



ATTACHMENTS

**Under Separate Cover
Council Meeting**

6.00pm Tuesday 23 June 2020

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2020 Local Government Community Satisfaction Survey

Golden Plains Shire Council

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



J00856 Community Satisfaction Survey 2020 – Golden Plains Shire Council

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Background and objectives

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

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

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

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

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

Serving Victoria for 21 years

Each year the CSS data is used to develop this State-wide report which contains all of the aggregated results, analysis and data. Moreover, with 21 years of results, the CSS offers councils a long-term measure of how they are performing – essential for councils that work over the long term to provide valuable services and infrastructure to their communities.

Participation in the State-wide Local Government Community Satisfaction Survey is optional. Participating councils have various choices as to the content of the questionnaire and the sample size to be surveyed, depending on their individual strategic, financial and other considerations.

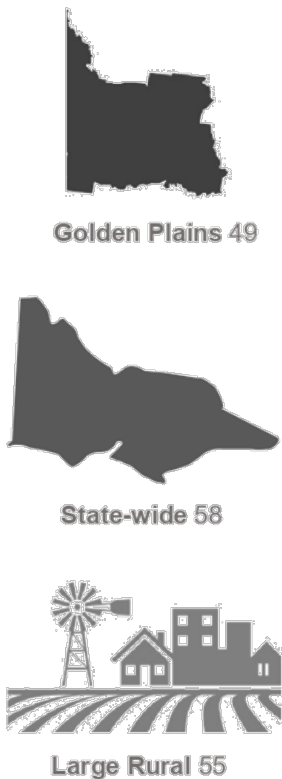
Key findings and recommendations





Golden Plains Shire Council – at a glance

Overall council performance
Results shown are index scores out of 100.



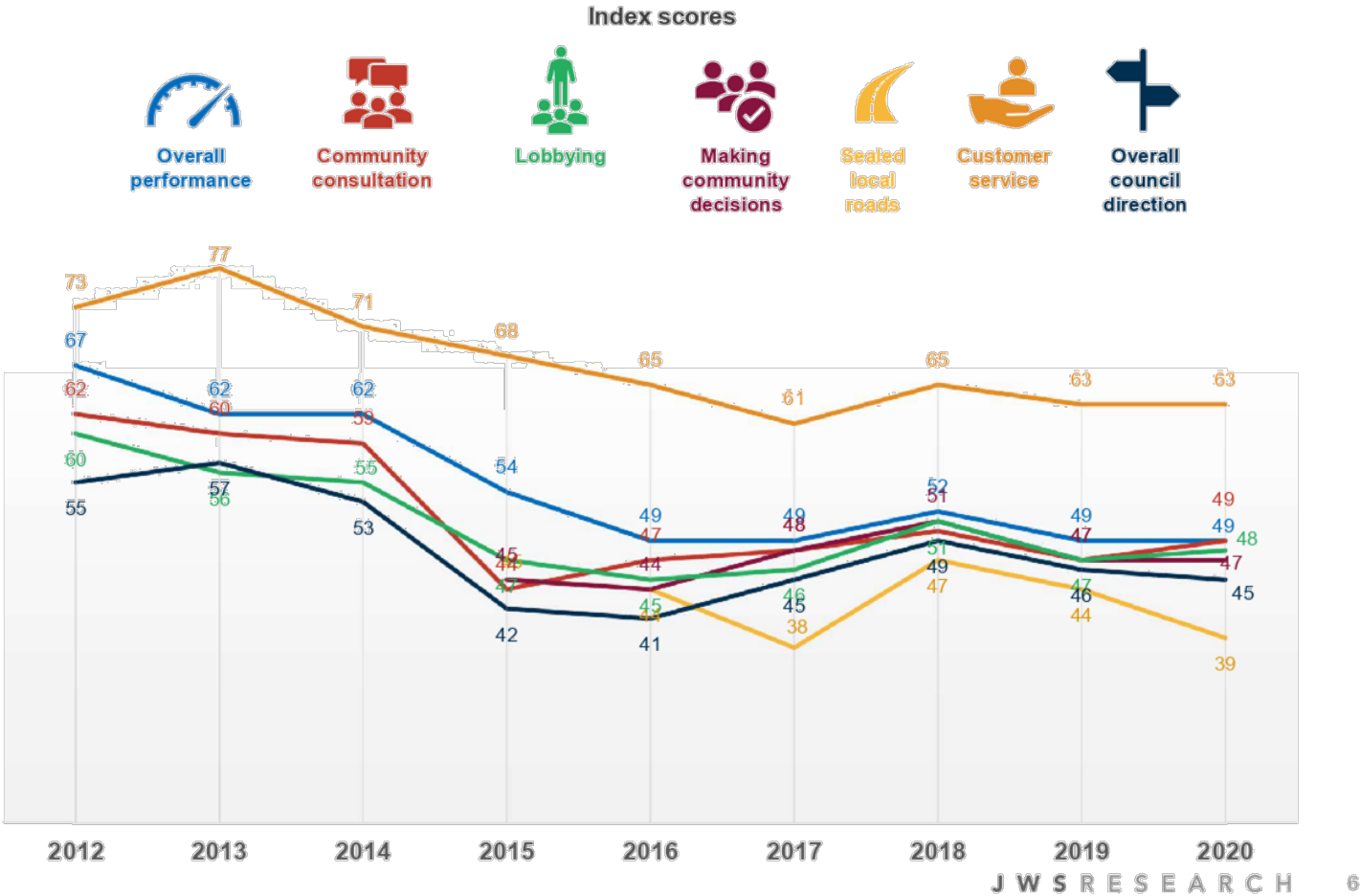
Council performance compared to
State-wide and group averages

	The areas where Council performance is significantly higher	The three areas where Council performance is significantly lower by the widest margin
Compared to State-wide average	None	<div>Sealed local roads</div> <div>Unsealed roads</div> <div>Community decisions</div>
Compared to group average	None	<div>Sealed local roads</div> <div>Unsealed roads</div> <div>Consultation and engagement</div>

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Summary of core measures

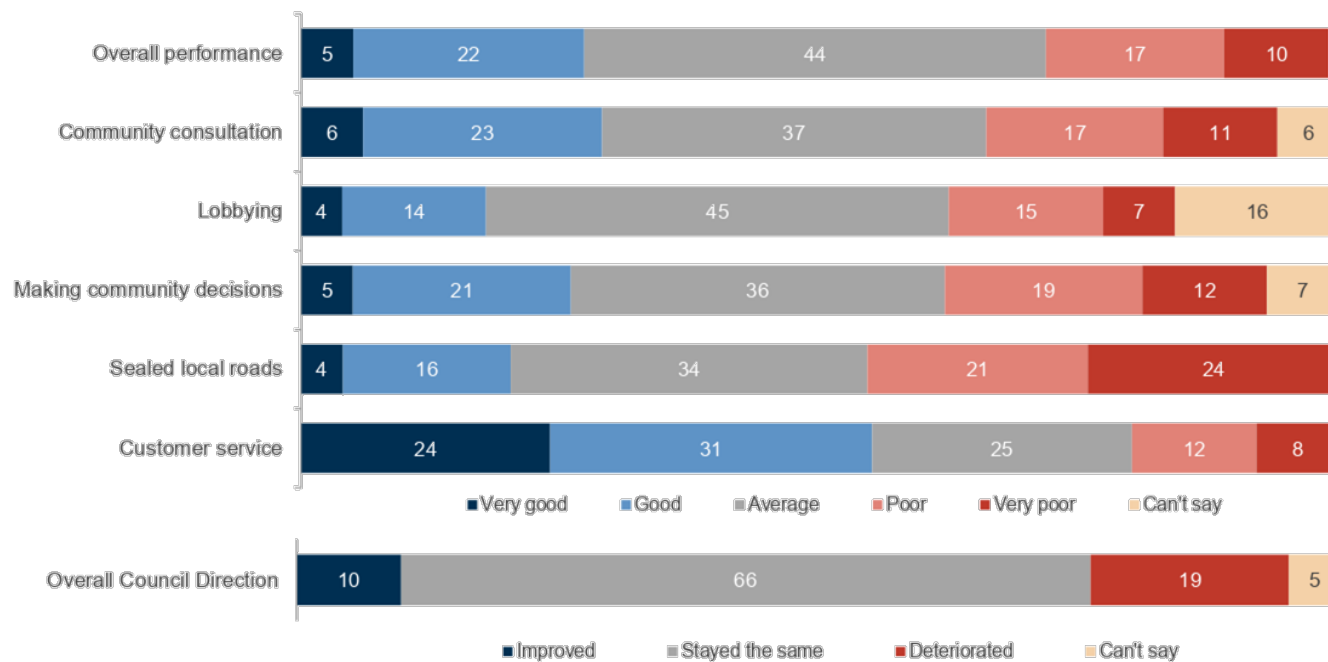


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Summary of core measures

Core measures summary results (%)






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Summary of Golden Plains Shire Council performance

Services	Golden Plains 2020	Golden Plains 2019	Large Rural 2020	State-wide 2020	Highest score	Lowest score
 Overall performance	49	49	55	58	Aged 18-34 years	Central residents, Aged 35-49 years
 Overall council direction	45	46	50	51	Aged 18-34 years	Aged 65+ years
 Customer service	63	63	68	70	South East residents, Aged 65+ years	Aged 50-64 years
 Consultation and engagement	49	47	54	55	North-West residents	Central residents
 Lobbying	48	47	53	53	South East residents	Central residents
 Community decisions	47	47	52	53	Aged 18-34 years	Central residents
 Sealed local roads	39	44	47	54	Aged 65+ years	Central residents
 Unsealed roads	36	36	42	44	Aged 35-49 years	Central residents

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

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Focus areas for the next 12 months

Overview

Perceptions of Council's overall performance is unchanged from 2019. Performance perceptions on almost all service areas evaluated have either remained steady or varied up or down by no more than one or two index points. Sealed local roads is the exception, where performance perceptions experienced a statistically significant decline in ratings this year.

Focus areas

Sealed local roads and unsealed roads are two areas that may warrant some extra attention in the coming 12 months. These are Council's lowest rated areas, both of which are rated significantly lower than the Large Rural group and State-wide averages. Further, these are the two areas where perceived importance exceeds performance by the widest margin. Council should aim to bridge this gap in perceptions. Sealed road maintenance is also mentioned by residents as the area where Council most needs to improve.

Comparison to state and area grouping

On overall performance and all service areas evaluated, Council is rated significantly lower than both the Large Rural group and State-wide average. However, following significant declines in 2019, Council has prevented ratings on lobbying, community decisions and unsealed roads from falling further. Council should now look to regain ground in these areas in the coming 12 months.

Maintain gains achieved to date

Council should look to maintain and build upon its improved performance on consultation and engagement and lobbying. Performance ratings on both these areas had been building steadily prior to a drop in ratings last year. Council has managed to regain some of these losses but should not be complacent, as they remain well below peak ratings seen in 2012 and 2013. Past performance is an indication that Council is capable of achieving higher ratings in these areas.

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DETAILED FINDINGS



Overall performance



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Overall performance

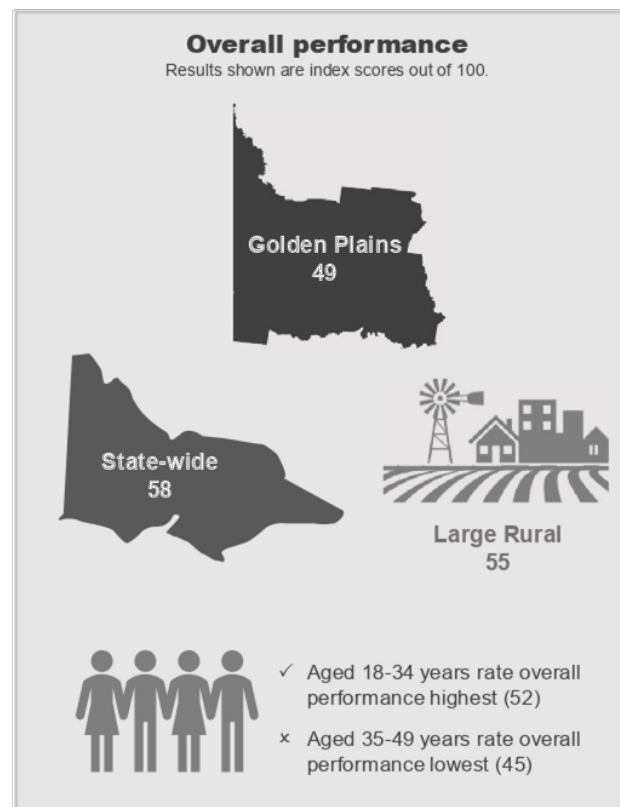
The overall performance index score of 49 for Golden Plains Shire Council is consistent with the 2019 result.

- In recent years, overall performance ratings have not been able to recover from significant decreases seen in 2015 and 2016. Council has now seen an overall performance index score of 49 in four of the last five years. This is significantly lower than the index scores above 60 in the years 2012 to 2014.

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

- There are no significant differences in ratings across the demographic and geographic cohorts compared to the 2020 Council average for Golden Plains.
- Further, perceptions of overall performance among all demographic cohorts is consistent with last year, changing by just one to three points, with no statically significant movements.

As many residents rate Golden Plains Shire Council's overall performance as 'very good' or 'good' (27%) as those who rate it as 'very poor' or 'poor' (27%). A further 44% sit mid-scale, rating Council's overall performance as 'average'.



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Overall performance

2020 overall performance (index scores)

		2019	2018	2017	2016	2015	2014	2013	2012
State-wide	58▲	60	59	59	59	60	61	60	60
Large Rural	55▲	56	56	54	54	56	n/a	n/a	n/a
18-34	52	55	54	50	54	57	67	64	71
65+	51	54	53	52	51	59	66	63	69
North-West	49	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Women	49	48	55	53	49	56	65	65	68
South-East	49	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Golden Plains	49	49	52	49	49	54	62	62	67
Men	48	50	50	46	49	52	60	59	65
50-64	46	48	50	46	49	54	58	60	63
35-49	45	43	52	48	43	49	59	61	66
Central	45	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

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: 62 Councils asked group: 17

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

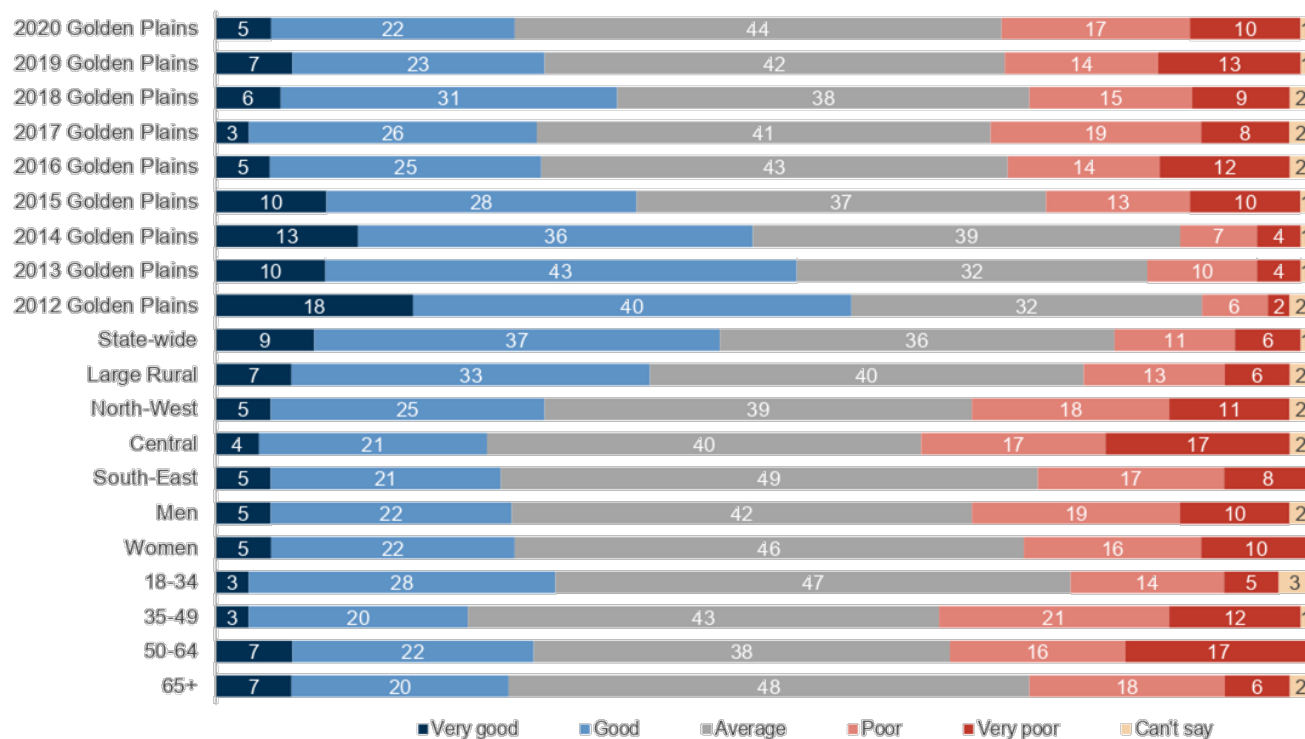
J W S R E S E A R C H 13

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Overall performance

2020 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: 62 Councils asked group: 17

J W S R E S E A R C H 14



Top performing service areas

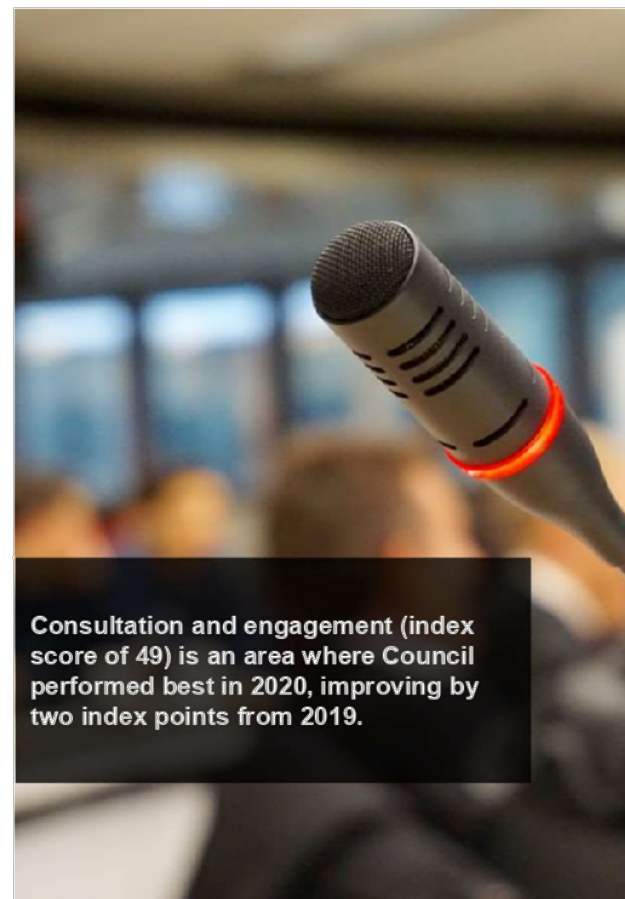
Consultation and engagement (index score of 49) is one of the areas where Council performed best in 2020, improving by two index points from 2019 (noting this is not a statistically significant improvement).

- While there are no significant differences in ratings across the demographic and geographic cohorts compared to the 2020 Council average, ratings are highest among residents in the North West (index score of 52) and lowest among Central residents (44).
- When asked what Council most needs to do to improve its performance, 12% of residents nominate community consultation (second only to sealed road maintenance), indicating there is room for further improvement.

Lobbying and community decisions are also two of Council's highest rated service areas (index scores of 48 and 47 respectively). Following significant declines in perceptions in both areas last year, Council has managed to prevent ratings from falling further.

- Notably, residents aged 18 to 34 years rate community decisions significantly higher than average (index score of 55). However, Central residents rate Council significantly lower on both measures (lobbying 39, community decisions 38).

Council performs significantly lower than the State-wide and the Large Rural group average in all of the above service areas.

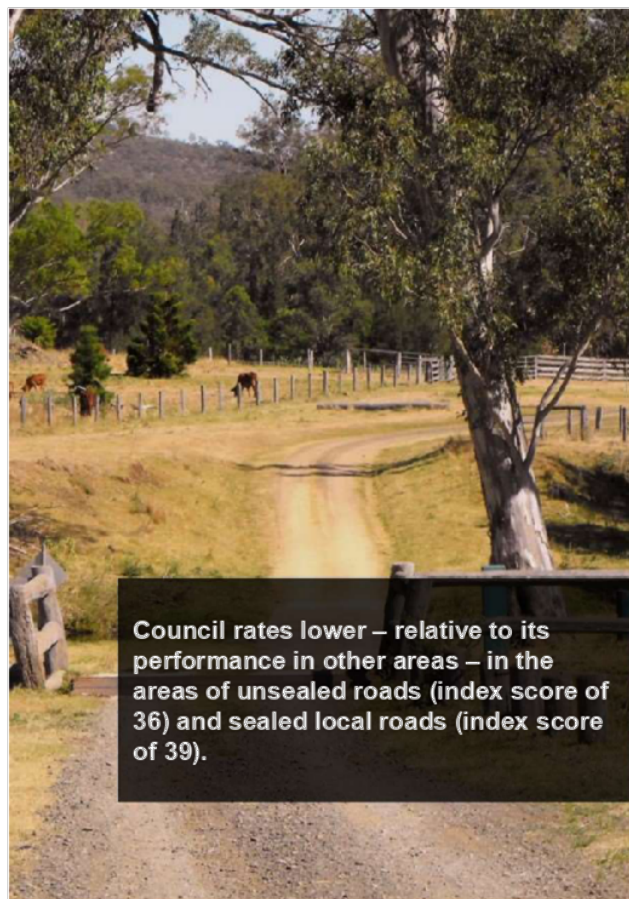


Consultation and engagement (index score of 49) is an area where Council performed best in 2020, improving by two index points from 2019.

J W S R E S E A R C H 15



Low performing service areas



Council rates lowest in the area of unsealed roads (index score of 36), consistent with 2019. Following a significant decline in perceptions last year, Council has ensured further losses were not repeated in 2020.

- Importantly, unsealed roads is the area where perceived importance (index score of 81) exceeds performance (index score of 36) by the widest margin (a 45-point differential).

Sealed local roads (index score of 39) is another area where Council is rated relatively low. When asked what Council most needs to do to improve performance, a quarter of residents (25%) nominate sealed road maintenance.

- Following a slight drop in perceived performance last year, rating on sealed local roads has declined significantly by five index points in 2020.
- Residents aged 18 to 34 years declined significantly in their performance ratings of sealed local roads (down 11 index points from 2019 to 31 currently). Ratings among this group, and among Central residents (index score 29), are also significantly lower than the 2020 Council-wide average.

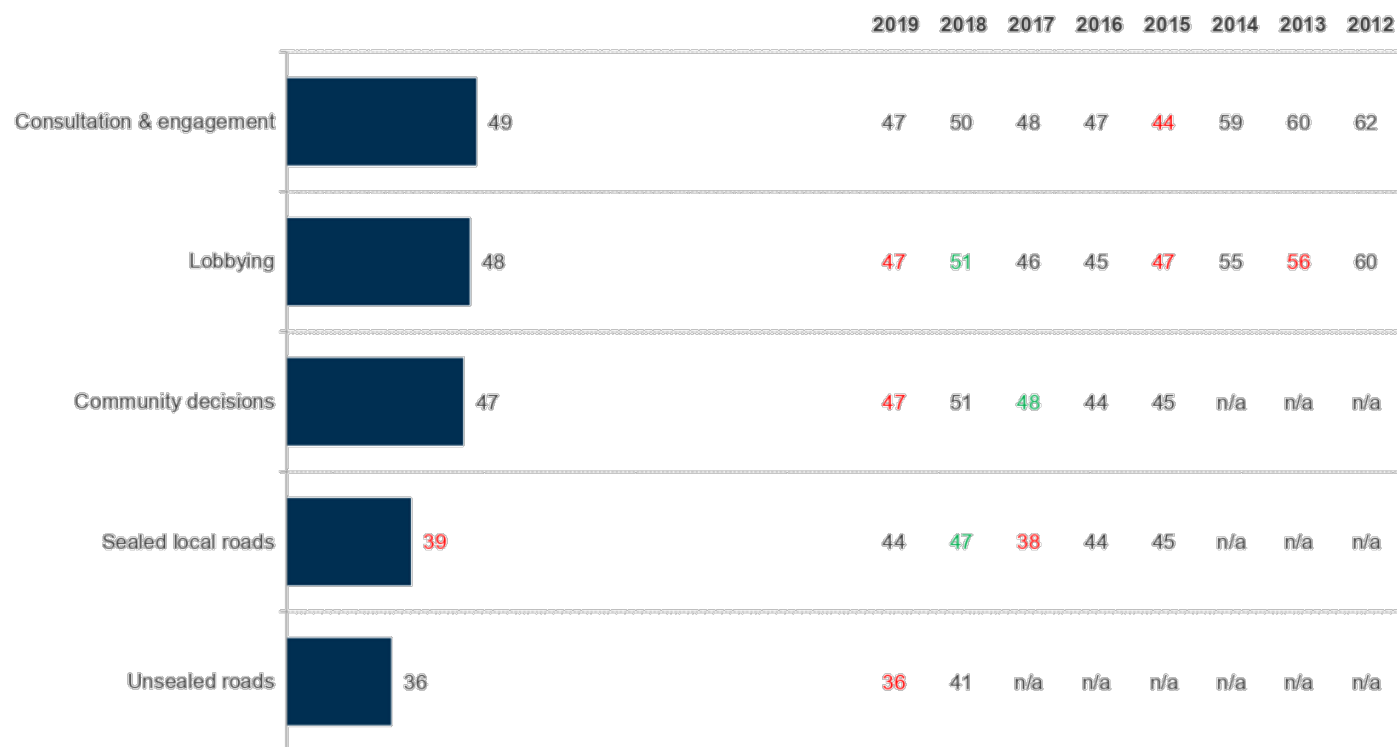
Council is rated significantly lower than the State-wide and Large Rural group averages for both unsealed and sealed local roads.

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Individual service area performance

2020 individual service area performance (index scores)



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

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

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

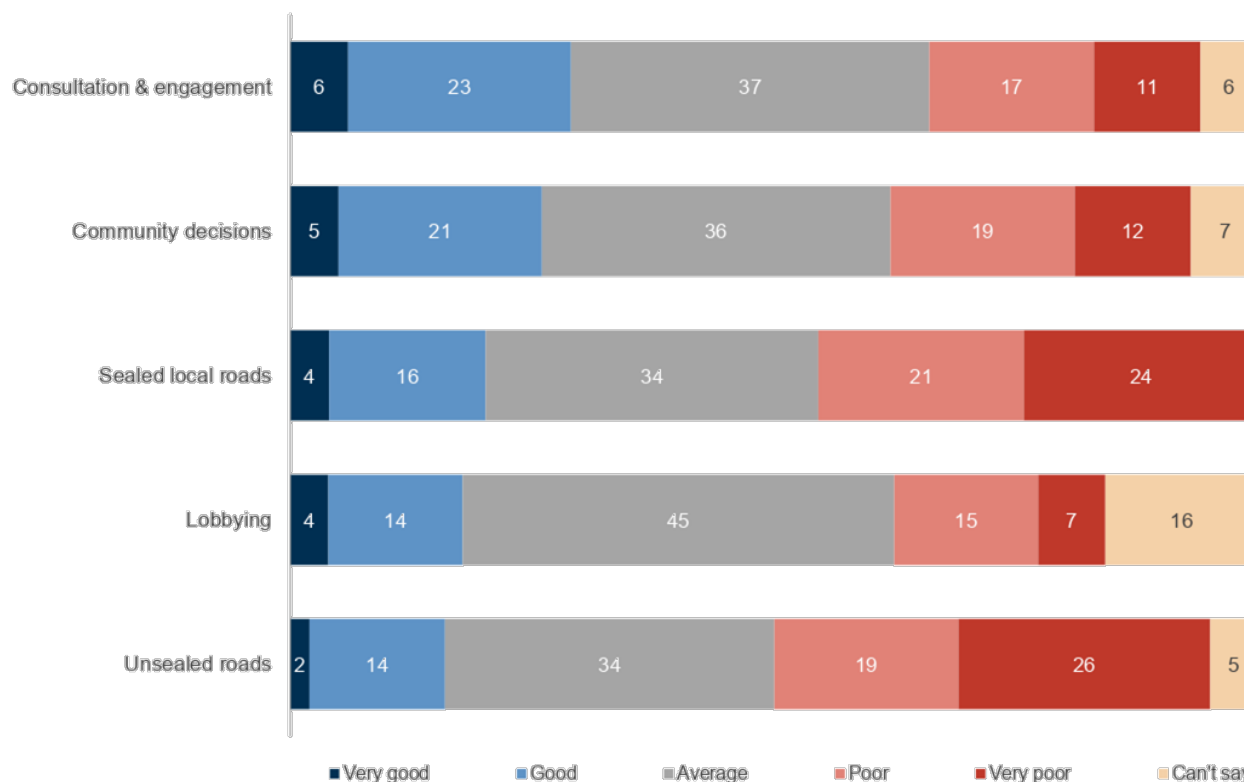
J W S R E S E A R C H 17

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Individual service area performance

2020 individual service area performance (%)



Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?
Base: All respondents. Councils asked state-wide: 62 Councils asked group: 17

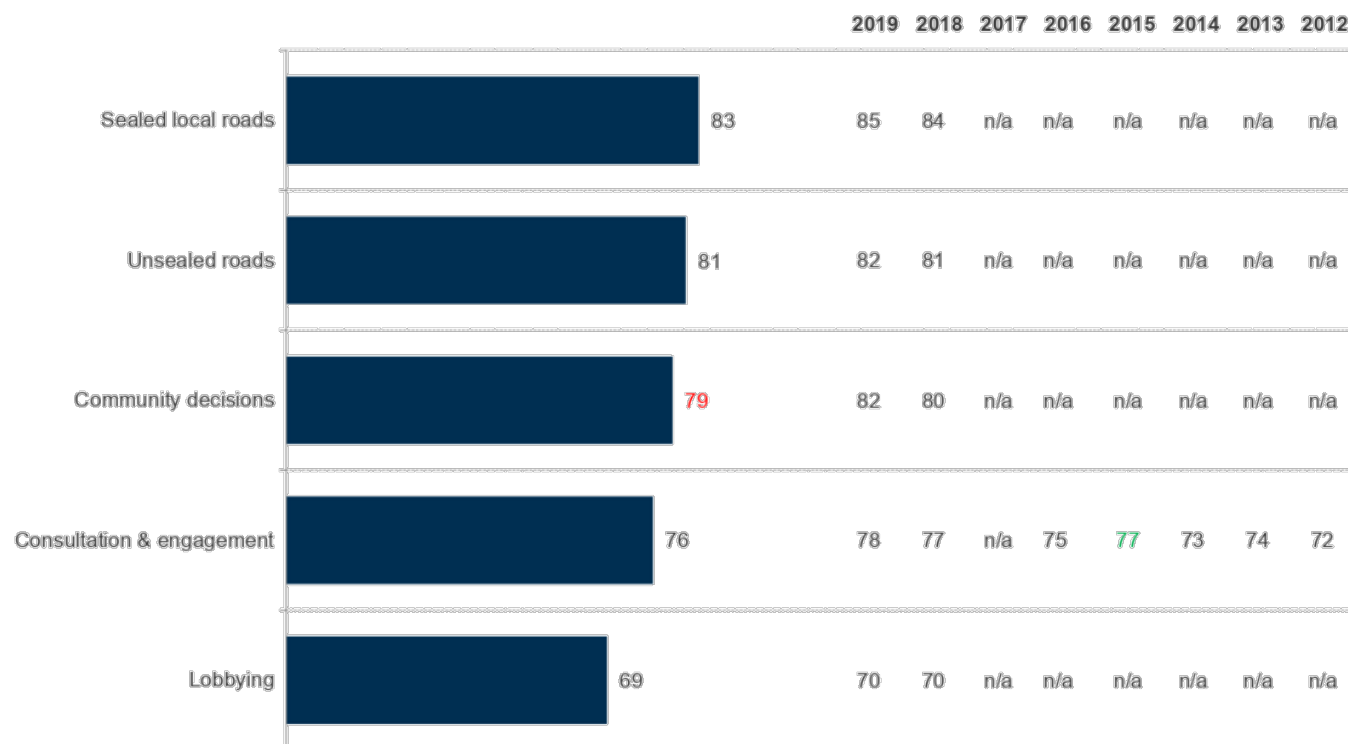
J W S R E S E A R C H 18

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Individual service area importance

2020 individual service area importance (index scores)



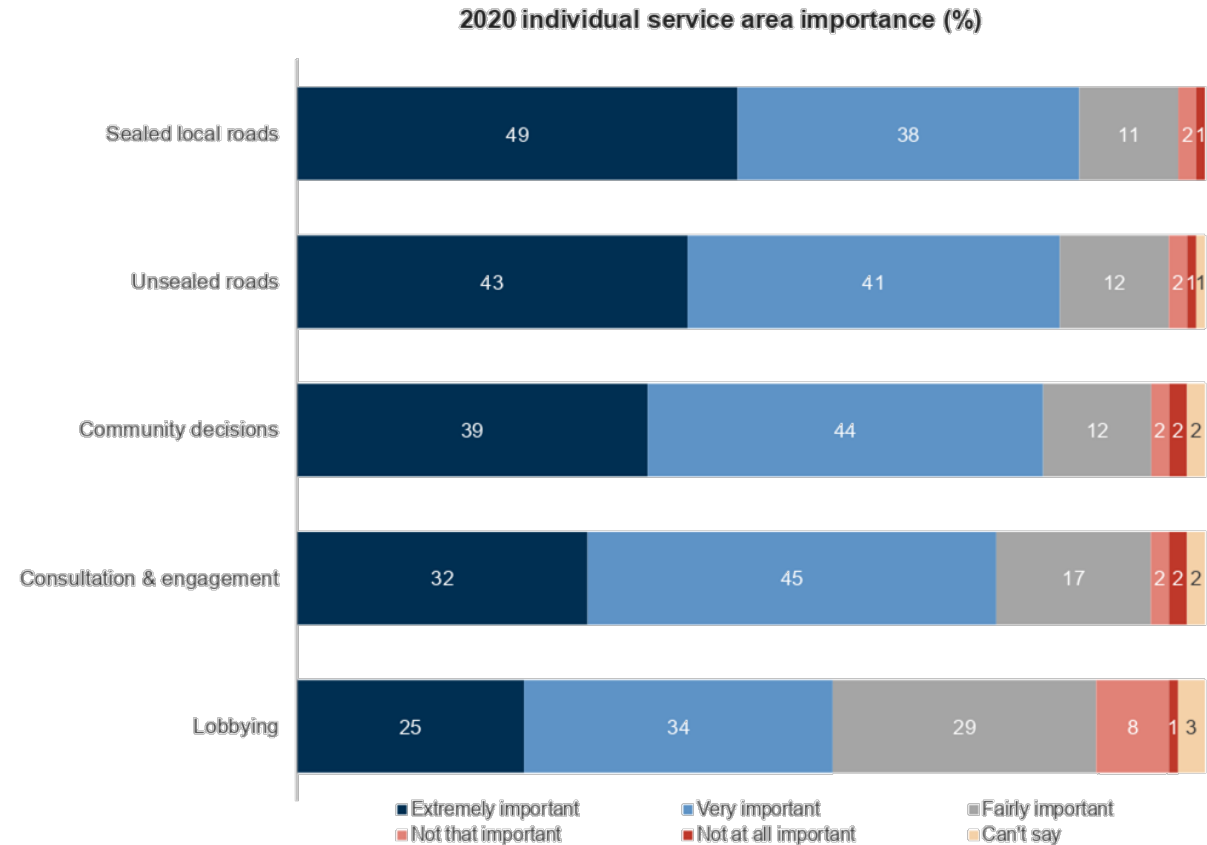
Q1. Firstly, how important should [RESPONSIBILITY AREA] be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 30 Councils asked group: 7
 Note: Please see Appendix A for explanation of significant differences.

J W S R E S E A R C H 19

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Individual service area importance



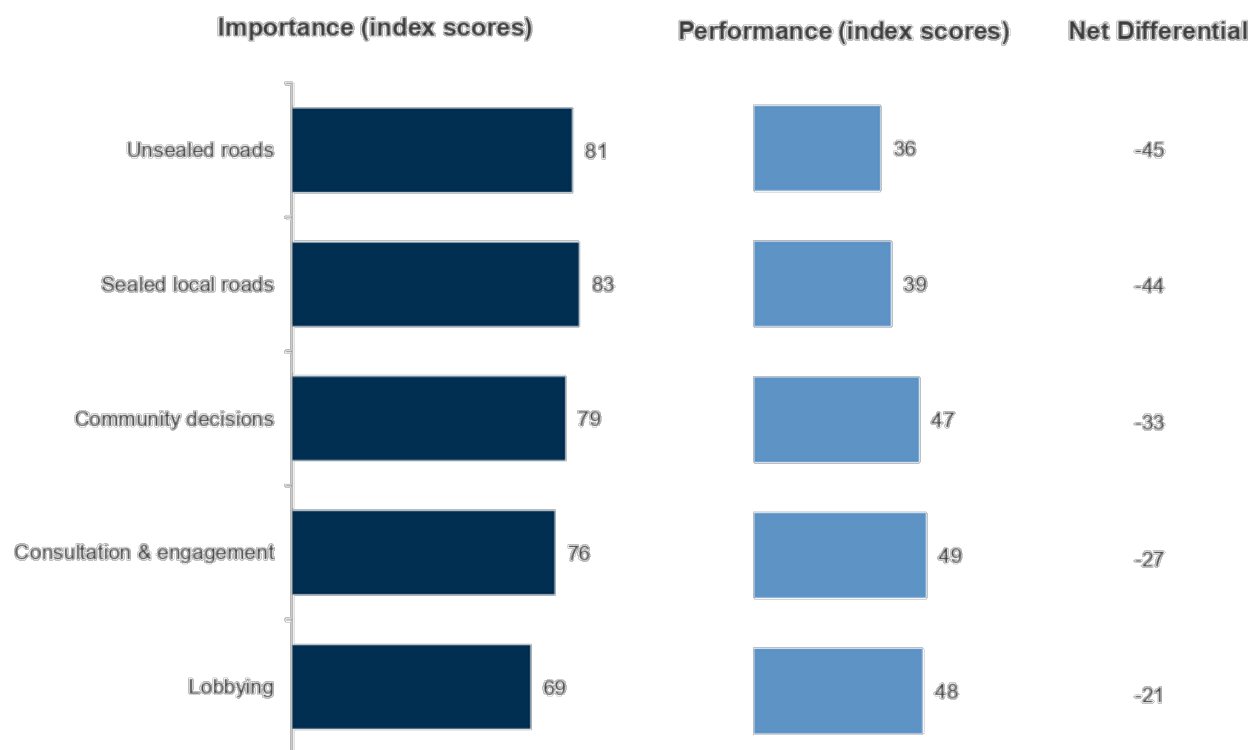
Q1. Firstly, how important should [RESPONSIBILITY AREA] be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 30 Councils asked group: 7

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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.

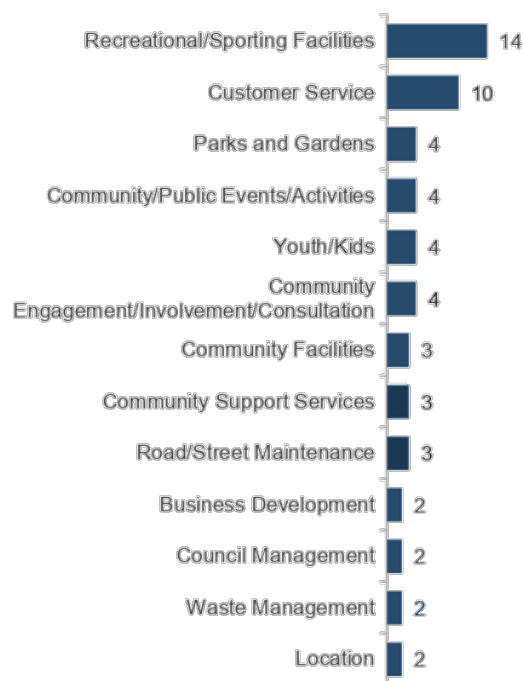
J W S R E S E A R C H 21

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Best things about Council and areas for improvement

2020 best things about Council (%)
- Top mentions only -



2020 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: 25 Councils asked group: 7

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

Base: All respondents. Councils asked state-wide: 40 Councils asked group: 8

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

J W S R E S E A R C H 22

Customer service



JWSRESEARCH 23



Contact with council and customer service

Contact with council

More than three in five Council residents (63%) have had contact with Council in the last 12 months. Rate of contact has been declining from the most recent peak of 67% in 2018, but remains above the lowest level of contact (54% in 2016).



Customer service

Council's customer service index of 63 is unchanged from 2019, continuing a stable trend.

- Consistent with last year and many previous years, customer service in 2020 is rated significantly lower than the State-wide and Large Rural group averages (index scores of 70 and 68 respectively).

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

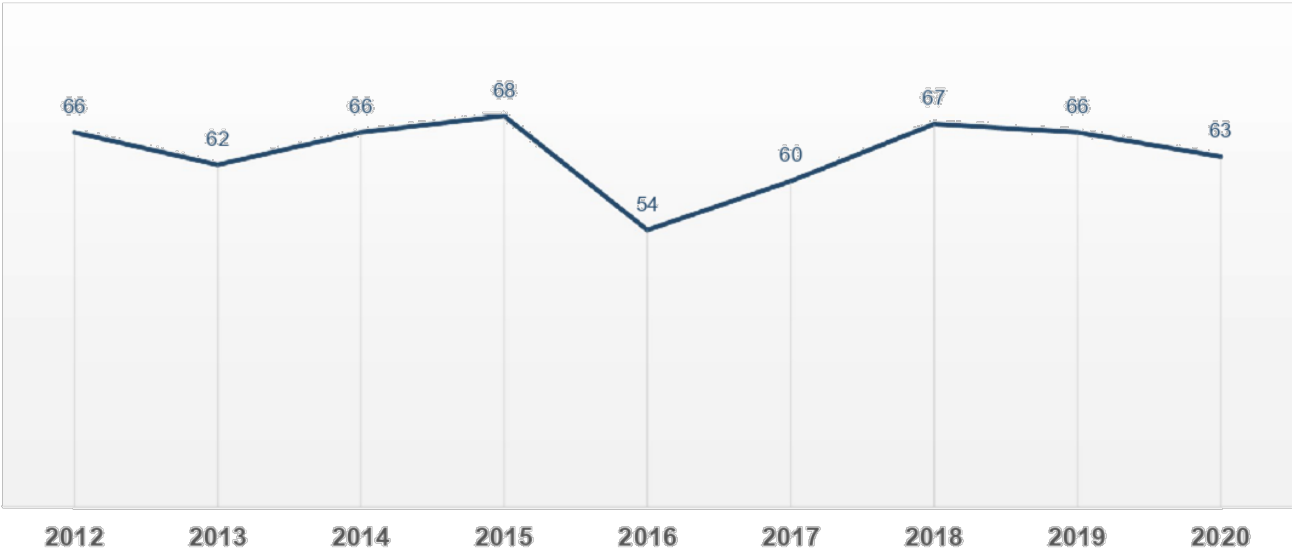
- While there are no significant differences in ratings among demographic or geographic cohorts compared to the 2020 Council average, perceptions are most positive among South-East residents and those aged 65+ years (index scores of 66), and least positive among residents aged 50 to 64 years (57).
- Perceptions of customer service among residents aged 50 to 64 years, 65+ years and women are now on multi-year downward trends. These cohorts could warrant some extra attention.

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Contact with council

2020 contact with council (%)
Have had contact



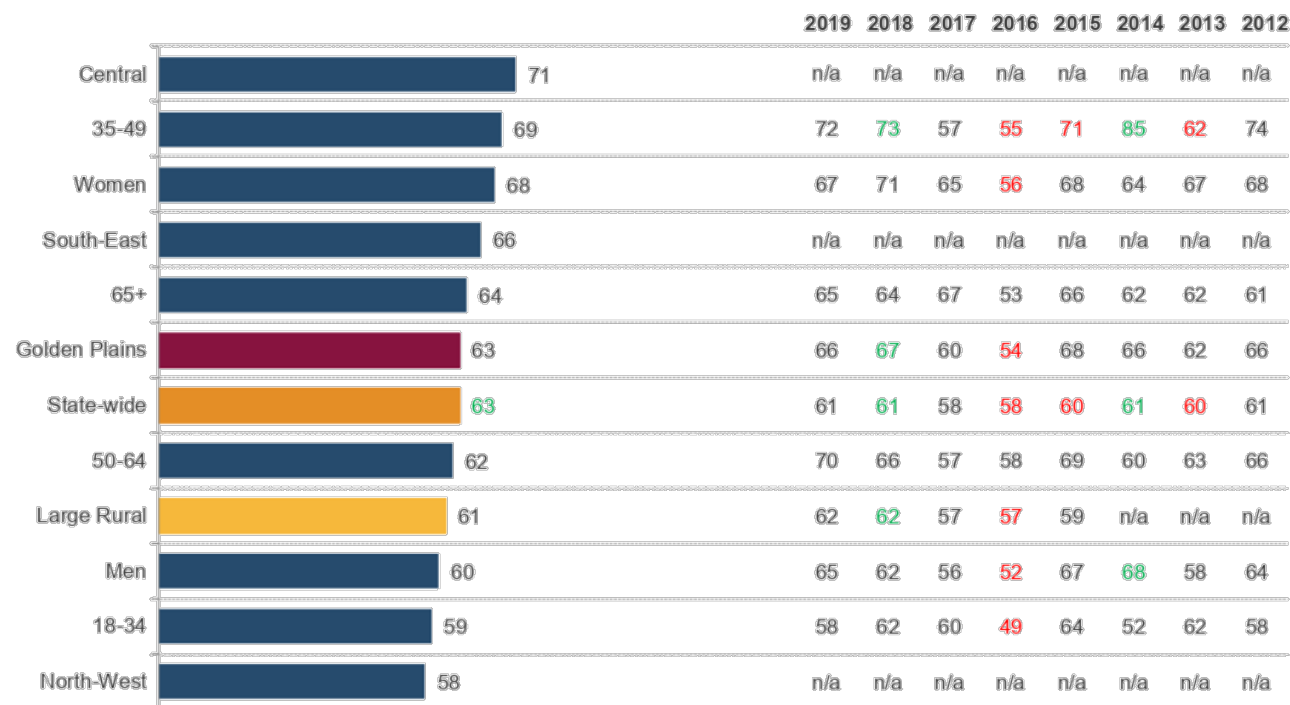
Q5. Over the last 12 months, have you or any member of your household had any contact with Golden Plains Shire Council? This may have been in person, in writing, by telephone conversation, by text message, by email or via their website or social media such as Facebook or Twitter?
Base: All respondents. Councils asked state-wide: 36 Councils asked group: 10

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Contact with council

2020 contact with council (%)



Q5. Over the last 12 months, have you or any member of your household had any contact with 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: 36 Councils asked group: 10

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

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Customer service rating

2020 customer service rating (index scores)

		2019	2018	2017	2016	2015	2014	2013	2012
State-wide	70▲	71	70	69	69	70	72	71	71
Large Rural	68▲	69	67	66	67	67	n/a	n/a	n/a
South-East	66	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
65+	66	69	70	64	69	69	75	76	77
35-49	64	62	65	57	61	67	69	82	77
18-34	64	62	60	66	62	66	75	78	71
Men	64	60	60	55	63	64	70	75	74
Golden Plains	63	63	65	61	65	68	71	77	73
Women	62	67	70	65	66	72	72	79	72
North-West	60	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Central	58	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	57	61	67	55	68	70	68	71	68

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: 62 Councils asked group: 17
 Note: Please see Appendix A for explanation of significant differences.

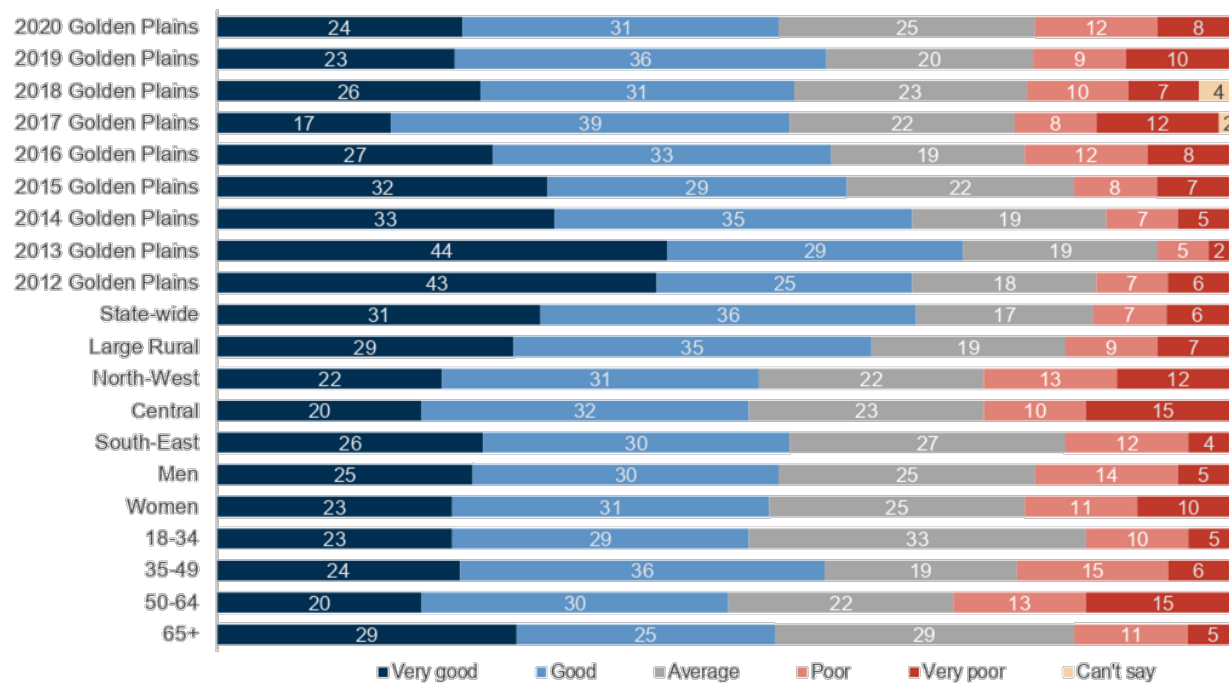
J W S R E S E A R C H 27

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Customer service rating

2020 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: 62 Councils asked group: 17

J W S R E S E A R C H 28

Council direction





Council direction

Perceptions of Council's overall direction are similar to those seen in 2019. Over the last 12 months, 66% of residents believe the direction of Council's overall performance has stayed the same, up eight percentage points on 2019.

- 10% believe the direction has improved in the last 12 months, down five points on 2019.
- 19% believe it has deteriorated, down four points on 2019.
- The most satisfied with council direction are those aged 18 to 34 years (index score of 50). Among this group, overall council direction is rated significantly higher than the Council average (index score of 45) – despite perceptions having declined significantly by eight points in the past year.
- The least satisfied with council direction are those aged 65 years and over (index score of 42).



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Overall council direction last 12 months

2020 overall direction (index scores)

		2019	2018	2017	2016	2015	2014	2013	2012
State-wide	51▲	53	52	53	51	53	53	53	52
18-34	50▲	58	53	45	47	38	57	61	57
Large Rural	50▲	51	52	52	48	51	n/a	n/a	n/a
North-West	46	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	46	47	48	43	41	39	53	55	56
Golden Plains	45	46	49	45	41	42	53	57	55
Women	44	45	50	46	41	45	54	60	54
South-East	44	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Central	44	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	44	41	47	43	42	45	50	54	54
35-49	44	38	47	43	34	40	51	54	56
65+	42	48	50	49	44	44	55	64	56

Q6. Over the last 12 months, what is your view of the direction of Golden Plains Shire Council's overall performance?
 Base: All respondents. Councils asked state-wide: 62 Councils asked group: 17
 Note: Please see Appendix A for explanation of significant differences.

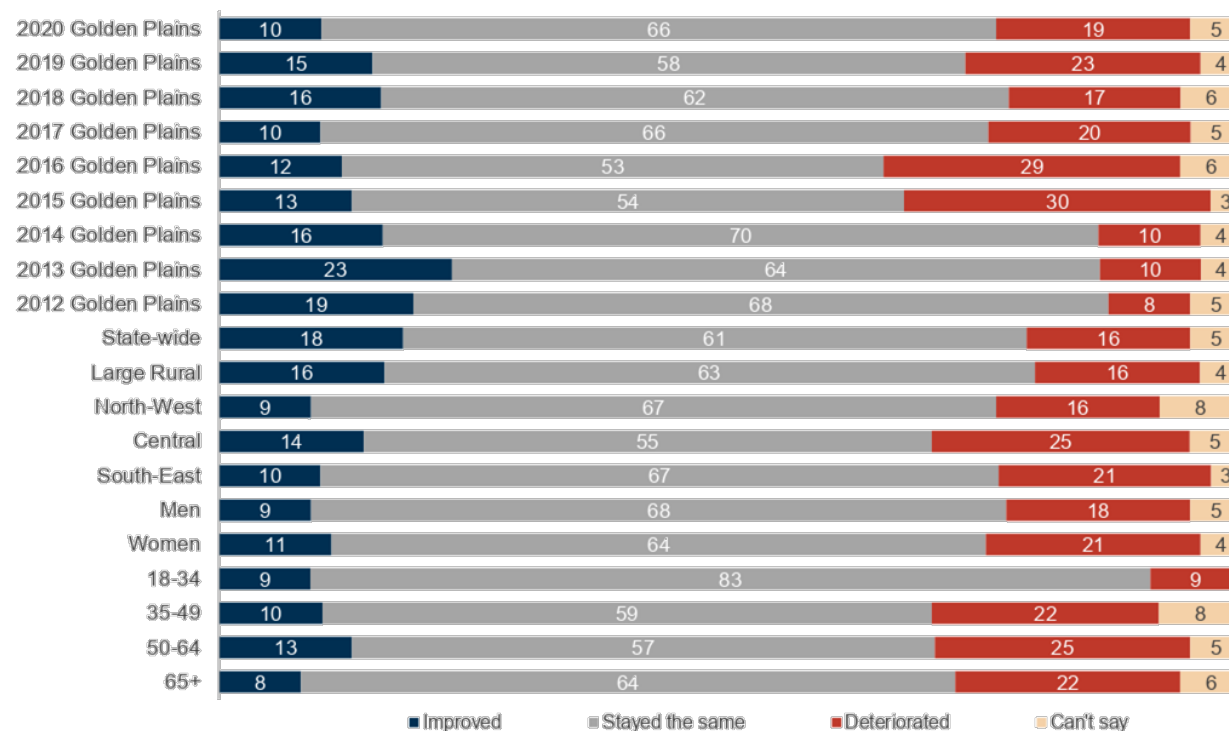
J W S R E S E A R C H 31

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Overall council direction last 12 months

2020 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: 62 Councils asked group: 17

J W S R E S E A R C H 32

Individual service areas



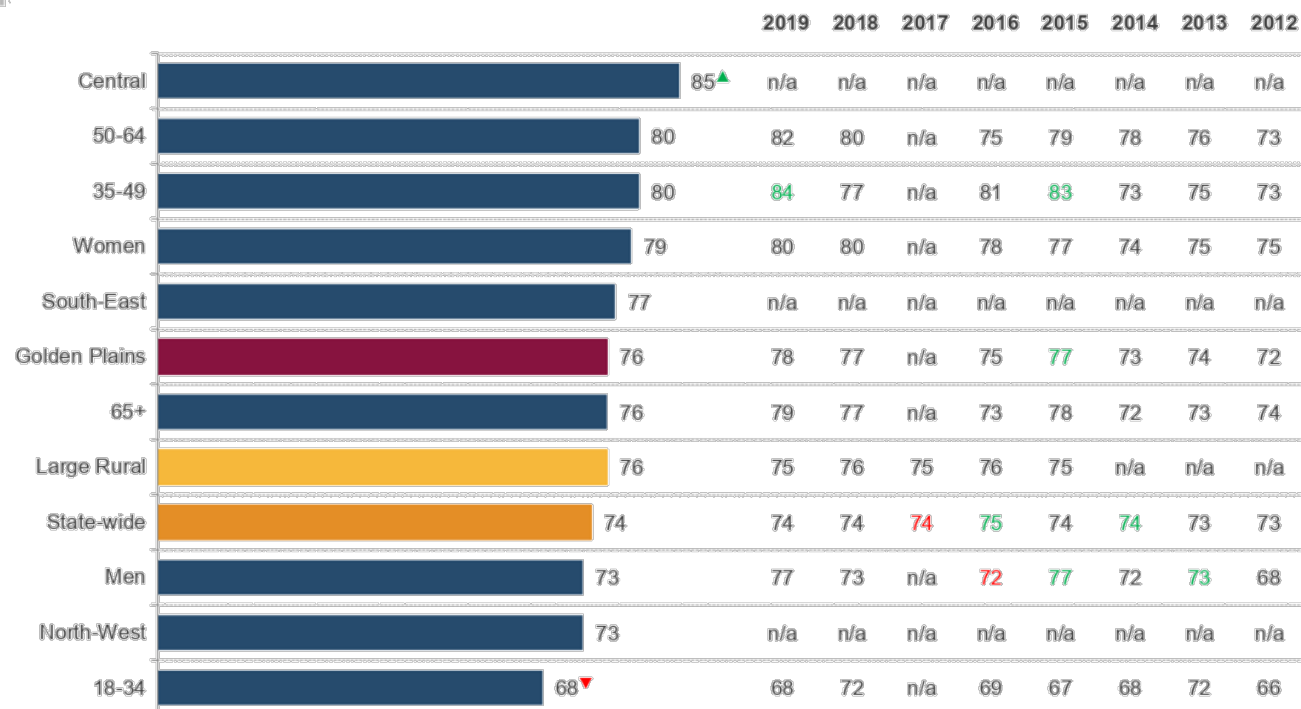
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Community consultation and engagement importance



2020 consultation and engagement importance (index scores)



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

Base: All respondents. Councils asked state-wide: 23 Councils asked group: 6

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

J W S R E S E A R C H 34

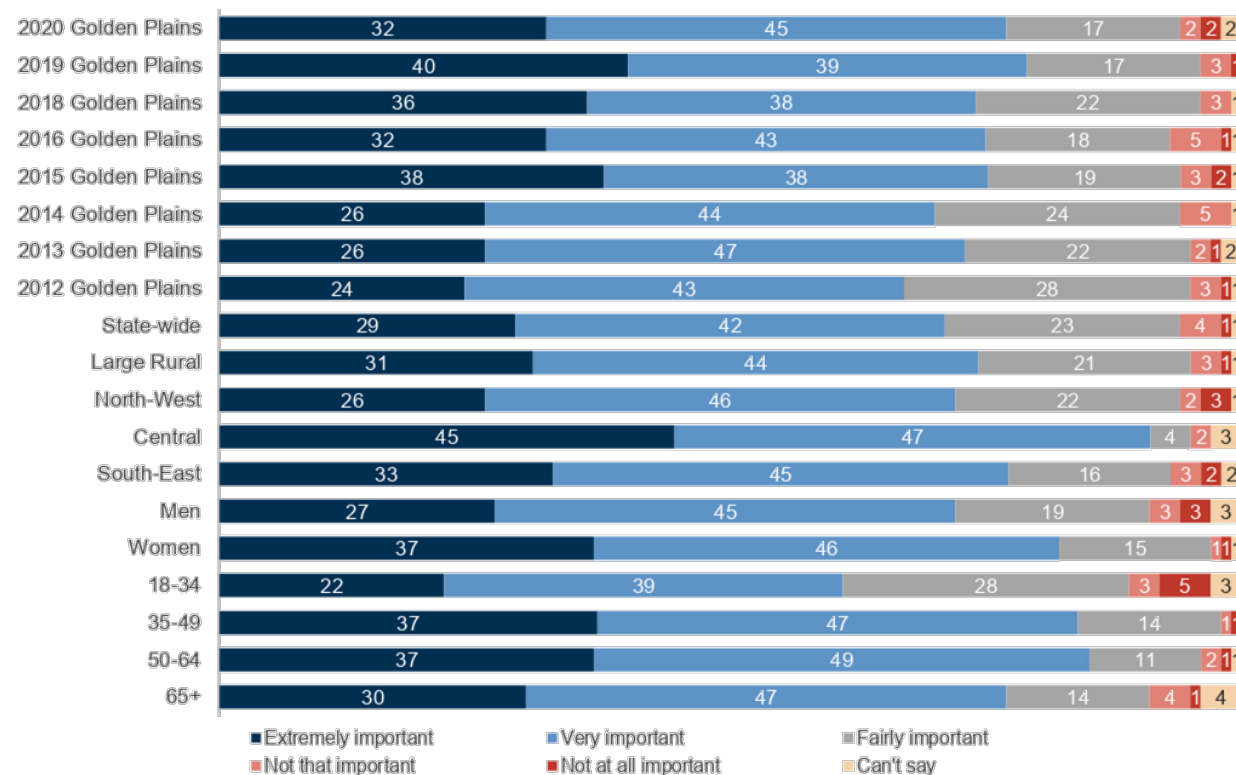
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Community consultation and engagement importance



2020 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: 23 Councils asked group: 6

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

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Community consultation and engagement performance



2020 consultation and engagement performance (index scores)

		2019	2018	2017	2016	2015	2014	2013	2012
State-wide	55▲	56	55	55	54	56	57	57	57
Large Rural	54▲	54	54	52	52	54	n/a	n/a	n/a
North-West	52	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	50	45	46	44	47	44	54	56	59
35-49	50	44	53	49	40	40	59	60	60
Men	49	46	45	44	44	43	56	56	60
Golden Plains	49	47	50	48	47	44	59	60	62
65+	49	49	51	49	48	48	60	64	63
Women	49	48	55	52	50	46	61	64	64
South-East	48	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
18-34	48	52	49	47	57	48	61	64	68
Central	44	n/a	n/a	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: 62 Councils asked group: 17
 Note: Please see Appendix A for explanation of significant differences.

J W S R E S E A R C H 36

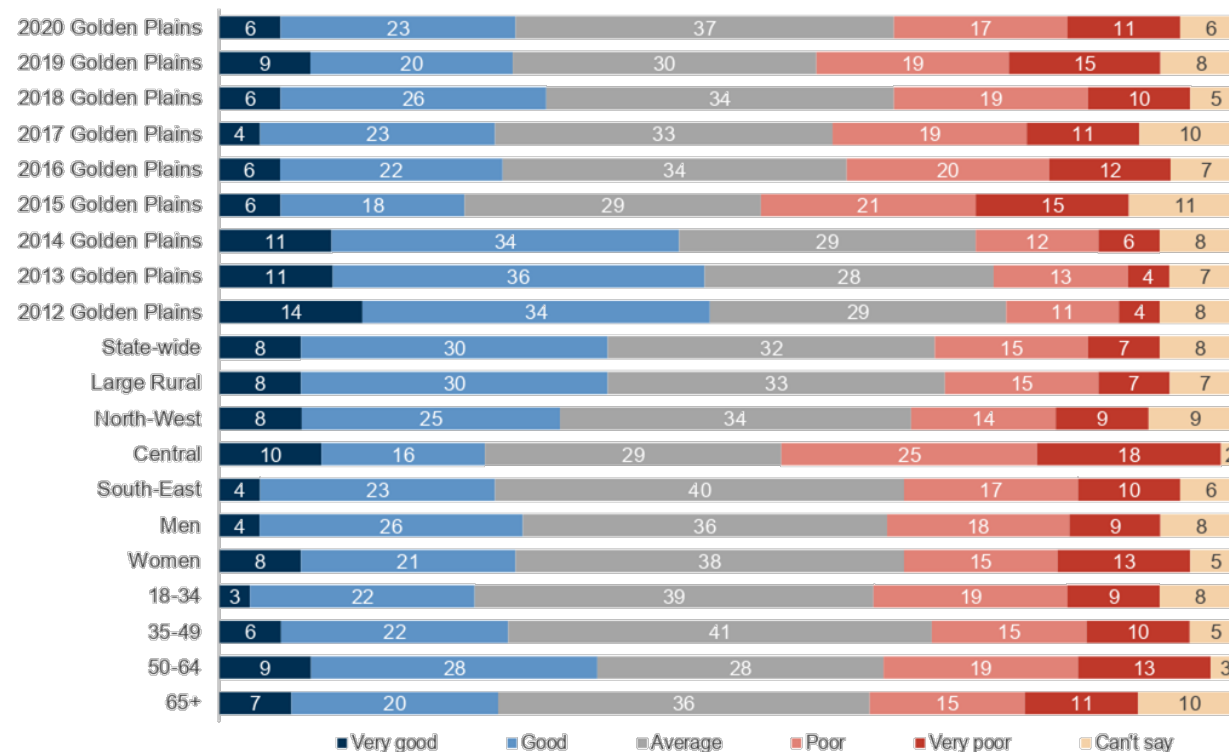
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Community consultation and engagement performance



2020 consultation and engagement performance (%)



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

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

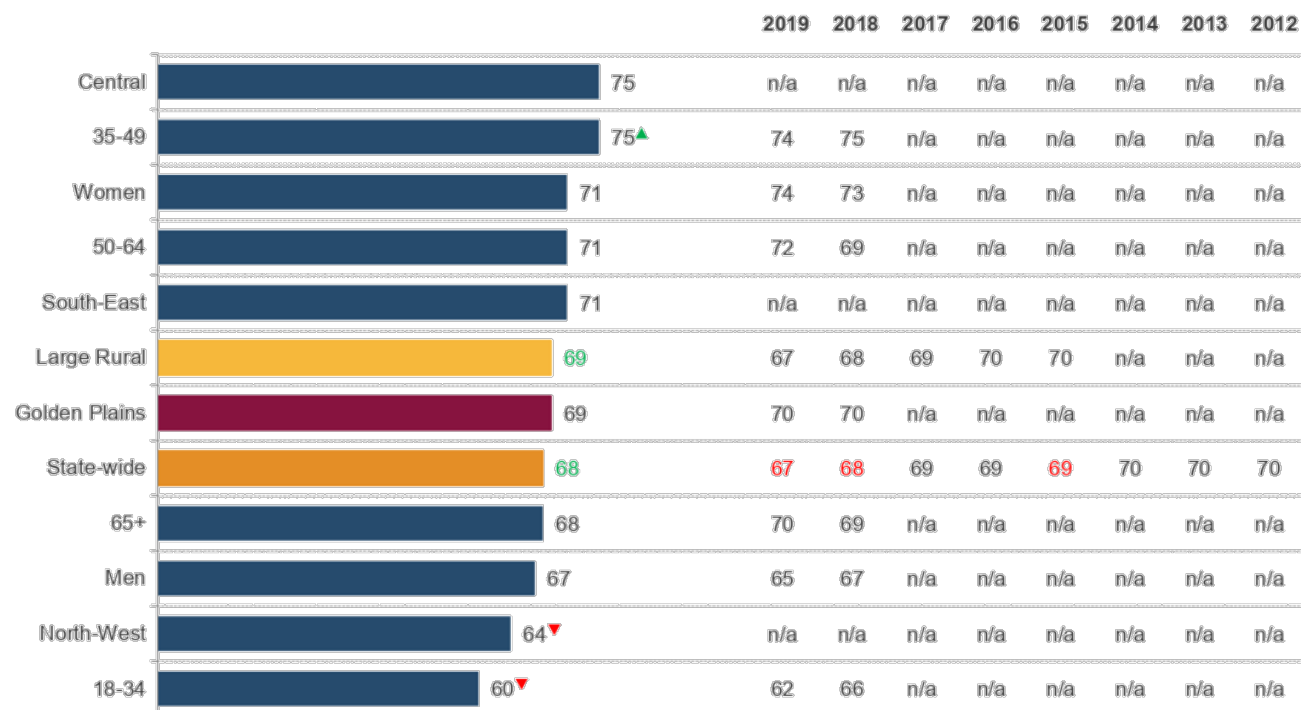
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Lobbying on behalf of the community importance



2020 lobbying importance (index scores)



Q1. Firstly, how important should 'Lobbying on behalf of the community' be as a responsibility for Council?

Base: All respondents. Councils asked state-wide: 20 Councils asked group: 5

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

J W S R E S E A R C H 38

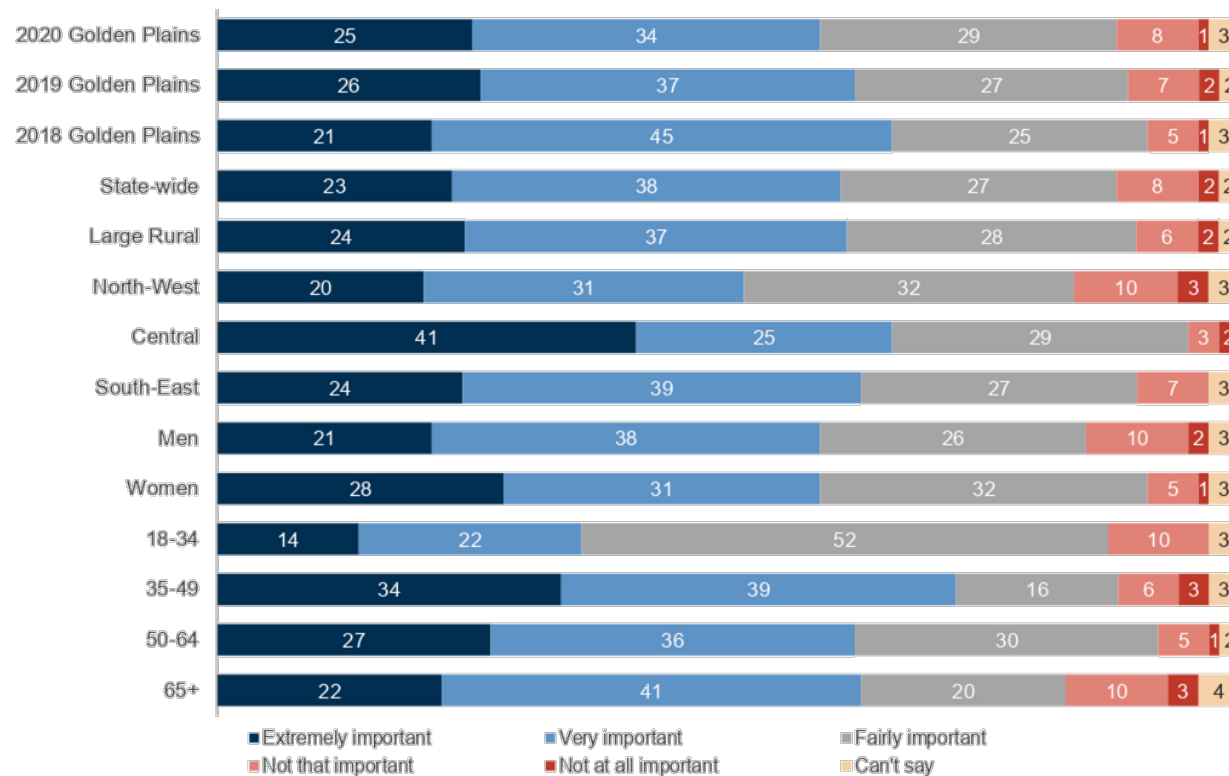
J00858 Community Satisfaction Survey 2020 – Golden Plains Shire Council



Lobbying on behalf of the community importance



2020 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: 20 Councils asked group: 5

J W S R E S E A R C H 39

J00858 Community Satisfaction Survey 2020 – Golden Plains Shire Council



Lobbying on behalf of the community performance



2020 lobbying performance (index scores)

		2019	2018	2017	2016	2015	2014	2013	2012
State-wide	53▲	54	54	54	53	55	56	55	55
Large Rural	53▲	52	52	51	50	53	n/a	n/a	n/a
South-East	51	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
18-34	50	50	52	47	54	48	57	59	66
Men	49	50	48	45	43	47	53	54	58
Golden Plains	48	47	51	46	45	47	55	56	60
50-64	48	48	51	42	45	46	52	53	57
Women	48	45	54	47	47	48	57	58	64
35-49	47	42	51	46	35	43	53	55	57
65+	47	51	50	49	48	53	60	60	64
North-West	47	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Central	39▼	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Q2. How has Council performed on 'Lobbying on behalf of the community' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 62 Councils asked group: 17
 Note: Please see Appendix A for explanation of significant differences.

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

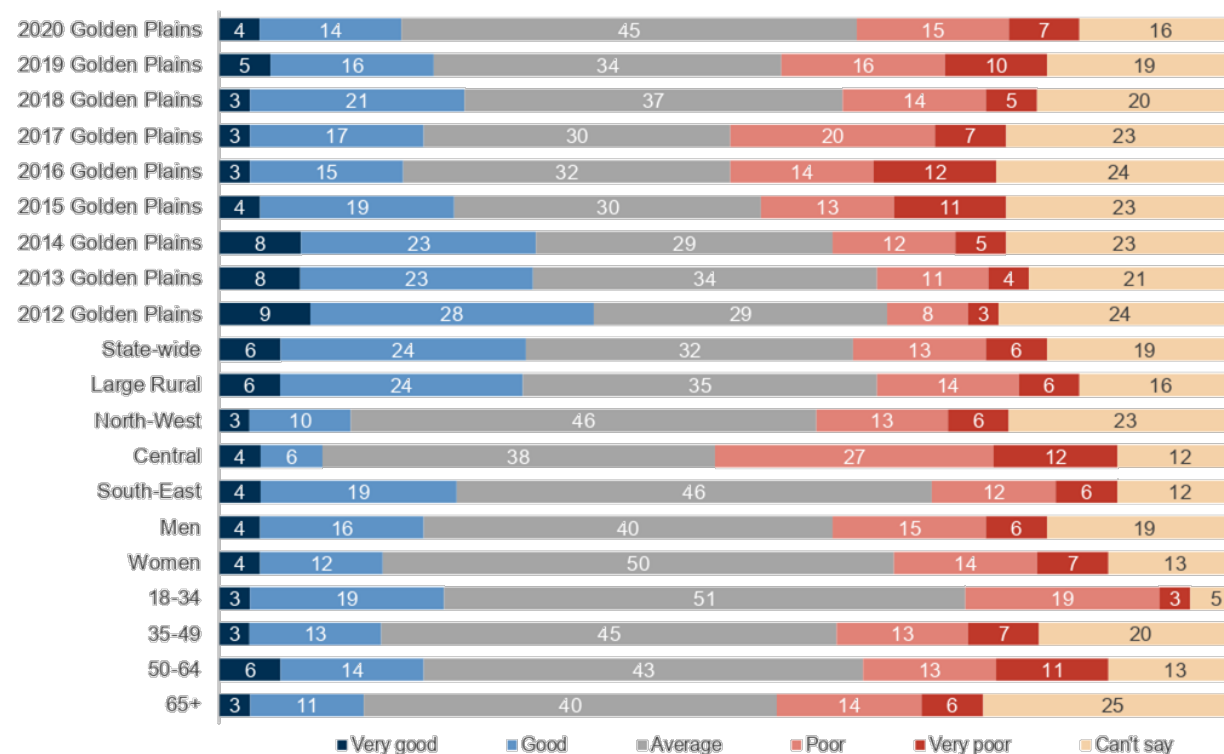
J00858 Community Satisfaction Survey 2020 – Golden Plains Shire Council



Lobbying on behalf of the community performance



2020 lobbying performance (%)



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

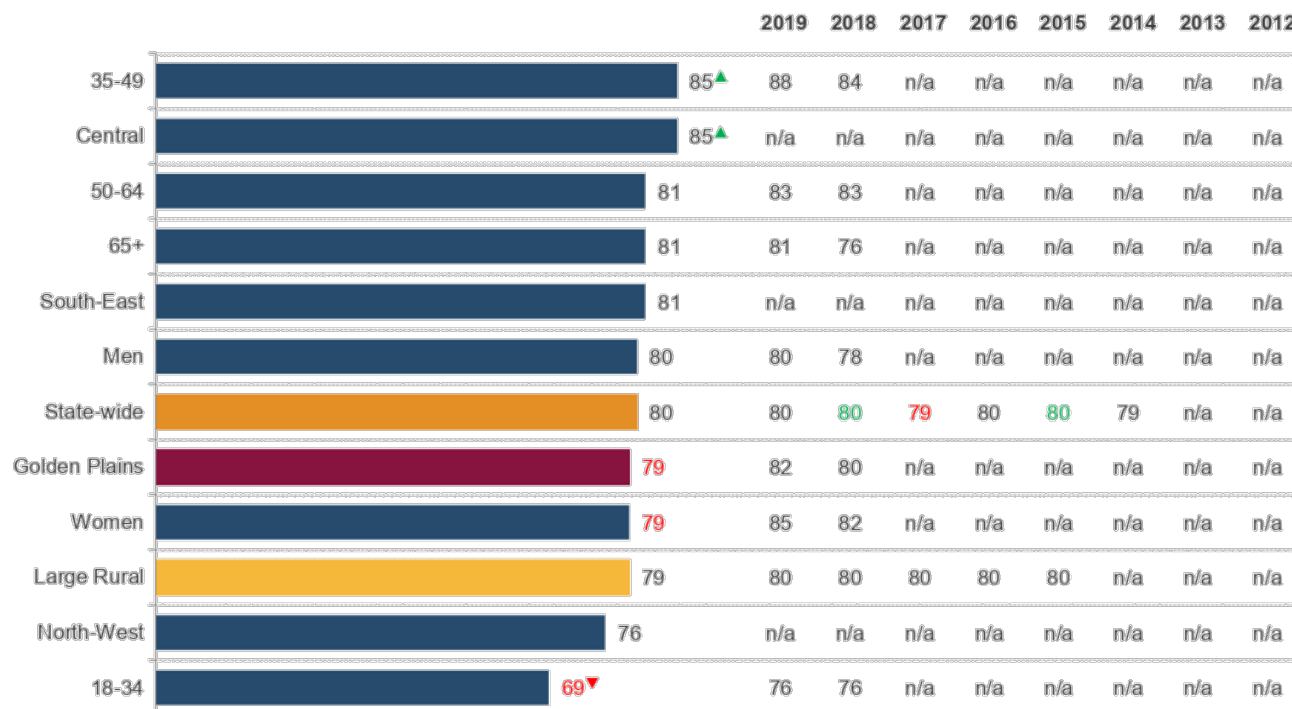
J W S R E S E A R C H 41

J00858 Community Satisfaction Survey 2020 – Golden Plains Shire Council

Decisions made in the interest of the community importance



2020 community decisions made importance (index scores)



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: 18 Councils asked group: 4

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

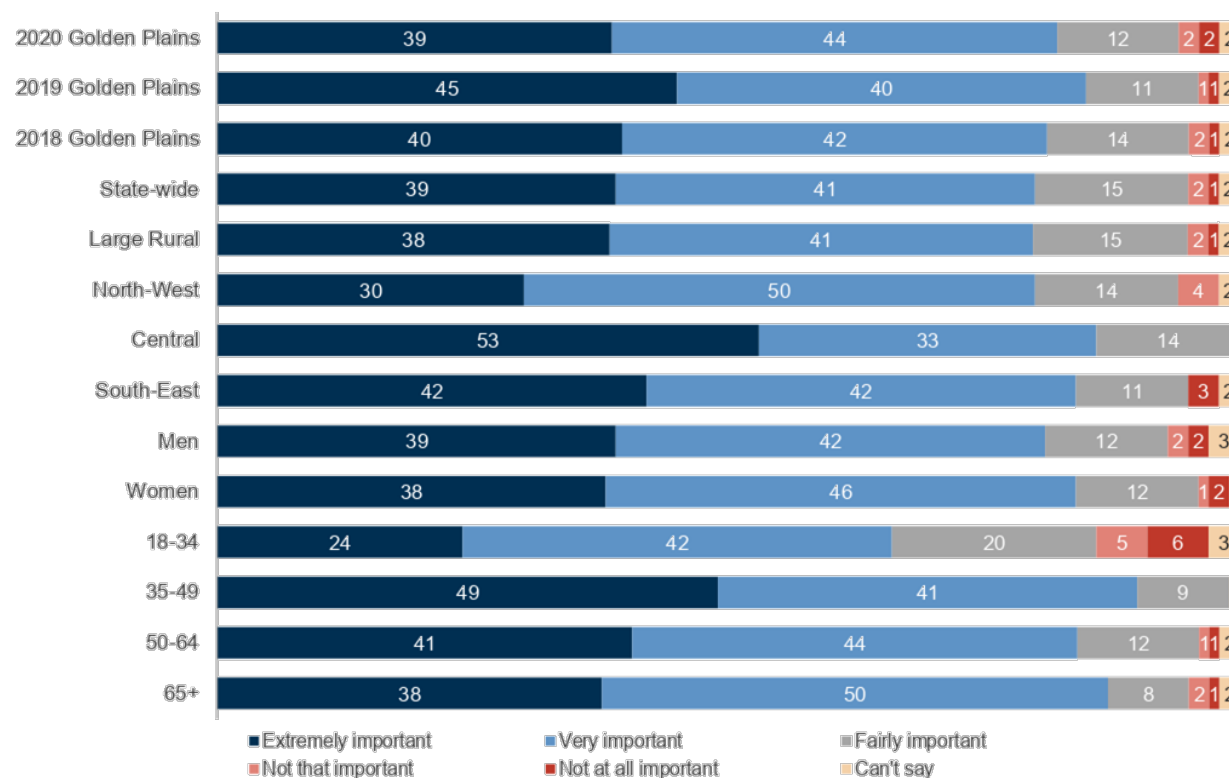
J W S R E S E A R C H 42

J00858 Community Satisfaction Survey 2020 – Golden Plains Shire Council

Decisions made in the interest of the community importance



2020 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: 18 Councils asked group: 4

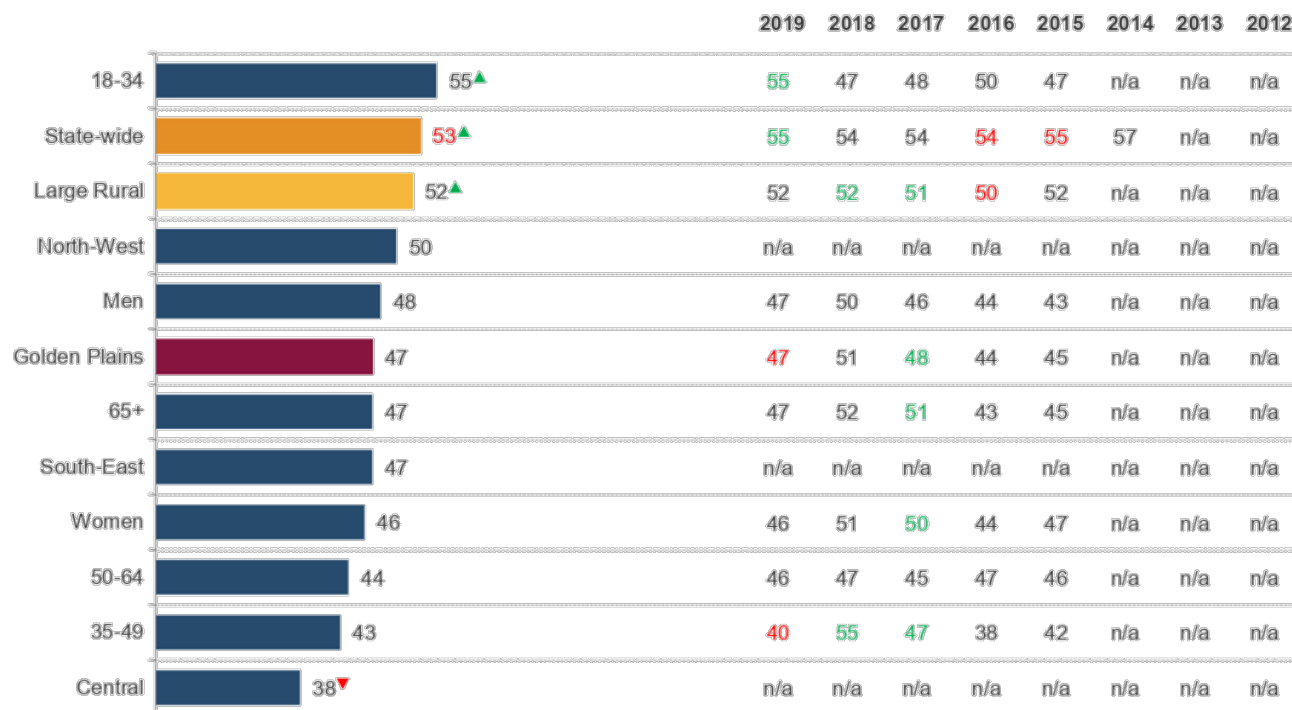
J W S R E S E A R C H 43

J00858 Community Satisfaction Survey 2020 – Golden Plains Shire Council

Decisions made in the interest of the community performance



2020 community decisions made performance (index scores)



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

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

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

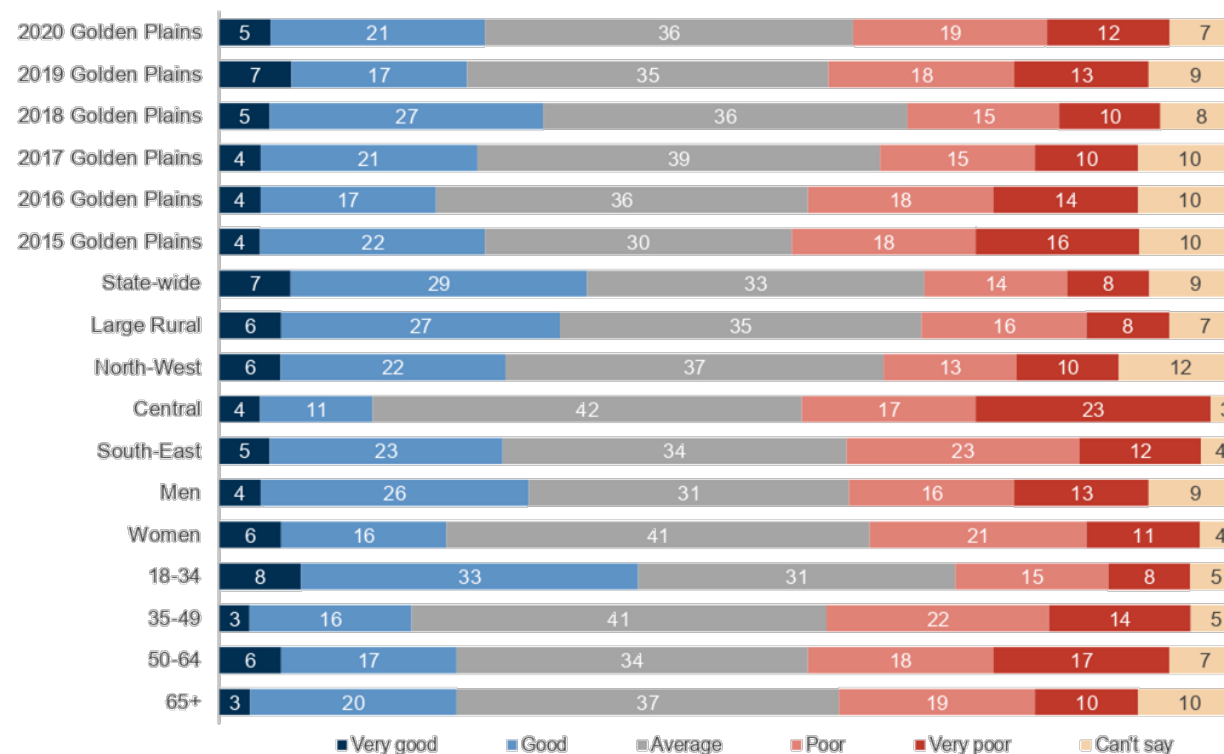
J W S R E S E A R C H 44

J00858 Community Satisfaction Survey 2020 – Golden Plains Shire Council

Decisions made in the interest of the community performance



2020 community decisions made performance (%)



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

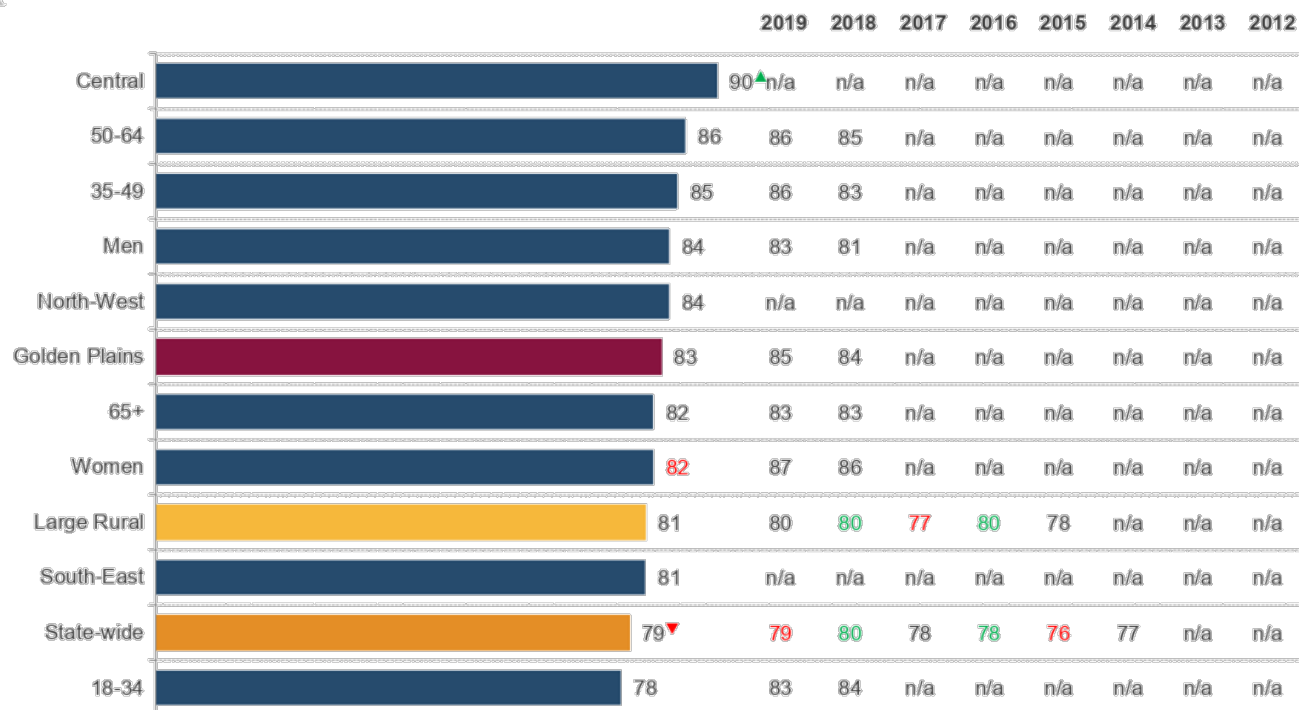
J W S R E S E A R C H 45

J00858 Community Satisfaction Survey 2020 – Golden Plains Shire Council

The condition of sealed local roads in your area importance



2020 sealed local roads importance (index scores)



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: 19 Councils asked group: 4
 Note: Please see Appendix A for explanation of significant differences.

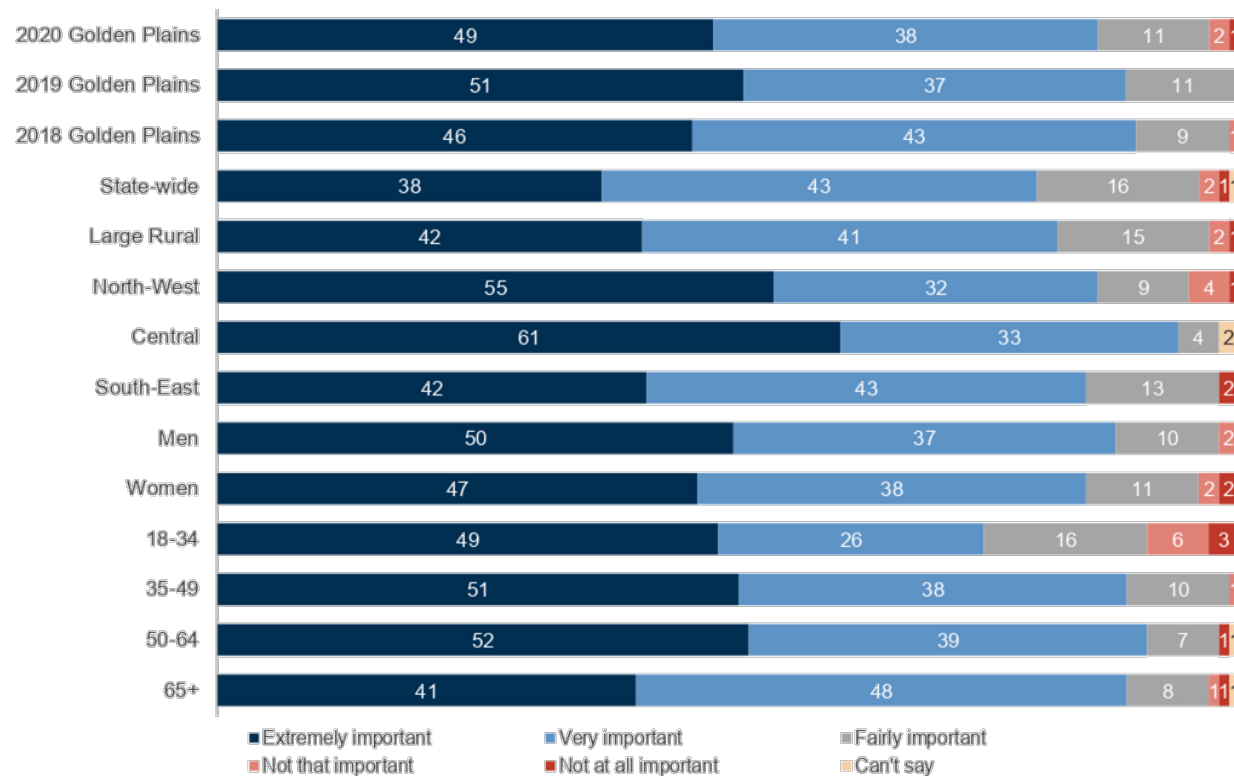
J W S R E S E A R C H 46

J00858 Community Satisfaction Survey 2020 – Golden Plains Shire Council

The condition of sealed local roads in your area importance



2020 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: 19 Councils asked group: 4

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

J00858 Community Satisfaction Survey 2020 – Golden Plains Shire Council

The condition of sealed local roads in your area performance



2020 sealed local roads performance (index scores)

		2019	2018	2017	2016	2015	2014	2013	2012
State-wide	54▲	56	53	53	54	55	55	n/a	n/a
Large Rural	47▲	47	45	43	44	45	n/a	n/a	n/a
65+	44	48	46	47	45	51	n/a	n/a	n/a
35-49	41	42	49	37	44	40	n/a	n/a	n/a
South-East	40	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Women	39	44	49	38	44	44	n/a	n/a	n/a
North-West	39	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Golden Plains	39	44	47	38	44	45	n/a	n/a	n/a
Men	38	43	45	39	45	46	n/a	n/a	n/a
50-64	38	43	45	34	44	43	n/a	n/a	n/a
18-34	31▼	42	49	36	45	48	n/a	n/a	n/a
Central	29▼	n/a	n/a	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: 62 Councils asked group: 17
 Note: Please see Appendix A for explanation of significant differences.

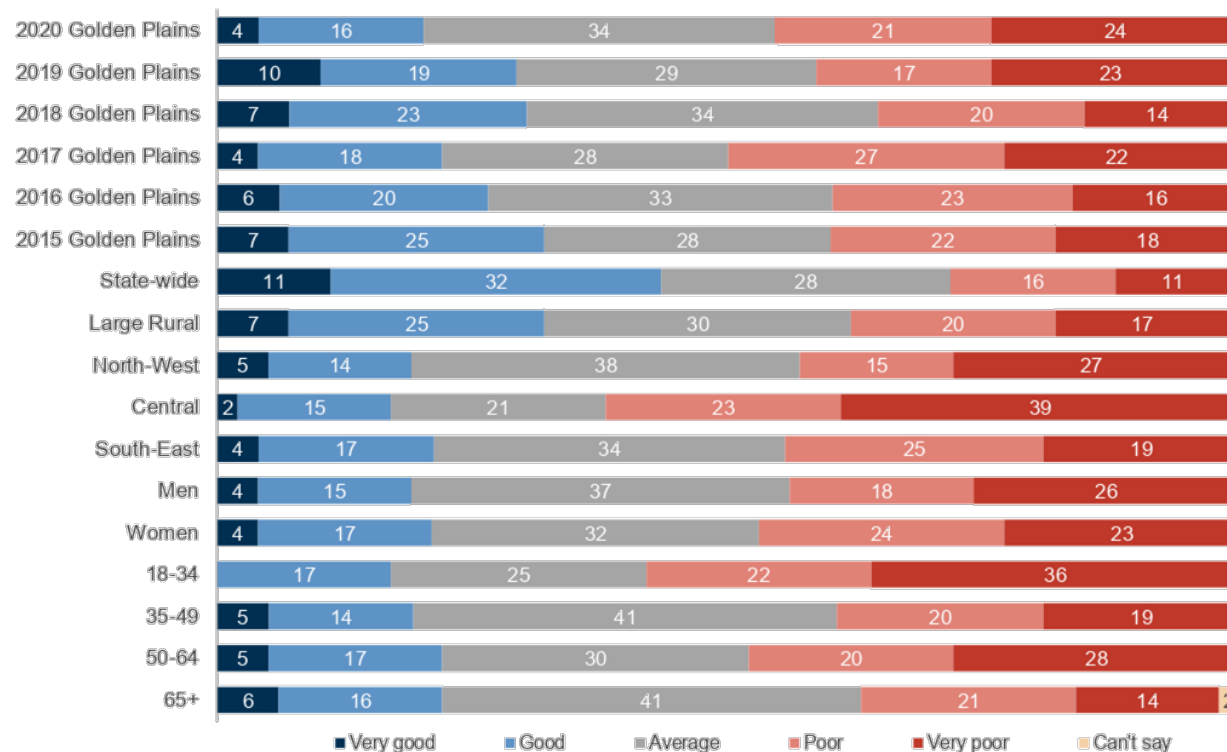
J W S R E S E A R C H 48

J00858 Community Satisfaction Survey 2020 – Golden Plains Shire Council

The condition of sealed local roads in your area performance



2020 sealed local roads performance (%)



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

J W S R E S E A R C H 49

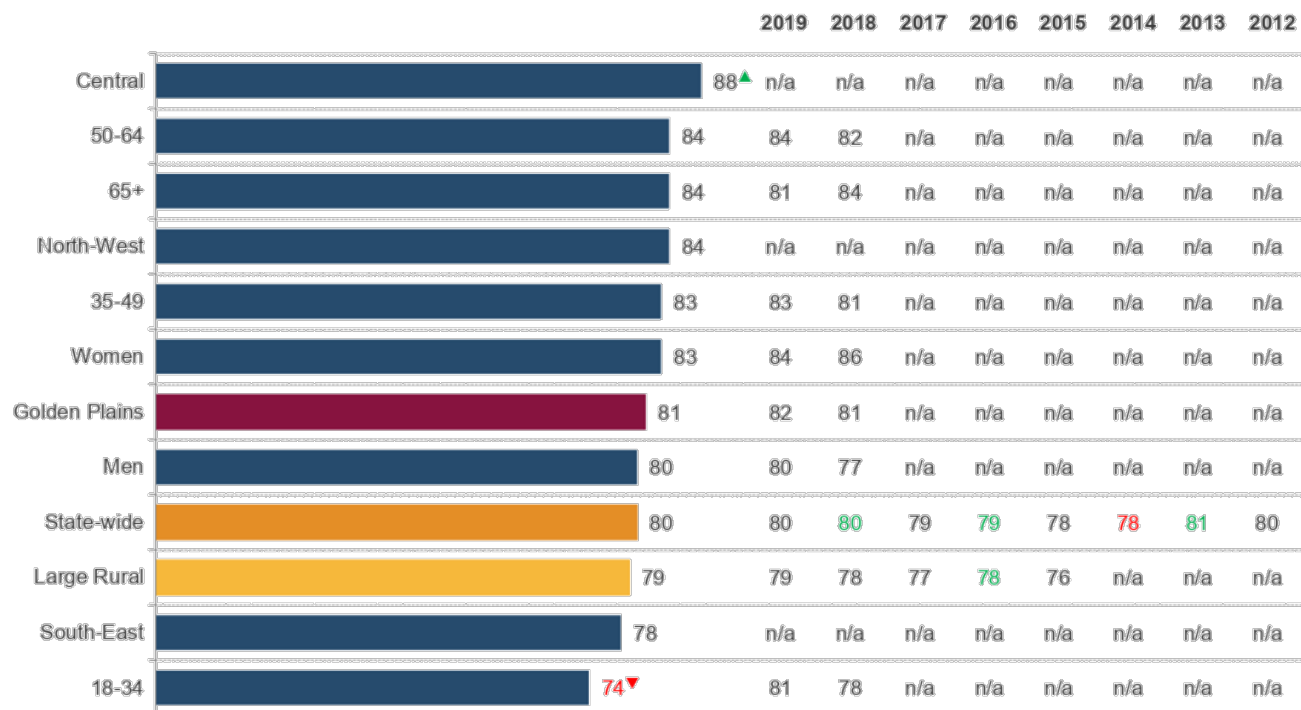
J00858 Community Satisfaction Survey 2020 – Golden Plains Shire Council



Maintenance of unsealed roads in your area importance



2020 unsealed roads importance (index scores)



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: 12 Councils asked group: 5
 Note: Please see Appendix A for explanation of significant differences.

J W S R E S E A R C H 50

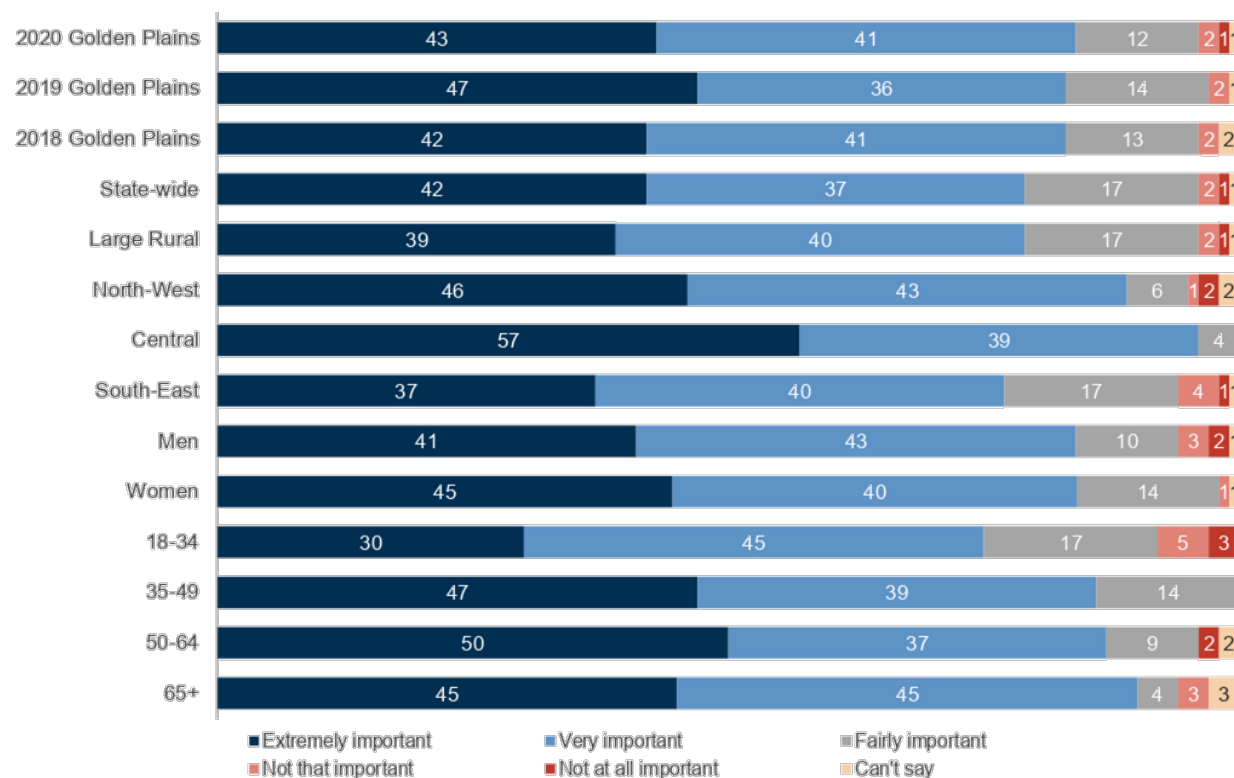
J00858 Community Satisfaction Survey 2020 – Golden Plains Shire Council



Maintenance of unsealed roads in your area importance



2020 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: 12 Councils asked group: 5

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

J00858 Community Satisfaction Survey 2020 – Golden Plains Shire Council

Maintenance of unsealed roads in your area performance



2020 unsealed roads performance (index scores)

	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	44▲	43	44	43	45	45	44	46
Large Rural	41	41	42	43	44	n/a	n/a	n/a
35-49	39	34	42	n/a	n/a	n/a	n/a	n/a
North-West	38	n/a	n/a	n/a	n/a	n/a	n/a	n/a
65+	37	44	42	n/a	n/a	n/a	n/a	n/a
Women	37	38	42	n/a	n/a	n/a	n/a	n/a
South-East	36	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Golden Plains	36	36	41	n/a	n/a	n/a	n/a	n/a
50-64	35	35	38	n/a	n/a	n/a	n/a	n/a
Men	35	35	40	n/a	n/a	n/a	n/a	n/a
18-34	32	34	42	n/a	n/a	n/a	n/a	n/a
Central	28	n/a	n/a	n/a	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: 24 Councils asked group: 10
 Note: Please see Appendix A for explanation of significant differences.

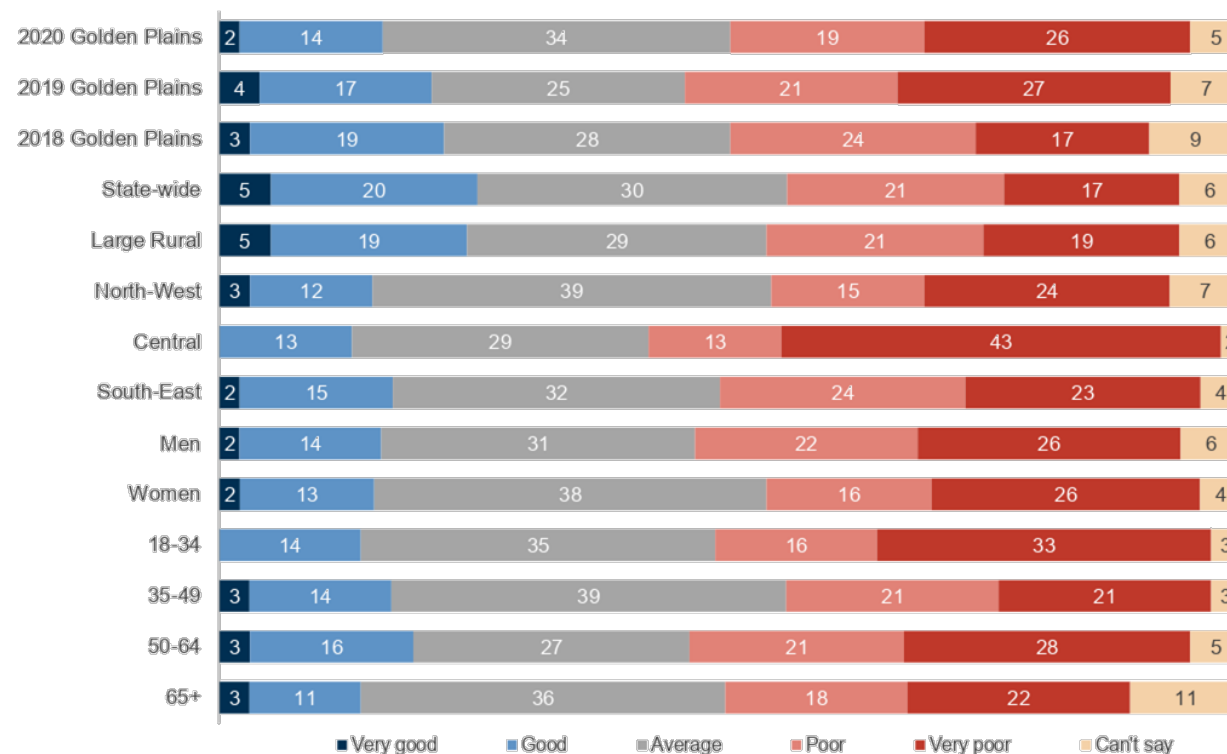
J W S R E S E A R C H 52

J00858 Community Satisfaction Survey 2020 – Golden Plains Shire Council

Maintenance of unsealed roads in your area performance



2020 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: 24 Councils asked group: 10

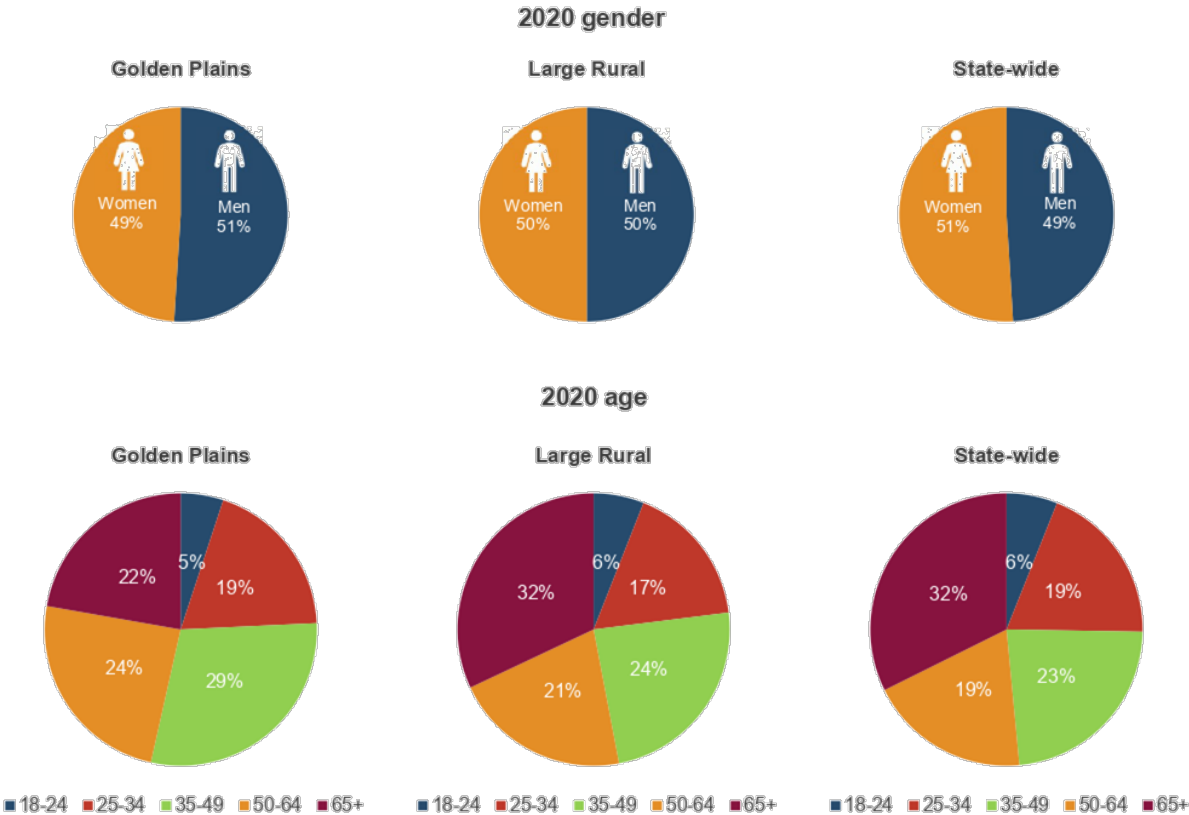
J W S R E S E A R C H 53

Detailed demographics





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: 62 Councils asked group: 17
Please note that for the reason of simplifying reporting, interlocking age and gender reporting has not been included in this report. Interlocking age and gender analysis is still available in the dashboard and data tables provided alongside this report.

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



Appendix A: Index Scores



Index Scores

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

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

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

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

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

Appendix A: Margins of error



The sample size for the 2020 State-wide Local Government Community Satisfaction Survey for 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 16,900 people aged 18 years or over for Golden Plains Shire Council, according to ABS estimates.

**Appendix A:
Margins of error**



The sample size for the 2020 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 16,900 people aged 18 years or over for Golden Plains Shire Council, according to ABS estimates.

Appendix A: Margins of error



The sample size for the 2020 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 16,900 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	208	203	+/-6.8
Women	192	196	+/-7.1
North-West	155	148	+/-7.9
Central	45	46	+/-14.8
South-East	200	206	+/-6.9
18-34 years	36	98	+/-16.5
35-49 years	118	118	+/-9.0
50-64 years	128	96	+/-8.7
65+ years	118	88	+/-9.0

Appendix A: Significant difference reporting notation



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

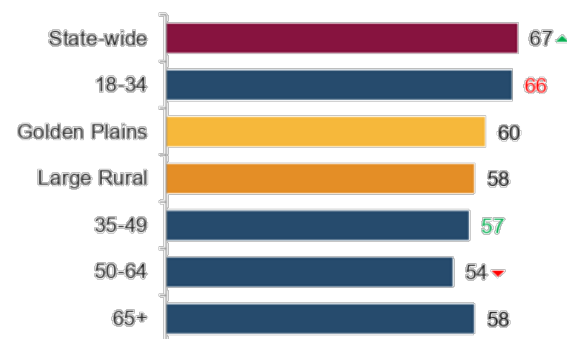
Significance when noted indicates a significantly higher or lower result for the analysis group in comparison to the 'Total' result for the council for that survey question for that year. Therefore in the example below:

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

Further, results shown in green and red indicate significantly higher or lower results than in 2019. Therefore in the example below:

- The result among 35-49 year olds in the council is **significantly higher** than the result achieved among this group in 2019.
- The result among 18-34 year olds in the council is **significantly lower** than the result achieved among this group in 2019.

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



Appendix A: Index score significant difference calculation



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

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

Where:

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

All figures can be sourced from the detailed cross tabulations.

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

Appendix B: Further project information



J00856 Community Satisfaction Survey 2020 – Golden Plains Shire Council

Appendix B: Further information



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

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

Detailed survey tabulations

Detailed survey tabulations are available in supplied Excel file.

Contacts

For further queries about the conduct and reporting of the 2020 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on

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

J W S R E S E A R C H 64

Appendix B: Survey methodology and sampling



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

- 2020, n=400 completed interviews, conducted in the period of 30th January – 22nd March.
- 2019, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2018, n=401 completed interviews, conducted in the period of 1st February – 30th March.
- 2017, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 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.

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 30th January – 22nd March, 2020.

Appendix B: Analysis and reporting



All participating councils are listed in the State-wide report published on the DELWP website. In 2020, 62 of the 79 Councils throughout Victoria participated in this survey. For consistency of analysis and reporting across all projects, Local Government Victoria has aligned its presentation of data to use standard council groupings. Accordingly, the council reports for the community satisfaction survey provide analysis using these standard council groupings. Please note that councils participating across 2012-2020 vary slightly.

Council Groups

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

- Metropolitan, Interface, Regional Centres, Large Rural and Small Rural.

Councils participating in the Large Rural group are:

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

Wherever appropriate, results for Golden Plains Shire Council for this 2020 State-wide Local Government Community Satisfaction Survey have been compared against other participating councils in the Large Rural group and on a state-wide basis. Please note that council groupings changed for 2015, and as such comparisons to council group results before that time can not be made within the reported charts.

Appendix B: 2012 survey revision



The survey was revised in 2012. As a result:

- The survey is now conducted as a representative random probability survey of residents aged 18 years or over in local councils, whereas previously it was conducted as a 'head of household' survey.
- As part of the change to a representative resident survey, results are now weighted post survey to the known population distribution of 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 2012-2020 have been made throughout this report as appropriate.

Appendix B: Core, optional and tailored questions



Core, optional and tailored questions

Over and above necessary geographic and demographic questions required to ensure sample representativeness, a base set of questions for the 2020 State-wide Local Government Community Satisfaction Survey was designated as 'Core' and therefore compulsory inclusions for all participating Councils.

These core questions comprised:

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

Reporting of results for these core questions can always be compared against other participating councils in the council group and against all participating councils state-wide. Alternatively, some questions in the 2020 State-wide Local Government Community Satisfaction Survey were optional. Councils also had the ability to ask tailored questions specific only to their council.

Appendix B: Analysis and reporting



Reporting

Every council that participated in the 2020 State-wide Local Government Community Satisfaction Survey receives a customised report. In addition, the State government is supplied with this State-wide summary report of the aggregate results of 'Core' and 'Optional' questions asked across all council areas surveyed, which is available at:

<http://www.delwp.vic.gov.au/local-government/strengthening-councils/council-community-satisfaction-survey>.

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

Appendix B: Glossary of terms



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

CSS: 2020 Victorian Local Government Community Satisfaction Survey.

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

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

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

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

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

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

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

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

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

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

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