

# **2023 Local Government Community Satisfaction Survey**

## **Golden Plains Shire Council**

Coordinated by the Department of  
Government Services on behalf of  
Victorian councils





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## Background and objectives

**The Victorian Community Satisfaction Survey (CSS) creates a vital interface between the council and their community.**

**Held annually, the CSS asks the opinions of local people about the place they live, work and play and provides confidence for councils in their efforts and abilities.**

Now in its twenty-fourth year, this survey provides insight into the community's views on:

- councils' overall performance, with benchmarking against State-wide and council group results
- value for money in services and infrastructure
- community consultation and engagement
- decisions made in the interest of the community
- customer service, local infrastructure, facilities, services and
- overall council direction.

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

### Serving Victoria for 24 years

Each year the CSS data is used to develop this State-wide report which contains all of the aggregated results, analysis and data. Moreover, with 24 years of results, the CSS offers councils a long-term measure of how they are performing – essential for councils that work over the long term to provide valuable services and infrastructure to their communities.

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

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



## **Key findings and recommendations**

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# Golden Plains Shire Council – at a glance

## Overall council performance

Results shown are index scores out of 100.

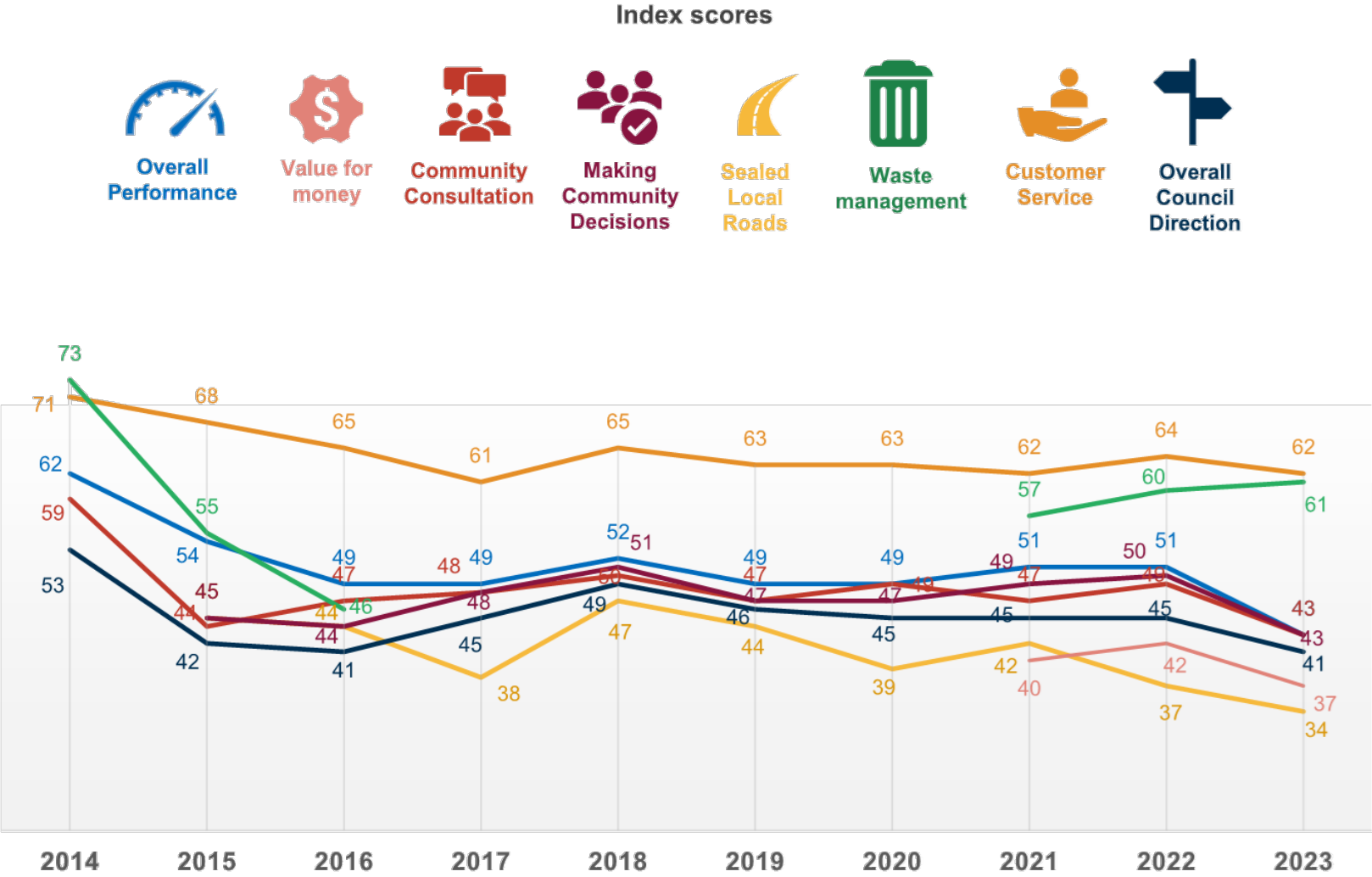


## Council performance compared to group average

Top 3 performing areas		
	Waste management	▼ lower
	Lobbying	▼ lower
	Consultation & engagement	▼ lower
Lowest 3 performing areas		
	Unsealed roads	▼ lower
	Sealed local roads	▼ lower
	Community decisions	▼ lower
	Customer service	= on par



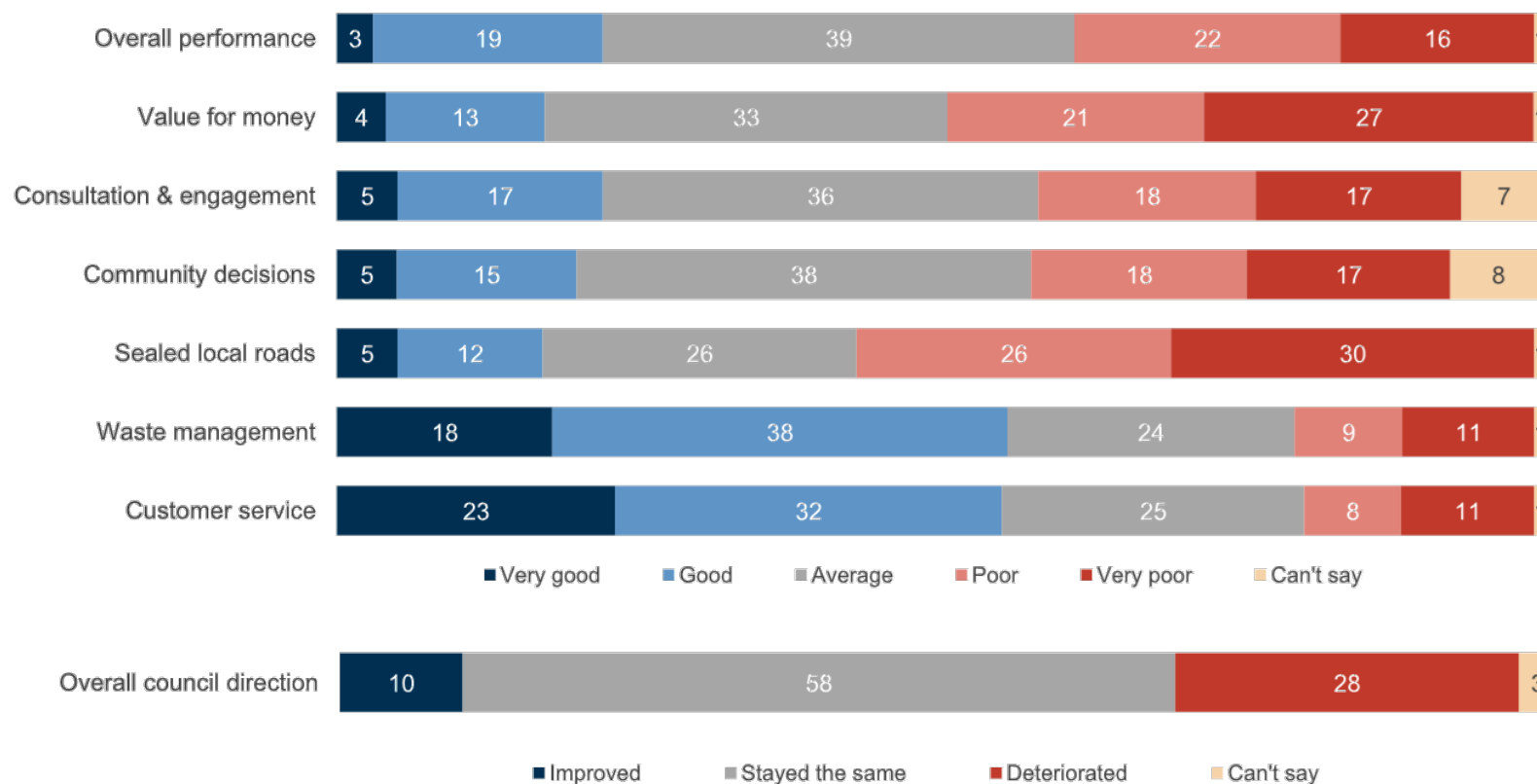
Summary of core measures














## Summary of core measures

### Core measures summary results (%)





## Summary of Golden Plains Shire Council performance

Services		Golden Plains 2023	Golden Plains 2022	Large Rural 2023	State-wide 2023	Highest score	Lowest score
	Overall performance	43	51	52	56	Aged 65+ years	Aged 50-64 years
	Value for money	37	42	45	49	North-West residents	Aged 35-49 years
	Overall council direction	41	45	44	46	Aged 18-34 years	Central residents
	Customer service	62	64	65	67	North-West residents	Men, South-East residents
	Waste management	61	60	65	66	North-West residents	South-East residents
	Lobbying	46	51	49	51	Aged 65+ years	Aged 50-64 years
	Consultation & engagement	43	49	49	52	North-West residents	South-East residents
	Community decisions	43	50	48	51	North-West residents	Aged 35-49 years, South-East residents, Aged 50-64 years
	Sealed local roads	34	37	40	48	Aged 65+ years	Central residents
	Unsealed roads	27	33	35	37	Aged 65+ years	Aged 18-34 years

Significantly **higher** / **lower** than Golden Plains Shire Council 2023 result at the 95% confidence interval.  
Please see Appendix A for explanation of significant differences.



## Focus areas for the next 12 months

### Overview

Perceptions of Golden Plains Shire Council's overall performance have declined significantly in the past 12 months. This decline in overall performance in 2023 is consistent with but greater than the pattern across the Large Rural group average (and indeed State-wide). Significant declines in performance ratings are also evident in almost all individual service areas evaluated, with the exceptions of waste management and sealed local roads.

### Focus areas

Council's rates lowest on its performance in road-related service areas. Sealed and unsealed local roads exhibit the largest differential between perceived importance and Council performance – and the gap is growing each year – both in excess of 50 points this year. Ratings on both service areas continue to trend downwards. Maintenance of unsealed roads suffered a significant decline this year, while almost two in five (39%) cite sealed road maintenance as the area most in need of Council's attention to improve performance.

### Comparison to state and area grouping

Council performs significantly lower than the State-wide average for all services areas evaluated. Against the Large Rural group, Council rates significantly lower than average on almost all evaluated service areas, the exceptions being overall council direction and customer service, where it performs in line with the group average.

### Maintain gains achieved to date

Despite experiencing many declines in 2023, Council should not lose sight of where it is performing well. Council should seek to maintain its performance on waste management and customer service. In the area of waste management, Council's performance ratings are trending upwards. In customer service, Council's performance this year is steady, unlike significant declines seen in the Large Rural group and State-wide.



# DETAILED FINDINGS



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# Overall performance



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## Overall performance

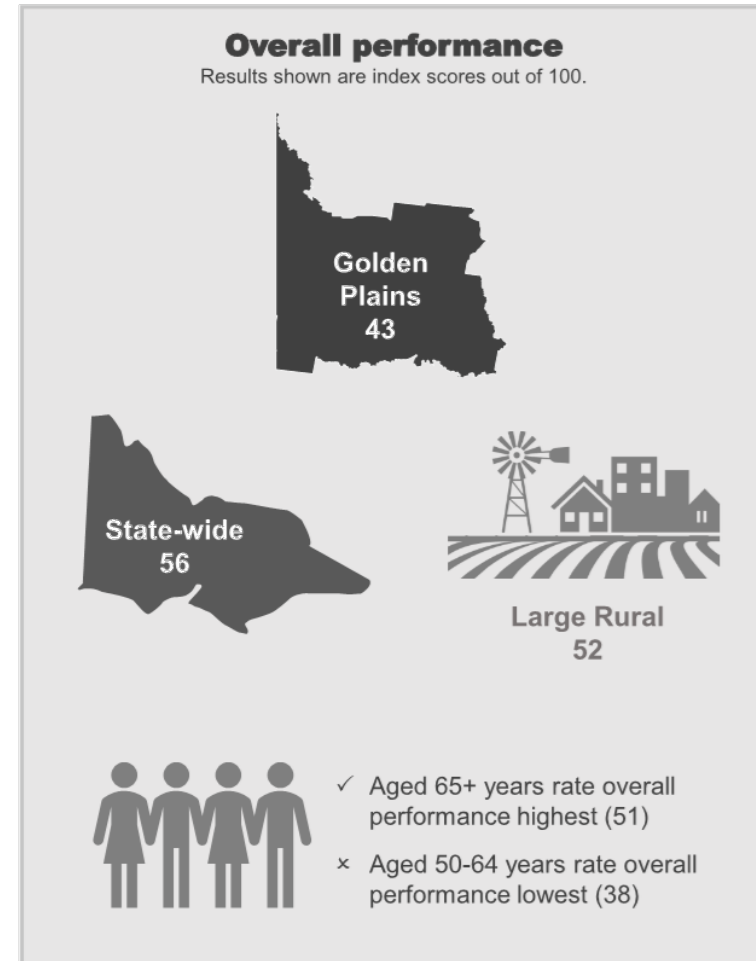
The overall performance index score of 43 for Golden Plains Shire Council represents a significant eight-point decline on the 2022 result. This is Council's lowest overall performance score recorded. Prior to 2023, Council's rating had been stable for six years.

Council's overall performance remains rated statistically significantly lower (at the 95% confidence interval) than the average rating for councils in the Large Rural group and State-wide (index scores of 52 and 56 respectively).

- Ratings among almost all demographic and geographic cohorts declined significantly in the past year, with the exception of residents aged 65 years and over and those living in Central and North-West areas.
- Overall performance ratings are significantly higher than average among residents aged 65 years and over and those in the North-West area.

Less than two in ten residents (17%) rate the value for money they receive from Council in infrastructure and services as 'very good' or 'good'. In contrast, almost half (48%) rate Council as 'very poor' or 'poor' on this metric.

- Residents of the South-East and Central areas rate value for money significantly lower compared to average, as well as those aged 35 to 49 years. Conversely, ratings among those in the North-West and residents aged 65 years are significantly higher.





## Overall performance

### 2023 overall performance (index scores)

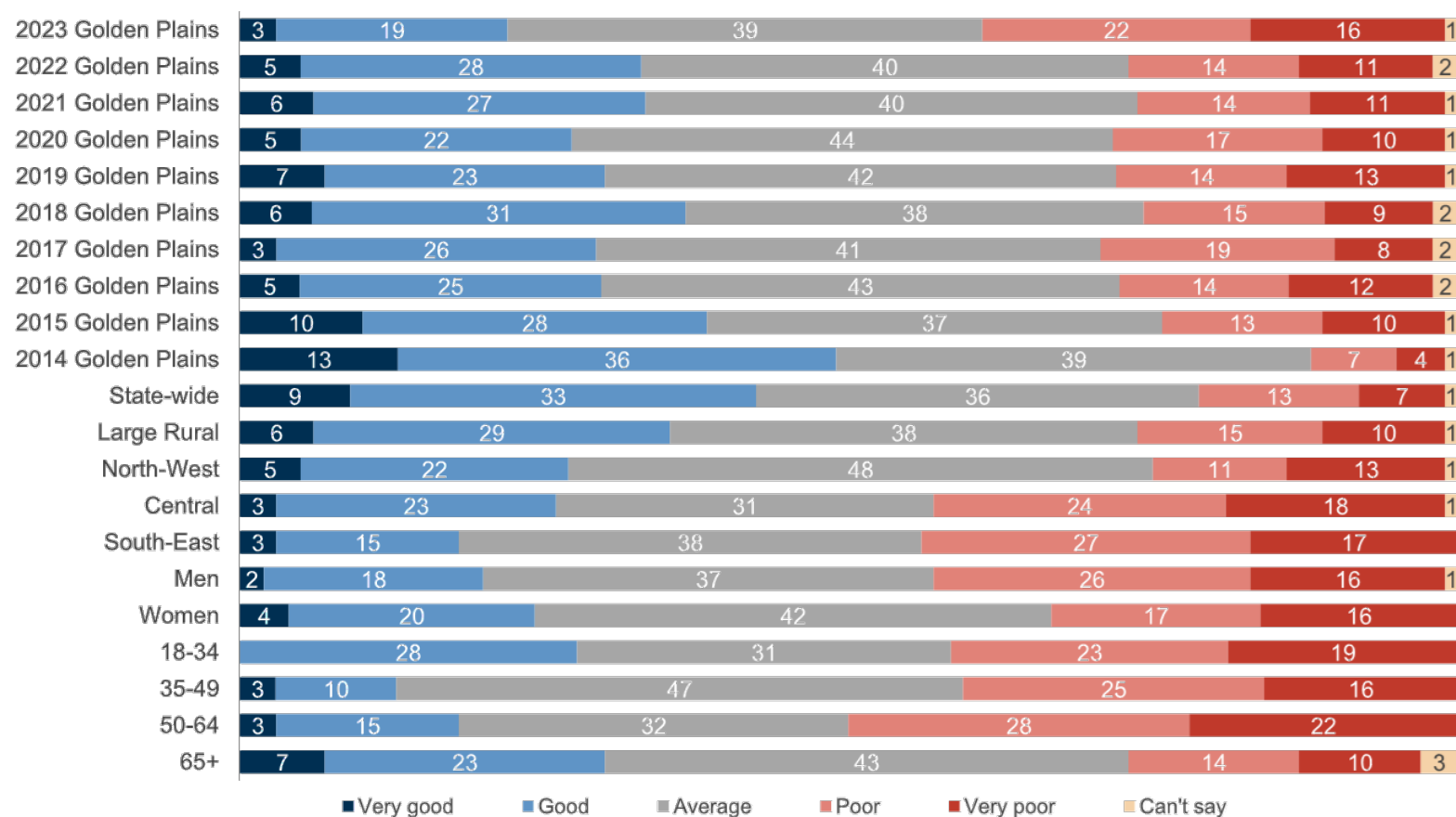
		2022	2021	2020	2019	2018	2017	2016	2015	2014
State-wide	56▲	59	61	58	60	59	59	59	60	61
Large Rural	52▲	55	58	55	56	56	54	54	56	n/a
65+	51▲	55	55	51	54	53	52	51	59	66
North-West	49▲	54	52	49	n/a	n/a	n/a	n/a	n/a	n/a
Women	45	51	51	49	48	55	53	49	56	65
Golden Plains	43	51	51	49	49	52	49	49	54	62
Central	42	49	49	45	n/a	n/a	n/a	n/a	n/a	n/a
18-34	42	51	57	52	55	54	50	54	57	67
Men	41	50	51	48	50	50	46	49	52	60
South-East	40	48	51	49	n/a	n/a	n/a	n/a	n/a	n/a
35-49	40	49	45	45	43	52	48	43	49	59
50-64	38	47	46	46	48	50	46	49	54	58

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: 66 Councils asked group: 18  
 Note: Please see Appendix A for explanation of significant differences.



## Overall performance

### 2023 overall performance (%)



Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of 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: 66 Councils asked group: 18





## Value for money in services and infrastructure

### 2023 value for money (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
North-West	51▲	49	41	n/a	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	49▲	53	54	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Large Rural	45▲	48	50	n/a	n/a	n/a	n/a	n/a	n/a	n/a
65+	45▲	48	46	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	40	39	37	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Women	40	42	40	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Golden Plains	37	42	40	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	34	42	41	n/a	n/a	n/a	n/a	n/a	n/a	n/a
18-34	33	40	46	n/a	n/a	n/a	n/a	n/a	n/a	n/a
South-East	31▼	37	41	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Central	30▼	41	39	n/a	n/a	n/a	n/a	n/a	n/a	n/a
35-49	29▼	41	33	n/a	n/a	n/a	n/a	n/a	n/a	n/a

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

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

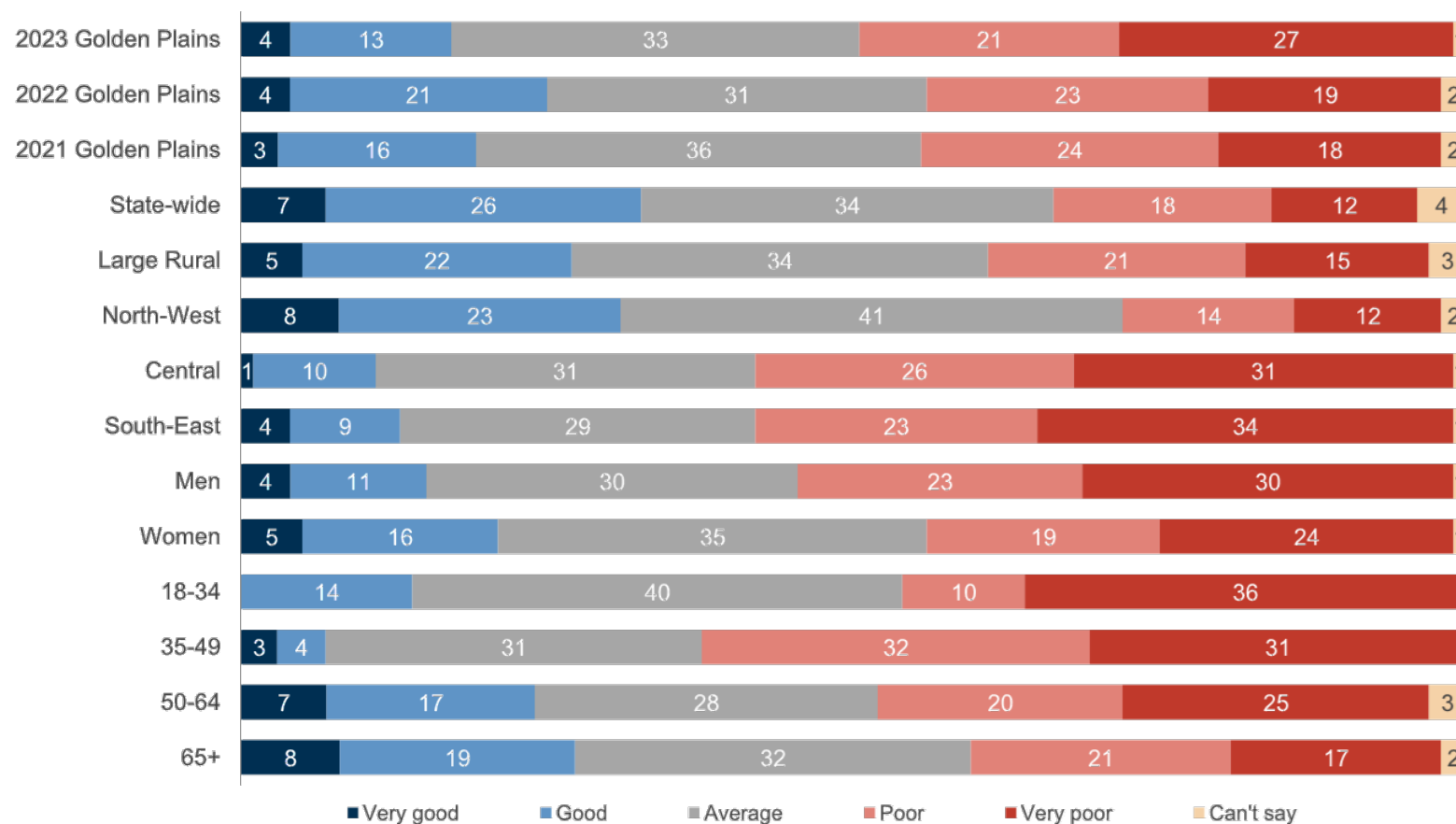
Note: Please see Appendix A for explanation of significant differences.

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## Value for money in services and infrastructure

2023 value for money (%)



Q3b. How would you rate Golden Plains Shire Council at providing good value for money in infrastructure and services provided to your community?  
 Base: All respondents. Councils asked State-wide: 65 Councils asked group: 18



## Top performing service areas

Waste management (index score of 61) is Council's best rated service area for 2023. Council's performance rating in this service area is trending upwards, having made incremental improvements for two consecutive years. This year marks Council's highest rating for this service area since 2014 (index score of 73).

- Though there are positive signs of improvement, Council's performance in this service area remains significantly lower than the Large Rural group and State-wide averages for waste management (index scores of 65 and 66 respectively).
- Residents in the North-West region of the Shire (index score of 72) and those aged 65 years and over (68) rate Council's performance in this area significantly higher than average. In contrast, ratings among those in the South-East (51) remain significantly lower.

Moreover, waste management is also one of the most frequently cited responses when asked what the best thing is about Golden Plains Shire Council (9%).





## Low performing service areas



Council continues to rate lowest in unsealed roads (index score of 27) and sealed local roads (34).

- Council's ratings in both service areas are trending downwards, with each reaching a new low this year. Unsealed roads declined significantly in 2023.
- Importance ratings exceed performance ratings by more than 50 points in these service areas.
- On both, Central residents provide poorer ratings compared to those in the North-West and South-East, suggesting efforts to improve perceptions of roads may be better focused in the Central area.
- Sealed road maintenance is also the most commonly cited area in need of improvement (39%).

Council's performance rating in the related areas of lobbying, consultation and engagement and community decisions significantly declined this year. Ratings in each service area had been stable for three years prior to this, and in some cases, had been trending upwards.

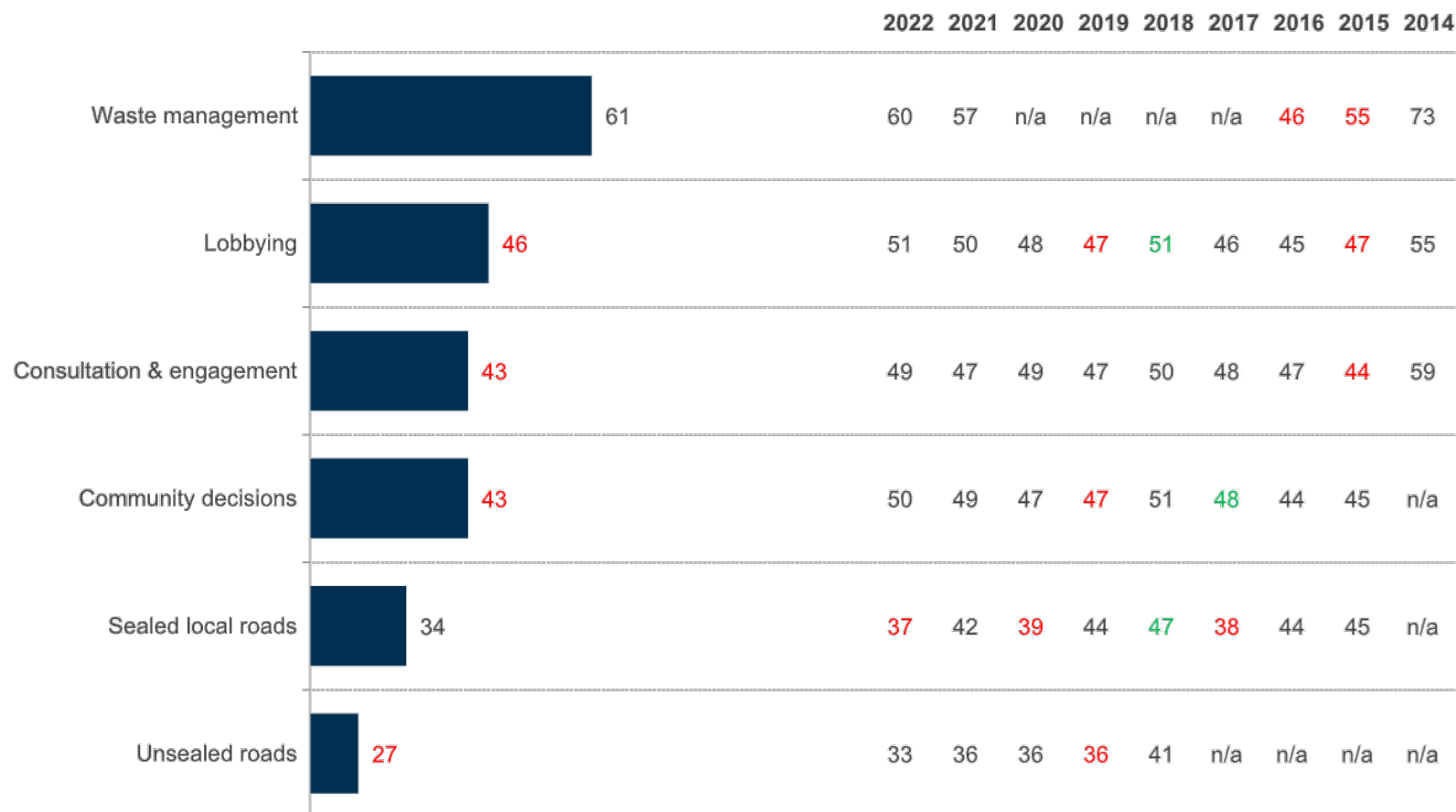
- On these measures, South-East residents provide poorer performance ratings compared to those in the Central or North-West areas.

Council rates significantly lower than both the State-wide and Large Rural group averages on all aforementioned service areas.



## Individual service area performance

### 2023 individual service area performance (index scores)



Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?  
 Base: All respondents. Councils asked State-wide: 66 Councils asked group: 18  
 Note: Please see Appendix A for explanation of significant differences.

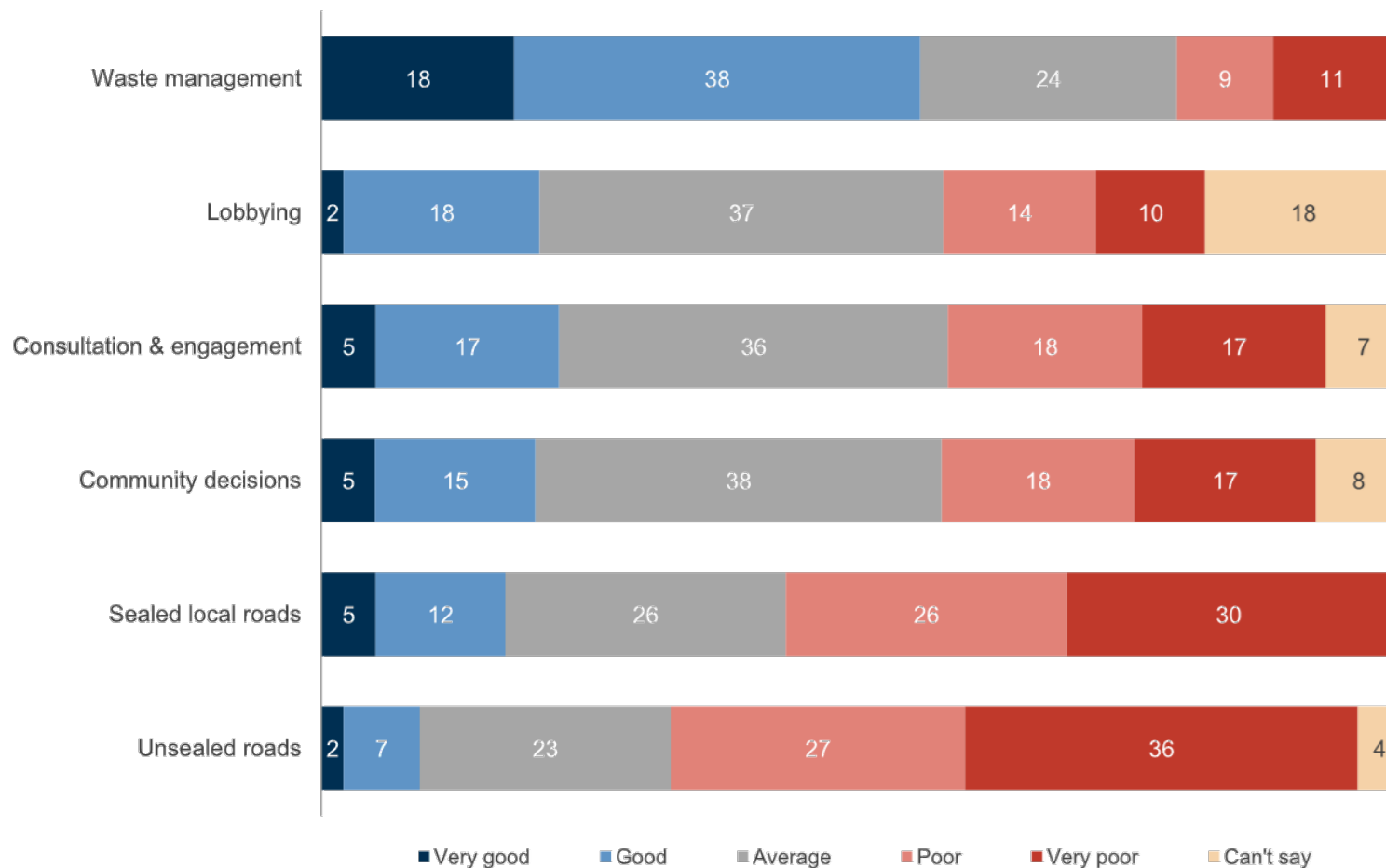
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## Individual service area performance

2023 individual service area performance (%)



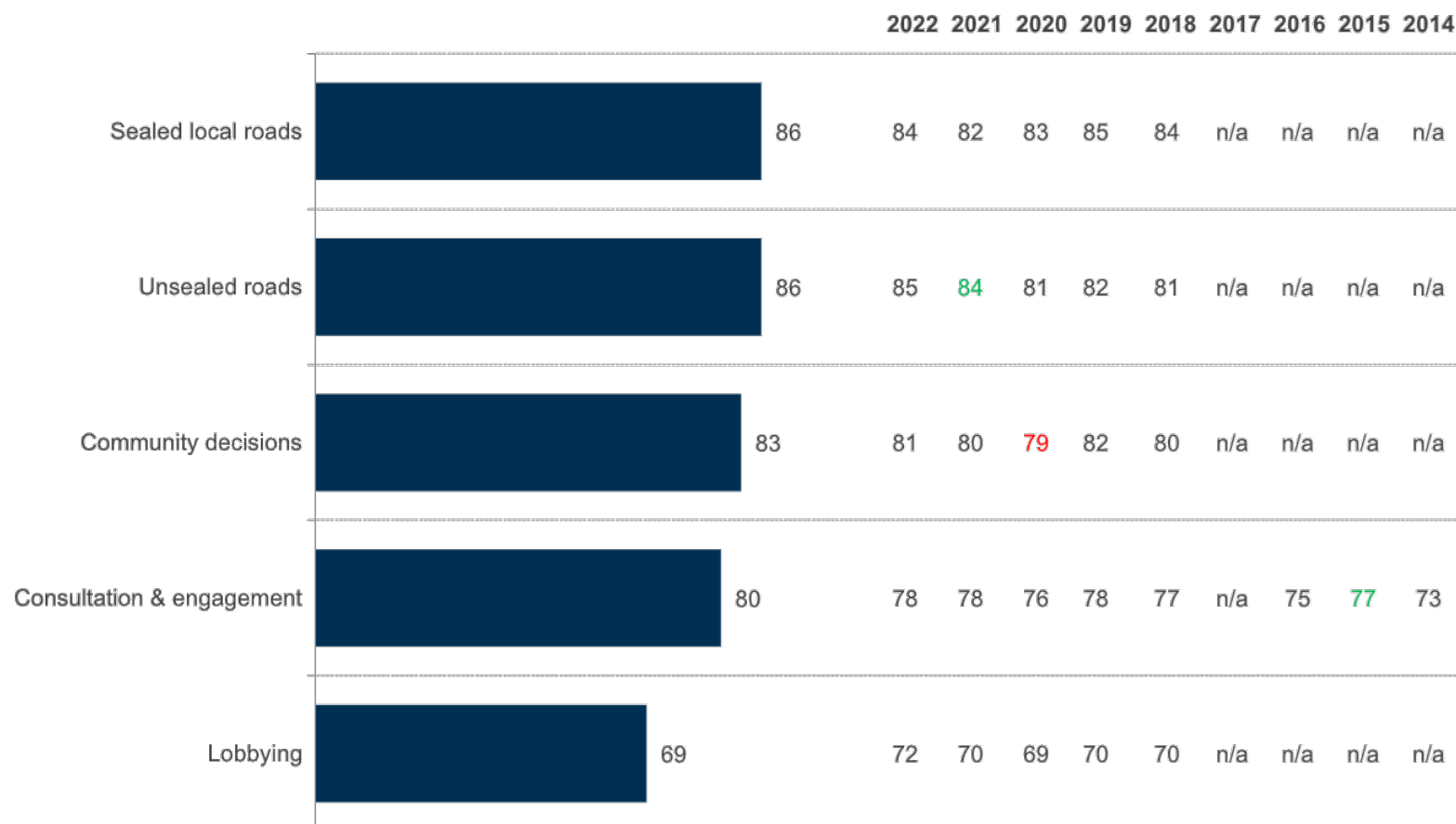
Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?  
Base: All respondents. Councils asked State-wide: 66 Councils asked group: 18

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## Individual service area importance

### 2023 individual service area importance (index scores)

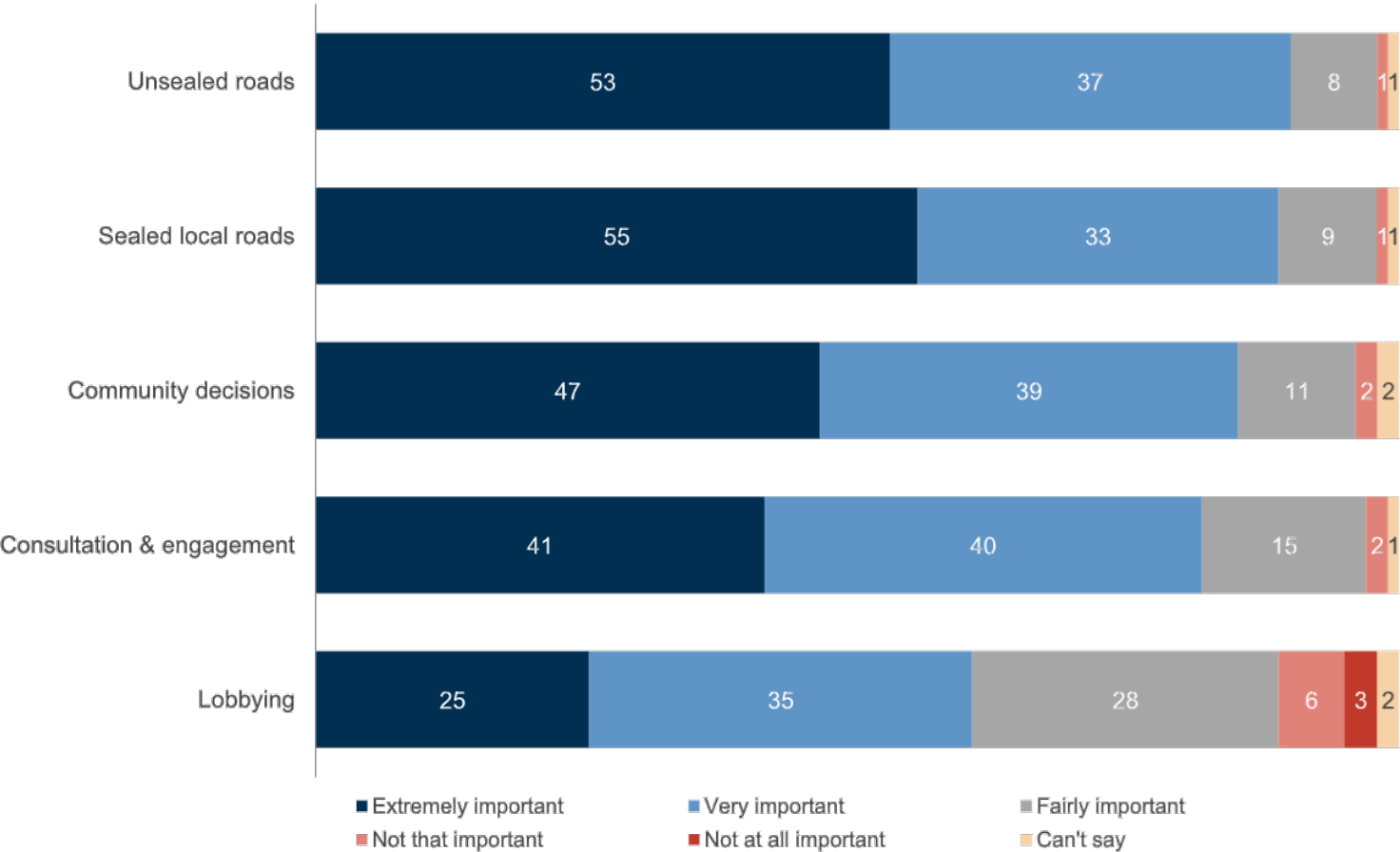


Q1. Firstly, how important should [RESPONSIBILITY AREA] be as a responsibility for Council?  
 Base: All respondents. Councils asked State-wide: 33 Councils asked group: 10  
 Note: Please see Appendix A for explanation of significant differences.



# Individual service area importance

2023 individual service area importance (%)

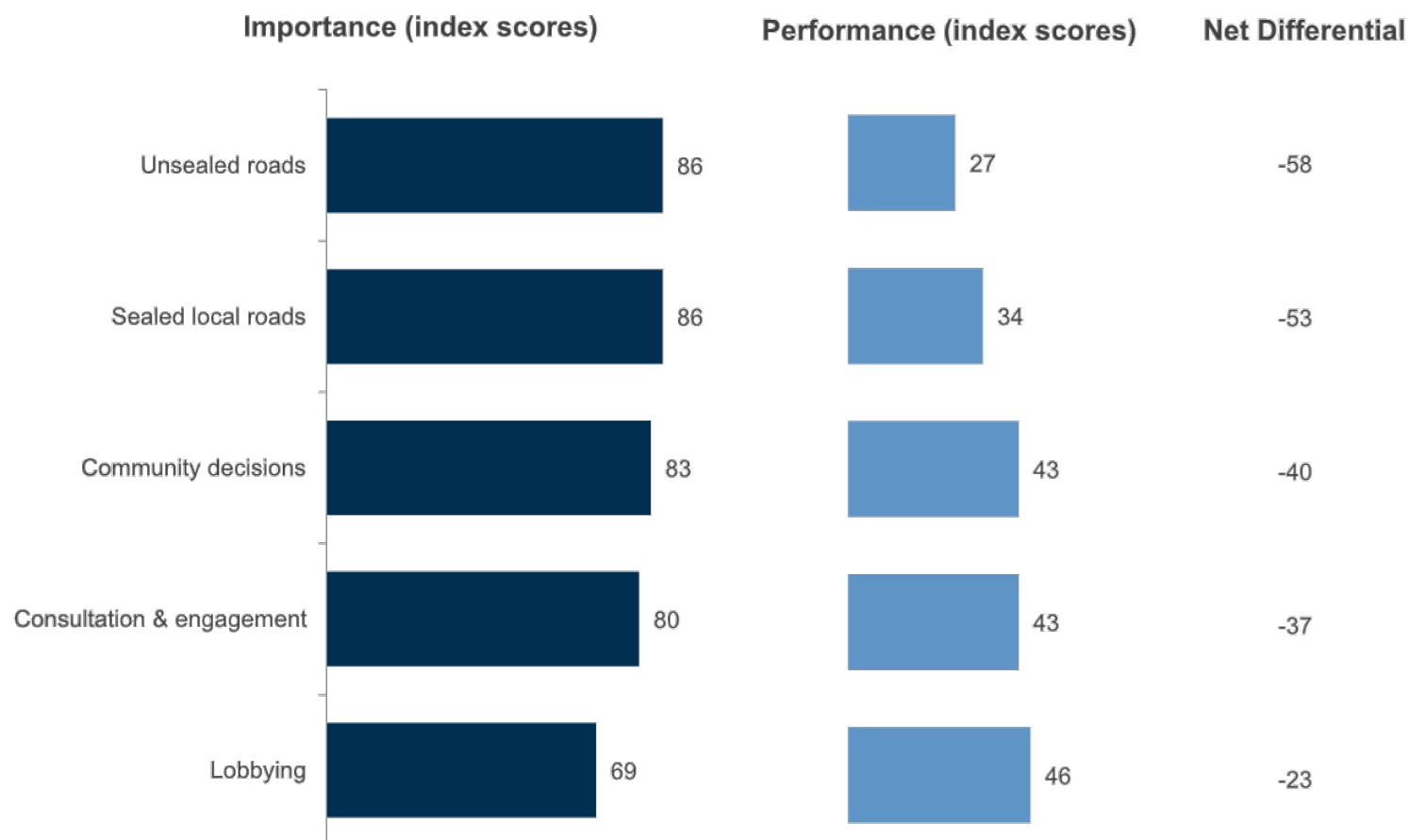


Q1. Firstly, how important should [RESPONSIBILITY AREA] be as a responsibility for Council?  
Base: All respondents. Councils asked State-wide: 33 Councils asked group: 10



## Individual service areas importance vs performance

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



*Note: Net differentials are calculated based on the un-rounded importance and performance scores, then rounded to the nearest whole number, which may result in differences of +/-1% in the importance and performance scores and the net differential scores.*

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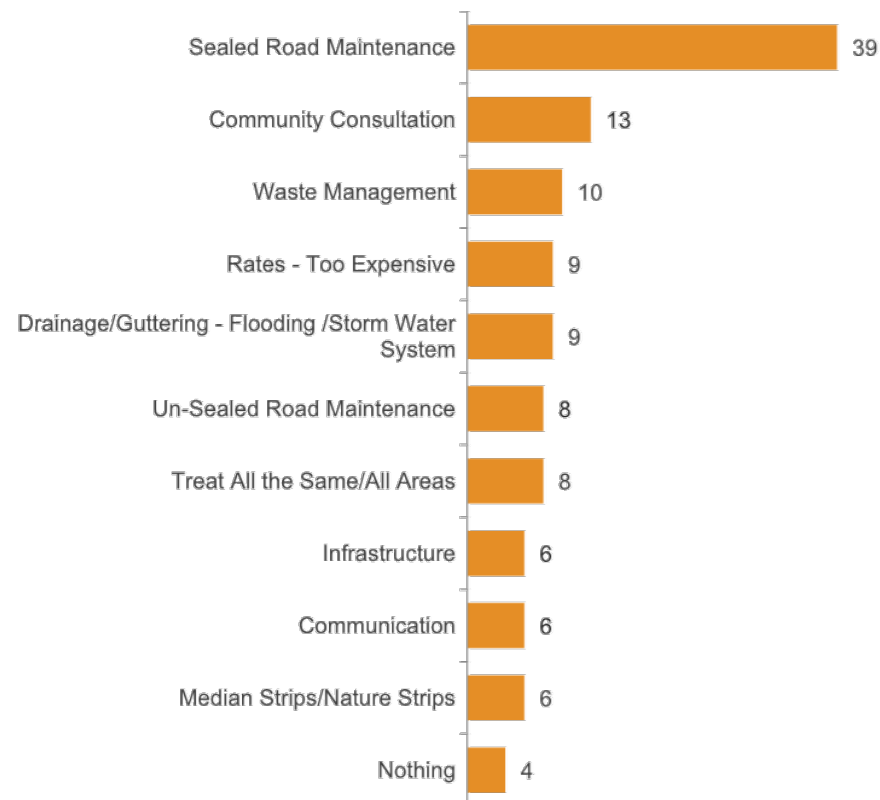


## Best things about Council and areas for improvement

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



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



Q16. Please tell me what is the ONE BEST thing about 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: 33 Councils asked group: 12

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

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

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



# Customer service



J W S R E S E A R C H 25



## Contact with council and customer service

### Contact with council

Just over two thirds of residents (67%) have had contact with Council in the last 12 months, unchanged from 2022.

- Council's rate of contact is significantly higher compared to both the State-wide and Large Rural group averages (62% and 61% respectively).



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

### Customer service

Council's customer service index score of 62 is in line year the 2022 result, having not significantly changed in the past 12 months. In fact, Council's customer service rating has been relatively stable for several years now.

Customer service is rated in line with the Large Rural group average (index score of 65), and significantly lower than the State-wide average (index score of 67).

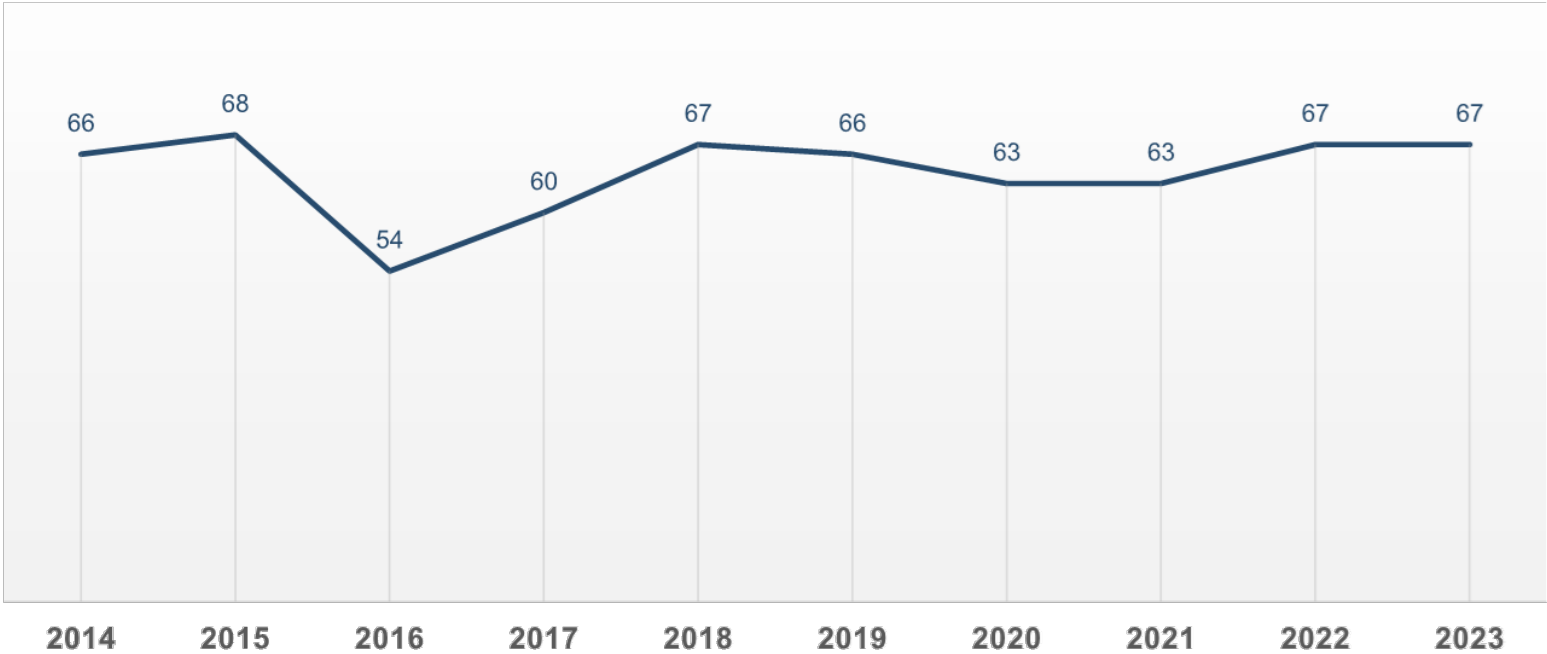
Over half of residents (55%) who had contact with Council in the past 12 months provide a positive customer service rating of 'very good' or 'good'. This compares to 19% who provide a rating of 'poor' or 'very poor'.

Customer service ratings are equally positive among all demographic and geographic cohorts, with none providing ratings that differ significantly from the Council average.



Contact with council

2023 contact with council (%)  
Have had contact



Q5. Over the last 12 months, have you or any member of your household had any contact with Golden Plains Shire Council? This may have been in person, in writing, by telephone conversation, by text message, by email or via their website or social media such as Facebook or Twitter?  
Base: All respondents. Councils asked State-wide: 41 Councils asked group: 10



## Contact with council

### 2023 contact with council (%)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
65+	69	66	68	64	65	64	67	53	66	62
Women	68	65	67	68	67	71	65	56	68	64
Golden Plains	67	67	63	63	66	67	60	54	68	66
North-West	67	70	57	58	n/a	n/a	n/a	n/a	n/a	n/a
Central	67	66	72	71	n/a	n/a	n/a	n/a	n/a	n/a
18-34	67	67	52	59	58	62	60	49	64	52
50-64	67	68	65	62	70	66	57	58	69	60
South-East	66	65	63	66	n/a	n/a	n/a	n/a	n/a	n/a
Men	65	68	59	60	65	62	56	52	67	68
35-49	63	66	64	69	72	73	57	55	71	85
State-wide	62▼	60	61	63	61	61	58	58	60	61
Large Rural	61▼	61	58	61	62	62	57	57	59	n/a

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

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

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



## Customer service rating

### 2023 customer service rating (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
North-West	68	73	60	60	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	67▲	68	70	70	71	70	69	69	70	72
Women	66	70	65	62	67	70	65	66	72	72
Large Rural	65	67	68	68	69	67	66	67	67	n/a
18-34	63	68	66	64	62	60	66	62	66	75
50-64	62	63	55	57	61	67	55	68	70	68
65+	62	67	68	66	69	70	64	69	69	75
Golden Plains	62	64	62	63	63	65	61	65	68	71
Central	61	58	62	58	n/a	n/a	n/a	n/a	n/a	n/a
35-49	61	60	57	64	62	65	57	61	67	69
South-East	58	61	63	66	n/a	n/a	n/a	n/a	n/a	n/a
Men	58	59	58	64	60	60	55	63	64	70

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: 66 Councils asked group: 18

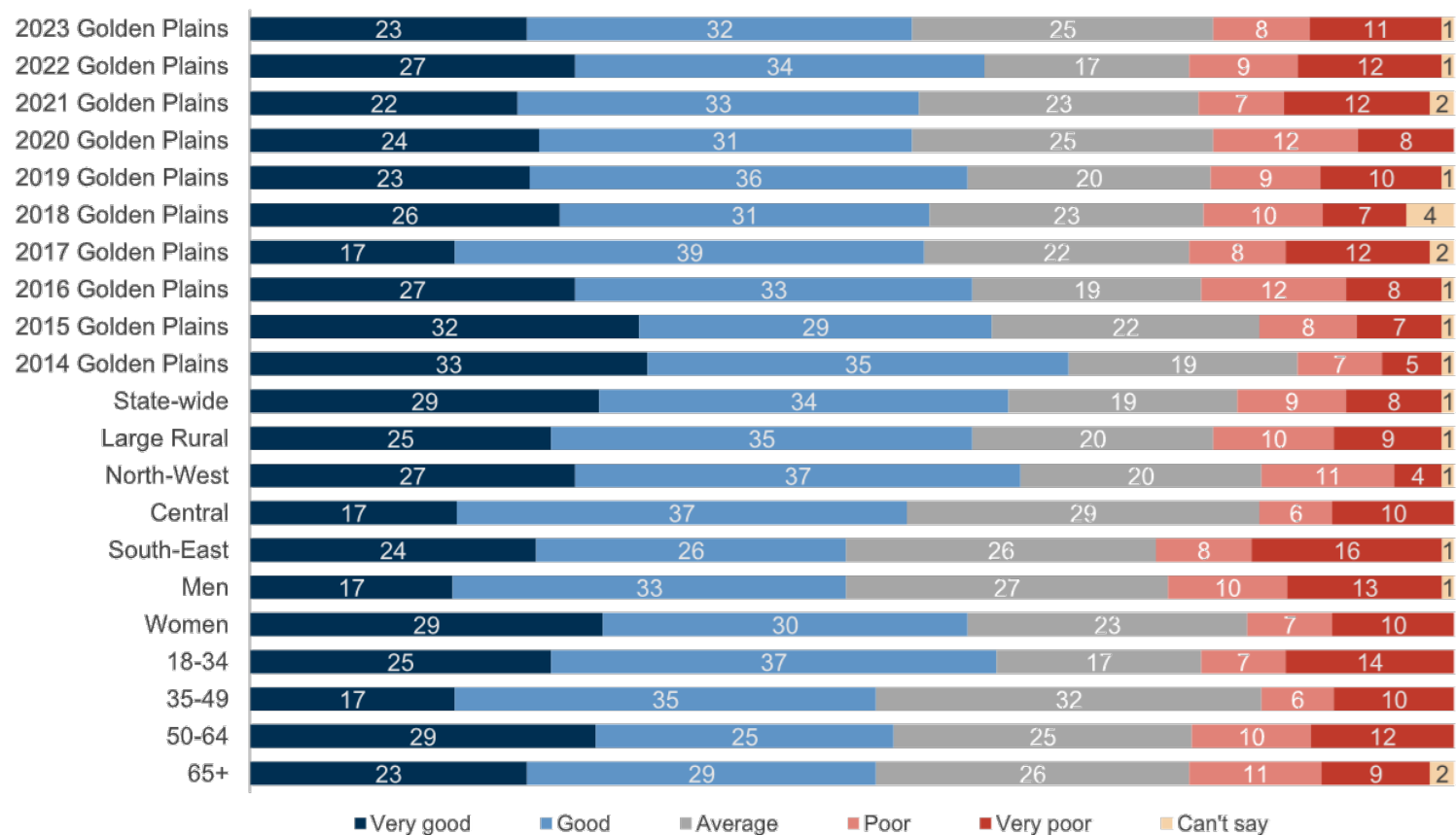
Note: Please see Appendix A for explanation of significant differences.

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## Customer service rating

### 2023 customer service rating (%)



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: 66 Councils asked group: 18

J W S R E S E A R C H 30



## **Council direction**

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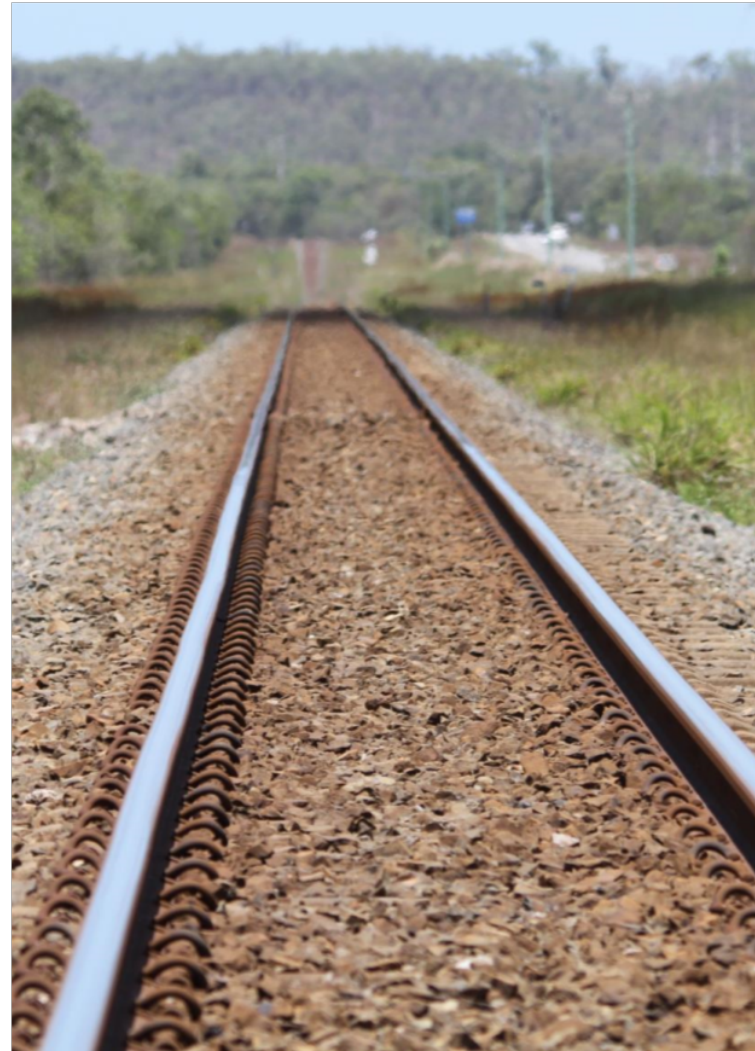


## Council direction

Perceptions of the direction of Council's overall performance have declined significantly in the past 12 months (index score 41, down four points from 2022). The decline sees Council's overall direction rating return to a series low, last seen in 2016.

- Council's overall direction rating is in line with the Large Rural group average (index score of 44, also down significantly from 2022), but significantly lower than the State-wide average (index score of 46, also down significantly from 2022).
- Younger residents aged 18 to 34 years are most satisfied with Council's overall direction (index score of 49), significantly more so compared to the Council average.
- Central residents remain the group that is least satisfied with Council's overall direction (36).
- Perceptions declined significantly among North-West residents (40, down 11 index points from 2022).

The majority of residents (58%, down from 70% in 2022) believe the direction of Council's overall performance has stayed the same over the last 12 months. One in ten (10%) believe it has improved (unchanged for the last four years). Almost three times as many believe Council's overall direction has deteriorated (28%, up from 18%).





## Overall council direction last 12 months

2023 overall council direction (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
18-34	49▲	52	45	50	58	53	45	47	38	57
State-wide	46▲	50	53	51	53	52	53	51	53	53
South-East	44	44	46	44	n/a	n/a	n/a	n/a	n/a	n/a
Large Rural	44	47	51	50	51	52	52	48	51	n/a
Women	43	47	47	44	45	50	46	41	45	54
Golden Plains	41	45	45	45	46	49	45	41	42	53
North-West	40	51	45	46	n/a	n/a	n/a	n/a	n/a	n/a
65+	40	44	48	42	48	50	49	44	44	55
Men	39	44	42	46	47	48	43	41	39	53
50-64	37	42	42	44	41	47	43	42	45	50
35-49	37	43	43	44	38	47	43	34	40	51
Central	36	40	41	44	n/a	n/a	n/a	n/a	n/a	n/a

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

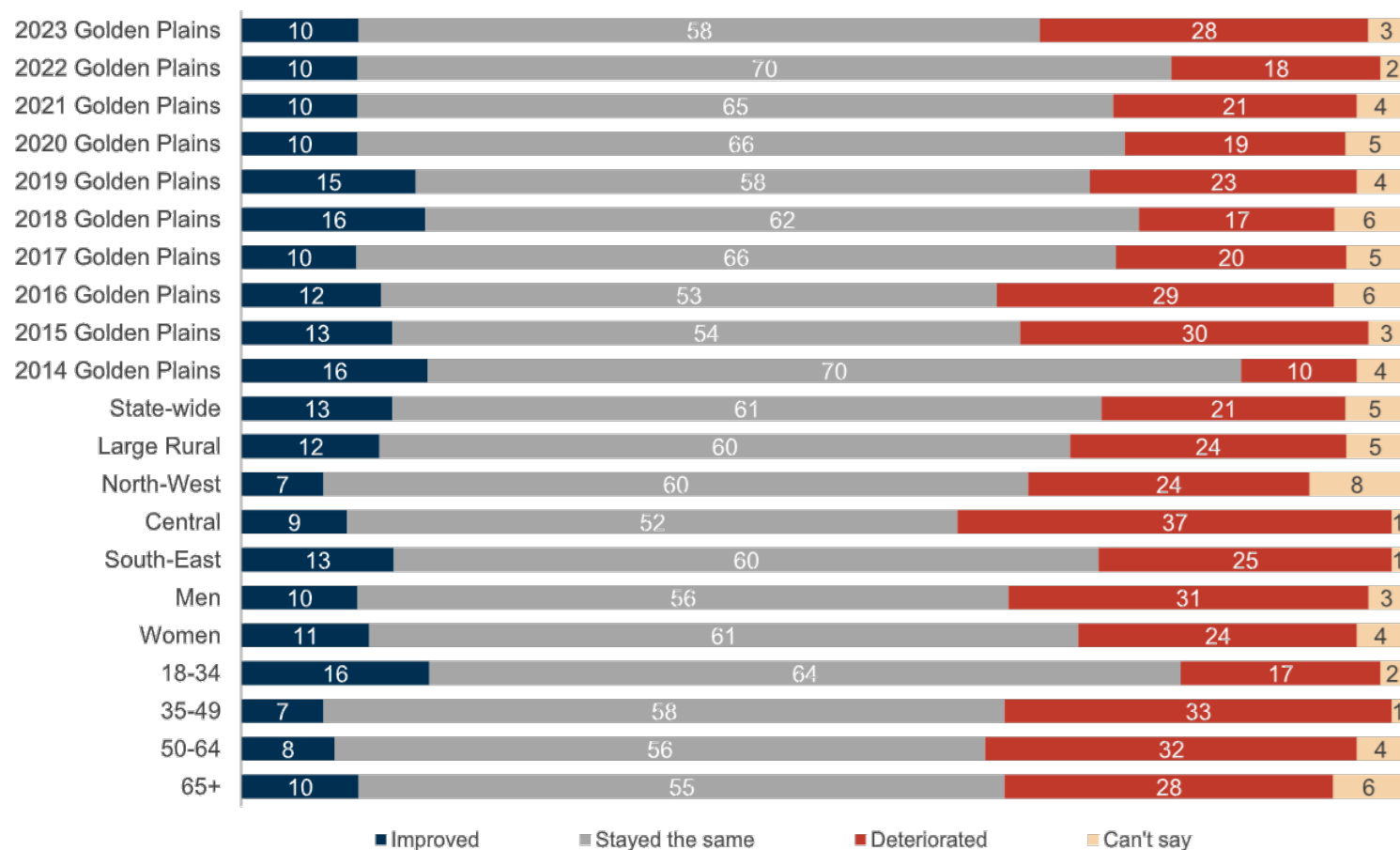
Base: All respondents. Councils asked State-wide: 66 Councils asked group: 18

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



## Overall council direction last 12 months

### 2023 overall council direction (%)



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: 66 Councils asked group: 18

# Individual service areas



J W S R E S E A R C H 35



## Community consultation and engagement importance



2023 consultation and engagement importance (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
35-49	85▲	76	84	80	84	77	n/a	81	83	73
South-East	83	78	80	77	n/a	n/a	n/a	n/a	n/a	n/a
Women	83	81	80	79	80	80	n/a	78	77	74
Central	81	79	78	85	n/a	n/a	n/a	n/a	n/a	n/a
Golden Plains	80	78	78	76	78	77	n/a	75	77	73
65+	79	77	80	76	79	77	n/a	73	78	72
18-34	79	79	67	68	68	72	n/a	69	67	68
50-64	78	80	80	80	82	80	n/a	75	79	78
Men	78	74	76	73	77	73	n/a	72	77	72
Large Rural	77▼	77	77	76	75	76	75	76	75	n/a
North-West	76	77	74	73	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	76▼	76	75	74	74	74	74	75	74	74

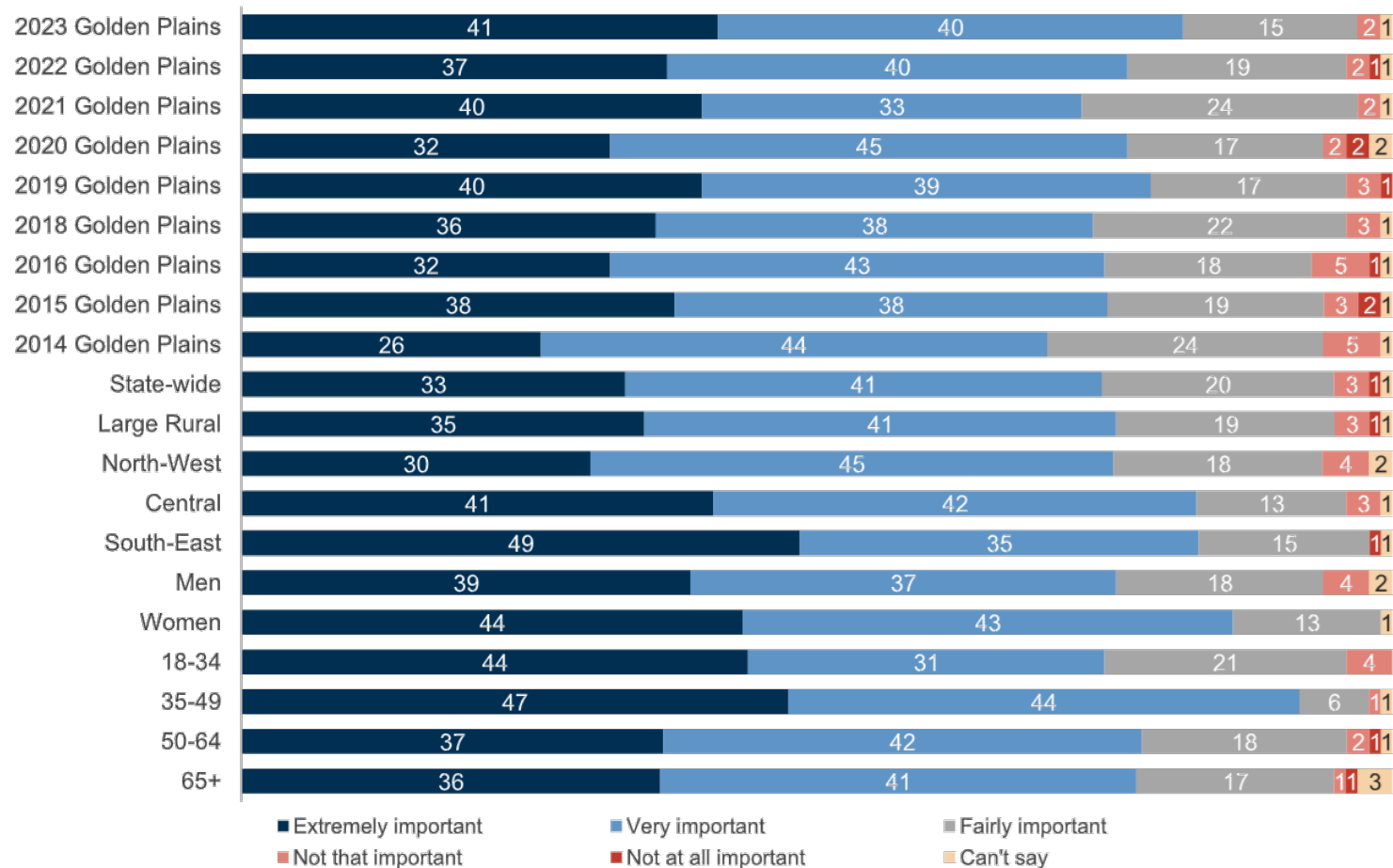
Q1. Firstly, how important should 'Community consultation and engagement' be as a responsibility for Council?  
 Base: All respondents. Councils asked State-wide: 30 Councils asked group: 10  
 Note: Please see Appendix A for explanation of significant differences.



## Community consultation and engagement importance



### 2023 consultation and engagement importance (%)



Q1. Firstly, how important should 'Community consultation and engagement' be as a responsibility for Council?  
 Base: All respondents. Councils asked State-wide: 30 Councils asked group: 10

J W S R E S E A R C H 37





## Community consultation and engagement performance



### 2023 consultation and engagement performance (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
State-wide	52▲	54	56	55	56	55	55	54	56	57
Large Rural	49▲	51	54	54	54	54	52	52	54	n/a
North-West	48	56	47	52	n/a	n/a	n/a	n/a	n/a	n/a
Central	47	47	45	44	n/a	n/a	n/a	n/a	n/a	n/a
65+	47	51	51	49	49	51	49	48	48	60
Women	44	52	48	49	48	55	52	50	46	61
Golden Plains	43	49	47	49	47	50	48	47	44	59
35-49	43	49	43	50	44	53	49	40	40	59
Men	43	47	46	49	46	45	44	44	43	56
18-34	41	53	50	48	52	49	47	57	48	61
50-64	41	44	44	50	45	46	44	47	44	54
South-East	39	46	48	48	n/a	n/a	n/a	n/a	n/a	n/a

Q2. How has Council performed on 'Community consultation and engagement' over the last 12 months?  
 Base: All respondents. Councils asked State-wide: 66 Councils asked group: 18  
 Note: Please see Appendix A for explanation of significant differences.

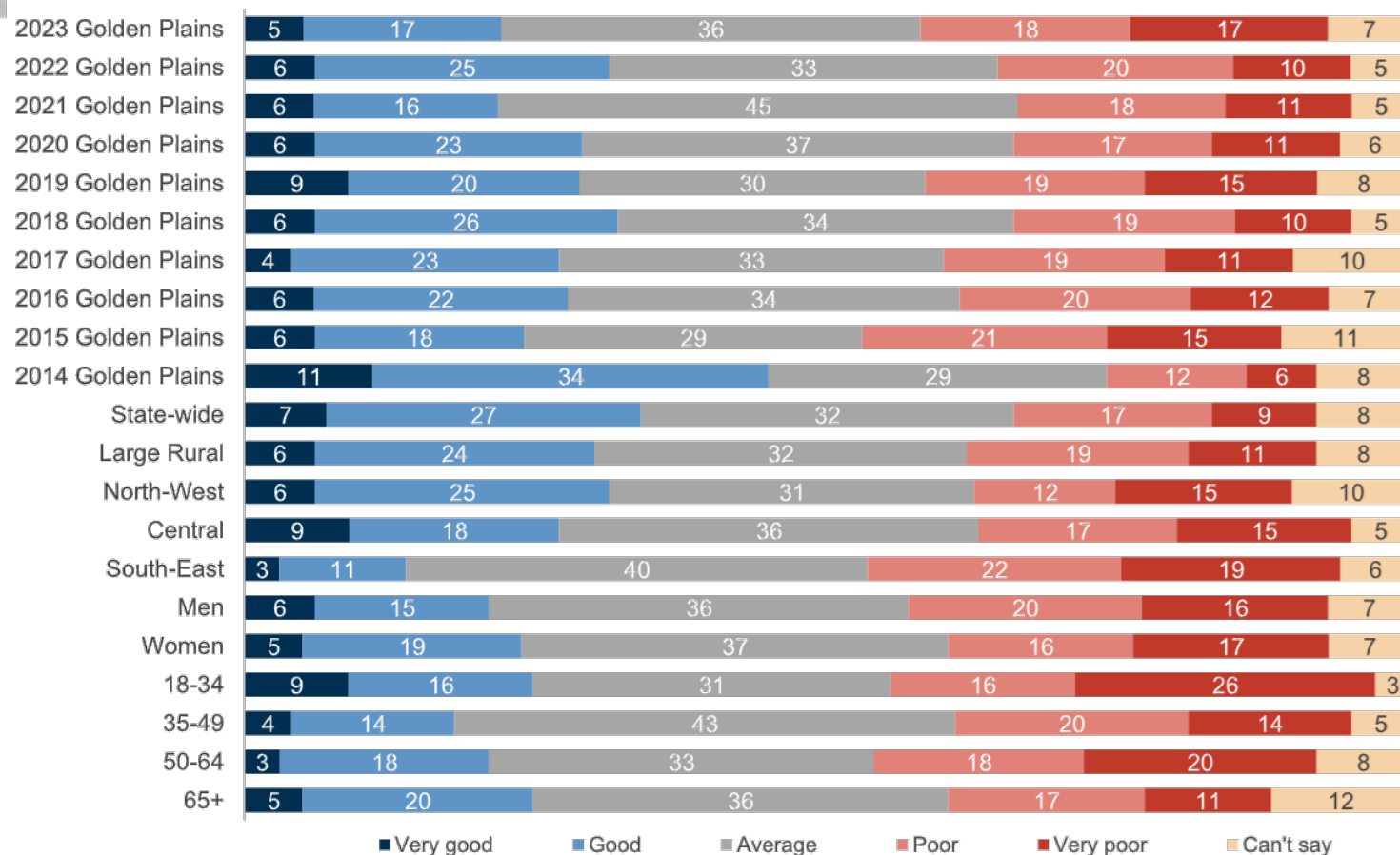




## Community consultation and engagement performance



2023 consultation and engagement performance (%)



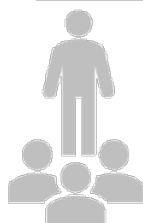
Q2. How has Council performed on 'Community consultation and engagement' over the last 12 months?  
Base: All respondents. Councils asked State-wide: 66 Councils asked group: 18

J W S R E S E A R C H

39



## Lobbying on behalf of the community importance



### 2023 lobbying importance (index scores)

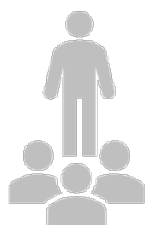
		2022	2021	2020	2019	2018	2017	2016	2015	2014
35-49	72	73	69	75	74	75	n/a	n/a	n/a	n/a
South-East	71	72	71	71	n/a	n/a	n/a	n/a	n/a	n/a
50-64	71	69	74	71	72	69	n/a	n/a	n/a	n/a
Central	70	73	68	75	n/a	n/a	n/a	n/a	n/a	n/a
Women	70	75	74	71	74	73	n/a	n/a	n/a	n/a
Large Rural	69	71	71	69	67	68	69	70	70	n/a
Golden Plains	69	72	70	69	70	70	n/a	n/a	n/a	n/a
State-wide	68	71	69	68	67	68	69	69	69	70
Men	68	70	65	67	65	67	n/a	n/a	n/a	n/a
65+	67	71	72	68	70	69	n/a	n/a	n/a	n/a
18-34	67	74	65	60	62	66	n/a	n/a	n/a	n/a
North-West	66	72	69	64	n/a	n/a	n/a	n/a	n/a	n/a

Q1. Firstly, how important should 'Lobbying on behalf of the community' be as a responsibility for Council?  
 Base: All respondents. Councils asked State-wide: 25 Councils asked group: 8  
 Note: Please see Appendix A for explanation of significant differences.

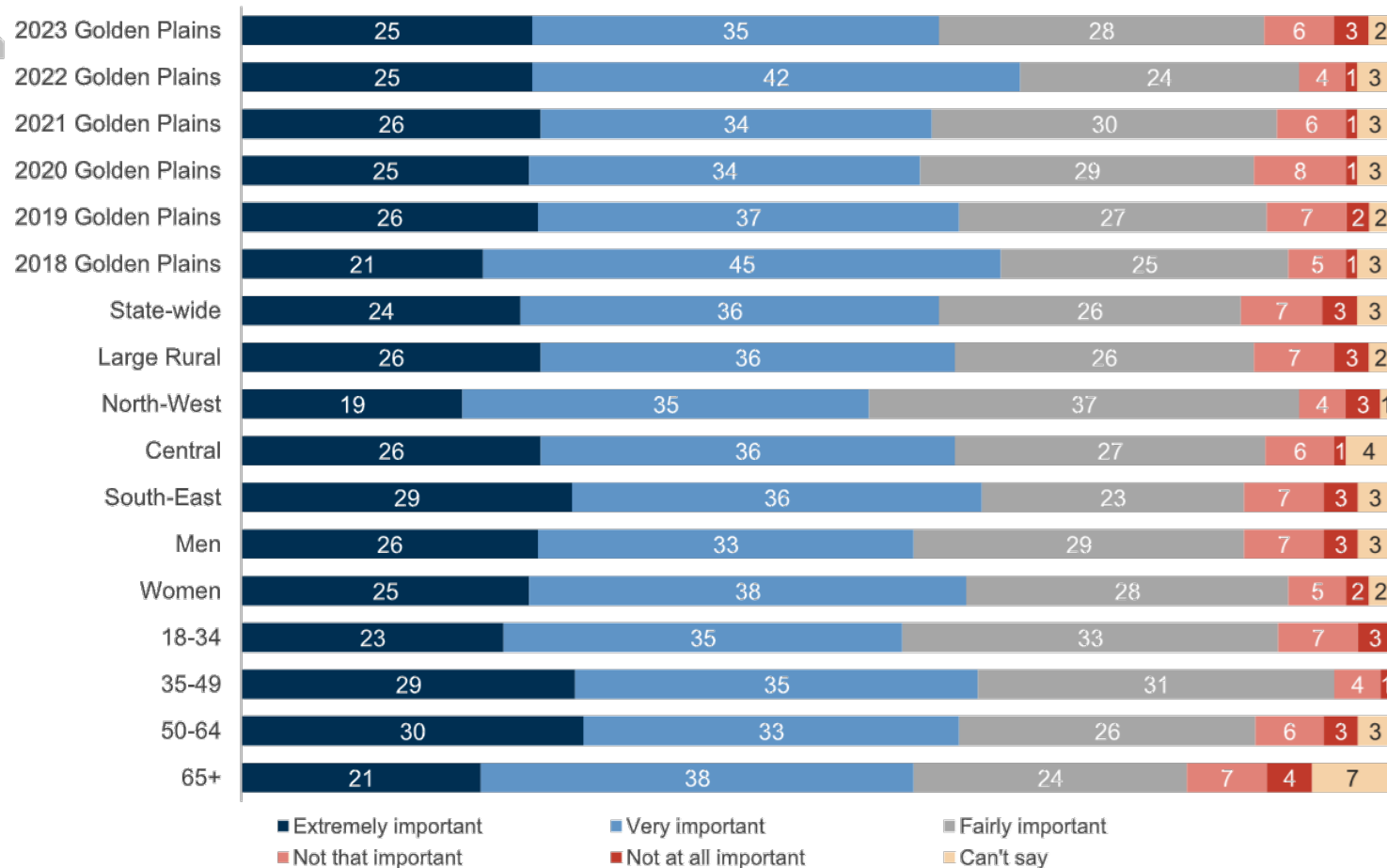
J W S R E S E A R C H 40



## Lobbying on behalf of the community importance



2023 lobbying importance (%)

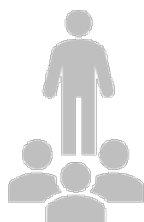


Q1. Firstly, how important should 'Lobbying on behalf of the community' be as a responsibility for Council?  
 Base: All respondents. Councils asked State-wide: 25 Councils asked group: 8

J W S R E S E A R C H 41



## Lobbying on behalf of the community performance



### 2023 lobbying performance (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
State-wide	51▲	53	55	53	54	54	54	53	55	56
65+	50	54	51	47	51	50	49	48	53	60
North-West	49	56	53	47	n/a	n/a	n/a	n/a	n/a	n/a
Large Rural	49▲	51	54	53	52	52	51	50	53	n/a
Central	48	48	45	39	n/a	n/a	n/a	n/a	n/a	n/a
Women	47	51	50	48	45	54	47	47	48	57
18-34	46	51	50	50	50	52	47	54	48	57
Golden Plains	46	51	50	48	47	51	46	45	47	55
Men	45	52	49	49	50	48	45	43	47	53
35-49	45	52	51	47	42	51	46	35	43	53
South-East	43	50	48	51	n/a	n/a	n/a	n/a	n/a	n/a
50-64	42	48	46	48	48	51	42	45	46	52

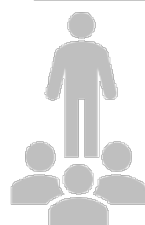
Q2. How has Council performed on 'Lobbying on behalf of the community' over the last 12 months?

Base: All respondents. Councils asked State-wide: 51 Councils asked group: 14

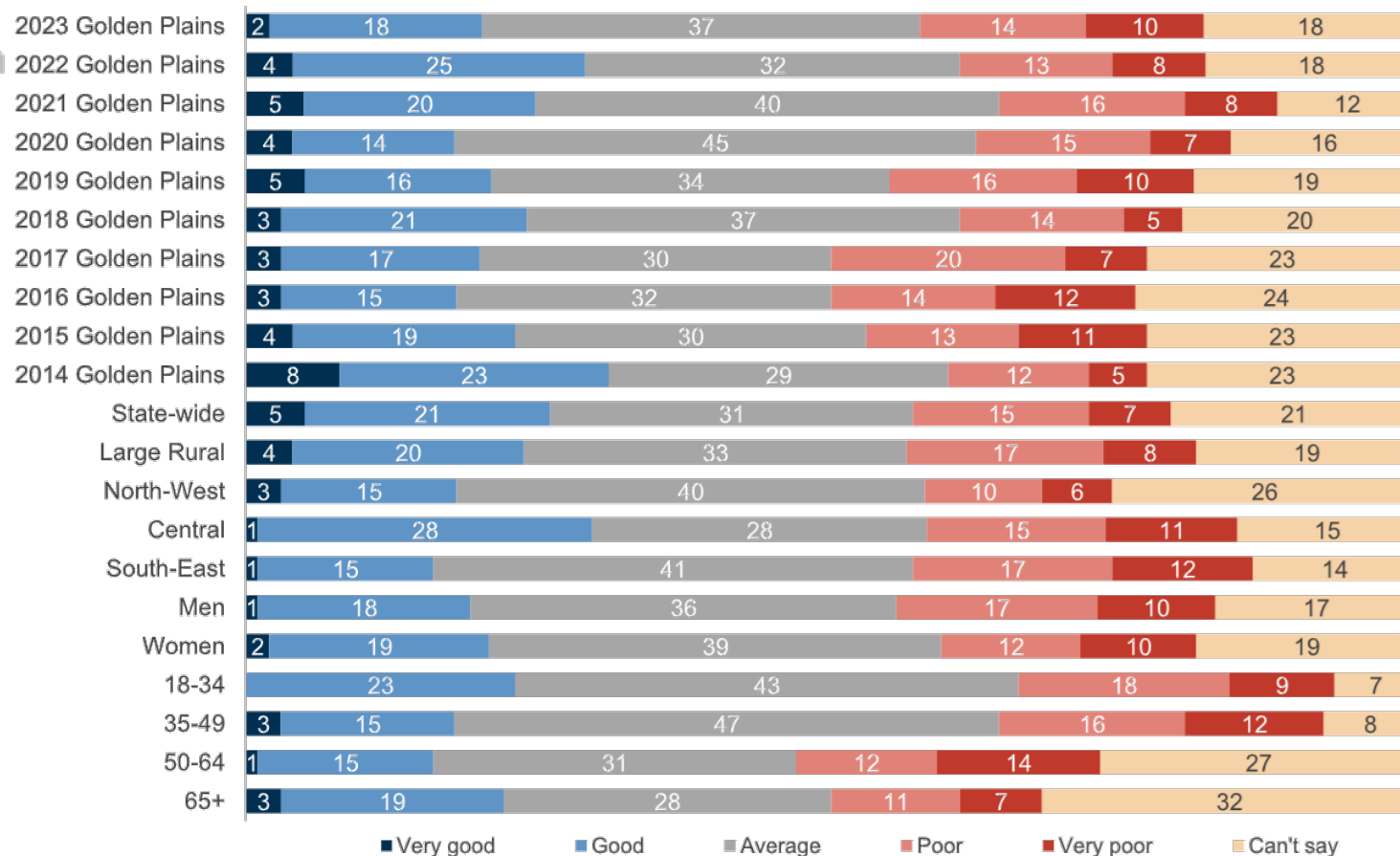
Note: Please see Appendix A for explanation of significant differences.



## Lobbying on behalf of the community performance



### 2023 lobbying performance (%)



Q2. How has Council performed on 'Lobbying on behalf of the community' over the last 12 months?  
Base: All respondents. Councils asked State-wide: 51 Councils asked group: 14

## Decisions made in the interest of the community importance



### 2023 community decisions made importance (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
35-49	87▲	81	84	85	88	84	n/a	n/a	n/a	n/a
North-West	84	80	78	76	n/a	n/a	n/a	n/a	n/a	n/a
South-East	84	82	82	81	n/a	n/a	n/a	n/a	n/a	n/a
Women	83	84	82	79	85	82	n/a	n/a	n/a	n/a
50-64	83	81	83	81	83	83	n/a	n/a	n/a	n/a
Golden Plains	83	81	80	79	82	80	n/a	n/a	n/a	n/a
Men	83	78	79	80	80	78	n/a	n/a	n/a	n/a
18-34	82	84	73	69	76	76	n/a	n/a	n/a	n/a
Large Rural	80▼	81	82	79	80	80	80	80	80	n/a
State-wide	80▼	81	81	80	80	80	79	80	80	79
Central	80	81	79	85	n/a	n/a	n/a	n/a	n/a	n/a
65+	79	78	81	81	81	76	n/a	n/a	n/a	n/a

Q1. Firstly, how important should 'Decisions made in the interest of the community' be as a responsibility for Council?

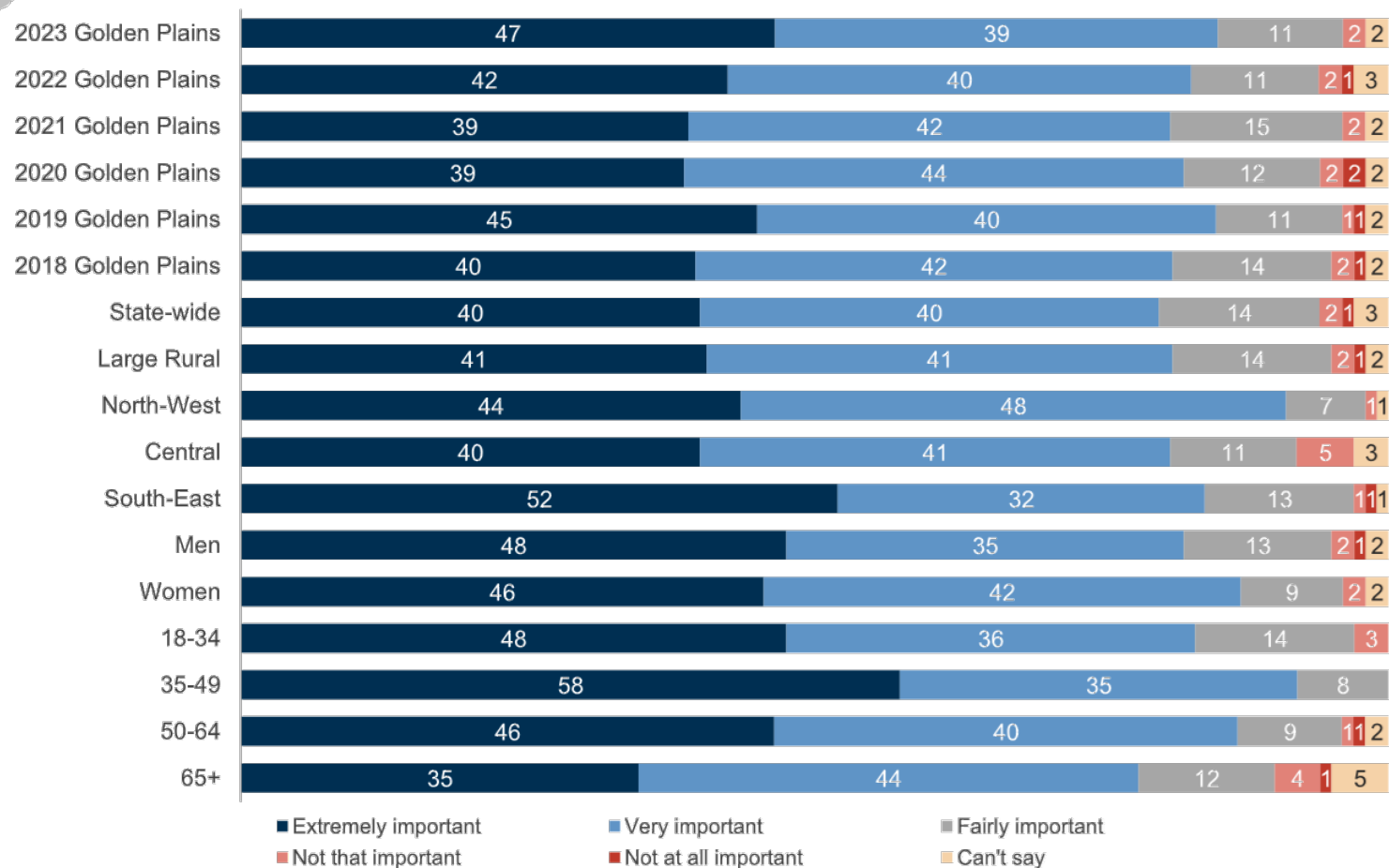
Base: All respondents. Councils asked State-wide: 24 Councils asked group: 9

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

## Decisions made in the interest of the community importance



2023 community decisions made importance (%)



Q1. Firstly, how important should 'Decisions made in the interest of the community' be as a responsibility for Council?  
 Base: All respondents. Councils asked State-wide: 24 Councils asked group: 9

J W S R E S E A R C H 45



## Decisions made in the interest of the community performance



### 2023 community decisions made performance (index scores)

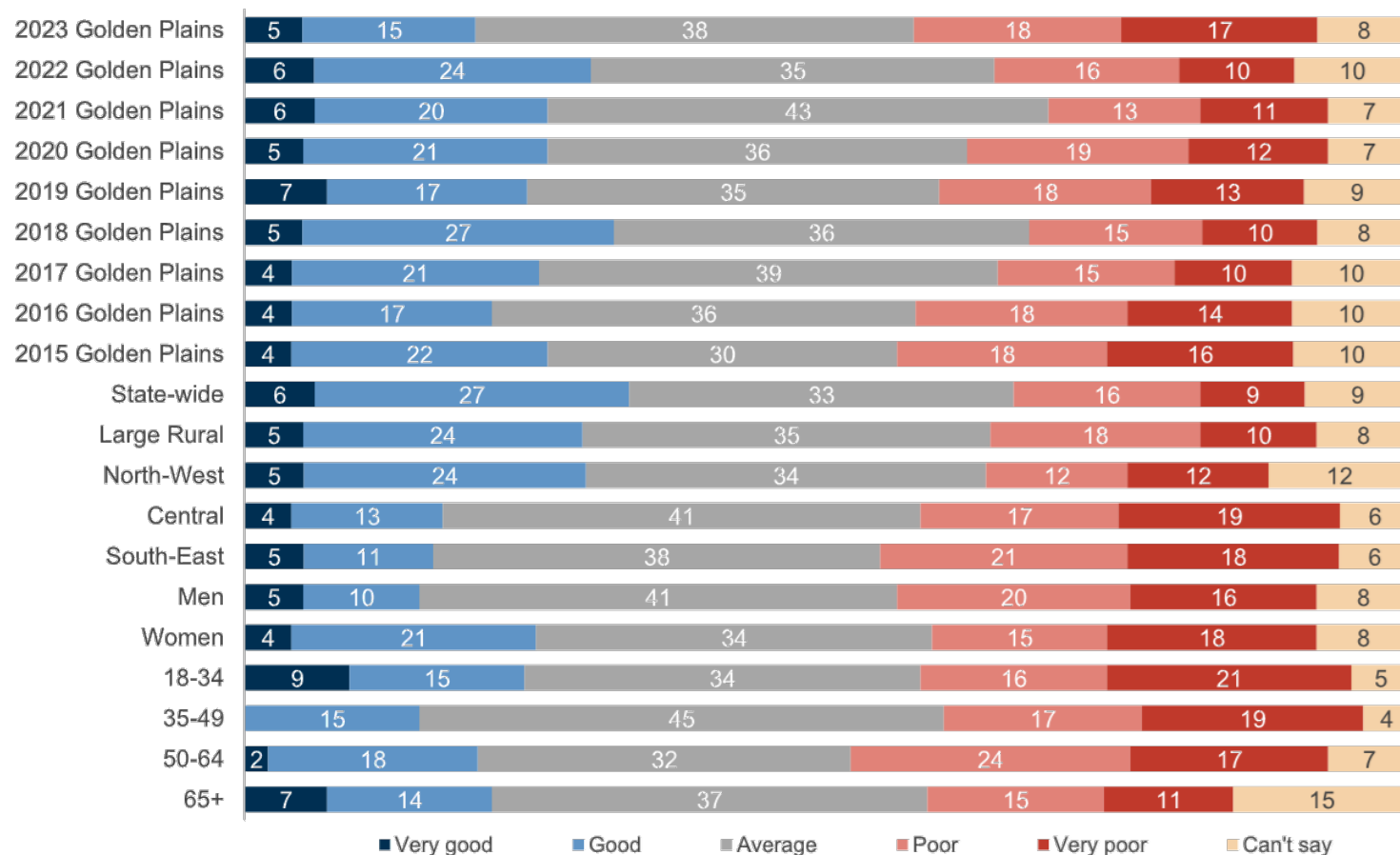
		2022	2021	2020	2019	2018	2017	2016	2015	2014
State-wide	51▲	54	56	53	55	54	54	54	55	57
North-West	49▲	54	49	50	n/a	n/a	n/a	n/a	n/a	n/a
Large Rural	48▲	51	54	52	52	52	51	50	52	n/a
65+	47	53	52	47	47	52	51	43	45	n/a
Women	44	51	48	46	46	51	50	44	47	n/a
18-34	44	51	53	55	55	47	48	50	47	n/a
Golden Plains	43	50	49	47	47	51	48	44	45	n/a
Men	42	49	49	48	47	50	46	44	43	n/a
Central	41	47	45	38	n/a	n/a	n/a	n/a	n/a	n/a
50-64	40	46	46	44	46	47	45	47	46	n/a
South-East	40	48	51	47	n/a	n/a	n/a	n/a	n/a	n/a
35-49	40	48	45	43	40	55	47	38	42	n/a

Q2. How has Council performed on 'Decisions made in the interest of the community' over the last 12 months?  
 Base: All respondents. Councils asked State-wide: 66 Councils asked group: 18  
 Note: Please see Appendix A for explanation of significant differences.

## Decisions made in the interest of the community performance



2023 community decisions made performance (%)



Q2. How has Council performed on 'Decisions made in the interest of the community' over the last 12 months?  
Base: All respondents. Councils asked State-wide: 66 Councils asked group: 18

J W S R E S E A R C H 47

## The condition of sealed local roads in your area importance



### 2023 sealed local roads importance (index scores)

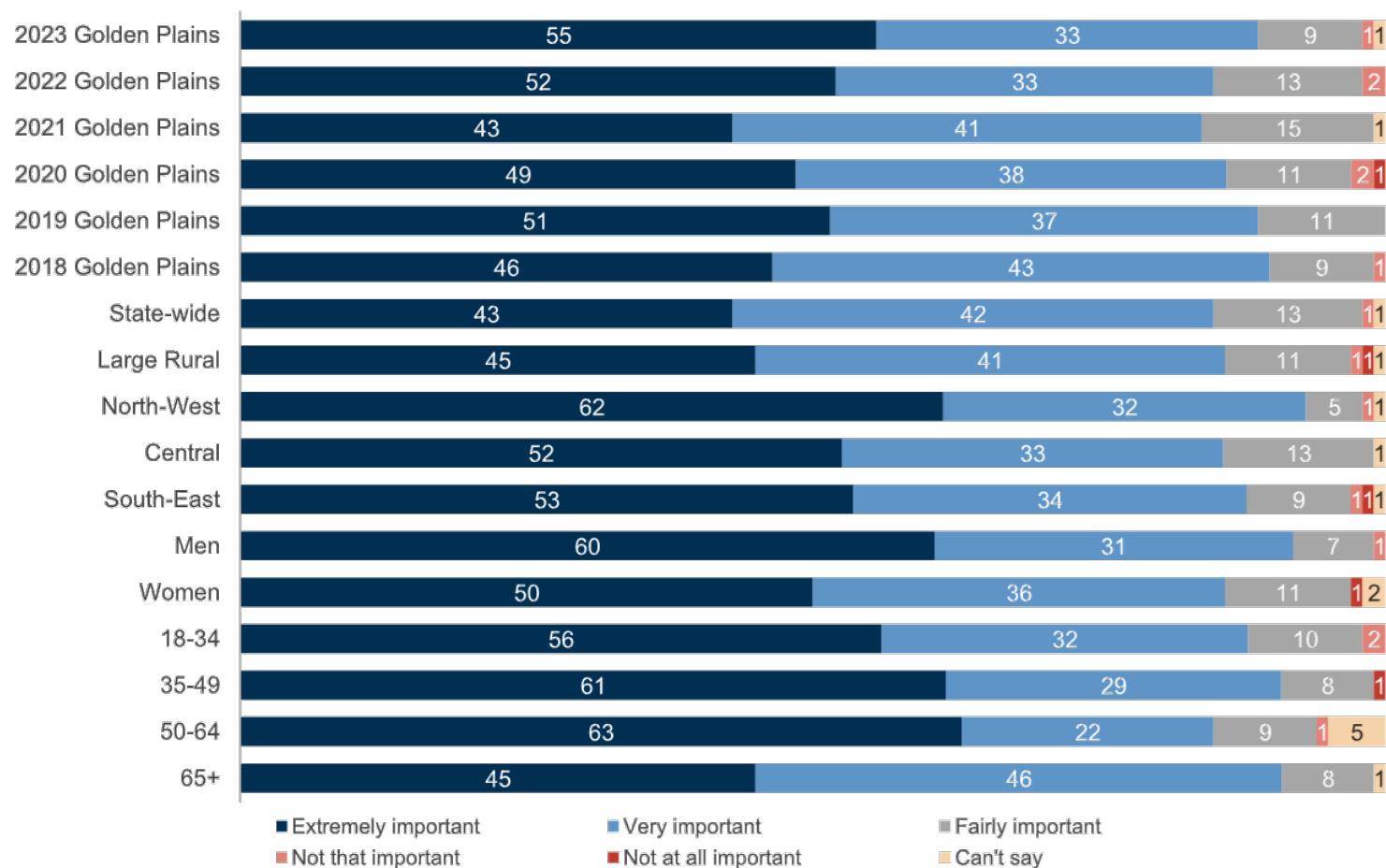
		2022	2021	2020	2019	2018	2017	2016	2015	2014
North-West	89	87	82	84	n/a	n/a	n/a	n/a	n/a	n/a
50-64	89	85	85	86	86	85	n/a	n/a	n/a	n/a
Men	88	80	80	84	83	81	n/a	n/a	n/a	n/a
35-49	87	84	85	85	86	83	n/a	n/a	n/a	n/a
Golden Plains	86	84	82	83	85	84	n/a	n/a	n/a	n/a
18-34	85	84	74	78	83	84	n/a	n/a	n/a	n/a
Central	85	82	83	90	n/a	n/a	n/a	n/a	n/a	n/a
South-East	85	83	82	81	n/a	n/a	n/a	n/a	n/a	n/a
65+	84	83	85	82	83	83	n/a	n/a	n/a	n/a
Women	84	88	84	82	87	86	n/a	n/a	n/a	n/a
Large Rural	83▼	83	80	81	80	80	77	80	78	n/a
State-wide	82▼	81	79	79	79	80	78	78	76	77

Q1. Firstly, how important should 'The condition of sealed local roads in your area' be as a responsibility for Council?  
 Base: All respondents. Councils asked State-wide: 24 Councils asked group: 7  
 Note: Please see Appendix A for explanation of significant differences.

## The condition of sealed local roads in your area importance



2023 sealed local roads importance (%)



Q1. Firstly, how important should 'The condition of sealed local roads in your area' be as a responsibility for Council?  
 Base: All respondents. Councils asked State-wide: 24 Councils asked group: 7

J W S R E S E A R C H

49

## The condition of sealed local roads in your area performance



### 2023 sealed local roads performance (index scores)

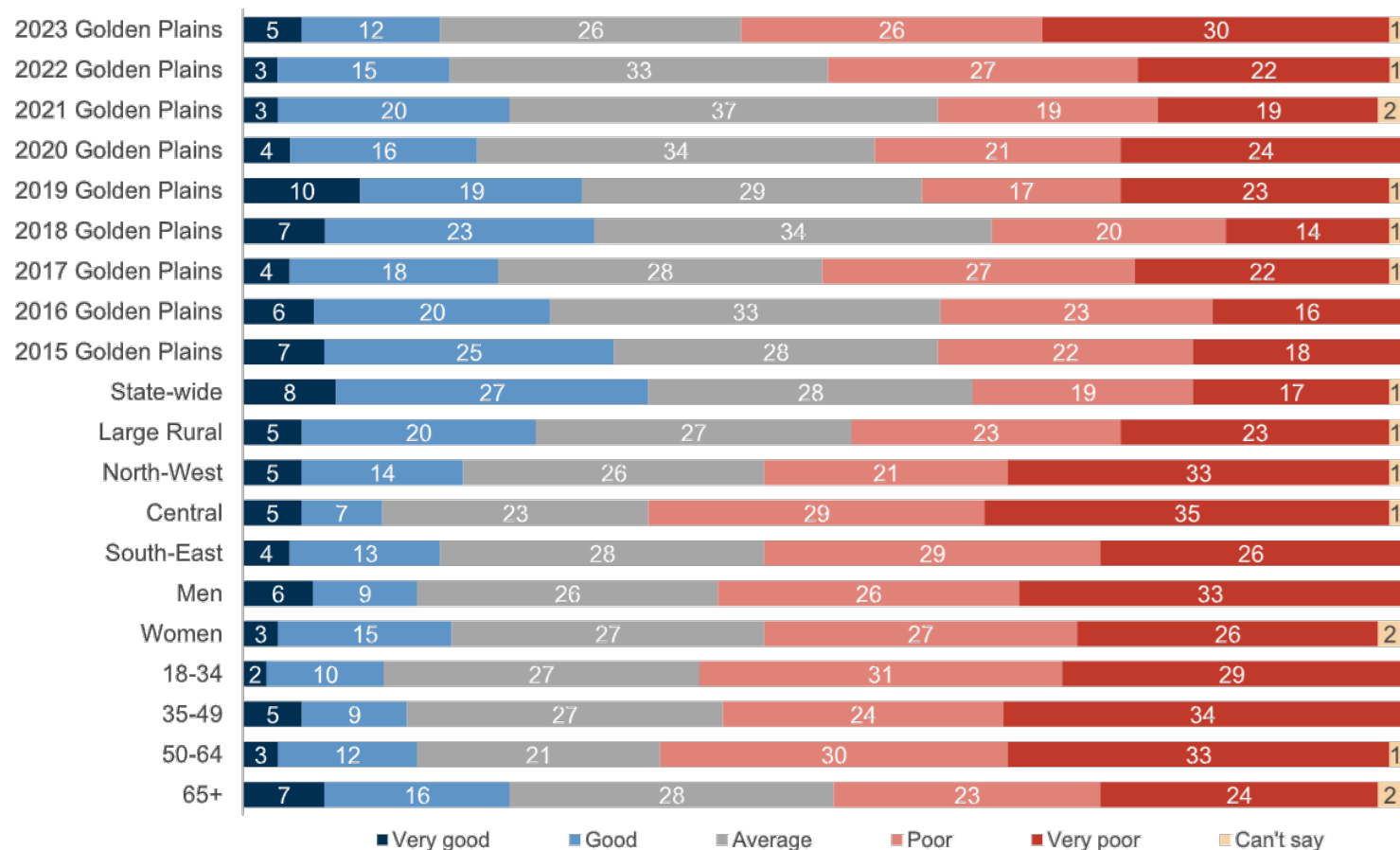
		2022	2021	2020	2019	2018	2017	2016	2015	2014
State-wide	48▲	53	57	54	56	53	53	54	55	55
Large Rural	40▲	45	50	47	47	45	43	44	45	n/a
65+	39	45	44	44	48	46	47	45	51	n/a
Women	35	35	41	39	44	49	38	44	44	n/a
South-East	35	40	44	40	n/a	n/a	n/a	n/a	n/a	n/a
North-West	34	35	42	39	n/a	n/a	n/a	n/a	n/a	n/a
Golden Plains	34	37	42	39	44	47	38	44	45	n/a
Men	32	39	44	38	43	45	39	45	46	n/a
35-49	32	36	39	41	42	49	37	44	40	n/a
18-34	31	32	47	31	42	49	36	45	48	n/a
50-64	30	36	40	38	43	45	34	44	43	n/a
Central	29	35	40	29	n/a	n/a	n/a	n/a	n/a	n/a

Q2. How has Council performed on 'The condition of sealed local roads in your area' over the last 12 months?  
 Base: All respondents. Councils asked State-wide: 66 Councils asked group: 18  
 Note: Please see Appendix A for explanation of significant differences.

## The condition of sealed local roads in your area performance



2023 sealed local roads performance (%)



Q2. How has Council performed on 'The condition of sealed local roads in your area' over the last 12 months?  
Base: All respondents. Councils asked State-wide: 66 Councils asked group: 18

J W S R E S E A R C H 51



## Waste management performance



### 2023 waste management performance (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
North-West	72▲	68	62	n/a	n/a	n/a	n/a	n/a	n/a	n/a
65+	68▲	63	63	n/a	n/a	n/a	n/a	51	62	78
Central	67	62	60	n/a	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	66▲	68	69	65	68	70	71	70	72	73
Large Rural	65▲	65	66	62	64	67	68	66	68	n/a
50-64	62	57	55	n/a	n/a	n/a	n/a	50	58	71
Women	61	62	53	n/a	n/a	n/a	n/a	43	53	74
Golden Plains	61	60	57	n/a	n/a	n/a	n/a	46	55	73
Men	60	58	62	n/a	n/a	n/a	n/a	49	57	73
18-34	58	62	59	n/a	n/a	n/a	n/a	49	53	75
35-49	55	57	53	n/a	n/a	n/a	n/a	37	49	72
South-East	51▼	53	52	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Q2. How has Council performed on 'Waste management' over the last 12 months?  
 Base: All respondents. Councils asked State-wide: 66 Councils asked group: 18  
 Note: Please see Appendix A for explanation of significant differences.

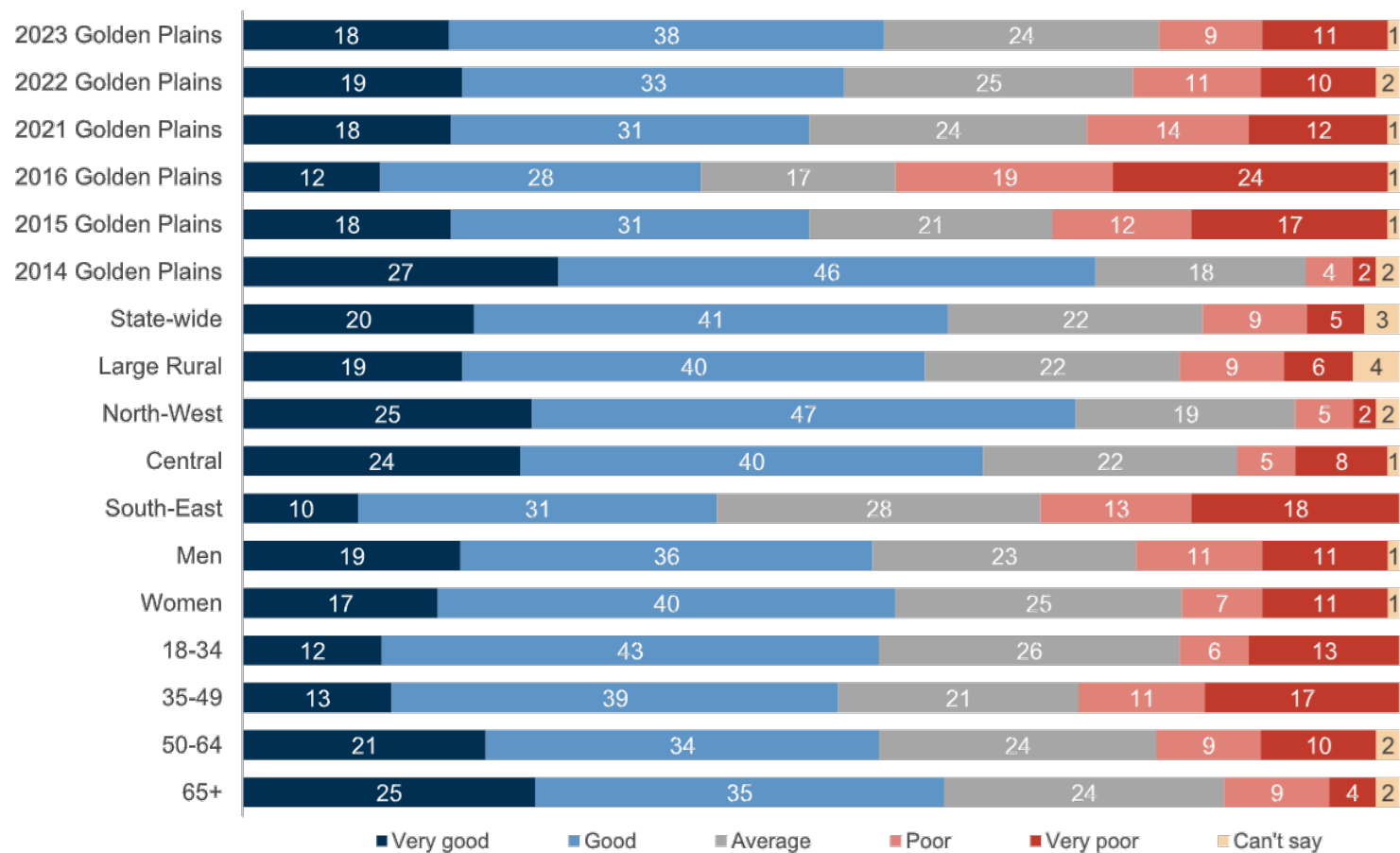




## Waste management performance



### 2023 waste management performance (%)



Q2. How has Council performed on 'Waste management' over the last 12 months?  
Base: All respondents. Councils asked State-wide: 66 Councils asked group: 18

J W S R E S E A R C H

53



## Maintenance of unsealed roads in your area importance



### 2023 unsealed roads importance (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
18-34	88	89	79	74	81	78	n/a	n/a	n/a	n/a
35-49	87	86	86	83	83	81	n/a	n/a	n/a	n/a
North-West	87	86	84	84	n/a	n/a	n/a	n/a	n/a	n/a
50-64	87	85	86	84	84	82	n/a	n/a	n/a	n/a
Central	86	87	86	88	n/a	n/a	n/a	n/a	n/a	n/a
Women	86	88	87	83	84	86	n/a	n/a	n/a	n/a
Golden Plains	86	85	84	81	82	81	n/a	n/a	n/a	n/a
Men	86	83	81	80	80	77	n/a	n/a	n/a	n/a
South-East	85	84	83	78	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	83▼	83	81	80	80	80	79	79	78	78
Large Rural	83▼	82	80	79	79	78	77	78	76	n/a
65+	82	82	84	84	81	84	n/a	n/a	n/a	n/a

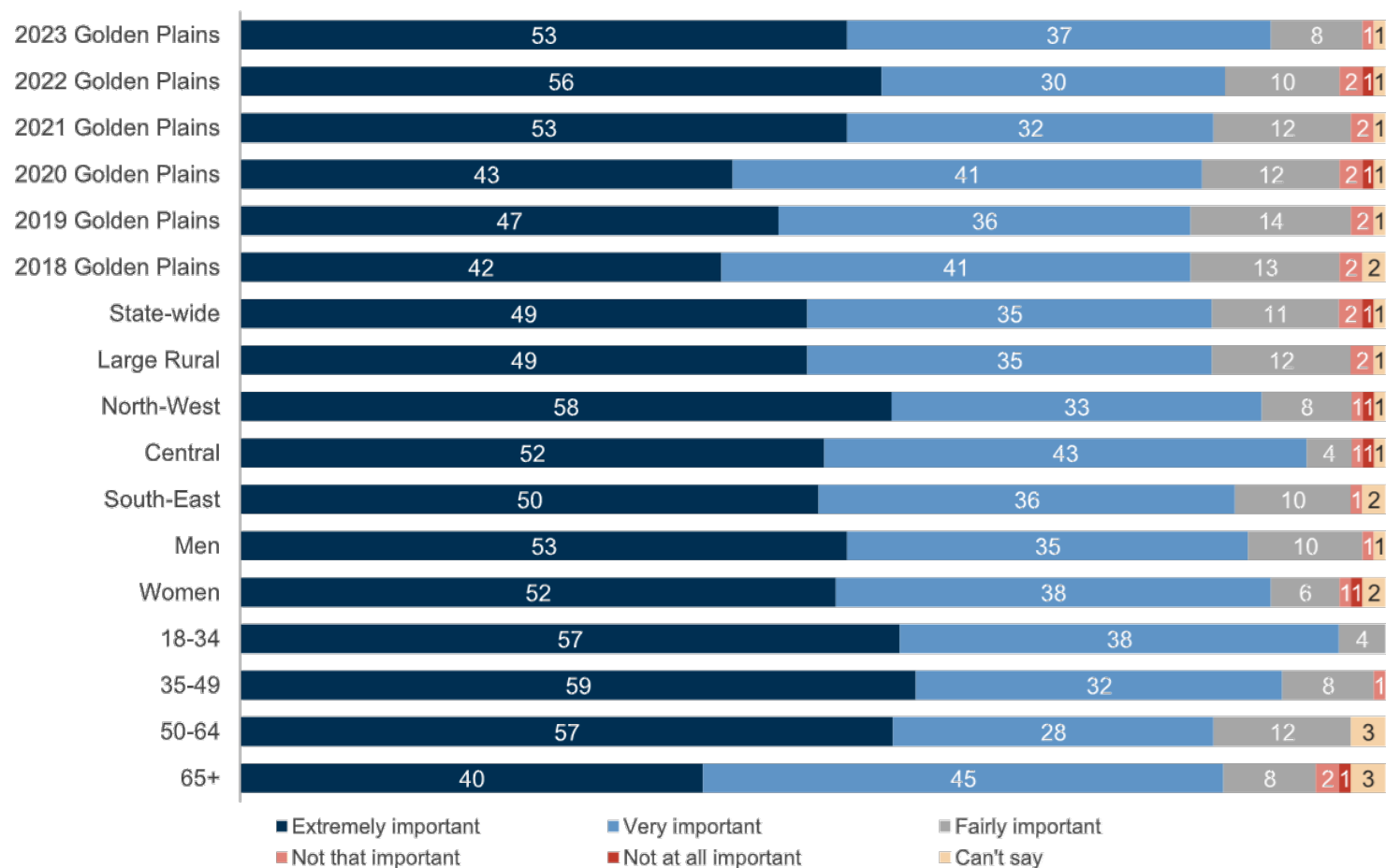
Q1. Firstly, how important should 'Maintenance of unsealed roads in your area' be as a responsibility for Council?  
 Base: All respondents. Councils asked State-wide: 14 Councils asked group: 6  
 Note: Please see Appendix A for explanation of significant differences.



## Maintenance of unsealed roads in your area importance



### 2023 unsealed roads importance (%)



Q1. Firstly, how important should 'Maintenance of unsealed roads in your area' be as a responsibility for Council?  
 Base: All respondents. Councils asked State-wide: 14 Councils asked group: 6



J W S R E S E A R C H

55

## Maintenance of unsealed roads in your area performance



### 2023 unsealed roads performance (index scores)

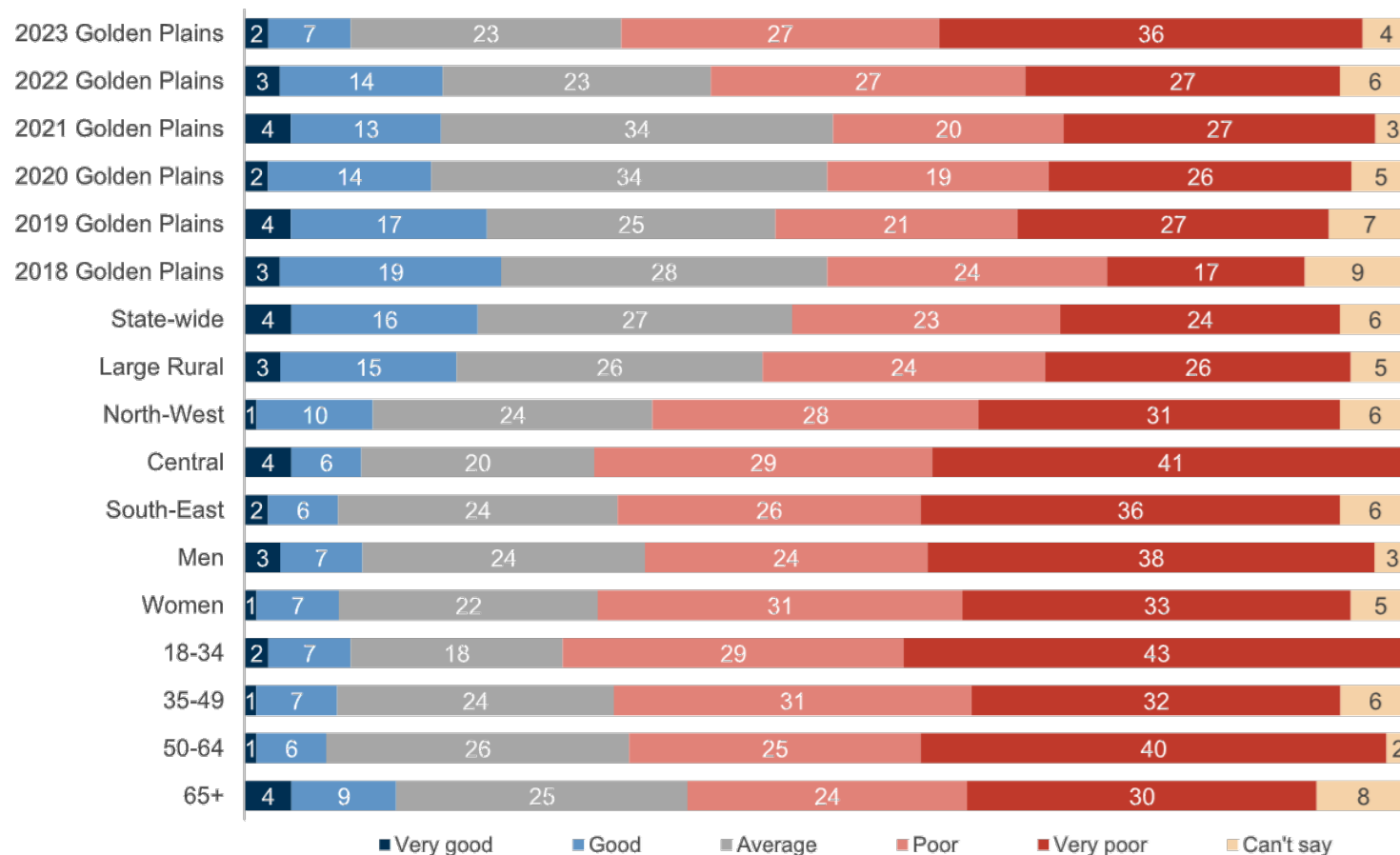
		2022	2021	2020	2019	2018	2017	2016	2015	2014
State-wide	 37▲	41	45	44	44	43	44	43	45	45
Large Rural	 35▲	39	44	42	41	41	42	43	44	n/a
65+	 32	41	39	37	44	42	n/a	n/a	n/a	n/a
North-West	 30	35	39	38	n/a	n/a	n/a	n/a	n/a	n/a
Men	 28	36	38	35	35	40	n/a	n/a	n/a	n/a
35-49	 28	34	32	39	34	42	n/a	n/a	n/a	n/a
Golden Plains	 27	33	36	36	36	41	n/a	n/a	n/a	n/a
Women	 27	31	35	37	38	42	n/a	n/a	n/a	n/a
South-East	 27	35	38	36	n/a	n/a	n/a	n/a	n/a	n/a
Central	 25	29	29	28	n/a	n/a	n/a	n/a	n/a	n/a
50-64	 25	29	34	35	35	38	n/a	n/a	n/a	n/a
18-34	 24	29	40	32	34	42	n/a	n/a	n/a	n/a

Q2. How has Council performed on 'Maintenance of unsealed roads in your area' over the last 12 months?  
 Base: All respondents. Councils asked State-wide: 25 Councils asked group: 10  
 Note: Please see Appendix A for explanation of significant differences.

## Maintenance of unsealed roads in your area performance



### 2023 unsealed roads performance (%)



Q2. How has Council performed on 'Maintenance of unsealed roads in your area' over the last 12 months?  
Base: All respondents. Councils asked State-wide: 25 Councils asked group: 10

J W S R E S E A R C H 57

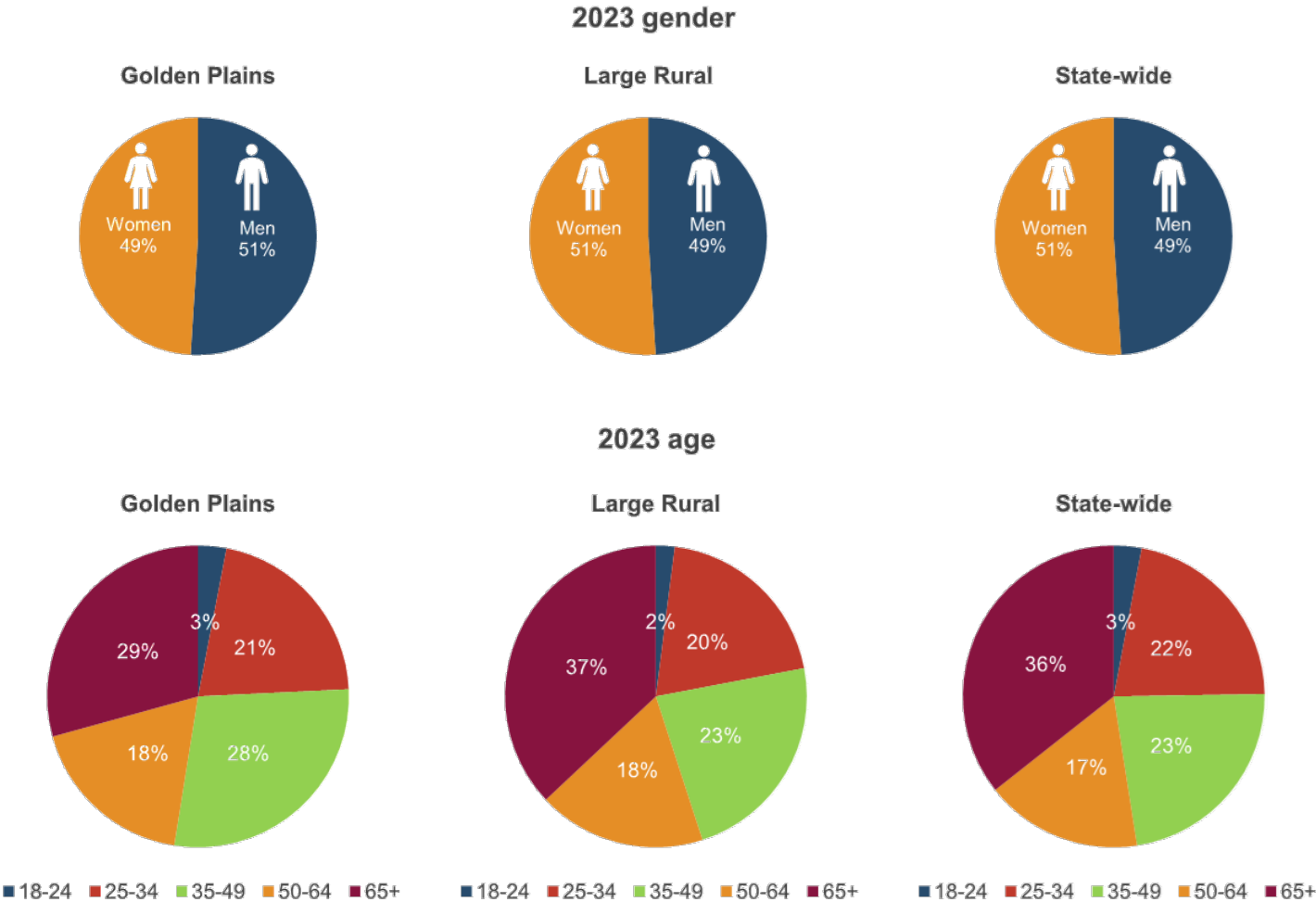
# **Detailed demographics**



J W S R E S E A R C H 58



Gender and age profile



S3. [Record gender] / S4. To which of the following age groups do you belong?  
Base: All respondents. Councils asked State-wide: 66 Councils asked group: 18  
Please note that for the reason of simplifying reporting, interlocking age and gender reporting has not been included in this report. Interlocking age and gender analysis is still available in the dashboard and data tables provided alongside this report.



# **Appendix A: Index scores, margins of error and significant differences**

J W S R E S E A R C H 60

## Appendix A: Index Scores



### Index Scores

Many questions ask respondents to rate council performance on a five-point scale, for example, from 'very good' to 'very poor', with 'can't say' also a possible response category. To facilitate ease of reporting and comparison of results over time, starting from the 2012 survey and measured against the state-wide result and the council group, an 'Index Score' has been calculated for such measures.

The Index Score is calculated and represented as a score out of 100 (on a 0 to 100 scale), with 'can't say' responses excluded from the analysis. The '% RESULT' for each scale category is multiplied by the 'INDEX FACTOR'. This produces an 'INDEX VALUE' for each category, which are then summed to produce the 'INDEX SCORE', equating to '60' in the following example.

Similarly, an Index Score has been calculated for the Core question 'Performance direction in the last 12 months', based on the following scale for each performance measure category, with 'Can't say' responses excluded from the calculation.

SCALE CATEGORIES	% RESULT	INDEX FACTOR	INDEX VALUE
Very good	9%	100	9
Good	40%	75	30
Average	37%	50	19
Poor	9%	25	2
Very poor	4%	0	0
Can't say	1%	--	INDEX SCORE 60

SCALE CATEGORIES	% RESULT	INDEX FACTOR	INDEX VALUE
Improved	36%	100	36
Stayed the same	40%	50	20
Deteriorated	23%	0	0
Can't say	1%	--	INDEX SCORE 56

## Appendix A: Margins of error



The sample size for the 2023 State-wide Local Government Community Satisfaction Survey for 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 +/-4.9% at the 95% confidence level for results around 50%. Margins of error will be larger for any sub-samples. As an example, a result of 50% can be read confidently as falling midway in the range 45.1% - 54.9%.

Maximum margins of error are listed in the table below, based on a population of 18,300 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	+/-4.9
Men	202	204	+/-6.9
Women	198	196	+/-6.9
North-West	121	116	+/-8.9
Central	95	96	+/-10.1
South-East	184	188	+/-7.2
18-34 years	43	96	+/-15.1
35-49 years	75	113	+/-11.4
50-64 years	109	74	+/-9.4
65+ years	173	117	+/-7.4

# Appendix A: Significant difference reporting notation



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

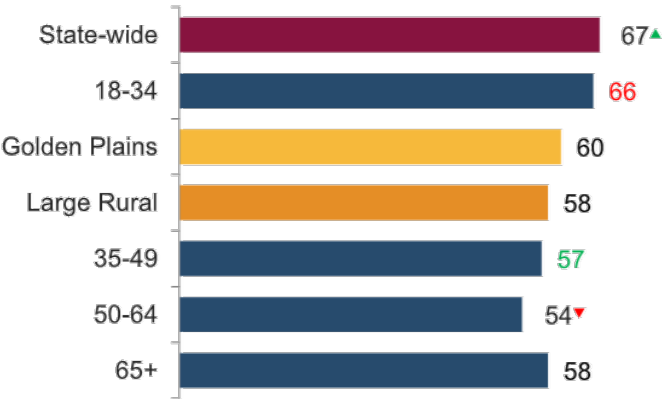
Significance when noted indicates a significantly higher or lower result for the analysis group in comparison to the ‘Total’ result for the council for that survey question for that year. Therefore in the example below:

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

Further, results shown in green and red indicate significantly higher or lower results than in 2022. Therefore in the example below:

- The result among 35-49 year olds in the council is significantly higher than the result achieved among this group in 2022.
- The result among 18-34 year olds in the council is significantly lower than the result achieved among this group in 2022.

2023 overall performance (index scores)  
(example extract only)



## Appendix A: Index score significant difference calculation



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

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

Where:

- \$1 = Index Score 1
- \$2 = Index Score 2
- \$3 = unweighted sample count 1
- \$4 = unweighted sample count 2
- \$5 = standard deviation 1
- \$6 = standard deviation 2

All figures can be sourced from the detailed cross tabulations.

The test was applied at the 95% confidence interval, so if the Z Score was greater than +/- 1.954 the scores are significantly different.

## **Appendix B: Further project information**

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## Appendix B: Further information

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Further information about the report and explanations about the State-wide Local Government Community Satisfaction Survey can be found in this section including:

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

### Detailed survey tabulations

Detailed survey tabulations are available in supplied Excel file.

### Contacts

For further queries about the conduct and reporting of the 2023 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on

(03) 8685 8555 or via email:  
[admin@jwsresearch.com](mailto:admin@jwsresearch.com)



## Appendix B: Survey methodology and sampling



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

- 2022, n=400 completed interviews, conducted in the period of 27<sup>th</sup> January – 24<sup>th</sup> March.
- 2021, n=400 completed interviews, conducted in the period of 28<sup>th</sup> January – 18<sup>th</sup> March.
- 2020, n=400 completed interviews, conducted in the period of 30<sup>th</sup> January – 22<sup>nd</sup> March.
- 2019, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2018, n=401 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2017, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2016, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2015, n=400 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.

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.

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 60% 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 27<sup>th</sup> January – 19<sup>th</sup> March, 2023.

## Appendix B: Analysis and reporting



All participating councils are listed in the State-wide report published on the DELWP website. In 2023, 66 of the 79 Councils throughout Victoria participated in this survey. For consistency of analysis and reporting across all projects, Local Government Victoria has aligned its presentation of data to use standard council groupings. Accordingly, the council reports for the community satisfaction survey provide analysis using these standard council groupings. Please note that councils participating across 2012-2023 vary slightly.

### Council Groups

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, 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 Golden Plains Shire Council for this 2023 State-wide Local Government Community Satisfaction Survey have been compared against other participating councils in the Large Rural group and on a state-wide basis. Please note that council groupings changed for 2015, and as such comparisons to council group results before that time can not be made within the reported charts.

## Appendix B: 2012 survey revision

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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 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 2012-2023 have been made throughout this report as appropriate.

## Appendix B: Core, optional and tailored questions



### Core, optional and tailored questions

Over and above necessary geographic and demographic questions required to ensure sample representativeness, a base set of questions for the 2023 State-wide Local Government Community Satisfaction Survey was designated as 'Core' and therefore compulsory inclusions for all participating Councils.

These core questions comprised:

- Overall performance last 12 months (Overall performance)
- Value for money in services and infrastructure (Value for money)
- Contact in last 12 months (Contact)
- Rating of contact (Customer service)
- Overall council direction last 12 months (Council direction)
- Community consultation and engagement (Consultation)
- Decisions made in the interest of the community (Making community decisions)
- Condition of sealed local roads (Sealed local roads)
- Waste management

Reporting of results for these core questions can always be compared against other participating councils in the council group and against all participating councils state-wide. Alternatively, some questions in the 2023 State-wide Local Government Community Satisfaction Survey were optional. Councils also had the ability to ask tailored questions specific only to their council.

## Appendix B: Analysis and reporting

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### Reporting

Every council that participated in the 2023 State-wide Local Government Community Satisfaction Survey receives a customised report. In addition, the State government is supplied with this State-wide summary report of the aggregate results of 'Core' and 'Optional' questions asked across all council areas surveyed, which is available at:

<https://www.localgovernment.vic.gov.au/our-programs/council-community-satisfaction-survey>

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

## Appendix B: Glossary of terms



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

**CSS:** 2023 Victorian Local Government Community Satisfaction Survey.

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

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

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

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

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

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

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

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

**State-wide average:** The average result for all participating councils in the State.

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

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



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