



**LOCAL GOVERNMENT COMMUNITY SATISFACTION SURVEY  
MOIRA SHIRE COUNCIL**

**2017 RESEARCH REPORT**

**COORDINATED BY THE DEPARTMENT OF ENVIRONMENT, LAND, WATER AND  
PLANNING ON BEHALF OF VICTORIAN COUNCILS**

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# BACKGROUND AND OBJECTIVES

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Welcome to the report of results and recommendations for the 2017 State-wide Local Government Community Satisfaction Survey for Moira Shire Council.

Each year Local Government Victoria (LGV) coordinates and auspices this State-wide Local Government Community Satisfaction Survey throughout Victorian local government areas. This coordinated approach allows for far more cost effective surveying than would be possible if councils commissioned surveys individually.

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.

The main objectives of the survey are to assess the performance of Moira Shire Council across a range of measures and to seek insight into ways to provide improved or more effective service delivery. The survey also provides councils with a means to fulfil some of their statutory reporting requirements as well as acting as a feedback mechanism to LGV.

# SURVEY METHODOLOGY AND SAMPLING

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 10% mobile phone numbers to cater to the diversity of residents within Moira Shire Council, particularly younger people.

A total of n=500 completed interviews were achieved in Moira Shire Council. Survey fieldwork was conducted in the period of 1st February – 30th March, 2017.

The 2017 results are compared with previous years, as detailed below:

- 2016, n=500 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2015, n=500 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2014, n=400 completed interviews, conducted in the period of 31<sup>st</sup> January – 11<sup>th</sup> March.
- 2013, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 24<sup>th</sup> March.
- 2012, n=400 completed interviews, conducted in the period of 18<sup>th</sup> May – 30<sup>th</sup> June.

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

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

# SURVEY METHODOLOGY AND SAMPLING

Within tables and index score charts throughout this report, statistically significant differences at the 95% confidence level are represented by upward directing blue 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 blue and red indicate significantly higher or lower results than in 2016. 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 2016.
- The result among 18-34 year olds in the council is significantly lower than the result achieved among this group in 2016.

**Overall Performance – Index Scores (example extract only)**



# FURTHER INFORMATION

Further information about the report and explanations about the State-wide Local Government Community Satisfaction Survey can be found in [Appendix B](#), including:

- [Background and objectives](#)
- [Margins of error](#)
- [Analysis and reporting](#)
- [Glossary of terms](#)

## Contacts

For further queries about the conduct and reporting of the 2017 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on (03) 8685 8555.



# KEY FINDINGS & RECOMMENDATIONS



## OVERALL COUNCIL PERFORMANCE

Results shown are index scores out of 100.

# OVERALL PERFORMANCE

Moira Shire Council's **overall performance rating** *declined significantly* in the past year; the **overall performance index score of 53** for Moira Shire Council represents a four point **decline** on the 2016 result. In all, Council's overall performance rating has declined by 7 index points since 2013.

- Moira Shire Council's overall performance is rated statistically **significantly lower** (at the 95% confidence interval) **than the average rating for councils State-wide** (index score of 59); however it is in line with the group average for Large Rural councils (index score of 54).
- **Adults aged 35 to 49 years, Yarrawonga residents, women, and Nathalia/Numurkah residents are significantly less favourable** in their view of Council's overall performance than they were just one year ago.

More residents rate Moira Shire Council's overall performance as 'very poor' (7%) than 'very good' (5%). More than 1 in 4 residents (27%) rate Council's overall performance as 'good', while a further 45% sit mid-scale providing an 'average' rating. Another 13% rate Council's overall performance as 'poor'.

Review of the core performance measures (as shown on page 17) shows that Moira Shire Council's **performance was either stable or declined** compared to Council's own results in 2016.

- **Performance ratings on sealed local roads are significantly lower in 2017** compared to 2016 (dropping from an index score of 52 to 44 currently).
- **Council's results for the core performance measures** are generally equal to the Large Rural group average ratings but **are significantly lower than State-wide average ratings** for councils.

## **Half (51%) of Moira Shire Council residents have had recent contact with Council.**

- Those aged 18 to 34 years are *significantly less likely* to have contacted Council (37%).
- The proportion of residents contacting Council has been trending down over time (from 69% in 2012).

## **Moira Shire Council's customer service index of 63 is not significantly different to the group average for Large Rural councils of 66. This is Council's strongest area of performance, and a positive result for Council.**

- Notwithstanding this, the current result represents Council's lowest rating on customer service to date, from the peak index rating of 72 in 2013.
- Almost a quarter of residents (23%) rate Council's customer service as 'very good', with a further 36% rating customer service as 'good', generally consistent overall with 2016.

Perceptions of customer service remain relatively consistent across demographic groups, meaning there is no particular cohort that Council should focus its attention on. Rather, Council should aim to improve customer service across all groups.

# AREAS IN NEED OF ATTENTION

The most **significant decline** in 2017 was an 8 point drop on the measure of **sealed local roads** (index score of 44). The condition of sealed local roads is the area that stands out as being most in need of Council attention and rates lowest of the measures tested.

- Residents are more than three times as likely to rate Council performance on sealed local roads as ‘very poor’ (18%) as ‘very good’ (5%). A further 23% rate it as ‘good’, 33% as ‘average’, and 20% as ‘poor’.
- Performance on this measure had increased in 2016 but the gains achieved at that time have not been maintained in 2017.
- Most demographic groups *declined significantly* in their perceptions of Council’s performance on this measure with the exception of residents aged 50+ years and residents of the ‘Other’ area who experienced more moderate ratings declines.

**Perceptions of community consultation and engagement has not changed significantly over the last two years** (from 52 in 2015, to 53 last year to 51 currently). **However, Council should be mindful that the current index score represents the lowest result seen for Council**, and is significantly lower than that of the peak attained in 2014 (index score of 59). This is an area for Council to monitor, and aim to shore up perceptions.

# FOCUS AREAS FOR COMING 12 MONTHS

For the coming 12 months, Moira Shire Council should pay particular attention to the areas where performance ratings are lower than what Council has previously achieved, to ensure that perceptions do not further decline. Key priorities include:

- **Customer service**
- **Sealed local roads.**

Consideration should also be given to Moira Shire Council residents aged 50 to 64 years, who appear to be most driving negative opinion in 2017.

It is noted that (relative to other services areas), Council is **performing well in the area of customer service**. However, historically, we have seen higher performance ratings for Council on this measure, and so efforts should be made to ensure this does not deteriorate further.

- It is also important not to ignore, and to learn from, what is working amongst other groups, especially residents aged 18 to 34 years and residents of Cobram and use these lessons to build performance experience and perceptions in other areas.

## FURTHER AREAS OF EXPLORATION

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An approach we recommend is to further mine the survey data to better understand the profile of these over and under-performing demographic groups. This can be achieved via additional consultation and data interrogation, self-mining the SPSS data provided, or via the dashboard portal available to the council.

**A personal briefing by senior JWS Research representatives is also available to assist in providing both explanation and interpretation of the results. Please contact JWS Research on 03 8685 8555.**

# SNAPSHOT OF KEY FINDINGS

## Higher results in 2017

(Significantly higher result than 2016)

- None applicable

## Lower results in 2017

(Significantly lower result than 2016)

- Overall performance
- Sealed local roads

## Most favourably disposed towards Council

- Aged 18-34 years
- Cobram

## Least favourably disposed towards Council

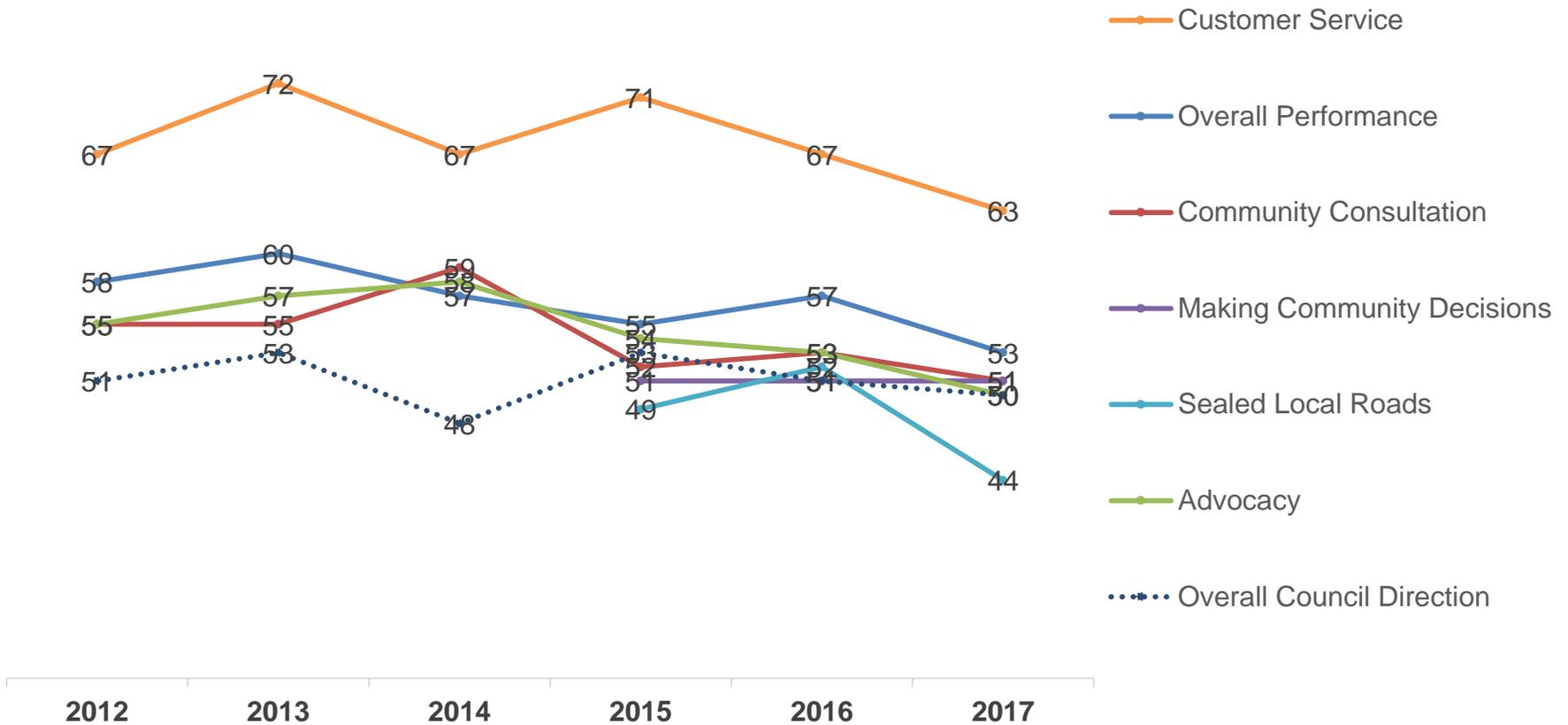
- Aged 50-64 years



# SUMMARY OF FINDINGS

# 2017 SUMMARY OF CORE MEASURES

## INDEX SCORE RESULTS



# 2017 SUMMARY OF CORE MEASURES

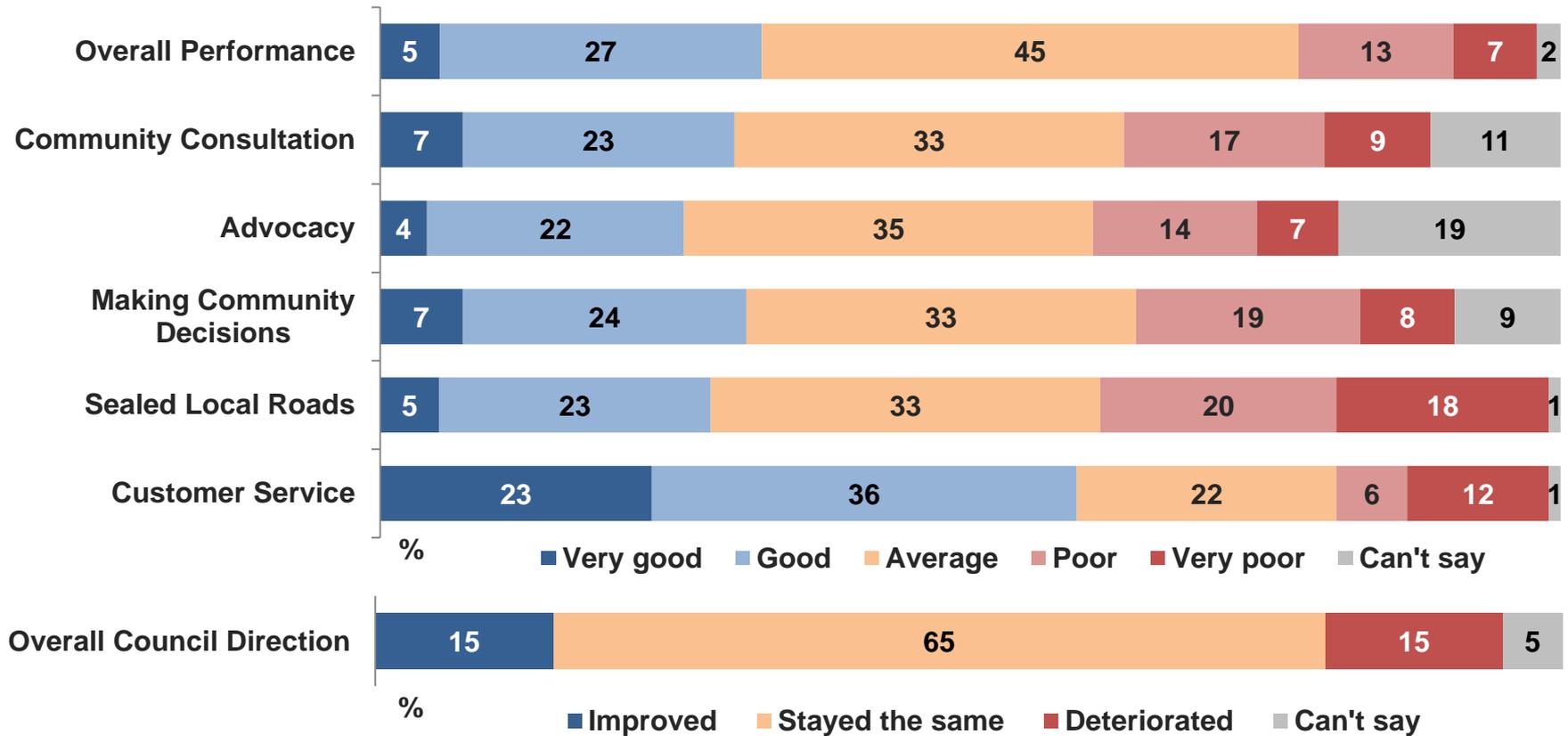
## DETAILED ANALYSIS

Performance Measures	Moira 2017	Moira 2016	Large Rural 2017	State-wide 2017	Highest score	Lowest score
<b>OVERALL PERFORMANCE</b>	<b>53</b>	57	54	59	Aged 18-34 years	Aged 35-49 years
<b>COMMUNITY CONSULTATION</b> (Community consultation and engagement)	<b>51</b>	53	52	55	Aged 18-34 years	'Other' area, Aged 50-64 years
<b>ADVOCACY</b> (Lobbying on behalf of the community)	<b>50</b>	53	51	54	'Other' area, Cobram, Aged 18-34 years	Aged 50-64 years
<b>MAKING COMMUNITY DECISIONS</b> (Decisions made in the interest of the community)	<b>51</b>	51	51	54	Aged 65+ years	Aged 50-64 years
<b>SEALED LOCAL ROADS</b> (Condition of sealed local roads)	<b>44</b>	52	43	53	Aged 65+ years	'Other' area, Aged 35-64 years
<b>CUSTOMER SERVICE</b>	<b>63</b>	67	66	69	Yarrawonga, Women, Aged 18-34 years	Nathalia/Numurkah
<b>OVERALL COUNCIL DIRECTION</b>	<b>50</b>	51	52	53	Aged 18-34 years	Aged 50-64 years

# 2017 SUMMARY OF KEY COMMUNITY SATISFACTION

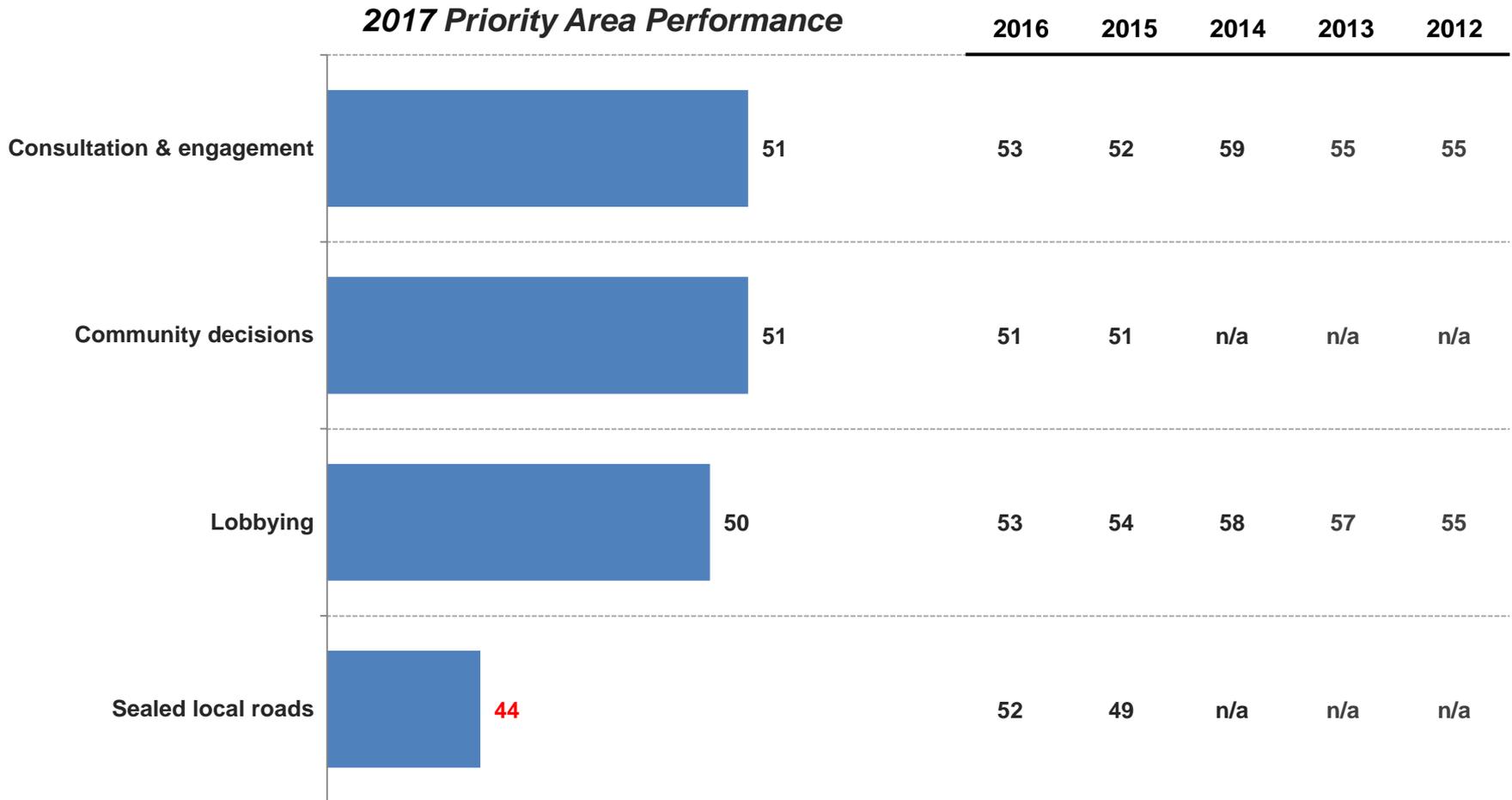
## PERCENTAGE RESULTS

### Key Measures Summary Results



# 2017 PERFORMANCE SUMMARY

## INDEX SCORES OVER TIME



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

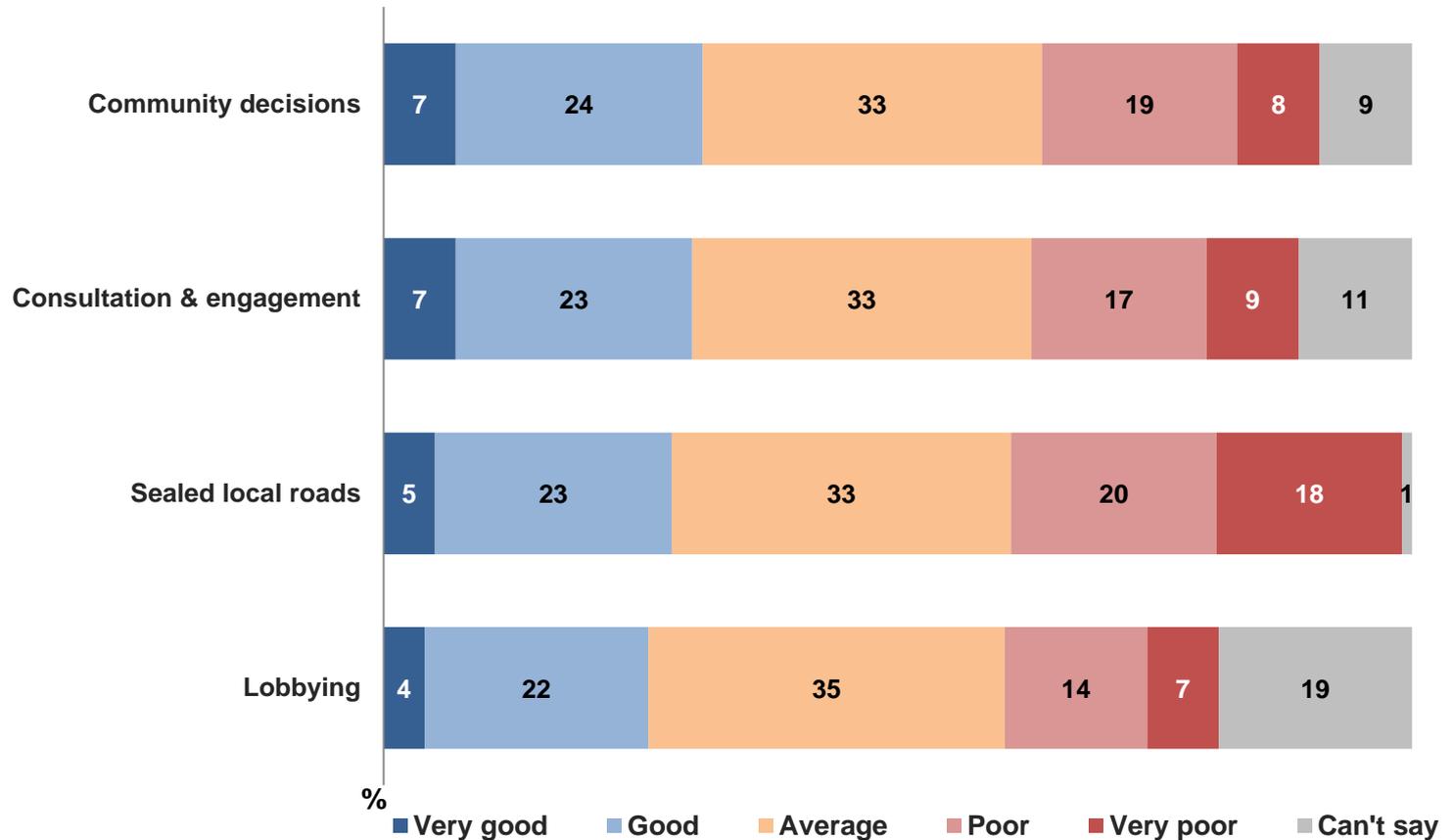
Base: All respondents. Councils asked state-wide: 68 Councils asked group: 19

Note: Please see page 5 for explanation of significant differences

# INDIVIDUAL SERVICE AREAS PERFORMANCE

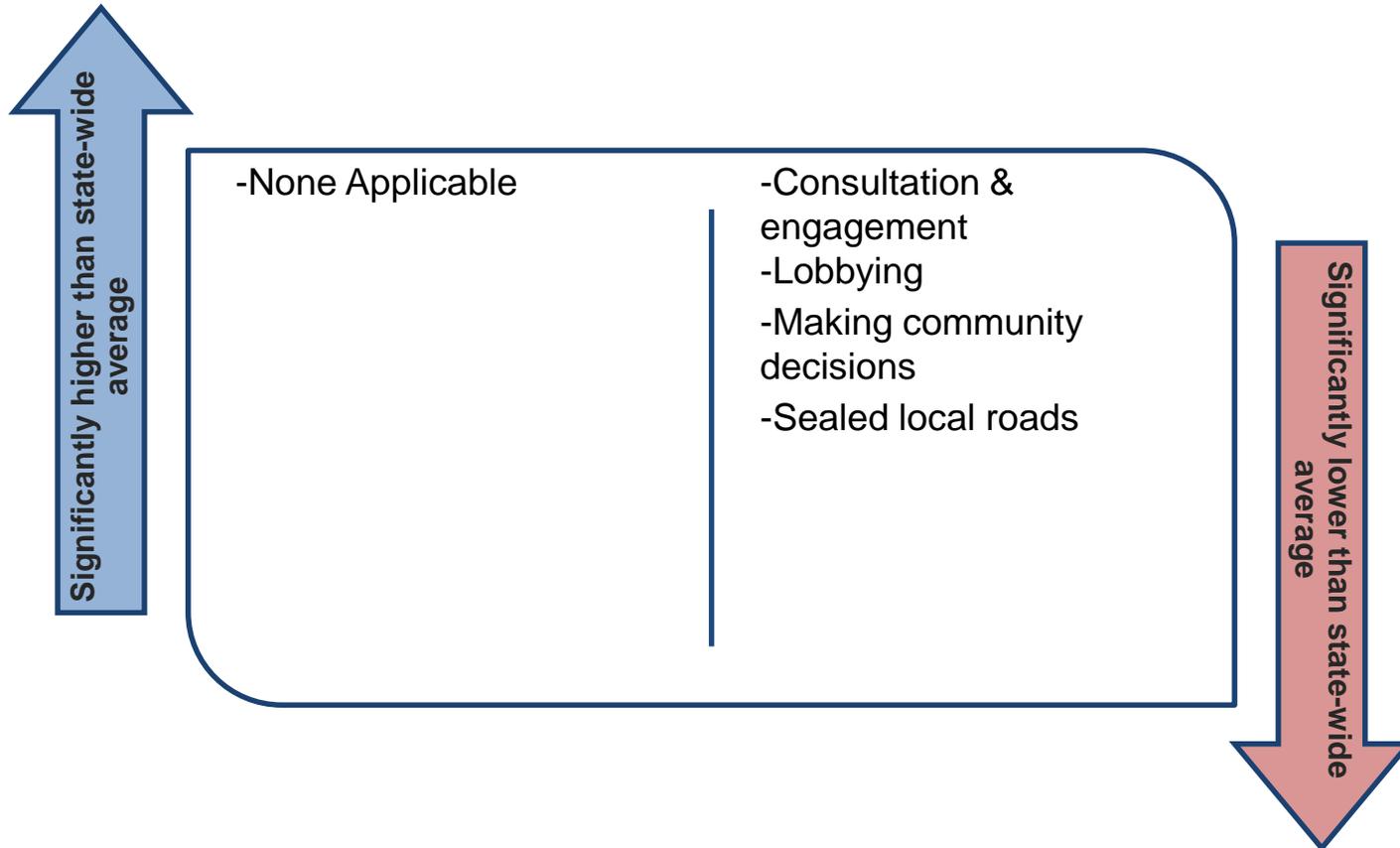
## DETAILED PERCENTAGES

*Individual Service Areas Performance*



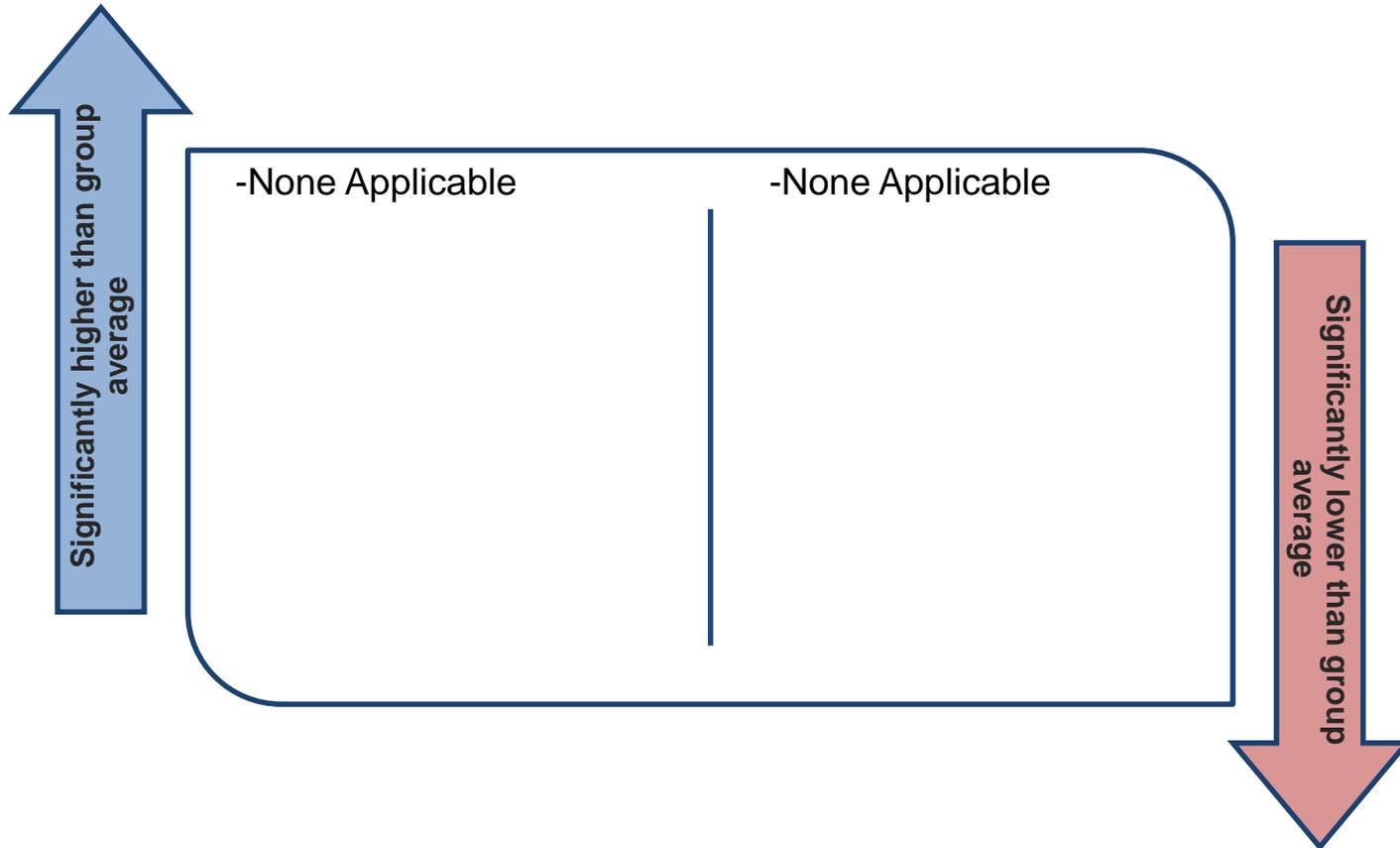
# INDIVIDUAL SERVICE AREAS SUMMARY

## COUNCIL'S PERFORMANCE VS STATE-WIDE AVERAGE



# INDIVIDUAL SERVICE AREAS SUMMARY

## COUNCIL'S PERFORMANCE VS GROUP AVERAGE





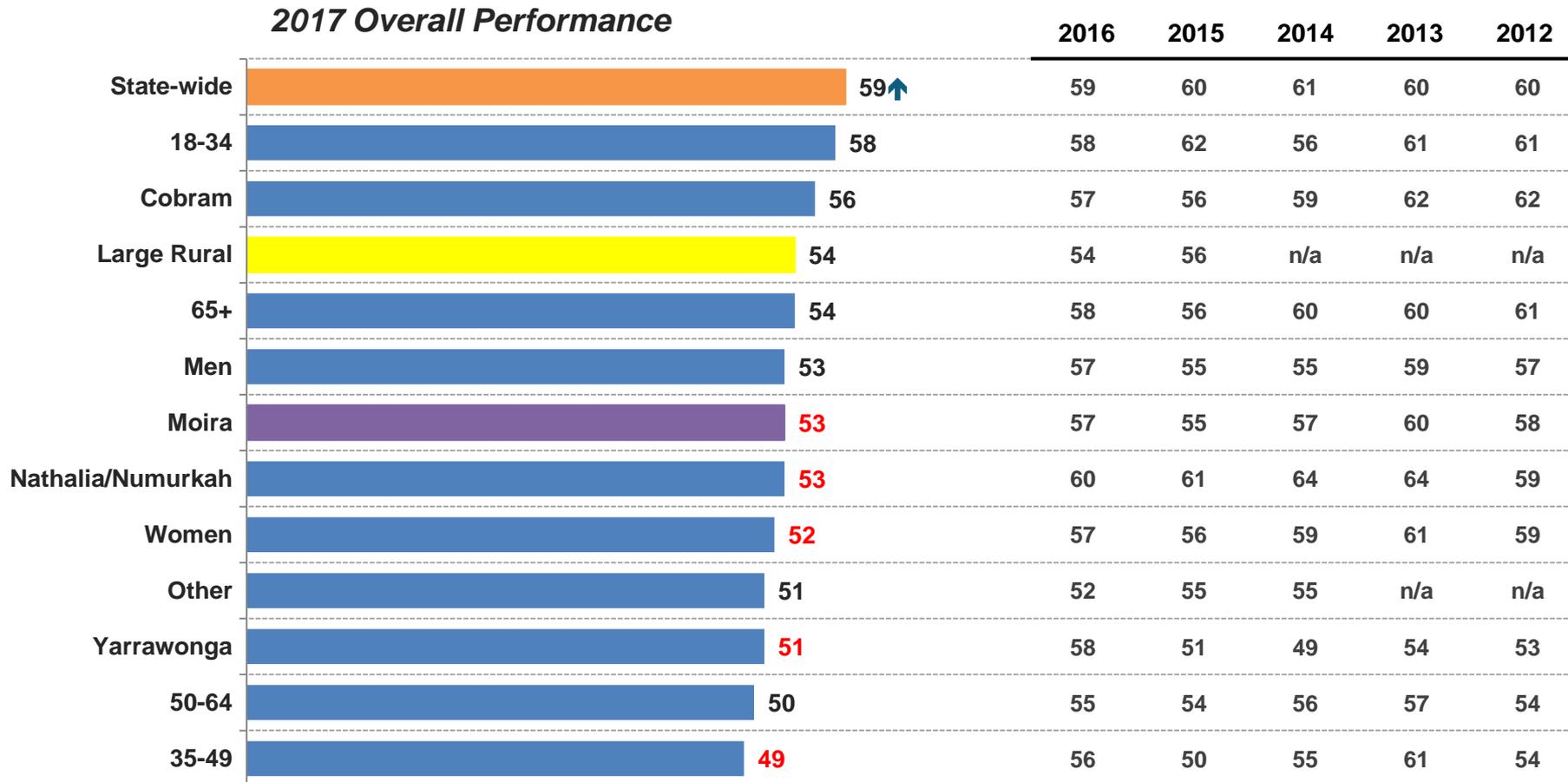
# DETAILED FINDINGS



**KEY CORE MEASURE  
OVERALL PERFORMANCE**

# 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?

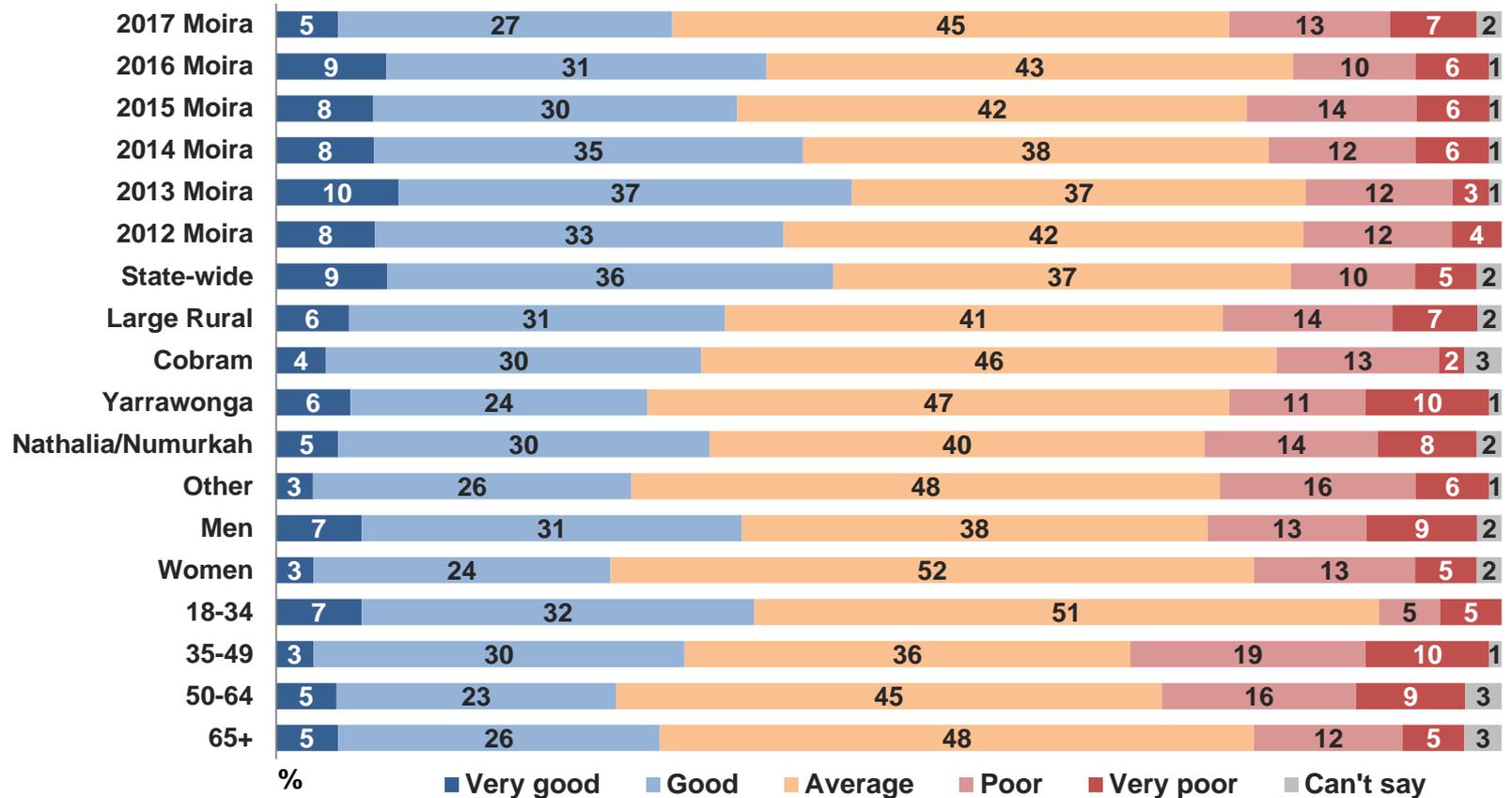
Base: All respondents. Councils asked state-wide: 68 Councils asked group: 19

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# OVERALL PERFORMANCE

## DETAILED PERCENTAGES

### 2017 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: 68 Councils asked group: 19



**KEY CORE MEASURE  
CUSTOMER SERVICE**

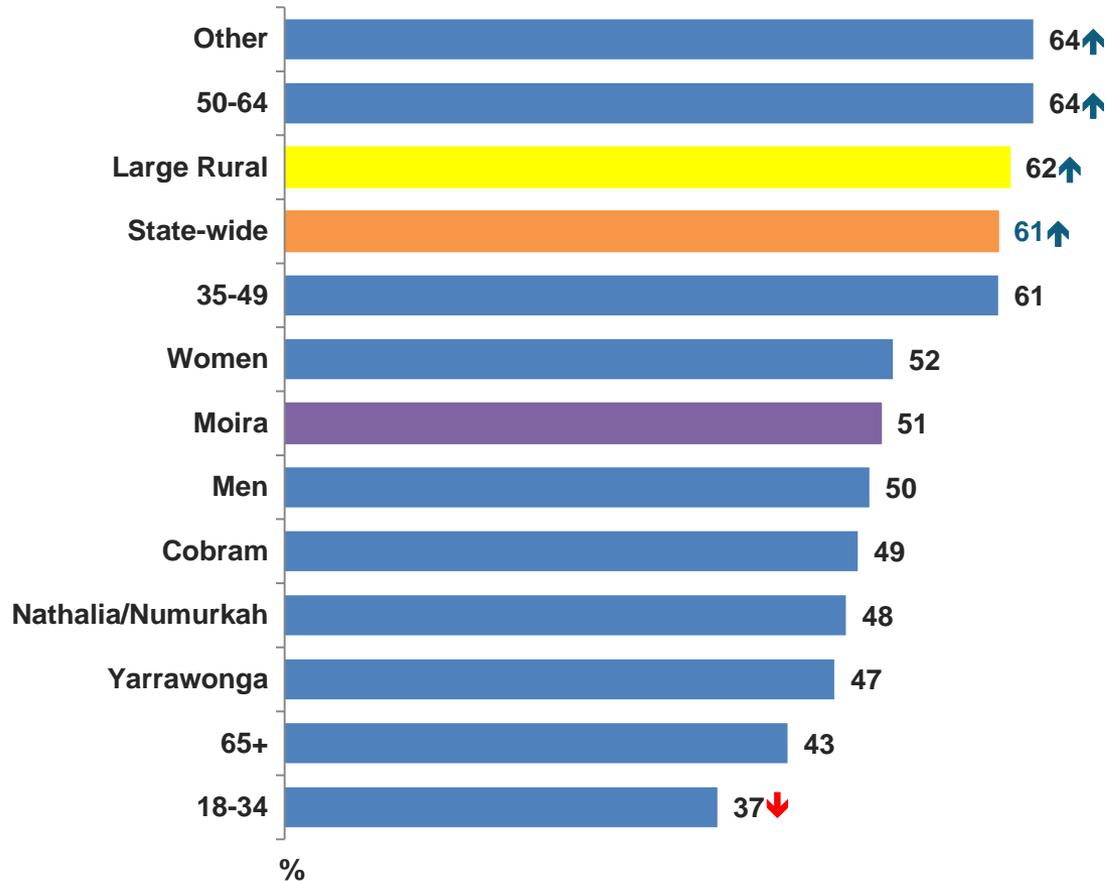
# CONTACT LAST 12 MONTHS

## SUMMARY

<b>Overall contact with Moira Shire Council</b>	<ul style="list-style-type: none"><li>• 51%, down 5 points on 2016</li></ul>
<b>Most contact with Moira Shire Council</b>	<ul style="list-style-type: none"><li>• Aged 50-64 years</li><li>• 'Other' area residents</li></ul>
<b>Least contact with Moira Shire Council</b>	<ul style="list-style-type: none"><li>• Aged 18-34 years</li></ul>
<b>Customer service rating</b>	<ul style="list-style-type: none"><li>• Index score of 63, down 4 points on 2016</li></ul>
<b>Most satisfied with customer service</b>	<ul style="list-style-type: none"><li>• Yarrawonga residents</li><li>• Women</li><li>• Aged 18-34 years</li></ul>
<b>Least satisfied with customer service</b>	<ul style="list-style-type: none"><li>• Nathalia/Numurkah residents</li></ul>

# 2017 CONTACT WITH COUNCIL

**2017 Contact with Council**

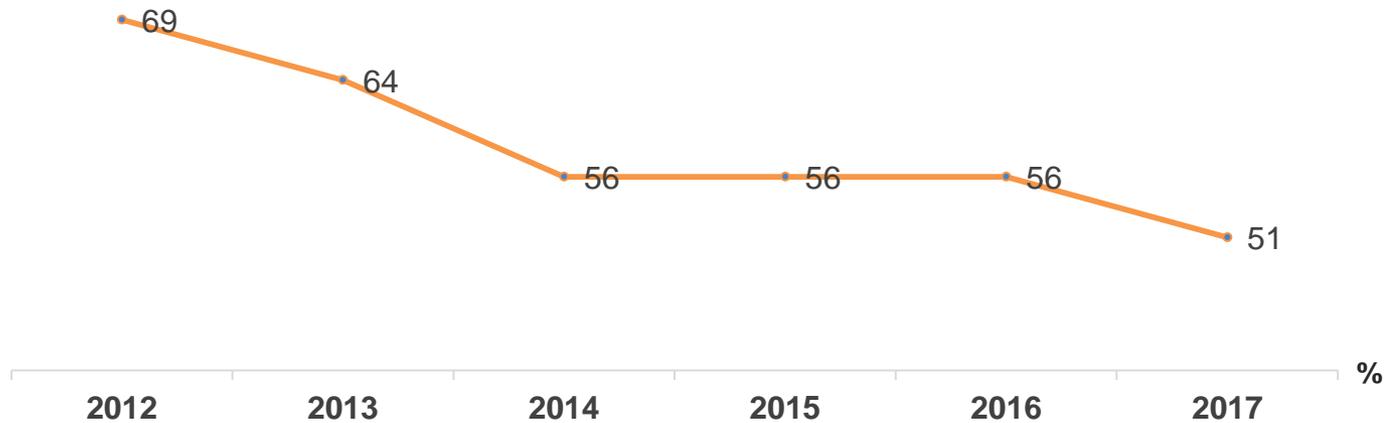


Q5. Over the last 12 months, have you or any member of your household had any contact with Moira Shire Council? This may have been in person, in writing, by telephone conversation, by text message, by email or via their website or social media such as Facebook or Twitter?

Base: All respondents. Councils asked state-wide: 49 Councils asked group: 16

Note: Please see page 5 for explanation about significant differences

## 2017 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: 49 Councils asked group: 16

# 2017 CONTACT CUSTOMER SERVICE INDEX SCORES

## 2017 Customer Service Rating

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

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: 68 Councils asked group: 19

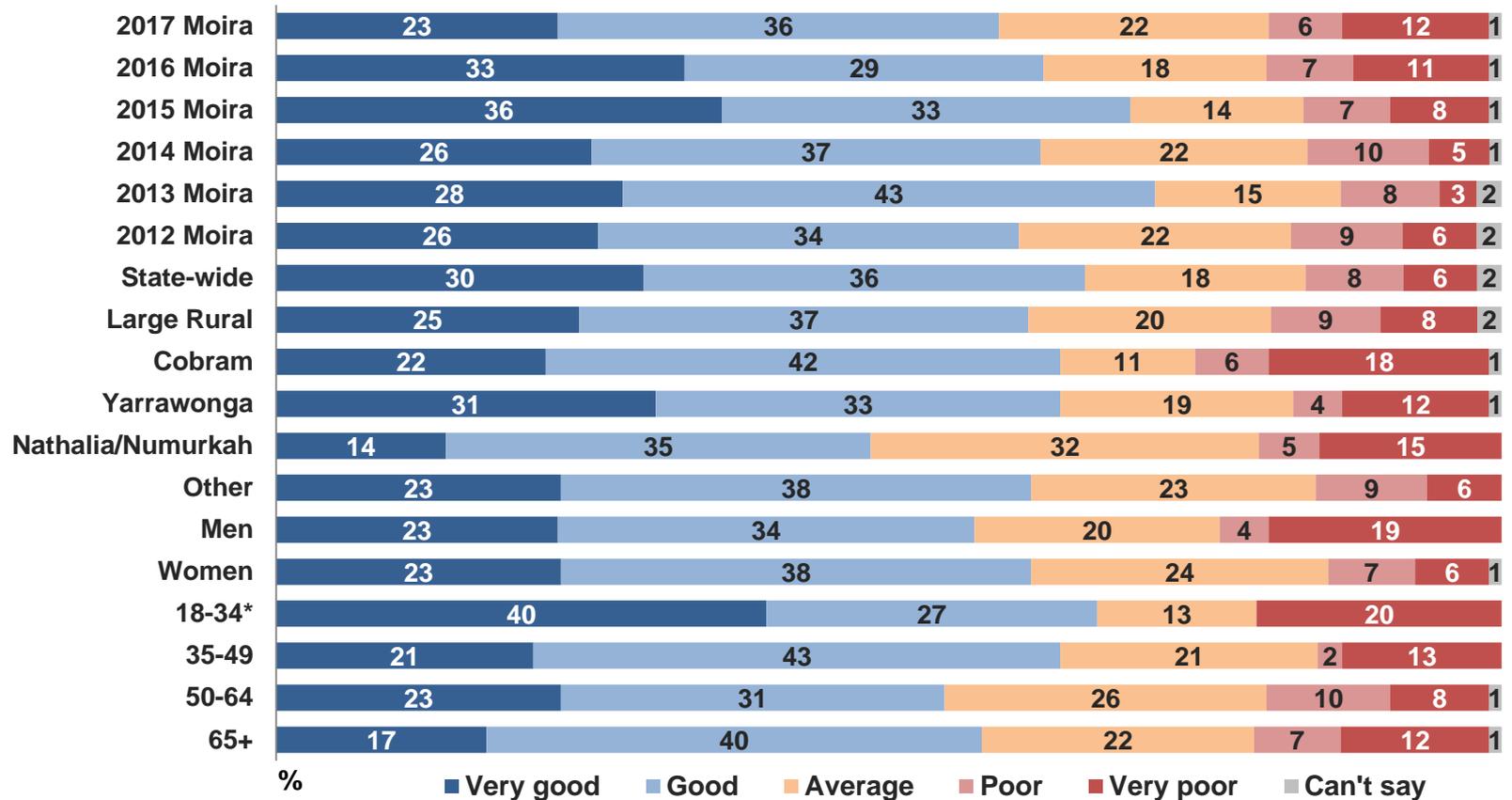
Note: Please see page 5 for explanation about significant differences

\*Caution: small sample size < n=30

# 2017 CONTACT CUSTOMER SERVICE

## DETAILED PERCENTAGES

### 2017 Customer Service Rating

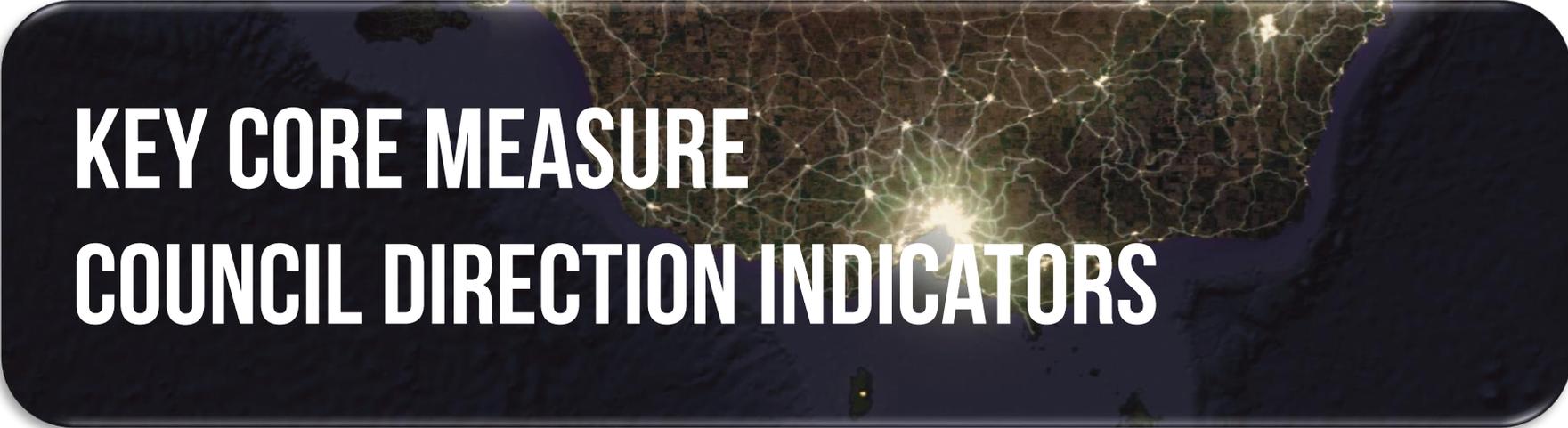


Q5c. Thinking of the most recent contact, how would you rate Moira Shire Council for customer service? Please keep in mind we do not mean the actual outcome but rather the actual service that was received.

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

Councils asked state-wide: 68 Councils asked group: 19

\*Caution: small sample size < n=30

A satellite-style map of the United States with a glowing, interconnected network of lines and nodes overlaid, suggesting a data or infrastructure network. The map is centered on the continental US, with the glowing network concentrated in the eastern and central regions.

# KEY CORE MEASURE COUNCIL DIRECTION INDICATORS

# COUNCIL DIRECTION SUMMARY

## Council Direction from Q6

- 65% stayed about the same, down 1 point on 2016
- 15% improved, equal points on 2016
- 15% deteriorated, up 2 points on 2016

## Most satisfied with Council Direction from Q6

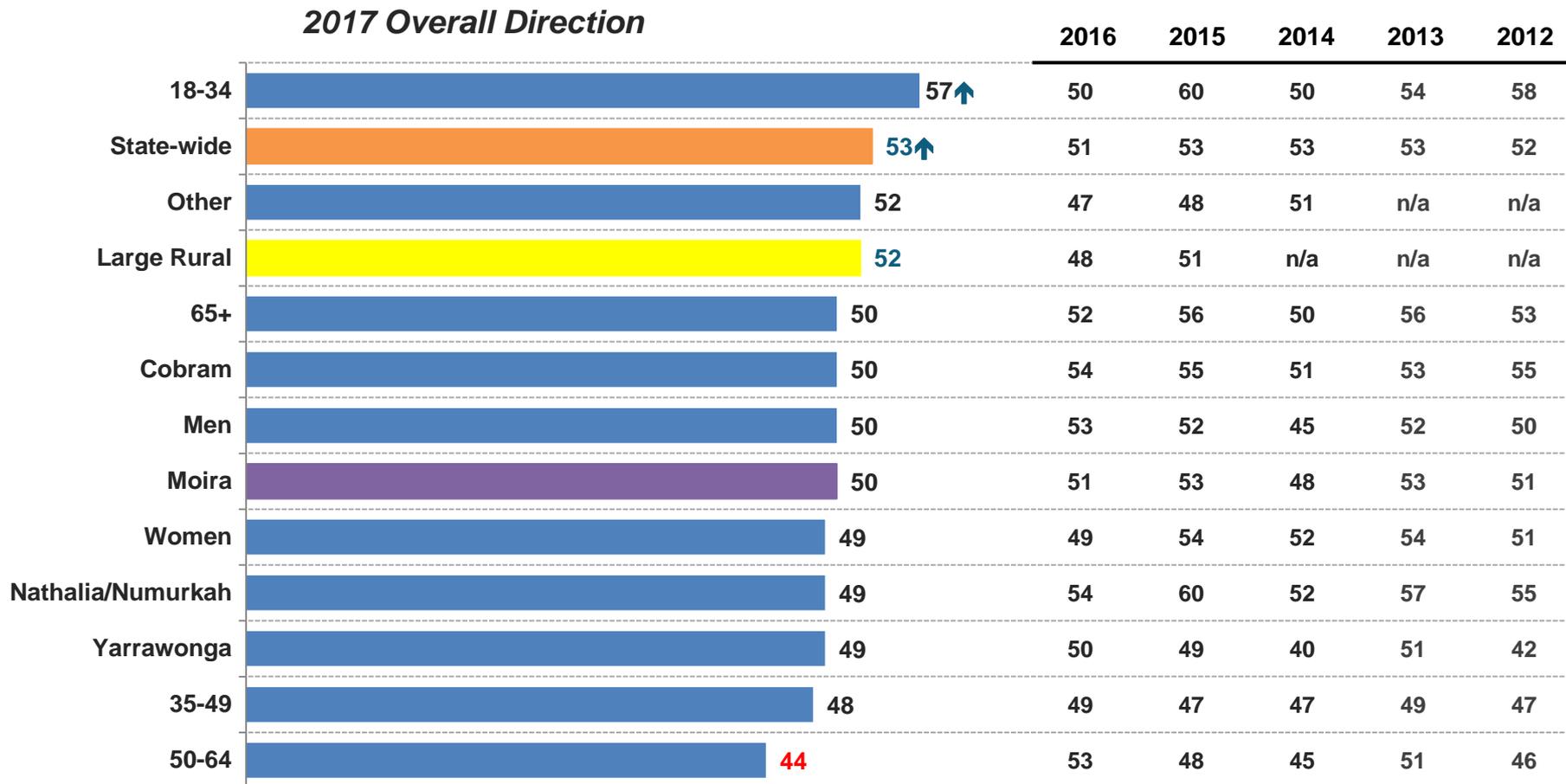
- Aged 18-34 years

## Least satisfied with Council Direction from Q6

- Aged 50-64 years

# 2017 OVERALL COUNCIL DIRECTION LAST 12 MONTHS

## INDEX SCORES



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

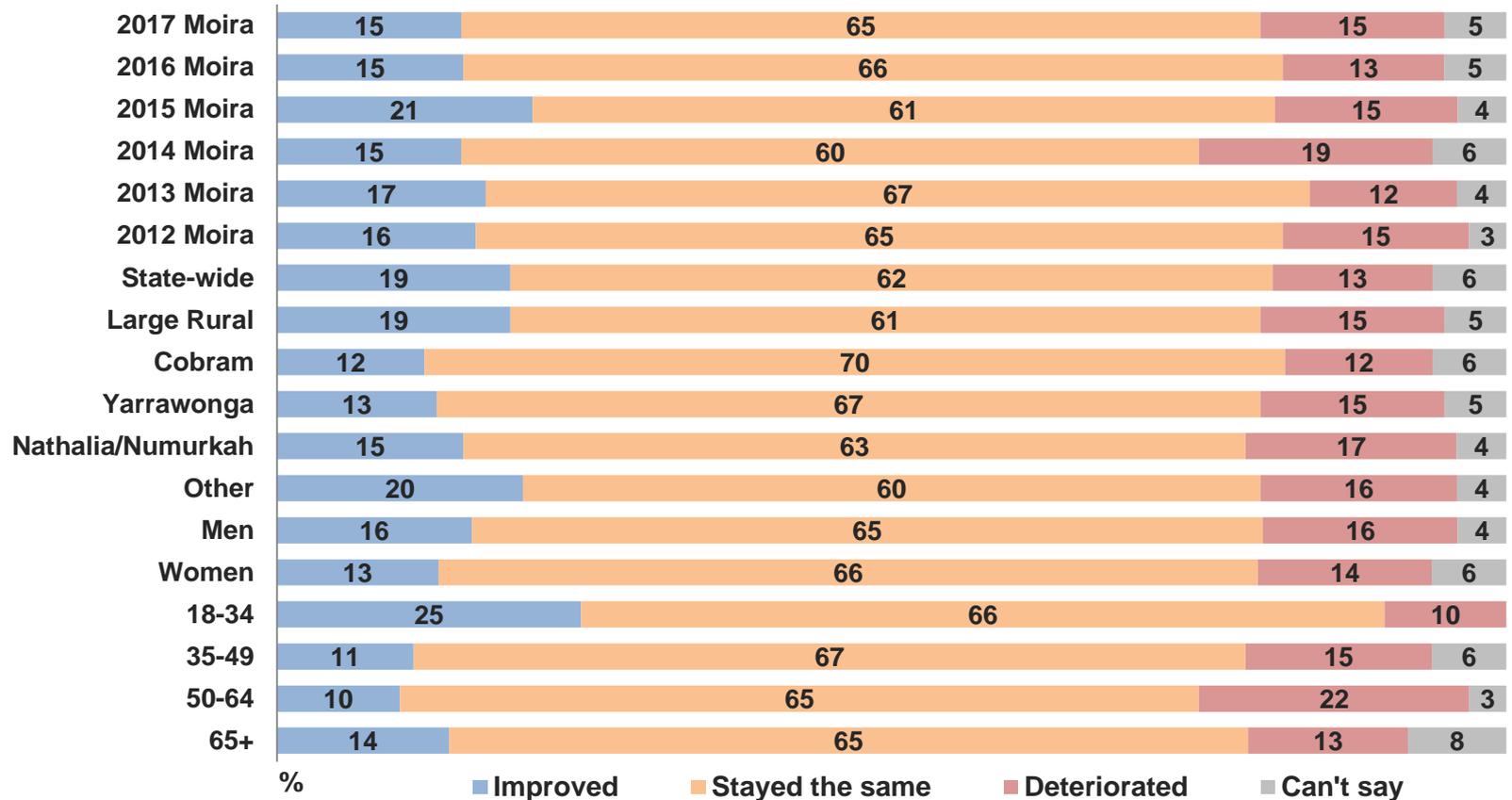
Base: All respondents. Councils asked state-wide: 68 Councils asked group: 19

Note: Please see page 5 for explanation about significant differences

# 2017 OVERALL COUNCIL DIRECTION LAST 12 MONTHS

## DETAILED PERCENTAGES

### 2017 Overall Direction



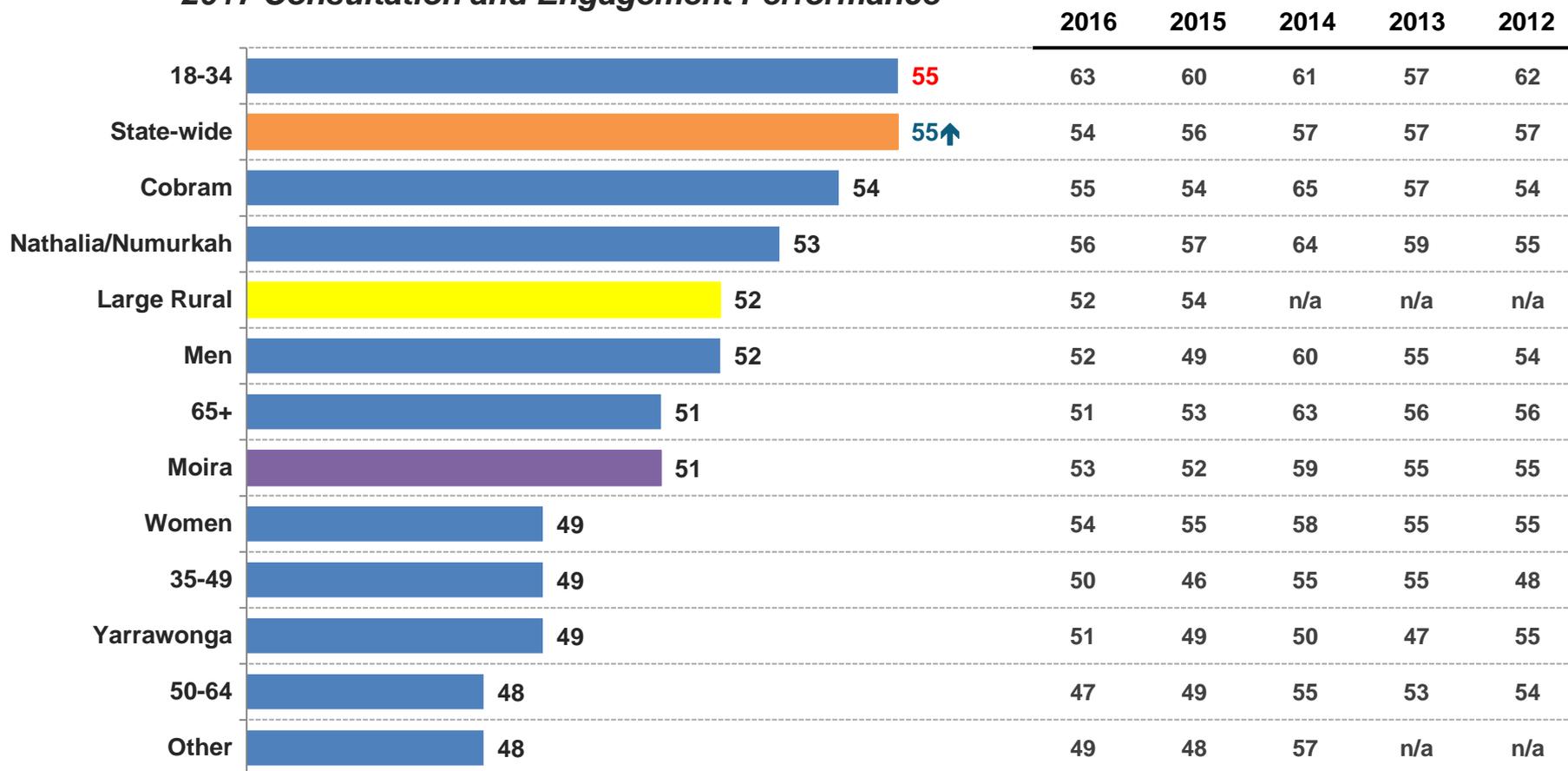
Q6. Over the last 12 months, what is your view of the direction of Moira Shire Council's overall performance?  
 Base: All respondents. Councils asked state-wide: 68 Councils asked group: 19



# INDIVIDUAL SERVICE AREAS

# 2017 COMMUNITY CONSULTATION AND ENGAGEMENT PERFORMANCE INDEX SCORES

## 2017 Consultation and Engagement Performance



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

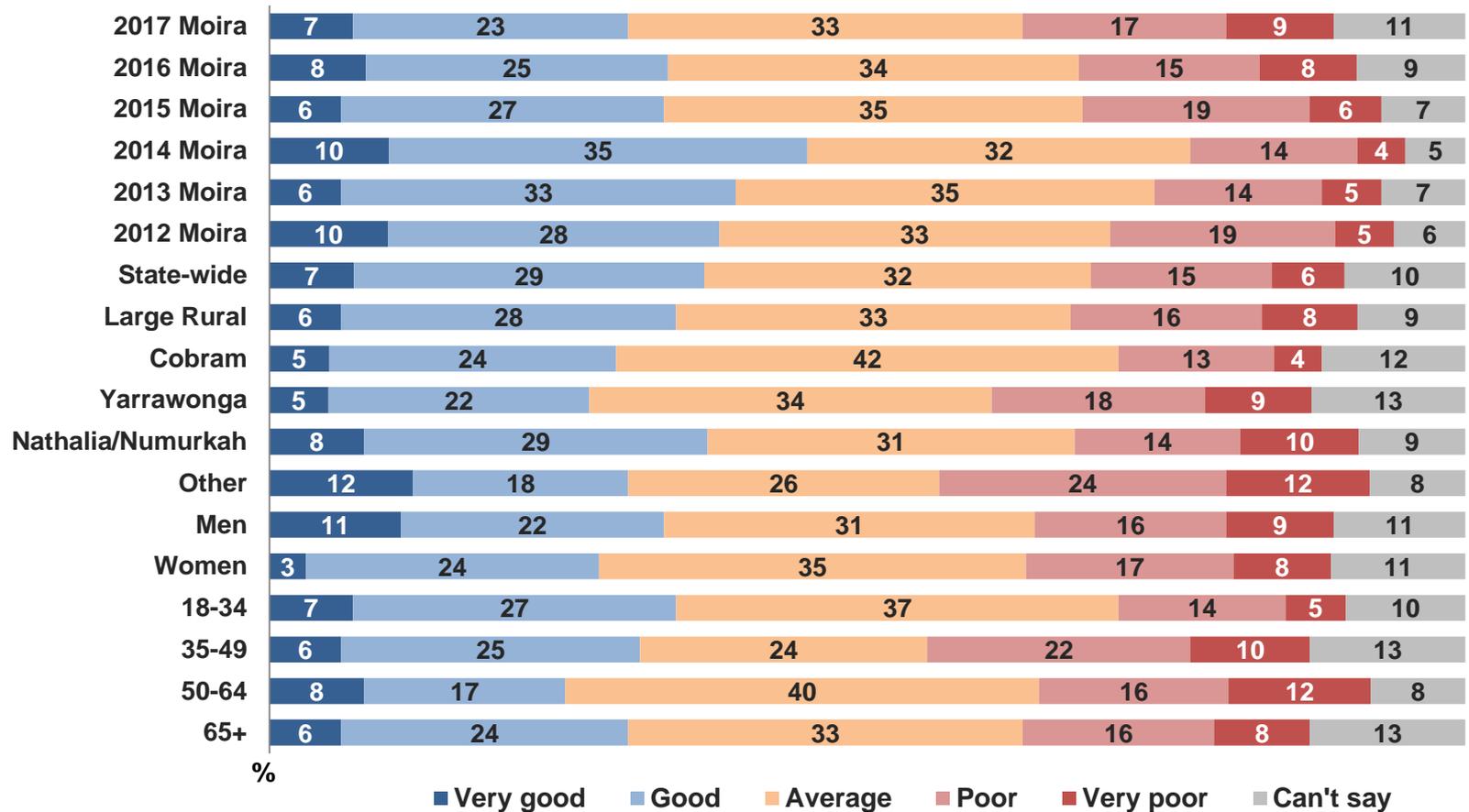
Base: All respondents. Councils asked state-wide: 68 Councils asked group: 19

Note: Please see page 5 for explanation about significant differences

# 2017 COMMUNITY CONSULTATION AND ENGAGEMENT

## PERFORMANCE DETAILED PERCENTAGES

### 2017 Consultation and Engagement Performance



# 2017 LOBBYING ON BEHALF OF THE COMMUNITY

## PERFORMANCE INDEX SCORES

### 2017 Lobbying Performance

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

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

Base: All respondents. Councils asked state-wide: 68 Councils asked group: 19

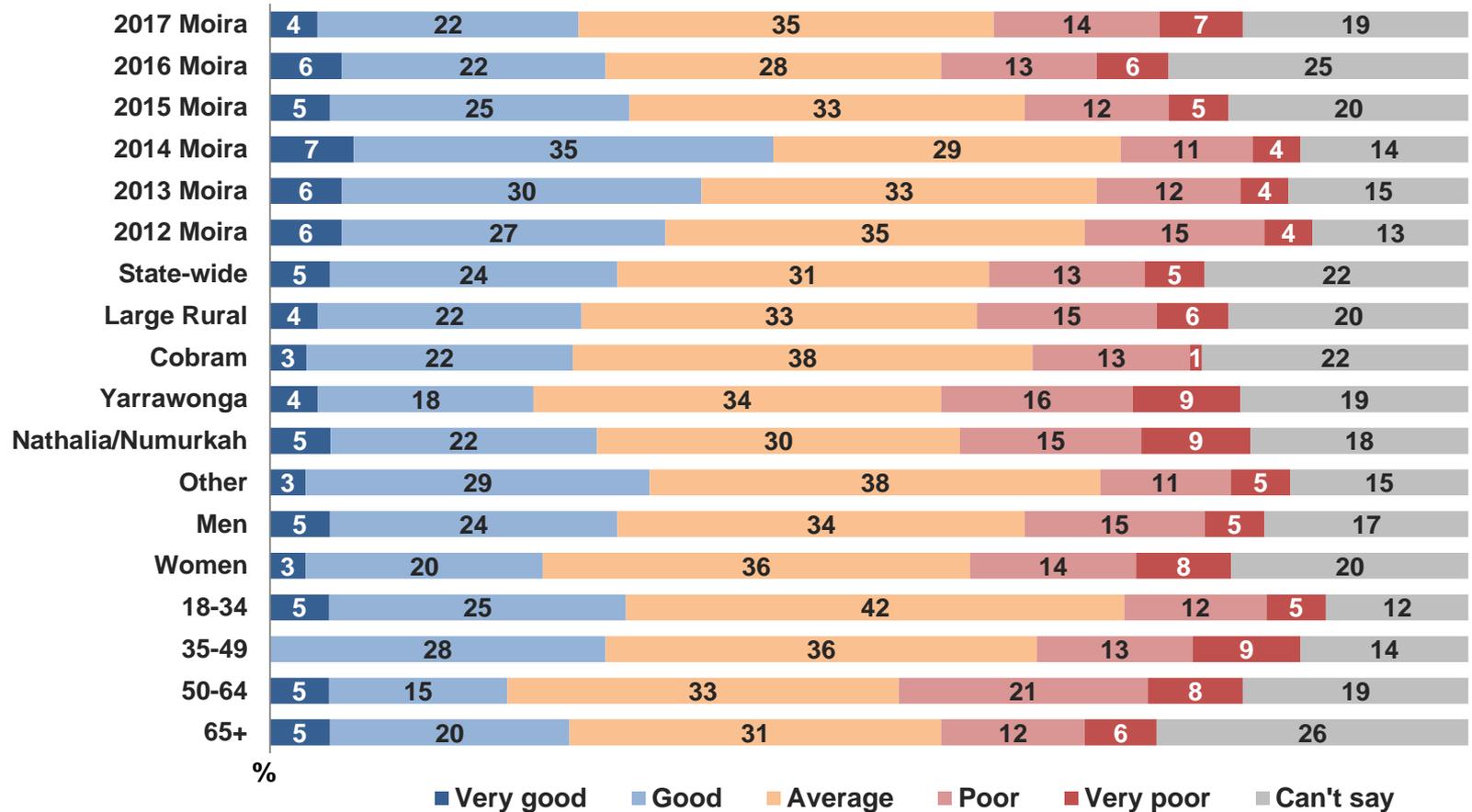
Note: Please see page 5 for explanation about significant differences

# 2017 LOBBYING ON BEHALF OF THE COMMUNITY

## PERFORMANCE DETAILED PERCENTAGES



### 2017 Lobbying Performance



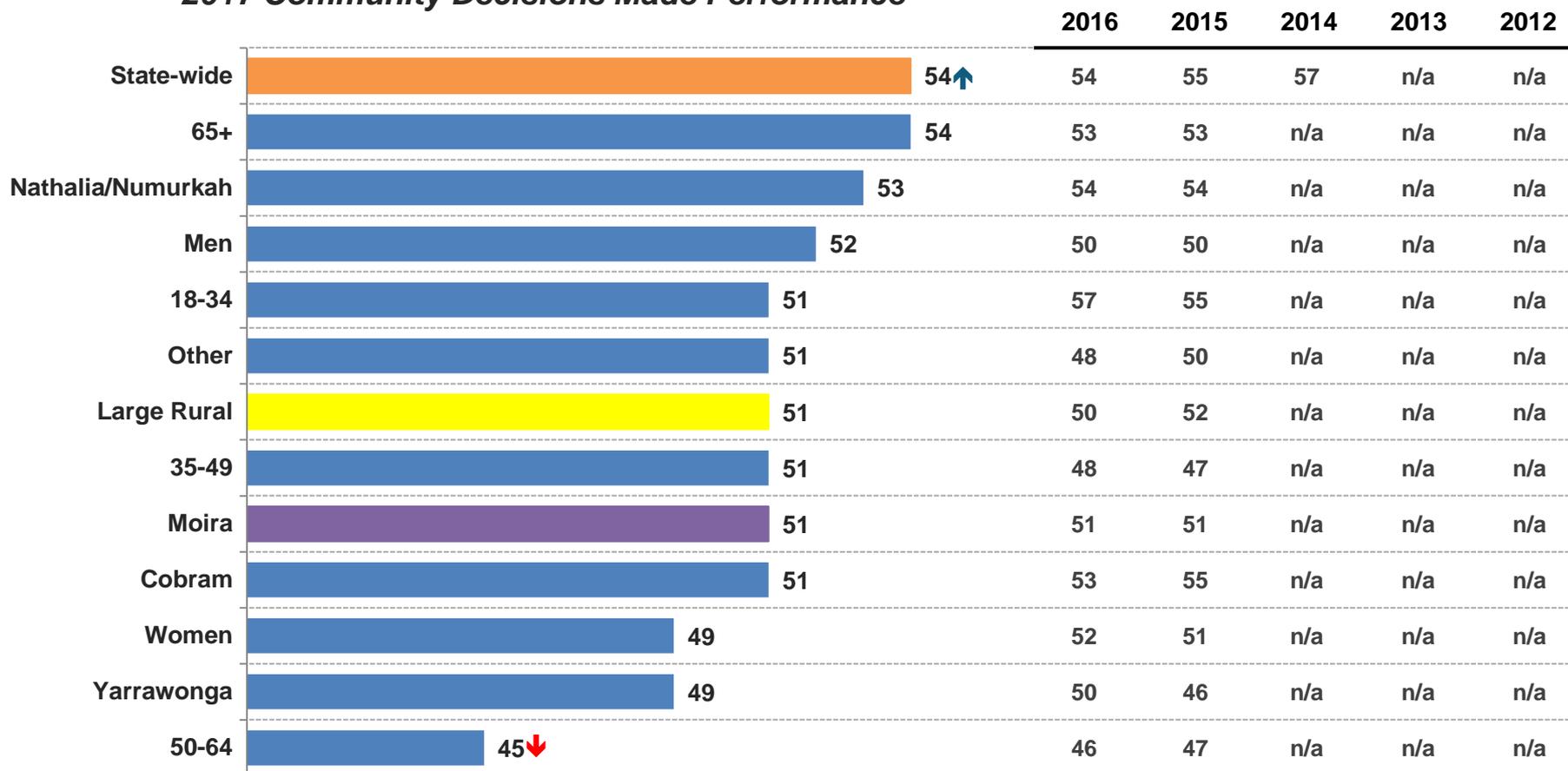
Q2. How has Council performed on 'lobbying on behalf of the community' over the last 12 months?  
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# 2017 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY

## PERFORMANCE INDEX SCORES



### 2017 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: 68 Councils asked group: 19

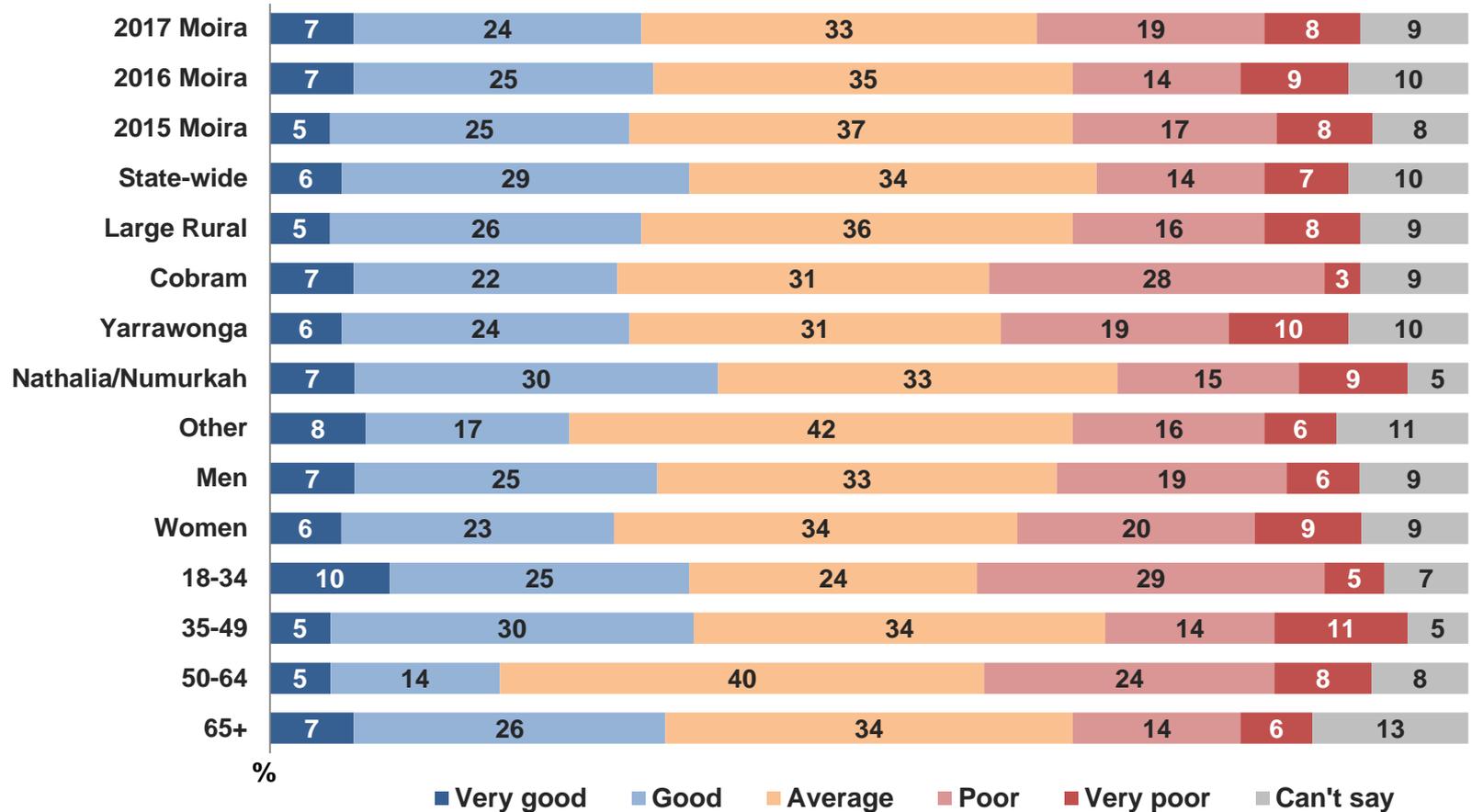
Note: Please see page 5 for explanation about significant differences

# 2017 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY

## PERFORMANCE DETAILED PERCENTAGES



### 2017 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: 68 Councils asked group: 19

# 2017 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA

## PERFORMANCE INDEX SCORES



### 2017 Sealed Local Roads Performance

		2016	2015	2014	2013	2012
State-wide	53↑	54	55	55	n/a	n/a
65+	49	55	56	n/a	n/a	n/a
Cobram	48	57	52	n/a	n/a	n/a
Men	46	53	52	n/a	n/a	n/a
Yarrawonga	45	52	48	n/a	n/a	n/a
Moira	44	52	49	n/a	n/a	n/a
Large Rural	43	44	45	n/a	n/a	n/a
Nathalia/Numurkah	43	54	51	n/a	n/a	n/a
18-34	43	54	44	n/a	n/a	n/a
Women	43	52	47	n/a	n/a	n/a
35-49	41	54	46	n/a	n/a	n/a
50-64	41	45	47	n/a	n/a	n/a
Other	41	46	47	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: 68 Councils asked group: 19

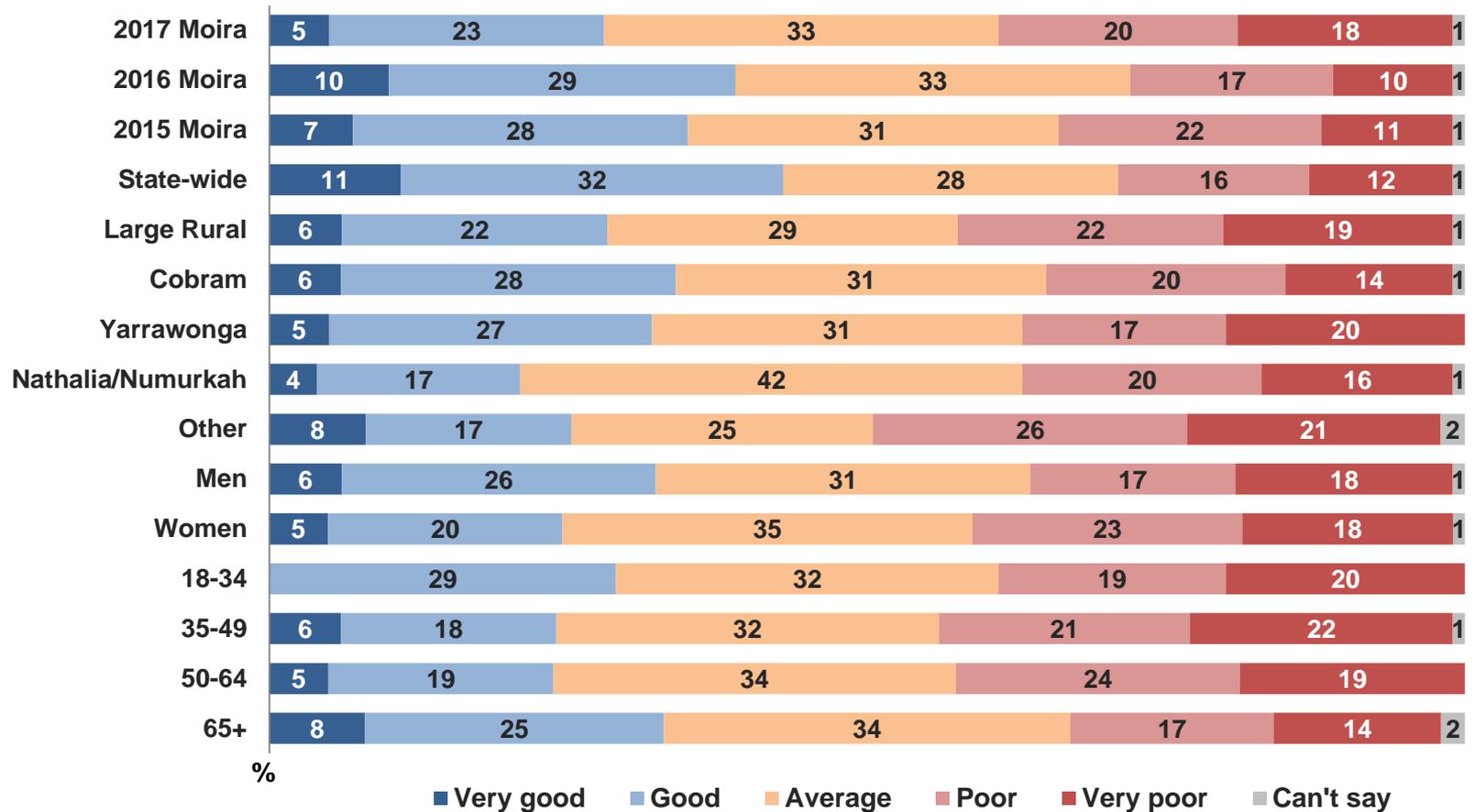
Note: Please see page 5 for explanation about significant differences

# 2017 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA

## PERFORMANCE DETAILED PERCENTAGES



### 2017 Sealed Local Roads Performance



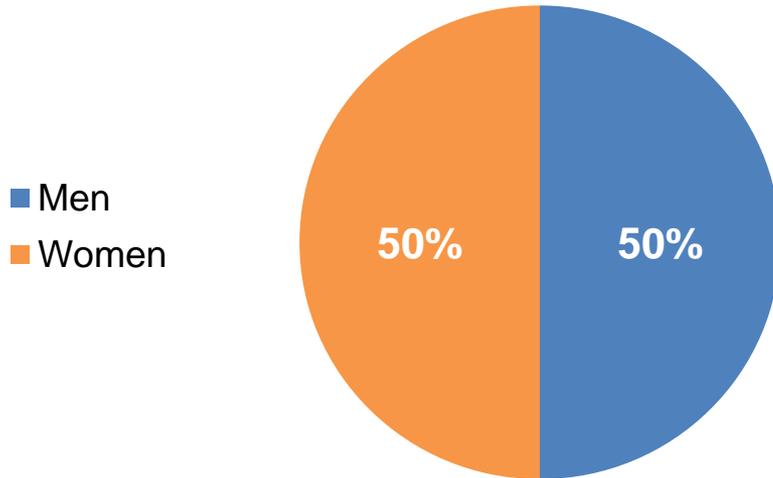
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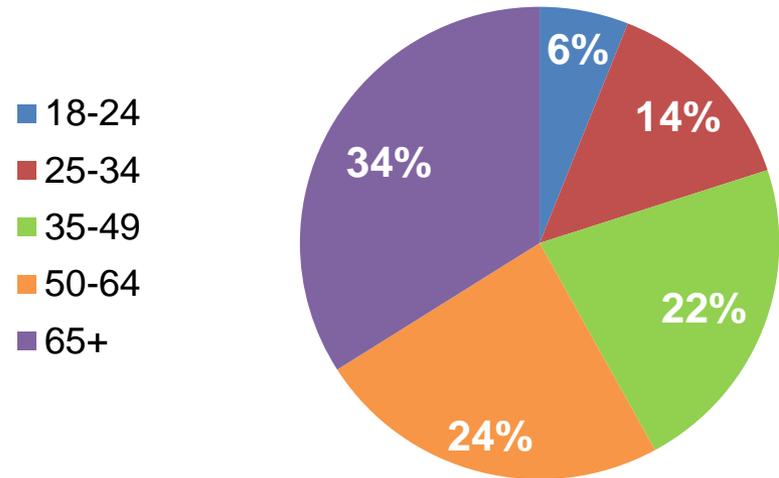
# DETAILED DEMOGRAPHICS

# 2017 GENDER AND AGE PROFILE

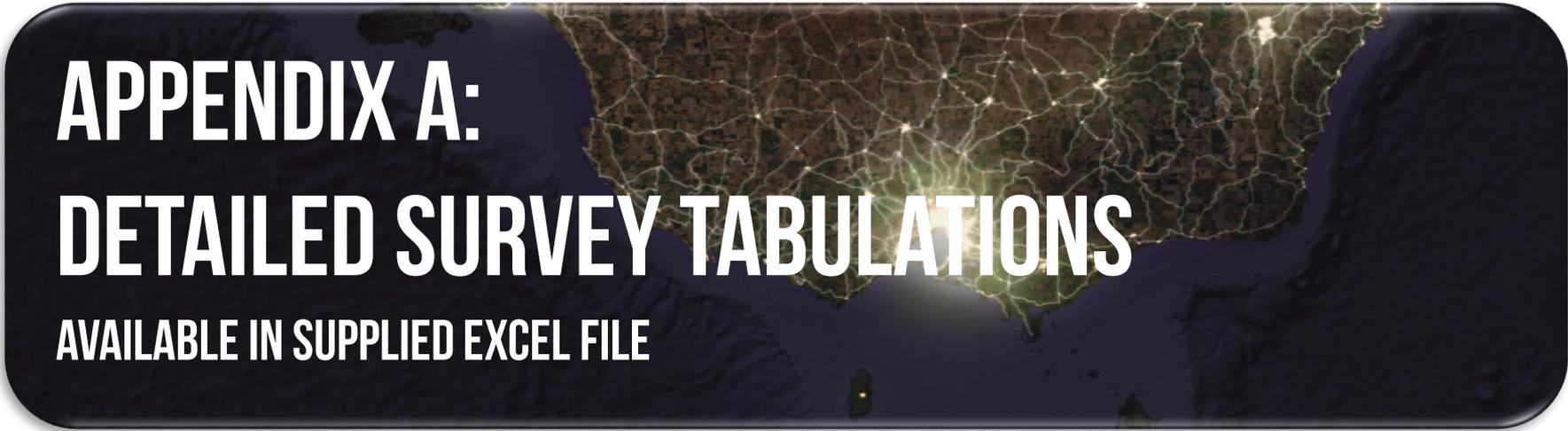
## Gender



## Age



*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.*

A satellite-style map of the United States is shown, with a glowing, interconnected network of lines overlaid on the landmass, suggesting a data network or survey routes. The map is set against a dark, starry background.

**APPENDIX A:**

**DETAILED SURVEY TABULATIONS**

**AVAILABLE IN SUPPLIED EXCEL FILE**



**APPENDIX B:  
FURTHER PROJECT INFORMATION**

# APPENDIX B:

## BACKGROUND AND OBJECTIVES

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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 2012-2017 have been made throughout this report as appropriate.**

# APPENDIX B:

## MARGINS OF ERROR

The sample size for the 2017 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 22,000 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	241	200	+/-6.3
Women	259	200	+/-6.1
Cobram	103	83	+/-9.7
Yarrowonga	181	144	+/-7.3
Nathalia/Numurkah	133	102	+/-8.5
Other	83	72	+/-10.8
18-34 years	41	80	+/-15.5
35-49 years	79	88	+/-11.1
50-64 years	155	94	+/-7.9
65+ years	225	138	+/-6.5

# APPENDIX B:

## ANALYSIS AND REPORTING

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All participating councils are listed in the state-wide report published on the DELWP website. In 2017, 68 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 2012-2017 vary slightly.

### **Council Groups**

Moira Shire Council is classified as a Large Rural council according to the following classification list:

- Metropolitan, Interface, Regional Centres, Large Rural & Small Rural

Councils participating in the Large Rural group are: Bass Coast, Baw Baw, Campaspe, Colac Otway, Corangamite, East Gippsland, Glenelg, Golden Plains, Macedon Ranges, Mitchell, Moira, Moorabool, Mount Alexander, Moyne, South Gippsland, Southern Grampians, Surf Coast, Swan Hill and Wellington.

Wherever appropriate, results for Moira Shire Council for this 2017 State-wide Local Government Community Satisfaction Survey have been compared against other participating councils in the Large Rural group and on a state-wide basis. Please note that council groupings changed for 2015, and as such comparisons to council group results before that time can not be made within the reported charts.

# APPENDIX B: ANALYSIS AND REPORTING

## 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.

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%	--	<b>INDEX SCORE 60</b>

# APPENDIX B: ANALYSIS AND REPORTING

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
Improved	36%	100	36
Stayed the same	40%	50	20
Deteriorated	23%	0	0
Can't say	1%	--	<b>INDEX SCORE 56</b>

# APPENDIX B:

## INDEX SCORE IMPLICATIONS

Index scores are indicative of an overall rating on a particular service area. In this context, index scores indicate:

- a) how well council is seen to be performing in a particular service area; or
- b) the level of importance placed on a particular service area.

For ease of interpretation, index score ratings can be categorised as follows:

INDEX SCORE	Performance implication	Importance implication
75 – 100	Council is performing <b>very well</b> in this service area	This service area is seen to be <b>extremely important</b>
60 – 75	Council is performing <b>well</b> in this service area, but there is room for improvement	This service area is seen to be <b>very important</b>
50 – 60	Council is performing <b>satisfactorily</b> in this service area but needs to improve	This service area is seen to be <b>fairly important</b>
40 – 50	Council is performing <b>poorly</b> in this service area	This service area is seen to be <b>somewhat important</b>
0 – 40	Council is performing <b>very poorly</b> in this service area	This service area is seen to be <b>not that important</b>

# APPENDIX B:

## INDEX SCORE SIGNIFICANT DIFFERENCE CALCULATION

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

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

Where:

- \$1 = Index Score 1
- \$2 = Index Score 2
- \$3 = unweighted sample count 1
- \$4 = unweighted sample count 1
- \$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:

## ANALYSIS AND REPORTING

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### Core, Optional and Tailored Questions

Over and above necessary geographic and demographic questions required to ensure sample representativeness, a base set of questions for the 2017 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 2017 State-wide Local Government Community Satisfaction Survey were optional. Councils also had the ability to ask tailored questions specific only to their council.

# APPENDIX B: ANALYSIS AND REPORTING

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## Reporting

Every council that participated in the 2017 State-wide Local Government Community Satisfaction Survey receives a customised report. In addition, the state government is supplied with a state-wide summary report of the aggregate results of 'Core' and 'Optional' questions asked across all council areas surveyed.

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

The overall State-wide Local Government Community Satisfaction Report is available at <https://www.localgovernment.vic.gov.au/our-programs/council-community-satisfaction-survey>.

# APPENDIX B:

## GLOSSARY OF TERMS

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

**CSS:** 2017 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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