



2020 Local Government Community Satisfaction Survey

Moira Shire Council

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





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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-first year, this survey provides insight into the community's views on:

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

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

Serving Victoria for 21 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 21 years of results, the CSS offers councils a long-term measure of how they are performing – essential for councils that work over the long term to provide valuable services and infrastructure to their communities.

Participation in the State-wide Local Government Community Satisfaction Survey is optional.

Participating councils have various choices as to the content of the questionnaire and the sample size to be surveyed, depending on their individual strategic, financial and other considerations.

A large, dark blue, stylized letter 'W' that serves as a background element. It is filled with a glowing, intricate network pattern of white and light blue lines, resembling a neural network or a complex web. The pattern is denser in some areas and sparser in others, with bright points of light at the intersections.

Key findings and recommendations



Moira Shire Council – at a glance

Overall council performance

Results shown are index scores out of 100.



Moira 54






State-wide 58



Large Rural 55

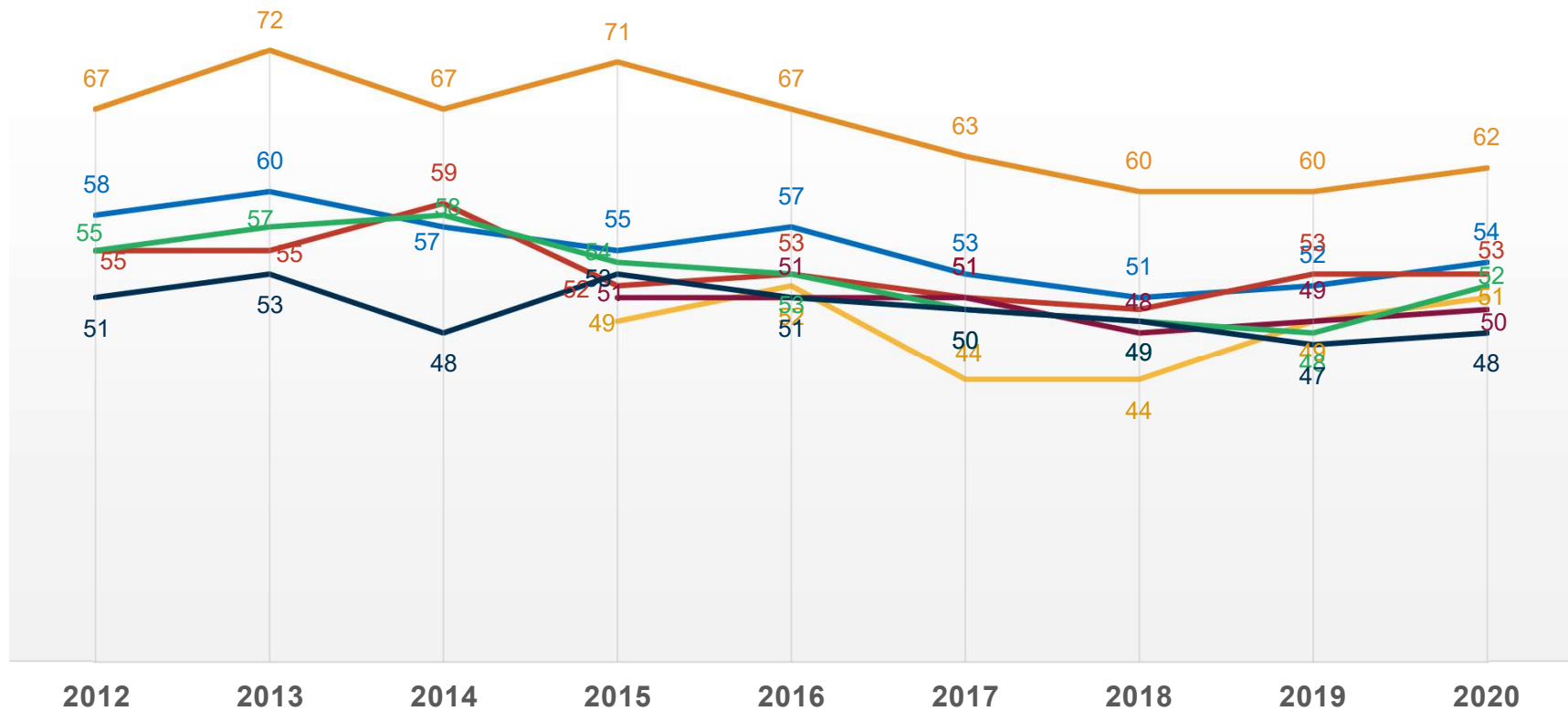
Council performance compared to State-wide and group averages

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



Summary of core measures

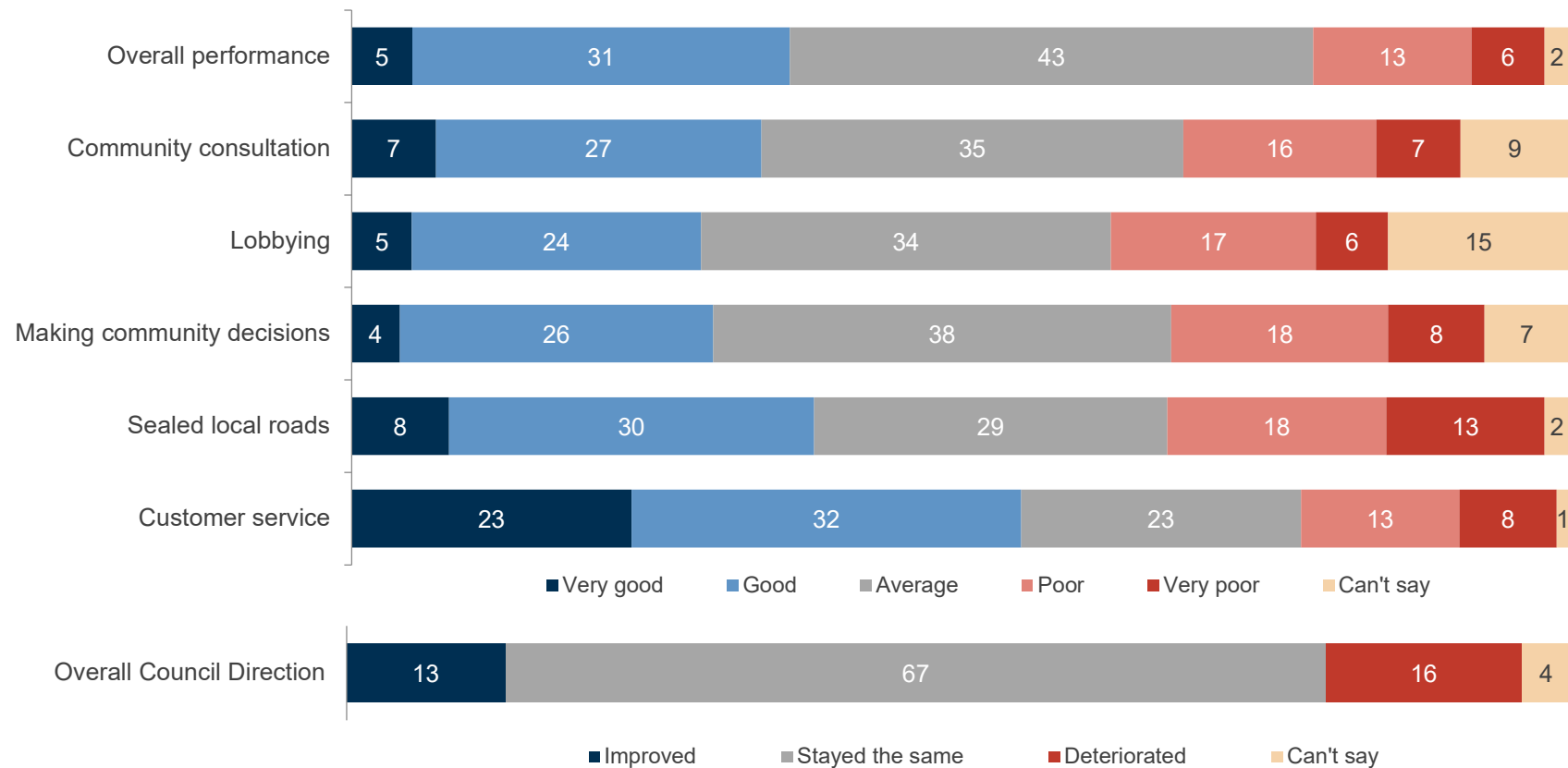
Index scores












Summary of core measures

Core measures summary results (%)





Summary of Moira Shire Council performance

Services		Moira 2020	Moira 2019	Large Rural 2020	State-wide 2020	Highest score	Lowest score
	Overall performance	54	52	55	58	Aged 18-34 years, Nathalia/Numurkah residents	Aged 35-49 years
	Overall council direction	48	47	50	51	Cobram residents	Other Area residents
	Customer service	62	60	68	70	Cobram residents	Aged 35-49 years
	Consultation and engagement	53	53	54	55	Nathalia/Numurkah residents	Aged 50-64 years
	Lobbying	52	48	53	53	Aged 18-34 years	Aged 35-49 years
	Sealed local roads	51	49	47	54	Cobram residents	Other Area residents
	Community decisions	50	49	52	53	Nathalia/Numurkah residents	Other residents, Aged 35-49 years

Significantly **higher** / **lower** than Moira Shire Council 2020 result at the 95% confidence interval.
Please see Appendix A for explanation of significant differences and index scores.



Focus areas for the next 12 months

Overview

Perceptions of Council's overall performance improved by two index points from 2019, although this is not significantly different from last year. Positively, performance perceptions on all service areas have either remained consistent or improved by between one to four index points. Performance on lobbying experienced a statistically significant improvement in ratings this year. Consultation and engagement is the only area where ratings did not gain any traction, remaining stable with 2019.

Focus areas

Customer service is an area that may warrant some extra attention in the coming 12 months. While ratings did improve this year, they remain well below their peak rating seen in 2013 and significantly lower than the Large Rural group and State-wide average. Council should aim to build further on improvements seen in 2020, as previous results are an indication that Council is capable of achieving higher ratings in this area.

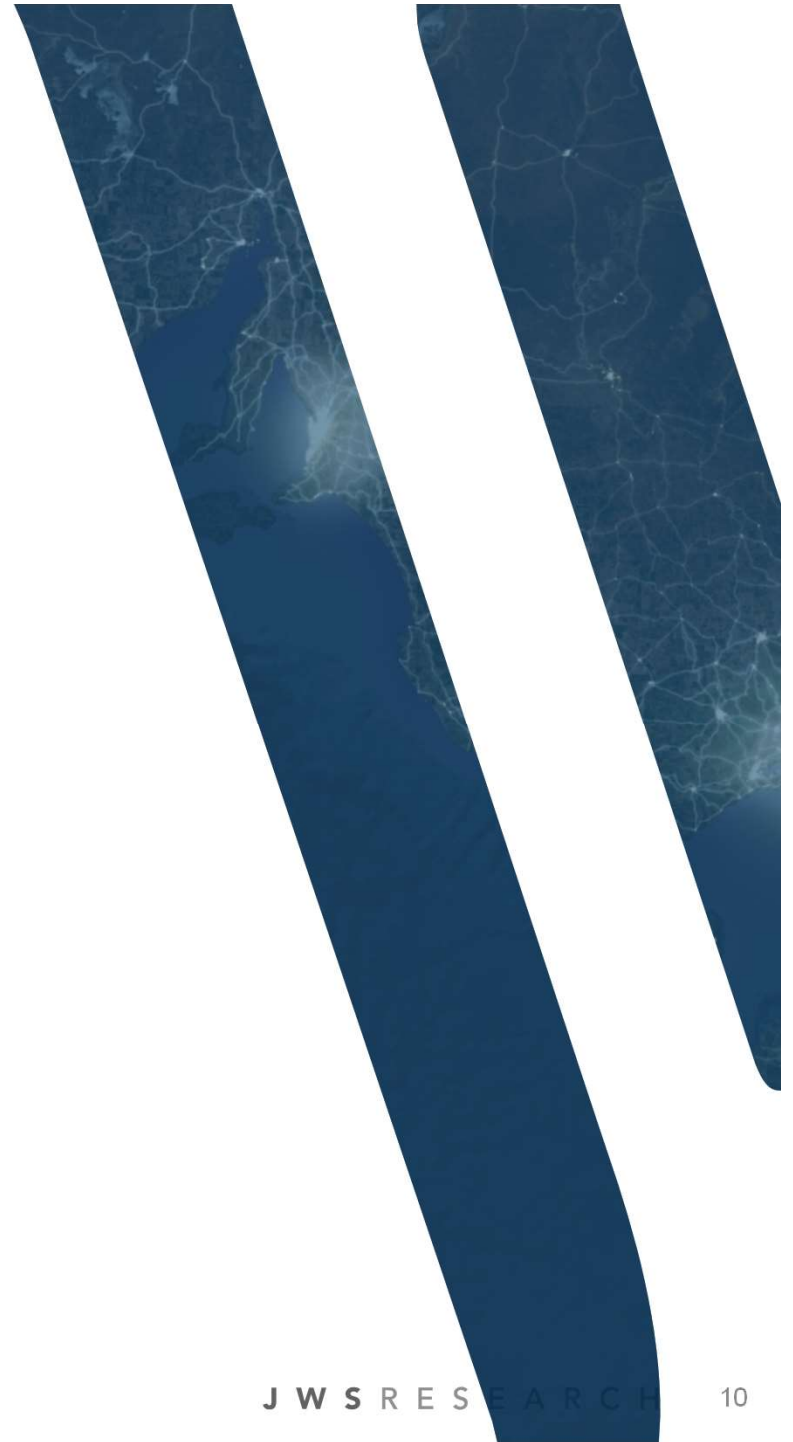
Comparison to state and area grouping

Sealed local roads is the area where Council performs significantly higher than the Large Rural group average, noting that ratings are significantly lower than the State-wide average. Council has however consolidated significant gains on sealed local roads seen in 2019. On two service areas, consultation and engagement and lobbying, Council is rated in line with both the Large Rural group and State-wide averages.

Maintain gains achieved to date

Council should look to maintain and build upon its improved performance on lobbying, sealed local roads and community decisions. Performance ratings on community decisions and sealed local roads are now experiencing multi-year upwards trends, while Council was able to buckle the downward trend in ratings on lobbying seen since 2015.

DETAILED FINDINGS



Overall performance





Overall performance

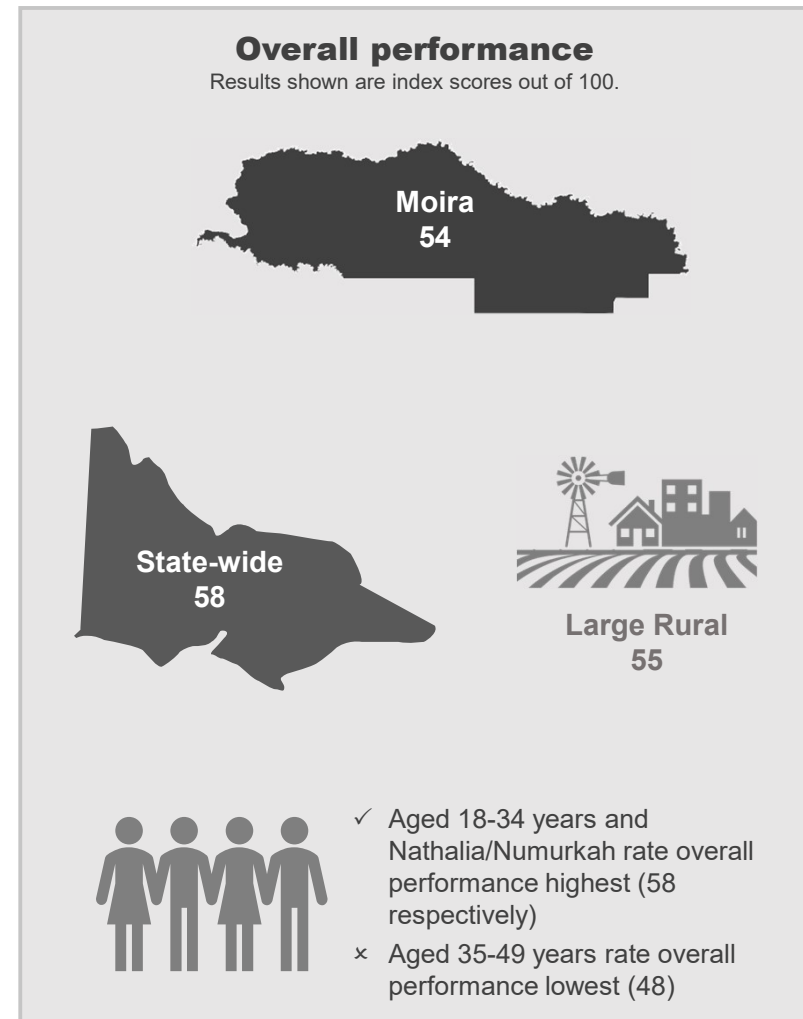
The overall performance index score of 54 for Moira Shire Council represents a two point improvement on the 2019 result.

- Overall performance ratings have been building steadily since 2018 and are now trending back towards previous highs seen between 2012 to 2016.

Moira Shire Council's overall performance is rated in line with the average rating for councils in the Large Rural group and statistically significantly lower (at the 95% confidence interval) than the State-wide council average (index scores of 55 and 58 respectively).

- Most demographic and geographic cohorts either improved slightly or remained consistent in their perceptions of overall performance in the past year. The exception is residents aged 65+ years, where performance ratings increased significantly (up six points from 2019 to 56 currently).
- There are no significant differences across the demographic and geographic cohorts in the overall performance index score compared to the 2020 Council average.

Almost twice as many residents rate Moira Shire Council's overall performance as 'very good' or 'good' (36%) as those who rate it as 'very poor' or 'poor' (19%). A further 43% sit mid-scale, rating Council's overall performance as 'average'.





Overall performance

2020 overall performance (index scores)

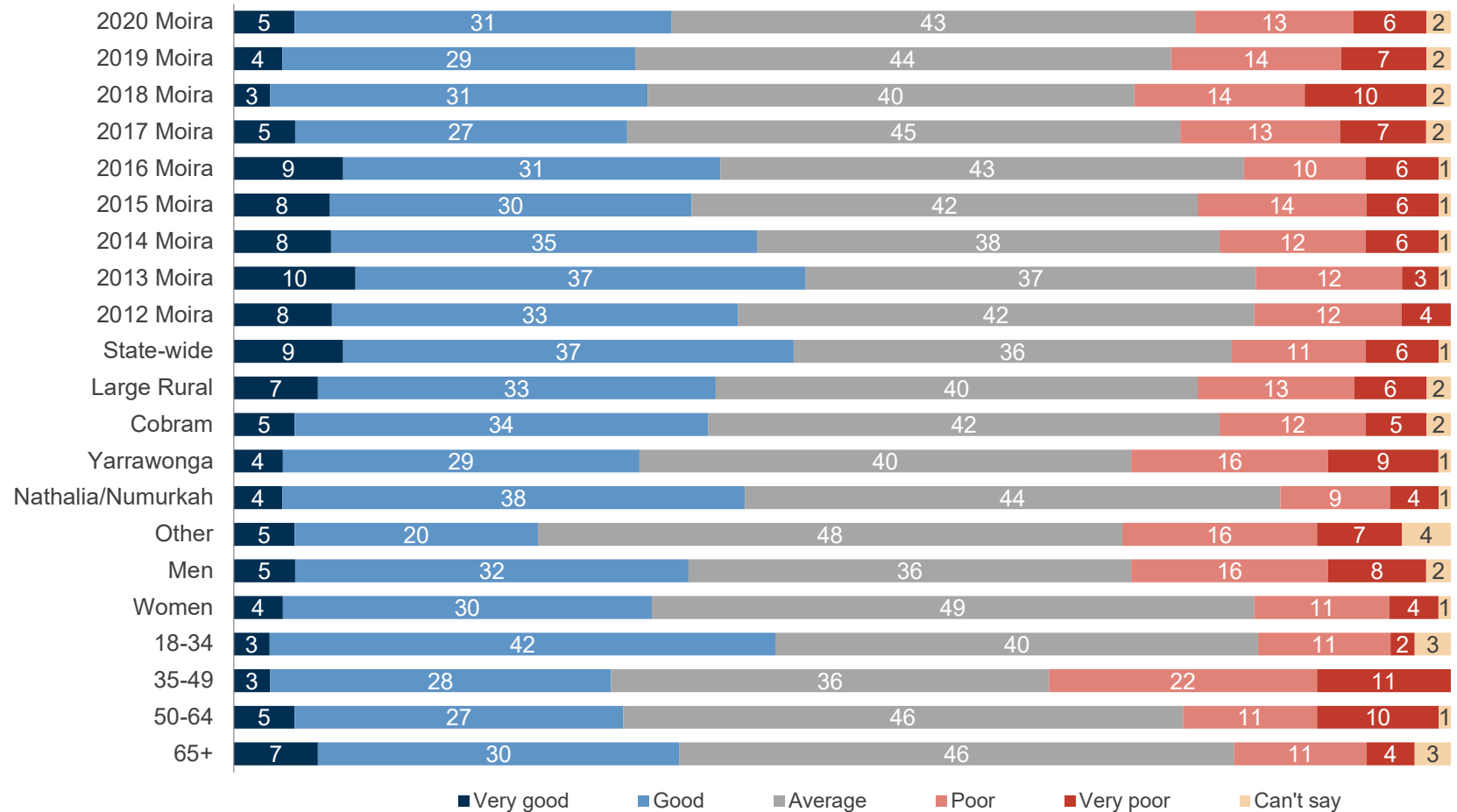
		2019	2018	2017	2016	2015	2014	2013	2012
18-34	58	58	56	58	58	62	56	61	61
State-wide	58▲	60	59	59	59	60	61	60	60
Nathalia/Numurkah	58	57	54	53	60	61	64	64	59
65+	56	50	52	54	58	56	60	60	61
Cobram	56	55	53	56	57	56	59	62	62
Large Rural	55	56	56	54	54	56	n/a	n/a	n/a
Women	55	54	52	52	57	56	59	61	59
Moira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

Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Moira Shire Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?
 Base: All respondents. Councils asked state-wide: 62 Councils asked group: 17
 Note: Please see Appendix A for explanation of significant differences.



Overall performance

2020 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: 62 Councils asked group: 17



Best performing service areas

Consultation and engagement (index score of 53) is the area where Council performed best in 2020, consistent with 2019 results.

- Residents aged 18 to 34 years declined significantly in their rating of Council in this area in the past year.

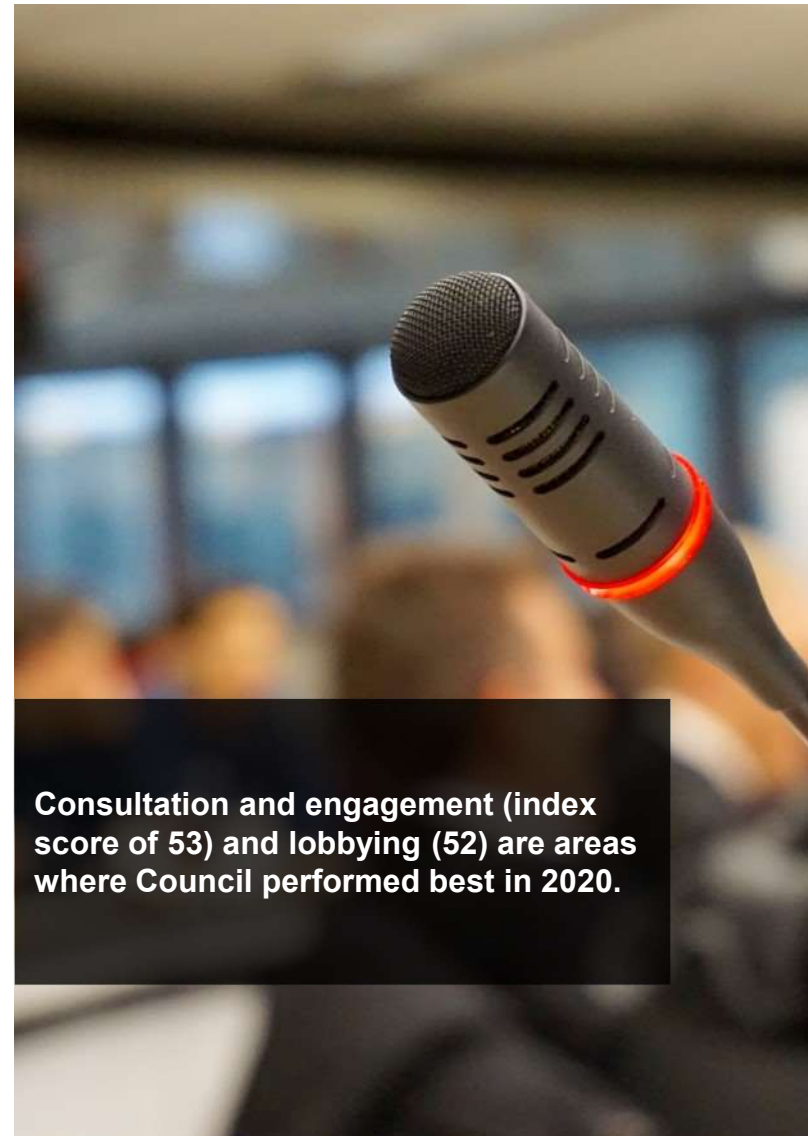
Lobbying is another of Council's highest rated service areas (index score of 52), improving significantly by four index points from 2019. Ratings in this area had been declining steadily since 2014 to a low of 48 last year, but Council has reversed this trend in 2020.

- The most notable gains were made among residents aged 65+ years (index score of 55, improving significantly by seven points) and women (55, improving significantly by six points).

Council performs in line with the State-wide and Large Rural group average for both consultation and engagement, and lobbying.

Sealed local roads is another area where Council performs well (index score of 51, up two points).

- Ratings are highest among Cobram residents (index score of 56) and lowest among residents in Other areas (42, significantly lower than average).
- Council performs significantly higher than the Large Rural group average for sealed local roads, but significantly lower than the State-wide average.



Consultation and engagement (index score of 53) and lobbying (52) are areas where Council performed best in 2020.



Lower performing service areas



Council did not experience any declines in performance ratings in 2020.

Council rates lower – relative to its performance in other areas – in the area of community decisions (index score of 50).

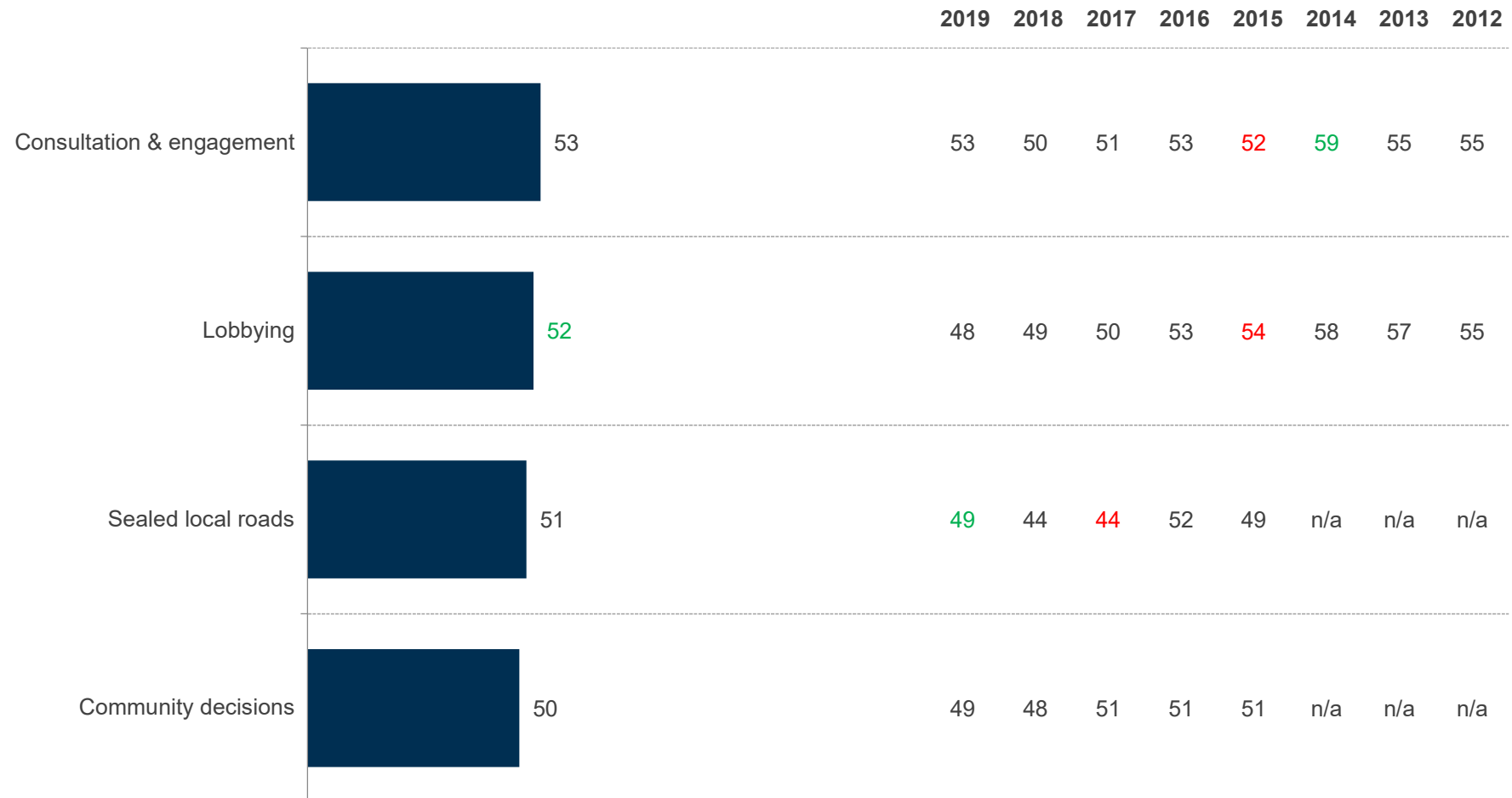
- Performance on community decisions improved by one point in the last year, continuing the trend seen in 2019 where ratings also improved by one point. Ratings continue to recover incrementally following a three point decline in 2018.
- Notable gains were made among women this year, who improved significantly in their rating of Council in this area to an all time high (index score of 53, up five points).
- Ratings in this area are highest among Nathalia/Numurkah residents (index score of 54) and lowest among residents in Other areas (46).

Council performs in line with the Large Rural group average for community decisions but significantly lower than the State-wide average (index scores of 52 and 53 respectively).



Individual service area performance

2020 individual service area performance (index scores)



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

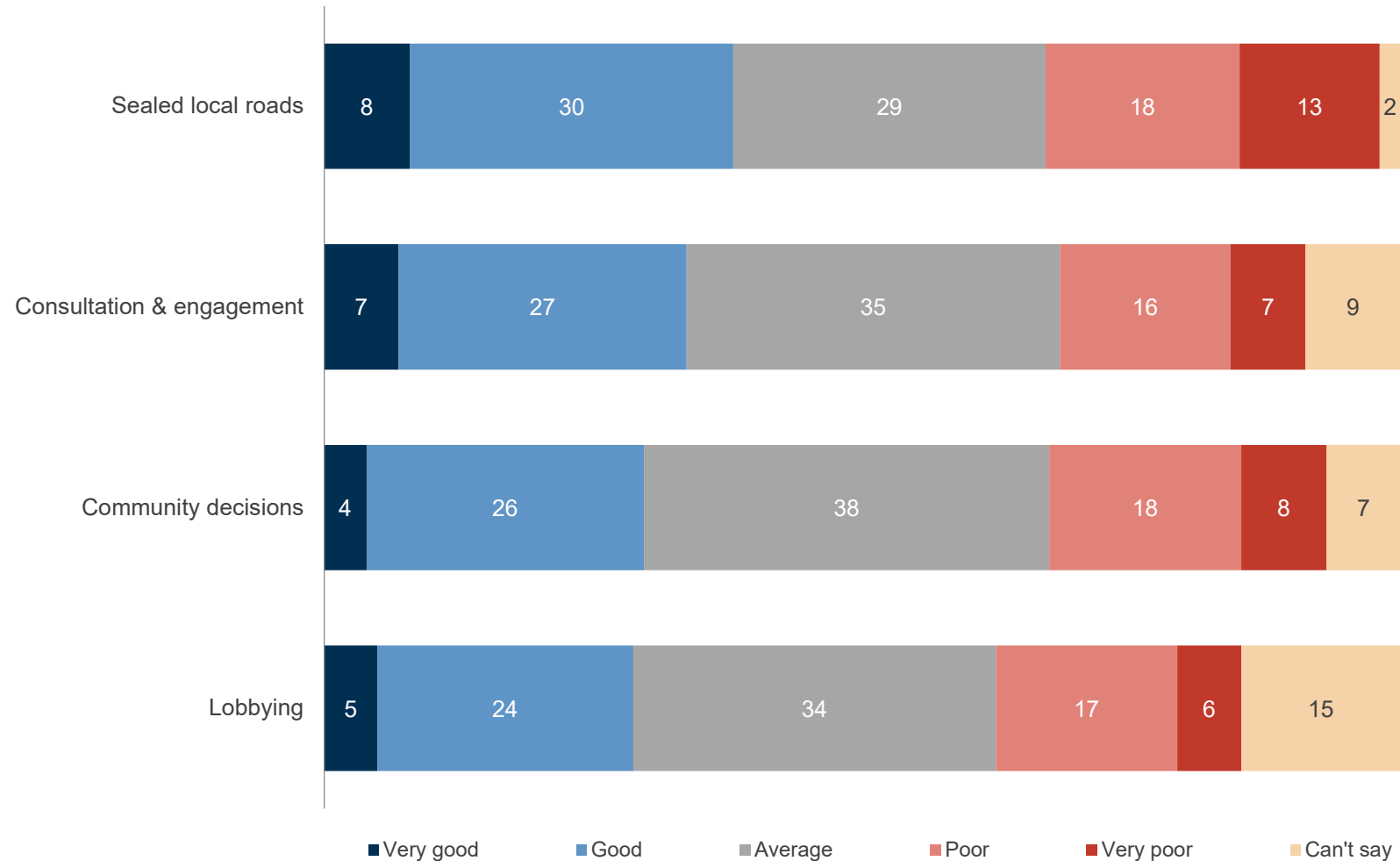
Base: All respondents. Councils asked state-wide: 62 Councils asked group: 17

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



Individual service area performance

2020 individual service area performance (%)



Customer service





Contact with council and customer service

Contact with council

Over half of Council residents (53%) have had contact with Council in the last 12 months. Rate of contact is the same as last year.

- Rate of contact is significantly higher than average among residents aged 35 to 49 years (70%) and significantly lower among residents aged 18 to 34 years (38%).



Among those who have had contact with Council, 55% provide a positive customer service rating of 'very good' or 'good', including 23% of residents who rate Council's customer service as 'very good'.

Customer service

Council's customer service index of 62 is up two points from 2019. Customer service ratings had been trending downward between 2015 and 2018. Council was able to halt that decline in 2019 and has now improved customer ratings for the first time since 2015.

- While improvements are welcomed, customer service in 2020 is still rated significantly lower than the State-wide and Large Rural group averages (index scores of 70 and 68 respectively).

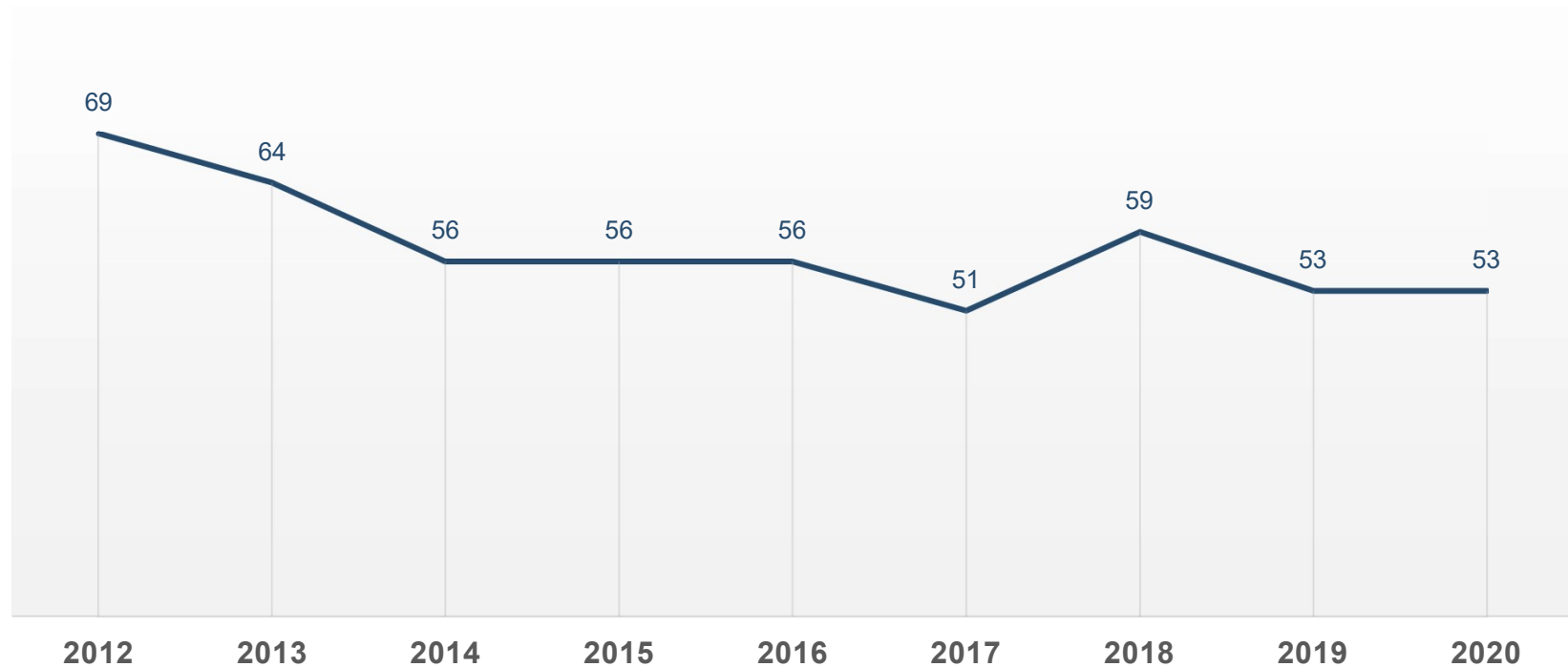
Among residents who have had contact with Council, more than half (55%) provide a positive customer service rating of 'very good' or 'good'.

- Notably, perceptions of customer service are significantly below average among residents aged 35 to 49 years. This cohort have the highest rate of contact with Council and therefore is a group that warrant attention.
- Perceptions of customer service are more positive among Cobram (index score of 69, highest among all cohorts) and Nathalia/Numurkah residents (65), than they are among residents in Other areas (57) and Yarrawonga (56).



Contact with council

2020 contact with council (%)
Have had contact



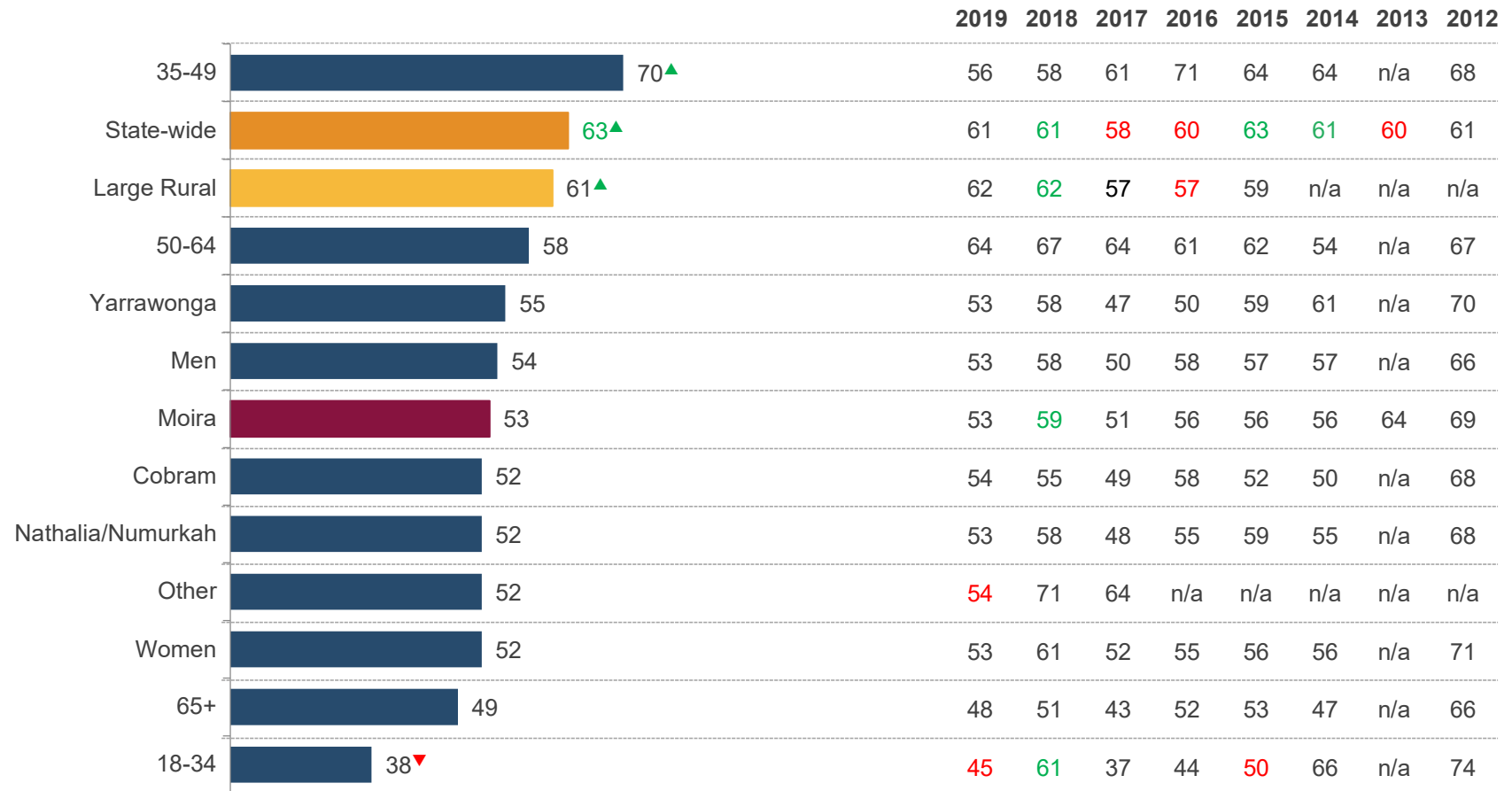
Q5. Over the last 12 months, have you or any member of your household had any contact with Moira Shire Council? This may have been in person, in writing, by telephone conversation, by text message, by email or via their website or social media such as Facebook or Twitter?

Base: All respondents. Councils asked state-wide: 36 Councils asked group: 10



Contact with council

2020 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: 36 Councils asked group: 10

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

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



Customer service rating

2020 customer service rating (index scores)

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

Q5c. Thinking of the most recent contact, how would you rate Moira Shire Council for customer service? Please keep in mind we do not mean the actual outcome but rather the actual service that was received.

Base: All respondents who have had contact with Council in the last 12 months.

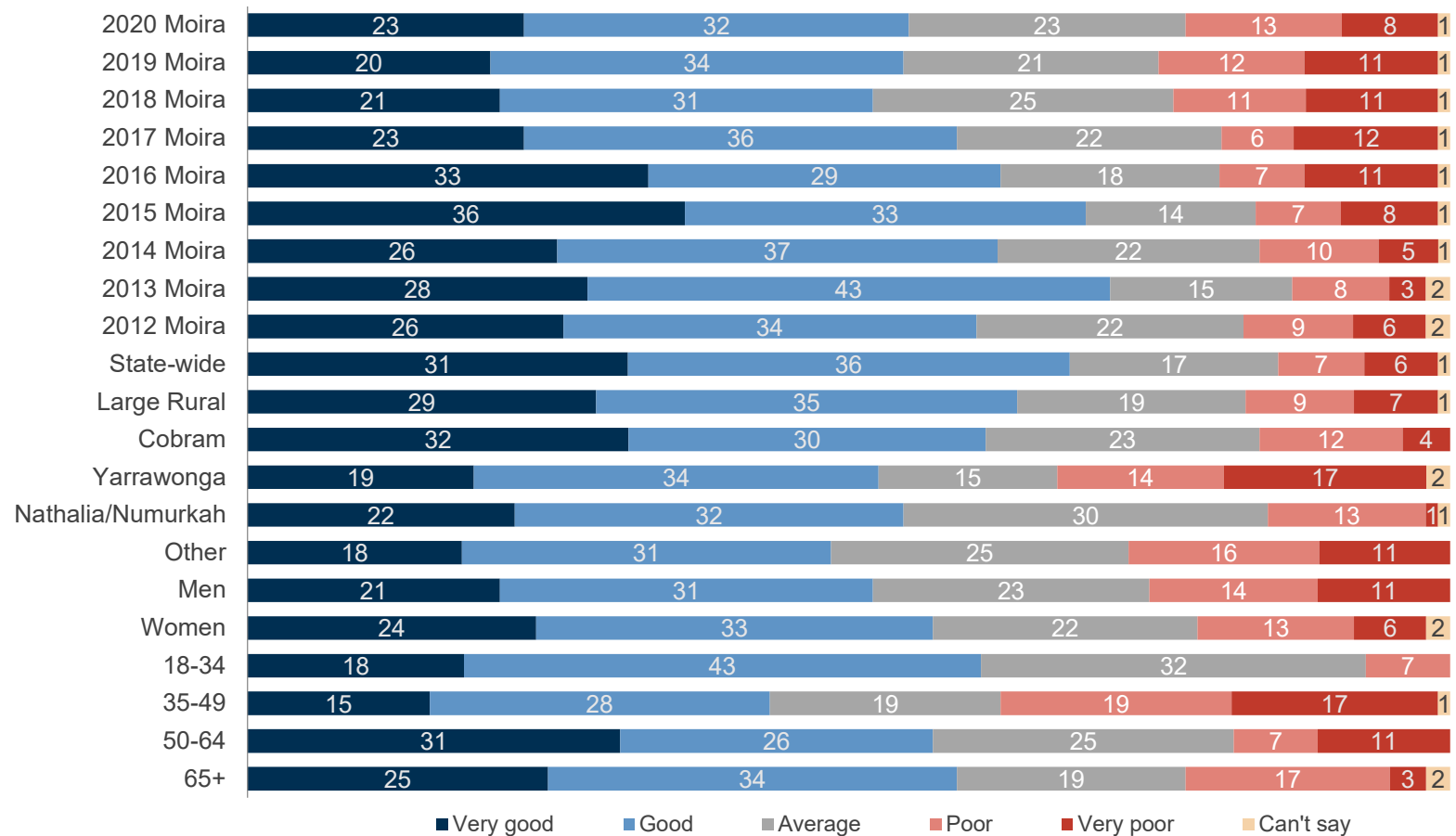
Councils asked state-wide: 62 Councils asked group: 17

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



Customer service rating

2020 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: 62 Councils asked group: 17



Council direction



Council direction

Perceptions of Council's overall direction is similar to that seen in 2019. Over the last 12 months, 67% of people believe the direction of Council's overall performance has stayed the same, up six percentage points on 2019.

- 13% believe the direction has improved in the last 12 months, down one point on 2019.
- 16% believe it has deteriorated, down three points on 2019.
- The most satisfied with council direction are Cobram residents (index rating for overall council direction among this group is significantly higher than average).
- The least satisfied with council direction are residents in Other areas.





Overall council direction last 12 months

2020 overall direction (index scores)

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

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

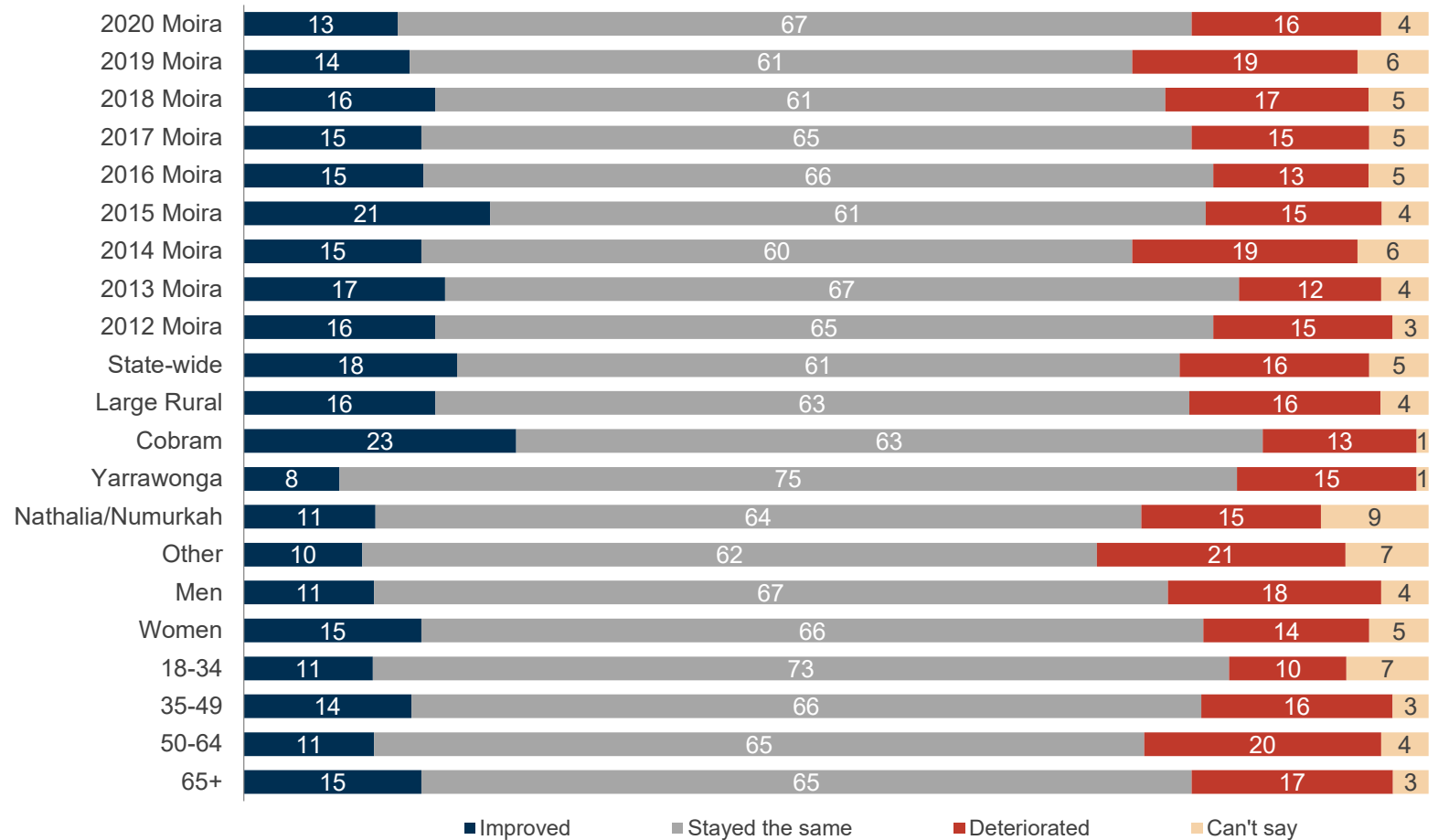
Base: All respondents. Councils asked state-wide: 62 Councils asked group: 17

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



Overall council direction last 12 months

2020 overall council direction (%)



Q6. Over the last 12 months, what is your view of the direction of Moira Shire Council's overall performance?
 Base: All respondents. Councils asked state-wide: 62 Councils asked group: 17



Individual service areas



Community consultation and engagement performance



2020 consultation and engagement performance (index scores)

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

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

Base: All respondents. Councils asked state-wide: 62 Councils asked group: 17

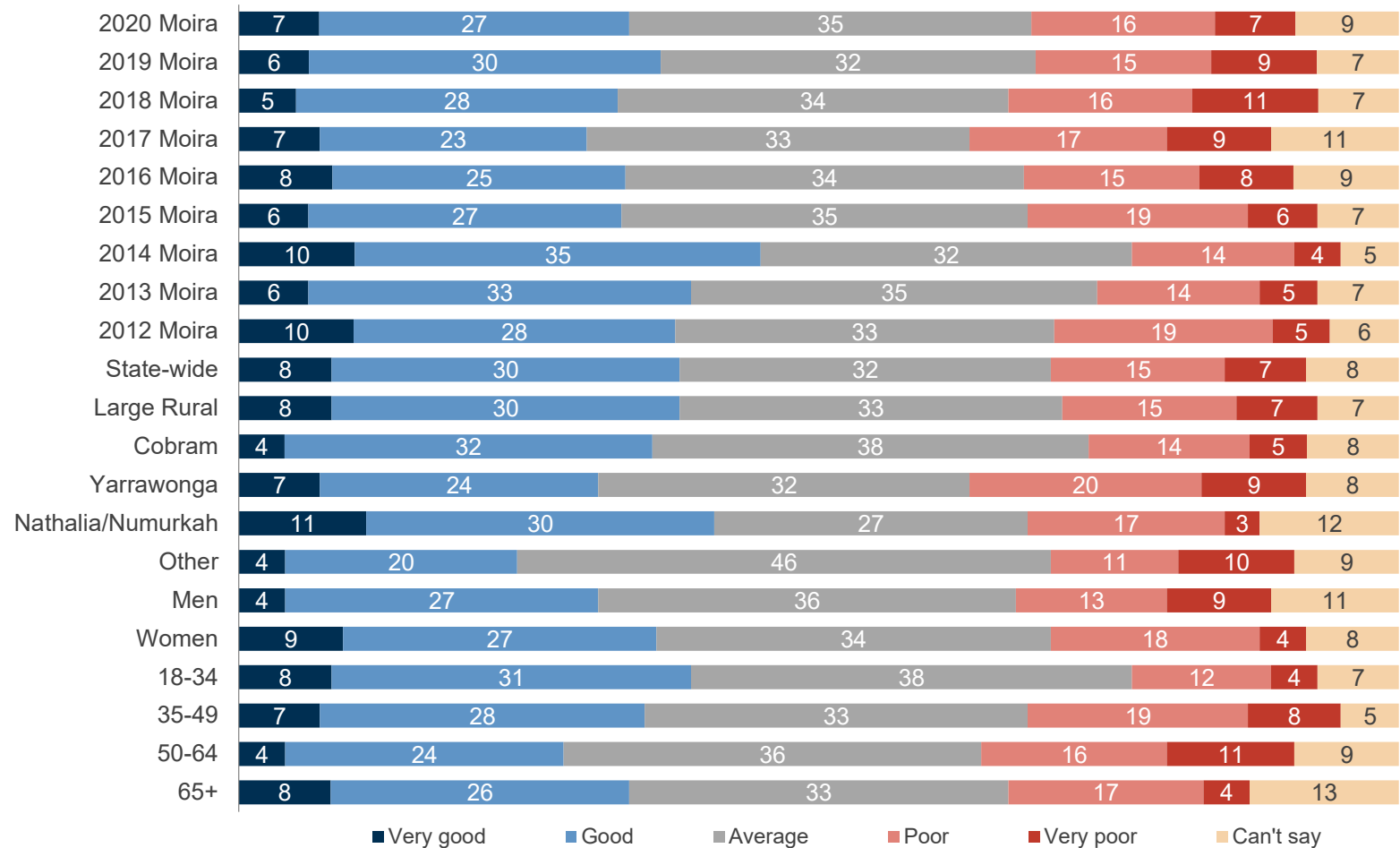
Note: Please see Appendix A for explanation of significant differences.



Community consultation and engagement performance



2020 consultation and engagement performance (%)



Q2. How has Council performed on 'Community consultation and engagement' over the last 12 months?
Base: All respondents. Councils asked state-wide: 62 Councils asked group: 17



Lobbying on behalf of the community performance



2020 lobbying performance (index scores)

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

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

Base: All respondents. Councils asked state-wide: 62 Councils asked group: 17

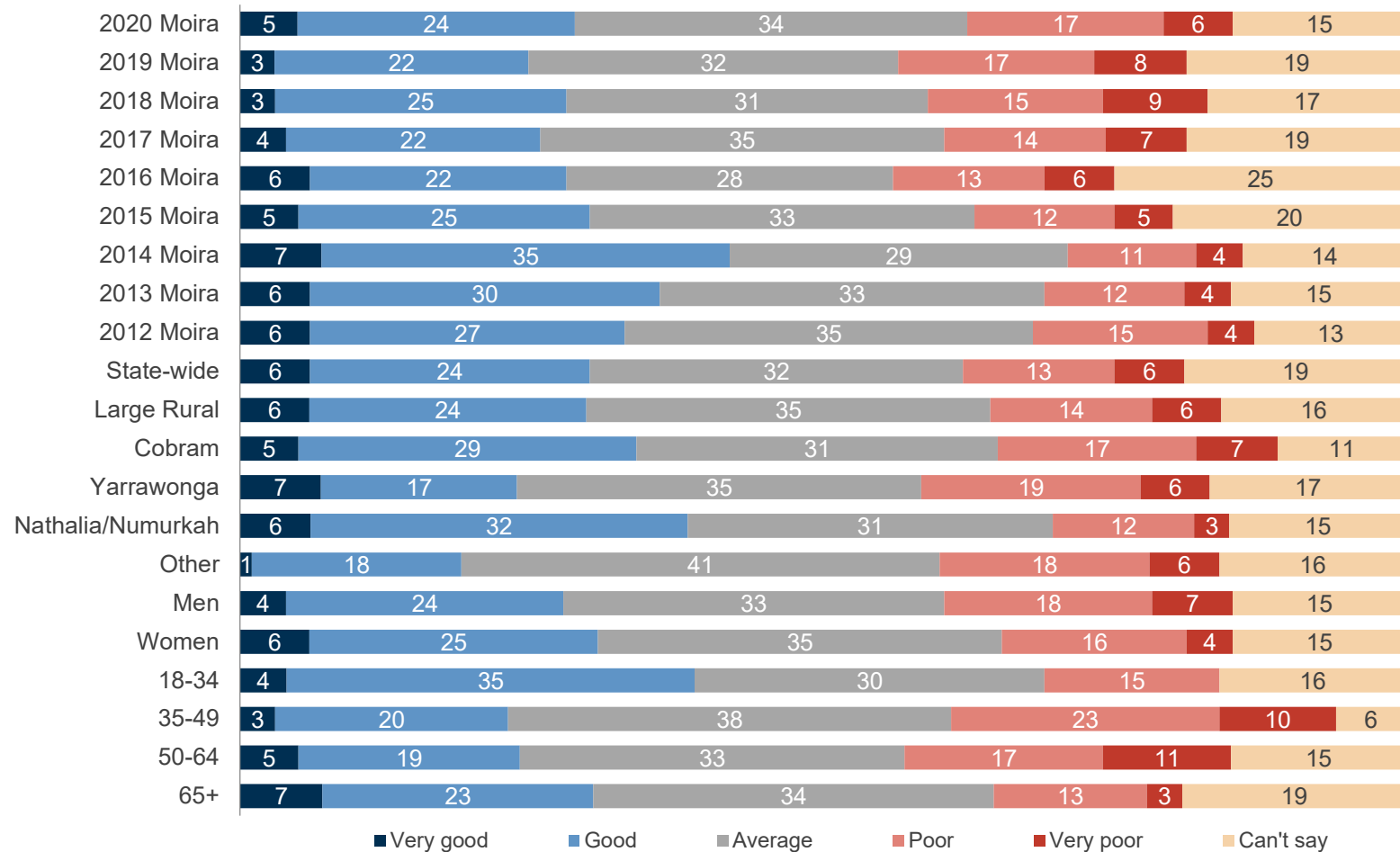
Note: Please see Appendix A for explanation of significant differences.



Lobbying on behalf of the community performance



2020 lobbying performance (%)



Q2. How has Council performed on 'Lobbying on behalf of the community' over the last 12 months?
Base: All respondents. Councils asked state-wide: 62 Councils asked group: 17

Decisions made in the interest of the community performance



2020 community decisions made performance (index scores)

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

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

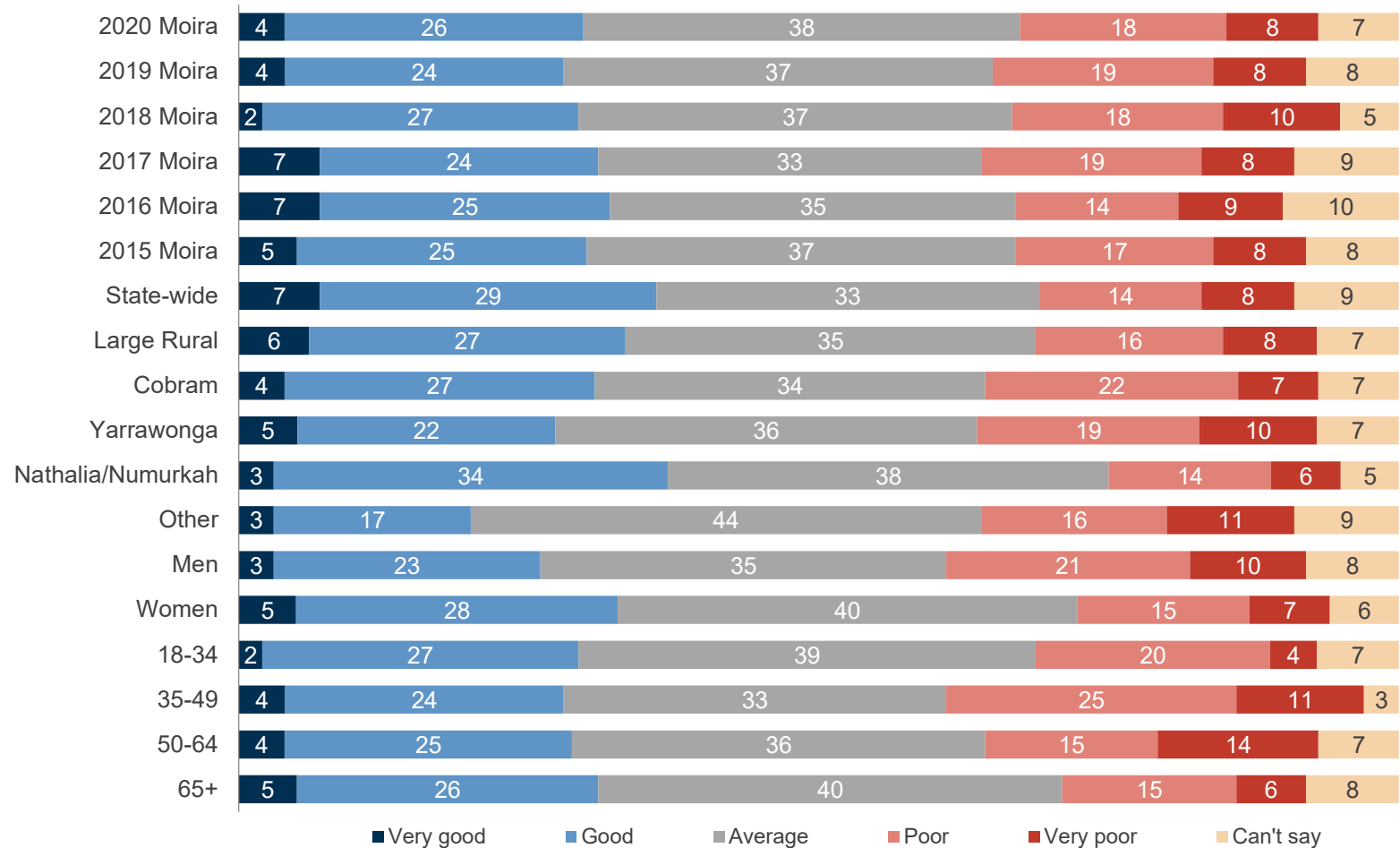
Base: All respondents. Councils asked state-wide: 62 Councils asked group: 17

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

Decisions made in the interest of the community performance



2020 community decisions made performance (%)



Q2. How has Council performed on 'Decisions made in the interest of the community' over the last 12 months?
Base: All respondents. Councils asked state-wide: 62 Councils asked group: 17

The condition of sealed local roads in your area performance



2020 sealed local roads performance (index scores)

		2019	2018	2017	2016	2015	2014	2013	2012
Cobram	56	51	49	48	57	52	n/a	n/a	n/a
65+	54	49	45	49	55	56	n/a	n/a	n/a
State-wide	54▲	56	53	53	54	55	55	n/a	n/a
Yarrawonga	52	50	45	45	52	48	n/a	n/a	n/a
Men	51	48	45	46	53	52	n/a	n/a	n/a
Moira	51	49	44	44	52	49	n/a	n/a	n/a
18-34	50	54	51	43	54	44	n/a	n/a	n/a
Nathalia/Numurkah	50	49	42	43	54	51	n/a	n/a	n/a
Women	50	50	43	43	52	47	n/a	n/a	n/a
35-49	48	46	43	41	54	46	n/a	n/a	n/a
50-64	47	48	40	41	45	47	n/a	n/a	n/a
Large Rural	47▼	47	45	43	44	45	n/a	n/a	n/a
Other	42▼	45	40	41	n/a	n/a	n/a	n/a	n/a

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

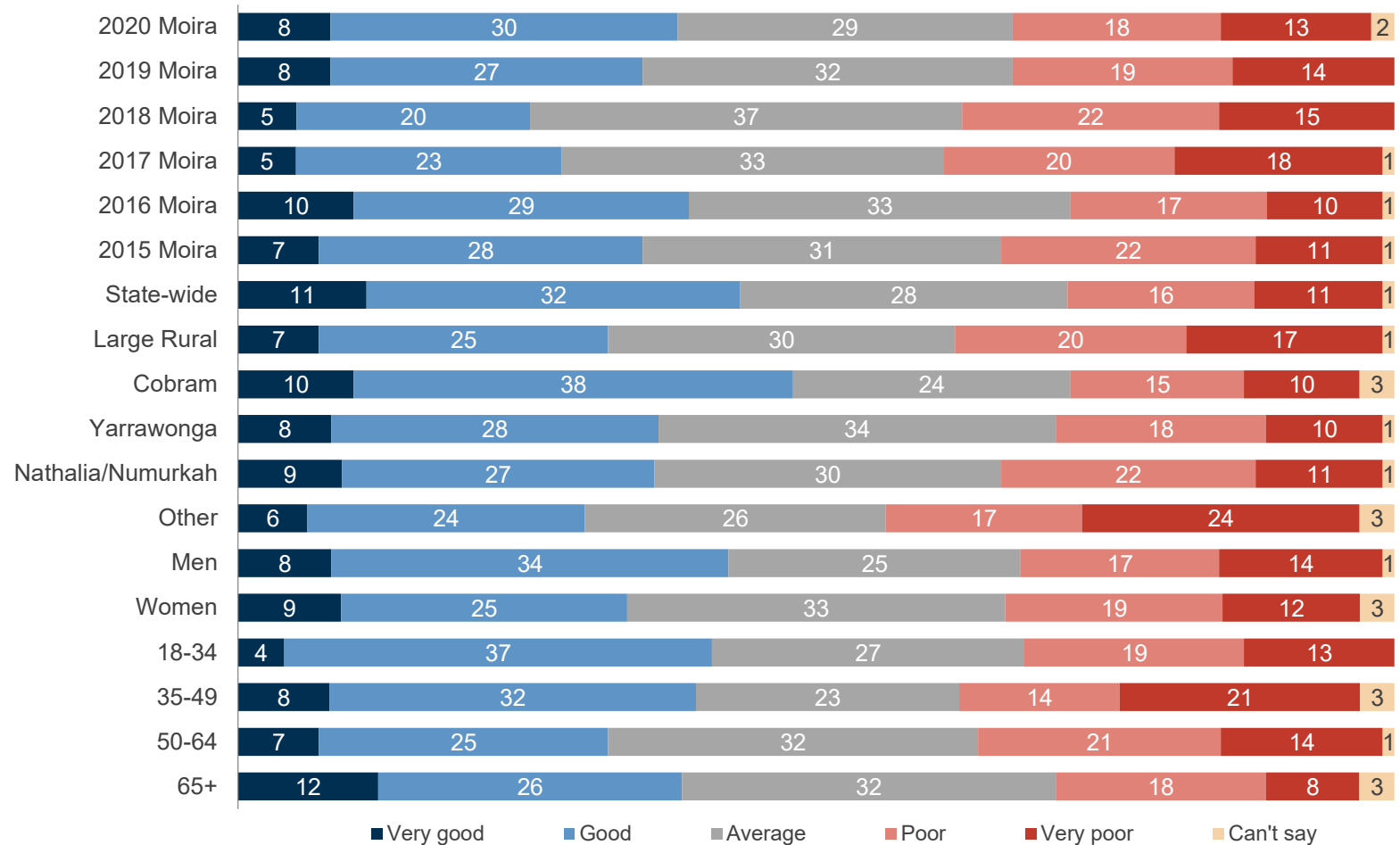
Base: All respondents. Councils asked state-wide: 62 Councils asked group: 17

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

The condition of sealed local roads in your area performance



2020 sealed local roads performance (%)



Q2. How has Council performed on 'The condition of sealed local roads in your area' over the last 12 months?
Base: All respondents. Councils asked state-wide: 62 Councils asked group: 17



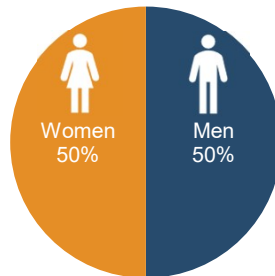
Detailed demographics



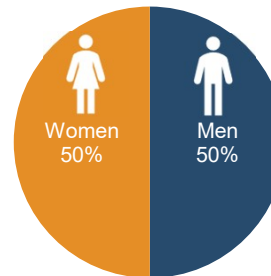
Gender and age profile

2020 gender

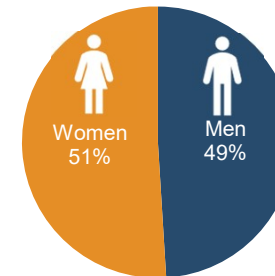
Moira



Large Rural

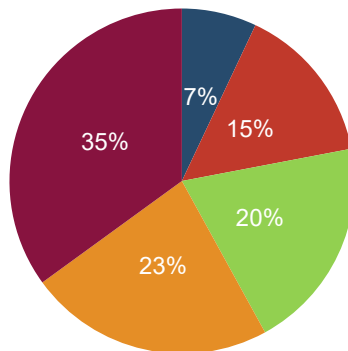


State-wide

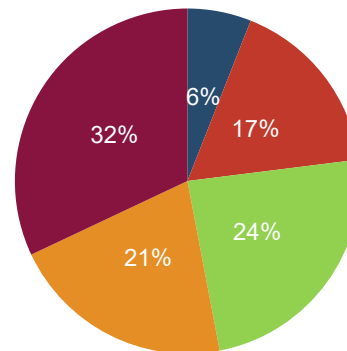


2020 age

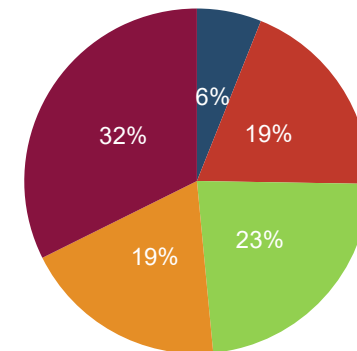
Moira



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: 62 Councils asked group: 17

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 2020 State-wide Local Government Community Satisfaction Survey for Moira Shire Council was n=500. Unless otherwise noted, this is the total sample base for all reported charts and tables.

The maximum margin of error on a sample of approximately n=500 interviews is +/-4.3% at the 95% confidence level for results around 50%. Margins of error will be larger for any sub-samples. As an example, a result of 50% can be read confidently as falling midway in the range 45.7% - 54.3%.

Maximum margins of error are listed in the table below, based on a population of 23,400 people aged 18 years or over for Moira Shire Council, according to ABS estimates.

Demographic	Actual survey sample size	Weighted base	Maximum margin of error at 95% confidence interval
Moira Shire Council	500	400	+/-4.3
Men	216	199	+/-6.7
Women	284	201	+/-5.8
Cobram	127	104	+/-8.7
Yarrawonga	142	113	+/-8.2
Nathalia/Numurkah	139	106	+/-8.3
Other	92	76	+/-10.3
18-34 years	46	87	+/-14.6
35-49 years	87	80	+/-10.5
50-64 years	144	92	+/-8.2
65+ years	223	141	+/-6.5



Appendix A: Significant difference reporting notation

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

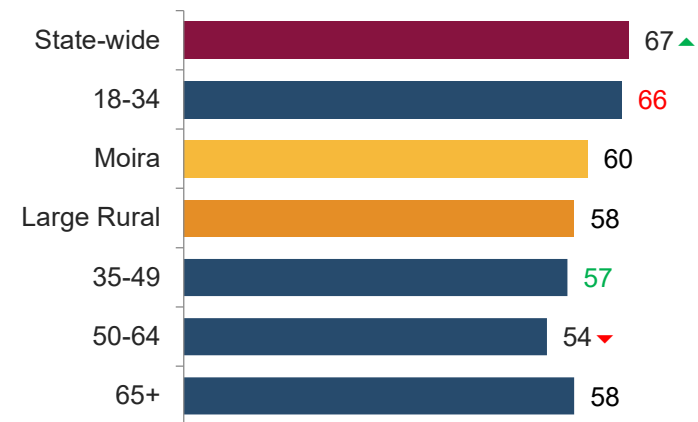
Significance when noted indicates a significantly higher or lower result for the analysis group in comparison to the 'Total' result for the council for that survey question for that year. Therefore in the example below:

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

Further, results shown in green and red indicate significantly higher or lower results than in 2019. 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 2019.
- The result among 18-34 year olds in the council is **significantly lower** than the result achieved among this group in 2019.

**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 2020 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 2020 results are compared with previous years, as detailed below:

- 2020, n=500 completed interviews, conducted in the period of 30th January – 22nd March.
- 2019, n=500 completed interviews, conducted in the period of 1st February – 30th March.
- 2018, n=500 completed interviews, conducted in the period of 1st February – 30th March.
- 2017, n=500 completed interviews, conducted in the period of 1st February – 30th March.
- 2016, n=500 completed interviews, conducted in the period of 1st February – 30th March.
- 2015, n=500 completed interviews, conducted in the period of 1st February – 30th March.
- 2014, n=400 completed interviews, conducted in the period of 31st January – 11th March.
- 2013, n=400 completed interviews, conducted in the period of 1st February – 24th March.
- 2012, n=400 completed interviews, conducted in the period of 18th May – 30th June.

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

Any variation of +/-1% between individual results and net scores in this report or the detailed survey tabulations is due to rounding. In reporting, '—' denotes not mentioned and '0%' denotes mentioned by less than 1% of respondents. 'Net' scores refer to two or more response categories being combined into one category for simplicity of reporting.

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

Survey sample matched to the demographic profile of Moira Shire Council as determined by the most recent ABS population estimates was purchased from an accredited supplier of publicly available phone records, including up to 60% mobile phone numbers to cater to the diversity of residents within Moira Shire Council, particularly younger people.

A total of n=500 completed interviews were achieved in Moira Shire Council. Survey fieldwork was conducted in the period of 30th January – 22nd March, 2020.



Appendix B: Analysis and reporting

All participating councils are listed in the State-wide report published on the DELWP website. In 2020, 62 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 2012-2020 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 and Small Rural.

Councils participating in the Large Rural group are:

- Bass Coast, Baw Baw, Campaspe, Colac Otway, Corangamite, Glenelg, Golden Plains, Macedon Ranges, Mitchell, Moira, Moorabool, Mount Alexander, Moyne, Southern Grampians, Surf Coast, Swan Hill and Wellington.

Wherever appropriate, results for Moira Shire Council for this 2020 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 2012-2020 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 2020 State-wide Local Government Community Satisfaction Survey was designated as 'Core' and therefore compulsory inclusions for all participating Councils.

These core questions comprised:

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

Reporting of results for these core questions can always be compared against other participating councils in the council group and against all participating councils state-wide. Alternatively, some questions in the 2020 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 2020 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:

<http://www.delwp.vic.gov.au/local-government/strengthening-councils/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: 2020 Victorian Local Government Community Satisfaction Survey.

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

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

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

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

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

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

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

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

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

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

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

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John Scales
Founder
jcales@jwsresearch.com

Mark Zuker
Managing Director
mzucker@jwsresearch.com

Katrina Cox
Director of Client Services
kcox@jwsresearch.com

