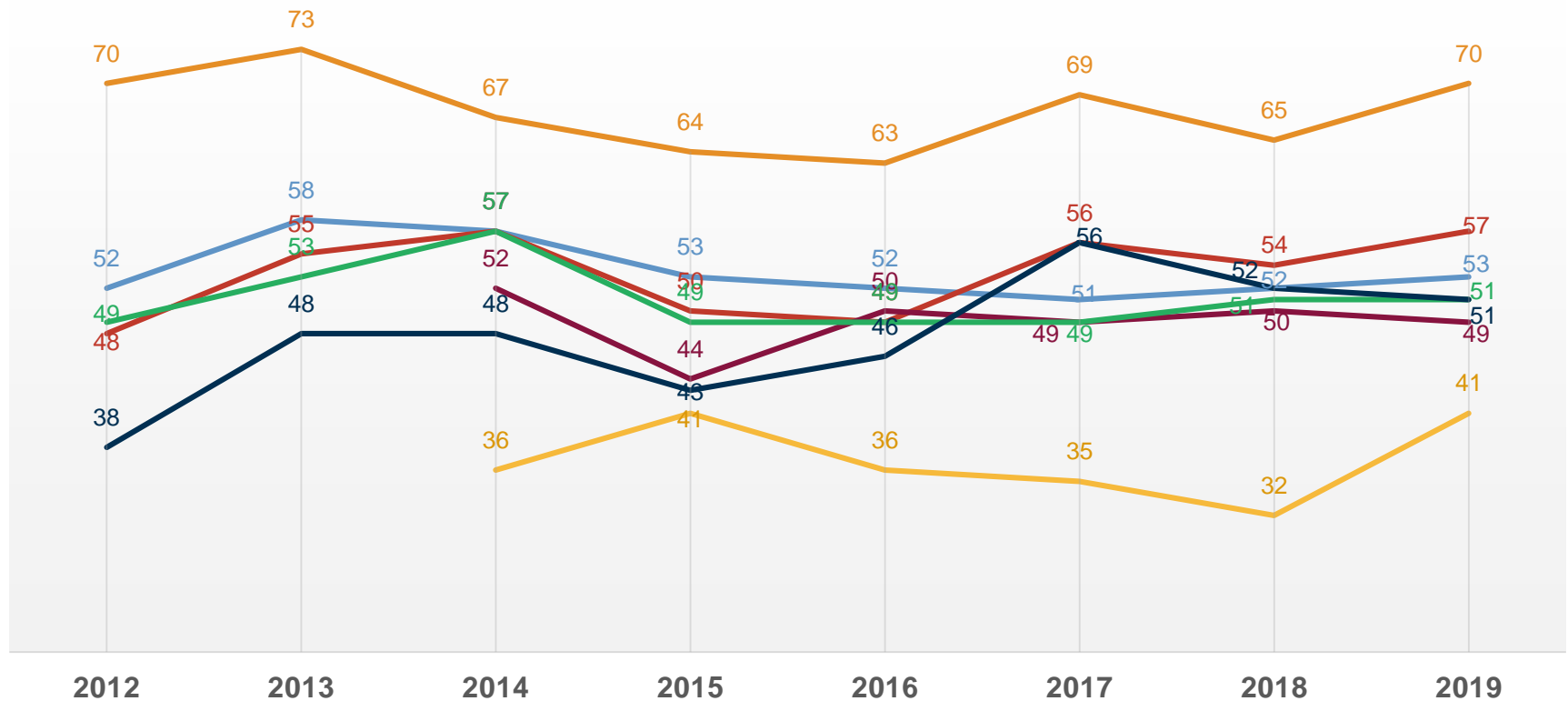
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Summary of findings



Summary of core measures

Index scores





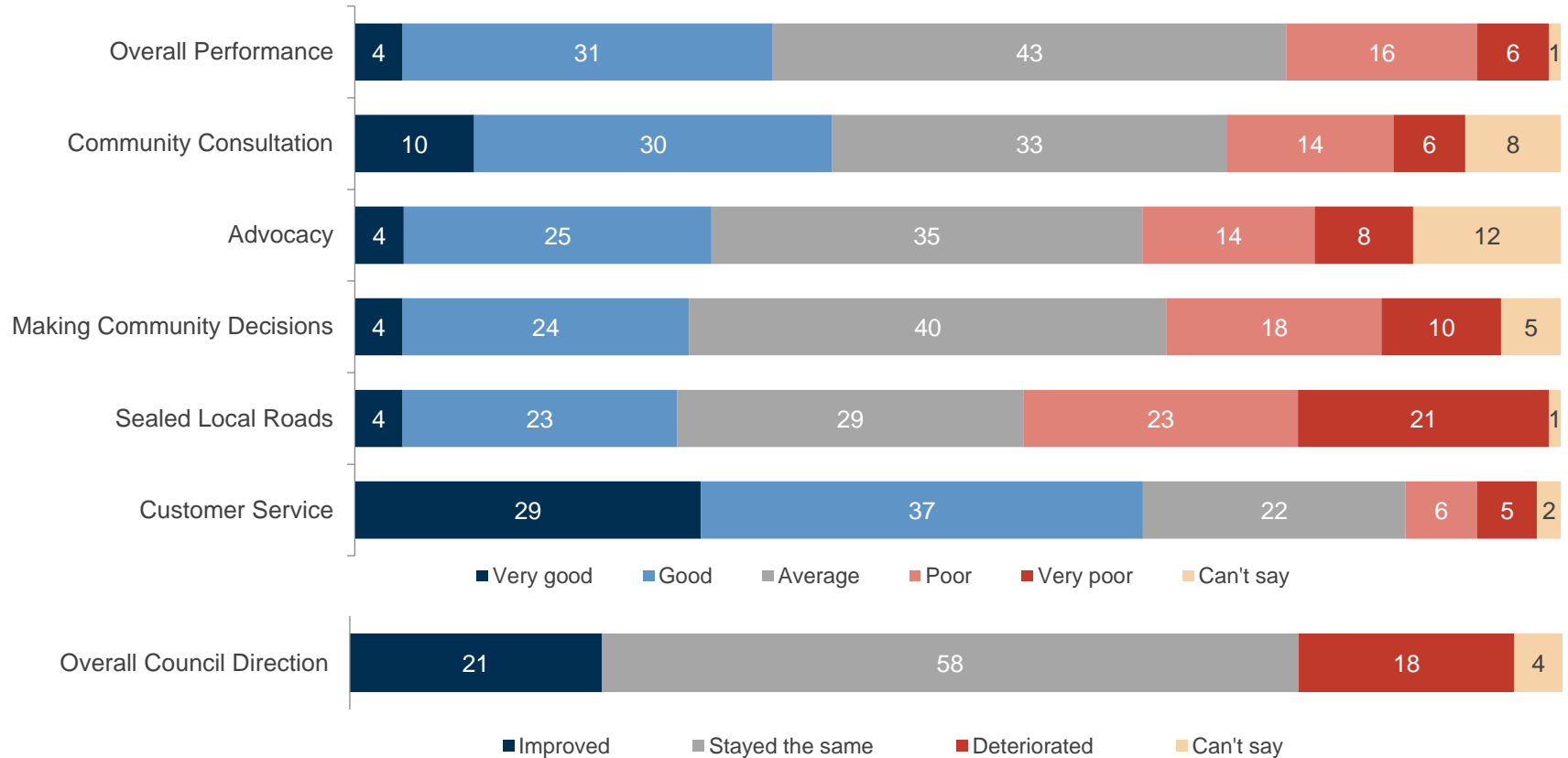
Summary of core measures

Performance Measures	Southern Grampians 2019	Southern Grampians 2018	Large Rural 2019	State-wide 2019	Highest score	Lowest score
Overall Performance	53	52	56	60	Aged 18-34 years	Aged 35-49 years
Community Consultation (Community consultation and engagement)	57	54	54	56	Aged 18-34 years	Men
Advocacy (Lobbying on behalf of the community)	51	51	52	54	Women	Men
Making Community Decisions (Decisions made in the interest of the community)	49	50	52	55	Aged 18-34 years	Aged 35-49 years
Sealed Local Roads (Condition of sealed local roads)	41	32	47	56	Aged 65+ years	Aged 35-49 years
Customer Service	70	65	69	71	Aged 18-34 years	Aged 65+ years
Overall Council Direction	51	52	51	53	Aged 18-34 years	Aged 50-64 years



Summary of key community satisfaction

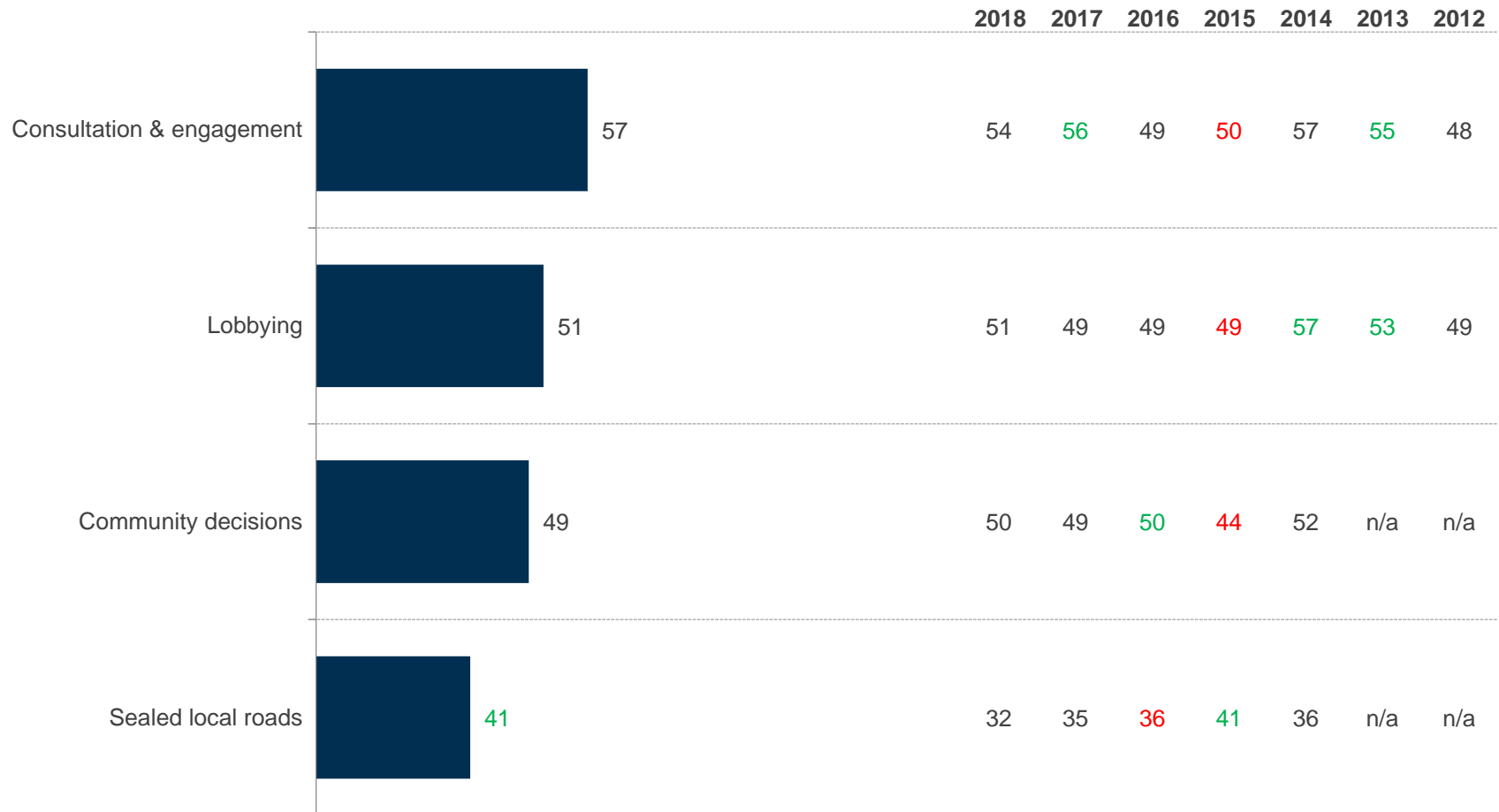
Key measures summary results (%)





Individual service area performance

2019 individual service area performance (index scores)



Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?

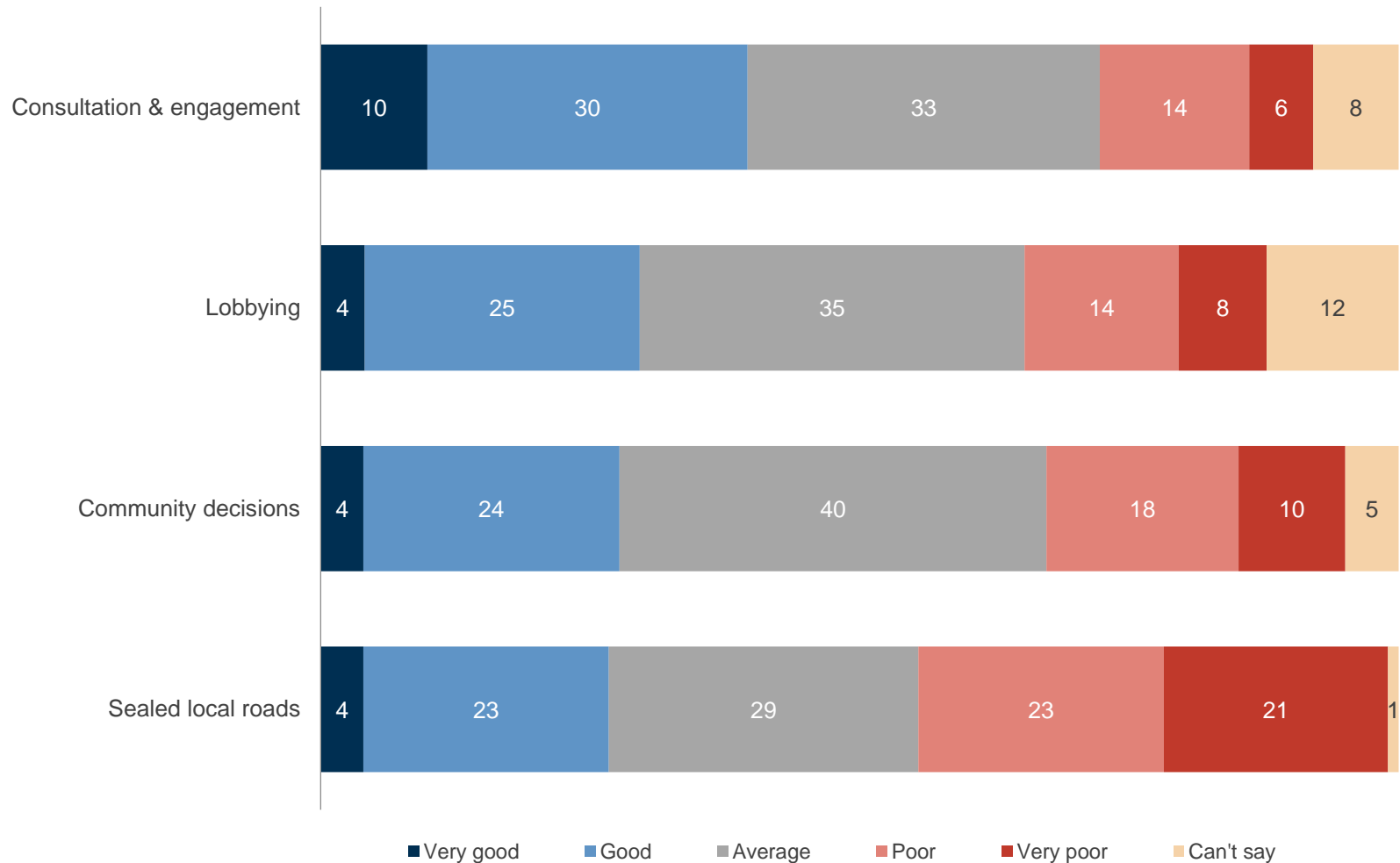
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

Note: Please see Appendix A for explanation of significant differences.



Individual service area performance

2019 individual service area performance (%)



Individual service area performance vs State-wide average



Significantly Higher than State-wide Average

- Not applicable

Significantly Lower than State-wide Average

- Lobbying
- Making community decisions
- Sealed local roads



Individual service area performance vs group average

Significantly Higher than Group Average

- Consultation & engagement

Significantly Lower than Group Average

- Making community decisions
- Sealed local roads



Best things about Council

2019 best things about Council (%) - Top mentions only -

		2018	2017	2016	2015	2014	2013	2012
Recreational/Sporting Facilities	9	8	4	n/a	n/a	n/a	n/a	n/a
Community Engagement/Involvement	9	4	4	n/a	n/a	n/a	n/a	n/a
Road/Street Maintenance	7	2	3	n/a	n/a	n/a	n/a	n/a
Customer Service	6	7	6	n/a	n/a	n/a	n/a	n/a
Community Facilities	4	3	3	n/a	n/a	n/a	n/a	n/a
Community Support Services	4	3	4	n/a	n/a	n/a	n/a	n/a
Council Management	4	2	1	n/a	n/a	n/a	n/a	n/a
Waste Management	4	5	2	n/a	n/a	n/a	n/a	n/a
Generally Good	4	3	4	n/a	n/a	n/a	n/a	n/a
Cultural Activities	3	3	2	n/a	n/a	n/a	n/a	n/a
Councillors	3	4	10	n/a	n/a	n/a	n/a	n/a
Location	3	1	2	n/a	n/a	n/a	n/a	n/a

Q16. Please tell me what is the ONE BEST thing about Southern Grampians Shire Council? It could be about any of the issues or services we have covered in this survey or it could be about something else altogether?

Base: All respondents. Councils asked state-wide: 21 Councils asked group: 6












Note: Significant differences have not been applied to this chart.

A verbatim listing of responses to this question can be found in the accompanying dashboard.



Areas for improvement

2019 areas for improvement (%) - Top mentions only -

		2018	2017	2016	2015	2014	2013	2012
Sealed Road Maintenance	 20	37	22	n/a	n/a	n/a	n/a	n/a
Community Consultation	 14	7	9	n/a	n/a	n/a	n/a	n/a
Business Development	 9	10	15	n/a	n/a	n/a	n/a	n/a
Financial Management	 9	5	8	n/a	n/a	n/a	n/a	n/a
Communication	 6	6	9	n/a	n/a	n/a	n/a	n/a
Rural/Regional Communities	 5	4	5	n/a	n/a	n/a	n/a	n/a
Treat All The Same	 5	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Infrastructure	 4	1	3	n/a	n/a	n/a	n/a	n/a
Tourism	 4	1	1	n/a	n/a	n/a	n/a	n/a
Promote Benefits	 4	1	2	n/a	n/a	n/a	n/a	n/a
Nothing	 6	5	5	n/a	n/a	n/a	n/a	n/a

Q17. What does Southern Grampians Shire Council MOST need to do to improve its performance?

Base: All respondents. Councils asked state-wide: 43 Councils asked group: 12

Note: Significant differences have not been applied to this chart.

A verbatim listing of responses to this question can be found in the accompanying dashboard.

DETAILED FINDINGS

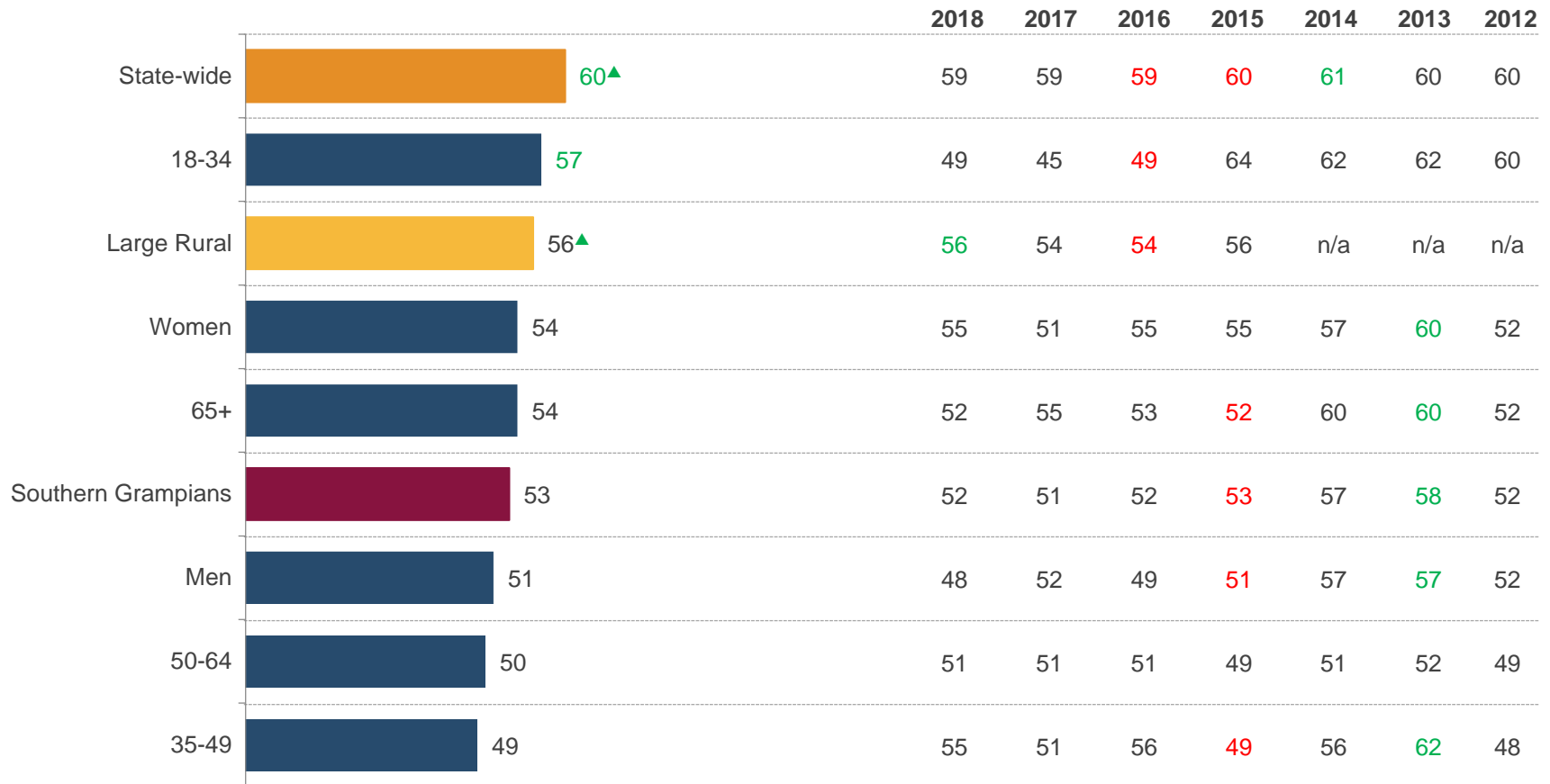


Overall performance



Overall performance

2019 overall performance (index scores)



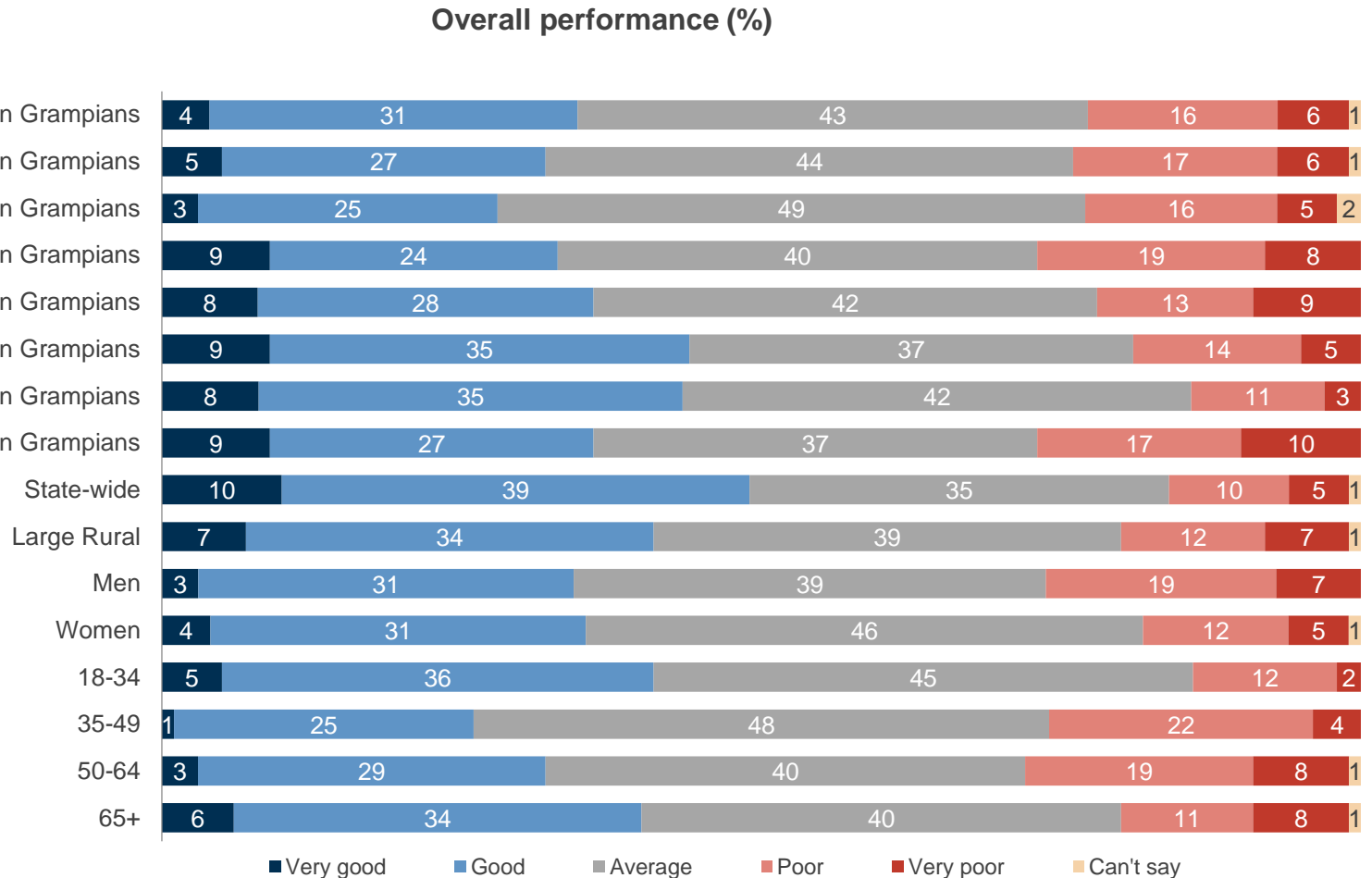
Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Southern Grampians Shire Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?

Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

Note: Please see Appendix A for explanation of significant differences.



Overall performance



Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Southern Grampians Shire Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?

Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

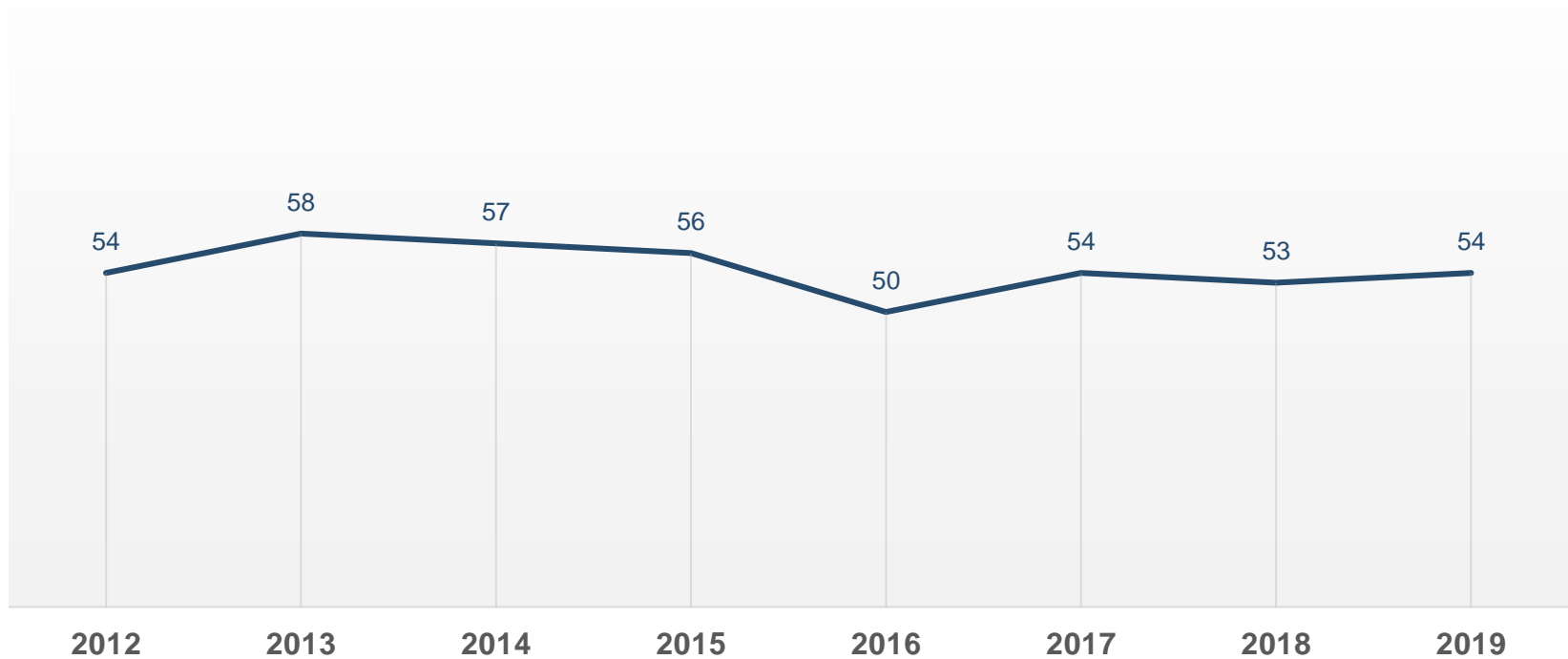


Customer service



Contact with council

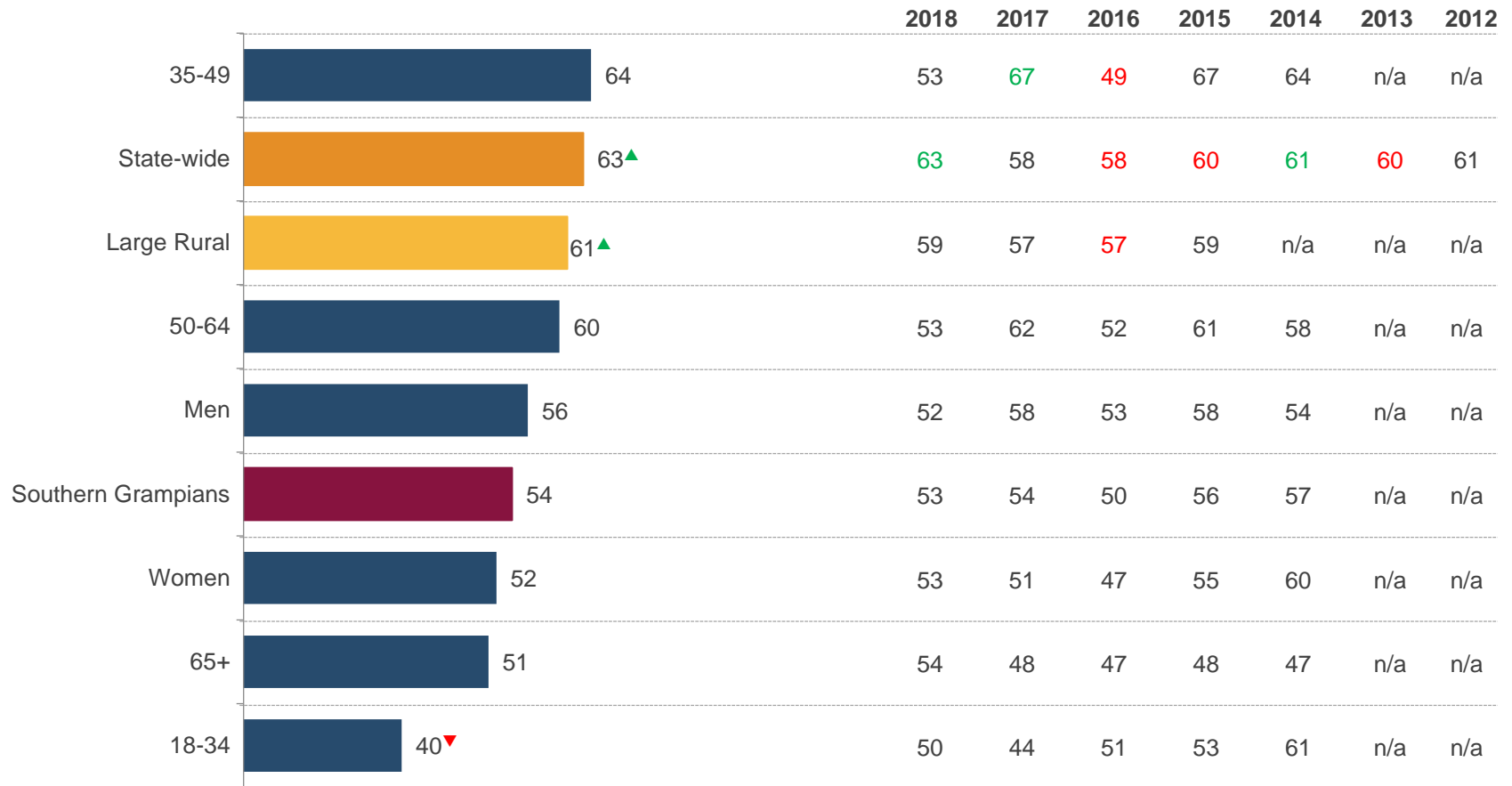
2019 contact with council (%)
Have had contact





Contact with council

2019 contact with council (%)



Q5a. Have you or any member of your household had any recent contact with Southern Grampians Shire Council in any of the following ways?

Base: All respondents. Councils asked state-wide: 25 Councils asked group: 7

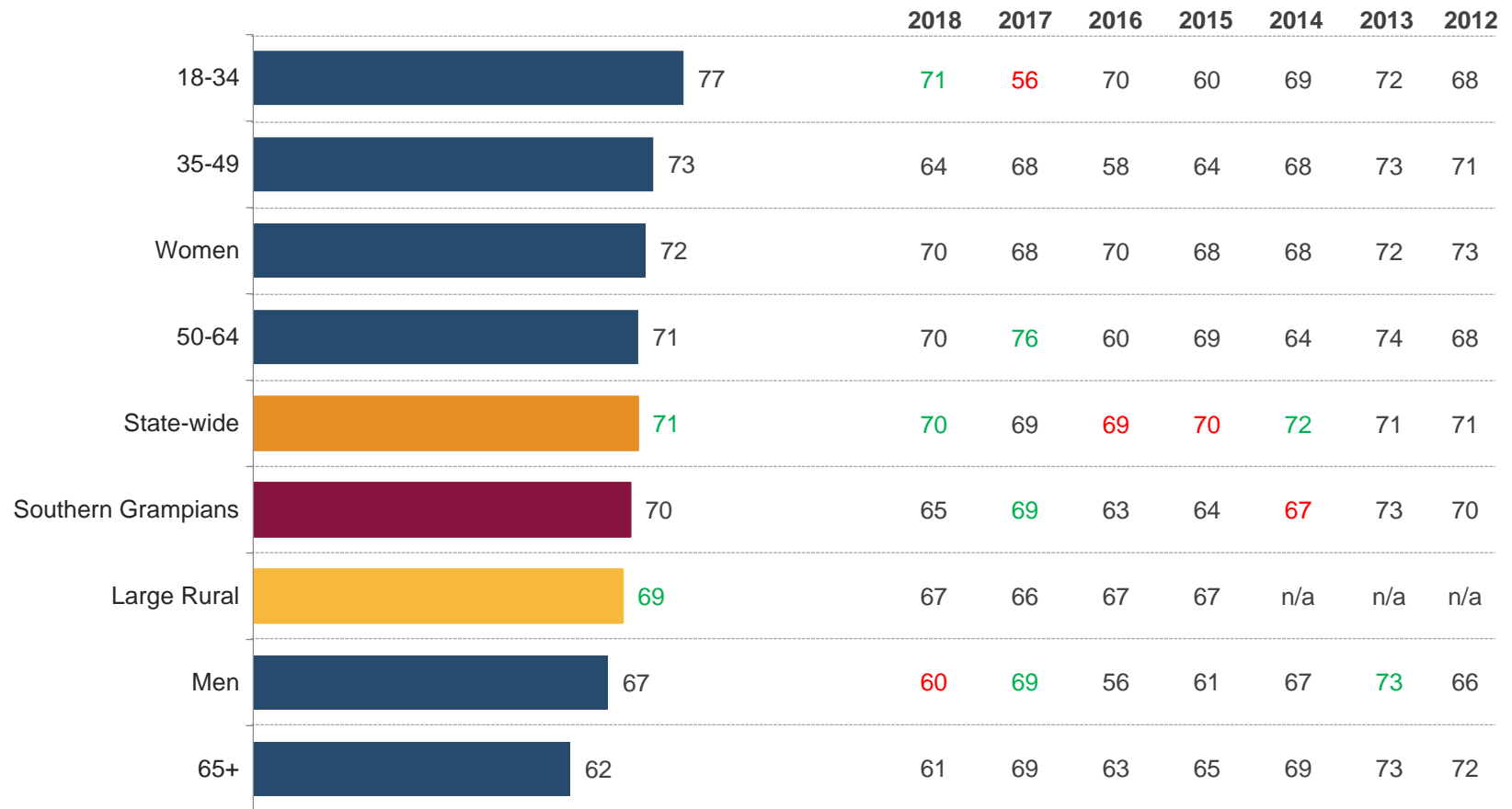
Note: Please see Appendix A for explanation of significant differences.

Some data may be missing from 2012 and 2013 due to a change in demographic analysis.



Customer service rating

2019 customer service rating (index scores)



Q5c. Thinking of the most recent contact, how would you rate Southern Grampians Shire Council for customer service? Please keep in mind we do not mean the actual outcome but rather the actual service that was received.

Base: All respondents who have had contact with Council in the last 12 months.

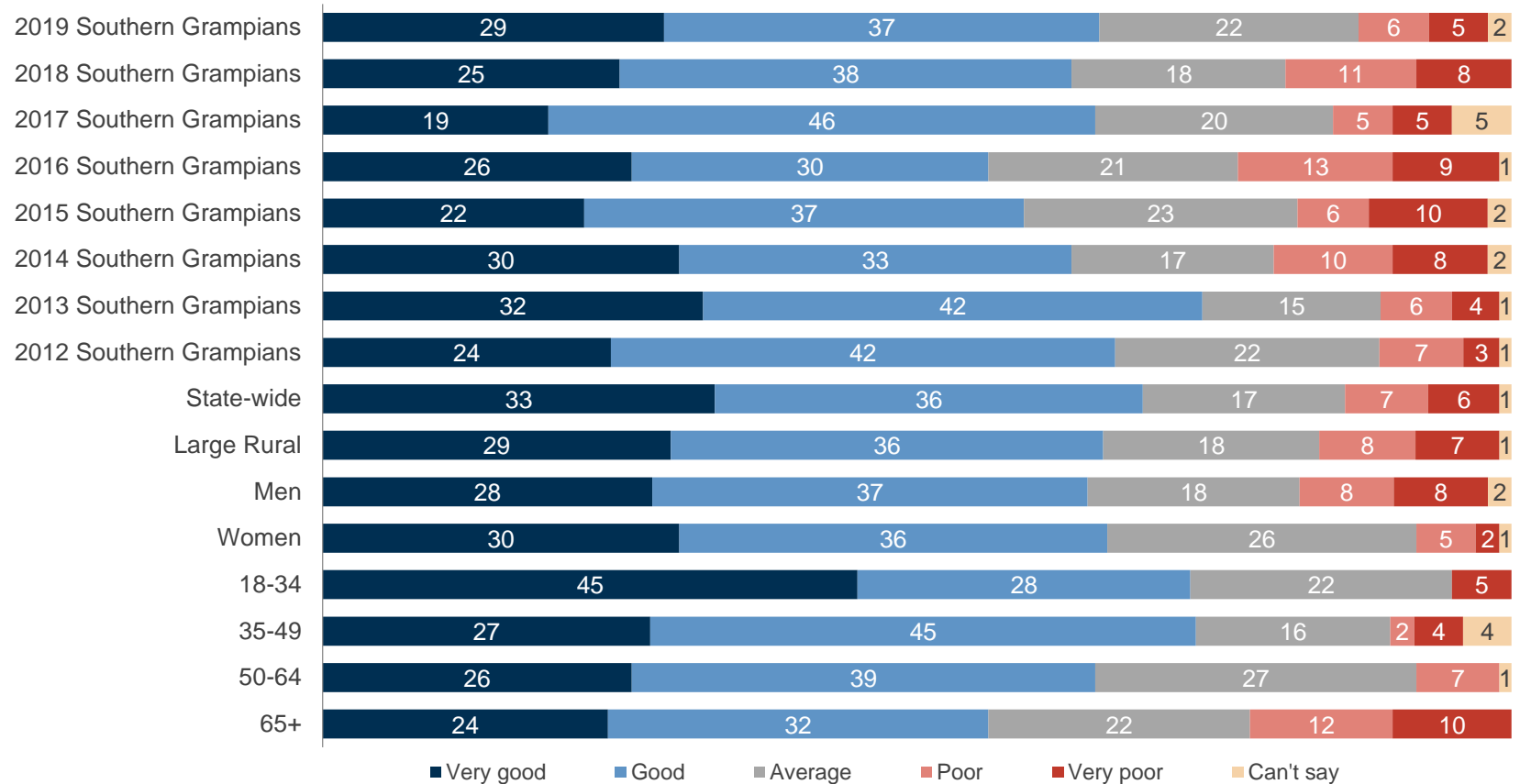
Councils asked state-wide: 63 Councils asked group: 18

Note: Please see Appendix A for explanation of significant differences.



Customer service rating

Customer service rating (%)



Q5c. Thinking of the most recent contact, how would you rate Southern Grampians Shire Council for customer service? Please keep in mind

we do not mean the actual outcome but rather the actual service that was received.

Base: All respondents who have had contact with Council in the last 12 months.

Councils asked state-wide: 63 Councils asked group: 18



Method of contact with council

2019 method of contact (%)



In Person



In Writing



By Telephone



By Text Message



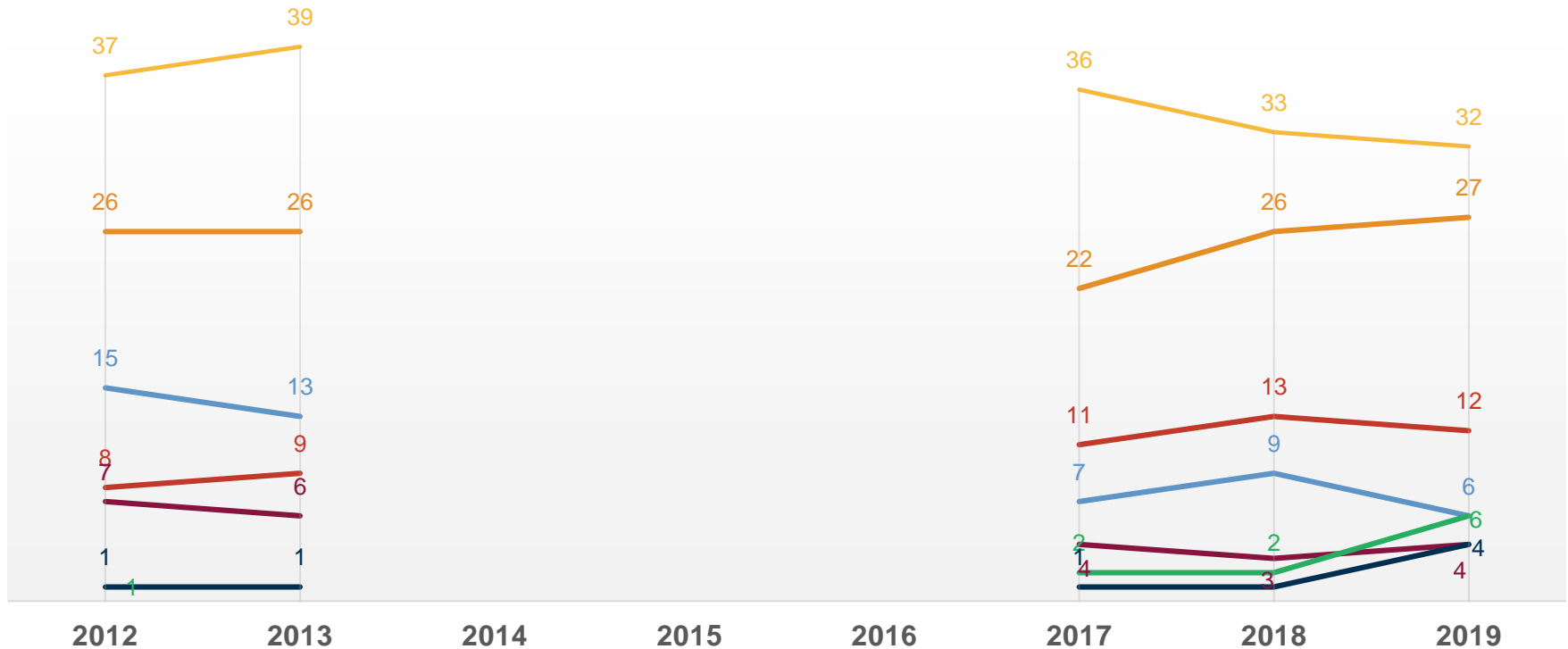
By Email



Via Website



By Social Media



Q5a. Have you or any member of your household had any recent contact with Southern Grampians Shire Council in any of the following ways?

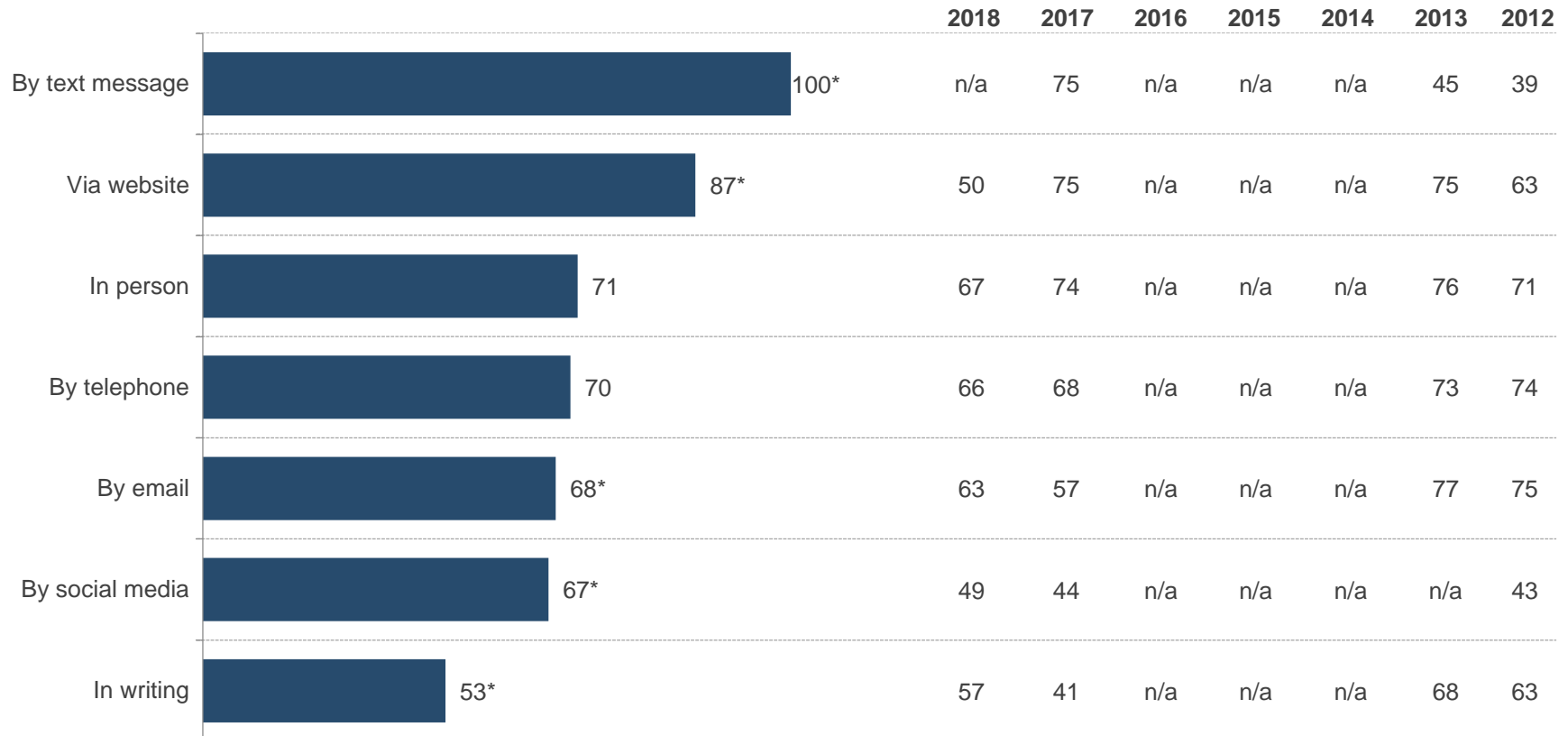
Base: All respondents. Councils asked state-wide: 25 Councils asked group: 7

Note: Respondents could name multiple contacts methods so responses may add to more than 100%



Customer service rating by method of last contact

2019 customer service rating (index score by method of last contact)



Q5c. Thinking of the most recent contact, how would you rate Southern Grampians Shire Council for customer service? Please keep in mind we do not mean the actual outcome but rather the actual service that was received.

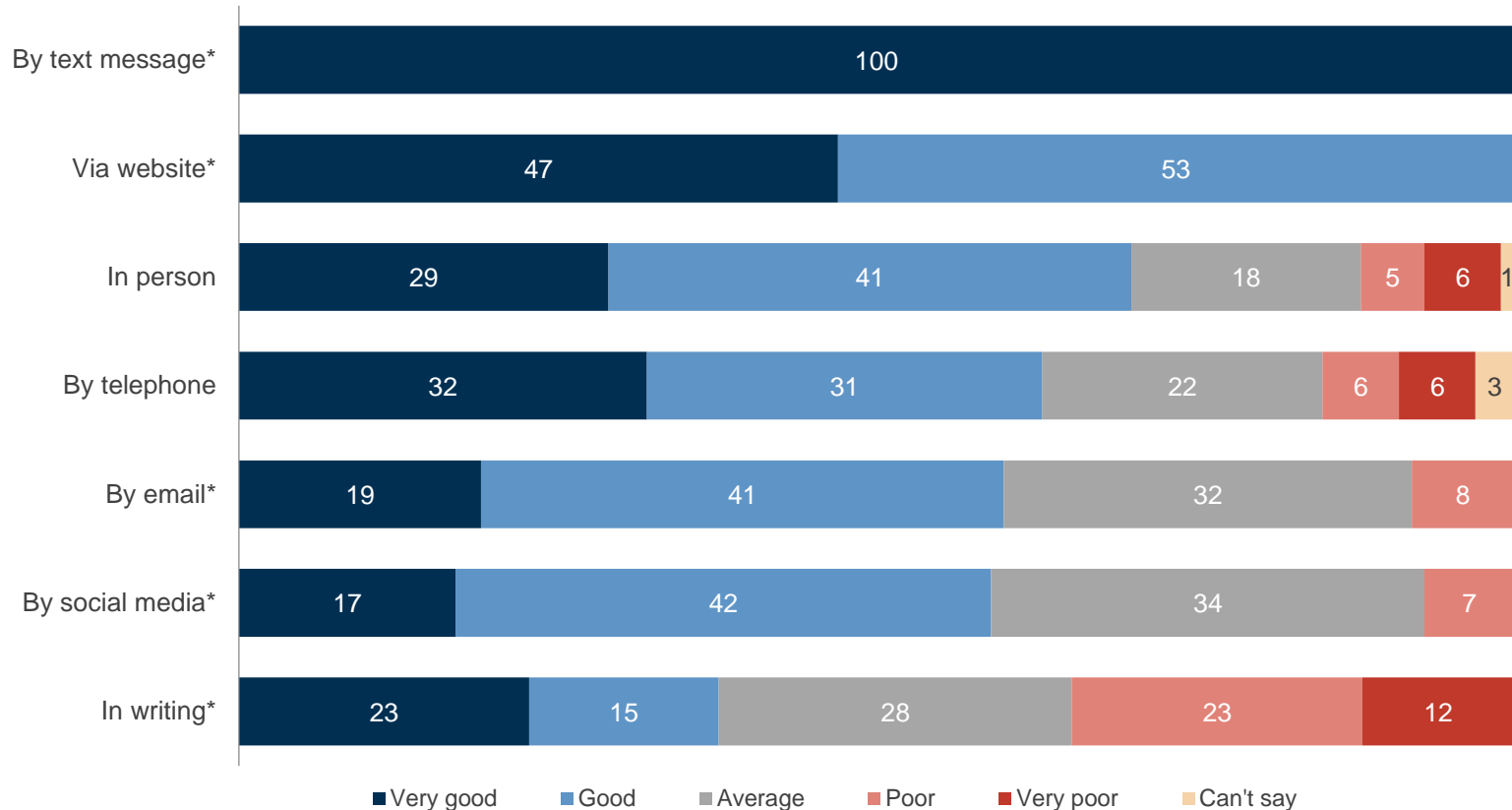
Base: All respondents who have had contact with Council in the last 12 months.
Councils asked state-wide: 63 Councils asked group: 18

Note: Please see Appendix A for explanation of significant differences.
*Caution: small sample size < n=30



Customer service rating by method of last contact

2019 customer service rating (% by method of last contact)



Q5c. Thinking of the most recent contact, how would you rate Southern Grampians Shire Council for customer service? Please keep in mind we do not mean the actual outcome but rather the actual service that was received.

Base: All respondents who have had contact with Council in the last 12 months.

Councils asked state-wide: 25 Councils asked group: 7

*Caution: small sample size < n=30

A large, stylized letter 'W' that serves as a background graphic. It is filled with a satellite night view of the Earth, showing glowing city lights and a network of white lines representing roads or communication routes. The 'W' is positioned on the right side of the slide, extending from the top to the bottom.

Communication



Communication summary

Overall preferred forms of communication	<ul style="list-style-type: none"> • Newsletter sent via email (23%)
Preferred forms of communication among over 50s	<ul style="list-style-type: none"> • Newsletter sent via email (26%)
Preferred forms of communication among under 50s	<ul style="list-style-type: none"> • Social media (25%)
Greatest change since 2018	<ul style="list-style-type: none"> • Advertising in local newspaper (-6) • Note that Social Media was included in 2019.



Best form of communication

2019 best form of communication (%)



Advertising in
a Local
Newspaper



Council
Newsletter
via Mail



Council
Newsletter
via Email



Council
Newsletter as
Local Paper Insert



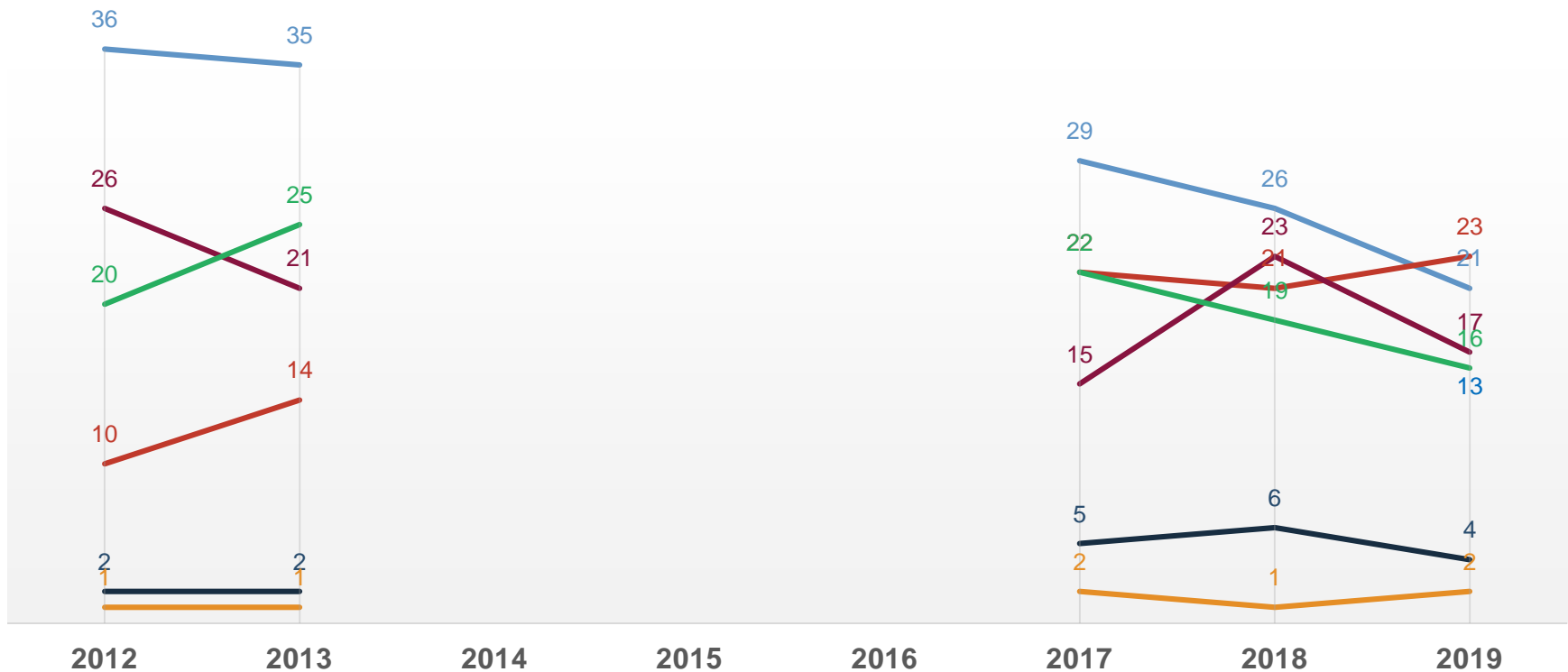
Council
Website



Text
Message



Social
Media



Q13. If Southern Grampians Shire Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?

Base: All respondents. Councils asked state-wide: 31 Councils asked group: 10



Best form of communication: under 50s

2019 under 50s best form of communication (%)



Advertising in
a Local
Newspaper



Council
Newsletter
via Mail



Council
Newsletter
via Email



Council
Newsletter as
Local Paper Insert



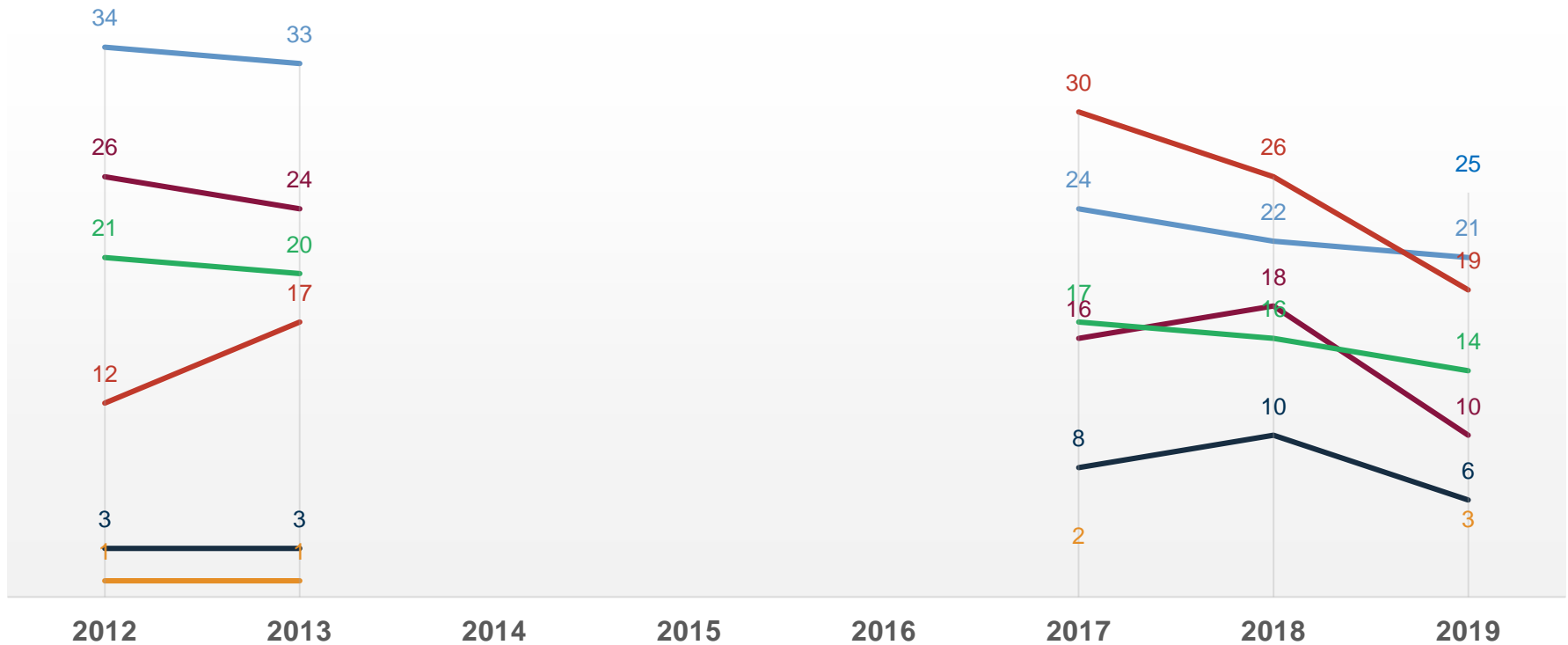
Council
Website



Text
Message



Social
Media



Q13. If Southern Grampians Shire Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?

Base: All respondents aged under 50. Councils asked state-wide: 31 Councils asked group: 10



2019 best form of communication: over 50s

2019 over 50s best form of communication (%)



Advertising in
a Local
Newspaper



Council
Newsletter
via Mail



Council
Newsletter
via Email



Council
Newsletter as
Local Paper Insert



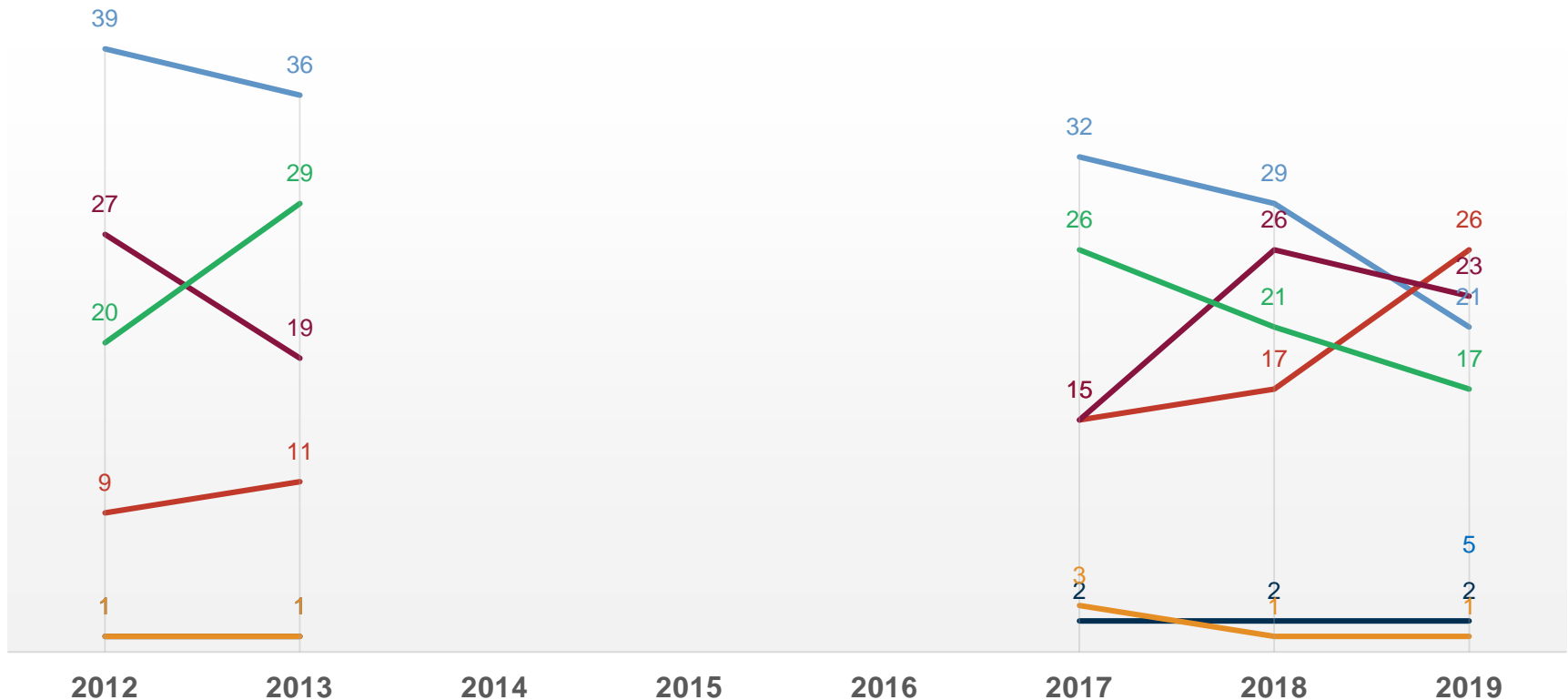
Council
Website



Text
Message



Social
Media



Q13. If Southern Grampians Shire Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?

Base: All respondents aged over 50. Councils asked state-wide: 31 Councils asked group: 10



Council direction



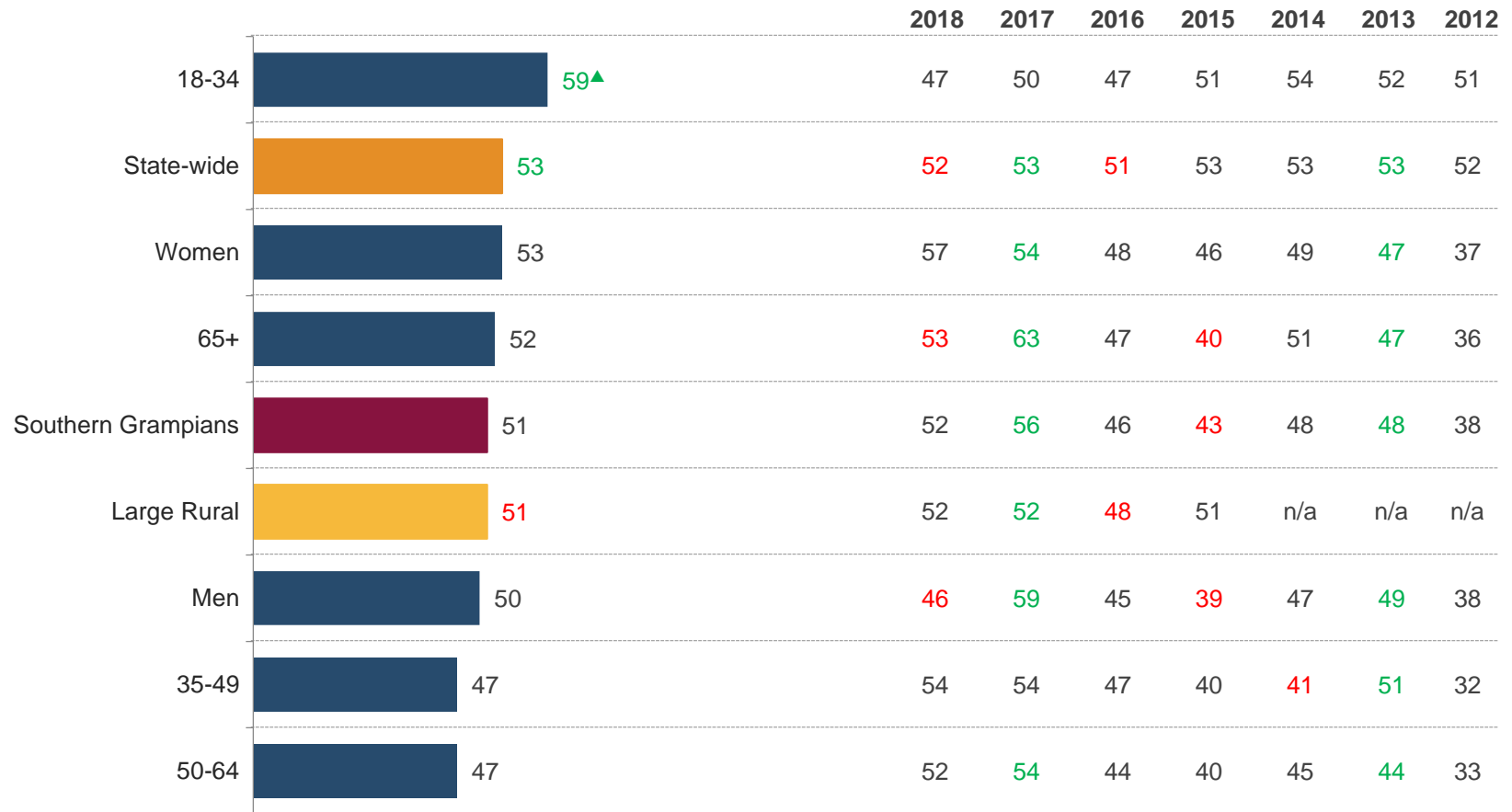
Council direction summary

Council direction	<ul style="list-style-type: none"> • 58% stayed about the same, down 2 points on 2018 • 21% improved, up 1 point on 2018 • 18% deteriorated, up 1 point on 2018
Most satisfied with Council direction	<ul style="list-style-type: none"> • Aged 18-34 years
Least satisfied with Council direction	<ul style="list-style-type: none"> • Aged 50-64 years • Aged 35-49 years
Improvement	<ul style="list-style-type: none"> • 63% a lot of room for improvement • 30% little room for improvement • 4% not much room for improvement
Direction headed	<ul style="list-style-type: none"> • 58% right direction (14% definitely and 44% probably) • 33% wrong direction (18% probably and 16% definitely)
Rates vs services trade-off	<ul style="list-style-type: none"> • 31% prefer rate rise, down 1 point on 2018 • 52% prefer service cuts, up 6 points on 2018



Overall council direction last 12 months

2019 overall direction (index scores)



Q6. Over the last 12 months, what is your view of the direction of Southern Grampians Shire Council's overall performance?

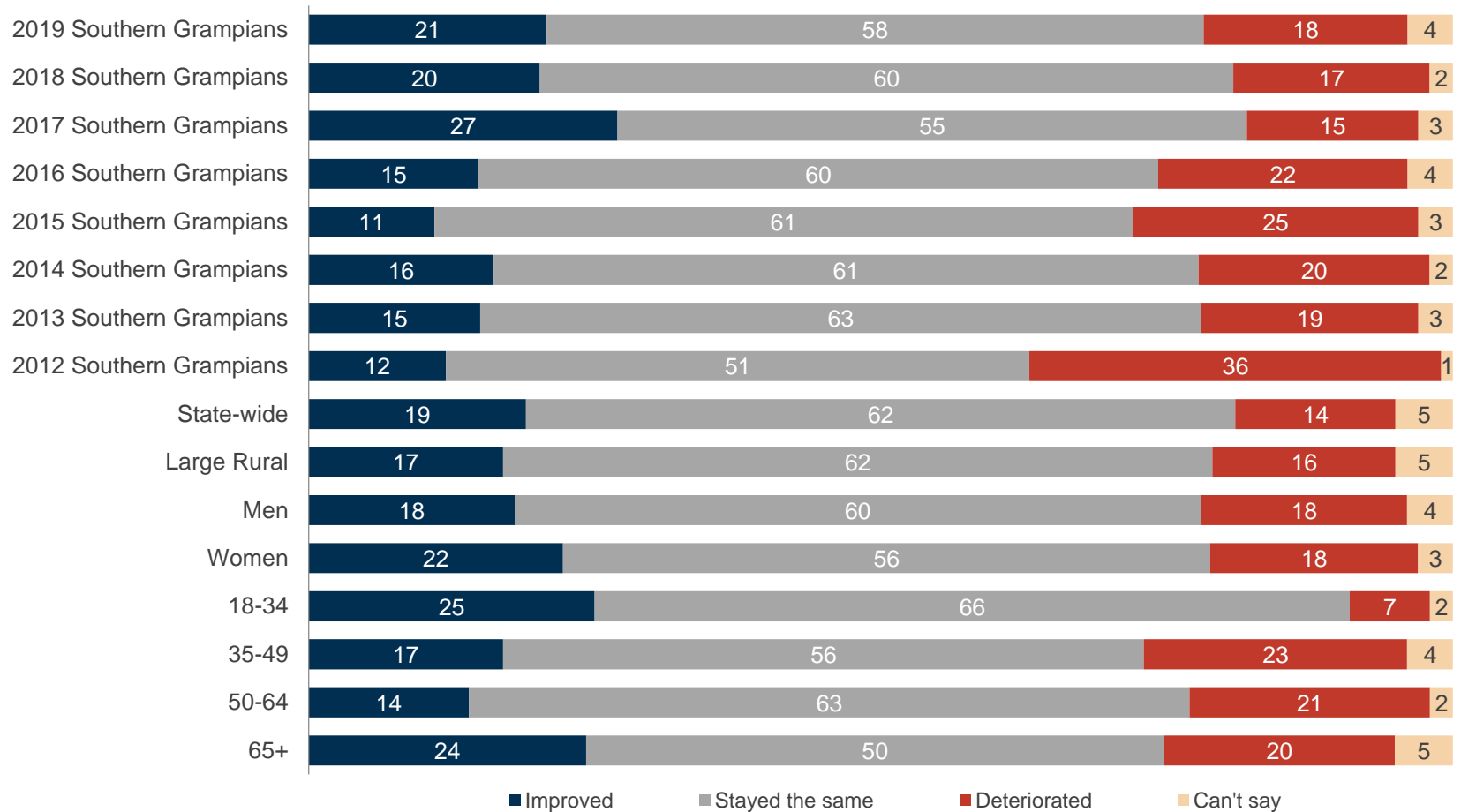
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

Note: Please see Appendix A for explanation of significant differences.



Overall council direction last 12 months

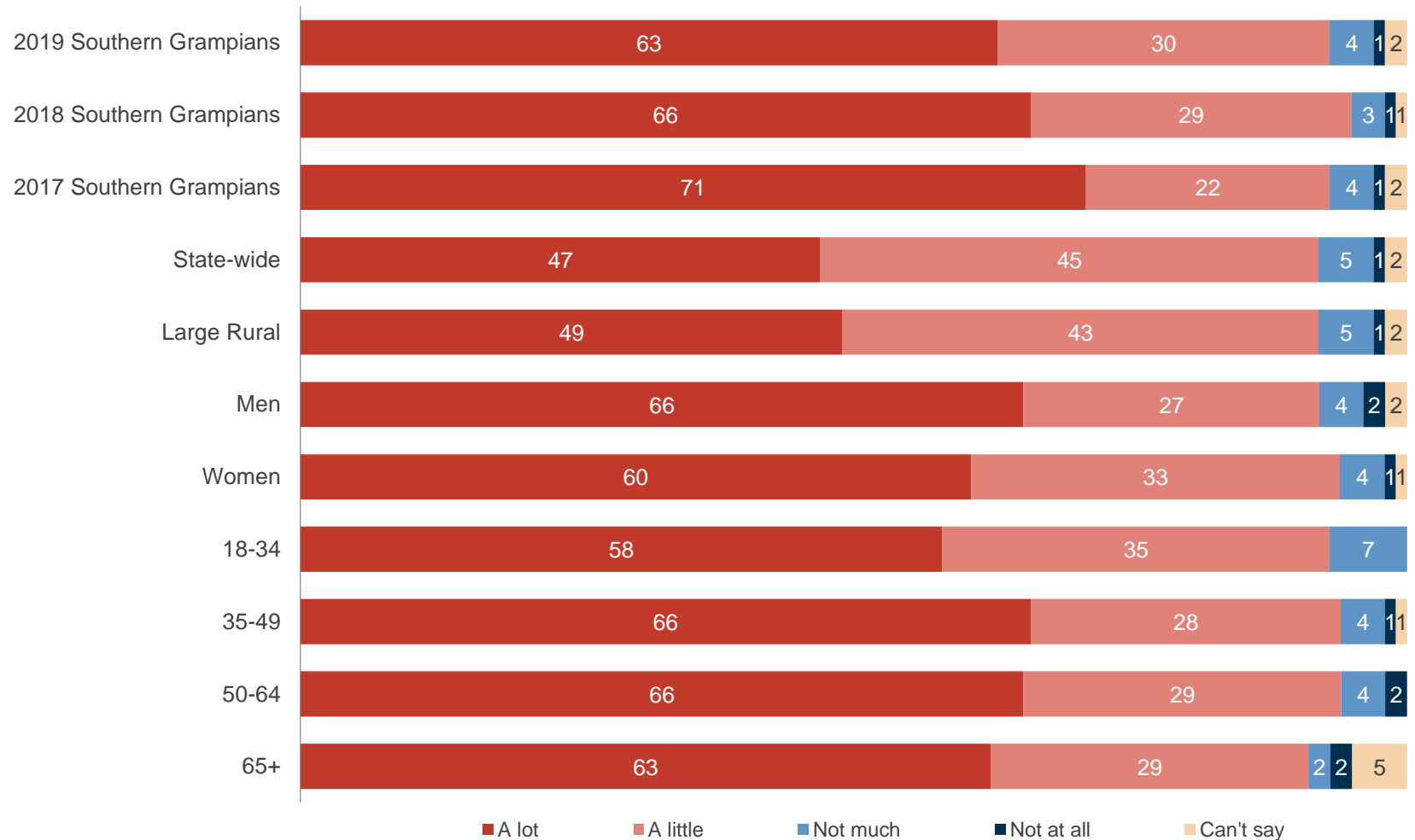
2019 overall council direction (%)





Room for improvement in services

2019 room for improvement in services (%)



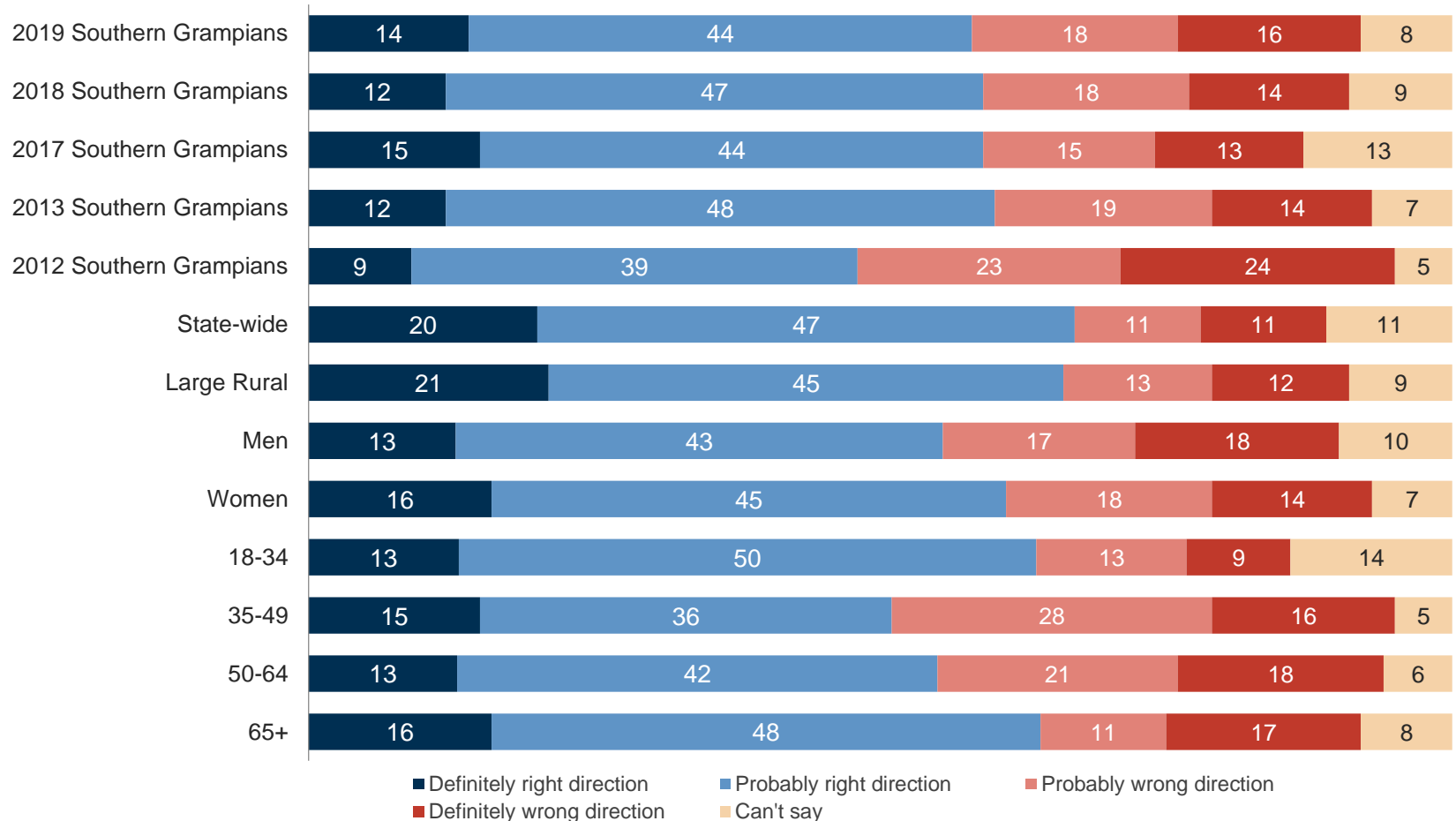
Q7. Thinking about the next 12 months, how much room for improvement do you think there is in Southern Grampians Shire Council's overall performance?

Base: All respondents. Councils asked state-wide: 3 Councils asked group: 2



Right / wrong direction

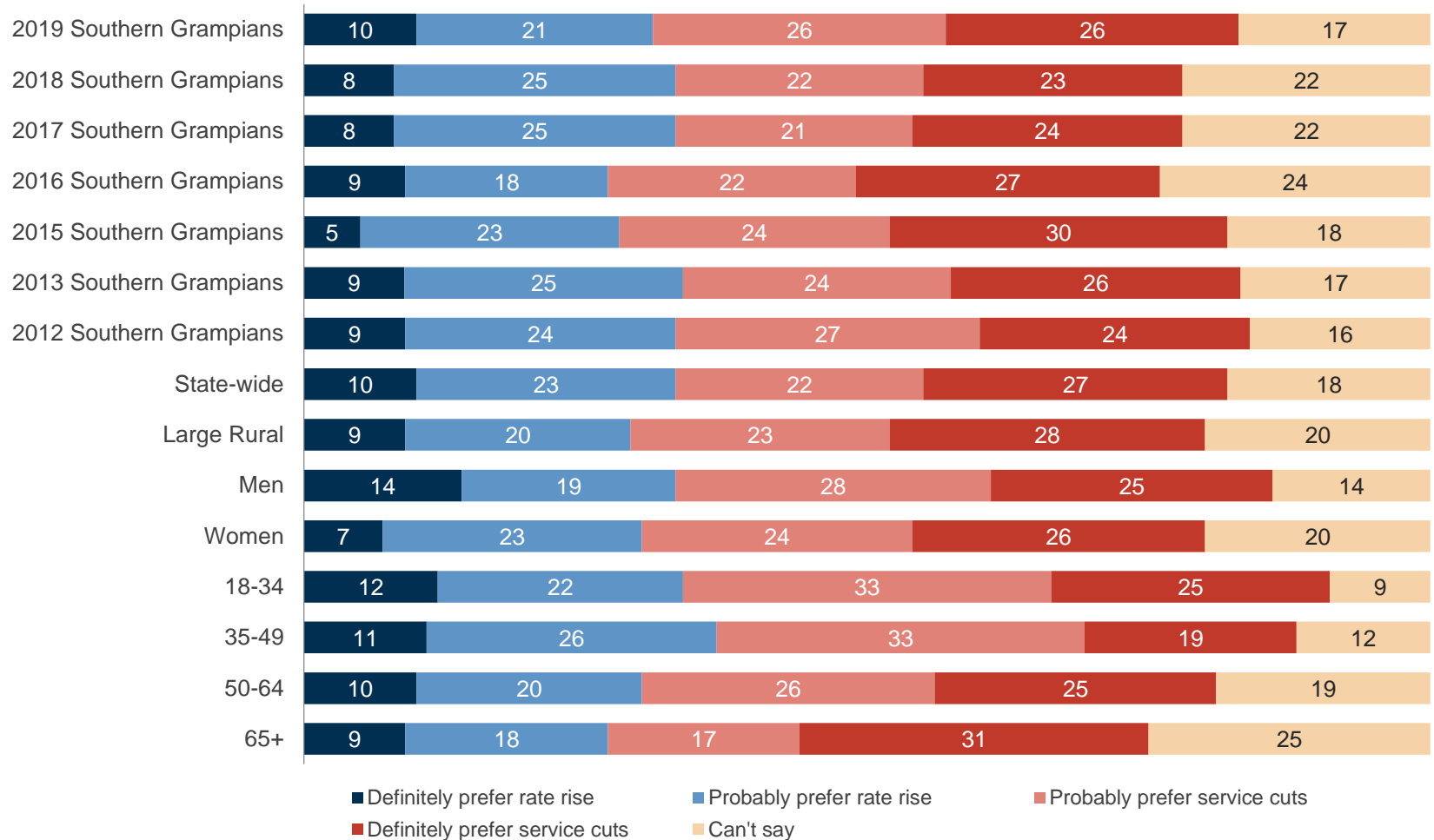
2019 right / wrong direction (%)





Rates / services trade-off

2019 rates / services trade-off (%)



Q10. If you had to choose, would you prefer to see council rate rises to improve local services OR would you prefer to see cuts in council services to keep council rates at the same level as they are now?

Base: All respondents. Councils asked state-wide: 15 Councils asked group: 4

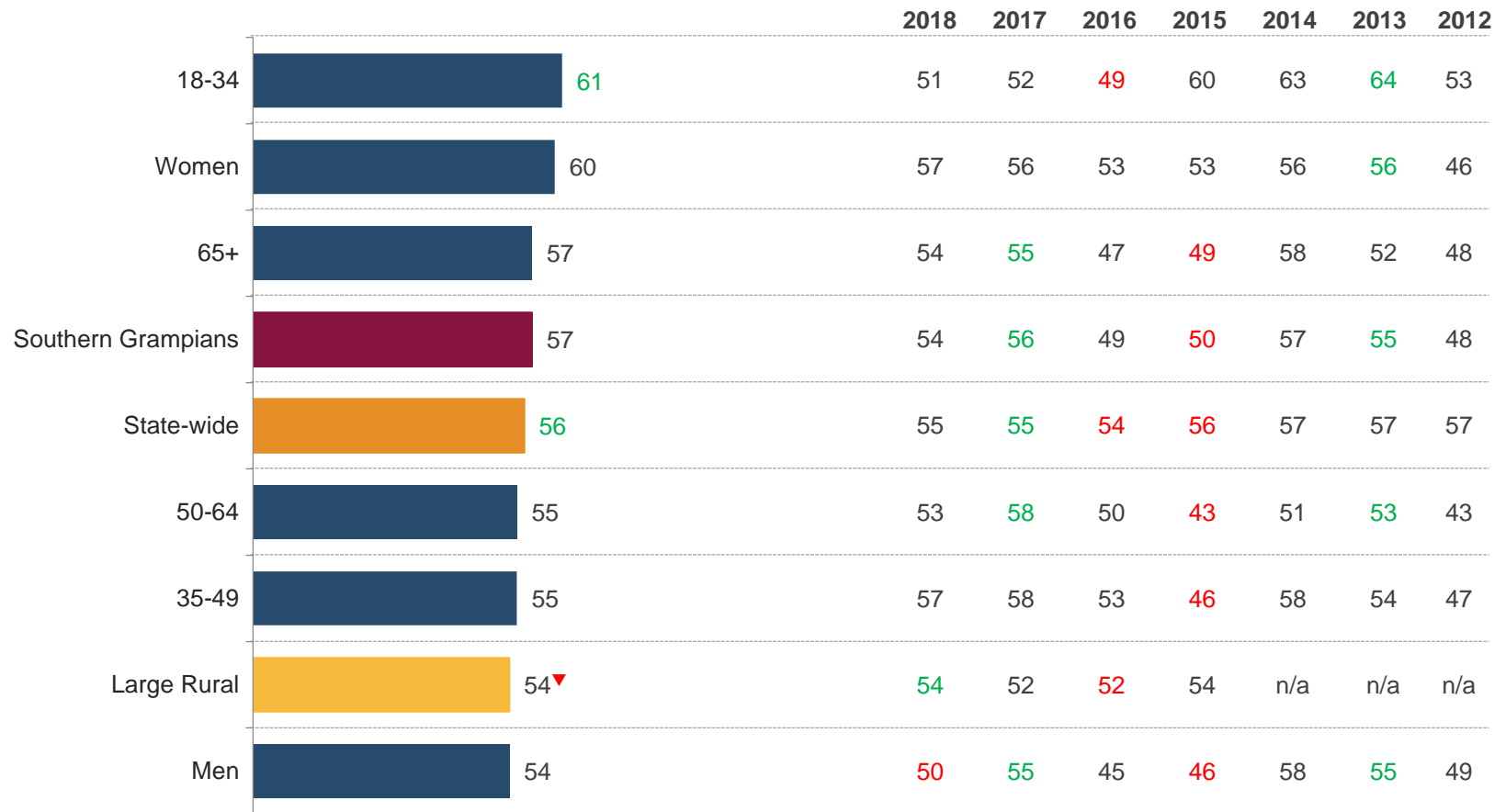
A large, stylized letter 'W' that serves as a background graphic. It is filled with a satellite image of the Western United States, showing state boundaries and major cities. The 'W' is dark blue and black, with the satellite imagery in shades of green, blue, and white. The text 'Individual service areas' is positioned in the lower-left quadrant of the slide.

Individual service areas



Community consultation and engagement performance

2019 Consultation and engagement performance (index scores)



Q2. How has Council performed on 'Community consultation and engagement' over the last 12 months?

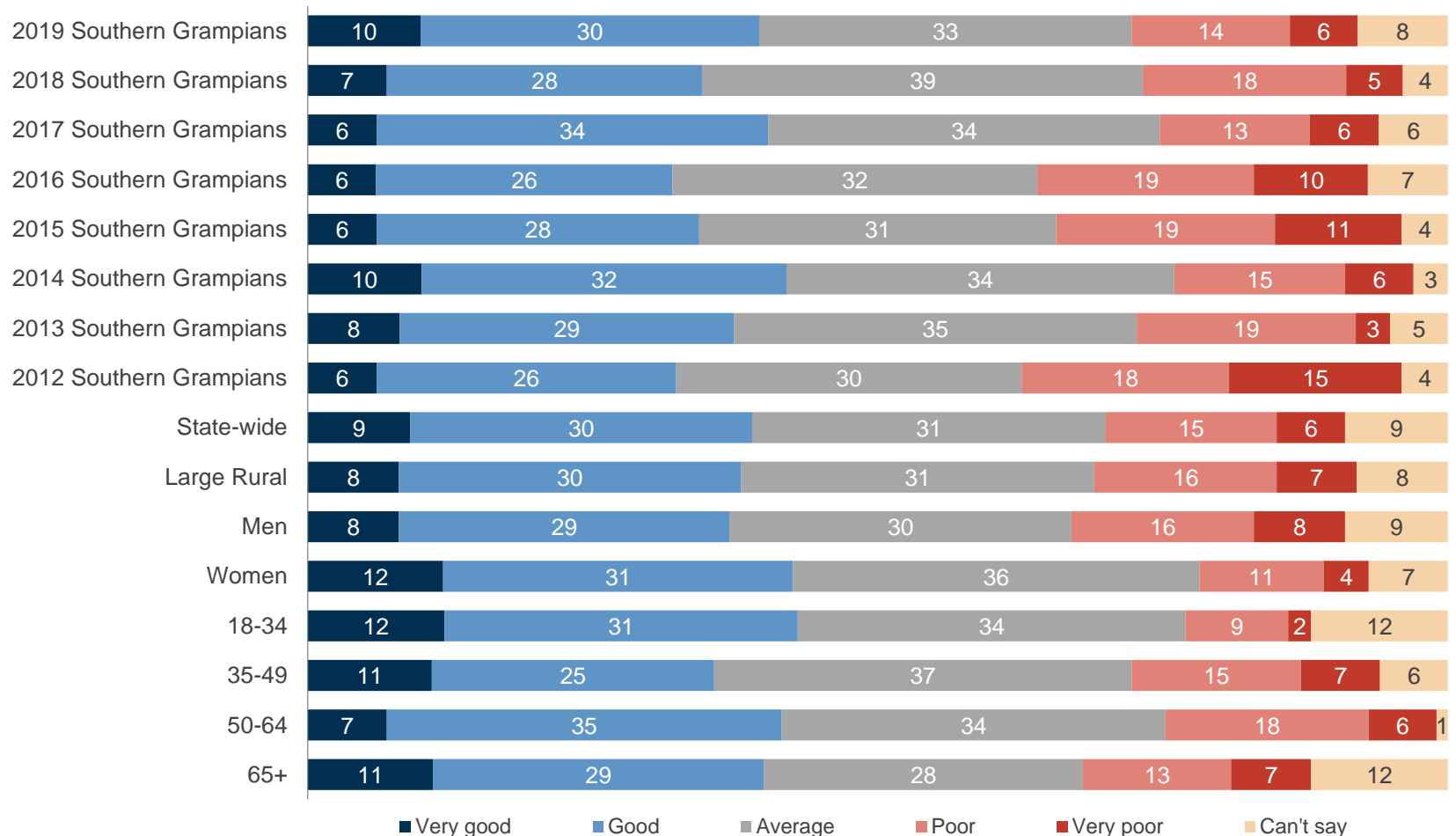
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

Note: Please see Appendix A for explanation of significant differences.



Community consultation and engagement performance

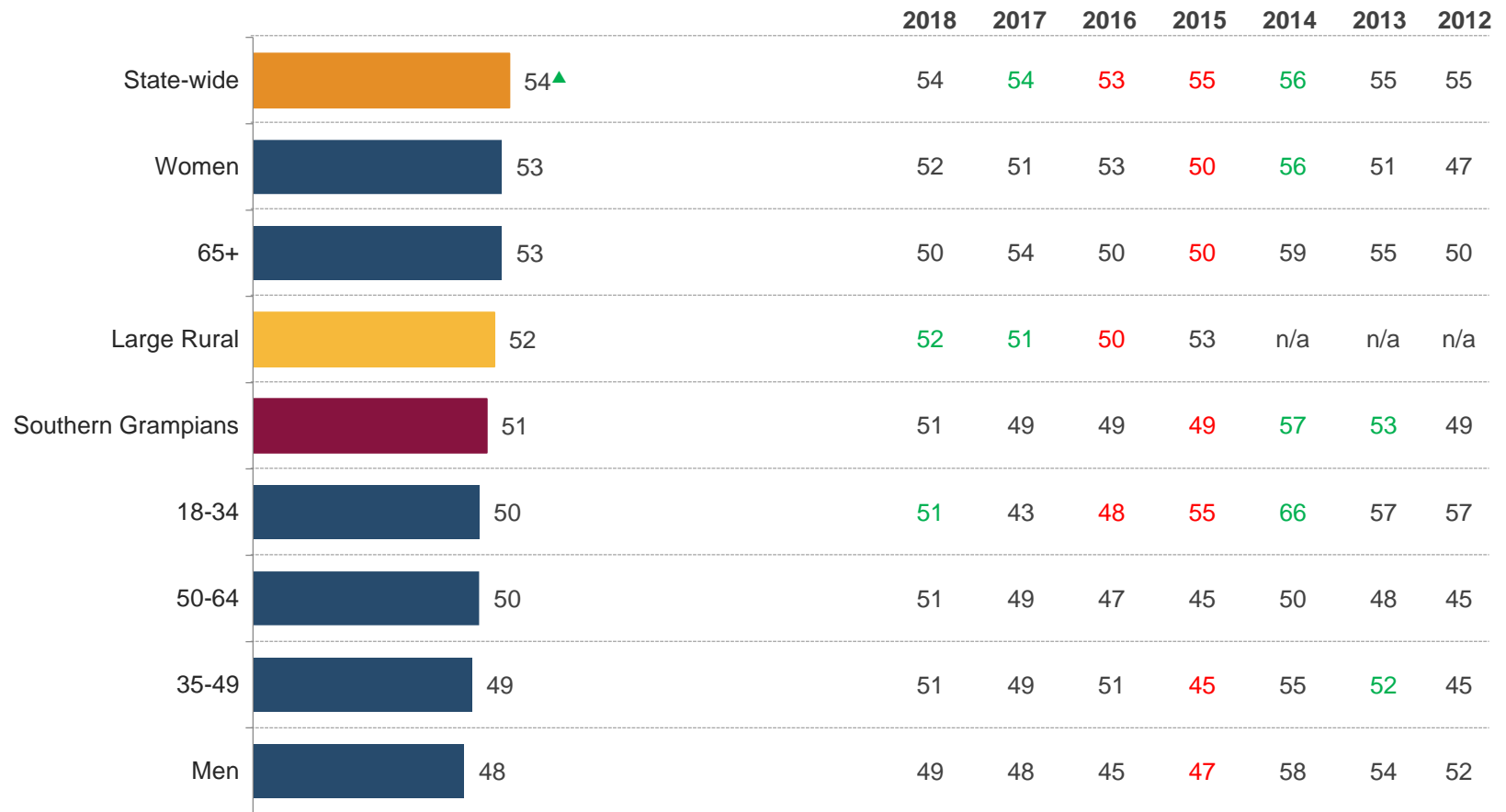
2019 Consultation and engagement performance (%)





Lobbying on behalf of the community performance

2019 Lobbying performance (index scores)



Q2. How has Council performed on 'Lobbying on behalf of the community' over the last 12 months?

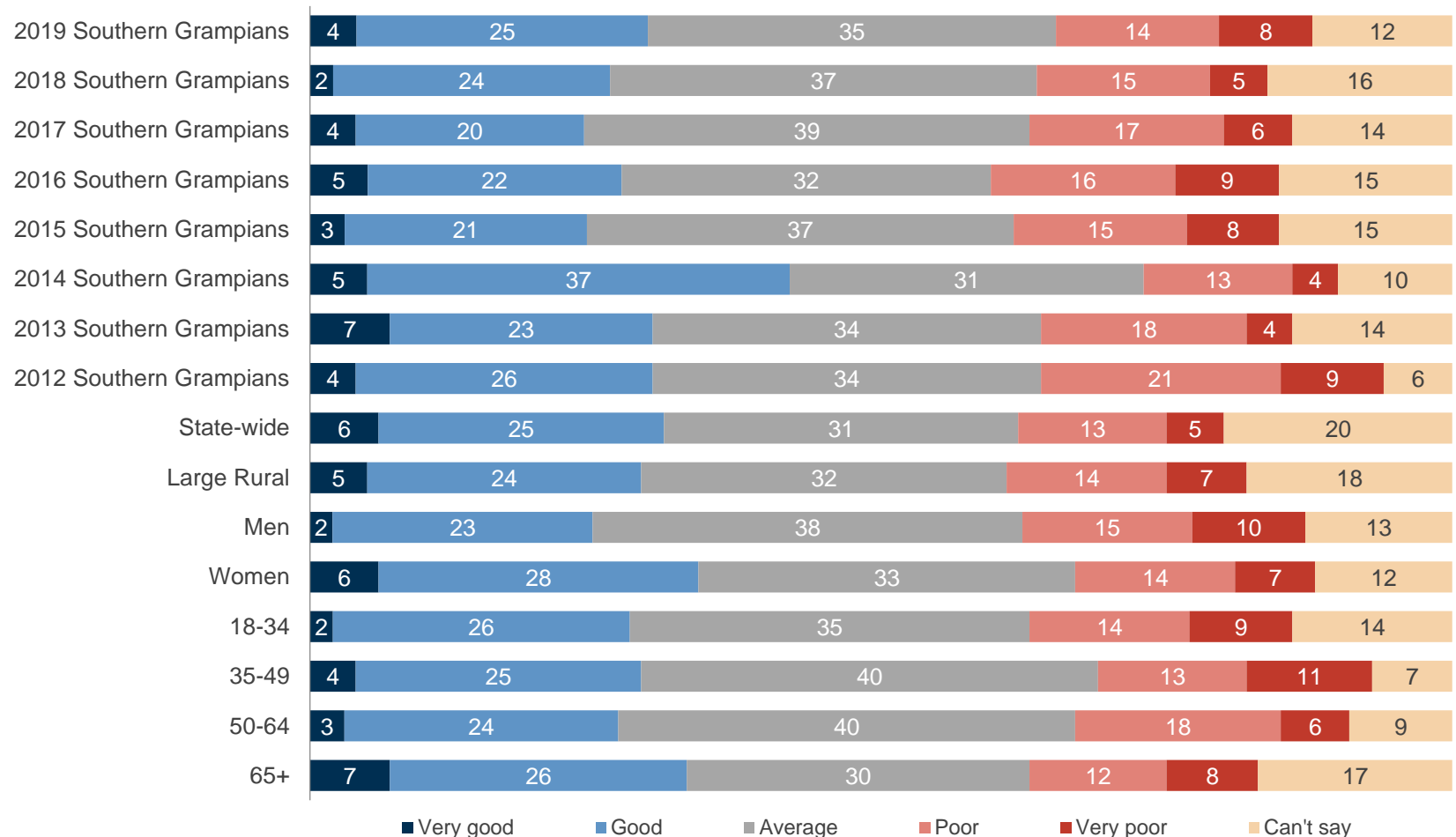
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

Note: Please see Appendix A for explanation of significant differences.



Lobbying on behalf of the community performance

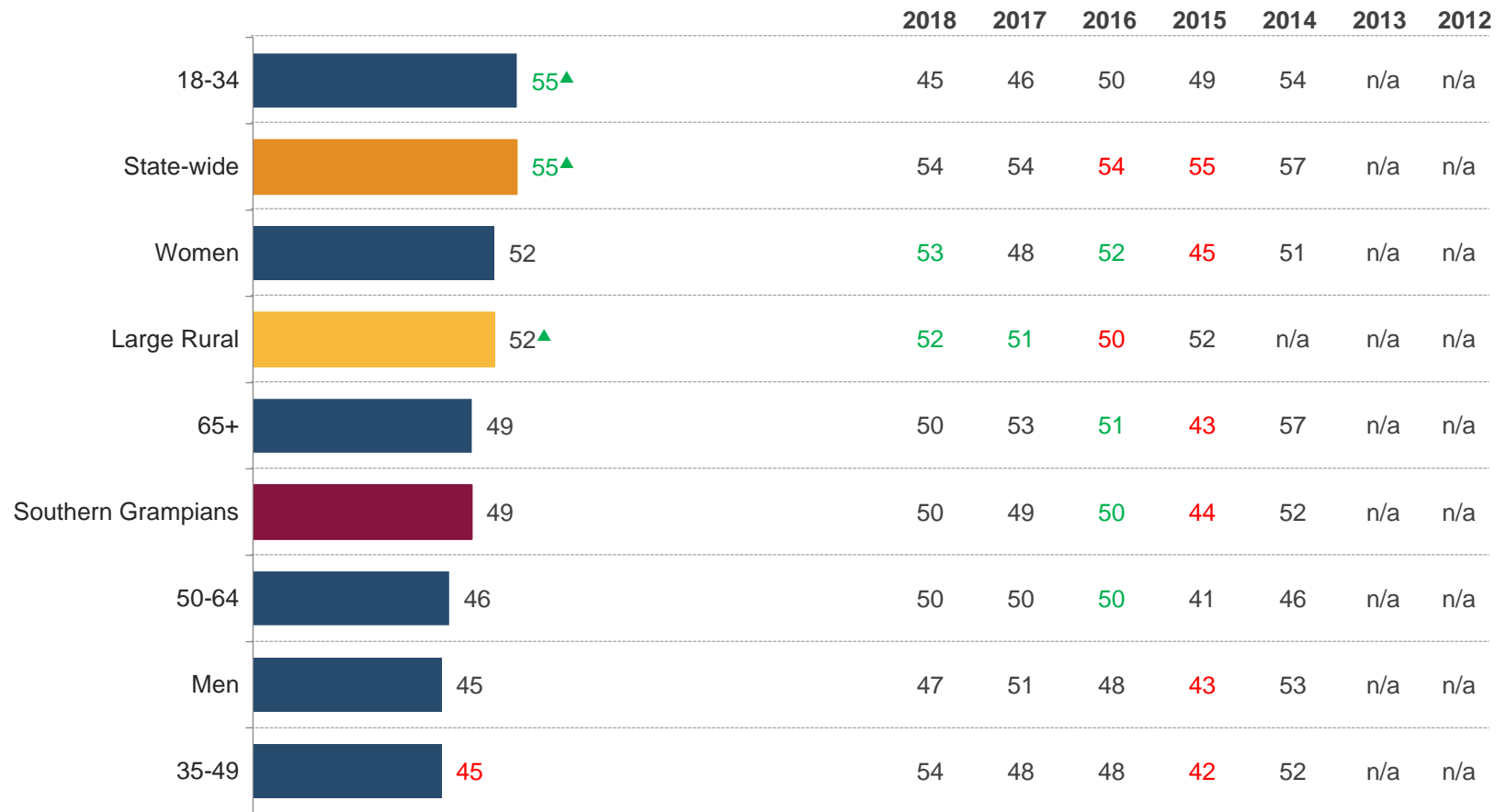
2019 Lobbying performance (%)



Decisions made in the interest of the community performance



2019 Community decisions made performance (index scores)



Q2. How has Council performed on 'Decisions made in the interest of the community' over the last 12 months?

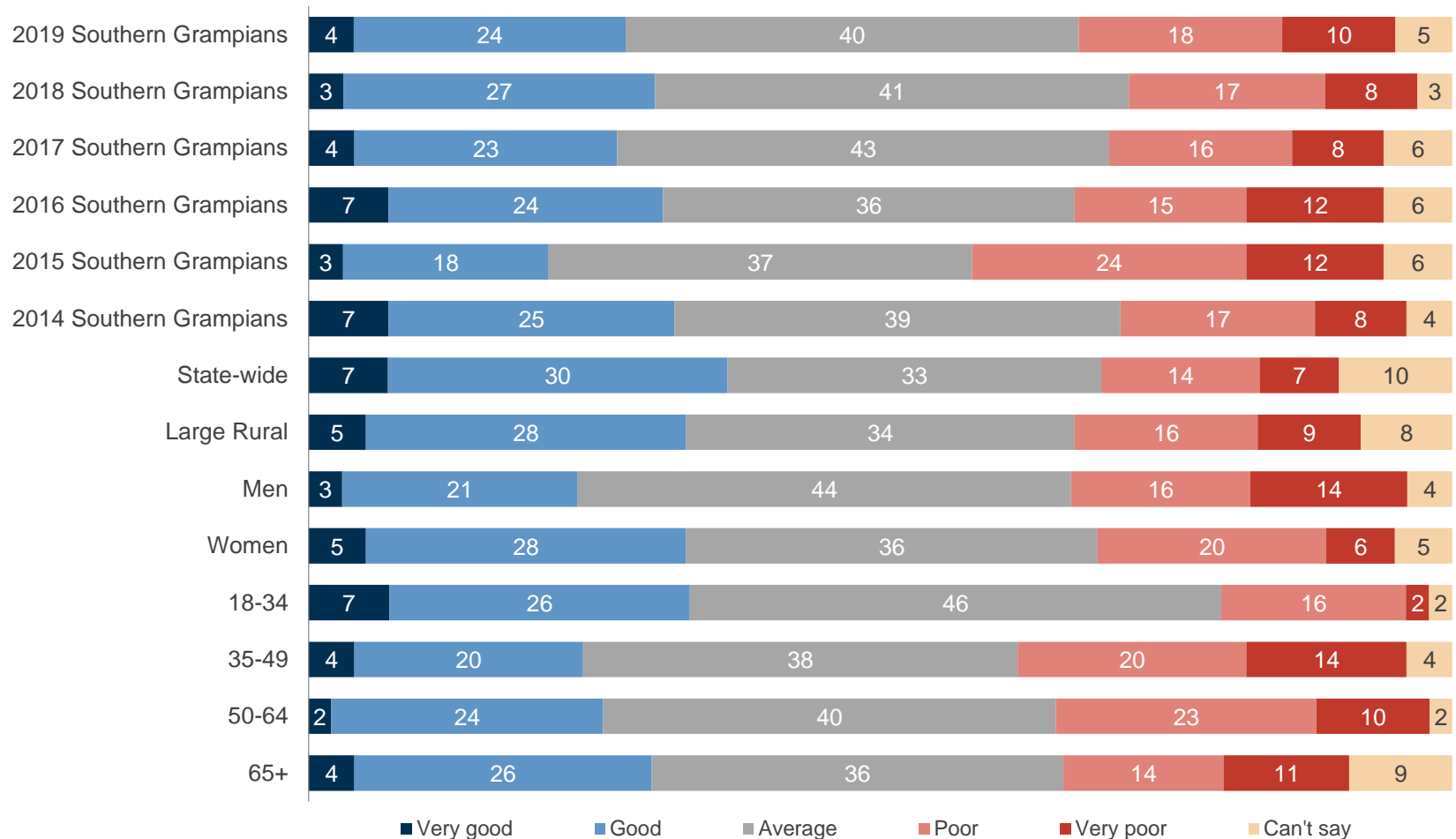
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

Note: Please see Appendix A for explanation of significant differences.

Decisions made in the interest of the community performance



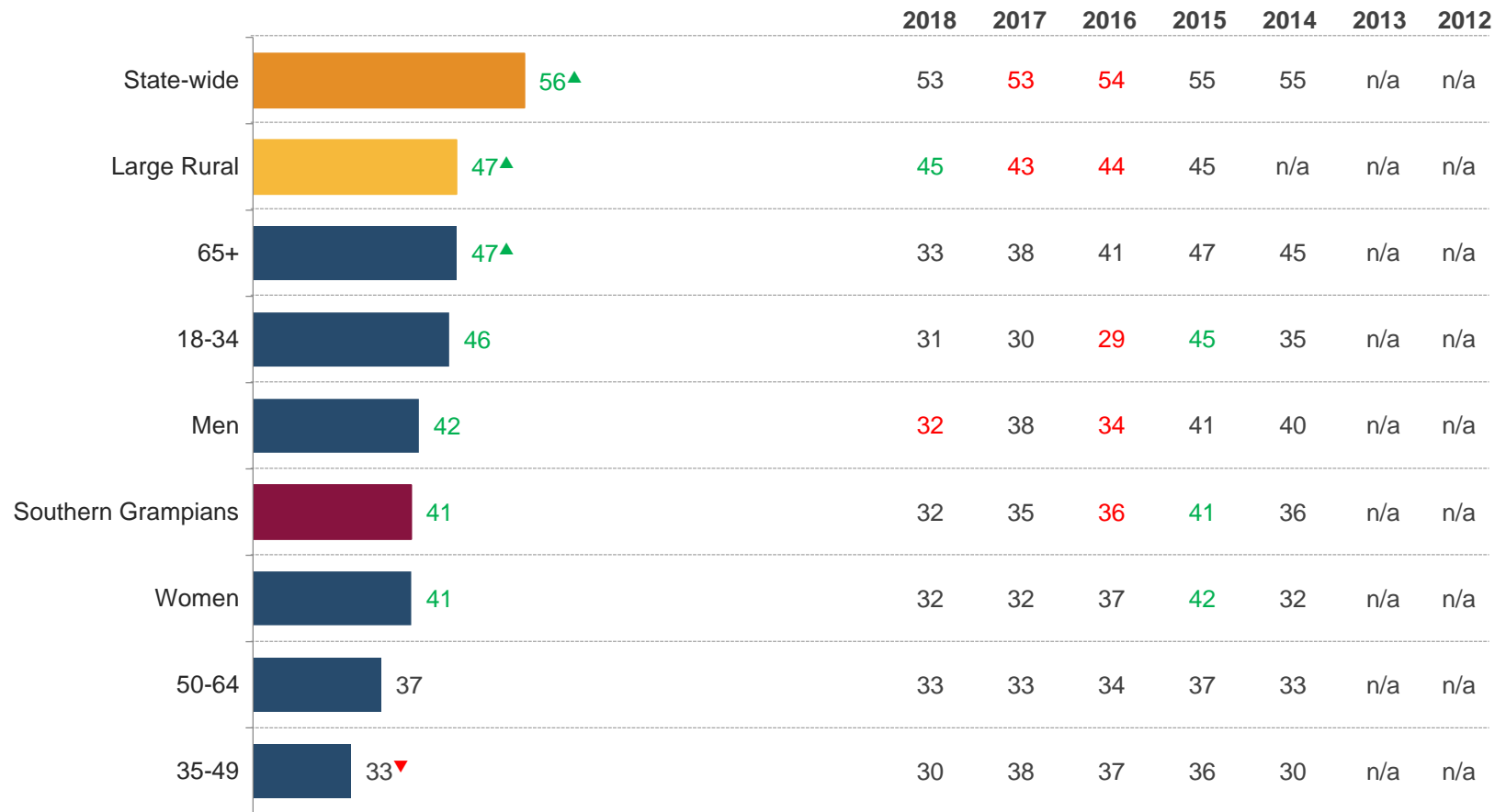
2019 Community decisions made performance (%)



The condition of sealed local roads in your area performance



2019 Sealed local roads performance (index scores)



Q2. How has Council performed on 'The condition of sealed local roads in your area' over the last 12 months?

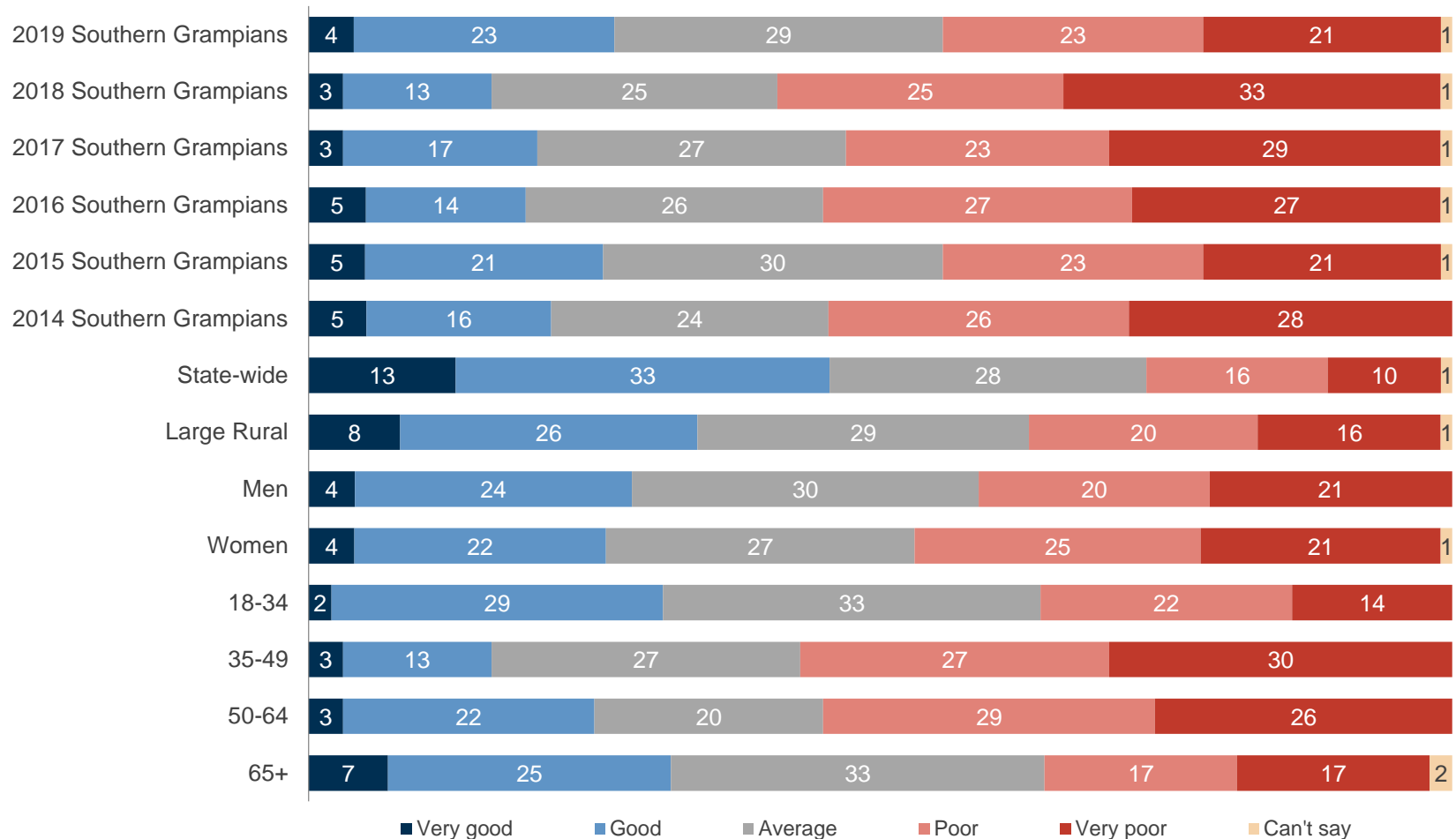
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

Note: Please see Appendix A for explanation of significant differences.

The condition of sealed local roads in your area performance



2019 Sealed local roads performance (%)



A large, stylized letter 'W' that serves as a background graphic. It is filled with a satellite night-time image of the United States, showing city lights and road networks. The 'W' is positioned on the right side of the slide, with its leftmost vertical stroke extending towards the center.

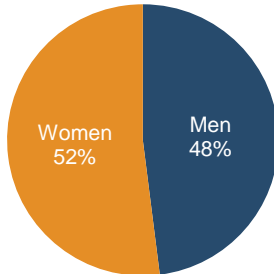
Detailed demographics



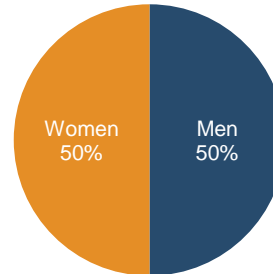
Gender and age profile

2019 gender

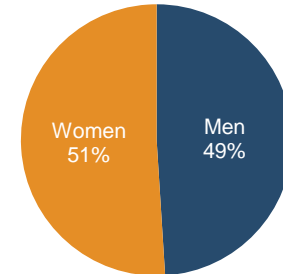
Southern Grampians



Large Rural

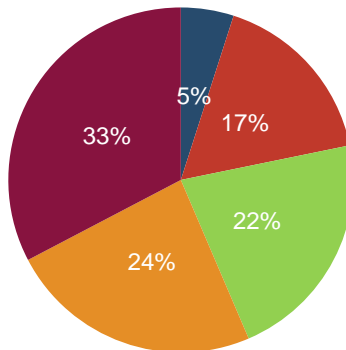


State-wide

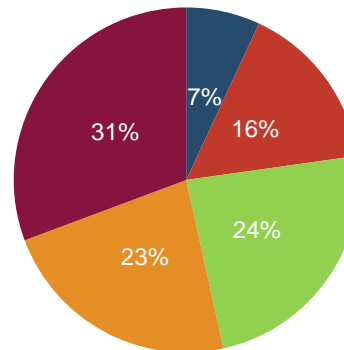


2019 age

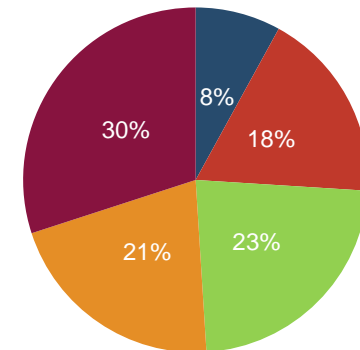
Southern Grampians



Large Rural



State-wide



■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+


■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

S3. [Record gender] / S4. To which of the following age groups do you belong?

Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

Please note that for the reason of simplifying reporting, interlocking age and gender reporting has not been included in this report.

Interlocking age and gender analysis is still available in the dashboard and data tables provided alongside this report.



Appendix A: Index scores, margins of error and significant differences



Appendix A: Index Scores

Index Scores

Many questions ask respondents to rate council performance on a five-point scale, for example, from 'very good' to 'very poor', with 'can't say' also a possible response category. To facilitate ease of reporting and comparison of results over time, starting from the 2012 survey and measured against the state-wide result and the council group, an 'Index Score' has been calculated for such measures.

The Index Score is calculated and represented as a score out of 100 (on a 0 to 100 scale), with 'can't say' responses excluded from the analysis. The '% RESULT' for each scale category is multiplied by the 'INDEX FACTOR'. This produces an 'INDEX VALUE' for each category, which are then summed to produce the 'INDEX SCORE', equating to '60' in the following example.

Similarly, an Index Score has been calculated for the Core question 'Performance direction in the last 12 months', based on the following scale for each performance measure category, with 'Can't say' responses excluded from the calculation.

SCALE CATEGORIES	% RESULT	INDEX FACTOR	INDEX VALUE
Very good	9%	100	9
Good	40%	75	30
Average	37%	50	19
Poor	9%	25	2
Very poor	4%	0	0
Can't say	1%	--	INDEX SCORE 60

SCALE CATEGORIES	% RESULT	INDEX FACTOR	INDEX VALUE
Improved	36%	100	36
Stayed the same	40%	50	20
Deteriorated	23%	0	0
Can't say	1%	--	INDEX SCORE 56



Appendix A: Margins of error

The sample size for the 2019 State-wide Local Government Community Satisfaction Survey for Southern Grampians Shire Council was n=400. Unless otherwise noted, this is the total sample base for all reported charts and tables.

The maximum margin of error on a sample of approximately n=400 interviews is +/-4.8% at the 95% confidence level for results around 50%. Margins of error will be larger for any sub-samples. As an example, a result of 50% can be read confidently as falling midway in the range 45.2% - 54.8%.

Maximum margins of error are listed in the table below, based on a population of 12,700 people aged 18 years or over for Southern Grampians Shire Council, according to ABS estimates.

Demographic	Actual survey sample size	Weighted base	Maximum margin of error at 95% confidence interval
Southern Grampians Shire Council	400	400	+/-4.8
Men	177	192	+/-7.3
Women	223	208	+/-6.5
18-34 years	44	87	+/-14.9
35-49 years	75	86	+/-11.4
50-64 years	118	95	+/-9.0
65+ years	163	132	+/-7.6



Appendix A: Significant difference reporting notation

Within tables and index score charts throughout this report, statistically significant differences at the 95% confidence level are represented by upward directing green (▲) and downward directing red arrows (▼).

Significance when noted indicates a significantly higher or lower result for the analysis group in comparison to the 'Total' result for the council for that survey question for that year. Therefore in the example below:

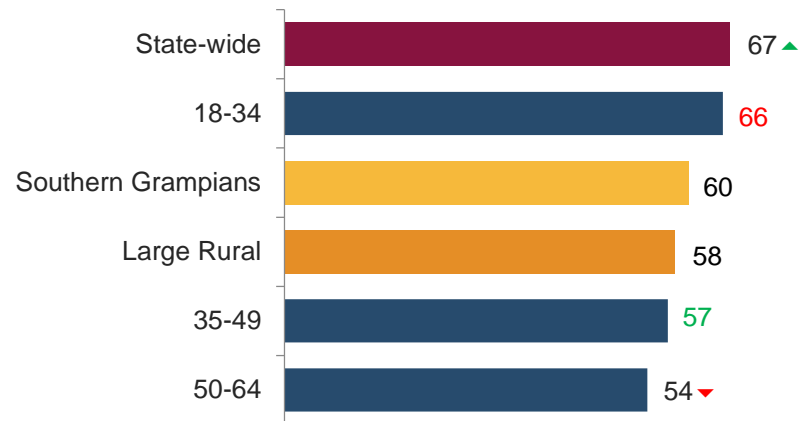
- ▲ The state-wide result is significantly higher than the overall result for the council.
- ▼ The result among 50-64 year olds is significantly lower than for the overall result for the council.

Further, results shown in green and red indicate significantly higher or lower results than in 2018.

Therefore in the example below:

- The result among 35-49 year olds in the council is **significantly higher** than the result achieved among this group in 2018.
- The result among 18-34 year olds in the council is **significantly lower** than the result achieved among this group in 2018.

**Overall Performance – Index Scores
(example extract only)**





Appendix A: Index score significant difference calculation

The test applied to the Indexes was an Independent Mean Test, as follows:

$$Z \text{ Score} = (\$1 - \$2) / \text{Sqrt} ((\$5^2 / \$3) + (\$6^2 / \$4))$$

Where:

- \$1 = Index Score 1
- \$2 = Index Score 2
- \$3 = unweighted sample count 1
- \$4 = unweighted sample count 2
- \$5 = standard deviation 1
- \$6 = standard deviation 2

All figures can be sourced from the detailed cross tabulations.

The test was applied at the 95% confidence interval, so if the Z Score was greater than +/- 1.954 the scores are significantly different.



Appendix B: Further project information



Appendix B: Further information

Further information about the report and explanations about the State-wide Local Government Community Satisfaction Survey can be found in this section including:

- Survey methodology and sampling
- Analysis and reporting
- Glossary of terms

Detailed survey tabulations

Detailed survey tabulations are available in supplied Excel file.

Contacts

For further queries about the conduct and reporting of the 2019 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on

(03) 8685 8555 or via email:

admin@jwsresearch.com



Appendix B: Survey methodology and sampling

The 2019 results are compared with previous years, as detailed below:

- 2019, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2018, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2017, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2016, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2015, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2014, n=400 completed interviews, conducted in the period of 31st January – 11th March.
- 2013, n=400 completed interviews, conducted in the period of 1st February – 24th March.
- 2012, n=401 completed interviews, conducted in the period of 18th May – 30th June.

Minimum quotas of gender within age groups were applied during the fieldwork phase. Post-survey weighting was then conducted to ensure accurate representation of the age and gender profile of the Southern Grampians Shire Council area.

Any variation of +/-1% between individual results and net scores in this report or the detailed survey tabulations is due to rounding. In reporting, '—' denotes not mentioned and '0%' denotes mentioned by less than 1% of respondents. 'Net' scores refer to two or more response categories being combined into one category for simplicity of reporting.

This survey was conducted by Computer Assisted Telephone Interviewing (CATI) as a representative random probability survey of residents aged 18+ years in Southern Grampians Shire Council.

Survey sample matched to the demographic profile of Southern Grampians Shire Council as determined by the most recent ABS population estimates was purchased from an accredited supplier of publicly available phone records, including up to 40% mobile phone numbers to cater to the diversity of residents within Southern Grampians Shire Council, particularly younger people.

A total of n=400 completed interviews were achieved in Southern Grampians Shire Council. Survey fieldwork was conducted in the period of 1st February – 30th March, 2019.



Appendix B: Analysis and reporting

All participating councils are listed in the State-wide report published on the DELWP website. In 2019, 63 of the 79 Councils throughout Victoria participated in this survey. For consistency of analysis and reporting across all projects, Local Government Victoria has aligned its presentation of data to use standard council groupings. Accordingly, the council reports for the community satisfaction survey provide analysis using these standard council groupings. Please note that councils participating across 2012-2019 vary slightly.

Council Groups

Southern Grampians Shire Council is classified as a Large Rural council according to the following classification list:

Metropolitan, Interface, Regional Centres, Large Rural & Small Rural

Councils participating in the Large Rural group are:
Bass Coast, Baw Baw, Campaspe, Colac Otway, Corangamite, East Gippsland, Glenelg, Golden Plains, Macedon Ranges, Mitchell, Moira, Moorabool, Mount Alexander, Moyne, Southern Grampians, Surf Coast, Swan Hill and Wellington.

Wherever appropriate, results for Southern Grampians Shire Council for this 2019 State-wide Local Government Community Satisfaction Survey have been compared against other participating councils in the Large Rural group and on a state-wide basis. Please note that council groupings changed for 2015, and as such comparisons to council group results before that time can not be made within the reported charts.



Appendix B: Analysis and reporting

2012 survey revision

The survey was revised in 2012. As a result:

- The survey is now conducted as a representative random probability survey of residents aged 18 years or over in local councils, whereas previously it was conducted as a 'head of household' survey.
- As part of the change to a representative resident survey, results are now weighted post survey to the known population distribution of Southern Grampians Shire Council according to the most recently available Australian Bureau of Statistics population estimates, whereas the results were previously not weighted.
- The service responsibility area performance measures have changed significantly and the rating scale used to assess performance has also changed.

As such, the results of the 2012 State-wide Local Government Community Satisfaction Survey should be considered as a benchmark. Please note that comparisons should not be made with the State-wide Local Government Community Satisfaction Survey results from 2011 and prior due to the methodological and sampling changes. Comparisons in the period 2012-2019 have been made throughout this report as appropriate.



Appendix B: Analysis and reporting

Core, optional and tailored questions

Over and above necessary geographic and demographic questions required to ensure sample representativeness, a base set of questions for the 2019 State-wide Local Government Community Satisfaction Survey was designated as 'Core' and therefore compulsory inclusions for all participating Councils.

These core questions comprised:

- Overall performance last 12 months (Overall performance)
- Lobbying on behalf of community (Advocacy)
- Community consultation and engagement (Consultation)
- Decisions made in the interest of the community (Making community decisions)
- Condition of sealed local roads (Sealed local roads)
- Contact in last 12 months (Contact)
- Rating of contact (Customer service)
- Overall council direction last 12 months (Council direction)

Reporting of results for these core questions can always be compared against other participating councils in the council group and against all participating councils state-wide. Alternatively, some questions in the 2019 State-wide Local Government Community Satisfaction Survey were optional. Councils also had the ability to ask tailored questions specific only to their council.



Appendix B: Analysis and reporting

Reporting

Every council that participated in the 2019 State-wide Local Government Community Satisfaction Survey receives a customised report. In addition, the state government is supplied with a state-wide summary report of the aggregate results of 'Core' and 'Optional' questions asked across all council areas surveyed.

Tailored questions commissioned by individual councils are reported only to the commissioning council and not otherwise shared unless by express written approval of the commissioning council.

The overall State-wide Local Government Community Satisfaction Report is available at <http://www.delwp.vic.gov.au/local-government/strengthening-councils/council-community-satisfaction-survey>.



Appendix B: Glossary of terms

Core questions: Compulsory inclusion questions for all councils participating in the CSS.

CSS: 2019 Victorian Local Government Community Satisfaction Survey.

Council group: One of five classified groups, comprising: metropolitan, interface, regional centres, large rural and small rural.

Council group average: The average result for all participating councils in the council group.

Highest / lowest: The result described is the highest or lowest result across a particular demographic sub-group e.g. men, for the specific question being reported. Reference to the result for a demographic sub-group being the highest or lowest does not imply that it is significantly higher or lower, unless this is specifically mentioned.

Index score: A score calculated and represented as a score out of 100 (on a 0 to 100 scale). This score is sometimes reported as a figure in brackets next to the category being described, e.g. men 50+ (60).

Optional questions: Questions which councils had an option to include or not.

Percentages: Also referred to as 'detailed results', meaning the proportion of responses, expressed as a percentage.

Sample: The number of completed interviews, e.g. for a council or within a demographic sub-group.

Significantly higher / lower: The result described is significantly higher or lower than the comparison result based on a statistical significance test at the 95% confidence limit. If the result referenced is statistically higher or lower then this will be specifically mentioned, however not all significantly higher or lower results are referenced in summary reporting.

Statewide average: The average result for all participating councils in the State.

Tailored questions: Individual questions tailored by and only reported to the commissioning council.

Weighting: Weighting factors are applied to the sample for each council based on available age and gender proportions from ABS census information to ensure reported results are proportionate to the actual population of the council, rather than the achieved survey sample.

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