

Moirira Shire Council

Community Satisfaction Report 2026

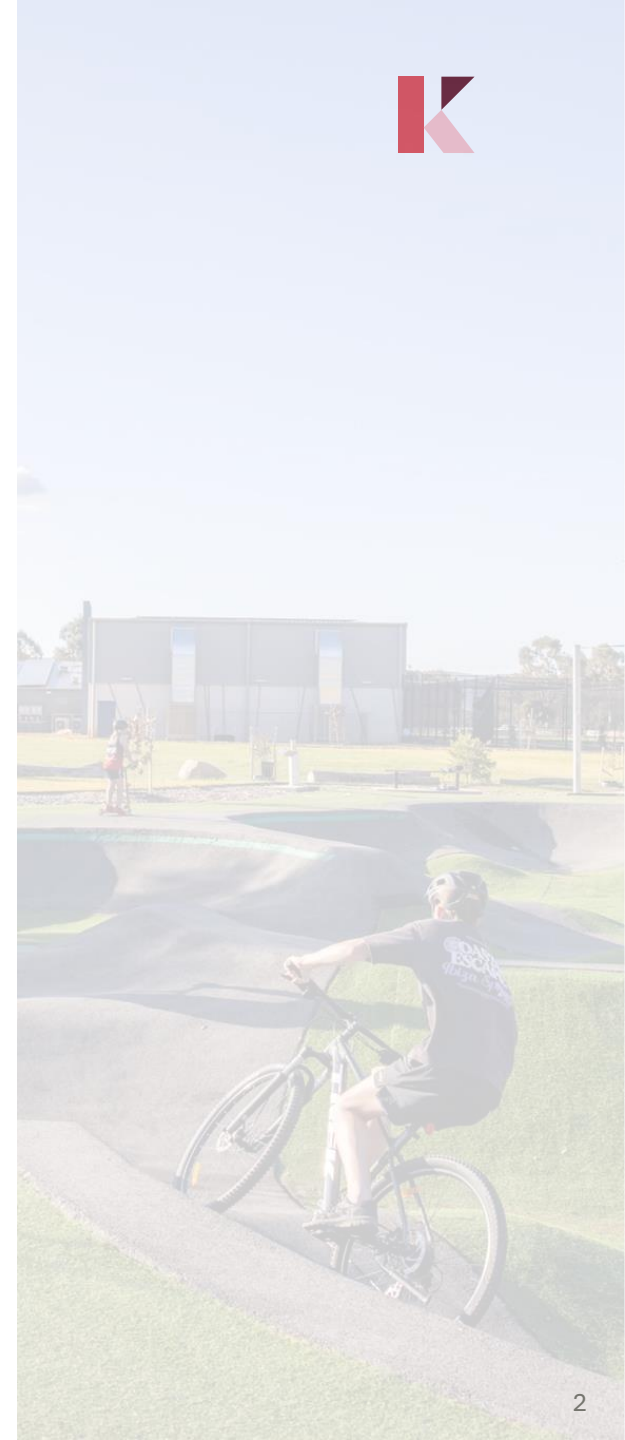


klein

Coordinated by the Department of Government
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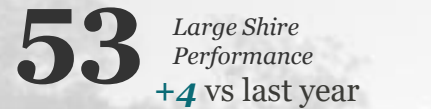
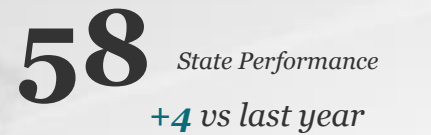
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Executive Summary



Moira City Council Community Satisfaction



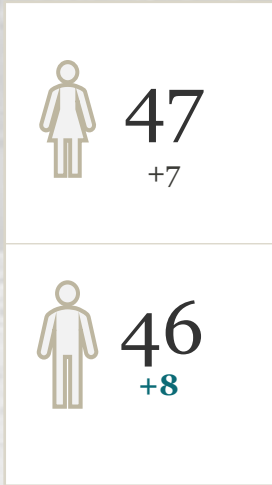
Key Takeouts



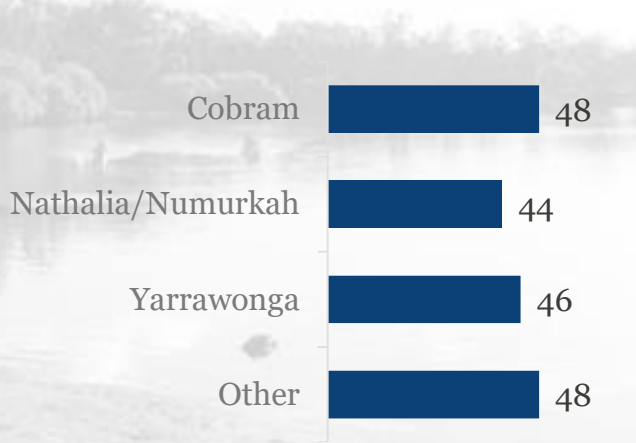
Moira City Council’s overall performance, along with all other core measures, increased significantly in 2026. The increase in overall performance is reflected amongst all age groups but is more pronounced amongst younger residents.

Top performing areas

- 58** Waste management* 
- 57** Customer Service 
- 45** Opportunities to give feedback* 



Aged 18-34	51 +15
Aged 35-49	40 +10
Aged 50-64	41 +10
Aged 65+	50 +5

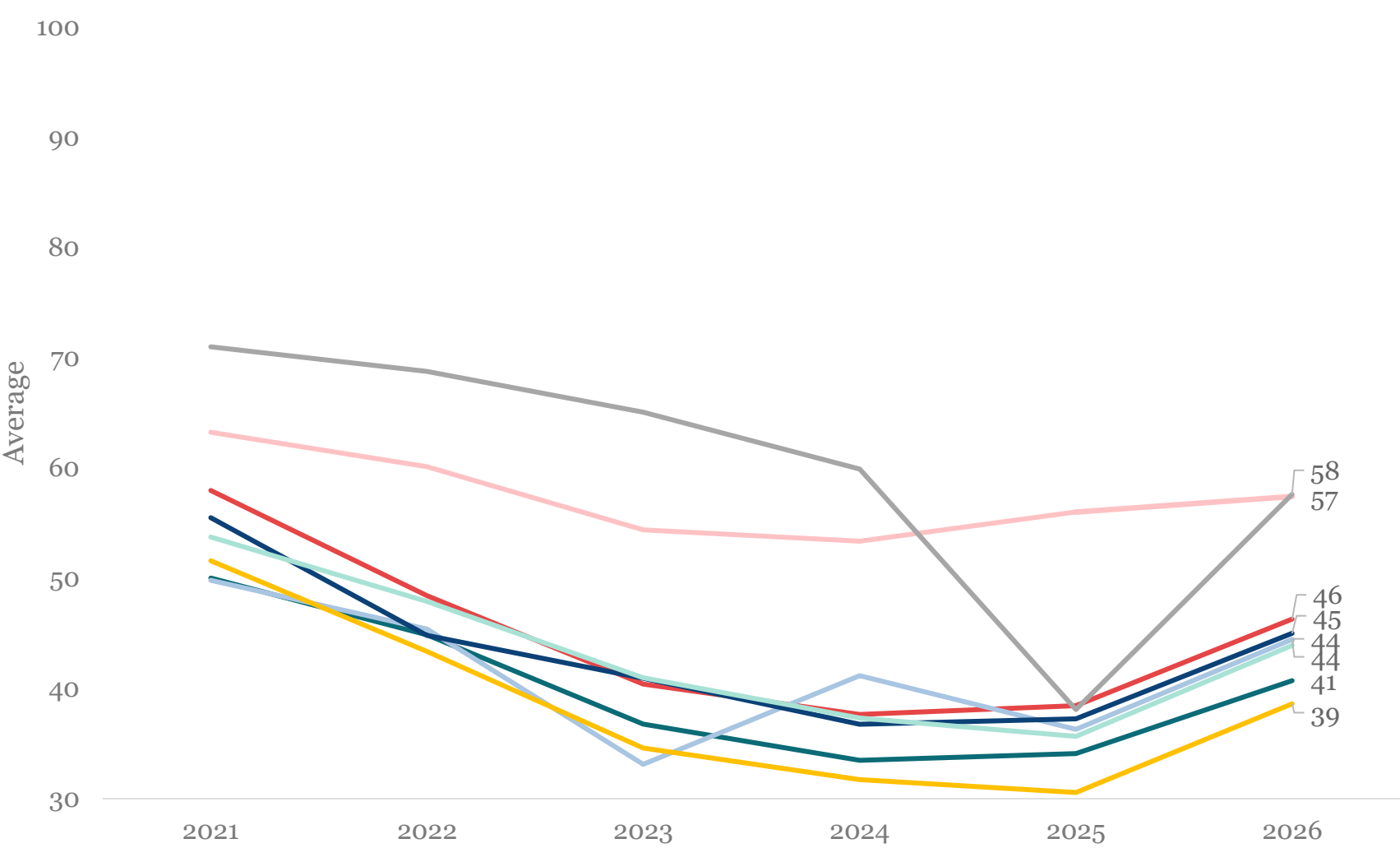


Lowest performing areas

- 39** Condition of local streets* 
- 44** Making decisions* 



Core Measures by Year



Change on Previous Year

- +8** Overall Performance
- +7** Spending Public Funds*
- +8** General direction
- +1** Customer service
- +8** Opportunities to give feedback*
- +20** Waste management*
- +8** Making decisions*
- +8** Sealed local roads*

Changed questions are marked with an asterisk.

LGV Core Summary



		Moir SC 2026	Chg vs 2025	State 2026	Chg vs 2025	Large Shire 2026	Chg vs 2025
Overall Performance		46	+8	58	+4	53	+4
<i>Overall Performance of Council</i>							
Spending Public Funds*		41	+7	51	+4	46	+3
<i>Spending public funds... in ways that benefit the community</i>							
General Direction		44	+8	48	+2	47	+3
<i>Views on direction of council's performance</i>							
Customer Service		57	+1	68	+2	66	+1
<i>...on most recent contact, rate Council for Customer Service</i>							
Opportunities to Give Feedback*		45	+8	55	+5	54	+6
<i>Opportunities offered by Council to give your feedback on key local issues</i>							
Waste management*		58	+20	72	+6	69	+7
<i>Waste Management including garbage, recyclables and green waste</i>							
Making decisions*		44	+8	52	+3	49	+3
<i>Making decisions in the interest of the community</i>							
Sealed local streets*		39	+8	54	+9	47	+7
<i>Condition of sealed local streets</i>							

Performance of Council Services – Summary by Service Area



**Governance,
Engagement &
Advocacy**

Service	2026	vs LY
Opportunities to give feedback*	45	+8
Making decisions in the interest of the community*	44	+8

**Infrastructure &
Maintenance**

Service	2026	vs LY
Condition of sealed local streets*	39	+8

**Community
Services & Support**

Service	2026	vs LY
Waste management*	58	+20



Changed questions are marked with an asterisk.

Executive Summary – Key Strengths of Council

Customer service



Waste management

Waste Management is a clear area of strength, scoring 58 after a substantial 20-point increase year on year. This represents the largest improvement across all measures and indicates strong gains in community perceptions of this service area.



Broad-based uplift across all core measures

At 57, customer service is Council's highest-rated core measure outside waste management, and the 57% resident contact rate is in line with State (58%) and Large Shire (57%) peers. While year-on-year movement was modest (+1), the result suggests residents continue to view interactions with Council staff relatively positively.



Areas where Moira Shire Council is performing well or building genuine momentum

All core measures improved year-on-year. This includes Overall Performance, Making Decisions, General Direction, Spending and Engagement - each rose around +7 to +8 points, signalling broad-based positive momentum across Council's overall performance framework.



Executive Summary – Key Opportunities for Council to Address

Areas where Moira Shire Council trails State and Large Shire benchmarks and has the most room to improve



Sealed local streets

With a score of 39, sealed local roads is Moira Shire Council's lowest-scoring measure and sits 15 points below State (54) and 8 below Large Shire (47). This has the widest negative gap across the core measures tracked.



Making decisions in interest of community

Making decisions in the community interest scored 44 (-8 vs State, -5 vs Large Shire) and registers as a high-influence driver of overall satisfaction on the influence–performance matrix. Yarrawonga residents, in particular, expressed stronger criticism of this aspect, indicating a need for targeted action.



Spending public funds

Perceptions on spending public funds sit at 41 (-10 vs State, -5 vs Large Shire). This measure is both highly influential in driving overall satisfaction and currently underperforming, indicating it should be prioritised for improvement to strengthen community confidence in Council decision-making in spending public funds.



Opportunities to give feedback

Despite year-on-year improvement, this measure remains well below both the State and Large Shire benchmarks and represents a key priority area for Moira Shire Council due to its high influence on overall satisfaction. As such, continued focus is required to further improve performance in this area.



Executive Summary – Recommendations

Priority actions to lift overall sentiment and close the gap to State and Large Shire benchmarks

Lift overall positioning

Moirā Shire Council’s Overall Performance score of 46 remains well below both the State (58) and Large Shire (53) benchmarks, despite all core measures also sitting below comparison groups. However, the +8 year-on-year improvement indicates positive momentum that should be sustained. To continue lifting overall performance, effort should be concentrated on the key high-influence drivers, particularly decision-making, spending public funds, and community consultation and engagement as improvements in these areas are most likely to drive further gains in overall satisfaction.

Prioritise sealed local roads

Sealed local roads show the largest perception gap at -15 compared to the State benchmark. This indicates a comparatively weaker perception in this area. The result also highlights variation in sentiment across different cohorts, with residents aged 50–64 showing relatively lower satisfaction levels. This result points to sealed roads as a key area of focus, where improvements in both service delivery and visibility of works could help address perception gaps and strengthen confidence across the community.

Strengthen decision-making and value narrative

The influence–performance matrix flags Making Decisions and Spending Public Funds as the highest-leverage levers. There is value in enhancing how decision-making processes and the use of ratepayer funds are communicated, with clearer links between decisions, expenditure, and service outcomes.

Targeted engagement in Nathalia and Numurkah

These precincts show the highest contact frequency yet the lowest service and engagement scores. This indicates an opportunity to further understand local experiences and tailor approaches in these areas, with a view to narrowing the gap with Cobram (48).

Summary of Approach



About the LGV CSS program

What the program is

Program overview

The **LGV Community Satisfaction Survey (CSS)** is a state-wide program that measures how residents rate the performance of their local council. It provides councils with an independent, consistent and comparable view of community perceptions across key service and performance areas, helping them to:

Understand strengths
and areas for improvement

1

Track performance
over time

3

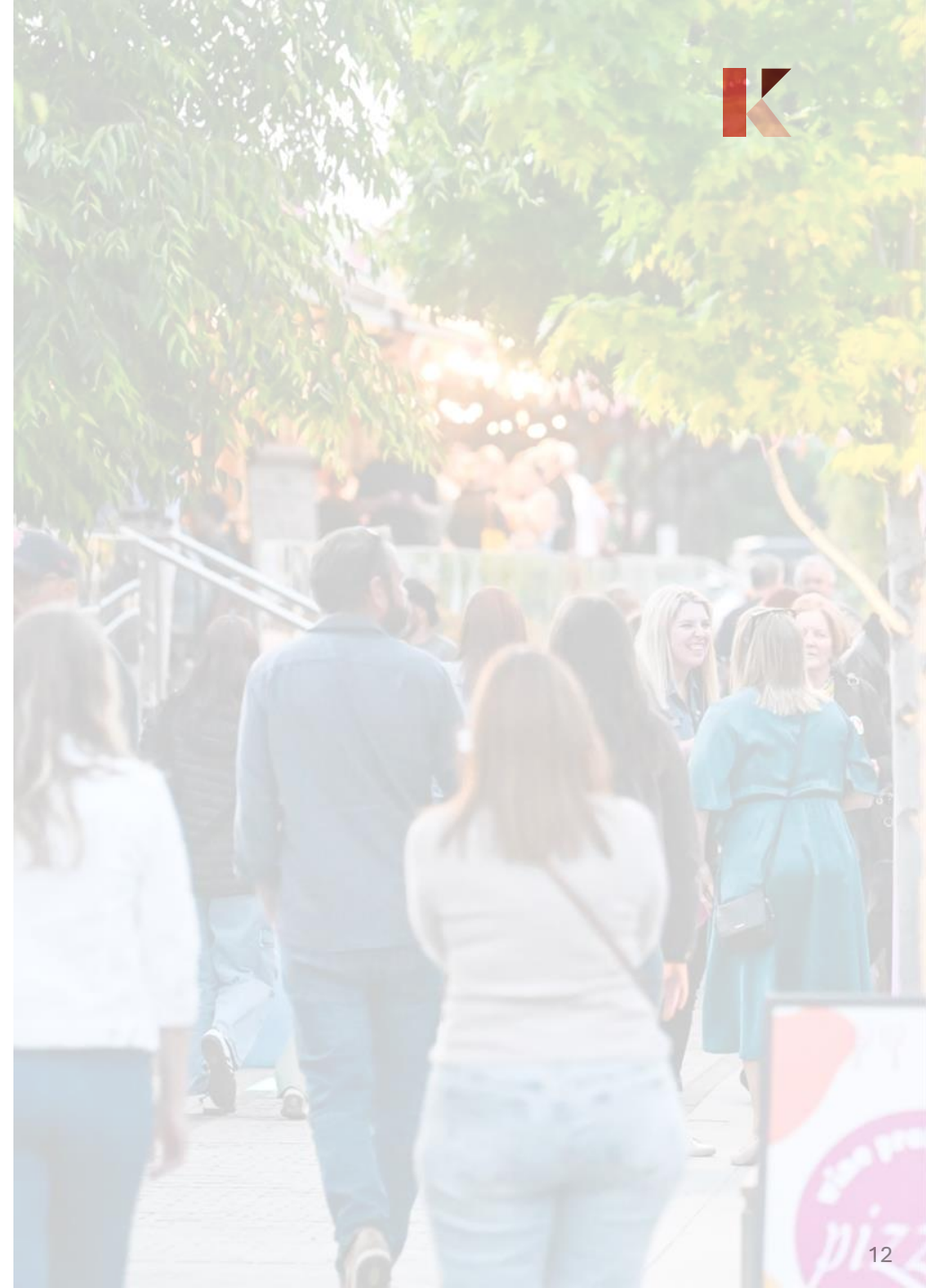
Benchmark against similar
councils and the wider sector

2

Support planning, service
improvement and community
accountability

4

The LGV CSS program provides a common framework for understanding and benchmarking council performance from the community perspective.



About Klein

What the program is and Klein's role in its next phase

Klein's appointment to the program

Klein is the newly appointed and Government-endorsed provider for the LGV CSS program. Our appointment through a robust and competitive procurement process provides confidence in the strength of the approach and the quality of delivery.



A new phase for the program

As the new provider, Klein brings energy, curiosity and a modern perspective — helping to refresh the program while maintaining the integrity, comparability and credibility that councils rely on.

Independent. Comparable. Credible. Refreshed for the program's next phase.

The LGV CSS program provides a common framework for understanding and benchmarking council performance from the community perspective.



About Klein

- 30 years' experience in community and customer satisfaction tracking.
- Diverse expertise in public-sector, local-government and stakeholder engagement, as well as commercial clients.
- Proven in managing large tracking programs.
- A “safe set of hands” - independent, transparent, and responsive.

Explanation of Survey Metrics

How the key survey measures should be interpreted



Key metrics included in this report

This report includes a range of measures to understand how residents view Council's performance, services and role in the community.

Key Performance: Measures overall views of Council, including overall performance, value for money and direction.

Core measures: Covers key areas such as decision-making in the interests of the community, waste management, opportunities to give feedback, and the condition of sealed local streets.

Importance of council services: Measures how important different services are to residents.

Performance: Measures how residents rate Council's performance in each area over the past 12 months.

Experience: Measures whether residents or anyone in their household has used particular services in the past 12 months.



Service reporting categories

For ease of interpretation, service results are grouped into the following categories

Governance, Engagement & Advocacy

Infrastructure & Maintenance

Community Facilities & Recreation

Community Services & Support

Planning & Growth



Note on interpretation

Residents may rate Council based on either direct experience or broader perceptions. Both are valuable, as they help show not only how services are experienced, but also how Council is seen by the wider community.

This report includes a range of measures to understand how residents view Council's performance, services and role in the community.



How results are reported

Results are typically shown for

Total Council sample

Demographic sub-groups within the Council such as age, gender and region

Similar councils for benchmarking

State-wide results for broader comparison



Benchmarking and comparison

How Council's results are interpreted in context

Why Benchmarking matters	Benchmarking helps put Council's results into context by comparing performance with relevant peers, historical results and key resident groups.
What it helps show	Benchmarking helps answer four key questions: • How is Council performing overall? • How is Council performing compared with all participating councils? • How is Council performing compared with similar councils? • Which results reflect Council-specific issues versus broader sector-wide patterns?
Important note	Comparisons are based on a common methodology and question set. Where differences are observed, significance testing is used to identify whether Council is <i>meaningfully above or below</i> benchmark.

Benchmark comparisons used in reporting

Comparator	What it helps show
State-wide average	How Council compares with all participating councils across the program
Council group average	How Council compares with similar councils, providing the most relevant peer context
Previous years	Whether performance is improving, stable or declining over time
Resident sub-groups	Which groups score higher or lower, and where perceptions differ across the community



Moir City Council is classified as a **Large Shire** council. The **Large Shires** group includes: Bass Coast, Colac Otway, Corangamite, East Gippsland, Mitchell, Mount Alexander, Moynre, Southern Grampians, Surf Coast, Swan Hill

Mixed method control

How online surveying was introduced while maintaining comparability

Methodology change

Why online was added

In 2026, the LGV CSS program introduced online surveying via social media recruitment alongside the traditional CATI (telephone) methodology.

Online was added to broaden participation and improve the representativeness of the sample, rather than relying only on residents who are reachable by phone.

This also provides greater access to younger, digitally engaged and other harder-to-reach residents.

CATI remains a core part of the methodology; online has been added to improve coverage and respondent mix.

How the mixed method approach is controlled

Same questionnaire and measurement framework

Telephone and online respondents answer the same questions, using the same scales and core question order.

Mode review before merging

Each response is flagged as telephone or online, allowing results to be checked by mode before they are combined.

Comparison of results

Klein reviews demographic profiles and key results across modes to identify whether any meaningful differences are present.

Integrated weighting

Once verified, telephone and online results are combined and weighted together to align with ABS population benchmarks.



What this means

The mixed method approach improves access, engagement and representativeness, while the control process helps maintain continuity and comparability with previous CATI-only results.

Enhanced Questions

Question wording review and comparability assessment



CORE MEASURES



In consultation with Local Government Victoria and participating councils, a number of questions used in the Community Satisfaction Survey were reviewed and updated to improve clarity and relevance.

As wording changes can affect comparability with historical results, a split-sample approach was used to assess the impact of the main revisions. One group received the historic wording and another received the enhanced wording.

The following table summarises the changes made and the extent to which the revised wording affected results.

Enhanced Wording	Historic Wording	Estimated Impact	Outcome
How would you rate [COUNCIL.NAME] at spending public funds on infrastructure and services in ways that benefit the community	How would you rate [COUNCIL.NAME] at providing good value for money in infrastructure and services provided to your community?	N/A	Not tested. The historic question focused on perceptions of value for money, while the revised measure assesses perceptions of how effectively council directs public funds to generate community benefit. As these are related but not equivalent concepts, direct trend comparability was not assumed.
The opportunities offered by [NAME OF COUNCIL] to give your feedback or engage on key local issues.	Community consultation and engagement	+1pts	No material impact detected. Results are considered comparable.
Condition of sealed local streets in your area. This includes local streets but does NOT include highways and major arterial roads such as [INSERT UP THREE LOCAL EXAMPLES].	The condition of suburban sealed local roads in your area. This includes local streets and roads managed by your council but excluding highways and main roads that are managed by VicRoads.	+2pts	No material impact detected. Added specificity does not appear to have materially changed responses.
Waste management including the collection of garbage, recyclables and green waste	Waste management	+6pts	Material impact detected; revised wording appears to have increased positive ratings likely by making the measure more concrete and inclusive.
Making decisions in the interest of the community	Decisions made in the interest of the community	-1pt	No material impact detected. Results are considered comparable.
Advocating for, and representing the community to government and other organisations	Lobbying on behalf of the community	+2pts	No material impact detected. Results are considered comparable.
Developing and promoting local tourism	Tourism Development	-3pts	No material impact detected. Movement appears within expected variation.
Developing and promoting the local economy	Business and community development	-3pts	No material impact detected. Movement appears within expected variation.
Enforcement of local laws and Council regulations	Enforcement of local laws	-5pts	Potential material impact detected. Expanded reference to “Council regulations” may have broadened respondents’ frame of reference and contributed to lower ratings.
The condition of footpaths in your area	The condition of local streets and footpaths in your area	+2pts	No material impact detected. Revised wording appears comparable.
Keeping the community informed on council services, events and programs	Informing the community	+3pts	No material impact detected. Revised wording appears comparable.

Changed questions are marked with an asterisk.

Enhanced Methodology

The incorporation of Online and comparability assessment



In 2026, the LGV CSS program expanded beyond its traditional CATI (telephone interviewing) approach, with online surveying via social media recruitment available as an option for councils.

This reflected a desire to modernise the program while retaining the consistency and comparability of the long-standing methodology.

Where used, online broadened participation and improved the representativeness of the sample, particularly by improving access to younger, digitally engaged and other harder-to-reach residents.

Index Score	Score Impact	Impact of including Online
Overall Performance	0 pts	No material impact detected. Movement appears within expected variation
Spending Public Funds	-1 pts	No material impact detected. Movement appears within expected variation
General Direction	-1 pts	No material impact detected. Movement appears within expected variation
Customer Service	-1 pts	No material impact detected. Movement appears within expected variation
Consultation/ Engagement	-1 pts	Material impact detected; the introduction of online approach may have allowed respondents to be more critical.
Waste management	0 pts	No material impact detected. Movement appears within expected variation
Making decisions	-2 pts	Material impact detected; the introduction of online approach may have allowed respondents to be more critical.
Sealed local streets	0 pts	No material impact detected. Movement appears within expected variation



After weighting for demographic differences, CATI and online results were broadly aligned.

Any remaining differences were generally small and mostly within expected variation.
Importantly, the differences observed are generally small and not statistically significant, supporting a combined dataset that improves reach while maintaining comparability.

How to interpret results

Statistical significance and margin of error

Statistical significance

Statistical significance testing at the 95% confidence level has been applied to key comparisons in this report.

Where a difference is highlighted, it is unlikely to be due to chance alone. Where no difference is highlighted, the results should be treated as broadly similar.

95%

Reading the charts and tables



Up arrow or green text = significantly higher



Down arrow or red text = significantly lower



Circle / marker or black text = not statistically significant, but may still be noteworthy

Approximate margins of error used in this report

All survey results are subject to a margin of error, which varies depending on sample size.

Sub-Group	Sample	Margin of error
Moirra SC	401	+/-4.9 pts
State	17,751	+/-0.7 pts
Large Shire	4,770	+/-1.4 pts
18 to 34	60	+/-12.7 pts
35 to 49	89	+/-10.4 pts
50 to 64	102	+/-9.7 pts
65+	150	+/-8.0 pts
Male	215	+/-6.7 pts
Female	186	+/-7.2 pts
Cobram	78	+/-11.1 pts
Nathalia/Numurkah	104	+/-9.6 pts
Yarrawonga	148	+/-8.1 pts
Other	71	+/-11.6 pts

Larger groups have a smaller margin of error; smaller groups have a larger one.

Why the sample size is appropriate

Understanding the Sample



Sample size

This survey includes enough interviews to give a reliable overall picture of community views.



Margin of error

All surveys have a small amount of natural variation. A bigger sample reduces this (and Councils have the option to increase sample size), but the improvement in accuracy becomes smaller as sample size increases.



Confidence level

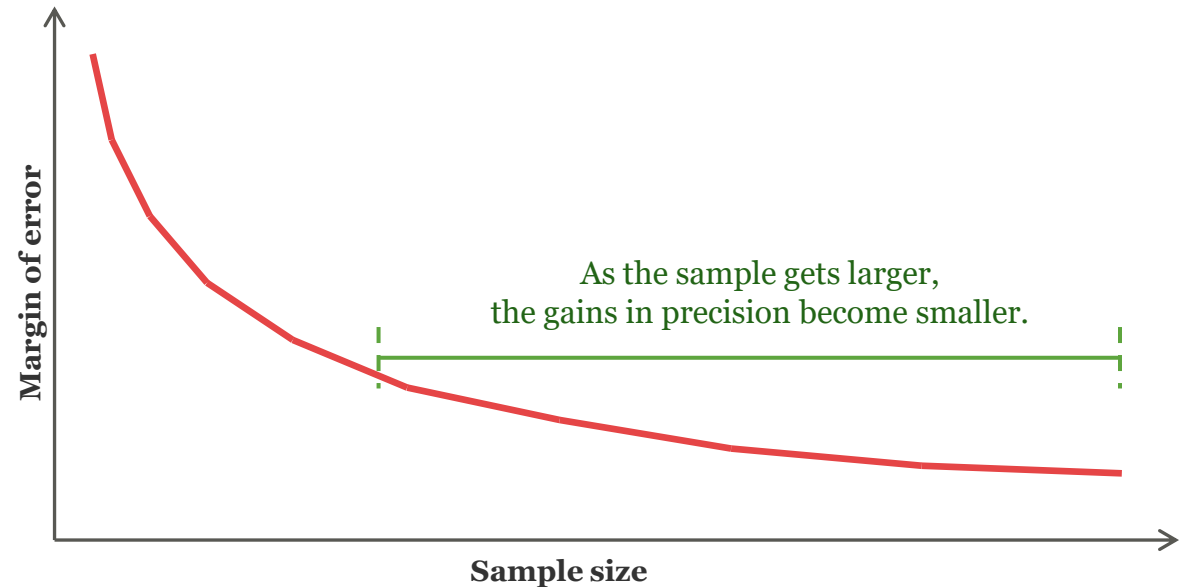
We use the standard "95% confidence level". In simple terms, this means we can be highly confident the survey gives a trustworthy picture of wider community views.



Statistical significance

In our analysis, we test whether differences and movements in scores are large enough to be meaningful, rather than just normal survey variation. These are highlighted through the report.

How sample size affects precision



What this means

Larger samples can improve precision, but after a point they are unlikely to materially change the overall story.

How weighting is used

What weighting does	Weighting adjusts the final results so the achieved sample more closely reflects the actual community profile.
Why it matters	Some groups can be a little over- or under-represented in the raw sample. Weighting helps ensure no group has too much or too little influence on the final results.
How to read the table	“Unweighted” shows the profile of the achieved sample. “Weighted” shows the profile after adjustment. Each council receives its own weighting table.

Sample weighting

Age	Unweighted	Weighted
18-24	3%	4%
25-34	12%	16%
35-49	22%	20%
50-64	25%	24%
65+	37%	35%
NET	100%	100%

Gender	Unweighted	Weighted
Male	54%	49%
Female	46%	51%
NET	100%	100%



Weighting improves representativeness, but it does not change what respondents said. It simply helps ensure that each group is reflected in the right proportion in the final results.

Comparative Benchmarks



In addition to the core LGV questions, each council was able to select additional service areas to assess. As a result, the number of councils in the benchmark for each questions varies. The following are the number of councils for each service area assessed within this report. Where there is only one other council in the benchmark, we have not provided a benchmark and labelled it as NA.

Performance	State	Large Shire
Community events and cultural activities *	15	7
Condition of sealed local streets*	38	11
Decisions in the interest of the community*	38	11
Opportunities to give feedback on key local issues*	38	11
Waste management*	38	11

How Performance Index Scores are Calculated

A simple guide to how 5-point ratings are converted into a 0 to 100 index

In simple terms

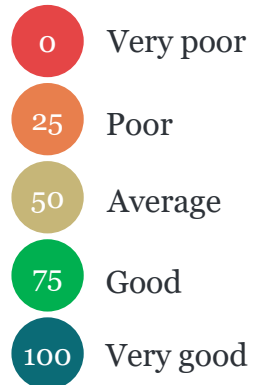
Performance is asked on a 5-point scale from Very poor to Very good.

Responses are then converted into an index from 0 to 100 so results can be compared consistently.

Scale



Index Values



Can't say is excluded from the calculation

Worked example

Each response ‘% share’ is multiplied by its index value. The contributions are then summed to create the score.

Response	Index Value	Share	Contribution
Very good	100	25%	25.0
Good	75	30%	22.5
Average	50	20%	10.0
Poor	25	10%	2.5
Very poor	0	10%	0.0
Can't say	-	5%	Excluded
Total index score		100%	60.0

How to interpret scores

Higher scores indicate stronger performance.

Band	Interpretation
85+	Very strong performance
75-84	Positive performance
50-74	Mixed or passable performance
40-49	Underperforming
<40	Clear community dissatisfaction

Direction in the past 12 months

The same principle is used for the Direction metric: Improved = 100, Stayed the same = 50, Deteriorated = 0. “Can't say” responses are excluded.

How to read the results slide - Performance Distribution



Guide to reading results

What this slide shows

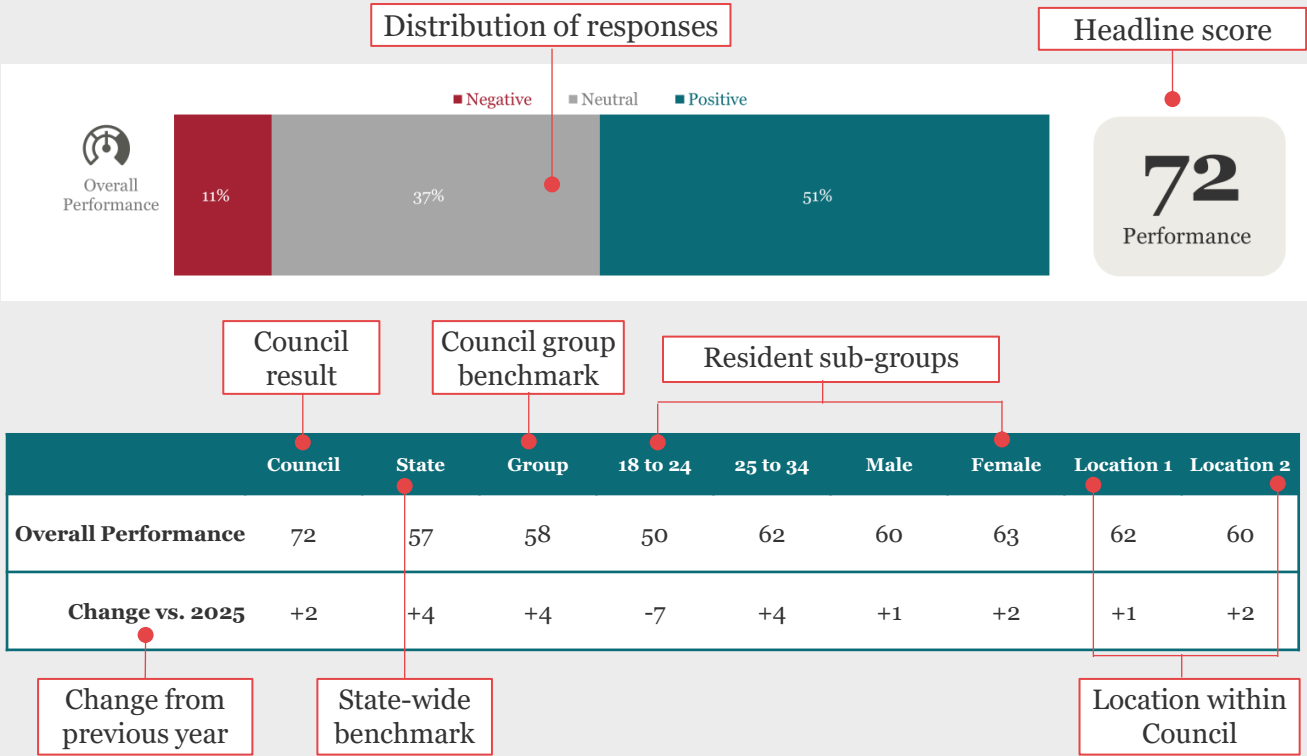
This slide shows the overall result, the distribution of responses, and how results vary across benchmarks and key sub-groups.

- It helps the reader see:
- How Council is performing overall
 - How the result compares with key benchmarks
 - Which groups score higher or lower
 - Whether the result has improved or declined over time

What the table categories mean

- Council** - result for this Council
- State** - average across all participating Councils
- Group** - average for similar councils
- Age / gender / location columns** - results for key sub-groups within the Council area
- Change vs. previous year** - movement since last year

Annotated example



How to read the line chart slide - Performance



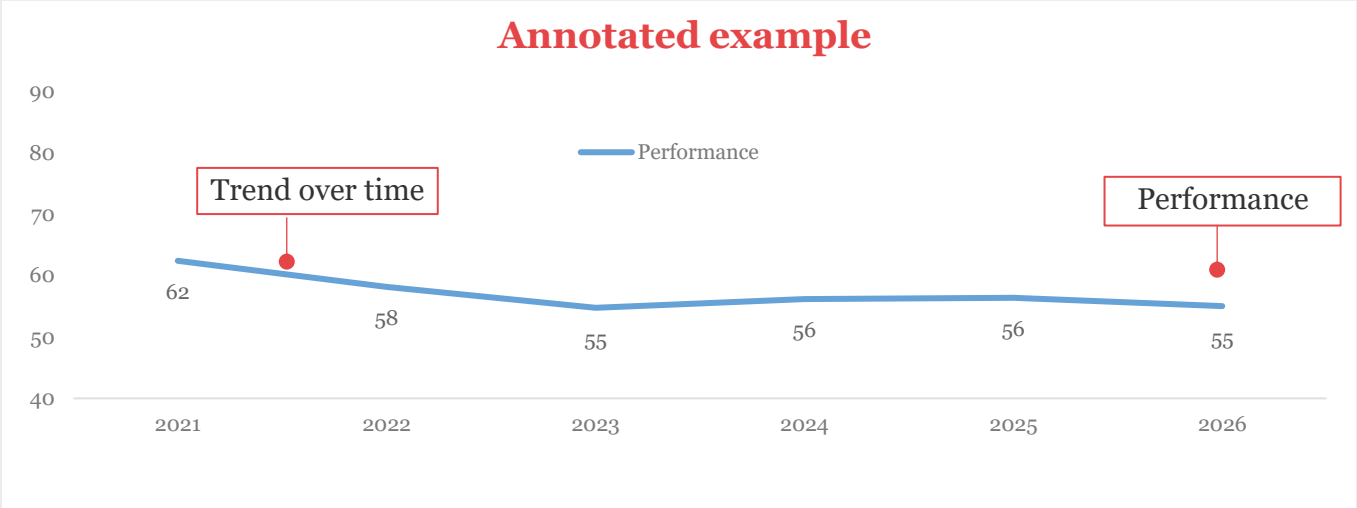
Guide to reading results

What this slide shows

- These slides show how importance and performance have changed over time, and how the current year result varies across benchmarks and sub-groups.
- The top chart shows the trend over time.
- The table below shows the current year results by benchmark and sub-group.
- The change table shows movement compared with the previous year.
- Importance = how much the area matters to the community
- Performance = how residents rate Council on that area

Table categories

Council, State and Group provide benchmarks; age, gender and location columns show resident sub-groups.



Performance of Service 2026												
Average	Council	State	Group	18 to 24	25 to 34	35 to 49	50 to 64	65+	Male	Female	Location 1	Location 1
Performance	55	56	61	43	60	62	62	65	59	63	60	61
Difference 2026 vs. 2025												
Performance	+1	-3	+0	-18	+1	+1	+3	+6	-1	+3	+2	+1

Change from previous year State-wide benchmark Use the trend to understand direction; use the table to understand who is driving the result. Location within Council

Summary of Methodology

Who?

Residents of Moira Shire Council aged 18+
Minimum quotas of gender within age groups were applied during fieldwork. Post-survey weighting was then conducted to ensure accurate representation of the ABS age and gender profile of the council area.

What?

5-minute survey
Conducted by Telephone and Online

How Many?

n=401
n=300 Telephone recruited from sourced residential sample list
n=101 Online recruited via social media

When?

Fieldwork conducted February/March 2026



Key Performance Measures



Overall Council Performance



Overview



This section provides a summary of overall community perceptions of Council performance. It presents key headline metrics and a high-level view of how Council is performing across the municipality.

Specifically, this section includes:

- Overall performance score
- Perceptions of Council direction
- Views on how well Council spends public funds
- Benchmark comparisons (where applicable)
- Results by key subgroups (e.g. age, location)

Together, these results provide a clear snapshot of overall community sentiment and set the foundation for the deeper insights that follow in the report.

Summary of results

Key measures:

- Community views of overall performance were more positive in 2026, with the result increasing by 8 points to 46.
- Residents were more positive about Council direction in 2026, with the result increasing by 8 points to 44.
- Compared with 2025, spending public funds to benefit the community increased by 7 points to 41.

Vs. Benchmarks

- Overall performance scores 46 and sits below both the State (58) and Large Shire (53) benchmarks.
- Council direction scores 44, below both State (48) and Large Shire (47).
- Despite growth vs. 2025, Council's score on Spending public funds to benefit the community of 41 sits below both State (51) and Large Shire (46).

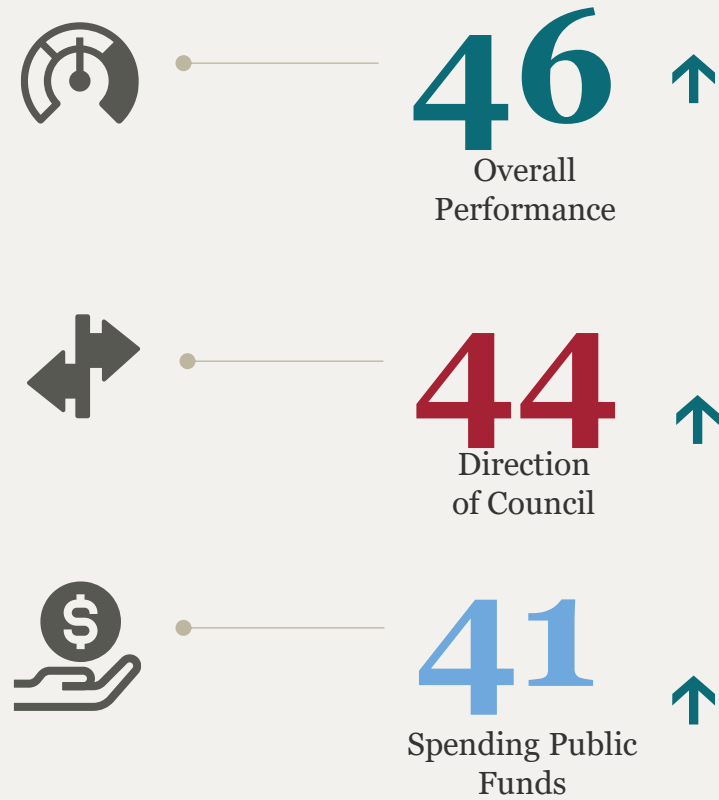
Sub-group differences:

- Residents aged 65+ were more positive on spending public funds to benefit the community.
- Residents aged 50-64 were more critical of Council direction.
- Nathalia / Nurmurkah precinct residents rated Council lower overall and on direction than other precincts.

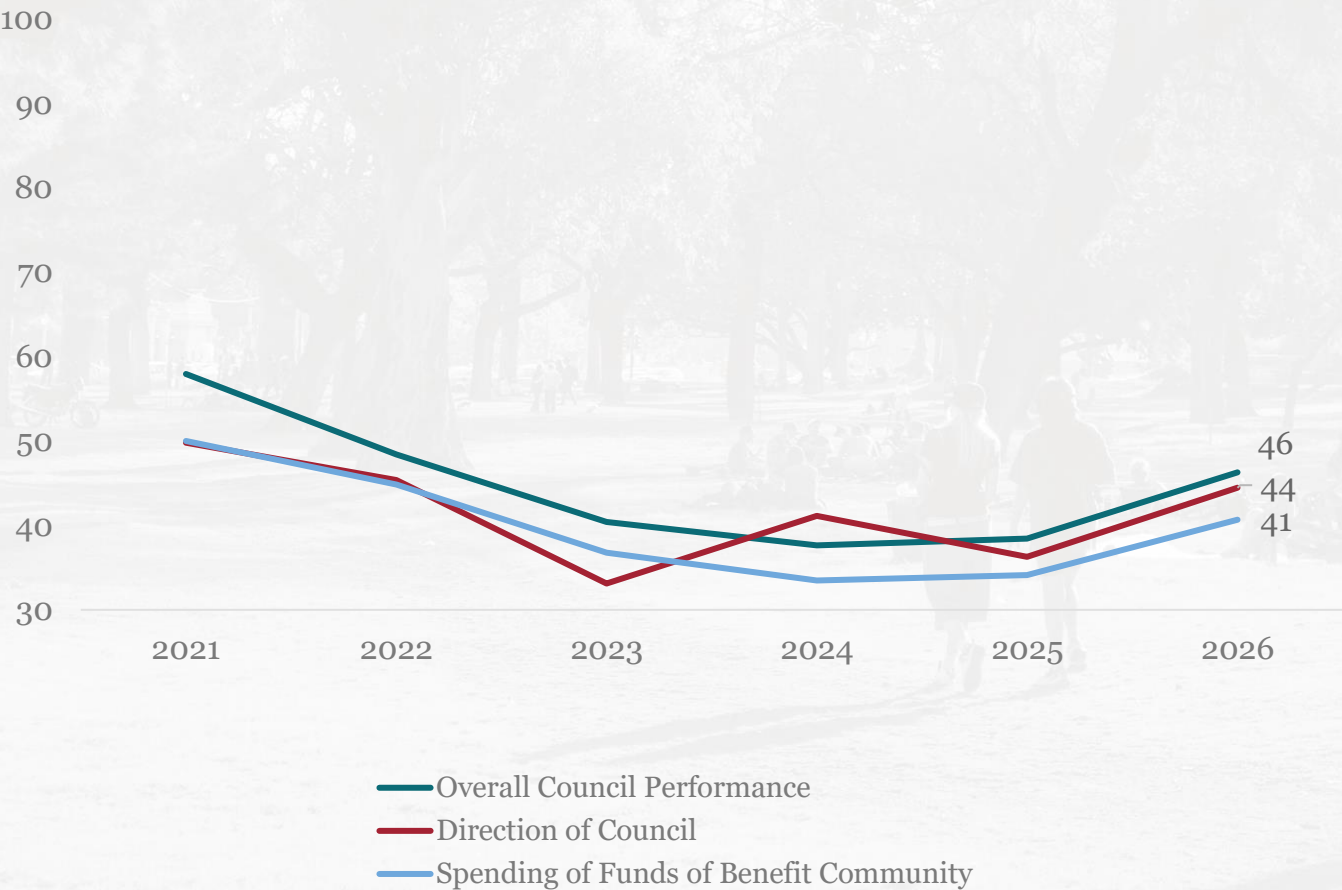
Performance Summary – At a Glance



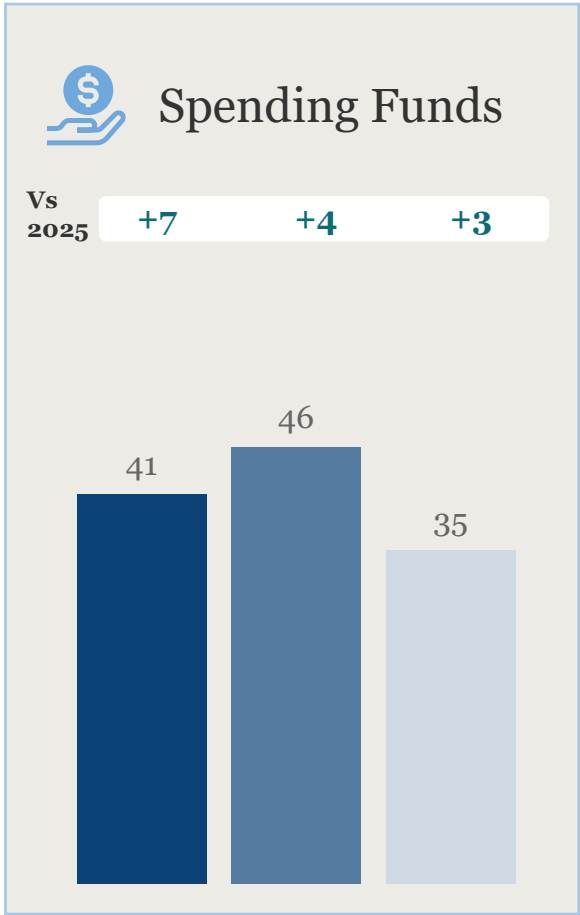
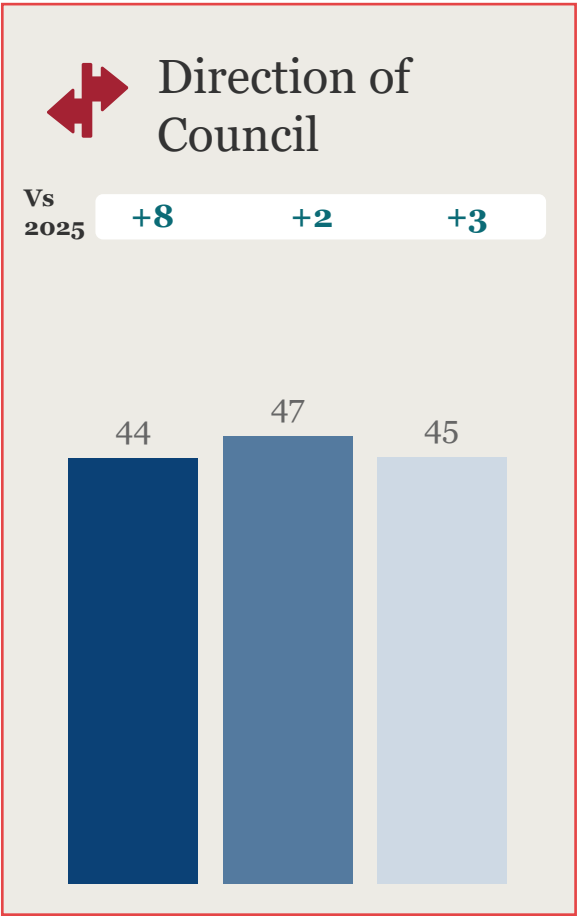
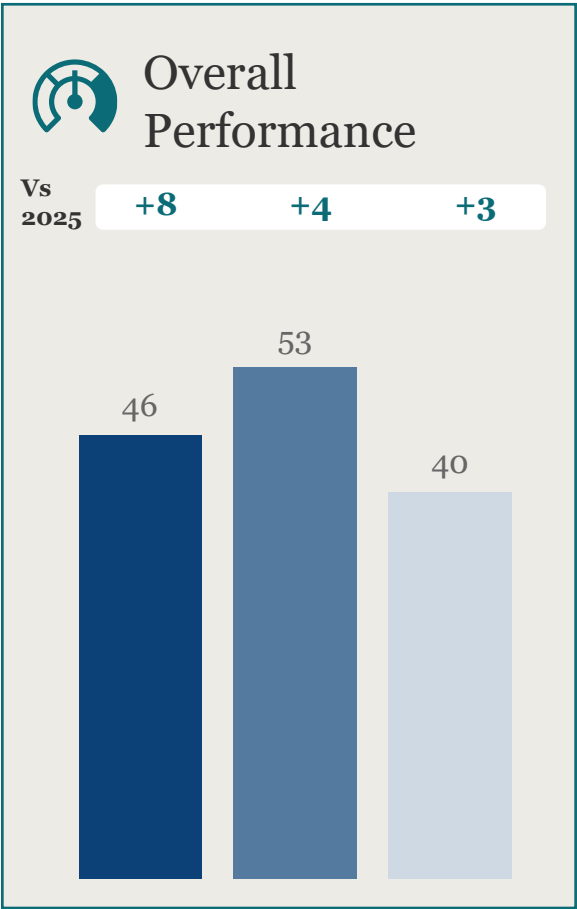
Council performance summary.
Results shown are index scores out of 100.



Council Performance by Year



Overall Performance – Council vs. Benchmarks

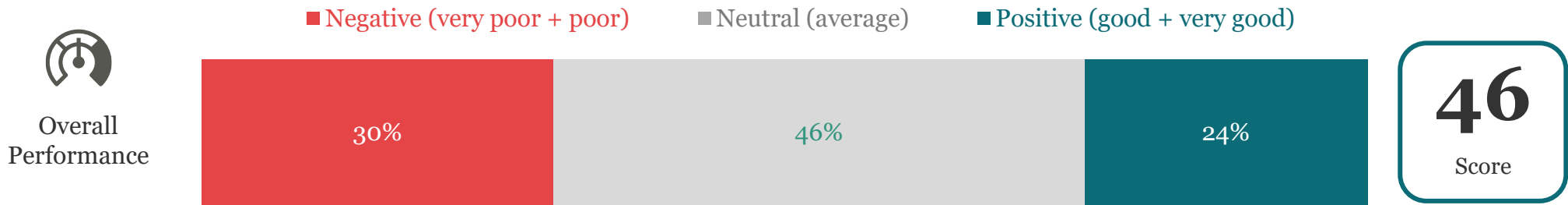


■ Moira Shire ■ State ■ Large Shire

Overall Performance – Distribution of Results 2026



These results show the distribution of responses for **Overall Performance** (categorized into negative, neutral and positive), and by sub-group to give deeper insight into community perceptions



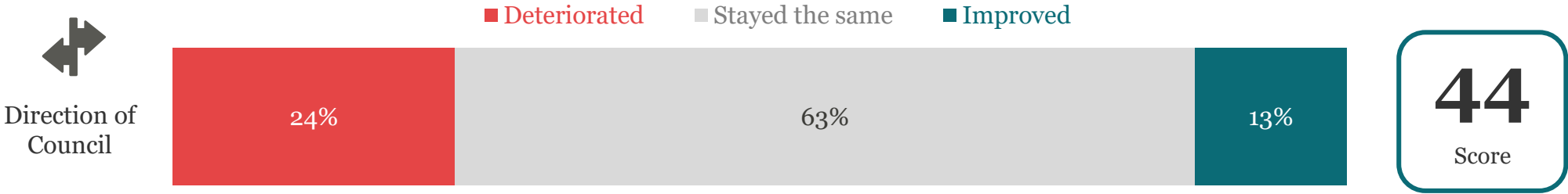
	Moira SC	State	Large Shire	18 to 34	35 to 49	50 to 64	65+	Male	Female	Cobram	Nathalia/Numurkah	Yarrawonga	Other
Overall Performance	46	58	53	51	40	41	50	46	47	48	44	46	48
Change vs. 2025	+8	+4	+4	+15	+10	+10	+5	+8	+7	+4	+7	+14	+6

Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Council, not just on one or two issues, BUT OVERALL across all responsibility areas? For base sizes, please refer to slide 19.

Direction of Council – Distribution of Results 2026



These results show the distribution of responses for **Direction of Council** (improved, stayed the same, deteriorated), and by sub-group to give deeper insight into community perceptions



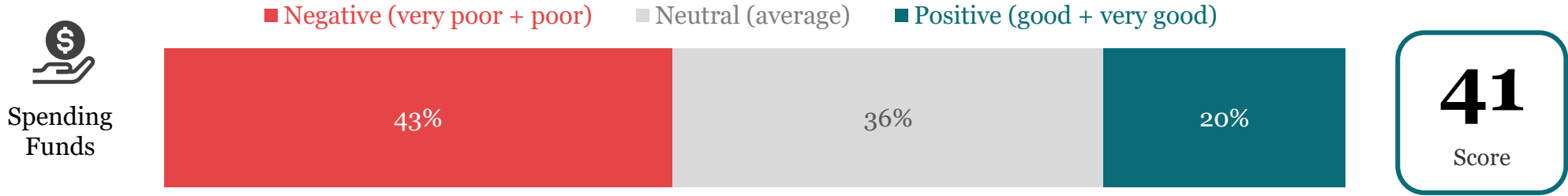
	Moira SC	State	Large Shire	18 to 34	35 to 49	50 to 64	65+	Male	Female	Cobram	Nathalia/Numurkah	Yarrawonga	Other
Direction of Council	44	48	47	49	45	36	48	43	46	49	41	45	44
Change vs. 2025	+8	+2	+3	+18	+17	+1	+4	+7	+10	+10	+4	+10	+10

Q6. Over the last 12 months, what is your view of the direction of Council’s overall performance? For base sizes, please refer to slide 19.

Spending Public Funds to Benefit Community – Distribution of Results 2026



These results show the distribution of responses for **Spending Public Funds** (categorised into positive, natural and negative), and by sub-group to give deeper insight into community perceptions



	Moira SC	State	Large Shire	18 to 34	35 to 49	50 to 64	65+	Male	Female	Cobram	Nathalia/Numurkah	Yarrawonga	Other
Spending Funds	41	51	46	40	35	38	46	40	41	47	42	37	40
Change vs. 2025	+7	+4	+3	+10	+8	+13	+4	+7	+6	+6	+6	+12	+4

Q3b. How would you rate Council at spending public funds on infrastructure and services in ways that benefit the community? For base sizes, please refer to slide 19.

Performance of Council Service Areas



Performance of Council Services



Overview



This section provides a summary of community perceptions of performance across key Council service areas. It highlights how well residents believe Council is delivering services and where performance is strongest or may require improvement.

Specifically, this section includes:

- Performance ratings of Council services
- Trends over time

Council service areas are grouped into five key categories:

- Governance, Engagement & Advocacy
- Infrastructure, Waste & Maintenance
- Community Facilities & Recreation
- Community Services & Support
- Planning, Development and Growth

Summary of results

Key measures:

- Waste management was the strongest performing service area, scoring 58
- Condition of sealed local streets, scored lowest at 39.
- Compared with 2025, waste management recorded the clearest improvement, increasing by 20 points to 58.

Vs. Benchmarks

- Council lagged behind the State and Large Shire benchmarks on each service area rated by residents.
- Condition of sealed local streets sits furthest below the State benchmark (39 vs 54).
- Against Large Shire, waste management was the clearest relative weakness (58 vs 69).

Sub-group differences:

- Residents aged 65+ were more positive on all service areas measured.
- Residents aged 50-64 gave weak ratings on condition of sealed local streets.
- 'Other' region residents were more positive on decisions in the interest of the community and opportunities to give feedback on key local issues.
- Females rated condition of sealed streets higher than Males.

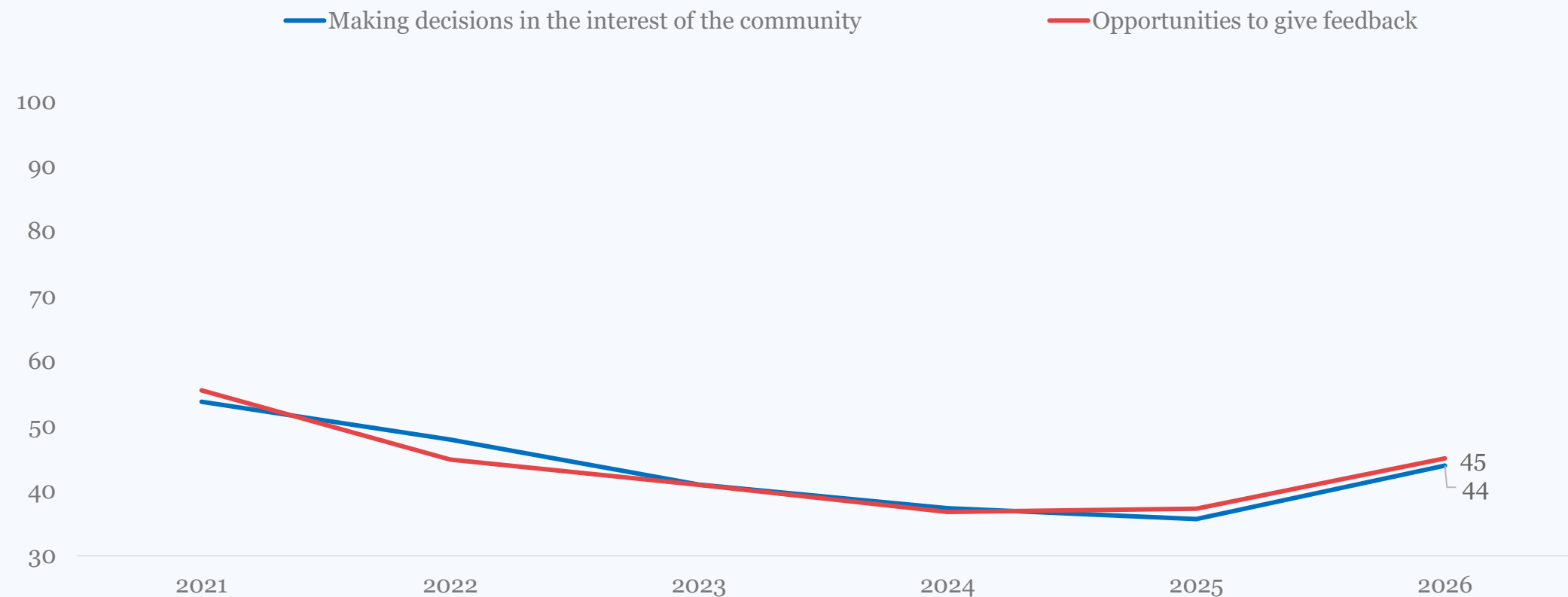
Performance of Council Services – by Year



	Moira SC 2026	Chg vs 2025	State 2026	Chg vs 2025	Large Shire 2026	Chg vs 2025
Waste management*	58	+20	72	+6	69	+7
Opportunities to give feedback on key local issues*	45	+8	55	+5	54	+6
Decisions in the interest of the community*	44	+8	52	+3	49	+3
Condition of sealed local streets*	39	+8	54	+9	47	+7

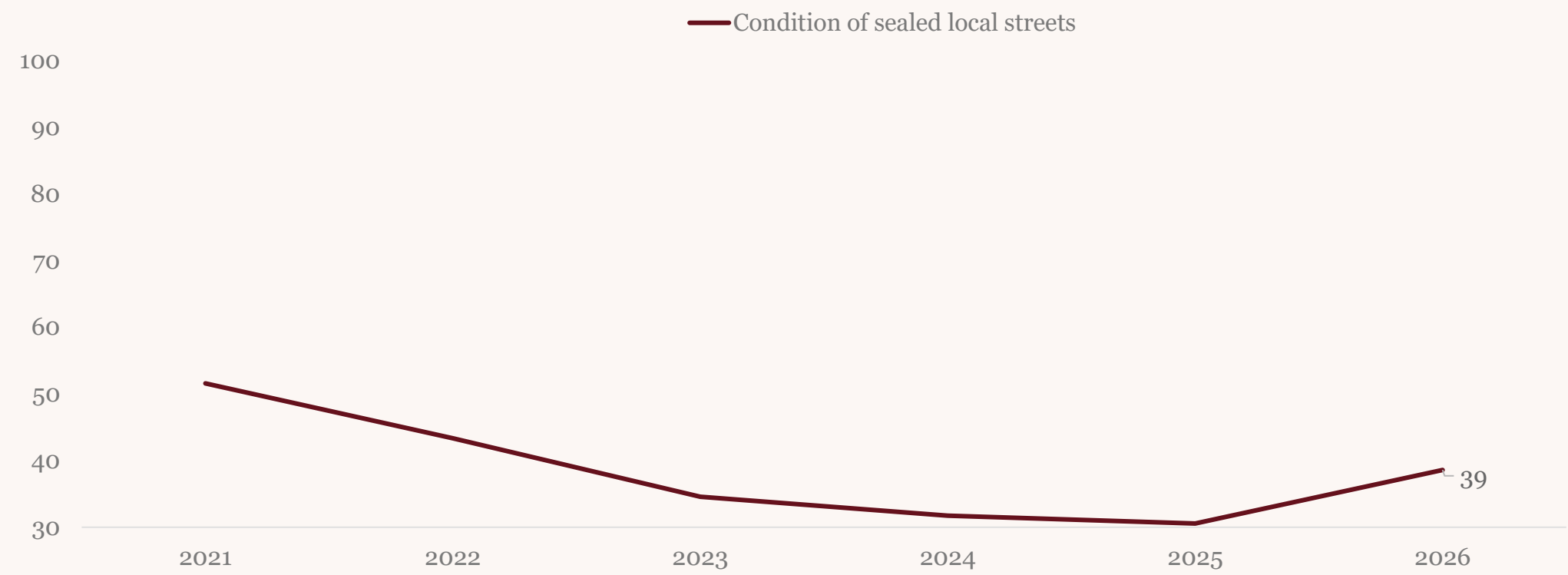
Q2. I would now like you to rate the performance of Council over the last 12 months. Firstly, how has Council performed on [SERVICE] over the last 12 months? For base sizes, please refer to slide 19.

Performance of Council Services – Governance, Engagement & Advocacy



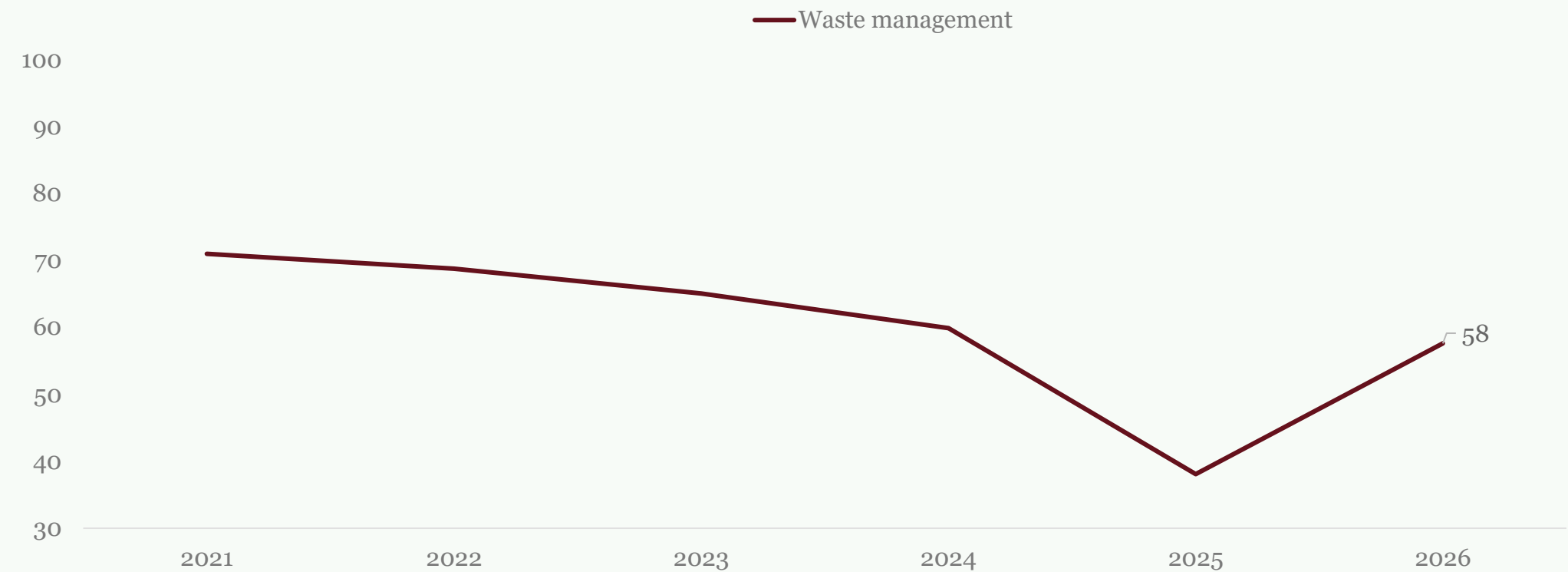
Q2. I would now like you to rate the performance of Council over the last 12 months. Firstly, how has Council performed on [SERVICE] over the last 12 months? For base sizes, please refer to slide 19.

Performance of Council Services – Infrastructure & Maintenance



Q2. I would now like you to rate the performance of Council over the last 12 months. Firstly, how has Council performed on [SERVICE] over the last 12 months? For base sizes, please refer to slide 19.

Performance of Council Services – Infrastructure & Maintenance



Q2. I would now like you to rate the performance of Council over the last 12 months. Firstly, how has Council performed on [SERVICE] over the last 12 months? For base sizes, please refer to slide 19.

Influence-Performance Matrix

Analysis Framework

How to read the Matrix

The influence-performance matrix helps show which areas matter most, and where improvement is likely to have the greatest impact.

- **Influence**

is based on regression analysis, this indicates which attributes matter most to overall satisfaction. Derived influence is often preferred over asking directly (stated importance) because it uncovers subconscious drivers, hidden priorities, and actual behaviour. All aspects are important; some are more powerful at driving overall sentiment.

- **Performance**

is based on respondents' ratings of Council on each attribute.

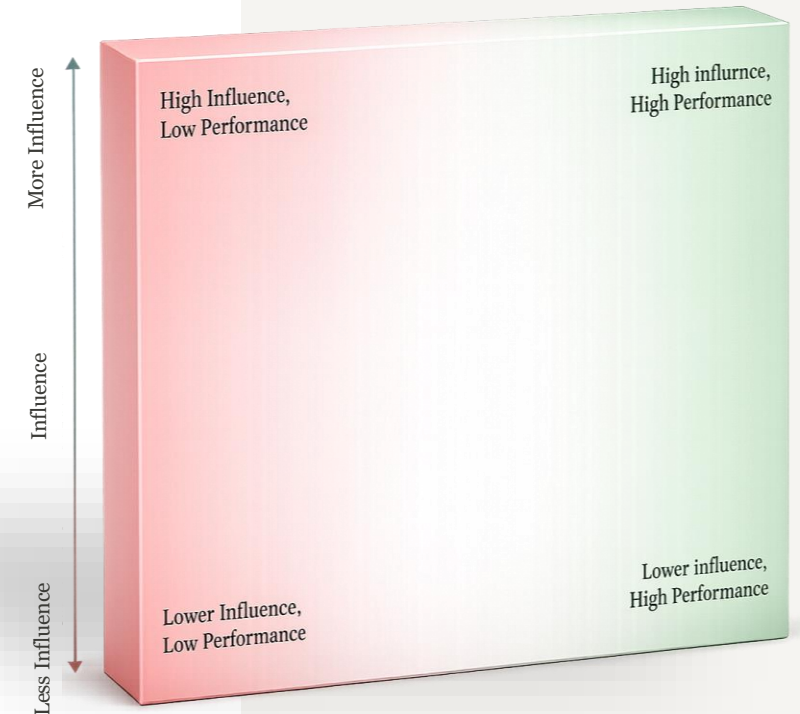
Together, these dimensions help identify priorities for action.

High influence, high performance - important areas where Council is performing well

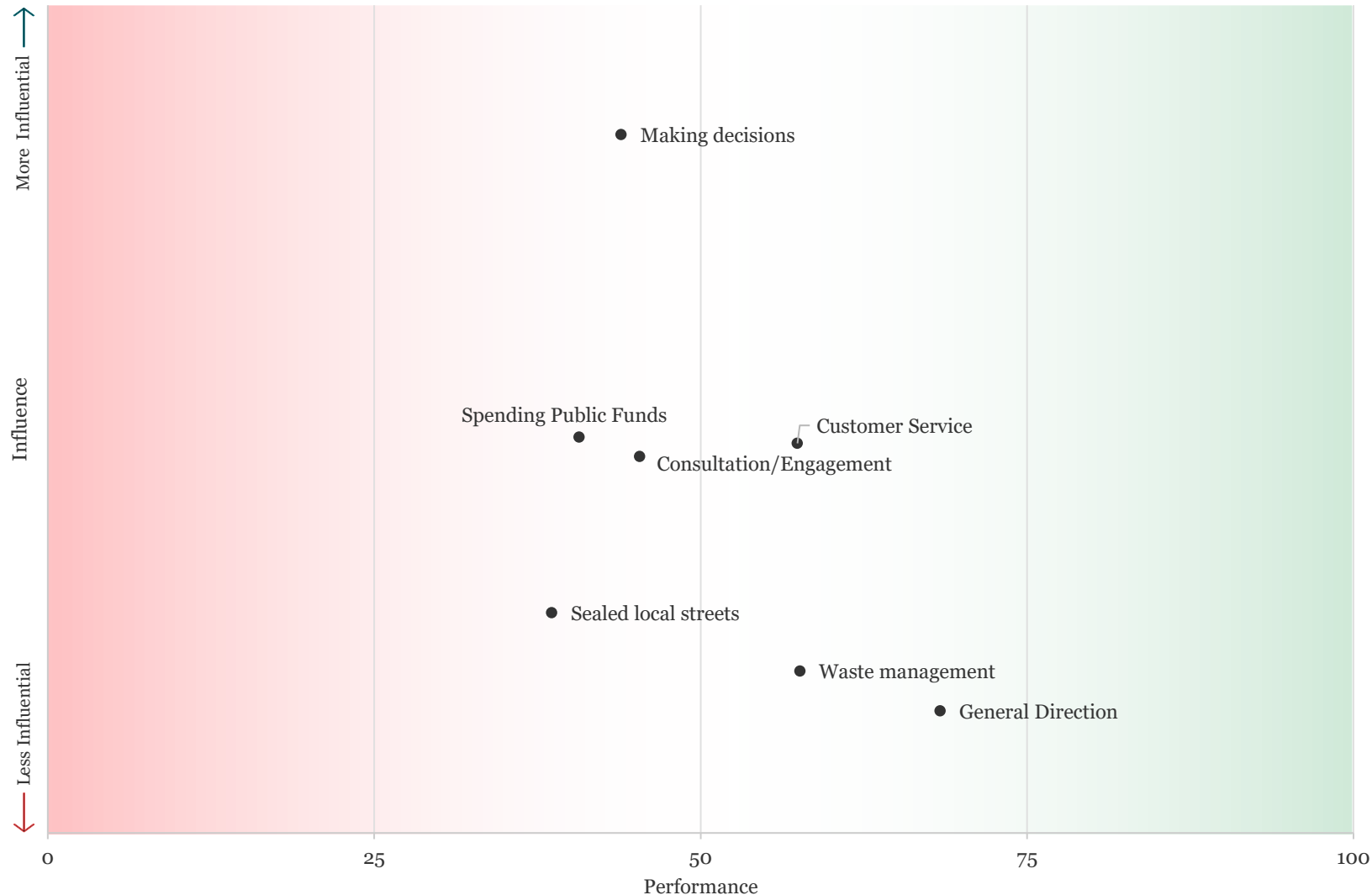
High influence, lower performance - highest priorities for improvement.

Lower influence, high performance - performing well, but less influential overall.

Lower influence, lower performance - lower priority areas for improvement.



Influence vs. Performance – Service Delivery 2026



Several service areas emerge as stronger levers for shifting broader views of Council performance.

The strongest improvement levers are:

- Making decisions in the interest of the community
- Spending public funds
- Consultation and engagement with the community
- The lower score for the condition of sealed local streets is largely offset by its lower influence in community sentiment but may warrant improvement

The chart suggests overall direction of council and waste management including the collection of garbage, recyclables and green waste are more about maintaining current performance than driving a major shift in sentiment.

Engagement with Council



Performance of Service Areas



Overview



This section provides an overview of how residents engage with Council services and their experiences when doing so. It highlights the extent of contact with Council, satisfaction with customer service, and how engagement differs across the community.

Specifically, this section includes:

- Contact with the Council in the last 12 months
- Satisfaction with customer service
- Importance and performance ratings, with comparisons between those who have contacted Council and those who have not
- Subgroup differences
- Preferred channels for accessing information

Together, these insights provide a clear view of how residents interact with Council, the effectiveness of current service delivery, and opportunities to enhance the customer experience.

Summary of results

Key measures:

- Over half of residents had contact with Council in the past 12 months (57%), decreasing by 6 points from 2025.
- The customer service rating increased by 1 point to 57.

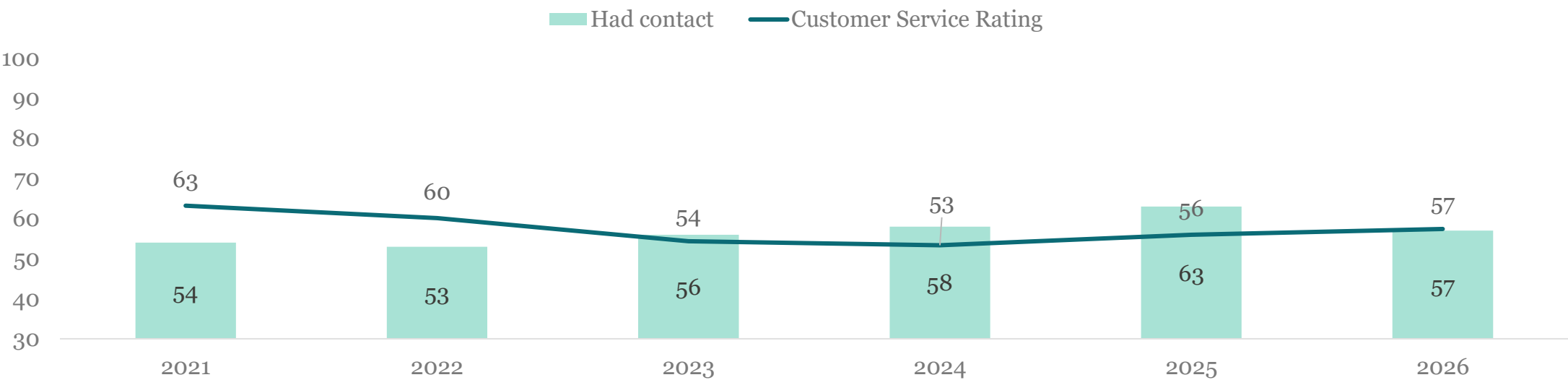
Vs. Benchmarks

- Council's contact rate of 57% sat broadly in line with State (58%) and Large Shire (57%) benchmarks.
- However, there was a notable gap when comparing Council's service rating of 57 against State (68) and Large Shire (66), indicating room to improve on resident satisfaction when interacting with Council.

Sub-group differences:

- Older residents (aged 50-64 and 65+) had far lower levels of contact with Council than in 2025.
- Compared to 2025, Males had much less contact with Council but an increased service rating (which drew broadly level with Females for 2026).
- Nathalia / Numurkah residents had the most contact among precincts, yet the lowest service rating.

Contact with Council and Satisfaction with Service During Contact



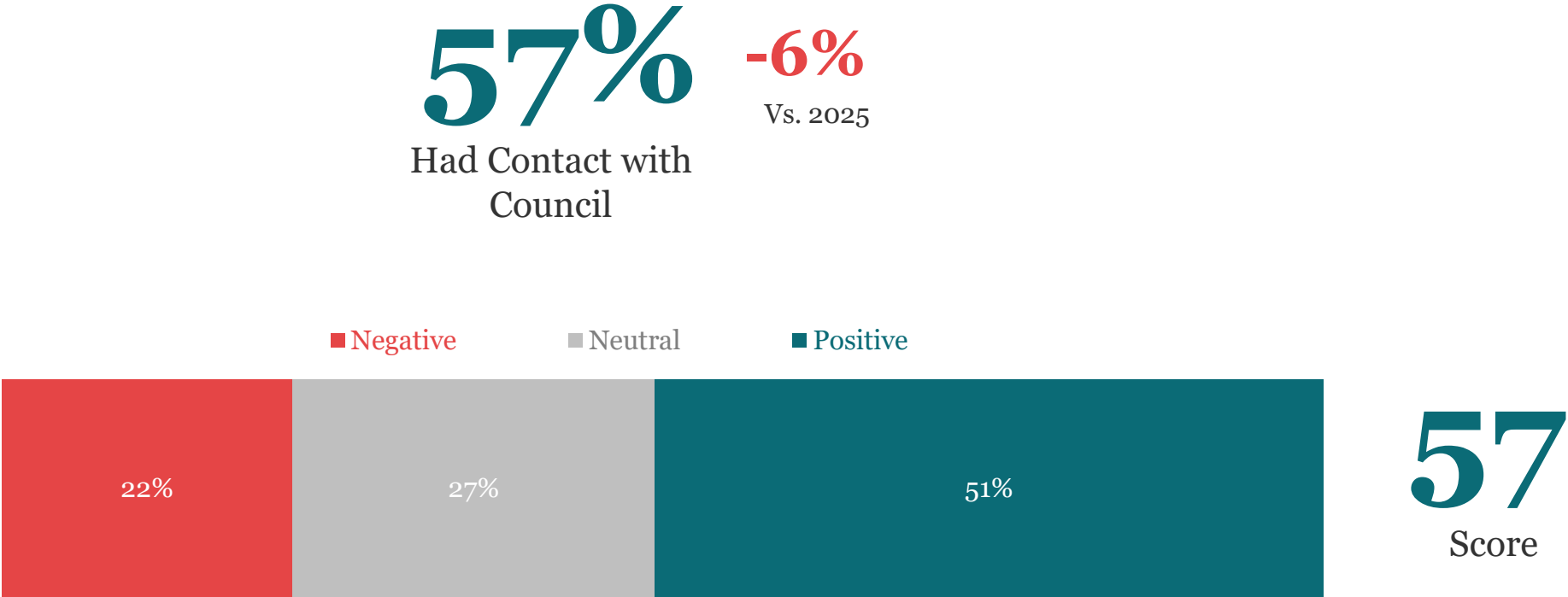
Average	Moirra SC	State	Large Shire	18 to 34	35 to 49	50 to 64	65+	Male	Female	Cobram	Nathalia/Numurkah	Yarrawonga	Other
Had contact (%)	57	58	57	62	68	59	47	53	61	51	60	57	59
Service Rating	57	68	66	58	55	54	62	57	58	57	51	62	58

Difference 2026 vs. 2025

Had contact (%)	-6	-5	-6	-2	-4	-11	-10	-11	-2	-8	-5	-5	-9
Service Rating	+1	+2	+1	+9	+4	-6	+2	+6	-3	+0	+0	+15	NA

Q5. Over the last 12 months, have you or any member of your household had any contact with [INSERT COUNCIL NAME]? Q5A. Over the last 12 months, have you or any member of your household had any contact with Council in any of the following ways? Q5C. Thinking of the most recent contact, how would you rate Council for customer service? Please keep in mind we do NOT mean the ACTUAL OUTCOME. For base sizes, please refer to slide 19.

Satisfaction with Customer Service During Contact



Q5C. Thinking of the most recent contact, how would you rate Council for customer service? Please keep in mind we do NOT mean the ACTUAL OUTCOME. For base sizes, please refer to slide 19.

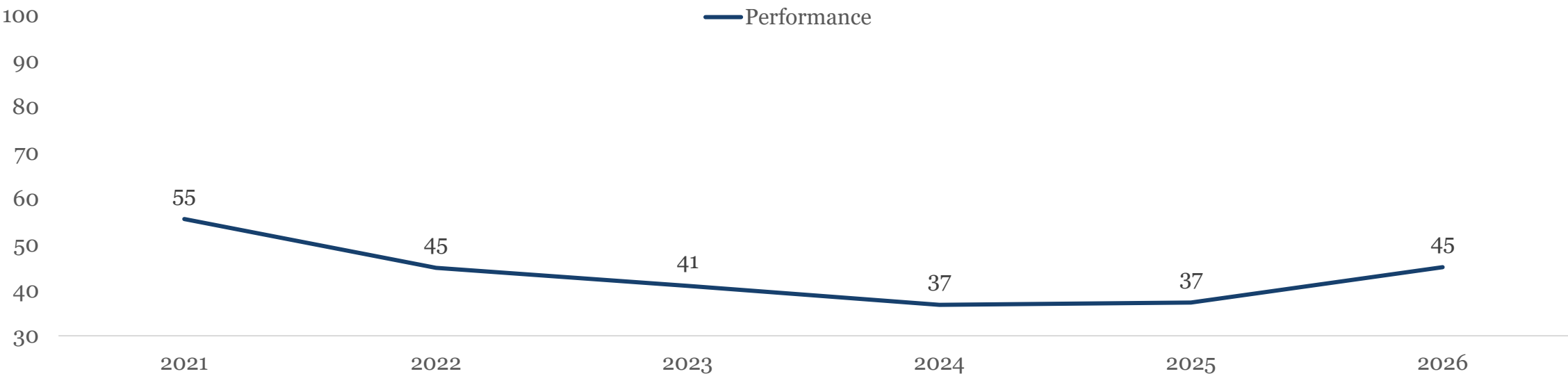


Council Service Areas

Performance by Year and Demographic Groups



Council Services – Opportunities to Give Feedback on Key Local Issues



Performance of Service 2026

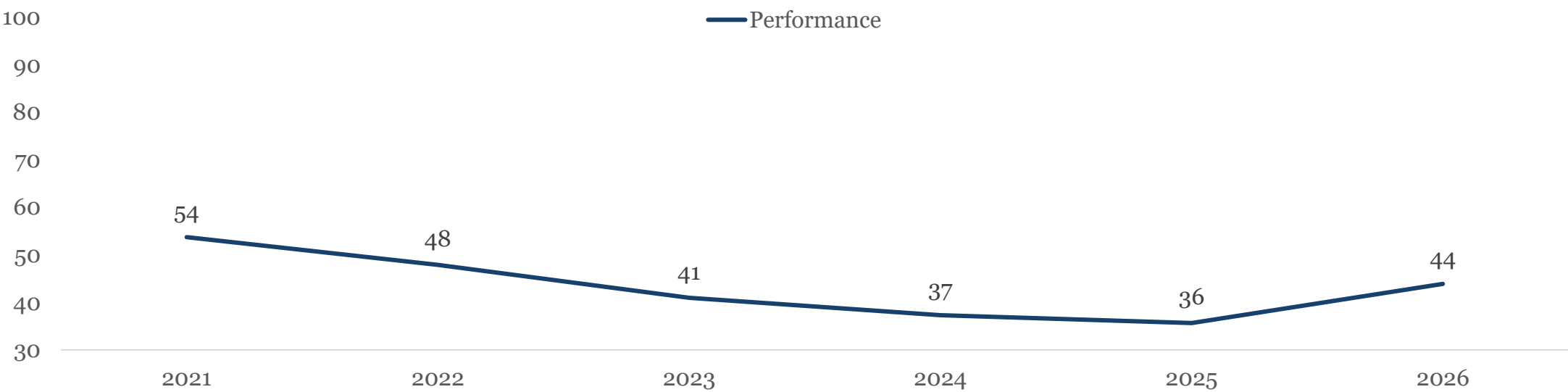
Score	Moira SC	State	Large Shire	18 to 34	35 to 49	50 to 64	65+	Male	Female	Cobram	Nathalia / Numurkah	Yarrawonga	Other
Performance	45	56	55	44	42	41	51	46	45	51	43	46	46

Difference 2026 vs. 2025

Performance	+8	+6	+7	+10	+13	+9	+7	+11	+6	+8	+5	+14	+5
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Q1. How important should this be as a responsibility for Council? Q2. how has Council performed on this over the last 12 months? The opportunities offered by Council to give your feedback on key local issues. For base sizes, please refer to slide 19.

Council Services – Making Decisions in Interest of Community



Performance of Service 2026

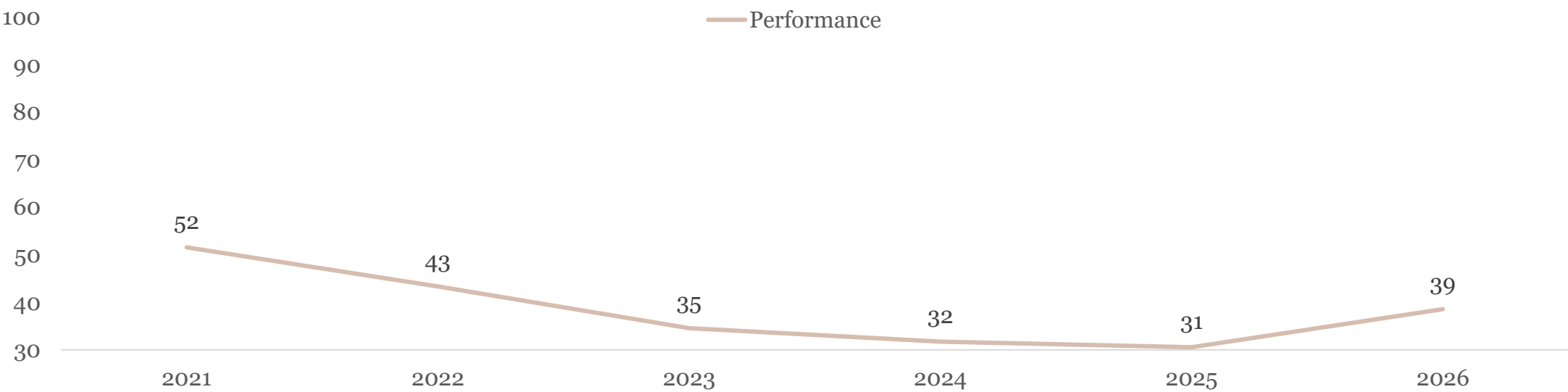
Score	Moira SC	State	Large Shire	18 to 34	35 to 49	50 to 64	65+	Male	Female	Cobram	Nathalia/Numurkah	Yarrawonga	Other
Performance	44	52	49	46	35	40	50	43	45	49	44	40	48

Difference 2026 vs. 2025

Performance	+8	+3	+3	+12	+10	+10	+7	+9	+7	+7	+12	+10	+5
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Q1. How important should this be as a responsibility for Council? Q2. how has Council performed on this over the last 12 months? Making decisions in the interest of the community. For base sizes, please refer to slide 19.

Council Services – Condition of Sealed Local Streets



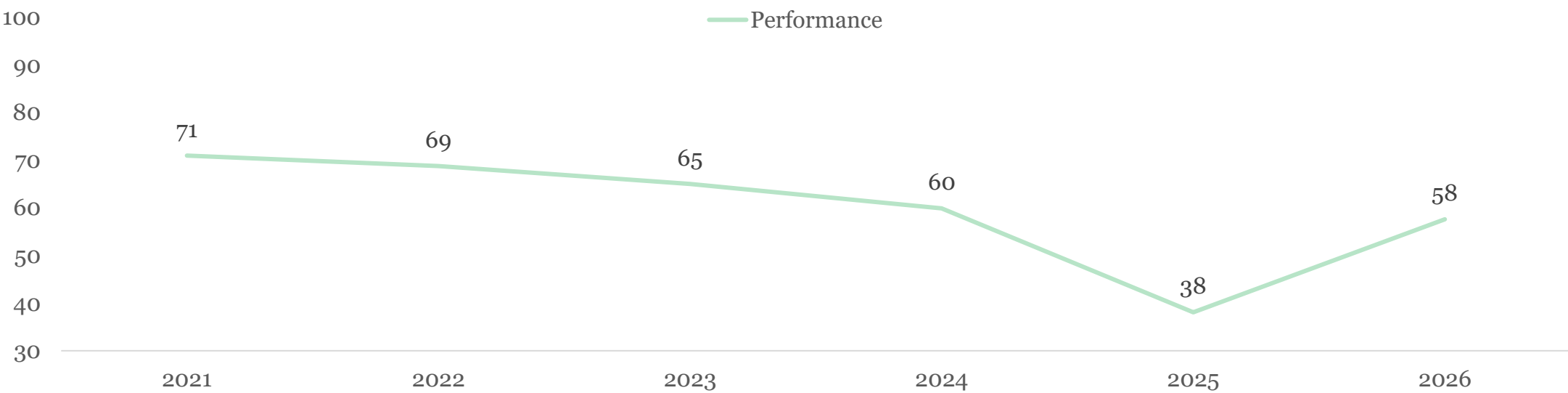
Performance of Service 2026

Score	Moirra SC	State	Large Shire	18 to 34	35 to 49	50 to 64	65+	Male	Female	Cobram	Nathalia/Numurkah	Yarrawonga	Other
Performance	39	53	47	39	40	30	43	36	41	45	34	39	37

Difference 2026 vs. 2025

Performance	+8	+8	+7	+13	+10	+6	+8	+5	+11	+10	-1	+16	+9
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Q1. How important should this be as a responsibility for Council? Q2. how has Council performed on this over the last 12 months? Condition of sealed local streets in your area. For base sizes, please refer to slide 19.



Performance of Service 2026

Score	Moirra SC	State	Large Shire	18 to 34	35 to 49	50 to 64	65+	Male	Female	Cobram	Nathalia/Numurkah	Yarrawonga	Other
Performance	58	72	69	57	49	55	65	56	59	59	53	62	55

Difference 2026 vs. 2025

Performance	+20	+6	+7	+24	+25	+21	+17	+18	+21	+24	+18	+19	+16
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Thank you

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