



2023 Local Government Community Satisfaction Survey

Moira Shire Council

Coordinated by the Department of
Government Services 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-fourth 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 24 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 24 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.

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Key findings and recommendations



Moira Shire Council – at a glance

Overall council performance

Results shown are index scores out of 100.



Moira 40







Large Rural 52



State-wide 56

Council performance compared to group average

Top performing area		
	Waste management	= on par
Lowest 3 performing areas		
	Sealed local roads	▼ lower
	Lobbying	▼ lower
	Customer service	▼ lower



Summary of core measures

Index scores

Overall
Performance

Value for
money

Community
Consultation

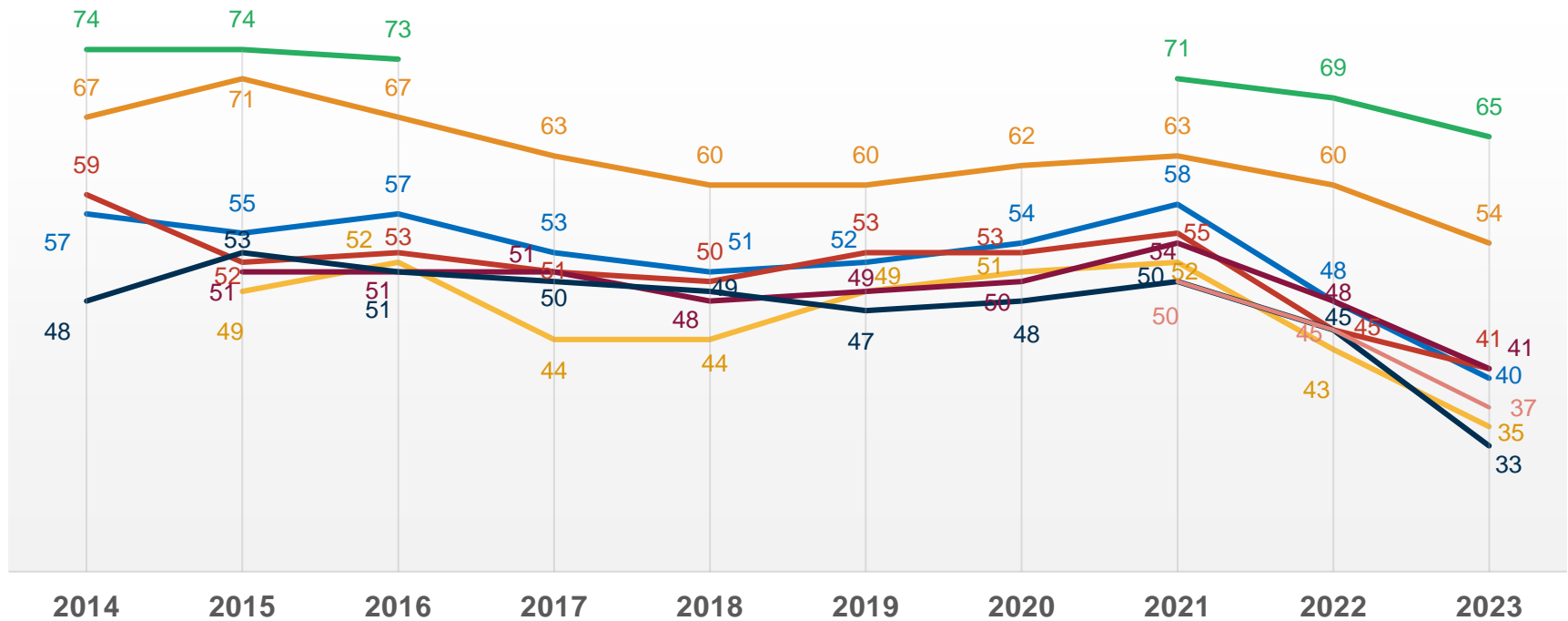
Making
Community
Decisions

Sealed
Local
Roads

Waste
management

Customer
Service

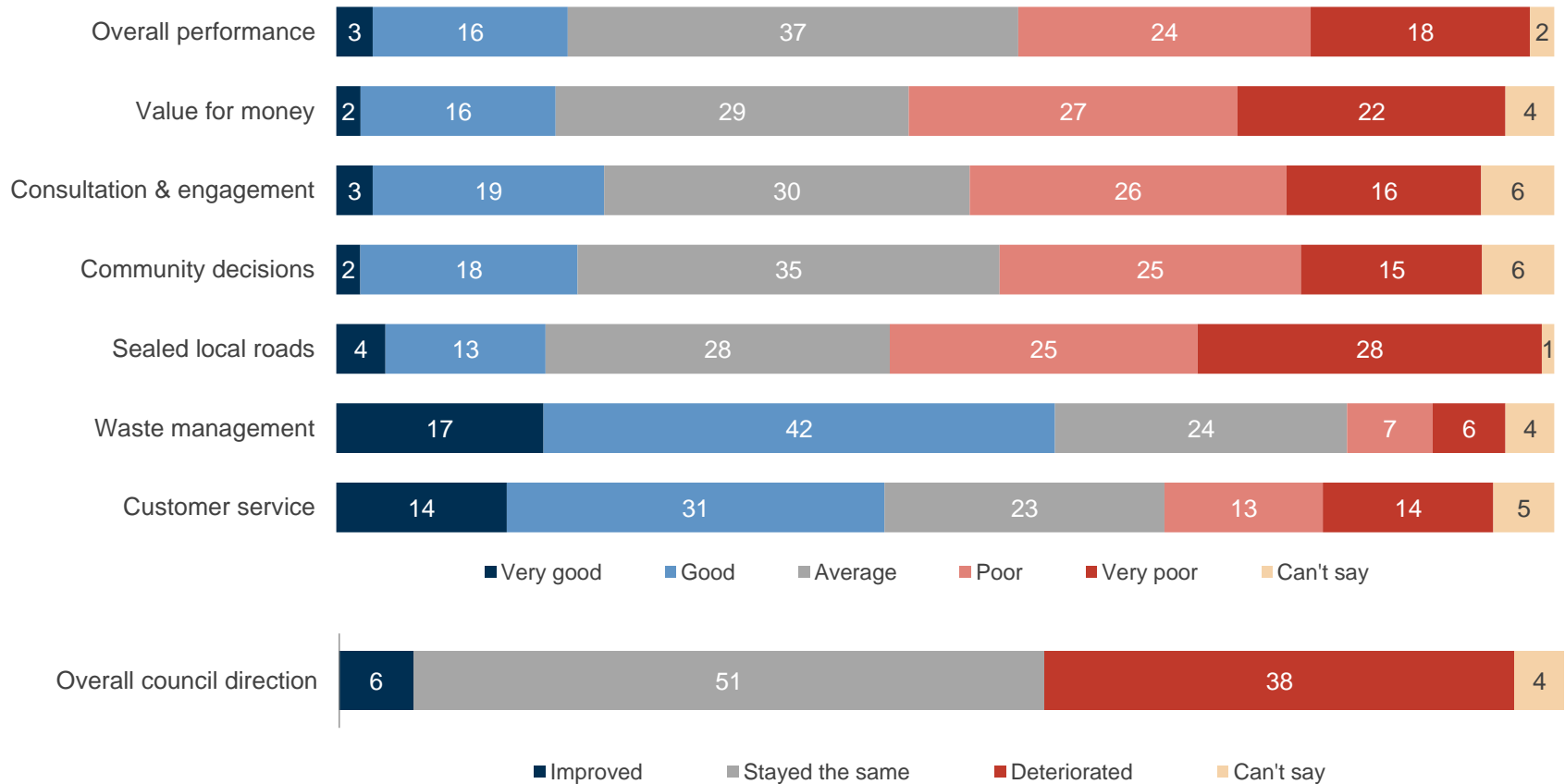
Overall
Council
Direction














Summary of core measures

Core measures summary results (%)





Summary of Moira Shire Council performance

Services		Moira 2023	Moira 2022	Large Rural 2023	State-wide 2023	Highest score	Lowest score
	Overall performance	40	48	52	56	Cobram residents	Yarrawonga residents
	Value for money	37	45	45	49	Nathalia/Numurkah residents, Aged 18-34 years	Yarrawonga residents
	Overall council direction	33	45	44	46	Cobram residents	Aged 50-64 years, Yarrawonga residents
	Customer service	54	60	65	67	Nathalia/Numurkah residents, Cobram residents	Other residents
	Waste management	65	69	65	66	Cobram residents	Other residents
	Community decisions	41	48	48	51	Cobram residents	Yarrawonga residents
	Consultation & engagement	41	45	49	52	Aged 18-34 years, Cobram residents	Yarrawonga residents
	Lobbying	38	46	49	51	Aged 18-34 years, Cobram residents	Aged 35-49 years
	Sealed local roads	35	43	40	48	Cobram residents	Aged 18-34 years



Focus areas for the next 12 months

Overview

Perceptions of Moira Shire Council's overall performance have declined significantly for the second consecutive year, following what had been a significant improvement in 2021. The decline in overall performance in 2023 mirrors the pattern across the Large Rural group average (and indeed State-wide), however the declines have been far greater than average for Moira Shire Council.

Focus area

The condition of sealed roads is an area that will warrant greater attention moving forward. Not only does Council rate lowest in this service area relative to its performance in other areas, but it is also at its lowest level since 2015. Performance ratings of sealed roads are significantly lower than Large Rural group and State-wide averages. The 'Other' area of Moira Shire Council should be the geographic region where attention is first focused as perceptions here are significantly below the Council average.

Comparison to state and area grouping

Council rates significantly lower than both the Large Rural group and State-wide averages on all core measures and most individual service areas evaluated. The exception is waste management where Council rates in line with the Large Rural group and State-wide averages.

A need to rebuild

While perceptions of Council's performance were beginning to wane last year, the 2023 result has consolidated this decline and shows a clear message from the community. There is a need for Council to take stock and look to understand how perceptions can be improved. Stronger and more targeted communications will help ensure the community are aware of the actions Council is undertaking.

DETAILED FINDINGS

Overall performance

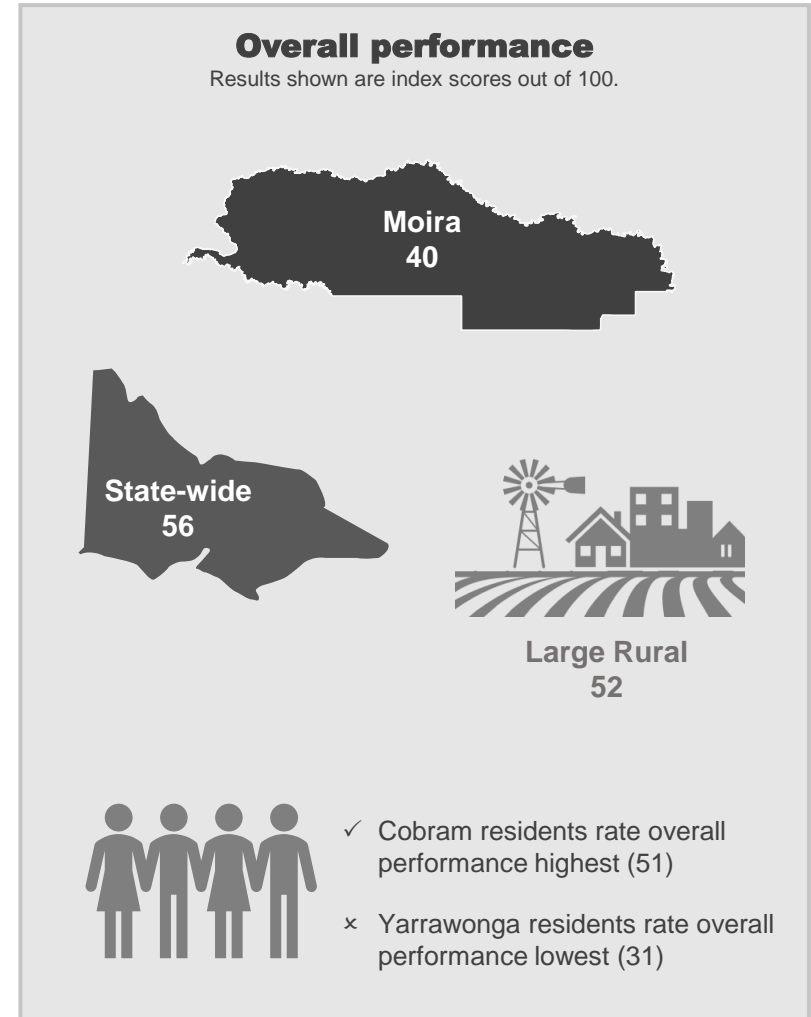


Overall performance

The overall performance index score of 40 for Moira Shire Council marks a significant decline for the second consecutive year. This follows the pattern for councils State-wide, however the decline for Moira Shire Council has been far greater (down 18 index points in two years compared to a decline of five points State-wide).

- Council's overall performance is rated statistically significantly lower (at the 95% confidence interval) than the State-wide and Large Rural group averages (index scores of 56 and 52 respectively).
- For the second year, perceptions of Council's overall performance declined significantly across nearly all demographic and geographic cohorts when compared to the previous evaluation. In 2023, the exceptions are residents aged 18 to 34 years and those living in Cobram where overall performance ratings are not significantly different to last year.
- Overall performance is rated significantly higher than average among residents of Cobram (index score of 51), and significantly lower than average among residents of Yarrawonga (31).

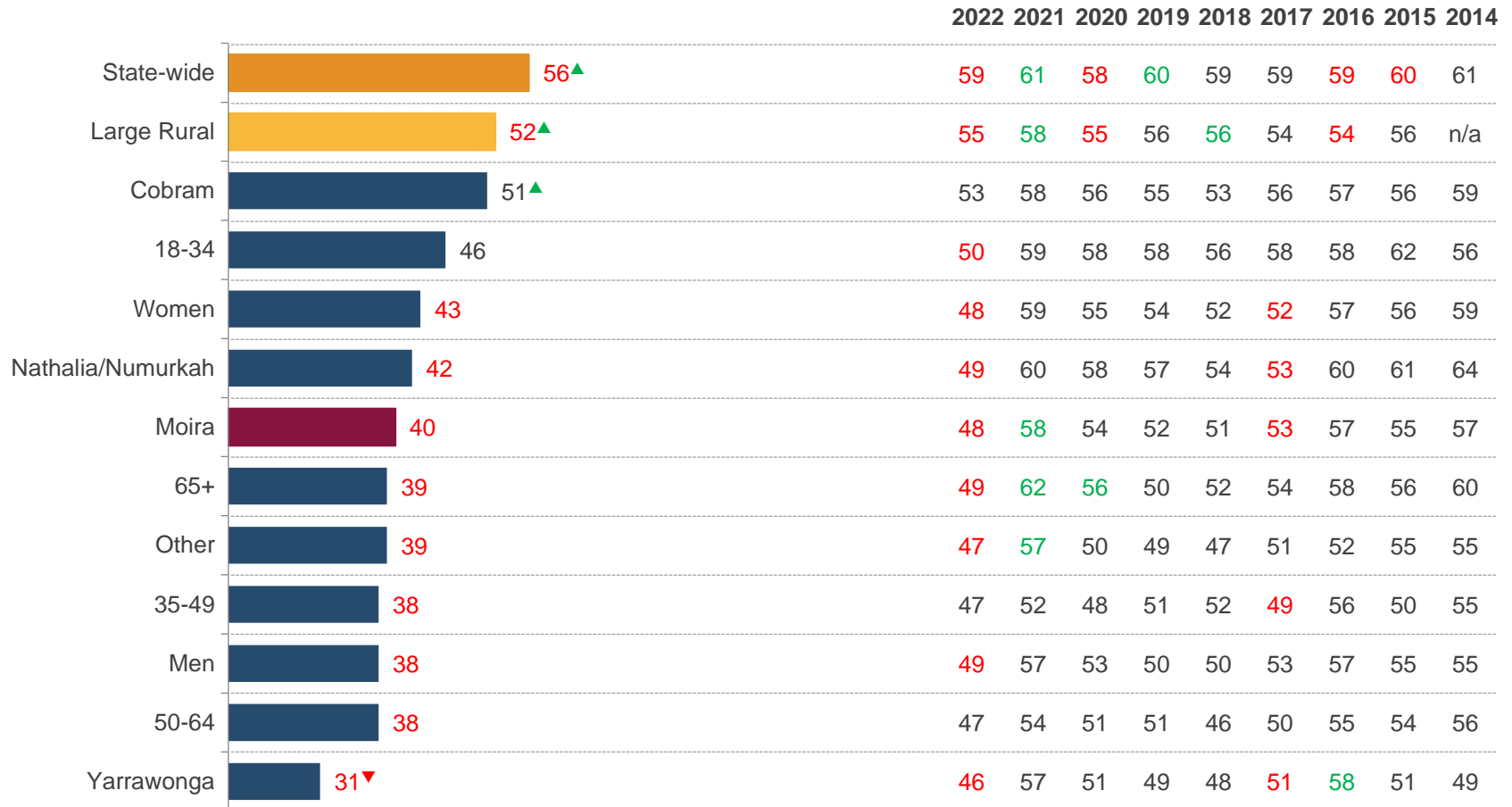
Around one in five residents (18%) rate the value for money they receive from Council in infrastructure and services provided to their community as 'very good' or 'good'. Nearly three times as many residents (49%) rate value for money as 'very poor' or 'poor'.





Overall performance

2023 overall performance (index scores)



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?

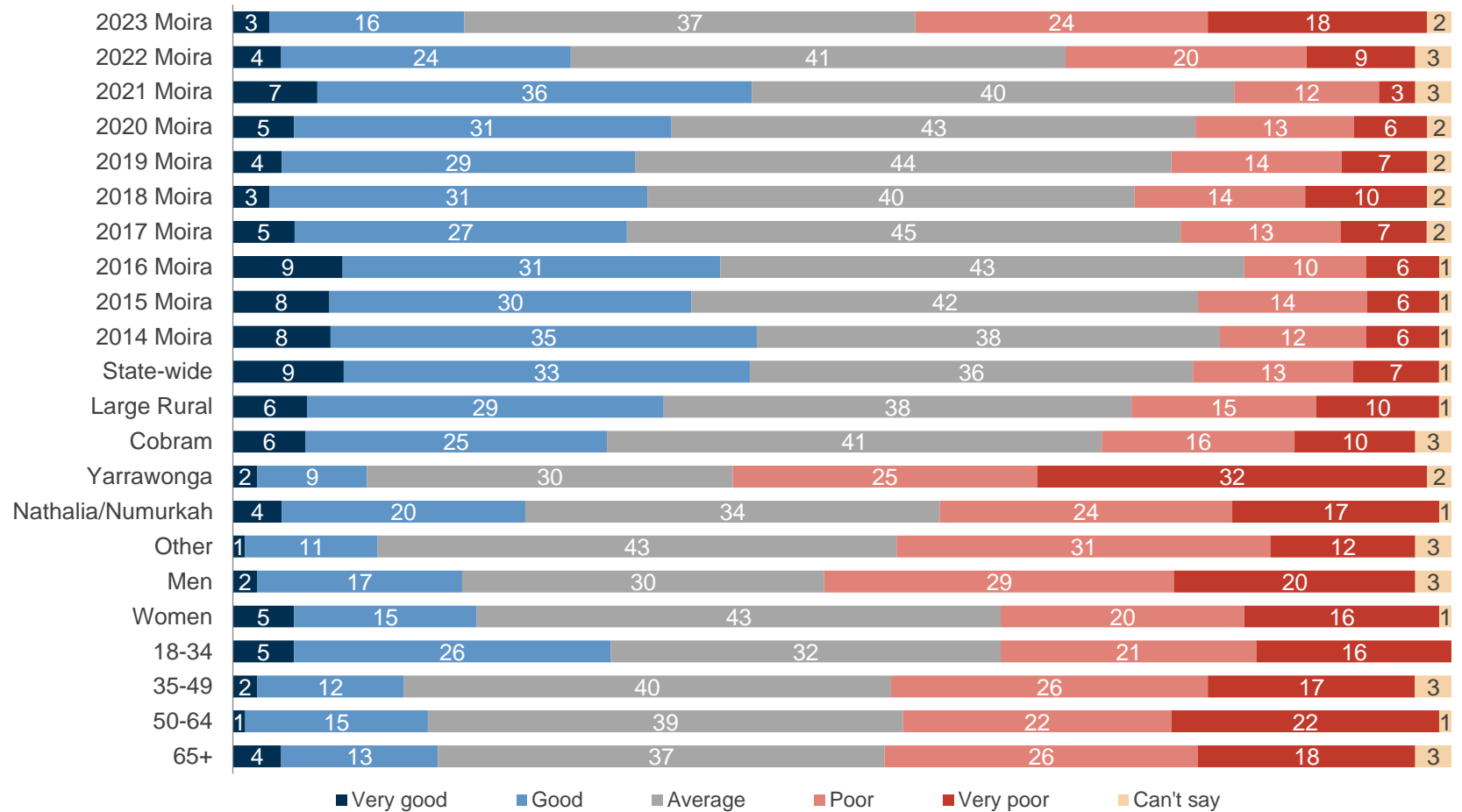
Base: All respondents. Councils asked State-wide: 66 Councils asked group: 18

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



Overall performance

2023 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: 18



Value for money in services and infrastructure

2023 value for money (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
State-wide	49▲	53	54	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Large Rural	45▲	48	50	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Nathalia/Numurkah	44▲	50	53	n/a	n/a	n/a	n/a	n/a	n/a	n/a
18-34	44	46	51	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Cobram	40	48	49	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Women	39	43	53	n/a	n/a	n/a	n/a	n/a	n/a	n/a
65+	38	47	55	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Moira	37	45	50	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	35	47	47	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Other	34	43	49	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	33	41	46	n/a	n/a	n/a	n/a	n/a	n/a	n/a
35-49	30▼	42	43	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Yarrawonga	28▼	40	49	n/a	n/a	n/a	n/a	n/a	n/a	n/a

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

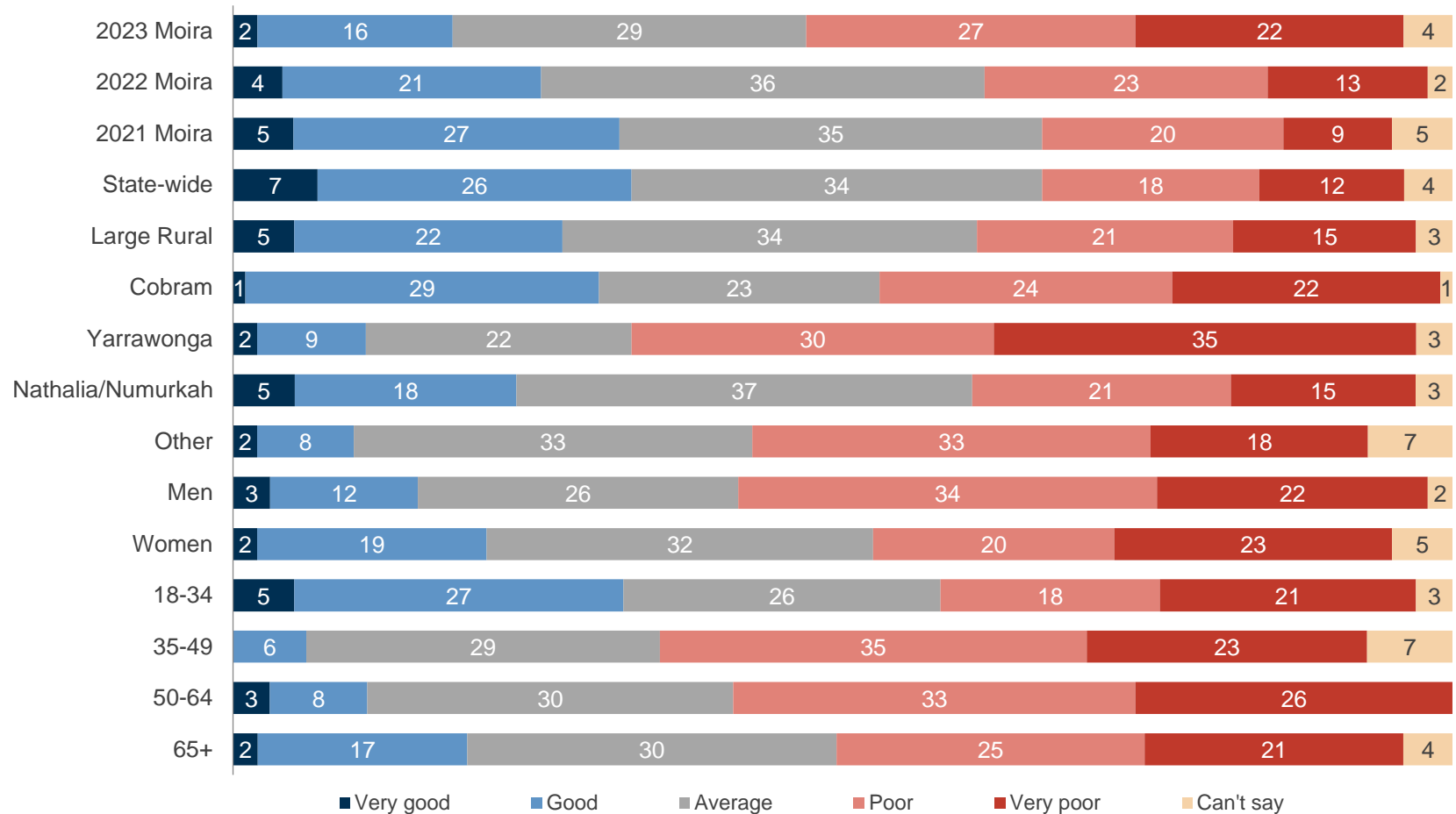
Base: All respondents. Councils asked State-wide: 65 Councils asked group: 18

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



Value for money in services and infrastructure

2023 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: 65 Councils asked group: 18



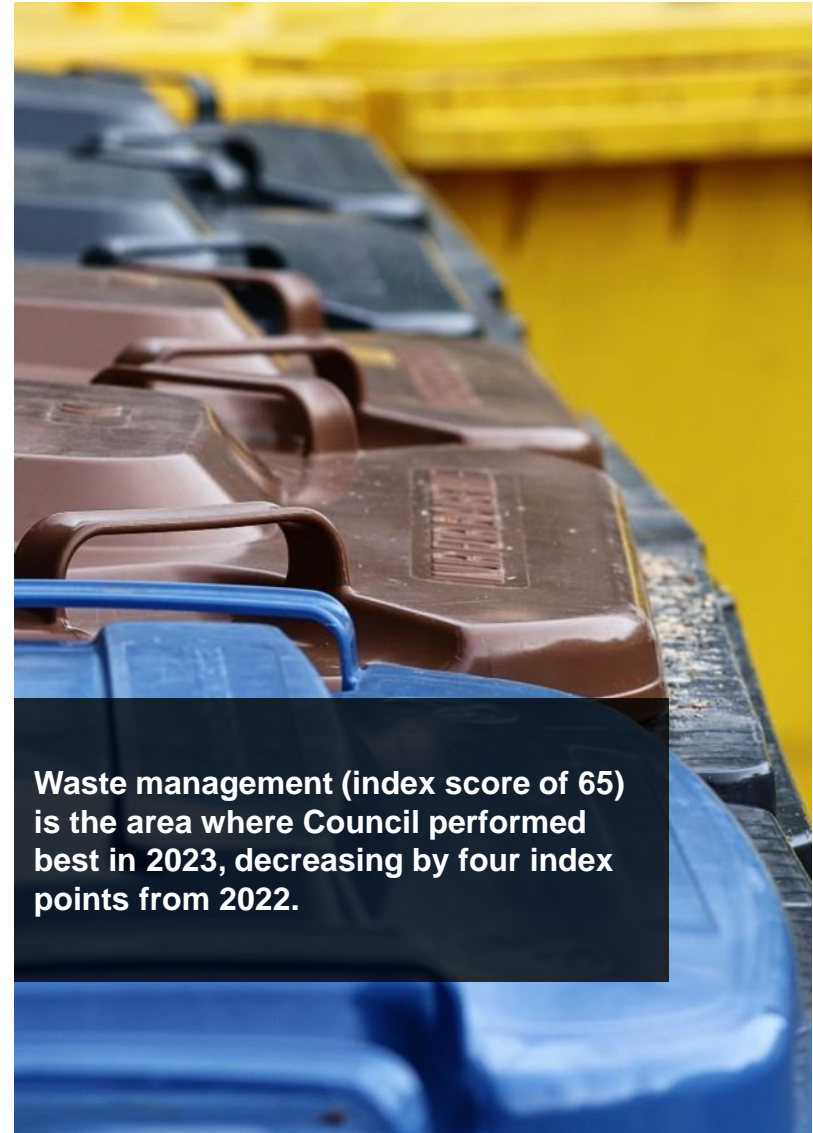
Top performing service area

Moira Shire Council performs best in the service area of waste management (index score of 65). Council performs in-line with the State-wide and Large Rural group averages in this service area (index scores of 66 and 65 respectively).

Ratings of Council's performance in waste management has decreased significantly in the last 12 months. The performance index score has dropped four points to reach its lowest level since 2014.

- Council should look to restore positive perceptions among residents of Yarrawonga – it is among this cohort where perceptions have significantly declined for the second consecutive year (from 77 in 2021 to 71 in 2022 to 62 currently).

Waste management is nominated as the best thing about Council by 5% of residents.





Low performing service areas



In a similar pattern to last year, Council rates lowest on its perceptions of performance on the condition of sealed roads (index score of 35), followed by lobbying on behalf of the community (38).

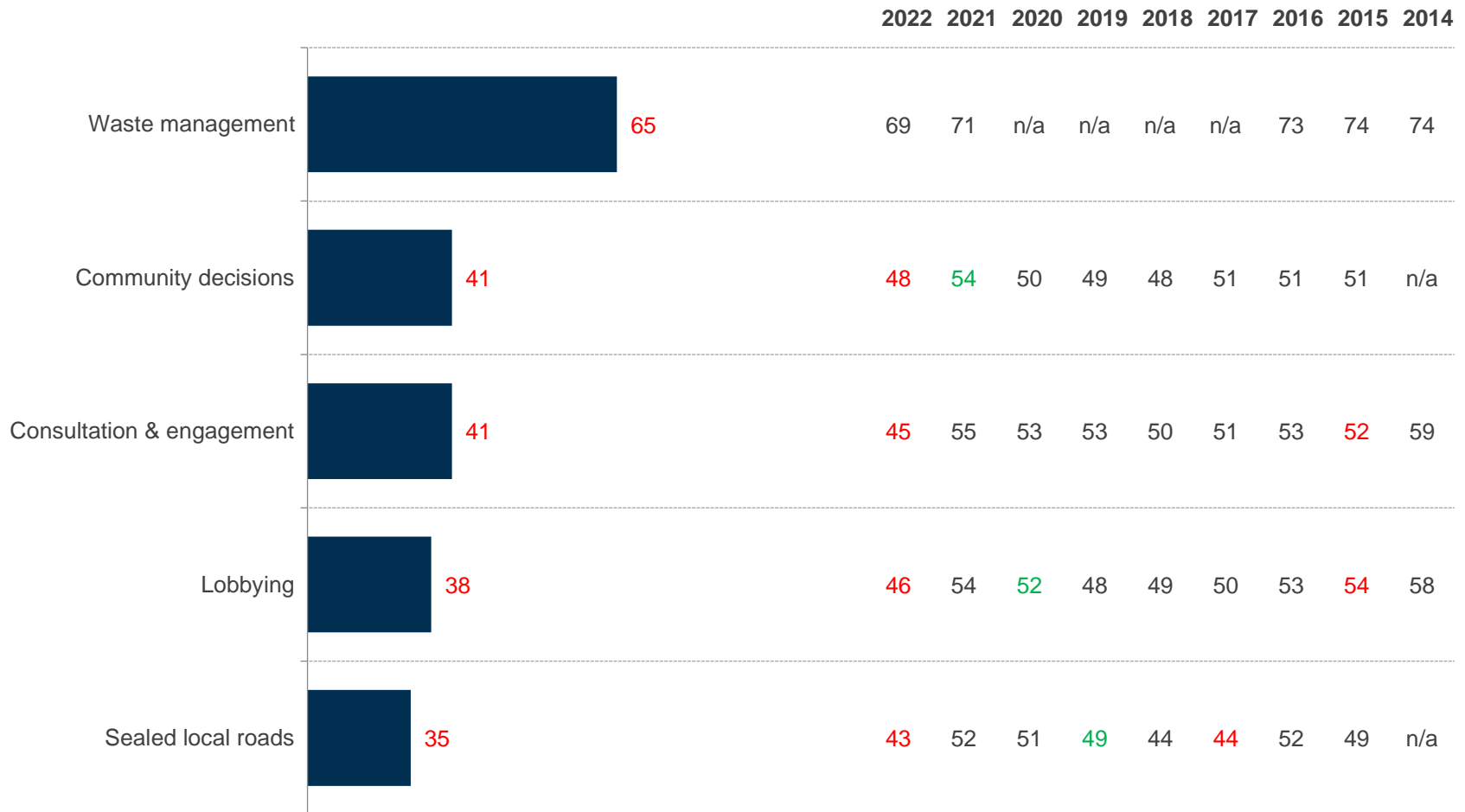
Perceptions in each of these areas, have decreased significantly for the second consecutive year and are at the lowest levels recorded since 2015 (2014 for lobbying).

- Indeed, 23% of residents nominate sealed road maintenance and 13% raise community consultation as Council service areas most in need of improvement.
- Council performs significantly lower than the Large Rural group and State-wide averages in each of these service areas.
- Residents of Cobram rate Council significantly higher than average in both of these areas, and so attention should be focused throughout the rest of Moira Shire Council in the first instance.
- Geographically, residents living in Yarrawonga are significantly more critical of Council's performance than average in the area of lobbying. On sealed local roads, perceptions of residents in the 'Other' region are significantly below average. This indicates the cohorts that warrant extra attention in the year ahead.



Individual service area performance

2023 individual service area performance (index scores)



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

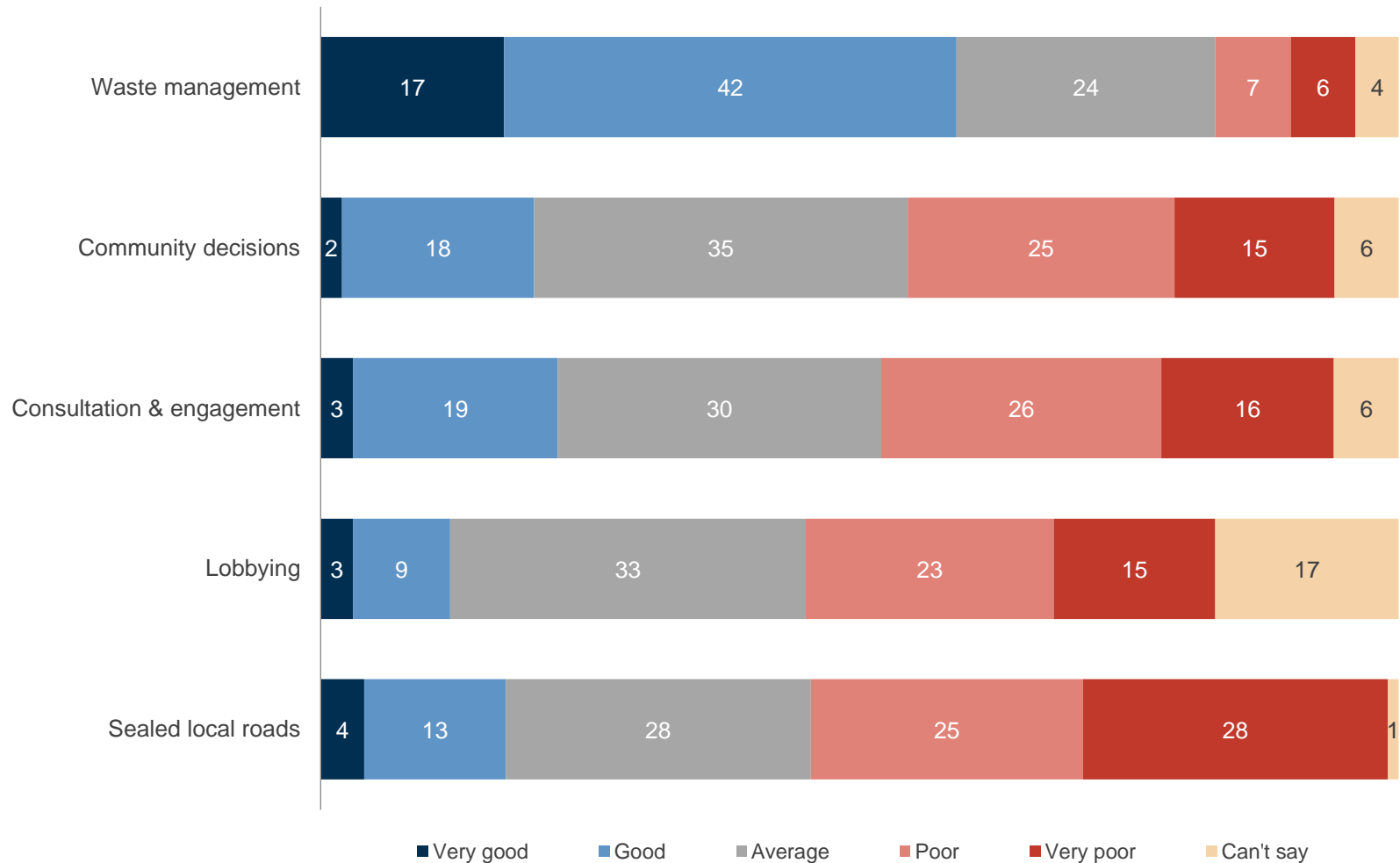
Base: All respondents. Councils asked State-wide: 66 Councils asked group: 18

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



Individual service area performance

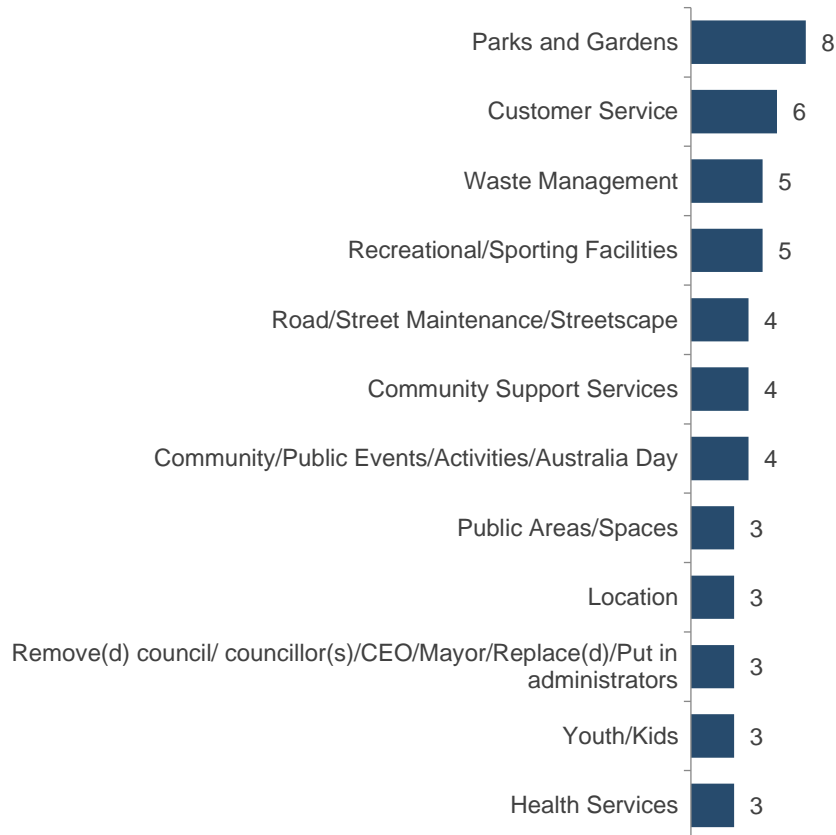
2023 individual service area performance (%)





Best things about Council and areas for improvement

2023 best things about Council (%)
- Top mentions only -



2023 areas for improvement (%)
- Top mentions only -



Q16. Please tell me what is the ONE BEST thing about Moira Shire Council? It could be about any of the issues or services we have covered in this survey or it could be about something else altogether?

Base: All respondents. Councils asked State-wide: 33 Councils asked group: 12

Q17. What does Moira Shire Council MOST need to do to improve its performance?

Base: All respondents. Councils asked State-wide: 53 Councils asked group: 16

A verbatim listing of responses to these questions can be found in the accompanying dashboard.



Customer service



Contact with council and customer service

Contact with council

Over half of households (56%) have had contact with Moira Shire Council in the last 12 months. Rate of contact has remained relatively consistent over time and is in line with the Large Rural group average but significantly below the State-wide average.

- Residents aged 50 to 64 years (70%) have a significantly higher than average level of contact with Council.



Among those residents who have had contact with Council, 45% provide a positive customer service rating of 'very good' or 'good', including 14% of residents who rate Council's customer service as 'very good'.

Customer service

Council's customer service index of 54 marks a six-point significant decrease from 2022. Customer service is rated significantly lower than the State-wide and Large Rural group averages (index scores of 67 and 65 respectively).

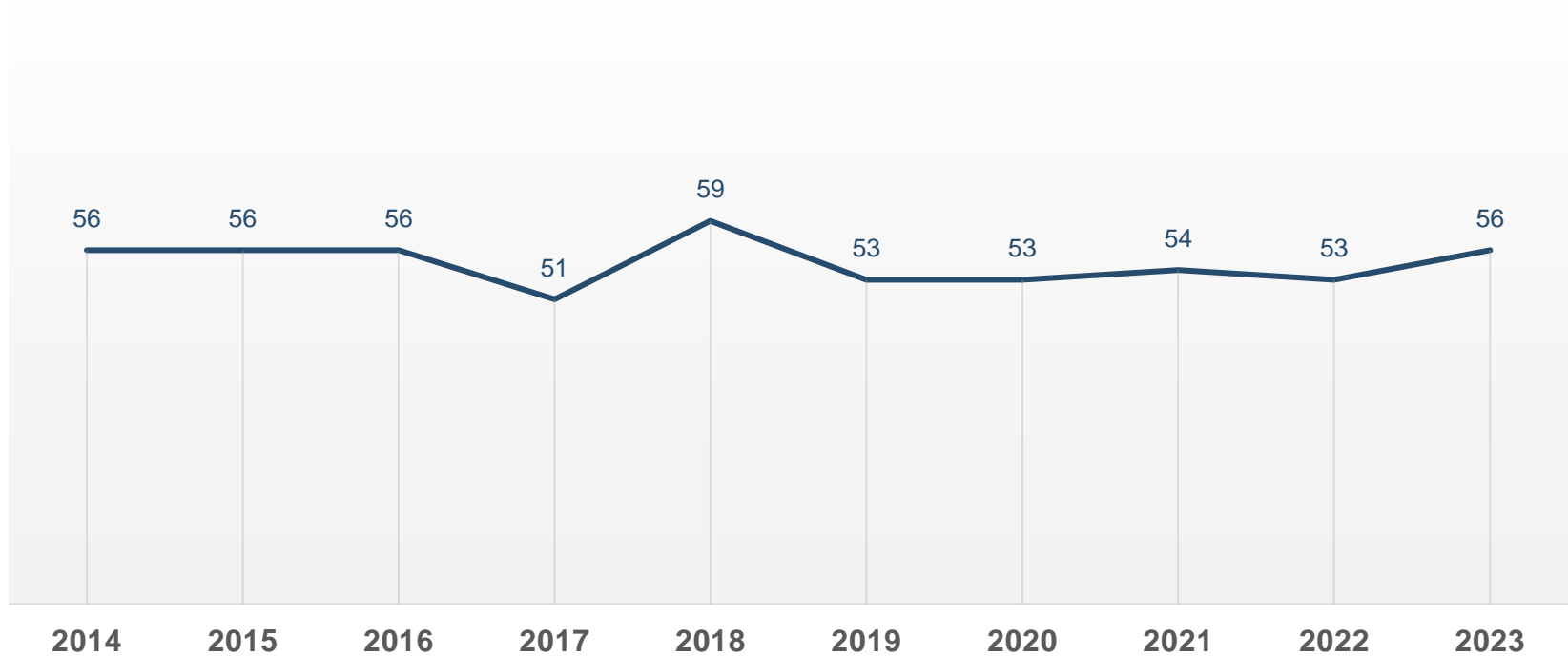
- Geographically, customer service ratings are lowest among residents of Yarrawonga and Other areas (index score of 49 and 47 respectively) and highest among residents of Nathalia / Numurkah and Cobram (both with an index score of 61).
- Council should first focus attention on residents aged 50 to 64 years as they have an above average rate of contact with Council but are among those with less positive perceptions of its customer service performance (although not significantly lower than average).

Close to half of residents (45%) provide a positive customer service rating of 'very good' or 'good', which is nearly twice as many than those who rate customer service as either 'very poor' or 'poor' (27%).



Contact with council

2023 contact with council (%)
Have had contact



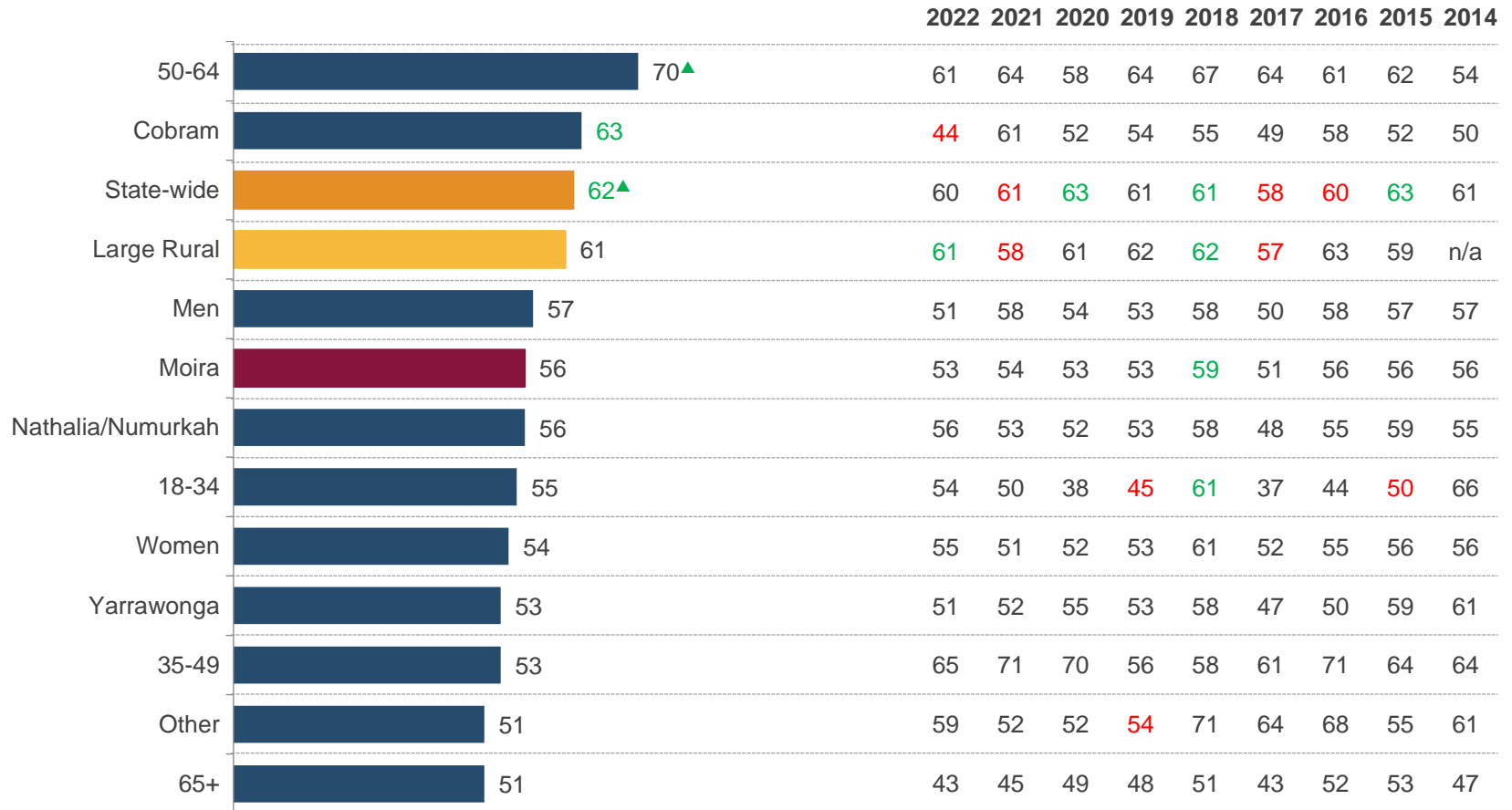
Q5. Over the last 12 months, have you or any member of your household had any contact with Moira Shire Council? This may have been in person, in writing, by telephone conversation, by text message, by email or via their website or social media such as Facebook or Twitter?

Base: All respondents. Councils asked State-wide: 41 Councils asked group: 10



Contact with council

2023 contact with council (%)



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

Base: All respondents. Councils asked State-wide: 41 Councils asked group: 10

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



Customer service rating

2023 customer service rating (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
State-wide	67▲	68	70	70	71	70	69	69	70	72
Large Rural	65▲	67	68	68	69	67	66	67	67	n/a
Nathalia/Numurkah	61	57	59	65	63	60	57	65	71	69
Cobram	61	53	61	69	57	57	61	72	75	66
65+	58	59	68	66	57	56	61	68	73	71
18-34	57	65	58	68	57	62	67	63	80	54
Women	56	61	63	65	66	64	67	70	73	69
Moira	54	60	63	62	60	60	63	67	71	67
Men	53	59	63	60	54	56	60	63	69	66
50-64	52	59	67	65	64	60	63	67	67	73
Yarrawonga	49	62	66	56	61	63	67	69	67	66
35-49	48	58	58	51	61	63	64	67	64	70
Other	47	67	67	57	58	60	66	61	71	67

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.

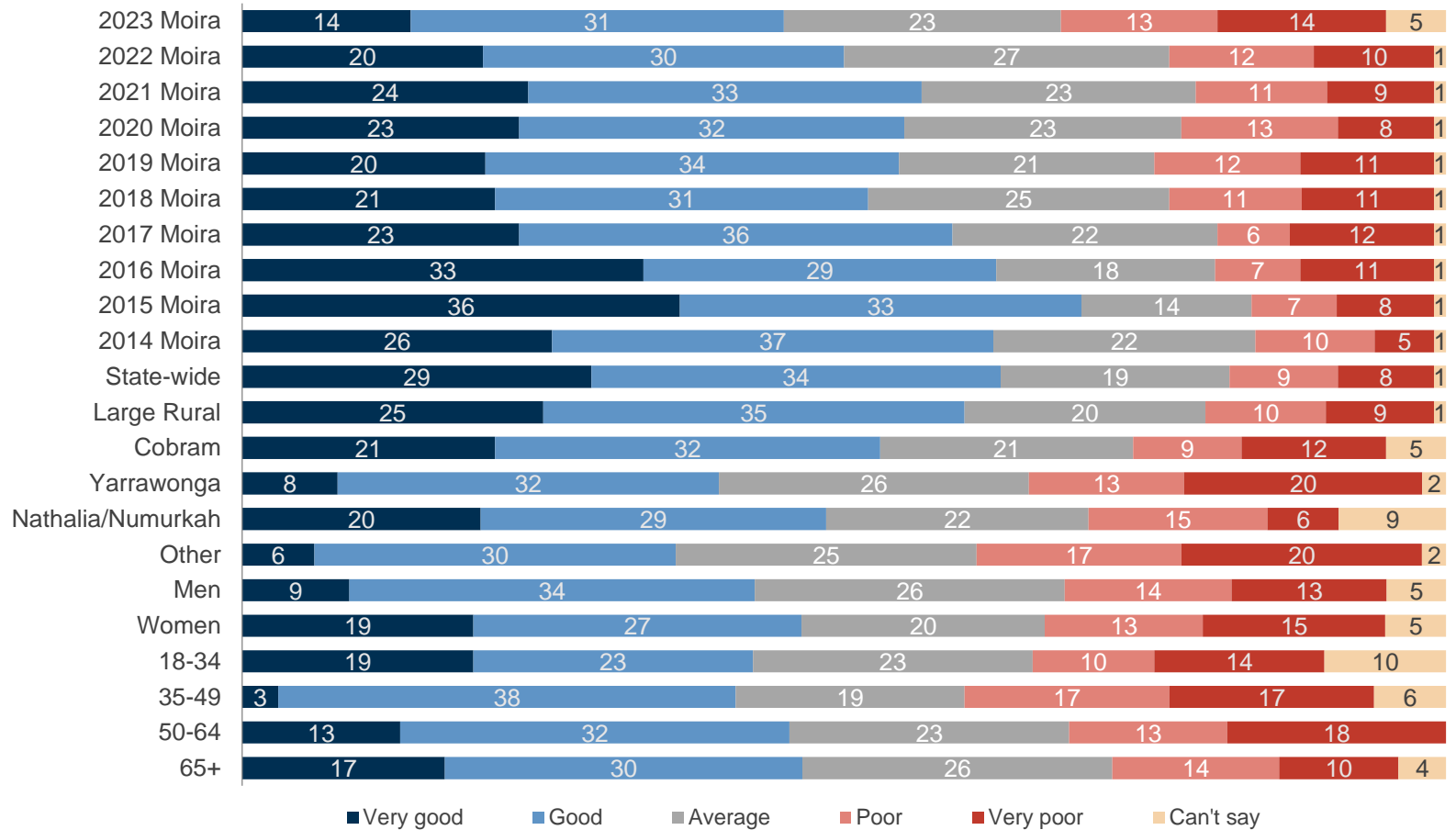
Councils asked State-wide: 66 Councils asked group: 18

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



Customer service rating

2023 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: 18



Communication

Communication

The preferred form of communication from Council about news and information and upcoming events are newsletters sent via email (22%) or mail (20%). One in five residents (19%) prefer to be informed about Council news via advertising in a local newspaper.

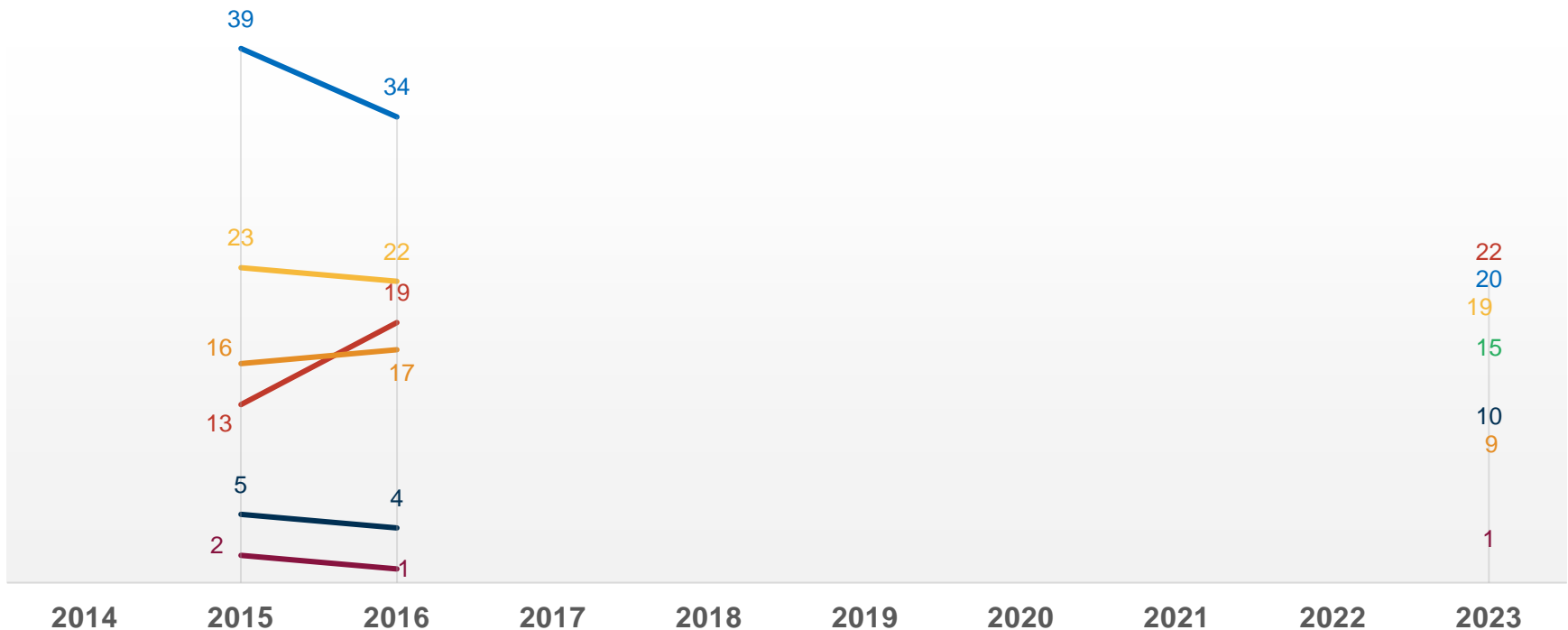
- Among residents aged under 50 years, emailed newsletters (24%) is the preferred form of communication, followed by social media (22%). Among this cohort, preference for newsletters sent via mail more than halved from 32% in 2016 down to 14% in 2023. Text message (18%) sits below social media as a preferred form of communication for people under 50 years of age (increasing from 8% in 2016).
- Residents aged over 50 years prefer to receive mailed newsletters (24%) ahead of emailed newsletters (21%). Preference for newsletters sent via mail has declined from the last evaluation in 2016 (35% in 2016). Preference for advertising news, information and upcoming events in newspapers remains the most second preferred form of communication among people over 50 years of age (22%). Communication via social media is gaining traction in 2023 and is the preferred form of communication by 11% of older residents.





Best form of communication

2023 best form of communication (%)



Q13. If Moira Shire Council was going to get in touch with you to inform you about Council news and information and upcoming events, which

ONE of the following is the BEST way to communicate with you?

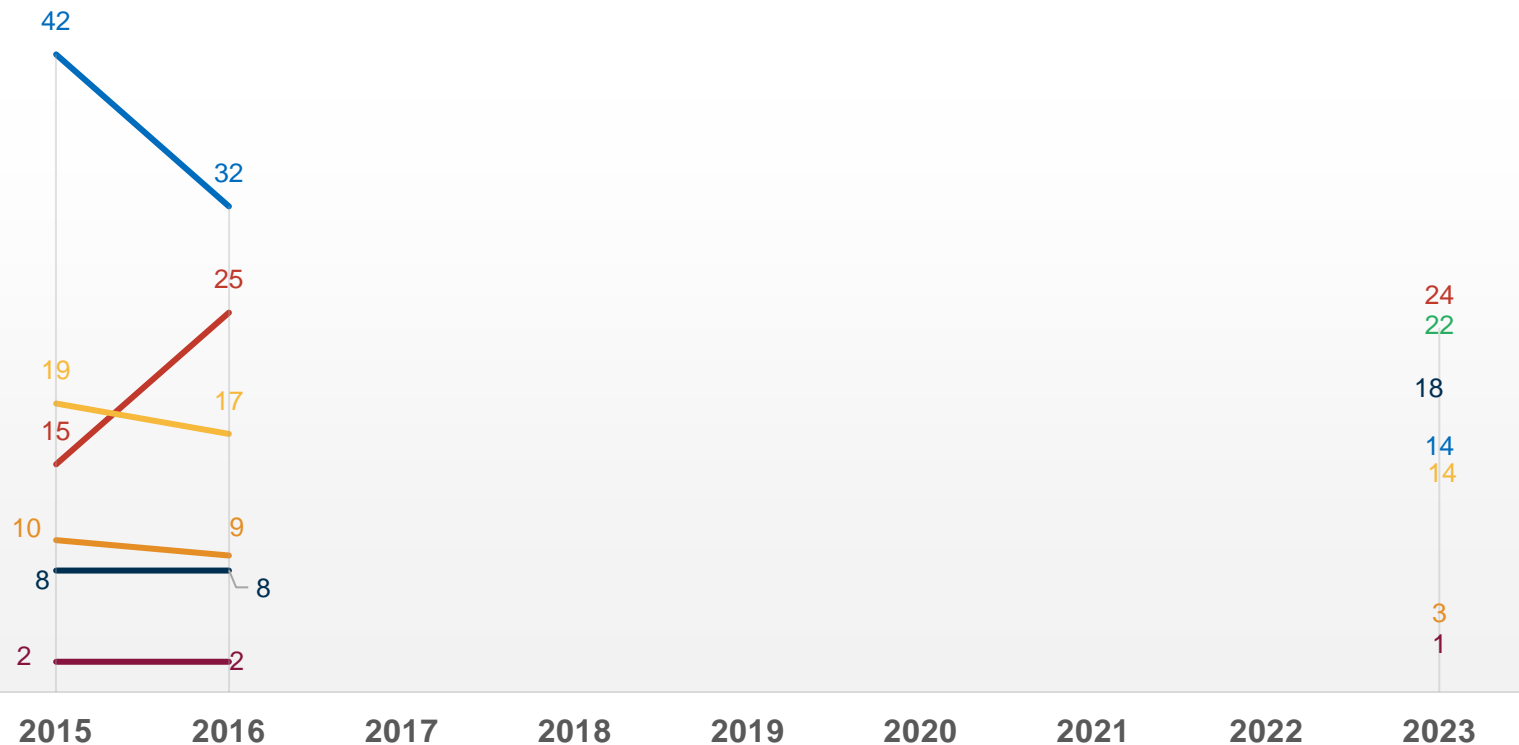
Base: All respondents. Councils asked State-wide: 40 Councils asked group: 10

Note: 'Social Media' was included in 2019.



Best form of communication: under 50s

2023 under 50s best form of communication (%)



Q13. If Moira Shire Council was going to get in touch with you to inform you about Council news and information and upcoming events, which

ONE of the following is the BEST way to communicate with you?

Base: All respondents aged under 50. Councils asked State-wide: 40 Councils asked group: 10

Note: 'Social Media' was included in 2019.



Best form of communication: over 50s

2023 over 50s best form of communication (%)



Q13. If Moira Shire Council was going to get in touch with you to inform you about Council news and information and upcoming events, which

ONE of the following is the BEST way to communicate with you?

Base: All respondents aged over 50. Councils asked State-wide: 40 Councils asked group: 10

Note: 'Social Media' was included in 2019.



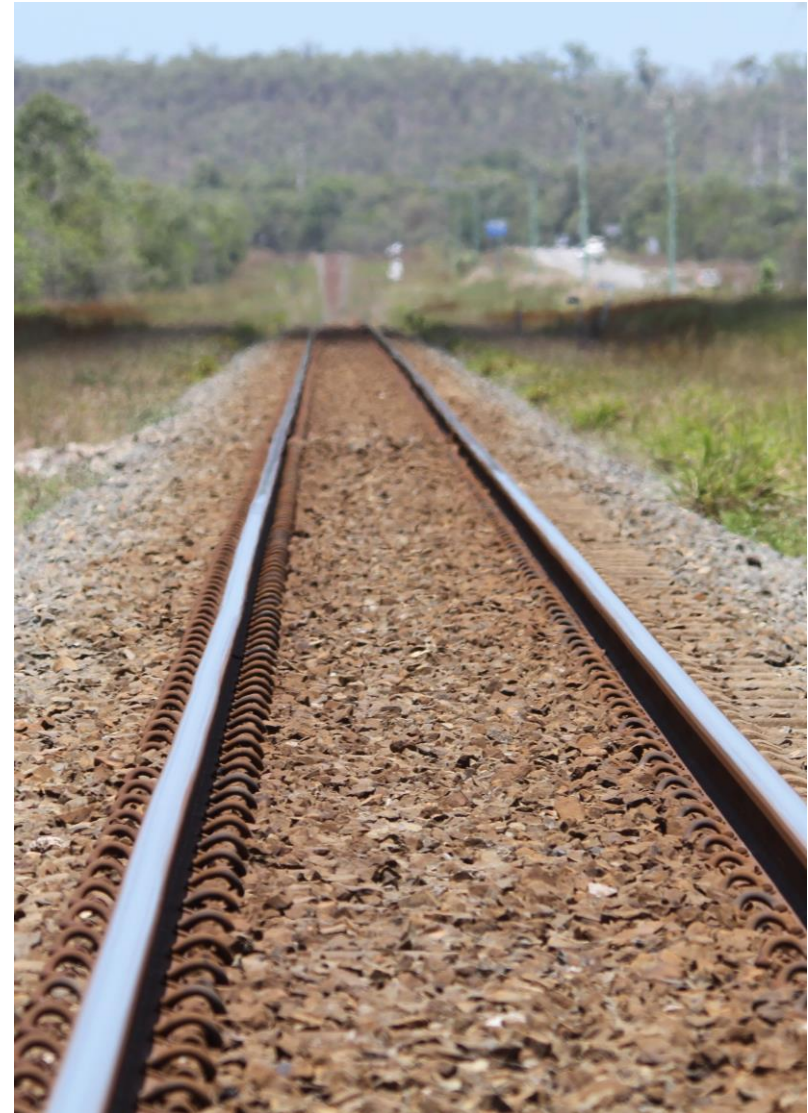
Council direction

Council direction

Perceptions of the direction of Council's overall performance have significantly declined for the second consecutive year, which follows six years of maintaining the gain achieved in 2015. The index score of 33 is Council's lowest result in 10 years and is significantly below the Large Rural group and State-wide averages. It is important to note that the State-wide and Large Rural group averages for perceptions of the direction of councils' overall performance are also at an all time low.

Over the last 12 months, 6% of residents believe the direction of Council's overall performance has improved (compared to a higher 11% in 2022). Over a third of residents (38%) believe it has deteriorated (compared to a much lower 20% in 2022).

- Perceptions of the direction of Council's overall performance significantly declined across nearly all demographic and geographic cohorts this year, except for residents of Cobram. Residents in Cobram and those aged 18 to 34 years are significantly more satisfied than average with the direction of Council's overall performance in the past 12 months.
- The least satisfied with council direction are residents aged 50 to 64 years and those living in Yarrawonga (both cohorts are significantly less satisfied than average).





Overall council direction last 12 months

2023 overall council direction (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
State-wide	46▲	50	53	51	53	52	53	51	53	53
Large Rural	44▲	47	51	50	51	52	52	48	51	n/a
Cobram	43▲	50	54	55	48	56	50	54	55	51
18-34	41▲	60	53	51	57	58	57	50	60	50
Other	36	46	46	44	42	46	52	47	48	51
Women	35	45	51	51	49	49	49	49	54	52
Moira	33	45	50	48	47	49	50	51	53	48
65+	33	41	52	49	46	49	50	52	56	50
35-49	33	42	48	49	43	49	48	49	47	47
Men	31	45	48	46	46	50	50	53	52	45
Nathalia/Numurkah	30	45	50	48	53	51	49	54	60	52
Yarrawonga	25▼	42	49	46	45	43	49	50	49	40
50-64	25▼	41	44	45	45	44	44	53	48	45

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

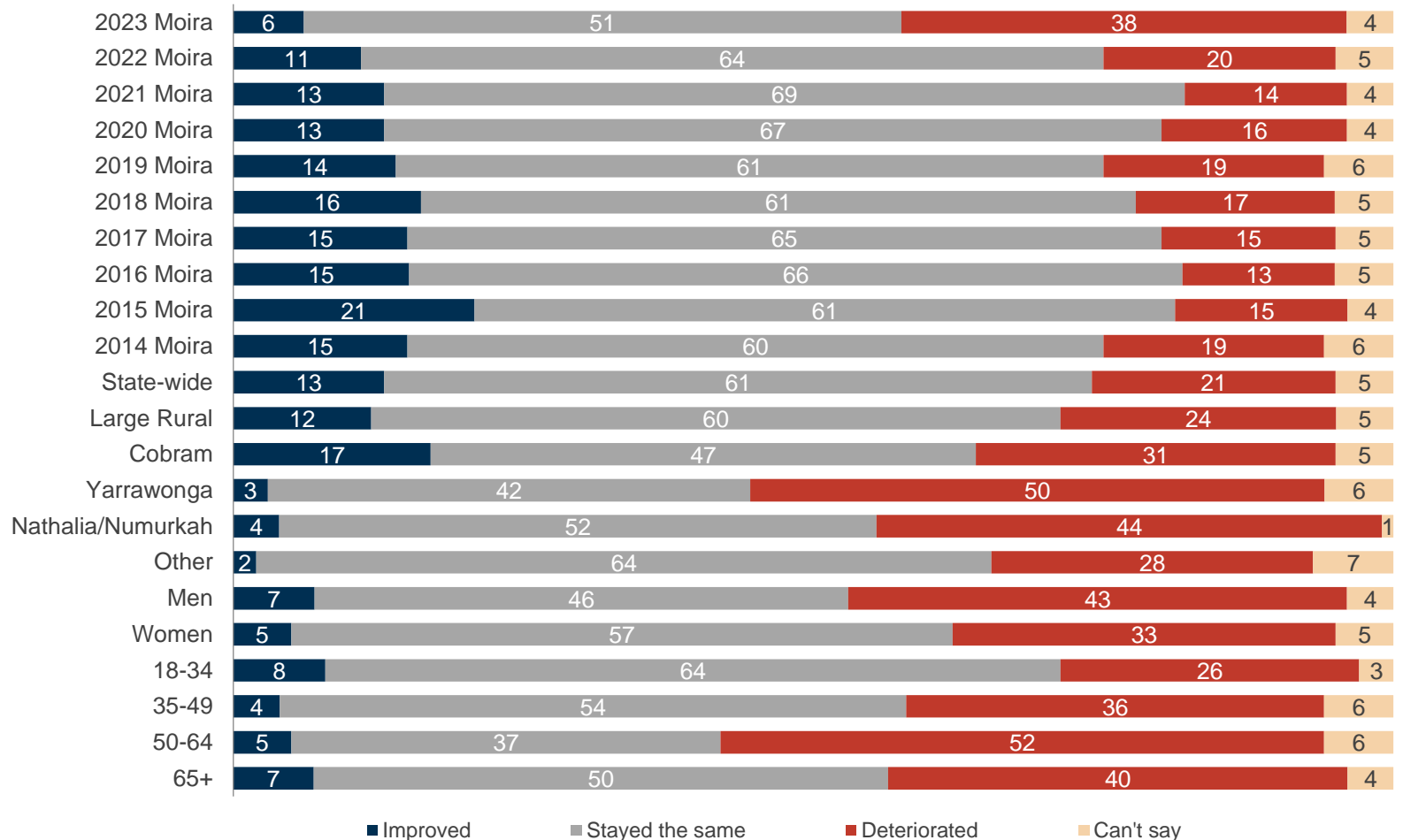
Base: All respondents. Councils asked State-wide: 66 Councils asked group: 18

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



Overall council direction last 12 months

2023 overall council direction (%)



A large, dark blue, stylized letter 'W' graphic that spans the right side of the slide. It has a glowing, network-like pattern of white lines and nodes within its strokes, resembling a map or a data network.

Individual service areas



Community consultation and engagement performance



2023 consultation and engagement performance (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
State-wide	52▲	54	56	55	56	55	55	54	56	57
Cobram	49▲	47	55	54	56	49	54	55	54	65
18-34	49▲	44	62	57	65	56	55	63	60	61
Large Rural	49▲	51	54	54	54	54	52	52	54	n/a
Nathalia/Numurkah	44	45	58	58	58	56	53	56	57	64
Men	42	42	56	51	53	48	52	52	49	60
Other	42	43	58	49	44	50	48	49	48	57
Moira	41	45	55	53	53	50	51	53	52	59
Women	40	47	55	55	53	52	49	54	55	58
35-49	39	46	53	52	48	50	49	50	46	55
65+	39	44	56	55	49	49	51	51	53	63
50-64	38	46	48	48	50	47	48	47	49	55
Yarrawonga	29▼	45	51	50	49	45	49	51	49	50

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: 18

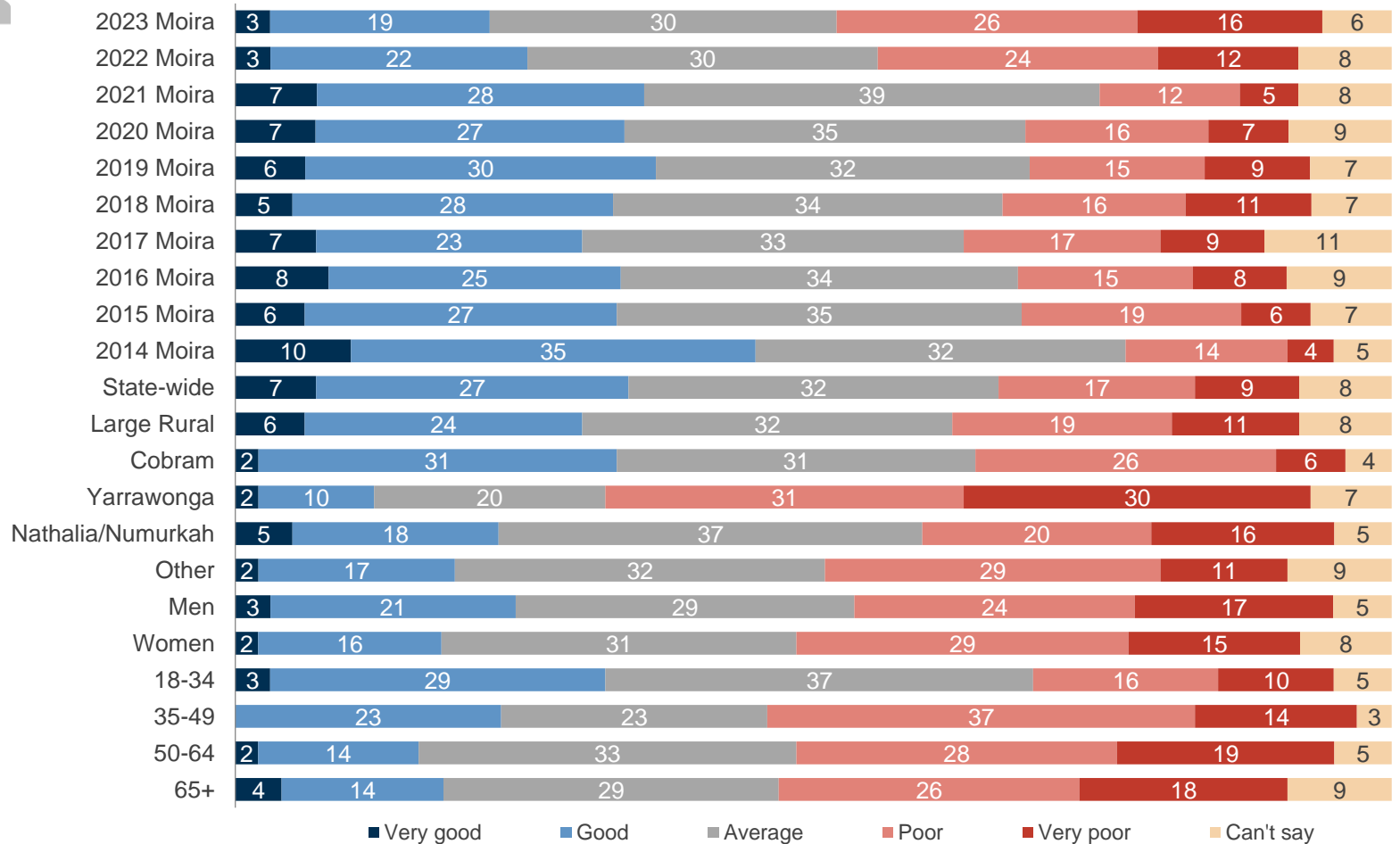
Note: Please see Appendix A for explanation of significant differences.



Community consultation and engagement performance



2023 consultation and engagement performance (%)

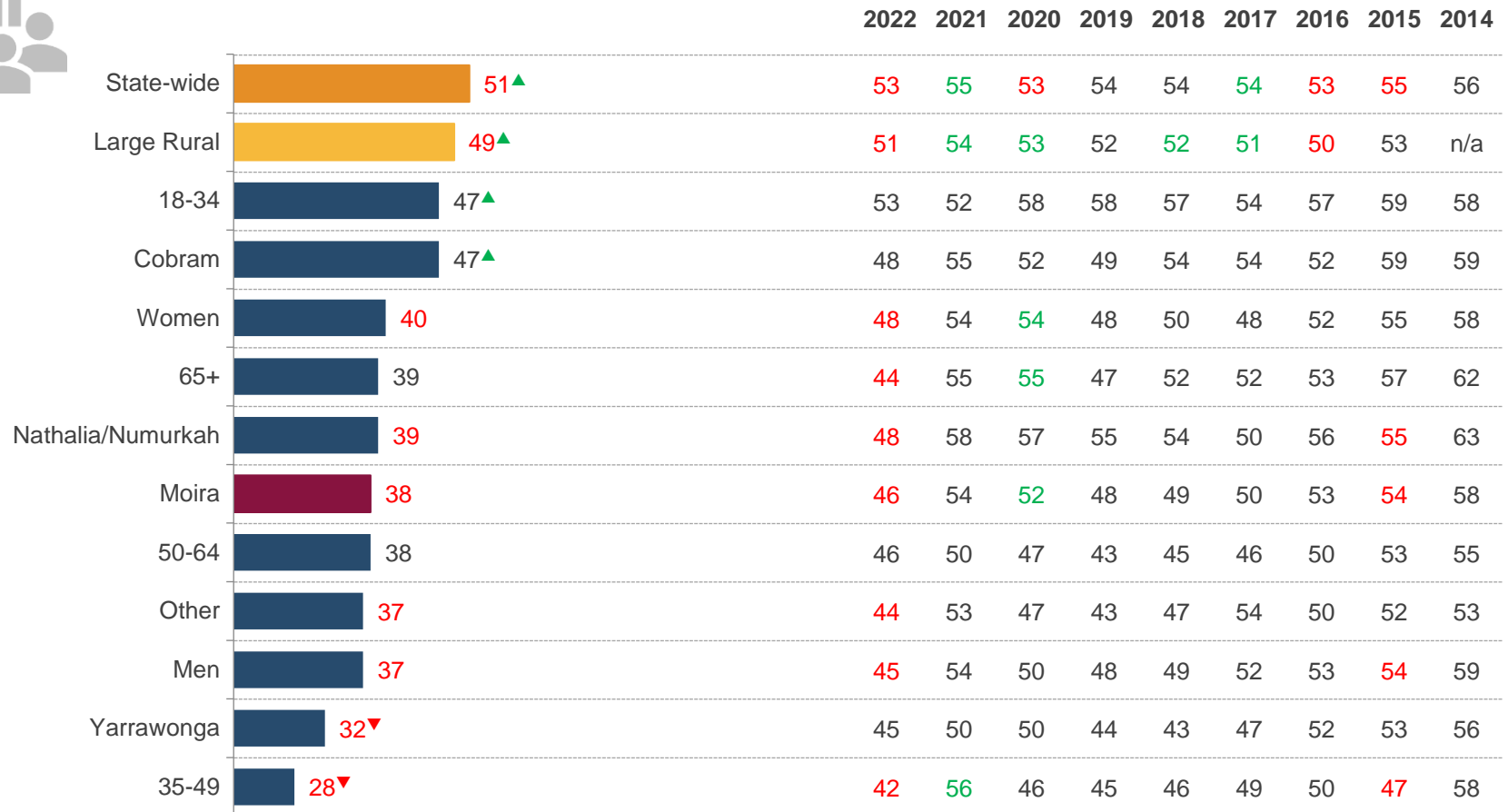




Lobbying on behalf of the community performance



2023 lobbying performance (index scores)



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: 14

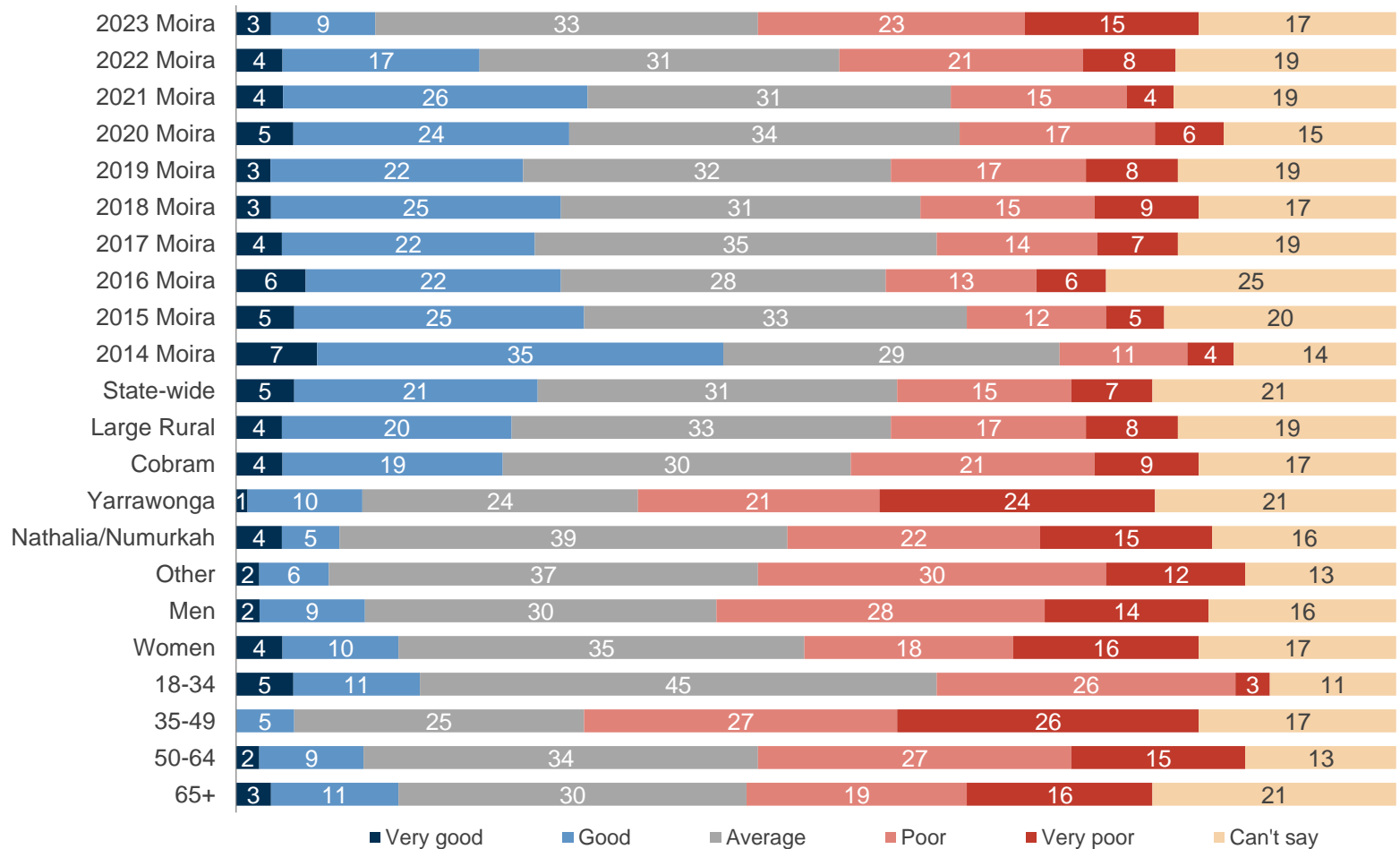
Note: Please see Appendix A for explanation of significant differences.



Lobbying on behalf of the community performance



2023 lobbying performance (%)



Decisions made in the interest of the community performance



2023 community decisions made performance (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
State-wide	51▲	54	56	53	55	54	54	54	55	57
Large Rural	48▲	51	54	52	52	52	51	50	52	n/a
Cobram	48▲	52	50	50	50	49	51	53	55	n/a
18-34	47▲	55	54	51	56	53	51	57	55	n/a
Women	43	47	54	53	48	49	49	52	51	n/a
Other	43	47	55	46	44	48	51	48	50	n/a
Nathalia/Numurkah	43	52	59	54	56	54	53	54	54	n/a
65+	41	46	57	53	48	49	54	53	53	n/a
Moira	41	48	54	50	49	48	51	51	51	n/a
Men	39	49	53	47	49	48	52	50	50	n/a
35-49	38	44	49	46	44	47	51	48	47	n/a
50-64	37	46	52	47	47	45	45	46	47	n/a
Yarrawonga	31▼	42	51	48	44	43	49	50	46	n/a

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

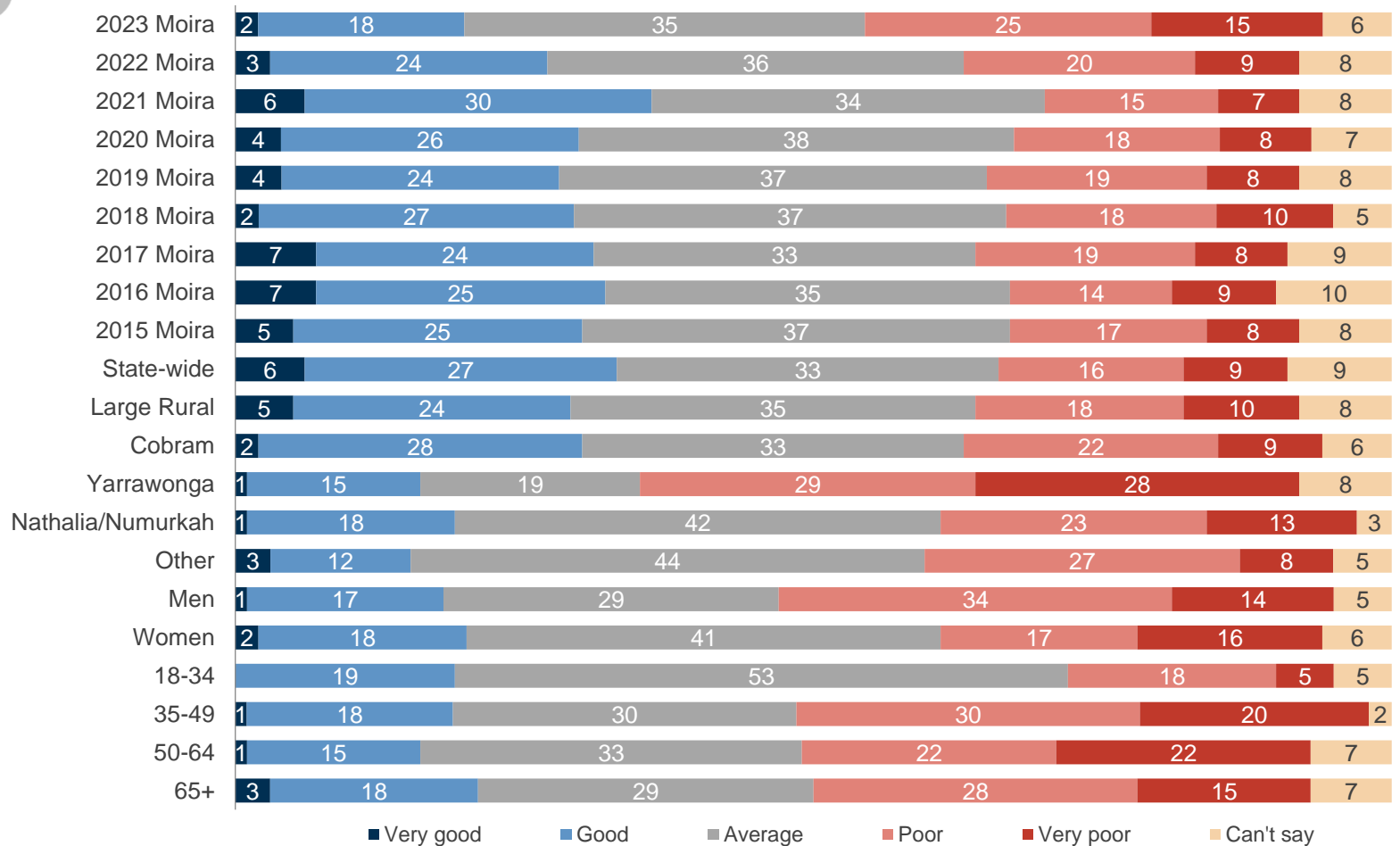
Base: All respondents. Councils asked State-wide: 66 Councils asked group: 18

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

Decisions made in the interest of the community performance



2023 community decisions made performance (%)



The condition of sealed local roads in your area performance



2023 sealed local roads performance (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
State-wide	48▲	53	57	54	56	53	53	54	55	55
Cobram	47▲	52	54	56	51	49	48	57	52	n/a
65+	41▲	48	57	54	49	45	49	55	56	n/a
50-64	40	40	49	47	48	40	41	45	47	n/a
Large Rural	40▲	45	50	47	47	45	43	44	45	n/a
Women	35	44	53	50	50	43	43	52	47	n/a
Moira	35	43	52	51	49	44	44	52	49	n/a
Men	34	43	50	51	48	45	46	53	52	n/a
Nathalia/Numurkah	34	48	52	50	49	42	43	54	51	n/a
Yarrawonga	33	41	53	52	50	45	45	52	48	n/a
35-49	29	42	46	48	46	43	41	54	46	n/a
Other	26▼	33	46	42	45	40	41	46	47	n/a
18-34	23▼	39	49	50	54	51	43	54	44	n/a

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

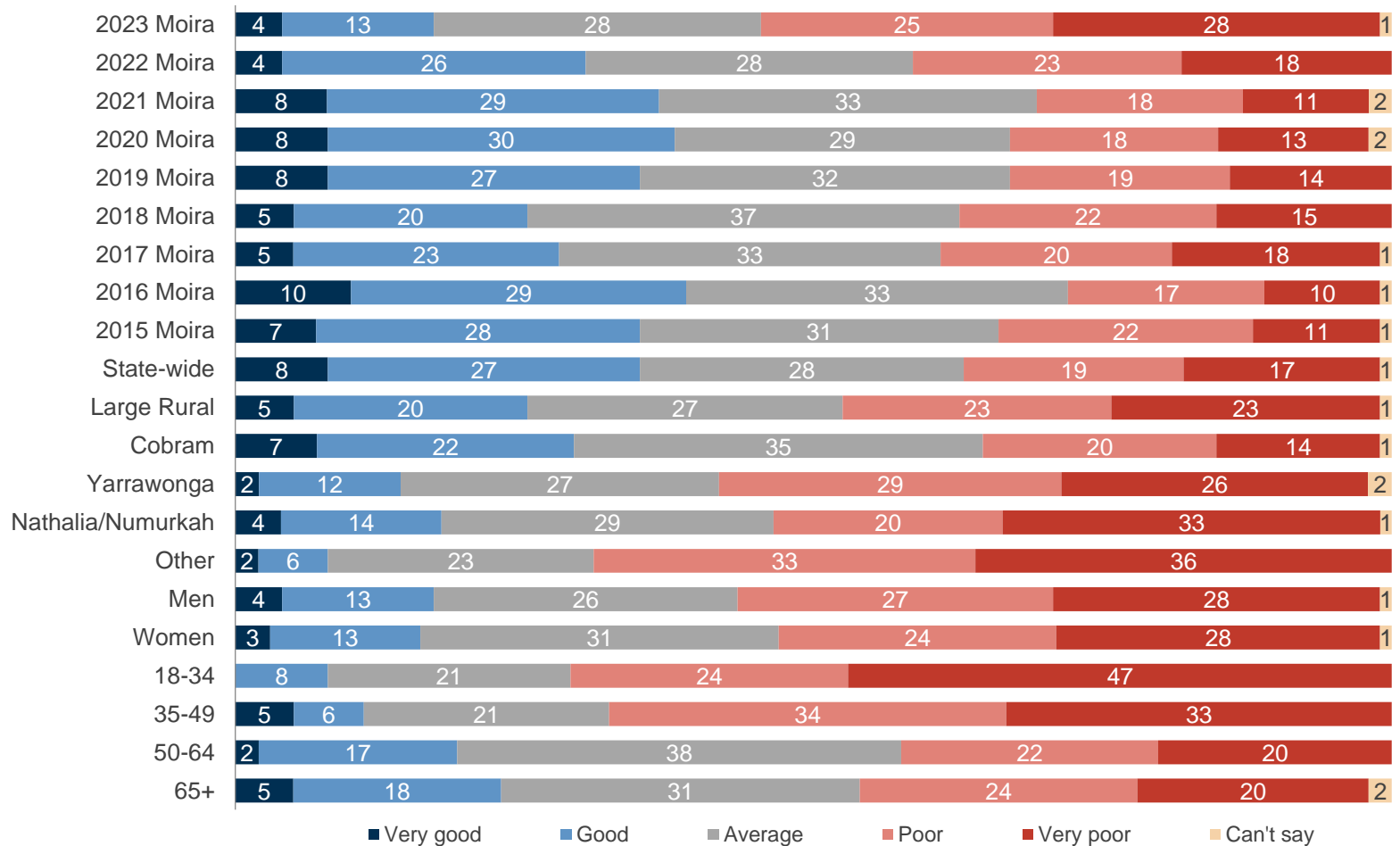
Base: All respondents. Councils asked State-wide: 66 Councils asked group: 18

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

The condition of sealed local roads in your area performance



2023 sealed local roads performance (%)





Waste management performance



2023 waste management performance (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
Cobram	70	75	66	n/a	n/a	n/a	n/a	74	73	76
Nathalia/Numurkah	68	65	74	n/a	n/a	n/a	n/a	77	78	77
65+	67	71	74	n/a	n/a	n/a	n/a	73	77	79
State-wide	66	68	69	65	68	70	71	70	72	73
Men	66	70	70	n/a	n/a	n/a	n/a	73	75	76
Moira	65	69	71	n/a	n/a	n/a	n/a	73	74	74
18-34	65	69	72	n/a	n/a	n/a	n/a	76	78	73
Large Rural	65	65	66	62	64	67	68	66	68	n/a
Women	64	68	72	n/a	n/a	n/a	n/a	72	73	72
50-64	63	64	67	n/a	n/a	n/a	n/a	68	70	72
35-49	62	69	68	n/a	n/a	n/a	n/a	74	70	71
Yarrawonga	62	71	77	n/a	n/a	n/a	n/a	72	74	71
Other	60	65	64	n/a	n/a	n/a	n/a	68	71	73

Q2. How has Council performed on 'Waste management' over the last 12 months?

Base: All respondents. Councils asked State-wide: 66 Councils asked group: 18

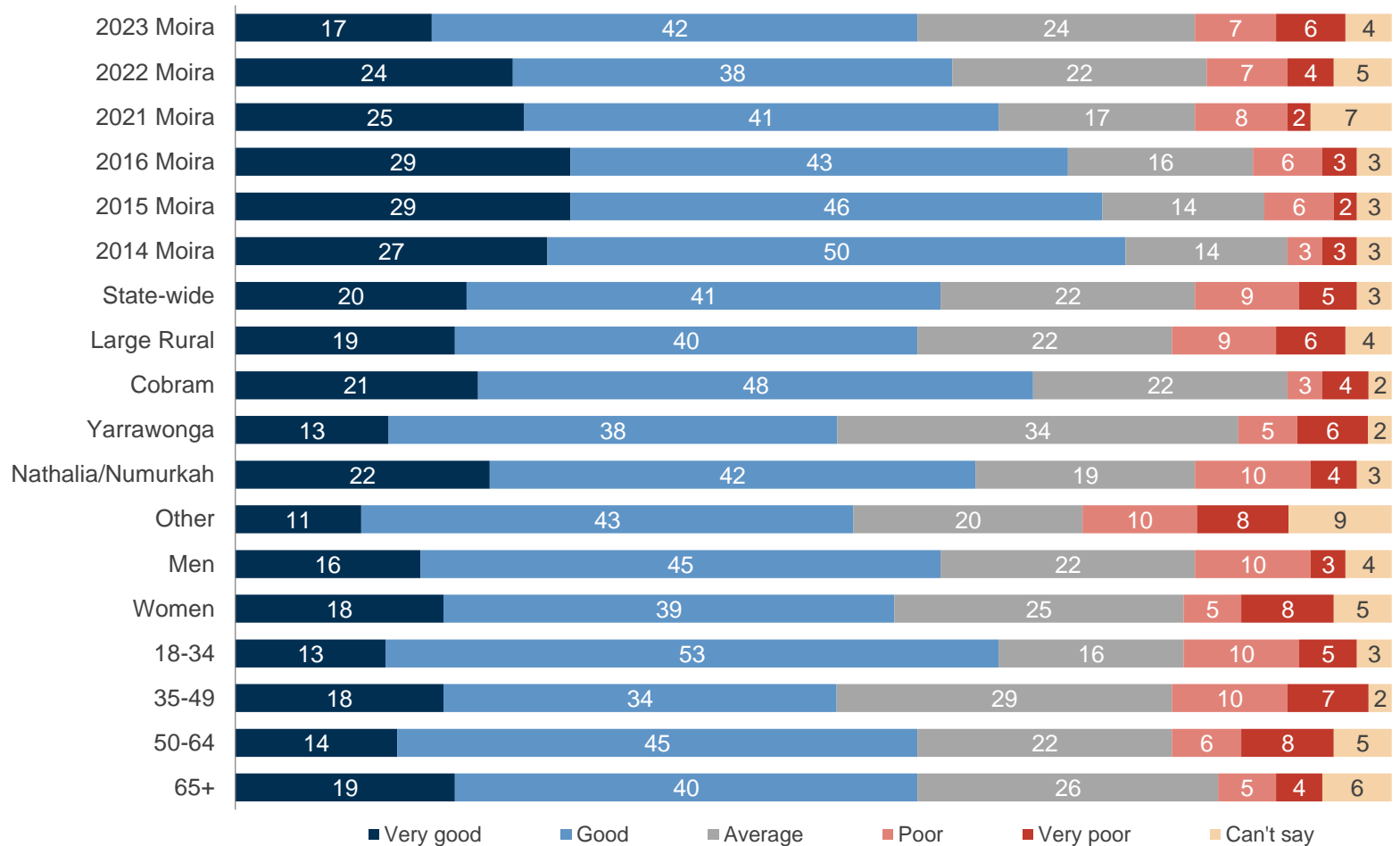
Note: Please see Appendix A for explanation of significant differences.



Waste management performance



2023 waste management performance (%)



A large, stylized, dark blue 'W' graphic that spans the right side of the page. Inside the 'W', there is a blurred image of a crowd of people, possibly at a sporting event or a public gathering, with some individuals wearing red and white clothing.

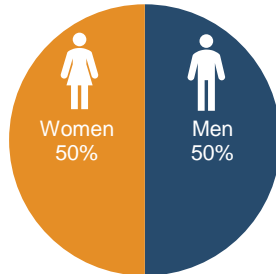
Detailed demographics



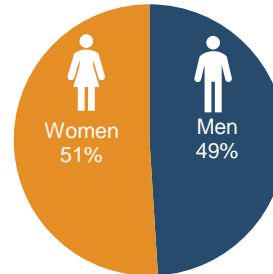
Gender and age profile

2023 gender

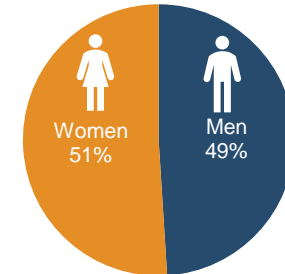
Moira



Large Rural

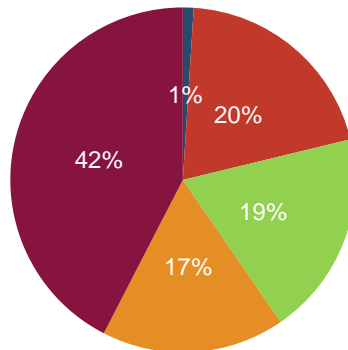


State-wide

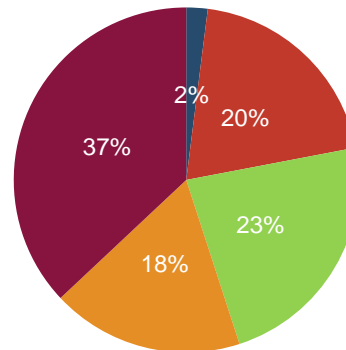


2023 age

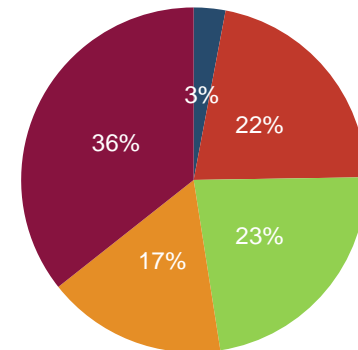
Moira



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: 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 2023 State-wide Local Government Community Satisfaction Survey for Moira Shire Council was n=400. Unless otherwise noted, this is the total sample base for all reported charts and tables.

The maximum margin of error on a sample of approximately n=400 interviews is +/-4.9% 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 45.1% - 54.9%.

Maximum margins of error are listed in the table below, based on a population of 24,300 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	400	400	+/-4.9
Men	195	199	+/-7.0
Women	205	201	+/-6.8
Cobram	86	85	+/-10.6
Yarrawonga	111	99	+/-9.3
Nathalia/Numurkah	110	114	+/-9.4
Other	93	102	+/-10.2
18-34 years	38	83	+/-16.1
35-49 years	64	78	+/-12.3
50-64 years	86	69	+/-10.6
65+ years	212	170	+/-6.7



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:

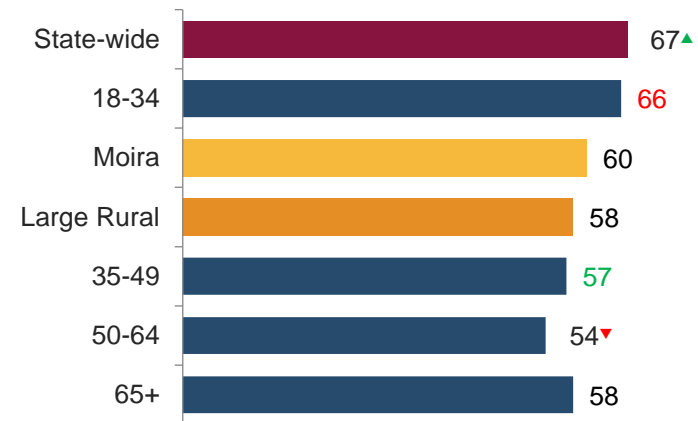
- ▲ The state-wide result is significantly higher than the overall result for the council.
- ▼ The result among 50-64 year olds is significantly lower than for the overall result for the council.

Further, results shown in green and red indicate significantly higher or lower results than in 2022.

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 2022.
- The result among 18-34 year olds in the council is **significantly lower** than the result achieved among this group in 2022.

**2023 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 2023 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 2023 results are compared with previous years, as detailed below:

- 2022, n=501 completed interviews, conducted in the period of 27th January – 24th March.
- 2021, n=500 completed interviews, conducted in the period of 28th January – 18th March.
- 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.

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=400 completed interviews were achieved in Moira Shire Council. Survey fieldwork was conducted in the period of 27th January – 19th March, 2023.



Appendix B: Analysis and reporting

All participating councils are listed in the State-wide report published on the DELWP website. In 2023, 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 2012-2023 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, Colac Otway, Corangamite, East Gippsland, 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 2023 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 2012-2023 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 2023 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 2023 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 2023 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: 2023 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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