



# **2021 Local Government Community Satisfaction Survey**

## **Mildura Rural City Council**

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



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## Background and objectives

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**The Victorian Community Satisfaction Survey (CSS) creates a vital interface between the council and their community.**

**Held annually, the CSS asks the opinions of local people about the place they live, work and play and provides confidence for councils in their efforts and abilities.**

Now in its twenty-second year, this survey provides insight into the community's views on:

- councils' overall performance, with benchmarking against State-wide and council group results
- value for money in services and infrastructure
- community consultation and engagement
- decisions made in the interest of the community
- customer service, local infrastructure, facilities, services and
- overall council direction.

When coupled with previous data, the survey provides a reliable historical source of the community's views since 1998. A selection of results from the last ten years shows that councils in Victoria continue to provide services that meet the public's expectations.

### Serving Victoria for 22 years

Each year the CSS data is used to develop this State-wide report which contains all of the aggregated results, analysis and data. Moreover, with 22 years of results, the CSS offers councils a long-term measure of how they are performing – essential for councils that work over the long term to provide valuable services and infrastructure to their communities.

Participation in the State-wide Local Government Community Satisfaction Survey is optional.

Participating councils have various choices as to the content of the questionnaire and the sample size to be surveyed, depending on their individual strategic, financial and other considerations.

A large, stylized letter 'W' graphic that spans the right side of the page. The 'W' is filled with a dark blue color and contains a glowing, intricate network pattern of white and light blue lines, resembling a neural network or a complex data structure. The background of the 'W' is a lighter blue gradient.

# **Key findings and recommendations**



# Mildura Rural City Council – at a glance

## Overall council performance

Results shown are index scores out of 100.



Mildura 53



State-wide 61



Regional Centres 60

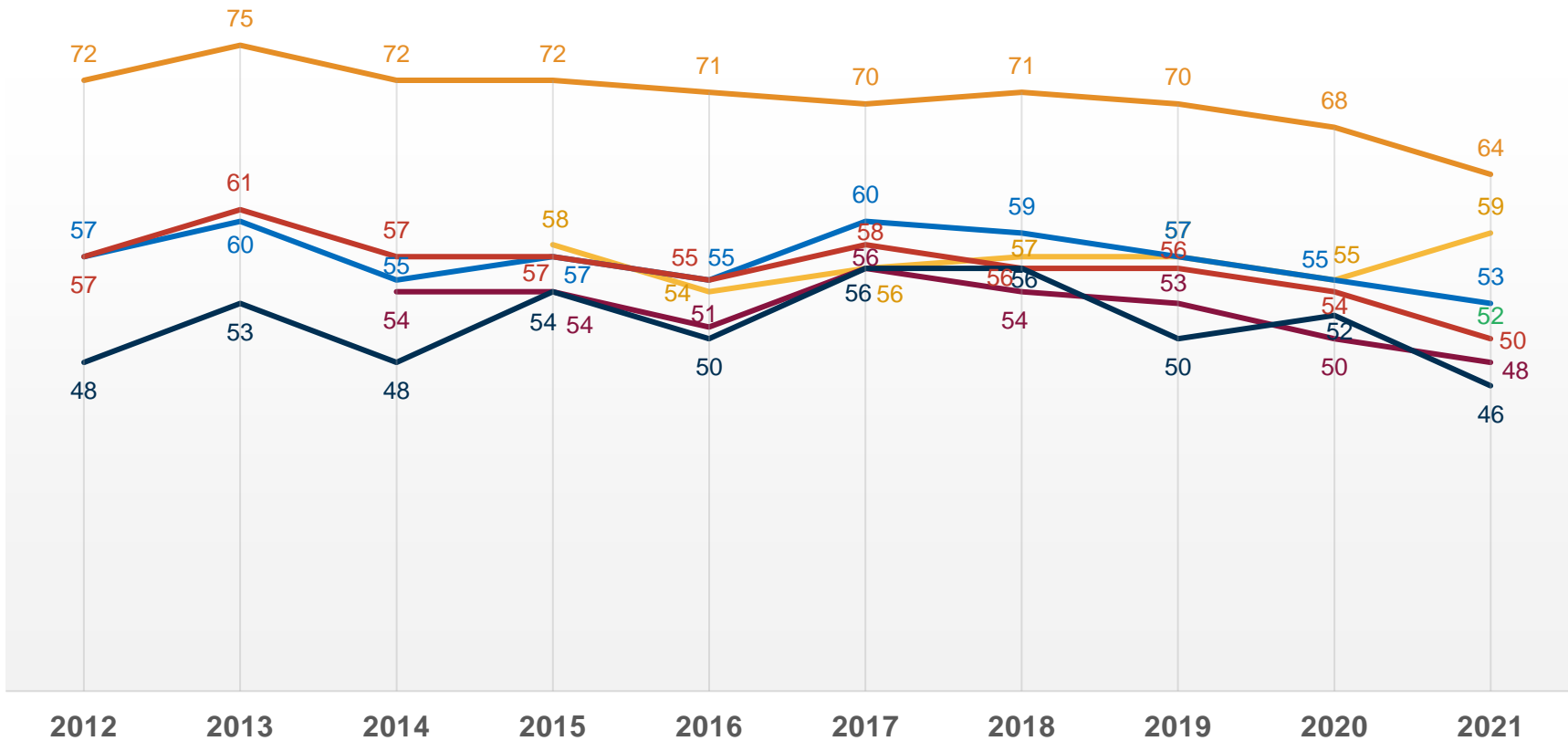
## Council performance compared to State-wide and group averages

	Areas where Council performance is significantly higher	The three areas where Council performance is significantly lower by the widest margin
Compared to State-wide average	None	<ul style="list-style-type: none"> <li style="margin-bottom: 10px;"> Waste management</li> <li style="margin-bottom: 10px;"> Community decisions</li> <li> Consultation &amp; engagement</li> </ul>
Compared to group average	None	<ul style="list-style-type: none"> <li style="margin-bottom: 10px;"> Waste management</li> <li style="margin-bottom: 10px;"> Community decisions</li> <li> Lobbying</li> </ul>



# Summary of core measures

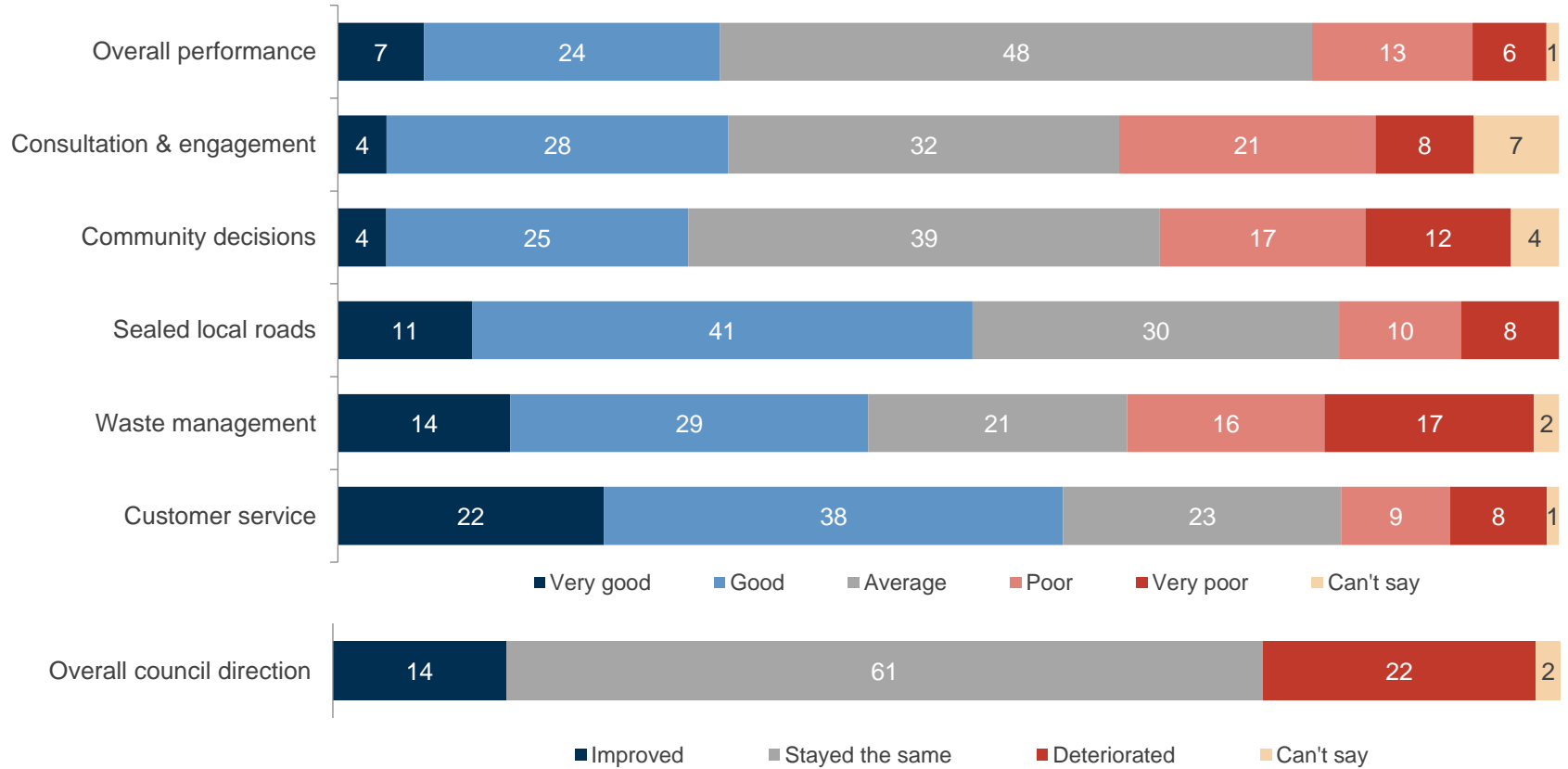
Index scores














# Summary of core measures

Core measures summary results (%)





## Summary of Mildura Rural City Council performance

Services	Mildura 2021	Mildura 2020	Regional Centres 2021	State-wide 2021	Highest score	Lowest score
 Overall performance	53	55	60	61	Aged 65+ years	Aged 50-64 years
 Value for money	46	-	55	54	Aged 65+ years	Aged 50-64 years
 Overall council direction	46	52	54	53	Aged 65+ years	Aged 50-64 years
 Customer service	64	68	71	70	Aged 65+ years	Aged 50-64 years
 Sealed local roads	59	55	60	57	Aged 18-34 years, Aged 65+ years	Aged 50-64 years
 Lobbying	52	55	56	55	Aged 18-34 years	Aged 50-64 years
 Waste management	52	-	69	69	Aged 65+ years	Aged 35-49 years
 Consultation & engagement	50	54	54	56	Aged 18-34 years	Aged 50-64 years
 Community decisions	48	50	54	56	Aged 35-49 years	Aged 50-64 years





## Focus areas for the next 12 months

### Overview

Perceptions of Mildura Rural City Council's overall performance is down two points on last year. While this is not a statistically significant decrease it does reflect a continuation of a longer-term downward trend and is in line with a general deterioration in perceptions of Council's performance across most service areas. Perceptions of Council's overall performance in 2021 are at the lowest level in 10 years.

### Focus areas

Two areas that stand out as warranting some extra attention in the next 12 months are decisions in the interest of the community and consultation and engagement. Perceived performance on these service areas has slipped in the last few years and both are at their lowest ever ratings. Overall, the cohort that is the least satisfied with Council's performance is residents aged 50 to 64 years. Council should pay particular attention to this group in order to improve perceptions.

### Comparison to state and area grouping

Only in the area of sealed local roads does Mildura Rural City Council rate in line with the Regional Centres group and State-wide averages. Council performs significantly lower on all other service areas. Overall, the Regional Centres group performance ratings are improving while Mildura City Council's ratings are deteriorating, leading to a widening gap.

### Maintain gains achieved to date

Council should look to maintain and build upon its improved performance on sealed local roads. This is in line with the upward trend in the Regional Centres group average on this service area. Council should aim to keep pace with the improvement in other Regional Centres.

# DETAILED FINDINGS



# Overall performance

## Overall performance

The overall performance index score of 53 for Mildura Rural City Council represents a two-point decrease on the 2020 result.

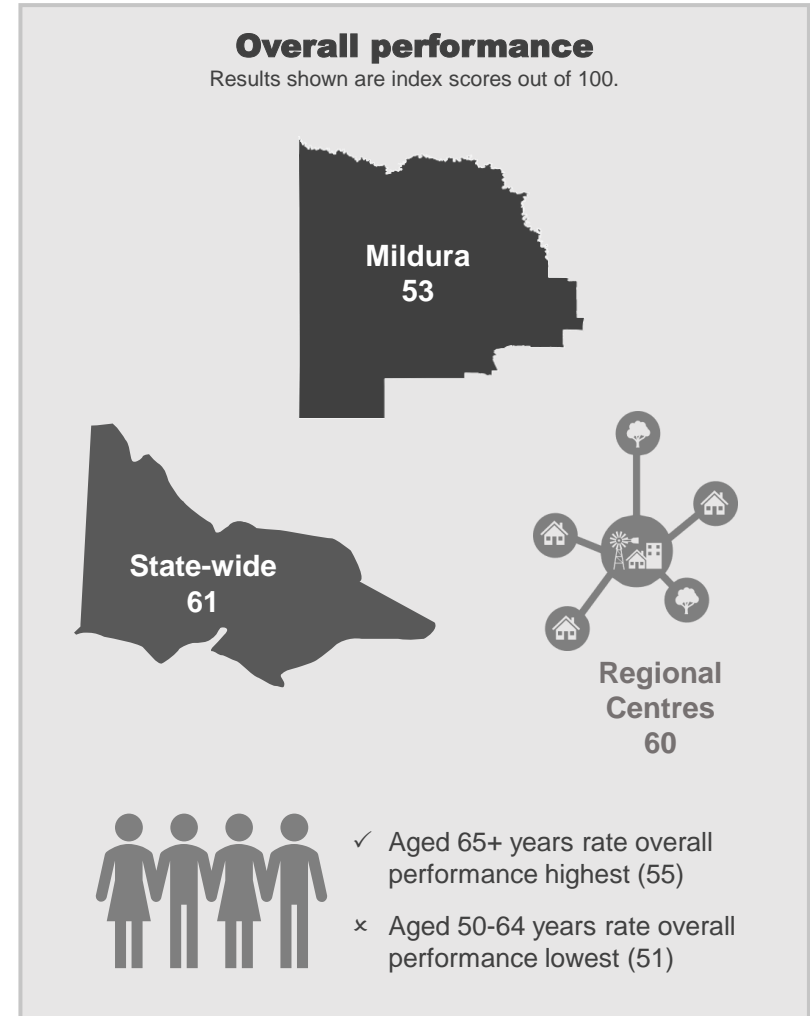
- Overall performance is at its lowest level recorded.

Mildura Rural City Council's overall performance is rated statistically significantly lower (at the 95% confidence interval) than the average rating for councils in the Regional Centres group and the State-wide average for councils (index scores of 60 and 61 respectively).

- Ratings across demographic cohorts are within a few index points of the Council average and not statistically significantly different.

Less than a third of residents (29%) rate the value for money they receive from Council for services and infrastructure provided to their community as 'very good' or 'good'. This is less than the proportion who rate Council as 'very poor' or 'poor' (34%). A further 34% rate Council as 'average' in terms of providing value for money.

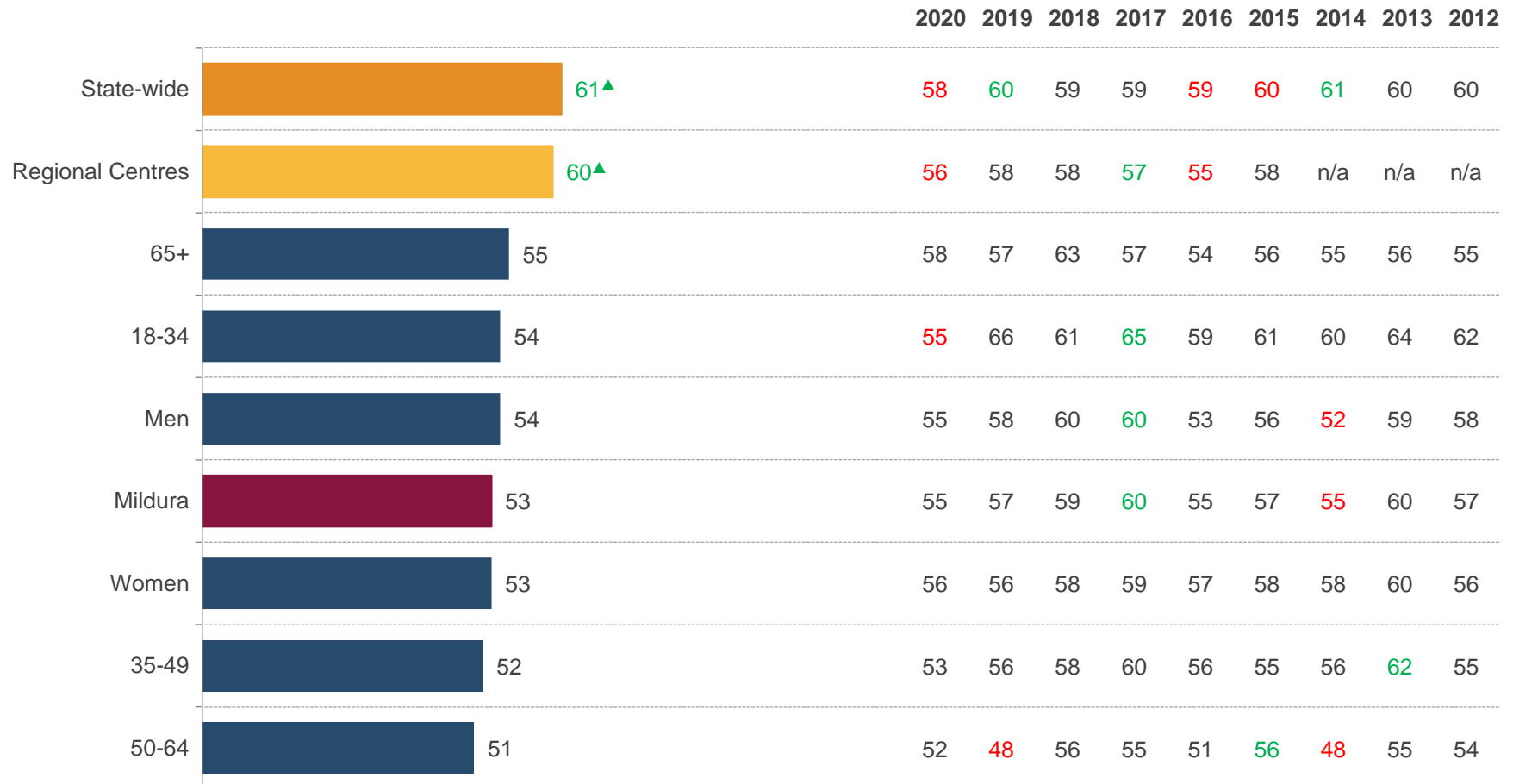
- Perceptions of value for money in services and infrastructure (index score of 46) are significantly lower than the Regional Centres group and State-wide averages (index scores of 55 and 54 respectively).





# Overall performance

## 2021 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?

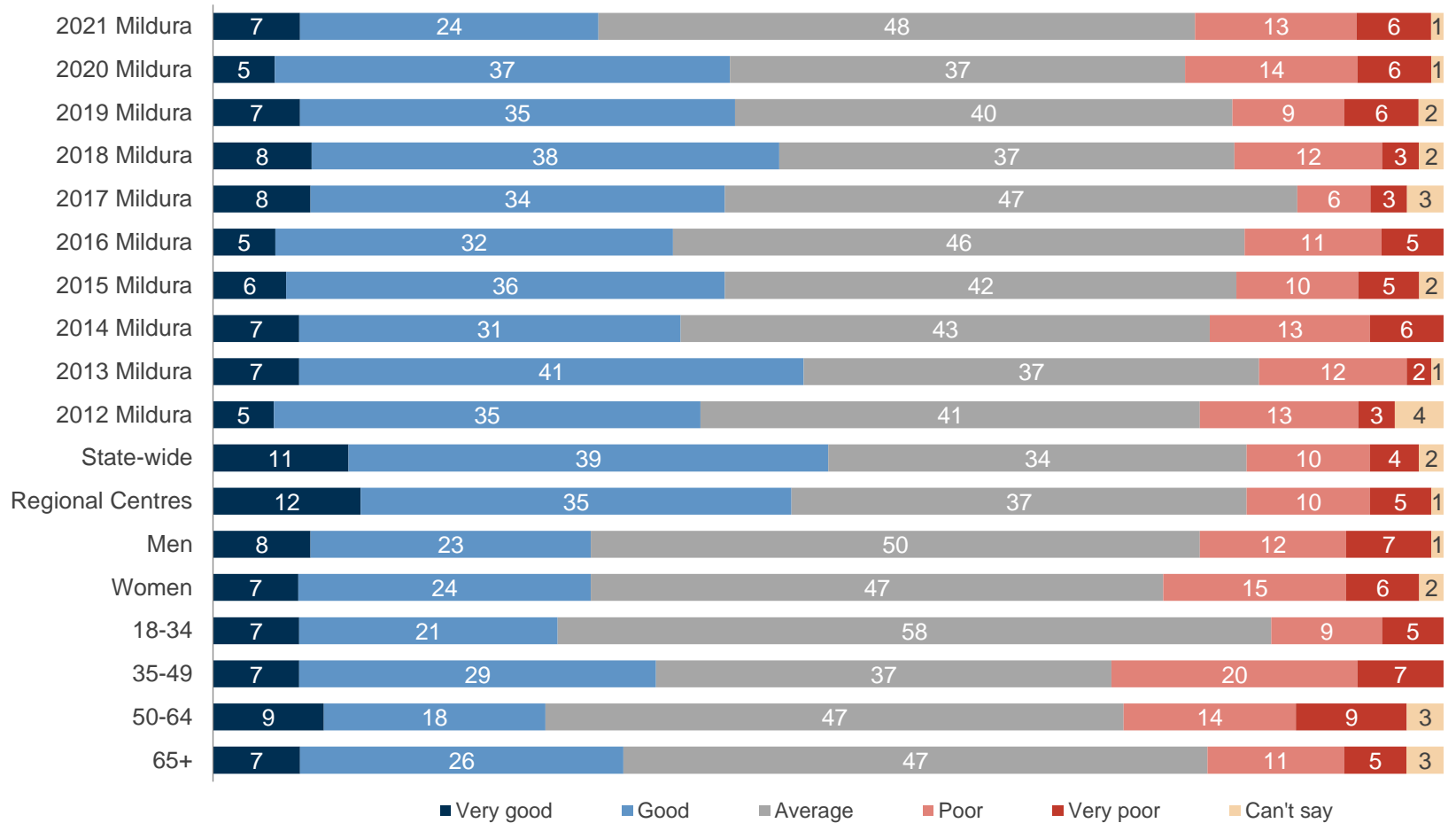
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 8

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



# Overall performance

2021 overall performance (%)

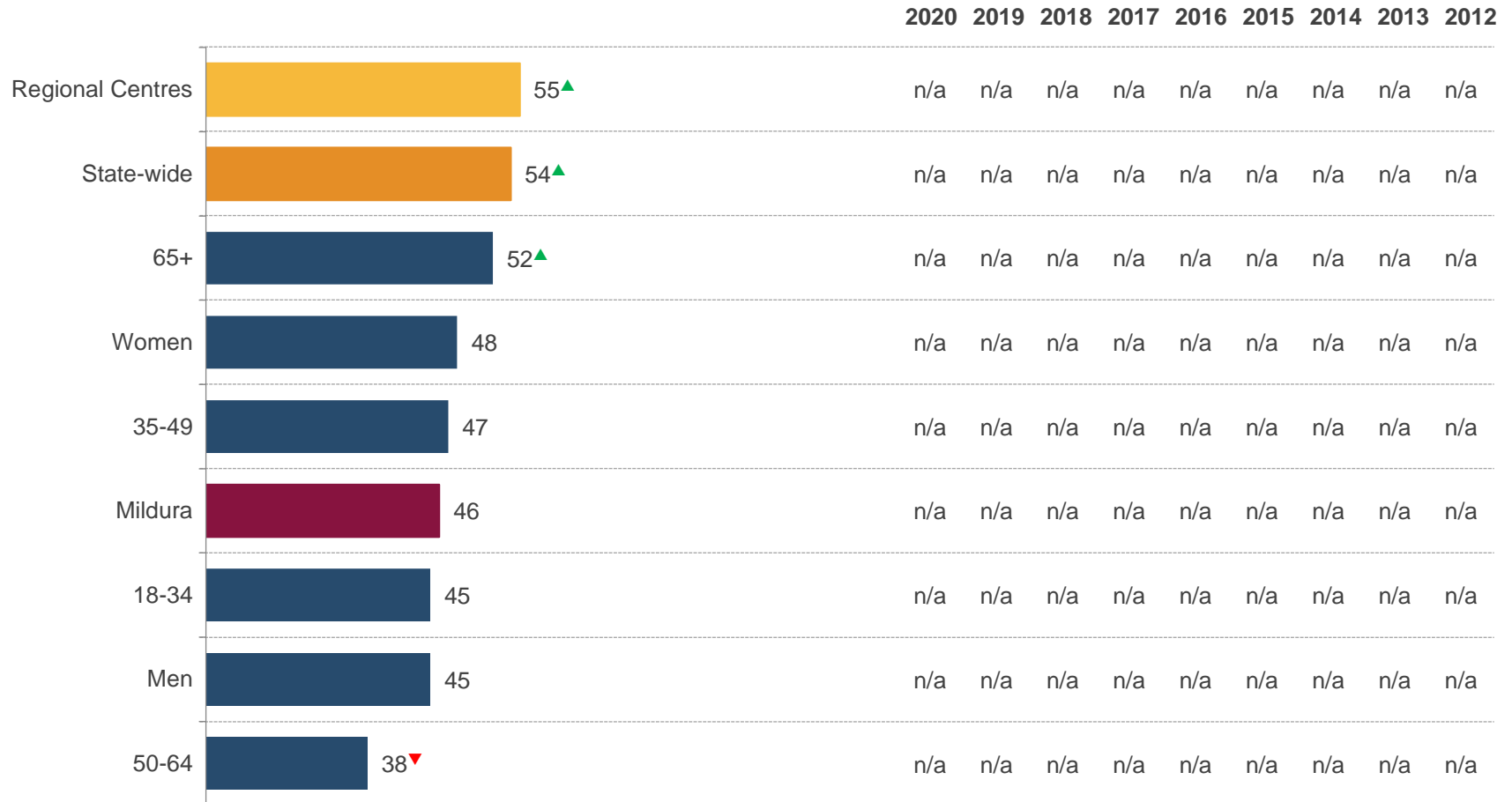


Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Mildura Rural City Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?  
 Base: All respondents. Councils asked state-wide: 66 Councils asked group: 8



# Value for money in services and infrastructure

2021 value for money (index scores)



Q3b. How would you rate Mildura Rural City Council at providing good value for money in infrastructure and services provided to your community?

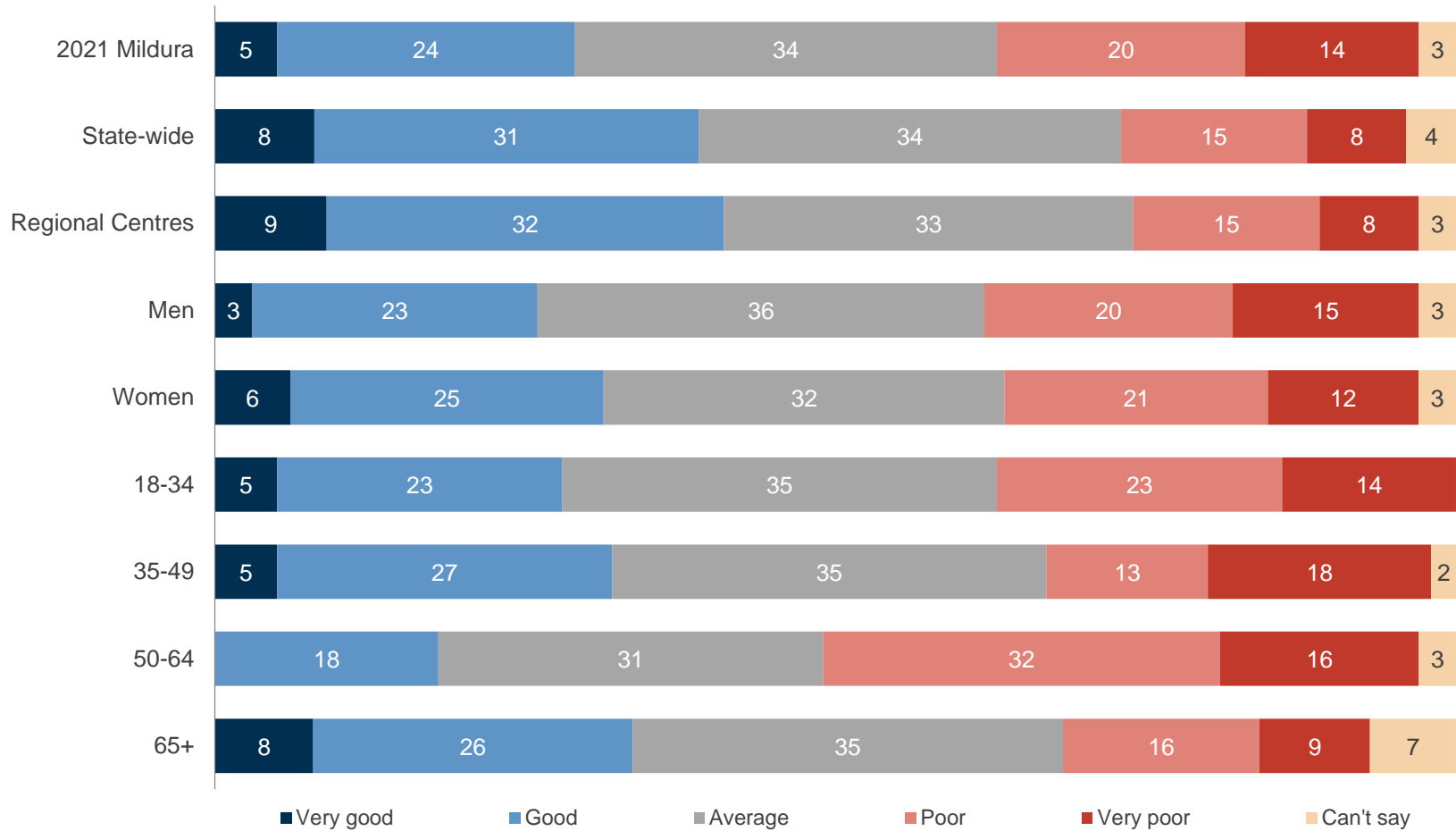
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 8

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



# Value for money in services and infrastructure

2021 value for money (%)



Q3b. How would you rate Mildura Rural City Council at providing good value for money in infrastructure and services provided to your community?

Base: All respondents. Councils asked state-wide: 66 Councils asked group: 8





## Higher performing service areas

Sealed local roads (index score of 59) is the area where Council performed best in 2021. This is a four-point increase on 2020 and Council's highest ever rating for this service area. It is also the only service area for which perceptions of Council's performance improved in 2020.

- Council performs in line with the Regional Centres group and the State-wide average in this service area.

Lobbying and waste management are Council's next highest rated service areas (each with an index score of 52).

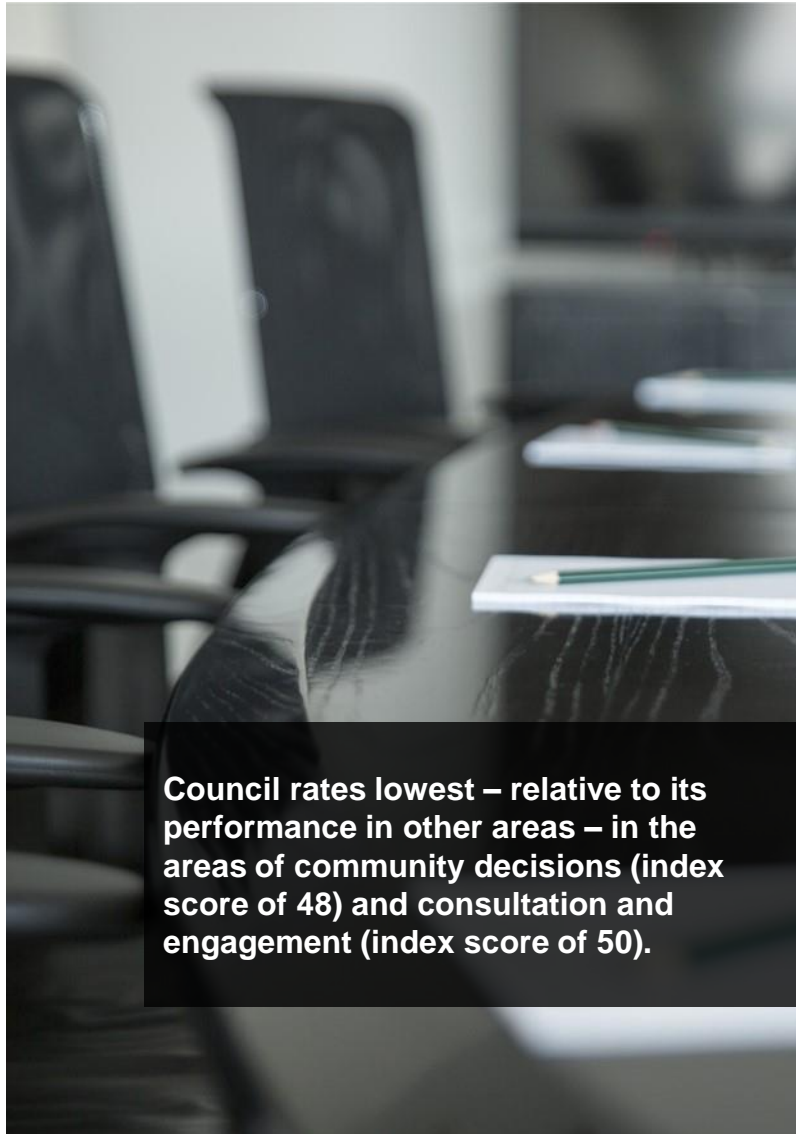
- Both lobbying and waste management are rated significantly lower than the Regional Centres group and the State-wide averages.
- Differences in perceptions of Council's performance on lobbying across the demographic cohorts compared to the 2021 Council average are not statistically different.
- On waste management, residents aged 65 years and over (index score of 62) rate Council's performance significantly higher than the Council average.



**Sealed local roads (index score of 59) is the area where Council performed best in 2021, improving by a significant four index points from 2020.**



## Low performing service areas



**Council rates lowest – relative to its performance in other areas – in the areas of community decisions (index score of 48) and consultation and engagement (index score of 50).**

Council continues to rate lowest in the area of decisions made in the interest of the community (index score of 48). Perceptions of Council's performance in this area have been in steady decline since 2017 and Council's 2021 rating is the lowest seen to date.

Council's second lowest rated service area is consultation and engagement (index score of 50). Perceptions of Council's performance in this area declined significantly by four index points on 2020. This is Council's lowest rating seen to date on this service area.

- Residents aged 18 to 34 years (index score of 55) are significantly more favourable than average in their views of consultation and engagement.
- Much of the decline in perceptions over the last year has been driven by residents aged 65 years and over (index score of 48, down nine points).

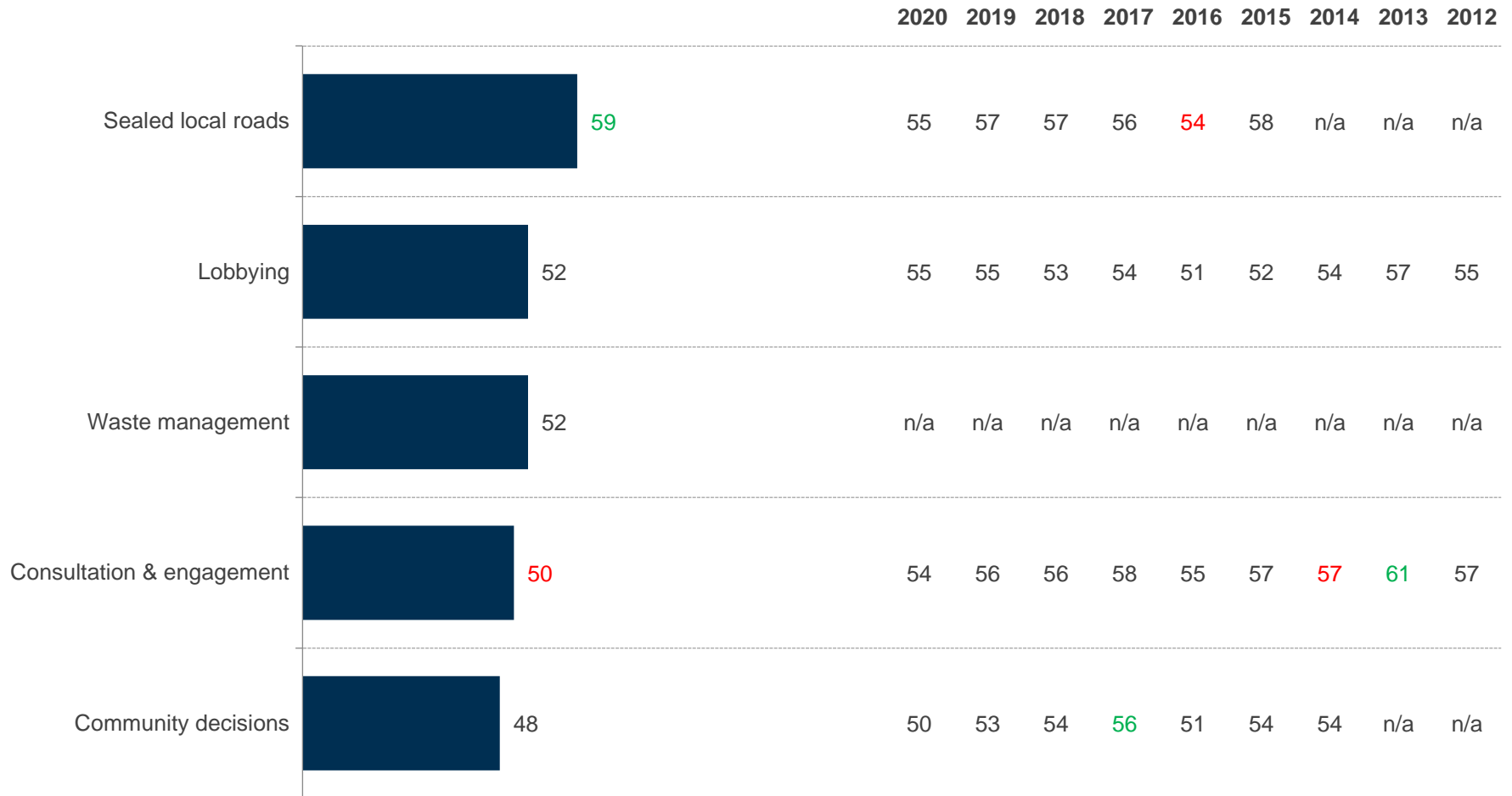
Council rates significantly lower than the Regional Centres group and State-wide averages on both of these service areas.

Consideration could be given to how Council communicates its activities to residents in these areas. It may be that residents are unaware of what Council is doing.



# Individual service area performance

2021 individual service area performance (index scores)



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

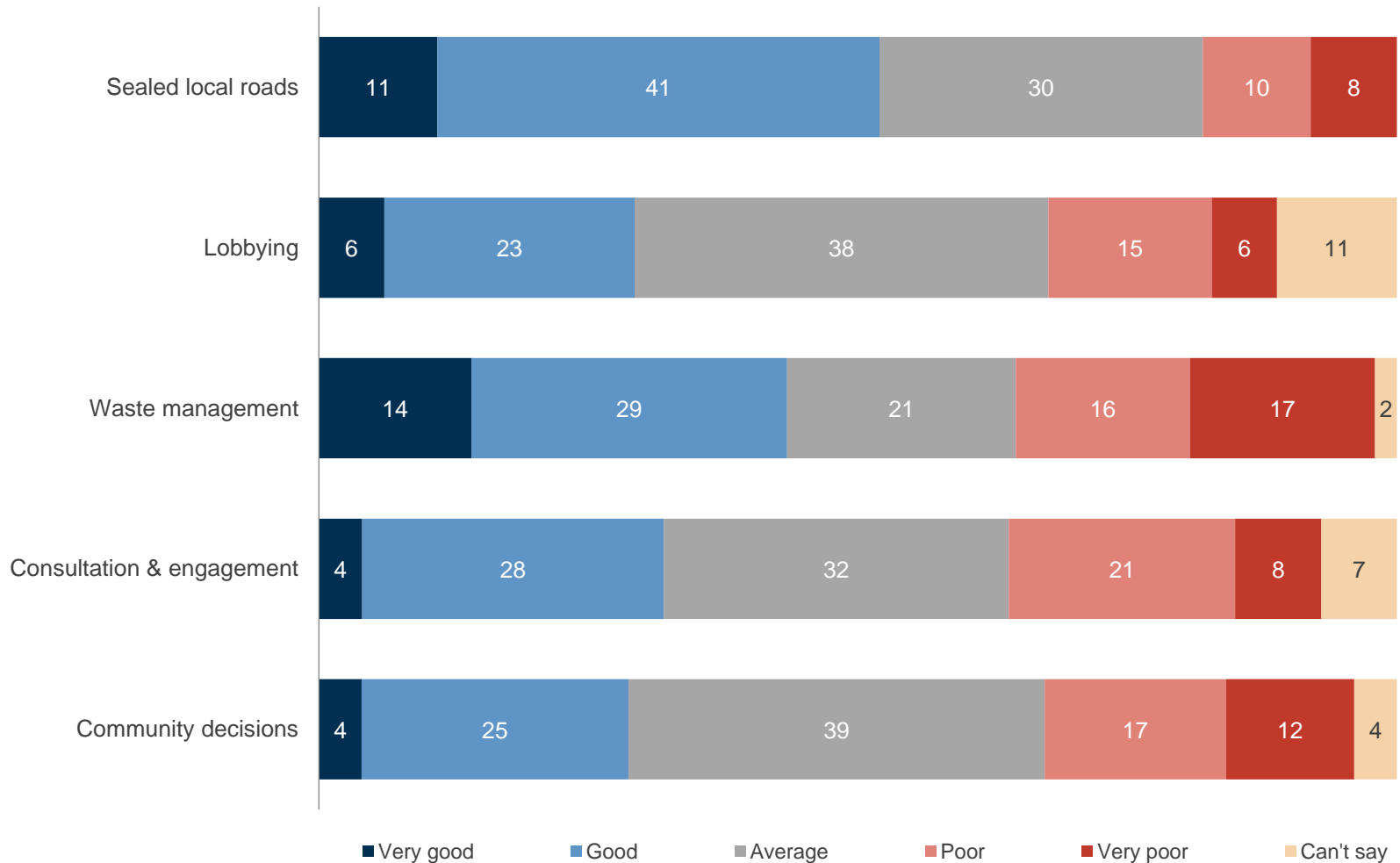
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 8

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



# Individual service area performance

2021 individual service area performance (%)



Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 66 Councils asked group: 8



# Areas for improvement

2021 areas for improvement (%)  
- Top mentions only -



Q17. What does Mildura Rural City Council MOST need to do to improve its performance?  
 Base: All respondents. Councils asked state-wide: 45 Councils asked group: 8  
 A verbatim listing of responses to this question can be found in the accompanying dashboard.



# Customer service



## Contact with council and customer service

### Contact with council

Just over half of Council residents (52%) have had contact with Council in the last 12 months. Rate of contact is four percentage points lower than last year.

- Residents aged 35 to 64 years have had the most contact with Council.
- People aged 65 years and over have had the least contact with Council and significantly less than average.



**Among those who have had contact with Council, 60% provide a positive customer service rating of 'very good' or 'good', including 22% who rate Council's customer service as 'very good'.**

### Customer service

Council's customer service index of 64 is down four points on 2020. This is Council's lowest rating ever recorded for customer service.

Customer service is rated significantly lower than the Regional Centres group average and the State-wide average (index scores of 71 and 70 respectively).

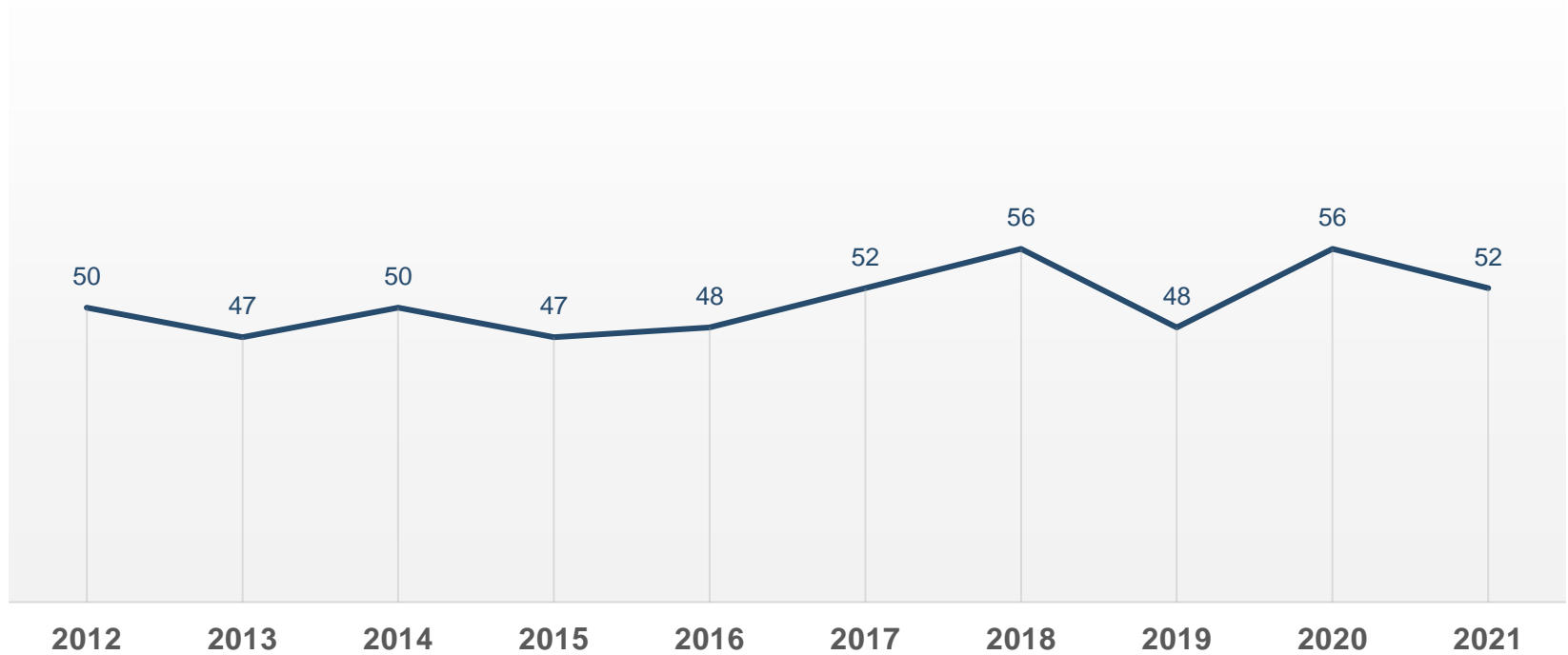
Six in ten residents (60%) provide a positive customer service rating of 'very good' or 'good'.

- Differences in the customer service index across the demographic cohorts compared to the 2021 average are not statistically significantly different.



# Contact with council

2021 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?

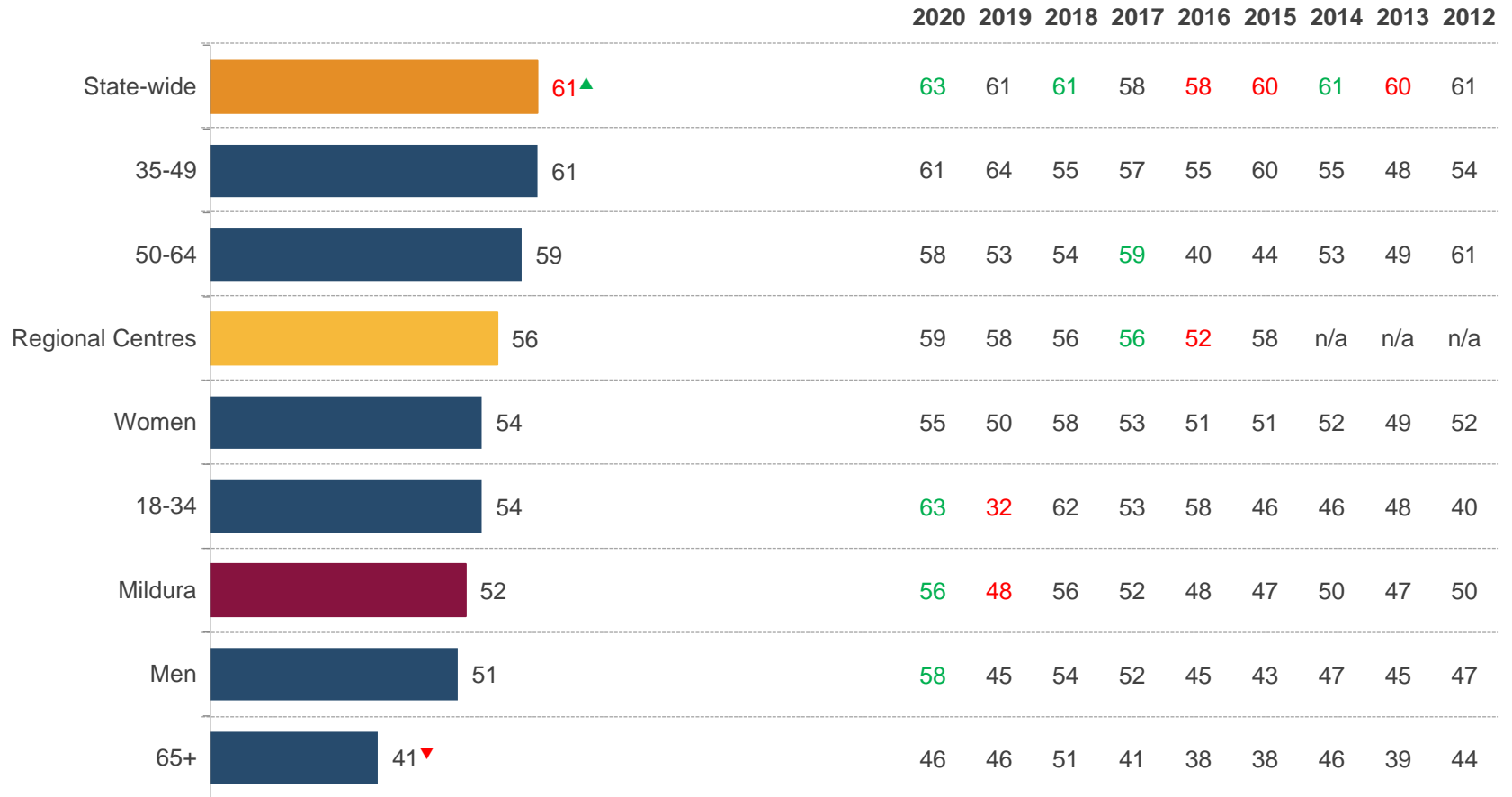
Base: All respondents. Councils asked state-wide: 39 Councils asked group: 4





# Contact with council

2021 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: 39 Councils asked group: 4

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



# Customer service rating

2021 customer service rating (index scores)

	2020	2019	2018	2017	2016	2015	2014	2013	2012	
Regional Centres	71▲	70	72	72	72	70	71	n/a	n/a	n/a
State-wide	70▲	70	71	70	69	69	70	72	71	71
65+	69	66	72	68	68	67	68	73	70	75
Women	65	67	72	71	74	75	77	74	74	74
35-49	64	71	73	70	73	76	73	72	75	75
Mildura	64	68	70	71	70	71	72	72	75	72
Men	64	69	67	72	64	68	65	70	77	69
18-34	63	66	72	71	71	71	70	73	77	72
50-64	61	70	64	76	66	70	77	68	75	66

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.

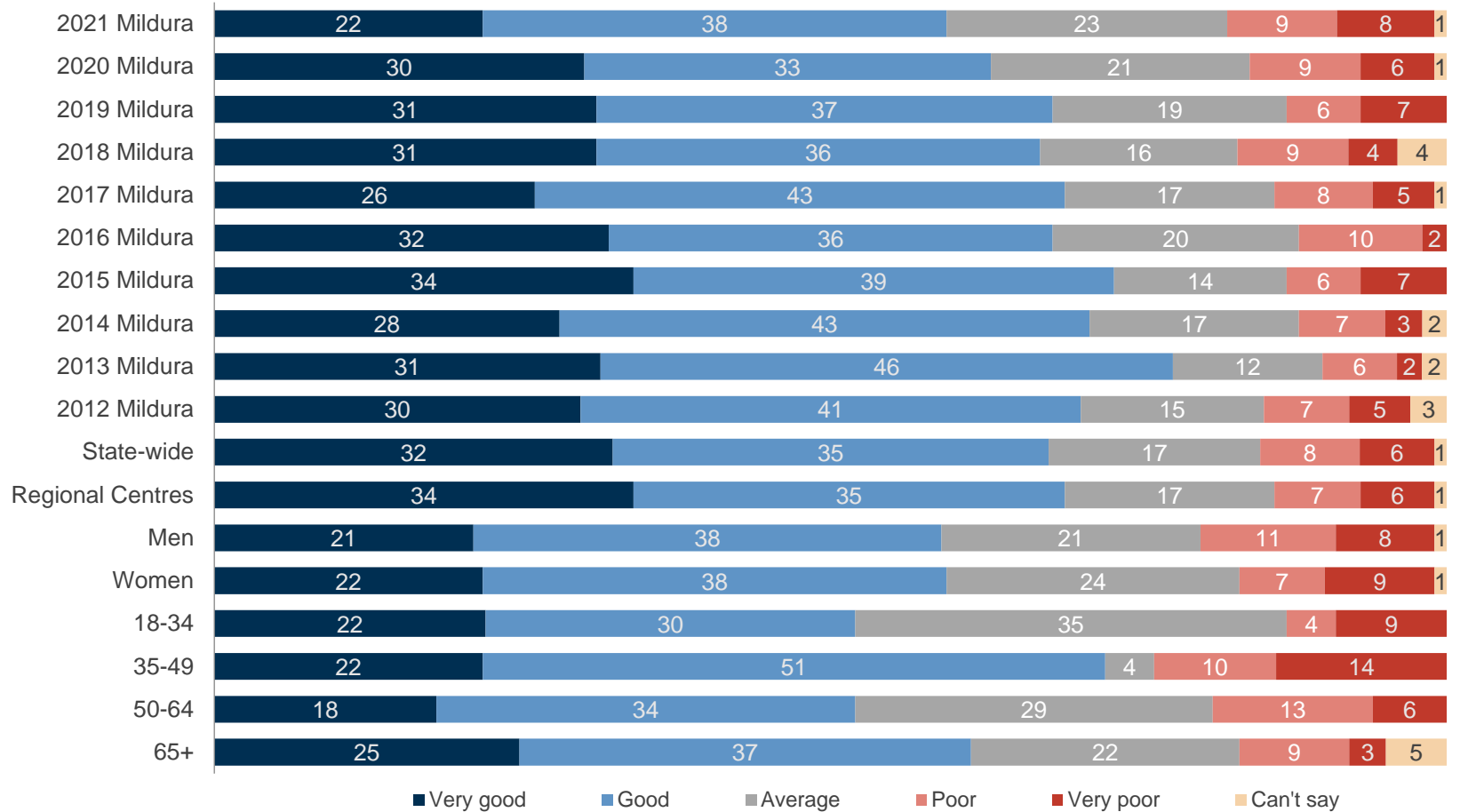
Councils asked state-wide: 66 Councils asked group: 8

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



# Customer service rating

2021 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: 66 Councils asked group: 8



# Council direction



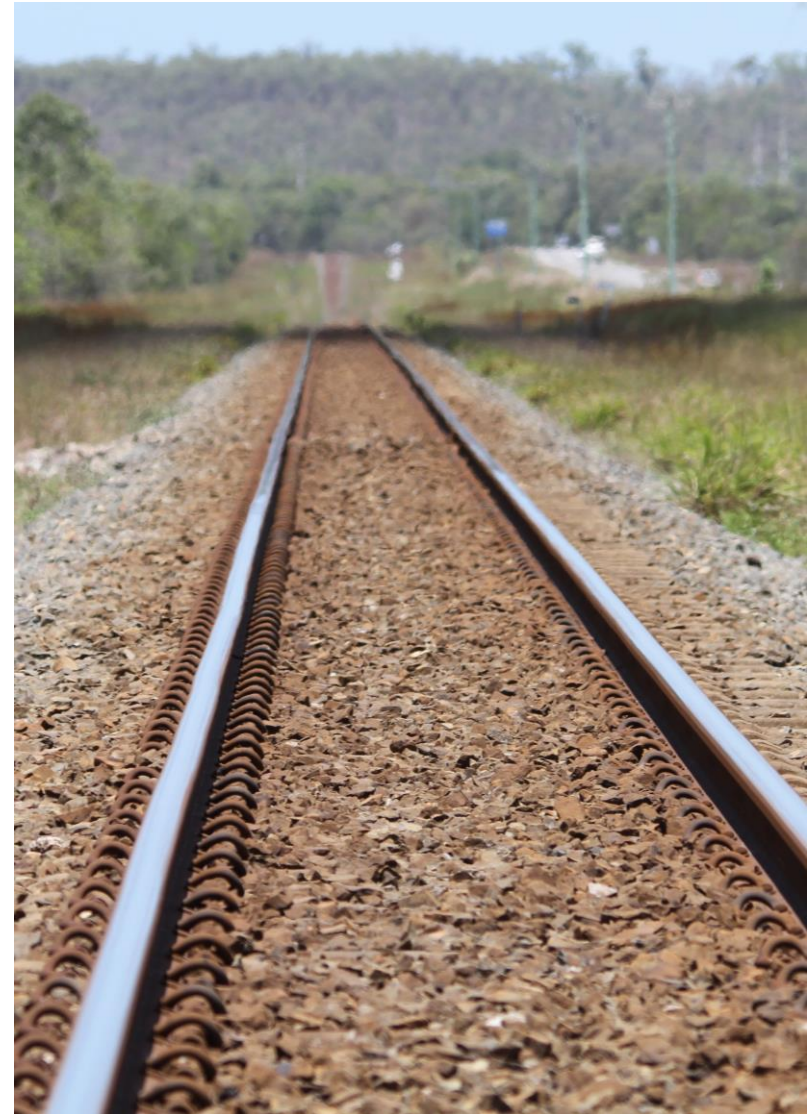
## Council direction

Perceptions of Council's overall direction is down six points on 2020, with an index score of 46. This is a statistically significant decrease on 2020 and is Council's lowest ever recorded for perceptions of the direction of its overall performance.

- Perceptions of overall direction are significantly lower than the Regional Centres group average and the State-wide average for councils.

Over the last 12 months, 61% of residents believe the direction of Council's overall performance has stayed the same, unchanged from 2020.

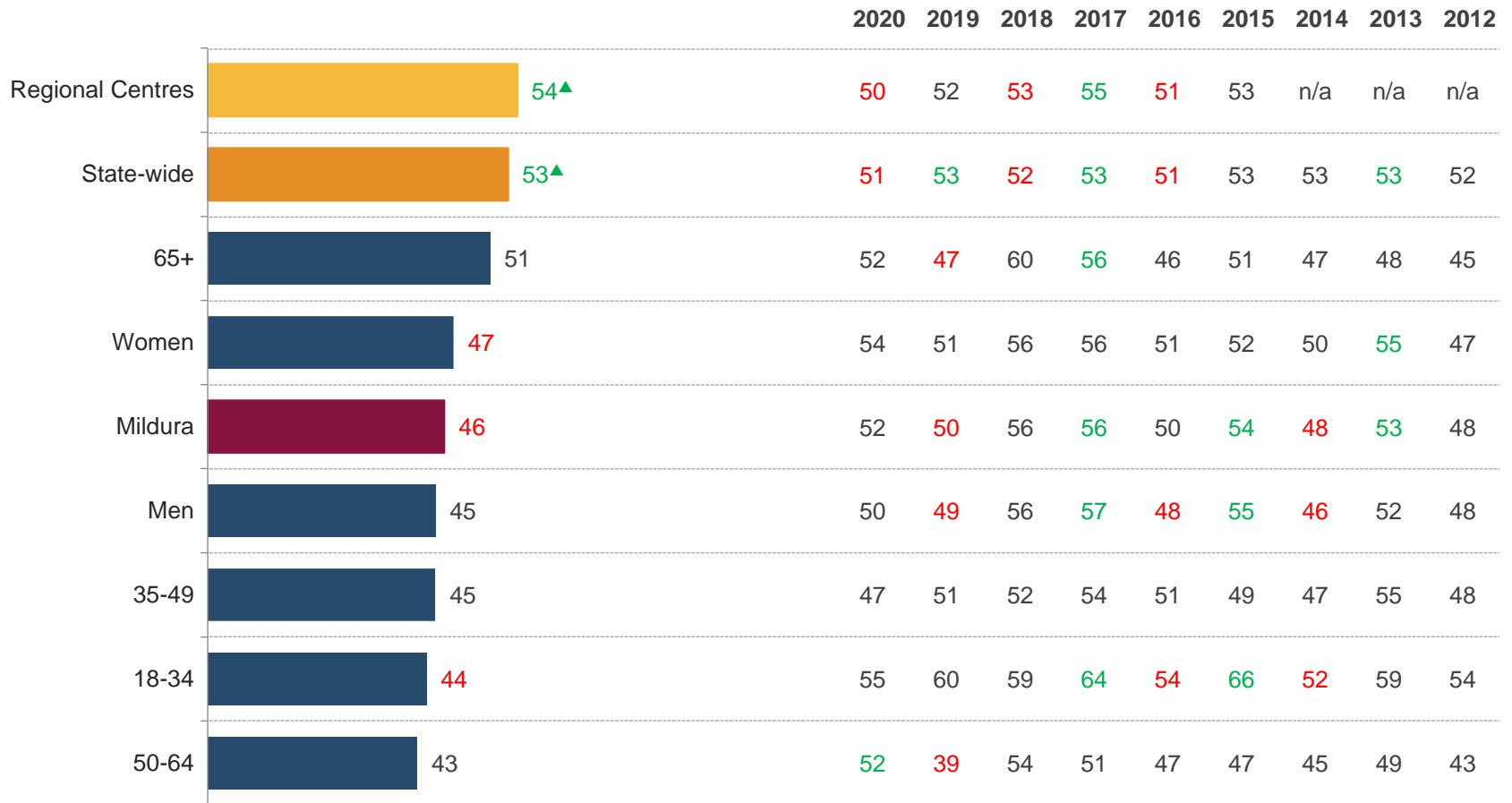
- 14% believe the direction of Council has improved (down five points on 2020).
- 22% believe it has deteriorated (up seven points on 2020).
- The most satisfied with council direction are women and those aged 65 years and over.
- The least satisfied with council direction are those aged 18 to 34 years and 50 to 64 years.





# Overall council direction last 12 months

2021 overall council direction (index scores)



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

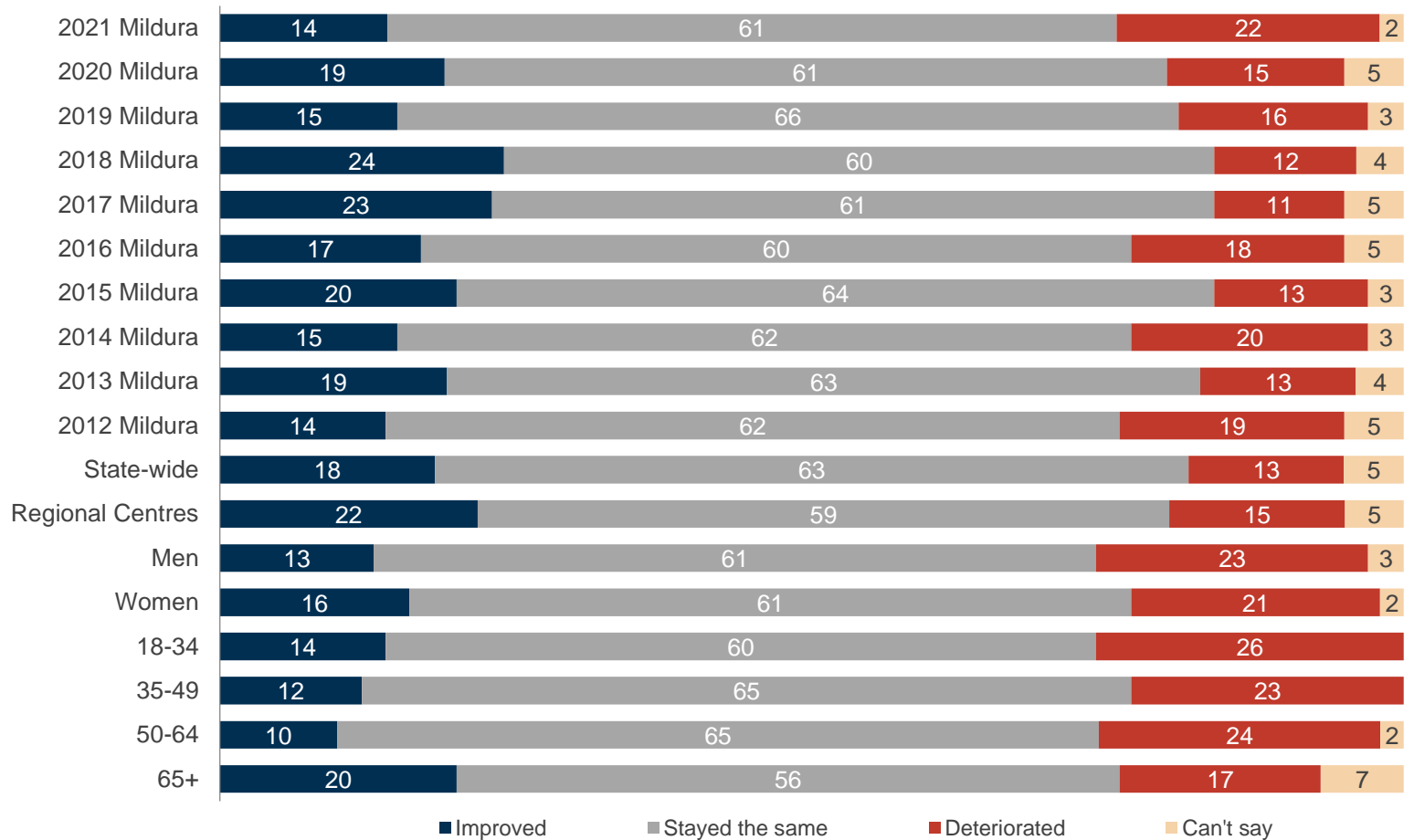
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 8

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



# Overall council direction last 12 months

2021 overall council direction (%)



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: 66 Councils asked group: 8





# Individual service areas

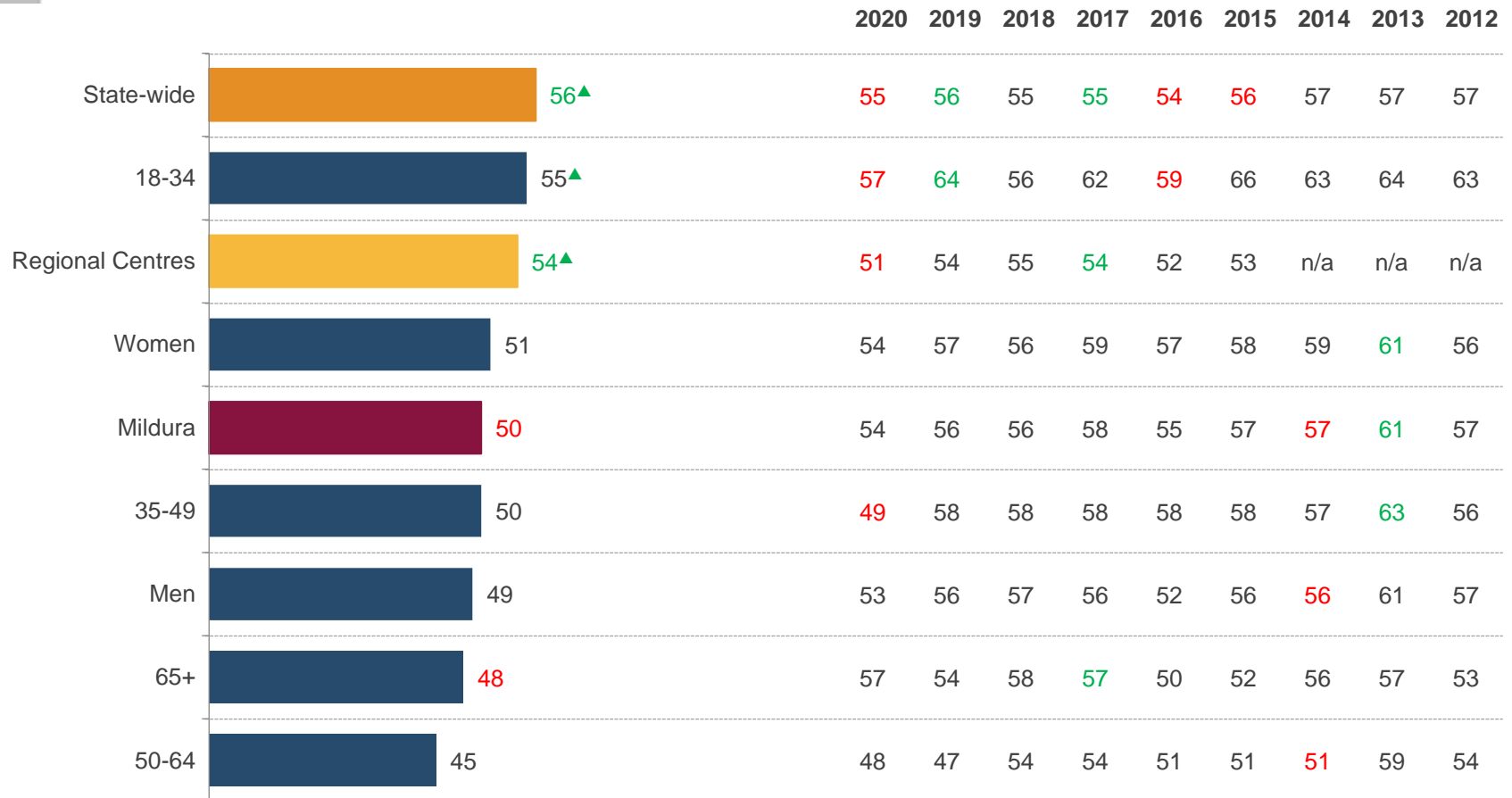




# Community consultation and engagement performance



2021 consultation and engagement 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: 66 Councils asked group: 8

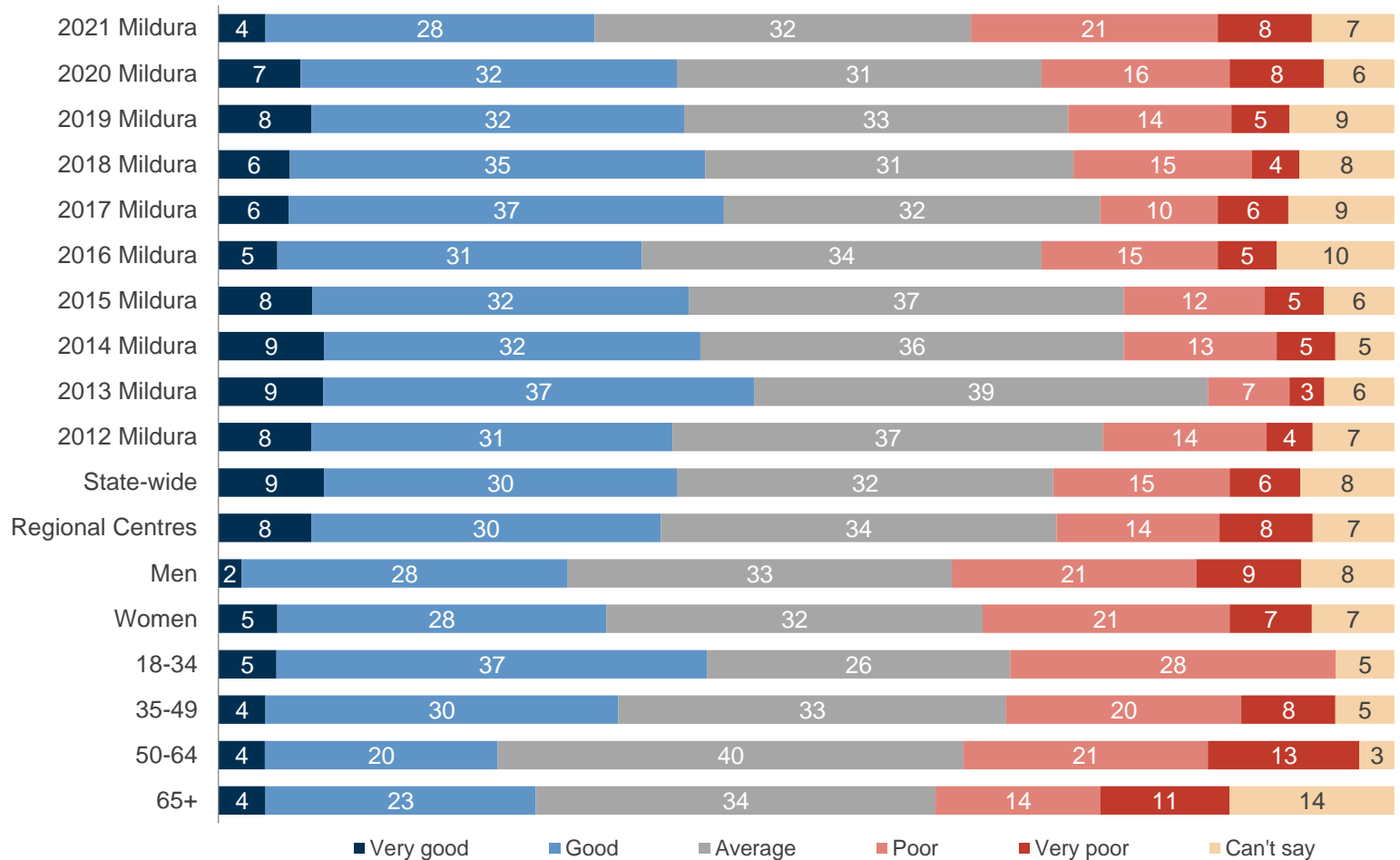
Note: Please see Appendix A for explanation of significant differences.



# Community consultation and engagement performance



2021 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: 66 Councils asked group: 8



# Lobbying on behalf of the community performance



2021 lobbying performance (index scores)

	2020	2019	2018	2017	2016	2015	2014	2013	2012
Regional Centres	52	54	54	54	52	55	n/a	n/a	n/a
18-34	59	60	53	62	50	58	62	63	63
State-wide	53	54	54	54	53	55	56	55	55
Women	56	55	51	54	53	53	56	58	54
35-49	52	55	52	53	52	52	52	57	53
Mildura	55	55	53	54	51	52	54	57	55
65+	57	57	55	51	50	51	53	59	52
Men	55	55	54	55	49	51	53	57	55
50-64	51	46	50	50	51	49	48	51	50

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

Base: All respondents. Councils asked state-wide: 51 Councils asked group: 6

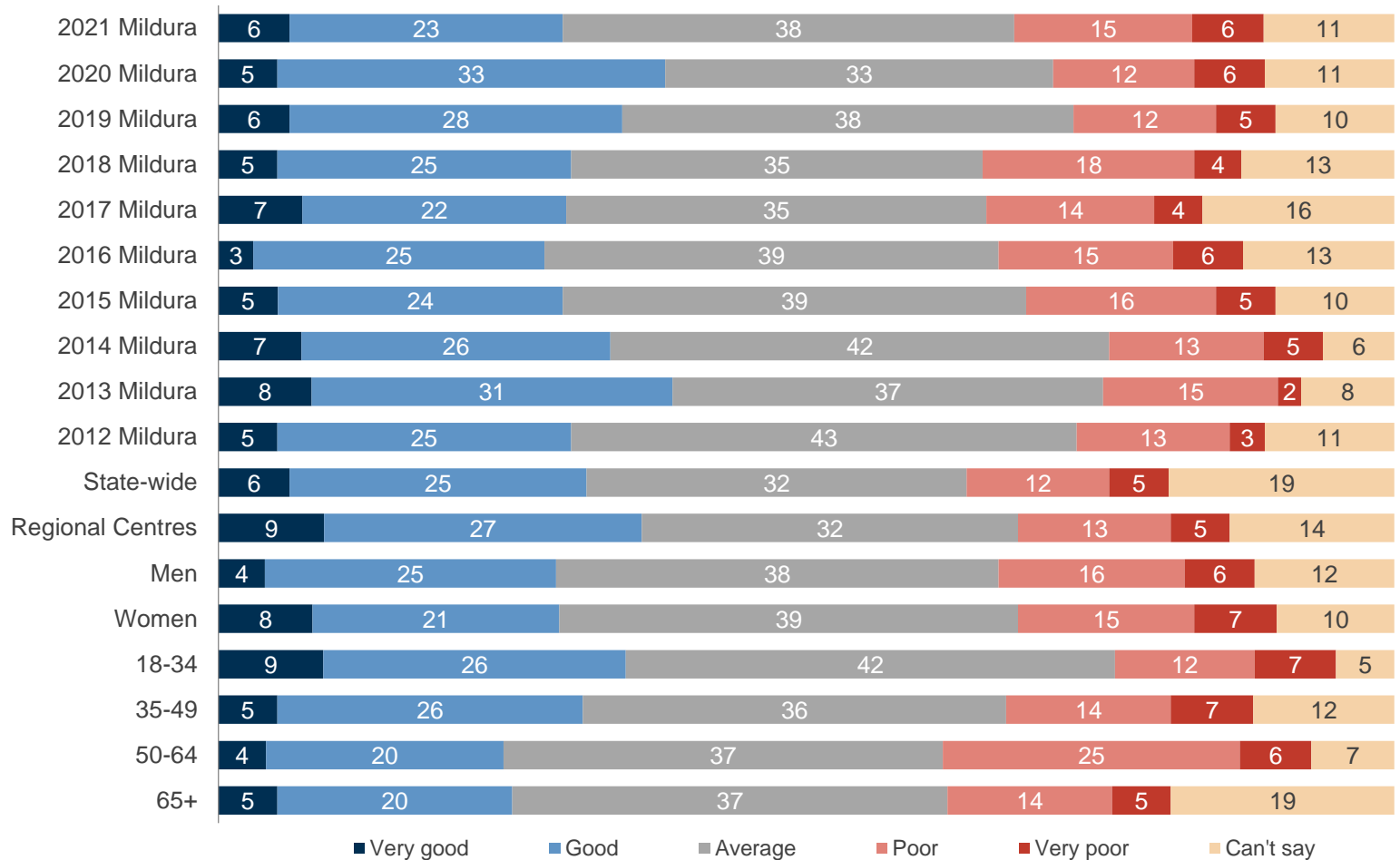
Note: Please see Appendix A for explanation of significant differences.



# Lobbying on behalf of the community performance



2021 lobbying performance (%)

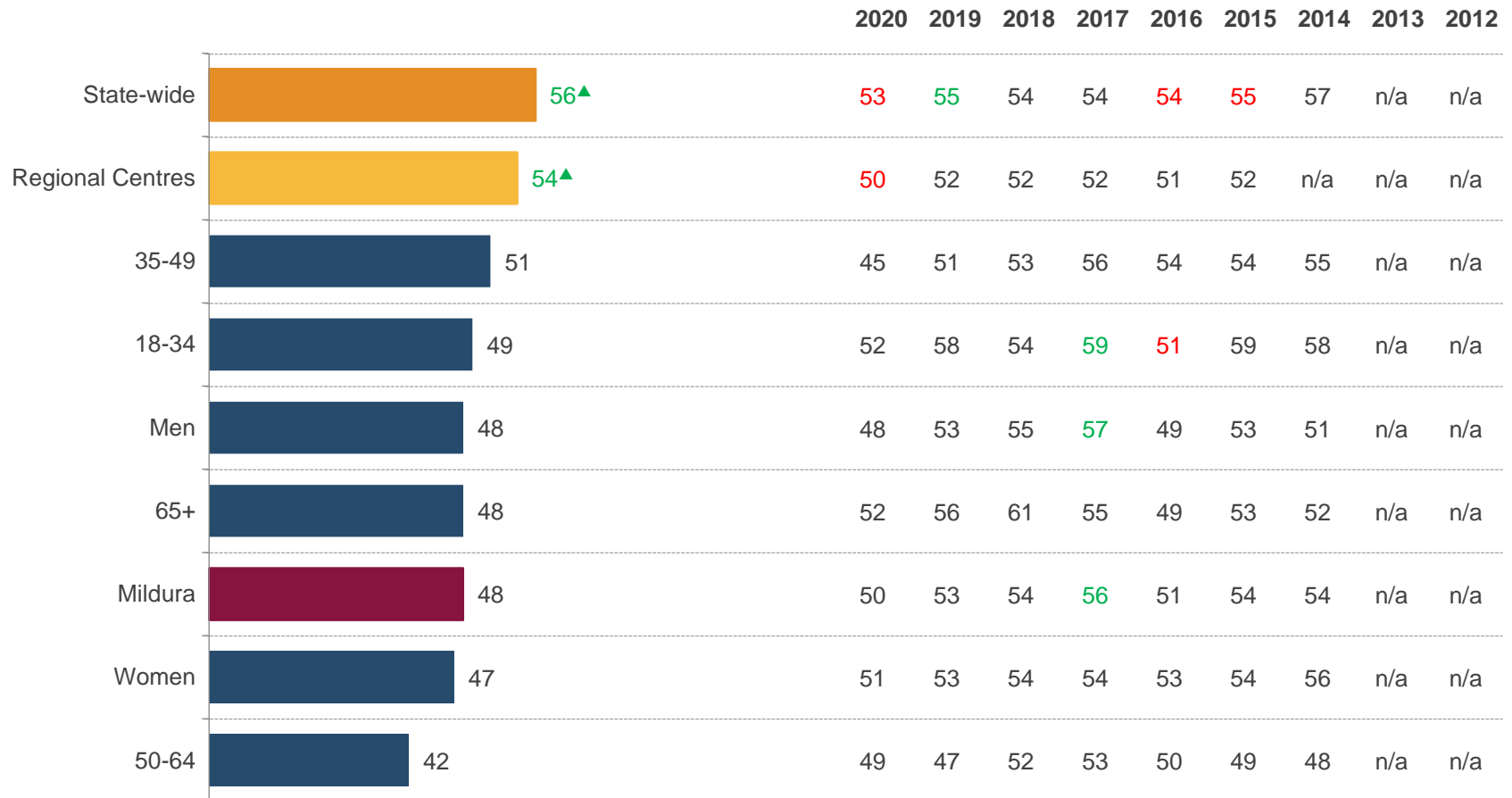


Q2. How has Council performed on 'Lobbying on behalf of the community' over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 51 Councils asked group: 6

# Decisions made in the interest of the community performance



2021 community decisions made performance (index scores)



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

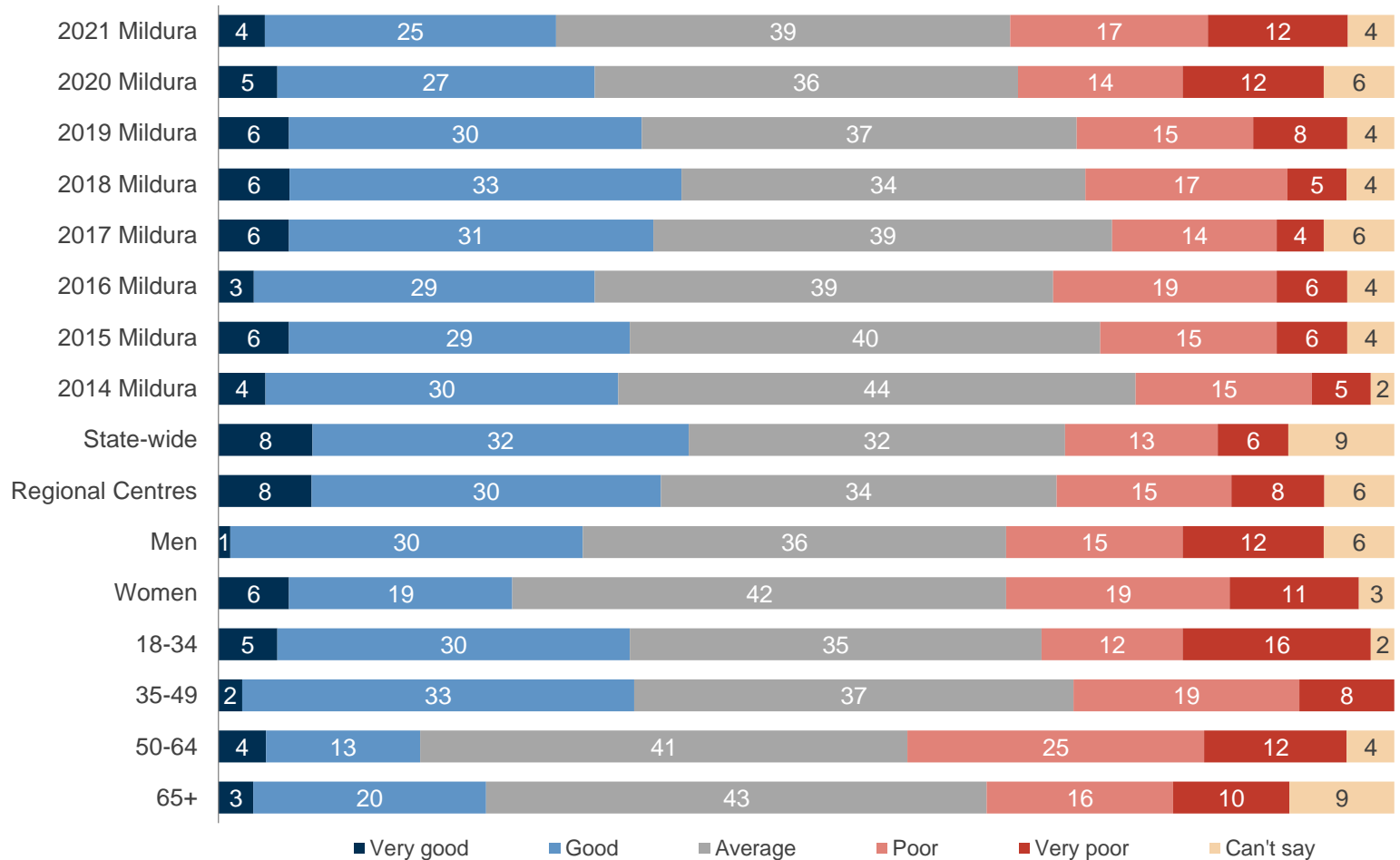
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 8

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

# Decisions made in the interest of the community performance



2021 community decisions made performance (%)

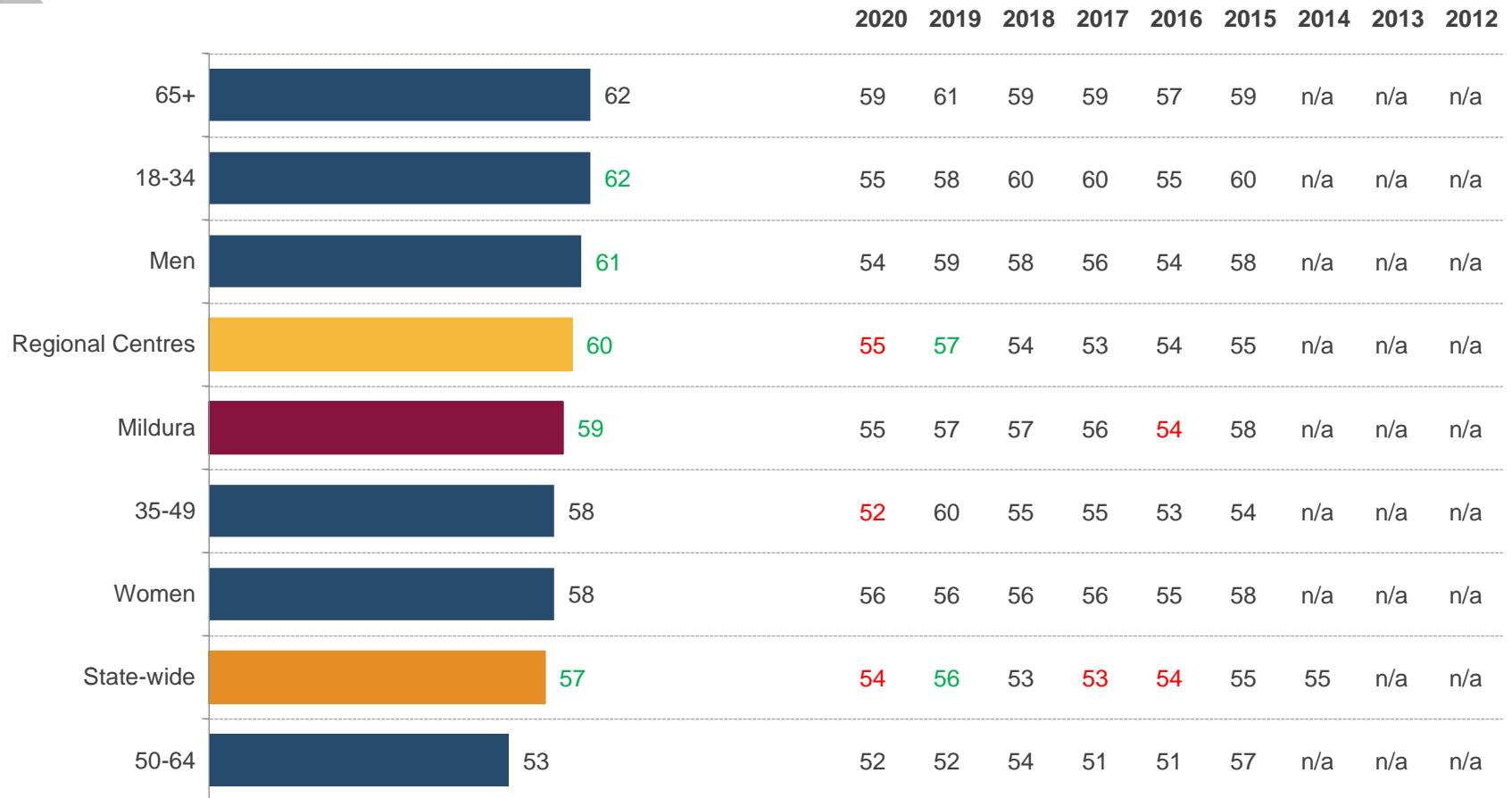


Q2. How has Council performed on 'Decisions made in the interest of the community' over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 66 Councils asked group: 8

# The condition of sealed local roads in your area performance



2021 sealed local roads performance (index scores)



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

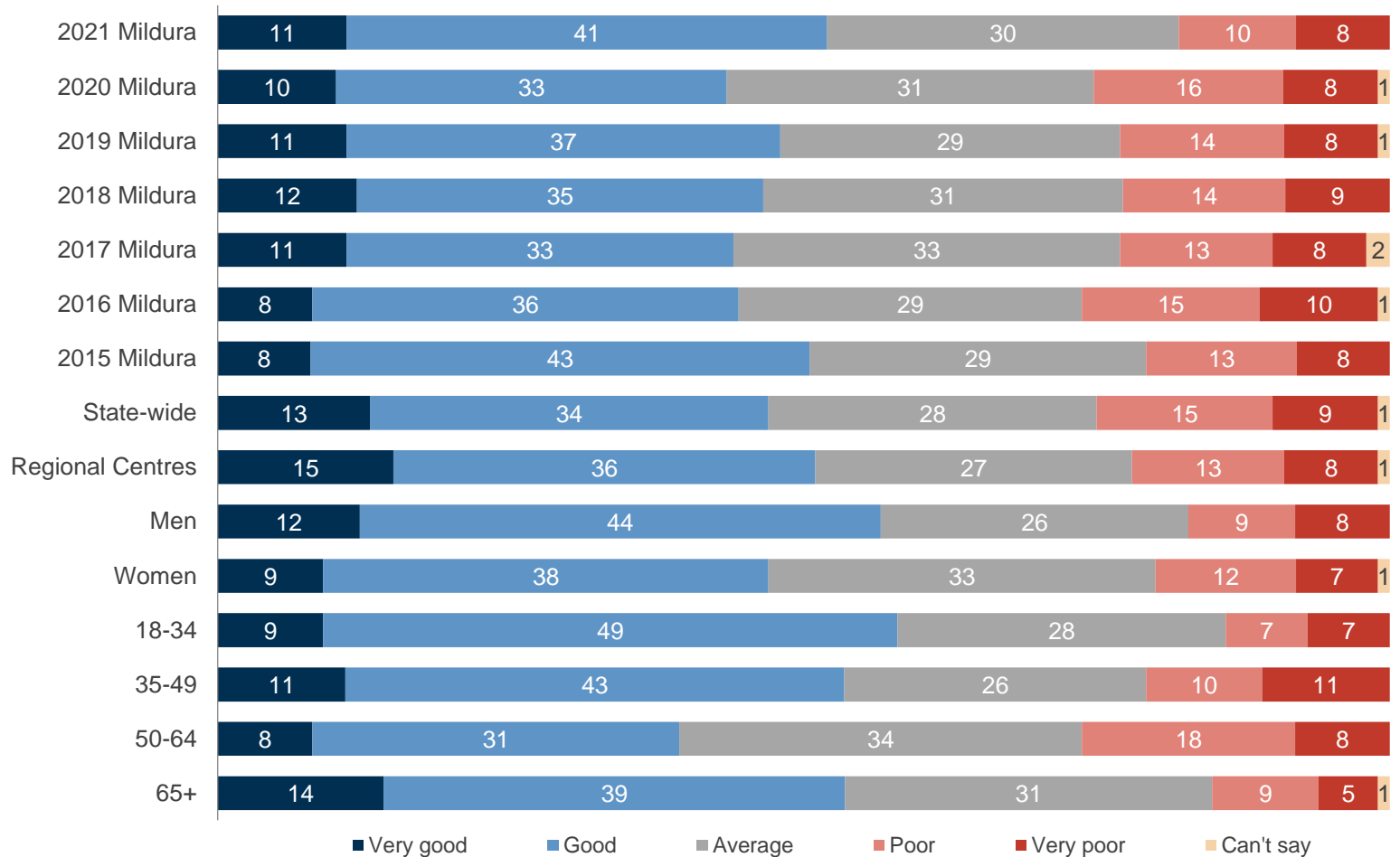
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 8

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

# The condition of sealed local roads in your area performance



2021 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: 66 Councils asked group: 8

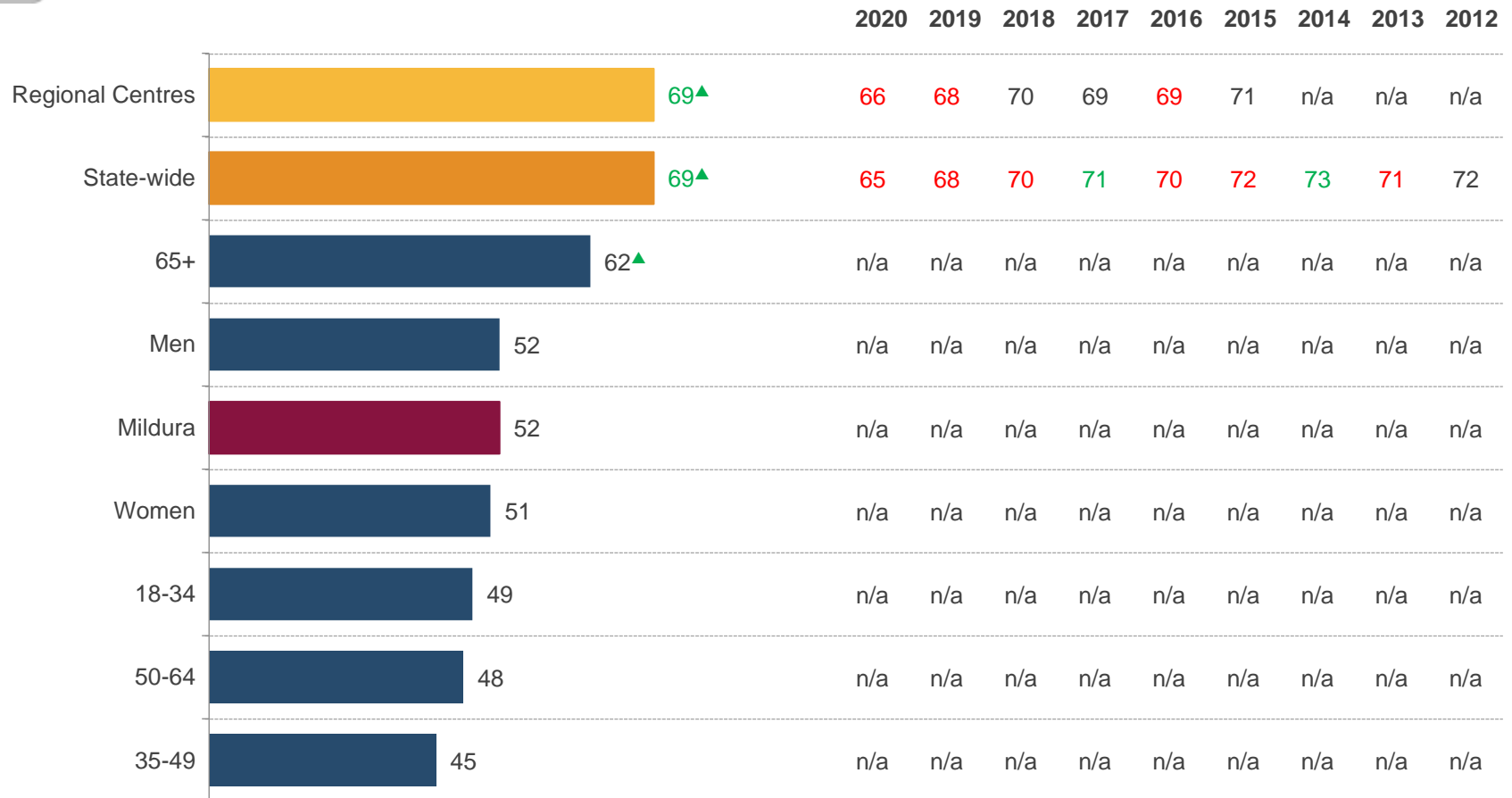




# Waste management performance



2021 waste management performance (index scores)



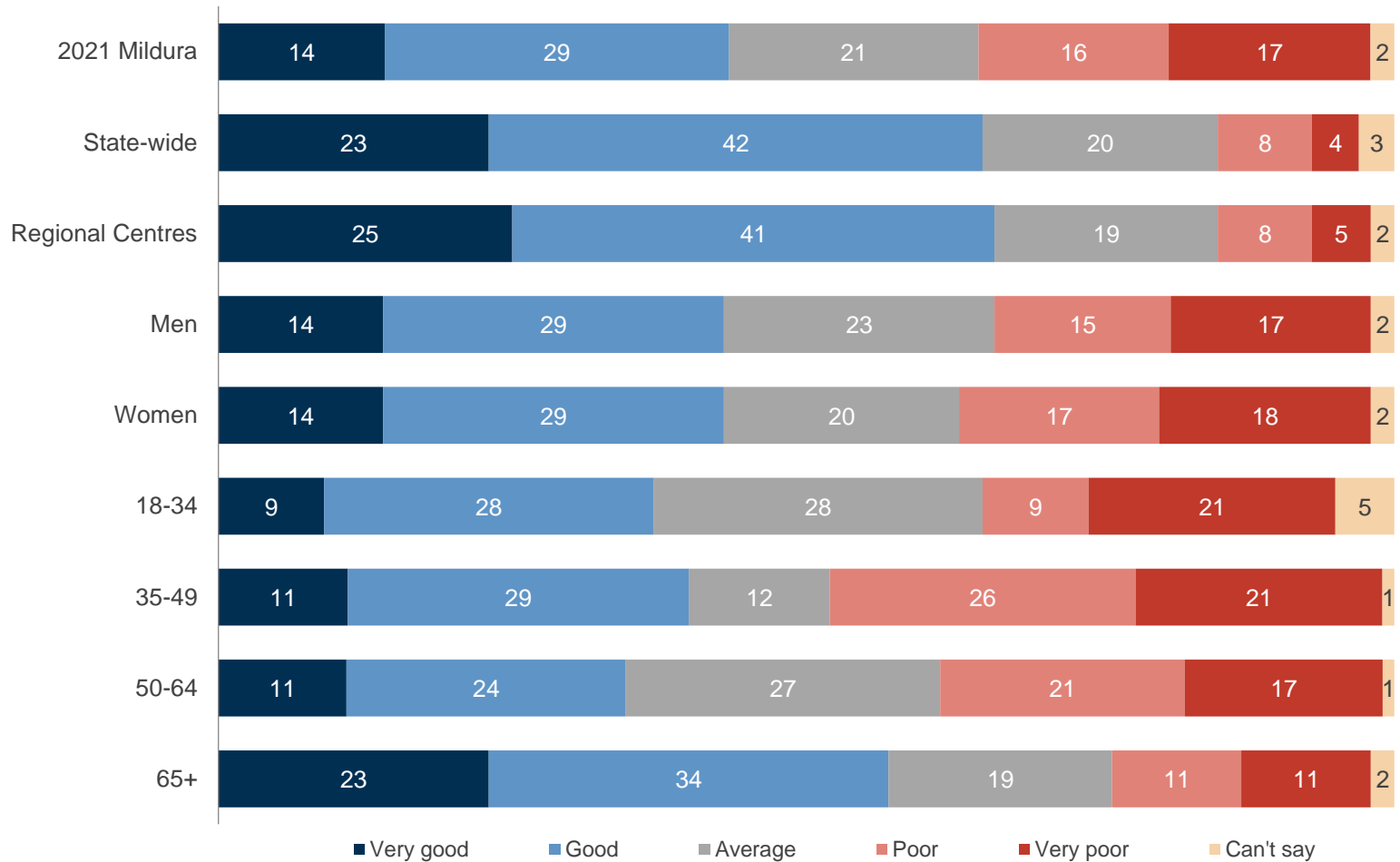
Q2. How has Council performed on 'Waste management' over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 66 Councils asked group: 8  
 Note: Please see Appendix A for explanation of significant differences.



# Waste management performance



2021 waste management performance (%)



Q2. How has Council performed on 'Waste management' over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 66 Councils asked group: 8



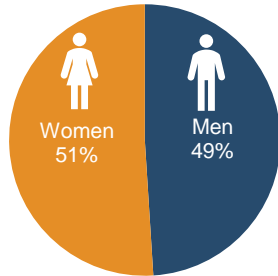
# **Detailed demographics**



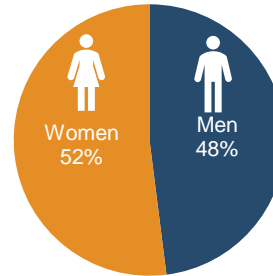
# Gender and age profile

## 2021 gender

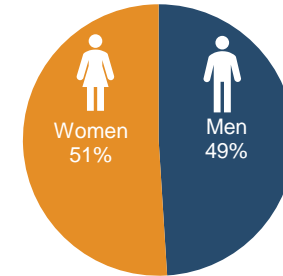
Mildura



Regional Centres

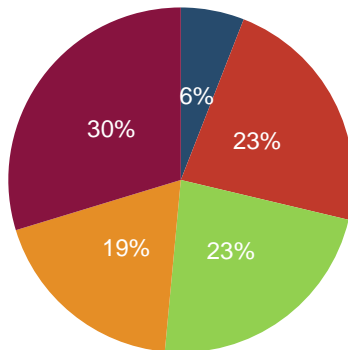


State-wide

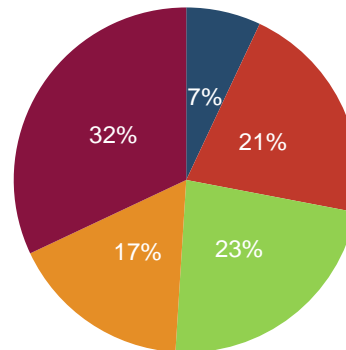


## 2021 age

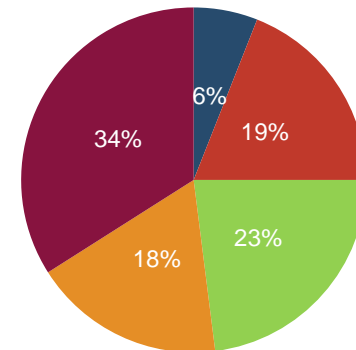
Mildura



Regional Centres



State-wide

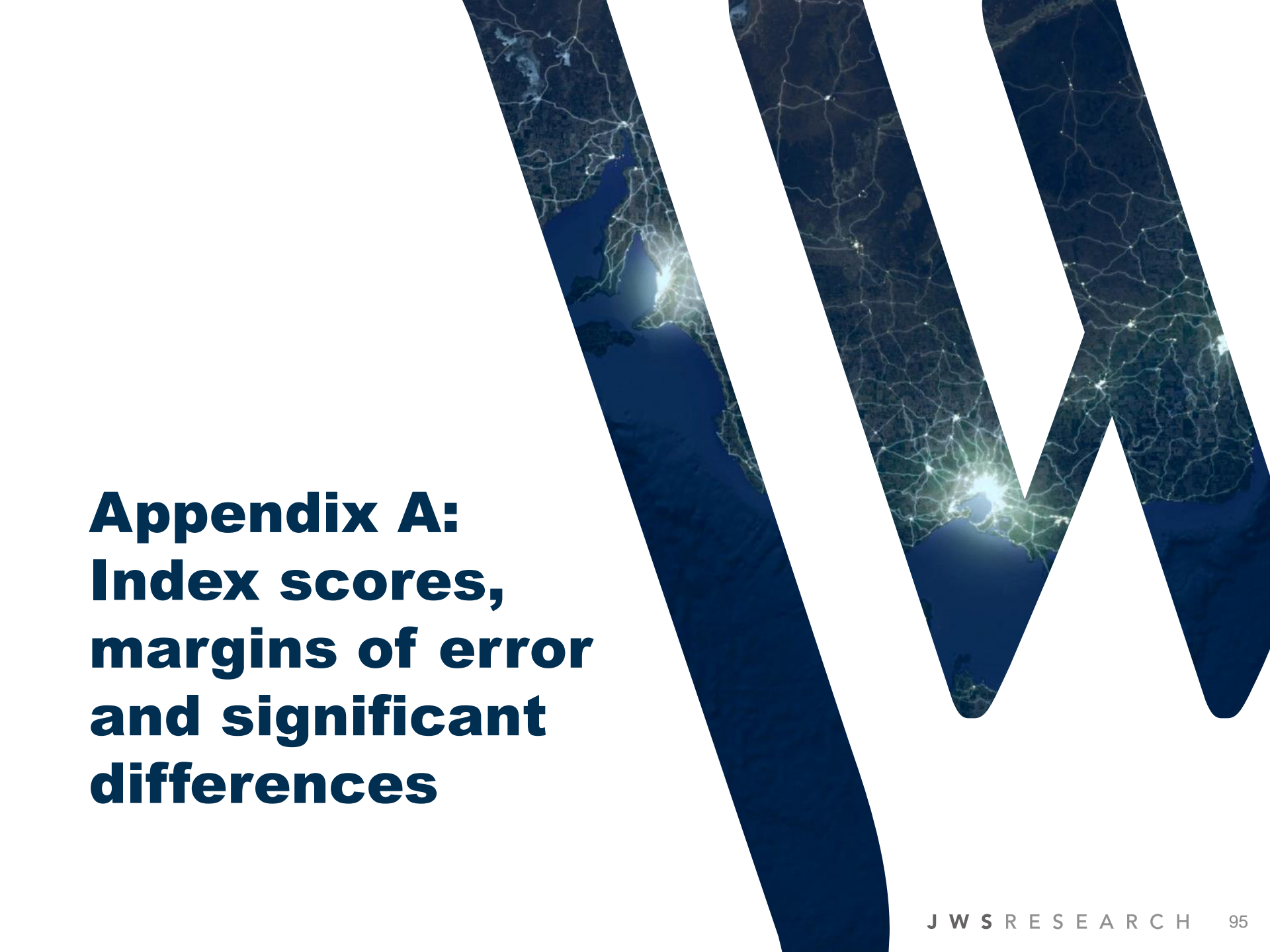


■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

S3. [Record gender] / S4. To which of the following age groups do you belong?  
 Base: All respondents. Councils asked state-wide: 66 Councils asked group: 8  
 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 large, dark blue, stylized letter 'W' graphic dominates the right side of the page. Inside the 'W', there are faint, light blue background images of various data visualization elements: a bar chart, a line graph with a downward trend, and another bar chart with a slight upward trend. The overall aesthetic is professional and data-oriented.

# **Appendix A: Index scores, margins of error and significant differences**



## Appendix A: Index Scores

### Index Scores

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

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

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

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

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



## Appendix A: Margins of error

The sample size for the 2021 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 42,900 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	189	197	+/-7.1
Women	211	203	+/-6.7
18-34 years	43	117	+/-15.1
35-49 years	84	90	+/-10.7
50-64 years	106	75	+/-9.6
65+ years	167	118	+/-7.6



## Appendix A: Significant difference reporting notation

Within tables and index score charts throughout this report, statistically significant differences at the 95% confidence level are represented by upward directing green (▲) and downward directing red arrows (▼).

Significance when noted indicates a significantly higher or lower result for the analysis group in comparison to the 'Total' result for the council for that survey question for that year. Therefore in the example below:

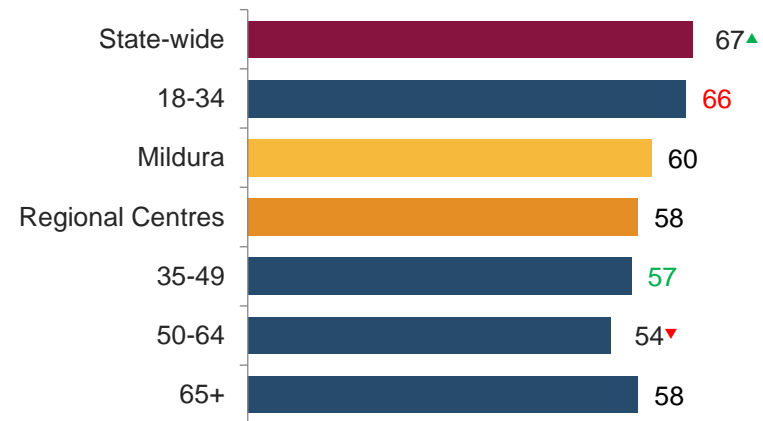
- ▲ The state-wide result is significantly higher than the overall result for the council.
- ▼ The result among 50-64 year olds is significantly lower than for the overall result for the council.

Further, results shown in green and red indicate significantly higher or lower results than in 2020.

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 2020.
- The result among 18-34 year olds in the council is **significantly lower** than the result achieved among this group in 2020.

**2021 overall performance (index scores)  
(example extract only)**







## Appendix A: Index score significant difference calculation

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

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

Where:

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

All figures can be sourced from the detailed cross tabulations.

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



# **Appendix B: Further project information**



## Appendix B: Further information

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

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

### Detailed survey tabulations

Detailed survey tabulations are available in supplied Excel file.

### Contacts

For further queries about the conduct and reporting of the 2021 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on

**(03) 8685 8555** or via email:

**[admin@jwsresearch.com](mailto:admin@jwsresearch.com)**



## Appendix B: Survey methodology and sampling

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The 2021 results are compared with previous years, as detailed below:

- 2020, n=400 completed interviews, conducted in the period of 30<sup>th</sup> January – 22<sup>nd</sup> March.
- 2019, n=401 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2018, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2017, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2016, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2015, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2014, n=400 completed interviews, conducted in the period of 31<sup>st</sup> January – 11<sup>th</sup> March.
- 2013, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 24<sup>th</sup> 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 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.

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 60% 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 4<sup>th</sup> February – 19<sup>th</sup> March, 2021.



## Appendix B: Analysis and reporting

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All participating councils are listed in the State-wide report published on the DELWP website. In 2021, 66 of the 79 Councils throughout Victoria participated in this survey. For consistency of analysis and reporting across all projects, Local Government Victoria has aligned its presentation of data to use standard council groupings. Accordingly, the council reports for the community satisfaction survey provide analysis using these standard council groupings. Please note that councils participating across 2012-2021 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, Horsham, Latrobe, Mildura, Wangaratta, Warrnambool and Wodonga.

Wherever appropriate, results for Mildura Rural City Council for this 2021 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: 2012 survey revision

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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 2012-2021 have been made throughout this report as appropriate.



## Appendix B: Core, optional and tailored questions

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### 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 2021 State-wide Local Government Community Satisfaction Survey was designated as 'Core' and therefore compulsory inclusions for all participating Councils.

These core questions comprised:

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

Reporting of results for these core questions can always be compared against other participating councils in the council group and against all participating councils state-wide. Alternatively, some questions in the 2021 State-wide Local Government Community Satisfaction Survey were optional. Councils also had the ability to ask tailored questions specific only to their council.



## Appendix B: Analysis and reporting

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### Reporting

Every council that participated in the 2021 State-wide Local Government Community Satisfaction Survey receives a customised report. In addition, the state government is supplied with this State-wide summary report of the aggregate results of 'Core' and 'Optional' questions asked across all council areas surveyed, which is available at:

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

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





## Appendix B: Glossary of terms

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

**CSS:** 2021 Victorian Local Government Community Satisfaction Survey.

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

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

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

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

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

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

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

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

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

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

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

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