



**LOCAL GOVERNMENT COMMUNITY SATISFACTION SURVEY
MILDURA RURAL CITY COUNCIL**

2017 RESEARCH REPORT

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

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BACKGROUND AND OBJECTIVES

Welcome to the report of results and recommendations for the 2017 State-wide Local Government Community Satisfaction Survey for Mildura Rural City 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 Mildura Rural City 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 Mildura Rural City Council.

Survey sample matched to the demographic profile of Mildura Rural City Council as determined by the most recent ABS population estimates was purchased from an accredited supplier of publicly available phone records, including up to 10% mobile phone numbers to cater to the diversity of residents within Mildura Rural City Council, particularly younger people.

A total of n=400 completed interviews were achieved in Mildura Rural City 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 18th May – 30th June.

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

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

SURVEY METHODOLOGY AND SAMPLING

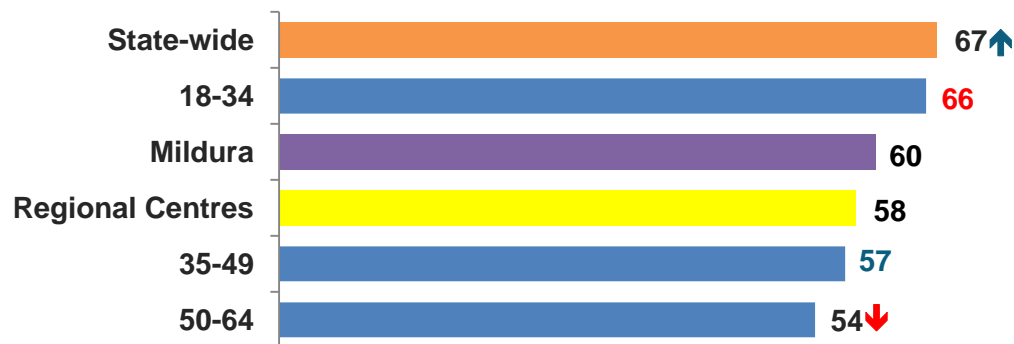
Within tables and index score charts throughout this report, statistically significant differences at the 95% confidence level are represented by upward directing blue and downward directing red arrows. Significance when noted indicates a significantly higher or lower result for the analysis group in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

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

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)



Note: Details on the calculations used to determine statistically significant differences may be found in Appendix B.

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



OVERALL COUNCIL PERFORMANCE

Results shown are index scores out of 100.

OVERALL PERFORMANCE

The **overall performance index score of 60** for Mildura Rural City Council represents a five point **improvement** on the 2016 result and a *significant increase* on last year. This is Council's highest rating for overall performance (Council achieved this score once before in 2013).

- Mildura Rural City Council's overall performance is rated statistically ***significantly higher*** (at the 95% confidence interval) **than the average rating for councils in the Regional Centres group** (index score of 57).
- **Males** (index score of 60, seven index points higher than 2016) and residents **aged 18 to 34 years** (index score of 65, six points higher than 2016) **are *significantly more favourable*** in their view of Council's overall performance than just one year ago. Ratings of overall performance among these two groups are at their highest levels to date.

More residents rate Mildura Rural City Council's overall performance as 'very good' (8%) than 'very poor' (3%). More than one-third of residents (34%) rate Council's overall performance as 'good', while a further 47% sit mid-scale providing an 'average' rating. Another 6% rate Council's overall performance as 'poor'.

OVERVIEW OF CORE PERFORMANCE MEASURES

Review of the core performance measures (as shown on page 17) shows that Mildura Rural City Council's **performance on almost every measure increased** compared to Council's own results in 2016. Results are also generally higher or equal to the Regional Centres and State-wide council averages.

- Mildura Rural City Council's ratings *increased significantly* in the past year on the measures of **making community decisions** (five points higher than 2016) and **overall council direction** (six points higher than 2016).
- Perceptions of overall council direction have fluctuated over time, but are trending upward, from an index score of 48 in 2012 to 56 currently. The younger cohort (residents aged 18 to 34) are the demographic group that are most favourable in their view of Council direction year on year.
- Council performs *significantly higher* than the averages for Regional Centres and State-wide councils on the measures of **consultation and engagement** and **sealed local roads**. It also performs *significantly higher* than the group average for **making community decisions** and the State-wide average for councils for **overall council direction**.

In the area of **customer service** (index score of 70), Mildura Rural City Council is *similar* to the State-wide (index score of 69) and Regional Centres (index score of 72) council averages. **This is Mildura Rural City Council's best performing area.**

Half (52%) of Mildura Rural City Council residents have had recent contact with Council.

- Those aged 65+ years are *significantly less likely* to have contacted Council (41%).

As mentioned previously, with an index score of 70, customer service is Council's strongest area of performance and a positive result for Council.

- One-quarter (26%) rate Council's customer service as 'very good', with a further 43% rating customer service as 'good', generally consistent with 2016.
- Although performance on this measure dropped one point, customer service ratings have remained generally consistent since 2014.
- Notwithstanding this, the current result represents Council's lowest rating on customer service to date, from the peak index rating of 75 in 2013.

Perceptions of customer service are relatively consistent across all demographic groups, meaning there is no particular cohort that Council should focus its attention on. Rather, Council should aim to improve customer service across all groups.

FOCUS AREAS FOR COMING 12 MONTHS

For the coming 12 months, Mildura Rural City Council should pay particular attention to the areas where performance ratings are lower than what Council has previously achieved, to ensure that perceptions do not further decline. This makes customer service a key priority.

It is noted that (relative to other services areas), Council is **performing well in the area of customer service**. However, historically, we have seen higher performance ratings for Council on this measure, and so efforts should be made to ensure this does not deteriorate further.

Consideration should also be given to Mildura Rural City Council residents aged 50 to 64 years, who appear to be most driving negative opinion in 2017.

➤ Residents aged 50 to 64 years had the most contact with Council in the last 12 months.

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 higher result than 2016)

- Overall performance
- Making community decisions
- Overall council direction

Lower results in 2017

(Significantly lower result than 2016)

- None applicable

Most favourably disposed towards Council

- Aged 18-34 years

Least favourably disposed towards Council

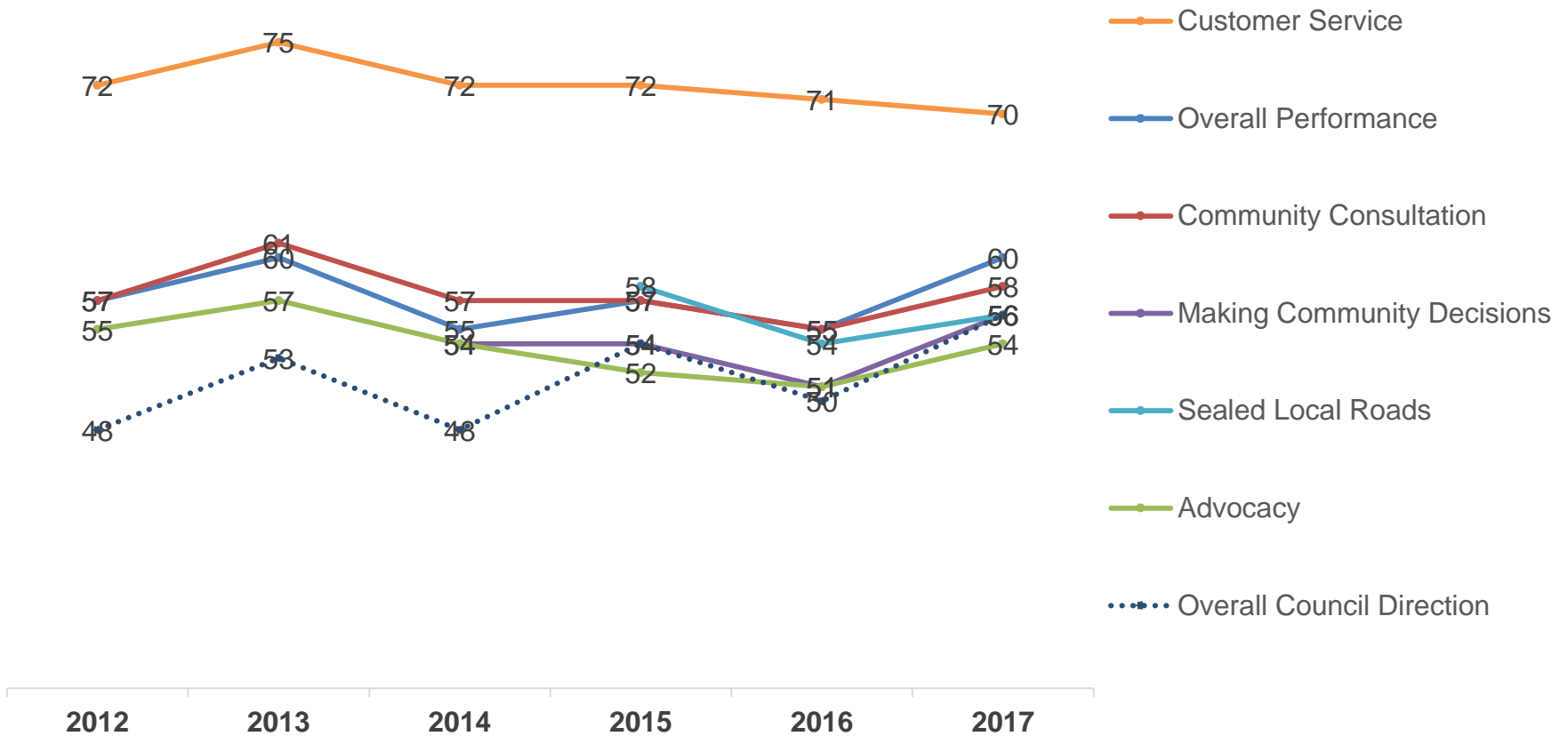
- Aged 50-64 years



SUMMARY OF FINDINGS

2017 SUMMARY OF CORE MEASURES

INDEX SCORE RESULTS



2017 SUMMARY OF CORE MEASURES

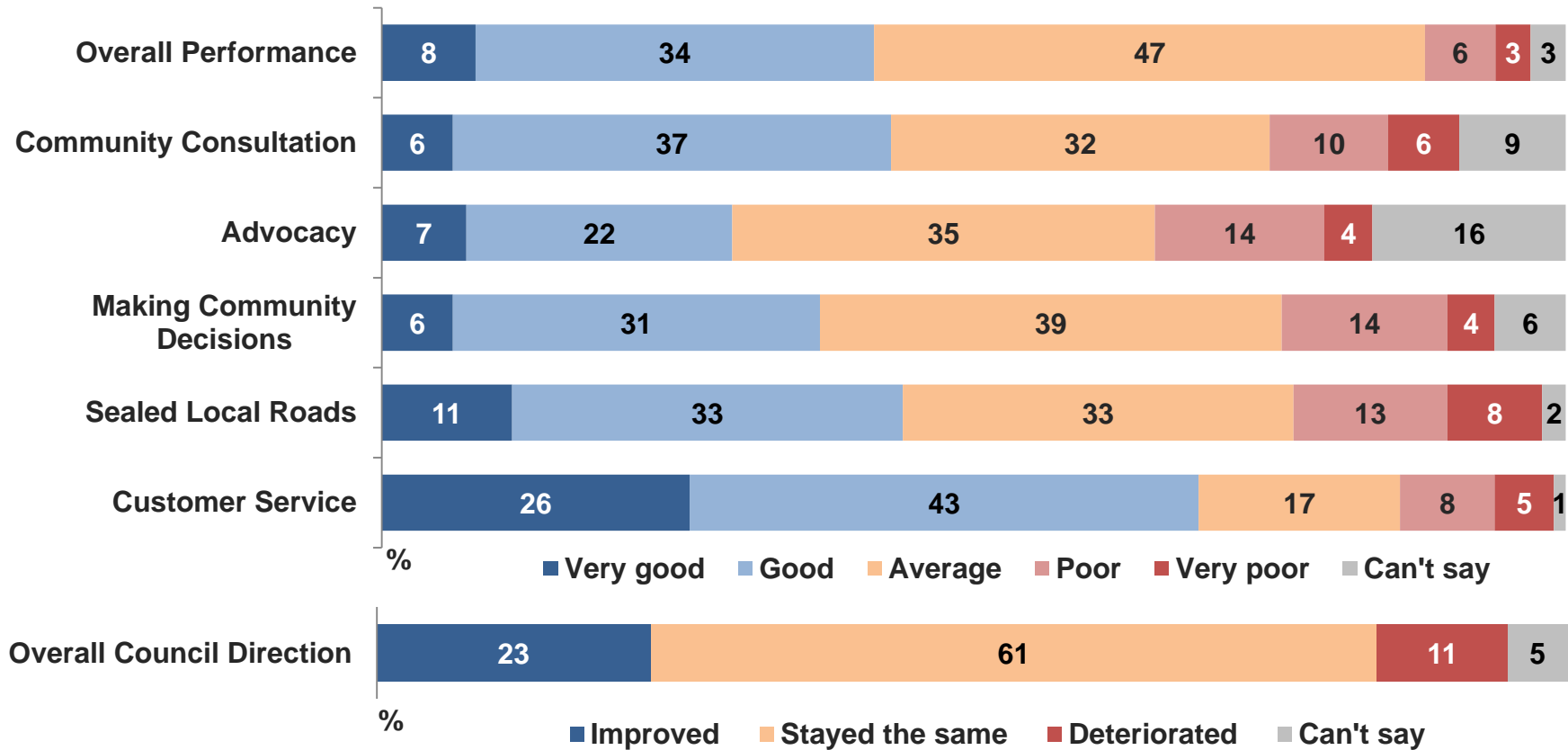
DETAILED ANALYSIS

Performance Measures	Mildura 2017	Mildura 2016	Regional Centres 2017	State-wide 2017	Highest score	Lowest score
OVERALL PERFORMANCE	60	55	57	59	Aged 18-34 years	Aged 50-64 years
COMMUNITY CONSULTATION (Community consultation and engagement)	58	55	54	55	Aged 18-34 years	Aged 50-64 years
ADVOCACY (Lobbying on behalf of the community)	54	51	54	54	Aged 18-34 years	Aged 50-64 years
MAKING COMMUNITY DECISIONS (Decisions made in the interest of the community)	56	51	52	54	Aged 18-34 years	Aged 50-64 years
SEALED LOCAL ROADS (Condition of sealed local roads)	56	54	53	53	Aged 18-34 years	Aged 50-64 years
CUSTOMER SERVICE	70	71	72	69	Women	Men
OVERALL COUNCIL DIRECTION	56	50	55	53	Aged 18-34 years	Aged 50-64 years

2017 SUMMARY OF KEY COMMUNITY SATISFACTION

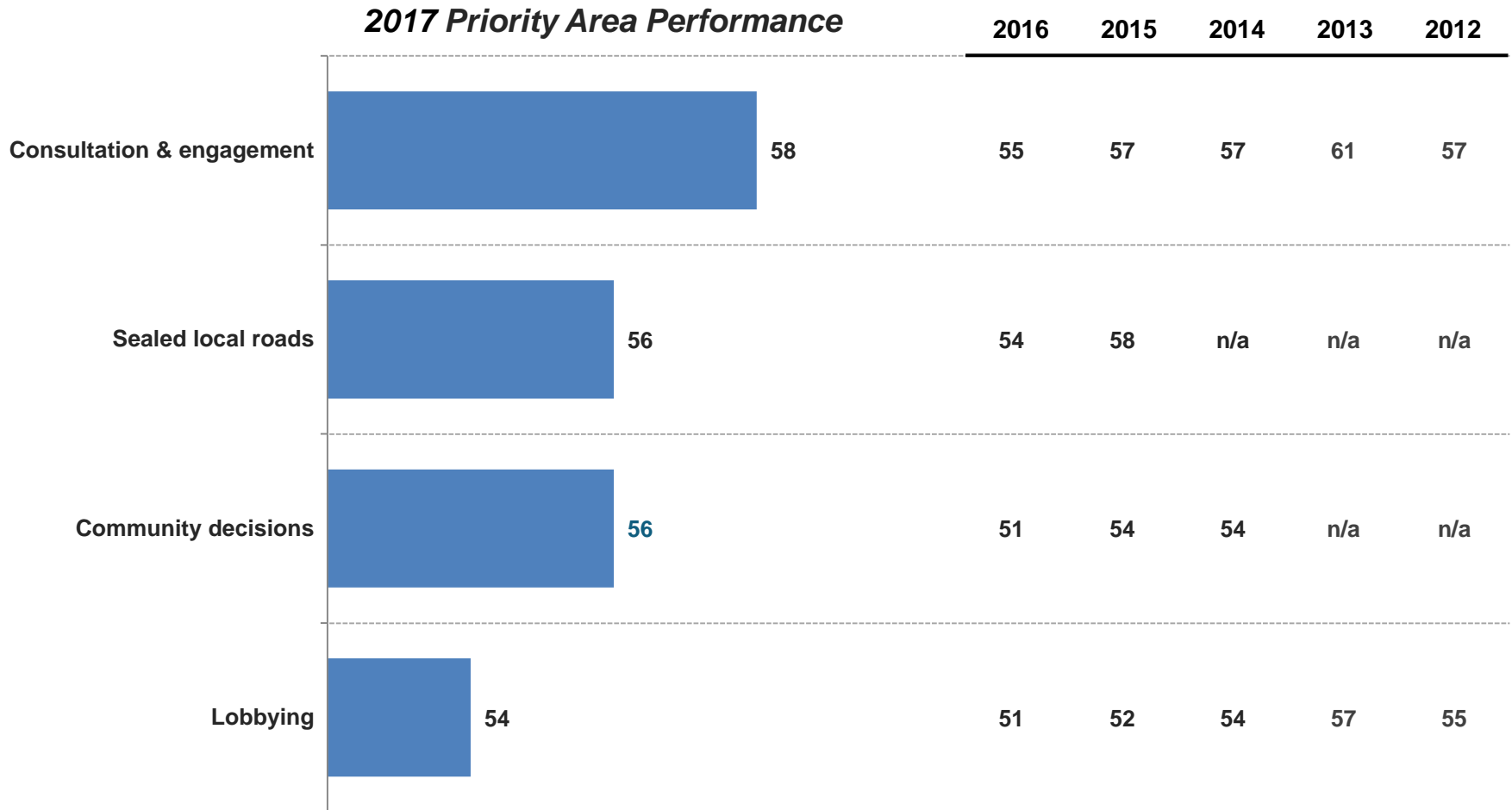
PERCENTAGE RESULTS

Key Measures Summary Results



2017 PERFORMANCE SUMMARY

INDEX SCORES OVER TIME



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

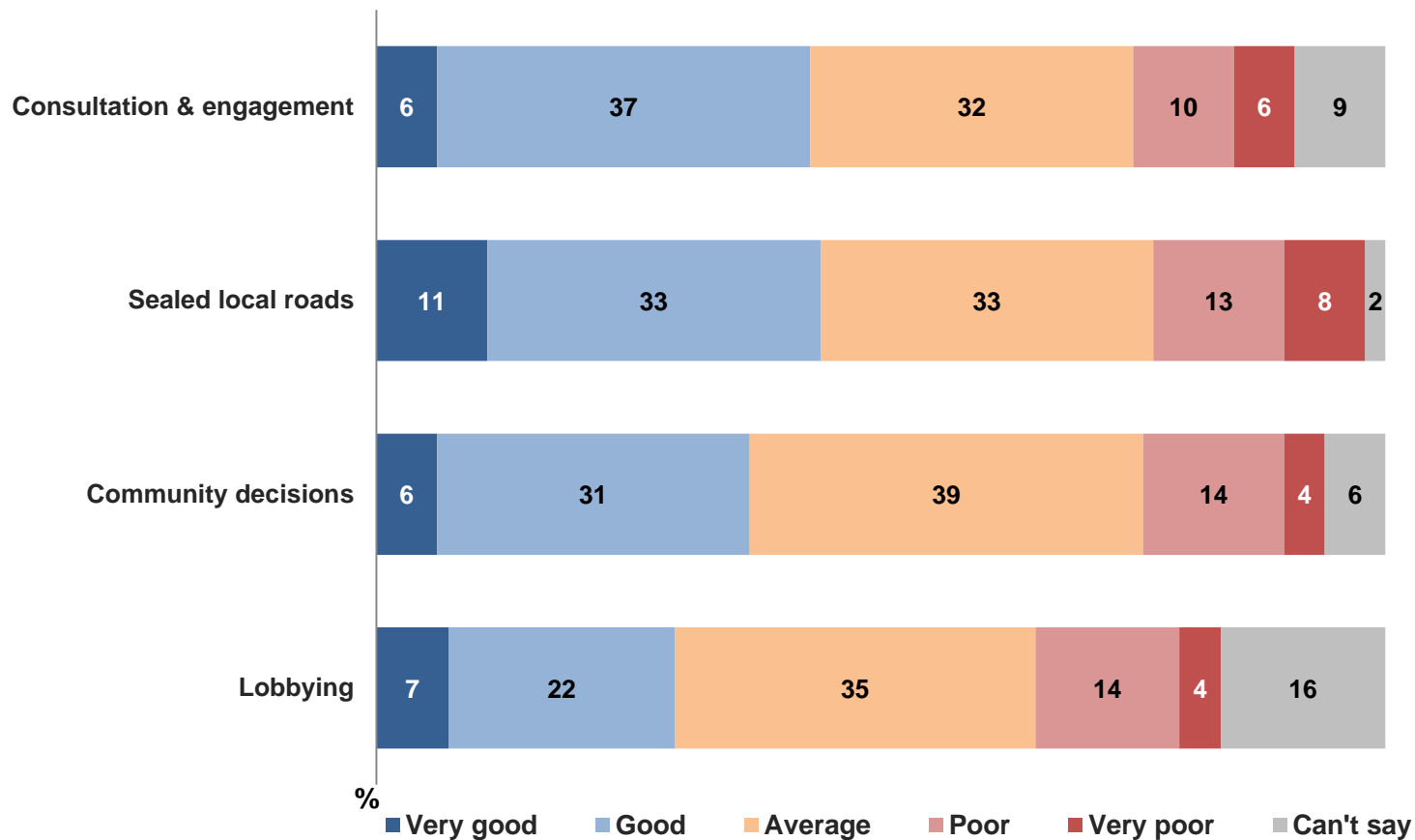
Base: All respondents. Councils asked state-wide: 68 Councils asked group: 9

Note: Please see page 5 for explanation of significant differences

INDIVIDUAL SERVICE AREAS PERFORMANCE

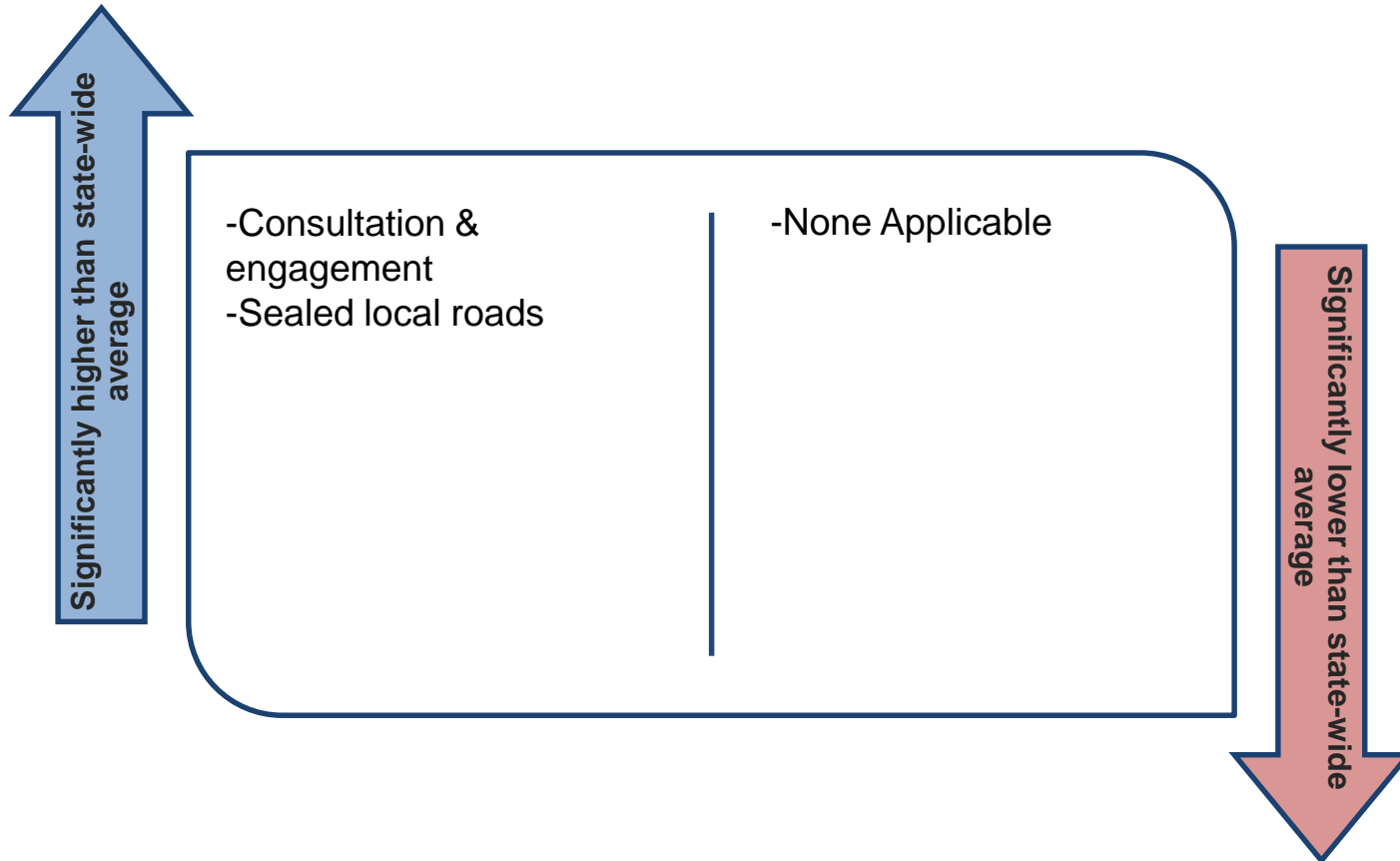
DETAILED PERCENTAGES

Individual Service Areas Performance



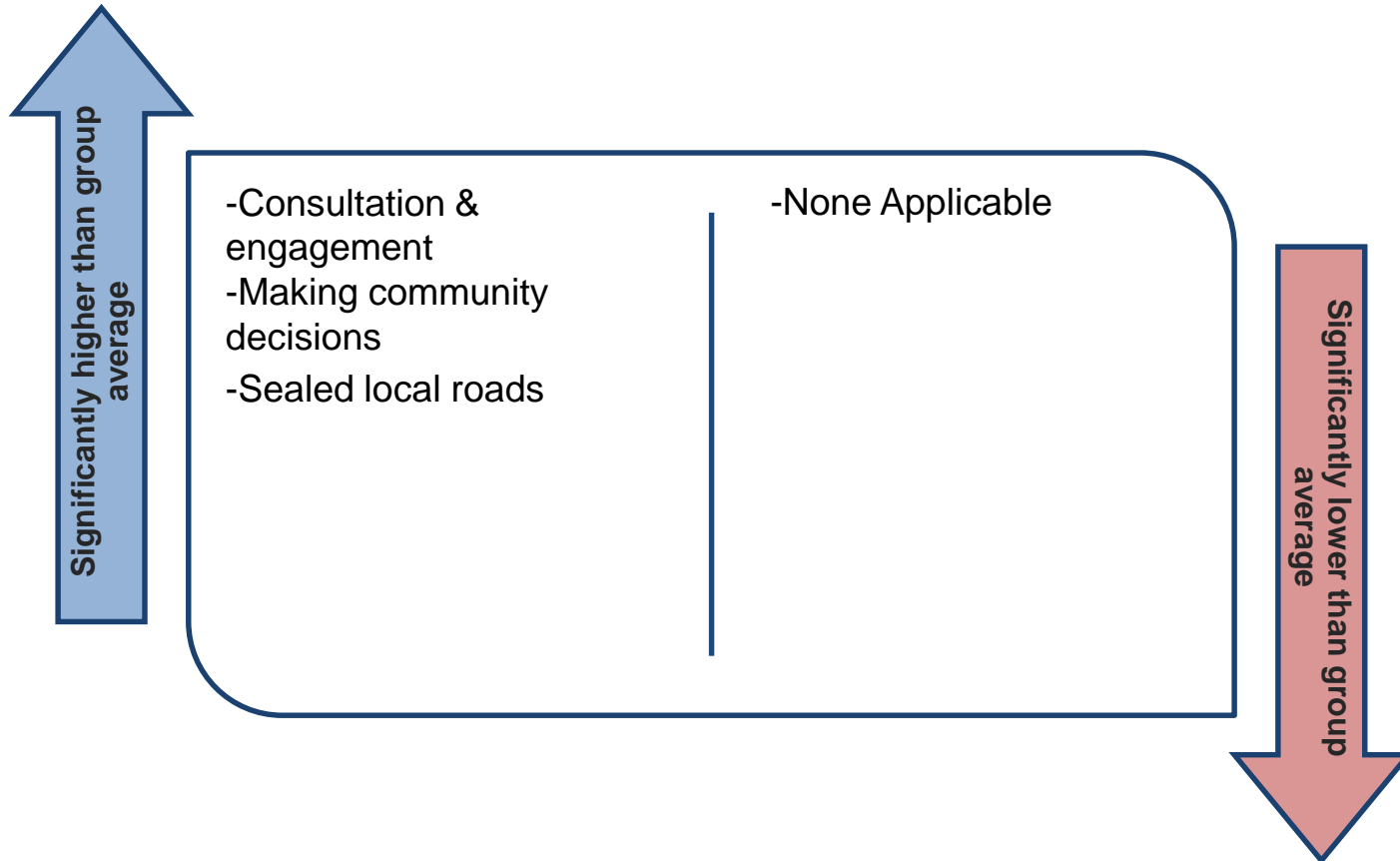
INDIVIDUAL SERVICE AREAS SUMMARY

COUNCIL'S PERFORMANCE VS STATE-WIDE AVERAGE



INDIVIDUAL SERVICE AREAS SUMMARY

COUNCIL'S PERFORMANCE VS GROUP AVERAGE





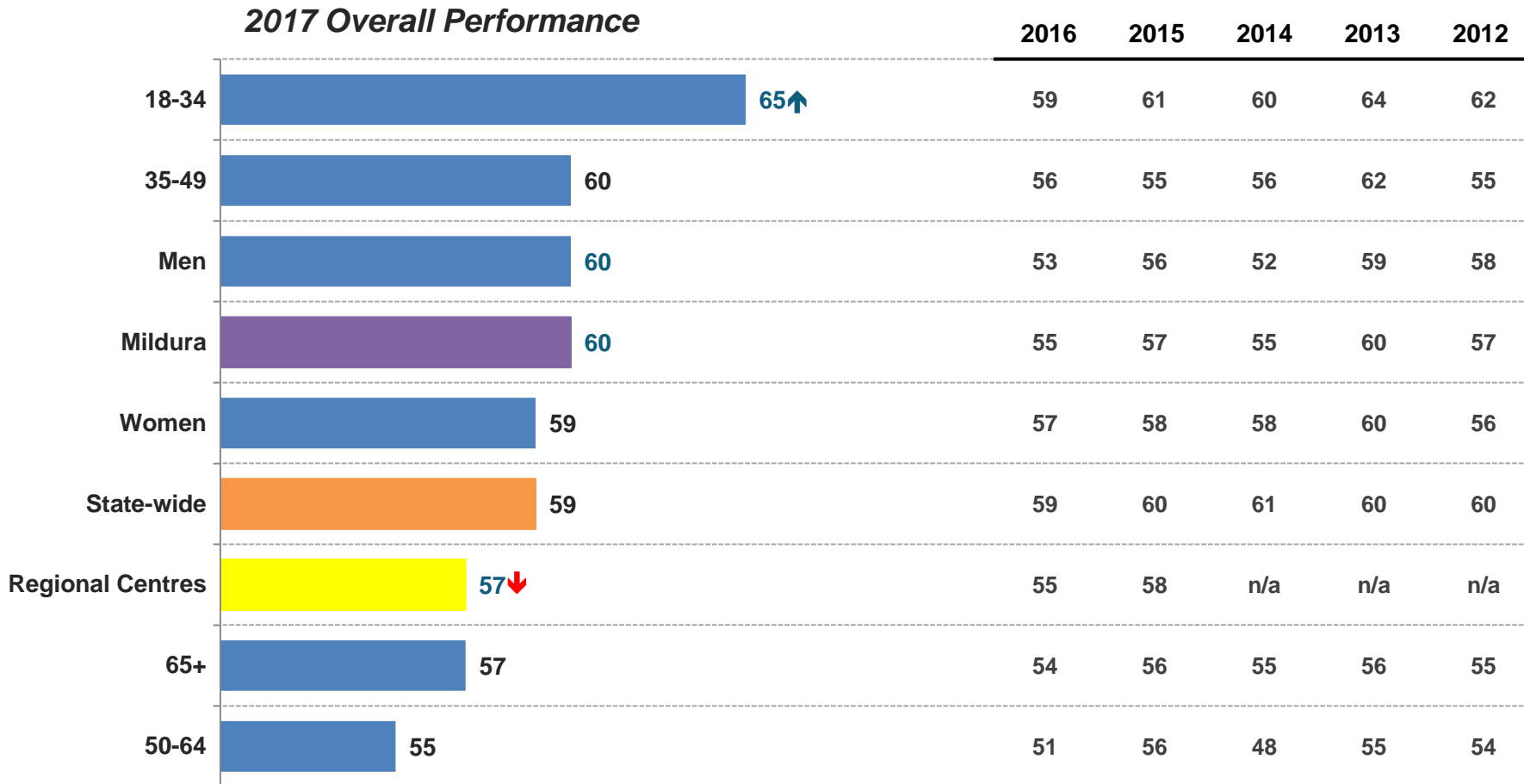
DETAILED FINDINGS



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 Mildura Rural City Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?

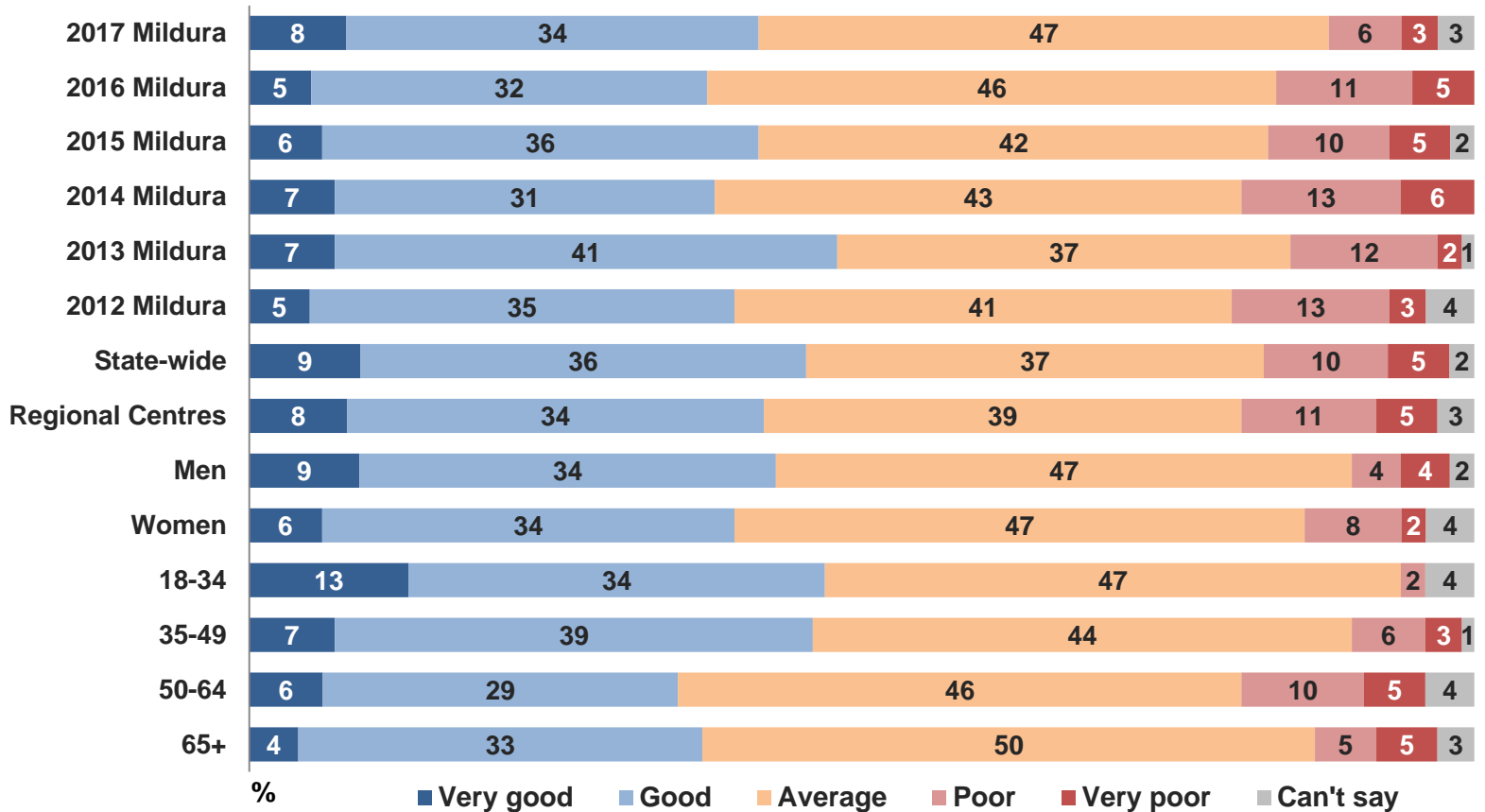
Base: All respondents. Councils asked state-wide: 68 Councils asked group: 9

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 Mildura Rural City Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?

Base: All respondents. Councils asked state-wide: 68 Councils asked group: 9



**KEY CORE MEASURE
CUSTOMER SERVICE**

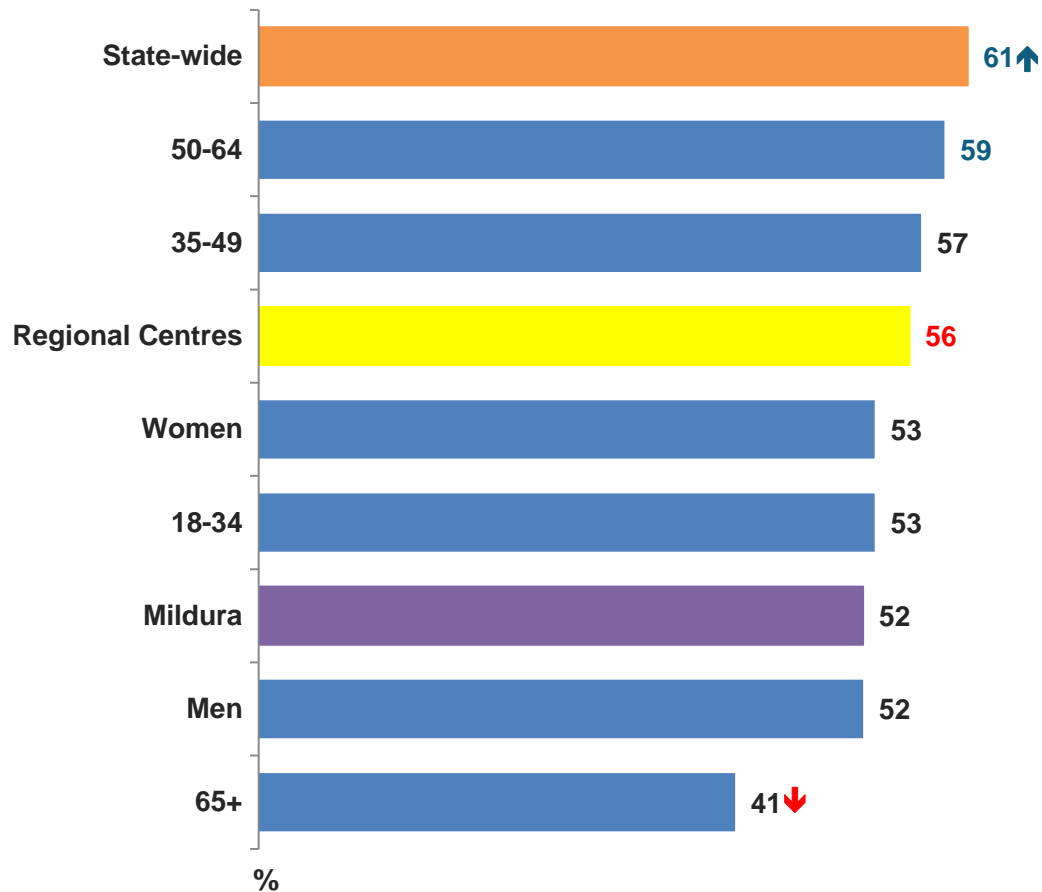
CONTACT LAST 12 MONTHS

SUMMARY

Overall contact with Mildura Rural City Council	<ul style="list-style-type: none">• 52%, up 4 points on 2016
Most contact with Mildura Rural City Council	<ul style="list-style-type: none">• Aged 50-64 years
Least contact with Mildura Rural City Council	<ul style="list-style-type: none">• Aged 65+ years
Customer service rating	<ul style="list-style-type: none">• Index score of 70, down 1 point on 2016
Most satisfied with customer service	<ul style="list-style-type: none">• Women
Least satisfied with customer service	<ul style="list-style-type: none">• Men

2017 CONTACT WITH COUNCIL

2017 Contact with Council



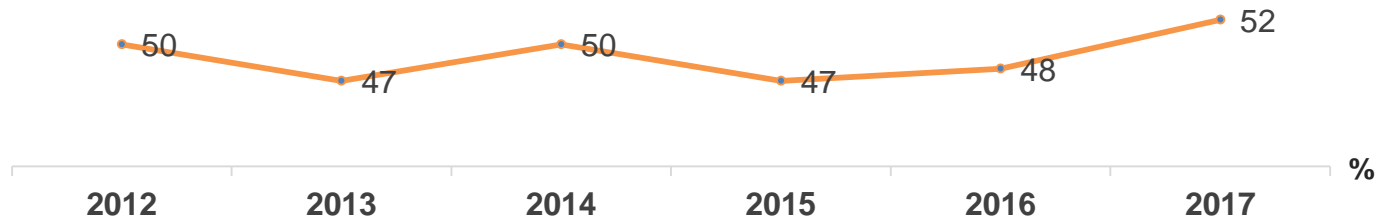
Q5. Over the last 12 months, have you or any member of your household had any contact with Mildura Rural City Council? This may have been in person, in writing, by telephone conversation, by text message, by email or via their website or social media such as Facebook or Twitter?

Base: All respondents. Councils asked state-wide: 49 Councils asked group: 5

Note: Please see page 5 for explanation about significant differences

2017 CONTACT WITH COUNCIL

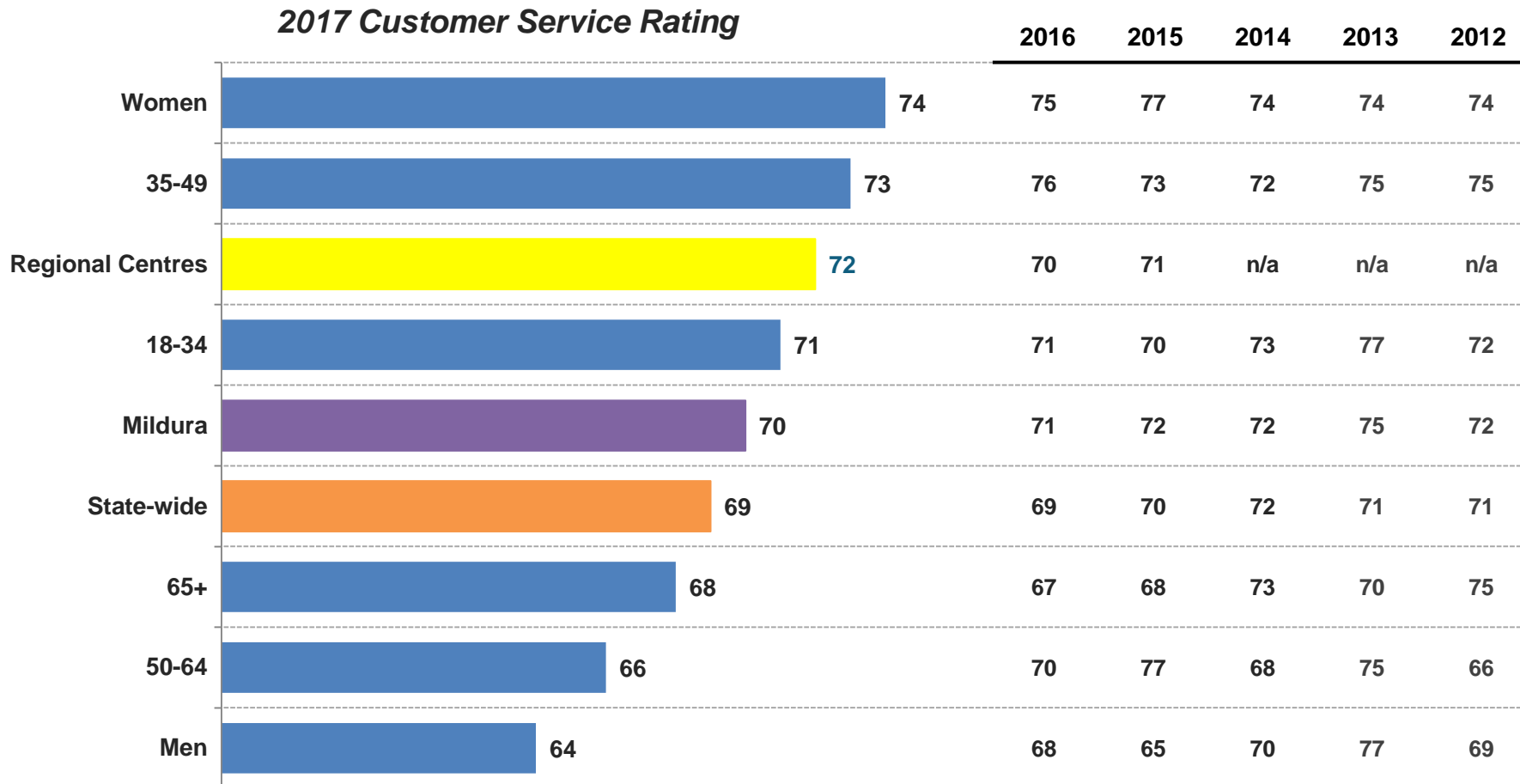
2017 Contact with Council Have had contact



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

Base: All respondents. Councils asked state-wide: 49 Councils asked group: 5

2017 CONTACT CUSTOMER SERVICE INDEX SCORES



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

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

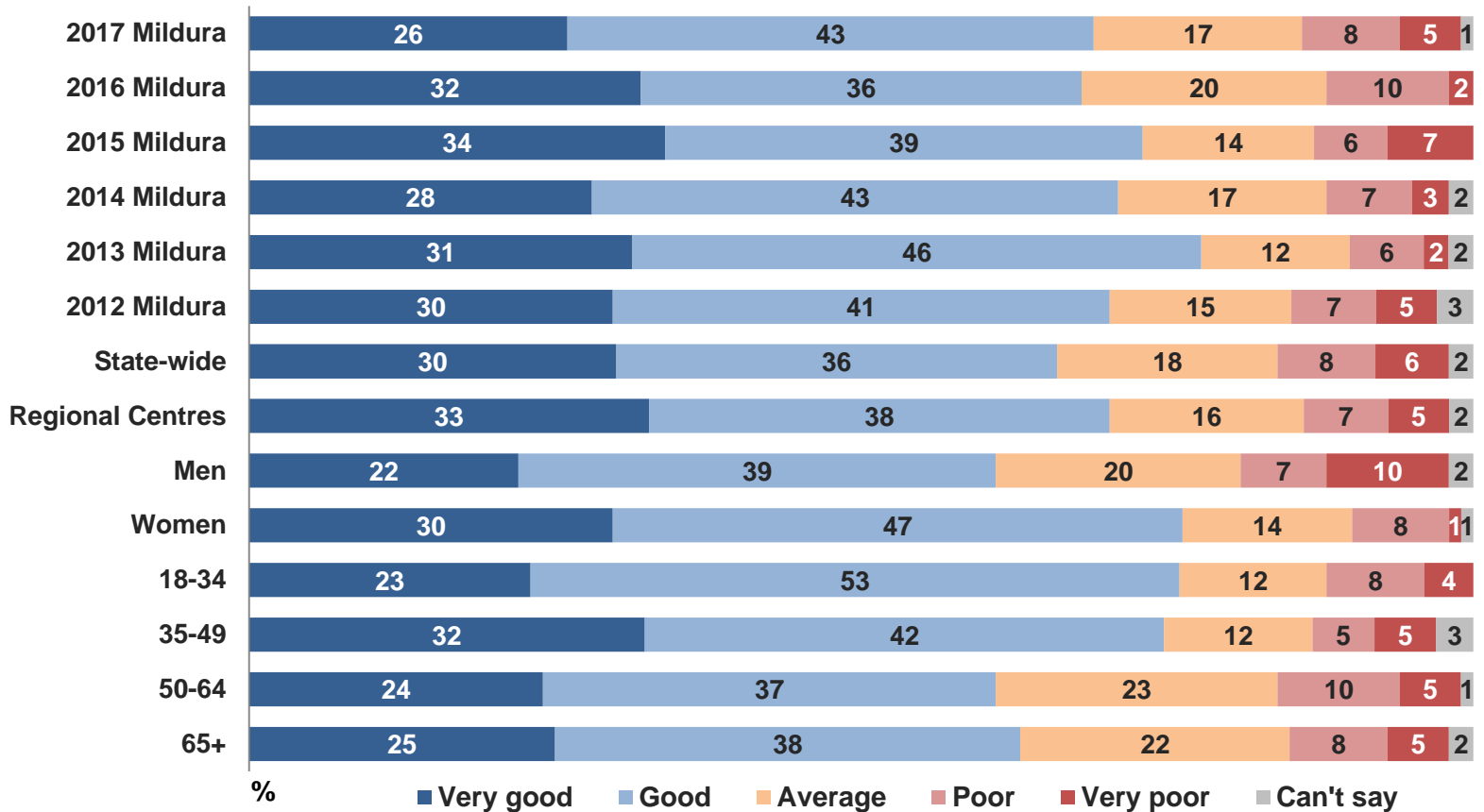
Councils asked state-wide: 68 Councils asked group: 9

Note: Please see page 5 for explanation about significant differences

2017 CONTACT CUSTOMER SERVICE

DETAILED PERCENTAGES

2017 Customer Service Rating



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

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

Councils asked state-wide: 68 Councils asked group: 9

A satellite-style map of the United States is shown, with a glowing, interconnected network of lines and nodes overlaid on the landmass, suggesting a data or infrastructure network. The map is centered on the continental United States, with the Atlantic Ocean to the east and the Pacific Ocean to the west. The network is most prominent in the eastern half of the country, with a bright central node in the Southeast.

KEY CORE MEASURE COUNCIL DIRECTION INDICATORS

COUNCIL DIRECTION SUMMARY

Council Direction from Q6

- 61% stayed about the same, up 1 point on 2016
- 23% improved, up 6 points on 2016
- 11% deteriorated, down 7 points on 2016

Most satisfied with Council Direction from Q6

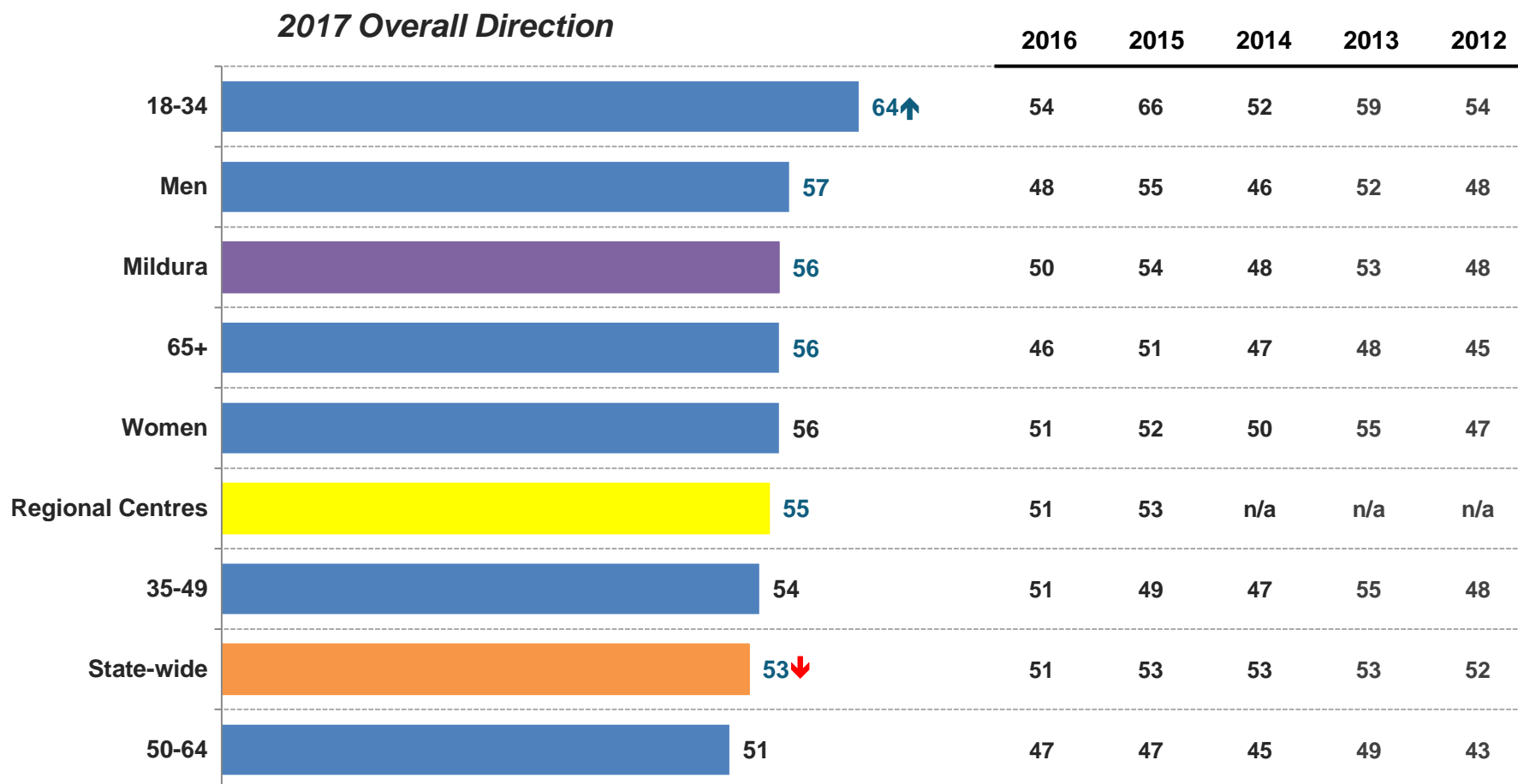
- Aged 18-34 years

Least satisfied with Council Direction from Q6

- Aged 50-64 years

2017 OVERALL COUNCIL DIRECTION LAST 12 MONTHS

INDEX SCORES



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

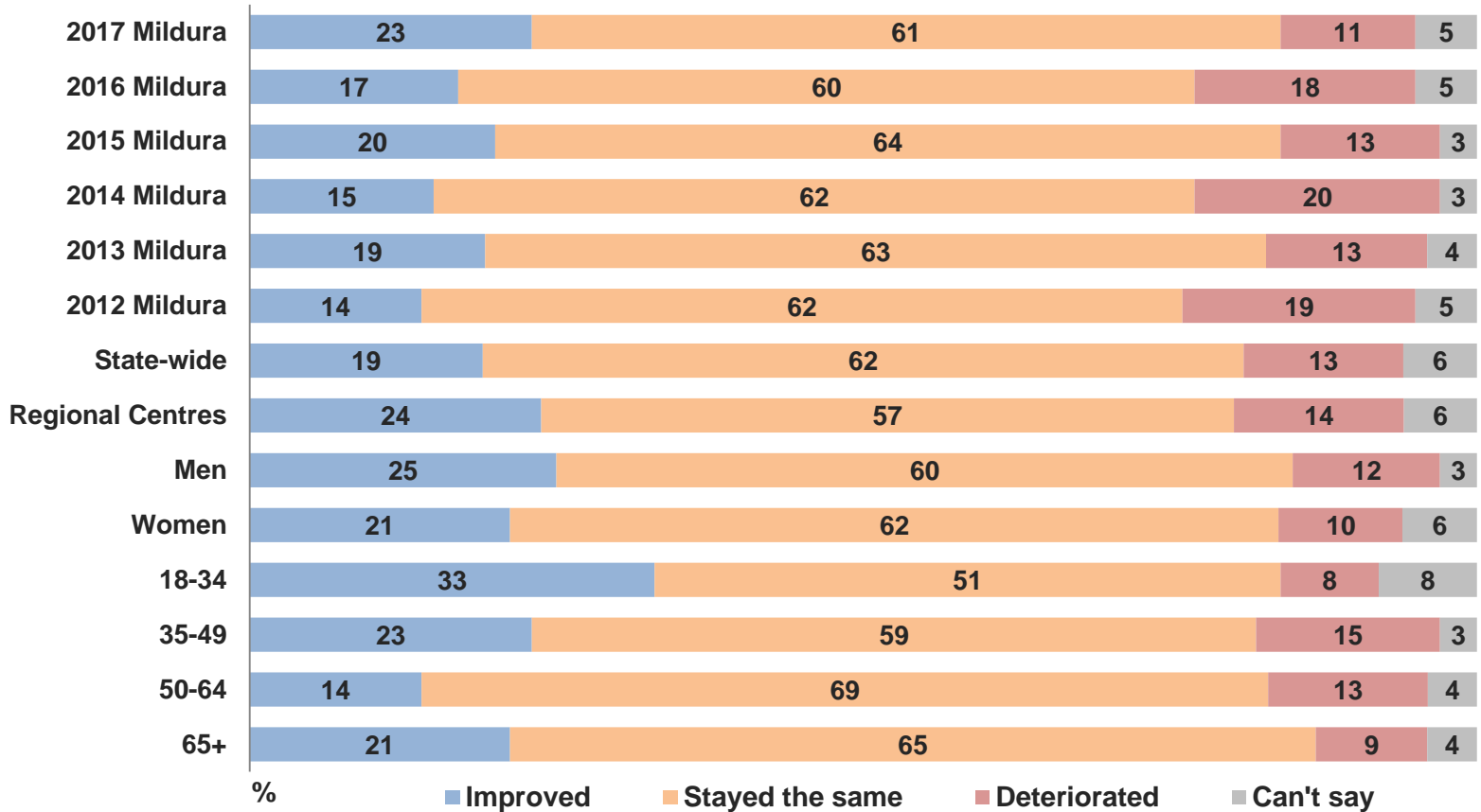
Base: All respondents. Councils asked state-wide: 68 Councils asked group: 9

Note: Please see page 5 for explanation about significant differences

2017 OVERALL COUNCIL DIRECTION LAST 12 MONTHS

DETAILED PERCENTAGES

2017 Overall Direction



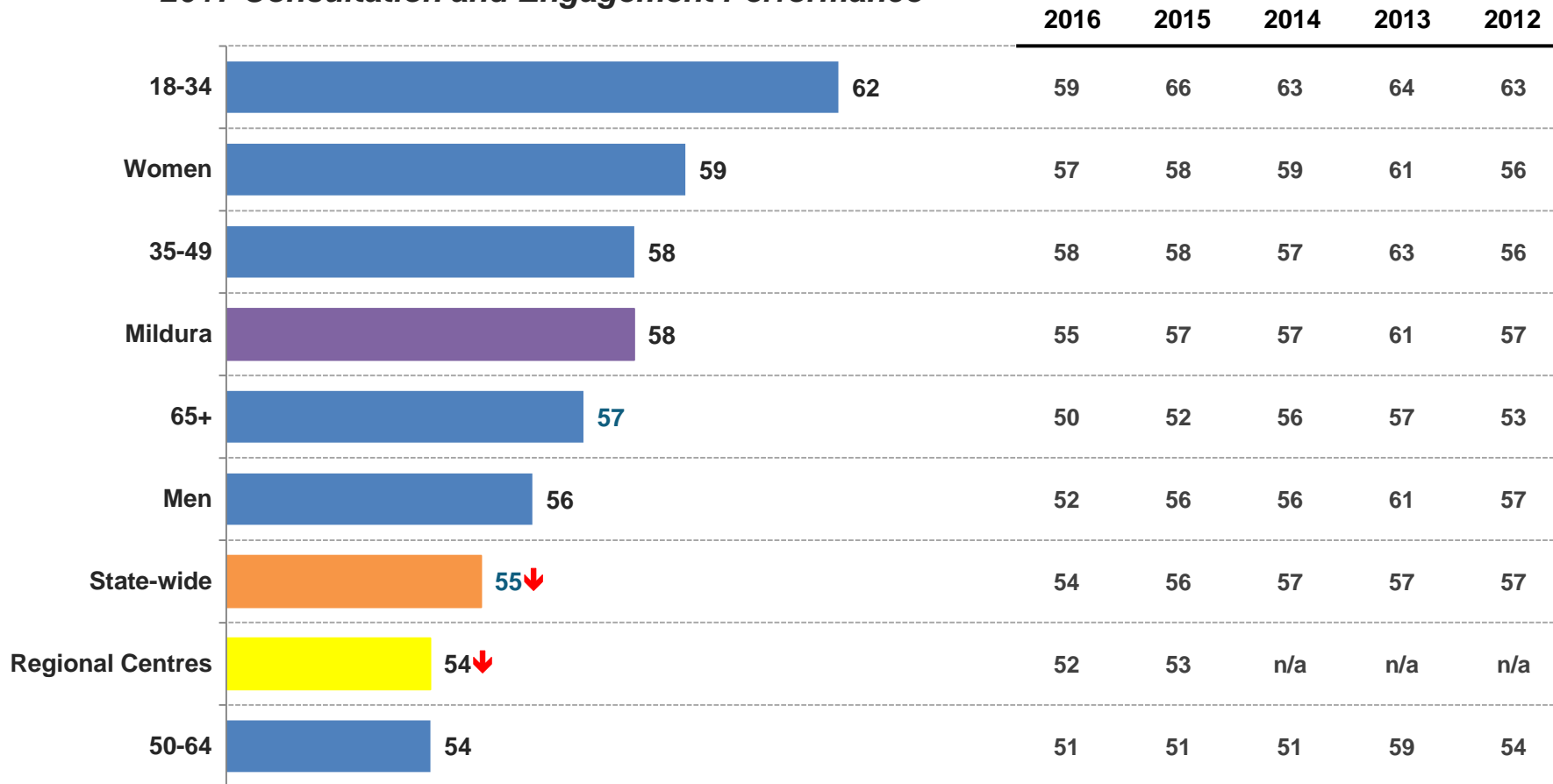


INDIVIDUAL SERVICE AREAS

2017 COMMUNITY CONSULTATION AND ENGAGEMENT PERFORMANCE INDEX SCORES



2017 Consultation and Engagement Performance



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

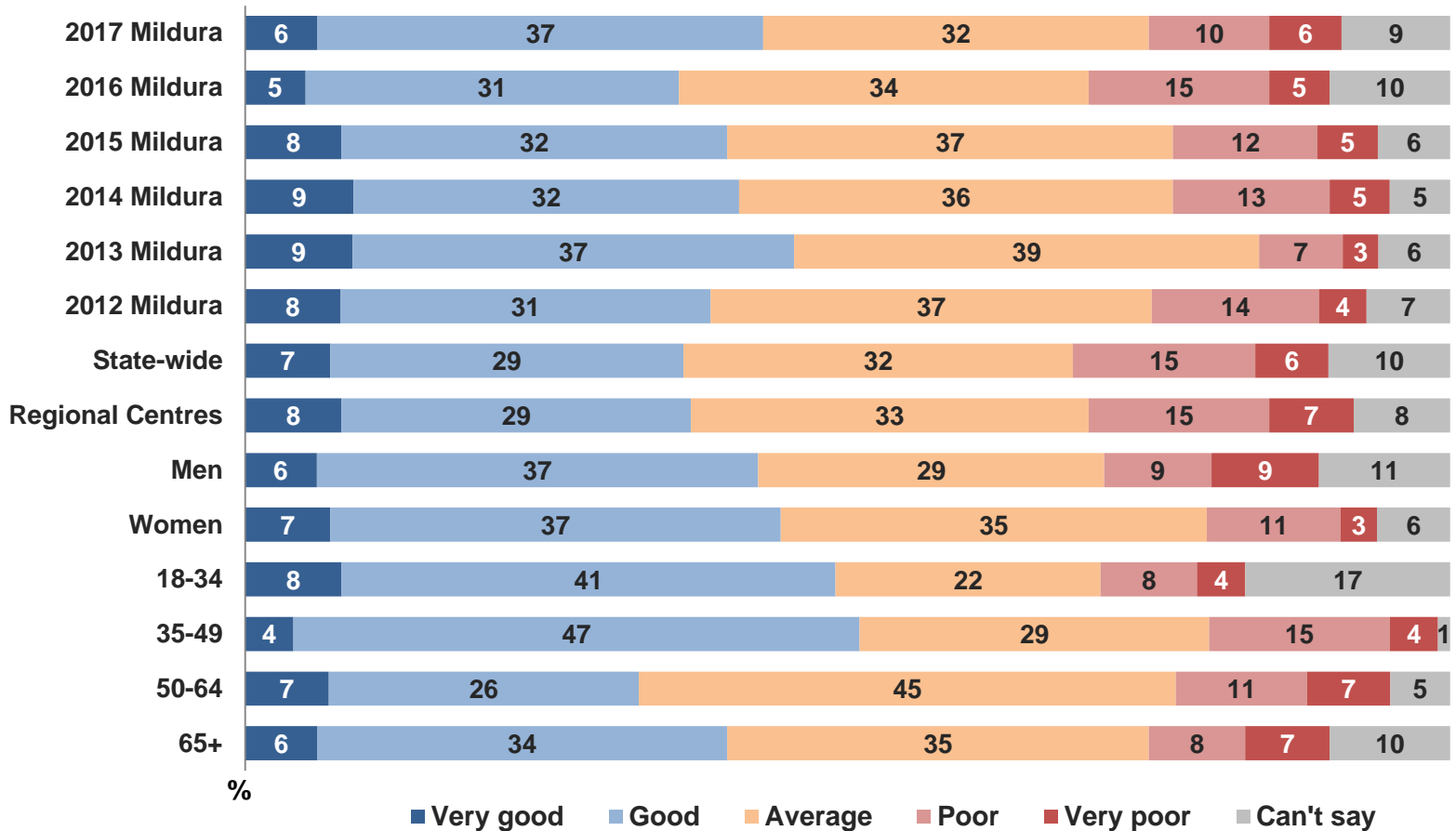
Base: All respondents. Councils asked state-wide: 68 Councils asked group: 9

Note: Please see page 5 for explanation about significant differences

2017 COMMUNITY CONSULTATION AND ENGAGEMENT

PERFORMANCE DETAILED PERCENTAGES

2017 Consultation and Engagement Performance



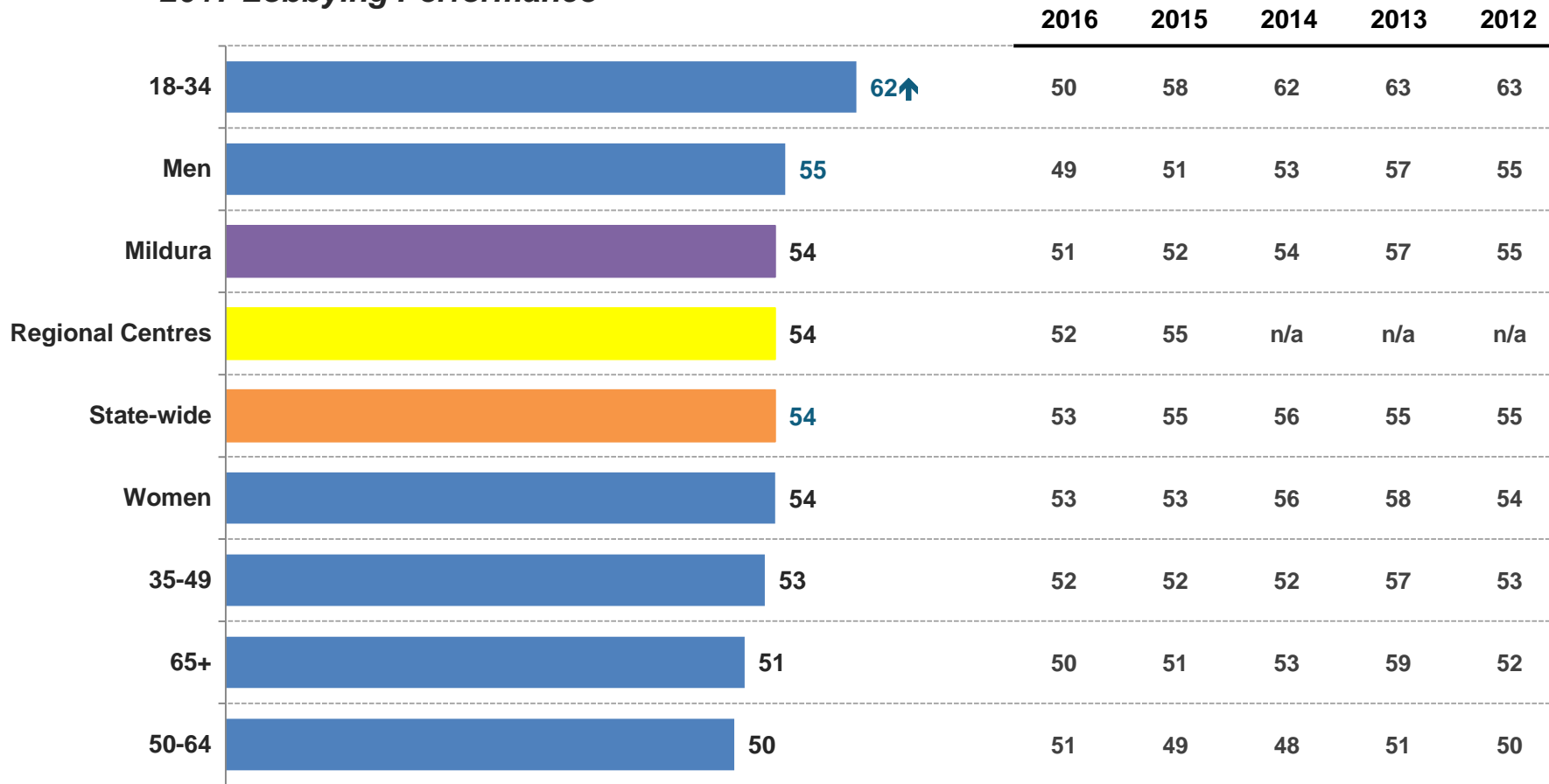
Q2. How has Council performed on 'community consultation and engagement' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 68 Councils asked group: 9

2017 LOBBYING ON BEHALF OF THE COMMUNITY

PERFORMANCE INDEX SCORES



2017 Lobbying Performance



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

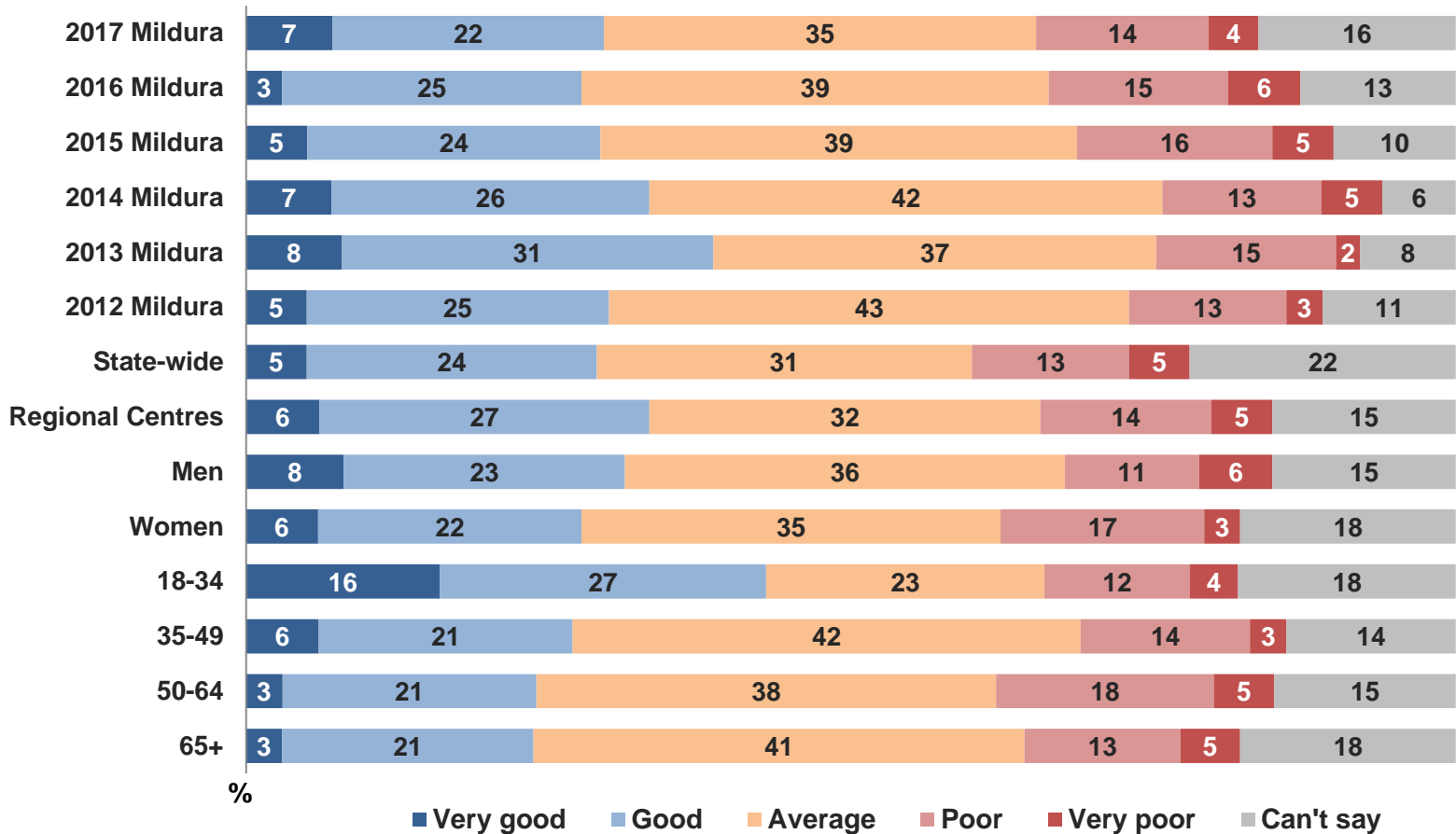
Base: All respondents. Councils asked state-wide: 68 Councils asked group: 9

Note: Please see page 5 for explanation about significant differences

2017 LOBBYING ON BEHALF OF THE COMMUNITY

PERFORMANCE DETAILED PERCENTAGES

2017 Lobbying Performance

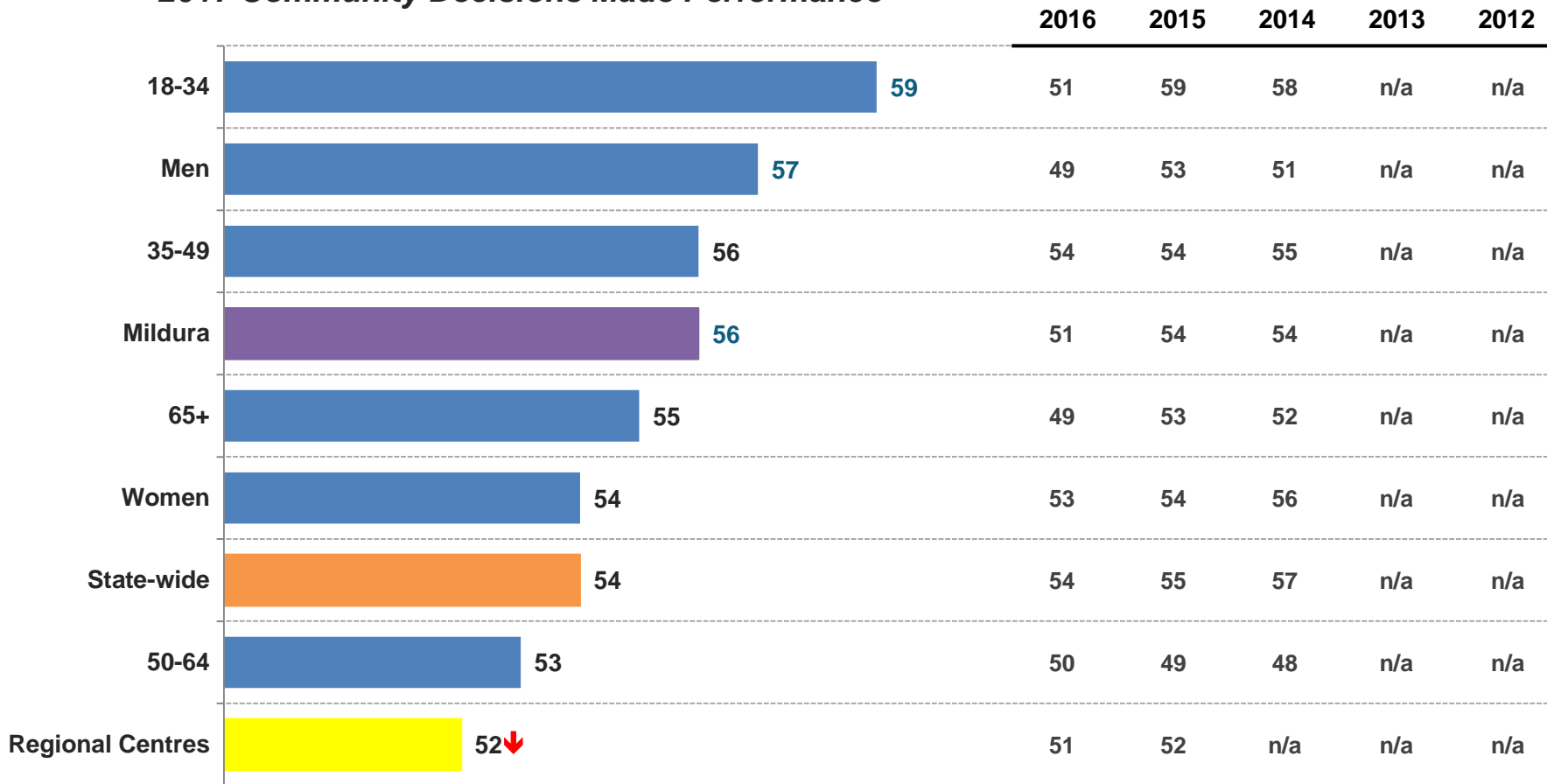


2017 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY

PERFORMANCE INDEX SCORES



2017 Community Decisions Made Performance



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

Base: All respondents. Councils asked state-wide: 68 Councils asked group: 9

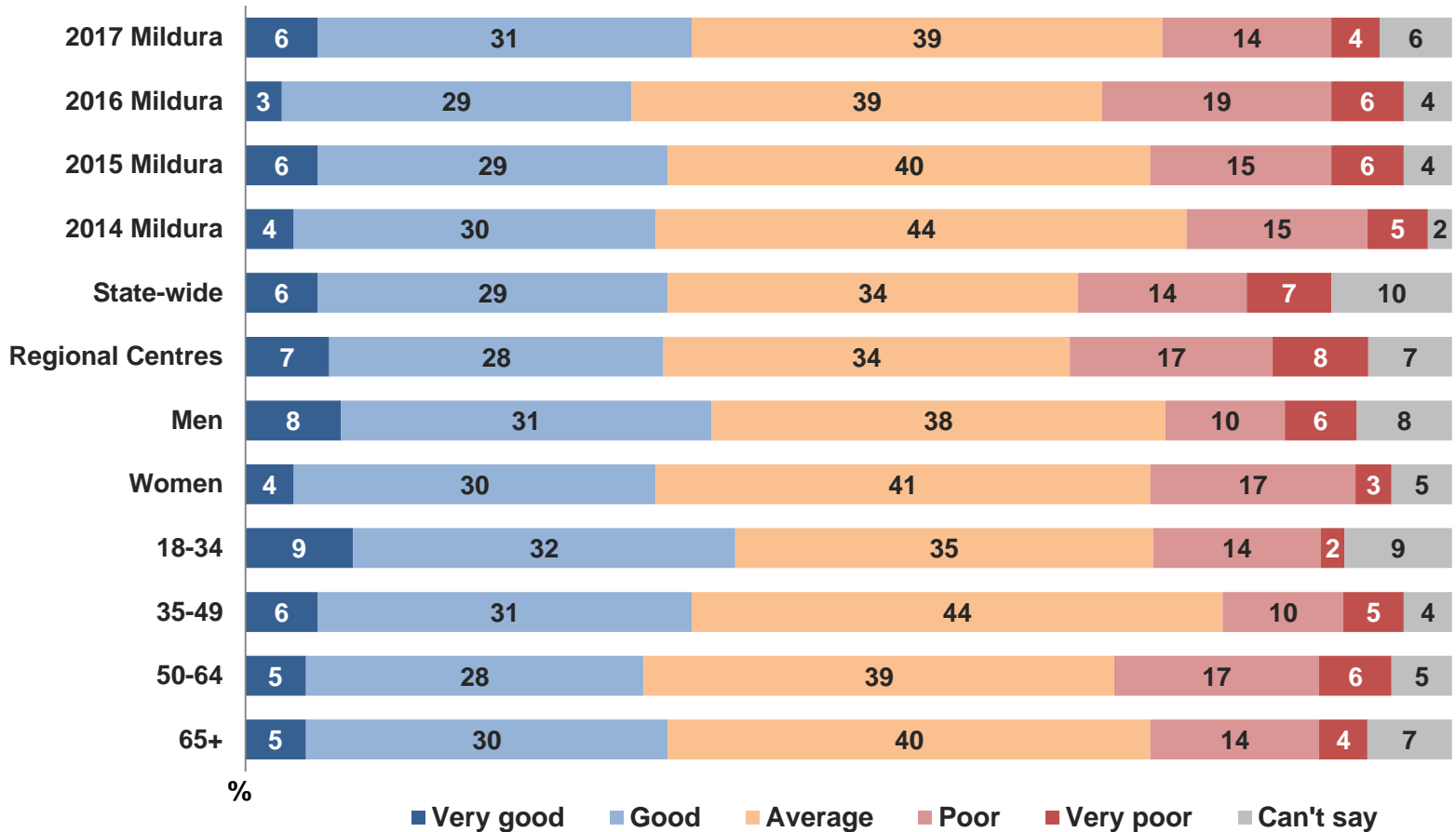
Note: Please see page 5 for explanation about significant differences

2017 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY

PERFORMANCE DETAILED PERCENTAGES



2017 Community Decisions Made Performance



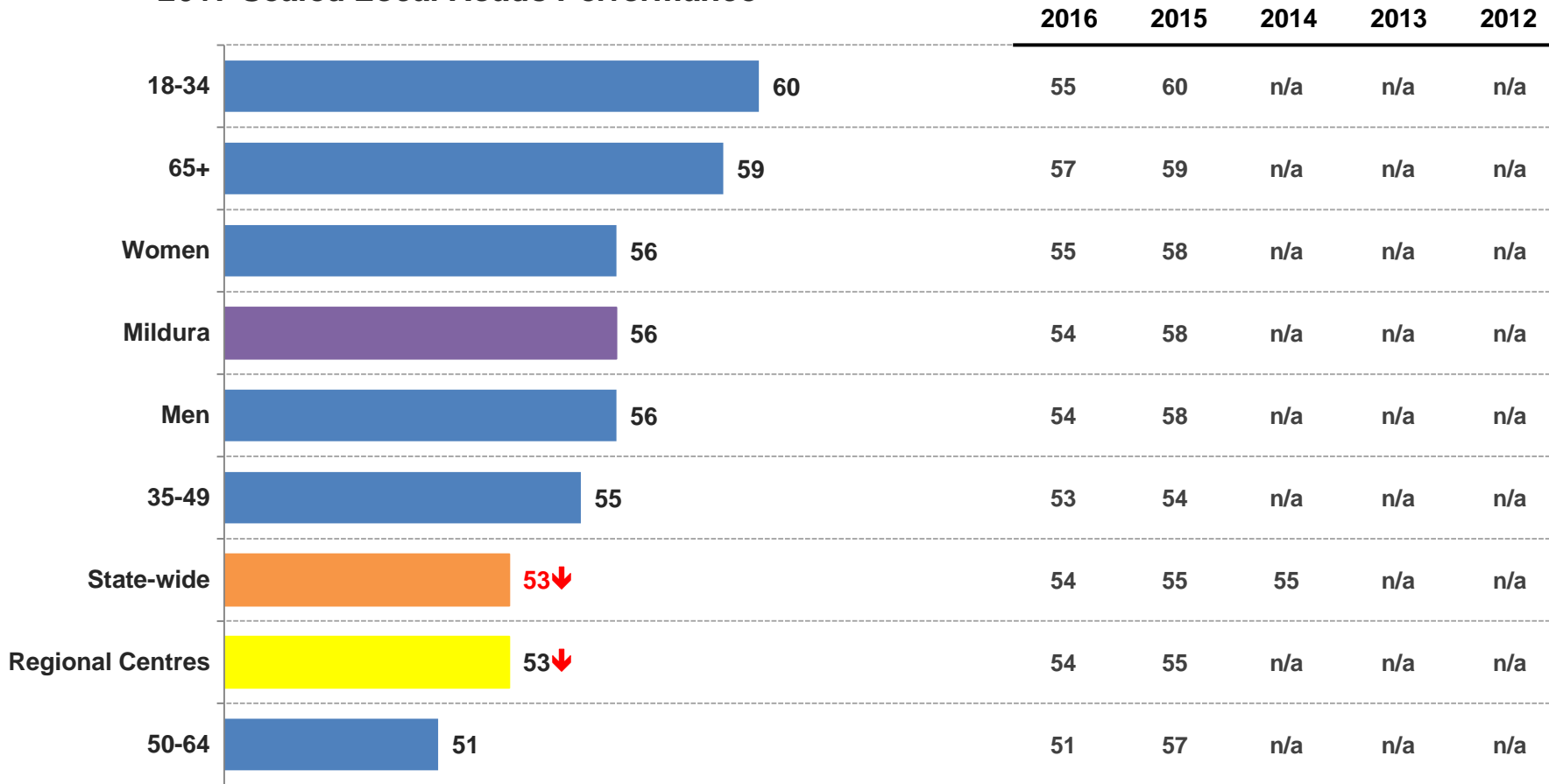
Q2. How has Council performed on 'decisions made in the interest of the community' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 68 Councils asked group: 9

2017 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA

PERFORMANCE INDEX SCORES



2017 Sealed Local Roads Performance



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

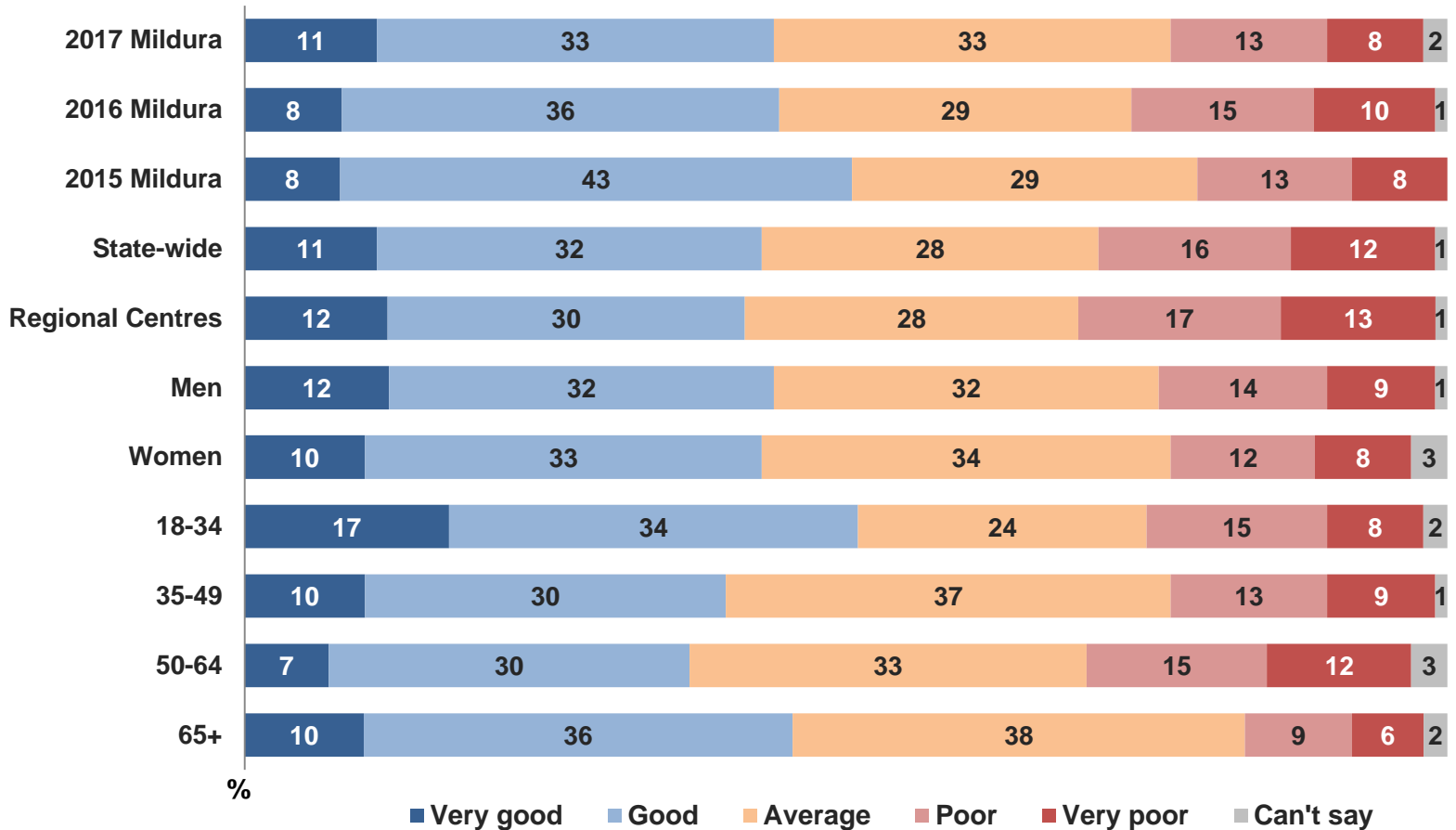
Base: All respondents. Councils asked state-wide: 68 Councils asked group: 9

Note: Please see page 5 for explanation about significant differences

2017 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA

PERFORMANCE DETAILED PERCENTAGES

2017 Sealed Local Roads Performance

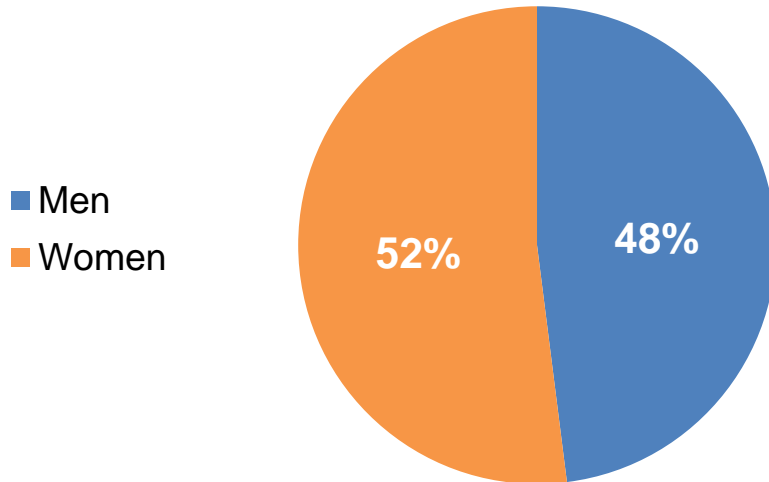




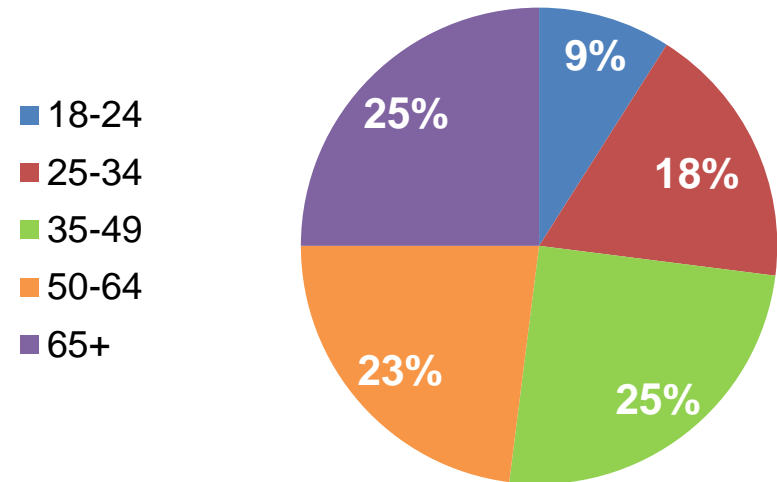
DETAILED DEMOGRAPHICS

2017 GENDER AND AGE PROFILE

Gender



Age



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

A satellite-style map of the United States is shown, with a glowing, interconnected network of lines overlaid on the landmass, suggesting a data network or survey routes. The map is set against a dark blue background.

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

As such, the results of the 2012 State-wide Local Government Community Satisfaction Survey should be considered as a benchmark. Please note that comparisons should not be made with the State-wide Local Government Community Satisfaction Survey results from 2011 and prior due to the methodological and sampling changes. **Comparisons in the period 2012-2017 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 Mildura Rural City 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 +/-4.9% 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 45.1% - 54.9%.

Maximum margins of error are listed in the table below, based on a population of 40,000 people aged 18 years or over for Mildura Rural City Council, according to ABS estimates.

Demographic	Actual survey sample size	Weighted base	Maximum margin of error at 95% confidence interval
Mildura Rural City Council	400	400	+/-4.9
Men	177	194	+/-7.4
Women	223	206	+/-6.6
18-34 years	49	108	+/-14.1
35-49 years	70	99	+/-11.8
50-64 years	136	93	+/-8.4
65+ years	145	100	+/-8.2

APPENDIX B:

ANALYSIS AND REPORTING

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

Mildura Rural City Council is classified as a Regional Centres council according to the following classification list:

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

Councils participating in the Regional Centres group are: Greater Bendigo, Greater Geelong, Greater Shepparton, Horsham, Latrobe, Mildura, Wangaratta, Warrnambool and Wodonga.

Wherever appropriate, results for Mildura Rural City Council for this 2017 State-wide Local Government Community Satisfaction Survey have been compared against other participating councils in the Regional Centres group and on a state-wide basis. Please note that council groupings changed for 2015, and as such comparisons to council group results before that time can not be made within the reported charts.

APPENDIX B: ANALYSIS AND REPORTING

Index Scores

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

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

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

APPENDIX B: ANALYSIS AND REPORTING

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

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

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INDEX SCORE IMPLICATIONS

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

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

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

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

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INDEX SCORE SIGNIFICANT DIFFERENCE CALCULATION

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

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

Where:

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

All figures can be sourced from the detailed cross tabulations.

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

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ANALYSIS AND REPORTING

Core, Optional and Tailored Questions

Over and above necessary geographic and demographic questions required to ensure sample representativeness, a base set of questions for the 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.

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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>.

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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.



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