# LOCAL GOVERNMENT COMMUNITY SATISFACTION SURVEY MOUNT ALEXANDER SHIRE COUNCIL

2017 RESEARCH REPORT

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

### **CONTENTS**



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

# **BACKGROUND AND OBJECTIVES**



Welcome to the report of results and recommendations for the 2017 State-wide Local Government Community Satisfaction Survey for Mount Alexander Shire Council.

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

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

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

# SURVEY METHODOLOGY AND SAMPLING



This survey was conducted by Computer Assisted Telephone Interviewing (CATI) as a representative random probability survey of residents aged 18+ years in 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 10% 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 1st February – 30th March, 2017.

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

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

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

# SURVEY METHODOLOGY AND SAMPLING



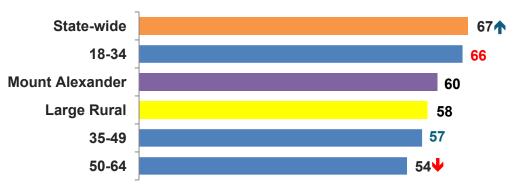
Within tables and index score charts throughout this report, statistically significant differences at the 95% confidence level are represented by upward directing blue and downward directing red arrows. Significance when noted indicates a significantly higher or lower result for the analysis group in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

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

Further, results shown in blue and red indicate significantly higher or lower results than in 2016. Therefore in the example below:

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

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



# **FURTHER INFORMATION**



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

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

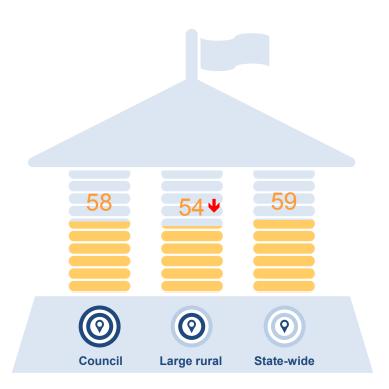
#### **Contacts**

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

# KEY FINDINGS & RECOMMENDATIONS



### MOUNT ALEXANDER SHIRE COUNCIL



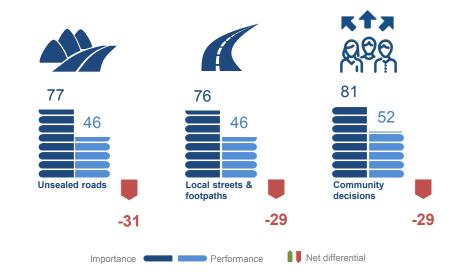
# **OVERALL COUNCIL PERFORMANCE**

Results shown are index scores out of 100.

### **TOP 3 PERFORMING AREAS**



### **TOP 3 AREAS FOR IMPROVEMENT**





# **OVERALL PERFORMANCE**



The **overall performance index score of 58** for Mount Alexander Shire Council is **significantly higher** than the 2016 result, having increased by six index points in the past year. Overall performance ratings are at their highest level to date.

- Mount Alexander Shire Council's overall performance is rated statistically *significantly higher* (at the 95% confidence interval) than the average rating for councils in the Large Rural group (index score of 54). Overall performance ratings are in line with the State-wide average for councils (index score of 59).
- Residents aged 18 to 34 years (index score of 65) are significantly more favourable in their view of Council's overall performance than residents overall. Almost all demographic and geographic groups increased significantly in their impressions of Council's overall performance in the past year.

More than two in five residents (44%) rate Council's overall performance as 'very good' or 'good' compared to only 16% who rate it as 'very poor' or 'poor'. A further 38% sit mid-scale providing an 'average' rating.

# **OVERVIEW OF CORE PERFORMANCE MEASURES**



Review of the core performance measures (as shown on page 19) shows that Mount Alexander Shire Council's **performance increased across all core measures** compared to Council's own results in 2016. Council *improved significantly* on most measures, including **overall performance** (previously mentioned), **consultation and engagement, making community decisions, customer service**, and **overall council direction**.

- Ratings on all core measures (aside from sealed local roads) are at their highest levels.
- Aside from overall performance, Mount Alexander Shire Council's performance on **sealed local roads** (index score of 53) and **customer service** (index score of 70) is also *significantly higher* than Large Rural group averages (index scores of 43 and 66 respectively).
- Council's ratings are generally in line with group and State-wide averages on all other core measures, with the one exception being **lobbying** (index score of 50), which is *significantly lower* than the State-wide average (index score of 54).

In terms of core measures, Council performs best on **customer service**, with an index score of 70.

Women are significantly more favorable in their ratings of customer service performance this year (index score of 74), with a significant increase of nine points since 2016.

# **CUSTOMER CONTACT AND SERVICE**



# Just under two-thirds (64%) of Mount Alexander Shire Council residents have had recent contact with Council.

Those aged 50 to 64 years (75%) are *significantly more likely* to have contacted Council than residents overall, while residents aged 18 to 34 years (49%) are *significantly less likely* to have contacted Council.

The main method of contacting Council is in person and by telephone (37% and 31% respectively).

Mount Alexander Shire Council's customer service index of 70 is a positive result for Council; customer service ratings have *increased significantly*, by five index points in the past year, and are at their highest level since 2012.

- Almost three in ten (29%) residents rate Council's customer service as 'very good', with a further 37% rating customer service as 'good'.
- Performance ratings have improved or remained stable across all geographic and demographic subgroups.
- Council should aim to maintain and build upon these positive customer service impressions with all groups of residents.

Newsletters, sent via mail (34%) or email (19%) or as inserts in a local newspaper (18%), are the preferred way for Council to inform residents about news, information and upcoming events, followed by advertising in a local newspaper (19%). Preferences are similar among residents aged over and under 50 years.

# AREAS WHERE COUNCIL IS PERFORMING WELL



Council ratings *improved significantly* on almost all service areas evaluated compared to 2016 results.

Community and cultural activities is the area where Mount Alexander Shire Council has performed most strongly (index score of 73).

- ➤ 2017 marks the third year in a row Council's performance on community and cultural activities has ranked the highest out of all individual service areas.
- More than three in five (63%) of residents rate Council's performance in the area of community and cultural activities as 'very good' or 'good'.
- Council's performance in this service area is rated significantly higher that both the State-wide and Large Rural council group averages (both with an index score of 69).
- It is however considered one of the least important service areas, rating second to last in terms of importance (importance index score of 63).

Another area where Mount Alexander Shire Council is well regarded is the appearance of public areas. With a performance index score of 70, this service area (along with customer service) is rated second highest among residents.

- Almost seven in ten (68%) rate Council's performance on the appearance of public areas as 'very good' or 'good'.
- Those aged 18 to 34 years old (index score of 78) rate performance in this area *significantly higher* than residents overall.

# **AREAS IN NEED OF ATTENTION**



There are two areas that stand out as being most in need of Council attention – **the maintenance of unsealed roads** and **the condition of local streets and footpaths in your area**. With a performance index score of 46 each, Council is rated lowest in these areas.

In the area of **unsealed roads**, Council still rates significantly higher than the Large Rural group average (index score of 42) and is in line with the State-wide average for councils (index score of 44).

- > Just over one-third (35%) rate Council performance in this service area as 'very poor' or 'poor'.
- Mount Alexander Shire Council residents view this service area as a key priority for Council, as evidenced by a high importance index score of 77.

Council rates *significantly lower* than the Large Rural group and councils State-wide (index scores of 53 and 57 respectively) in the area of **local streets and footpaths**.

- Over one-third (35%) rate Council's performance in this service area as 'very poor' or 'poor'.
- ➤ Perceptions differ by age group. Residents aged 18 to 34 years (index score of 54) are significantly more favourable in their perceptions of this service area, with those aged 65+ years (index score of 39) being significantly less favourable.
- Similar to the maintenance of unsealed roads, the importance of this service area is evidenced by a high index score of 76.

Council's performance in the areas of **recreational facilities**, **emergency and disaster management**, **business and community development** and **waste management** are all rated *significantly lower* than State-wide and Large Rural council group averages.

# **FOCUS AREAS FOR COMING 12 MONTHS**



For the coming 12 months, Mount Alexander Shire Council should pay particular attention to the service areas where stated importance exceeds rated performance by more than 20 points. Key priorities include:

- Unsealed roads (margin of 31 points)
- Local streets and footpaths (margin of 29 points)
- Making community decisions (margin of 29 points)
- > Sealed local roads (margin of 25 points)
- Consultation and engagement (margin of 23 points)
- Planning for population growth (margin of 21 points).

Consideration should also be given to Mount Alexander Shire Council residents aged 35 to 49 and 65 years and over who tend to rate Council lower on most measures than other groups.

On the positive side, Council should **maintain gains achieved across service areas in 2017**. It is also important not to ignore, and to learn from, what is working amongst other groups, especially residents aged 18 to 34 years, and use these lessons to build performance experience and perceptions in other areas.

# FURTHER AREAS OF EXPLORATION



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

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

# **SNAPSHOT OF KEY FINDINGS**



#### Higher results in 2017

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

- · Overall performance
- · Customer service
- Overall council direction
- Community and cultural activities
- · Appearance of public areas
- Tourism development
- Emergency & disaster management
- Elderly support services
- Family support services

- · Enforcement of local laws
- · Recreational facilities
- · Waste management
- Informing the community
- Business & community development
- · Consultation & engagement
- · Community decisions
- · Population growth
- Unsealed roads

#### Lower results in 2017

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

· None applicable

Most favourably disposed towards Council

Aged 18-34 years

Least favourably disposed towards Council

- Aged 35-49 years
- Aged 65+ years

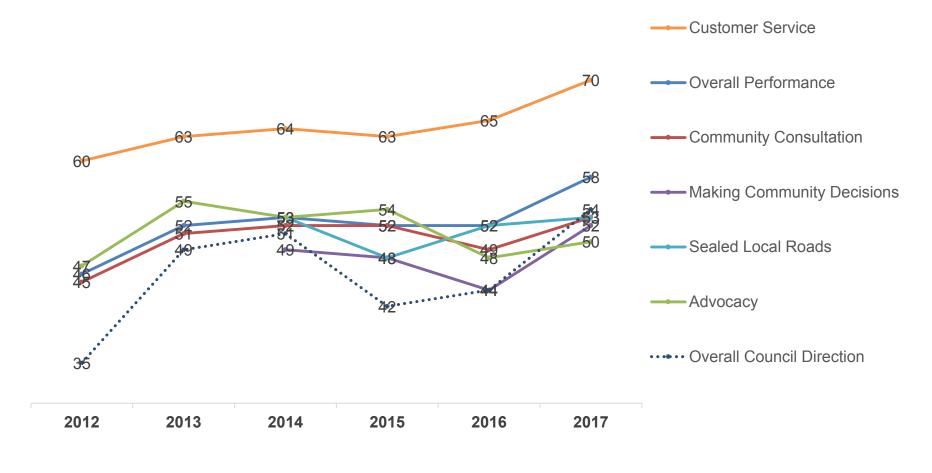
# SUMMARY OF FINDINGS



# **2017 SUMMARY OF CORE MEASURES**

#### **INDEX SCORE RESULTS**





# **2017 SUMMARY OF CORE MEASURES**

### **DETAILED ANALYSIS**



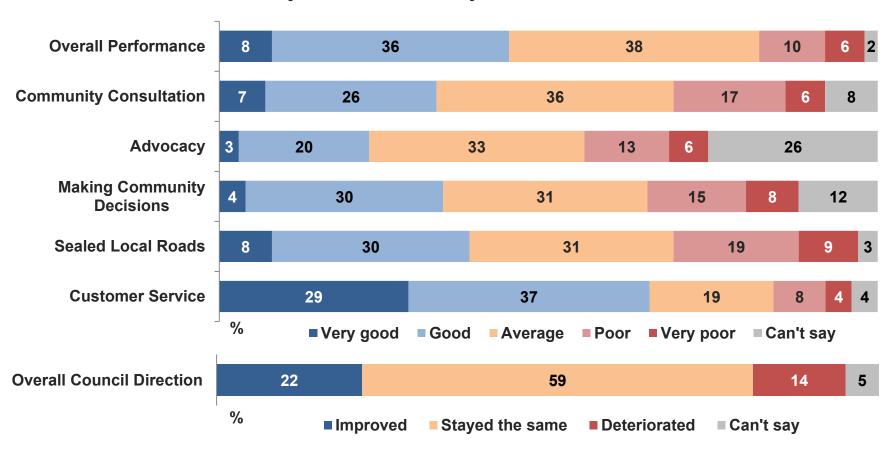
Performance Measures	Mount Alexander 2017	Mount Alexander 2016	Large Rural 2017	State- wide 2017	Highest score	Lowest score
OVERALL PERFORMANCE	58	52	54	59	Aged 18- 34 years	Aged 65+ years
COMMUNITY CONSULTATION (Community consultation and engagement)	53	49	52	55	Aged 18- 34 years	Aged 65+ years
ADVOCACY (Lobbying on behalf of the community)	50	48	51	54	Aged 18- 34 years	Aged 65+ years
MAKING COMMUNITY DECISIONS (Decisions made in the interest of the community)	52	44	51	54	Aged 18- 34 years	Aged 35- 49 years
SEALED LOCAL ROADS (Condition of sealed local roads)	53	52	43	53	Aged 35- 49 years	Aged 65+ years
CUSTOMER SERVICE	70	65	66	69	Aged 18- 34 years, Women	Aged 35- 49 years, Men
OVERALL COUNCIL DIRECTION	54	44	52	53	Aged 18- 34 years	Aged 65+ years, Women

# 2017 SUMMARY OF KEY COMMUNITY SATISFACTION

#### **PERCENTAGE RESULTS**



#### Key Measures Summary Results

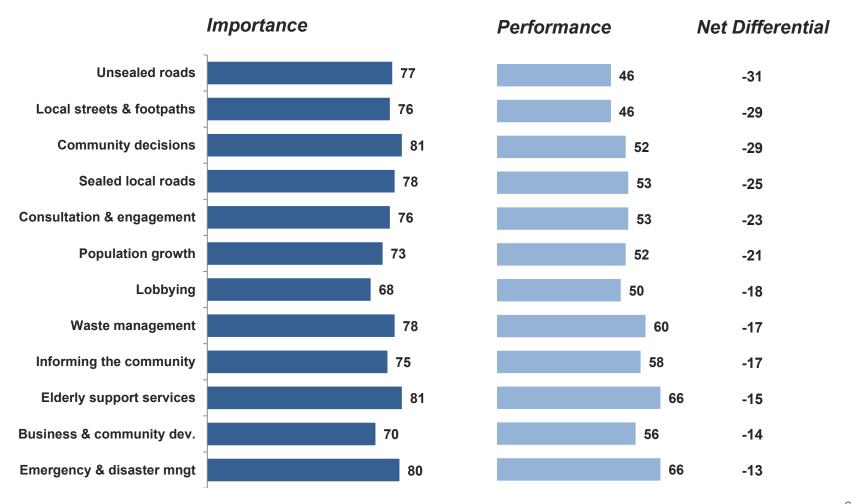


# INDIVIDUAL SERVICE AREAS INDEX SCORE SUMMARY

#### **IMPORTANCE VS PERFORMANCE**



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



# **2017 IMPORTANCE SUMMARY**

#### **INDEX SCORES OVER TIME**



	2017 Priority Area Imp	ortance	2016	2015	2014	2013	2012
Community decisions		81	79	82	82	n/a	n/a
Elderly support services		81	79	82	n/a	80	n/a
Emergency & disaster mngt		80	80	n/a	n/a	n/a	n/a
Waste management		78	79	79	80	79	n/a
Sealed local roads		78	75	n/a	n/a	n/a	n/a
Unsealed roads		77	76	n/a	78	78	n/a
Consultation & engagement		76	75	79	80	79	n/a
Local streets & footpaths		76	76	78	78	77	n/a
Informing the community		75	75	78	78	80	n/a
Family support services		73	70	n/a	n/a	n/a	n/a
Population growth		73	73	n/a	n/a	n/a	n/a
Environmental sustainability		73	72	73	n/a	n/a	n/a
Appearance of public areas		72	71	73	74	73	n/a
Recreational facilities		71	70	71	73	n/a	n/a
Business & community dev.		70	72	n/a	n/a	n/a	n/a
Lobbying		68	68	70	70	70	n/a
Enforcement of local laws		67	67	71	n/a	n/a	n/a
Community & cultural	63	3	61	61	n/a	n/a	n/a
Tourism development	60		62	n/a	n/a	n/a	n/a

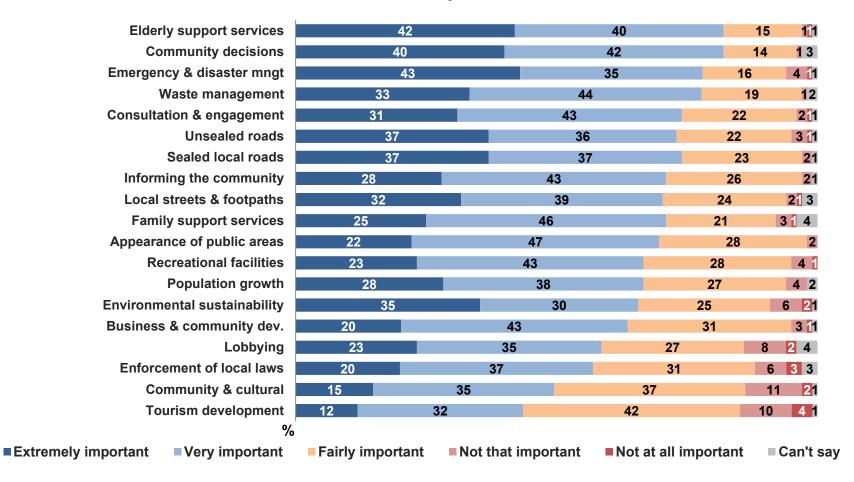
Q1. Firstly, how important should [RESPONSIBILITY AREA] be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 32 Councils asked group: 5 Note: Please see page 5 for explanation of significant differences

# INDIVIDUAL SERVICE AREAS IMPORTANCE

#### **DETAILED PERCENTAGES**



#### Individual Service Areas Importance



# **2017 PERFORMANCE SUMMARY**

#### **INDEX SCORES OVER TIME**



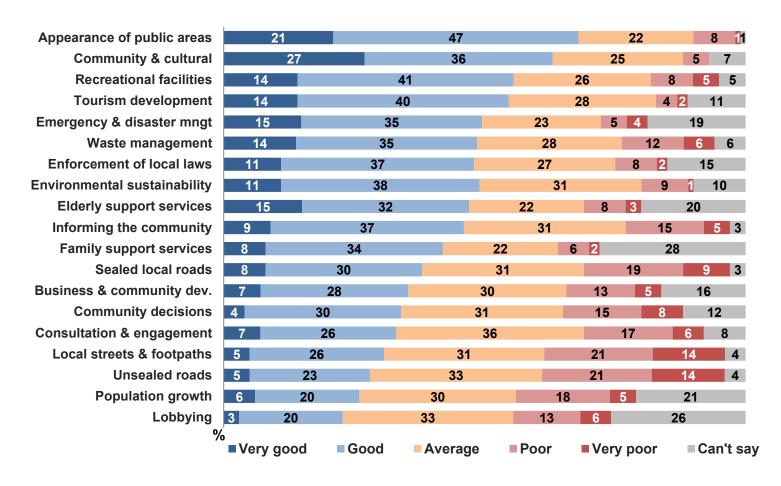
	2017 Priority Area Performance			2015	2014	2013	2012
Community & cultural		73	68	72	n/a	n/a	n/a
Appearance of public areas		70	66	69	n/a	n/a	n/a
Tourism development		67	61	n/a	n/a	n/a	n/a
Emergency & disaster mngt		66	62	n/a	n/a	n/a	n/a
Elderly support services		66	60	62	n/a	n/a	n/a
Family support services		64	59	n/a	n/a	n/a	n/a
Enforcement of local laws		64	59	61	n/a	n/a	n/a
Recreational facilities		63	56	59	60	n/a	n/a
Environmental sustainability		63	62	63	n/a	n/a	n/a
Waste management		60	52	58	n/a	n/a	n/a
Informing the community		58	52	55	n/a	n/a	n/a
Business & community dev.		56	49	n/a	n/a	n/a	n/a
Consultation & engagement		53	49	52	52	51	45
Sealed local roads		53	52	48	53	n/a	n/a
Community decisions		52	44	48	49	n/a	n/a
Population growth		52	46	n/a	n/a	n/a	n/a
Lobbying		50	48	54	53	55	47
Local streets & footpaths		46	46	46	n/a	n/a	n/a
Unsealed roads		46	42	n/a	44	n/a	n/a

# INDIVIDUAL SERVICE AREAS PERFORMANCE

#### **DETAILED PERCENTAGES**



#### Individual Service Areas Performance



# **INDIVIDUAL SERVICE AREAS SUMMARY**

#### **COUNCIL'S PERFORMANCE VS STATE-WIDE AVERAGE**



Significantly higher than state-wide -Community & cultural -Lobbying -Tourism development -Local streets & footpaths Significantly lower than state-wide average -Family support services -Recreational facilities -Waste management -Emergency & disaster average mngt -Business & community dev.

# **INDIVIDUAL SERVICE AREAS SUMMARY**

#### **COUNCIL'S PERFORMANCE VS GROUP AVERAGE**



Significantly higher than group average

-Community & cultural

- -Population growth
- -Unsealed roads
- -Sealed local roads

- -Local streets & footpaths
- -Recreational facilities
- -Waste management
- -Emergency & disaster mngt
- -Business & community dev.

Significantly lower than group average

# **2017 IMPORTANCE SUMMARY**

#### BY COUNCIL GROUP



#### **Top Three Most Important Service Areas**

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

Mount Alexander Shire Council	Metropolitan	Interface	Regional Centres	Large Rural	Small Rural
<ol> <li>Community decisions</li> <li>Elderly support services</li> <li>Emergency &amp; disaster mngt</li> </ol>	<ol> <li>Waste management</li> <li>Community decisions</li> <li>Local streets &amp; footpaths</li> </ol>	<ol> <li>Emergency &amp; disaster mngt</li> <li>Population growth</li> <li>Local streets &amp; footpaths</li> </ol>	<ol> <li>Community decisions</li> <li>Sealed roads</li> <li>Emergency &amp; disaster mngt</li> </ol>	<ol> <li>Unsealed roads</li> <li>Sealed roads</li> <li>Emergency &amp; disaster mngt</li> </ol>	<ol> <li>Emergency &amp; disaster mngt</li> <li>Community decisions</li> <li>Waste management</li> </ol>

#### **Bottom Three Least Important Service Areas**

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

Mount Alexander Shire Council	Metropolitan	Interface	Regional Centres	Large Rural	Small Rural
<ol> <li>Tourism         development</li> <li>Community &amp;         cultural</li> <li>Enforcement of         local laws</li> </ol>	<ol> <li>Bus/community dev./tourism</li> <li>Community &amp; cultural</li> <li>Slashing &amp; weed control</li> </ol>	<ol> <li>Tourism         development</li> <li>Community &amp;         cultural</li> <li>Art centres &amp;         libraries</li> </ol>	<ol> <li>Art centres &amp; libraries</li> <li>Community &amp; cultural</li> <li>Planning permits</li> </ol>	<ol> <li>Art centres &amp; libraries</li> <li>Community &amp; cultural</li> <li>Traffic management</li> </ol>	<ol> <li>Community &amp; cultural</li> <li>Art centres &amp; libraries</li> <li>Tourism development</li> </ol>

# **2017 PERFORMANCE SUMMARY**

#### **BY COUNCIL GROUP**



#### **Top Three Performing Service Areas**

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

Mount Alexander Shire Council	Metropolitan	Interface	Regional Centres	Large Rural	Small Rural
<ol> <li>Community &amp; cultural</li> <li>Appearance of public areas</li> <li>Tourism development</li> </ol>	<ol> <li>Waste management</li> <li>Art centres &amp; libraries</li> <li>Recreational facilities</li> </ol>	<ol> <li>Art centres &amp; libraries</li> <li>Waste management</li> <li>Emergency &amp; disaster mngt</li> </ol>	<ol> <li>Art centres &amp; libraries</li> <li>Appearance of public areas</li> <li>Emergency &amp; disaster mngt</li> </ol>	<ol> <li>Appearance of public areas</li> <li>Emergency &amp; disaster mngt</li> <li>Art centres &amp; libraries</li> </ol>	<ol> <li>Emergency &amp; disaster mngt</li> <li>Art centres &amp; libraries</li> <li>Community &amp; cultural</li> </ol>

#### **Bottom Three Performing Service Areas**

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

Mount Alexander Shire Council	Metropolitan Interface Regional Centres		Large Rural	Small Rural	
<ol> <li>Unsealed roads</li> <li>Local streets &amp; footpaths</li> <li>Lobbying</li> </ol>	<ol> <li>Planning permits</li> <li>Population growth</li> <li>Parking facilities</li> </ol>	<ol> <li>Unsealed roads</li> <li>Planning permits</li> <li>Population growth</li> </ol>	<ol> <li>Parking facilities</li> <li>Community         decisions</li> <li>Unsealed roads</li> </ol>	<ol> <li>Unsealed roads</li> <li>Sealed roads</li> <li>Slashing &amp; weed control</li> </ol>	<ol> <li>Unsealed roads</li> <li>Sealed roads</li> <li>Planning permits</li> </ol>

# DETAILED FINDINGS



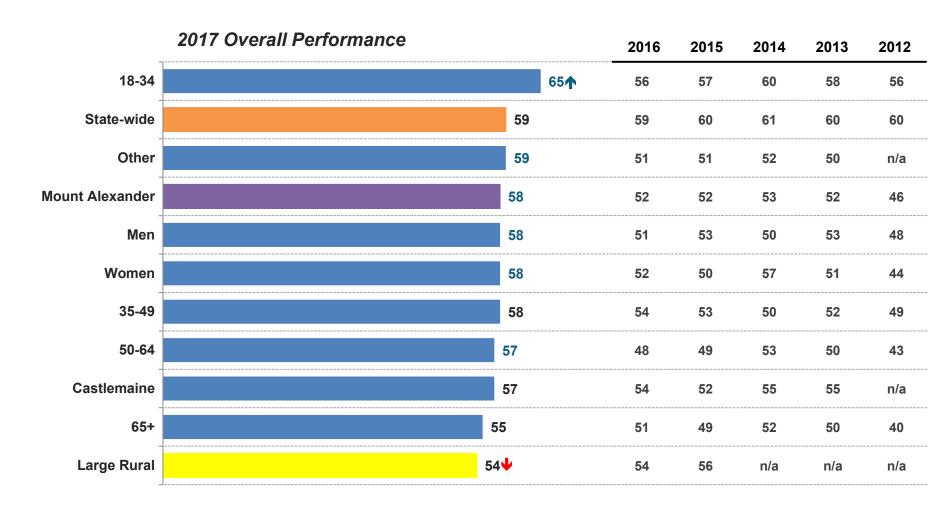
# KEY CORE MEASURE OVERALL PERFORMANCE



# **OVERALL PERFORMANCE**

#### **INDEX SCORES**





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

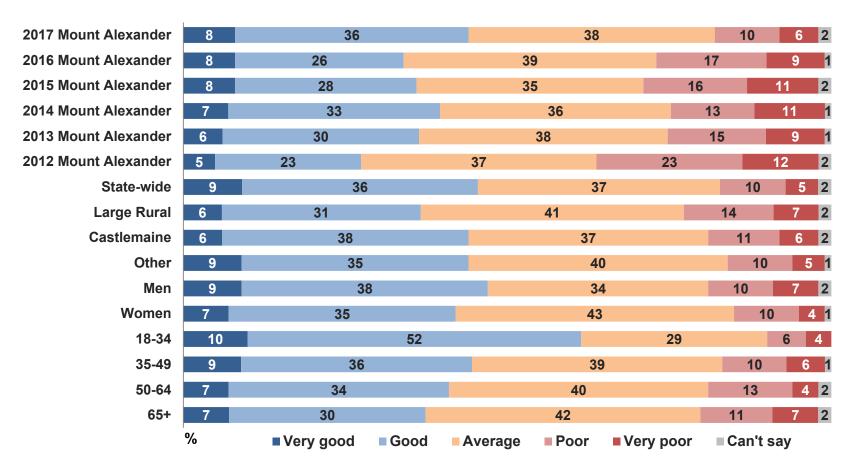
Base: All respondents. Councils asked state-wide: 68 Councils asked group: 19 Note: Please see page 5 for explanation about significant differences

# **OVERALL PERFORMANCE**

#### **DETAILED PERCENTAGES**



#### 2017 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?

# KEY CORE MEASURE CUSTOMER SERVICE



# **CONTACT LAST 12 MONTHS**

#### **SUMMARY**



Overall contact with Mount Alexander Shire Council

• 64%, equal points on 2016

Most contact with Mount Alexander Shire Council

Aged 50-64 years

Least contact with Mount Alexander Shire Council

Aged 18-34 years

**Customer service rating** 

• Index score of 70, up 5 points on 2016

Most satisfied with customer service

- Aged 18-34 years
- Women

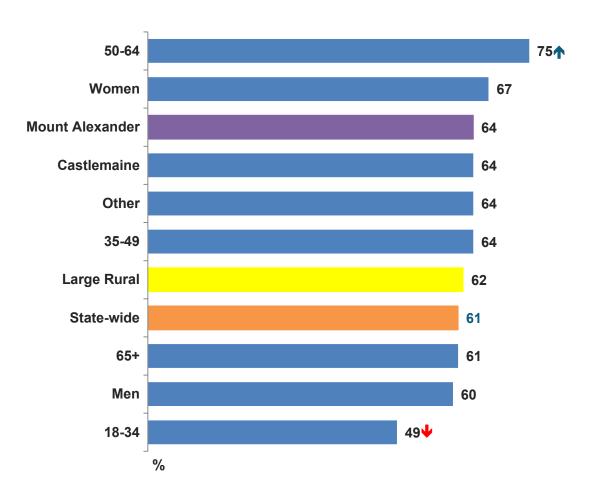
Least satisfied with customer service

- Aged 35-49 years
- Men

# 2017 CONTACT WITH COUNCIL



#### 2017 Contact with Council



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

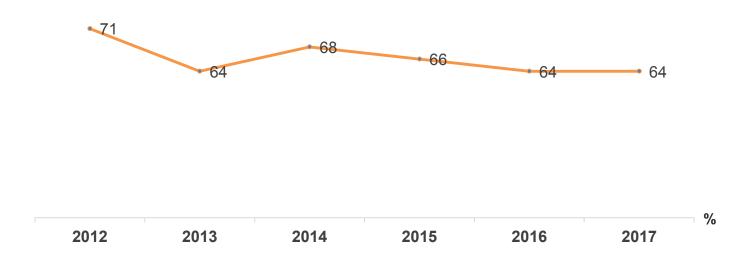
Base: All respondents. Councils asked state-wide: 19 Councils asked group: 3

Note: Please see page 5 for explanation about significant differences

# 2017 CONTACT WITH COUNCIL



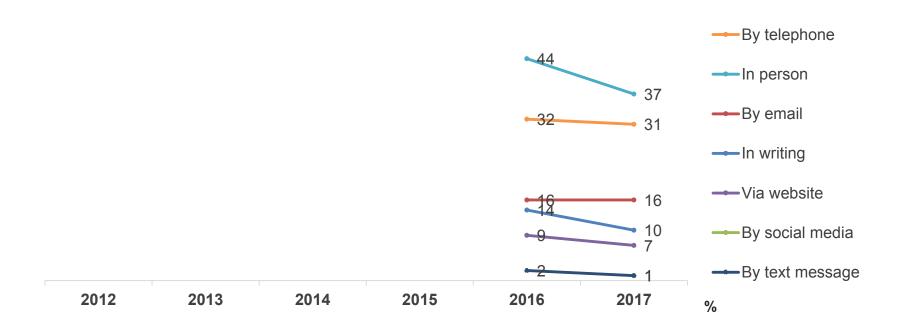
# 2017 Contact with Council Have had contact



# 2017 METHOD OF CONTACT WITH COUNCIL



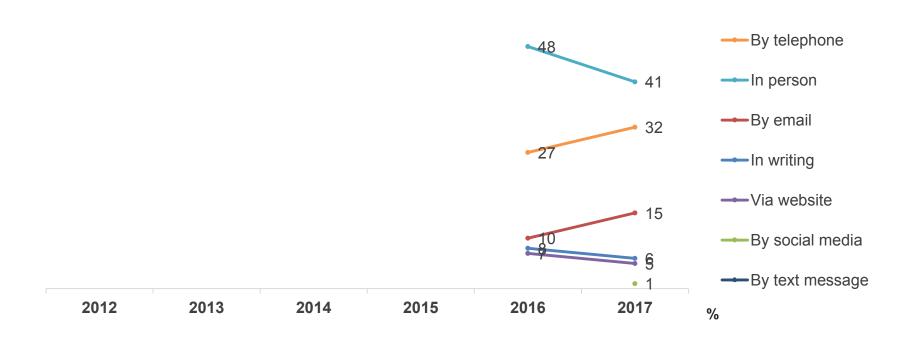
### 2017 Method of Contact



# 2017 MOST RECENT METHOD OF CONTACT WITH COUNCIL

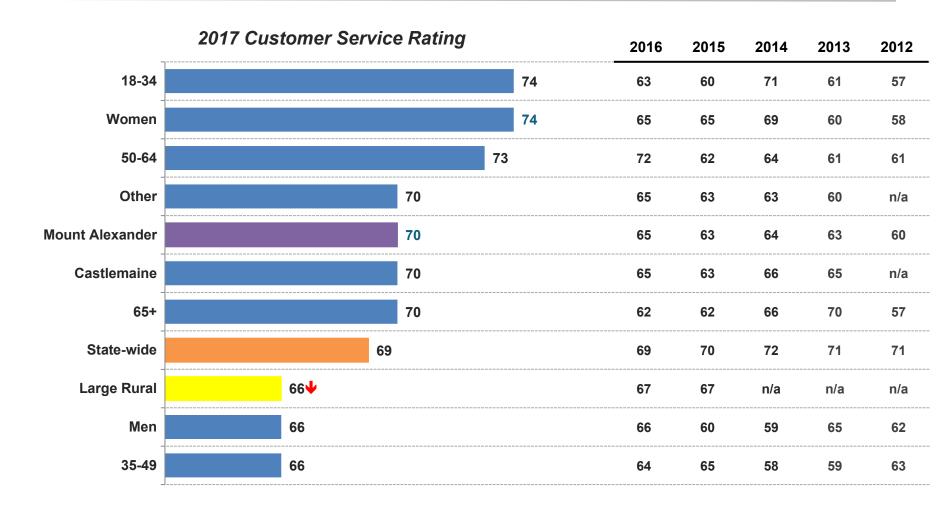


### 2017 Most Recent Contact



### **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.

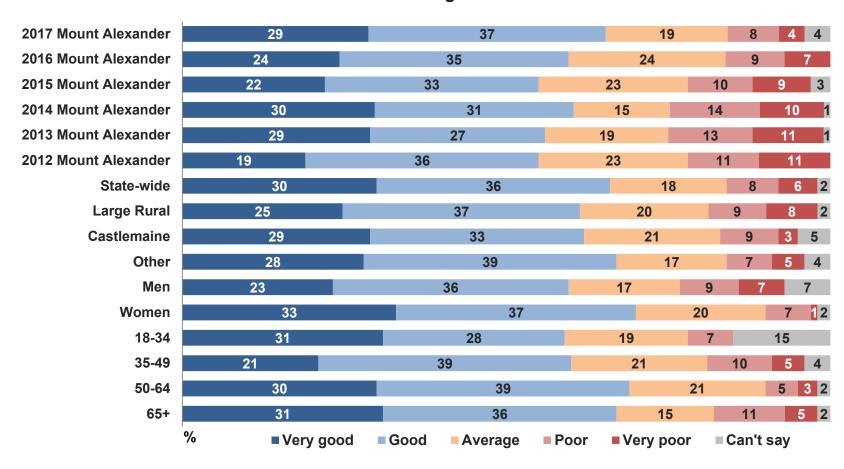
Base: All respondents who have had contact with Council in the last 12 months.

Councils asked state-wide: 68 Councils asked group: 19

### **DETAILED PERCENTAGES**



### 2017 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.

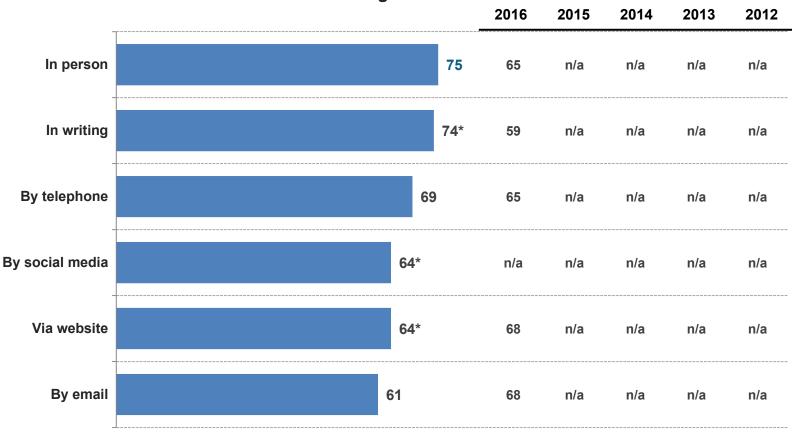
Base: All respondents who have had contact with Council in the last 12 months.

Councils asked state-wide: 68 Councils asked group: 19

### INDEX SCORES BY METHOD OF LAST CONTACT



### 2017 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: 19 Councils asked group: 3

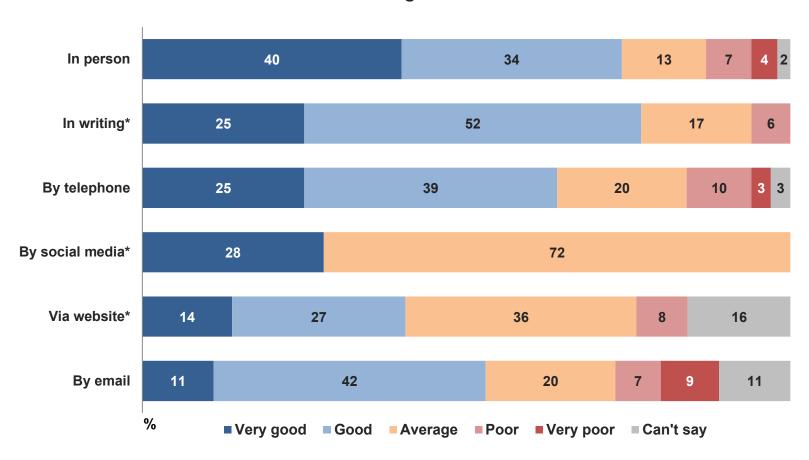
Note: Please see page 5 for explanation about significant differences

\*Caution: small sample size < n=30

### DETAILED PERCENTAGES BY METHOD OF LAST CONTACT



### 2017 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: 19 Councils asked group: 3

\*Caution: small sample size < n=30

# KEY CORE MEASURE COUNCIL DIRECTION INDICATORS



# **COUNCIL DIRECTION**

### **SUMMARY**



**Council Direction from Q6** 

- 59% stayed about the same, down 1 point on 2016
- 22% improved, up 10 points on 2016
- 14% deteriorated, down 10 points on 2016

Most satisfied with Council Direction from Q6

Aged 18-34 years

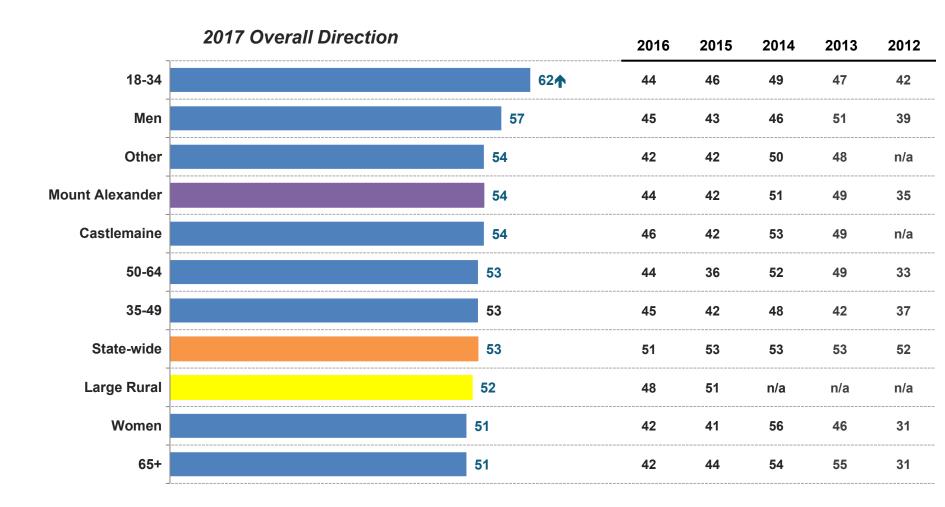
Least satisfied with Council Direction from Q6

- Aged 65+ years
- Women

# 2017 OVERALL COUNCIL DIRECTION LAST 12 MONTHS

### **INDEX SCORES**



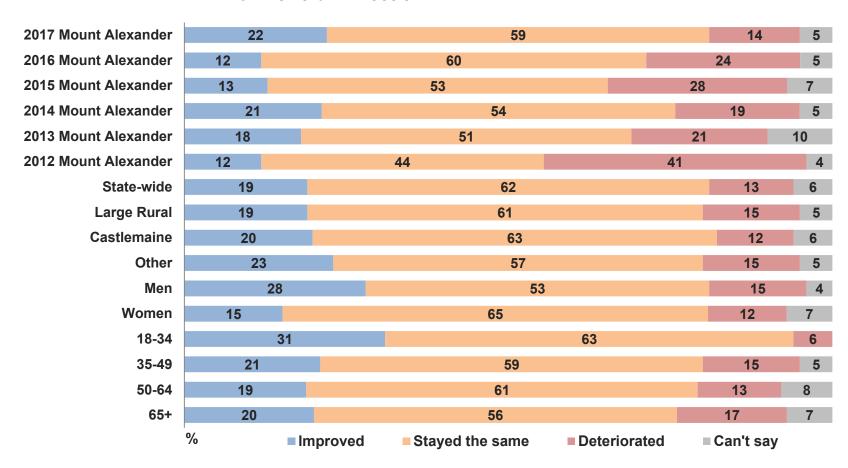


# 2017 OVERALL COUNCIL DIRECTION LAST 12 MONTHS

### **DETAILED PERCENTAGES**



### 2017 Overall Direction







# **COMMUNICATIONS**

### **SUMMARY**



Overall preferred form of communication

• Newsletter sent via mail (34%)

Preferred forms of communication among over 50s

• Newsletter sent via mail (35%)

Preferred forms of communication among under 50s

• Newsletter sent via mail (32%)

**Greatest change since 2016** 

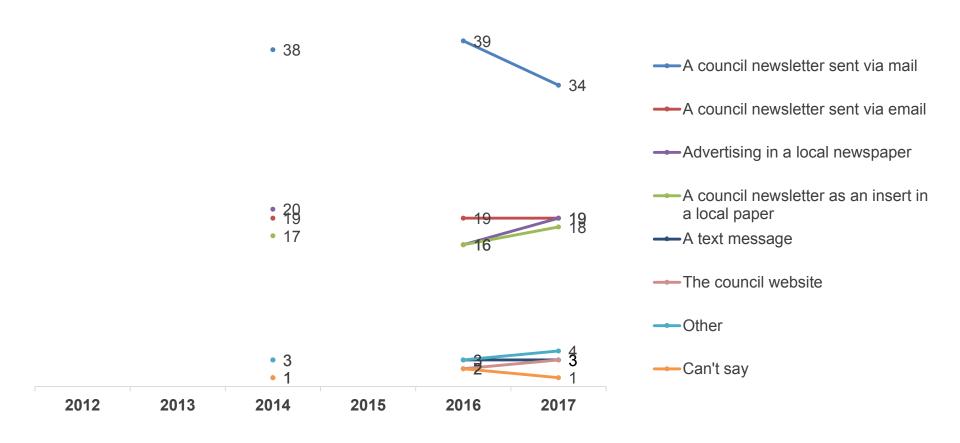
Newsletter sent via mail (-5)

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

# 2017 BEST FORMS OF COMMUNICATION



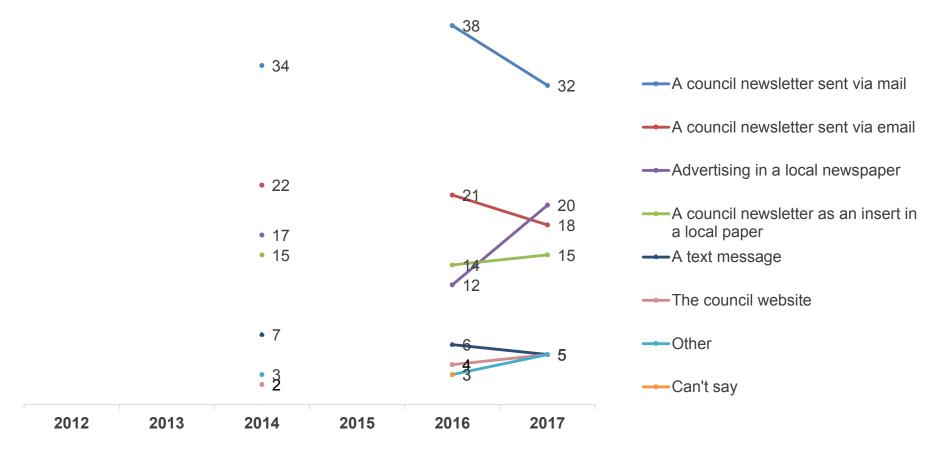
### 2017 Best Form



# 2017 BEST FORMS OF COMMUNICATION: UNDER 50S



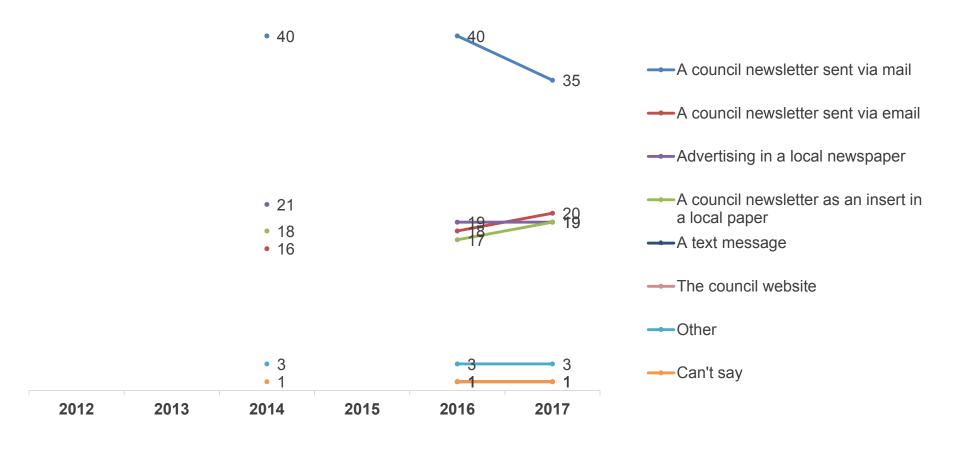
### 2017 Under 50s Best Form



# 2017 BEST FORMS OF COMMUNICATION: OVER 50S



### 2017 Over 50s Best Form



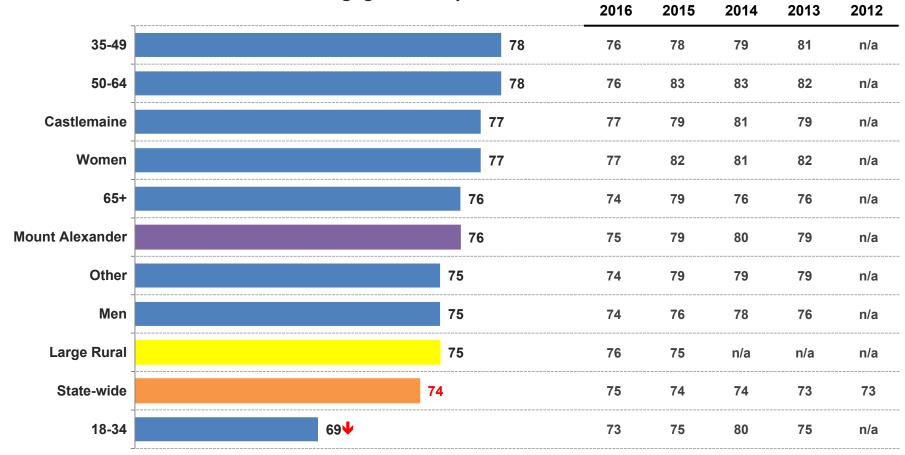
# INDIVIDUAL SERVICE AREAS



### **IMPORTANCE INDEX SCORES**



### 2017 Consultation and Engagement Importance

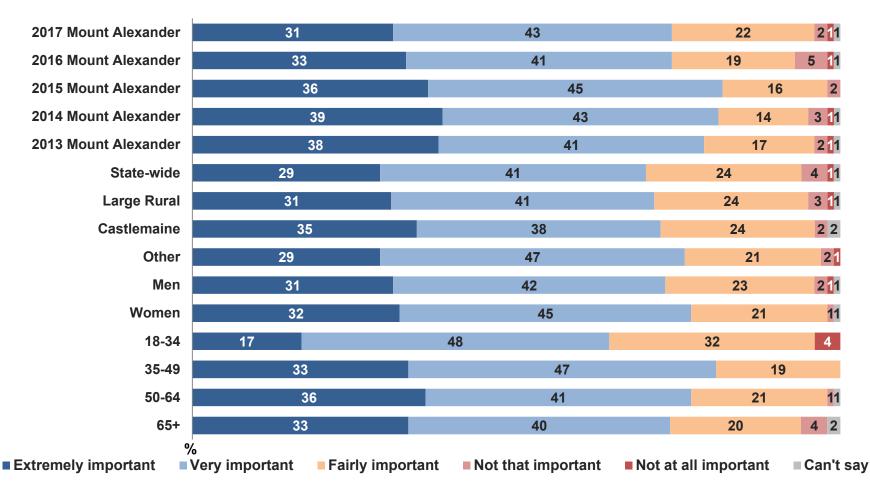


Q1. Firstly, how important should 'community consultation and engagement' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 22 Councils asked group: 4

### **IMPORTANCE DETAILED PERCENTAGES**

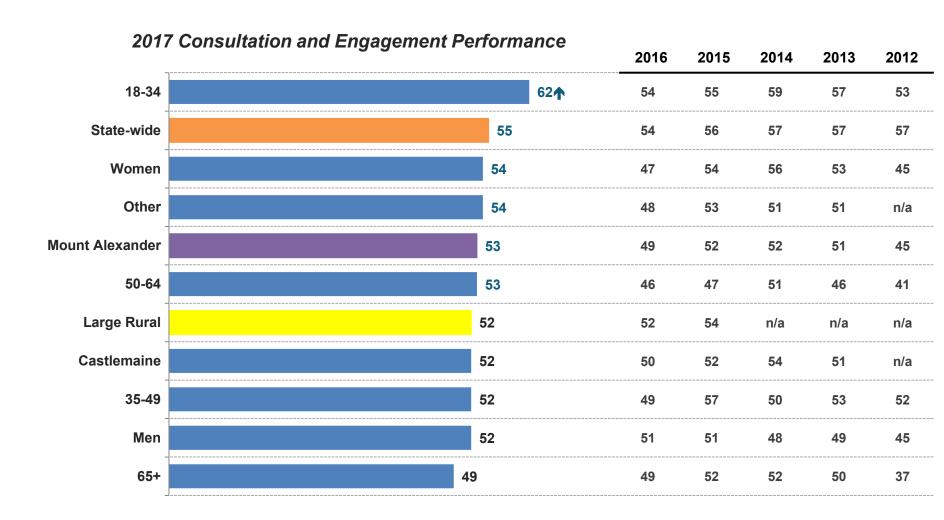


### 2017 Consultation and Engagement Importance



### PERFORMANCE INDEX SCORES



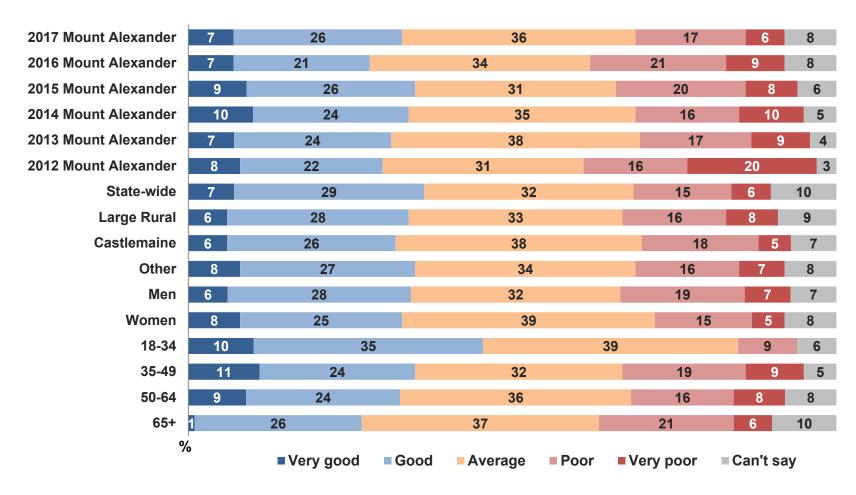


Q2. How has Council performed on 'community consultation and engagement' over the last 12 months? Base: All respondents. Councils asked state-wide: 68 Councils asked group: 19 Note: Please see page 5 for explanation about significant differences

### PERFORMANCE DETAILED PERCENTAGES



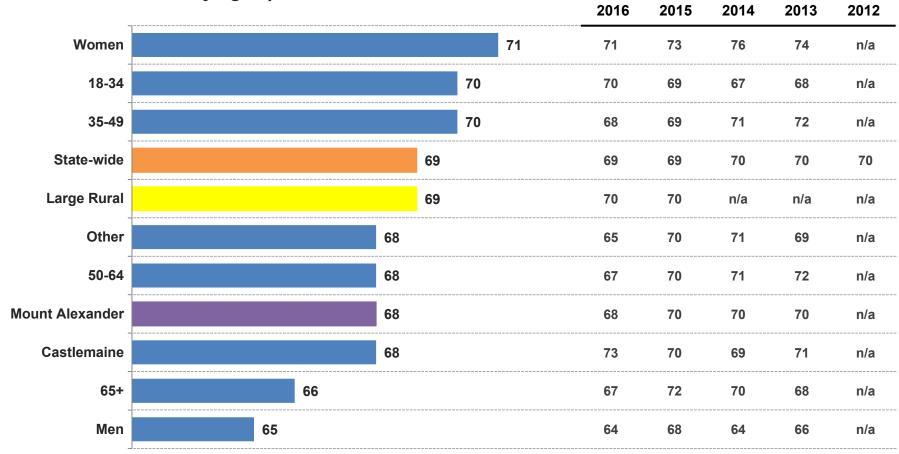
### 2017 Consultation and Engagement Performance



### **IMPORTANCE INDEX SCORES**



### 2017 Lobbying Importance

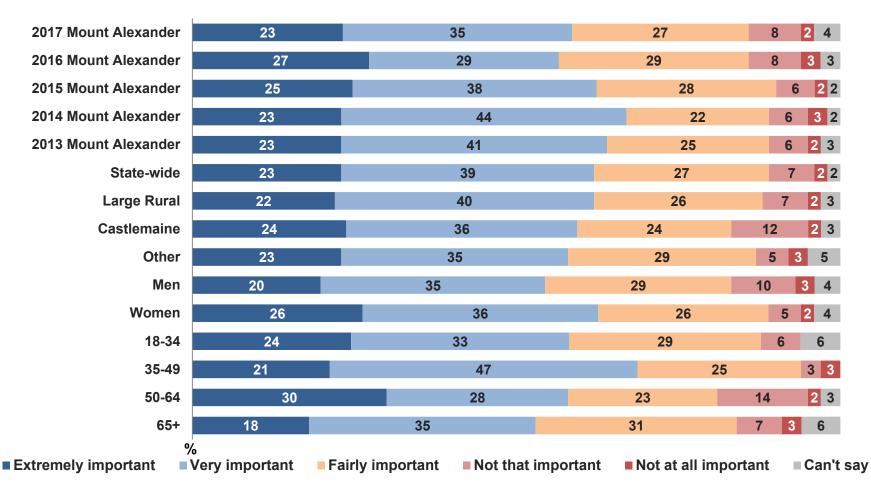


Q1. Firstly, how important should 'lobbying on behalf of the community' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 22 Councils asked group: 4

### **IMPORTANCE DETAILED PERCENTAGES**

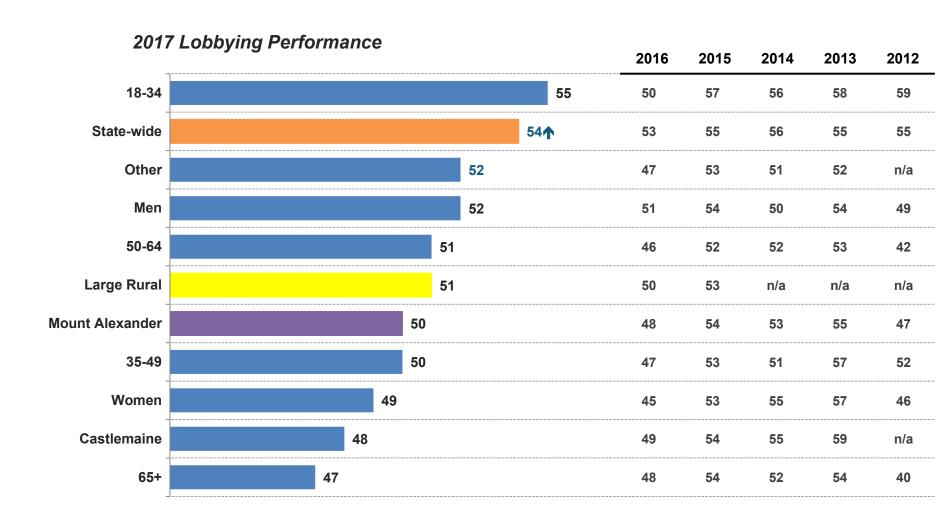


### 2017 Lobbying Importance



### PERFORMANCE INDEX SCORES



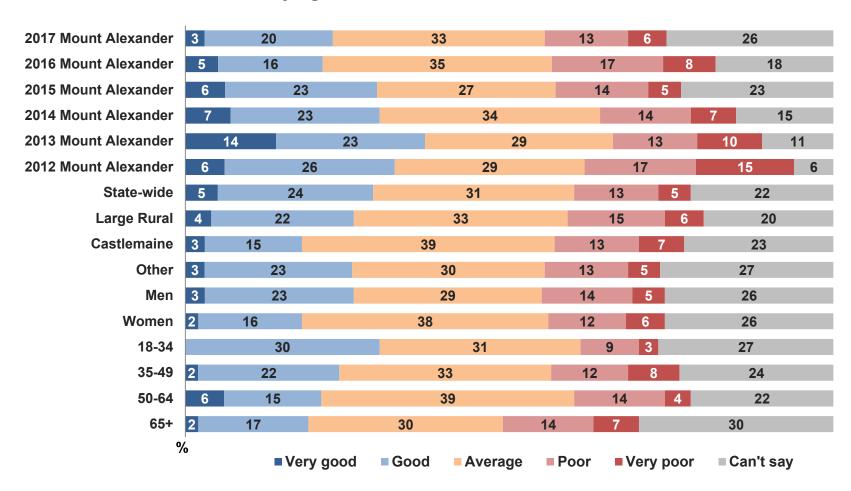


Q2. How has Council performed on 'lobbying on behalf of the community' over the last 12 months? Base: All respondents. Councils asked state-wide: 68 Councils asked group: 19 Note: Please see page 5 for explanation about significant differences

### PERFORMANCE DETAILED PERCENTAGES



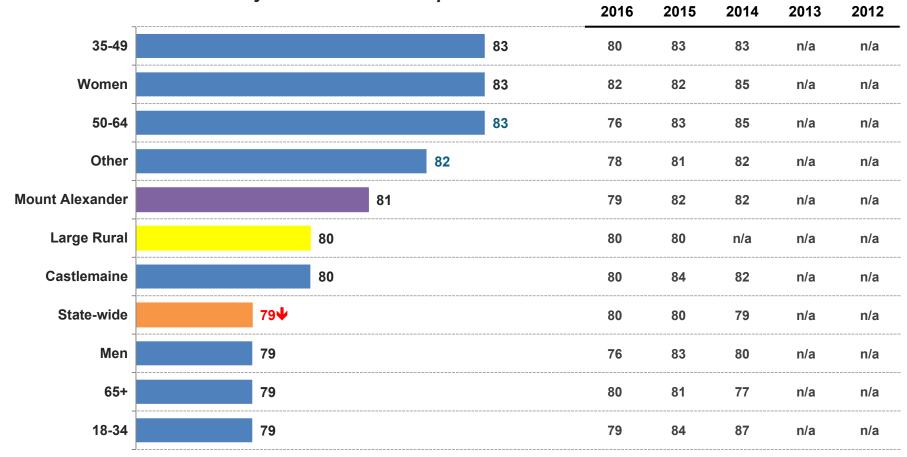
### 2017 Lobbying Performance



### **IMPORTANCE INDEX SCORES**



### 2017 Community Decisions Made Importance

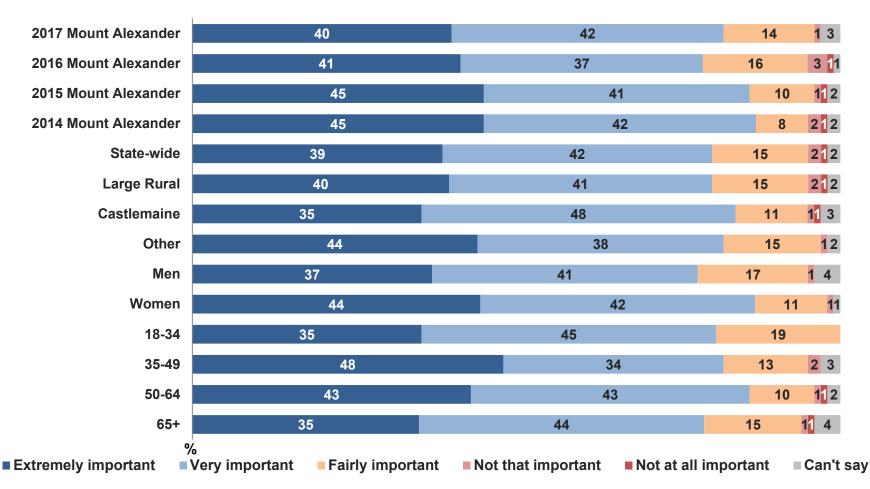


Q1. Firstly, how important should 'decisions made in the interest of the community' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 15 Councils asked group: 3

### **IMPORTANCE DETAILED PERCENTAGES**

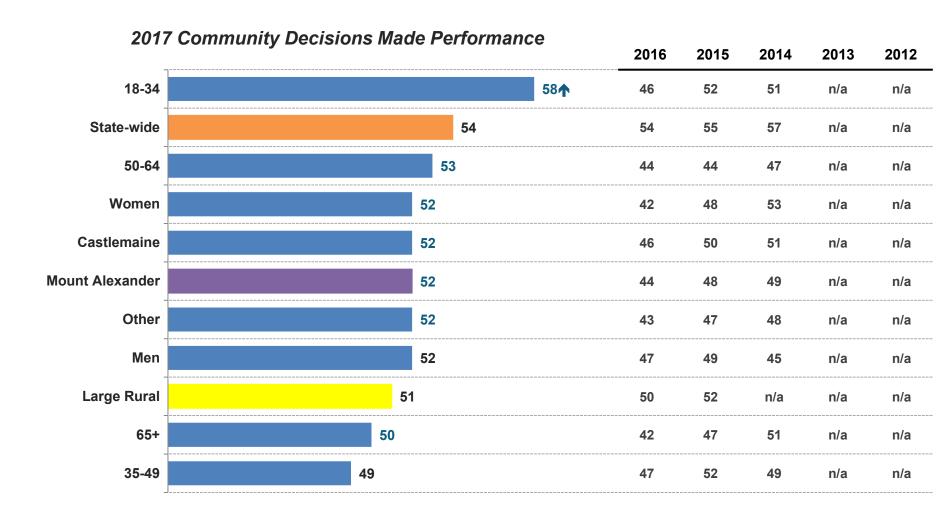


### 2017 Community Decisions Made Importance



### PERFORMANCE INDEX SCORES



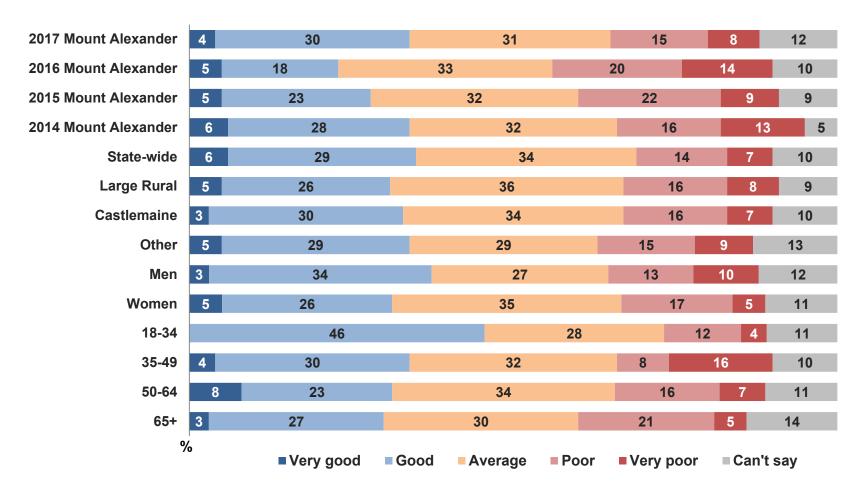


Q2. How has Council performed on 'decisions made in the interest of the community' over the last 12 months? Base: All respondents. Councils asked state-wide: 68 Councils asked group: 19

### PERFORMANCE DETAILED PERCENTAGES



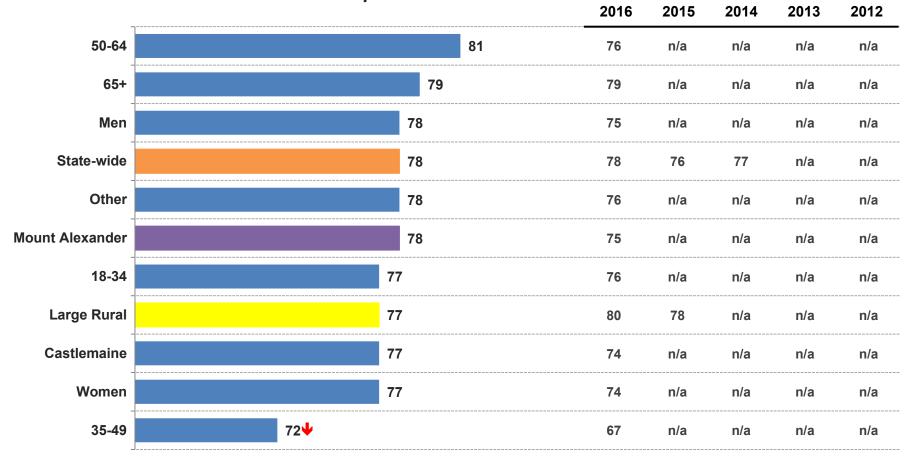
### 2017 Community Decisions Made Performance



### **IMPORTANCE INDEX SCORES**



### 2017 Sealed Local Roads Importance



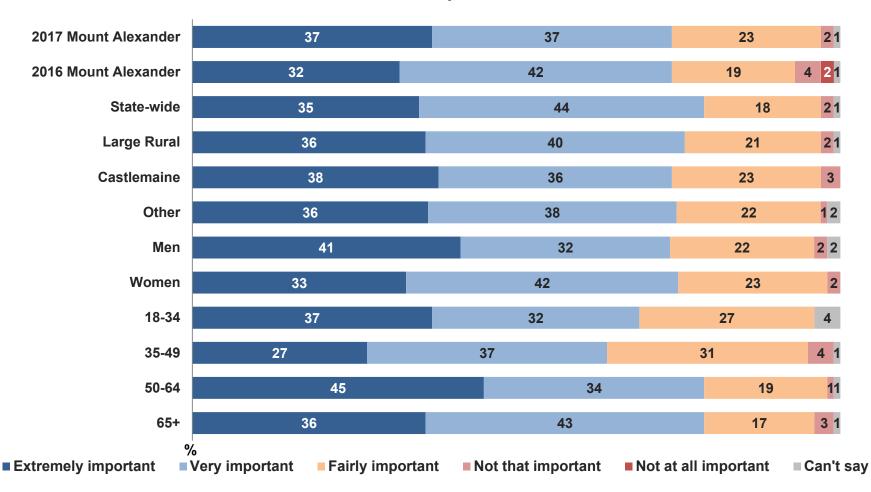
Q1. Firstly, how important should 'the condition of sealed local roads in your area' be as a responsibility for Council?

Base: All respondents. Councils asked state-wide: 17 Councils asked group: 3

### **IMPORTANCE DETAILED PERCENTAGES**

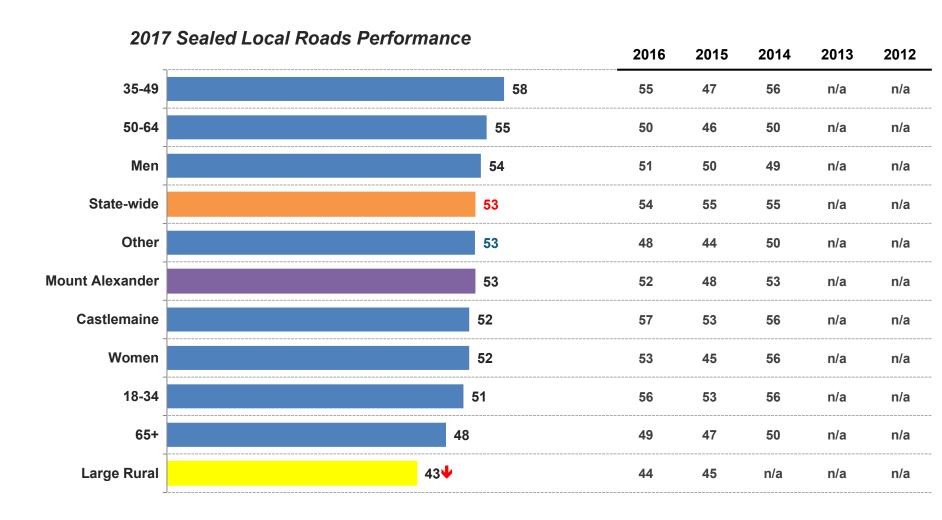


### 2017 Sealed Local Roads Importance



### PERFORMANCE INDEX SCORES



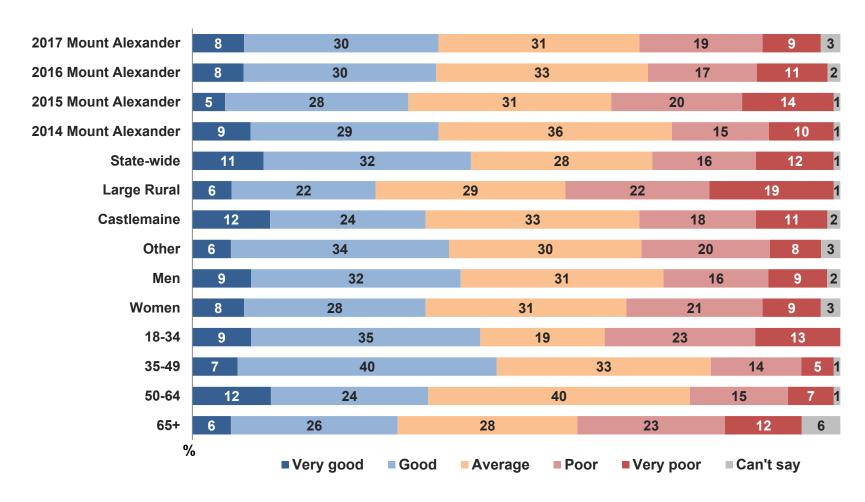


Q2. How has Council performed on 'the condition of sealed local roads in your area' over the last 12 months? Base: All respondents. Councils asked state-wide: 68 Councils asked group: 19

### PERFORMANCE DETAILED PERCENTAGES



### 2017 Sealed Local Roads Performance

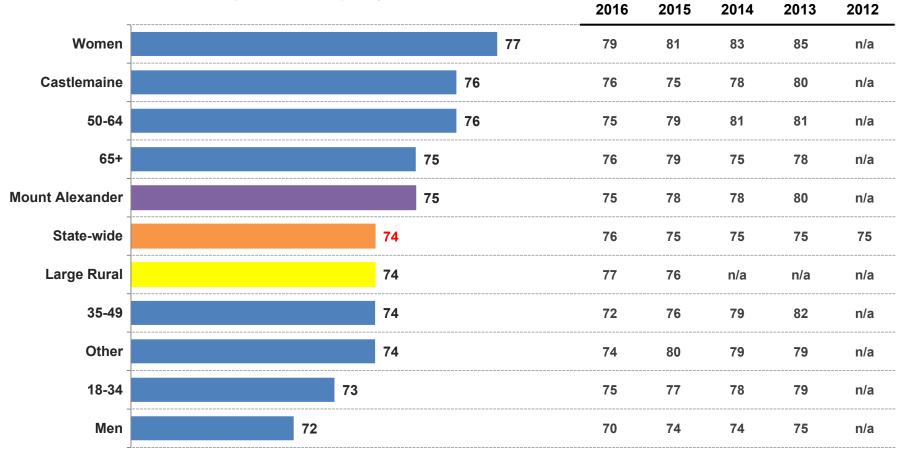


# 2017 INFORMING THE COMMUNITY

### **IMPORTANCE INDEX SCORES**



### 2017 Informing Community Importance



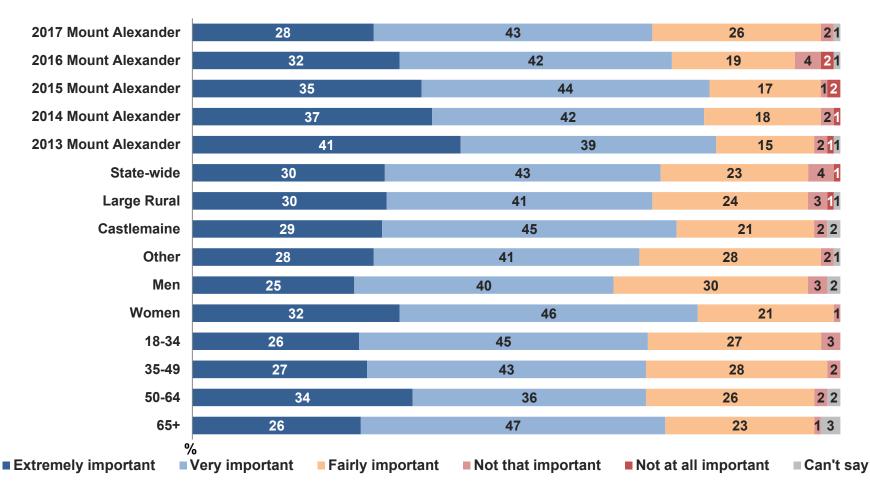
Q1. Firstly, how important should 'informing the community' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 24 Councils asked group: 4 Note: Please see page 5 for explanation about significant differences

# 2017 INFORMING THE COMMUNITY

### **IMPORTANCE DETAILED PERCENTAGES**



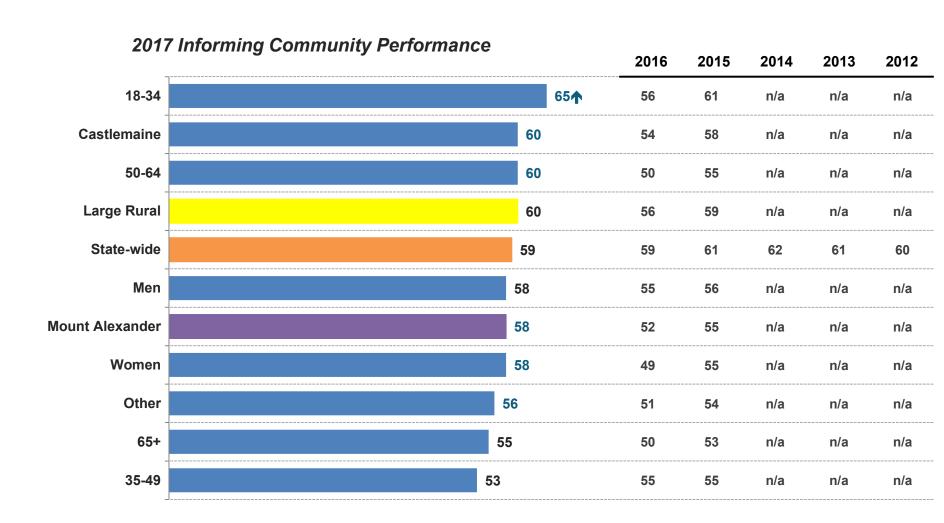
### 2017 Informing Community Importance



# 2017 INFORMING THE COMMUNITY

### PERFORMANCE INDEX SCORES



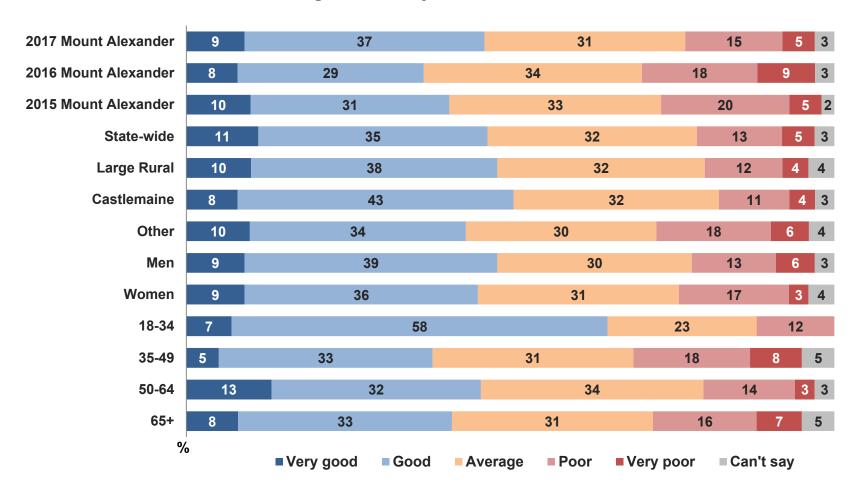


# **2017 INFORMING THE COMMUNITY**

### PERFORMANCE DETAILED PERCENTAGES



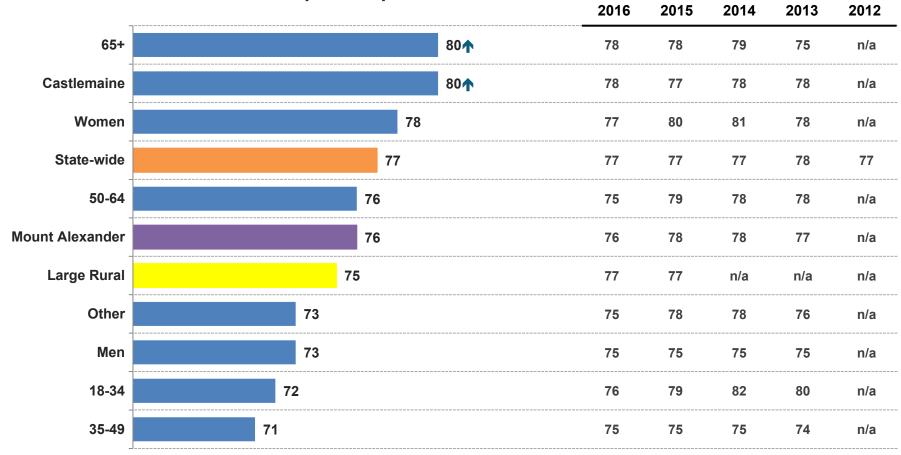
### 2017 Informing Community Performance



# YOUR AREA IMPORTANCE INDEX SCORES



### 2017 Streets and Footpaths Importance



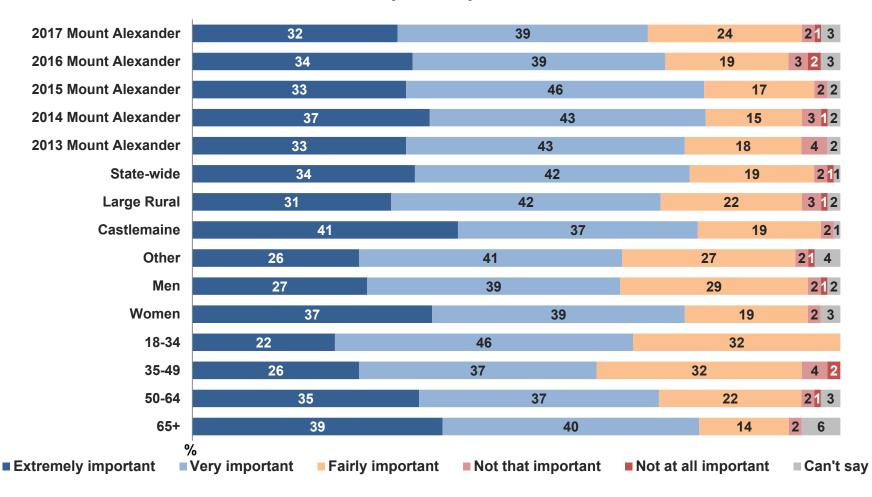
Q1. Firstly, how important should 'the condition of local streets and footpaths in your area' be as a responsibility for Council?

Base: All respondents. Councils asked state-wide: 25 Councils asked group: 5 Note: Please see page 5 for explanation about significant differences

# YOUR AREA IMPORTANCE DETAILED PERCENTAGES

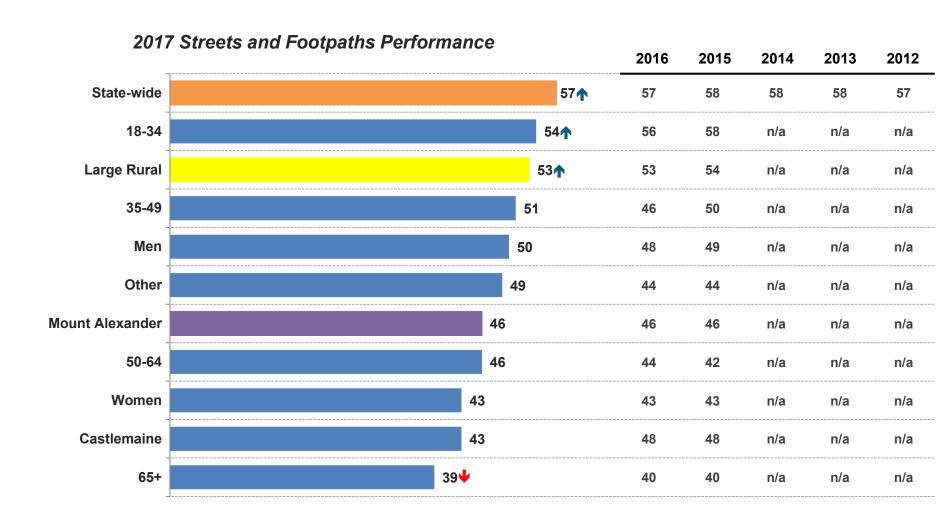


#### 2017 Streets and Footpaths Importance



# YOUR AREA PERFORMANCE INDEX SCORES





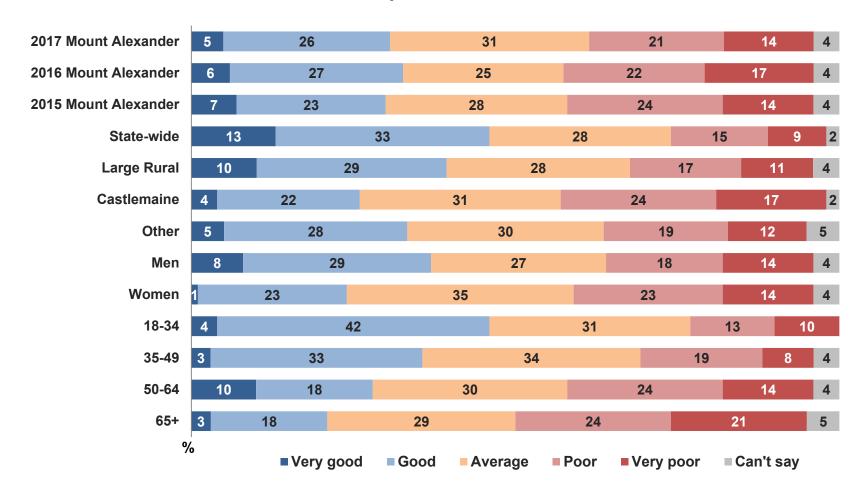
Q2. How has Council performed on 'the condition of local streets and footpaths in your area' over the last 12 months? Base: All respondents. Councils asked state-wide: 32 Councils asked group: 9

Note: Please see page 5 for explanation about significant differences

# YOUR AREA PERFORMANCE DETAILED PERCENTAGES



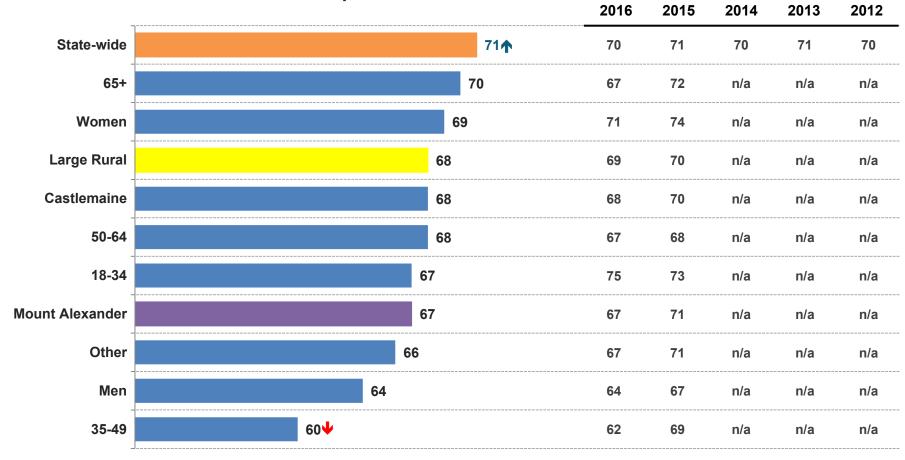
#### 2017 Streets and Footpaths Performance



## **IMPORTANCE INDEX SCORES**



### 2017 Law Enforcement Importance

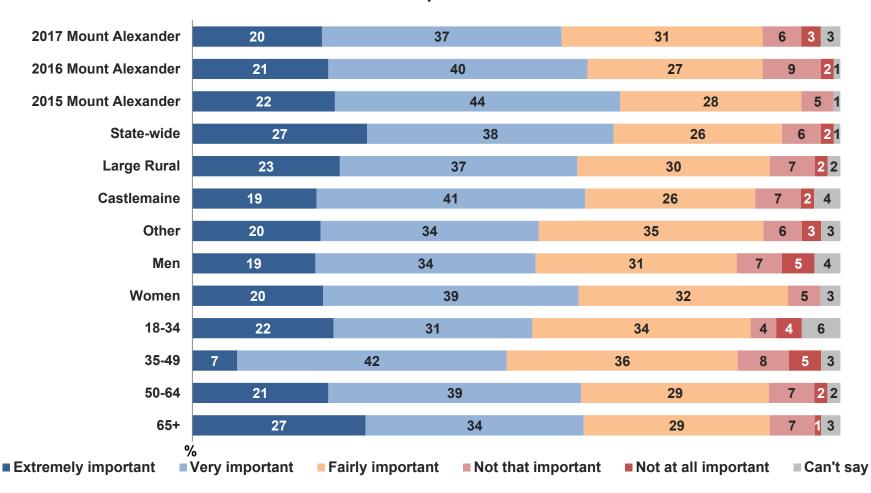


Q1. Firstly, how important should 'enforcement of local laws' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 23 Councils asked group: 4 Note: Please see page 5 for explanation about significant differences

### **IMPORTANCE DETAILED PERCENTAGES**



#### 2017 Law Enforcement Importance



### PERFORMANCE INDEX SCORES



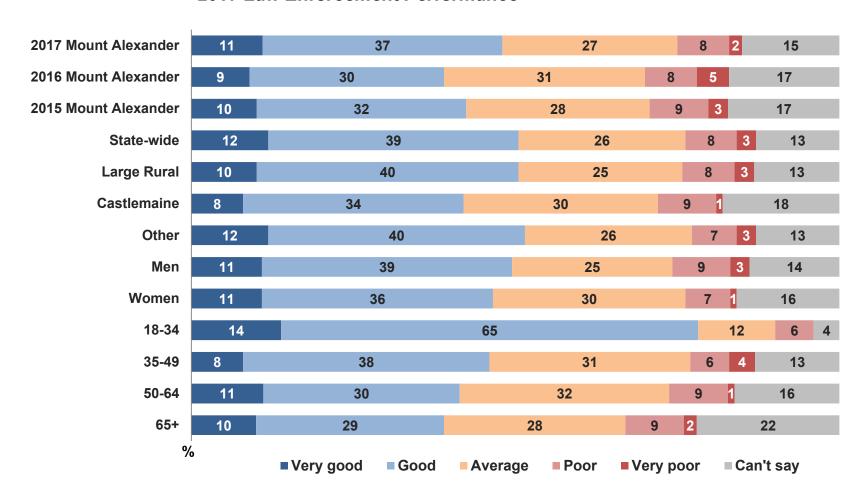
#### 2017 Law Enforcement Performance 2016 2015 2014 2013 2012 18-34 **72** 66 67 n/a n/a n/a Women 65 60 64 n/a n/a n/a Other 65 61 62 n/a n/a n/a State-wide 66 64 63 66 65 65 **Mount Alexander** 64 59 61 n/a n/a n/a Large Rural 63 63 65 n/a n/a n/a 63 Men 59 59 n/a n/a n/a Castlemaine 62 57 60 n/a n/a n/a 50-64 62 58 62 n/a n/a n/a 65+ 62 55 n/a 58 n/a n/a 35-49 61 61 61 n/a n/a n/a

Q2. How has Council performed on 'enforcement of local laws' over the last 12 months? Base: All respondents. Councils asked state-wide: 32 Councils asked group: 7 Note: Please see page 5 for explanation about significant differences

### PERFORMANCE DETAILED PERCENTAGES



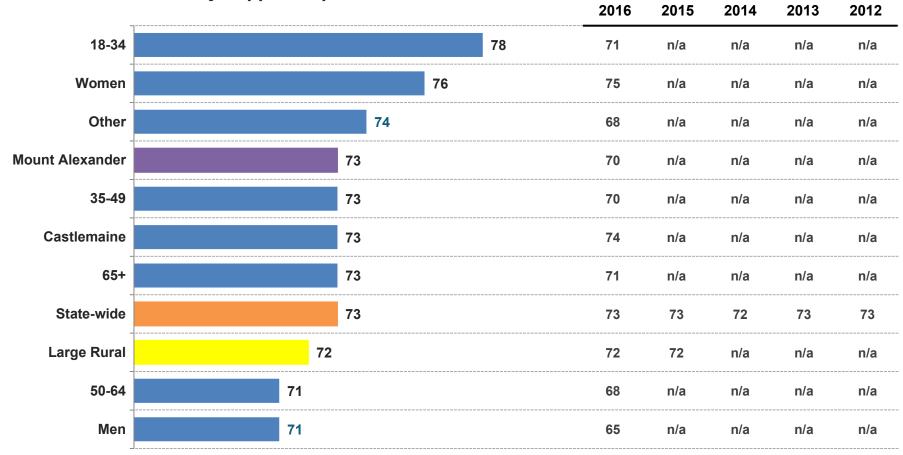
#### 2017 Law Enforcement Performance



### **IMPORTANCE INDEX SCORES**



### 2017 Family Support Importance

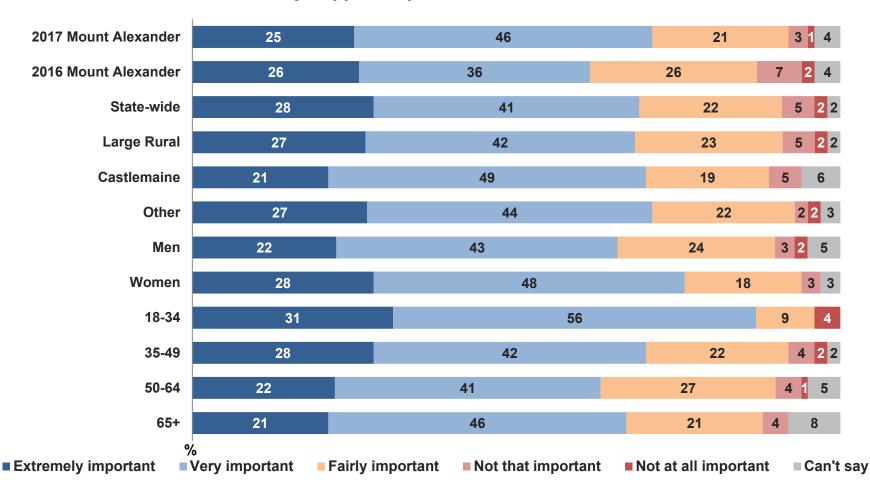


Q1. Firstly, how important should 'family support services' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 21 Councils asked group: 5 Note: Please see page 5 for explanation about significant differences

### **IMPORTANCE DETAILED PERCENTAGES**



### 2017 Family Support Importance



### PERFORMANCE INDEX SCORES

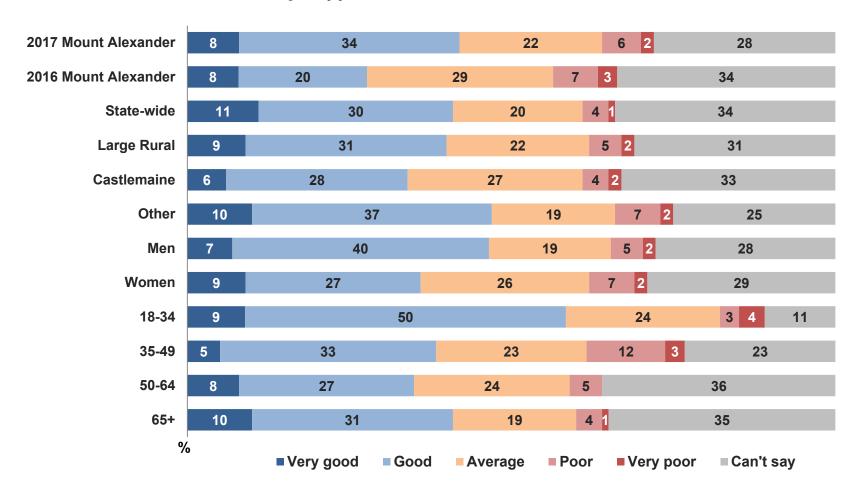


#### 2017 Family Support Performance 2016 2015 2014 2013 2012 65+ **67** 58 n/a n/a n/a n/a State-wide **67** 66 67 68 67 67 18-34 66 61 n/a n/a n/a n/a Men 66 60 n/a n/a n/a n/a Other 66 58 n/a n/a n/a n/a 50-64 65 58 n/a n/a n/a n/a Large Rural 65 64 67 n/a n/a n/a **Mount Alexander** 64 59 n/a n/a n/a n/a Women 63 58 n/a n/a n/a n/a Castlemaine 62 60 n/a n/a n/a n/a 35-49 **58₩** 57 n/a n/a n/a n/a

### PERFORMANCE DETAILED PERCENTAGES



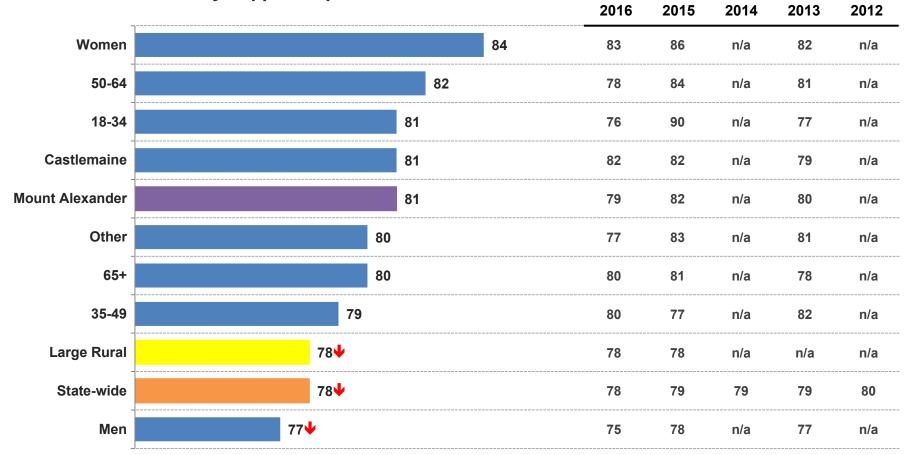
### 2017 Family Support Performance



### **IMPORTANCE INDEX SCORES**



#### 2017 Elderly Support Importance

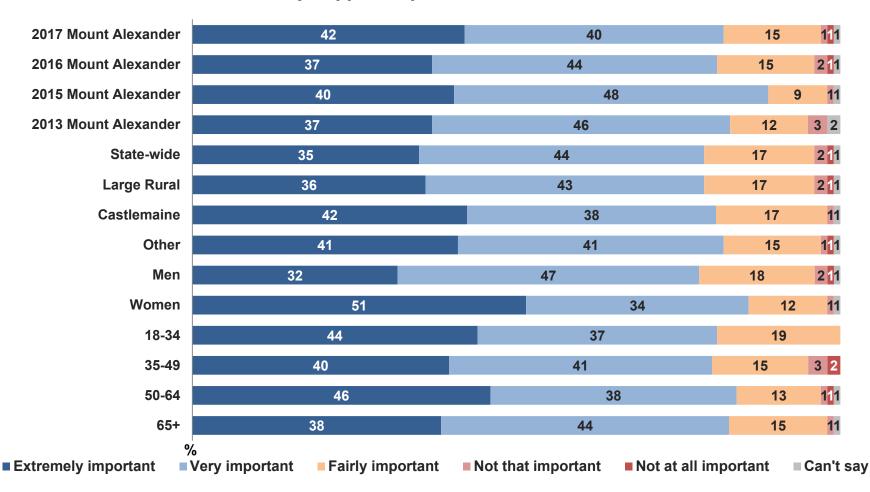


Q1. Firstly, how important should 'elderly support services' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 24 Councils asked group: 5 Note: Please see page 5 for explanation about significant differences

### **IMPORTANCE DETAILED PERCENTAGES**



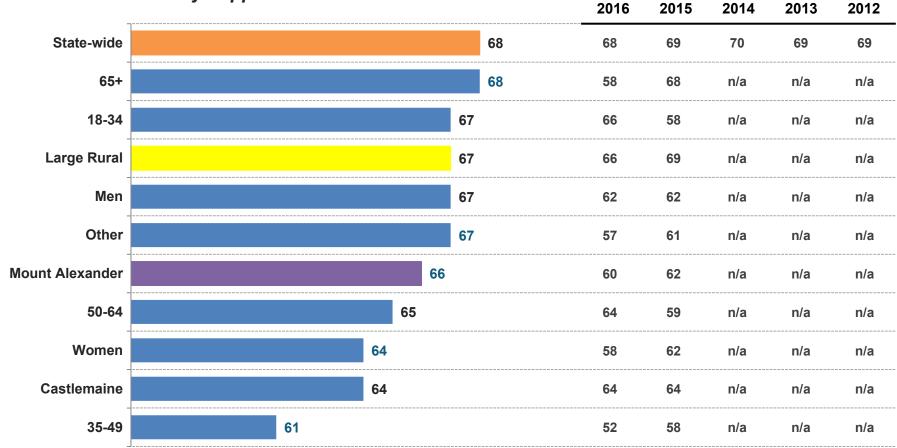
#### 2017 Elderly Support Importance



### PERFORMANCE INDEX SCORES



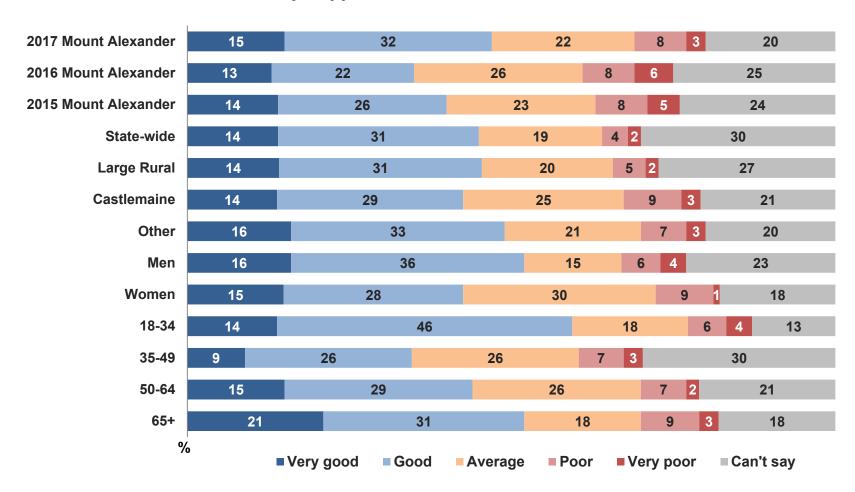
### 2017 Elderly Support Performance



### PERFORMANCE DETAILED PERCENTAGES



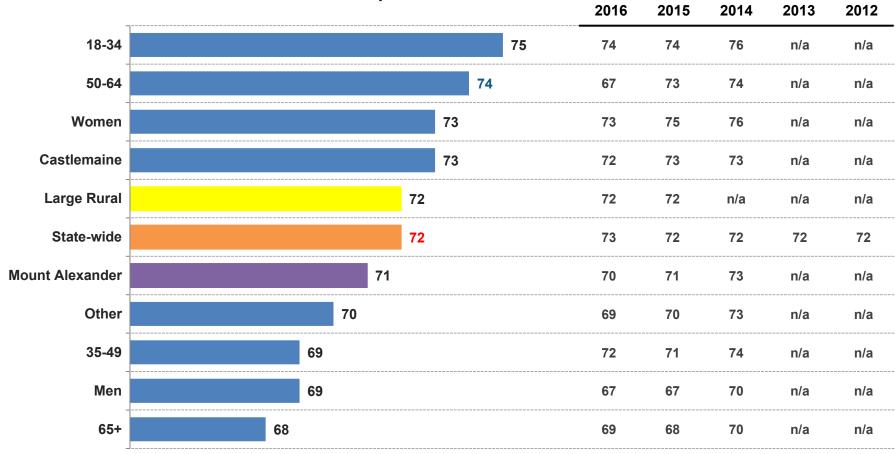
### 2017 Elderly Support Performance



### **IMPORTANCE INDEX SCORES**



### 2017 Recreational Facilities Importance

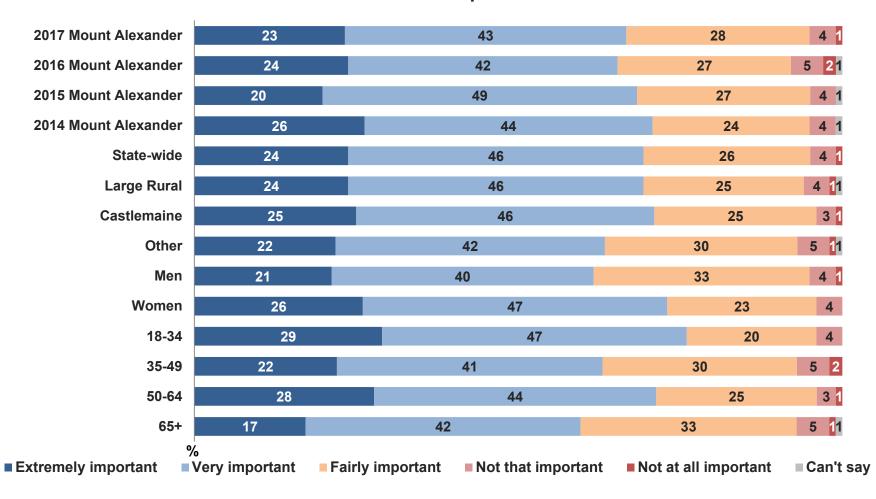


Q1. Firstly, how important should 'recreational facilities' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 27 Councils asked group: 5 Note: Please see page 5 for explanation about significant differences

### **IMPORTANCE DETAILED PERCENTAGES**



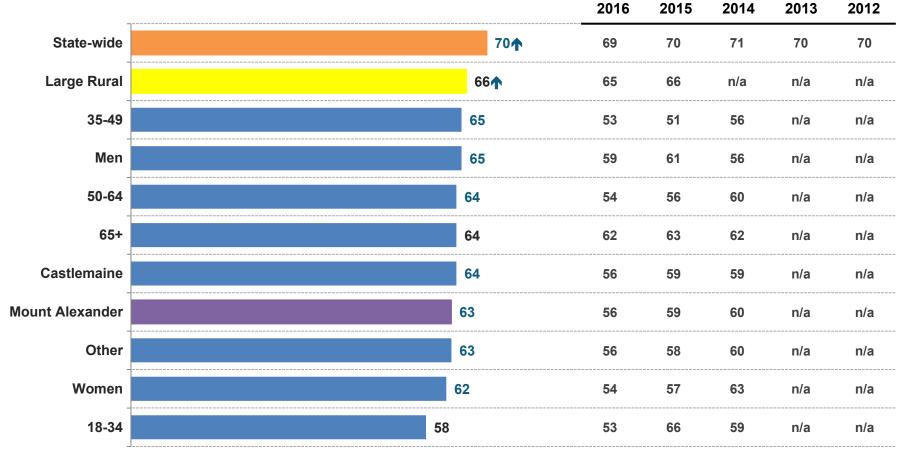
#### 2017 Recreational Facilities Importance



### PERFORMANCE INDEX SCORES



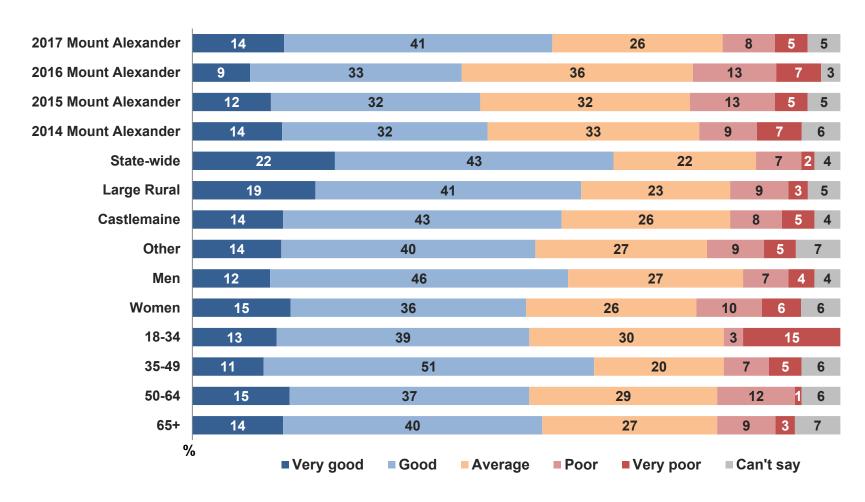
## 2017 Recreational Facilities Performance



### PERFORMANCE DETAILED PERCENTAGES



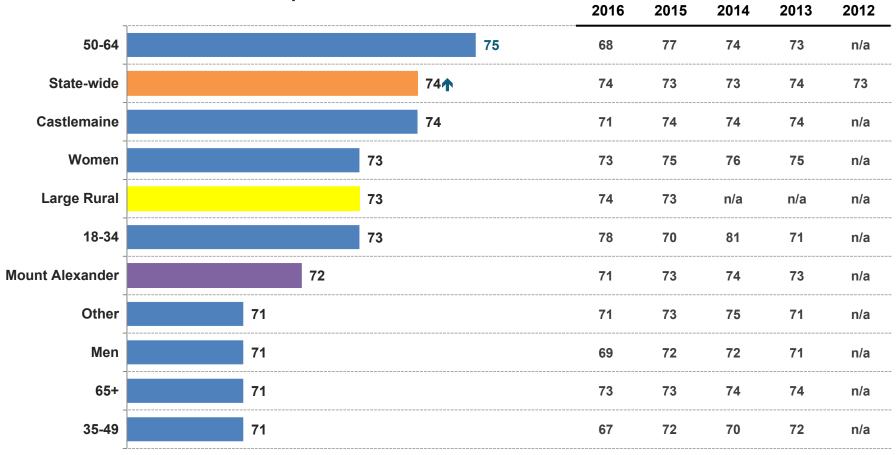
#### 2017 Recreational Facilities Performance



### **IMPORTANCE INDEX SCORES**



### 2017 Public Areas Importance

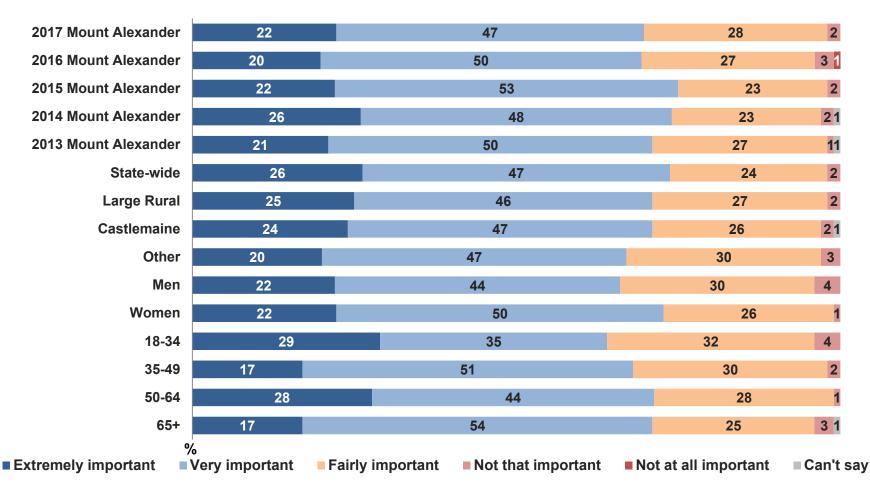


Q1. Firstly, how important should 'the appearance of public areas' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 28 Councils asked group: 5 Note: Please see page 5 for explanation about significant differences

### **IMPORTANCE DETAILED PERCENTAGES**



### 2017 Public Areas Importance



### PERFORMANCE INDEX SCORES

65+



#### 2017 Public Areas Performance 2016 2015 2014 2013 2012 18-34 **78** 68 76 n/a n/a n/a State-wide 71 71 72 72 71 71 Other 71 67 70 n/a n/a n/a Women 71 65 69 n/a n/a n/a **Mount Alexander** 70 66 n/a 69 n/a n/a 50-64 70 64 67 n/a n/a n/a 70 Men 68 70 n/a n/a n/a 35-49 69 70 70 n/a n/a n/a Castlemaine 69 66 69 n/a n/a n/a Large Rural 69 69 n/a 69 n/a 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: 39 Councils asked group: 8 Note: Please see page 5 for explanation about significant differences

67

n/a

n/a

n/a

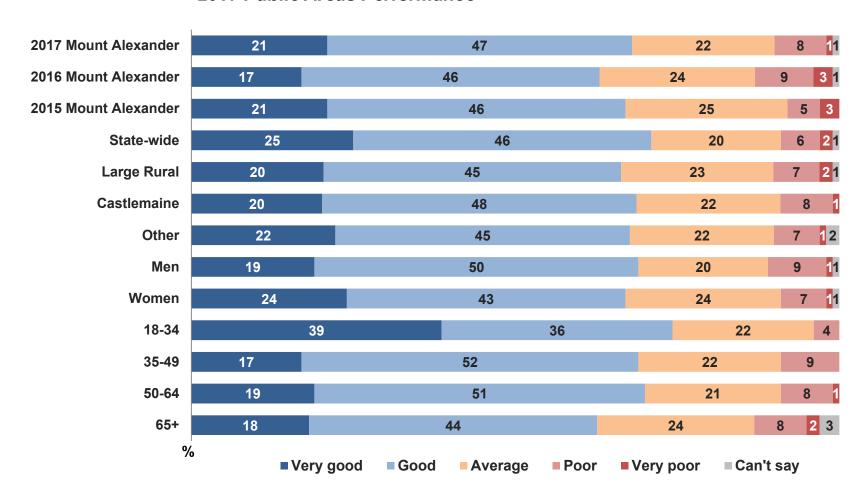
65

67

### PERFORMANCE DETAILED PERCENTAGES



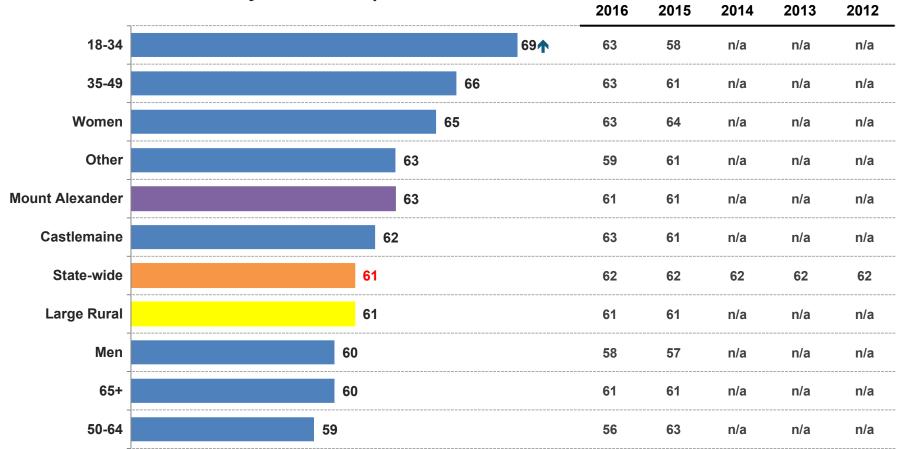
#### 2017 Public Areas Performance



## **IMPORTANCE INDEX SCORES**



### 2017 Community Activities Importance

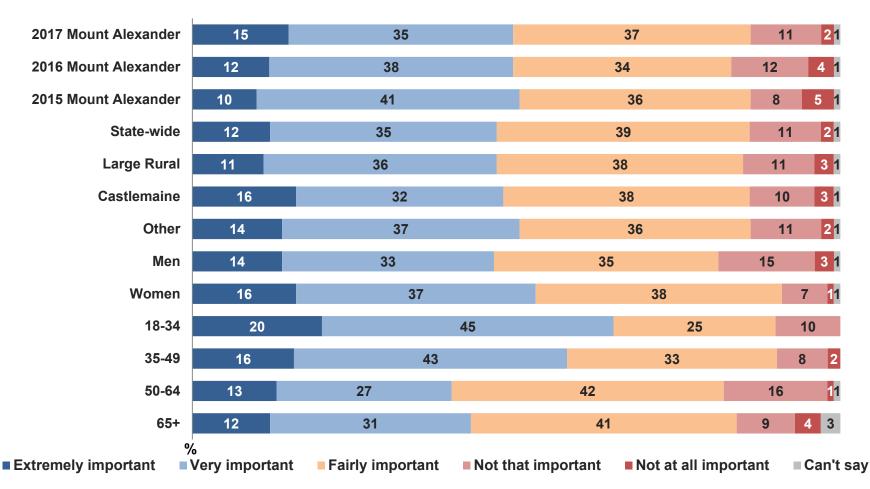


Q1. Firstly, how important should 'community and cultural activities' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 21 Councils asked group: 4 Note: Please see page 5 for explanation about significant differences

### **IMPORTANCE DETAILED PERCENTAGES**



### 2017 Community Activities Importance



## PERFORMANCE INDEX SCORES



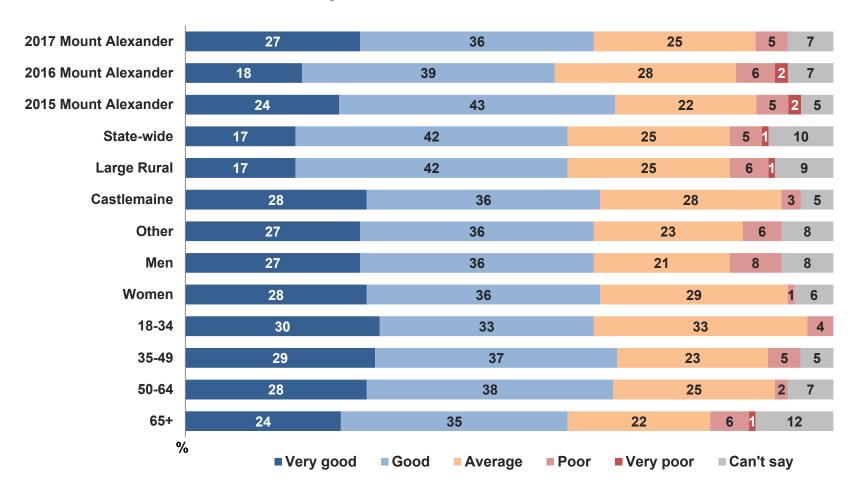
#### 2017 Community Activities Performance 2016 2015 2014 2013 2012 50-64 75 70 72 n/a n/a n/a Women 74 69 74 n/a n/a n/a 35-49 74 70 72 n/a n/a n/a Castlemaine **73** 68 72 n/a n/a n/a **Mount Alexander** 73 68 72 n/a n/a n/a Other **73** 67 71 n/a n/a n/a 18-34 72 69 75 n/a n/a n/a Men 72 66 70 n/a n/a n/a 65+ 71 63 70 n/a n/a n/a 69**\** State-wide 69 70 69 69 68 69**\** Large Rural 67 69 n/a n/a n/a

Q2. How has Council performed on 'community and cultural activities' over the last 12 months? Base: All respondents. Councils asked state-wide: 29 Councils asked group: 6 Note: Please see page 5 for explanation about significant differences

### PERFORMANCE DETAILED PERCENTAGES



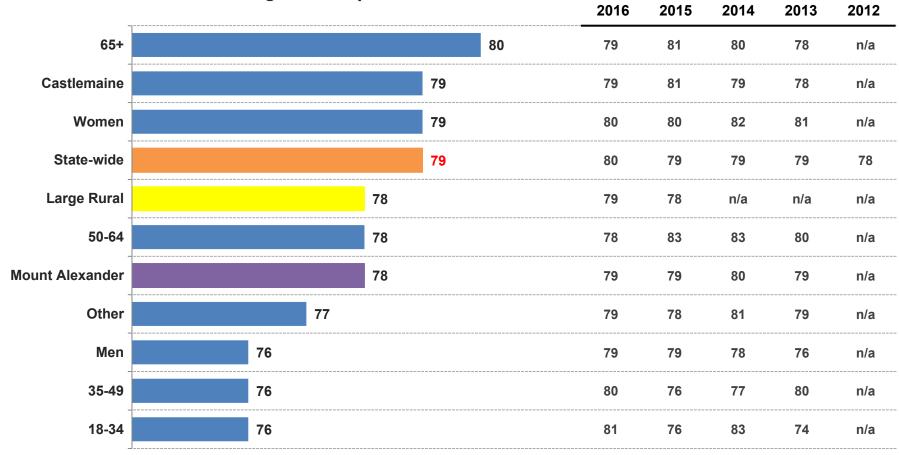
### 2017 Community Activities Performance



### **IMPORTANCE INDEX SCORES**



### 2017 Waste Management Importance

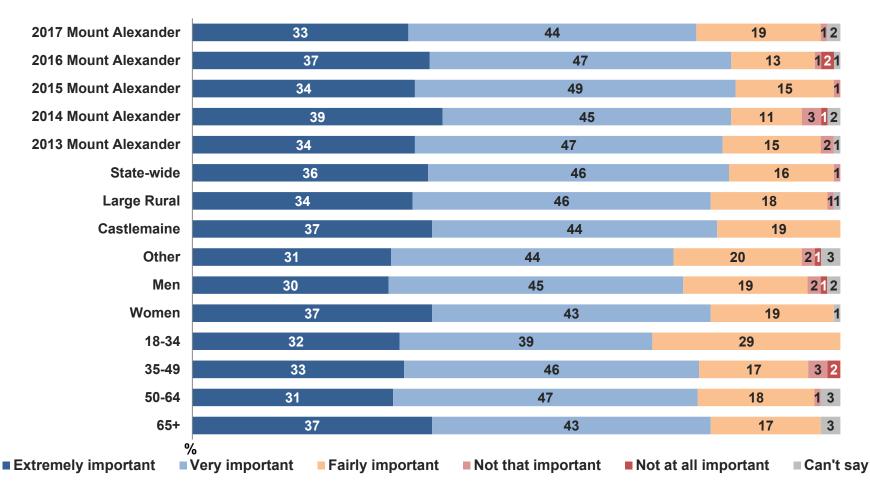


Q1. Firstly, how important should 'waste management' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 28 Councils asked group: 5 Note: Please see page 5 for explanation about significant differences

### **IMPORTANCE DETAILED PERCENTAGES**



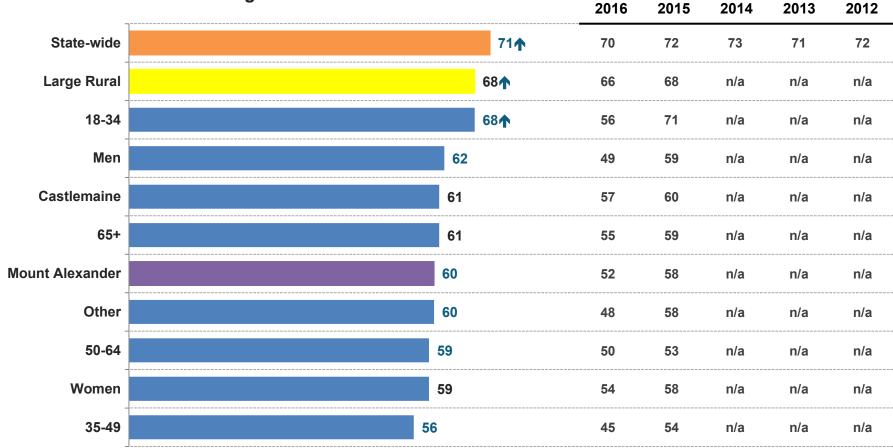
### 2017 Waste Management Importance



## PERFORMANCE INDEX SCORES



### 2017 Waste Management Performance

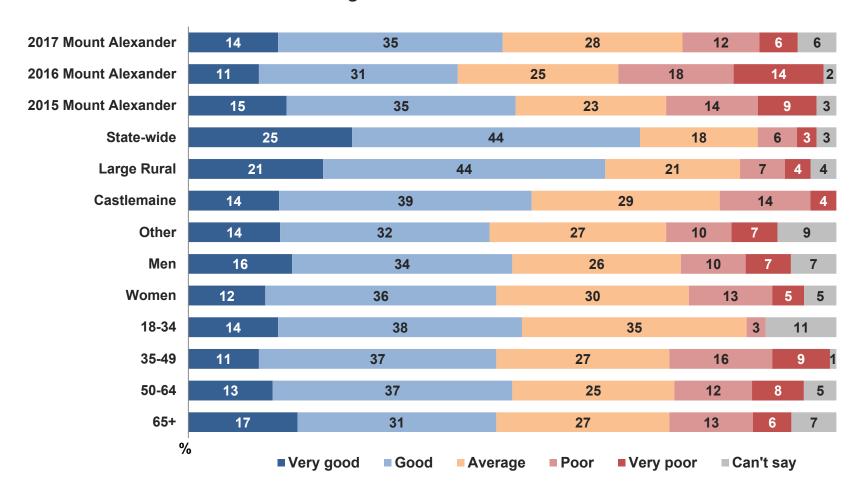


Q2. How has Council performed on 'waste management' over the last 12 months? Base: All respondents. Councils asked state-wide: 38 Councils asked group: 9 Note: Please see page 5 for explanation about significant differences

### PERFORMANCE DETAILED PERCENTAGES



### 2017 Waste Management Performance

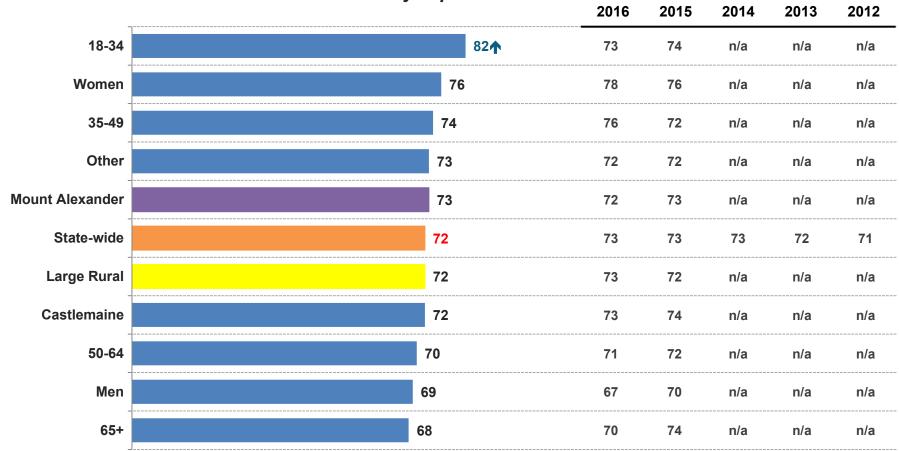


# **2017 ENVIRONMENTAL SUSTAINABILITY**

### **IMPORTANCE INDEX SCORES**



### 2017 Environmental Sustainability Importance



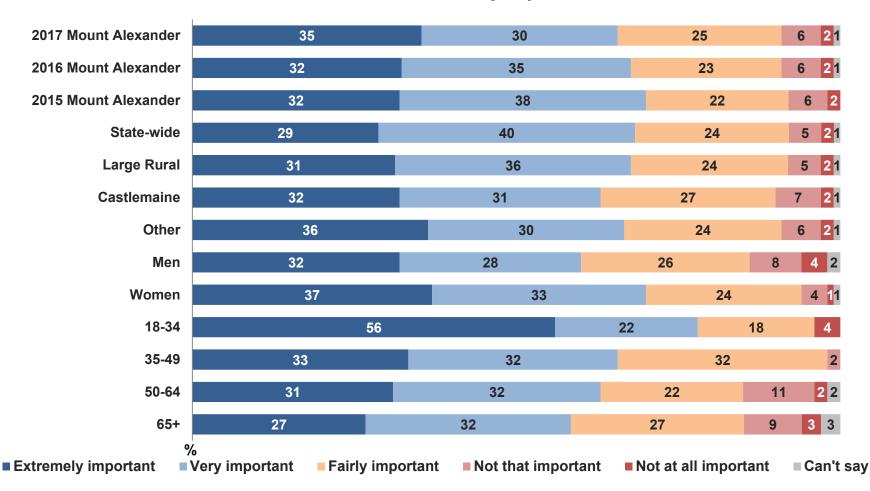
Q1. Firstly, how important should 'environmental sustainability' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 20 Councils asked group: 3 Note: Please see page 5 for explanation about significant differences

# 2017 ENVIRONMENTAL SUSTAINABILITY

### **IMPORTANCE DETAILED PERCENTAGES**



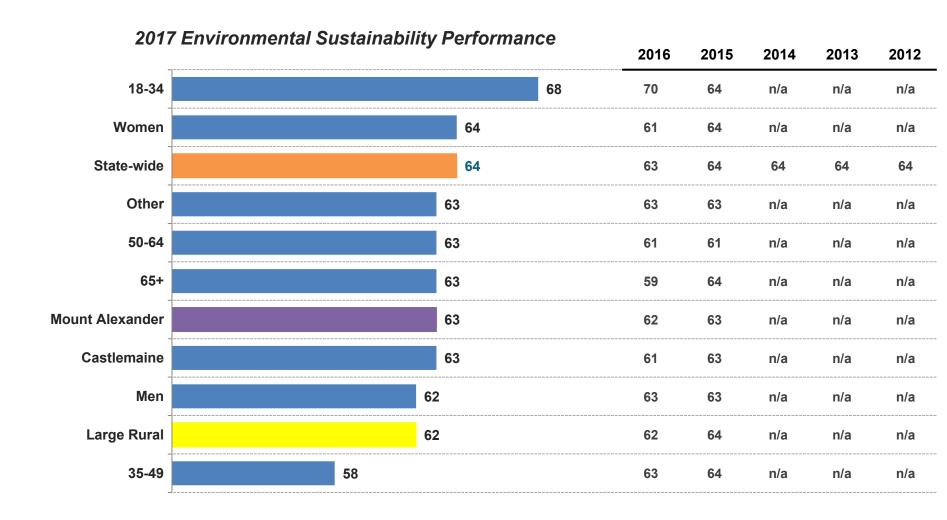
### 2017 Environmental Sustainability Importance



# **2017 ENVIRONMENTAL SUSTAINABILITY**

### PERFORMANCE INDEX SCORES





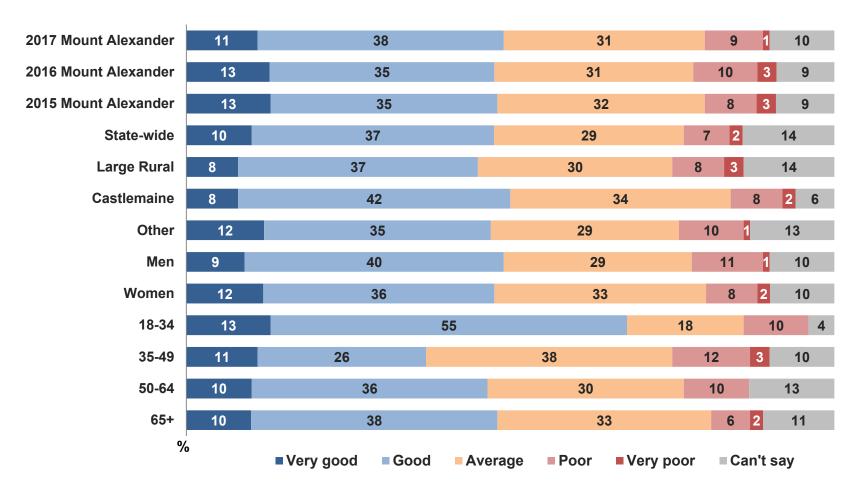
Q2. How has Council performed on 'environmental sustainability' over the last 12 months? Base: All respondents. Councils asked state-wide: 29 Councils asked group: 6 Note: Please see page 5 for explanation about significant differences

## 2017 ENVIRONMENTAL SUSTAINABILITY

#### PERFORMANCE DETAILED PERCENTAGES



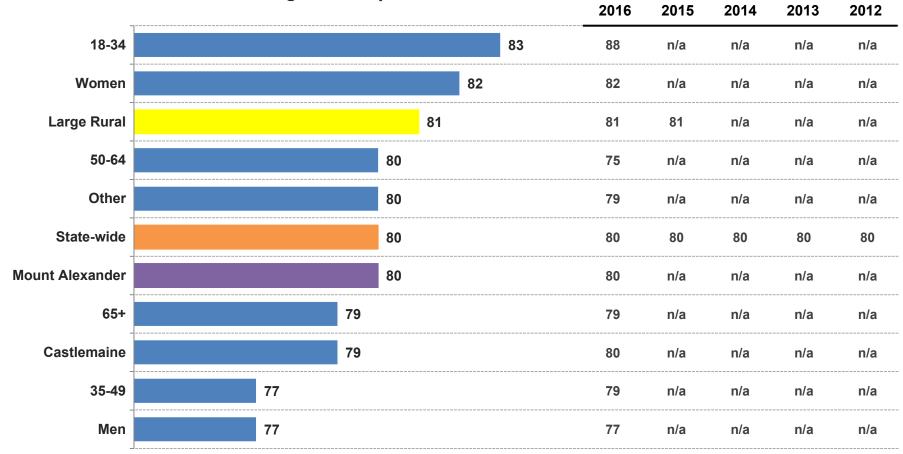
#### 2017 Environmental Sustainability Performance



#### **IMPORTANCE INDEX SCORES**



#### 2017 Disaster Management Importance



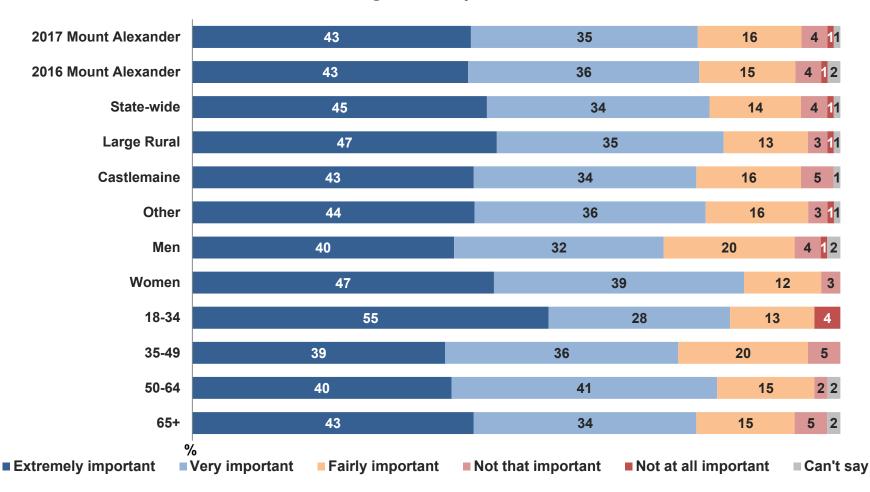
Q1. Firstly, how important should 'emergency and disaster management' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 19 Councils asked group: 4

Note: Please see page 5 for explanation about significant differences

#### **IMPORTANCE DETAILED PERCENTAGES**



#### 2017 Disaster Management Importance



#### PERFORMANCE INDEX SCORES



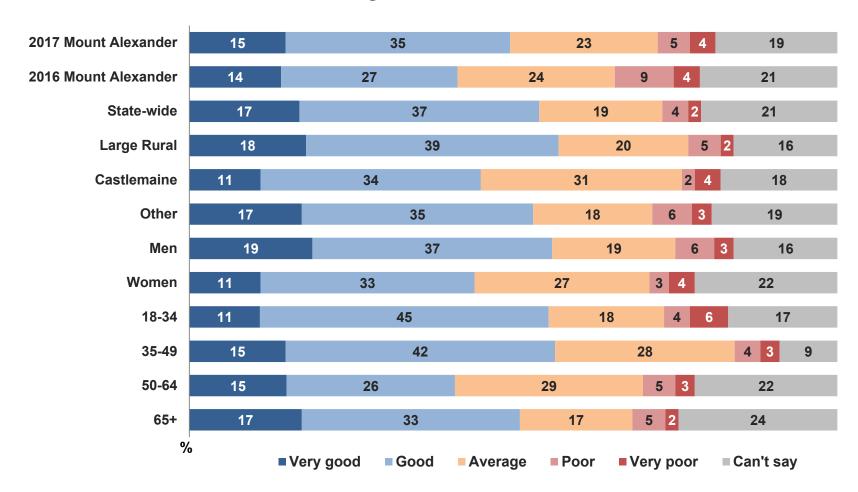
#### 2017 Disaster Management Performance 2016 2015 2014 2013 2012 State-wide **70** 69 71 70 70 70 Large Rural 70 70 71 n/a n/a n/a 65+ 69 63 n/a n/a n/a n/a Men 68 64 n/a n/a n/a n/a Other 68 63 n/a n/a n/a n/a 35-49 67 60 n/a n/a n/a n/a **Mount Alexander** 66 62 n/a n/a n/a n/a 18-34 65 70 n/a n/a n/a n/a Castlemaine 64 62 n/a n/a n/a n/a 50-64 64 58 n/a n/a n/a n/a Women 64 60 n/a n/a 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: 24 Councils asked group: 6
Note: Please see page 5 for explanation about significant differences

#### PERFORMANCE DETAILED PERCENTAGES



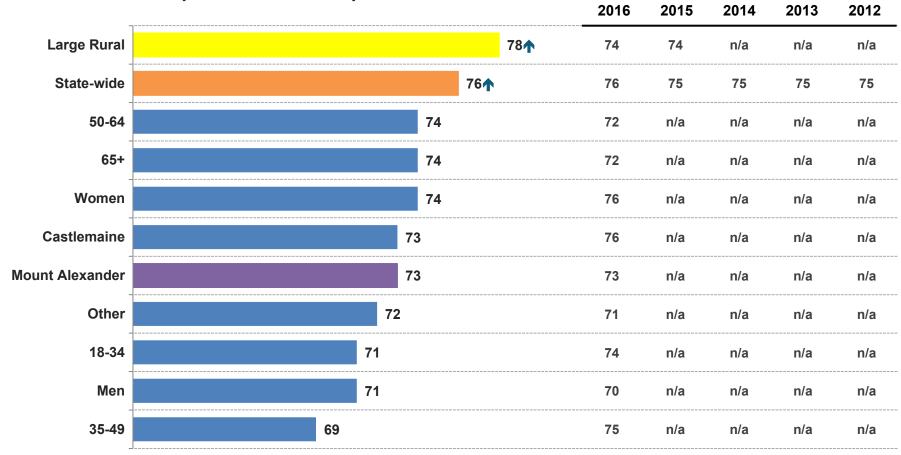
#### 2017 Disaster Management Performance



#### **IMPORTANCE INDEX SCORES**



#### 2017 Population Growth Importance



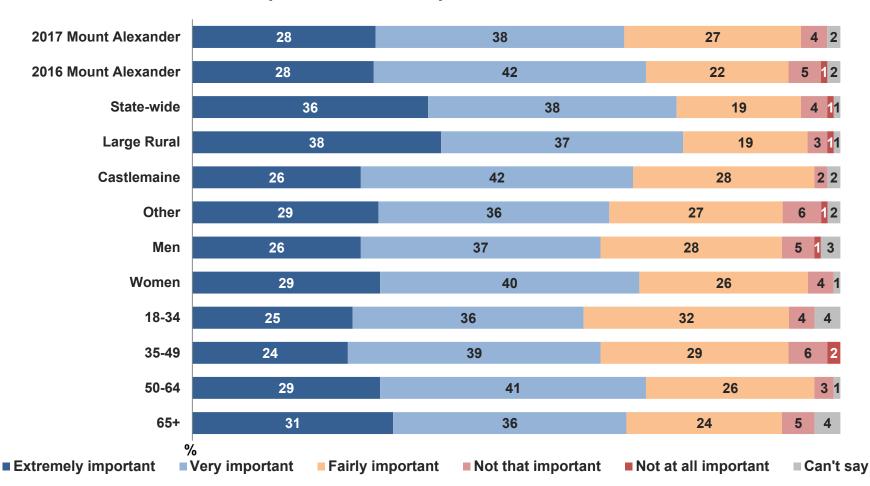
Q1. Firstly, how important should 'planning for population growth in the area' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 15 Councils asked group: 3

Note: Please see page 5 for explanation about significant differences

#### **IMPORTANCE DETAILED PERCENTAGES**

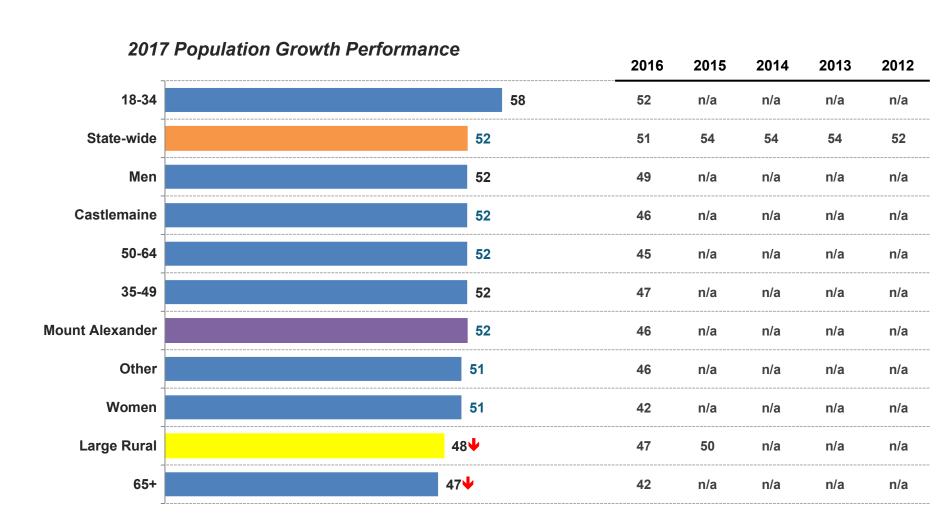


#### 2017 Population Growth Importance



#### PERFORMANCE INDEX SCORES



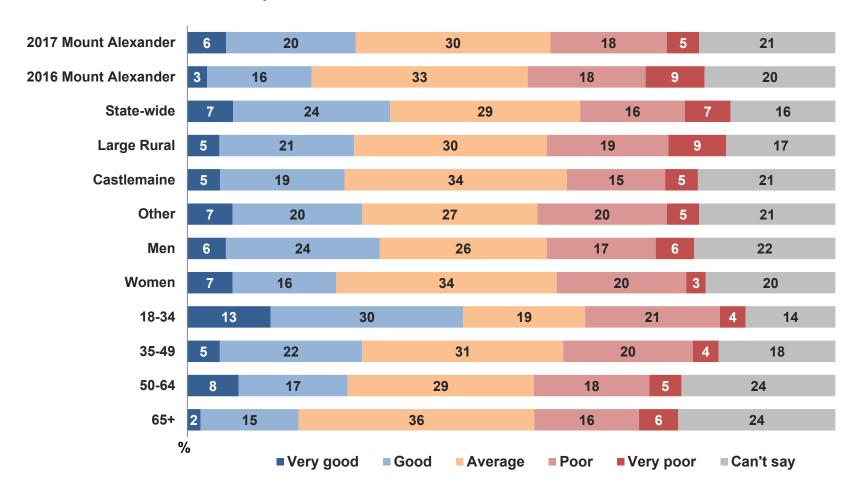


Q2. How has Council performed on 'planning for population growth in the area' over the last 12 months? Base: All respondents. Councils asked state-wide: 20 Councils asked group: 4 Note: Please see page 5 for explanation about significant differences

#### PERFORMANCE DETAILED PERCENTAGES



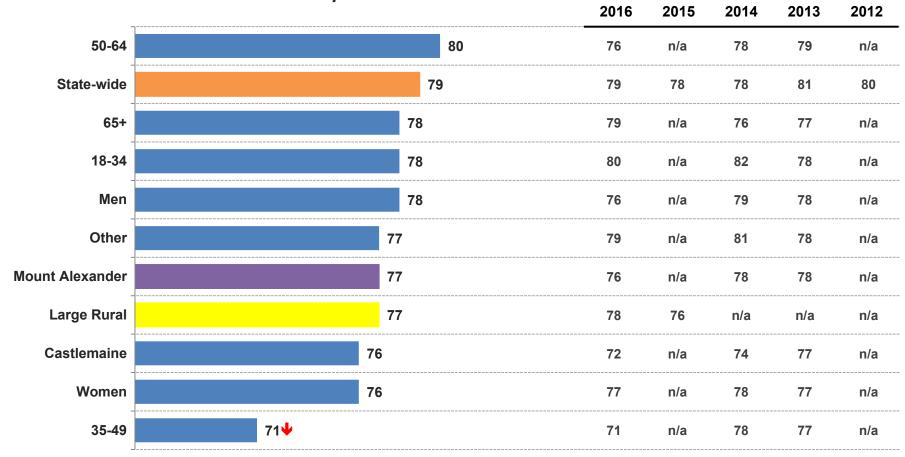
#### 2017 Population Growth Performance



#### **IMPORTANCE INDEX SCORES**



#### 2017 Unsealed Roads Importance



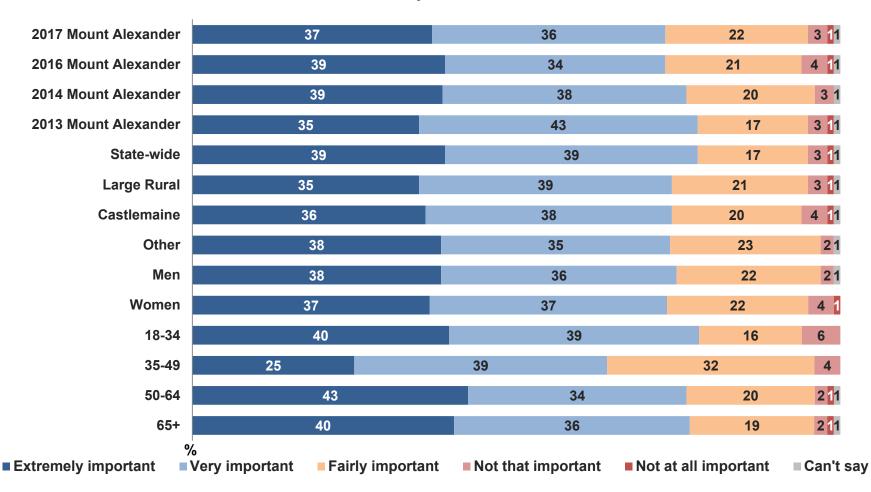
Q1. Firstly, how important should 'maintenance of unsealed roads in your area' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 13 Councils asked group: 4

Note: Please see page 5 for explanation about significant differences

#### **IMPORTANCE DETAILED PERCENTAGES**

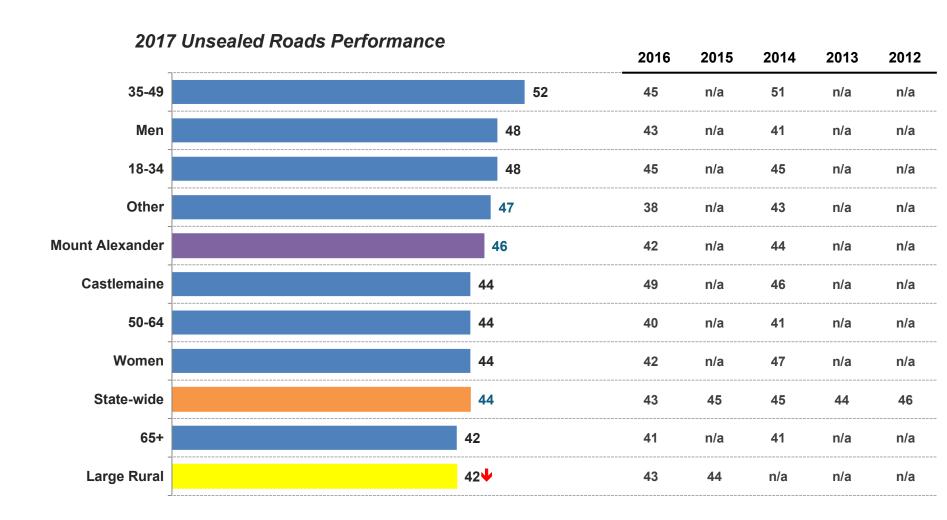


#### 2017 Unsealed Roads Importance



#### PERFORMANCE INDEX SCORES



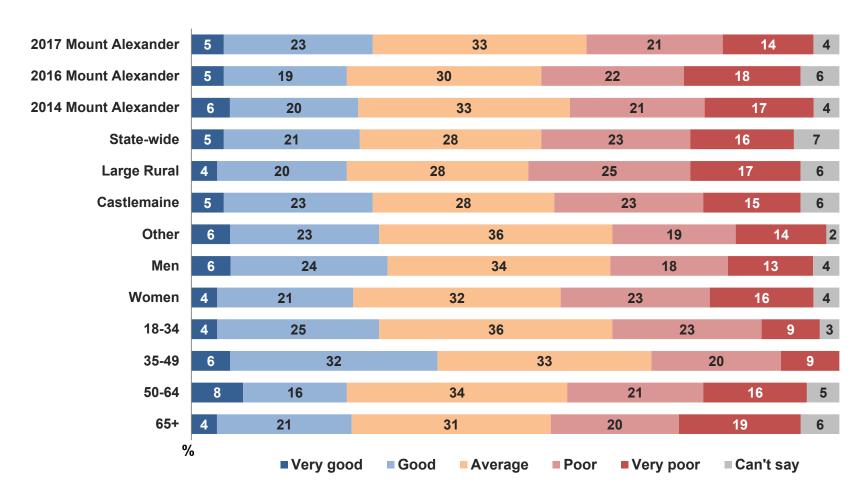


Q2. How has Council performed on 'maintenance of unsealed roads in your area' over the last 12 months? Base: All respondents. Councils asked state-wide: 18 Councils asked group: 7 Note: Please see page 5 for explanation about significant differences

#### PERFORMANCE DETAILED PERCENTAGES



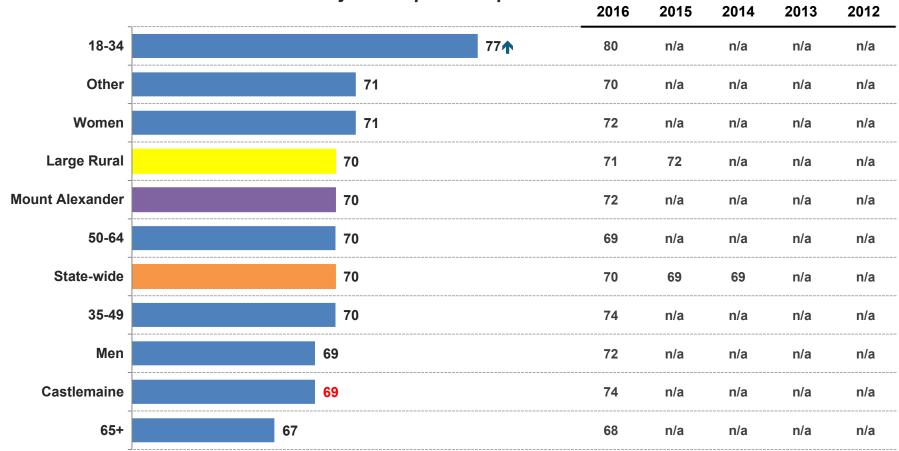
#### 2017 Unsealed Roads Performance



#### **IMPORTANCE INDEX SCORES**



#### 2017 Business/Community Development Importance



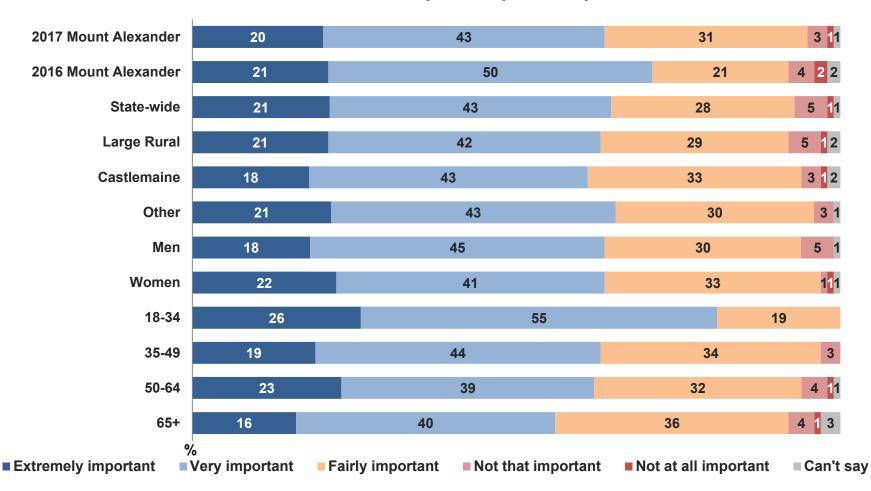
Q1. Firstly, how important should 'business and community development' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 7 Councils asked group: 3

Note: Please see page 5 for explanation about significant differences

#### **IMPORTANCE DETAILED PERCENTAGES**



#### 2017 Business/Community Development Importance



#### PERFORMANCE INDEX SCORES



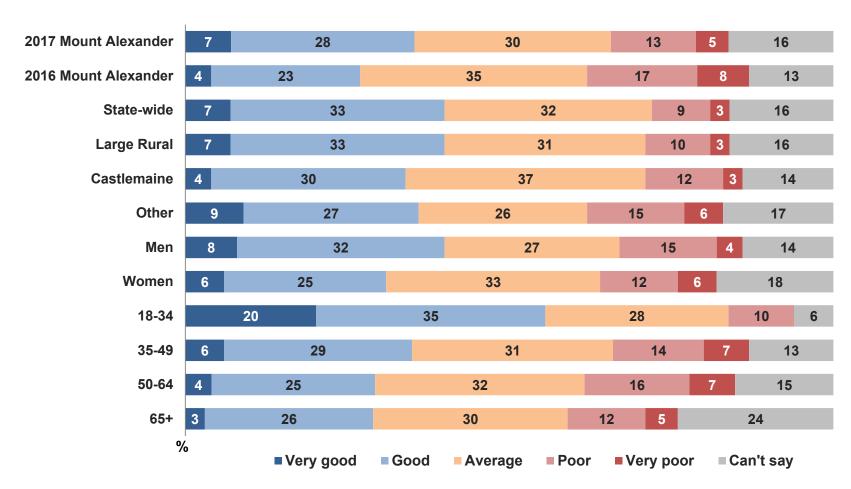
2017 Business/Community Development Performance 2016 2015 2014 2013 2012 18-34 **68** 52 n/a n/a n/a n/a State-wide 60**↑** 62 60 60 n/a n/a Large Rural **59** 58 60 n/a n/a n/a Men 57 50 n/a n/a n/a n/a Castlemaine 56 50 n/a n/a n/a n/a **Mount Alexander** 56 49 n/a n/a n/a n/a Other 55 48 n/a n/a n/a n/a 35-49 54 49 n/a n/a n/a n/a Women 54 48 n/a n/a n/a n/a 65+ 54 49 n/a n/a n/a n/a 50-64 51 46 n/a n/a 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: 12 Councils asked group: 4 Note: Please see page 5 for explanation about significant differences

#### PERFORMANCE DETAILED PERCENTAGES



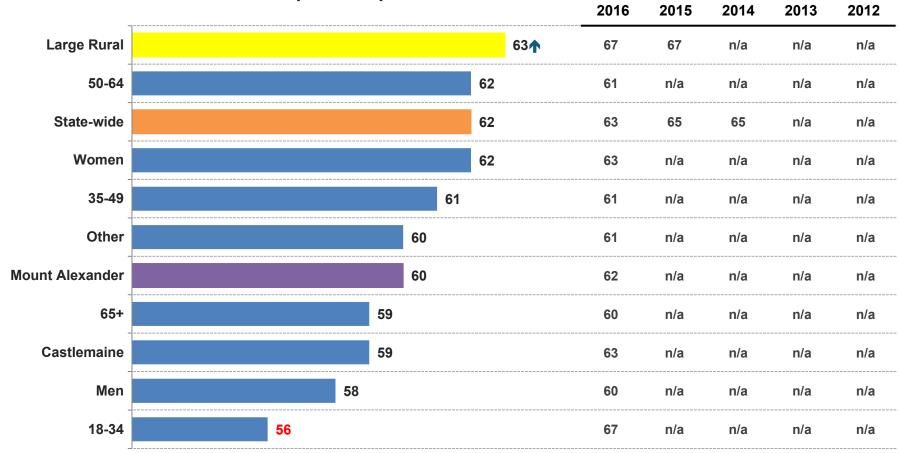
#### 2017 Business/Community Development Performance



#### **IMPORTANCE INDEX SCORES**



#### 2017 Tourism Development Importance

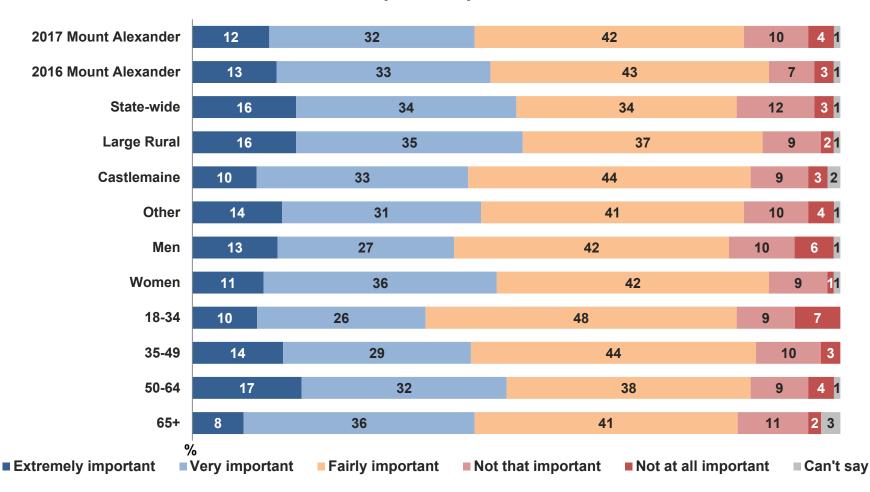


Q1. Firstly, how important should 'tourism development' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 7 Councils asked group: 3 Note: Please see page 5 for explanation about significant differences

#### **IMPORTANCE DETAILED PERCENTAGES**

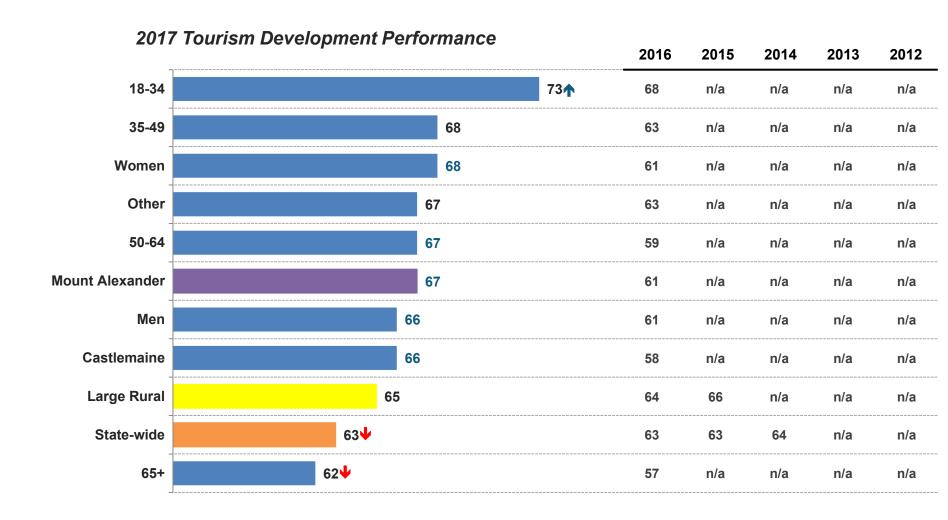


#### 2017 Tourism Development Importance



#### PERFORMANCE INDEX SCORES

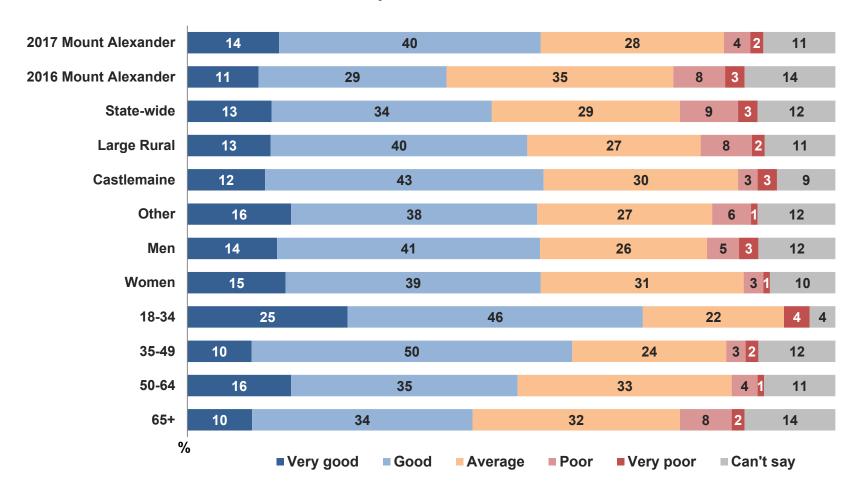




#### PERFORMANCE DETAILED PERCENTAGES



#### 2017 Tourism Development Performance

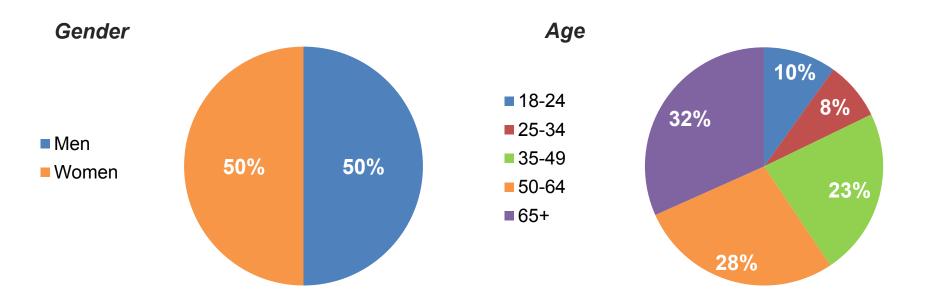


# DETAILED DEMOGRAPHICS



# 2017 GENDER AND AGE PROFILE



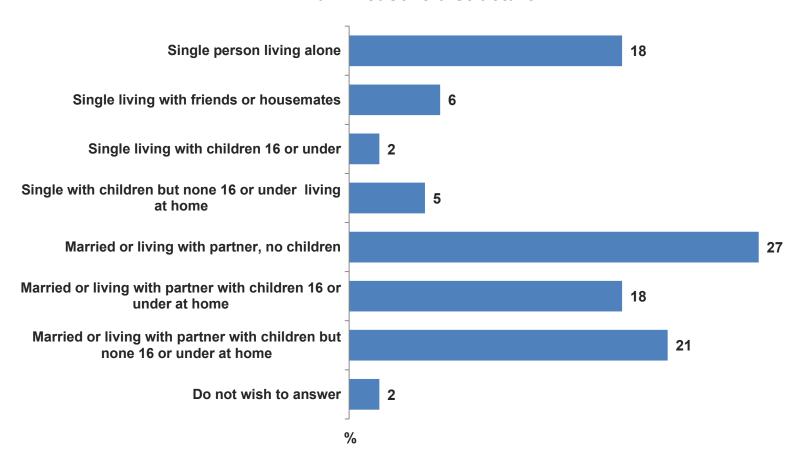


Please note that for the reason of simplifying reporting, interlocking age and gender reporting has not been included in this report. Interlocking age and gender analysis is still available in the dashboard and data tables provided alongside this report.

# 2017 HOUSEHOLD STRUCTURE



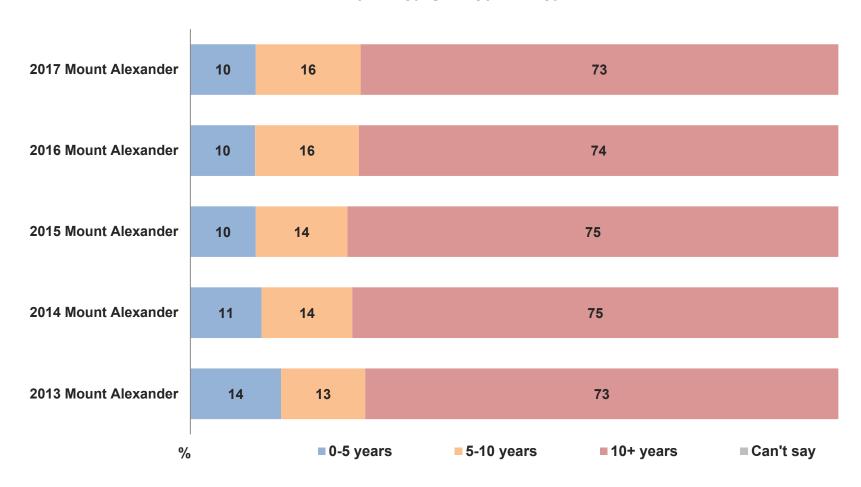
#### 2017 Household Structure



# **2017 YEARS LIVED IN AREA**



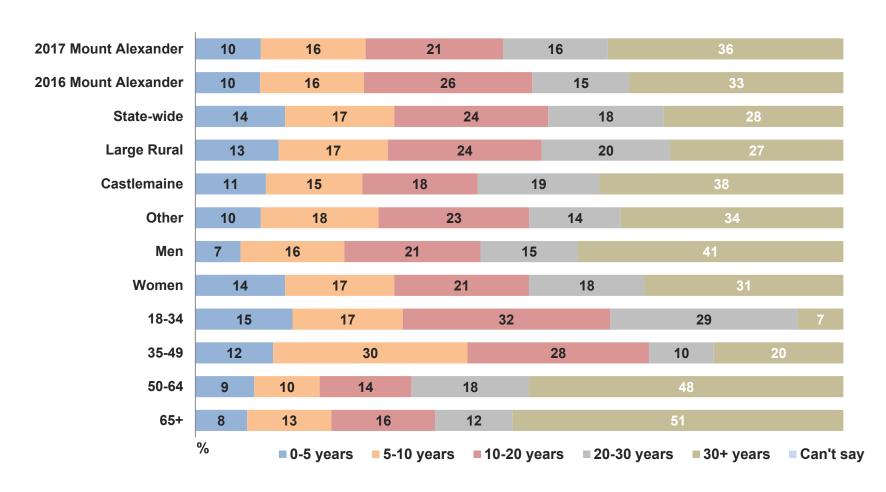
#### 2017 Years Lived in Area



# **2017 YEARS LIVED IN AREA**



#### 2017 Years Lived in Area



# APPENDIX A: DETAILED SURVEY TABULATIONS AVAILABLE IN SUPPLIED EXCEL FILE



# APPENDIX B: FURTHER PROJECT INFORMATION



# APPENDIX B: BACKGROUND AND OBJECTIVES



The survey was revised in 2012. As a result:

- The survey is now conducted as a representative random probability survey of residents aged 18 years or over in local councils, whereas previously it was conducted as a 'head of household' survey.
- As part of the change to a representative resident survey, results are now weighted post survey to the known population distribution of 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 2012-2017 have been made throughout this report as appropriate.** 

# APPENDIX B: MARGINS OF ERROR



The sample size for the 2017 State-wide Local Government Community Satisfaction Survey for 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 15,000 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	172	199	+/-7.5
Women	228	201	+/-6.5
Castlemaine	169	160	+/-7.5
Other	231	240	+/-6.4
18-34 years	31	69	+/-17.9
35-49 years	78	91	+/-11.1
50-64 years	137	112	+/-8.4
65+ years	154	128	+/-7.9



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

#### **Council Groups**

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, Campaspe, 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 2017 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.



#### **Index Scores**

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

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

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



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

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

# APPENDIX B: INDEX SCORE IMPLICATIONS



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

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

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

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

# APPENDIX B: INDEX SCORE SIGNIFICANT DIFFERENCE CALCULATION



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

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

#### Where:

>\$1 = Index Score 1

>\$2 = Index Score 2

>\$3 = unweighted sample count 1

>\$4 = unweighted sample count 1

▶\$5 = standard deviation 1

▶\$6 = standard deviation 2

All figures can be sourced from the detailed cross tabulations.

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



#### **Core, Optional and Tailored Questions**

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

#### These core questions comprised:

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

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



#### Reporting

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

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

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

# APPENDIX B: GLOSSARY OF TERMS



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

CSS: 2017 Victorian Local Government Community Satisfaction Survey.

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

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

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

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

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

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

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

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

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

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

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

THERE ARE OVER
6 MILLION PEOPLE
IN VICTORIA...

FIND OUT
WHAT THEY'RE
THINKING.

Contact Us: 03 8685 8555

John Scales
Managing Director

Mark Zuker Managing Director

