LOCAL GOVERNMENT COMMUNITY SATISFACTION SURVEY ARARAT RURAL CITY COUNCIL

2017 RESEARCH REPORT

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

CONTENTS



- Background and objectives
- Survey methodology and sampling
- Further information
- Key findings & recommendations
- Summary of findings
- Detailed findings
 - Key core measure: Overall performance
 - Key core measure: Customer service
 - Key core measure: Council direction indicators
 - Individual service areas
 - Detailed demographics
- Appendix A: Detailed survey tabulations
- Appendix B: Further project information

BACKGROUND AND OBJECTIVES



Welcome to the report of results and recommendations for the 2017 State-wide Local Government Community Satisfaction Survey for Ararat Rural City 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 Ararat Rural City 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 Ararat Rural City Council.

Survey sample matched to the demographic profile of Ararat Rural City Council as determined by the most recent ABS population estimates was purchased from an accredited supplier of publicly available phone records, including up to 10% mobile phone numbers to cater to the diversity of residents within Ararat Rural City Council, particularly younger people.

A total of n=400 completed interviews were achieved in Ararat Rural City Council. Survey fieldwork was conducted in the period of 1st February – 30th March, 2017.

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

- 2016, n=400 completed interviews, conducted in the period of 1st February 30th March.
- 2015, n=400 completed interviews, conducted in the period of 1st February 30th March.
- 2013, n=400 completed interviews, conducted in the period of 1st February 24th March.

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 Ararat Rural City 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



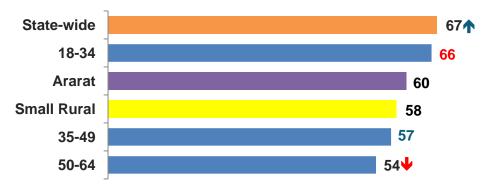
Within tables and index score charts throughout this report, statistically significant differences at the 95% confidence level are represented by upward directing blue and downward directing red arrows. Significance when noted indicates a significantly higher or lower result for the analysis group in 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 2016. Therefore in the example below:

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

Overall Performance – Index Scores (example extract only)



FURTHER INFORMATION



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

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

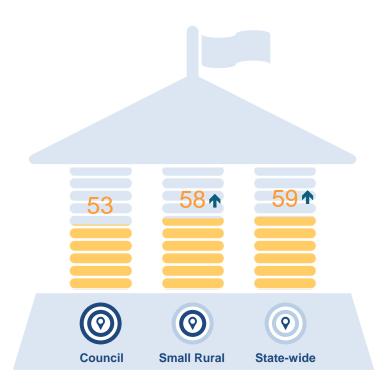
Contacts

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

KEY FINDINGS & RECOMMENDATIONS



ARARAT RURAL CITY COUNCIL



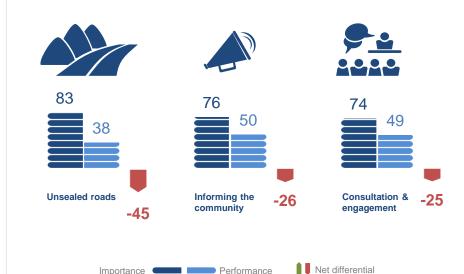
OVERALL COUNCIL PERFORMANCE

Results shown are index scores out of 100.

TOP 3 PERFORMING AREAS



TOP 3 AREAS FOR IMPROVEMENT





OVERALL PERFORMANCE



The **overall performance index score of 53** for Ararat Rural City Council represents a two point **decline** on the 2016 result. Perceptions of overall performance have fluctuated over time, and are yet to return to the high seen in 2013 (index score of 57).

- Ararat Rural City Council's overall performance is *significantly lower* (at the 95% confidence interval) than **the average rating for both Small Rural councils and councils State-wide** (index scores of 58 and 59 respectively).
- Most demographic and geographic sub-groups rate Ararat Rural City Council's overall performance less favourably in 2017 than in 2016, the exceptions being 50 to 64 year olds who are equal to their 2016 rating on overall performance and women who are one index point higher in their rating. These changes are not however statistically significant.

Residents are just as likely to rate Ararat Rural City Council's overall performance as 'very good' (9%) as they are 'very poor' (11%). Around another one-third of residents (29%) rate Council's overall performance as 'good', while a further 39% sit mid-scale providing an 'average' rating. Around one in ten (13%) rate Council's overall performance as 'poor'.

OVERVIEW OF CORE PERFORMANCE MEASURES



Review of the core performance measures (as shown on page 19) shows that Ararat Rural City Council's **performance on most measures has decreased slightly** compared to Council's own results in 2016. Additionally, the 2017 results are generally *significantly lower* than the Small Rural and State-wide council averages.

- Lobbying and sealed local roads comprise the exceptions. In the case of lobbying, Ararat Rural City Council's performance index of 53 is slightly lower than both the Small Rural and Statewide council averages, but not significantly so. Ararat Rural City Council's performance on sealed local roads (index score of 51) is one point higher than the average for Small Rural councils and two points lower than the State-wide council average.
- Ararat Rural City Council's performance index for **making community decisions** (50) and **overall council direction** (47) showed slight increases on 2016 ratings (two and one point respectively). However these ratings are still *significantly lower* than Small Rural and State-wide council averages.
- ➢ On the measure of community consultation and engagement (index score of 49), Ararat Rural City Council's performance is significantly lower than both the Small Rural and State-wide council averages (index scores of 55 each). Ratings in this area have been trending down over time from a peak of 55 in 2013 and is an area in need of Council attention moving forward.

Ararat Rural City Council performs best in the area of **customer service** (index score of 62). Customer service is the highest rated core performance measure. However, in this area, Ararat Rural City Council's performance is rated *significantly below* the averages for both the Small Rural and State-wide council averages (seven index points lower for each).

CUSTOMER CONTACT AND SERVICE



More than half (59%) of Ararat Rural City Council residents have had recent contact with Council. Those living in Lake Bolac and those aged 35 to 49 years are more likely to have contacted Council (71% and 67% respectively) than their counterparts.

Ararat Rural City Council's customer service index of 62 is a reasonable result for Council. As mentioned previously, it represents Council's strongest result on core measures. Of concern, the index score of 62 represents a five point decline on Council's 2016 index score of 67. This continues the downward trend in customer service ratings from a peak of 71 in 2013.

One in five residents (22%) rate Council's customer service as 'very good', with a further 35% rating customer service as 'good'.

Perceptions of customer service have decreased among almost all demographic and geographic sub-groups, the exception being those living in Elmhurst and those aged 18 to 34 years.

- A significant decline in customer service ratings over the past year is evident among **women**, dropping nine points to a score of 64, continuing downward from the peak of 75 in 2013 and 2015.
- After an increase of two points between 2015 and 2016, **residents aged 35 to 49 years** have also shown a *significant decrease* of 16 points to a score of 53 in 2017.
- Council should focus on improving relations among these two groups moving forward.

AREAS WHERE COUNCIL IS PERFORMING WELL



Beyond customer service, another area where Ararat Rural City Council is well regarded is emergency and disaster management. With a performance index score of 72, it is the highest rated individual service area among residents.

- Emergency and disaster management has consistently been rated highly out of the individual service areas, with performance remaining consistent with the 2016 result.
- Almost two in three residents (62%) rate Council's performance in the area of emergency and disaster management as 'very good' or 'good'. It is important to note however, that Lake Bolac residents show a *significant decline* in their rating of Council in this area, dropping from an index score of 75 in 2016 to 64 in 2017.
- Emergency and disaster management is also considered to be one of the most important service areas (importance index score of 83).

Arts centres and libraries (performance index score of 70) is another area where Council is rated more highly compared to other areas. It is the second highest performing individual service area tested, but is also considered to be the least important (importance index score of 60).

Of note is Council's performance on parking facilities. With an index score of 64, Council's rating is *significantly higher* than the average for State-wide councils (index score of 55) and slightly higher than the average for Small Rural councils (index score of 63). Parking facilities is however rated second to last in importance (importance index of 63), ranking only ahead of arts centres and libraries in perceived importance.

AREAS IN NEED OF ATTENTION



The most *significant declines* in 2017 include six point drops on the measures of the **appearance of public areas** (index score of 66) and **informing the community** (index score of 50) and a four point drop on the measure of the **condition of local streets and footpaths** (index score of 55).

- > Performance on these measures have fluctuated since 2013 and are at their **lowest levels to date**.
- Much of this decline can be attributed to much more critical ratings on these issues from Ararat residents and also those aged 18 to 34 year olds.

The two areas that stand out as being most in need of Council attention are **consultation and engagement** and the **maintenance of unsealed roads**. With performance index scores of 49 and 38 respectively, Council is seen to be **performing worst** in these service areas. Ratings in both areas, are *significantly lower* than the Small Rural and State-wide average for councils.

- Maintenance of unsealed roads is the equal highest ranking service area in terms of importance (importance index score of 83), making it a critical area for attention.
- > Consultation and engagement ratings have been declining over time from a peak of 55 in 2013.
- Feedback from residents on what they consider Council most needs to do to improve its performance in the next 12 months supports this finding, with **community consultation** volunteered by 13% of residents.

With a performance index score of 47 and *significantly lower* than the Small Rural and State-wide average for councils, **overall council direction** is another area that Council should pay attention to.

Around one in seven (14%) residents say that the **overall council direction** has improved in the last 12 months, a further 60% say it has stayed the same, whilst 20% say it has deteriorated.

FOCUS AREAS FOR COMING 12 MONTHS



For the coming 12 months, Ararat Rural City Council should pay particular attention to the service areas where stated importance exceeds rated performance by more than 15 points. Key priorities include:

- Maintenance of unsealed roads (margin of 45 points)
- Informing the community (margin of 26 points)
- Consultation and engagement (margin of 25 points)
- Condition of local streets and footpaths (margin of 22 points)
- Lobbying (margin of 18 points)
- Planning and building permits (margin of 16 points).

Consideration should also be given to Lake Bolac residents and those aged 35 to 49 years who appear to be most driving negative opinion in 2017.

On the positive side, Council should **maintain its relatively strong performance in the area of customer service**, and aim to shore up service areas that are currently rated higher than others, such as **emergency and disaster management** and **arts centres and libraries**.

It is also important to learn from what is working amongst other groups, especially residents aged 65 years and over and use these lessons to build performance experience and perceptions in other areas.

FURTHER AREAS OF EXPLORATION



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

Please note that the category descriptions for the coded open ended responses are generic summaries only. We recommend further analysis of the detailed cross tabulations and the actual verbatim responses, with a view to understanding the responses of the key gender and age groups, especially any target groups identified as requiring attention.

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

SNAPSHOT OF KEY FINDINGS



Higher results in 2017

(Significantly <u>higher</u> result than 2016)

None applicable

Lower results in 2017

(Significantly lower result than 2016)

- Informing the community
- Condition of local streets and footpaths
- Appearance of public areas

Most favourably disposed towards Council

Aged 65+ years

Least favourably disposed towards Council

- Lake Bolac residents
- Aged 35-49 years

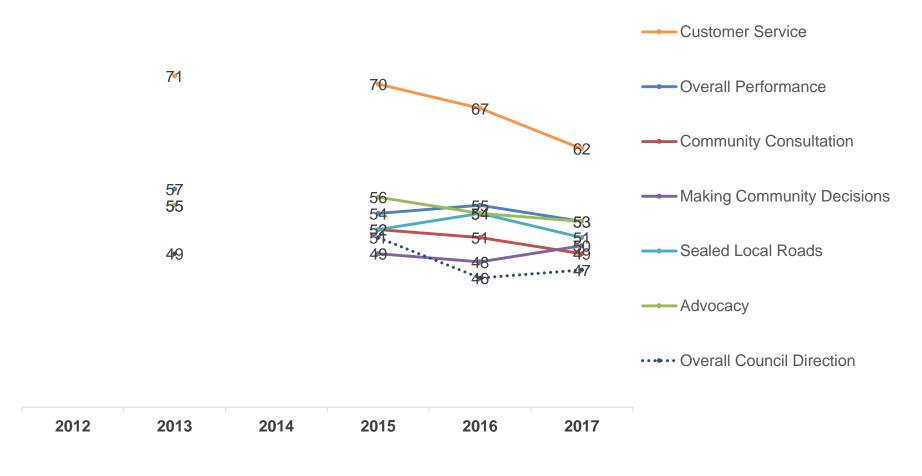
SUMMARY OF FINDINGS



2017 SUMMARY OF CORE MEASURES

INDEX SCORE RESULTS





2017 SUMMARY OF CORE MEASURES

DETAILED ANALYSIS



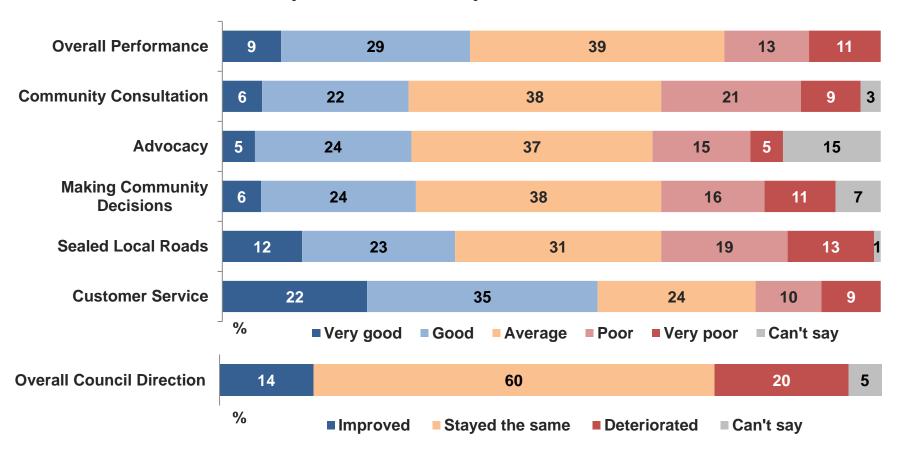
Performance Measures	Ararat 2017	Ararat 2016	Small Rural 2017	State- wide 2017	Highest score	Lowest score
OVERALL PERFORMANCE	53	55	58	59	Women	Lake Bolac
COMMUNITY CONSULTATION (Community consultation and engagement)	49	51	55	55	Aged 18-34 years, Women	Aged 35-49 years
ADVOCACY (Lobbying on behalf of the community)	53	54	55	54	Ararat, Aged 18-34 years, Aged 65+	Lake Bolac
MAKING COMMUNITY DECISIONS (Decisions made in the interest of the community)	50	48	55	54	Aged 65+ years	Aged 50-64 years, Lake Bolac, Men, Aged 35-49 years
SEALED LOCAL ROADS (Condition of sealed local roads)	51	54	50	53	Ararat	Lake Bolac
CUSTOMER SERVICE	62	67	69	69	Aged 18-34 years	Aged 35-49 years
OVERALL COUNCIL DIRECTION	47	46	52	53	Lake Bolac	Men

2017 SUMMARY OF KEY COMMUNITY SATISFACTION

PERCENTAGE RESULTS



Key Measures Summary Results

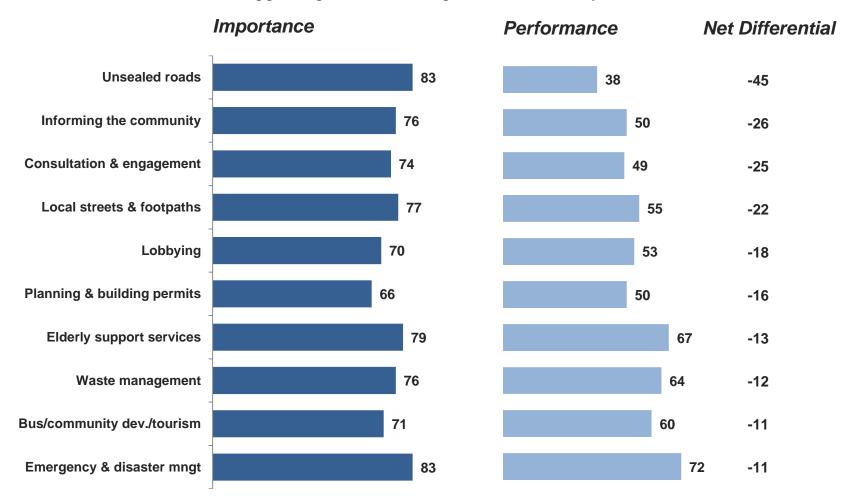


INDIVIDUAL SERVICE AREAS INDEX SCORE SUMMARY

IMPORTANCE VS PERFORMANCE



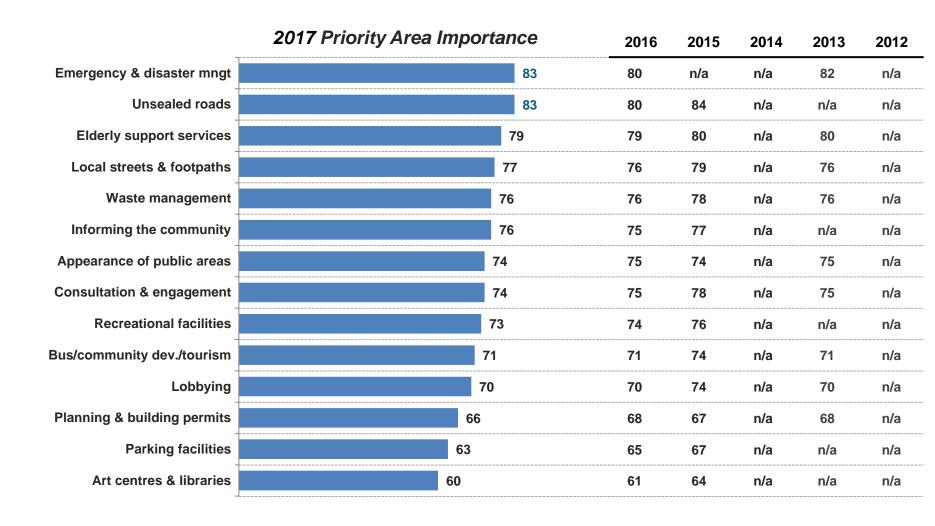
Service areas where importance exceeds performance by 10 points or more, suggesting further investigation is necessary:



2017 IMPORTANCE SUMMARY

INDEX SCORES OVER TIME





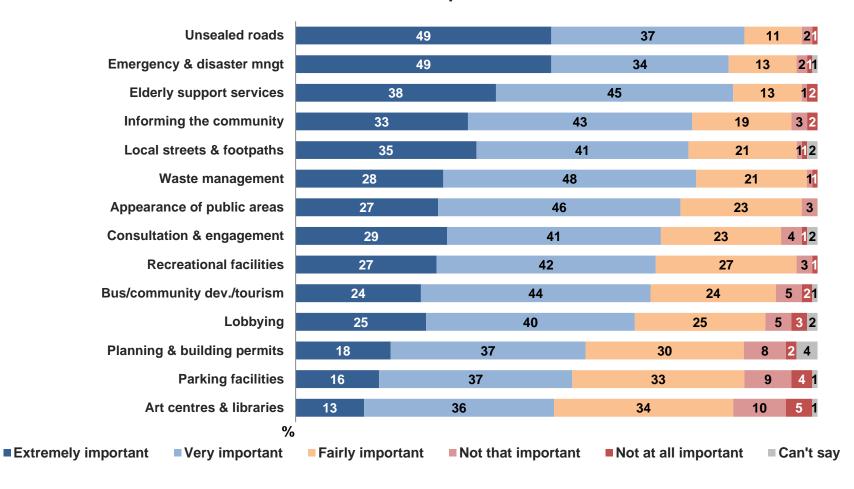
Q1. Firstly, how important should [RESPONSIBILITY AREA] be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 32 Councils asked group: 6 Note: Please see page 5 for explanation of significant differences

INDIVIDUAL SERVICE AREAS IMPORTANCE

DETAILED PERCENTAGES



Individual Service Areas Importance



2017 PERFORMANCE SUMMARY

INDEX SCORES OVER TIME



	2017 Priority Area Per	2016	2015	2014	2013	2012	
Emergency & disaster mngt		7	2 72	n/a	n/a	74	n/a
Art centres & libraries		70	69	70	n/a	n/a	n/a
Elderly support services		67	68	67	n/a	70	n/a
Appearance of public areas		66	72	71	n/a	71	n/a
Recreational facilities		65	65	64	n/a	n/a	n/a
Parking facilities		64	63	65	n/a	n/a	n/a
Waste management		64	66	66	n/a	69	n/a
Bus/community dev./tourism		60	61	63	n/a	67	n/a
Local streets & footpaths		55	59	58	n/a	58	n/a
Lobbying		53	54	56	n/a	55	n/a
Sealed local roads		51	54	52	n/a	n/a	n/a
Informing the community		50	56	54	n/a	n/a	n/a
Planning & building permits		50	51	55	n/a	57	n/a
Community decisions		50	48	49	n/a	n/a	n/a
Consultation & engagement	4	49	51	52	n/a	55	n/a
Unsealed roads	38		40	39	n/a	n/a	n/a

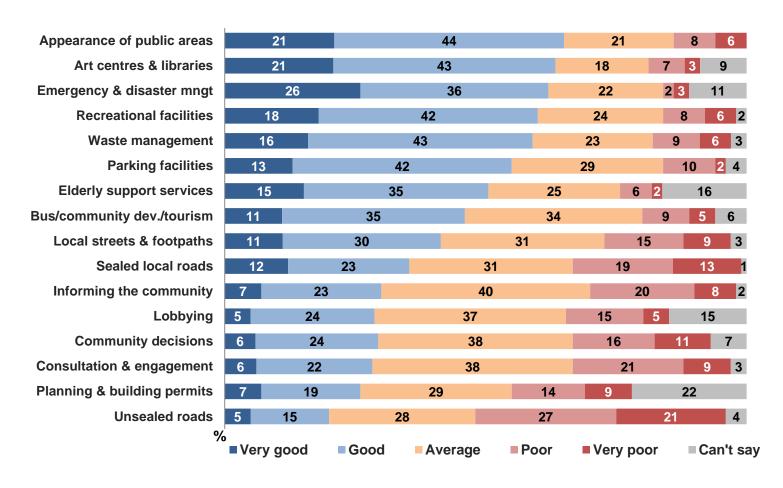
Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months? Base: All respondents. Councils asked state-wide: 68 Councils asked group: 16 Note: Please see page 5 for explanation of significant differences

INDIVIDUAL SERVICE AREAS PERFORMANCE

DETAILED PERCENTAGES



Individual Service Areas Performance



INDIVIDUAL SERVICE AREAS SUMMARY

COUNCIL'S PERFORMANCE VS STATE-WIDE AVERAGE





INDIVIDUAL SERVICE AREAS SUMMARY

COUNCIL'S PERFORMANCE VS GROUP AVERAGE



-None Applicable -Consultation & group engagement -Informing the community Significantly higher than -Elderly support services average -Recreational facilities Significantly lower than group -Appearance of public areas -Waste management average -Bus/community dev./tourism -Unsealed roads -Making community decisions

2017 IMPORTANCE SUMMARY

BY COUNCIL GROUP



Top Three Most Important Service Areas

(Highest to lowest, i.e. 1. = most important)

Ararat Rural City Council	Metropolitan Interface		Regional Centres	Large Rural	Small Rural
 Emergency & disaster mngt Unsealed roads Elderly support services 	 Waste management Community decisions Local streets & footpaths 	 Emergency & disaster mngt Population growth Local streets & footpaths 	 Community decisions Sealed roads Emergency & disaster mngt 	 Unsealed roads Sealed roads Emergency & disaster mngt 	 Emergency & disaster mngt Community decisions Waste management

Bottom Three Least Important Service Areas

(Lowest to highest, i.e. 1. = least important)

Ararat Rural City Council	Metropolitan	Interface	Regional Centres	Large Rural	Small Rural	
 Art centres & libraries Parking facilities Planning permits 	 Bus/community dev./tourism Community & cultural Slashing & weed control 	 Tourism development Community & cultural Art centres & libraries 	 Art centres & libraries Community & cultural Planning permits 	 Art centres & libraries Community & cultural Traffic management 	 Community & cultural Art centres & libraries Tourism development 	

2017 PERFORMANCE SUMMARY

BY COUNCIL GROUP



Top Three Highest Performing Service Areas

(Highest to lowest, i.e. 1. = highest performance)

Ararat Rural City Council	Metropolitan	Interface	Regional Centres	Large Rural	Small Rural
 Emergency & disaster mngt Art centres & libraries Elderly support services 	 Waste management Art centres & libraries Recreational facilities 	 Art centres & libraries Waste management Emergency & disaster mngt 	 Art centres & libraries Appearance of public areas Emergency & disaster mngt 	 Appearance of public areas Emergency & disaster mngt Art centres & libraries 	 Emergency & disaster mngt Art centres & libraries Community & cultural

Bottom Three Lowest Performing Service Areas

(Lowest to highest, i.e. 1. = lowest performance)

Ararat Rural City Council	Metropolitan Interface		Regional Centres	Large Rural	Small Rural	
 Unsealed roads Consultation & engagement Community decisions 	 Planning permits Population growth Parking facilities 	 Unsealed roads Planning permits Population growth 	 Parking facilities Community decisions Unsealed roads 	 Unsealed roads Sealed roads Slashing & weed control 	 Unsealed roads Sealed roads Planning permits 	

2017 BEST THINGS ABOUT COUNCIL DETAILED PERCENTAGES 2017 SERVICES TO IMPROVE DETAILED PERCENTAGES



2017 Best Aspects

Recreational/Sporting Facilities 16 **Customer Service** 7 Councillors 6 **Road/Street Maintenance** 5 **Parks and Gardens** 4 **Generally Good - Overall/No** 4 **Complaints Community Facilities Community Support Services** 3 **Tourism** 3

2017 Areas for Improvement



Q16. Please tell me what is the ONE BEST thing about Ararat Rural City Council? It could be about any of the issues or services we have covered in this survey or it could be about something else altogether?

Base: All respondents. Councils asked state-wide: 25 Councils asked group: 6

Base: All respondents. Councils asked state-wide: 25 Councils asked group: 6

Q17. What does Ararat Rural City Council MOST need to do to improve its performance? Base: All respondents. Councils asked state-wide: 41 Councils asked group: 9

POSITIVES AND AREAS FOR IMPROVEMENT

SUMMARY



BEST THINGS

- Recreational/Sporting Facilities: 16% (up 6 points from 2016)
- Customer Service: 7% (up 4 points from 2016)
- Councillors: 6% (up 2 points from 2016)

- Sealed RoadMaintenance: 16%(up 2 points from 2016)
- Community Consultation: 13% (equal points on 2016)
- Rural/RegionalCommunities: 11%(up 3 points from 2016)

AREAS FOR IMPROVEMENT

DETAILED FINDINGS



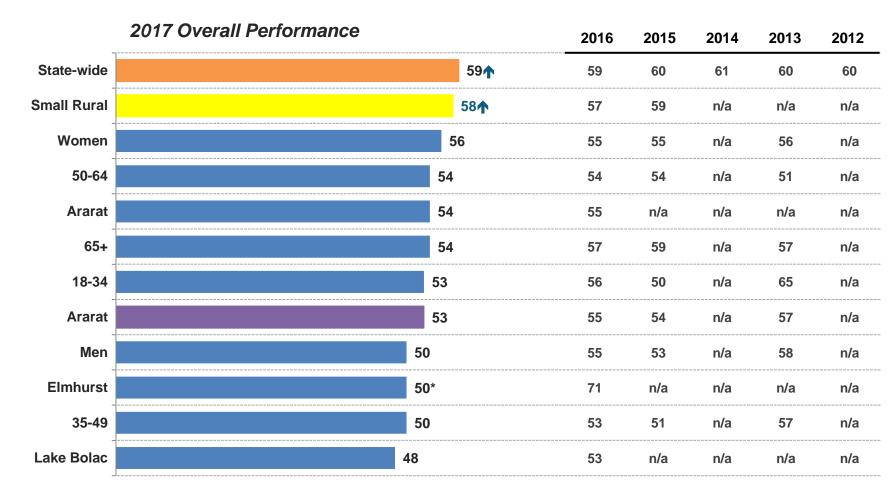
KEY CORE MEASURE OVERALL PERFORMANCE



OVERALL PERFORMANCE

INDEX SCORES





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

Base: All respondents. Councils asked state-wide: 68 Councils asked group: 16

Note: Please see page 5 for explanation about significant differences

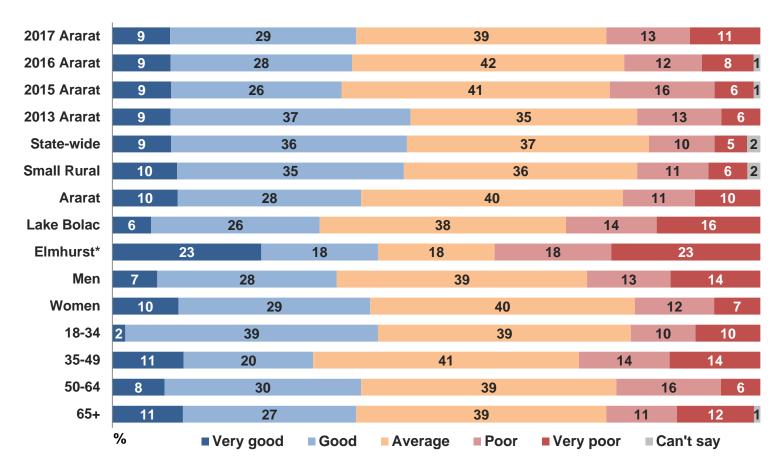
*Caution: small sample size < n=30

OVERALL PERFORMANCE

DETAILED PERCENTAGES



2017 Overall Performance



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

Base: All respondents. Councils asked state-wide: 68 Councils asked group: 16

*Caution: small sample size < n=30

KEY CORE MEASURE CUSTOMER SERVICE



CONTACT LAST 12 MONTHS

SUMMARY



Overall contact with Ararat Rural City Council

• 59%, down 1 point on 2016

Most contact with Ararat Rural City Council

· Lake Bolac residents

Least contact with Ararat Rural City Council

Aged 18-34 years

Customer service rating

• Index score of 62, down 5 points on 2016

Most satisfied with customer service

Aged 18-34 years

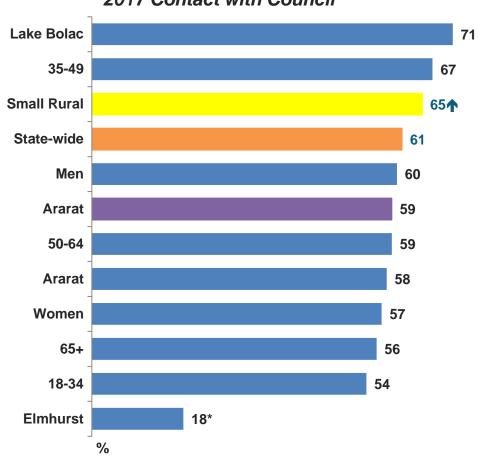
Least satisfied with customer service

Aged 35-49 years

2017 CONTACT WITH COUNCIL







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

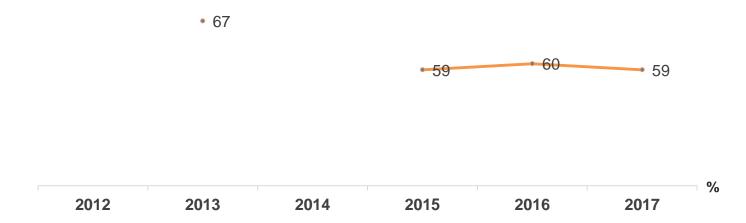
Base: All respondents. Councils asked state-wide: 49 Councils asked group: 13

Note: Please see page 5 for explanation about significant differences

2017 CONTACT WITH COUNCIL



2017 Contact with Council Have had contact

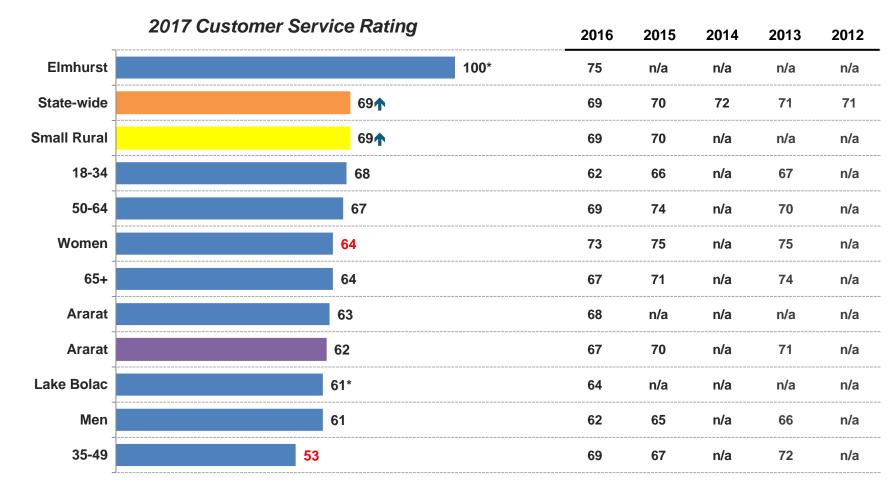


Q5. Over the last 12 months, have you or any member of your household had any contact with Ararat? This may have been in person, in writing, by telephone conversation, by text message, by email or via their website or social media such as Facebook or Twitter?

2017 CONTACT CUSTOMER SERVICE

INDEX SCORES





Q5c. Thinking of the most recent contact, how would you rate Ararat Rural City Council for customer service? Please keep in mind we do not mean the actual outcome but rather the actual service that was received.

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

Councils asked state-wide: 68 Councils asked group: 16

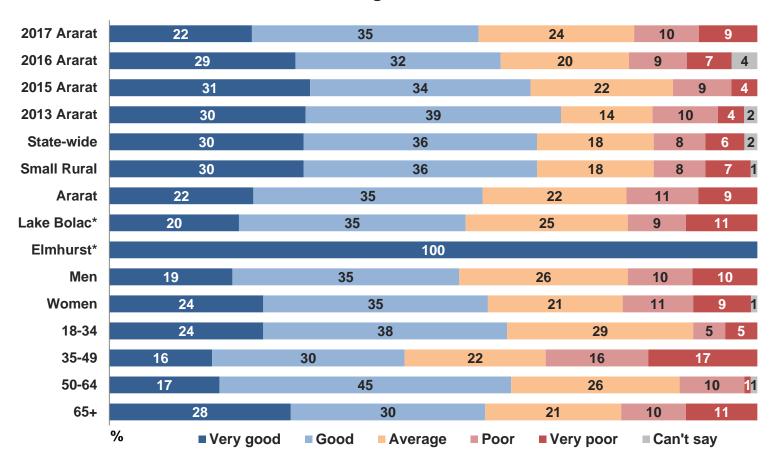
Note: Please see page 5 for explanation about significant differences

2017 CONTACT CUSTOMER SERVICE

DETAILED PERCENTAGES



2017 Customer Service Rating



Q5c. Thinking of the most recent contact, how would you rate Ararat Rural City Council for customer service? Please keep in mind we do not mean the actual outcome but rather the actual service that was received.

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

Councils asked state-wide: 68 Councils asked group: 16

KEY CORE MEASURE COUNCIL DIRECTION INDICATORS



COUNCIL DIRECTION

SUMMARY



Council Direction from Q6

- 60% stayed about the same, down 3 points on 2016
- 14% improved, up 1 point on 2016
- 20% deteriorated, equal points on 2016

Most satisfied with Council Direction from Q6

· Lake Bolac residents

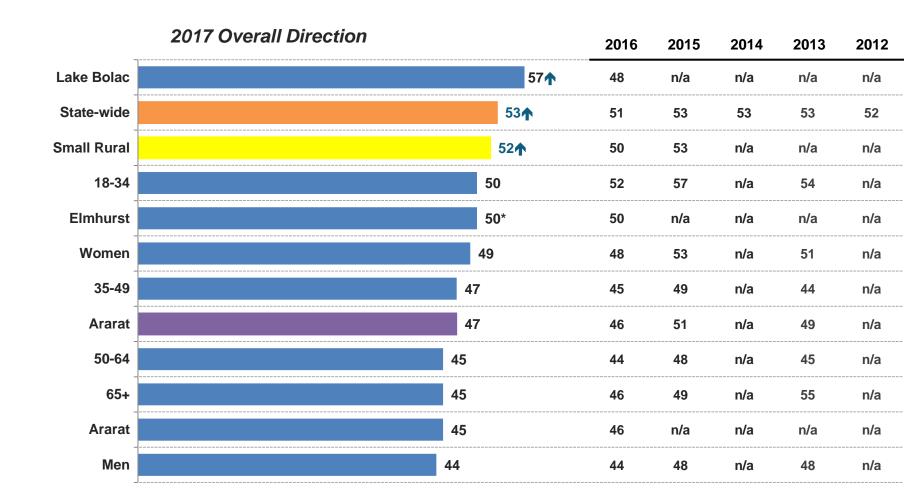
Least satisfied with Council Direction from Q6

• Men

2017 OVERALL COUNCIL DIRECTION LAST 12 MONTHS

INDEX SCORES





Q6. Over the last 12 months, what is your view of the direction of Ararat Rural City Council's overall performance?

Base: All respondents. Councils asked state-wide: 68 Councils asked group: 16

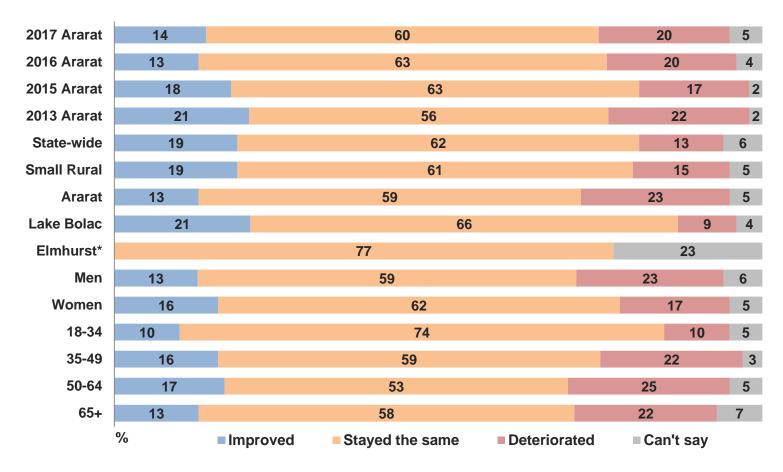
Note: Please see page 5 for explanation about significant differences

2017 OVERALL COUNCIL DIRECTION LAST 12 MONTHS

DETAILED PERCENTAGES



2017 Overall Direction



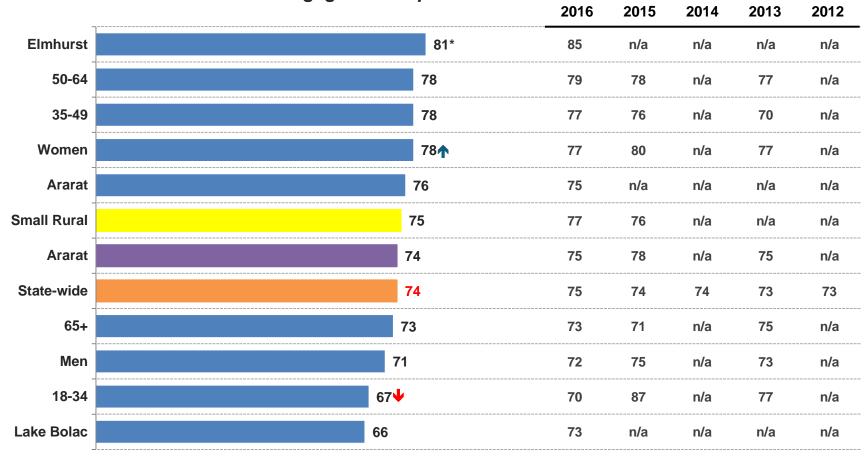
INDIVIDUAL SERVICE AREAS



IMPORTANCE INDEX SCORES



2017 Consultation and Engagement Importance



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

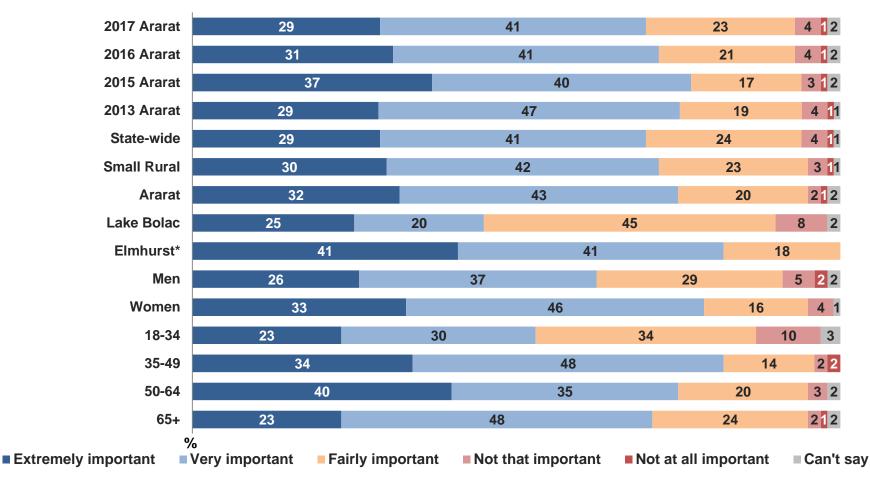
Base: All respondents. Councils asked state-wide: 22 Councils asked group: 5

Note: Please see page 5 for explanation about significant differences

IMPORTANCE DETAILED PERCENTAGES



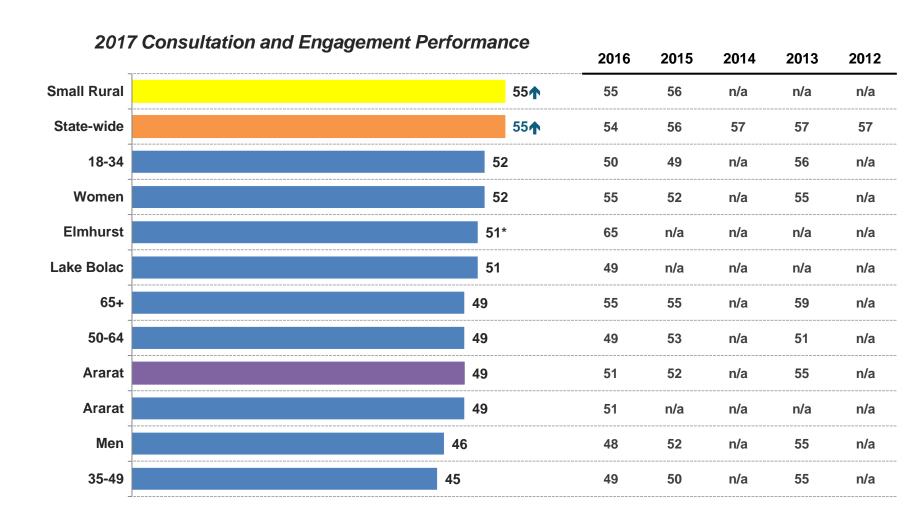
2017 Consultation and Engagement Importance



Q1. Firstly, how important should 'community consultation and engagement' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 22 Councils asked group: 5 *Caution: small sample size < n=30

PERFORMANCE INDEX SCORES





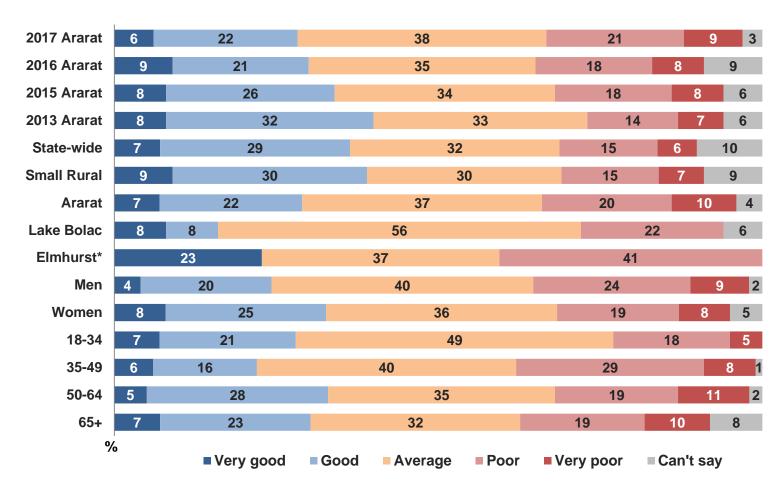
Q2. How has Council performed on 'community consultation and engagement' over the last 12 months?

Base: All respondents. Councils asked state-wide: 68 Councils asked group: 16 Note: Please see page 5 for explanation about significant differences

PERFORMANCE DETAILED PERCENTAGES



2017 Consultation and Engagement Performance

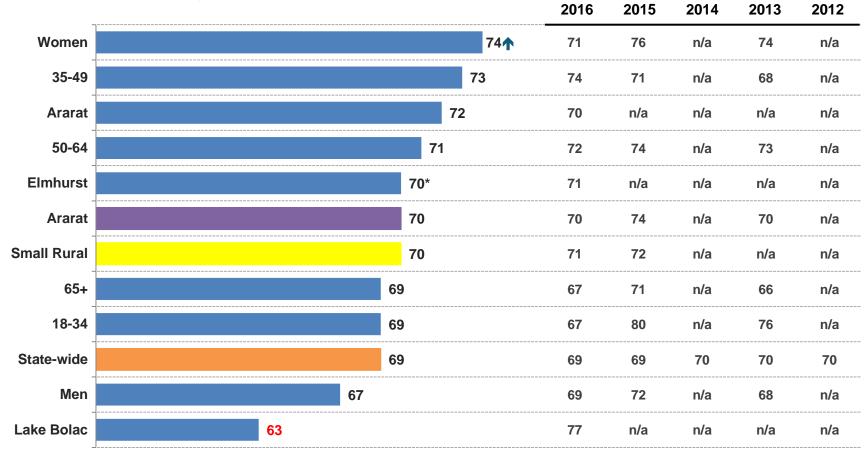


Q2. How has Council performed on 'community consultation and engagement' over the last 12 months? Base: All respondents. Councils asked state-wide: 68 Councils asked group: 16 *Caution: small sample size < n=30

IMPORTANCE INDEX SCORES



2017 Lobbying Importance



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

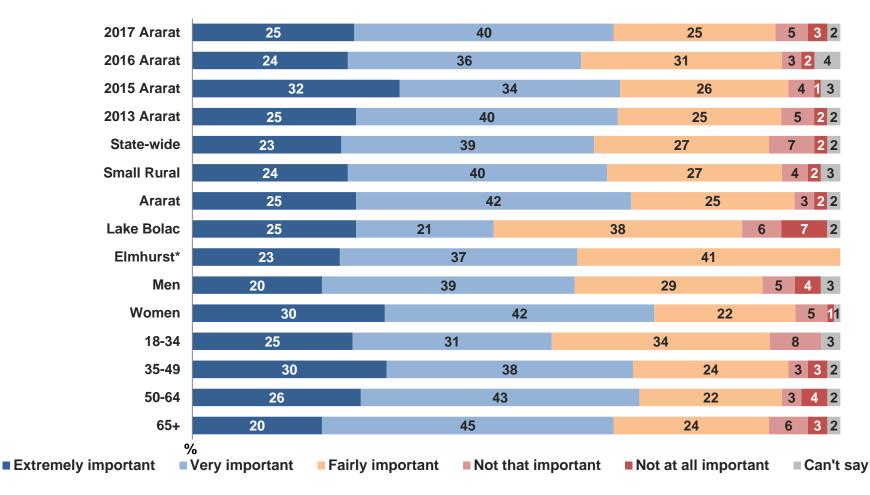
Base: All respondents. Councils asked state-wide: 22 Councils asked group: 5

Note: Please see page 5 for explanation about significant differences

IMPORTANCE DETAILED PERCENTAGES



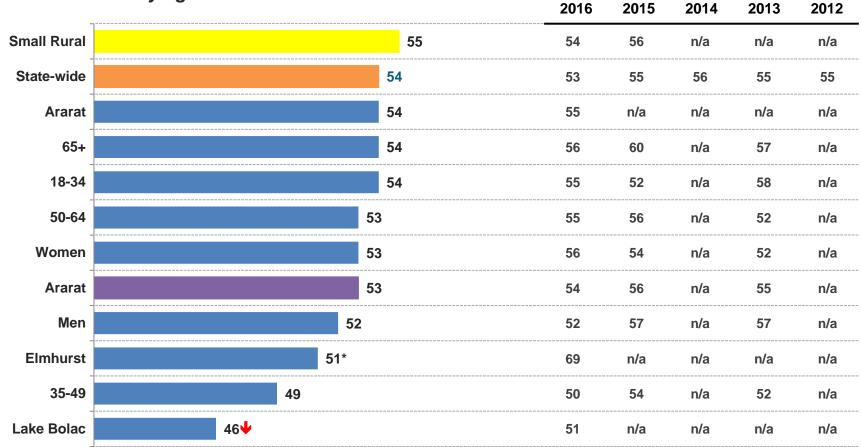
2017 Lobbying Importance



Q1. Firstly, how important should 'lobbying on behalf of the community' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 22 Councils asked group: 5 *Caution: small sample size < n=30

PERFORMANCE INDEX SCORES





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

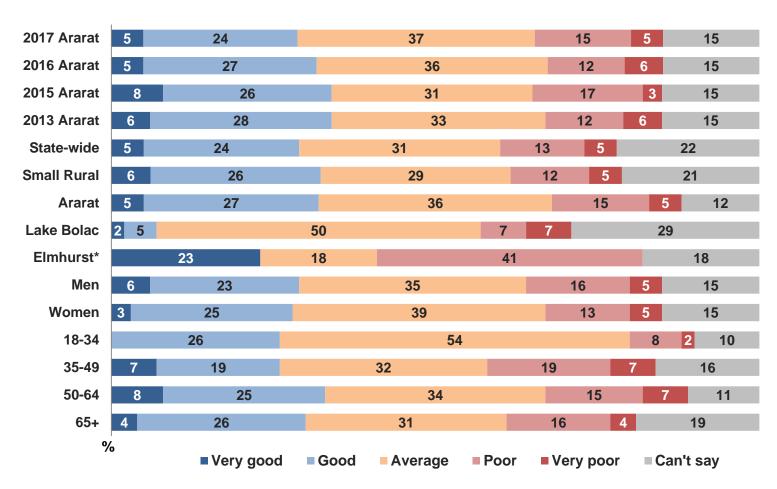
Base: All respondents. Councils asked state-wide: 68 Councils asked group: 16

Note: Please see page 5 for explanation about significant differences

PERFORMANCE DETAILED PERCENTAGES



2017 Lobbying Performance

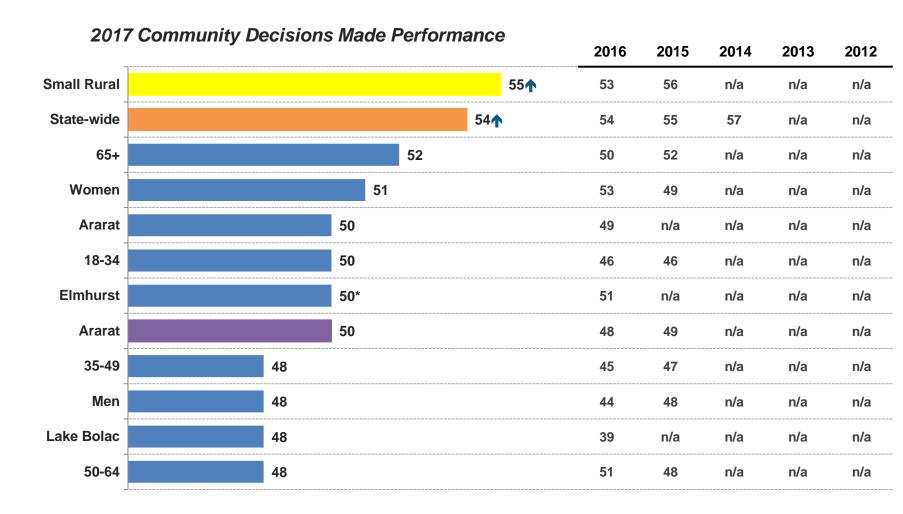


Q2. How has Council performed on 'lobbying on behalf of the community' over the last 12 months? Base: All respondents. Councils asked state-wide: 68 Councils asked group: 16 *Caution: small sample size < n=30

2017 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY

PERFORMANCE INDEX SCORES





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

Base: All respondents. Councils asked state-wide: 68 Councils asked group: 16

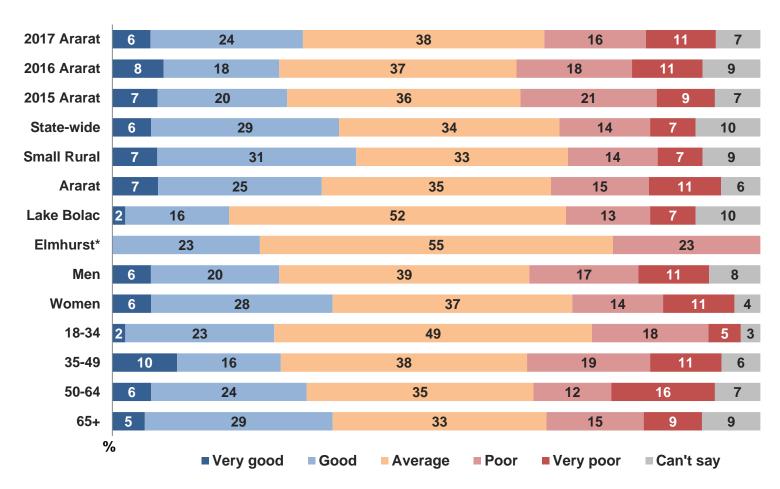
Note: Please see page 5 for explanation about significant differences

2017 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY

PERFORMANCE DETAILED PERCENTAGES



2017 Community Decisions Made Performance

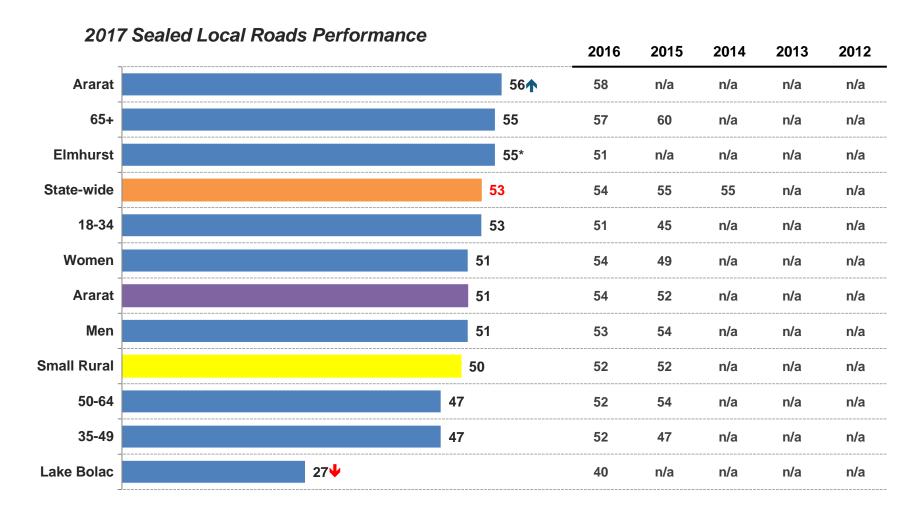


Q2. How has Council performed on 'decisions made in the interest of the community' over the last 12 months? Base: All respondents. Councils asked state-wide: 68 Councils asked group: 16 *Caution: small sample size < n=30

2017 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA

PERFORMANCE INDEX SCORES





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

Base: All respondents. Councils asked state-wide: 68 Councils asked group: 16

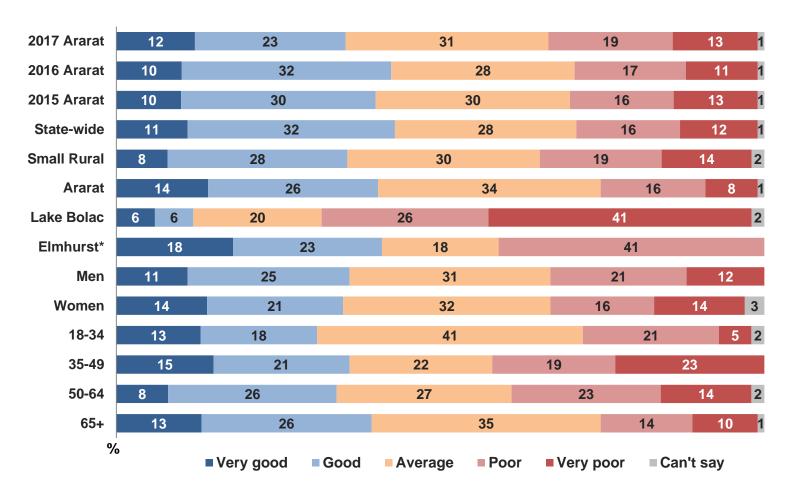
Note: Please see page 5 for explanation about significant differences

2017 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA

PERFORMANCE DETAILED PERCENTAGES



2017 Sealed Local Roads Performance

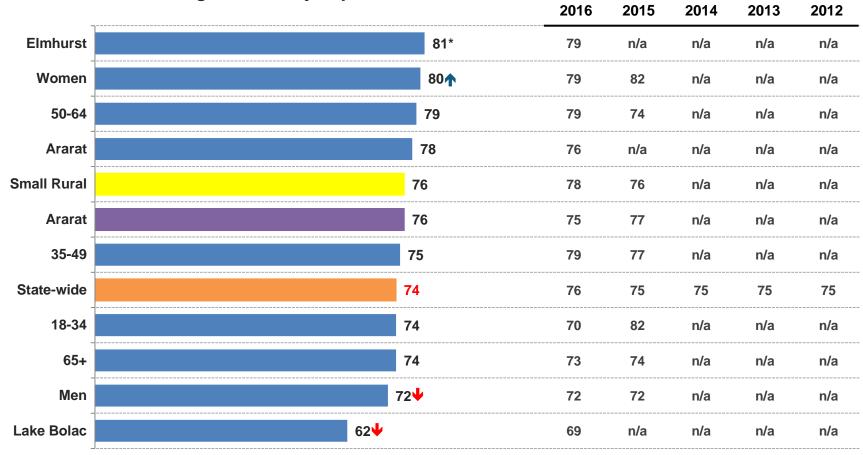


Q2. How has Council performed on 'the condition of sealed local roads in your area' over the last 12 months? Base: All respondents. Councils asked state-wide: 68 Councils asked group: 16 *Caution: small sample size < n=30

IMPORTANCE INDEX SCORES



2017 Informing Community Importance



Q1. Firstly, how important should 'informing the community' be as a responsibility for Council?

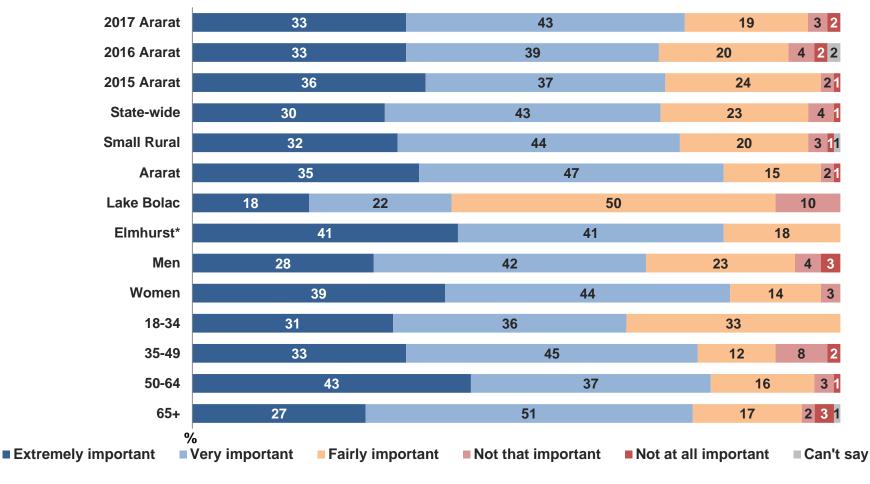
Base: All respondents. Councils asked state-wide: 24 Councils asked group: 5

Note: Please see page 5 for explanation about significant differences

IMPORTANCE DETAILED PERCENTAGES



2017 Informing Community Importance

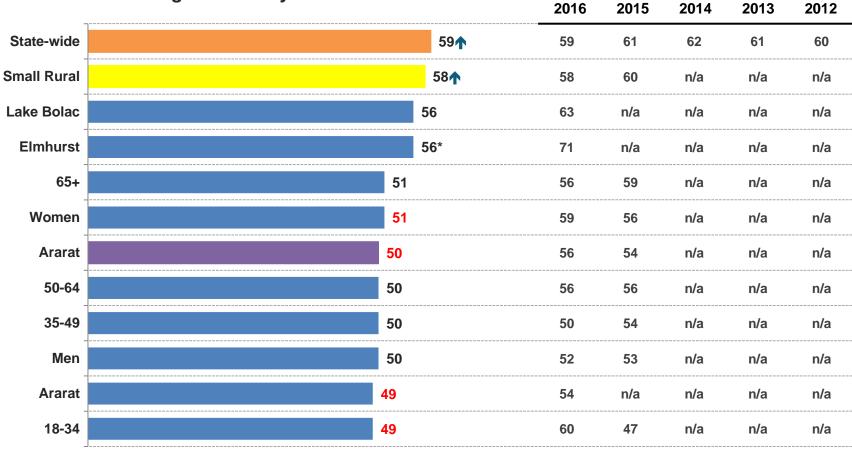


Q1. Firstly, how important should 'informing the community' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 24 Councils asked group: 5 *Caution: small sample size < n=30

PERFORMANCE INDEX SCORES



2017	Informing	g Community	Performance

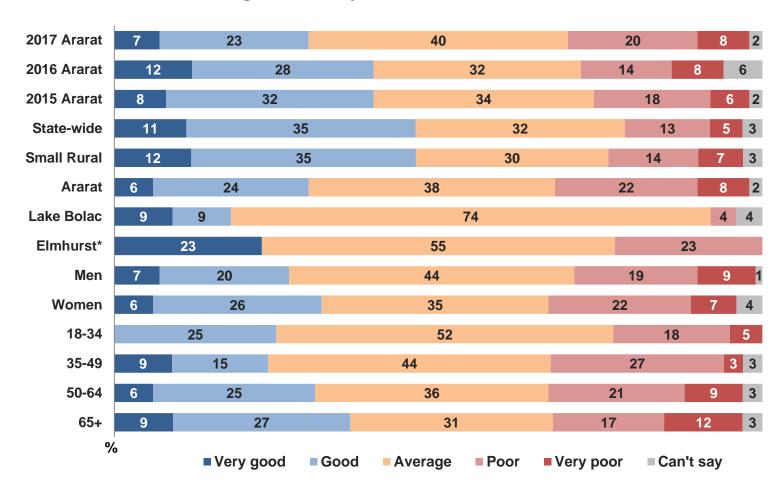


Q2. How has Council performed on 'informing the community' over the last 12 months? Base: All respondents. Councils asked state-wide: 36 Councils asked group: 9 Note: Please see page 5 for explanation about significant differences

PERFORMANCE DETAILED PERCENTAGES



2017 Informing Community Performance

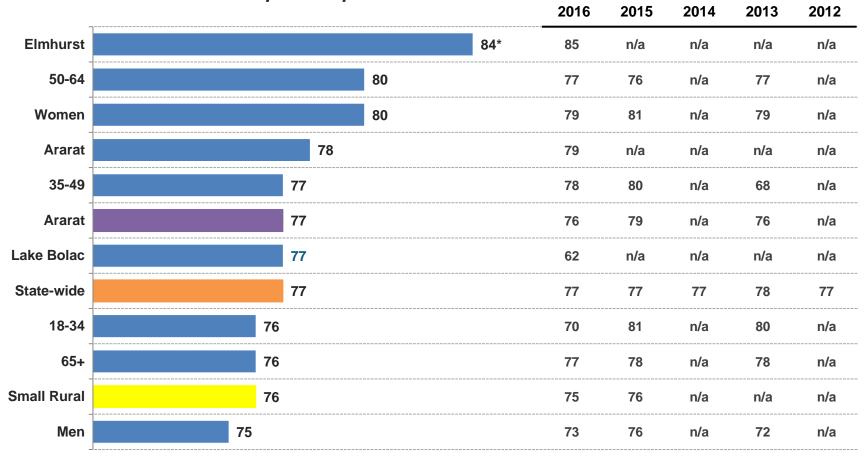


Q2. How has Council performed on 'informing the community' over the last 12 months? Base: All respondents. Councils asked state-wide: 36 Councils asked group: 9 *Caution: small sample size < n=30

YOUR AREA IMPORTANCE INDEX SCORES



2017 Streets and Footpaths Importance



Q1. Firstly, how important should 'the condition of local streets and footpaths in your area' be as a responsibility for Council?

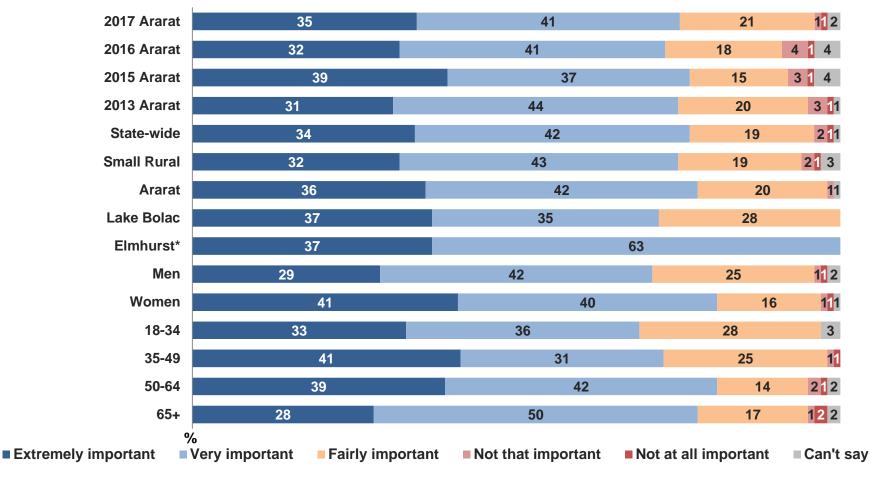
Base: All respondents. Councils asked state-wide: 25 Councils asked group: 6

Note: Please see page 5 for explanation about significant differences

YOUR AREA IMPORTANCE DETAILED PERCENTAGES



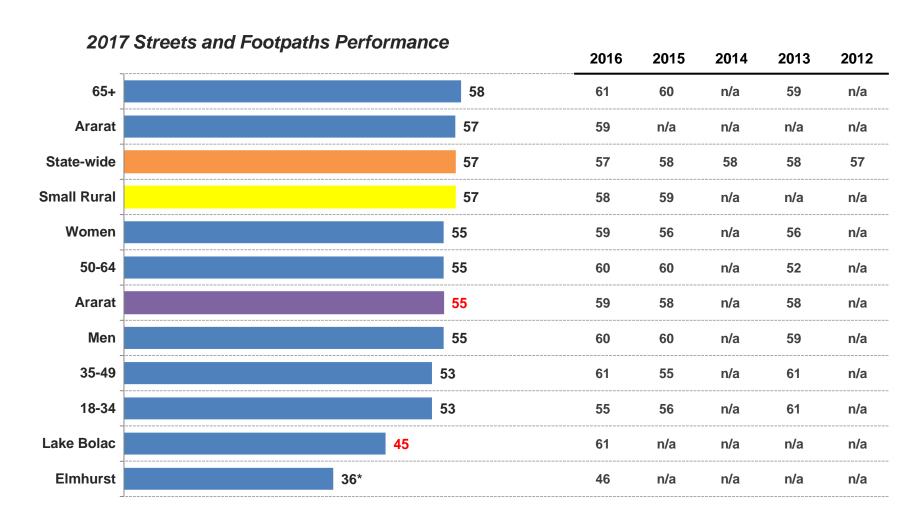
2017 Streets and Footpaths Importance



Q1. Firstly, how important should 'the condition of local streets and footpaths in your area' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 25 Councils asked group: 6

YOUR AREA PERFORMANCE INDEX SCORES





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

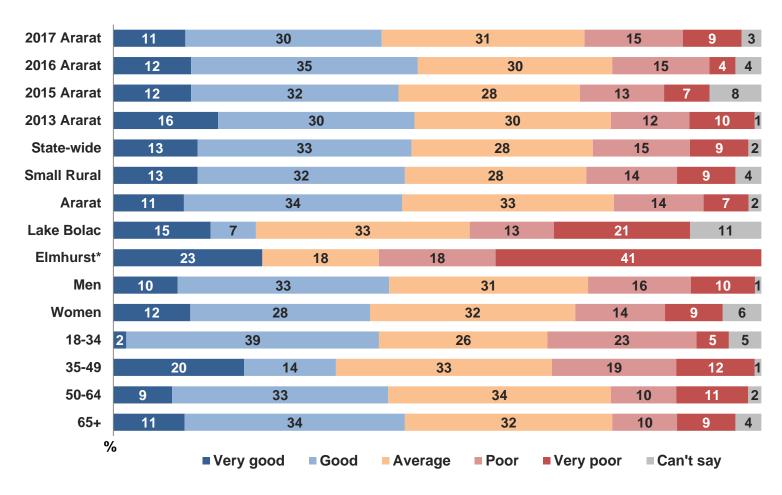
Base: All respondents. Councils asked state-wide: 32 Councils asked group: 7

Note: Please see page 5 for explanation about significant differences

YOUR AREA PERFORMANCE DETAILED PERCENTAGES



2017 Streets and Footpaths Performance

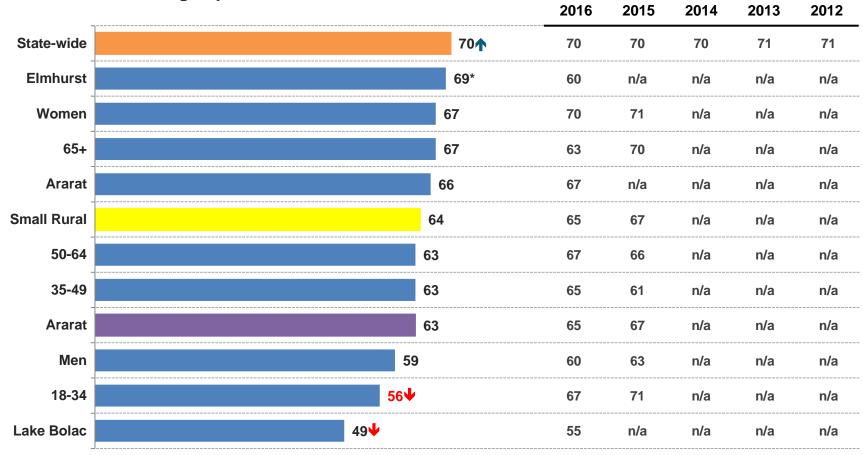


Q2. How has Council performed on 'the condition of local streets and footpaths in your area' over the last 12 months? Base: All respondents. Councils asked state-wide: 32 Councils asked group: 7

IMPORTANCE INDEX SCORES



2017 Parking Importance



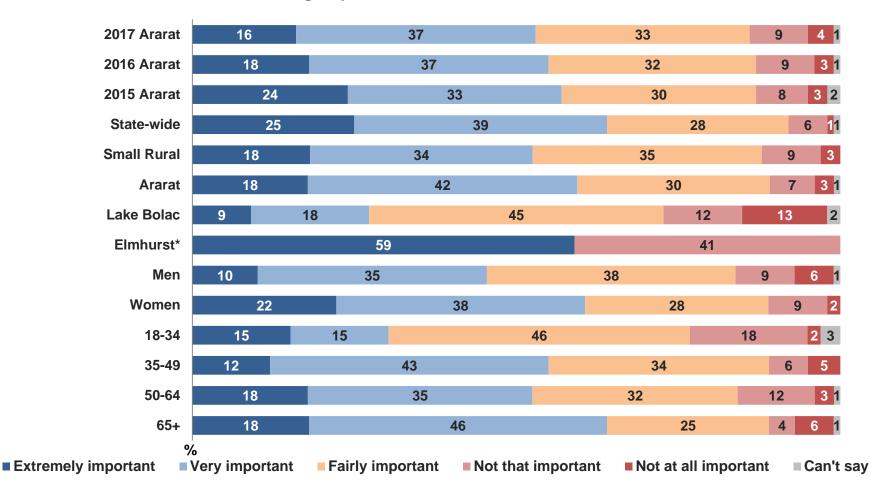
Q1. Firstly, how important should 'parking facilities' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 18 Councils asked group: 2

Note: Please see page 5 for explanation about significant differences

IMPORTANCE DETAILED PERCENTAGES



2017 Parking Importance

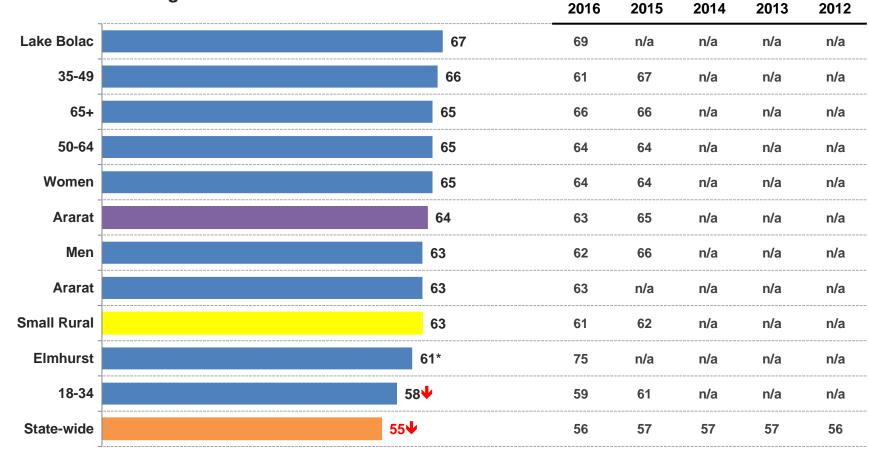


Q1. Firstly, how important should 'parking facilities' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 18 Councils asked group: 2 *Caution: small sample size < n=30

PERFORMANCE INDEX SCORES



2017 Parking Performance

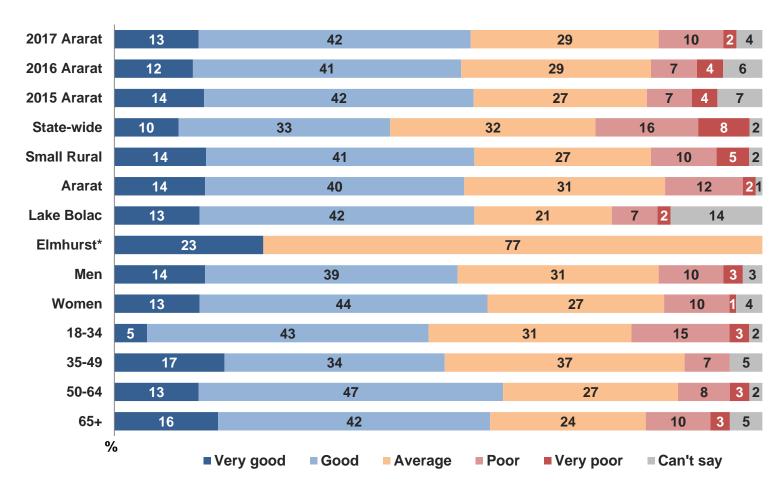


Q2. How has Council performed on 'parking facilities' over the last 12 months? Base: All respondents. Councils asked state-wide: 25 Councils asked group: 4 Note: Please see page 5 for explanation about significant differences

PERFORMANCE DETAILED PERCENTAGES



2017 Parking Performance

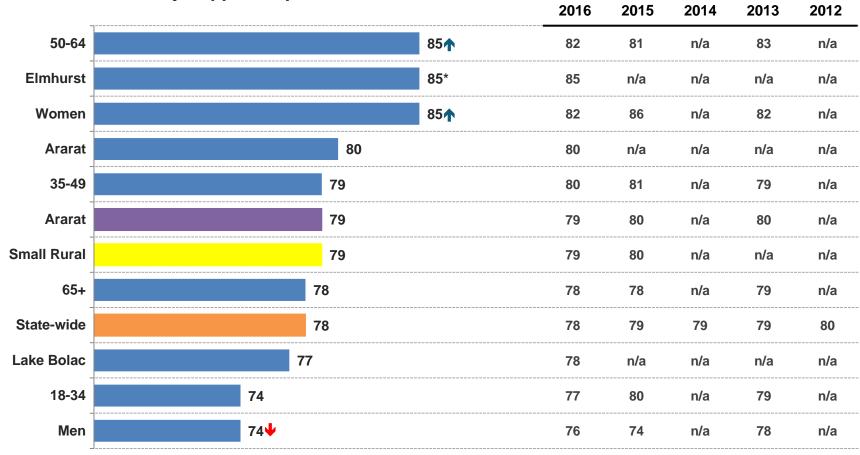


2017 ELDERLY SUPPORT SERVICES

IMPORTANCE INDEX SCORES



2017 Elderly Support Importance



Q1. Firstly, how important should 'elderly support services' be as a responsibility for Council?

Base: All respondents. Councils asked state-wide: 24 Councils asked group: 6

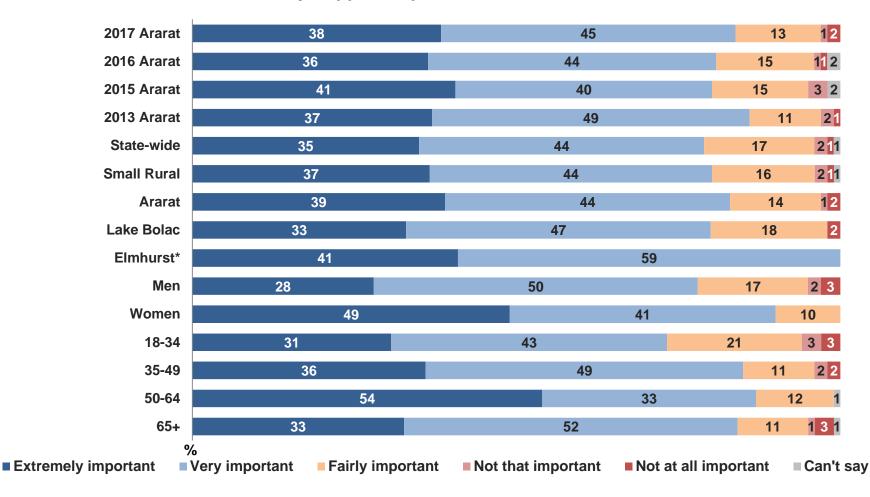
Note: Please see page 5 for explanation about significant differences

2017 ELDERLY SUPPORT SERVICES

IMPORTANCE DETAILED PERCENTAGES



2017 Elderly Support Importance

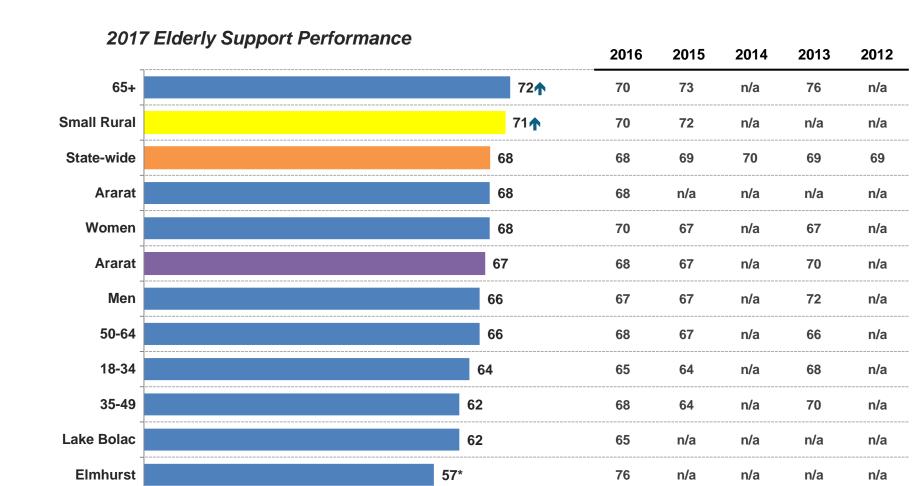


Q1. Firstly, how important should 'elderly support services' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 24 Councils asked group: 6 *Caution: small sample size < n=30

2017 ELDERLY SUPPORT SERVICES

PERFORMANCE INDEX SCORES





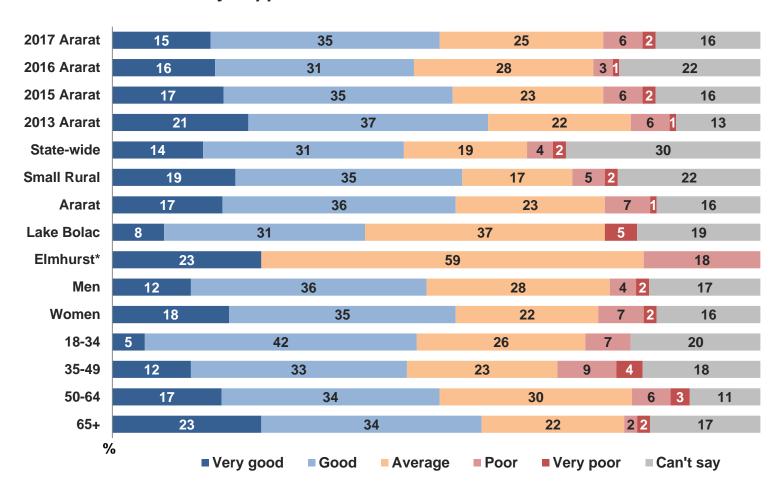
Q2. How has Council performed on 'elderly support services' over the last 12 months? Base: All respondents. Councils asked state-wide: 35 Councils asked group: 9
Note: Please see page 5 for explanation about significant differences

2017 ELDERLY SUPPORT SERVICES

PERFORMANCE DETAILED PERCENTAGES



2017 Elderly Support Performance

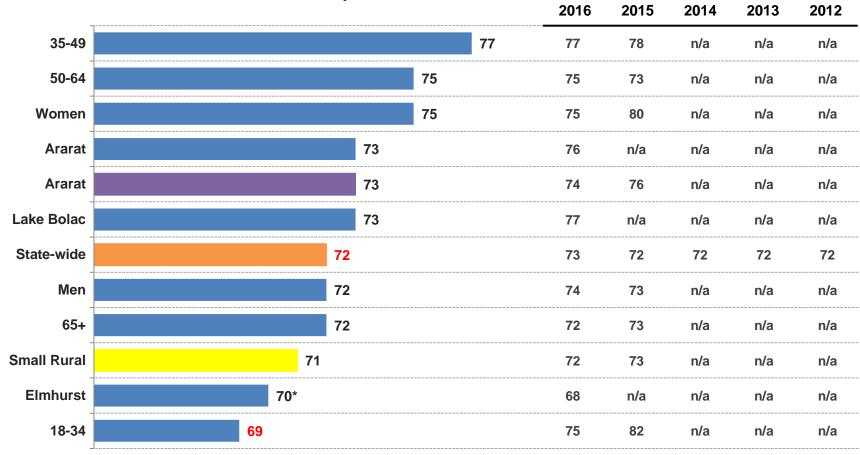


Q2. How has Council performed on 'elderly support services' over the last 12 months? Base: All respondents. Councils asked state-wide: 35 Councils asked group: 9 *Caution: small sample size < n=30

IMPORTANCE INDEX SCORES



2017 Recreational Facilities Importance



Q1. Firstly, how important should 'recreational facilities' be as a responsibility for Council?

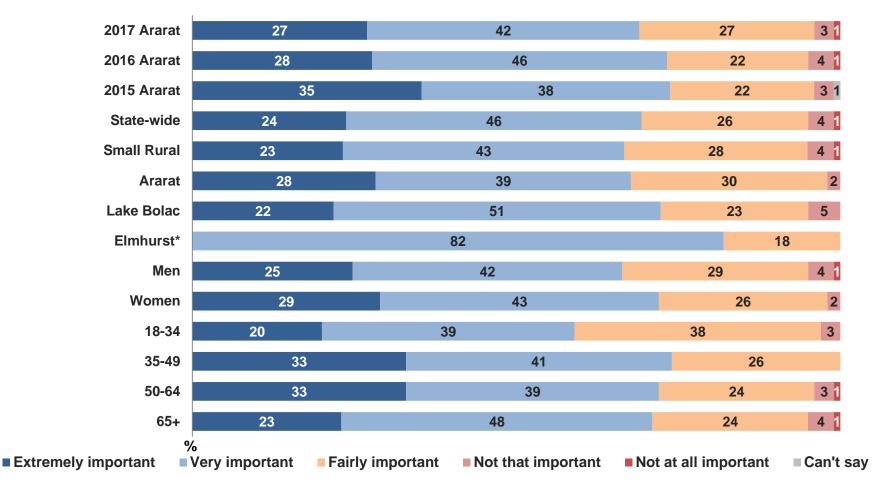
Base: All respondents. Councils asked state-wide: 27 Councils asked group: 5

Note: Please see page 5 for explanation about significant differences *Caution: small sample size < n=30

IMPORTANCE DETAILED PERCENTAGES



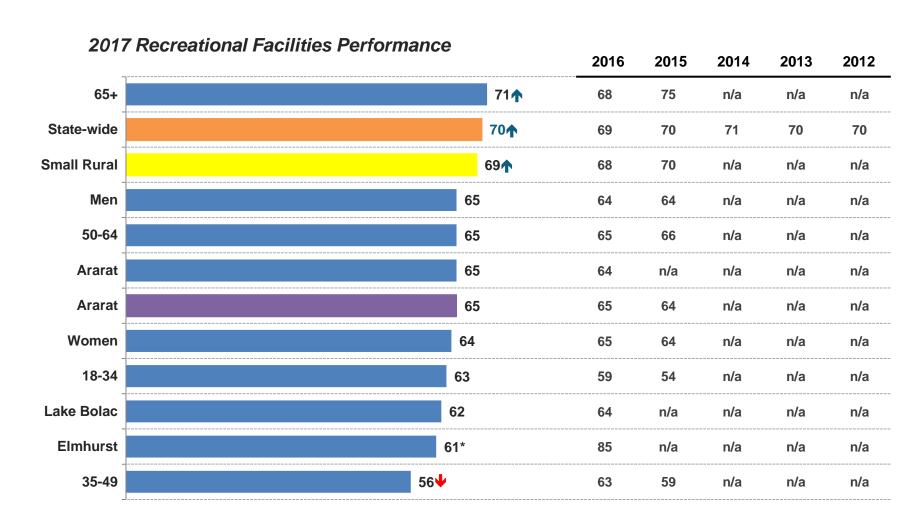
2017 Recreational Facilities Importance



Q1. Firstly, how important should 'recreational facilities' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 27 Councils asked group: 5 *Caution: small sample size < n=30

PERFORMANCE INDEX SCORES



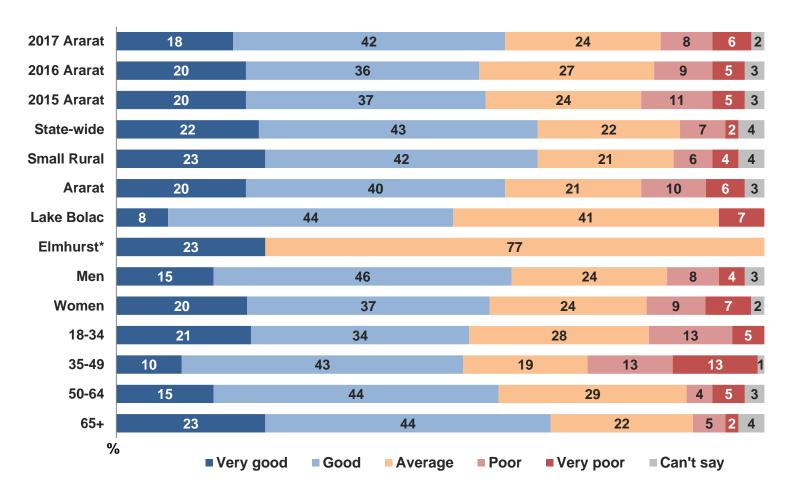


Q2. How has Council performed on 'recreational facilities' over the last 12 months? Base: All respondents. Councils asked state-wide: 40 Councils asked group: 10 Note: Please see page 5 for explanation about significant differences *Caution: small sample size < n=30

PERFORMANCE DETAILED PERCENTAGES



2017 Recreational Facilities Performance

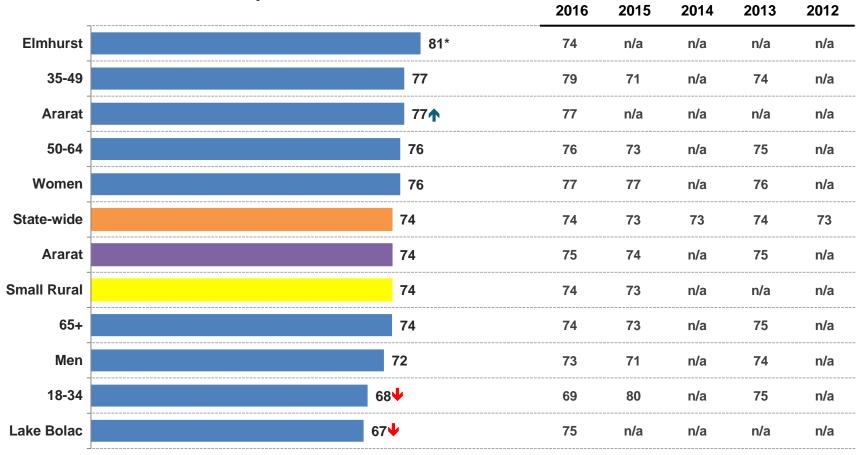


Q2. How has Council performed on 'recreational facilities' over the last 12 months? Base: All respondents. Councils asked state-wide: 40 Councils asked group: 10 *Caution: small sample size < n=30

IMPORTANCE INDEX SCORES



2017 Public Areas Importance



Q1. Firstly, how important should 'the appearance of public areas' be as a responsibility for Council?

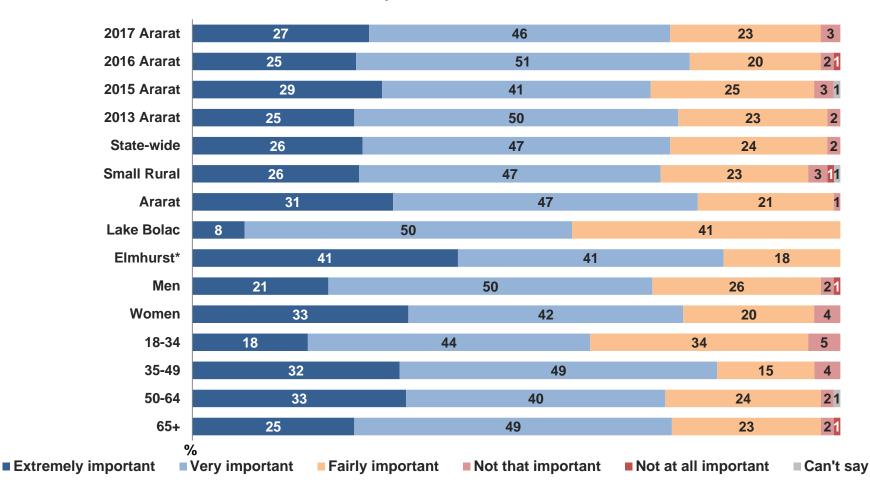
Base: All respondents. Councils asked state-wide: 28 Councils asked group: 5

Note: Please see page 5 for explanation about significant differences

IMPORTANCE DETAILED PERCENTAGES



2017 Public Areas Importance

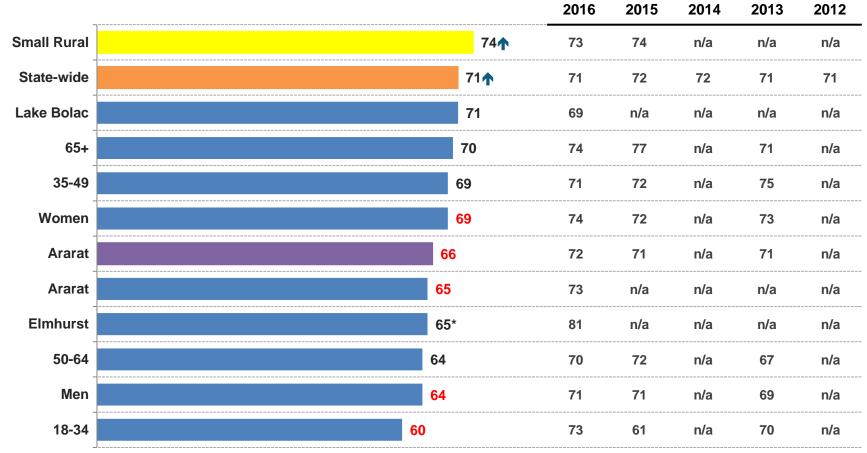


Q1. Firstly, how important should 'the appearance of public areas' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 28 Councils asked group: 5 *Caution: small sample size < n=30

PERFORMANCE INDEX SCORES



2017 Public Areas Performance



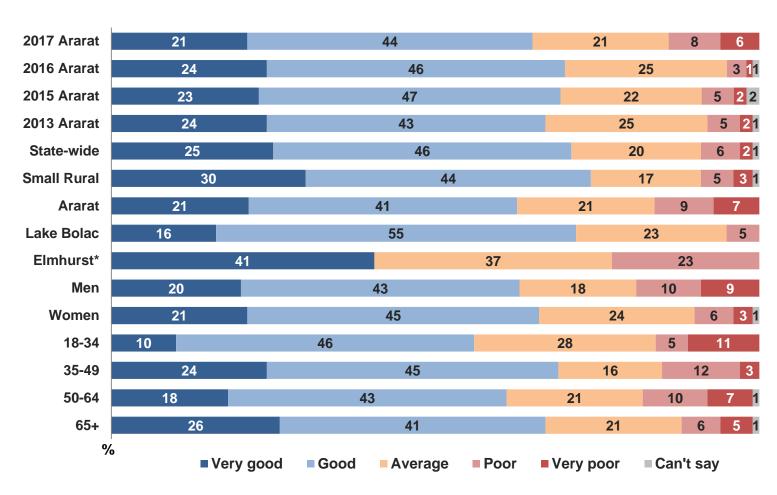
Q2. How has Council performed on 'the appearance of public areas' over the last 12 months? Base: All respondents. Councils asked state-wide: 39 Councils asked group: 10

Note: Please see page 5 for explanation about significant differences

PERFORMANCE DETAILED PERCENTAGES



2017 Public Areas Performance

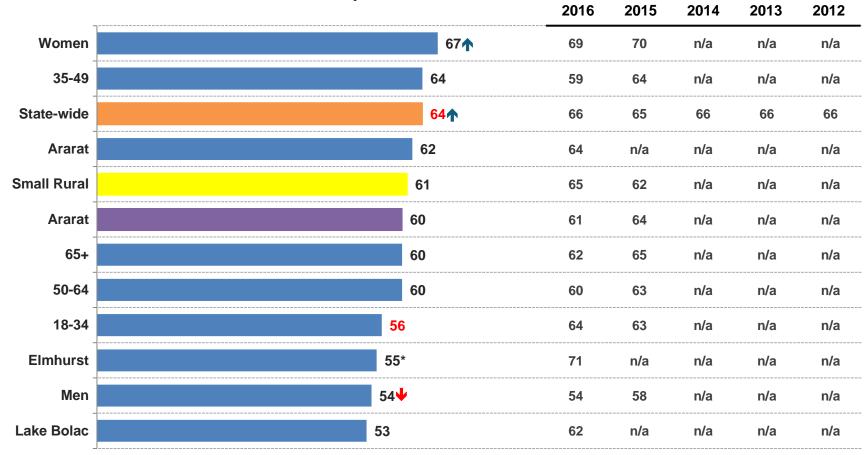


Q2. How has Council performed on 'the appearance of public areas' over the last 12 months? Base: All respondents. Councils asked state-wide: 39 Councils asked group: 10 *Caution: small sample size < n=30

IMPORTANCE INDEX SCORES



2017 Art Centres & Libraries Importance



Q1. Firstly, how important should 'art centres and libraries' be as a responsibility for Council?

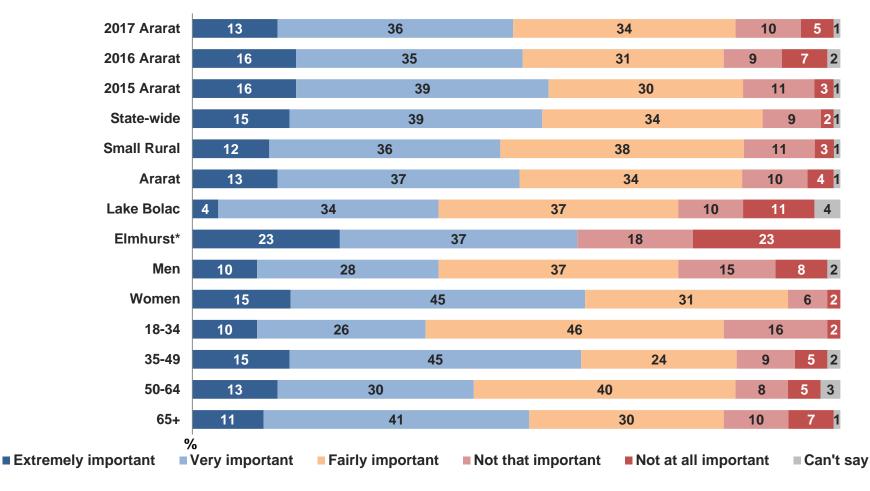
Base: All respondents. Councils asked state-wide: 20 Councils asked group: 3

Note: Please see page 5 for explanation about significant differences

IMPORTANCE DETAILED PERCENTAGES



2017 Art Centres & Libraries Importance



Q1. Firstly, how important should 'art centres and libraries' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 20 Councils asked group: 3 *Caution: small sample size < n=30

2017 Art Centres & Libraries Performance

PERFORMANCE INDEX SCORES



2013

n/a

n/a

n/a

n/a

n/a

2012

Elmhurst 88* 78 n/a n/a n/a n/a 65+ **76** 74 73 n/a n/a n/a State-wide **73** 72 75 73 73 73 **Small Rural** 72 71 69 n/a n/a n/a Women 71 74 72 n/a n/a n/a 70 Ararat 70 n/a n/a n/a n/a 70 69 Ararat 70 n/a n/a n/a

69

69

68

67

66

2016

67

70

71

70

60

2015

66

70

n/a

70

64

2014

Q2. How has Council performed on 'art centres and libraries' over the last 12 months? Base: All respondents. Councils asked state-wide: 28 Councils asked group: 4 Note: Please see page 5 for explanation about significant differences

*Caution: small sample size < n=30

Men

35-49

50-64

18-34

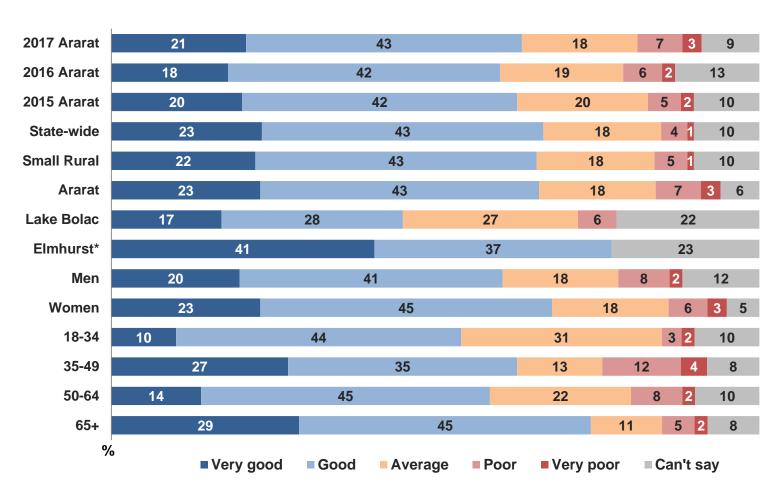
Lake Bolac

n/a

PERFORMANCE DETAILED PERCENTAGES



2017 Art Centres & Libraries Performance

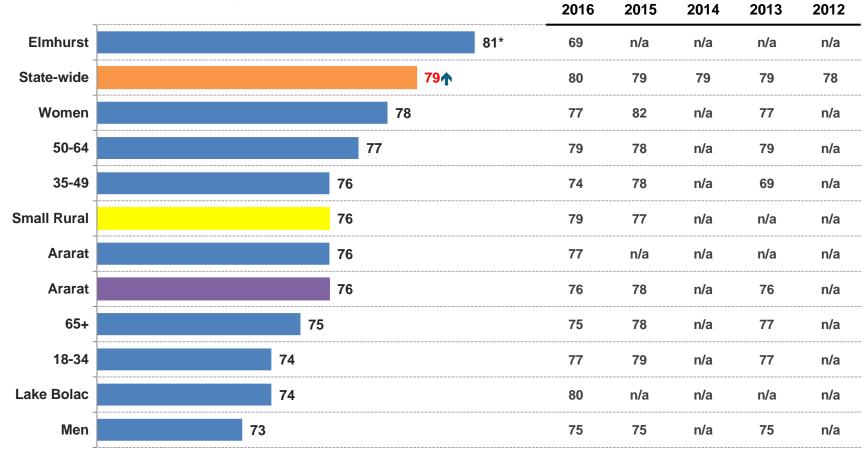


Q2. How has Council performed on 'art centres and libraries' over the last 12 months? Base: All respondents. Councils asked state-wide: 28 Councils asked group: 4 *Caution: small sample size < n=30

IMPORTANCE INDEX SCORES



2017 Waste Management Importance



Q1. Firstly, how important should 'waste management' be as a responsibility for Council?

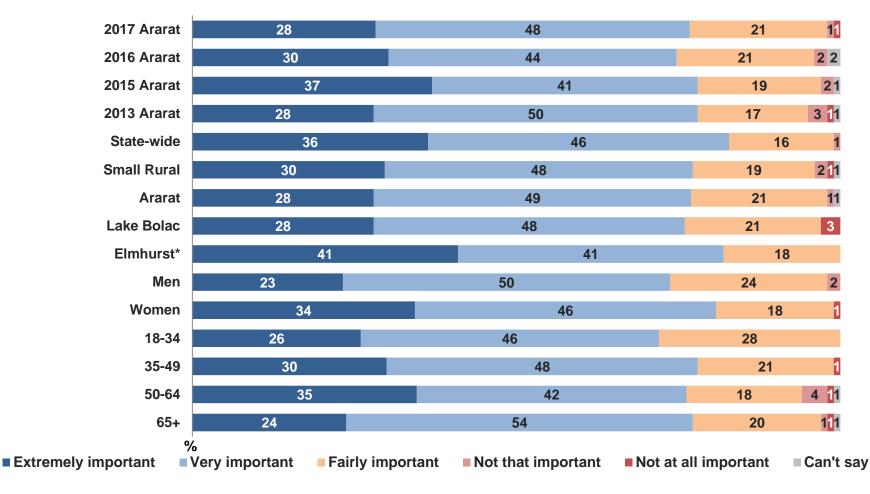
Base: All respondents. Councils asked state-wide: 28 Councils asked group: 6

Note: Please see page 5 for explanation about significant differences

IMPORTANCE DETAILED PERCENTAGES



2017 Waste Management Importance

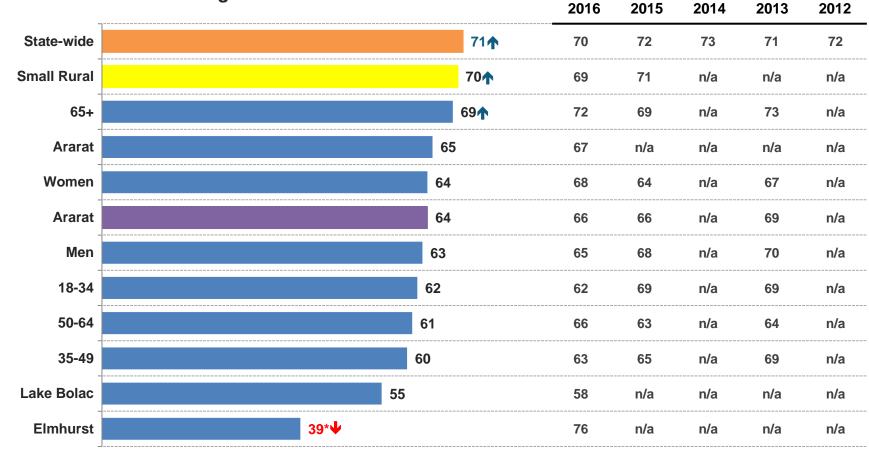


Q1. Firstly, how important should 'waste management' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 28 Councils asked group: 6 *Caution: small sample size < n=30

PERFORMANCE INDEX SCORES



2017 Waste Management Performance

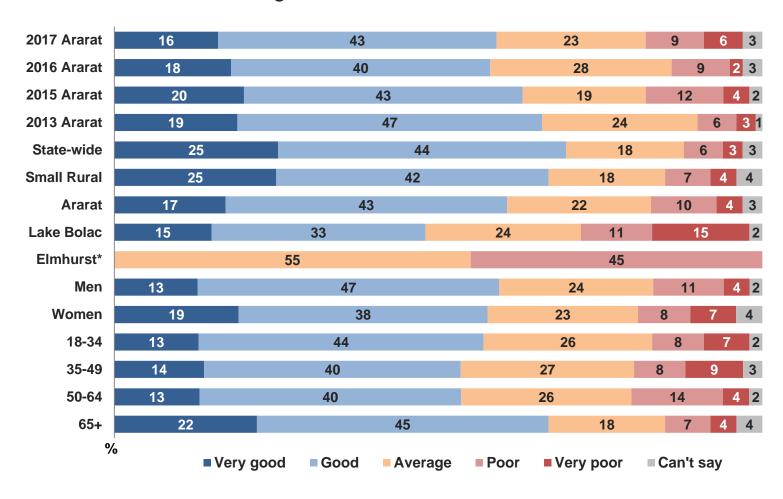


Q2. How has Council performed on 'waste management' over the last 12 months? Base: All respondents. Councils asked state-wide: 38 Councils asked group: 9 Note: Please see page 5 for explanation about significant differences *Caution: small sample size < n=30

PERFORMANCE DETAILED PERCENTAGES



2017 Waste Management Performance

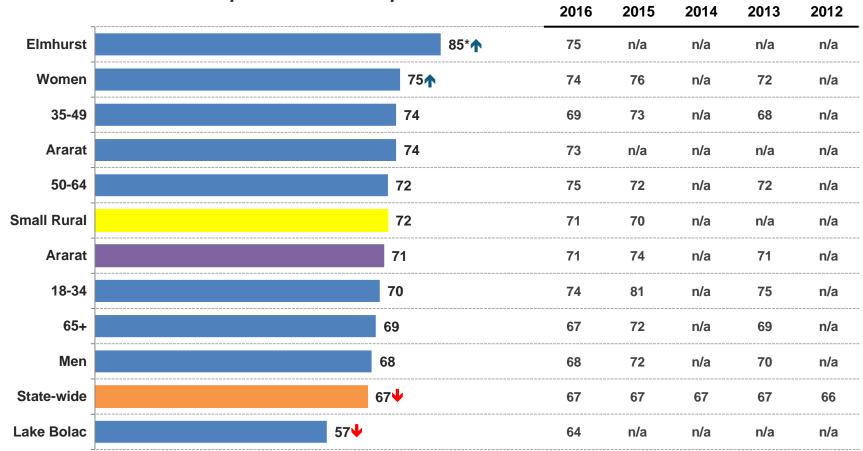


Q2. How has Council performed on 'waste management' over the last 12 months? Base: All respondents. Councils asked state-wide: 38 Councils asked group: 9 *Caution: small sample size < n=30

TOURISM IMPORTANCE INDEX SCORES



2017 Business/Development/Tourism Importance



Q1. Firstly, how important should 'business and community development and tourism' be as a responsibility for Council?

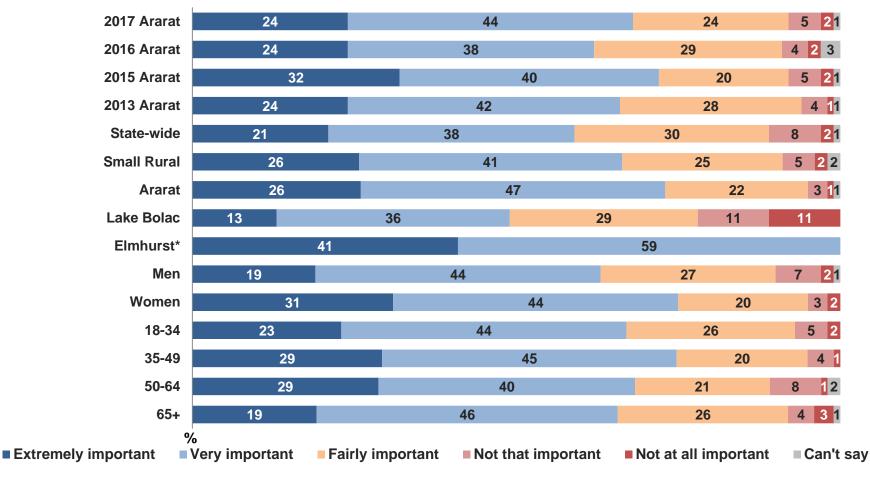
Base: All respondents. Councils asked state-wide: 18 Councils asked group: 5

Note: Please see page 5 for explanation about significant differences

TOURISM IMPORTANCE DETAILED PERCENTAGES



2017 Business/Development/Tourism Importance



Q1. Firstly, how important should 'business and community development and tourism' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 18 Councils asked group: 5

TOURISM PERFORMANCE INDEX SCORES



2017 Business/Development/Tourism Performance 2016 2015 2014 2013 2012 **Elmhurst** 65* 92 n/a n/a n/a n/a 65+ 64 61 62 n/a 67 n/a **Small Rural** 64 61 63 n/a n/a n/a Women 62 64 64 n/a 69 n/a State-wide 61 60 61 62 62 62 **Ararat** 61 62 n/a n/a n/a n/a 60 Ararat 61 63 n/a 67 n/a Lake Bolac 60 56 n/a n/a n/a n/a 50-64 59 64 63 n/a 64 n/a Men 58 58 63 65 n/a n/a

Q2. How has Council performed on 'business and community development and tourism' over the last 12 months?

57

58

Base: All respondents. Councils asked state-wide: 24 Councils asked group: 6

Note: Please see page 5 for explanation about significant differences

*Caution: small sample size < n=30

18-34

35-49

n/a

n/a

70

67

n/a

n/a

59

59

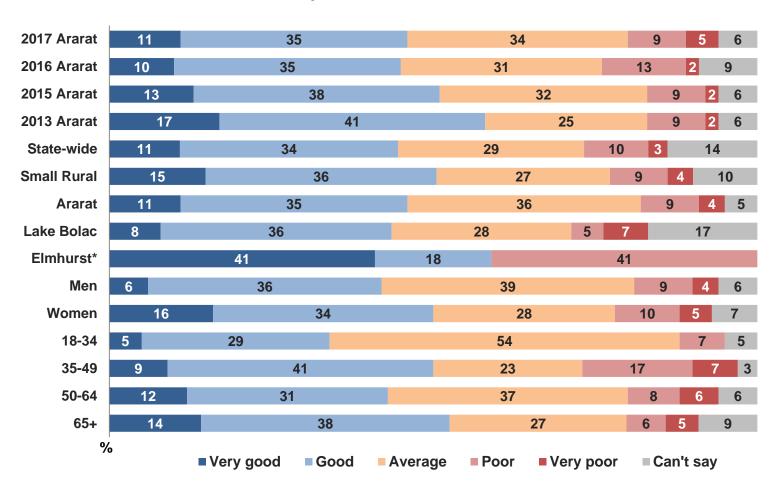
63

65

TOURISM PERFORMANCE DETAILED PERCENTAGES



2017 Business/Development/Tourism Performance

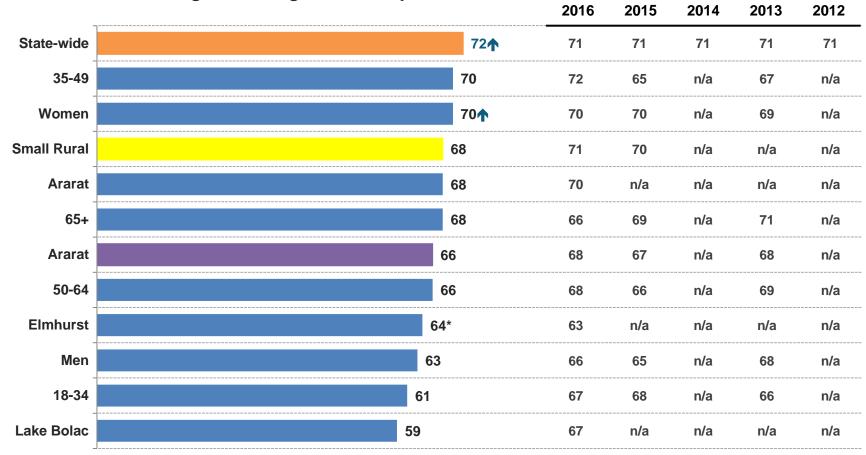


Q2. How has Council performed on 'business and community development and tourism' over the last 12 months? Base: All respondents. Councils asked state-wide: 24 Councils asked group: 6

IMPORTANCE INDEX SCORES



2017 Planning & Building Permits Importance



Q1. Firstly, how important should 'planning and building permits' be as a responsibility for Council?

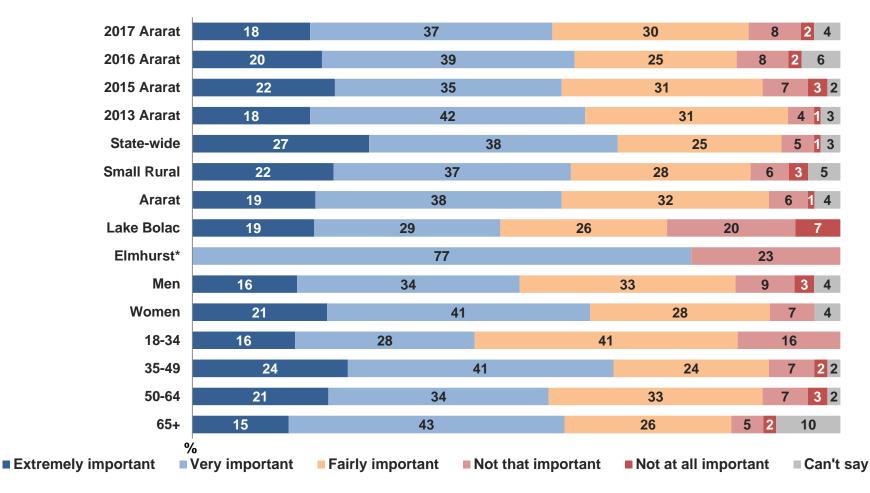
Base: All respondents. Councils asked state-wide: 19 Councils asked group: 5

Note: Please see page 5 for explanation about significant differences

IMPORTANCE DETAILED PERCENTAGES



2017 Planning & Building Permits Importance

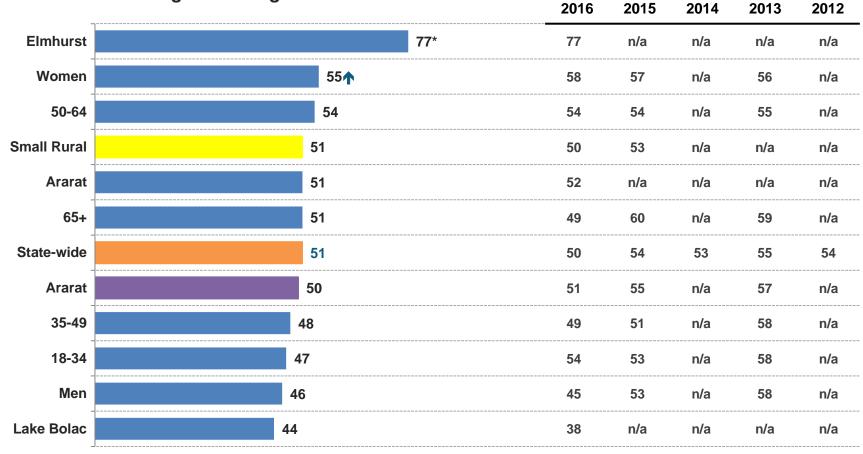


Q1. Firstly, how important should 'planning and building permits' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 19 Councils asked group: 5 *Caution: small sample size < n=30

PERFORMANCE INDEX SCORES



2017 Planning &	Building	Permits	Performance
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Q2. How has Council performed on 'planning and building permits' over the last 12 months?

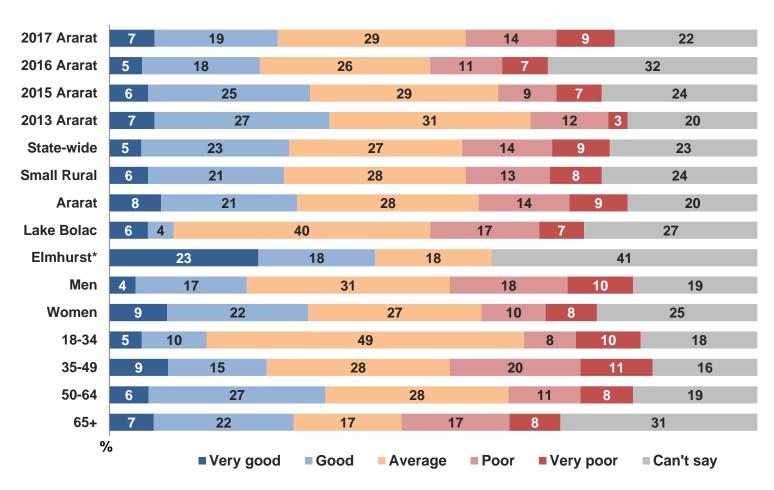
Base: All respondents. Councils asked state-wide: 25 Councils asked group: 6

Note: Please see page 5 for explanation about significant differences *Caution: small sample size < n=30

PERFORMANCE DETAILED PERCENTAGES



2017 Planning & Building Permits Performance

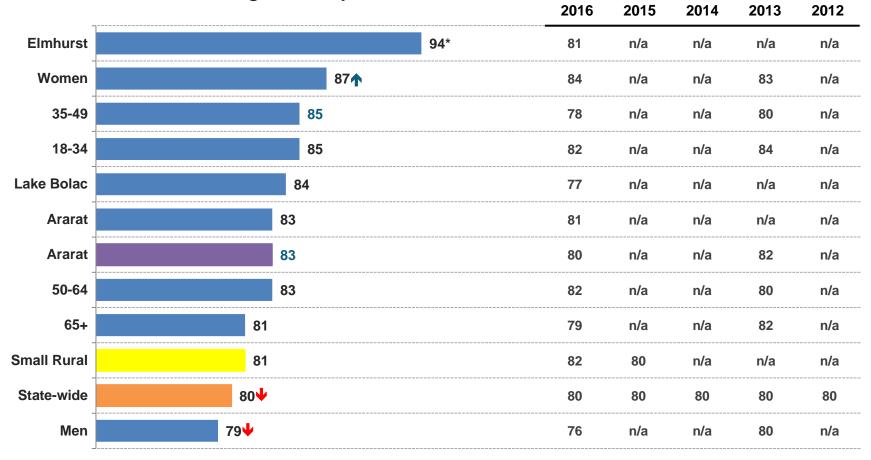


Q2. How has Council performed on 'planning and building permits' over the last 12 months? Base: All respondents. Councils asked state-wide: 25 Councils asked group: 6×10^{-5} Councils asked group: $6 \times 10^$

IMPORTANCE INDEX SCORES



2017 Disaster Management Importance



Q1. Firstly, how important should 'emergency and disaster management' be as a responsibility for Council?

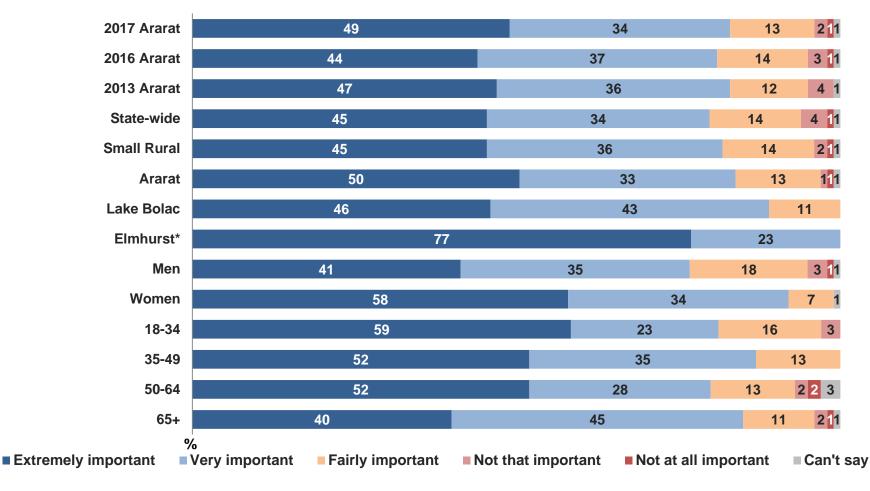
Base: All respondents. Councils asked state-wide: 19 Councils asked group: 4

Note: Please see page 5 for explanation about significant differences

IMPORTANCE DETAILED PERCENTAGES



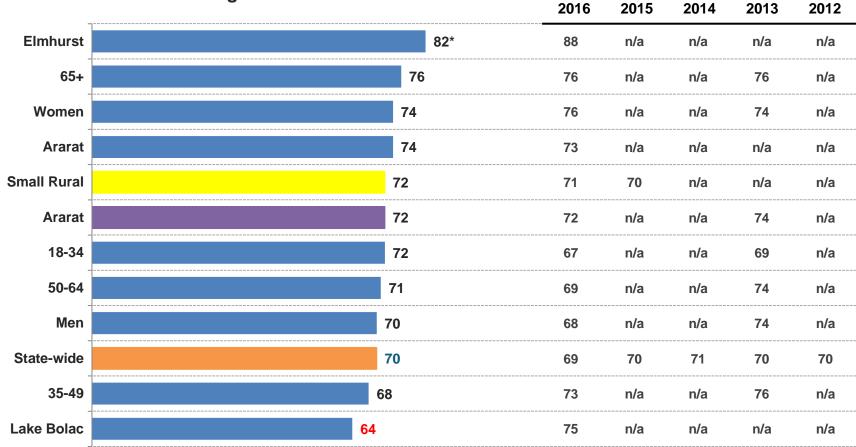
2017 Disaster Management Importance



Q1. Firstly, how important should 'emergency and disaster management' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 19 Councils asked group: 4 *Caution: small sample size < n=30

PERFORMANCE INDEX SCORES





Q2. How has Council performed on 'emergency and disaster management' over the last 12 months?

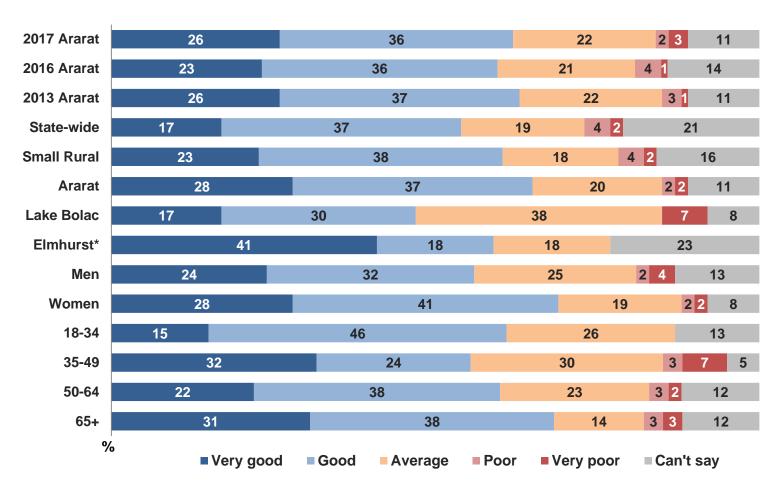
Base: All respondents. Councils asked state-wide: 24 Councils asked group: 6

Note: Please see page 5 for explanation about significant differences

PERFORMANCE DETAILED PERCENTAGES



2017 Disaster Management Performance

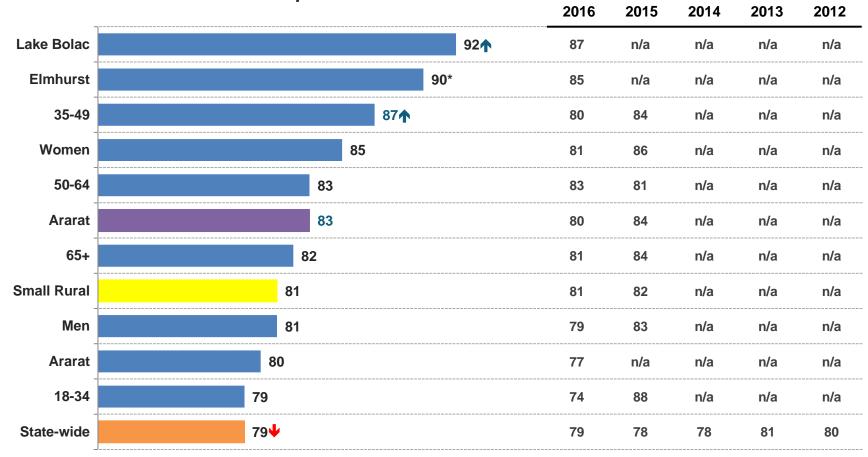


Q2. How has Council performed on 'emergency and disaster management' over the last 12 months? Base: All respondents. Councils asked state-wide: 24 Councils asked group: 6 *Caution: small sample size < n=30

IMPORTANCE INDEX SCORES



2017 Unsealed Roads Importance



Q1. Firstly, how important should 'maintenance of unsealed roads in your area' be as a responsibility for Council?

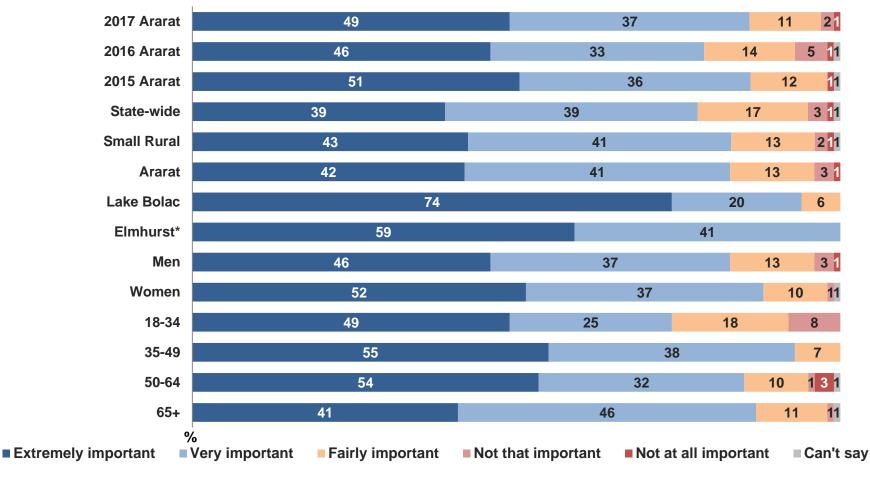
Base: All respondents. Councils asked state-wide: 13 Councils asked group: 5

Note: Please see page 5 for explanation about significant differences

IMPORTANCE DETAILED PERCENTAGES



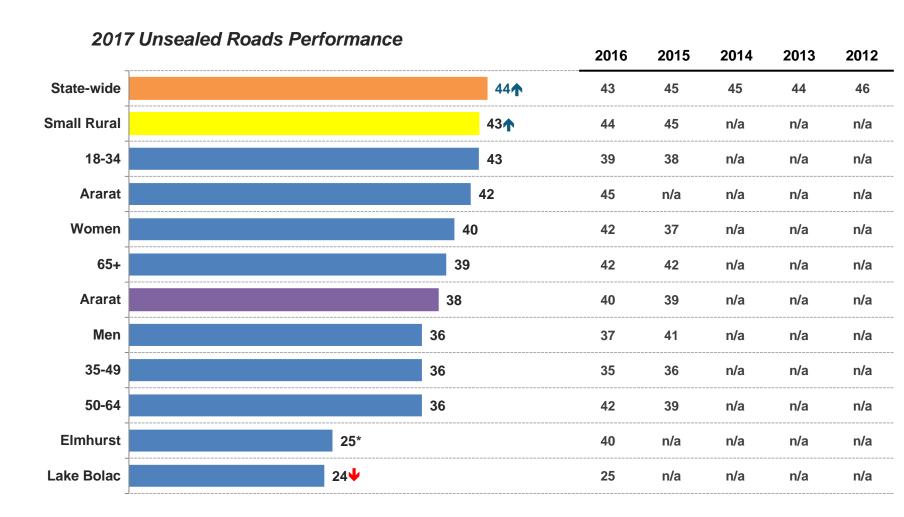
2017 Unsealed Roads Importance



Q1. Firstly, how important should 'maintenance of unsealed roads in your area' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 13 Councils asked group: 5

PERFORMANCE INDEX SCORES





Q2. How has Council performed on 'maintenance of unsealed roads in your area' over the last 12 months?

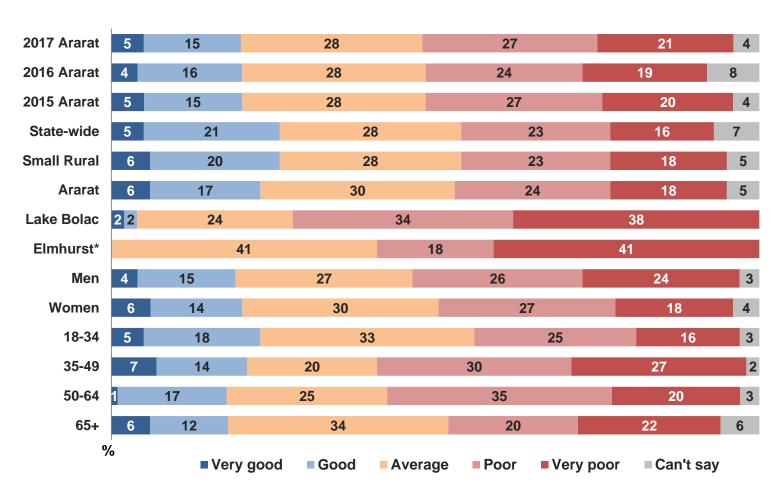
Base: All respondents. Councils asked state-wide: 18 Councils asked group: 7

Note: Please see page 5 for explanation about significant differences

PERFORMANCE DETAILED PERCENTAGES



2017 Unsealed Roads Performance



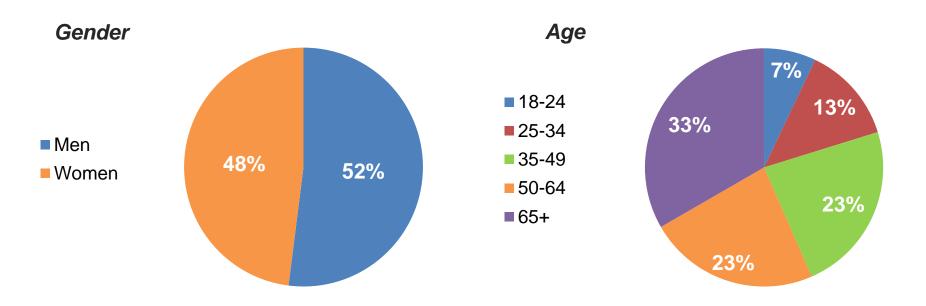
Q2. How has Council performed on 'maintenance of unsealed roads in your area' over the last 12 months? Base: All respondents. Councils asked state-wide: 18 Councils asked group: 7 *Caution: small sample size < n=30

DETAILED DEMOGRAPHICS



2017 GENDER AND AGE PROFILE





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

APPENDIX A: DETAILED SURVEY TABULATIONS AVAILABLE IN SUPPLIED EXCEL FILE



APPENDIX B: FURTHER PROJECT INFORMATION



APPENDIX B: BACKGROUND AND OBJECTIVES



The survey was revised in 2012. As a result:

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

As such, the results of the 2012 State-wide Local Government Community Satisfaction Survey should be considered as a benchmark. Please note that comparisons should not be made with the State-wide Local Government Community Satisfaction Survey results from 2011 and prior due to the methodological and sampling changes. **Comparisons in the period 2012-2017 have been made throughout this report as appropriate.**

APPENDIX B: MARGINS OF ERROR



The sample size for the 2017 State-wide Local Government Community Satisfaction Survey for Ararat Rural City 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 9,000 people aged 18 years or over for Ararat Rural City Council, according to ABS estimates.

Demographic	Actual survey sample size	Weighted base	Maximum margin of error at 95% confidence interval
Ararat Rural City Council	400	400	+/-4.8
Men	185	207	+/-7.1
Women	215	193	+/-6.6
Ararat	300	304	+/-5.6
Lake Bolac	34	37	+/-17.0
Elmhurst	5	4	+/-49.0
18-34 years	39	81	+/-15.9
35-49 years	66	93	+/-12.1
50-64 years	120	91	+/-8.9
65+ years	175	134	+/-7.4



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

Council Groups

Ararat Rural City Council is classified as a Small Rural council according to the following classification list:

Metropolitan, Interface, Regional Centres, Large Rural & Small Rural

Councils participating in the Small Rural group are: Alpine, Ararat, Benalla, Buloke, Central Goldfields, Gannawarra, Hepburn, Hindmarsh, Indigo, Loddon, Mansfield, Murrindindi, Pyrenees, Queenscliffe, West Wimmera and Yarriambiack.

Wherever appropriate, results for Ararat Rural City Council for this 2017 State-wide Local Government Community Satisfaction Survey have been compared against other participating councils in the Small 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.



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

APPENDIX B: INDEX SCORE IMPLICATIONS



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

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

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

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

APPENDIX B: INDEX SCORE SIGNIFICANT DIFFERENCE CALCULATION



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

$$Z Score = (\$1 - \$2) / Sqrt ((\$3*2 / \$5) + (\$4*2 / \$6))$$

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.



Core, Optional and Tailored Questions

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

These core questions comprised:

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

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



Reporting

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

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

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

APPENDIX B: GLOSSARY OF TERMS



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

CSS: 2017 Victorian Local Government Community Satisfaction Survey.

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

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

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

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

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

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

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

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

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

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

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

THERE ARE OVER
6 MILLION PEOPLE
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WHAT THEY'RE
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John Scales
Managing Director

Mark Zuker Managing Director

