



2022 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

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-third 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 23 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 23 years of results, the CSS offers councils a consistent, 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.

A large, dark blue, stylized letter 'W' graphic that spans the right side of the page. The 'W' is filled with a glowing, intricate network pattern of white and light blue lines, resembling a neural network or a complex data structure. The background of the 'W' is a dark blue gradient.

Key findings and recommendations



Southern Grampians Shire Council – at a glance

Overall council performance

Results shown are index scores out of 100.



Southern Grampians 55



State-wide 59



Large Rural 55

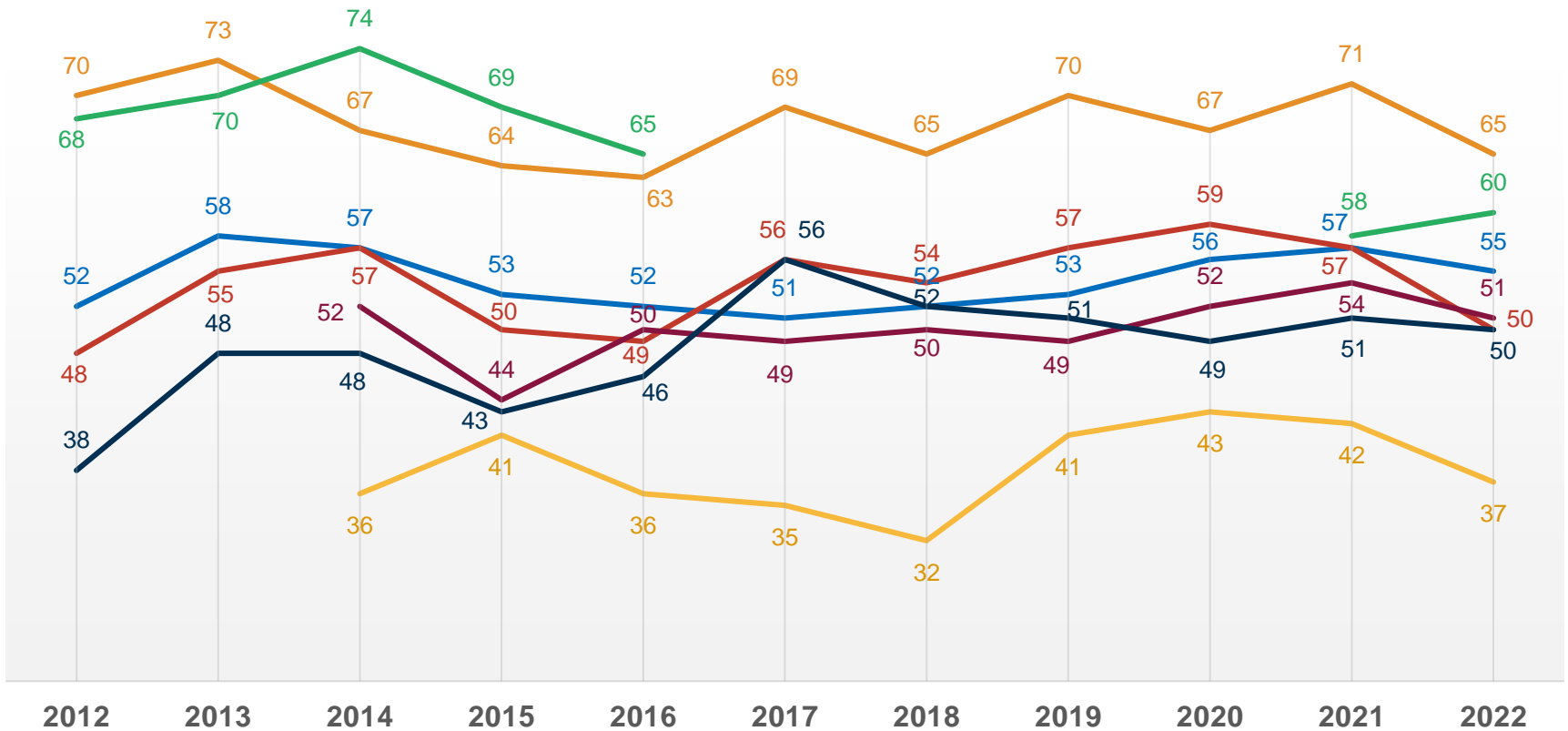
Council performance compared to State-wide and group averages

	Areas where Council performance is significantly higher	The three areas where Council performance is significantly lower by the widest margin
Compared to State-wide average	None	<ul style="list-style-type: none"> Sealed local roads Appearance of public areas Waste management
Compared to group average	None	<ul style="list-style-type: none"> Sealed local roads Appearance of public areas Waste management



Summary of core measures

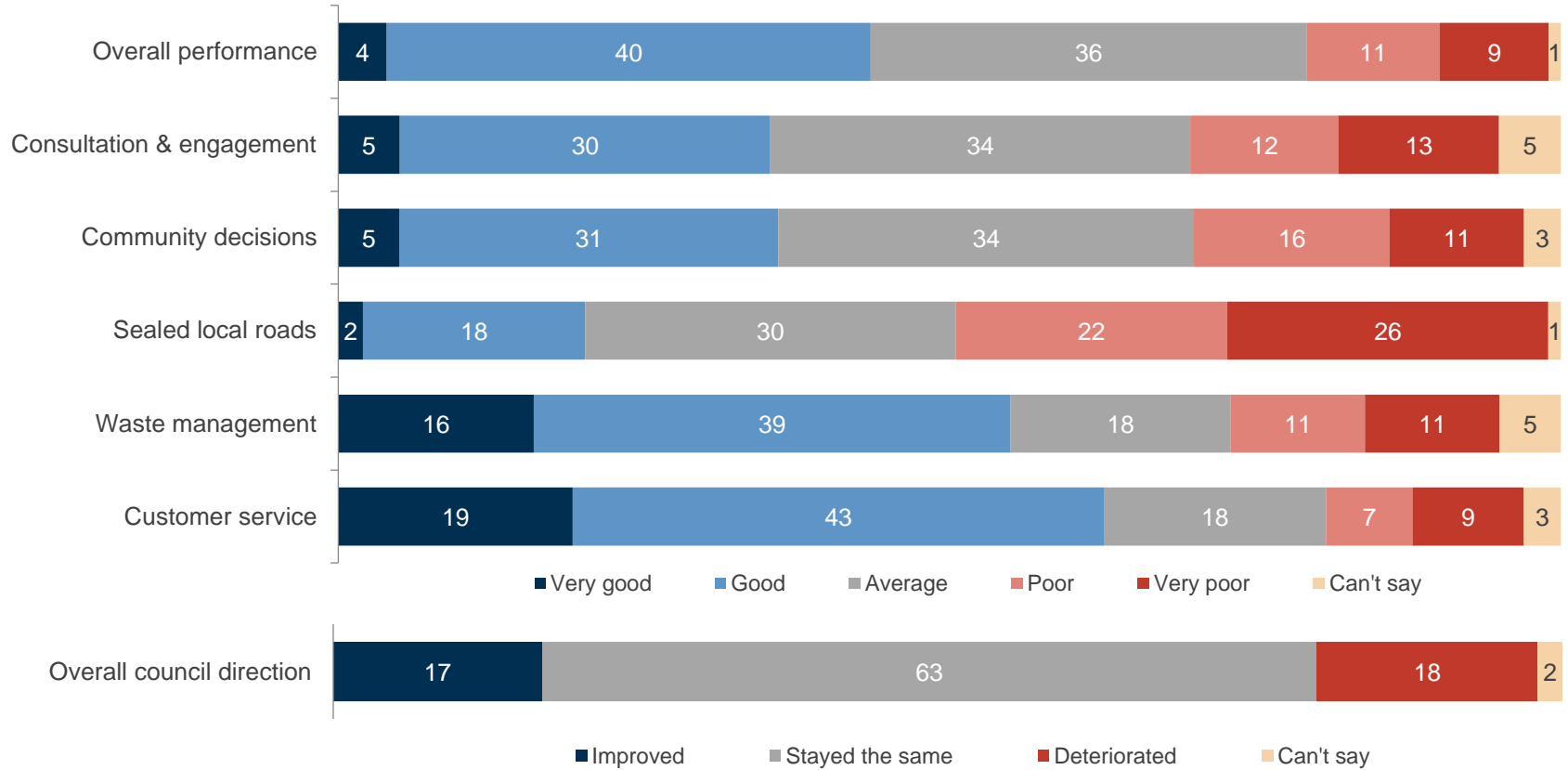
Index scores















Summary of core measures

Core measures summary results (%)



Summary of Southern Grampians Shire Council performance



Services	Southern Grampians 2022	Southern Grampians 2021	Large Rural 2022	State-wide 2022	Highest score	Lowest score
 Overall performance	55	57	55	59	Aged 65+ years	Aged 18-49 years
 Value for money	47	50	48	53	Aged 65+ years	Aged 35-49 years
 Overall council direction	50	51	47	50	Women, Aged 35-49 years	Aged 18-34 years
 Customer service	65	71	67	68	Aged 18-34 years, Aged 65+ years	Aged 35-49 years
 COVID-19 response	70	77	71	69	Aged 65+ years	Aged 35-49 years
 Appearance of public areas	61	63	67	71	Women, Aged 35-49 years	Aged 18-34 years
 Waste management	60	58	65	68	Aged 65+ years	Aged 35-64 years
 Community decisions	51	54	51	54	Aged 65+ years, Women	Men, Aged 18-49 years
 Consultation & engagement	50	57	51	54	Aged 65+ years, Women	Aged 35-49 years
 Sealed local roads	37	42	45	53	Aged 65+ years	Aged 18-34 years



Focus areas for the next 12 months

Overview

Perceptions of Council's overall performance have stabilised after a steady improvement over four years. While ratings of waste management have increased slightly in the past year, ratings on all other service areas have decreased overall. On three service areas – COVID-19 response, consultation and engagement, and sealed local roads – the decline has been significant this year.

Focus areas

As the lowest performing area, sealed local roads should be Council's primary area of focus. Residents aged 18 to 34 years rate Council lowest in this service area and should be a priority here. Council should also look to improve residents' perceptions of consultation and engagement, and community decisions, where it performs relatively lower.

Comparison to state and area grouping

Council performs in line with the Large Rural group and State-wide averages for councils in the service area of COVID-19 response. Council performs significantly lower than the Large Rural group and State-wide council averages in the service areas of appearance of public areas, waste management and sealed local roads.

Opportunity to engage with residents

Further endeavours should be made to improve perceptions of customer service which decreased significantly in the past year (although performance on this measure fluctuates over time). There is an opportunity to improve customer service perceptions by engaging with residents aged 18 to 34 years and women – although these cohorts have slightly lower levels of contact, perceptions among these groups have driven the decline in 2022.

DETAILED FINDINGS



Overall performance



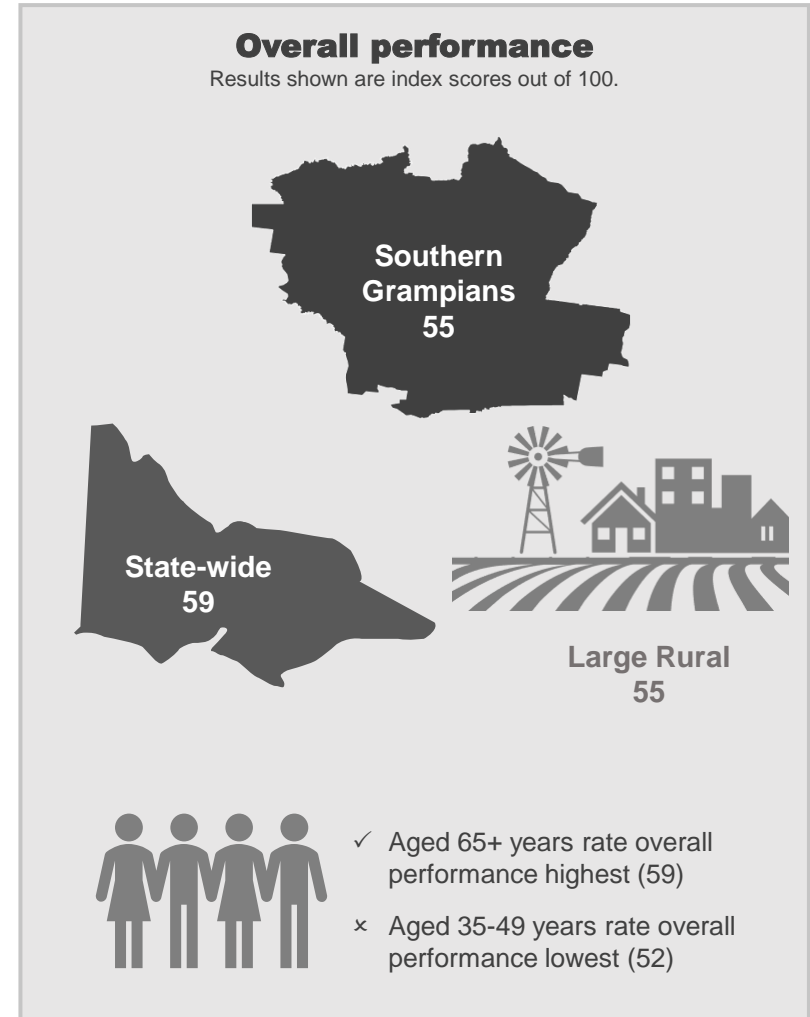
Overall performance

The overall performance index score of 55 for Southern Grampians Shire Council is down two points on 2021. Perceptions of Council's overall performance has been relatively stable over time.

- 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 State-wide average for councils (index scores of 55 and 59 respectively).
- Performance ratings across demographic cohorts are not significantly different from the Council average.
- Ratings among residents aged 18 to 34 years have decreased significantly in the past year (index score of 52, down nine points on 2021).

Just over a third of Council residents (34%) rate the value for money they receive from Council in infrastructure and services provided to their community as 'very good' or 'good'. This is similar to the proportions who rate the value for money as 'very poor' or 'poor' (33%) and as 'average' (33%).

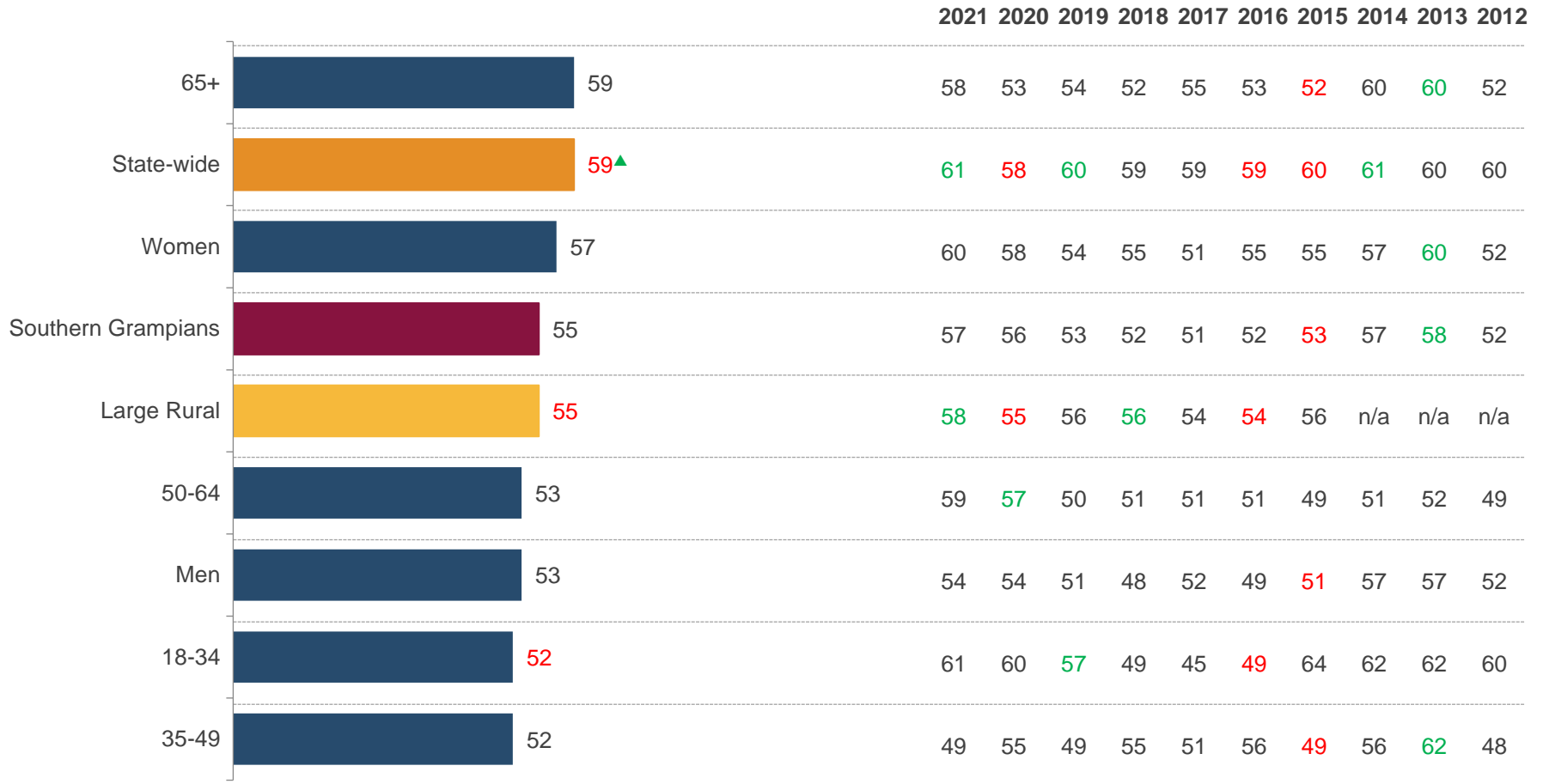
- Among residents aged 65 years and over, perceptions of value for money in services and infrastructure (index score of 54) are significantly higher than the Council average (47).





Overall performance

2022 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?

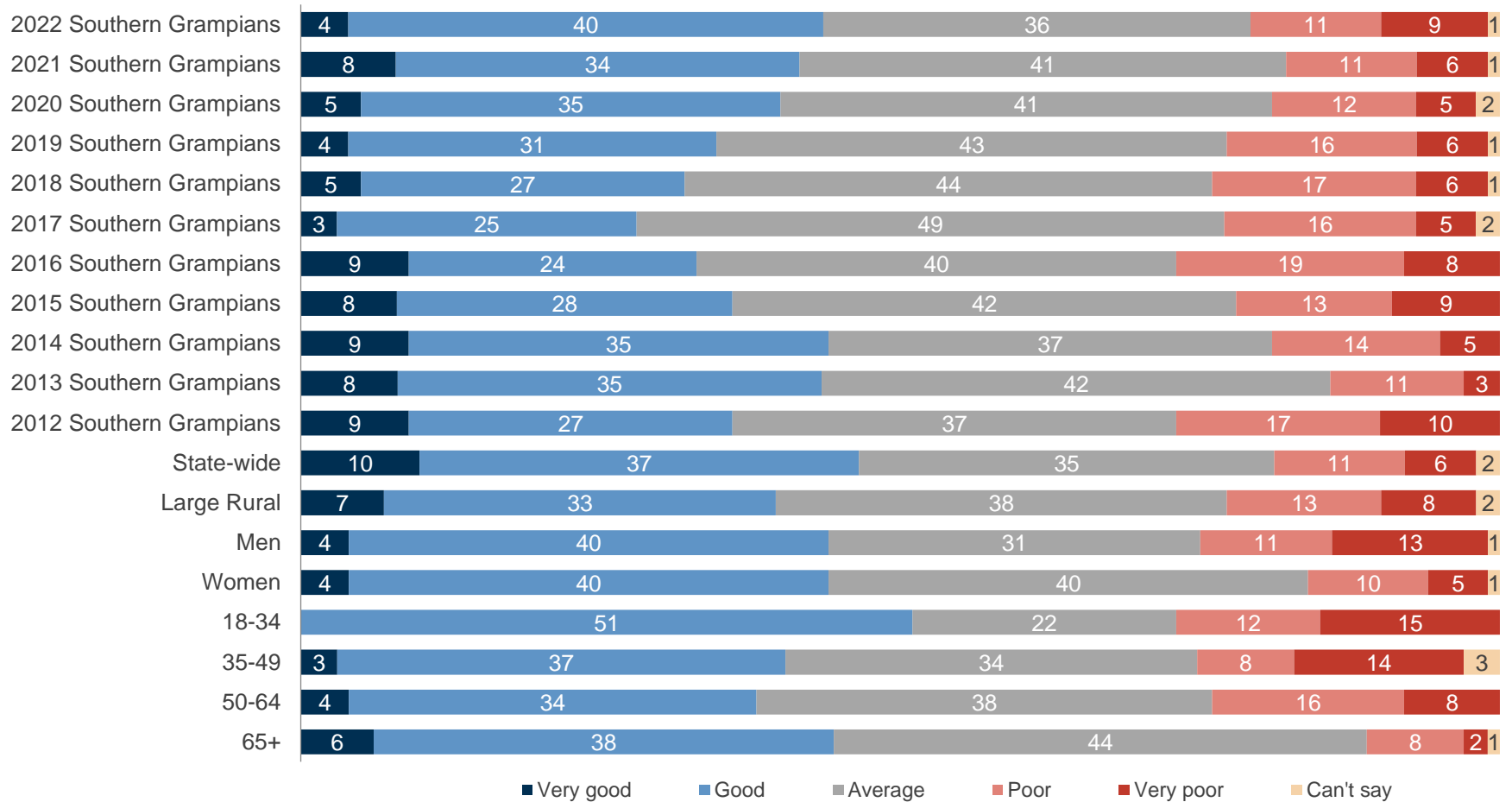
Base: All respondents. Councils asked State-wide: 67 Councils asked group: 19

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



Overall performance

2022 overall performance (%)

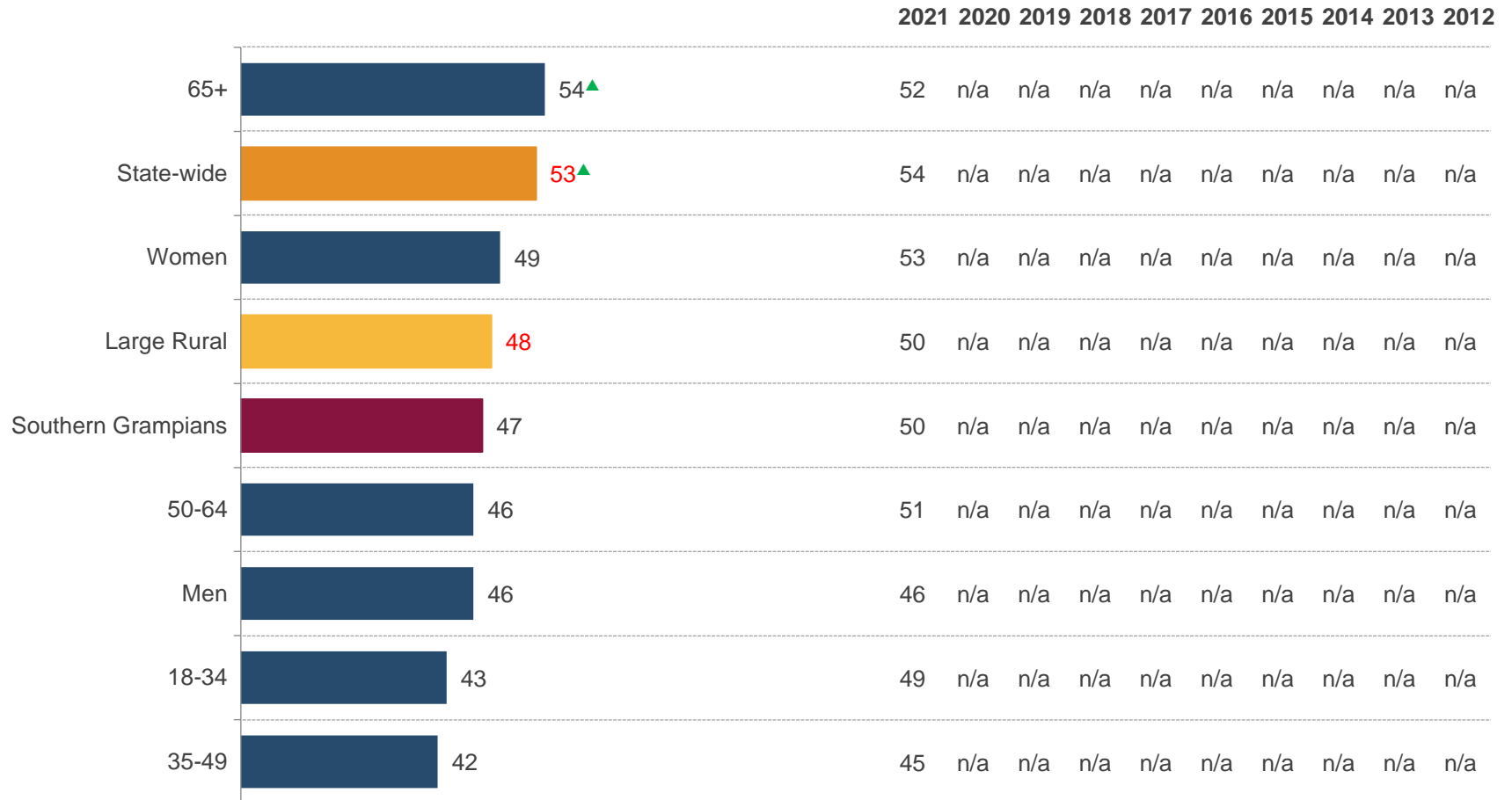


Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Southern Grampians Shire Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?
 Base: All respondents. Councils asked State-wide: 67 Councils asked group: 19



Value for money in services and infrastructure

2022 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?

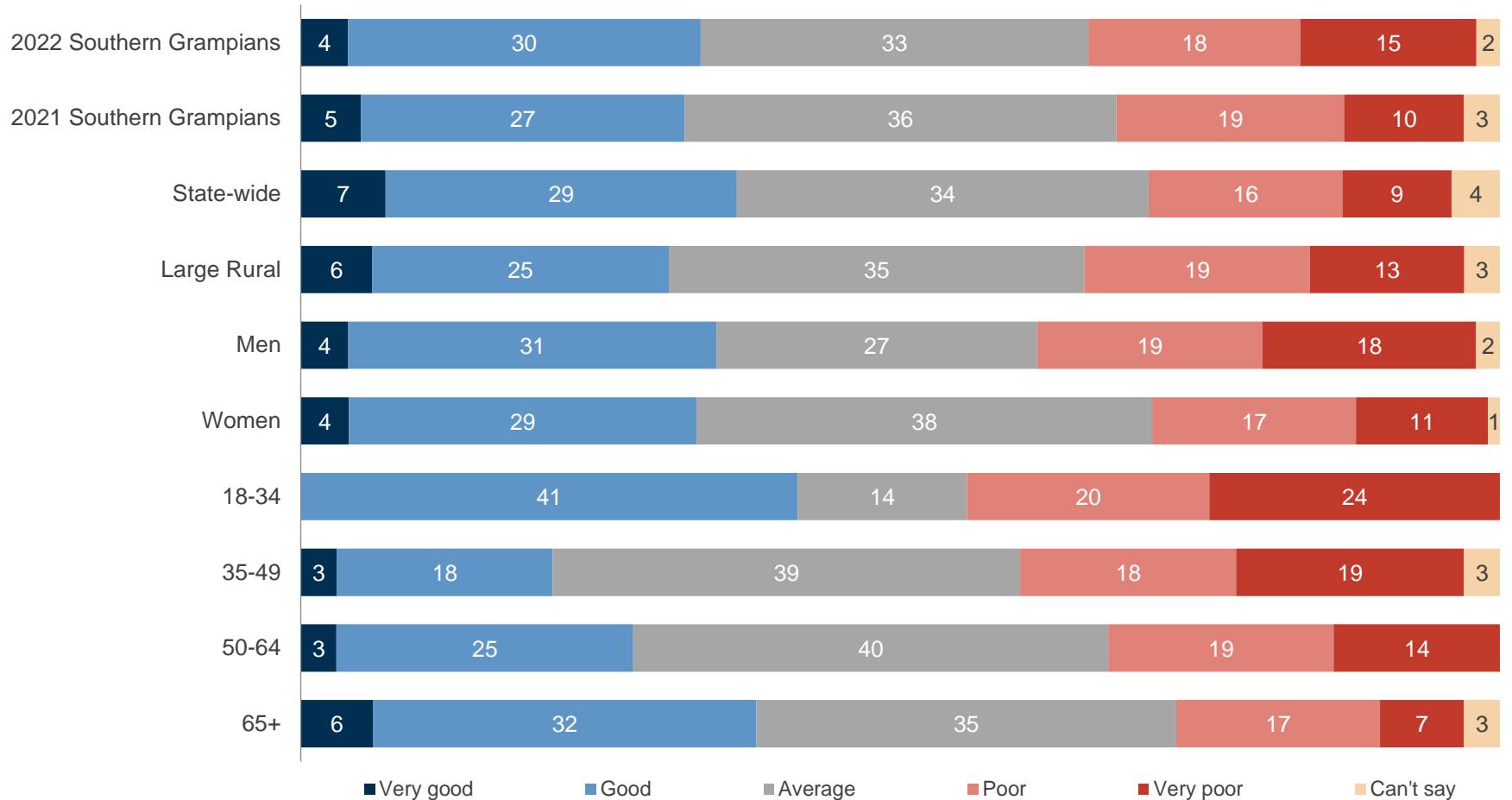
Base: All respondents. Councils asked State-wide: 66 Councils asked group: 19

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



Value for money in services and infrastructure

2022 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

Council's COVID-19 response (index score of 70) remains the service area where Council performs best. Notwithstanding this, perceptions have declined significantly in the last year (down seven index points).

- Council performs in line with the Large Rural group and State-wide averages (index scores of 71 and 69 respectively).
- Residents aged 65 years and over (index score of 75) rate Council significantly higher than average in this service area. By contrast, residents aged 35 to 49 years (index score of 62) rate Council significantly lower than average in this service area.
- The decline in this service area is driven by the 18 to 34 year age group (index score of 68, down a significant 10 points), and to a lesser extent, the 65 years and over age group (down six points).

Appearance of public areas (index score of 61) and waste management (index score of 60) are Council's next highest rated service areas.

On both of these service areas, however, Council performs significantly lower than the Large Rural group averages.





Low performing service areas



Council rates lowest – relative to its performance in other areas – in the area of sealed local roads (index score of 37).

Council rates lowest in the area of sealed local roads (index score of 37). This rating is significantly lower this year (down five points on 2021) and back to the lower levels seen across 2016 to 2018.

- Council rates significantly lower than the Large Rural group and State-wide averages (index scores of 45 and 53 respectively).
- Residents aged 65 years and over (index score of 44) rate Council significantly higher than average in this service area. Conversely, residents aged 18 to 34 years (index score of 20) rate Council significantly lower than average.
- Ratings among women (36) and those aged 18 to 34 years (20) decreased significantly this year (down seven and 22 points respectively).

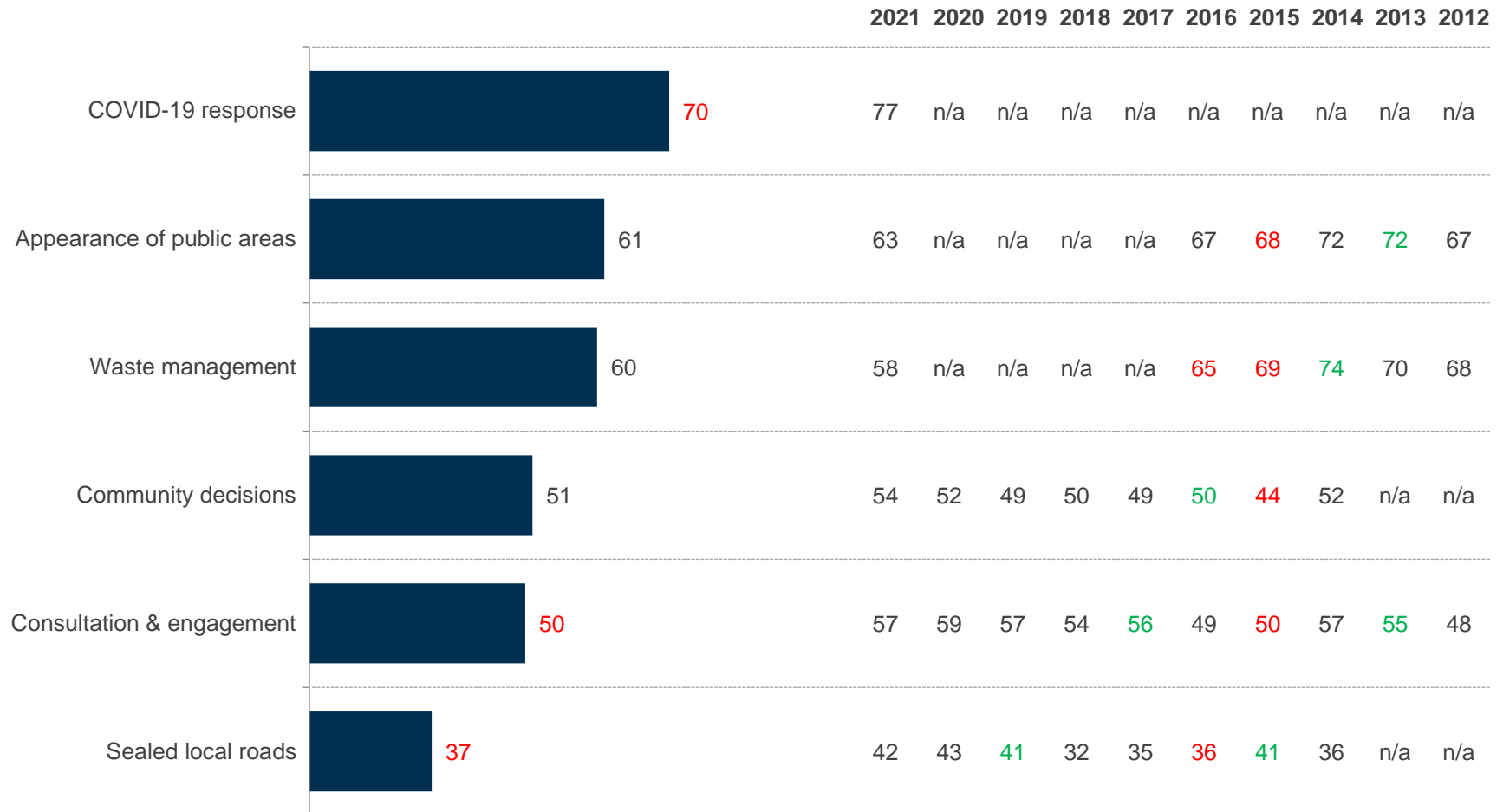
Reinforcing these results, just over a fifth of residents (22%) cite sealed road maintenance as the Council area most in need of improvement.

Council's next lowest areas of service are consultation and engagement, and community decisions (index scores of 50 and 51 respectively). On both of these service areas, however, Council's performance is in line with the Large Rural group average.



Individual service area performance

2022 individual service area performance (index scores)

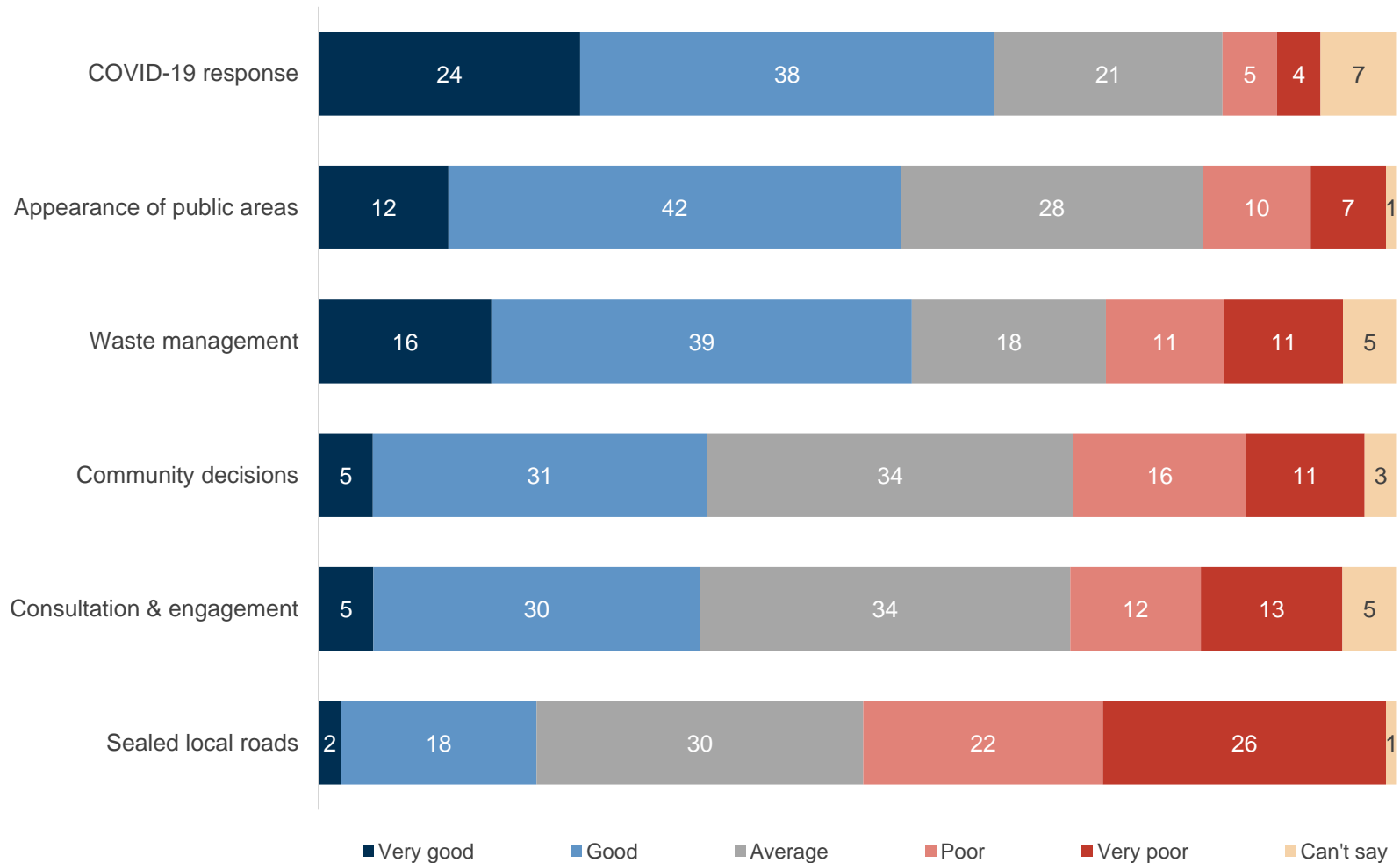


Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?
 Base: All respondents. Councils asked State-wide: 67 Councils asked group: 19
 Note: Please see Appendix A for explanation of significant differences.



Individual service area performance

2022 individual service area performance (%)



Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?
 Base: All respondents. Councils asked State-wide: 67 Councils asked group: 19

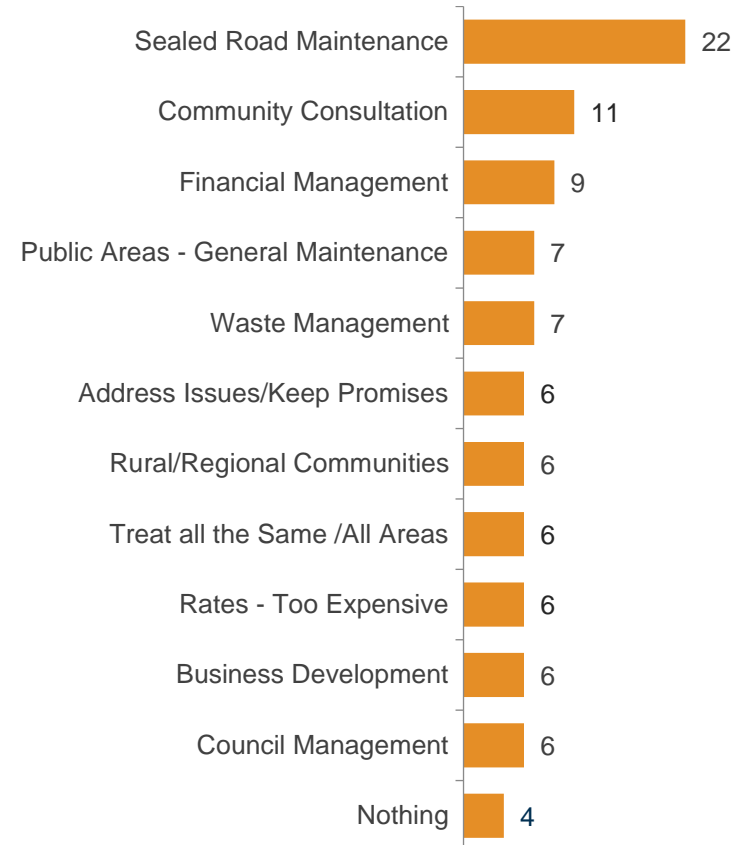


Best things about Council and areas for improvement

2022 best things about Council (%)
- Top mentions only -



2022 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: 30 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: 47 Councils asked group: 13

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 (57%) have had contact with Council in the last 12 months.

- Rate of contact has remained relatively stable over time.
- Rate of contact across demographic cohorts is not statistically different from the Council average.

Contact by telephone remains the primary method of contact with Council over the last 12 months (29%, down five percentage points on 2021), followed by in person contact and contact by email (24% and 19% respectively).



Among those residents who have had contact with Council, 62% provide a positive customer service rating of 'very good' or 'good', including 19% of residents who rate Council's customer service as 'very good'.

Customer service

Perceptions of Council's customer service (index score of 65) slipped back this year into the 2018 levels and are significantly lower than last year.

- Council rates in line with the Large Rural group and State-wide averages (index scores of 67 and 68 respectively) on its customer service performance.
- Ratings are significantly lower this year among residents aged 18 to 34 years (index score of 69, down 18 points on 2021) and women (66, down nine points).

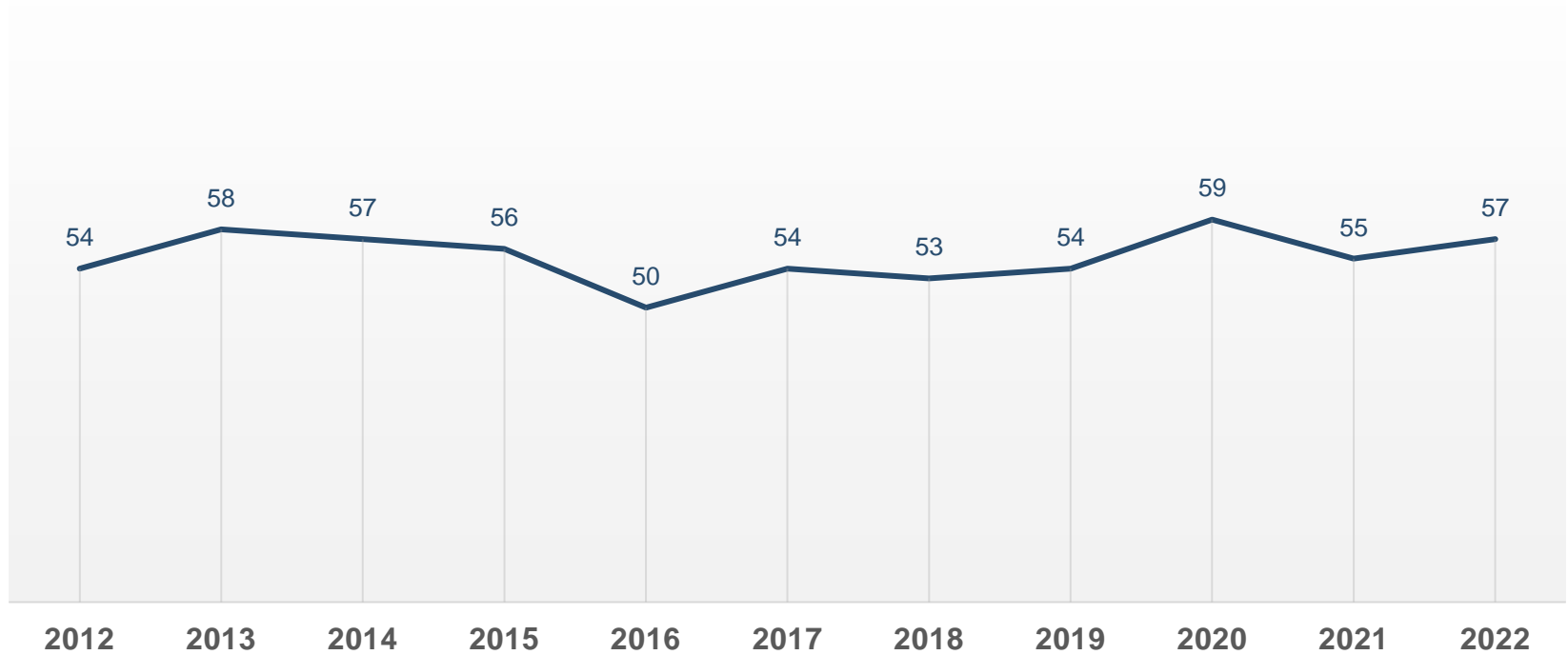
More than six in 10 residents (62%) provide a positive customer service rating of 'very good' or 'good'. However, 16% of residents rate the customer service as 'poor' or 'very poor'.

Council's customer service is most highly rated by those whose most recent interaction was via the website (index score of 78, noting this is based on a small sample size). Contact in writing, by telephone and in person also rate well (all with an index score of 66, again noting a small sample size for contact in writing).



Contact with council

2022 contact with council (%)
Have had contact



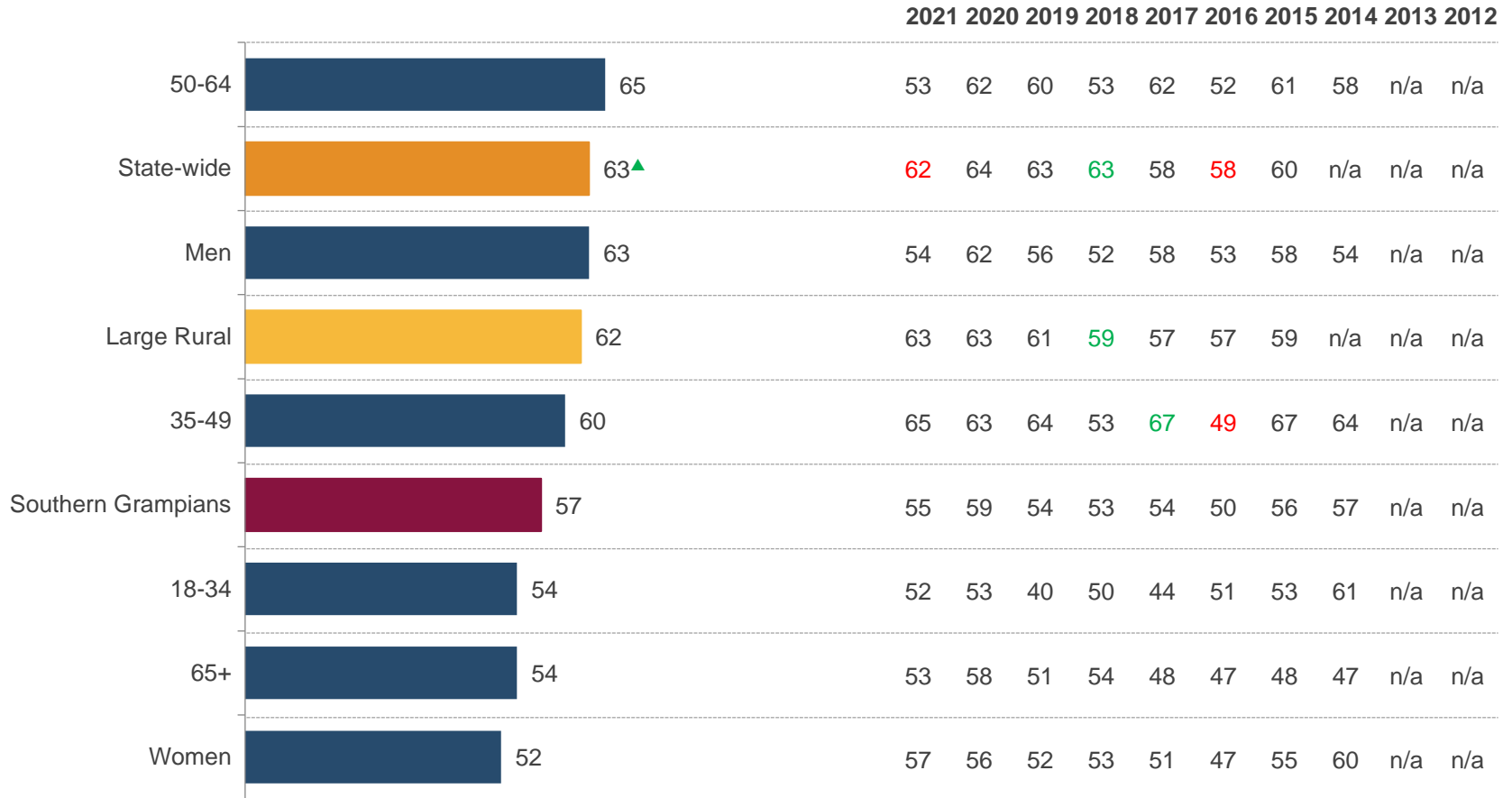
Q5a. Have you or any member of your household had any recent contact with Southern Grampians Shire Council in any of the following ways?

Base: All respondents. Councils asked State-wide: 25 Councils asked group: 8



Contact with council

2022 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: 8

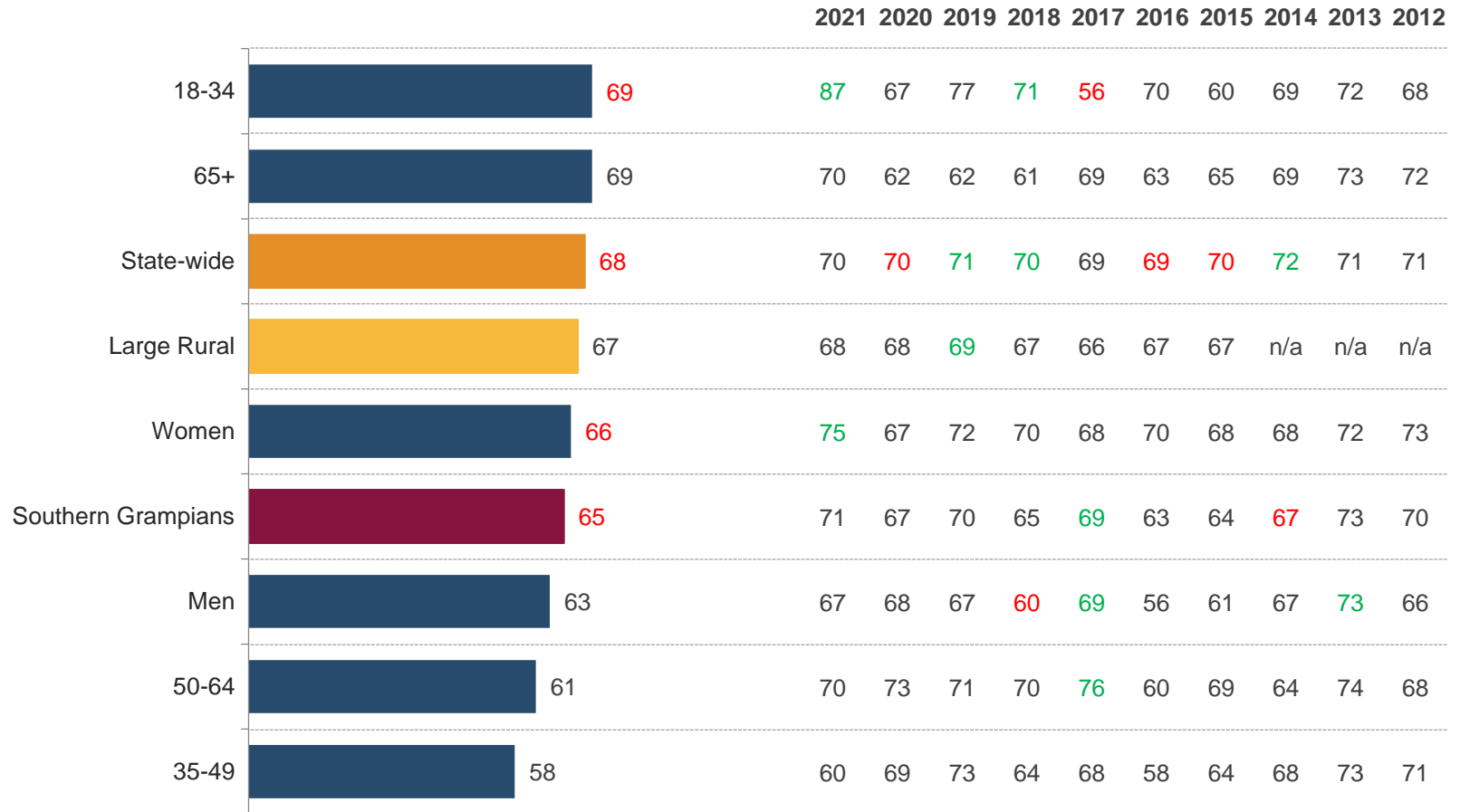
Note: Please see Appendix A for explanation of significant differences.

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



Customer service rating

2022 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.

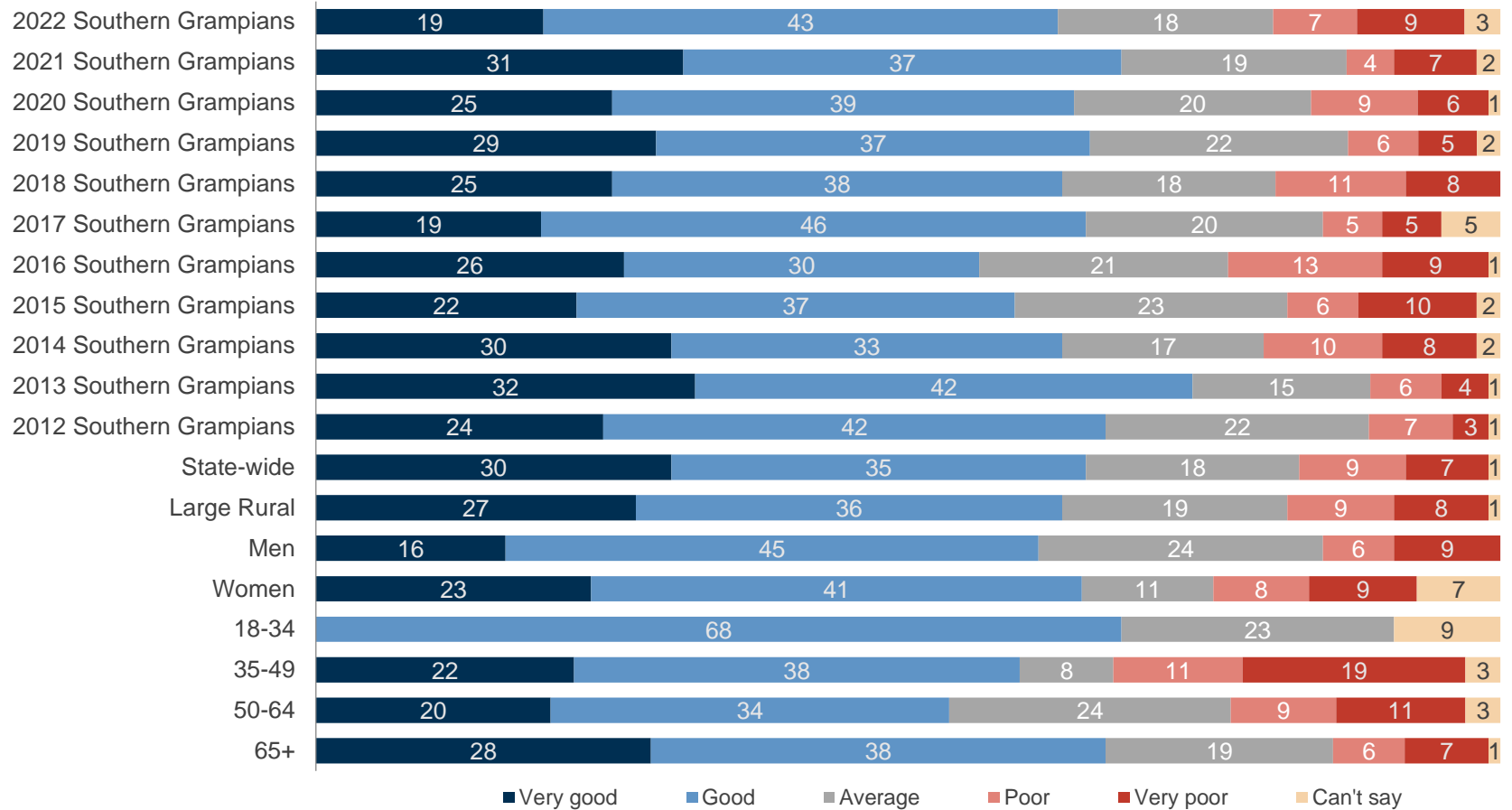
Councils asked State-wide: 67 Councils asked group: 19

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



Customer service rating

2022 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: 67 Councils asked group: 19



Method of contact with council

2022 method of contact (%)



In Person



In Writing



By Telephone



By Text Message



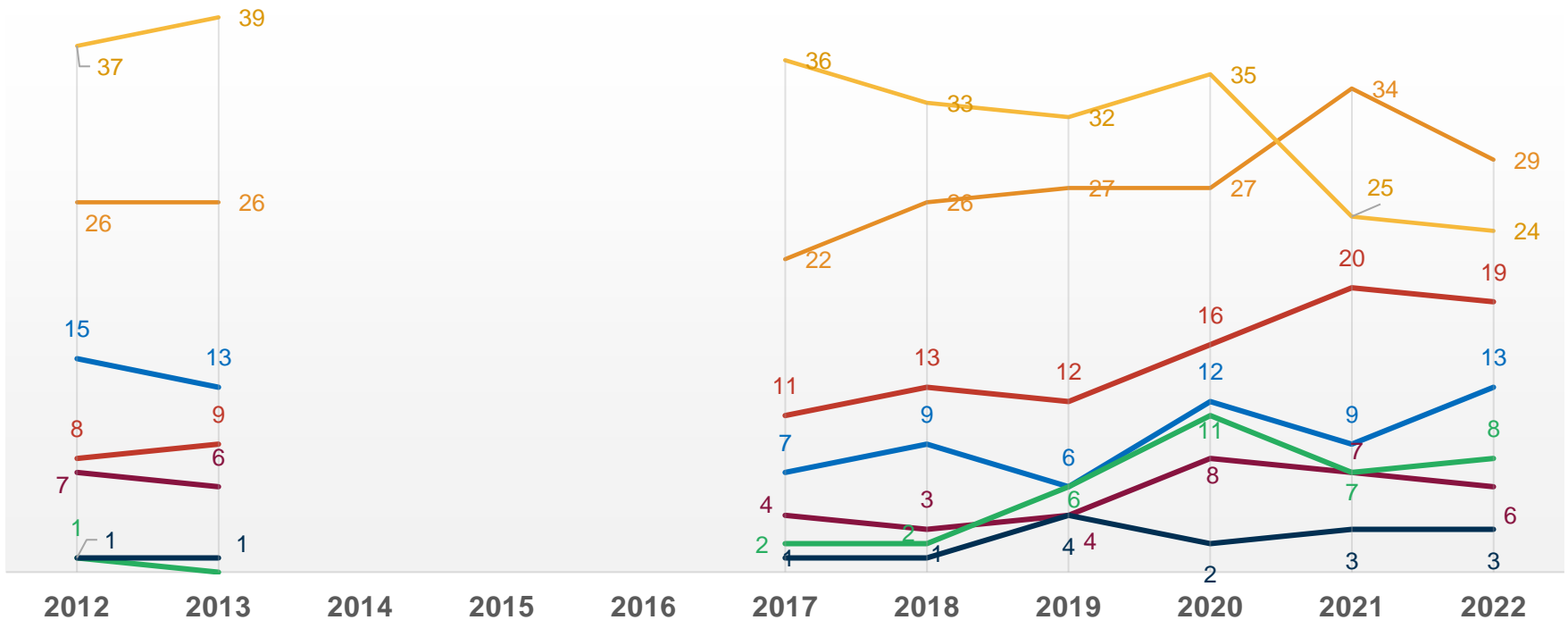
By Email



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?

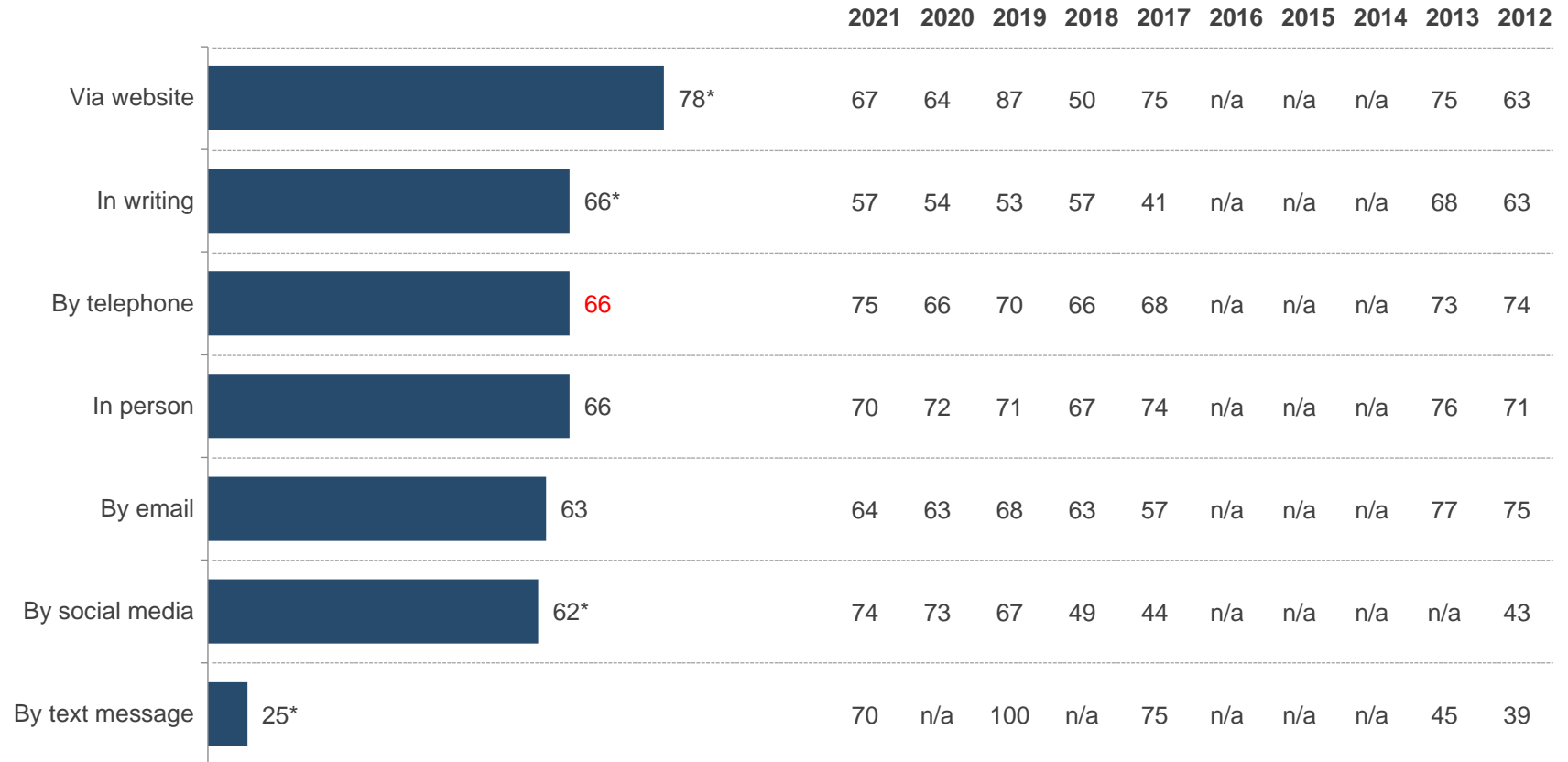
Base: All respondents. Councils asked State-wide: 25 Councils asked group: 8

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



Customer service rating by method of last contact

2022 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: 25 Councils asked group: 8

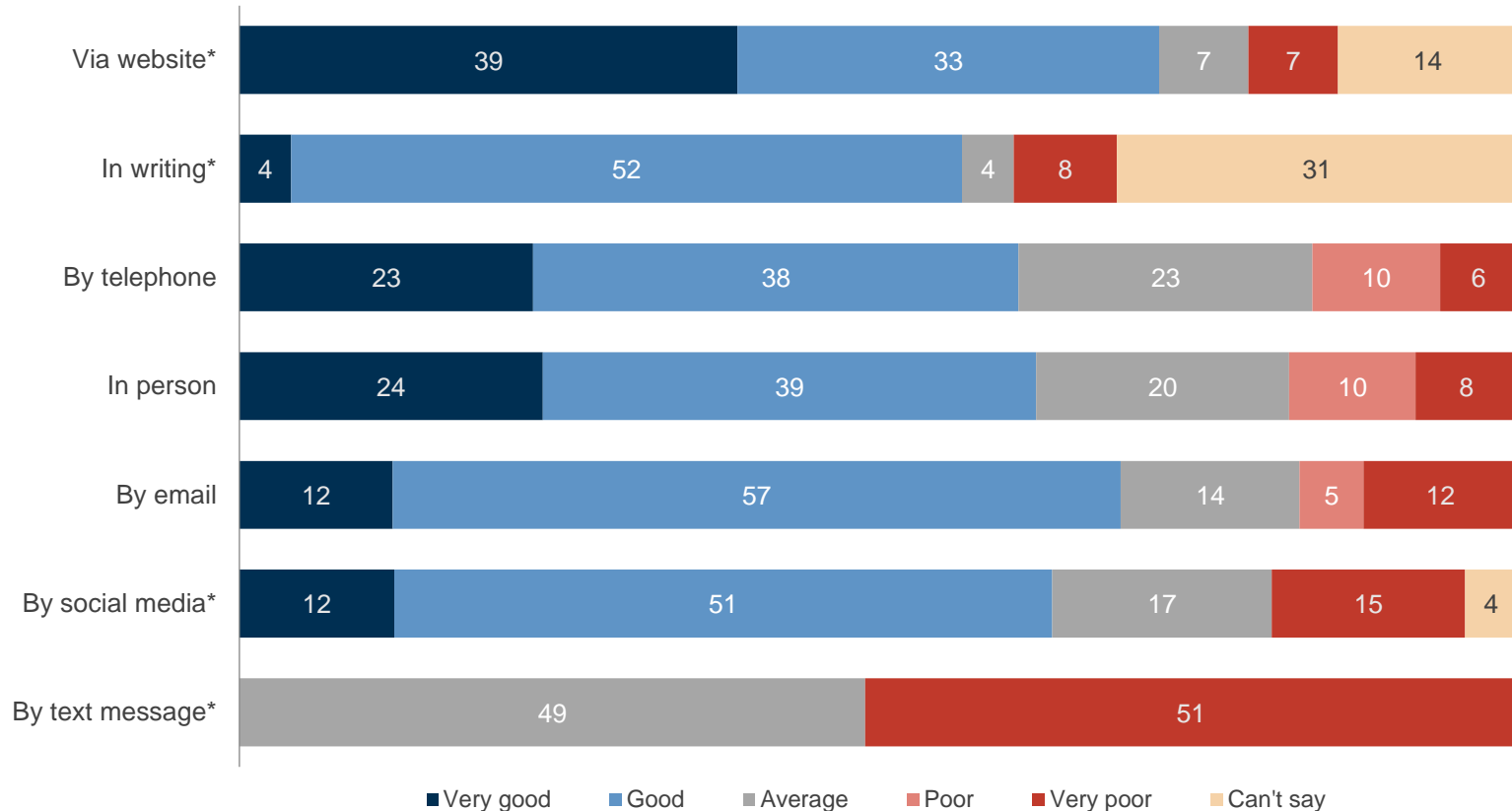
Note: Please see Appendix A for explanation of significant differences.

*Caution: small sample size < n=30



Customer service rating by method of last contact

2022 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: 8

*Caution: small sample size < n=30



Communication

Communication

Newsletters sent via mail (23%) continue to be the preferred form of communication from Council about news and information and upcoming events.

Social media (19%) has overtaken newsletters via email (17%) as the next preferred form of communication from Council. Preference for contact via social media is slowly trending up over time (from 13% in 2019).

- Among residents aged under 50 years, social media (36%, up eight percentage points on 2021) is by far the preferred form of communication from Council, followed by newsletters via mail (23%) which has overtaken newsletter via email (11%, down 10 percentage points on 2021).
- Among residents aged over 50 years, newsletters via mail (24%) and advertising in local newspapers (23%) are the preferred form of communication from Council. This is followed by newsletters via email (20%) which continues to be lower than the peak level of interest in 2019.





Best form of communication

2022 best form of communication (%)



Advertising in a Local Newspaper



Council Newsletter via Mail



Council Newsletter via Email



Council Newsletter as Local Paper Insert



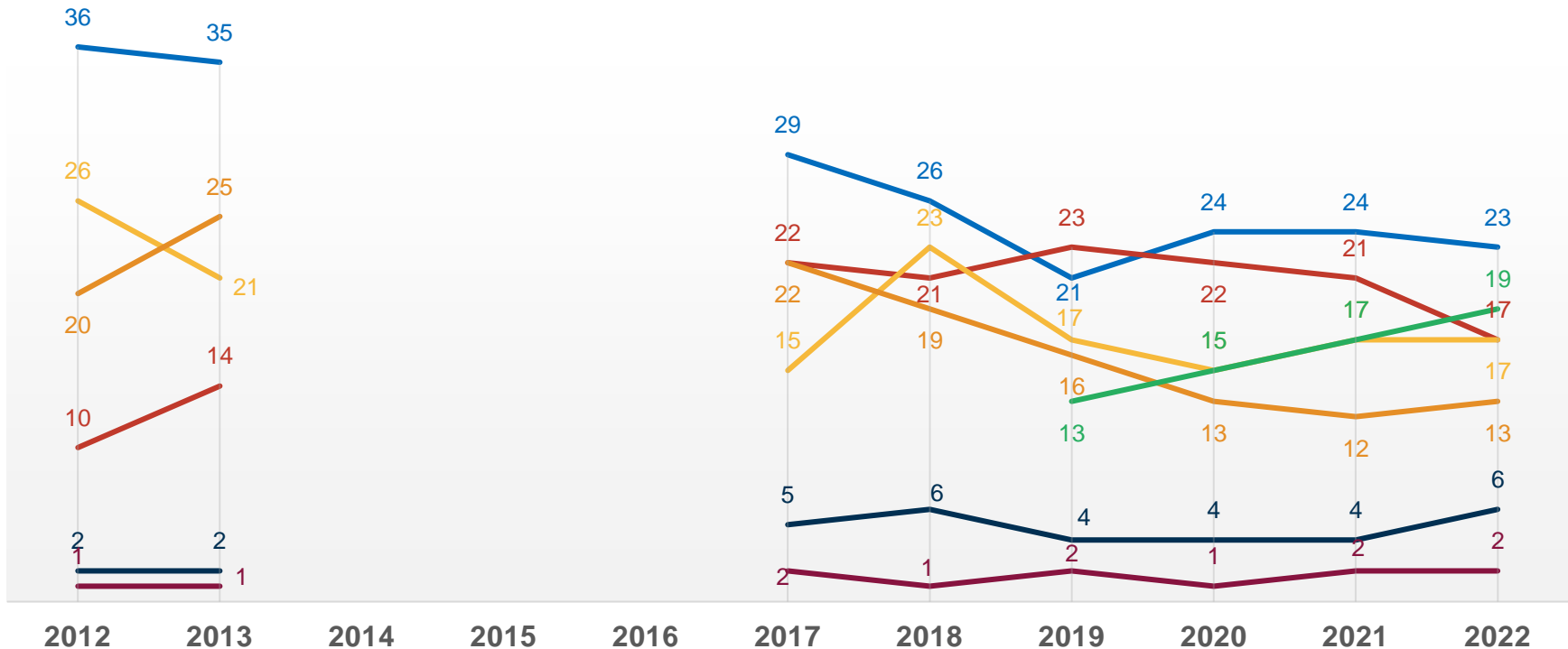
Council Website



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



Best form of communication: under 50s

2022 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



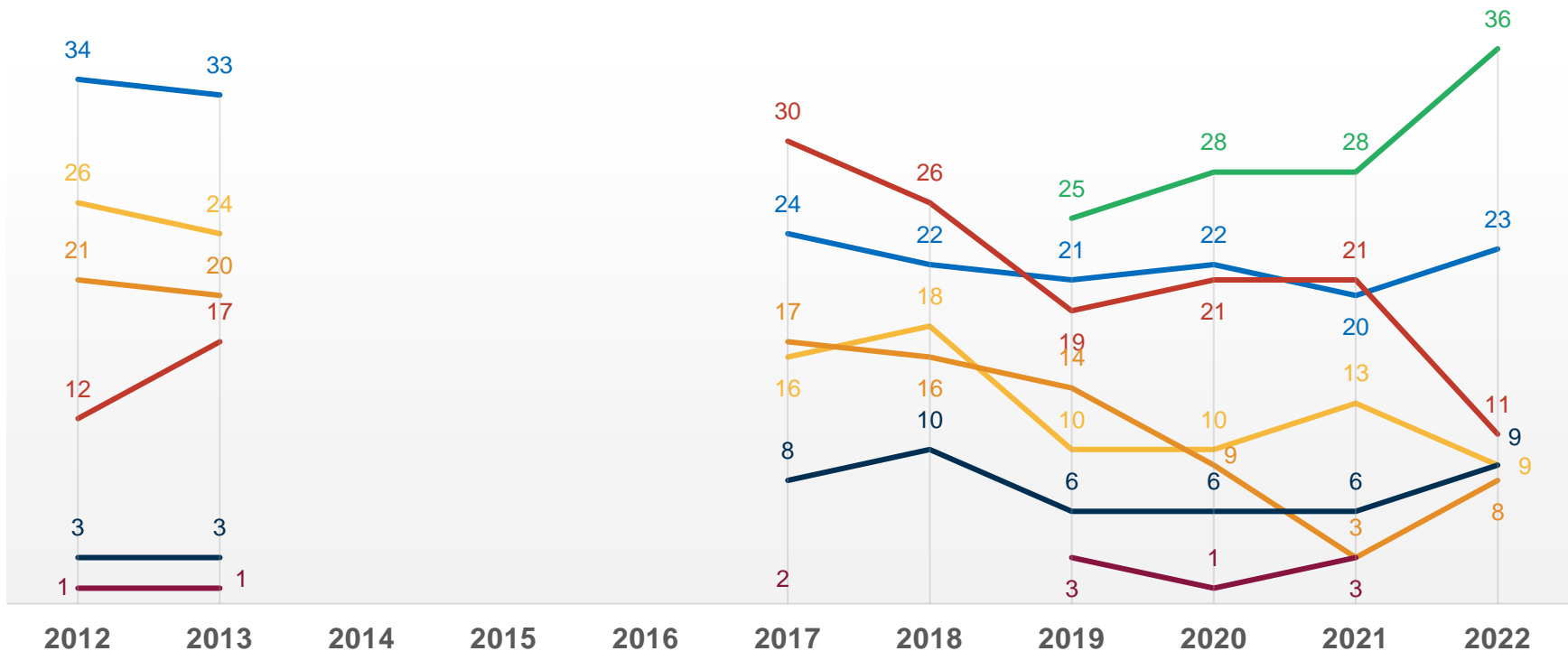
Council Website



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: 39 Councils asked group: 10

Note: 'Social Media' was included in 2019.



Best form of communication: over 50s

2022 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



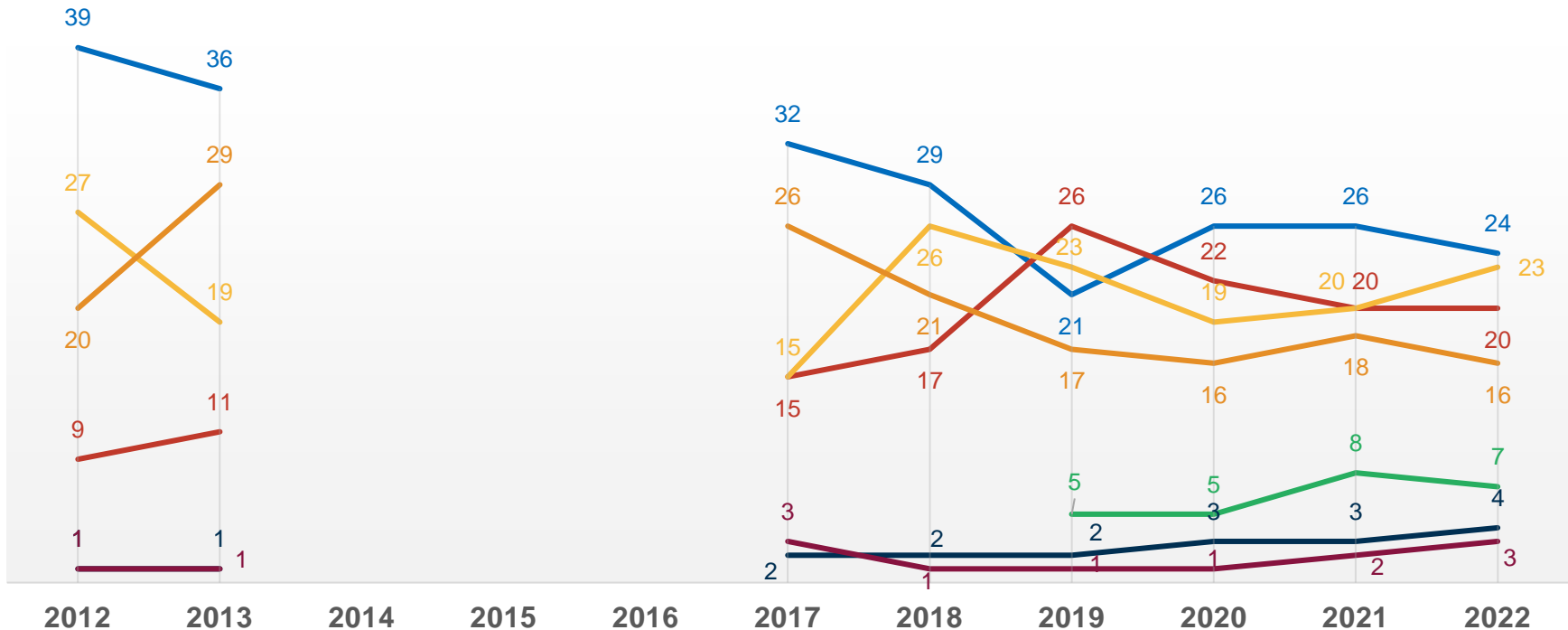
Council Website



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



Council direction

Council direction

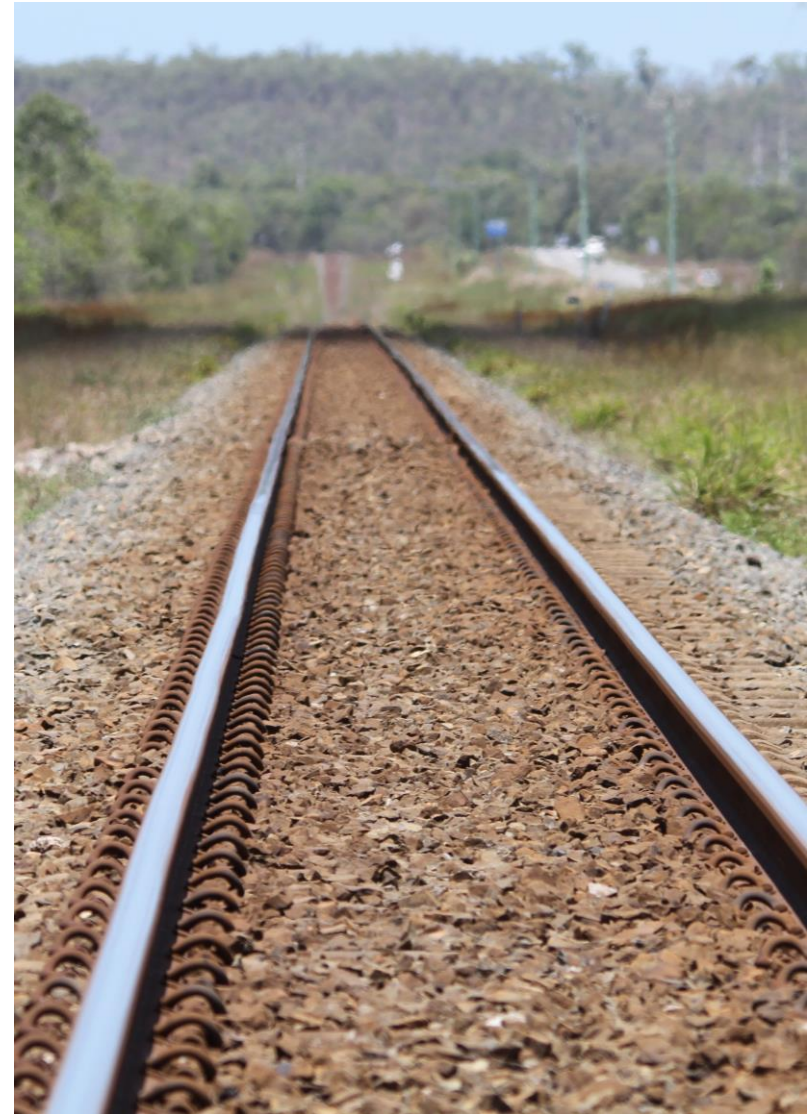
Over the last 12 months, a majority of residents (63%) believe the direction of Council's overall performance has stayed the same – down two percentage points since 2021.

- 17% believe Council's direction has improved in the last 12 months, up one percentage point on 2021.
- 18% believe it has deteriorated, up three percentage points on 2021.

Perceptions of the direction of Council's overall performance (index score of 50) have not changed significantly over the last four years.

- These perceptions are in line with the State-wide and Large Rural group averages (index scores of 50 and 47 respectively).
- The most satisfied with Council direction are women and residents aged 35 to 49 years.
- The least satisfied with Council direction are residents aged 18 to 34 years and men.

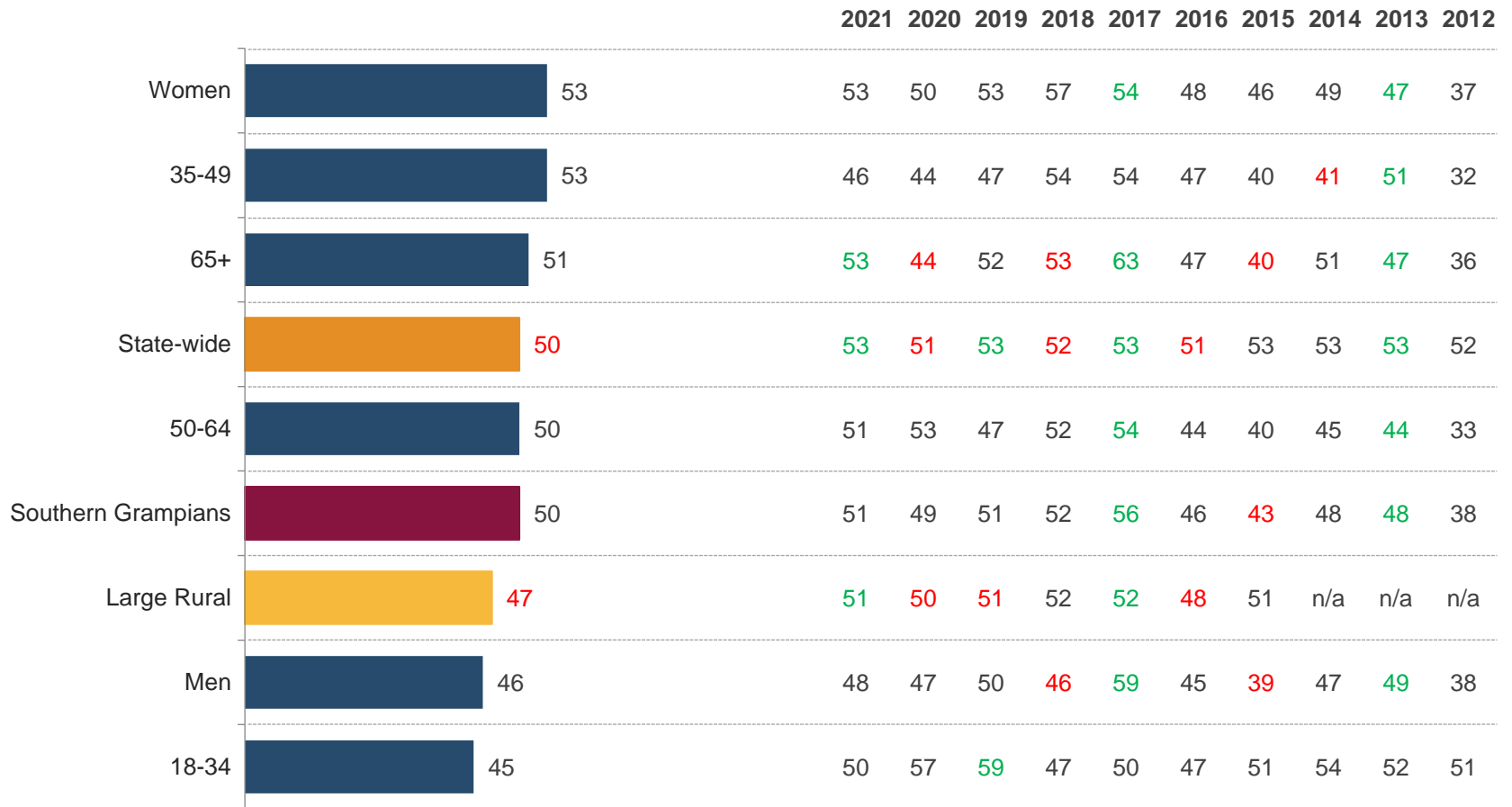
More than half of residents (53%) this year believe there is 'a lot' of room for improvement in Council's overall performance. Furthermore, a decreased majority believe Council is heading in the 'right' direction (66%, down from 69%) and a further 28% (up from 19%) believe it is heading in the 'wrong' direction.





Overall council direction last 12 months

2022 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?

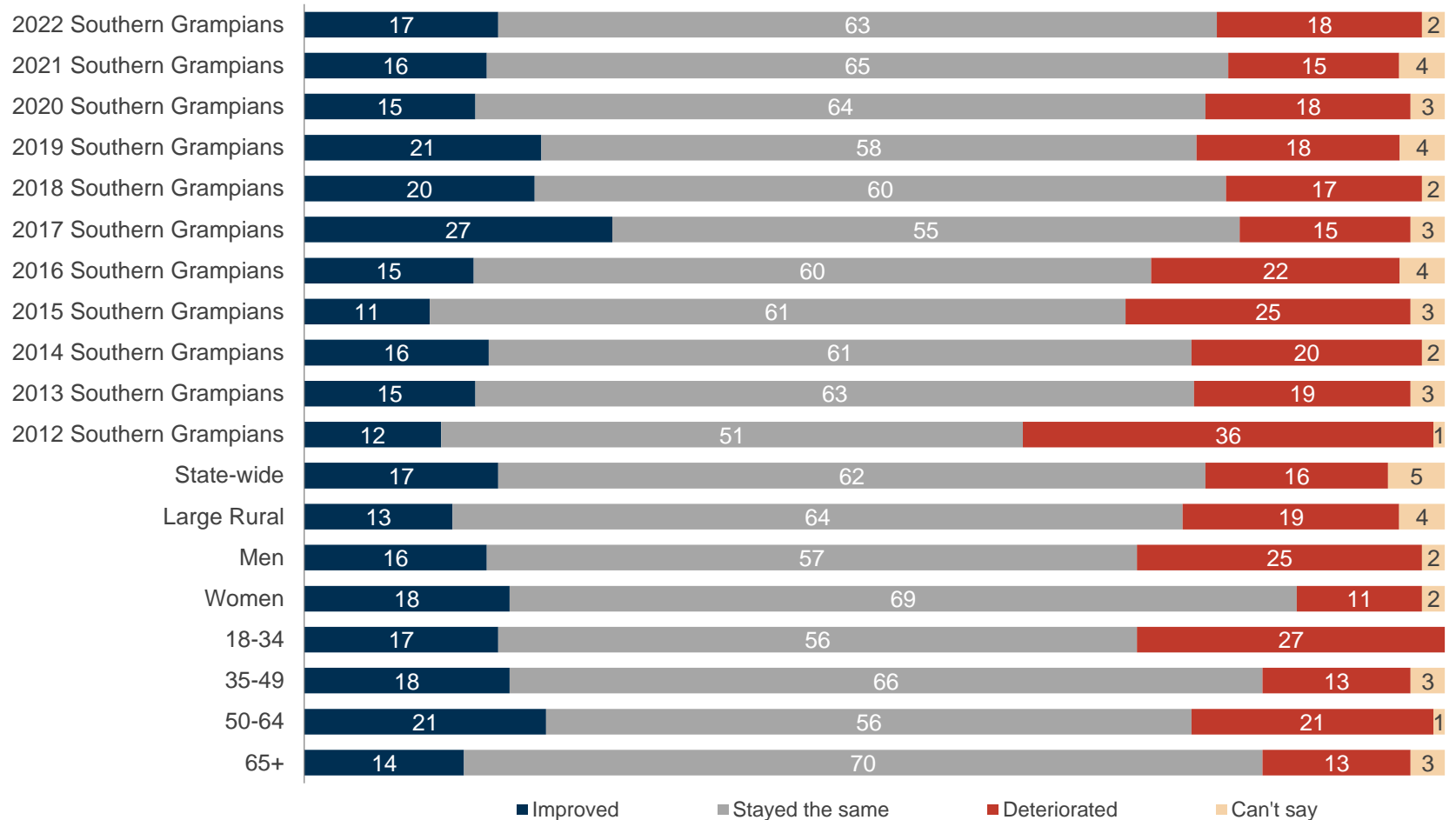
Base: All respondents. Councils asked State-wide: 67 Councils asked group: 19

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



Overall council direction last 12 months

2022 overall council direction (%)

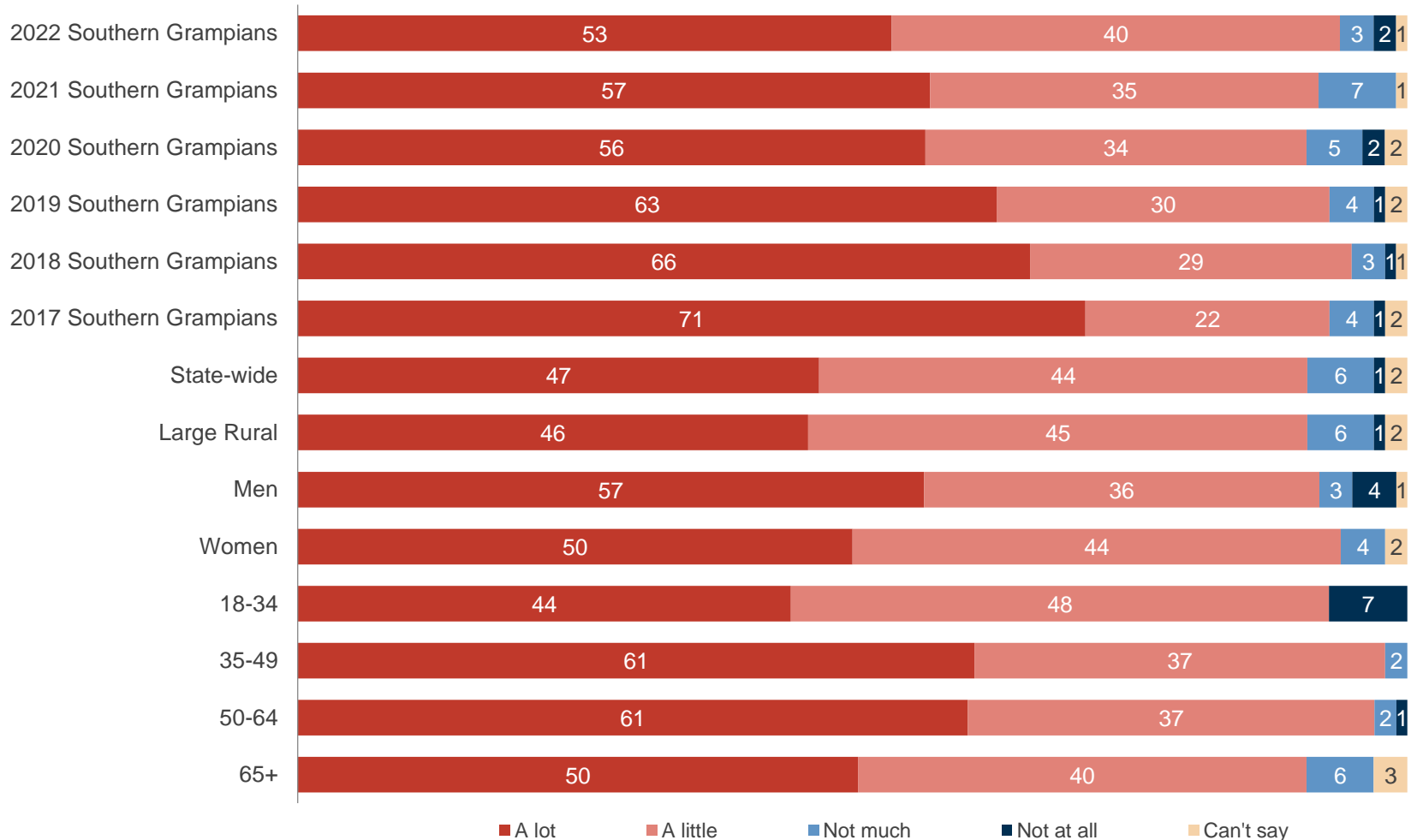


Q6. Over the last 12 months, what is your view of the direction of Southern Grampians Shire Council's overall performance?
 Base: All respondents. Councils asked State-wide: 67 Councils asked group: 19



Room for improvement in services

2022 room for improvement in services (%)



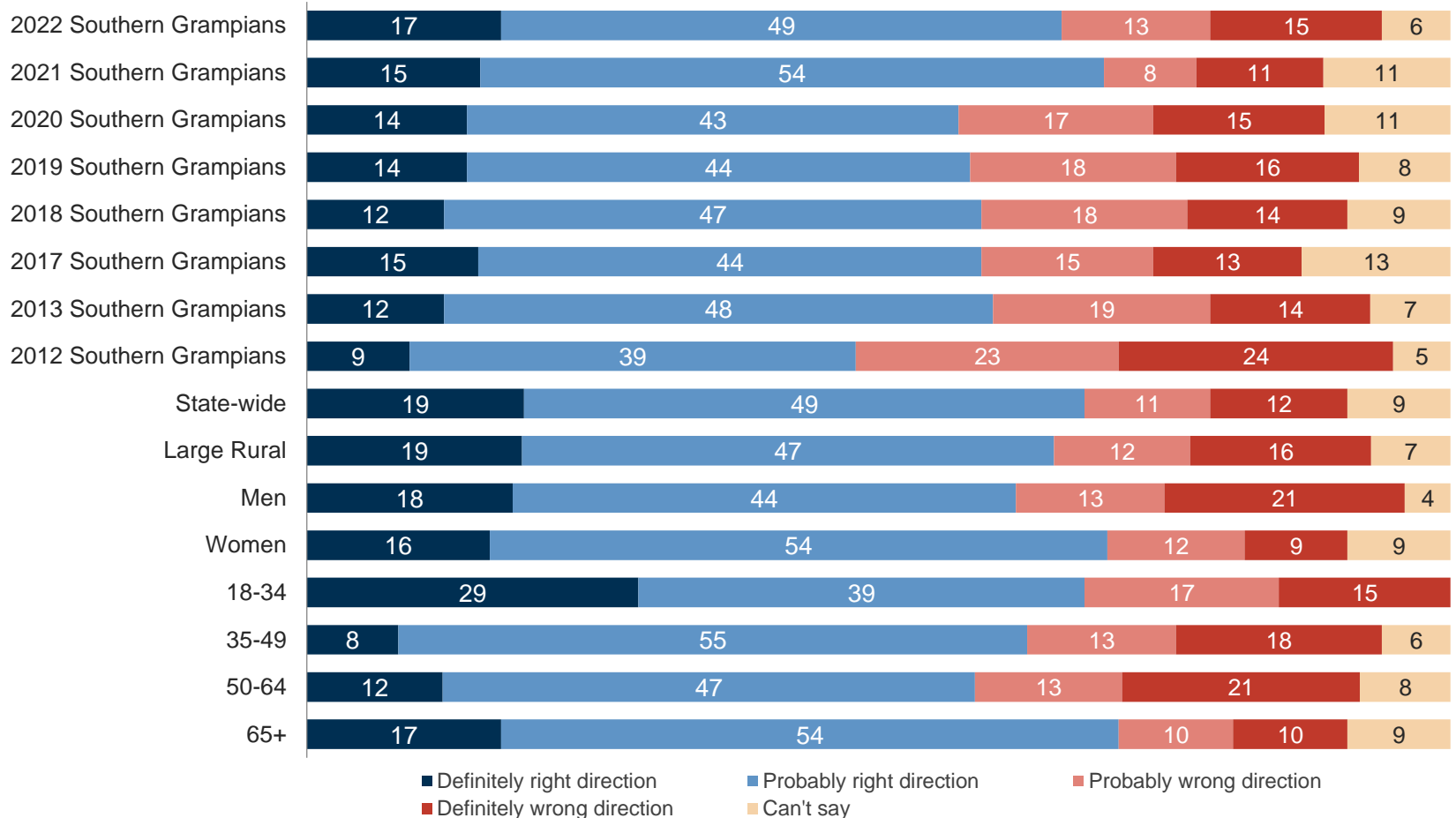
Q7. Thinking about the next 12 months, how much room for improvement do you think there is in Southern Grampians Shire Council's overall performance?

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



Right / wrong direction

2022 right / wrong direction (%)

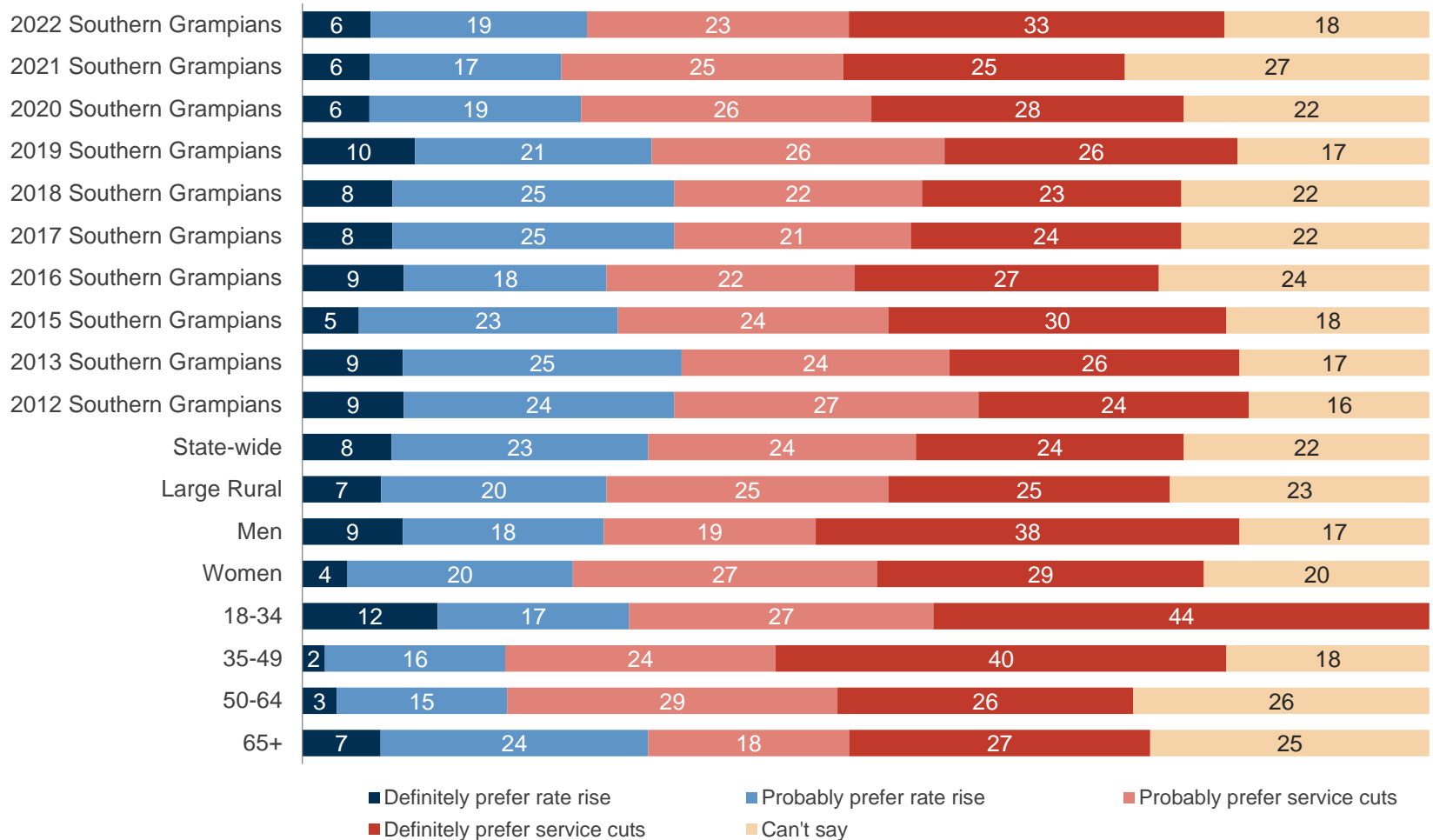


Q8. Would you say your local Council is generally heading in the right direction or the wrong direction?
 Base: All respondents. Councils asked State-wide: 9 Councils asked group: 3



Rates / services trade-off

2022 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: 18 Councils asked group: 6

A large, stylized letter 'W' graphic that serves as a background element. The 'W' is filled with a dark blue color and contains a glowing, intricate network pattern of white and light blue lines, resembling a fiber optic or neural network. The 'W' is positioned on the right side of the page, extending from the top to the bottom.

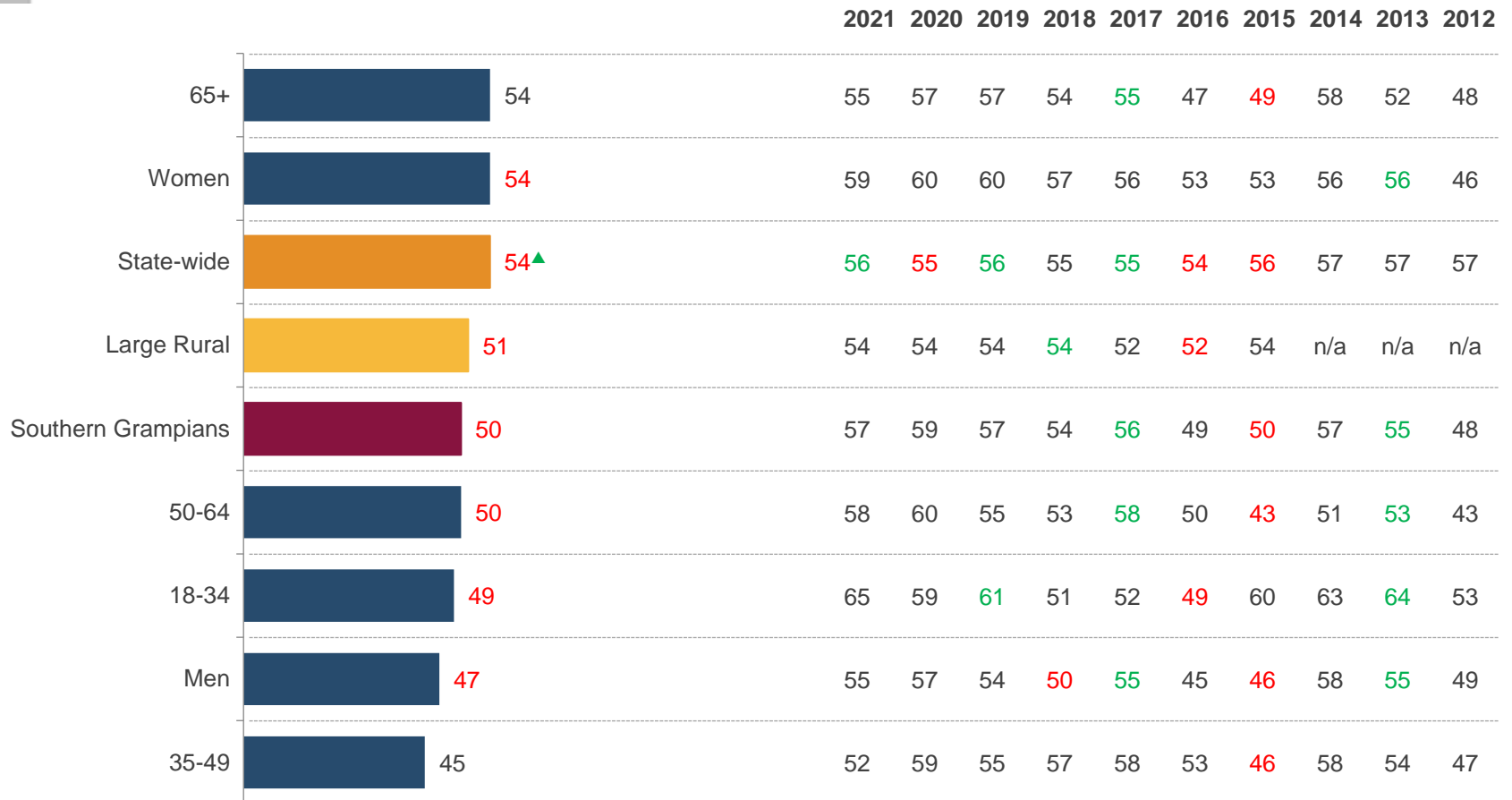
Individual service areas



Community consultation and engagement performance



2022 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: 67 Councils asked group: 19

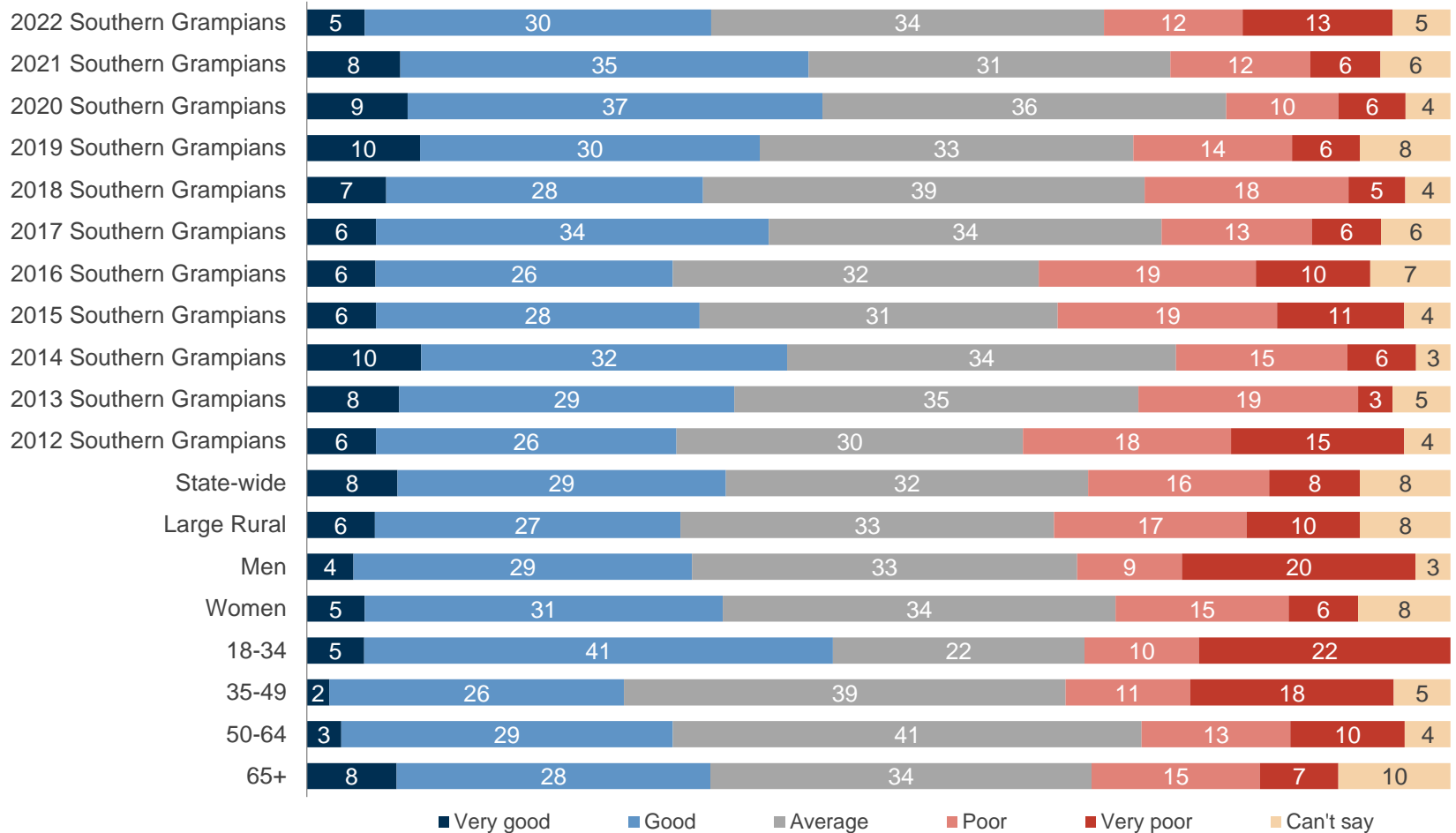
Note: Please see Appendix A for explanation of significant differences.



Community consultation and engagement performance



2022 consultation and engagement performance (%)

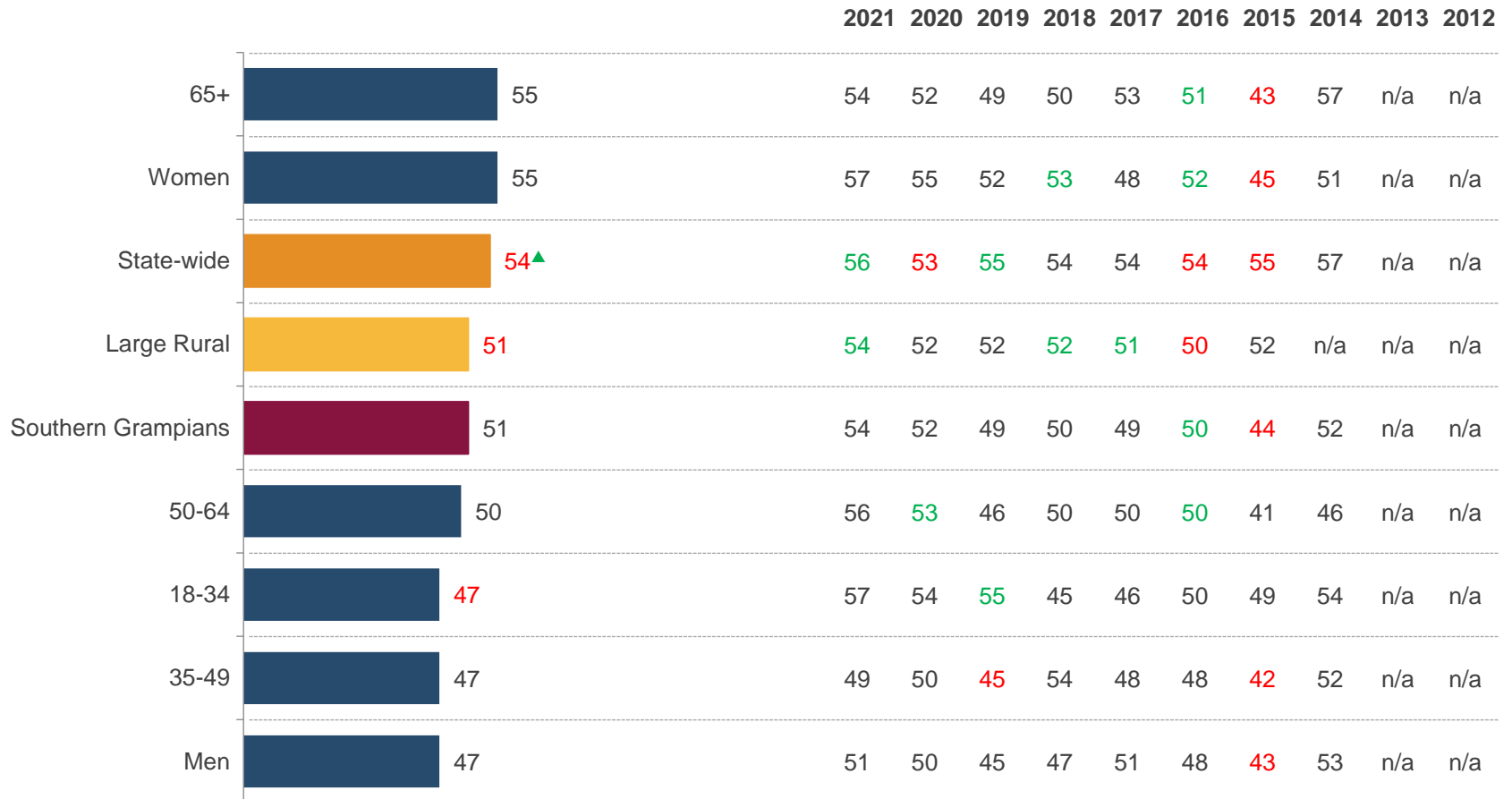


Q2. How has Council performed on 'Community consultation and engagement' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 67 Councils asked group: 19

Decisions made in the interest of the community performance



2022 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?

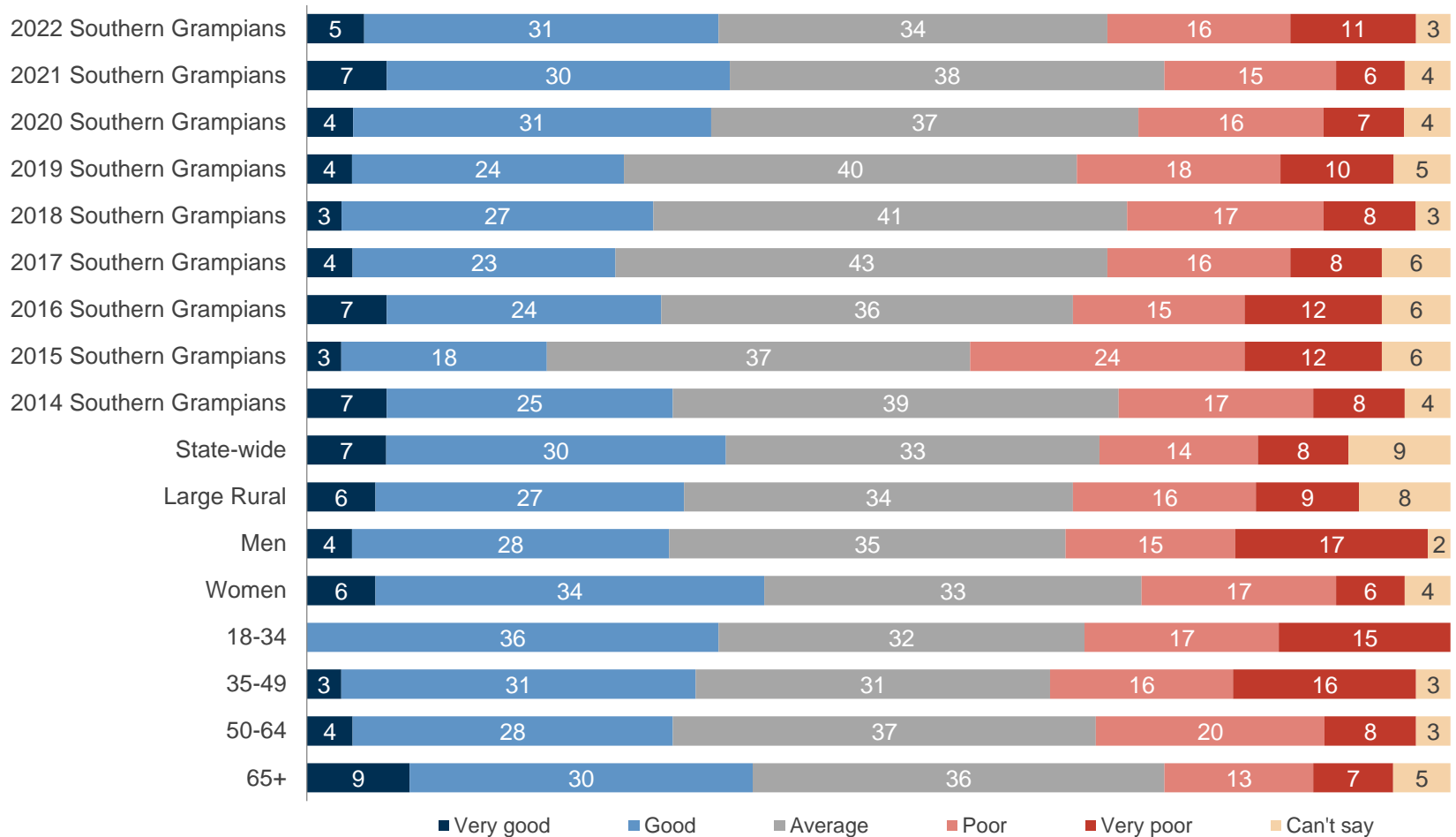
Base: All respondents. Councils asked State-wide: 67 Councils asked group: 19

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

Decisions made in the interest of the community performance



2022 community decisions made performance (%)

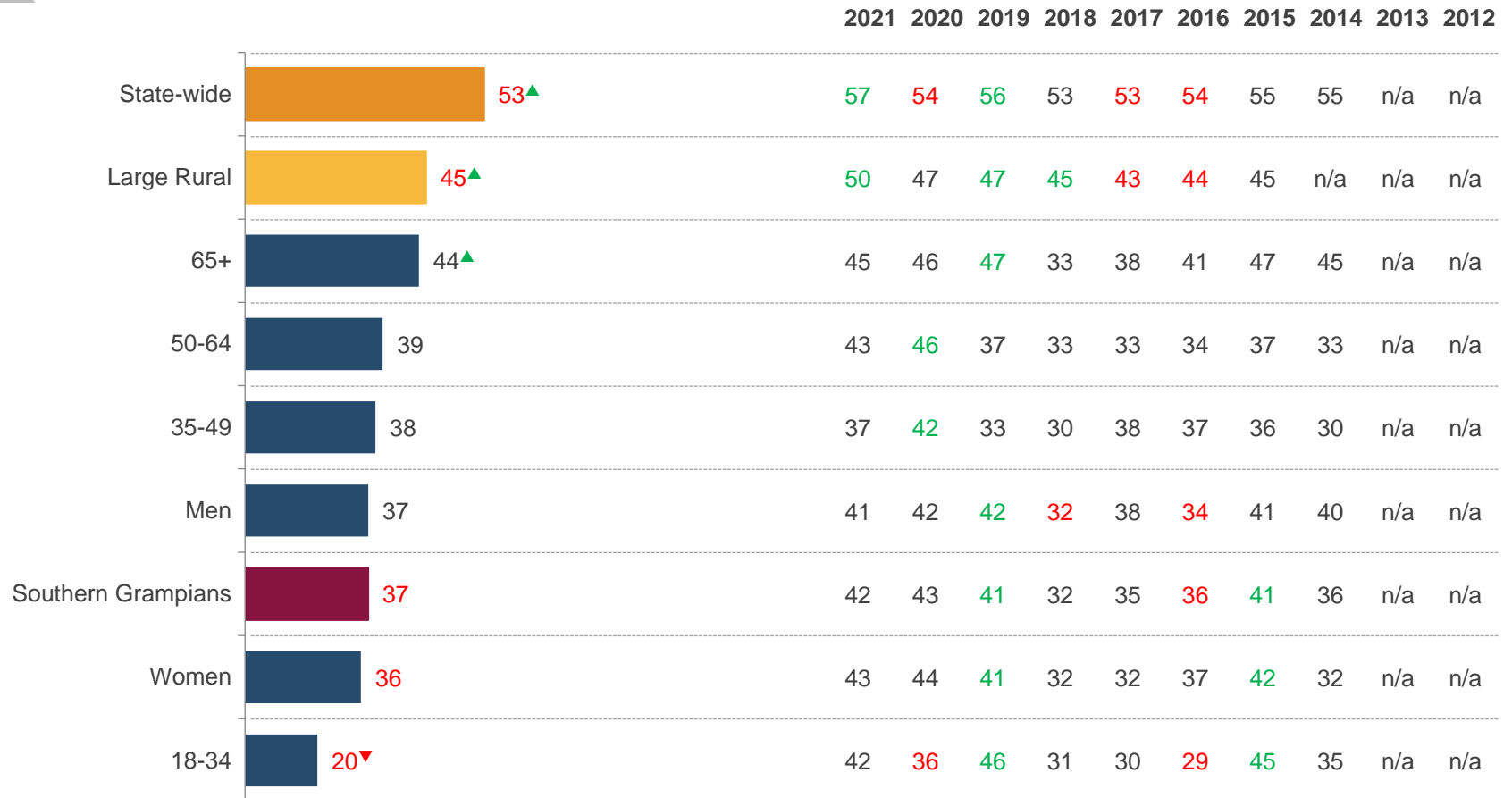


Q2. How has Council performed on 'Decisions made in the interest of the community' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 67 Councils asked group: 19

The condition of sealed local roads in your area performance



2022 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?

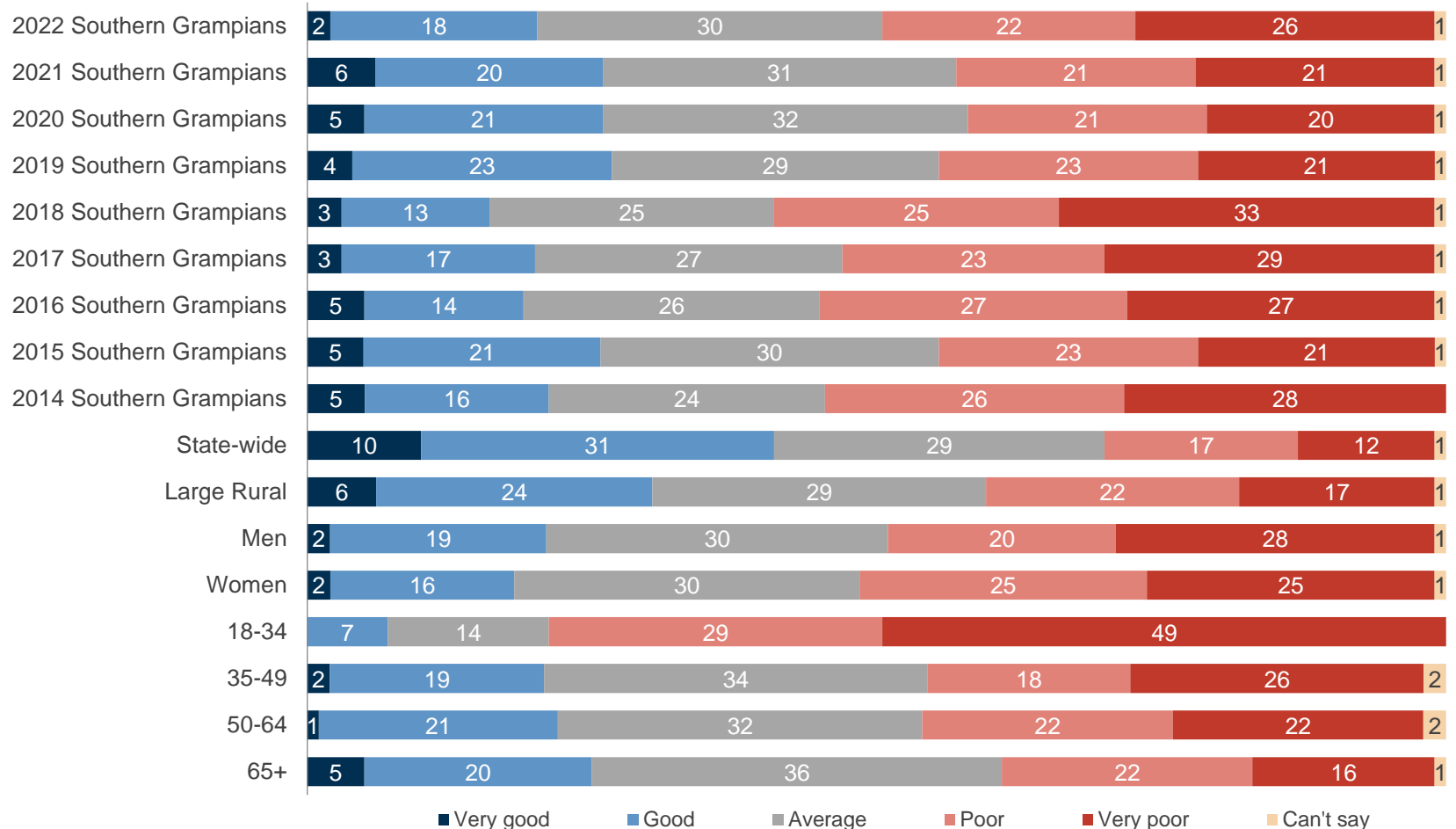
Base: All respondents. Councils asked State-wide: 67 Councils asked group: 19

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

The condition of sealed local roads in your area performance



2022 sealed local roads performance (%)



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: 67 Councils asked group: 19



The appearance of public areas performance



2022 public areas performance (index scores)

	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	
State-wide	71▲	73	72	72	71	71	71	72	72	71	71
Large Rural	67▲	70	71	70	69	69	69	69	n/a	n/a	n/a
Women	63	64	n/a	n/a	n/a	n/a	68	68	69	73	68
35-49	63	65	n/a	n/a	n/a	n/a	70	69	70	74	61
65+	62	59	n/a	n/a	n/a	n/a	67	69	72	72	65
Southern Grampians	61	63	n/a	n/a	n/a	n/a	67	68	72	72	67
50-64	61	64	n/a	n/a	n/a	n/a	67	66	69	68	66
Men	59	61	n/a	n/a	n/a	n/a	66	68	75	70	66
18-34	57	65	n/a	n/a	n/a	n/a	64	68	76	74	77

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

Base: All respondents. Councils asked State-wide: 43 Councils asked group: 11

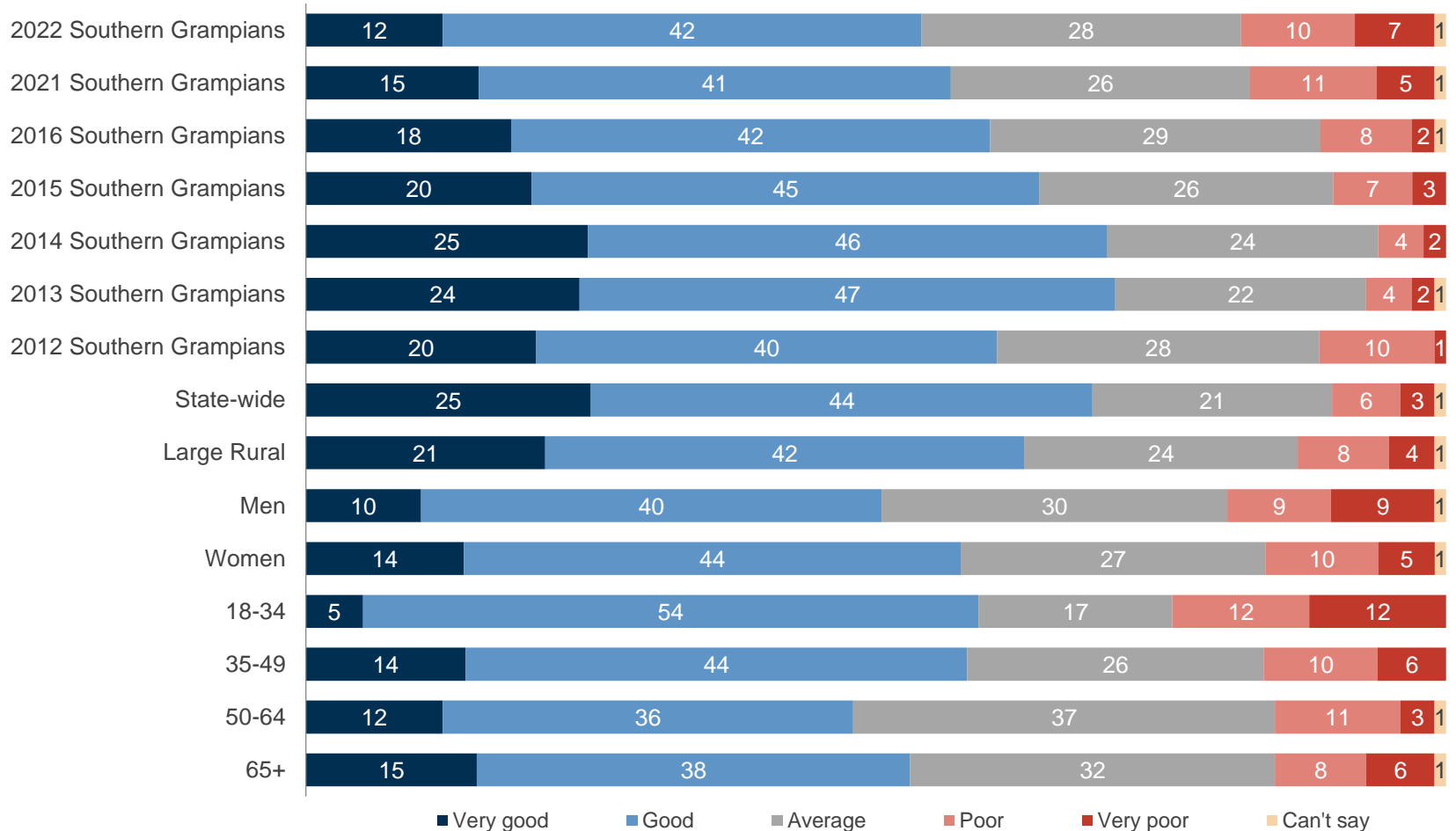
Note: Please see Appendix A for explanation of significant differences.



The appearance of public areas performance



2022 public areas performance (%)



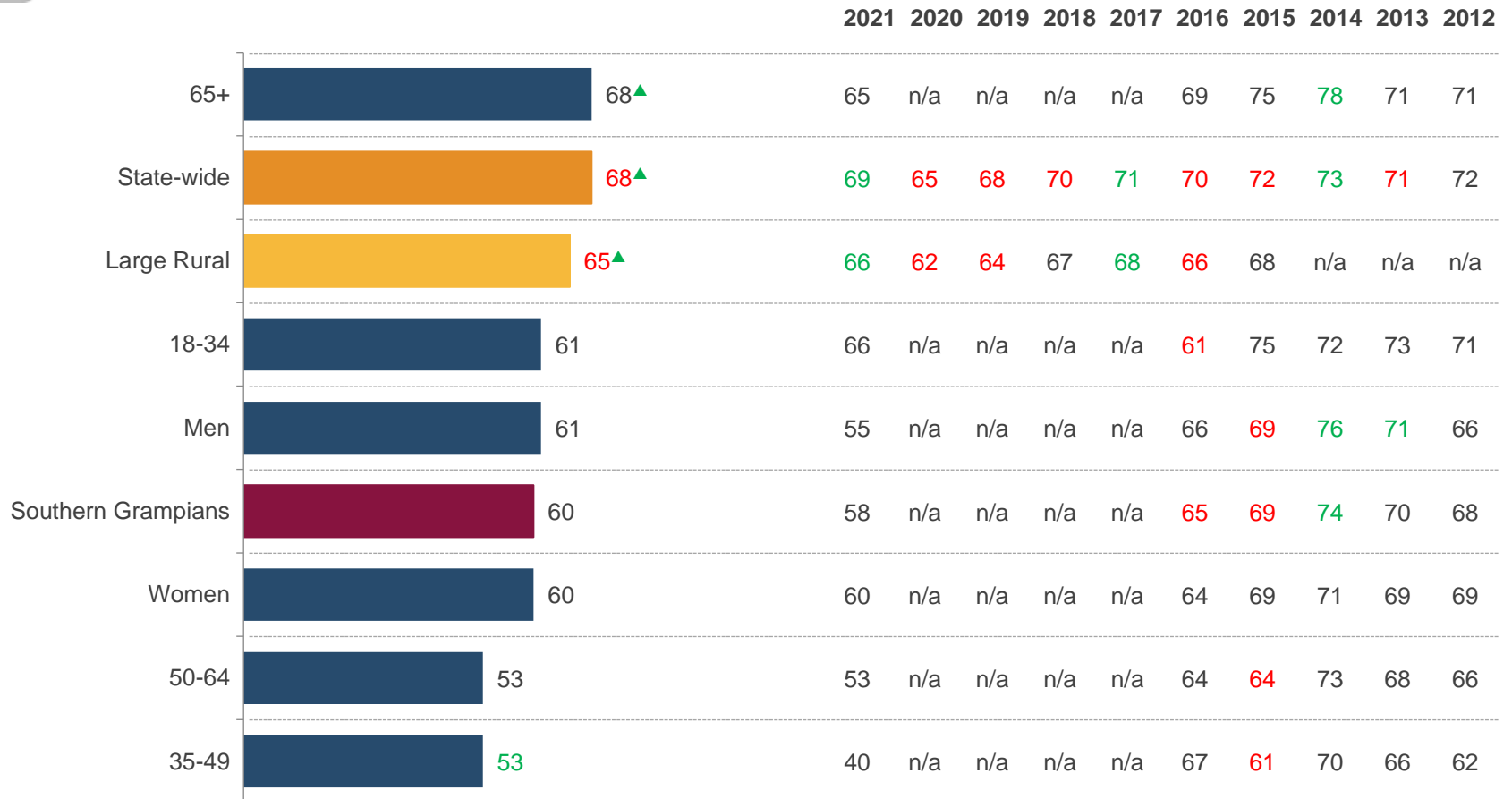
Q2. How has Council performed on 'The appearance of public areas' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 43 Councils asked group: 11



Waste management performance



2022 waste management performance (index scores)



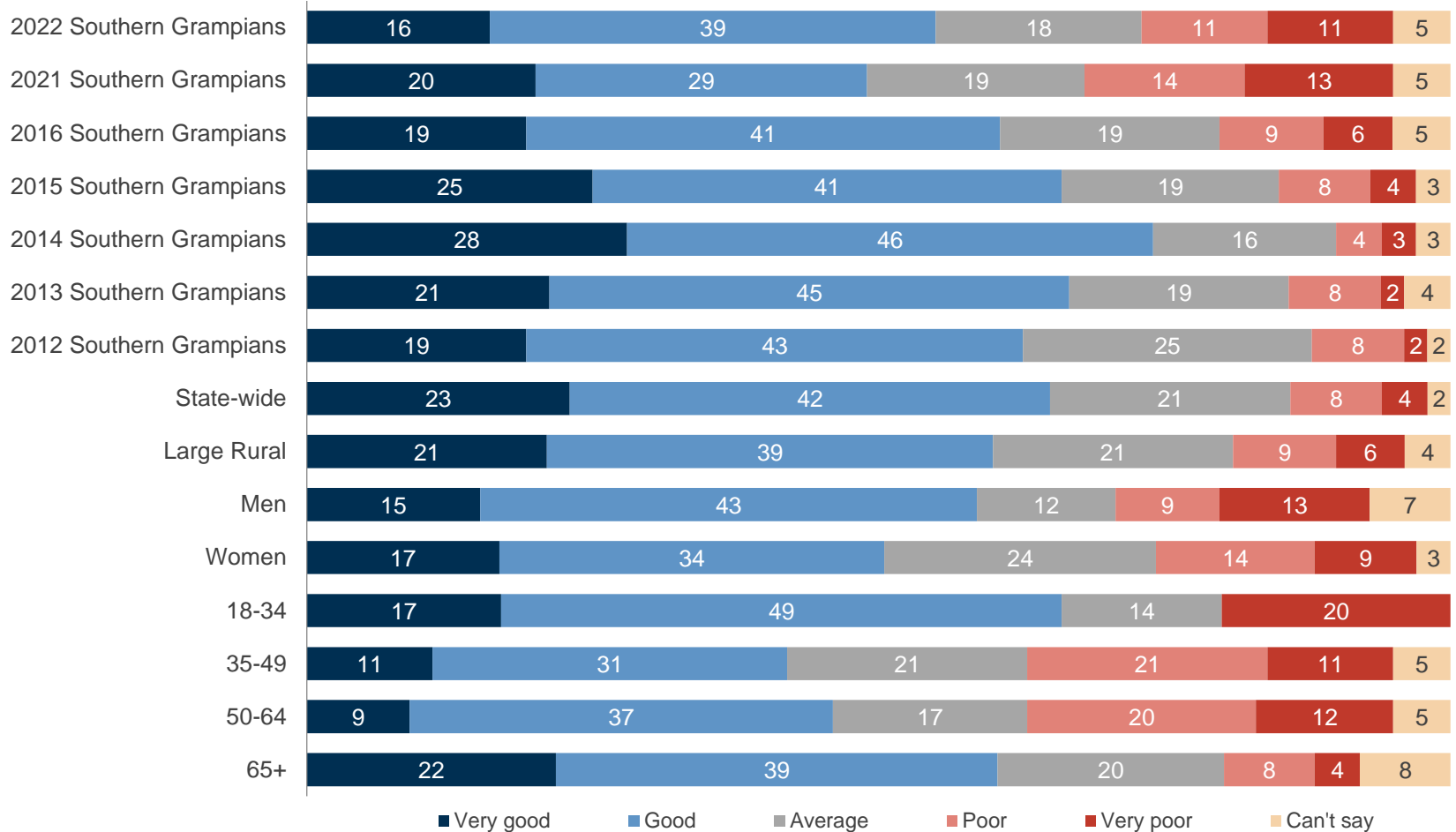
Q2. How has Council performed on 'Waste management' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 67 Councils asked group: 19
 Note: Please see Appendix A for explanation of significant differences.



Waste management performance



2022 waste management performance (%)



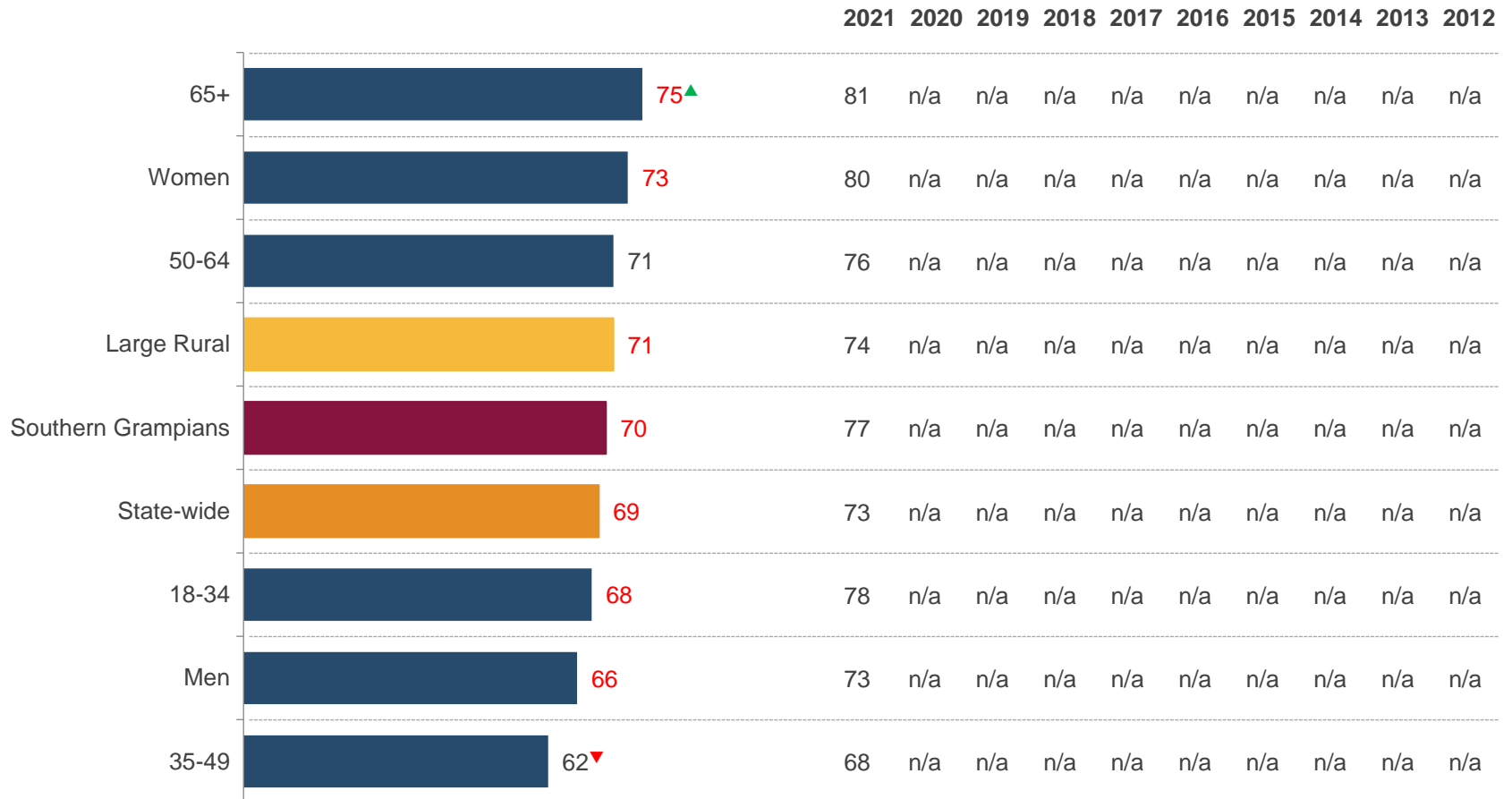
Q2. How has Council performed on 'Waste management' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 67 Councils asked group: 19



COVID-19 response performance



2022 COVID-19 response performance (index scores)



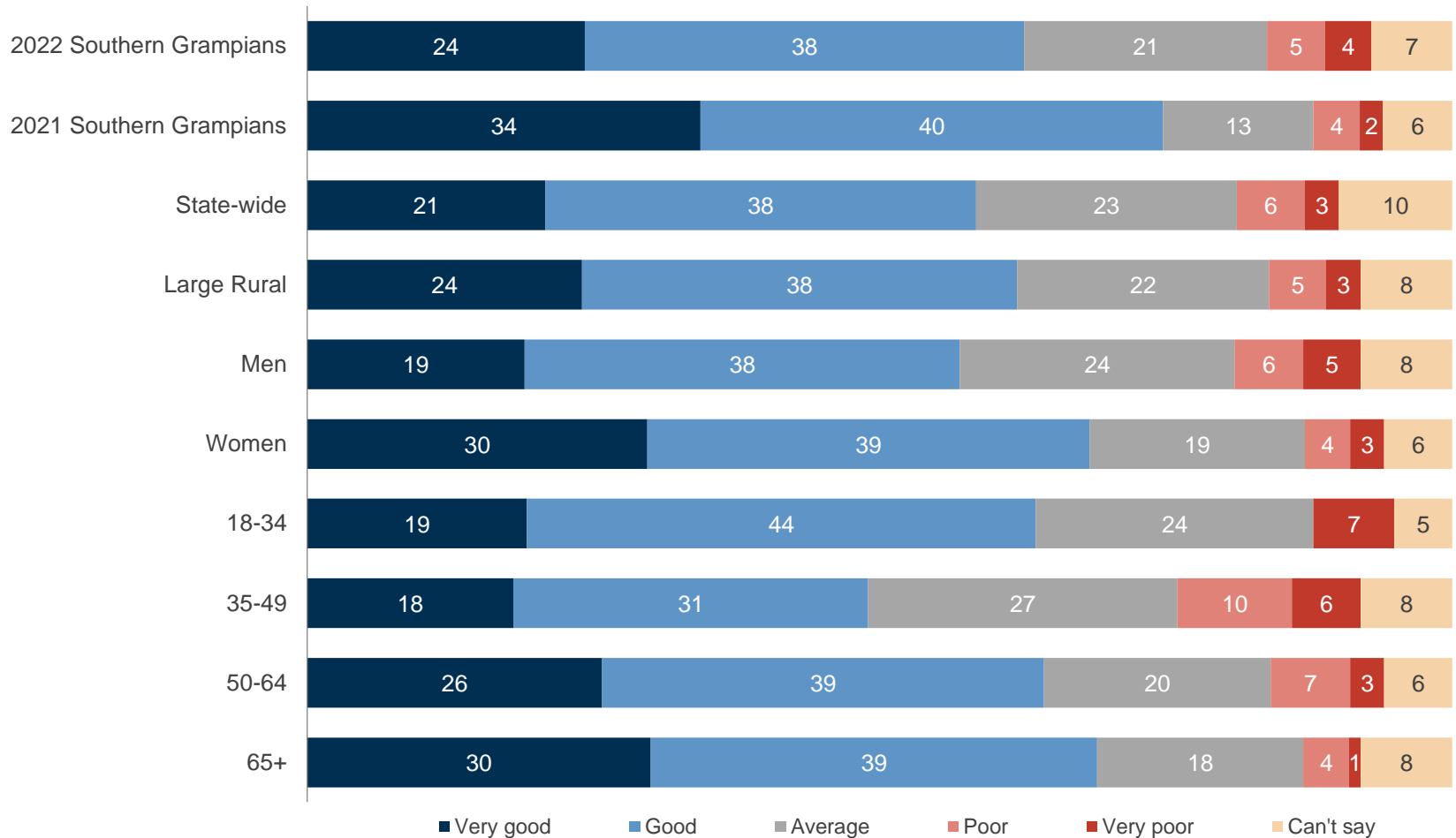
Q2. How has Council performed on 'COVID-19 response' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 30 Councils asked group: 8
 Note: Please see Appendix A for explanation of significant differences.



COVID-19 response performance



2022 COVID-19 response performance (%)



Q2. How has Council performed on 'COVID-19 response' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 30 Councils asked group: 8



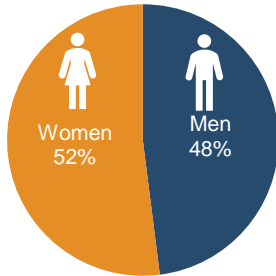
Detailed demographics



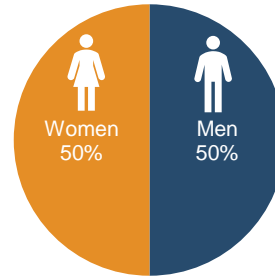
Gender and age profile

2022 gender

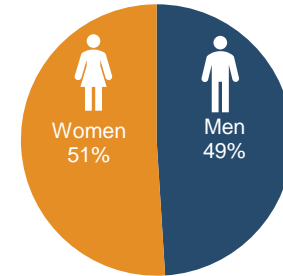
Southern Grampians



Large Rural

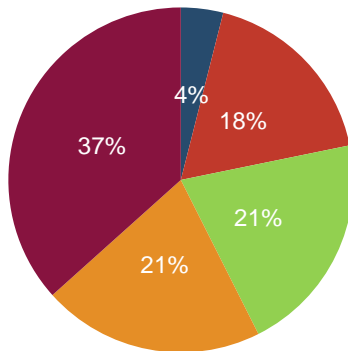


State-wide

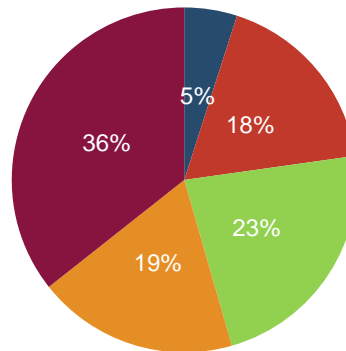


2022 age

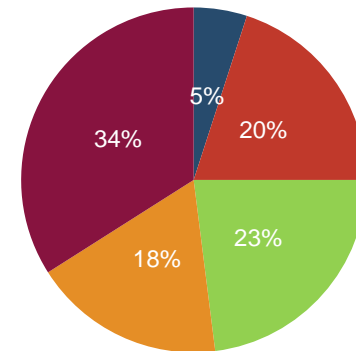
Southern Grampians



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: 67 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 2022 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	194	193	+/-7.0
Women	206	207	+/-6.8
18-34 years	17	84	+/-24.5
35-49 years	62	84	+/-12.5
50-64 years	117	84	+/-9.1
65+ years	204	147	+/-6.8



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:

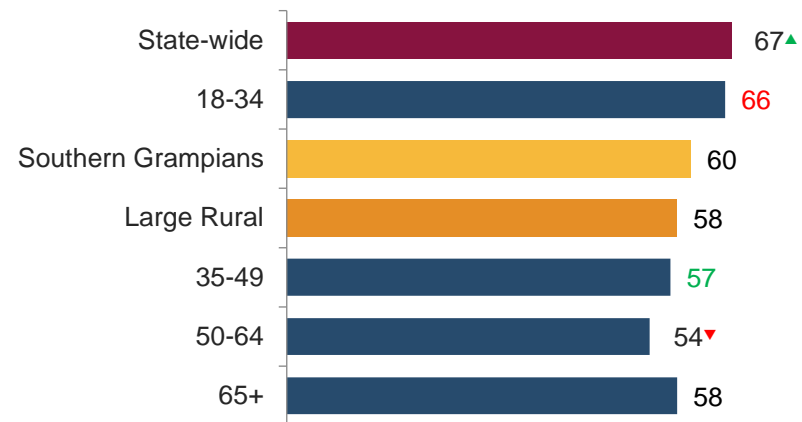
- ▲ The state-wide result is significantly higher than the overall result for the council.
- ▼ The result among 50-64 year olds is significantly lower than for the overall result for the council.

Further, results shown in green and red indicate significantly higher or lower results than in 2021.

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 2021.
- The result among 18-34 year olds in the council is **significantly lower** than the result achieved among this group in 2021.

**2022 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:

- 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 2022 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 2022 results are compared with previous years, as detailed below:

- 2021, n=400 completed interviews, conducted in the period of 28th January – 18th March.
- 2020, n=400 completed interviews, conducted in the period of 30th January – 22nd March.
- 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=400 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 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 27th January – 24th March, 2022.



Appendix B: Analysis and reporting

All participating councils are listed in the State-wide report published on the DELWP website. In 2022, 67 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 2012-2022 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 2022 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

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 2012-2022 have been made throughout this report as appropriate.



Appendix B: Core, optional and tailored questions

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 2022 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 2022 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 2022 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

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

CSS: 2022 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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