LOCAL GOVERNMENT COMMUNITY SATISFACTION SURVEY GOLDEN PLAINS SHIRE COUNCIL

2016 RESEARCH REPORT

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

J W S R E S E A R C H



- Background and objectives
- Survey methodology and sampling
- Further information
- Key findings & recommendations
- Summary of findings
- Detailed findings
 - <u>Key core measure: Overall performance</u>
 - Key core measure: Customer service
 - Key core measure: Council direction indicators
 - Positives and areas for improvement
 - Individual service areas
 - <u>Detailed demographics</u>
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- Appendix B: Further project information





Welcome to the report of results and recommendations for the 2016 State-wide Local Government Community Satisfaction Survey for Golden Plains 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 and participating councils have a range of 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 Golden Plains 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.





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

Survey sample matched to the demographic profile of Golden Plains 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 Golden Plains Shire Council, particularly younger people.

A total of n=400 completed interviews were achieved in Golden Plains Shire Council. Survey fieldwork was conducted in the period of 1st February – 30th March, 2016.

The 2016 results are compared with previous years, as detailed below:

- 2015, n=400 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 Golden Plains 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.

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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:

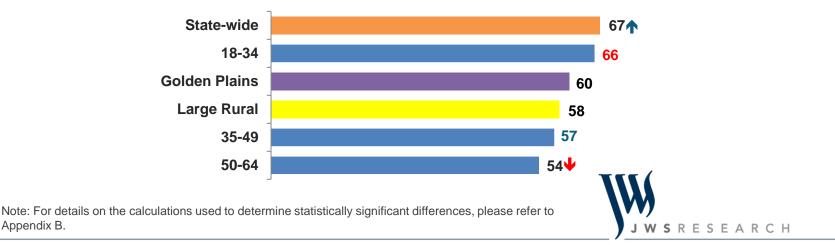
The state-wide result is significantly higher than the overall result for the council. \geq

Appendix B.

The result among 50-64 year olds is significantly lower than for the overall result for the council. \geq

Further, results shown in blue and red indicate significantly higher or lower results than in 2015. 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 \geq in 2015.
- The result among 18-34 year olds in the council is significantly lower than the result achieved among this group in \geq 2015.



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 <u>Appendix B</u>, including:

- Background and objectives
- Margins of error
- Analysis and reporting
- Glossary of terms

Contacts

For further queries about the conduct and reporting of the 2016 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on (03) 8685 8555.



KEY FINDINGS & RECOMMENDATIONS



- Performance on most core measures declined slightly up to three index points in the past year. Performance exhibited a significant decline on only one measure – Overall Performance – compared to 2015 results. In addition, performance improved slightly on one measure – Community Consultation. Council tends to perform better on individual service areas beyond core measures but experienced more significant ratings declines in this area.
 - With regards to core measures, Overall Performance is the only measure to experience a significant decline in the past year, dropping five index points from 54 to 49 between 2015 and 2016. Customer service experienced the next biggest decline, though not significant, dropping from a score of 68 to 65.
 - As a result of ratings erosions, Golden Plains Shire Council significantly trails the average for Large Rural councils on most core measures, with the exception of Sealed Local Roads (with the index score of 44 equalling the Large Rural average) and Customer Service (65 to 67) where Council is largely in line with the Group average. Council trails the Group average by five to seven points on all other core measures.
 - Golden Plains Shire Council similarly trails State-wide averages on every core measure by seven to ten points, with the exception of Customer Service (65 to 69).





- The Overall Performance index score of 49 represents a five point decline on the 2015 result. Overall Performance has declined steadily since 2012 and is now 18 points off its highest rating of 67 in 2012. All demographic and geographic groups rated Overall Performance lower than in 2015 with the largest declines occurring among residents aged 65+ years (-8), women (-7) and residents aged 35 to 49 years (-6).
 - The youngest cohort of residents rate Council highest on Overall Performance (54), while residents aged 35 to 49 years rate Council lowest (43). Geographic differences exist as well and Northern Golden Plains residents (53) rate Council higher for Overall Performance than their Southern counterparts (45).
- Perceptions of Community Consultation (47) improved slightly (by 3 index points) in the past year. While Community Consultation is the only core measure to have improved since 2015, it is still 15 points off 2012's high ratings of 62.





- Again, residents aged 35 to 49 are most dissatisfied with Council performance. While they rate the importance (index score of 81) of Community Consultation higher than any other group, they rate performance on this measure lowest (40). There is a 40 point gap between perceived importance and performance on Community Consultation among this cohort. Residents aged 35 to 49 have also declined twenty points since 2012. Performance has declined significantly on this measure among every group since 2012, but none declined as much as 35 to 49 year olds.
- Similar to Overall Performance, Northern Golden Plains residents (52) rate Council 10 points higher for Consultation than their counterparts in the South (42).
- Ratings for Overall Council Direction (index score of 41) are in line with 2015 results but Council Direction remains the lowest rating of any core measure (-14 index points since 2012). Council residents are more than twice as likely to believe Council performance deteriorated in the past twelve months (29%) than improved (12%). Another 53% believe it stayed the same. Between 2014 and 2015 negative perceptions tripled (moving from 10% to 30% 'deteriorated') and stayed there in 2016.
 - Demographic and geographic trends are similar to results for Overall Performance and Community Consultation; residents aged 35 to 49 years rate Council lowest and have declined 22 points on Council Direction since 2012.





- Performance ratings on Lobbying have higher levels of 'don't know' responses than other core measures (24%). This suggests that a lot of the community is not hearing what Council is doing in this area.
- Golden Plains Shire continues to perform most strongly (index score of 65) in the area of Customer Service, despite having dropped three points since 2015. Three in ten (27%) rate Council's Customer Service as 'very good', with a further 33% rating Customer Service as 'good' (19% 'average' and 20% 'very poor' or 'poor').
- Council tends to rate better on individual service areas beyond core measures, but experienced significant ratings declines on four of the seven service areas measured.
 - Council performs best on Family Support Services (index score of 62), Elderly Support Services (61) and Recreational Facilities (61).
 - Beyond the core measures of Community Decisions, Sealed Roads and Lobbying, performance is weakest on Local Streets and Footpaths (44) and Waste Management (46).
 - Performance declined significantly between 2015 and 2016 on the measures of Family Support Services (-4), Business Development (-5), Town Planning (-4) and Waste Management (-9).





- In addition to the core measures of Consultation, Lobbying and Community Decisions, Golden Plains Shire Council *significantly* trails the average for other Large Rural councils with regards to Local Streets and Footpaths, Elderly Support, Recreational Facilities, Waste Management and Business Development. It trails the State-wide averages on all service areas tested.
- Consistent with 2015, Waste Management (-39), Condition of Local Streets (-36) and Consultation and Engagement (-28) remain the service areas with the highest disparity between perceived importance and performance.





- In general, Council should pay attention to service areas where residents stated importance exceeds rated performance by more than 10 points – which occurred on eight service areas:
 - Waste management (margin of 39 points). The differential increased since 2015 (from a margin of 27 points).
 - Condition of local streets and footpaths (margin of 36 points)
 - > **Consultation and engagement** (margin of 28 points)
 - > Town Planning Policy (margin of 24 points)
 - Elderly Support Services (margin of 16 points)
 - Family Support Services (margin of 12 points)
 - Business and Community Development and Tourism (margin of 11 points)
 - Recreational Facilities (margin of 10 points)
- Residents are most likely to cite waste management (23%), sealed road maintenance (20%), Community Consultation (14%) and expensive rates (12%) as the key areas for improvement for Council. Conversely, residents are most likely to believe recreational/ sporting facilities (10%), councillors (9%), waste management (8%) and customer service (8%) are the best aspects.





- Residents aged 18 to 34 generally are the most satisfied resident groups. This is the group Council can leverage to understand what is working, in order to further consolidate their positive views of Council.
- Conversely, Golden Plains Shire should pay extra attention to areas and cohorts where it is underperforming in comparison with other areas and cohorts. **Residents** aged 35 to 49 years are generally more critical of Council compared with other resident segments. Residents aged 35 to 49 in particular have declined significantly in their impressions of Council on core, as well as other, measures since 2012.
- 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, or self-mining the SPSS data provided or via the dashboard portal available to the council.





- Please note that the category descriptions for the coded open ended responses are generic summaries only. We recommend further analysis of the detailed cross tabulations and the actual verbatim responses, with a view to the responses of the key gender and age groups, especially any target groups identified.
- \geq A complimentary 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.



J00415 Community Satisfaction Survey 2016 – Golden Plains Shire Council

KEY FINDINGS AND RECOMMENDATIONS

Higher results in 2016	 None significant
Lower results in 2016	 Overall performance Family support Bus/comm./dev./ tourism Town Planning Waste Management
Most favourably disposed towards Council	• 18-34 year olds
Least favourably disposed towards Council	• 35-49 year olds
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SUMMARY OF FINDINGS

2016 SUMMARY OF CORE MEASURES INDEX SCORE RESULTS

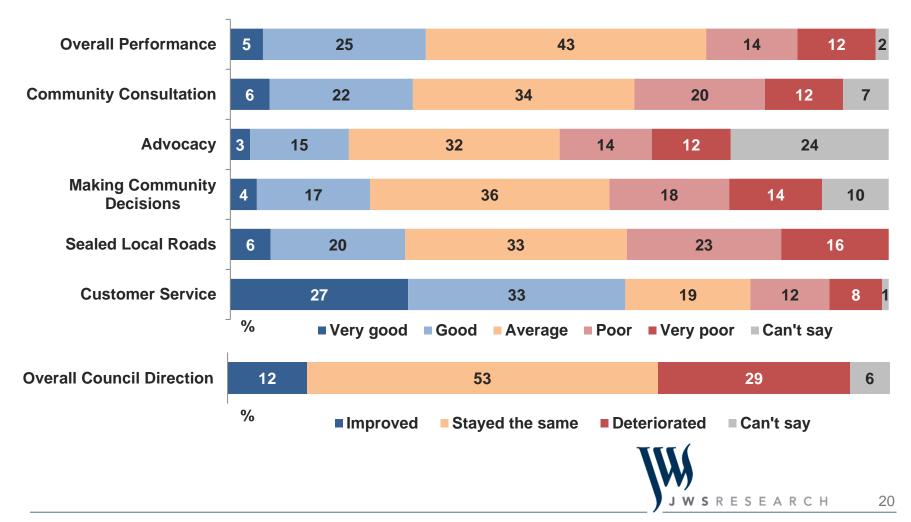
Performance Measures	Golden Plains 2012	Golden Plains 2013	Golden Plains 2014	Golden Plains 2015	Golden Plains 2016	Large Rural 2016	State- wide 2016
OVERALL PERFORMANCE	67	62	62	54	49	54	59
COMMUNITY CONSULTATION (Community consultation and engagement)	62	60	59	44	47	52	54
ADVOCACY (Lobbying on behalf of the community)	60	56	55	47	45	50	53
MAKING COMMUNITY DECISIONS (Decisions made in the interest of the community)	n/a	n/a	n/a	45	44	50	54
SEALED LOCAL ROADS (Condition of sealed local roads)	n/a	n/a	n/a	45	44	44	54
CUSTOMER SERVICE	73	77	71	68	65	67	69
OVERALL COUNCIL DIRECTION	55	57	53	42	41	48	51

2016 SUMMARY OF CORE MEASURES DETAILED ANALYSIS

Golden Plains 2016	vs Golden Plains 2015	vs Large Rural 2016	vs State- wide 2016	Highest score	Lowest score
49	5 points	5 points	10 points	18-34	35-49
	lower	lower	lower	year olds	year olds
47	3 points	5 points	7 points	18-34	35-49
	higher	lower	lower	year olds	year olds
45	2 points	5 points	8 points	18-34	35-49
	lower	lower	lower	year olds	year olds
44	1 point lower	6 points lower	10 points lower	North	South, 35- 49 year olds
44	1 point Iower	Equal	10 points lower	South	North
65	3 points	2 points	4 points	65+ year	35-49
	lower	lower	lower	olds	year olds
41	1 point	7 points	10 points	18-34	35-49
	Iower	lower	lower	year olds	year olds
	Plains 2016 49 47 45 44 65	Golden Plains 2016Golden Plains 2015495 points lower473 points higher473 points lower452 points lower441 point lower441 point lower653 points lower411 point	Golden Plains 2016Golden Plains 2015Large Rural 2016495 points lower5 points lower495 points lower5 points lower473 points higher5 points lower452 points lower5 points lower441 point lower6 points lower441 point lowerEqual653 points lower2 points lower	Golden Plains 2016Golden Plains 2015Large Rural 2016vs State- wide 2016495 points lower5 points lower10 points lower473 points higher5 points lower7 points lower473 points higher5 points lower7 points lower452 points lower5 points lower8 points lower441 point lower6 points lower10 points lower441 point lowerEqual lower10 points lower653 points lower2 points lower4 points lower411 point lower7 points lower10 points lower	Golden Plains 2016Golden Plains 2015Large Rural 2016Vs State- wide 2016Highest score495 points lower5 points lower10 points lower18-34 year olds473 points higher5 points lower7 points lower18-34 year olds472 points lower5 points lower7 points lower18-34 year olds452 points lower5 points lower8 points lower18-34 year olds441 point lower6 points lower10 points lowerNorth441 point lowerEqual lower10 points lowerSouth653 points lower2 points lower4 points lower65+ year olds411 point lower7 points lower10 points lower85+ year olds

2016 SUMMARY OF KEY COMMUNITY SATISFACTION PERCENTAGE RESULTS

Key Measures Summary Results



J00415 Community Satisfaction Survey 2016 – Golden Plains Shire Council

INDIVIDUAL SERVICE AREAS SUMMARY COUNCIL'S PERFORMANCE VS STATE-WIDE AVERAGE

Significantly higher than statewide average



-Consultation & engagement -Lobbying -Local streets & footpaths -Family support services -Elderly support services -Recreational facilities -Waste management -Bus/community dev./tourism -Town planning policy -Making community decisions -Sealed local roads

Significantly lower than state-wide average

J00415 Community Satisfaction Survey 2016 – Golden Plains Shire Council

INDIVIDUAL SERVICE AREAS SUMMARY COUNCIL'S PERFORMANCE VS GROUP AVERAGE





Service areas where importance exceeds performance by 10 points or more, suggesting further investigation is necessary:

Service	Importance	Performance	Net differential
Waste management	85	46	-39
Condition of local streets & footpaths	80	44	-36
Consultation & engagement	75	47	-28
Town planning policy	73	49	-24
Elderly support services	77	61	-16
Family support services	74	62	-12
Business & community development & tourism	61	50	-11
Recreational facilities	71	61	-10





	2016 Priority Area Importance		2015	2014	2013	2012
Waste management		85	82	77	77	n/a
Local streets & footpaths	8	0	79	79	76	76
Elderly support services	77		76	77	76	76
Consultation & engagement	75		77	73	74	72
Family support services	74		73	72	72	72
Town planning policy	73		71	70	72	72
Recreational facilities	71		68	67	71	70
Bus/community dev./tourism	61		63	62	66	64
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Base: All respondents. Councils asked state-wide: 69 Note: Please see page 5 for explanation of significant differences

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NCE SUMMARY	
2016 Priority Area Porformance	

	2016 Priority Area Perfori	mance		2015	2014	2013	2012
Family support services			62	66	66	69	67
Elderly support services			61	63	67	68	67
Recreational facilities			61	62	65	70	73
Bus/community dev./tourism		50		55	57	59	64
Town planning policy		49		53	55	58	62
Consultation & engagement		47		44	59	60	62
Waste management		46		55	73	72	76
Lobbying	· · · · · · · · · · · · · · · · · · ·	45		47	55	56	60
Sealed roads	4	4		45	n/a	n/a	n/a
Community decisions	4	44		45	n/a	n/a	n/a
Local streets & footpaths	4	4		48	46	48	54



Base: All respondents. Councils asked state-wide: 69 Note: Please see page 5 for explanation of significant differences

2016 IMPORTANCE SUMMARY BY COUNCIL GROUP

Top Three Most Important Service Areas

(Highest to lowest, i.e. 1. = most important)

Golden Plains Shire Council	Metropolitan	Interface	Regional Centres	Large Rural	Small Rural
 Waste management Local streets & footpaths Elderly support services 	 Waste management Community decisions Elderly support services 	 Emergency & disaster mngt Waste management Local streets & footpaths 	 Community decisions Emergency & disaster mngt Waste management 	 Emergency & disaster mngt Unsealed roads Elderly support services 	 Emergency & disaster mngt Community decisions Sealed roads

Bottom Three Most Important Service Areas

(Lowest to highest, i.e. 1. = least important)

Golden Plains Shire Council	Metropolitan	Interface	Regional Centres	Large Rural	Small Rural
 Bus/community dev./tourism Recreational facilities Town planning policy 	 Bus/community dev./tourism Community & cultural Slashing & weed control 	 Tourism development Community & cultural Bus/community dev./tourism 	 Community & cultural Art centres & libraries Lobbying 	 Community & cultural Art centres & libraries Tourism development 	 Traffic management Community & cultural Art centres & libraries
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2016 PERFORMANCE SUMMARY By Council Group

Top Three Most Performance Service Areas

(Highest to lowest, i.e. 1. = highest performance)

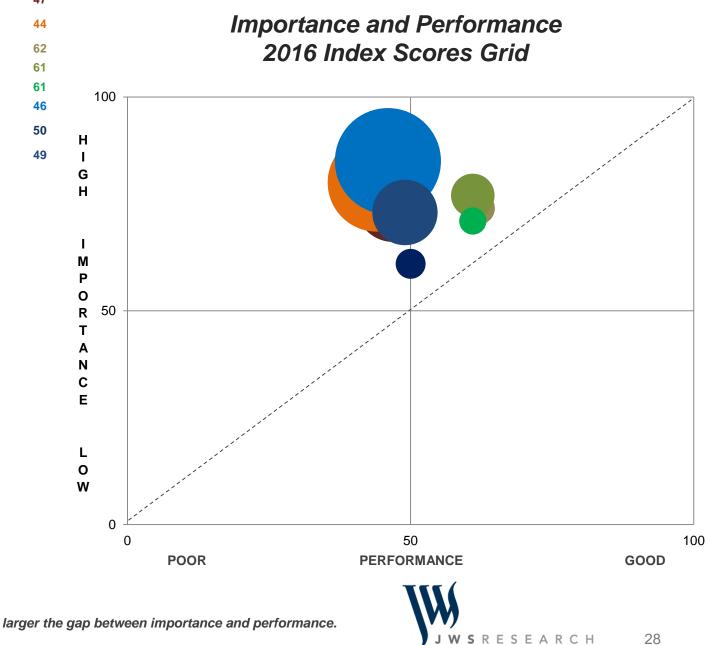
Golden Plains Shire Council	Metropolitan	Interface	Regional Centres	Large Rural	Small Rural
 Family support	 Waste	 Waste	 Art centres &	 Art centres &	 Appearance of
services Elderly support	management Art centres &	management Emergency &	libraries Appearance of	libraries Emergency &	public areas Art centres &
services Recreational	libraries Recreational	disaster mngt Art centres &	public areas Tourism	disaster mngt Appearance of	libraries Emergency &
facilities	facilities	libraries	development	public areas	disaster mngt

Bottom Three Most Performance Service Areas

(Lowest to highest, i.e. 1. = lowest performance)

Golden Plains Shire Council	Metropolitan	Interface	Regional Centres	Large Rural	Small Rural
 Local streets & footpaths Community decisions Sealed roads 	 Planning permits Population growth Town planning policy 	 Unsealed roads Planning permits Town planning policy 	 Community decisions Lobbying Consultation & engagement 	 Unsealed roads Sealed roads Population growth 	 Unsealed roads Town planning policy Planning permits
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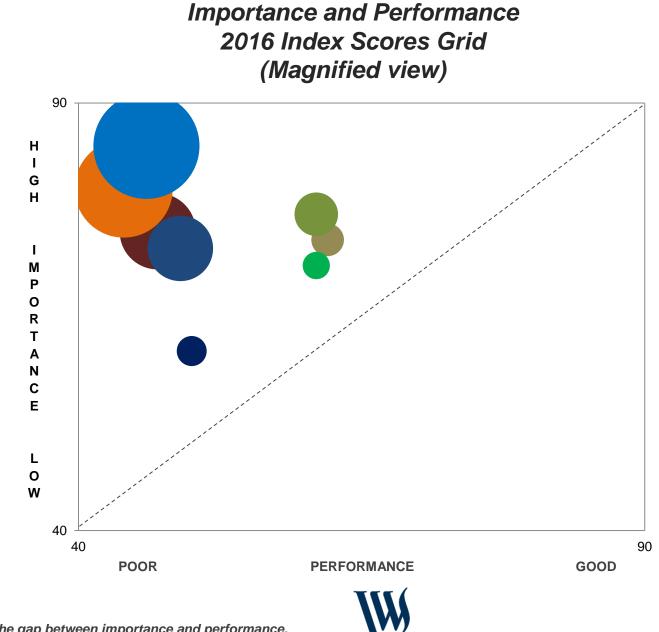
Note: The larger the circle, the larger the gap between importance and performance. Base: All respondents

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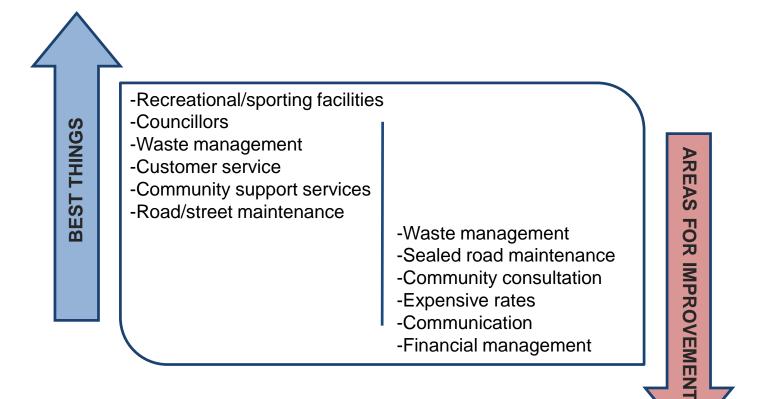
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Service	Importance	Performance
Consultation & engagement	75	47
Condition of local streets & footpaths	80	44
Family support services	74	62
Elderly support services	77	61
Recreational facilities	71	61
Waste management	85	46
Business & community development & tourism	61	50
Town planning policy	73	49



Note: The larger the circle, the larger the gap between importance and performance. Base: All respondents

POSITIVES AND AREAS FOR IMPROVEMENT SUMMARY



Note: 16% of residents volunteer 'nothing' in response to the Best Aspects of Council.

DETAILED FINDINGS

KEY CORE MEASURE OVERALL PERFORMANCE



	2016 Overall Performance		2015	2014	2013	2012
State-wide		59∱	60	61	60	60
Large Rural		54∱	56	n/a	n/a	n/a
18-34		54∱	57	67	64	71
North		53	n/a	n/a	n/a	n/a
65+		51	59	66	63	69
Golden Plains		49	54	62	62	67
Men		49	52	60	59	65
Women		49	56	65	65	68
50-64		49	54	58	60	63
South	45		n/a	n/a	n/a	n/a
35-49	43	I	49	59	61	66

Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Golden Plains 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: 69 Councils asked group: 21

Note: Please see page 5 for explanation about significant differences



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OVERALL PERFORMANCE DETAILED PERCENTAGES

2016 Overall Performance

2016 Golden Plains	5	25			43				14		12	2
					40					_		
2015 Golden Plains	10	28				37			1	3	10) 1
2014 Golden Plains	13		36					39			7	4 1
2013 Golden Plains	10		43					32		-	10	4 1
2012 Golden Plains	18			40				32	2		6	22
State-wide	9	3	86				36			11		5 2
Large Rural	7	30				41				15		7 1
North	5	28				47				12		7 1
South	4	22		40				15		1	8	2
Men	3	25			47				11		11	2
Women	6	25			38				16		13	1
18-34	3	31				49				1	5	3
35-49	7	17		40				12		23		1
50-64	4	25			43				16		9	3
65+	4	31				40			10		12	2
	%	■ Very good	Good	Average	e ∎P	oor	■ Very	o poor	Can'	t say		

Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Golden Plains 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: 69 Councils asked group: 21



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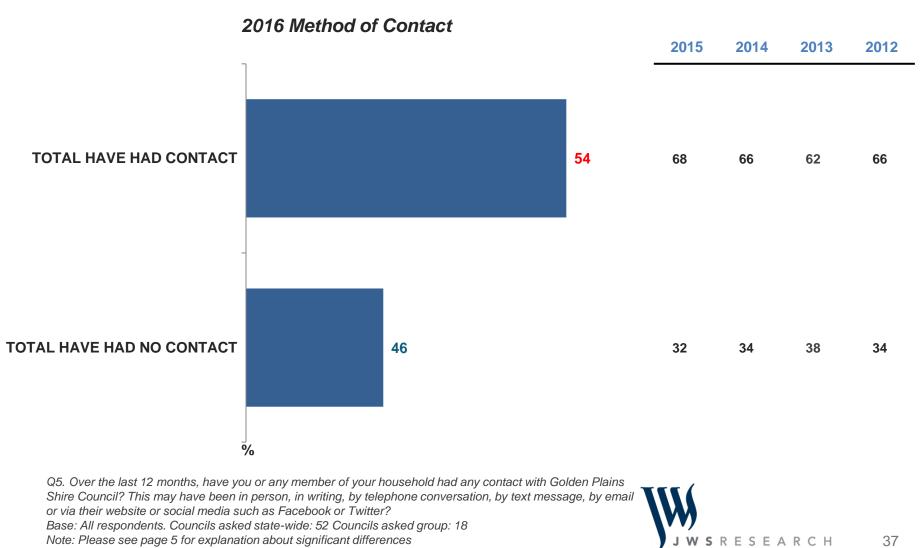
KEY CORE MEASURE CUSTOMER SERVICE

CONTACT LAST 12 MONTHS SUMMARY

Overall contact with Golden Plains Shire Council	 54%, down 14 points on 2015
Most contact with Golden Plains Shire Council	Aged 50-64 yearsWomenSouth
Least contact with Golden Plains Shire Council	Aged 18-34 yearsNorth
Customer Service rating	 Index score of 65, down 3 points on 2015
Most satisfied with Customer Service	Aged 65+ yearsAged 50-64 years
Least satisfied with Customer Service	Aged 35-49 yearsAged 18-34 years
	XXX (









	2016 Customer Service R	ating)			2015	2014	2013	2012
State-wide					69	70	72	71	71
65+					69	69	75	76	77
50-64					68	70	68	71	68
Large Rural				67		67	n/a	n/a	n/a
North				66		n/a	n/a	n/a	n/a
Women				66		72	72	79	72
Golden Plains			65			68	71	77	73
South	63	3				n/a	n/a	n/a	n/a
Men	63	3				64	70	75	74
18-34	62					66	75	78	71
35-49	61					67	69	82	77

Q5c. Thinking of the most recent contact, how would you rate Golden Plains 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: 69 Councils asked group: 21

Note: Please see page 5 for explanation about significant differences



2016 CONTACT CUSTOMER SERVICE DETAILED PERCENTAGES

2016 Customer Service Rating

2016 Golden Plains	27	33	19	12 8 1
2015 Golden Plains	32	29	22	8 7 1
2014 Golden Plains	33	35	19	7 5 1
2013 Golden Plains	44	29		19 5 2 1
2012 Golden Plains	43	25	18	7 6 1
State-wide	30	36	17	8 6 2
Large Rural	27	36	19	9 7 1
North	31	29	19	14 6 1
South	24	36	19	11 10 1
Men	30	28	15	16 10 2
Women	24	38	23	96
18-34	21	32	26	16 5
35-49	25	33	15	15 12
50-64	33	31	18	10 8
65+	27	37	18	9 4 4
	% ■Very good	Good Average Poor	Very poor Ca	an't say

Q5c. Thinking of the most recent contact, how would you rate Golden Plains 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: 69 Councils asked group: 21

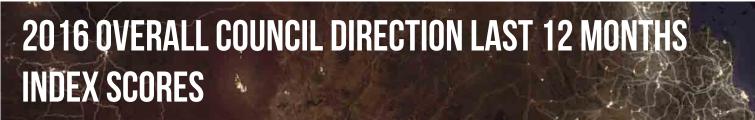
KEY CORE MEASURE COUNCIL DIRECTION INDICATORS

COUNCIL DIRECTION SUMMARY

Council Direction over last 12 months	 53% stayed about the same, down 1 point on 2015 12% improved, down 1 point on 2015 29% deteriorated, down 1 point on 2015
Most satisfied with Council Direction	Aged 18-34 yearsNorth
Least satisfied with Council Direction	Aged 35-49 yearsSouth
Rates vs services trade-off	 25% prefer rate rise 57% prefer service cuts



J00415 Community Satisfaction Survey 2016 – Golden Plains Shire Council



	2016 Overall Direction		2015	2014	2013	2012
State-wide		51个	53	53	53	52
Large Rural		48♠	51	n/a	n/a	n/a
18-34		47	38	57	61	57
North		46	n/a	n/a	n/a	n/a
65+		44	44	55	64	56
50-64		42	45	50	54	54
Golden Plains		41	42	53	57	55
Men		41	39	53	55	56
Women		41	45	54	60	54
South		37	n/a	n/a	n/a	n/a
35-49	34	↓	40	51	54	56

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

Base: All respondents. Councils asked state-wide: 69 Councils asked group: 21 Note: Please see page 5 for explanation about significant differences



2016 OVERALL COUNCIL DIRECTION LAST 12 MONTHS DETAILED PERCENTAGES

2016 Overall Direction

2016 Golden Plains	12		53 29				6
2015 Golden Plains	13		54		3	30	
2014 Golden Plains	16		70			10	4
2013 Golden Plains	23		64				4
2012 Golden Plains	19		68			8	5
State-wide	18		62 15				5
Large Rural	15		61 19				5
North	15		52		23		9
South	9		53		35		3
Men	12		53		30)	4
Women	12		52		29		7
18-34	23		39		28		10
35-49	6		54		39		1
50-64	10		58		25		7
65+	10		62		2	21	7
	%	Improved	Stayed the same	Deteri	orated	Can't say	
		-	-				

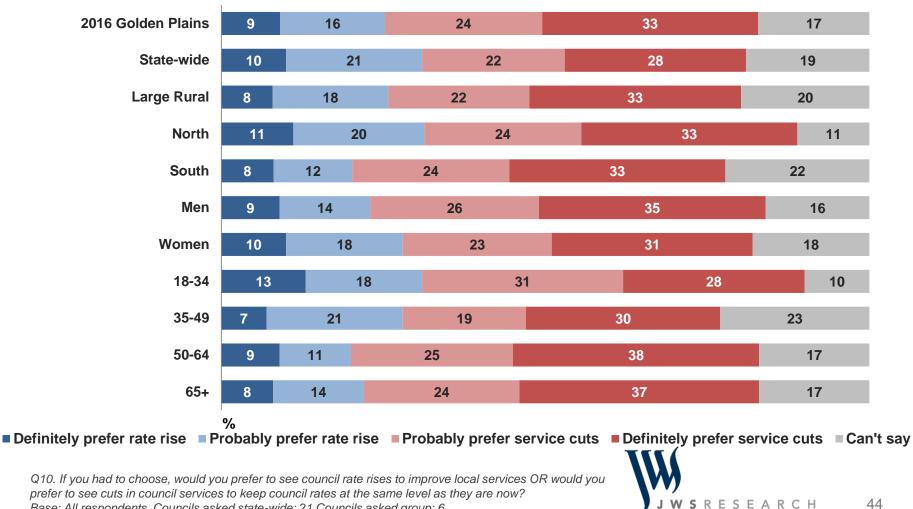
Q6. Over the last 12 months, what is your view of the direction of Golden Plains Shire Council's overall performance?

Base: All respondents. Councils asked state-wide: 69 Councils asked group: 21



2016 RATES/SERVICE TRADE OFF DETAILED PERCENTAGES

2016 Rate Rise v Service Cut



Base: All respondents. Councils asked state-wide: 21 Councils asked group: 6

POSITIVES AND AREAS FOR IMPROVEMENT

2016 BEST THINGS ABOUT COUNCIL DETAILED PERCENTAGES



2016 Best Aspects

Q16. Please tell me what is the ONE BEST thing about Golden Plains 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: 24 Councils asked group: 8

2016 SERVICES TO IMPROVE DETAILED PERCENTAGES

2016 Areas for Improvement



Q17. What does Golden Plains Shire Council MOST need to do to improve its performance? Base: All respondents. Councils asked state-wide: 37 Councils asked group: 10

INDIVIDUAL SERVICE AREAS

2016 COMMUNITY CONSULTATION AND ENGAGEMENT IMPORTANCE INDEX SCORES

2016 Consultatio	on and Engagement Importa	nce	2015	2014	2013	2012
35-49		81	83	73	75	73
South		79∱	n/a	n/a	n/a	n/a
Women		78	77	74	75	75
Large Rural		76	75	n/a	n/a	n/a
Golden Plains		75	77	73	74	72
State-wide		75	74	74	73	73
50-64		75	79	78	76	73
65+	73		78	72	73	74
Men	72		77	72	73	68
North	71↓		n/a	n/a	n/a	n/a
18-34	69♥		67	68	72	66

Q1. Firstly, how important should 'community consultation and engagement' be as a responsibility for Council?

Base: All respondents. Councils asked state-wide: 25 Councils asked group: 8 Note: Please see slide 5 for explanation about significant differences



S R E S E A R C H

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2016 COMMUNITY CONSULTATION AND ENGAGEMENT IMPORTANCE DETAILED PERCENTAGES

2016 Consultation and Engagement Importance

		00		
2016 Golden Plains	32	43	18	5 <mark>1</mark> 1
2015 Golden Plains	38	38	19	3 21
2014 Golden Plains	26	44	24	5 1
2013 Golden Plains	26	47	22	212
2012 Golden Plains	24	43	28	3 <mark>1</mark> 1
State-wide	32	41	22	3 1 2
Large Rural	34	40	20	3 1 2
North	24	43	24	7 <mark>1</mark> 1
South	40	43	13	3 1
Men	26	43	24	5 <mark>1</mark> 1
Women	39	43	12	4 <mark>2</mark> 1
18-34	18	51	21	10
35-49	43	41	1	15 1
50-64	35	39	19	5 <mark>2</mark> 1
65+	31	39	20	5 3 3
Extremely important	ˈ% ■ Very important ■ Fair	ly important IN Not that important	Not at all important	■ Can't s

Q1. Firstly, how important should 'community consultation and engagement' be as a responsibility for

Base: All respondents. Councils asked state-wide: 25 Councils asked group: 8

Council?

2016 COMMUNITY CONSULTATION AND ENGAGEMENT PERFORMANCE INDEX SCORES

2016 Consultation and E	ngagement Performance		2015	2014	2013	2012
18-34		57	48	61	64	68
State-wide		54♠	56	57	57	57
Large Rural		52↑	54	n/a	n/a	n/a
North		52	n/a	n/a	n/a	n/a
Women		50	46	61	64	64
65+		48	48	60	64	63
Golden Plains	4	7	44	59	60	62
50-64	4	7	44	54	56	59
Men	44		43	56	56	60
South	42♥		n/a	n/a	n/a	n/a
35-49	40\		40	59	60	60

Q2. How has Council performed on 'community consultation and engagement' over the last 12 months? Base: All respondents. Councils asked state-wide: 69 Councils asked group: 21 Note: Please see slide 5 for explanation about significant differences



2016 COMMUNITY CONSULTATION AND ENGAGEMENT PERFORMANCE DETAILED PERCENTAGES

2016 Consultation and Engagement Performance

2016 Golden Plains	6	22		34		20	12	7
2015 Golden Plains	6	18	29		21		15	11
2014 Golden Plains	11	3	34		29	1	2 6	8
2013 Golden Plains	11		36		28		13	4 7
2012 Golden Plains	14		34		29		11 4	8
State-wide	8	29		32		15	7	10
Large Rural	7	26		34		17	9	8
North	9	26		35		15	1	0 5
South	3	18	32		25		14	8
Men	6	19	29		25		14	8
Women	6	25		38		15	10	6
18-34	5	28			51		1	3 3
35-49	5	19	29		19		25	2
50-64	7	19	28	}	25	5	8	12
65+	5	24	:	26	22		10	12
	%	Very good	Good	Average	Poor	Very poor	Can't	say
w has Council performed on Il respondents. Councils asl				e last 12 months	?	V) I WSRES	SEARC	н 5

Q2. How ha Base: All respondents. Councils asked state-wide: 69 Councils asked group: 21

2016 LOBBYING ON BEHALF OF THE COMMUNITY PERFORMANCE INDEX SCORES

2016 Lobbying Performance 18-34 State-wide Large Rural n/a n/a n/a North n/a n/a n/a n/a 65+ Women **Golden Plains** 50-64 Men South n/a n/a n/a n/a 35-49 35₩

Q2. How has Council performed on 'lobbying on behalf of the community' over the last 12 months? Base: All respondents. Councils asked state-wide: 69 Councils asked group: 21 Note: Please see slide 5 for explanation about significant differences

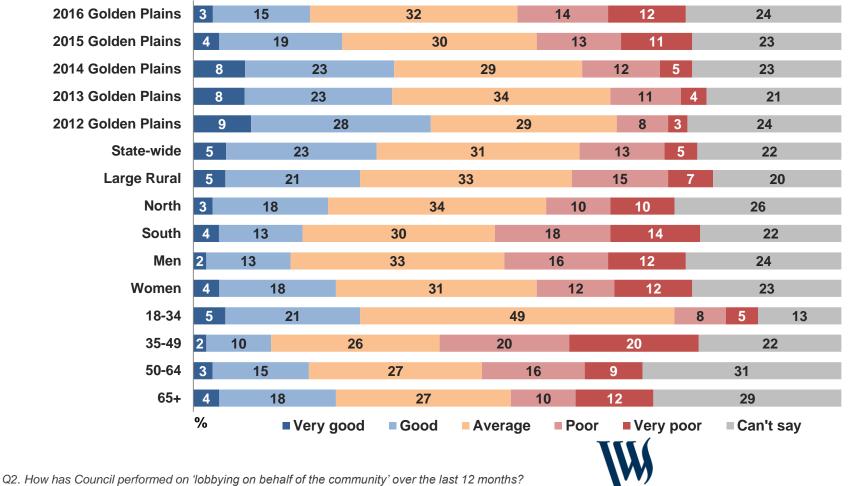


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2016 LOBBYING ON BEHALF OF THE COMMUNITY PERFORMANCE DETAILED PERCENTAGES

2016 Lobbying Performance



Base: All respondents. Councils asked state-wide: 69 Councils asked group: 21

2016 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY PERFORMANCE INDEX SCORES

2016 Communit	y Decisions Made Performanc	е			2015	2014	2013	2012
State-wide				54∱	55	57	n/a	n/a
North				51	n/a	n/a	n/a	n/a
Large Rural			Į	50个	52	n/a	n/a	n/a
18-34			ę	50个	47	n/a	n/a	n/a
50-64			47		46	n/a	n/a	n/a
Golden Plains		44	ļ		45	n/a	n/a	n/a
Men		44			43	n/a	n/a	n/a
Women		44			47	n/a	n/a	n/a
65+		43			45	n/a	n/a	n/a
South		38♥			n/a	n/a	n/a	n/a
35-49		38↓			42	n/a	n/a	n/a
	J							

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: 69 Councils asked group: 21 Note: Please see slide 5 for explanation about significant differences



2016 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY PERFORMANCE DETAILED PERCENTAGES

2016 Golden Plains 2015 Golden Plains State-wide Large Rural North South Men Women 18-34 35-49 50-64 65+ % Poor Very good Good Average Very poor Can't say

2016 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: 69 Councils asked group: 21

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2016 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA PERFORMANCE INDEX SCORES

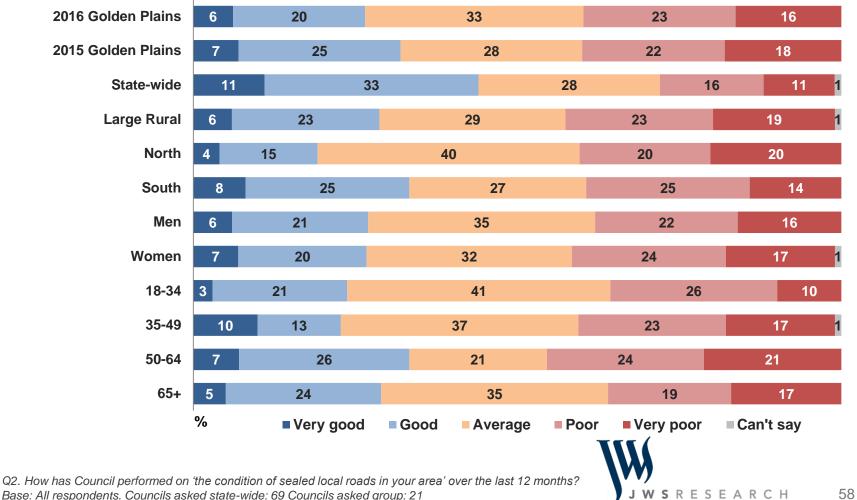
2016 Sealed Loc	al Roads Performance			2015	2014	2013	2012
State-wide			54♠	55	55	n/a	n/a
South		47		n/a	n/a	n/a	n/a
Men		45		46	n/a	n/a	n/a
18-34		45		48	n/a	n/a	n/a
65+		45		51	n/a	n/a	n/a
Golden Plains		44		45	n/a	n/a	n/a
Large Rural		44		45	n/a	n/a	n/a
Women		44		44	n/a	n/a	n/a
35-49		44		40	n/a	n/a	n/a
50-64		44		43	n/a	n/a	n/a
North		41		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: 69 Councils asked group: 21 Note: Please see slide 5 for explanation about significant differences



2016 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA PERFORMANCE DETAILED PERCENTAGES

2016 Sealed Local Roads Performance



Base: All respondents. Councils asked state-wide: 69 Councils asked group: 21

2016 THE CONDITION OF LOCAL STREETS AND FOOTPATHS IN YOUR AREA IMPORTANCE INDEX SCORES

2016 Streets and Footpaths Importance 35-49 **Golden Plains** South n/a n/a n/a n/a Men Women 18-34 50-64 North n/a n/a n/a n/a State-wide Large Rural n/a n/a n/a 65+

Q1. Firstly, how important should 'the condition of local streets and footpaths in your area' be as a responsibility for Council?

Base: All respondents. Councils asked state-wide: 27 Councils asked group: 10 Note: Please see slide 5 for explanation about significant differences



2016 THE CONDITION OF LOCAL STREETS AND FOOTPATHS IN YOUR AREA IMPORTANCE DETAILED PERCENTAGES

2016 Streets and Footpaths Importance

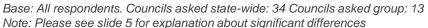
2016 Golden Plains	42	39	13 3 <mark>2</mark> 1
2015 Golden Plains	38	41	16 212
2014 Golden Plains	40	37	17 3 2
2013 Golden Plains	33	44	16 3 2 2
2012 Golden Plains	34	42	16 3 <mark>3</mark> 1
State-wide	34	43	18 212
Large Rural	35	41	18 2 2 2
North	46	31	17 3 3
South	38	46	10 3 2
Men	42	40	11 3 21
Women	42	38	15 3 <mark>1</mark> 2
18-34	41	38	20
35-49	47	38	9 3 1 2
50-64	45	37	11 3 2 2
65+	30	45	13 6 4 3
	%		
Extremely important	Very important Fairly important	nt Not that important Not at all	important Can't

Q1. Firstly, how important should 'the condition of local streets and footpaths in your area' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 27 Councils asked group: 10

2016 THE CONDITION OF LOCAL STREETS AND FOOTPATHS IN YOUR AREA PERFORMANCE INDEX SCORES

2016 Streets and	Footpaths Performance		:	2015	2014	2013	2012
State-wide			57	58	58	58	57
Large Rural			53↑	54	n/a	n/a	n/a
18-34		48		53	46	55	59
South		47		n/a	n/a	n/a	n/a
Men		45		49	45	49	53
Golden Plains	4	4		48	46	48	54
50-64	4	4		44	47	49	46
Women	42			47	46	48	54
35-49	42			45	40	43	56
North	39♥			n/a	n/a	n/a	n/a
65+	39			53	51	50	54

Q2. How has Council performed on 'the condition of local streets and footpaths in your area' over the last 12 months?





2016 THE CONDITION OF LOCAL STREETS AND FOOTPATHS IN YOUR AREA PERFORMANCE DETAILED PERCENTAGES

2016 Streets and Footpaths Performance

	1									
2016 Golden Plains	6		19		33		21		18	3
2015 Golden Plains	11		25		24		21		17	3
2014 Golden Plains	8		21		27		29		12	3
2013 Golden Plains	11		24		27		2	22	15	2
2012 Golden Plains	1:	3		30		26		17	13	3 2
State-wide	12	2		34		2	8		14	8 3
Large Rural	11		29)		30		16	11	4
North	4	12		39			20		20	6
South	8		26		27		2	2	16	1
Men	4		25		32		19)	17	2
Women	8		13	33			23		19	4
18-34	8		21		36			23	1	0 3
35-49	7		19		32		19		23	
50-64	6		21		31		22		17	4
65+	2	16		32		2	20		20	8
	%		Very good	Good	Average	e Po	or Very	y poor	■ Can't sa	ıy
w has Council performed on ? .ll respondents. Councils ask					our area' over th	he last 12	W	S R F S	EARCH	62
,				0				- n L J	- / / 0 //	02

Base: All respondents. Councils asked state-wide: 34 Councils asked group: 13

Q2. How has months?

2014

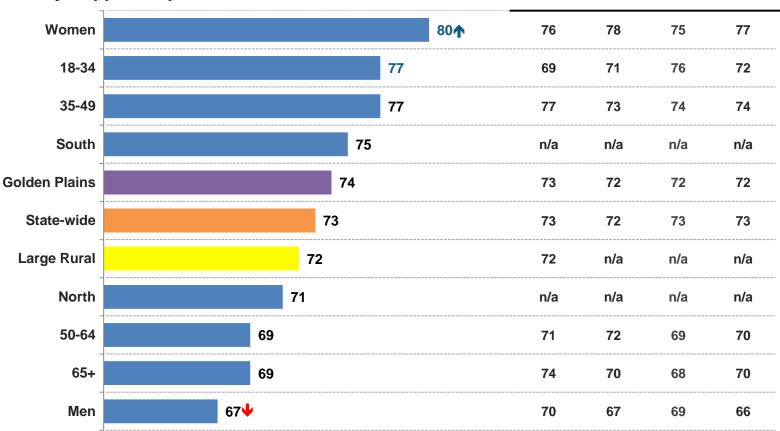
2013

2012

2015

2016 FAMILY SUPPORT SERVICES IMPORTANCE INDEX SCORES

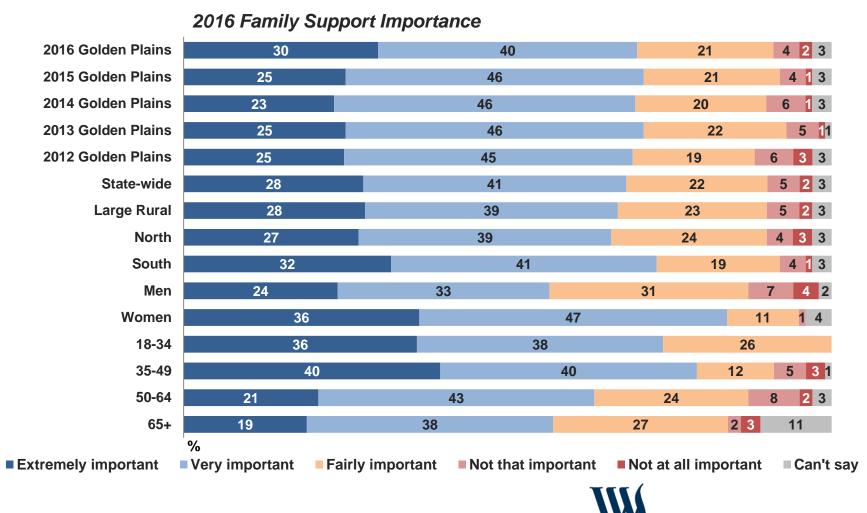
2016 Family Support Importance



Q1. Firstly, how important should 'family support services' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 25 Councils asked group: 8 Note: Please see slide 5 for explanation about significant differences



2016 FAMILY SUPPORT SERVICES IMPORTANCE DETAILED PERCENTAGES



Q1. Firstly, how important should 'family support services' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 25 Councils asked group: 8

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2014

W

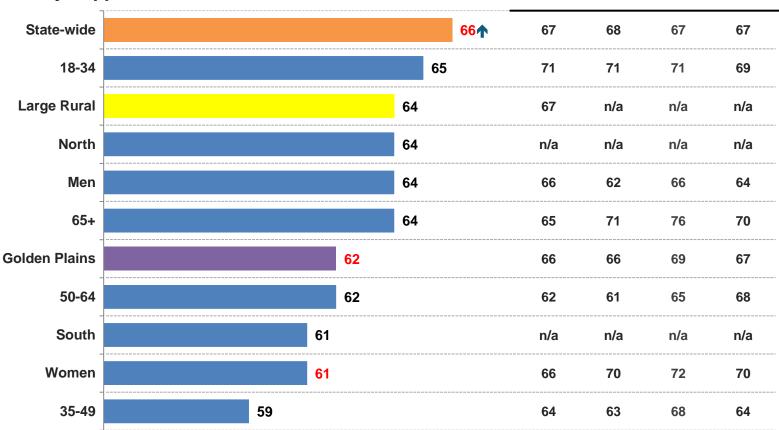
2013

2012

2015

2016 FAMILY SUPPORT SERVICES PERFORMANCE INDEX SCORES

2016 Family Support Performance



Q2. How has Council performed on 'family support services' over the last 12 months? Base: All respondents. Councils asked state-wide: 35 Councils asked group: 11 Note: Please see slide 5 for explanation about significant differences



2016 FAMILY SUPPORT SERVICES PERFORMANCE DETAILED PERCENTAGES

2016 Family Support Performance

2016 Golden Plains	8	28		23 6		3	33
2015 Golden Plains	13	29	29		21		29
2014 Golden Plains	12	29		23		4 2	29
2013 Golden Plains	15		32	22		4 1	26
2012 Golden Plains	14	3	0	19		6 2	29
State-wide	10	31		21		4 2	32
Large Rural	10	30		23		52	29
North	9	30		19 6		2	34
South	7	26		26 5		3	33
Men	7	29		22 4 2			37
Women	9	27		24		7 3	29
18-34	13		36	18		10	3 21
35-49	4	29		27	ļ	5 3	30
50-64	6	24	22	22 5 1			43
65+	11	11 21		23 1 4			40
	%	Very good	Good	Average	Poor	Very p	ooor Can't say
Q2. How has Council performed on Base: All respondents. Councils ask						J W S	RESEARCH 6

2014

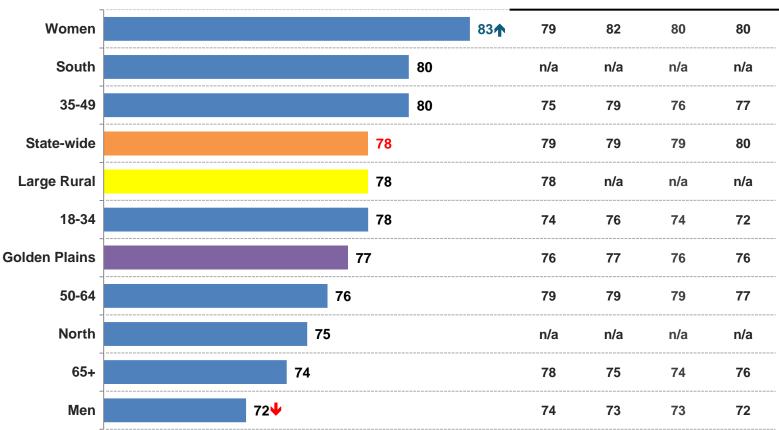
2013

2012

2015

2016 ELDERLY SUPPORT SERVICES IMPORTANCE INDEX SCORES

2016 Elderly Support Importance



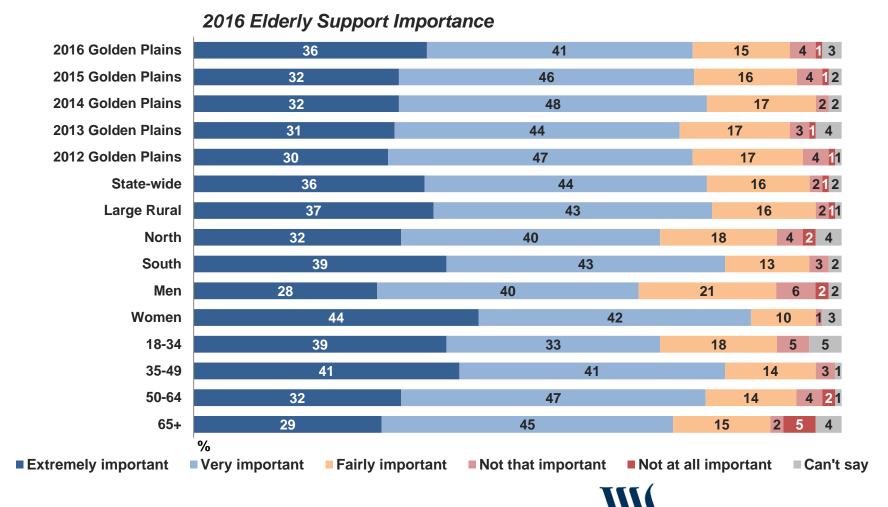
Q1. Firstly, how important should 'elderly support services' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 26 Councils asked group: 8 Note: Please see slide 5 for explanation about significant differences



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2016 ELDERLY SUPPORT SERVICES IMPORTANCE DETAILED PERCENTAGES



Q1. Firstly, how important should 'elderly support services' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 26 Councils asked group: 8

2014

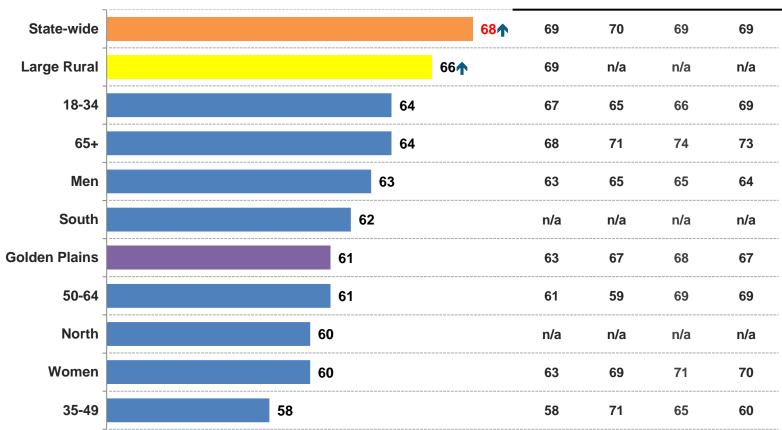
2013

2012

2015

2016 ELDERLY SUPPORT SERVICES PERFORMANCE INDEX SCORES

2016 Elderly Support Performance



Q2. How has Council performed on 'elderly support services' over the last 12 months? Base: All respondents. Councils asked state-wide: 37 Councils asked group: 12 Note: Please see slide 5 for explanation about significant differences



2016 ELDERLY SUPPORT SERVICES PERFORMANCE DETAILED PERCENTAGES

2016 Elderly Support Performance

2016 Golden Plains	10	18	2	5	5 3	39	
2015 Golden Plains	10	26		19	5 4	36	
2014 Golden Plains	11	29	9	16	52	38	
2013 Golden Plains	11	2	.9	15	4 2	38	
2012 Golden Plains	16		23	16	7 2	36	
State-wide	14		30	20	0 5	2 30	
Large Rural	14		30		22	<mark>6 2</mark> 25	
North	7	18	21	6 2		46	
South	12	19		28	5 3	34	
Men	8	20	23	3 4	2	42	
Women	12	16	2	26	7 3	36	
18-34	10	15		33	3	38	
35-49	5	17	25	4 3		45	
50-64	10	17	21	6	3	43	
65+	17		26	17	9	5 25	
	%	■ Very good	d Good	Average	Poor	Very poor Can't say	
Q2. How has Council performed on Base: All respondents. Councils ask)		W S R E S E A R C H	7(

2016 RECREATIONAL FACILITIES IMPORTANCE INDEX SCORES

2016 Recreational Facilities Importance 35-49 South n/a n/a n/a n/a State-wide 18-34 Large Rural n/a n/a n/a Men **Golden Plains** Women 50-64 North n/a n/a n/a n/a 65+ **↓**

Q1. Firstly, how important should 'recreational facilities' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 29 Councils asked group: 10 Note: Please see slide 5 for explanation about significant differences



W

2016 RECREATIONAL FACILITIES IMPORTANCE DETAILED PERCENTAGES

2016 Recreational Facilities Importance

			•			
2016 Golden Plains	28		40	22	7 21	
2015 Golden Plains	19		45	28	6 <mark>2</mark> 1	
2014 Golden Plains	19	4	2	28	8 <mark>2</mark> 1	
2013 Golden Plains	21		46		3 1	
2012 Golden Plains	20		47	24	6 <mark>2</mark> 1	
State-wide	25		45		4 <mark>1</mark> 1	
Large Rural	26		44		4 <mark>1</mark> 1	
North	22		43	23		10 3
South	33		38		22	5 <mark>1</mark> 1
Men	33		34	24	24	
Women	22		47		8 1	
18-34	31		38		8	
35-49		39	34		19	
50-64	19		27		6 <mark>1</mark> 1	
65+	16	44		20	11	7 2
	%					- 0 - 1
Extremely important	Very important	Fairly important	Not that important	Not at all i	mportant	■ Can't sa

Q1. Firstly, how important should 'recreational facilities' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 29 Councils asked group: 10

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2016 RECREATIONAL FACILITIES PERFORMANCE INDEX SCORES

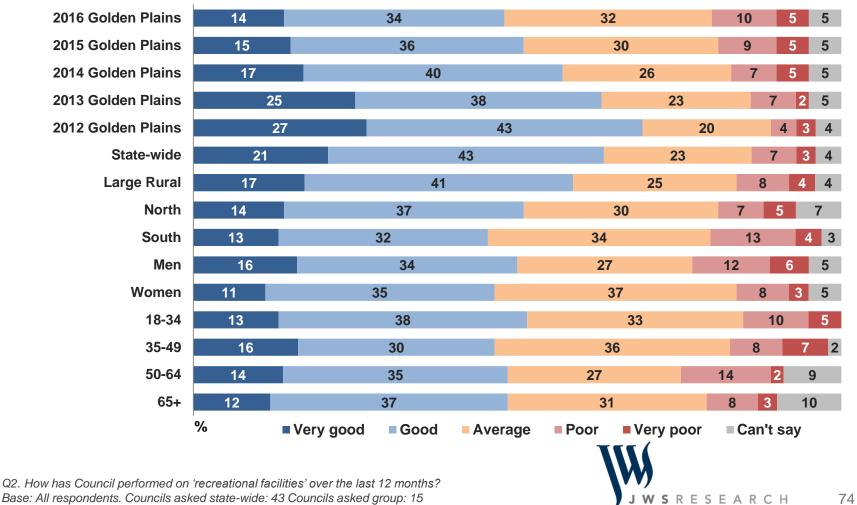
2016 Recreation	al Facilities Perfo	rmance	;			2015	2014	2013	2012
State-wide					69↑	70	71	70	70
Large Rural				65↑		66	n/a	n/a	n/a
North			63			n/a	n/a	n/a	n/a
65+			63			67	72	77	78
50-64		62				65	65	71	73
Golden Plains		61				62	65	70	73
Men		61				63	63	68	72
Women		61				62	67	73	73
18-34		61				65	63	69	73
South	60	0				n/a	n/a	n/a	n/a
35-49	60)				55	63	67	69

Q2. How has Council performed on 'recreational facilities' over the last 12 months? Base: All respondents. Councils asked state-wide: 43 Councils asked group: 15 Note: Please see slide 5 for explanation about significant differences



2016 RECREATIONAL FACILITIES PERFORMANCE DETAILED PERCENTAGES

2016 Recreational Facilities Performance



2016 WASTE MANAGEMENT IMPORTANCE INDEX SCORES

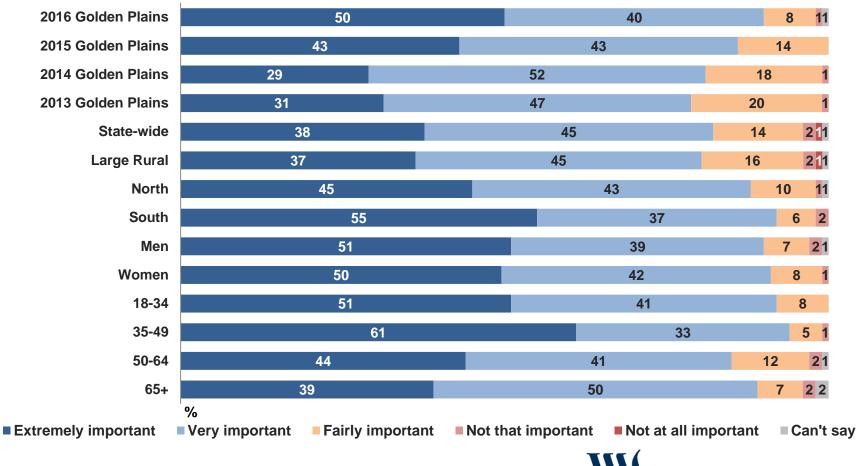
2016 Waste Management Importance 2015 2014 2013 2012 35-49 89 88 77 78 n/a South 86 n/a n/a n/a n/a 18-34 86 77 75 76 n/a **Golden Plains** 85 82 77 77 n/a 85 Men 81 78 77 n/a 85 Women 83 77 78 n/a North 83 n/a n/a n/a n/a 50-64 82 81 80 78 n/a 65+ 82 80 79 79 n/a State-wide 80↓ 79 79 79 78 Large Rural **79** n/a 78 n/a n/a

Q1. Firstly, how important should 'waste management' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 31 Councils asked group: 10 Note: Please see slide 5 for explanation about significant differences





2016 Waste Management Importance



Q1. Firstly, how important should 'waste management' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 31 Councils asked group: 10

2016 WASTE MANAGEMENT PERFORMANCE INDEX SCORES

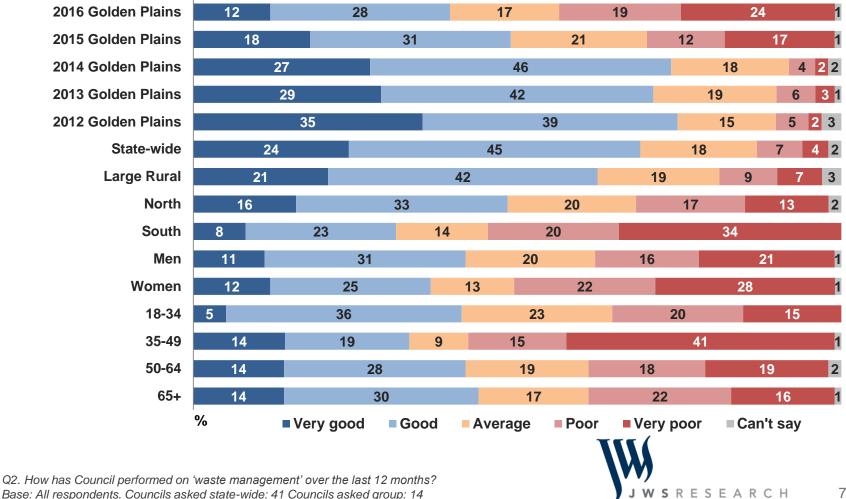
2016 Waste Man	agement Performance		2015	2014	2013	2012
State-wide		70个	72	73	71	72
Large Rural		66∱	68	n/a	n/a	n/a
North		55↑	n/a	n/a	n/a	n/a
65+	51		62	78	72	80
50-64	50		58	71	71	74
Men	49		57	73	72	78
18-34	49		53	75	75	74
Golden Plains	46		55	73	72	76
Women	43		53	74	72	73
South	384		n/a	n/a	n/a	n/a
35-49	37↓		49	72	72	76
	*					

Q2. How has Council performed on 'waste management' over the last 12 months? Base: All respondents. Councils asked state-wide: 41 Councils asked group: 14 Note: Please see slide 5 for explanation about significant differences



2016 WASTE MANAGEMENT PERFORMANCE DETAILED PERCENTAGES

2016 Waste Management Performance



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2016 BUSINESS AND COMMUNITY DEVELOPMENT AND TOURISM IMPORTANCE INDEX SCORES

2016 Business/L	Development/Tourism Importance		2015	2014	2013	2012
Large Rural		69↑	70	n/a	n/a	n/a
State-wide		67	67	67	67	66
Women		66个	67	64	66	68
18-34		64	62	57	68	65
35-49		64	66	64	70	67
South		62	n/a	n/a	n/a	n/a
Golden Plains		61	63	62	66	64
North		60	n/a	n/a	n/a	n/a
65+		58	61	59	58	60
Men		57	60	59	65	60
50-64		57	63	65	62	62

Q1. Firstly, how important should 'business and community development and tourism' be as a responsibility for Council?

Base: All respondents. Councils asked state-wide: 20 Councils asked group: 6 Note: Please see slide 5 for explanation about significant differences



2016 BUSINESS AND COMMUNITY DEVELOPMENT AND TOURISM IMPORTANCE DETAILED PERCENTAGES

2016 Business/Development/Tourism Importance

2016 Golden Plains	16	32		35			10	5 2
2015 Golden Plains	17	34		36			8	4 1
2014 Golden Plains	12	36			38		10	32
2013 Golden Plains	18	38			31			9 21
2012 Golden Plains	15	38			35			10 11
State-wide	21	38			30			8 22
Large Rural	24		39		2	27		6 21
North	15	30		37			10	6 2
South	18	33			33		11	5 1
Men	14	27		37		14	4	7 1
Women	19	37			32		7	32
18-34	21	28			41		3	5 3
35-49	21	32			32		11	4
50-64	12	30		38			12	6 1
65+	11	38		26		17		5 4
	%							-0.4
Extremely important	Very important	Fairly important	Not that	t important	Not at a	II impor	lant	Can't

Q1. Firstly, how important should 'business and community development and tourism' be as a responsibility for Council?

Base: All respondents. Councils asked state-wide: 20 Councils asked group: 6

2016 BUSINESS AND COMMUNITY DEVELOPMENT AND TOURISM PERFORMANCE INDEX SCORES

2016 Business/L	Development/Tourism Performan	ice		2015	2014	2013	2012
State-wide			60	61	62	62	62
Large Rural			59 个	59	n/a	n/a	n/a
50-64		55		57	57	56	65
18-34		53		55	61	62	64
South		52		n/a	n/a	n/a	n/a
Women		52		57	60	62	65
65+		51		56	60	63	68
Golden Plains		50		55	57	59	64
Men		49		53	54	57	63
North		48		n/a	n/a	n/a	n/a
35-49	44	ł		53	53	59	61
-	*						

Q2. How has Council performed on 'business and community development and tourism' over the last 12 months?

Base: All respondents. Councils asked state-wide: 26 Councils asked group: 9 Note: Please see slide 5 for explanation about significant differences



2016 BUSINESS AND COMMUNITY DEVELOPMENT AND TOURISM PERFORMANCE DETAILED PERCENTAGES

2016 Business/Development/Tourism Performance

2016 Golden Plains	4	21		35		12	8	20	
2015 Golden Plains	7	29			32		15	4 13	
2014 Golden Plains	8	29	9		30	1		17	
2013 Golden Plains	10		30		35		10	3 12	
2012 Golden Plains	13		36		3	0	6	4 12	
State-wide	10		32		31		10	3 14	
Large Rural	10		32		32		11	5 10	0
North	3	20		37		13	9	19	
South	5	23		34		12	7	21	
Men	2	22		31	13	9		23	
Women	5	21		39		11	7	17	
18-34	3	26			49		1	3 3	8
35-49	3	17		32	16		14	18	
50-64	5	21		33		9 4		28	
65+	5	23		26	10	9		27	
	%	■ Very go	ood Go	od Averag	e Poor	Very	poor	Can't say	
Q2. How has Council performed on months?	ʻbusiness ar	nd community de	evelopment and	tourism' over the la	ast 12				

Base: All respondents. Councils asked state-wide: 26 Councils asked group: 9

JWSRESEARCH

2014

2013

2012

2015

2016 COUNCIL'S GENERAL TOWN PLANNING POLICY IMPORTANCE INDEX SCORES

2016 Town Planning Importance

			2010	2014	2010	2012
35-49		78	74	71	73	73
South	76		n/a	n/a	n/a	n/a
Golden Plains	73		71	70	72	72
State-wide	73		72	72	73	72
Large Rural	73		73	n/a	n/a	n/a
Men	73		71	67	71	69
50-64	73		73	73	75	74
Women	72		72	73	73	74
65+	71		73	70	72	71
North	69 \		n/a	n/a	n/a	n/a
18-34	684		63	64	69	67
-						

Q1. Firstly, how important should 'council's general town planning policy' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 19 Councils asked group: 6 Note: Please see slide 5 for explanation about significant differences



2016 COUNCIL'S GENERAL TOWN PLANNING POLICY IMPORTANCE DETAILED PERCENTAGES

2016 Town Planning Importance

		•					
2016 Golden Plains	27		38		25		4 1 5
2015 Golden Plains	25		41		23		4 3 4
2014 Golden Plains	22	3	7		28		17
2013 Golden Plains	23		43		24	L .	4 1 5
2012 Golden Plains	24		40		26		4 1 5
State-wide	27		40		24	4	4 1 5
Large Rural	27		40			24	314
North	21	36			31		<mark>5 1</mark> 6
South	33		41			20	3 1 3
Men	29		38			25	314
Women	25		39		25		4 1 5
18-34	18	36			36		5 5
35-49	4	41		37		16	4 2
50-64	25		43			23	3 1 5
65+	21	37			29	21	12
	%						
Extremely important	Very important	Fairly important	Not that imp	oortant	Not at all	important	■Can't s
					(



Q1. Firstly, how important should 'council's general town planning policy' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 19 Councils asked group: 6

2016 COUNCIL'S GENERAL TOWN PLANNING POLICY PERFORMANCE INDEX SCORES

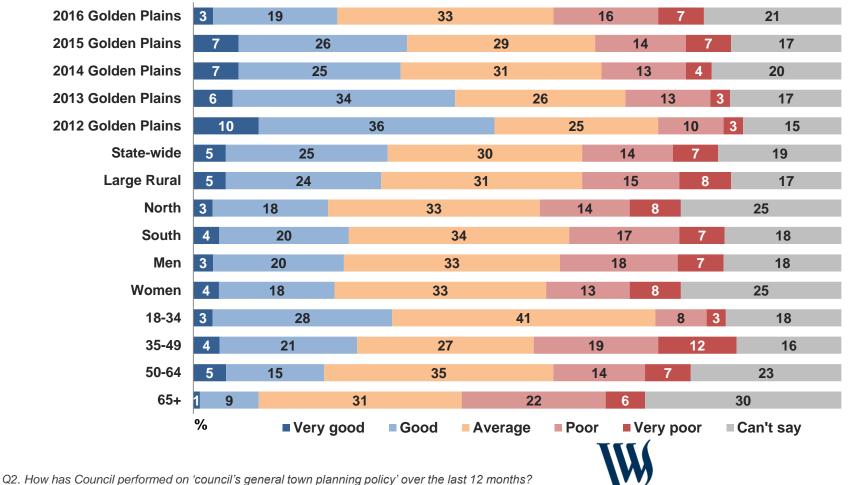
2016 Town Planning Performance 18-34 State-wide Large Rural n/a n/a n/a **Golden Plains** South n/a n/a n/a n/a Women 50-64 North n/a n/a n/a n/a Men 35-49 42♥ 65+

Q2. How has Council performed on 'council's general town planning policy' over the last 12 months? Base: All respondents. Councils asked state-wide: 27 Councils asked group: 9 Note: Please see slide 5 for explanation about significant differences



2016 COUNCIL'S GENERAL TOWN PLANNING POLICY PERFORMANCE DETAILED PERCENTAGES

2016 Town Planning Performance

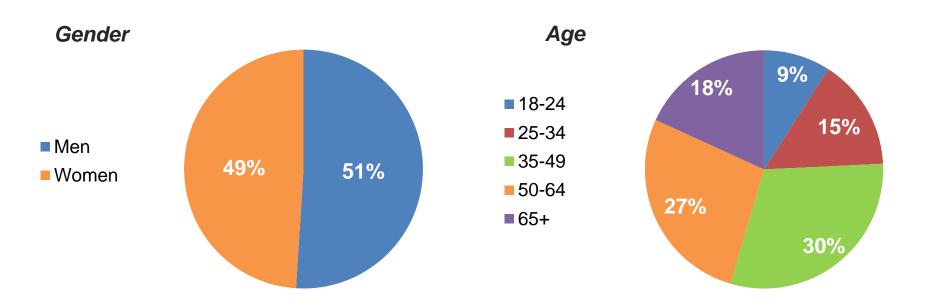


Base: All respondents. Councils asked state-wide: 27 Councils asked group: 9

DETAILED DEMOGRAPHICS

J00415 Community Satisfaction Survey 2016 – Golden Plains Shire Council

2016 GENDER AND AGE PROFILE



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.

S3. [Record gender] / S4. To which of the following age groups do you belong? Base: All respondents. Councils asked state-wide: 69 Councils asked group: 21



APPENDIX A: DETAILED SURVEY TABULATIONS

AVAILABLE IN SUPPLIED EXCEL FILE

APPENDIX B: FURTHER PROJECT INFORMATION

APPENDIX B: BACKGROUND AND OBJECTIVES

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 Golden Plains 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 2012-2016 have been made throughout this report as appropriate.**





The sample size for the 2016 State-wide Local Government Community Satisfaction Survey for Golden Plains 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 +/-4.8% 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 45.2% - 54.8%.

Maximum margins of error are listed in the table below, based on a population of 15,000 people aged 18 years or over for Golden Plains Shire Council, according to ABS estimates.

Demographic	Actual survey sample size	Weighted base	Maximum margin of error at 95% confidence interval
Golden Plains Shire Council	400	400	+/-4.8
Men	170	205	+/-7.5
Women	230	195	+/-6.4
North	181	189	+/-7.3
South	219	211	+/-6.6
18-34 years	39	96	+/-15.9
35-49 years	97	122	+/-10.0
50-64 years	157	109	+/-7.8
65+ years	107	74	+/-9.5

All participating councils are listed in the state-wide report published on the DELWP website. In 2016, 69 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 2012-2016 vary slightly.

Council Groups

Golden Plains 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, Horsham, Macedon Ranges, Mitchell, Moira, Moorabool, Mount Alexander, Moyne, South Gippsland, Southern Grampians, Surf Coast, Swan Hill, Wangaratta and Wellington.

Wherever appropriate, results for Golden Plains Shire Council for this 2016 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.



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 benchmark 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%		INDEX SCORE 60

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%		INDEX SCORE 56





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.



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 2016 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 2016 State-wide Local Government Community Satisfaction Survey were optional. Councils also had the ability to ask tailored questions specific only to their council.



Reporting

Every council that participated in the 2016 State-wide Local Government Community Satisfaction Survey receives a customised report. In addition, the state government is supplied with a state-wide summary report of the aggregate results of 'Core' and 'Optional' questions asked across all council areas surveyed.

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

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



APPENDIX B: GLOSSARY OF TERMS

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

CSS: 2016 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.

