



# **2019 Local Government Community Satisfaction Survey**

## **Ararat Rural City Council**

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

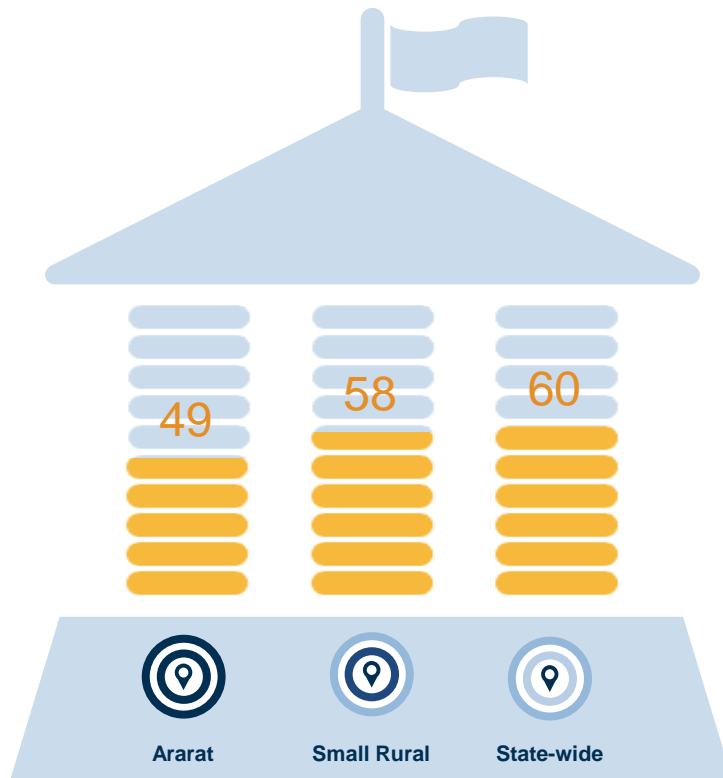


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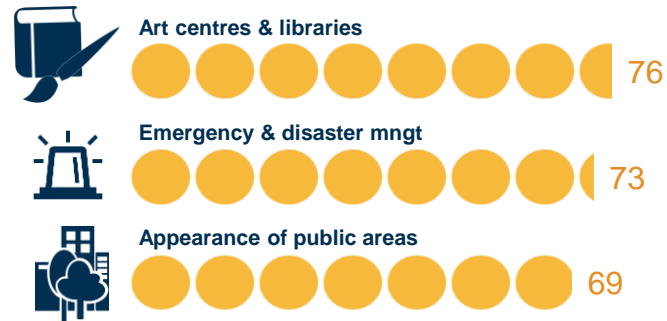
# Ararat Rural City Council – at a glance



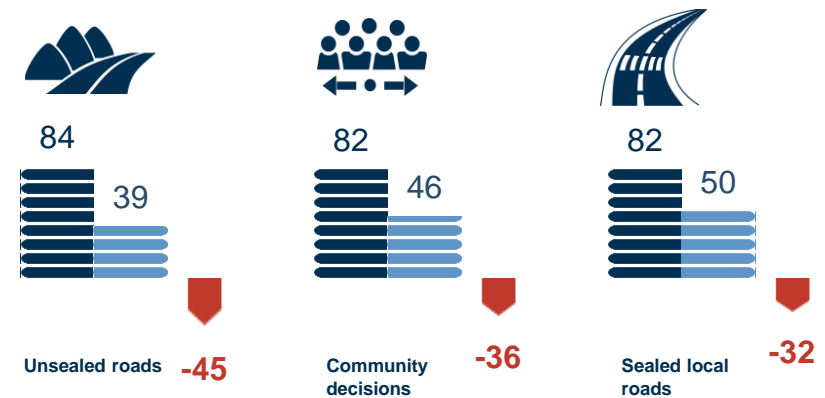
## Overall Council performance

Results shown are index scores out of 100.

## Top 3 performing areas



## Top 3 areas for improvement



Importance Performance Net differential

A large, stylized letter 'W' that serves as a background graphic. It is filled with a satellite night-time image of the United States, showing city lights and road networks. The 'W' is positioned on the right side of the slide, with its leftmost vertical stroke extending towards the center.

# **Background and objectives**



# Background and objectives

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

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

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

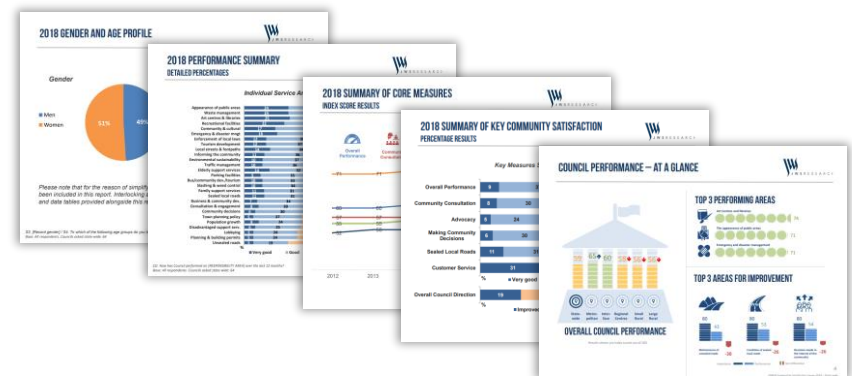
- councils' overall performance with benchmarking against State-wide and council group results
- community consultation and engagement
- advocacy and lobbying on behalf of the community
- customer service, local infrastructure, facilities and
- overall council direction.

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

## Serving Victoria for 20 years

Each year the CSS data is used to develop the State-wide report which contains all of the aggregated results, analysis and data. Moreover, with 20 years of results, the CSS offers councils a long-term, consistent measure of how they are performing – essential for councils that work over the long term to provide valuable services and infrastructure to their communities.

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





# **Key findings and recommendations**





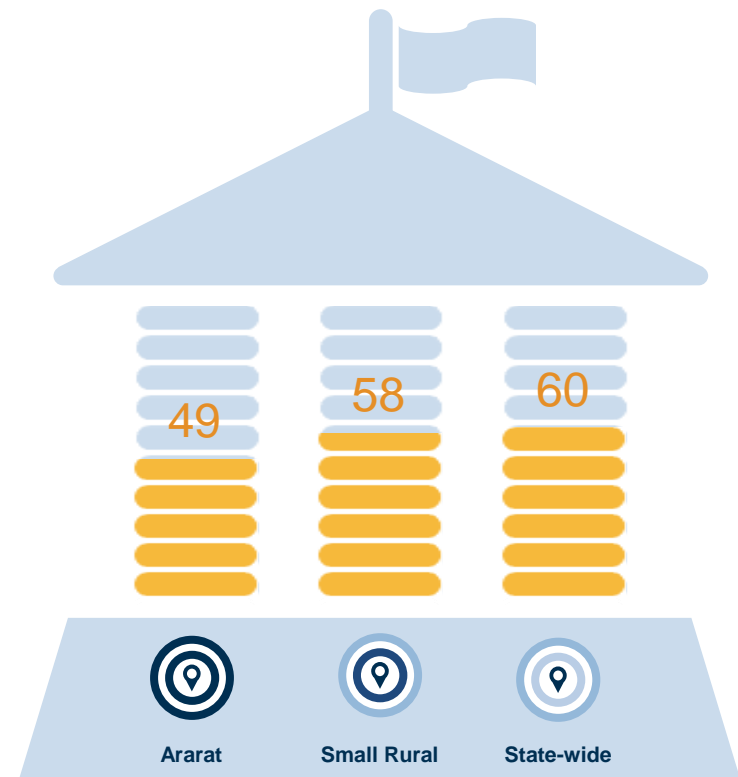
## Overall performance

The overall performance index score of 49 for Ararat Rural City Council represents a significant 12-point improvement on the 2018 result. Council also experienced significant improvements in ratings across a vast majority of service areas in the current year. Overall performance is back on the rise after a significant decline in perceptions between 2017 and 2018.

Notwithstanding gains, overall performance is rated significantly lower (at the 95% confidence interval) than the average rating for councils State-wide and in the Small Rural group (index scores of 60 and 58 respectively) and remains eight index points lower than Council's peak result of 57 in 2013.

- Perceptions of overall performance increased significantly across almost all demographic and geographic cohorts.
- Lake Bolac residents rate Council's overall performance significantly lower than average (29).
- Residents aged 35 to 49 years (index score of 40) rate overall performance significantly lower than the Council average despite having increased by 13 index points in their impressions in the past year.
- Equal numbers rate Council's performance as 'very good' or 'good' (30%) as rate it 'very poor' or 'poor' (30%). A further 38% sit mid-scale, rating Council's overall performance as 'average'.

### Overall Council performance



Results shown are index scores out of 100.



# Customer contact and service

## Contact with council

More than half of Ararat Rural City Council residents (57%) have had recent with Council in the last 12 months. This is not significantly different to 2018 (61%).

- Lake Bolac residents (72%, noting that this result is based on a small sample size and should be considered with caution) and residents aged 35 to 49 years had the most contact with council (64%) in 2019. These groups also rate Council lowest on overall performance.
- Conversely, residents aged 18 to 34 years (49%) had the least contact with council.

## Customer service

Ararat Rural City Council's customer service index score of 69 is significantly (thirteen index points) higher than the 2018 result. Results have rebounded after experiencing a multi-year decline between 2015 and 2018. Performance on this measure rates in line with the State-wide and Small Rural group average for councils (index scores of 71 and 70 respectively).

One quarter of residents rate Council's customer service as 'very good' (27%) with a further 39% rating it as 'good'. There has been a nine percentage point increase in 'very good' ratings compared with 2018.

- All groups improved in their perceptions of Council's customer service with the most significant increases in ratings occurring among residents aged 35 to 49 years (index score of 63, up 19 index points from 2018), men (69, up 18 index points), and residents aged 65+ years (74, up 18 index points).





# Top performing areas and areas for improvement

## Top performing areas

The top three performing service areas for Ararat Rural City Council are:

- Art centres and libraries (index score of 76, up six index points, significantly higher than in 2018)
- Emergency and disaster management (index score of 73, up three index points)
- Appearance of public areas (index score of 69, up four index points, significantly higher than in 2018).

Performance in the area of art centres and libraries is at its highest level to date.

Performance ratings increased on all but one measure from 2018 results; in most instances, increases were significant. Council improved most on the measure of making community decisions (index score of 46, up 13 index points). The next largest increase occurred in the area of consultation and engagement, where Council's performance rating increased significantly by eight points.

Residents are more than twice as likely to believe Council's performance improved over the previous twelve months than in 2018. Three in ten (29%) believe Council's performance improved; just under half (47%) say it stayed the same; and another 20% believe it has deteriorated.

## Areas for improvement

Council's perceived performance declined in one area in the last year – waste management (index score of 60, down four points from 2018). Performance was largely consistent in the four years prior, decreasing significantly for the first time in 2019.

- Impressions of Council's performance in this area declined significantly among men (61, down five index points from 2018).
- Council performs significantly lower than the State-wide and Small Rural group averages for councils in the area of waste management (index scores of 68 and 66 respectively).

The condition of unsealed roads stands out as most in need of attention. With an index score of 39 (up six points), Council rates lowest in this area. Decisions made in the interest of the community (index score of 46) comprises the second lowest ranking measure despite a 13-point improvement in the past year. Council's ratings are significantly lower than State-wide and Small Rural group averages on both measures.

Moreover, residents volunteer community consultation (14%), expensive rates (14%), unsealed (13%) and sealed (11%) road maintenance and communication (11%) as areas in need of improvement.



## Influences on perceptions of overall performance

The individual service area that has the strongest influence on the overall performance rating (based on regression analysis) is:

- Decisions made in the interest of the community.

Other service areas with a positive influence on overall performance include:

- Emergency management
- Condition of sealed local roads
- Community consultation.

Looking at the key service areas only, emergency management has the highest performance index and a moderately positive influence on the overall performance rating. Currently, Ararat Rural Council is performing *very well* in this area (performance index of 73) and while it should remain a focus, there is greater work to be done elsewhere.

Recreational facilities and the appearance of public areas also have high performance ratings, but have negligible influence on the overall performance rating.

Overall, decisions made in the interest of the community has the greatest influence on perceptions of overall performance and is also an area with a low index score (46) compared to other service areas.

**Moderate improvement in community decisions could help drive up overall opinion of the Council's performance.**

Ararat Rural City Council's condition of sealed local roads and community consultation have lower (though still positive) performance ratings overall. Continuing efforts in these areas has the capacity to lift Ararat City Council's overall performance rating. (These areas have performance indices of 50 and 49 respectively.)

A service area to watch is the maintenance of unsealed roads. This service area has the lowest performance rating (index score of 39). This service area could have a positive influence (albeit potentially weak) on overall performance perceptions if attended to.



## Focus areas for coming 12 months

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**Council experienced significant increases in performance ratings across many service areas in the past year, rebounding from the previous year's declines. This is a positive result for Council.**

In terms of priorities for the year ahead, Ararat Rural City Council should focus on maintaining and improving performance in the individual service areas that most positively influence perceptions of overall performance. Decisions made in the interest of the community is a key influencer of overall perceptions – this should remain a specific focus for Council if it wishes to improve overall performance perceptions more broadly.

Other service areas that serve to positively influence perceptions of overall performance include:

- Condition of sealed local roads
- Emergency management
- Consultation and engagement
- Maintenance of unsealed roads.

With regard to the condition of unsealed roads (index score of 39) and Council's ability to make decisions in the interests of the community (index score of 46), current performance levels are low and remain significantly lower than the State-wide and Small Rural group council averages.

In many of the aforementioned areas, stated importance exceeds rated performance by a wide margin:

- Unsealed roads (margin of 45 points)
- Community decisions (margin of 36 points)
- Sealed local roads (margin of 32 points)
- Consultation and engagement (margin of 29 points).

More generally, consideration should also be given to residents aged 35 to 49 years, who appear to be driving lower ratings in a number of areas in 2019.

On the positive side, Council should look to maintain and build upon its improved performance across service areas over the next twelve months.



## Further areas of exploration

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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**

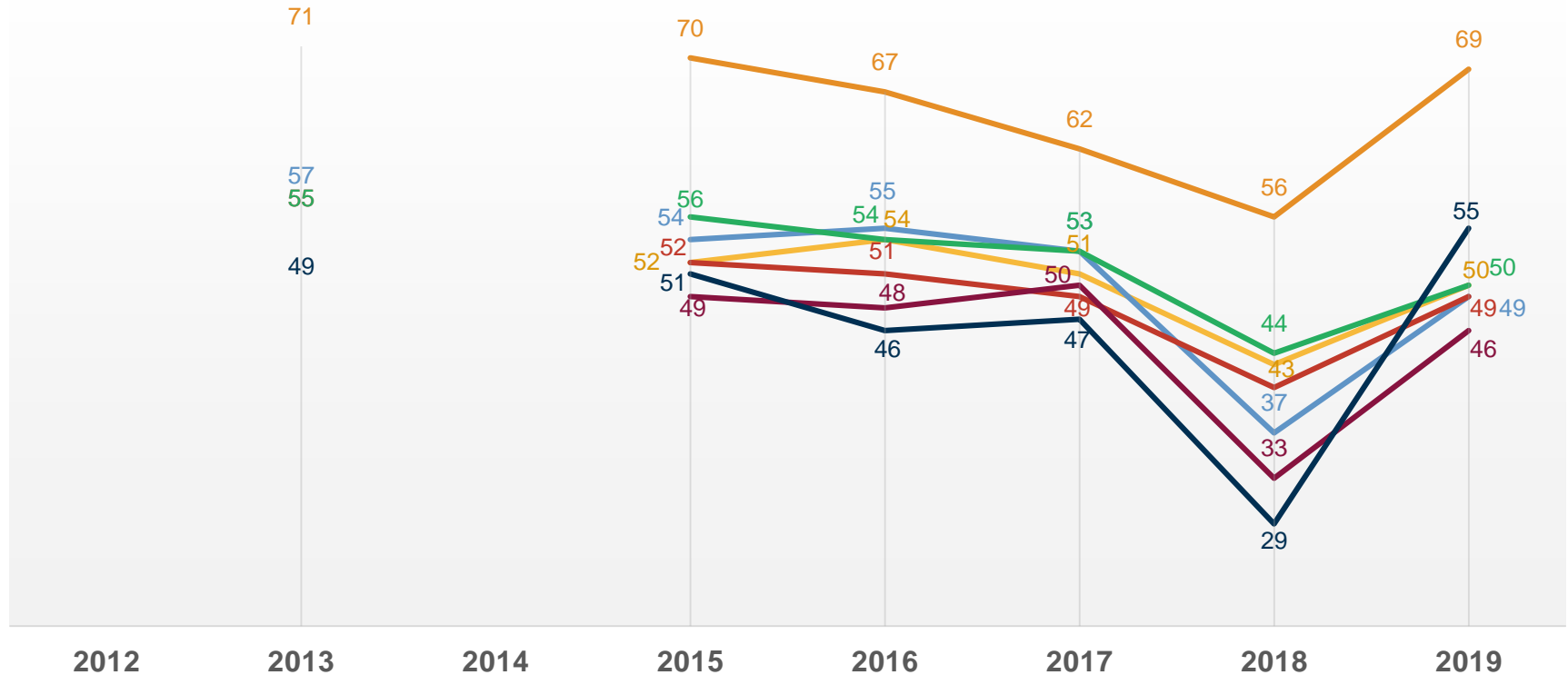
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# **Summary of findings**



# Summary of core measures

## Index scores





## Summary of core measures

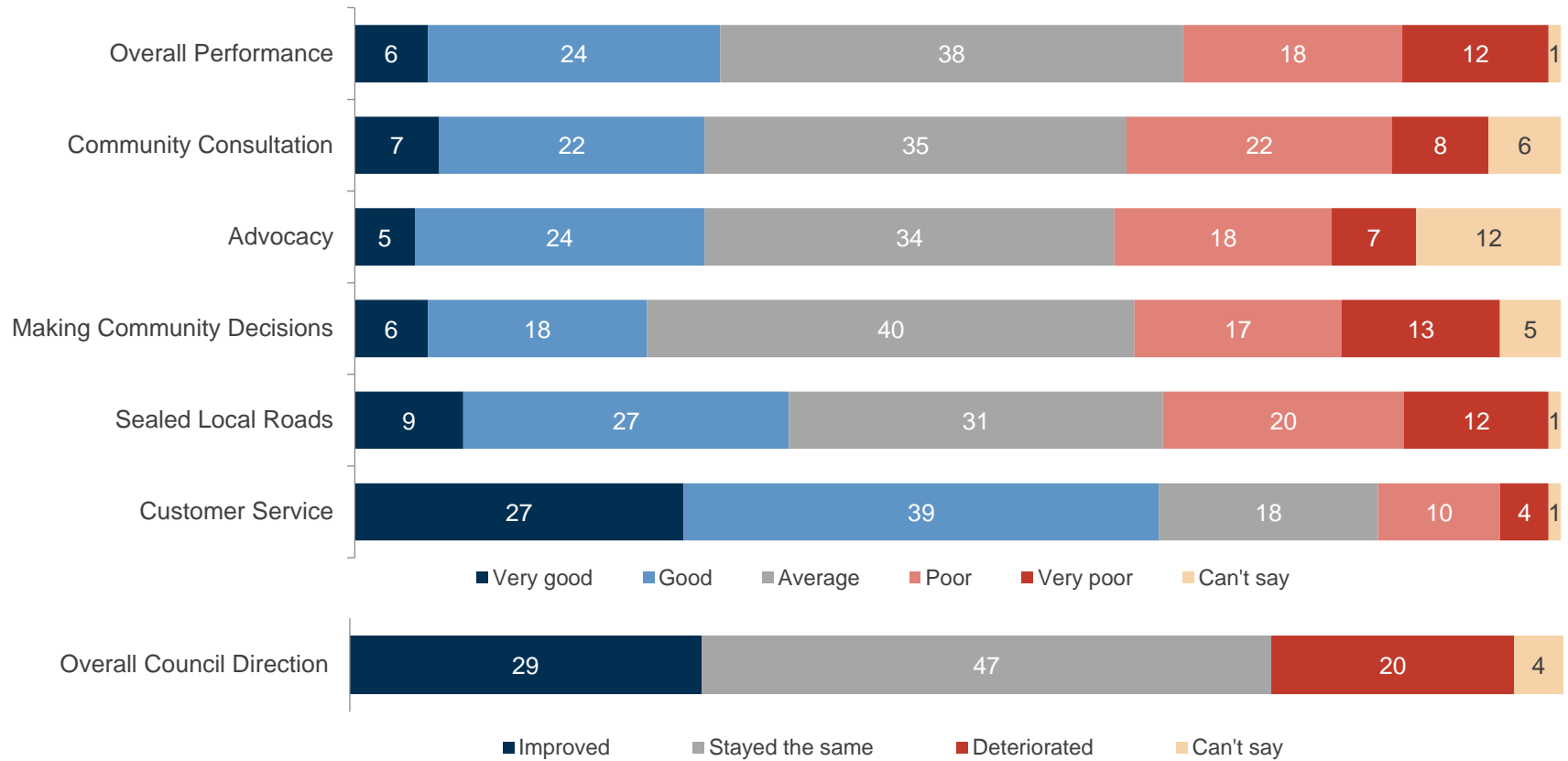
Performance Measures	Ararat 2019	Ararat 2018	Small Rural 2019	State-wide 2019	Highest score	Lowest score
<b>Overall Performance</b>	<b>49</b>	37	58	60	Aged 18-34 years, 65+ years	Aged 35-49 years
<b>Community Consultation</b> (Community consultation and engagement)	<b>49</b>	41	56	56	Aged 65+ years	Aged 35-49 years
<b>Advocacy</b> (Lobbying on behalf of the community)	<b>50</b>	44	55	54	Aged 50-64 years, Aged 18-34 years	Aged 35-49 years
<b>Making Community Decisions</b> (Decisions made in the interest of the community)	<b>46</b>	33	55	55	Aged 65+ years	Aged 35-49 years
<b>Sealed Local Roads</b> (Condition of sealed local roads)	<b>50</b>	43	53	56	Aged 65+ years	Aged 35-49 years
<b>Customer Service</b>	<b>69</b>	56	70	71	Aged 65+ years	Aged 35-49 years
<b>Overall Council Direction</b>	<b>55</b>	29	53	53	Aged 18-34 years	Aged 35-49 years





# Summary of key community satisfaction

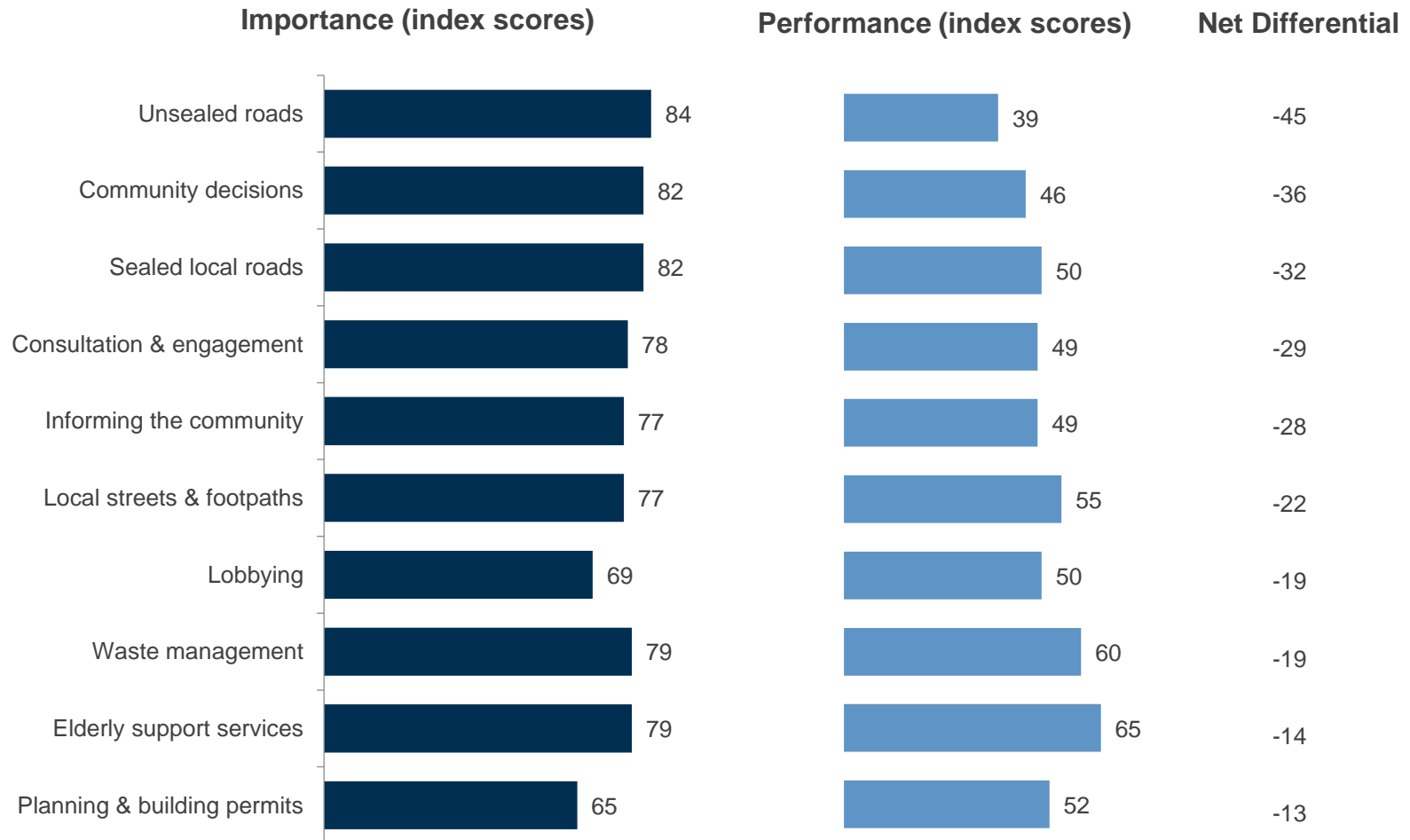
## Key measures summary results (%)





## Individual service areas importance vs performance

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





## Regression analysis explained

We use regression analysis to investigate which individual service areas, such as community consultation, condition of sealed local roads, etc. (the independent variables) are influencing respondent perceptions of overall council performance (the dependent variable).

In the charts that follow:

- The horizontal axis represents the council performance index for each individual service. Service areas appearing on the right-side of the chart have a higher performance index than those on the left.
- The vertical axis represents the Standardised Beta Coefficient from the multiple regression performed. This measures the contribution of each service area to the model. Service areas near the top of the chart have a greater positive effect on overall performance ratings than service areas located closer to the axis.
- The charts are based on unweighted data, which means the service performance indices in the regression charts may vary by +/- 1-2 points on the indices reported in charts and tables elsewhere in this report.

The regressions are shown on the following two charts.

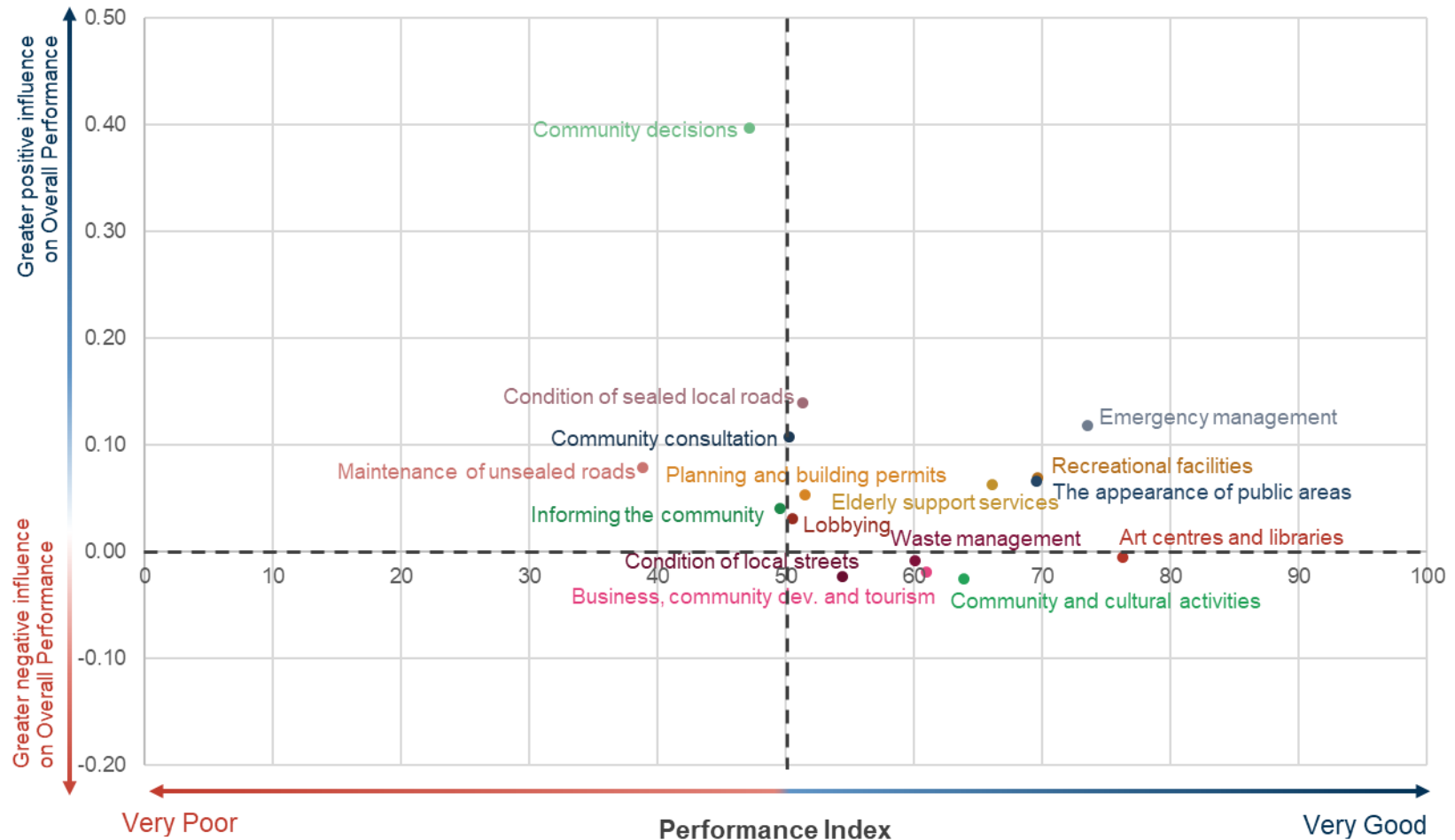
1. **The first chart** shows the results of a regression analysis of *all* individual service areas selected by Council.
2. **The second chart** shows the results of a regression performed on a smaller set of service areas, being those with a moderate-to-strong influence on overall performance. Service areas with a weak influence on overall performance (i.e. a low Standardised Beta Coefficient) have been excluded from the analysis.

**Key insights from this analysis are derived from the second chart.**



# Influence on overall performance: all service areas

## 2019 regression analysis (all service areas)

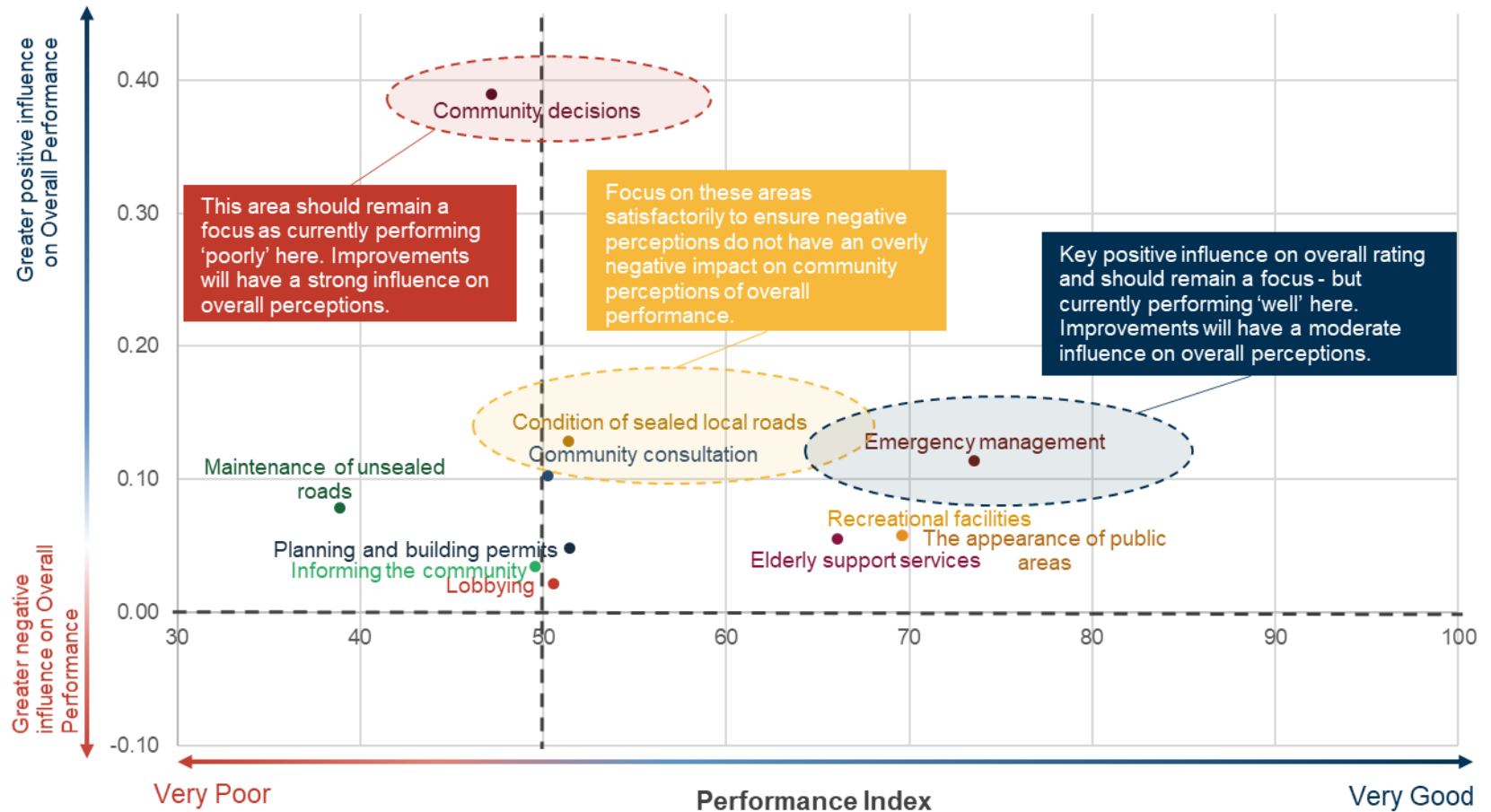


The multiple regression analysis model above (all service areas) has an R-squared value of 0.610 and adjusted R-square value of 0.594, which means that 61% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at  $p = 0.0001$ ,  $F = 38.16$ . This model should be interpreted with some caution as some data is not normally distributed and not all service areas have linear correlations.



# Influence on overall performance: key service areas

## 2019 regression analysis (key service areas)



The multiple regression analysis model above (reduced set of service areas) has an R-squared value of 0.608 and adjusted R-square value of 0.597, which means that 61% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at  $p = 0.0001$ ,  $F = 55.85$ .



# Individual service area importance

## 2019 individual service area importance (index scores)

		2018	2017	2016	2015	2014	2013	2012
Unsealed roads	84	86	83	80	84	n/a	n/a	n/a
Community decisions	82	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Sealed local roads	82	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Emergency & disaster mngt	81	80	83	80	n/a	n/a	82	n/a
Elderly support services	79	80	79	79	80	n/a	80	n/a
Waste management	79	79	76	76	78	n/a	76	n/a
Consultation & engagement	78	74	74	75	78	n/a	75	n/a
Informing the community	77	76	76	75	77	n/a	n/a	n/a
Local streets & footpaths	77	77	77	76	79	n/a	76	n/a
Appearance of public areas	72	74	74	75	74	n/a	75	n/a
Recreational facilities	71	75	73	74	76	n/a	n/a	n/a
Lobbying	69	70	70	70	74	n/a	70	n/a
Bus/community dev./tourism	68	72	71	71	74	n/a	71	n/a
Planning & building permits	65	68	66	68	67	n/a	68	n/a
Community & cultural	60	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Art centres & libraries	59	60	60	61	64	n/a	n/a	n/a

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

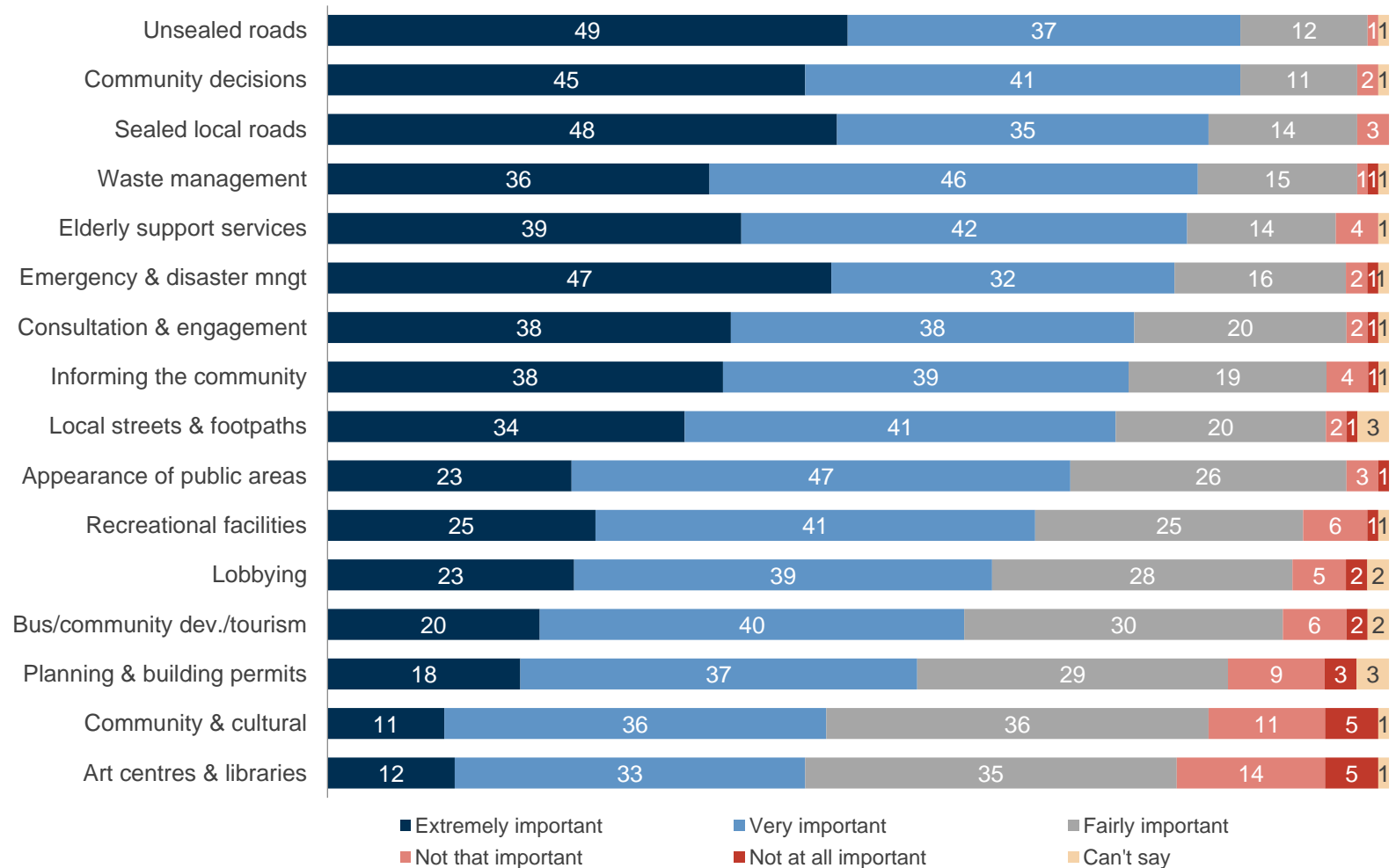
Base: All respondents. Councils asked state-wide: 31 Councils asked group: 8

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



# Individual service area importance

2019 individual service area importance (%)







# Individual service area performance

## 2019 individual service area performance (index scores)

		2018	2017	2016	2015	2014	2013	2012
Art centres & libraries	76	70	70	69	70	n/a	n/a	n/a
Emergency & disaster mngt	73	70	72	72	n/a	n/a	74	n/a
Appearance of public areas	69	65	66	72	71	n/a	71	n/a
Recreational facilities	68	64	65	65	64	n/a	n/a	n/a
Elderly support services	65	64	67	68	67	n/a	70	n/a
Community & cultural	63	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Bus/community dev./tourism	61	57	60	61	63	n/a	67	n/a
Waste management	60	64	64	66	66	n/a	69	n/a
Local streets & footpaths	55	53	55	59	58	n/a	58	n/a
Planning & building permits	52	46	50	51	55	n/a	57	n/a
Lobbying	50	44	53	54	56	n/a	55	n/a
Sealed local roads	50	43	51	54	52	n/a	n/a	n/a
Informing the community	49	44	50	56	54	n/a	n/a	n/a
Consultation & engagement	49	41	49	51	52	n/a	55	n/a
Community decisions	46	33	50	48	49	n/a	n/a	n/a
Unsealed roads	39	33	38	40	39	n/a	n/a	n/a

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

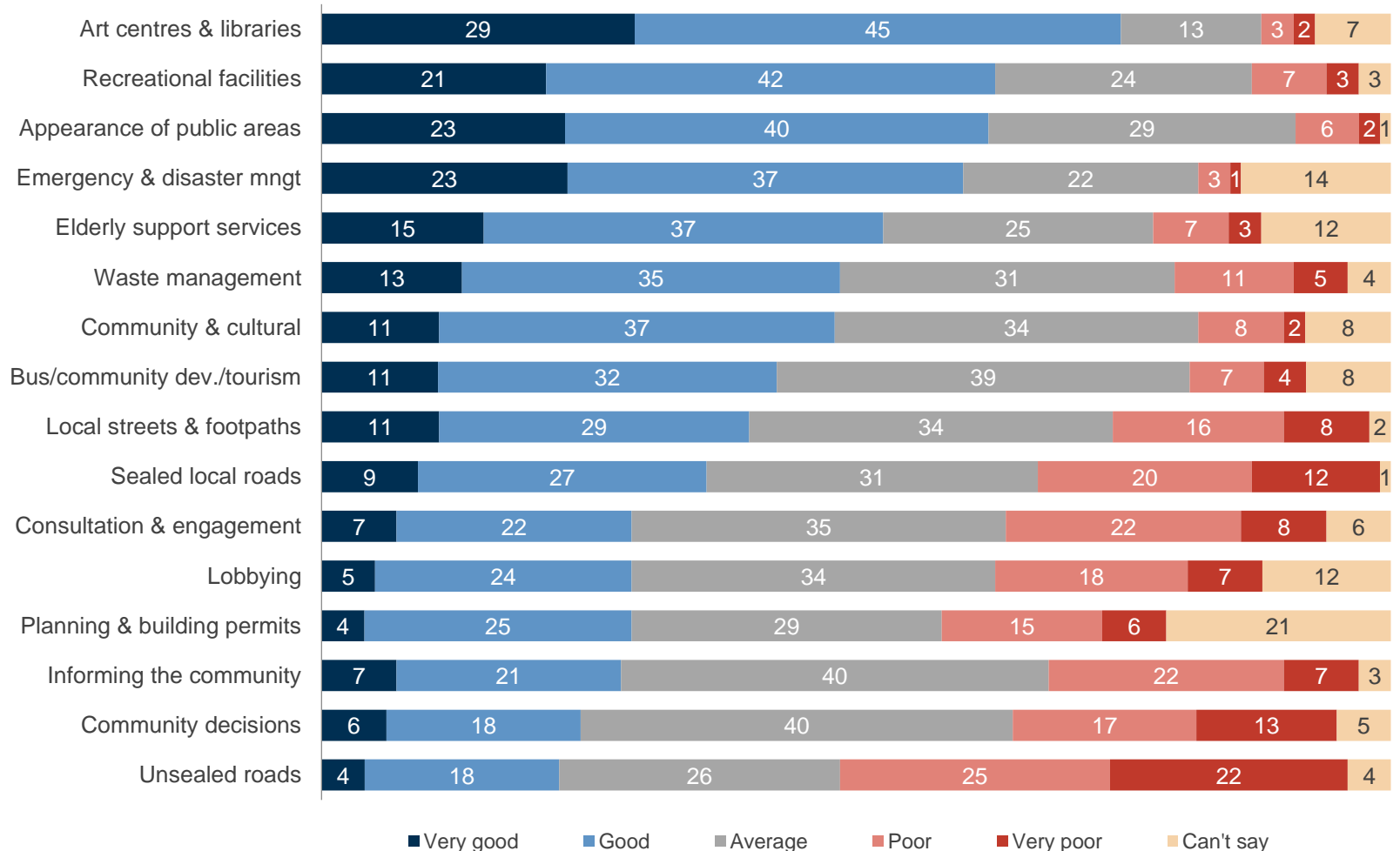
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

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



## Individual service area performance

2019 individual service area performance (%)



## Individual service area performance vs State-wide average



### Significantly Higher than State-wide Average

- Not applicable

### Significantly Lower than State-wide Average

- Consultation & engagement
- Lobbying
- Informing the community
- Local streets & footpaths
- Elderly support services
- Appearance of public areas
- Community & cultural
- Waste management
- Unsealed roads
- Making community decisions
- Sealed local roads



## Individual service area performance vs group average

### Significantly Higher than Group Average

- Planning permits

### Significantly Lower than Group Average

- Consultation & engagement
- Lobbying
- Informing the community
- Elderly support services
- Appearance of public areas
- Community & cultural
- Waste management
- Unsealed roads
- Making community decisions
- Sealed local roads



# Best things about Council

## 2019 best things about Council (%) - Top Mentions -

		2018	2017	2016	2015	2014	2013	2012
Parks and Gardens	8	6	4	6	n/a	n/a	n/a	n/a
Recreational/Sporting Facilities	8	10	16	10	n/a	n/a	n/a	n/a
CEO	7	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Community Facilities	6	5	3	3	n/a	n/a	n/a	n/a
Customer Service	6	6	7	3	n/a	n/a	n/a	n/a
Cultural Activities	5	4	1	2	n/a	n/a	n/a	n/a
Community Engagement/Involvement	5	3	2	n/a	n/a	n/a	n/a	n/a
Community Support Services	4	3	3	3	n/a	n/a	n/a	n/a
Public Areas	4	3	1	6	n/a	n/a	n/a	n/a
Aged Support Services	3	2	2	2	n/a	n/a	n/a	n/a
Council Management	3	2	n/a	n/a	n/a	n/a	n/a	n/a
Road/Street Maintenance	3	6	5	5	n/a	n/a	n/a	n/a
Tourism	3	3	3	4	n/a	n/a	n/a	n/a

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?

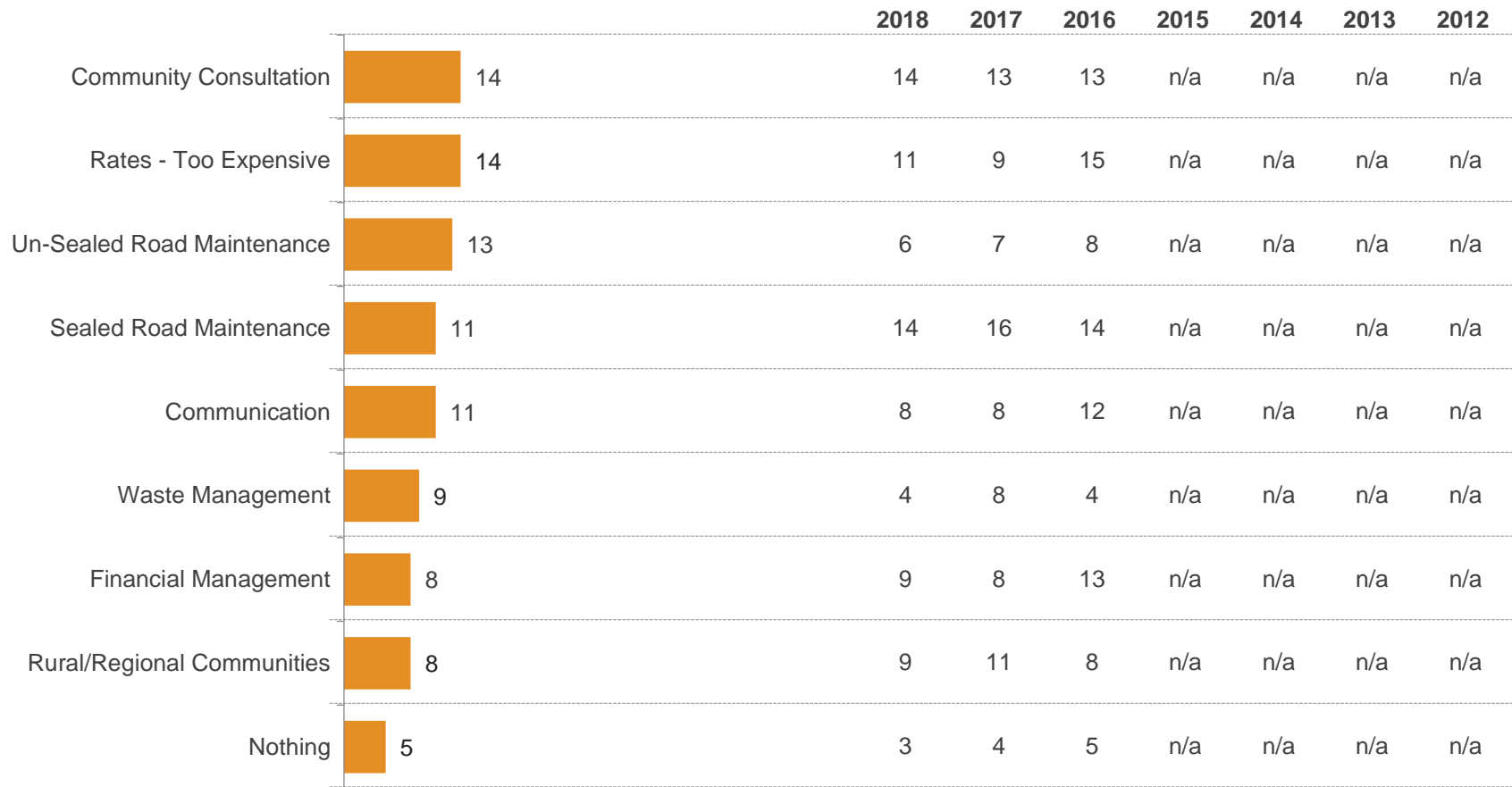
Base: All respondents. Councils asked state-wide: 21 Councils asked group: 4

Note: Significant differences have not been applied to this chart.



## Areas for improvement

### 2019 areas for improvement (%) - Top Mentions -



Q17. What does Ararat Rural City Council MOST need to do to improve its performance?

Base: All respondents. Councils asked state-wide: 43 Councils asked group: 10

Note: Significant differences have not been applied to this chart.

# DETAILED FINDINGS





# **Overall performance**



# Overall performance

## 2019 overall performance (index scores)

		2018	2017	2016	2015	2014	2013	2012
Elmhurst	66*	38	50	71	n/a	n/a	n/a	n/a
State-wide	60▲	59	59	59	60	61	60	60
Small Rural	58▲	56	58	57	59	n/a	n/a	n/a
18-34	52	42	53	56	50	n/a	65	n/a
65+	52	41	54	57	59	n/a	57	n/a
Ararat	51	41	54	55	n/a	n/a	n/a	n/a
50-64	50	39	54	54	54	n/a	51	n/a
Women	50	43	56	55	55	n/a	56	n/a
Ararat	49	37	53	55	54	n/a	57	n/a
Men	48	33	50	55	53	n/a	58	n/a
35-49	40▼	27	50	53	51	n/a	57	n/a
Lake Bolac	29*▼	19	48	53	n/a	n/a	n/a	n/a

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?

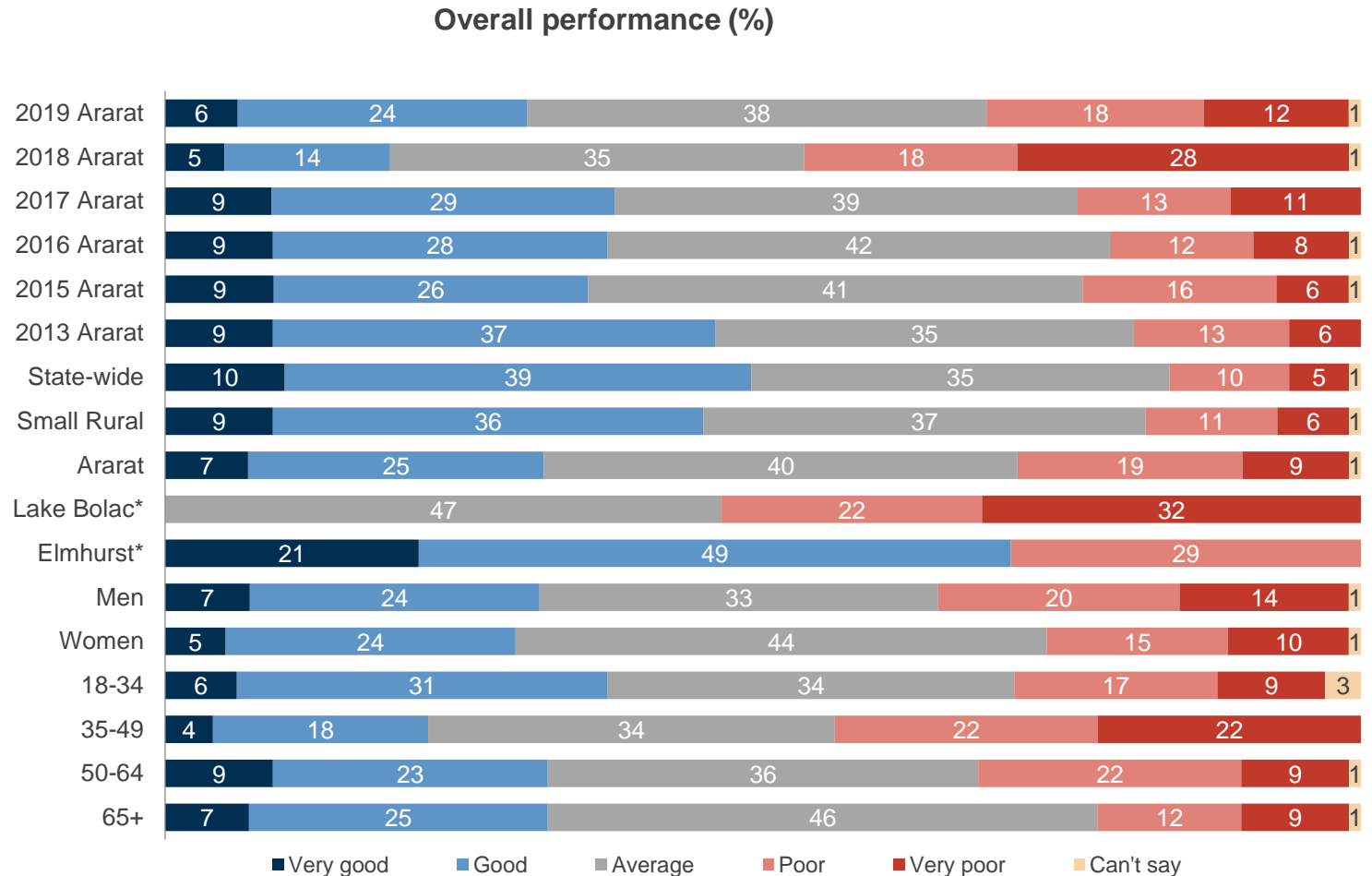
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

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

\*Caution: small sample size < n=30



## 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: 63 Councils asked group: 18

\*Caution: small sample size < n=30

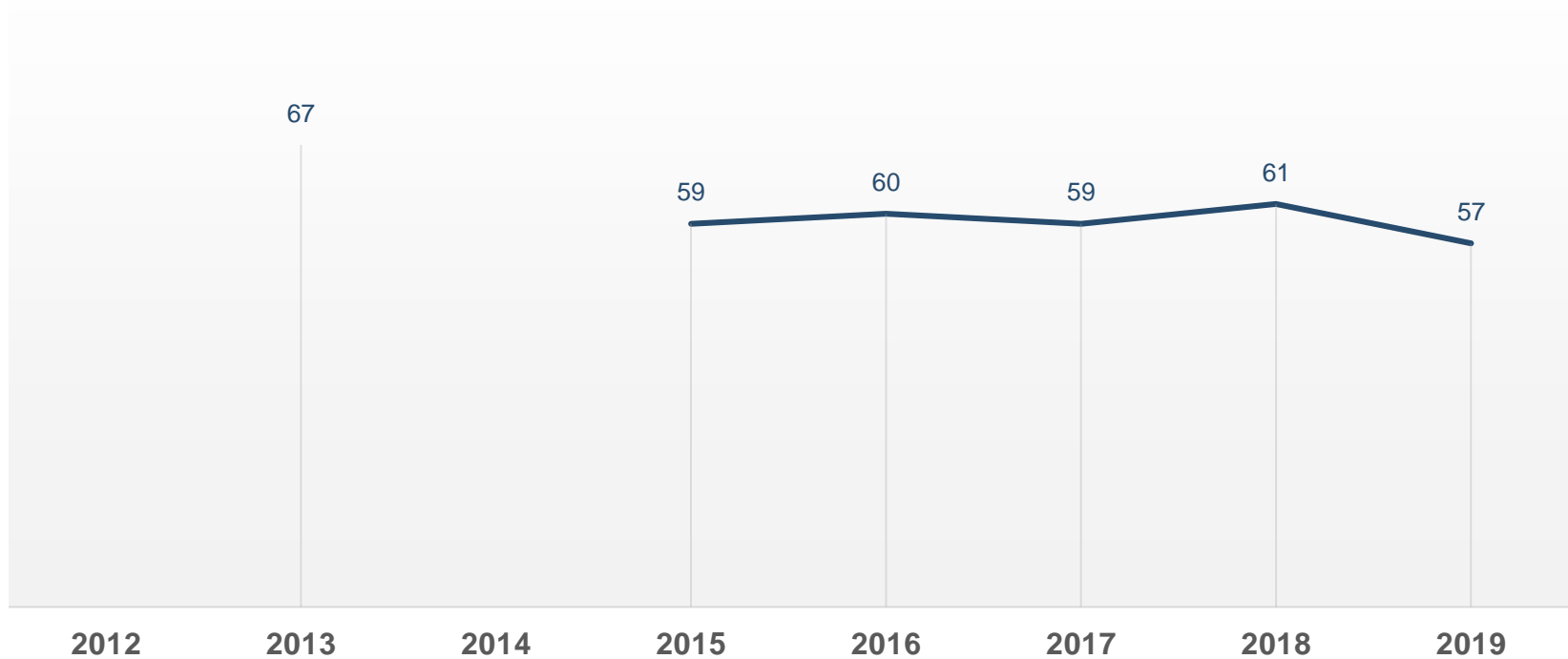


# **Customer service**



## Contact with council

**2019 contact with council (%)**  
Have had contact





## Contact with council

### 2019 contact with council (%)

		2018	2017	2016	2015	2014	2013	2012
Lake Bolac	72*	69	71	62	n/a	n/a	n/a	n/a
35-49	64	74	67	70	75	n/a	76	n/a
Small Rural	63▲	64	62	61	64	n/a	n/a	n/a
State-wide	61	61	58	58	60	61	60	61
50-64	61	67	59	67	58	n/a	75	n/a
Ararat	57	61	59	60	59	n/a	67	n/a
Ararat	57	59	58	59	n/a	n/a	n/a	n/a
Men	57	63	60	61	63	n/a	66	n/a
Women	56	58	57	58	55	n/a	68	n/a
65+	54	53	56	50	46	n/a	50	n/a
Elmhurst	51*	31	18	22	n/a	n/a	n/a	n/a
18-34	49	49	54	57	59	n/a	67	n/a

Q5. Over the last 12 months, have you or any member of your household had any contact with Ararat Rural City 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: 38 Councils asked group: 12

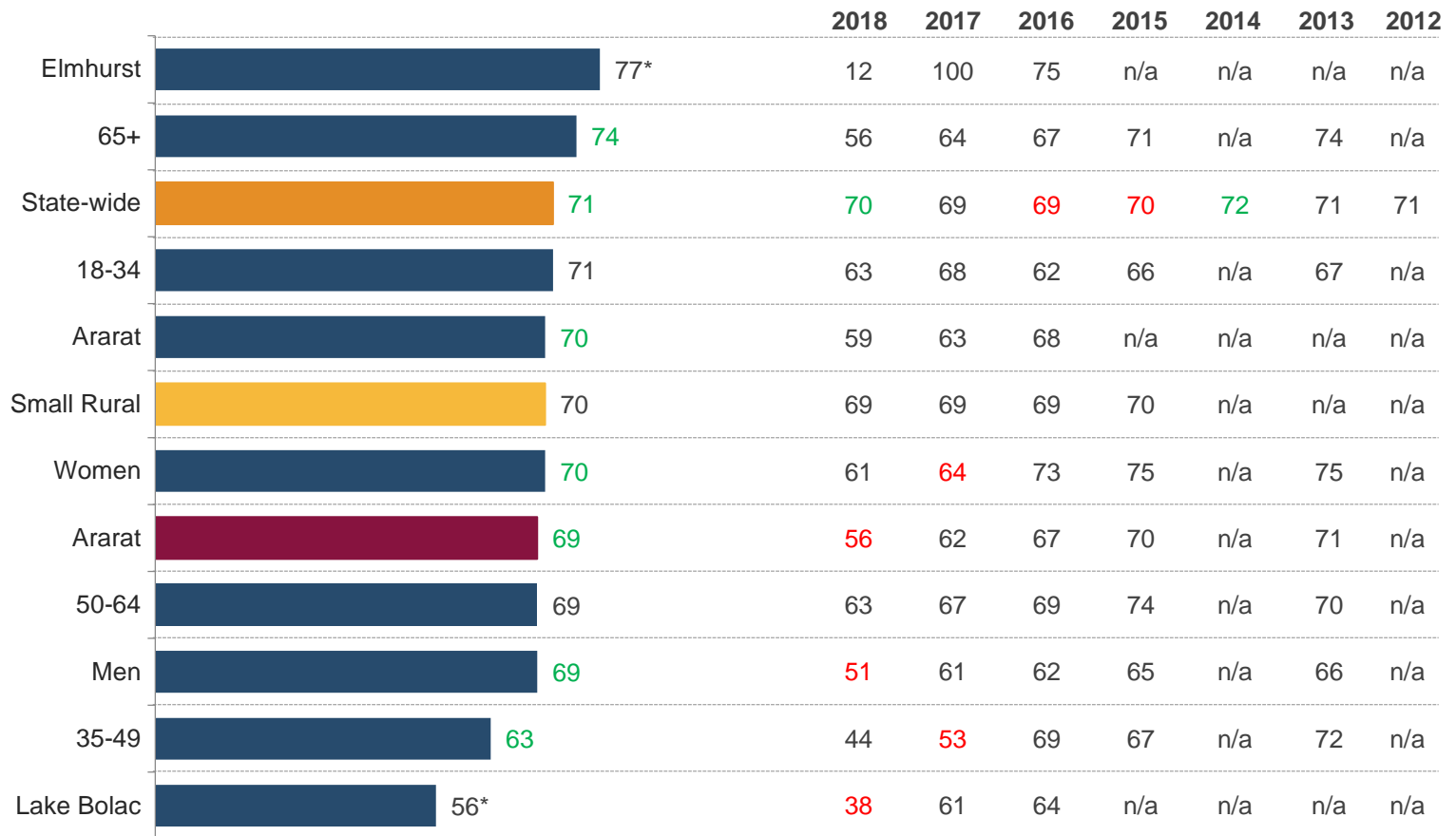
Note: Please see Appendix A for explanation of significant differences.

\*Caution: small sample size < n=30



# Customer service rating

## 2019 customer service rating (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: 63 Councils asked group: 18

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

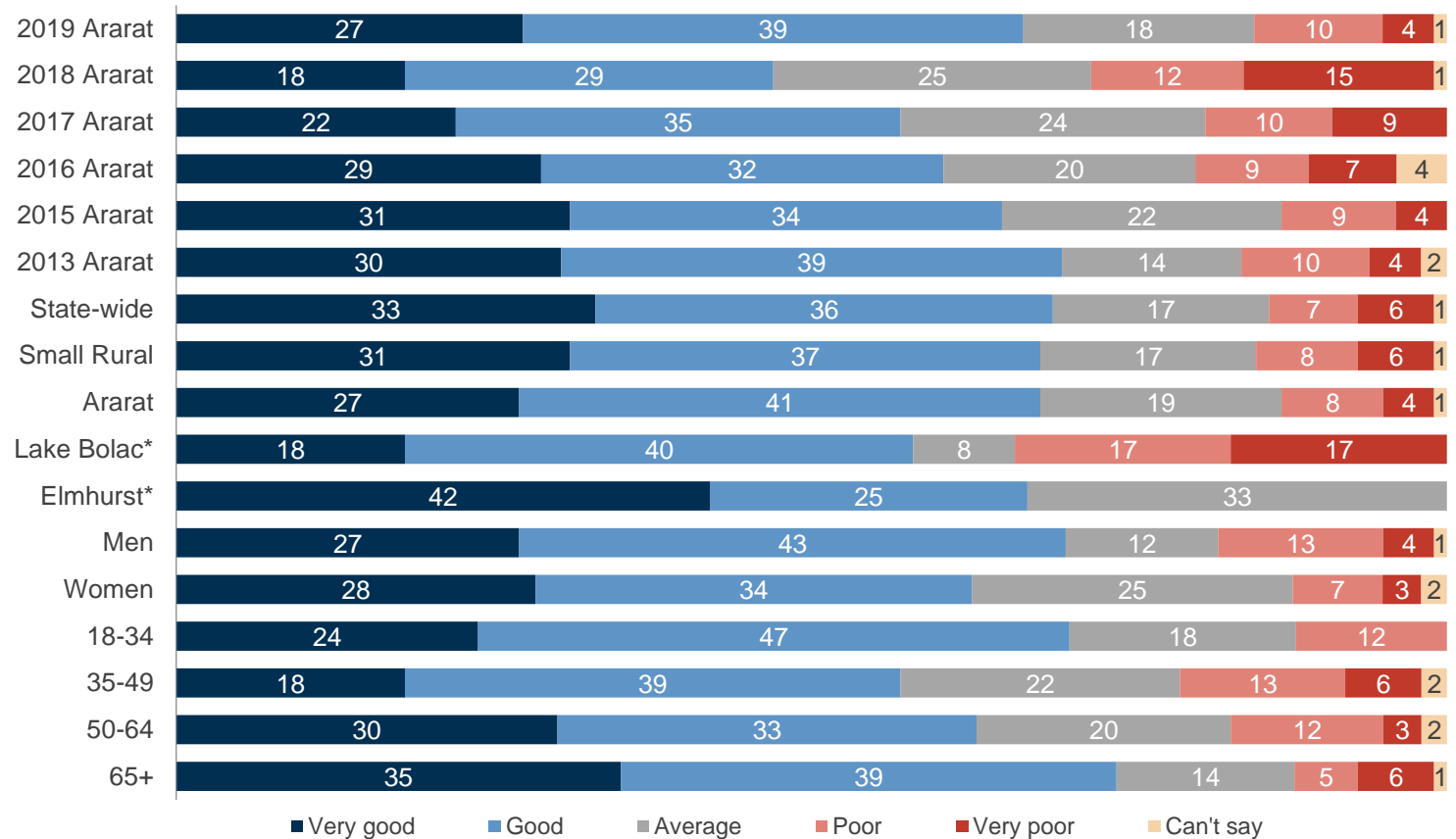
\*Caution: small sample size < n=30





## Customer service rating

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: 63 Councils asked group: 18

\*Caution: small sample size < n=30



# Council direction



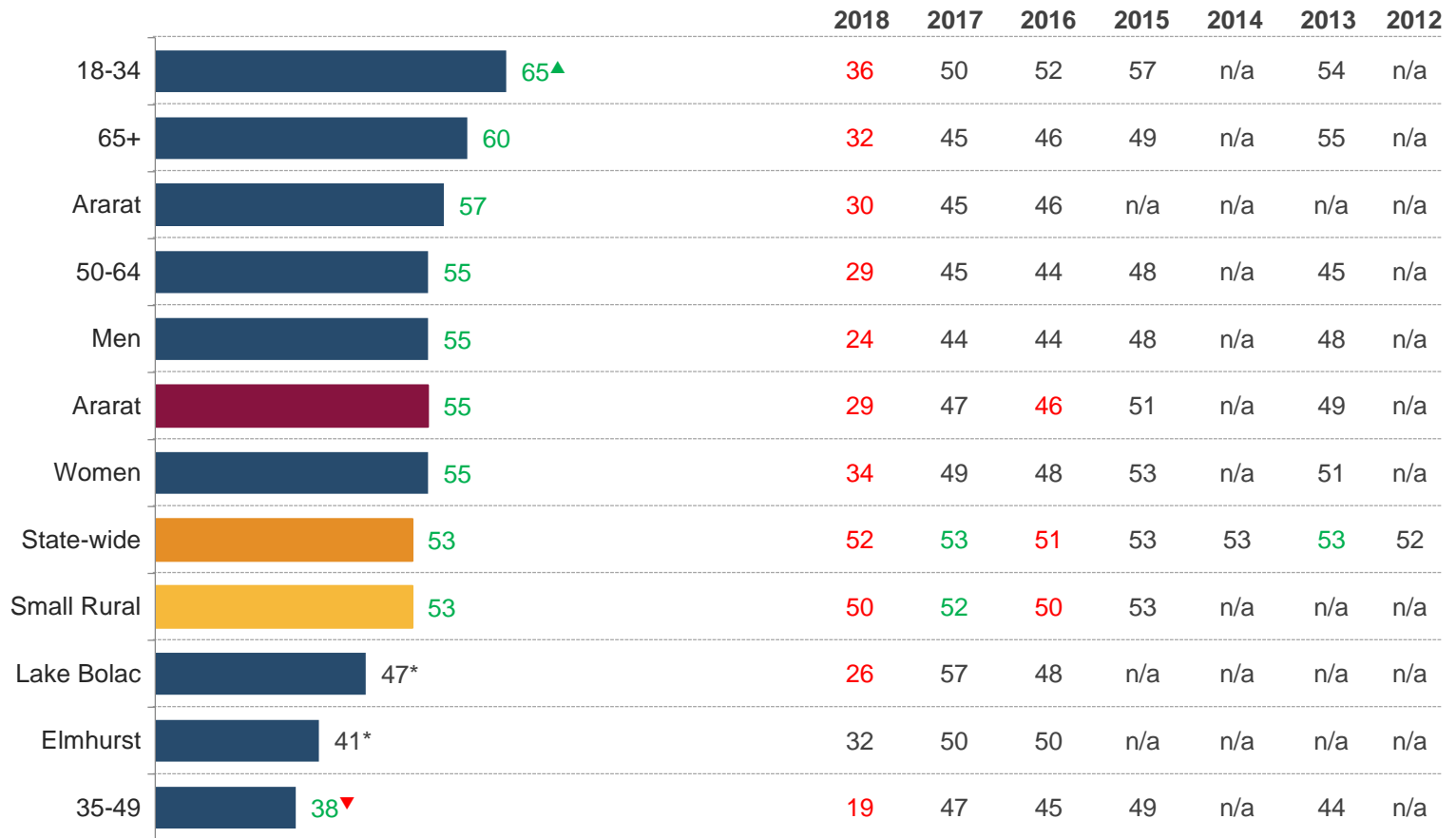
## Council direction summary

<b>Council direction</b>	<ul style="list-style-type: none"> <li>• 47% stayed about the same, up 8 points on 2018</li> <li>• 29% improved, up 20 points on 2018</li> <li>• 20% deteriorated, down 30 points on 2018</li> </ul>
<b>Most satisfied with Council direction</b>	<ul style="list-style-type: none"> <li>• Aged 18-34 years</li> </ul>
<b>Least satisfied with Council direction</b>	<ul style="list-style-type: none"> <li>• Aged 35-49 years</li> </ul>



## Overall council direction last 12 months

### 2019 overall direction (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: 63 Councils asked group: 18

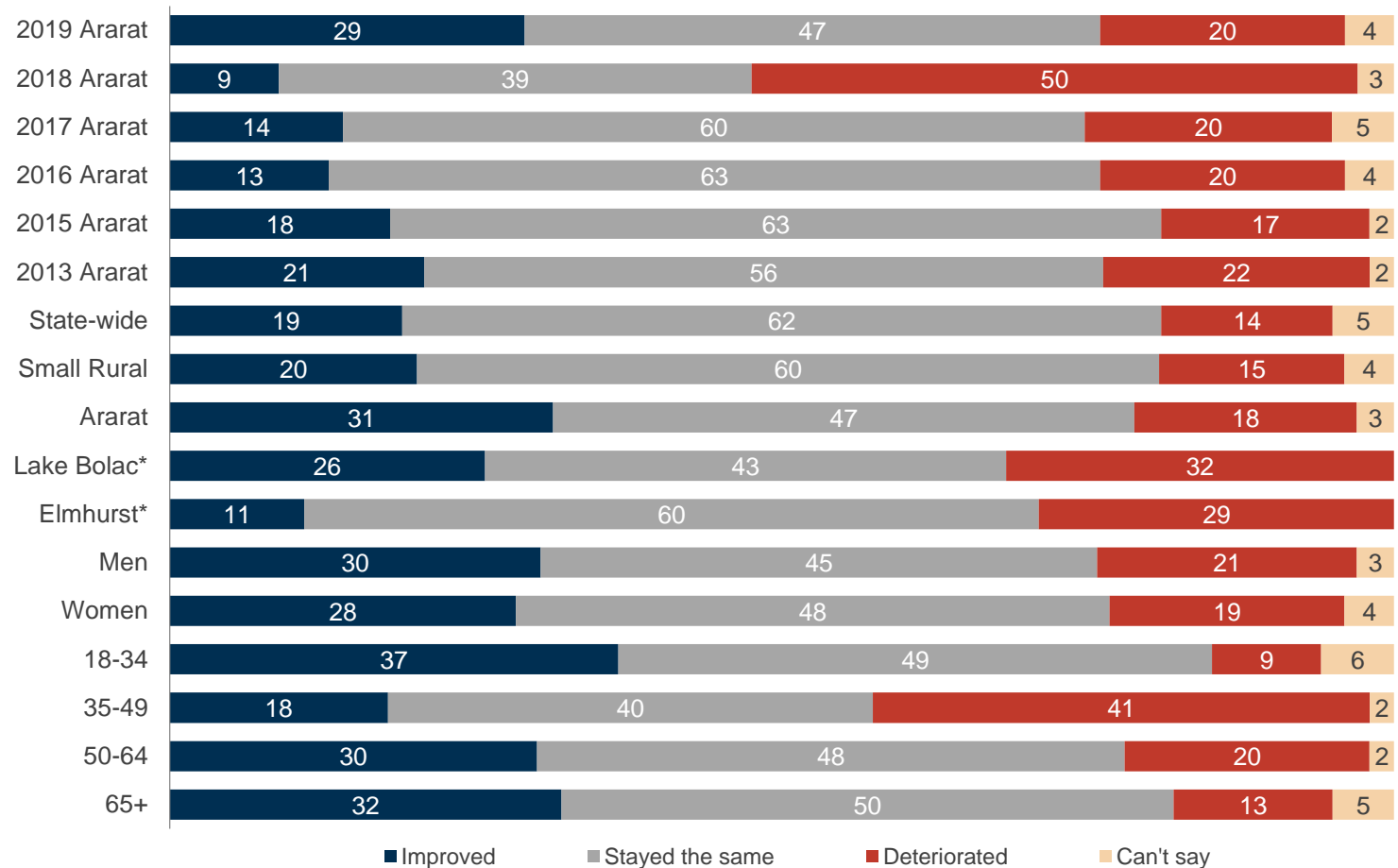
Note: Please see Appendix A for explanation of significant differences.

\*Caution: small sample size < n=30



## Overall council direction last 12 months

### 2019 overall council direction (%)



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: 63 Councils asked group: 18

\*Caution: small sample size < n=30

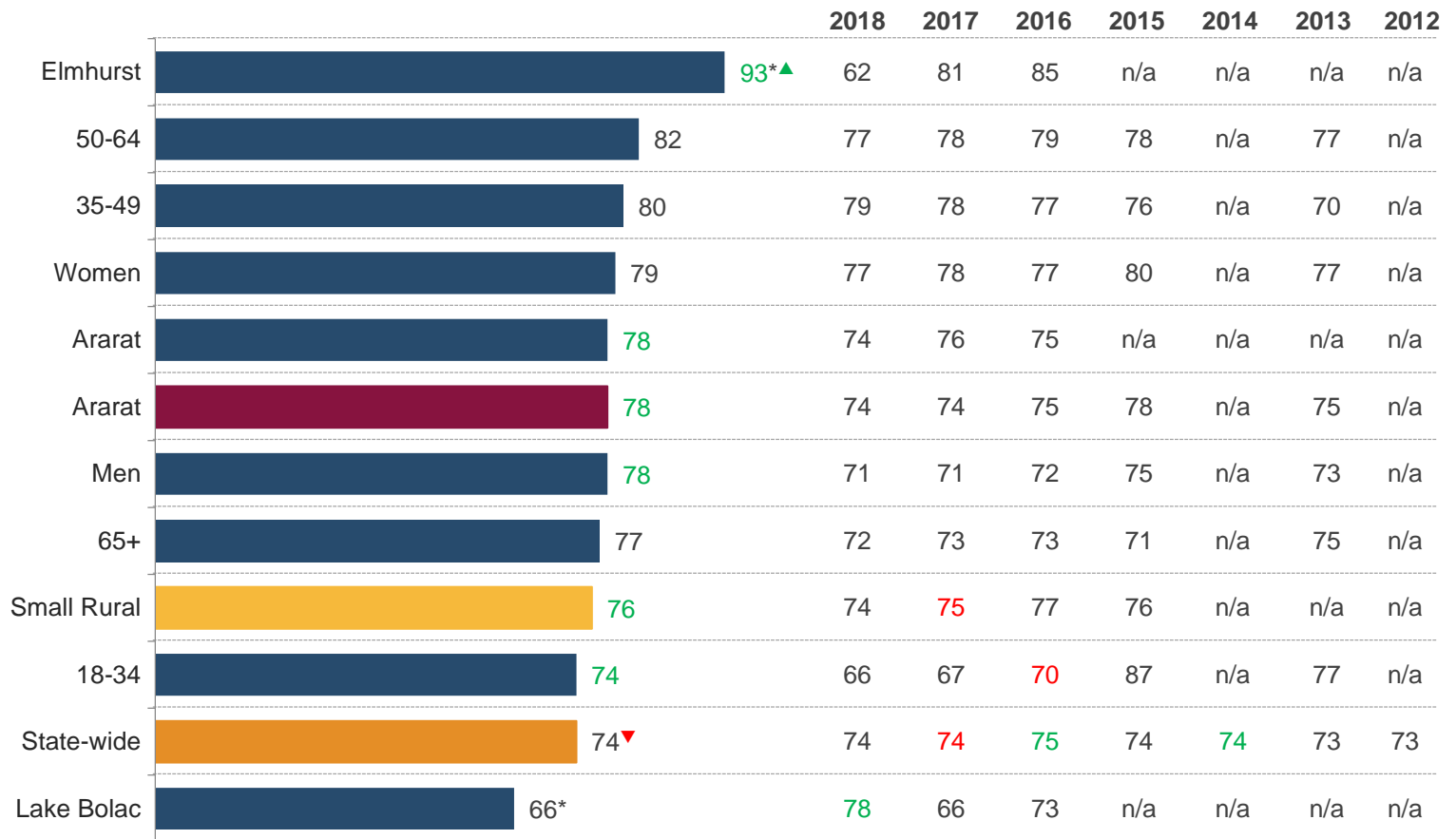
A large, stylized letter 'W' that serves as a background graphic. It is filled with a satellite image of the Western United States, showing state boundaries and major cities. The 'W' is dark blue and black, with the satellite imagery in shades of blue, green, and white. The text 'Individual service areas' is positioned in the lower-left quadrant of the page.

# **Individual service areas**



# Community consultation and engagement importance

## 2019 Consultation and engagement importance (index scores)



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

Base: All respondents. Councils asked state-wide: 21 Councils asked group: 4

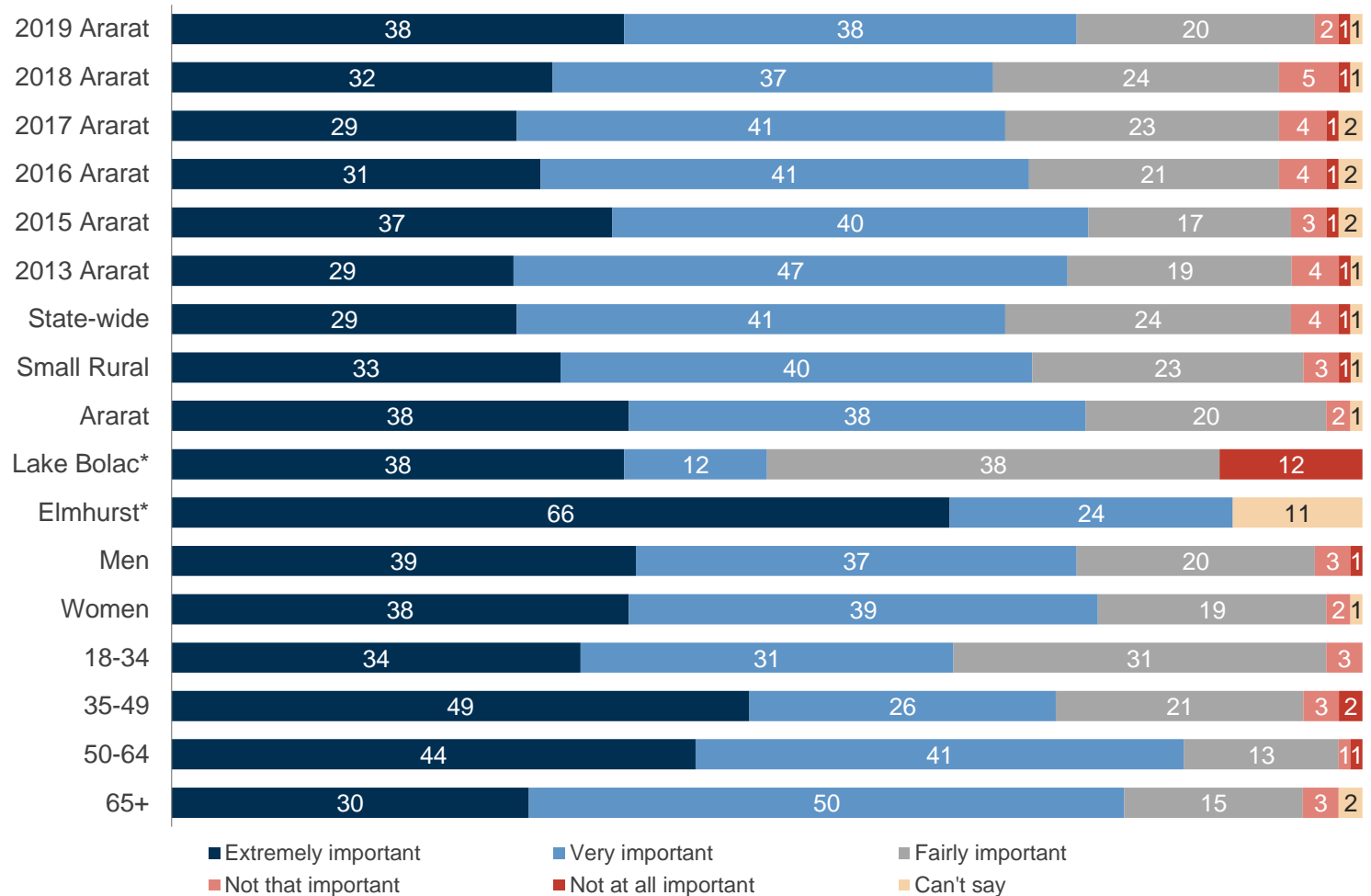
Note: Please see Appendix A for explanation of significant differences.

\*Caution: small sample size < n=30



# Community consultation and engagement importance

## 2019 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: 21 Councils asked group: 4

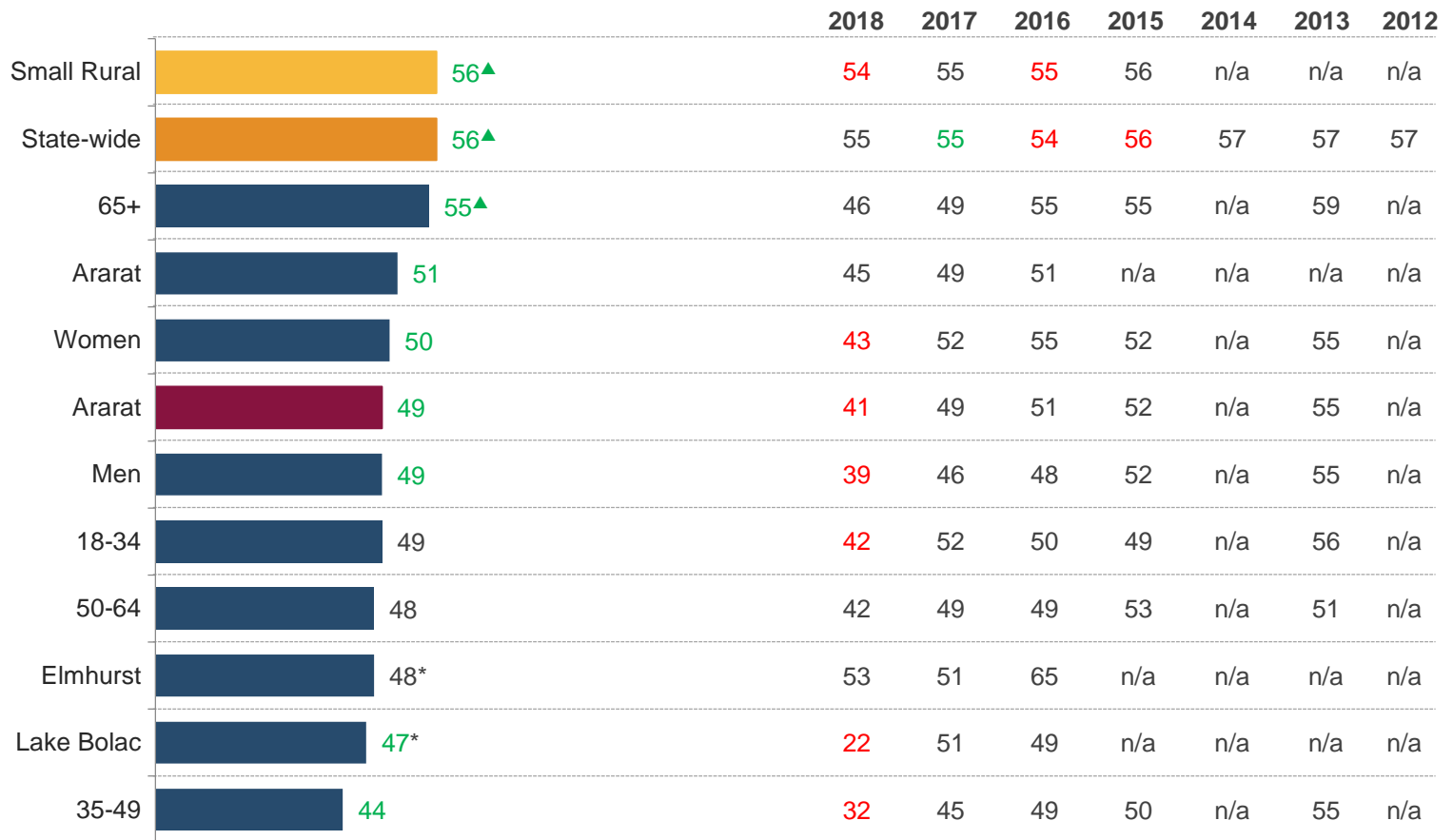
\*Caution: small sample size < n=30





# Community consultation and engagement performance

## 2019 Consultation and engagement 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: 63 Councils asked group: 18

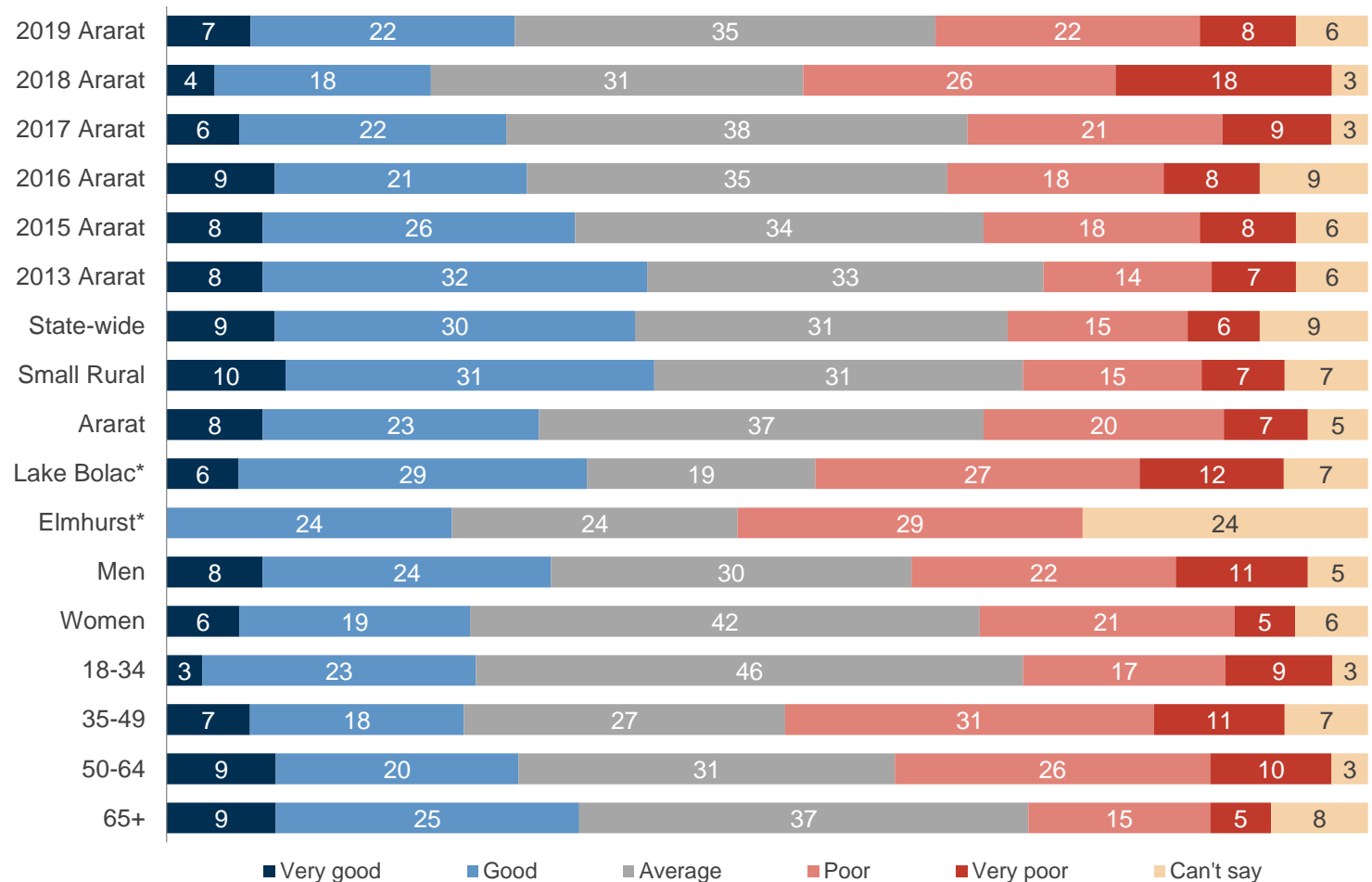
Note: Please see Appendix A for explanation of significant differences.

\*Caution: small sample size < n=30



# Community consultation and engagement performance

## 2019 Consultation and engagement performance (%)



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

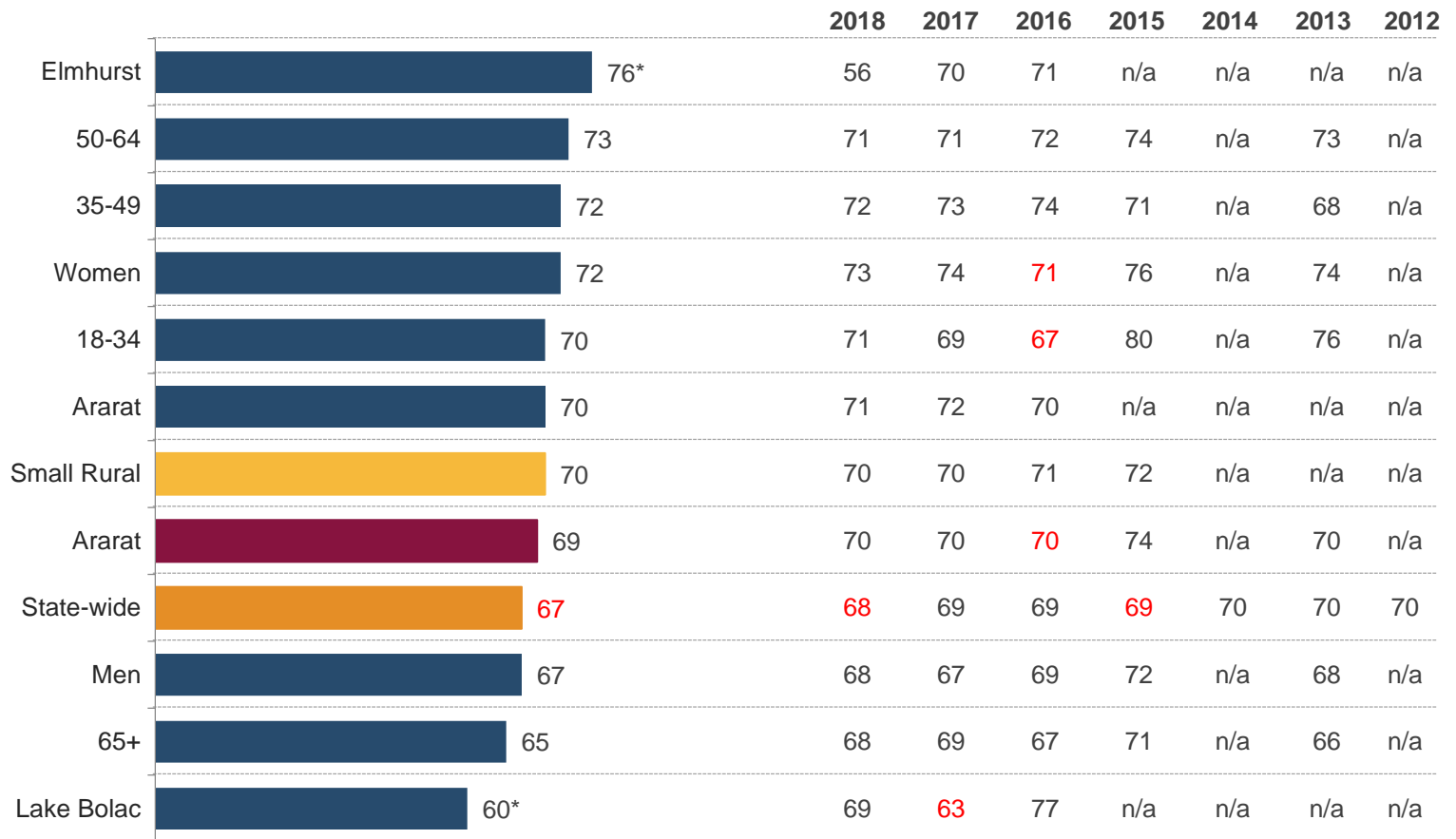
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

\*Caution: small sample size < n=30



# Lobbying on behalf of the community importance

## 2019 Lobbying importance (index scores)



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

Base: All respondents. Councils asked state-wide: 21 Councils asked group: 4

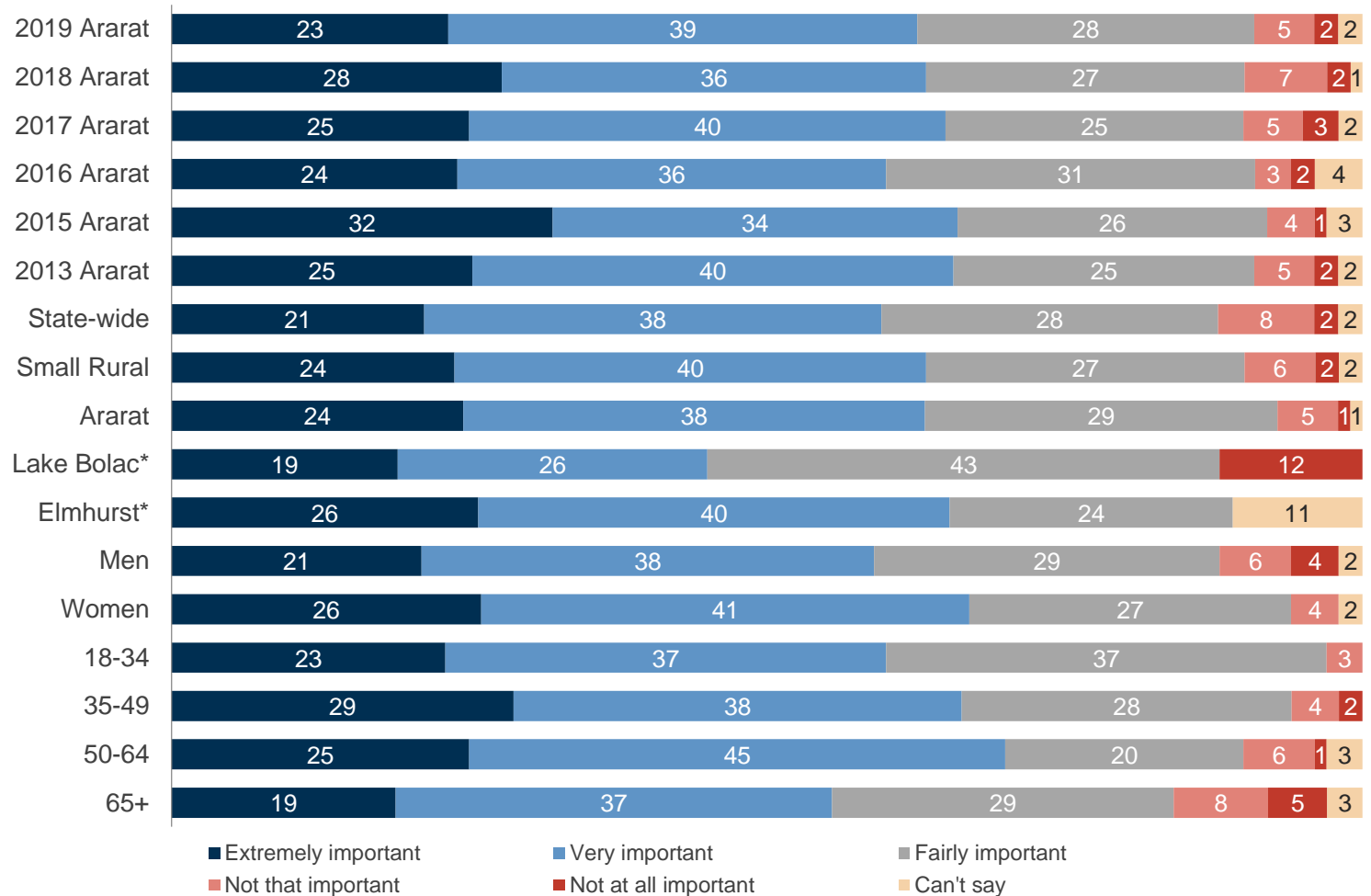
Note: Please see Appendix A for explanation of significant differences.

\*Caution: small sample size < n=30



# Lobbying on behalf of the community importance

## 2019 Lobbying importance (%)



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

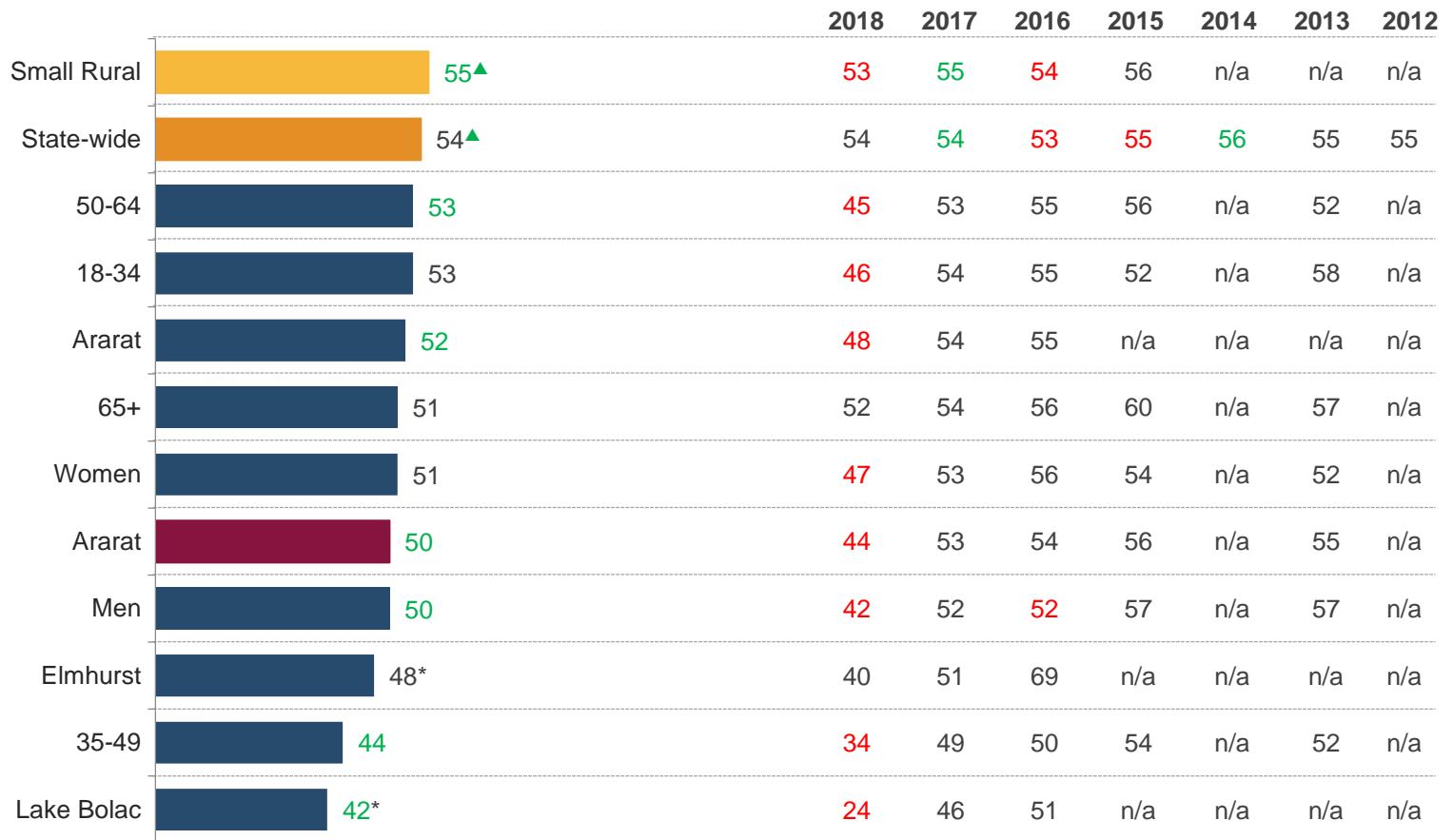
Base: All respondents. Councils asked state-wide: 21 Councils asked group: 4

\*Caution: small sample size < n=30



# Lobbying on behalf of the community performance

## 2019 Lobbying 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: 63 Councils asked group: 18

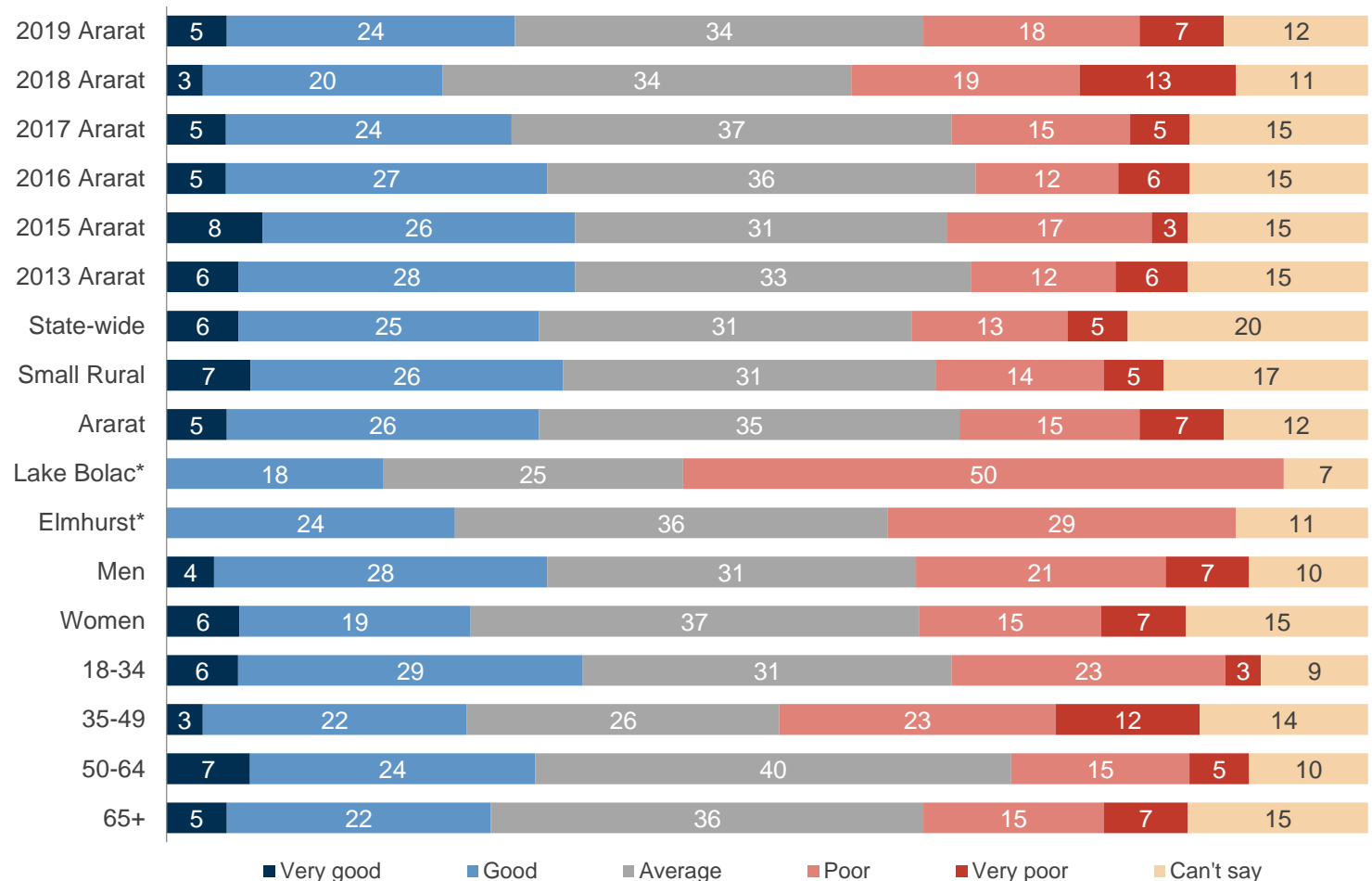
Note: Please see Appendix A for explanation of significant differences.

\*Caution: small sample size < n=30



# Lobbying on behalf of the community performance

## 2019 Lobbying performance (%)



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

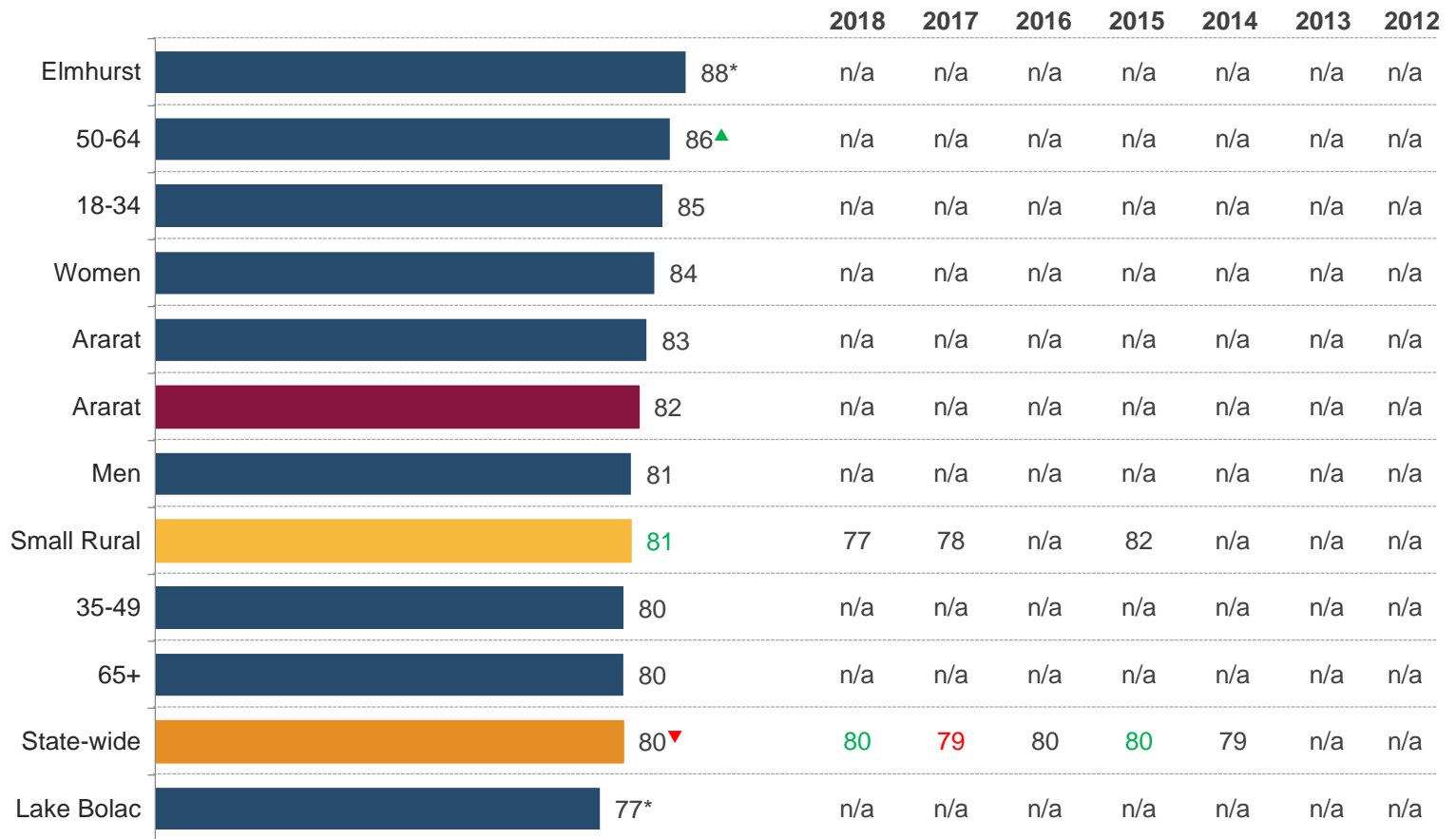
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

\*Caution: small sample size < n=30

# Decisions made in the interest of the community importance



## 2019 Community decisions made importance (index scores)



Q1. Firstly, how important should 'Decisions made in the interest of the community' be as a responsibility for Council?

Base: All respondents. Councils asked state-wide: 15 Councils asked group: 2

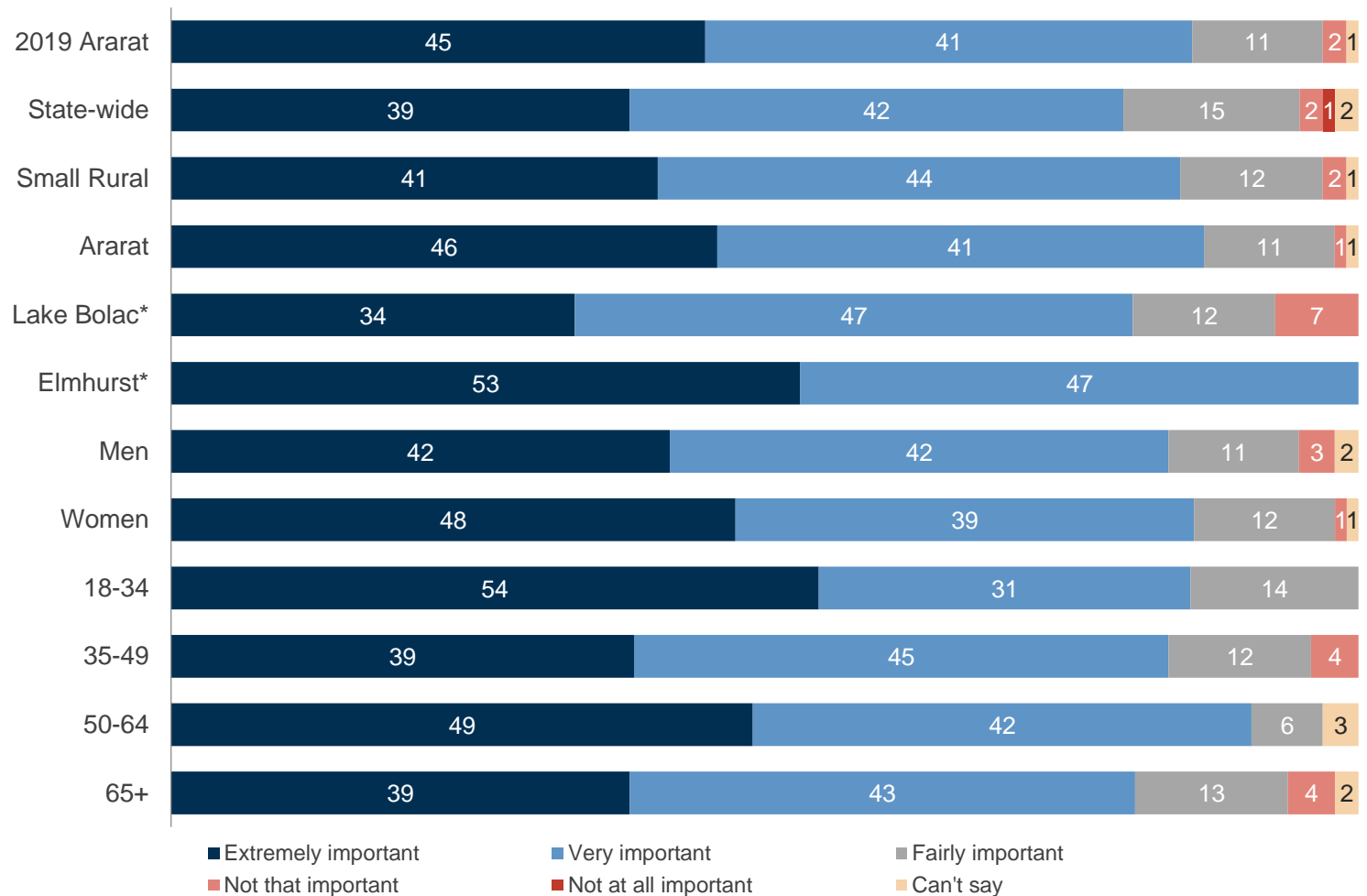
Note: Please see Appendix A for explanation of significant differences.

\*Caution: small sample size < n=30

# Decisions made in the interest of the community importance



2019 Community decisions made importance (%)



Q1. Firstly, how important should 'Decisions made in the interest of the community' be as a responsibility for Council?

Base: All respondents. Councils asked state-wide: 15 Councils asked group: 2

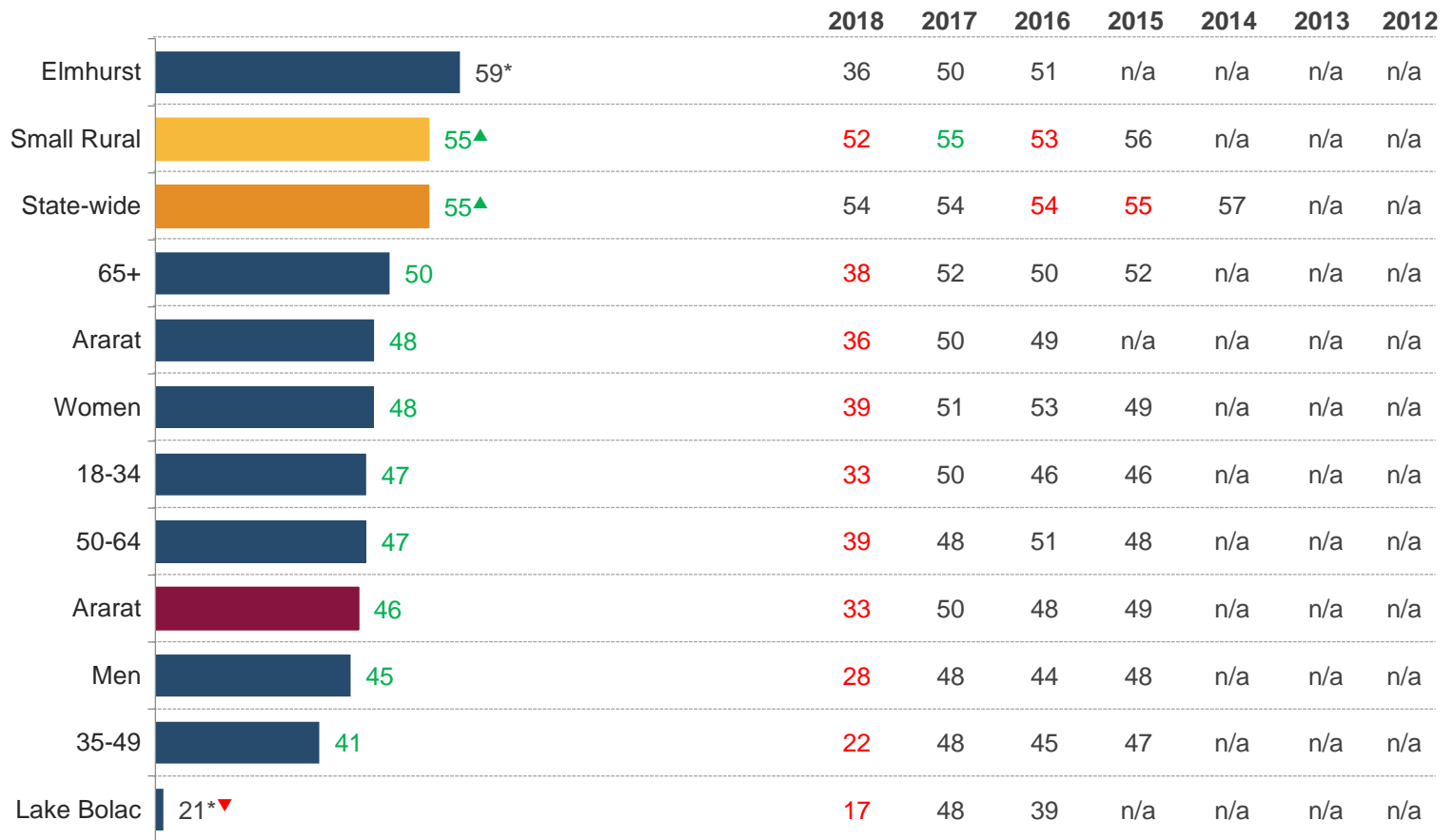
\*Caution: small sample size < n=30



# Decisions made in the interest of the community performance



## 2019 Community decisions made performance (index scores)



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

Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

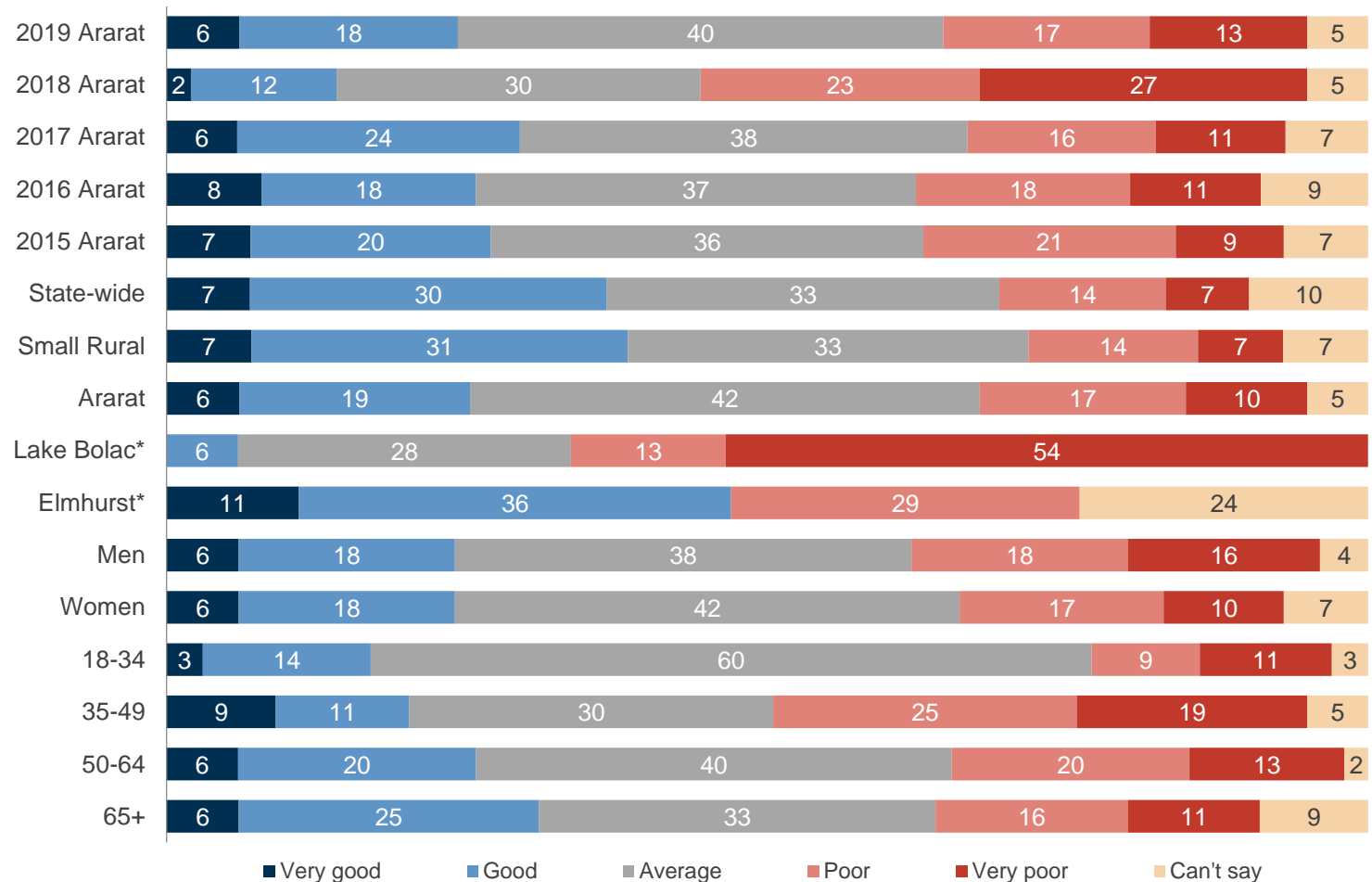
Note: Please see Appendix A for explanation of significant differences.

\*Caution: small sample size < n=30

# Decisions made in the interest of the community performance



2019 Community decisions made performance (%)



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

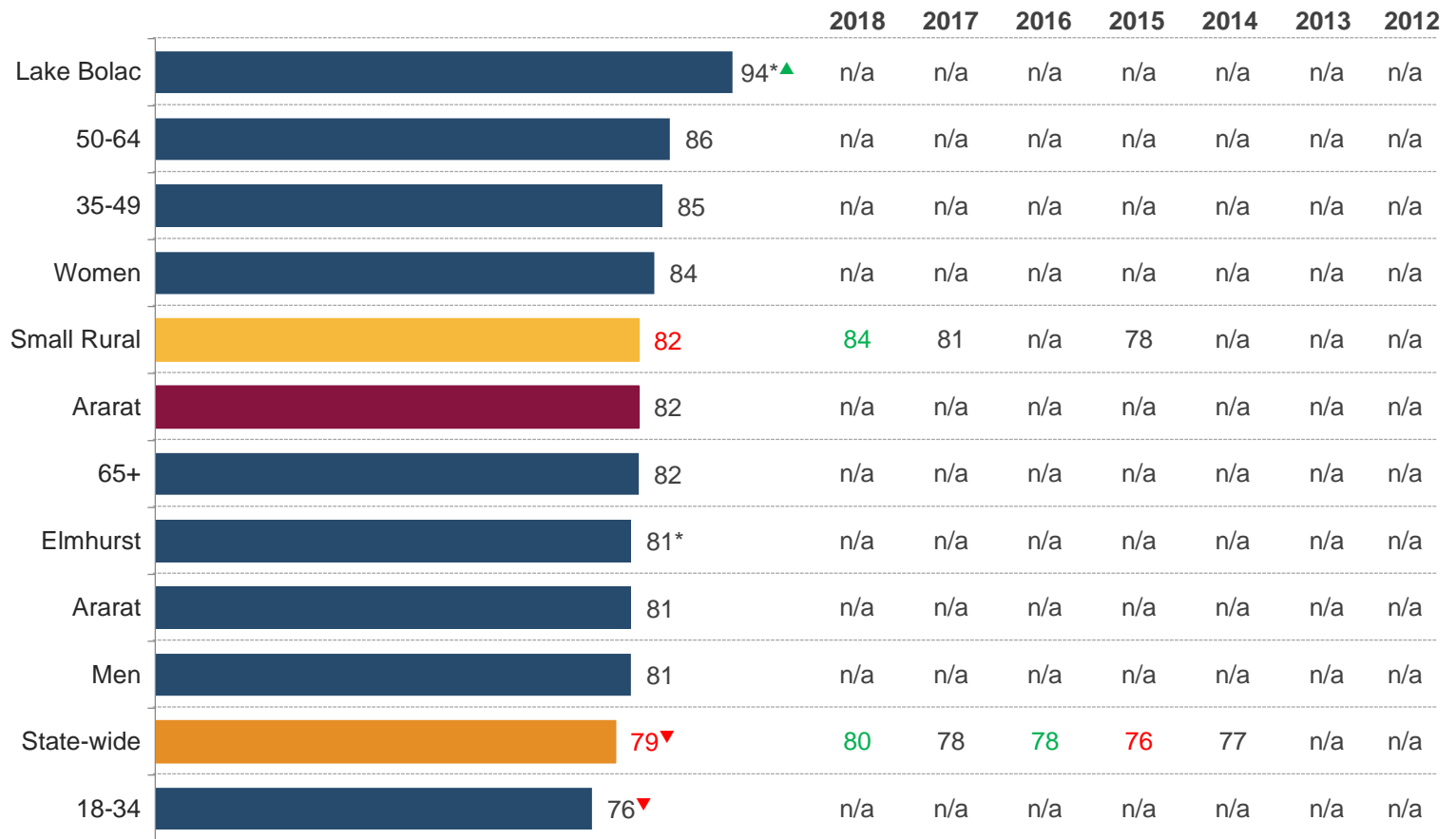
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

\*Caution: small sample size < n=30

# The condition of sealed local roads in your area importance



## 2019 Sealed local roads importance (index scores)



Q1. Firstly, how important should 'The condition of sealed local roads in your area' be as a responsibility for Council?

Base: All respondents. Councils asked state-wide: 18 Councils asked group: 3

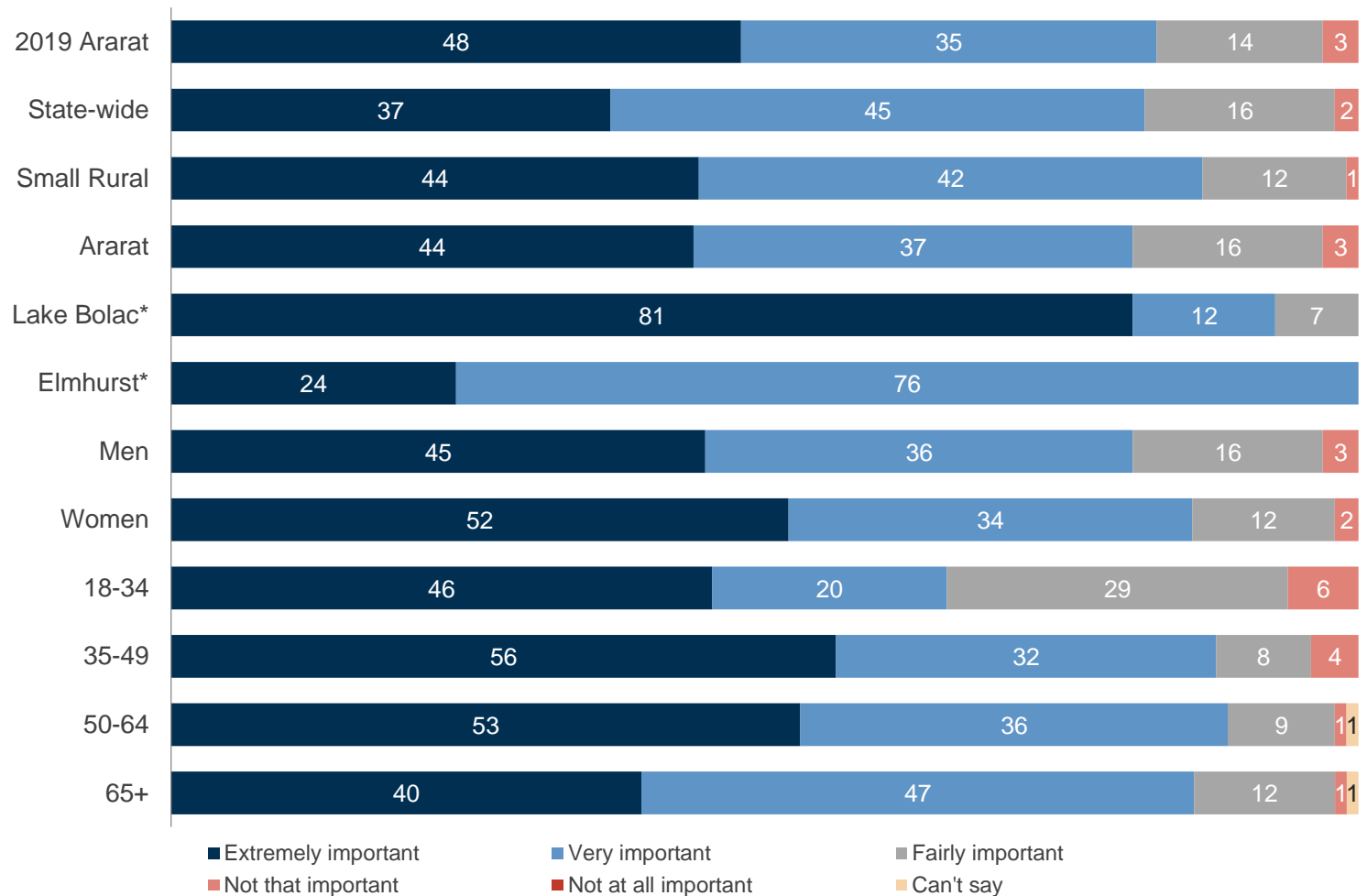
Note: Please see Appendix A for explanation of significant differences.

\*Caution: small sample size < n=30

# The condition of sealed local roads in your area importance



2019 Sealed local roads importance (%)



Q1. Firstly, how important should 'The condition of sealed local roads in your area' be as a responsibility for Council?

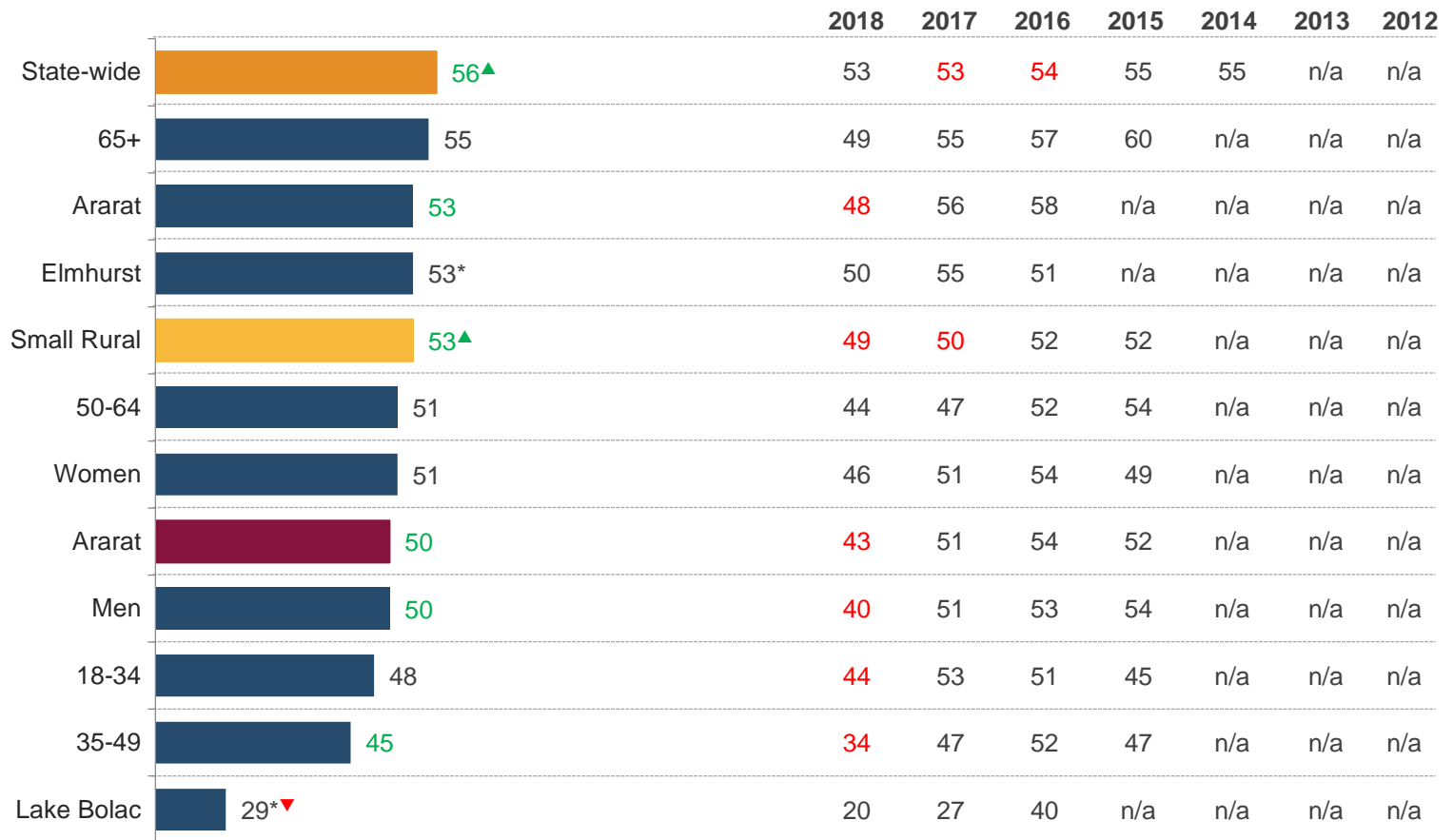
Base: All respondents. Councils asked state-wide: 18 Councils asked group: 3

\*Caution: small sample size < n=30

# The condition of sealed local roads in your area performance



## 2019 Sealed local roads 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: 63 Councils asked group: 18

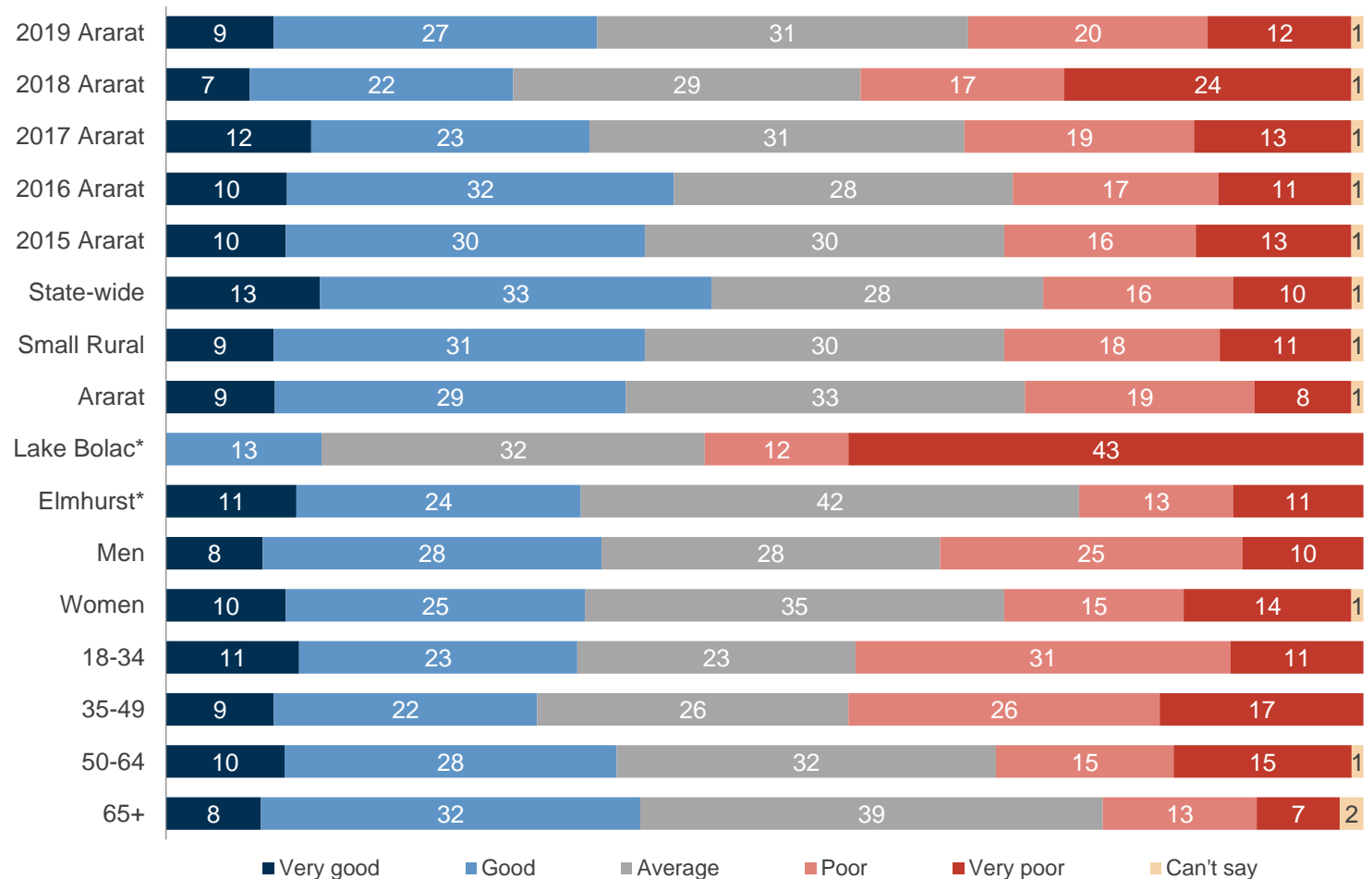
Note: Please see Appendix A for explanation of significant differences.

\*Caution: small sample size < n=30

# The condition of sealed local roads in your area performance



## 2019 Sealed local roads performance (%)



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

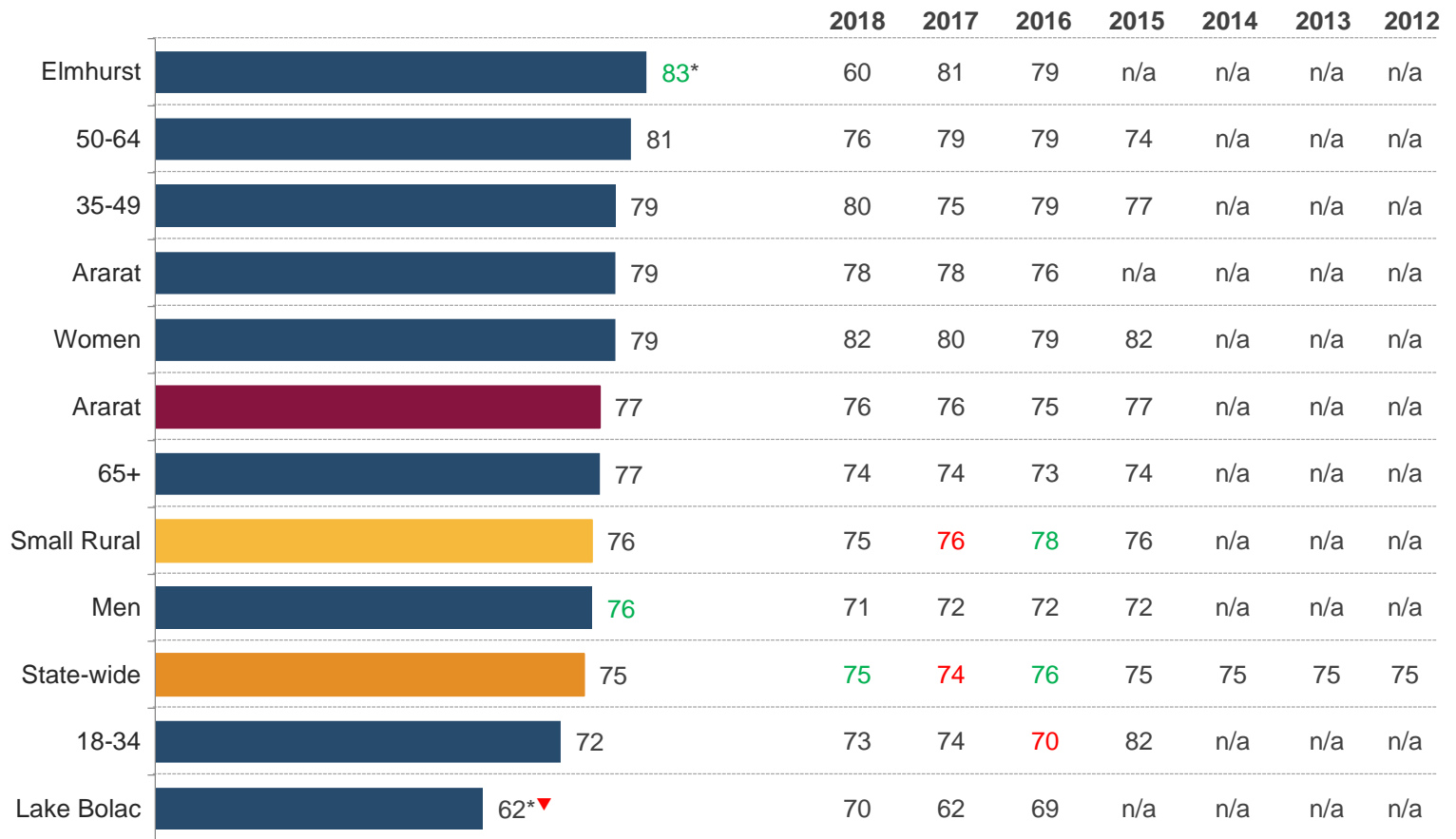
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

\*Caution: small sample size < n=30



# Informing the community importance

## 2019 Informing community importance (index scores)



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

Base: All respondents. Councils asked state-wide: 21 Councils asked group: 4

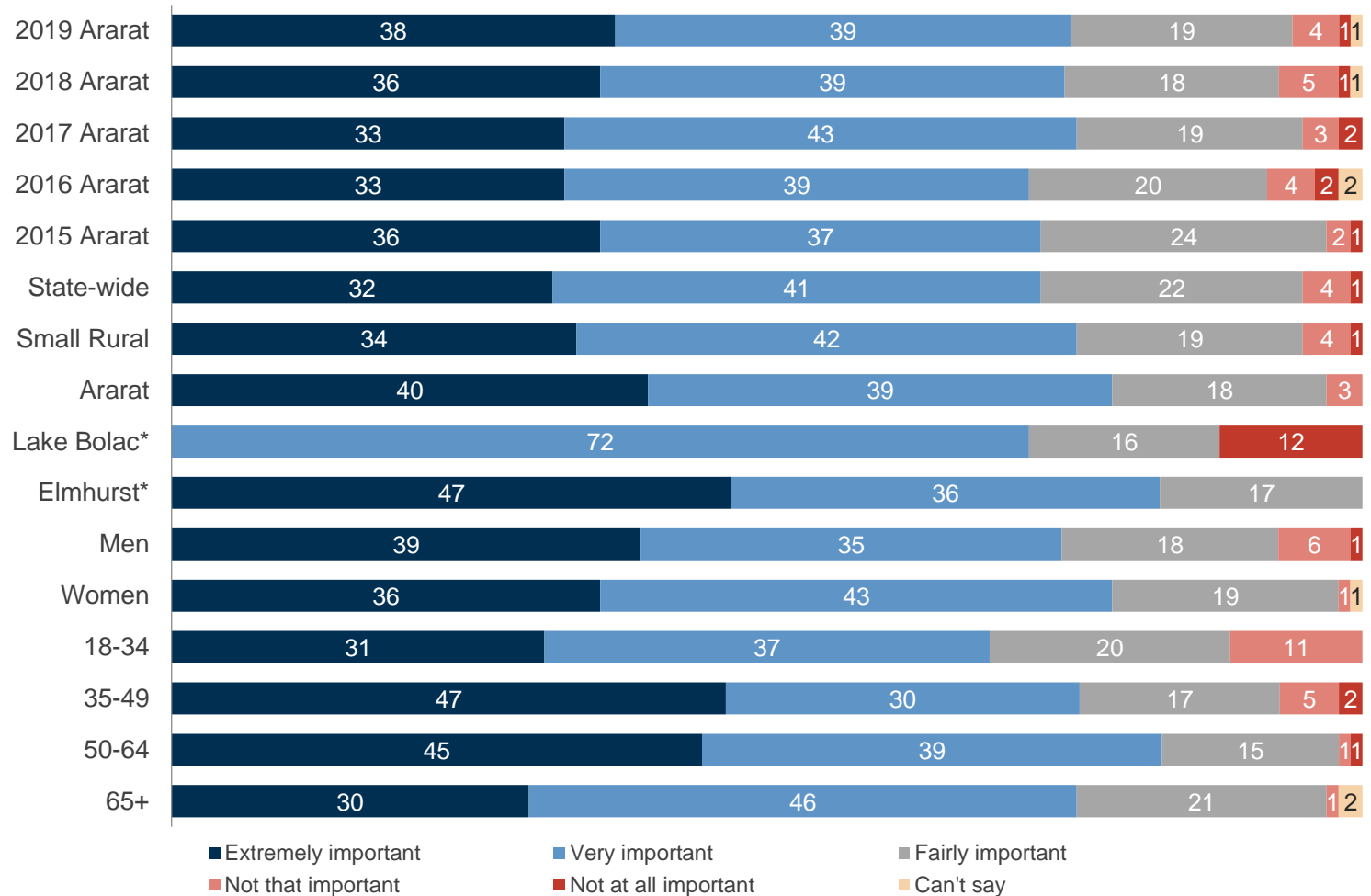
Note: Please see Appendix A for explanation of significant differences.

\*Caution: small sample size < n=30



# Informing the community importance

## 2019 Informing community importance (%)



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

Base: All respondents. Councils asked state-wide: 21 Councils asked group: 4

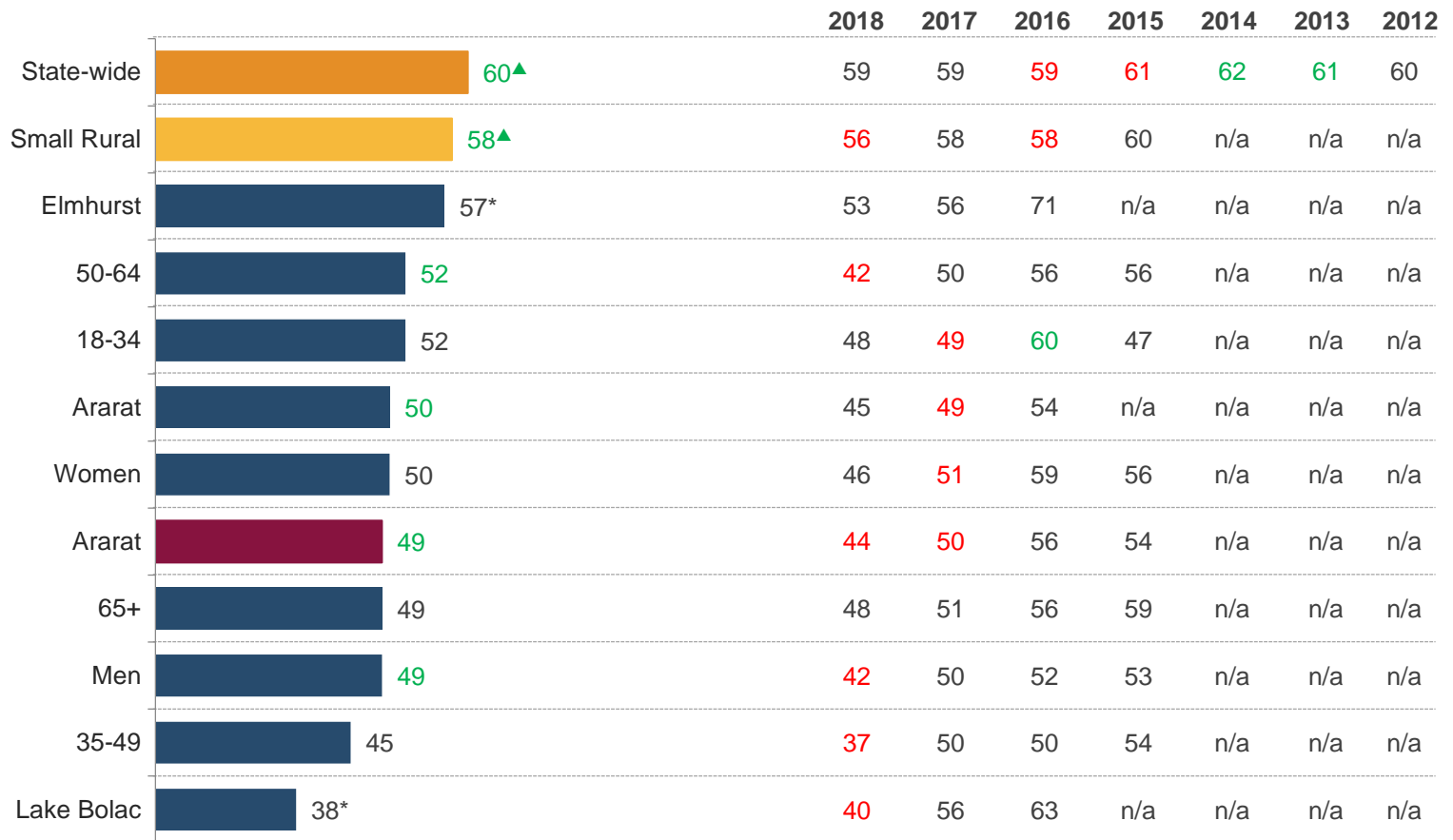
\*Caution: small sample size < n=30





# Informing the community performance

## 2019 Informing community performance (index scores)



Q2. How has Council performed on 'Informing the community' over the last 12 months?

Base: All respondents. Councils asked state-wide: 31 Councils asked group: 10

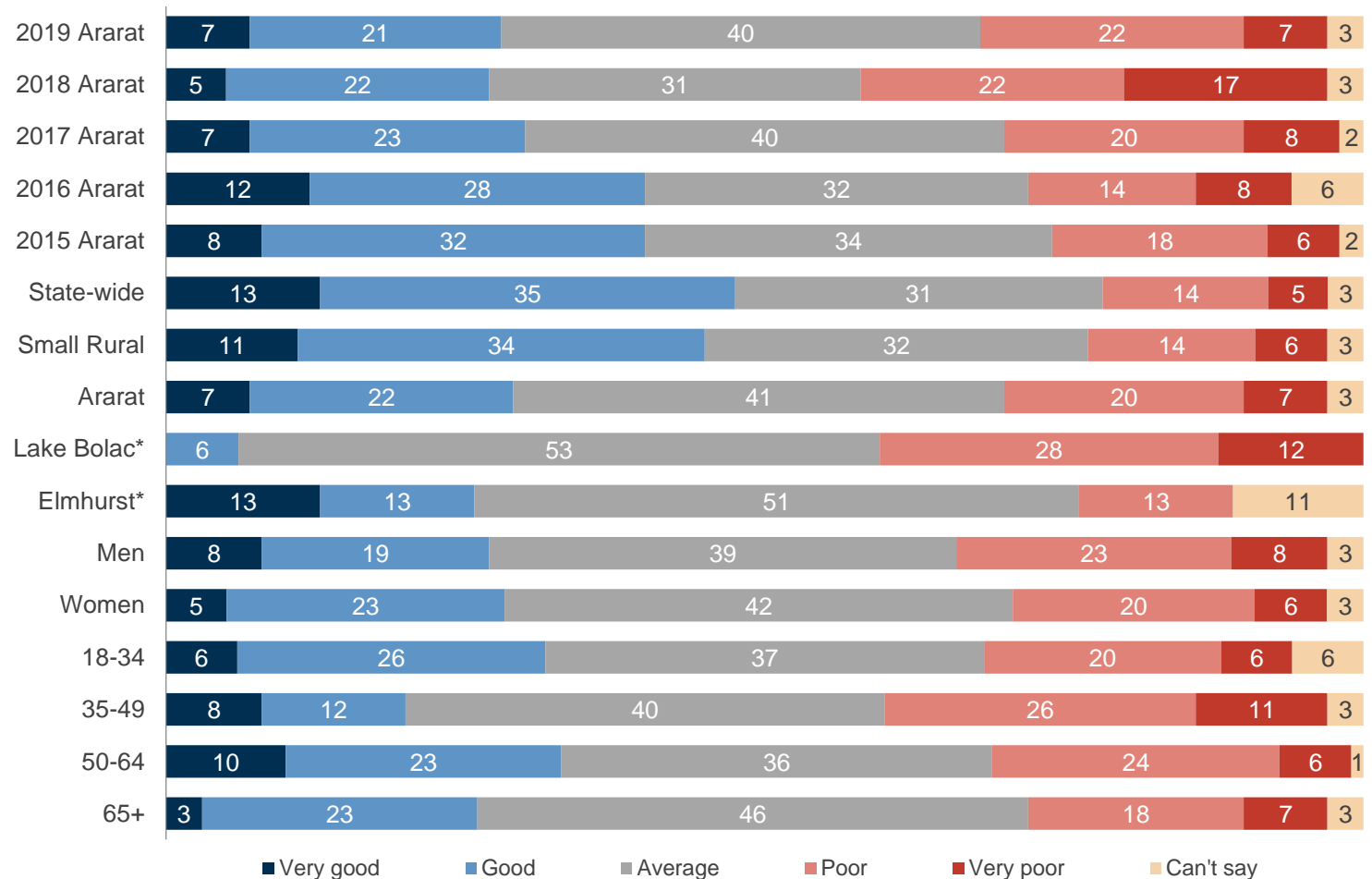
Note: Please see Appendix A for explanation of significant differences.

\*Caution: small sample size < n=30



# Informing the community performance

## 2019 Informing community performance (%)



Q2. How has Council performed on 'Informing the community' over the last 12 months?

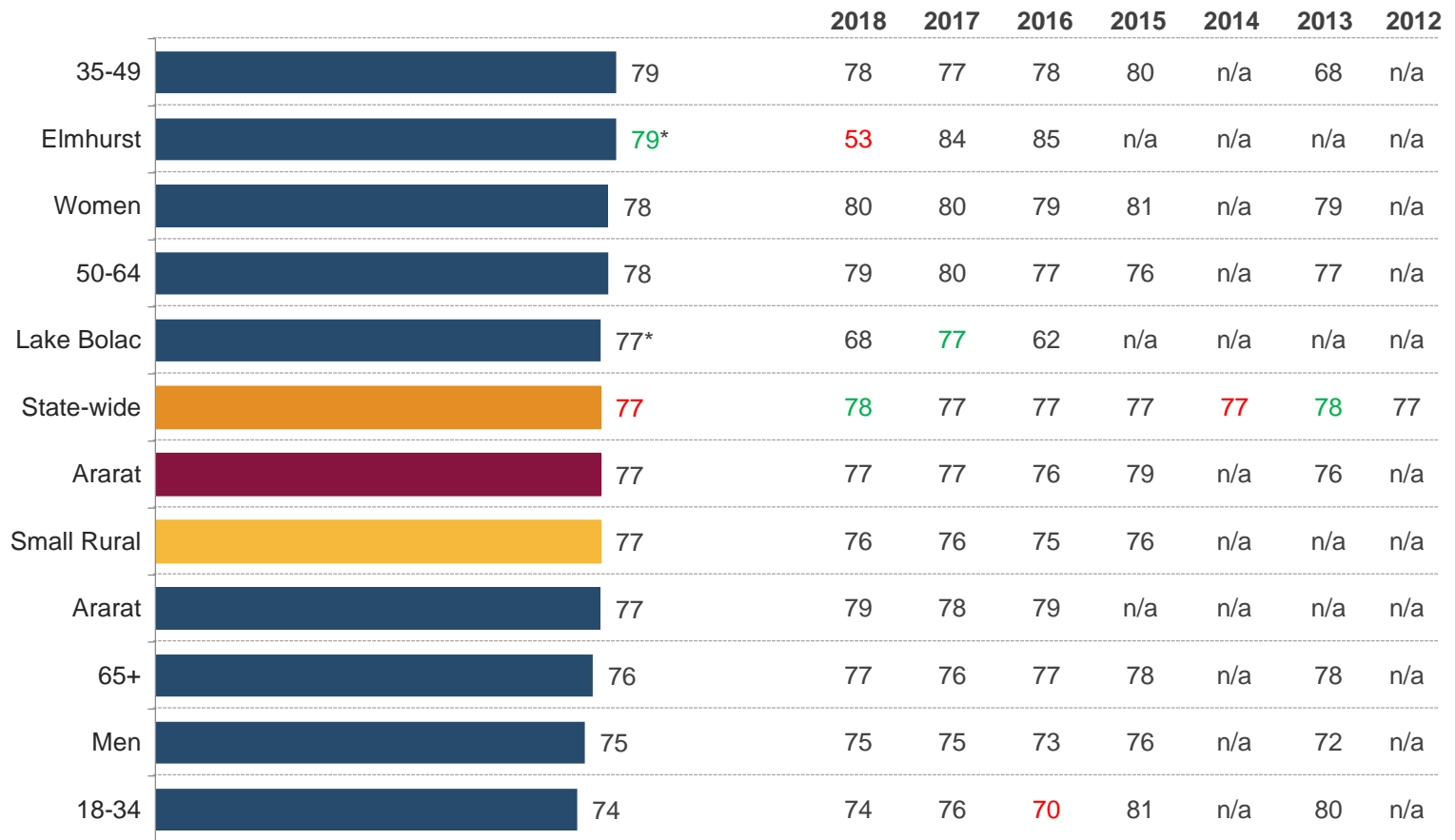
Base: All respondents. Councils asked state-wide: 31 Councils asked group: 10

\*Caution: small sample size < n=30

# The condition of local streets and footpaths in your area importance



## 2019 Streets and footpaths importance (index scores)



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: 21 Councils asked group: 5

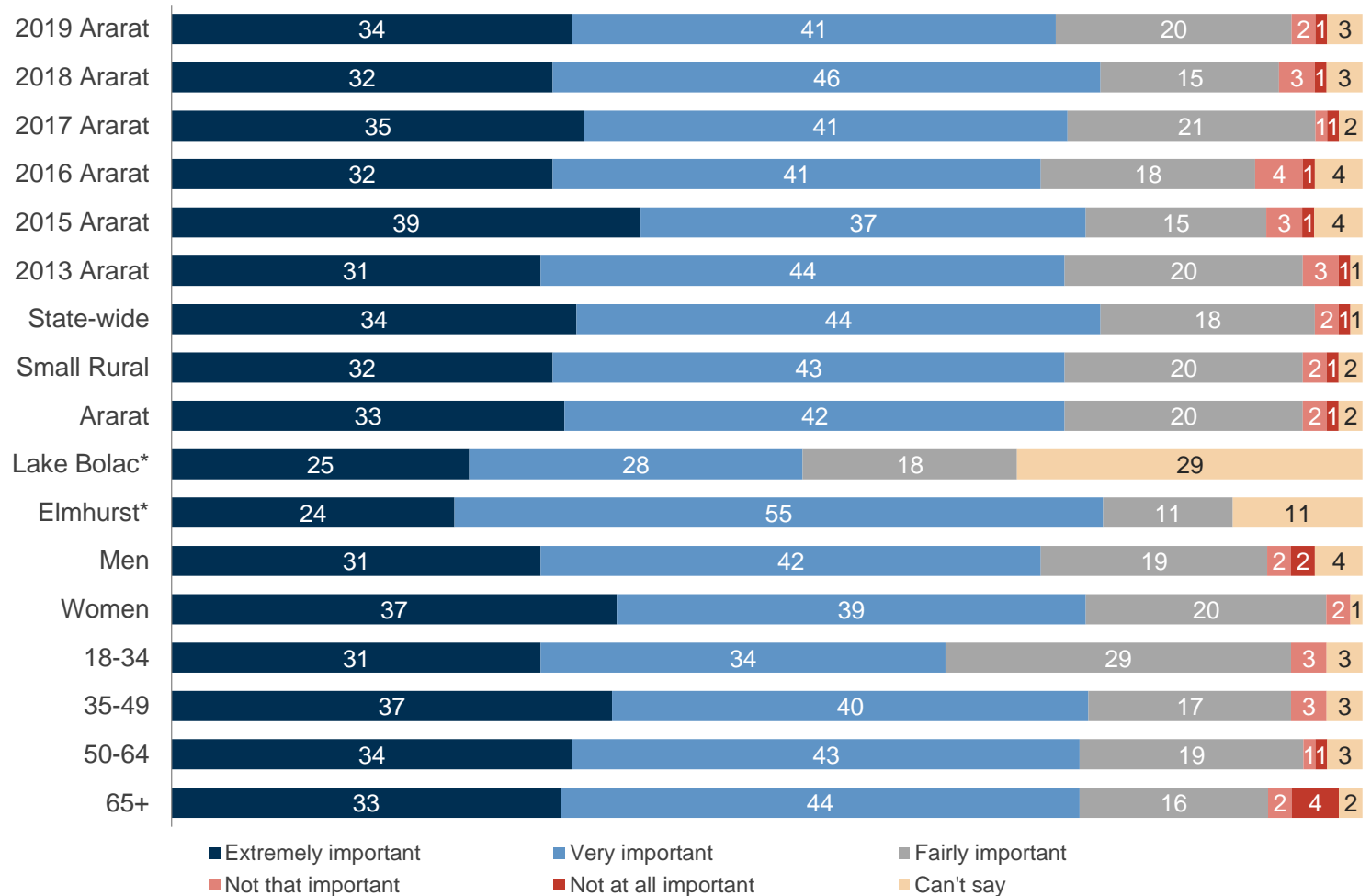
Note: Please see Appendix A for explanation of significant differences.

\*Caution: small sample size < n=30

# The condition of local streets and footpaths in your area importance



## 2019 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: 21 Councils asked group: 5

\*Caution: small sample size < n=30

# The condition of local streets and footpaths in your area performance



## 2019 Streets and footpaths performance (index scores)

		2018	2017	2016	2015	2014	2013	2012
State-wide	59▲	58	57	57	58	58	58	57
18-34	57	49	53	55	56	n/a	61	n/a
Small Rural	57	57	57	58	59	n/a	n/a	n/a
Elmhurst	56*	34	36	46	n/a	n/a	n/a	n/a
65+	56	57	58	61	60	n/a	59	n/a
Men	55	51	55	60	60	n/a	59	n/a
Ararat	55	56	57	59	n/a	n/a	n/a	n/a
Ararat	55	53	55	59	58	n/a	58	n/a
50-64	54	57	55	60	60	n/a	52	n/a
Women	54	56	55	59	56	n/a	56	n/a
35-49	50	50	53	61	55	n/a	61	n/a
Lake Bolac	47*	42	45	61	n/a	n/a	n/a	n/a

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: 8

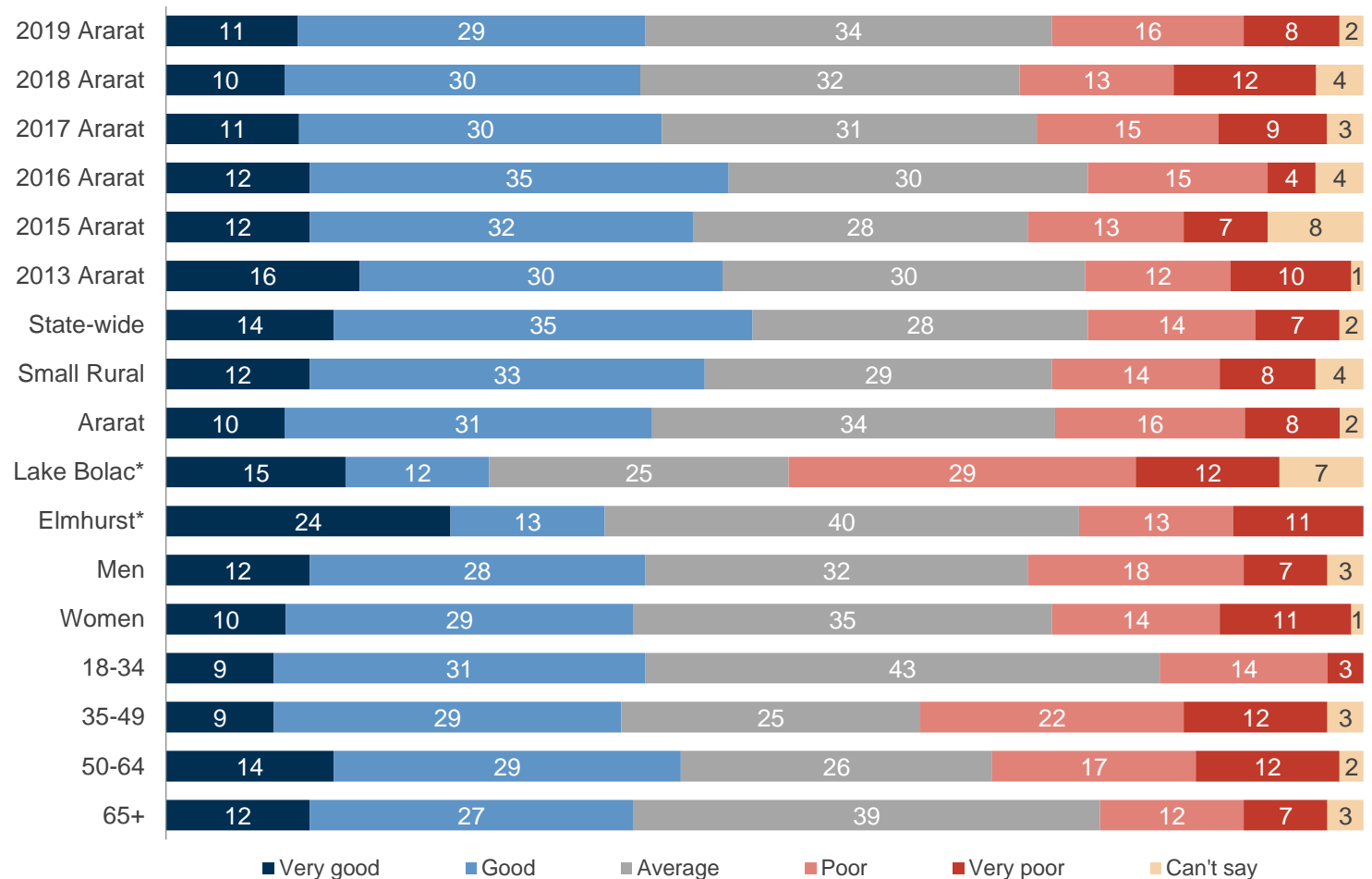
Note: Please see Appendix A for explanation of significant differences.

\*Caution: small sample size < n=30

# The condition of local streets and footpaths in your area performance



## 2019 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?

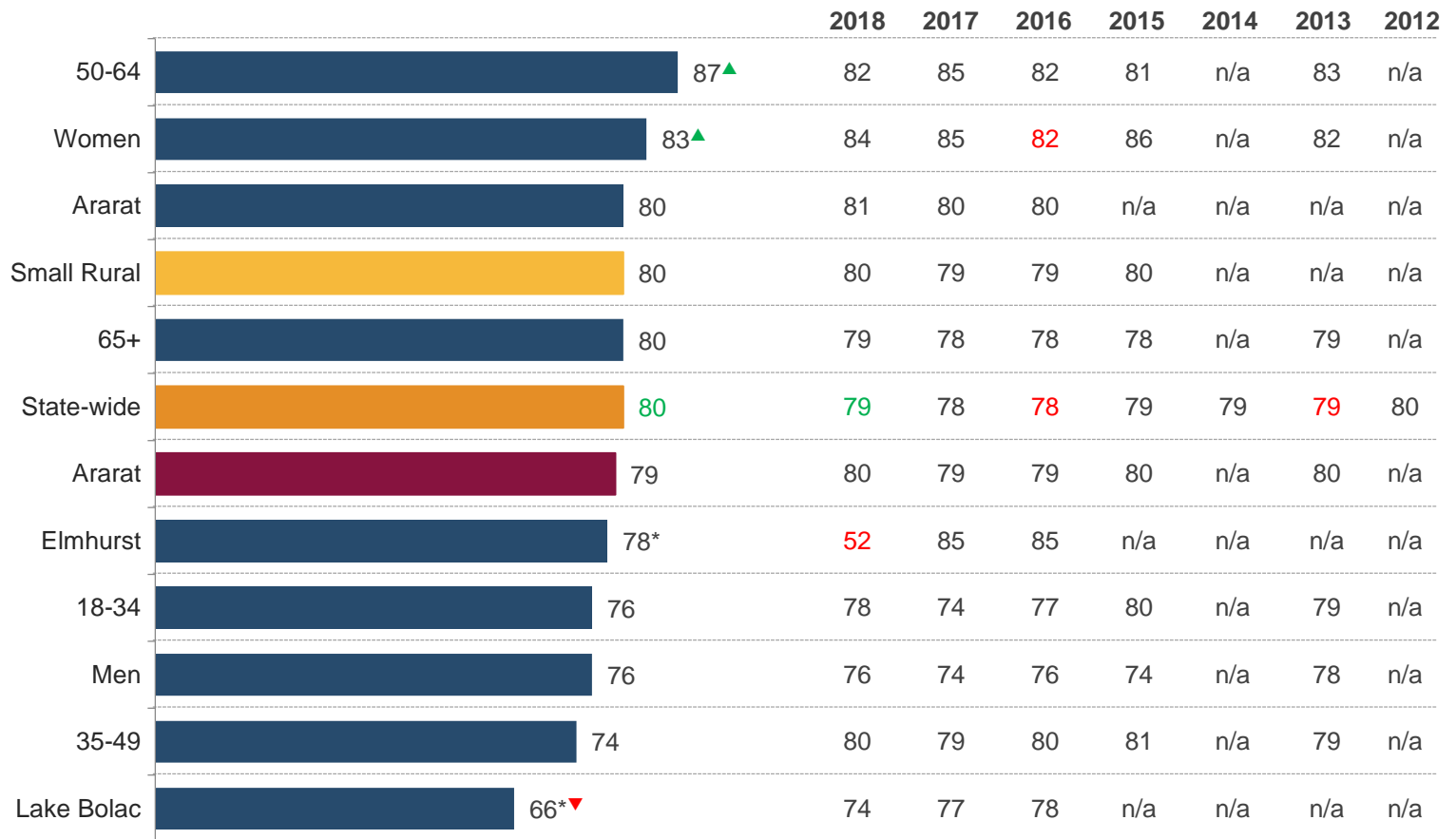
Base: All respondents. Councils asked state-wide: 32 Councils asked group: 8

\*Caution: small sample size < n=30



# Elderly support services importance

## 2019 Elderly support importance (index scores)



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

Base: All respondents. Councils asked state-wide: 21 Councils asked group: 6

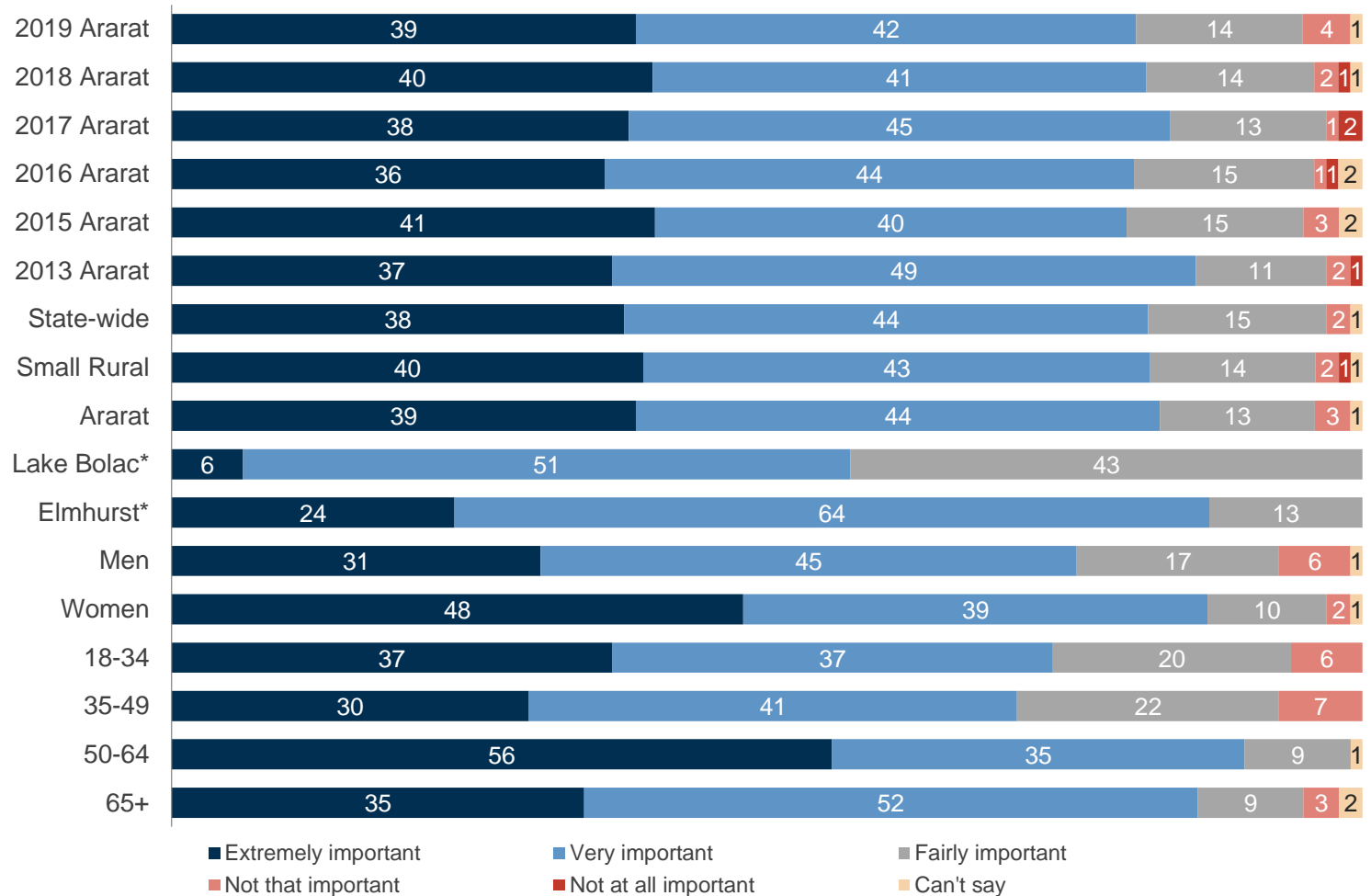
Note: Please see Appendix A for explanation of significant differences.

\*Caution: small sample size < n=30



# Elderly support services importance

## 2019 Elderly support importance (%)



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

Base: All respondents. Councils asked state-wide: 21 Councils asked group: 6

\*Caution: small sample size < n=30





# Elderly support services performance

## 2019 Elderly support performance (index scores)

		2018	2017	2016	2015	2014	2013	2012
Small Rural	71▲	69	71	70	72	n/a	n/a	n/a
State-wide	68▲	68	68	68	69	70	69	69
50-64	67	65	66	68	67	n/a	66	n/a
65+	67	69	72	70	73	n/a	76	n/a
Women	66	67	68	70	67	n/a	67	n/a
Ararat	66	65	68	68	n/a	n/a	n/a	n/a
Ararat	65	64	67	68	67	n/a	70	n/a
Lake Bolac	65*	51	62	65	n/a	n/a	n/a	n/a
Men	65	62	66	67	67	n/a	72	n/a
18-34	64	62	64	65	64	n/a	68	n/a
Elmhurst	63*	62	57	76	n/a	n/a	n/a	n/a
35-49	61	61	62	68	64	n/a	70	n/a

Q2. How has Council performed on 'Elderly support services' over the last 12 months?

Base: All respondents. Councils asked state-wide: 32 Councils asked group: 10

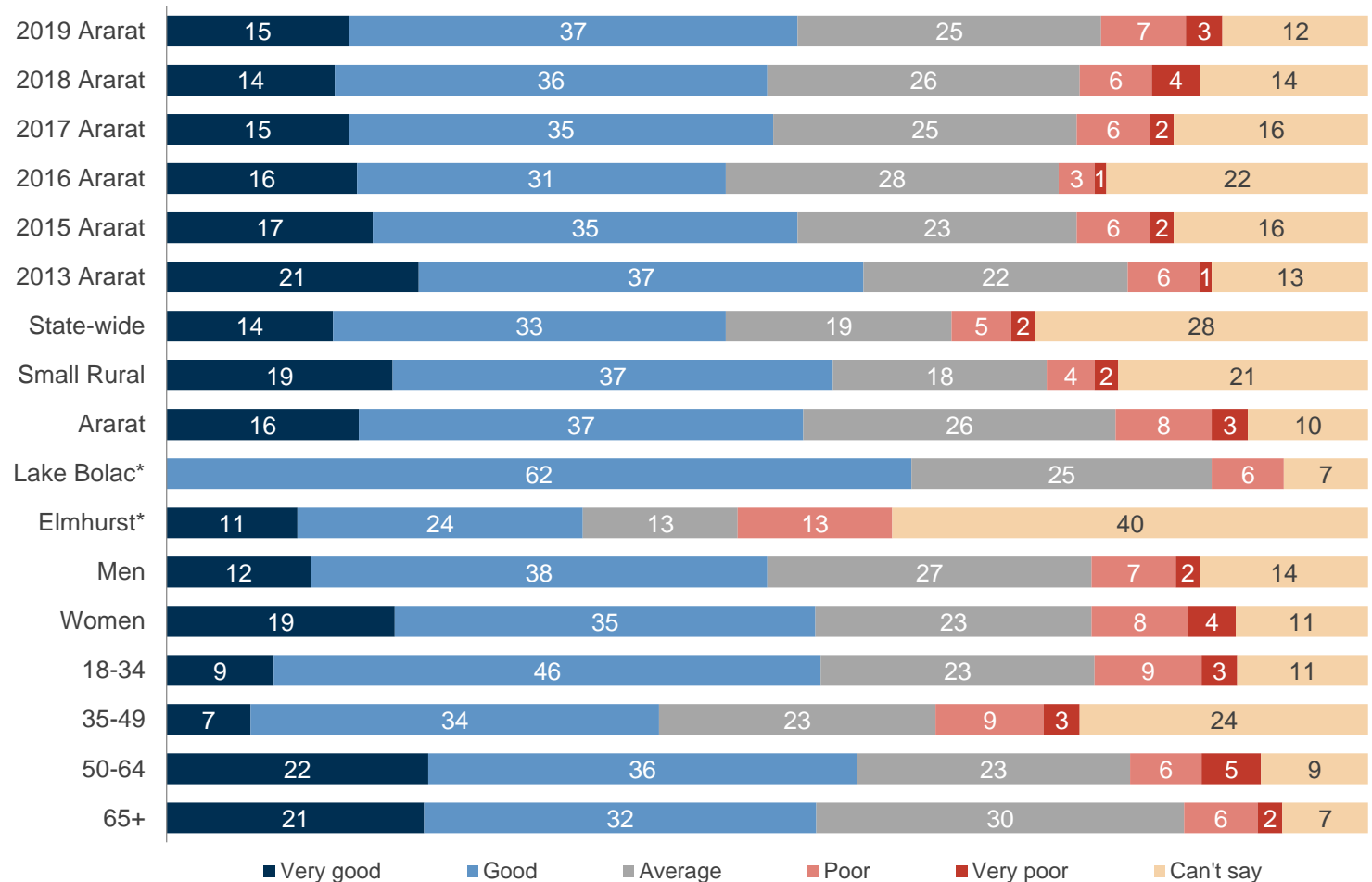
Note: Please see Appendix A for explanation of significant differences.

\*Caution: small sample size < n=30



# Elderly support services performance

## 2019 Elderly support performance (%)



Q2. How has Council performed on 'Elderly support services' over the last 12 months?

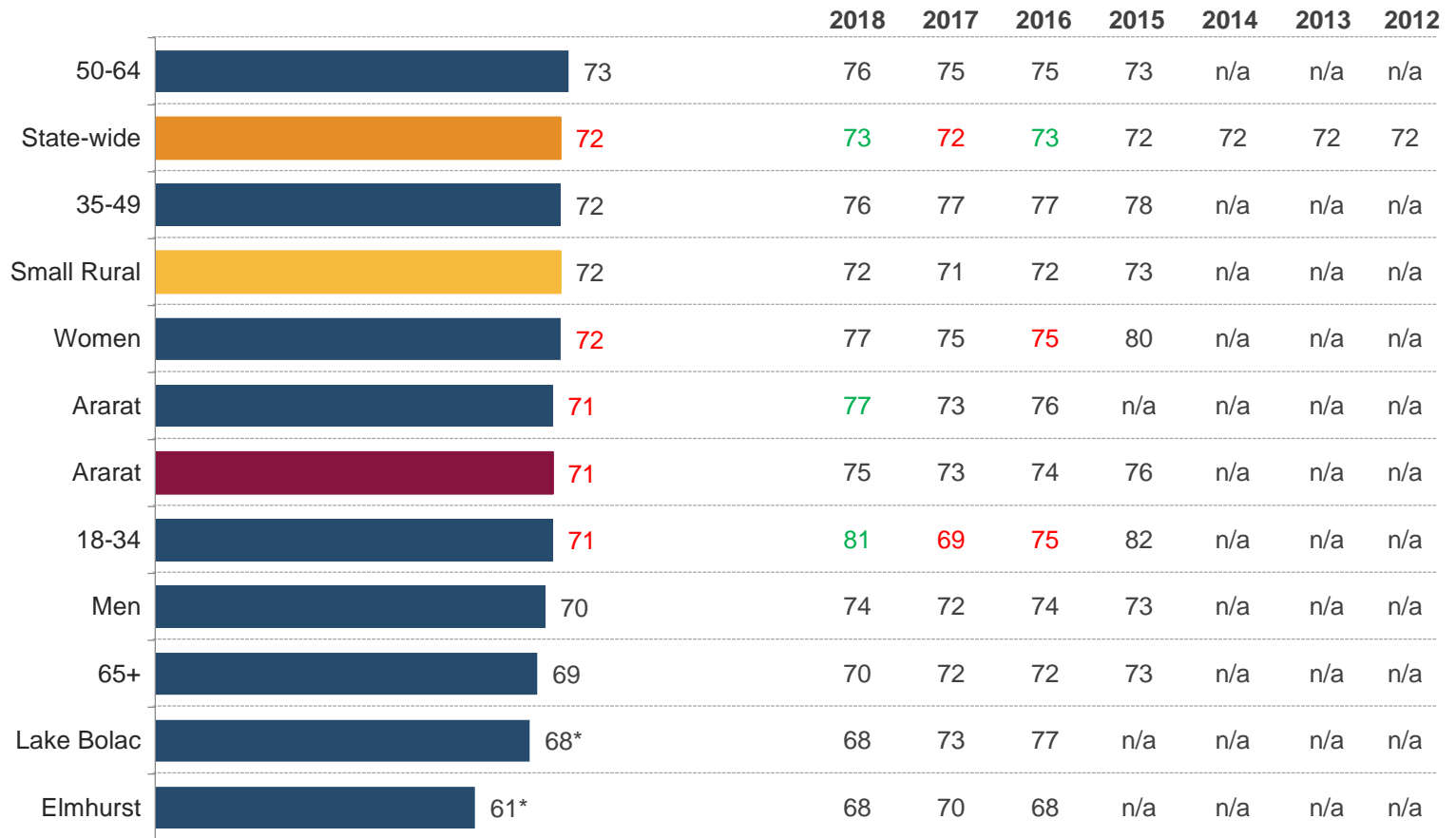
Base: All respondents. Councils asked state-wide: 32 Councils asked group: 10

\*Caution: small sample size < n=30



## Recreational facilities importance

2019 Recreational facilities importance (index scores)



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

Base: All respondents. Councils asked state-wide: 29 Councils asked group: 8

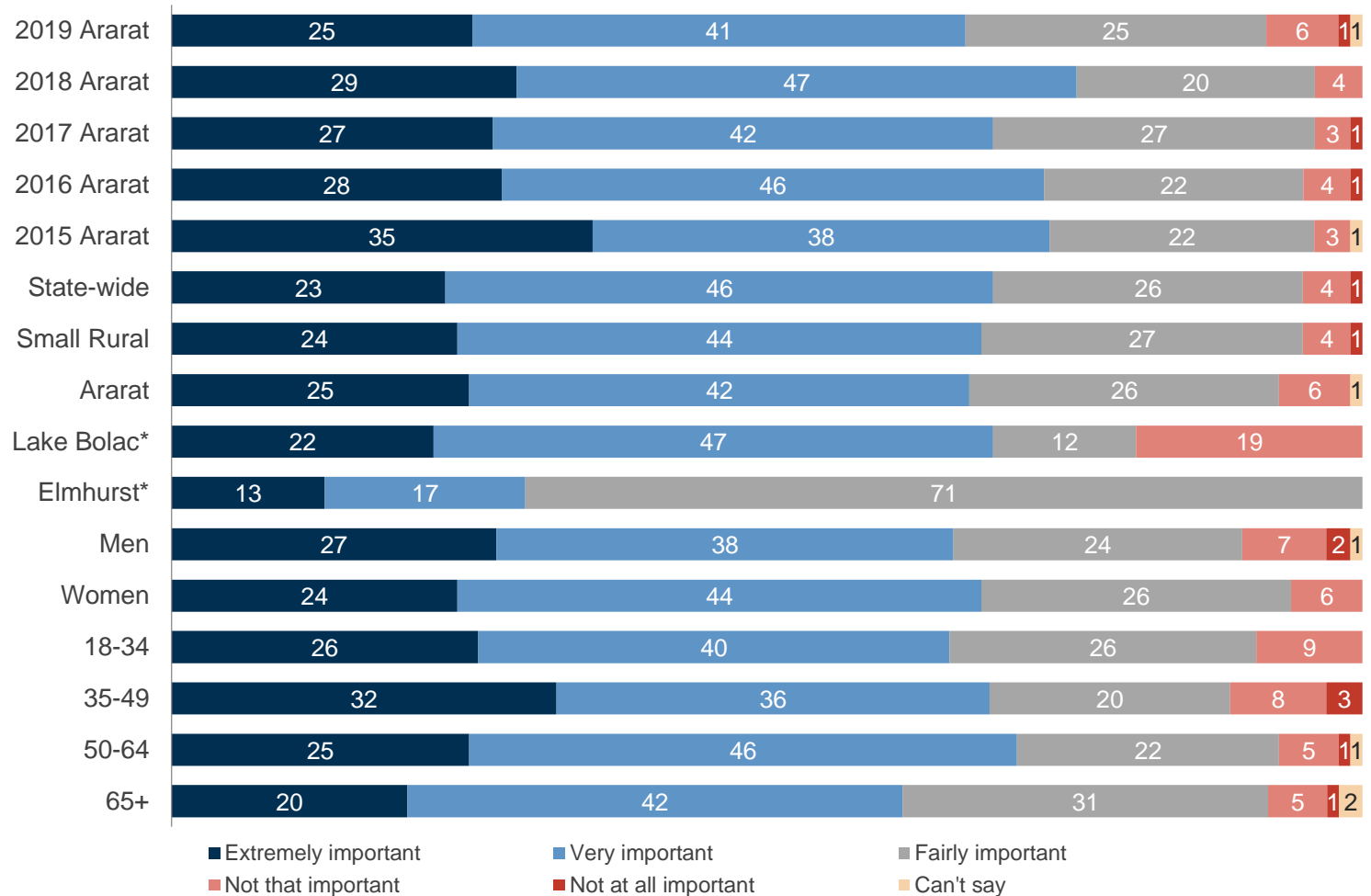
Note: Please see Appendix A for explanation of significant differences.

\*Caution: small sample size < n=30



## Recreational facilities importance

### 2019 Recreational facilities importance (%)



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

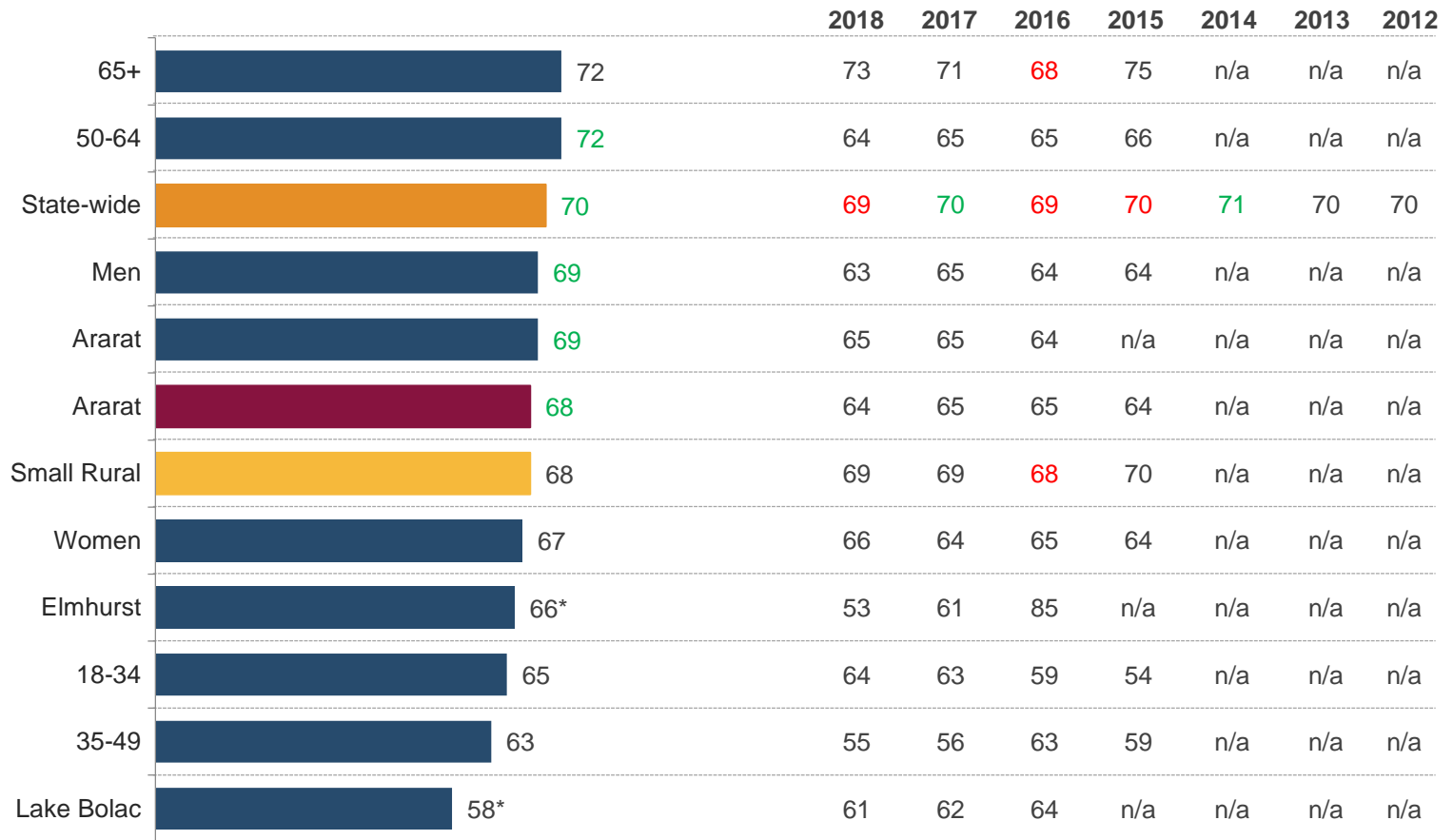
Base: All respondents. Councils asked state-wide: 29 Councils asked group: 8

\*Caution: small sample size < n=30



# Recreational facilities performance

## 2019 Recreational facilities performance (index scores)



Q2. How has Council performed on 'Recreational facilities' over the last 12 months?

Base: All respondents. Councils asked state-wide: 39 Councils asked group: 11

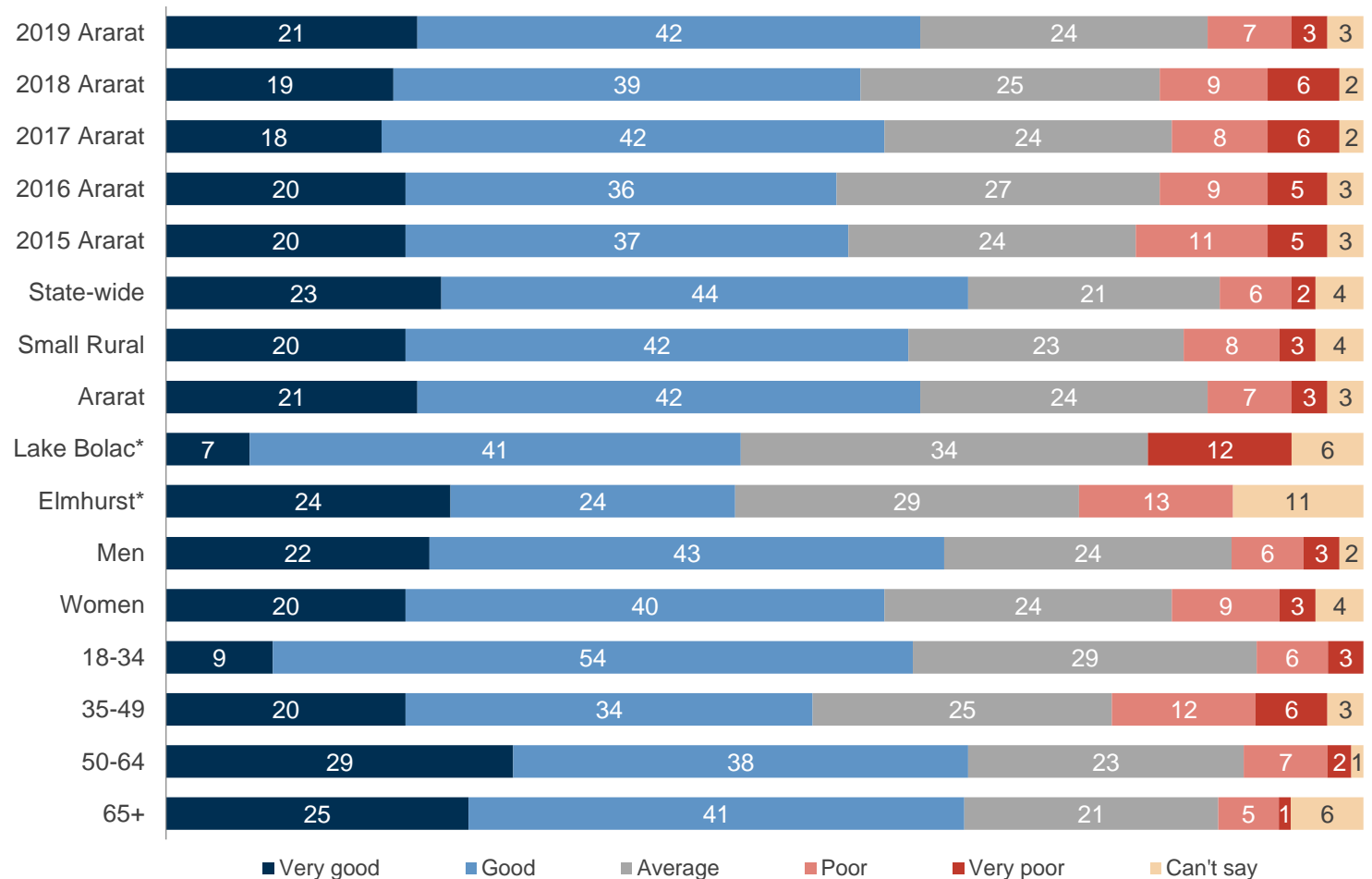
Note: Please see Appendix A for explanation of significant differences.

\*Caution: small sample size < n=30



## Recreational facilities performance

2019 Recreational facilities performance (%)



Q2. How has Council performed on 'Recreational facilities' over the last 12 months?

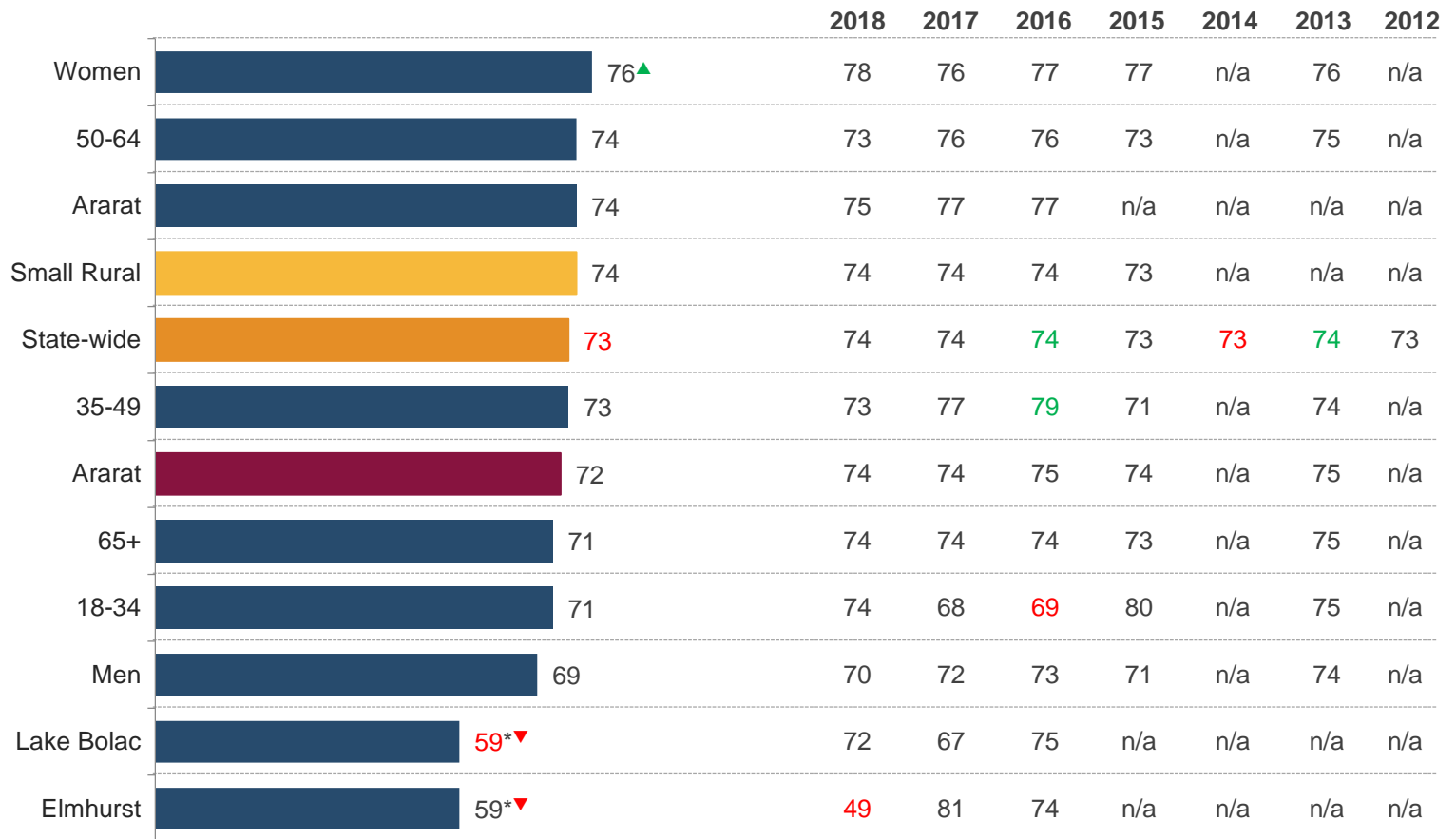
Base: All respondents. Councils asked state-wide: 39 Councils asked group: 11

\*Caution: small sample size < n=30



# The appearance of public areas importance

## 2019 Public areas importance (index scores)



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: 8

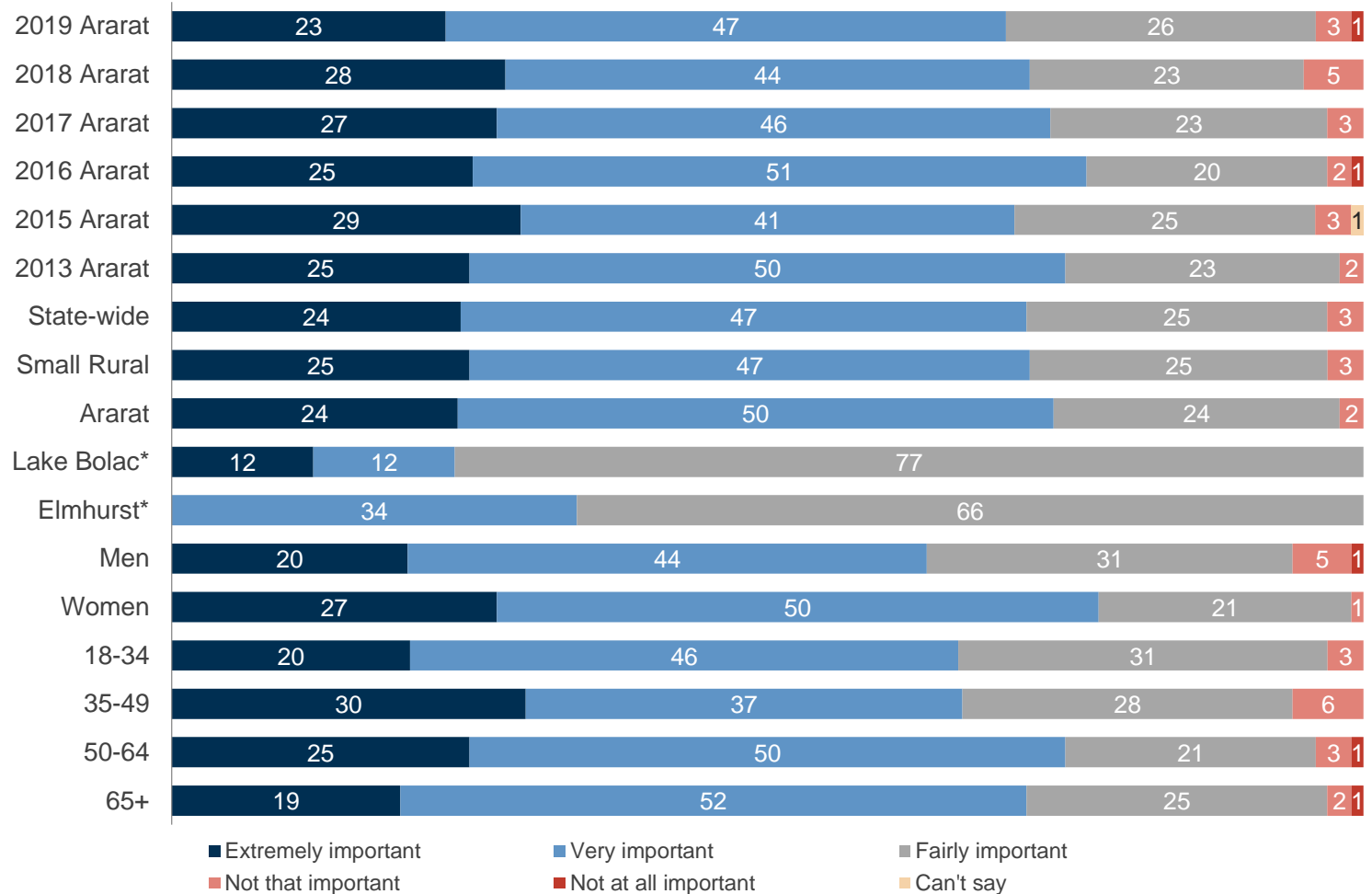
Note: Please see Appendix A for explanation of significant differences.

\*Caution: small sample size < n=30



# The appearance of public areas importance

## 2019 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: 8

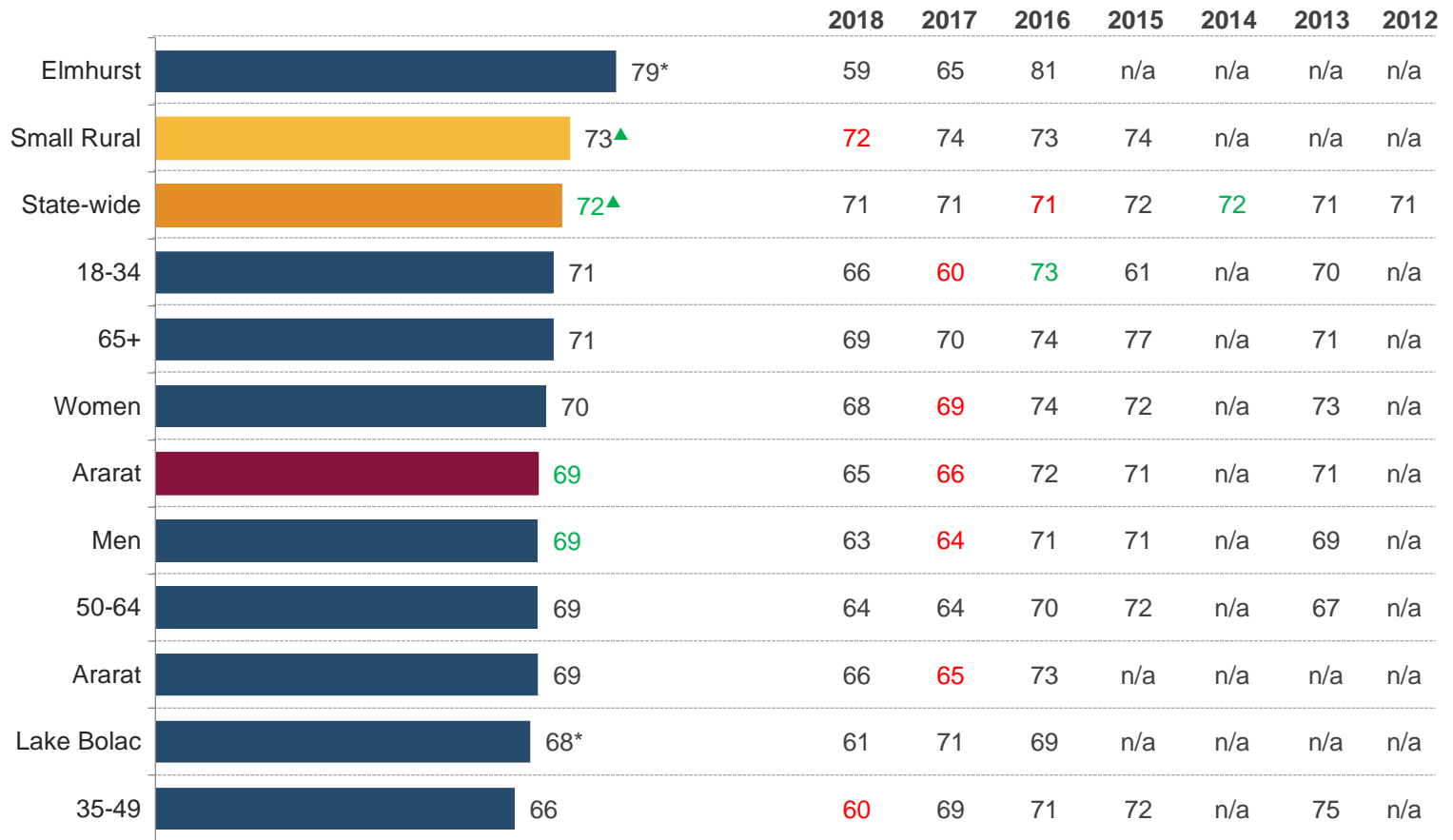
\*Caution: small sample size < n=30





# The appearance of public areas performance

## 2019 Public areas performance (index scores)



Q2. How has Council performed on 'The appearance of public areas' over the last 12 months?

Base: All respondents. Councils asked state-wide: 38 Councils asked group: 12

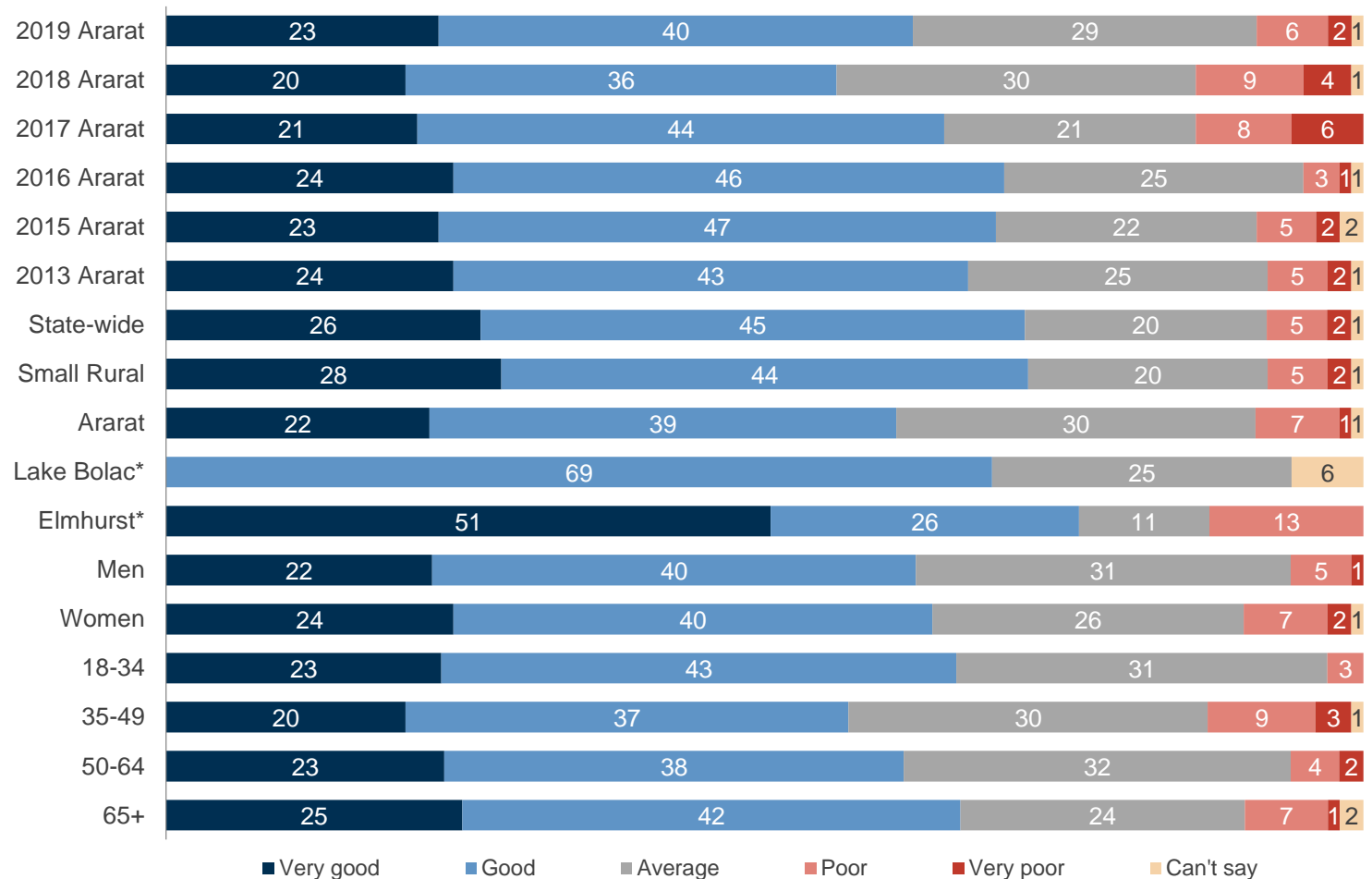
Note: Please see Appendix A for explanation of significant differences.

\*Caution: small sample size < n=30



# The appearance of public areas performance

## 2019 Public areas performance (%)



Q2. How has Council performed on 'The appearance of public areas' over the last 12 months?

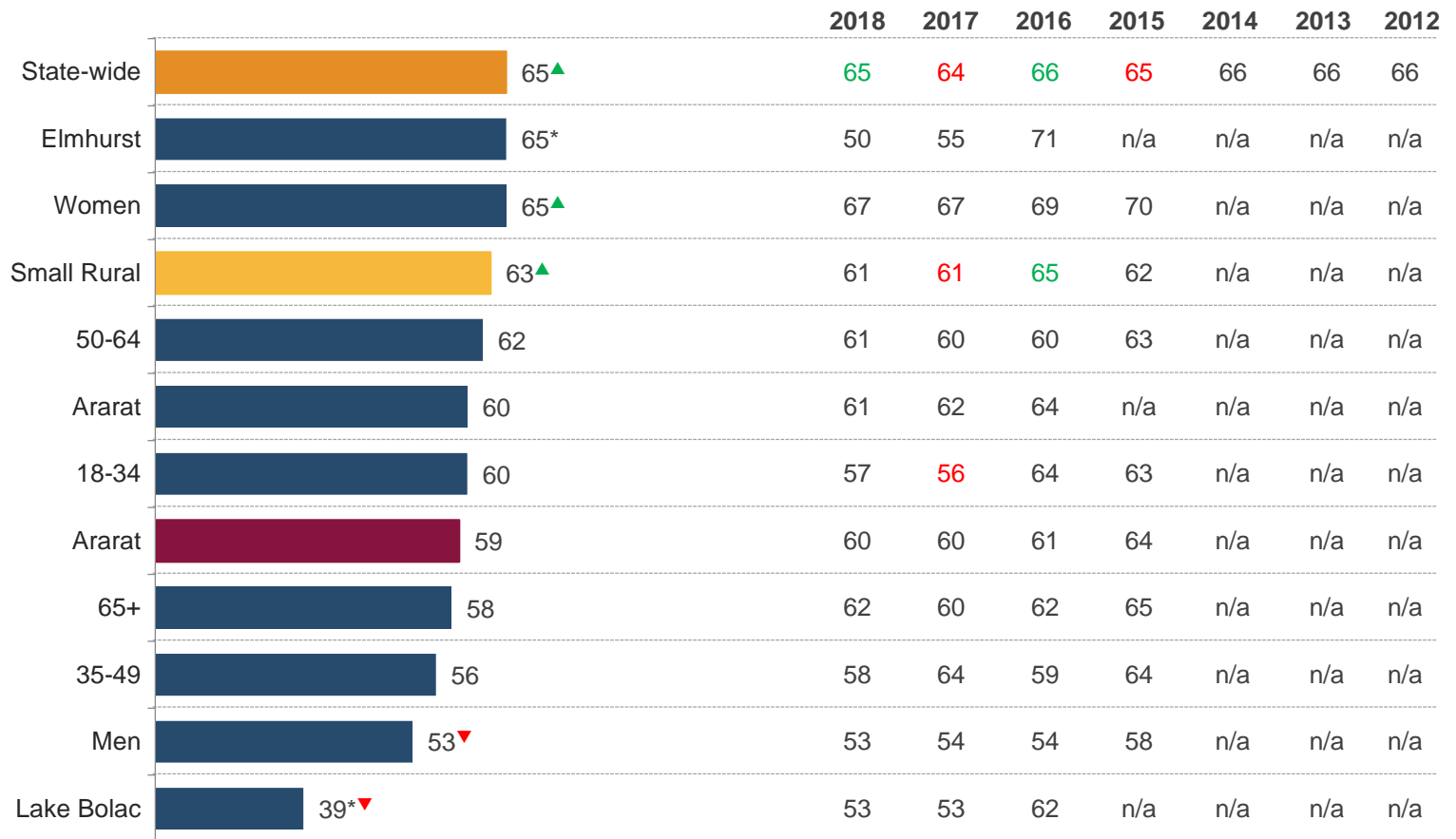
Base: All respondents. Councils asked state-wide: 38 Councils asked group: 12

\*Caution: small sample size < n=30



# Art centres and libraries importance

## 2019 Art centres and libraries importance (index scores)



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

Base: All respondents. Councils asked state-wide: 18 Councils asked group: 3

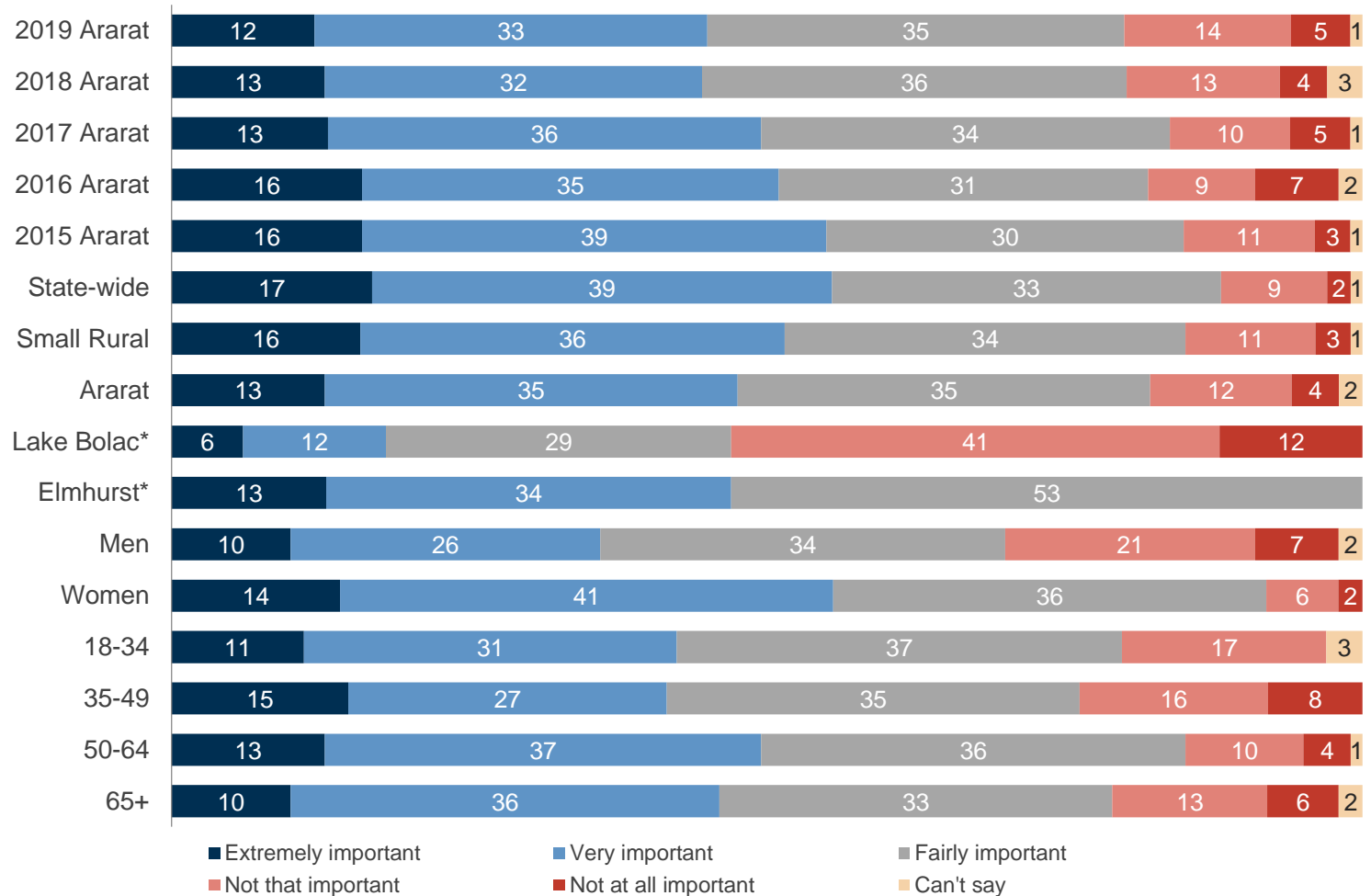
Note: Please see Appendix A for explanation of significant differences.

\*Caution: small sample size < n=30



# Art centres and libraries importance

2019 Art centres and libraries importance (%)



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

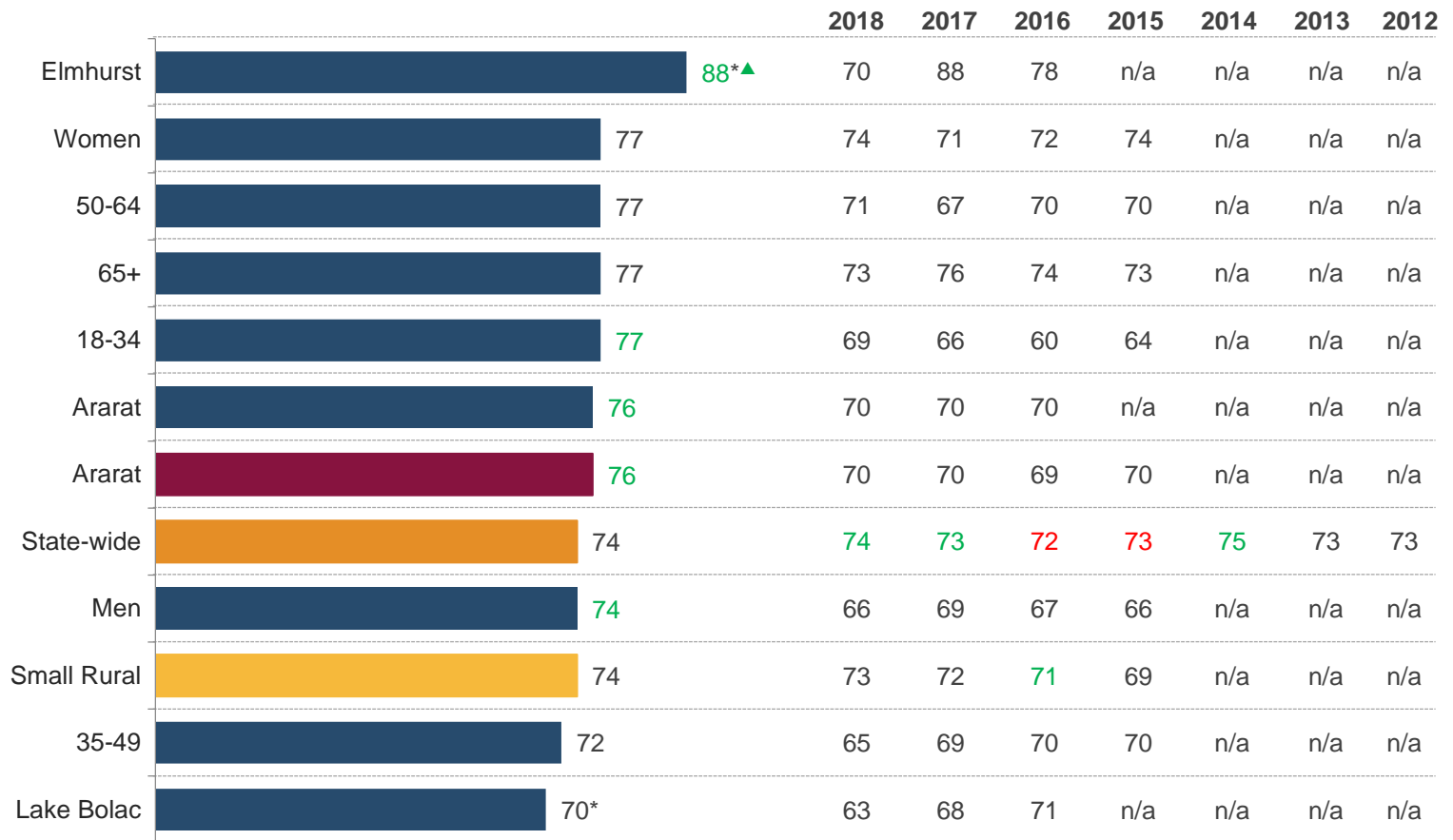
Base: All respondents. Councils asked state-wide: 18 Councils asked group: 3

\*Caution: small sample size < n=30



## Art centres and libraries performance

2019 Art centres and libraries performance (index scores)



Q2. How has Council performed on 'Art centres and libraries' over the last 12 months?

Base: All respondents. Councils asked state-wide: 25 Councils asked group: 5

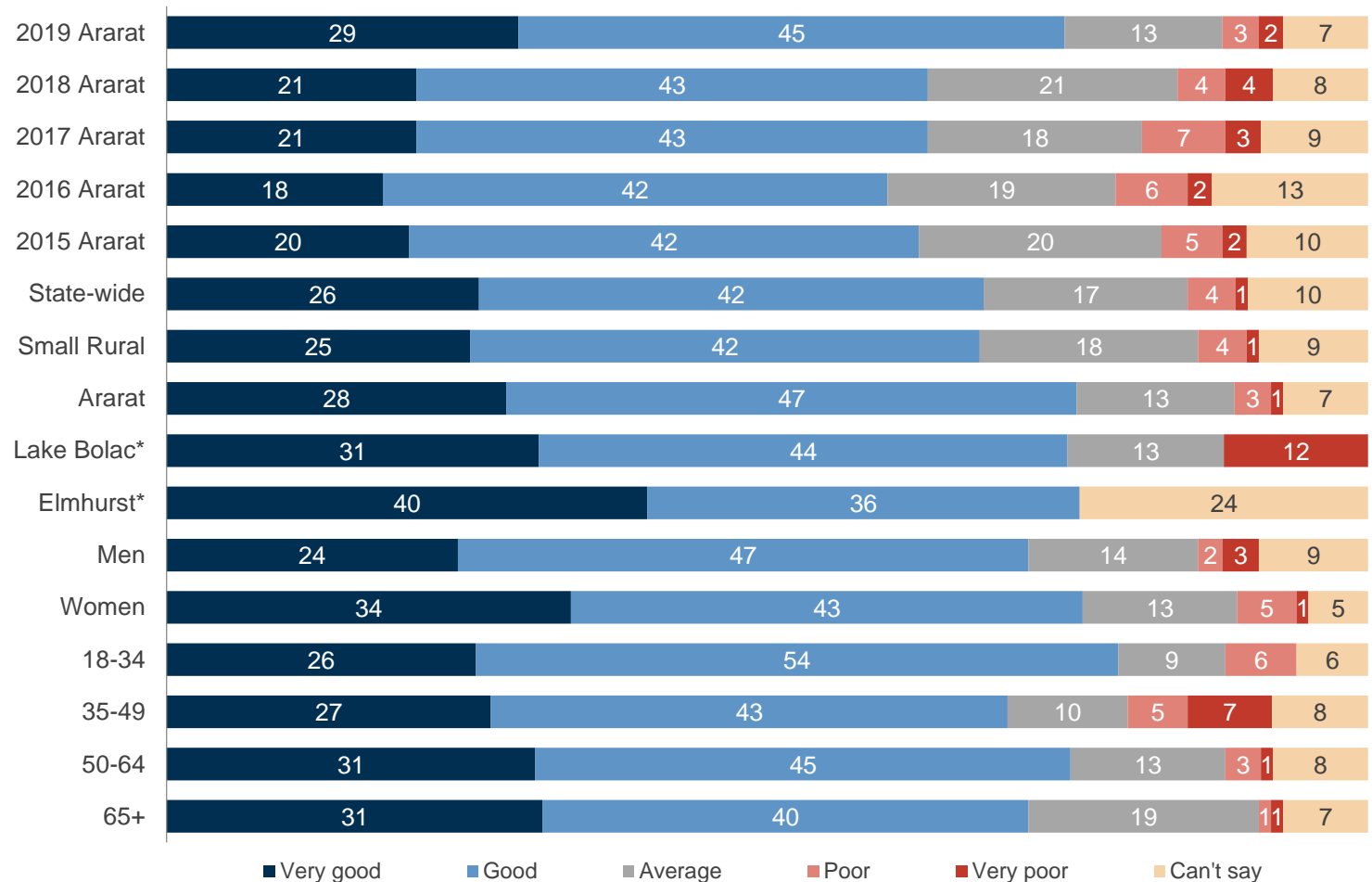
Note: Please see Appendix A for explanation of significant differences.

\*Caution: small sample size < n=30



## Art centres and libraries performance

### 2019 Art centres and libraries performance (%)



Q2. How has Council performed on 'Art centres and libraries' over the last 12 months?

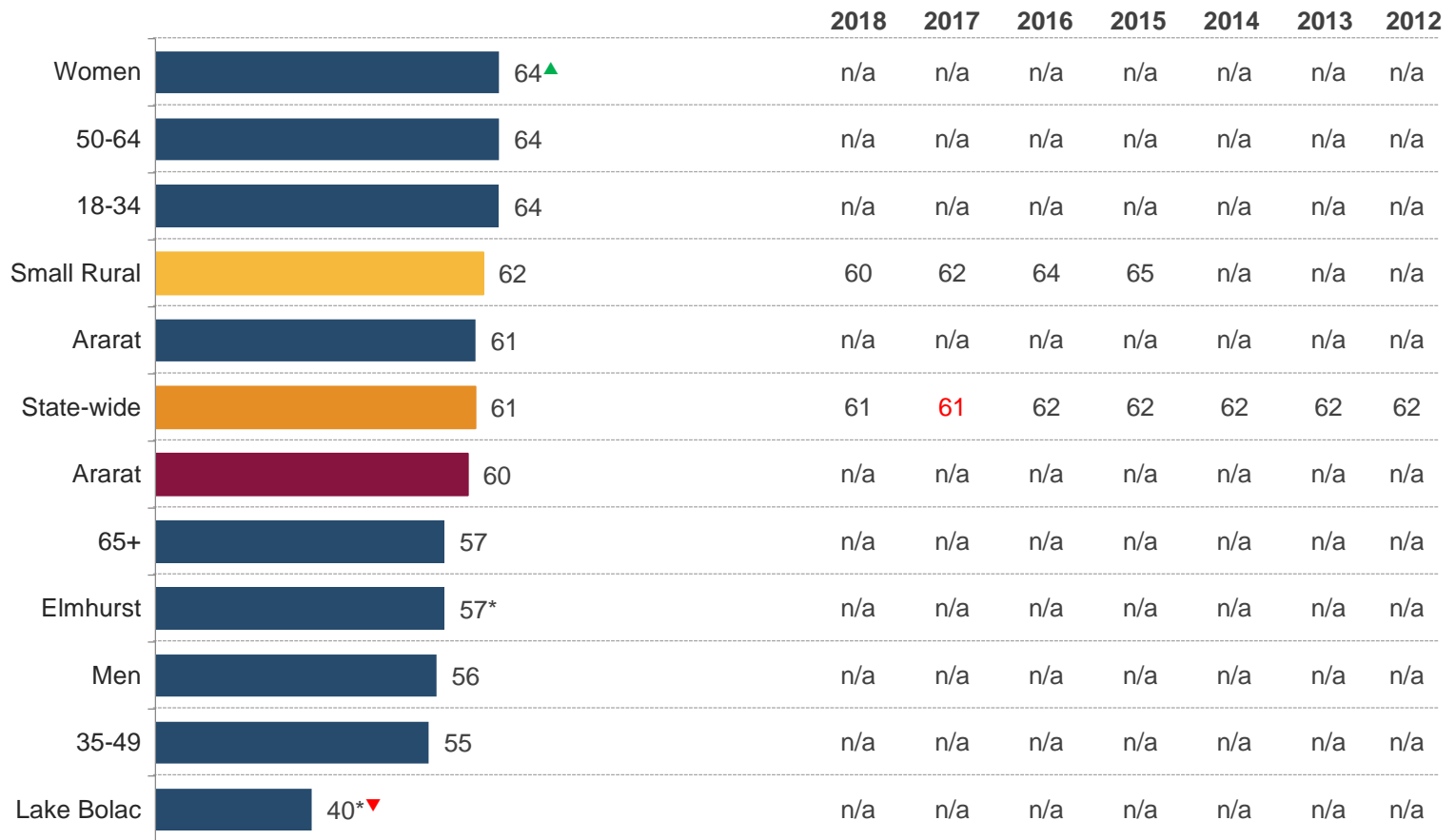
Base: All respondents. Councils asked state-wide: 25 Councils asked group: 5

\*Caution: small sample size < n=30



# Community and cultural activities importance

## 2019 Community and cultural activities importance (index scores)



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

Base: All respondents. Councils asked state-wide: 20 Councils asked group: 2

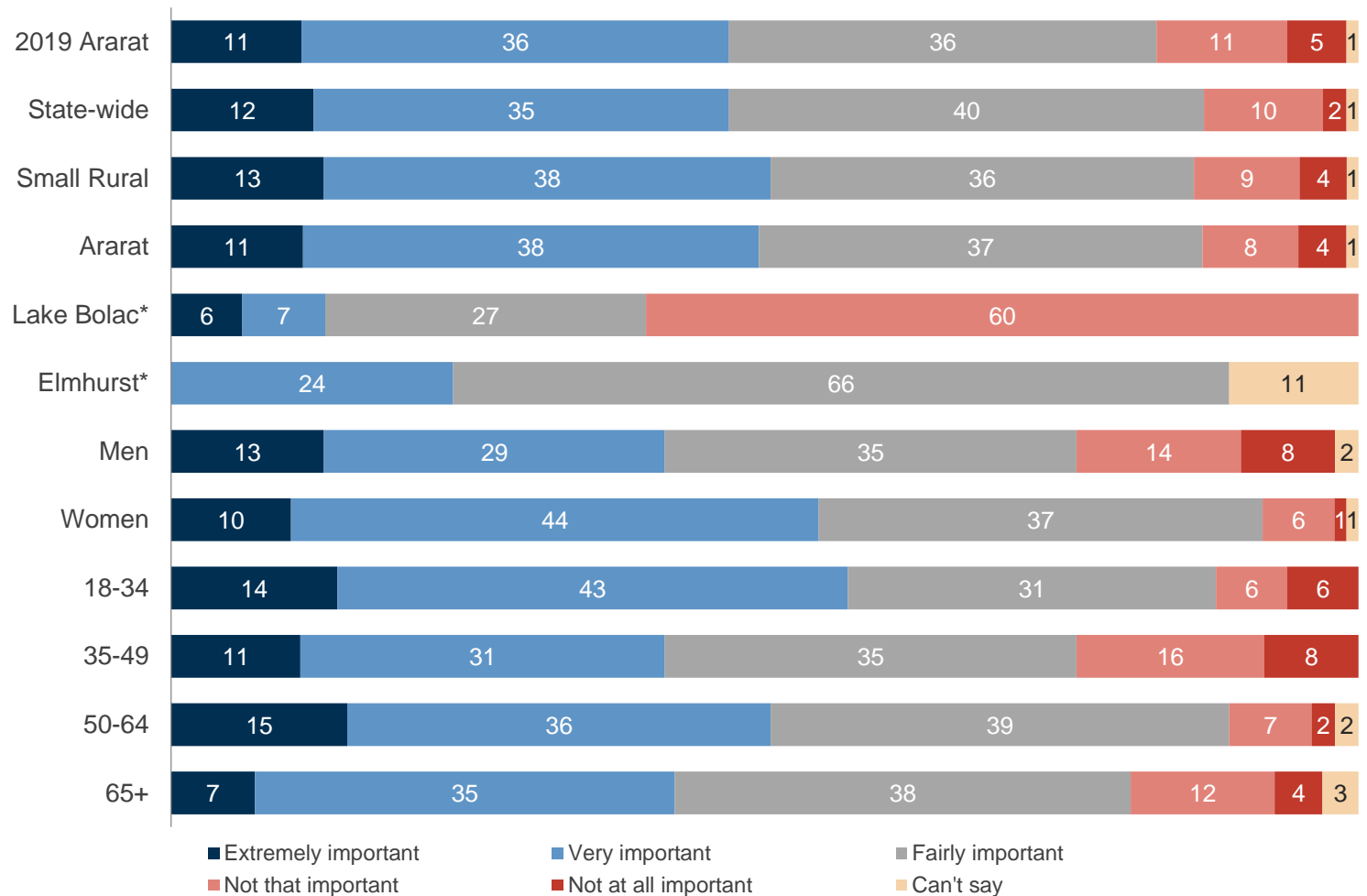
Note: Please see Appendix A for explanation of significant differences.

\*Caution: small sample size < n=30



# Community and cultural activities importance

## 2019 Community and cultural activities importance (%)



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

Base: All respondents. Councils asked state-wide: 20 Councils asked group: 2

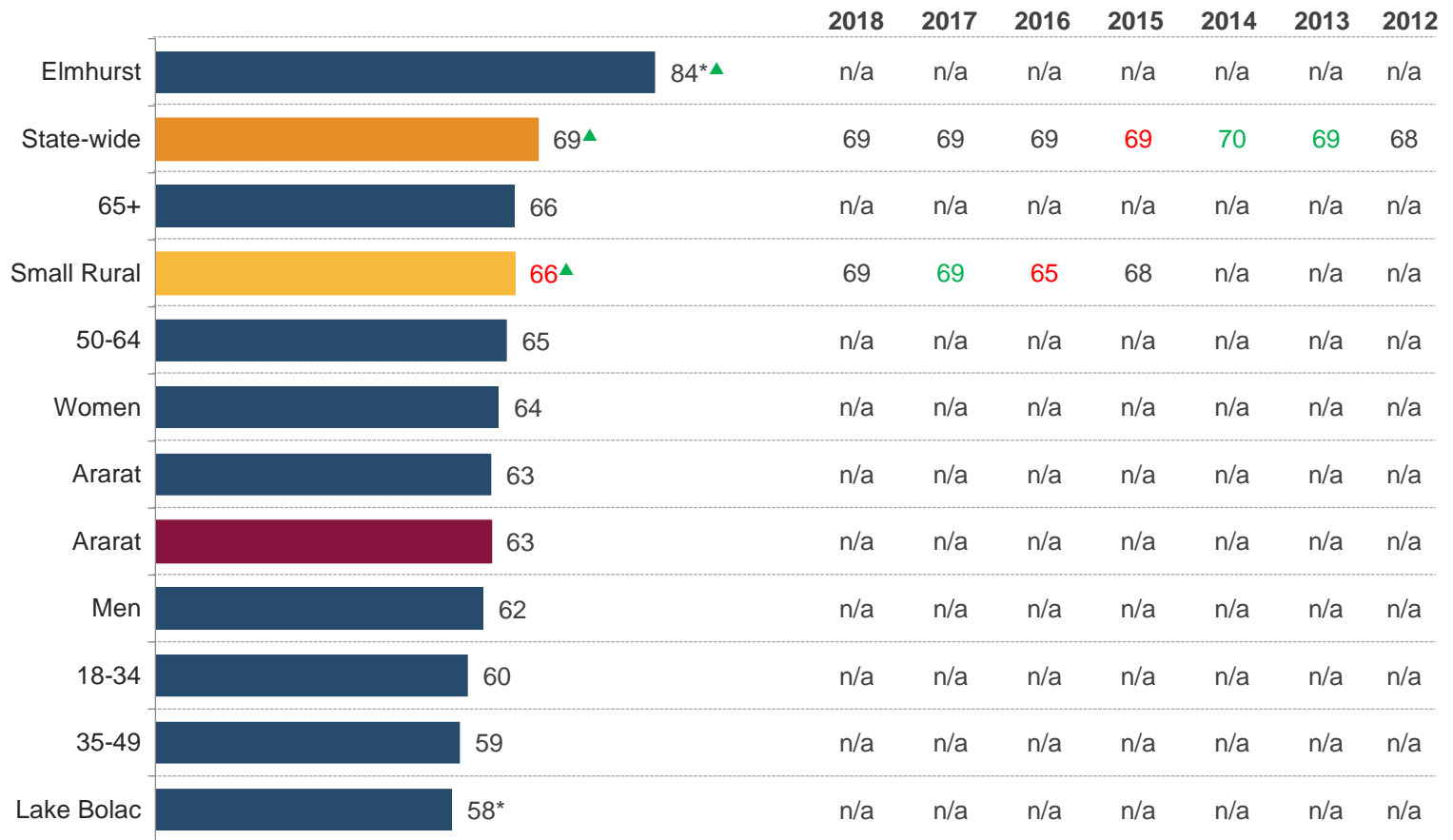
\*Caution: small sample size < n=30





# Community and cultural activities performance

2019 Community and cultural activities performance (index scores)



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

Base: All respondents. Councils asked state-wide: 24 Councils asked group: 2

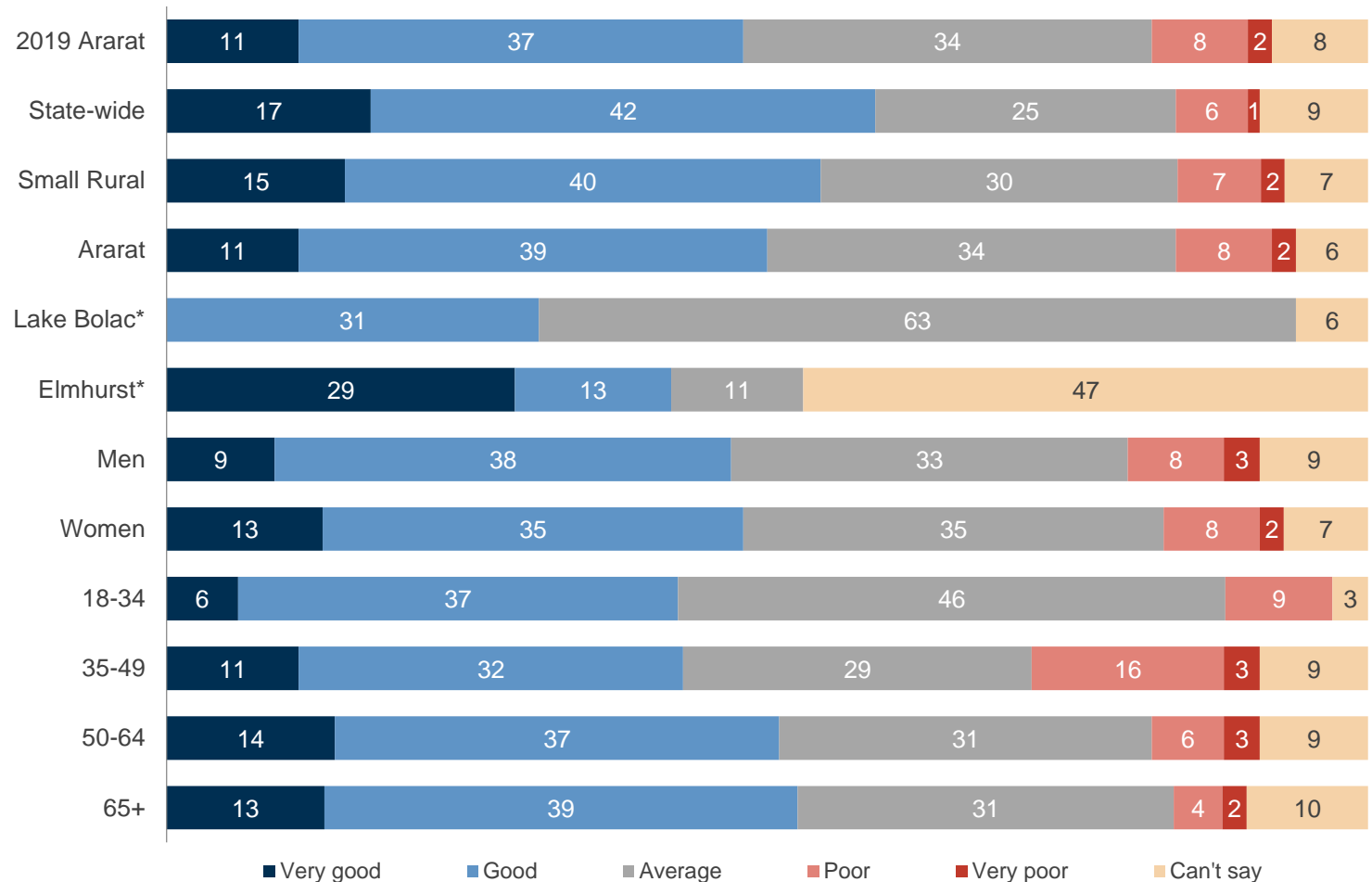
Note: Please see Appendix A for explanation of significant differences.

\*Caution: small sample size < n=30



# Community and cultural activities performance

## 2019 Community and cultural activities performance (%)



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

Base: All respondents. Councils asked state-wide: 24 Councils asked group: 2

\*Caution: small sample size < n=30



# Waste management importance

## 2019 Waste management importance (index scores)

		2018	2017	2016	2015	2014	2013	2012
State-wide	81▲	81	79	80	79	79	79	78
35-49	81	79	76	74	78	n/a	69	n/a
Ararat	80	81	76	77	n/a	n/a	n/a	n/a
50-64	80	81	77	79	78	n/a	79	n/a
Women	80	85	78	77	82	n/a	77	n/a
Small Rural	79	78	76	79	77	n/a	n/a	n/a
65+	79	79	75	75	78	n/a	77	n/a
Ararat	79	79	76	76	78	n/a	76	n/a
Men	79	75	73	75	75	n/a	75	n/a
Elmhurst	78*	60	81	69	n/a	n/a	n/a	n/a
18-34	76	78	74	77	79	n/a	77	n/a
Lake Bolac	74*	70	74	80	n/a	n/a	n/a	n/a

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

Base: All respondents. Councils asked state-wide: 29 Councils asked group: 8

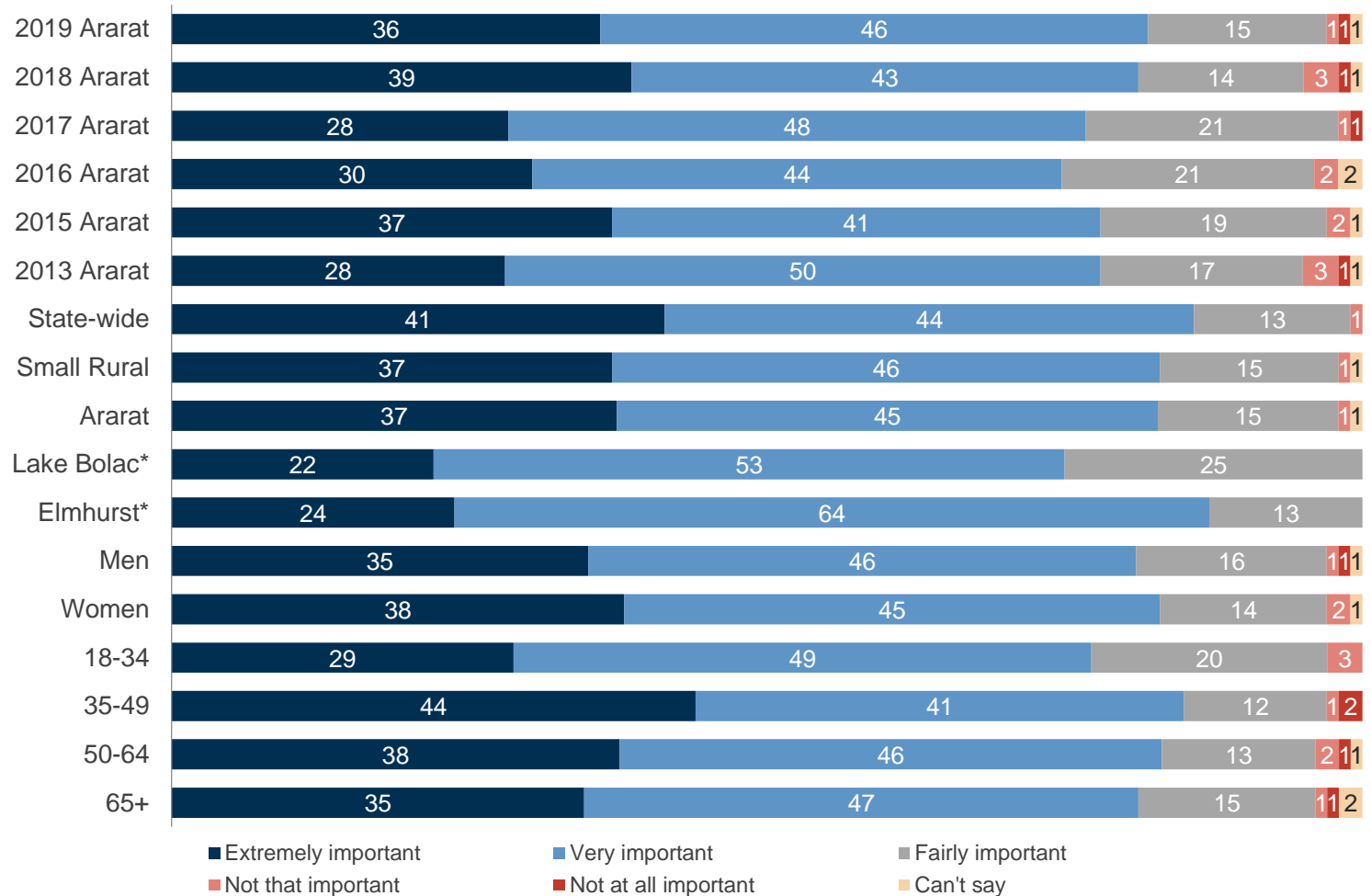
Note: Please see Appendix A for explanation of significant differences.

\*Caution: small sample size < n=30



# Waste management importance

## 2019 Waste management importance (%)



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

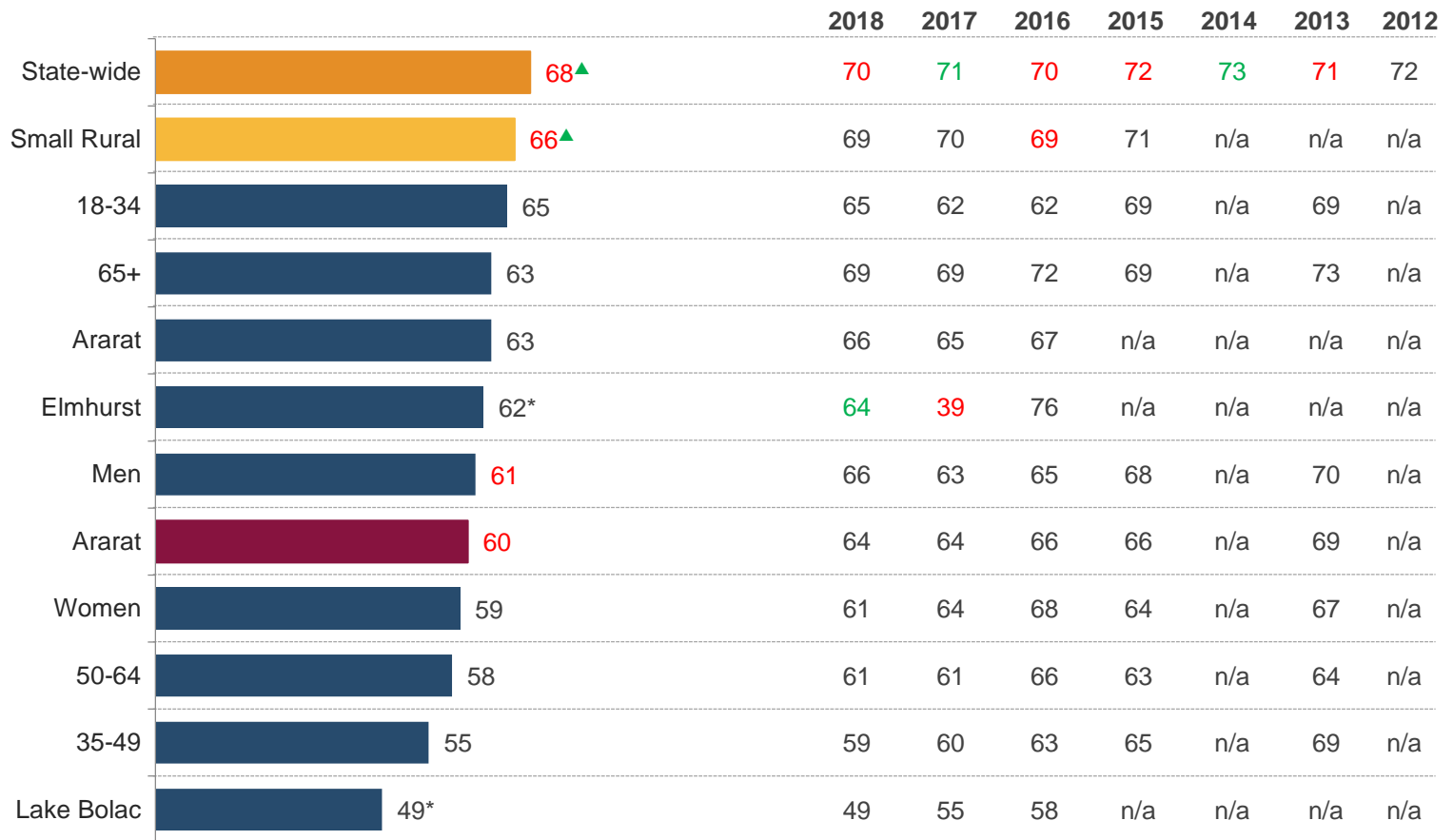
Base: All respondents. Councils asked state-wide: 29 Councils asked group: 8

\*Caution: small sample size < n=30



# Waste management performance

## 2019 Waste management performance (index scores)



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

Base: All respondents. Councils asked state-wide: 40 Councils asked group: 13

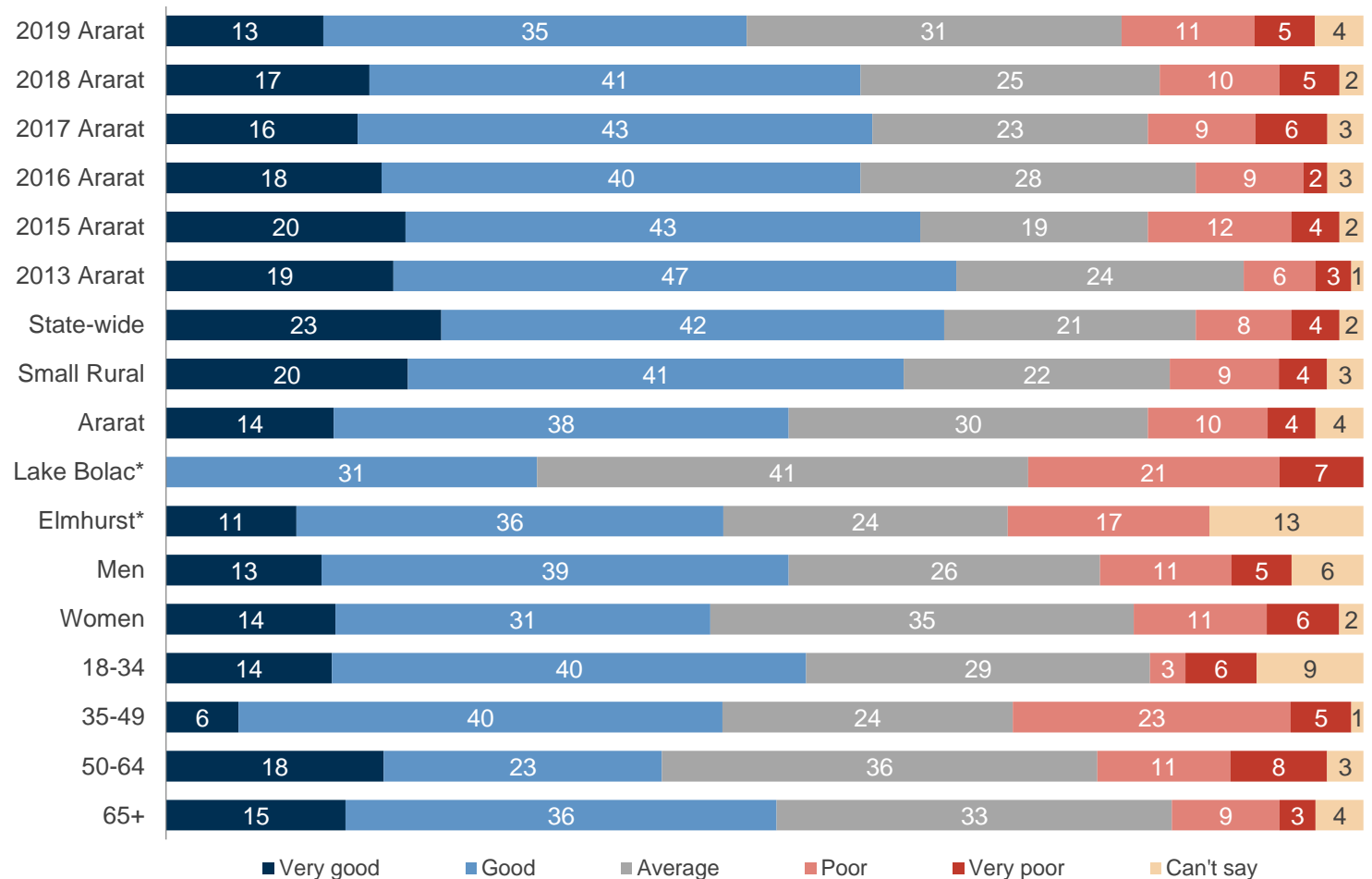
Note: Please see Appendix A for explanation of significant differences.

\*Caution: small sample size < n=30



# Waste management performance

## 2019 Waste management performance (%)



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

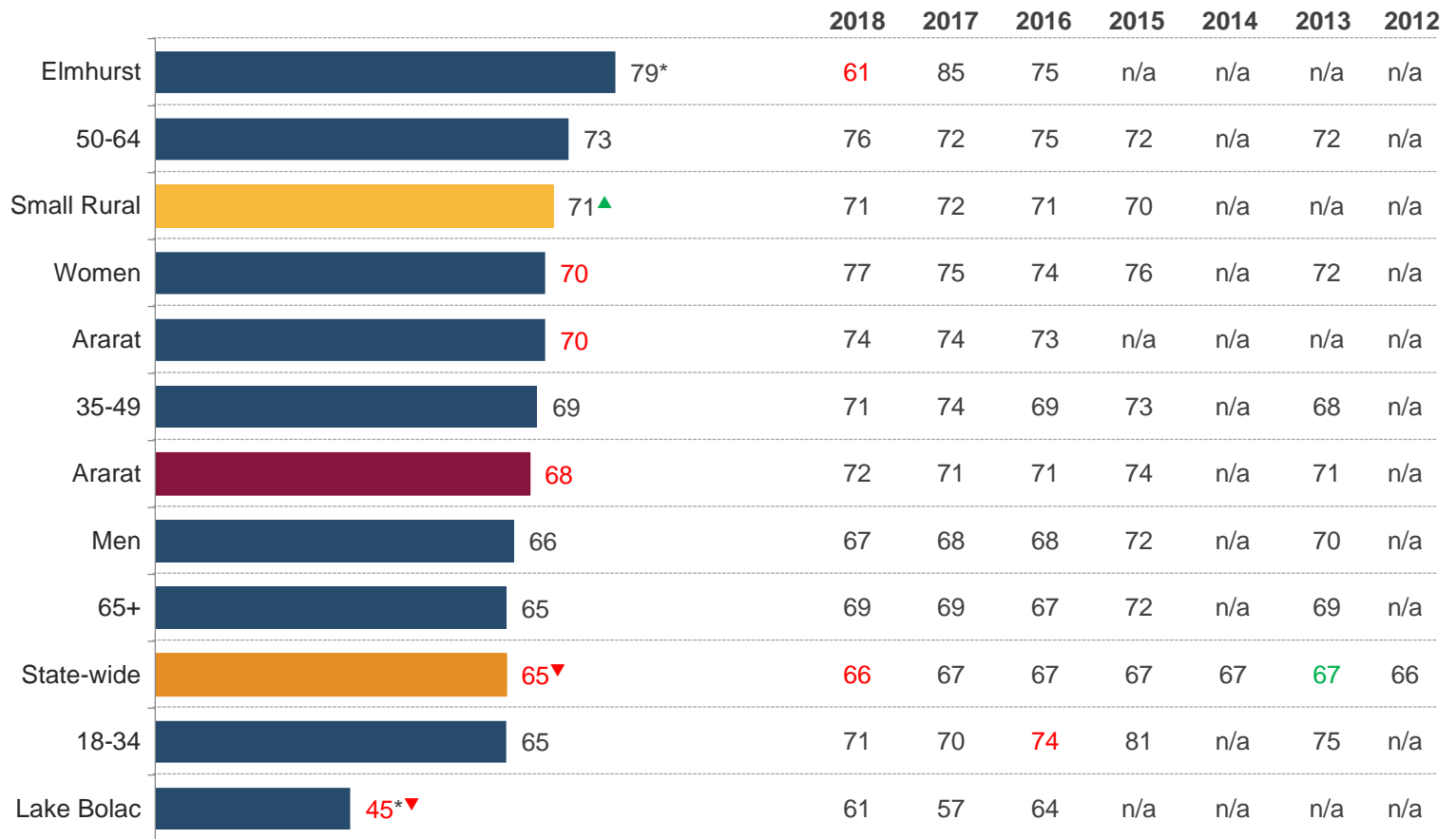
Base: All respondents. Councils asked state-wide: 40 Councils asked group: 13

\*Caution: small sample size < n=30

# Business and community development and tourism importance



## 2019 Business/development/tourism importance (index scores)



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

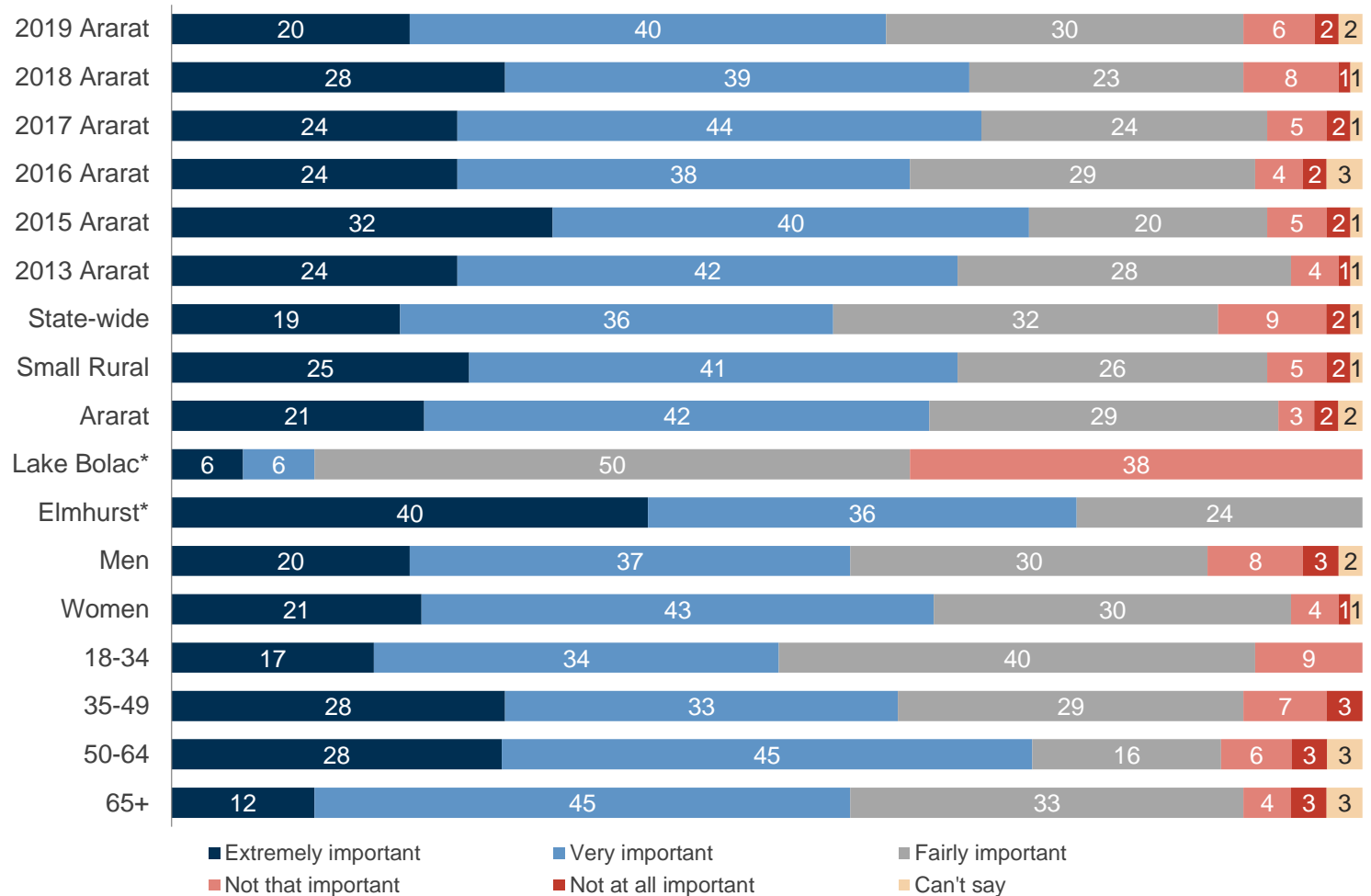
Note: Please see Appendix A for explanation of significant differences.

\*Caution: small sample size < n=30

# Business and community development and tourism importance



## 2019 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

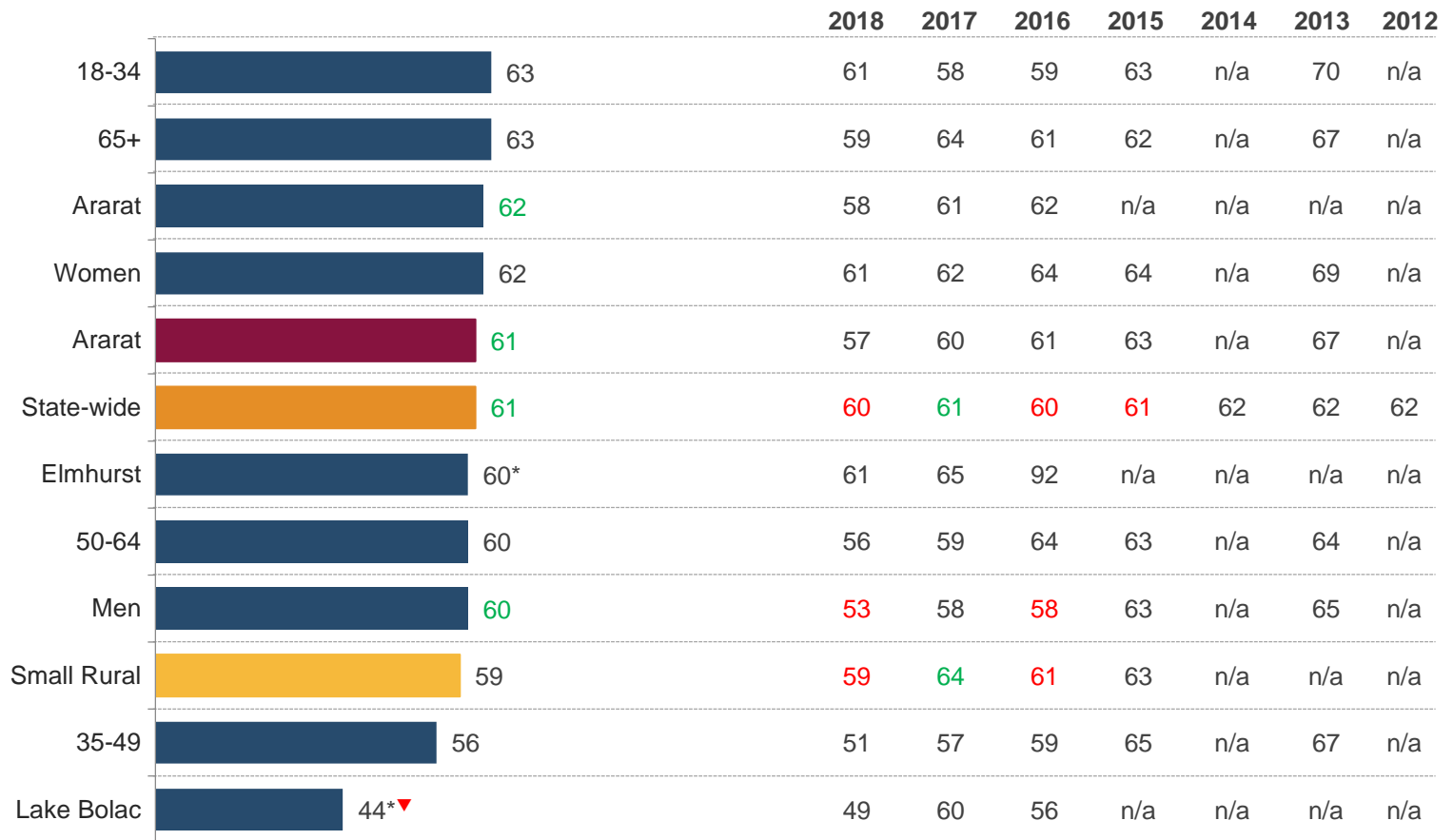
\*Caution: small sample size < n=30



# Business and community development and tourism performance



## 2019 Business/development/tourism performance (index scores)



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

Base: All respondents. Councils asked state-wide: 22 Councils asked group: 6

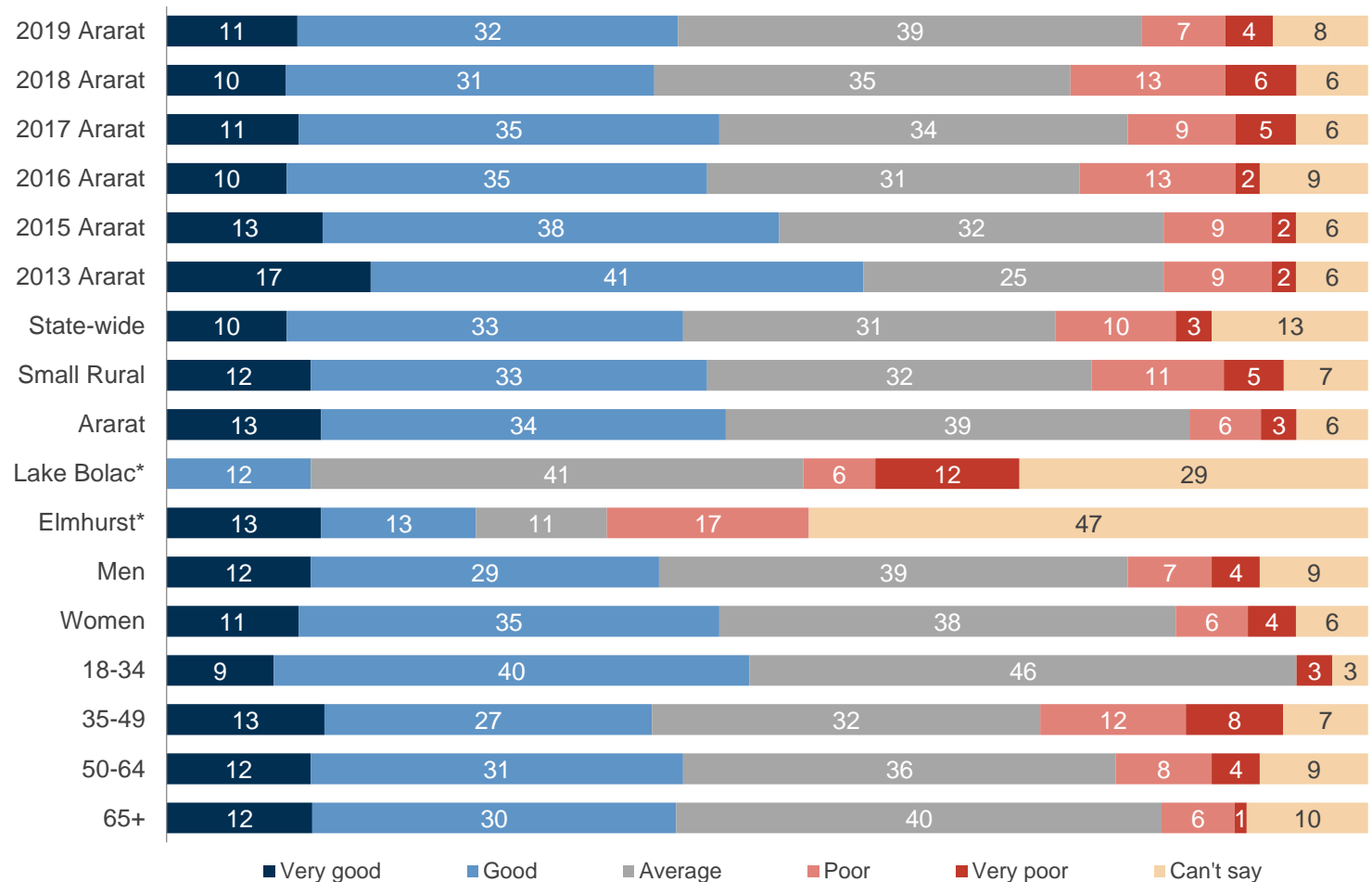
Note: Please see Appendix A for explanation of significant differences.

\*Caution: small sample size < n=30

# Business and community development and tourism performance



## 2019 Business/development/tourism performance (%)



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

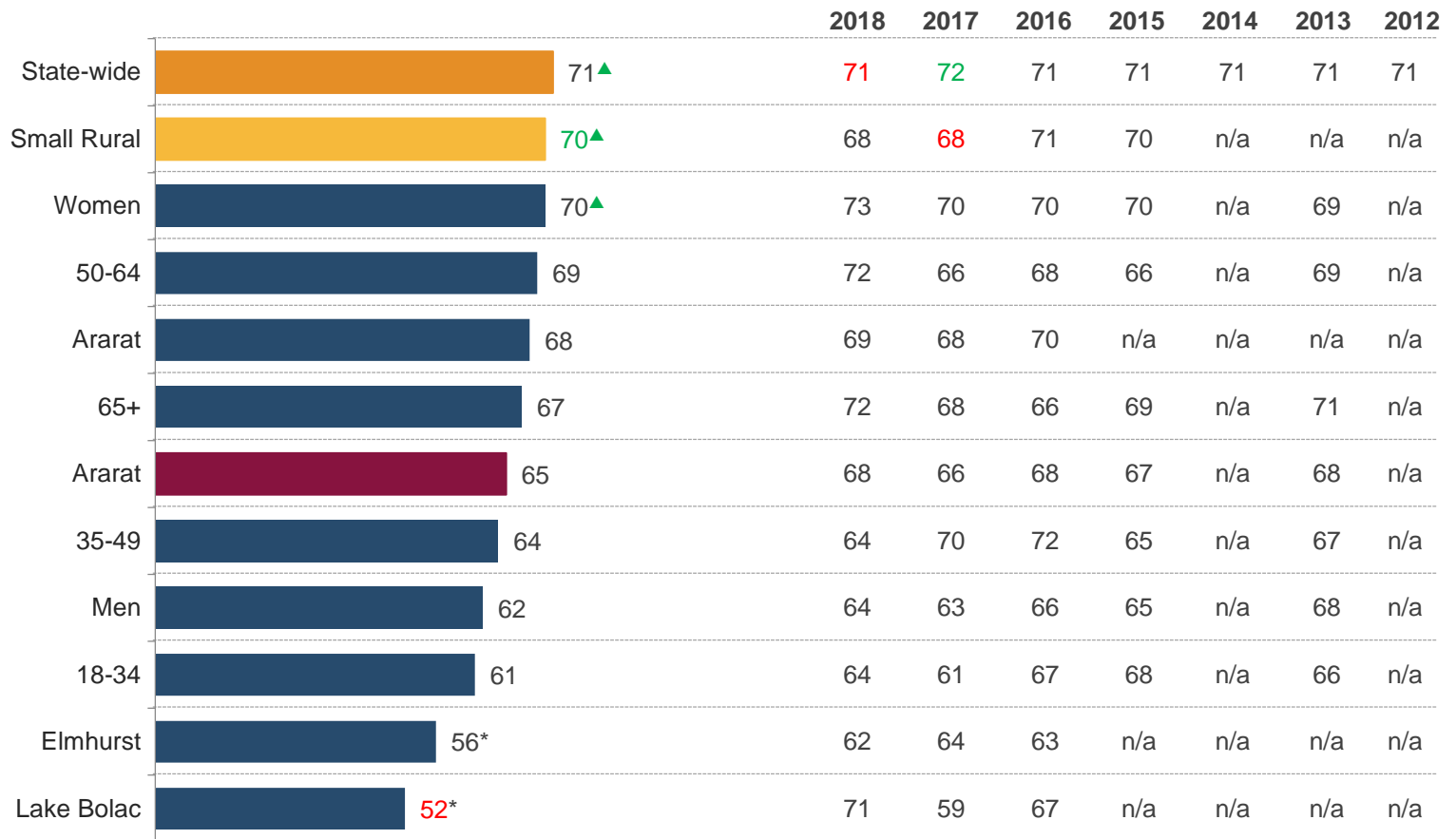
Base: All respondents. Councils asked state-wide: 22 Councils asked group: 6

\*Caution: small sample size < n=30



# Planning and building permits importance

## 2019 Planning and building permits importance (index scores)



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

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

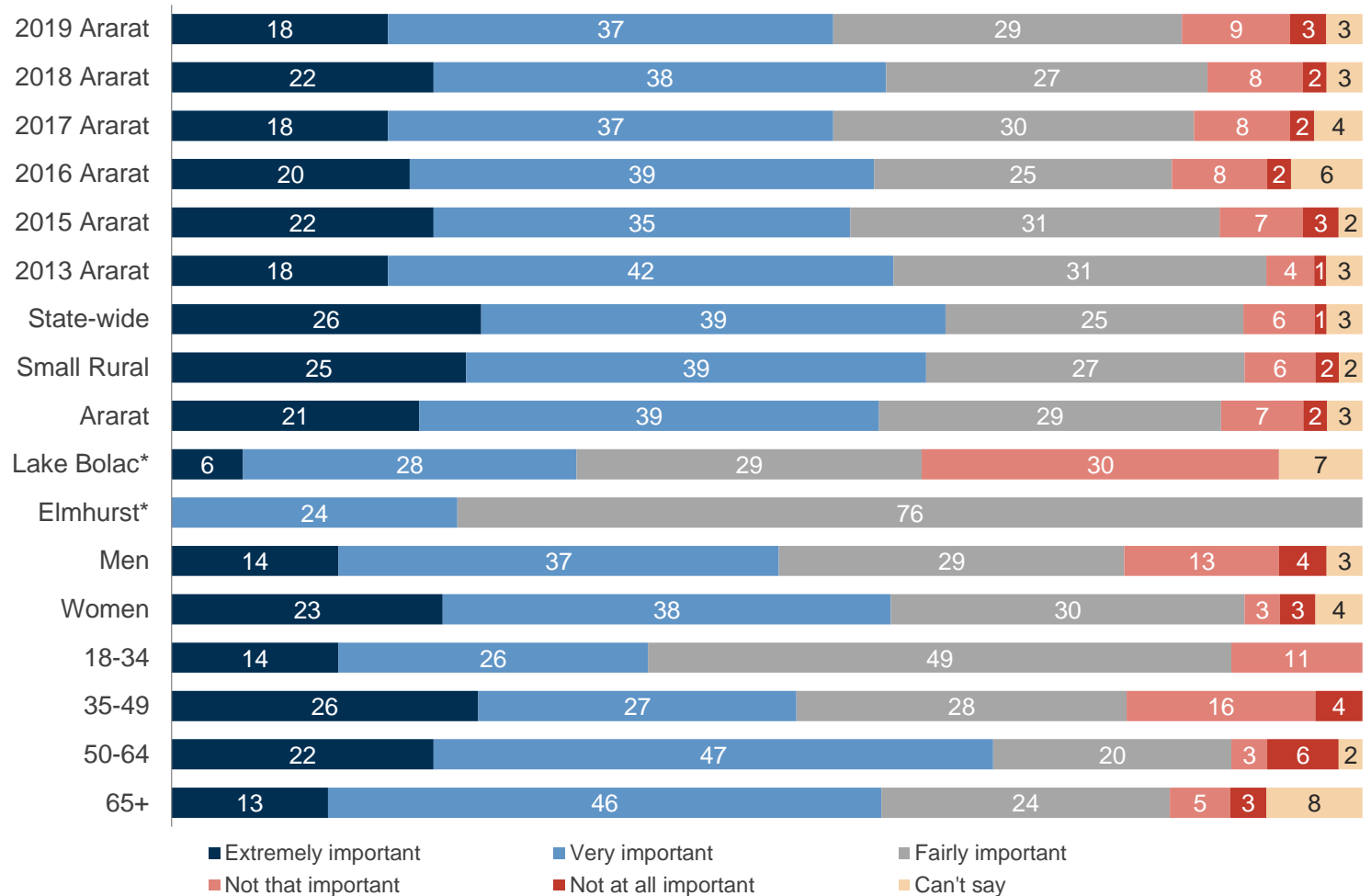
Note: Please see Appendix A for explanation of significant differences.

\*Caution: small sample size < n=30



# Planning and building permits importance

## 2019 Planning and 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: 20 Councils asked group: 5

\*Caution: small sample size < n=30



# Planning and building permits performance

2019 Planning and building permits performance (index scores)

		2018	2017	2016	2015	2014	2013	2012
Elmhurst	67*▲	48	77	77	n/a	n/a	n/a	n/a
18-34	56	54	47	54	53	n/a	58	n/a
65+	54	47	51	49	60	n/a	59	n/a
Ararat	53	46	51	52	n/a	n/a	n/a	n/a
Women	53	50	55	58	57	n/a	56	n/a
Ararat	52	46	50	51	55	n/a	57	n/a
State-wide	52	52	51	50	54	53	55	54
Men	51	43	46	45	53	n/a	58	n/a
50-64	48	43	54	54	54	n/a	55	n/a
35-49	48	41	48	49	51	n/a	58	n/a
Small Rural	48▼	51	51	50	53	n/a	n/a	n/a
Lake Bolac	29*▼	43	44	38	n/a	n/a	n/a	n/a

Q2. How has Council performed on 'Planning and building permits' over the last 12 months?

Base: All respondents. Councils asked state-wide: 27 Councils asked group: 6

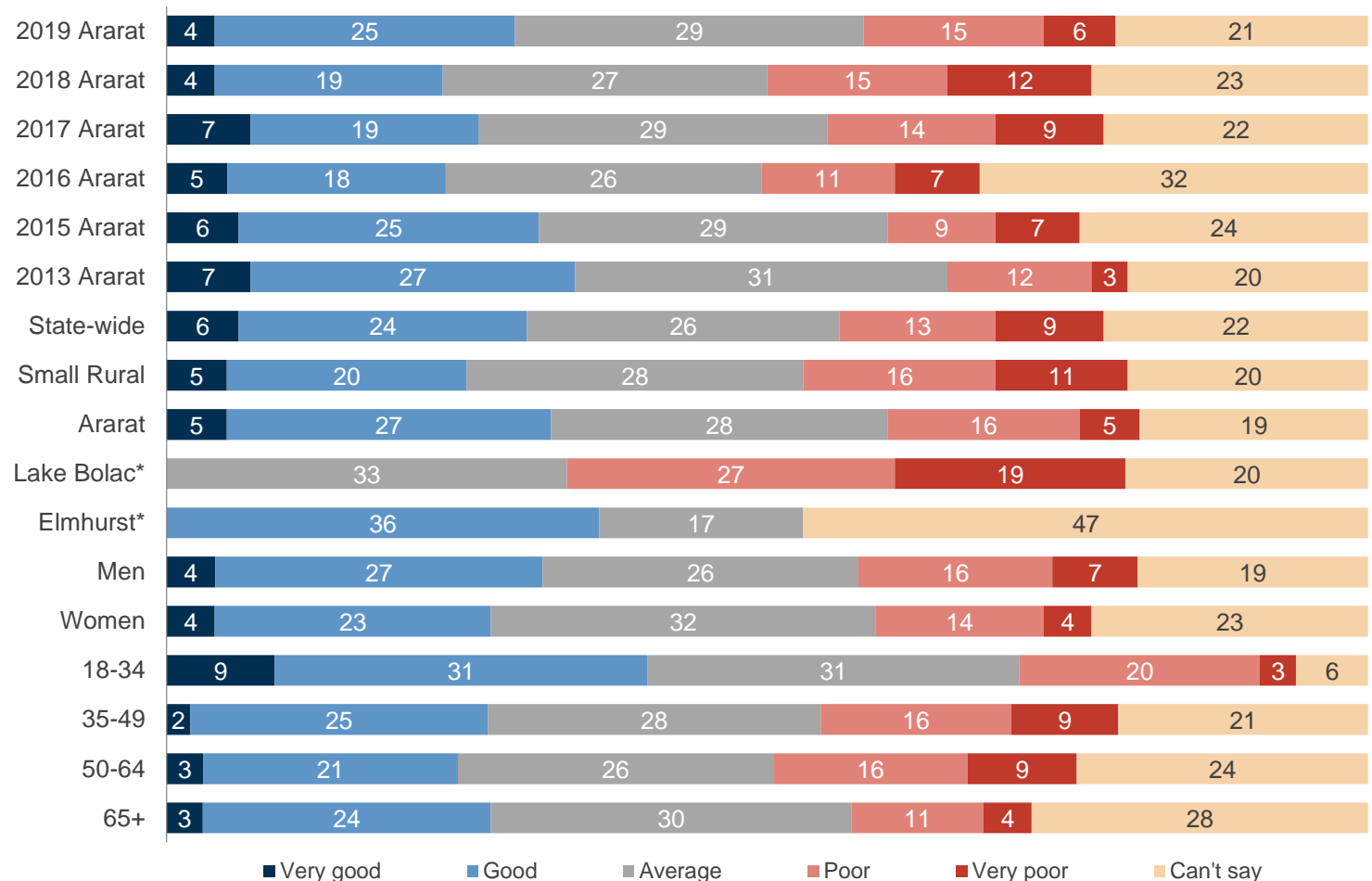
Note: Please see Appendix A for explanation of significant differences.

\*Caution: small sample size < n=30



## Planning and building permits performance

2019 Planning and building permits performance (%)



Q2. How has Council performed on 'Planning and building permits' over the last 12 months?

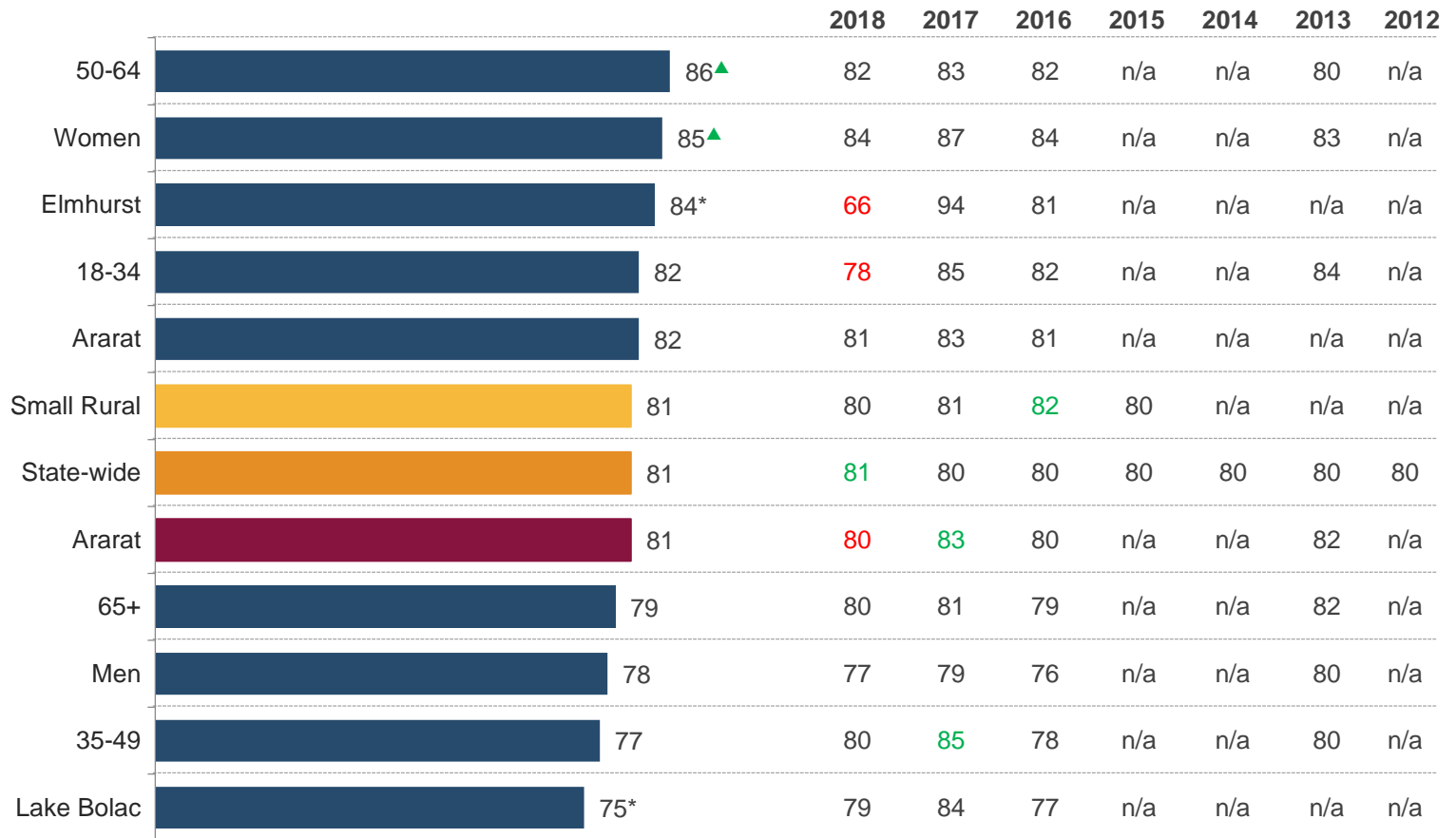
Base: All respondents. Councils asked state-wide: 27 Councils asked group: 6

\*Caution: small sample size < n=30



# Emergency and disaster management importance

## 2019 Emergency and disaster management importance (index scores)



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

Base: All respondents. Councils asked state-wide: 18 Councils asked group: 3

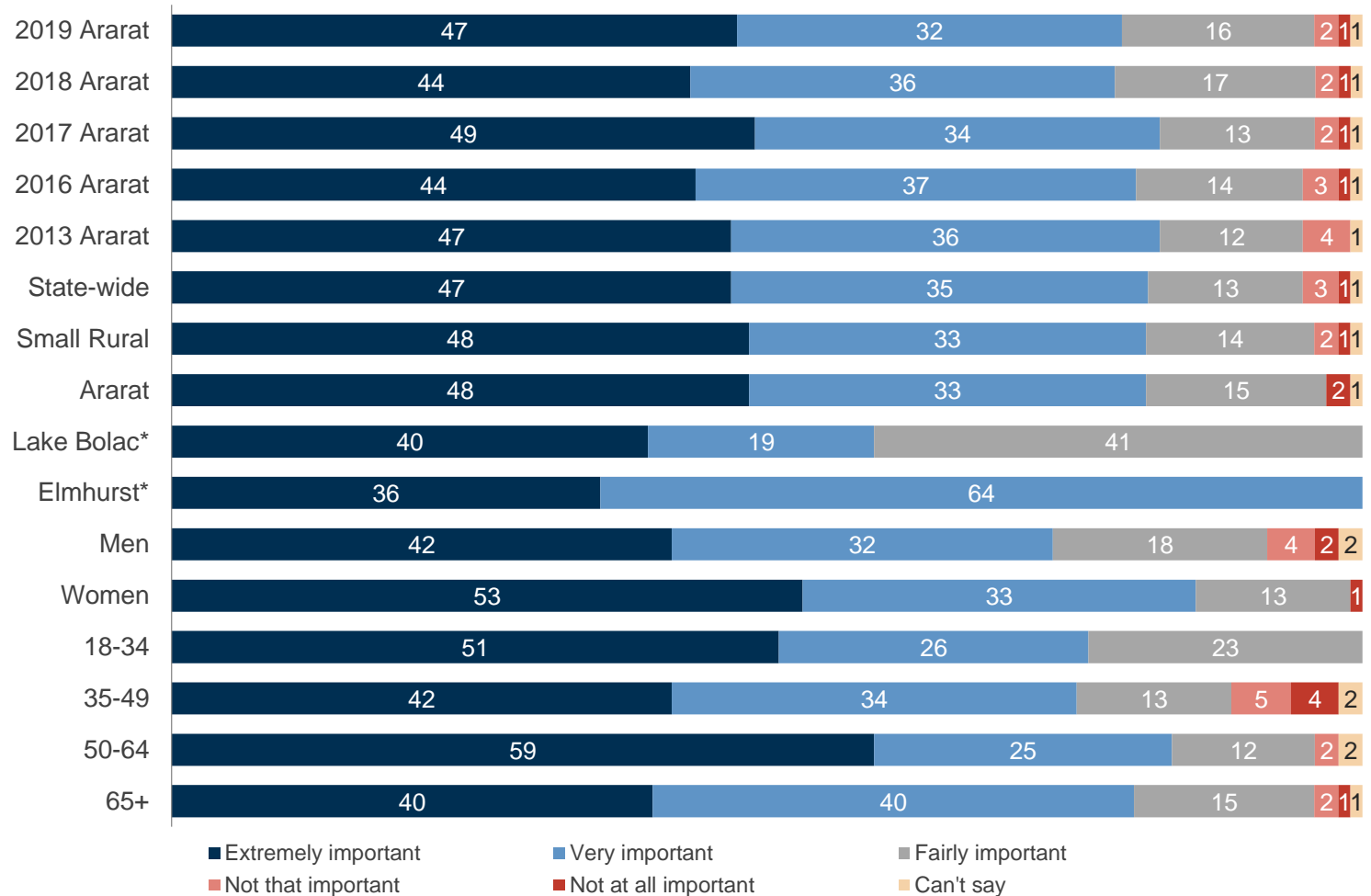
Note: Please see Appendix A for explanation of significant differences.

\*Caution: small sample size < n=30



# Emergency and disaster management importance

## 2019 Emergency and 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: 18 Councils asked group: 3

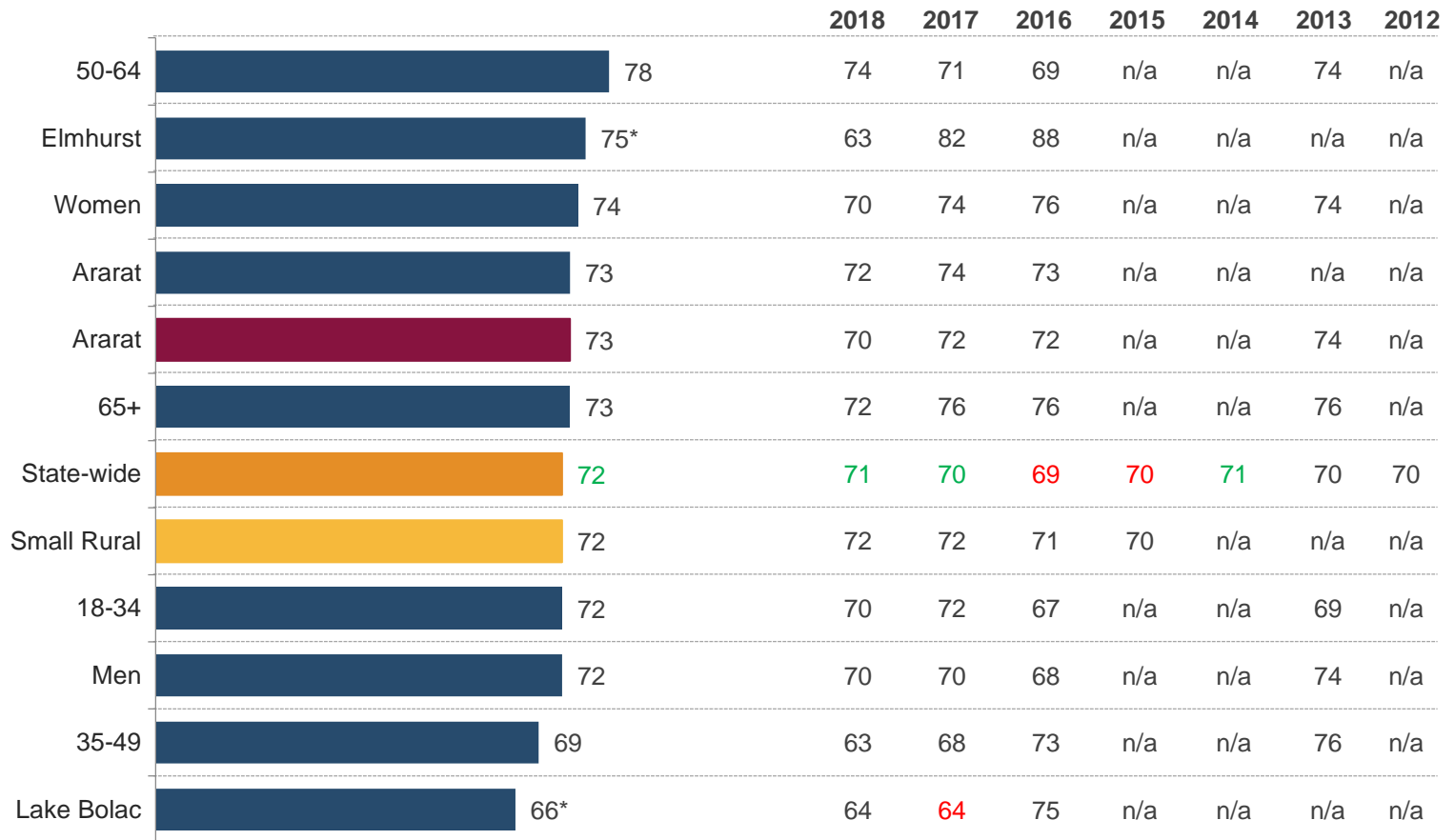
\*Caution: small sample size < n=30





# Emergency and disaster management performance

## 2019 Emergency and disaster management 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: 4

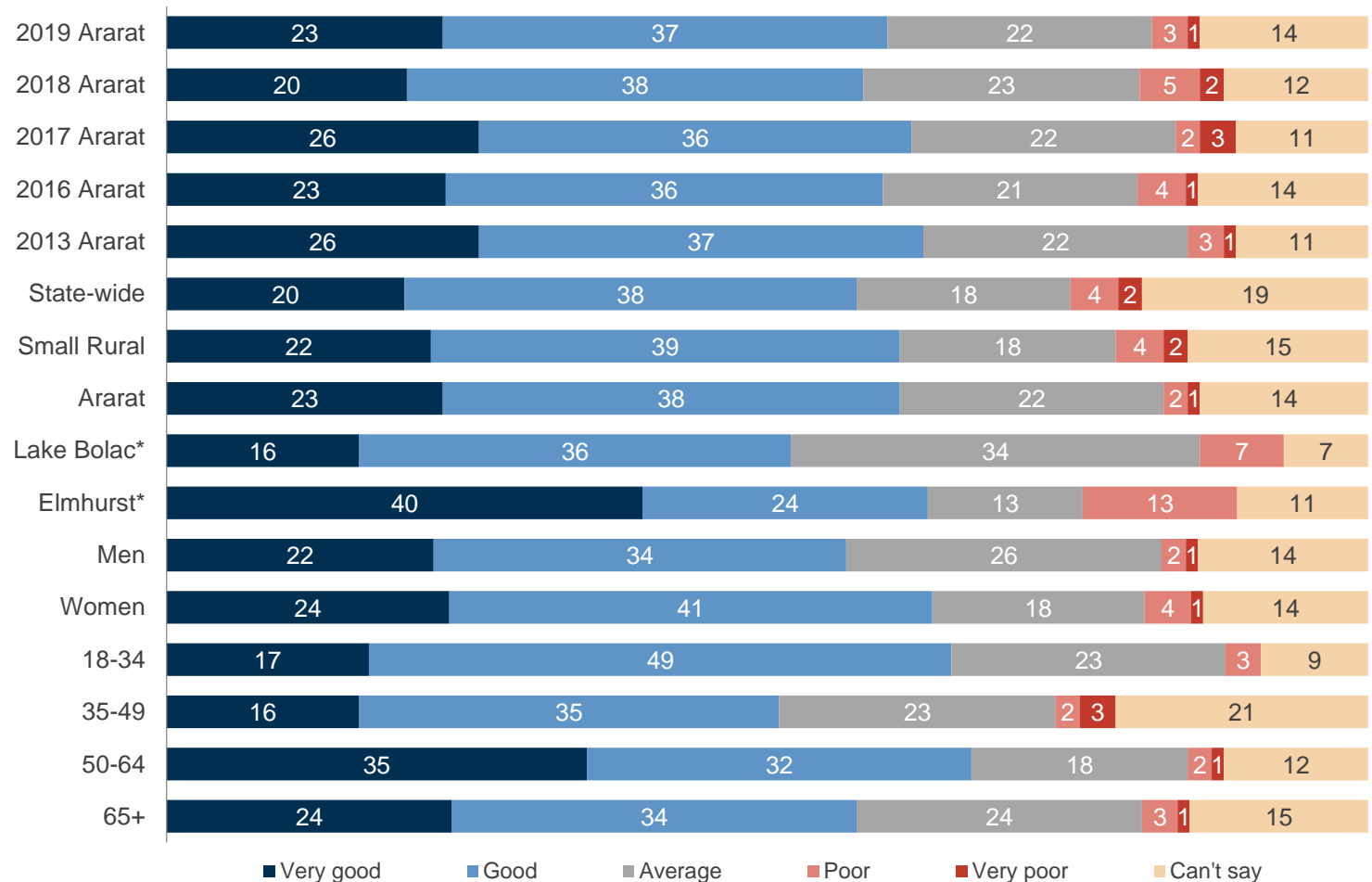
Note: Please see Appendix A for explanation of significant differences.

\*Caution: small sample size < n=30



# Emergency and disaster management performance

## 2019 Emergency and disaster management performance (%)



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

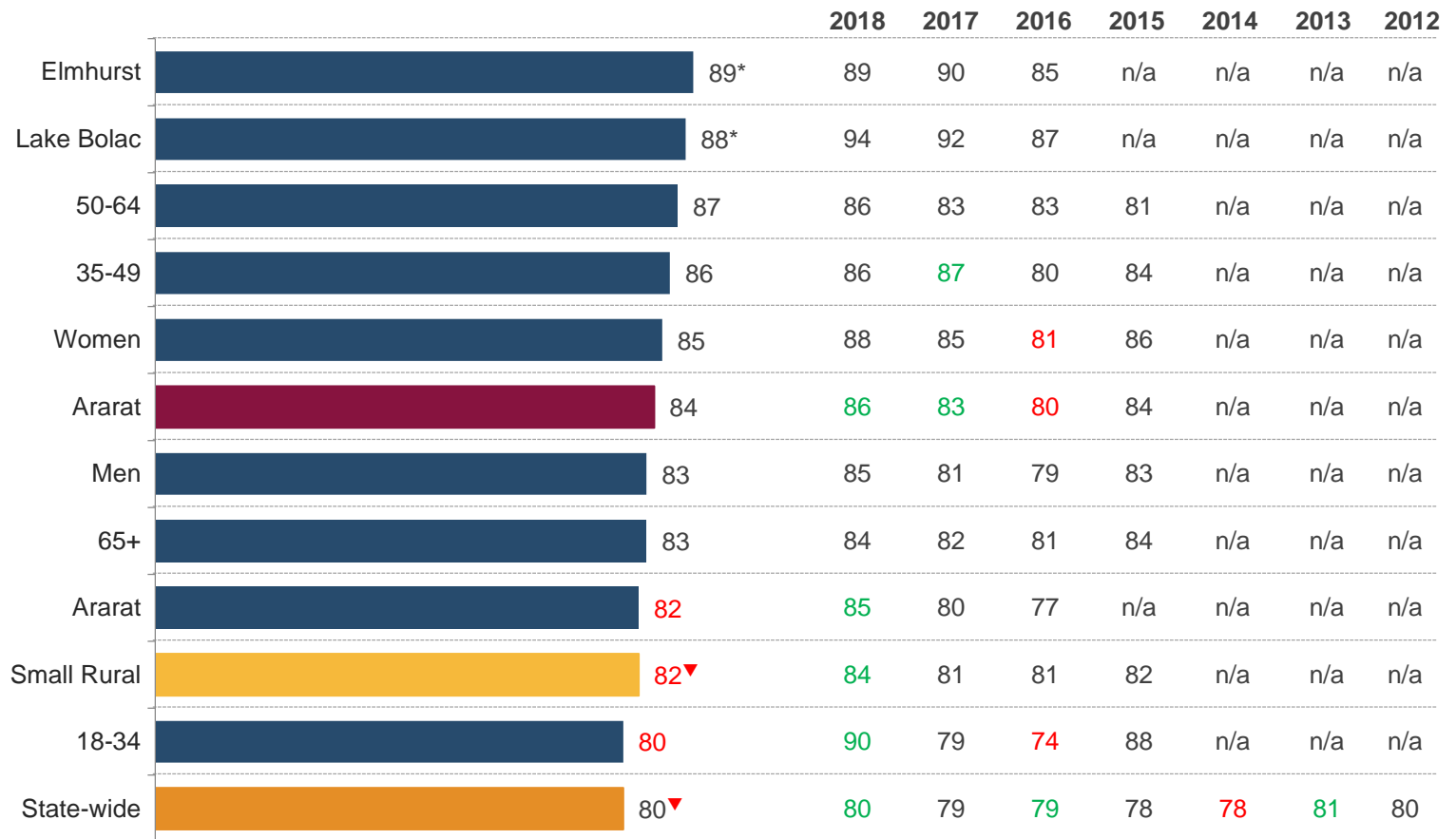
Base: All respondents. Councils asked state-wide: 24 Councils asked group: 4

\*Caution: small sample size < n=30



# Maintenance of unsealed roads in your area importance

## 2019 Unsealed roads importance (index scores)



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

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

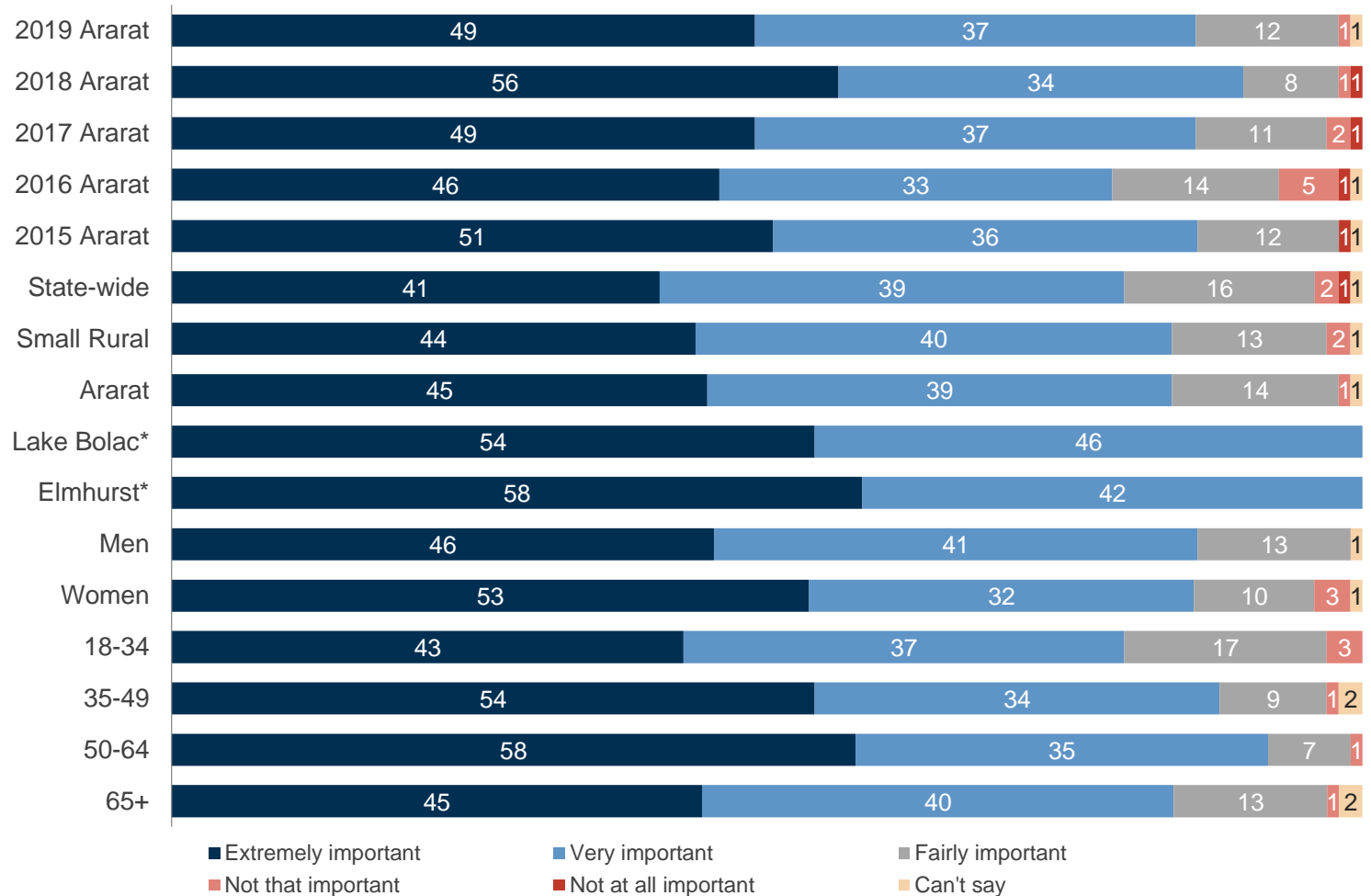
Note: Please see Appendix A for explanation of significant differences.

\*Caution: small sample size < n=30



# Maintenance of unsealed roads in your area importance

## 2019 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

\*Caution: small sample size < n=30



# Maintenance of unsealed roads in your area performance

## 2019 Unsealed roads performance (index scores)

		2018	2017	2016	2015	2014	2013	2012
State-wide	44▲	43	44	43	45	45	44	46
Small Rural	43▲	40	43	44	45	n/a	n/a	n/a
Ararat	42	36	42	45	n/a	n/a	n/a	n/a
65+	41	37	39	42	42	n/a	n/a	n/a
Men	41	29	36	37	41	n/a	n/a	n/a
18-34	40	32	43	39	38	n/a	n/a	n/a
Elmhurst	39*	21	25	40	n/a	n/a	n/a	n/a
50-64	39	35	36	42	39	n/a	n/a	n/a
Ararat	39	33	38	40	39	n/a	n/a	n/a
Women	36	37	40	42	37	n/a	n/a	n/a
35-49	34	25	36	35	36	n/a	n/a	n/a
Lake Bolac	14*▼	19	24	25	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: 23 Councils asked group: 8

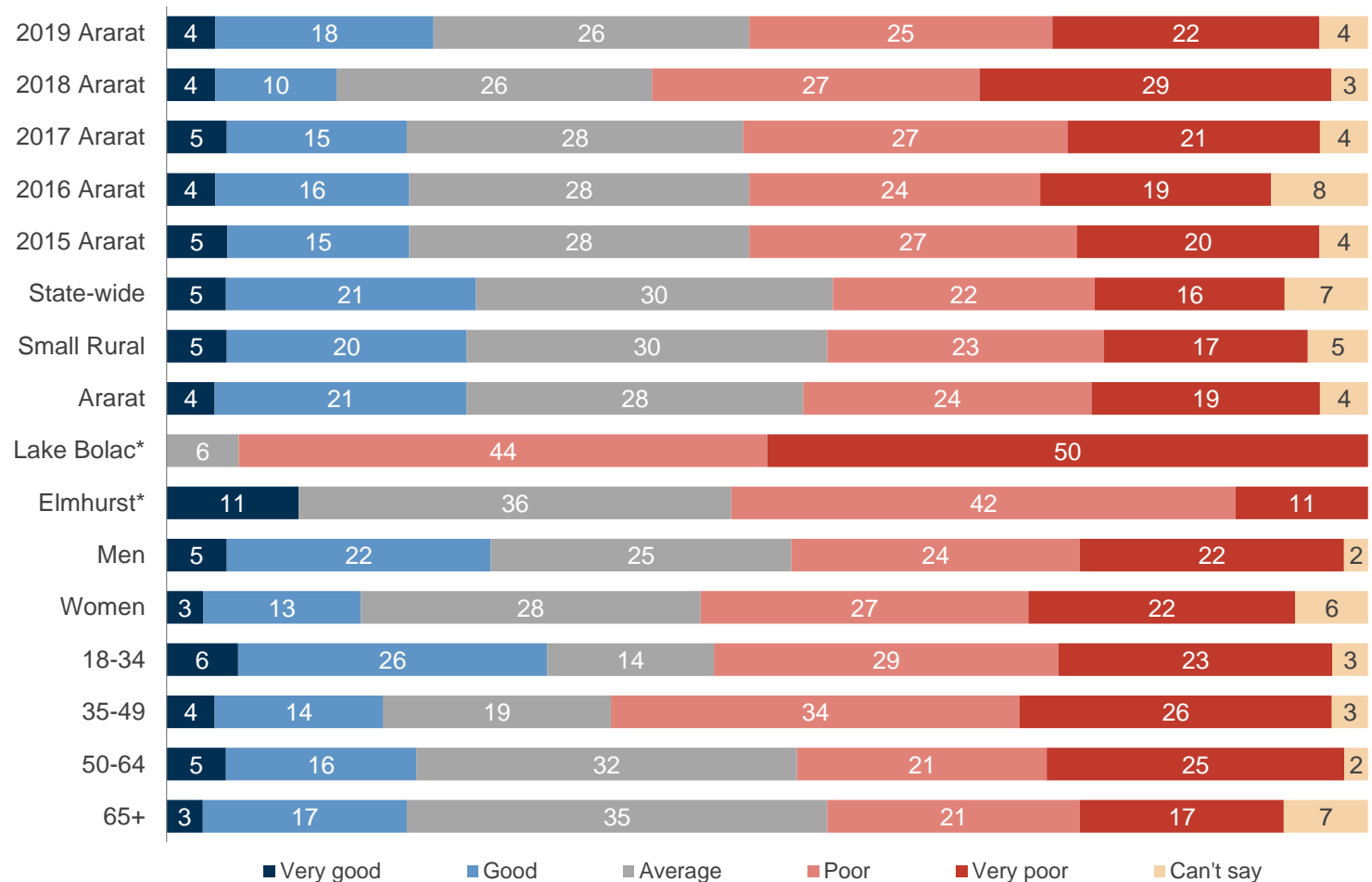
Note: Please see Appendix A for explanation of significant differences.

\*Caution: small sample size < n=30



# Maintenance of unsealed roads in your area performance

## 2019 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: 23 Councils asked group: 8

\*Caution: small sample size < n=30

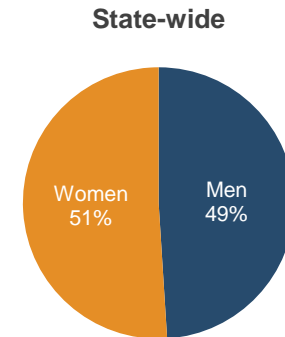
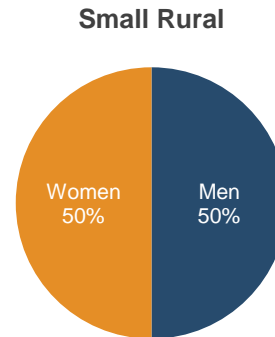
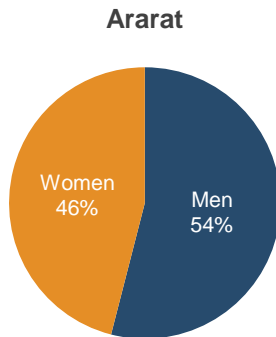
A large, stylized letter 'W' is formed by three overlapping, dark blue, semi-transparent shapes. These shapes are filled with a satellite night-time map of the United States, showing city lights and road networks. The 'W' is positioned on the right side of the page, extending from the top to the bottom.

# Detailed demographics

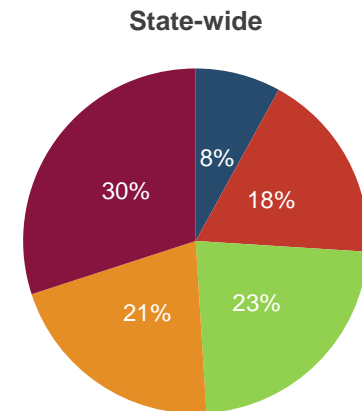
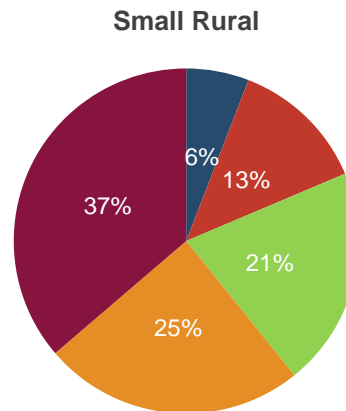
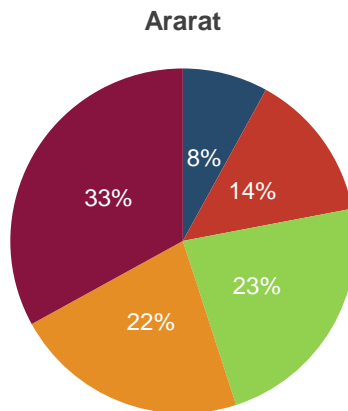


## Gender and age profile

### 2019 gender



### 2019 age



■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

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

Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

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.



A large, stylized letter 'W' graphic that serves as a background element. It is filled with a satellite-style map of North America, showing landmasses in dark blue and water bodies in a lighter blue. A network of glowing white lines, resembling a road or utility network, is overlaid on the map. Two bright, starburst-like light effects are visible: one on the western coast of the United States and another in the central part of the continent.

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



## Appendix A: Index Scores

### Index Scores

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

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

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

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

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



## Appendix A: Margins of error

The sample size for the 2019 State-wide Local Government Community Satisfaction Survey for Ararat Rural City Council was n=408. 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=408 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 9,500 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	408	400	+/-4.8
Men	196	215	+/-6.9
Women	212	185	+/-6.7
Ararat	338	330	+/-5.2
Lake Bolac	11	12	+/-31.0
Elmhurst	8	6	+/-37.0
18-34 years	35	88	+/-16.8
35-49 years	76	93	+/-11.3
50-64 years	120	89	+/-8.9
65+ years	177	131	+/-7.3



## Appendix A: Significant difference reporting notation

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

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

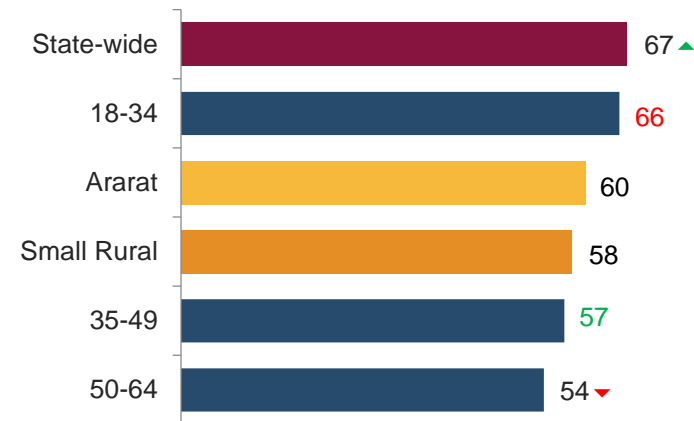
- ▲ The state-wide result is significantly higher than the overall result for the council.
- ▼ The result among 50-64 year olds is significantly lower than for the overall result for the council.

Further, results shown in green and red indicate significantly higher or lower results than in 2018.

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 2018.
- The result among 18-34 year olds in the council is **significantly lower** than the result achieved among this group in 2018.

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





## Appendix A: Index score significant difference calculation

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

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

Where:

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

All figures can be sourced from the detailed cross tabulations.

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



# **Appendix B: Further project information**



## Appendix B: Further information

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

- Survey methodology and sampling
- Analysis and reporting
- Glossary of terms

### Detailed survey tabulations

Detailed survey tabulations are available in supplied Excel file.

### Contacts

For further queries about the conduct and reporting of the 2019 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on

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

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



## Appendix B: Survey methodology and sampling

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The 2019 results are compared with previous years, as detailed below:

- 2019, n=408 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2018, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2017, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2016, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2015, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2013, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 24<sup>th</sup> 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.

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 40% mobile phone numbers to cater to the diversity of residents within Ararat Rural City Council, particularly younger people.

A total of n=408 completed interviews were achieved in Ararat Rural City Council. Survey fieldwork was conducted in the period of 1st February – 30th March, 2019.





## Appendix B: Analysis and reporting

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All participating councils are listed in the State-wide report published on the DELWP website. In 2019, 63 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 2012-2019 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, Mansfield, Murrindindi, Northern Grampians, Pyrenees, Queenscliffe, Strathbogie, Towong, West Wimmera and Yarriambiack.

Wherever appropriate, results for Ararat Rural City Council for this 2019 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.



## Appendix B: Analysis and reporting

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### 2012 survey revision

The survey was revised in 2012. As a result:

- The survey is now conducted as a representative random probability survey of residents aged 18 years or over in local councils, whereas previously it was conducted as a 'head of household' survey.
- As part of the change to a representative resident survey, results are now weighted post survey to the known population distribution of 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 2012-2019 have been made throughout this report as appropriate.



## Appendix B: Analysis and reporting

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### Core, optional and tailored questions

Over and above necessary geographic and demographic questions required to ensure sample representativeness, a base set of questions for the 2019 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 2019 State-wide Local Government Community Satisfaction Survey were optional. Councils also had the ability to ask tailored questions specific only to their council.



## Appendix B: Analysis and reporting

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### Reporting

Every council that participated in the 2019 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

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

**CSS:** 2019 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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