



# **2021 Local Government Community Satisfaction Survey**

## **Golden Plains Shire Council**

Coordinated by the Department of Jobs,  
Precincts and Regions on behalf of  
Victorian councils



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## Background and objectives

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**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-second year, this survey provides insight into the community's views on:

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

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

### Serving Victoria for 22 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 22 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.

A large, dark blue, stylized letter 'W' graphic that spans the right side of the page. Inside the 'W', there is a glowing, intricate network pattern of white and light blue lines, resembling a neural network or a complex web, with some nodes appearing brighter than others.

## **Key findings and recommendations**



# Golden Plains Shire Council – at a glance

## Overall council performance

Results shown are index scores out of 100.



**Golden Plains**

51



**State-wide** 61



**Large Rural** 58

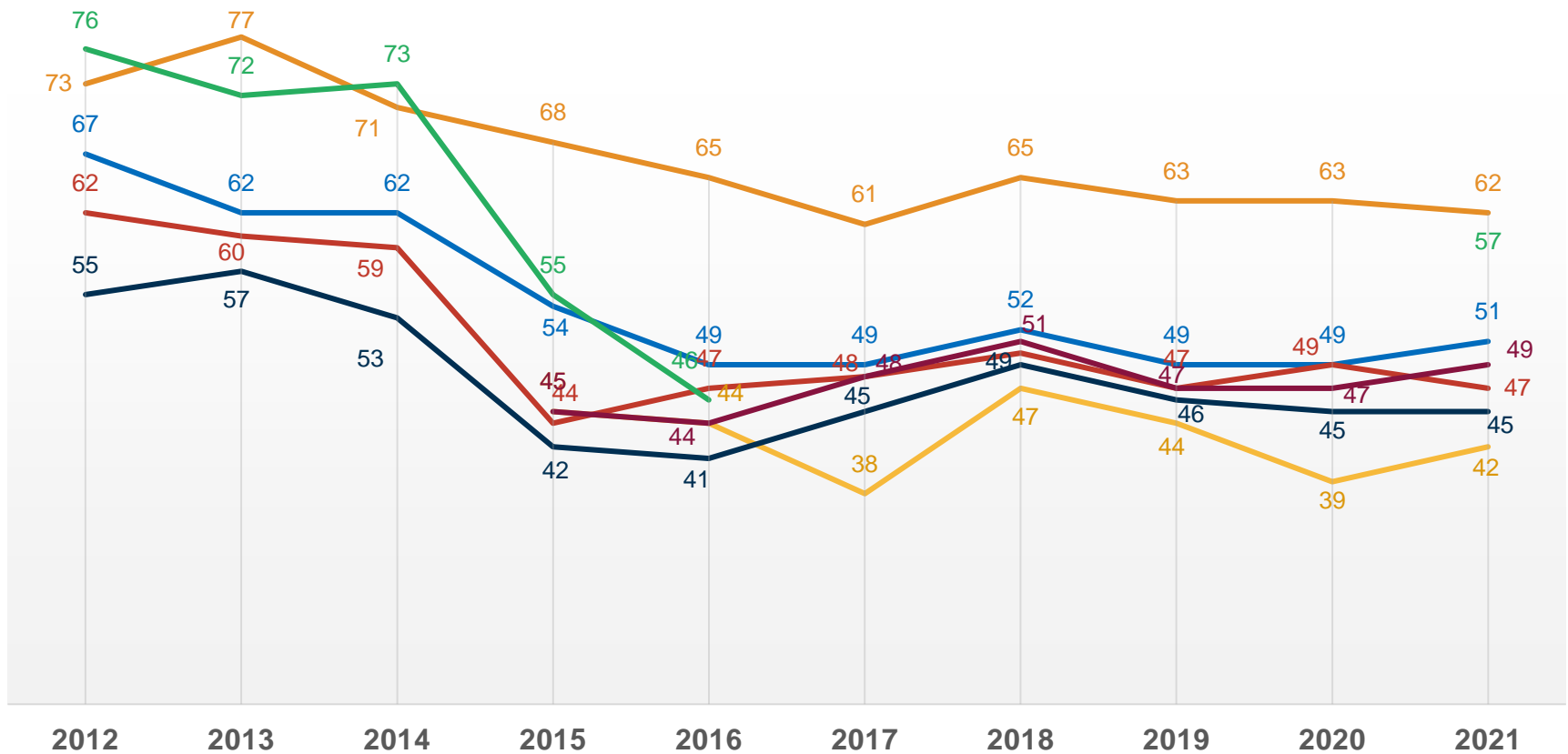
## Council performance compared to State-wide and group averages

	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	 Sealed local roads  Waste management  Unsealed roads
Compared to group average	None	 Waste management  Unsealed roads  Sealed local roads



# Summary of core measures

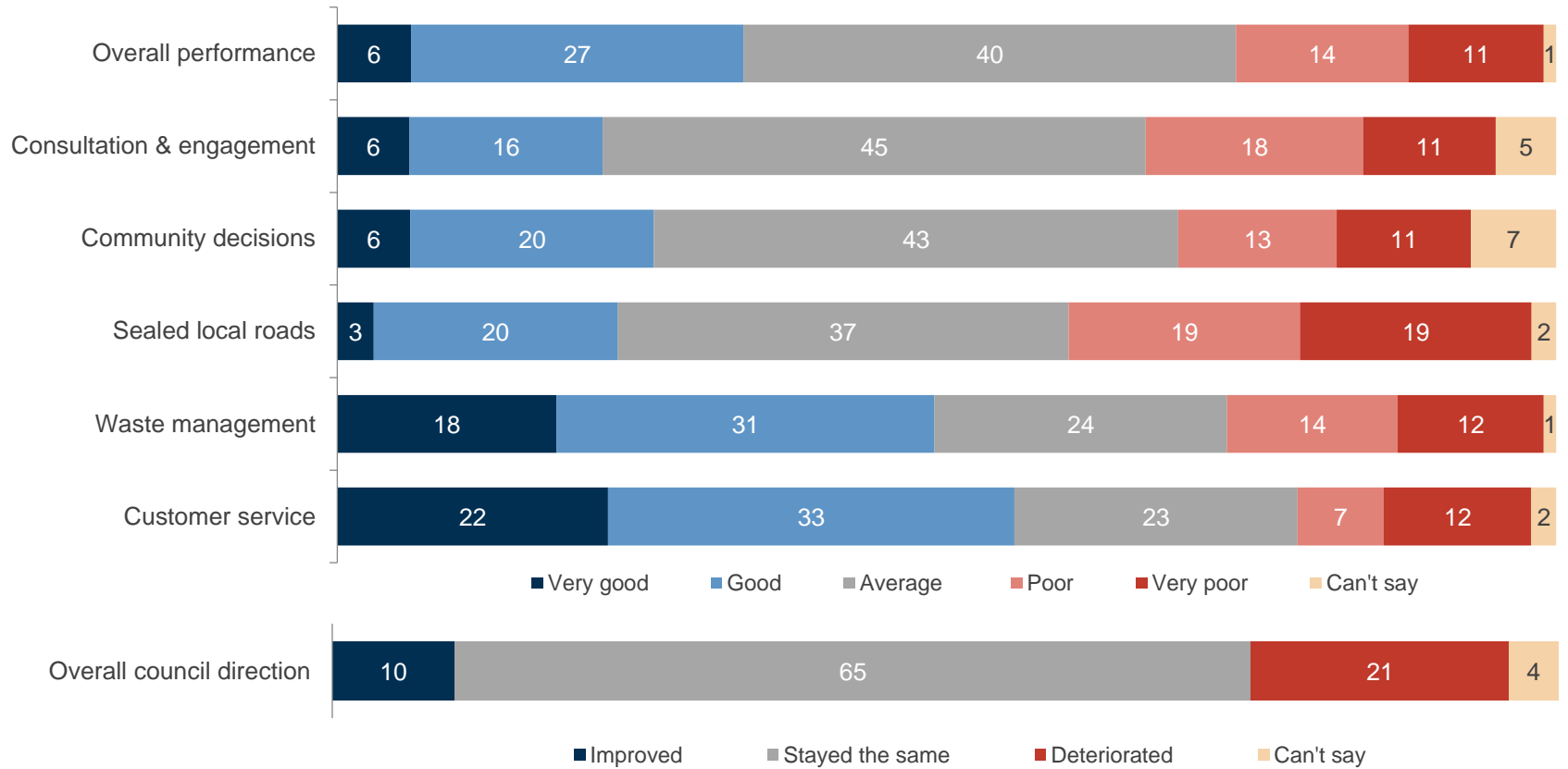
## Index scores










## Summary of core measures

Core measures summary results (%)





# Summary of Golden Plains Shire Council performance

Services		Golden Plains 2021	Golden Plains 2020	Large Rural 2021	State-wide 2021	Highest score	Lowest score
	Overall performance	51	49	58	61	Aged 18-34 years	Aged 35-49 years
	Value for money	40	-	50	54	Aged 65+ years, Aged 18-34 years	Aged 35-49 years
	Overall council direction	45	45	51	53	Aged 65+ years	Central residents
	Customer service	62	63	68	70	Aged 65+ years	Aged 50-64 years
	Waste management	57	-	66	69	Aged 65+ years	South-East residents
	Lobbying	50	48	54	55	North-West residents	Central residents
	Community decisions	49	47	54	56	Aged 18-34 years	Central residents, Aged 35-49 years
	Consultation & engagement	47	49	54	56	Aged 65+ years	Aged 35-49 years
	Sealed local roads	42	39	50	57	Aged 18-34 years	Aged 35-49 years
	Unsealed roads	36	36	44	45	Aged 18-34 years	Central residents





## Focus areas for the next 12 months

### Overview

Perceptions of Council's overall performance have improved in 2021, but not significantly, and remains consistent with ratings seen over the last five years. Waste management returns as the highest rated service in 2021, although performance is significantly below that seen from 2012 to 2014. Moderate improvement in perceptions of lobbying, decisions made in the interests of the community and sealed local roads suggests Council may be recovering from significant declines seen across these areas in 2019 and 2020.

### Focus areas

Nevertheless, sealed local roads and unsealed roads persist as the lowest rated areas, warranting renewed focus from Council over the next 12 months. Perceived importance in both areas continues to exceed performance by the widest margins. Council needs to address this gap and build upon moderate improvement in performance perceptions of sealed local roads in 2021. Council should also focus attention on consultation and engagement, where performance slipped from gains made in 2020.

### Comparison to state and area grouping

On overall performance and across all service areas, Council continues to rate significantly lower than the Large Rural group and State-wide average. Council should continue reflecting on peak performance experienced prior to 2015 to regain lost ground and improve its position relative to other councils.

### Maintain gains achieved to date

Council should continue cultivating its improved performance on lobbying and decisions made in the interests of the community. Performance in both areas is starting to strengthen after significant declines in 2019, but effort is required to maintain and build further on these small gains. Community decisions, in particular, is a key influencer on perceptions of overall performance. Raising performance on waste management will also be important over the next 12 months.

# DETAILED FINDINGS

# Overall performance



## Overall performance

The overall performance index score of 51 for Golden Plains Shire Council represents a two-point (not significant) improvement on the 2020 result.

- While overall performance has stabilised over the last five years, Council has gained little ground since experiencing significant decreases in 2015 and 2016. Results continue to be significantly lower than index scores of 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 58 and 61 respectively).

- Ratings among residents aged 18 to 34 years (index score of 57) are significantly higher than the Council-wide average. Ratings among residents aged 35 to 49 years (index score of 45) are significantly lower.
- Perceptions of overall performance among all demographic cohorts is relatively consistent with last year, with no statistically significant movements.

More than two in five residents (42%) rate the value for money they receive from Council in infrastructure and services provided to their community as 'very poor' or 'poor'. This is more than twice as many as those who rate Council as 'very good' or 'good' (19%). A further 36% rate Council as 'average' in terms of providing value for money.





# Overall performance

## 2021 overall performance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	61▲	58	60	59	59	59	60	61	60	60
Large Rural	58▲	55	56	56	54	54	56	n/a	n/a	n/a
18-34	57▲	52	55	54	50	54	57	67	64	71
65+	55	51	54	53	52	51	59	66	63	69
North-West	52	49	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	51	48	50	50	46	49	52	60	59	65
Golden Plains	51	49	49	52	49	49	54	62	62	67
South-East	51	49	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Women	51	49	48	55	53	49	56	65	65	68
Central	49	45	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	46	46	48	50	46	49	54	58	60	63
35-49	45▼	45	43	52	48	43	49	59	61	66

Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Golden Plains Shire Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?

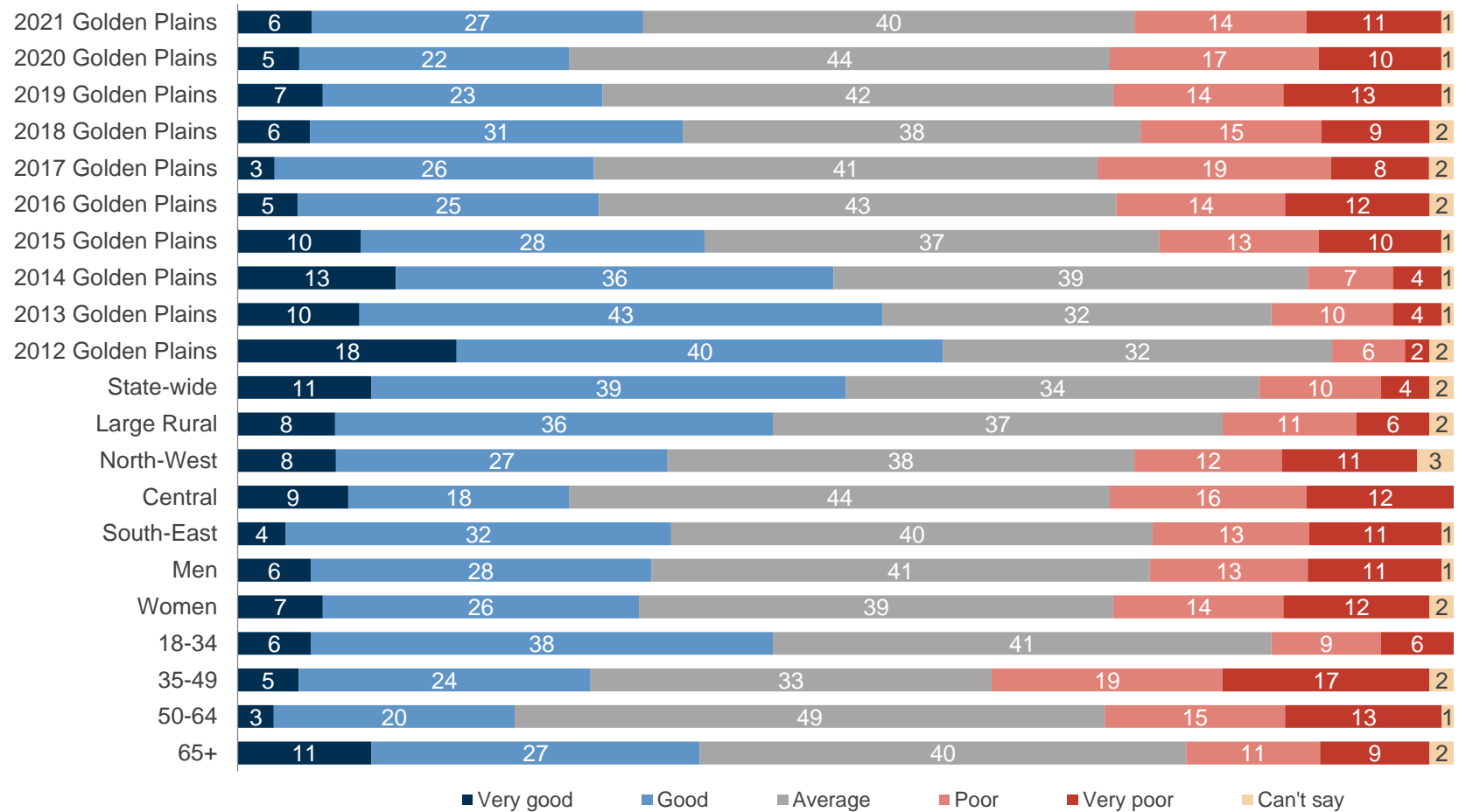
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

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



# Overall performance

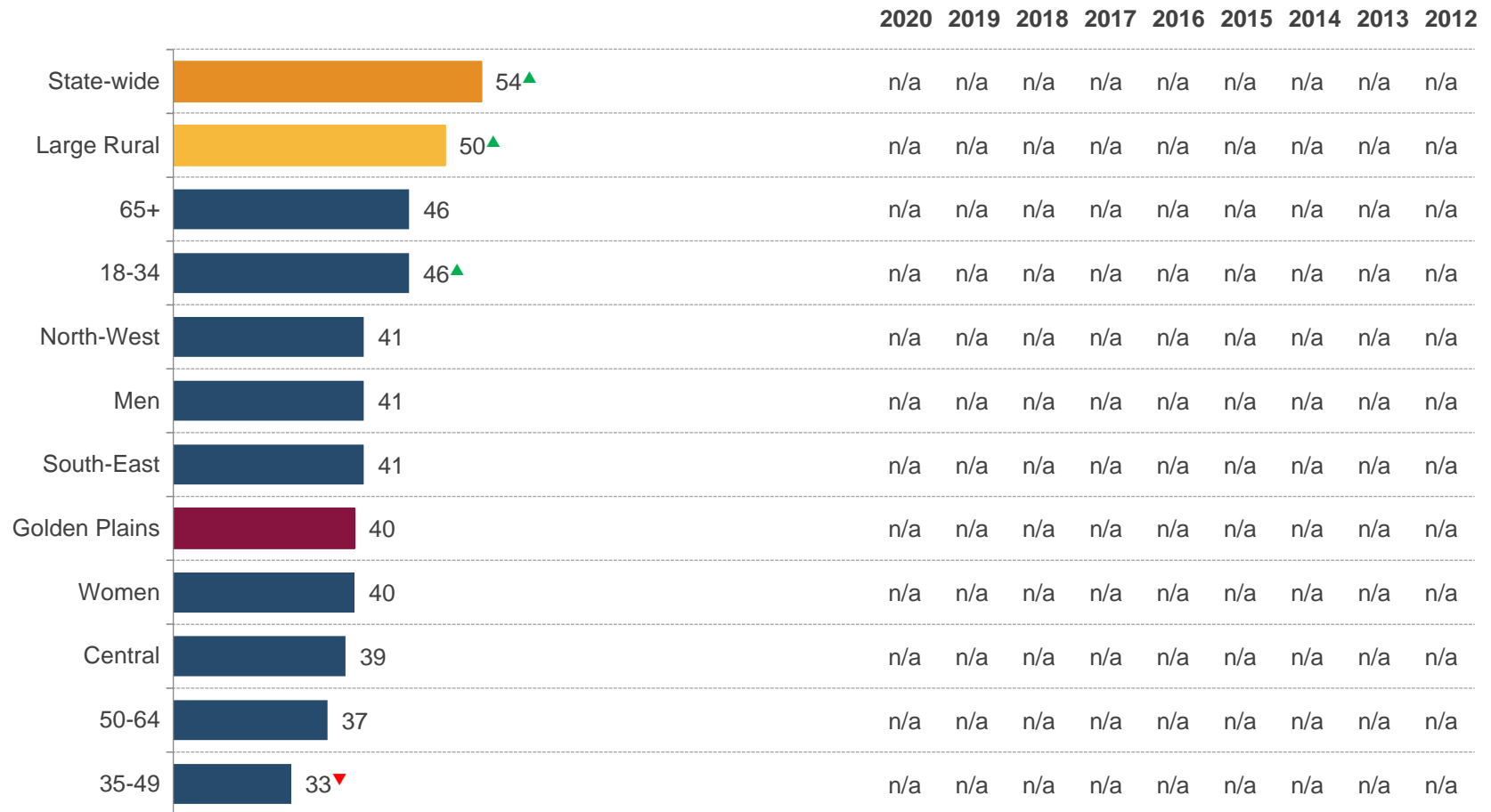
## 2021 overall performance (%)





# Value for money in services and infrastructure

## 2021 value for money (index scores)



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

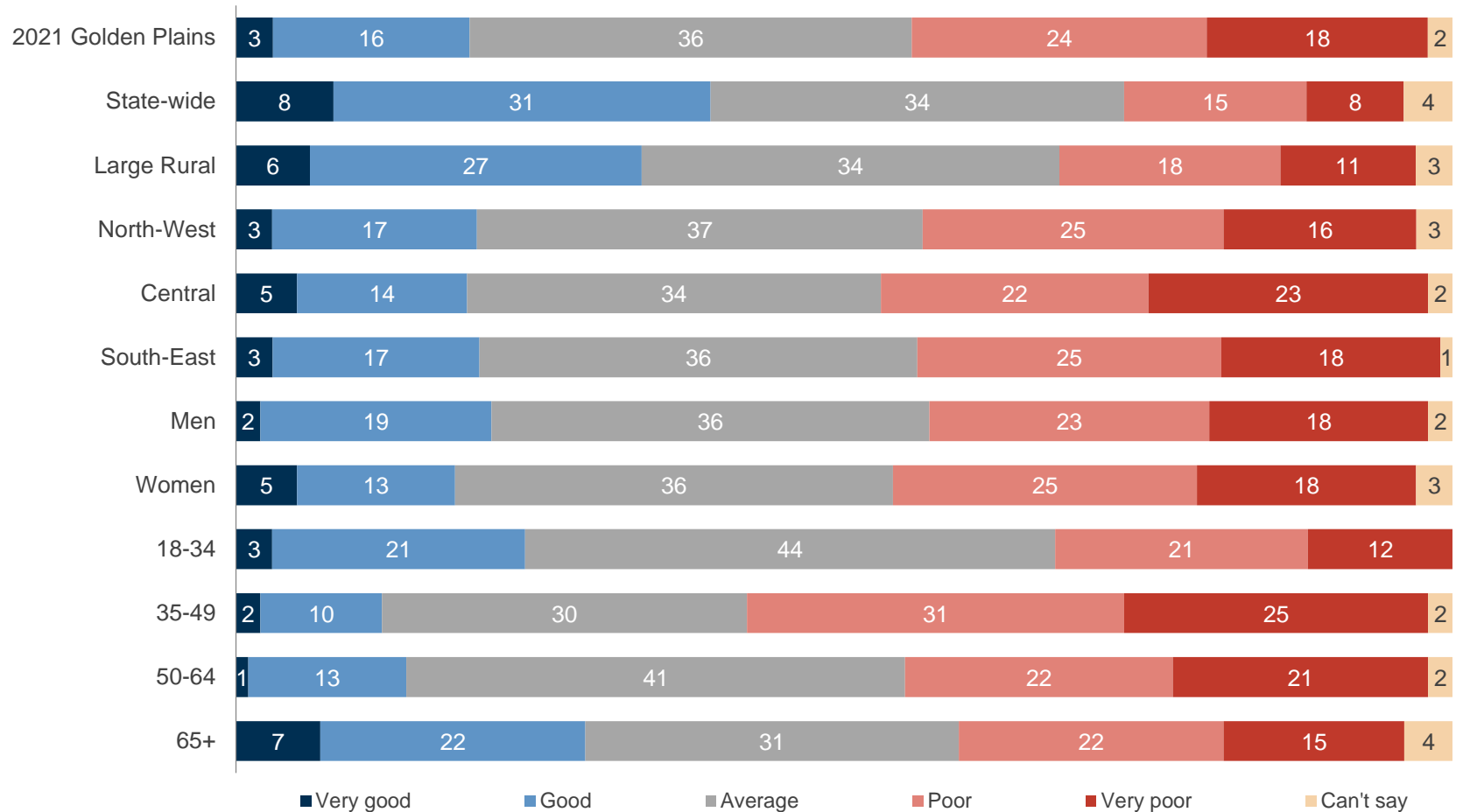
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

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



## Value for money in services and infrastructure

2021 value for money (%)



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

Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19





## Top performing service areas

Waste management (index score of 57) is the area where Council performed best in 2021. Ratings however are significantly lower than that seen from 2012 to 2014.

Lobbying and decisions made in the interests of the community are the next highest performing areas (index scores of 50 and 49 respectively). While not significant, ratings of both improved by two index points from 2020, suggesting a strengthening of perceptions following significant declines in 2019.

- Across both areas, no significant differences are observed among demographic and geographic cohorts compared to 2021 Council averages. Ratings of lobbying are highest among North-West residents, increasing significantly in the last year (index score of 53, up six points on 2020).

Consultation and engagement is the third highest rated area in 2021 (47), although performance has declined (not significantly) by two index points since 2020. Over one in ten (13%) continue to nominate community consultation as the area needed most to improve Council performance.

- Ratings in this area fell significantly among those aged 35 to 49 years (index score of 43, down seven points on 2020). No significant differences are seen across demographic and geographic cohorts compared to the 2021 Council average.

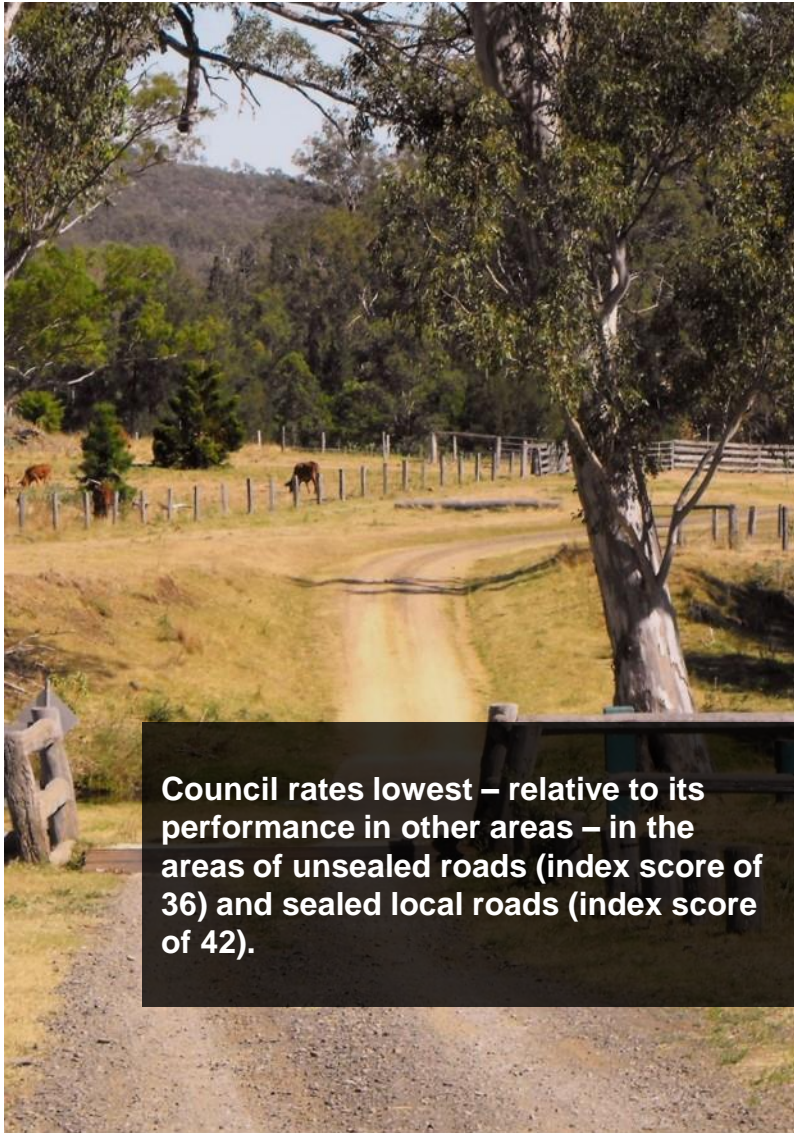
Council performs significantly lower than Large Rural group and State-wide averages on all of the above service areas.



**Waste management (index score of 57) is the area where Council performed best in 2021, followed by lobbying and community decisions (index scores of 50 and 49 respectively).**



## Low performing service areas



Unmoved since 2019, unsealed roads persists as Council's lowest rated area (index score of 36) in 2021.

- Unsealed roads continues to be the area where perceived importance (index score of 84) exceeds performance (index score of 36) by the widest margin (a 48-point differential).
- Central residents (index score of 29) rate Council's performance on the maintenance of unsealed roads significantly lower than average – suggesting this is the area where Council should focus attention first.

Sealed local roads remains a relatively low rated area for Council (index score of 42). Moderate (but not significant) improvement in 2021 ratings suggests Council may be reversing the significant decline experienced in 2020. When asked what Council needs to do to improve performance, a quarter of residents continue to nominate sealed road maintenance (23%).

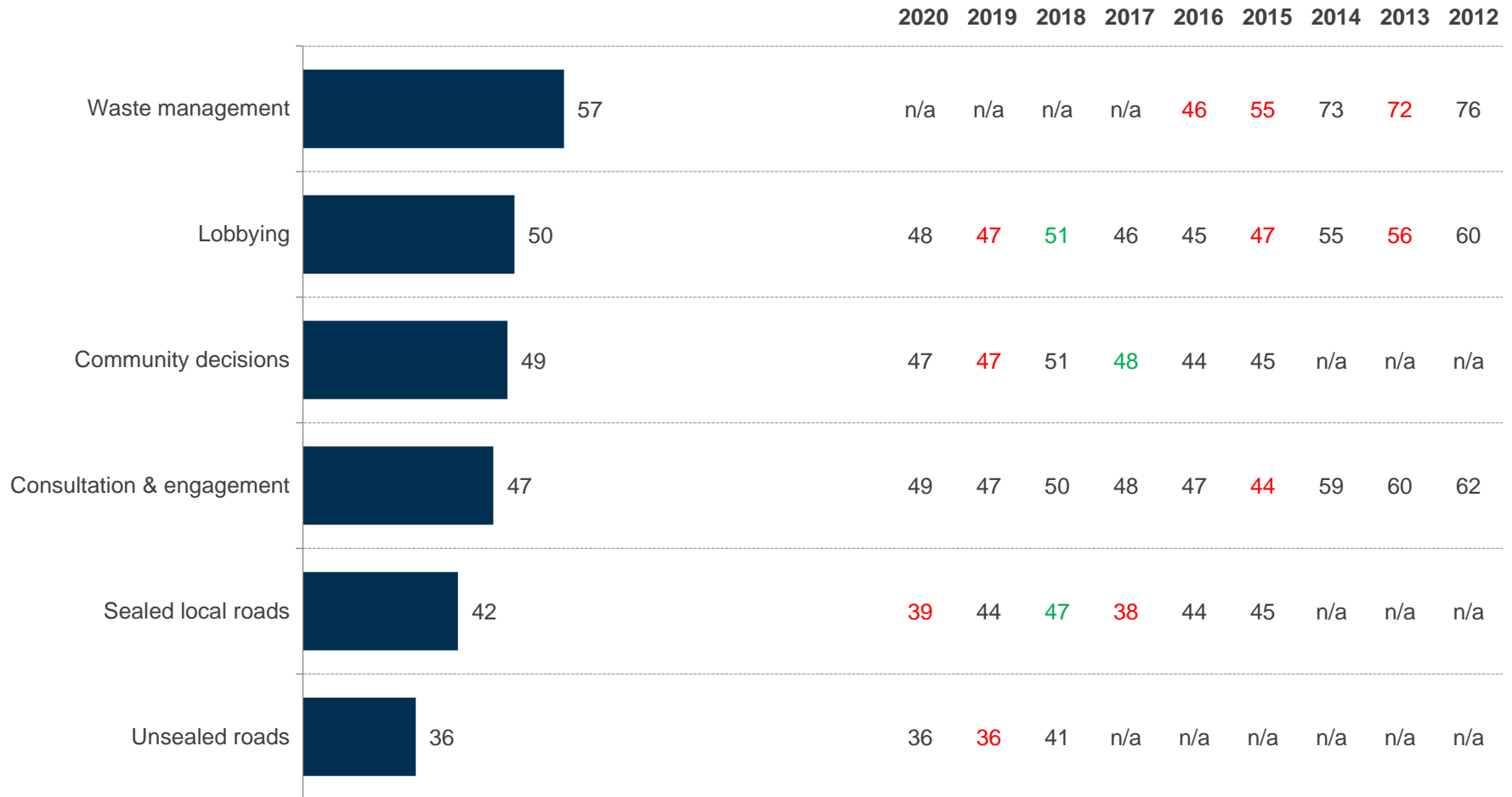
- Significant increases in performance ratings of sealed local roads are seen among those aged 18 to 34 years (index score of 47, up 16 points on 2020), men (index score of 44, up six points on 2020) and Central residents (index score of 40, up 11 points on 2020).

Council rates significantly lower than the Large Rural group and State-wide average for both unsealed and sealed local roads.



# Individual service area performance

## 2021 individual service area performance (index scores)



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

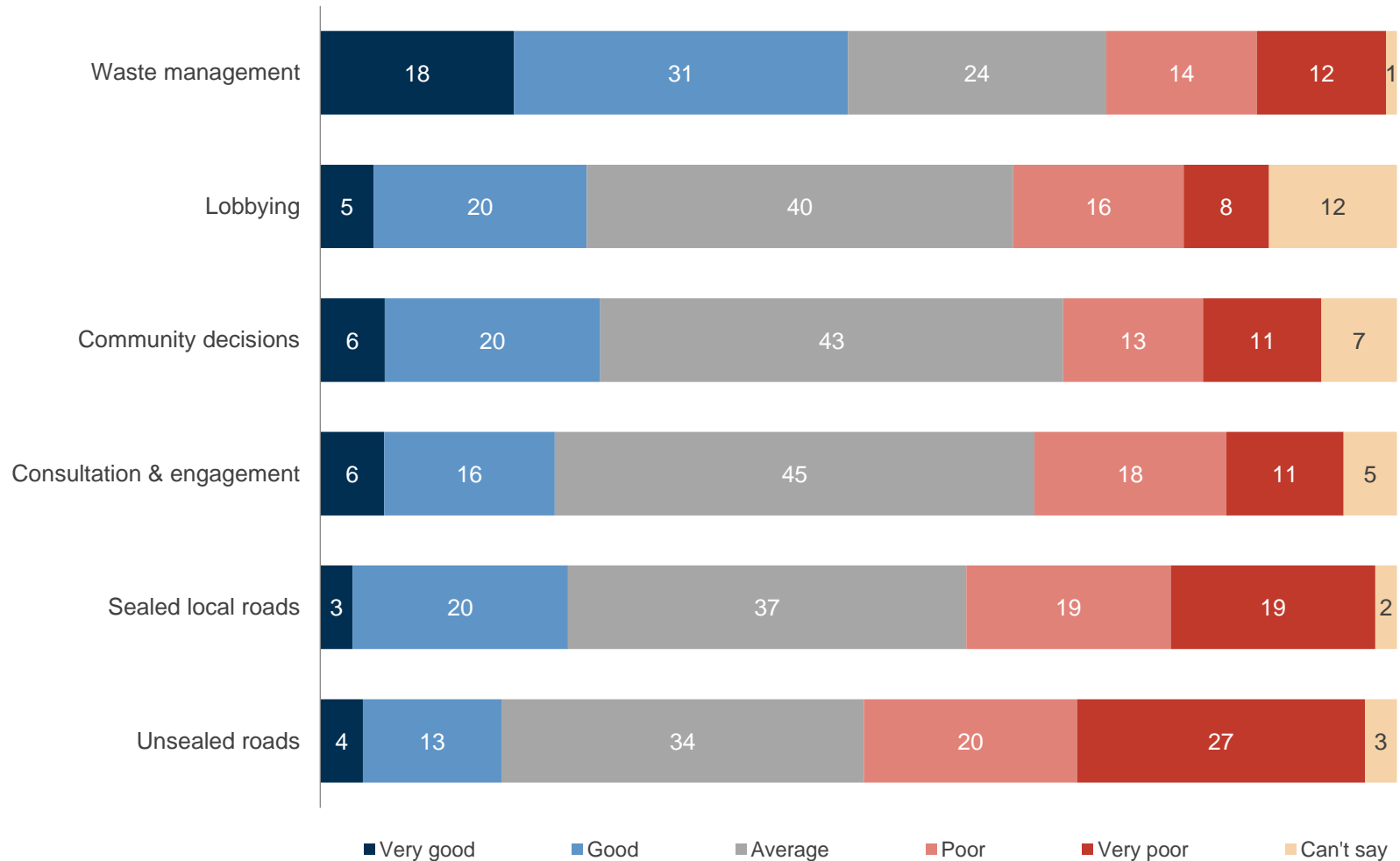
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

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



# Individual service area performance

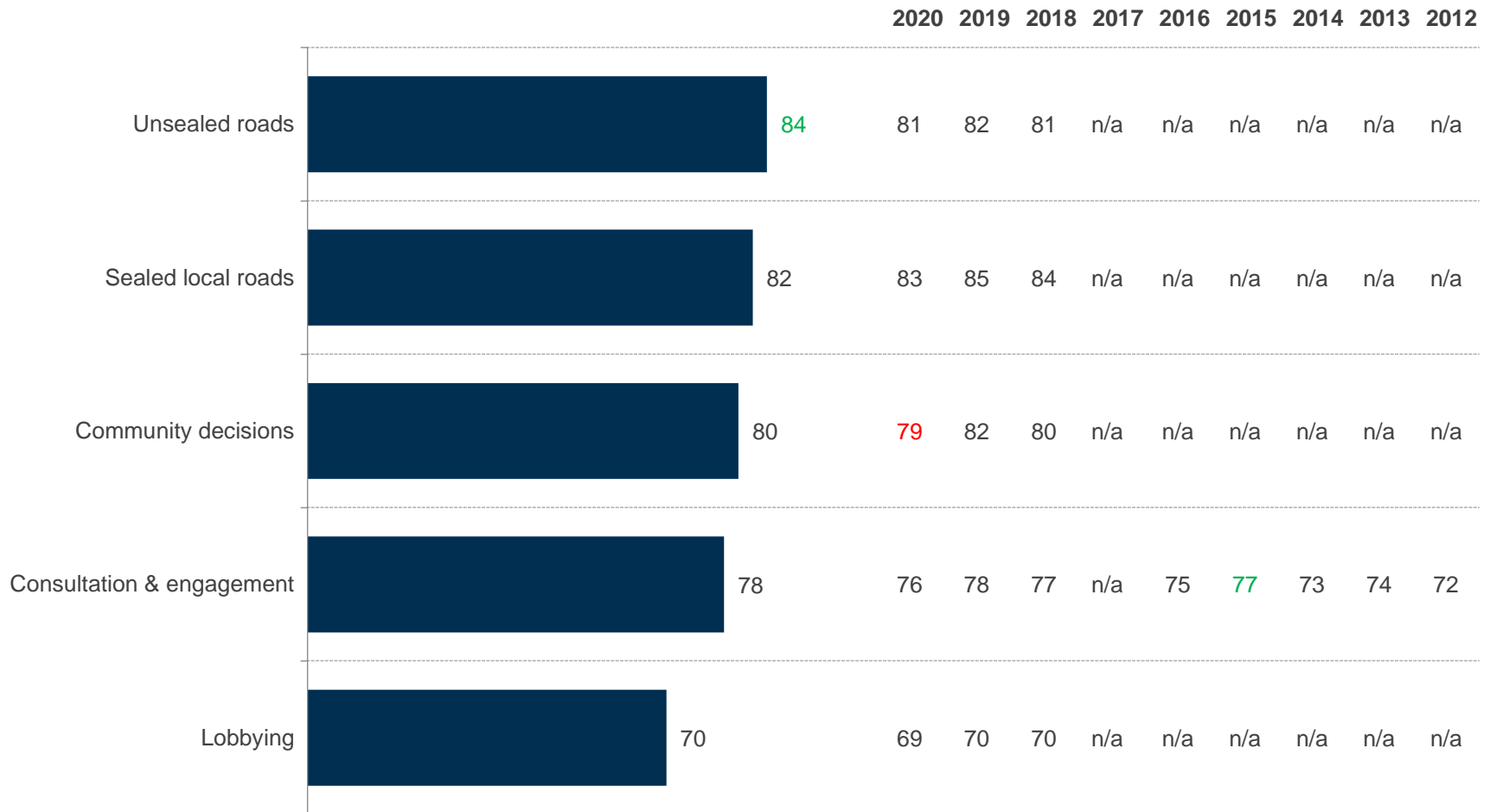
2021 individual service area performance (%)





# Individual service area importance

## 2021 individual service area importance (index scores)



Q1. Firstly, how important should [RESPONSIBILITY AREA] be as a responsibility for Council?

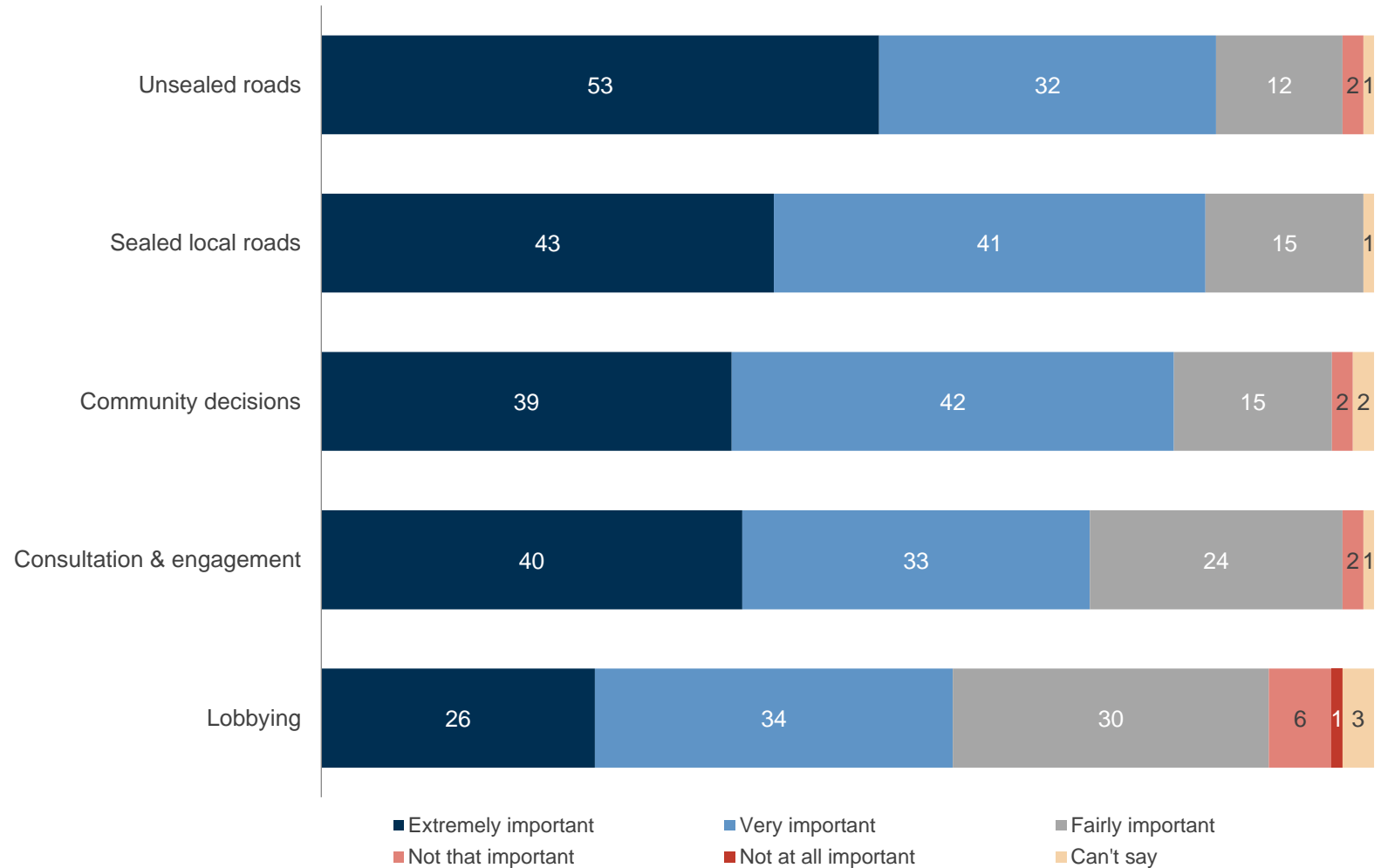
Base: All respondents. Councils asked state-wide: 34 Councils asked group: 9

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



## Individual service area importance

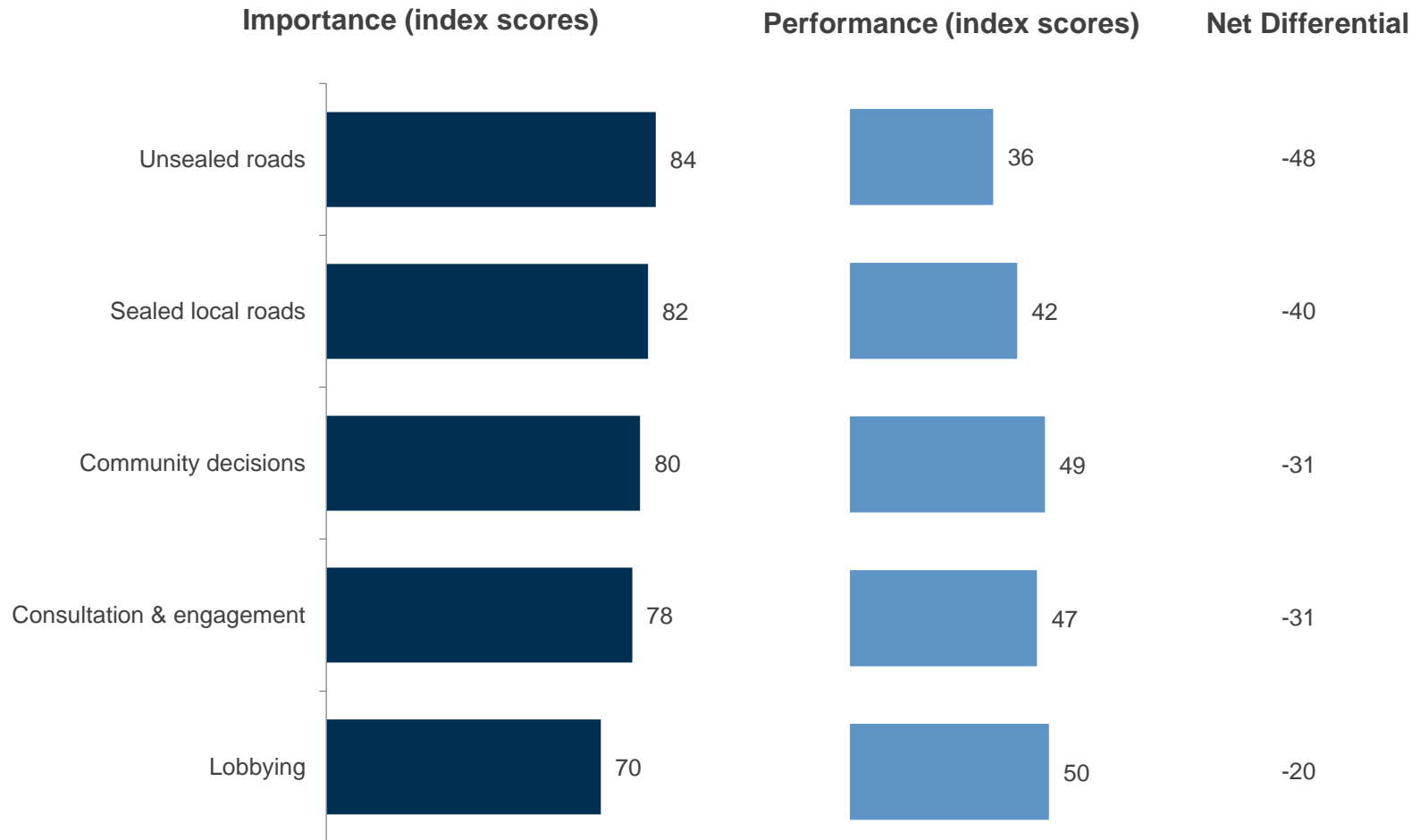
2021 individual service area importance (%)





# Individual service areas importance vs performance

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



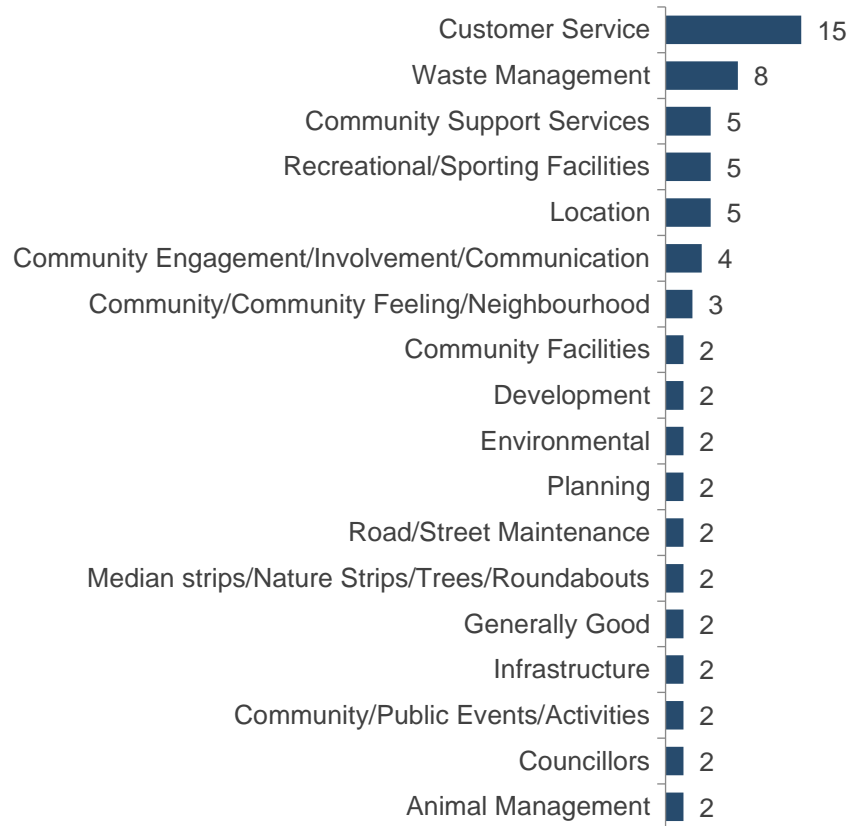
Note: Net differentials are calculated based on the un-rounded importance and performance scores, then rounded to the nearest whole number, which may result in differences of +/-1% in the importance and performance scores and the net differential scores.



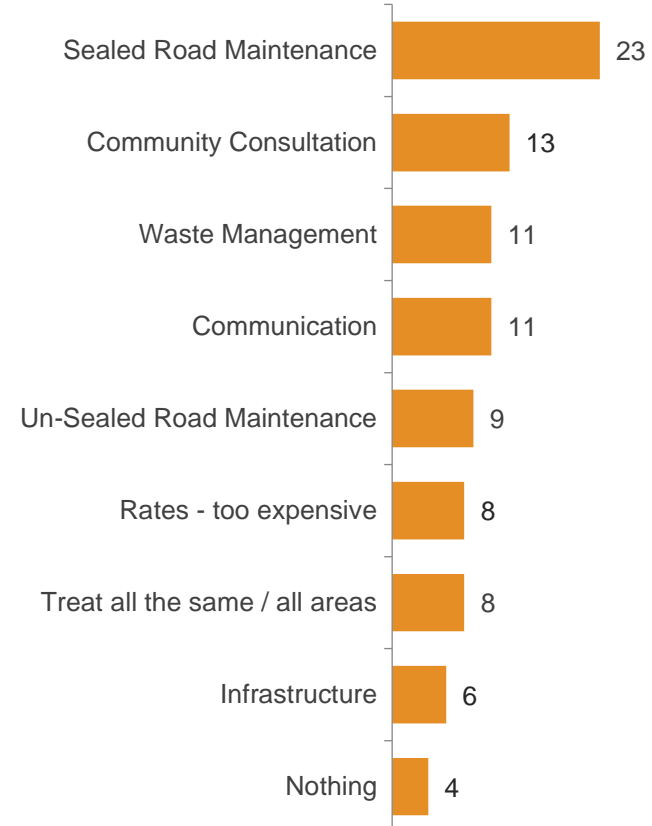


# Best things about Council and areas for improvement

**2021 best things about Council (%)**  
- Top mentions only -



**2021 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: 28 Councils asked group: 9

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

Base: All respondents. Councils asked state-wide: 45 Councils asked group: 12

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





# **Customer service**



## Contact with council and customer service

### Contact with council

Unchanged since 2020, 63% of residents have had contact with Council in the last 12 months. Rate of contact has stabilised after declining since 2018.

Residents aged 18 to 34 years are significantly less likely to have contacted Council in 2021 (52%).



**Among those residents who have had contact with Council, 55% provide a positive customer service rating of 'very good' or 'good', including 22% of residents who rate Council's customer service as 'very good'.**

### Customer service

Council's customer service index of 62 is consistent with 2020 results, maintaining a stable trend seen since 2016.

- Council continues to rate significantly lower than the Large Rural group and State-wide averages on customer service (index scores of 68 and 70 respectively).

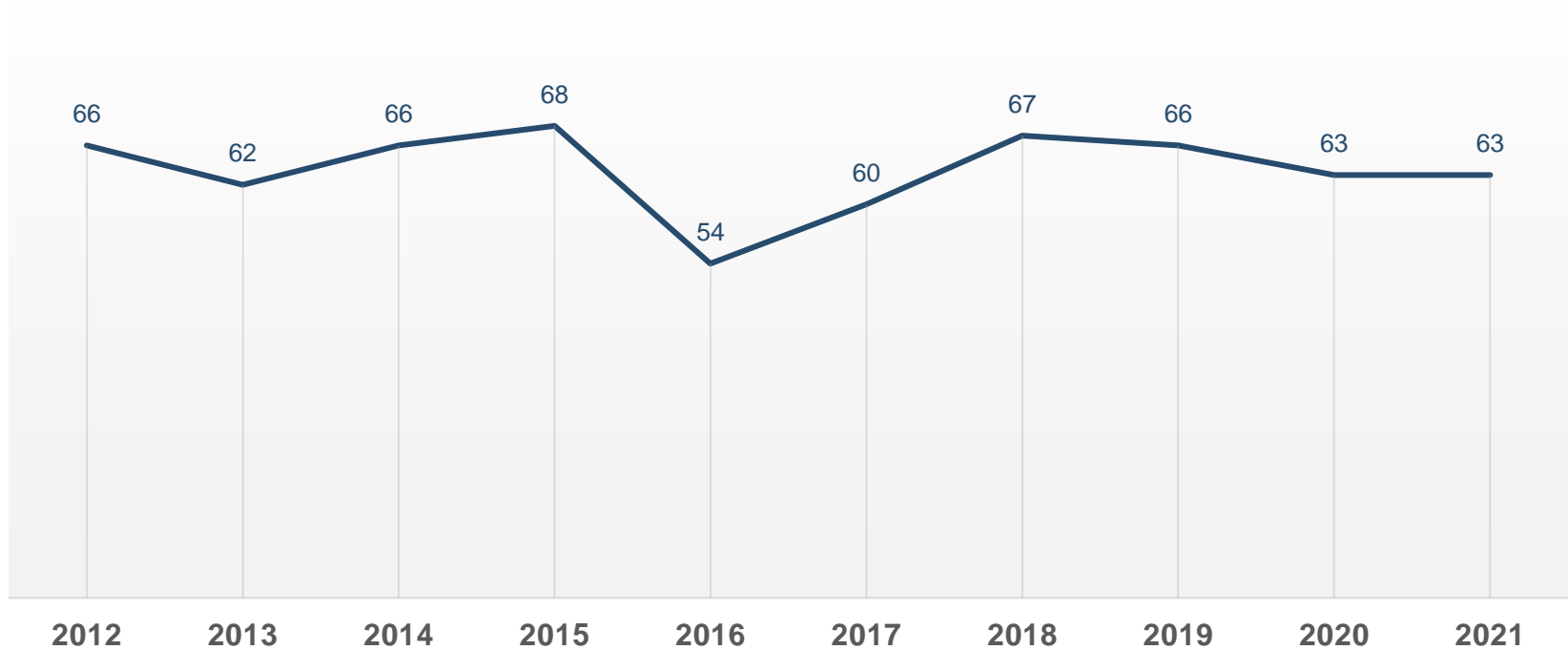
Among residents who have had contact with Council, more than half (55%) continue to provide a positive customer service rating of 'very good' or 'good'.

- No significant differences in ratings are seen across demographic and geographic cohorts compared to the 2021 Council average. Reflecting the pattern seen in 2020, perceptions of customer service in 2021 continue to be most positive among residents aged 65 years and over (index score of 68) and least positive among residents aged 50 to 64 years (55).
- Importantly, Council appears to have arrested declining perceptions of customer service among women and those aged 65+ years. However, the multi-year downward trend in ratings seen among those aged 50 to 64 years continues in 2021.



## Contact with council

2021 contact with council (%)  
Have had contact



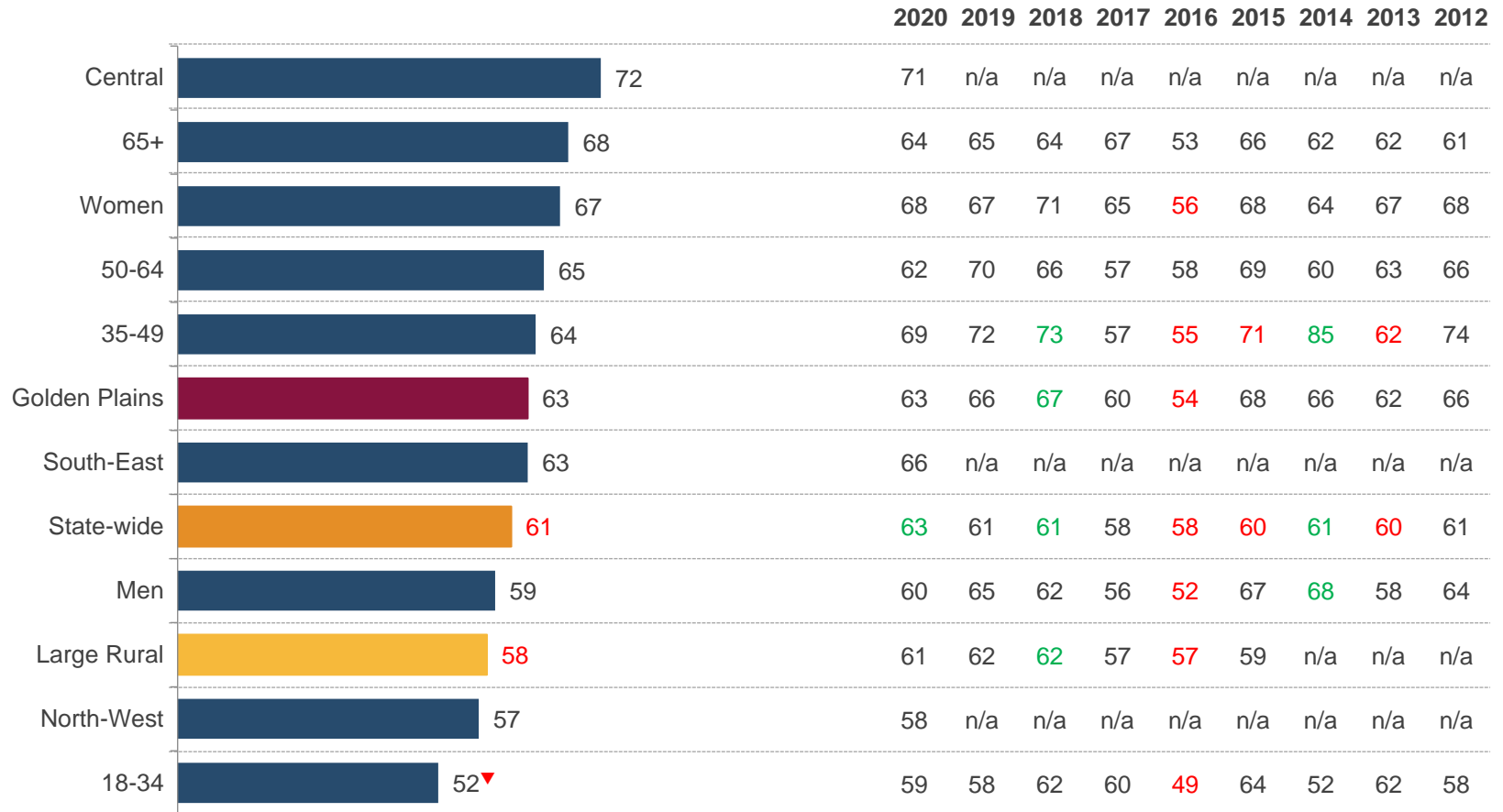
Q5. Over the last 12 months, have you or any member of your household had any contact with Golden Plains Shire Council? This may have been in person, in writing, by telephone conversation, by text message, by email or via their website or social media such as Facebook or Twitter?

Base: All respondents. Councils asked state-wide: 39 Councils asked group: 10



## Contact with council

### 2021 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: 39 Councils asked group: 10

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



# Customer service rating

## 2021 customer service rating (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	70▲	70	71	70	69	69	70	72	71	71
65+	68	66	69	70	64	69	69	75	76	77
Large Rural	68▲	68	69	67	66	67	67	n/a	n/a	n/a
18-34	66	64	62	60	66	62	66	75	78	71
Women	65	62	67	70	65	66	72	72	79	72
South-East	63	66	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Central	62	58	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Golden Plains	62	63	63	65	61	65	68	71	77	73
North-West	60	60	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	58	64	60	60	55	63	64	70	75	74
35-49	57	64	62	65	57	61	67	69	82	77
50-64	55	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.

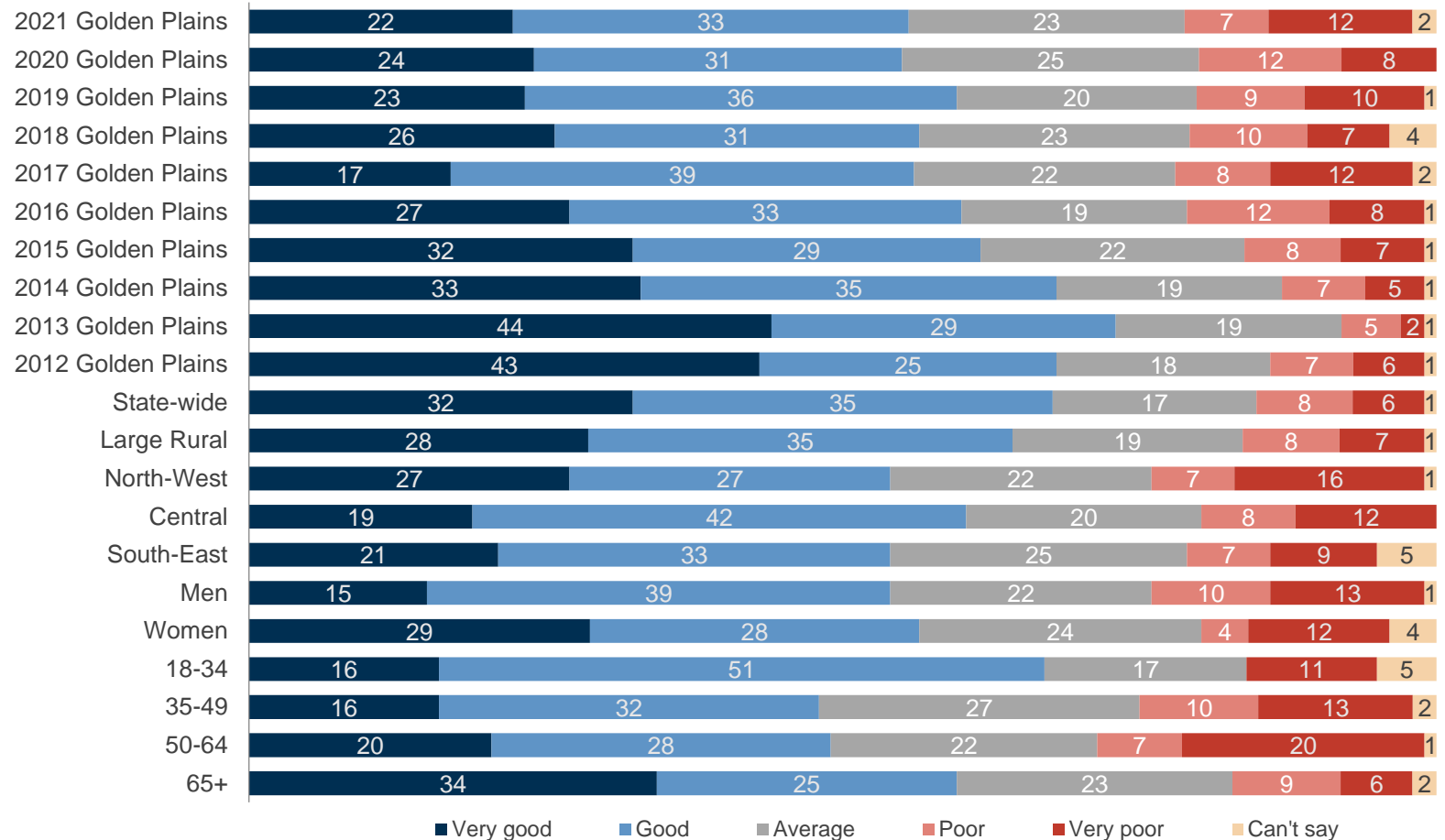
Councils asked state-wide: 66 Councils asked group: 19

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



## Customer service rating

### 2021 customer service rating (%)



Q5c. Thinking of the most recent contact, how would you rate Golden Plains Shire Council for customer service?

Please keep in mind we do not mean the actual outcome but rather the actual service that was received.

Base: All respondents who have had contact with Council in the last 12 months.

Councils asked state-wide: 66 Councils asked group: 19



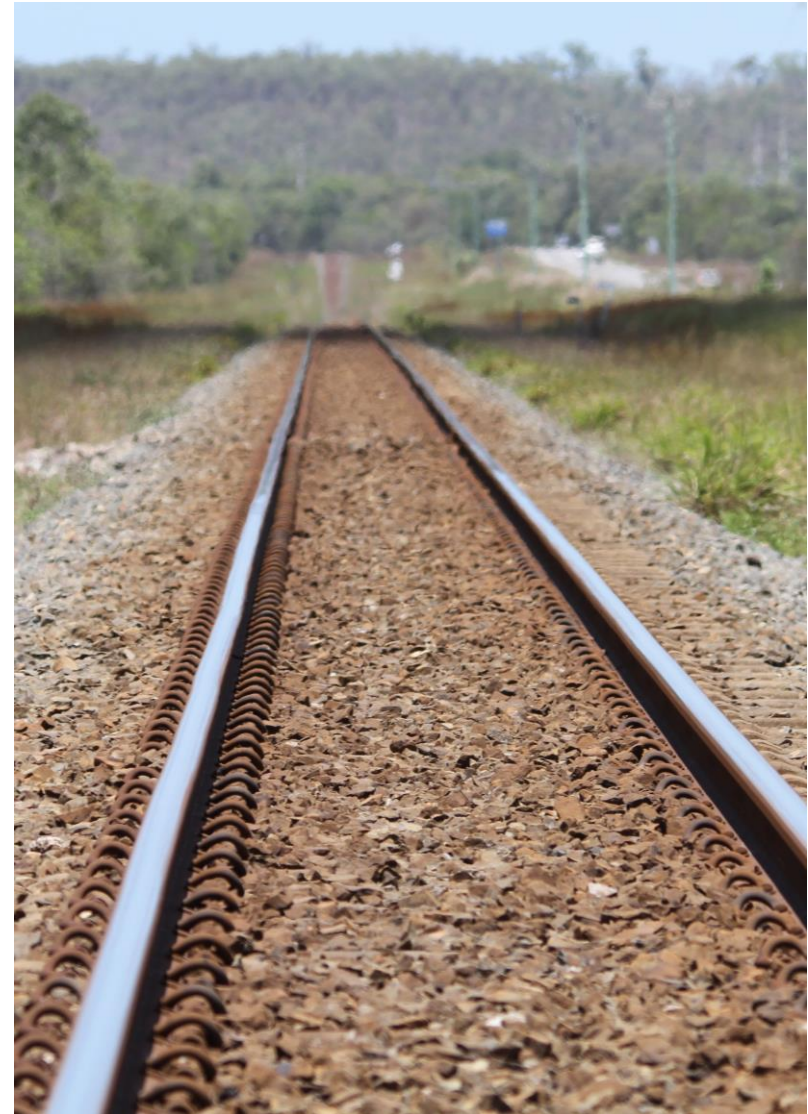
# **Council direction**



## Council direction

Perceptions of Council's overall direction mirror those seen in 2020. Over the last 12 months, 65% of residents believe the direction of Council's overall performance has stayed the same, down one percentage point on 2020.

- 10% believe the direction has improved in the last 12 months (unchanged from 2020).
- 21% believe it has deteriorated, up two points on 2020.
- The most satisfied with council direction are those aged 65 years and over (index score of 48) – as the cohort least satisfied with Council direction in 2020, this represents a positive shift in perceptions.
- The least satisfied with council direction are Central residents (index score of 41).







# Overall council direction last 12 months

## 2021 overall council direction (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	53▲	51	53	52	53	51	53	53	53	52
Large Rural	51▲	50	51	52	52	48	51	n/a	n/a	n/a
65+	48	42	48	50	49	44	44	55	64	56
Women	47	44	45	50	46	41	45	54	60	54
South-East	46	44	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
18-34	45	50	58	53	45	47	38	57	61	57
North-West	45	46	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Golden Plains	45	45	46	49	45	41	42	53	57	55
35-49	43	44	38	47	43	34	40	51	54	56
Men	42	46	47	48	43	41	39	53	55	56
50-64	42	44	41	47	43	42	45	50	54	54
Central	41	44	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

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

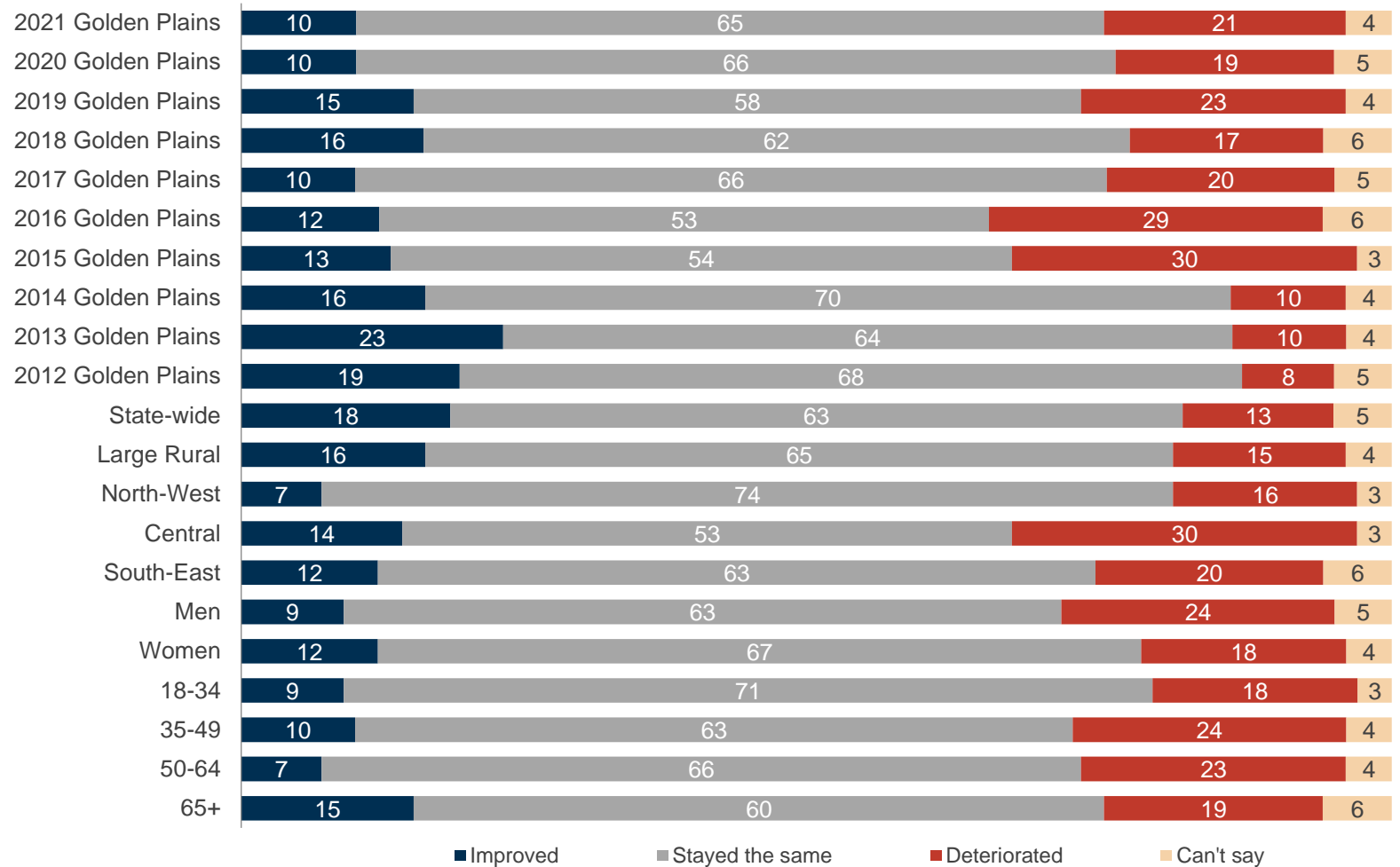
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

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



## Overall council direction last 12 months

### 2021 overall council direction (%)



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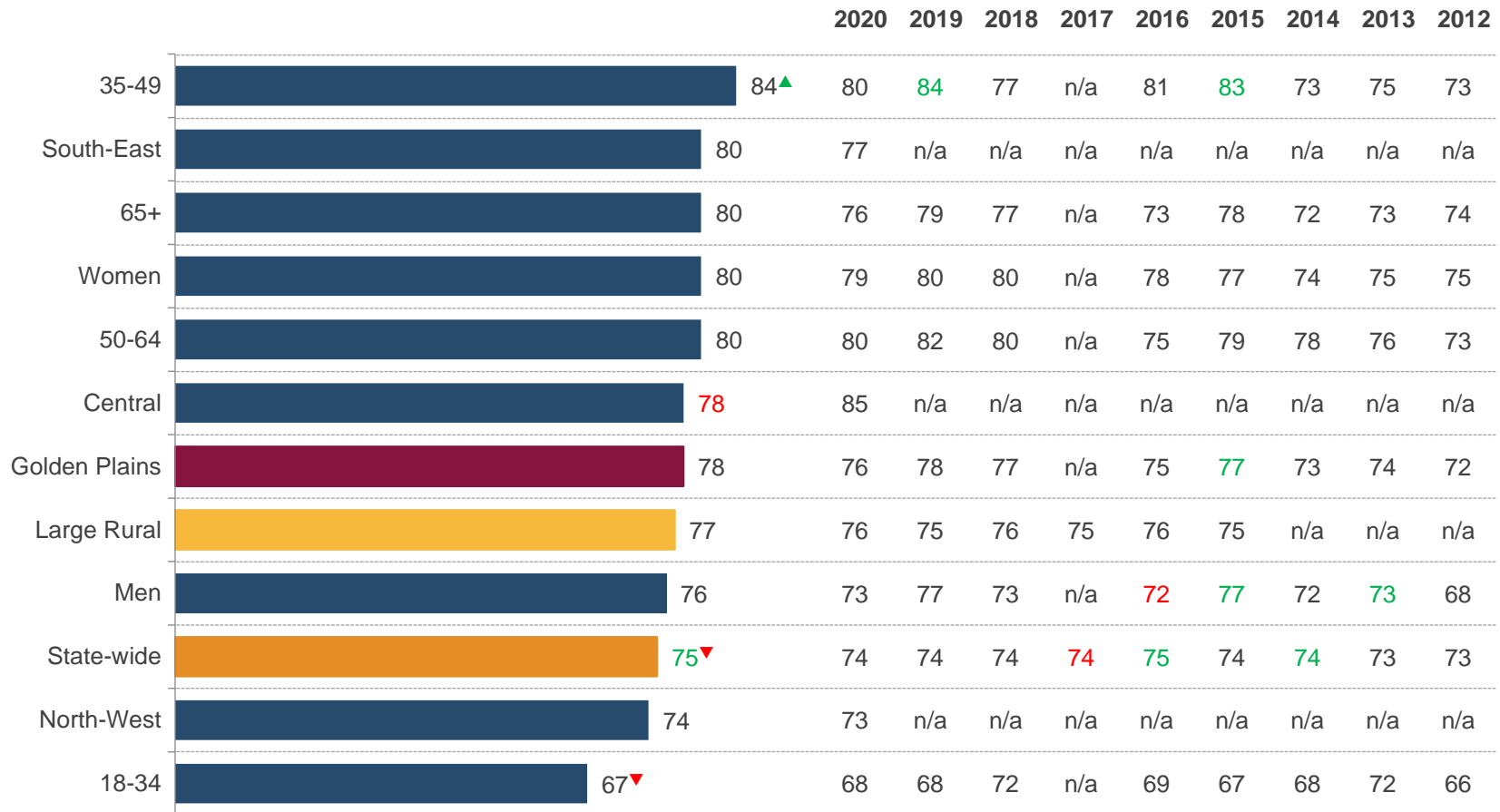
# **Individual service areas**



# Community consultation and engagement importance



## 2021 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: 29 Councils asked group: 9

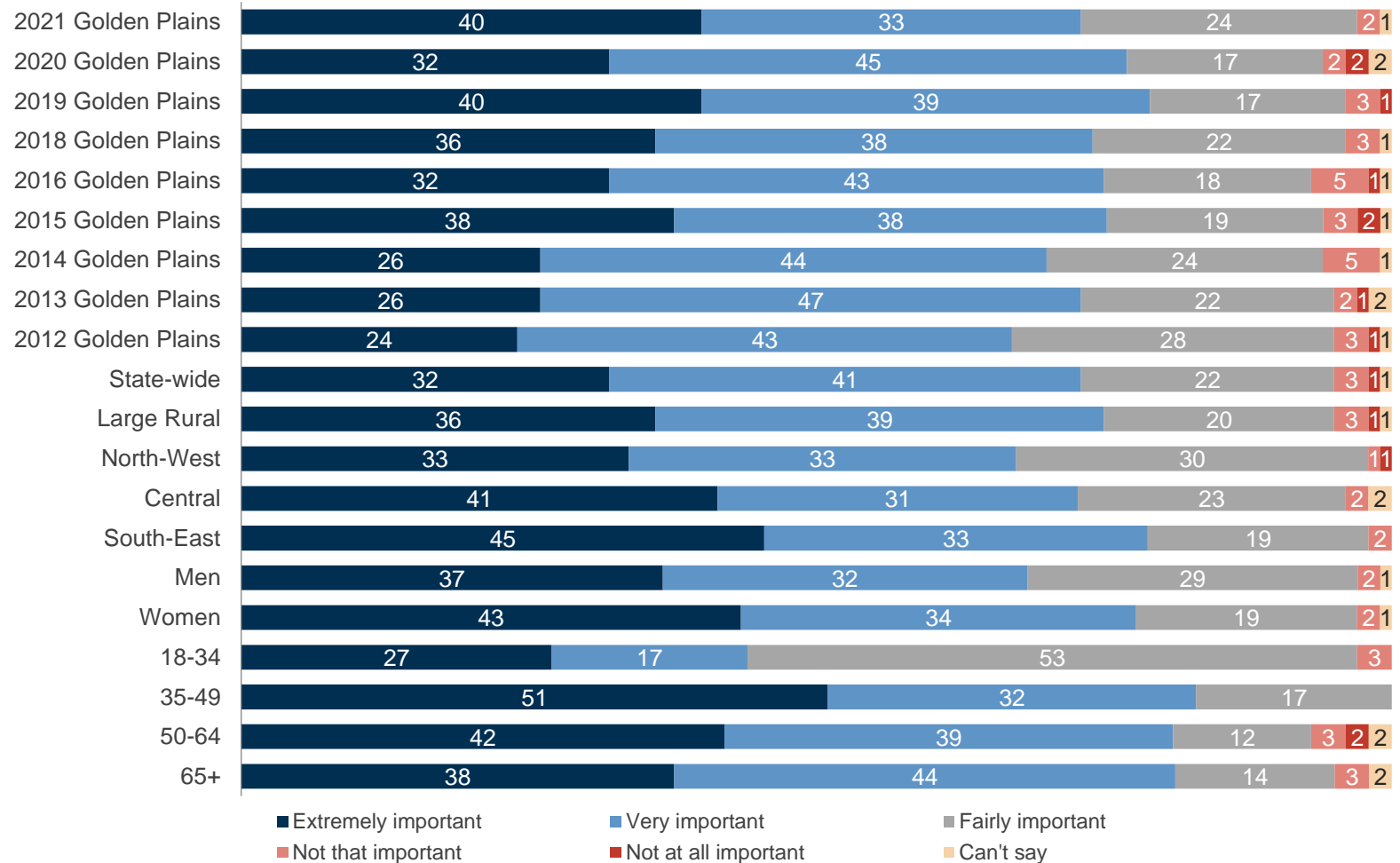
Note: Please see Appendix A for explanation of significant differences.



# Community consultation and engagement importance



## 2021 consultation and engagement importance (%)





# Community consultation and engagement performance



## 2021 consultation and engagement performance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	56▲	55	56	55	55	54	56	57	57	57
Large Rural	54▲	54	54	54	52	52	54	n/a	n/a	n/a
65+	51	49	49	51	49	48	48	60	64	63
18-34	50	48	52	49	47	57	48	61	64	68
South-East	48	48	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Women	48	49	48	55	52	50	46	61	64	64
North-West	47	52	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Golden Plains	47	49	47	50	48	47	44	59	60	62
Men	46	49	46	45	44	44	43	56	56	60
Central	45	44	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	44	50	45	46	44	47	44	54	56	59
35-49	43	50	44	53	49	40	40	59	60	60

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

Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

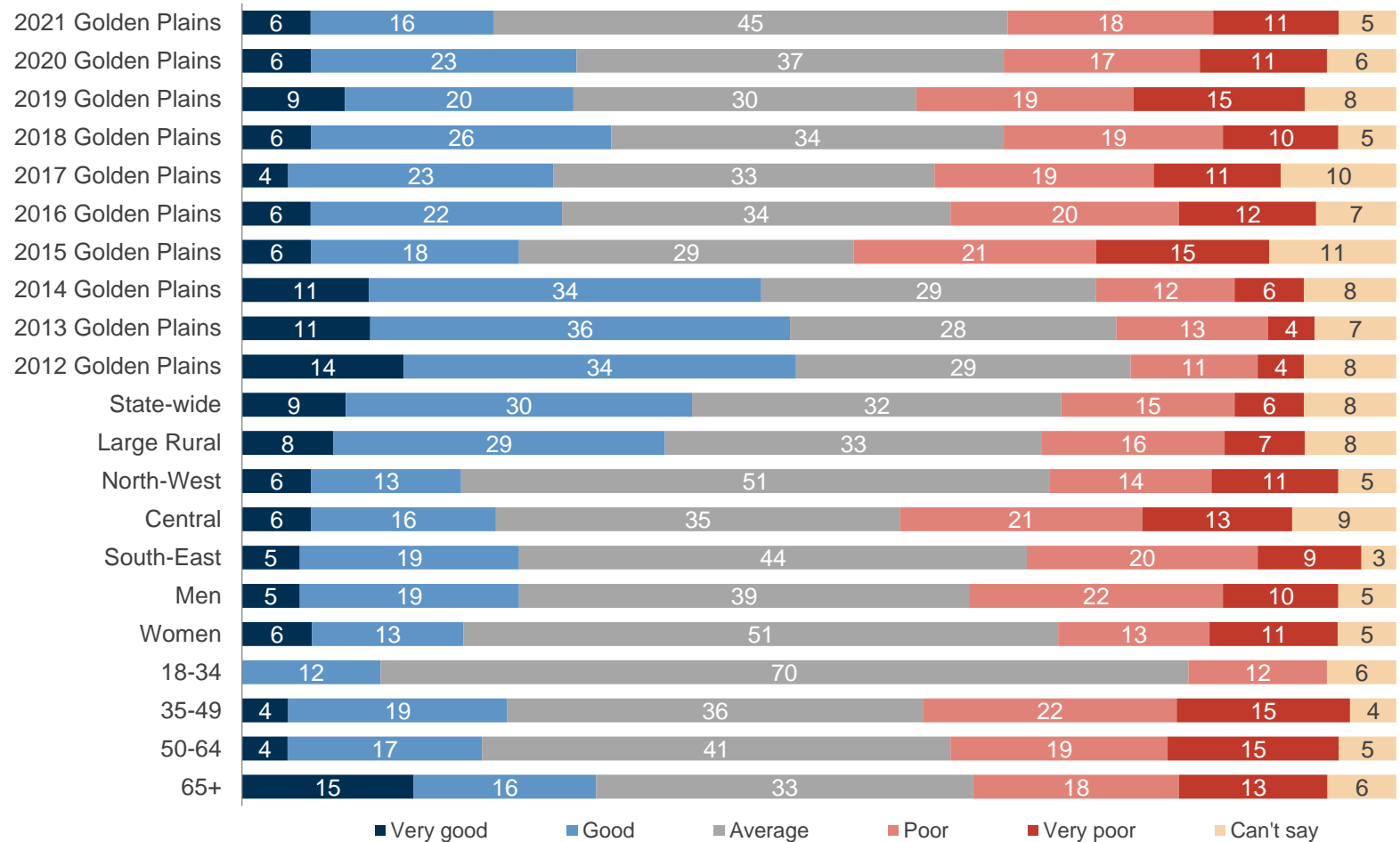
Note: Please see Appendix A for explanation of significant differences.



# Community consultation and engagement performance



## 2021 consultation and engagement performance (%)





# Lobbying on behalf of the community importance



## 2021 lobbying importance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
Women	74▲	71	74	73	n/a	n/a	n/a	n/a	n/a	n/a
50-64	74	71	72	69	n/a	n/a	n/a	n/a	n/a	n/a
65+	72	68	70	69	n/a	n/a	n/a	n/a	n/a	n/a
South-East	71	71	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Large Rural	71	69	67	68	69	70	70	n/a	n/a	n/a
Golden Plains	70	69	70	70	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	69	68	67	68	69	69	69	70	70	70
35-49	69	75	74	75	n/a	n/a	n/a	n/a	n/a	n/a
North-West	69	64	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Central	68	75	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	65▼	67	65	67	n/a	n/a	n/a	n/a	n/a	n/a
18-34	65▼	60	62	66	n/a	n/a	n/a	n/a	n/a	n/a

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

Base: All respondents. Councils asked state-wide: 25 Councils asked group: 7

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

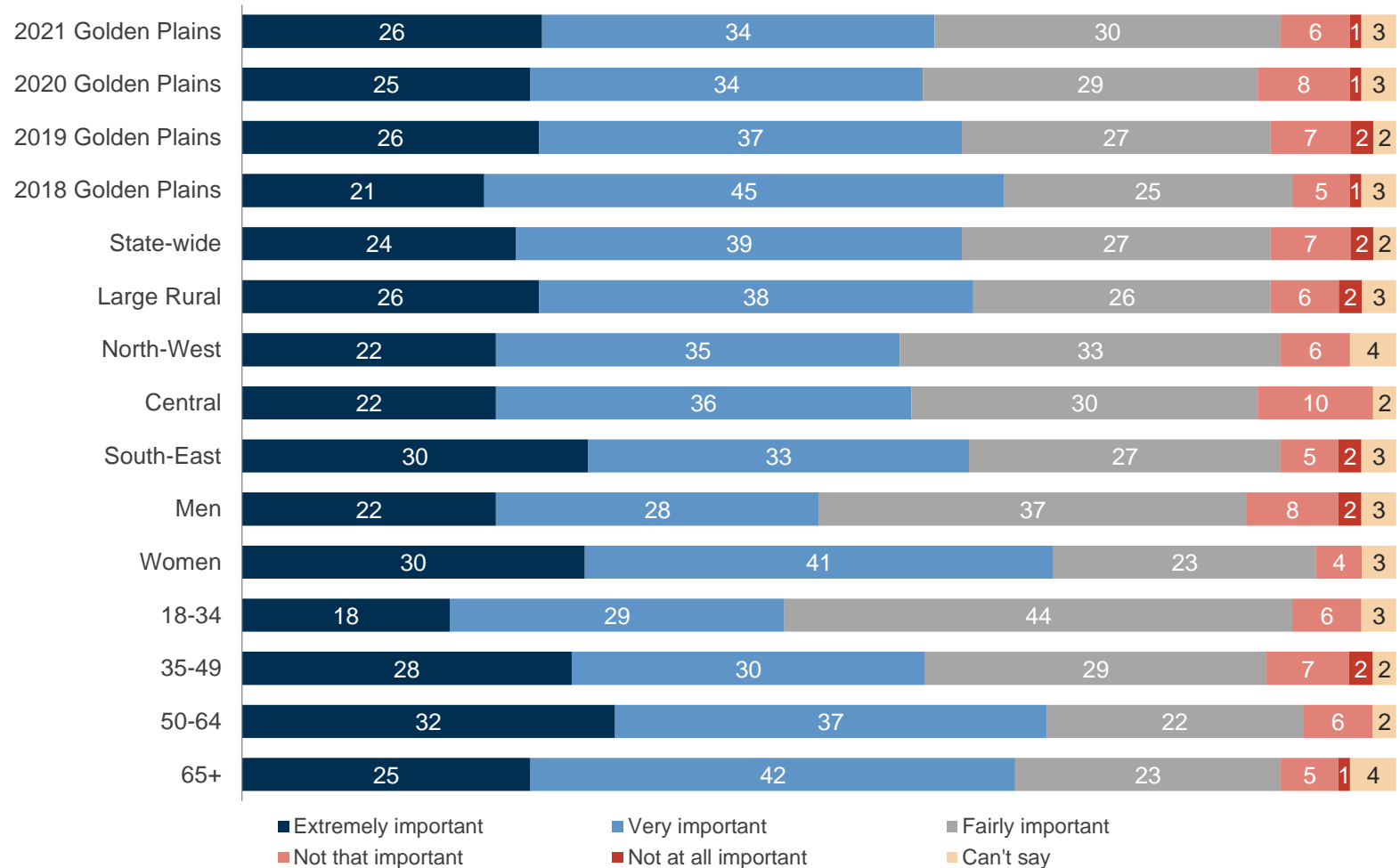




# Lobbying on behalf of the community importance



2021 lobbying importance (%)





# Lobbying on behalf of the community performance



## 2021 lobbying performance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	55▲	53	54	54	54	53	55	56	55	55
Large Rural	54▲	53	52	52	51	50	53	n/a	n/a	n/a
North-West	53	47	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
65+	51	47	51	50	49	48	53	60	60	64
35-49	51	47	42	51	46	35	43	53	55	57
Women	50	48	45	54	47	47	48	57	58	64
18-34	50	50	50	52	47	54	48	57	59	66
Golden Plains	50	48	47	51	46	45	47	55	56	60
Men	49	49	50	48	45	43	47	53	54	58
South-East	48	51	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	46	48	48	51	42	45	46	52	53	57
Central	45	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: 51 Councils asked group: 15

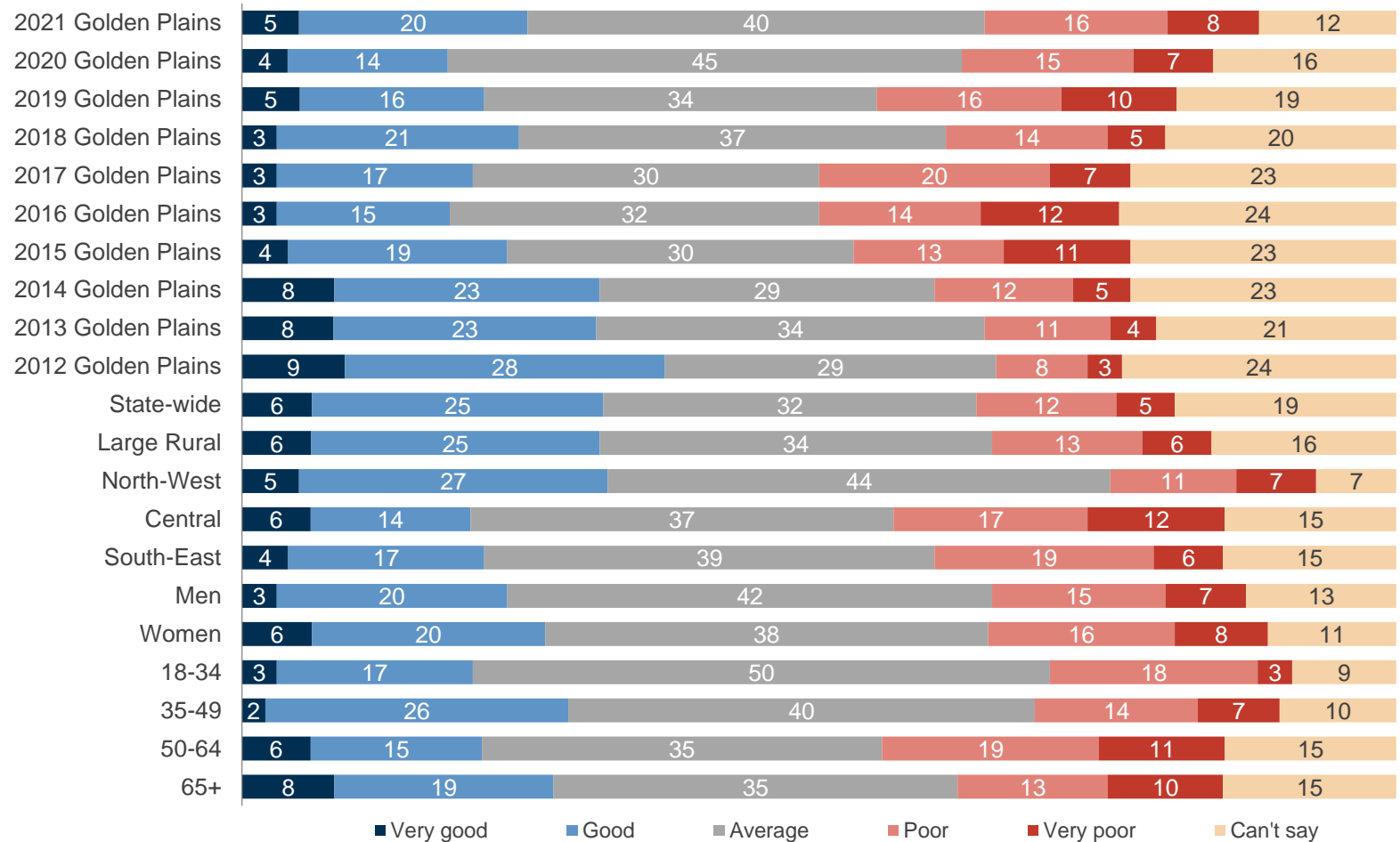
Note: Please see Appendix A for explanation of significant differences.



# Lobbying on behalf of the community performance



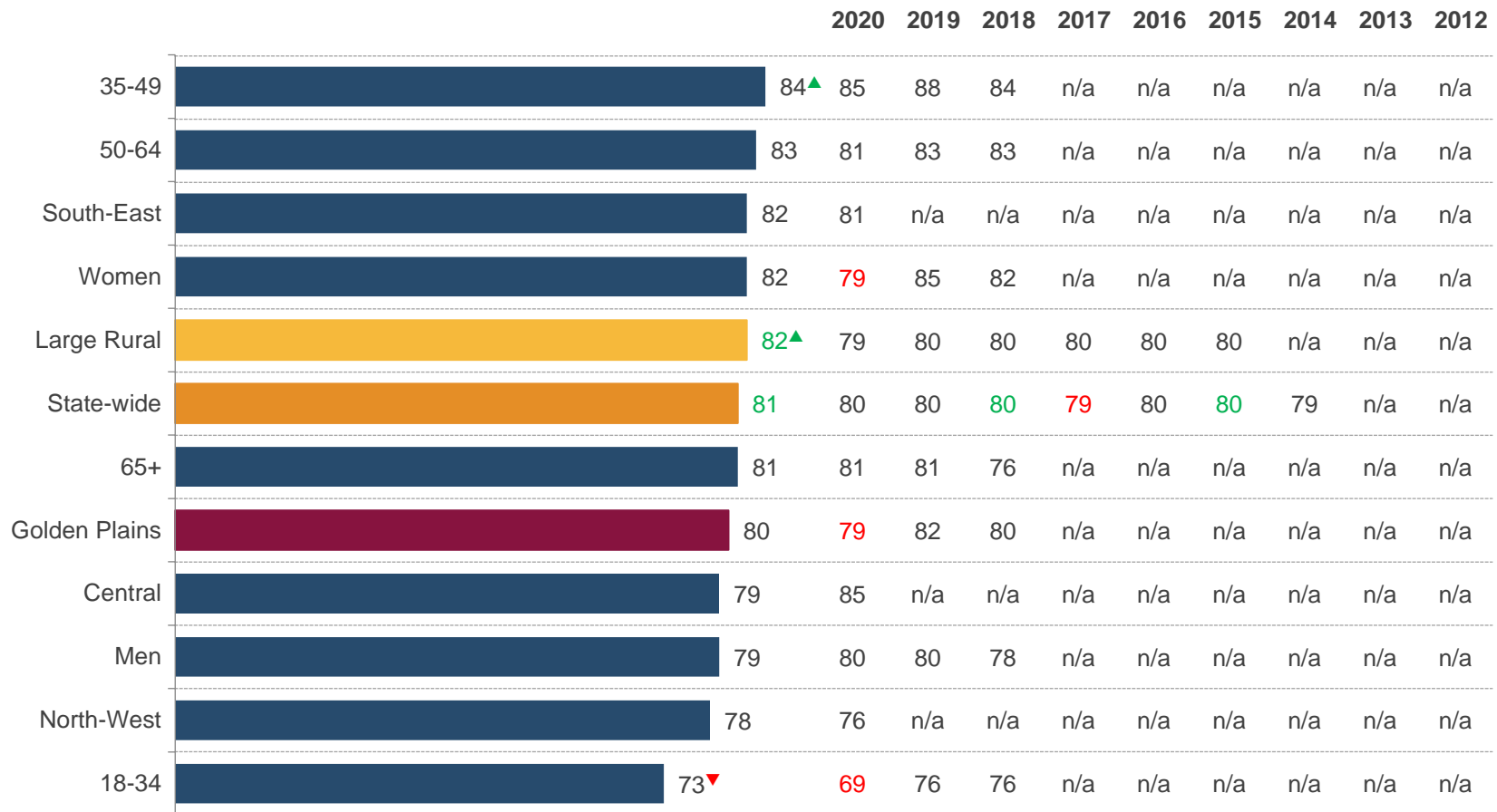
## 2021 lobbying performance (%)



# Decisions made in the interest of the community importance



## 2021 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?

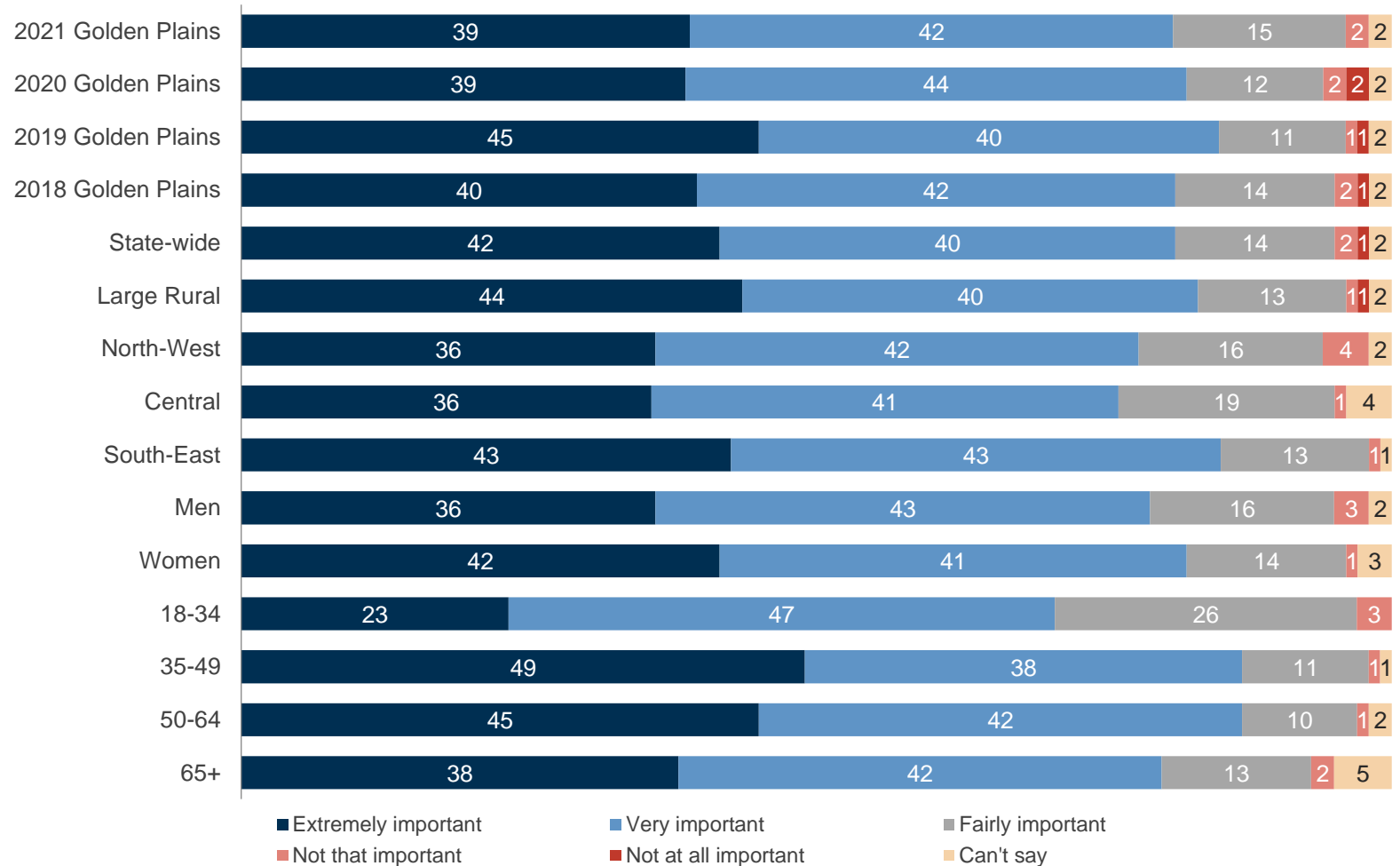
Base: All respondents. Councils asked state-wide: 24 Councils asked group: 8

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

# Decisions made in the interest of the community importance



2021 community decisions made importance (%)



# Decisions made in the interest of the community performance



## 2021 community decisions made performance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	56▲	53	55	54	54	54	55	57	n/a	n/a
Large Rural	54▲	52	52	52	51	50	52	n/a	n/a	n/a
18-34	53	55	55	47	48	50	47	n/a	n/a	n/a
65+	52	47	47	52	51	43	45	n/a	n/a	n/a
South-East	51	47	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	49	48	47	50	46	44	43	n/a	n/a	n/a
North-West	49	50	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Golden Plains	49	47	47	51	48	44	45	n/a	n/a	n/a
Women	48	46	46	51	50	44	47	n/a	n/a	n/a
50-64	46	44	46	47	45	47	46	n/a	n/a	n/a
35-49	45	43	40	55	47	38	42	n/a	n/a	n/a
Central	45	38	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

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

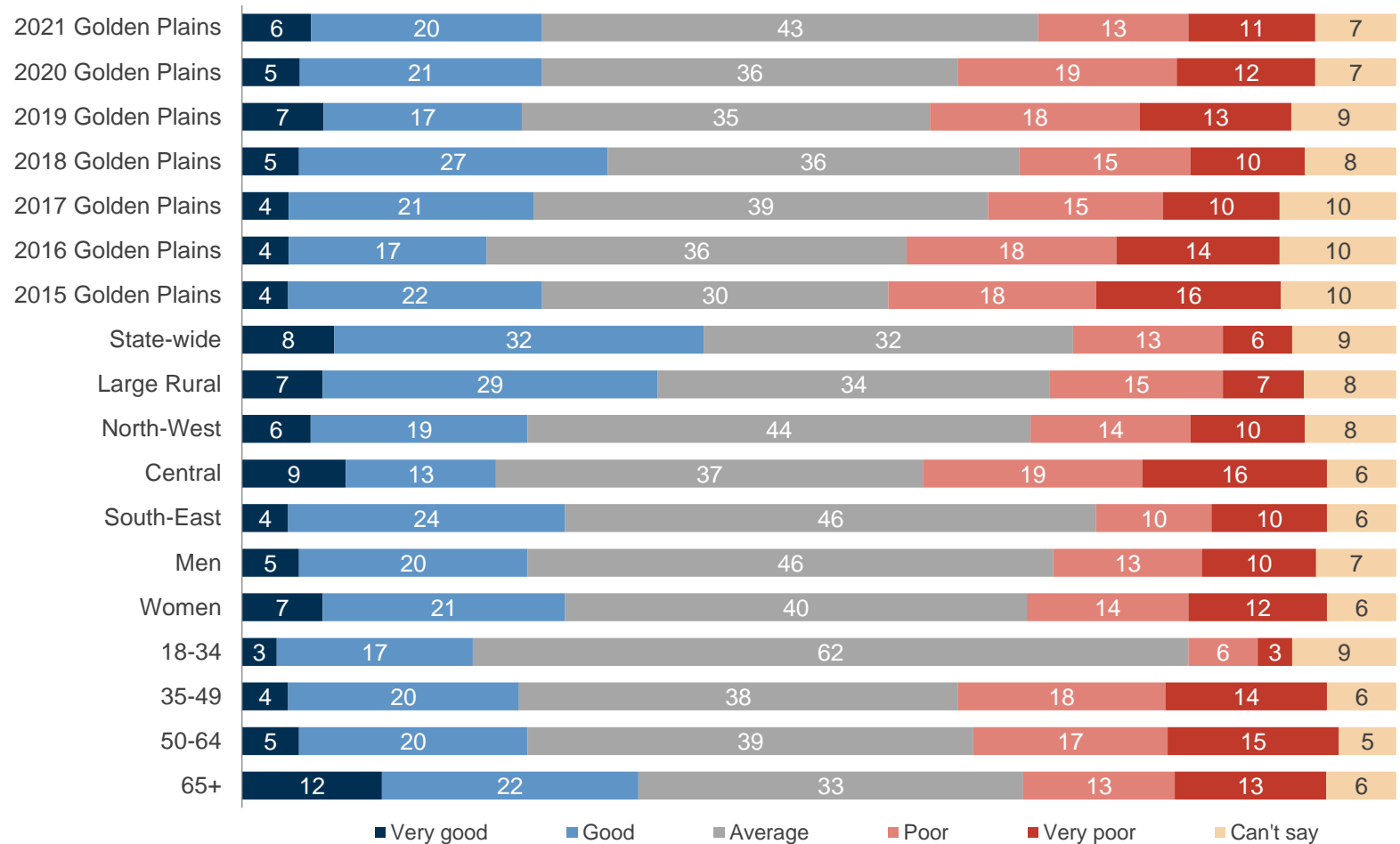
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

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

# Decisions made in the interest of the community performance



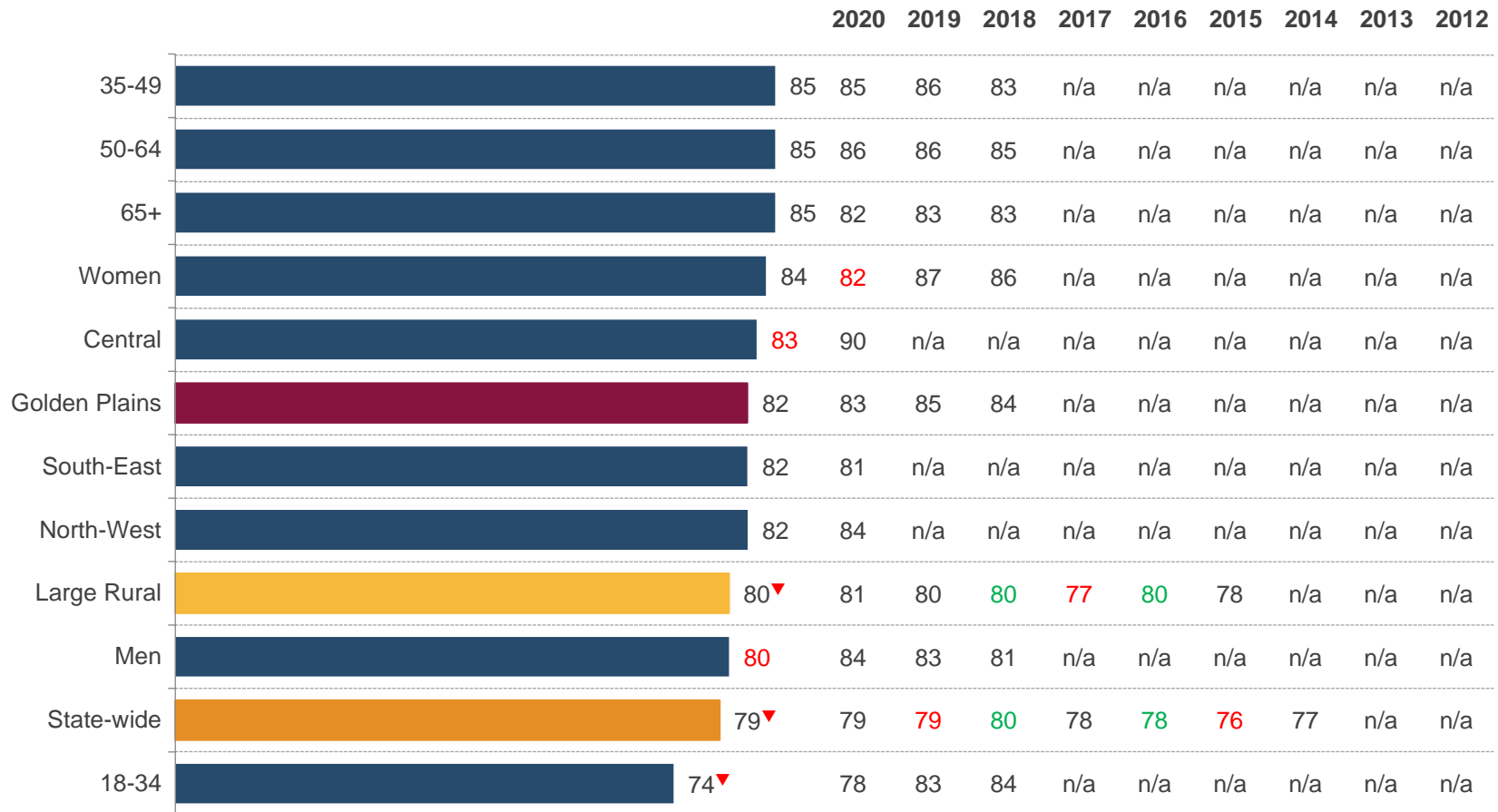
2021 community decisions made performance (%)



# The condition of sealed local roads in your area importance



## 2021 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: 24 Councils asked group: 6

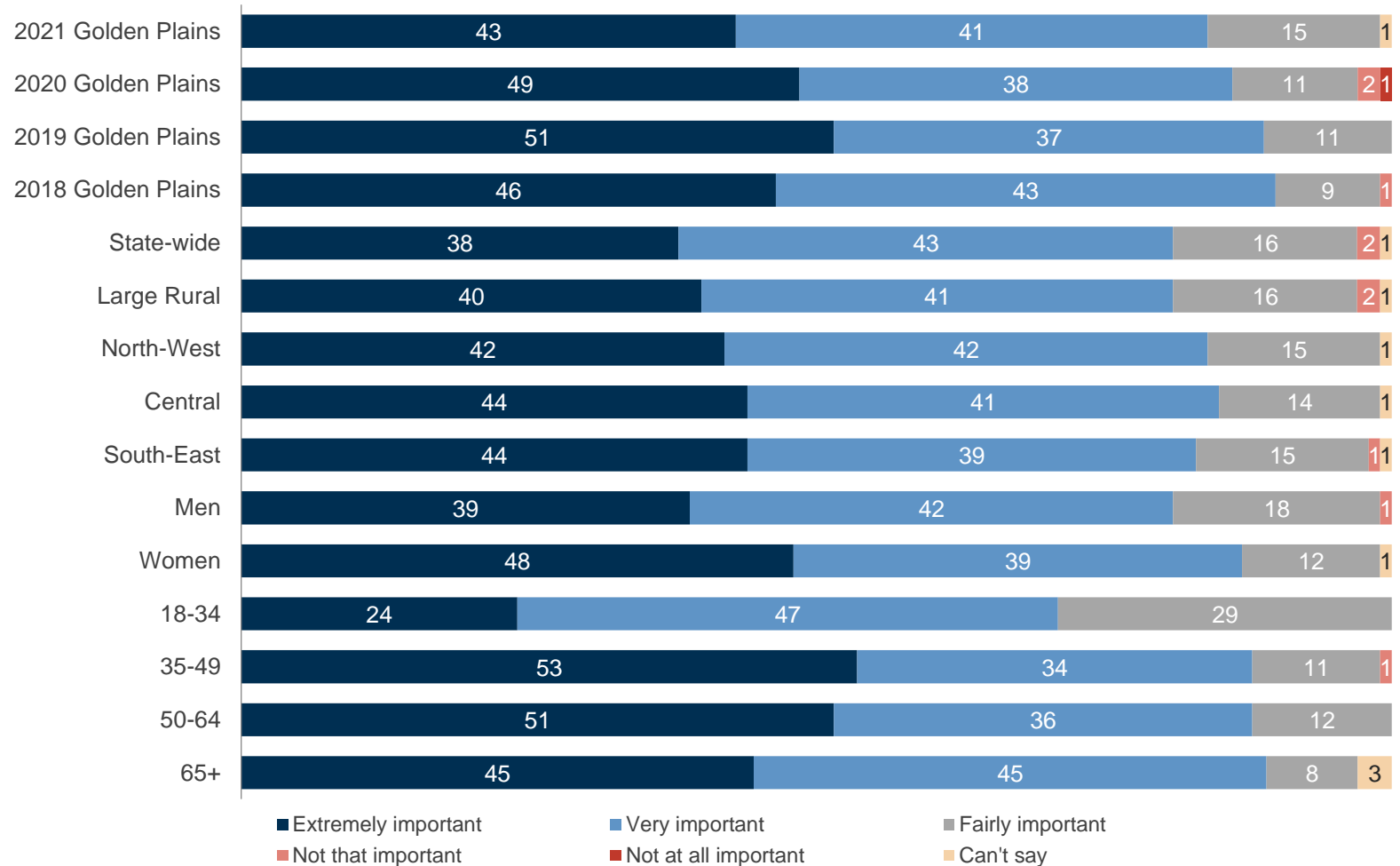
Note: Please see Appendix A for explanation of significant differences.



# The condition of sealed local roads in your area importance



## 2021 sealed local roads importance (%)



# The condition of sealed local roads in your area performance



## 2021 sealed local roads performance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	57▲	54	56	53	53	54	55	55	n/a	n/a
Large Rural	50▲	47	47	45	43	44	45	n/a	n/a	n/a
18-34	47	31	42	49	36	45	48	n/a	n/a	n/a
Men	44	38	43	45	39	45	46	n/a	n/a	n/a
South-East	44	40	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
65+	44	44	48	46	47	45	51	n/a	n/a	n/a
Golden Plains	42	39	44	47	38	44	45	n/a	n/a	n/a
North-West	42	39	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Women	41	39	44	49	38	44	44	n/a	n/a	n/a
Central	40	29	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	40	38	43	45	34	44	43	n/a	n/a	n/a
35-49	39	41	42	49	37	44	40	n/a	n/a	n/a

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

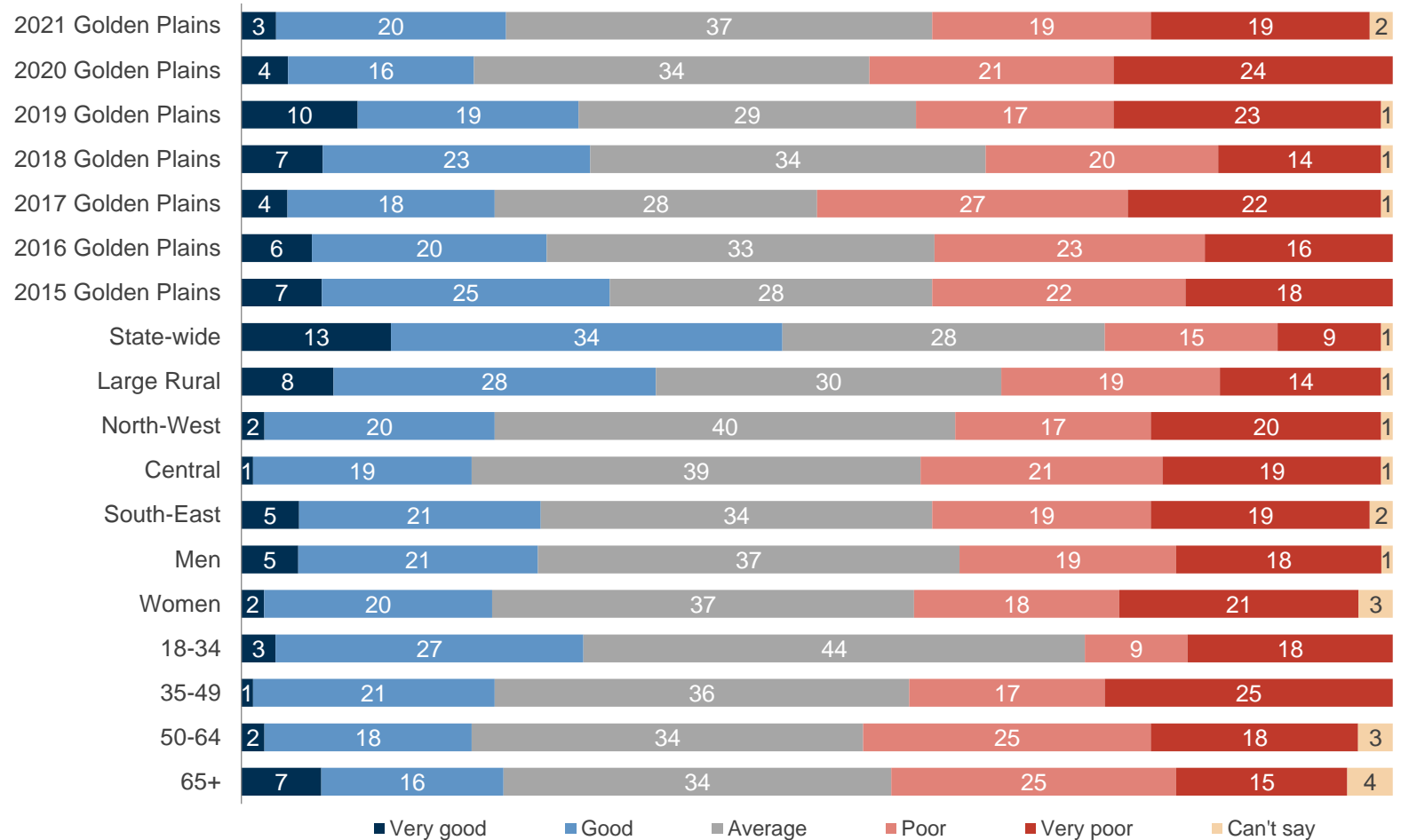
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

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

# The condition of sealed local roads in your area performance



2021 sealed local roads performance (%)





# Waste management performance



## 2021 waste management performance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	69▲	65	68	70	71	70	72	73	71	72
Large Rural	66▲	62	64	67	68	66	68	n/a	n/a	n/a
65+	63	n/a	n/a	n/a	n/a	51	62	78	72	80
Men	62	n/a	n/a	n/a	n/a	49	57	73	72	78
North-West	62	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Central	60	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
18-34	59	n/a	n/a	n/a	n/a	49	53	75	75	74
Golden Plains	57	n/a	n/a	n/a	n/a	46	55	73	72	76
50-64	55	n/a	n/a	n/a	n/a	50	58	71	71	74
35-49	53	n/a	n/a	n/a	n/a	37	49	72	72	76
Women	53	n/a	n/a	n/a	n/a	43	53	74	72	73
South-East	52	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Q2. How has Council performed on 'Waste management' over the last 12 months?

Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

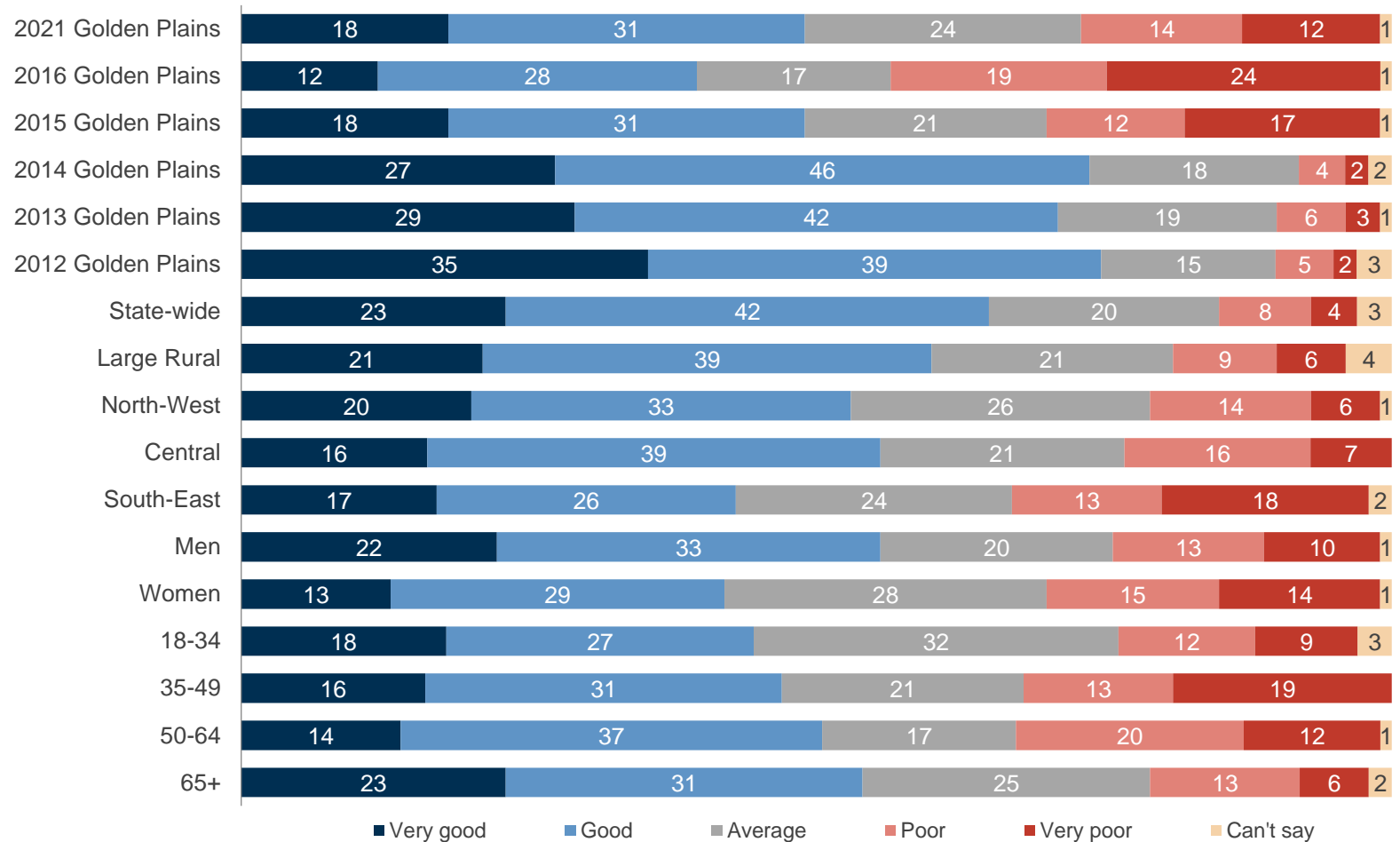
Note: Please see Appendix A for explanation of significant differences.



# Waste management performance



2021 waste management performance (%)

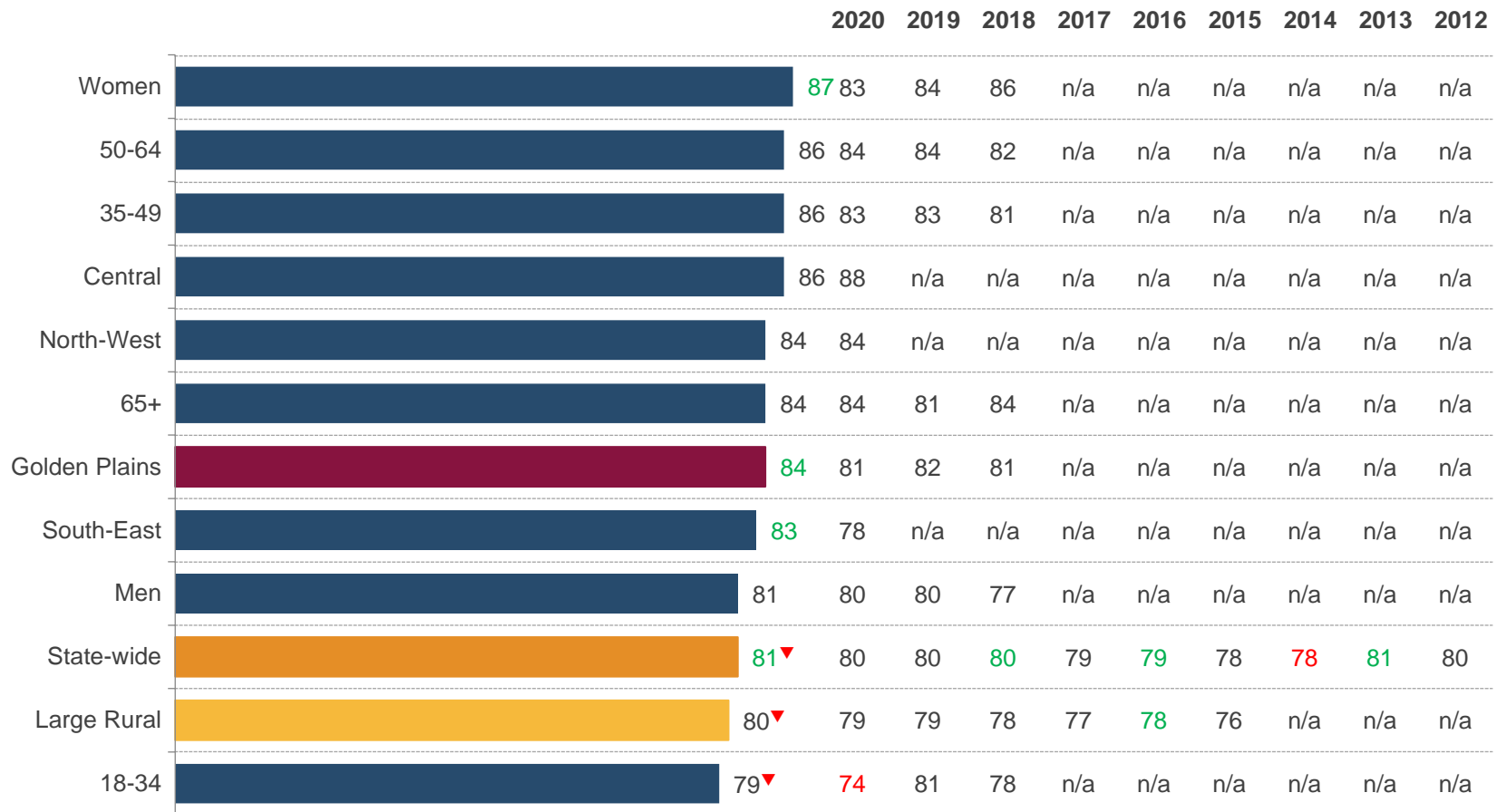




# Maintenance of unsealed roads in your area importance



## 2021 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: 16 Councils asked group: 6

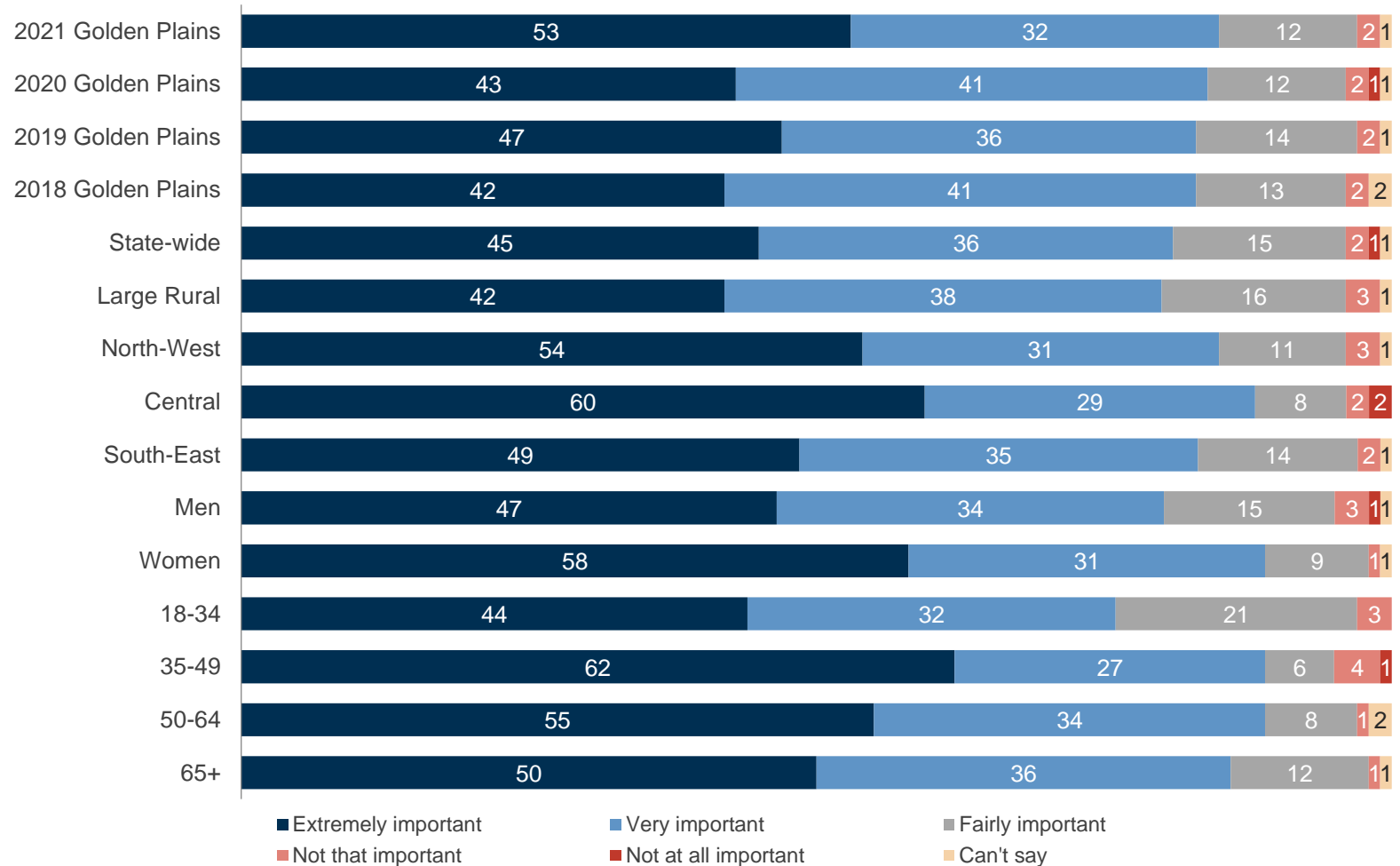
Note: Please see Appendix A for explanation of significant differences.



# Maintenance of unsealed roads in your area importance



## 2021 unsealed roads importance (%)





# Maintenance of unsealed roads in your area performance



## 2021 unsealed roads performance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	45▲	44	44	43	44	43	45	45	44	46
Large Rural	44▲	42	41	41	42	43	44	n/a	n/a	n/a
18-34	40	32	34	42	n/a	n/a	n/a	n/a	n/a	n/a
65+	39	37	44	42	n/a	n/a	n/a	n/a	n/a	n/a
North-West	39	38	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
South-East	38	36	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	38	35	35	40	n/a	n/a	n/a	n/a	n/a	n/a
Golden Plains	36	36	36	41	n/a	n/a	n/a	n/a	n/a	n/a
Women	35	37	38	42	n/a	n/a	n/a	n/a	n/a	n/a
50-64	34	35	35	38	n/a	n/a	n/a	n/a	n/a	n/a
35-49	32	39	34	42	n/a	n/a	n/a	n/a	n/a	n/a
Central	29▼	28	n/a	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.

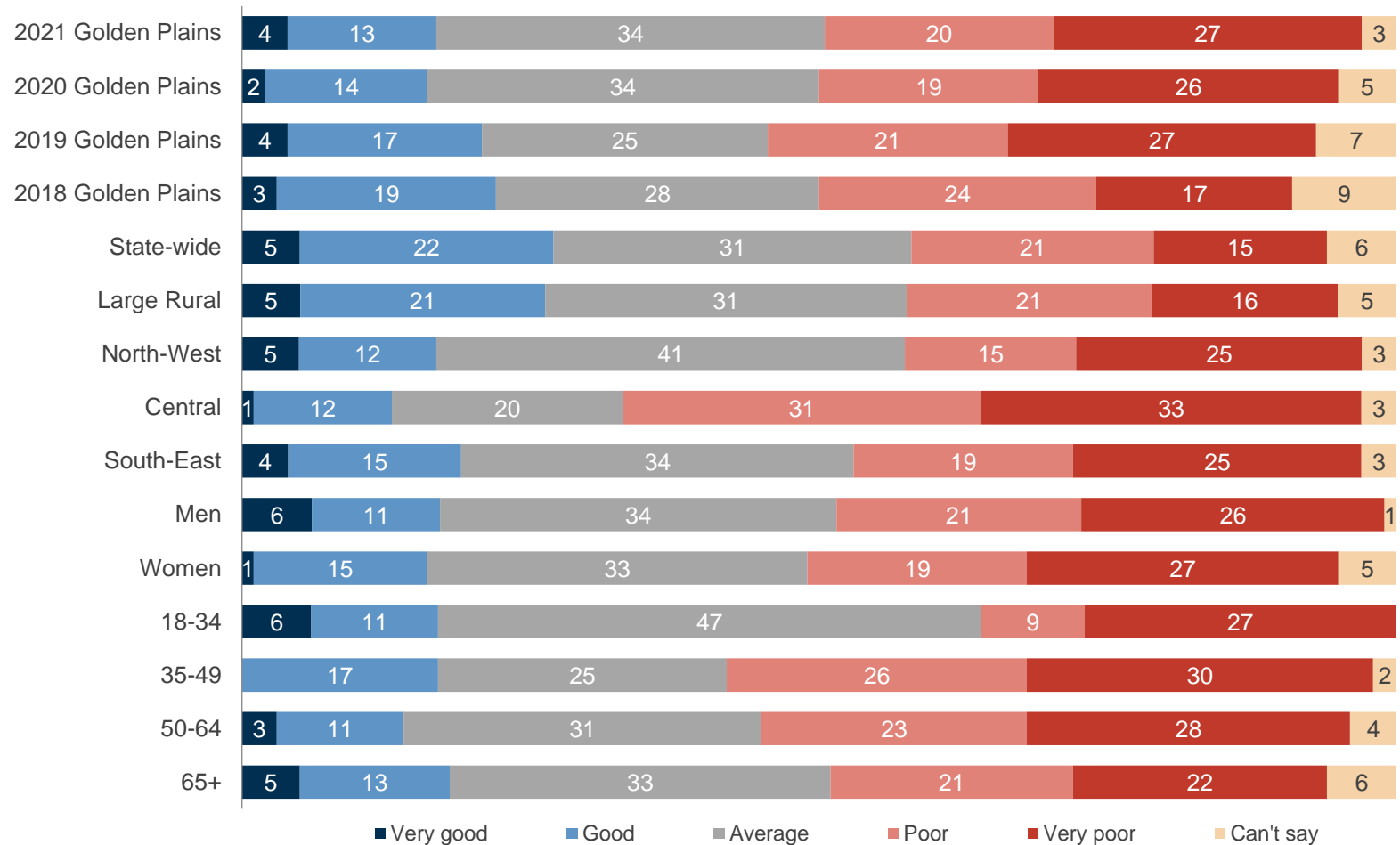




# Maintenance of unsealed roads in your area performance



## 2021 unsealed roads performance (%)



A large, stylized, dark blue 'W' graphic that spans the right side of the page. Inside the 'W', there is a blurred, high-angle photograph of a crowd of people, possibly at a sporting event or festival, wearing various hats and clothing.

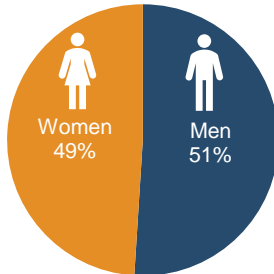
# **Detailed demographics**



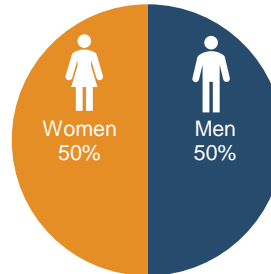
## Gender and age profile

### 2021 gender

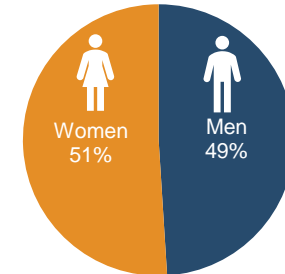
Golden Plains



Large Rural

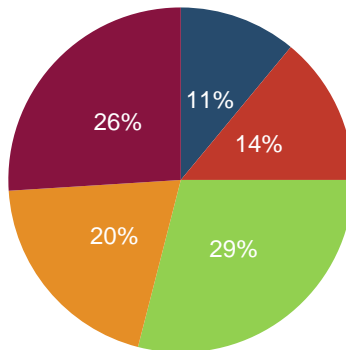


State-wide

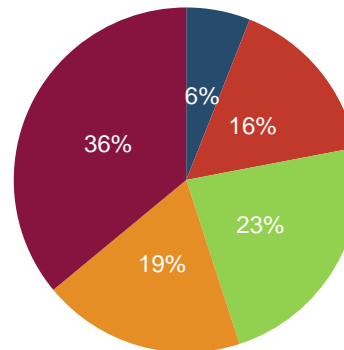


### 2021 age

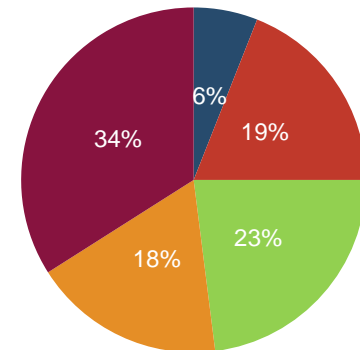
Golden Plains



Large Rural



State-wide



■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

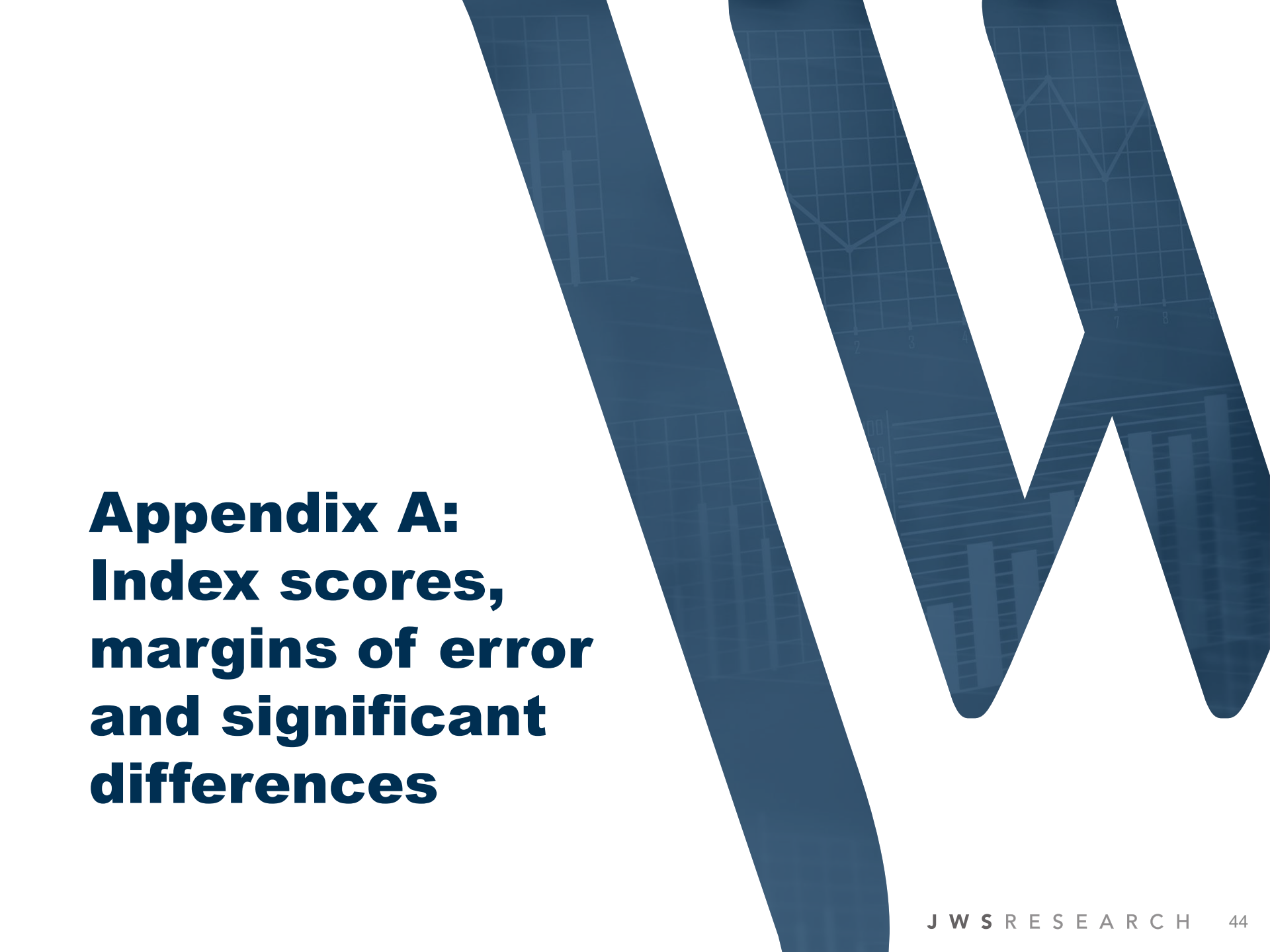
■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

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

Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

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 2021 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 17,400 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
<b>Golden Plains Shire Council</b>	400	400	+/-4.8
<b>Men</b>	194	203	+/-7.0
<b>Women</b>	206	197	+/-6.8
<b>North-West</b>	135	142	+/-8.4
<b>Central</b>	89	82	+/-10.4
<b>South-East</b>	176	176	+/-7.4
<b>18-34 years</b>	34	99	+/-17.0
<b>35-49 years</b>	84	116	+/-10.7
<b>50-64 years</b>	124	81	+/-8.8
<b>65+ years</b>	158	104	+/-7.8



## 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:

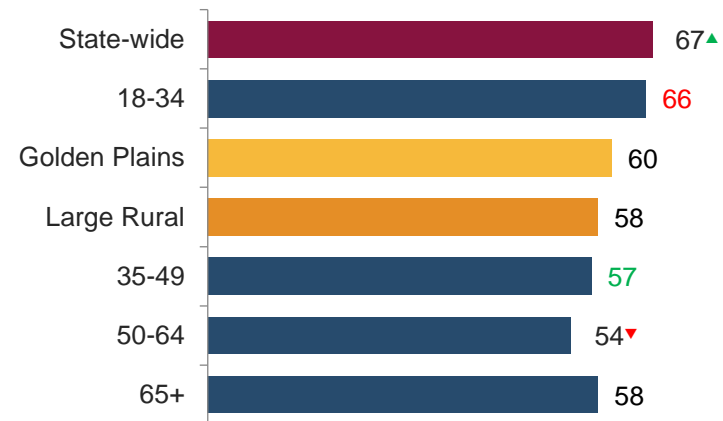
- ▲ The state-wide result is significantly higher than the overall result for the council.
- ▼ The result among 50-64 year olds is significantly lower than for the overall result for the council.

Further, results shown in green and red indicate significantly higher or lower results than in 2020.

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 2020.
- The result among 18-34 year olds in the council is **significantly lower** than the result achieved among this group in 2020.

**2021 overall performance (index scores)  
(example extract only)**





## Appendix A: Index score significant difference calculation

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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.



A large, dark blue, stylized letter 'W' graphic dominates the right side of the page. Within the negative space of the 'W', there are faint, light blue background elements: a line graph with an upward trend in the top left, a bar chart with three bars of increasing height in the bottom left, and a line graph with a downward trend in the top right.

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



## Appendix B: Further information

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

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

### Detailed survey tabulations

Detailed survey tabulations are available in supplied Excel file.

### Contacts

For further queries about the conduct and reporting of the 2021 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on

**(03) 8685 8555** or via email:

**[admin@jwsresearch.com](mailto:admin@jwsresearch.com)**



## Appendix B: Survey methodology and sampling

The 2021 results are compared with previous years, as detailed below:

- 2020, n=400 completed interviews, conducted in the period of 30<sup>th</sup> January – 22<sup>nd</sup> March.
- 2019, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2018, n=401 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2017, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2016, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2015, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2014, n=400 completed interviews, conducted in the period of 31<sup>st</sup> January – 11<sup>th</sup> March.
- 2013, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 24<sup>th</sup> March.
- 2012, n=400 completed interviews, conducted in the period of 18<sup>th</sup> May – 30<sup>th</sup> 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 15<sup>th</sup> February – 23<sup>rd</sup> March, 2021.



## Appendix B: Analysis and reporting

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All participating councils are listed in the State-wide report published on the DELWP website. In 2021, 66 of the 79 Councils throughout Victoria participated in this survey. For consistency of analysis and reporting across all projects, Local Government Victoria has aligned its presentation of data to use standard council groupings. Accordingly, the council reports for the community satisfaction survey provide analysis using these standard council groupings. Please note that councils participating across 2012-2021 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, Glenelg, Golden Plains, Macedon Ranges, Mitchell, Moira, Moorabool, Mount Alexander, Moyne, South Gippsland, Southern Grampians, Surf Coast, Swan Hill and Wellington.

Wherever appropriate, results for Golden Plains Shire Council for this 2021 State-wide Local Government Community Satisfaction Survey have been compared against other participating councils in the Large Rural group and on a state-wide basis. Please note that council groupings changed for 2015, and as such comparisons to council group results before that time can not be made within the reported charts.



## Appendix B: 2012 survey revision

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The survey was revised in 2012. As a result:

- The survey is now conducted as a representative random probability survey of residents aged 18 years or over in local councils, whereas previously it was conducted as a 'head of household' survey.
- As part of the change to a representative resident survey, results are now weighted post survey to the known population distribution of Golden Plains Shire Council according to the most recently available Australian Bureau of Statistics population estimates, whereas the results were previously not weighted.
- The service responsibility area performance measures have changed significantly and the rating scale used to assess performance has also changed.

As such, the results of the 2012 State-wide Local Government Community Satisfaction Survey should be considered as a benchmark. Please note that comparisons should not be made with the State-wide Local Government Community Satisfaction Survey results from 2011 and prior due to the methodological and sampling changes. Comparisons in the period 2012-2021 have been made throughout this report as appropriate.



## Appendix B: Core, optional and tailored questions

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### 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 2021 State-wide Local Government Community Satisfaction Survey was designated as 'Core' and therefore compulsory inclusions for all participating Councils.

These core questions comprised:

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

Reporting of results for these core questions can always be compared against other participating councils in the council group and against all participating councils state-wide. Alternatively, some questions in the 2021 State-wide Local Government Community Satisfaction Survey were optional. Councils also had the ability to ask tailored questions specific only to their council.



## Appendix B: Analysis and reporting

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### Reporting

Every council that participated in the 2021 State-wide Local Government Community Satisfaction Survey receives a customised report. In addition, the state government is supplied with this State-wide summary report of the aggregate results of 'Core' and 'Optional' questions asked across all council areas surveyed, which is available at:

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

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



## Appendix B: Glossary of terms

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

**CSS:** 2021 Victorian Local Government Community Satisfaction Survey.

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

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

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

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

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

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

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

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

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

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

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



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