



2021 Local Government Community Satisfaction Survey

Moira 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-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.

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



Moira Shire Council – at a glance

Overall council performance

Results shown are index scores out of 100.



Moira 58



State-wide 61



Large Rural 58

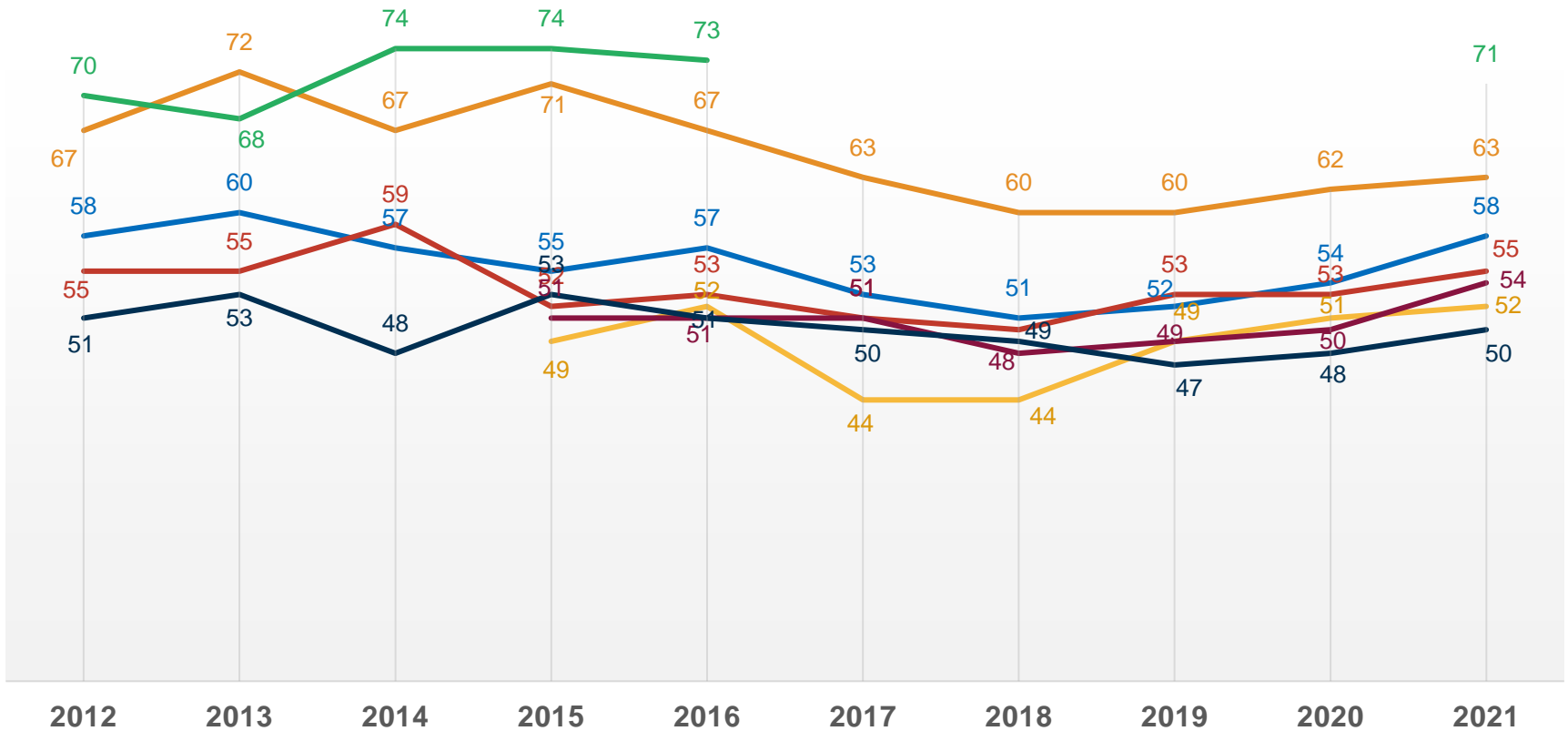
Council performance compared to State-wide and group averages

	Areas where Council performance is significantly higher	Areas where Council performance is significantly lower
Compared to State-wide average	None	 Sealed local roads
Compared to group average	 Waste management	None



Summary of core measures

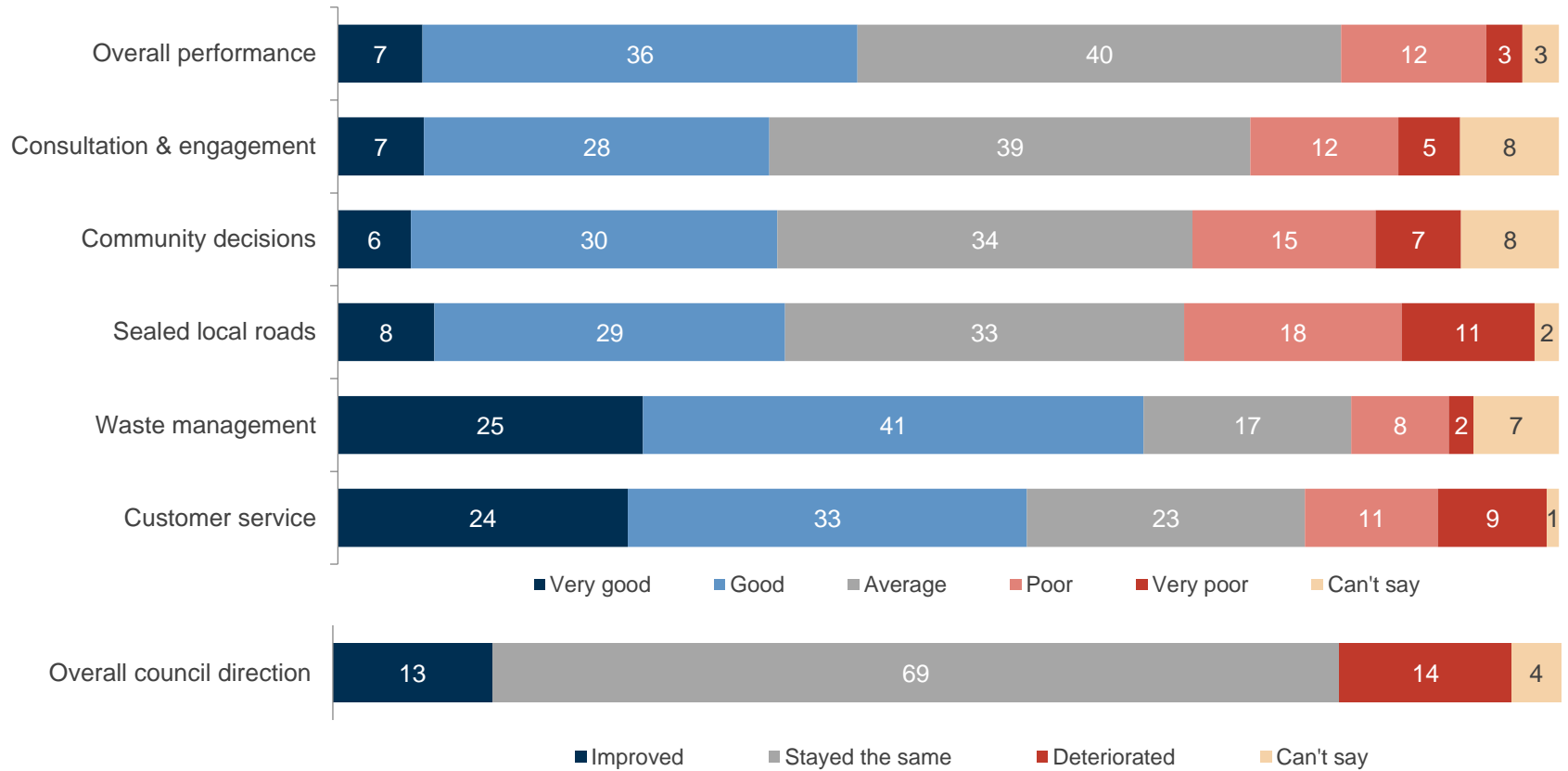
Index scores














Summary of core measures

Core measures summary results (%)





Summary of Moira Shire Council performance

Services		Moira 2021	Moira 2020	Large Rural 2021	State-wide 2021	Highest score	Lowest score
	Overall performance	58	54	58	61	Aged 65+ years	Aged 35-49 years
	Value for money	50	-	50	54	Aged 65+ years	Aged 35-49 years
	Overall council direction	50	48	51	53	Cobram residents	Aged 50-64 years
	Customer service	63	62	68	70	Aged 65+ years	Aged 18-49 years
	Waste management	71	-	66	69	Yarrawonga residents	Other residents
	Consultation & engagement	55	53	54	56	Aged 18-34 years	Aged 50-64 years
	Lobbying	54	52	54	55	Nathalia/ Numurkah residents	Yarrawonga residents, Aged 50-64 years
	Community decisions	54	50	54	56	Nathalia/ Numurkah residents	Aged 35-49 years
	Sealed local roads	52	51	50	57	Aged 65+ years	Aged 35-49 years, Other residents



Focus areas for the next 12 months

Overview

Perceptions of Moira Shire Council's overall performance improved significantly by four index points over the past year, to the highest level since 2013. Encouragingly, performance perceptions on all service areas evaluated have remained stable or improved by one to four index points. Performance ratings of decisions made in the interest of the community experienced a statistically significant increase this year, reaching a record high.

Focus areas

Customer service is an area that may warrant extra attention in the next year. Despite an incremental increase in ratings, these remain well below the peak rating seen in 2013 and significantly lower than both the Large Rural and State-wide averages. It will also be important for Council to monitor and boost performance perceptions among 35 to 49 year-old residents, who have the highest rate of contact with Council but rate it lower than average on most performance metrics.

Comparison to state and area grouping

Positively, Moira Shire Council performs significantly higher than the Large Rural group average in the area of waste management. In contrast, Council performs significantly lower than the State-wide average on sealed local roads. As mentioned, Council performs significantly lower than both the Large Rural and State-wide averages on customer service. On other service areas, Council is rated in line with the group averages.

Maintain gains achieved to date

Moving forward, Council should endeavor to consolidate and improve on the gains that have been made this year, paying particular attention to maintaining its strong performance in the area of waste management. Council should look also to maintain and build upon its peak performance rating in the area of community decisions in the next 12 months.

DETAILED FINDINGS



Overall performance



Overall performance

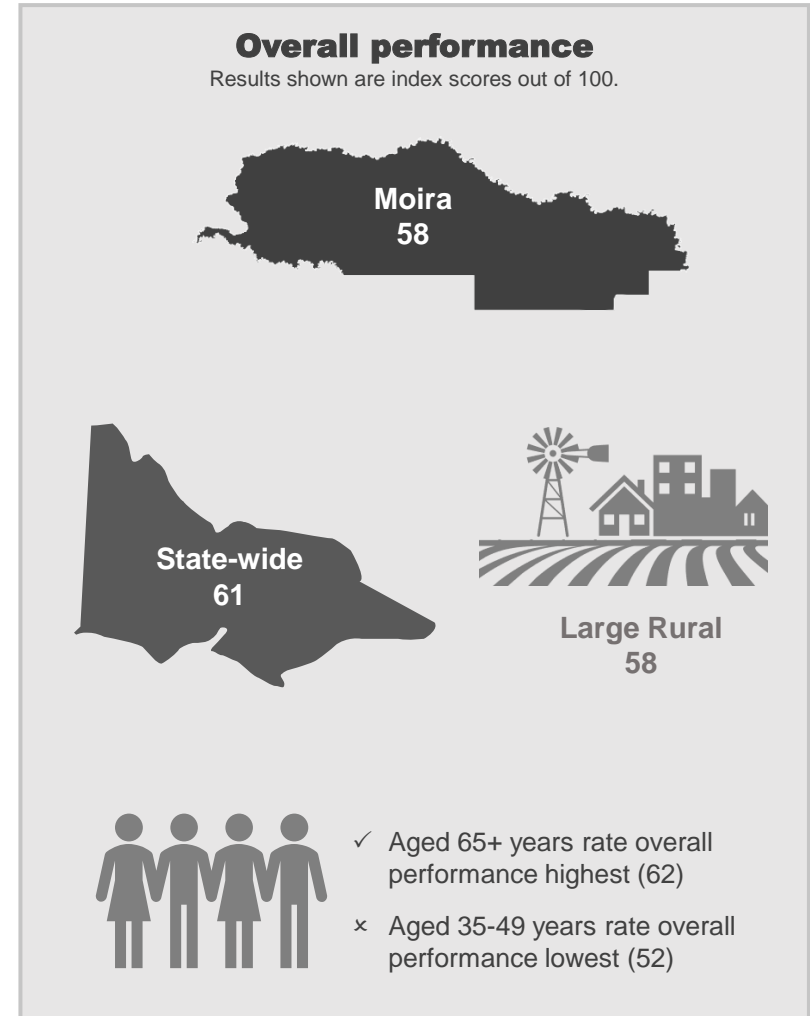
The overall performance index score of 58 for Moira Shire Council represents a significant four-point improvement on the 2020 result. Positively, Council's overall performance is at its highest level since 2013.

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

- The greatest increases in ratings are among residents of Other areas and those aged 65 years and over (up seven and six points, respectively). Among both cohorts, ratings increased to their highest levels to date.

Close to a third of residents (32%) rate the value for money they receive from Council in infrastructure and services provided to their community as 'very good' or 'good'. A further 35% of residents rate Council as 'average', while three in ten (29%) rate Council as 'very poor' or 'poor' in terms of providing value for money.

Perceptions of Council's overall performance, and of value for money received, are most positive among residents aged 65 years and over, and significantly lower among 35 to 49 year-olds.





Overall performance

2021 overall performance (index scores)

	2020	2019	2018	2017	2016	2015	2014	2013	2012
65+	56	50	52	54	58	56	60	60	61
State-wide	58	60	59	59	59	60	61	60	60
Nathalia/Numurkah	58	57	54	53	60	61	64	64	59
18-34	58	58	56	58	58	62	56	61	61
Women	55	54	52	52	57	56	59	61	59
Moira	54	52	51	53	57	55	57	60	58
Large Rural	55	56	56	54	54	56	n/a	n/a	n/a
Cobram	56	55	53	56	57	56	59	62	62
Yarrawonga	51	49	48	51	58	51	49	54	53
Men	53	50	50	53	57	55	55	59	57
Other	50	49	47	51	n/a	n/a	n/a	n/a	n/a
50-64	51	51	46	50	55	54	56	57	54
35-49	48	51	52	49	56	50	55	61	54

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?

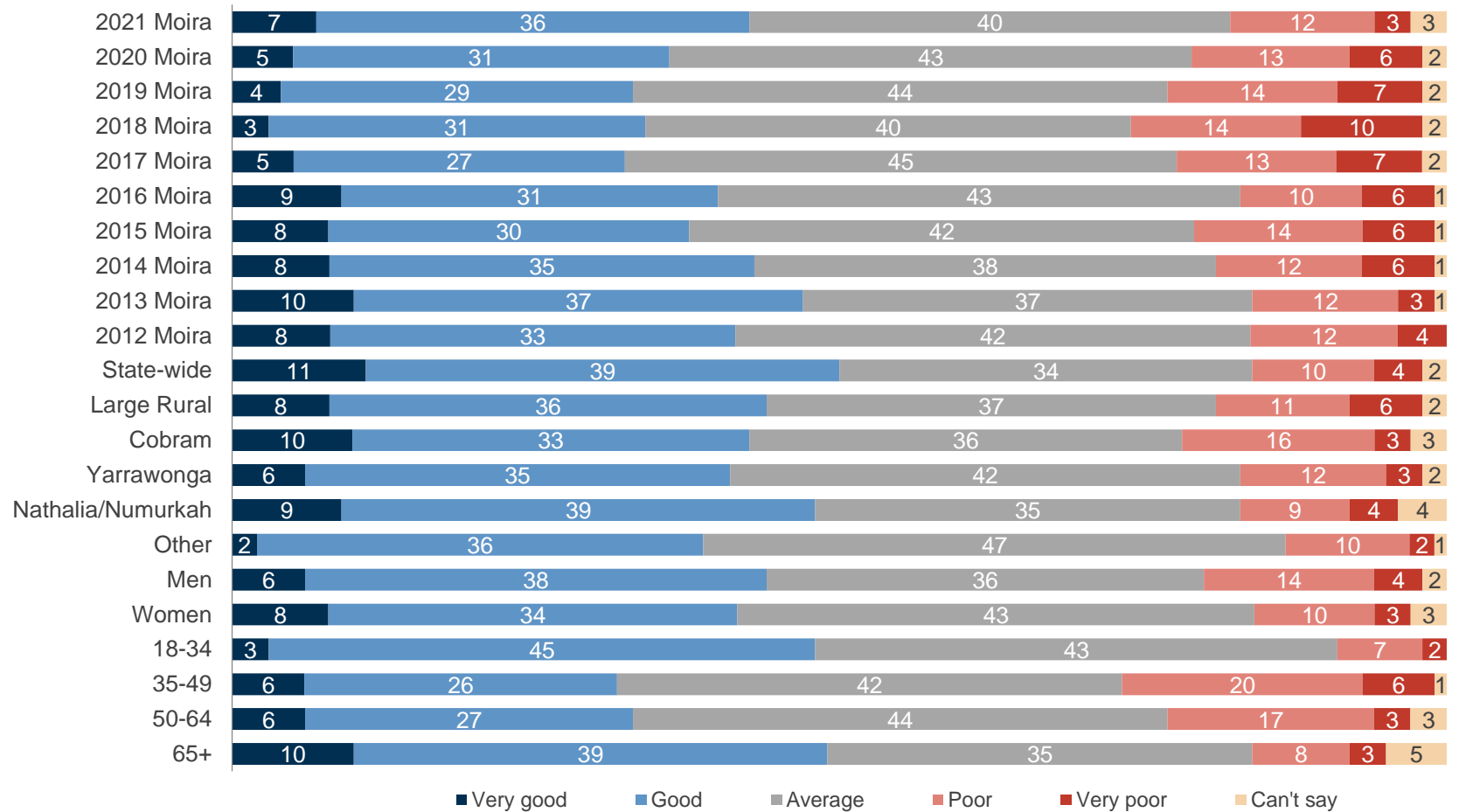
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

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



Overall performance

2021 overall performance (%)

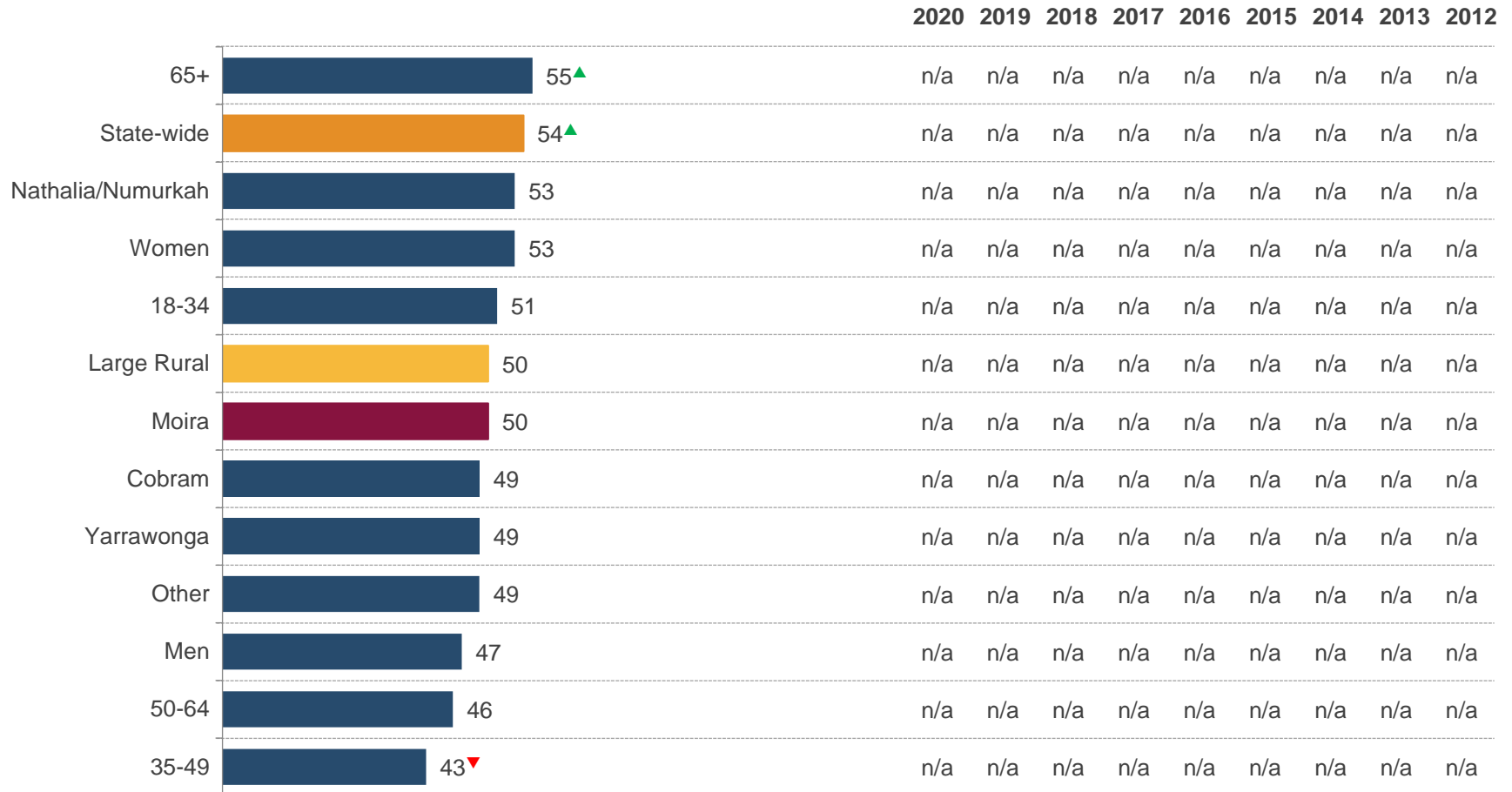


Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Moira Shire Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?
 Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19



Value for money in services and infrastructure

2021 value for money (index scores)



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

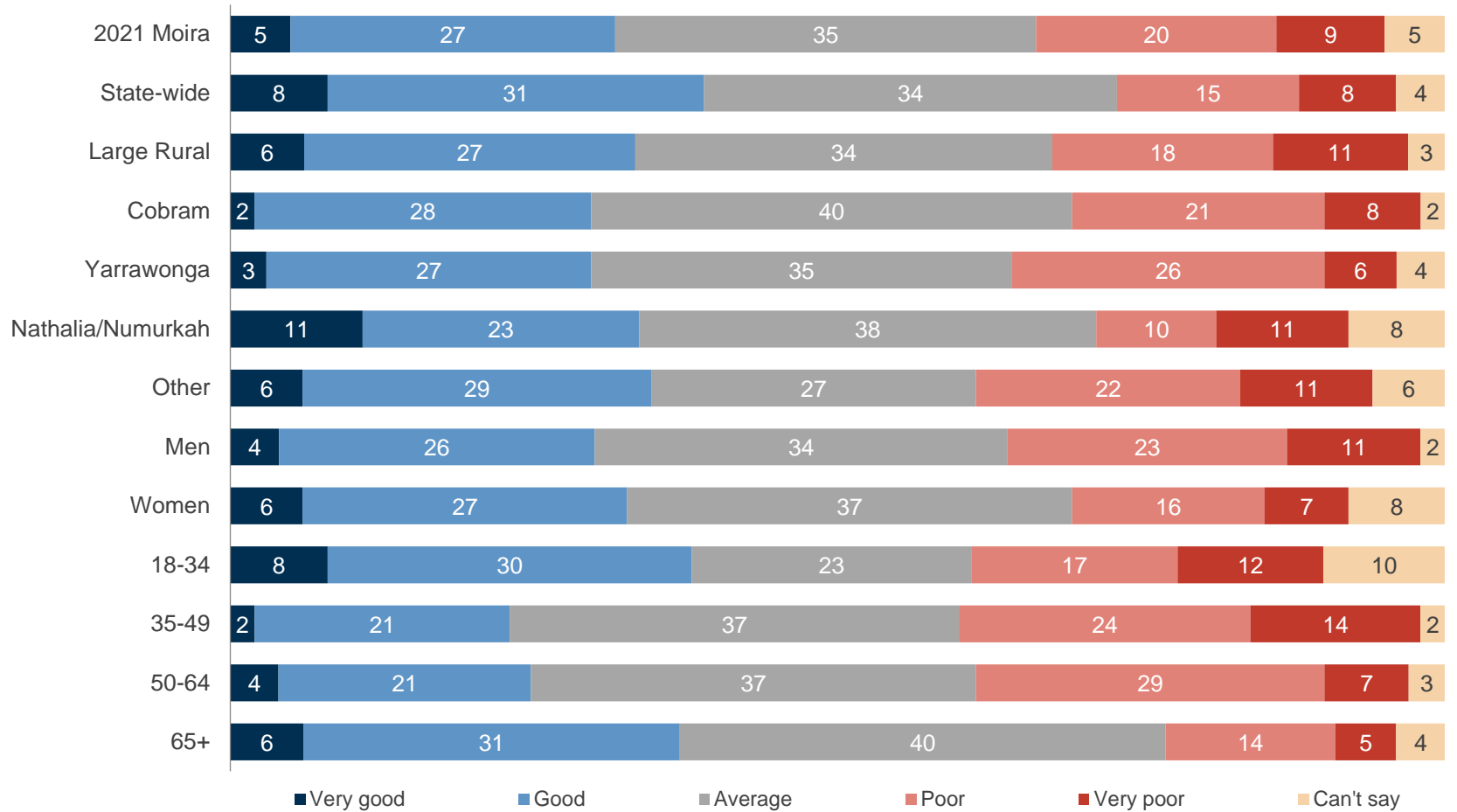
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

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 Moira 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

Waste management (index score of 71) is the area where Council performed best in 2021. Council performs significantly higher than the Large Rural group average and in line with the State-wide average in this service area.

Residents in Yarrawonga rate waste management significantly higher than average (index score of 77). Conversely, those in Other areas rate this service area significantly lower (64), indicating that Council should focus on bolstering its performance in these regions.

Community consultation and engagement is Council's next highest rated service area (index score of 55), up two index points from last year.

- This slight improvement in performance rating is driven by significantly increased ratings among residents in Other areas (index score of 58, up nine points on 2020) and men (56, up five points).

Residents aged 18 to 34 years (index score of 62) rate consultation and engagement significantly higher than average, whereas those aged 50 to 64 years rate this area significantly lower (48).

Given the latter group also rate Council's overall performance lower than average (although not significantly so), it will be important for Council to demonstrate that it consults with these residents on relevant matters in the year ahead.



Waste management (index score of 71) is the area where Council performed best in 2021.



Low performing service areas



Council rates lowest – relative to its performance in other areas – in the area of sealed local roads (index score of 52).

Council rates lowest in the area of sealed local roads (index score of 52). Council rates in line with the Large Rural group average for this service area but significantly lower than the State-wide average (index scores of 50 and 57).

- Ratings of this service area are significantly higher among residents aged 65 years (index score of 57), and are lowest among 35 to 49 year-olds and those in Other areas (both 46). Over the next 12 months, Council should prioritise improving sealed local roads in Other areas, to boost overall performance perceptions.

Community decisions and lobbying are Council's next lowest rated service areas (both with an index score of 54).

- In both service areas, Council's performance is rated highest among Nathalia and Numurkah residents.

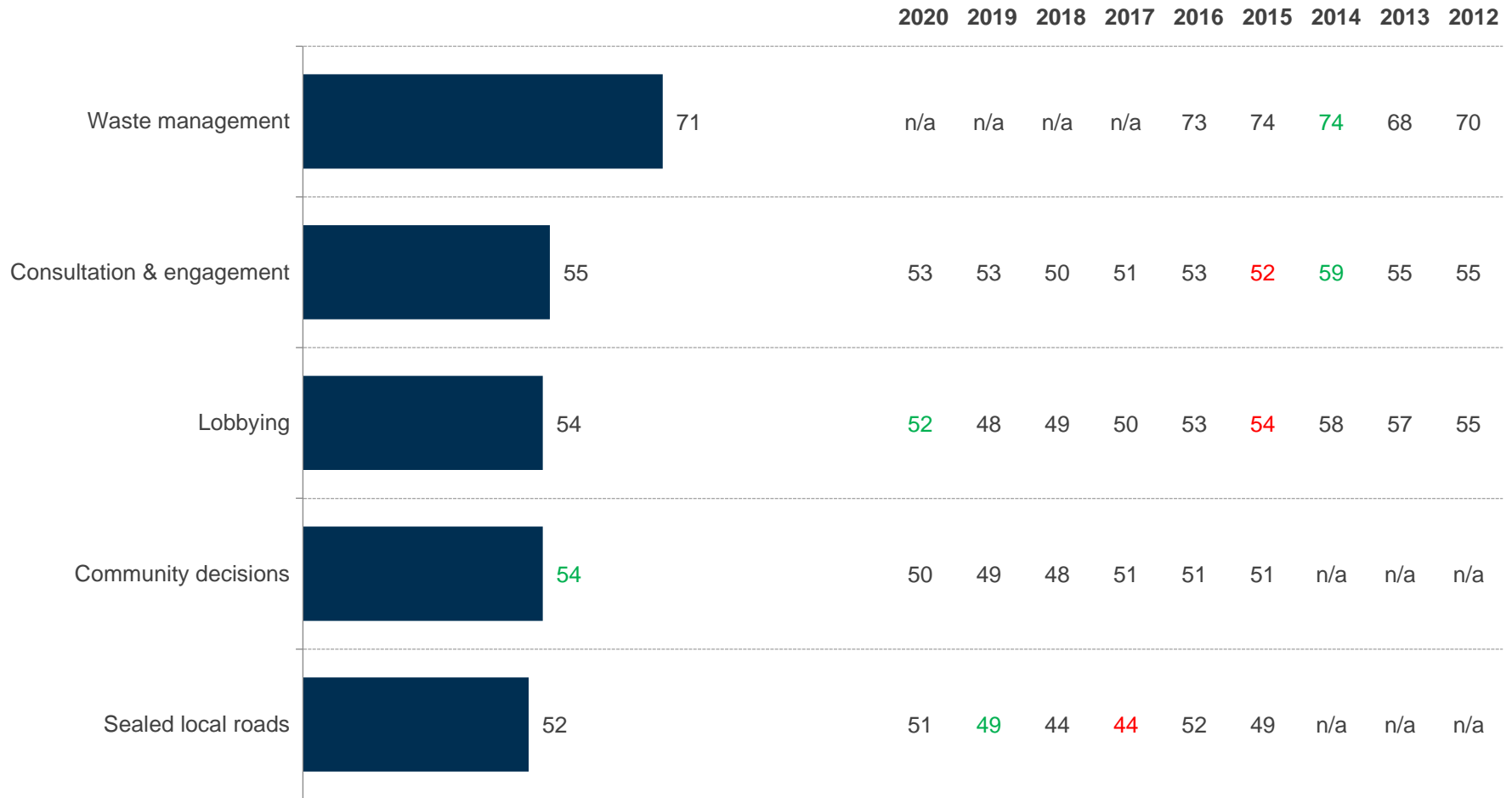
Promisingly, on the area of decisions made in the interest of the community, ratings experienced a four-point increase to an all-time high.

- Here again however, rating are lowest among 35 to 49 year-olds, who are also the most critical of Council's performance overall. Council should demonstrate to these residents, in particular, that it has their interests in mind when making decisions.



Individual service area performance

2021 individual service area performance (index scores)



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

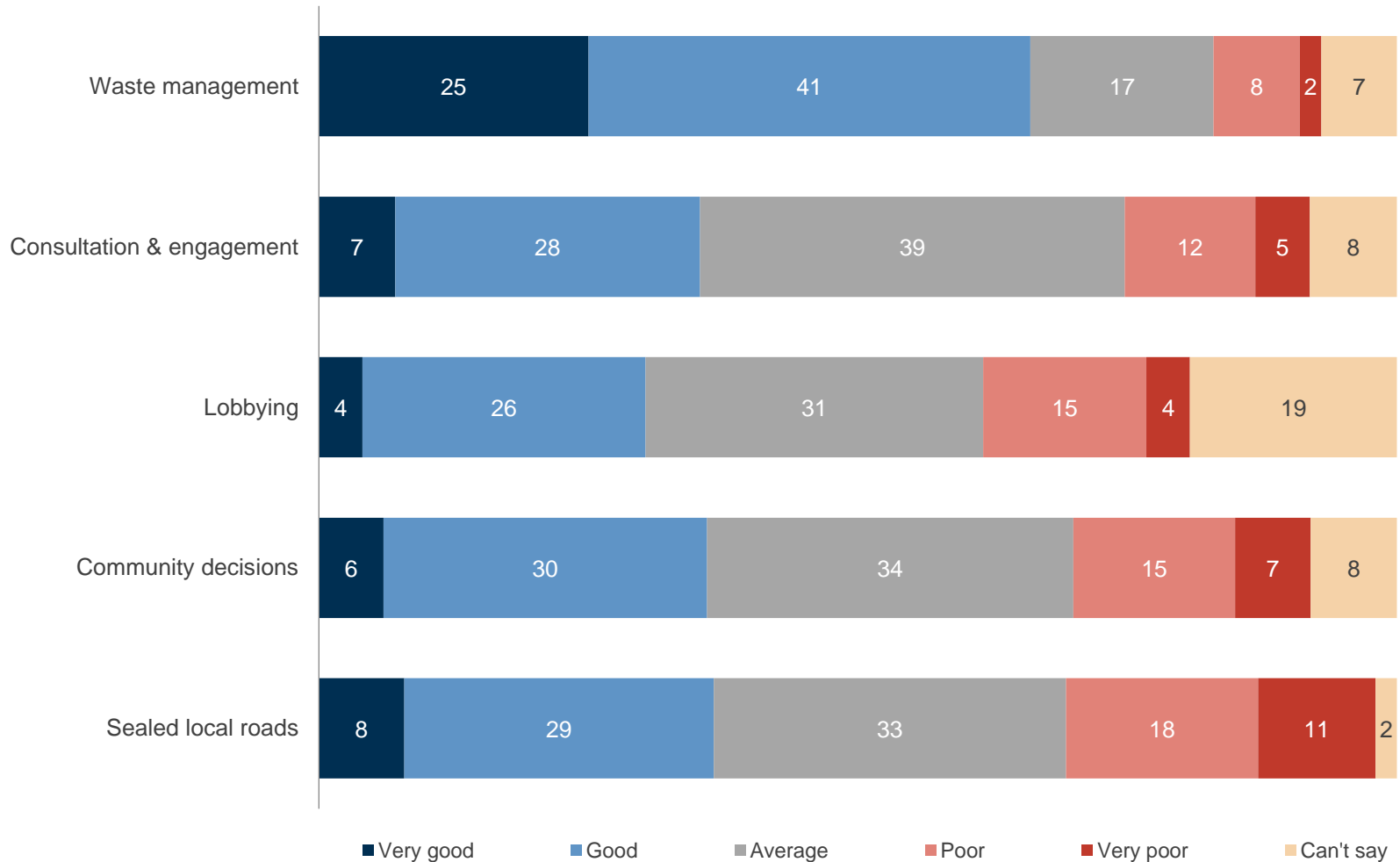
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

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



Individual service area performance

2021 individual service area performance (%)



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



Customer service



Contact with council and customer service

Contact with council

More than half of Council households (54%) have had contact with Council in the last 12 months. Rate of contact is relatively unchanged from 2020.

As with last year, rate of contact continues to be significantly higher among residents aged 35 to 49 years (71%).



Among those who have had contact with Council, 57% provide a positive customer service rating of 'very good' or 'good', including 24% who rate Council's customer service as 'very good'.

Customer service

Council's customer service index of 63 marks a one-point increase on the 2020 result.

Customer service is rated significantly lower the State-wide and Large Rural group averages (index scores of 70 and 68 respectively).

Promisingly, a majority of those who have had contact with Council (57%) provide a positive customer service rating.

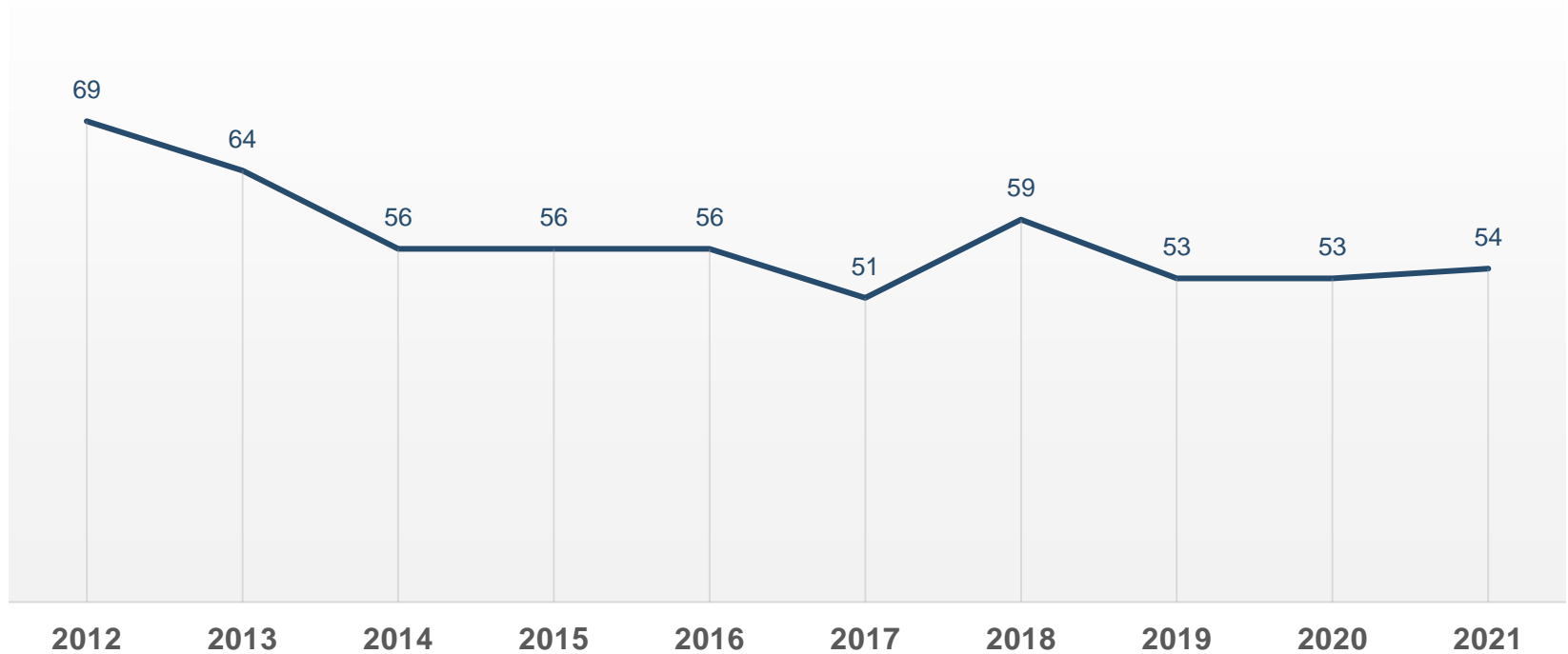
Perceptions of customer service are most positive among residents aged 65 years and over (index score of 68), and least positive among those aged 18 to 49 years (58).

Given residents aged 35 to 49 years have a significantly higher incidence of contact with Council, they are a key demographic to focus on in the coming 12 months.



Contact with council

2021 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: 39 Councils asked group: 10



Contact with council

2021 contact with council (%)

	2020	2019	2018	2017	2016	2015	2014	2013	2012	
35-49	71▲	70	56	58	61	71	64	64	n/a	68
50-64	64	58	64	67	64	61	62	54	n/a	67
State-wide	61▲	63	61	61	58	60	63	61	60	61
Cobram	61	52	54	55	49	58	52	50	n/a	68
Large Rural	58	61	62	62	57	63	59	n/a	n/a	n/a
Men	58	54	53	58	50	58	57	57	n/a	66
Moira	54	53	53	59	51	56	56	56	64	69
Nathalia/Numurkah	53	52	53	58	48	55	59	55	n/a	68
Yarrawonga	52	55	53	58	47	50	59	61	n/a	70
Other	52	52	54	71	64	68	55	61	n/a	n/a
Women	51	52	53	61	52	55	56	56	n/a	71
18-34	50	38	45	61	37	44	50	66	n/a	74
65+	45	49	48	51	43	52	53	47	n/a	66

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: 39 Councils asked group: 10

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

Note: Some data may be missing for 2013 due to a change in demographic analysis.



Customer service rating

2021 customer service rating (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	70▲	70	71	70	69	69	70	72	71	71
65+	68	66	57	56	61	68	73	71	75	72
Large Rural	68▲	68	69	67	66	67	67	n/a	n/a	n/a
Other	67	57	58	60	66	n/a	n/a	n/a	n/a	n/a
50-64	67	65	64	60	63	67	67	73	66	59
Yarrawonga	66	56	61	63	67	69	67	66	72	64
Moira	63	62	60	60	63	67	71	67	72	67
Men	63	60	54	56	60	63	69	66	72	63
Women	63	65	66	64	67	70	73	69	71	70
Cobram	61	69	57	57	61	72	75	66	82	69
Nathalia/Numurkah	59	65	63	60	57	65	71	69	68	68
35-49	58	51	61	63	64	67	64	70	73	63
18-34	58	68	57	62	67	63	80	54	72	72

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.

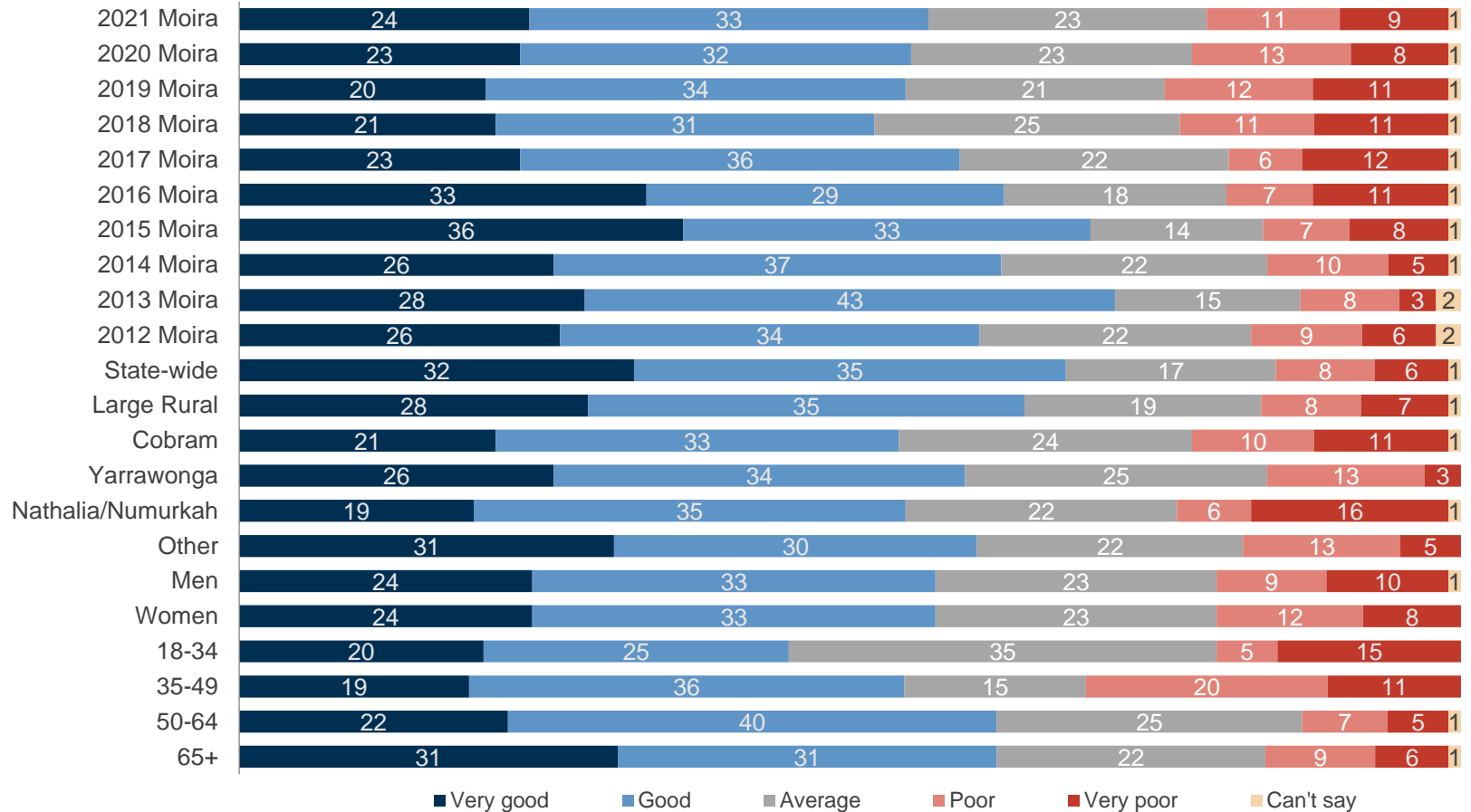
Councils asked state-wide: 66 Councils asked group: 19

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 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: 66 Councils asked group: 19



Council direction

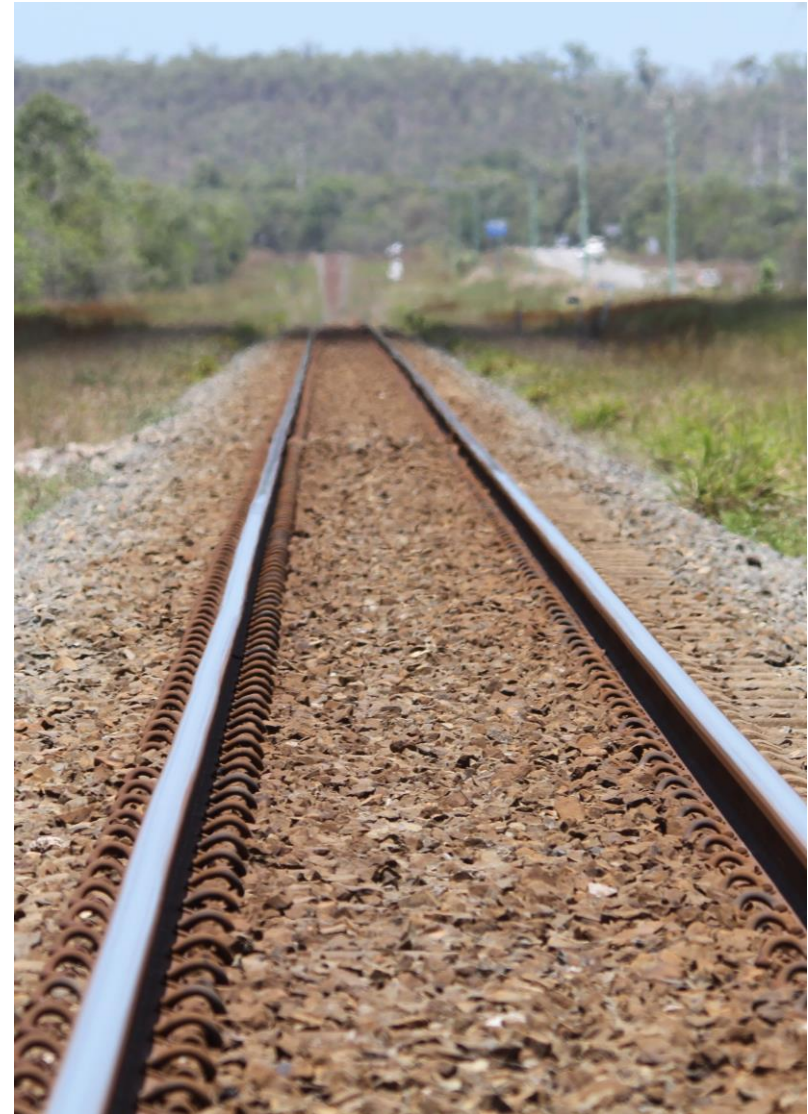
Council direction

Over the last 12 months, perceptions of the direction of Moira Shire Council's overall performance have improved marginally.

13% believe the direction has improved in the last 12 months (unchanged since 2020).

An increased majority think it has stayed the same (69%, up two percentage points), while a further 14% believe it has deteriorated (compared to 16% in 2020).

- The most satisfied with Council direction are Cobram residents.
- The least satisfied with Council direction are those aged 50 to 64 years and those residing in Other areas. Among these cohorts, twice as many think Council performance has deteriorated in the last year than think it has improved.





Overall council direction last 12 months

2021 overall council direction (index scores)

	2020	2019	2018	2017	2016	2015	2014	2013	2012		
Cobram	54	55	48	56	50	54	55	51	53	55	
State-wide	53▲	51	53	52	53	51	53	53	53	52	
18-34	53	51	57	58	57	50	60	50	54	58	
65+	52	49	46	49	50	52	56	50	56	53	
Women	51	51	49	49	49	49	54	52	54	51	
Large Rural	51	50	51	52	52	48	51	n/a	n/a	n/a	
Nathalia/Numurkah	50	48	53	51	49	54	60	52	57	55	
Moira	50	48	47	49	50	51	53	48	53	51	
Yarrawonga	49	46	45	43	49	50	49	40	51	42	
Men	48	46	46	50	50	53	52	45	52	50	
35-49	48	49	43	49	48	49	47	47	49	47	
Other	46	44	42	46	52	n/a	n/a	n/a	n/a	n/a	
50-64	44	45	45	44	44	44	53	48	45	51	46

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

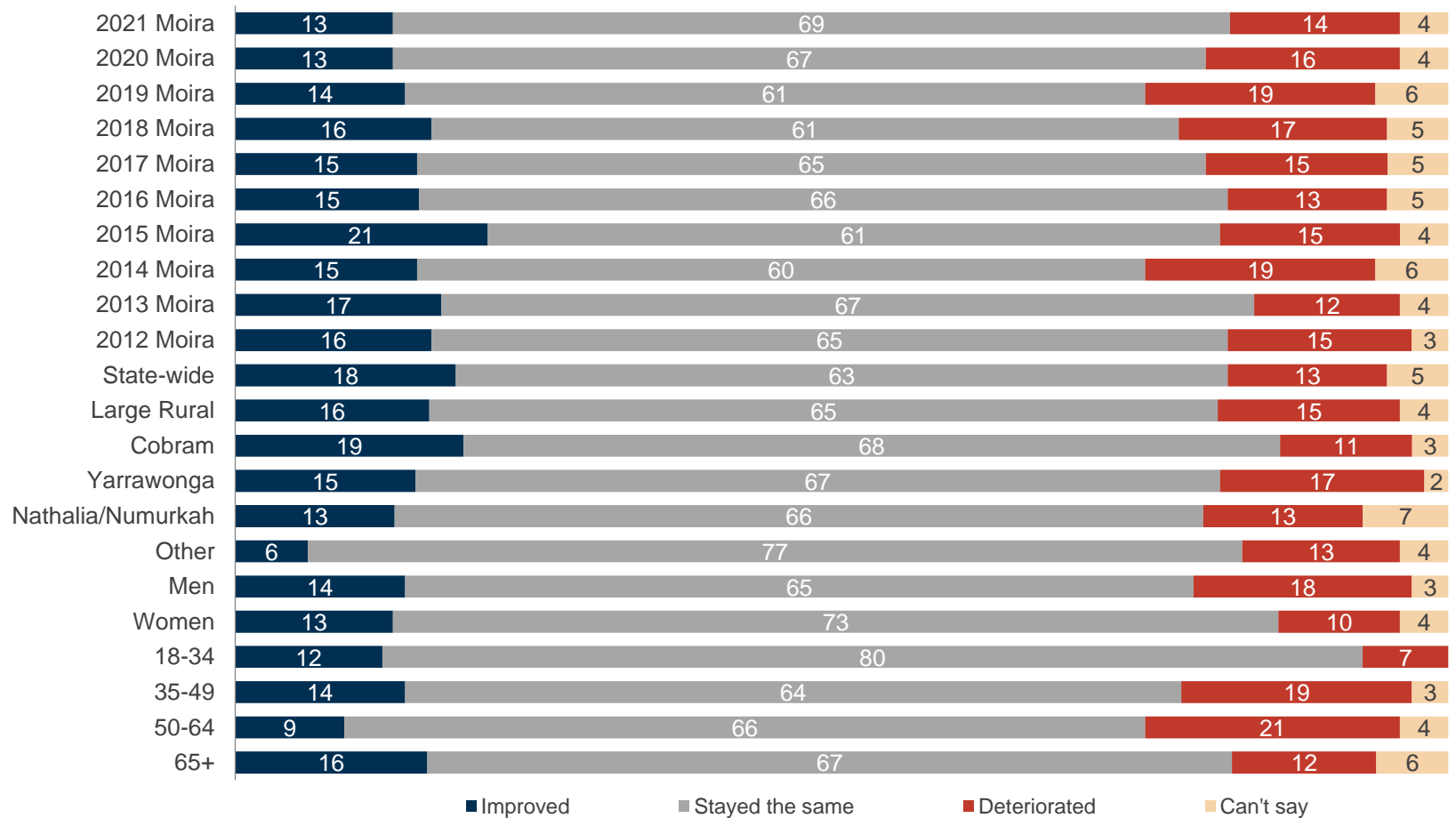
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

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



Overall council direction last 12 months

2021 overall council direction (%)



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: 66 Councils asked group: 19

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Individual service areas



Community consultation and engagement performance



2021 consultation and engagement performance (index scores)

	2020	2019	2018	2017	2016	2015	2014	2013	2012	
18-34	62▲	57	65	56	55	63	60	61	57	62
Nathalia/Numurkah	58	58	56	53	56	57	64	59	55	
Other	58	49	44	50	48	n/a	n/a	n/a	n/a	
65+	56	55	49	49	51	51	53	63	56	56
Men	56	51	53	48	52	52	49	60	55	54
State-wide	56	55	56	55	55	55	54	56	57	57
Moira	55	53	53	50	51	53	52	59	55	55
Cobram	55	54	56	49	54	55	54	65	57	54
Women	55	55	53	52	49	54	55	58	55	55
Large Rural	54	54	54	54	52	52	54	n/a	n/a	n/a
35-49	53	52	48	50	49	50	46	55	55	48
Yarrawonga	51	50	49	45	49	51	49	50	47	55
50-64	48▼	48	50	47	48	47	49	55	53	54

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

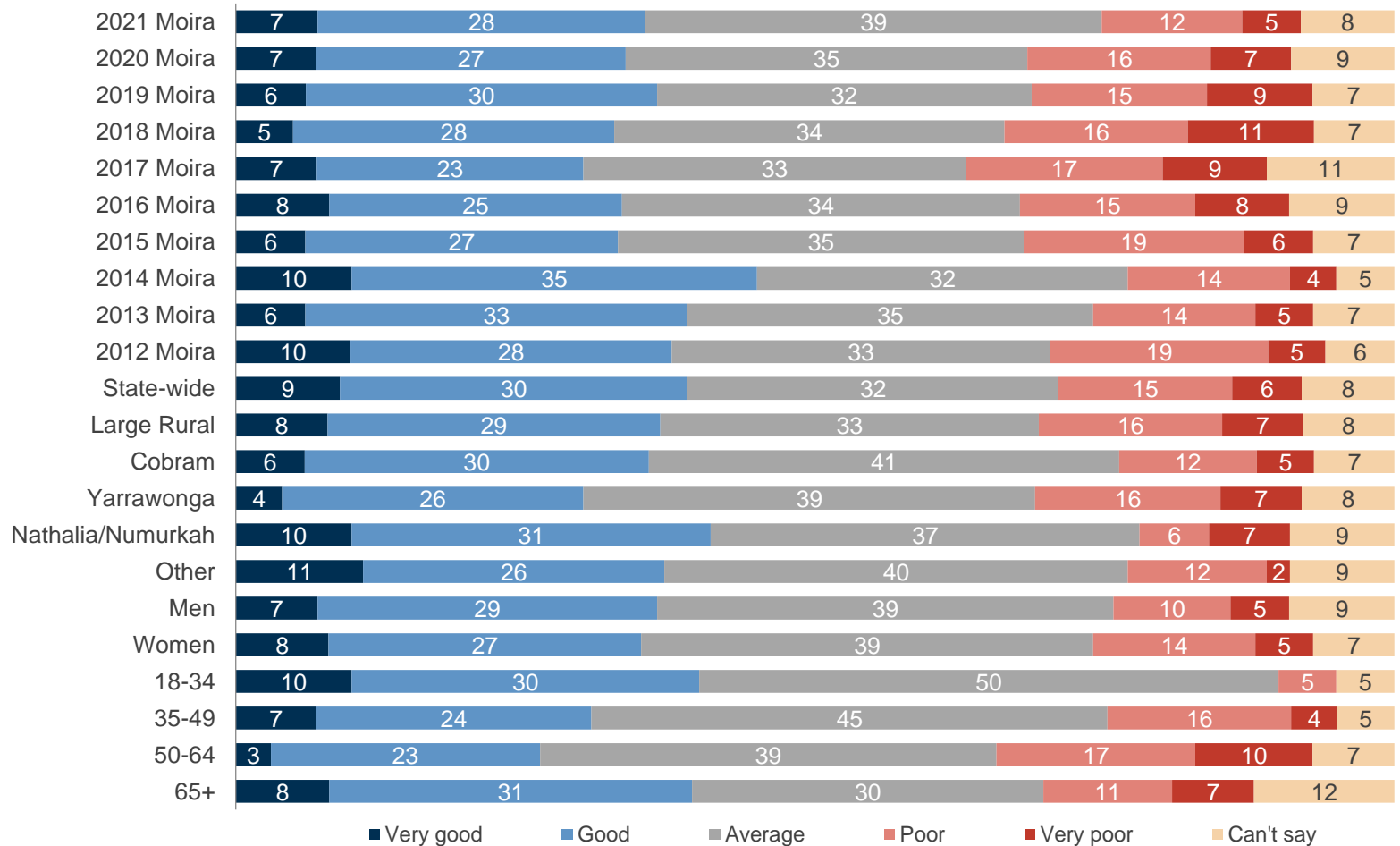
Note: Please see Appendix A for explanation of significant differences.



Community consultation and engagement performance



2021 consultation and engagement performance (%)



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



Lobbying on behalf of the community performance



2021 lobbying performance (index scores)

	2020	2019	2018	2017	2016	2015	2014	2013	2012	
Nathalia/Numurkah	58	57	55	54	50	56	55	63	58	55
35-49	56	46	45	46	49	50	47	58	52	49
Cobram	55	52	49	54	54	52	59	59	62	58
State-wide	55	53	54	54	54	53	55	56	55	55
65+	55	55	47	52	52	53	57	62	58	58
Men	54	50	48	49	52	53	54	59	55	55
Large Rural	54	53	52	52	51	50	53	n/a	n/a	n/a
Moira	54	52	48	49	50	53	54	58	57	55
Women	54	54	48	50	48	52	55	58	58	54
Other	53	47	43	47	54	n/a	n/a	n/a	n/a	n/a
18-34	52	58	58	57	54	57	59	58	62	57
50-64	50	47	43	45	46	50	53	55	55	54
Yarrawonga	50	50	44	43	47	52	53	56	49	51

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

Base: All respondents. Councils asked state-wide: 51 Councils asked group: 15

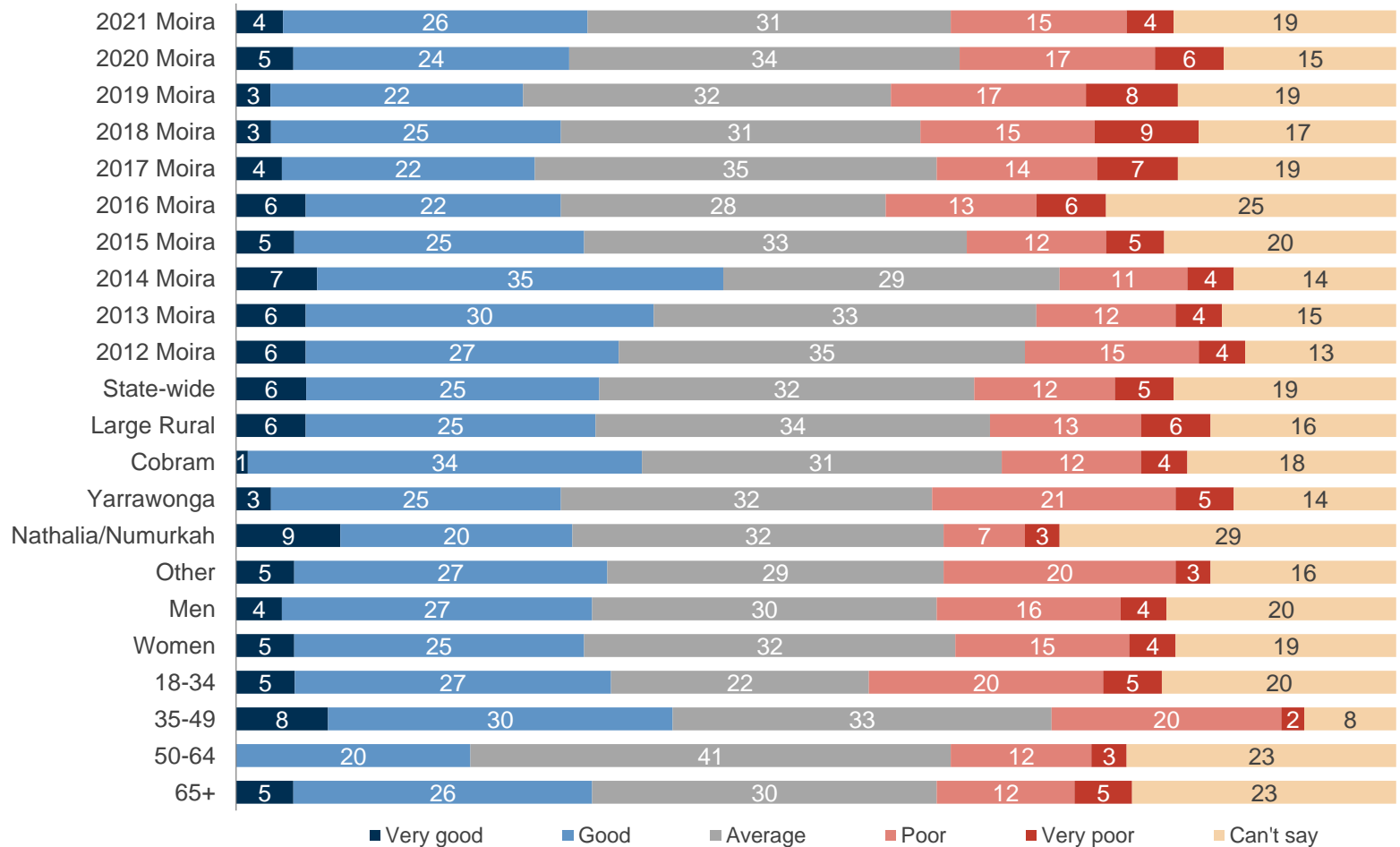
Note: Please see Appendix A for explanation of significant differences.



Lobbying on behalf of the community performance



2021 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: 51 Councils asked group: 15

Decisions made in the interest of the community performance



2021 community decisions made performance (index scores)

	2020	2019	2018	2017	2016	2015	2014	2013	2012	
Nathalia/Numurkah	59	54	56	54	53	54	54	n/a	n/a	n/a
65+	57	53	48	49	54	53	53	n/a	n/a	n/a
State-wide	56	53	55	54	54	54	55	57	n/a	n/a
Other	55	46	44	48	51	n/a	n/a	n/a	n/a	n/a
Women	54	53	48	49	49	52	51	n/a	n/a	n/a
18-34	54	51	56	53	51	57	55	n/a	n/a	n/a
Large Rural	54	52	52	52	51	50	52	n/a	n/a	n/a
Moira	54	50	49	48	51	51	51	n/a	n/a	n/a
Men	53	47	49	48	52	50	50	n/a	n/a	n/a
50-64	52	47	47	45	45	46	47	n/a	n/a	n/a
Yarrawonga	51	48	44	43	49	50	46	n/a	n/a	n/a
Cobram	50	50	50	49	51	53	55	n/a	n/a	n/a
35-49	49	46	44	47	51	48	47	n/a	n/a	n/a

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

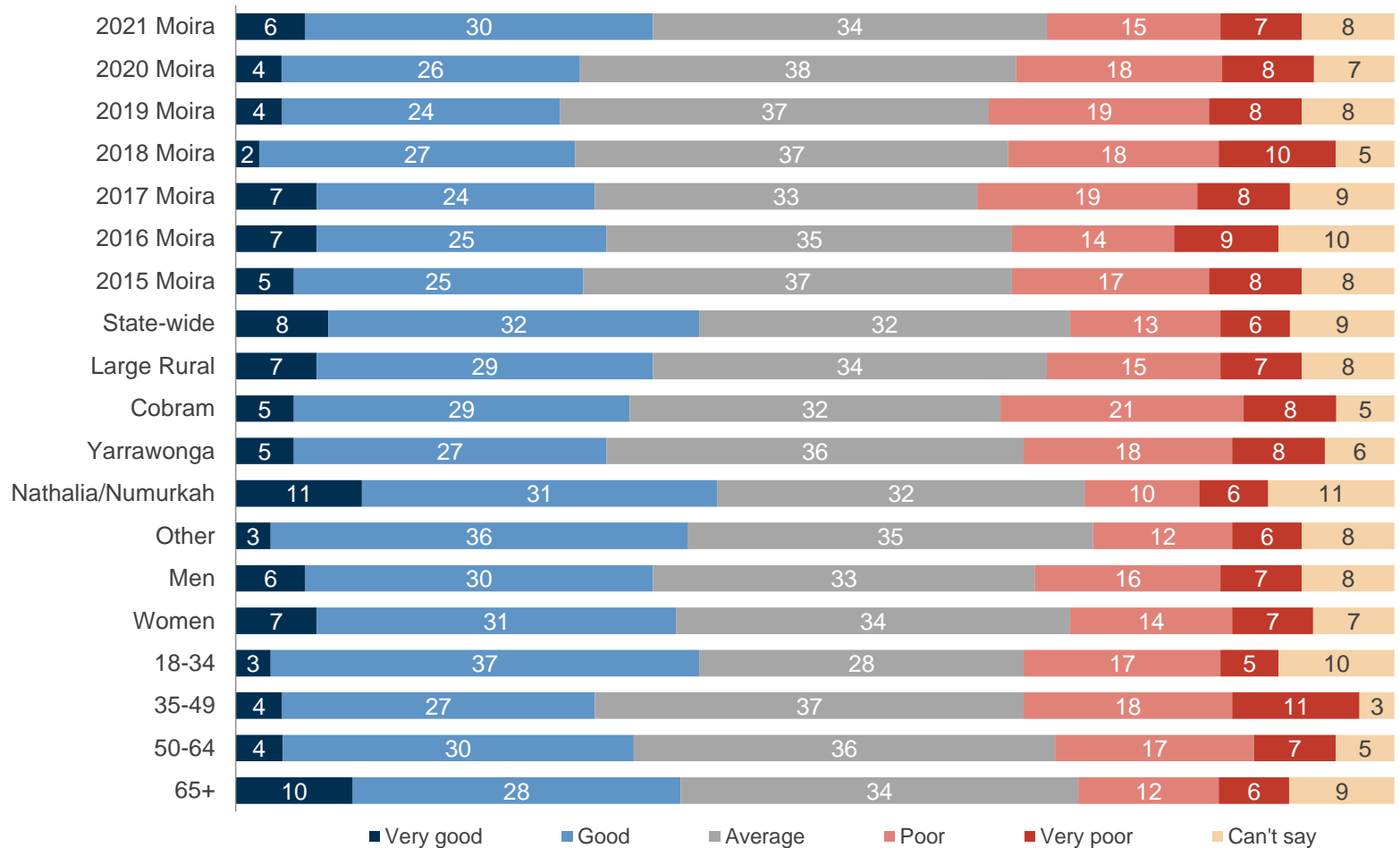
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

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

Decisions made in the interest of the community performance



2021 community decisions made performance (%)



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

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
65+	54	49	45	49	55	56	n/a	n/a	n/a
State-wide	54	56	53	53	54	55	55	n/a	n/a
Cobram	56	51	49	48	57	52	n/a	n/a	n/a
Women	50	50	43	43	52	47	n/a	n/a	n/a
Yarrawonga	52	50	45	45	52	48	n/a	n/a	n/a
Nathalia/Numurkah	50	49	42	43	54	51	n/a	n/a	n/a
Moira	51	49	44	44	52	49	n/a	n/a	n/a
Men	51	48	45	46	53	52	n/a	n/a	n/a
Large Rural	47	47	45	43	44	45	n/a	n/a	n/a
50-64	47	48	40	41	45	47	n/a	n/a	n/a
18-34	50	54	51	43	54	44	n/a	n/a	n/a
Other	42	45	40	41	n/a	n/a	n/a	n/a	n/a
35-49	48	46	43	41	54	46	n/a	n/a	n/a

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

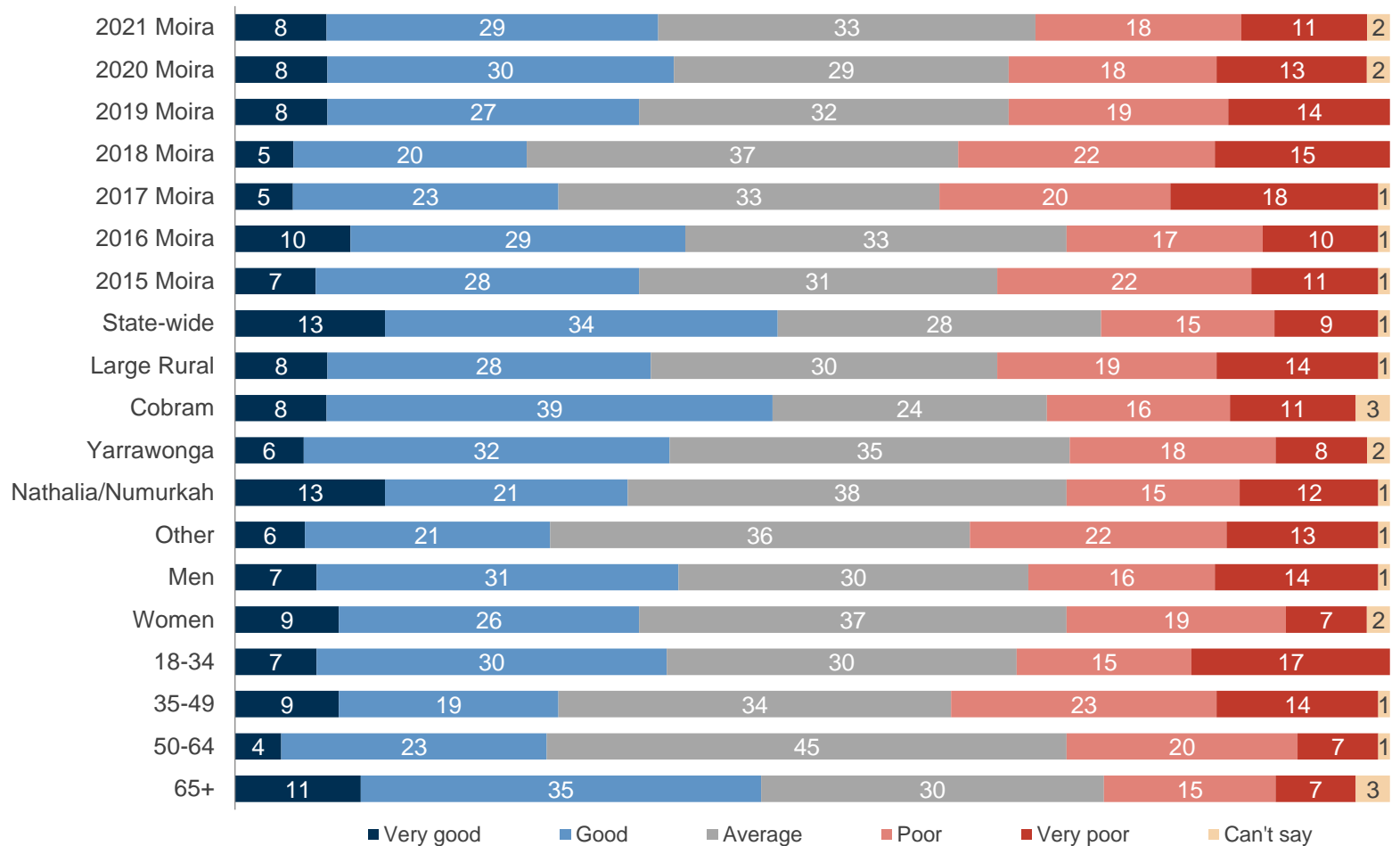
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

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 (%)



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



Waste management performance



2021 waste management performance (index scores)

	2020	2019	2018	2017	2016	2015	2014	2013	2012
Yarrowonga	77▲	n/a	n/a	n/a	72	74	71	65	66
65+	74	n/a	n/a	n/a	73	77	79	69	73
Nathalia/Numurkah	74	n/a	n/a	n/a	77	78	77	65	72
Women	72	n/a	n/a	n/a	72	73	72	64	70
18-34	72	n/a	n/a	n/a	76	78	73	69	73
Moira	71	n/a	n/a	n/a	73	74	74	68	70
Men	70	n/a	n/a	n/a	73	75	76	72	71
State-wide	69	65	68	70	71	70	72	73	71
35-49	68	n/a	n/a	n/a	74	70	71	67	69
50-64	67	n/a	n/a	n/a	68	70	72	66	66
Cobram	66	n/a	n/a	n/a	74	73	76	76	74
Large Rural	66▼	62	64	67	68	66	68	n/a	n/a
Other	64▼	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

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

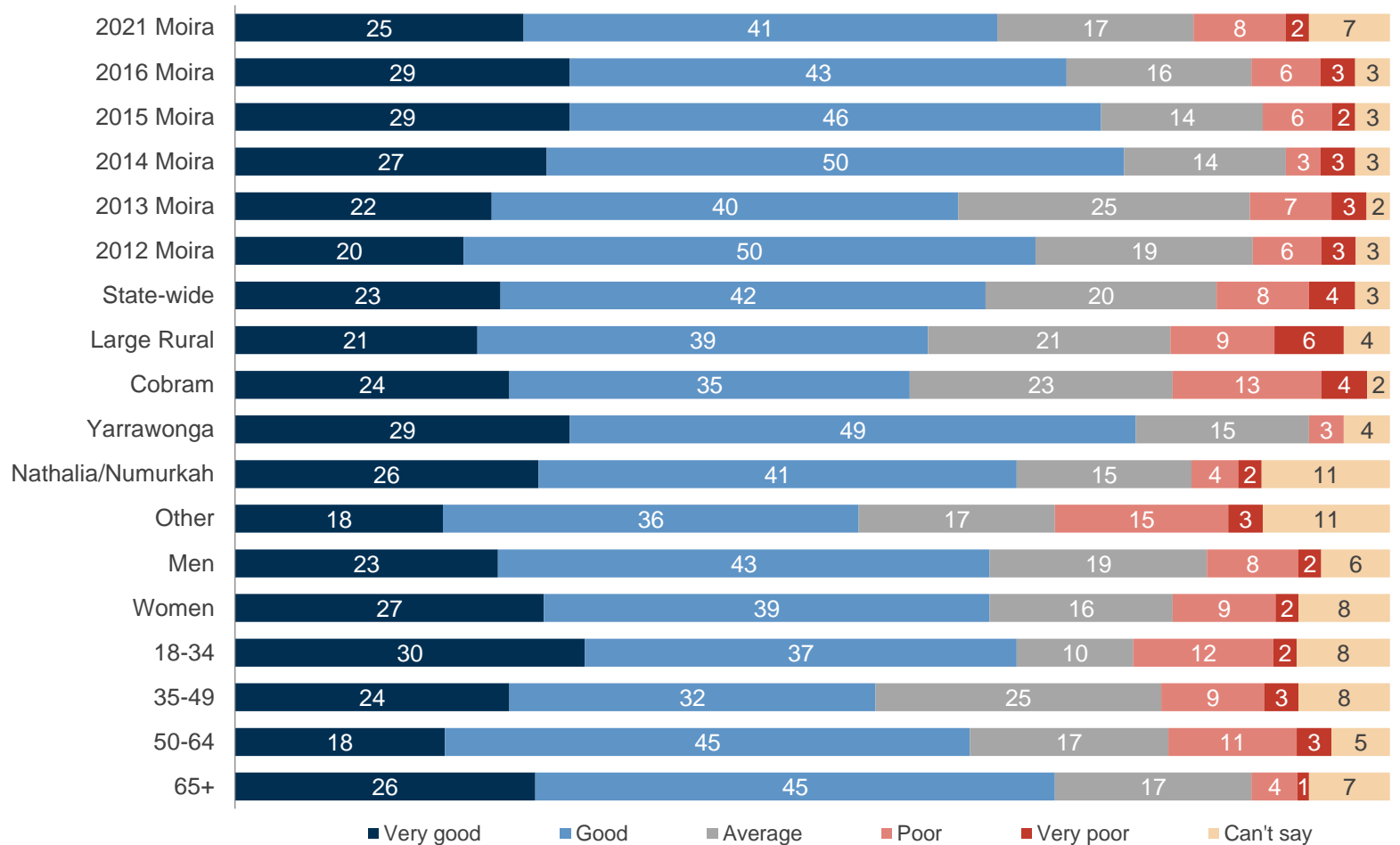
Note: Please see Appendix A for explanation of significant differences.



Waste management performance



2021 waste management performance (%)



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



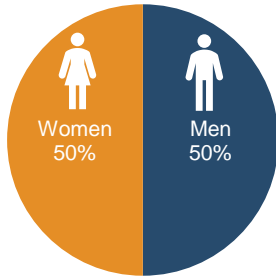
Detailed demographics



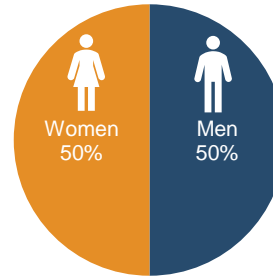
Gender and age profile

2021 gender

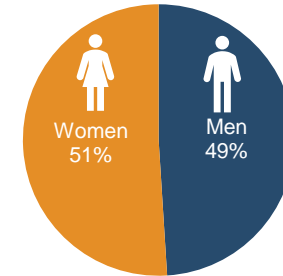
Moira



Large Rural

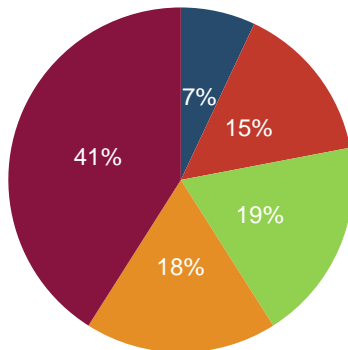


State-wide

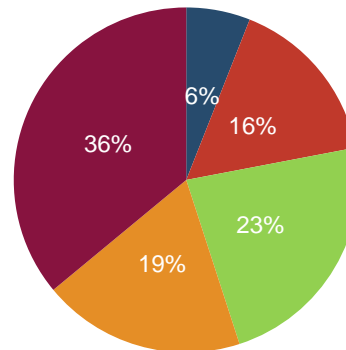


2021 age

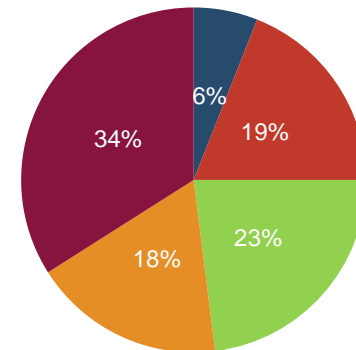
Moira



Large Rural



State-wide

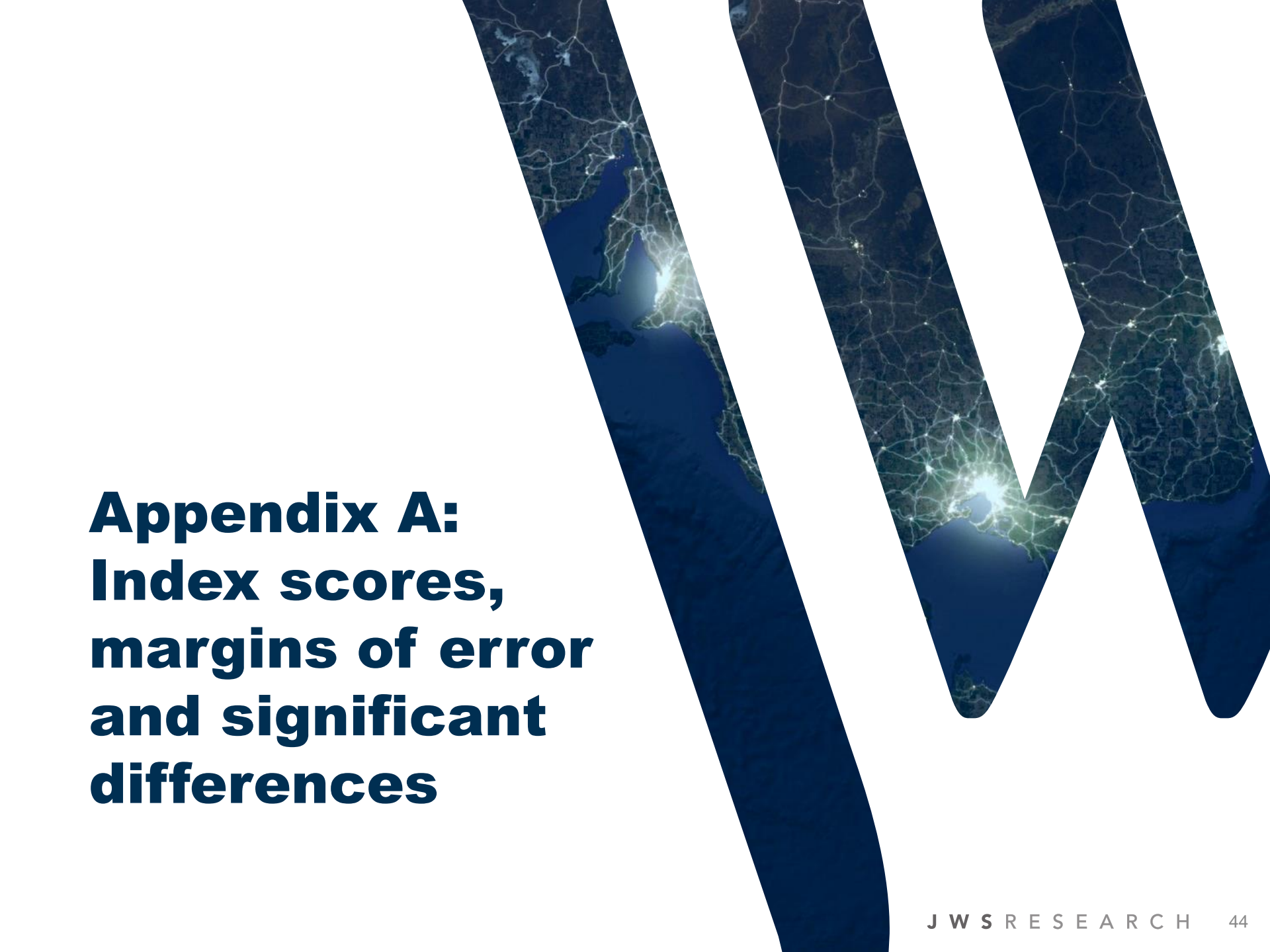


■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

■ 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 Moira Shire Council was n=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 n=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 23,700 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	228	199	+/-6.5
Women	272	201	+/-5.9
Cobram	118	95	+/-9.0
Yarrawonga	158	118	+/-7.8
Nathalia/Numurkah	128	102	+/-8.7
Other	96	84	+/-10.0
18-34 years	40	87	+/-15.7
35-49 years	79	77	+/-11.1
50-64 years	116	72	+/-9.1
65+ years	265	163	+/-6.0



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:

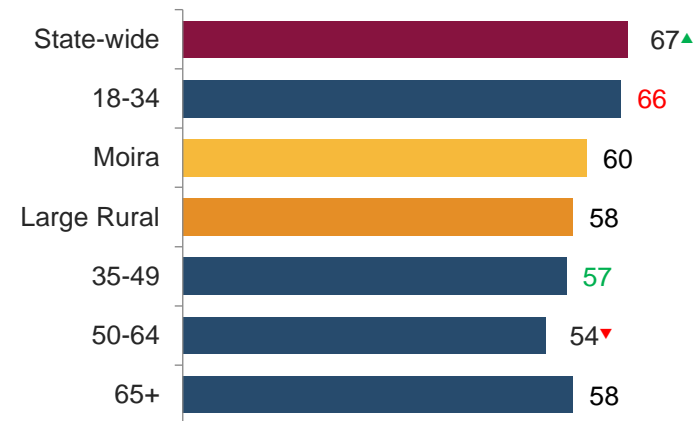
- ▲ The state-wide result is significantly higher than the overall result for the council.
- ▼ The result among 50-64 year olds is significantly lower than for the overall result for the council.

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

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

- 2020, n=500 completed interviews, conducted in the period of 30th January – 22nd March.
- 2019, n=500 completed interviews, conducted in the period of 1st February – 30th March.
- 2018, n=500 completed interviews, conducted in the period of 1st February – 30th March.
- 2017, n=500 completed interviews, conducted in the period of 1st February – 30th March.
- 2016, n=500 completed interviews, conducted in the period of 1st February – 30th March.
- 2015, n=500 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 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.

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 60% 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 28th January – 21st March, 2021.



Appendix B: Analysis and reporting

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

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, 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 Moira 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

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 2012-2021 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 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

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

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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