LOCAL GOVERNMENT COMMUNITY SATISFACTION
SURVEY
STRATHBOGIE SHIRE COUNCIL
2014

RESEARCH REPORT

COORDINATED BY DEPARTMENT OF TRANSPORT, PLANNING AND LOCAL INFRASTRUCTURE ON BEHALF OF VICTORIAN COUNCILS

J W S R E S E A R C H

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BACKGROUND AND OBJECTIVES

Welcome to the report of results and recommendations for the 2014 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 and participating councils have a range of 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.

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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 Strathbogie Shire Council was purchased from an accredited supplier of publicly available phone records, including up to 10% mobile phone numbers to cater to the diversity of residents in the 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 31 January – 11 March 2014.

The 2013 results against which 2014 results are compared involved a total of n=400 completed interviews in Strathbogie Shire Council conducted in the period of 1 February – 24 March, 2013.

The 2012 results against which results are compared involved a total of n=400 completed interviews in Strathbogie Shire Council conducted in the period of 4 May – 30 June 2012.

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SURVEY METHODOLOGY AND SAMPLING

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 <u>higher</u> than the overall result for the council.
- The result among 50-64 year olds is significantly <u>lower</u> than for the overall result for the council.

Further, results shown in red indicate a significantly lower result than in 2013, for example, below the result among 18-34 year olds in the council is significantly <u>lower</u> than the result achieved among this group in 2013. Results shown in blue indicate a significantly higher result than in 2013, for example, below the result among 35-49 year olds is significantly <u>higher</u> than the result achieved among this group in 2013.





Note: For details on the calculations used to determine statistically significant differences, please refer to Appendix B.

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FURTHER INFORMATION

Further Information

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

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

Contacts

For further queries about the conduct and reporting of the 2014 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on (03) 8685 8555.



- Strathbogie Shire Council's performance on all five core measures overall job performance, community consultation, customer service, advocacy and overall council direction – has trended upwards since 2012. Council's performance is, however, below the small rural shires and state-wide averages and significantly so for overall performance, community consultation and advocacy.
- Residents rate the **overall performance** of Strathbogie Shire Council over the last 12 months 2 points higher than in 2013 (index score of 52 compared to 50 in 2013) and 5 points higher than in 2012 (index score of 47). Despite improvements, Strathbogie Shire Council's index score of 52 this year is a significant 8 points lower than the Small Rural Shires average and 9 points lower than the State-wide average.
 - ➤ Residents aged 18 to 34 rate Council's performance significantly higher than the average with an index score of 60, while residents aged 50 to 64 rate Council lowest (index score of 47).

- Of all the core measures, Strathbogie Shire Council (as does the small rural shires group and state as a whole) performs best on overall **customer service** (index score of 69). Performance has increased by 3 points relative to 2013.
 - Significantly more residents rated their most recent contact with Council positively net good 63% (28% very good, 35% good), 21% average and net poor 14% (10% poor, 4% very poor).
 - ➤ Performance ratings increased significantly among 18 to 34 year olds relative to 2013, returning to 2012 levels to an index score of 76 in 2014 from an index score of 58 in 2013 and 75 in 2012.
 - Council's overall customer service rating is 2 points lower than the Small Rural Shires average and 3 points lower than the State-wide average.
- The proportion of residents who have had **any contact** with Strathbogie Shire Council over the last 12 months is on par with 2013, at 64%,

- Strathbogie Shire Council's rating on **overall council direction**, which asks 'over the last 12 months, what is your view of the direction of Strathbogie Shire Council's overall performance', improved relative to recent years. Ratings increased to an index score of 51, up 3 points on 2013 (index score of 48) and up 7 points on 2012 (index score of 44). This year's index score of 51 is 3 points lower than the Small Rural Shires average for 2014 and 2 points lower than the State-wide average.
 - Performance ratings increased significantly among 18 to 34 year olds relative to 2013 and 2012 levels to an index score of 57 in 2014 from 43 in 2013 and 46 in 2012. 18 to 34 year olds now rate Council highest on this measure. In contrast, 35 to 49 year olds rate Council significantly lower than the average (index score of 42).
 - Relative to 2013, a decreasing number of residents believe council direction has deteriorated
 16% in 2014, compared with 21% who felt service had deteriorated in 2013.

- Community consultation ratings have remained consistent since 2012 with a current index score of 51. This is though a significant 7 points lower than the Small Rural Shires average of 58 and a significant 6 points lower than the State-wide average index score of 57.
 - Consultation ratings remain only slightly more positive (32% net good) than negative (28% net poor), with 31% awarding Council average marks on this measure.
 - Again, performance ratings increased significantly among 18 to 34 year olds relative to 2013, returning to 2012 levels to an index score of 60 in 2014 from an index score of 48 in 2013 and 60 in 2012. 18 to 34 year olds now rate Council highest on this measure.

- Advocacy ratings increased 2 points relative to 2013 and 2012, to an index score of 52 in 2014, from an index score of 50 in the two preceding years. Council's advocacy ratings are a significant 5 points lower than the Small Rural Shires group average of 57 and a significant 4 points lower than the State-wide group average of 56.
 - ➤ Performance ratings again increased significantly among 18 to 34 year olds relative to 2013, returning to 2012 levels to an index score of 64 in 2014 from an index score of 49 in 2013 and 60 in 2012. 18 to 34 year olds now rate Council highest on this measure. In contrast, 35 to 49 year olds rate Council significantly lower than the average (index score of 46).
 - ➤ Relative to 2013, a increasing number of residents rate council's advocacy efforts positively 30% net good, 37% average, 21% net poor, 13% can't say, in 2014; 22% net good, 43% average, 22% net poor, 13% can't say, in 2013.

- Strathbogie Shire Council should continue to pay extra attention to areas and cohorts where it is underperforming on a relative basis to previous years or in comparison to the State-wide and Small Rural Shires groups:
 - On all core measures.
 - Residents aged 35 to 64 years olds, who represent 47% of the resident population and are consistently lower in their assessment of Strathbogie Shire Council.
- 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, or self-mining the SPSS data provided or via the dashboard portal available to the council.
- A complimentary 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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Highest results in 2014

Customer service

Lowest results in 2014

- Overall council direction
- Community consultation

Most favourably disposed towards Council

18-34 year old residents

Least favourably disposed towards Council

- 35-49 year old residents
- 50-64 year old residents



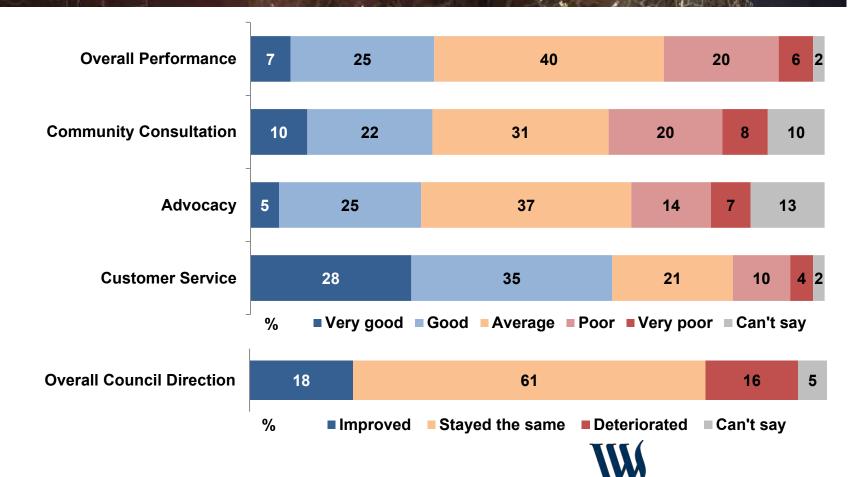
2014 SUMMARY OF CORE MEASURES INDEX SCORE RESULTS

Performance Measures	Strathbogie 2012	Strathbogie 2013	Strathbogie 2014	Small Rural Shires 2014	State-wide 2014
OVERALL PERFORMANCE	47	50	52	60	61
COMMUNITY CONSULTATION (Community consultation and engagement)	51	50	51	58	57
ADVOCACY (Lobbying on behalf of the community)	50	50	52	57	56
CUSTOMER SERVICE	67	66	69	71	72
OVERALL COUNCIL DIRECTION	44	48	51	54	53

2014 SUMMARY OF CORE MEASURES DETAILED ANALYSIS

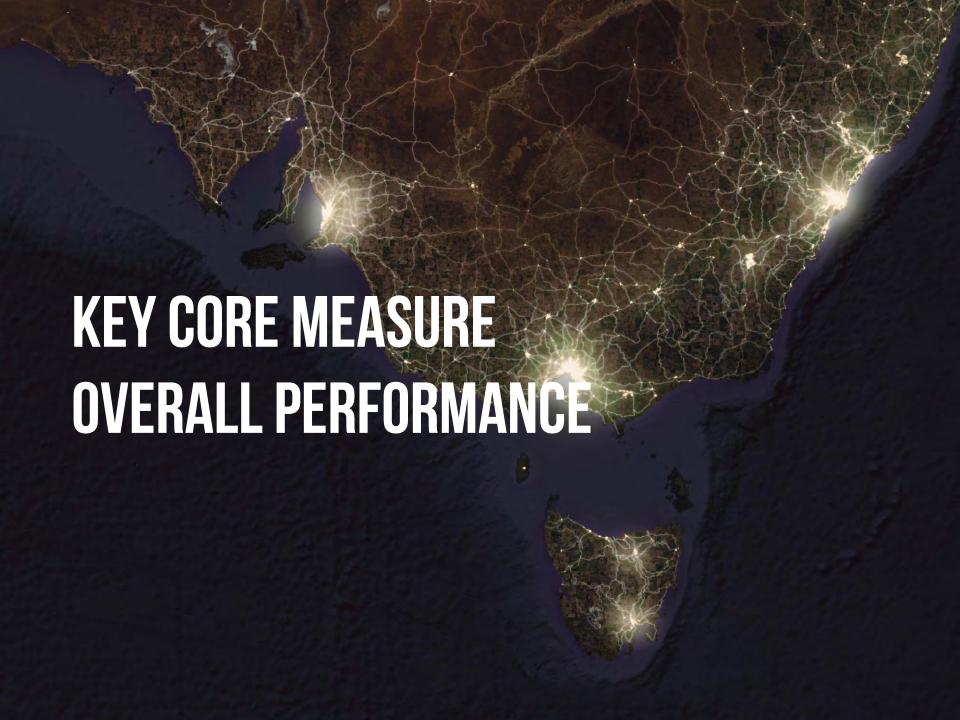
Performance Measures	Strathbo gie 2014	vs. Strathbo gie 2013	vs. Small Rural Shires 2014	vs. State- wide 2014	Highest score amongst	Lowest score amongst
OVERALL PERFORMANCE	52	2 points higher	8 points lower	9 points lower	18-34 year olds	50-64 year olds
COMMUNITY CONSULTATION (Community consultation and engagement)	51	1 points higher	7 points lower	6 points lower	18-34 year olds	50-64 year olds
ADVOCACY (Lobbying on behalf of the community)	52	2 points higher	5 points lower	4 points lower	18-34 year olds	35-49 year olds
CUSTOMER SERVICE	69	3 points higher	2 points lower	3 points lower	18-34 year olds	50-64 year olds
OVERALL COUNCIL DIRECTION	51	3 points higher	3 points lower	2 points lower	18-34 year olds	35-49 year olds

2014 SUMMARY OF KEY COMMUNITY SATISFACTION PERCENTAGE RESULTS

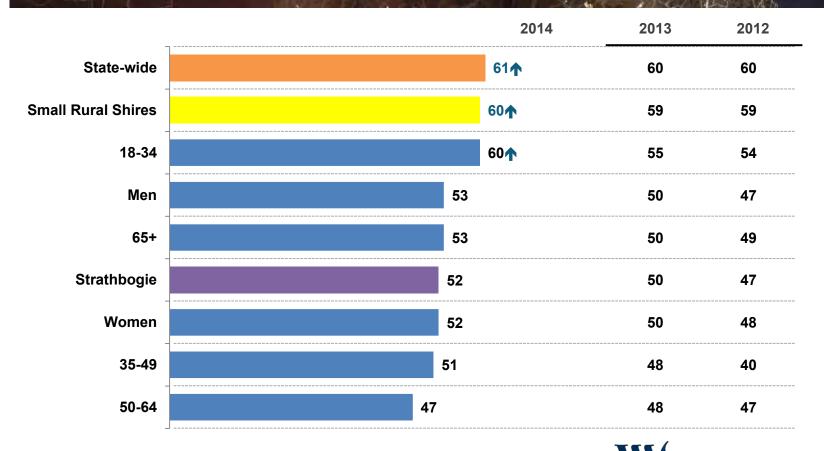


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OVERALL PERFORMANCE INDEX SCORES

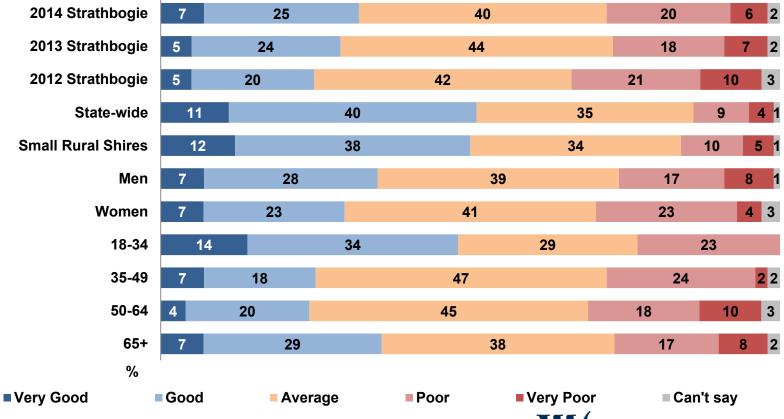


Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Strathbogie Shire Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?

Base: All respondents Councils asked statewide: 67 Councils asked group: 17



OVERALL PERFORMANCE DETAILED PERCENTAGES



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 statewide: 67 Councils asked group: 17

23



CONTACT LAST 12 MONTHS SUMMARY

Overall contact with Strathbogie Shire Council

• 64%, equal to 2013

Most contact with Strathbogie Shire Council

Aged 35-49 years

Least contact with Strathbogie Shire Council

Aged 18-34 years

Customer Service rating

Index score of 69, up 3 points on 2013

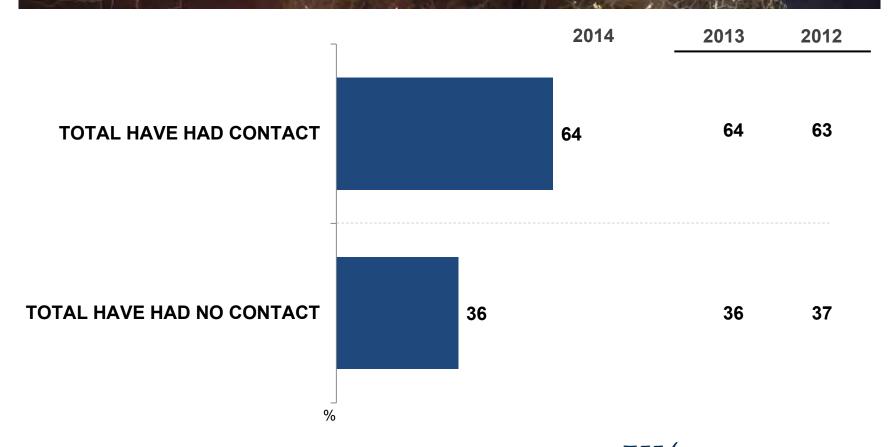
Most satisfied with Customer Service

• Aged 18-34 years

Least satisfied with Customer Service

Aged 50-64 years

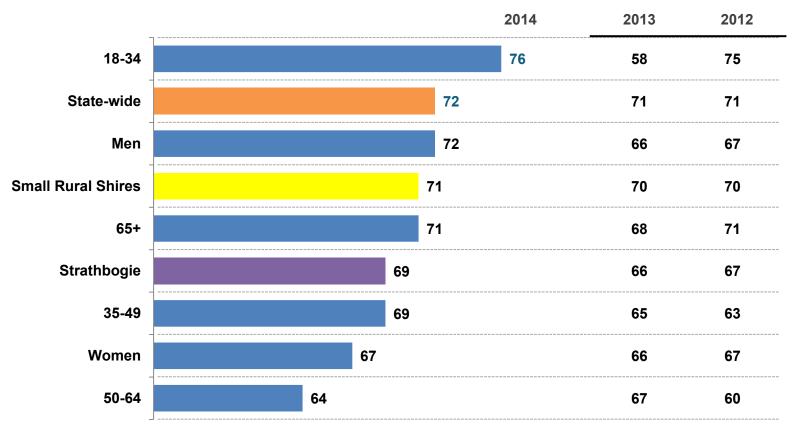
2014 CONTACT WITH COUNCIL LAST 12 MONTHS



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



2014 CONTACT CUSTOMER SERVICE INDEX SCORES

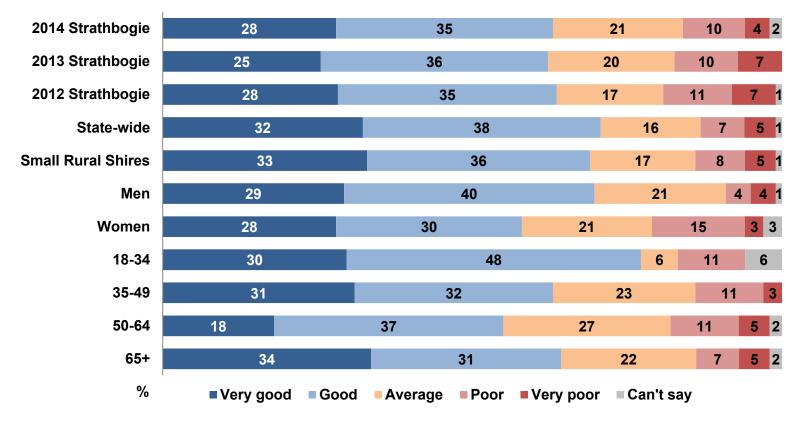


Q5c. Thinking of the most recent contact, how would you rate Strathbogie Shire Council for customer service? Please keep in mind we do NOT mean ACTUAL OUTCOME but rather the actual service that was received.

Base: All respondents who have had contact with Council in the last 12 months. Councils asked statewide: 67 Councils asked group: 17



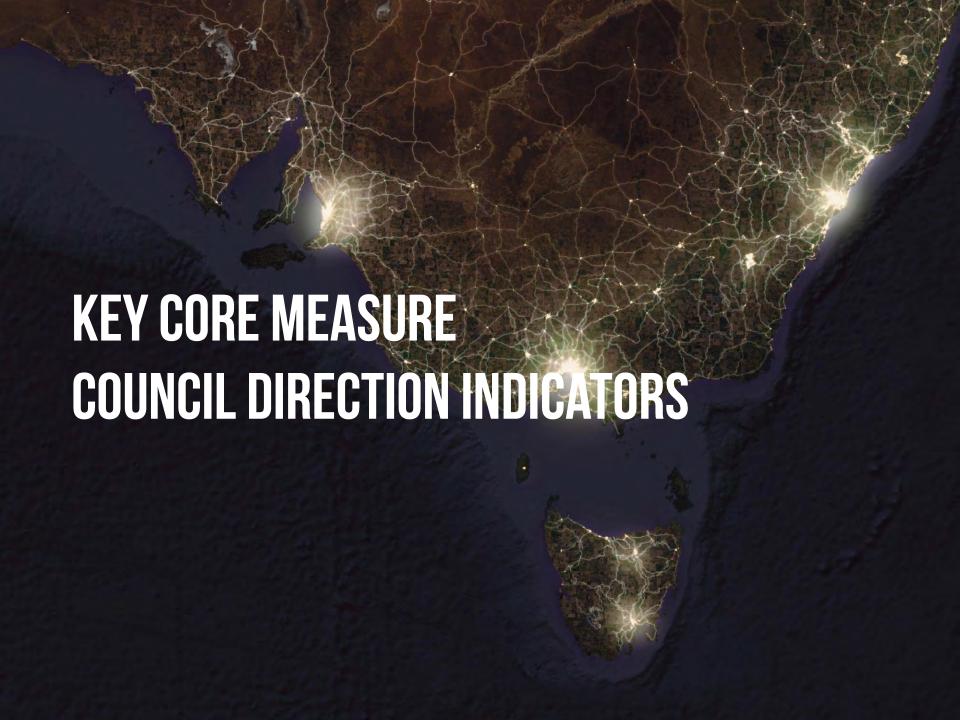
2014 CONTACT CUSTOMER SERVICE DETAILED PERCENTAGES



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 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 statewide: 67 Councils asked group: 17





COUNCIL DIRECTION SUMMARY

Council Direction over last 12 months

- 61% stayed about the same, up 6 points on 2013
- 18% improved, up 1 point on 2013
- 16% deteriorated, down 5 points on 2013

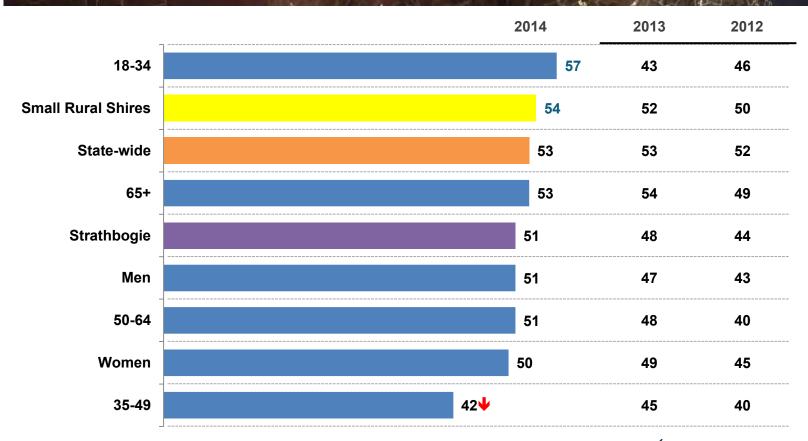
Most satisfied with Council Direction

Aged 18-34 years

Least satisfied with Council Direction

Aged 35-49 years

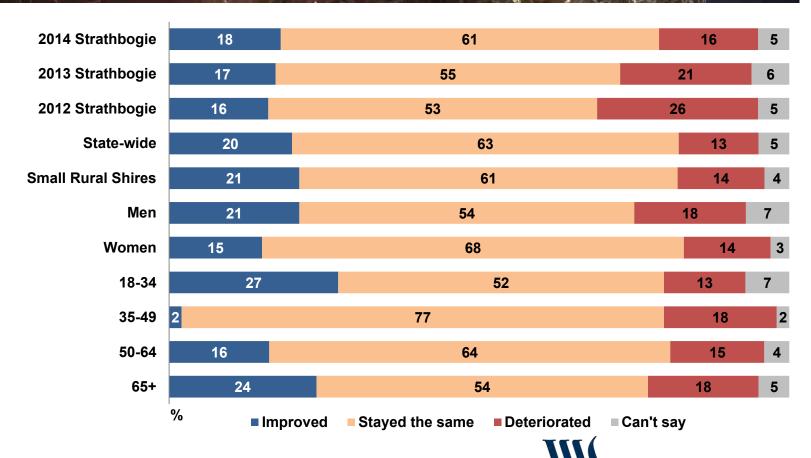
2014 OVERALL STRATHBOGIE SHIRE COUNCIL DIRECTION LAST 12 MONTHS INDEX SCORES



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



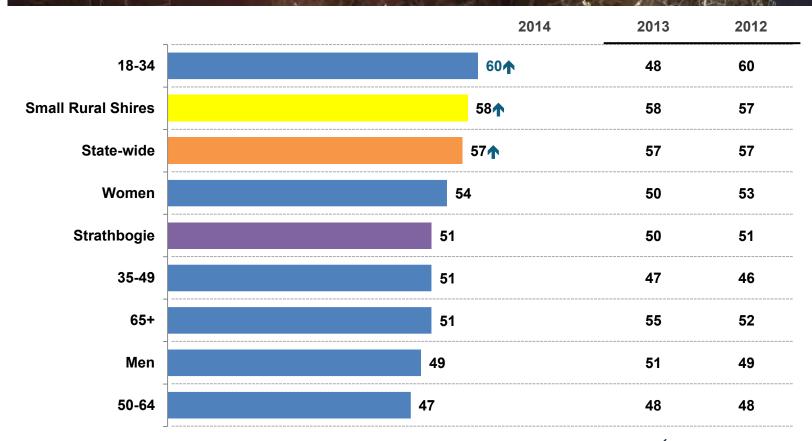
2014 OVERALL COUNCIL DIRECTION LAST 12 MONTHS DETAILED PERCENTAGES



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



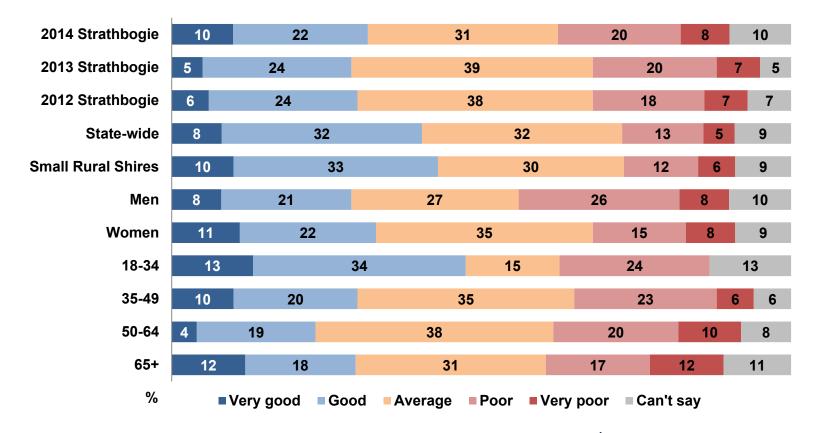
2014 COMMUNITY CONSULTATION AND ENGAGEMENT PERFORMANCE INDEX SCORES



Q2. How has Strathbogie Shire Council performed on 'Community Consultation and Engagement' over the last 12 months?



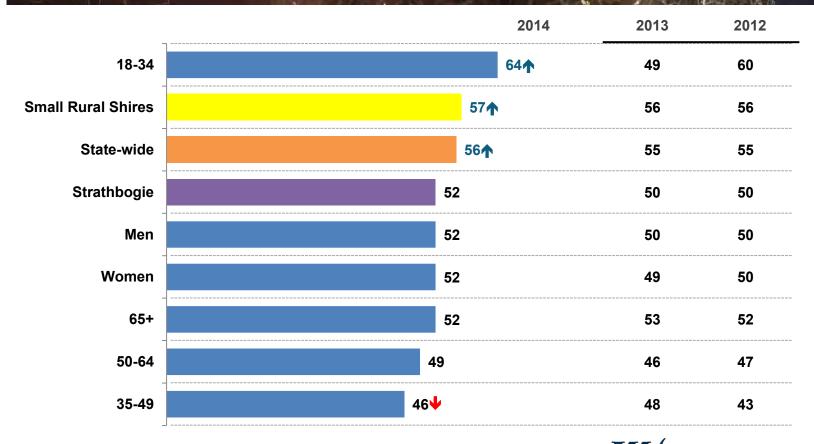
2014 COMMUNITY CONSULTATION AND ENGAGEMENT PERFORMANCE DETAILED PERCENTAGES



Q2. How has Strathbogie Shire Council performed on 'Community Consultation and Engagement' over the last 12 months?



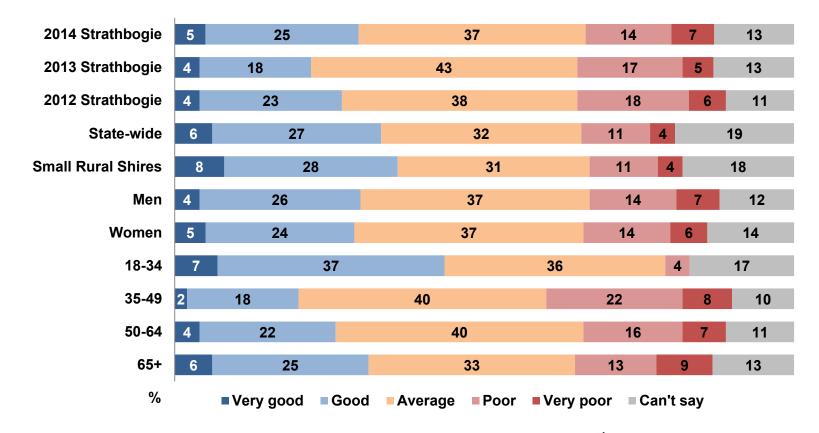
2014 LOBBYING ON BEHALF OF THE COMMUNITY PERFORMANCE INDEX SCORES



Q2. How has Strathbogie Shire Council performed on 'Lobbying on Behalf of the Community' over the last 12 months?



2014 LOBBYING ON BEHALF OF THE COMMUNITY PERFORMANCE DETAILED PERCENTAGES



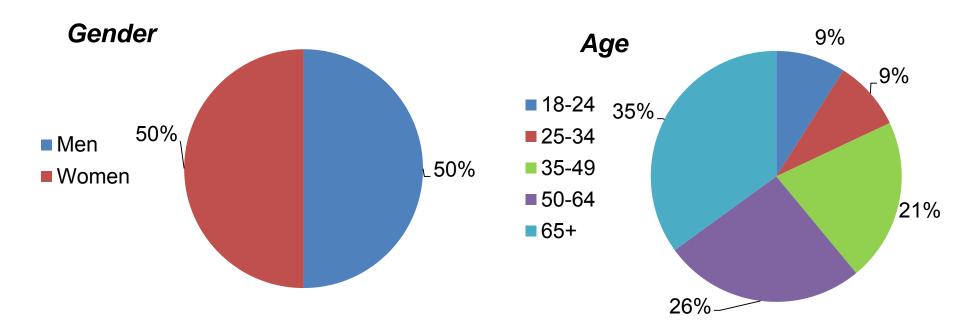
Q2. How has Strathbogie Shire Council performed on 'Lobbying on Behalf of the Community' over the last 12 months?

Base: All respondents. Councils asked statewide: 67 Councils asked group: 17





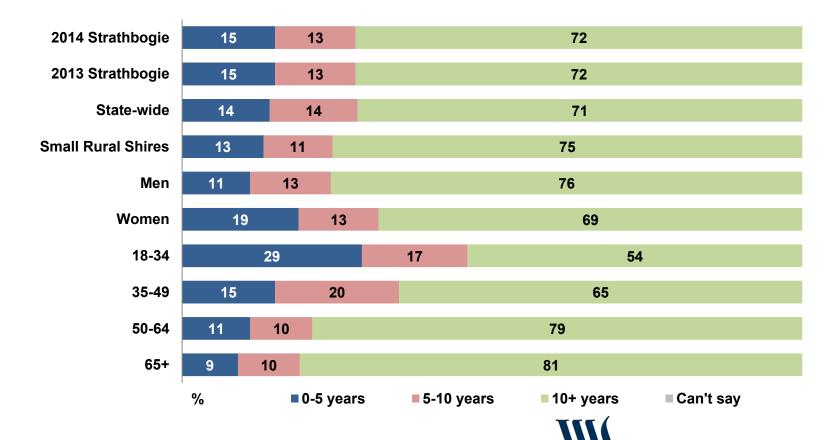
2014 GENDER AND AGE



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.

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2014 YEARS LIVED IN AREA



S5. How long have you lived in this area?/How long have you owned a property in this area? Base: All respondents Councils asked statewide: 23 Councils asked group: 6

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APPENDIX B: BACKGROUND AND OBJECTIVES

Please note that as a result of feedback from extensive consultations with councils, in 2012 there were necessary and significant changes to the methodology and content of the survey, including:

- ➤ 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 2012-2014 have been made throughout this report as appropriate.

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APPENDIX B: MARGINS OF ERROR

The sample size for the 2014 State-wide Local Government Community Satisfaction Survey for Strathbogie Shire Council was n=400. Unless otherwise noted, this is the total sample base for all reported charts and tables.

The maximum margin of error on a sample of approximately 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	173	201	+/-7.4
Women	227	199	+/-6.4
18-34 years	30	71	+/-18.2
35-49 years	50	84	+/-14.0
50-64 years	134	103	+/-8.4
65+ years	186	142	+/-7.1



The Councils in the Small Rural Shires group are: Benalla, Buloke, Central Goldfields, Gannawarra, Golden Plains, Hepburn, Hindmarsh, Indigo, Loddon, Mansfield, Mount Alexander, Murrindindi, Pyrenees, Queenscliffe, Strathbogie, West Wimmera and Yarriambiack. All participating Councils are listed in the State-wide report published on the DTPLI website. In 2014, 67 of the 79 Councils throughout Victoria participated in this survey.

Please note that the Councils that participated in 2012 and 2013 vary slightly to those participating in 2014.

Council Groups

Wherever appropriate, results for Strathbogie Shire Council for this 2014 Community Satisfaction Survey have been compared against other Councils in the Small Rural Shires group and on a State-wide basis. Strathbogie Shire Council is self-classified as a Small Rural Shire according to the following classification list:

- Inner metropolitan councils
- Outer metropolitan councils
- Rural cities and regional centres
- Large rural shires
- Small rural shires



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 benchmark survey and measured against the state-wide result and the council group, an 'Index Score' has been calculated for such measures.

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

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

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

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

Index Scores Significant Difference Calculation

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

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

Where:

>\$1 = Index Score 1

>\$2 = Index Score 2

>\$3 = unweighted sample count 1

>\$4 = unweighted sample count 1

>\$5 = standard deviation 1

≥\$6 = standard deviation 2

All figures can be sourced from the detailed cross tabulations.

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

Core, Optional and Tailored Questions

Over and above necessary geographic and demographic questions required to ensure sample representativeness, a base set of questions for the 2014 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)
- 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 councils in the council group and against all participating councils state-wide.

Alternatively, some questions in the 2014 State-wide Local Government Community Satisfaction Survey were optional. If comparisons for Strathbogie Shire Council for some questions cannot be made against all other councils in the Small Rural Shires group and/or all councils on a state-wide basis, this is noted for those results by a footnote of the number of councils the comparison is made against.

Councils also had the ability to ask tailored questions specific only to their council.

Reporting

Every Council that participated in the 2014 State-wide Local Government Services Survey has received a customised report. In addition, the State Government is supplied with a Statewide 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 Services Report is available at www.localgovernment.vic.gov.au.

APPENDIX B: GLOSSARY OF TERMS

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

CSS: 2014 Victorian Local Government Community Satisfaction Survey.

Council group: One of five self-classified groups, comprising: inner metropolitan councils, outer metropolitan councils, rural cities and regional centres, large rural shires and small rural shires.

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

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

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

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

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

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

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

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

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

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

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