



LOCAL GOVERNMENT COMMUNITY SATISFACTION SURVEY GOLDEN PLAINS SHIRE COUNCIL

2017 RESEARCH REPORT

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

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BACKGROUND AND OBJECTIVES

Welcome to the report of results and recommendations for the 2017 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. Participating councils have various choices as to the content of the questionnaire and the sample size to be surveyed, depending on their individual strategic, financial and other considerations.

The main objectives of the survey are to assess the performance of 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, 2017.

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

- 2016, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 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.

SURVEY METHODOLOGY AND SAMPLING

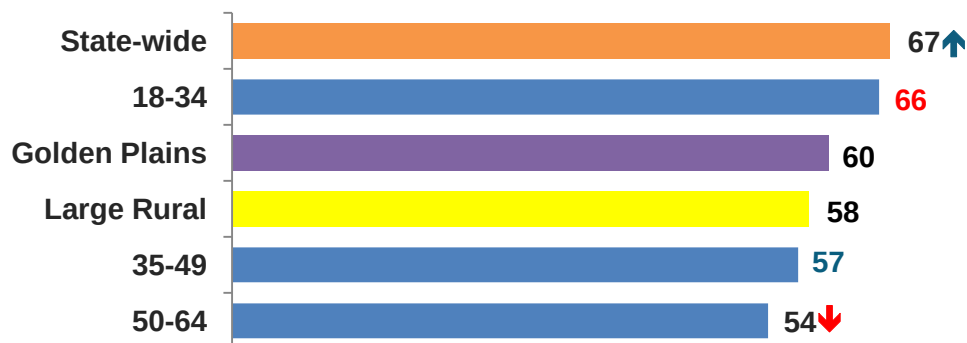
Within tables and index score charts throughout this report, statistically significant differences at the 95% confidence level are represented by upward directing blue and downward directing red arrows. Significance when noted indicates a significantly higher or lower result for the analysis group in comparison to the 'Total' result for the council for that survey question for that year. Therefore in the example below:

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

Further, results shown in blue and red indicate significantly higher or lower results than in 2016. Therefore in the example below:

- The result among 35-49 year olds in the council is significantly higher than the result achieved among this group in 2016.
- The result among 18-34 year olds in the council is significantly lower than the result achieved among this group in 2016.

Overall Performance – Index Scores (example extract only)



FURTHER INFORMATION

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

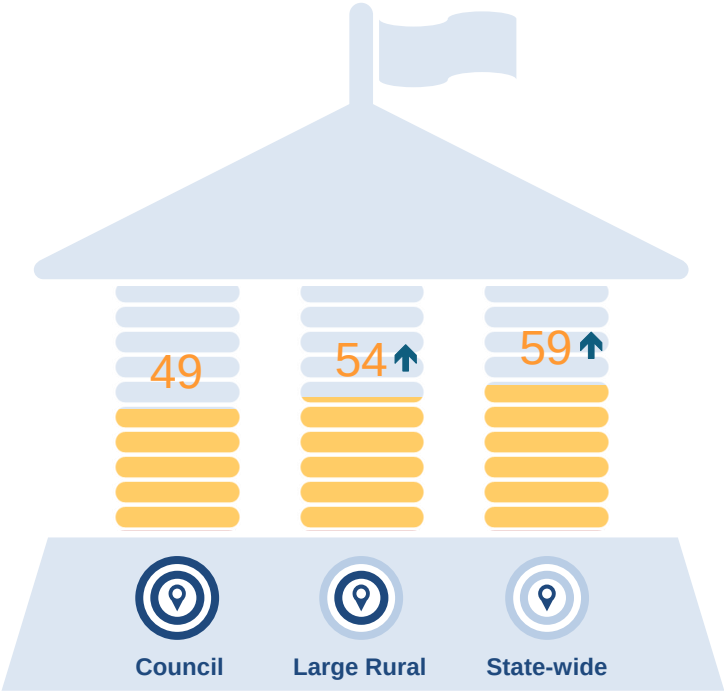
- [Background and objectives](#)
- [Margins of error](#)
- [Analysis and reporting](#)
- [Glossary of terms](#)

Contacts

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



KEY FINDINGS & RECOMMENDATIONS



OVERALL COUNCIL PERFORMANCE

Results shown are index scores out of 100.

OVERALL PERFORMANCE

The **overall performance index score of 49** for Golden Plains Shire Council is unchanged from 2016 and remains well below previous years (index scores of 54 in 2015, and 62 and above from 2012 to 2014).

- Positively, the downward trend in overall performance ratings has been halted.
- Golden Plains Shire Council's overall performance is ***significantly lower*** (at the 95% confidence interval) **than the average rating for Large Rural councils and councils State-wide** (index scores of 54 and 59 respectively).
- No significant differences are evident among demographic and geographic sub-groups on overall performance relative to Council's average rating. The exception is among women, who rate Council's overall performance *significantly more favourably* (index score of 53).

More residents rate Golden Plains Shire Council's overall performance as 'very poor' (8%) than 'very good' (3%). A quarter of residents (26%) rate Council's overall performance as 'good' and a further 41% sit mid-scale, providing an 'average' rating. One in five (19%) rate Council's overall performance as 'poor'.

OVERVIEW OF CORE PERFORMANCE MEASURES

Review of the core performance measures (as shown on page 19) shows that Golden Plains Shire Council's **performance on five of the seven measures has either increased or remained stable** compared to Council's own results in 2016.

- The exceptions are the **condition of sealed local roads** and **customer service**, where ratings have declined in the past year. In the case of sealed roads, this is a *significant decline*.

On all measures, Golden Plains Shire Council's 2017 performance ratings are **significantly lower than the Large Rural and State-wide group averages**. The largest gap with each group is:

- Council is 15 index points *behind* the State-wide average on sealed local roads.
- Council is 7 index points *behind* the group average on overall council direction.

Making community decisions is the one area where Council performance is significantly better than previous results for Council (index score of 48, up 4 index points from 2016).

- Most driving the increase since last year are *significantly more favourable* ratings among women, adults aged 35 to 49 and 65+ years, and residents in the South.

Council performance has **improved slightly** in the past year on **overall council direction** (index score of 45, up 4 index points from 2016). Current ratings are not at the levels seen in 2014 and earlier (index scores of 53 and above). Nevertheless, the downward trend that was evident from 2013 to 2016 has abated. Contributing to this change are *significantly more favourable* ratings among adults aged 35 to 49 years and residents in the South.

Golden Plains Shire Council performs best in the area of **customer service** (index score of 61).

Three in five (60%) Golden Plains Shire Council residents have had recent contact with Council. Residents in the South have had *significantly more* contact with Council over the past year than previously.

Golden Plains Shire Council's customer service index of 61 is Council's strongest result in 2017. More than half of residents (56%) rate Council's customer service as 'very good' or 'good'. A further one in five (22%) sit mid-scale, rating it as 'average'.

However, Council's **rated performance on customer service has been in steady decline since peaking at 77 in 2013**, and the 2017 result represents its *poorest rating*. As mentioned previously, Council performance is also *significantly lower* than the Large Rural group and State-wide averages in 2017 (index scores of 66 and 69 respectively).

Perceptions of customer service have not changed significantly among all demographic and geographic sub-groups since 2016, with the exception of residents aged 50 to 64 years. Ratings among this cohort have *declined significantly* (from an index score of 68 in 2016 to 55 currently) and Council should focus on improving relations with this group, in particular, moving forward.

AREAS IN NEED OF ATTENTION

The area that stands out as being most in need of Council attention is the **condition of sealed local roads**. With a performance index score of 38, this represents Golden Plains Shire Council's lowest rating, with Council seen to be **performing poorly** in this service area.

As mentioned previously, Council performance on sealed local roads has *declined significantly* by six index points since 2016, and is also *significantly lower* than the group and State-wide averages (5 and 15 index points lower respectively).

- Most demographic and geographic sub-groups rate Council's performance in this area *significantly less favourably* in 2017 than 2016, with the biggest decreases in ratings occurring among 50 to 64 year olds, 18 to 34 year olds, and residents in the South (10, 9 and 8 index points lower respectively).
- Feedback from residents on what they consider Council most needs to do to improve its performance in the next 12 months supports this finding, with **sealed road maintenance** leading the list of resident concerns (26%, up 6 percentage points from 2016).

FOCUS AREAS FOR COMING 12 MONTHS

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

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

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

On the positive side, Council should aim to **shore up service areas** where community perceptions of Council are stabilising and/ or improving such as **making community decisions** and community **consultation and engagement**.

- It is also important to learn from what is working amongst groups more favourably disposed toward Council, especially those aged 65+ years, and use these lessons to build performance experience and perceptions in other areas.

FURTHER AREAS OF EXPLORATION

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

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 understanding the responses of the key gender and age groups, especially any target groups identified as requiring attention.

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

SNAPSHOT OF KEY FINDINGS

Higher results in 2017

(Significantly higher result than 2016)

- Making community decisions

Lower results in 2017

(Significantly lower result than 2016)

- Sealed local roads

Most favourably disposed towards Council

- Aged 65+ years

Least favourably disposed towards Council

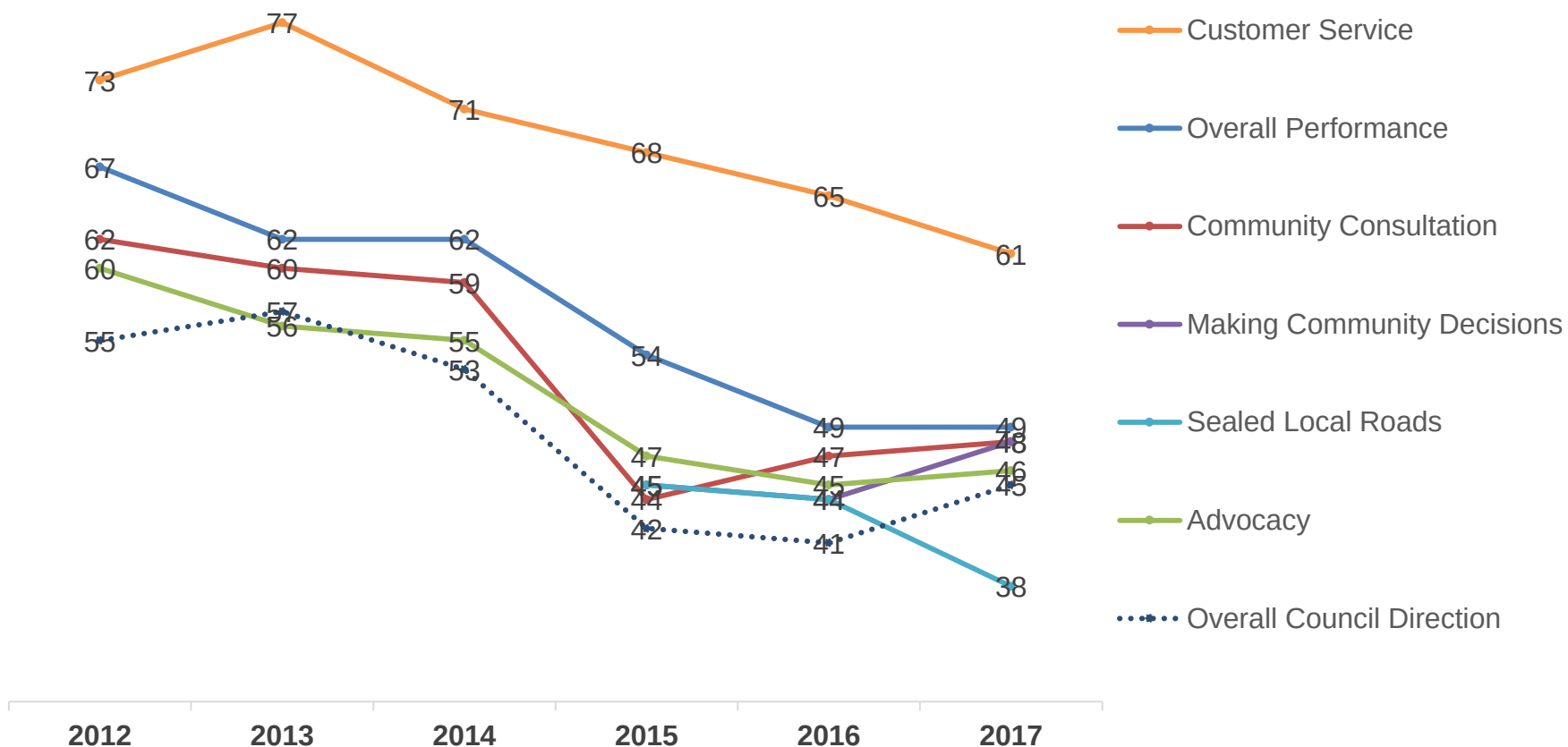
- Aged 50-64 years



SUMMARY OF FINDINGS

2017 SUMMARY OF CORE MEASURES

INDEX SCORE RESULTS



2017 SUMMARY OF CORE MEASURES

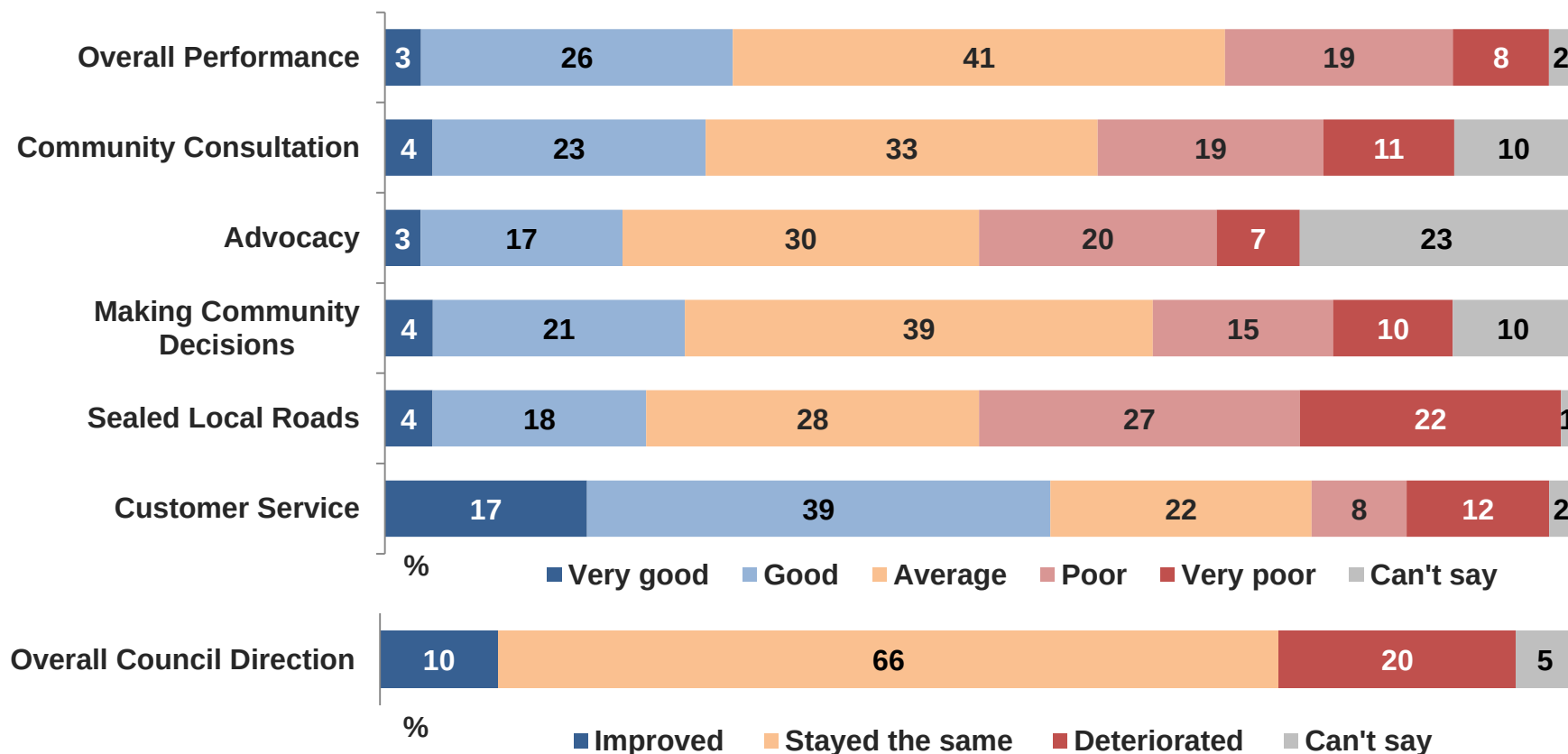
DETAILED ANALYSIS

Performance Measures	Golden Plains 2017	Golden Plains 2016	Large Rural 2017	State-wide 2017	Highest score	Lowest score
OVERALL PERFORMANCE	49	49	54	59	Women	Men, Aged 50-64 years
COMMUNITY CONSULTATION (Community consultation and engagement)	48	47	52	55	Women	Men, Aged 50-64 years
ADVOCACY (Lobbying on behalf of the community)	46	45	51	54	Aged 65+ years	Aged 50-64 years
MAKING COMMUNITY DECISIONS (Decisions made in the interest of the community)	48	44	51	54	Aged 65+ years	Aged 50-64 years
SEALED LOCAL ROADS (Condition of sealed local roads)	38	44	43	53	Aged 65+ years	Aged 50-64 years
CUSTOMER SERVICE	61	65	66	69	Aged 18-34 years	Aged 50-64 years, Men
OVERALL COUNCIL DIRECTION	45	41	52	53	Aged 65+ years	Aged 35-64 years, Men

2017 SUMMARY OF KEY COMMUNITY SATISFACTION

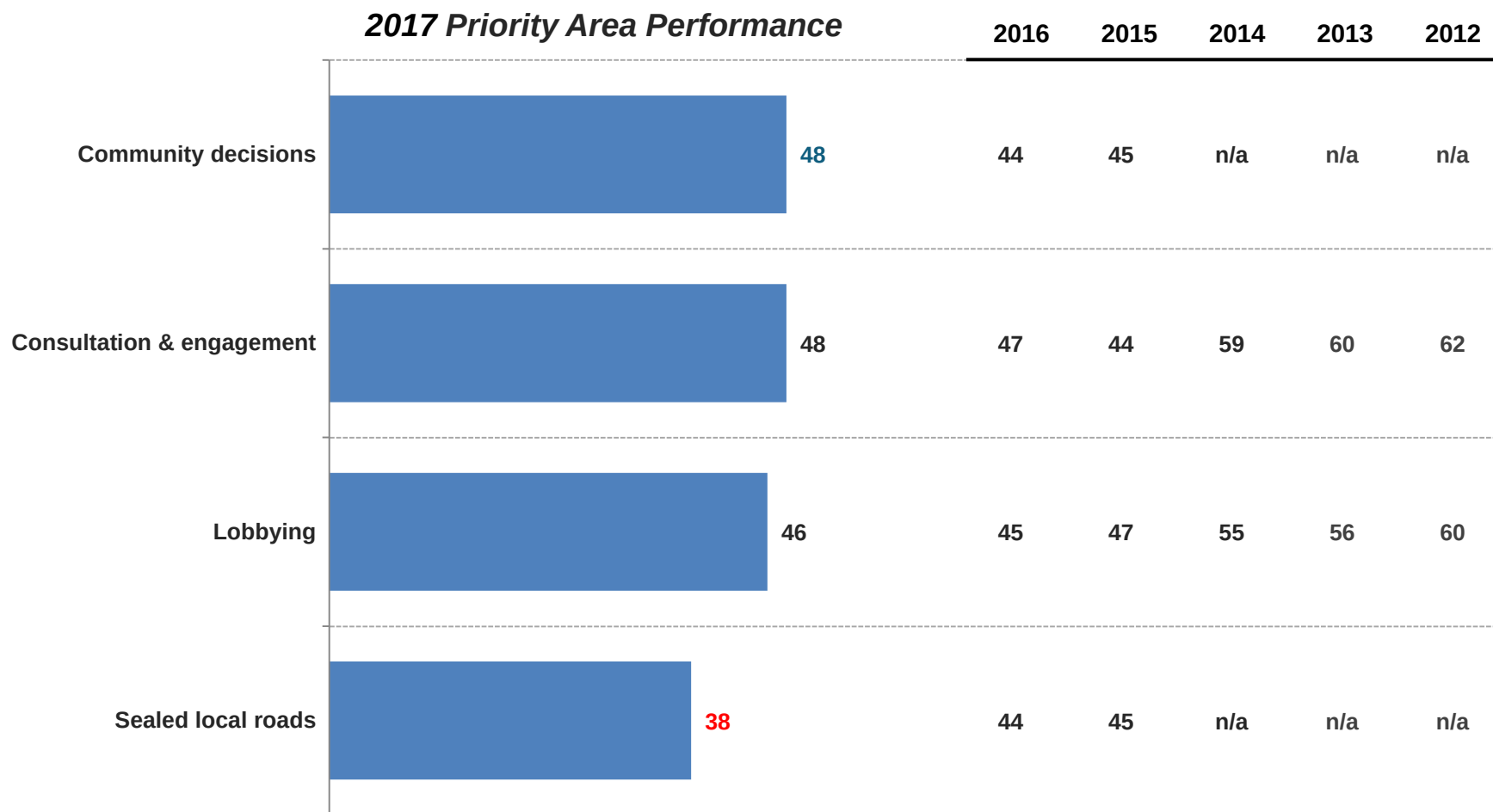
PERCENTAGE RESULTS

Key Measures Summary Results



2017 PERFORMANCE SUMMARY

INDEX SCORES OVER TIME



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

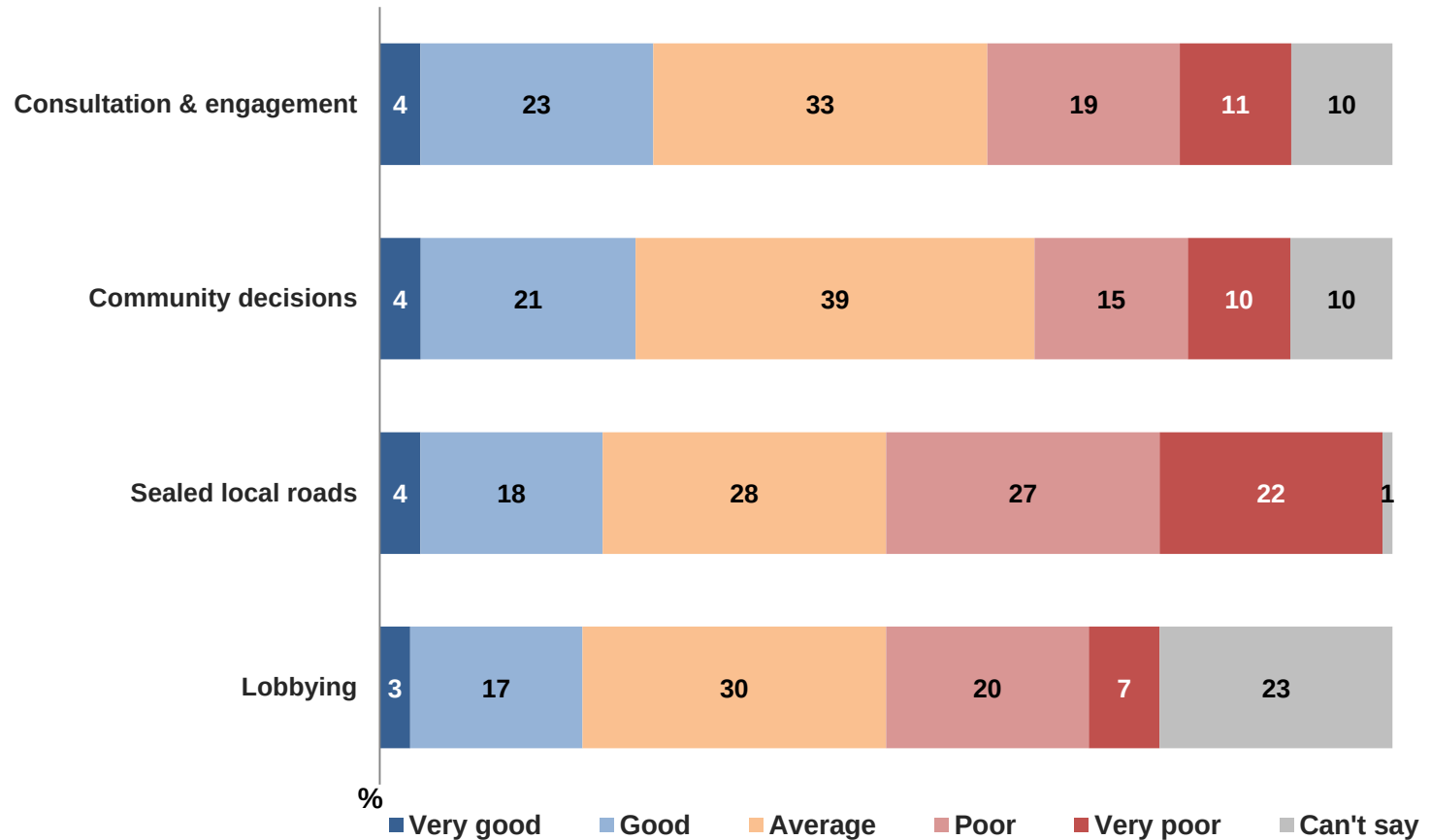
Base: All respondents. Councils asked state-wide: 68 Councils asked group: 19

Note: Please see page 5 for explanation of significant differences

INDIVIDUAL SERVICE AREAS PERFORMANCE

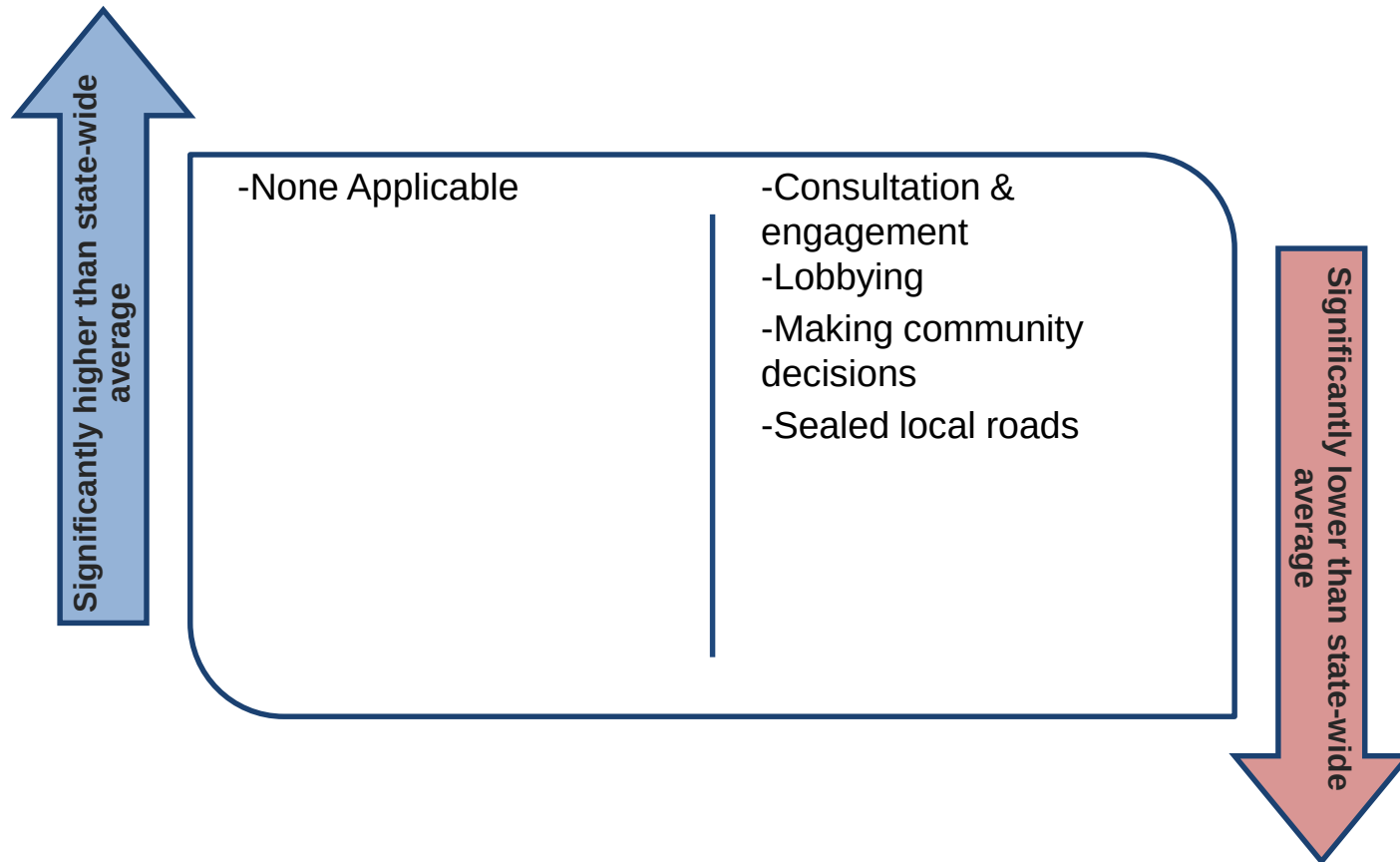
DETAILED PERCENTAGES

Individual Service Areas Performance



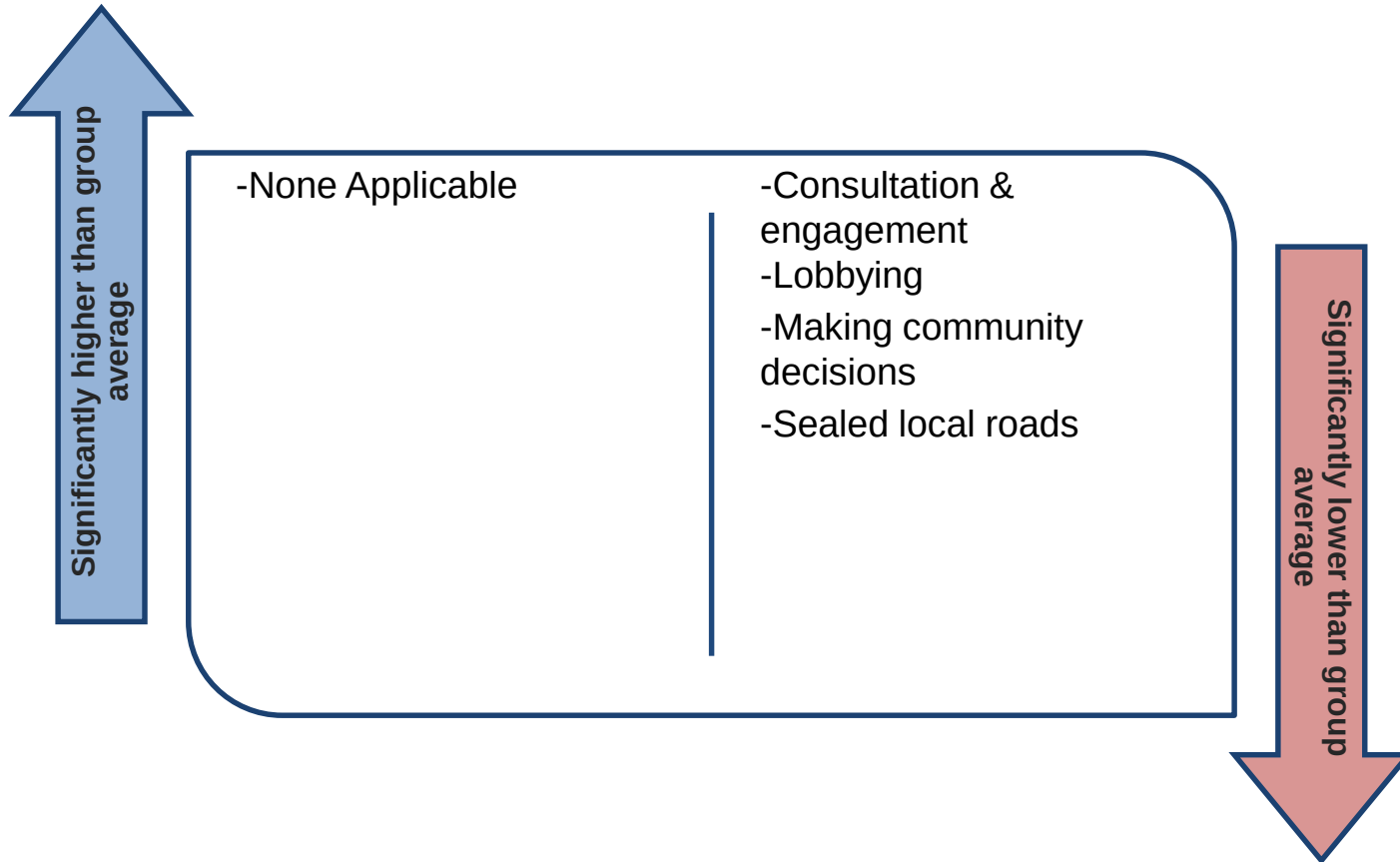
INDIVIDUAL SERVICE AREAS SUMMARY

COUNCIL'S PERFORMANCE VS STATE-WIDE AVERAGE



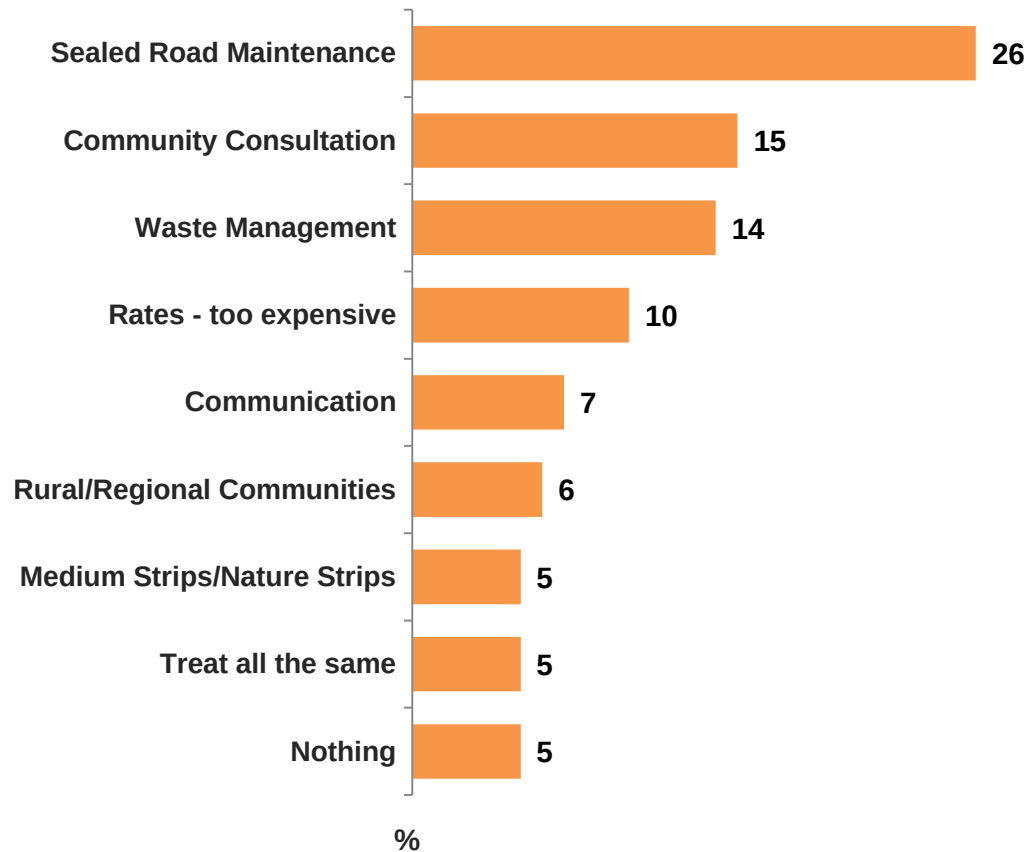
INDIVIDUAL SERVICE AREAS SUMMARY

COUNCIL'S PERFORMANCE VS GROUP AVERAGE



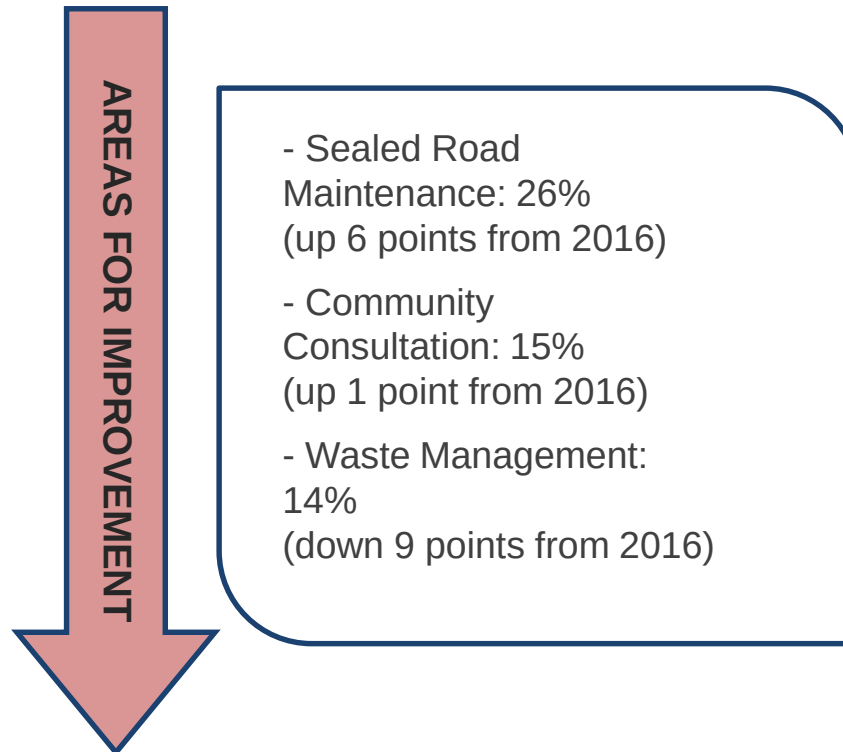
2017 SERVICES TO IMPROVE DETAILED PERCENTAGES

2017 Areas for Improvement



AREAS FOR IMPROVEMENT

SUMMARY





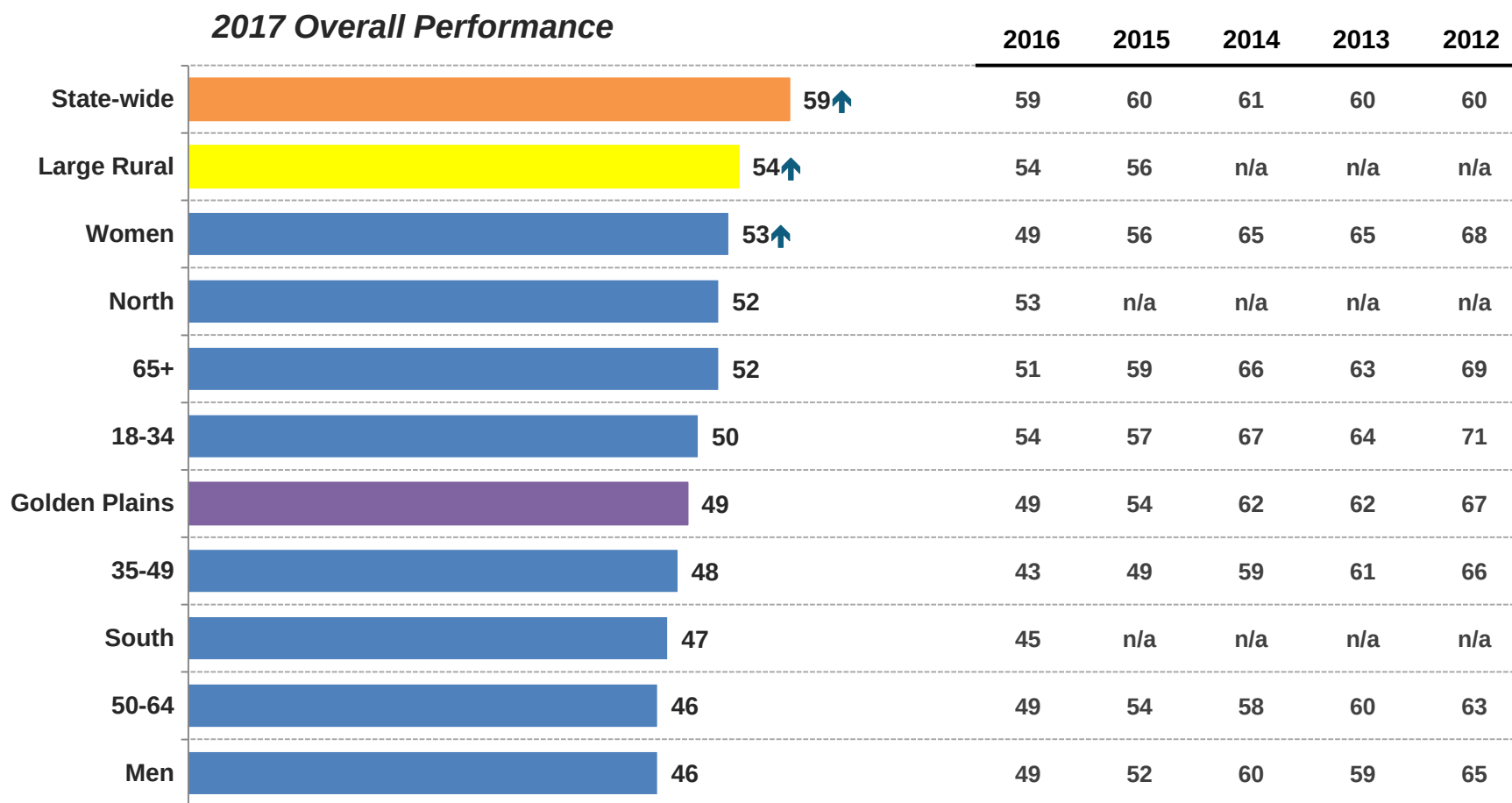
DETAILED FINDINGS



KEY CORE MEASURE OVERALL PERFORMANCE

OVERALL PERFORMANCE

INDEX SCORES



Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of 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?

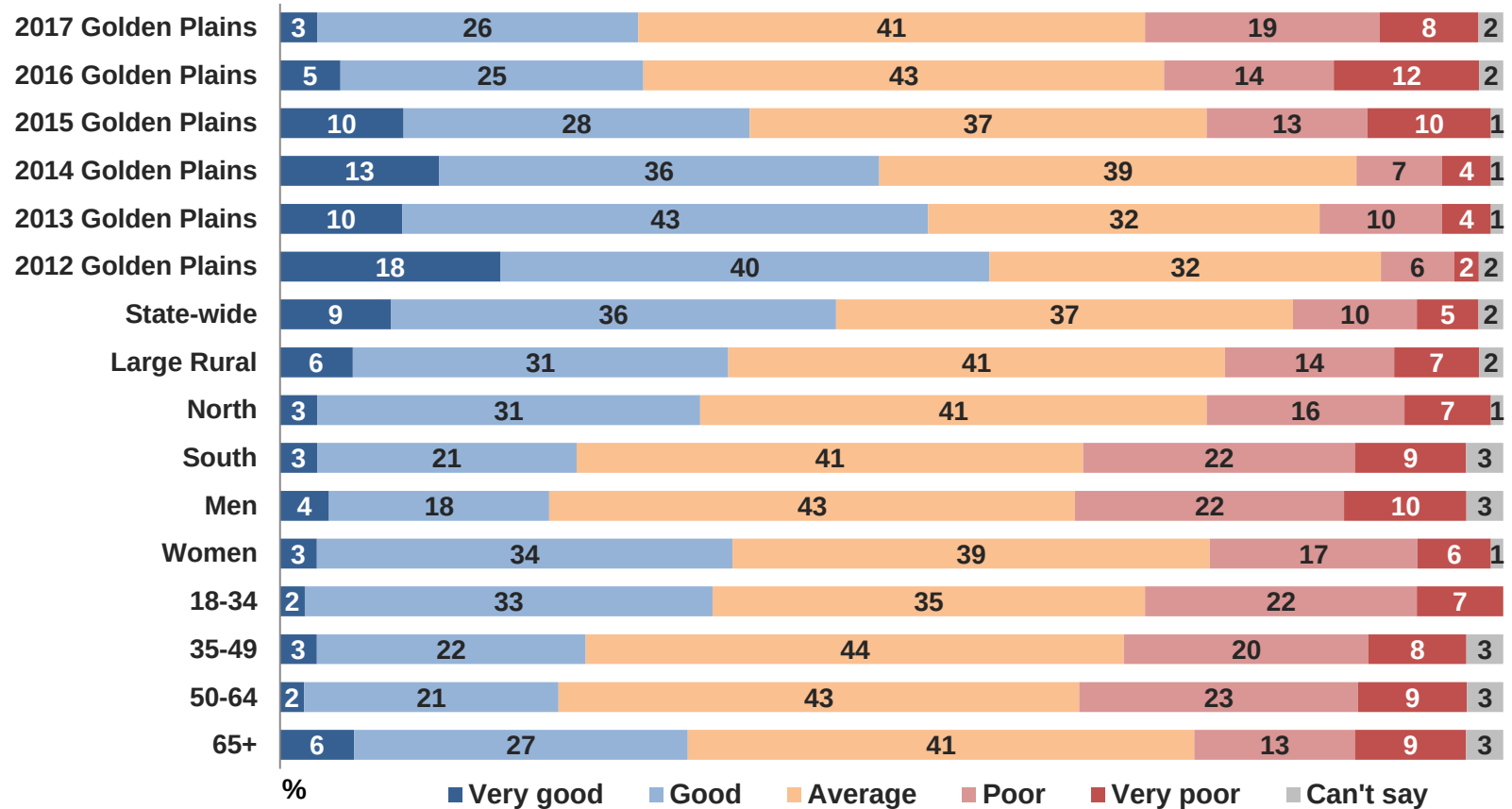
Base: All respondents. Councils asked state-wide: 68 Councils asked group: 19

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OVERALL PERFORMANCE

DETAILED PERCENTAGES

2017 Overall Performance



Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of 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: 68 Councils asked group: 19



KEY CORE MEASURE CUSTOMER SERVICE

CONTACT LAST 12 MONTHS

SUMMARY

Overall contact with Golden Plains Shire Council

- 60%, up 6 points on 2016

Most contact with Golden Plains Shire Council

- South
- Aged 65+ years

Least contact with Golden Plains Shire Council

- North

Customer service rating

- Index score of 61, down 4 points on 2016

Most satisfied with customer service

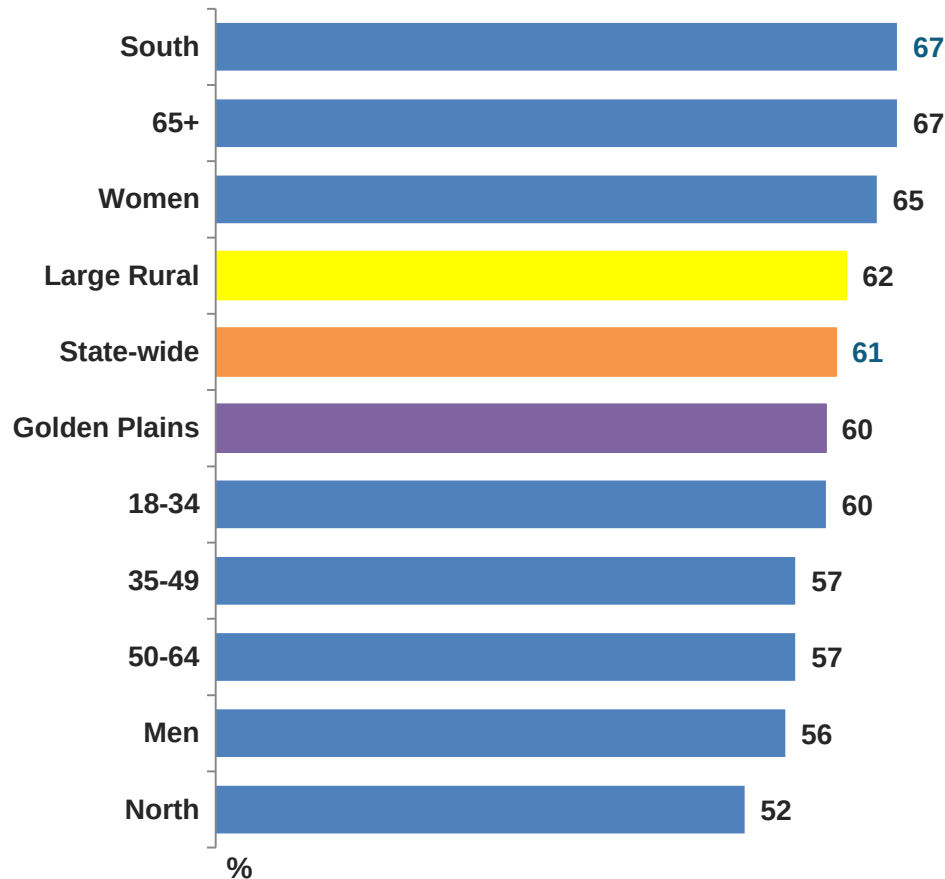
- Aged 18-34 years

Least satisfied with customer service

- Aged 50-64 years
- Men

2017 CONTACT WITH COUNCIL

2017 Contact with Council



Q5. Over the last 12 months, have you or any member of your household had any contact with 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?

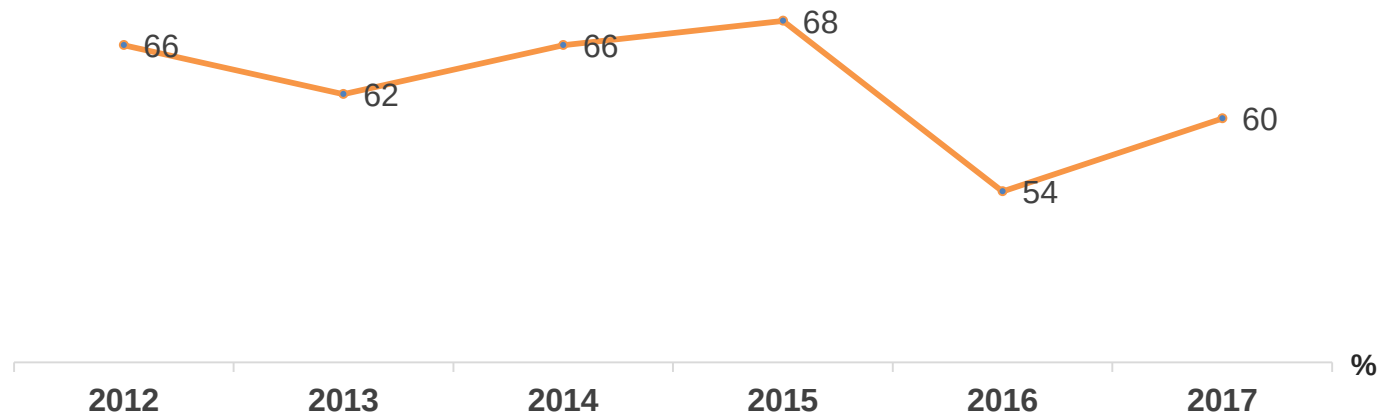
Base: All respondents. Councils asked state-wide: 49 Councils asked group: 16

Note: Please see page 5 for explanation about significant differences

2017 CONTACT WITH COUNCIL

2017 Contact with Council

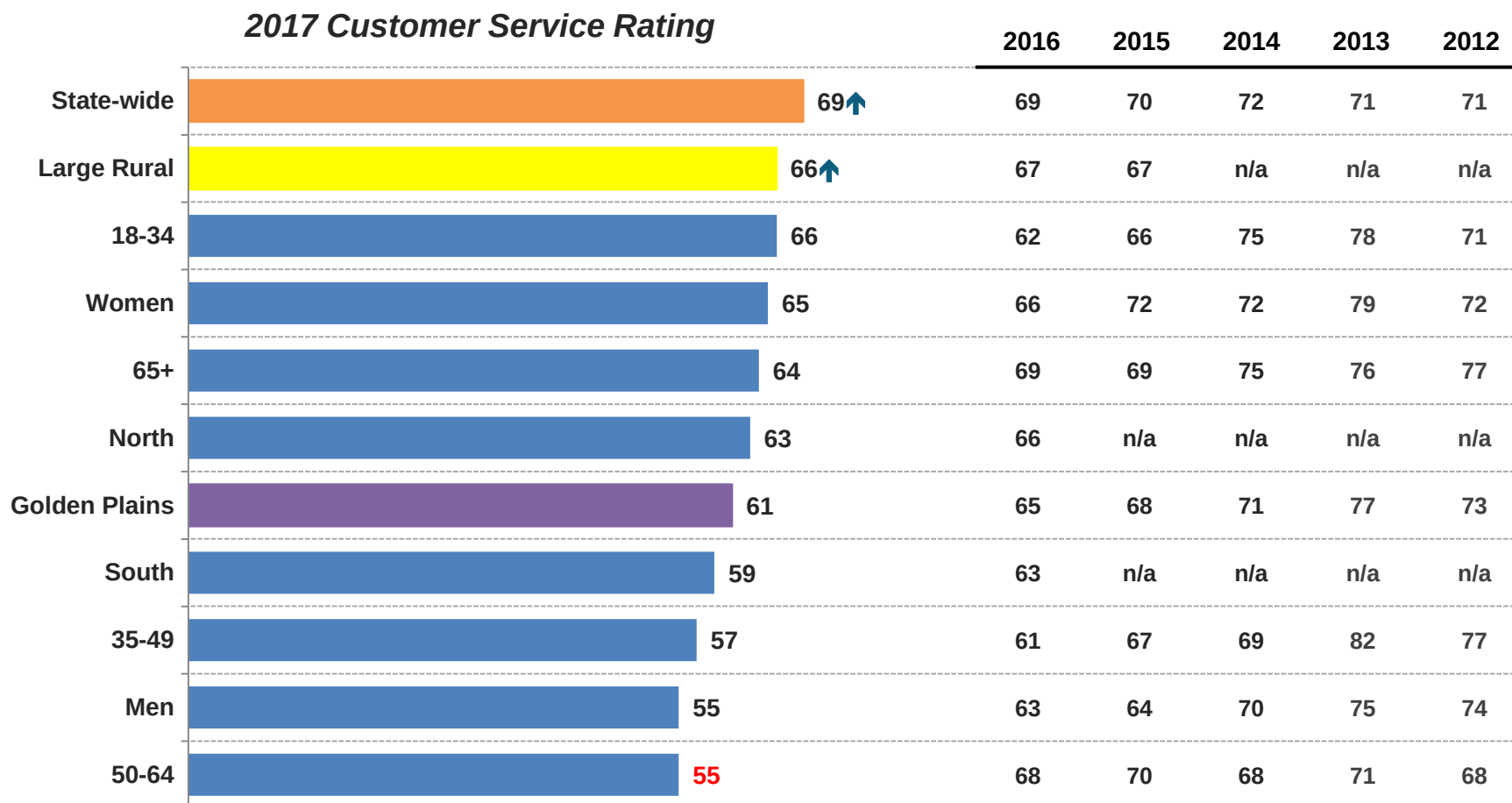
Have had contact



Q5. Over the last 12 months, have you or any member of your household had any contact with 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: 49 Councils asked group: 16

2017 CONTACT CUSTOMER SERVICE INDEX SCORES



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.

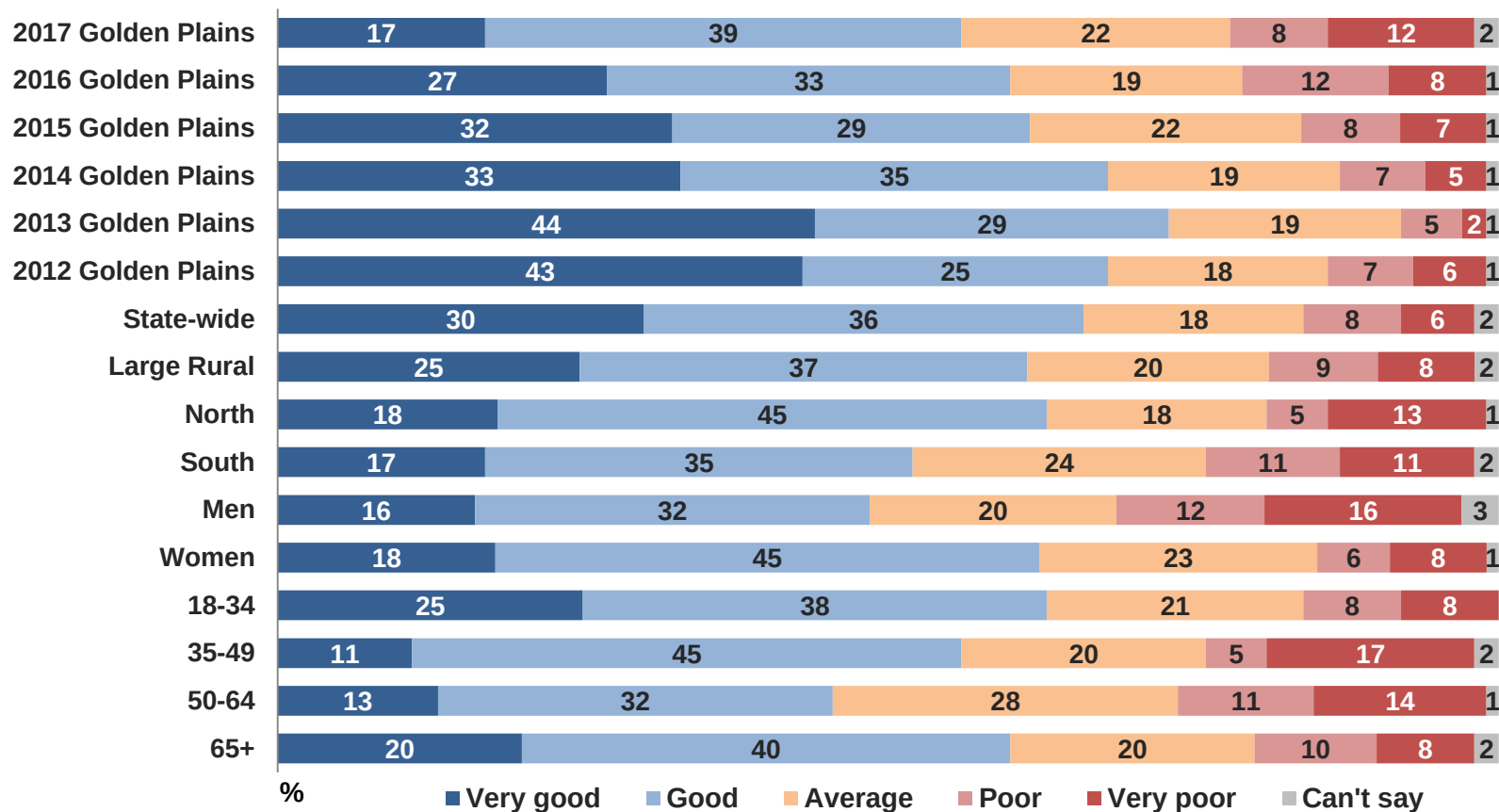
Councils asked state-wide: 68 Councils asked group: 19

Note: Please see page 5 for explanation about significant differences

2017 CONTACT CUSTOMER SERVICE

DETAILED PERCENTAGES

2017 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: 68 Councils asked group: 19



KEY CORE MEASURE COUNCIL DIRECTION INDICATORS

COUNCIL DIRECTION

SUMMARY

Council Direction from Q6

- 66% stayed about the same, up 13 points on 2016
- 10% improved, down 2 points on 2016
- 20% deteriorated, down 9 points on 2016

Most satisfied with Council Direction from Q6

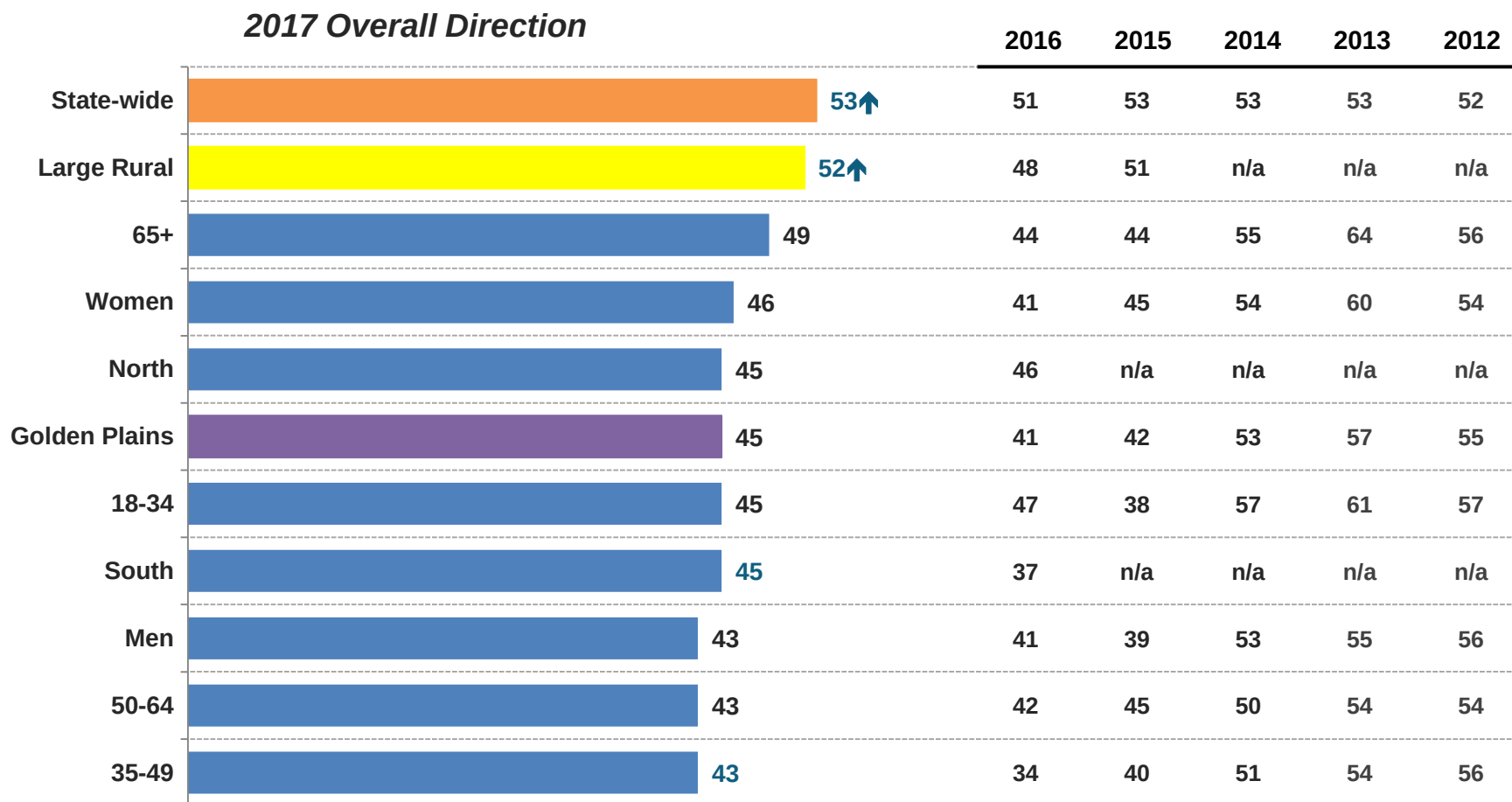
- Aged 65+ years

Least satisfied with Council Direction from Q6

- Aged 35-64 years
- Men

2017 OVERALL COUNCIL DIRECTION LAST 12 MONTHS

INDEX SCORES



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

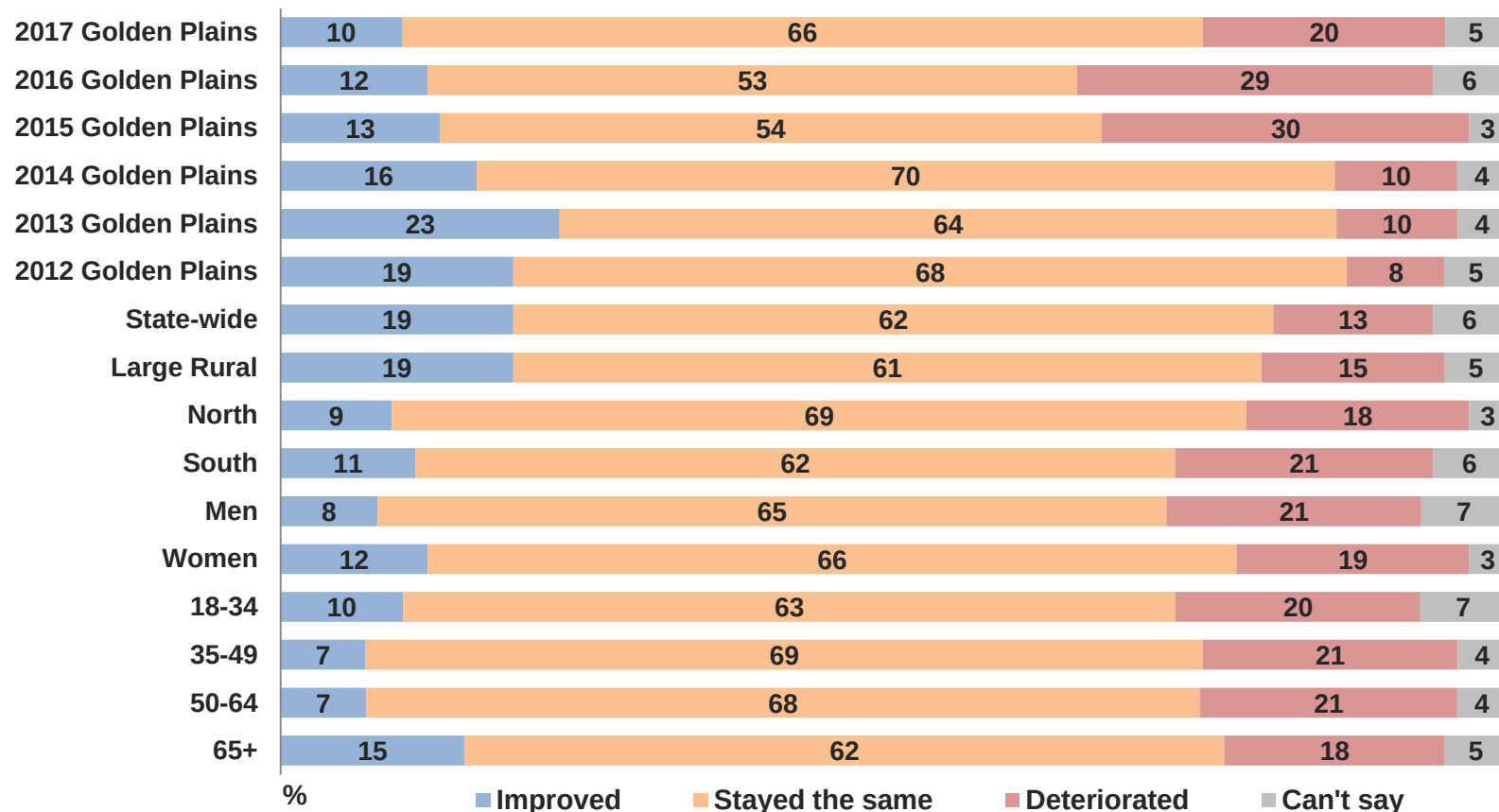
Base: All respondents. Councils asked state-wide: 68 Councils asked group: 19

Note: Please see page 5 for explanation about significant differences

2017 OVERALL COUNCIL DIRECTION LAST 12 MONTHS

DETAILED PERCENTAGES

2017 Overall Direction



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

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

A satellite map of the United States is shown within a dark, rounded rectangular frame. The map highlights the landmasses with a network of glowing yellow lines representing roads or service areas. The text "INDIVIDUAL SERVICE AREAS" is overlaid in large, white, bold, sans-serif capital letters.

INDIVIDUAL SERVICE AREAS

2017 COMMUNITY CONSULTATION AND ENGAGEMENT

PERFORMANCE INDEX SCORES

2017 Consultation and Engagement Performance

		2016	2015	2014	2013	2012
State-wide	55↑	54	56	57	57	57
Large Rural	52↑	52	54	n/a	n/a	n/a
Women	52	50	46	61	64	64
35-49	49	40	40	59	60	60
65+	49	48	48	60	64	63
North	48	52	n/a	n/a	n/a	n/a
Golden Plains	48	47	44	59	60	62
18-34	47	57	48	61	64	68
South	47	42	n/a	n/a	n/a	n/a
50-64	44	47	44	54	56	59
Men	44	44	43	56	56	60

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

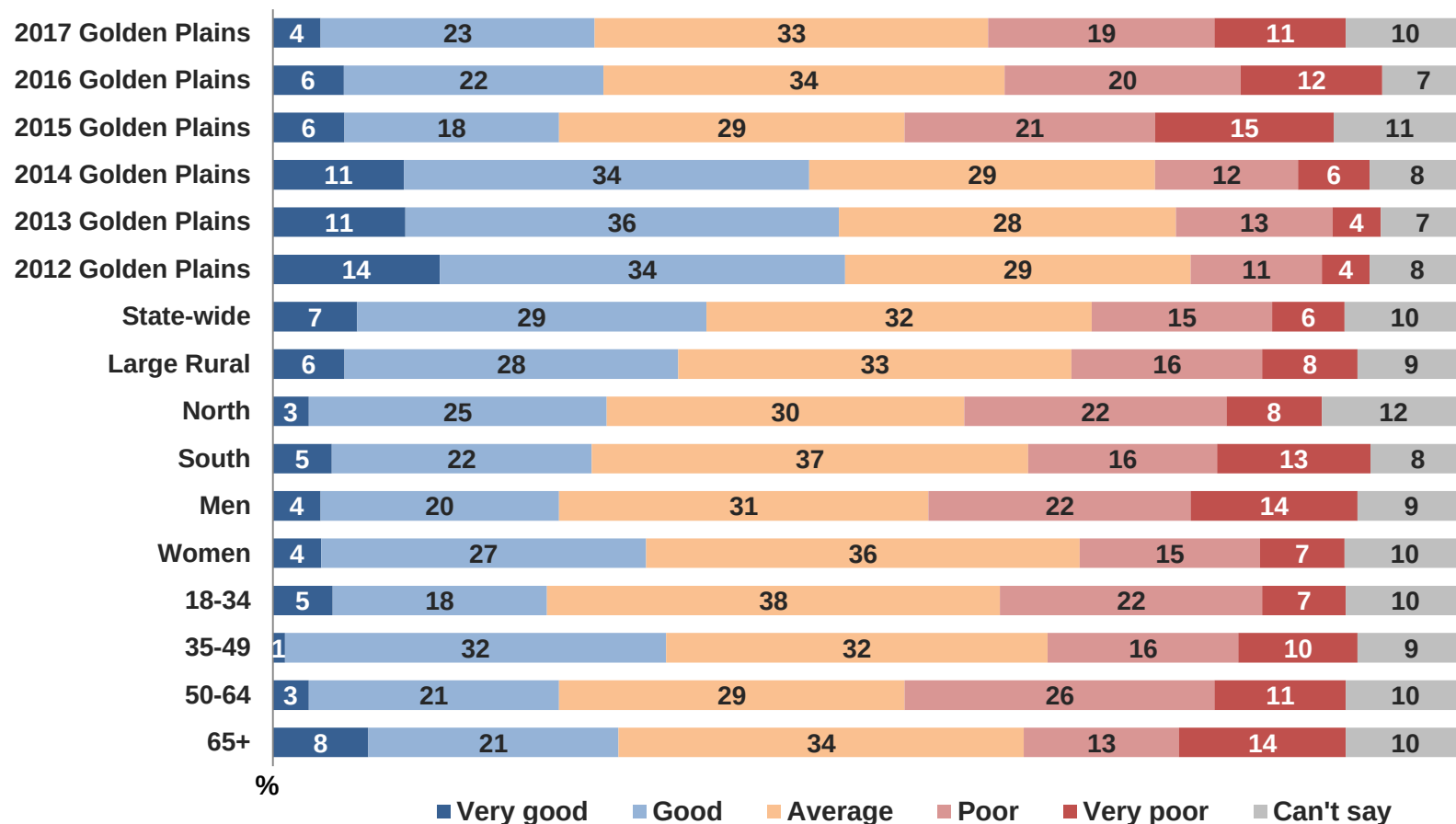
Base: All respondents. Councils asked state-wide: 68 Councils asked group: 19

Note: Please see page 5 for explanation about significant differences

2017 COMMUNITY CONSULTATION AND ENGAGEMENT

PERFORMANCE DETAILED PERCENTAGES

2017 Consultation and Engagement Performance



2017 LOBBYING ON BEHALF OF THE COMMUNITY

PERFORMANCE INDEX SCORES

2017 Lobbying Performance

		2016	2015	2014	2013	2012
State-wide	54↑	53	55	56	55	55
Large Rural	51↑	50	53	n/a	n/a	n/a
65+	49	48	53	60	60	64
Women	47	47	48	57	58	64
18-34	47	54	48	57	59	66
North	47	48	n/a	n/a	n/a	n/a
Golden Plains	46	45	47	55	56	60
35-49	46	35	43	53	55	57
South	45	42	n/a	n/a	n/a	n/a
Men	45	43	47	53	54	58
50-64	42	45	46	52	53	57

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

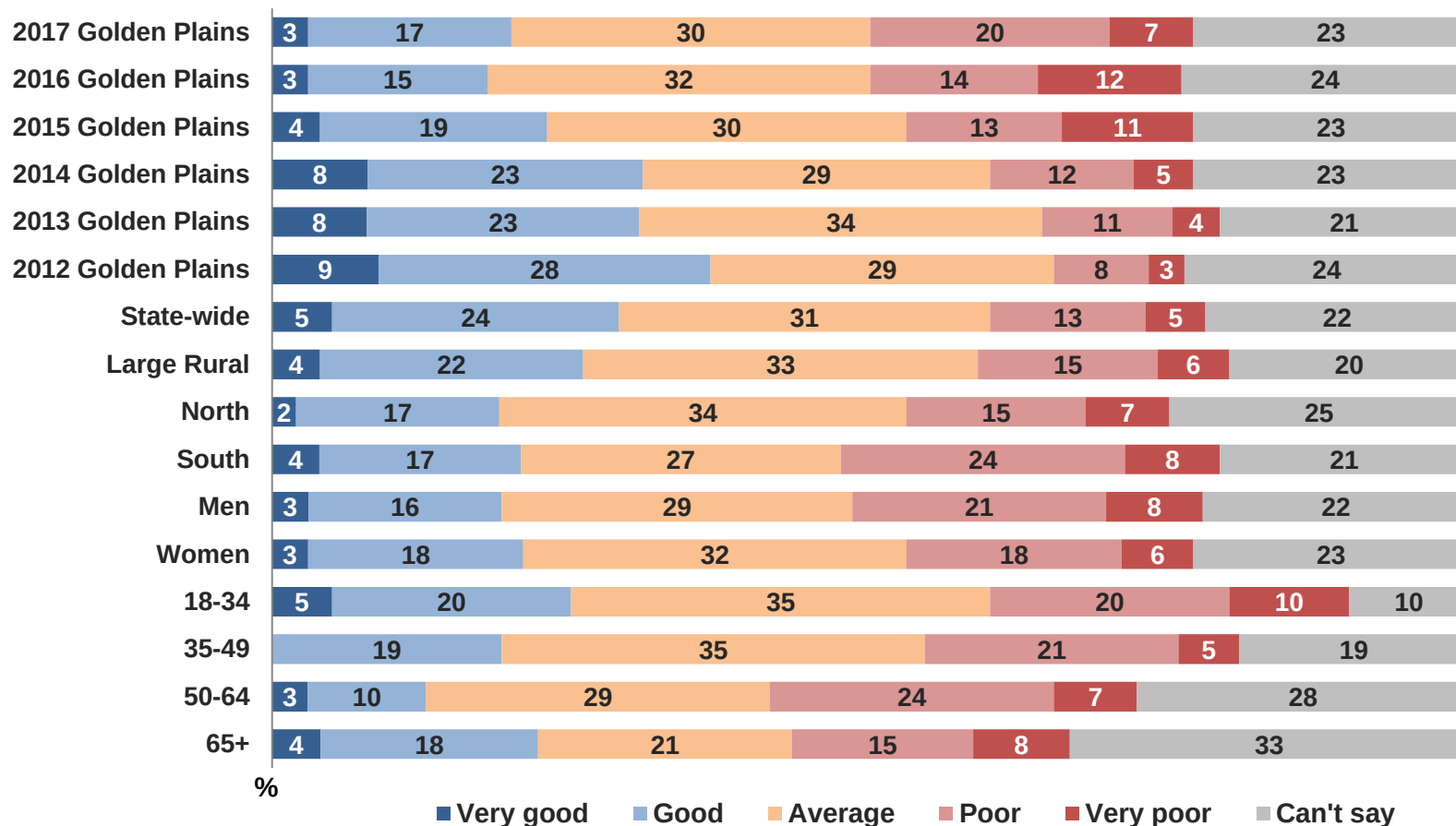
Base: All respondents. Councils asked state-wide: 68 Councils asked group: 19

Note: Please see page 5 for explanation about significant differences

2017 LOBBYING ON BEHALF OF THE COMMUNITY

PERFORMANCE DETAILED PERCENTAGES

2017 Lobbying Performance



2017 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY

PERFORMANCE INDEX SCORES

2017 Community Decisions Made Performance

		2016	2015	2014	2013	2012
State-wide	54↑	54	55	57	n/a	n/a
Large Rural	51↑	50	52	n/a	n/a	n/a
65+	51	43	45	n/a	n/a	n/a
North	50	51	n/a	n/a	n/a	n/a
Women	50	44	47	n/a	n/a	n/a
Golden Plains	48	44	45	n/a	n/a	n/a
18-34	48	50	47	n/a	n/a	n/a
35-49	47	38	42	n/a	n/a	n/a
South	46	38	n/a	n/a	n/a	n/a
Men	46	44	43	n/a	n/a	n/a
50-64	45	47	46	n/a	n/a	n/a

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

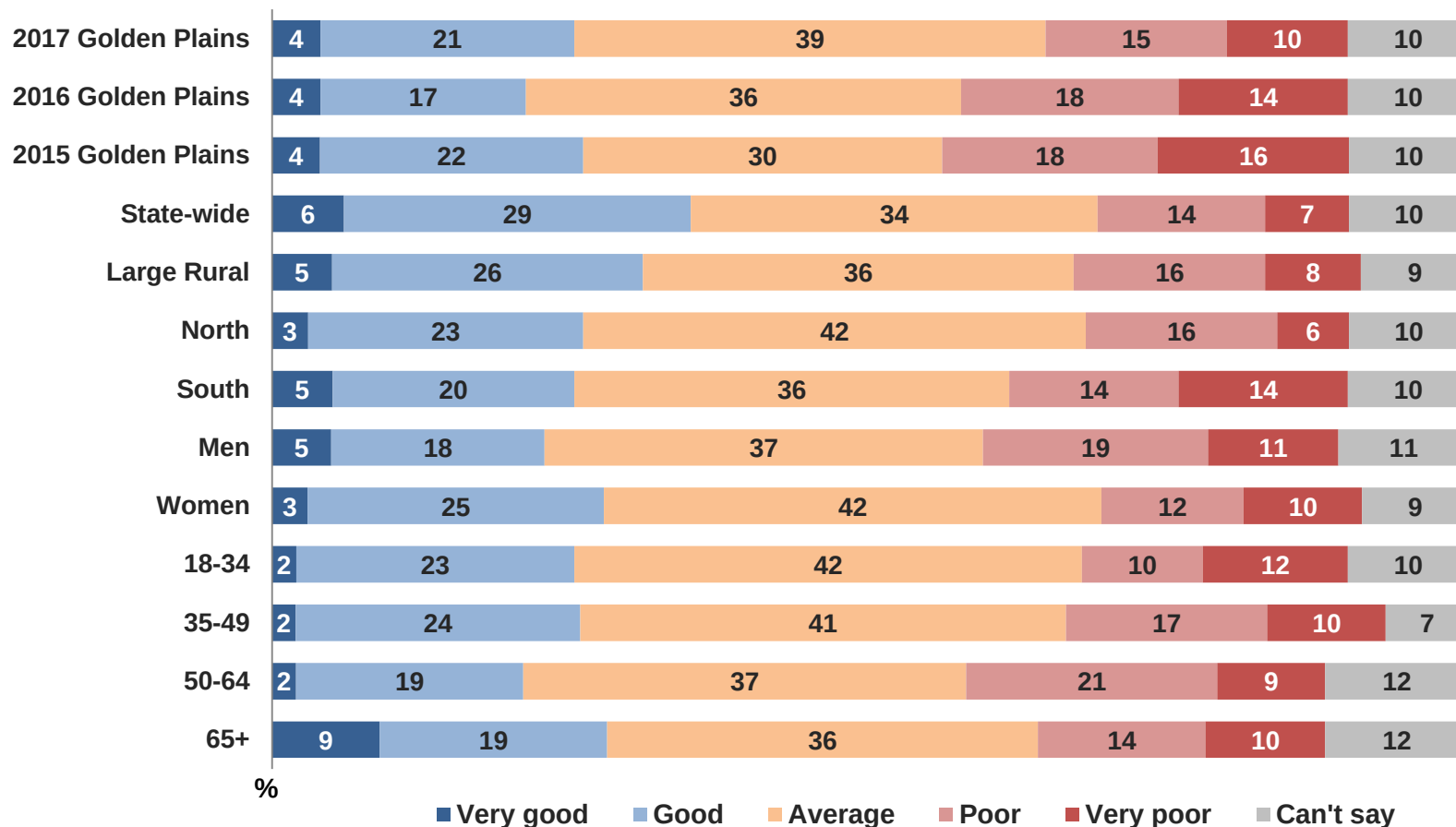
Base: All respondents. Councils asked state-wide: 68 Councils asked group: 19

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2017 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY

PERFORMANCE DETAILED PERCENTAGES

2017 Community Decisions Made Performance



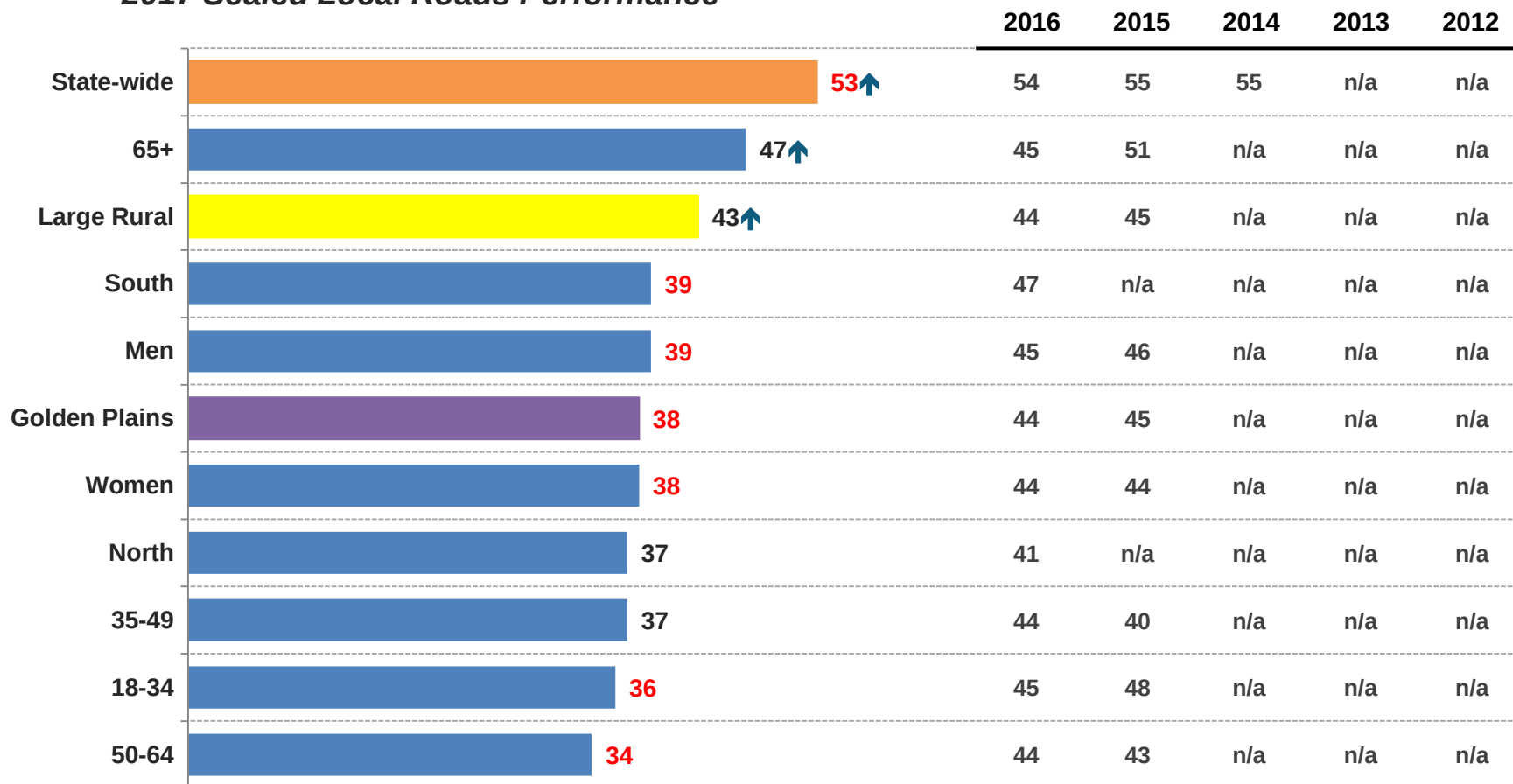
Q2. How has Council performed on 'decisions made in the interest of the community' over the last 12 months?

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

2017 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA

PERFORMANCE INDEX SCORES

2017 Sealed Local Roads Performance



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

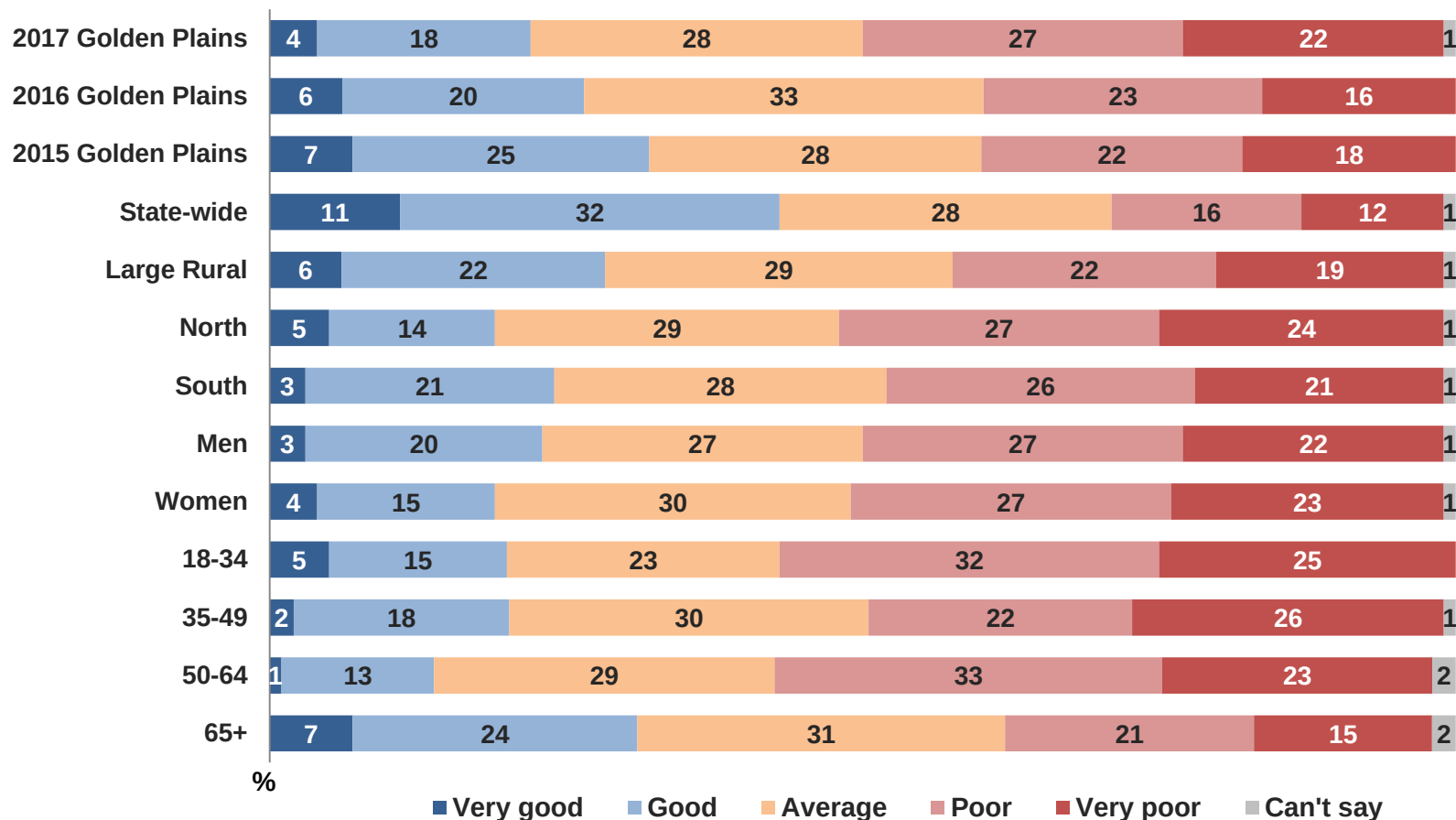
Base: All respondents. Councils asked state-wide: 68 Councils asked group: 19

Note: Please see page 5 for explanation about significant differences

2017 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA

PERFORMANCE DETAILED PERCENTAGES

2017 Sealed Local Roads Performance



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

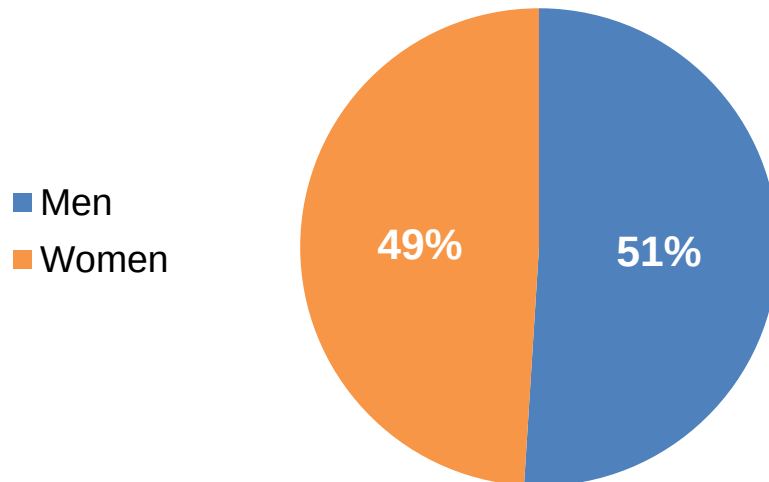
Base: All respondents. Councils asked state-wide: 68 Councils asked group: 19



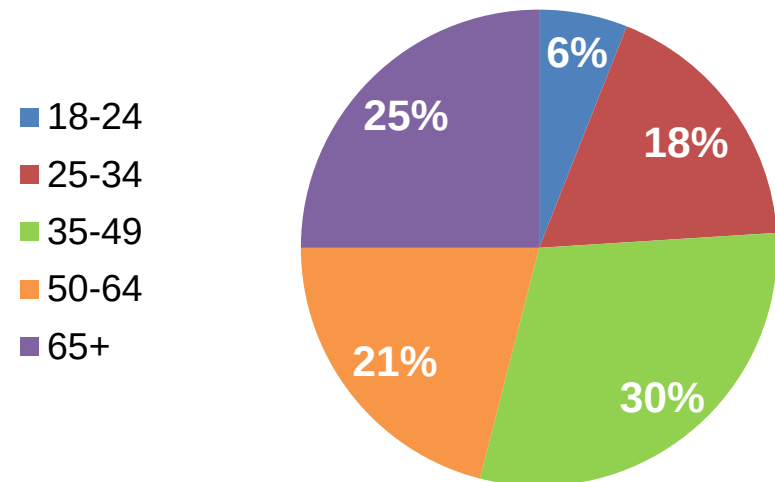
DETAILED DEMOGRAPHICS

2017 GENDER AND AGE PROFILE

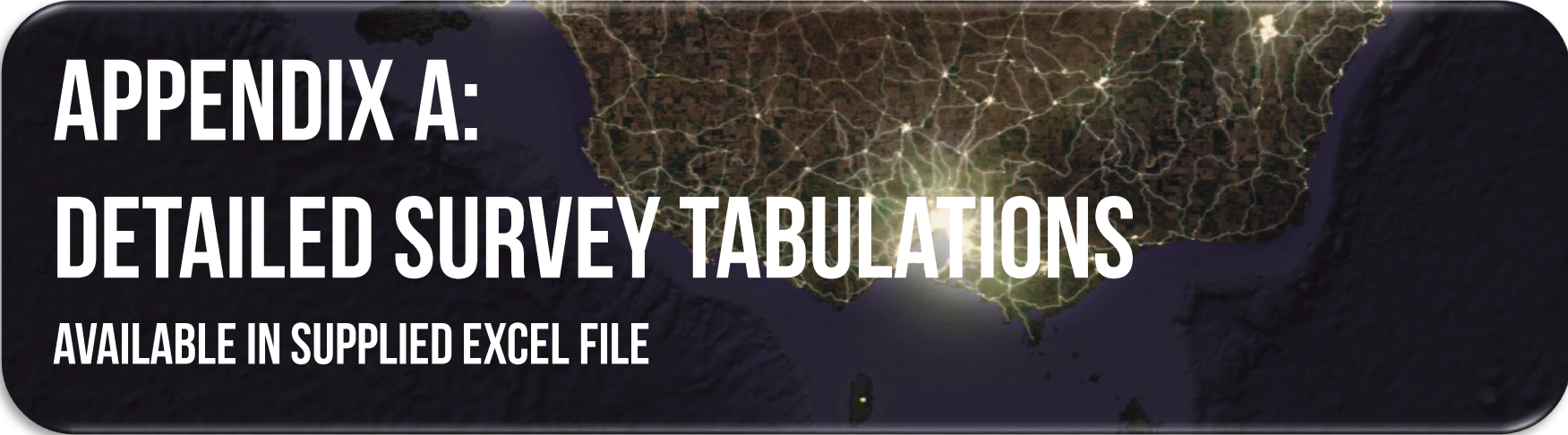
Gender



Age



Please note that for the reason of simplifying reporting, interlocking age and gender reporting has not been included in this report. Interlocking age and gender analysis is still available in the dashboard and data tables provided alongside this report.



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

APPENDIX B:

MARGINS OF ERROR

The sample size for the 2017 State-wide Local Government Community Satisfaction Survey for 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	183	205	+/-7.2
Women	217	195	+/-6.6
North	181	182	+/-7.3
South	219	218	+/-6.6
18-34 years	40	95	+/-15.7
35-49 years	100	121	+/-9.8
50-64 years	117	83	+/-9.1
65+ years	143	101	+/-8.2

APPENDIX B:

ANALYSIS AND REPORTING

All participating councils are listed in the state-wide report published on the DELWP website. In 2017, 68 of the 79 Councils throughout Victoria participated in this survey. For consistency of analysis and reporting across all projects, Local Government Victoria has aligned its presentation of data to use standard council groupings. Accordingly, the council reports for the community satisfaction survey provide analysis using these standard council groupings. Please note that councils participating across 2012-2017 vary slightly.

Council Groups

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

APPENDIX B:

ANALYSIS AND REPORTING

Index Scores

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

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

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

APPENDIX B:

ANALYSIS AND REPORTING

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

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

APPENDIX B:

INDEX SCORE IMPLICATIONS

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

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

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

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

APPENDIX B:

INDEX SCORE SIGNIFICANT DIFFERENCE CALCULATION

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

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

Where:

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

All figures can be sourced from the detailed cross tabulations.

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

APPENDIX B:

ANALYSIS AND REPORTING

Core, Optional and Tailored Questions

Over and above necessary geographic and demographic questions required to ensure sample representativeness, a base set of questions for the 2017 State-wide Local Government Community Satisfaction Survey was designated as 'Core' and therefore compulsory inclusions for all participating Councils.

These core questions comprised:

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

Reporting of results for these core questions can always be compared against other participating councils in the council group and against all participating councils state-wide. Alternatively, some questions in the 2017 State-wide Local Government Community Satisfaction Survey were optional. Councils also had the ability to ask tailored questions specific only to their council.

APPENDIX B:

ANALYSIS AND REPORTING

Reporting

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

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

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

APPENDIX B:

GLOSSARY OF TERMS

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

CSS: 2017 Victorian Local Government Community Satisfaction Survey.

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

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

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

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

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

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

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

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

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

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

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



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