



# **2021 Local Government Community Satisfaction Survey**

## **Southern Grampians Shire Council**

Coordinated by the Department of Jobs,  
Precincts and Regions on behalf of  
Victorian councils



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## Background and objectives

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**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 twenty-second year, this survey provides insight into the community's views on:

- councils' overall performance, with benchmarking against State-wide and council group results
- value for money in services and infrastructure
- community consultation and engagement
- decisions made in the interest of the community
- customer service, local infrastructure, facilities, services 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 ten years shows that councils in Victoria continue to provide services that meet the public's expectations.

### Serving Victoria for 22 years

Each year the CSS data is used to develop this State-wide report which contains all of the aggregated results, analysis and data. Moreover, with 22 years of results, the CSS offers councils a long-term 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.

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## **Key findings and recommendations**



# Southern Grampians Shire Council – at a glance

## Overall council performance

Results shown are index scores out of 100.



Southern Grampians 57












State-wide 61



Large Rural 58

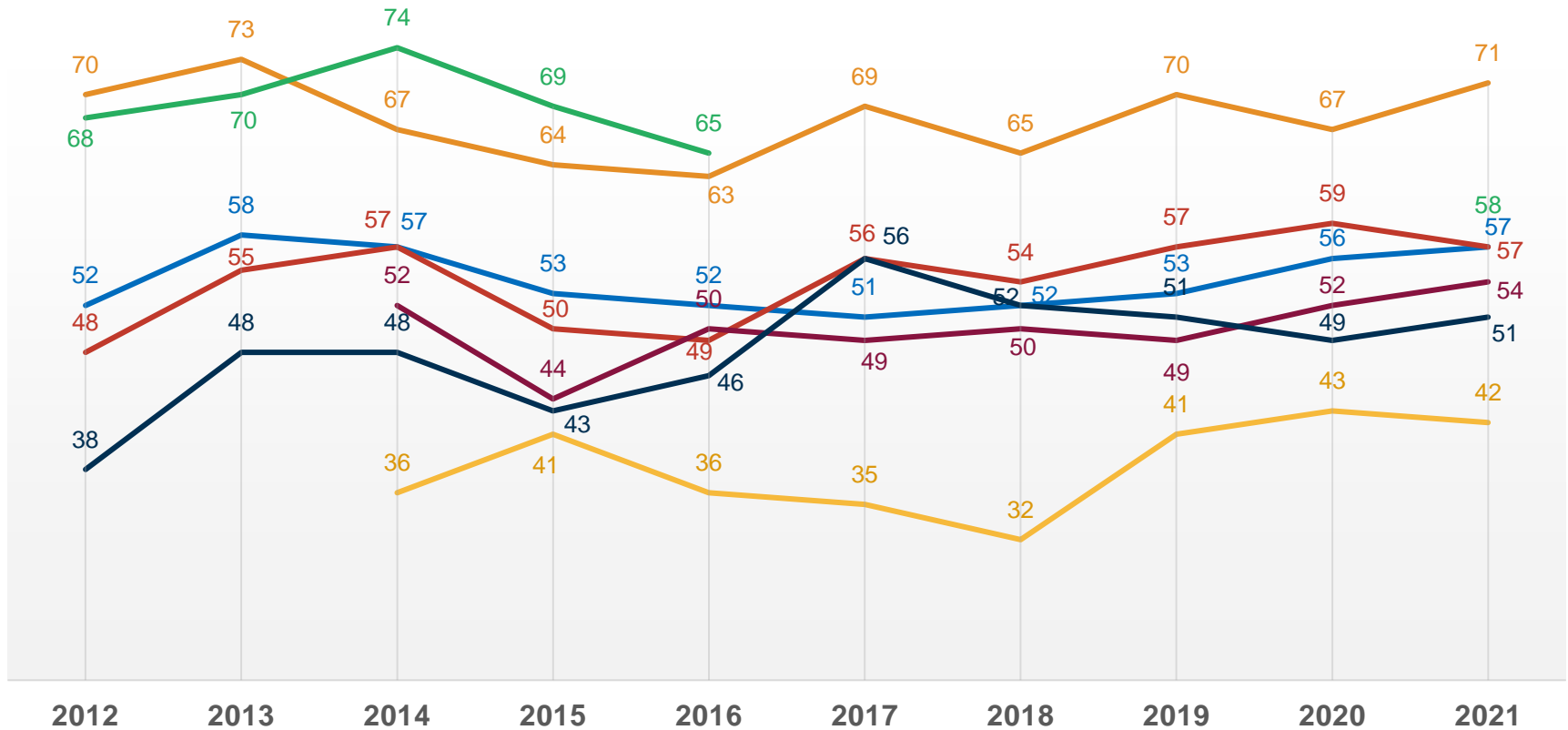
## Council performance compared to State-wide and group averages

	Areas where Council performance is significantly higher	Areas where Council performance is significantly lower
Compared to State-wide average	 COVID-19 response	 Sealed local roads  Waste management  Appearance of public areas
Compared to group average	 Consultation & engagement  COVID-19 response	 Waste management  Appearance of public areas  Sealed local roads



# Summary of core measures

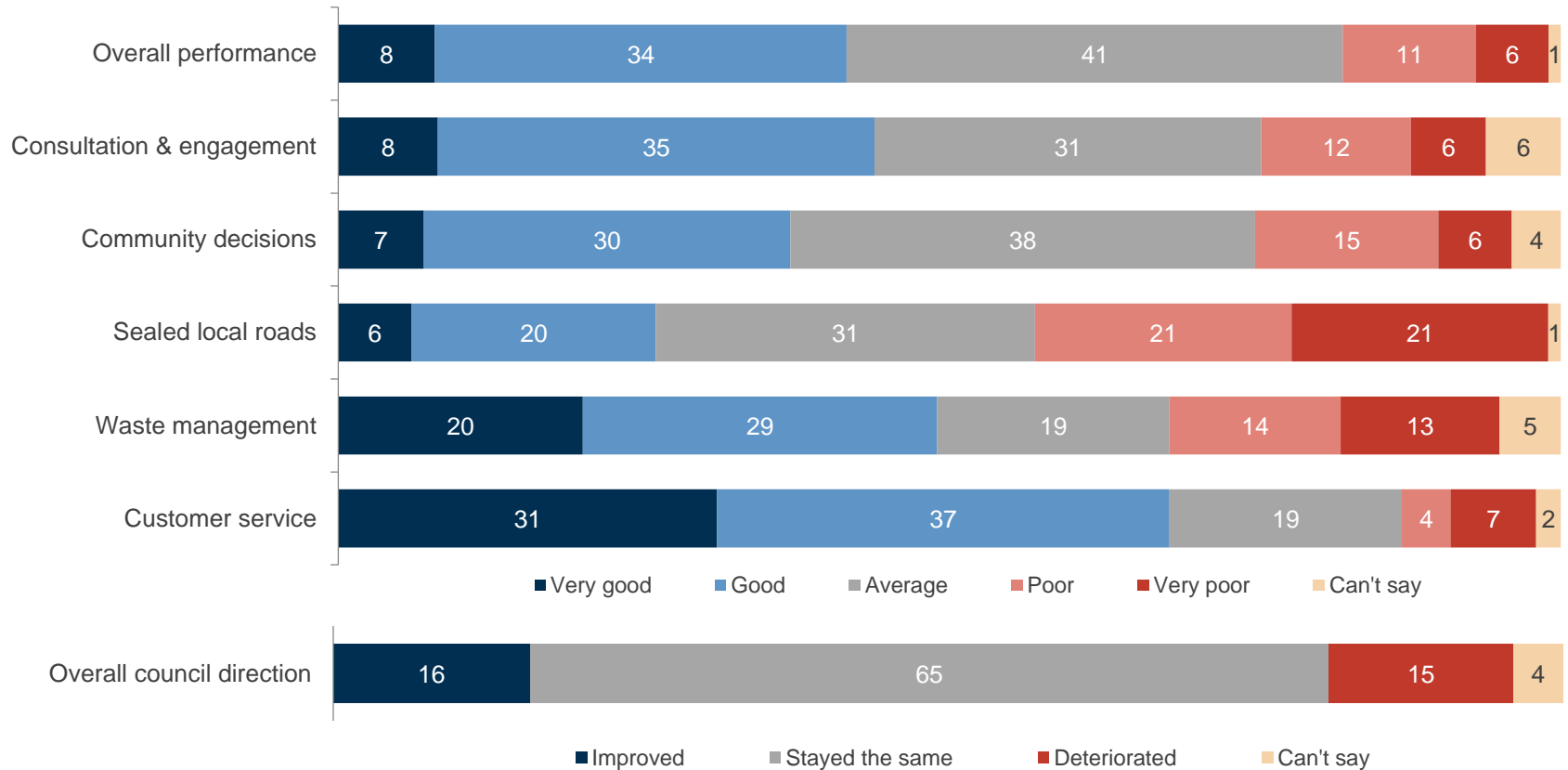
## Index scores














## Summary of core measures

Core measures summary results (%)



# Summary of Southern Grampians Shire Council performance



Services		Southern Grampians 2021	Southern Grampians 2020	Large Rural 2021	State-wide 2021	Highest score	Lowest score
	Overall performance	57	56	58	61	Aged 18-34 years	Aged 35-49 years
	Overall council direction	51	49	51	53	Aged 65+ years, Women	Aged 35-49 years
	Customer service	71	67	68	70	Aged 18-34 years	Aged 35-49 years
	COVID-19 response	77	-	74	73	Aged 65+ years	Aged 35-49 years
	Appearance of public areas	63	-	70	73	Aged 18-49 years	Aged 65+ years
	Waste management	58	-	66	69	Aged 18-34 years	Aged 35-49 years
	Consultation & engagement	57	59	54	56	Aged 18-34 years	Aged 35-49 years
	Community decisions	54	52	54	56	Women, Aged 18-34 years	Aged 35-49 years
	Sealed local roads	42	43	50	57	Aged 65+ years	Aged 35-49 years





## Focus areas for the next 12 months

### Overview

Perceptions of Council's overall performance are at their highest level since 2014, maintaining the upward trend seen over the last four years. The strongest performance in 2021 is in relation to Council's COVID-19 response. Despite relatively robust ratings, perceptions of the next highest performing areas – appearance of public areas and waste management – are lower than those seen when both were last measured in 2016. Ratings of decisions made in the community's interest are now at their highest level to date.

### Focus areas

As the lowest performing area, Council should maintain sealed local roads as a priority for improvement. Despite upholding the gains achieved in this area last year, sealed road maintenance remains the leading issue that residents feel Council needs to improve upon, suggesting ongoing focus is needed to raise performance here. Attention over the next 12 months is also needed in the area of consultation and engagement, where perceptions have slipped after improving over the last three years.

### Comparison to state and area grouping

Council performs significantly lower than the Large Rural group and State-wide averages on the appearance of public areas, waste management and sealed local roads. In its COVID-19 response however, Council rates significantly higher than both averages. For consultation and engagement, Council performs on par with councils State-wide and significantly higher than the Large Rural group average.

### Opportunity to engage

Residents aged 35 to 49 years tend to be more critical of Council's performance, so it is recommended that extra attention be paid to interactions with this cohort over the next year. People in this age group have the highest rate of contact with Council, so there is opportunity to engage with them and improve their perceptions.

# **DETAILED FINDINGS**

# Overall performance



## Overall performance

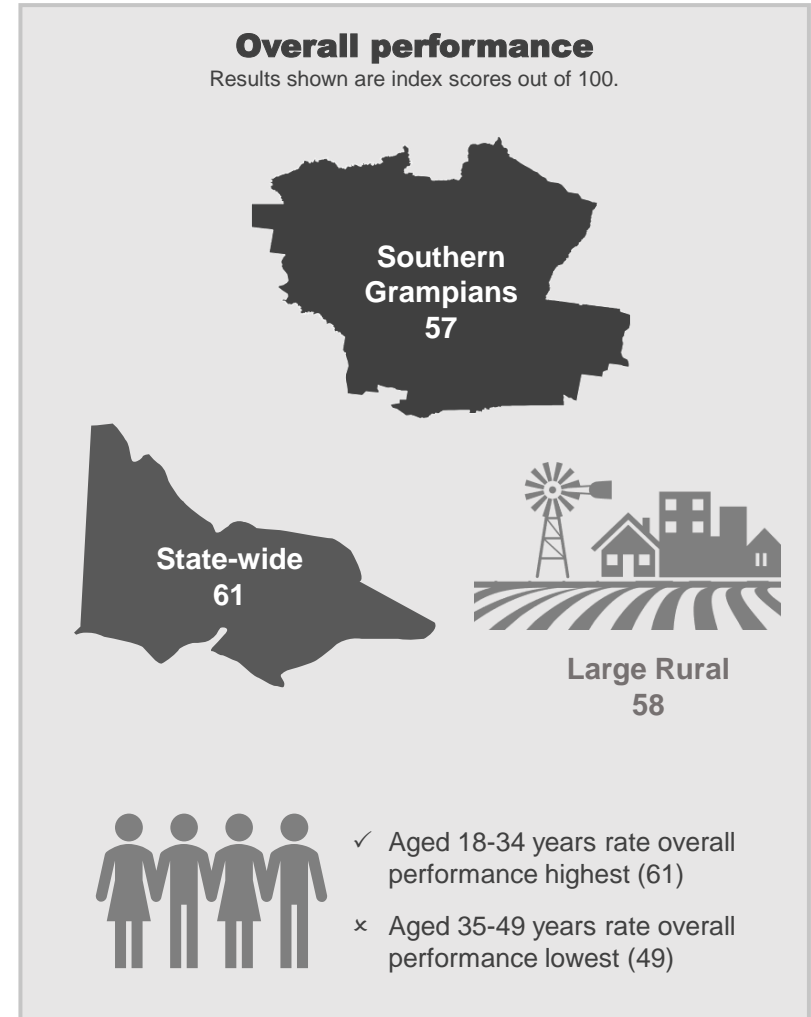
The overall performance index score for Southern Grampians Shire Council is 57 in 2021.

- This result continues the steady improvement in community perceptions seen since 2017 but remains just below the peak rating of 58 in 2013.

Southern Grampians Shire Council's overall performance is rated in line with the average for councils in the Large Rural group, and statistically significantly lower (at the 95% confidence interval) than the average rating for councils State-wide (index scores of 58 and 61 respectively).

- Almost all demographic and geographic cohorts improved in their perceptions of overall performance in the past year.
- Residents aged 35 to 49 years (index score of 49) rate Council's overall performance significantly lower than the Council average in 2021.

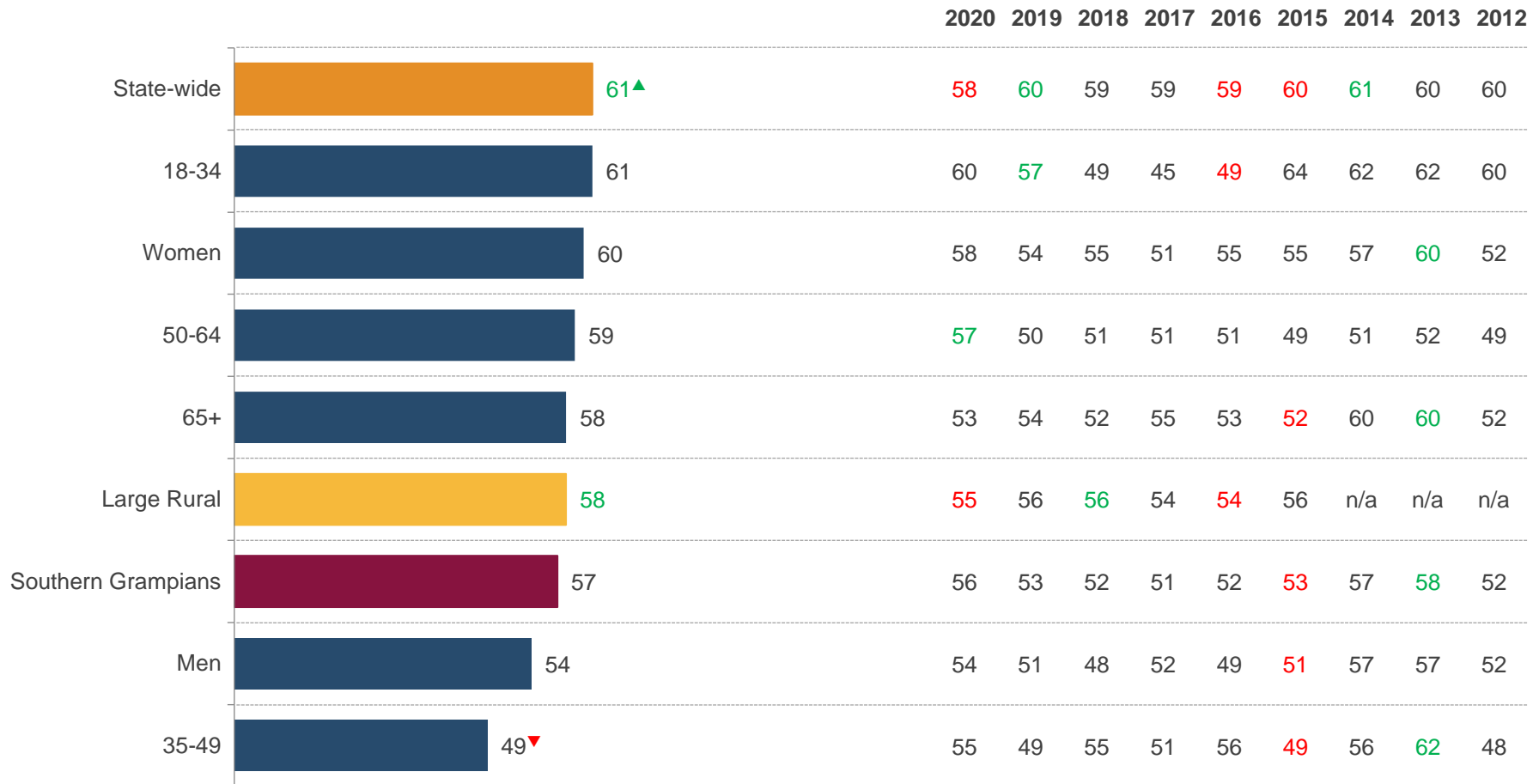
Just under one in three residents (32%) rate value for money they receive from Council in infrastructure and services provided to their community as 'very good' or 'good'. A comparable proportion rate Council as 'very poor' or 'poor' (29%). A further 36% rate Council as 'average' in terms of providing value for money.





# Overall performance

## 2021 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?

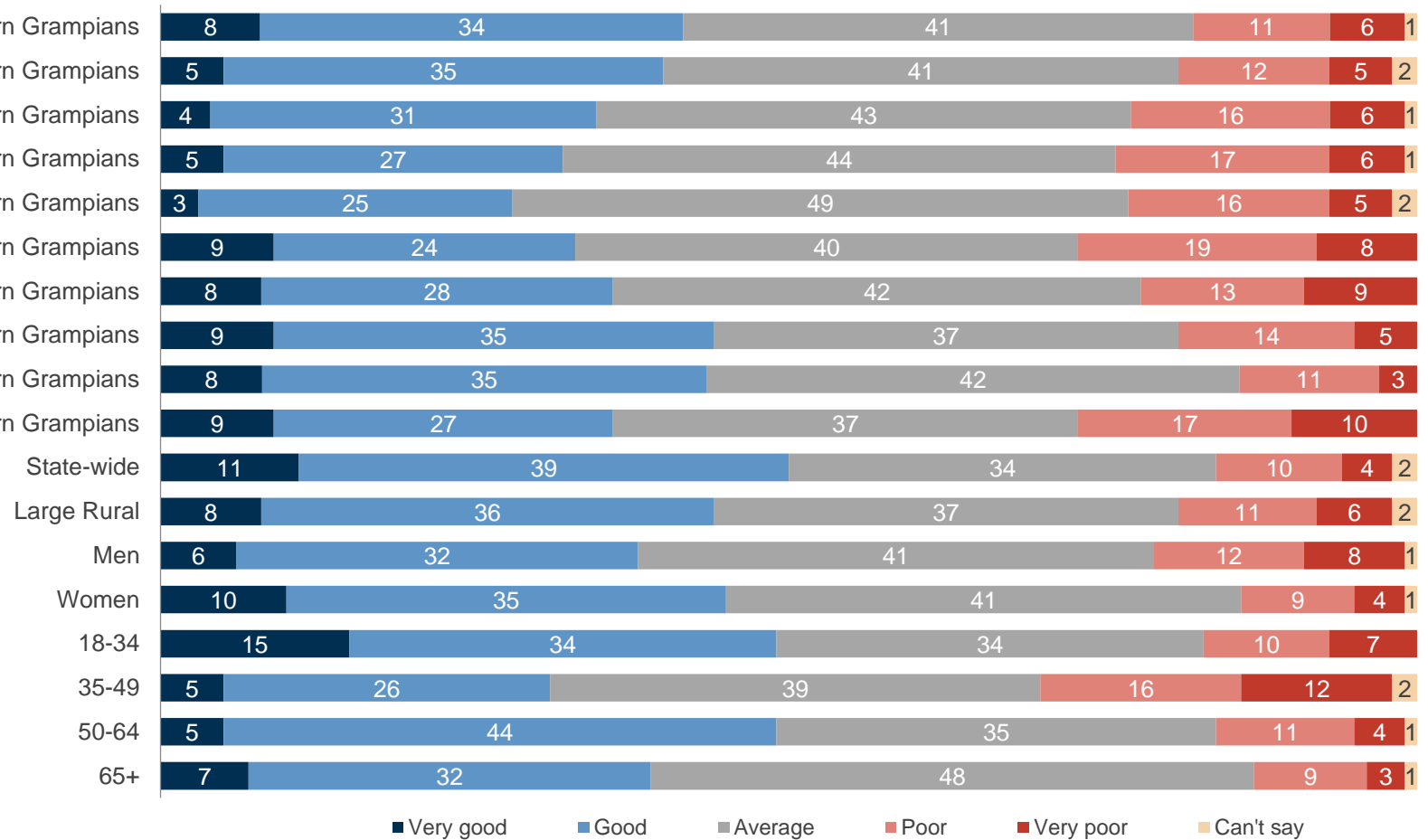
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

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



# Overall performance

## 2021 overall performance (%)



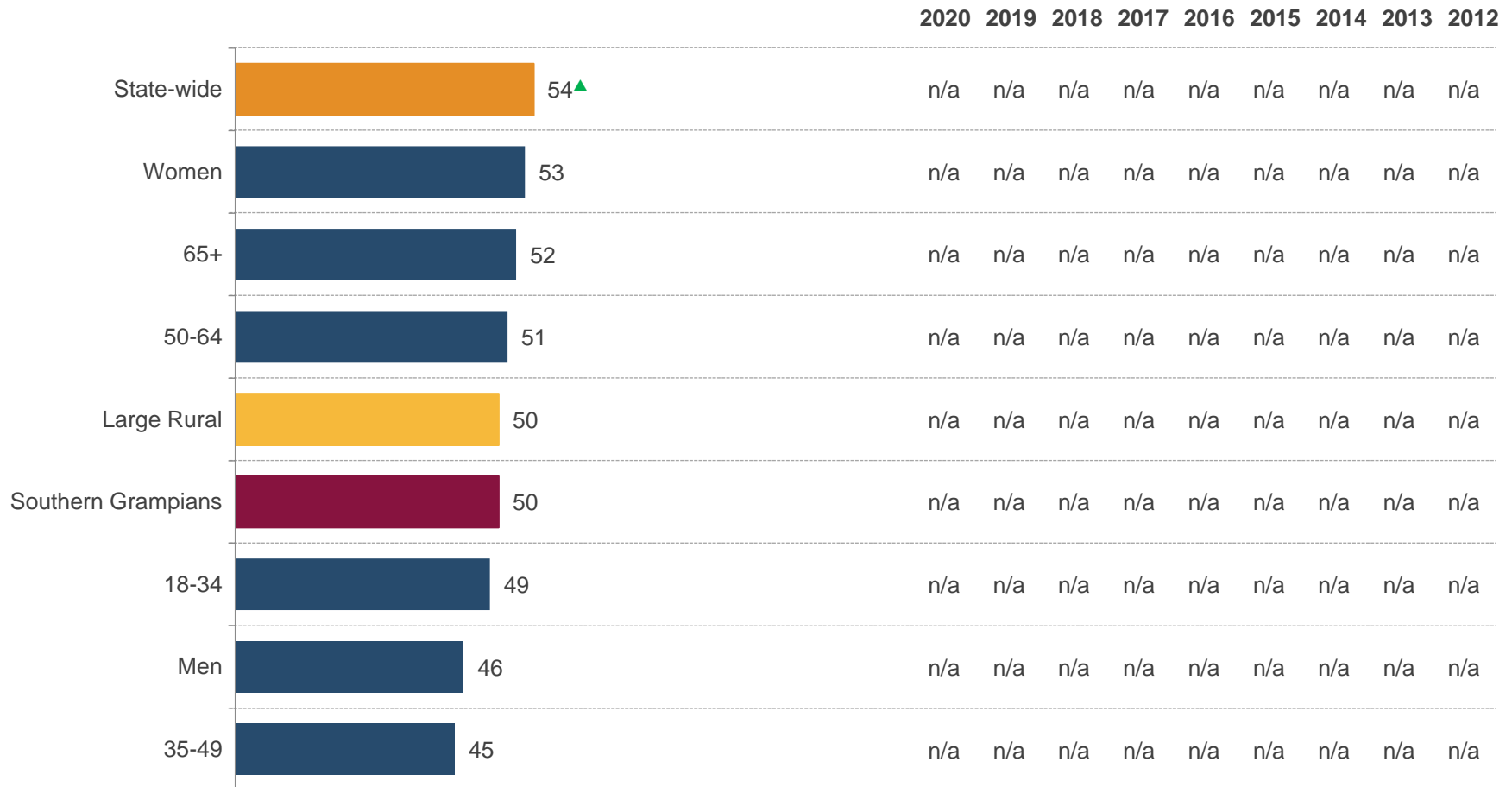
Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Southern Grampians Shire Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?

Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19



## Value for money in services and infrastructure

### 2021 value for money (index scores)



Q3b. How would you rate Southern Grampians Shire Council at providing good value for money in infrastructure and services provided to your community?

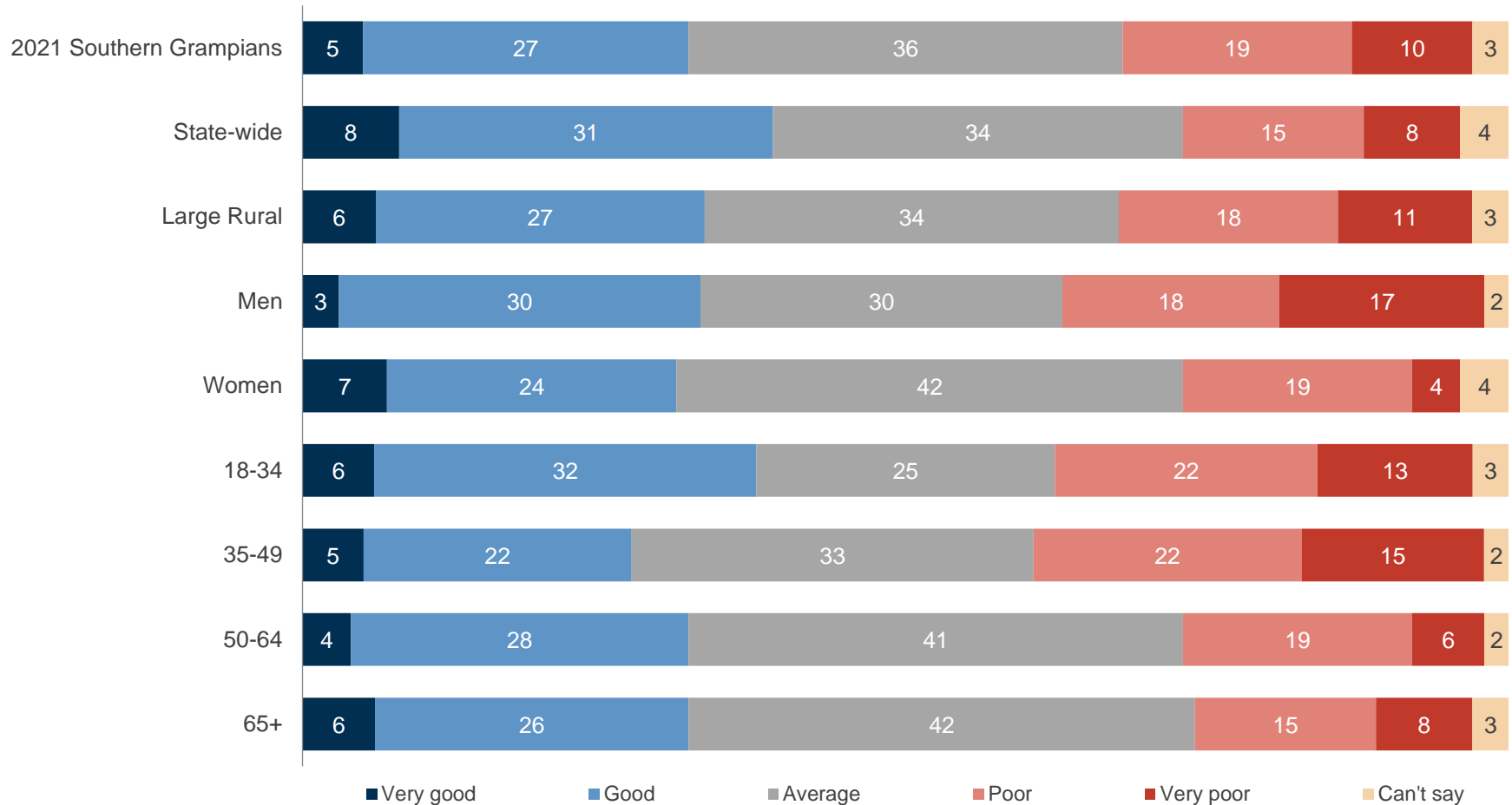
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

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



## Value for money in services and infrastructure

2021 value for money (%)



Q3b. How would you rate Southern Grampians Shire Council at providing good value for money in infrastructure and services provided to your community?

Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19





## Top performing service areas

COVID-19 response (index score of 77) is Council's strongest performing area in 2021. Council rates significantly higher than the Large Rural group and State-wide averages here (74 and 73 respectively).

- Ratings of COVID-19 response among residents aged 65+ years are significantly higher than average.

Appearance of public areas is Council's next highest rated area (index score of 63), followed by waste management (index score of 58).

- Ratings for both areas are below those seen when both were last measured in 2016. Council rates significantly lower than the Large Rural group and State-wide average in both areas.

Consultation and engagement (index score of 57) is Council's fourth highest rated area, followed by decisions made in the interests of the community (index score of 54).

- Recording a two point (not significant) increase this year, ratings of community decisions are now at their highest level to date. Council rates significantly higher than the Large Rural group average and in line with the State-wide average in this area.
- Ratings of consultation and engagement slipped in 2021 (down two index points from 2020). Council rates significantly lower than the Large Rural group and State-wide averages in this area.



**COVID-19 response (index score of 77) is the area where Council performed best in 2021.**



## Low performing service areas



Sealed local roads continues to be Council's lowest performing area (index score of 42). This is consistent with last year's result, where ratings reached their highest recorded level (43).

- Significant gains made in 2019 on sealed local roads have held steady over the last two years.

However, Council continues to rate significantly lower than the State-wide and Large Rural group average in 2021 (index scores of 57 and 50 respectively).

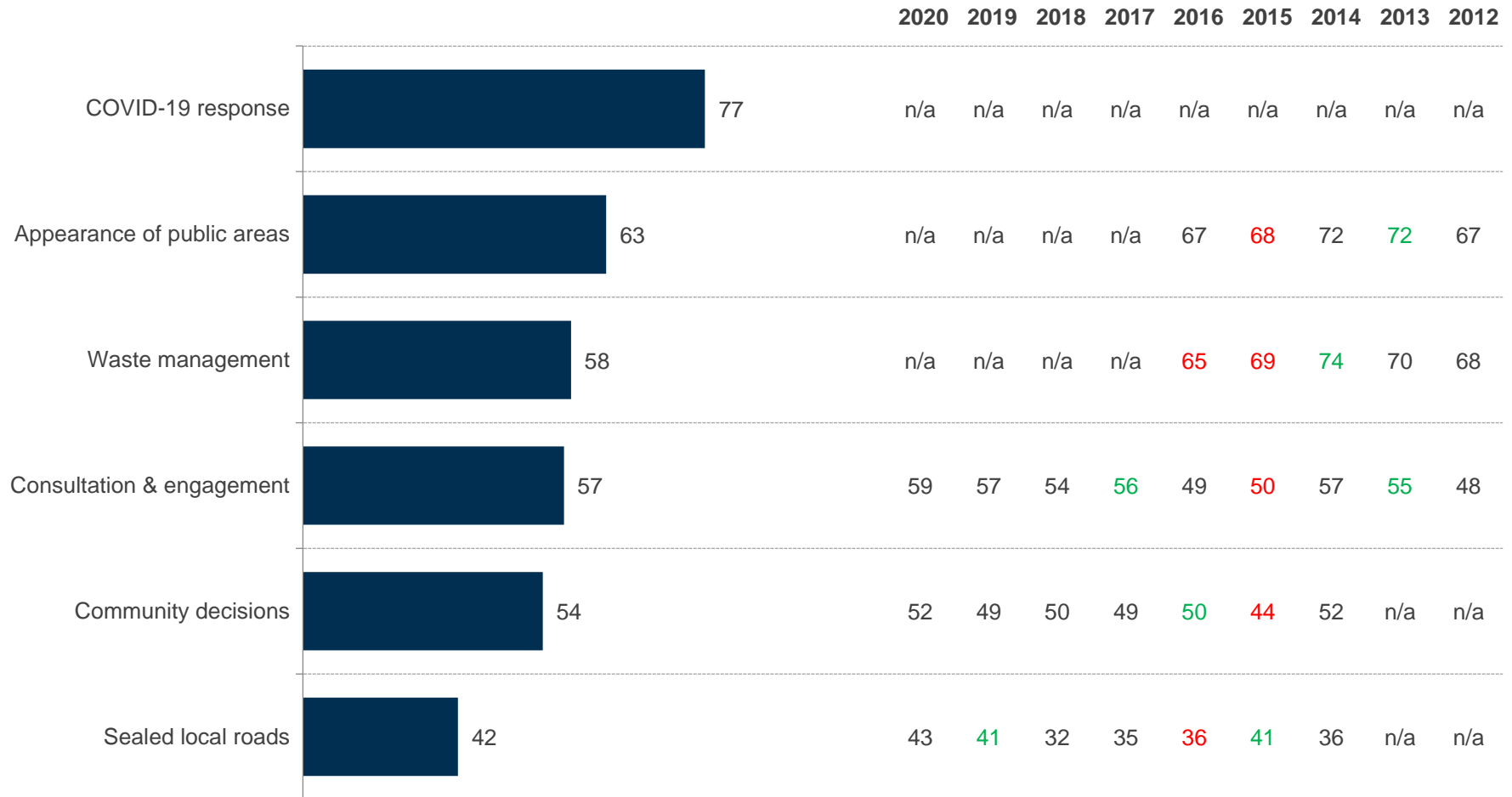
- Despite increasing significantly last year, the lowest ratings on sealed local roads in 2021 are seen among residents aged 35 to 49 years (index score of 37).
- Ratings among those aged 18 to 34 increased (not significantly) by six index points this year (42).
- While not significant, ratings across all other demographic and geographic cohorts fell by one to three index points over the past 12 months.

Reinforcing these results, one in five residents (20%) continue to cite sealed road maintenance as the Council area most in need of improvement.



# Individual service area performance

## 2021 individual service area performance (index scores)



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

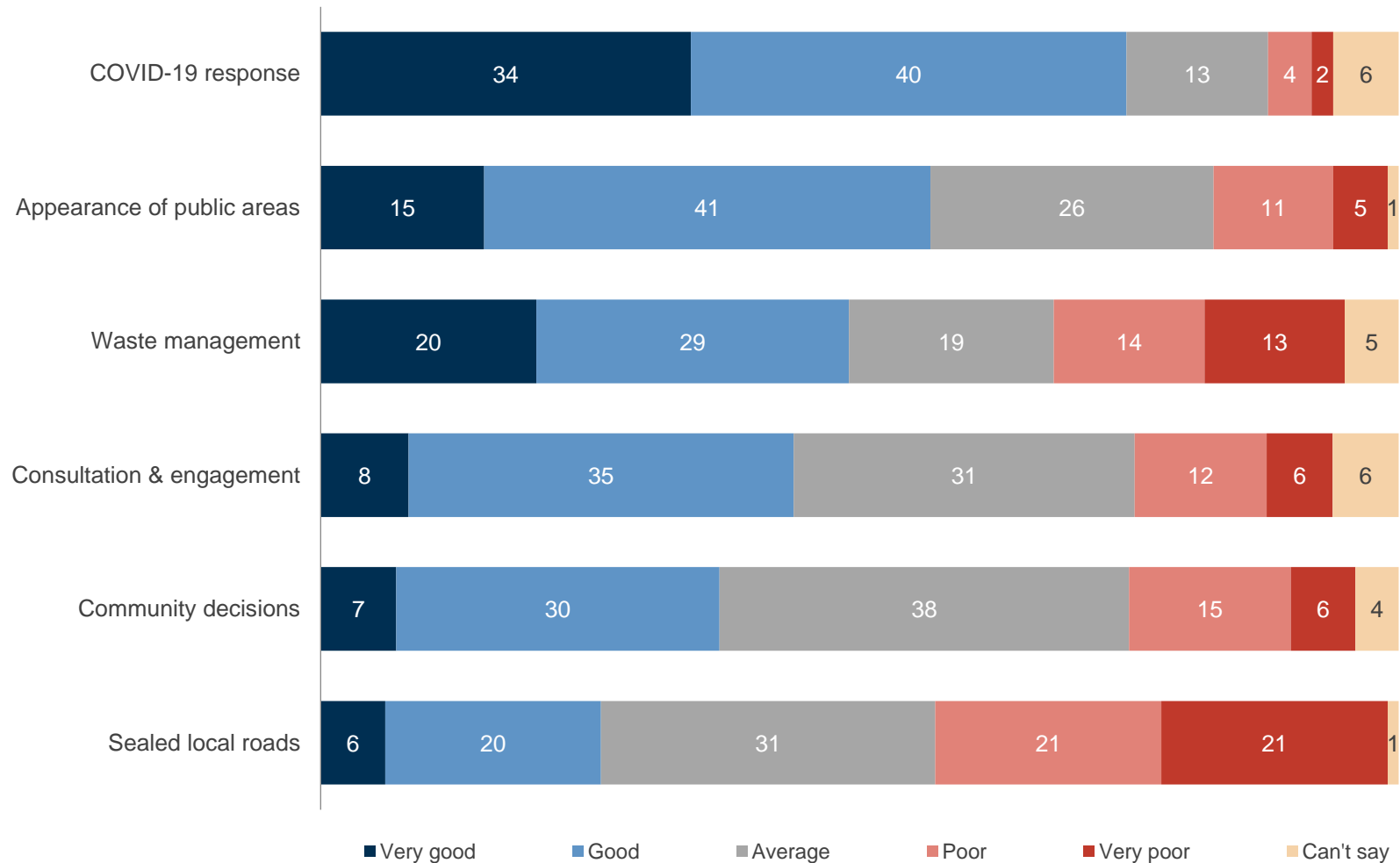
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

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



# Individual service area performance

2021 individual service area performance (%)





# Best things about Council and areas for improvement

**2021 best things about Council (%)**  
- Top mentions only -



**2021 areas for improvement (%)**  
- Top mentions only -



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: 28 Councils asked group: 9

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

Base: All respondents. Councils asked state-wide: 45 Councils asked group: 12

A verbatim listing of responses to these questions can be found in the accompanying dashboard.



# **Customer service**

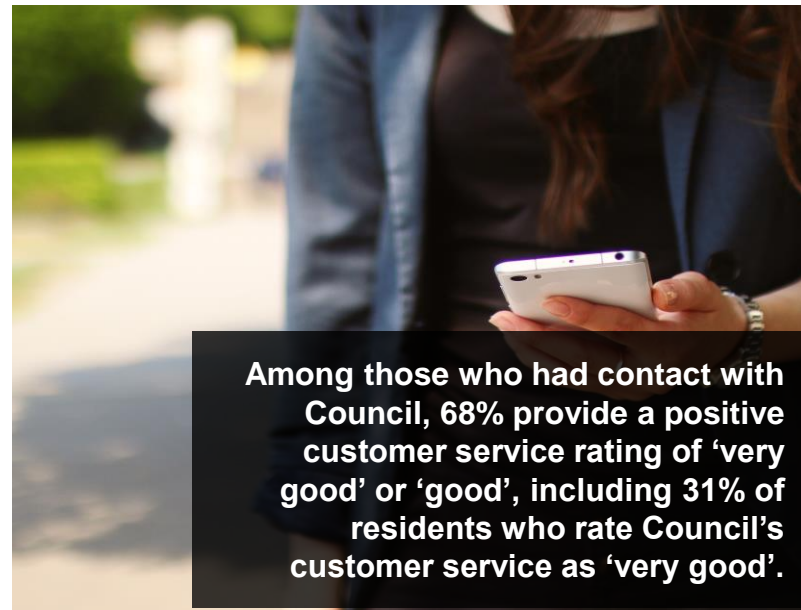


## Contact with council and customer service

### Contact with council

More than half of Council residents (55%) have had contact with Council in the last 12 months. Rate of contact is four percentage points lower than in 2020.

Reflecting COVID-19 restrictions, telephone became the dominant method of contact with Council over the last 12 months (34%, up six points). In person contact declined (25%, down 10 points), whilst use of email increased (20%, up four points and trending up over time).



### Customer service

Council's customer service index of 71 represents a modest, but not significant improvement on last year's result. Customer service rates in line with State-wide and Large Rural group averages (index scores of 70 and 68 respectively).

Among residents who have had contact with Council, close to seven in ten (68%) provide a positive customer service rating of 'very good' or 'good'.

- Perceptions of customer service among residents aged 18 to 34 years improved significantly (87, up 20 index points). Ratings amongst this cohort are also significantly higher than the Council average.
- Customer service ratings among women also improved significantly this year (75, up eight index points).
- Ratings of customer service among residents aged 35 to 49 years (index score of 60) are significantly lower than the Council average.

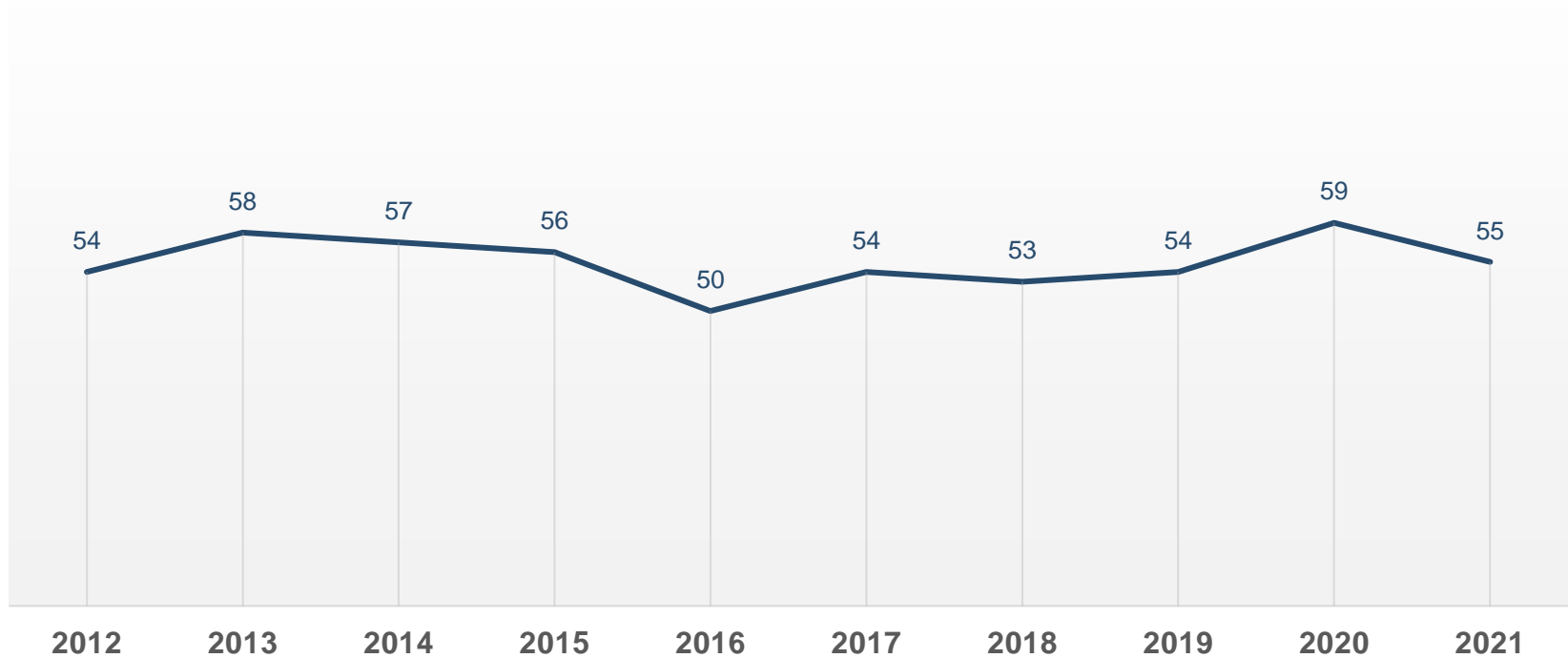
Council's customer service is most highly rated by those whose most recent interaction was by telephone (index score of 75) and social media (index score of 74, note small sample size). In person and text message contact also rates well (index score of 70 for each).





## Contact with council

**2021 contact with council (%)**  
Have had contact



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

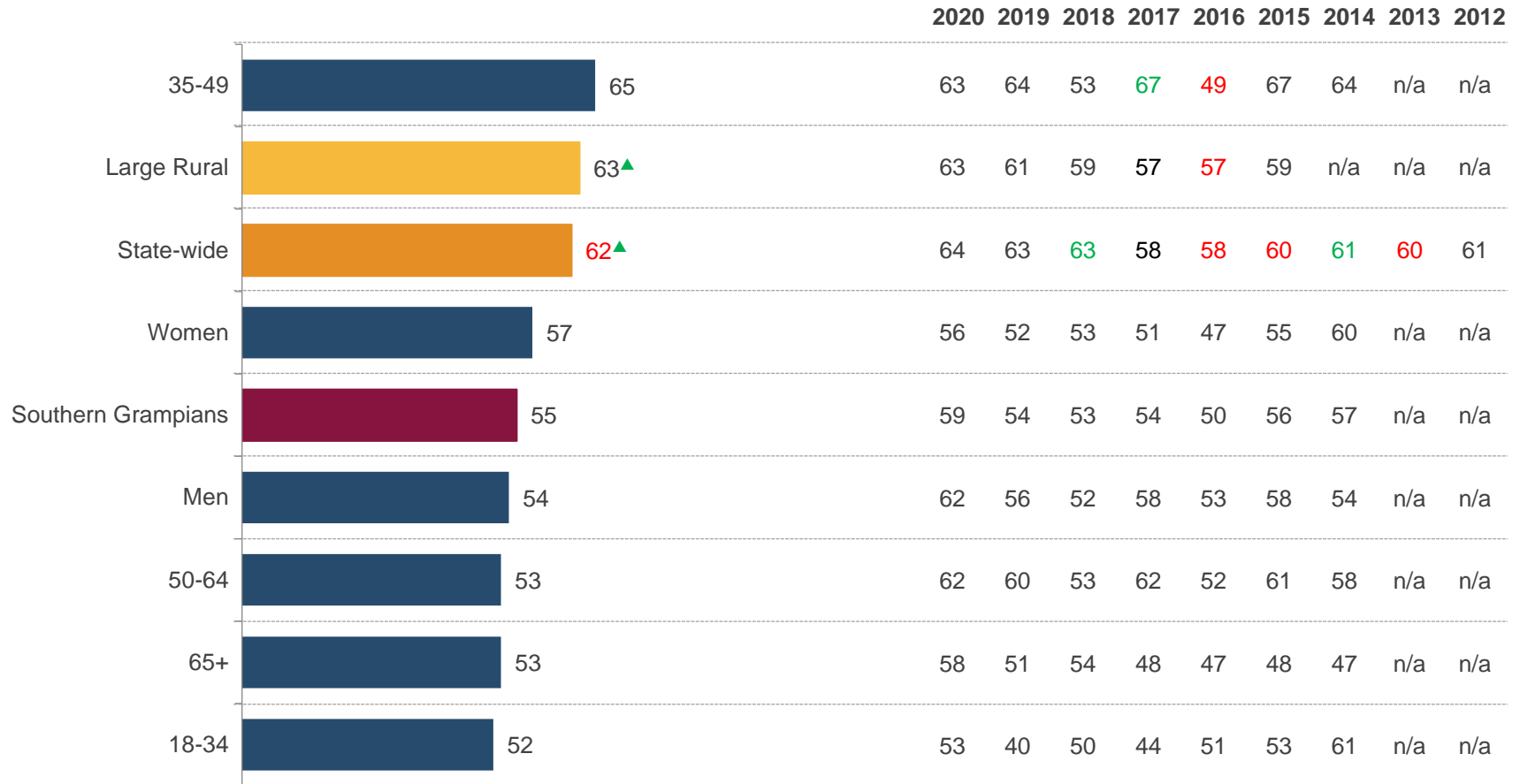
Base: All respondents. Councils asked state-wide: 27 Councils asked group: 9





## Contact with council

### 2021 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: 27 Councils asked group: 9

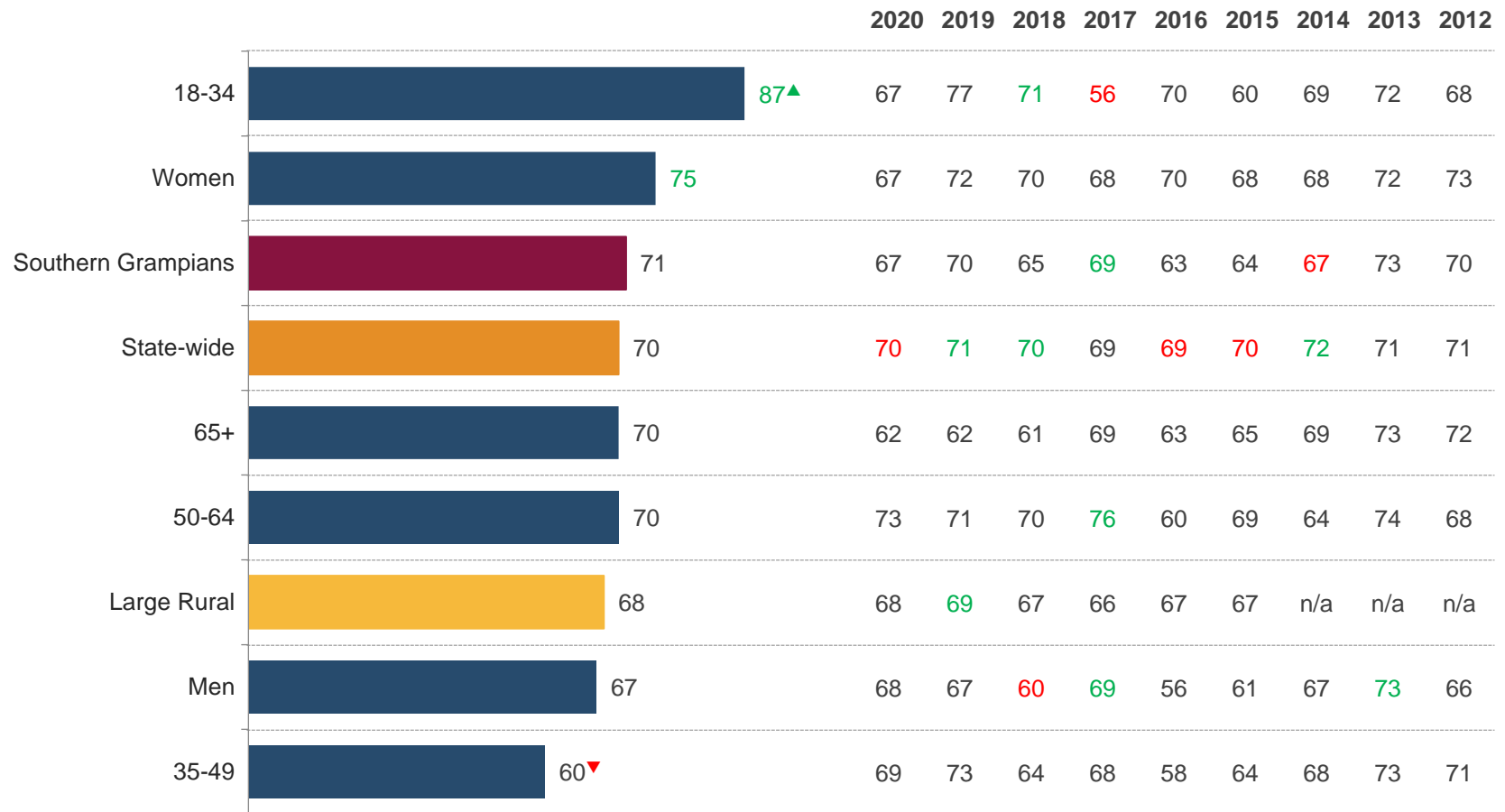
Note: Please see Appendix A for explanation of significant differences.

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



# Customer service rating

## 2021 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.

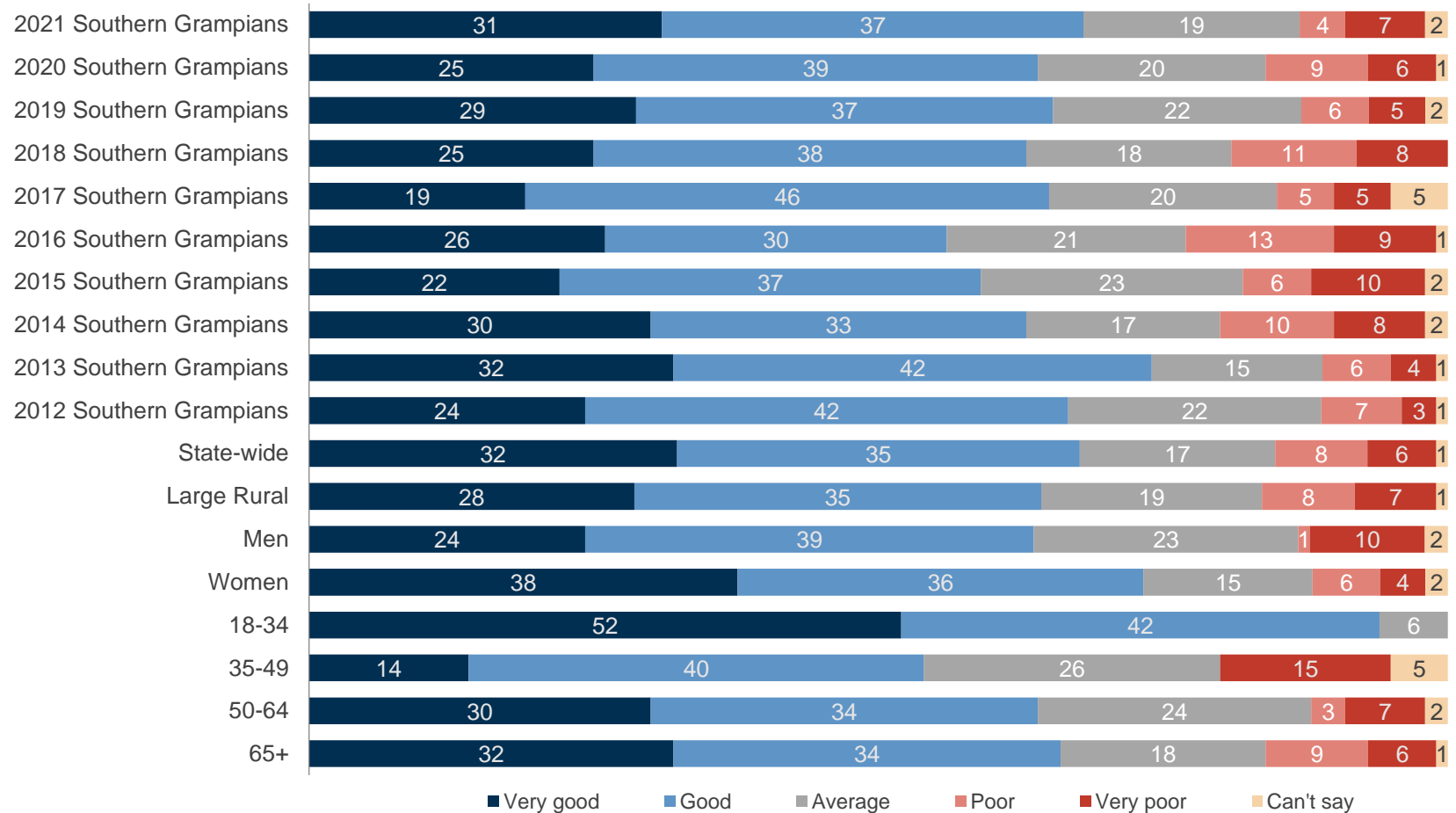
Councils asked state-wide: 66 Councils asked group: 19

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



# Customer service rating

## 2021 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: 66 Councils asked group: 19



# Method of contact with council

2021 method of contact (%)



In Person



In Writing



By Telephone



By Text Message



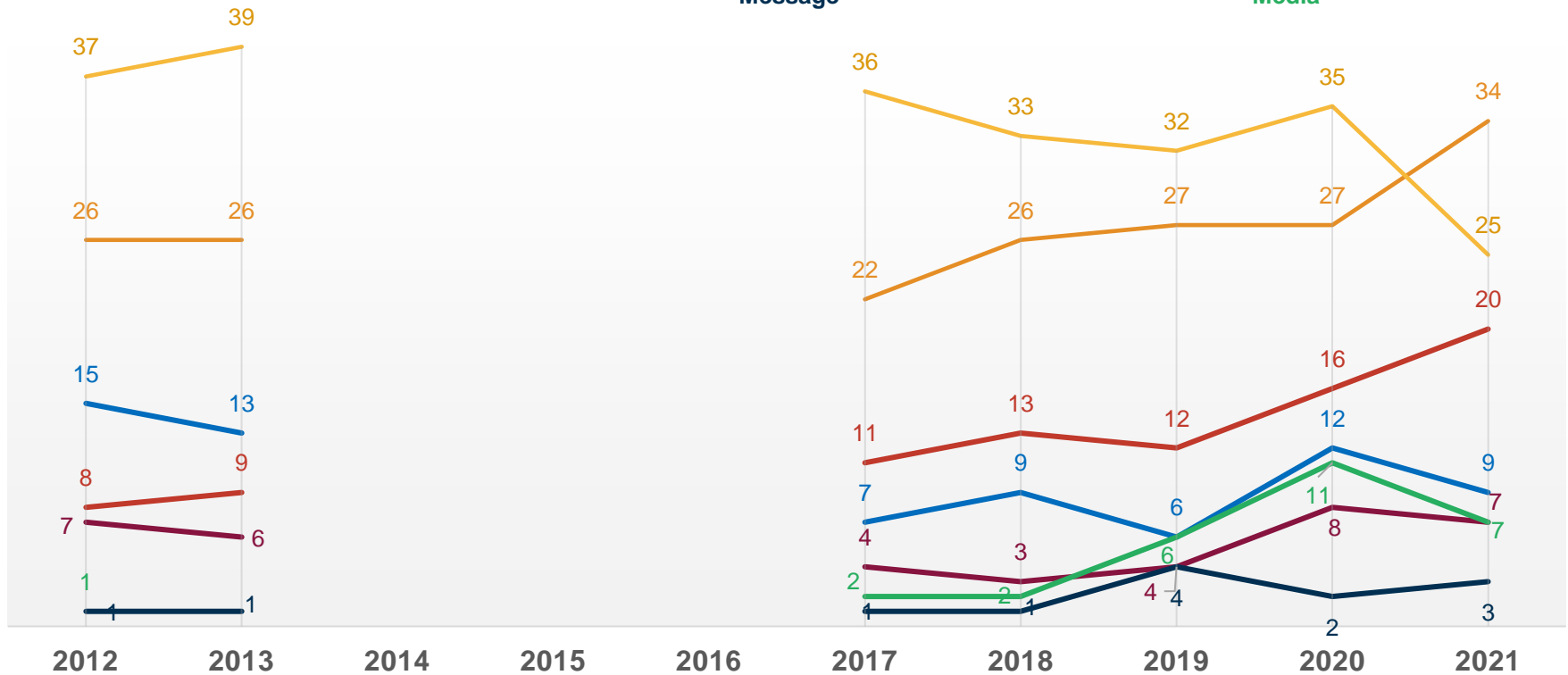
By Email



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?

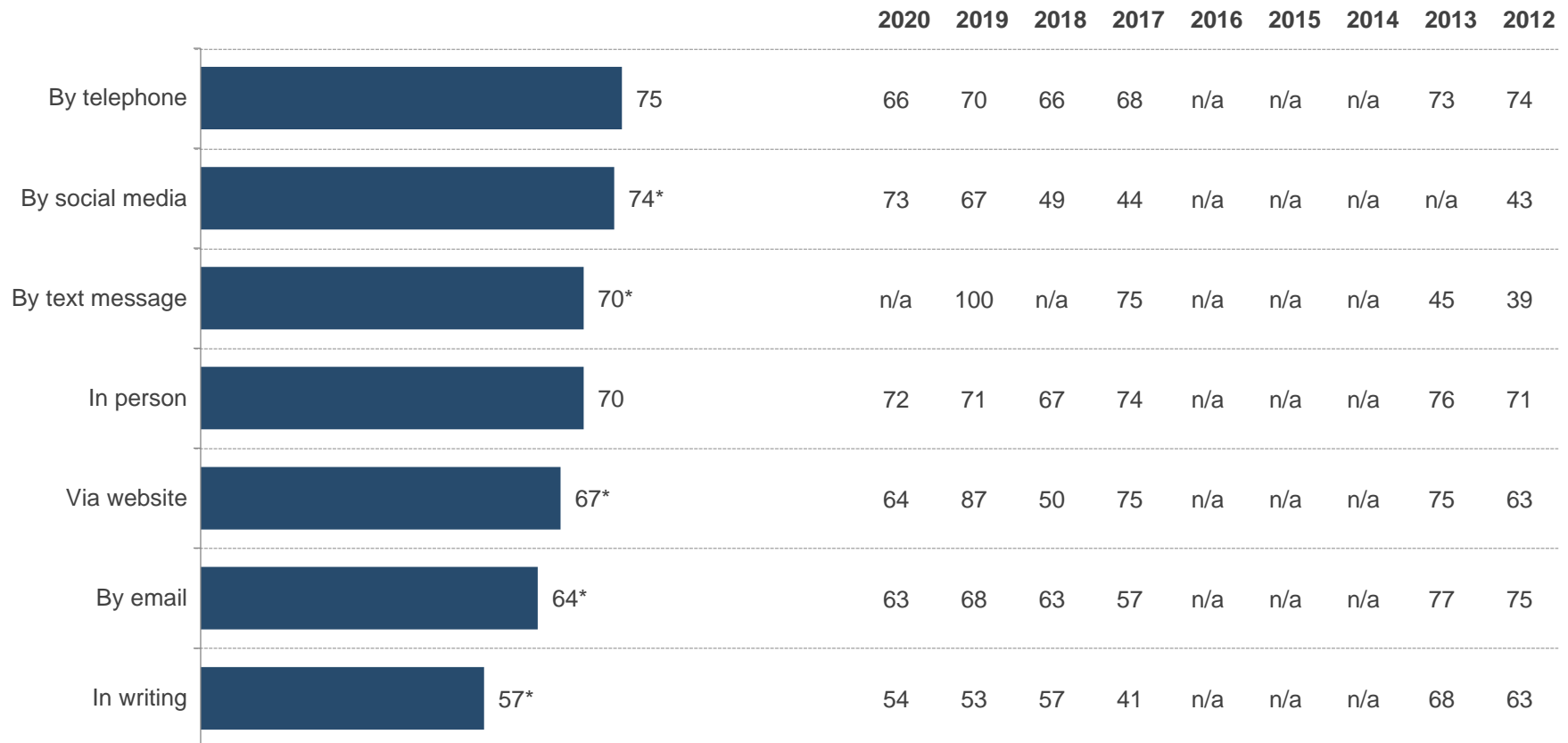
Base: All respondents. Councils asked state-wide: 27 Councils asked group: 9

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



# Customer service rating by method of last contact

2021 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: 27 Councils asked group: 9

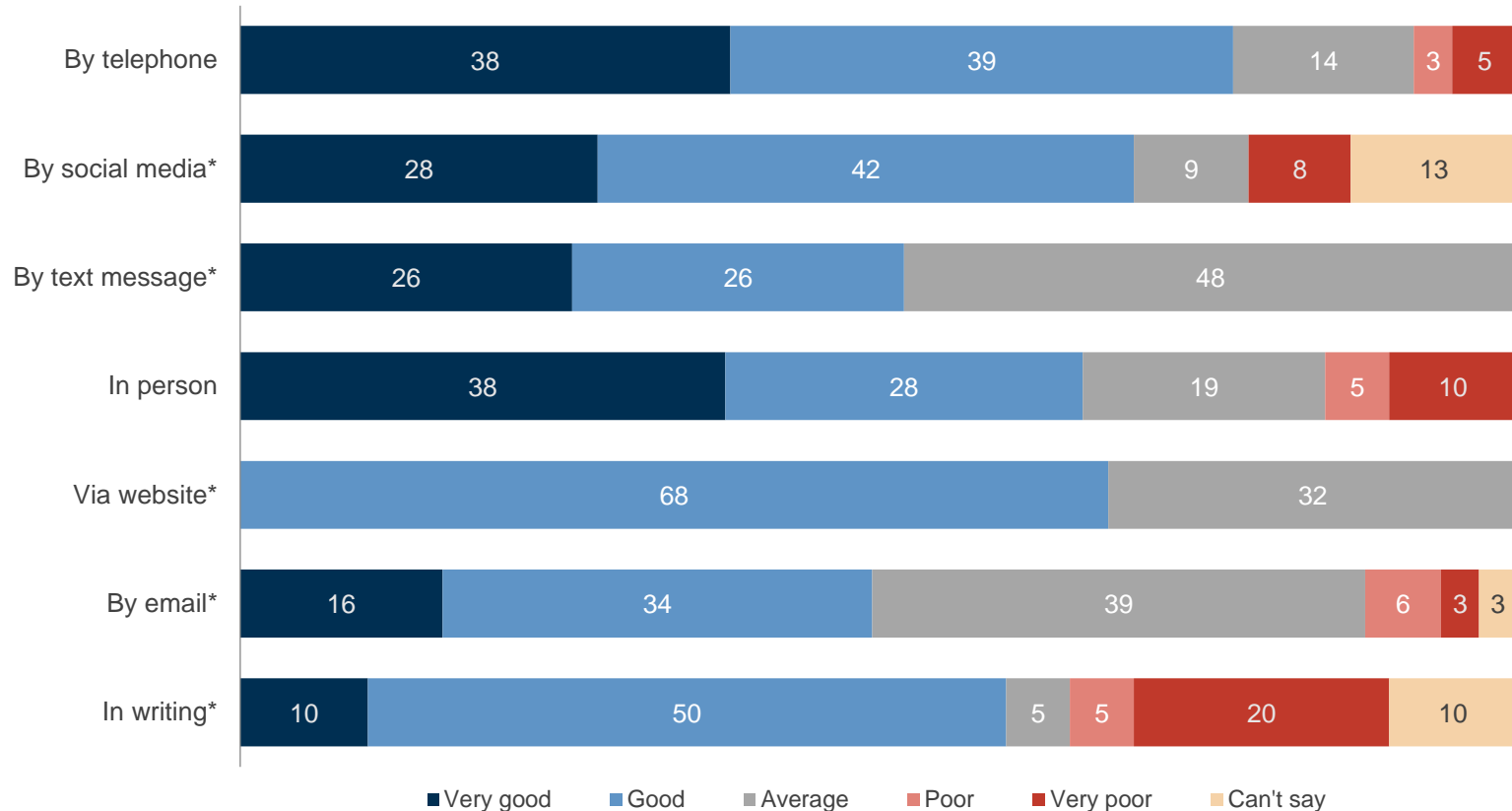
Note: Please see Appendix A for explanation of significant differences.

\*Caution: small sample size < n=30



# Customer service rating by method of last contact

2021 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: 27 Councils asked group: 9

\*Caution: small sample size < n=30



# Communication

## Communication

The preferred forms of communication from Council about news, information or upcoming events in 2021 remain newsletters sent via mail (24%) or email (21%), unchanged from last year.

Interest in mailed newsletters has steadied this year, after recovering from a decline over 2012 to 2019.

A reasonable level of interest remains for communications via social media (17%) and advertising in a local newspaper (also 17%), followed by newsletter inserts (12%) in local newspapers.

- The most preferred form of communication for residents aged under 50 years differs from the community at large, with social media (28%) the preferred channel. There continues however to be interest in both emailed (21%) and mailed (20%) newsletter formats.
- The most preferred form of communication for those aged over 50 years continues to be Council newsletters sent via mail (26%), followed by emailed newsletters and advertising (both 20%) and newsletter inserts (18%) in local newspapers.







# Best form of communication

2021 best form of communication (%)



Advertising in  
a Local  
Newspaper



Council  
Newsletter  
via Mail



Council  
Newsletter  
via Email



Council  
Newsletter as  
Local Paper Insert



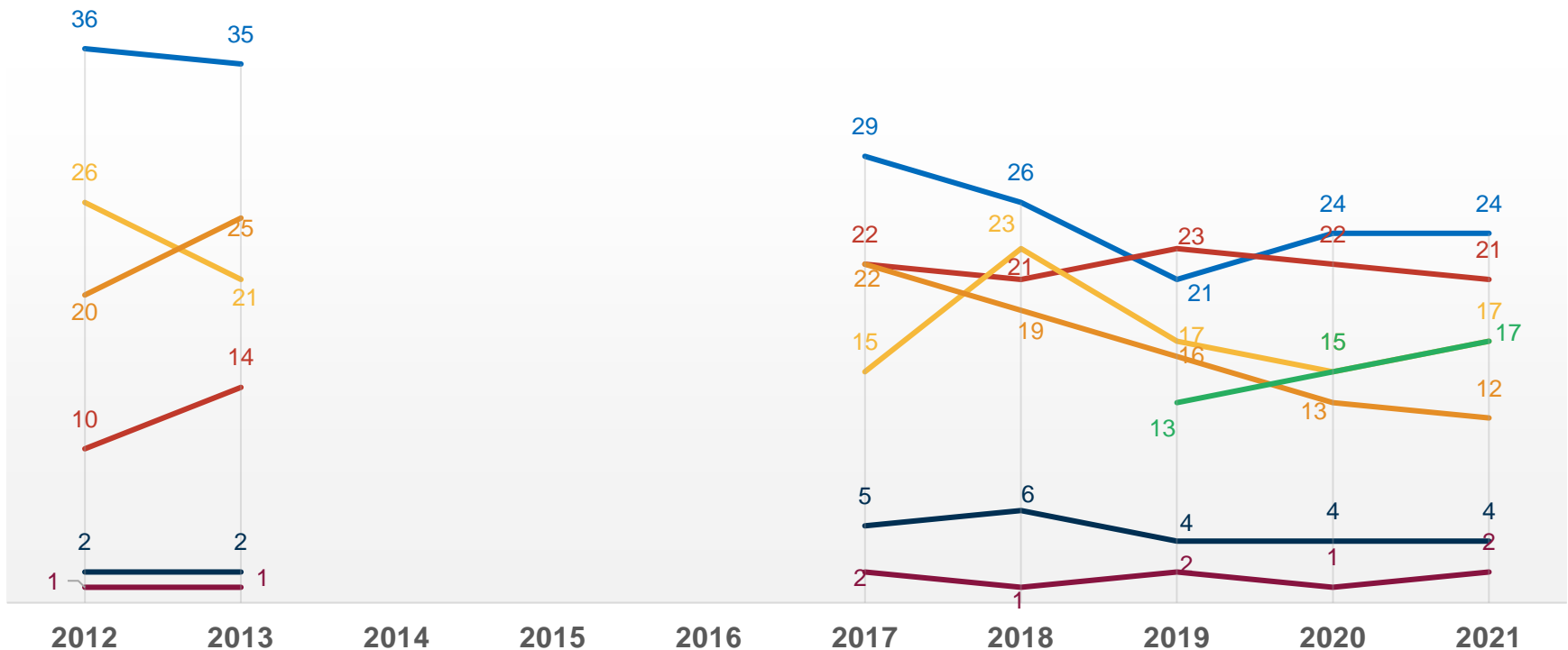
Council  
Website



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: 35 Councils asked group: 10  
Note: 'Social Media' was included in 2019.



## Best form of communication: under 50s

2021 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



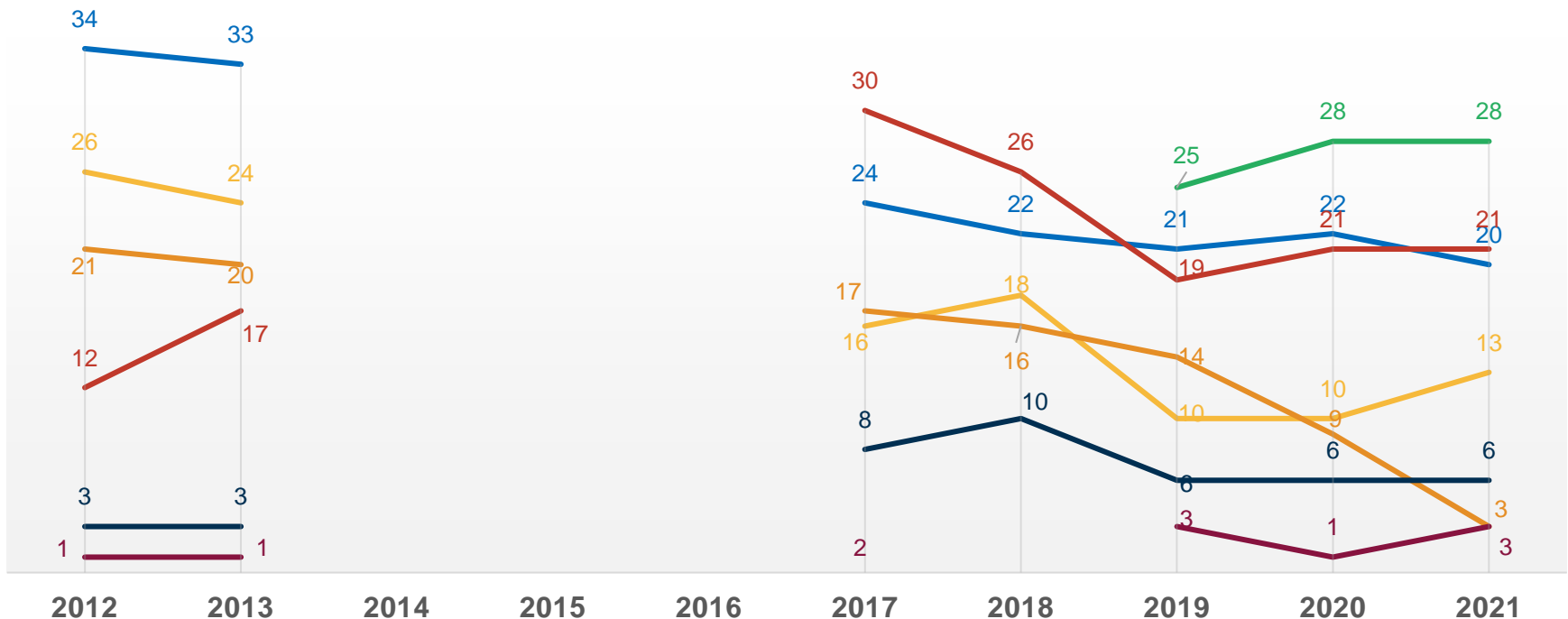
Council  
Website



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: 35 Councils asked group: 10

Note: 'Social Media' was included in 2019.



## Best form of communication: over 50s

2021 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



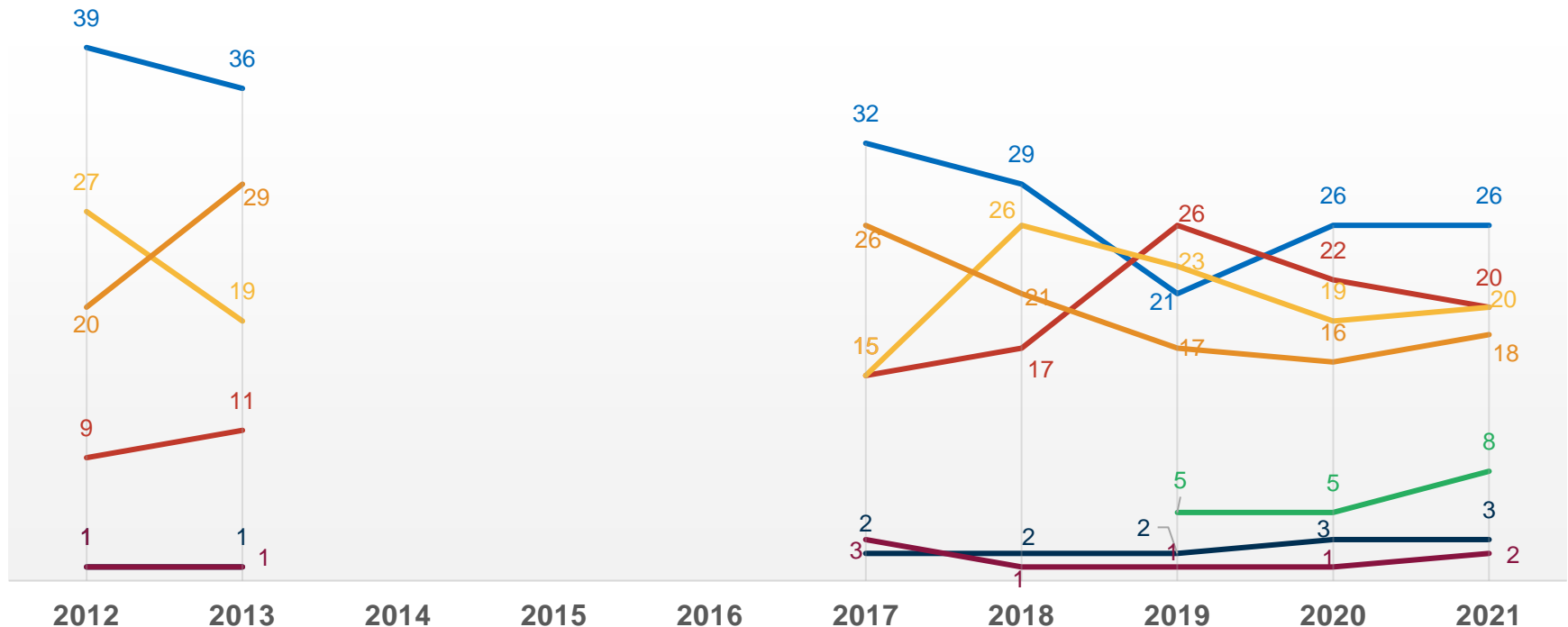
Council  
Website



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: 35 Councils asked group: 10

Note: 'Social Media' was included in 2019.



# **Council direction**



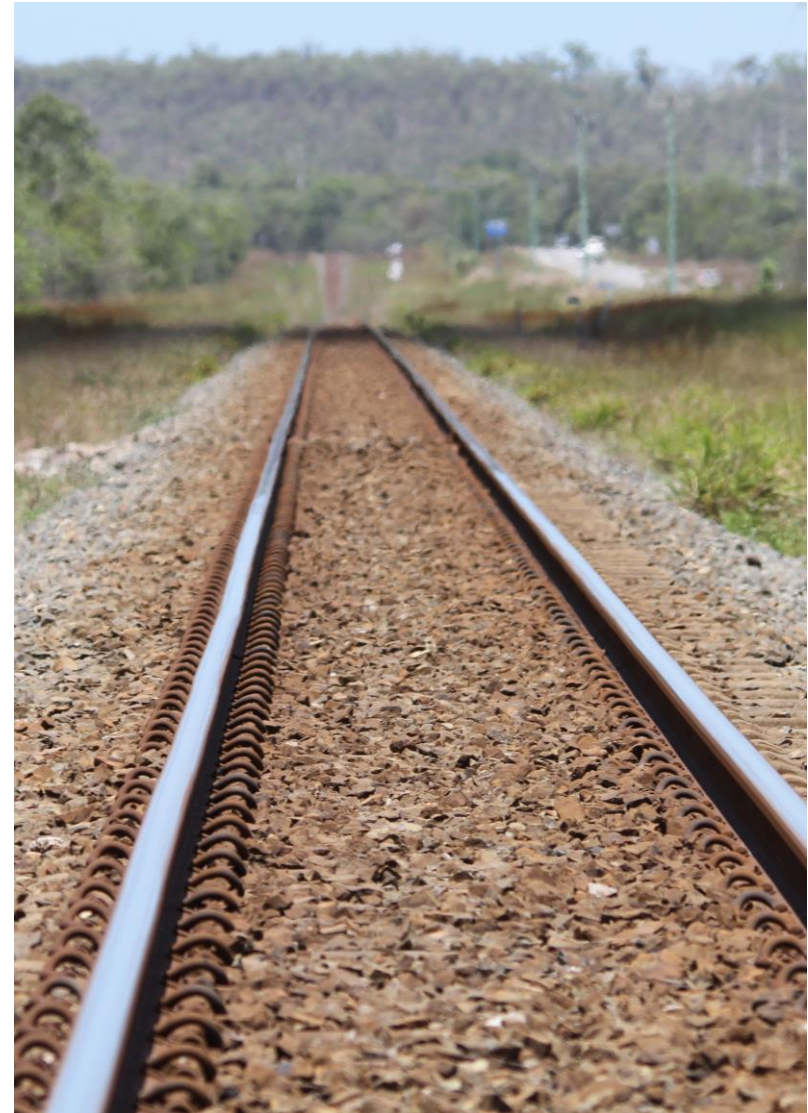
## Council direction

Perceptions of Council's overall direction reflect those seen over the past three years. More than six in ten residents (65%) continue to believe the direction of Council's overall performance has stayed the same over the last 12 months – up one point from 2020.

- 16% believe the direction has improved in the last 12 months, up one point from 2020.
- 15% believe it has deteriorated, down three points from 2020.
- The most satisfied with Council direction are women and residents aged 65+ years.
- Perceptions of Council direction improved significantly among residents aged 65+ years in the past 12 months.
- The least satisfied with Council direction are residents aged 35 to 49 years and men.

More than half of residents (57%) continue to believe there is 'a lot' of room for improvement in Council's overall performance.

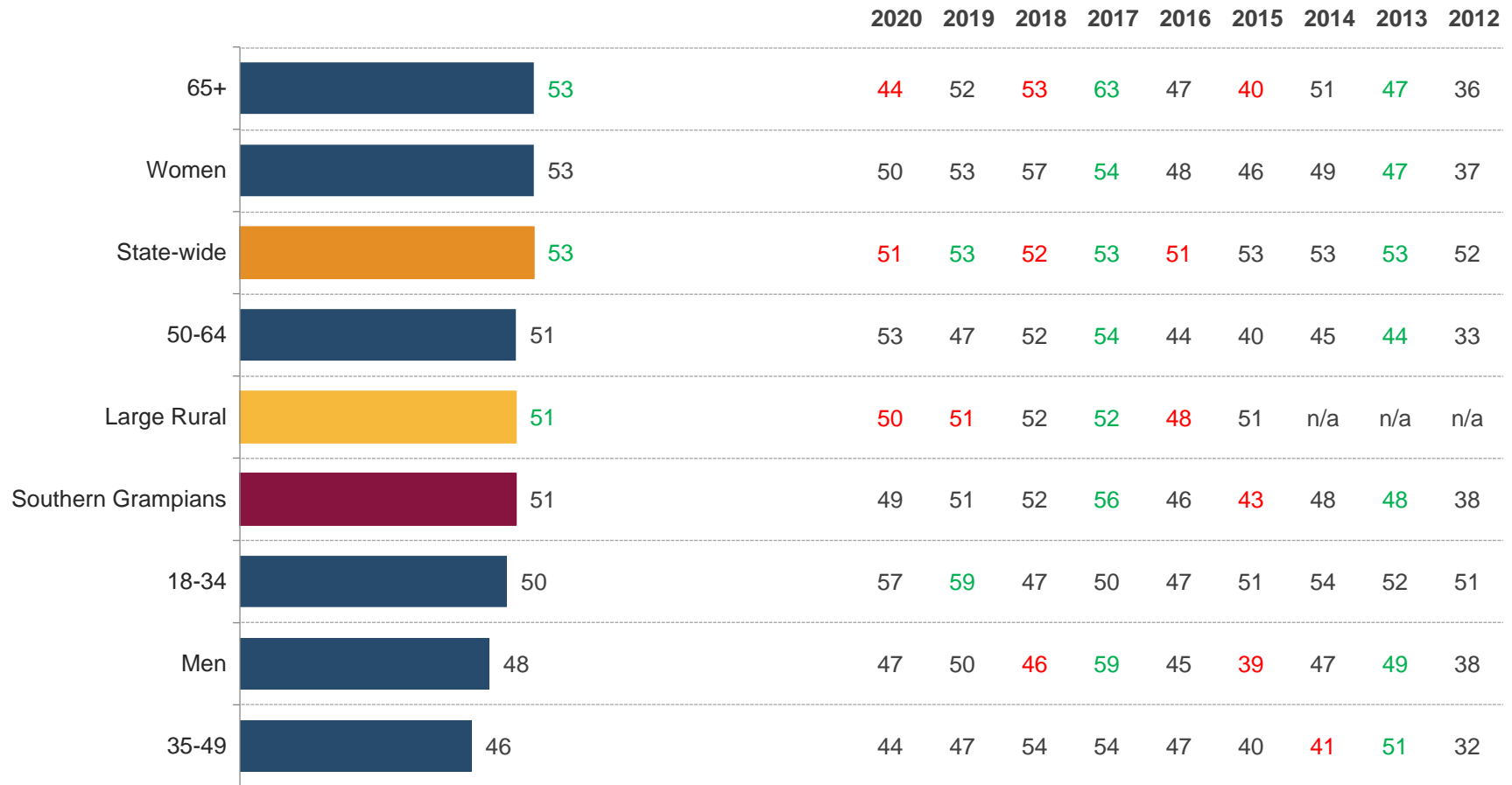
However, an increased majority this year believe Council is heading in the 'right' direction (69%, up from 57%), while the proportion who think Council is heading in the 'wrong' direction has fallen to just under one in five (19%, down from 32%).





# Overall council direction last 12 months

## 2021 overall council direction (index scores)



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

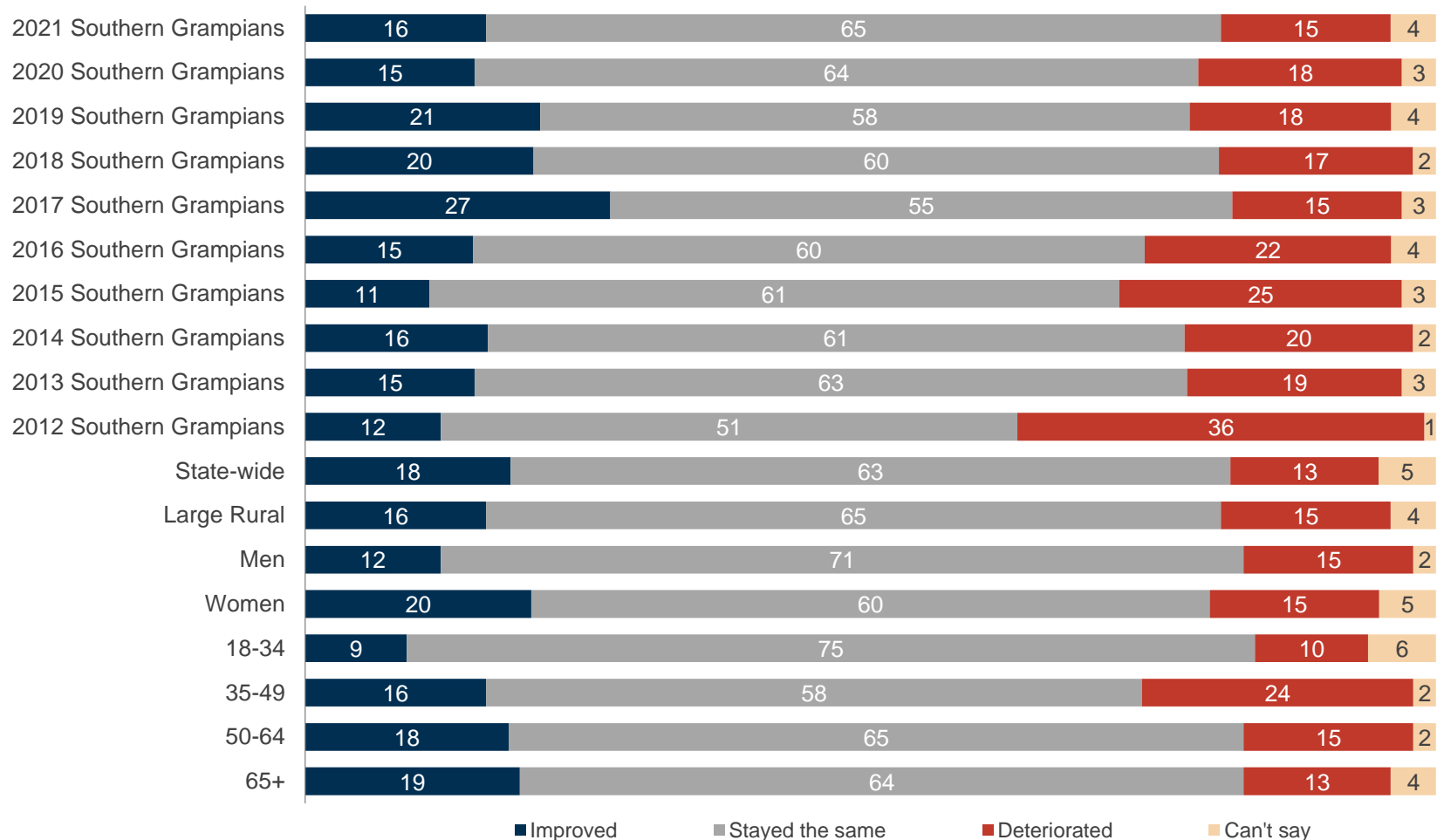
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

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



## Overall council direction last 12 months

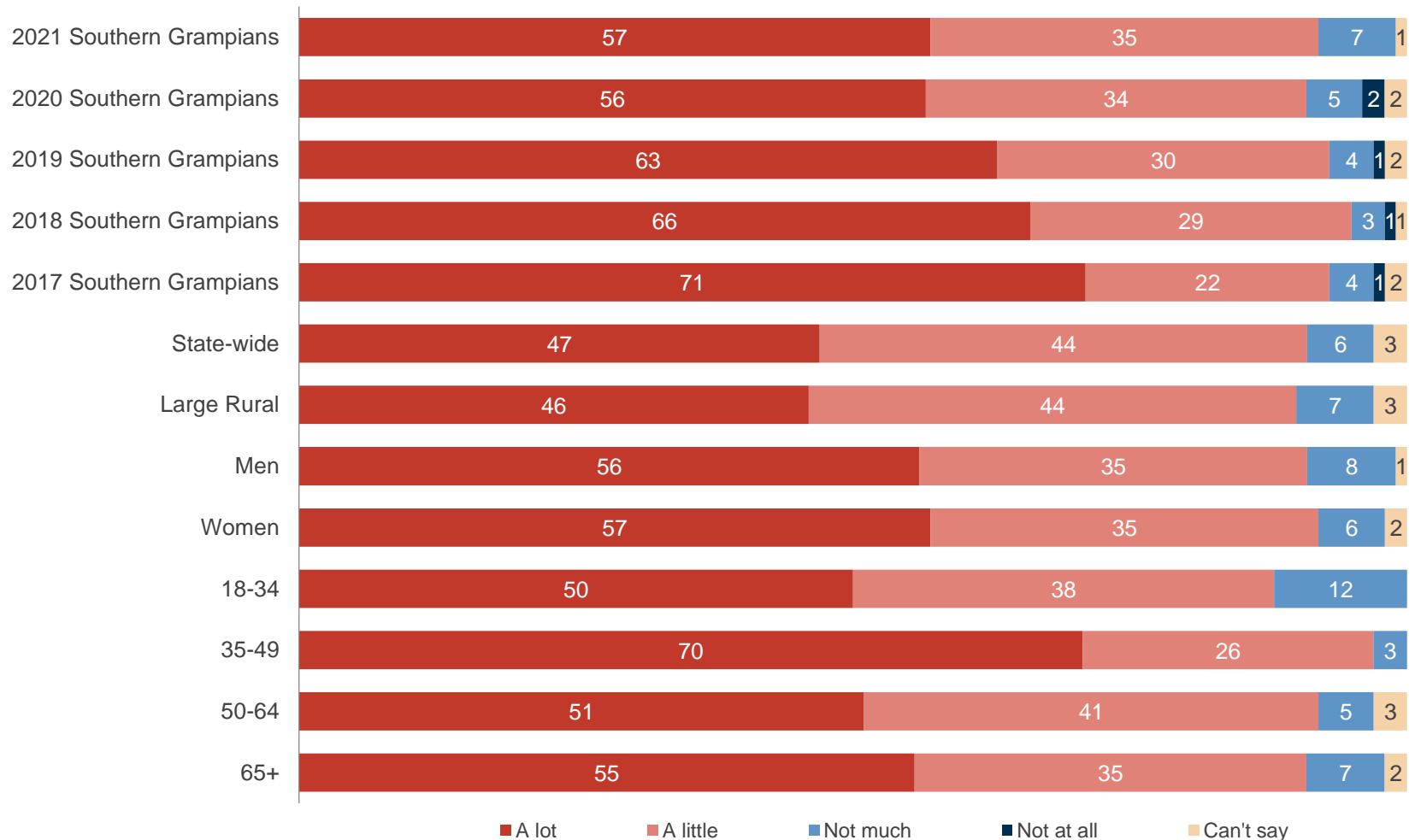
### 2021 overall council direction (%)





## Room for improvement in services

2021 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?

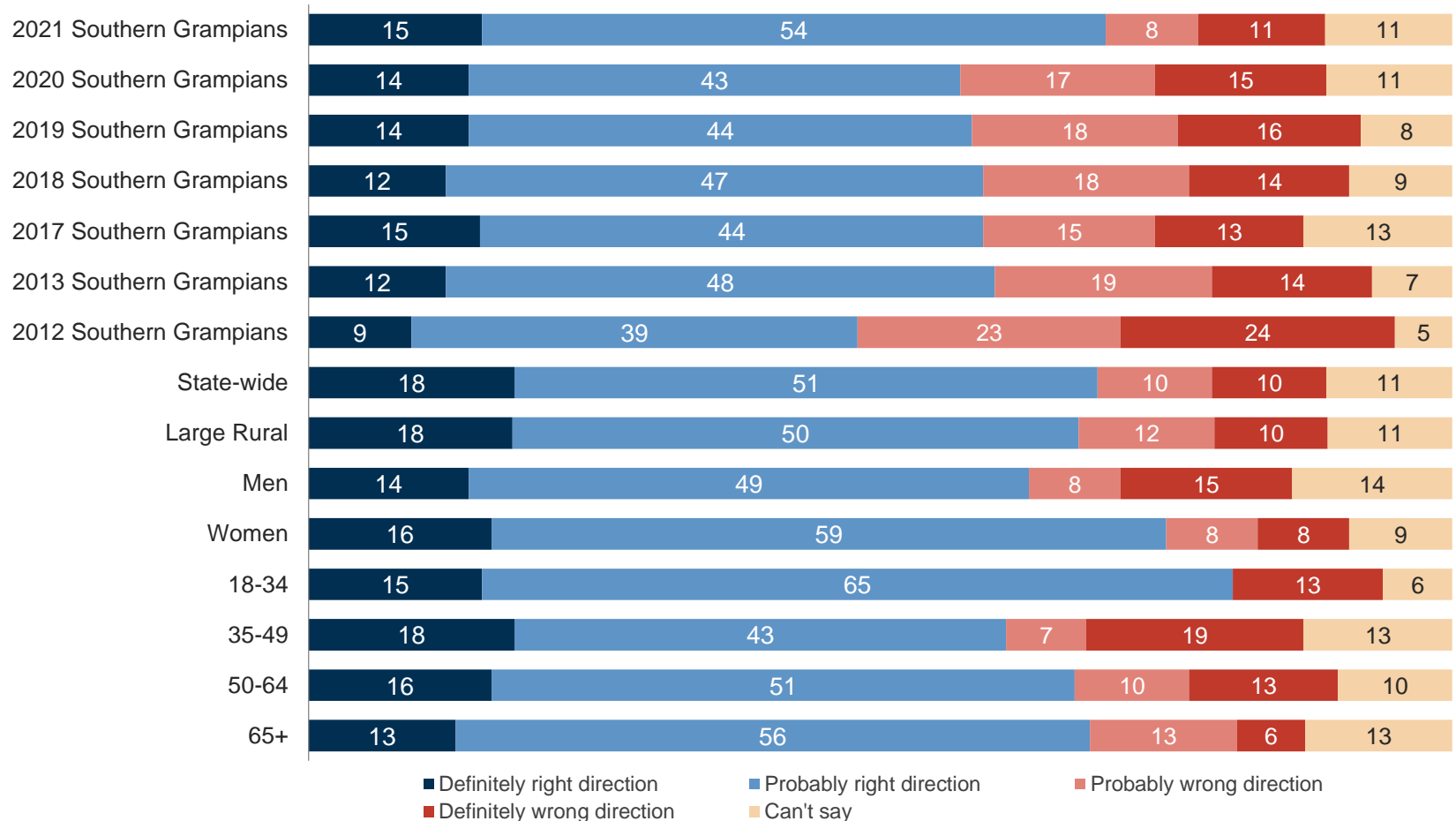
Base: All respondents. Councils asked state-wide: 3 Councils asked group: 2





## Right / wrong direction

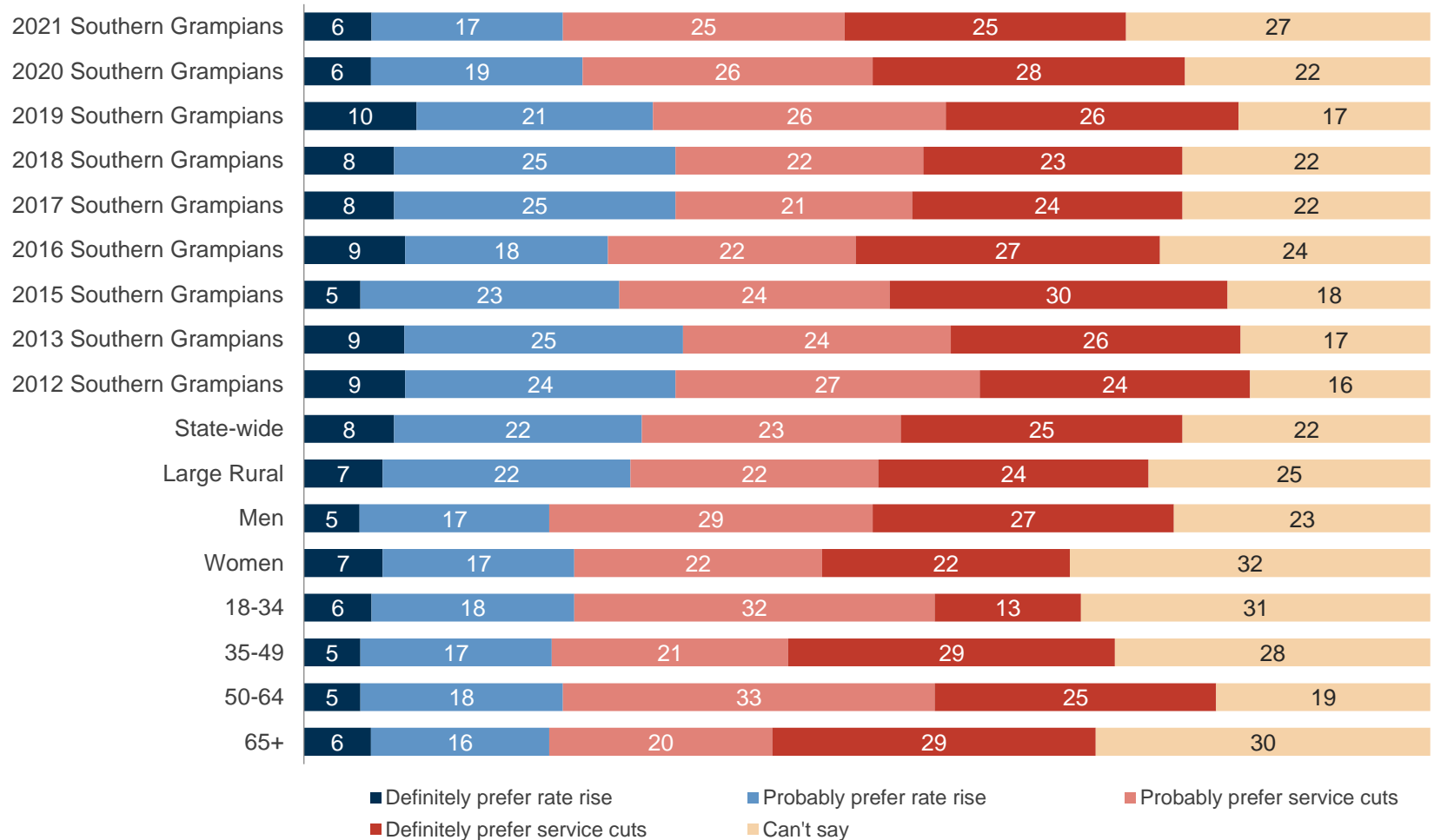
### 2021 right / wrong direction (%)





## Rates / services trade-off

### 2021 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: 16 Councils asked group: 5

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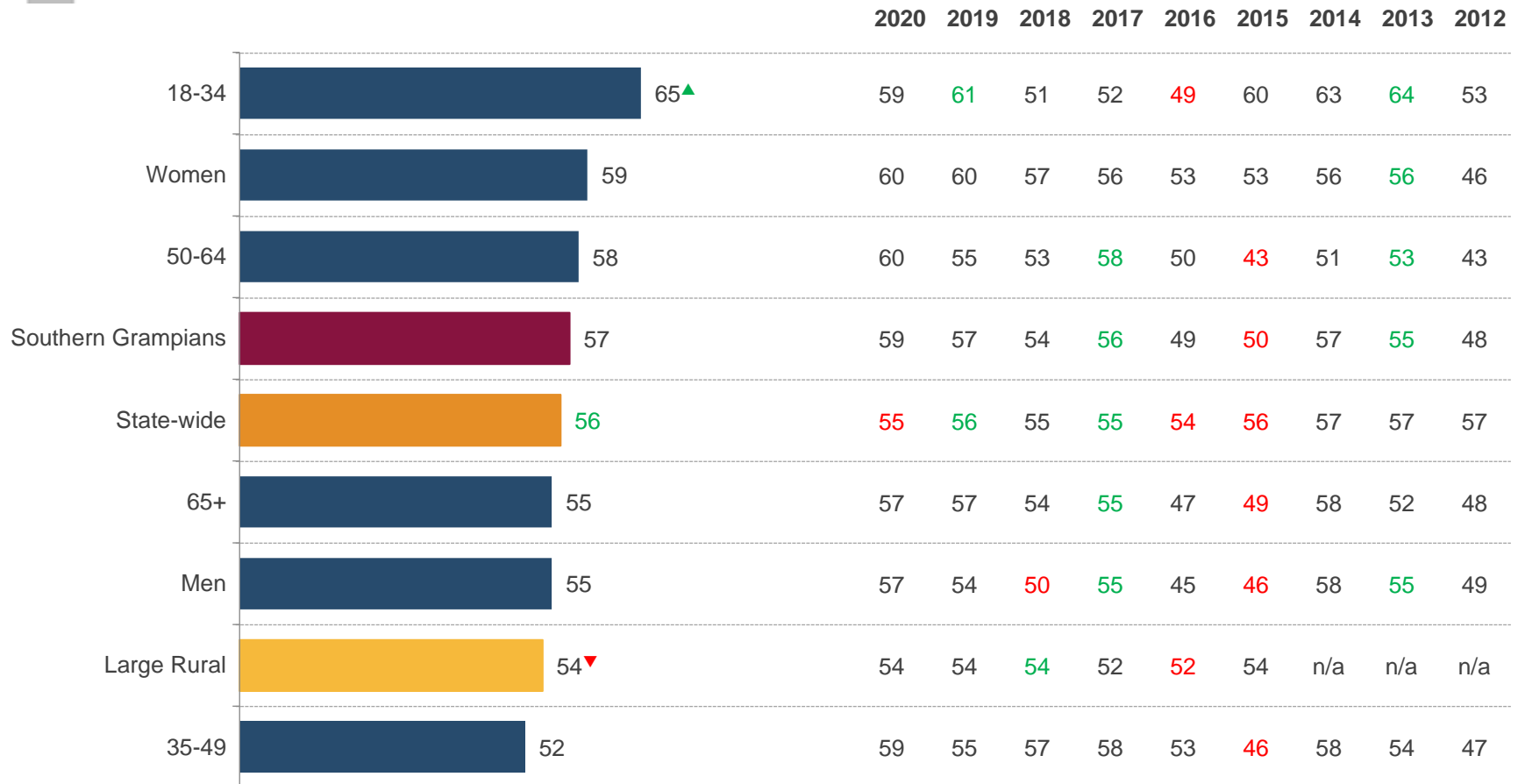
# **Individual service areas**



# Community consultation and engagement performance



## 2021 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: 66 Councils asked group: 19

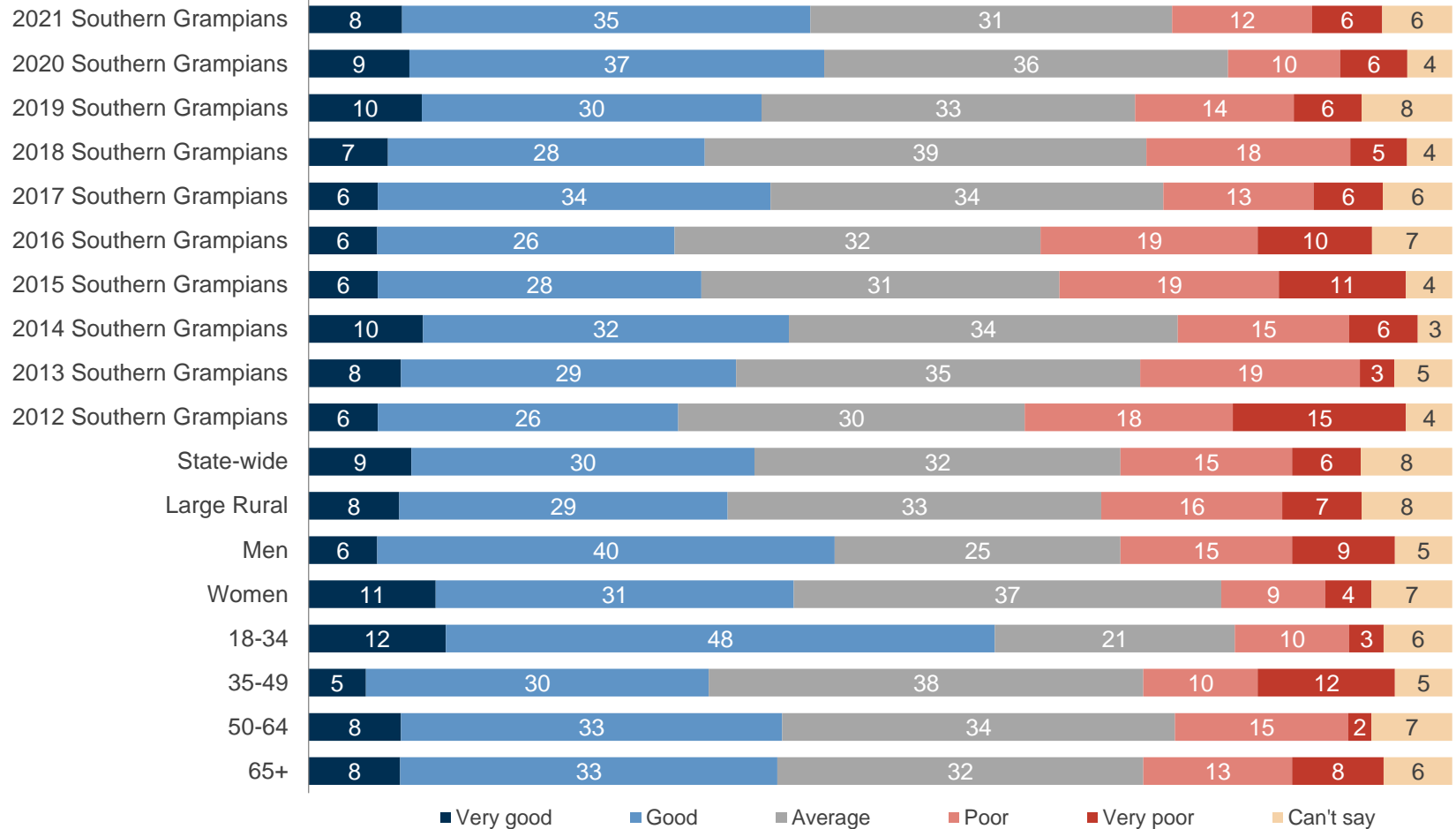
Note: Please see Appendix A for explanation of significant differences.



# Community consultation and engagement performance



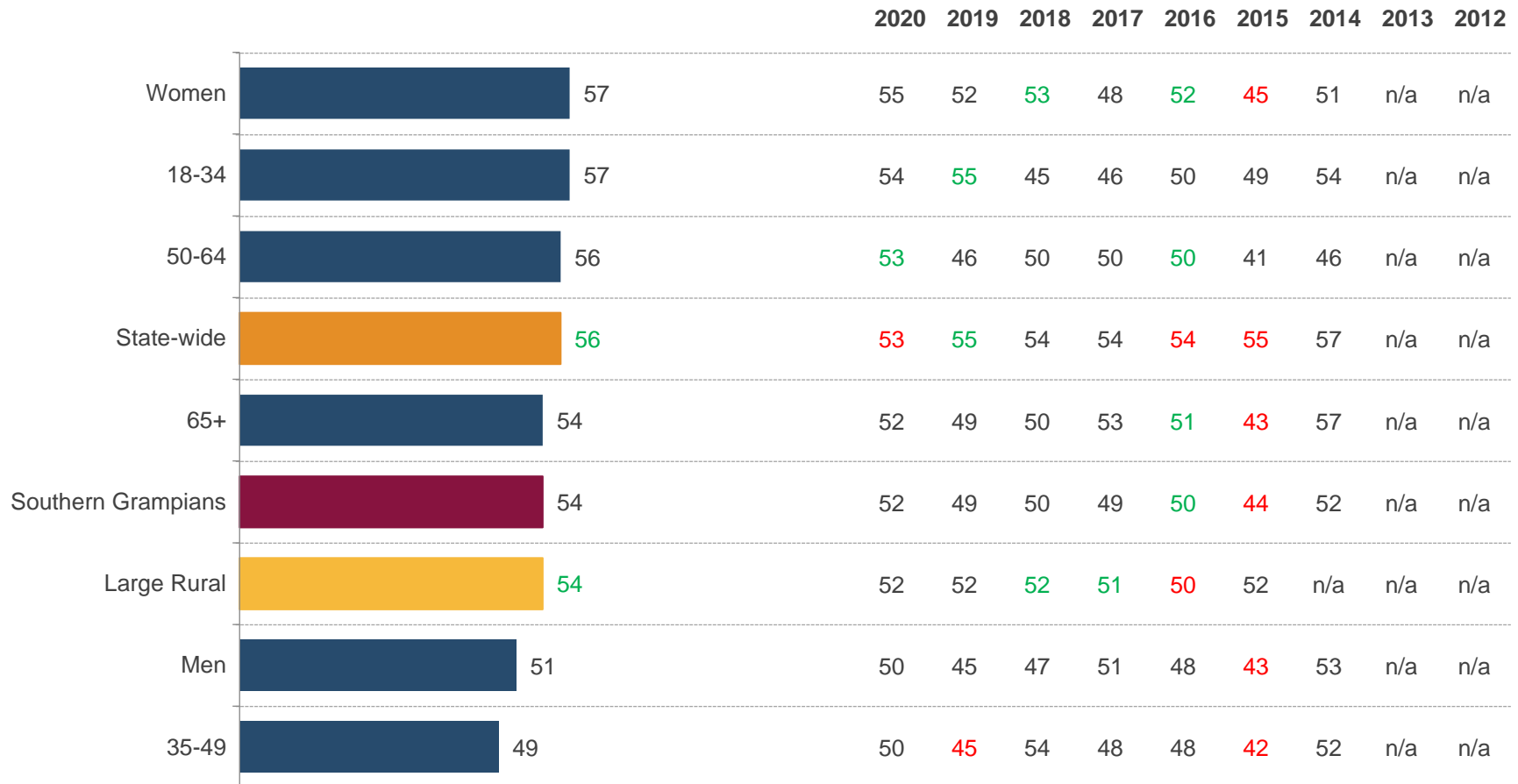
## 2021 consultation and engagement performance (%)



# Decisions made in the interest of the community performance



## 2021 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?

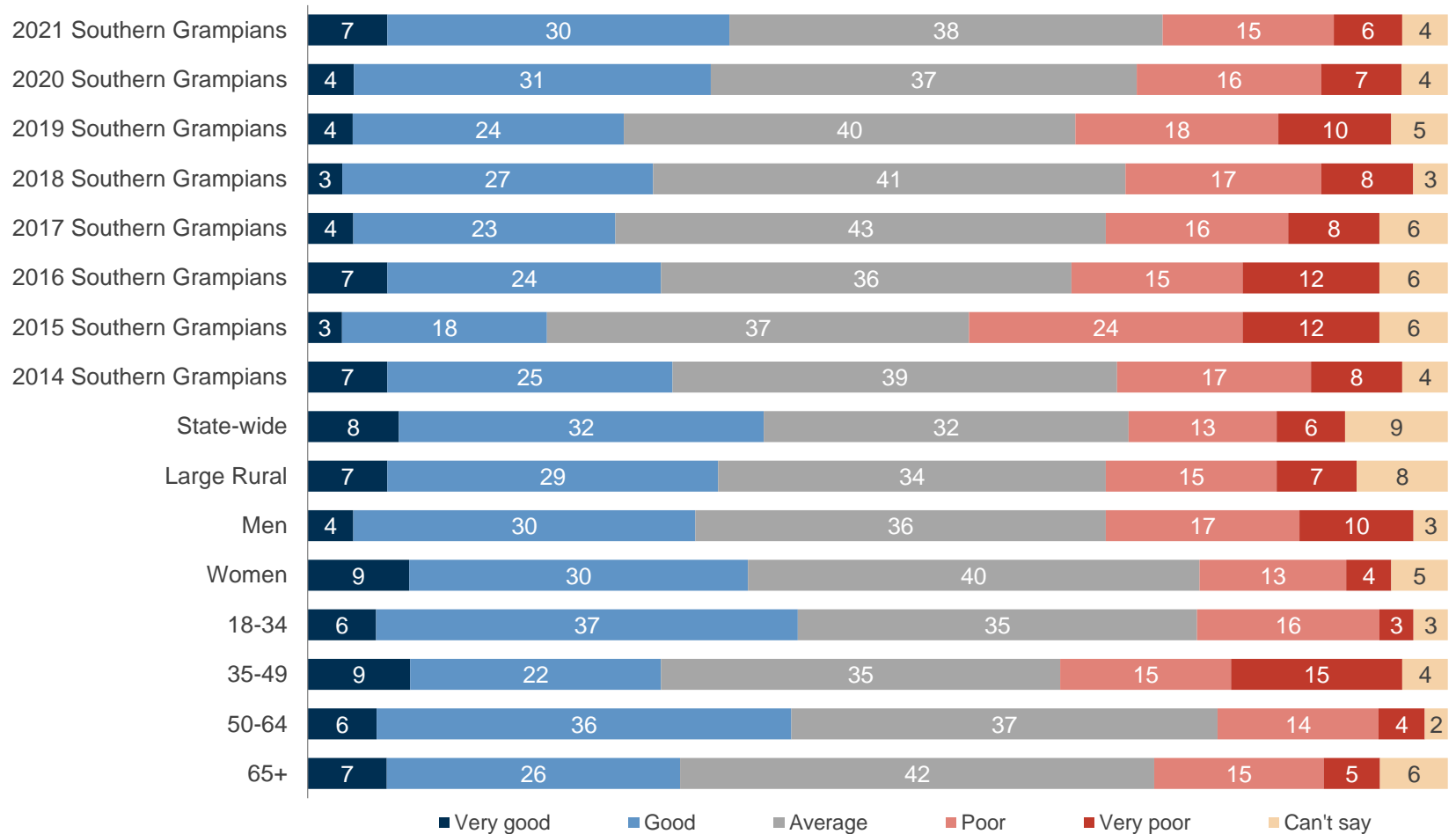
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

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

# Decisions made in the interest of the community performance



2021 community decisions made performance (%)



# The condition of sealed local roads in your area performance



## 2021 sealed local roads performance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	57▲	54	56	53	53	54	55	55	n/a	n/a
Large Rural	50▲	47	47	45	43	44	45	n/a	n/a	n/a
65+	45	46	47	33	38	41	47	45	n/a	n/a
50-64	43	46	37	33	33	34	37	33	n/a	n/a
Women	43	44	41	32	32	37	42	32	n/a	n/a
Southern Grampians	42	43	41	32	35	36	41	36	n/a	n/a
18-34	42	36	46	31	30	29	45	35	n/a	n/a
Men	41	42	42	32	38	34	41	40	n/a	n/a
35-49	37	42	33	30	38	37	36	30	n/a	n/a

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: 66 Councils asked group: 19

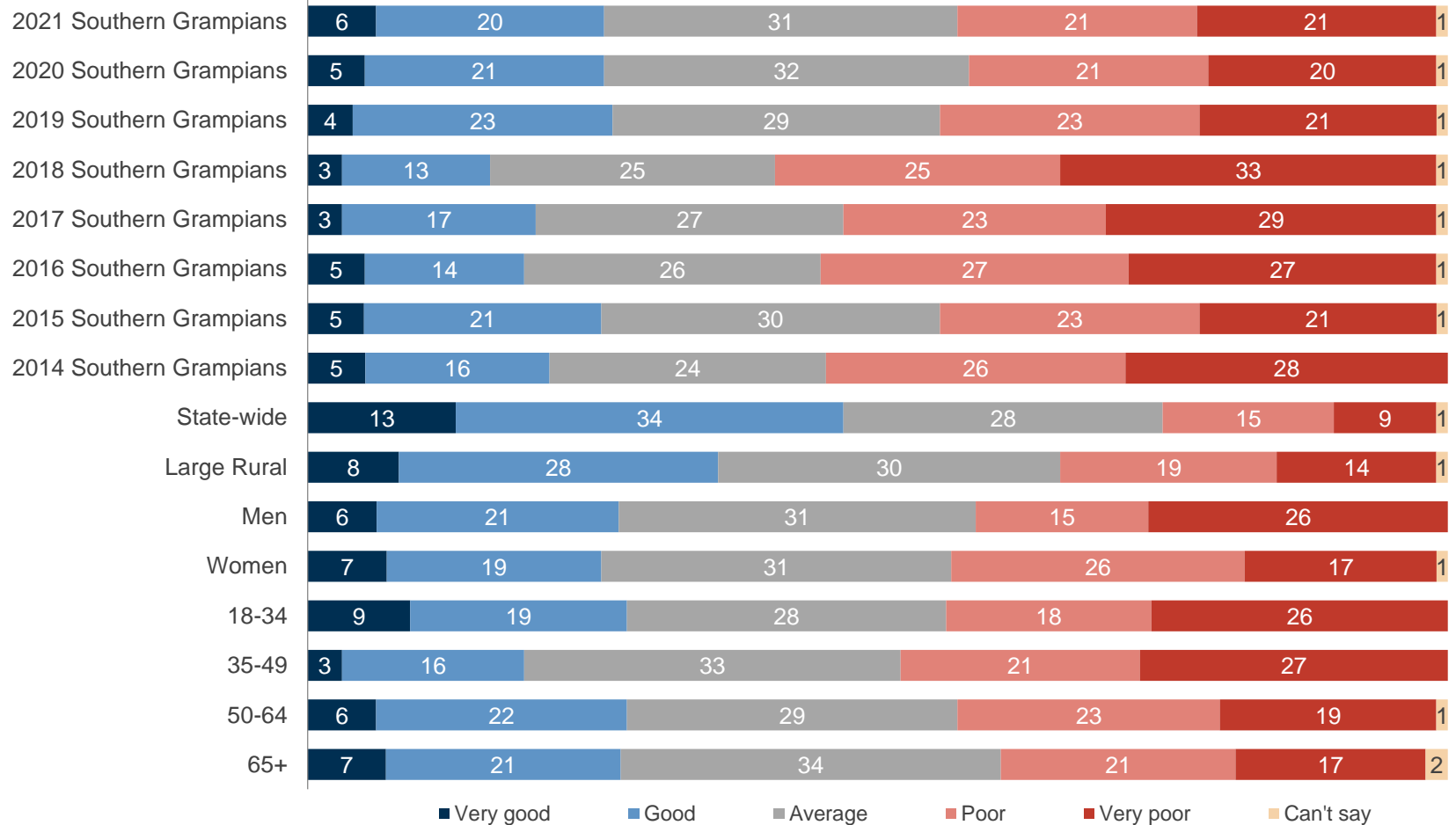
Note: Please see Appendix A for explanation of significant differences.



# The condition of sealed local roads in your area performance



## 2021 sealed local roads performance (%)

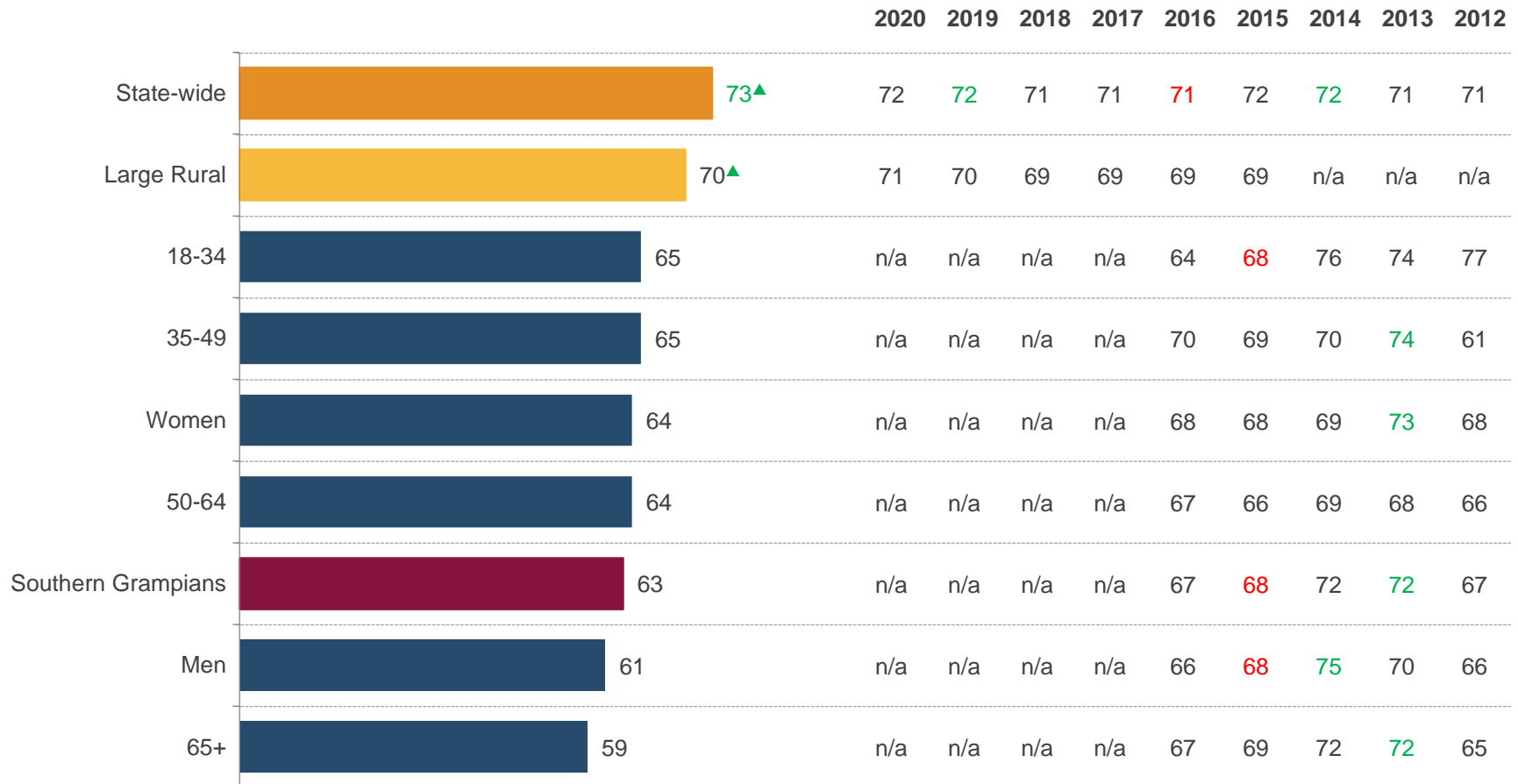




# The appearance of public areas performance



## 2021 public areas performance (index scores)



Q2. How has Council performed on 'The appearance of public areas' over the last 12 months?

Base: All respondents. Councils asked state-wide: 40 Councils asked group: 11

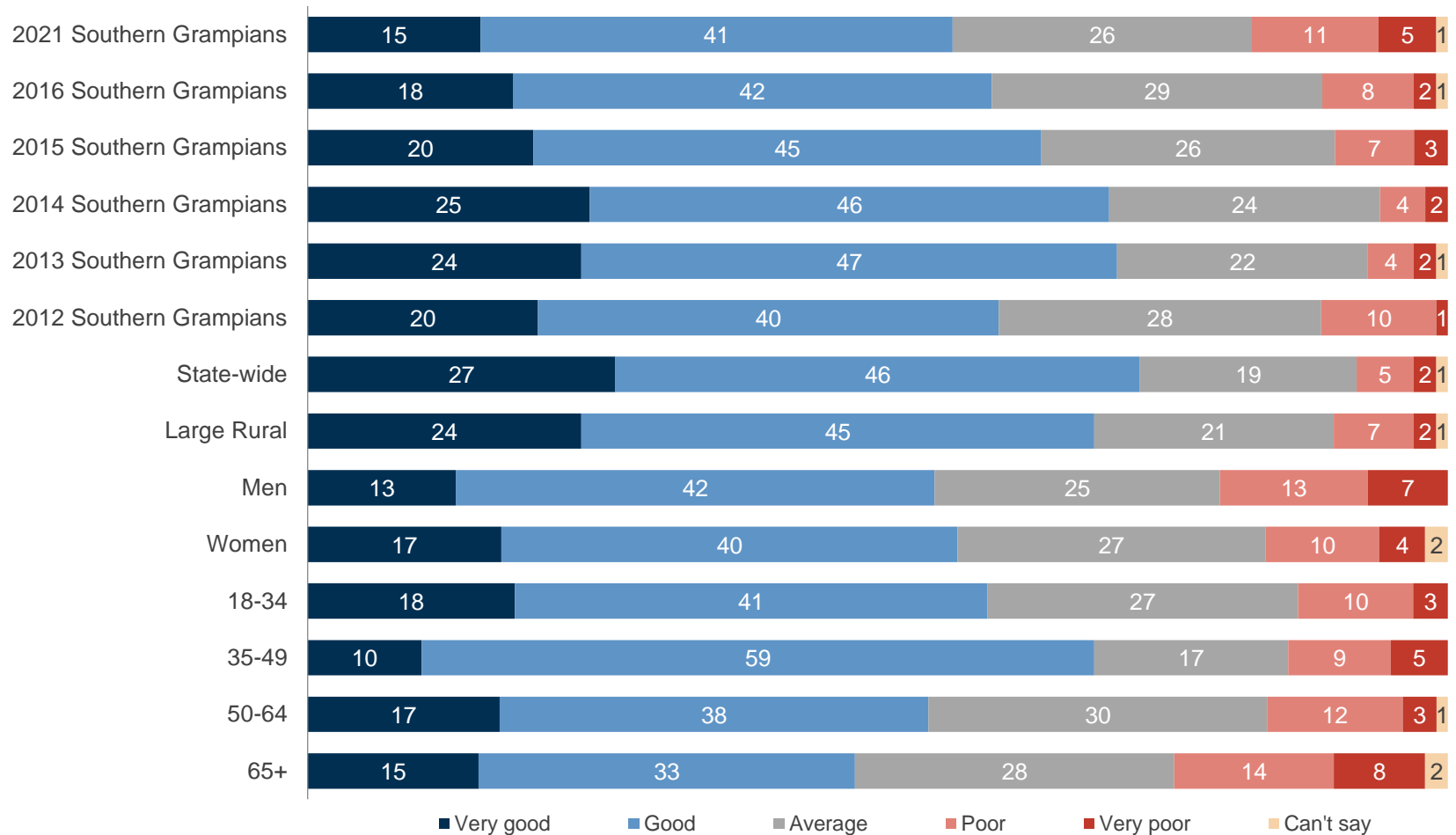
Note: Please see Appendix A for explanation of significant differences.



# The appearance of public areas performance



2021 public areas performance (%)

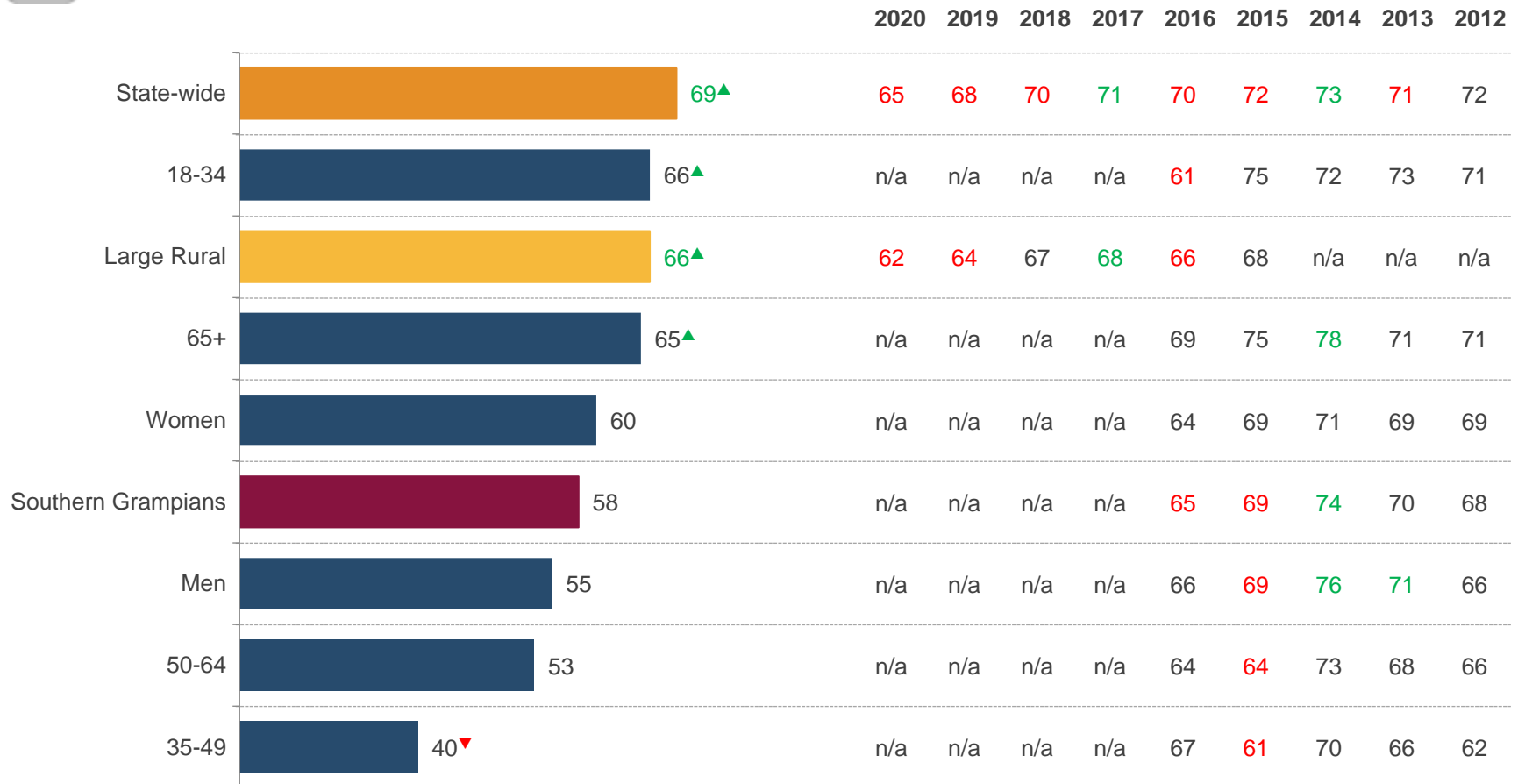




# Waste management performance



## 2021 waste management performance (index scores)



Q2. How has Council performed on 'Waste management' over the last 12 months?

Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

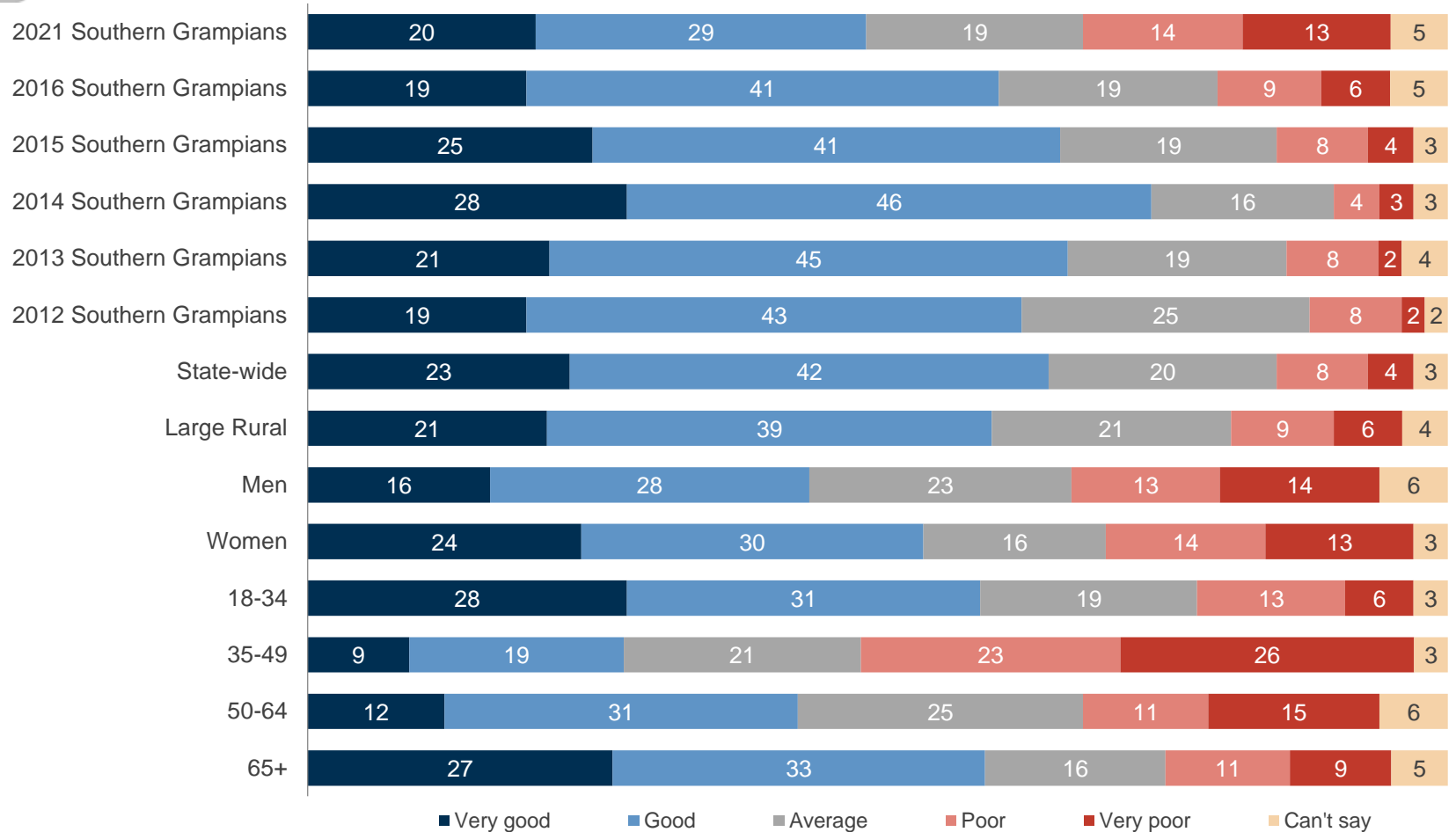
Note: Please see Appendix A for explanation of significant differences.



# Waste management performance



2021 waste management performance (%)

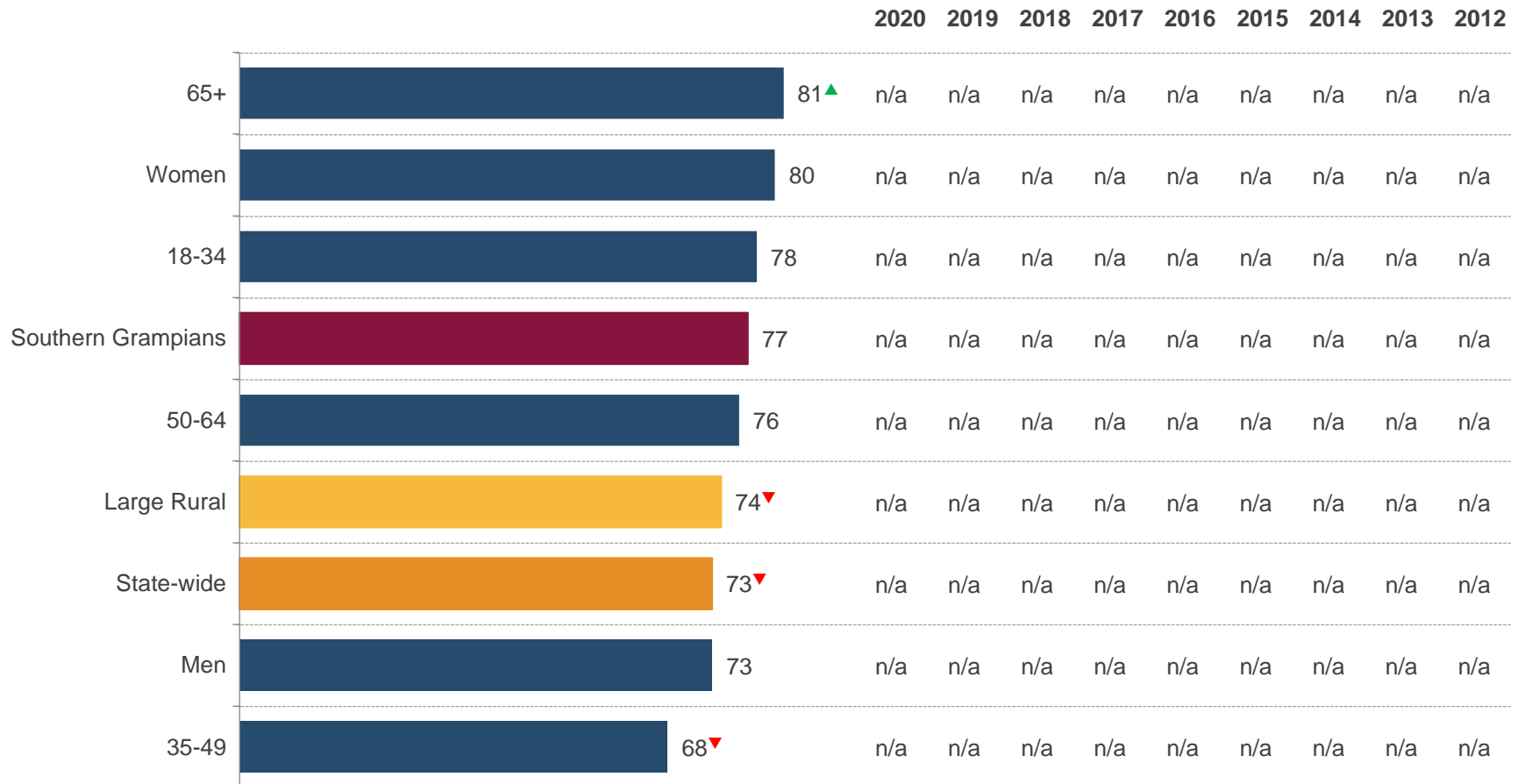




# COVID-19 response performance



## 2021 COVID-19 response performance (index scores)



Q2. How has Council performed on 'COVID-19 response' over the last 12 months?

Base: All respondents. Councils asked state-wide: 24 Councils asked group: 7

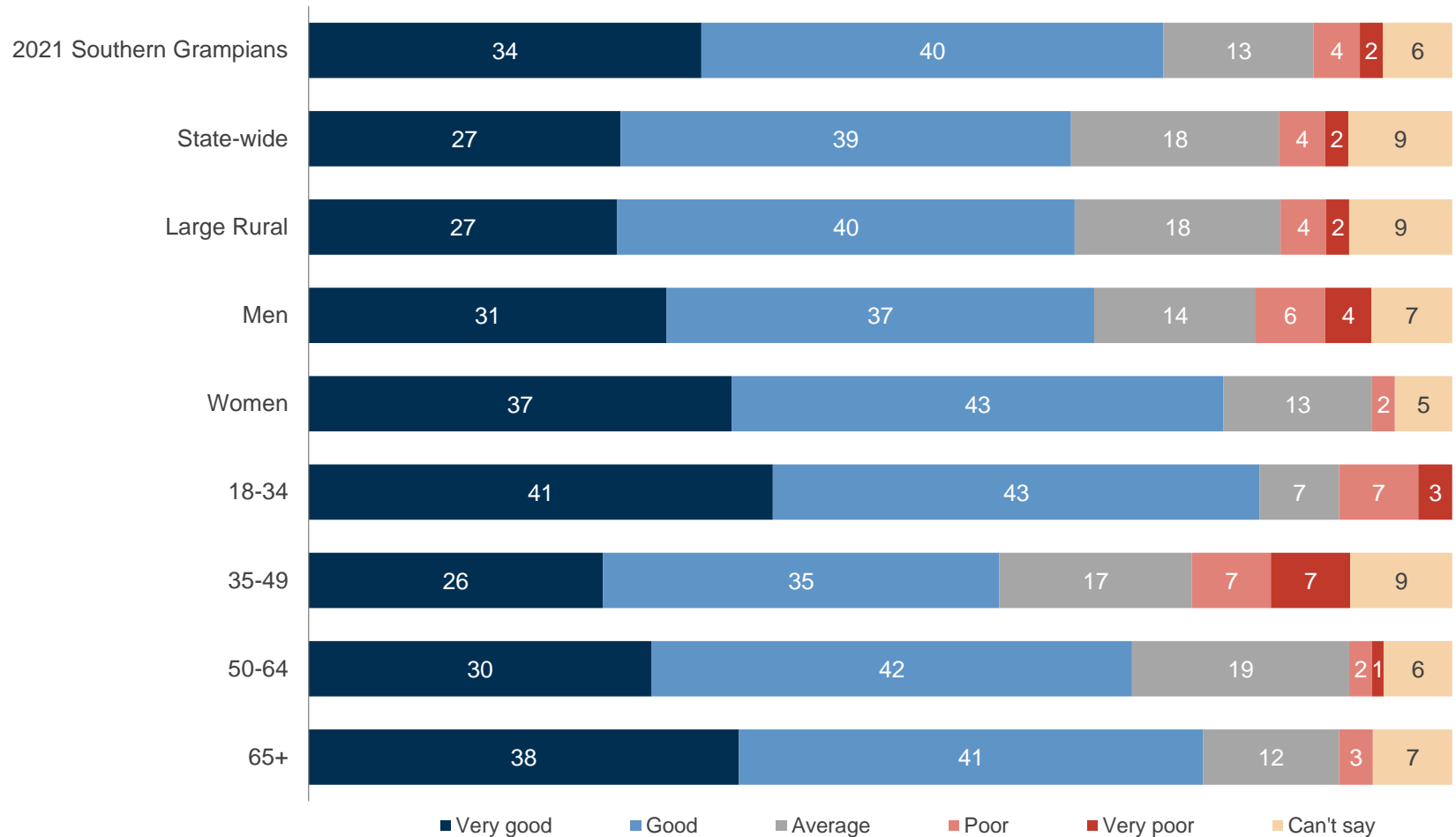
Note: Please see Appendix A for explanation of significant differences.



# COVID-19 response performance



## 2021 COVID-19 response performance (%)



A large, stylized, dark blue 'W' graphic that spans the right side of the page. Inside the 'W', there is a blurred, high-angle photograph of a crowd of people, likely at a sporting event or festival, wearing various hats and clothing.

# **Detailed demographics**

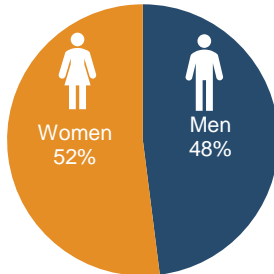




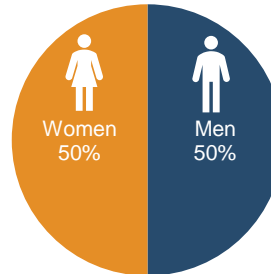
## Gender and age profile

### 2021 gender

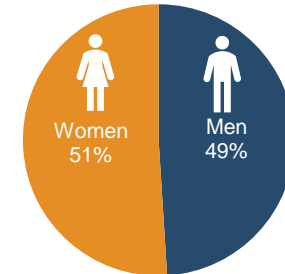
Southern Grampians



Large Rural

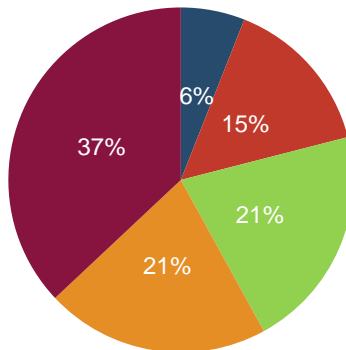


State-wide

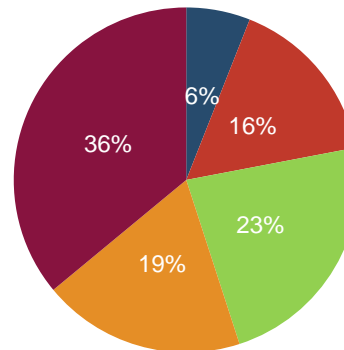


### 2021 age

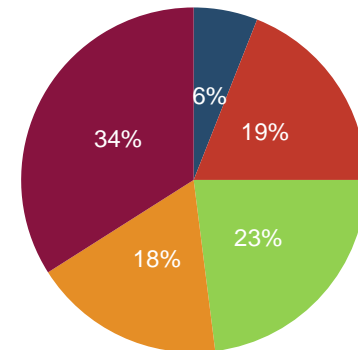
Southern Grampians



Large Rural



State-wide



■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

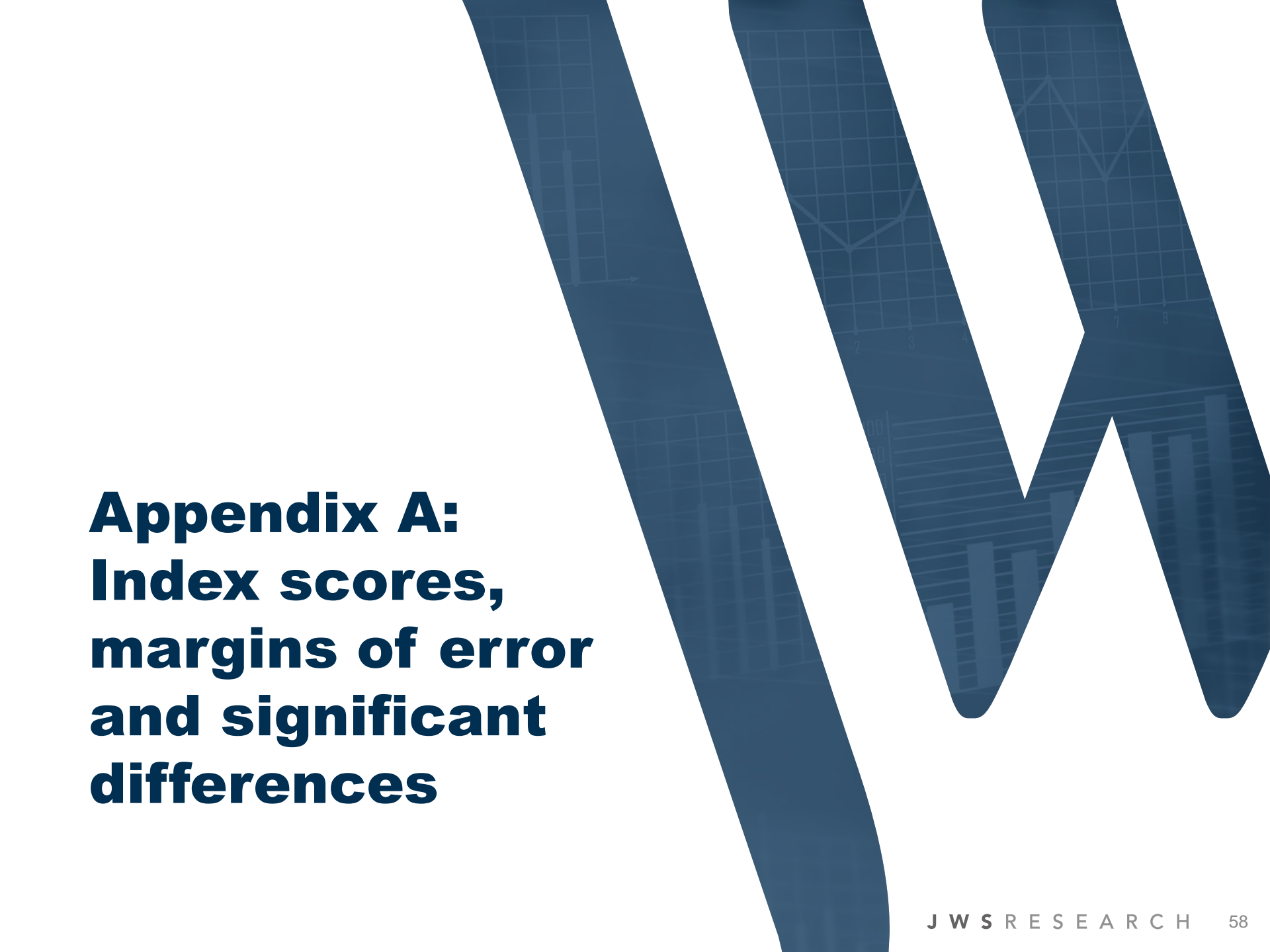
■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

■ 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: 66 Councils asked group: 19

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 2021 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
<b>Southern Grampians Shire Council</b>	400	400	+/-4.8
<b>Men</b>	188	193	+/-7.1
<b>Women</b>	212	207	+/-6.7
<b>18-34 years</b>	32	84	+/-17.6
<b>35-49 years</b>	58	84	+/-13.0
<b>50-64 years</b>	111	83	+/-9.3
<b>65+ years</b>	199	148	+/-6.9



## 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:

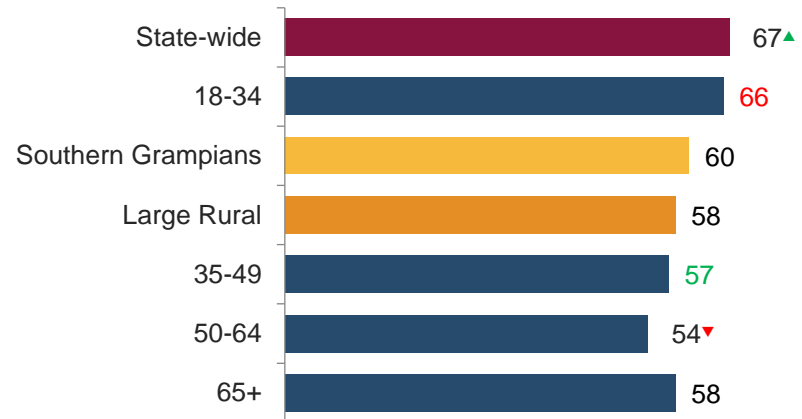
- ▲ The state-wide result is significantly higher than the overall result for the council.
- ▼ The result among 50-64 year olds is significantly lower than for the overall result for the council.

Further, results shown in green and red indicate significantly higher or lower results than in 2020.

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 2020.
- The result among 18-34 year olds in the council is **significantly lower** than the result achieved among this group in 2020.

**2021 overall performance (index scores)  
(example extract only)**





## Appendix A: Index score significant difference calculation

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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.

A large, dark blue, stylized letter 'W' graphic dominates the right side of the page. Within the negative space of the 'W', there are faint, light blue background graphics: a line graph with an upward trend in the top left, a bar chart with three bars of increasing height in the bottom left, and a line graph with a downward trend in the top right.

## **Appendix B: Further project information**



## Appendix B: Further information

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

- Background and objectives
- 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 2021 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on

**(03) 8685 8555** or via email:

**[admin@jwsresearch.com](mailto:admin@jwsresearch.com)**





## Appendix B: Survey methodology and sampling

The 2021 results are compared with previous years, as detailed below:

- 2020, n=400 completed interviews, conducted in the period of 30<sup>th</sup> January – 22<sup>nd</sup> March.
- 2019, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2018, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2017, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2016, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2015, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2014, n=400 completed interviews, conducted in the period of 31<sup>st</sup> January – 11<sup>th</sup> March.
- 2013, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 24<sup>th</sup> March.
- 2012, n=401 completed interviews, conducted in the period of 18<sup>th</sup> May – 30<sup>th</sup> 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 60% 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 4<sup>th</sup> February – 21<sup>st</sup> March, 2021.



## Appendix B: Analysis and reporting

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All participating councils are listed in the State-wide report published on the DELWP website. In 2021, 66 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 2012-2021 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, Glenelg, Golden Plains, Macedon Ranges, Mitchell, Moira, Moorabool, Mount Alexander, Moyne, South Gippsland, Southern Grampians, Surf Coast, Swan Hill and Wellington.

Wherever appropriate, results for Southern Grampians Shire Council for this 2021 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: 2012 survey revision

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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 2012-2021 have been made throughout this report as appropriate.



## Appendix B:

# Core, optional and tailored questions

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### 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 2021 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)
- Value for money in services and infrastructure (Value for money)
- Contact in last 12 months (Contact)
- Rating of contact (Customer service)
- Overall council direction last 12 months (Council direction)
- Community consultation and engagement (Consultation)
- Decisions made in the interest of the community (Making community decisions)
- Condition of sealed local roads (Sealed local roads)
- Waste management

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 2021 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

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### Reporting

Every council that participated in the 2021 State-wide Local Government Community Satisfaction Survey receives a customised report. In addition, the state government is supplied with this State-wide summary report of the aggregate results of 'Core' and 'Optional' questions asked across all council areas surveyed, which is available at:

<https://www.localgovernment.vic.gov.au/our-programs/council-community-satisfaction-survey>

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.



## Appendix B: Glossary of terms

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

**CSS:** 2021 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.

**State-wide 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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