



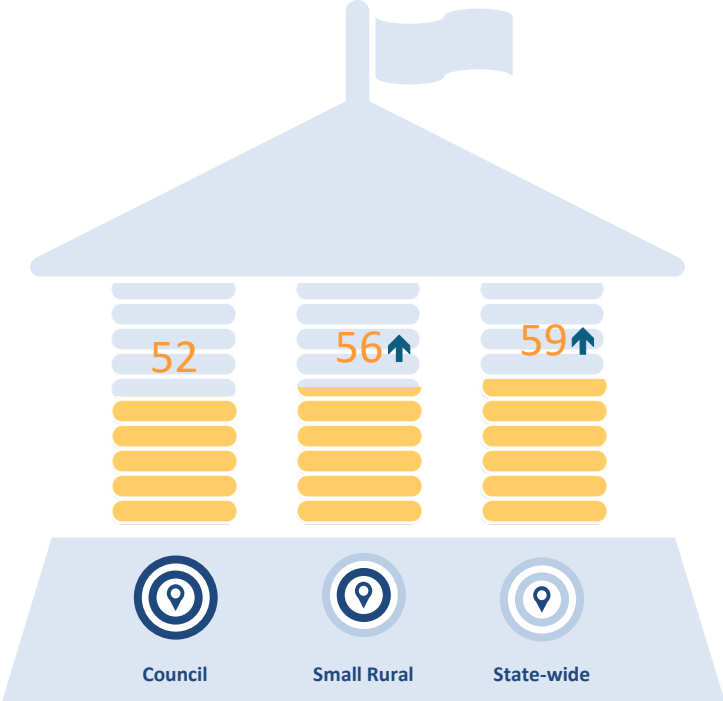
**LOCAL GOVERNMENT COMMUNITY SATISFACTION SURVEY
STRATHBOGIE SHIRE COUNCIL**

2018 RESEARCH REPORT

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



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OVERALL COUNCIL PERFORMANCE

Results shown are index scores out of 100.

BACKGROUND AND OBJECTIVES

Welcome to the report of results and recommendations for the 2018 State-wide Local Government Community Satisfaction Survey for Strathbogie Shire Council.

Each year Local Government Victoria (LGV) coordinates and auspices this State-wide Local Government Community Satisfaction Survey throughout Victorian local government areas. This coordinated approach allows for far more cost effective surveying than would be possible if councils commissioned surveys individually.

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

The main objectives of the survey are to assess the performance of Strathbogie Shire Council across a range of measures and to seek insight into ways to provide improved or more effective service delivery. The survey also provides councils with a means to fulfil some of their statutory reporting requirements as well as acting as a feedback mechanism to LGV.

SURVEY METHODOLOGY AND SAMPLING

This survey was conducted by Computer Assisted Telephone Interviewing (CATI) as a representative random probability survey of residents aged 18+ years in Strathbogie Shire Council.

Survey sample matched to the demographic profile of Strathbogie Shire Council as determined by the most recent ABS population estimates was purchased from an accredited supplier of publicly available phone records, including up to 40% mobile phone numbers to cater to the diversity of residents within Strathbogie Shire Council, particularly younger people.

A total of n=400 completed interviews were achieved in Strathbogie Shire Council. Survey fieldwork was conducted in the period of 1st February – 30th March, 2018.

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

- 2016, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2015, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2014, n=400 completed interviews, conducted in the period of 31st January – 11th March.
- 2013, n=400 completed interviews, conducted in the period of 1st February – 24th March.
- 2012, n=400 completed interviews, conducted in the period of 18th May – 30th June.

Minimum quotas of gender within age groups were applied during the fieldwork phase. Post-survey weighting was then conducted to ensure accurate representation of the age and gender profile of the Strathbogie Shire Council area.

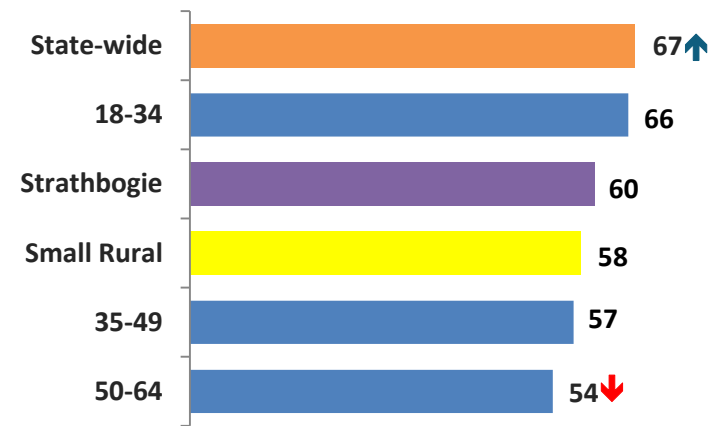
Any variation of +/-1% between individual results and net scores in this report or the detailed survey tabulations is due to rounding. In reporting, ‘—’ denotes not mentioned and ‘0%’ denotes mentioned by less than 1% of respondents. ‘Net’ scores refer to two or more response categories being combined into one category for simplicity of reporting.

SURVEY METHODOLOGY AND SAMPLING

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

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

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



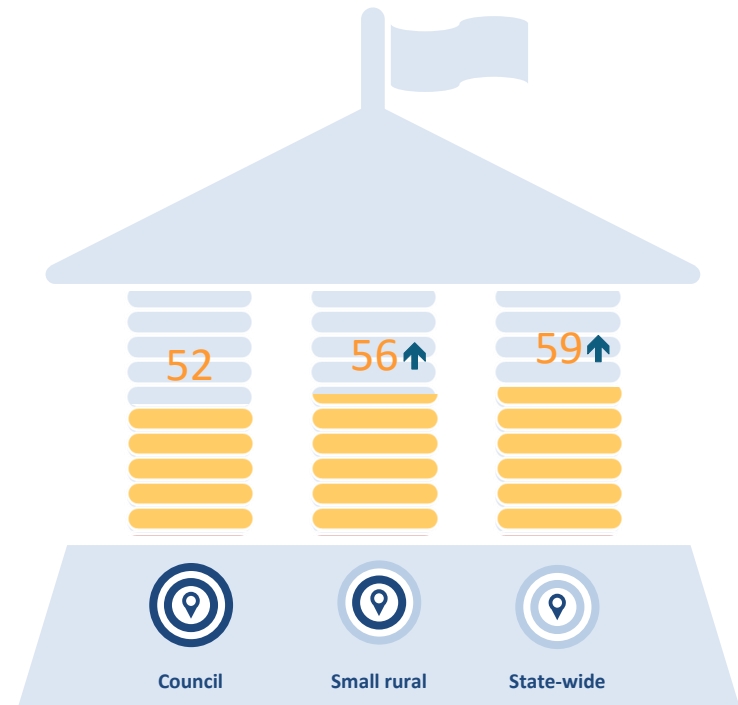
KEY FINDINGS & RECOMMENDATIONS

OVERALL PERFORMANCE

The **overall performance index score of 52** for Strathbogie Shire Council represents a *significant* four-point increase from the 2016 result. Overall performance ratings have only varied by a few index points over the past five years.

- Despite ratings increases, Strathbogie Shire Council's overall performance is rated statistically **significantly lower** (at the 95% confidence interval) **than the average rating for councils State-wide and in the Small Rural group** (index scores of 59 and 56 respectively).
- Ratings increased among all demographic and geographic sub-groups since 2016, with the exception of **residents aged 50 to 64 years** (index score of 46, one point lower than 2016). **Residents aged 50 to 64 years**, as well as **Honeysuckle Creek Ward residents** (index score of 44), are also *significantly less favourable* in their impressions of Council's overall performance than residents overall.
- Conversely, **residents aged 18 to 34 years** (index score of 59, nine points higher than 2016) are **significantly more favourable** than average in their impressions; impressions have also increased the most among this cohort since 2016.

A plurality of residents (43%) rate Strathbogie Shire Council's overall performance as 'average'. A further 33% rate Council's overall performance as a combined 'very good' or 'good', compared to 21% who rate it as 'poor' or 'very poor'.



OVERALL COUNCIL PERFORMANCE

Results shown are index scores out of 100.

OVERVIEW OF CORE PERFORMANCE MEASURES

Review of the core performance measures (as shown on page 18) shows that Strathbogie Shire Council's **performance was relatively stable or increased** compared to Council's own results in 2016. In addition to overall performance, results **improved significantly** on the core measures of **consultation and engagement** (index score of 51, five points higher than 2016) and council direction (52, seven points higher). Most core measures have returned to previously-achieved higher performance levels after experiencing declines between 2014 and 2016.

- Results also increased by several index points on the measures of **advocacy** (index score of 48, two points higher than 2016) and **sealed local roads** (47, three points higher). Performance index scores mirror 2016 results on the measures of **community decisions** (index score of 48) and **customer service** (index score of 70).
- Strathbogie Shire Council's performance index scores are now **in line with Small Rural group averages** on the measures of **sealed local roads, customer service, and council direction**. Council's performance is **significantly lower**, however, than average ratings for the Small Rural group in the areas of **consultation and engagement, lobbying** and **community decisions** (in addition to overall performance).

- Ratings are **significantly lower** than **State-wide averages** for councils on all measures, with the exception of **council direction** and **customer service**.

There are notable **differences across geographic cohorts** within Strathbogie Shire Council. **Honeysuckle Creek Ward** residents rate Council lowest relative to other cohorts on all core performance measures, with the exception of consultation and engagement. Conversely, residents of the **Lake Nagambie and Hughes Creek wards** tend to rate Council highest relative to other cohorts on *most*, but not all, core measures.

Customer service is the highest rated core performance measure. In the area of customer service (index score of 70), Strathbogie Shire Council's performance index score is in line with State-wide and Small Rural group averages for councils (index score of 70 and 69 respectively).

CUSTOMER CONTACT AND SERVICE

Two-thirds (66%) of Strathbogie Shire Council residents have had recent contact with Council.

Those aged 18 to 34 years are *significantly less* likely to have contacted Council (48%), while residents aged 50 to 64 years are *significantly more* likely to have done so (77%).

The main methods of contacting Council are in person and by telephone (39% and 35% respectively). Residents are more than twice as likely to connect with Council in person than by email (16%).

Customer service, with an index score of 70, is a **positive result** for Council. Perceptions of customer service have been relatively stable over time, with the exception of 2015, at which point ratings temporarily declined (index score of 64 in 2015), but have since recovered.

- One-third (32%) rate Council's customer service as 'very good', with a further 33% rating customer service as 'good'.

Residents prefer to learn about council news, information, and upcoming events by way of **newsletters sent via mail (32%)**. Secondary preferences include advertising in local newspapers (23%) and an e-newsletter (20%).

- Preferences vary generationally. Adults aged under 50 divide almost equally in their preference for newsletters sent via mail (31%) or email (27%).
- Adults 50 years or older are much more likely, however, to want to receive a newsletter via mail (33%) than email (17%). Older adults would rather find out about local news through advertising in local newspapers (25%) than receive a newsletter via email.

AREAS WHERE COUNCIL IS PERFORMING WELL

Customer service is the area where Strathbogie Shire Council has performed most strongly (index score of 70).

Another area where Strathbogie Shire Council is well regarded is tourism development. With a performance index score of 63, this service area is rated second highest among residents.

- Half (50%) of residents rate Council's performance in the area of tourism development as 'very good' or 'good'.
- **Residents aged 18 to 34 years** (index score of 74) and **residents of the Lake Nagambie and Hughes Creek wards** (index score of 68) have *significantly more* favourable impressions of Council's performance, while **Honeysuckle Creek Ward** residents (index score of 54) have *significantly less* favourable impressions in this area.
- Notwithstanding its positive performance in this area, Council's performance index score is *significantly lower* than the Small Rural group average (index score of 67).

In addition, Council ratings increased most since 2016 in the area of **consultation and engagement** (index score of 51, five index points higher than 2016). Ratings have returned to previously achieved higher levels after declining in 2015.

- Ratings in this area increased the most between 2016 and 2018 among **residents aged 65+ years** (index score of 50, eight index points higher than 2016).
- Notwithstanding improved performance in this area, Council's performance index score is *significantly lower* than the Small Rural group average (index score of 54).

FOCUS AREAS FOR COMING 12 MONTHS

Perceptions of Council did not experience any *significant declines* in ratings since 2016. This is a positive result for Council.

Notwithstanding these positive results, in terms of priorities for the coming 12 months, Council should look to areas where current performance is low or lower than what has been achieved previously. The area that stands out as being most in need of Council attention is **unsealed roads**. With a performance index score of 37, Council is rated lowest in the area of unsealed roads and is seen as performing poorly in this service area.

- **Residents aged 35 to 49 years** (index score of 31) and **Honeysuckle Creek Ward** residents (index score of 28) are *significantly less favourable* towards Council on this measure; those **aged 65+ years** are *significantly more favourable* (43).

More broadly, consideration should be given to residents of **Honeysuckle Creek Ward** who appear to be most driving negative opinion in 2018.

On the positive side, Council should **maintain its relatively strong performance in the area of customer service and tourism development** and learn from what is working amongst other groups, especially residents aged 18 to 34 years and residents of the Lake Nagambie and Hughes Creek Wards, and use these lessons to build perceptions in other areas.

FURTHER AREAS OF EXPLORATION

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

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

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

SNAPSHOT OF KEY FINDINGS

Higher results in 2018

(Higher result than 2016)

- Overall performance
- Consultation and engagement
- Council direction

Lower results in 2018

(Lower result than 2016)

- *No significant change*

Most favourably disposed towards Council

- Aged 18-34 years
- Lake Nagambie/Hughes Creek Wards

Least favourably disposed towards Council

- Honeysuckle Creek Ward

A satellite night view of the United States, showing the glowing network of roads and cities. The text "SUMMARY OF FINDINGS" is overlaid in white, bold, sans-serif font on the left side of the image.

SUMMARY OF FINDINGS

2018 SUMMARY OF CORE MEASURES

INDEX SCORE RESULTS



Overall Performance



Community Consultation



Advocacy



Making Community Decisions



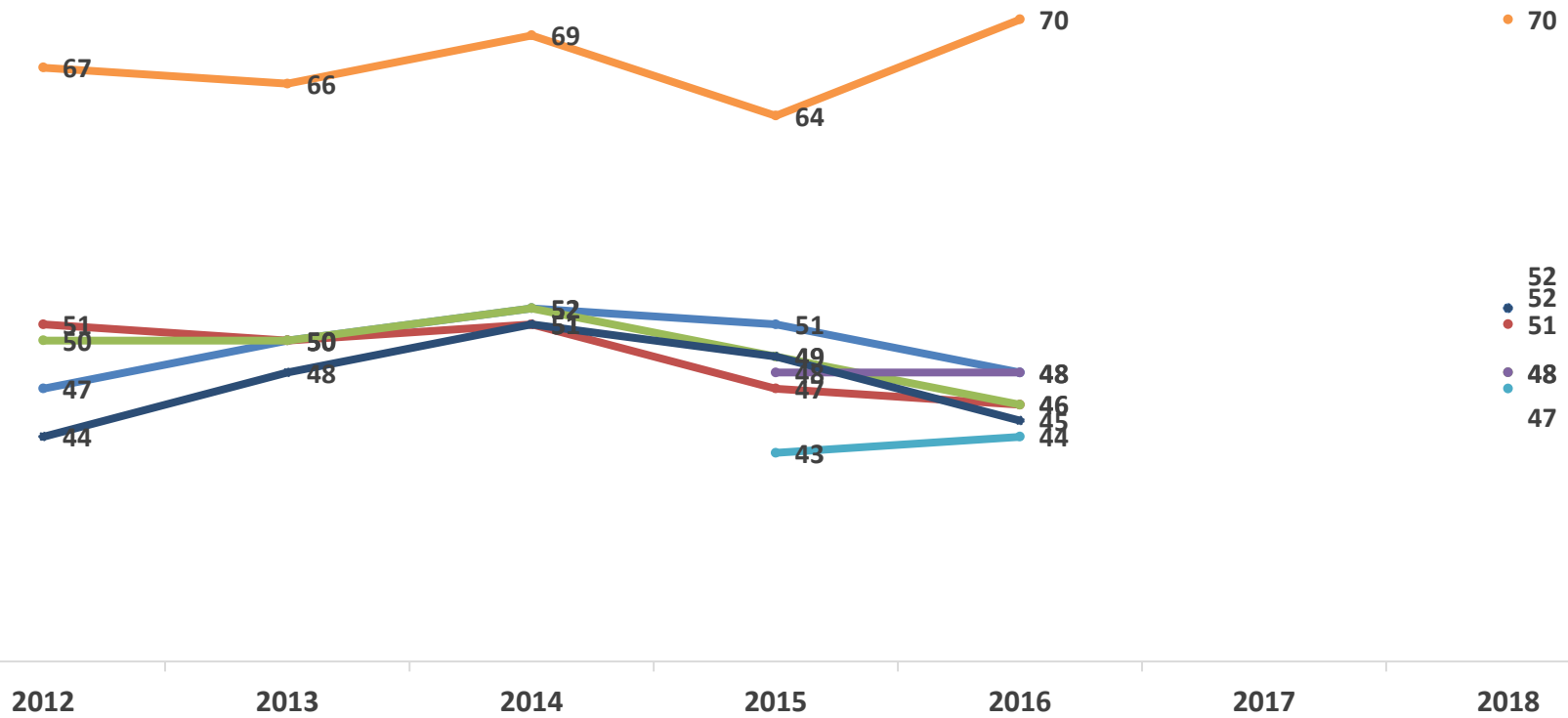
Sealed Local Roads



Customer Service



Overall Council Direction



2018 SUMMARY OF CORE MEASURES

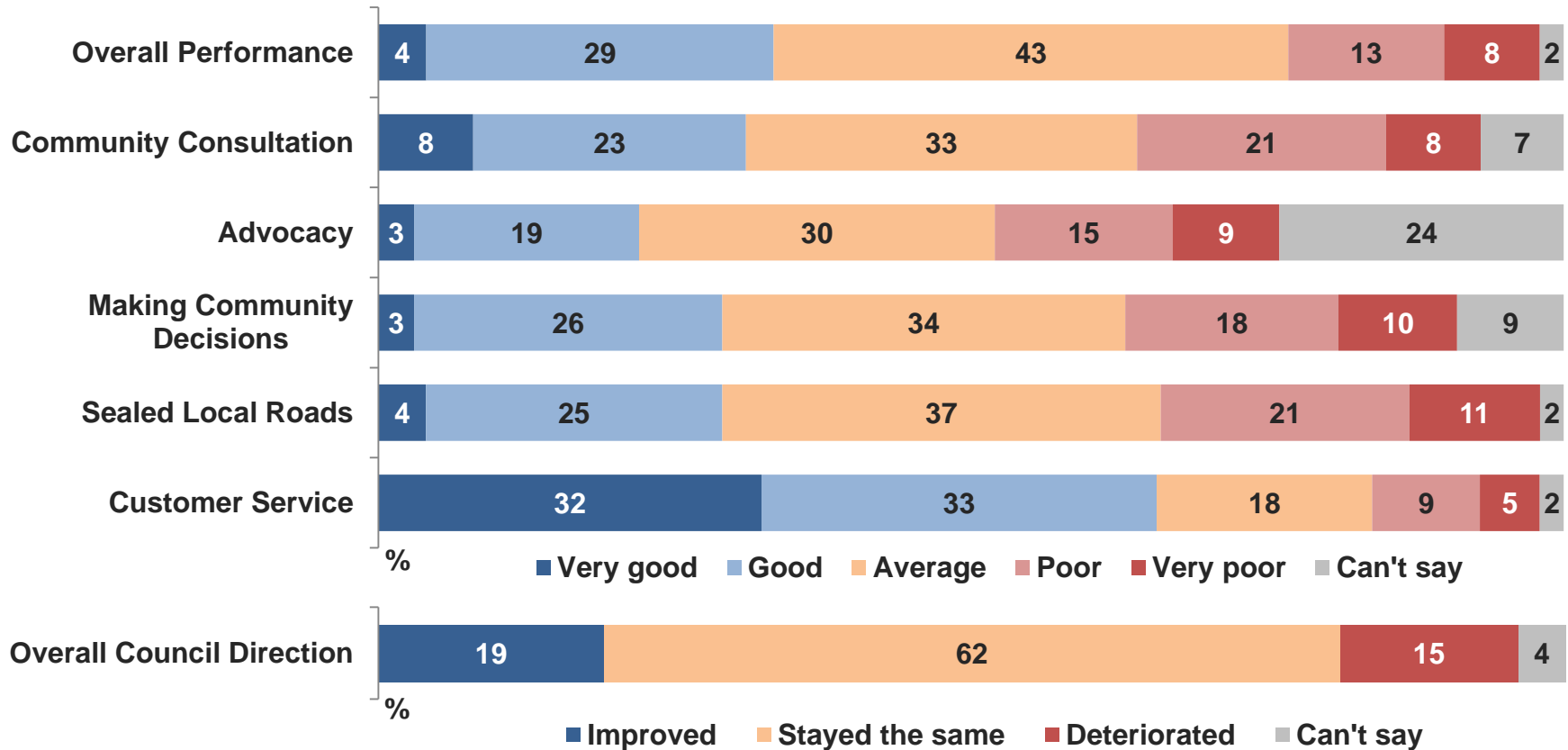
DETAILED ANALYSIS

| Performance Measures | Strathbogie 2018 | Strathbogie 2016 | Small Rural 2018 | State-wide 2018 | Highest score | Lowest score |
|---|------------------|------------------|------------------|-----------------|--------------------------------------|--|
| OVERALL PERFORMANCE | 52 | 48 | 56 | 59 | Aged 18-34 years | Honeysuckle Creek Ward |
| COMMUNITY CONSULTATION (Community consultation and engagement) | 51 | 46 | 54 | 55 | Aged 18-34 years | Aged 50-64 years |
| ADVOCACY (Lobbying on behalf of the community) | 48 | 46 | 53 | 54 | Lake Nagambie/ Hughes Creek Wards | Honeysuckle Creek Ward |
| MAKING COMMUNITY DECISIONS (Decisions made in the interest of the community) | 48 | 48 | 52 | 54 | Aged 18-34 years | Honeysuckle Creek Ward |
| SEALED LOCAL ROADS (Condition of sealed local roads) | 47 | 44 | 49 | 53 | Aged 65+ years | Honeysuckle Creek Ward |
| CUSTOMER SERVICE | 70 | 70 | 69 | 70 | Lake Nagambie/Hughes Creek Wards | Honeysuckle Creek Ward |
| OVERALL COUNCIL DIRECTION | 52 | 45 | 50 | 52 | Aged 18-34 years | Seven Creeks Ward, Honeysuckle Creek Ward |

2018 SUMMARY OF KEY COMMUNITY SATISFACTION

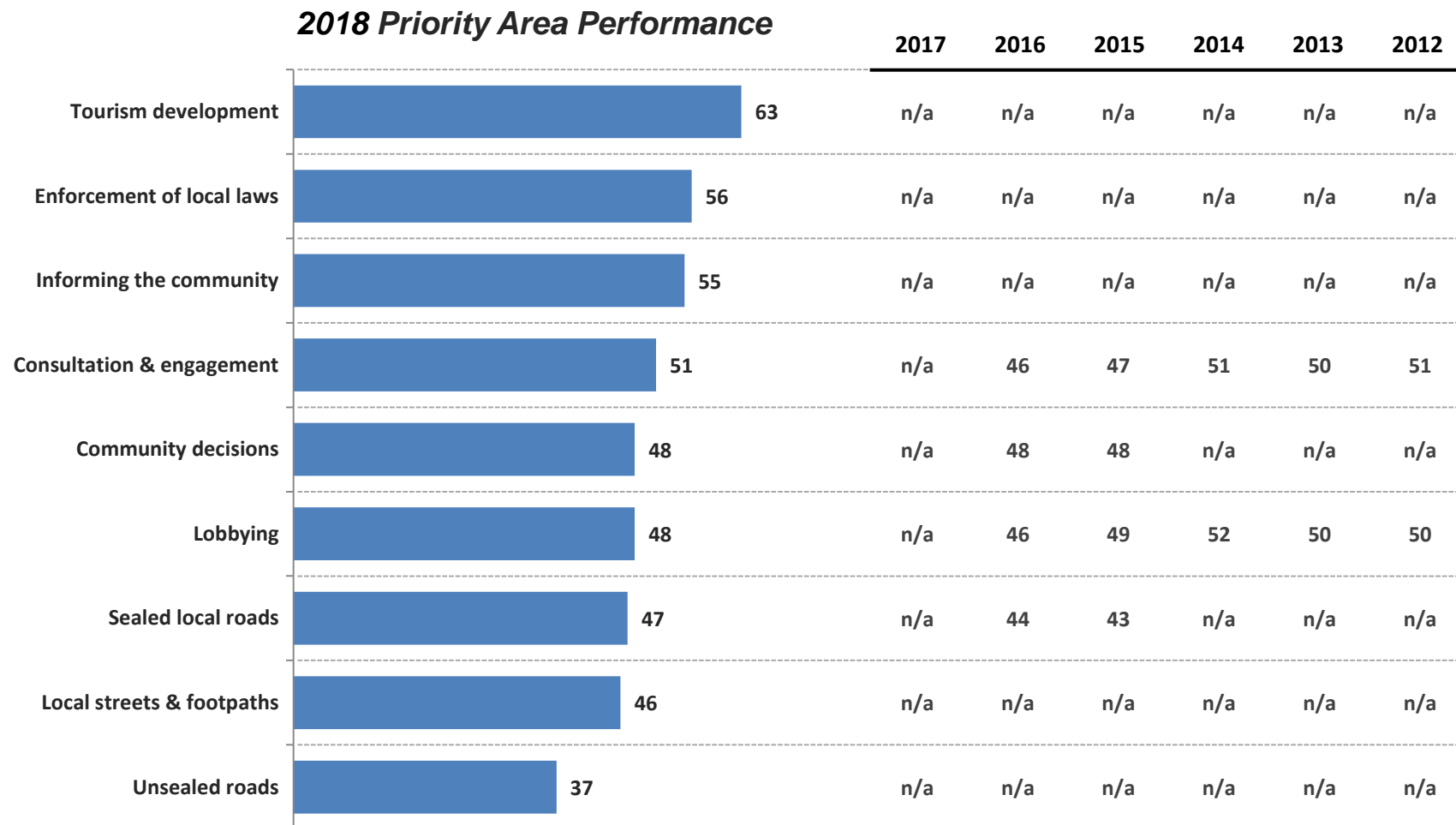
PERCENTAGE RESULTS

Key Measures Summary Results



2018 PERFORMANCE SUMMARY

INDEX SCORES OVER TIME



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

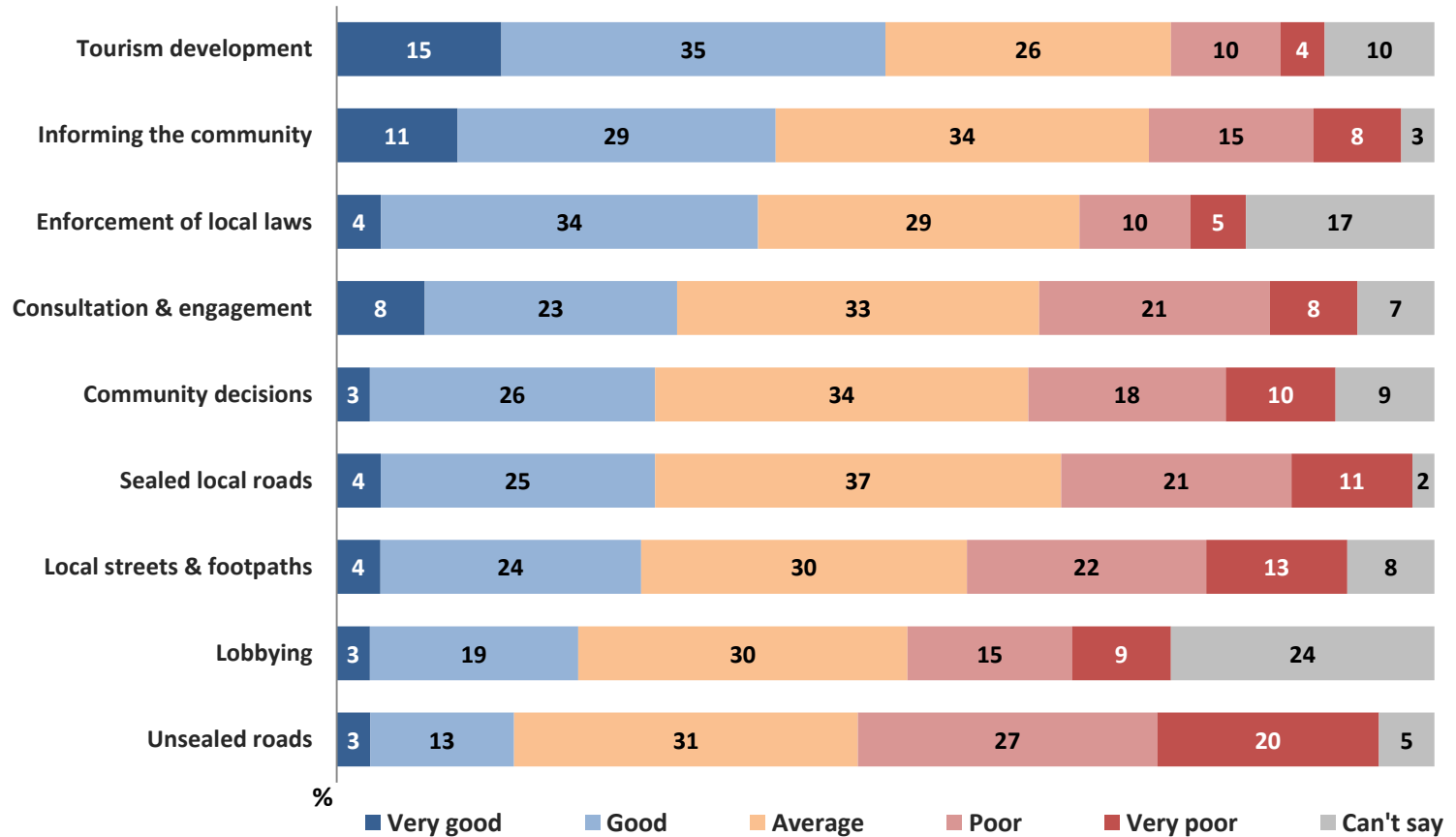
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18

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

2018 PERFORMANCE SUMMARY

DETAILED PERCENTAGES

Individual Service Areas Performance



INDIVIDUAL SERVICE AREAS SUMMARY

COUNCIL'S PERFORMANCE VS STATE-WIDE AVERAGE



Significantly Higher than State-wide Average

- None Applicable

Significantly Lower than State-wide Average

- Consultation & engagement
 - Lobbying
 - Informing the community
 - Local streets & footpaths
 - Enforcement of local laws
 - Unsealed roads
 - Making community decisions
 - Sealed local roads
- 

INDIVIDUAL SERVICE AREAS SUMMARY

COUNCIL'S PERFORMANCE VS GROUP AVERAGE



Significantly Higher than Group Average

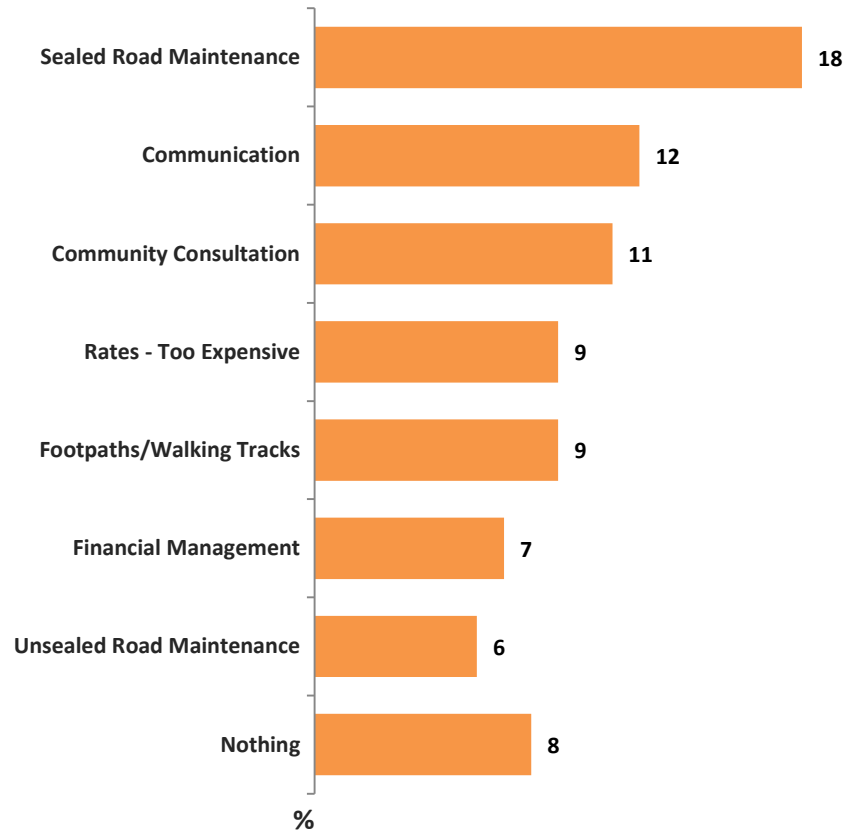
- None Applicable

Significantly Lower than Group Average

- Consultation & engagement
 - Lobbying
 - Local streets & footpaths
 - Enforcement of local laws
 - Unsealed roads
 - Making community decisions
 - Tourism development
- 

2018 SERVICES TO IMPROVE DETAILED PERCENTAGES

2018 Areas for Improvement



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



DETAILED FINDINGS

A satellite-style map of the United States at night, showing city lights and a glowing network of lines across the landmass. The text is overlaid on the left side of the map.

**KEY CORE MEASURE
OVERALL PERFORMANCE**

OVERALL PERFORMANCE

INDEX SCORES

2018 Overall Performance

| | 2017 | 2016 | 2015 | 2014 | 2013 | 2012 |
|-----------------------------|------|------|------|------|------|------|
| 18-34 | 59↑ | n/a | 50 | 54 | 60 | 55 |
| State-wide | 59↑ | 59 | 59 | 60 | 61 | 60 |
| Small Rural | 56↑ | 58 | 57 | 59 | n/a | n/a |
| Lake Nag/Hughes Creek Wards | 55 | n/a | n/a | n/a | n/a | n/a |
| 65+ | 54 | n/a | 49 | 51 | 53 | 50 |
| Seven Creeks Ward | 53 | n/a | n/a | n/a | n/a | n/a |
| Men | 52 | n/a | 49 | 48 | 53 | 50 |
| Strathbogie | 52 | n/a | 48 | 51 | 52 | 50 |
| Women | 52 | n/a | 48 | 53 | 52 | 50 |
| 35-49 | 52 | n/a | 47 | 50 | 51 | 48 |
| Mount Wombat Ward | 51* | n/a | n/a | n/a | n/a | n/a |
| 50-64 | 46↓ | n/a | 47 | 48 | 47 | 48 |
| Honeysuckle Creek Ward | 44↓ | n/a | n/a | n/a | n/a | n/a |

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

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

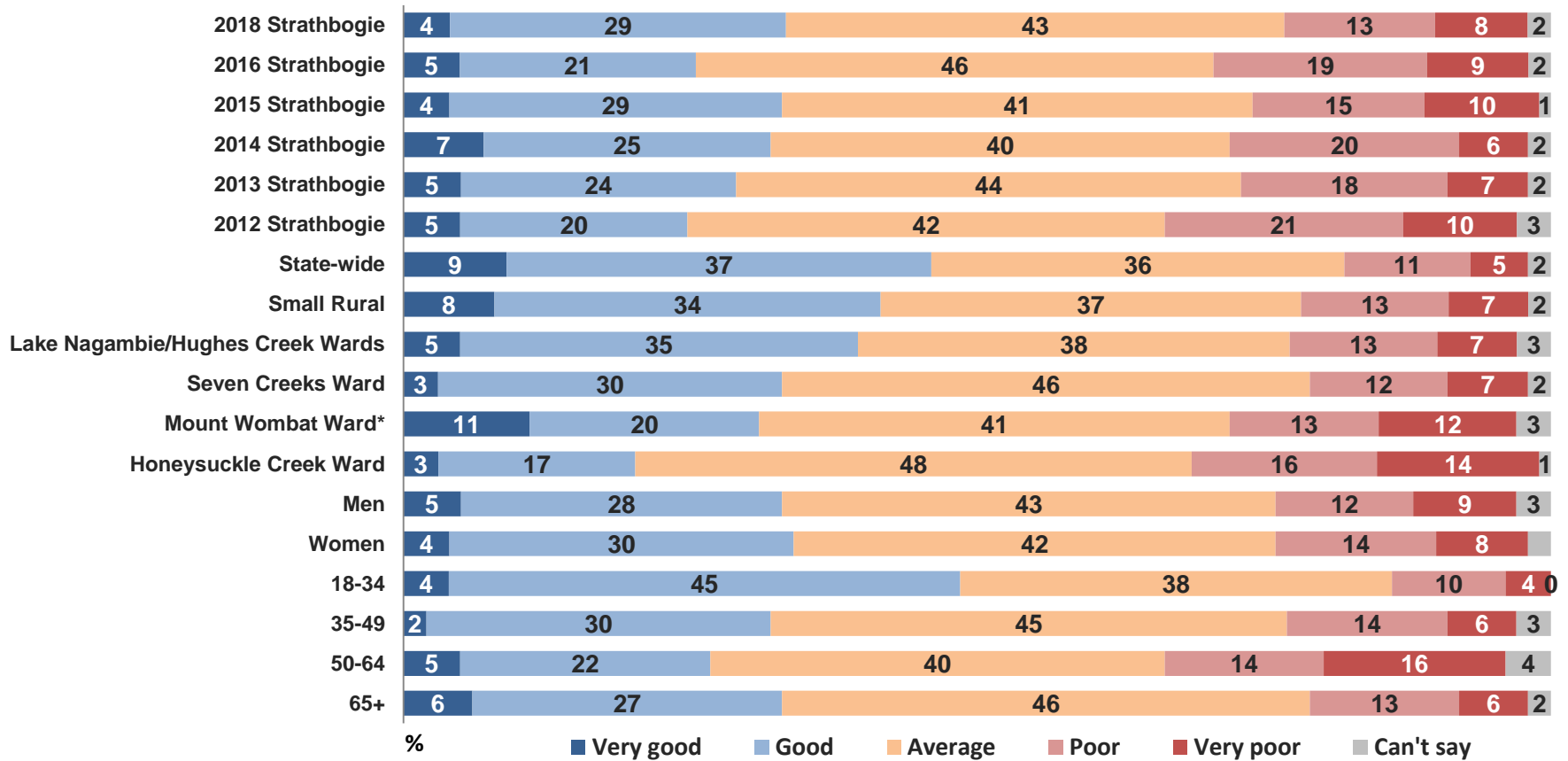
Note: Please see page 6 for explanation about significant differences.

*Caution: small sample size < n=30

OVERALL PERFORMANCE

DETAILED PERCENTAGES

2018 Overall Performance



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

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

*Caution: small sample size < n=30



**KEY CORE MEASURE
CUSTOMER SERVICE**

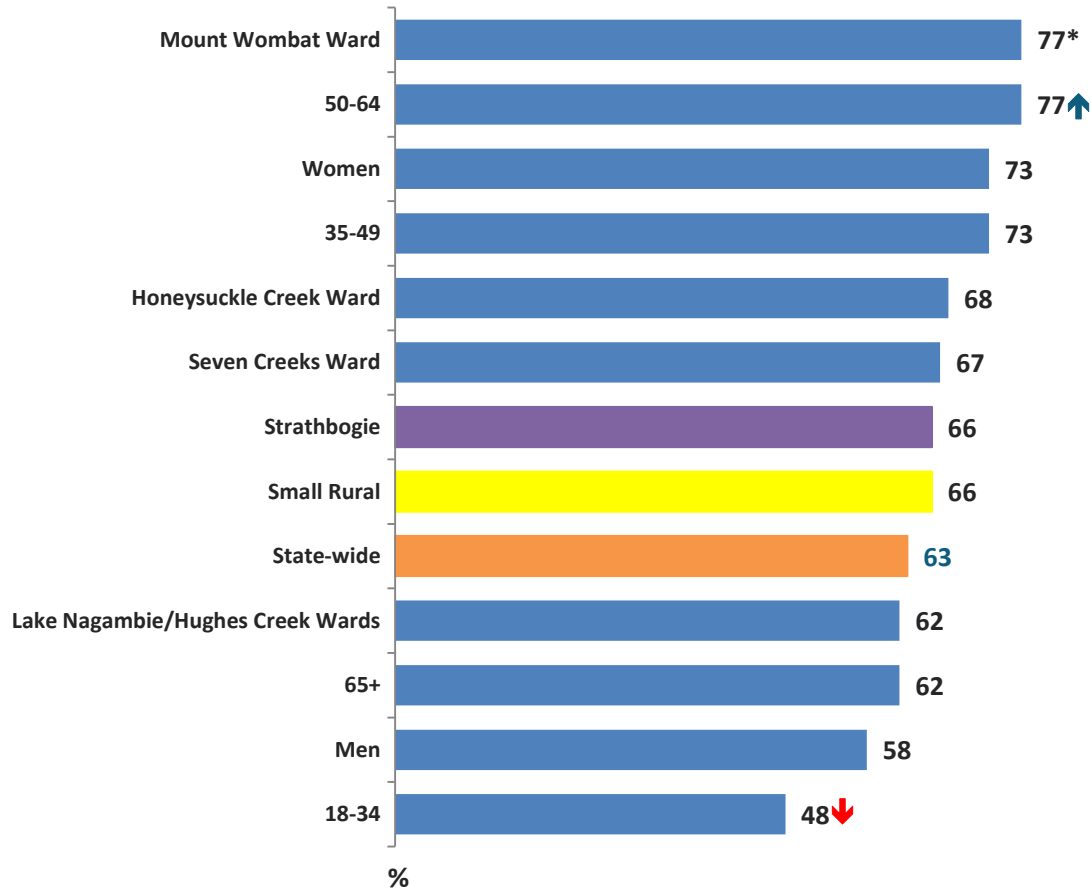
CONTACT LAST 12 MONTHS

SUMMARY

| | |
|---|--|
| Overall contact with Strathbogie Shire Council | <ul style="list-style-type: none">• 66% |
| Most contact with Strathbogie Shire Council | <ul style="list-style-type: none">• Aged 50-64 years |
| Least contact with Strathbogie Shire Council | <ul style="list-style-type: none">• Aged 18-34 years |
| Customer service rating | <ul style="list-style-type: none">• Index score of 70 |
| Most satisfied with customer service | <ul style="list-style-type: none">• Lake Nagambie/Hughes Creek Wards |
| Least satisfied with customer service | <ul style="list-style-type: none">• Honeysuckle Creek Ward |

2018 CONTACT WITH COUNCIL

2018 Contact with Council



Q5a. Have you or any member of your household had any recent contact with Strathbogie Shire Council in any of the following ways?

Base: All respondents. Councils asked state-wide: 21 Councils asked group: 5

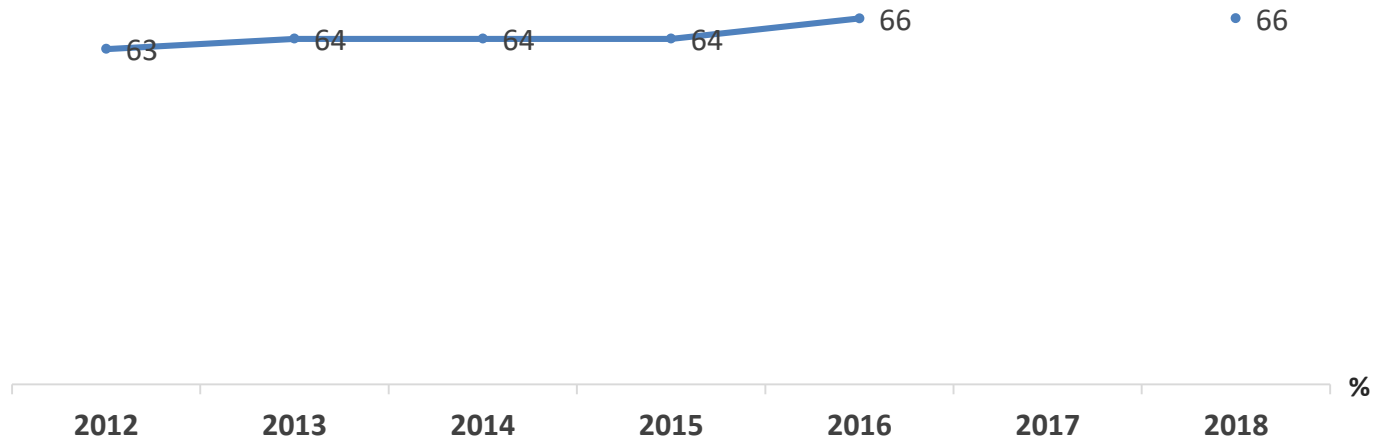
Note: Please see page 6 for explanation about significant differences.

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2018 CONTACT WITH COUNCIL

2018 Contact with Council

Have had contact

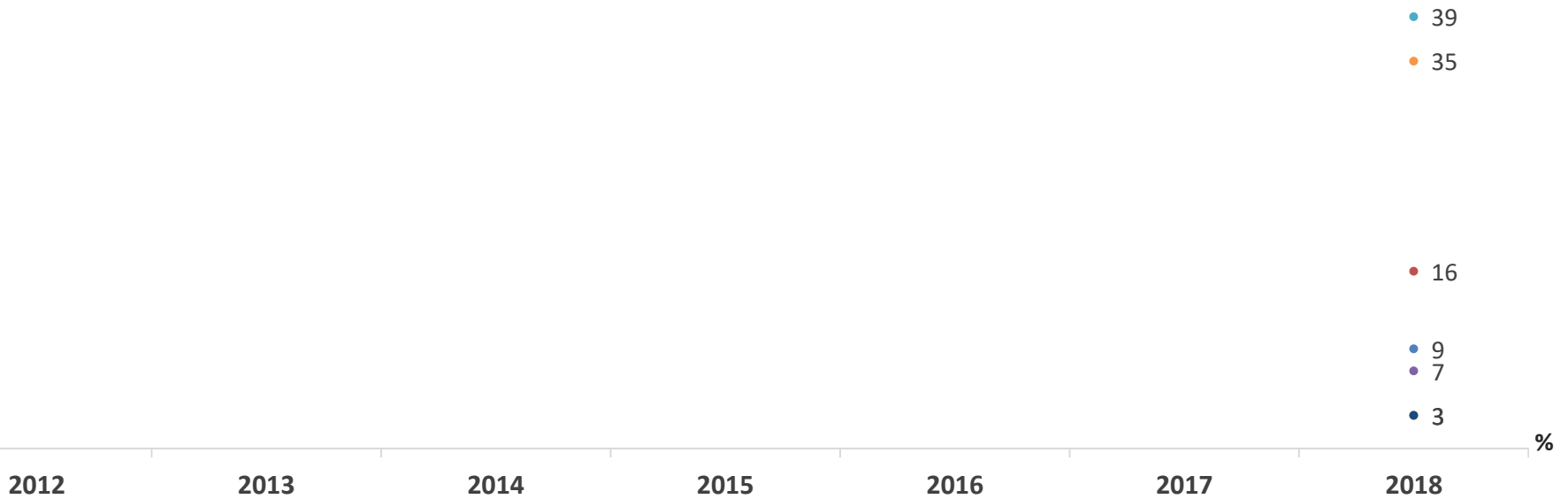


Q5a. Have you or any member of your household had any recent contact with Strathbogie Shire Council in any of the following ways?

Base: All respondents. Councils asked state-wide: 21 Councils asked group: 5

2018 METHOD OF CONTACT WITH COUNCIL

2018 Method of Contact



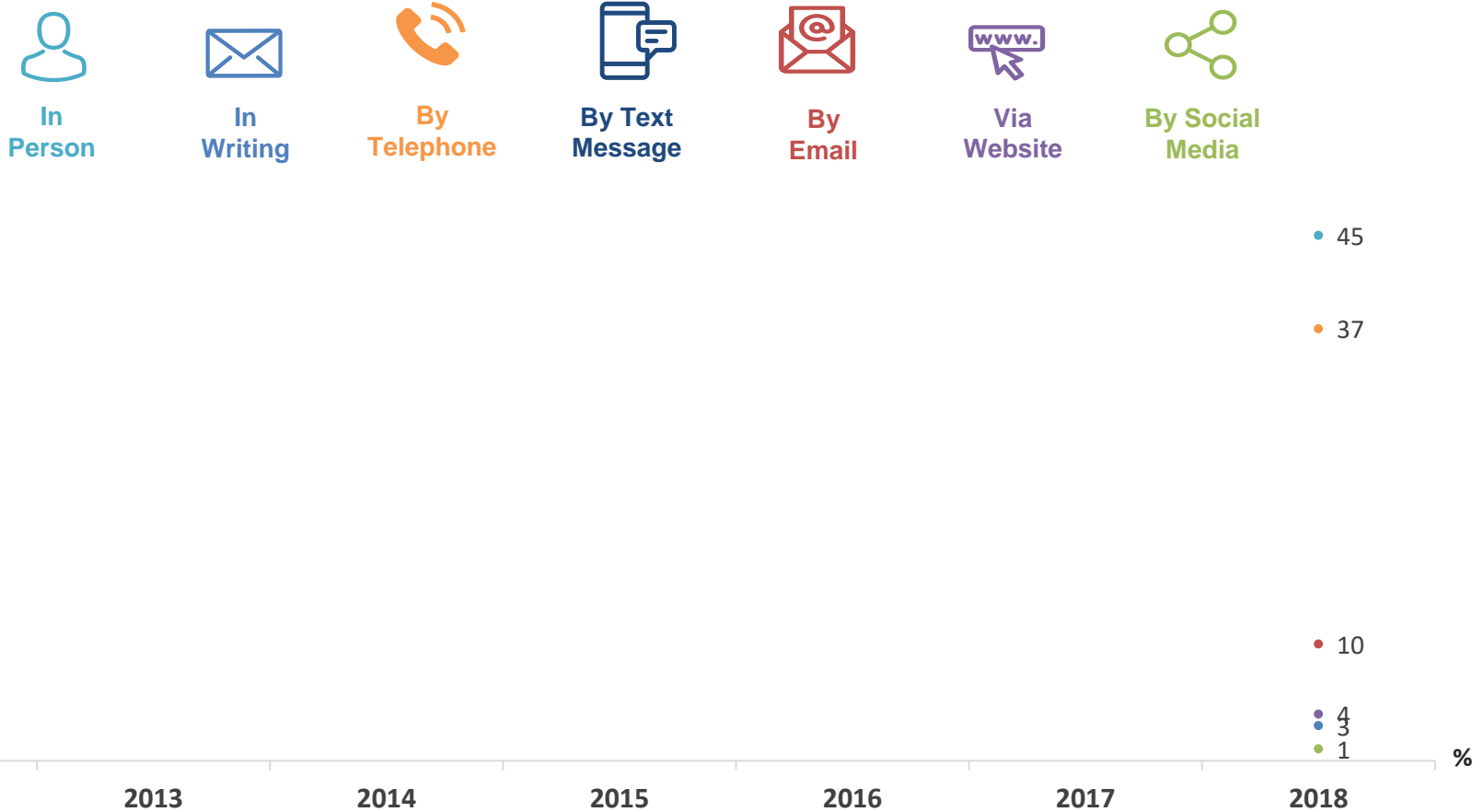
Q5a. Have you or any member of your household had any recent contact with Strathbogie Shire Council in any of the following ways?

Base: All respondents. Councils asked state-wide: 21 Councils asked group: 5

Note: Respondents could name multiple contacts methods so responses may add to more than 100%

2018 MOST RECENT METHOD OF CONTACT WITH COUNCIL

2018 Most Recent Contact



Q5b. What was the method of contact for the most recent contact you had with Strathbogie Shire Council?

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

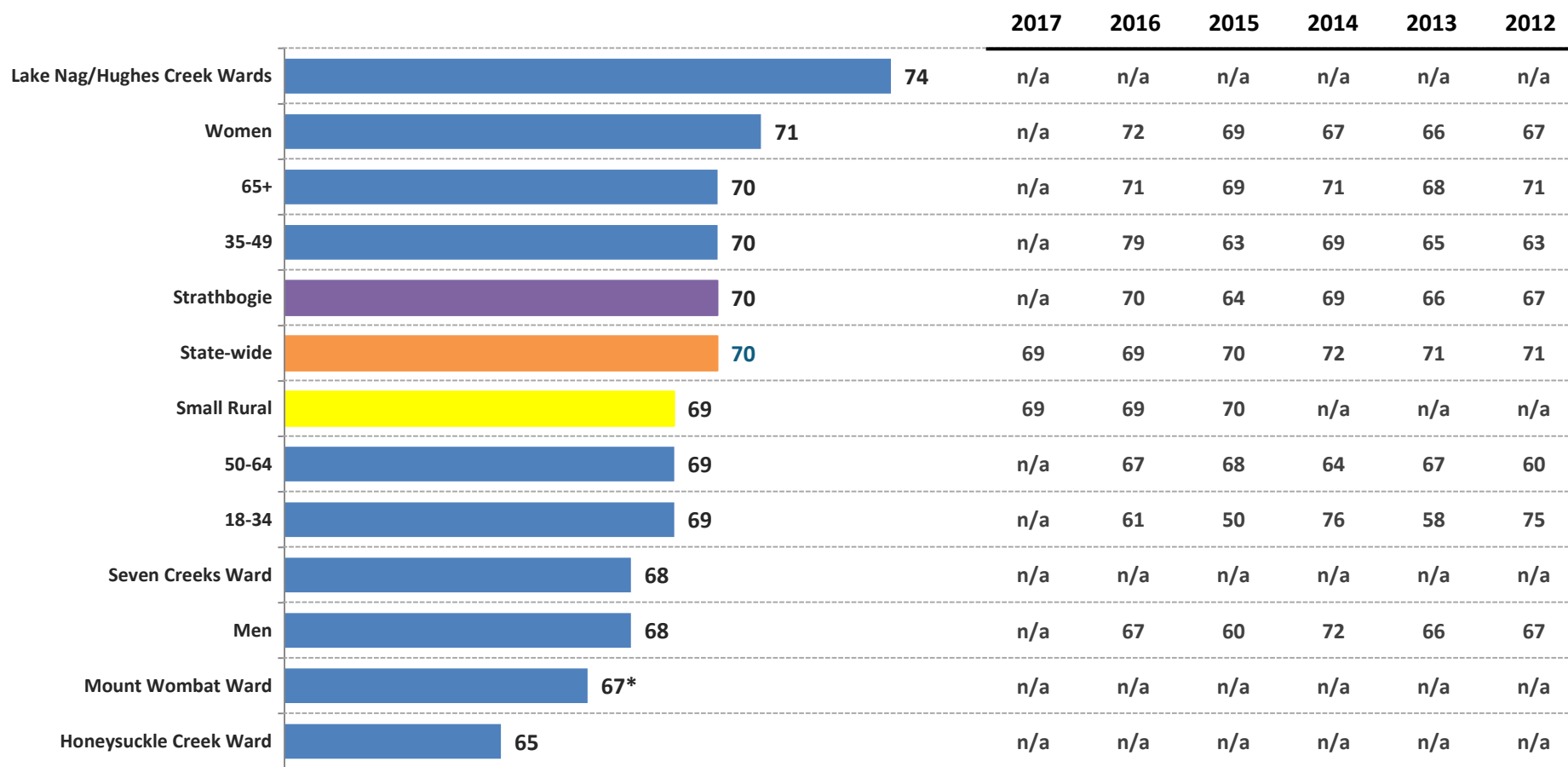
Councils asked state-wide: 21 Councils asked group: 5

Note: Respondents could name multiple contacts methods so responses may add to more than 100%

2018 CONTACT CUSTOMER SERVICE INDEX SCORES



2018 Customer Service Rating



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

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

Councils asked state-wide: 64 Councils asked group: 18

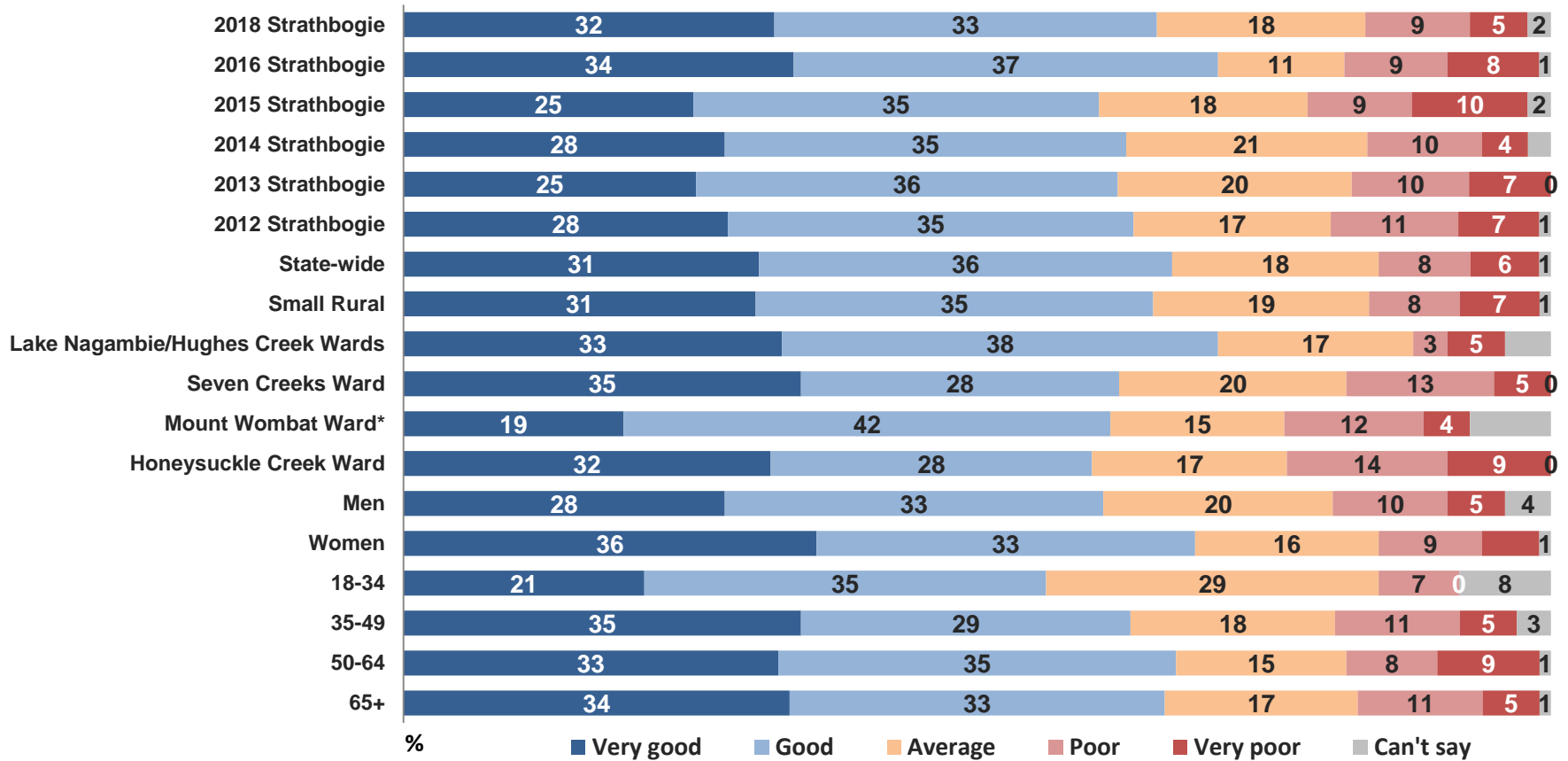
Note: Please see page 6 for explanation about significant differences.

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2018 CONTACT CUSTOMER SERVICE

DETAILED PERCENTAGES

2018 Customer Service Rating



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

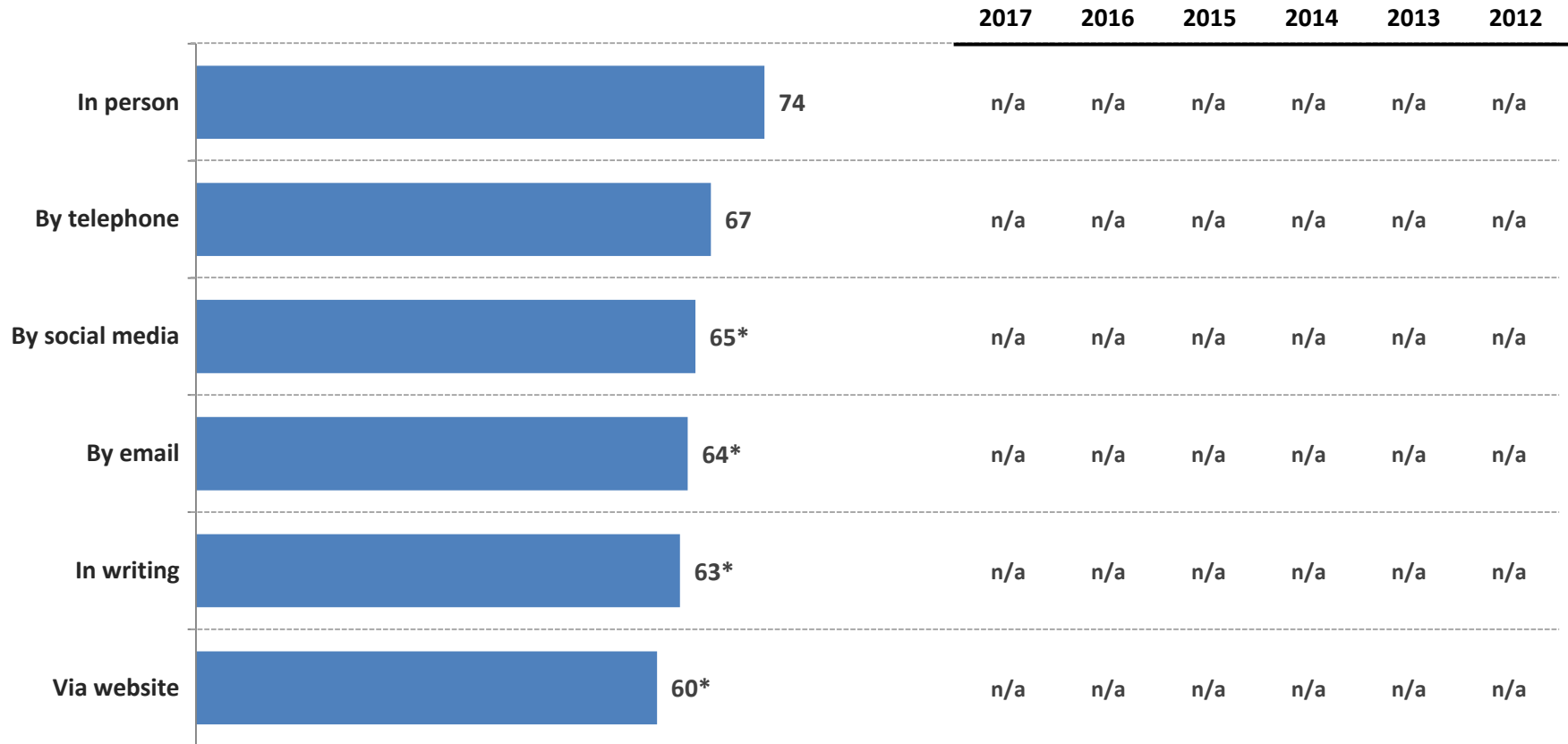
Base: All respondents who have had contact with Council in the last 12 months.

Councils asked state-wide: 64 Councils asked group: 18

*Caution: small sample size < n=30

2018 CONTACT CUSTOMER SERVICE INDEX SCORES BY METHOD OF LAST CONTACT

2018 Customer Service Rating



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

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

Councils asked state-wide: 21 Councils asked group: 5

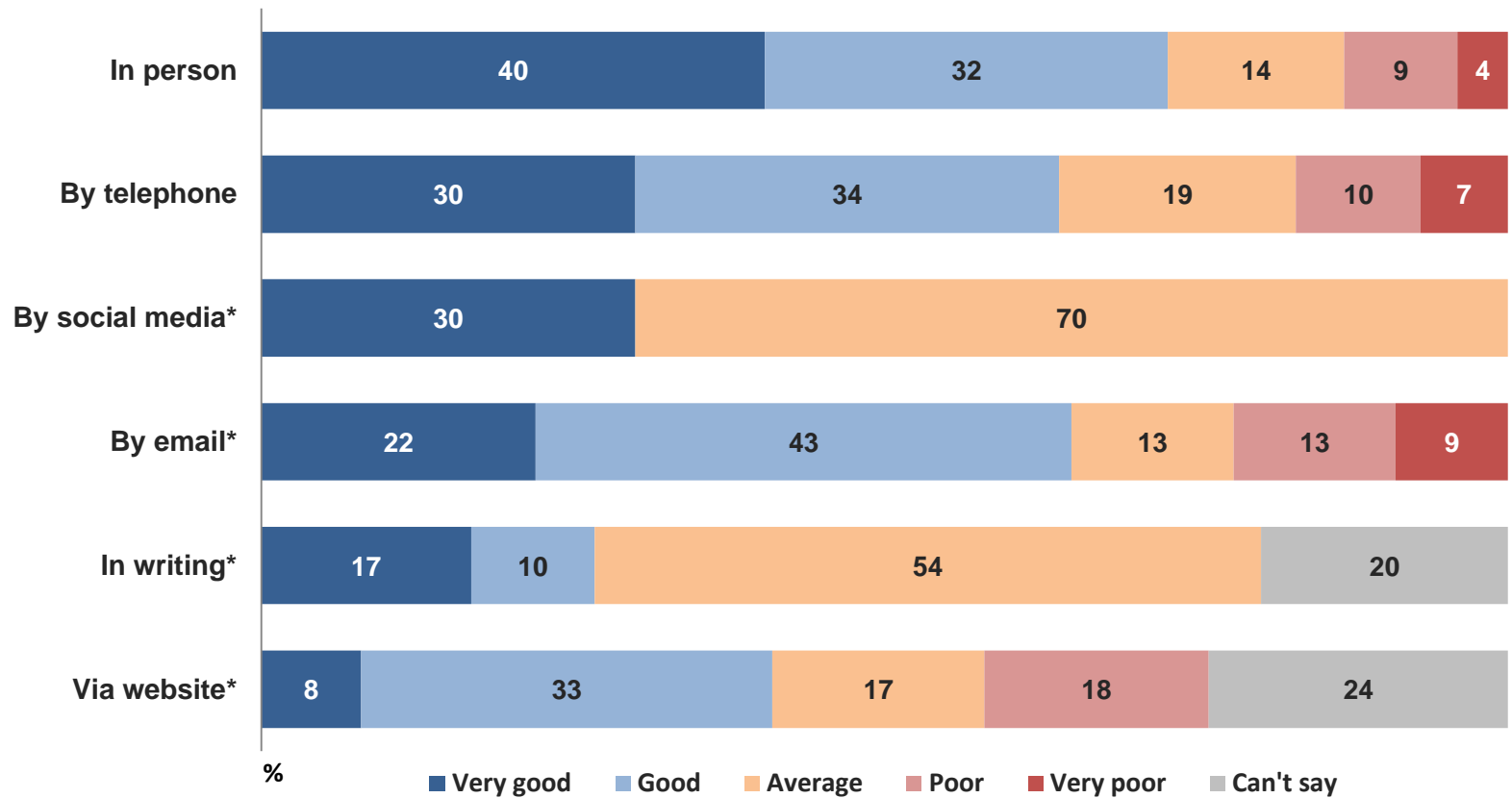
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2018 CONTACT CUSTOMER SERVICE

DETAILED PERCENTAGES BY METHOD OF LAST CONTACT

2018 Customer Service Rating



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

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

Councils asked state-wide: 21 Councils asked group: 5

*Caution: small sample size < n=30



KEY CORE MEASURE COUNCIL DIRECTION INDICATORS

COUNCIL DIRECTION SUMMARY

Council direction

- 62% stayed about the same
- 19% improved
- 15% deteriorated

Most satisfied with council direction

- Aged 18-34 years
- Lake Nagambie/Hughes Creek Wards

Least satisfied with council direction

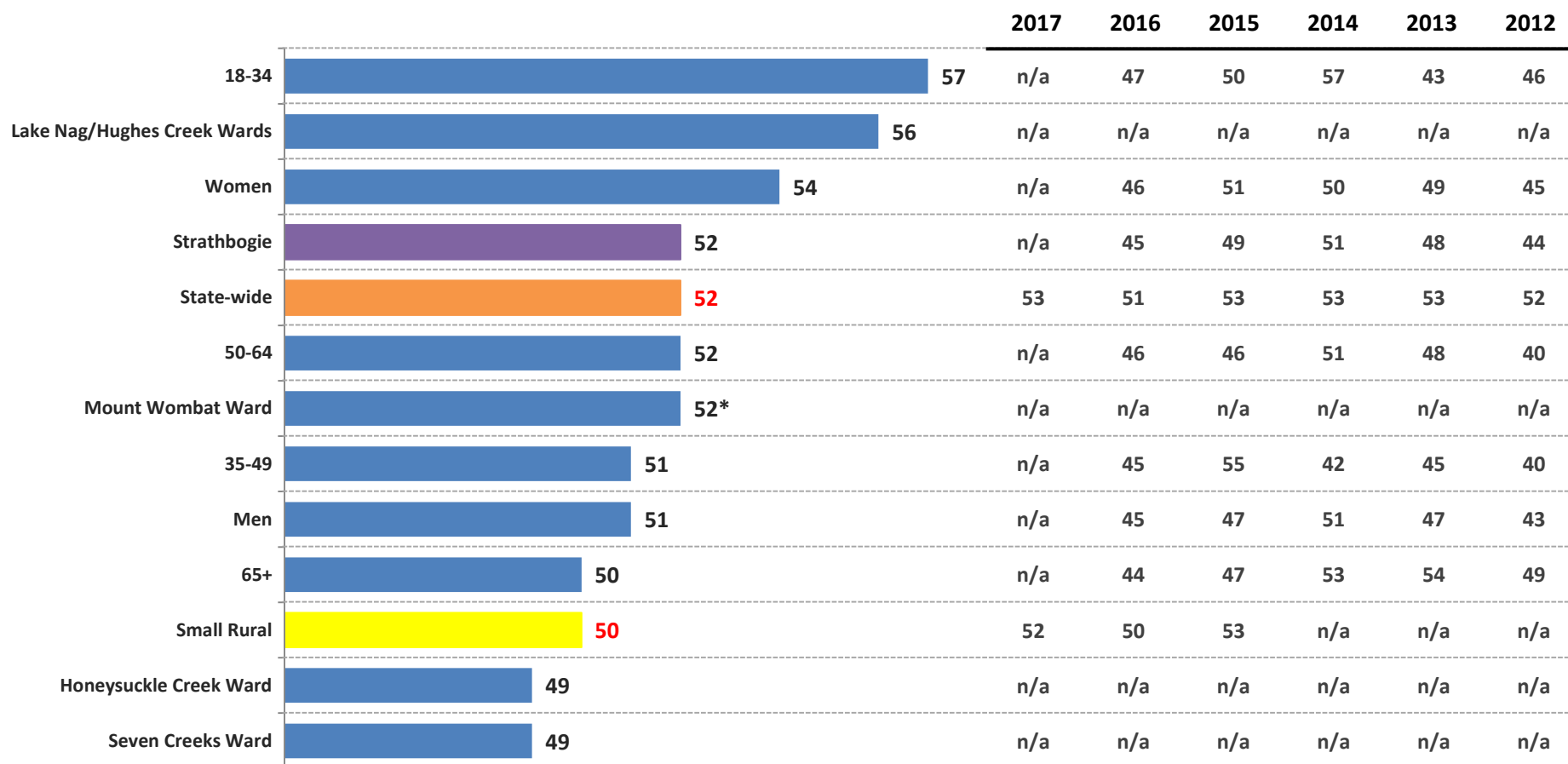
- Seven Creeks Ward
- Honeysuckle Creek Ward

2018 OVERALL COUNCIL DIRECTION LAST 12 MONTHS

INDEX SCORES



2018 Overall Direction



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

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

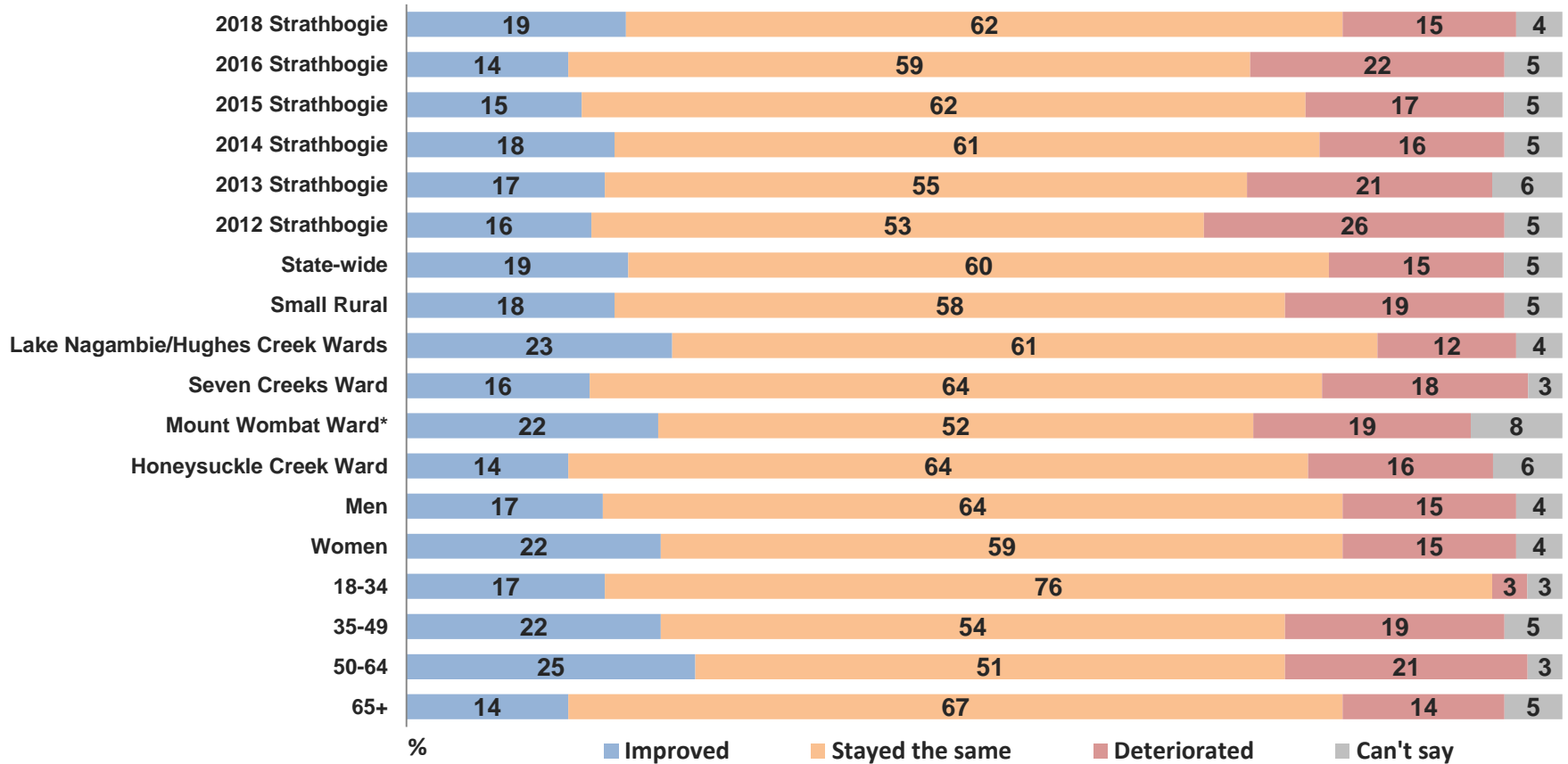
Note: Please see page 6 for explanation about significant differences.

*Caution: small sample size < n=30

2018 OVERALL COUNCIL DIRECTION LAST 12 MONTHS

DETAILED PERCENTAGES

2018 Overall Direction



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

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

*Caution: small sample size < n=30

COMMUNICATIONS

COMMUNICATIONS

SUMMARY

Overall preferred forms of communication

- Newsletter sent via mail (32%)

Preferred forms of communication among over 50s

- Newsletter sent via mail (33%)

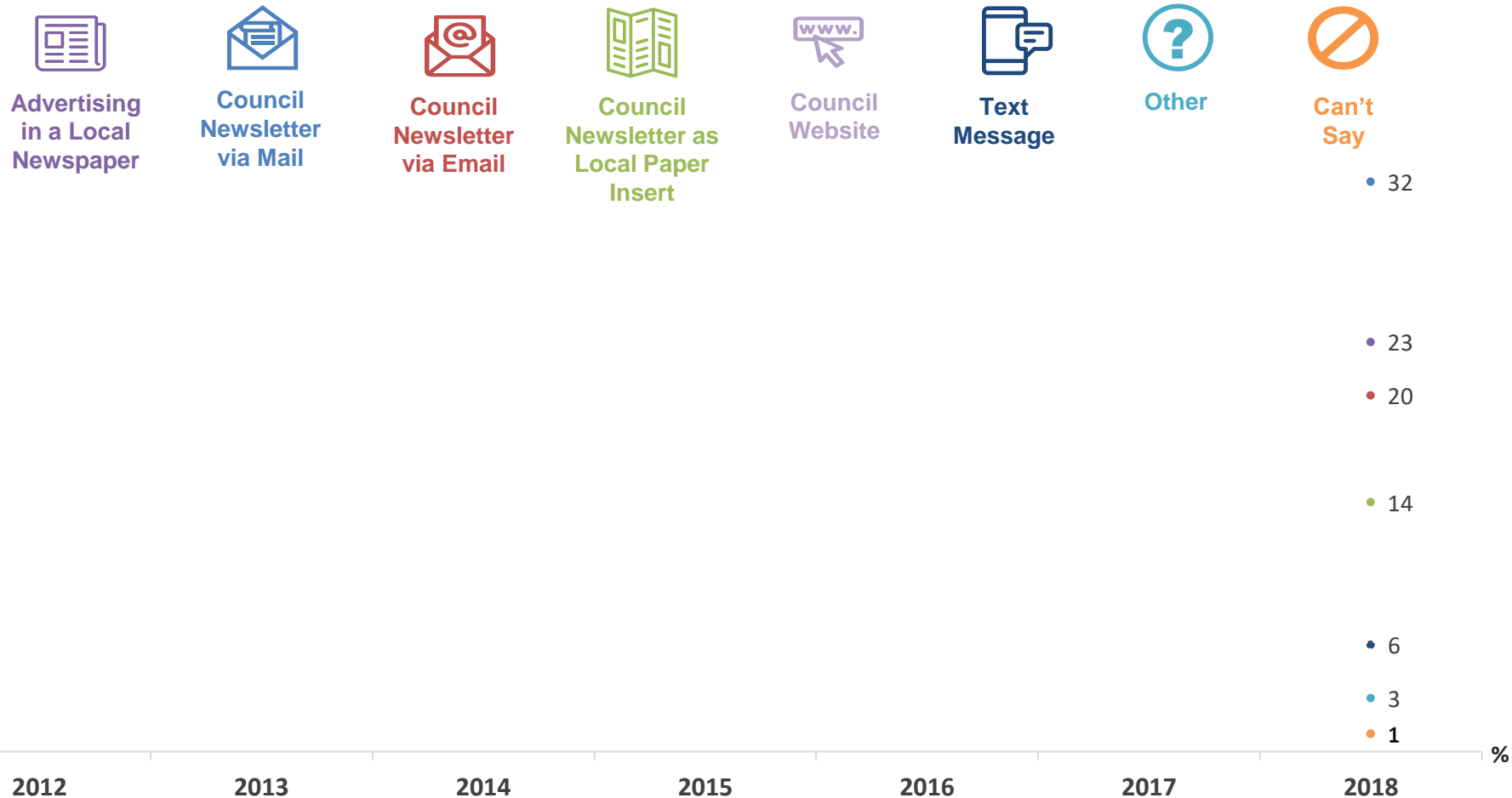
Preferred forms of communication among under 50s

- Newsletter sent via mail (31%)

Note: Website and text message formats again did not rate as highly as other modes of communication, although further analysis is recommended to understand the demographic preference profiles of the various different forms of communication.

2018 BEST FORMS OF COMMUNICATION

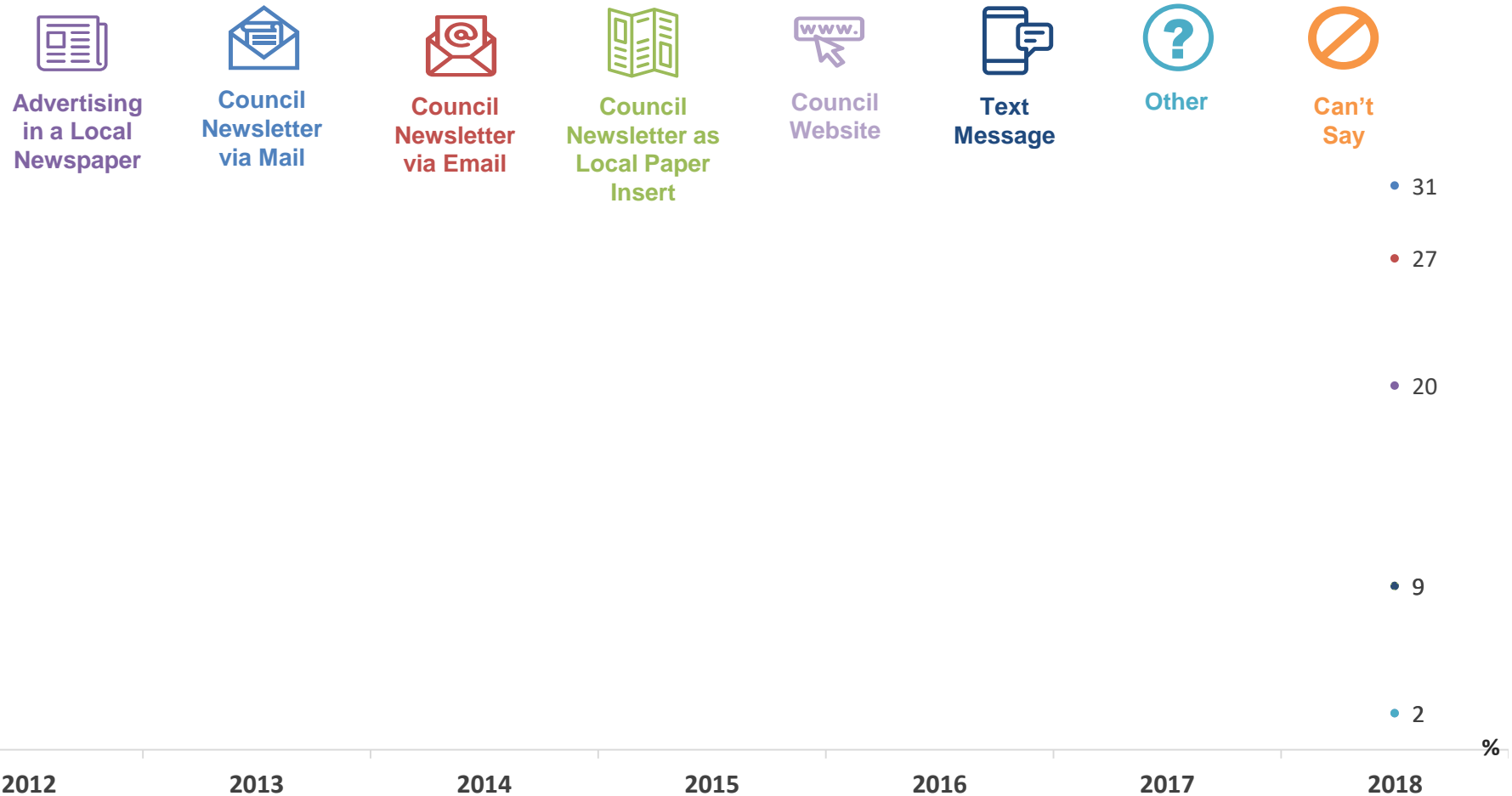
2018 Best Form



Q13. If Strathbogie Shire Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?
 Base: All respondents. Councils asked state-wide: 26 Councils asked group: 7

2018 BEST FORMS OF COMMUNICATION: UNDER 50S

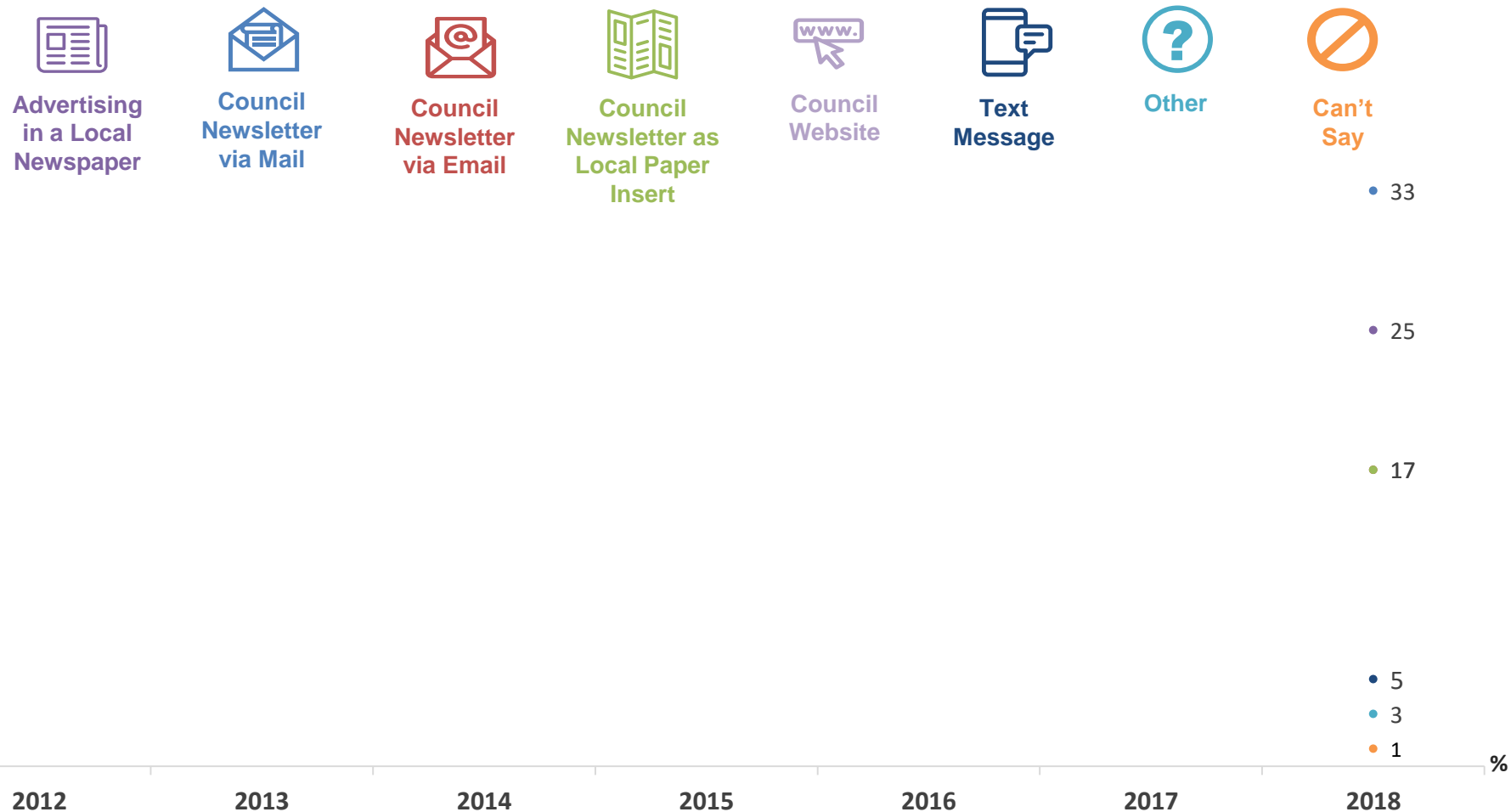
2018 Under 50s Best Form



Q13. If Strathbogie Shire Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?
 Base: All respondents aged under 50. Councils asked state-wide: 26 Councils asked group: 7

2018 BEST FORMS OF COMMUNICATION: OVER 50S

2018 Over 50s Best Form



Q13. If Strathbogie Shire Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?
 Base: All respondents aged over 50. Councils asked state-wide: 26 Councils asked group: 7

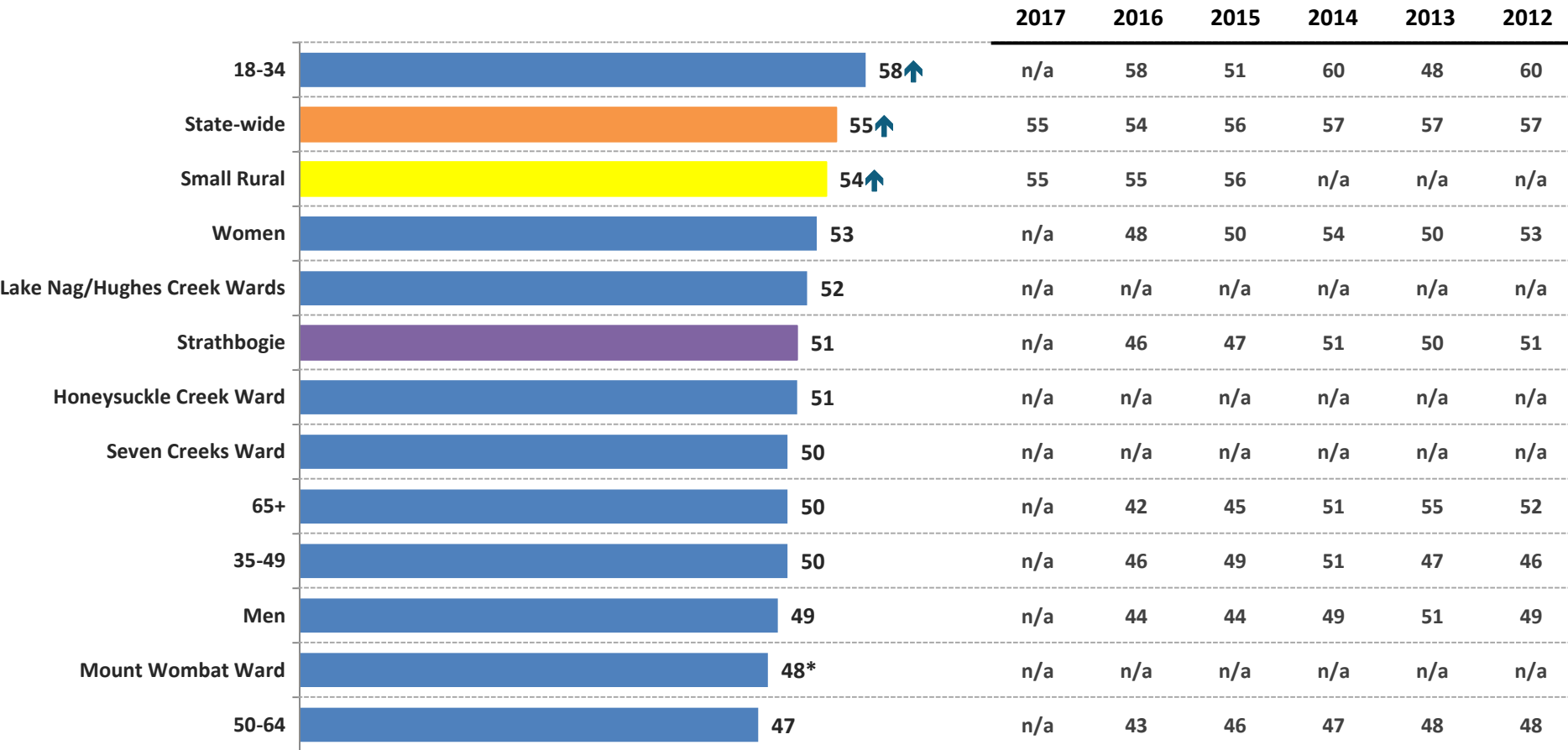


INDIVIDUAL SERVICE AREAS

2018 COMMUNITY CONSULTATION AND ENGAGEMENT PERFORMANCE INDEX SCORES



2018 Consultation and Engagement Performance



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

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

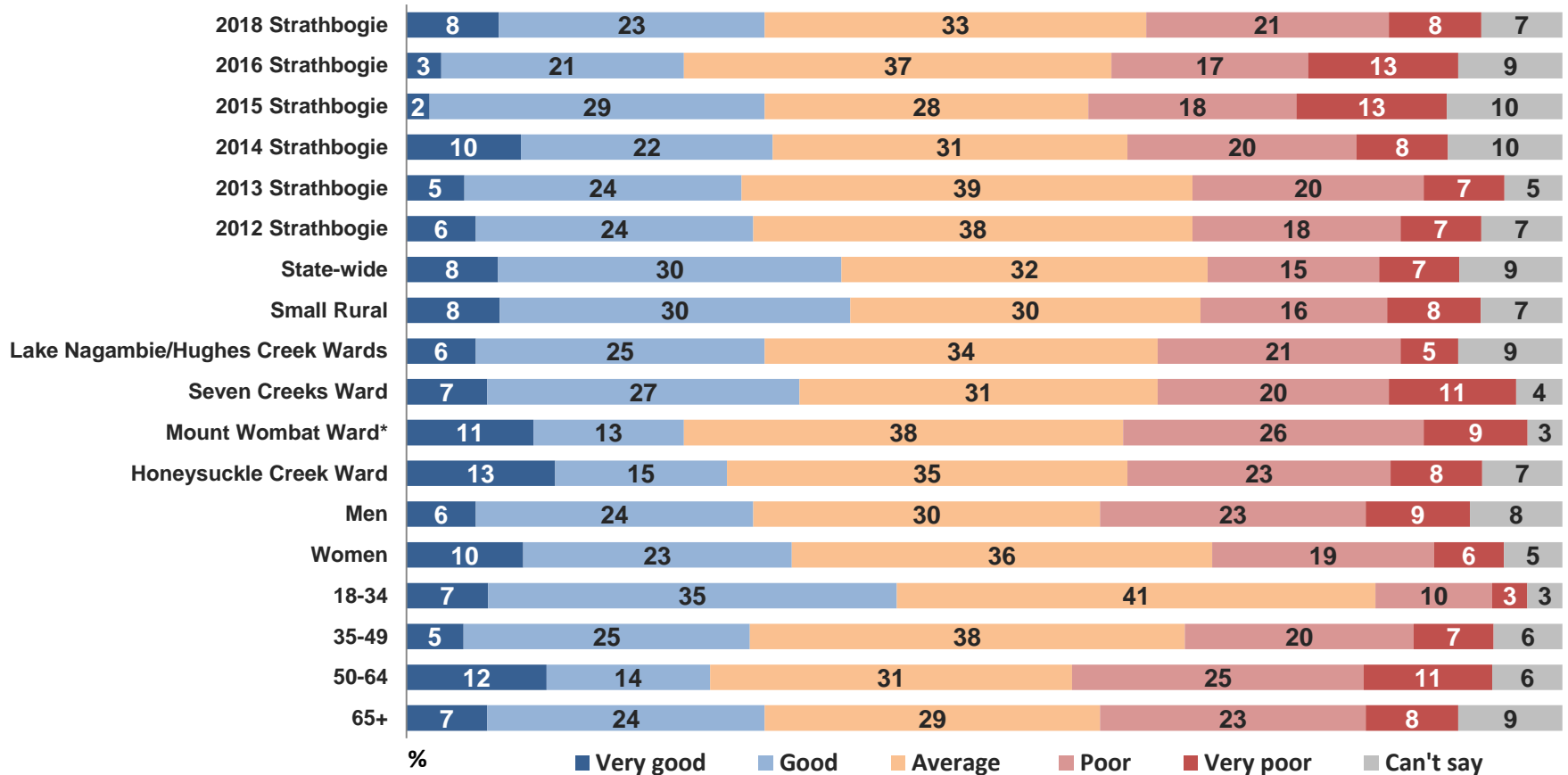
Note: Please see page 6 for explanation about significant differences.

*Caution: small sample size < n=30

2018 COMMUNITY CONSULTATION AND ENGAGEMENT

PERFORMANCE DETAILED PERCENTAGES

2018 Consultation and Engagement Performance



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

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

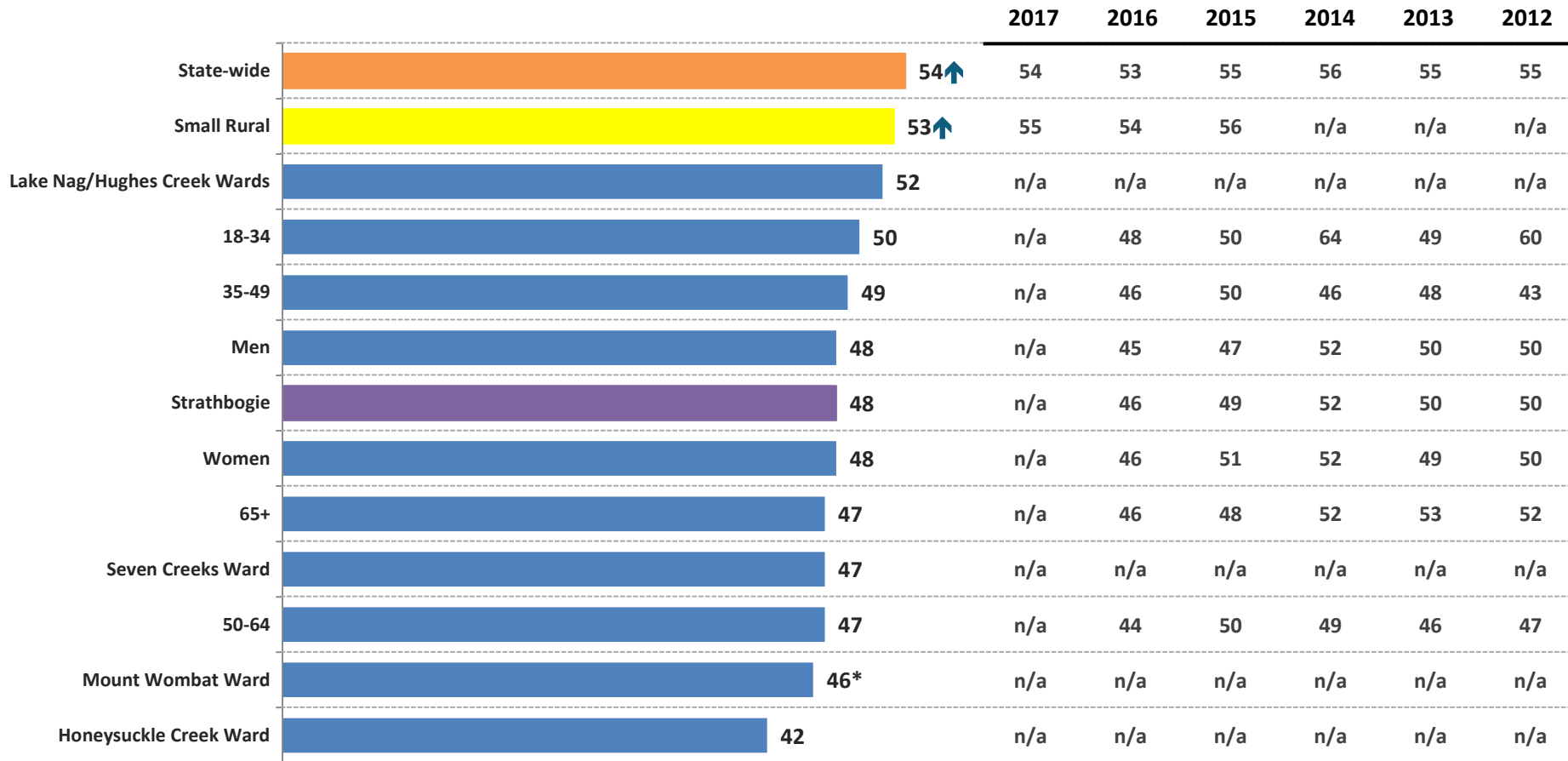
*Caution: small sample size < n=30

2018 LOBBYING ON BEHALF OF THE COMMUNITY

PERFORMANCE INDEX SCORES



2018 Lobbying Performance



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

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

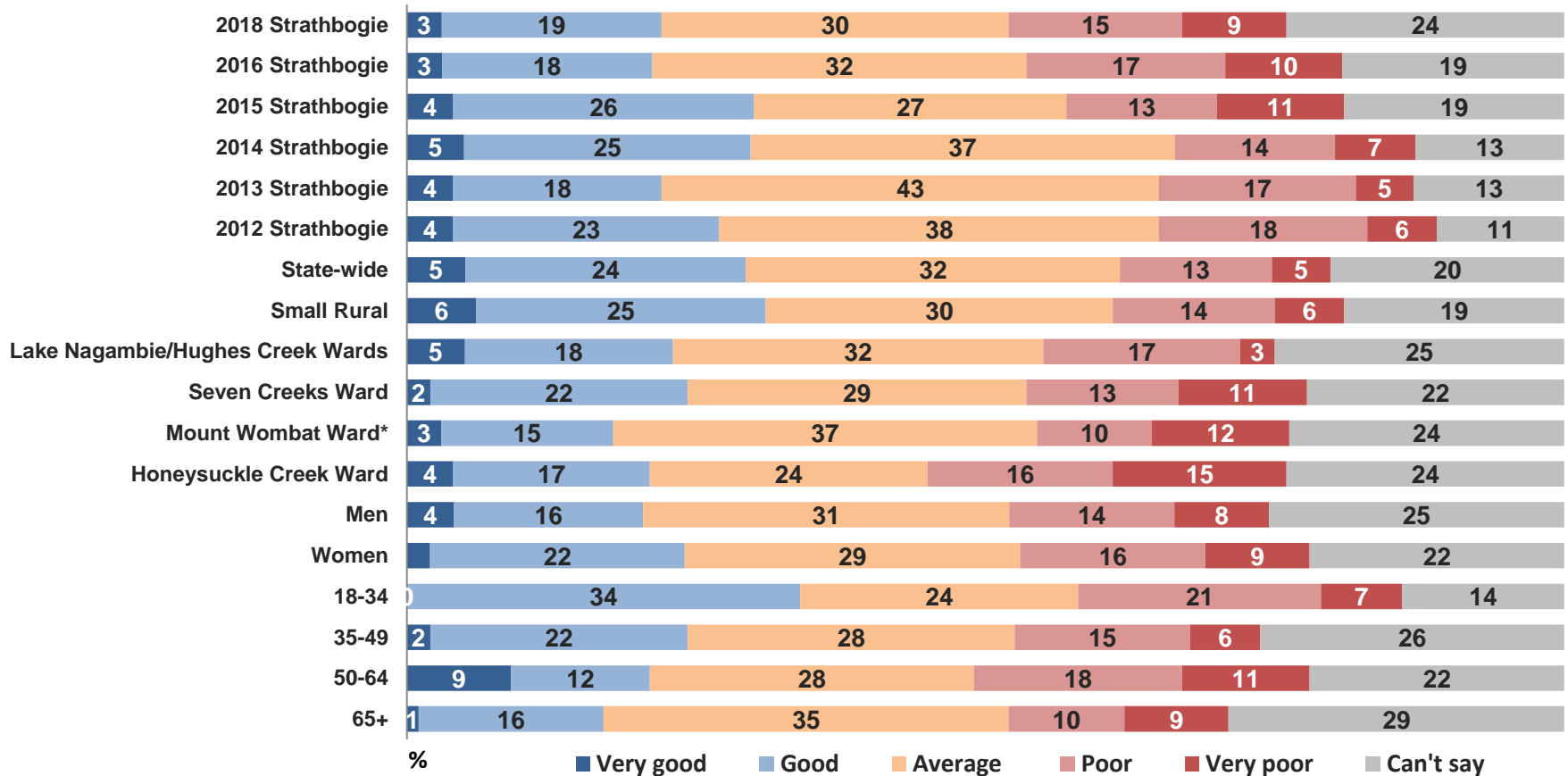
Note: Please see page 6 for explanation about significant differences.

*Caution: small sample size < n=30

2018 LOBBYING ON BEHALF OF THE COMMUNITY

PERFORMANCE DETAILED PERCENTAGES

2018 Lobbying Performance



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

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

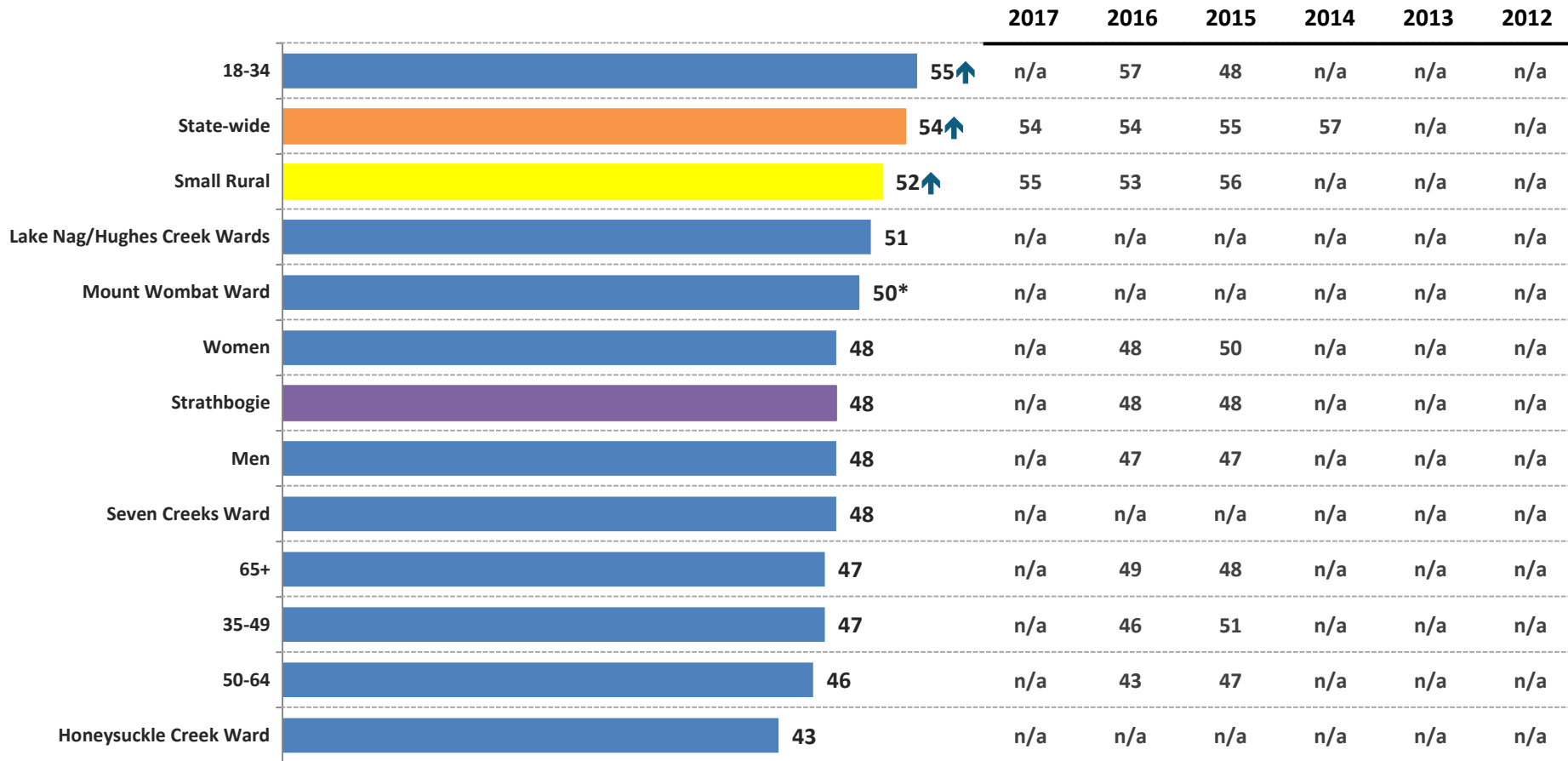
*Caution: small sample size < n=30

2018 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY

PERFORMANCE INDEX SCORES



2018 Community Decisions Made Performance



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

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

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

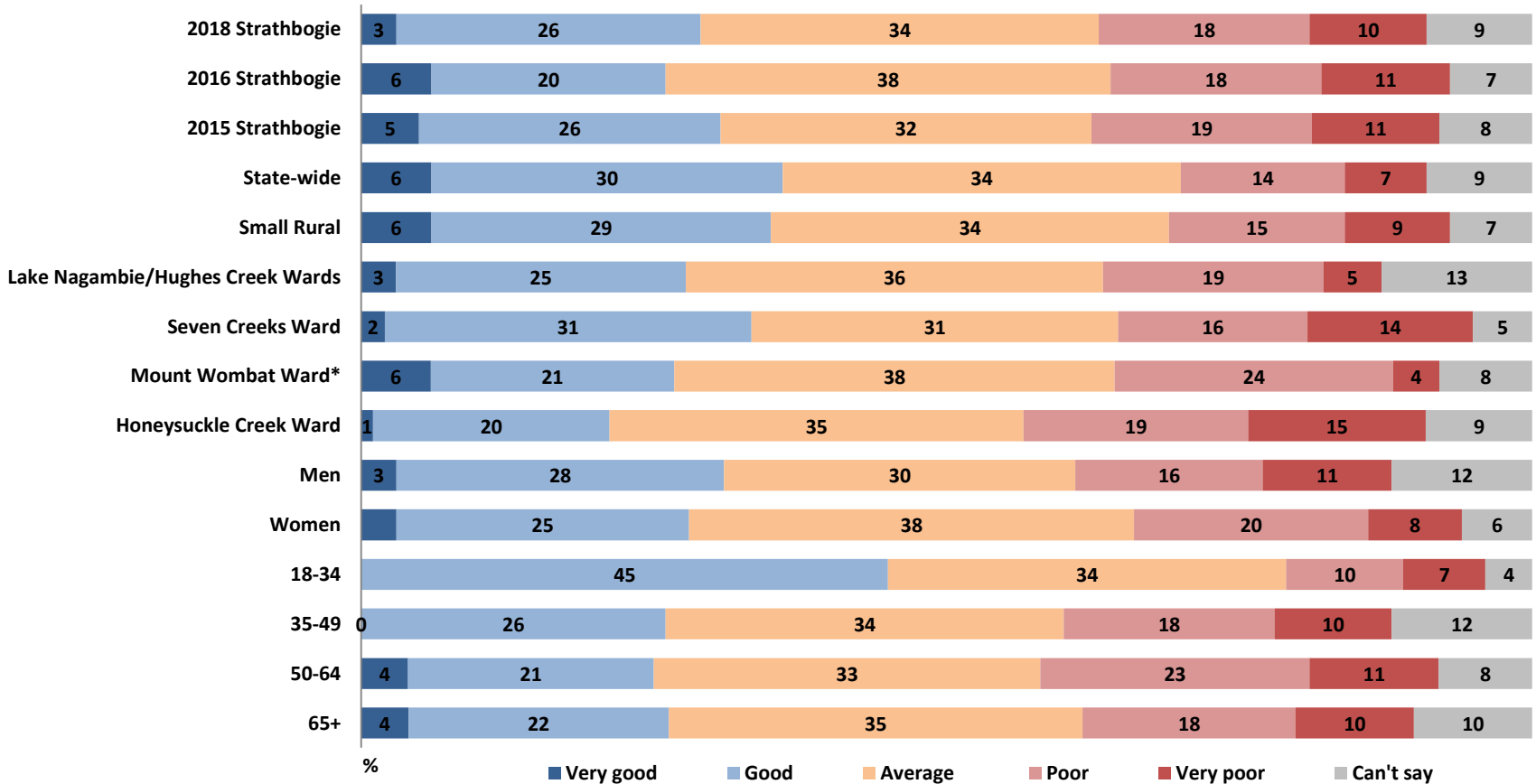
*Caution: small sample size < n=30

2018 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY

PERFORMANCE DETAILED PERCENTAGES



2018 Community Decisions Made Performance



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

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

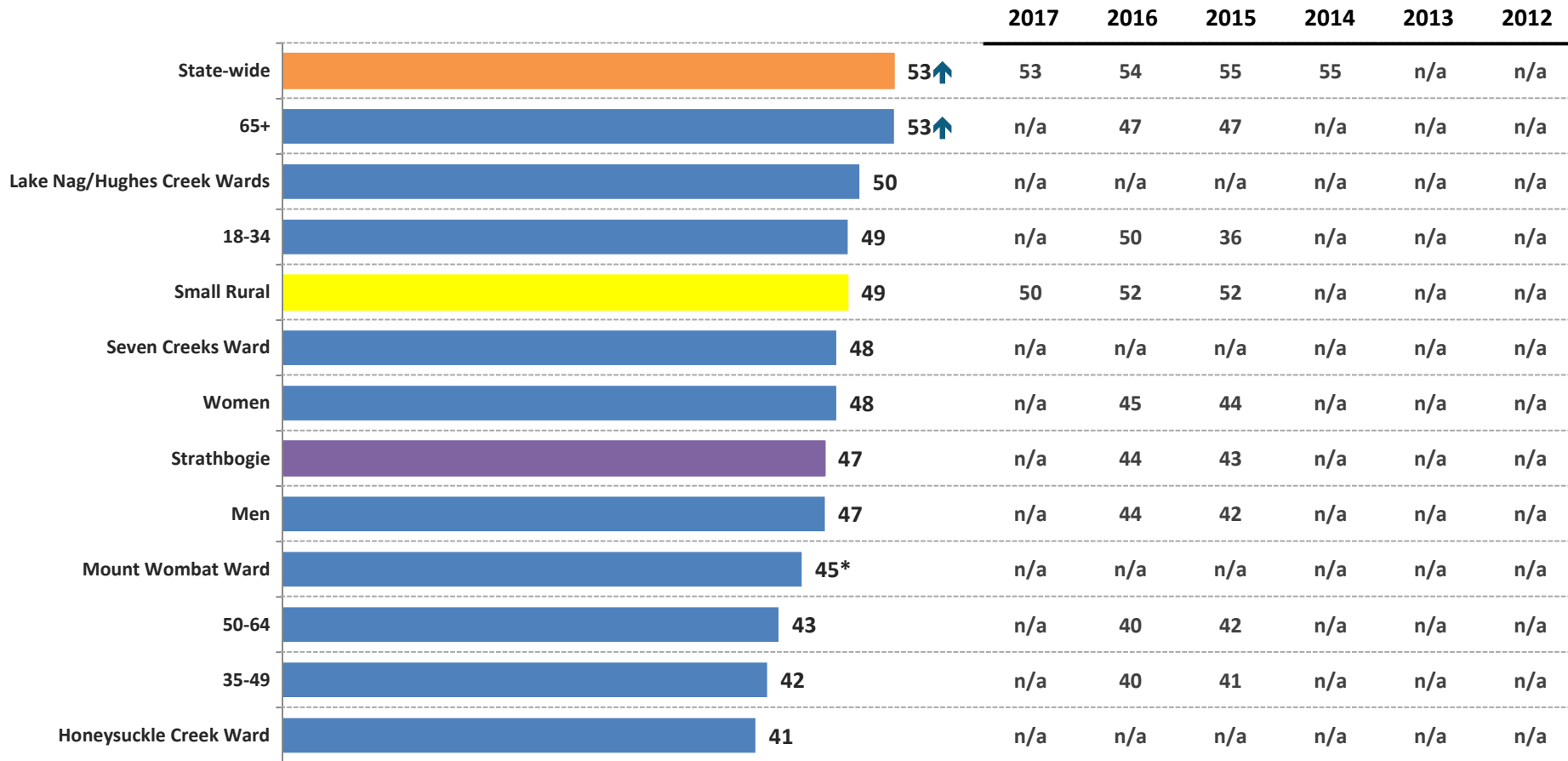
*Caution: small sample size < n=30

2018 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA

PERFORMANCE INDEX SCORES



2018 Sealed Local Roads Performance



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

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

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

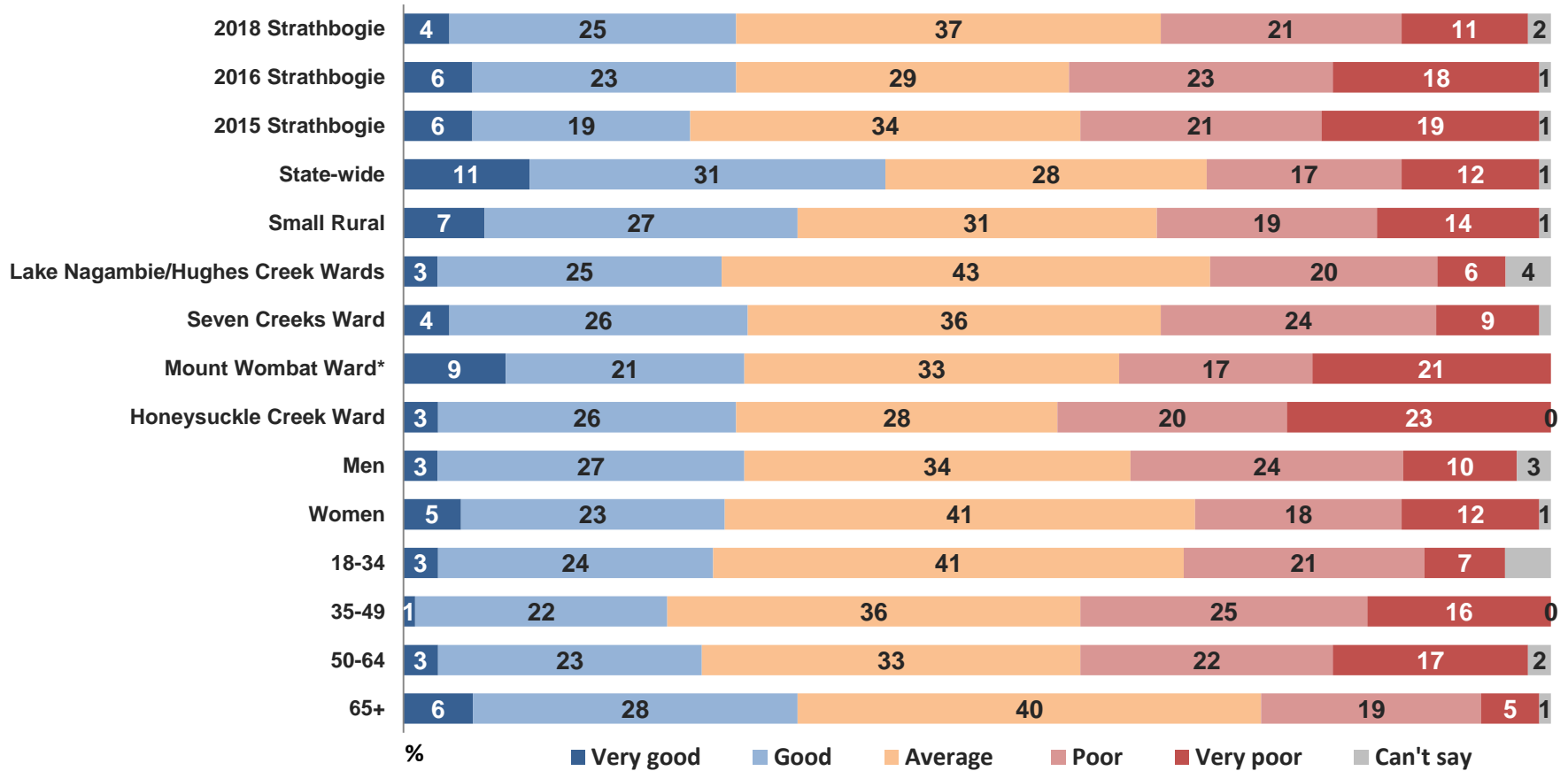
*Caution: small sample size < n=30

2018 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA

PERFORMANCE DETAILED PERCENTAGES



2018 Sealed Local Roads Performance



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

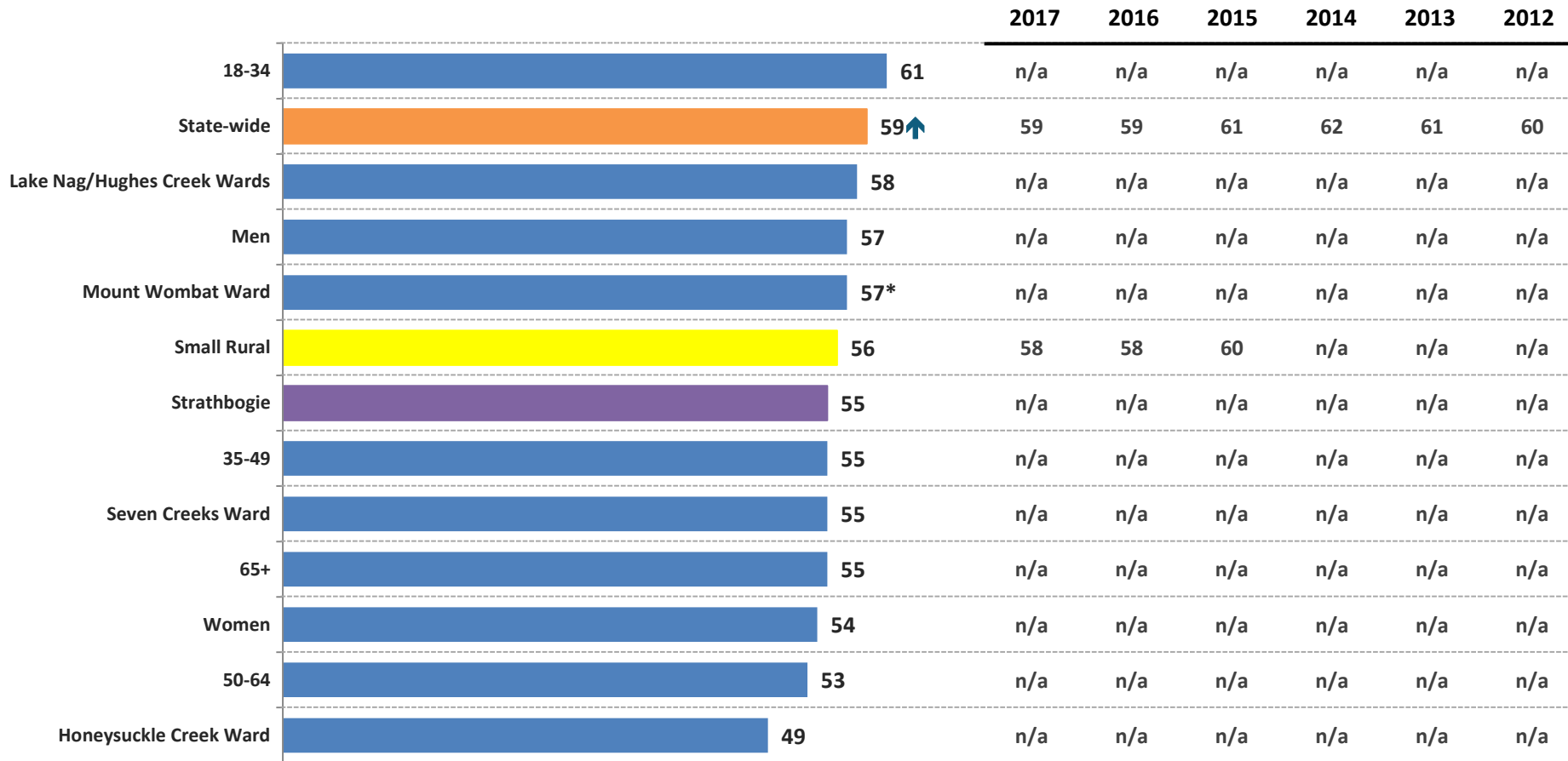
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18

*Caution: small sample size < n=30

2018 INFORMING THE COMMUNITY

PERFORMANCE INDEX SCORES

2018 Informing the Community Performance



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

Base: All respondents. Councils asked state-wide: 28 Councils asked group: 8

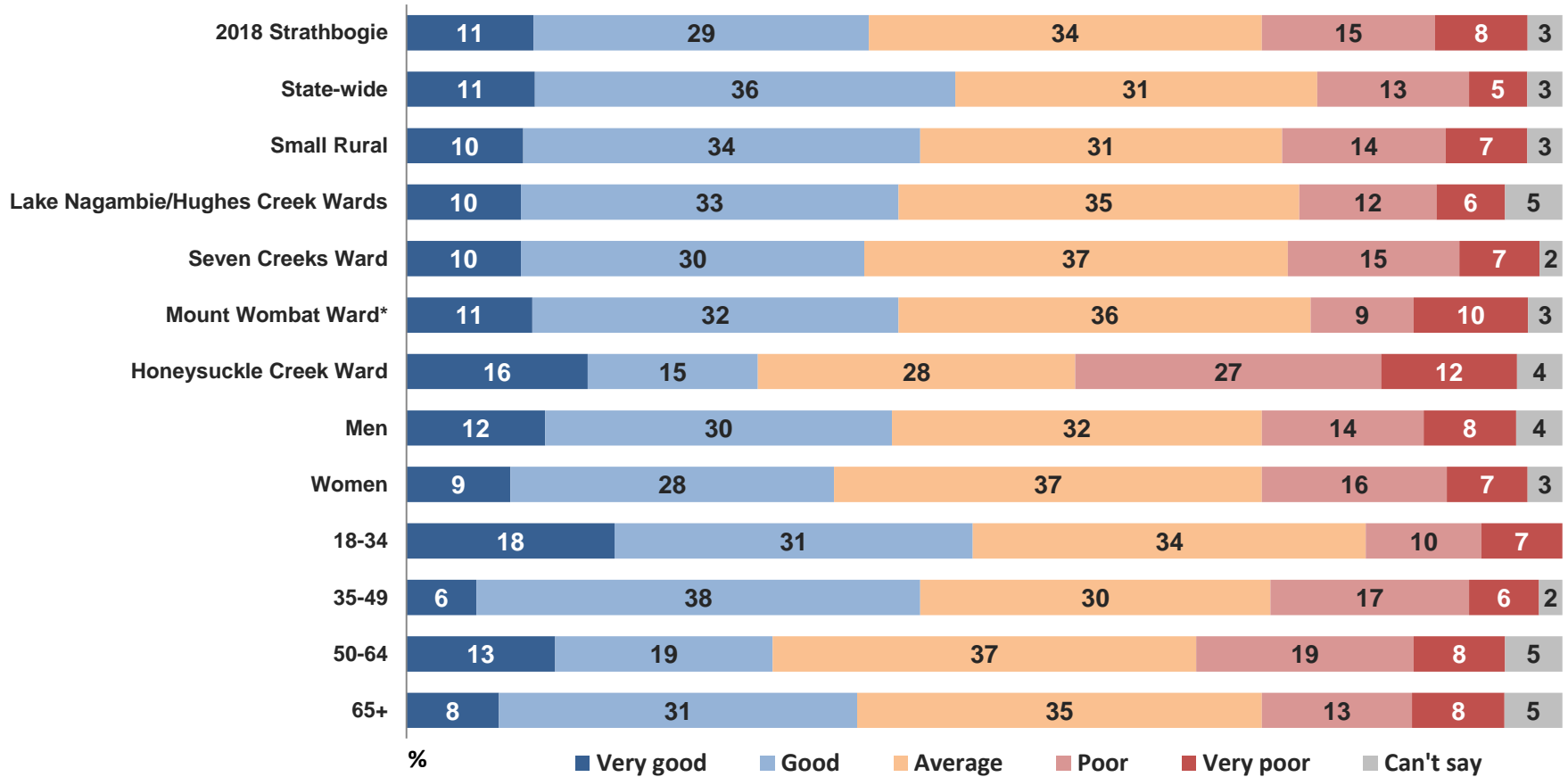
Note: Please see page 6 for explanation about significant differences.

*Caution: small sample size < n=30

2018 INFORMING THE COMMUNITY

PERFORMANCE DETAILED PERCENTAGES

2018 Informing Community Performance



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

Base: All respondents. Councils asked state-wide: 28 Councils asked group: 8

*Caution: small sample size < n=30

2018 THE CONDITION OF LOCAL STREETS AND FOOTPATHS IN YOUR AREA

PERFORMANCE INDEX SCORES



2018 Streets and Footpaths Performance

| | 2017 | 2016 | 2015 | 2014 | 2013 | 2012 |
|-----------------------------|------|------|------|------|------|------|
| State-wide | 57 | 57 | 58 | 58 | 58 | 57 |
| Small Rural | 57 | 58 | 59 | n/a | n/a | n/a |
| Mount Wombat Ward | n/a | n/a | n/a | n/a | n/a | n/a |
| 18-34 | n/a | n/a | n/a | n/a | n/a | n/a |
| Seven Creeks Ward | n/a | n/a | n/a | n/a | n/a | n/a |
| Men | n/a | n/a | n/a | n/a | n/a | n/a |
| 35-49 | n/a | n/a | n/a | n/a | n/a | n/a |
| Strathbogie | n/a | n/a | n/a | n/a | n/a | n/a |
| 65+ | n/a | n/a | n/a | n/a | n/a | n/a |
| 50-64 | n/a | n/a | n/a | n/a | n/a | n/a |
| Women | n/a | n/a | n/a | n/a | n/a | n/a |
| Lake Nag/Hughes Creek Wards | n/a | n/a | n/a | n/a | n/a | n/a |
| Honeysuckle Creek Ward | n/a | n/a | 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: 30 Councils asked group: 7

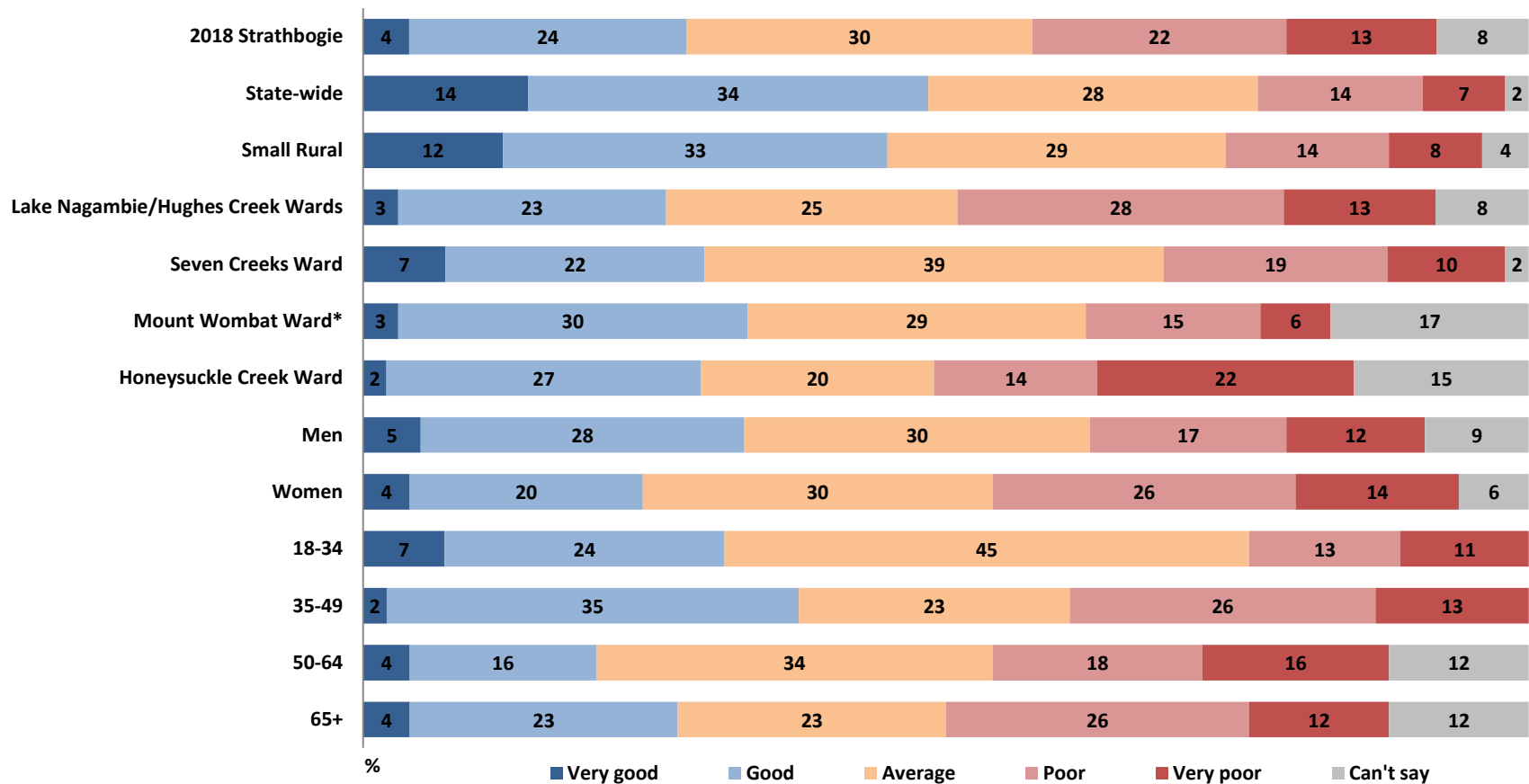
Note: Please see page 6 for explanation about significant differences.

*Caution: small sample size < n=30

2018 THE CONDITION OF LOCAL STREETS AND FOOTPATHS IN YOUR AREA

PERFORMANCE DETAILED PERCENTAGES

2018 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?

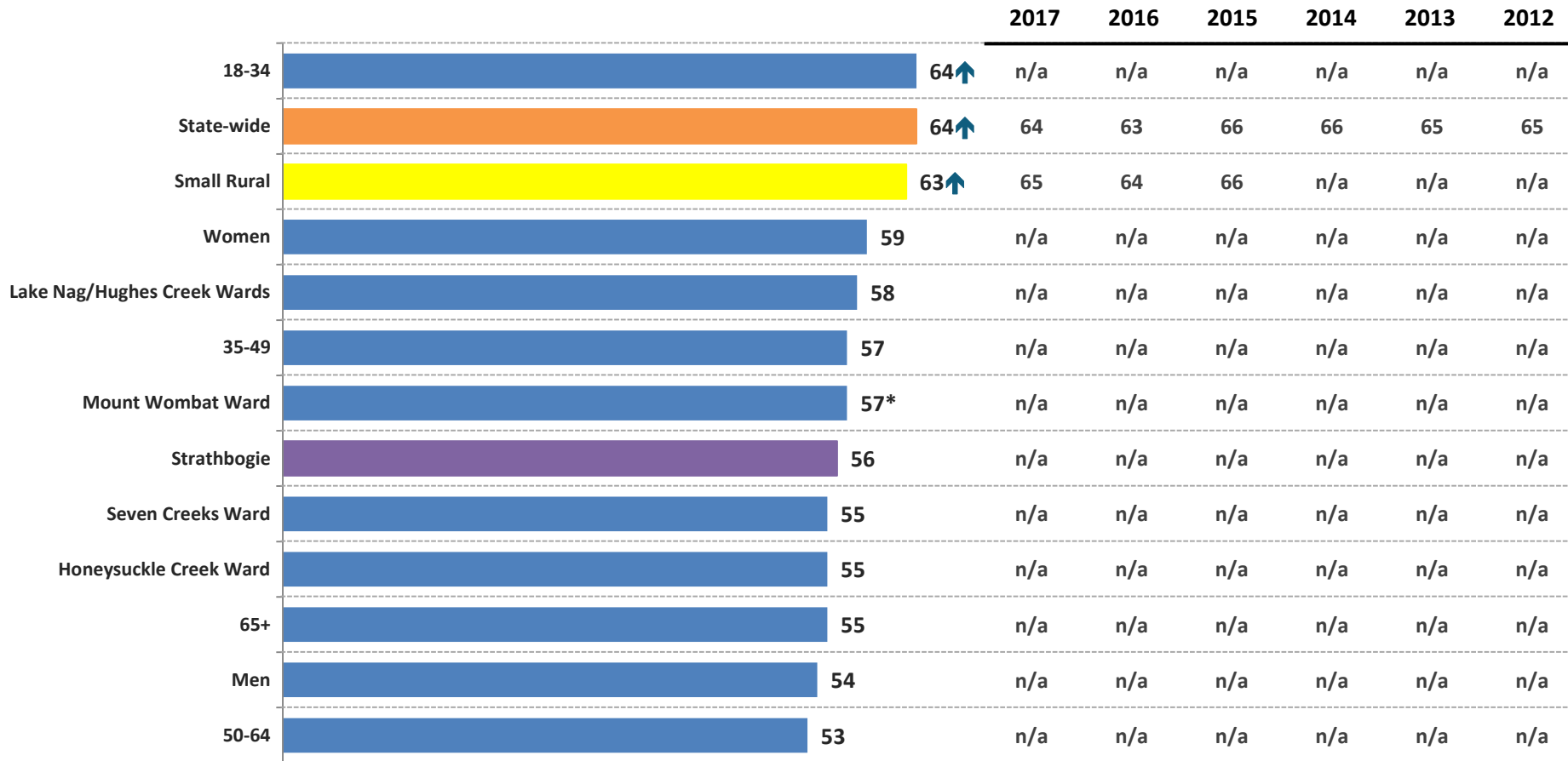
Base: All respondents. Councils asked state-wide: 30 Councils asked group: 7

*Caution: small sample size < n=30

2018 ENFORCEMENT OF LOCAL LAWS

PERFORMANCE INDEX SCORES

2018 Law Enforcement Performance



Q2. How has Council performed on 'enforcement of local laws' over the last 12 months?

Base: All respondents. Councils asked state-wide: 30 Councils asked group: 7

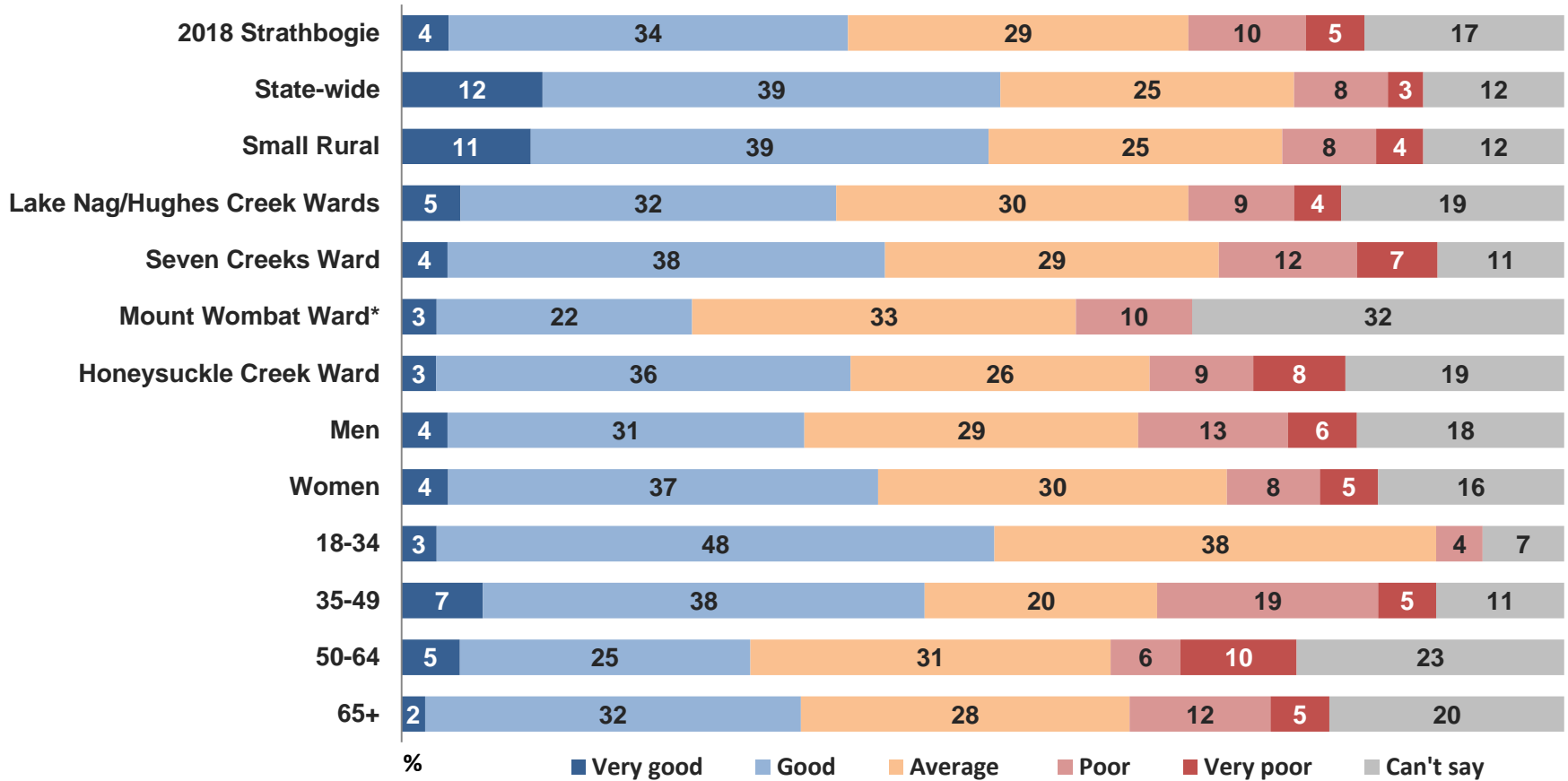
Note: Please see page 6 for explanation about significant differences.

*Caution: small sample size < n=30

2018 ENFORCEMENT OF LOCAL LAWS

PERFORMANCE DETAILED PERCENTAGES

2018 Law Enforcement Performance



Q2. How has Council performed on 'enforcement of local laws' over the last 12 months?

Base: All respondents. Councils asked state-wide: 30 Councils asked group: 7

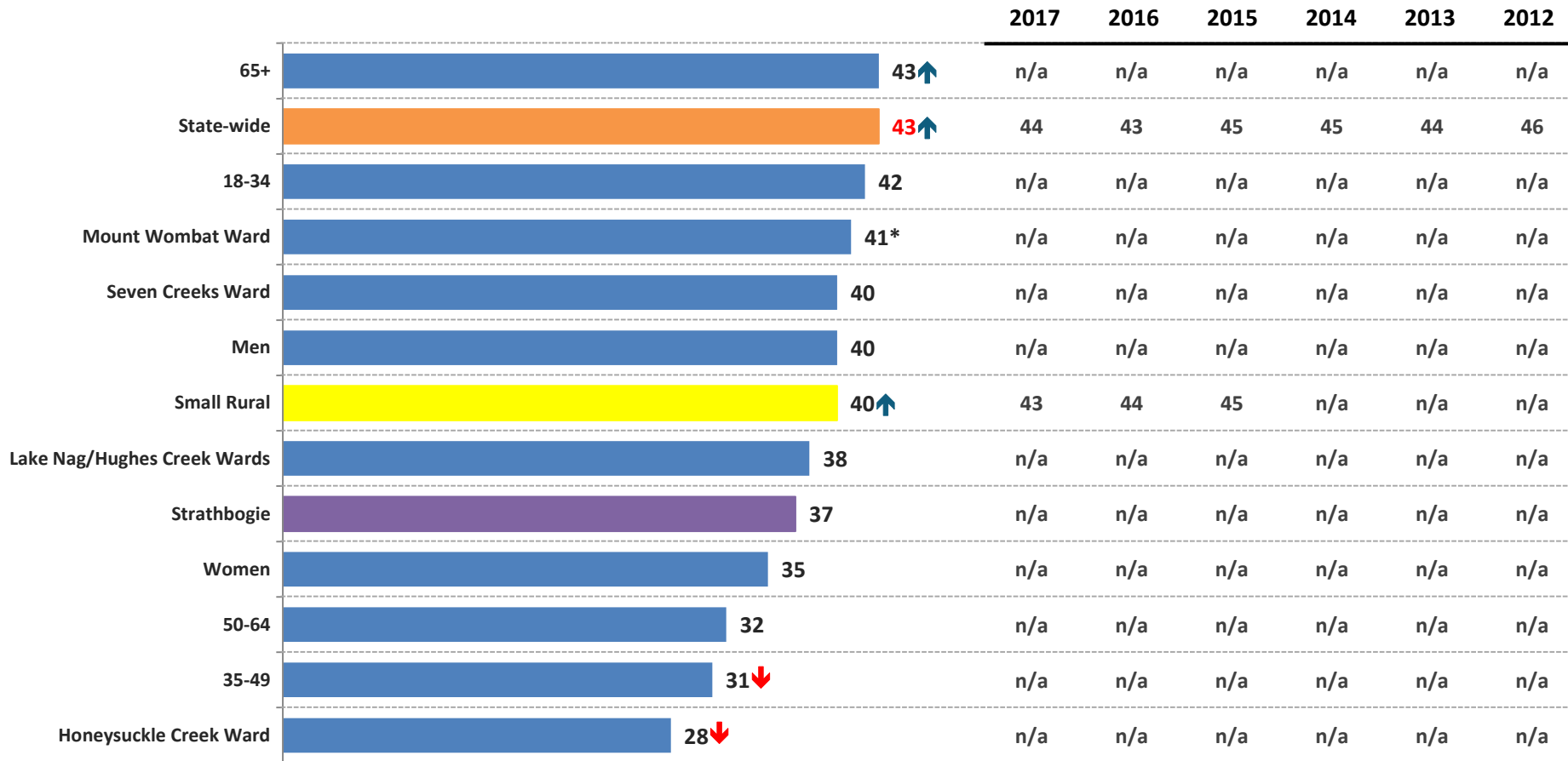
*Caution: small sample size < n=30

2018 MAINTENANCE OF UNSEALED ROADS IN YOUR AREA

PERFORMANCE INDEX SCORES



2018 Unsealed Roads Performance



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

Base: All respondents. Councils asked state-wide: 21 Councils asked group: 7

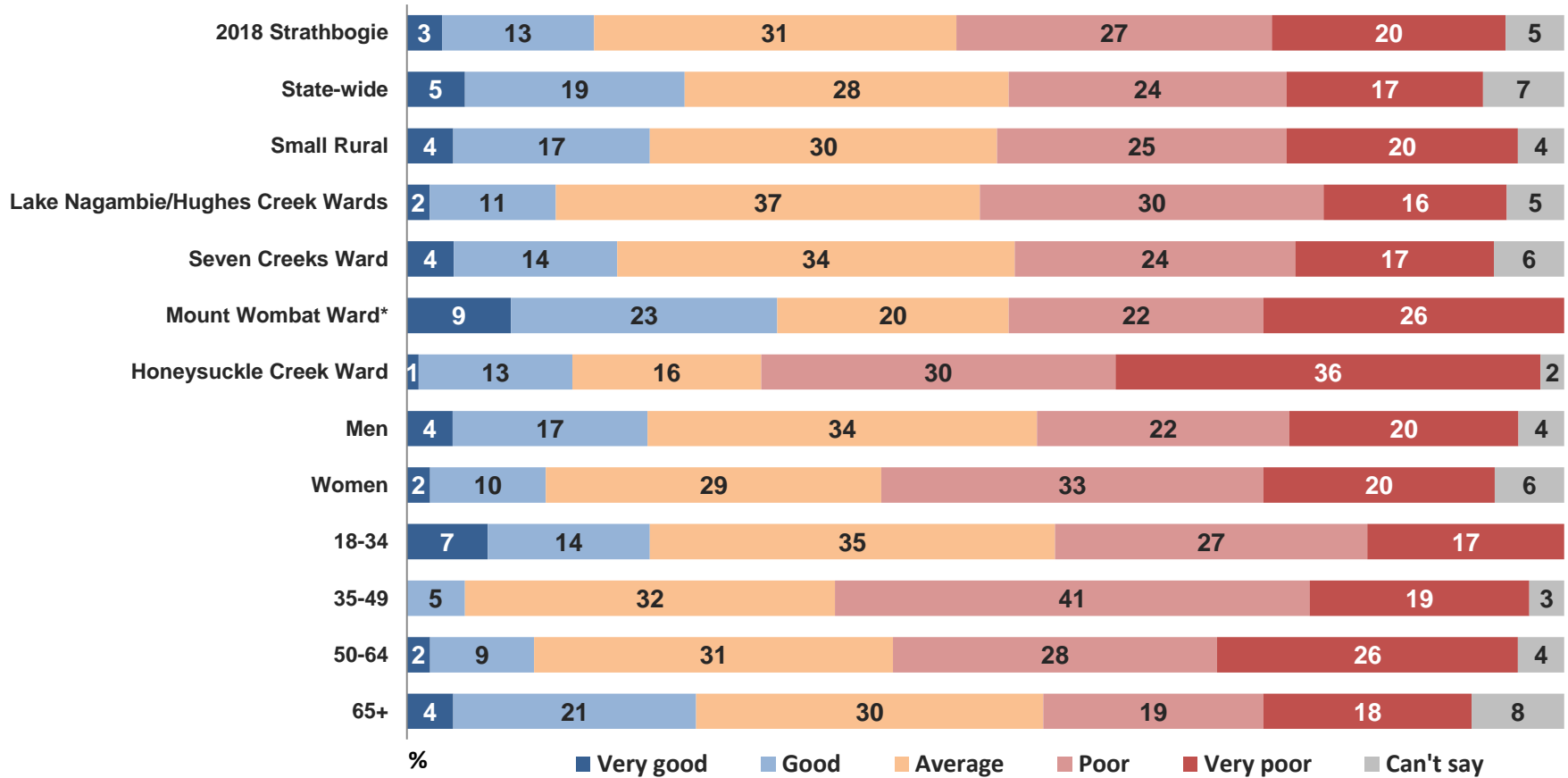
Note: Please see page 6 for explanation about significant differences.

*Caution: small sample size < n=30

2018 MAINTENANCE OF UNSEALED ROADS IN YOUR AREA

PERFORMANCE DETAILED PERCENTAGES

2018 Unsealed Roads Performance



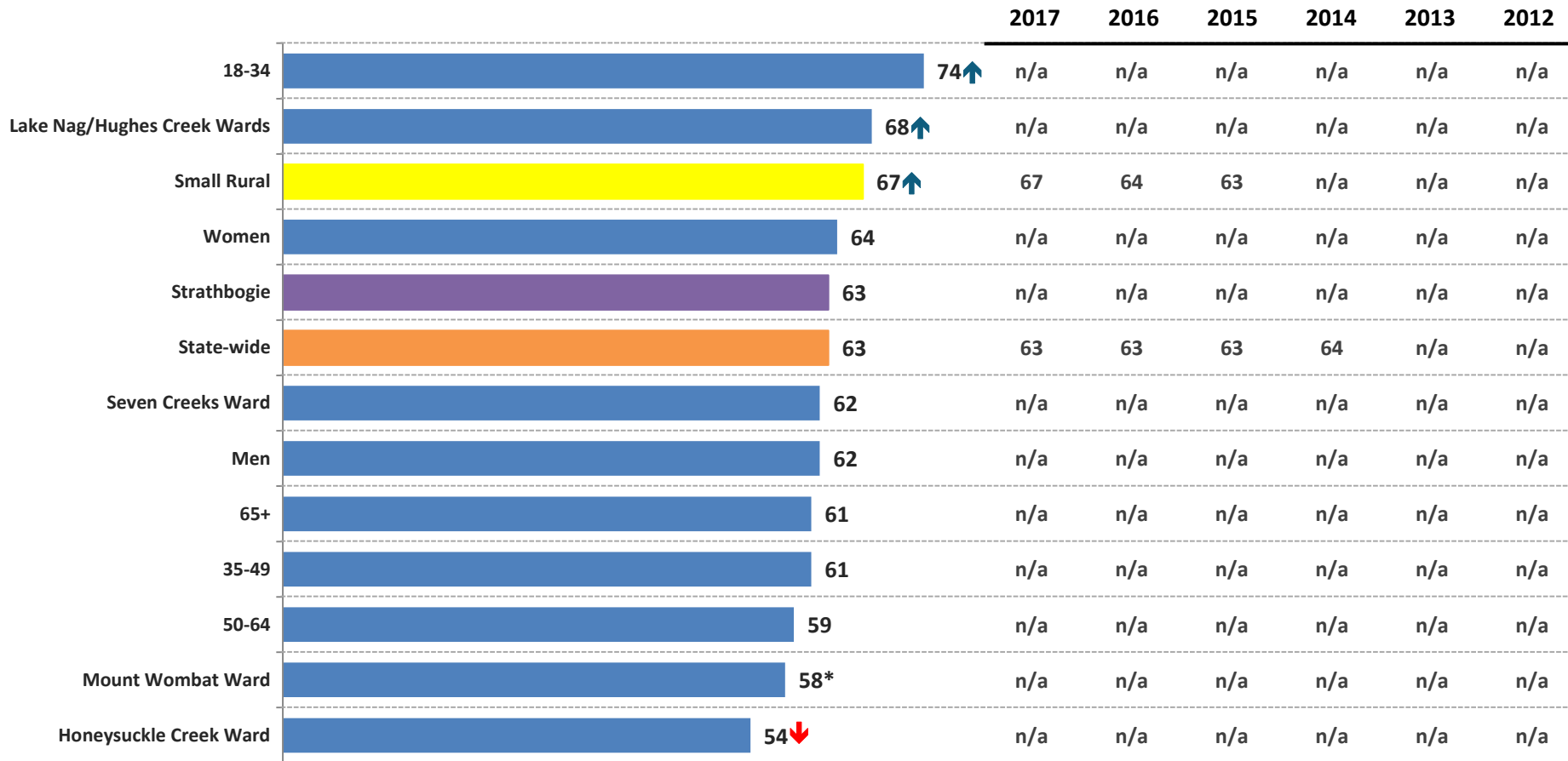
Q2. How has Council performed on 'maintenance of unsealed roads in your area' over the last 12 months?

Base: All respondents. Councils asked state-wide: 21 Councils asked group: 7

*Caution: small sample size < n=30

2018 TOURISM DEVELOPMENT PERFORMANCE INDEX SCORES

2018 Tourism Development Performance



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

Base: All respondents. Councils asked state-wide: 10 Councils asked group: 2

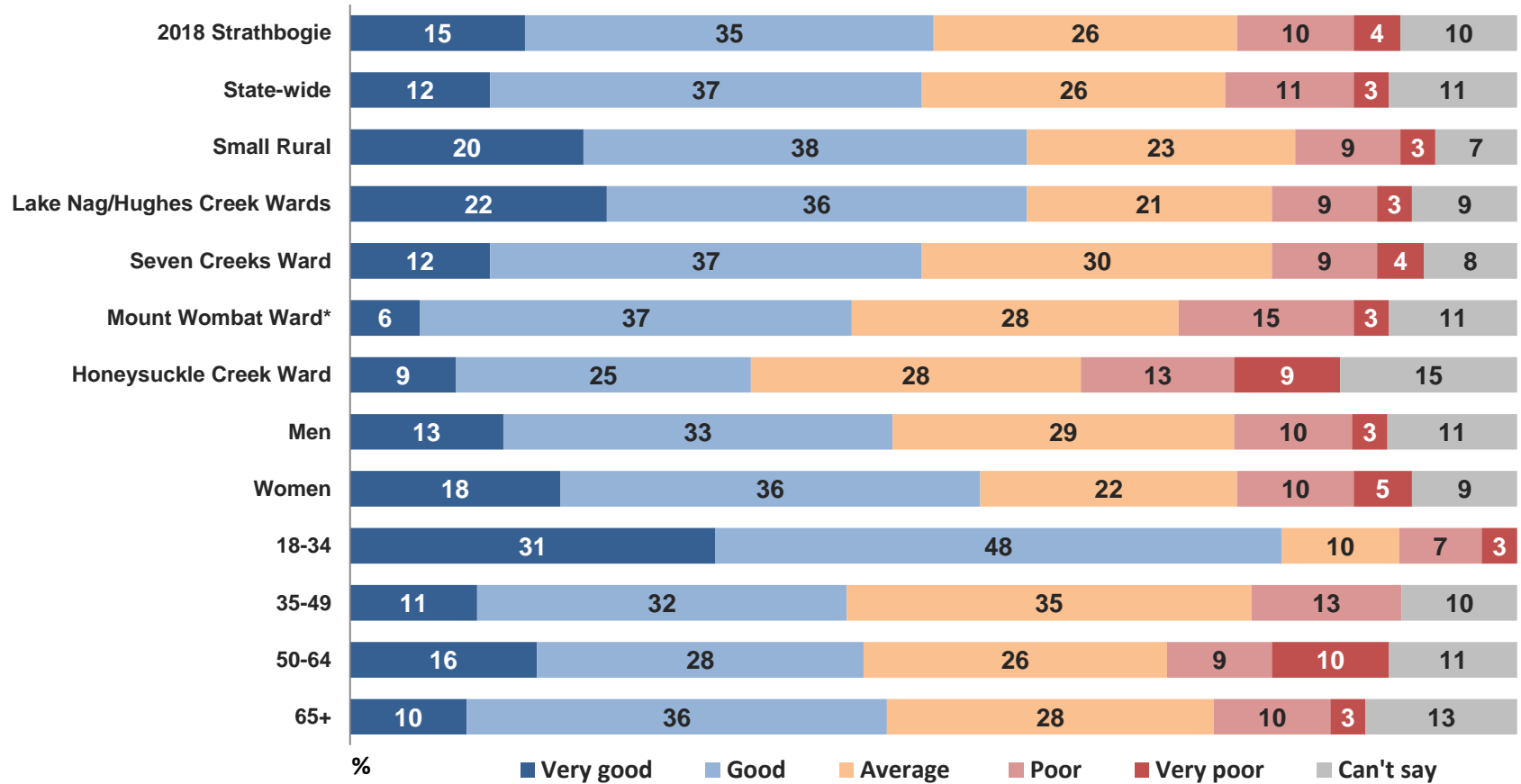
Note: Please see page 6 for explanation about significant differences.

*Caution: small sample size < n=30

2018 TOURISM DEVELOPMENT

PERFORMANCE DETAILED PERCENTAGES

2018 Tourism Development Performance



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

Base: All respondents. Councils asked state-wide: 10 Councils asked group: 2

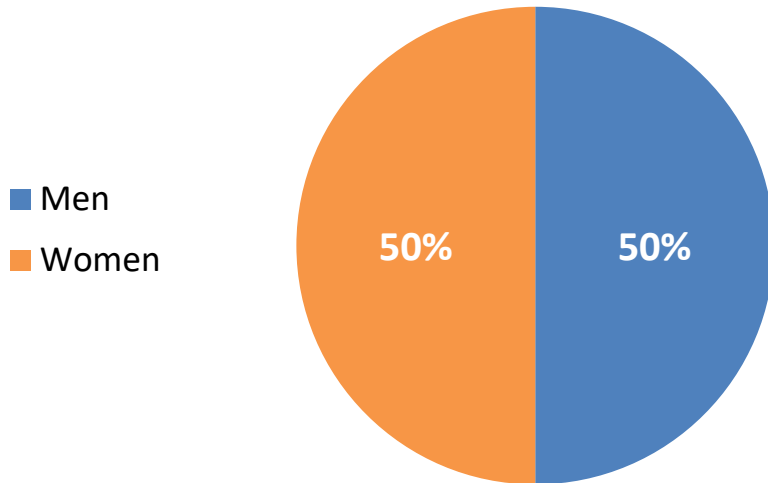
*Caution: small sample size < n=30



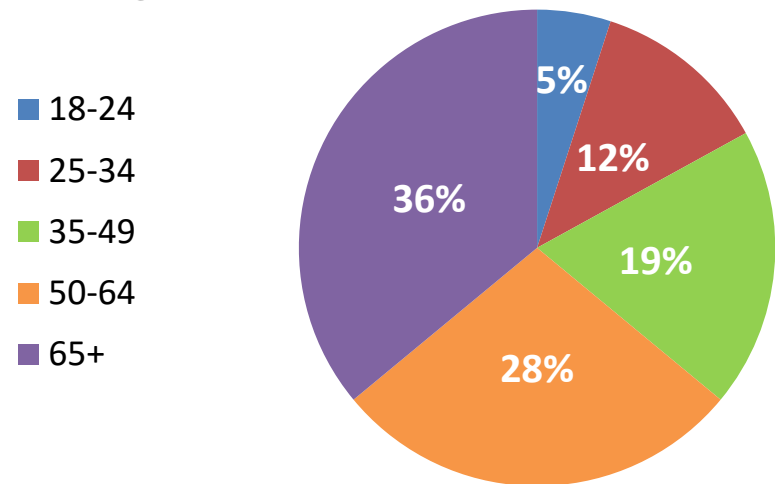
DETAILED DEMOGRAPHICS

2018 GENDER AND AGE PROFILE


Gender



Age



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



**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 Strathbogie Shire Council according to the most recently available Australian Bureau of Statistics population estimates, whereas the results were previously not weighted.
- The service responsibility area performance measures have changed significantly and the rating scale used to assess performance has also changed.

As such, the results of the 2012 State-wide Local Government Community Satisfaction Survey should be considered as a benchmark. Please note that comparisons should not be made with the State-wide Local Government Community Satisfaction Survey results from 2011 and prior due to the methodological and sampling changes. **Comparisons in the period 2012-2018 have been made throughout this report as appropriate.**

APPENDIX B:

MARGINS OF ERROR

The sample size for the 2018 State-wide Local Government Community Satisfaction Survey for Strathbogie Shire Council was 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 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 8,000 people aged 18 years or over for Strathbogie Shire Council, according to ABS estimates.

| Demographic | Actual survey sample size | Weighted base | Maximum margin of error at 95% confidence interval |
|----------------------------------|---------------------------|---------------|--|
| Strathbogie Shire Council | 400 | 400 | +/-4.8 |
| Men | 189 | 199 | +/-7.1 |
| Women | 211 | 201 | +/-6.7 |
| Lake Nagambie/Hughes Creek Wards | 165 | 164 | +/-7.6 |
| Seven Creeks Ward | 143 | 145 | +/-8.2 |
| Mount Wombat Ward | 33 | 29 | +/-17.3 |
| Honeysuckle Creek Ward | 59 | 62 | +/-12.8 |
| 18-34 years | 29 | 68 | +/-18.5 |
| 35-49 years | 64 | 76 | +/-12.3 |
| 50-64 years | 134 | 111 | +/-8.4 |
| 65+ years | 173 | 144 | +/-7.4 |

APPENDIX B:

ANALYSIS AND REPORTING

All participating councils are listed in the State-wide report published on the DELWP website. In 2018, 64 of the 79 Councils throughout Victoria participated in this survey. For consistency of analysis and reporting across all projects, Local Government Victoria has aligned its presentation of data to use standard council groupings. Accordingly, the council reports for the community satisfaction survey provide analysis using these standard council groupings. Please note that councils participating across 2012-2018 vary slightly.

Council Groups

Strathbogie Shire 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 Strathbogie Shire Council for this 2018 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

Index Scores

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

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

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

APPENDIX B: ANALYSIS AND REPORTING

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

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

APPENDIX B:

INDEX SCORE IMPLICATIONS

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

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

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

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

APPENDIX B:

INDEX SCORE SIGNIFICANT DIFFERENCE CALCULATION

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

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

Where:

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

All figures can be sourced from the detailed cross tabulations.

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

APPENDIX B:

ANALYSIS AND REPORTING

Core, Optional and Tailored Questions

Over and above necessary geographic and demographic questions required to ensure sample representativeness, a base set of questions for the 2018 State-wide Local Government Community Satisfaction Survey was designated as 'Core' and therefore compulsory inclusions for all participating Councils.

These core questions comprised:

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

Reporting of results for these core questions can always be compared against other participating councils in the council group and against all participating councils state-wide. Alternatively, some questions in the 2018 State-wide Local Government Community Satisfaction Survey were optional. Councils also had the ability to ask tailored questions specific only to their council.

APPENDIX B: ANALYSIS AND REPORTING

Reporting

Every council that participated in the 2018 State-wide Local Government Community Satisfaction Survey receives a customised report. In addition, the state government is supplied with a state-wide summary report of the aggregate results of 'Core' and 'Optional' questions asked across all council areas surveyed.

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

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

APPENDIX B:

GLOSSARY OF TERMS

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

CSS: 2018 Victorian Local Government Community Satisfaction Survey.

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

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

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

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

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

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

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

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

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

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

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




**THERE ARE OVER
6 MILLION PEOPLE
IN VICTORIA...**

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THINKING.**

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