

ATTACHMENTS

**Under Separate Cover
Ordinary Council Meeting**

6.00pm Tuesday 26 June 2018

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**LOCAL GOVERNMENT COMMUNITY SATISFACTION SURVEY
GOLDEN PLAINS SHIRE COUNCIL**

2018 RESEARCH REPORT

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



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GOLDEN PLAINS SHIRE COUNCIL – AT A GLANCE



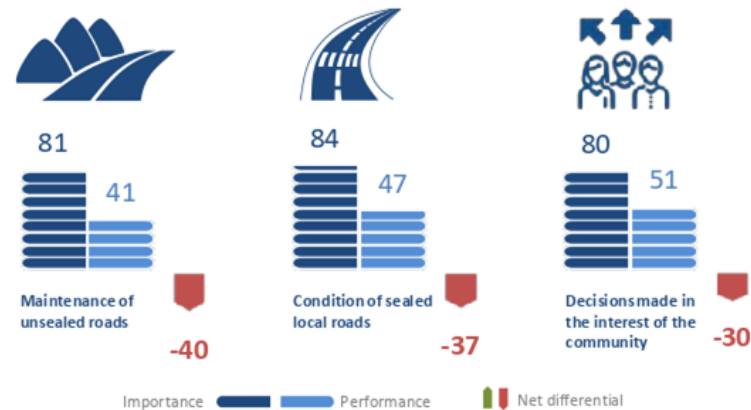
OVERALL COUNCIL PERFORMANCE

Results shown are index scores out of 100.

TOP 3 PERFORMING AREAS



TOP 3 AREAS FOR IMPROVEMENT



BACKGROUND AND OBJECTIVES



Welcome to the report of results and recommendations for the 2018 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.

SURVEY METHODOLOGY AND SAMPLING



This survey was conducted by Computer Assisted Telephone Interviewing (CATI) as a representative random probability survey of residents aged 18+ years in 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 40% mobile phone numbers to cater to the diversity of residents within Golden Plains Shire Council, particularly younger people.

A total of n=401 completed interviews were achieved in Golden Plains Shire Council. Survey fieldwork was conducted in the period of 1st February – 30th March, 2018.

The 2018 results are compared with previous years, as detailed below:

- 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.

SURVEY METHODOLOGY AND SAMPLING



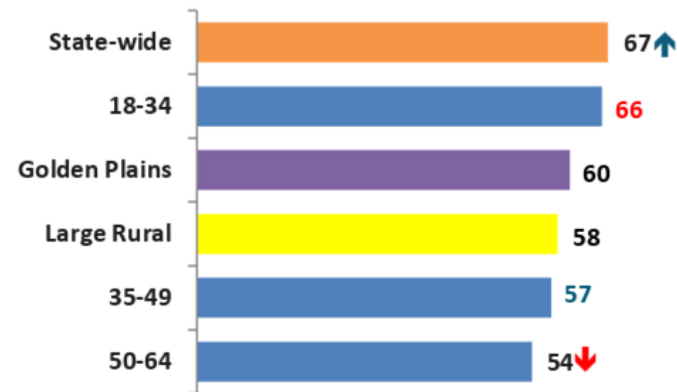
Within tables and index score charts throughout this report, statistically significant differences at the 95% confidence level are represented by upward directing blue and downward directing red arrows. Significance when noted indicates a significantly higher or lower result for the analysis group in 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 2017. 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 2017.
- The result among 18-34 year olds in the council is significantly lower than the result achieved among this group in 2017.

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



Note: Details on the calculations used to determine statistically significant differences may be found in Appendix B.

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 2018 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on (03) 8685 8555.



KEY FINDINGS & RECOMMENDATIONS



OVERALL PERFORMANCE



The overall performance index score of 52 for Golden Plains Shire Council represents a three-point improvement on the 2017 result.

- Notwithstanding the slight improvement in ratings since 2017, Golden Plains Shire Council's overall performance is rated statistically **significantly lower** (at the 95% confidence interval) **than the average rating for councils State-wide and in the Large Rural group** (index scores of 59 and 56 respectively).
- Ratings have yet to return to the higher levels achieved pre-2015: index scores of 67 in 2012 and 62 in both 2013 and 2014.
- Performance ratings improved slightly in the past year across all sub-groups. Perceptions of overall performance are largely consistent across demographic and geographic groups.

More residents rate Golden Plains Shire Council's overall performance as 'very good' (6%) or 'good' (31%) than 'poor' (15%) or 'very poor' (9%). A further 38% sit mid-scale providing an 'average' rating. Positive ratings (37%) increased eight percentage points since 2017 (29%).



OVERALL COUNCIL PERFORMANCE

Results shown are index scores out of 100.

OVERVIEW OF CORE PERFORMANCE MEASURES



Review of the core performance measures (as shown on page 18) shows that Golden Plains Shire Council's **performance improved on all measures** compared to Council's own results in 2017. Most results are on the rise again after experiencing steady declines since 2012-2013, though results have yet to return to peak index scores.

- Performance ratings **increased significantly** since 2017 in the areas of **sealed local roads** (index score of 47, nine points higher than 2017), **lobbying** (index score of 51, five points higher than 2017), and **overall direction** (index score of 49, four points higher than 2017).
- Ratings for **sealed local roads** and **community decisions** (index score of 51) are at their highest points to-date (since added as core measures in 2015).
- Golden Plains Shire Council's performance on most measures is *in line with average ratings* for the **Large Rural group**. However, in the areas of overall performance, Council performs *significantly lower* than group average.

- Golden Plains Shire Council's performance is *significantly lower* than State-wide averages for councils across all core measures.

On overall council performance there are **no notable differences across geographic cohorts** within Golden Plains Shire Council.

In the area of **customer service** (index score of 65), Golden Plains Shire Council is **similar** to the Large Rural group average (index score of 67), but *significantly lower* than the State-wide average for councils (70). This is also Golden Plains Shire Council's best-performing area.

CUSTOMER CONTACT AND SERVICE



More than two-thirds (67%) of Golden Plains Shire Council residents have had recent contact with Council. Residents are more likely to have contacted Council in the past twelve months than in the year leading up to the 2017 survey (increase of seven percentage points). Contact *increased significantly* in the past twelve months among residents aged 35 to 49 years.

Golden Plains Shire Council's customer service rating increased slightly by four index points in the past year to an index score of 65. It is a positive result for Council. Performance in this area is in line with the Large Rural group average of 67.

- One-quarter (26%) rate Council's customer service as 'very good', with a further 31% rating customer service as 'good'. Residents are nine percentage points more likely to rate customer service as 'very good' in 2018 than in 2017.

- **Residents aged 50 to 64 years** (index score of 67, twelve points higher than 2017) *increased significantly* in their impressions of Council's customer service compared to the more modest gains achieved among other groups.

Relative to other services areas, Council is **performing well in the area of customer service.** However, Council has historically achieved higher performance ratings on this measure (index score of 77 in 2013), and so continued efforts should be made to return to previous levels. In doing so, Council should aim to improve customer service across all cohorts rather than focusing on one group over another.

AREAS WHERE COUNCIL IS PERFORMING WELL



In addition to positive ratings in the area of customer service (index score of 65), it is important to note the *significant gains* made over the past year in the areas of **advocacy** (index score of 51, five points higher than 2017) and **sealed local roads** (index score of 47, nine points higher than 2017).

While **sealed local roads** is rated lower than other core measures, Council achieved its highest ratings to-date on this measure and performance is in line with (slightly but not significantly higher than) the Large Rural group average (index score of 45).

- Ratings increased significantly on this measure across every sub-group with the exception of residents aged 65+ years.

There is still work to be done in this area, however, as evidenced by the fact that:

- The proportion rating Council's performance as 'very poor' (14%) outnumbers 'very good' (7%) ratings. Another 23% rate Council's performance on sealed local roads as 'good', 34% as 'average', and 20% as 'poor'.
- One-quarter (26%) of residents mention sealed road maintenance as central to improving overall Council performance.

Sealed local roads is considered the most important service area (importance index score of 84) relative to other measures tested.

FOCUS AREAS FOR COMING 12 MONTHS



Notwithstanding ratings gains, there is still room for growth. **For the coming 12 months, Golden Plains Shire Council should *continue* to pay particular attention to improving performance across service areas** in order to 1) return to previously achieved higher levels of performance and 2) close the gap between the stated importance and rated performance of each measure (importance currently exceeds performance by more than 10 points on every measure):

- **Unsealed roads** (margin of 40 points) (This is also Council's lowest performing area with an index score of 41.)
- **Sealed local roads** (margin of 36 points)
- **Community decisions** (margin of 30 points)
- **Consultation and engagement** (margin of 27 points)
- **Lobbying** (margin of 19 points).

Of the aforementioned areas, however, consultation and engagement is the only area where Council's performance rates *significantly lower* than the Large Rural group average. Other results are in line with group averages.

As Council moves forward, consideration should be given to male Golden Plains Shire Council residents, who appear to be most driving negative opinion in 2018.

On the positive side, Council should continue to build on its current trajectory of upwards growth in the areas of **sealed local roads** and **lobbying**. It is also important not to ignore, and to learn from, what is working amongst other groups, especially female residents, and use these lessons to build performance experience and perceptions in other areas.

FURTHER AREAS OF EXPLORATION

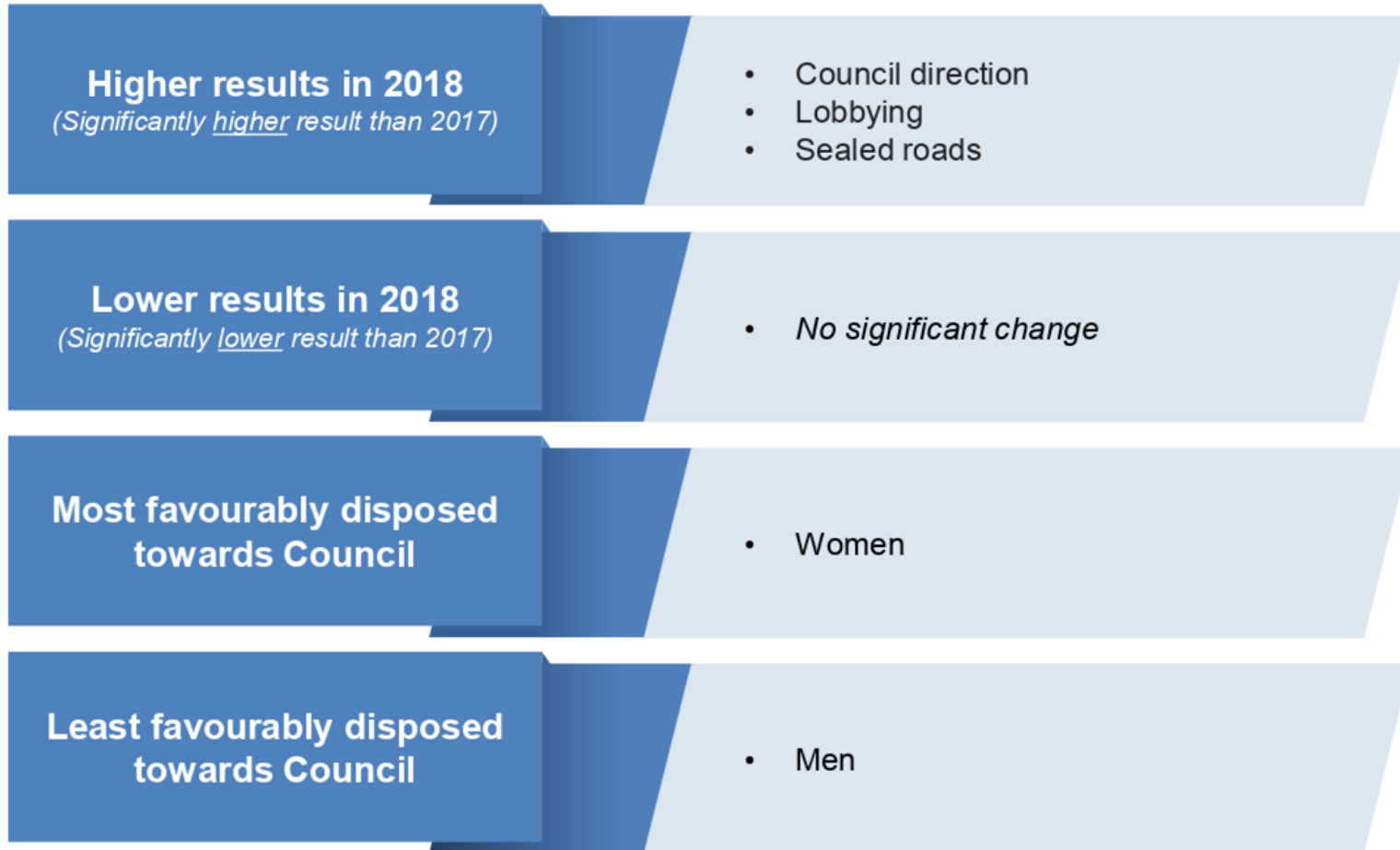


An approach we recommend is to further mine the survey data to better understand the profile of these over and under-performing demographic groups. This can be achieved via additional consultation and data interrogation, self-mining the SPSS data provided, or via the dashboard portal available to the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



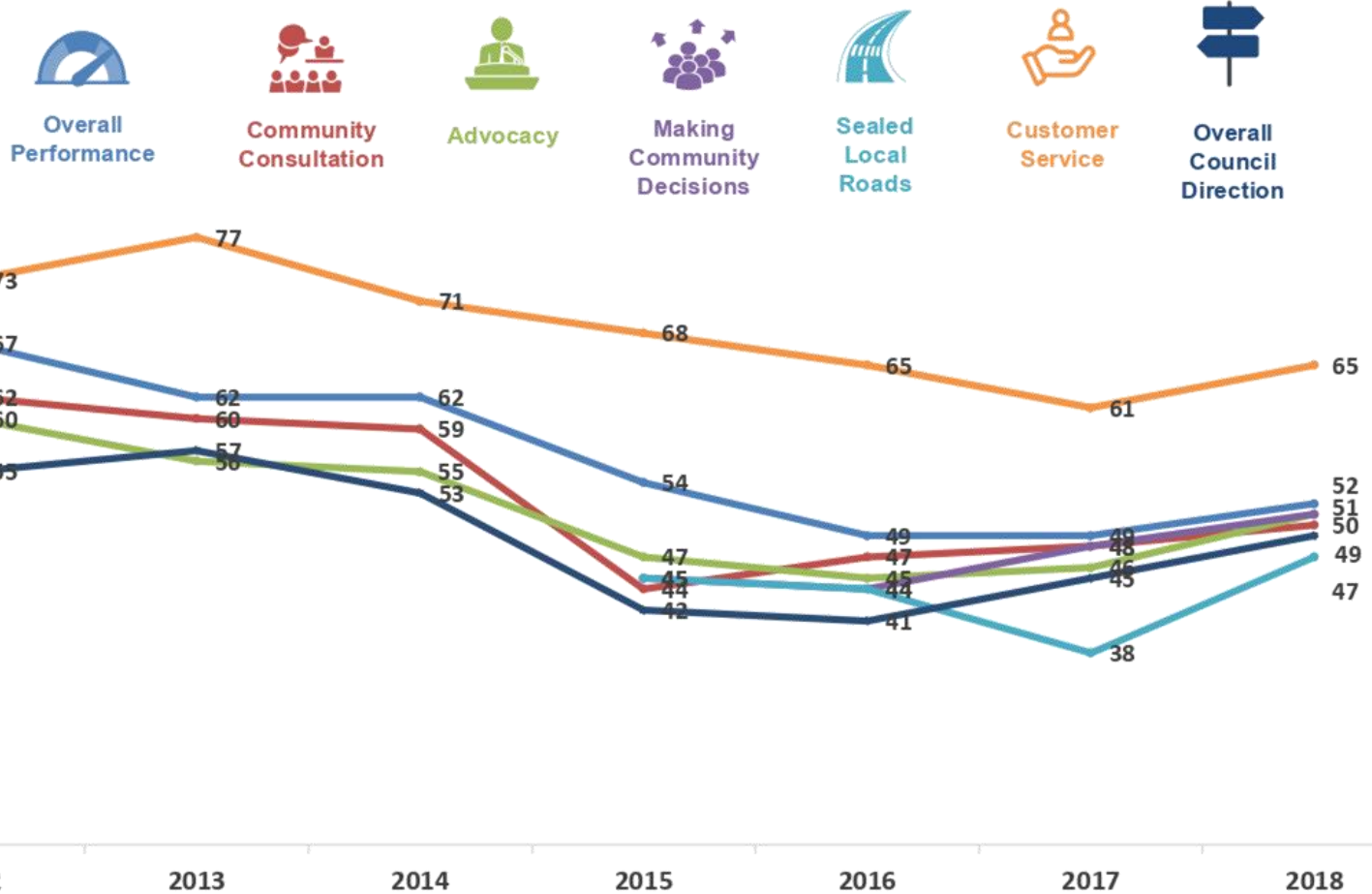


SUMMARY OF FINDINGS



2018 SUMMARY OF CORE MEASURES

INDEX SCORE RESULTS



2018 SUMMARY OF CORE MEASURES

DETAILED ANALYSIS



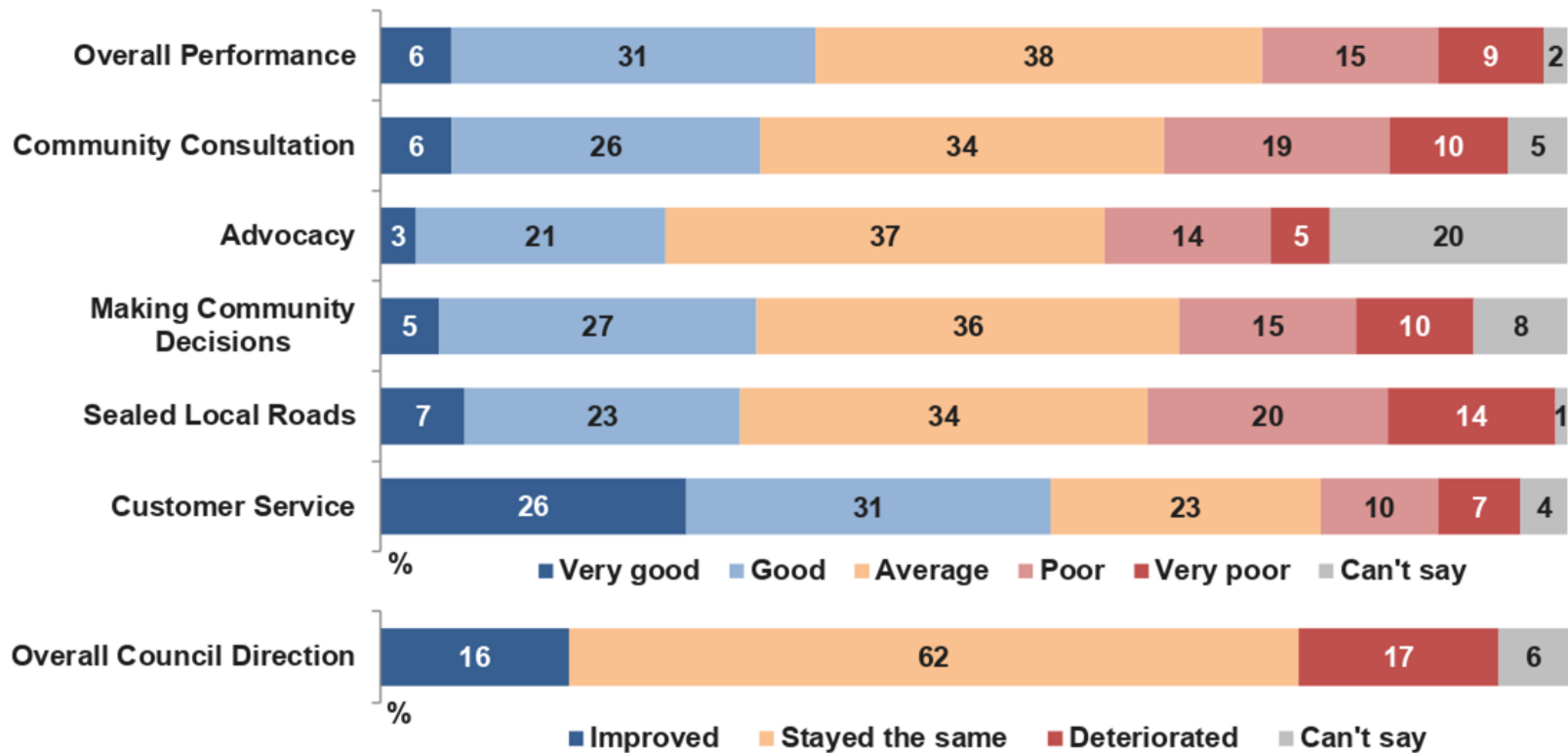
Performance Measures	Golden Plains 2018	Golden Plains 2017	Large Rural 2018	State-wide 2018	Highest score	Lowest score
OVERALL PERFORMANCE	52	49	56	59	NA	NA
COMMUNITY CONSULTATION (Community consultation and engagement)	50	48	54	55	Women	Men
ADVOCACY (Lobbying on behalf of the community)	51	46	52	54	Women	Men
MAKING COMMUNITY DECISIONS (Decisions made in the interest of the community)	51	48	52	54	Aged 35-49 years	Aged 18-34 and 50-64 years
SEALED LOCAL ROADS (Condition of sealed local roads)	47	38	45	53	NA	NA
CUSTOMER SERVICE	65	61	67	70	Women, North, Aged 65+ years	Men, Aged 18-34 years
OVERALL COUNCIL DIRECTION	49	45	52	52	Aged 18-34 years	Aged 35-64 years

2018 SUMMARY OF KEY COMMUNITY SATISFACTION

PERCENTAGE RESULTS



Key Measures Summary Results

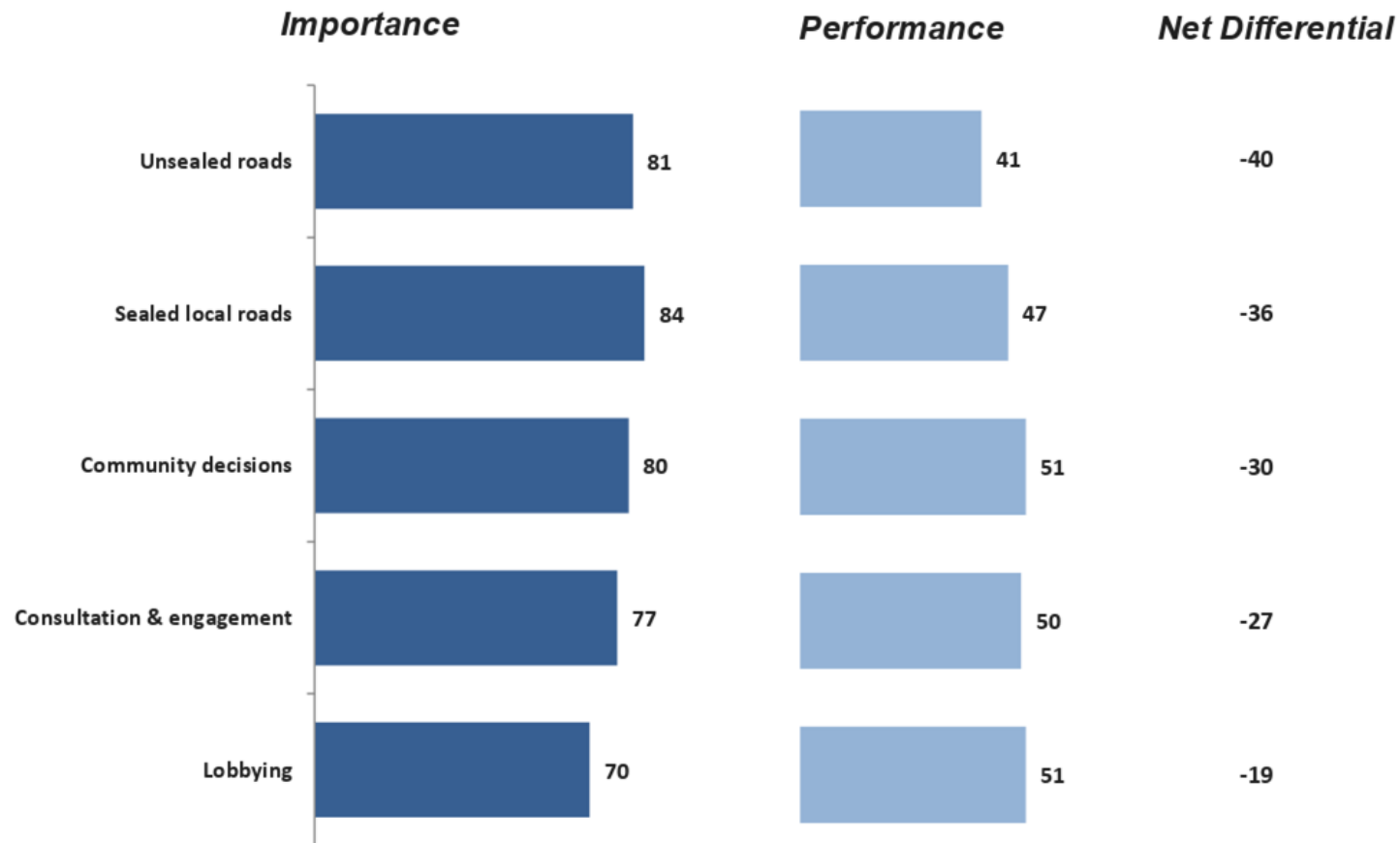


INDIVIDUAL SERVICE AREAS INDEX SCORE SUMMARY

IMPORTANCE VS PERFORMANCE

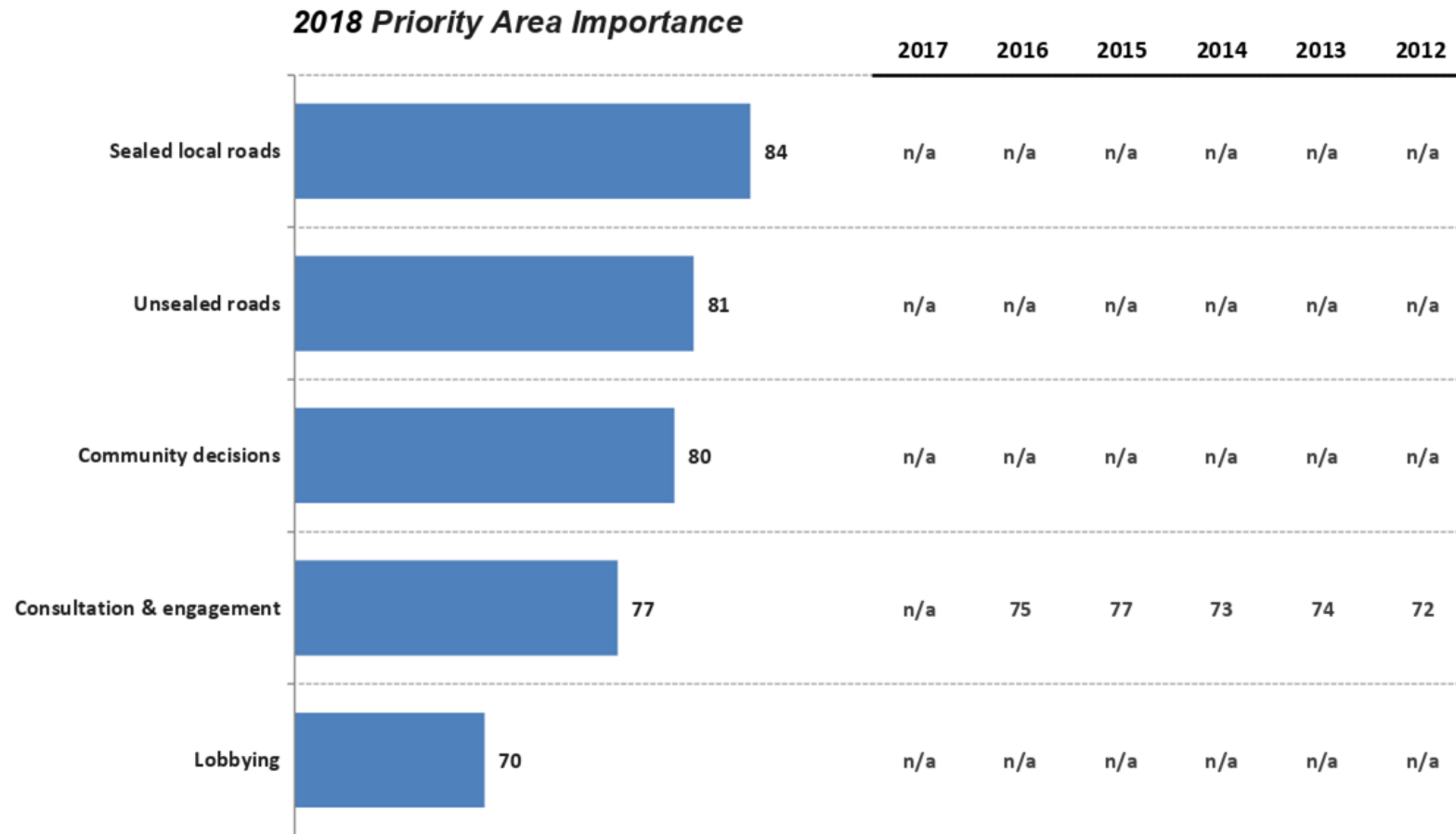


Service areas where importance exceeds performance by 10 points or more, suggesting further investigation is necessary:



2018 IMPORTANCE SUMMARY

INDEX SCORES OVER TIME



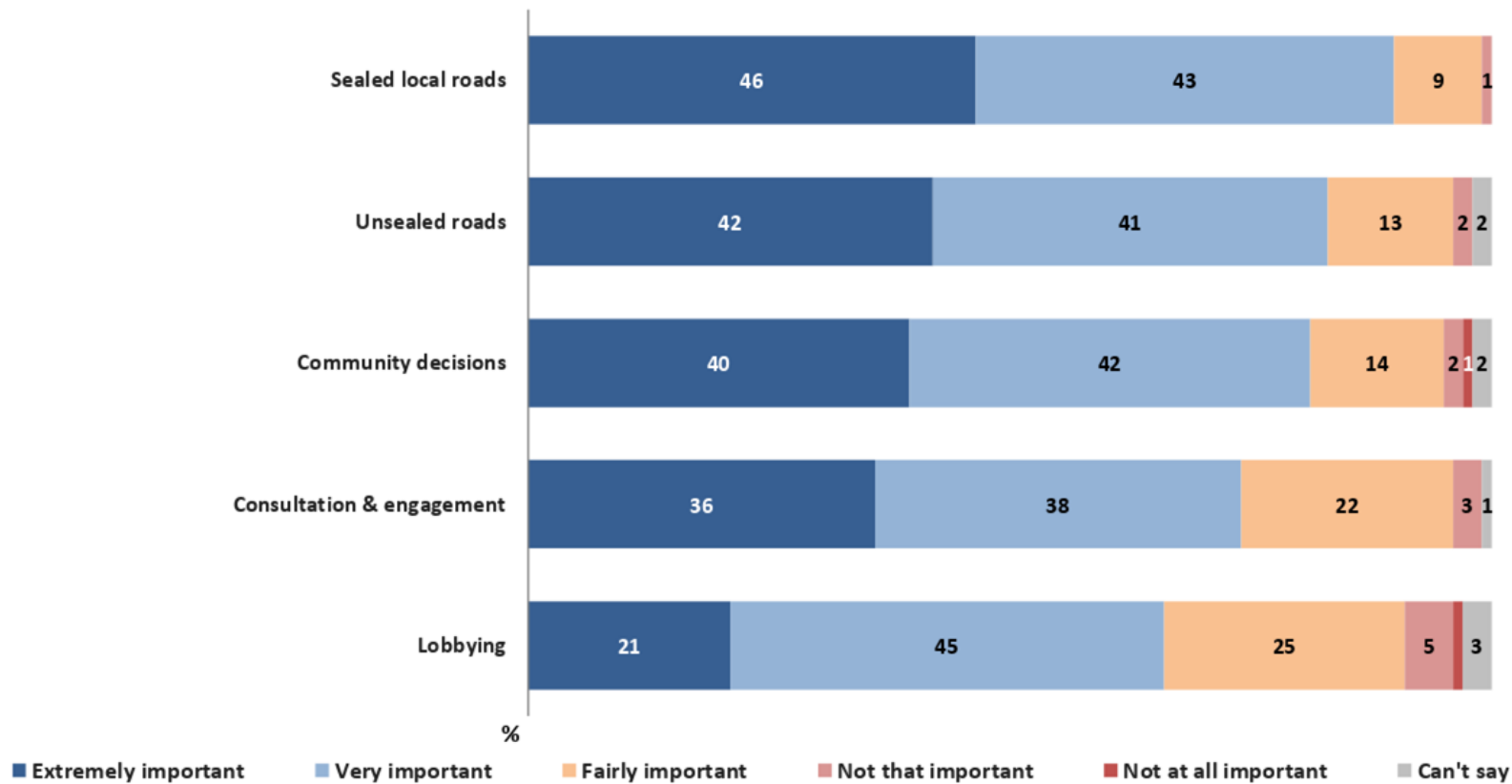
Q1. Firstly, how important should [RESPONSIBILITY AREA] be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 28 Councils asked group: 7
 Note: Please see page 6 for explanation of significant differences

2018 IMPORTANCE SUMMARY

DETAILED PERCENTAGES



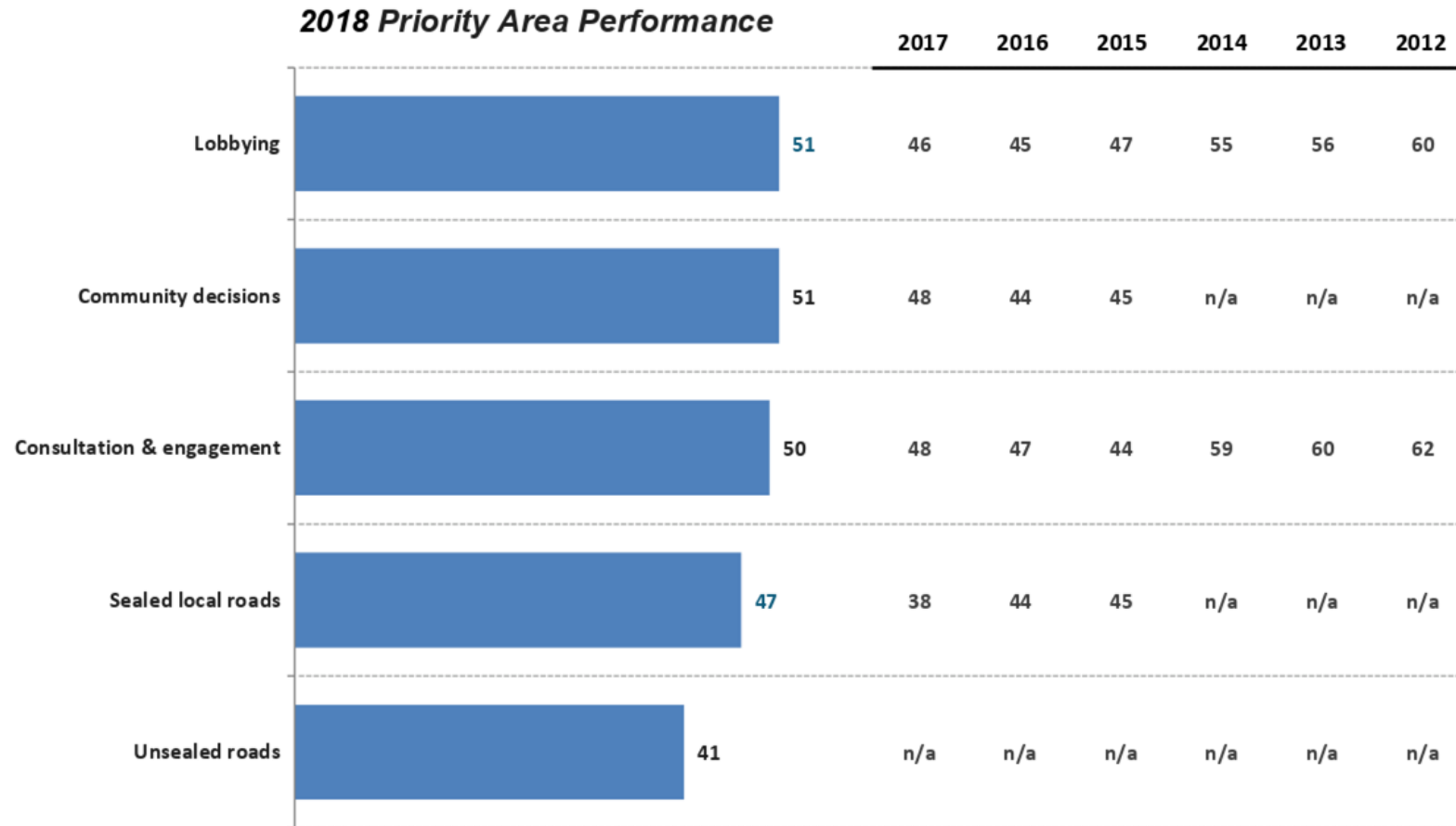
Individual Service Areas Importance



Q1. Firstly, how important should [RESPONSIBILITY AREA] be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 28 Councils asked group: 7

2018 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: 64 Councils asked group: 18

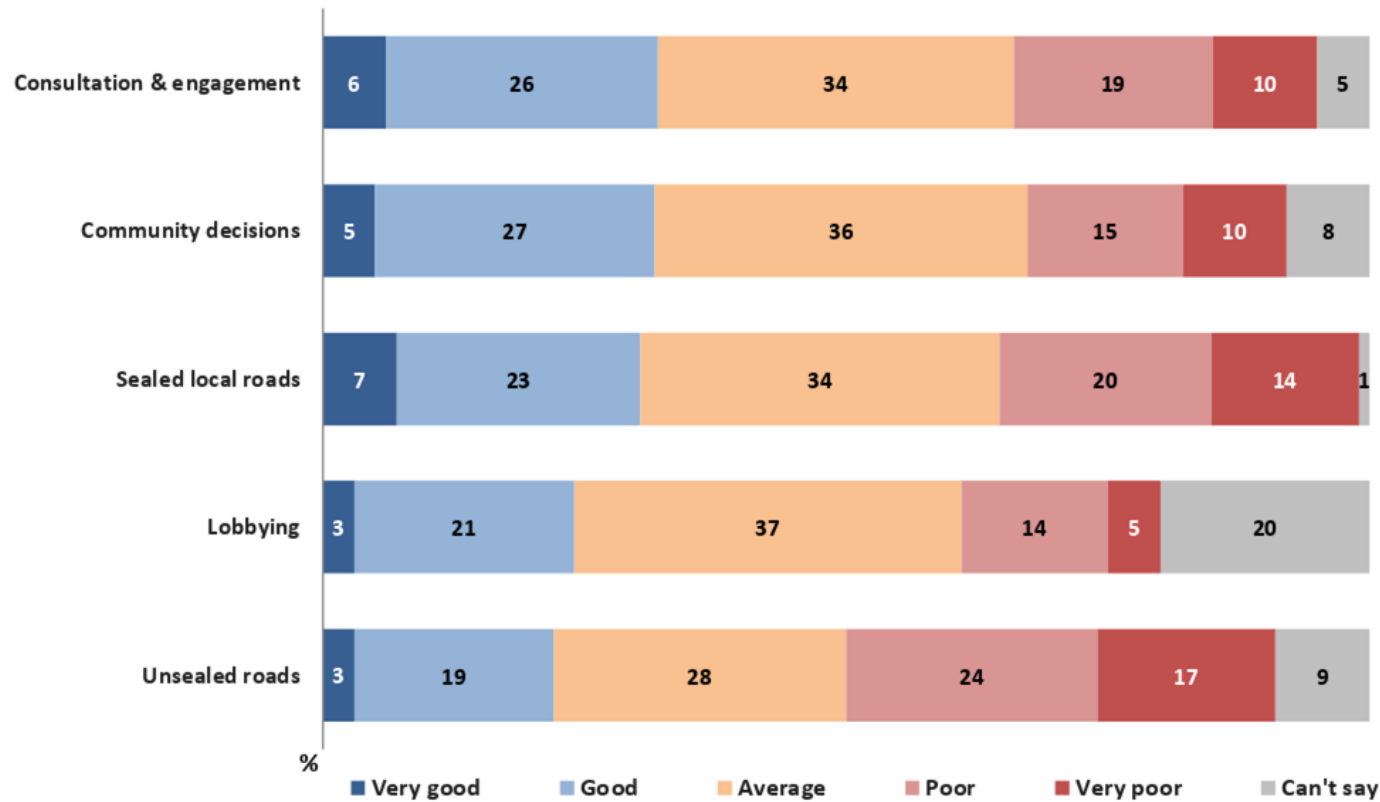
Note: Please see page 6 for explanation of significant differences.

2018 PERFORMANCE SUMMARY

DETAILED PERCENTAGES



Individual Service Areas Performance



Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?
 Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18

INDIVIDUAL SERVICE AREAS SUMMARY

COUNCIL'S PERFORMANCE VS STATE-WIDE AVERAGE



Significantly Higher than State-wide Average

- None Applicable

Significantly Lower than State-wide Average

- Consultation & engagement
 - Lobbying
 - Making community decisions
 - Sealed local roads
- 

INDIVIDUAL SERVICE AREAS SUMMARY

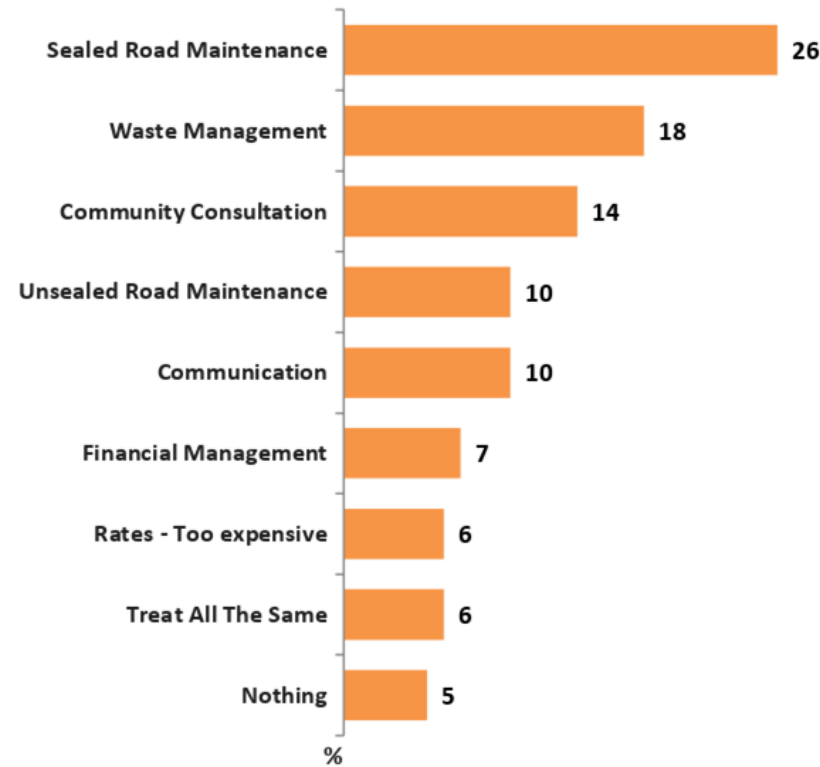
COUNCIL'S PERFORMANCE VS GROUP AVERAGE



2018 SERVICES TO IMPROVE DETAILED PERCENTAGES



2018 Areas for Improvement



Q17. What does Golden Plains Shire Council MOST need to do to improve its performance?
 Base: All respondents. Councils asked state-wide: 36 Councils asked group: 9

AREAS FOR IMPROVEMENT SUMMARY



Areas for Improvement

- Sealed Road Maintenance: 26% (equal points from 2017)
- Waste Management: 18% (up 4 points from 2017)
- Community Consultation: 14% (down 1 point from 2017)





OVERALL PERFORMANCE INDEX SCORES



2018 Overall Performance

		2017	2016	2015	2014	2013	2012
State-wide	59↑	59	59	60	61	60	60
Large Rural	56↑	54	54	56	n/a	n/a	n/a
Women	55	53	49	56	65	65	68
North	55	52	53	n/a	n/a	n/a	n/a
18-34	54	50	54	57	67	64	71
65+	53	52	51	59	66	63	69
Golden Plains	52	49	49	54	62	62	67
35-49	52	48	43	49	59	61	66
South	50	47	45	n/a	n/a	n/a	n/a
50-64	50	46	49	54	58	60	63
Men	50	46	49	52	60	59	65

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: 64 Councils asked group: 18

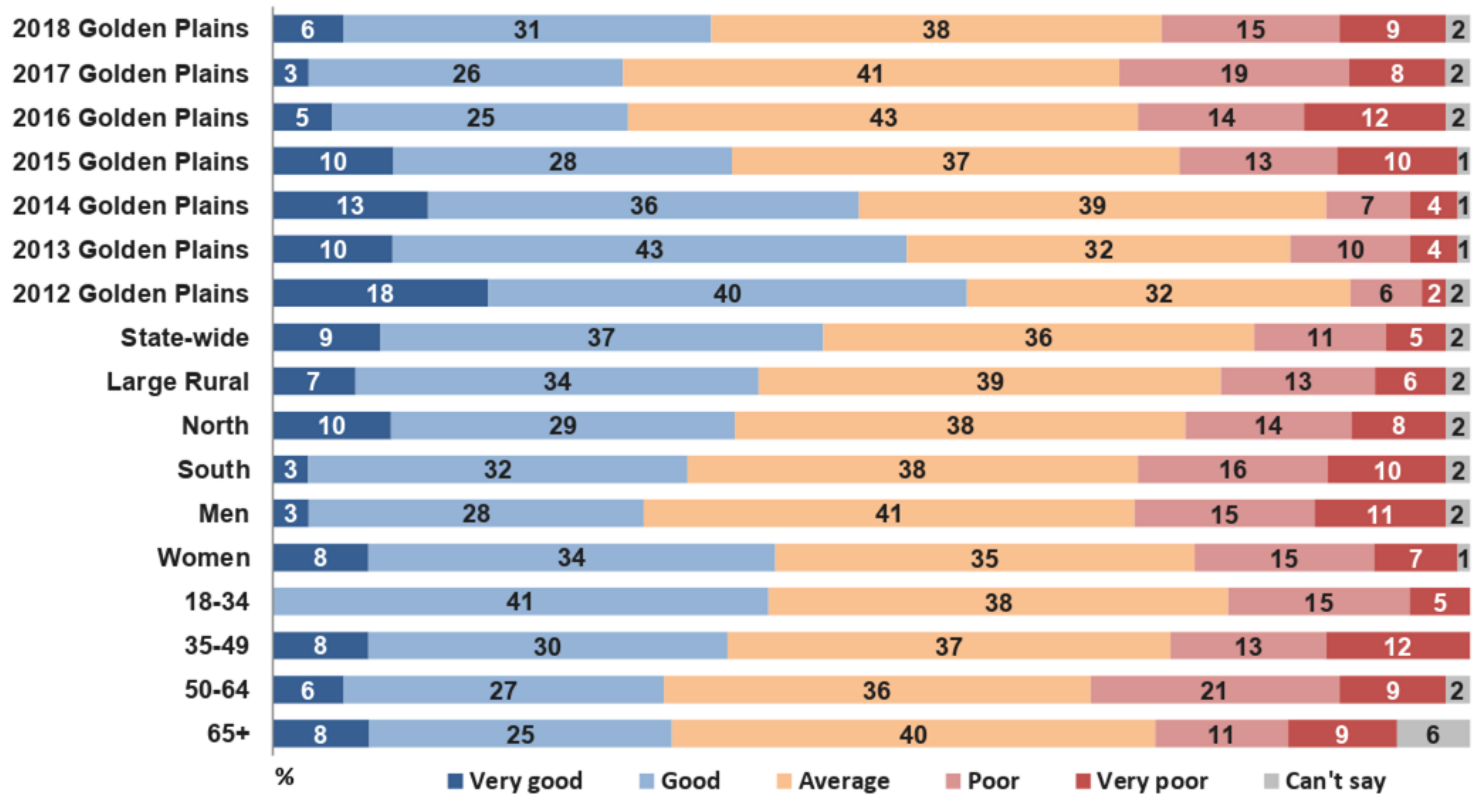
Note: Please see page 6 for explanation about significant differences.

OVERALL PERFORMANCE

DETAILED PERCENTAGES




2018 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: 64 Councils asked group: 18

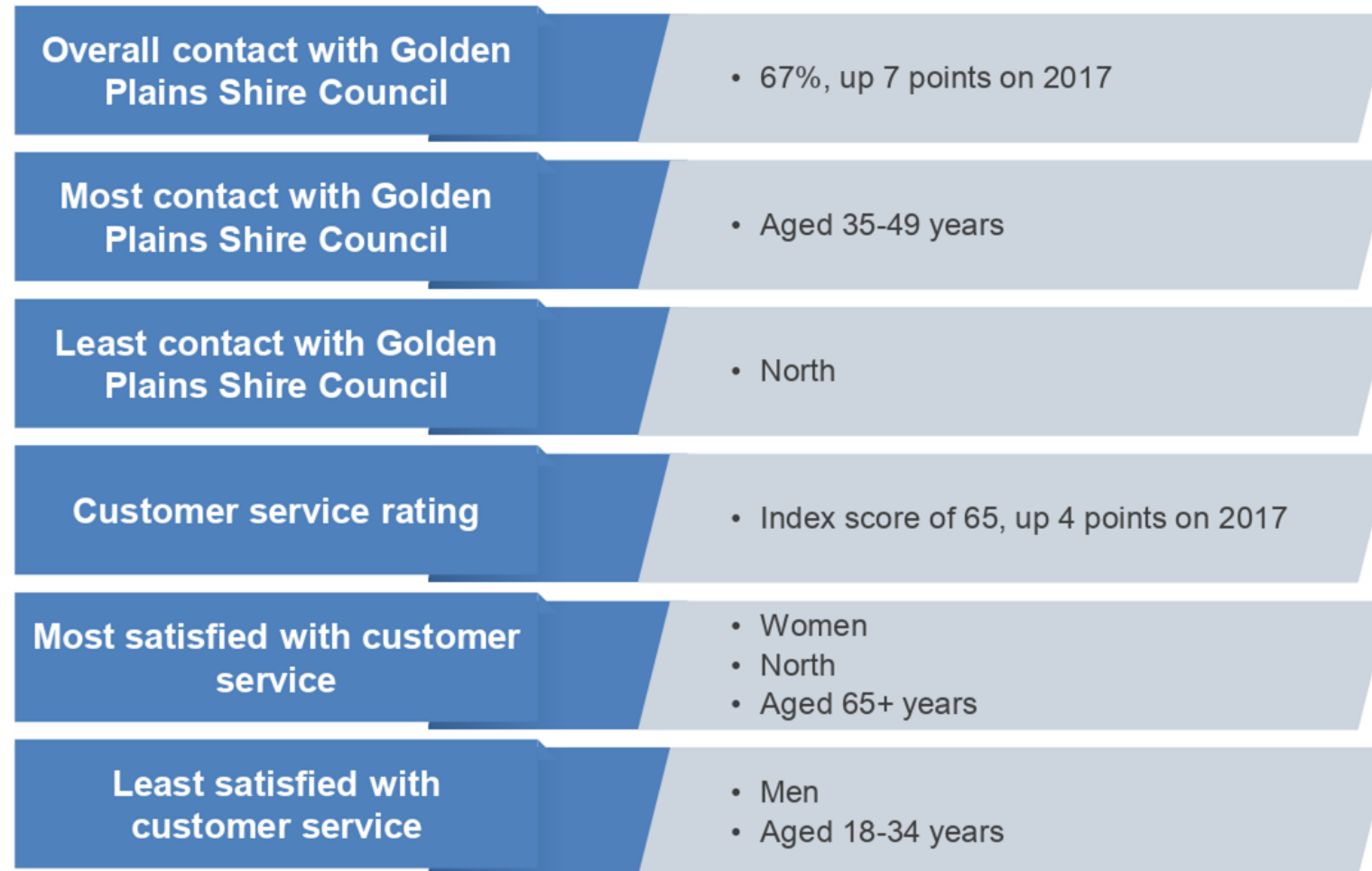


**KEY CORE MEASURE
CUSTOMER SERVICE**



CONTACT LAST 12 MONTHS

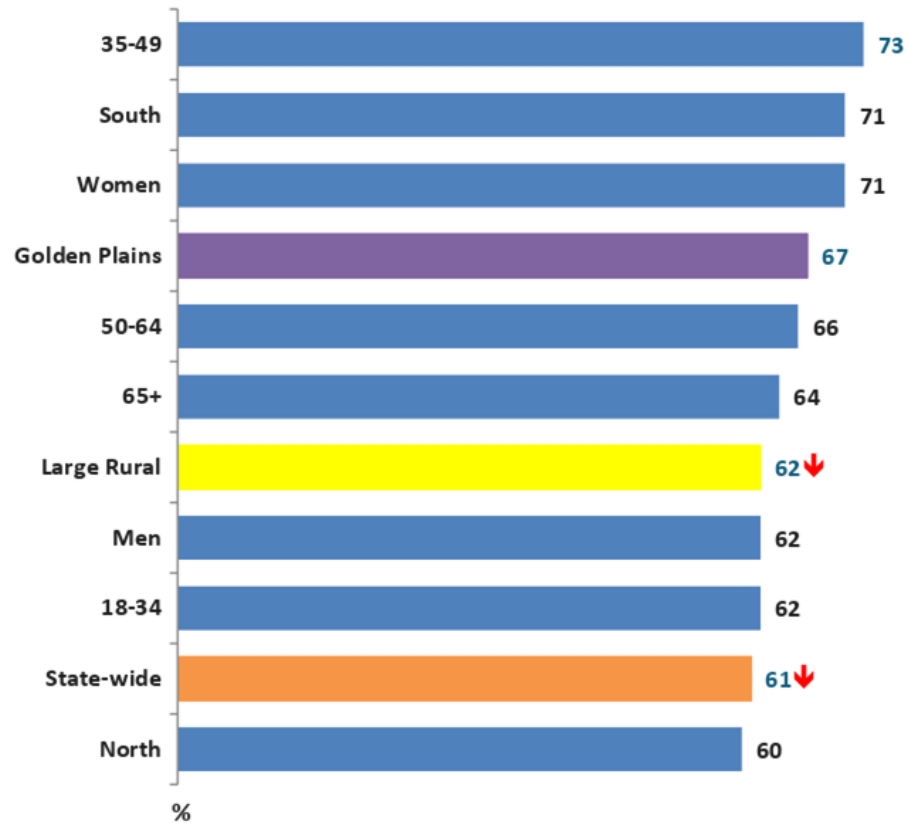
SUMMARY



2018 CONTACT WITH COUNCIL



2018 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: 43 Councils asked group: 13

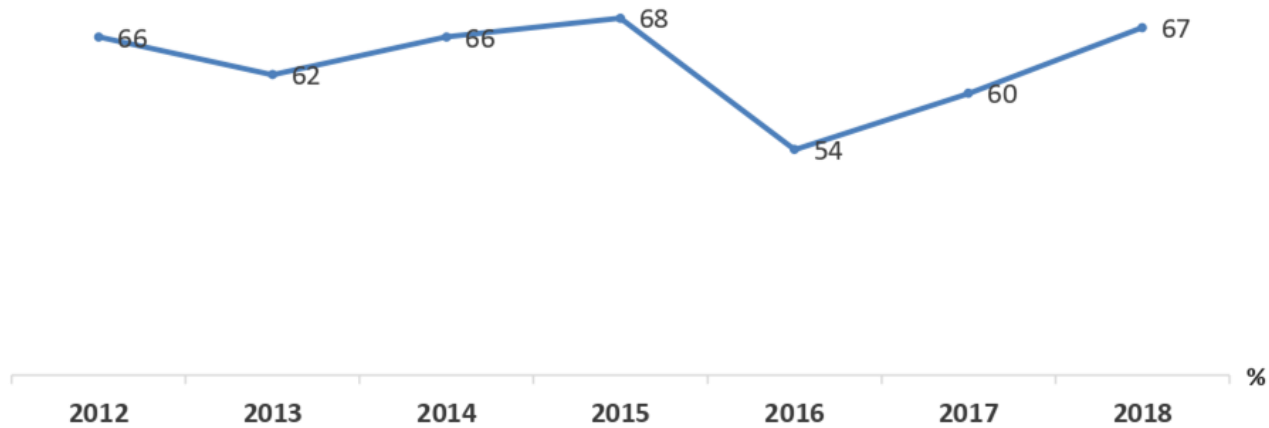
Note: Please see page 6 for explanation about significant differences.

2018 CONTACT WITH COUNCIL



2018 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: 43 Councils asked around: 13

36

2018 CONTACT CUSTOMER SERVICE INDEX SCORES



2018 Customer Service Rating

		2017	2016	2015	2014	2013	2012
Women	70	65	66	72	72	79	72
North	70	63	66	n/a	n/a	n/a	n/a
State-wide	70↑	69	69	70	72	71	71
65+	70	64	69	69	75	76	77
Large Rural	67	66	67	67	n/a	n/a	n/a
50-64	67	55	68	70	68	71	68
Golden Plains	65	61	65	68	71	77	73
35-49	65	57	61	67	69	82	77
South	63	59	63	n/a	n/a	n/a	n/a
18-34	60	66	62	66	75	78	71
Men	60	55	63	64	70	75	74

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: 64 Councils asked group: 18

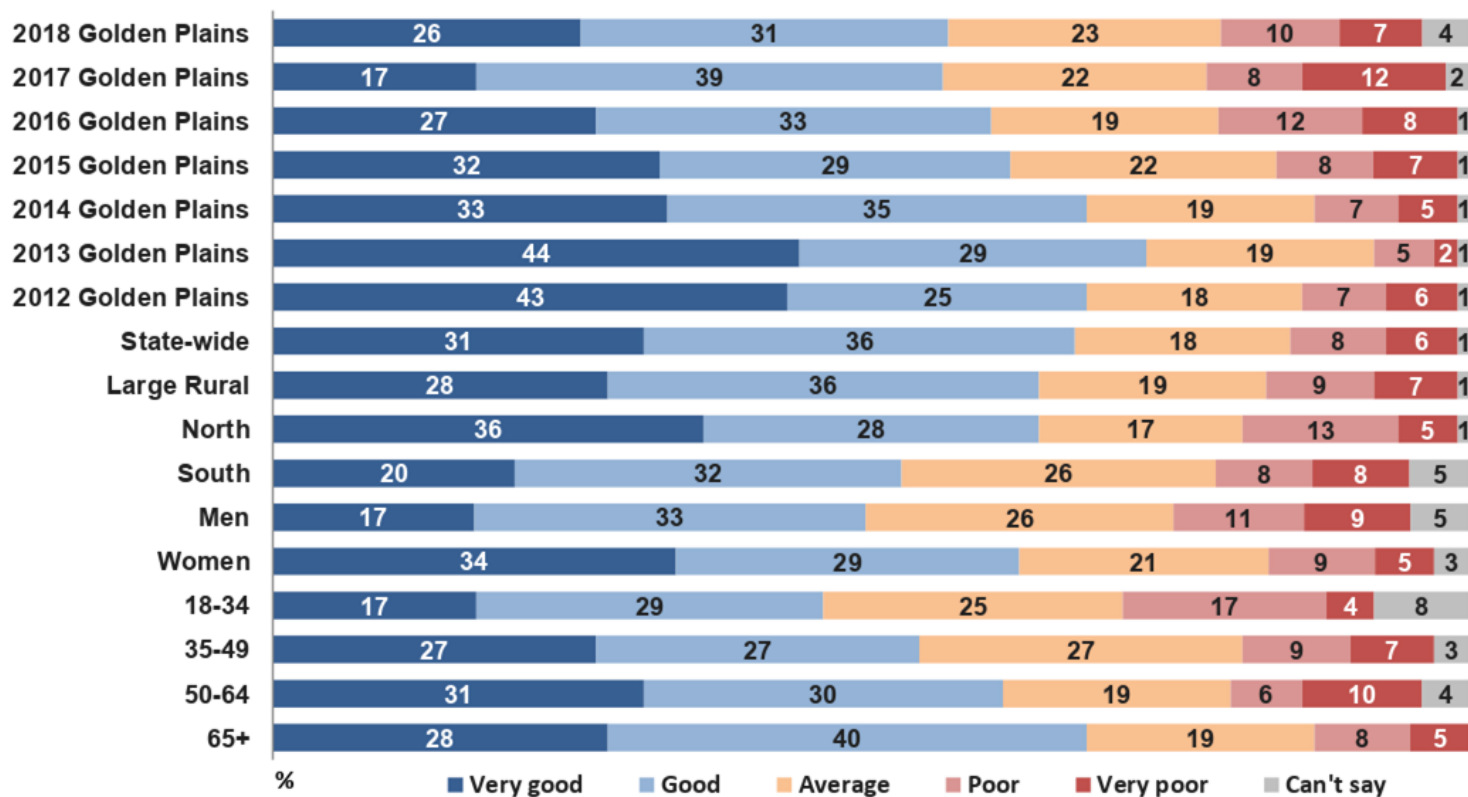
Note: Please see page 6 for explanation about significant differences

2018 CONTACT CUSTOMER SERVICE

DETAILED PERCENTAGES



2018 Customer Service Rating



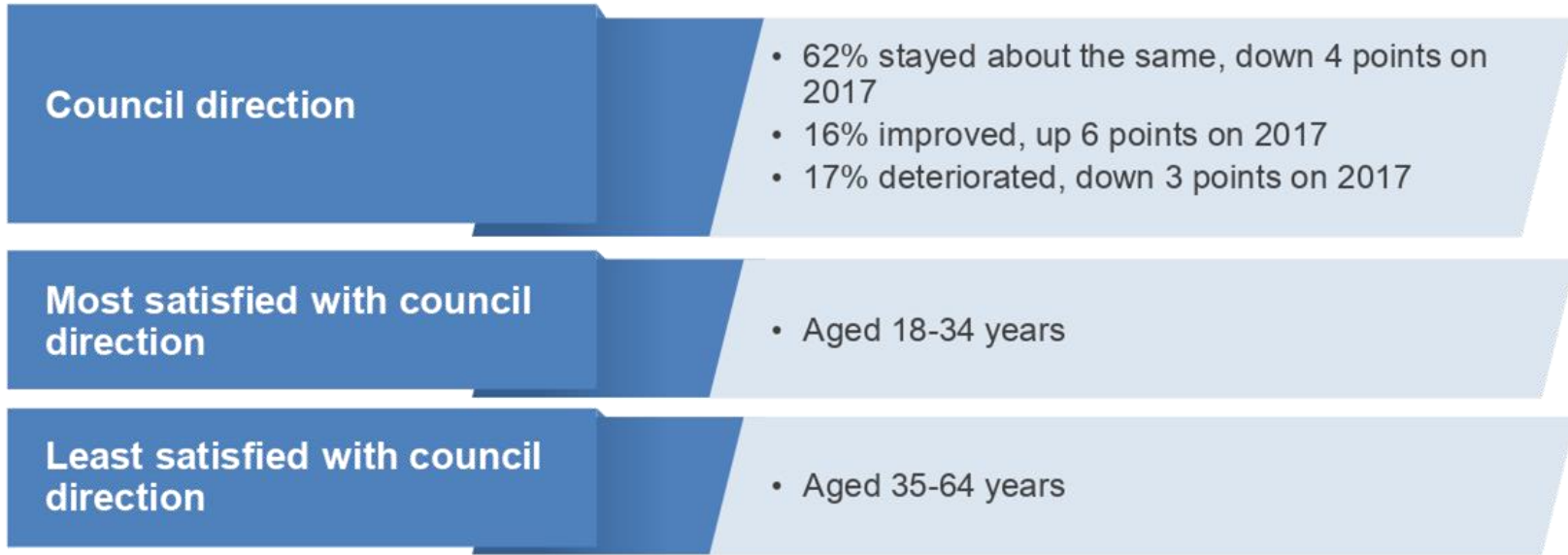
Q5c. Thinking of the most recent contact, how would you rate Golden Plains Shire Council for customer service?
 Please keep in mind we do not mean the actual outcome but rather the actual service that was received.
 Base: All respondents who have had contact with Council in the last 12 months.
 Councils asked state-wide: 64 Councils asked group: 18



**KEY CORE MEASURE
COUNCIL DIRECTION INDICATORS**

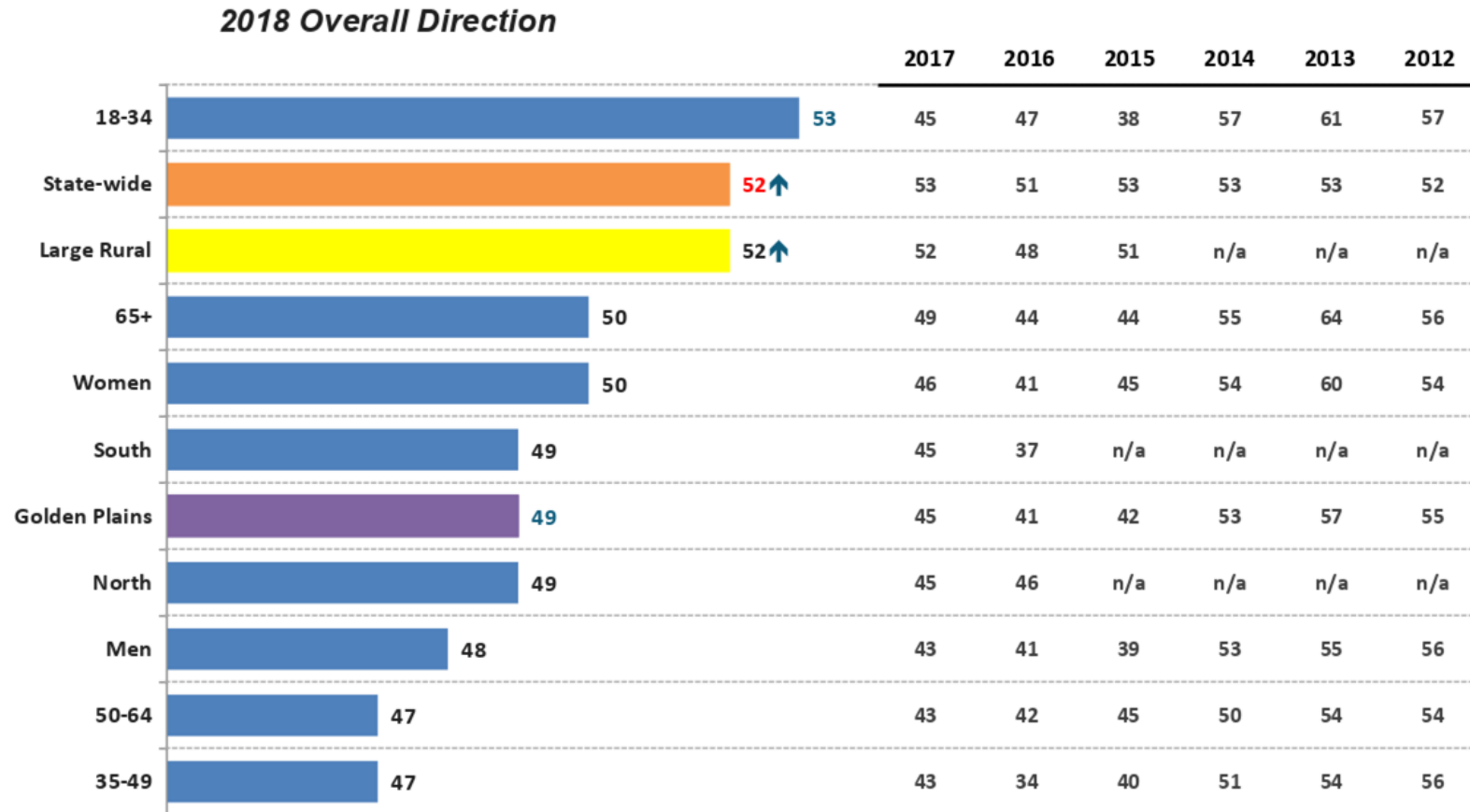


COUNCIL DIRECTION SUMMARY



2018 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: 64 Councils asked group: 18

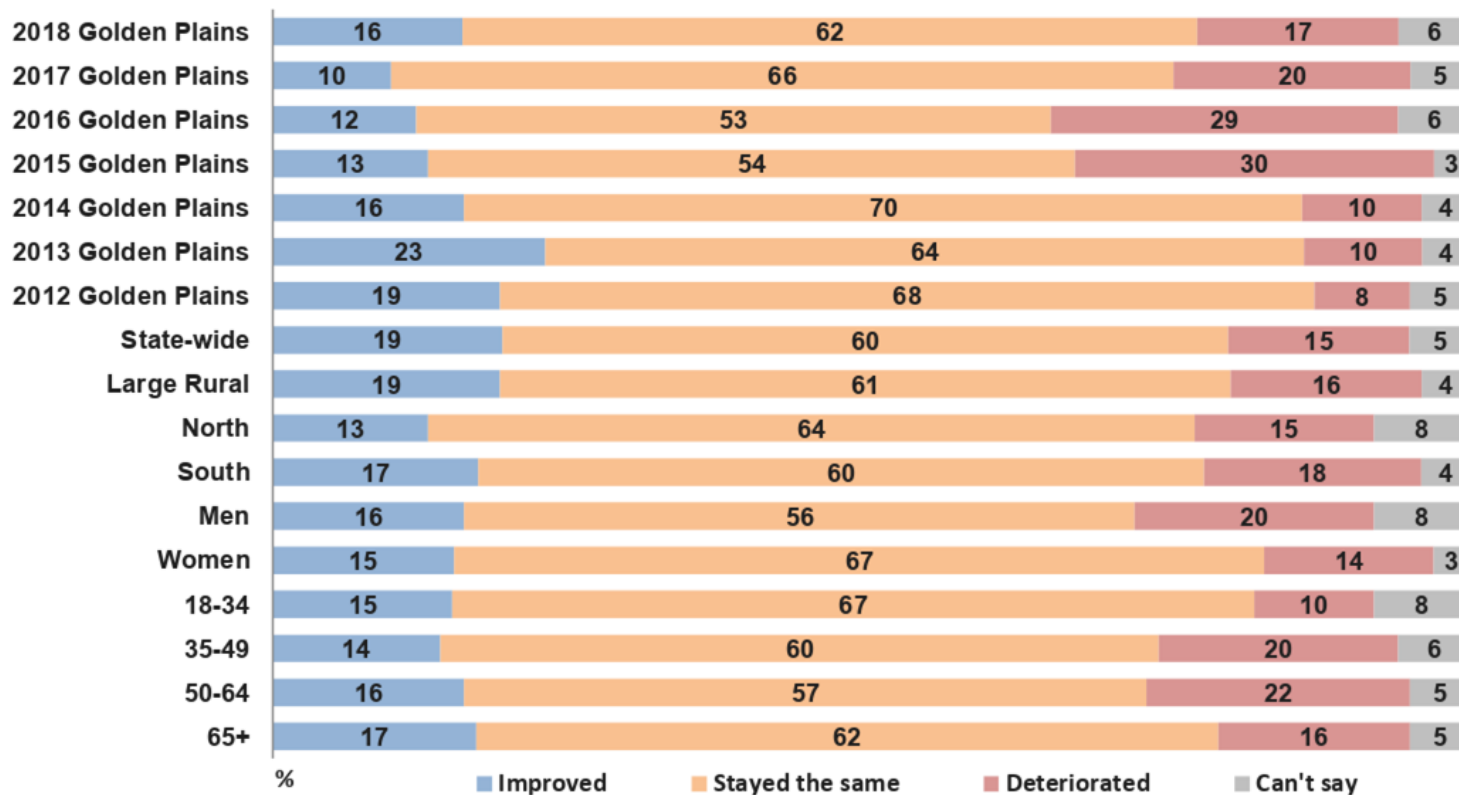
Note: Please see page 6 for explanation about significant differences.

2018 OVERALL COUNCIL DIRECTION LAST 12 MONTHS

DETAILED PERCENTAGES



2018 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: 64 Councils asked group: 18



2018 COMMUNITY CONSULTATION AND ENGAGEMENT IMPORTANCE INDEX SCORES



2018 Consultation and Engagement Importance

	2017	2016	2015	2014	2013	2012
Women	n/a	78	77	74	75	75
50-64	n/a	75	79	78	76	73
South	n/a	79	n/a	n/a	n/a	n/a
35-49	n/a	81	83	73	75	73
65+	n/a	73	78	72	73	74
Golden Plains	n/a	75	77	73	74	72
Large Rural	75	76	75	n/a	n/a	n/a
North	n/a	71	n/a	n/a	n/a	n/a
State-wide	74	75	74	74	73	73
Men	n/a	72	77	72	73	68
18-34	n/a	69	67	68	72	66

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

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

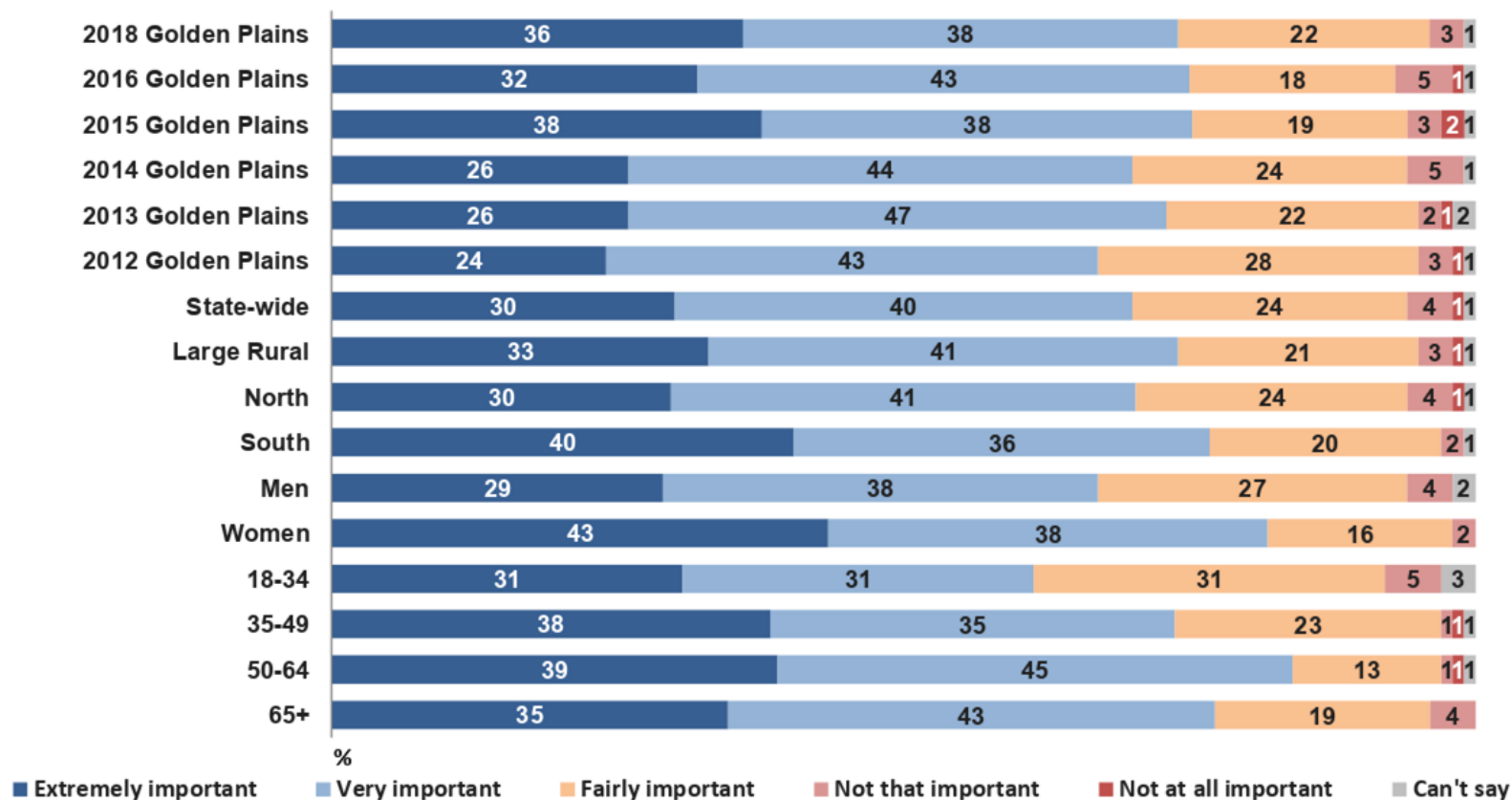
Note: Please see page 6 for explanation about significant differences.

2018 COMMUNITY CONSULTATION AND ENGAGEMENT

IMPORTANCE DETAILED PERCENTAGES



2018 Consultation and Engagement Importance

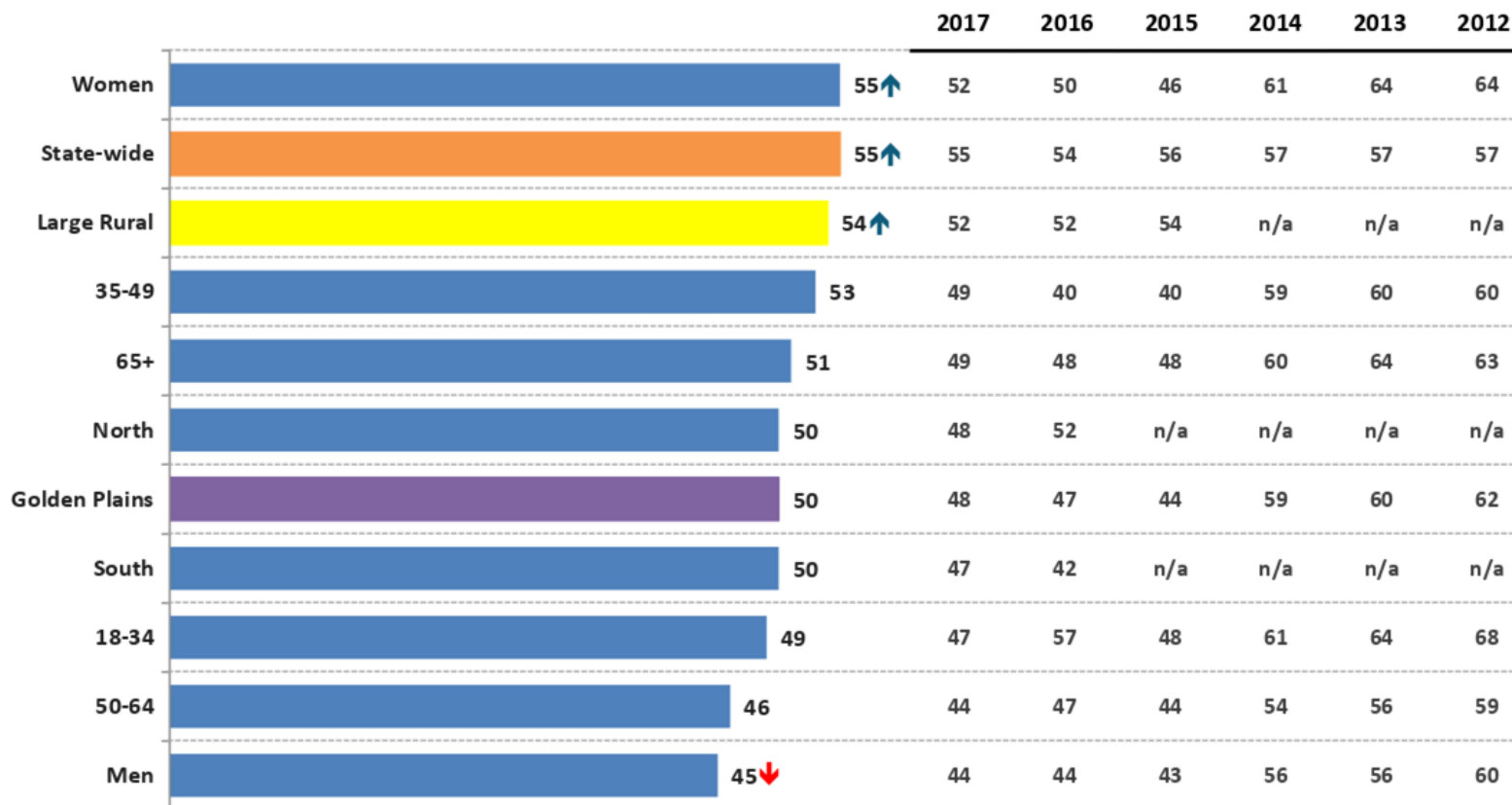


Q1. Firstly, how important should 'community consultation and engagement' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 20 Councils asked group: 6

2018 COMMUNITY CONSULTATION AND ENGAGEMENT PERFORMANCE INDEX SCORES



2018 Consultation and Engagement Performance



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

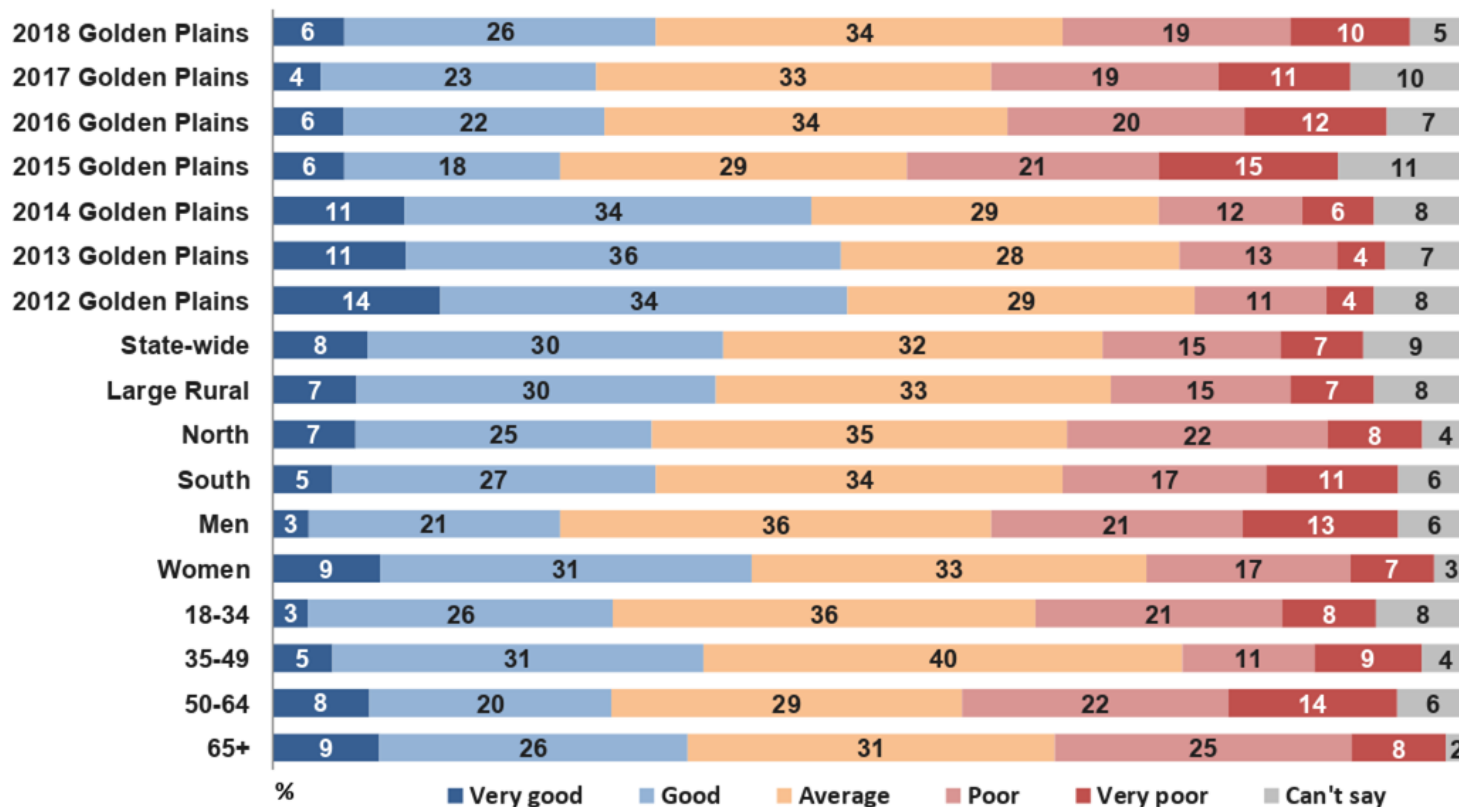
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18

Note: Please see page 6 for explanation about significant differences.

2018 COMMUNITY CONSULTATION AND ENGAGEMENT PERFORMANCE DETAILED PERCENTAGES



2018 Consultation and Engagement Performance



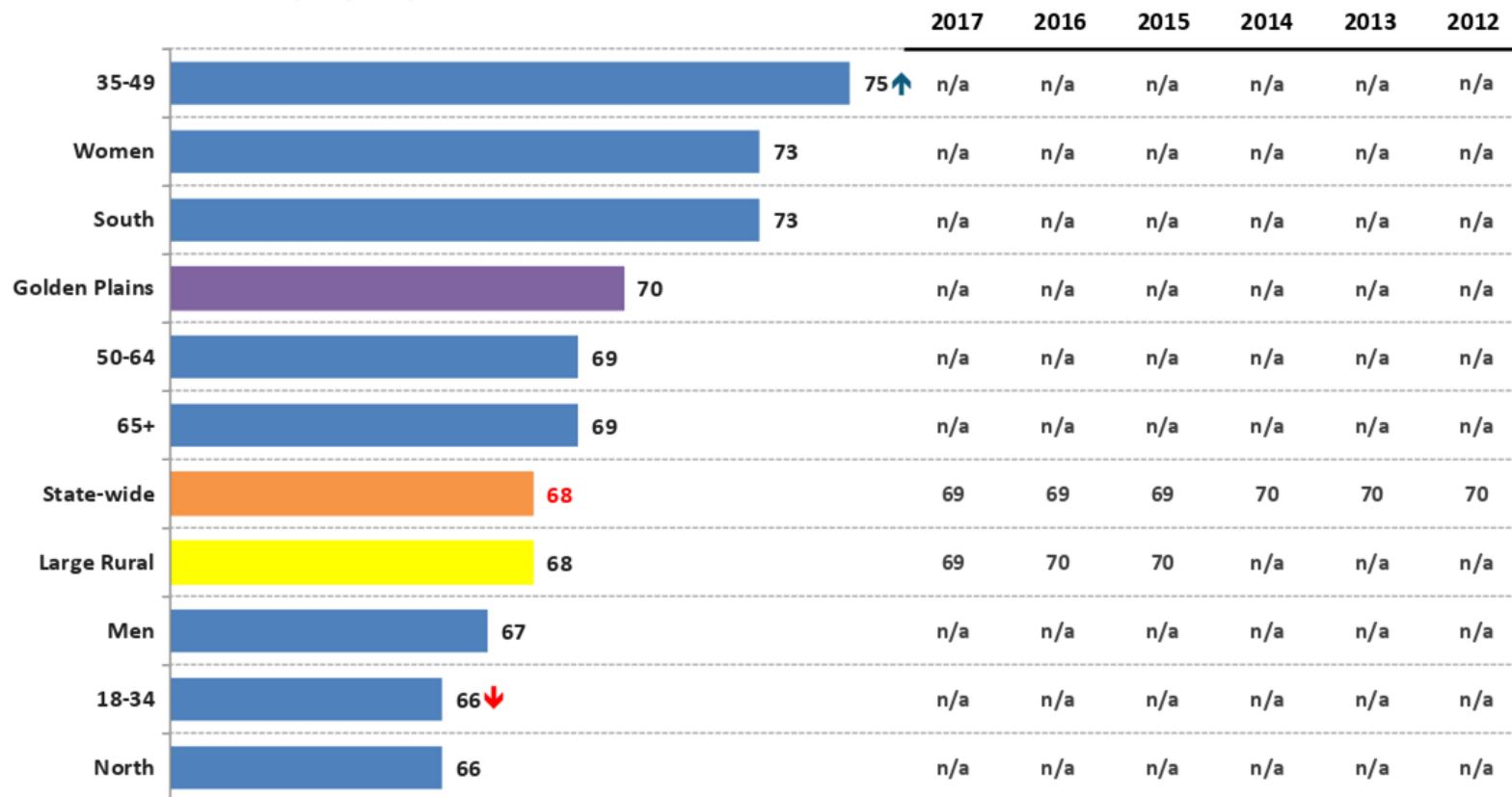
Q2. How has Council performed on 'community consultation and engagement' over the last 12 months?
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18

2018 LOBBYING ON BEHALF OF THE COMMUNITY

IMPORTANCE INDEX SCORES



2018 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: 6

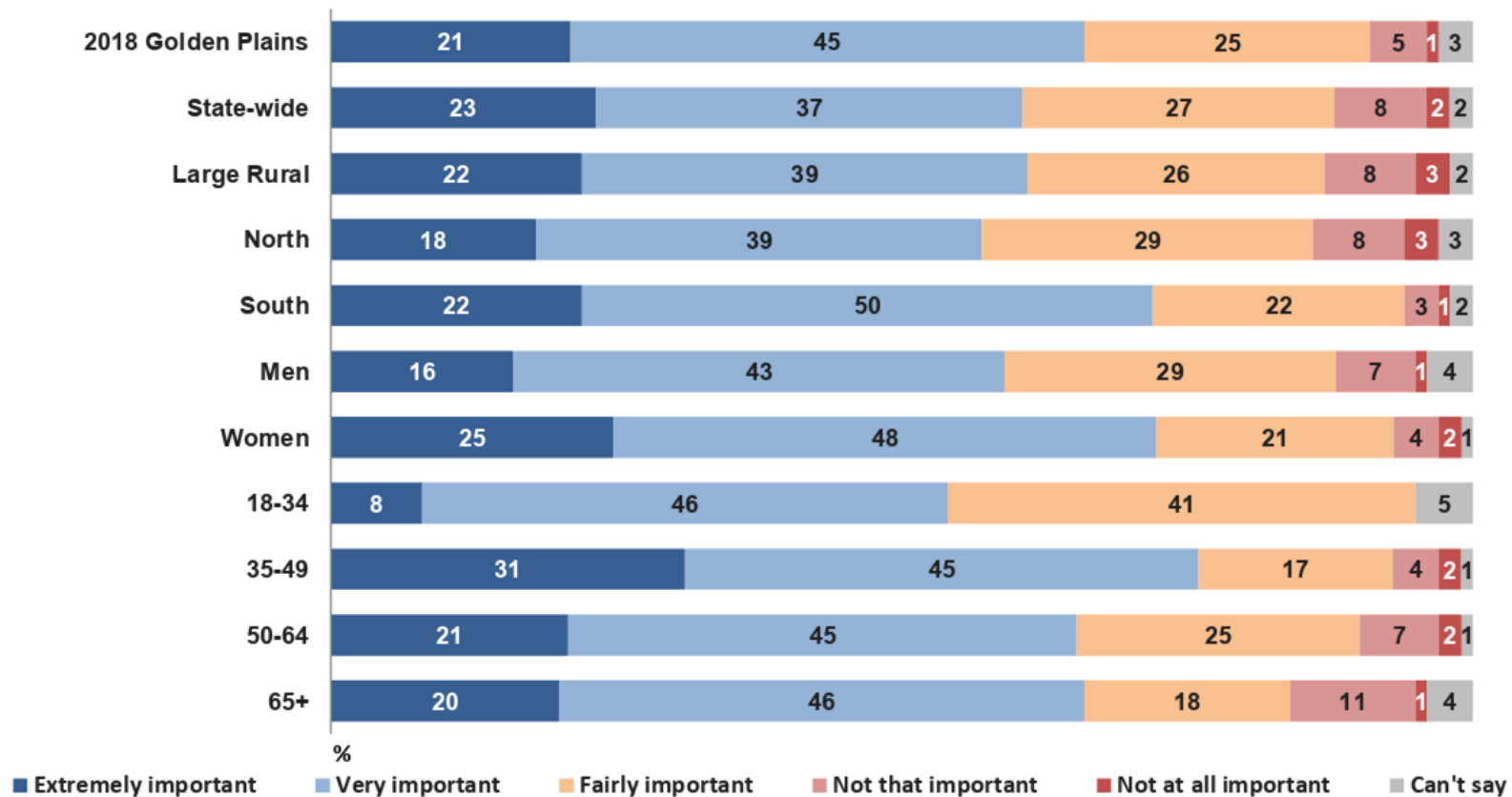
Note: Please see page 6 for explanation about significant differences.

2018 LOBBYING ON BEHALF OF THE COMMUNITY

IMPORTANCE DETAILED PERCENTAGES



2018 Lobbying Importance



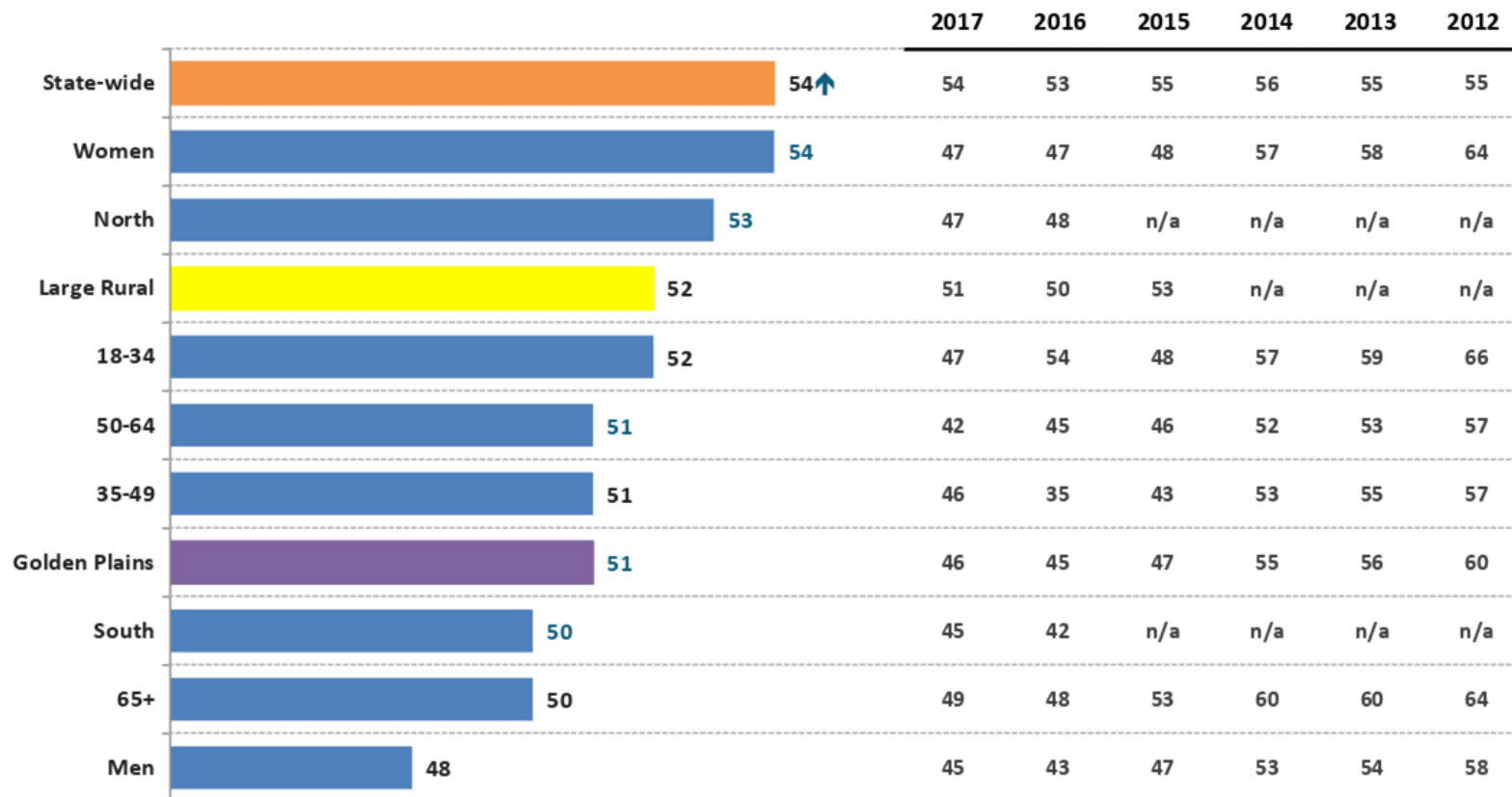
Q1. Firstly, how important should 'lobbying on behalf of the community' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 20 Councils asked group: 6

2018 LOBBYING ON BEHALF OF THE COMMUNITY

PERFORMANCE INDEX SCORES



2018 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: 64 Councils asked group: 18

Note: Please see page 6 for explanation about significant differences.

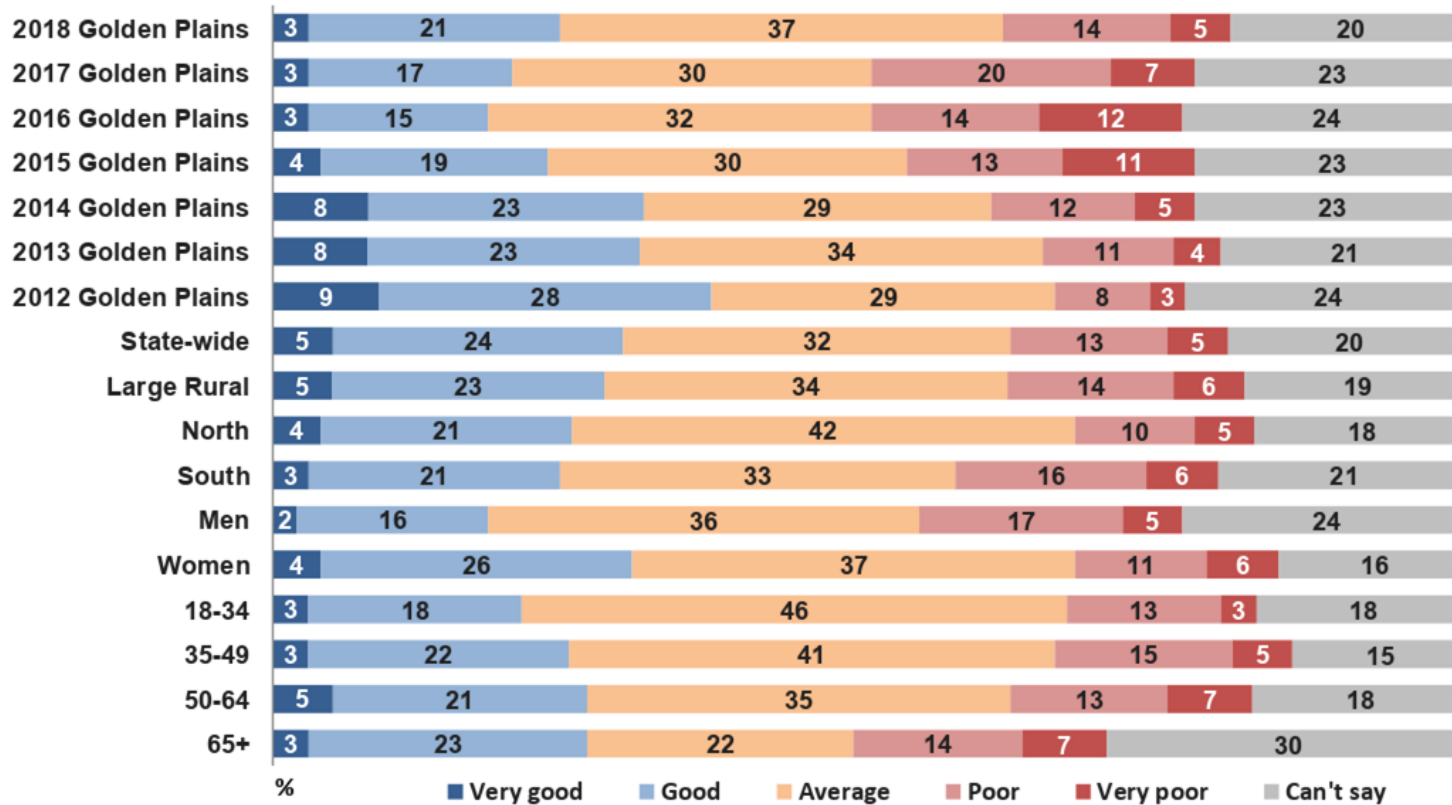
50

2018 LOBBYING ON BEHALF OF THE COMMUNITY

PERFORMANCE DETAILED PERCENTAGES



2018 Lobbying Performance



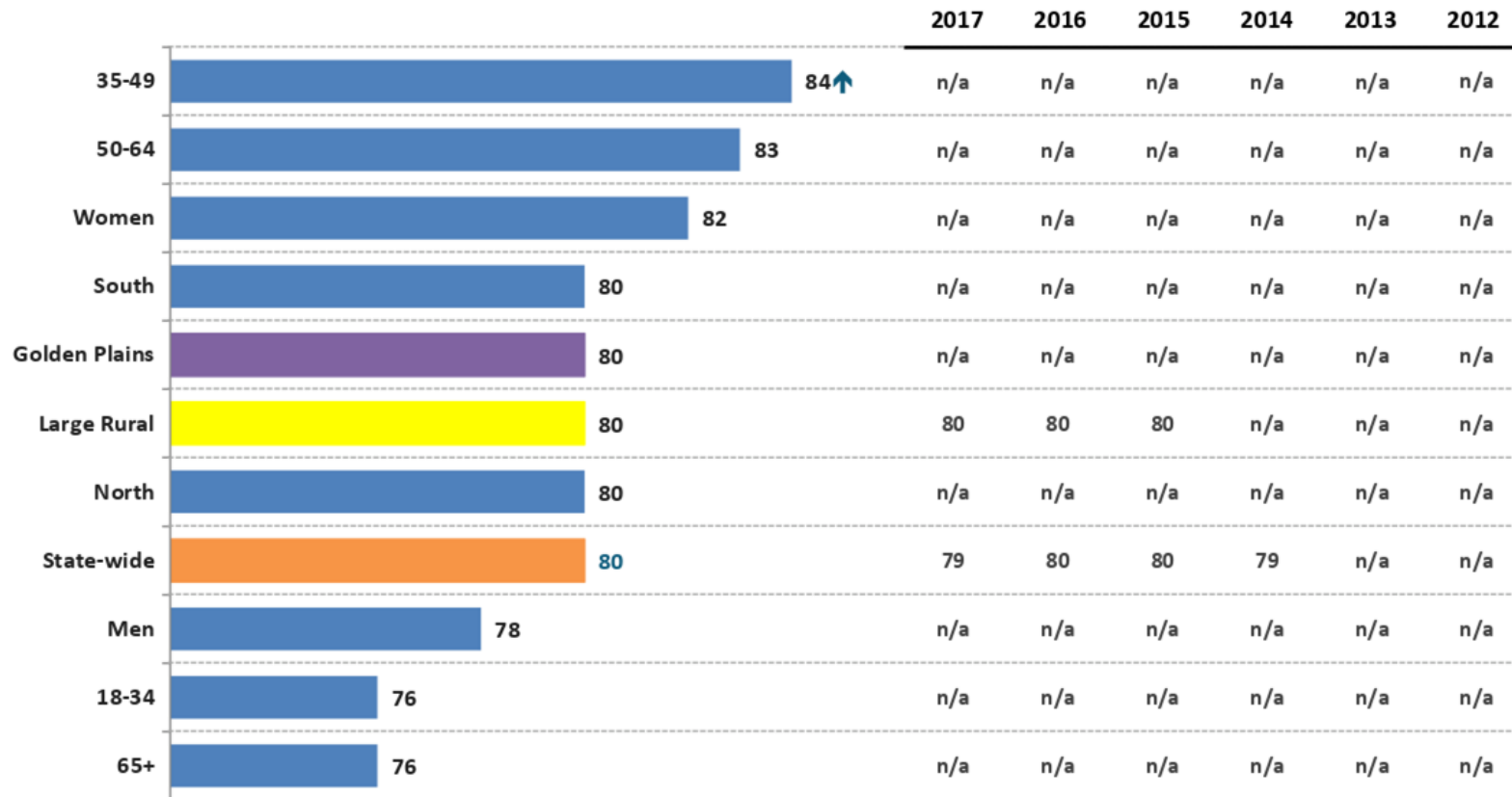
Q2. How has Council performed on 'lobbying on behalf of the community' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18

2018 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY

IMPORTANCE INDEX SCORES



2018 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: 15 Councils asked group: 5

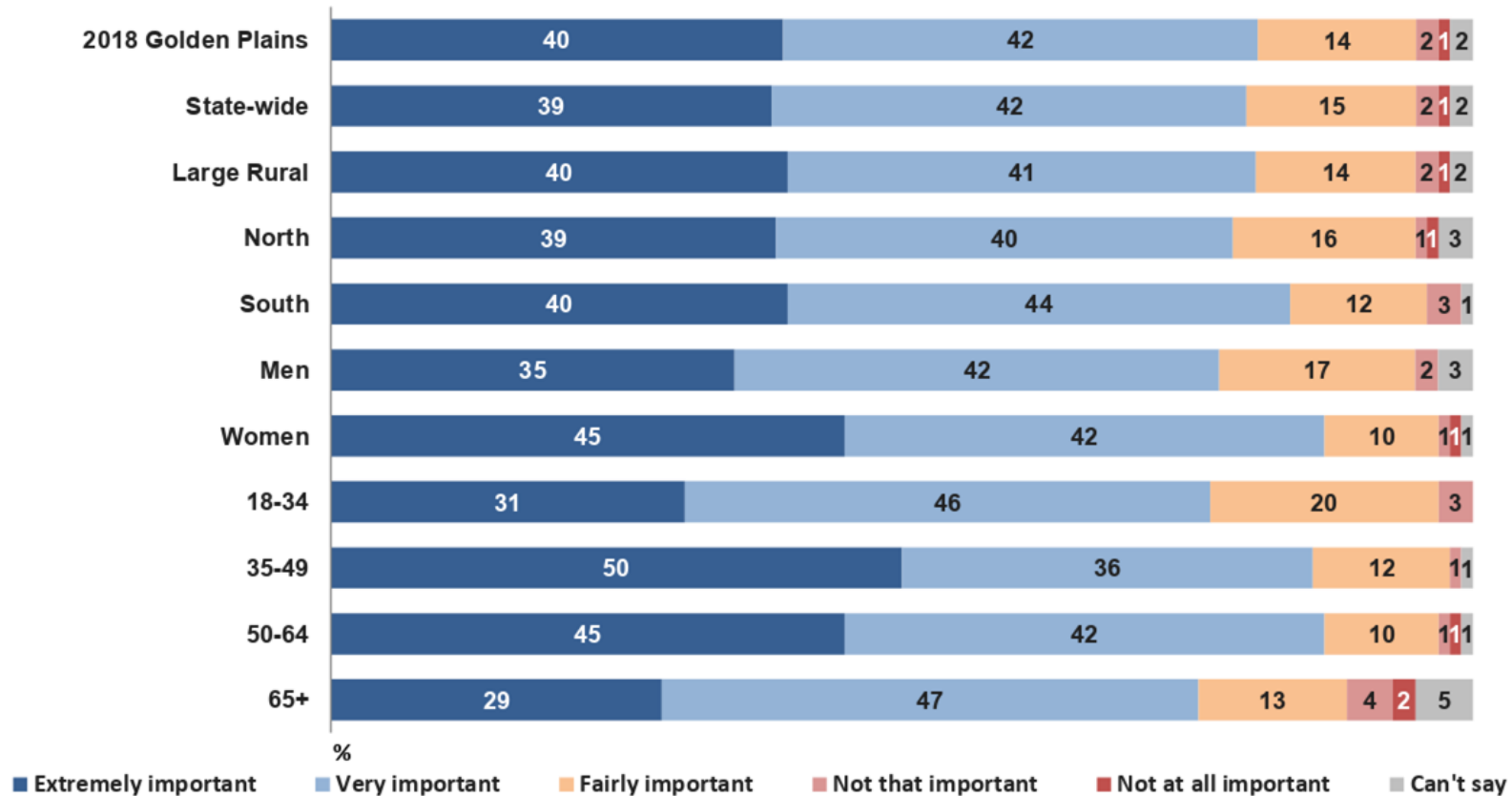
Note: Please see page 6 for explanation about significant differences.

2018 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY

IMPORTANCE DETAILED PERCENTAGES



2018 Community Decisions Made Importance



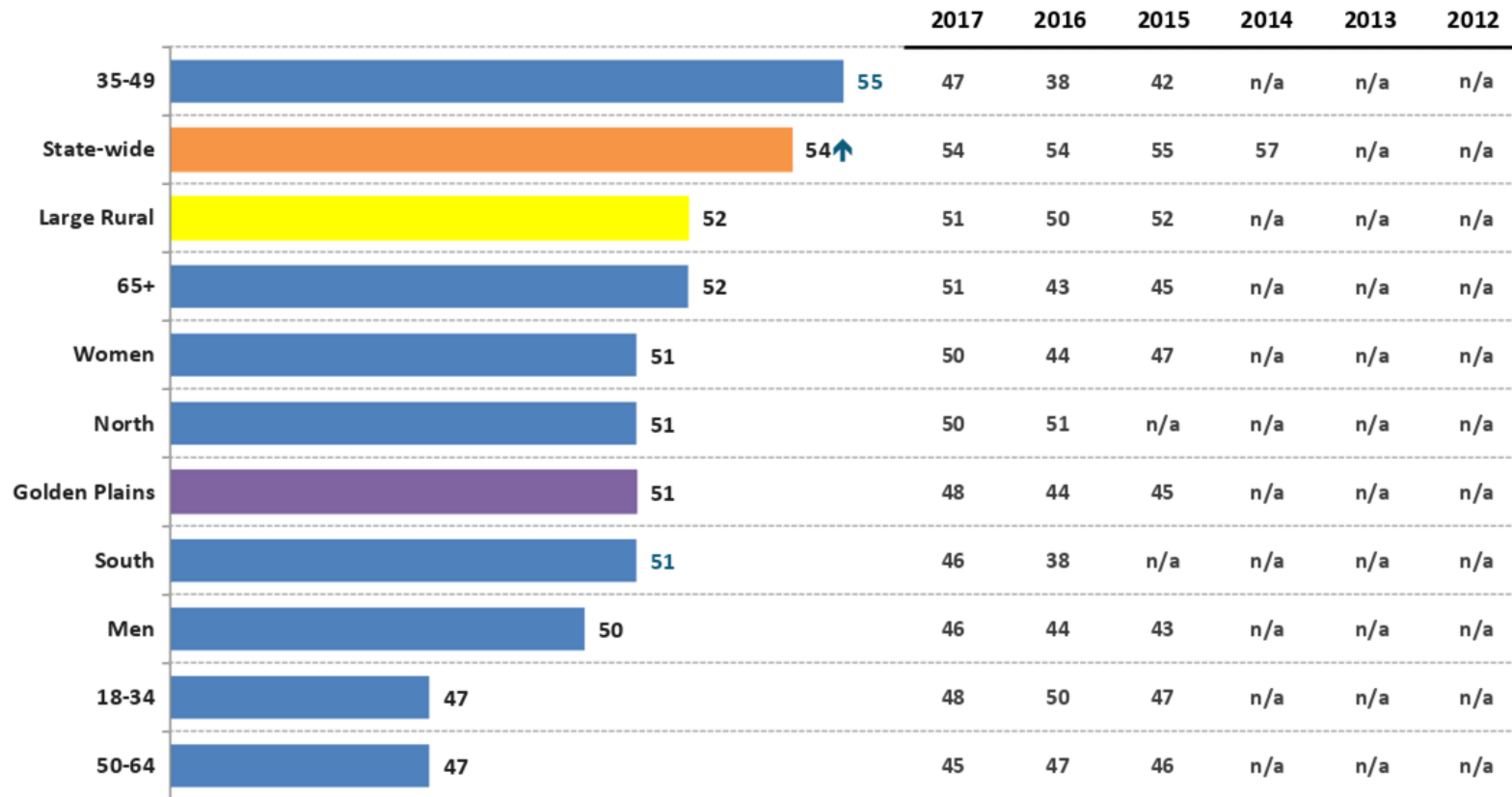
Q1. Firstly, how important should 'decisions made in the interest of the community' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 15 Councils asked group: 5

2018 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY

PERFORMANCE INDEX SCORES



2018 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: 64 Councils asked group: 18

Note: Please see page 6 for explanation about significant differences.

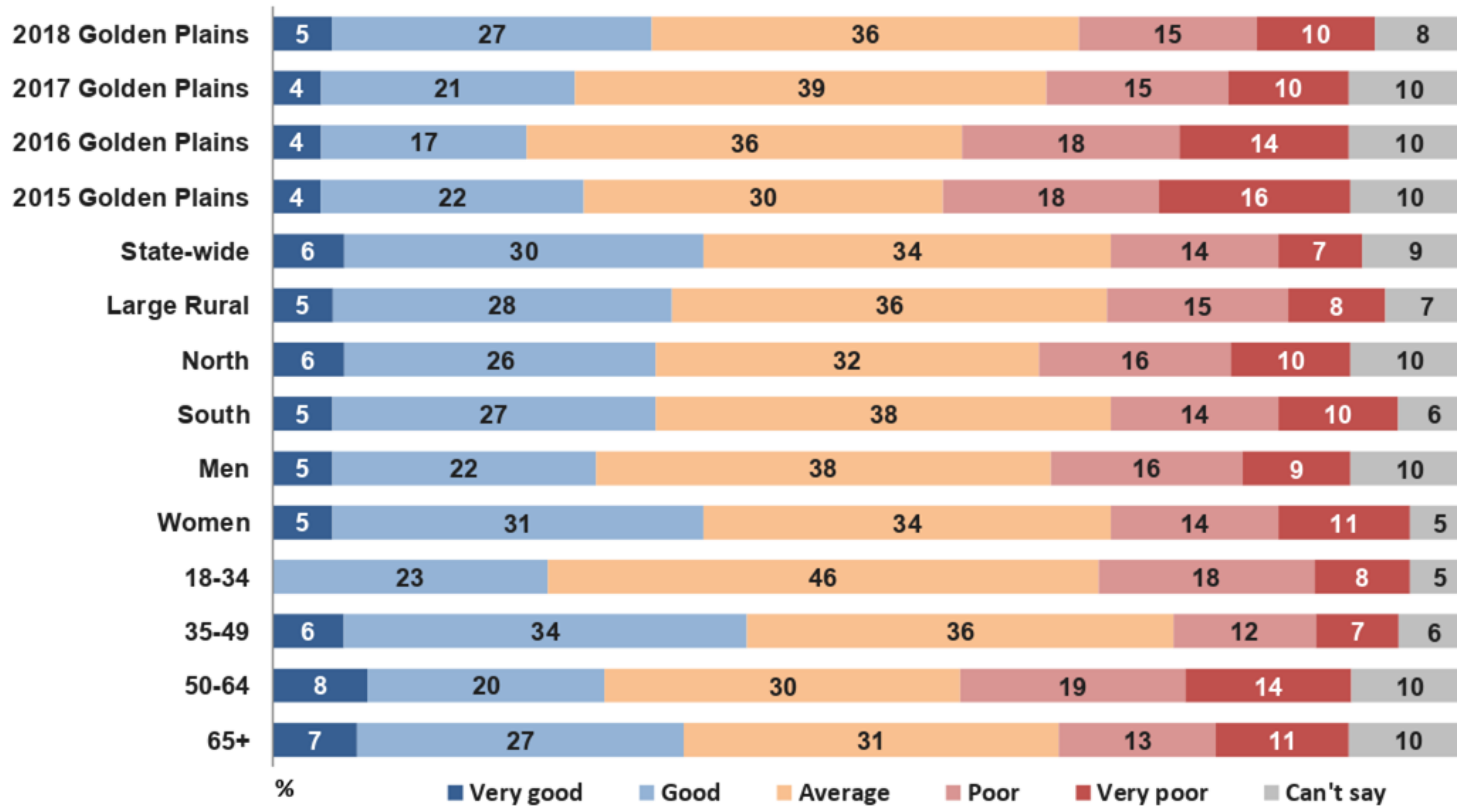
54

2018 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY

PERFORMANCE DETAILED PERCENTAGES



2018 Community Decisions Made Performance



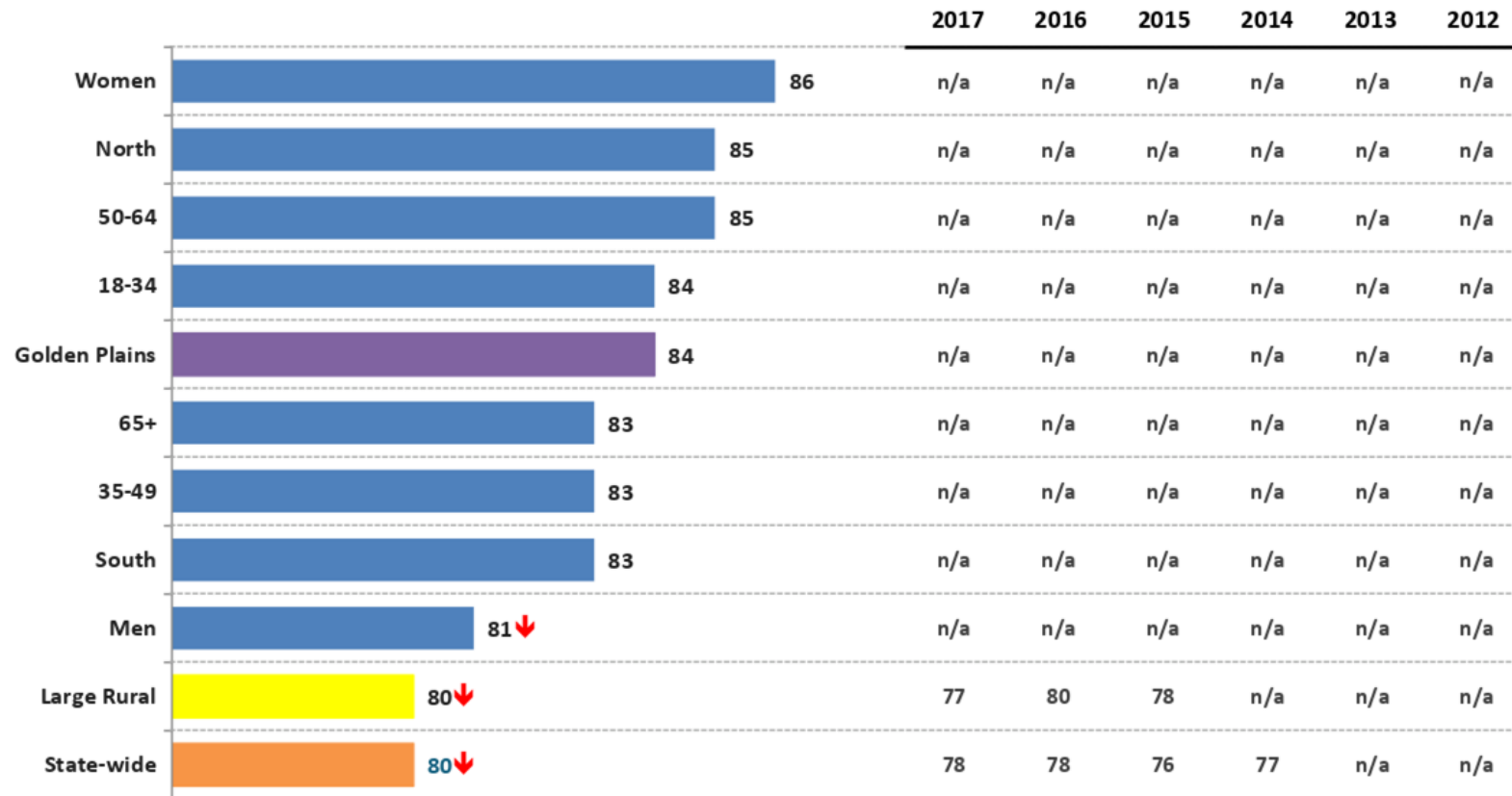
Q2. How has Council performed on 'decisions made in the interest of the community' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18

2018 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA

IMPORTANCE INDEX SCORES



2018 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: 17 Councils asked group: 5

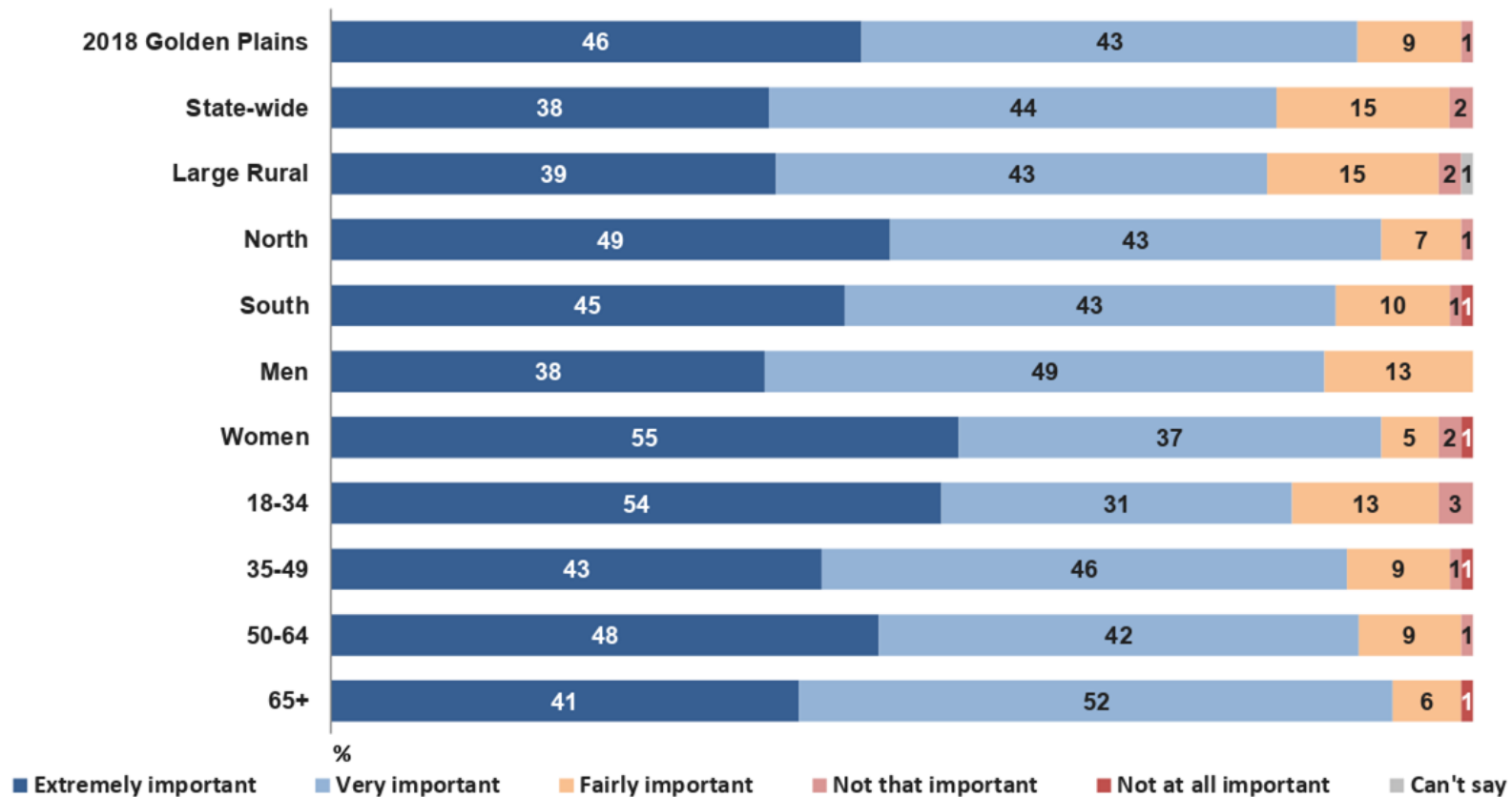
Note: Please see page 6 for explanation about significant differences.

2018 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA

IMPORTANCE DETAILED PERCENTAGES



2018 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: 17 Councils asked group: 5

2018 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA

PERFORMANCE INDEX SCORES



2018 Sealed Local Roads Performance

	2017	2016	2015	2014	2013	2012
State-wide	53 ↑	54	55	55	n/a	n/a
Women	49	44	44	n/a	n/a	n/a
18-34	49	45	48	n/a	n/a	n/a
35-49	49	44	40	n/a	n/a	n/a
North	47	41	n/a	n/a	n/a	n/a
Golden Plains	47	44	45	n/a	n/a	n/a
South	47	47	n/a	n/a	n/a	n/a
65+	46	45	51	n/a	n/a	n/a
Men	45	45	46	n/a	n/a	n/a
50-64	45	44	43	n/a	n/a	n/a
Large Rural	45	44	45	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: 64 Councils asked group: 18

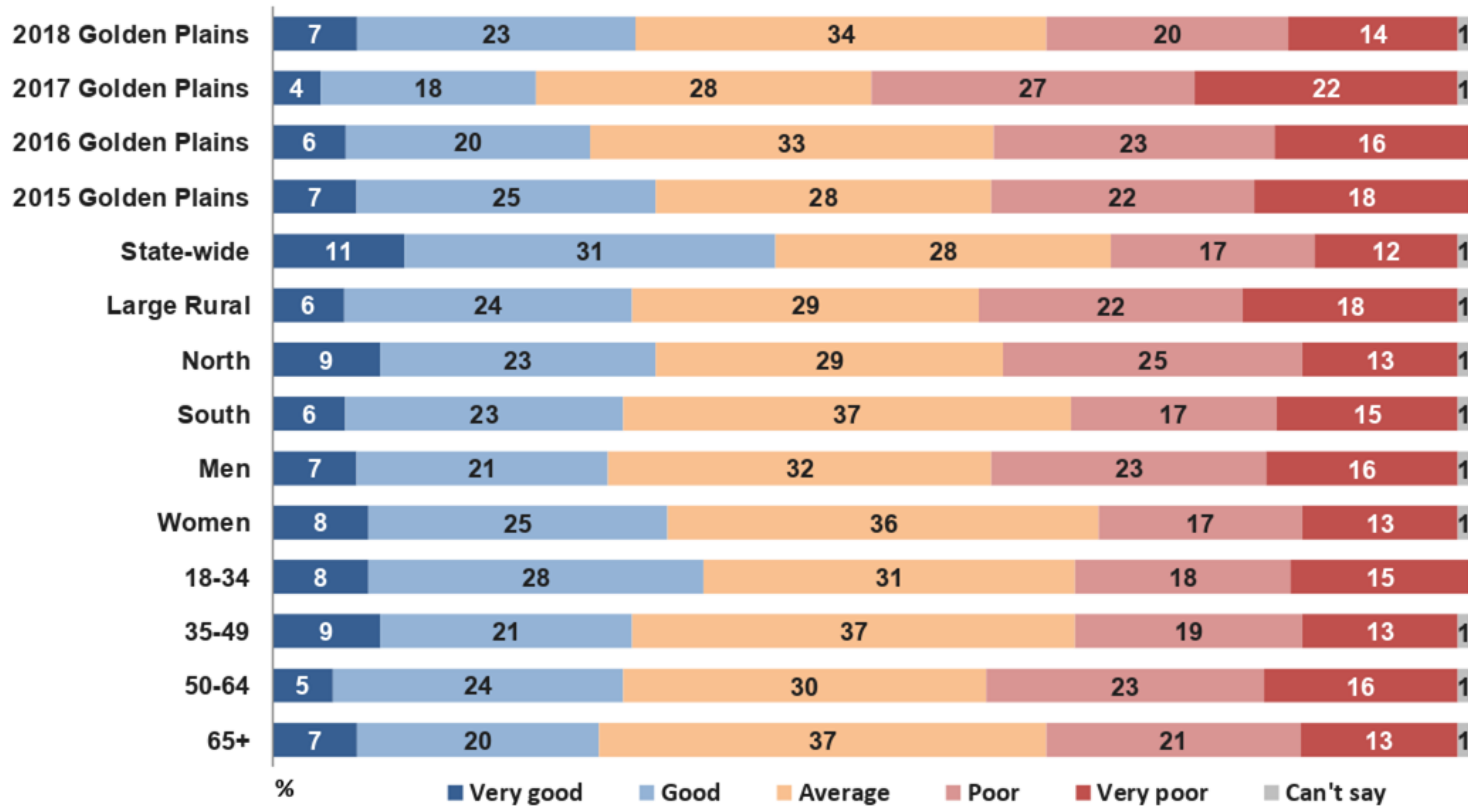
Note: Please see page 6 for explanation about significant differences.

2018 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA

PERFORMANCE DETAILED PERCENTAGES



2018 Sealed Local Roads Performance



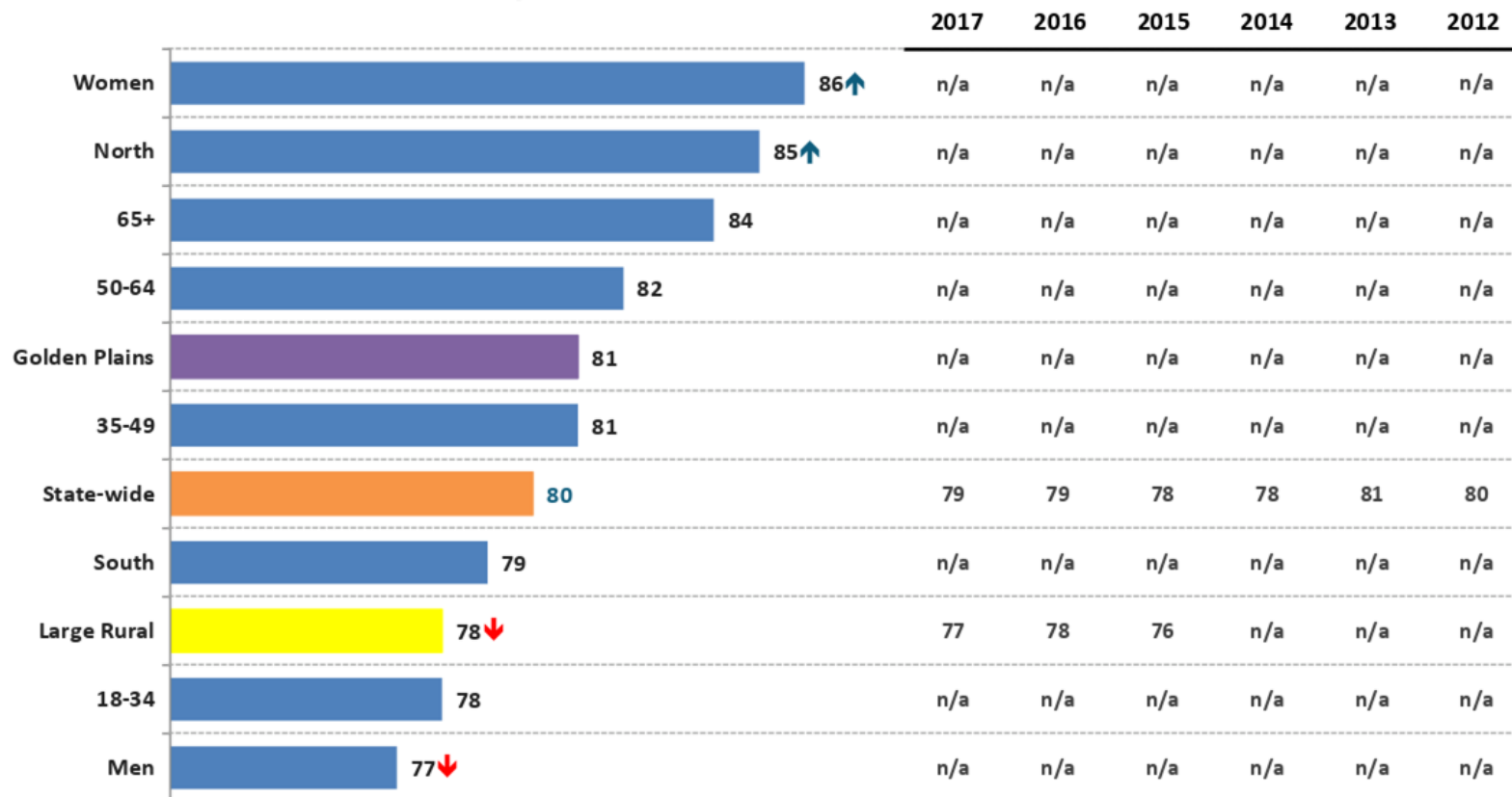
Q2. How has Council performed on 'the condition of sealed local roads in your area' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18

2018 MAINTENANCE OF UNSEALED ROADS IN YOUR AREA

IMPORTANCE INDEX SCORES



2018 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: 13 Councils asked group: 6

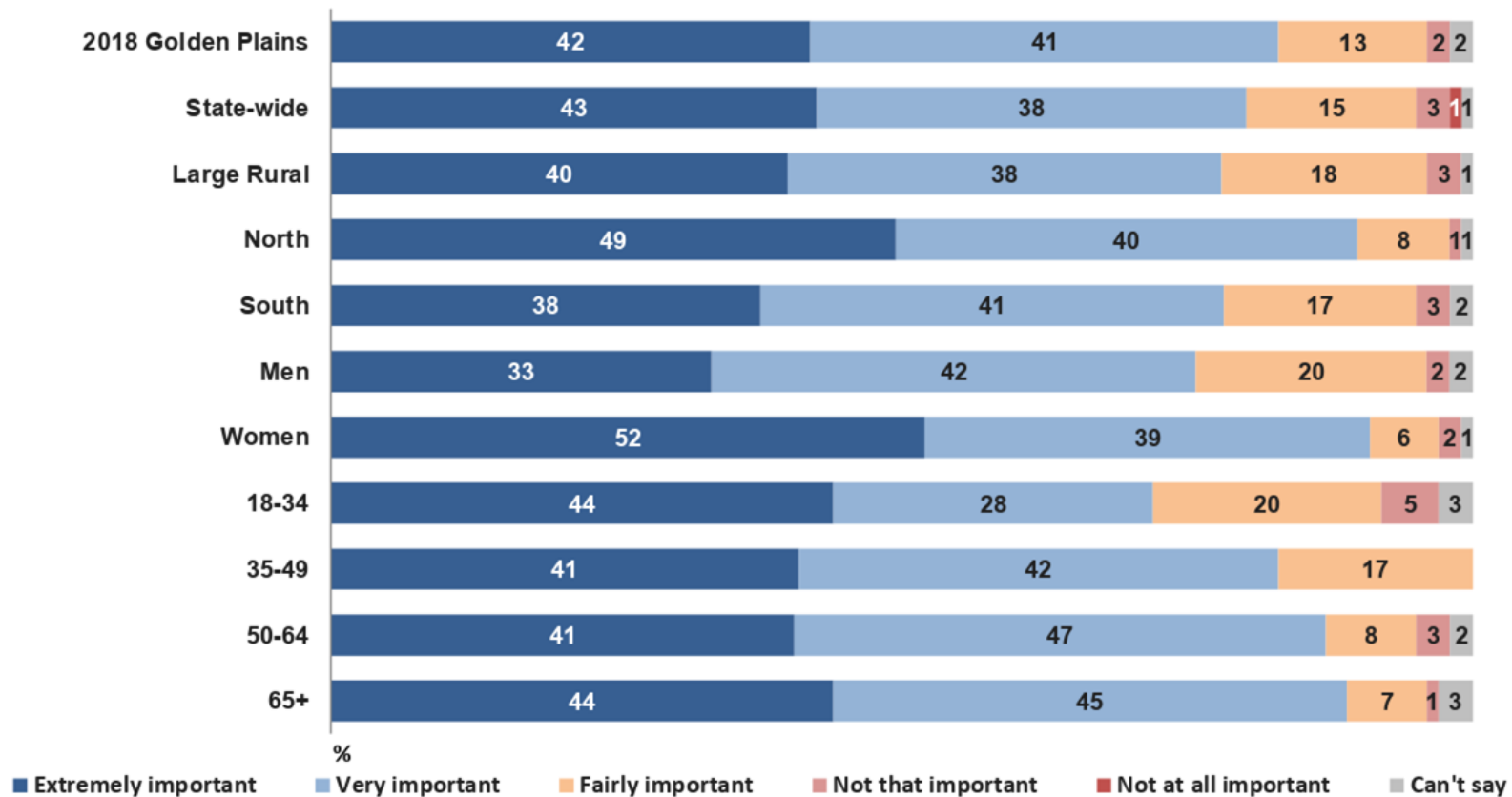
Note: Please see page 6 for explanation about significant differences.

2018 MAINTENANCE OF UNSEALED ROADS IN YOUR AREA

IMPORTANCE DETAILED PERCENTAGES



2018 Unsealed Roads Importance



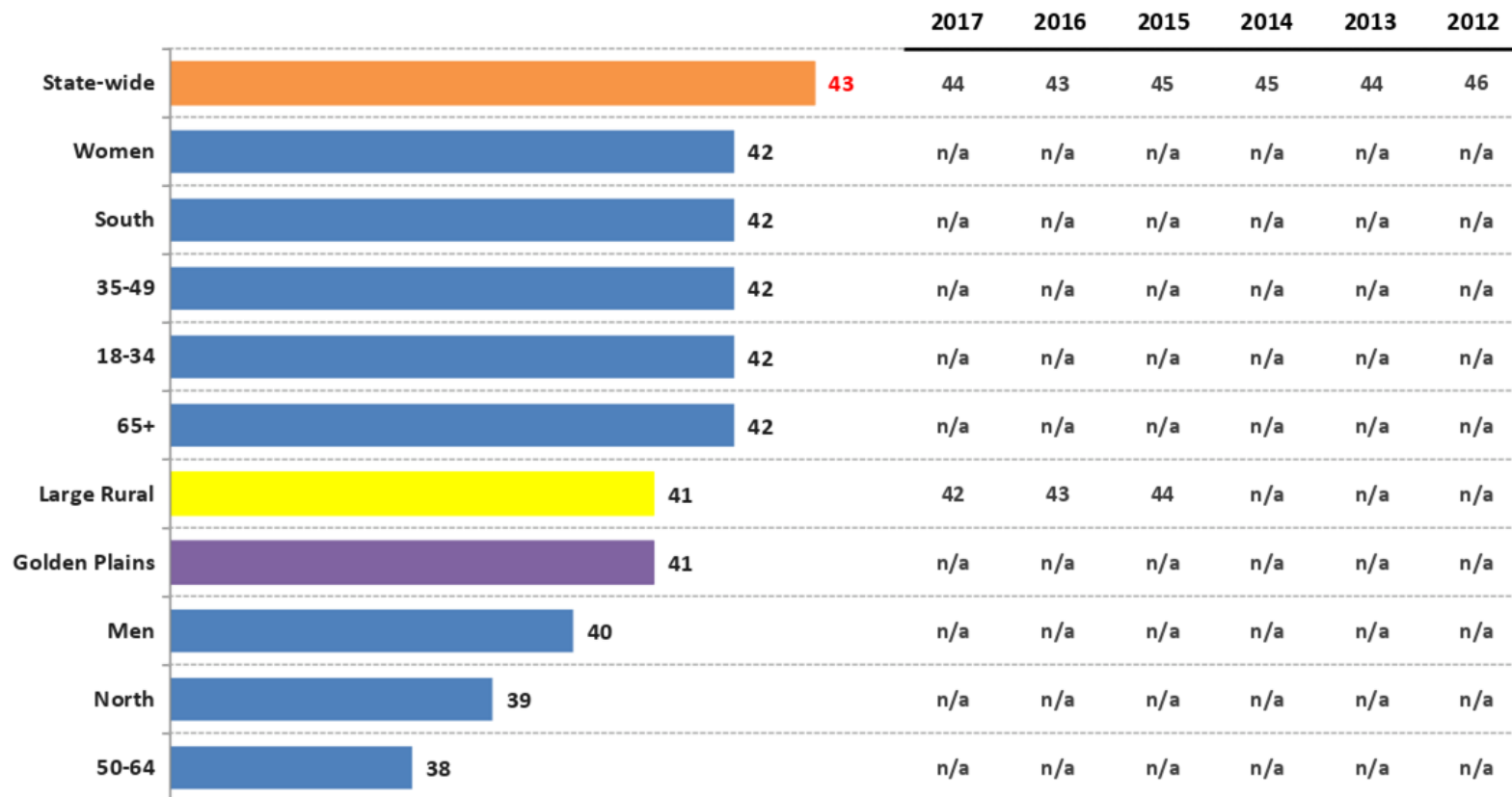
Q1. Firstly, how important should 'maintenance of unsealed roads in your area' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 13 Councils asked group: 6

2018 MAINTENANCE OF UNSEALED ROADS IN YOUR AREA

PERFORMANCE INDEX SCORES



2018 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: 21 Councils asked group: 9

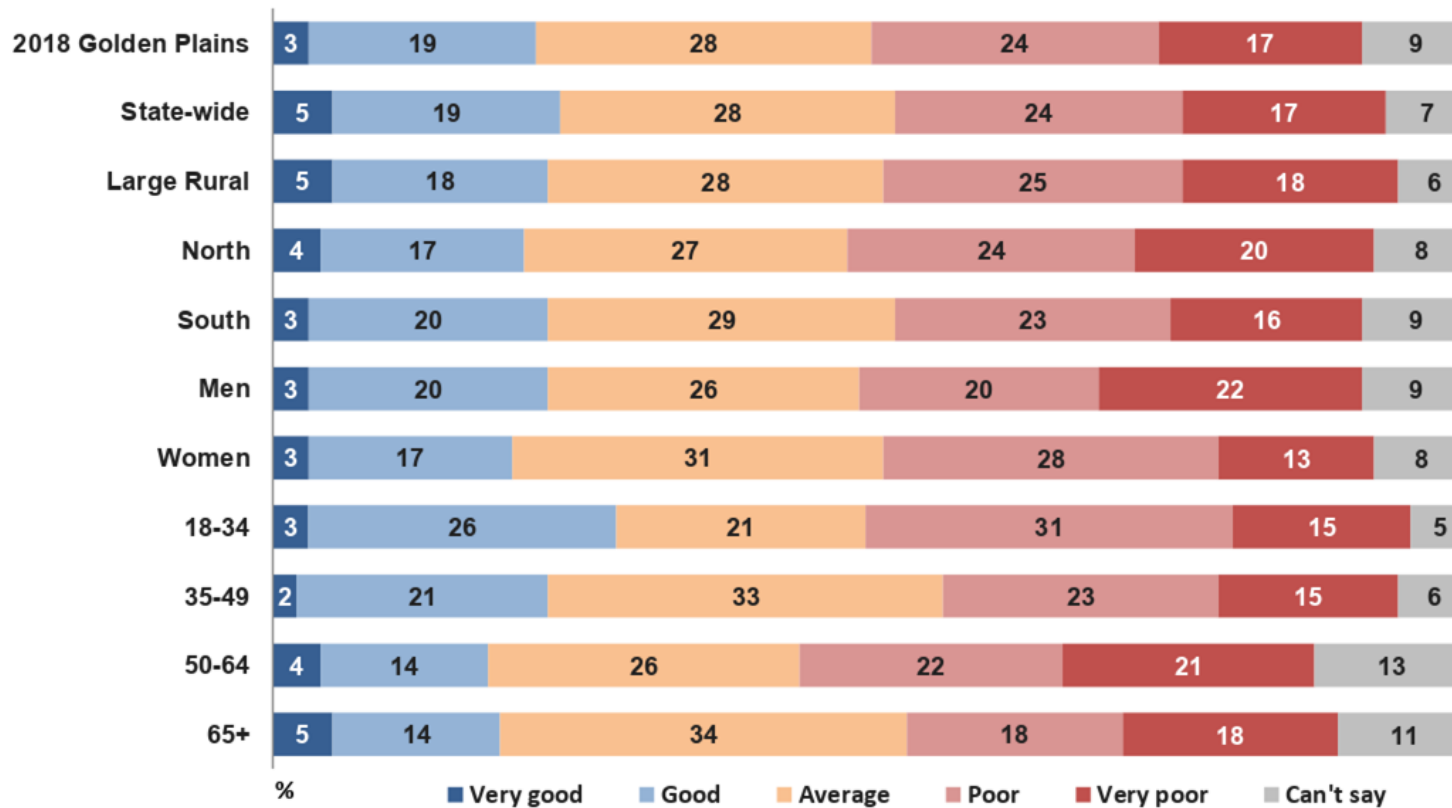
Note: Please see page 6 for explanation about significant differences.

2018 MAINTENANCE OF UNSEALED ROADS IN YOUR AREA

PERFORMANCE DETAILED PERCENTAGES



2018 Unsealed Roads Performance



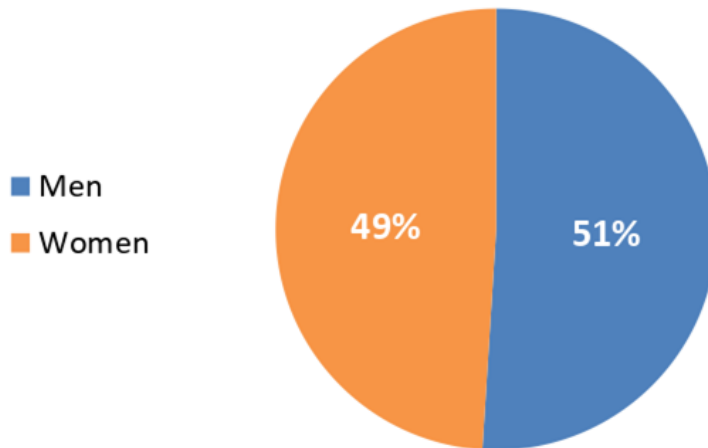
Q2. How has Council performed on 'maintenance of unsealed roads in your area' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 21 Councils asked group: 9



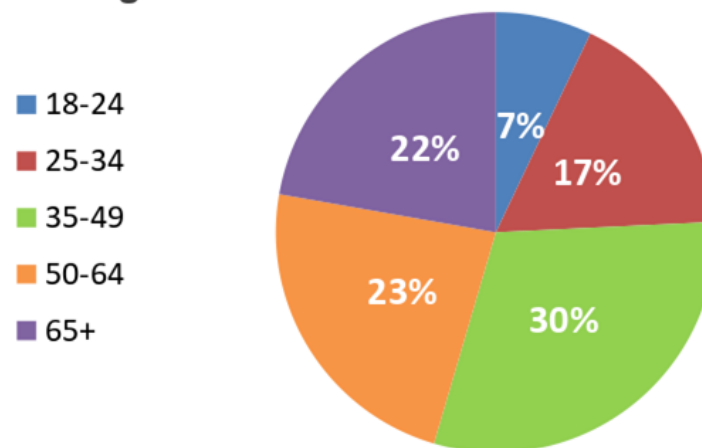
2018 GENDER AND AGE PROFILE



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.

S3. [Record gender] / S4. To which of the following age groups do you belong?

Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18



**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 2012-2018 have been made throughout this report as appropriate.**

APPENDIX B: MARGINS OF ERROR



The sample size for the 2018 State-wide Local Government Community Satisfaction Survey for Golden Plains Shire Council was 401. 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 401 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 16,000 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	401	400	+/-4.8
Men	177	205	+/-7.3
Women	224	195	+/-6.5
North	168	155	+/-7.5
South	233	245	+/-6.4
18-34 years	39	97	+/-15.9
35-49 years	99	122	+/-9.9
50-64 years	135	92	+/-8.4
65+ years	128	89	+/-8.7

APPENDIX B: ANALYSIS AND REPORTING



All participating councils are listed in the State-wide report published on the DELWP website. In 2018, 64 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 2012-2018 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, Southern Grampians, Surf Coast, Swan Hill and Wellington.

Wherever appropriate, results for Golden Plains Shire Council for this 2018 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 2018 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 2018 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 2018 State-wide Local Government Community Satisfaction Survey receives a customised report. In addition, the state government is supplied with a state-wide summary report of the aggregate results of 'Core' and 'Optional' questions asked across all council areas surveyed.

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

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

APPENDIX B: GLOSSARY OF TERMS



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

CSS: 2018 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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03 8685 8555

John Scales
Managing Director

Mark Zuker
Managing Director

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



**LOCAL GOVERNMENT COMMUNITY SATISFACTION SURVEY
GOLDEN PLAINS COUNCIL**

2018 TAILORED QUESTIONS

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

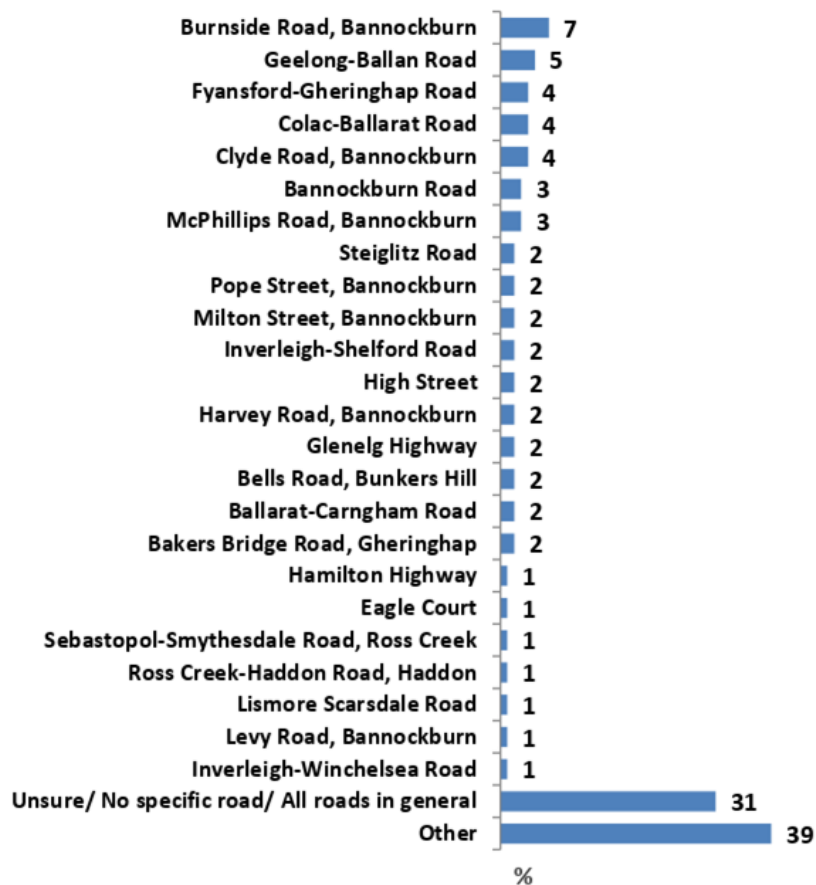


GOLDEN PLAINS SEALED ROADS OF CONCERN

PERCENTAGE RESULTS



Golden Plains Sealed Roads of Concern



GP4. You earlier rated the performance of sealed local roads as [INSERTED RESPONSE FROM Q2(Y): average/ poor/ very poor], can you specify which particular road or roads are of concern?

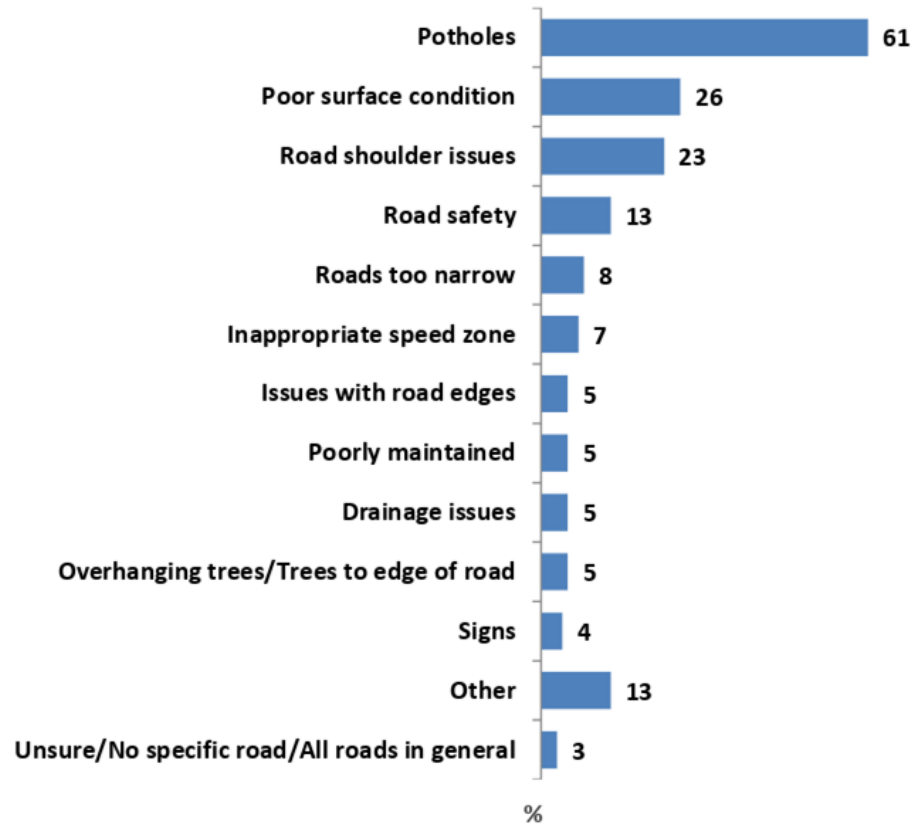
Base: Those who rated the condition of sealed local roads as average, poor or very poor at Q2(Y).

COMPLAINTS THAT INFLUENCE RATING OF SEALED ROADS

PERCENTAGE RESULTS



Major Complaints that Influence Rating of Sealed Roads



GP5. And what is your major complaint that influenced your rating of sealed roads?
 Base: Those who rated the condition of sealed local roads as average, poor or very poor at Q2(Y).

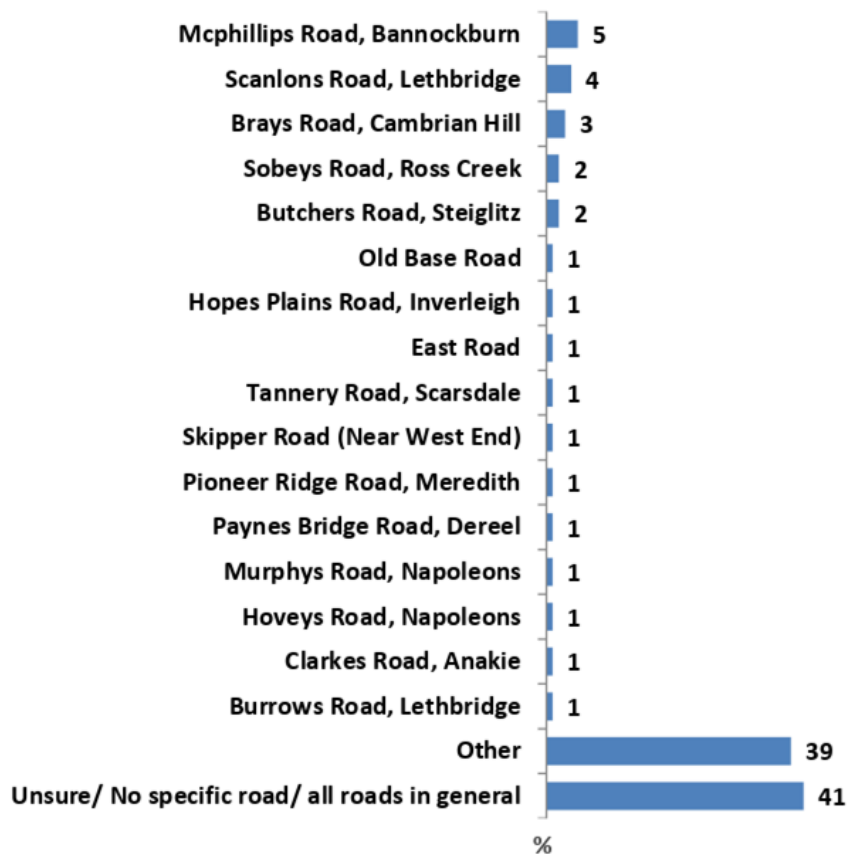
3
 J00643 Community Satisfaction Survey 2018 – Golden Plains Shire Council

GOLDEN PLAINS UNSEALED ROADS OF CONCERN

PERCENTAGE RESULTS



Golden Plains Unsealed Roads of Concern



GP6. You earlier rated the performance of unsealed local roads as [INSERTED RESPONSE FROM Q2(W): average/ poor/ very poor], can you specify which particular road or roads are of concern?

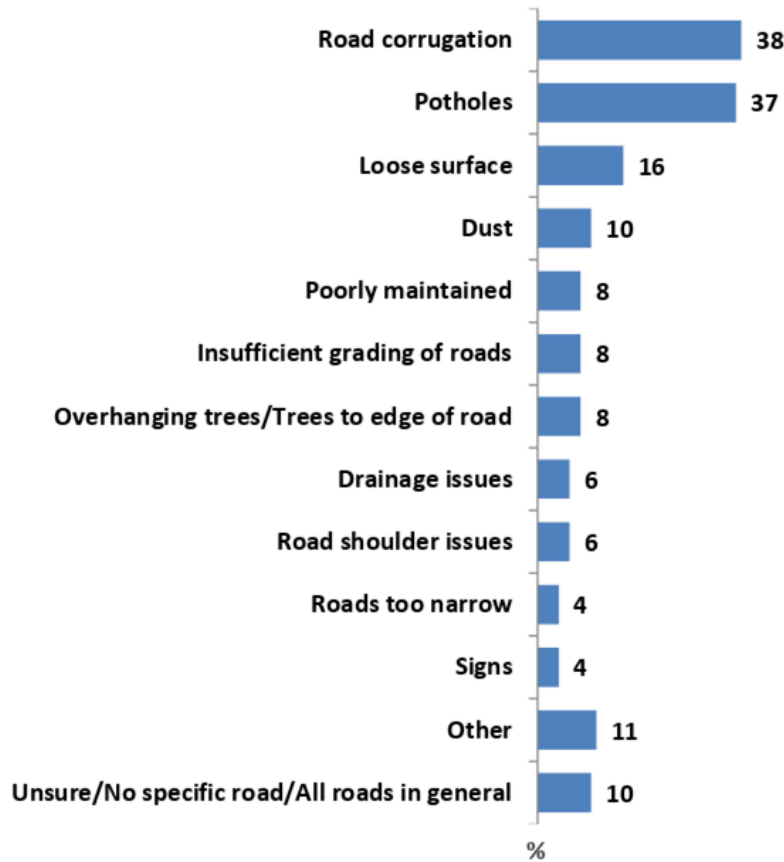
Base: Those who rated the maintenance of unsealed local roads as average, poor or very poor at Q2(W).

COMPLAINTS THAT INFLUENCE RATING OF UNSEALED ROADS

PERCENTAGE RESULTS



Major Complaints that Influence Rating of Unsealed Roads



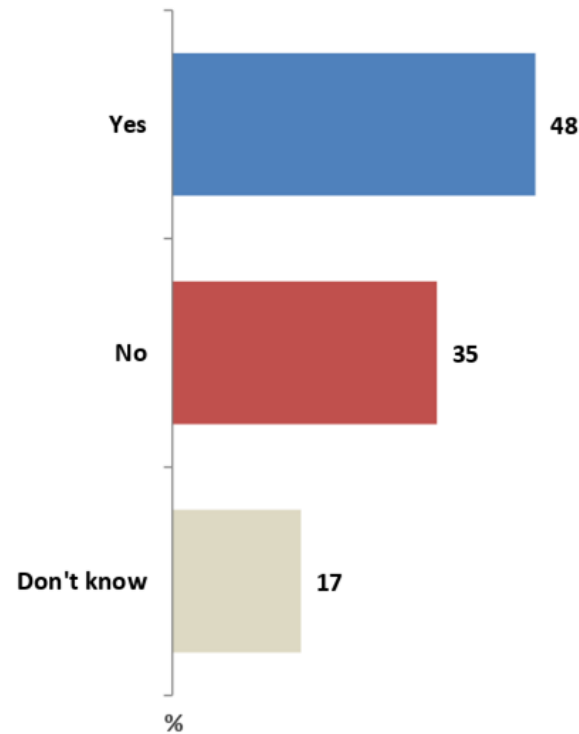
GP7. And what is your major complaint that influenced your rating of unsealed roads?
 Base: Those who rated the maintenance of unsealed local roads as average, poor or very poor at Q2(W).

SUCCESS IN PROVIDING OPPORTUNITIES

PERCENTAGE RESULTS



Success of Golden Plains Council in Providing Enough Opportunities to be More Active and Involved in the Community



GP8. Do you think that Council is succeeding in providing enough opportunities for you to be more active and involved in your community?

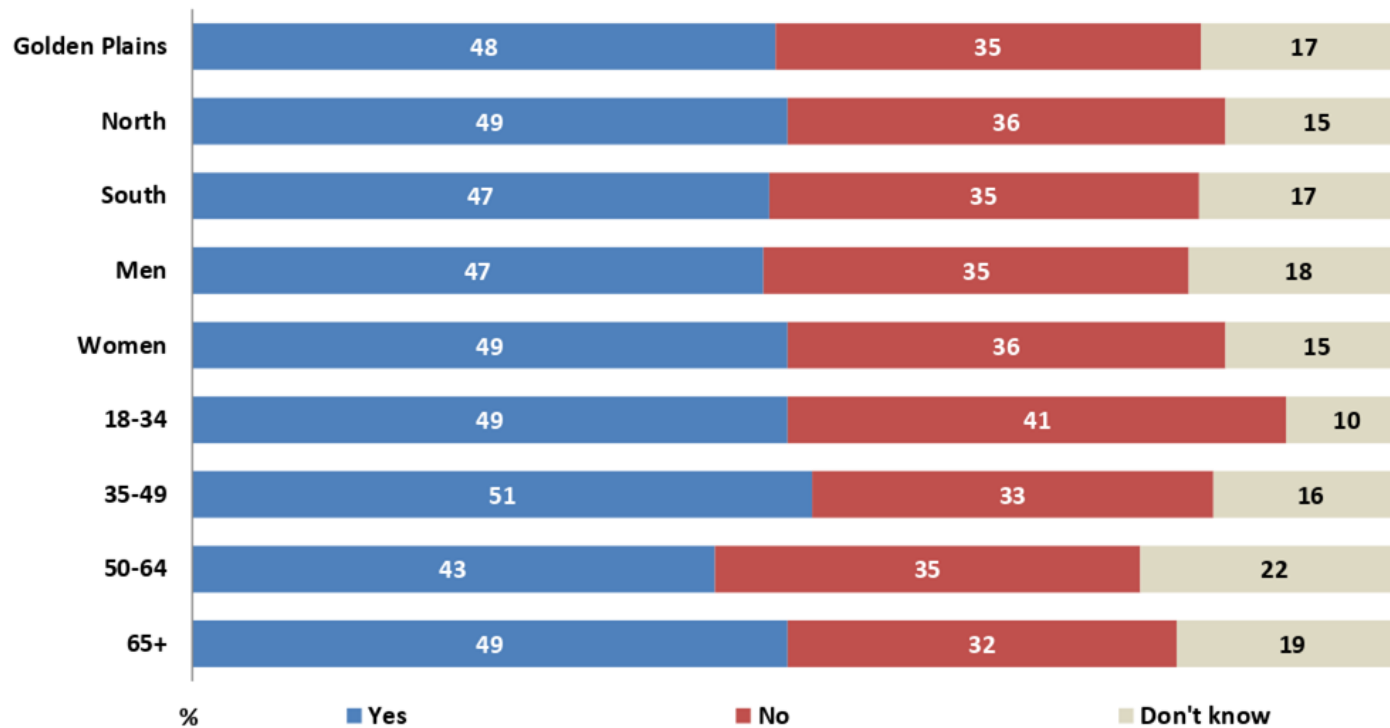
Base: All respondents.

SUCCESS IN PROVIDING OPPORTUNITIES

DETAILED PERCENTAGES



Success of Golden Plains Council in Providing Enough Opportunities to be More Active and Involved in the Community



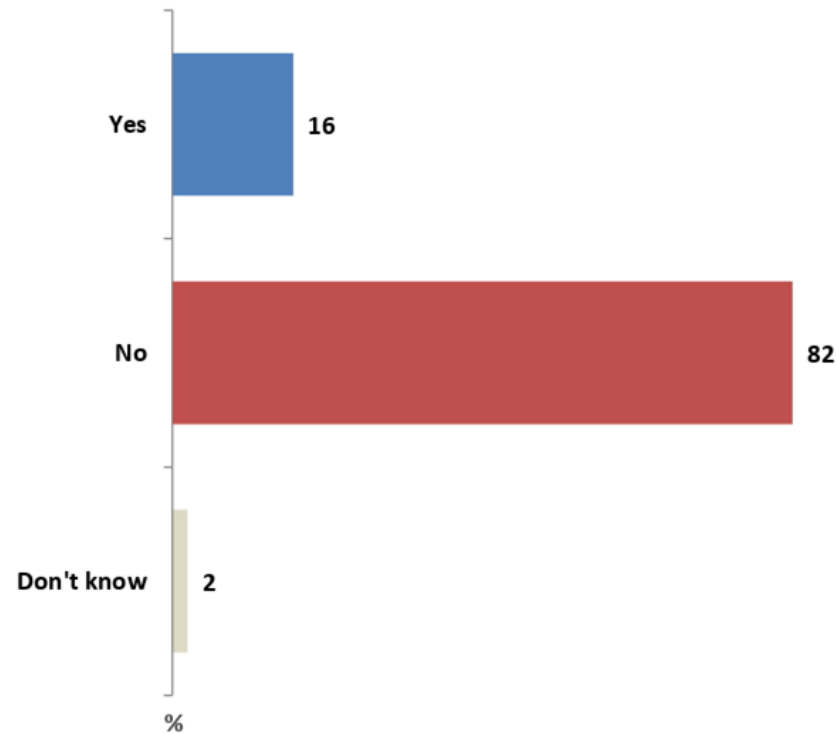
GP8. Do you think that Council is succeeding in providing enough opportunities for you to be more active and involved in your community?

Base: All respondents.

DIRECT CONTACT WITH COUNCIL'S STRATEGIC LAND USE PLANNING TEAM PERCENTAGE RESULTS



*Direct Contact with Council's Strategic Land Use
Planning Team in Past Two Year Period*



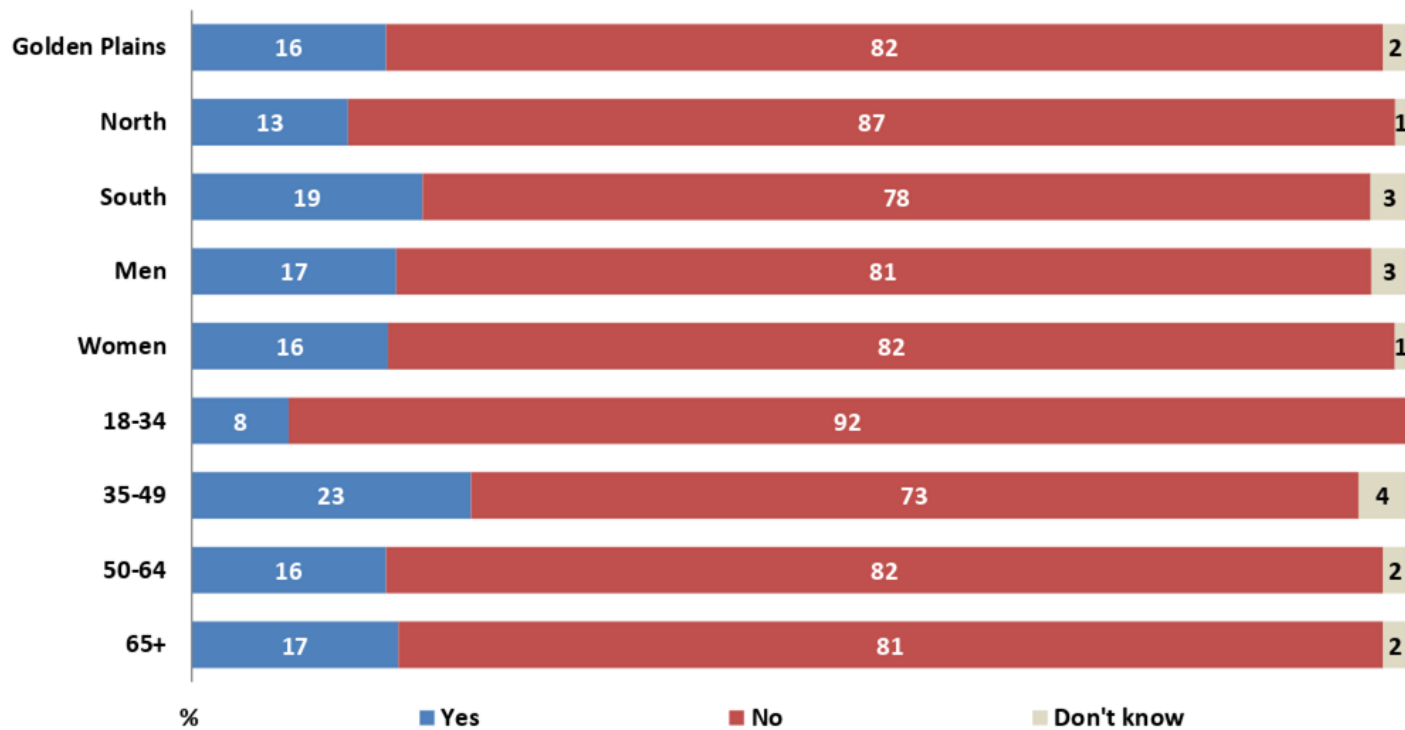
GP10. In the past two year period have you had any direct contact with Council's strategic land use planning team with regards to town structure planning, planning amendments, or settlement strategies?

Base: All respondents.

DIRECT CONTACT WITH COUNCIL'S STRATEGIC LAND USE PLANNING TEAM DETAILED PERCENTAGES



Direct Contact With Council's Strategic Land Use Planning Team in Past Two Year Period



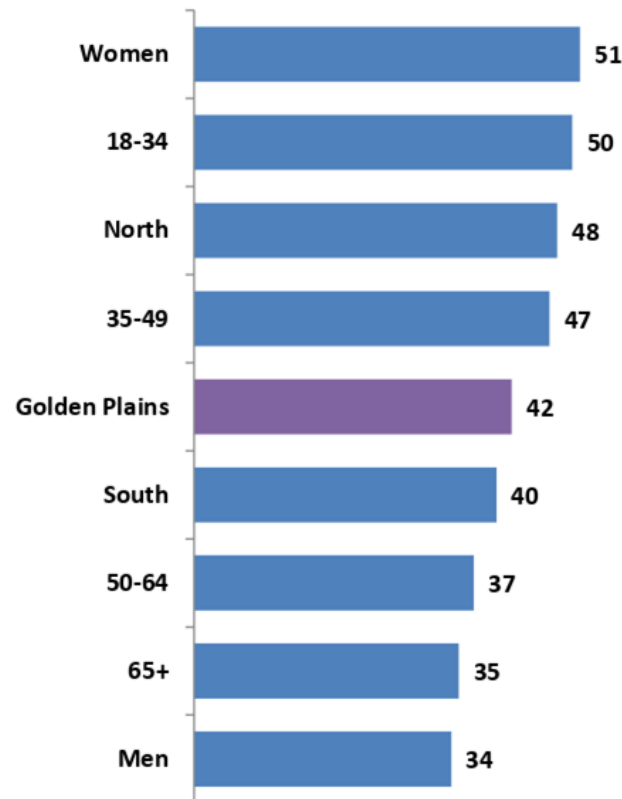
GP10. In the past two year period have you had any direct contact with Council's strategic land use planning team with regards to town structure planning, planning amendments, or settlement strategies?

Base: All respondents.

RATING OF DIRECT CONTACT WITH COUNCIL'S STRATEGIC LAND USE PLANNING TEAM INDEX SCORES



Rating of experience with Council's Strategic Land Use Planning Team

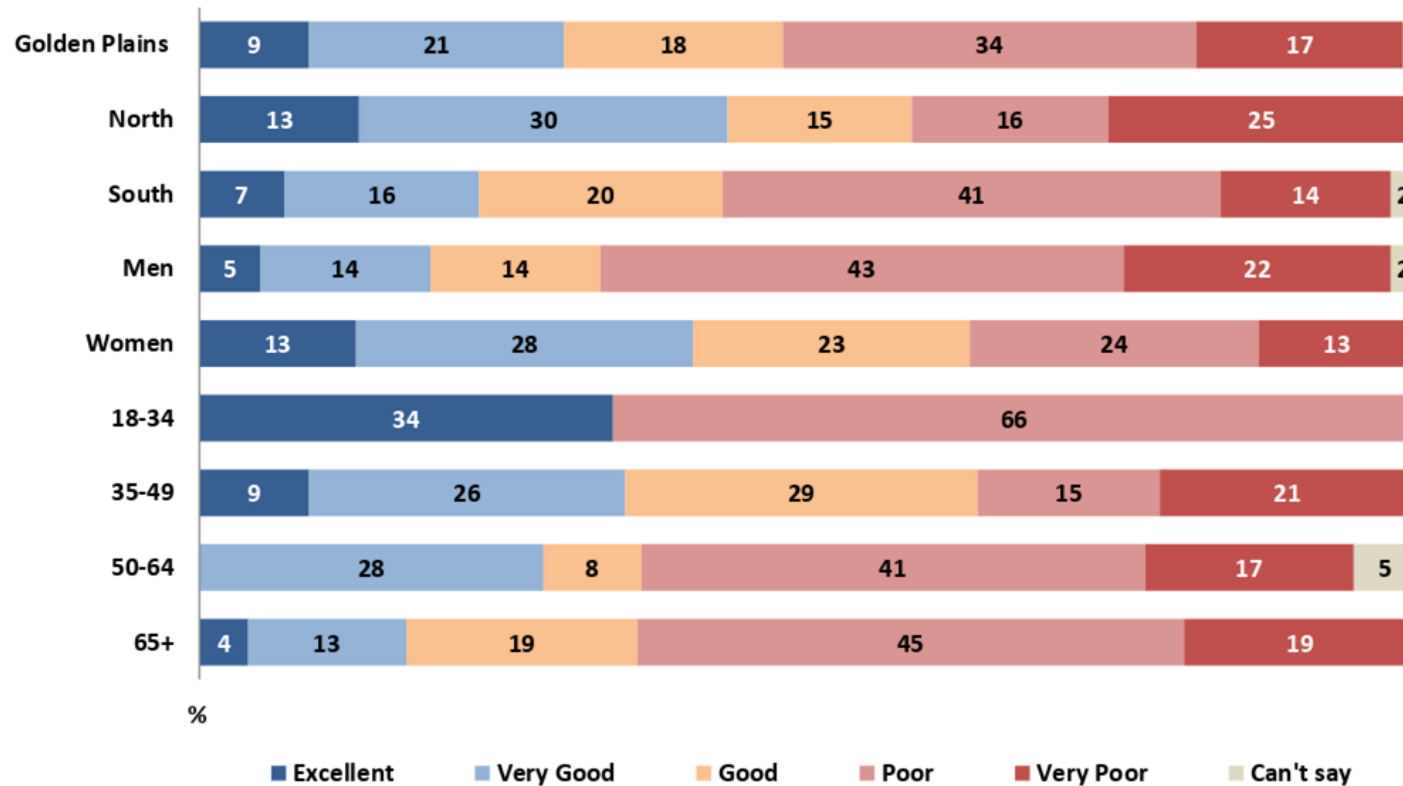


GP11. And how would you rate your experience considering the team's approach to project communications and engagement?
 Base: Those who have had contact with the Council's strategic land use planning team in the past two year period.

RATING OF EXPERIENCE WITH COUNCIL'S STRATEGIC LAND USE PLANNING TEAM DETAILED PERCENTAGES



Rating of experience with Council's Strategic Land Use Planning Team



GP11. And how would you rate your experience considering the team's approach to project communications and engagement?
 Base: Those who have had contact with the Council's strategic land use planning team in the past two year period.



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