



2023 Local Government Community Satisfaction Survey

Mount Alexander Shire Council

Coordinated by the Department of Jobs,
Precincts and Regions on behalf of
Victorian councils



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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 twenty-fourth year, this survey provides insight into the community's views on:

- councils' overall performance, with benchmarking against State-wide and council group results
- value for money in services and infrastructure
- community consultation and engagement
- decisions made in the interest of the community
- customer service, local infrastructure, facilities, services 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 ten years shows that councils in Victoria continue to provide services that meet the public's expectations.

Serving Victoria for 24 years

Each year the CSS data is used to develop this State-wide report which contains all of the aggregated results, analysis and data. Moreover, with 24 years of results, the CSS offers councils a long-term 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.

A large, dark blue, stylized letter 'W' graphic that spans the right side of the page. Inside the 'W', there is a glowing, light blue network pattern resembling a map or a web of connections.

Key findings and recommendations



Mount Alexander Shire Council – at a glance

Overall council performance

Results shown are index scores out of 100.



Mount
Alexander 52



Large Rural 52



State-wide 56

Council performance compared to group average

Top 3 performing areas

	COVID-19 response	▲ higher
	Community & cultural	▲ higher
	Appearance of public areas	= on par

Lowest 3 performing areas

	Unsealed roads	= on par
	Planning & building permits	= on par
	Local streets & footpaths	▼ lower

	Customer service	= on par
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Summary of core measures

Index scores



Overall
Performance



Value for
money



Community
Consultation



Making
Community
Decisions



Sealed
Local
Roads



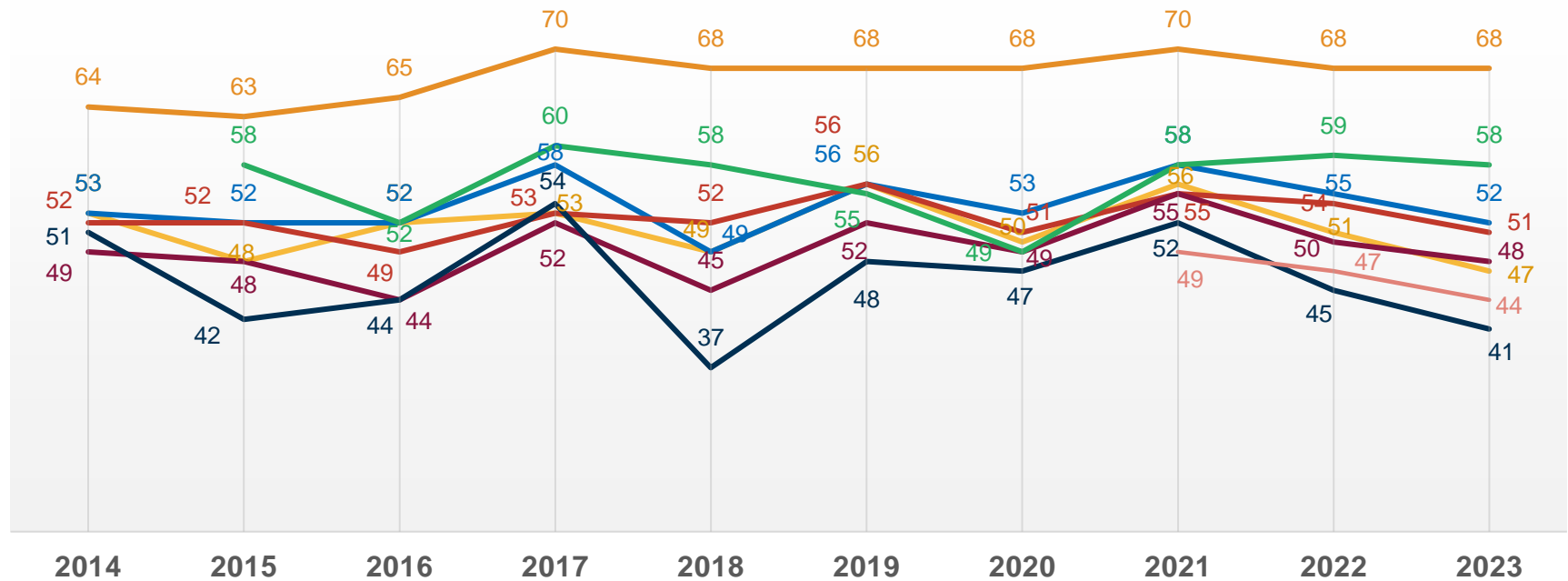
Waste
management



Customer
Service



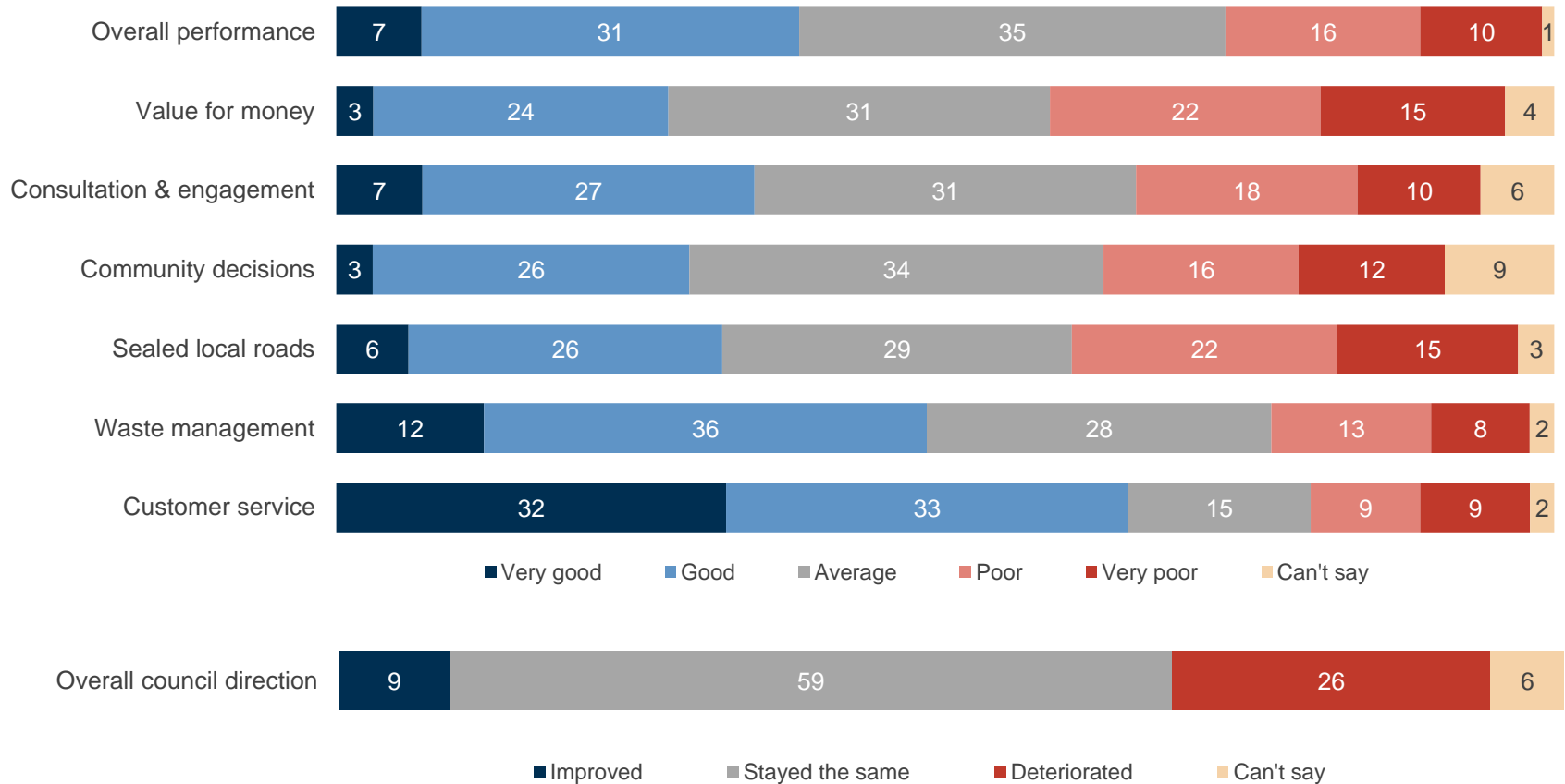
Overall
Council
Direction















Summary of core measures

Core measures summary results (%)















Summary of Mount Alexander Shire Council performance

Services		Mount Alexander 2023	Mount Alexander 2022	Large Rural 2023	State-wide 2023	Highest score	Lowest score
	Overall performance	52	55	52	56	Aged 65+ years	Aged 18-34 years
	Value for money	44	47	45	49	Aged 65+ years	Aged 18-34 years
	Overall council direction	41	45	44	46	Castlemaine residents	Aged 18-34 years
	Customer service	68	68	65	67	Aged 35-49 years	Aged 18-34 years
	COVID-19 response	71	69	67	67	Aged 35-49 years	Aged 18-34 years
	Community & cultural	69	68	64	66	Aged 35-49 years	Aged 18-34 years
	Appearance of public areas	67	69	65	67	Aged 35-49 years	Aged 18-34 years
	Emergency & disaster mngt	62	64	64	65	Aged 35-49 years	Aged 18-34 years
	Family support services	61	65	61	63	Aged 35-49 years	Aged 50-64 years, Aged 18-34 years
	Recreational facilities	61	64	65	68	Aged 65+ years	Aged 18-34 years










Summary of Mount Alexander Shire Council performance

Services		Mount Alexander 2023	Mount Alexander 2022	Large Rural 2023	State-wide 2023	Highest score	Lowest score
	Enforcement of local laws	60	60	61	61	Aged 35-49 years	Aged 50-64 years
	Tourism development	59	61	62	61	Aged 35-49 years	Aged 18-34 years
	Elderly support services	59	65	63	63	Aged 65+ years	Aged 18-34 years
	Environmental sustainability	59	59	58	60	Aged 35-49 years	Aged 18-34 years
	Waste management	58	59	65	66	Aged 65+ years	Aged 35-49 years, Aged 50-64 years
	Informing the community	53	56	54	57	Aged 35-49 years, Castlemaine residents	Aged 50-64 years
	Business & community dev.	52	53	57	57	Aged 35-49 years, Aged 65+ years	Aged 18-34 years
	Consultation & engagement	51	54	49	52	Aged 35-49 years	Aged 18-34 years
	Lobbying	49	52	49	51	Aged 35-49 years	Aged 18-34 years
	Parking facilities	49	52	51	55	Aged 35-49 years	Aged 18-34 years



Summary of Mount Alexander Shire Council performance

Services		Mount Alexander 2023	Mount Alexander 2022	Large Rural 2023	State-wide 2023	Highest score	Lowest score
	Community decisions	48	50	48	51	Aged 65+ years	Aged 18-34 years
	Sealed local roads	47	51	40	48	Castlemaine residents	Aged 18-34 years
	Town planning policy	45	48	49	50	Aged 65+ years	Aged 18-34 years
	Population growth	43	45	45	48	Aged 65+ years	Aged 18-34 years
	Local streets & footpaths	42	47	47	52	Men, Aged 35-49 years, Aged 65+ years, Castlemaine residents	Aged 18-34 years
	Planning & building permits	40	44	42	47	Aged 65+ years, Aged 35-49 years	Aged 18-34 years
	Unsealed roads	38	43	35	37	Aged 65+ years	Aged 18-34 years



Focus areas for the next 12 months

Overview

Mount Alexander Shire Council's overall performance has fluctuated over time, but following a peak rating in 2021, perceptions have steadily declined. Rating are now at the equal-lowest level last seen in 2015 and 2016. Performance ratings remained steady across most individual service areas in the past year. Significant declines occurred in only six of the 23 service areas evaluated.

Key influences on perceptions of overall performance

Council should focus on improving performance in the individual service areas that most influence perceptions of overall performance: community decisions, town planning, and community consultation and engagement. Council currently performs less well in these service areas, and improving perceptions will assist to drive up opinion of overall performance. Ensuring residents feel heard on key local issues and Council initiatives, including on town planning, can help to shore up positive overall community opinion.

Comparison to state and area grouping

Council performance is similar to the Large Rural group average on more than half of the individual service areas evaluated. Beyond that, Council tends to rate below average more often than it performs above average. Council performs below the State-wide average on 12 out of 23 of the service areas. COVID-19 response, community and cultural activities, and sealed local roads are an exception – here Council performs significantly above the Large Rural group (and on the former two, also above the State-wide average).

Opportunity to shore up perceptions

In the year ahead, Council should look to maintain its strong performance in community and cultural activities – as this is an area that also has a positive influence on perceptions of overall performance. Residents aged 18 to 34 years require particular attention here, given their significantly lower than average assessment of performance. Indeed, this age group are consistently more critical of Council performance, and so attention should be paid to interactions more generally with this cohort over the coming year.

DETAILED FINDINGS

Overall performance



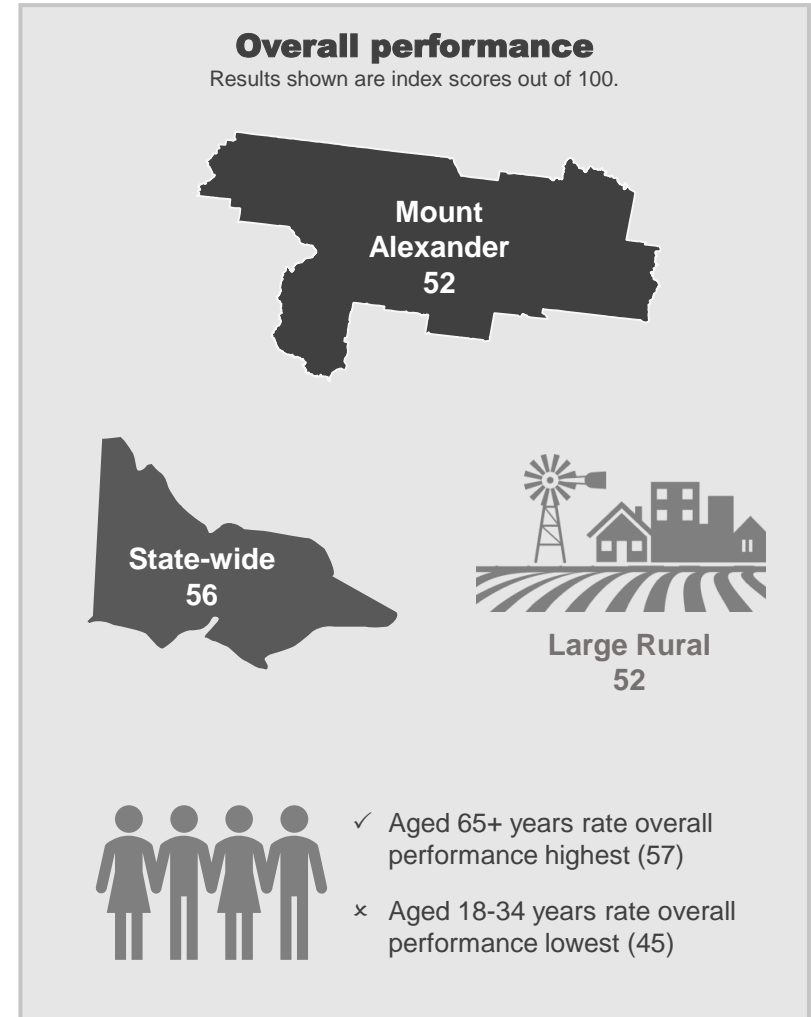
Overall performance

The overall performance index score of 52 for Mount Alexander Shire Council is in line with the 2022 result declining by three (not significant) index points in the past year. Council's overall performance has lost the gain achieved in 2021 – following the pattern across the State. The current rating for Council is now back at its equal-lowest, last seen in 2015 and 2016.

Council's overall performance is rated statistically significantly lower (at the 95% confidence interval) than the State-wide average for councils (index score of 56) and in line with the average rating for councils in the Large Rural group (index score of 52).

- Perceptions of Council's overall performance declined significantly this year among residents aged 18 to 34 years (index score of 45, down 11 index points) and women (52, down five points).
- By age group, overall performance is rated lowest among residents aged 18 to 34 years and highest among those aged 65 years and over (and significantly higher than average).

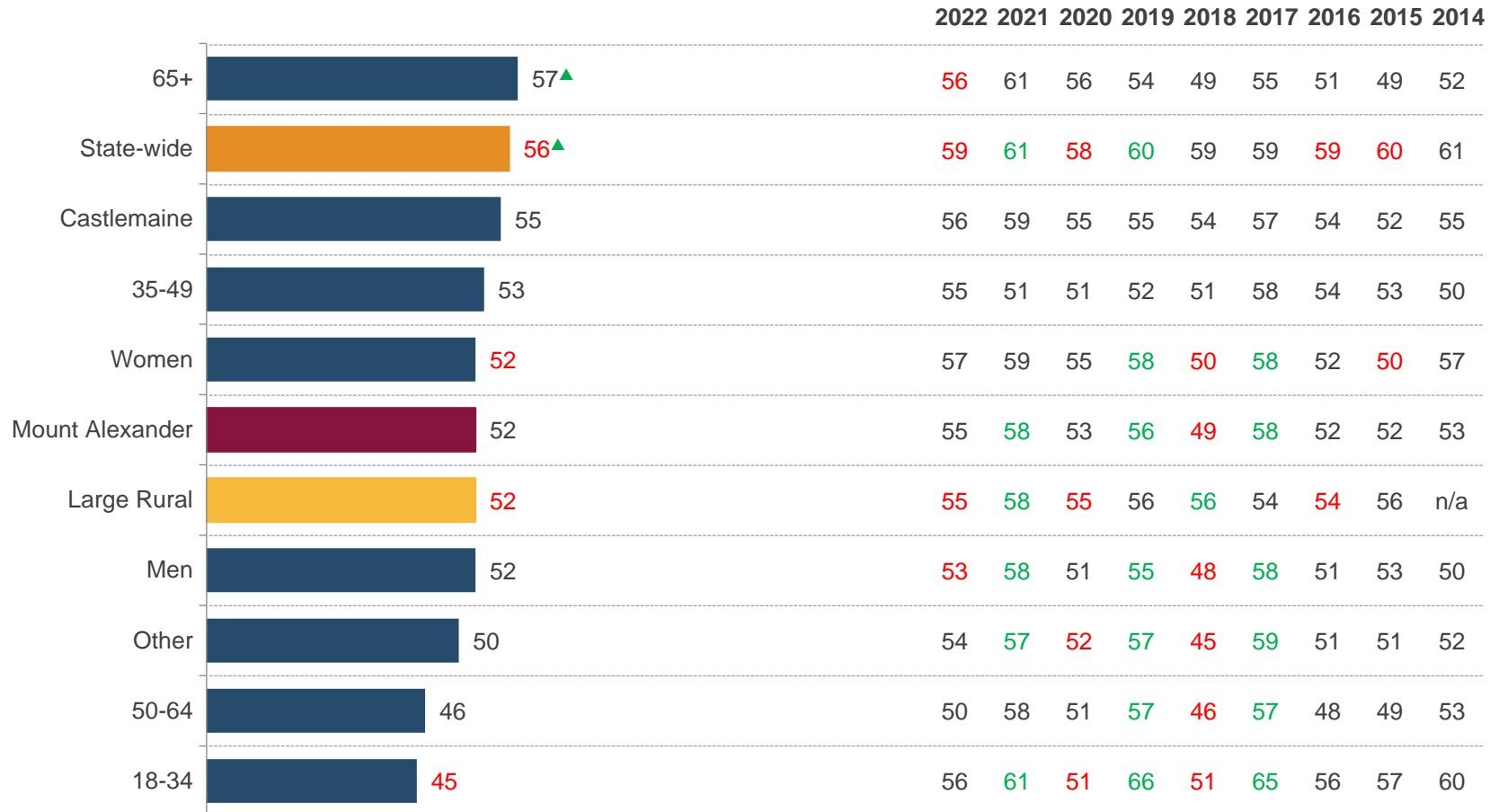
A quarter of residents (27%) rate the value for money they receive from Council in infrastructure and services provided to their community as 'very good' or 'good'. In comparison, a higher 37% rate Council as 'very poor' or 'poor'.





Overall performance

2023 overall performance (index scores)



Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Mount Alexander 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?

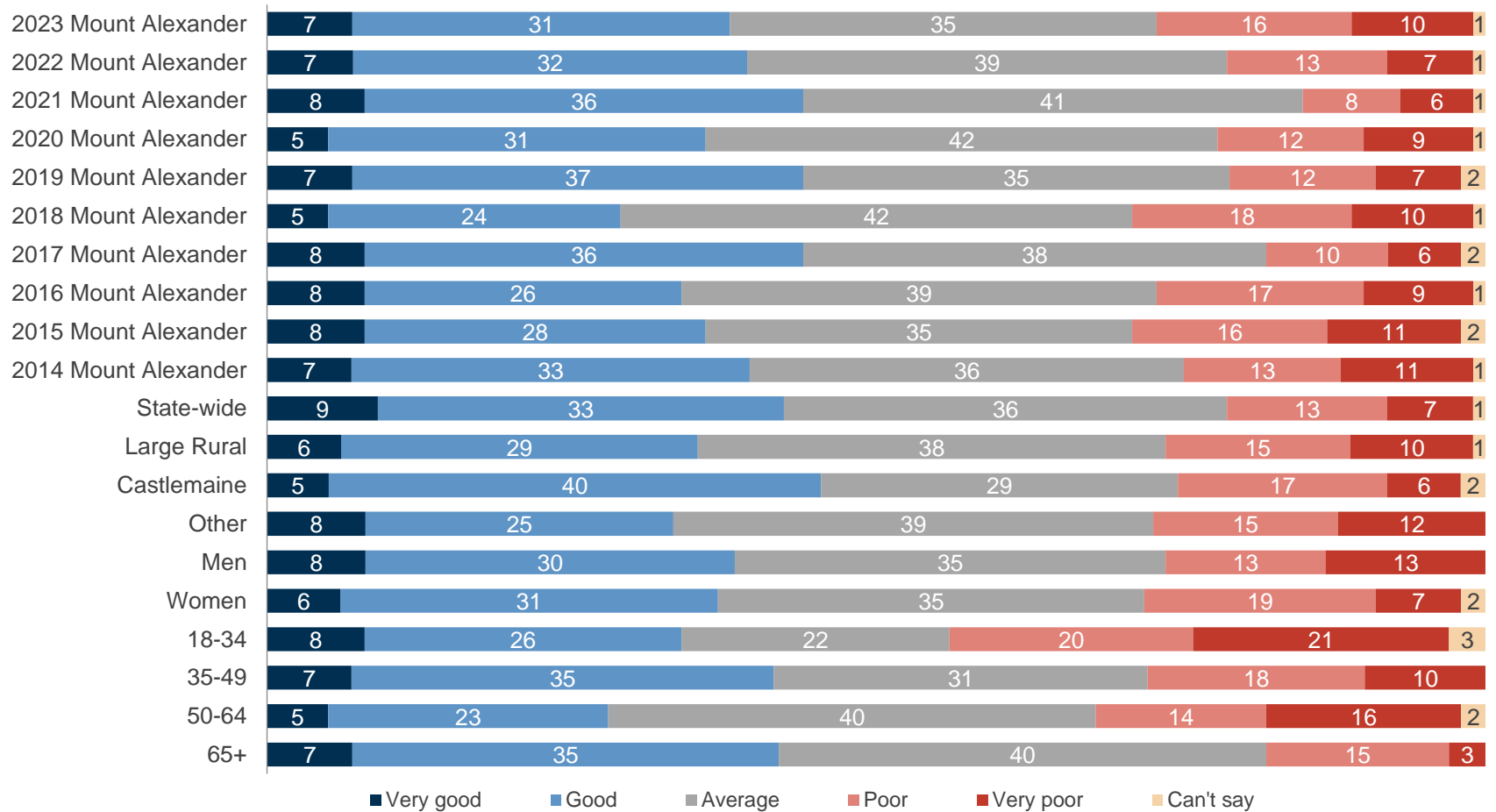
Base: All respondents. Councils asked State-wide: 66 Councils asked group: 18

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



Overall performance

2023 overall performance (%)



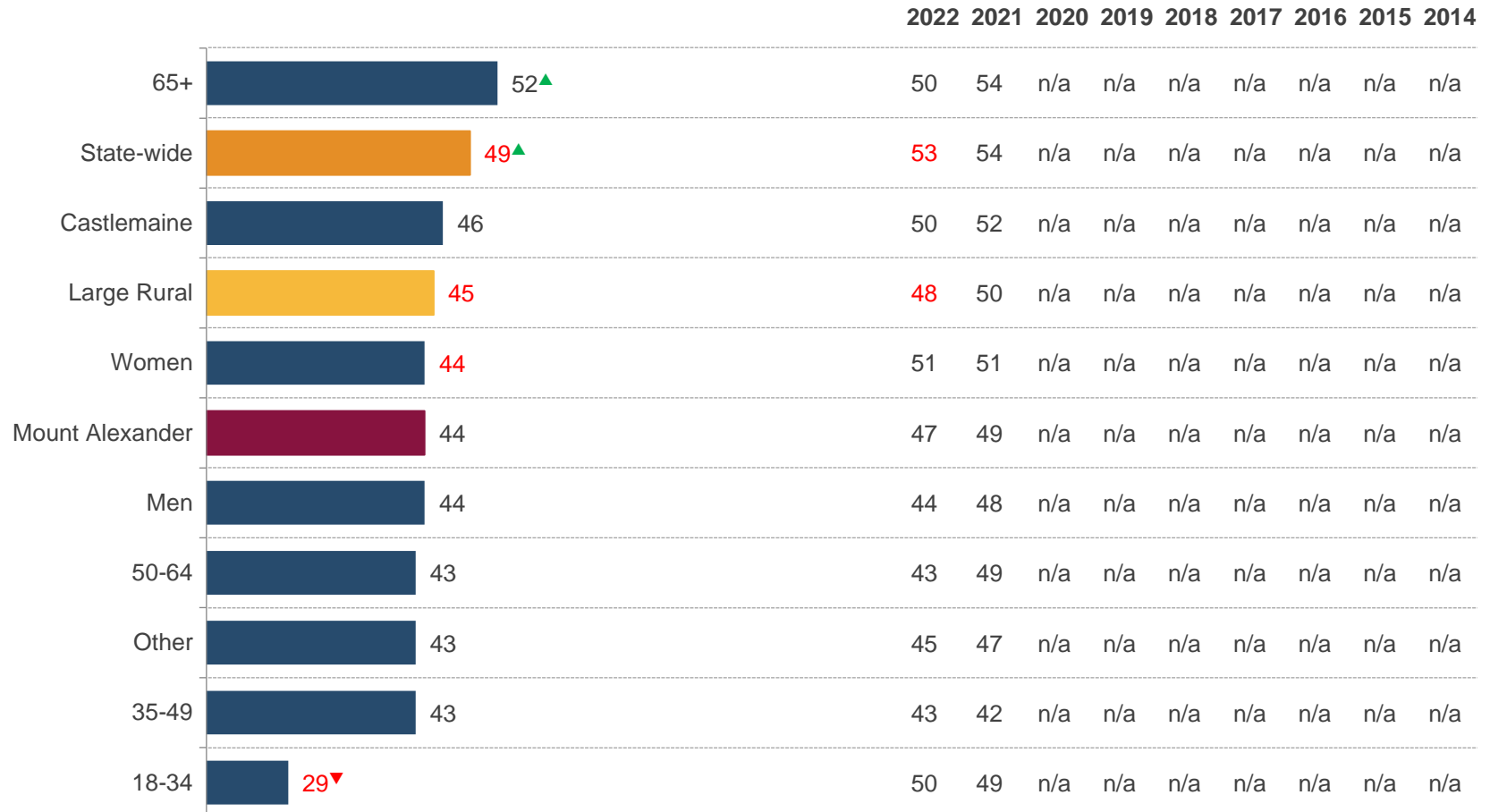
Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Mount Alexander Shire Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?

Base: All respondents. Councils asked State-wide: 66 Councils asked group: 18



Value for money in services and infrastructure

2023 value for money (index scores)



Q3b. How would you rate Mount Alexander Shire Council at providing good value for money in infrastructure and services provided to your community?

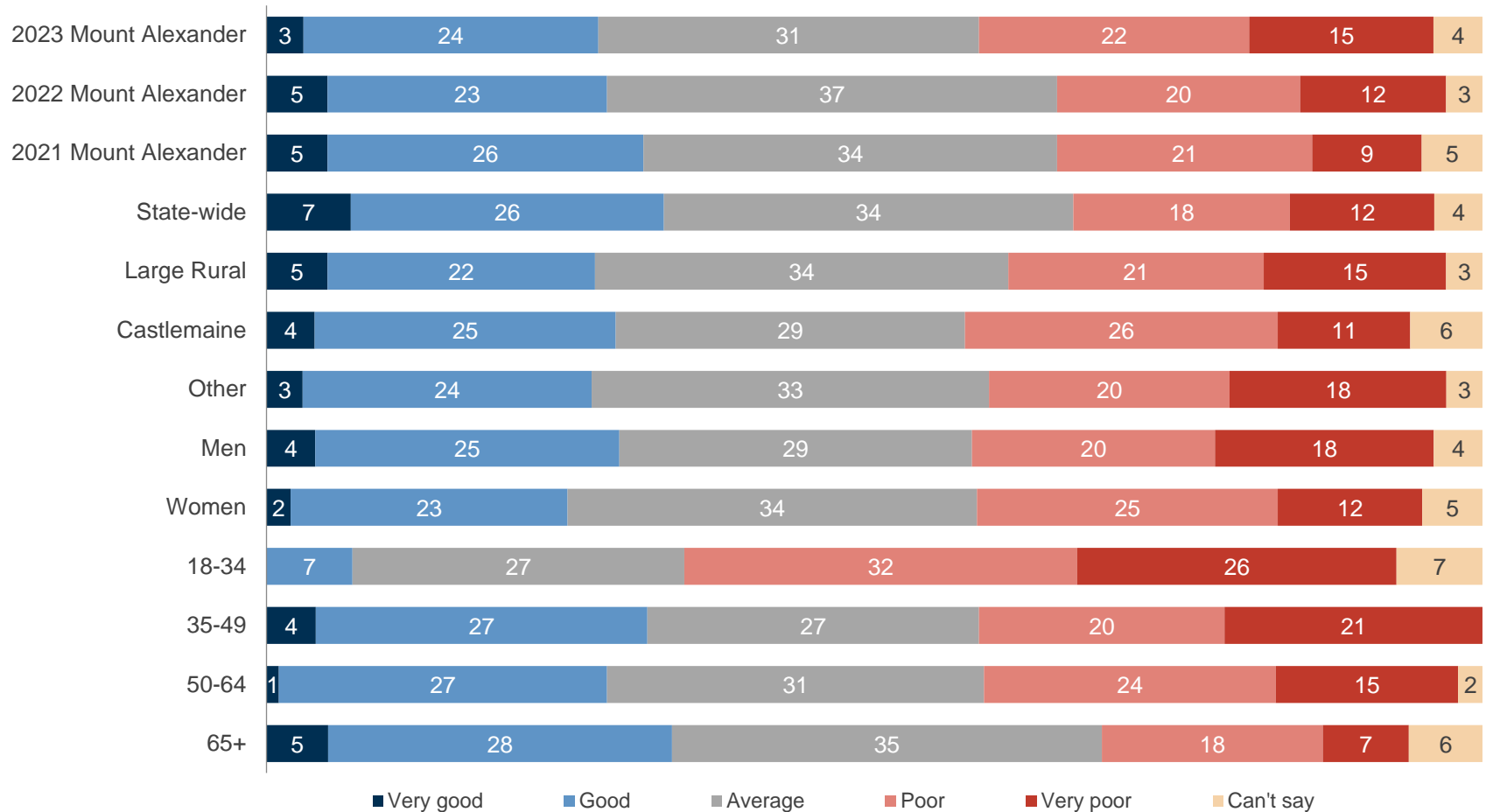
Base: All respondents. Councils asked State-wide: 65 Councils asked group: 18

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



Value for money in services and infrastructure

2023 value for money (%)



Q3b. How would you rate Mount Alexander Shire Council at providing good value for money in infrastructure and services provided to your community?

Base: All respondents. Councils asked State-wide: 65 Councils asked group: 18



Top performing service areas

Mount Alexander Shire Council performs best in the service area of COVID-19 response (index score of 71), followed by community and cultural activities (69). Ratings of Council's performance on each of these service areas are consistent with the 2022 results.

- Positively, Council performs significantly higher than the Large Rural group and State-wide averages on these service areas.
- Council should look to restore positive perceptions among residents aged 18 to 34 years, given they tend to be more critical of Council's performance in the aforementioned service areas.

Ratings for Council's community and cultural activities are significantly higher than average for residents aged 35 to 49 years, and significantly lower than average for residents aged 18 to 34 years.

- Perceptions of community and cultural activities have a moderate influence on the overall performance rating and maintaining this positive result should remain a focus in the coming 12 months.

Council's next highest rated service area is the appearance of public areas (index score of 67).

- On this service area, Council performs in line with the Large Rural group and State-wide averages.





Low performing service areas



Council rates lowest for maintenance of unsealed roads (index score of 38). Ratings for this service area decreased significantly in the last 12 months and are trending downwards from the peak achieved in 2021 to reach an all time low.

- Declines in perceived performance have been underpinned by a significant decrease in performance ratings in the last 12 months among residents aged 18 to 34 years.
- Maintenance of unsealed roads should be a priority service area for Council as it has a moderate to strong influence on overall perceptions of performance. Residents rate this among the most important of the service areas evaluated (important index score of 81), third only to waste management and community decisions.

Planning and building permits, and the condition of local streets and footpaths are Council's next lowest-rated service areas (index scores of 40 and 42 respectively). Ratings of Council's performance in these service areas have decreased significantly in the last 12 months and are also at their lowest levels.

Indeed, 11% of residents nominate town planning, permits and red tape and 10% raise footpaths and walking tracks as Council service areas most in need of improvement.



Individual service area performance

2023 individual service area performance (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
COVID-19 response	71	69	74	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Community & cultural	69	68	68	68	72	70	73	68	72	n/a
Appearance of public areas	67	69	73	72	70	68	70	66	69	n/a
Emergency & disaster mngt	62	64	68	62	68	65	66	62	n/a	n/a
Family support services	61	65	65	60	65	62	64	59	n/a	n/a
Recreational facilities	61	64	64	62	65	62	63	56	59	60
Enforcement of local laws	60	60	66	63	65	63	64	59	61	n/a
Tourism development	59	61	62	64	65	63	67	61	n/a	n/a
Elderly support services	59	65	65	62	66	63	66	60	62	n/a
Environmental sustainability	59	59	65	59	61	64	63	62	63	n/a
Waste management	58	59	58	49	55	58	60	52	58	n/a
Informing the community	53	56	61	52	57	55	58	52	55	n/a
Business & community dev.	52	53	56	54	54	53	56	49	n/a	n/a
Consultation & engagement	51	54	55	51	56	52	53	49	52	52
Lobbying	49	52	55	51	54	52	50	48	54	53
Parking facilities	49	52	53	51	n/a	n/a	n/a	n/a	n/a	n/a
Community decisions	48	50	55	49	52	45	52	44	48	49
Sealed local roads	47	51	56	50	56	49	53	52	48	53
Town planning policy	45	48	53	49	n/a	n/a	n/a	n/a	n/a	48
Population growth	43	45	51	47	50	47	52	46	n/a	n/a
Local streets & footpaths	42	47	51	48	49	46	46	46	46	n/a
Planning & building permits	40	44	46	45	n/a	n/a	n/a	n/a	n/a	n/a
Unsealed roads	38	43	46	41	43	40	46	42	n/a	44

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

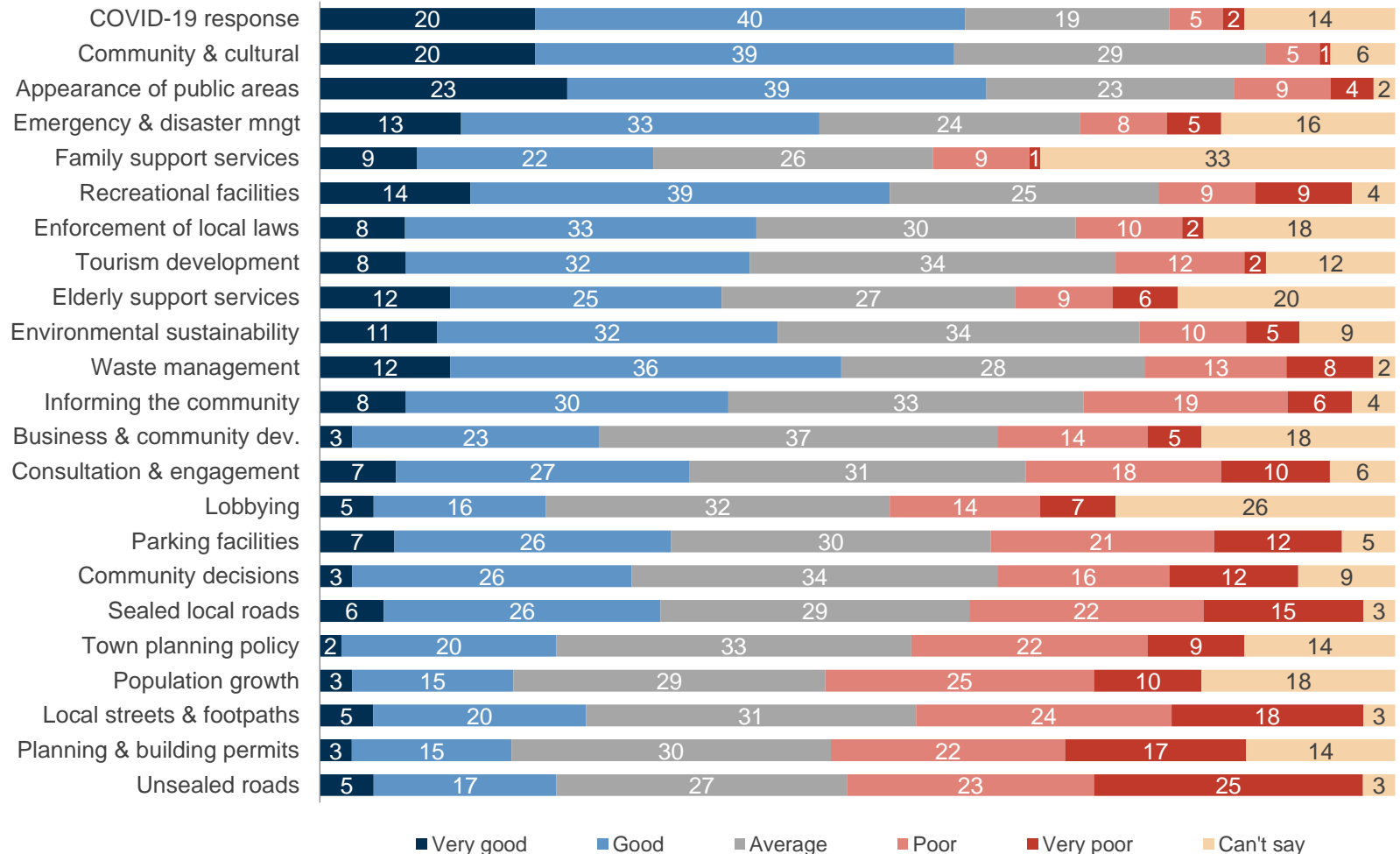
Base: All respondents. Councils asked State-wide: 66 Councils asked group: 18

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



Individual service area performance

2023 individual service area performance (%)





Individual service area importance

2023 individual service area importance (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
Waste management	82	80	81	83	79	82	78	79	79	80
Community decisions	82	79	83	80	78	81	81	79	82	82
Emergency & disaster mngt	81	79	80	80	78	80	80	80	n/a	n/a
Unsealed roads	81	78	77	78	75	78	77	76	n/a	78
Elderly support services	80	83	82	81	79	81	81	79	82	n/a
Sealed local roads	79	79	77	77	75	77	78	75	n/a	n/a
Local streets & footpaths	78	78	77	76	75	75	76	76	78	78
Informing the community	77	75	76	77	74	74	75	75	78	78
Population growth	76	76	75	74	71	74	73	73	n/a	n/a
Planning & building permits	75	75	76	72	n/a	n/a	n/a	n/a	n/a	n/a
Environmental sustainability	74	72	74	74	74	71	73	72	73	n/a
Consultation & engagement	74	76	77	77	72	75	76	75	79	80
Town planning policy	73	72	74	71	n/a	n/a	n/a	n/a	n/a	76
Recreational facilities	72	75	71	70	70	73	71	70	71	73
Appearance of public areas	72	73	73	71	71	73	72	71	73	74
Family support services	72	74	76	71	72	72	73	70	n/a	n/a
Business & community dev.	68	68	71	68	67	70	70	72	n/a	n/a
Lobbying	67	67	68	68	65	65	68	68	70	70
Parking facilities	65	67	67	67	n/a	n/a	n/a	n/a	n/a	n/a
Enforcement of local laws	62	65	66	66	65	67	67	67	71	n/a
Community & cultural	62	62	64	62	61	62	63	61	61	n/a
Tourism development	60	59	62	60	60	61	60	62	n/a	n/a
COVID-19 response	58	65.00	71	n/a	n/a	n/a	n/a	n/a	n/a	n/a

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

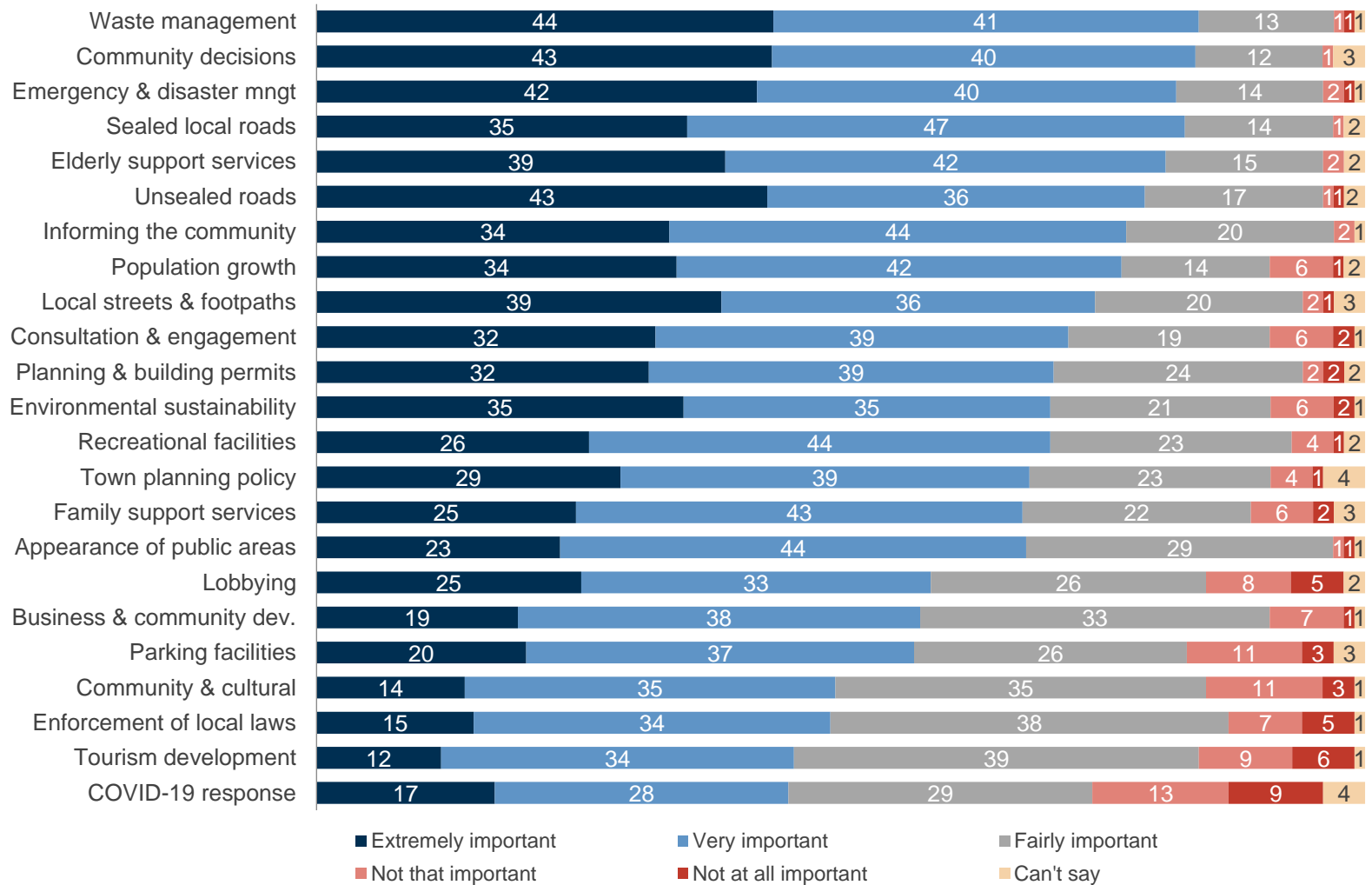
Base: All respondents. Councils asked State-wide: 33 Councils asked group: 10

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



Individual service area importance

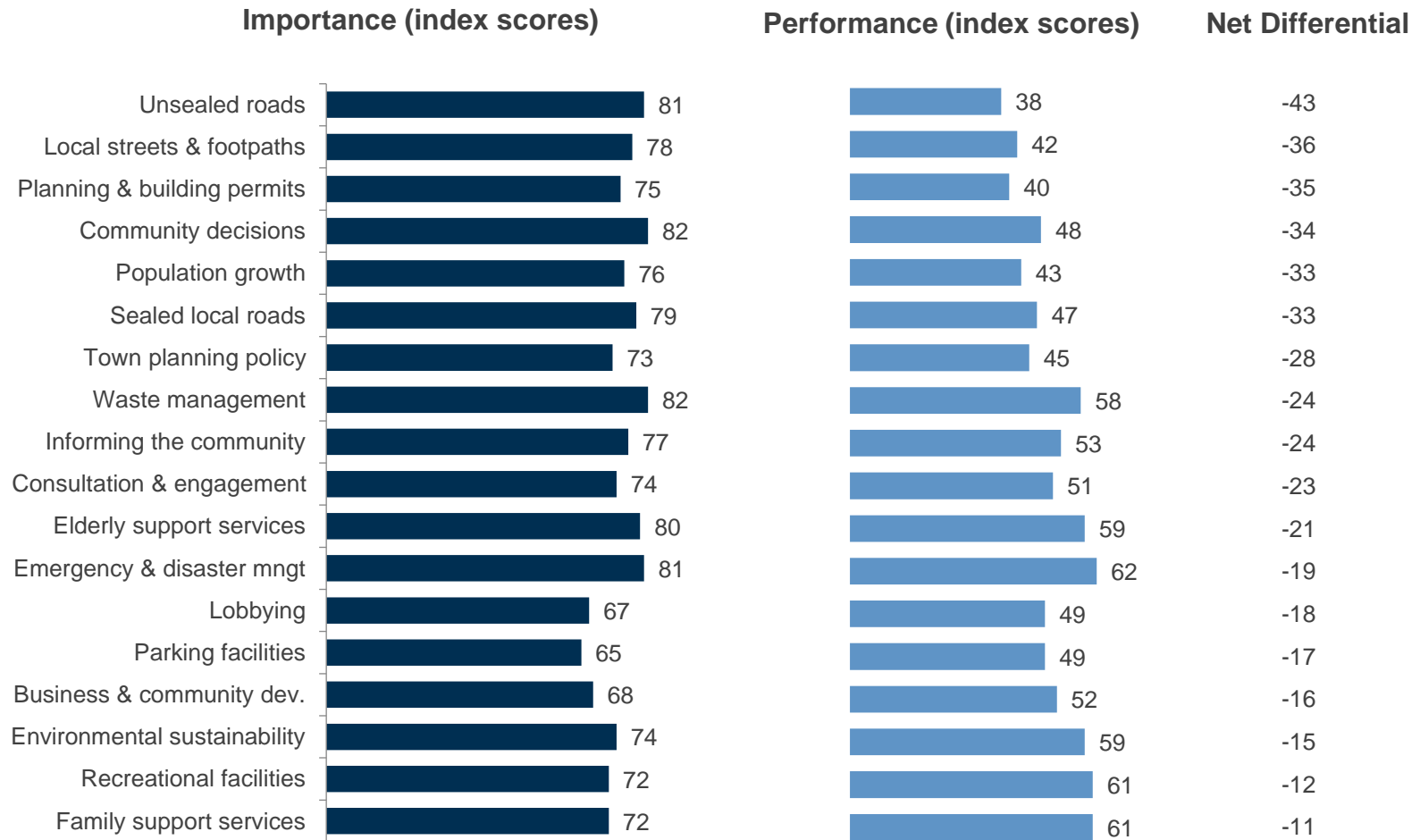
2023 individual service area importance (%)





Individual service areas importance vs performance

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



Note: Net differentials are calculated based on the un-rounded importance and performance scores, then rounded to the nearest whole number, which may result in differences of +/-1% in the importance and performance scores and the net differential scores.



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.

Good communication and transparency with residents about decisions Council has made in the community's interest provides the greatest opportunity to drive up overall opinion of Council's performance. Currently, this is one of Council's poorer performing areas (index score of 48).

Following on from that, other individual service areas with a moderate to strong influence on the overall performance rating are:

- Community consultation and engagement
- Town planning
- The maintenance of unsealed roads
- Elderly support services
- The condition of sealed local roads
- Community and cultural activities.

Looking at these key service areas only, community and cultural activities has a high performance index (69) and Council also performs well on elderly support services (59). Both are moderate influences on the

overall performance rating and maintaining these positive results should remain a focus – but there is greater work to be done elsewhere.

Council performs relatively less well on the stronger influence of community consultation and engagement (index of 51).

Ensuring residents feel heard on key local issues and Council initiatives and policies can also help shore up positive overall community opinion.

However, most in need of attention is Council's town planning, which is rated as poor (index of 45) and is a strong influence on overall performance ratings, in addition to the poorly rated but more moderate influences of unsealed and sealed roads (performance index of 38 and 47 respectively).

It will be important to attend to resident concerns about planning issues and polices, and the maintenance of sealed and unsealed roads to help improve overall ratings of Council performance.



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 regressions are shown on the following two charts.

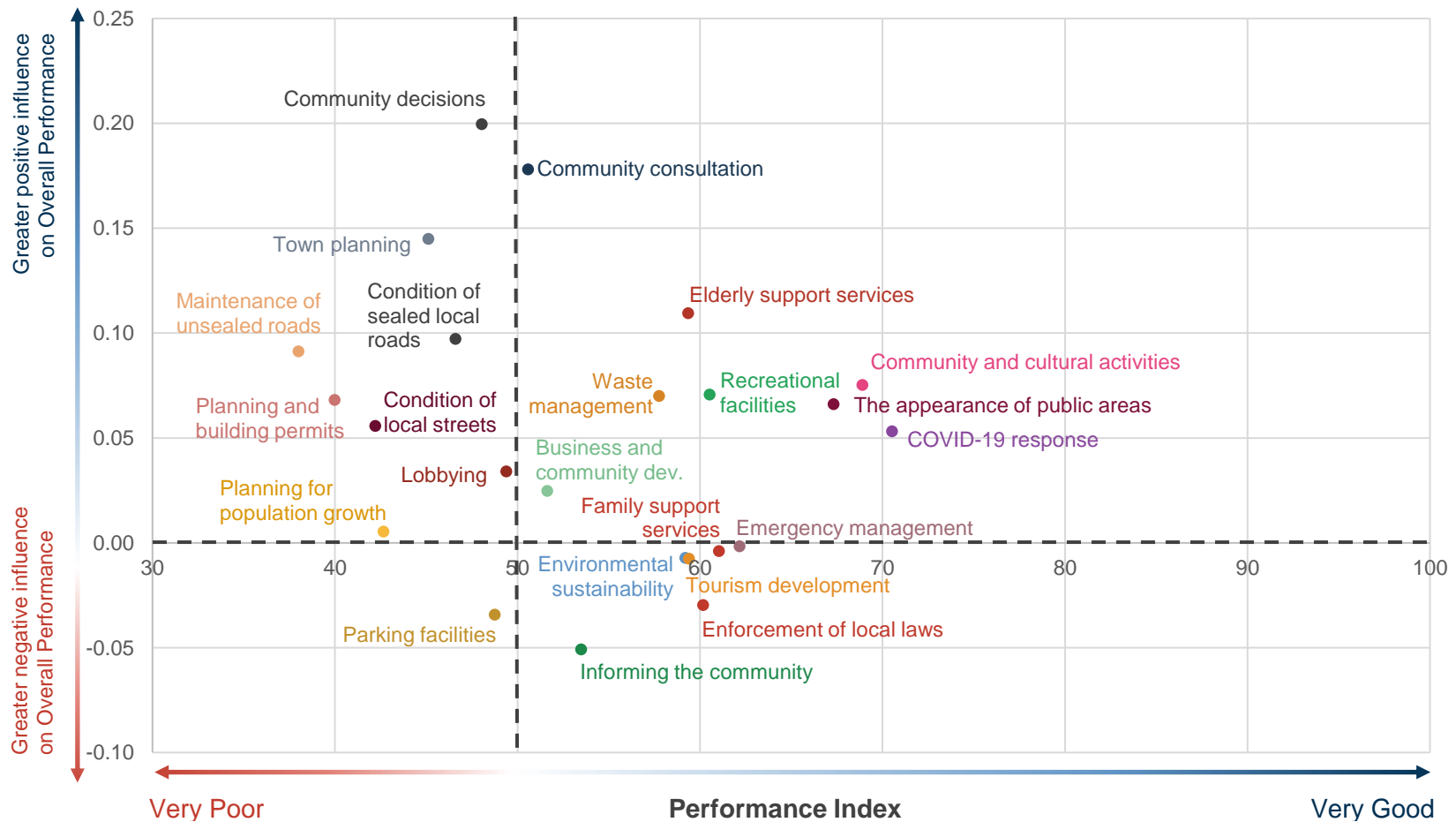
1. **The first chart** shows the results of a regression analysis of *all* individual service areas selected by Council.
2. **The second chart** shows the results of a regression performed on a smaller set of service areas, being those with a moderate-to-strong influence on overall performance. Service 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

2023 regression analysis (all service areas)

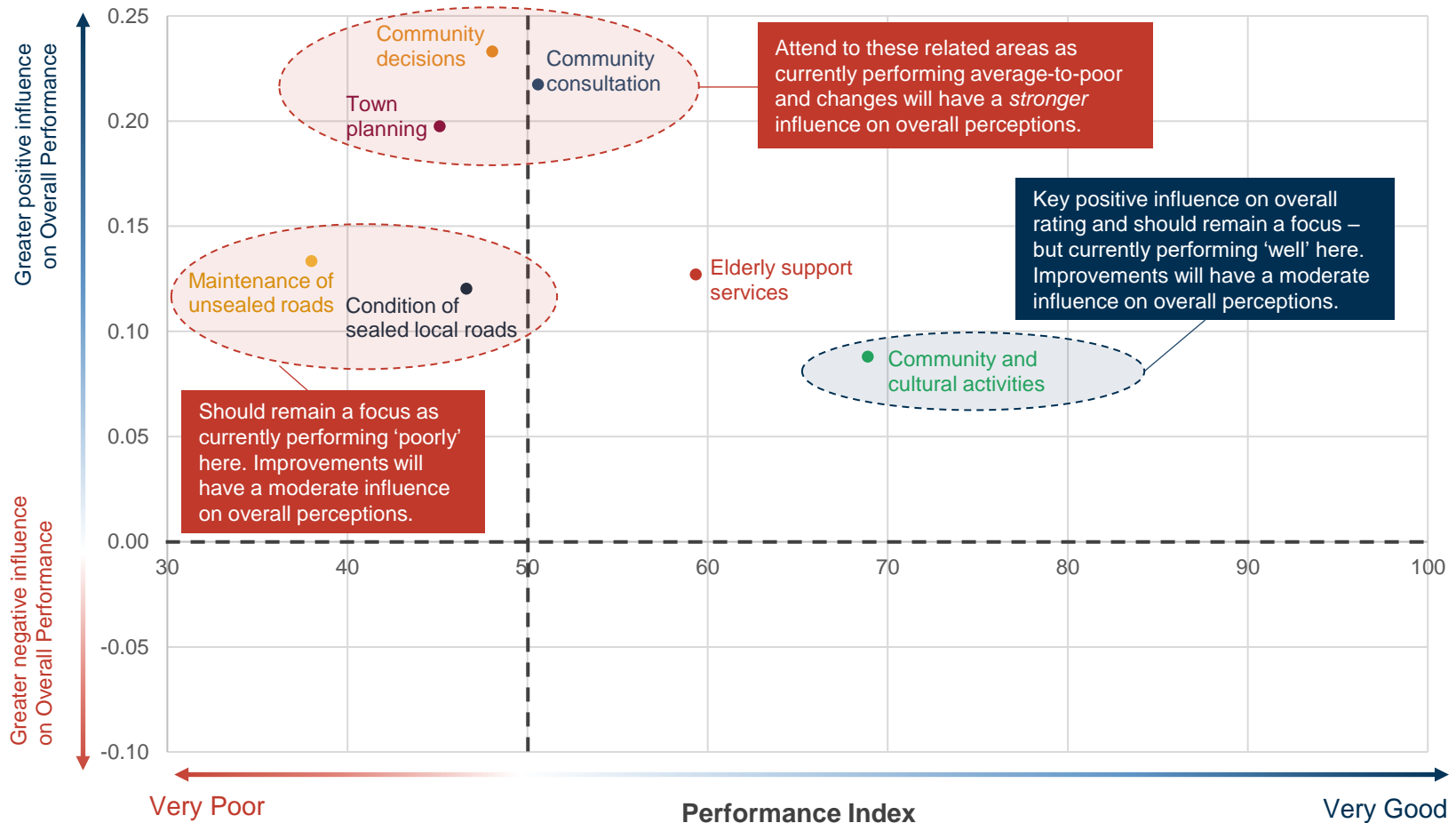


The multiple regression analysis model above (all service areas) has an R^2 value of 0.630 and adjusted R^2 value of 0.607, which means that 61% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at $p = 0.0001$, $F = 27.78$. 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

2023 regression analysis (key service areas)

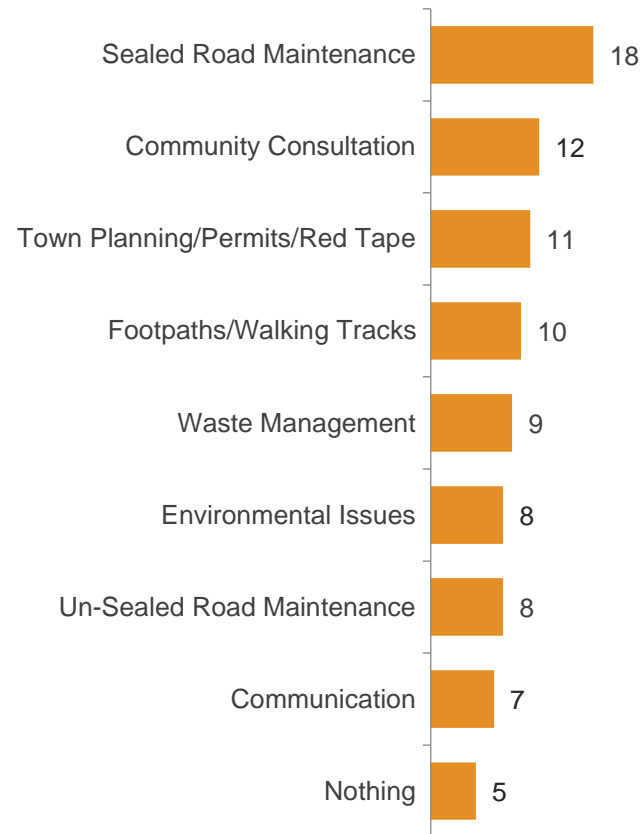


The multiple regression analysis model above (reduced set of service areas) has an R^2 value of 0.601 and adjusted R^2 value of 0.594, which means that 59% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at $p = 0.0001$, $F = 84.49$.



Areas for improvement

2023 areas for improvement (%)
- Top mentions only -



Q17. What does Mount Alexander Shire Council MOST need to do to improve its performance?

Base: All respondents. Councils asked State-wide: 53 Councils asked group: 16

A verbatim listing of responses to this question can be found in the accompanying dashboard.



Customer service



Contact with council and customer service

Contact with council

Around two thirds of households (65%) have had contact with Council in the last 12 months. Rate of contact has remained stable over time. Residents aged 50 to 64 years are most likely to have recently contacted Council in the last year.

Telephone and in-person (both 32%) remain the most common methods of contacting Council, followed by email (24%).



Customer service

Council's customer service index of 68 is unchanged from the 2022 result. Council's customer service performance has remained stable over time, with Council maintaining the gain achieved in 2017. As was the case last year, customer service is rated in line with the Large Rural group and State-wide averages (index scores of 65 and 67 respectively).

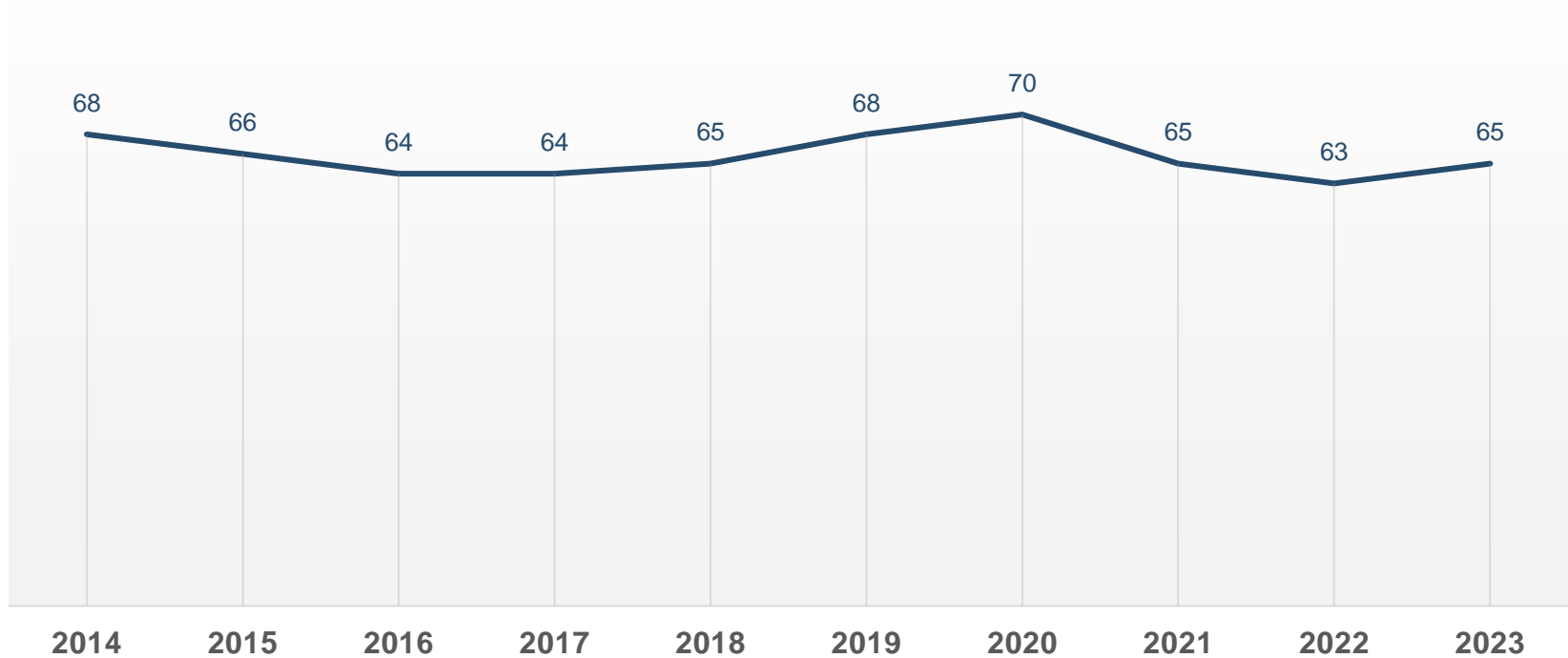
- Geographically, customer service ratings are lowest among residents of Castlemaine (index score of 63) and highest among residents of 'Other' areas (71).
- By age group, customer service is rated highest among residents aged 35 to 49 years and lowest among younger residents aged 18 to 34 years.
- Council should focus attention on residents aged 18 to 34 years as they have the least positive perceptions of customer service performance. Ratings declined significantly among this cohort (index score of 51, down 23 points from 2022) and are well below the Council average.

It is recommended that extra attention is paid to email correspondence over the coming 12 months. Email is the third most common method of contact with Council but has lower ratings of customer service performance.



Contact with council

2023 contact with council (%)
Have had contact



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

Base: All respondents. Councils asked State-wide: 25 Councils asked group: 8



Contact with council

2023 contact with council (%)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
50-64	75	72	67	75	76	69	75	71	68	71
Women	69	61	67	73	69	62	67	62	65	68
Other	68	63	59	70	68	67	64	62	65	67
Mount Alexander	65	63	65	70	68	65	64	64	66	68
35-49	65	61	82	74	70	69	64	67	75	69
State-wide	64	63	62	64	63	63	61	60	60	61
18-34	64	63	52	62	57	60	49	50	48	64
Large Rural	62	62	63	63	61	59	62	63	59	n/a
Castlemaine	62	65	73	70	68	62	64	66	67	70
Men	61	65	63	67	68	68	60	66	66	68
65+	61	62	62	68	68	61	61	64	67	68

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

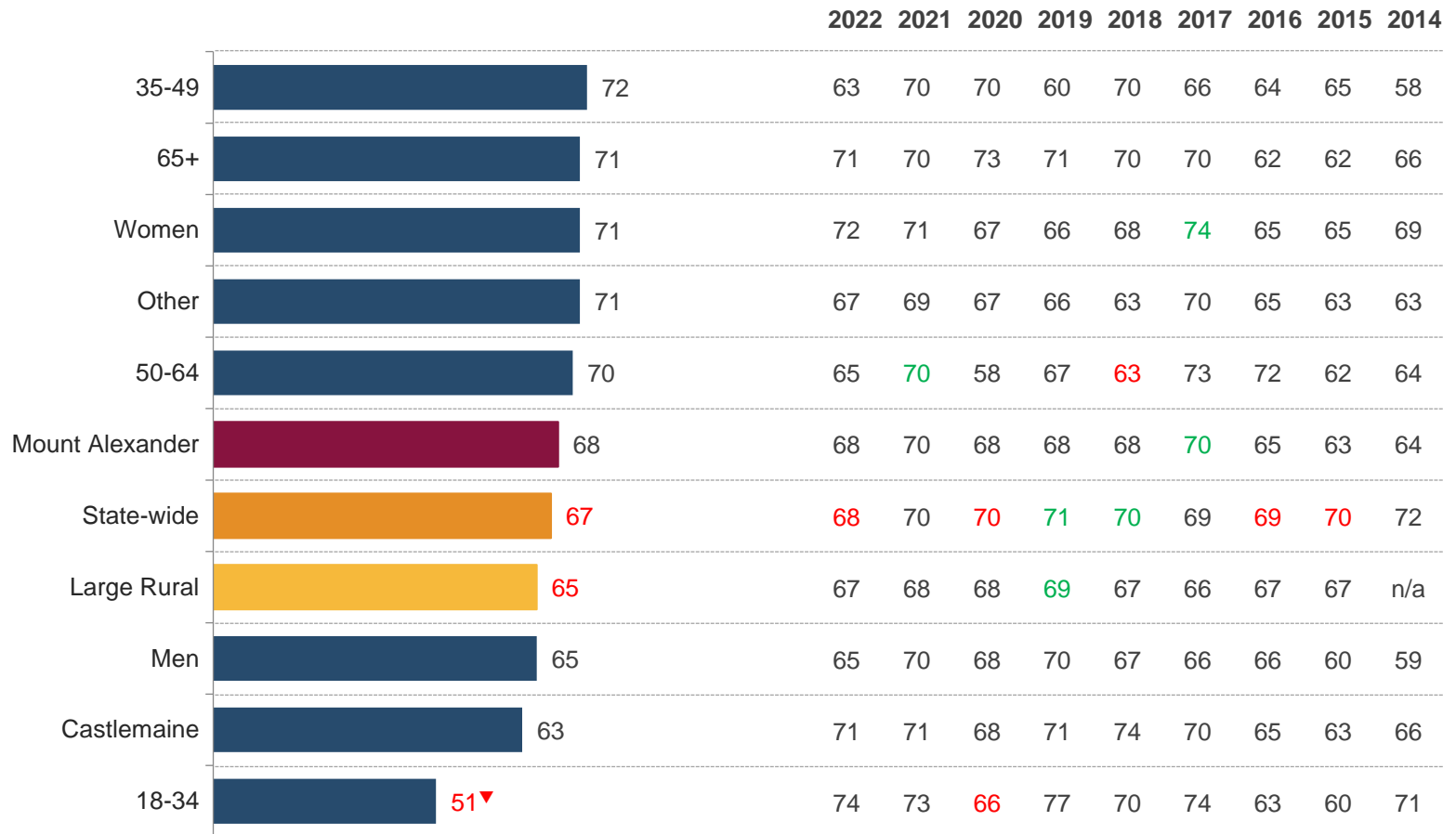
Base: All respondents. Councils asked State-wide: 25 Councils asked group: 8

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



Customer service rating

2023 customer service rating (index scores)



Q5c. Thinking of the most recent contact, how would you rate Mount Alexander 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.

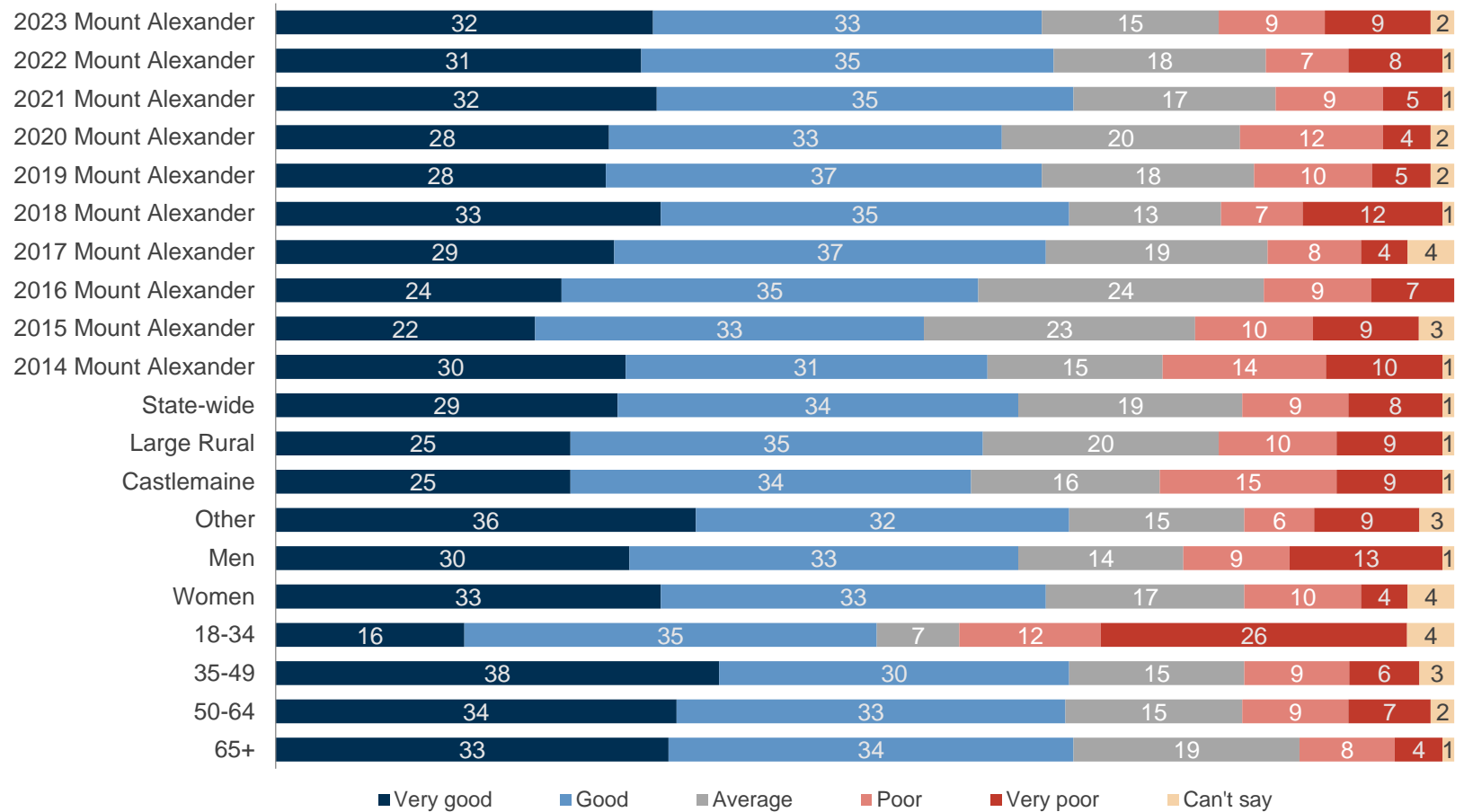
Councils asked State-wide: 66 Councils asked group: 18

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



Customer service rating

2023 customer service rating (%)



Q5c. Thinking of the most recent contact, how would you rate Mount Alexander Shire Council for customer service?

Please keep in mind we do not mean the actual outcome but rather the actual service that was received.

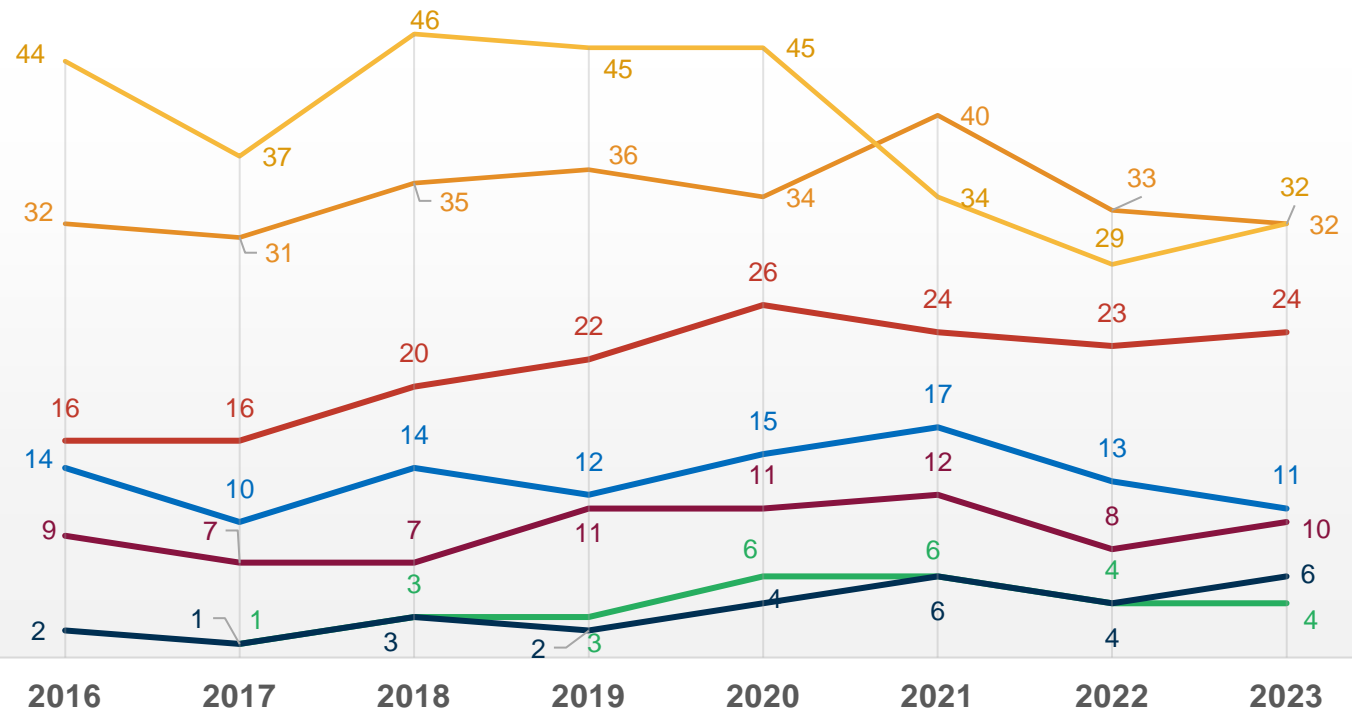
Base: All respondents who have had contact with Council in the last 12 months.

Councils asked State-wide: 66 Councils asked group: 18



Method of contact with council

2023 method of contact (%)



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

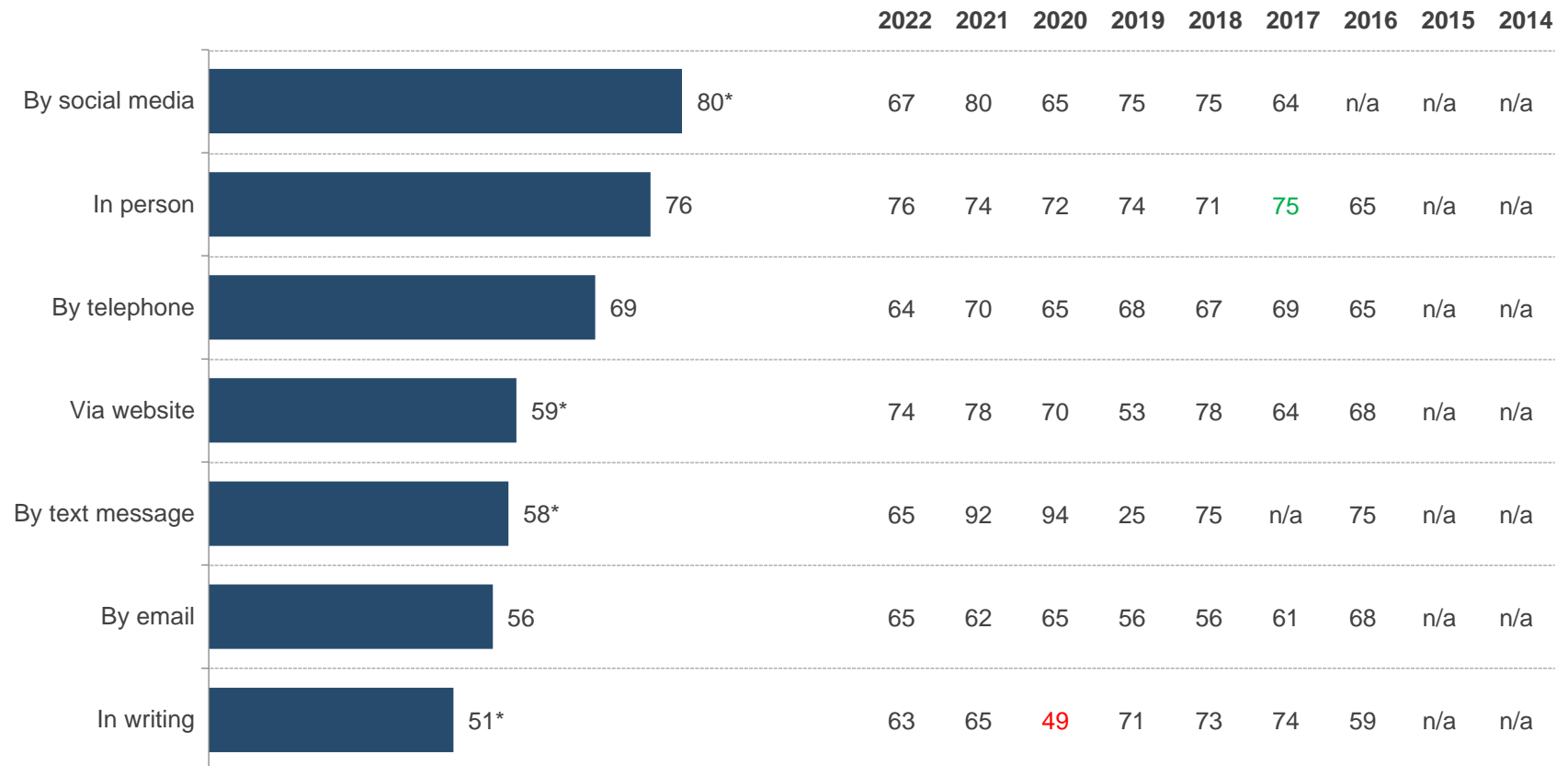
Base: All respondents. Councils asked State-wide: 25 Councils asked group: 8

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



Customer service rating by method of last contact

2023 customer service rating (index score by method of last contact)



Q5c. Thinking of the most recent contact, how would you rate Mount Alexander 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: 25 Councils asked group: 8

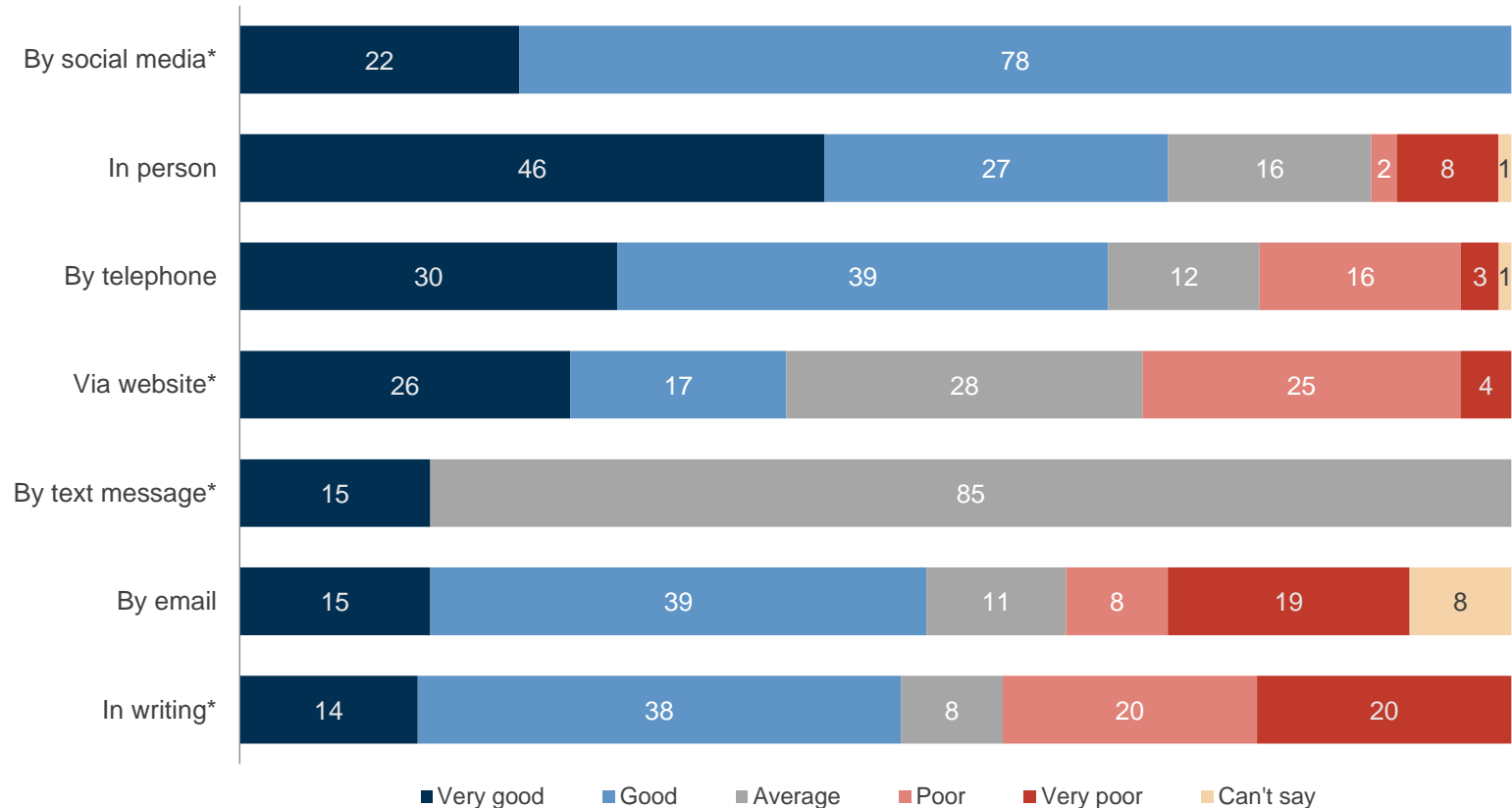
Note: Please see Appendix A for explanation of significant differences.

*Caution: small sample size < n=30



Customer service rating by method of last contact

2023 customer service rating (% by method of last contact)



Q5c. Thinking of the most recent contact, how would you rate Mount Alexander 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: 25 Councils asked group: 8

*Caution: small sample size < n=30



Communication

Communication

The preferred form of communication from Council about news and information and upcoming events are newsletters sent via email (30%) or mail (23%). This is the first time in nine years that electronically distributed newsletters are preferred over the mailed format.

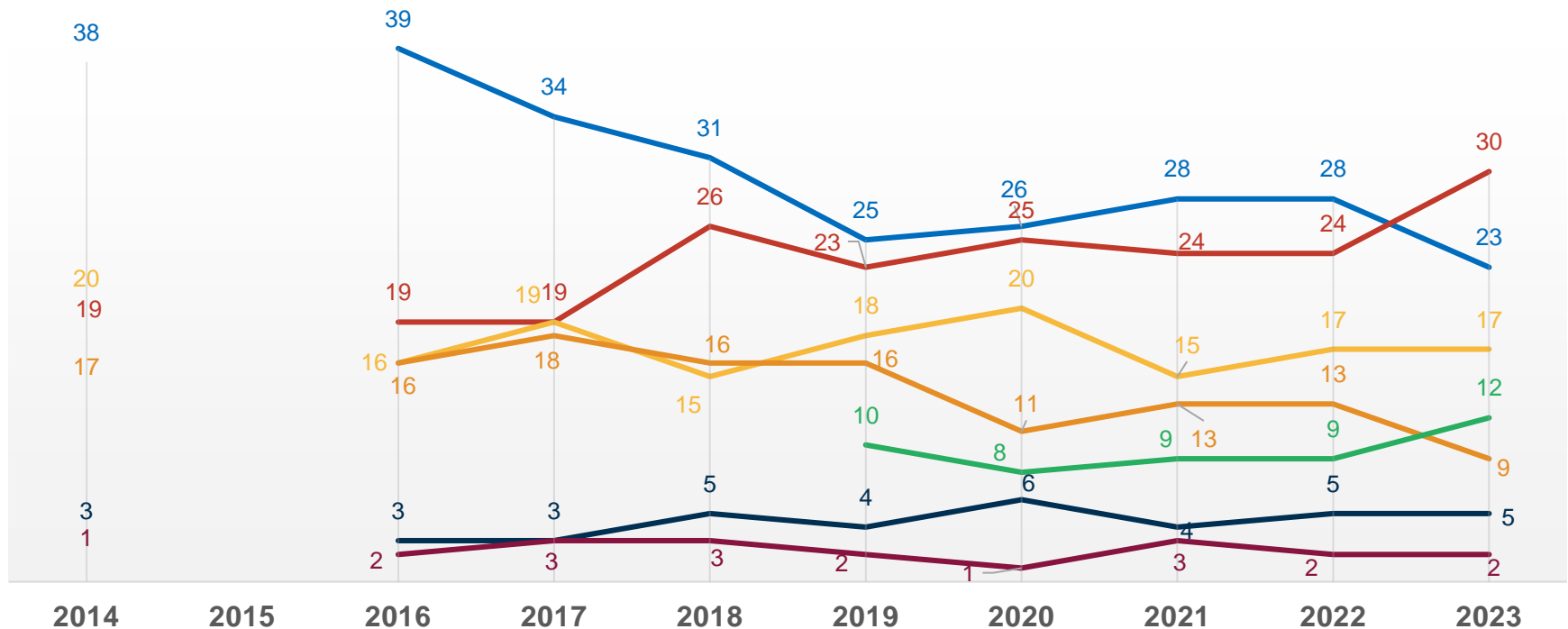
- Among residents aged under 50 years, emailed newsletters has emerged as the preferred form of communication from Council over mailed newsletters. Preference for mailed newsletters has declined to an all time low (dropping from 25% in 2022, down to 18% in 2023), whilst preference for emailed newsletters has reached a series high (rising from 22% in 2022 to 35% in 2023). Preference for social media (22%) has increased over the past year and is now the second most preferred form of communication and sits above mailed newsletters.
- Residents aged over 50 years are divided in their preference for emailed newsletters (27%) and mailed newsletters (26%). Preference for advertising in local newspapers (20%) has remained stable over the past 12 months and is the third most preferred form of communication for people over 50 years of age.





Best form of communication

2023 best form of communication (%)



Q13. If Mount Alexander 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?

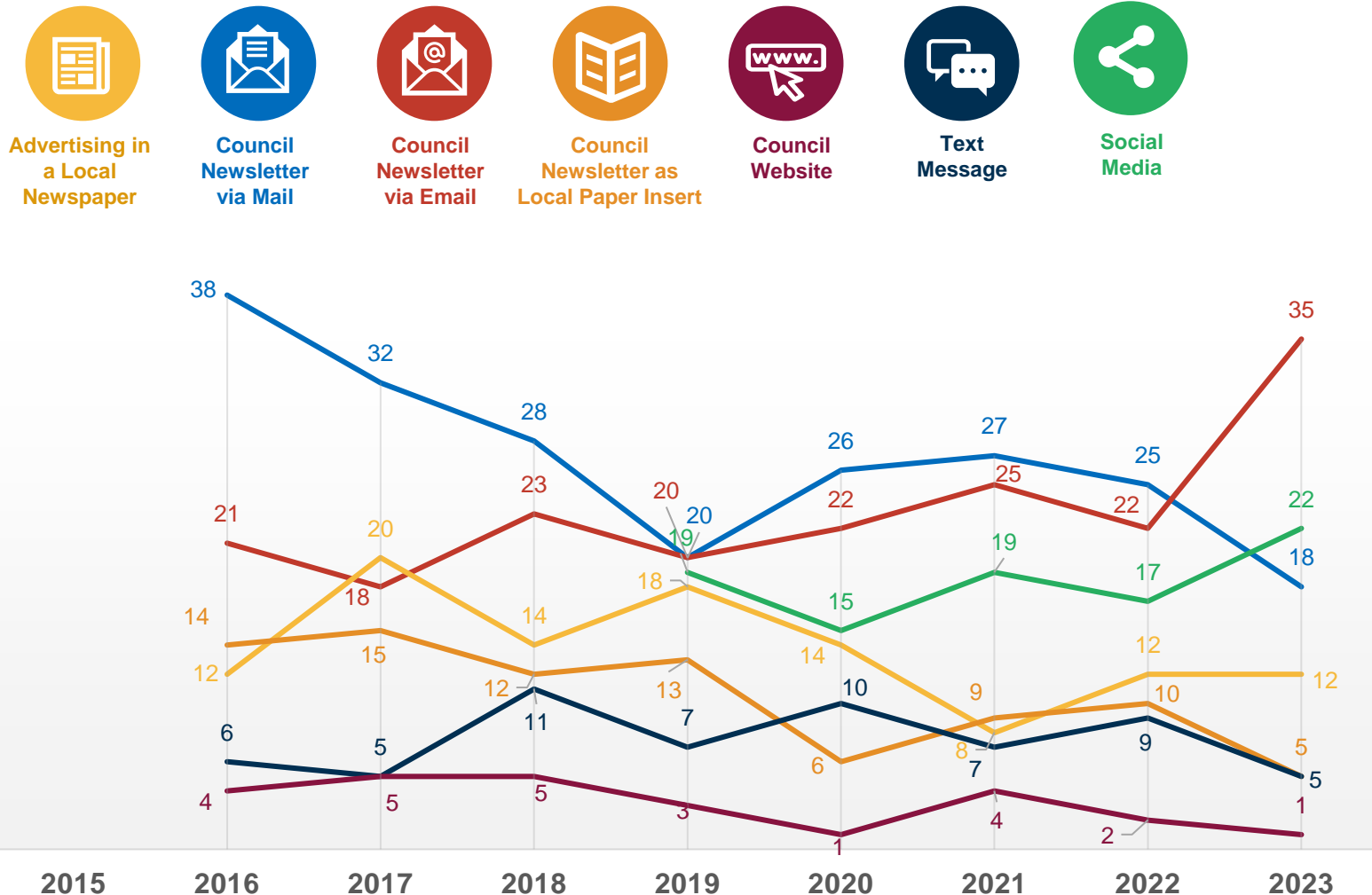
Base: All respondents. Councils asked State-wide: 40 Councils asked group: 10

Note: 'Social Media' was included in 2019.



Best form of communication: under 50s

2023 under 50s best form of communication (%)



Q13. If Mount Alexander 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?

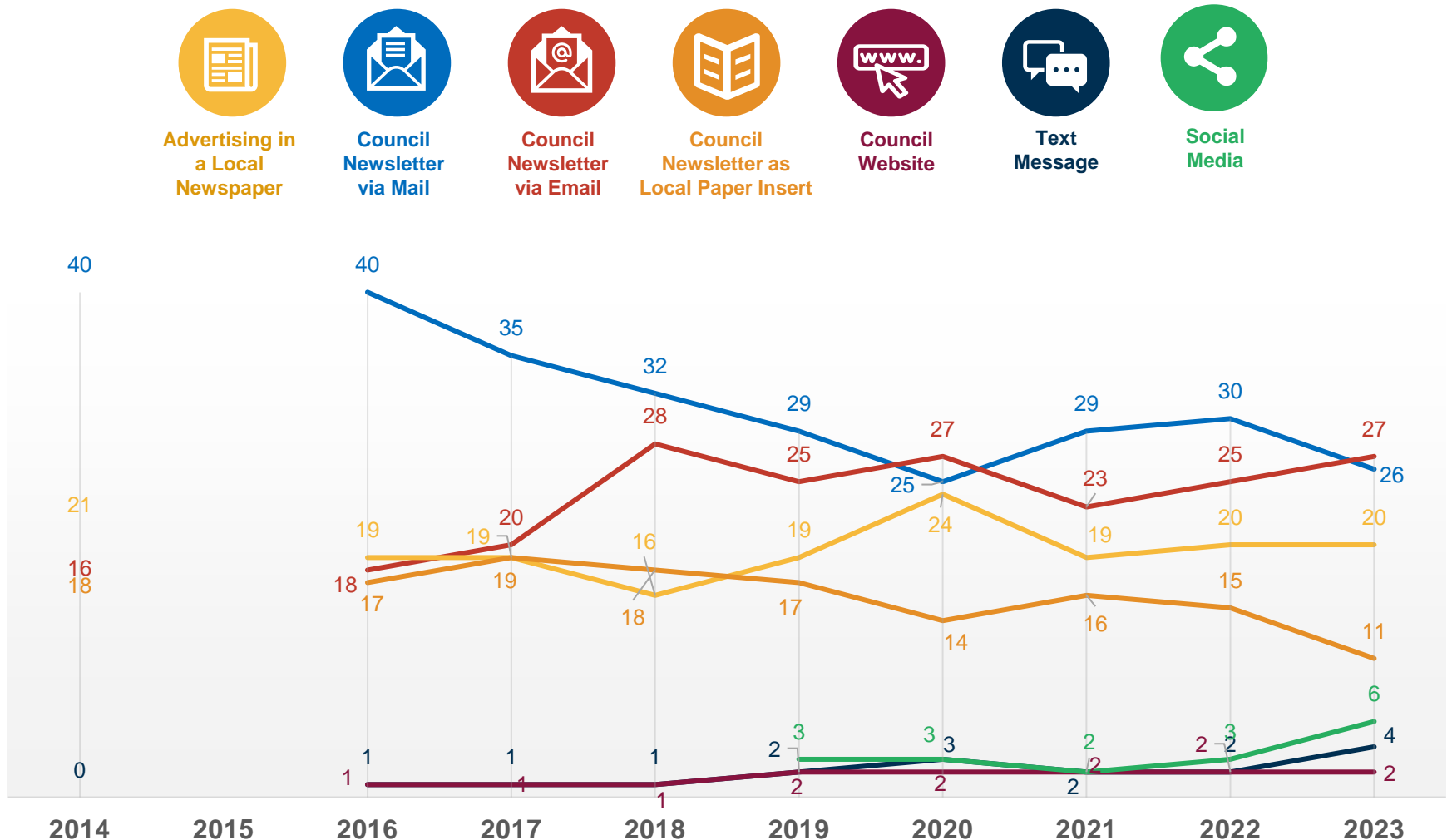
Base: All respondents aged under 50. Councils asked State-wide: 40 Councils asked group: 10

Note: 'Social Media' was included in 2019.



Best form of communication: over 50s

2023 over 50s best form of communication (%)



Q13. If Mount Alexander 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: 40 Councils asked group: 10

Note: 'Social Media' was included in 2019.



Council direction

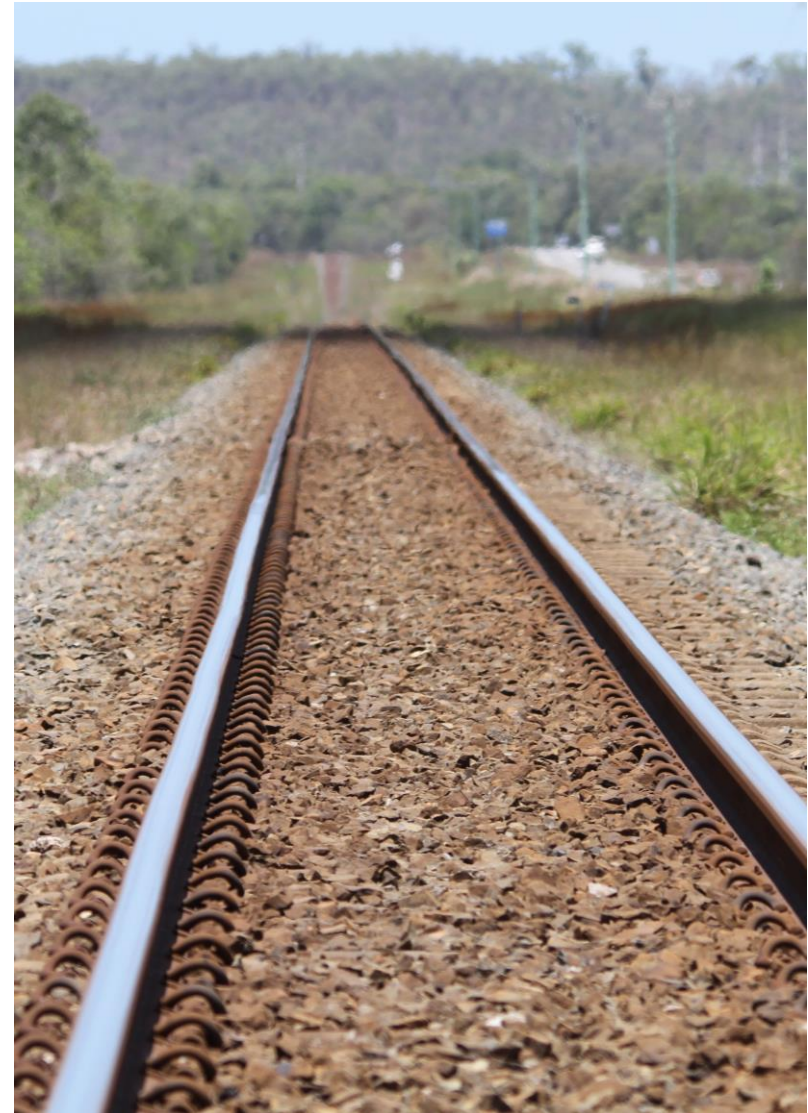


Council direction

The direction of Council's overall performance index score of 41 for Mount Alexander Shire Council marks a significant decline on the 2022 result. This is the second consecutive year performance has significantly declined, following the high achieved in 2021. The index score for the direction of Council's overall performance is at an all time low. Direction of Council's overall performance is rated significantly lower than the Large Rural group and State-wide averages (index scores of 44 and 46 respectively).

- Declines in perceived performance have been underpinned by a significant decrease in performance ratings in the past 12 months among residents aged 18 to 34 years, women, and those living in 'Other' areas.
- By region, residents living in Castlemaine are more satisfied (not significantly so) than average with the direction of Council's overall performance. Residents living in 'Other' areas are less satisfied with Council's direction.

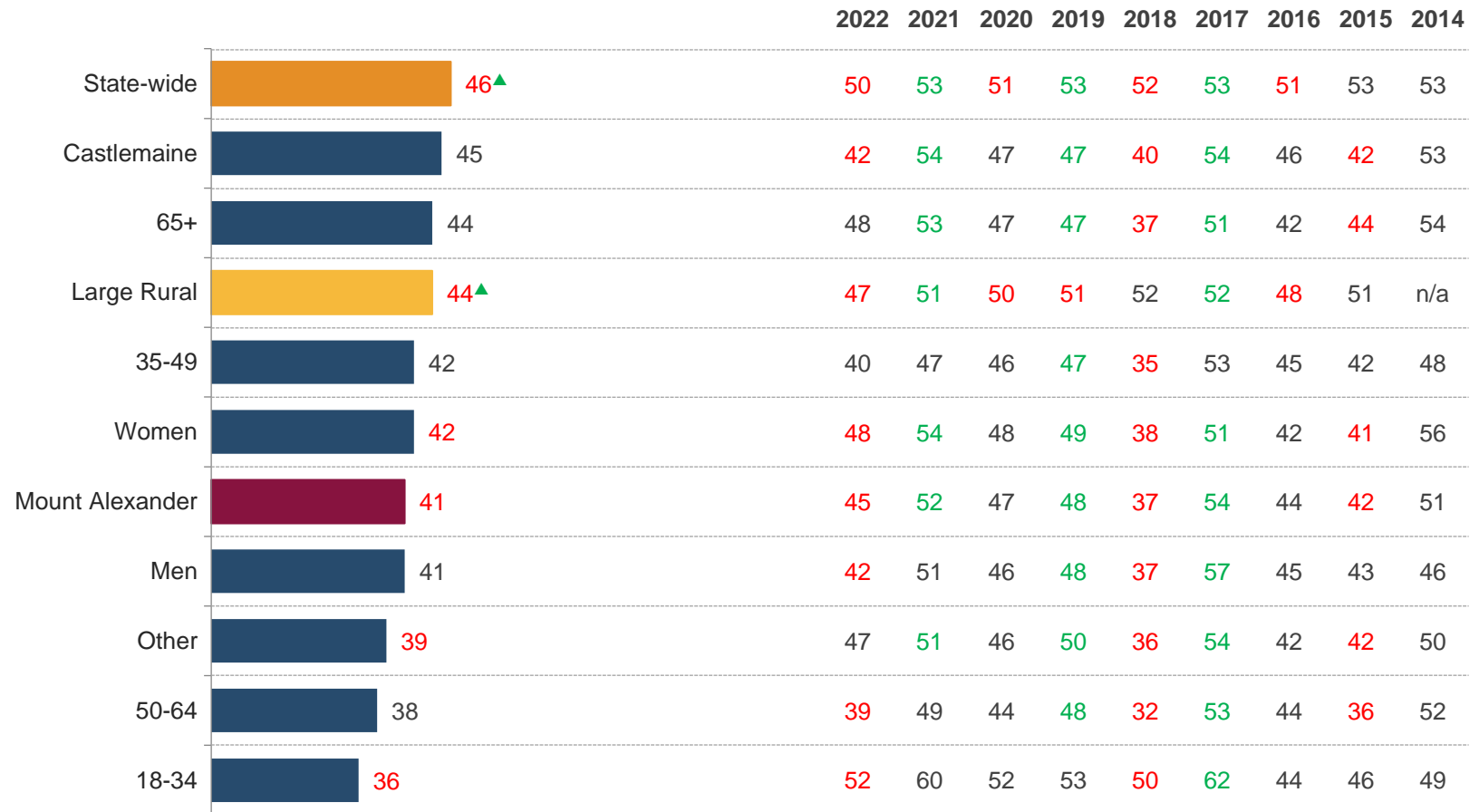
Over the last 12 months, 9% of residents believe the direction of Council's overall performance has improved (compared to 10% in 2022). Six in ten residents (59%, down seven percentage points) believe it has stayed the same and 26% think it has deteriorated (compared to 19% in 2022).





Overall council direction last 12 months

2023 overall council direction (index scores)



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

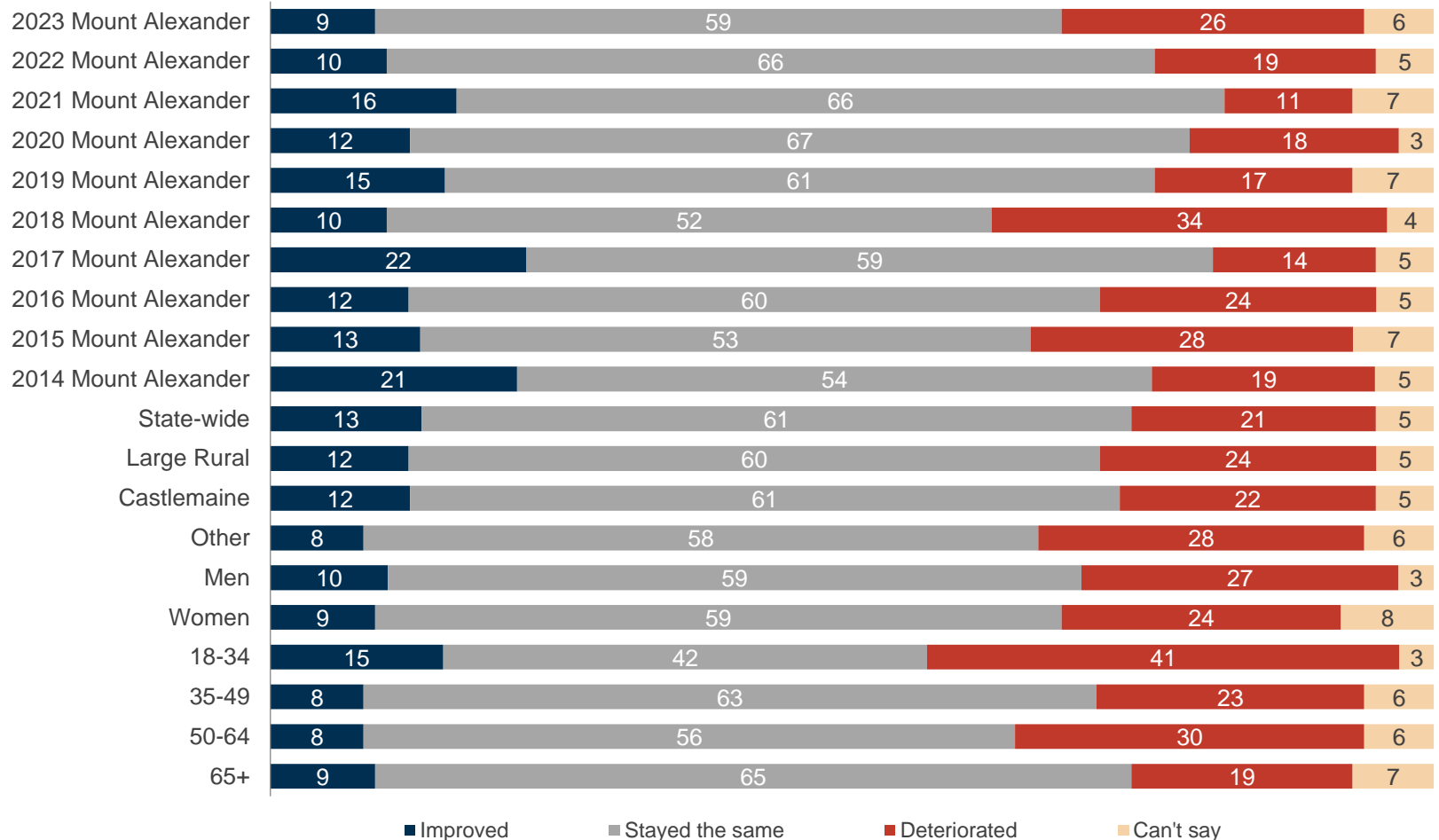
Base: All respondents. Councils asked State-wide: 66 Councils asked group: 18

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



Overall council direction last 12 months

2023 overall council direction (%)



A large, dark blue, stylized letter 'W' graphic that spans the right side of the slide. It has a glowing, network-like pattern of white lines and nodes within its structure, resembling a map or a data network.

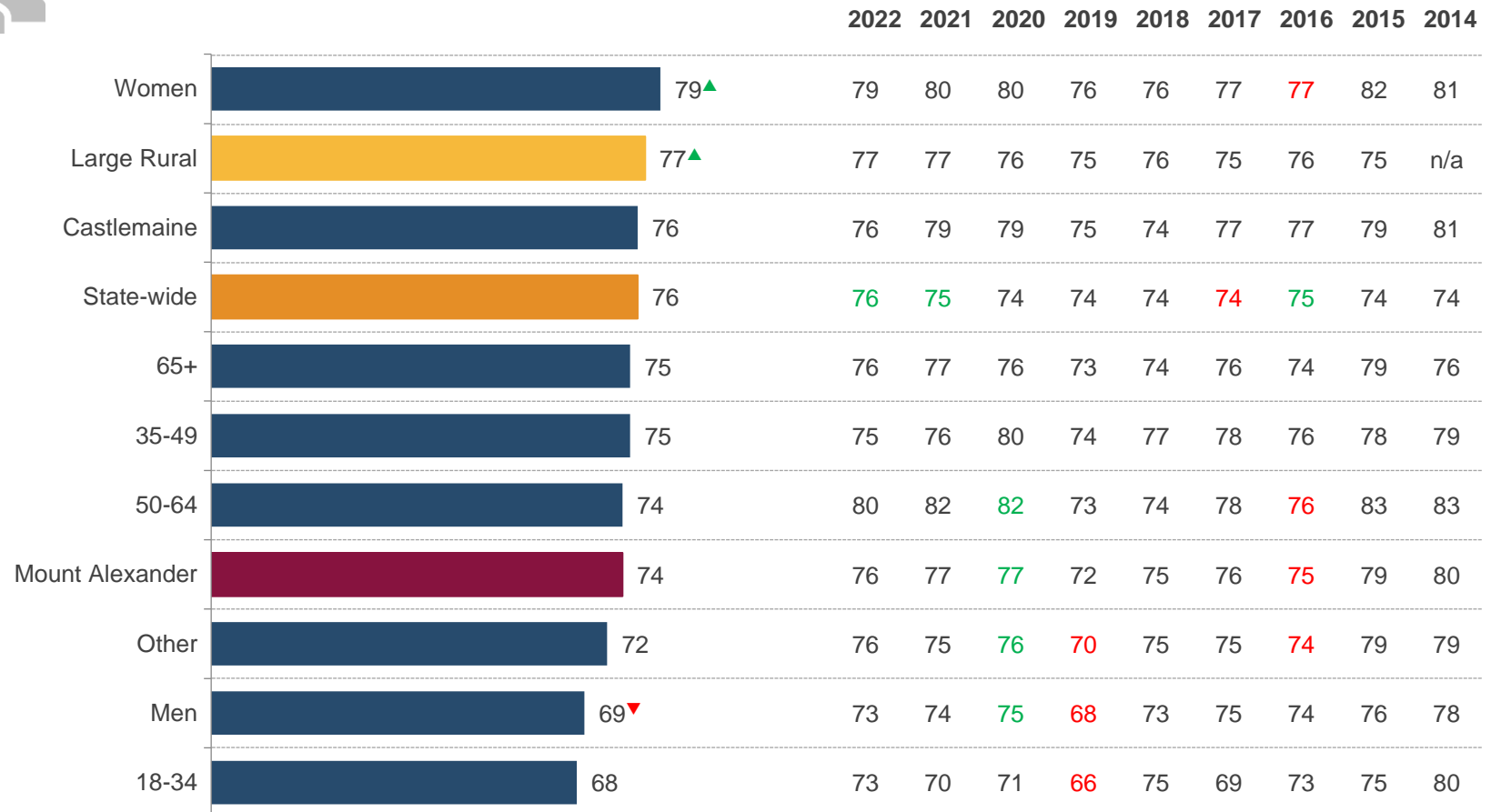
Individual service areas



Community consultation and engagement importance



2023 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: 30 Councils asked group: 10

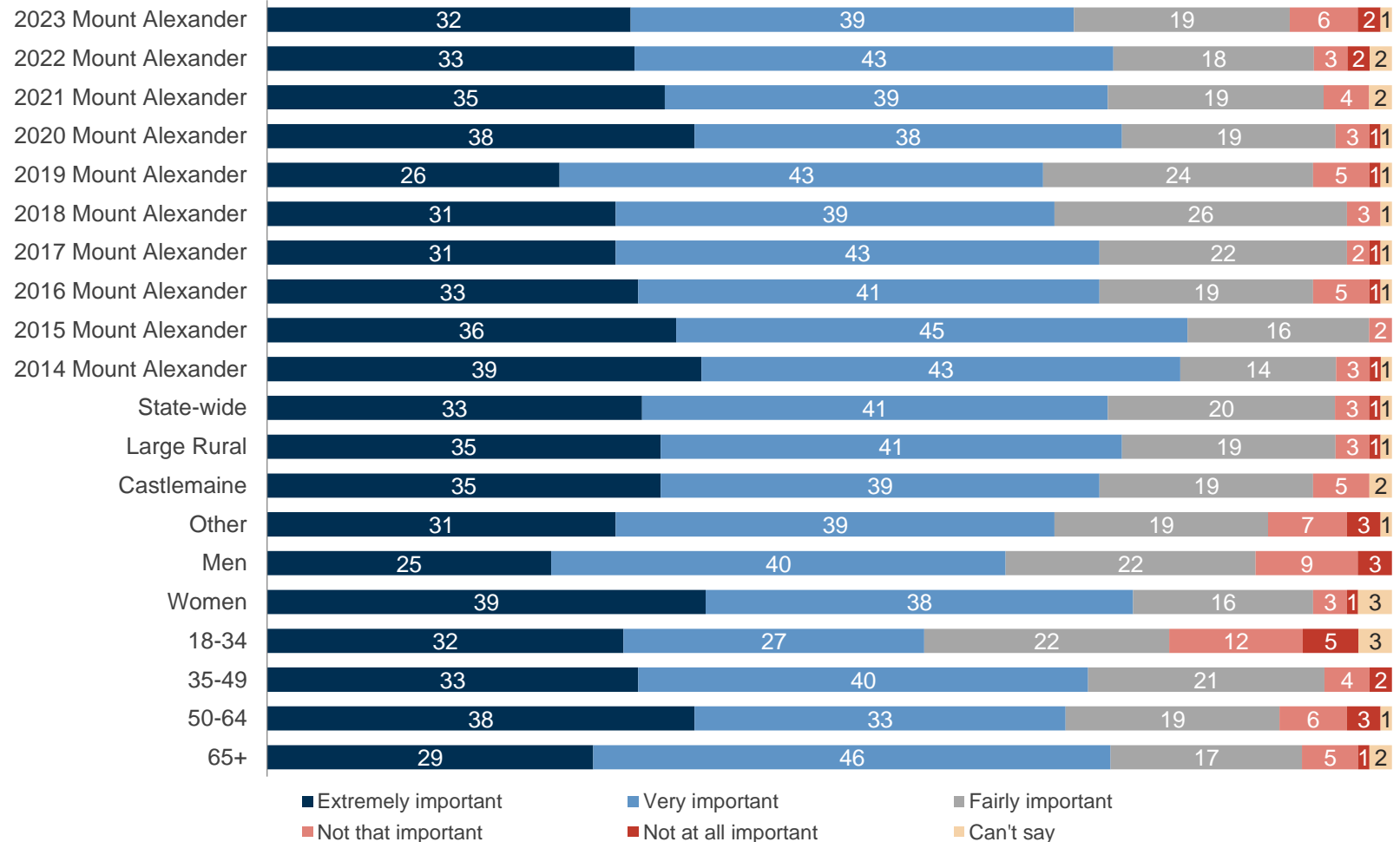
Note: Please see Appendix A for explanation of significant differences.



Community consultation and engagement importance



2023 consultation and engagement importance (%)





Community consultation and engagement performance



2023 consultation and engagement performance (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
35-49	55	55	50	53	52	54	52	49	57	50
65+	52	50	54	52	51	52	49	49	52	52
Women	52	53	54	52	53	49	54	47	54	56
Castlemaine	52	54	54	53	56	54	52	50	52	54
State-wide	52	54	56	55	56	55	55	54	56	57
Mount Alexander	51	54	55	51	56	52	53	49	52	52
50-64	50	50	52	48	61	49	53	46	47	51
Other	50	54	55	49	55	50	54	48	53	51
Men	49	55	56	50	58	54	52	51	51	48
Large Rural	49	51	54	54	54	54	52	52	54	n/a
18-34	41▼	65	66	47	62	52	62	54	55	59

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

Base: All respondents. Councils asked State-wide: 66 Councils asked group: 18

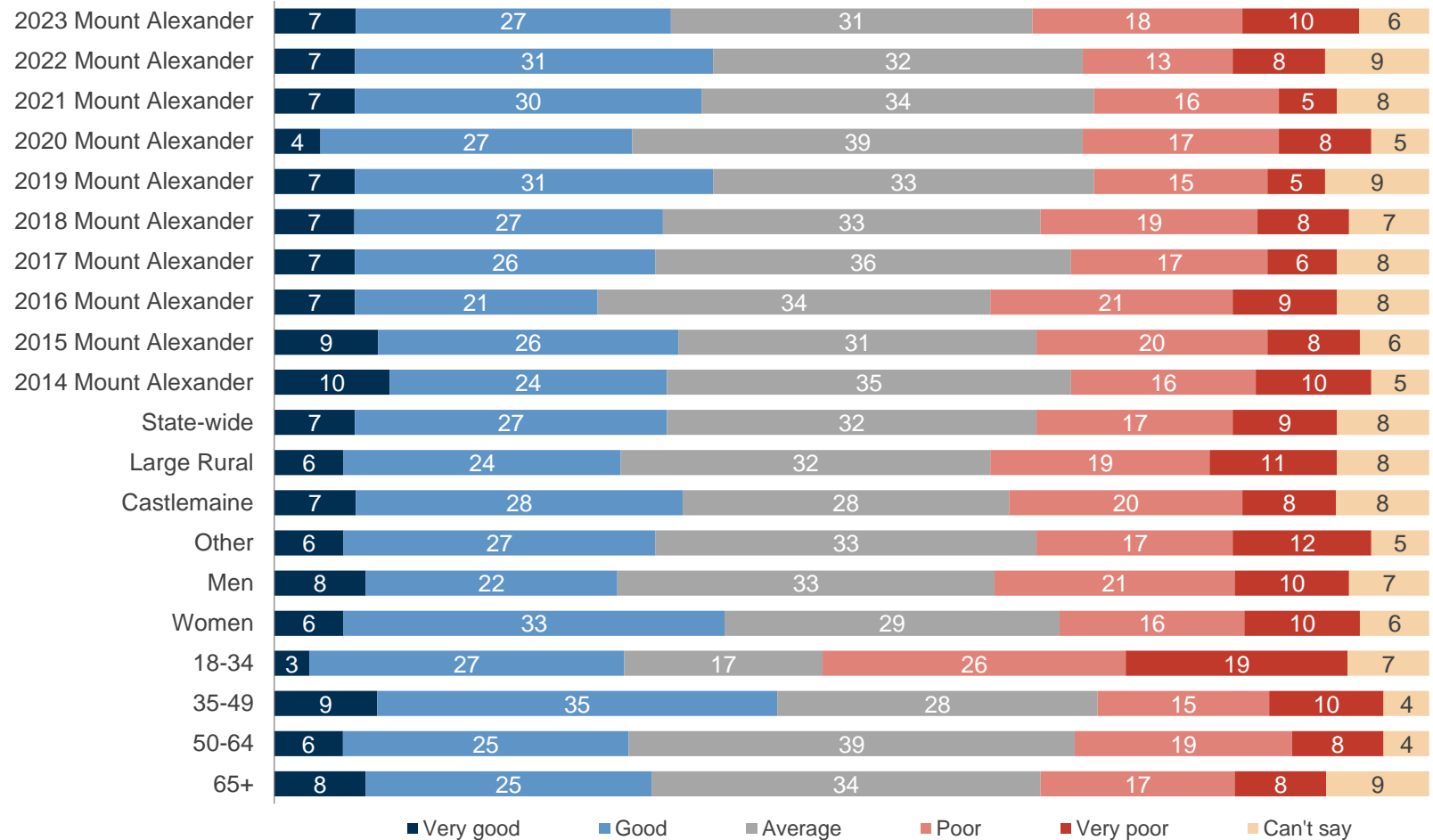
Note: Please see Appendix A for explanation of significant differences.



Community consultation and engagement performance



2023 consultation and engagement performance (%)

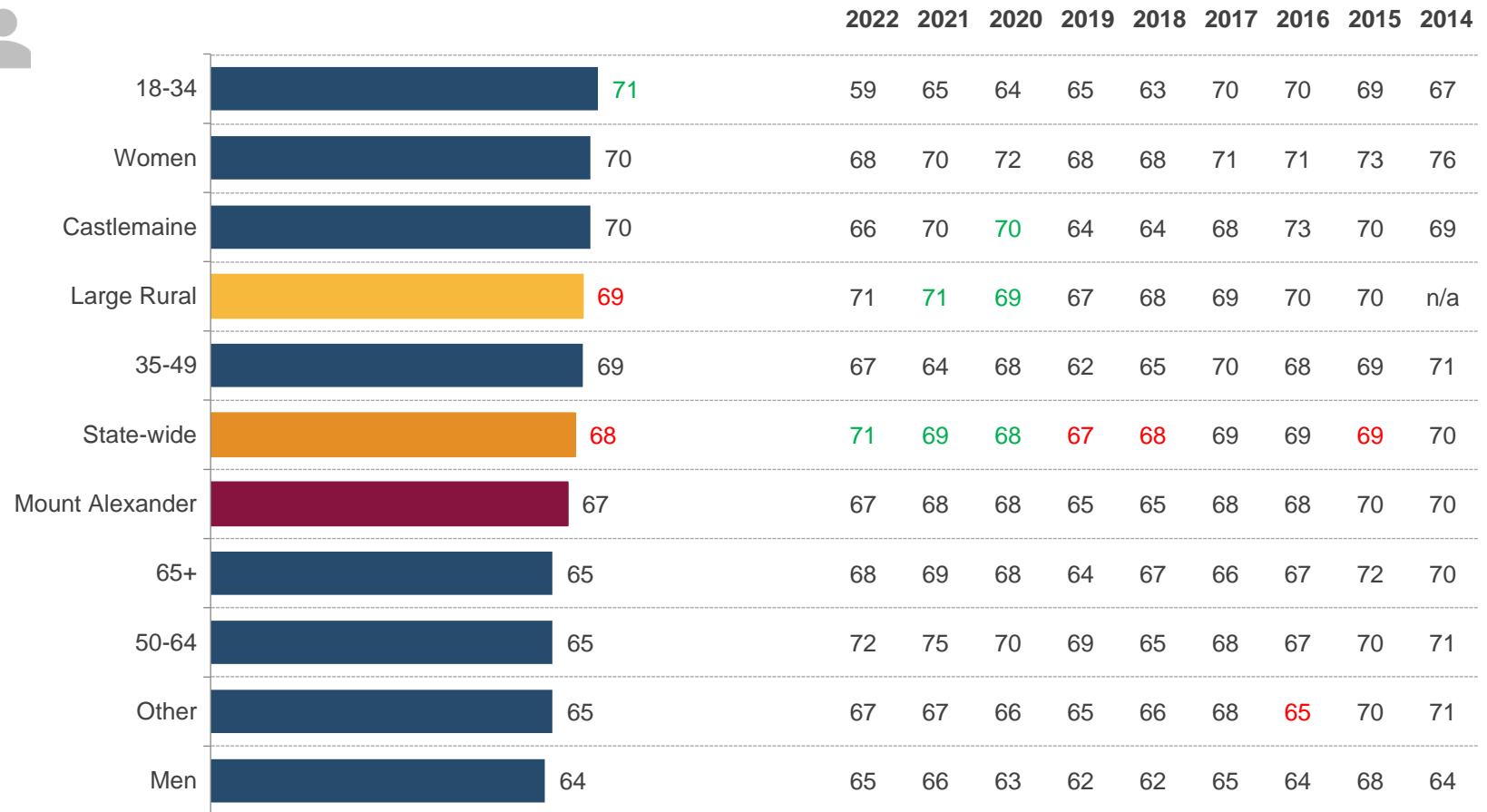




Lobbying on behalf of the community importance



2023 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: 25 Councils asked group: 8

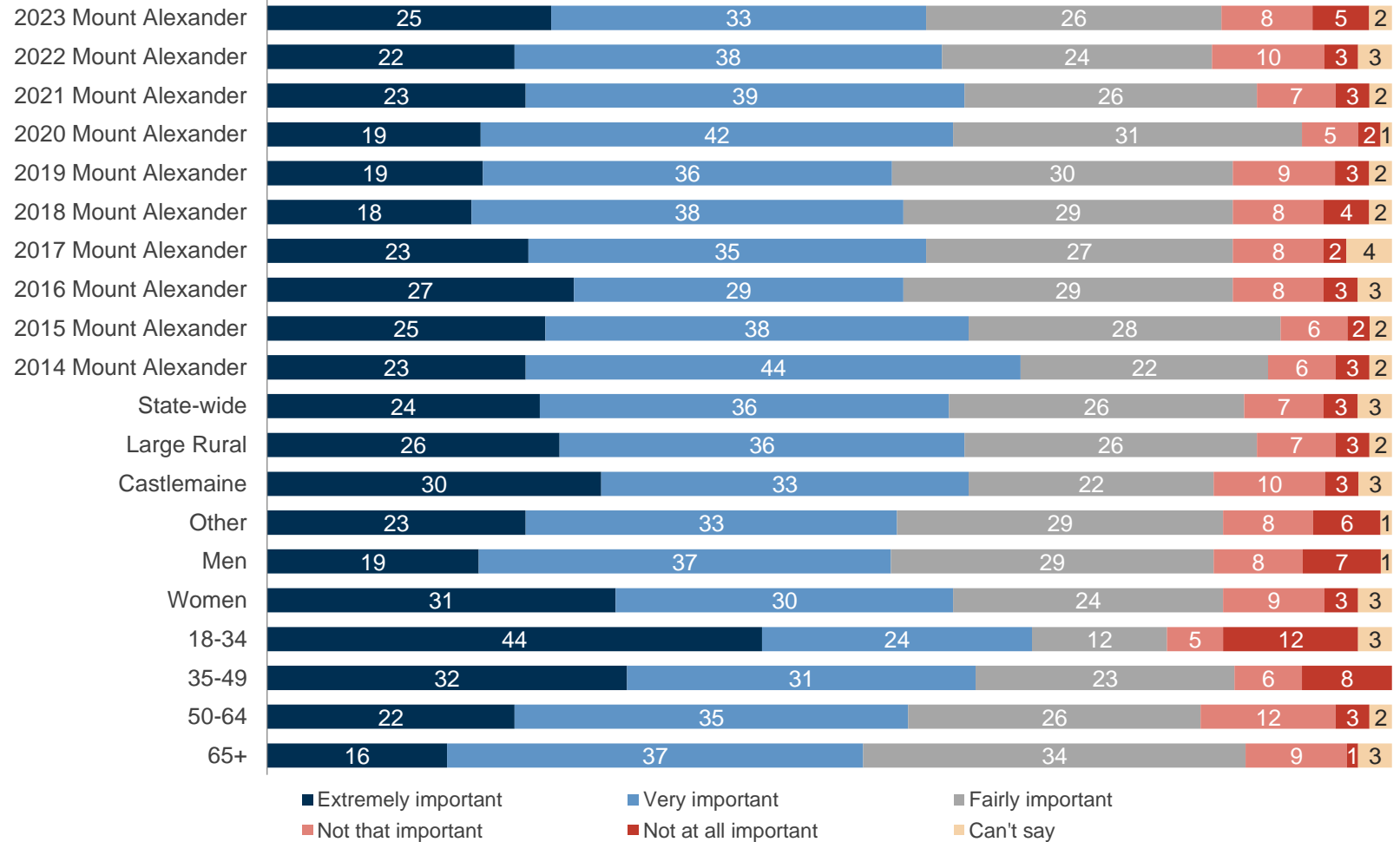
Note: Please see Appendix A for explanation of significant differences.



Lobbying on behalf of the community importance



2023 lobbying importance (%)

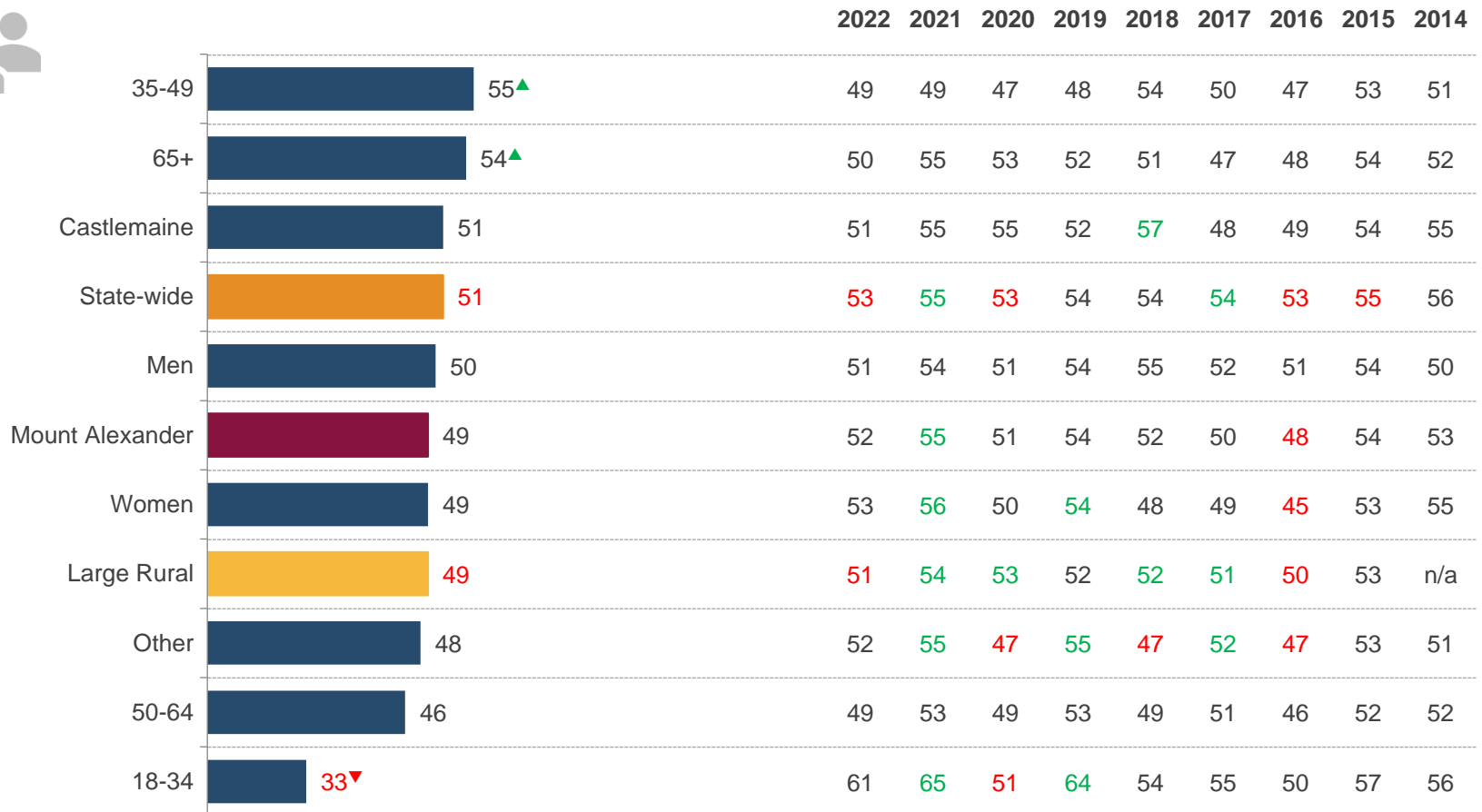




Lobbying on behalf of the community performance



2023 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: 51 Councils asked group: 14

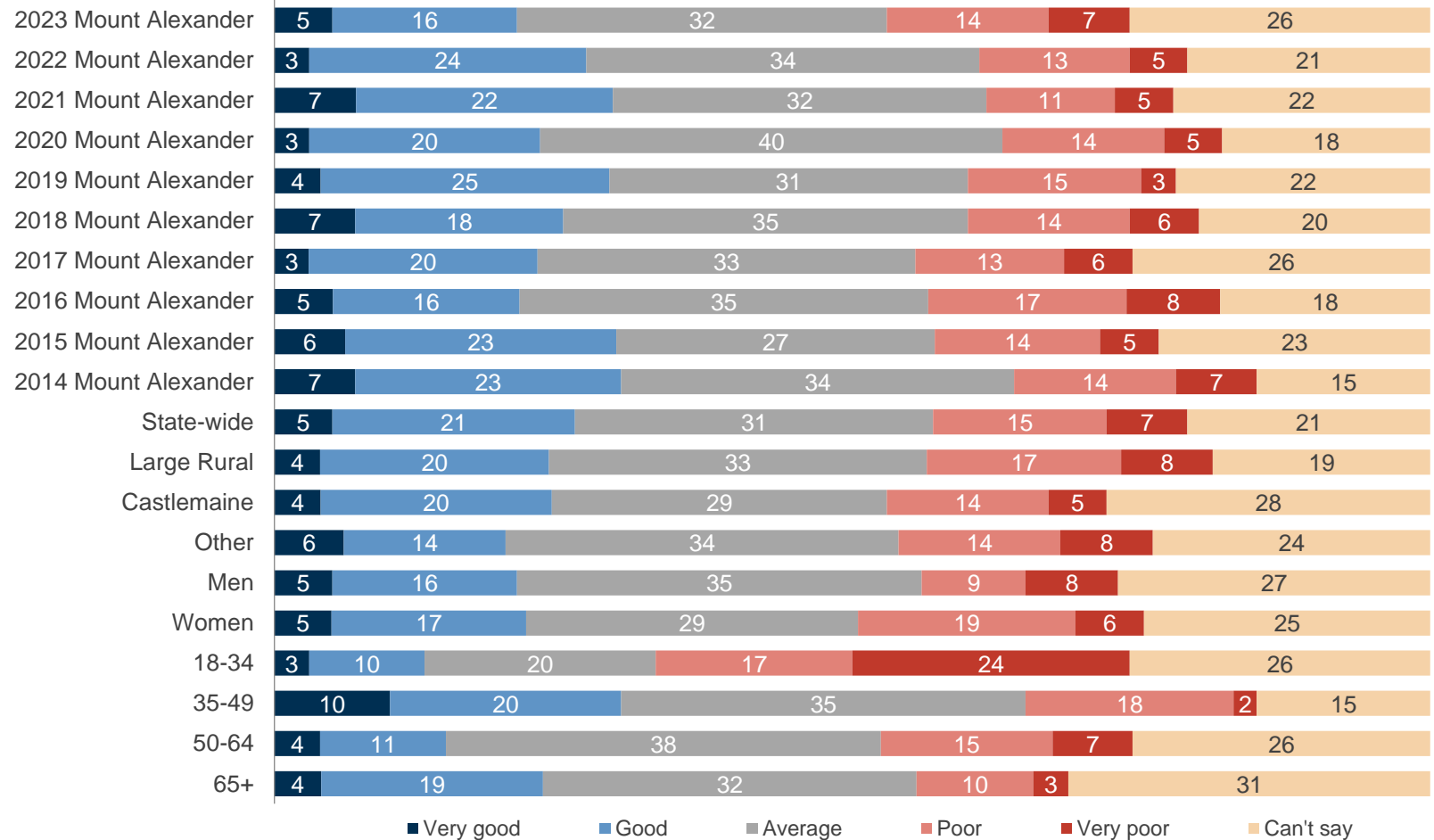
Note: Please see Appendix A for explanation of significant differences.



Lobbying on behalf of the community performance



2023 lobbying performance (%)



Decisions made in the interest of the community importance



2023 community decisions made importance (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
18-34	87▲	77	82	74	77	88	79	79	84	87
35-49	85	79	83	83	80	83	83	80	83	83
Castlemaine	84	80	83	83	80	84	80	80	84	82
Women	83	81	84	84	80	83	83	82	82	85
Mount Alexander	82	79	83	80	78	81	81	79	82	82
Other	81	78	82	77	77	79	82	78	81	82
Men	81	77	81	76	77	79	79	76	83	80
Large Rural	80▼	81	82	79	80	80	80	80	80	n/a
50-64	80	81	84	82	78	78	83	76	83	85
State-wide	80▼	81	81	80	80	80	79	80	80	79
65+	79	79	82	78	78	79	79	80	81	77

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

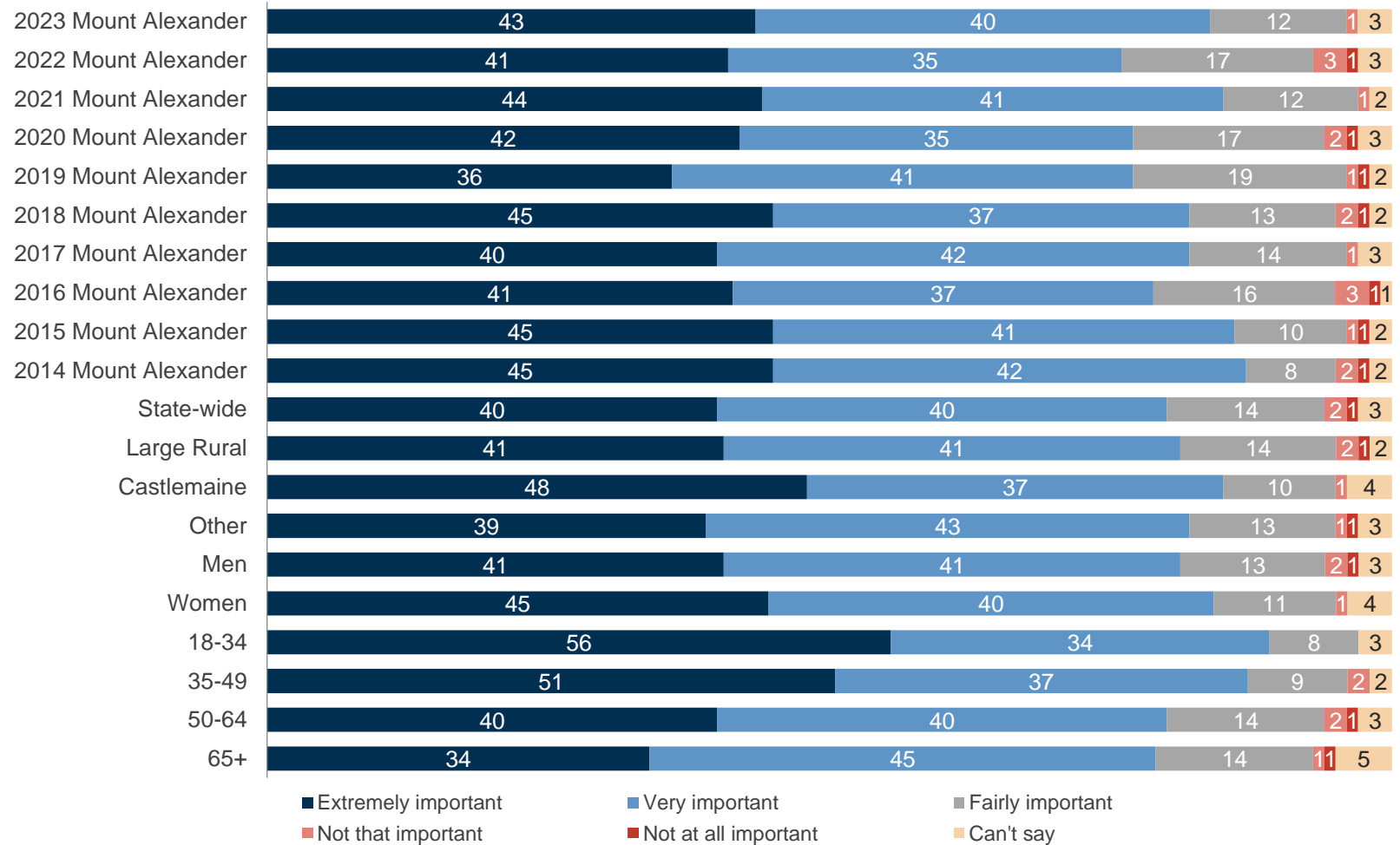
Base: All respondents. Councils asked State-wide: 24 Councils asked group: 9

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

Decisions made in the interest of the community importance



2023 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: 24 Councils asked group: 9

Decisions made in the interest of the community performance



2023 community decisions made performance (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
65+	52	50	56	52	52	49	50	42	47	51
State-wide	51▲	54	56	53	55	54	54	54	55	57
Castlemaine	51	51	56	51	52	49	52	46	50	51
Women	49	51	54	50	52	46	52	42	48	53
Large Rural	48	51	54	52	52	52	51	50	52	n/a
Mount Alexander	48	50	55	49	52	45	52	44	48	49
35-49	48	44	52	49	46	47	49	47	52	49
Men	48	49	55	48	52	45	52	47	49	45
50-64	47	50	51	48	55	45	53	44	44	47
Other	46	50	54	47	52	42	52	43	47	48
18-34	41	58	61	44	56	40	58	46	52	51

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

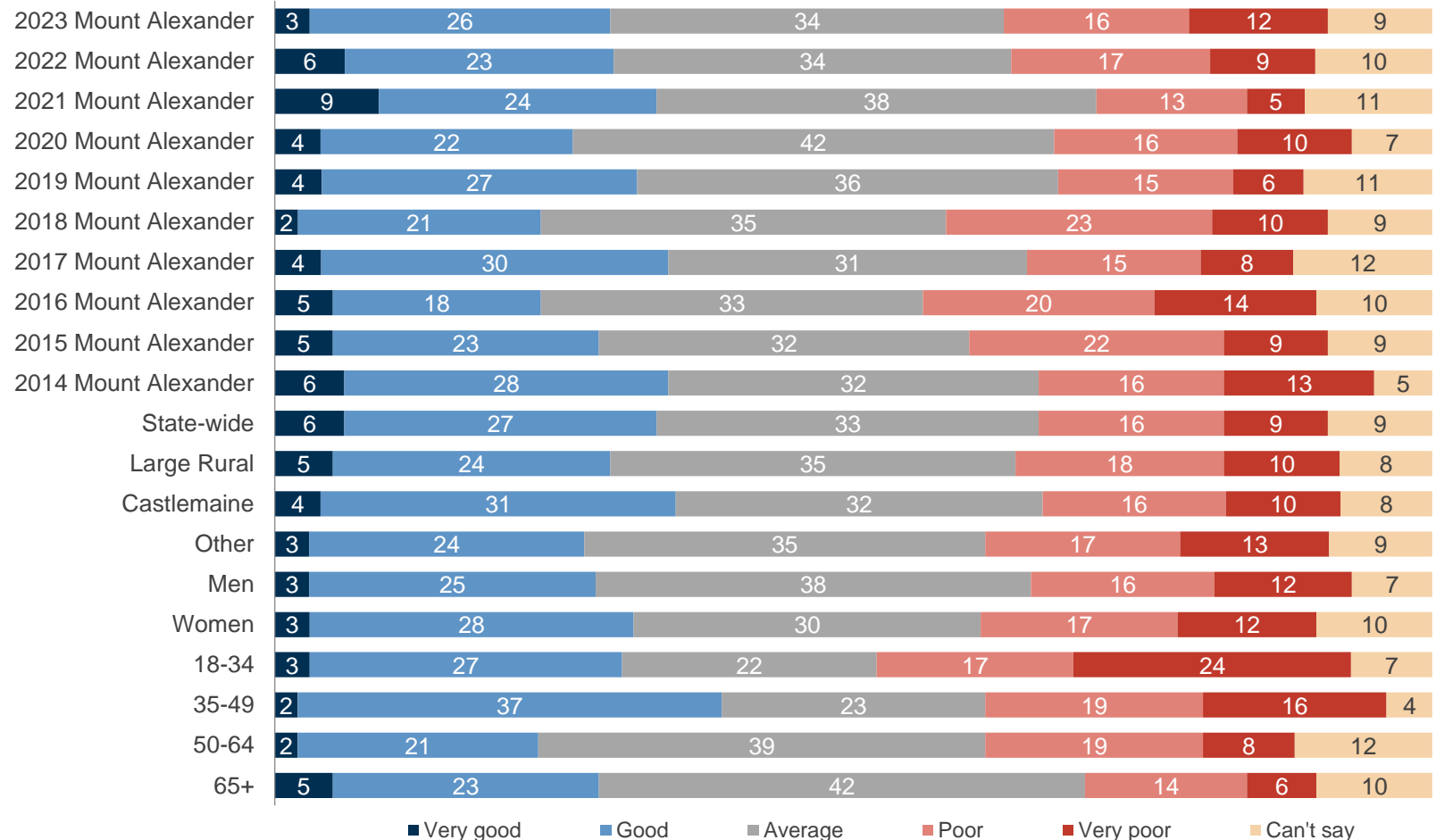
Base: All respondents. Councils asked State-wide: 66 Councils asked group: 18

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

Decisions made in the interest of the community performance



2023 community decisions made performance (%)



The condition of sealed local roads in your area importance



2023 sealed local roads importance (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
Large Rural	83▲	83	80	81	80	80	77	80	78	n/a
18-34	82	81	79	73	74	76	77	76	n/a	n/a
State-wide	82▲	81	79	79	79	80	78	78	76	77
50-64	81	77	78	77	74	79	81	76	n/a	n/a
Women	80	82	78	80	76	79	77	74	n/a	n/a
35-49	80	82	75	81	76	77	72	67	n/a	n/a
Other	80	80	78	77	77	78	78	76	n/a	n/a
Mount Alexander	79	79	77	77	75	77	78	75	n/a	n/a
Castlemaine	79	78	75	78	73	77	77	74	n/a	n/a
Men	78	76	75	75	75	76	78	75	n/a	n/a
65+	77	78	76	77	76	77	79	79	n/a	n/a

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

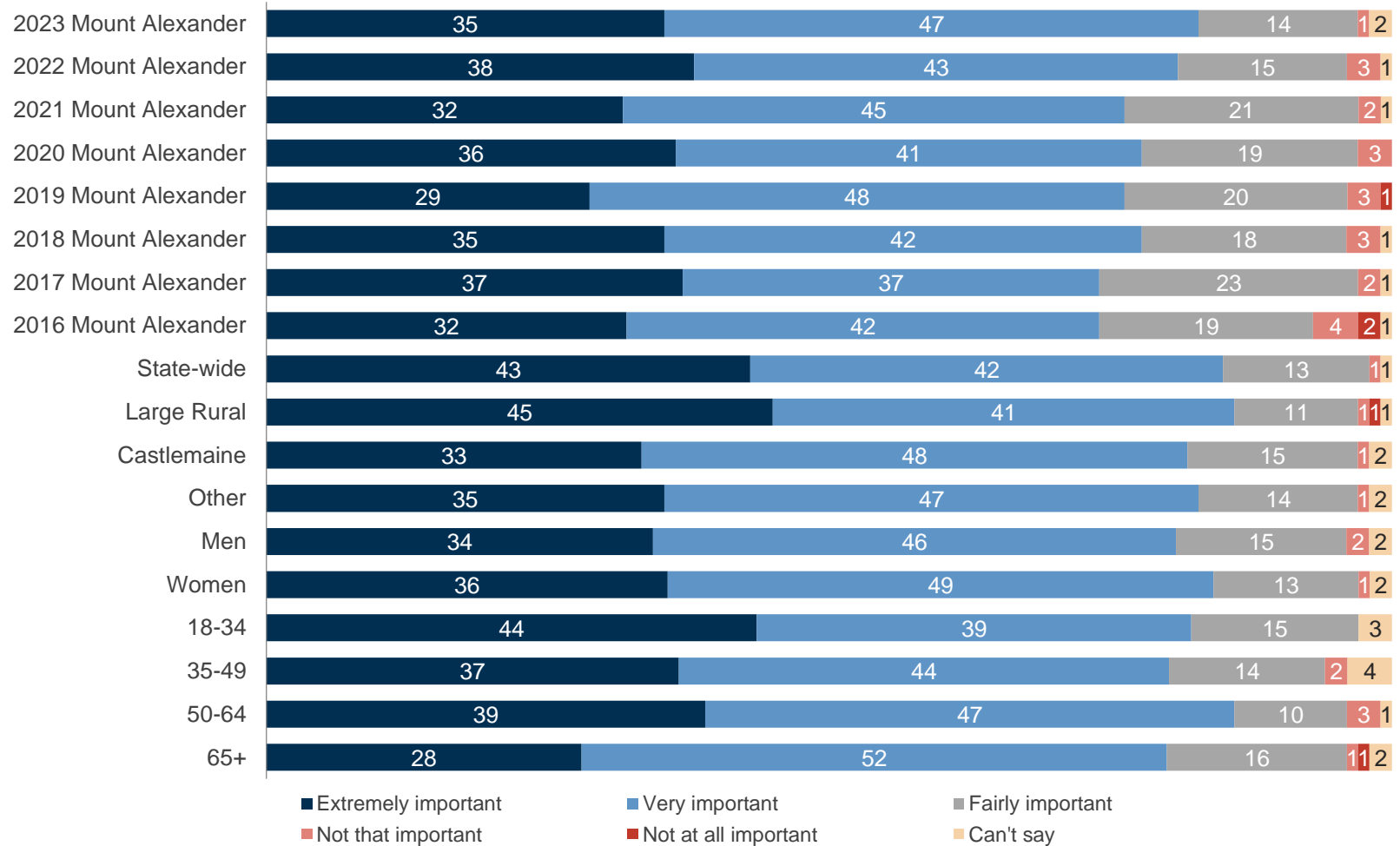
Base: All respondents. Councils asked State-wide: 24 Councils asked group: 7

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

The condition of sealed local roads in your area importance



2023 sealed local roads importance (%)



The condition of sealed local roads in your area performance



2023 sealed local roads performance (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
Castlemaine	50	52	59	56	56	53	52	57	53	56
35-49	49	47	56	51	56	54	58	55	47	56
65+	49	54	56	55	56	52	48	49	47	50
State-wide	48	53	57	54	56	53	53	54	55	55
Women	47	52	56	52	55	47	52	53	45	56
Mount Alexander	47	51	56	50	56	49	53	52	48	53
Men	46	50	57	49	56	51	54	51	50	49
Other	44	50	54	46	56	46	53	48	44	50
50-64	44	50	57	50	57	47	55	50	46	50
18-34	41	50	57	40	53	42	51	56	53	56
Large Rural	40▼	45	50	47	47	45	43	44	45	n/a

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

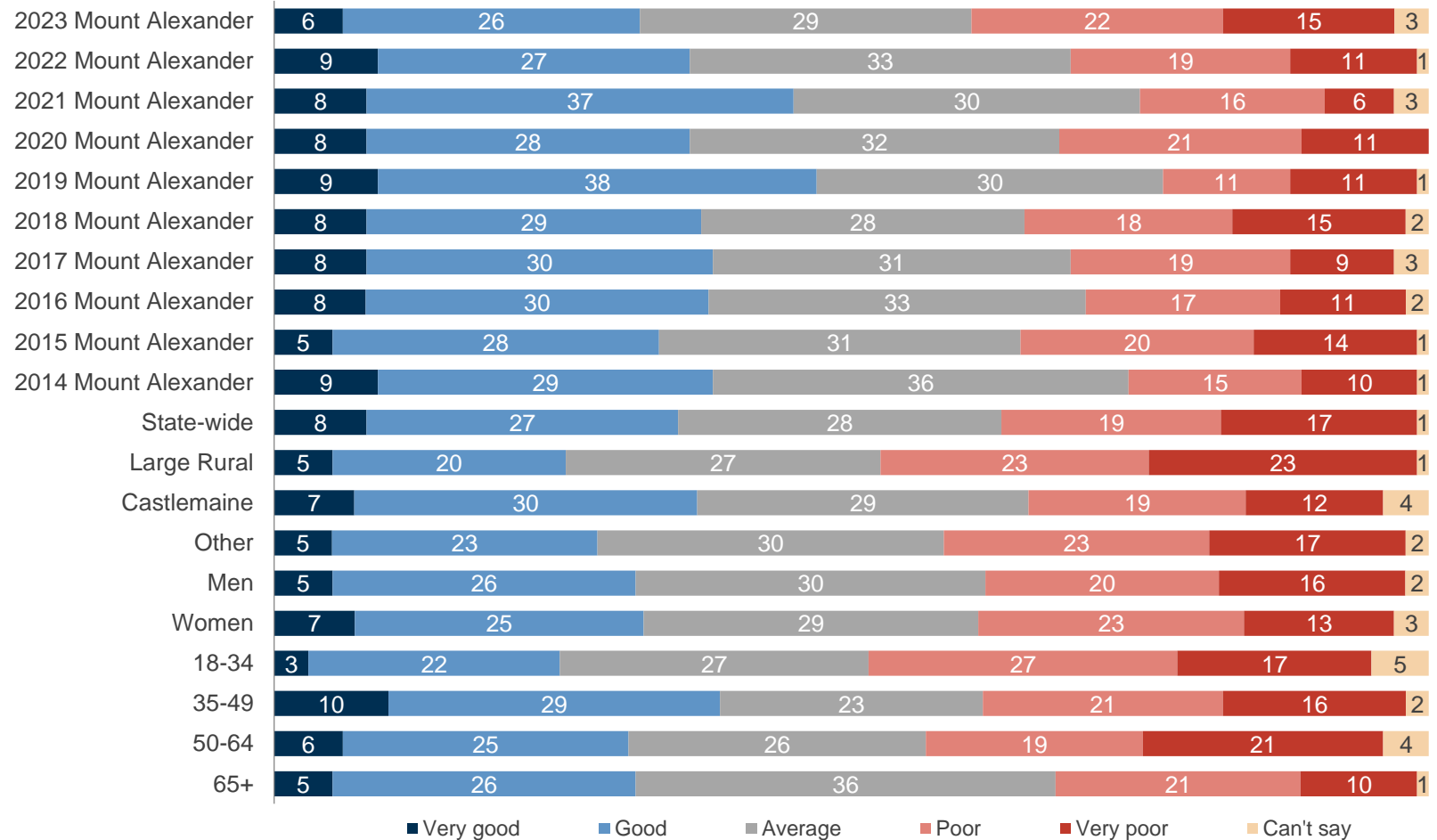
Base: All respondents. Councils asked State-wide: 66 Councils asked group: 18

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

The condition of sealed local roads in your area performance



2023 sealed local roads performance (%)





Informing the community importance



2023 informing community importance (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
18-34	80	65	74	73	74	73	73	75	77	78
Women	79	79	79	80	79	76	77	79	81	83
35-49	79	79	74	78	74	74	74	72	76	79
Castlemaine	78	76	77	79	75	75	76	76	75	78
Mount Alexander	77	75	76	77	74	74	75	75	78	78
Large Rural	77	78	78	77	75	75	74	77	76	n/a
Other	77	74	75	75	74	72	74	74	80	79
50-64	76	78	80	78	74	75	76	75	79	81
State-wide	76	77	77	75	75	75	74	76	75	75
65+	76	75	76	77	74	73	75	76	79	75
Men	76	70	73	73	70	71	72	70	74	74

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

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

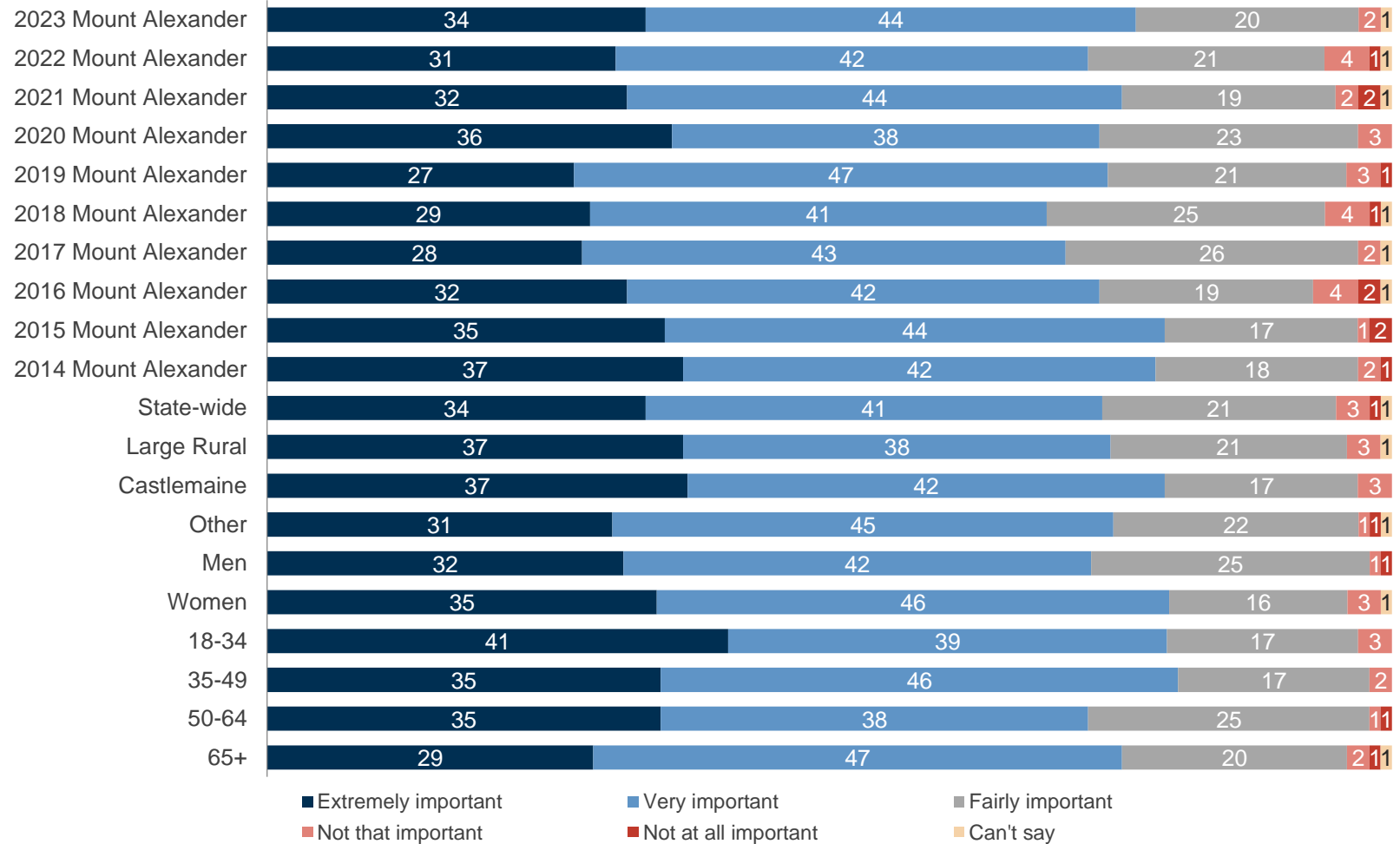
Note: Please see Appendix A for explanation of significant differences.



Informing the community importance



2023 informing community importance (%)





Informing the community performance



2023 informing community performance (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
State-wide	57▲	59	60	59	60	59	59	59	61	62
35-49	56	53	60	52	54	57	53	55	55	n/a
Castlemaine	56	56	62	53	57	56	60	54	58	n/a
65+	54	55	60	55	56	55	55	50	53	n/a
Large Rural	54	56	59	59	61	59	60	56	59	n/a
Men	54	58	62	52	57	57	58	55	56	n/a
Mount Alexander	53	56	61	52	57	55	58	52	55	n/a
Women	53	54	59	53	56	52	58	49	55	n/a
Other	52	56	60	52	57	54	56	51	54	n/a
18-34	52	64	68	50	58	55	65	56	61	n/a
50-64	50	54	55	52	60	52	60	50	55	n/a

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

Base: All respondents. Councils asked State-wide: 38 Councils asked group: 7

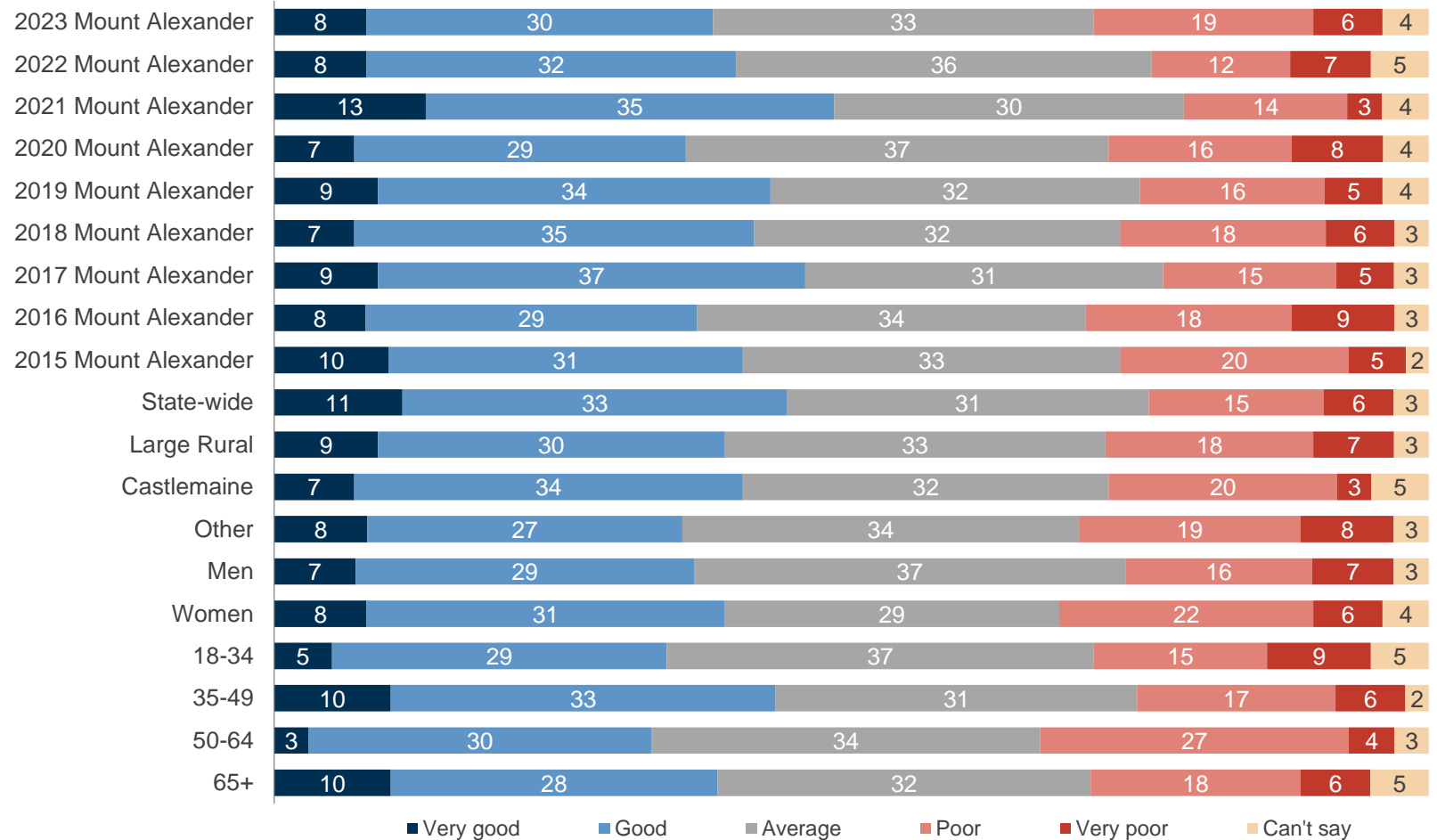
Note: Please see Appendix A for explanation of significant differences.



Informing the community performance



2023 informing community performance (%)



The condition of local streets and footpaths in your area importance



2023 streets and footpaths importance (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
18-34	85▲	78	76	66	66	76	72	76	79	82
State-wide	81▲	81	79	78	77	78	77	77	77	77
Large Rural	80	80	79	78	77	77	75	77	77	n/a
Castlemaine	80	77	76	75	75	76	80	78	77	78
Women	79	80	79	78	76	79	78	77	80	81
Mount Alexander	78	78	77	76	75	75	76	76	78	78
Other	77	79	77	76	74	75	73	75	78	78
Men	77	76	74	73	74	72	73	75	75	75
50-64	77	76	78	77	77	76	76	75	79	78
35-49	77	79	77	77	76	73	71	75	75	75
65+	77	79	76	79	77	76	80	78	78	79

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

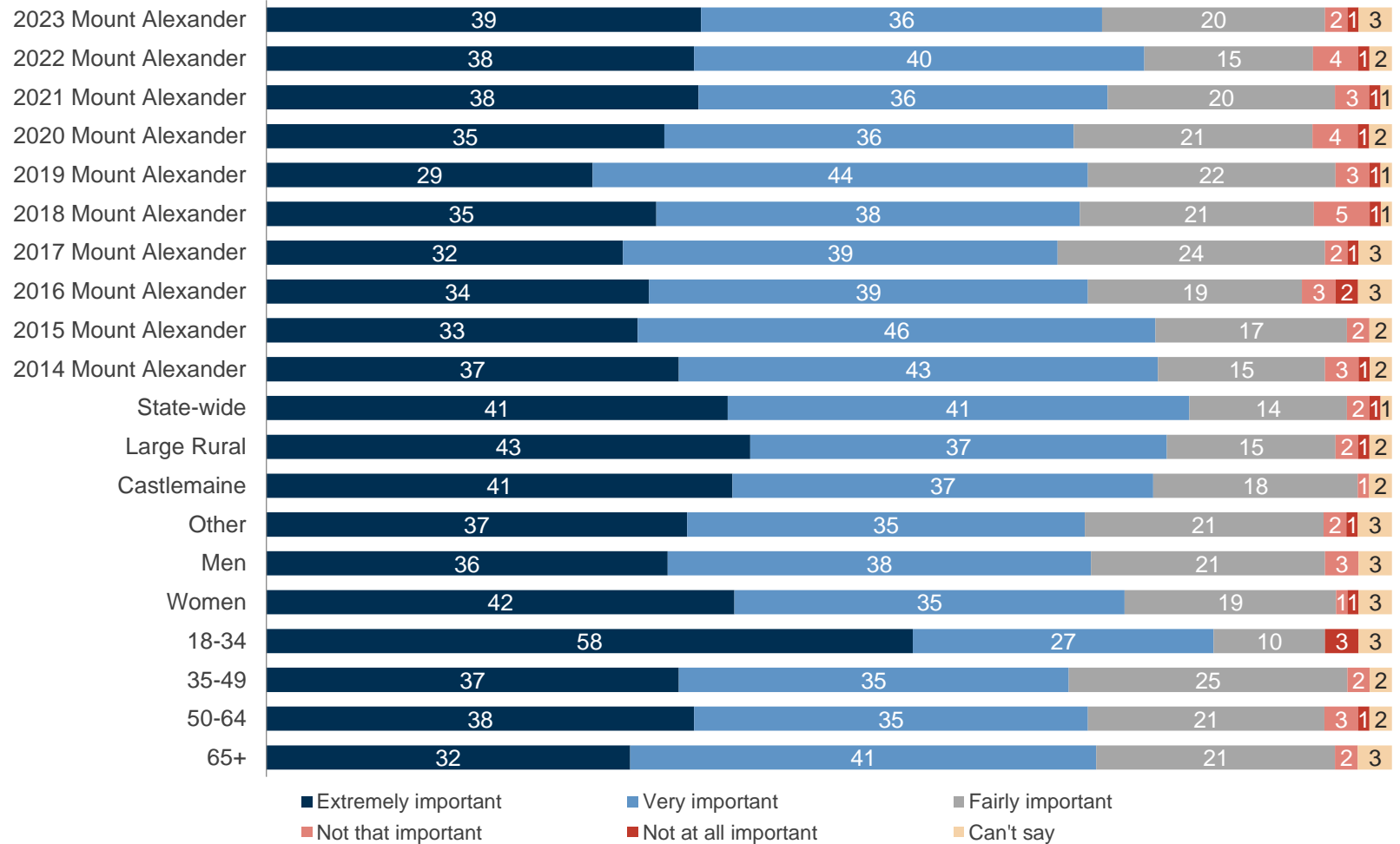
Base: All respondents. Councils asked State-wide: 25 Councils asked group: 7

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

The condition of local streets and footpaths in your area importance



2023 streets and footpaths importance (%)



The condition of local streets and footpaths in your area performance



2023 streets and footpaths performance (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
State-wide	52▲	57	59	58	59	58	57	57	58	58
Large Rural	47▲	51	55	54	55	54	53	53	54	n/a
Men	44	46	53	47	52	50	50	48	49	n/a
35-49	44	45	49	50	47	53	51	46	50	n/a
65+	44	48	49	44	44	42	39	40	40	n/a
Castlemaine	44	47	53	49	49	50	43	48	48	n/a
Mount Alexander	42	47	51	48	49	46	46	46	46	n/a
50-64	42	49	52	49	53	44	46	44	42	n/a
Other	41	47	49	47	49	43	49	44	44	n/a
Women	40	48	49	49	46	43	43	43	43	n/a
18-34	37	45	57	50	57	49	54	56	58	n/a

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

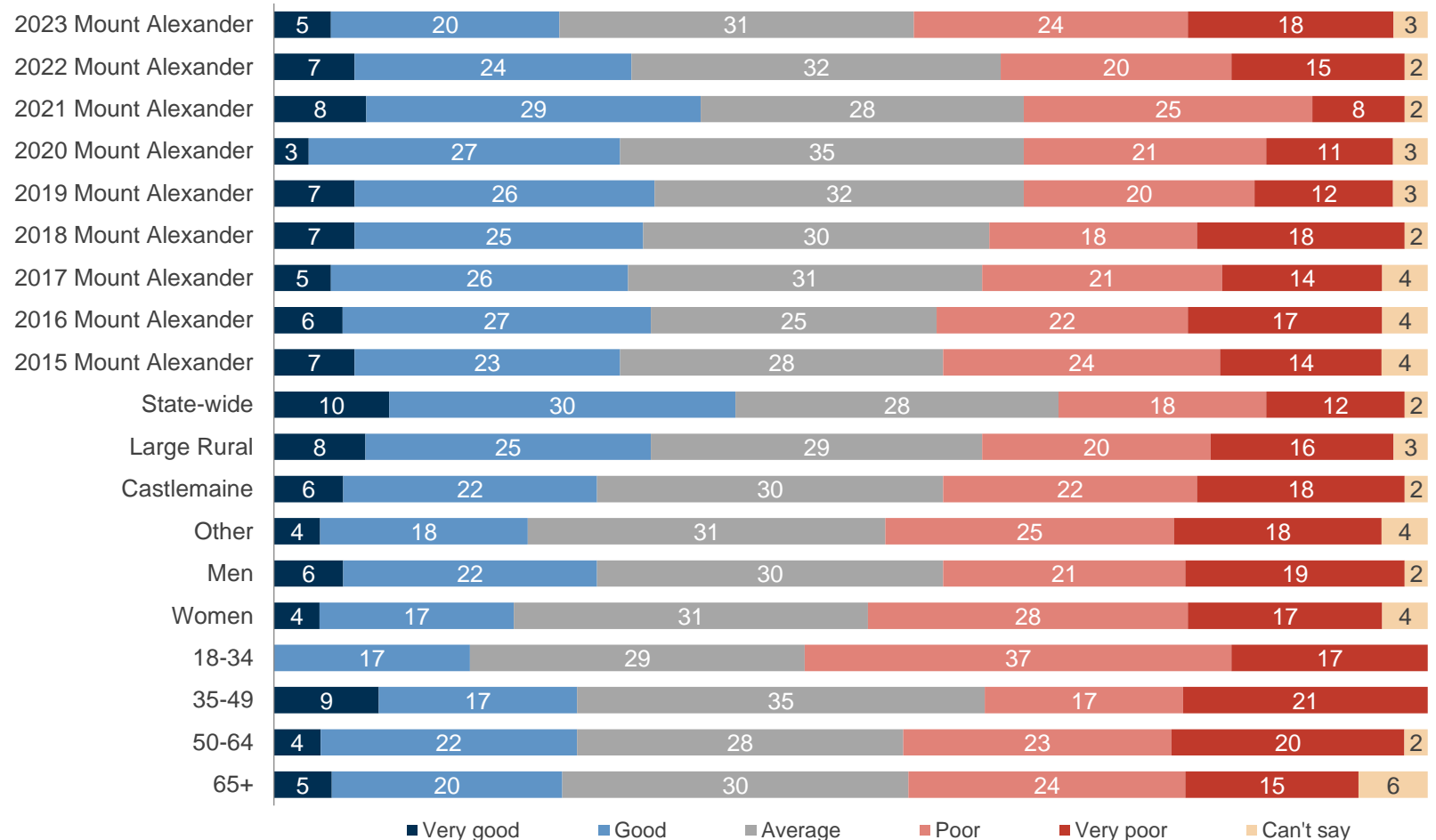
Base: All respondents. Councils asked State-wide: 33 Councils asked group: 8

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

The condition of local streets and footpaths in your area performance



2023 streets and footpaths performance (%)





Parking facilities importance



2023 parking importance (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
State-wide	70▲	72	72	71	71	71	70	70	70	70
Castlemaine	69	67	68	68	n/a	n/a	n/a	n/a	n/a	n/a
Women	68	70	70	70	n/a	n/a	n/a	n/a	n/a	n/a
65+	68	71	72	71	n/a	n/a	n/a	n/a	n/a	n/a
18-34	67	69	64	63	n/a	n/a	n/a	n/a	n/a	n/a
Large Rural	66	68	67	66	66	66	66	68	67	n/a
Mount Alexander	65	67	67	67	n/a	n/a	n/a	n/a	n/a	n/a
Other	63	67	66	66	n/a	n/a	n/a	n/a	n/a	n/a
50-64	63	67	66	64	n/a	n/a	n/a	n/a	n/a	n/a
Men	62	64	64	64	n/a	n/a	n/a	n/a	n/a	n/a
35-49	61	59	62	66	n/a	n/a	n/a	n/a	n/a	n/a

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

Base: All respondents. Councils asked State-wide: 14 Councils asked group: 3

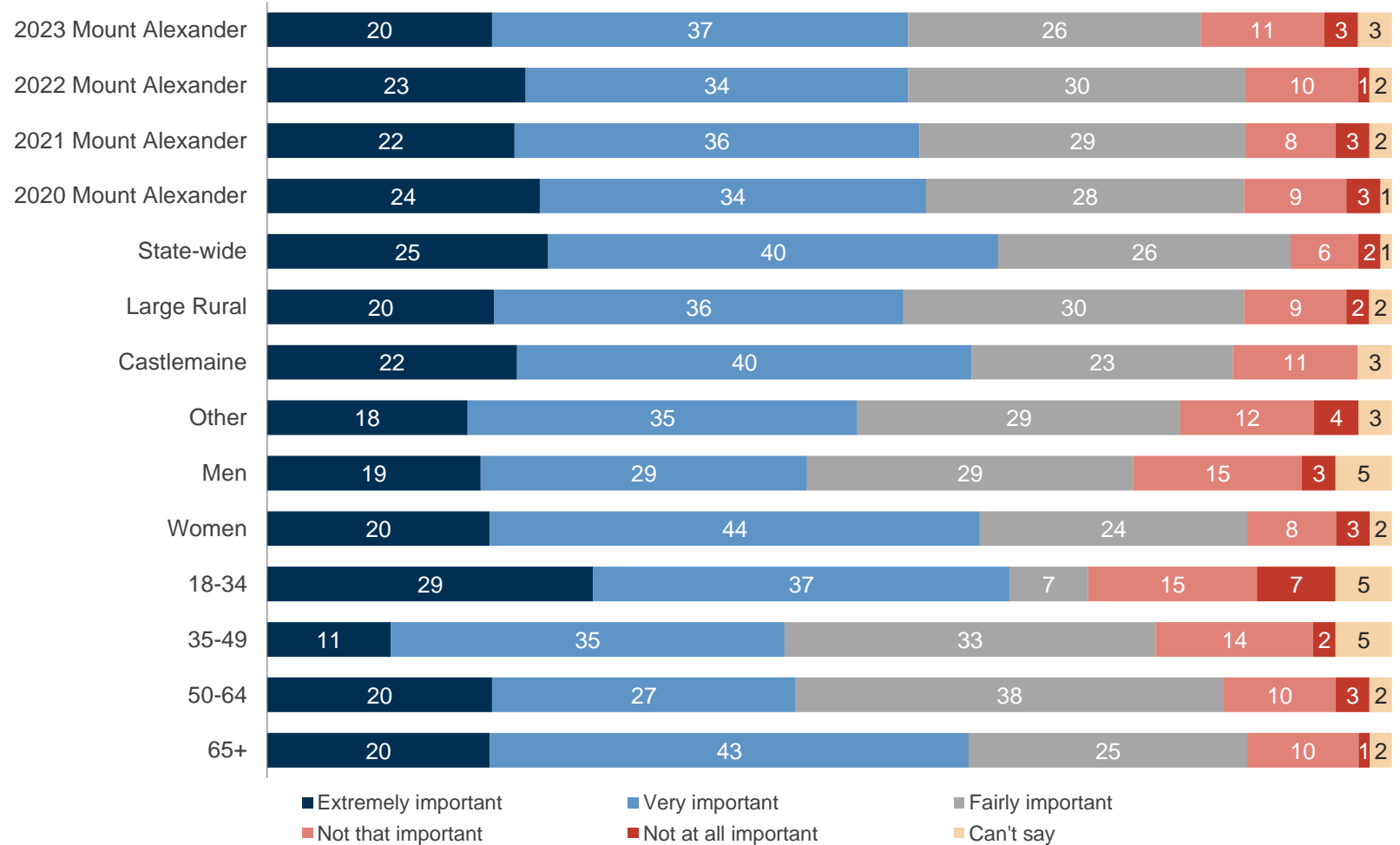
Note: Please see Appendix A for explanation of significant differences.



Parking facilities importance



2023 parking importance (%)





Parking facilities performance



2023 parking performance (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
35-49	55	51	49	54	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	55▲	57	58	55	56	56	55	56	57	57
Large Rural	51	53	56	57	58	59	60	58	59	n/a
50-64	51	54	56	50	n/a	n/a	n/a	n/a	n/a	n/a
65+	50	49	52	51	n/a	n/a	n/a	n/a	n/a	n/a
Women	49	52	52	53	n/a	n/a	n/a	n/a	n/a	n/a
Castlemaine	49	49	51	52	n/a	n/a	n/a	n/a	n/a	n/a
Mount Alexander	49	52	53	51	n/a	n/a	n/a	n/a	n/a	n/a
Other	49	54	55	50	n/a	n/a	n/a	n/a	n/a	n/a
Men	48	52	53	49	n/a	n/a	n/a	n/a	n/a	n/a
18-34	34▼	57	58	48	n/a	n/a	n/a	n/a	n/a	n/a

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

Base: All respondents. Councils asked State-wide: 22 Councils asked group: 3

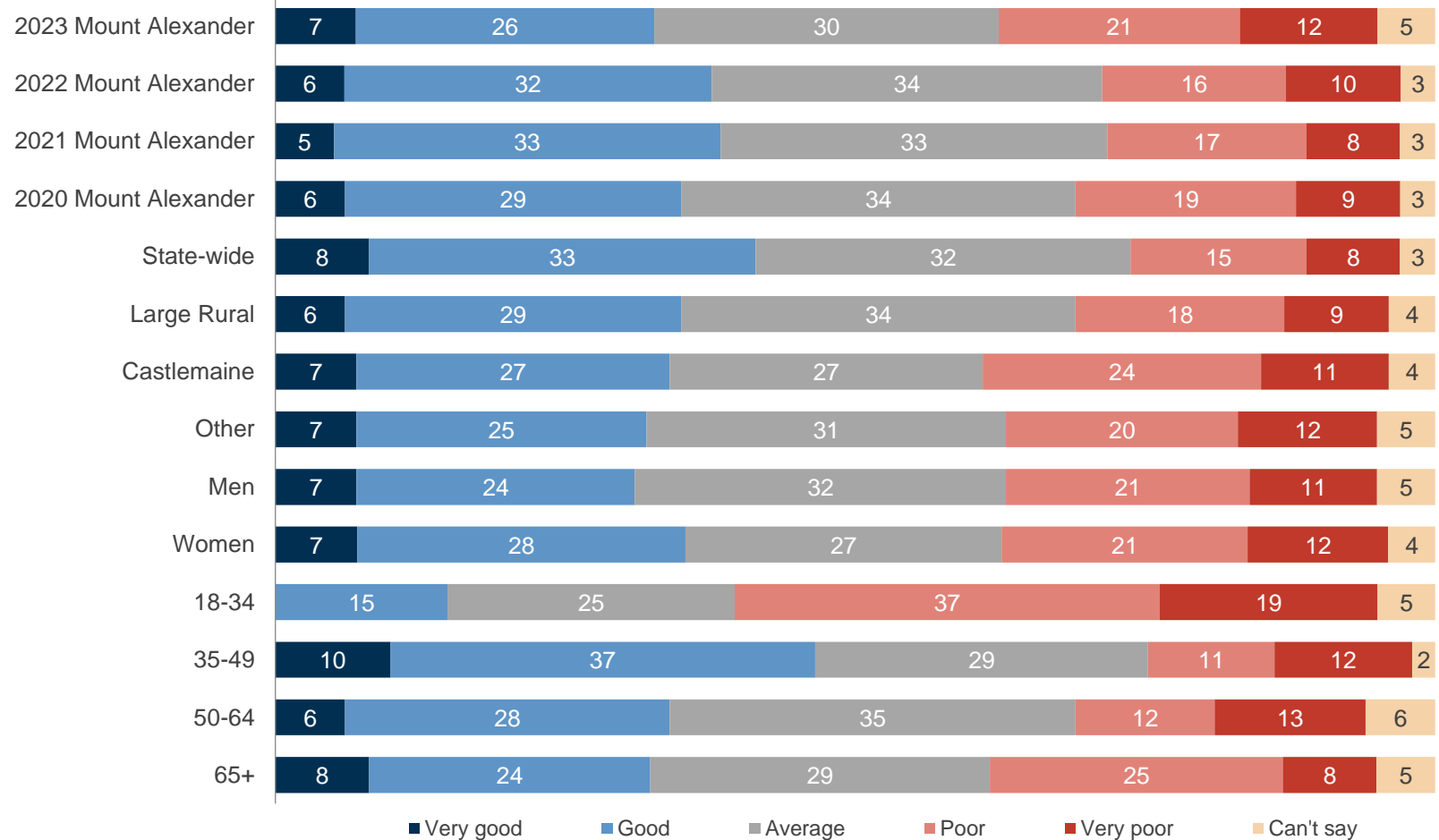
Note: Please see Appendix A for explanation of significant differences.



Parking facilities performance



2023 parking performance (%)

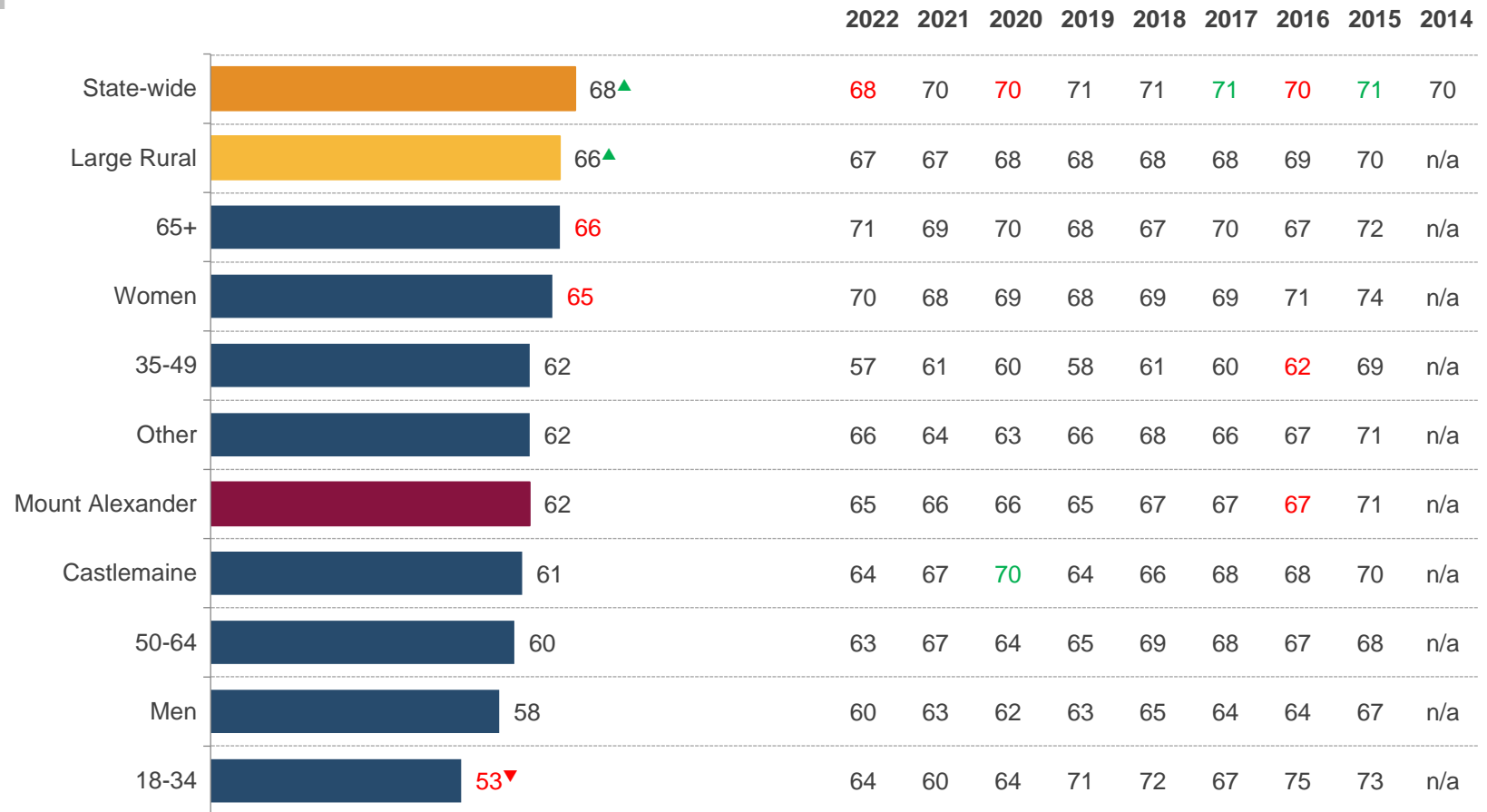




Enforcement of local laws importance



2023 law enforcement importance (index scores)



Q1. Firstly, how important should 'Enforcement of local laws' be as a responsibility for Council?

Base: All respondents. Councils asked State-wide: 23 Councils asked group: 5

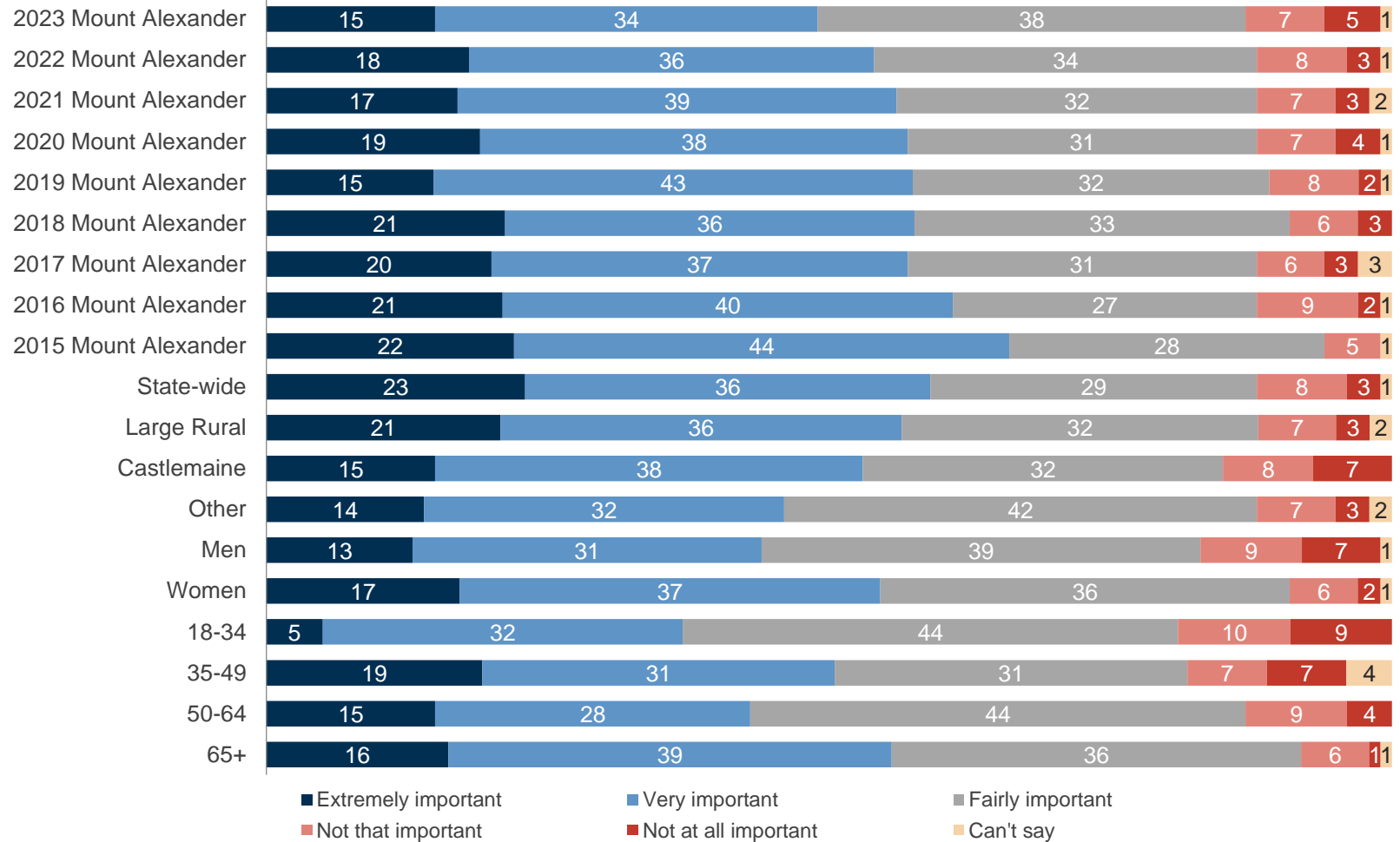
Note: Please see Appendix A for explanation of significant differences.



Enforcement of local laws importance



2023 law enforcement importance (%)

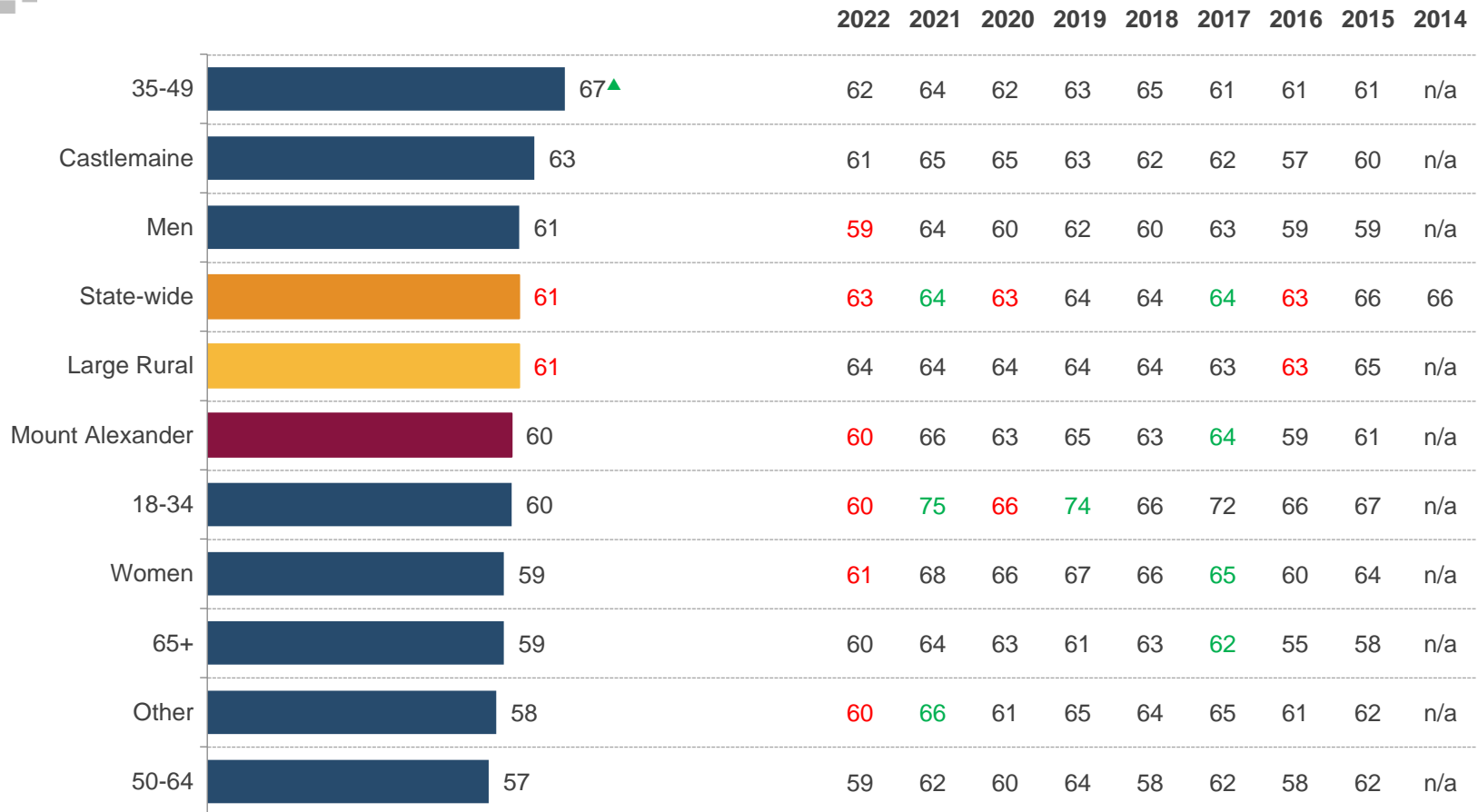




Enforcement of local laws performance



2023 law enforcement performance (index scores)



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

Base: All respondents. Councils asked State-wide: 34 Councils asked group: 8

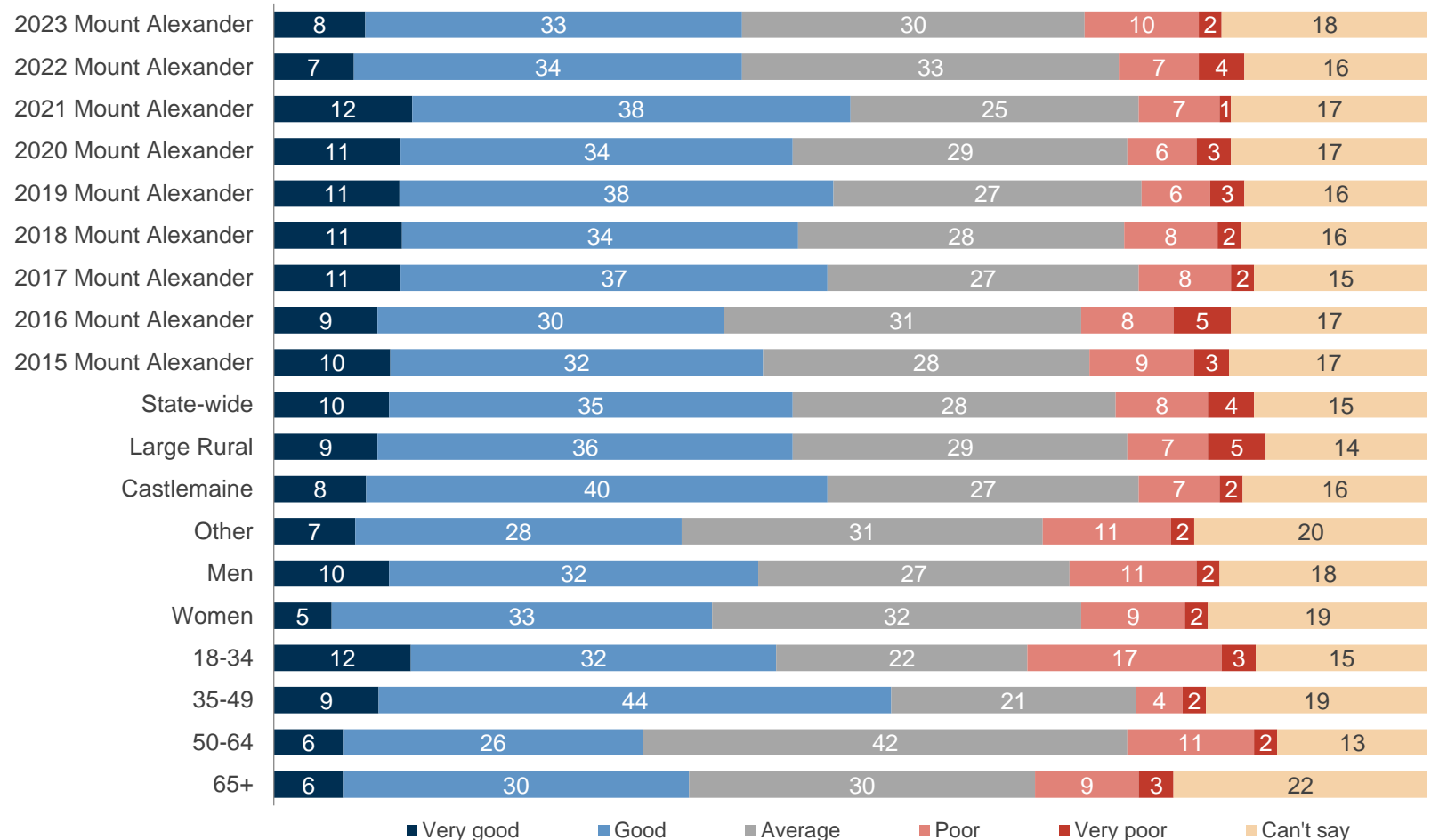
Note: Please see Appendix A for explanation of significant differences.



Enforcement of local laws performance



2023 law enforcement performance (%)





Family support services importance



2023 family support importance (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
Women	76▲	77	82	75	76	78	76	75	n/a	n/a
Castlemaine	76▲	71	74	73	71	72	73	74	n/a	n/a
State-wide	75▲	76	76	75	74	74	73	73	73	72
35-49	74	73	80	74	72	75	73	70	n/a	n/a
Large Rural	74	75	75	74	73	72	72	72	72	n/a
65+	72	74	74	73	72	70	73	71	n/a	n/a
Mount Alexander	72	74	76	71	72	72	73	70	n/a	n/a
50-64	70	72	78	73	69	70	71	68	n/a	n/a
Other	69	75	77	70	73	72	74	68	n/a	n/a
18-34	68	75	72	63	78	76	78	71	n/a	n/a
Men	67▼	70	69	67	69	67	71	65	n/a	n/a

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

Base: All respondents. Councils asked State-wide: 17 Councils asked group: 5

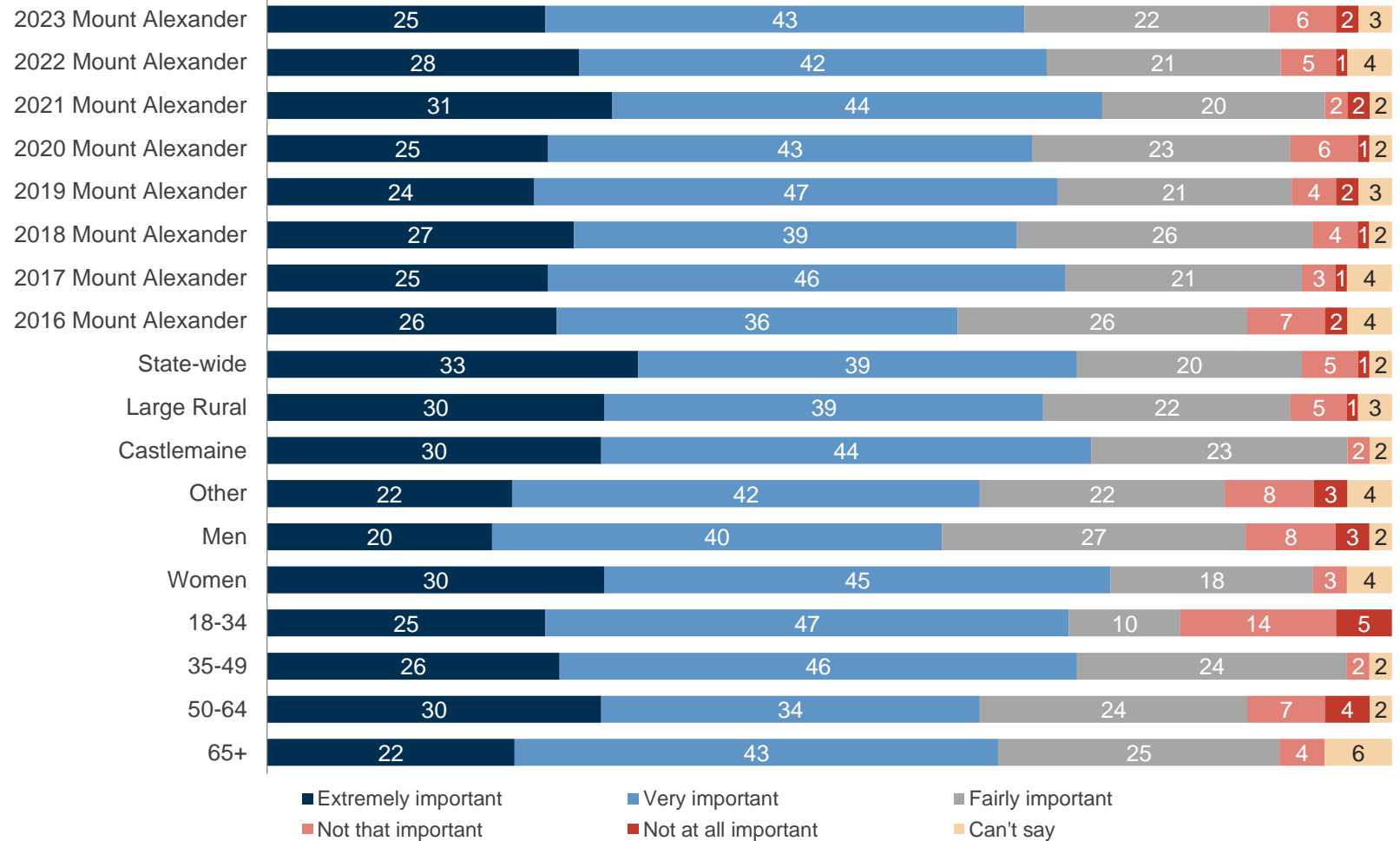
Note: Please see Appendix A for explanation of significant differences.



Family support services importance



2023 family support importance (%)





Family support services performance



2023 family support performance (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
35-49	66	61	62	55	59	64	58	57	n/a	n/a
65+	64	68	67	66	65	64	67	58	n/a	n/a
State-wide	63	65	66	66	67	66	67	66	67	68
Castlemaine	62	67	67	61	63	62	62	60	n/a	n/a
Women	61	65	64	61	65	59	63	58	n/a	n/a
Large Rural	61	64	66	64	65	65	65	64	67	n/a
Mount Alexander	61	65	65	60	65	62	64	59	n/a	n/a
Men	61	65	67	60	64	64	66	60	n/a	n/a
Other	61	64	64	60	66	62	66	58	n/a	n/a
18-34	55▼	70	65	60	69	59	66	61	n/a	n/a
50-64	55▼	60	67	58	64	60	65	58	n/a	n/a

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

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

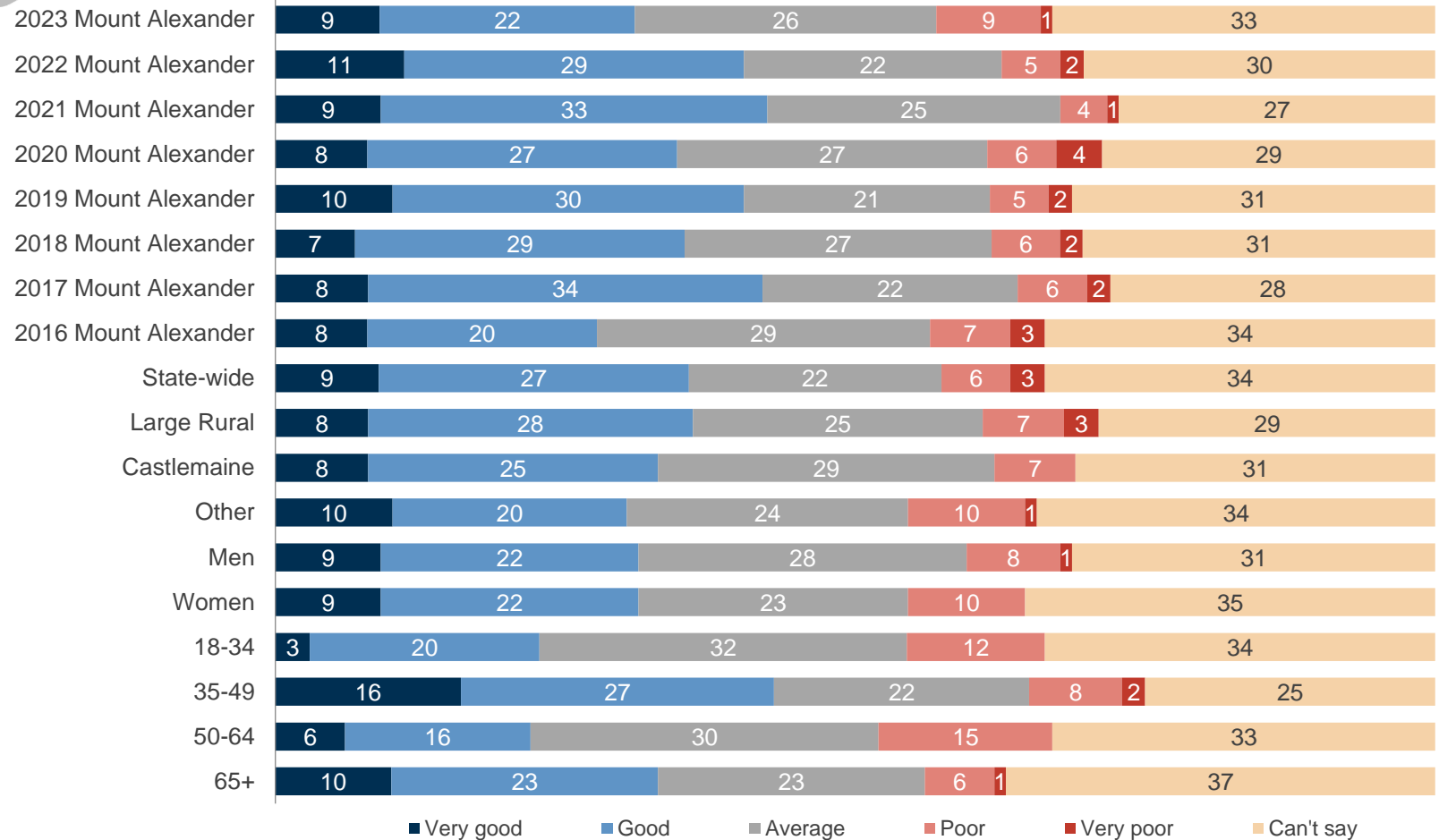
Note: Please see Appendix A for explanation of significant differences.



Family support services performance



2023 family support performance (%)





Elderly support services importance



2023 elderly support importance (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
Women	83	88	86	83	83	84	84	83	86	n/a
Castlemaine	83	81	82	82	79	80	81	82	82	n/a
35-49	81	86	81	82	78	83	79	80	77	n/a
50-64	80	80	86	81	79	79	82	78	84	n/a
Mount Alexander	80	83	82	81	79	81	81	79	82	n/a
State-wide	80	82	82	80	80	79	78	78	79	79
65+	80	81	82	81	80	79	80	80	81	n/a
Large Rural	79	81	80	80	79	78	78	78	78	n/a
18-34	79	85	81	79	82	82	81	76	90	n/a
Other	78	84	82	80	80	81	80	77	83	n/a
Men	77	78	79	79	76	77	77	75	78	n/a

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

Base: All respondents. Councils asked State-wide: 16 Councils asked group: 3

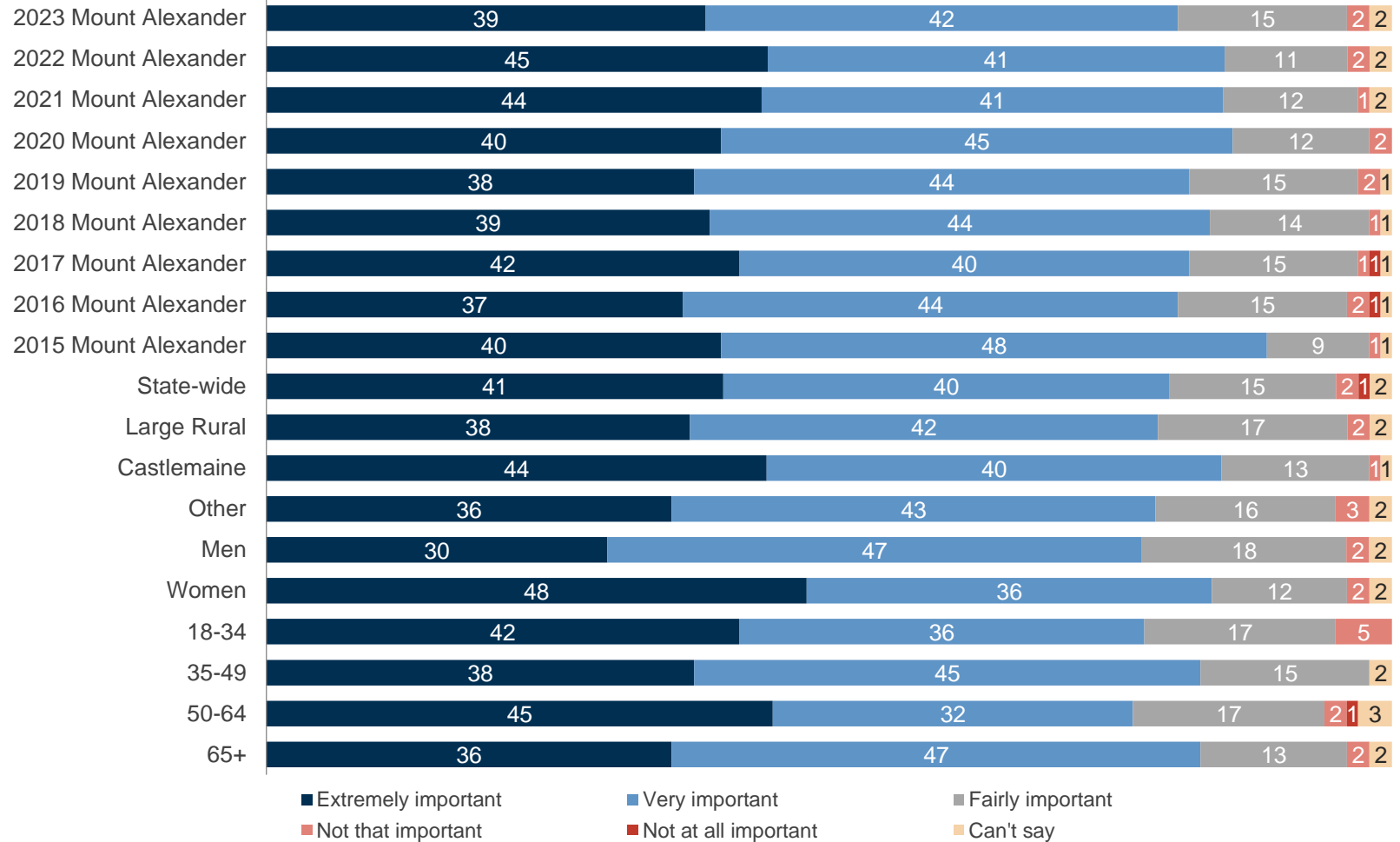
Note: Please see Appendix A for explanation of significant differences.



Elderly support services importance



2023 elderly support importance (%)

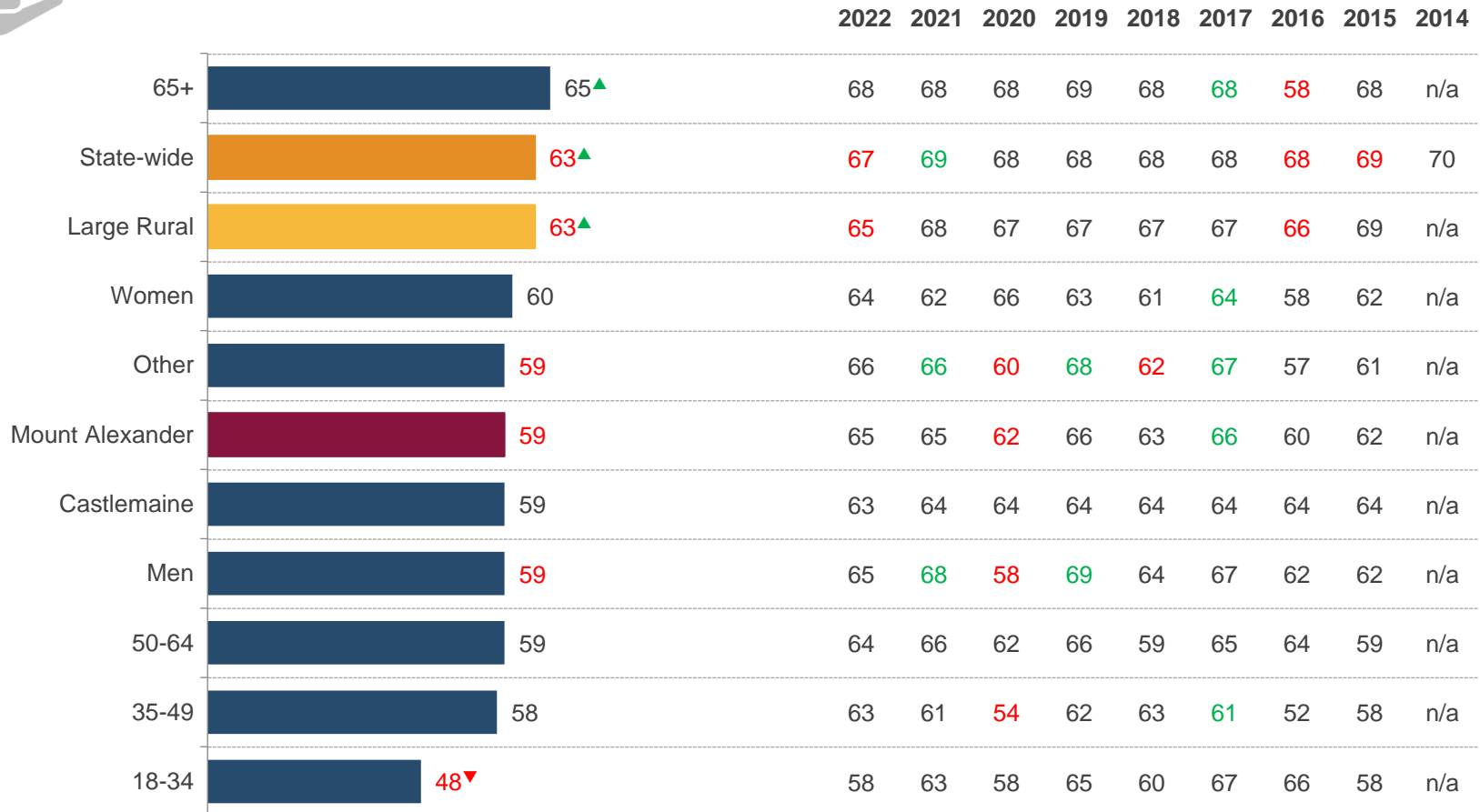




Elderly support services performance



2023 elderly support performance (index scores)



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

Base: All respondents. Councils asked State-wide: 29 Councils asked group: 6

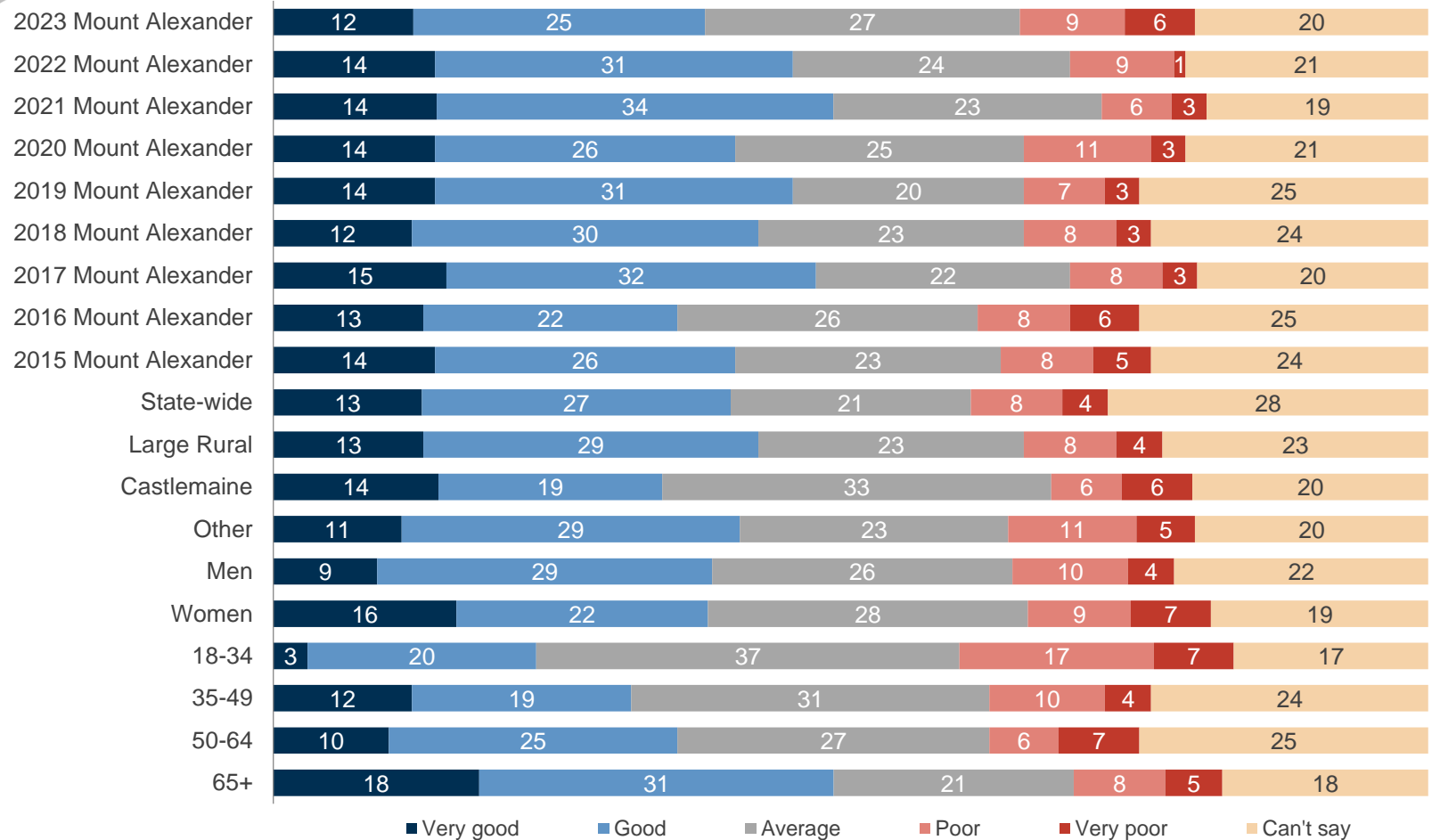
Note: Please see Appendix A for explanation of significant differences.



Elderly support services performance



2023 elderly support performance (%)





Recreational facilities importance



2023 recreational facilities importance (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
50-64	76	74	72	70	70	70	74	67	73	74
35-49	75	80	75	73	76	76	69	72	71	74
Castlemaine	74	73	71	73	71	77	73	72	73	73
Women	73	77	74	72	72	77	73	73	75	76
State-wide	73	74	74	72	72	73	72	73	72	72
18-34	73	77	67	67	67	77	75	74	74	76
Large Rural	73	74	73	72	72	74	72	72	72	n/a
Mount Alexander	72	75	71	70	70	73	71	70	71	73
Other	72	76	71	68	69	70	70	69	70	73
Men	72	73	68	68	68	70	69	67	67	70
65+	69	72	71	70	69	71	68	69	68	70

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

Base: All respondents. Councils asked State-wide: 32 Councils asked group: 9

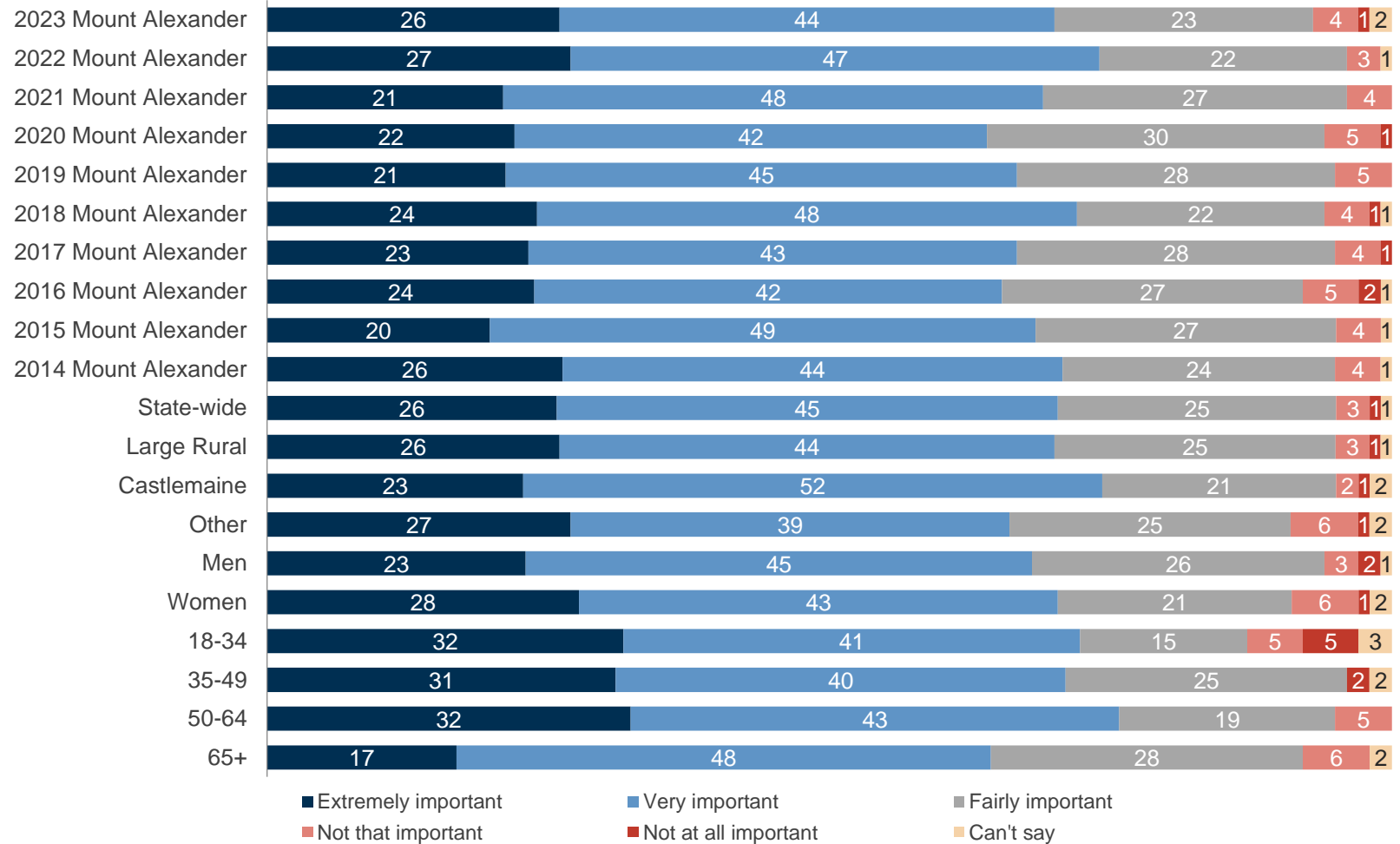
Note: Please see Appendix A for explanation of significant differences.



Recreational facilities importance



2023 recreational facilities importance (%)





Recreational facilities performance



2023 recreational facilities performance (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
65+	68▲	66	69	69	68	67	64	62	63	62
State-wide	68▲	69	71	70	70	69	70	69	70	71
Large Rural	65▲	66	68	67	68	66	66	65	66	n/a
Men	62	62	63	62	66	62	65	59	61	56
Other	61	64	61	61	66	61	63	56	58	60
Mount Alexander	61	64	64	62	65	62	63	56	59	60
Castlemaine	59	64	68	65	65	63	64	56	59	59
Women	59	67	65	63	65	61	62	54	57	63
50-64	58	65	64	61	64	61	64	54	56	60
35-49	58	58	56	58	64	60	65	53	51	56
18-34	49▼	67	63	57	63	57	58	53	66	59

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

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

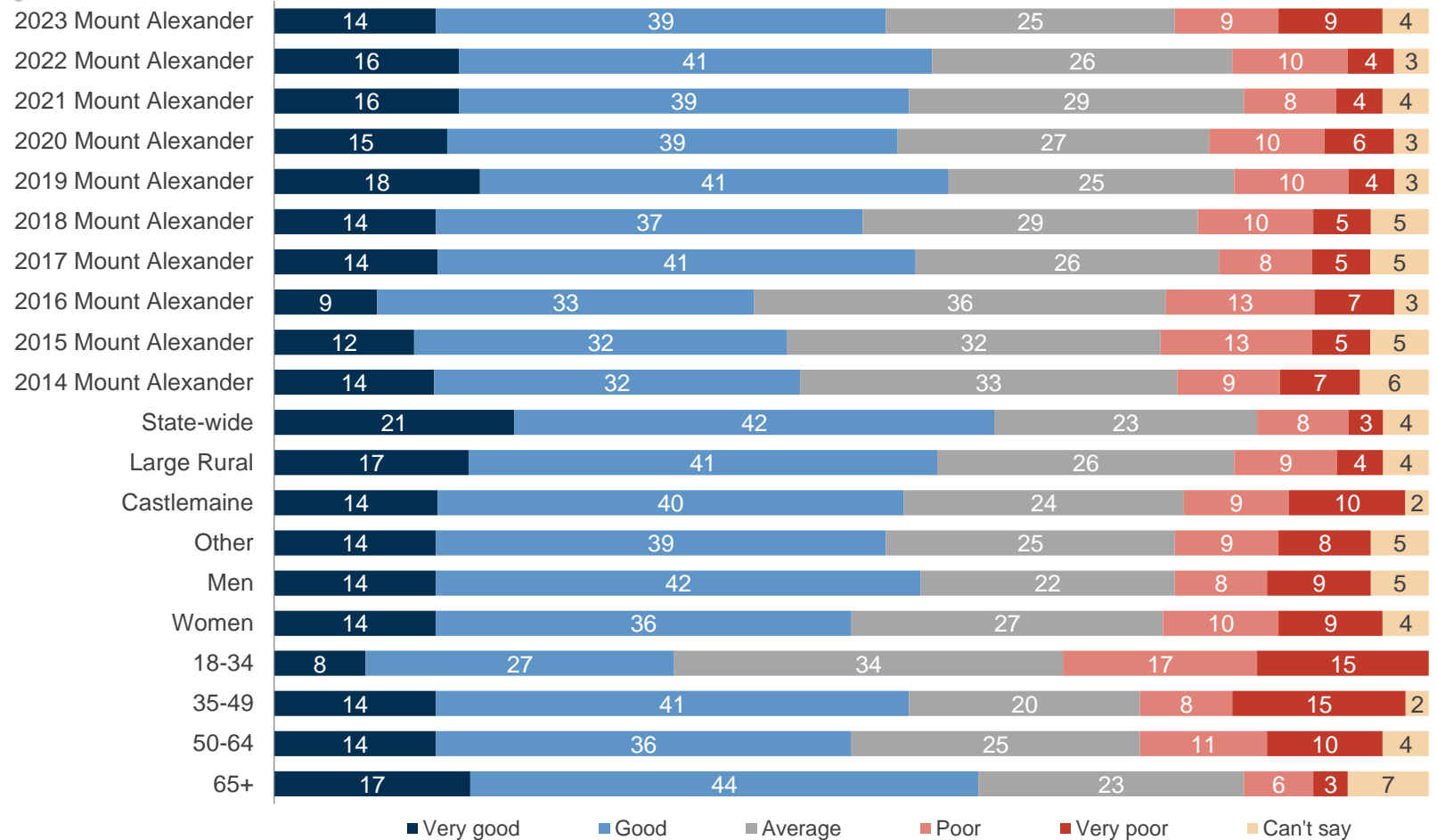
Note: Please see Appendix A for explanation of significant differences.



Recreational facilities performance



2023 recreational facilities performance (%)





The appearance of public areas importance



2023 public areas importance (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
State-wide	74	75	75	74	73	74	74	74	73	73
Castlemaine	74	71	74	71	71	74	74	71	74	74
Women	74	76	75	73	73	75	73	73	75	76
Large Rural	73	75	75	73	73	73	73	74	73	n/a
50-64	73	72	76	71	71	71	75	68	77	74
18-34	72	74	76	65	69	76	73	78	70	81
35-49	72	70	71	70	68	73	71	67	72	70
Mount Alexander	72	73	73	71	71	73	72	71	73	74
65+	71	75	72	74	74	74	71	73	73	74
Other	70	75	73	71	71	73	71	71	73	75
Men	70	71	71	69	69	72	71	69	72	72

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

Base: All respondents. Councils asked State-wide: 31 Councils asked group: 9

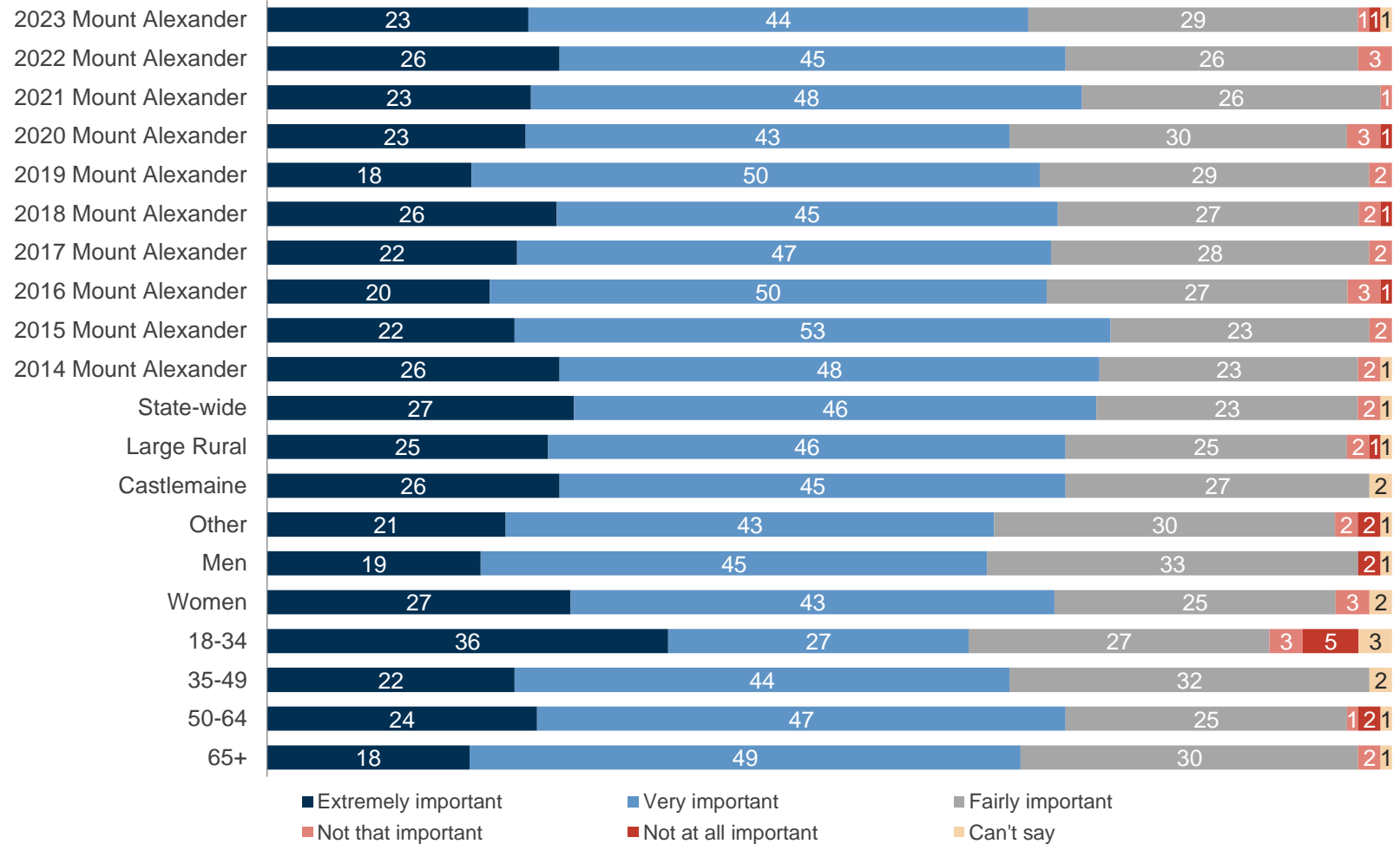
Note: Please see Appendix A for explanation of significant differences.



The appearance of public areas importance



2023 public areas importance (%)





The appearance of public areas performance



2023 public areas performance (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
35-49	73	70	73	74	71	68	69	70	70	n/a
65+	70	69	73	72	70	67	67	65	67	n/a
Women	68	71	72	73	73	68	71	65	69	n/a
Castlemaine	68	71	76	73	69	72	69	66	69	n/a
Mount Alexander	67	69	73	72	70	68	70	66	69	n/a
State-wide	67	71	73	72	72	71	71	71	72	72
Other	67	68	70	71	71	65	71	67	70	n/a
Men	66	68	73	71	68	68	70	68	70	n/a
Large Rural	65	67	70	71	70	69	69	69	69	n/a
50-64	64	72	69	74	70	68	70	64	67	n/a
18-34	59	68	76	69	70	68	78	68	76	n/a

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

Base: All respondents. Councils asked State-wide: 45 Councils asked group: 12

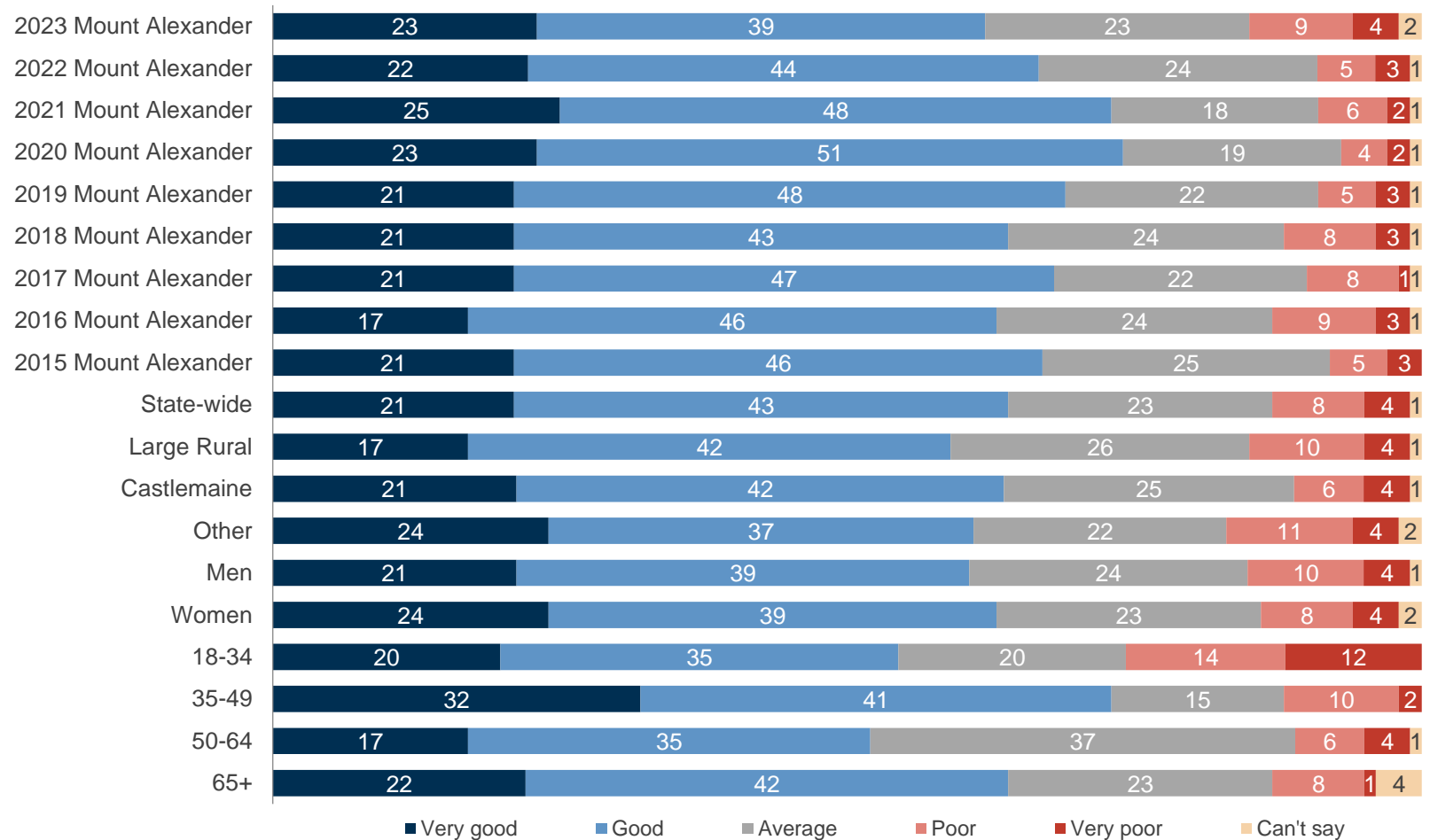
Note: Please see Appendix A for explanation of significant differences.



The appearance of public areas performance



2023 public areas performance (%)





Community and cultural activities importance



2023 community and cultural activities importance (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
Castlemaine	65	61	64	66	61	65	62	63	61	n/a
Women	65	65	68	65	65	66	65	63	64	n/a
35-49	65	65	60	60	60	64	66	63	61	n/a
Mount Alexander	62	62	64	62	61	62	63	61	61	n/a
State-wide	62	64	64	62	61	61	61	62	62	62
65+	62	61	65	63	60	59	60	61	61	n/a
18-34	61	58	62	60	58	67	69	63	58	n/a
Large Rural	60	64	63	61	61	60	61	61	61	n/a
50-64	60	65	67	65	64	59	59	56	63	n/a
Other	60	63	63	60	60	59	63	59	61	n/a
Men	58	59	60	60	56	58	60	58	57	n/a

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

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

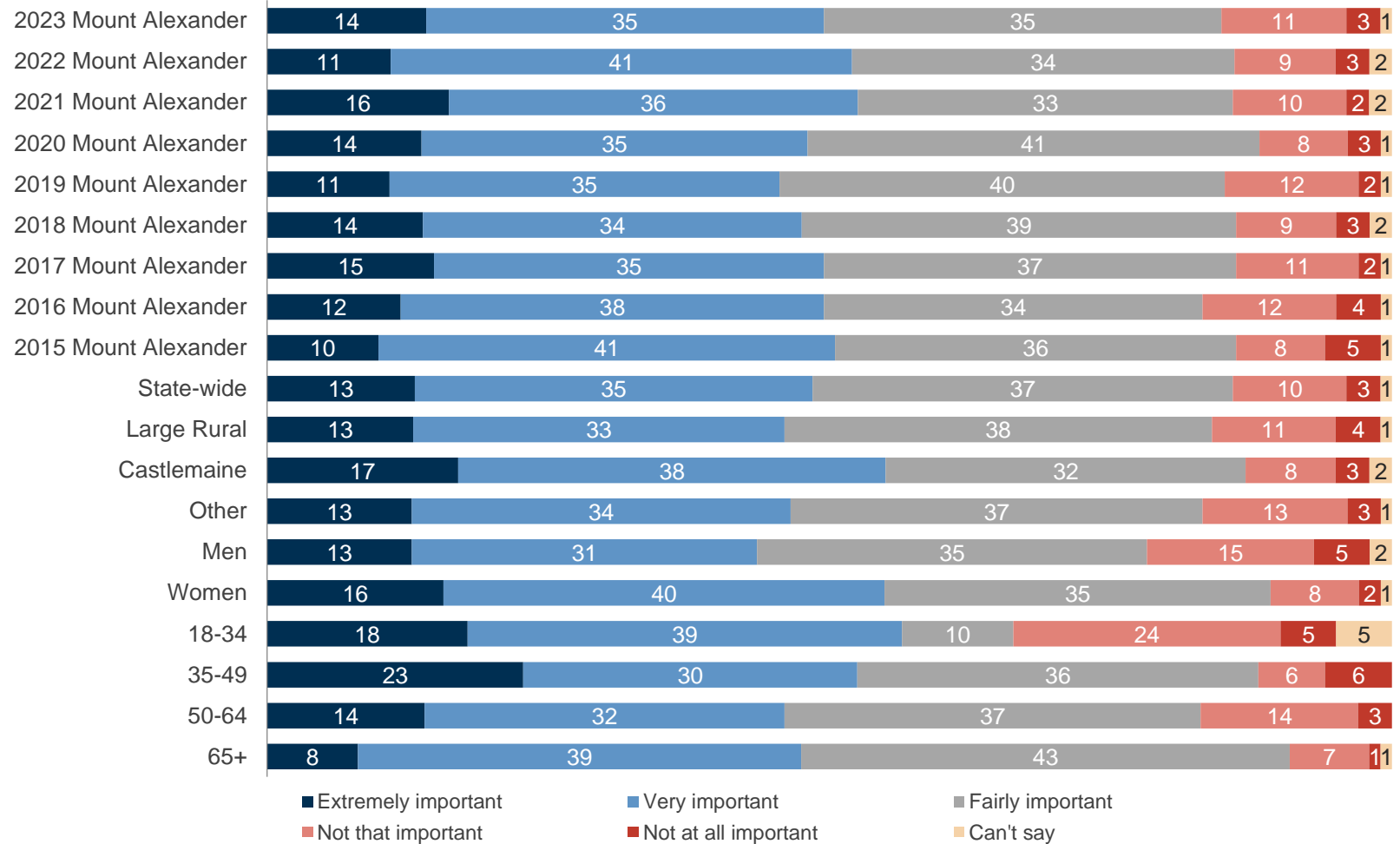
Note: Please see Appendix A for explanation of significant differences.



Community and cultural activities importance



2023 community and cultural activities importance (%)





Community and cultural activities performance



2023 community and cultural activities performance (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
35-49	77▲	67	64	70	71	74	74	70	72	n/a
Women	72	68	71	71	71	71	74	69	74	n/a
Castlemaine	70	71	72	69	71	74	73	68	72	n/a
65+	70	67	71	69	70	68	71	63	70	n/a
Mount Alexander	69	68	68	68	72	70	73	68	72	n/a
Other	68	67	66	67	72	67	73	67	71	n/a
State-wide	66▼	65	65	68	69	69	69	69	69	70
Men	66	68	66	64	72	70	72	66	70	n/a
50-64	65	69	67	68	73	67	75	70	72	n/a
Large Rural	64▼	63	65	67	67	67	69	67	69	n/a
18-34	59▼	72	70	63	73	74	72	69	75	n/a

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

Base: All respondents. Councils asked State-wide: 31 Councils asked group: 7

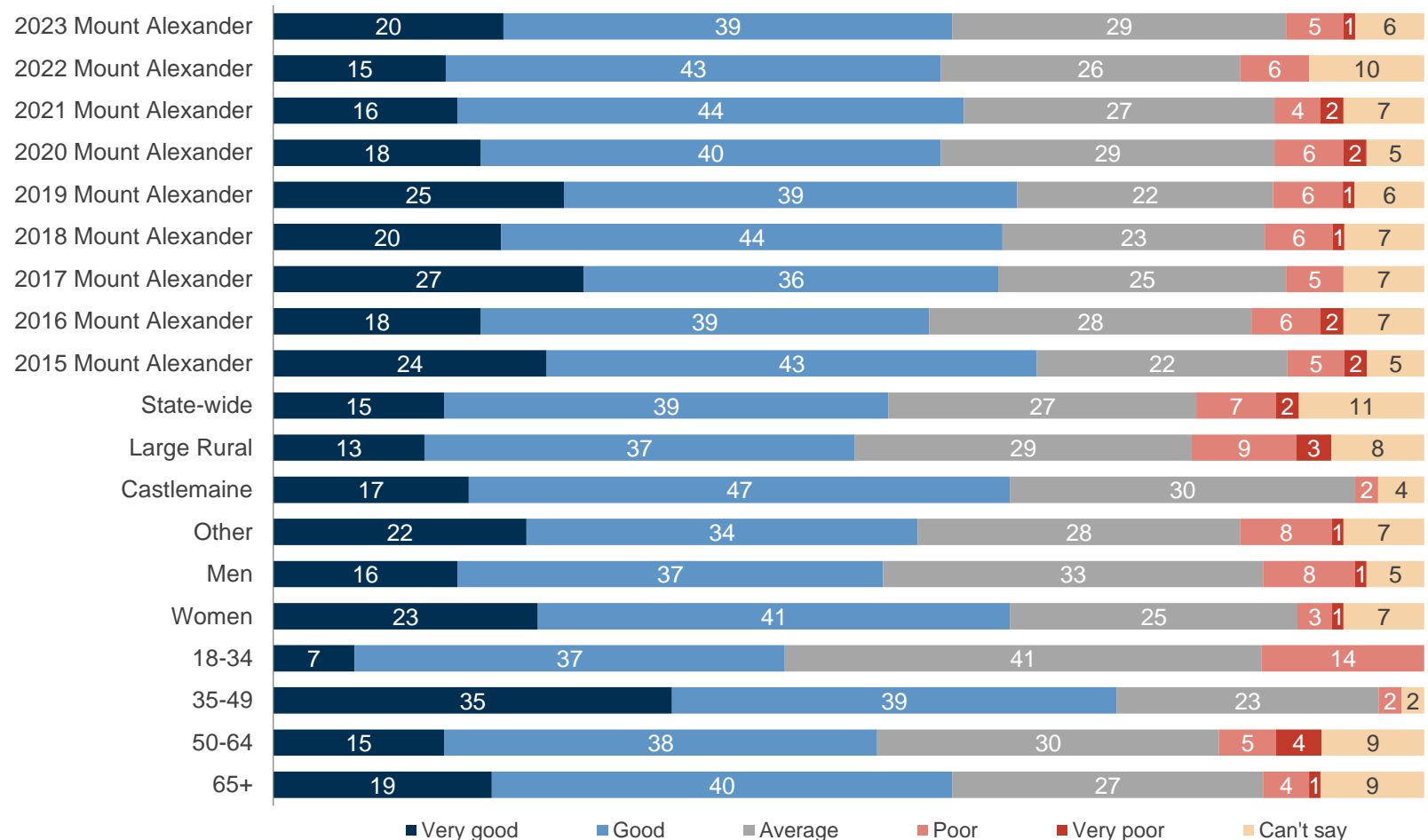
Note: Please see Appendix A for explanation of significant differences.



Community and cultural activities performance



2023 community and cultural activities performance (%)





Waste management importance



2023 waste management importance (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
Castlemaine	86▲	81	80	86	82	79	79	79	81	79
18-34	85	82	77	76	68	80	76	81	76	83
35-49	85	79	82	86	81	82	76	80	76	77
Women	84	84	83	86	79	83	79	80	80	82
Mount Alexander	82	80	81	83	79	82	78	79	79	80
State-wide	81	82	82	82	81	81	79	80	79	79
Men	80	76	80	80	79	80	76	79	79	78
Large Rural	80▼	81	81	81	80	81	78	79	78	n/a
65+	80	80	82	84	81	84	80	79	81	80
50-64	80	81	82	84	83	80	78	78	83	83
Other	80	80	82	81	77	83	77	79	78	81

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

Base: All respondents. Councils asked State-wide: 31 Councils asked group: 9

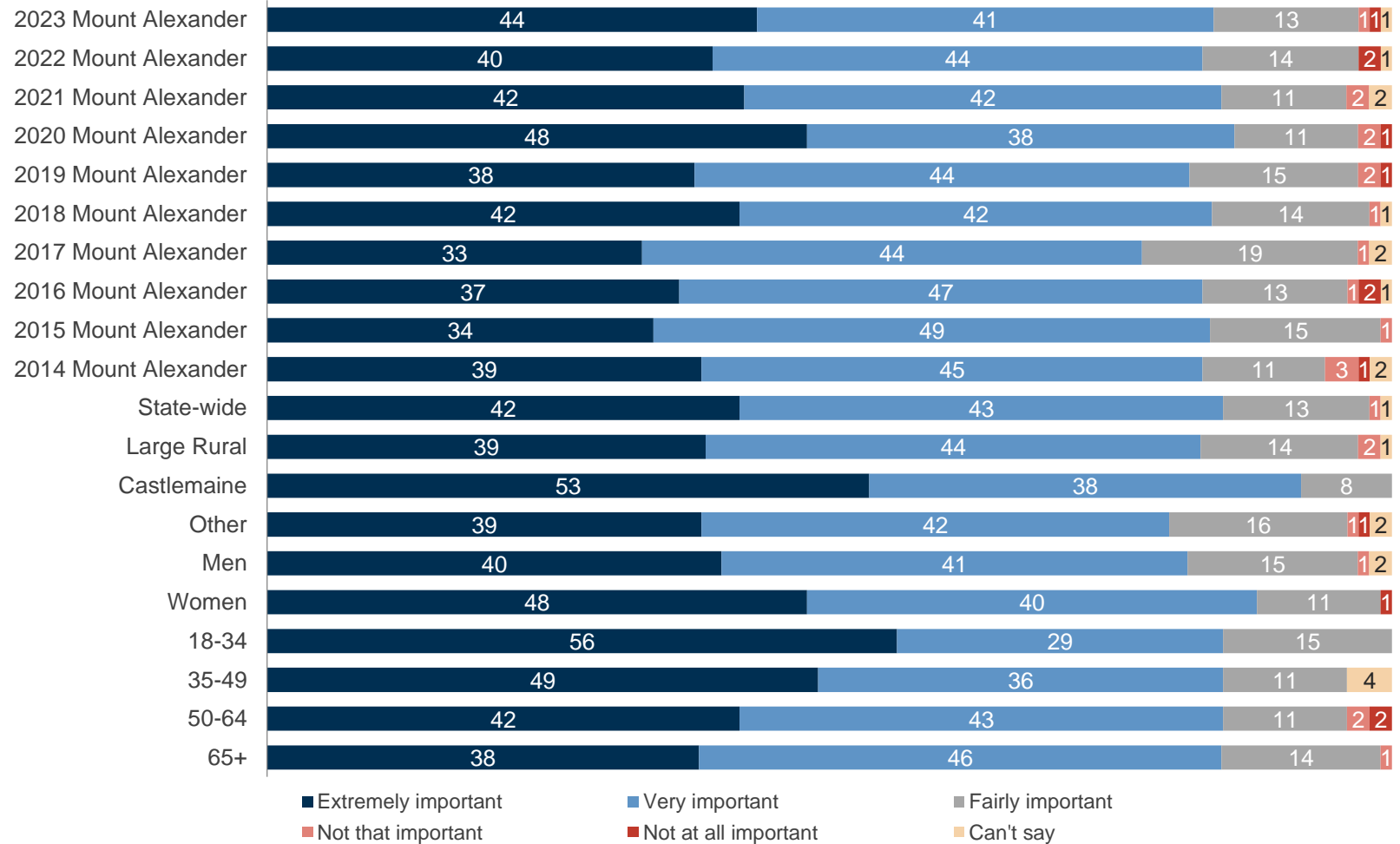
Note: Please see Appendix A for explanation of significant differences.



Waste management importance



2023 waste management importance (%)





Waste management performance



2023 waste management performance (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
State-wide	66▲	68	69	65	68	70	71	70	72	73
Large Rural	65▲	65	66	62	64	67	68	66	68	n/a
65+	64▲	63	62	56	58	62	61	55	59	n/a
Men	61	60	60	50	55	59	62	49	59	n/a
Other	58	58	58	48	55	54	60	48	58	n/a
Mount Alexander	58	59	58	49	55	58	60	52	58	n/a
Castlemaine	57	61	59	49	54	62	61	57	60	n/a
18-34	55	60	61	45	61	49	68	56	71	n/a
Women	55	58	56	48	54	57	59	54	58	n/a
50-64	53	53	58	45	53	56	59	50	53	n/a
35-49	53	56	50	43	46	62	56	45	54	n/a

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

Base: All respondents. Councils asked State-wide: 66 Councils asked group: 18

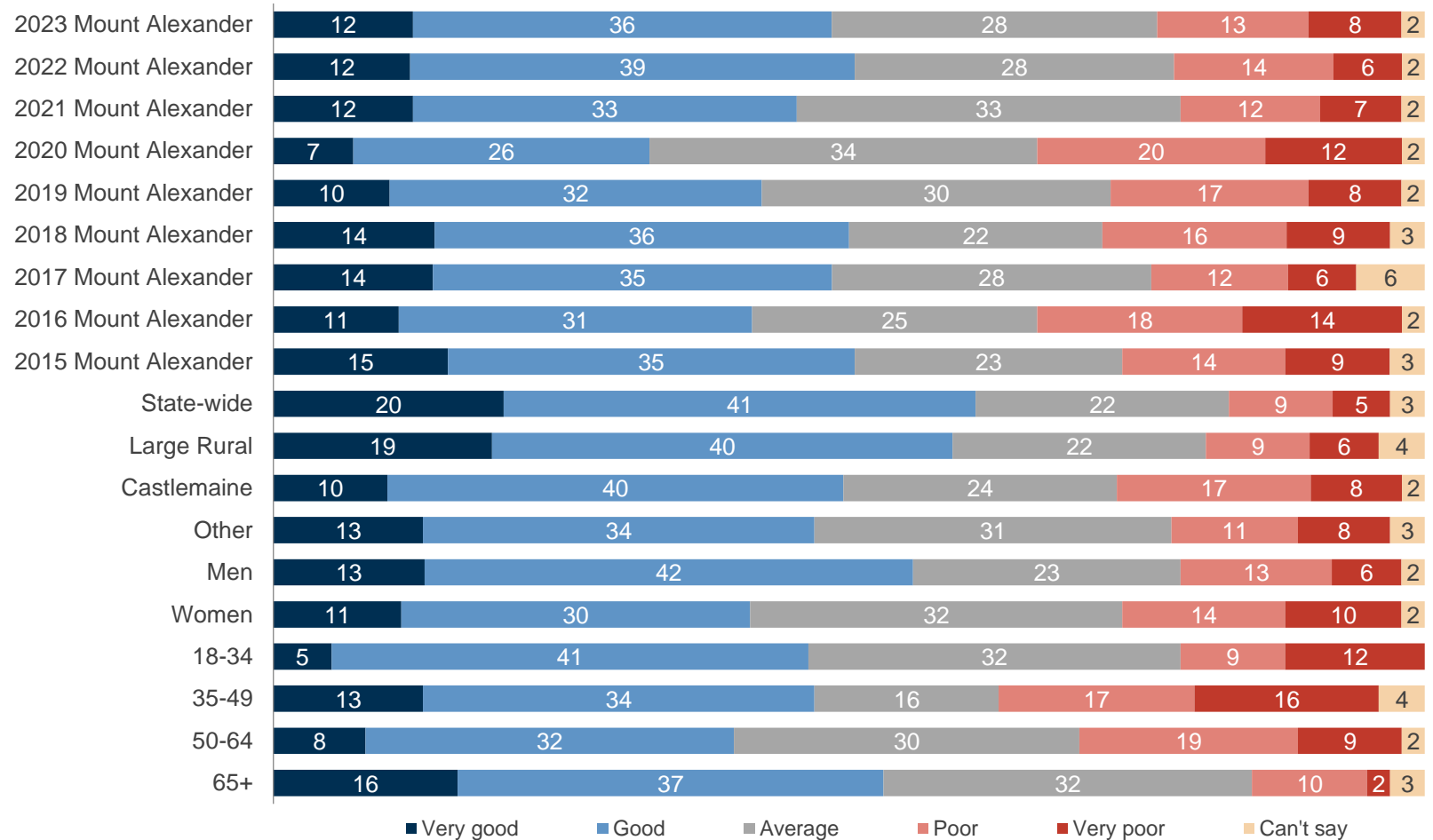
Note: Please see Appendix A for explanation of significant differences.



Waste management performance



2023 waste management performance (%)

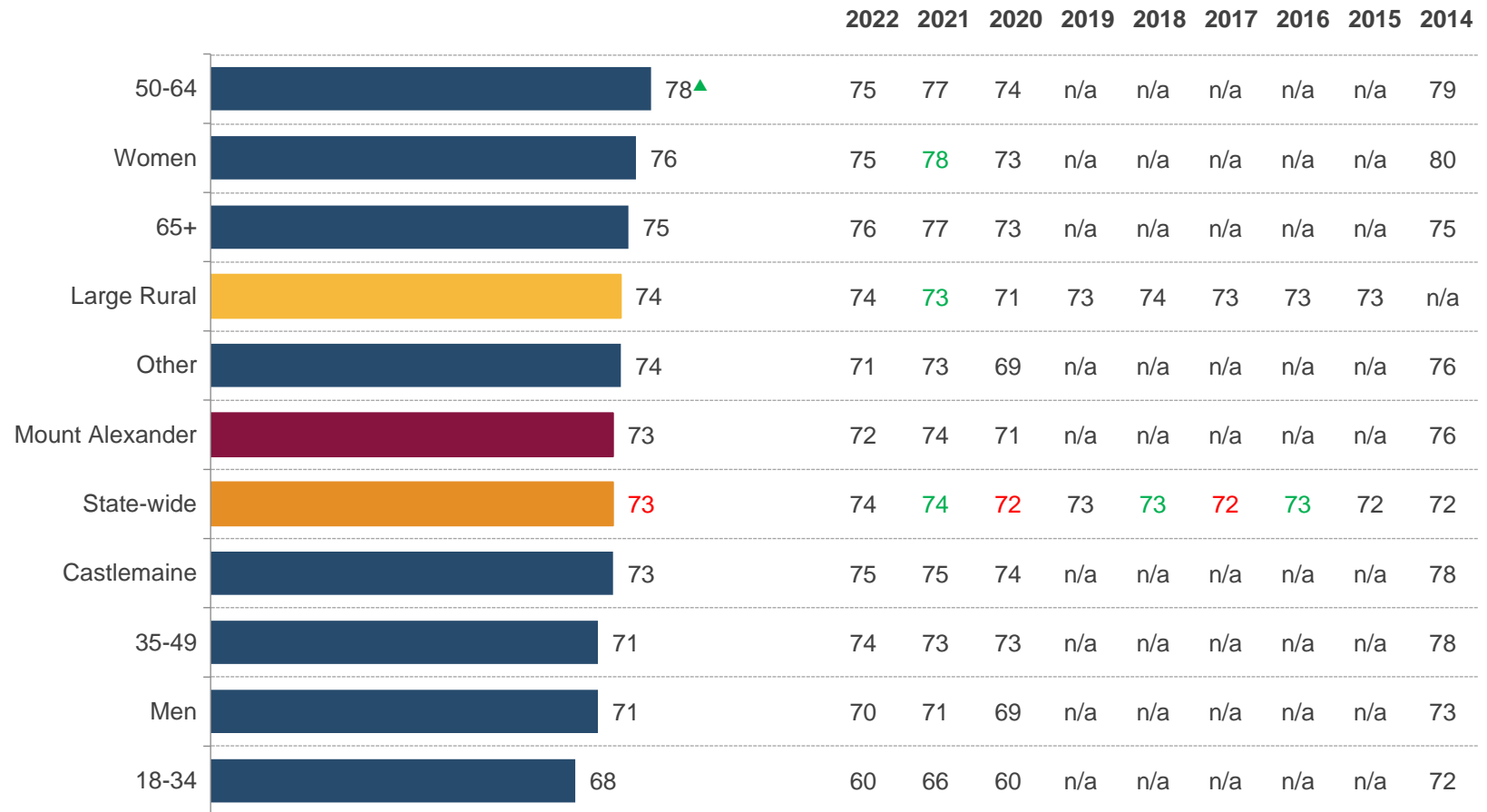




Council's general town planning policy importance



2023 town planning importance (index scores)



Q1. Firstly, how important should 'Council's general town planning policy' be as a responsibility for Council?

Base: All respondents. Councils asked State-wide: 13 Councils asked group: 4

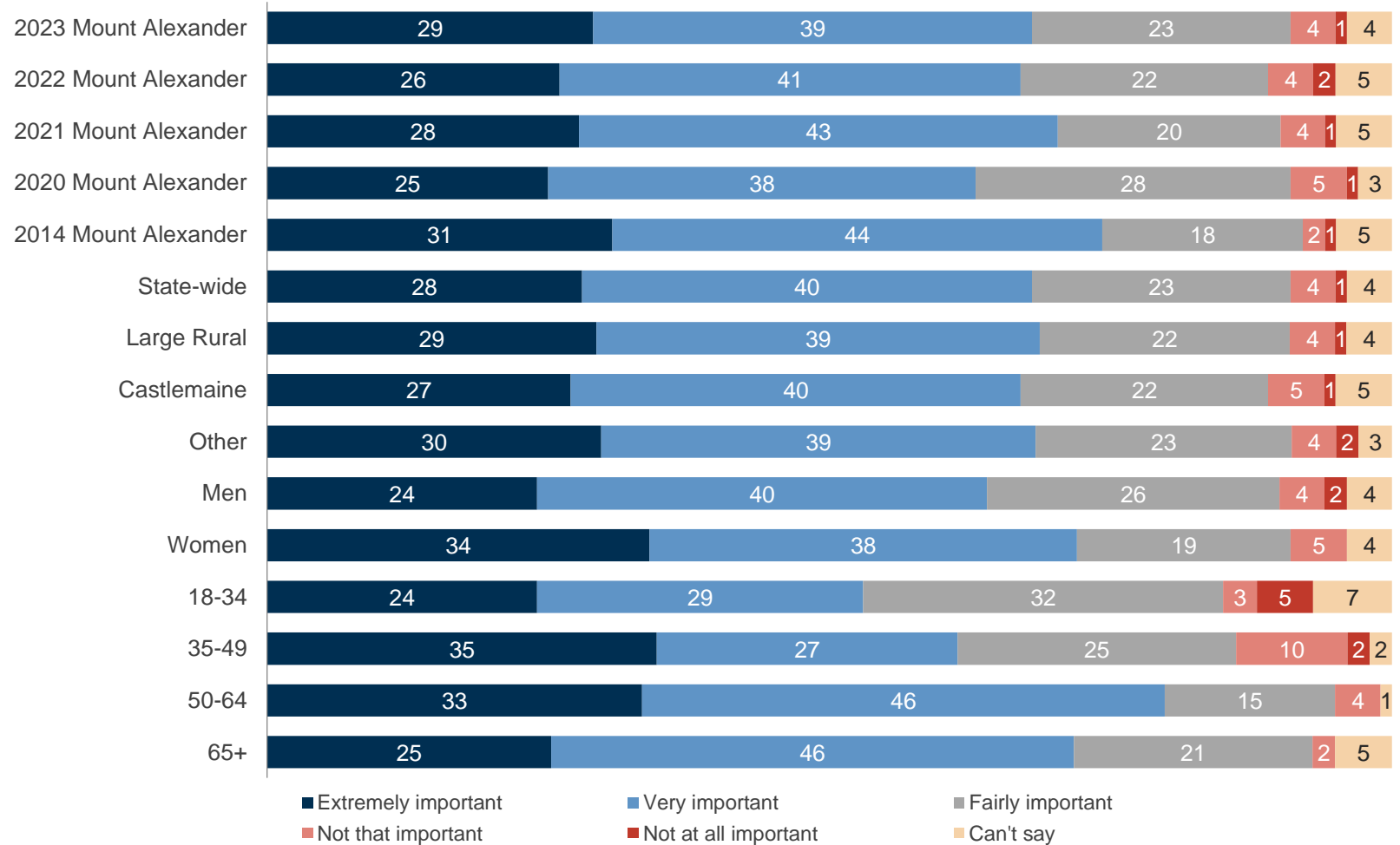
Note: Please see Appendix A for explanation of significant differences.



Council's general town planning policy importance



2023 town planning importance (%)

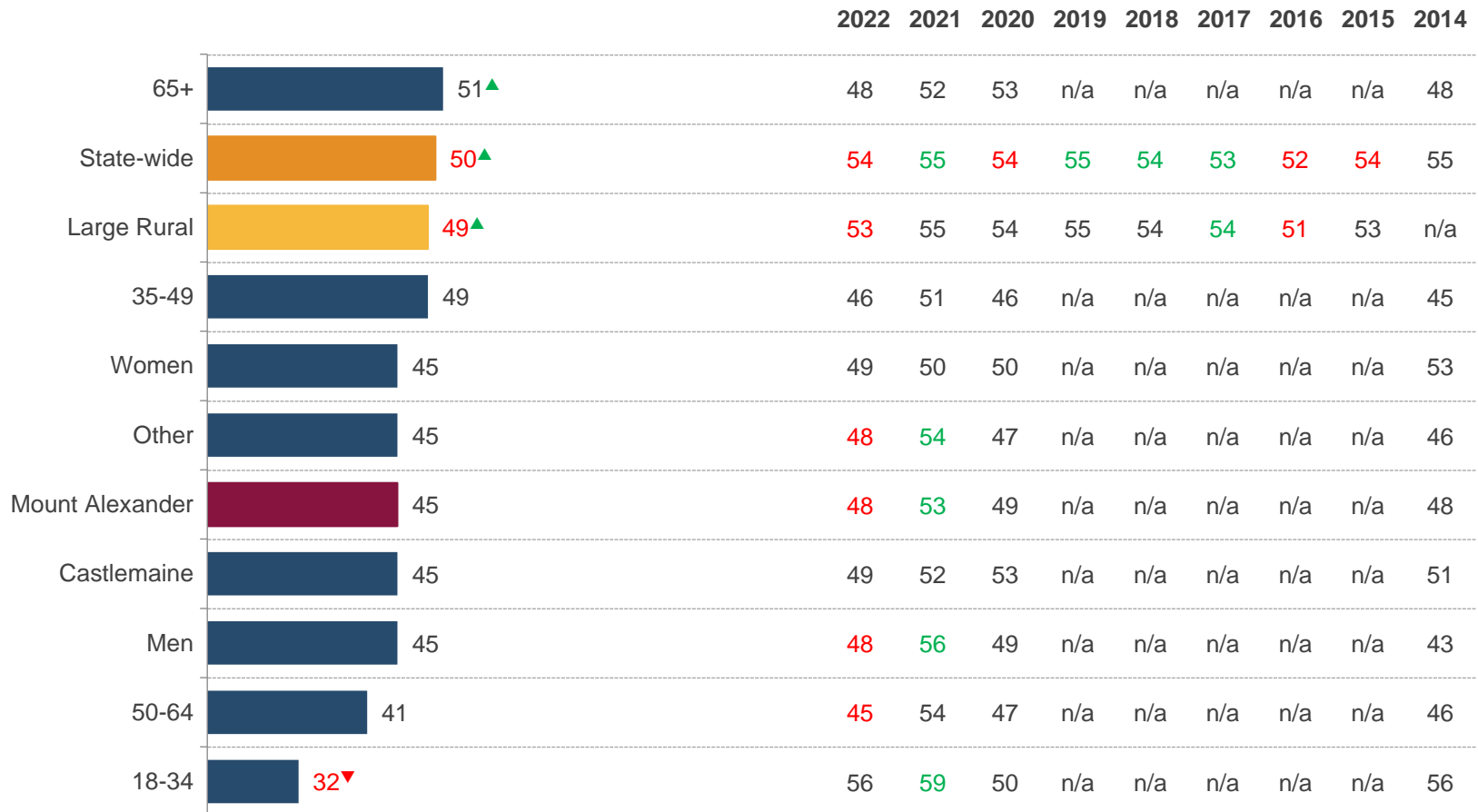




Council's general town planning policy performance



2023 town planning performance (index scores)



Q2. How has Council performed on 'Council's general town planning policy' over the last 12 months?

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

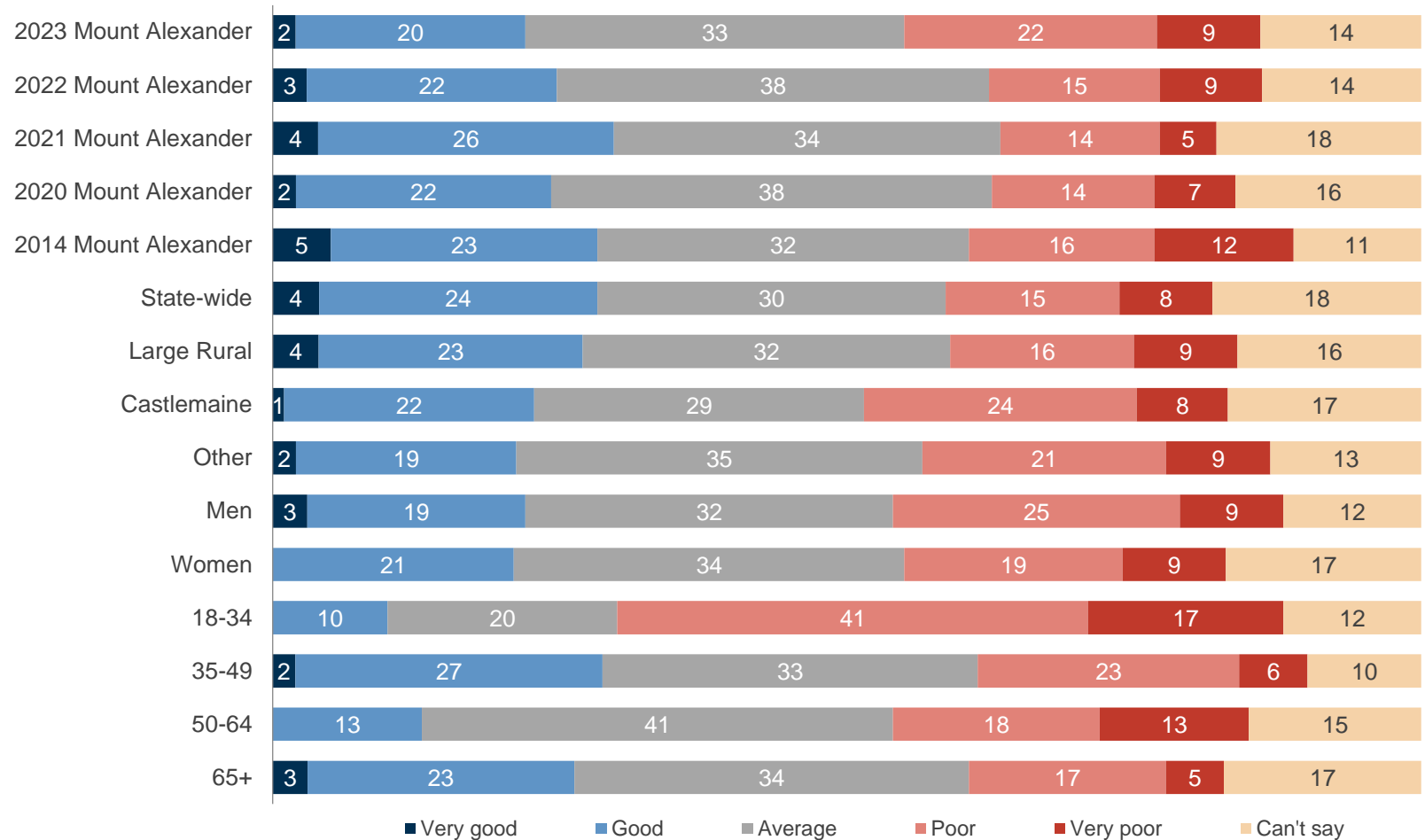
Note: Please see Appendix A for explanation of significant differences.



Council's general town planning policy performance



2023 town planning performance (%)





Planning and building permits importance



2023 planning and building permits importance (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
18-34	77	72	71	65	n/a	n/a	n/a	n/a	n/a	n/a
Women	76	76	77	75	n/a	n/a	n/a	n/a	n/a	n/a
Other	76	75	75	69	n/a	n/a	n/a	n/a	n/a	n/a
50-64	75	74	78	74	n/a	n/a	n/a	n/a	n/a	n/a
Mount Alexander	75	75	76	72	n/a	n/a	n/a	n/a	n/a	n/a
65+	74	78	77	73	n/a	n/a	n/a	n/a	n/a	n/a
35-49	74	74	76	74	n/a	n/a	n/a	n/a	n/a	n/a
Men	74	74	74	69	n/a	n/a	n/a	n/a	n/a	n/a
Castlemaine	73	76	77	76	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	72▼	73	73	71	71	71	72	71	71	71
Large Rural	72▼	73	73	71	71	70	72	70	71	n/a

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

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

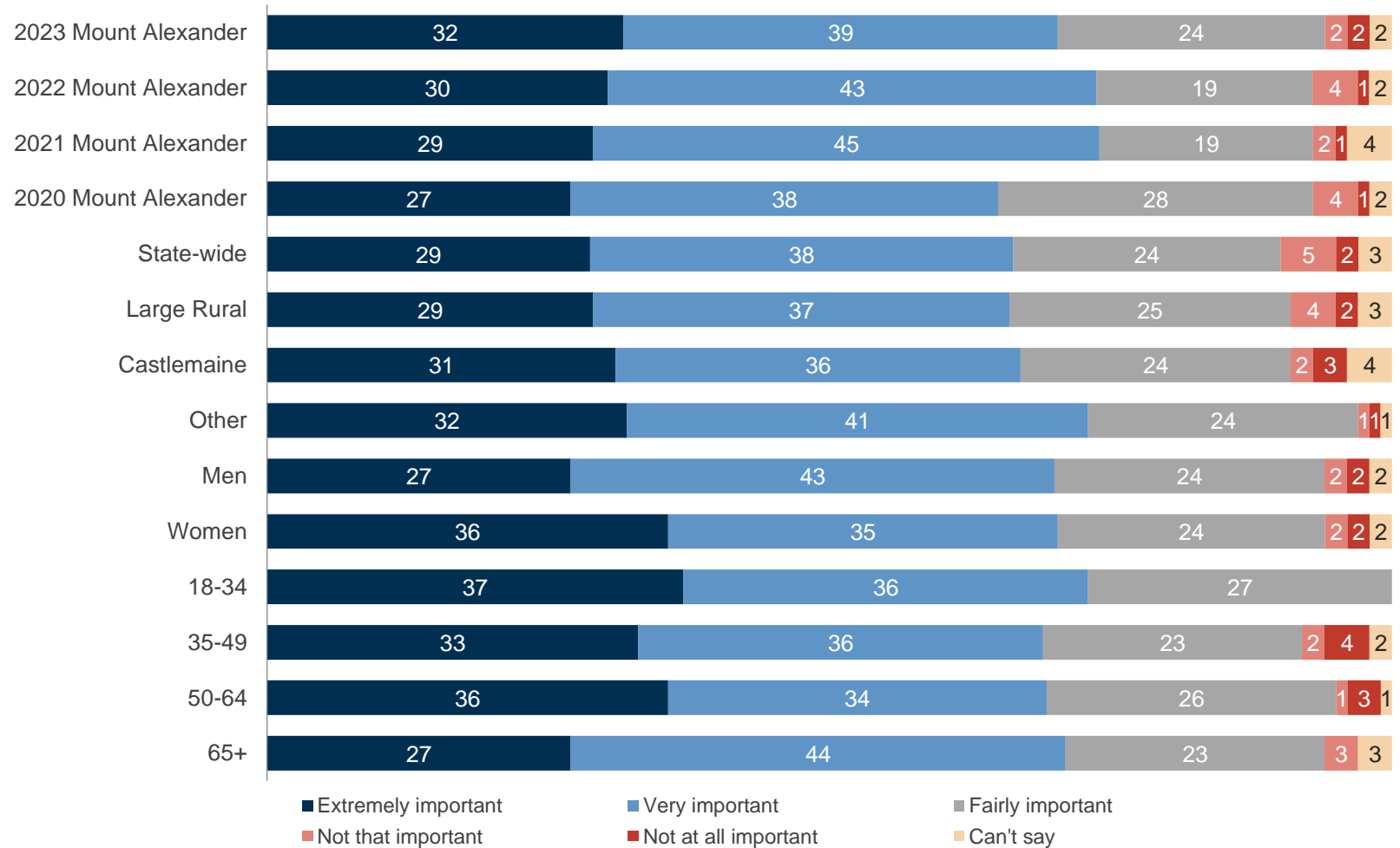
Note: Please see Appendix A for explanation of significant differences.



Planning and building permits importance



2023 planning and building permits importance (%)





Planning and building permits performance



2023 planning and building permits performance (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
State-wide	47▲	50	51	51	52	52	51	50	54	53
65+	43	42	50	46	n/a	n/a	n/a	n/a	n/a	n/a
35-49	43	46	41	48	n/a	n/a	n/a	n/a	n/a	n/a
Large Rural	42	46	48	49	49	49	48	50	54	n/a
Men	42	44	46	45	n/a	n/a	n/a	n/a	n/a	n/a
Castlemaine	41	43	45	48	n/a	n/a	n/a	n/a	n/a	n/a
Mount Alexander	40	44	46	45	n/a	n/a	n/a	n/a	n/a	n/a
Other	39	44	46	43	n/a	n/a	n/a	n/a	n/a	n/a
Women	38	44	45	45	n/a	n/a	n/a	n/a	n/a	n/a
50-64	37	39	46	42	n/a	n/a	n/a	n/a	n/a	n/a
18-34	32▼	49	39	43	n/a	n/a	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: 32 Councils asked group: 8

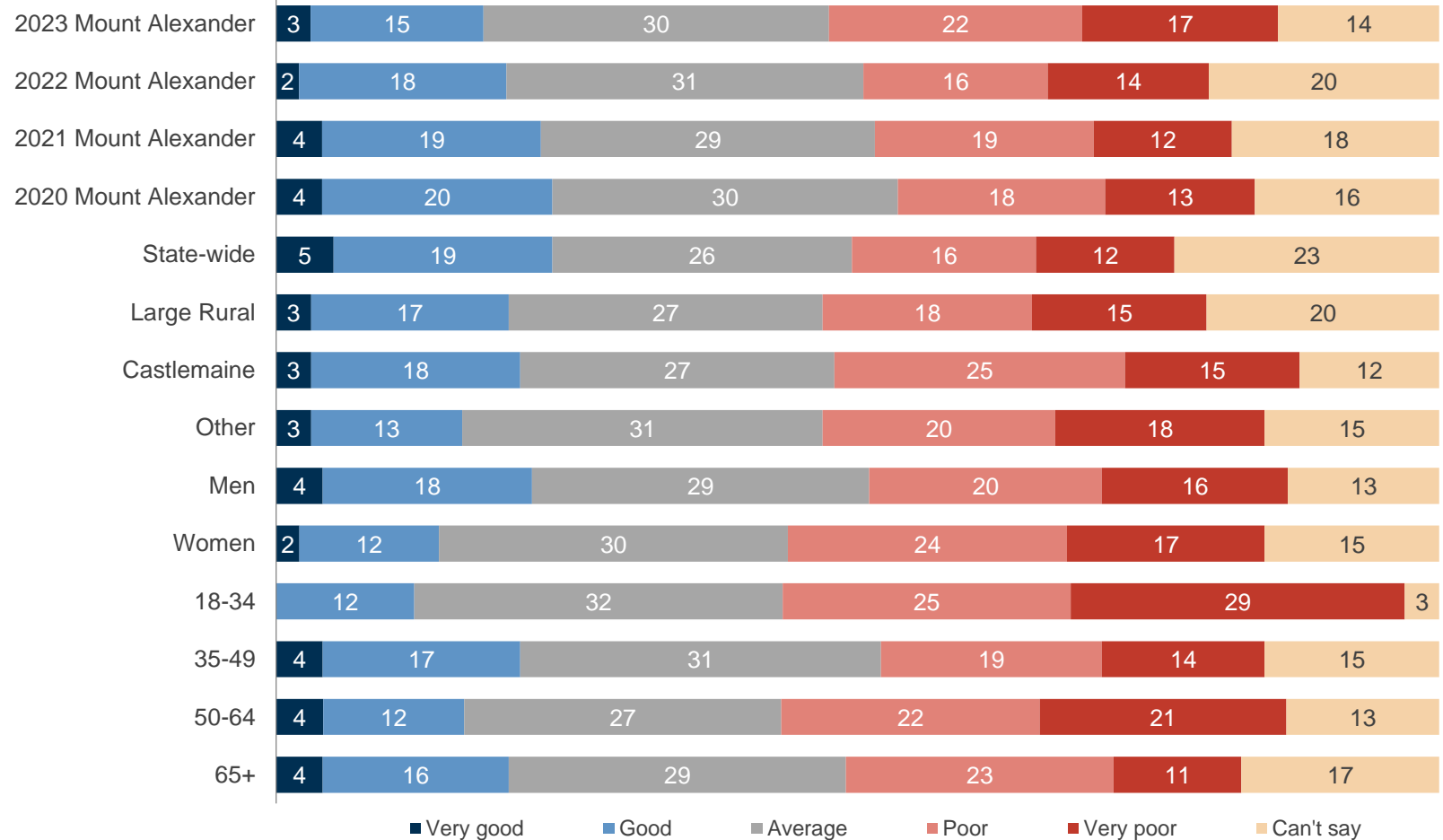
Note: Please see Appendix A for explanation of significant differences.



Planning and building permits performance



2023 planning and building permits performance (%)





Environmental sustainability importance



2023 environmental sustainability importance (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
Women	77	76	78	80	77	75	76	78	76	n/a
35-49	77	73	73	74	74	68	74	76	72	n/a
Castlemaine	75	73	75	76	77	73	72	73	74	n/a
65+	74	71	73	73	72	73	68	70	74	n/a
Mount Alexander	74	72	74	74	74	71	73	72	73	n/a
Other	73	71	73	73	71	69	73	72	72	n/a
18-34	73	67	77	68	76	70	82	73	74	n/a
50-64	71	77	75	80	75	72	70	71	72	n/a
Men	71	67	70	68	71	67	69	67	70	n/a
State-wide	70▼	73	74	74	74	73	72	73	73	73
Large Rural	68▼	71	72	73	74	73	72	73	72	n/a

Q1. Firstly, how important should 'Environmental sustainability' be as a responsibility for Council?

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

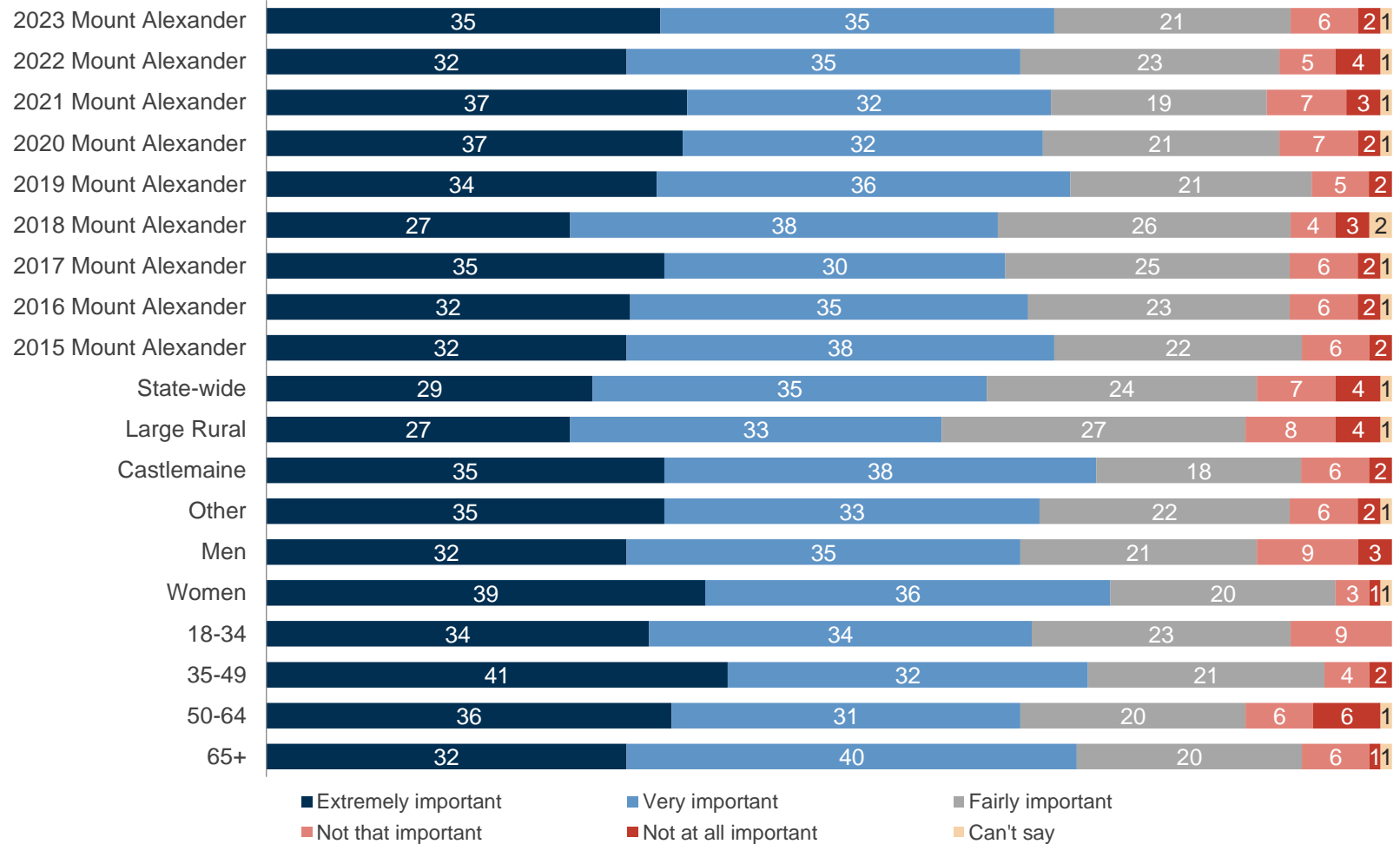
Note: Please see Appendix A for explanation of significant differences.



Environmental sustainability importance



2023 environmental sustainability importance (%)

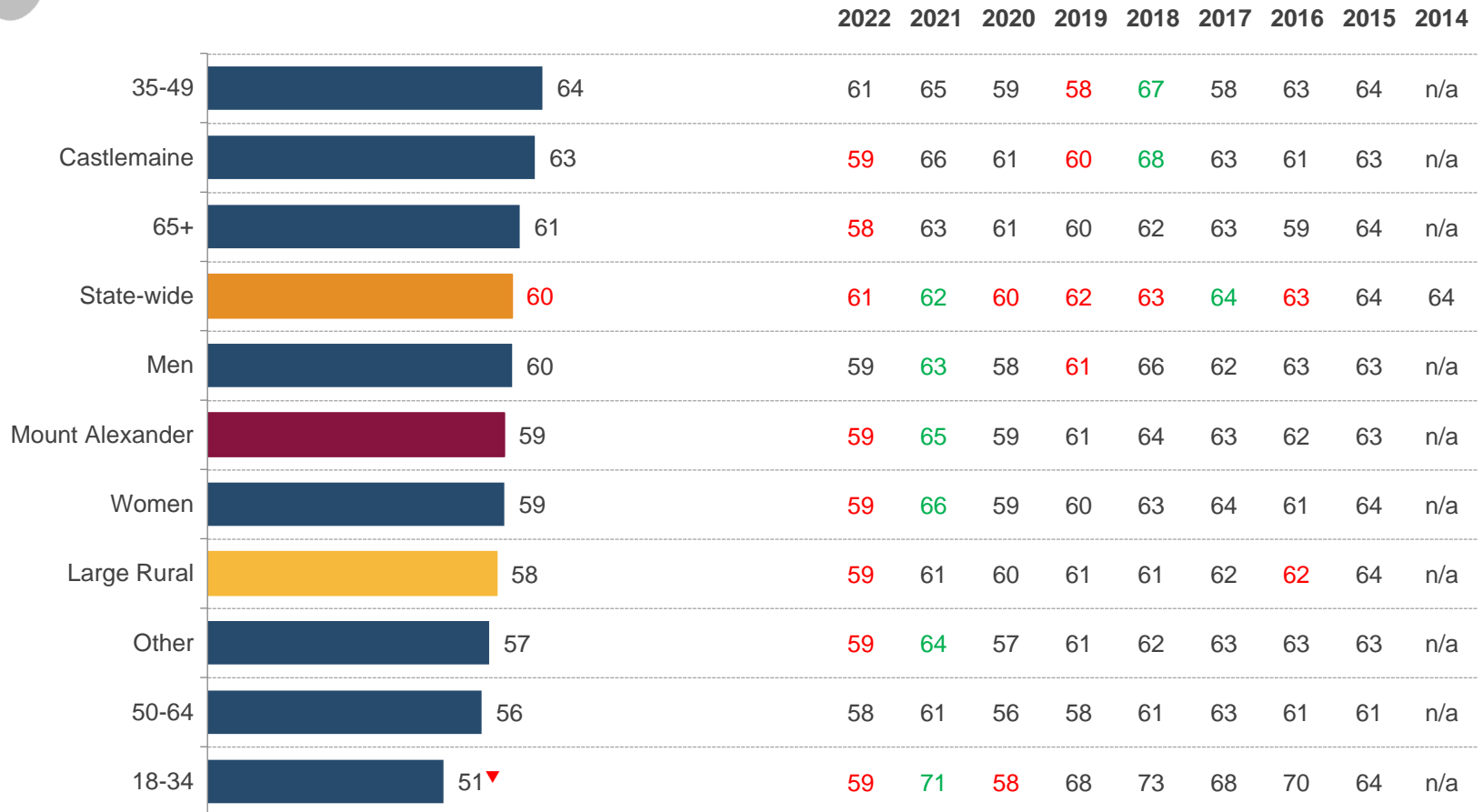




Environmental sustainability performance



2023 environmental sustainability performance (index scores)



Q2. How has Council performed on 'Environmental sustainability' over the last 12 months?

Base: All respondents. Councils asked State-wide: 39 Councils asked group: 10

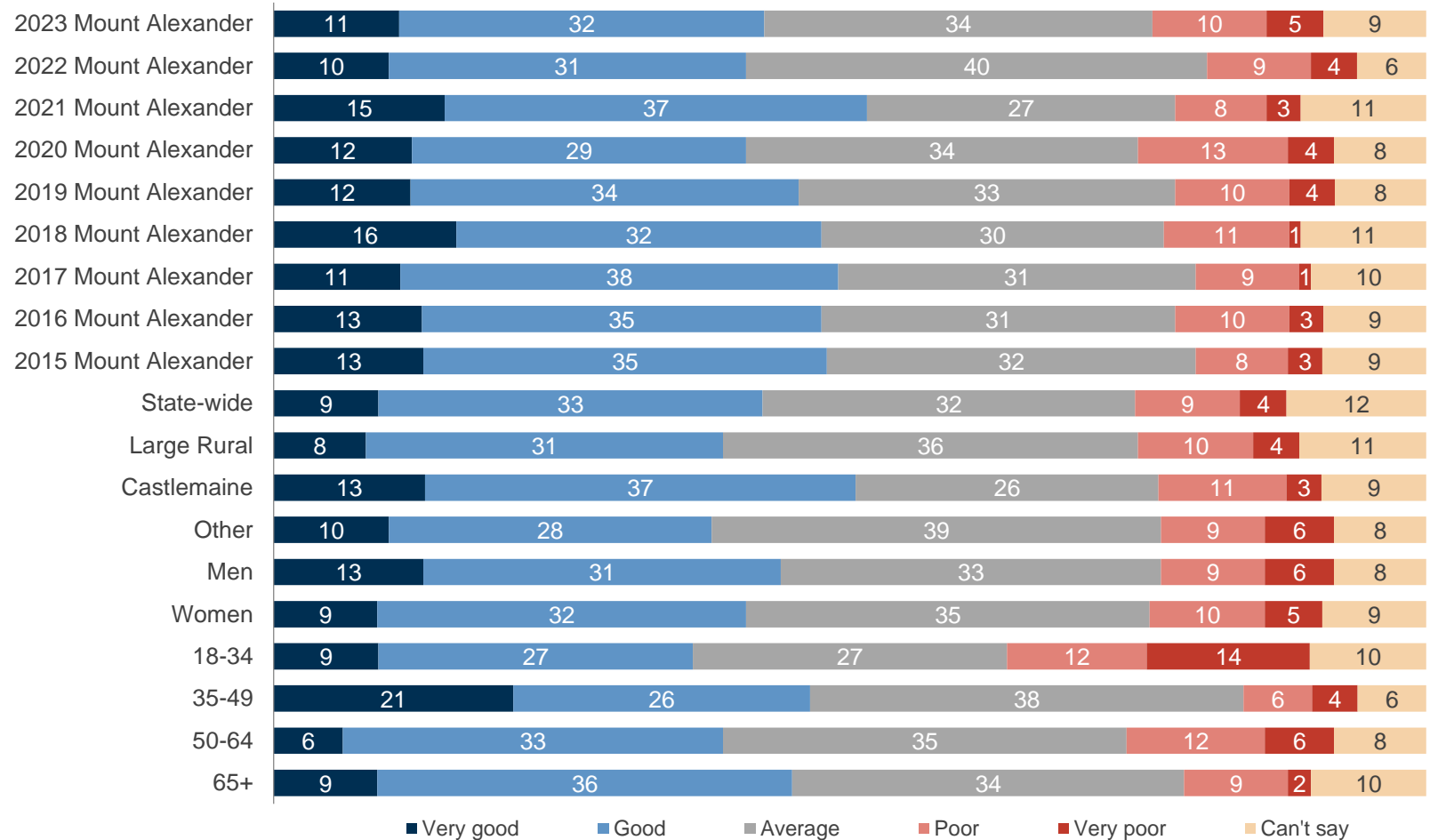
Note: Please see Appendix A for explanation of significant differences.



Environmental sustainability performance



2023 environmental sustainability performance (%)

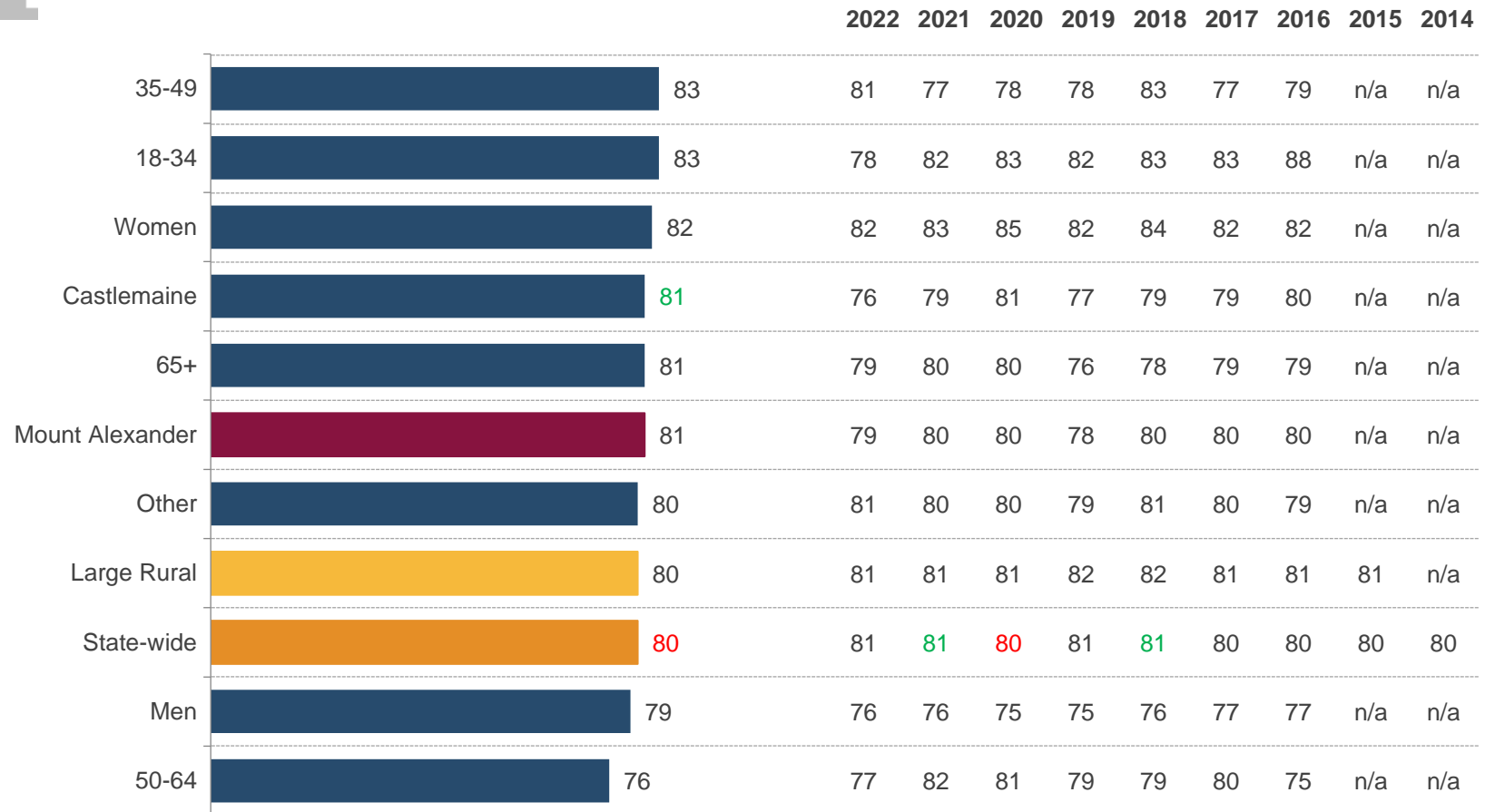




Emergency and disaster management importance



2023 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: 19 Councils asked group: 7

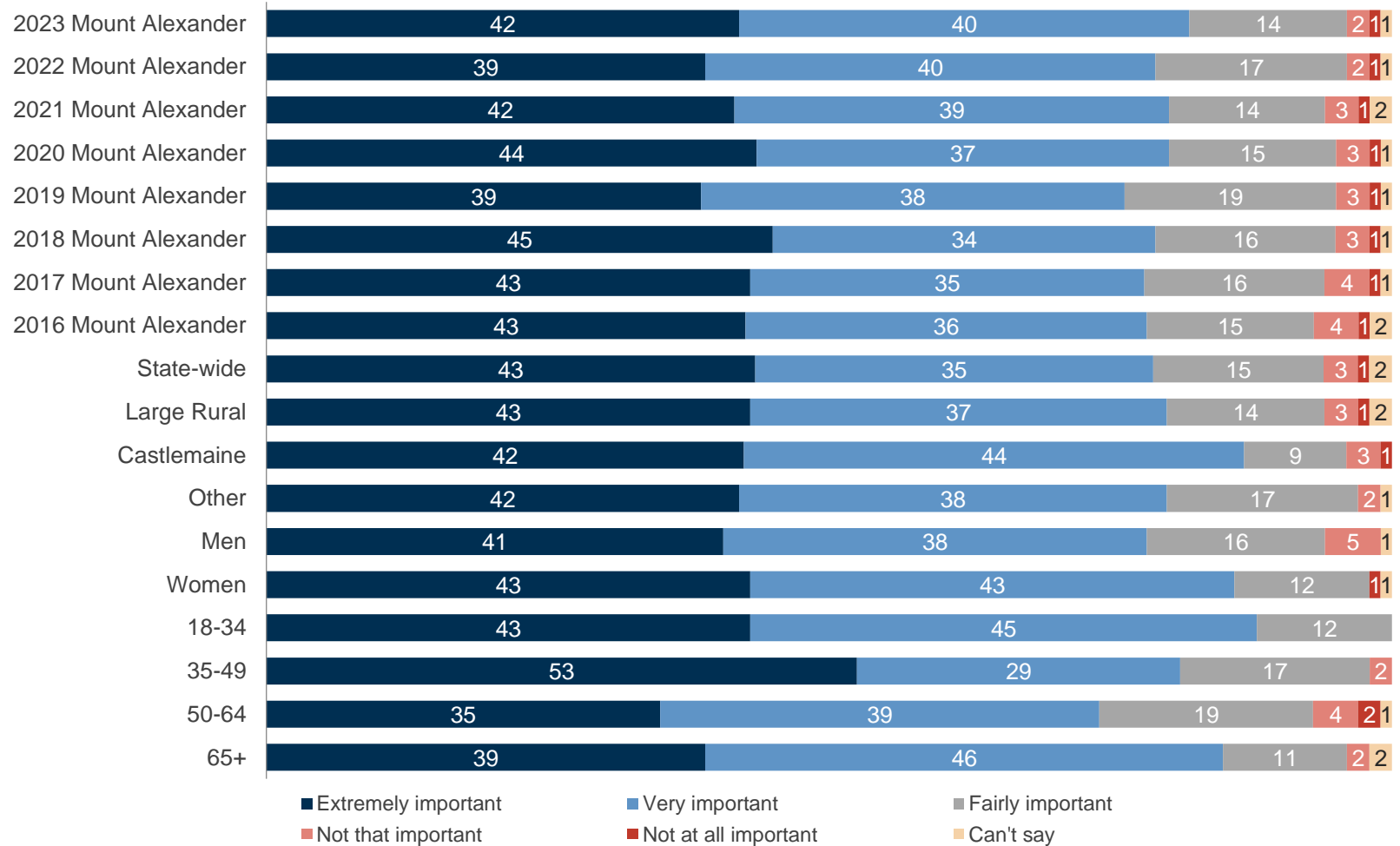
Note: Please see Appendix A for explanation of significant differences.



Emergency and disaster management importance



2023 emergency and disaster management importance (%)





Emergency and disaster management performance



2023 emergency and disaster management performance (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
35-49	66	65	69	64	64	71	67	60	n/a	n/a
Women	65	67	68	63	69	65	64	60	n/a	n/a
65+	65	67	68	64	66	68	69	63	n/a	n/a
State-wide	65▲	66	71	68	72	71	70	69	70	71
Castlemaine	65	64	69	66	66	66	64	62	n/a	n/a
Large Rural	64	66	71	69	72	71	70	70	71	n/a
Mount Alexander	62	64	68	62	68	65	66	62	n/a	n/a
Other	61	63	68	60	70	65	68	63	n/a	n/a
Men	59	61	69	62	67	66	68	64	n/a	n/a
50-64	58	56	65	60	67	61	64	58	n/a	n/a
18-34	55	63	73	60	77	61	65	70	n/a	n/a

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

Base: All respondents. Councils asked State-wide: 29 Councils asked group: 9

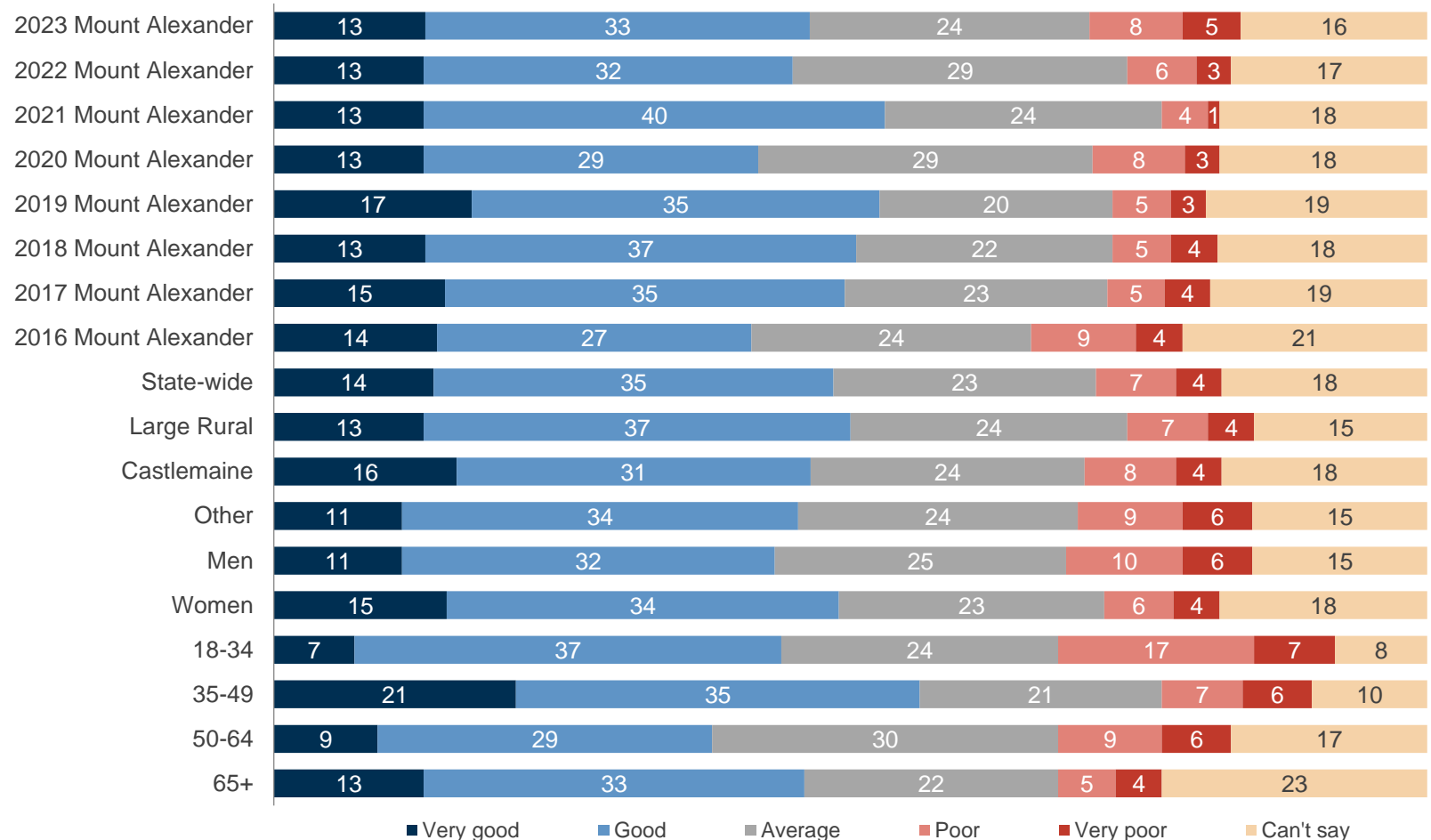
Note: Please see Appendix A for explanation of significant differences.



Emergency and disaster management performance



2023 emergency and disaster management performance (%)





Planning for population growth in the area importance



2023 population growth importance (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
18-34	80	74	68	69	63	77	71	74	n/a	n/a
Castlemaine	79	77	77	74	73	75	73	76	n/a	n/a
Women	79	79	78	75	73	74	74	76	n/a	n/a
35-49	78	83	76	76	79	75	69	75	n/a	n/a
State-wide	76	77	76	76	77	77	76	76	75	75
Mount Alexander	76	76	75	74	71	74	73	73	n/a	n/a
Large Rural	76	75	74	75	77	78	78	74	74	n/a
50-64	75	76	79	76	72	75	74	72	n/a	n/a
Other	74	76	74	73	70	74	72	71	n/a	n/a
65+	74	73	76	73	69	72	74	72	n/a	n/a
Men	74	73	73	73	69	74	71	70	n/a	n/a

Q1. Firstly, how important should 'Planning for population growth in the area' be as a responsibility for Council?

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

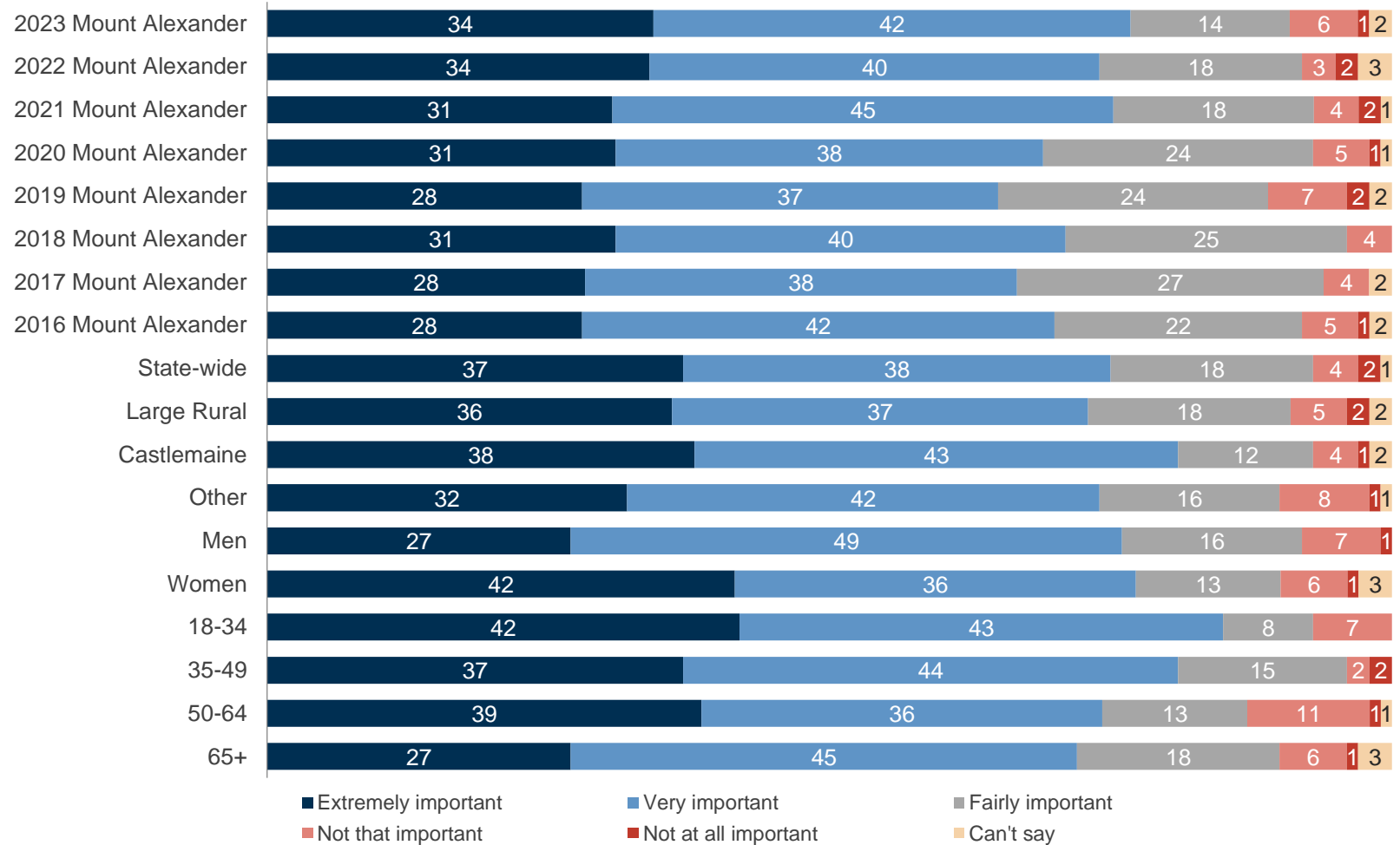
Note: Please see Appendix A for explanation of significant differences.



Planning for population growth in the area importance



2023 population growth importance (%)





Planning for population growth in the area performance



2023 population growth performance (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
65+	50▲	46	52	50	48	53	47	42	n/a	n/a
State-wide	48▲	52	53	51	52	52	52	51	54	54
Large Rural	45	49	51	47	49	48	48	47	50	n/a
Castlemaine	44	43	50	51	51	50	52	46	n/a	n/a
35-49	44	41	47	42	43	45	52	47	n/a	n/a
Men	44	46	52	46	50	47	52	49	n/a	n/a
Mount Alexander	43	45	51	47	50	47	52	46	n/a	n/a
Women	42	44	49	48	50	48	51	42	n/a	n/a
Other	42	47	51	44	49	46	51	46	n/a	n/a
50-64	38	43	49	47	50	46	52	45	n/a	n/a
18-34	31▼	50	54	46	61	46	58	52	n/a	n/a

Q2. How has Council performed on 'Planning for population growth in the area' over the last 12 months?

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

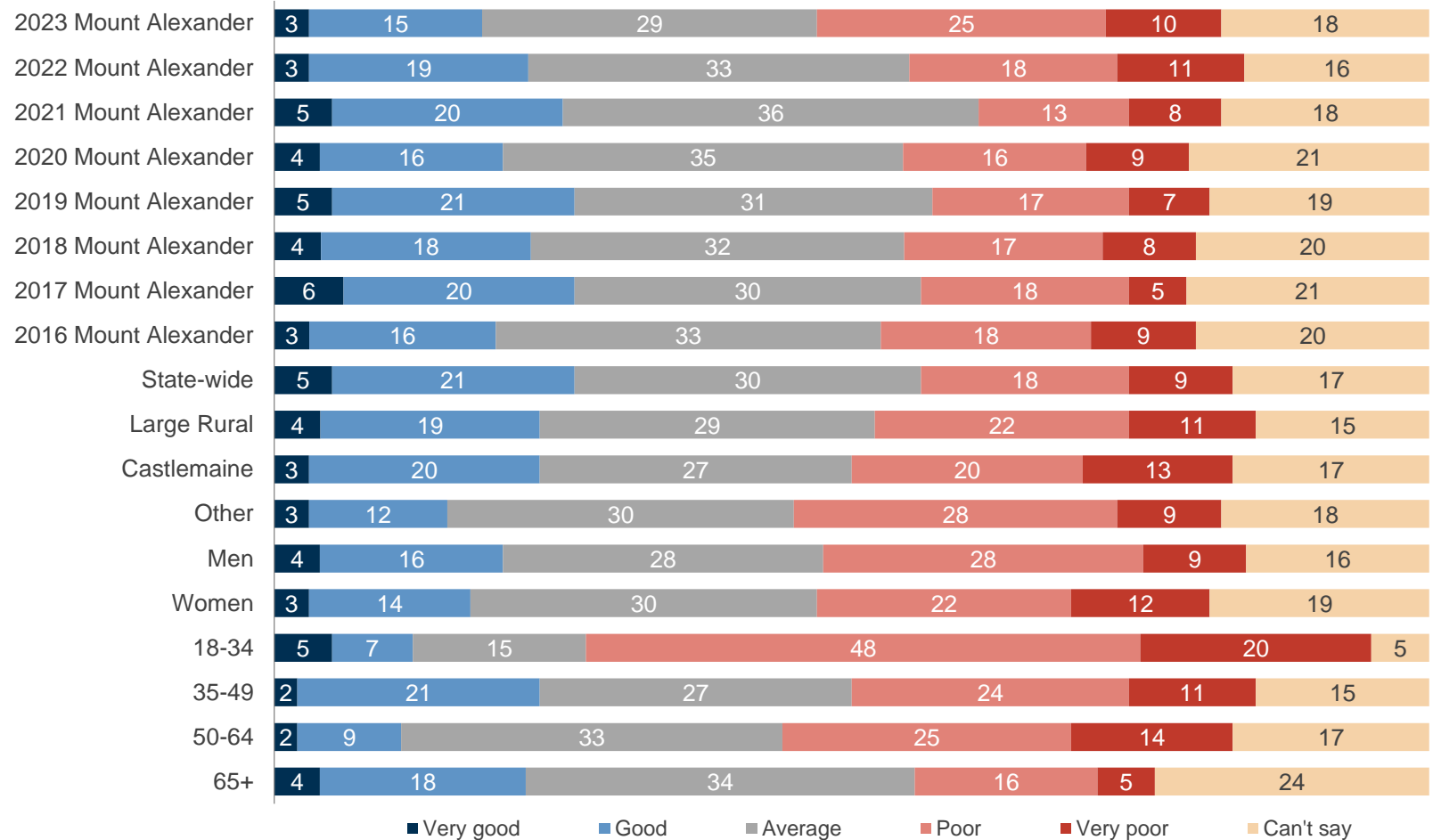
Note: Please see Appendix A for explanation of significant differences.



Planning for population growth in the area performance



2023 population growth performance (%)

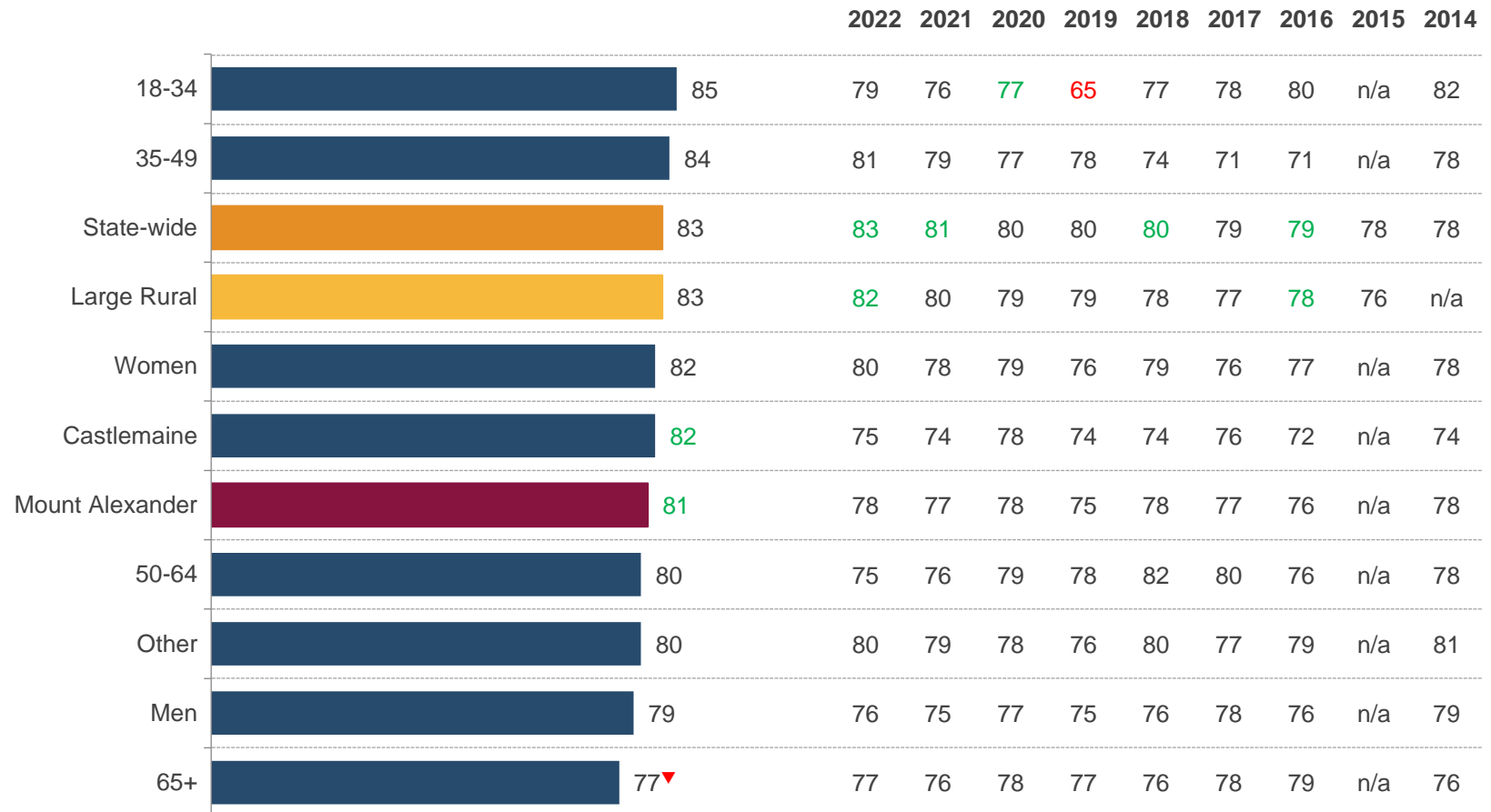




Maintenance of unsealed roads in your area importance



2023 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: 14 Councils asked group: 6

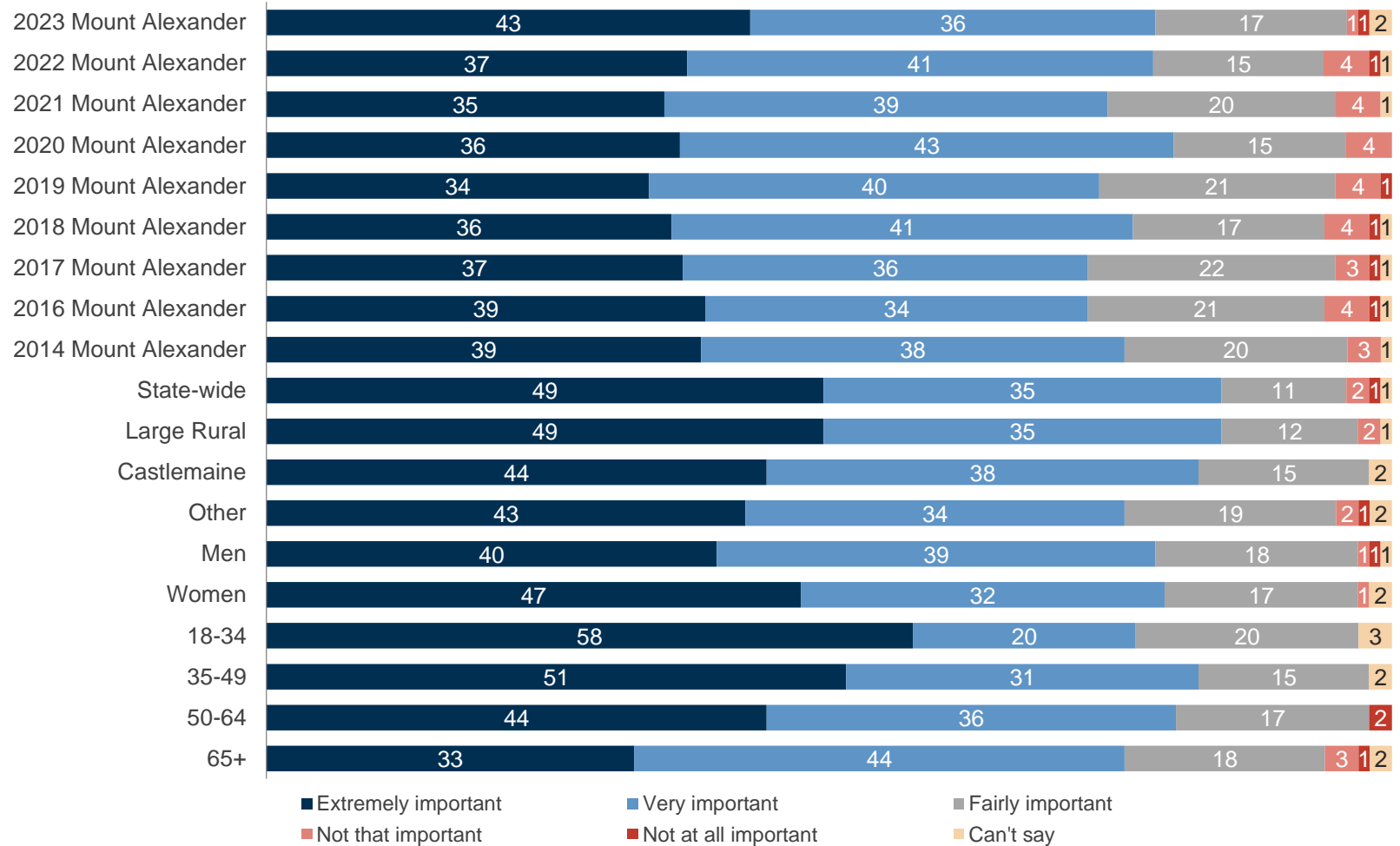
Note: Please see Appendix A for explanation of significant differences.



Maintenance of unsealed roads in your area importance



2023 unsealed roads importance (%)





Maintenance of unsealed roads in your area performance



2023 unsealed roads performance (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
65+	40	43	49	42	40	42	42	41	n/a	41
35-49	39	40	41	45	47	45	52	45	n/a	51
Castlemaine	39	44	52	46	43	46	44	49	n/a	46
Women	38	43	45	43	42	39	44	42	n/a	47
Mount Alexander	38	43	46	41	43	40	46	42	n/a	44
Men	38	43	47	40	44	41	48	43	n/a	41
Other	38	42	42	38	43	36	47	38	n/a	43
50-64	37	44	46	40	44	36	44	40	n/a	41
State-wide	37	41	45	44	44	43	44	43	45	45
Large Rural	35	39	44	42	41	41	42	43	44	n/a
18-34	31	44	47	37	44	37	48	45	n/a	45

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: 25 Councils asked group: 10

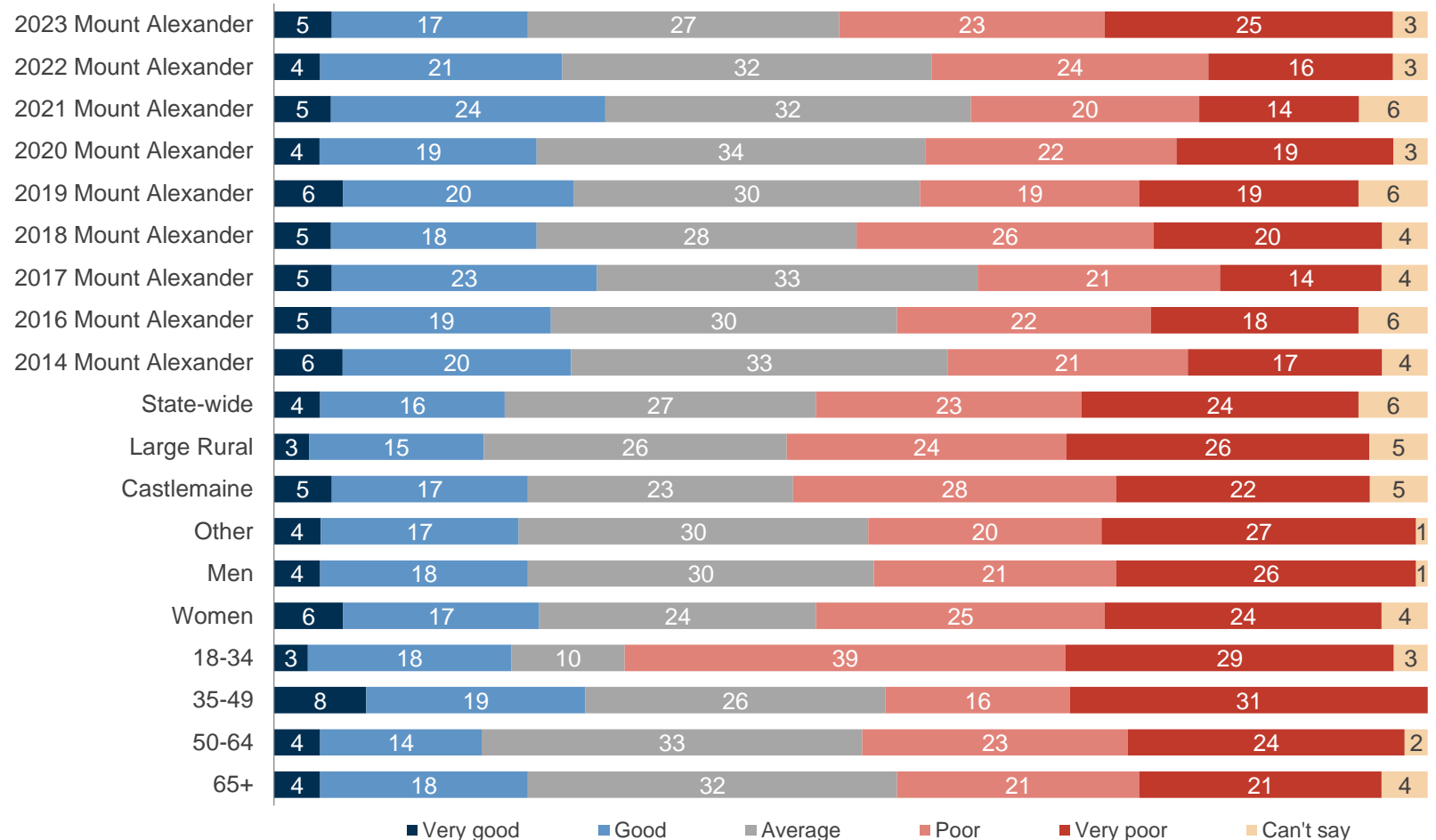
Note: Please see Appendix A for explanation of significant differences.



Maintenance of unsealed roads in your area performance



2023 unsealed roads performance (%)

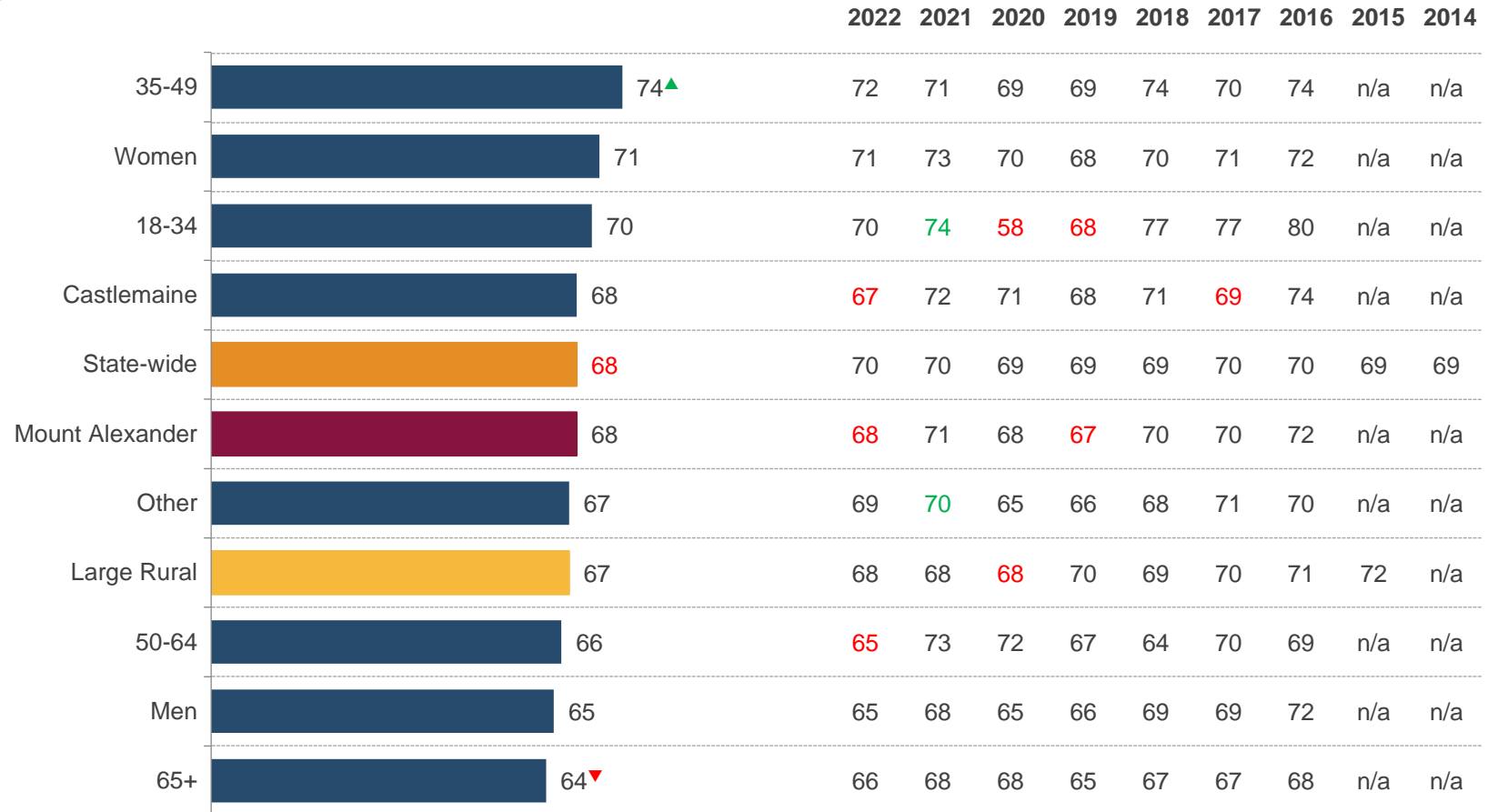




Business and community development importance



2023 business/community development importance (index scores)



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

Base: All respondents. Councils asked State-wide: 9 Councils asked group: 3

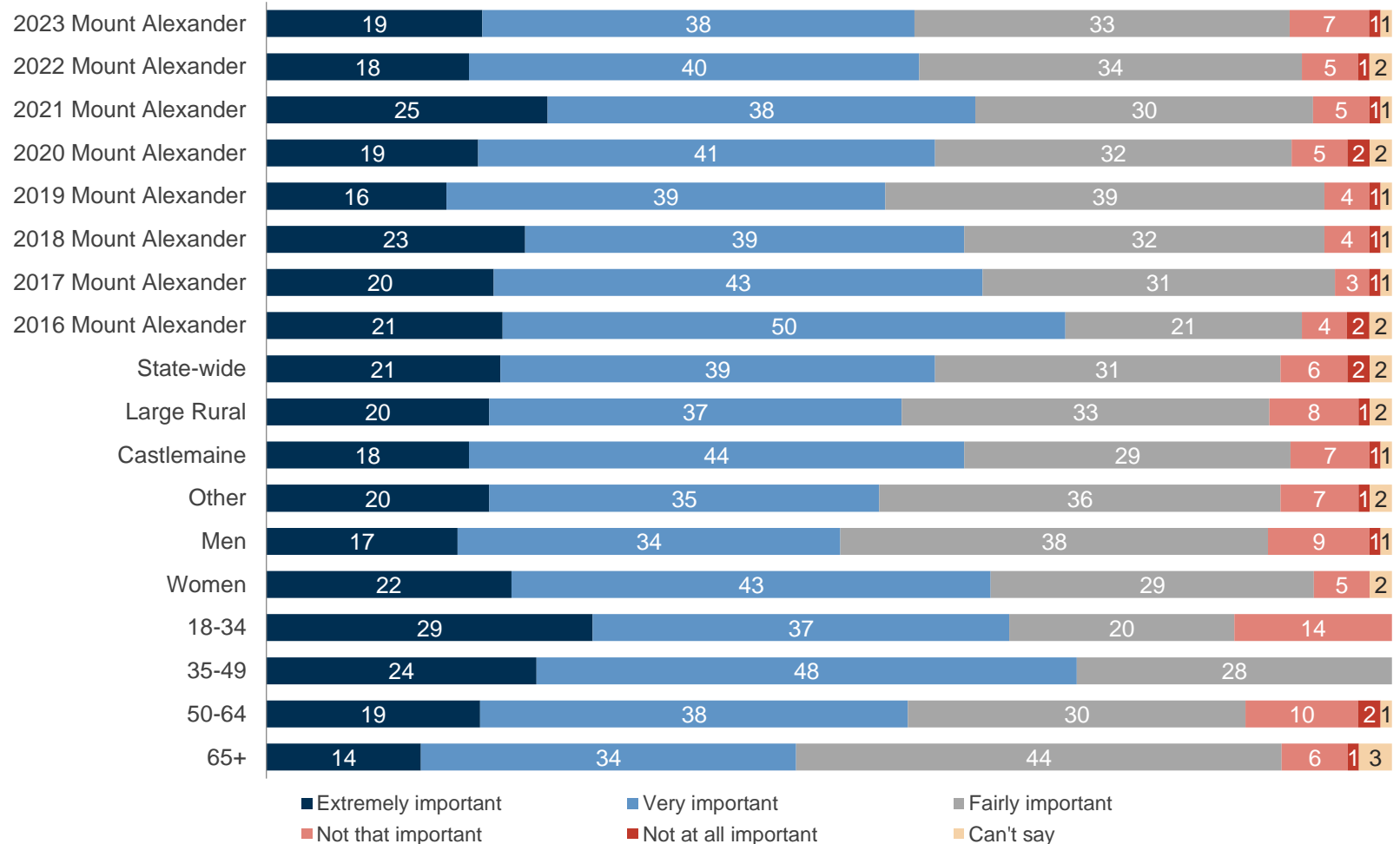
Note: Please see Appendix A for explanation of significant differences.



Business and community development importance



2023 business/community development importance (%)





Business and community development performance



2023 business/community development performance (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
Large Rural	57▲	58	60	60	59	58	59	58	60	n/a
State-wide	57▲	58	60	59	61	60	60	60	60	62
35-49	55	50	50	50	47	54	54	49	n/a	n/a
65+	55	53	57	54	56	53	54	49	n/a	n/a
Castlemaine	53	53	59	57	54	58	56	50	n/a	n/a
Women	52	55	57	56	56	53	54	48	n/a	n/a
Mount Alexander	52	53	56	54	54	53	56	49	n/a	n/a
Men	52	52	54	52	53	53	57	50	n/a	n/a
Other	51	53	53	51	54	49	55	48	n/a	n/a
50-64	50	54	60	54	57	51	51	46	n/a	n/a
18-34	43▼	58	56	59	57	57	68	52	n/a	n/a

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

Base: All respondents. Councils asked State-wide: 14 Councils asked group: 4

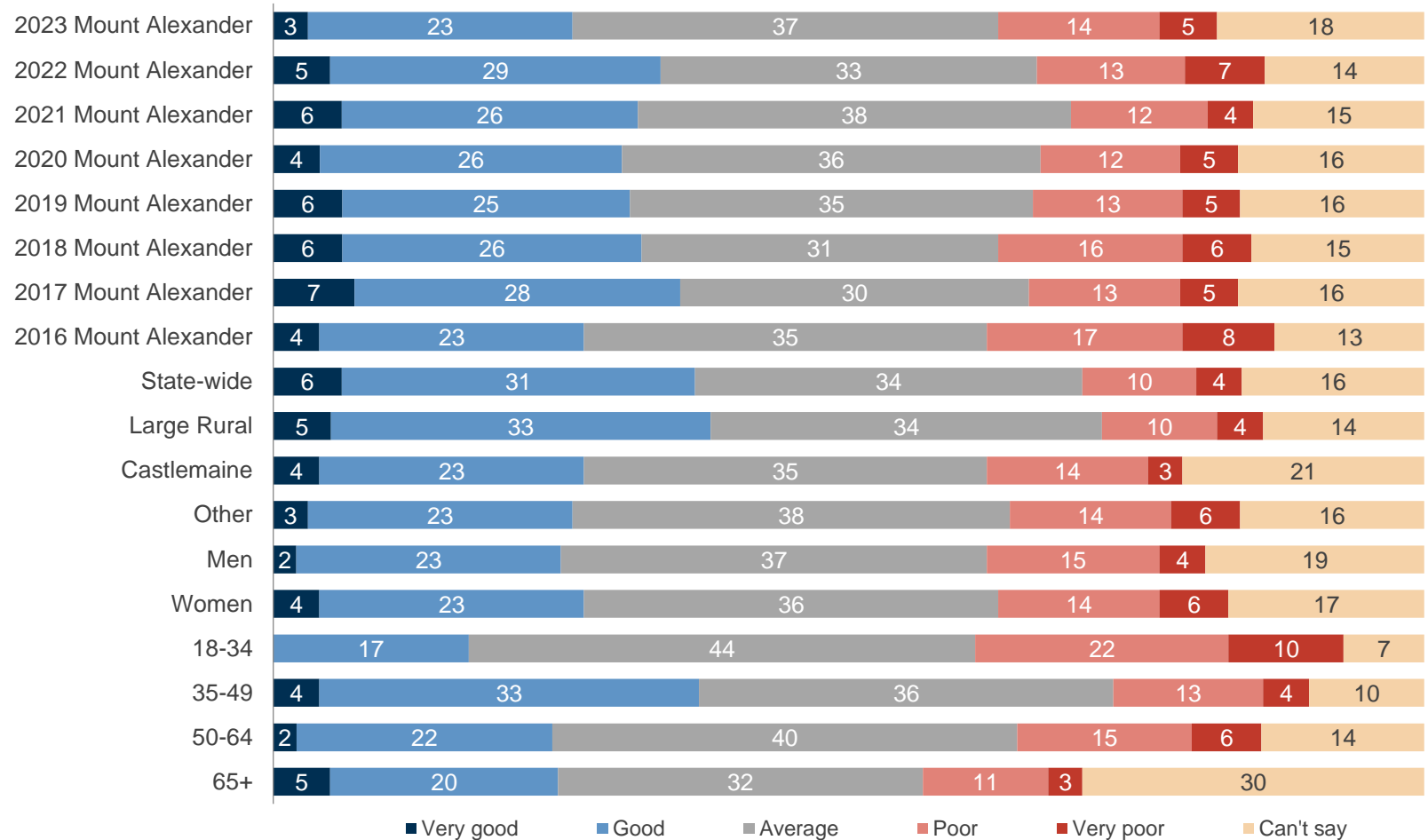
Note: Please see Appendix A for explanation of significant differences.



Business and community development performance



2023 business/community development performance (%)





Tourism development importance



2023 tourism development importance (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
18-34	65	60	61	46	54	61	56	67	n/a	n/a
Women	61	60	63	61	61	62	62	63	n/a	n/a
Other	61	60	61	59	61	59	60	61	n/a	n/a
50-64	60	57	63	62	58	61	62	61	n/a	n/a
State-wide	60	62	63	62	59	61	62	63	65	65
Mount Alexander	60	59	62	60	60	61	60	62	n/a	n/a
35-49	59	62	62	61	61	62	61	61	n/a	n/a
Men	59	58	60	58	58	60	58	60	n/a	n/a
Large Rural	58	60	62	62	60	62	63	67	67	n/a
Castlemaine	58	57	62	60	58	64	59	63	n/a	n/a
65+	57	58	61	64	62	61	59	60	n/a	n/a

Q1. Firstly, how important should 'Tourism development' be as a responsibility for Council?

Base: All respondents. Councils asked State-wide: 8 Councils asked group: 2

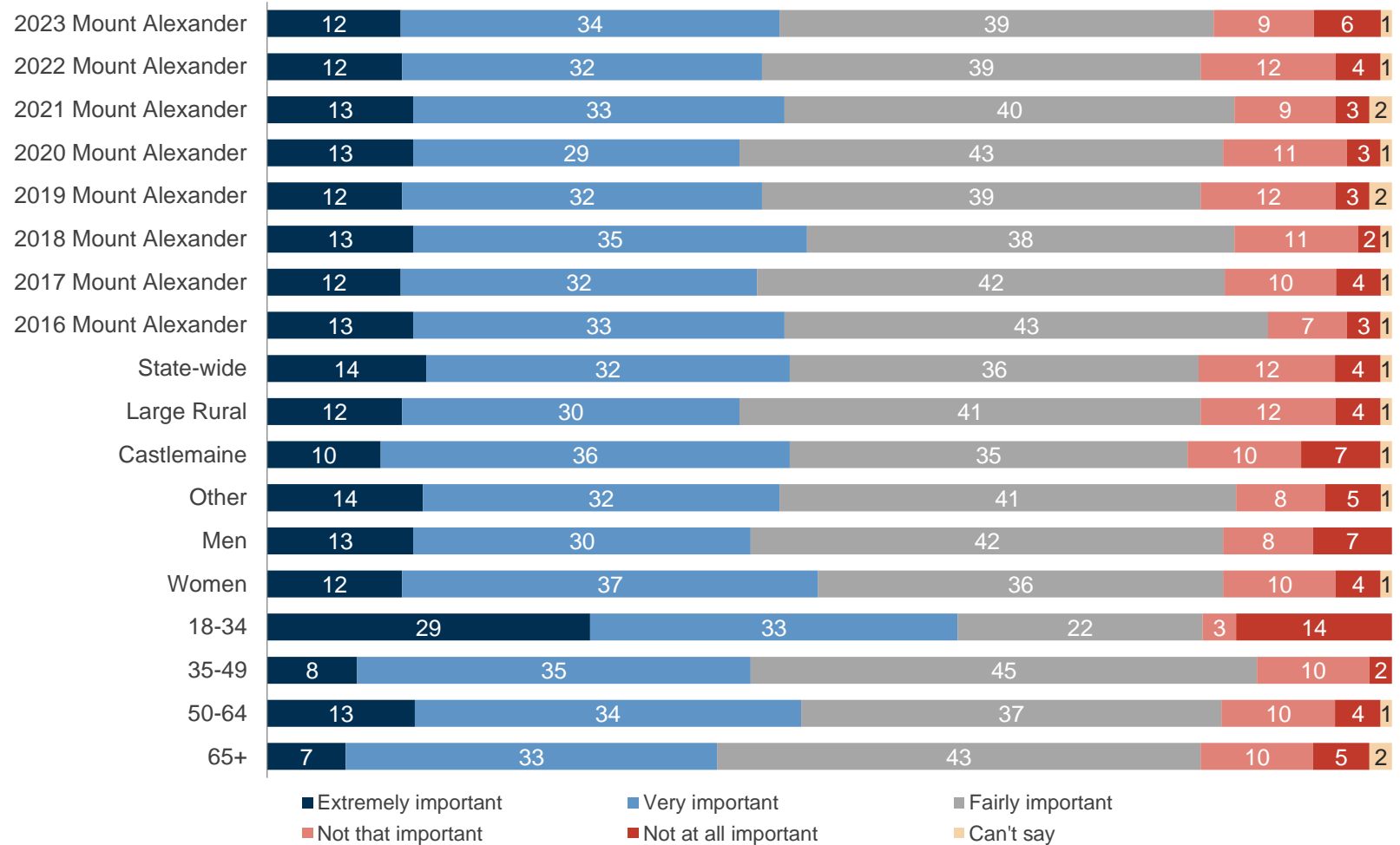
Note: Please see Appendix A for explanation of significant differences.



Tourism development importance



2023 tourism development importance (%)





Tourism development performance



2023 tourism development performance (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
35-49	67▲	60	55	65	64	64	68	63	n/a	n/a
50-64	63	63	64	62	66	62	67	59	n/a	n/a
Large Rural	62▲	61	64	62	61	61	65	64	66	n/a
Castlemaine	61	61	62	67	62	67	66	58	n/a	n/a
State-wide	61	60	62	62	63	63	63	63	63	64
65+	61	60	61	62	63	62	62	57	n/a	n/a
Men	60	58	60	62	64	61	66	61	n/a	n/a
Mount Alexander	59	61	62	64	65	63	67	61	n/a	n/a
Women	59	64	64	66	65	65	68	61	n/a	n/a
Other	58	61	62	61	66	60	67	63	n/a	n/a
18-34	44▼	62	71	68	67	66	73	68	n/a	n/a

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

Base: All respondents. Councils asked State-wide: 13 Councils asked group: 3

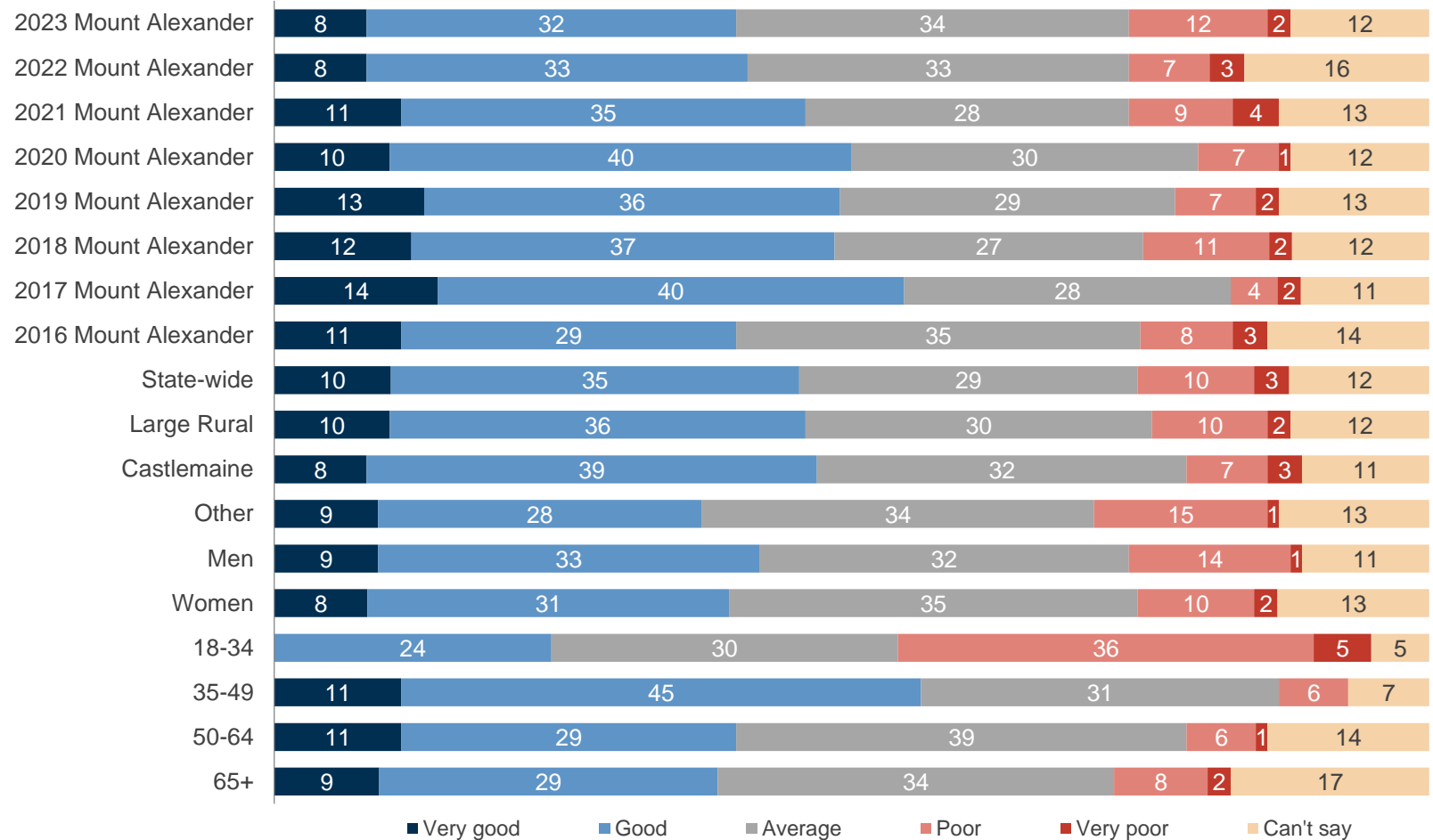
Note: Please see Appendix A for explanation of significant differences.



Tourism development performance



2023 tourism development performance (%)

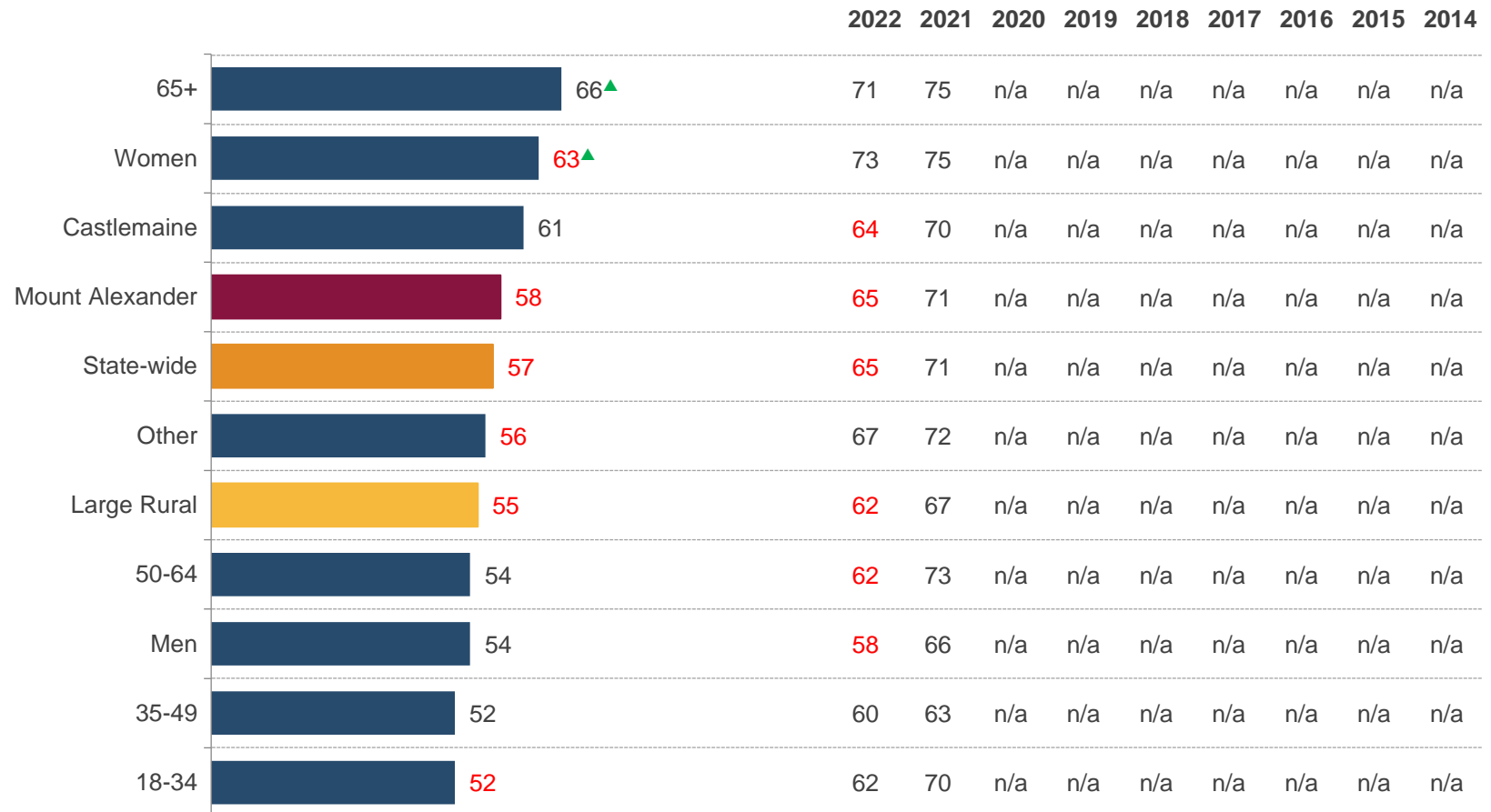




COVID-19 response importance



2023 COVID-19 response importance (index scores)



Q1. Firstly, how important should 'COVID-19 response' be as a responsibility for Council?

Base: All respondents. Councils asked State-wide: 13 Councils asked group: 3

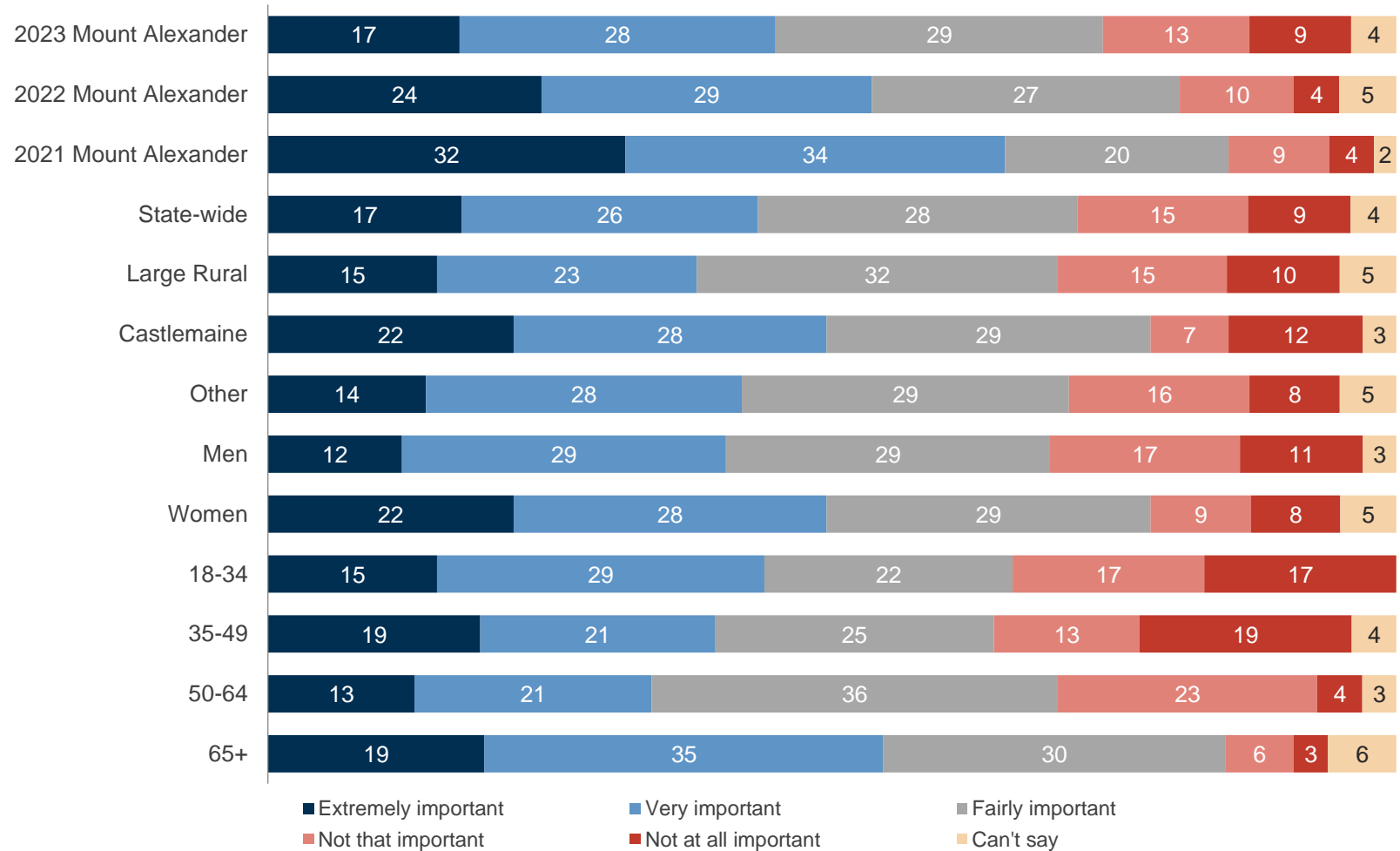
Note: Please see Appendix A for explanation of significant differences.



COVID-19 response importance



2023 COVID-19 response importance (%)





COVID-19 response performance



2023 COVID-19 response performance (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
35-49	76	66	71	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Women	73	71	77	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Castlemaine	72	72	74	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Mount Alexander	71	69	74	n/a	n/a	n/a	n/a	n/a	n/a	n/a
65+	70	73	73	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Other	69	68	74	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	68	67	71	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	68	67	76	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Large Rural	67▼	71	74	n/a	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	67▼	69	73	n/a	n/a	n/a	n/a	n/a	n/a	n/a
18-34	67	69	78	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Q2. How has Council performed on 'COVID-19 response' over the last 12 months?

Base: All respondents. Councils asked State-wide: 20 Councils asked group: 7

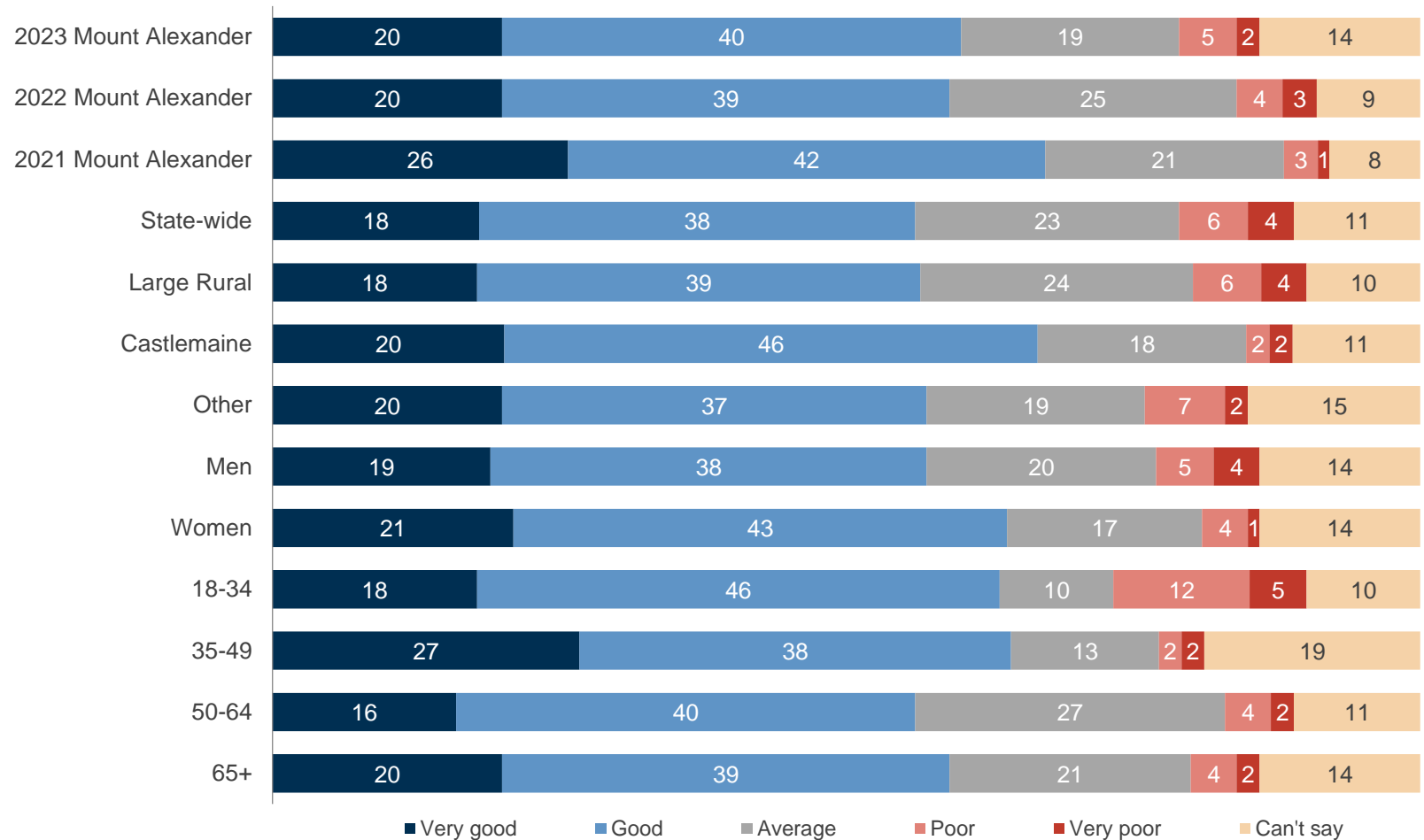
Note: Please see Appendix A for explanation of significant differences.



COVID-19 response performance



2023 COVID-19 response performance (%)



A large, stylized, dark blue 'W' graphic that spans the right side of the page. Inside the 'W', there is a blurred image of a crowd of people, possibly at a sporting event or a public gathering, with some individuals wearing red and white clothing.

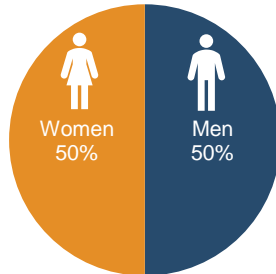
Detailed demographics



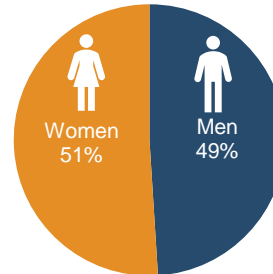
Gender and age profile

2023 gender

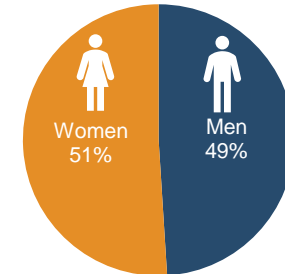
Mount Alexander



Large Rural

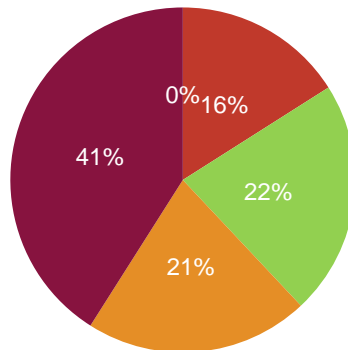


State-wide

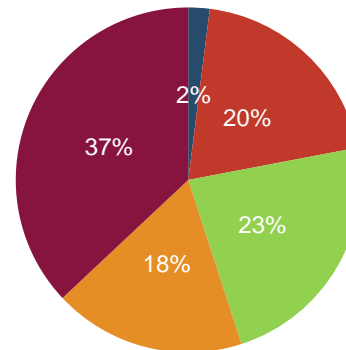


2023 age

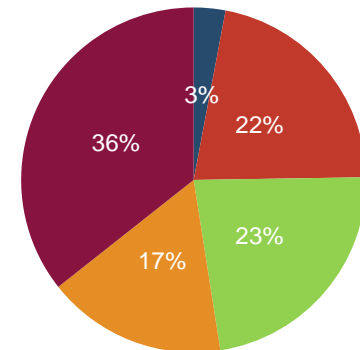
Mount Alexander



Large Rural



State-wide



■ 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?

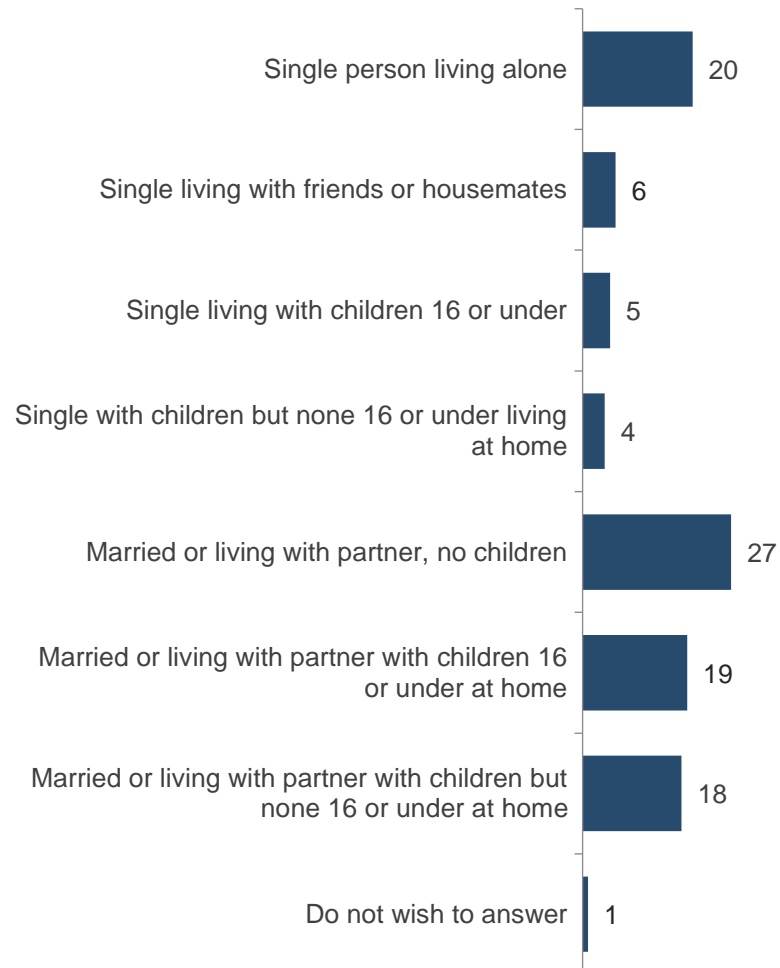
Base: All respondents. Councils asked State-wide: 66 Councils asked group: 18

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.



Household structure

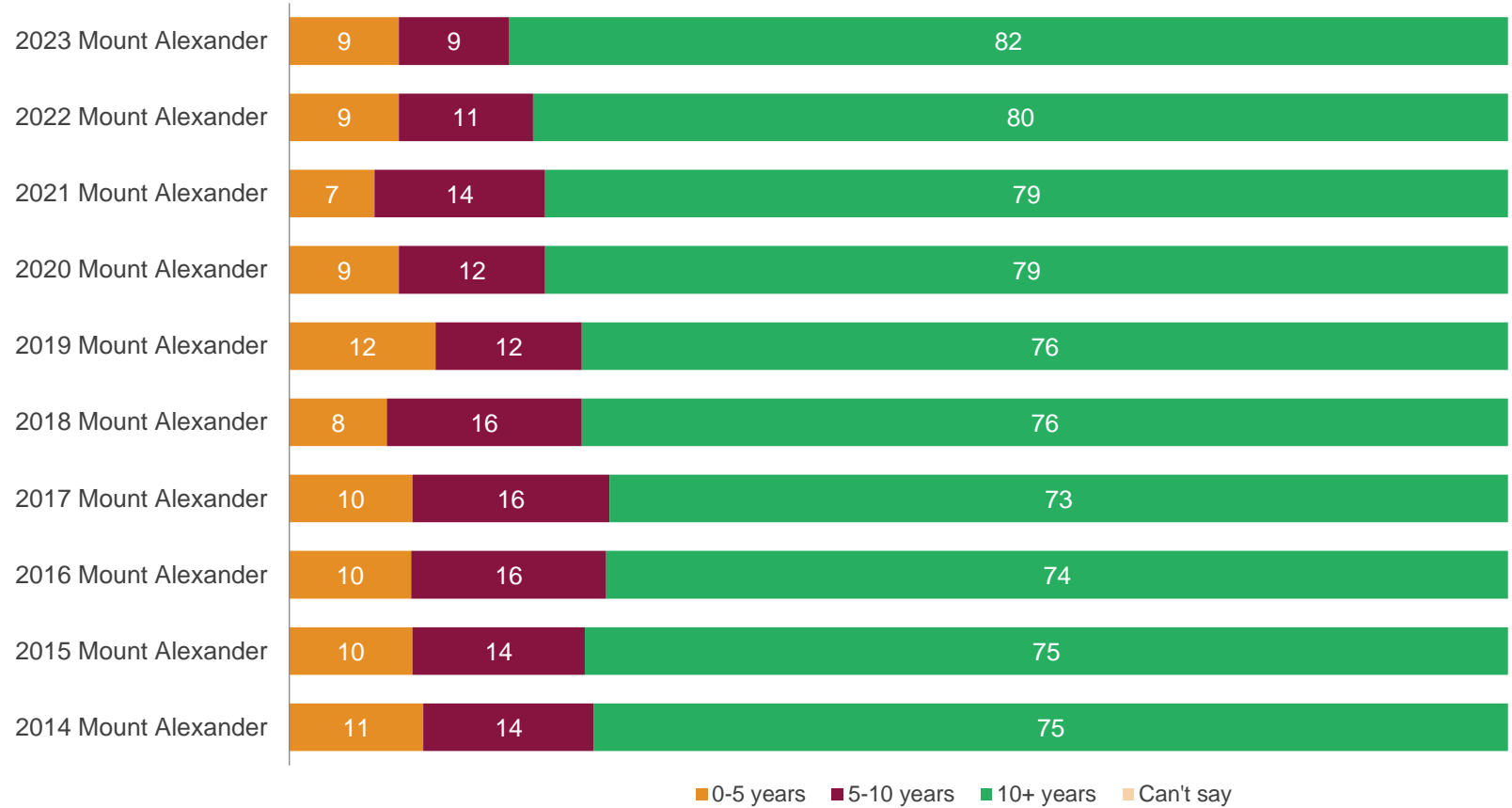
2023 household structure (%)





Years lived in area

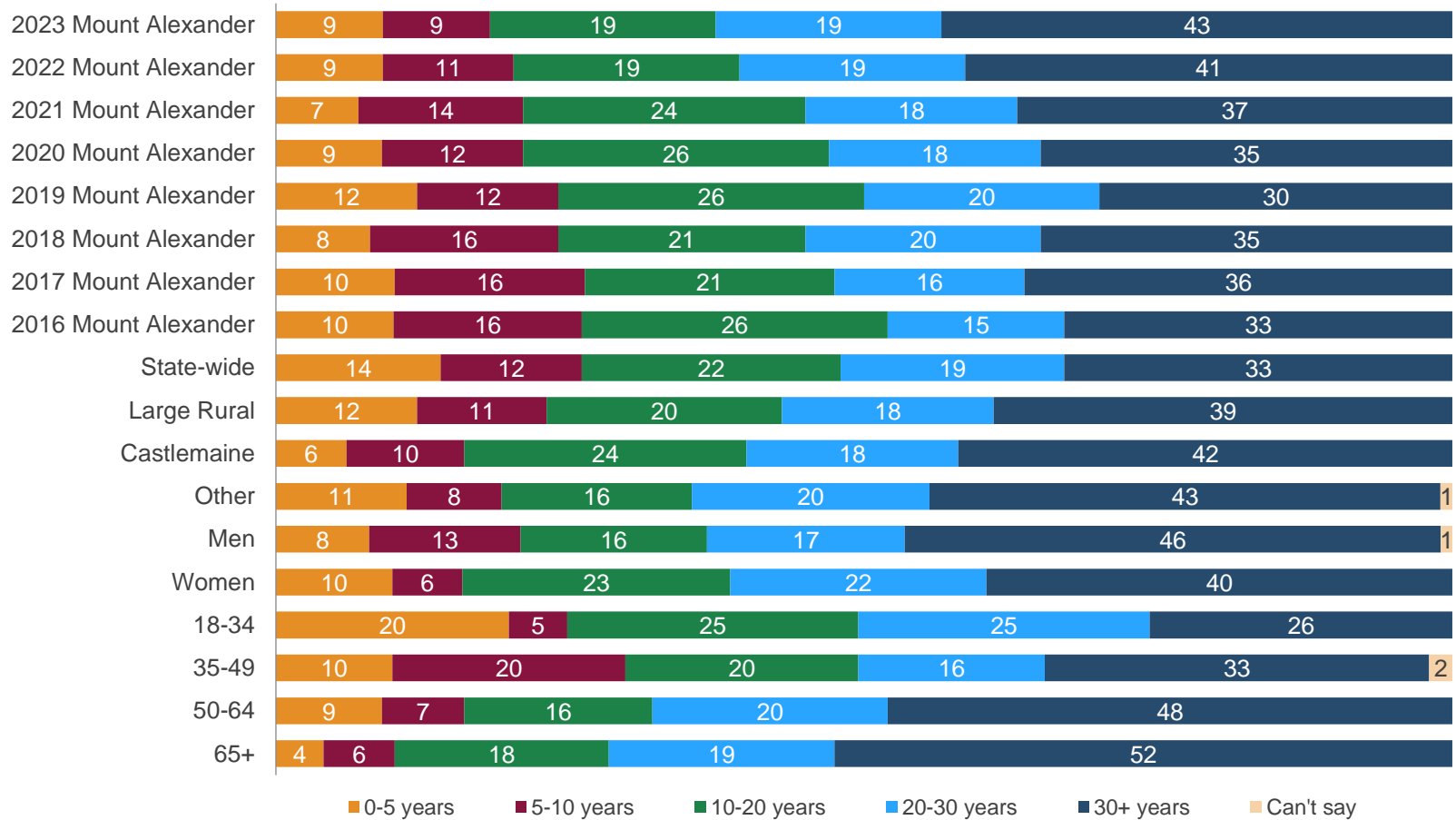
2023 years lived in area (%)





Years lived in area


2023 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 State-wide: 14 Councils asked group: 6

Note: For 2016, the code frame expanded out "10+ years", to include "10-20 years", "20-30 years" and "30+ years". As such, this chart presents the last five years of data only.



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 2023 State-wide Local Government Community Satisfaction Survey for Mount Alexander 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 n=400 interviews is +/-4.8% at the 95% confidence level for results around 50%. Margins of error will be larger for any sub-samples. As an example, a result of 50% can be read confidently as falling midway in the range 45.2% - 54.8%.

Maximum margins of error are listed in the table below, based on a population of 16,700 people aged 18 years or over for Mount Alexander Shire Council, according to ABS estimates.

Demographic	Actual survey sample size	Weighted base	Maximum margin of error at 95% confidence interval
Mount Alexander Shire Council	400	400	+/-4.8
Men	168	198	+/-7.5
Women	232	202	+/-6.4
Castlemaine	148	155	+/-8.0
Other	252	245	+/-6.1
18-34 years	29	66	+/-18.5
35-49 years	52	87	+/-13.7
50-64 years	107	83	+/-9.5
65+ years	212	164	+/-6.7



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:

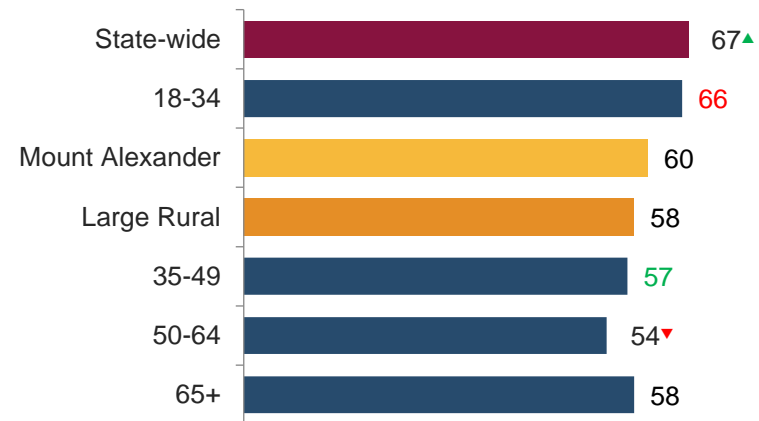
- ▲ The state-wide result is significantly higher than the overall result for the council.
- ▼ The result among 50-64 year olds is significantly lower than for the overall result for the council.

Further, results shown in green and red indicate significantly higher or lower results than in 2022.

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 2022.
- The result among 18-34 year olds in the council is **significantly lower** than the result achieved among this group in 2022.

**2023 overall performance (index scores)
(example extract only)**





Appendix A: Index score significant difference calculation

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

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

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

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

- Background and objectives
- 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 2023 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on

(03) 8685 8555 or via email:

admin@jwsresearch.com



Appendix B: Survey methodology and sampling

The 2023 results are compared with previous years, as detailed below:

- 2022, n=400 completed interviews, conducted in the period of 27th January – 24th March.
- 2021, n=400 completed interviews, conducted in the period of 28th January – 18th March.
- 2020, n=401 completed interviews, conducted in the period of 30th January – 22nd March.
- 2019, n=401 completed interviews, conducted in the period of 1st February – 30th March.
- 2018, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2017, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2016, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2015, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2014, n=400 completed interviews, conducted in the period of 31st January – 11th March.

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 Mount Alexander 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.

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

Survey sample matched to the demographic profile of Mount Alexander 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 60% mobile phone numbers to cater to the diversity of residents within Mount Alexander Shire Council, particularly younger people.

A total of n=400 completed interviews were achieved in Mount Alexander Shire Council. Survey fieldwork was conducted in the period of 27th January – 19th March, 2023.



Appendix B: Analysis and reporting

All participating councils are listed in the State-wide report published on the DELWP website. In 2023, 66 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 2012-2023 vary slightly.

Council Groups

Mount Alexander Shire Council is classified as a Large Rural council according to the following classification list:

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

Councils participating in the Large Rural group are:

- Bass Coast, Baw Baw, Colac Otway, Corangamite, East Gippsland, Glenelg, Golden Plains, Macedon Ranges, Mitchell, Moira, Moorabool, Mount Alexander, Moyne, South Gippsland, Southern Grampians, Surf Coast, Swan Hill and Wellington.

Wherever appropriate, results for Mount Alexander Shire Council for this 2023 State-wide Local Government Community Satisfaction Survey have been compared against other participating councils in the Large Rural group and on a state-wide basis. Please note that council groupings changed for 2015, and as such comparisons to council group results before that time can not be made within the reported charts.



Appendix B: 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 Mount Alexander 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 2012-2023 have been made throughout this report as appropriate.



Appendix B: Core, optional and tailored questions

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 2023 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)
- Value for money in services and infrastructure (Value for money)
- Contact in last 12 months (Contact)
- Rating of contact (Customer service)
- Overall council direction last 12 months (Council direction)
- Community consultation and engagement (Consultation)
- Decisions made in the interest of the community (Making community decisions)
- Condition of sealed local roads (Sealed local roads)
- Waste management

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 2023 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 2023 State-wide Local Government Community Satisfaction Survey receives a customised report. In addition, the State government is supplied with this State-wide summary report of the aggregate results of 'Core' and 'Optional' questions asked across all council areas surveyed, which is available at:

<https://www.localgovernment.vic.gov.au/our-programs/council-community-satisfaction-survey>

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.



Appendix B: Glossary of terms

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

CSS: 2023 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.

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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