



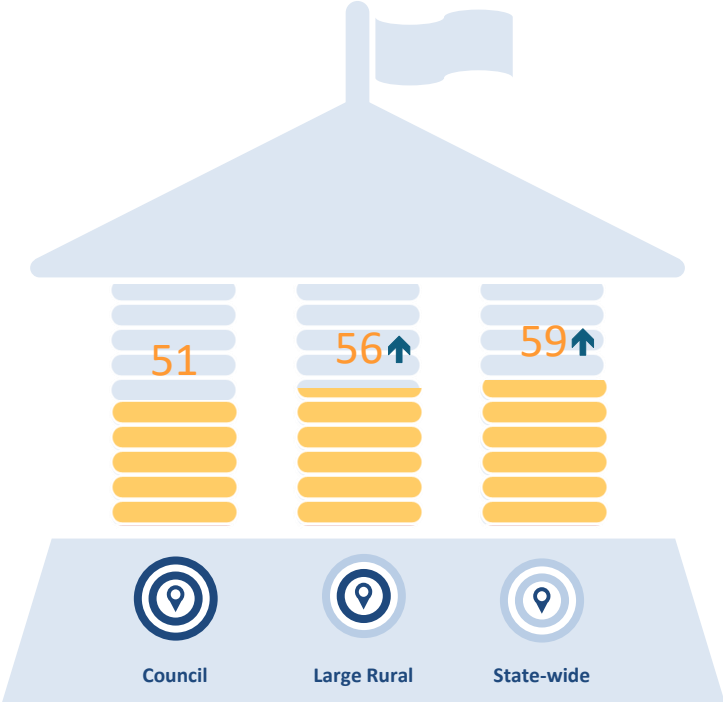
**LOCAL GOVERNMENT COMMUNITY SATISFACTION SURVEY  
MOIRA SHIRE COUNCIL**

**2018 RESEARCH REPORT**

**COORDINATED BY THE DEPARTMENT OF ENVIRONMENT, LAND, WATER AND  
PLANNING ON BEHALF OF VICTORIAN COUNCILS**



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## OVERALL COUNCIL PERFORMANCE

Results shown are index scores out of 100.

# BACKGROUND AND OBJECTIVES

Welcome to the report of results and recommendations for the 2018 State-wide Local Government Community Satisfaction Survey for Moira Shire Council.

Each year Local Government Victoria (LGV) coordinates and auspices this State-wide Local Government Community Satisfaction Survey throughout Victorian local government areas. This coordinated approach allows for far more cost effective surveying than would be possible if councils commissioned surveys individually.

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.

The main objectives of the survey are to assess the performance of Moira Shire Council across a range of measures and to seek insight into ways to provide improved or more effective service delivery. The survey also provides councils with a means to fulfil some of their statutory reporting requirements as well as acting as a feedback mechanism to LGV.

# SURVEY METHODOLOGY AND SAMPLING

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

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

A total of n=500 completed interviews were achieved in Moira Shire Council. Survey fieldwork was conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March, 2018.

The 2018 results are compared with previous years, as detailed below:

- 2017, n=500 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2016, n=500 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2015, n=500 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=400 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 Moira 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.

# SURVEY METHODOLOGY AND SAMPLING

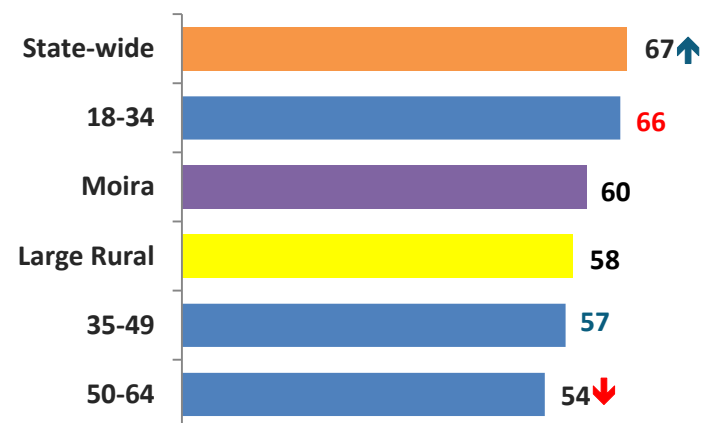
Within tables and index score charts throughout this report, statistically significant differences at the 95% confidence level are represented by upward directing blue and downward directing red arrows. Significance when noted indicates a significantly higher or lower result for the analysis group in 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 blue and red indicate significantly higher or lower results than in 2017. 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 2017.
- The result among 18-34 year olds in the council is significantly lower than the result achieved among this group in 2017.

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



# FURTHER INFORMATION

Further information about the report and explanations about the State-wide Local Government Community Satisfaction Survey can be found in [Appendix B](#), including:

- [Background and objectives](#)
- [Margins of error](#)
- [Analysis and reporting](#)
- [Glossary of terms](#)

## Contacts

For further queries about the conduct and reporting of the 2018 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on (03) 8685 8555.





# KEY FINDINGS & RECOMMENDATIONS

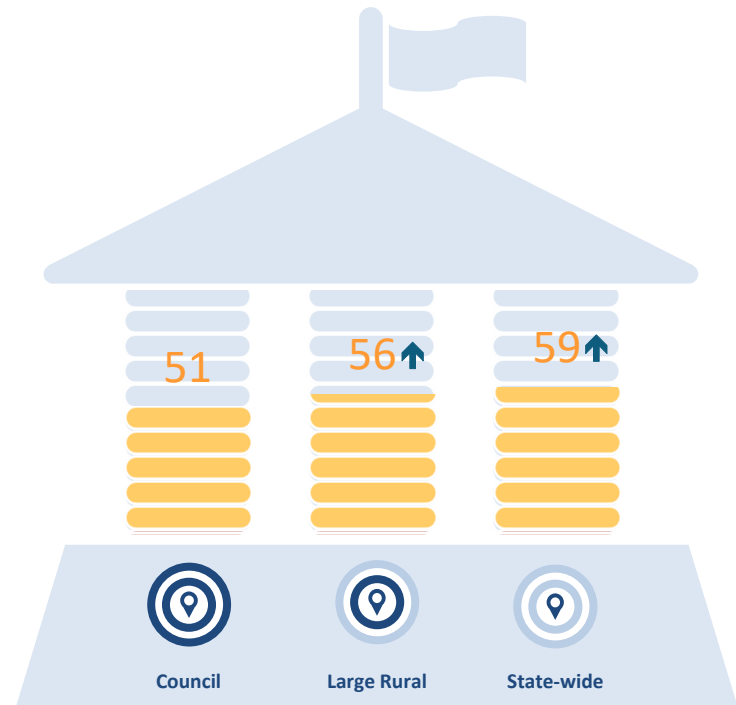


# OVERALL PERFORMANCE

The **overall performance index score of 51** for Moira Shire Council represents a **two-point (not significant) decrease** on the 2017 result, continuing its downward trend since 2016. The 2018 result represents the lowest score since tracking began and is nine index points below Council's peak result of 60 achieved in 2013.

- Moira Shire Council's overall performance is rated *statistically significantly lower* (at the 95% confidence interval) than the average rating for councils **State-wide** and in the **Large Rural** group (index scores of 59 and 56 respectively).
- Review of index scores by demographic and geographic location does not reveal any *significant* differences compared to the Council average rating.

One in ten residents (10%) rates Moira Shire Council's overall performance 'very poor,' more than those who rate it as 'very good' (3%).



## OVERALL COUNCIL PERFORMANCE

Results shown are index scores out of 100.

# OVERVIEW OF CORE PERFORMANCE MEASURES

Review of the core performance measures (as shown on page 18) shows that Moira Shire Council's **performance either declined or remained stable** compared to council's own results in 2017.

- While not *significant declines*, Moira Shire Council's performance on six of the seven core measures decreased on their 2017 result.
- Moira Shire Council's performance on **community consultation and engagement**, **making community decisions** and **advocacy** are *significantly lower* than the **State-wide** and **Large Rural** group council averages.
- Moira Shire Council's performance on **sealed local roads** is also *significantly lower* than the **State-wide** council average, but is similar to the **Large Rural** group average.

There are also notable differences across demographic and geographic cohorts.

- On the measure of **sealed local roads** (index score of 44), residents aged **18 to 34 years** rate council *significantly higher* than average (index score of 51).

- On the measure of **overall council direction** (index score of 49) residents of **Cobram** and those aged **18 to 34 years** rate council *significantly higher* than average (index scores of 56 and 58 respectively). Conversely, residents of **Yarrawonga** rate council *significantly lower* than average (index score of 43).
- On the measure of **community consultation and engagement** (index score of 50) and **making community decisions** (index score of 48) residents of **Nathalia/Numurkah** rate council *significantly higher* than average (index scores of 56 and 54).
- On the measure of **advocacy** (index score of 49), residents aged **18 to 34 years** rate council *significantly higher* than average (index score of 57), whereas residents of **Yarrawonga** rate council *significantly lower* than average (index score of 43).

In the area of **customer service** (index score of 60), Moira Shire Council is performing *significantly lower* than both the **State-wide** and **Large Rural** council averages (index scores of 70 and 67 respectively). This core performance measure is Moira Shire Council's best-performing area.

# CUSTOMER CONTACT AND SERVICE

Around six in ten (59%) Moira Shire Council residents have had recent contact with Council, *significantly higher* than 2017 (51%). The increased level of contact represents the highest amount since 2013, trending back upward after its lowest level in 2017.

- Residents of **Other** had the most contact with council (71%) in 2018. Conversely, residents aged **65+ years** had the least contact with council (51%).
- While there are no *significant* differences in contact across any of the demographic sub-groups, the level of contact among residents aged **18 to 34 years** is *significantly higher* compared to 2017.

Moira Shire Council's **customer service** index of 60 is three index points lower than the result for 2017. While this is not a *significant decline*, this result is the lowest customer service rating Moira Shire Council has received and continues the downward trend in performance since 2015.

Current performance on this measure is now 12 index points lower than Council's peak result of 72 in 2014. As previously mentioned, this core measure is also performing *significantly lower* to the **State-wide** and **Large Rural** group averages.

- One in five residents (21%) rates Council's **customer service** as 'very good', with just under a third (31%) rating it as 'good'. A further quarter of residents (25%) rate it as average.
- There are no *significant* differences in **customer service** across demographic cohorts or compared with 2017.

# AREAS WHERE COUNCIL IS PERFORMING WELL

While there are no *significant declines* in 2018, performance was lower across six of the seven core measures, with a number of core service areas experiencing their lowest results since tracking commenced.

Despite its three-point decline in 2018, **customer service** remains the area where Moira Shire Council has performed **most strongly** overall (index score of 60).

Although **overall council direction** (index score of 49) has exhibited a downward trend in recent years, this area is still performing at a similar level to the **Large Rural** group council average.

- Notably, residents of **Cobram** and those aged **18 to 34 years** appear to be driving positive opinion in this area, with both these cohorts rating council *significantly higher* than average (index scores of 56 and 58 respectively).

Council's performance on the measure of **sealed local roads** has remained stable after declining in 2017. Despite being rated *significantly* lower than the **State-wide** group council average, this service area is performing at a similar level to the **Large Rural** council average.

# FOCUS AREAS FOR COMING 12 MONTHS

**While perceptions of Council did not experience any *significant declines* in performance index scores in the past year, there are several areas for Council to address.**

In terms of priorities for the coming 12 months, Moira Shire Council should focus attention on service areas where performance continues to trend downward and remains *significantly lower* than the **State-wide** and **Large Rural** group council averages.

- One of the service areas that stands out as being most in need of Council attention is **customer service**, which experienced its lowest result since tracking began, 12 points down on its peak score of 72 in 2013. This area is also performing *significantly lower* than the **State-wide** and **Large Rural** group council averages.
- Other areas Council should focus on are **advocacy, making community decisions and community consultation and engagement**, which all experienced their lowest results since tracking began, and are performing *significantly lower* than **State-wide** and **Large Rural** group council averages.

On the positive side, Council should look to **maintain** and **build** on its performance in **sealed local roads** over the next 12 months with this measure stabilising after experiencing a *significant* decline in 2017.

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

# FURTHER AREAS OF EXPLORATION

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

**A personal briefing by senior JWS Research representatives is also available to assist in providing both explanation and interpretation of the results. Please contact JWS Research on 03 8685 8555.**

# SNAPSHOT OF KEY FINDINGS

## Higher results in 2018

(Significantly *higher* result than 2017)

- *None applicable*

## Lower results in 2018

(Significantly *lower* result than 2017)

- *None applicable*

## Most favourably disposed towards Council

- Aged 18 to 34 years

## Least favourably disposed towards Council

- Yarrawonga residents





# SUMMARY OF FINDINGS

# 2018 SUMMARY OF CORE MEASURES

## INDEX SCORE RESULTS



Overall  
Performance



Community  
Consultation



Advocacy



Making  
Community  
Decisions



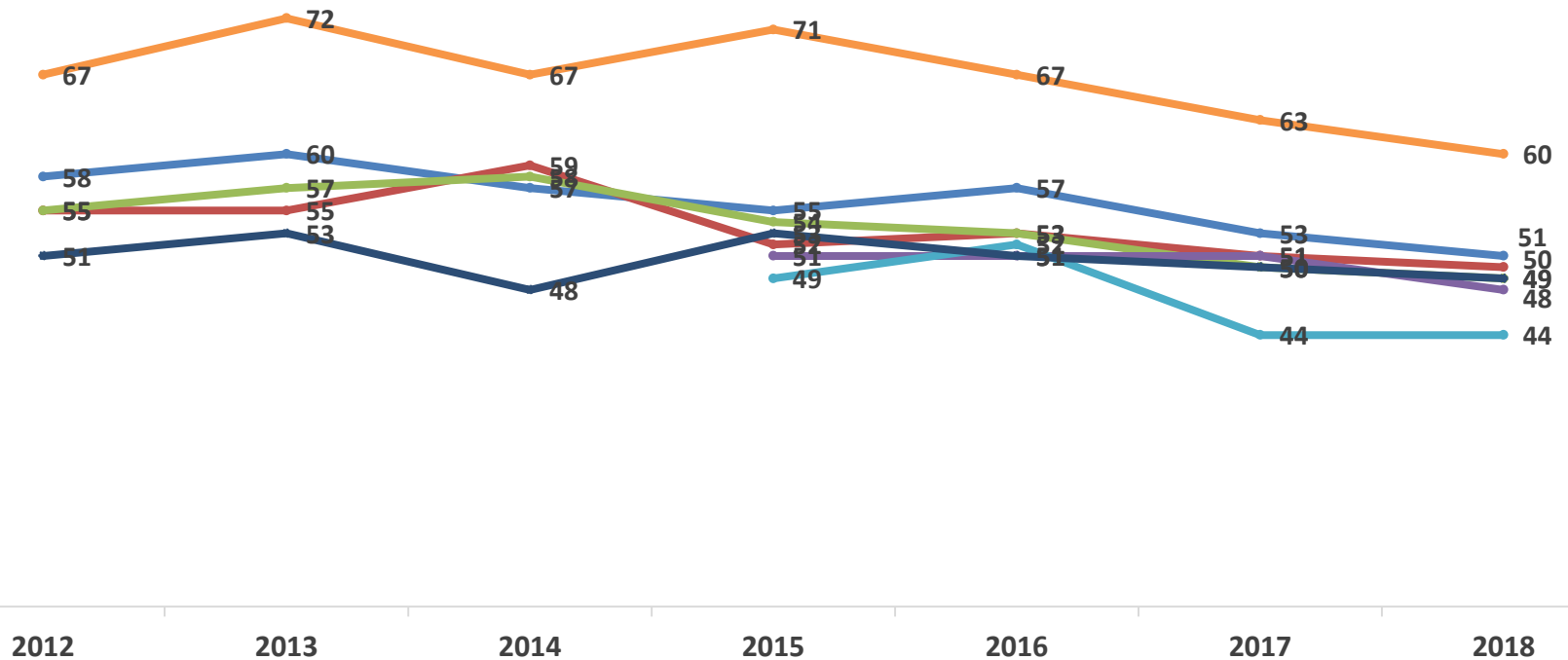
Sealed  
Local  
Roads



Customer  
Service



Overall  
Council  
Direction



# 2018 SUMMARY OF CORE MEASURES

## DETAILED ANALYSIS

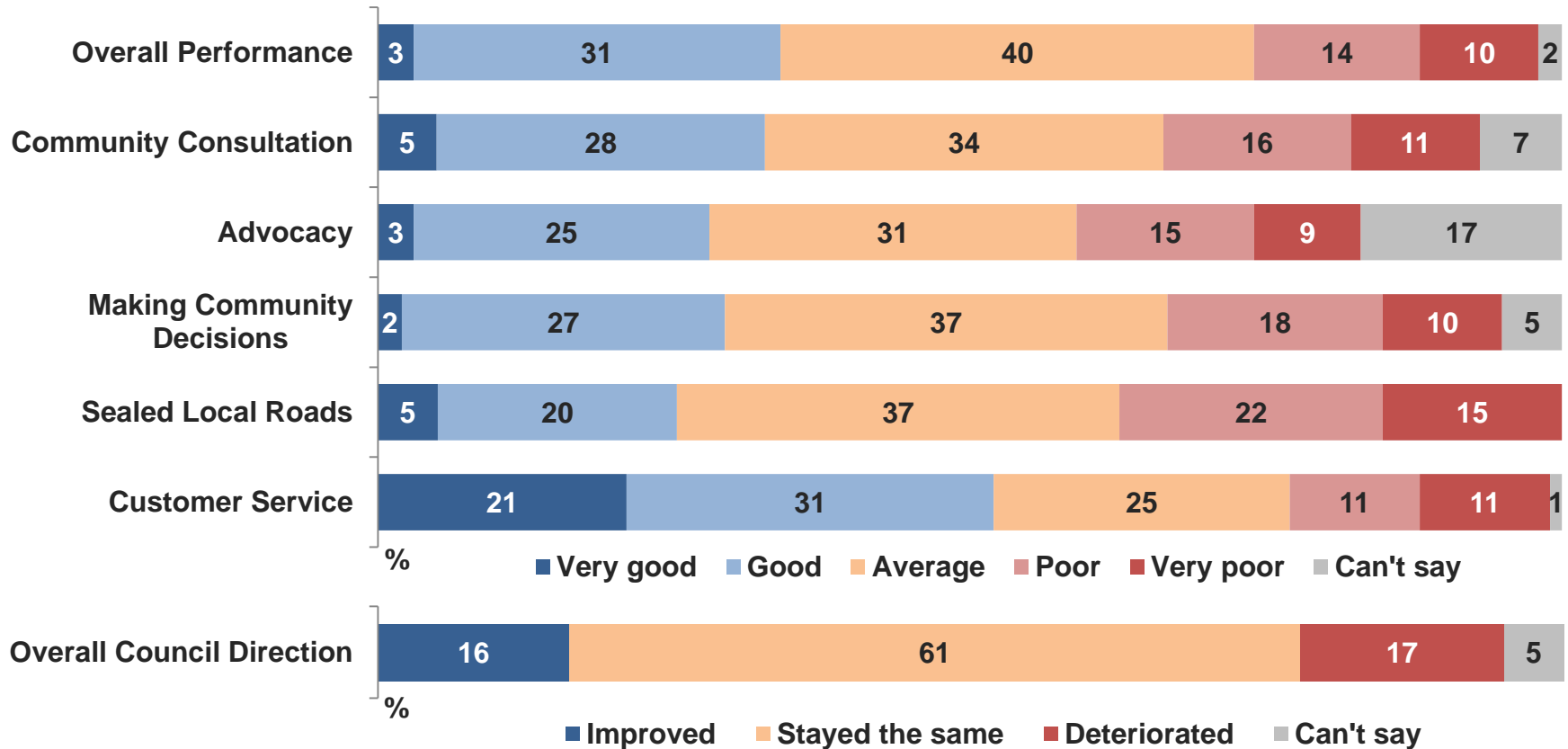
Performance Measures	Moira 2018	Moira 2017	Large Rural 2018	State-wide 2018	Highest score	Lowest score
<b>OVERALL PERFORMANCE</b>	<b>51</b>	53	56	59	Aged 18-34 years	Aged 50-64 years
<b>COMMUNITY CONSULTATION</b> (Community consultation and engagement)	<b>50</b>	51	54	55	Aged 18-34 years, Nathalia/Numurkah	Yarrowonga
<b>ADVOCACY</b> (Lobbying on behalf of the community)	<b>49</b>	50	52	54	Aged 18-34 years	Yarrowonga
<b>MAKING COMMUNITY DECISIONS</b> (Decisions made in the interest of the community)	<b>48</b>	51	52	54	Nathalia/Numurkah	Yarrowonga
<b>SEALED LOCAL ROADS</b> (Condition of sealed local roads)	<b>44</b>	44	45	53	Aged 18-34 years	Aged 50-64 years
<b>CUSTOMER SERVICE</b>	<b>60</b>	63	67	70	Women	Men
<b>OVERALL COUNCIL DIRECTION</b>	<b>49</b>	50	52	52	Aged 18-34 years	Yarrowonga

# 2018 SUMMARY OF KEY COMMUNITY SATISFACTION

## PERCENTAGE RESULTS



### Key Measures Summary Results

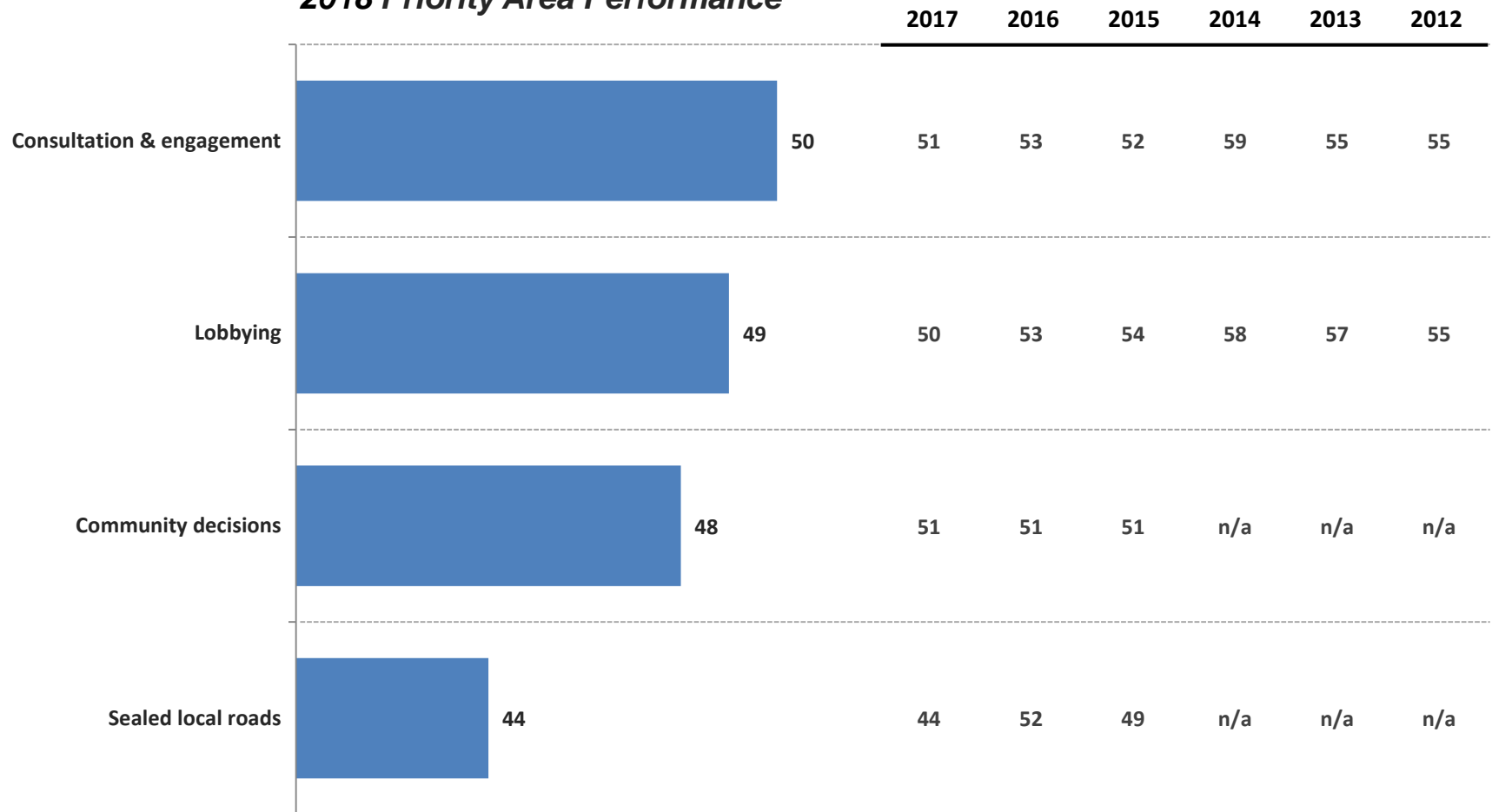


# 2018 PERFORMANCE SUMMARY

## INDEX SCORES OVER TIME



### 2018 Priority Area Performance

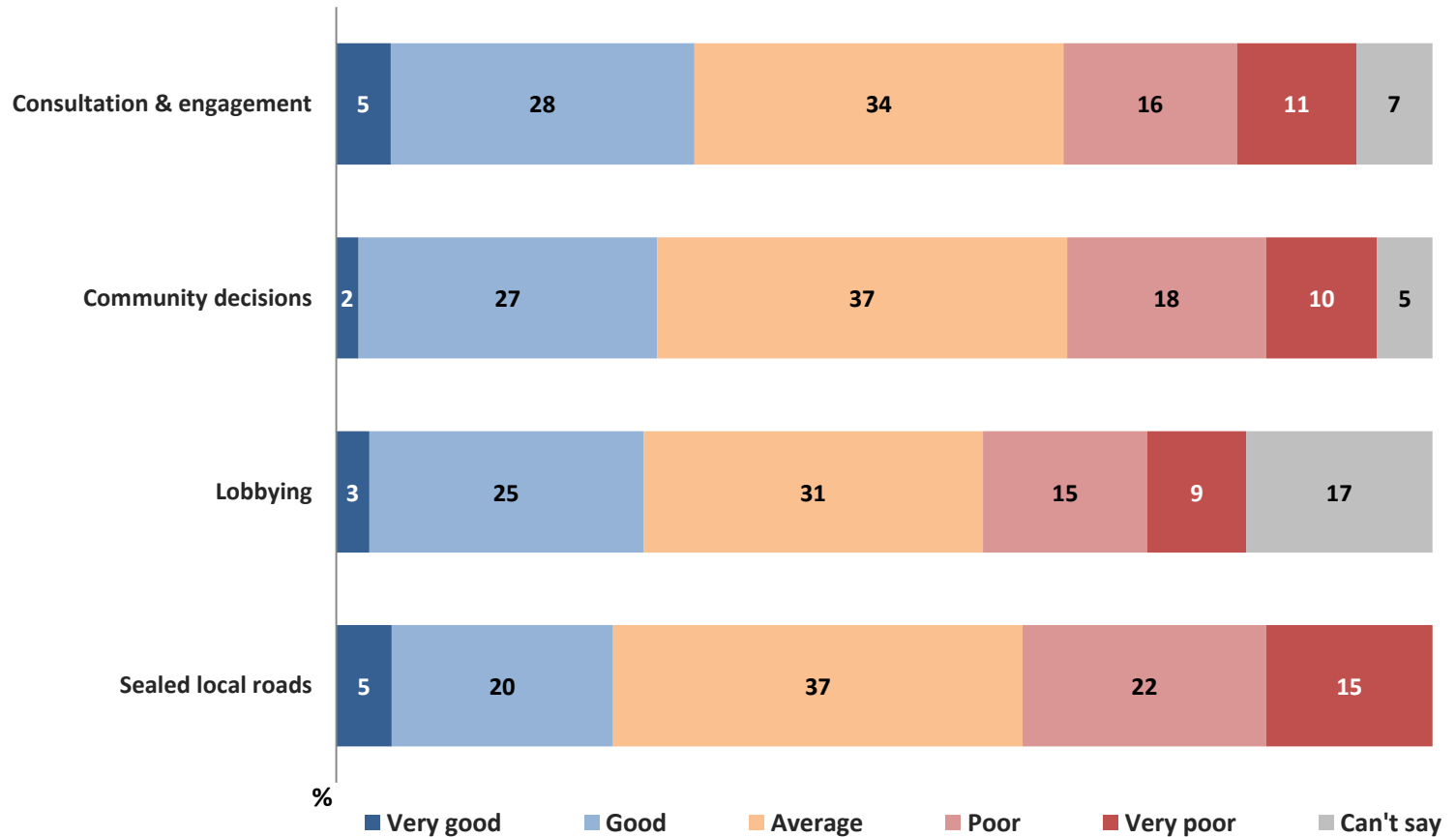


Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18  
 Note: Please see page 6 for explanation of significant differences.

# 2018 PERFORMANCE SUMMARY

## DETAILED PERCENTAGES

### Individual Service Areas Performance



# INDIVIDUAL SERVICE AREAS SUMMARY


## COUNCIL'S PERFORMANCE VS STATE-WIDE AVERAGE



### Significantly Higher than State-wide Average

- None Applicable

### Significantly Lower than State-wide Average

- Consultation & engagement
  - Lobbying
  - Making community decisions
  - Sealed local roads
- 



# INDIVIDUAL SERVICE AREAS SUMMARY

## COUNCIL'S PERFORMANCE VS GROUP AVERAGE


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### Significantly Higher than Group Average

- None Applicable

### Significantly Lower than Group Average

- Consultation & engagement
  - Lobbying
  - Making community decisions
- 



# DETAILED FINDINGS

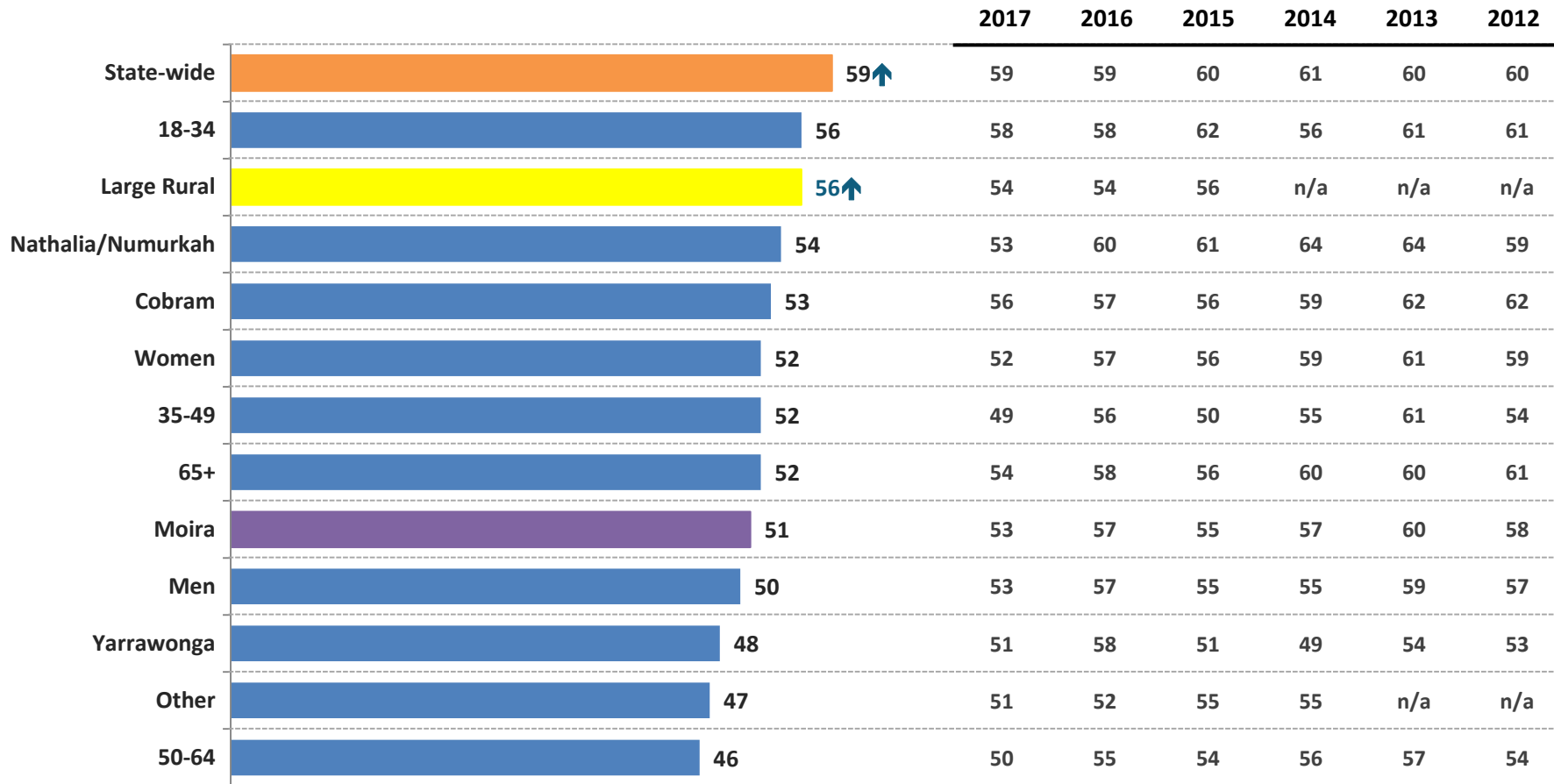
A satellite-style map of the United States at night, showing city lights and a glowing network of lines across the landmass. The text is overlaid on the left side of the map.

# KEY CORE MEASURE OVERALL PERFORMANCE

# OVERALL PERFORMANCE

## INDEX SCORES

### 2018 Overall Performance



Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Moira 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?

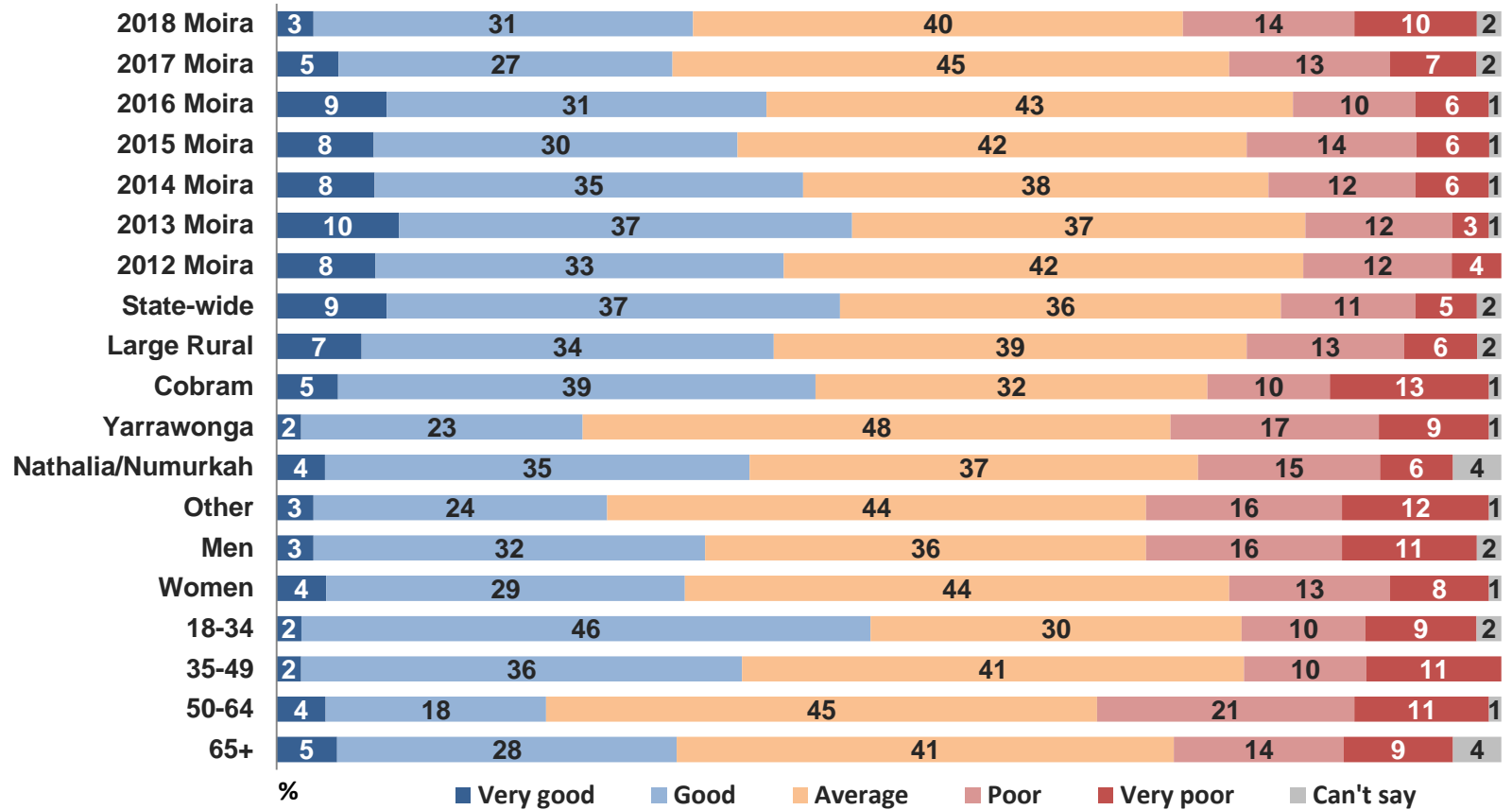
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18

Note: Please see page 6 for explanation about significant differences.

# OVERALL PERFORMANCE

## DETAILED PERCENTAGES

### 2018 Overall Performance



Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Moira 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: 64 Councils asked group: 18



**KEY CORE MEASURE  
CUSTOMER SERVICE**

# CONTACT LAST 12 MONTHS

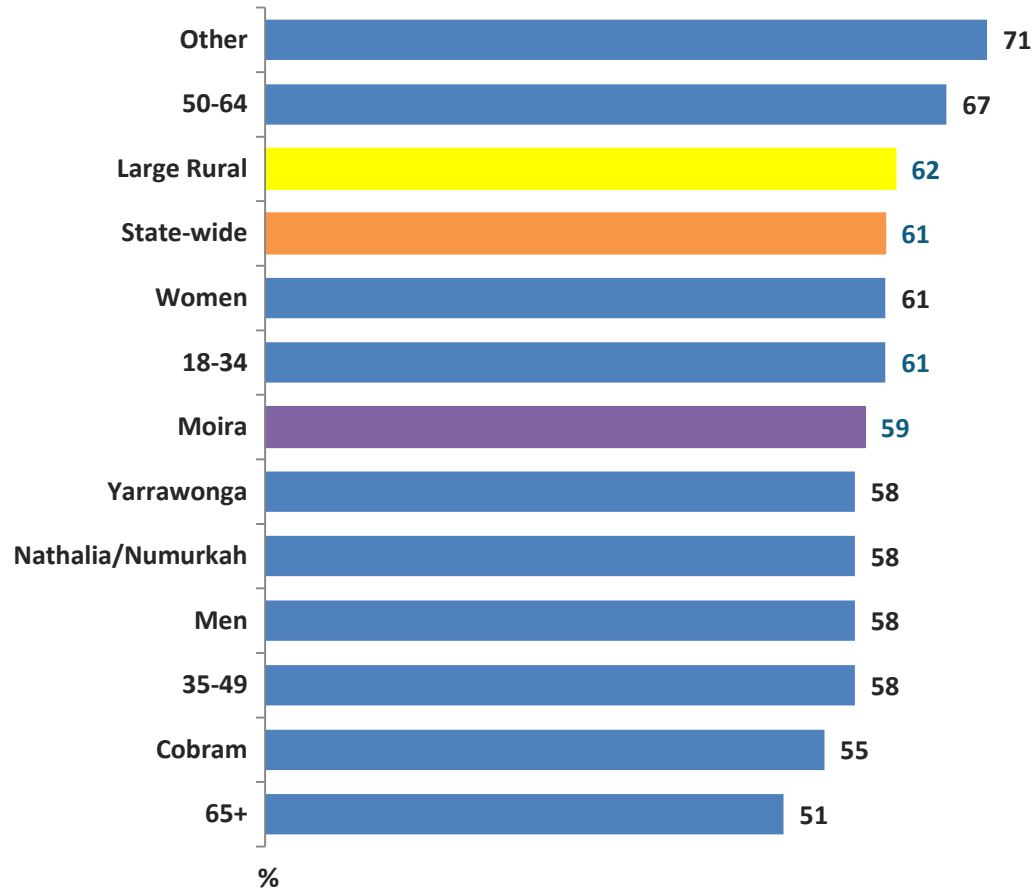
## SUMMARY

<b>Overall contact with Moira Shire Council</b>	<ul style="list-style-type: none"><li>• 59%, up 8 points on 2017</li></ul>
<b>Most contact with Moira Shire Council</b>	<ul style="list-style-type: none"><li>• 'Other' residents</li></ul>
<b>Least contact with Moira Shire Council</b>	<ul style="list-style-type: none"><li>• Aged 65+ years</li></ul>
<b>Customer service rating</b>	<ul style="list-style-type: none"><li>• Index score of 60, down 3 points on 2017</li></ul>
<b>Most satisfied with customer service</b>	<ul style="list-style-type: none"><li>• Women</li></ul>
<b>Least satisfied with customer service</b>	<ul style="list-style-type: none"><li>• Men</li><li>• Aged 65+ years</li></ul>



# 2018 CONTACT WITH COUNCIL

**2018 Contact with Council**



Q5. Over the last 12 months, have you or any member of your household had any contact with Moira Shire Council? This may have been in person, in writing, by telephone conversation, by text message, by email or via their website or social media such as Facebook or Twitter?

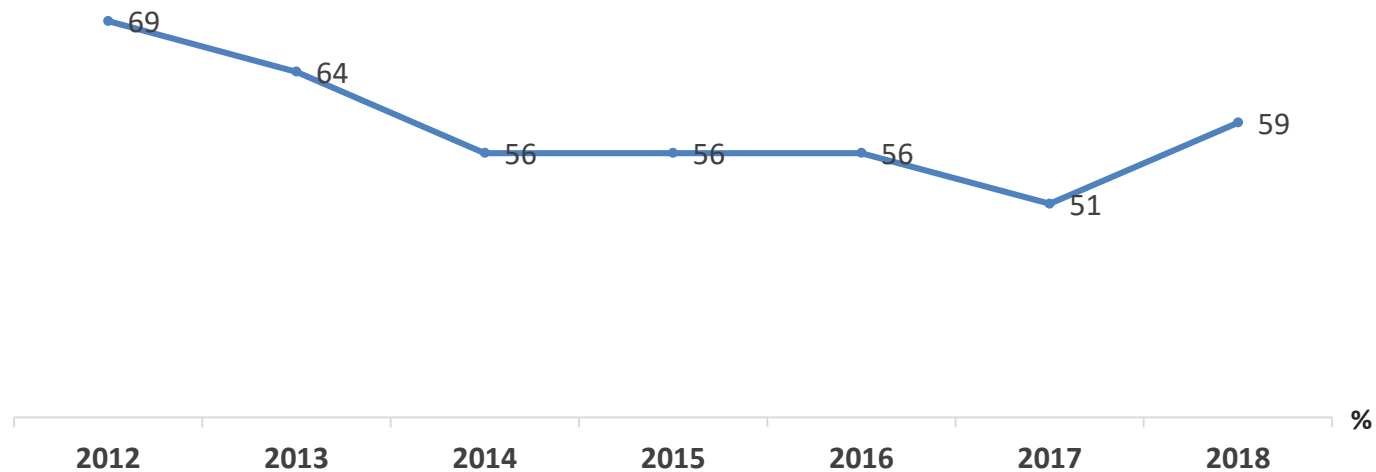
Base: All respondents. Councils asked state-wide: 43 Councils asked group: 13

Note: Please see page 6 for explanation about significant differences.

# 2018 CONTACT WITH COUNCIL

## 2018 Contact with Council

Have had contact



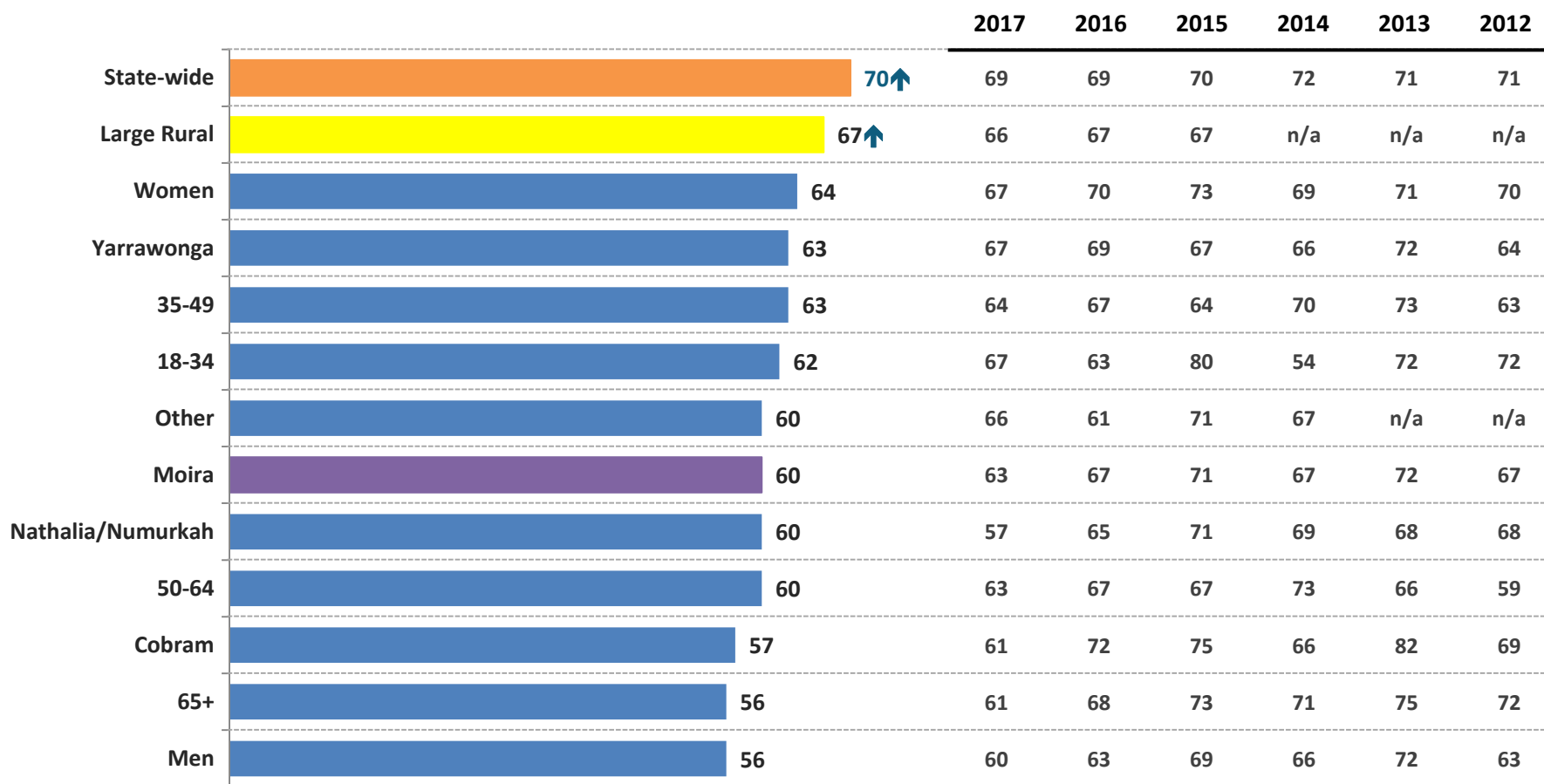
Q5. Over the last 12 months, have you or any member of your household had any contact with Moira Shire Council? This may have been in person, in writing, by telephone conversation, by text message, by email or via their website or social media such as Facebook or Twitter?

Base: All respondents. Councils asked state-wide: 43 Councils asked group: 13

# 2018 CONTACT CUSTOMER SERVICE INDEX SCORES



## 2018 Customer Service Rating



Q5c. Thinking of the most recent contact, how would you rate Moira 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.

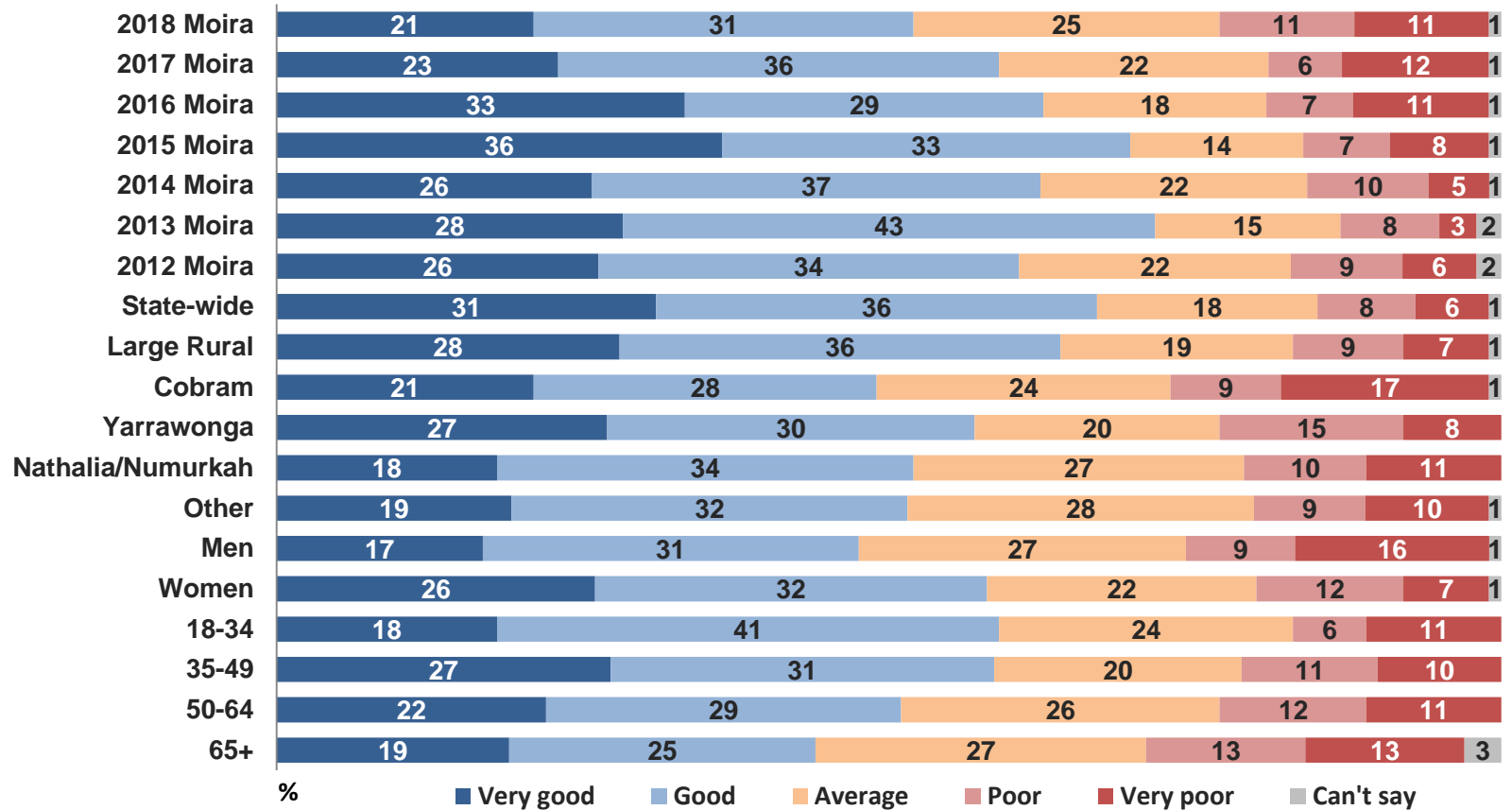
Councils asked state-wide: 64 Councils asked group: 18

Note: Please see page 6 for explanation about significant differences.

# 2018 CONTACT CUSTOMER SERVICE

## DETAILED PERCENTAGES

### 2018 Customer Service Rating



Q5c. Thinking of the most recent contact, how would you rate Moira 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: 64 Councils asked group: 18



# KEY CORE MEASURE COUNCIL DIRECTION INDICATORS

# COUNCIL DIRECTION SUMMARY

## Council direction

- 61% stayed about the same, down 4 points on 2017
- 16% improved, up 1 point on 2017
- 17% deteriorated, up 2 points on 2017

## Most satisfied with council direction

- Aged 18-34 years
- Cobram

## Least satisfied with council direction

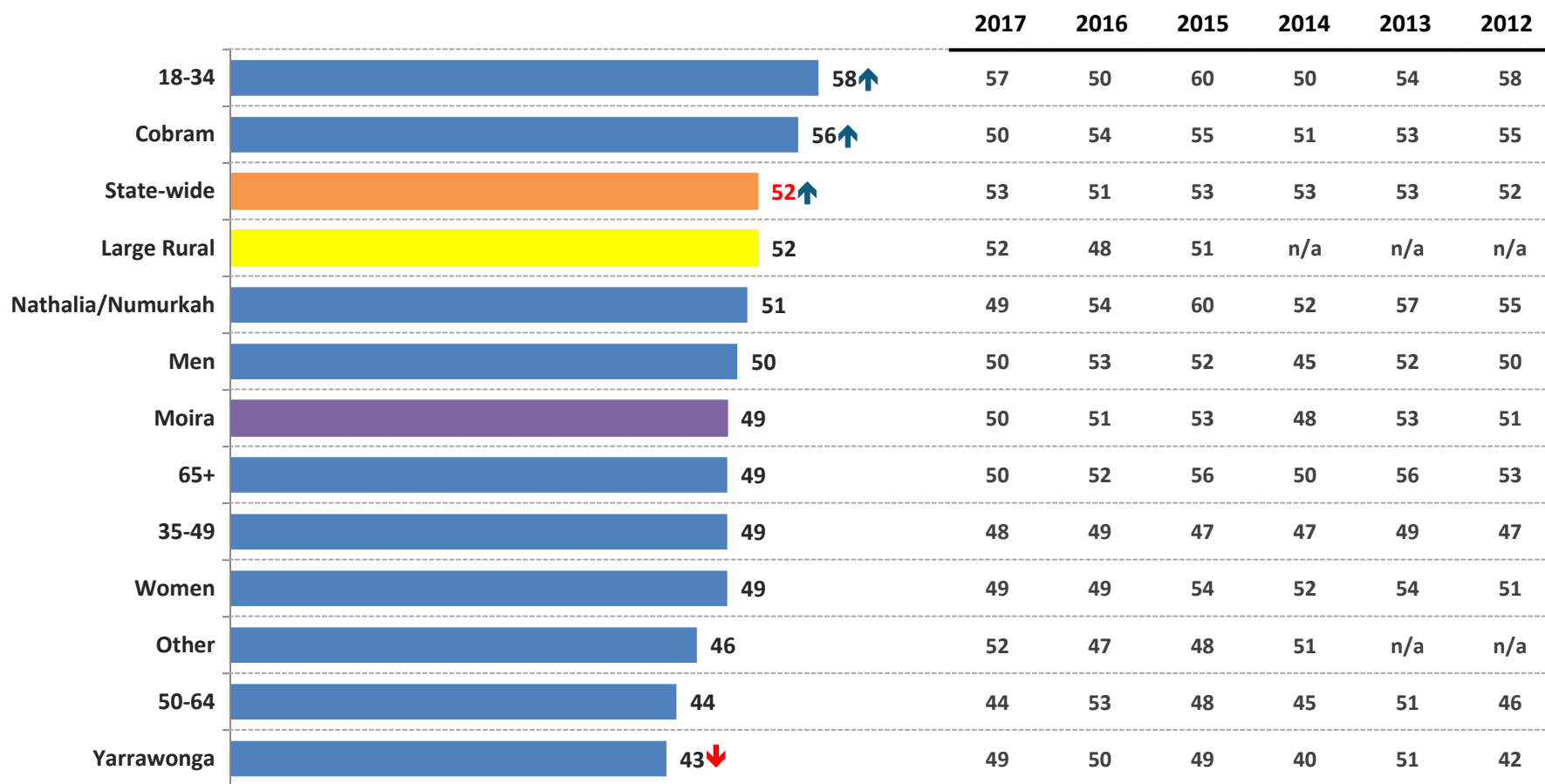
- Yarrawonga
- Aged 50-64 years

# 2018 OVERALL COUNCIL DIRECTION LAST 12 MONTHS

## INDEX SCORES



### 2018 Overall Direction



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

Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18

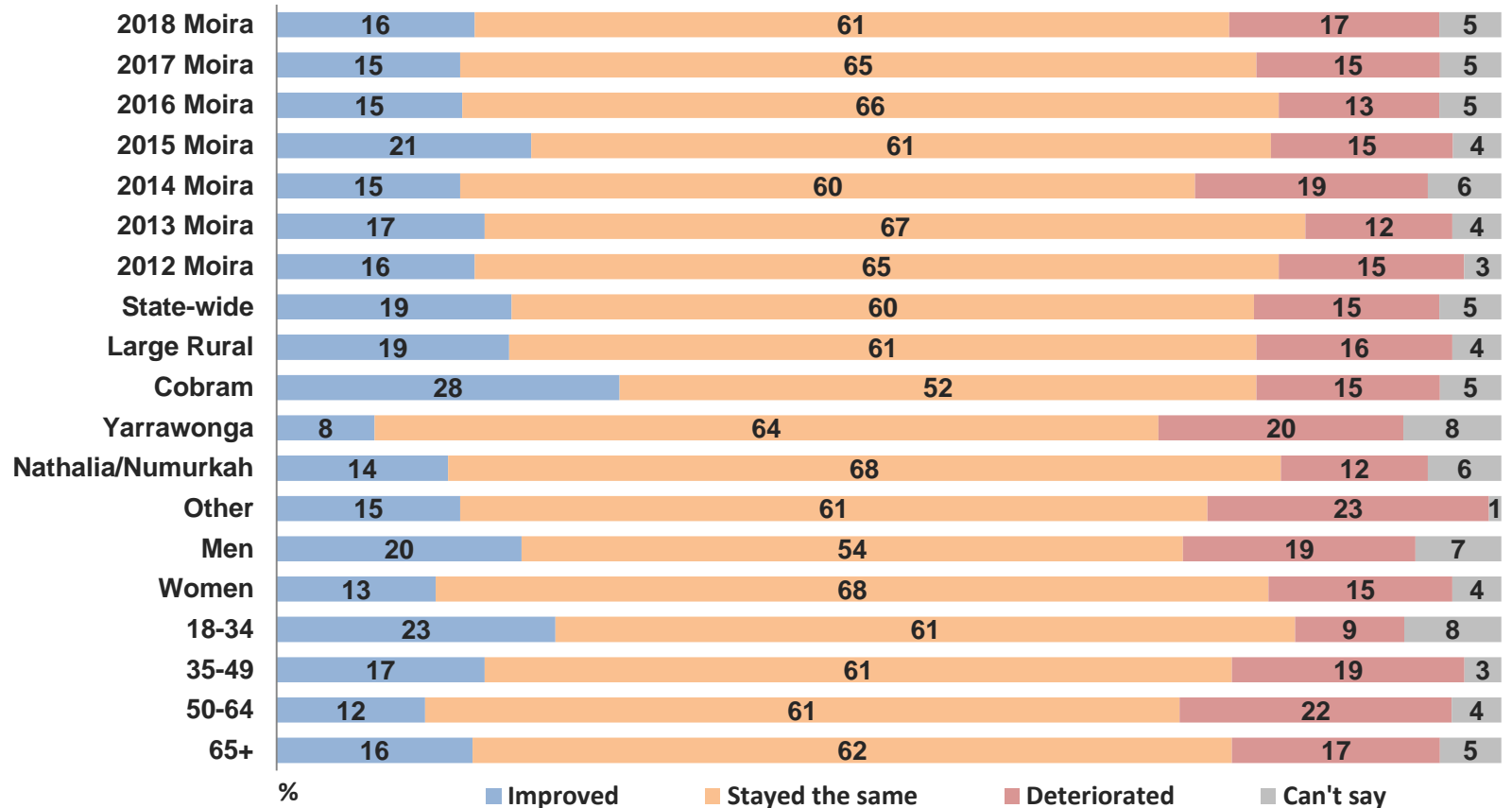
Note: Please see page 6 for explanation about significant differences.



# 2018 OVERALL COUNCIL DIRECTION LAST 12 MONTHS

## DETAILED PERCENTAGES

### 2018 Overall Direction



Q6. Over the last 12 months, what is your view of the direction of Moira Shire Council's overall performance?  
 Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18

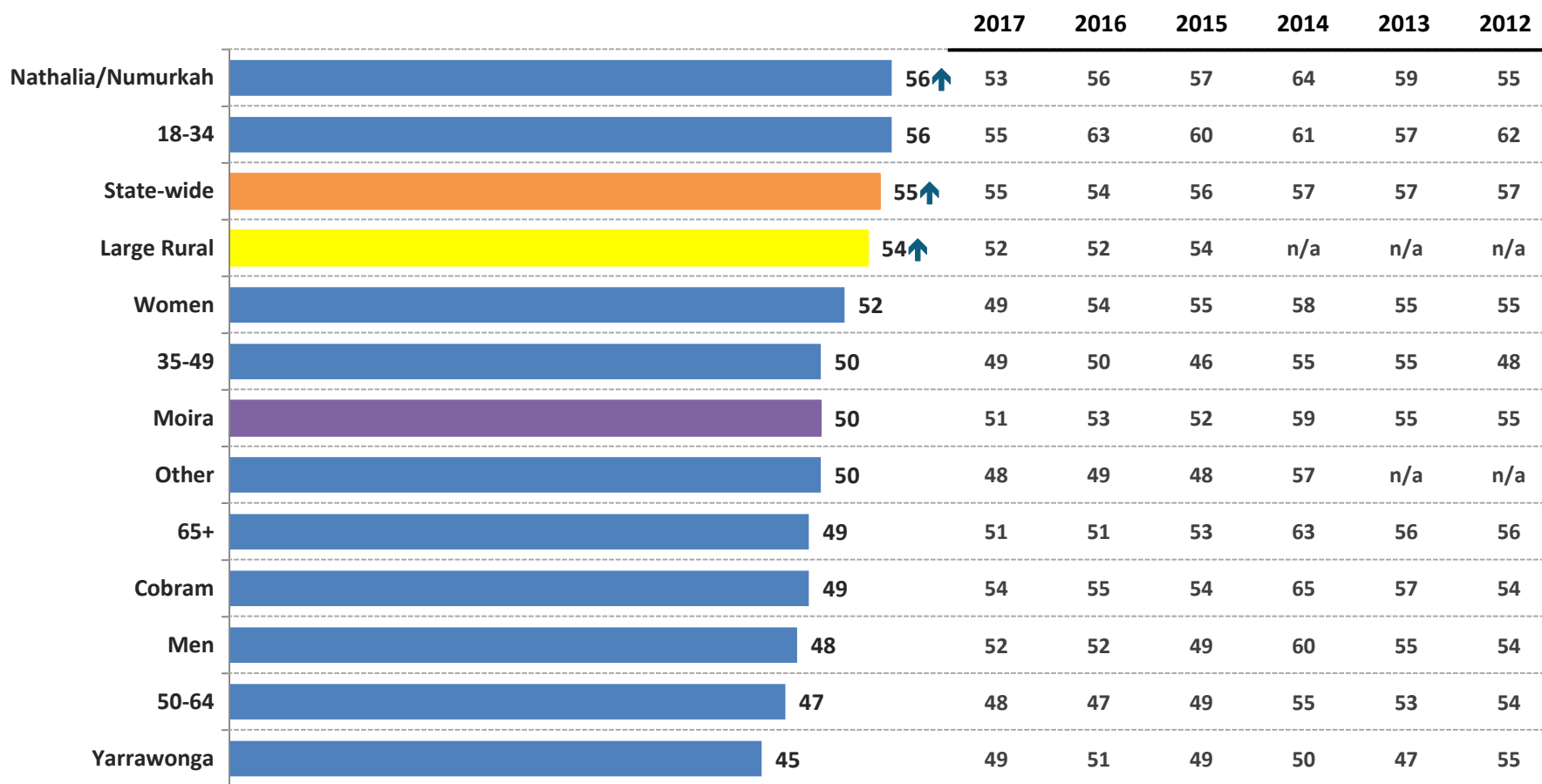


# INDIVIDUAL SERVICE AREAS

# 2018 COMMUNITY CONSULTATION AND ENGAGEMENT PERFORMANCE INDEX SCORES



## 2018 Consultation and Engagement Performance



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

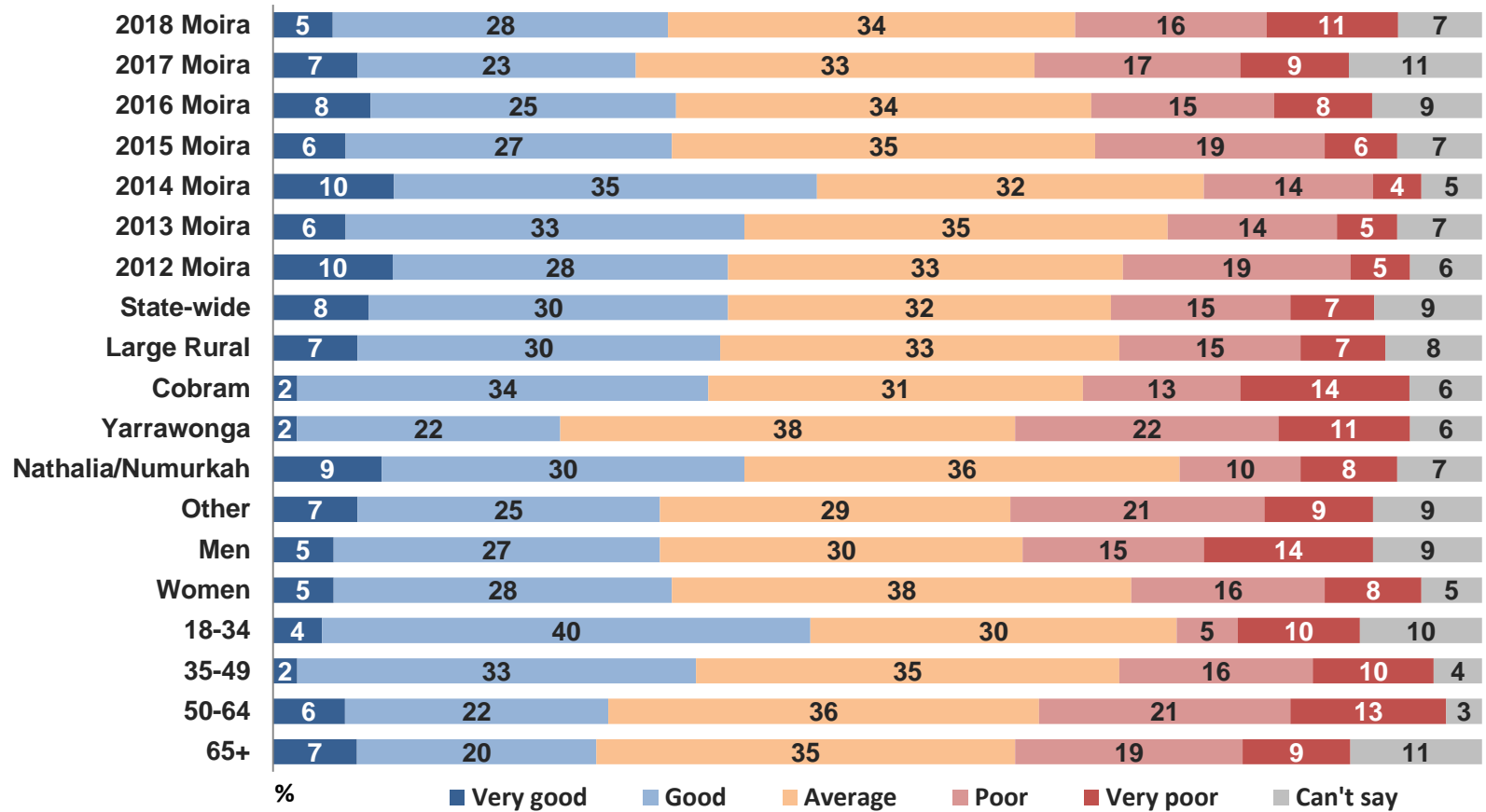
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18

Note: Please see page 6 for explanation about significant differences.

# 2018 COMMUNITY CONSULTATION AND ENGAGEMENT

## PERFORMANCE DETAILED PERCENTAGES

### 2018 Consultation and Engagement Performance

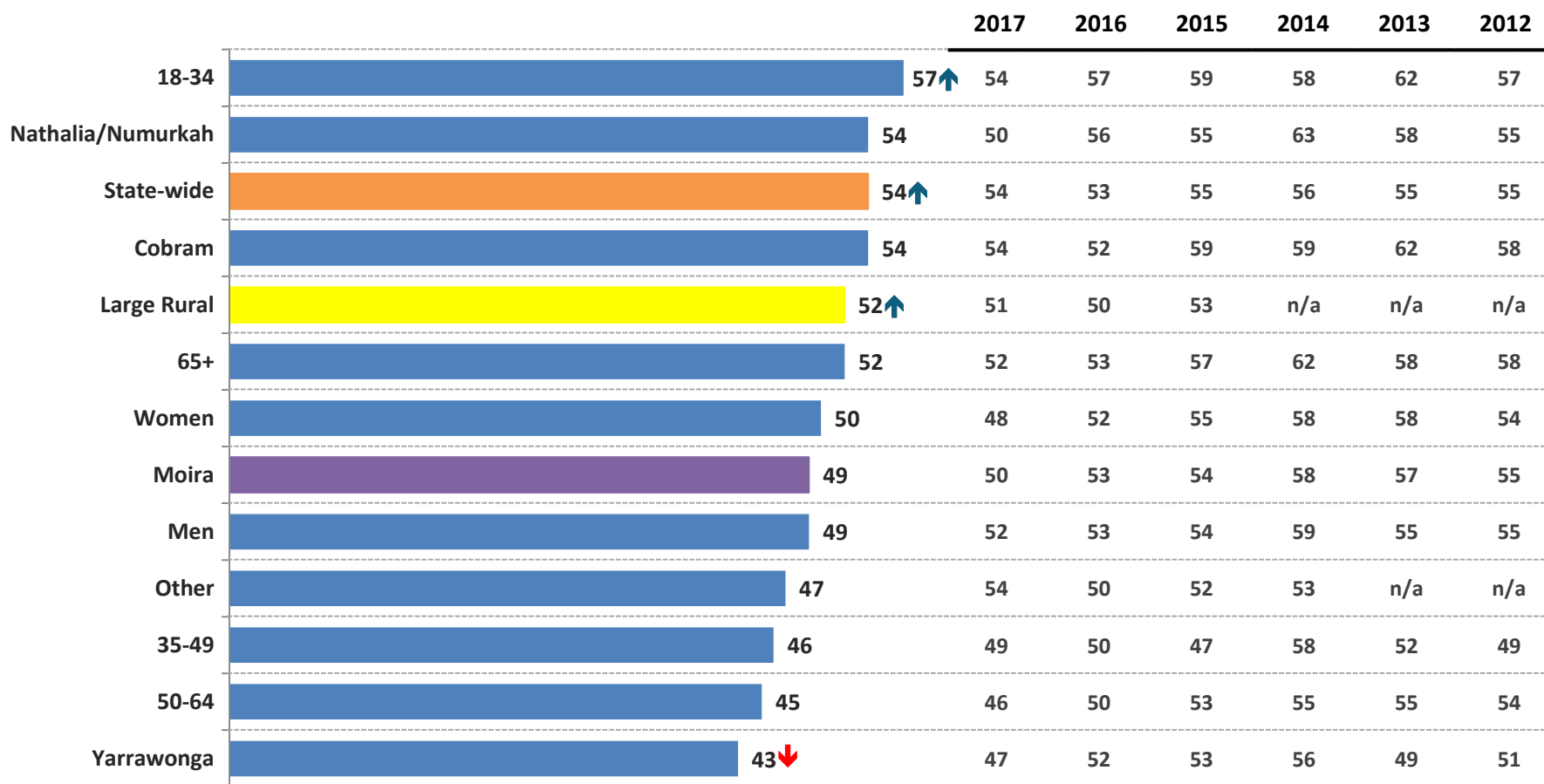


# 2018 LOBBYING ON BEHALF OF THE COMMUNITY

## PERFORMANCE INDEX SCORES



### 2018 Lobbying Performance



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

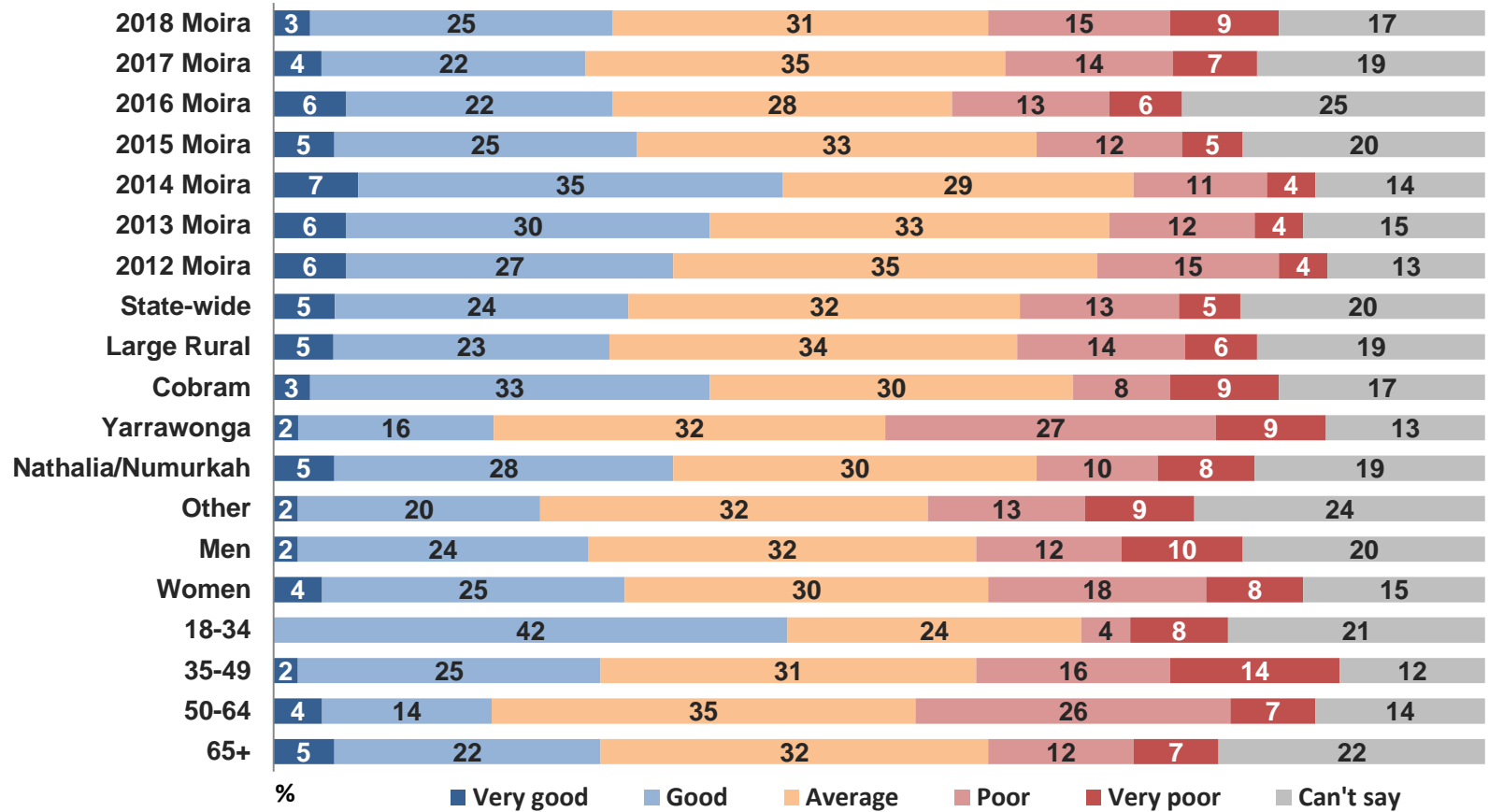
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18

Note: Please see page 6 for explanation about significant differences.

# 2018 LOBBYING ON BEHALF OF THE COMMUNITY

## PERFORMANCE DETAILED PERCENTAGES

### 2018 Lobbying Performance

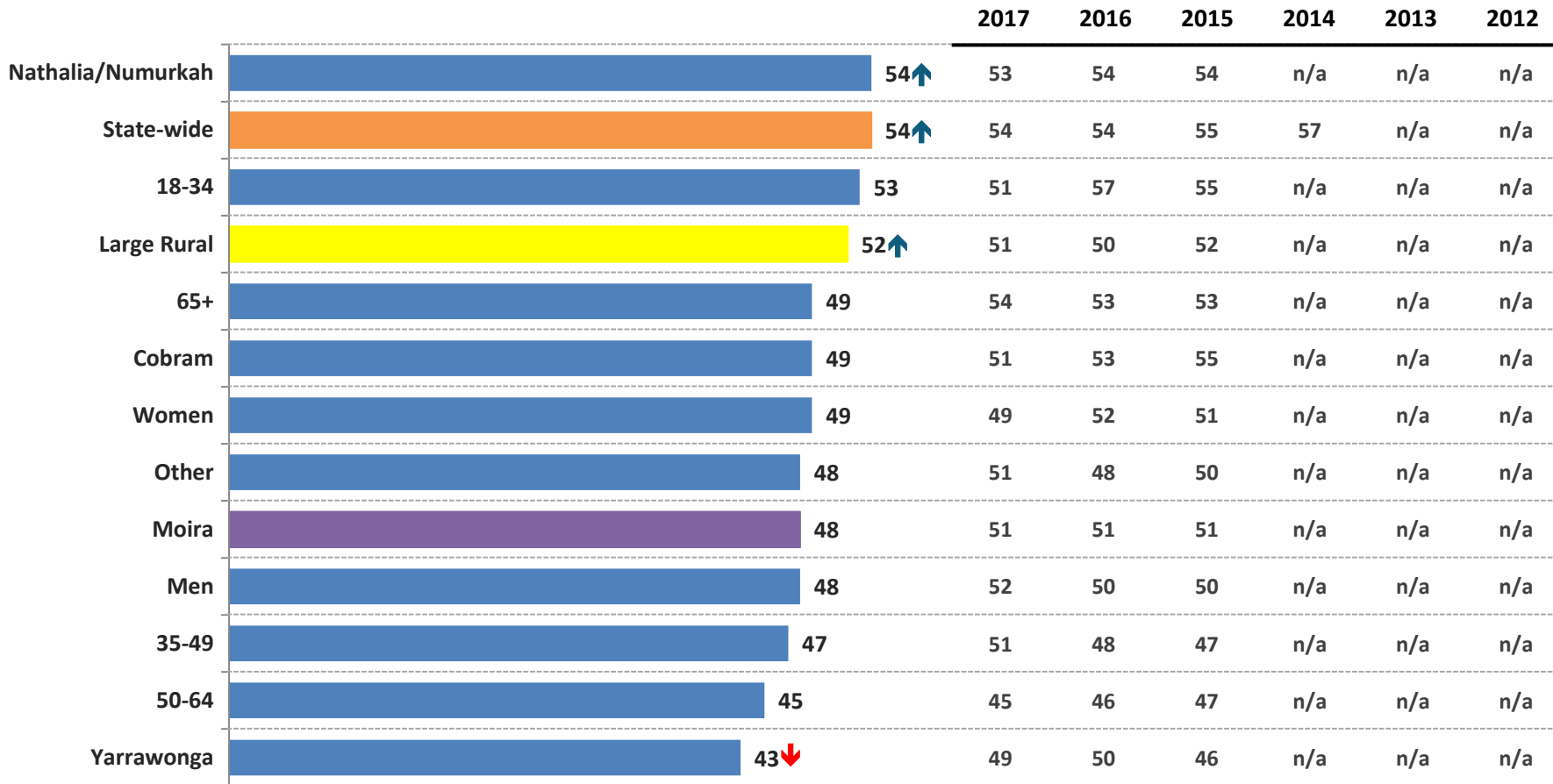


# 2018 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY

## PERFORMANCE INDEX SCORES



### 2018 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: 64 Councils asked group: 18

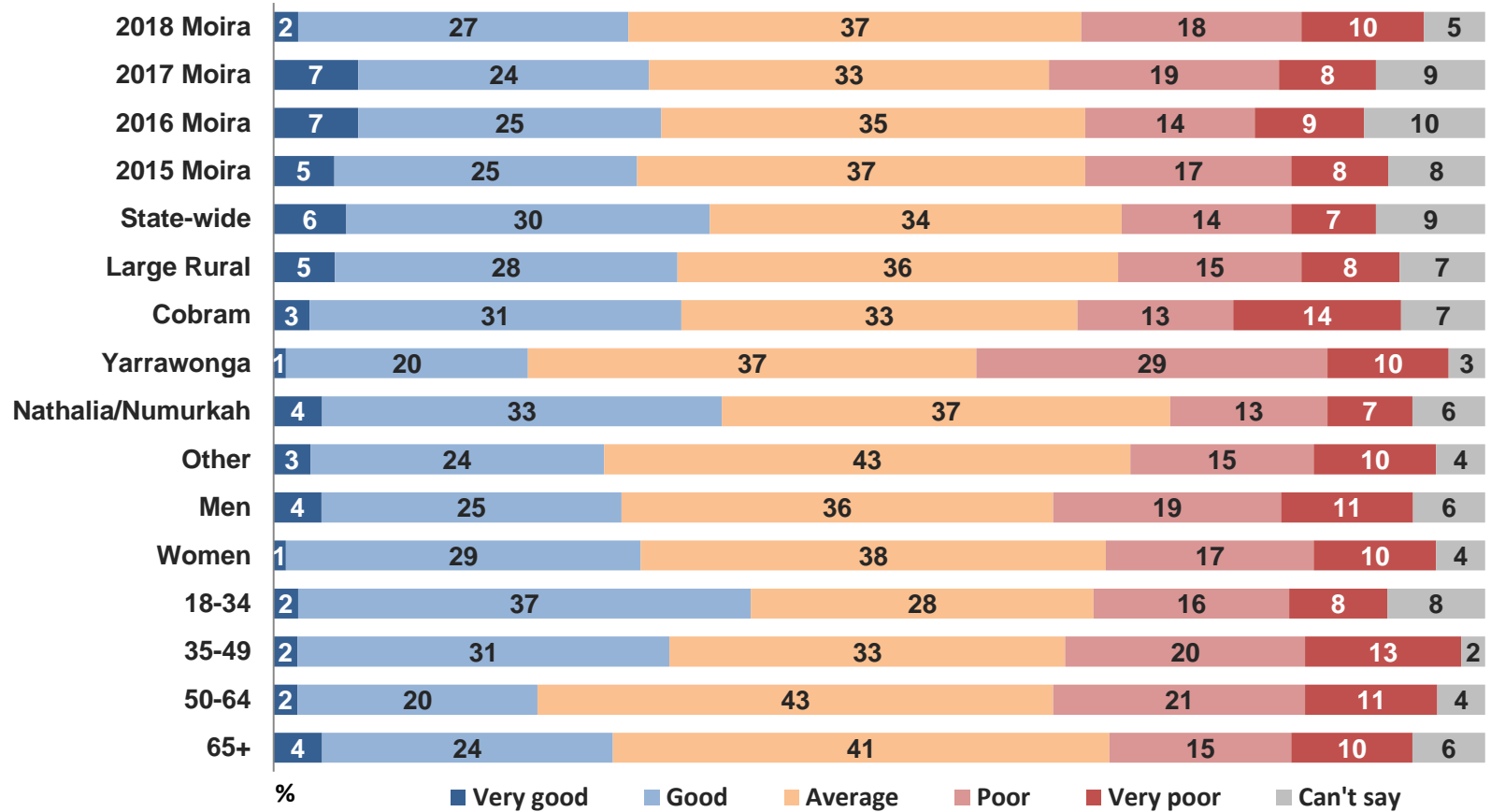
Note: Please see page 6 for explanation about significant differences.

# 2018 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY

## PERFORMANCE DETAILED PERCENTAGES



### 2018 Community Decisions Made Performance



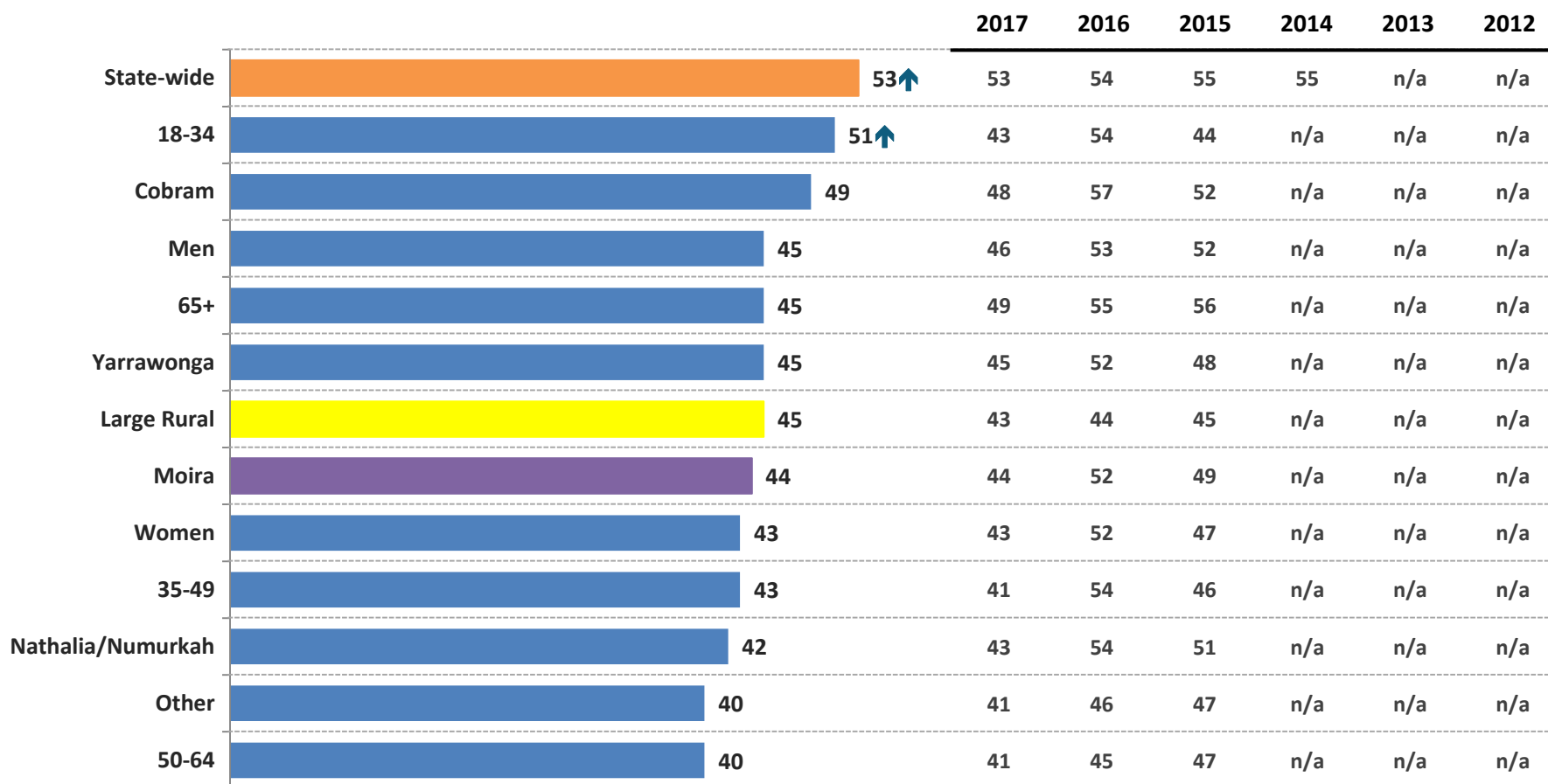


# 2018 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA

## PERFORMANCE INDEX SCORES



### 2018 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: 64 Councils asked group: 18

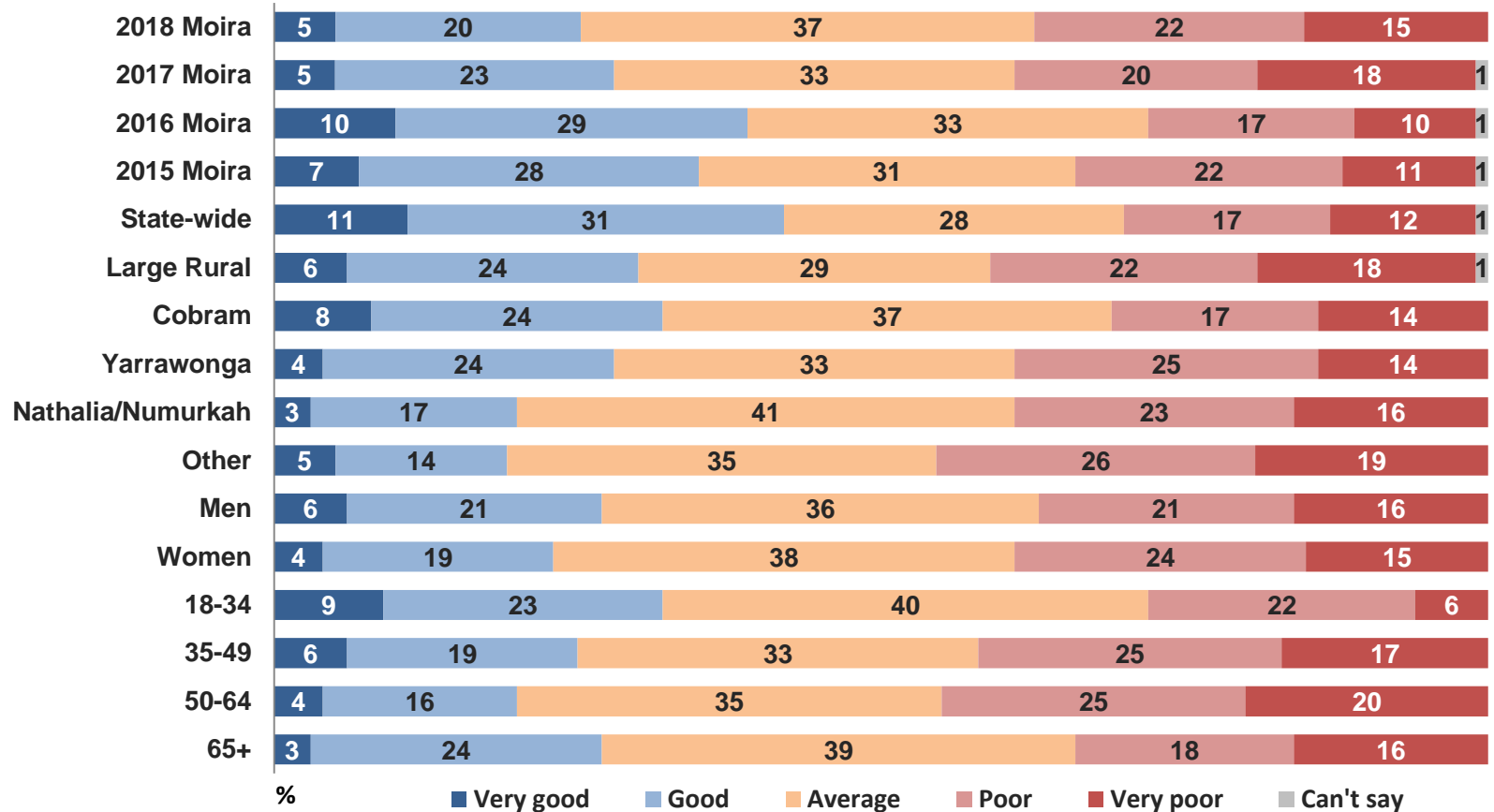
Note: Please see page 6 for explanation about significant differences.

# 2018 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA

## PERFORMANCE DETAILED PERCENTAGES



### 2018 Sealed Local Roads Performance

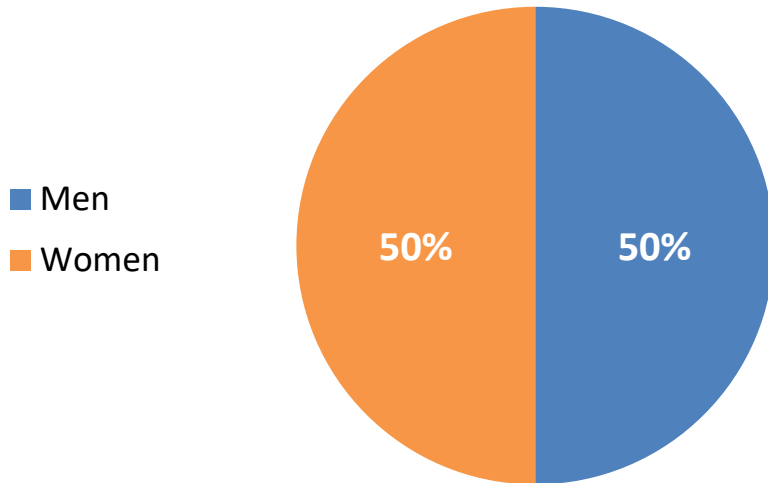




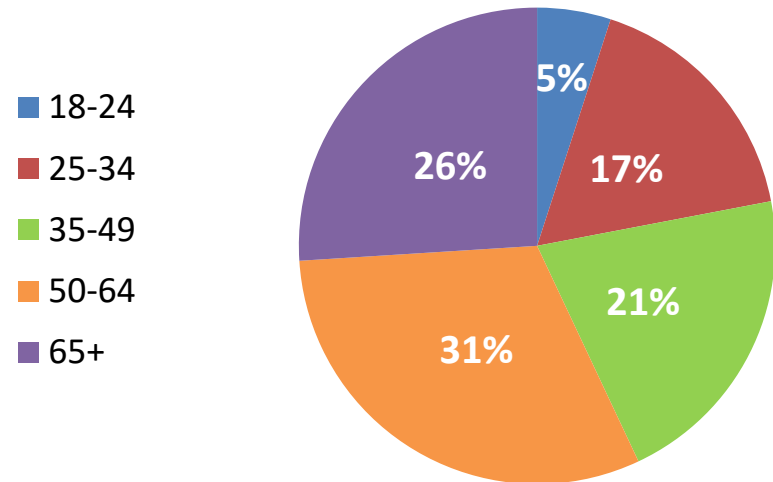
# DETAILED DEMOGRAPHICS

# 2018 GENDER AND AGE PROFILE


### Gender



### Age



*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:  
DETAILED SURVEY TABULATIONS  
AVAILABLE IN SUPPLIED EXCEL FILE**



**APPENDIX B:  
FURTHER PROJECT INFORMATION**

# APPENDIX B:

## BACKGROUND AND OBJECTIVES

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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 Moira 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 2012-2018 have been made throughout this report as appropriate.**

# APPENDIX B:

## MARGINS OF ERROR

The sample size for the 2018 State-wide Local Government Community Satisfaction Survey for Moira Shire Council was 500. 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 500 interviews is +/-4.3% 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 45.7% - 54.3%.

Maximum margins of error are listed in the table below, based on a population of 23,000 people aged 18 years or over for Moira Shire Council, according to ABS estimates.

Demographic	Actual survey sample size	Weighted base	Maximum margin of error at 95% confidence interval
Moira Shire Council	500	400	+/-4.3
Men	238	199	+/-6.3
Women	262	201	+/-6.0
Cobram	120	105	+/-9.0
Yarrawonga	162	119	+/-7.7
Nathalia/Numurkah	129	109	+/-8.6
Other	89	68	+/-10.4
18-34 years	50	87	+/-14.0
35-49 years	119	84	+/-9.0
50-64 years	179	124	+/-7.3
65+ years	152	105	+/-7.9



# 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 2018, 64 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 2012-2018 vary slightly.

### **Council Groups**

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

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

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

Wherever appropriate, results for Moira Shire Council for this 2018 State-wide Local Government Community Satisfaction Survey have been compared against other participating councils in the Large Rural group and on a state-wide basis. Please note that council groupings changed for 2015, and as such comparisons to council group results before that time can not be made within the reported charts.

# APPENDIX B: ANALYSIS AND REPORTING

## 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.

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%	--	<b>INDEX SCORE</b> 60

# APPENDIX B: ANALYSIS AND REPORTING

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
Improved	36%	100	36
Stayed the same	40%	50	20
Deteriorated	23%	0	0
Can't say	1%	--	<b>INDEX SCORE 56</b>

# APPENDIX B:

## INDEX SCORE IMPLICATIONS

Index scores are indicative of an overall rating on a particular service area. In this context, index scores indicate:

- a) how well council is seen to be performing in a particular service area; or
- b) the level of importance placed on a particular service area.

For ease of interpretation, index score ratings can be categorised as follows:

INDEX SCORE	Performance implication	Importance implication
75 – 100	Council is performing <b>very well</b> in this service area	This service area is seen to be <b>extremely important</b>
60 – 75	Council is performing <b>well</b> in this service area, but there is room for improvement	This service area is seen to be <b>very important</b>
50 – 60	Council is performing <b>satisfactorily</b> in this service area but needs to improve	This service area is seen to be <b>fairly important</b>
40 – 50	Council is performing <b>poorly</b> in this service area	This service area is seen to be <b>somewhat important</b>
0 – 40	Council is performing <b>very poorly</b> in this service area	This service area is seen to be <b>not that important</b>

# APPENDIX B:

## INDEX SCORE SIGNIFICANT DIFFERENCE CALCULATION

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

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

Where:

- \$1 = Index Score 1
- \$2 = Index Score 2
- \$3 = unweighted sample count 1
- \$4 = unweighted sample count 1
- \$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:

## ANALYSIS AND REPORTING

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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 2018 State-wide Local Government Community Satisfaction Survey was designated as 'Core' and therefore compulsory inclusions for all participating Councils.

These core questions comprised:

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

Reporting of results for these core questions can always be compared against other participating councils in the council group and against all participating councils state-wide. Alternatively, some questions in the 2018 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 2018 State-wide Local Government Community Satisfaction Survey receives a customised report. In addition, the state government is supplied with a state-wide summary report of the aggregate results of 'Core' and 'Optional' questions asked across all council areas surveyed.

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

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

# APPENDIX B:

## GLOSSARY OF TERMS

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

**CSS:** 2018 Victorian Local Government Community Satisfaction Survey.

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

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

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

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

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

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

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

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

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

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

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





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