



# **2019 Local Government Community Satisfaction Survey**

## **Moira Shire Council**

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



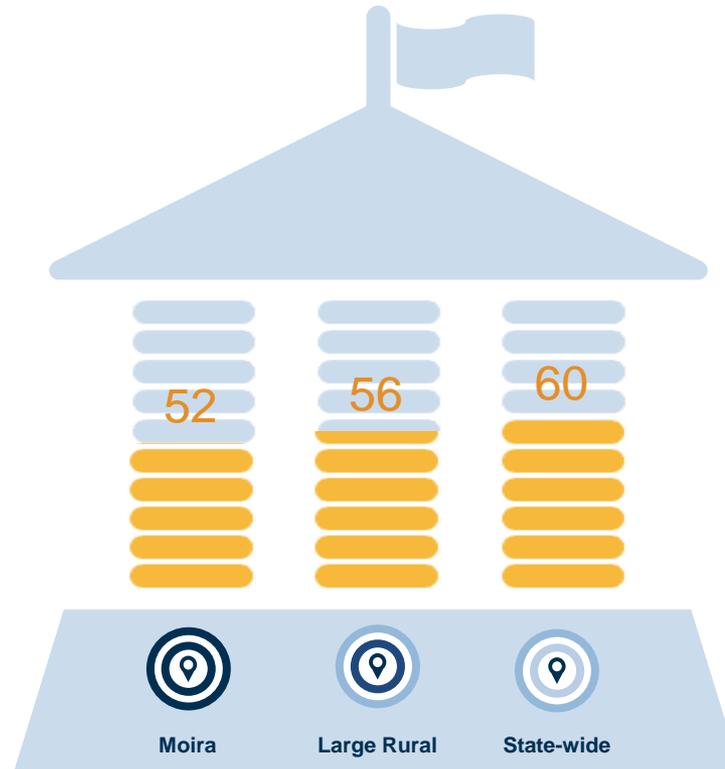
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# Moira Shire Council – at a glance



## Overall Council performance

Results shown are index scores out of 100.



# Background and objectives



## Background and objectives

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

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

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

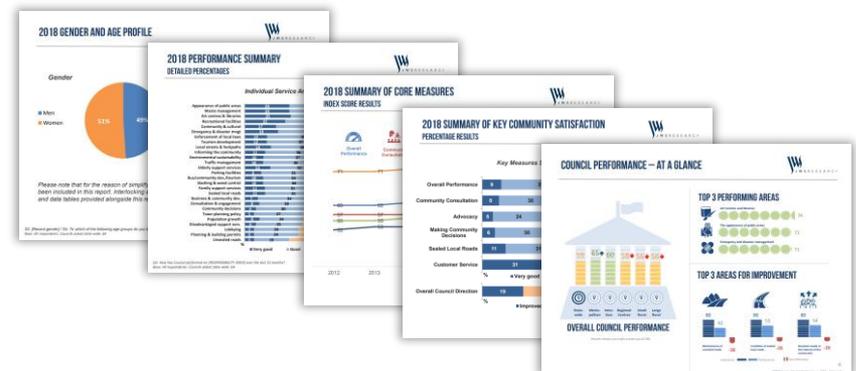
- councils' overall performance with benchmarking against State-wide and council group results
- community consultation and engagement
- advocacy and lobbying on behalf of the community
- customer service, local infrastructure, facilities and
- overall council direction.

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

## Serving Victoria for 20 years

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

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





# **Key findings and recommendations**



## Overall performance

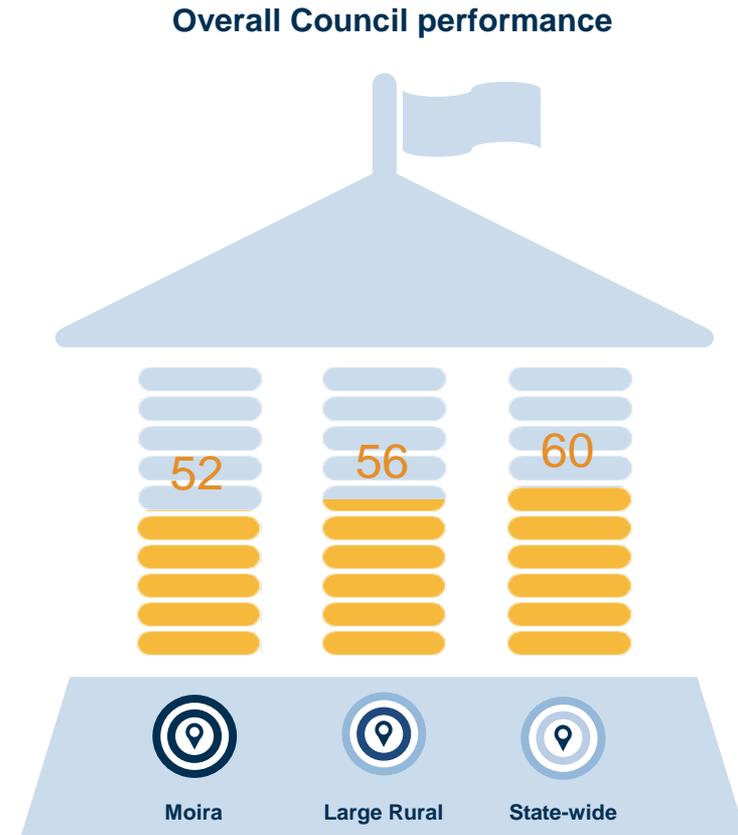
The overall performance index score of 52 for Moira Shire Council represents a one-point increase on the 2018 result (although this is not a significant increase).

Overall performance remains eight points down on 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 ratings for councils both State-wide and in the Large Rural group (index scores of 60 and 56 respectively).

- Residents aged 18 to 34 years and those living in the Nathalia/Numurkah area rate Council's performance significantly higher the average (index scores of 58 and 57 respectively). There are no other significant differences across the demographic or geographic cohorts compared to the Council average.

A third (33%) of residents rate Moira Shire Council's overall performance as 'very good' or 'good', while a fifth rate it as 'very poor' or 'poor' (21%). The bulk of residents (44%) sit mid-scale, rating Council's overall performance as 'average', the remaining 2% 'can't say'.



Results shown are index scores out of 100.



## Customer contact and service

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### Contact with council

Just over half (53%) of Moira Shire Council residents have had contact with Council within the past twelve months, which is not significantly different to last year's result (59%).

- Residents aged 50 to 64 years had the most contact with Council (64%) in 2019. This is significantly higher than the Council average.
- Conversely, residents aged 18 to 34 years had the least contact with Council (45%). Although this is not significantly lower than the Council average, it is sixteen points lower than last year (which is significant). Residents living in 'other areas' were also significantly lower (from 71% to 54% in 2019).
- There are no other significant differences across the demographic or geographic cohorts compared to the Council average.
- Contact levels with Moira Shire Council are significantly lower than both Large Rural and State-wide group council averages (62% and 61% respectively).

### Customer service

Moira Shire Council's customer service index of 60 is the same as the 2018 result, remaining twelve points down on Council's highest result of 72 achieved in 2013. There is a downward trend in customer service which started in 2016.

- Performance on this measure is rated significantly lower than the State-wide and Large Rural group council averages (index scores of 71 and 69 respectively).

More than twice as many residents (54%) rate Council's customer service as 'very good' or 'good', than residents who rate it as 'poor' or 'very poor' (23%).

- While there are no significant differences across the demographic or geographic cohorts compared to the 2019 Council average, perceptions of customer service among State-wide and Large Rural group council averages both increased significantly in 2019 (from 70 and 67 respectively).



# Top performing areas and areas for improvement

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## Top performing areas

Following customer service (index score of 60), the top performing service areas for Moira Shire Council is consultation and engagement (index score of 53).

- Consultation and engagement ratings among residents aged 18 to 34 years were significantly higher than the average (index score of 65) and have increased by nine index points since 2018.
- Residents living in 'other' areas scored Council significantly lower on this measure (index score of 44).

Performance on this measure was significantly lower than State-wide average (index score of 56), but similar to Large Rural group average (index score of 54).

Moira Shire Council's performance in relation to sealed local roads improved significantly from 2018 (up 5 points to an index score of 49). This result is on par with the Large Rural group average (index score of 47), although still significantly lower than the State-wide average (index score of 56).

- Ratings among women and residents aged 50 to 64 in particular increased significantly since 2018 (to 50 and 48 respectively).

## Areas for improvement

While the performance of sealed local roads has increased significantly in 2019, it is still one of the lowest performing service areas. Community decisions also has an index score of 49. The lowest performing service area is lobbying (with an index score of 48).

Lobbying and making community decisions both perform significantly lower than both the State-wide and Large Rural group council averages.

Performance of both lobbying and making community decisions is significantly higher than Council average for residents aged 18 to 34 years and those residing in the Nathalia/Numurkah area.



## Focus areas for coming 12 months

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### **Perceptions of Council's performance on key service areas either increased significantly or held steady in 2019 compared to last year.**

Despite this, Council's overall direction has been trending downwards slightly since 2015, with more residents now saying the direction has 'deteriorated' (19%) than 'improved' (14%). However, the bulk of residents continue to say the direction has 'stayed the same' as last year (61%).

Council should therefore focus attention on service areas where current performance levels are low and remain significantly lower than the State-wide and Large Rural group council averages.

- Two areas that stands out as being most in need of Council attention are lobbying and making community decisions (index scores of 48 and 49 respectively).

More generally, consideration should also be given to residents residing in 'other' areas, who appear to be driving negative opinion in a number of areas in 2019.

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

On the positive side, Council should look to build upon its improved performance on sealed local roads, and focus on lobbying and making community decisions over the next 12 months.



## 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**

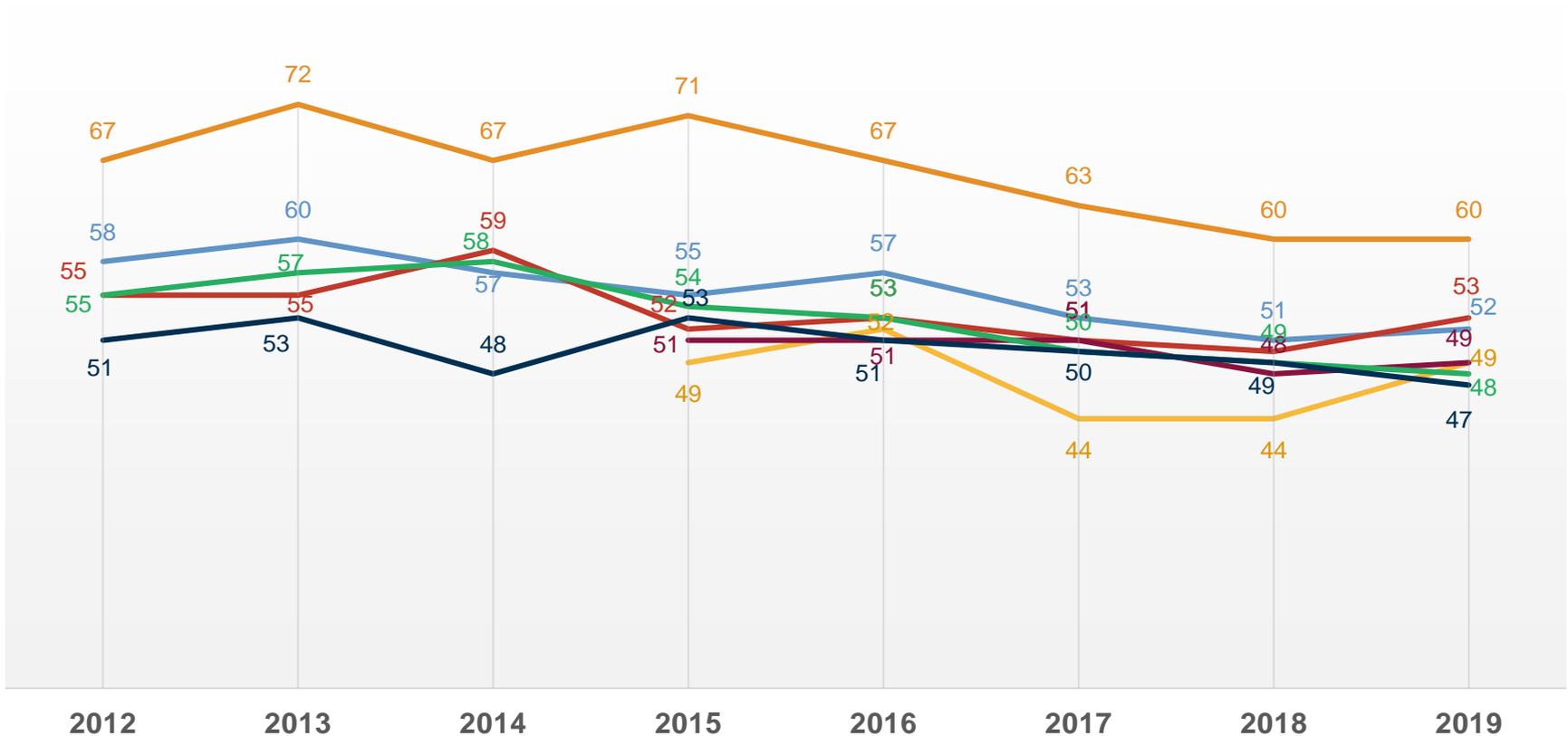


# Summary of findings



# Summary of core measures

## Index scores





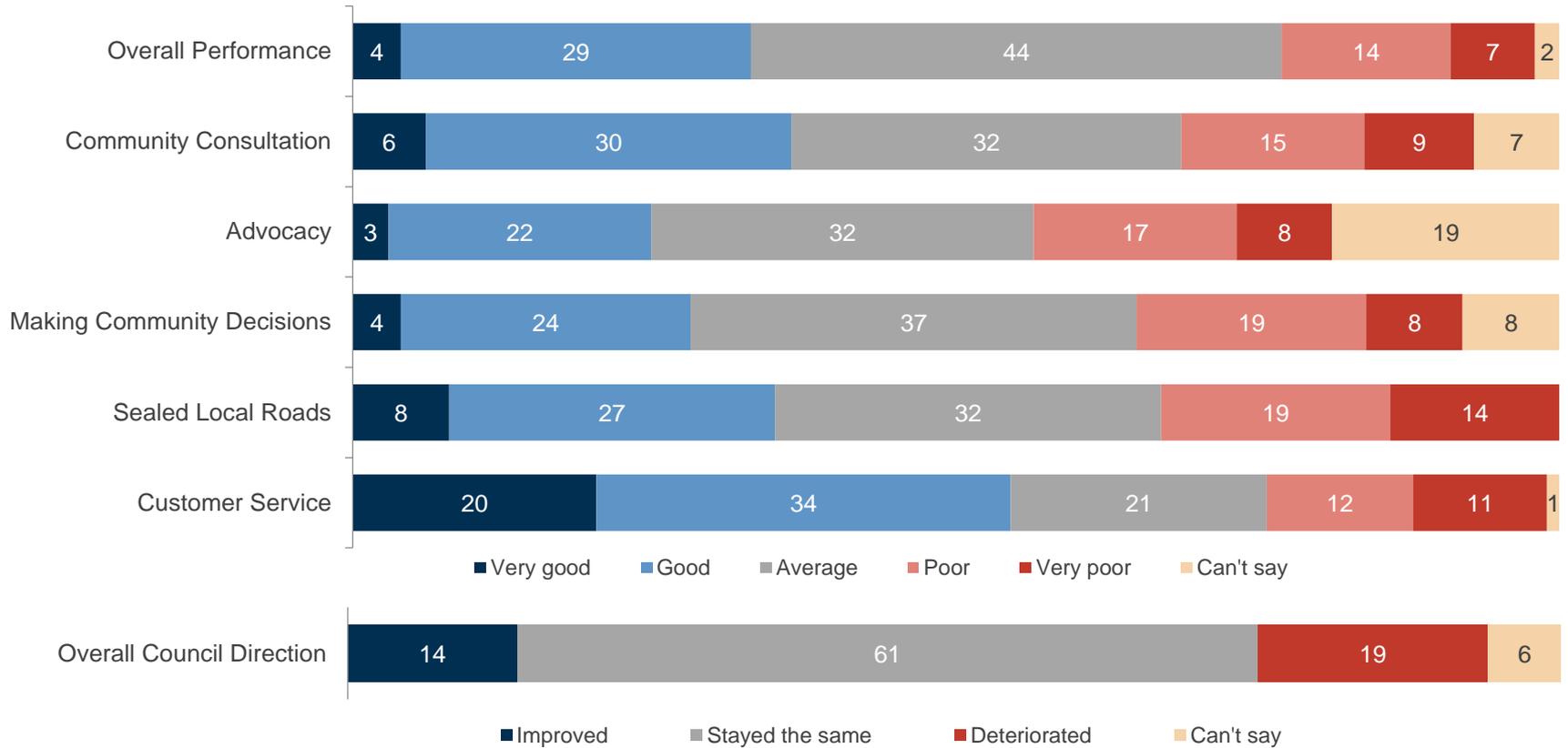
## Summary of core measures

Performance Measures	Moira 2019	Moira 2018	Large Rural 2019	State-wide 2019	Highest score	Lowest score
<b>Overall Performance</b>	52	51	56	60	Aged 18-34 years	Other Areas
<b>Community Consultation</b> (Community consultation and engagement)	53	50	54	56	Aged 18-34 years	Other Areas
<b>Advocacy</b> (Lobbying on behalf of the community)	48	49	52	54	Aged 18-34 years	Other Areas
<b>Making Community Decisions</b> (Decisions made in the interest of the community)	49	48	52	55	Aged 18-34 years	Aged 35-49 years
<b>Sealed Local Roads</b> (Condition of sealed local roads)	49	44	47	56	Aged 18-34 years	Other Areas
<b>Customer Service</b>	60	60	69	71	Women	Men
<b>Overall Council Direction</b>	47	49	51	53	Aged 18-34 years	Other Areas



# Summary of key community satisfaction

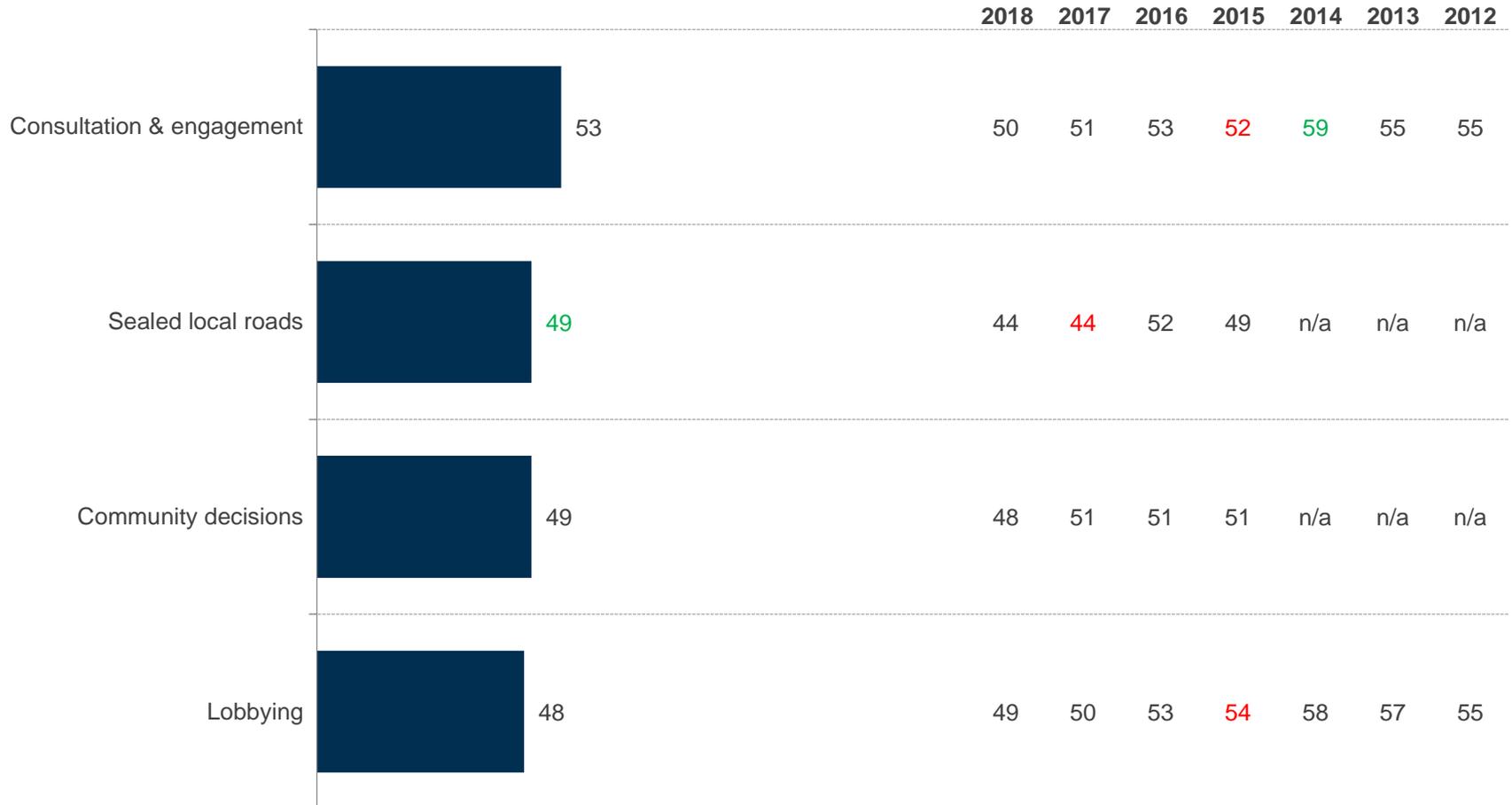
Key measures summary results (%)





# Individual service area performance

2019 individual service area (index scores)

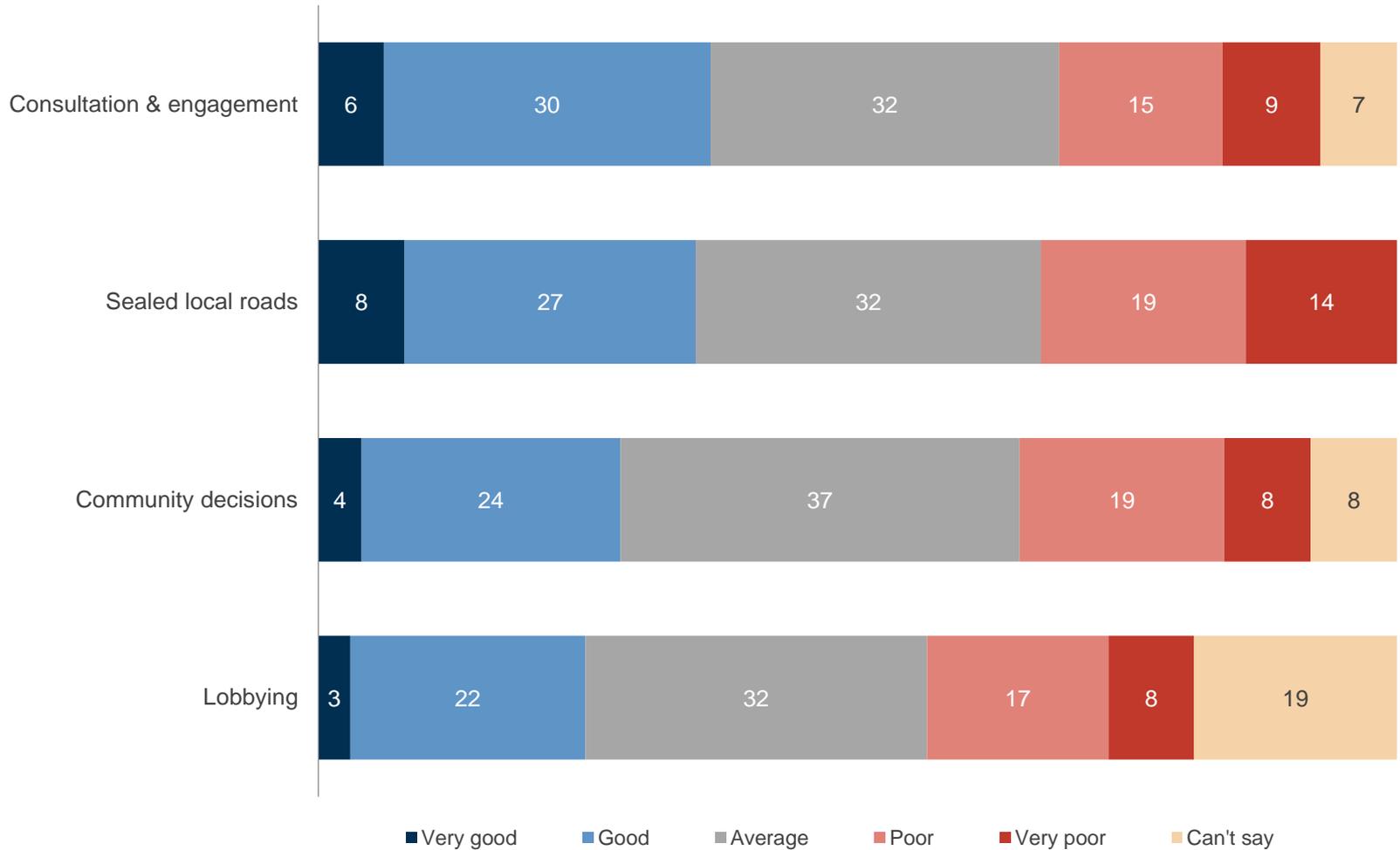


Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18  
 Note: Please see Appendix A for explanation of significant differences.



# Individual service area performance

2019 individual service area performance (%)



Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

## Individual service area performance vs State-wide average



### Significantly Higher than State-wide Average

- Not applicable

### Significantly Lower than State-wide Average

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



## Individual service area performance vs group average

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### Significantly Higher than Group Average

- Not applicable

### Significantly Lower than Group Average

- Lobbying
- Making community decisions

# DETAILED FINDINGS



# Overall performance



# Overall performance

## 2019 overall performance (index scores)

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

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,

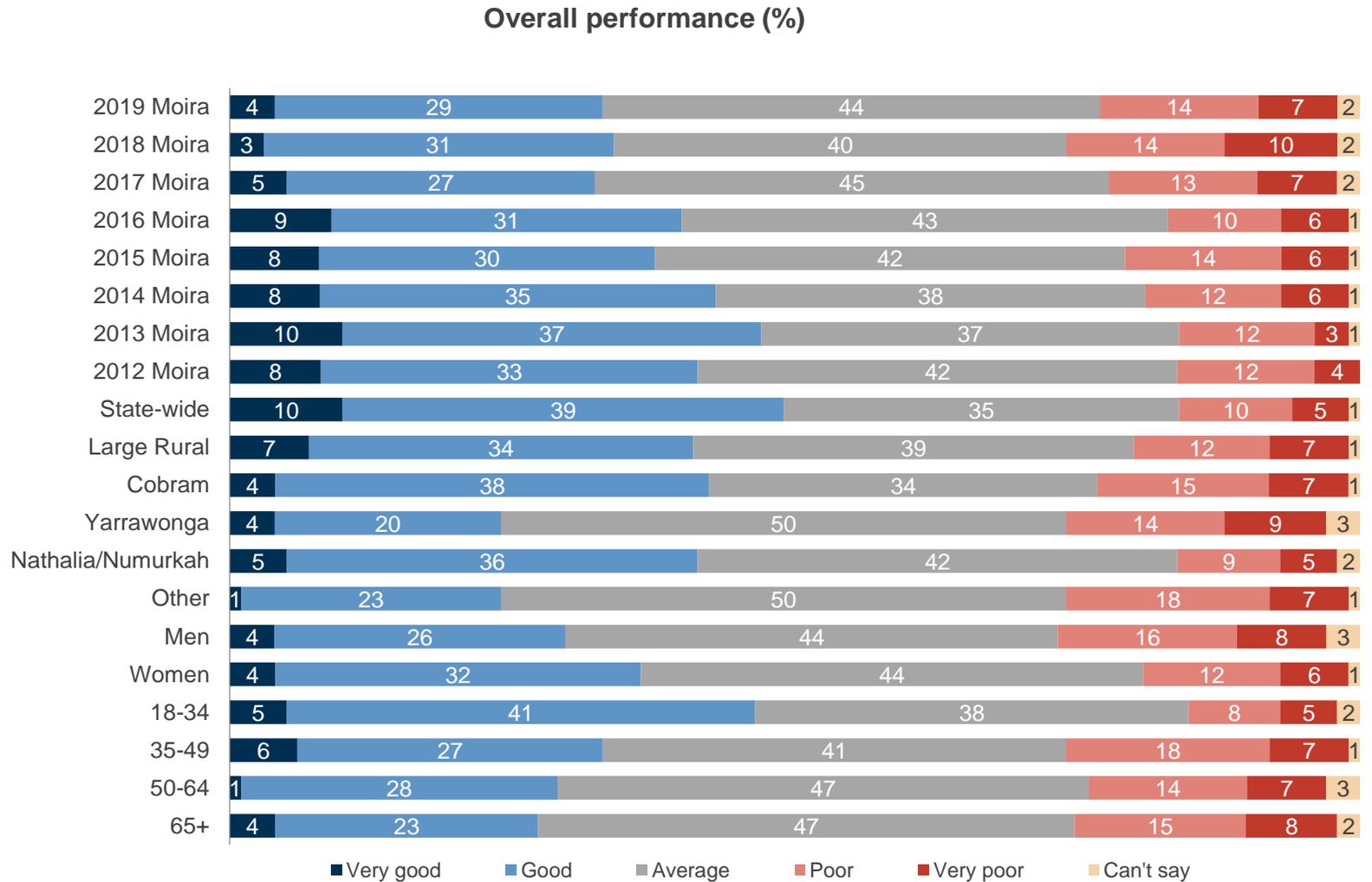
BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?

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

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



# Overall performance



Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of 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: 63 Councils asked group: 18

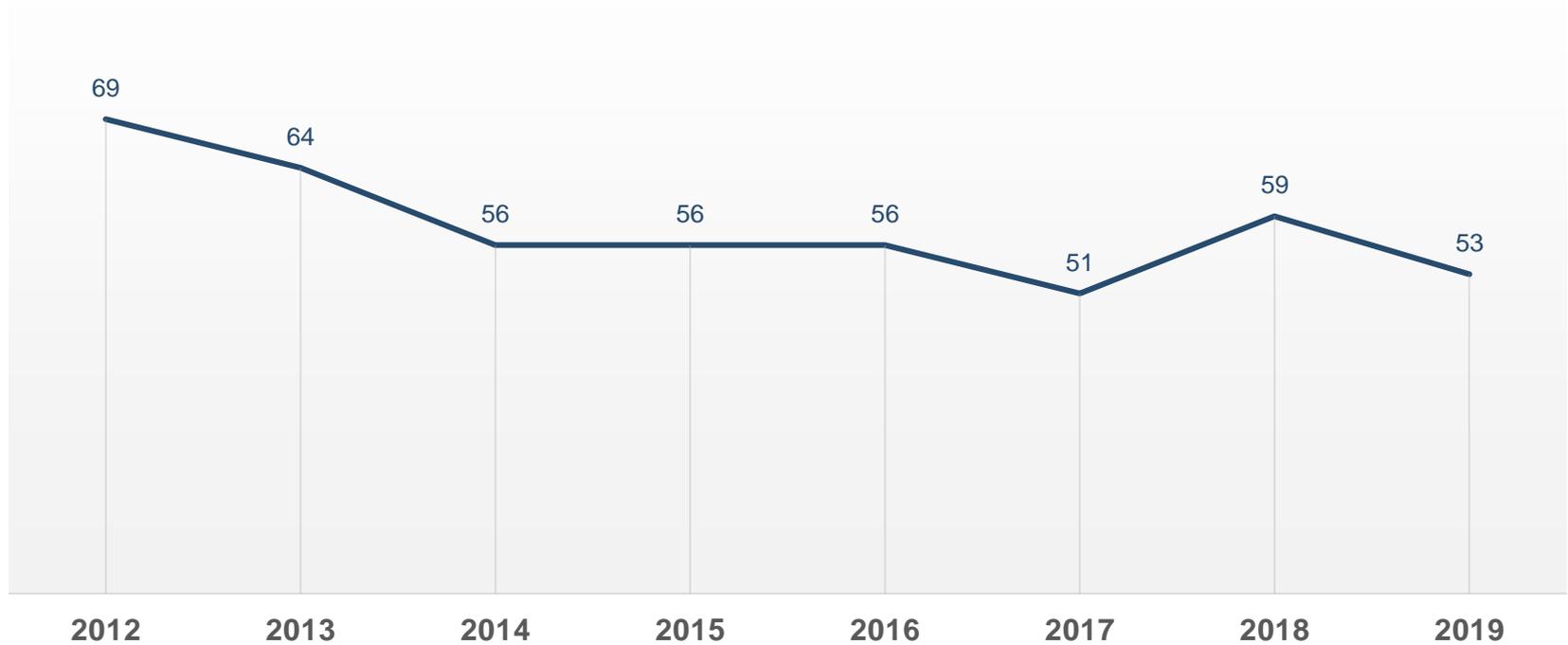


# Customer service



# Contact with council

**2019 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: 38 Councils asked group: 11



## Contact with council

### 2019 contact with council (%)

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

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: 38 Councils asked group: 11

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

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



## Customer service rating

### 2019 customer service rating (index scores)

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

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.

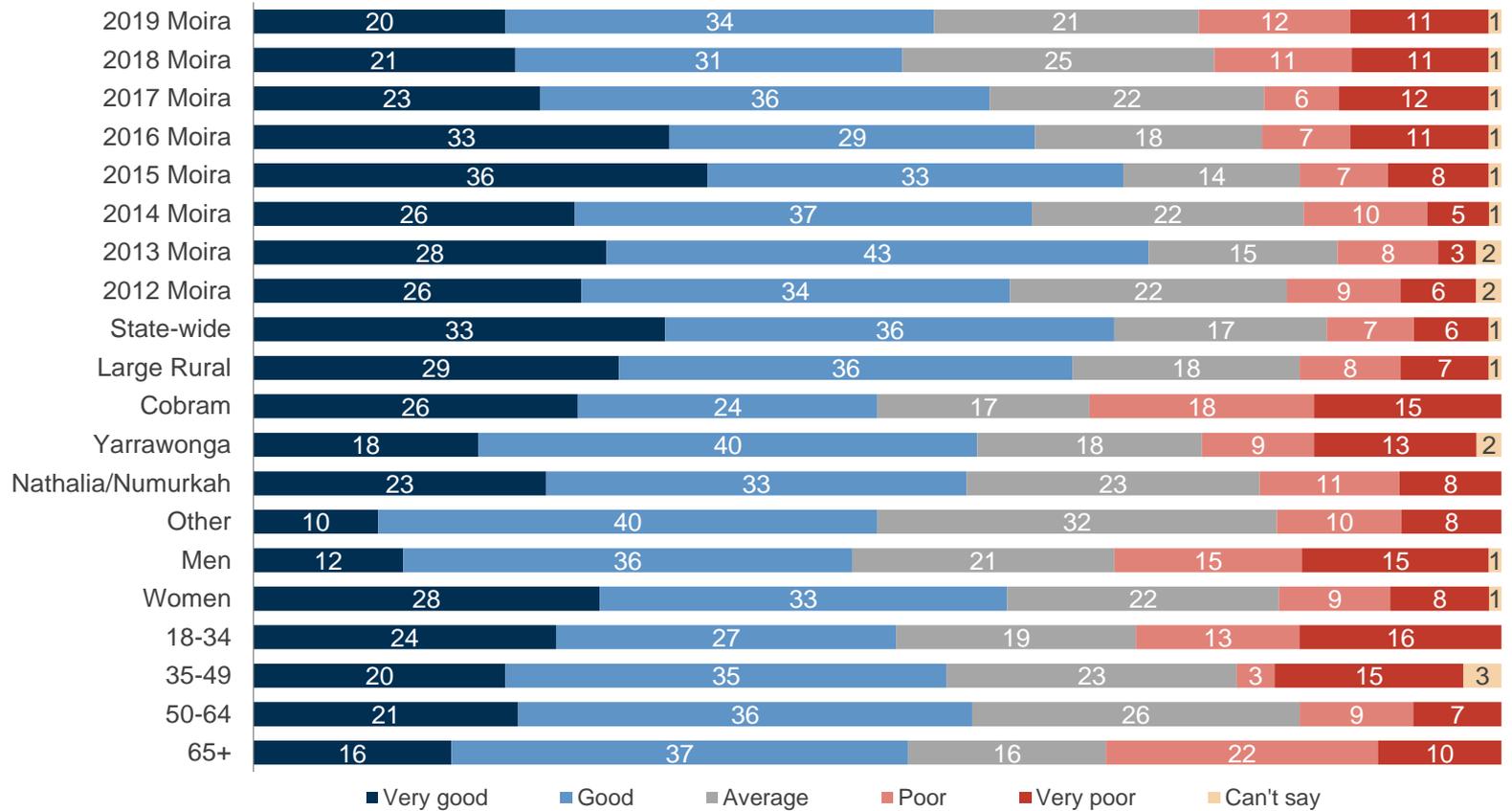
Councils asked state-wide: 63 Councils asked group: 18

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



# Customer service rating

Customer service rating (%)



Q5c. Thinking of the most recent contact, how would you rate 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: 63 Councils asked group: 18



# Council direction



## Council direction summary

<b>Council direction</b>	<ul style="list-style-type: none"><li>• 61% stayed about the same, equal points on 2018</li><li>• 14% improved, down 2 points on 2018</li><li>• 19% deteriorated, up 2 points on 2018</li></ul>
<b>Most satisfied with Council direction</b>	<ul style="list-style-type: none"><li>• Aged 18-34 years</li></ul>
<b>Least satisfied with Council direction</b>	<ul style="list-style-type: none"><li>• Other residents</li></ul>



## Overall council direction last 12 months

### 2019 overall direction (index scores)

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

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

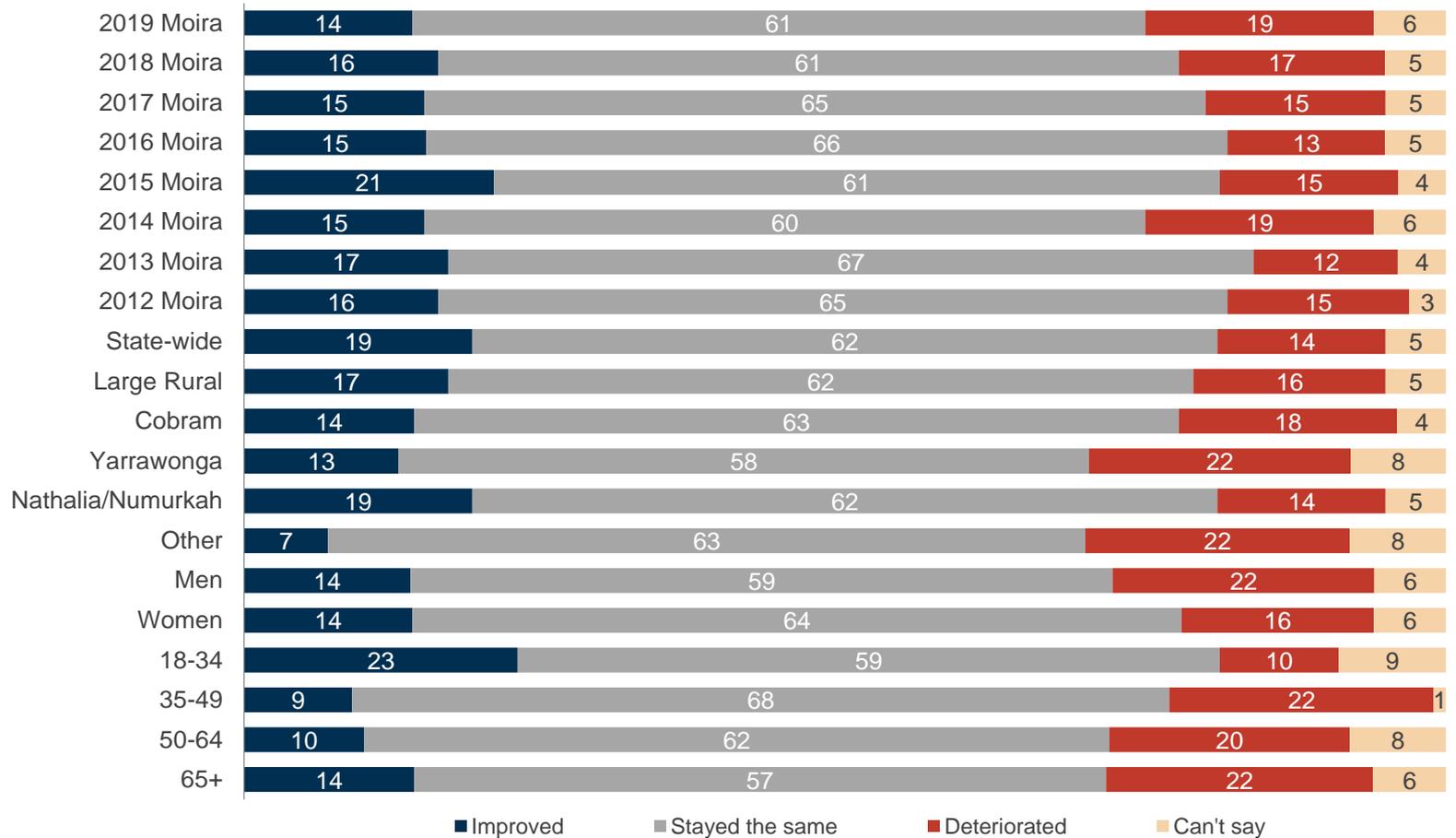
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

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



# Overall council direction last 12 months

2019 overall council direction (%)



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: 63 Councils asked group: 18



# **Individual service areas**



# Community consultation and engagement performance

## 2019 Consultation and engagement performance (index scores)

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

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

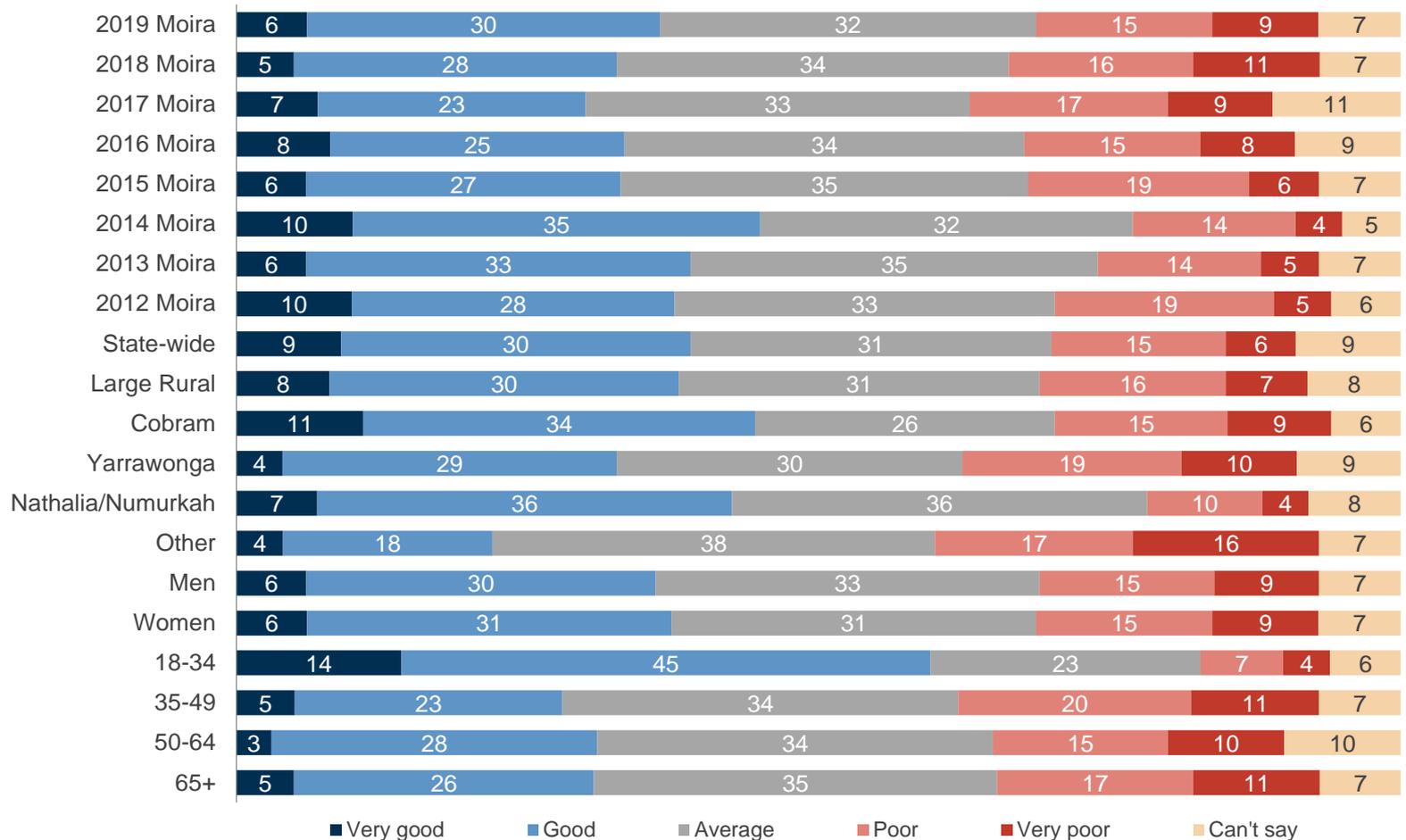
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

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



# Community consultation and engagement performance

2019 Consultation and engagement performance (%)



Q2. How has Council performed on 'Community consultation and engagement' over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18



# Lobbying on behalf of the community performance

## 2019 Lobbying performance (index scores)

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

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

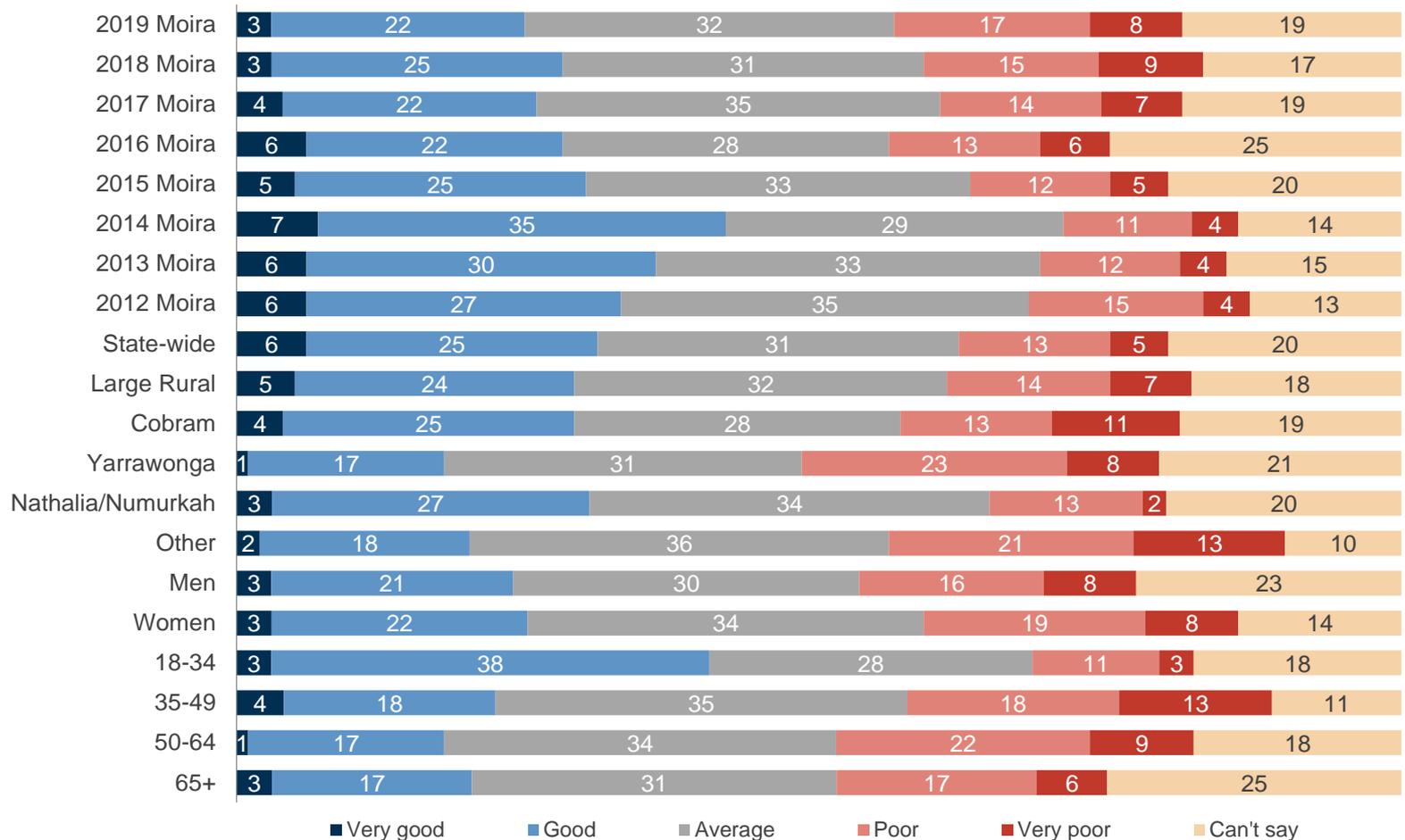
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

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



# Lobbying on behalf of the community performance

2019 Lobbying performance (%)



Q2. How has Council performed on 'Lobbying on behalf of the community' over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

# Decisions made in the interest of the community performance



## 2019 Community decisions made performance (index scores)

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

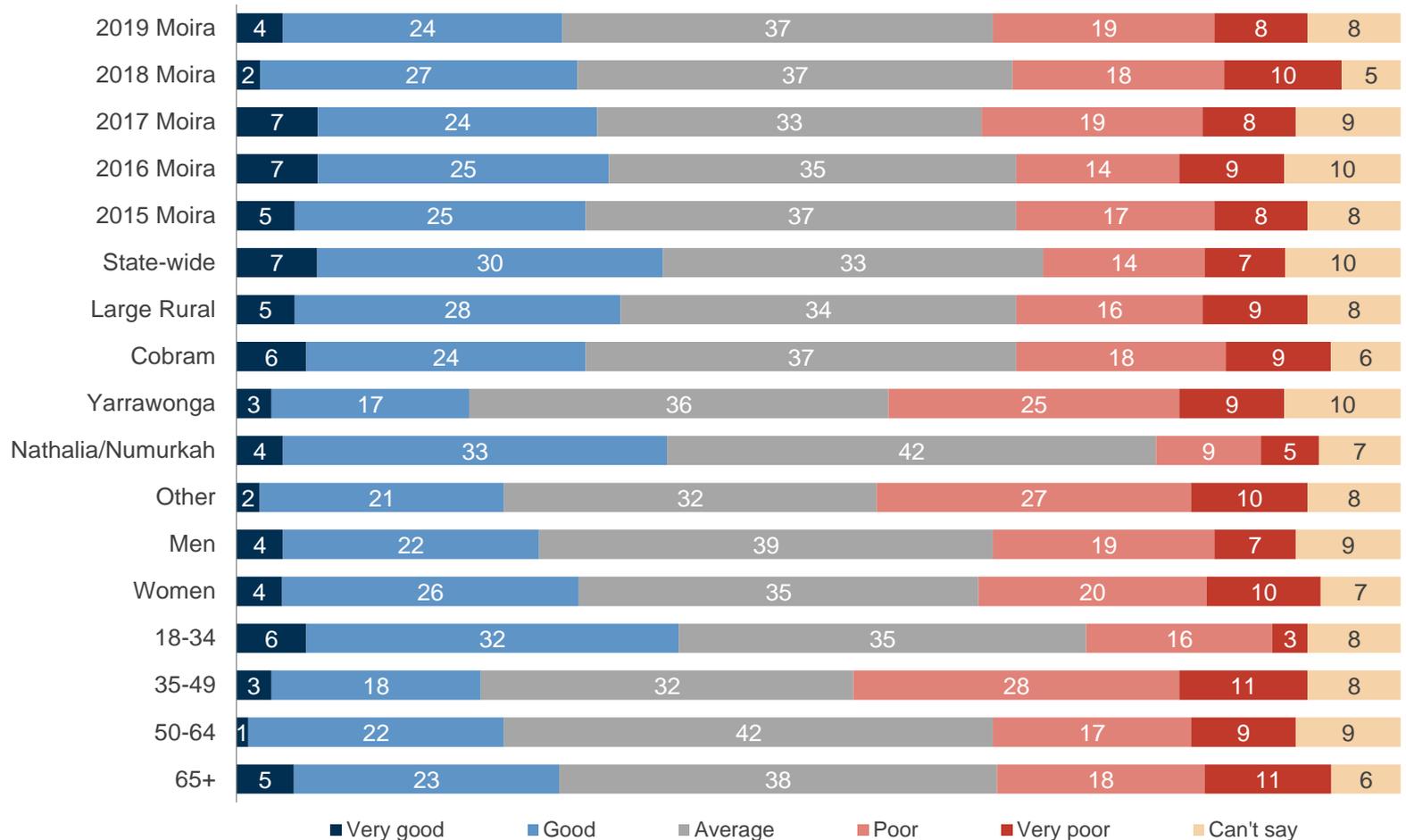
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

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

# Decisions made in the interest of the community performance



2019 Community decisions made performance (%)



Q2. How has Council performed on 'Decisions made in the interest of the community' over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

# The condition of sealed local roads in your area performance



## 2019 Sealed local roads performance (index scores)

	2018	2017	2016	2015	2014	2013	2012
State-wide	53	53	54	55	55	n/a	n/a
18-34	51	43	54	44	n/a	n/a	n/a
Cobram	49	48	57	52	n/a	n/a	n/a
Women	43	43	52	47	n/a	n/a	n/a
Yarrawonga	45	45	52	48	n/a	n/a	n/a
65+	45	49	55	56	n/a	n/a	n/a
Moira	44	44	52	49	n/a	n/a	n/a
Nathalia/Numurkah	42	43	54	51	n/a	n/a	n/a
50-64	40	41	45	47	n/a	n/a	n/a
Men	45	46	53	52	n/a	n/a	n/a
Large Rural	45	43	44	45	n/a	n/a	n/a
35-49	43	41	54	46	n/a	n/a	n/a
Other	40	41	46	n/a	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?

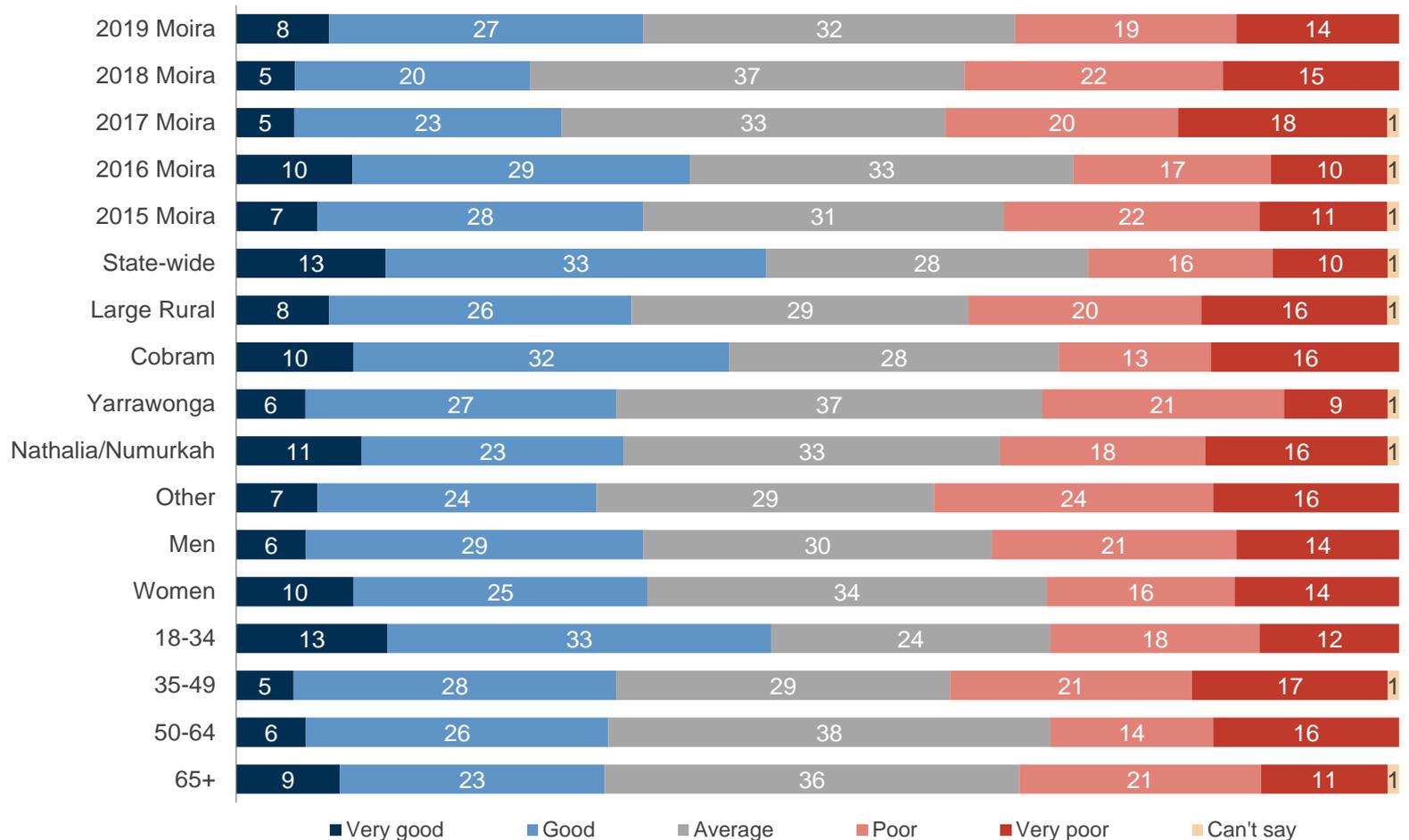
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

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

# The condition of sealed local roads in your area performance



2019 Sealed local roads performance (%)



Q2. How has Council performed on 'The condition of sealed local roads in your area' over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

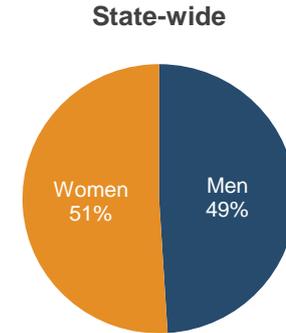
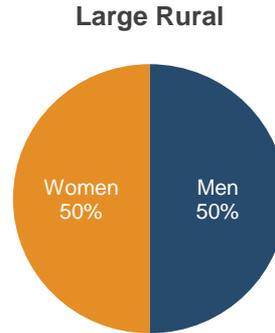
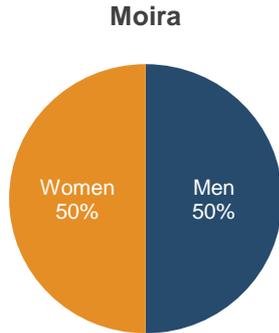


# Detailed demographics

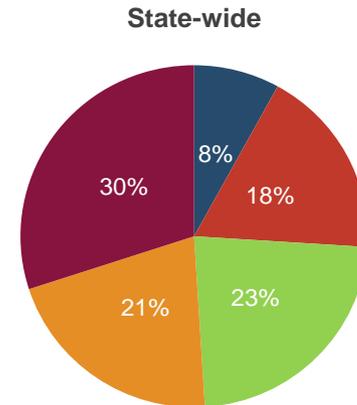
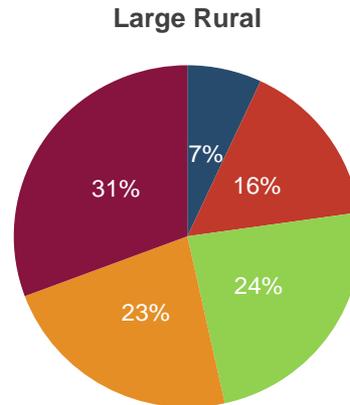
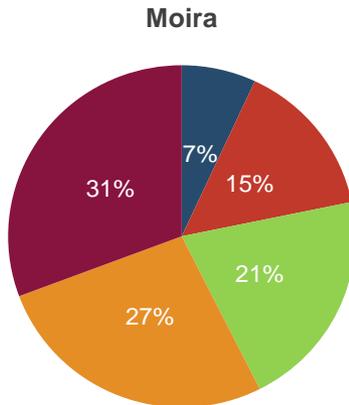


# Gender and age profile

## 2019 gender



## 2019 age



■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

S3. [Record gender] / S4. To which of the following age groups do you belong?  
 Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18  
 Please note that for the reason of simplifying reporting, interlocking age and gender reporting has not been included in this report.  
 Interlocking age and gender analysis is still available in the dashboard and data tables provided alongside this report.



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



## Appendix A: Index Scores

### Index Scores

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

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

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

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

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



## Appendix A: Margins of error

The sample size for the 2019 State-wide Local Government Community Satisfaction Survey for 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 23,300 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	239	199	+/-6.3
Women	261	201	+/-6.0
Cobram	117	98	+/-9.1
Yarrawonga	168	132	+/-7.6
Nathalia/Numurkah	131	106	+/-8.6
Other	84	63	+/-10.7
18-34 years	58	87	+/-13.0
35-49 years	123	82	+/-8.8
50-64 years	148	107	+/-8.1
65+ years	171	123	+/-7.5



## Appendix A: Significant difference reporting notation

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

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

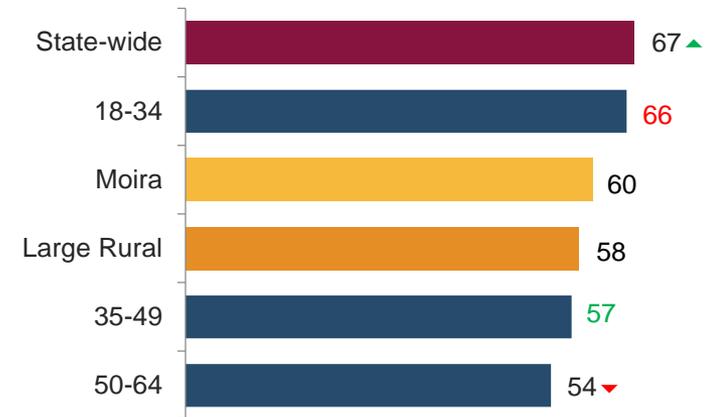
- ▲ The state-wide result is significantly higher than the overall result for the council.
- ▼ The result among 50-64 year olds is significantly lower than for the overall result for the council.

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

Therefore in the example below:

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

Overall Performance – Index Scores  
(example extract only)





## Appendix A: Index score significant difference calculation

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

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

Where:

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

All figures can be sourced from the detailed cross tabulations.

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



# **Appendix B: Further project information**



## Appendix B: Further information

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

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

### Detailed survey tabulations

Detailed survey tabulations are available in supplied Excel file.

### Contacts

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

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

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



## Appendix B: Survey methodology and sampling

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

- 2019, n=500 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2018, n=500 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 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.

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 1st February – 30th March, 2019.



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

### Council Groups

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



## Appendix B: Analysis and reporting

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### 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 2012-2019 have been made throughout this report as appropriate.



## 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 2019 State-wide Local Government Community Satisfaction Survey was designated as 'Core' and therefore compulsory inclusions for all participating Councils.

These core questions comprised:

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

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



## Appendix B: Analysis and reporting

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### Reporting

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

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

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



## Appendix B: Glossary of terms

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

**CSS:** 2019 Victorian Local Government Community Satisfaction Survey.

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

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

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

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

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

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

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

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

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

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

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

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