LOCAL GOVERNMENT COMMUNITY SATISFACTION SURVEY
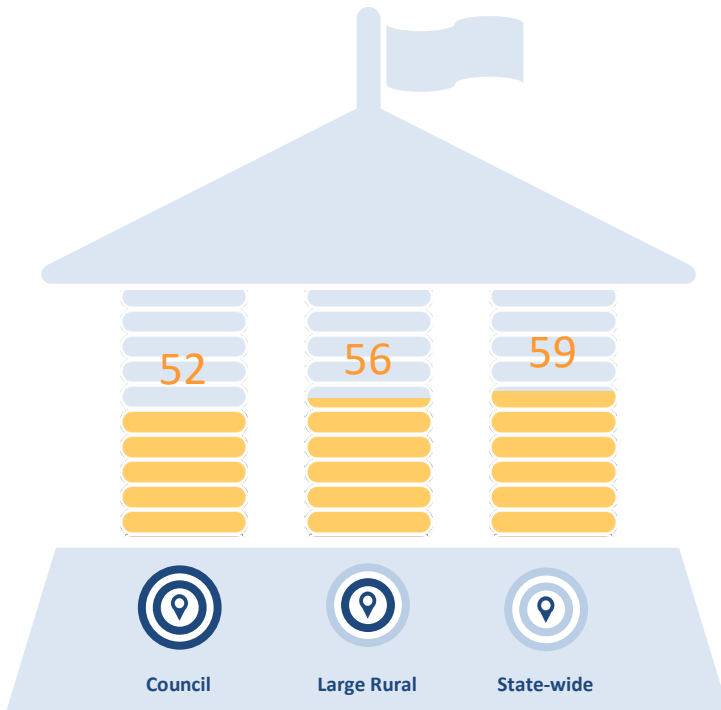# GOLDEN PLAINS SHIRE COUNCIL

2018 RESEARCH REPORT

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

JWS RESEARCH

CONTENTS

GOLDEN PLAINS SHIRE COUNCIL — AT A GLANCE

OVERALL COUNCIL PERFORMANCE

52 — Council
56 — Large Rural
59 — State-wide

Results shown are index scores out of 100.

TOP 3 PERFORMING AREAS

Lobbying on behalf of the community — 51

Decisions made in the interest of the community — 51

Community consultation and engagement — 50

TOP 3 AREAS FOR IMPROVEMENT

Maintenance of unsealed roads
81 · 41 · -40

Condition of sealed local roads
84 · 47 · -37

Decisions made in the interest of the community
80 · 51 · -30

Importance ▬ Performance ▬ Net differential ▮
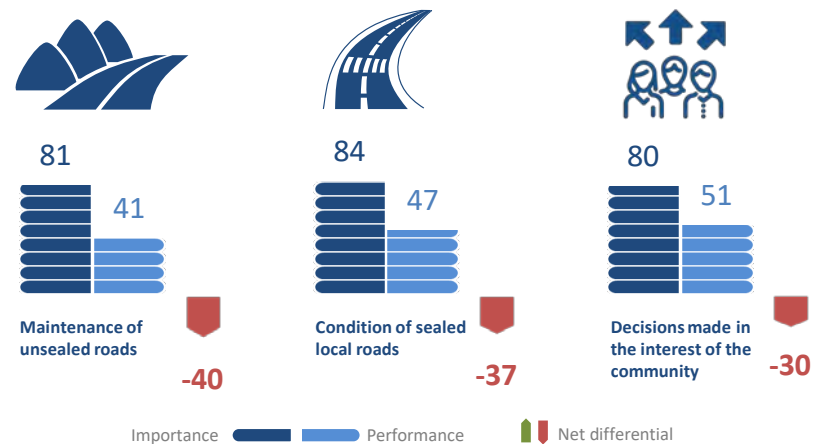
BACKGROUND AND OBJECTIVES

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 <u>higher</u> than the overall result for the council.

- The result among 50-64 year olds is significantly <u>lower</u> 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)**

Group	Score
State-wide	67 ⬆
18-34	66
Golden Plains	60
Large Rural	58
35-49	57
50-64	54 ⬇

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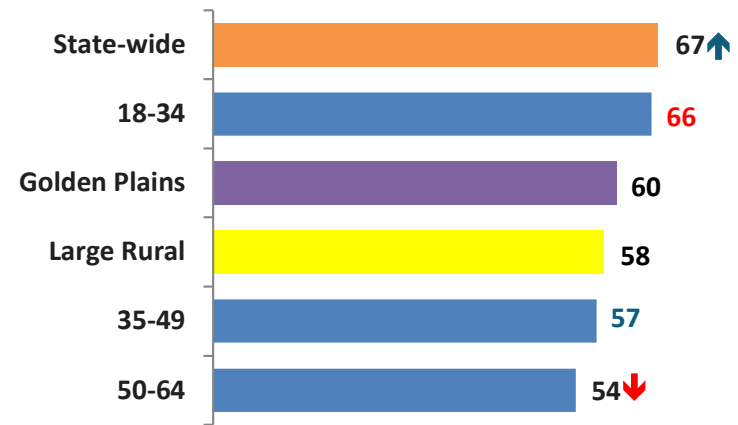
FURTHER INFORMATION

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

JWS RESEARCH

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%).

| 52 | 56 | 59 |
| Council | Large Rural | State-wide |

OVERALL COUNCIL PERFORMANCE

Results shown are index scores out of 100.

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

Higher results in 2018
(Significantly <u>higher</u> result than 2017)

- Council direction
- Lobbying
- Sealed roads

Lower results in 2018
(Significantly <u>lower</u> result than 2017)

- *No significant change*

Most favourably disposed towards Council

- Women

Least favourably disposed towards Council

- Men

SUMMARY OF FINDINGS

2018 SUMMARY OF CORE MEASURES
INDEX SCORE RESULTS

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Overall Performance	Community Consultation	Advocacy	Making Community Decisions	Sealed Local Roads	Customer Service	Overall Council Direction

Chart showing index scores from 2012 to 2018:

- Customer Service (orange): 73, 77, 71, 68, 65, 61, 65
- Overall Performance (blue): 67, 62, 62, 54, 49, 48, 52
- Community Consultation (red): 62, 60, 59, 44, 47, 48, 50
- Advocacy (green): 60, 57, 55, 47, 45, 46, 49
- Making Community Decisions (purple): 45, 44, 47, 51
- Sealed Local Roads (teal): 45, 44, 38, 47
- Overall Council Direction (dark blue): 55, 56, 53, 42, 41, 45, 50

2012 2013 2014 2015 2016 2017 2018

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

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Key Measures Summary Results

Measure	Very good	Good	Average	Poor	Very poor	Can't say
Overall Performance	6	31	38	15	9	2
Community Consultation	6	26	34	19	10	5
Advocacy	3	21	37	14	5	20
Making Community Decisions	5	27	36	15	10	8
Sealed Local Roads	7	23	34	20	14	1
Customer Service	26	31	23	10	7	4

■ Very good ■ Good ■ Average ■ Poor ■ Very poor ■ Can't say

Measure	Improved	Stayed the same	Deteriorated	Can't say
Overall Council Direction	16	62	17	6

■ Improved ■ Stayed the same ■ Deteriorated ■ Can't say

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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:

	Importance	*Performance*	*Net Differential*
Unsealed roads	81	41	-40
Sealed local roads	84	47	-36
Community decisions	80	51	-30
Consultation & engagement	77	50	-27
Lobbying	70	51	-19
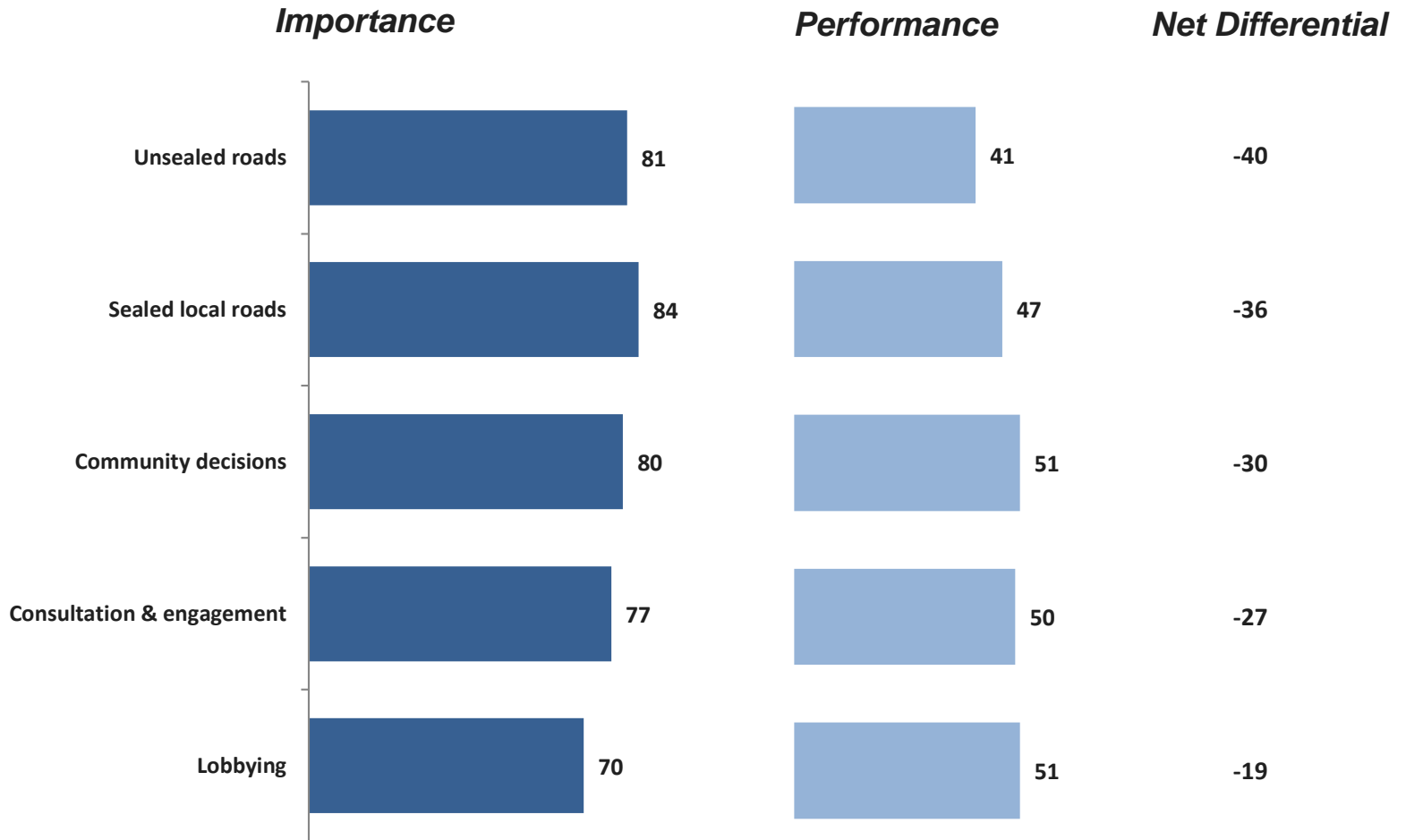
2018 IMPORTANCE SUMMARY
INDEX SCORES OVER TIME

2018 Priority Area Importance
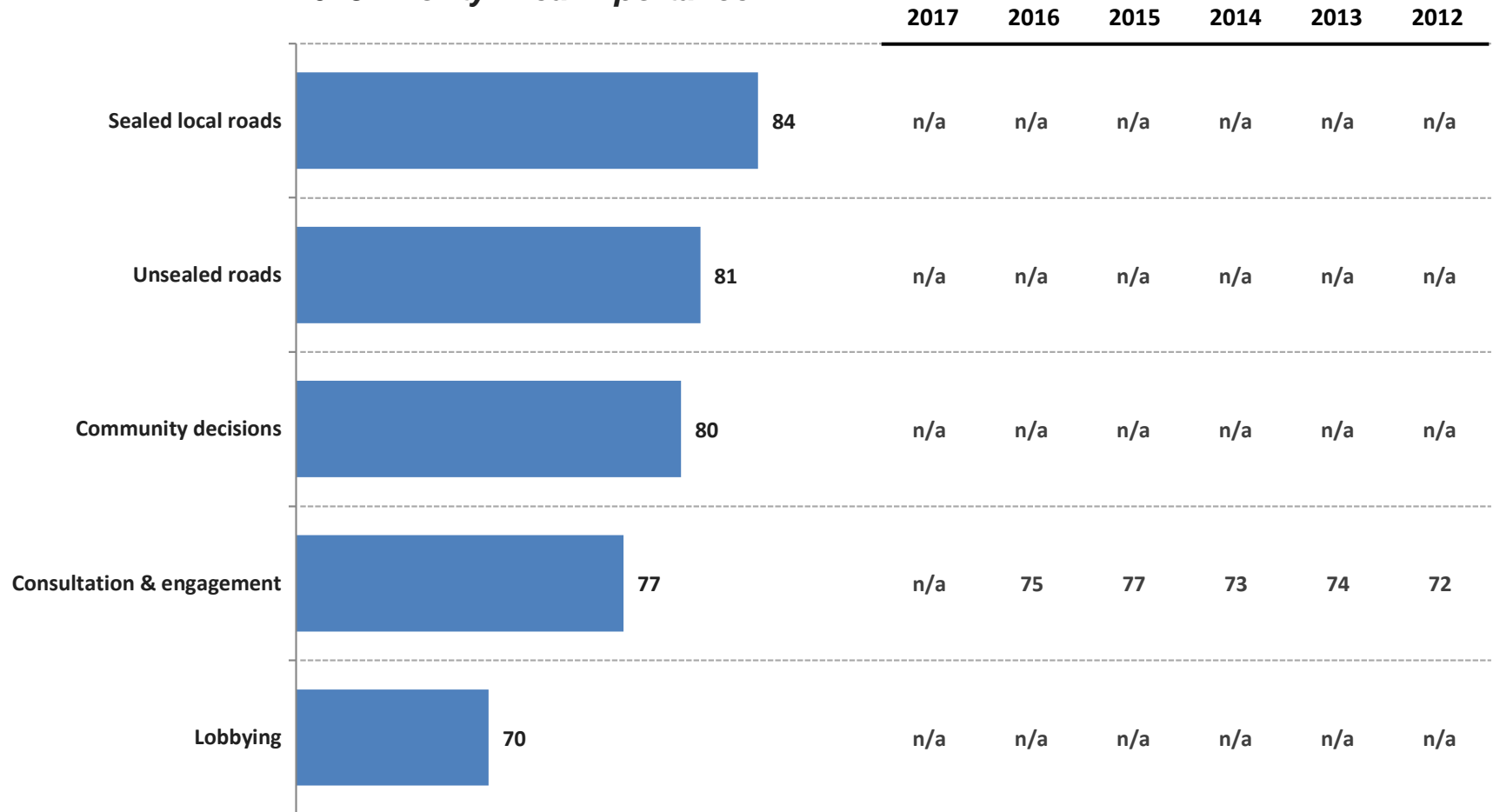
	2018	2017	2016	2015	2014	2013	2012
Sealed local roads	84	n/a	n/a	n/a	n/a	n/a	n/a
Unsealed roads	81	n/a	n/a	n/a	n/a	n/a	n/a
Community decisions	80	n/a	n/a	n/a	n/a	n/a	n/a
Consultation & engagement	77	n/a	75	77	73	74	72
Lobbying	70	n/a	n/a	n/a	n/a	n/a	n/a

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

JWS RESEARCH

Individual Service Areas Importance

Service Area	Extremely important	Very important	Fairly important	Not that important	Not at all important	Can't say
Sealed local roads	46	43	9	1		
Unsealed roads	42	41	13	2		2
Community decisions	40	42	14	2	1	2
Consultation & engagement	36	38	22	3		1
Lobbying	21	45	25	5		3

■ Extremely important ■ Very important ■ Fairly important ■ Not that important ■ Not at all important ■ Can't say

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

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2018 Priority Area Performance

	2018	2017	2016	2015	2014	2013	2012
Lobbying	51	46	45	47	55	56	60
Community decisions	51	48	44	45	n/a	n/a	n/a
Consultation & engagement	50	48	47	44	59	60	62
Sealed local roads	47	38	44	45	n/a	n/a	n/a
Unsealed roads	41	n/a	n/a	n/a	n/a	n/a	n/a

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.

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Individual Service Areas Performance

Service Area	Very good	Good	Average	Poor	Very poor	Can't say
Consultation & engagement	6	26	34	19	10	5
Community decisions	5	27	36	15	10	8
Sealed local roads	7	23	34	20	14	1
Lobbying	3	21	37	14	5	20
Unsealed roads	3	19	28	24	17	9

%

■ Very good ■ Good ■ Average ■ Poor ■ Very poor ■ Can't say

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

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INDIVIDUAL SERVICE AREAS SUMMARY
COUNCIL'S PERFORMANCE VS STATE-WIDE AVERAGE

Significantly <u>Higher</u> than State-wide Average

- None Applicable

Significantly <u>Lower</u> than State-wide Average

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

INDIVIDUAL SERVICE AREAS SUMMARY
COUNCIL'S PERFORMANCE VS GROUP AVERAGE

Significantly <u>Higher</u> than Group Average

- None Applicable

Significantly <u>Lower</u> than Group Average

- Consultation & engagement

2018 SERVICES TO IMPROVE DETAILED PERCENTAGES

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2018 Areas for Improvement

Area	%
Sealed Road Maintenance	26
Waste Management	18
Community Consultation	14
Unsealed Road Maintenance	10
Communication	10
Financial Management	7
Rates - Too expensive	6
Treat All The Same	6
Nothing	5

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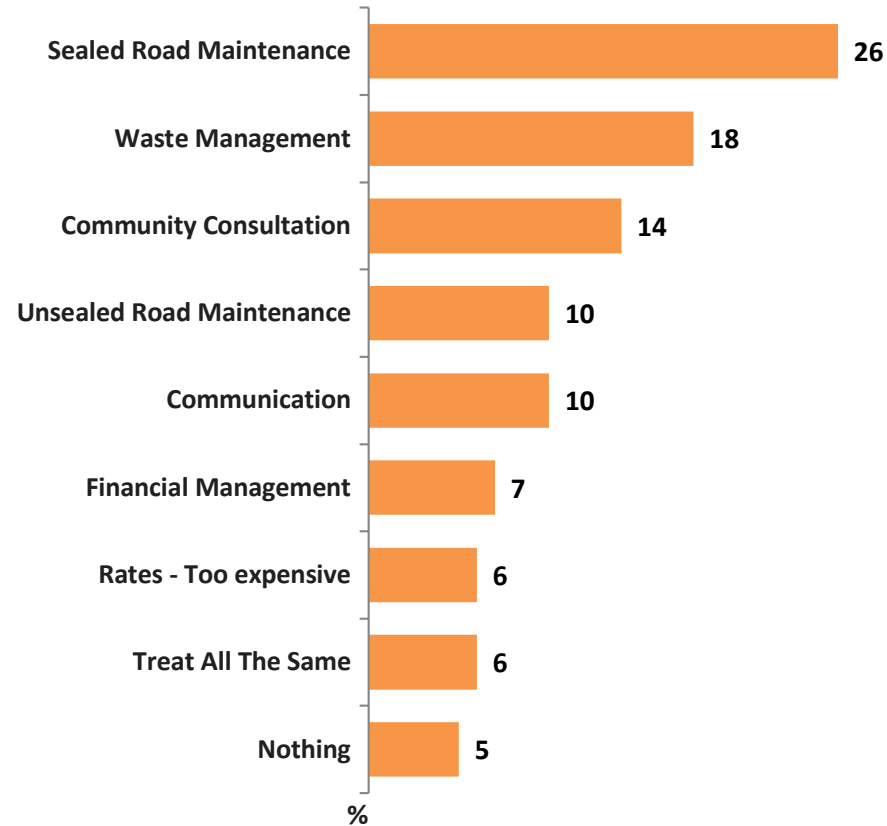
Q17. What does Golden Plains Shire Council MOST need to do to improve its performance?
Base: All respondents. Councils asked state-wide: 36 Councils asked group: 9

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)

DETAILED FINDINGS

KEY CORE MEASURE
OVERALL PERFORMANCE

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OVERALL PERFORMANCE
INDEX SCORES

2018 Overall Performance

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

2018 bar values: State-wide 59↑, Large Rural 56↑, Women 55, North 55, 18-34 54, 65+ 53, Golden Plains 52, 35-49 52, South 50, 50-64 50, Men 50

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?
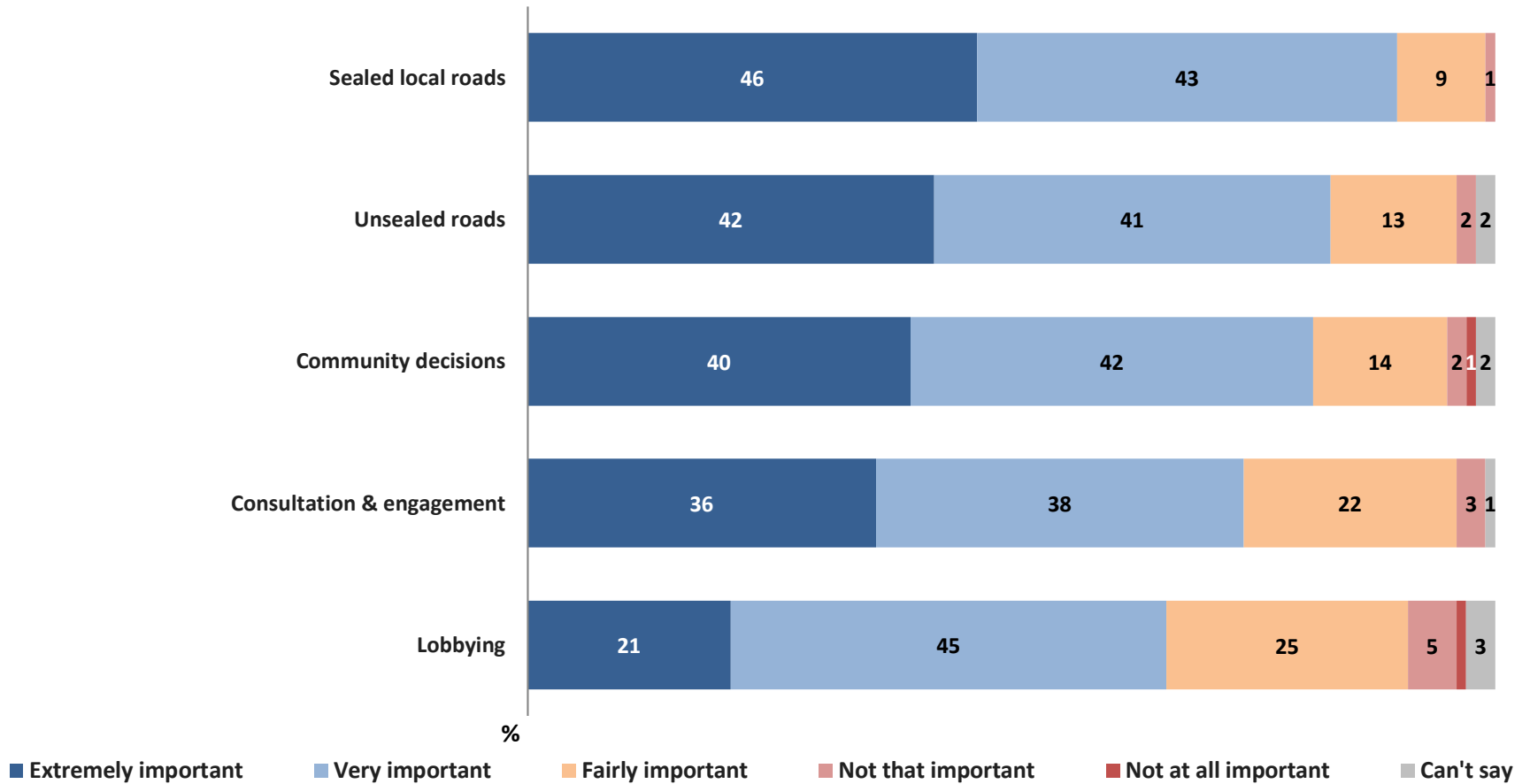*Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18*
Note: Please see page 6 for explanation about significant differences.

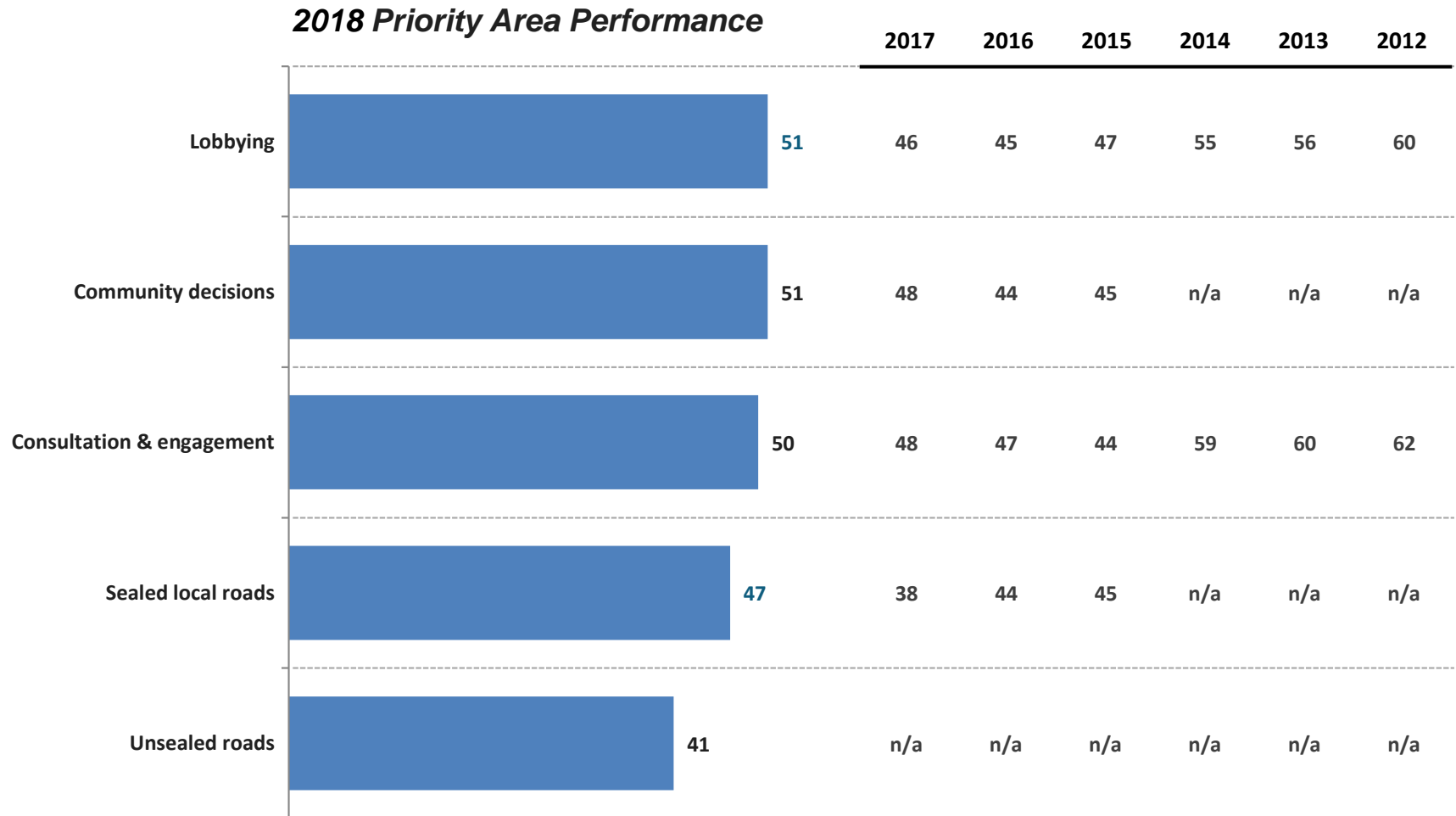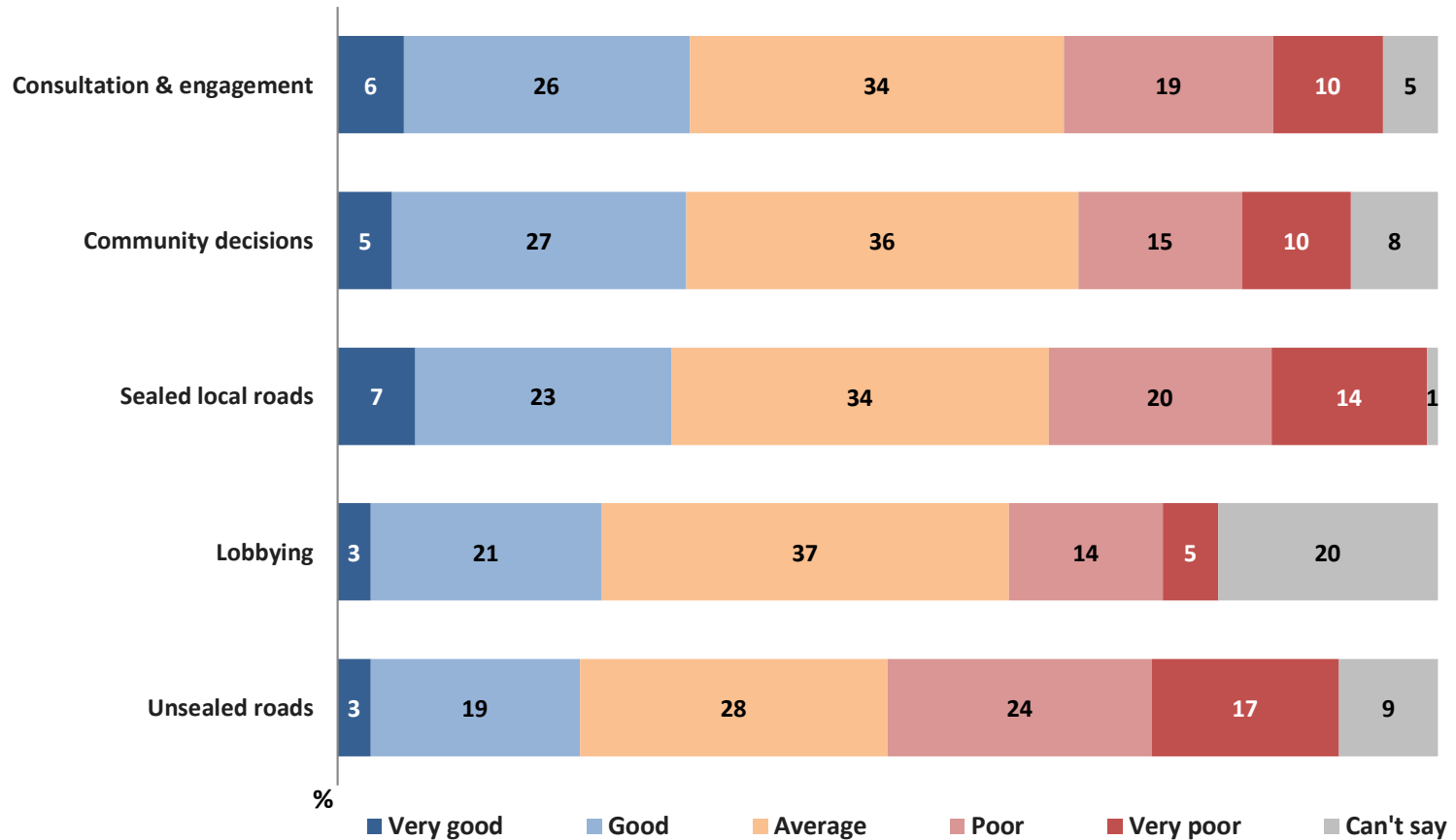# OVERALL PERFORMANCE
DETAILED PERCENTAGES

2018 Overall Performance

	Very good	Good	Average	Poor	Very poor	Can't say
2018 Golden Plains	6	31	38	15	9	2
2017 Golden Plains	3	26	41	19	8	2
2016 Golden Plains	5	25	43	14	12	2
2015 Golden Plains	10	28	37	13	10	1
2014 Golden Plains	13	36	39	7	4	1
2013 Golden Plains	10	43	32	10	4	1
2012 Golden Plains	18	40	32	6	2	2
State-wide	9	37	36	11	5	2
Large Rural	7	34	39	13	6	2
North	10	29	38	14	8	2
South	3	32	38	16	10	2
Men	3	28	41	15	11	2
Women	8	34	35	15	7	1
18-34		41	38	15	5	
35-49	8	30	37	13	12	
50-64	6	27	36	21	9	2
65+	8	25	40	11	9	6

Legend: ■ Very good ■ Good ■ Average ■ Poor ■ Very poor ■ Can't say

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

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CONTACT LAST 12 MONTHS
SUMMARY

Overall contact with Golden Plains Shire Council	• 67%, up 7 points on 2017
Most contact with Golden Plains Shire Council	• Aged 35-49 years
Least contact with Golden Plains Shire Council	• North
Customer service rating	• Index score of 65, up 4 points on 2017
Most satisfied with customer service	• Women • North • Aged 65+ years
Least satisfied with customer service	• Men • Aged 18-34 years

2018 CONTACT WITH COUNCIL
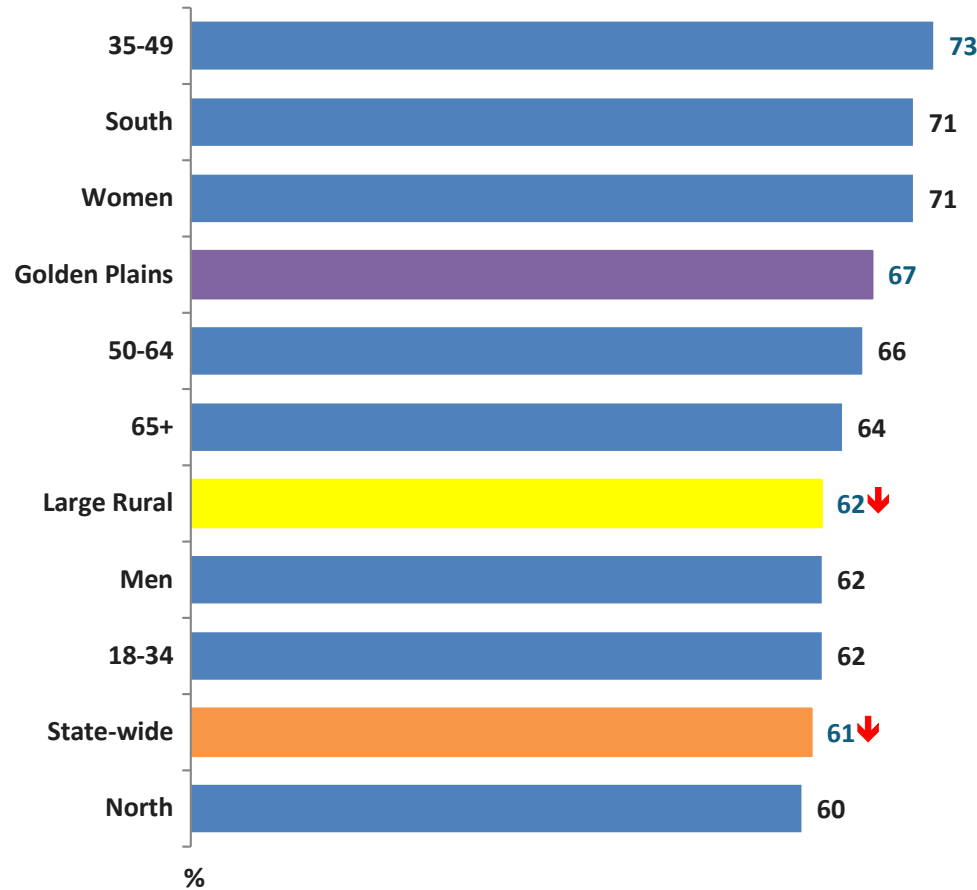
2018 Contact with Council

Category	%
35-49	73
South	71
Women	71
Golden Plains	67
50-64	66
65+	64
Large Rural	62 ↓
Men	62
18-34	62
State-wide	61 ↓
North	60

%

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

2012	2013	2014	2015	2016	2017	2018
66	62	66	68	54	60	67

%

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

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2018 Customer Service Rating

	2018	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.
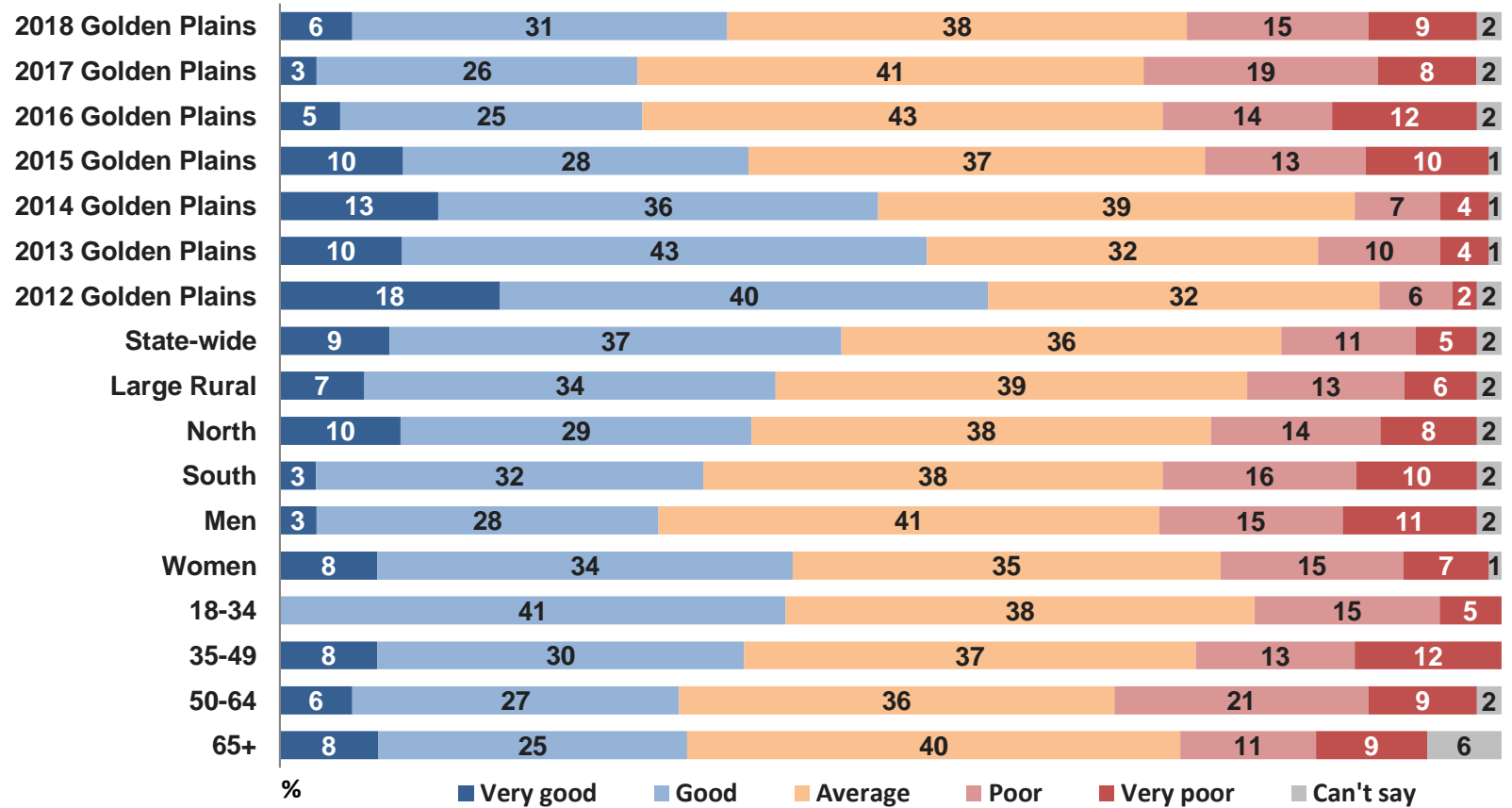Councils asked state-wide: 64 Councils asked group: 18
Note: Please see page 6 for explanation about significant differences.

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2018 Customer Service Rating

	Very good	Good	Average	Poor	Very poor	Can't say
2018 Golden Plains	26	31	23	10	7	4
2017 Golden Plains	17	39	22	8	12	2
2016 Golden Plains	27	33	19	12	8	1
2015 Golden Plains	32	29	22	8	7	1
2014 Golden Plains	33	35	19	7	5	1
2013 Golden Plains	44	29	19	5	2	1
2012 Golden Plains	43	25	18	7	6	1
State-wide	31	36	18	8	6	1
Large Rural	28	36	19	9	7	1
North	36	28	17	13	5	1
South	20	32	26	8	8	5
Men	17	33	26	11	9	5
Women	34	29	21	9	5	3
18-34	17	29	25	17	4	8
35-49	27	27	27	9	7	3
50-64	31	30	19	6	10	4
65+	28	40	19	8	5	

%

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

Council direction	• 62% stayed about the same, down 4 points on 2017
	• 16% improved, up 6 points on 2017
	• 17% deteriorated, down 3 points on 2017

| Most satisfied with council direction | • Aged 18-34 years |

| Least satisfied with council direction | • Aged 35-64 years |

2018 OVERALL COUNCIL DIRECTION LAST 12 MONTHS
INDEX SCORES
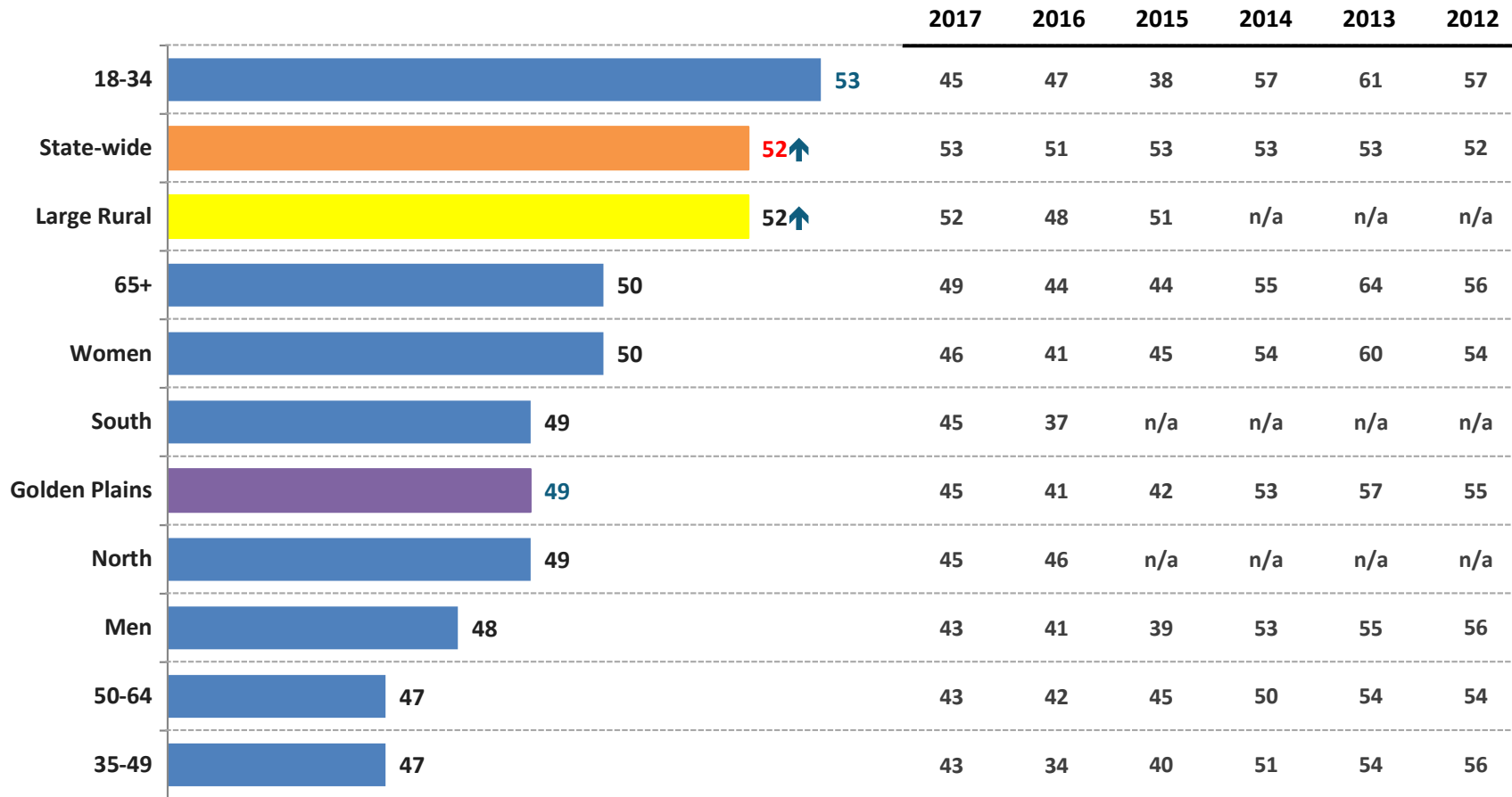
JWS RESEARCH

2018 Overall Direction

	2018	2017	2016	2015	2014	2013	2012
18-34	53	45	47	38	57	61	57
State-wide	52 ↑	53	51	53	53	53	52
Large Rural	52 ↑	52	48	51	n/a	n/a	n/a
65+	50	49	44	44	55	64	56
Women	50	46	41	45	54	60	54
South	49	45	37	n/a	n/a	n/a	n/a
Golden Plains	49	45	41	42	53	57	55
North	49	45	46	n/a	n/a	n/a	n/a
Men	48	43	41	39	53	55	56
50-64	47	43	42	45	50	54	54
35-49	47	43	34	40	51	54	56

Q6. Over the last 12 months, what is your view of the direction of Golden Plains Shire Council's overall performance?
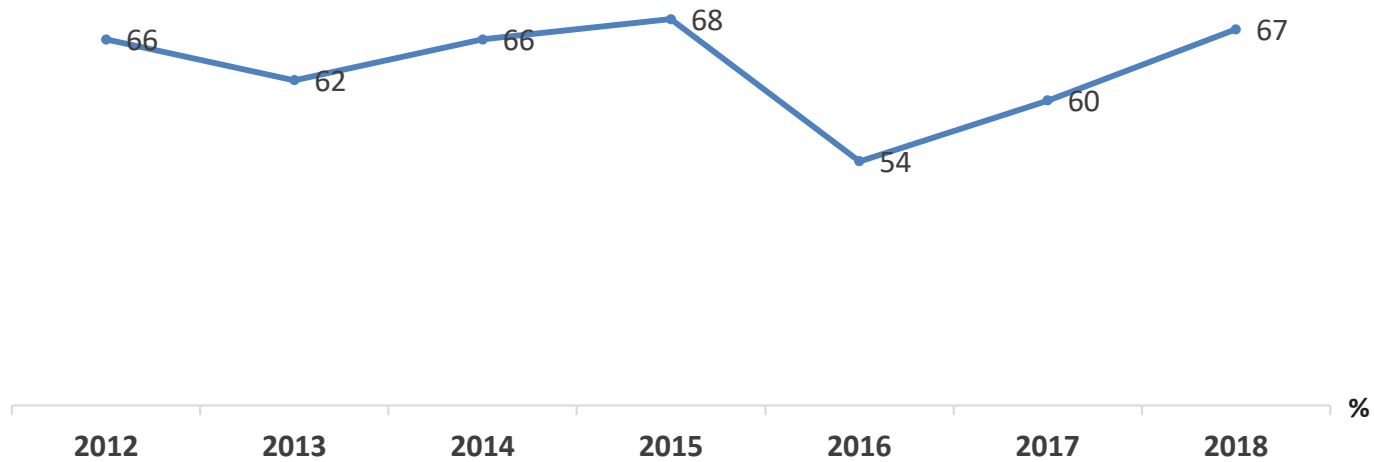*Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18*
Note: Please see page 6 for explanation about significant differences.

2018 OVERALL COUNCIL DIRECTION LAST 12 MONTHS
DETAILED PERCENTAGES

2018 Overall Direction
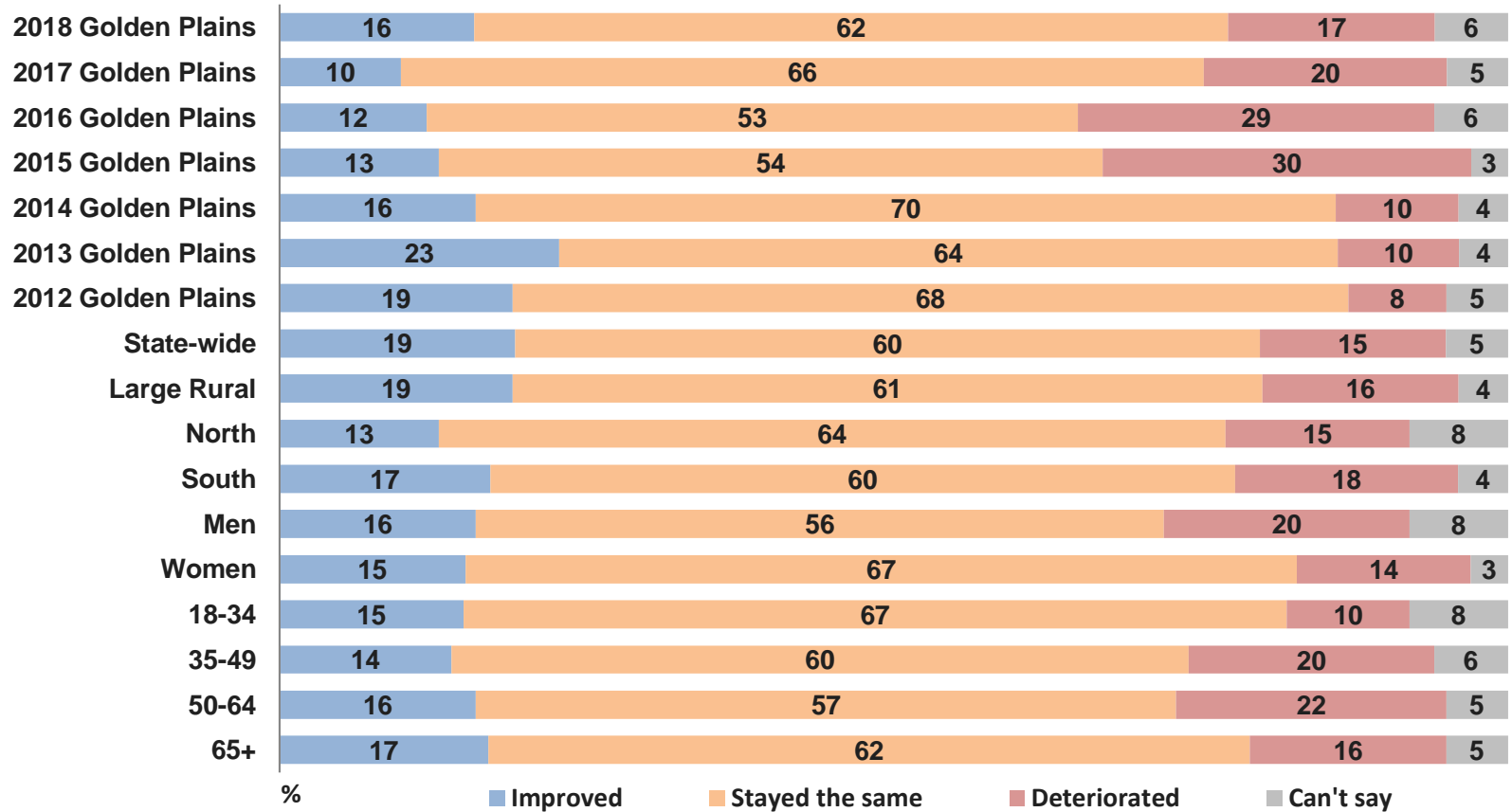
	Improved	Stayed the same	Deteriorated	Can't say
2018 Golden Plains	16	62	17	6
2017 Golden Plains	10	66	20	5
2016 Golden Plains	12	53	29	6
2015 Golden Plains	13	54	30	3
2014 Golden Plains	16	70	10	4
2013 Golden Plains	23	64	10	4
2012 Golden Plains	19	68	8	5
State-wide	19	60	15	5
Large Rural	19	61	16	4
North	13	64	15	8
South	17	60	18	4
Men	16	56	20	8
Women	15	67	14	3
18-34	15	67	10	8
35-49	14	60	20	6
50-64	16	57	22	5
65+	17	62	16	5

% ■ Improved ■ Stayed the same ■ Deteriorated ■ Can't say

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

INDIVIDUAL SERVICE AREAS

JWS RESEARCH

2018 COMMUNITY CONSULTATION AND ENGAGEMENT
IMPORTANCE INDEX SCORES

JWS RESEARCH

2018 Consultation and Engagement Importance

	2018	2017	2016	2015	2014	2013	2012
Women	80	n/a	78	77	74	75	75
50-64	80	n/a	75	79	78	76	73
South	79	n/a	79	n/a	n/a	n/a	n/a
35-49	77	n/a	81	83	73	75	73
65+	77	n/a	73	78	72	73	74
Golden Plains	77	n/a	75	77	73	74	72
Large Rural	76	75	76	75	n/a	n/a	n/a
North	74	n/a	71	n/a	n/a	n/a	n/a
State-wide	74 ⬇	74	75	74	74	73	73
Men	73 ⬇	n/a	72	77	72	73	68
18-34	72	n/a	69	67	68	72	66

Q1. Firstly, how important should 'community consultation and engagement' be as a responsibility for Council?
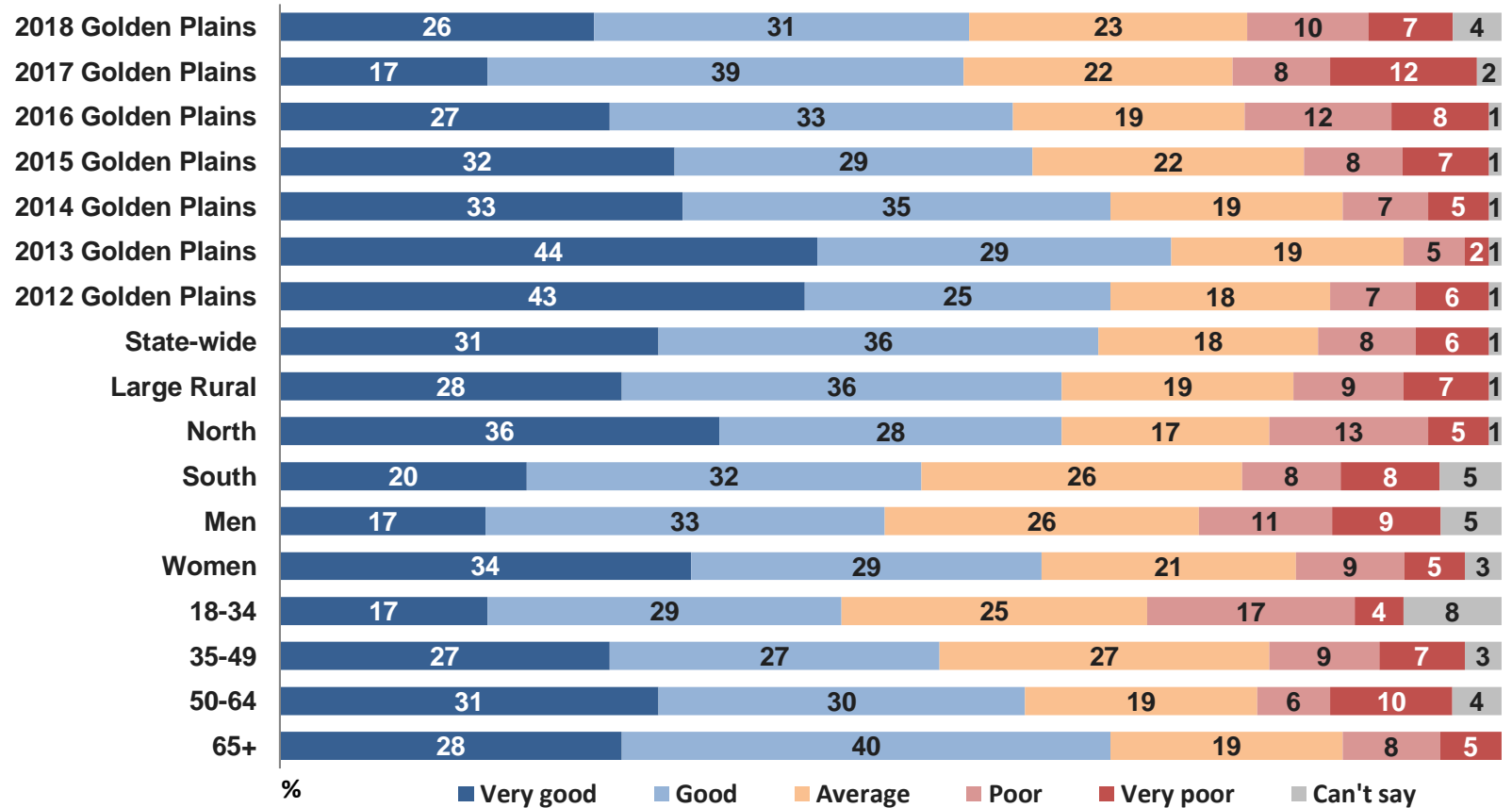Base: All respondents. Councils asked state-wide: 20 Councils asked group: 6
Note: Please see page 6 for explanation about significant differences.

2018 COMMUNITY CONSULTATION AND ENGAGEMENT
IMPORTANCE DETAILED PERCENTAGES

2018 Consultation and Engagement Importance

	Extremely important	Very important	Fairly important	Not that important	Not at all important	Can't say
2018 Golden Plains	36	38	22	3		1
2016 Golden Plains	32	43	18	5	1	1
2015 Golden Plains	38	38	19	3	2	1
2014 Golden Plains	26	44	24	5		1
2013 Golden Plains	26	47	22	2	1	2
2012 Golden Plains	24	43	28	3	1	1
State-wide	30	40	24	4	1	1
Large Rural	33	41	21	3	1	1
North	30	41	24	4	1	1
South	40	36	20	2		1
Men	29	38	27	4		2
Women	43	38	16	2		
18-34	31	31	31	5		3
35-49	38	35	23	1	1	1
50-64	39	45	13	1	1	1
65+	35	43	19	4		

%

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

	2018		2017	2016	2015	2014	2013	2012
Women	55	↑	52	50	46	61	64	64
State-wide	55	↑	55	54	56	57	57	57
Large Rural	54	↑	52	52	54	n/a	n/a	n/a
35-49	53		49	40	40	59	60	60
65+	51		49	48	48	60	64	63
North	50		48	52	n/a	n/a	n/a	n/a
Golden Plains	50		48	47	44	59	60	62
South	50		47	42	n/a	n/a	n/a	n/a
18-34	49		47	57	48	61	64	68
50-64	46		44	47	44	54	56	59
Men	45	↓	44	44	43	56	56	60

Q2. How has Council performed on 'community consultation and engagement' over the last 12 months?
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18
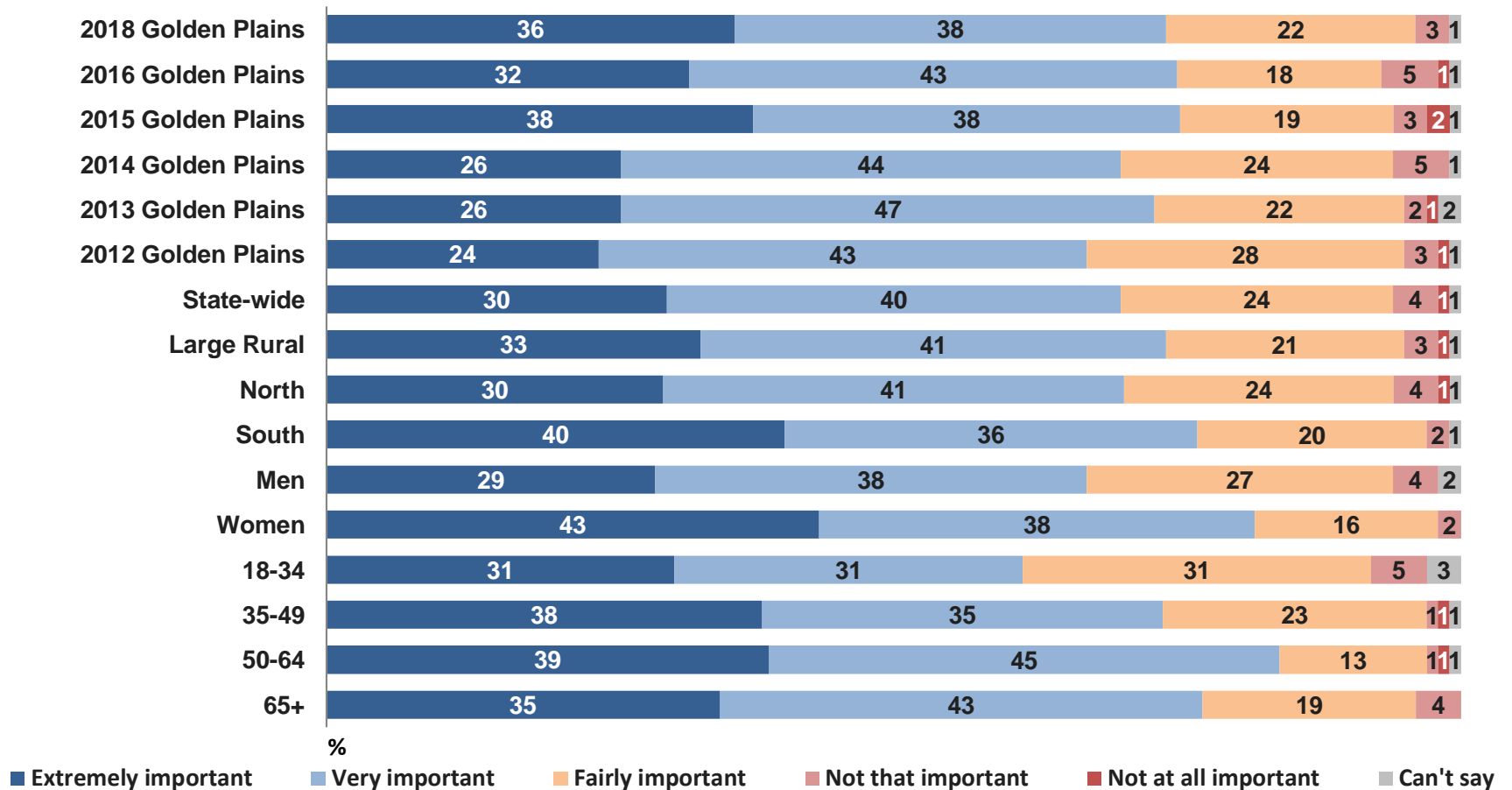*Note: Please see page 6 for explanation about significant differences.*

2018 Consultation and Engagement Performance

Category	Very good	Good	Average	Poor	Very poor	Can't say
2018 Golden Plains	6	26	34	19	10	5
2017 Golden Plains	4	23	33	19	11	10
2016 Golden Plains	6	22	34	20	12	7
2015 Golden Plains	6	18	29	21	15	11
2014 Golden Plains	11	34	29	12	6	8
2013 Golden Plains	11	36	28	13	4	7
2012 Golden Plains	14	34	29	11	4	8
State-wide	8	30	32	15	7	9
Large Rural	7	30	33	15	7	8
North	7	25	35	22	8	4
South	5	27	34	17	11	6
Men	3	21	36	21	13	6
Women	9	31	33	17	7	3
18-34	3	26	36	21	8	8
35-49	5	31	40	11	9	4
50-64	8	20	29	22	14	6
65+	9	26	31	25	8	2

% ■ Very good ■ Good ■ Average ■ Poor ■ Very poor ■ Can't say

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

	2018	2017	2016	2015	2014	2013	2012
35-49	75 ↑	n/a	n/a	n/a	n/a	n/a	n/a
Women	73	n/a	n/a	n/a	n/a	n/a	n/a
South	73	n/a	n/a	n/a	n/a	n/a	n/a
Golden Plains	70	n/a	n/a	n/a	n/a	n/a	n/a
50-64	69	n/a	n/a	n/a	n/a	n/a	n/a
65+	69	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	68	69	69	69	70	70	70
Large Rural	68	69	70	70	n/a	n/a	n/a
Men	67	n/a	n/a	n/a	n/a	n/a	n/a
18-34	66 ↓	n/a	n/a	n/a	n/a	n/a	n/a
North	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: 20 Councils asked group: 6
Note: Please see page 6 for explanation about significant differences.

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2018 LOBBYING ON BEHALF OF THE COMMUNITY
IMPORTANCE DETAILED PERCENTAGES

JWS RESEARCH

2018 Lobbying Importance

Group	Extremely important	Very important	Fairly important	Not that important	Not at all important	Can't say
2018 Golden Plains	21	45	25	5	1	3
State-wide	23	37	27	8	2	2
Large Rural	22	39	26	8	3	2
North	18	39	29	8	3	3
South	22	50	22	3	1	2
Men	16	43	29	7	1	4
Women	25	48	21	4	2	1
18-34	8	46	41			5
35-49	31	45	17	4	2	1
50-64	21	45	25	7	2	1
65+	20	46	18	11	1	4

Legend: ■ Extremely important ■ Very important ■ Fairly important ■ Not that important ■ Not at all important ■ Can't say

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
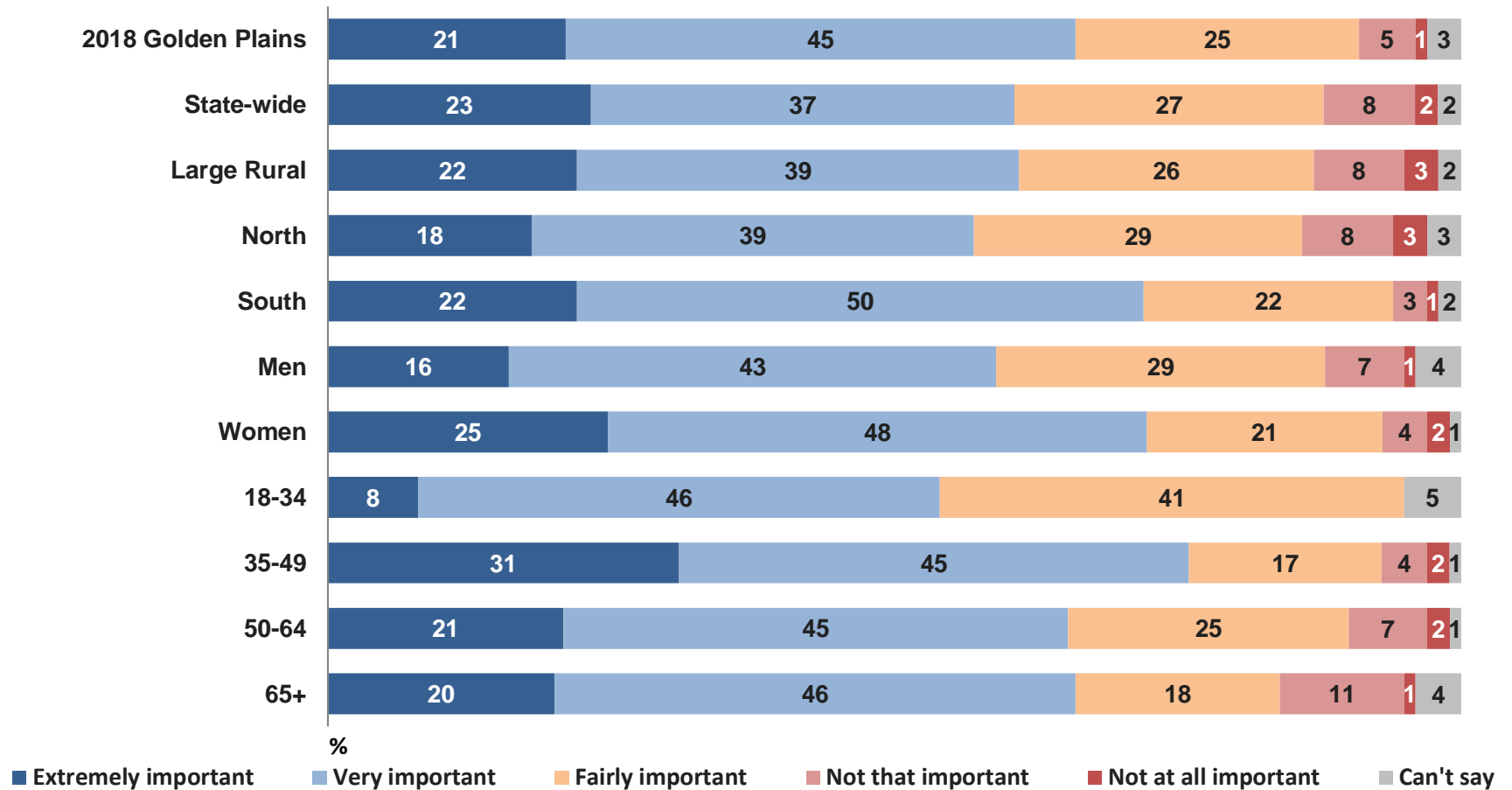
2018 LOBBYING ON BEHALF OF THE COMMUNITY
PERFORMANCE INDEX SCORES

2018 Lobbying Performance

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

Q2. How has Council performed on 'lobbying on behalf of the community' over the last 12 months?
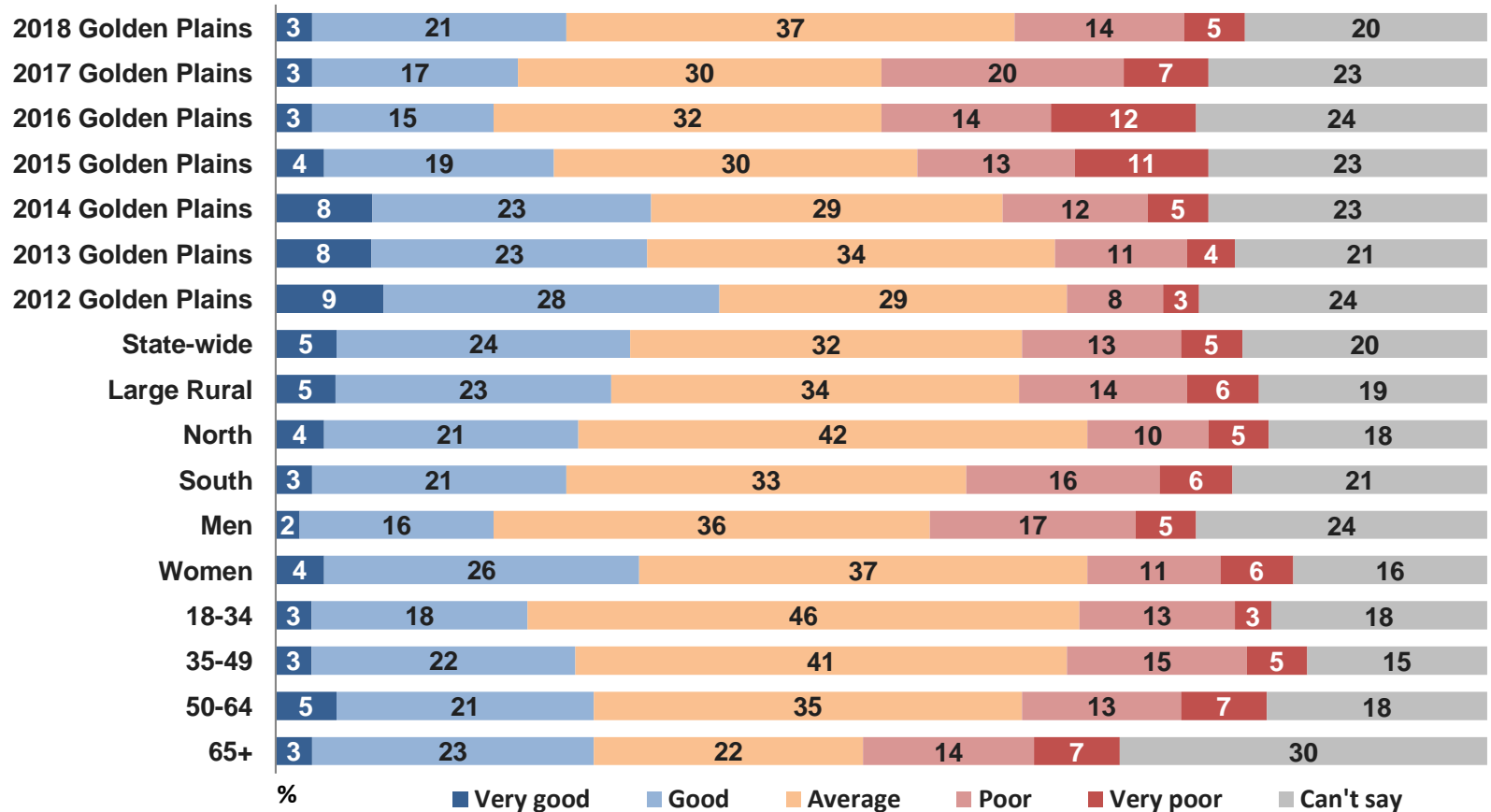Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18
Note: Please see page 6 for explanation about significant differences.

2018 Lobbying Performance

	Very good	Good	Average	Poor	Very poor	Can't say
2018 Golden Plains	3	21	37	14	5	20
2017 Golden Plains	3	17	30	20	7	23
2016 Golden Plains	3	15	32	14	12	24
2015 Golden Plains	4	19	30	13	11	23
2014 Golden Plains	8	23	29	12	5	23
2013 Golden Plains	8	23	34	11	4	21
2012 Golden Plains	9	28	29	8	3	24
State-wide	5	24	32	13	5	20
Large Rural	5	23	34	14	6	19
North	4	21	42	10	5	18
South	3	21	33	16	6	21
Men	2	16	36	17	5	24
Women	4	26	37	11	6	16
18-34	3	18	46	13	3	18
35-49	3	22	41	15	5	15
50-64	5	21	35	13	7	18
65+	3	23	22	14	7	30

%

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 Community Decisions Made Importance

	2018	2017	2016	2015	2014	2013	2012
35-49	84 ↑	n/a	n/a	n/a	n/a	n/a	n/a
50-64	83	n/a	n/a	n/a	n/a	n/a	n/a
Women	82	n/a	n/a	n/a	n/a	n/a	n/a
South	80	n/a	n/a	n/a	n/a	n/a	n/a
Golden Plains	80	n/a	n/a	n/a	n/a	n/a	n/a
Large Rural	80	80	80	80	n/a	n/a	n/a
North	80	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	80	79	80	80	79	n/a	n/a
Men	78	n/a	n/a	n/a	n/a	n/a	n/a
18-34	76	n/a	n/a	n/a	n/a	n/a	n/a
65+	76	n/a	n/a	n/a	n/a	n/a	n/a

Q1. Firstly, how important should 'decisions made in the interest of the community' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 15 Councils asked group: 5
Note: Please see page 6 for explanation about significant differences.

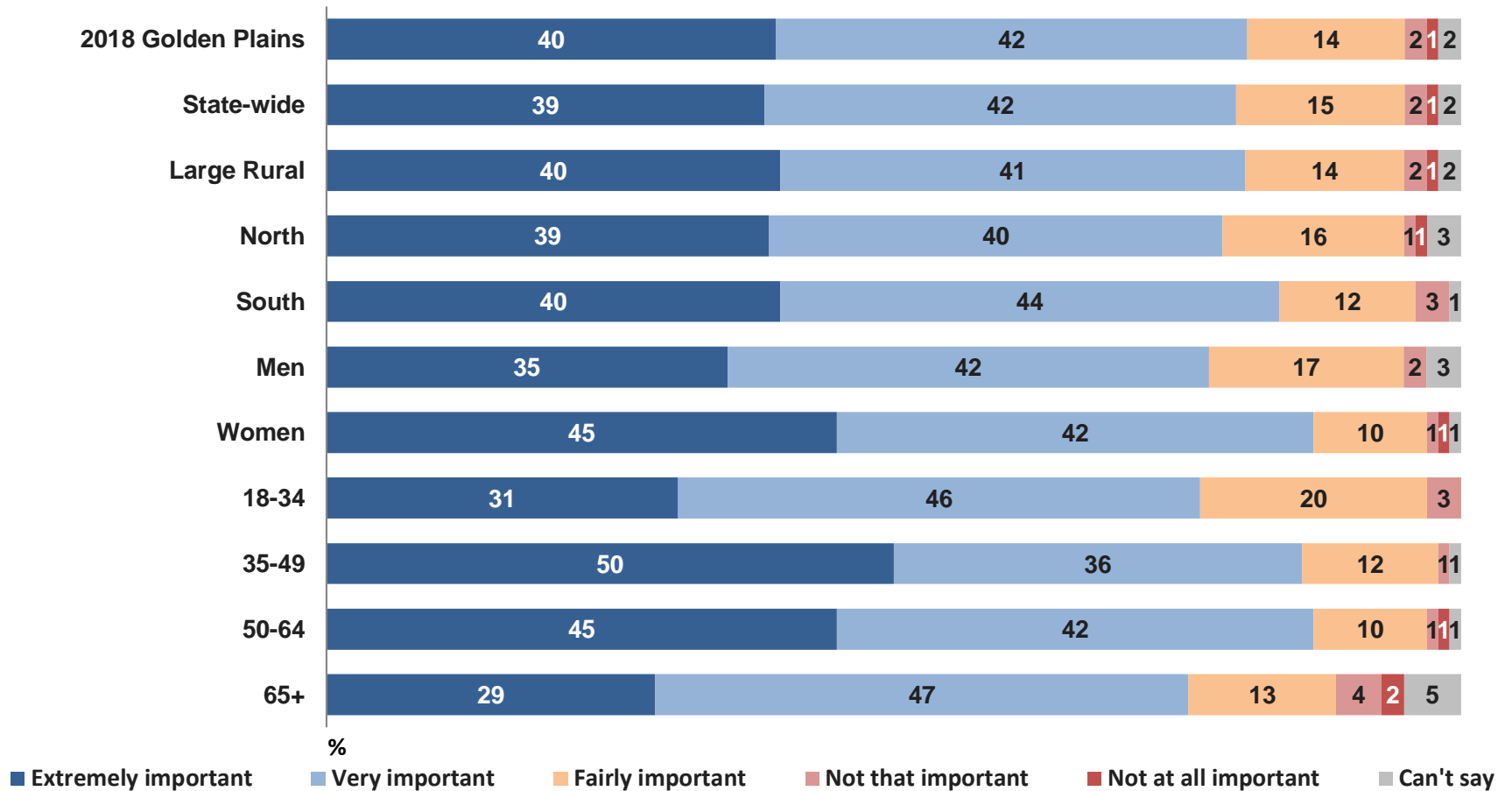# 2018 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY
IMPORTANCE DETAILED PERCENTAGES

2018 Community Decisions Made Importance

Category	Extremely important	Very important	Fairly important	Not that important	Not at all important	Can't say
2018 Golden Plains	40	42	14	2	1	2
State-wide	39	42	15	2	1	2
Large Rural	40	41	14	2	1	2
North	39	40	16	1	1	3
South	40	44	12	3		1
Men	35	42	17	2		3
Women	45	42	10	1	1	1
18-34	31	46	20			3
35-49	50	36	12	1		1
50-64	45	42	10	1	1	1
65+	29	47	13	4	2	5

%

■ Extremely important   ■ Very important   ■ Fairly important   ■ Not that important   ■ Not at all important   ■ Can't say

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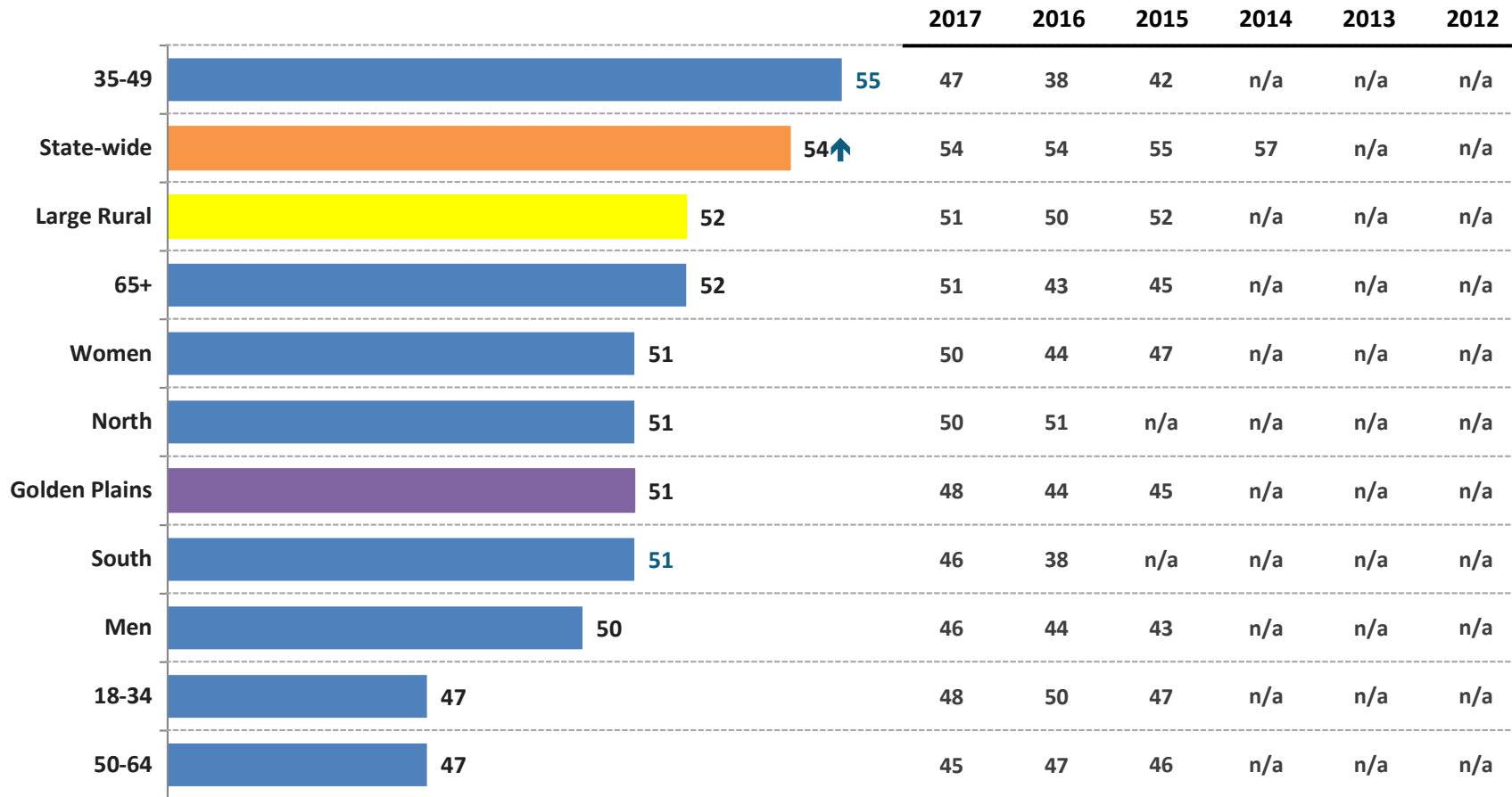Base: All respondents. Councils asked state-wide: 15 Councils asked group: 5

2018 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY
PERFORMANCE INDEX SCORES

JWS RESEARCH

2018 Community Decisions Made Performance

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

Q2. How has Council performed on 'decisions made in the interest of the community' over the last 12 months?
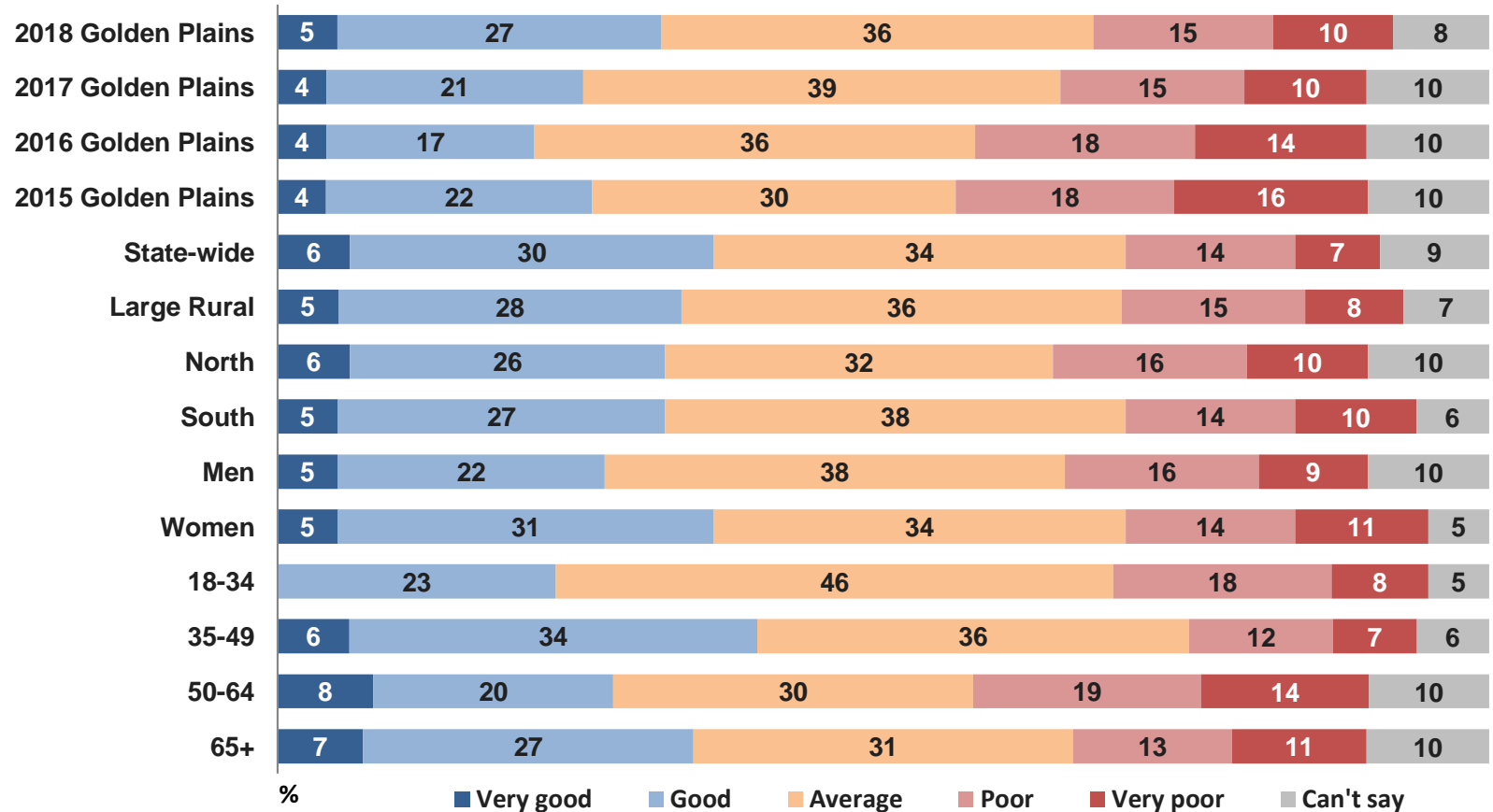Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18
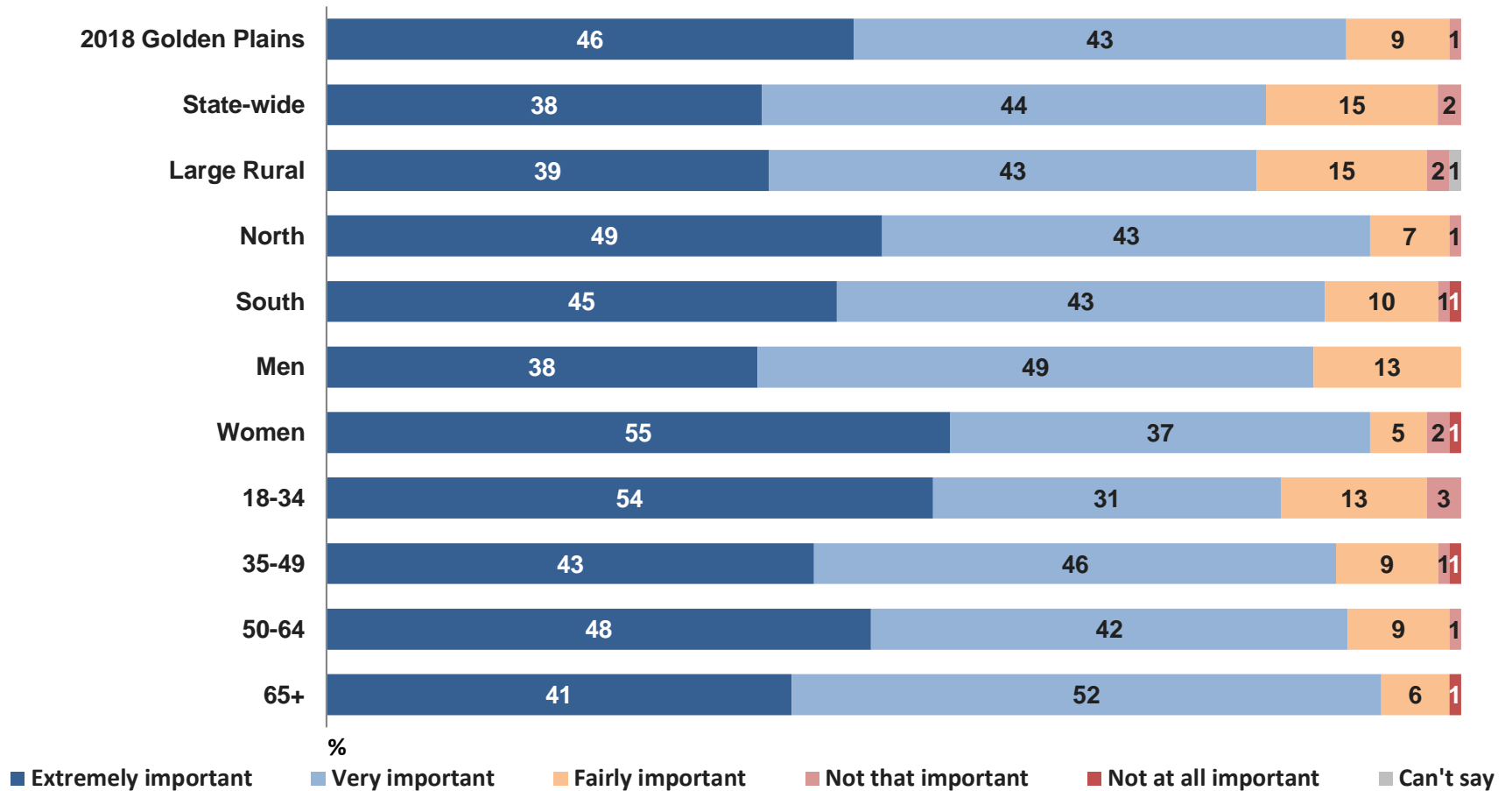Note: Please see page 6 for explanation about significant differences.

2018 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY
PERFORMANCE DETAILED PERCENTAGES

2018 Community Decisions Made Performance

Category	Very good	Good	Average	Poor	Very poor	Can't say
2018 Golden Plains	5	27	36	15	10	8
2017 Golden Plains	4	21	39	15	10	10
2016 Golden Plains	4	17	36	18	14	10
2015 Golden Plains	4	22	30	18	16	10
State-wide	6	30	34	14	7	9
Large Rural	5	28	36	15	8	7
North	6	26	32	16	10	10
South	5	27	38	14	10	6
Men	5	22	38	16	9	10
Women	5	31	34	14	11	5
18-34		23	46	18	8	5
35-49	6	34	36	12	7	6
50-64	8	20	30	19	14	10
65+	7	27	31	13	11	10

% ■ Very good ■ Good ■ Average ■ Poor ■ Very poor ■ Can't say

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

JWS RESEARCH

2018 Sealed Local Roads Importance

	2018	2017	2016	2015	2014	2013	2012
Women	86	n/a	n/a	n/a	n/a	n/a	n/a
North	85	n/a	n/a	n/a	n/a	n/a	n/a
50-64	85	n/a	n/a	n/a	n/a	n/a	n/a
18-34	84	n/a	n/a	n/a	n/a	n/a	n/a
Golden Plains	84	n/a	n/a	n/a	n/a	n/a	n/a
65+	83	n/a	n/a	n/a	n/a	n/a	n/a
35-49	83	n/a	n/a	n/a	n/a	n/a	n/a
South	83	n/a	n/a	n/a	n/a	n/a	n/a
Men	81 ↓	n/a	n/a	n/a	n/a	n/a	n/a
Large Rural	80 ↓	77	80	78	n/a	n/a	n/a
State-wide	80 ↓	78	78	76	77	n/a	n/a

Q1. Firstly, how important should 'the condition of sealed local roads in your area' be as a responsibility for Council?
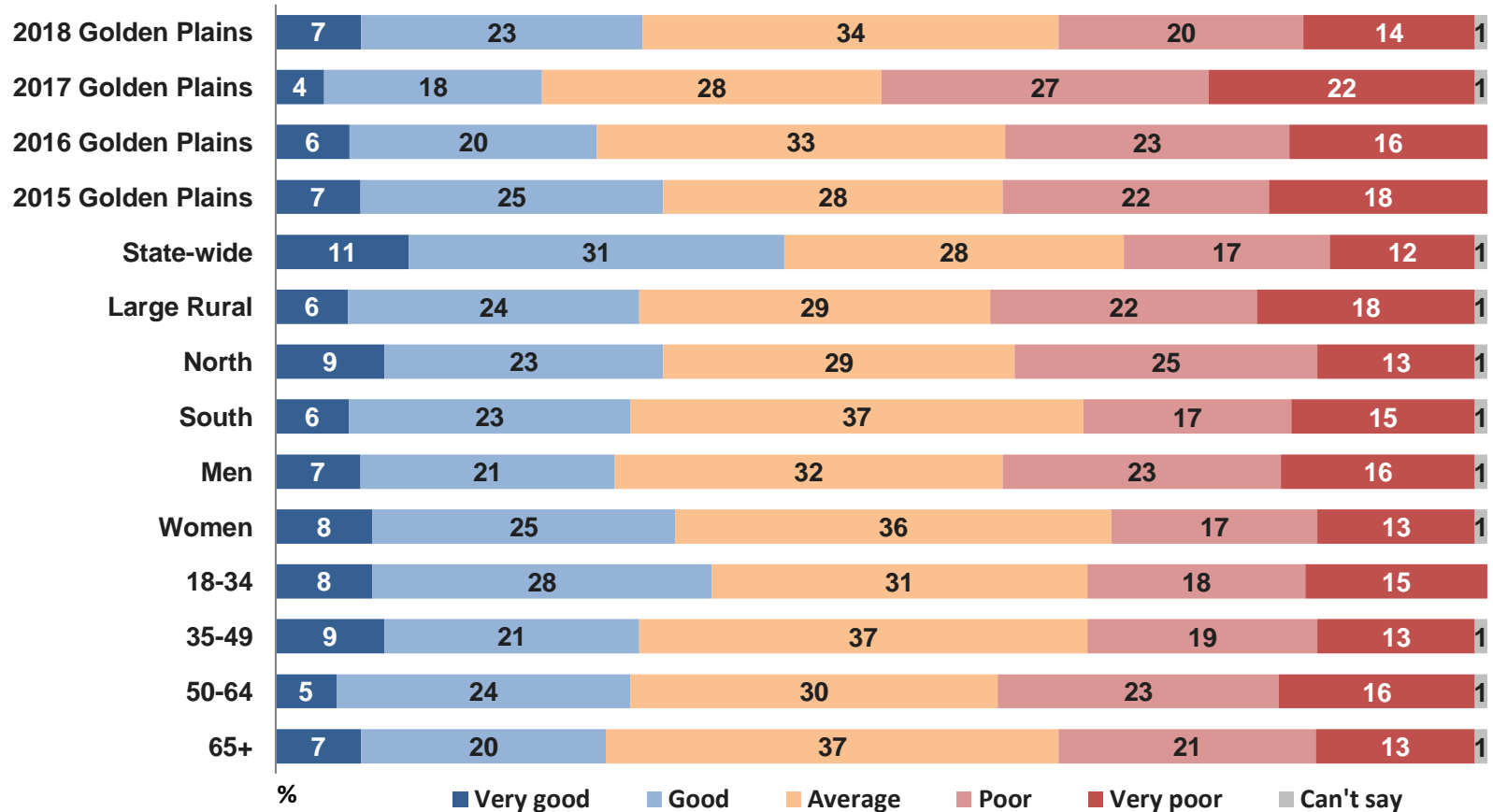*Base: All respondents. Councils asked state-wide: 17 Councils asked group: 5*
Note: Please see page 6 for explanation about significant differences.

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2018 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA
IMPORTANCE DETAILED PERCENTAGES
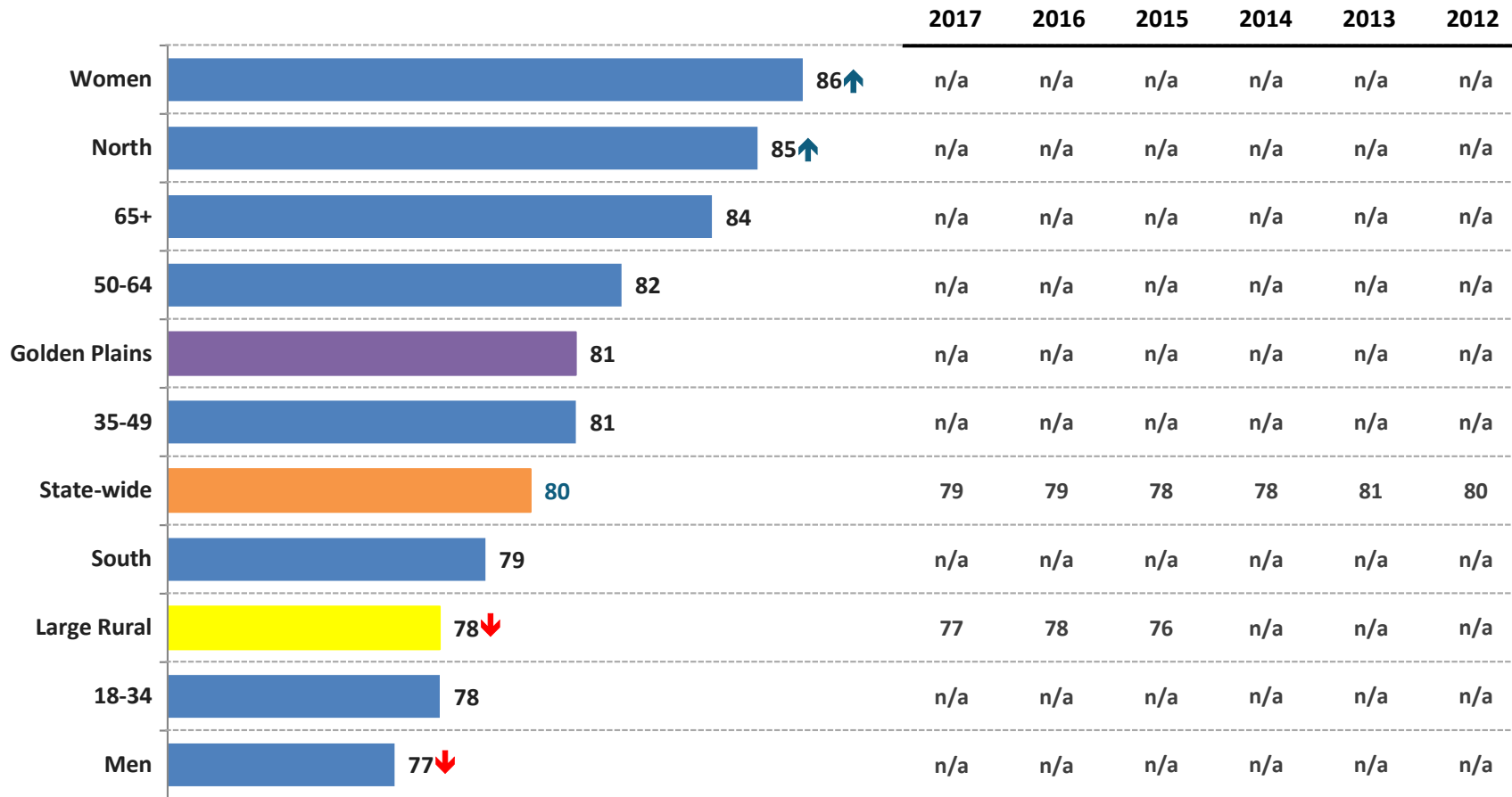
JWS RESEARCH

2018 Sealed Local Roads Importance

Category	Extremely important	Very important	Fairly important	Not that important	Not at all important	Can't say
2018 Golden Plains	46	43	9	1		
State-wide	38	44	15		2	
Large Rural	39	43	15	2		1
North	49	43	7	1		
South	45	43	10	1	1	
Men	38	49	13			
Women	55	37	5	2	1	
18-34	54	31	13	3		
35-49	43	46	9	1	1	
50-64	48	42	9	1		
65+	41	52	6	1		

%

■ Extremely important ■ Very important ■ Fairly important ■ Not that important ■ Not at all important ■ Can't say

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

JWS RESEARCH

2018 Sealed Local Roads Performance

	2018	2017	2016	2015	2014	2013	2012
State-wide	53 ↑	53	54	55	55	n/a	n/a
Women	49	38	44	44	n/a	n/a	n/a
18-34	49	36	45	48	n/a	n/a	n/a
35-49	49	37	44	40	n/a	n/a	n/a
North	47	37	41	n/a	n/a	n/a	n/a
Golden Plains	47	38	44	45	n/a	n/a	n/a
South	47	39	47	n/a	n/a	n/a	n/a
65+	46	47	45	51	n/a	n/a	n/a
Men	45	39	45	46	n/a	n/a	n/a
50-64	45	34	44	43	n/a	n/a	n/a
Large Rural	45	43	44	45	n/a	n/a	n/a

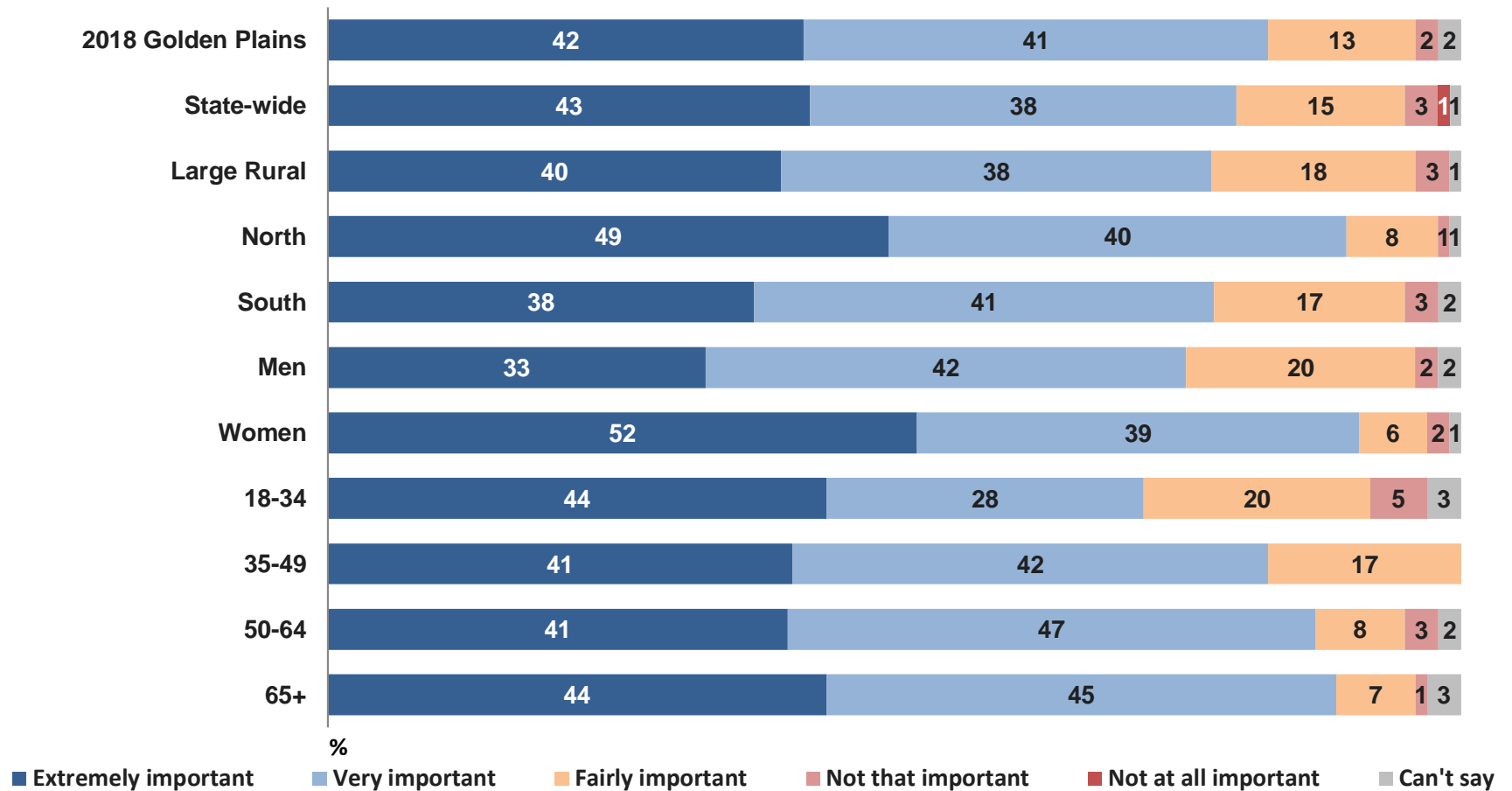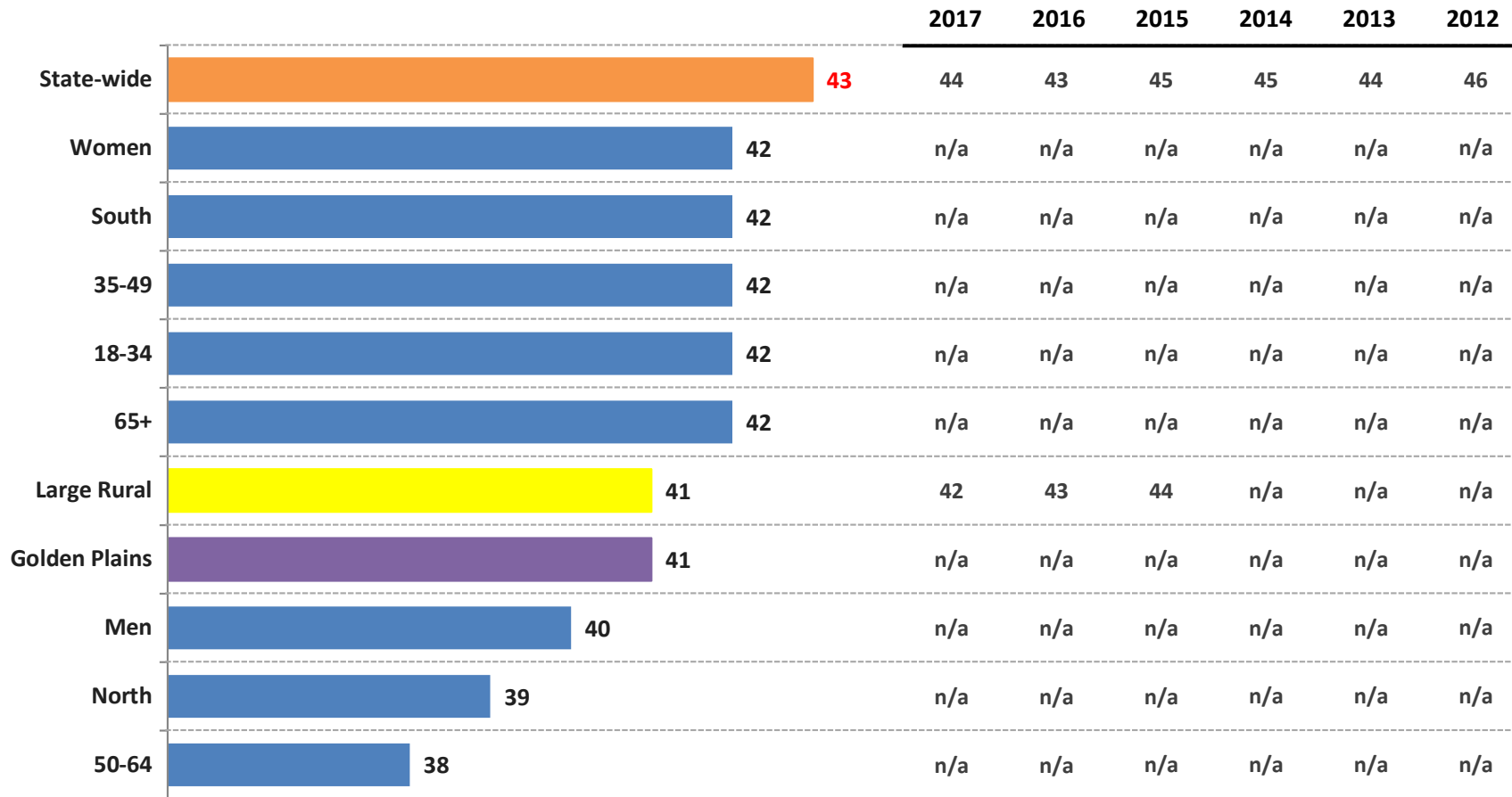*Q2. How has Council performed on 'the condition of sealed local roads in your area' over the last 12 months?*
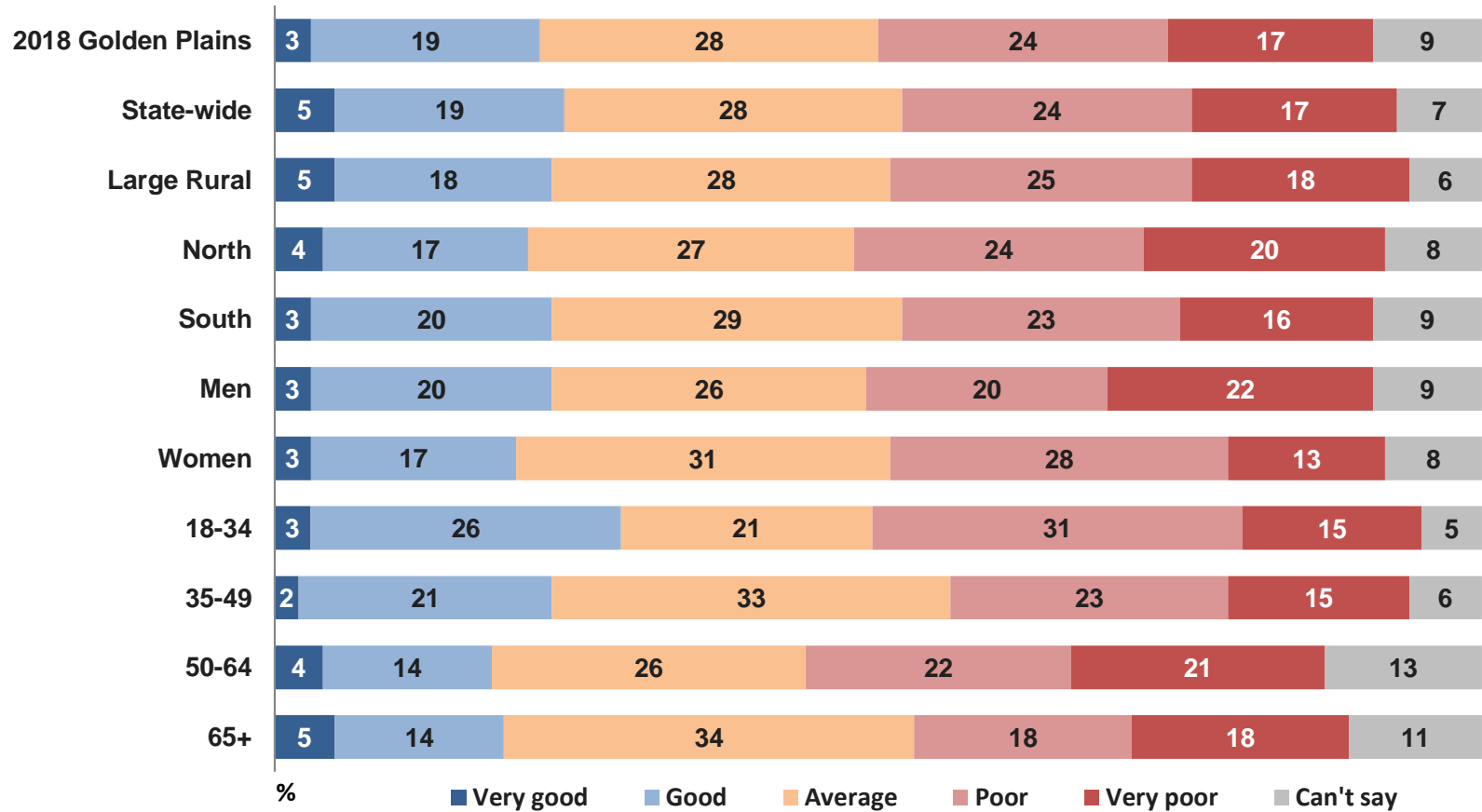*Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18*
Note: Please see page 6 for explanation about significant differences.

2018 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA
PERFORMANCE DETAILED PERCENTAGES

JWS RESEARCH

2018 Sealed Local Roads Performance

	Very good	Good	Average	Poor	Very poor	Can't say
2018 Golden Plains	7	23	34	20	14	1
2017 Golden Plains	4	18	28	27	22	1
2016 Golden Plains	6	20	33	23	16	
2015 Golden Plains	7	25	28	22	18	
State-wide	11	31	28	17	12	1
Large Rural	6	24	29	22	18	1
North	9	23	29	25	13	1
South	6	23	37	17	15	1
Men	7	21	32	23	16	1
Women	8	25	36	17	13	1
18-34	8	28	31	18	15	
35-49	9	21	37	19	13	1
50-64	5	24	30	23	16	1
65+	7	20	37	21	13	1

% ■ Very good ■ Good ■ Average ■ Poor ■ Very poor ■ Can't say

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

JWS RESEARCH

2018 Unsealed Roads Importance

	2018	2017	2016	2015	2014	2013	2012
Women	86 ⬆	n/a	n/a	n/a	n/a	n/a	n/a
North	85 ⬆	n/a	n/a	n/a	n/a	n/a	n/a
65+	84	n/a	n/a	n/a	n/a	n/a	n/a
50-64	82	n/a	n/a	n/a	n/a	n/a	n/a
Golden Plains	81	n/a	n/a	n/a	n/a	n/a	n/a
35-49	81	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	80	79	79	78	78	81	80
South	79	n/a	n/a	n/a	n/a	n/a	n/a
Large Rural	78 ⬇	77	78	76	n/a	n/a	n/a
18-34	78	n/a	n/a	n/a	n/a	n/a	n/a
Men	77 ⬇	n/a	n/a	n/a	n/a	n/a	n/a

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

2018 MAINTENANCE OF UNSEALED ROADS IN YOUR AREA
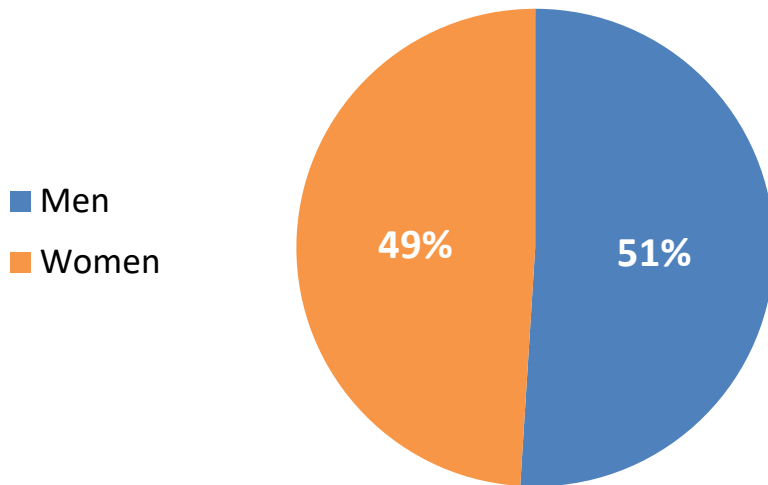## IMPORTANCE DETAILED PERCENTAGES
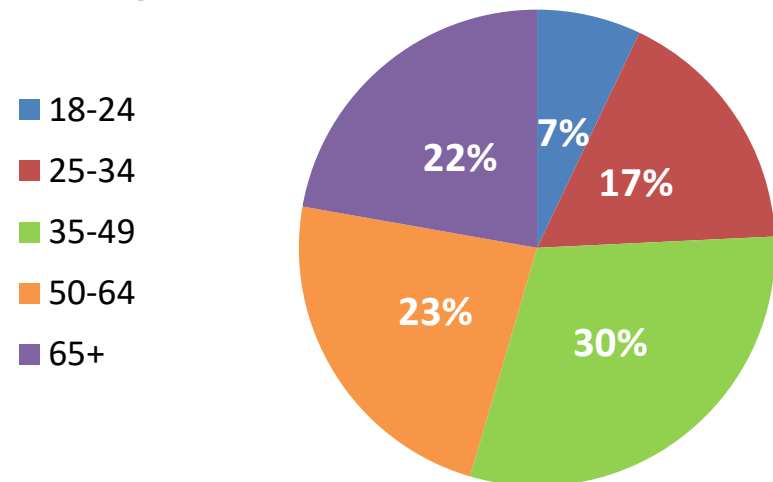
2018 Unsealed Roads Importance

	Extremely important	Very important	Fairly important	Not that important	Not at all important	Can't say
2018 Golden Plains	42	41	13	2		2
State-wide	43	38	15	3	1	1
Large Rural	40	38	18	3		1
North	49	40	8	1		1
South	38	41	17	3		2
Men	33	42	20	2		2
Women	52	39	6	2		1
18-34	44	28	20	5		3
35-49	41	42	17			
50-64	41	47	8	3		2
65+	44	45	7	1		3

%

■ Extremely important　■ Very important　■ Fairly important　■ Not that important　■ Not at all important　■ Can't say

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

JWS RESEARCH

2018 Unsealed Roads Performance

	2018	2017	2016	2015	2014	2013	2012
State-wide	43	44	43	45	45	44	46
Women	42	n/a	n/a	n/a	n/a	n/a	n/a
South	42	n/a	n/a	n/a	n/a	n/a	n/a
35-49	42	n/a	n/a	n/a	n/a	n/a	n/a
18-34	42	n/a	n/a	n/a	n/a	n/a	n/a
65+	42	n/a	n/a	n/a	n/a	n/a	n/a
Large Rural	41	42	43	44	n/a	n/a	n/a
Golden Plains	41	n/a	n/a	n/a	n/a	n/a	n/a
Men	40	n/a	n/a	n/a	n/a	n/a	n/a
North	39	n/a	n/a	n/a	n/a	n/a	n/a
50-64	38	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: 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

JWS RESEARCH

2018 Unsealed Roads Performance

Category	Very good	Good	Average	Poor	Very poor	Can't say
2018 Golden Plains	3	19	28	24	17	9
State-wide	5	19	28	24	17	7
Large Rural	5	18	28	25	18	6
North	4	17	27	24	20	8
South	3	20	29	23	16	9
Men	3	20	26	20	22	9
Women	3	17	31	28	13	8
18-34	3	26	21	31	15	5
35-49	2	21	33	23	15	6
50-64	4	14	26	22	21	13
65+	5	14	34	18	18	11

%   ■ Very good ■ Good ■ Average ■ Poor ■ Very poor ■ Can't say

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

DETAILED DEMOGRAPHICS

JWS RESEARCH

2018 GENDER AND AGE PROFILE

Gender

- Men
- Women

49% **51%**

Age

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

7%
17%
30%
23%
22%

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

65

J00643 Customer Satisfaction Survey 2018 - Golden Plains Shire Council

APPENDIX A:
DETAILED SURVEY TABULATIONS
AVAILABLE IN SUPPLIED EXCEL FILE

JWS RESEARCH

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

JWS RESEARCH

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

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**

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 Score = ($1 - $2) / 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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