



2022 Local Government Community Satisfaction Survey

Mildura Rural City Council

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



Contents

<u>Background and objectives</u>	<u>3</u>	<u>Business and community development</u>	<u>61</u>
<u>Key findings and recommendations</u>	<u>4</u>	<u>Tourism development</u>	<u>63</u>
<u>Detailed findings</u>	<u>11</u>	<u>Detailed demographics</u>	<u>65</u>
<u>Overall performance</u>	<u>12</u>	<u>Appendix A: Index scores, margins of error and significant differences</u>	<u>67</u>
<u>Customer service</u>	<u>26</u>	<u>Appendix B: Further project information</u>	<u>72</u>
<u>Council direction</u>	<u>32</u>		
<u>Individual service areas</u>	<u>36</u>		
<u>Community consultation and engagement</u>	<u>37</u>		
<u>Lobbying on behalf of the community</u>	<u>39</u>		
<u>Decisions made in the interest of the community</u>	<u>41</u>		
<u>Condition of sealed local roads</u>	<u>43</u>		
<u>Informing the community</u>	<u>45</u>		
<u>Condition of local streets and footpaths</u>	<u>47</u>		
<u>Recreational facilities</u>	<u>49</u>		
<u>Community and cultural activities</u>	<u>51</u>		
<u>Waste management</u>	<u>53</u>		
<u>Environmental sustainability</u>	<u>55</u>		
<u>Emergency and disaster management</u>	<u>57</u>		
<u>Maintenance of unsealed roads</u>	<u>59</u>		



Background and objectives

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

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

Now in its twenty-third 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 23 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 23 years of results, the CSS offers councils a consistent, long-term measure of how they are performing – essential for councils that work over the long term to provide valuable services and infrastructure to their communities.

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

A large, dark blue, stylized letter 'W' graphic that spans the right side of the page. The 'W' is filled with 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 dark 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 50



State-wide 59



Regional Centres 59

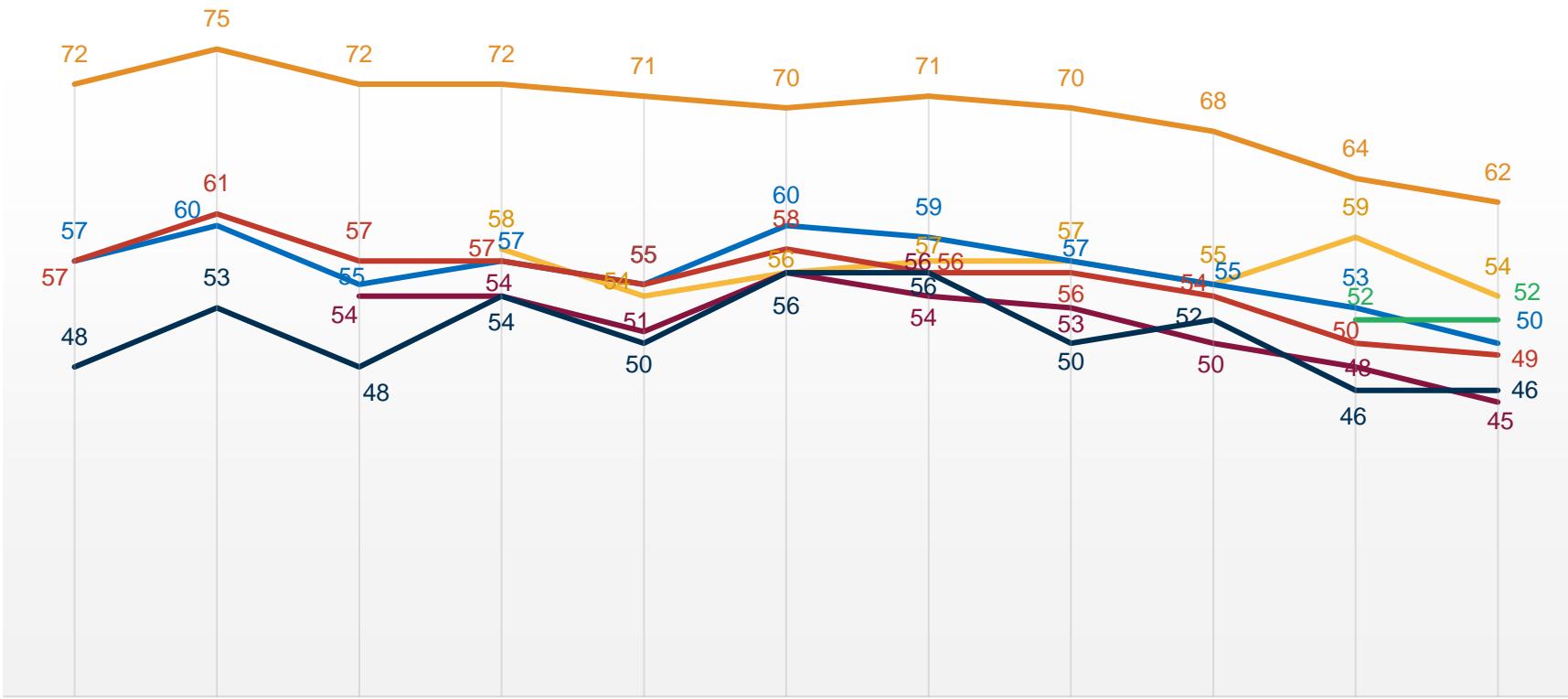
Council performance compared to State-wide and group averages

	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"> Waste management Community decisions Lobbying
Compared to group average	None	<ul style="list-style-type: none"> Waste management Community decisions Lobbying



Summary of core measures

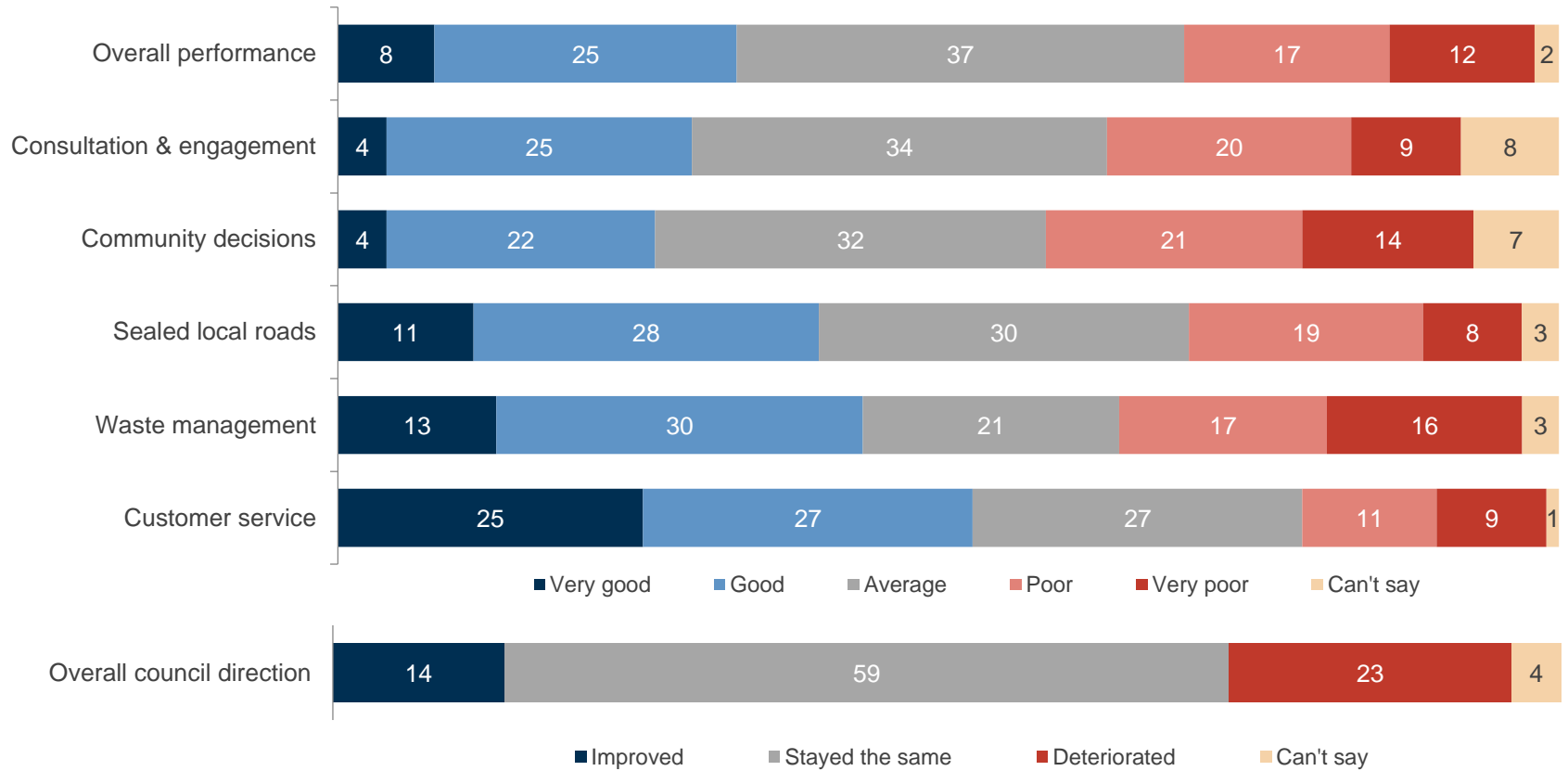
Index scores















Summary of core measures

Core measures summary results (%)













Summary of Mildura Rural City Council performance

Services	Mildura 2022	Mildura 2021	Regional Centres 2022	State-wide 2022	Highest score	Lowest score
 Overall performance	50	53	59	59	Aged 65+ years	Aged 50-64 years
 Value for money	43	46	53	53	Aged 65+ years	Aged 35-64 years
 Overall council direction	46	46	52	50	Aged 65+ years	Aged 50-64 years
 Customer service	62	64	69	68	Women	Men
 Recreational facilities	63	-	72	69	Aged 65+ years	Aged 35-49 years
 Emergency & disaster mngt	61	-	67	66	Aged 65+ years	Aged 18-34 years, Aged 50-64 years
 Community & cultural	58	-	65	65	Aged 65+ years	Aged 35-49 years
 Tourism development	57	-	59	60	Aged 65+ years	Aged 50-64 years
 Environmental sustainability	56	-	62	61	Aged 65+ years	Aged 50-64 years
 Informing the community	54	-	58	59	Aged 65+ years	Aged 18-34 years, Aged 50-64 years



Summary of Mildura Rural City Council performance

Services	Mildura 2022	Mildura 2021	Regional Centres 2022	State-wide 2022	Highest score	Lowest score
 Sealed local roads	54	59	54	53	Aged 65+ years	Aged 50-64 years
 Local streets & footpaths	53	-	59	57	Aged 65+ years	Aged 50-64 years
 Business & community dev.	52	-	58	58	Aged 65+ years	Aged 35-49 years
 Waste management	52	52	68	68	Aged 65+ years	Aged 35-49 years
 Consultation & engagement	49	50	54	54	Aged 65+ years	Aged 50-64 years
 Lobbying	46	52	55	53	Aged 65+ years	Aged 50-64 years
 Community decisions	45	48	54	54	Aged 65+ years	Aged 50-64 years
 Unsealed roads	43	-	46	41	Aged 65+ years	Aged 50-64 years



Focus areas for the next 12 months

Overview

Council evaluated a number of service areas for the first time in 2022. In areas where performance was measured previously, Council's ratings are in line with or lower than previous years' results, taking many to a series low this year. Council's overall performance rating has suffered a similar fate and declined by three points to a new series low. While this is not a statistically significant change, it represents the continuation of a declining trend apparent in overall performance perceptions since 2018.

Key influences on perceptions of overall performance

Mildura Rural City Council should focus on improving performance in the areas of decision-making in the community's interests and lobbying, which have a strong influence on overall perceptions but where Council currently performs poorly. Community decisions and lobbying are two of Council's lowest-rated service areas. Ratings have declined steadily in both areas over the past decade, suggesting deteriorating public confidence in Council's approach to decision making and advocacy.

Comparison to state and area grouping

Council rates significantly lower than average ratings for councils in the Regional Centres group and State-wide in most service areas with the exception of tourism development and the condition of both sealed and unsealed roads. The largest gaps in ratings between Council and group and State-wide averages exist in the areas of waste management, community decisions and lobbying.

Abate declines

Council should seek to abate declining trends in many service areas over the coming 12 months. To begin to lift performance perceptions, Council's attention may best be first focused on concerns of residents aged 50 to 64 years, who are often most critical of Council performance. That said, Council should not lose sight of where it is performing well and seek to maintain strong performance in recreational facilities which is a key positive influence on overall performance perceptions.

DETAILED FINDINGS



Overall performance



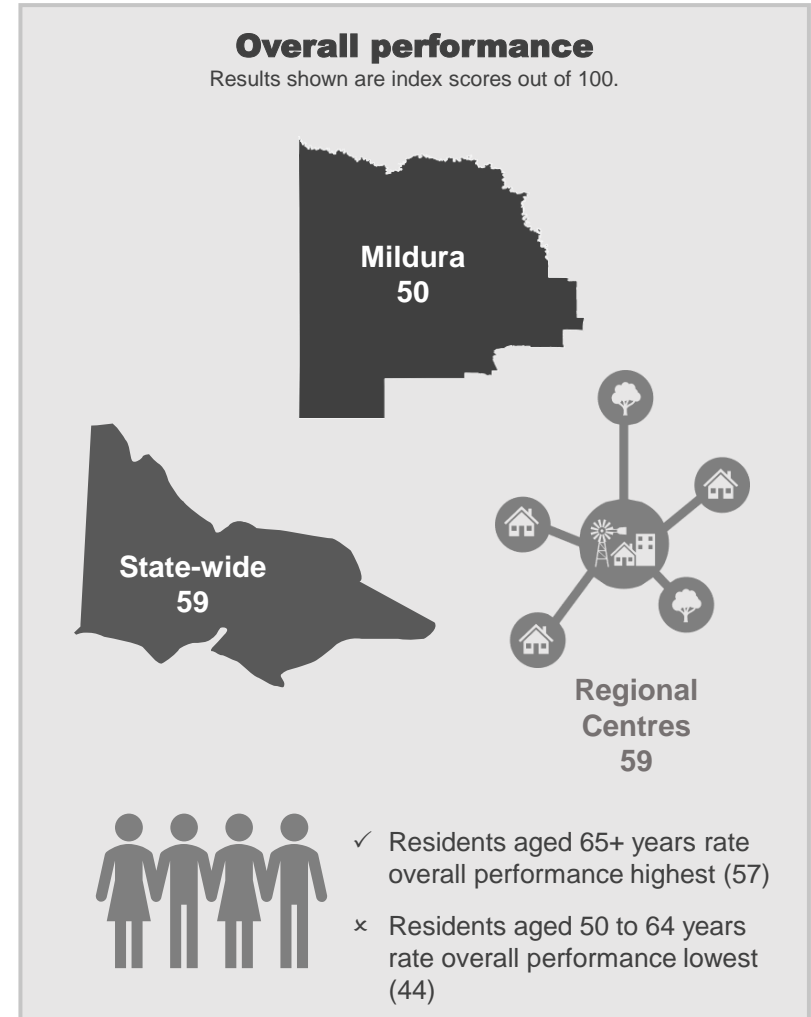
Overall performance

The overall performance index score of 50 for Mildura Rural City Council is three points lower (not significant) than the 2021 result. Overall performance has declined slightly each year since 2017 when Council's rating peaked at 60 index points. Overall performance is now at its lowest level since 2012.

Mildura Rural City Council's overall performance is rated statistically significantly lower (at the 95% confidence interval) than the average ratings for councils in the Regional Centres group and State-wide (index scores of 59 each).

- Residents aged 65 years and over are Council's most satisfied group (index score of 57), and now rate overall performance significantly higher compared to the Council average.
- Conversely, residents aged 50 to 64 years rate overall performance lowest. Residents aged 50 to 64 years tend to rate Council lowest in a majority of areas compared to other demographic subgroups.

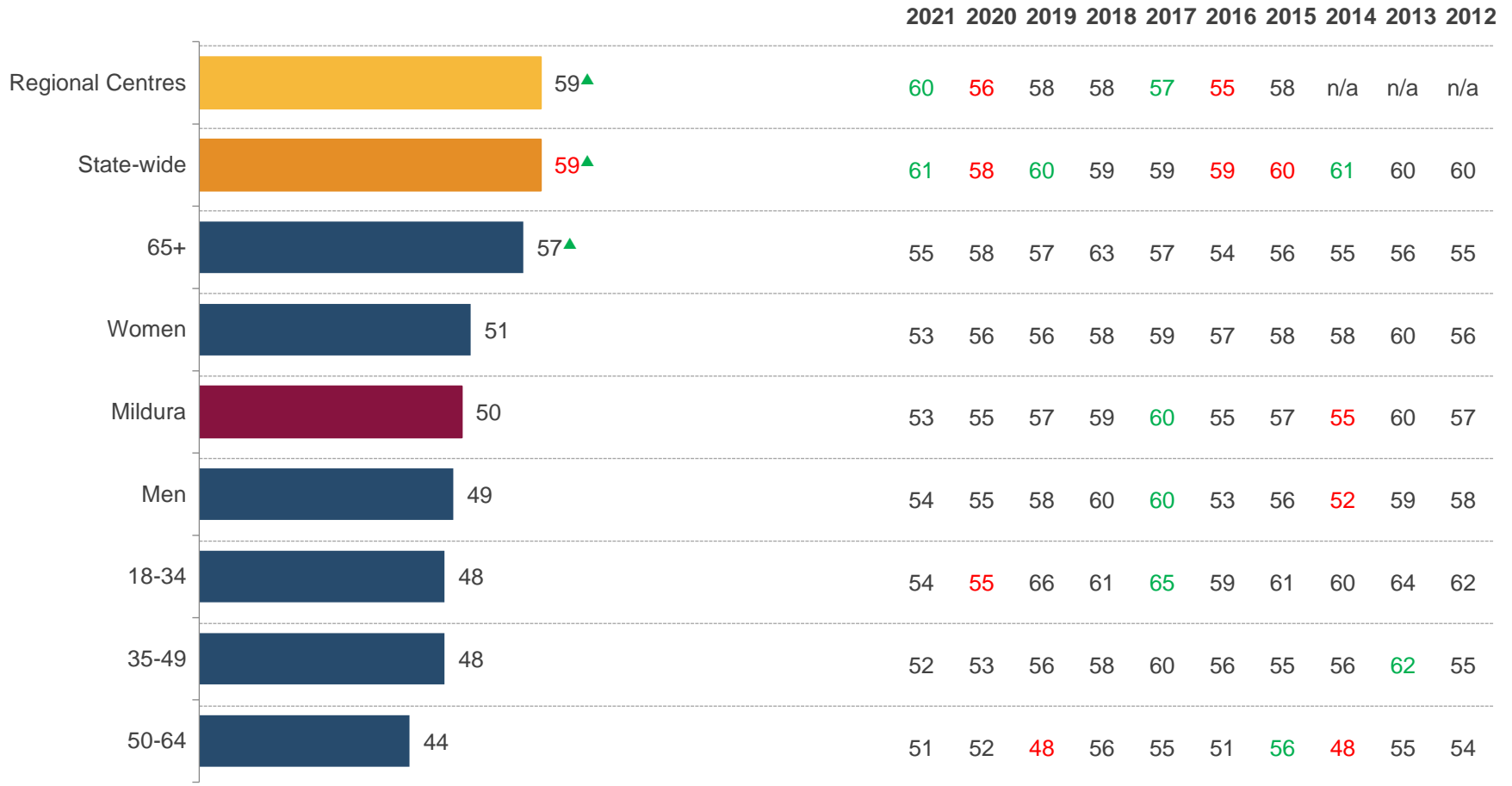
Just over one-quarter of residents (28%) rate the value for money they receive from Council in infrastructure and services provided to their community as 'very good' or 'good'. More (41%) rate Council as 'very poor' or 'poor'. A further 27% rate Council as 'average' in terms of providing value for money.





Overall performance

2022 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?

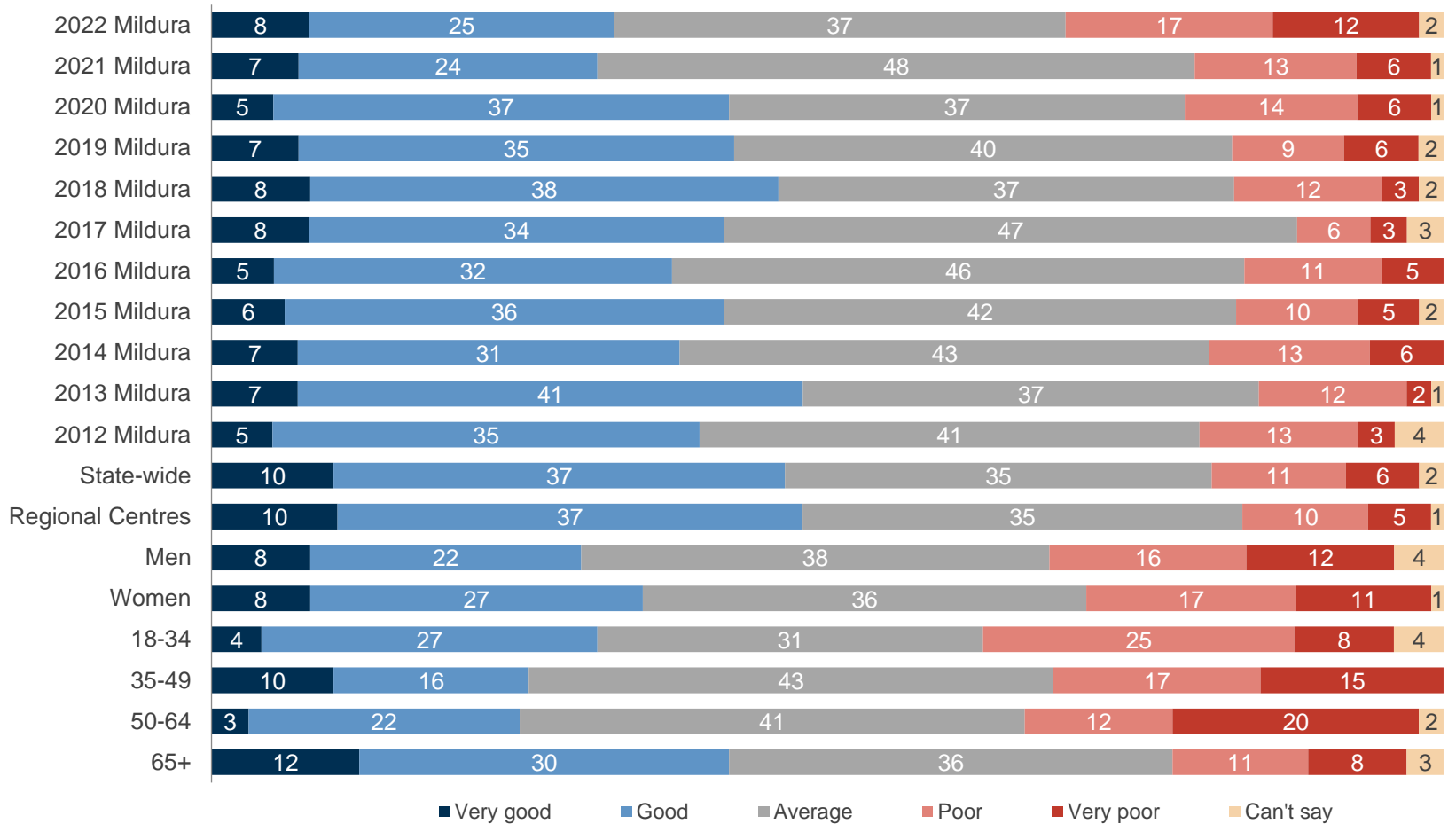
Base: All respondents. Councils asked State-wide: 67 Councils asked group: 9

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



Overall performance

2022 overall performance (%)

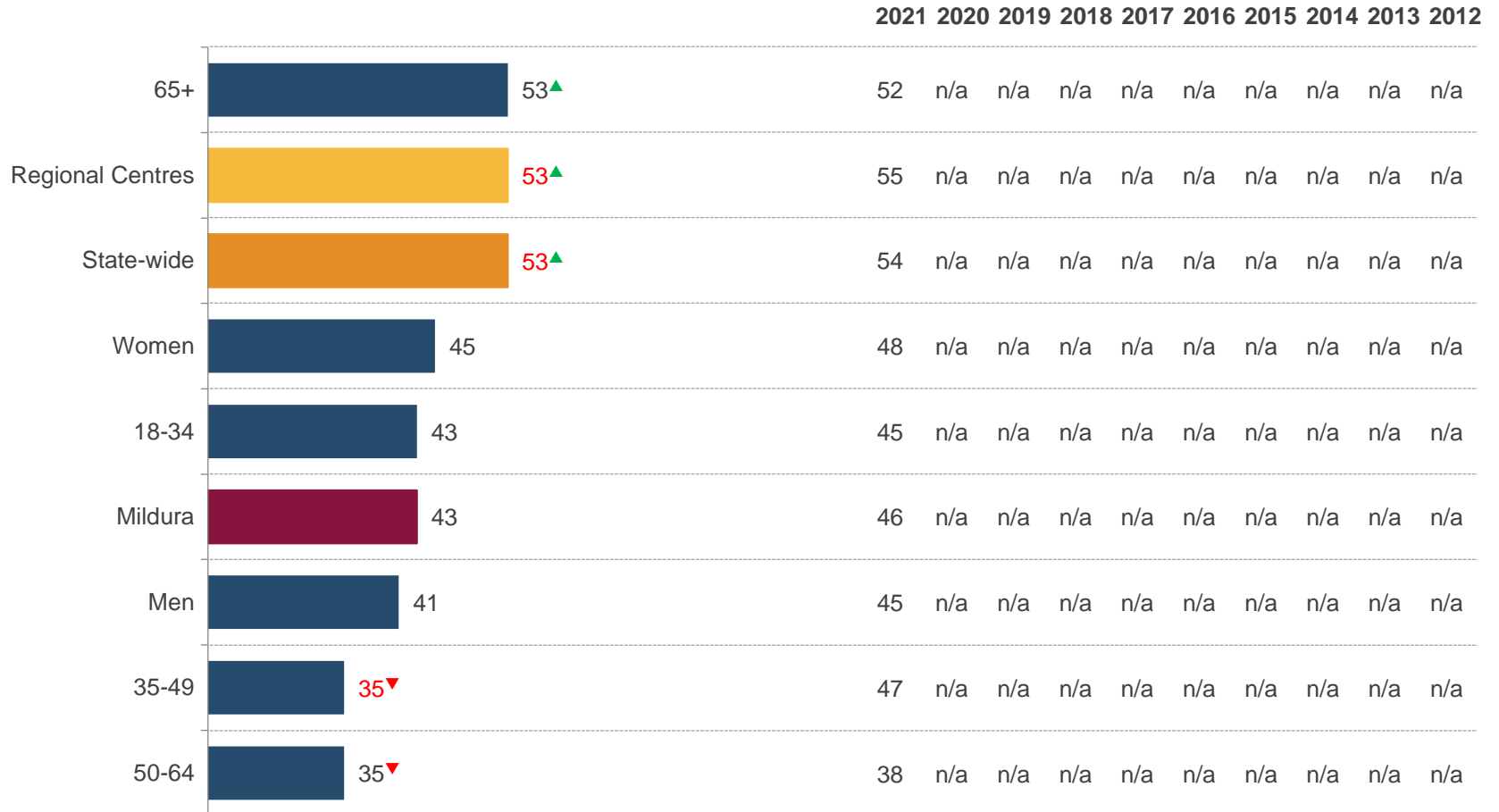


Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Mildura Rural City Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?
 Base: All respondents. Councils asked State-wide: 67 Councils asked group: 9



Value for money in services and infrastructure

2022 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?

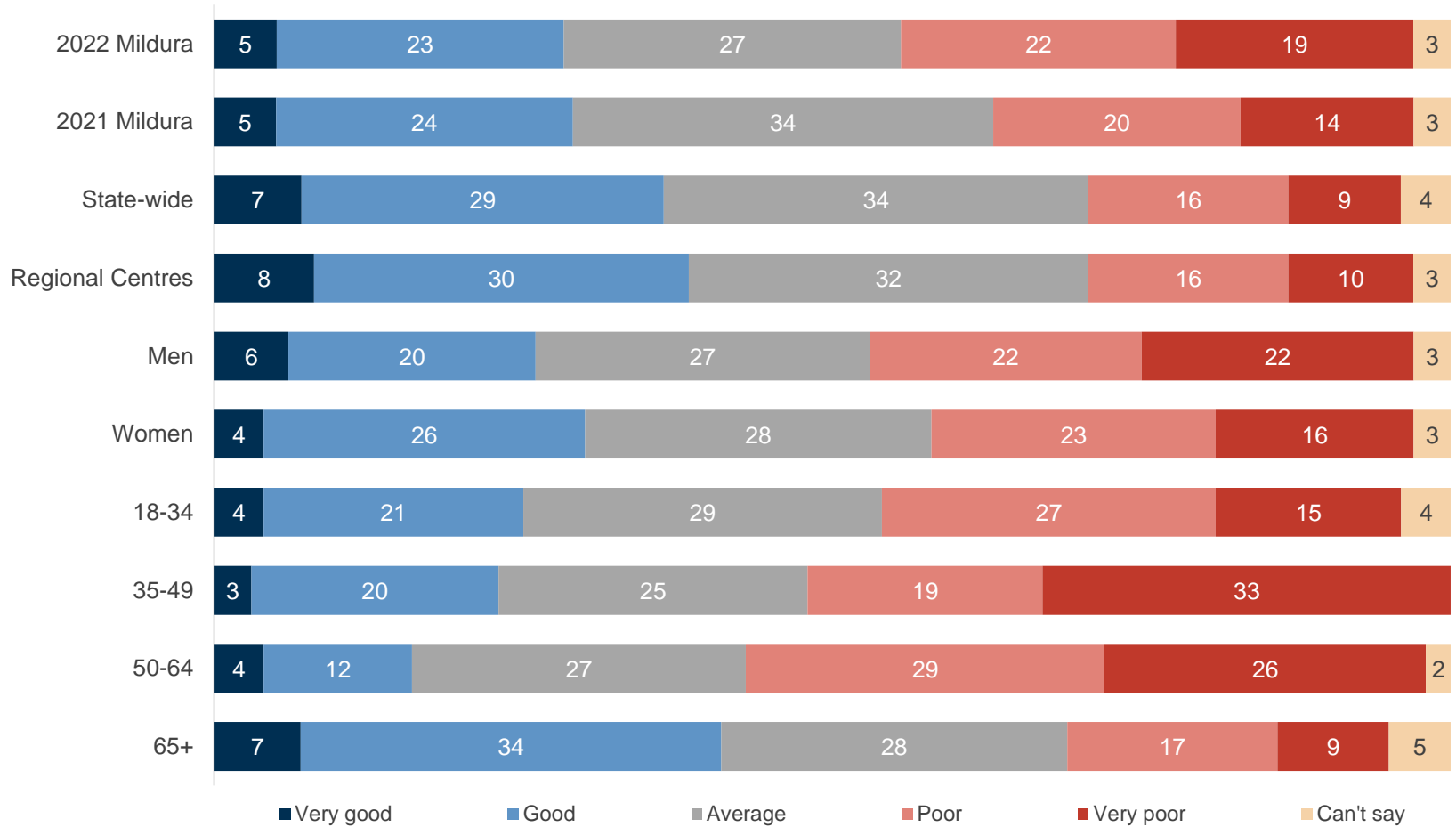
Base: All respondents. Councils asked State-wide: 66 Councils asked group: 9

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



Value for money in services and infrastructure

2022 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: 9

Top performing service areas

Evaluated for the first time this year, recreational facilities (index score of 63) is Council's highest rated service area.

Council should endeavour to maintain positive results in this service area, as perceptions of recreational facilities are shown to have a key positive influence on Council's overall performance rating.

Council's next top performing areas after recreational facilities have also been evaluated for the first time this year and include:

- Emergency and disaster management (index score of 61)
- Community and cultural activities (index score of 58)
- Tourism development (index score of 57).

Despite being Council's top rated service areas, performance levels in each are significantly lower than the Regional Centres group and State-wide averages, with the exception of tourism development, where Council rates in line with the group average.

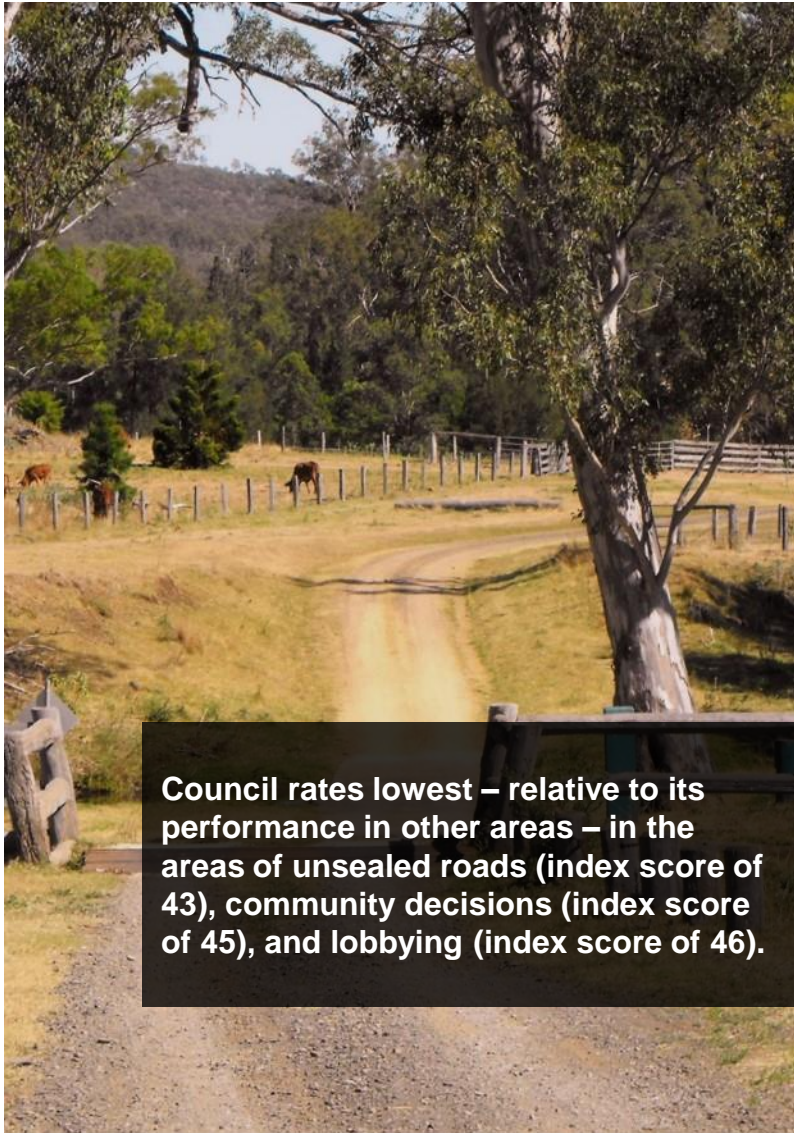
- Residents aged 65 years and over rate Council highest in all of the aforementioned areas compared to other demographic subgroups. In most cases, this group rate performance significantly higher than the Council average.



Recreational facilities (index score of 63) is the area where Council performed best in 2022.



Low performing service areas



Council rates lowest – relative to its performance in other areas – in the areas of unsealed roads (index score of 43), community decisions (index score of 45), and lobbying (index score of 46).

Council rates lowest in the areas of unsealed roads (index score of 43 and evaluated for the first time this year), community decisions (45), and lobbying (46, down a significant six points from 2021).

- Council rates in line with Regional Centres group and State-wide averages for unsealed roads. Conversely, Council rates significantly lower than group and State-wide averages for community decisions and lobbying.

Perceptions of Council's community decisions performance have been continually declining since a peak in 2017.

- This year, perceptions among those aged 18 to 49 years are significantly lower than they were in 2021.

Lobbying also comprises one of two areas where performance ratings declined significantly from 2021. Council's performance also declined significantly in the area of sealed local roads and its rating in this area has now returned to a series low (54, down five points).

- In the case of lobbying, Council's rating is now at its lowest level in ten years. It is 11 points away from its 2013 peak rating of 57 index points.
- Lobbying ratings among most demographic groups are lower than they were in 2021 and to a significant degree.



Individual service area performance

2022 individual service area performance (index scores)

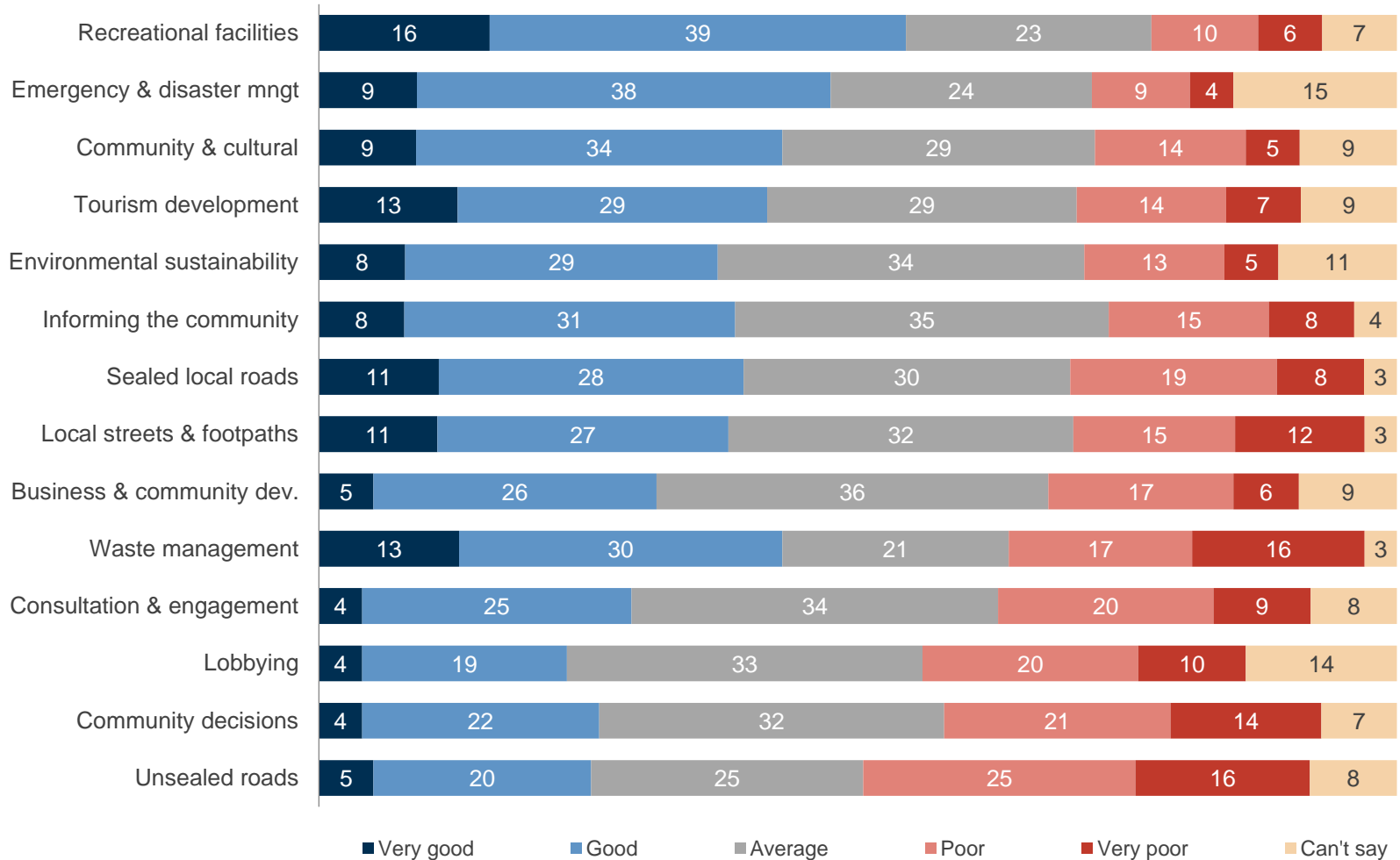
	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012
Recreational facilities	63	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Emergency & disaster mngt	61	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Community & cultural	58	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Tourism development	57	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Environmental sustainability	56	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Informing the community	54	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Sealed local roads	54	59	55	57	57	56	54	58	n/a	n/a
Local streets & footpaths	53	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Business & community dev.	52	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Waste management	52	52	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Consultation & engagement	49	50	54	56	56	58	55	57	57	61
Lobbying	46	52	55	55	53	54	51	52	54	57
Community decisions	45	48	50	53	54	56	51	54	54	n/a
Unsealed roads	43	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?
 Base: All respondents. Councils asked State-wide: 67 Councils asked group: 9
 Note: Please see Appendix A for explanation of significant differences.



Individual service area performance

2022 individual service area performance (%)



Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?
 Base: All respondents. Councils asked State-wide: 67 Councils asked group: 9



Influences on perceptions of overall performance

The individual service area that has the strongest influence on the overall performance rating (based on regression analysis) is:

- Decisions made in the interest of the community.

Good communication and transparency with residents about decisions Council has made in the community's interest provides the greatest opportunity to drive up overall opinion of Council's performance.

Currently, this is among Council's poorest performing areas (index score of 45).

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

- Waste management
- Recreational facilities
- Lobbying on behalf of the community
- Tourism development
- Business and community development.

Looking at these key service areas only, Council performs best on recreational facilities (index of 63), which has a moderate influence on the overall performance rating.

Maintaining this positive result should remain a focus – but there is greater work to be done elsewhere.

Other service areas that have a moderate influence on overall perceptions, but perform relatively less well, are waste management, business and community development, and tourism development (index of 52, 52 and 57 respectively).

A focus on opportunities for local businesses and the community, including around tourism, and ensuring that waste services are well managed, can also help shore up positive overall opinion of Council.

However, in addition to its decision making, most in need of Council attention are its lobbying activities, which are poorly rated (performance index of 46) and a moderate influence on overall community opinion.

It will be important to demonstrate Council efforts to advance and defend local interests to help improve overall ratings of Council performance.



Regression analysis explained

We use regression analysis to investigate which individual service areas, such as community consultation, condition of sealed local roads, etc. (the independent variables) are influencing respondent perceptions of overall council performance (the dependent variable).

In the charts that follow:

- The horizontal axis represents the council performance index for each individual service. Service areas appearing on the right side of the chart have a higher performance index than those on the left.
- The vertical axis represents the Standardised Beta Coefficient from the multiple regression performed. This measures the contribution of each service area to the model. Service areas near the top of the chart have a greater positive effect on overall performance ratings than service areas located closer to the axis.

The regressions are shown on the following two charts.

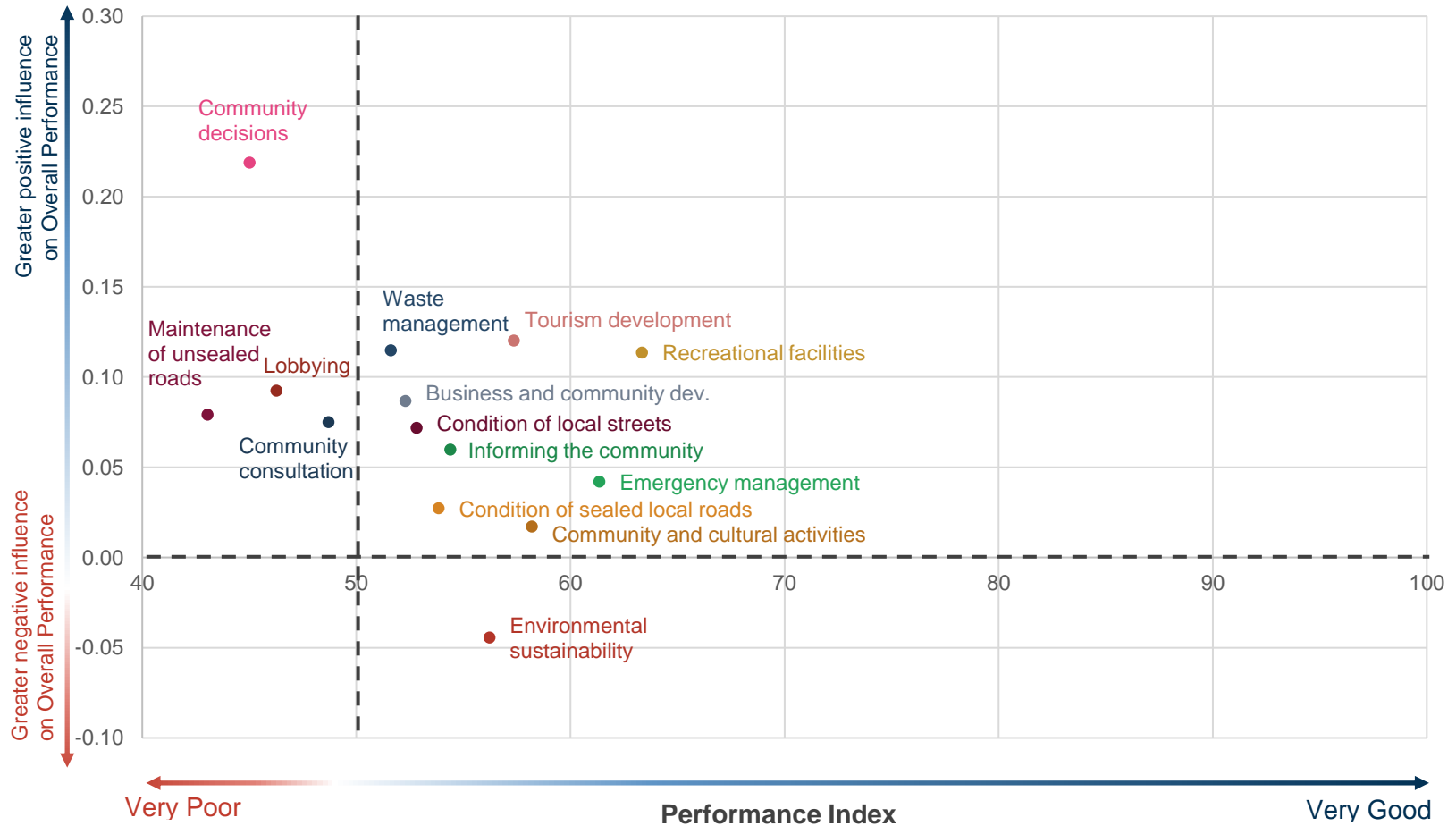
1. **The first chart** shows the results of a regression analysis of *all* individual service areas selected by Council.
2. **The second chart** shows the results of a regression performed on a smaller set of service areas, being those with a moderate-to-strong influence on overall performance. Service areas with a weak influence on overall performance (i.e. a low Standardised Beta Coefficient) have been excluded from the analysis.

Key insights from this analysis are derived from the second chart.



Influence on overall performance: all service areas

2022 regression analysis (all service areas)

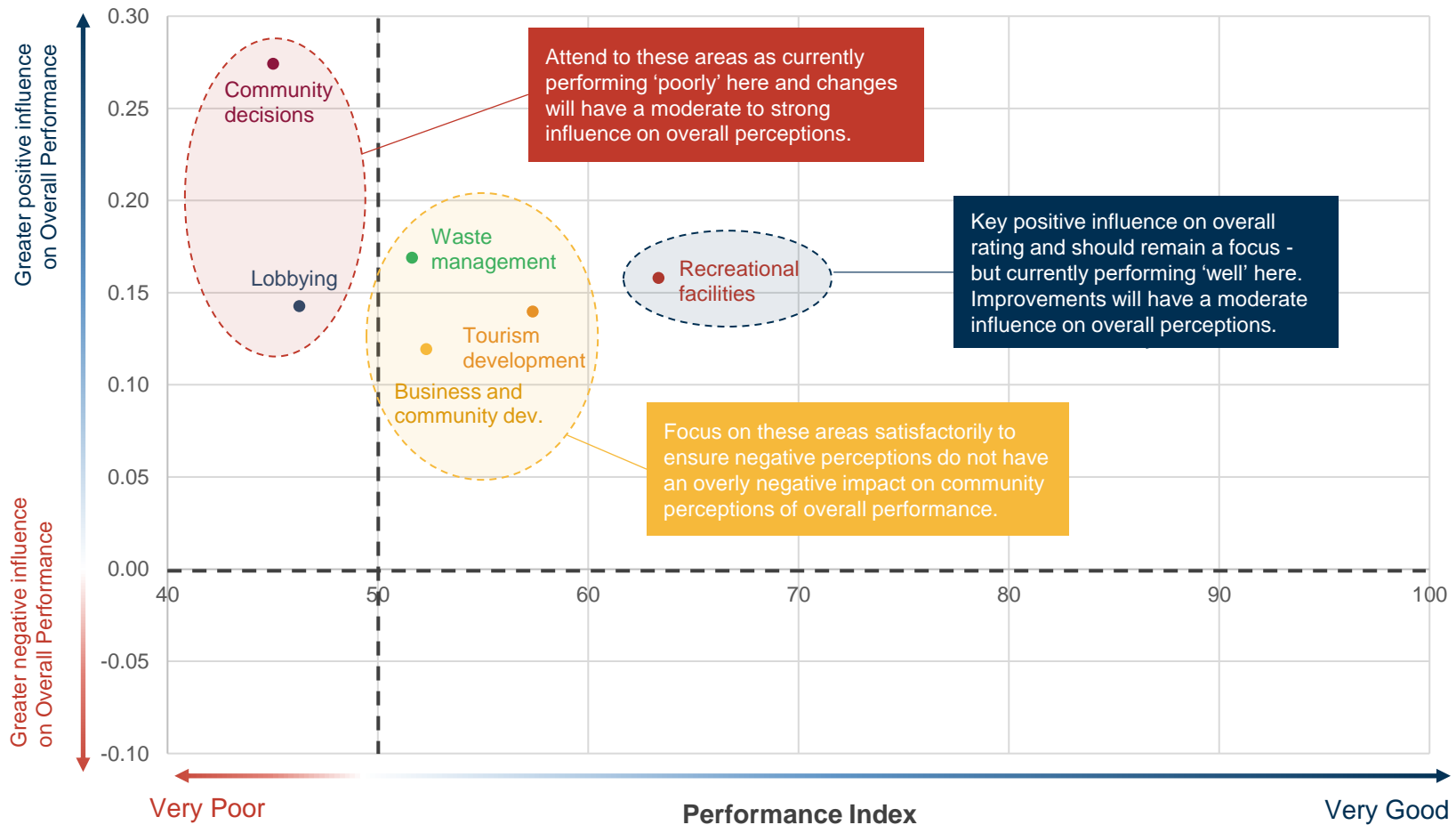


The multiple regression analysis model above (all service areas) has an R^2 value of 0.631 and adjusted R^2 value of 0.618, which means that 63% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at $p = 0.0001$, $F = 47.02$. This model should be interpreted with some caution as some data is not normally distributed and not all service areas have linear correlations.



Influence on overall performance: key service areas

2022 regression analysis (key service areas)



The multiple regression analysis model above (reduced set of service areas) has an R^2 value of 0.609 and adjusted R^2 value of 0.603, which means that 61% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at $p = 0.0001$, $F = 101.85$.



Customer service

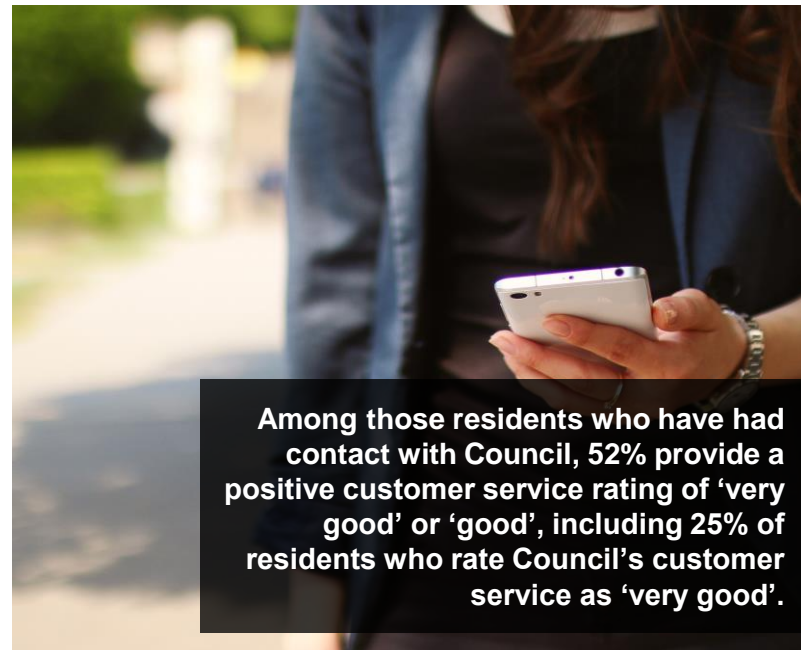


Contact with council and customer service

Contact with council

Half of Council residents (52%) have had contact with Council in the last 12 months. Rate of contact is unchanged from 2021.

- Residents aged 35 to 49 years (68%) are significantly more like to have contacted Council compared to residents overall. This group has had the most contact with Council compared to other cohorts for four years running.
- Residents aged 18 to 34 years has the least amount of contact with Council in the past 12 months (42%).



Among those residents who have had contact with Council, 52% provide a positive customer service rating of 'very good' or 'good', including 25% of residents who rate Council's customer service as 'very good'.

Customer service

Council's customer service index of 62 is two points lower than in 2021. While not a significant difference, this year further consolidates the declining trend. Council's customer service rating has declined for four consecutive years now, taking performance perceptions to their lowest level in a decade.

- Perceptions of customer service declined significantly among men (index score of 55, down nine points in the last 12 months). Men now rate Council's customer service significantly lower than the Council average.

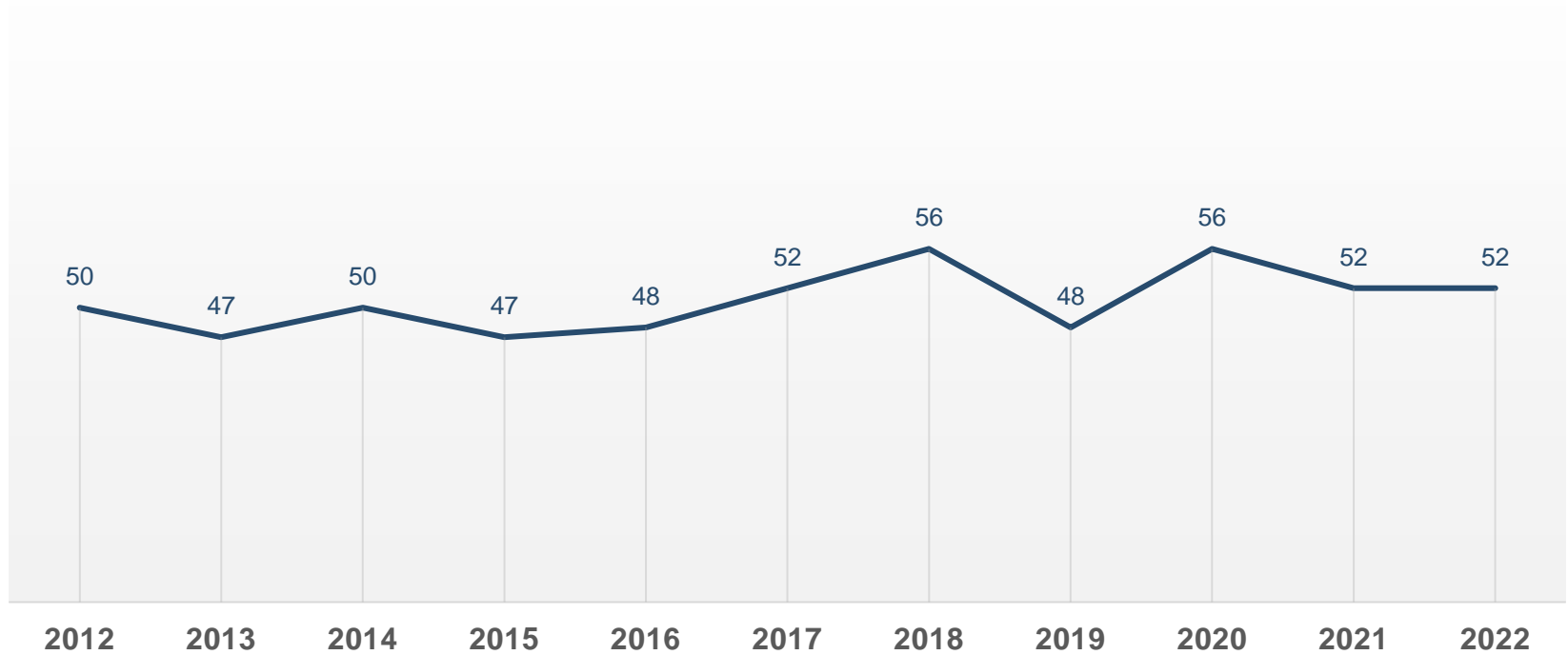
Council's customer service performance is rated significantly lower than the Regional Centres group and State-wide averages (index scores of 69 and 68 respectively).

Half of residents who contacted Council (52%) provide a positive customer service rating of 'very good' or 'good' compared to 20% who describe it as 'very poor' or 'poor'.



Contact with council

2022 contact with council (%)
Have had contact



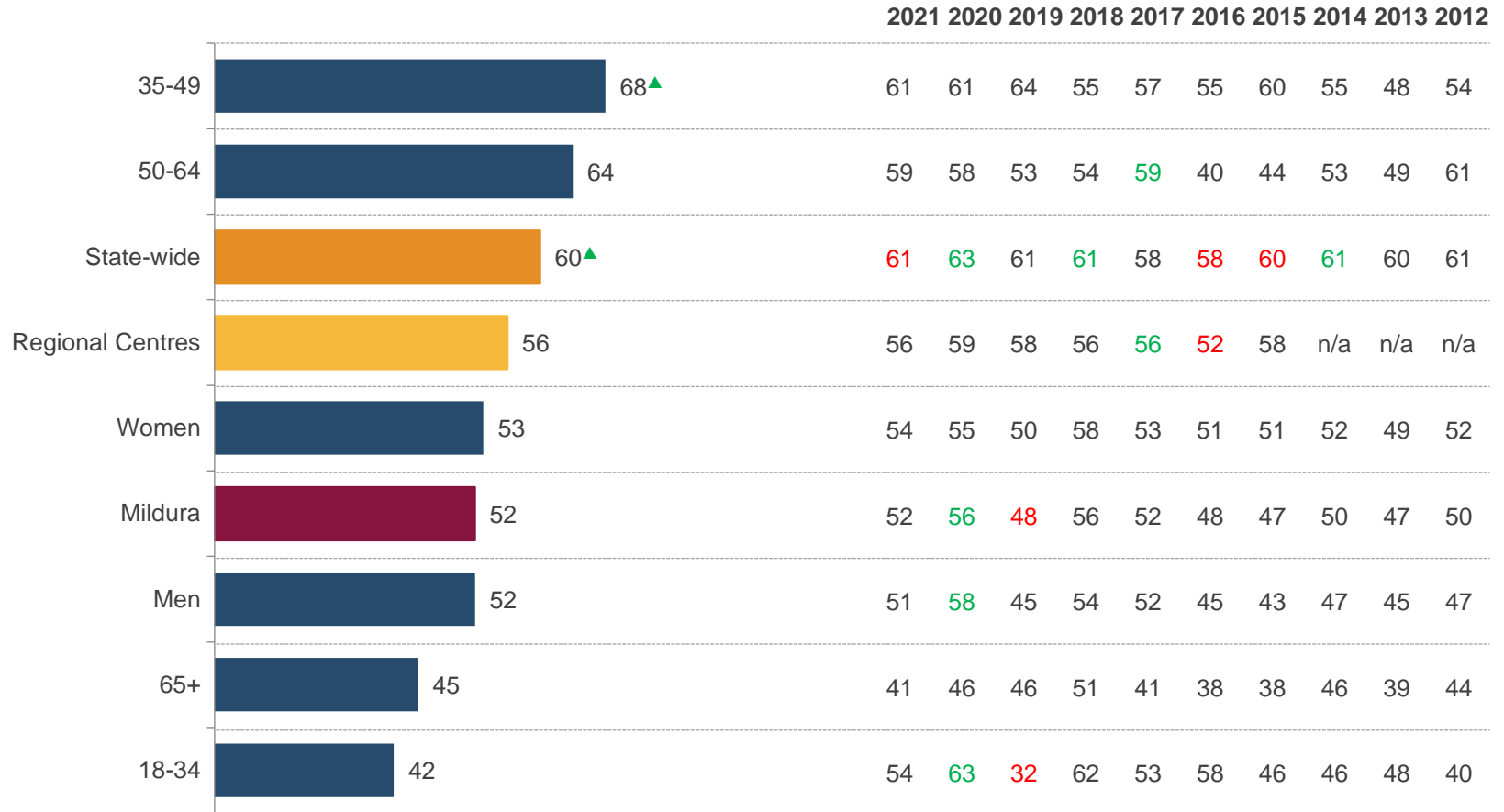
Q5. Over the last 12 months, have you or any member of your household had any contact with Mildura Rural City Council? This may have been in person, in writing, by telephone conversation, by text message, by email or via their website or social media such as Facebook or Twitter?

Base: All respondents. Councils asked State-wide: 42 Councils asked group: 5



Contact with council

2022 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, in telephone conversation, by text message, by email or via their website or social media such as Facebook or Twitter?

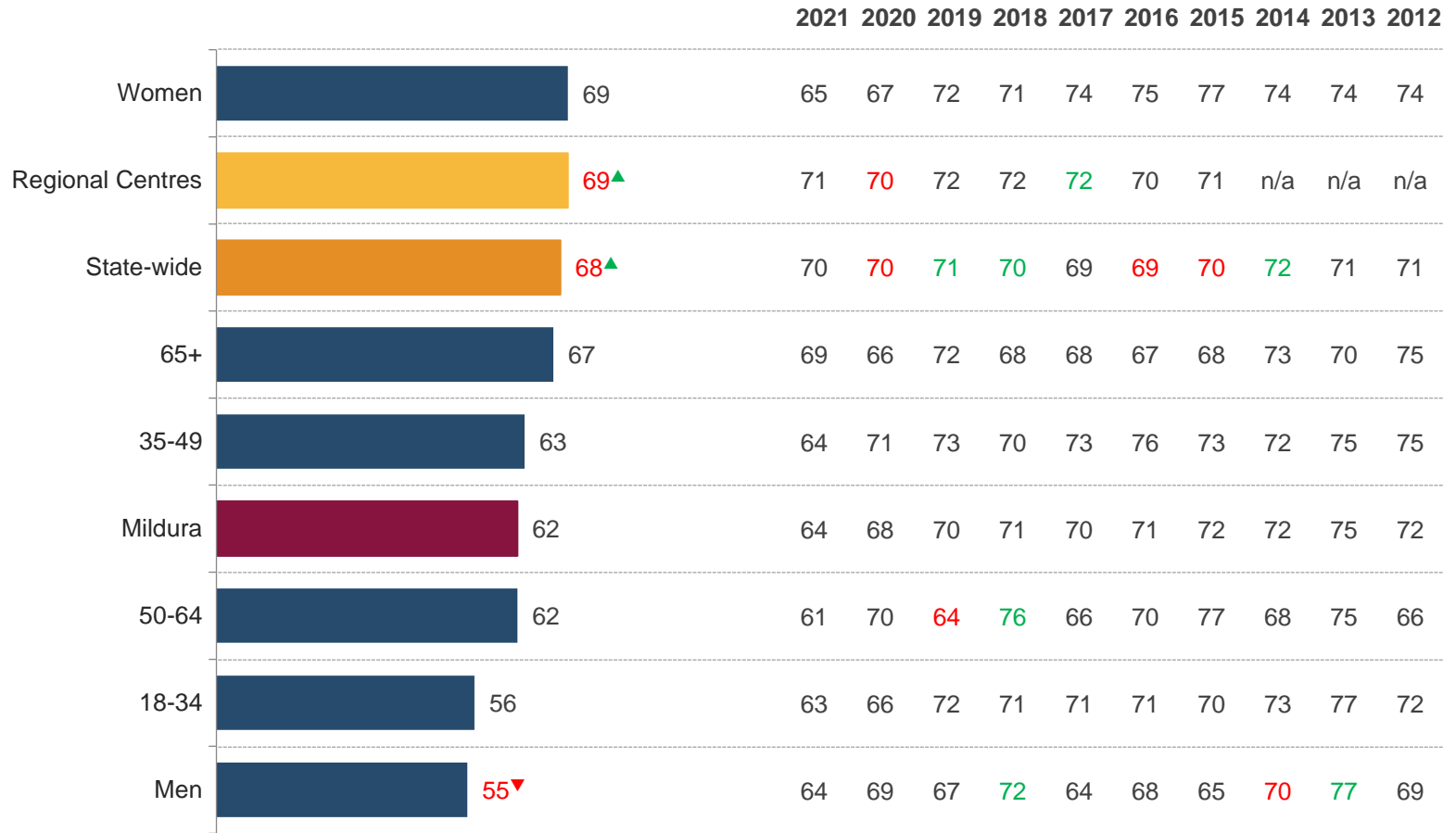
Base: All respondents. Councils asked State-wide: 42 Councils asked group: 5

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



Customer service rating

2022 customer service rating (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.

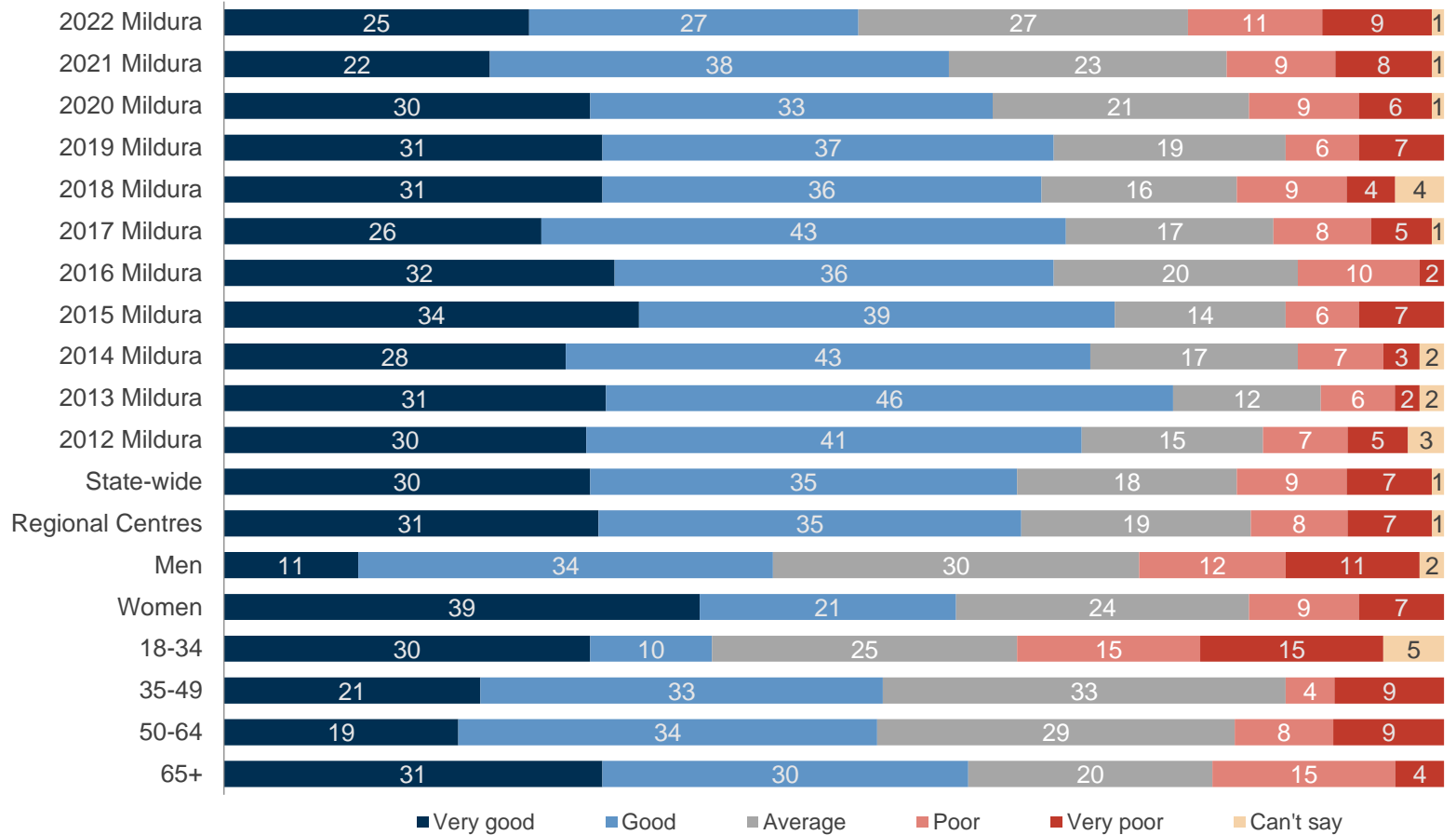
Councils asked State-wide: 67 Councils asked group: 9

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



Customer service rating

2022 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: 67 Councils asked group: 9



Council direction

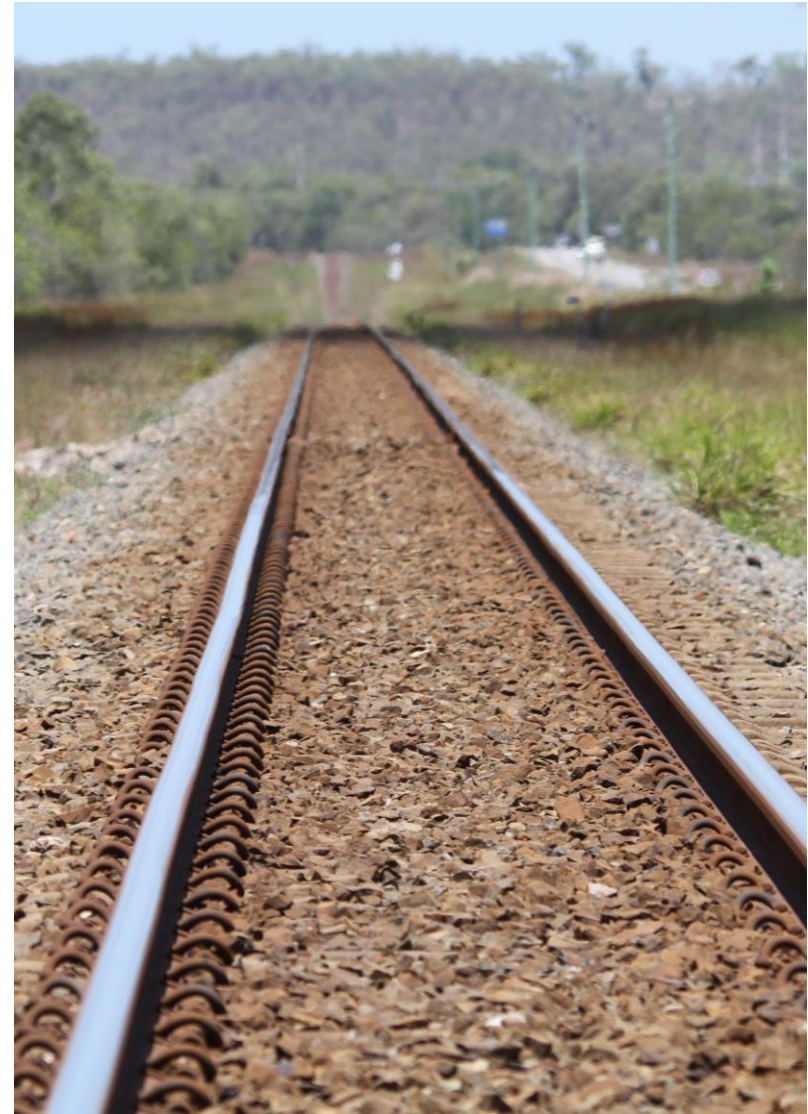
Council direction

Perceptions of Council's overall direction are steady with an index score of 46 (unchanged from 2021). This means Council has been unable to recover any ground lost in the significant decline last year, and its rating in this area remains at its lowest point of the series.

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

Three in five residents (59%) believe the direction of Council's overall performance stayed the same over the previous 12 months (61% in 2021).

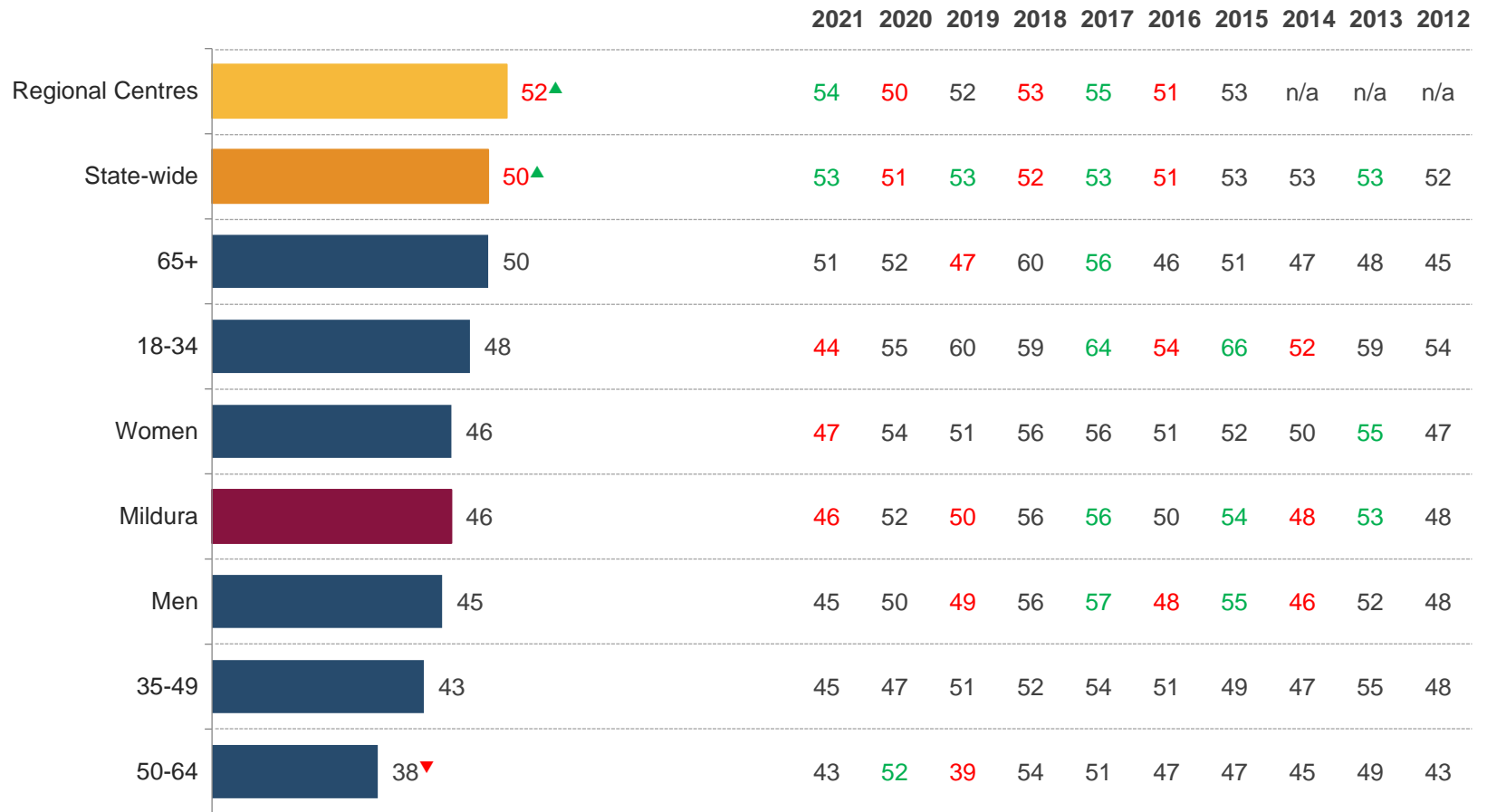
- Another 14% believe the direction improved, mirroring the 2021 result.
- More residents (23%) believe overall performance deteriorated than believe it improved (up one percentage point on 2021).
- Residents aged 65 years and over are most satisfied with the direction of Council performance (index score of 50), whereas residents aged 50 to 64 years are least satisfied (38). Views among 50 to 64 years old are significantly lower compared to the Council average.





Overall council direction last 12 months

2022 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?

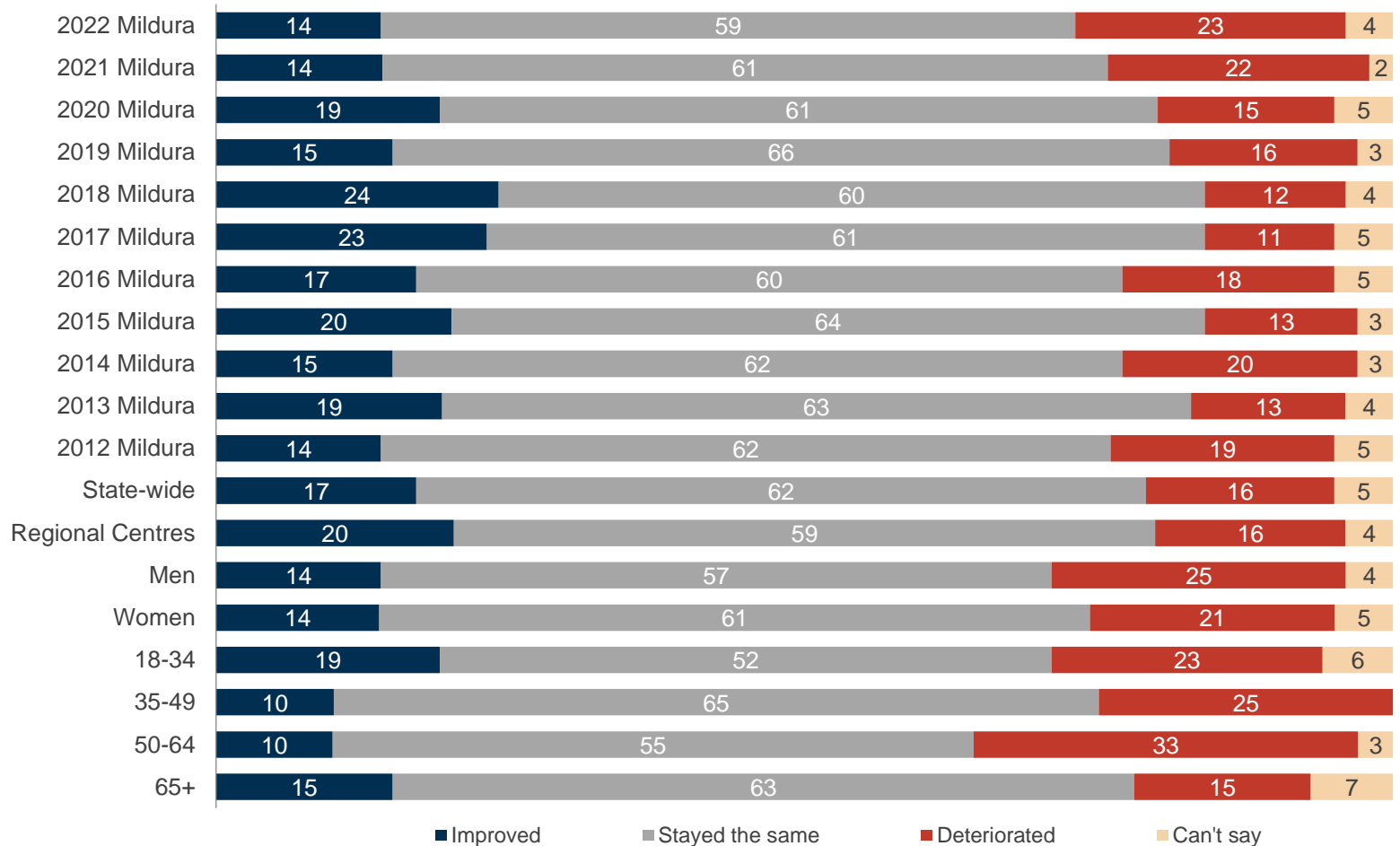
Base: All respondents. Councils asked State-wide: 67 Councils asked group: 9

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



Overall council direction last 12 months

2022 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: 67 Councils asked group: 9

A large, stylized letter 'W' graphic that serves as a background element. The 'W' is filled with a dark blue color and contains a glowing, intricate network pattern of white and light blue lines, resembling a fiber optic or neural network. The 'W' is positioned on the right side of the slide, extending from the top to the bottom.

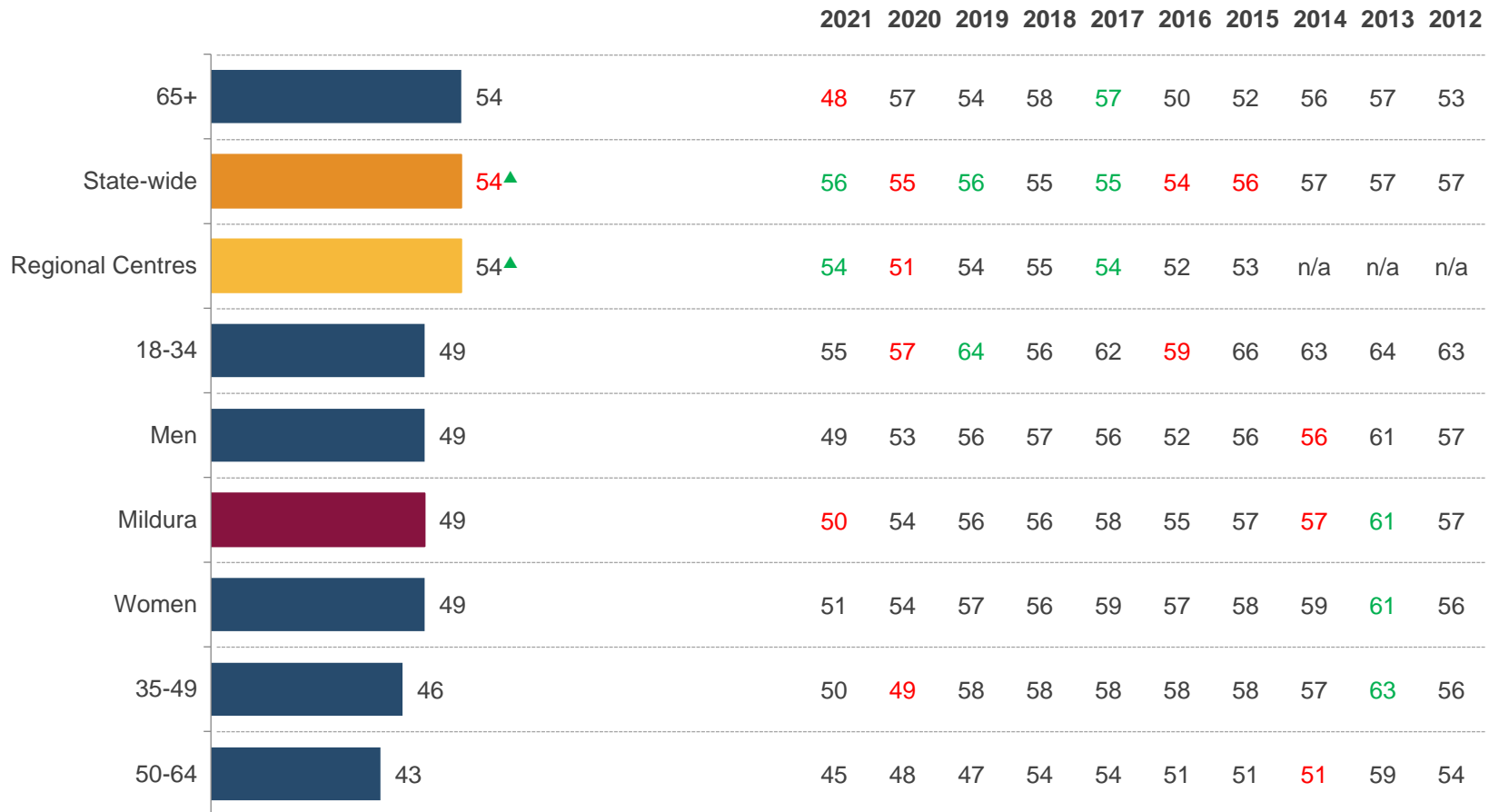
Individual service areas



Community consultation and engagement performance



2022 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: 67 Councils asked group: 9

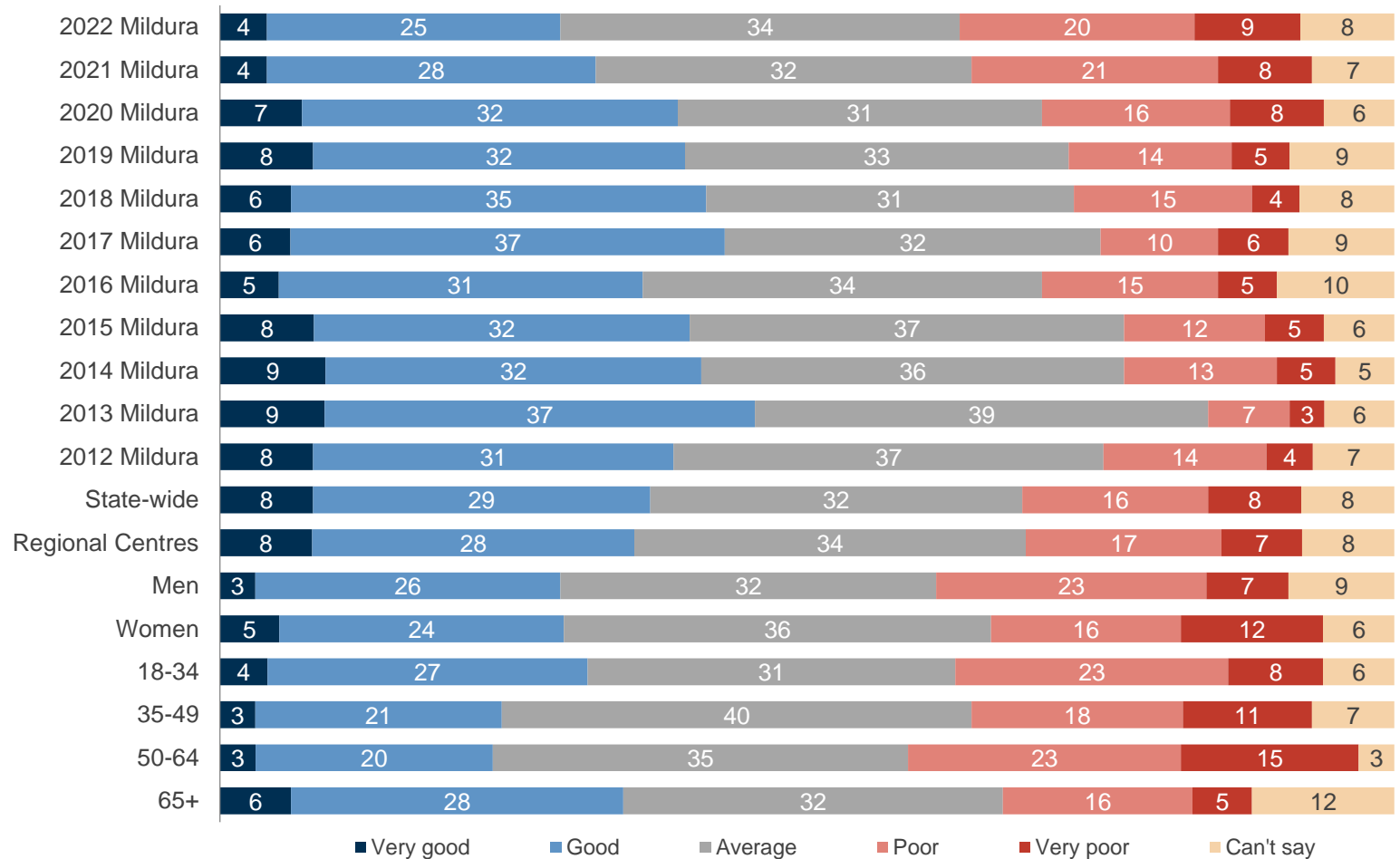
Note: Please see Appendix A for explanation of significant differences.



Community consultation and engagement performance



2022 consultation and engagement performance (%)



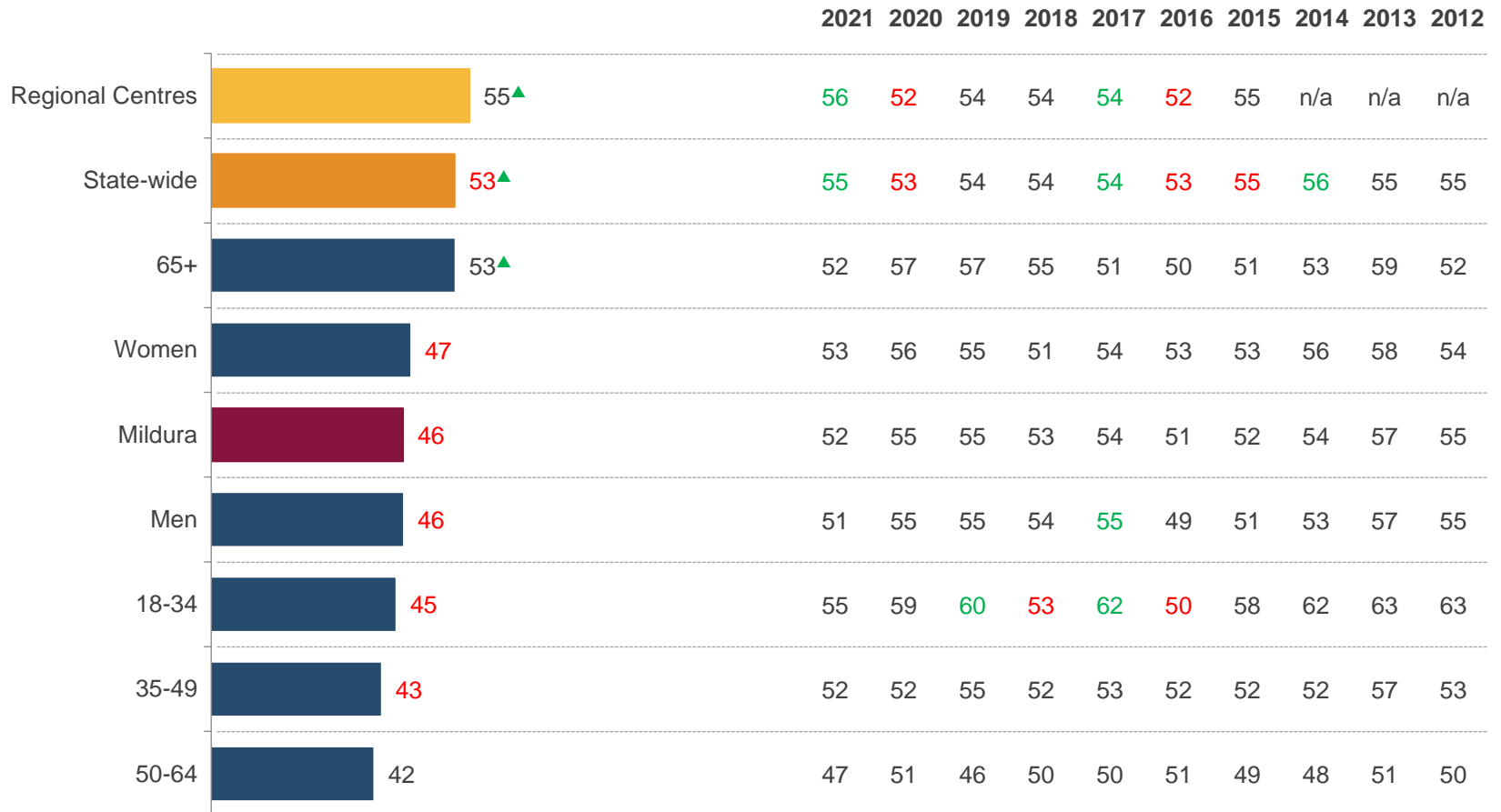
Q2. How has Council performed on 'Community consultation and engagement' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 67 Councils asked group: 9



Lobbying on behalf of the community performance



2022 lobbying performance (index scores)



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

Base: All respondents. Councils asked State-wide: 49 Councils asked group: 6

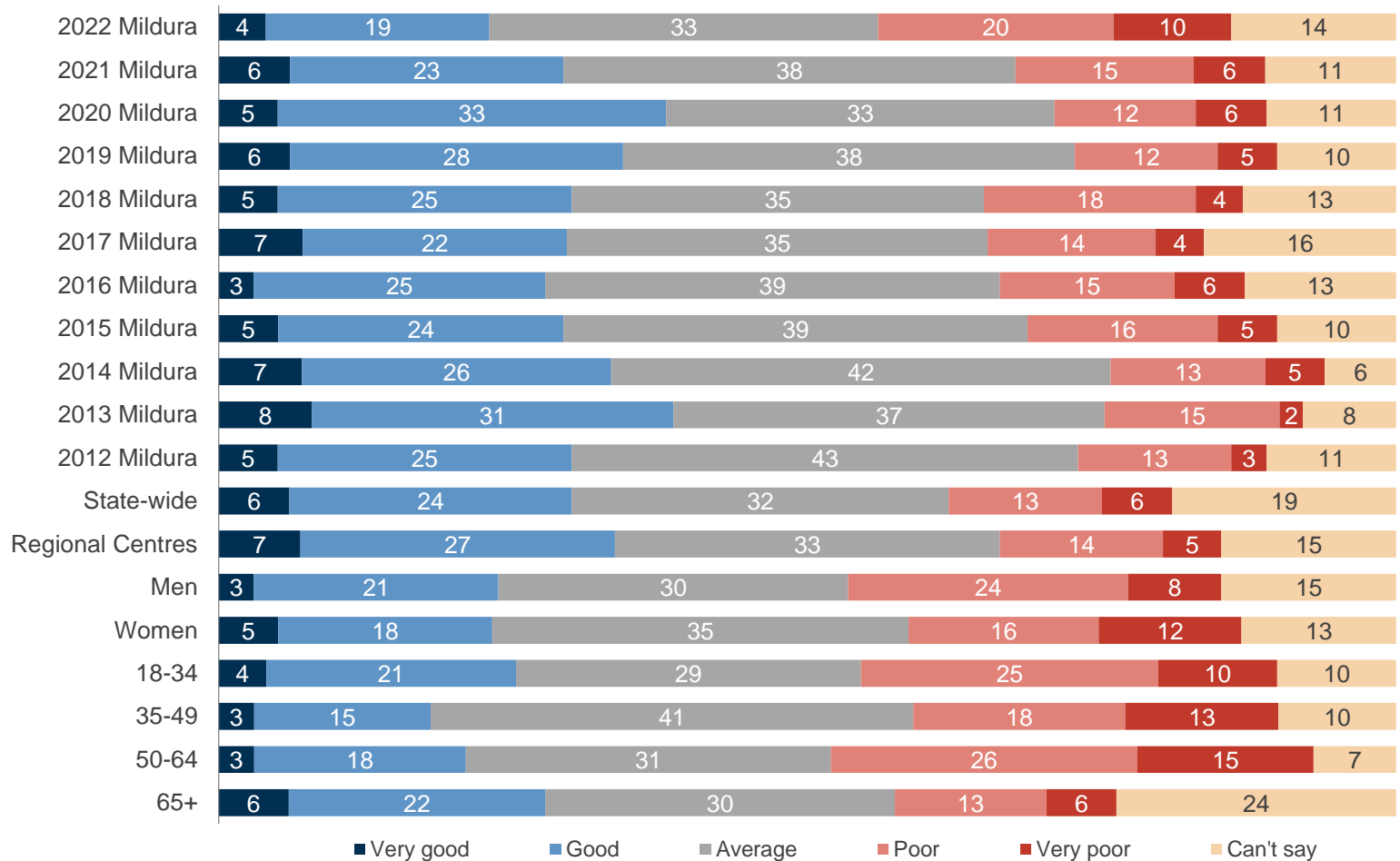
Note: Please see Appendix A for explanation of significant differences.



Lobbying on behalf of the community performance



2022 lobbying performance (%)

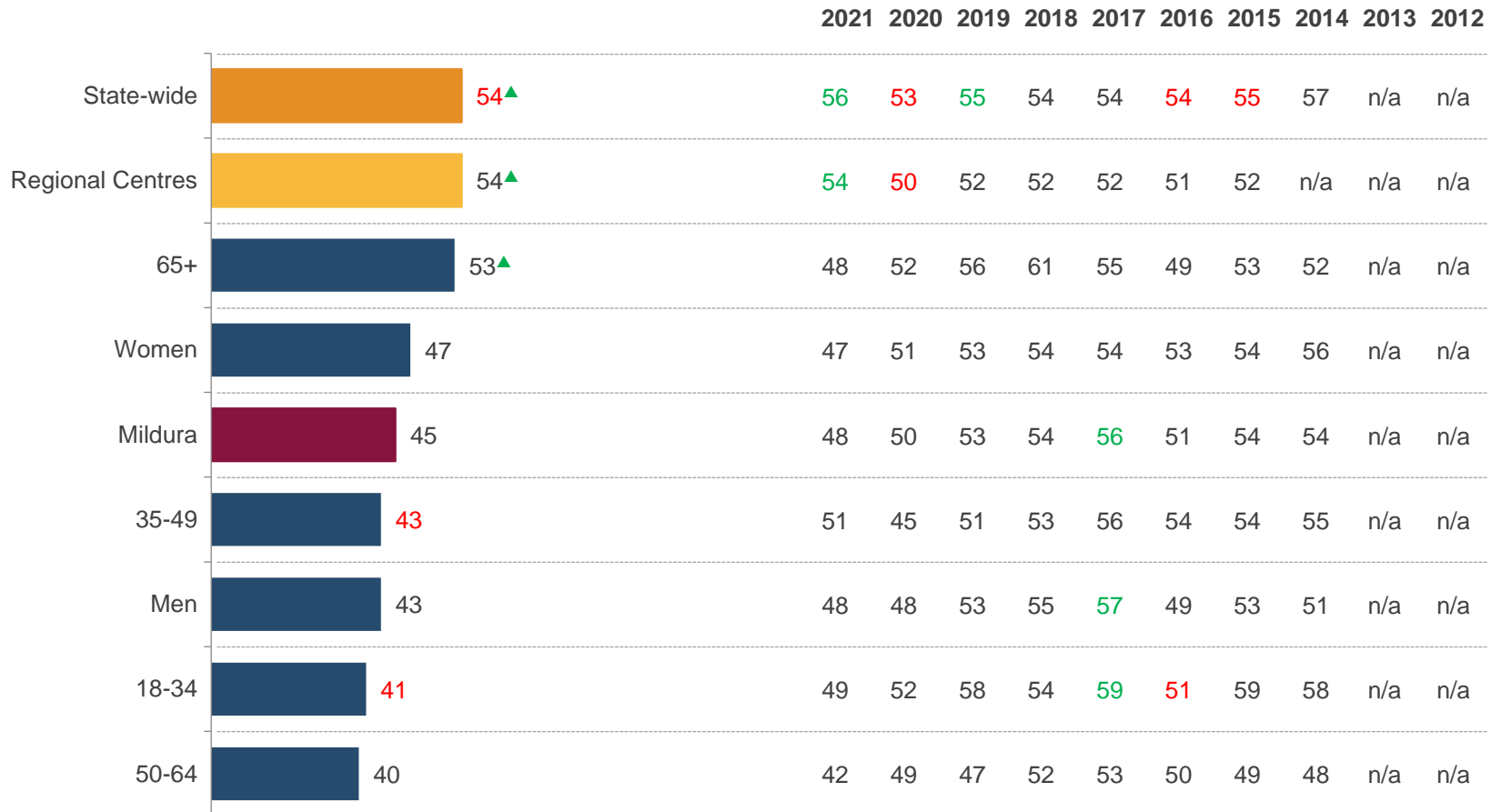


Q2. How has Council performed on 'Lobbying on behalf of the community' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 49 Councils asked group: 6

Decisions made in the interest of the community performance



2022 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?

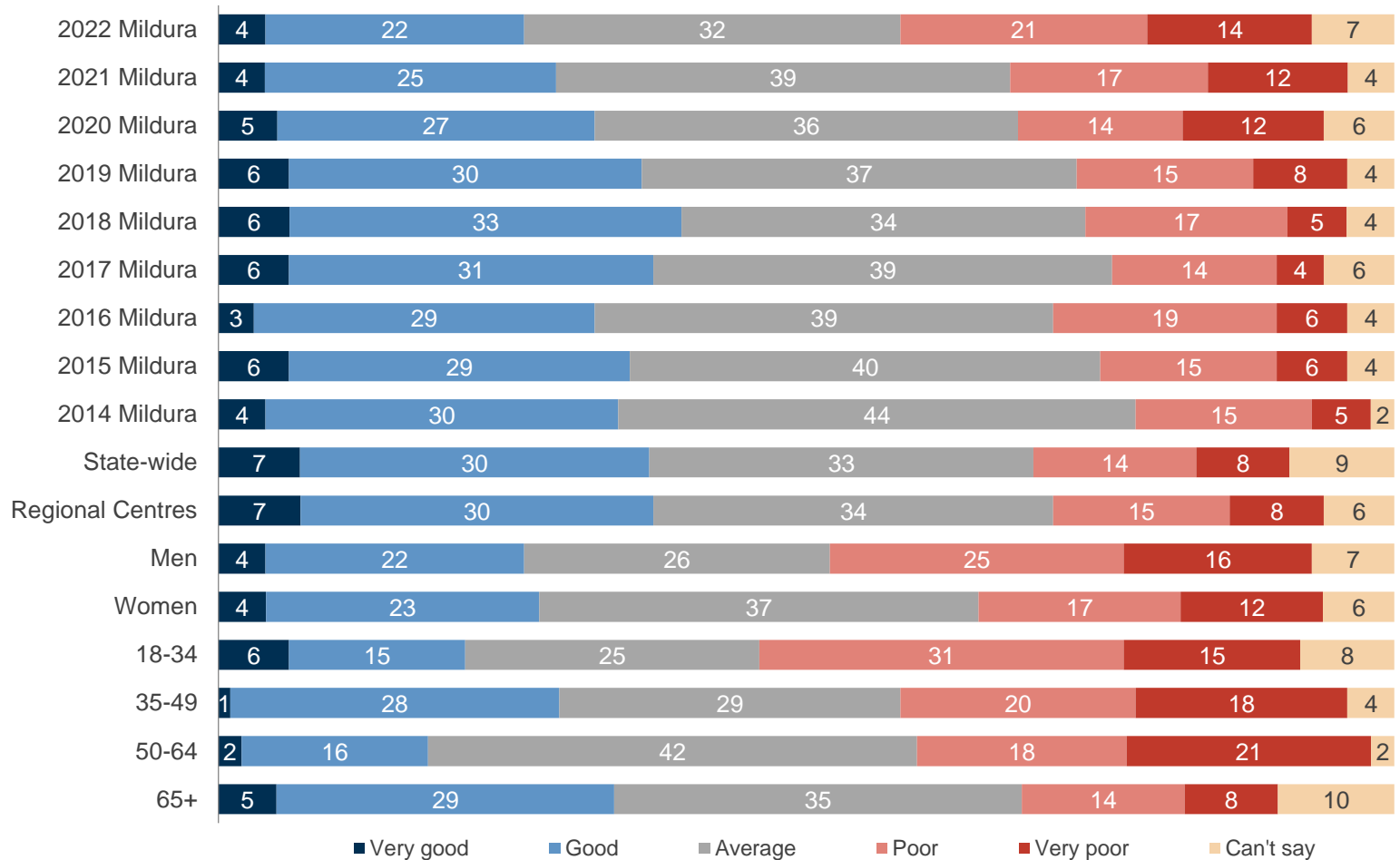
Base: All respondents. Councils asked State-wide: 67 Councils asked group: 9

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

Decisions made in the interest of the community performance



2022 community decisions made performance (%)

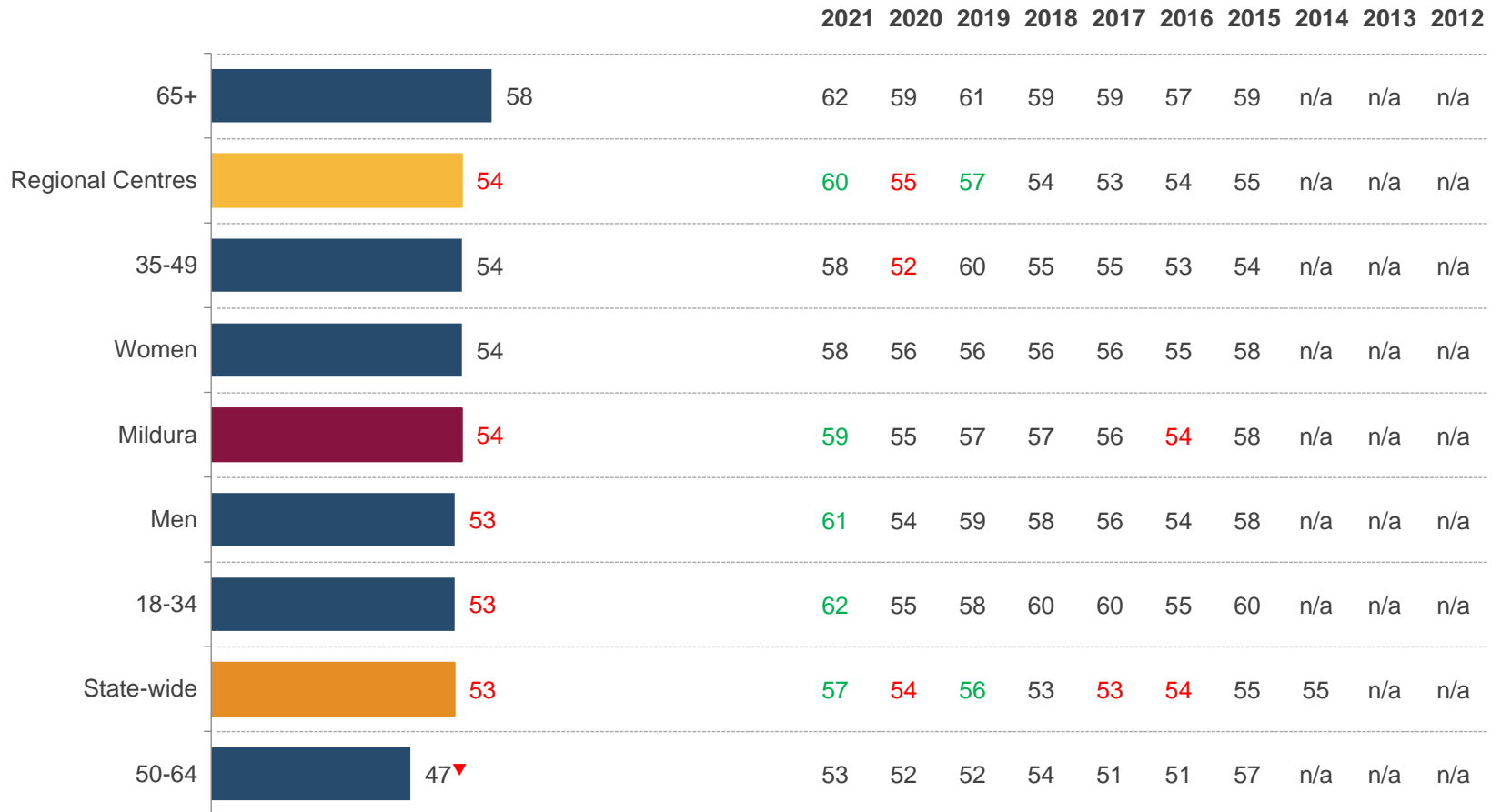


Q2. How has Council performed on 'Decisions made in the interest of the community' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 67 Councils asked group: 9

The condition of sealed local roads in your area performance



2022 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?

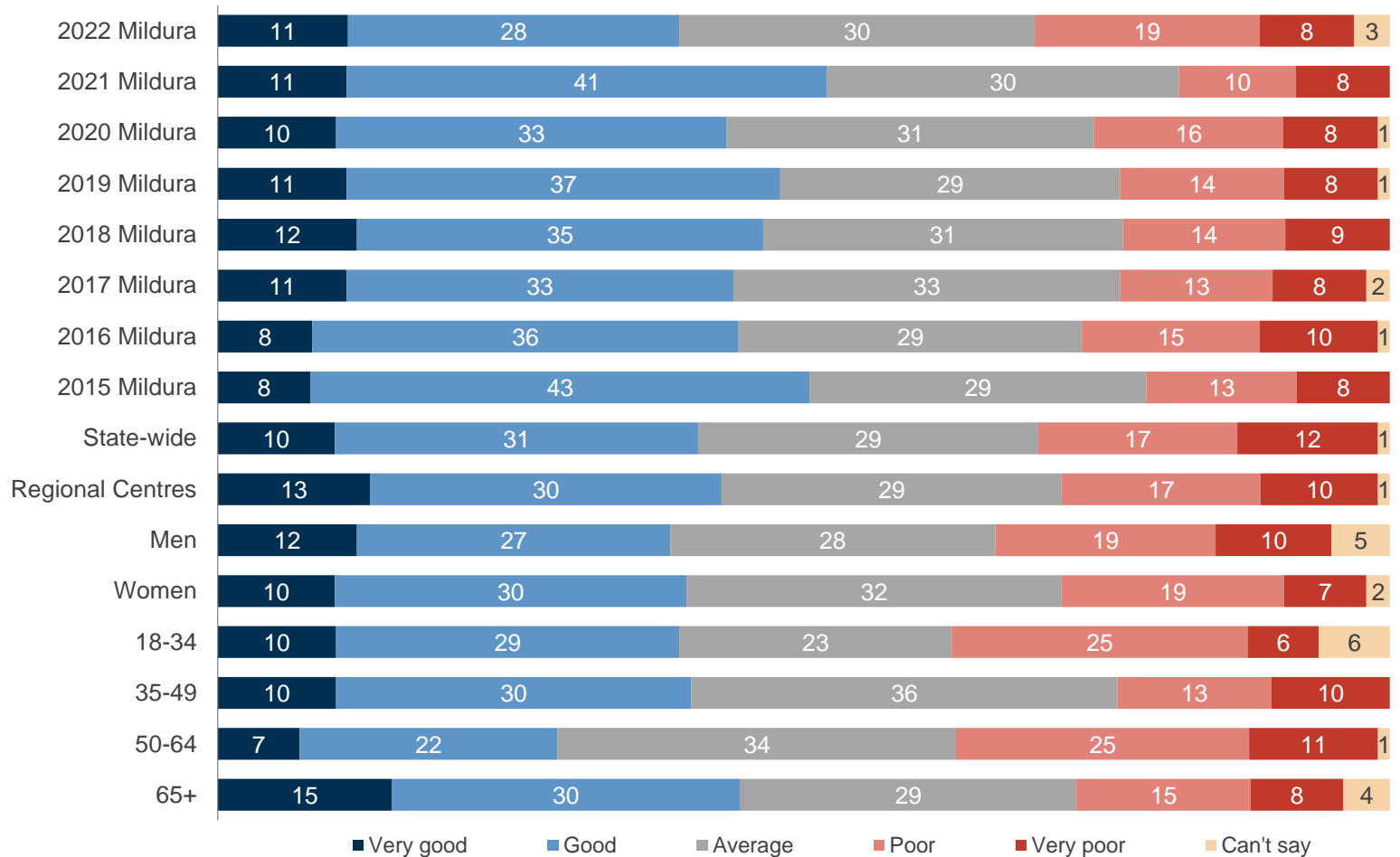
Base: All respondents. Councils asked State-wide: 67 Councils asked group: 9

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

The condition of sealed local roads in your area performance



2022 sealed local roads performance (%)



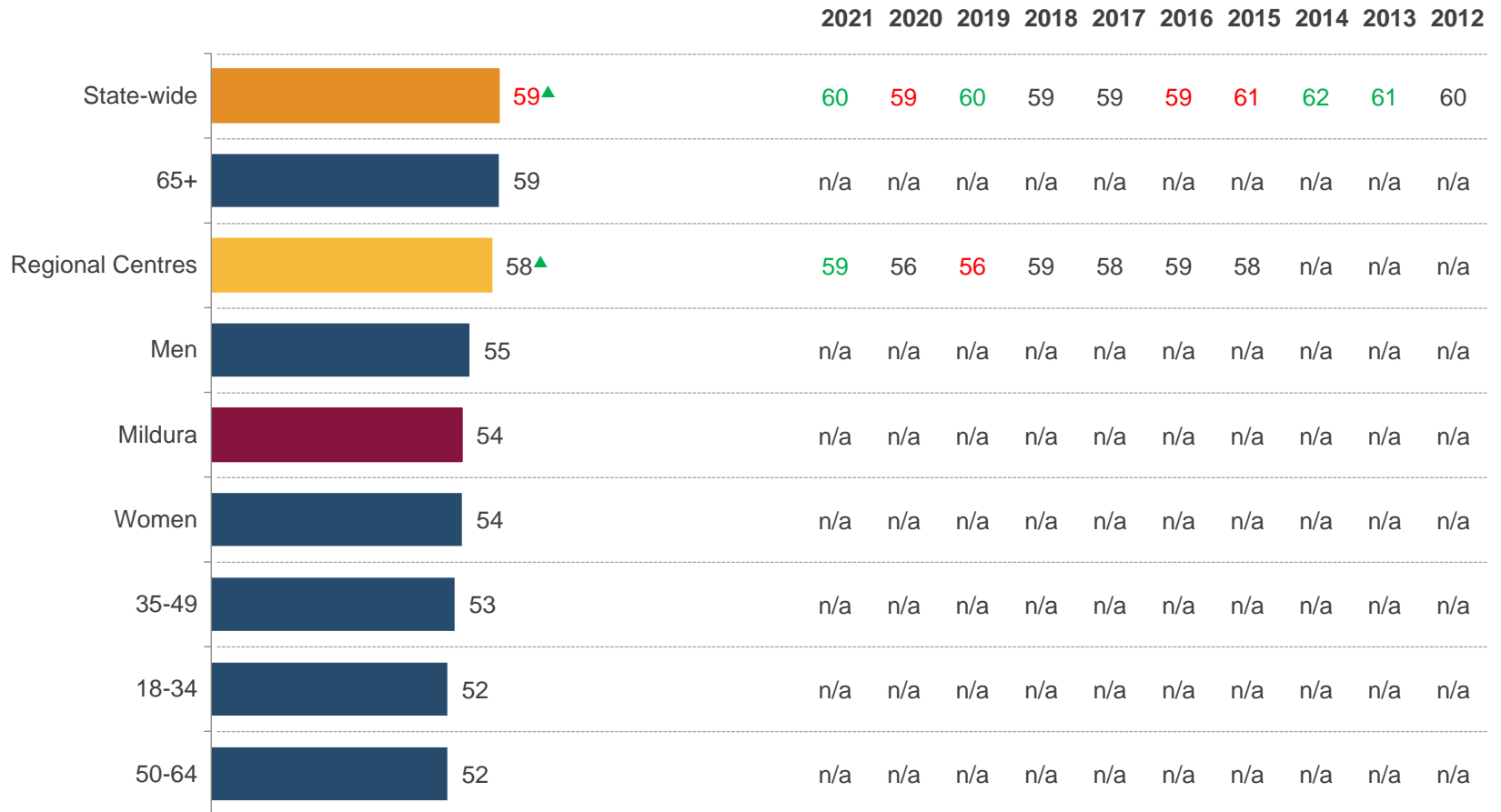
Q2. How has Council performed on 'The condition of sealed local roads in your area' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 67 Councils asked group: 9



Informing the community performance



2022 informing community performance (index scores)



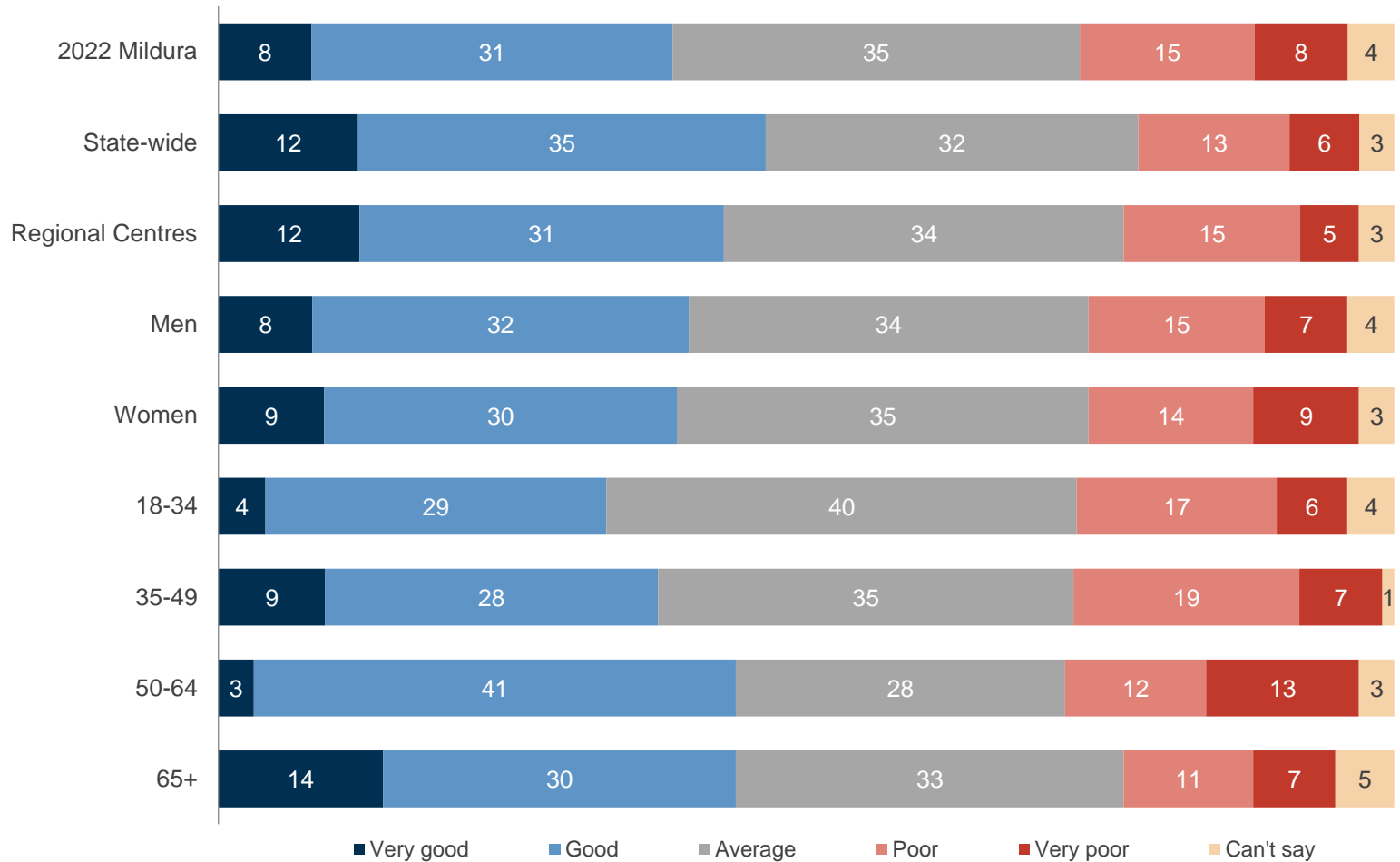
Q2. How has Council performed on 'Informing the community' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 36 Councils asked group: 6
 Note: Please see Appendix A for explanation of significant differences.



Informing the community performance



2022 informing community performance (%)

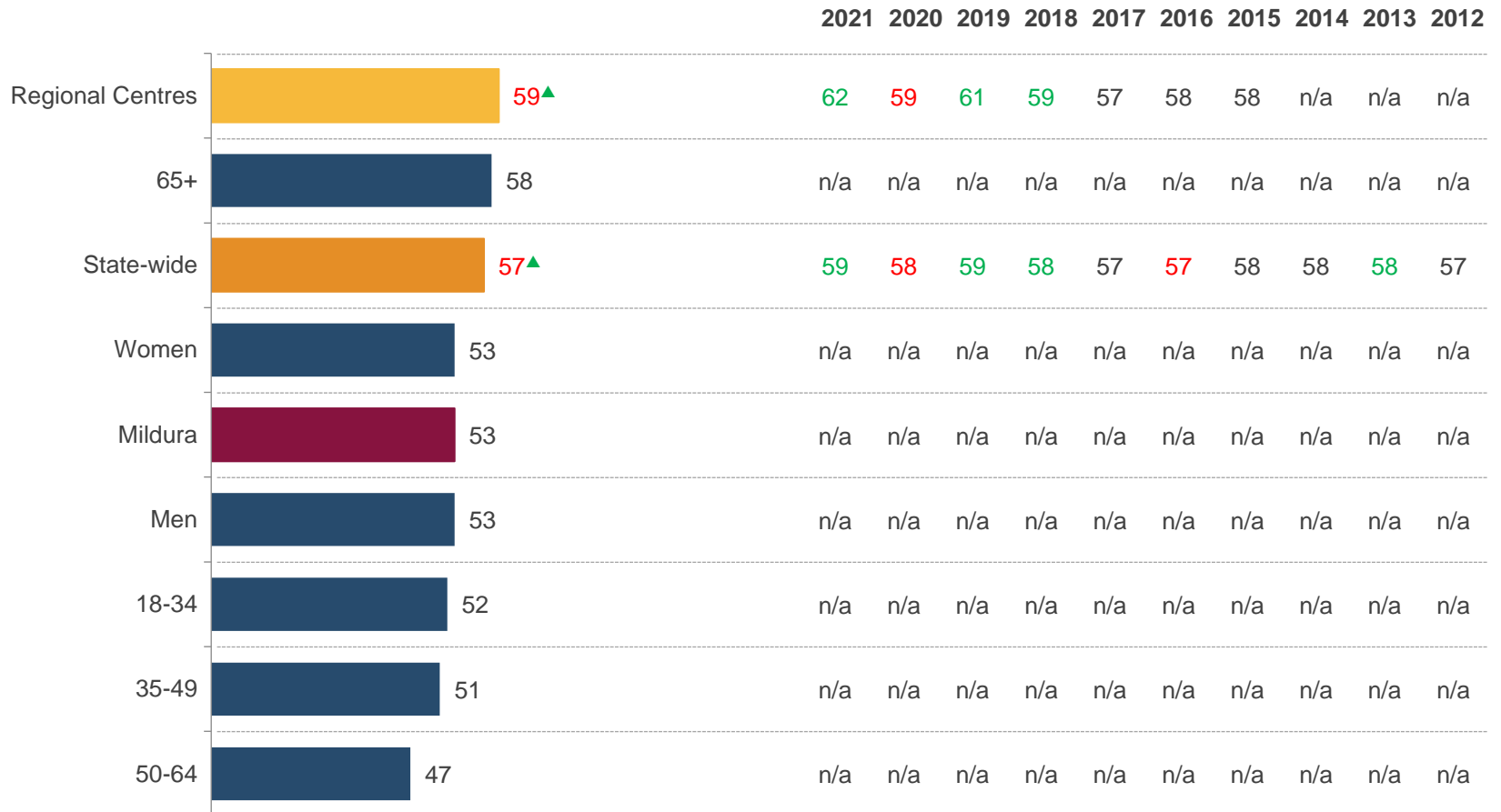


Q2. How has Council performed on 'Informing the community' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 36 Councils asked group: 6

The condition of local streets and footpaths in your area performance



2022 streets and footpaths performance (index scores)



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

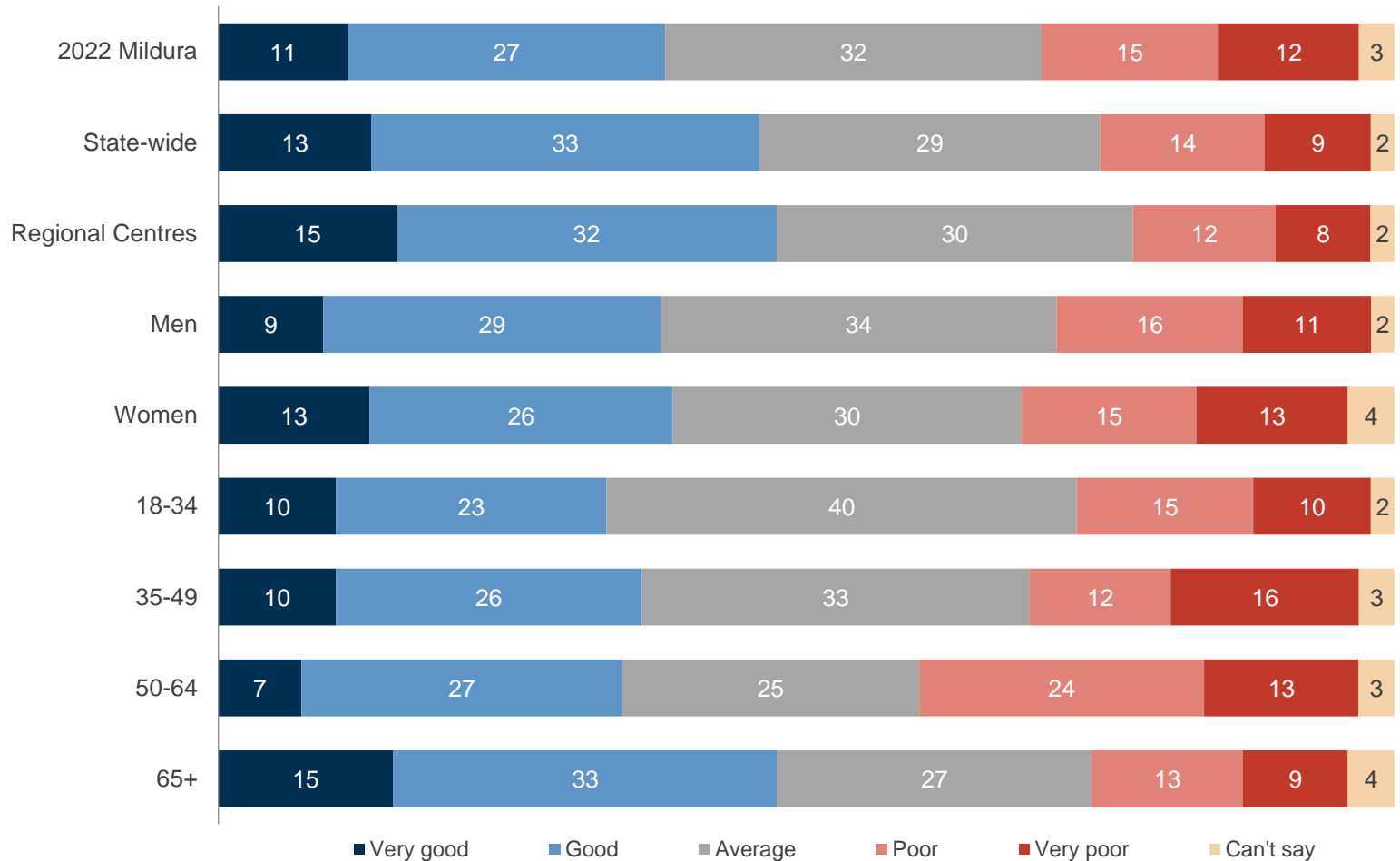
Base: All respondents. Councils asked State-wide: 33 Councils asked group: 6

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

The condition of local streets and footpaths in your area performance



2022 streets and footpaths performance (%)



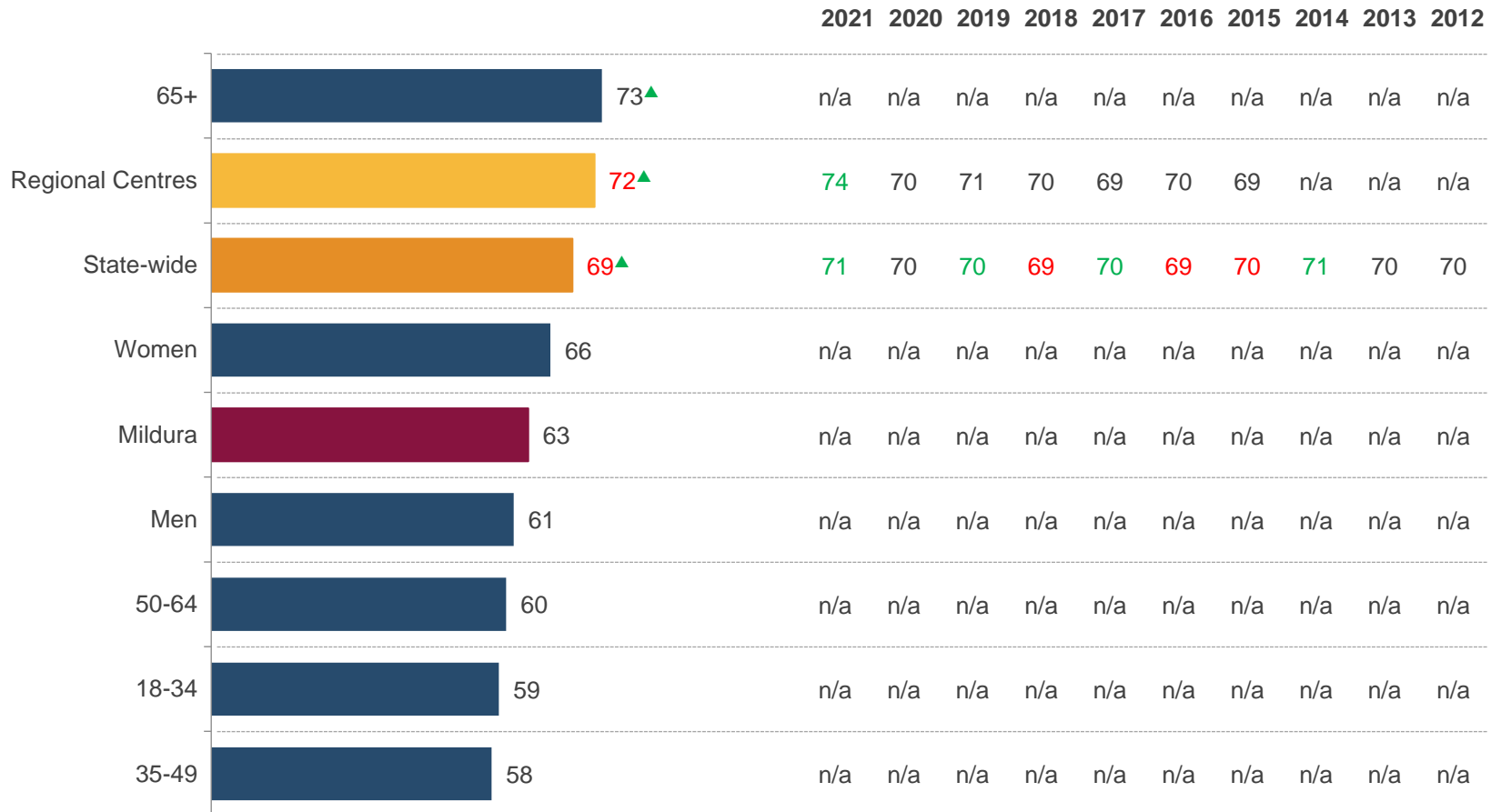
Q2. How has Council performed on 'The condition of local streets and footpaths in your area' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 33 Councils asked group: 6



Recreational facilities performance



2022 recreational facilities performance (index scores)



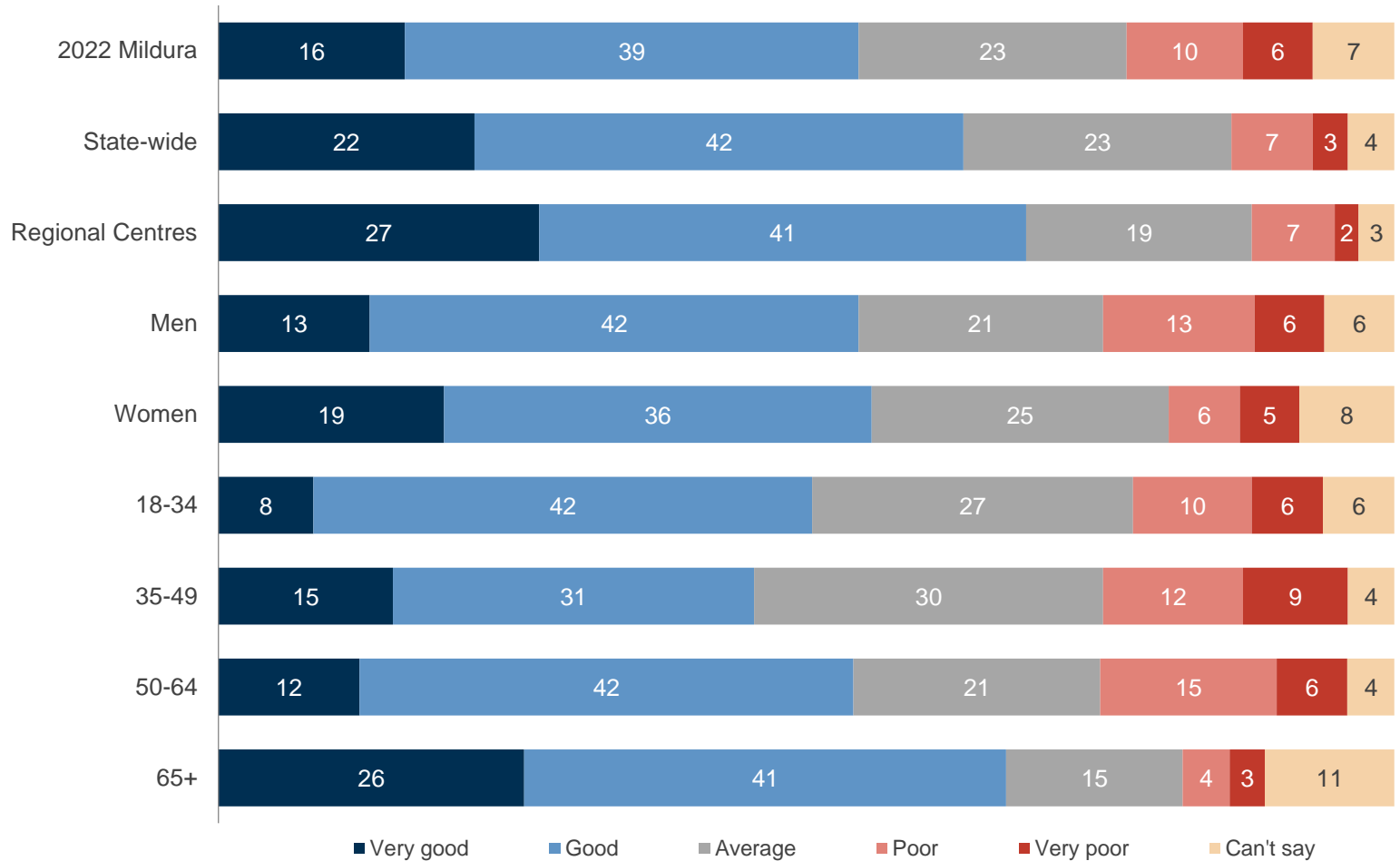
Q2. How has Council performed on 'Recreational facilities' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 43 Councils asked group: 6
 Note: Please see Appendix A for explanation of significant differences.



Recreational facilities performance



2022 recreational facilities performance (%)



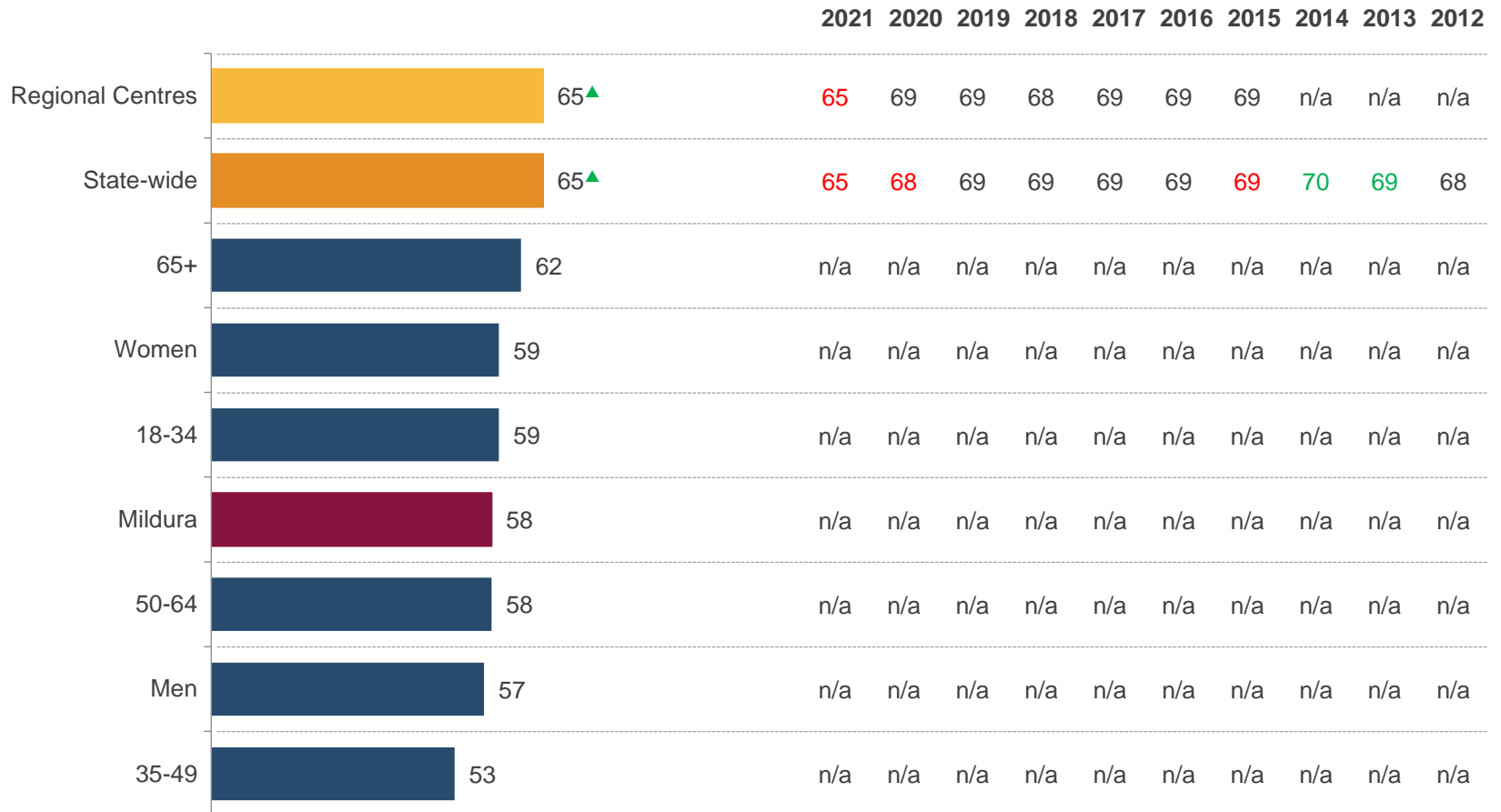
Q2. How has Council performed on 'Recreational facilities' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 43 Councils asked group: 6



Community and cultural activities performance



2022 community and cultural activities performance (index scores)



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

Base: All respondents. Councils asked State-wide: 30 Councils asked group: 6

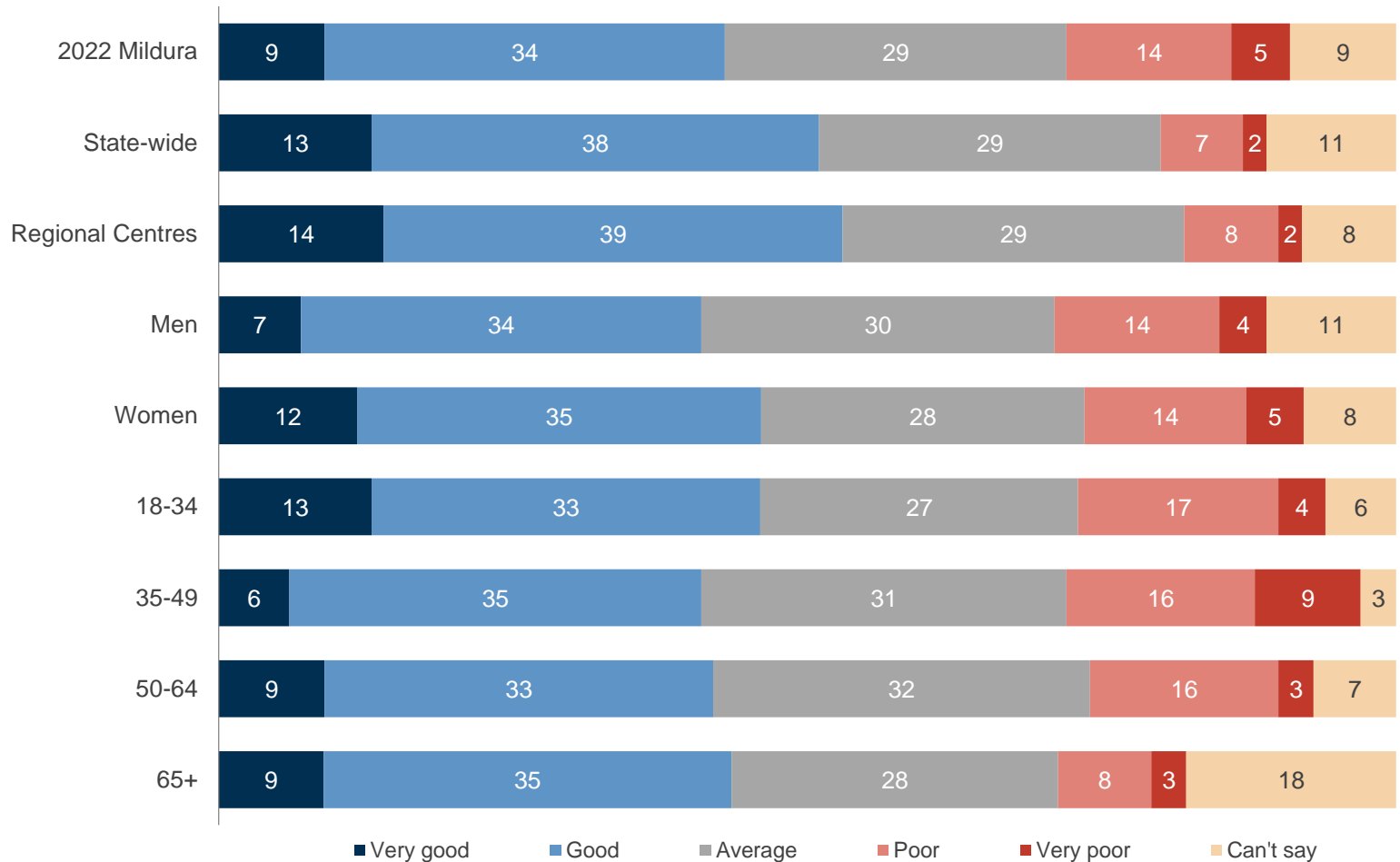
Note: Please see Appendix A for explanation of significant differences.



Community and cultural activities performance



2022 community and cultural activities performance (%)



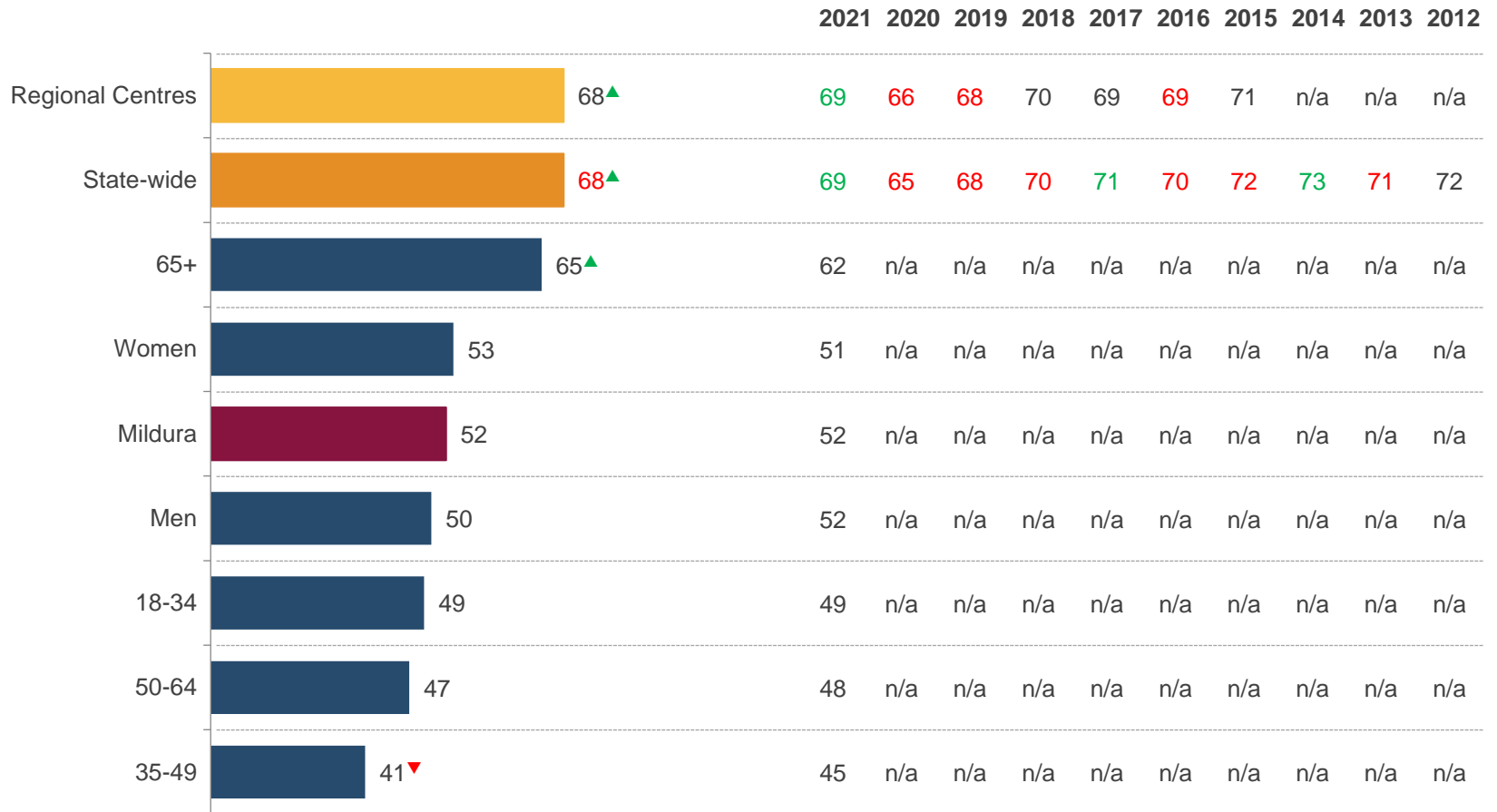
Q2. How has Council performed on 'Community and cultural activities' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 30 Councils asked group: 6



Waste management performance



2022 waste management performance (index scores)



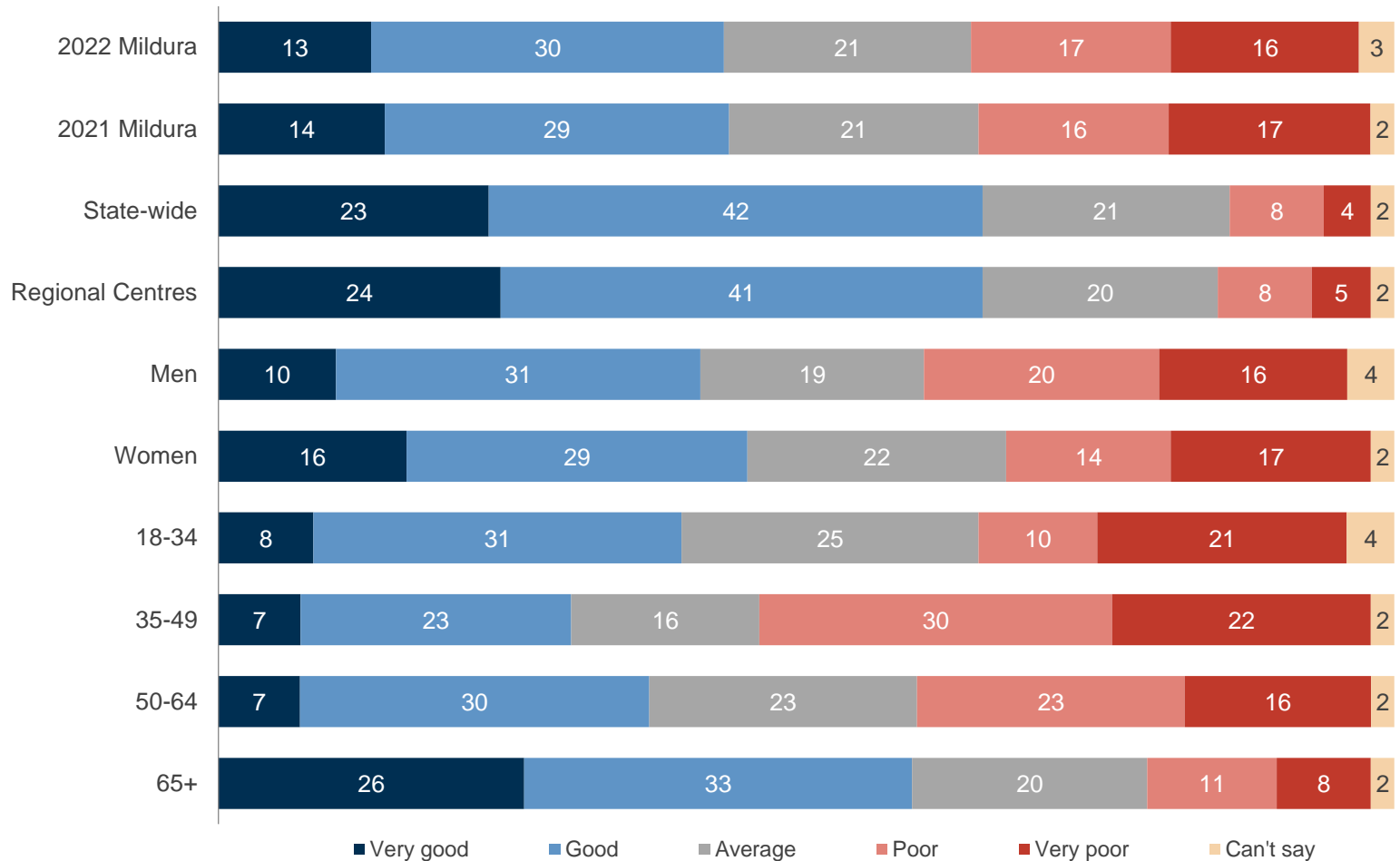
Q2. How has Council performed on 'Waste management' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 67 Councils asked group: 9
 Note: Please see Appendix A for explanation of significant differences.



Waste management performance



2022 waste management performance (%)



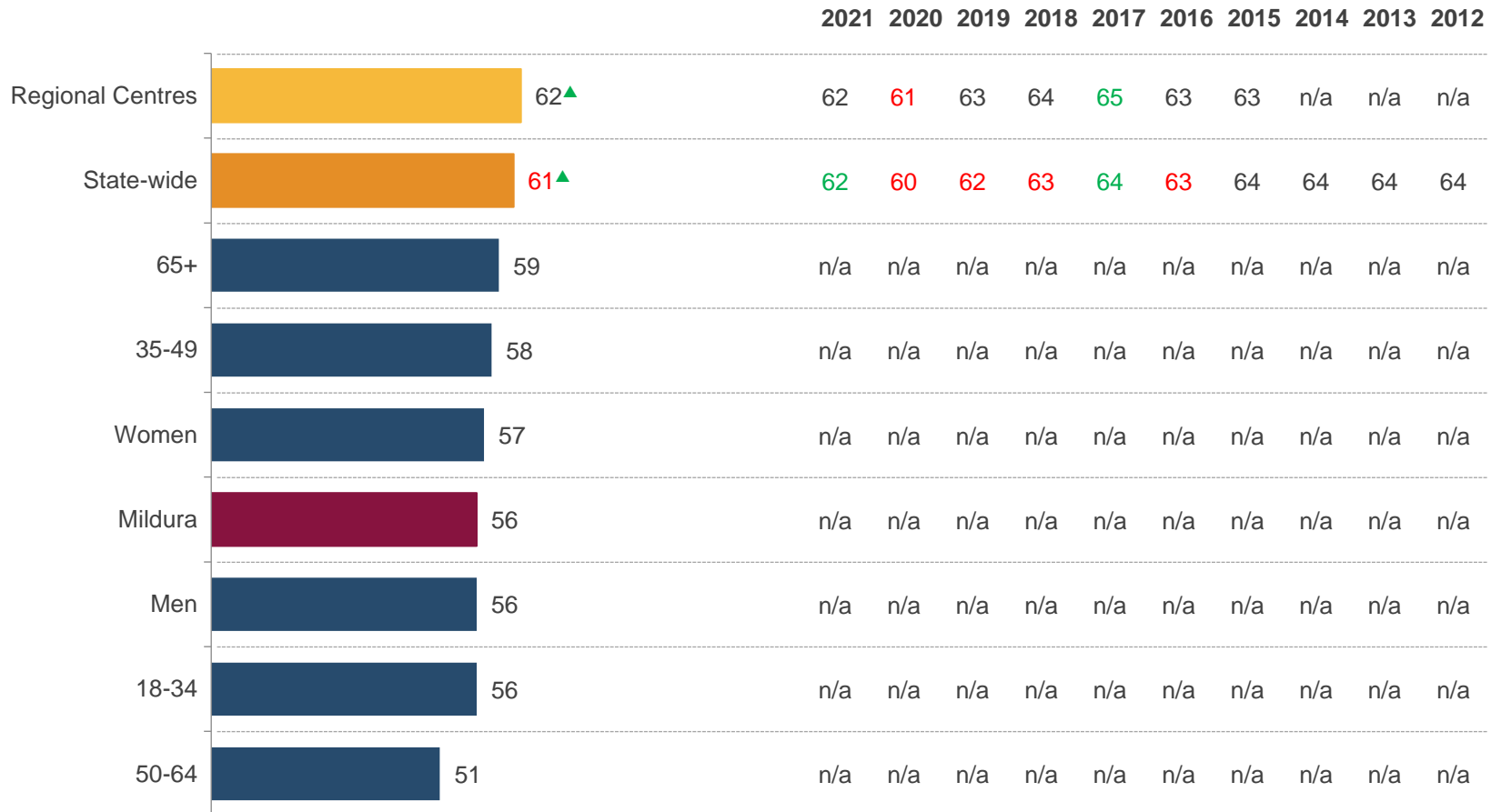
Q2. How has Council performed on 'Waste management' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 67 Councils asked group: 9



Environmental sustainability performance



2022 environmental sustainability performance (index scores)



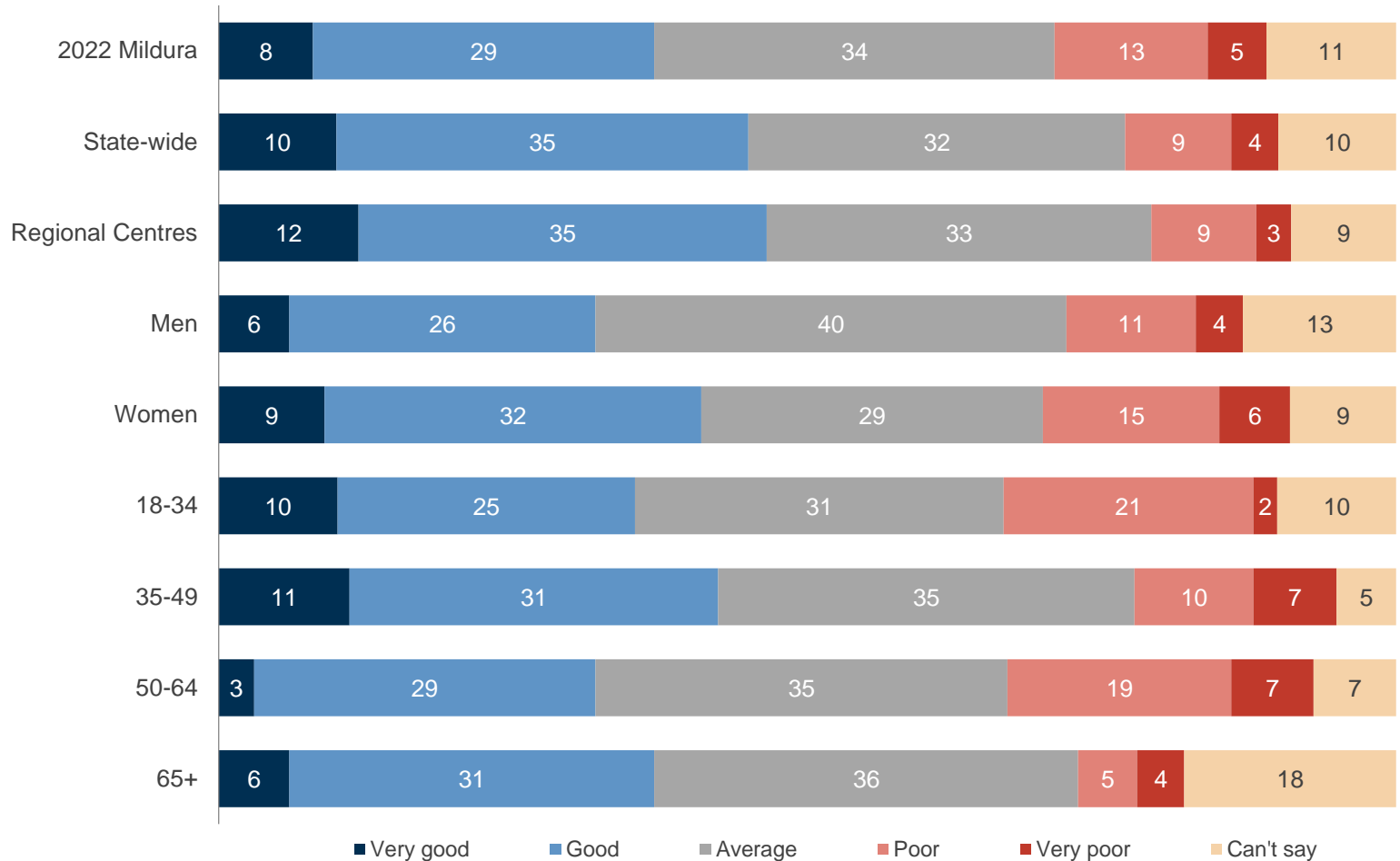
Q2. How has Council performed on 'Environmental sustainability' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 38 Councils asked group: 6
 Note: Please see Appendix A for explanation of significant differences.



Environmental sustainability performance



2022 environmental sustainability performance (%)



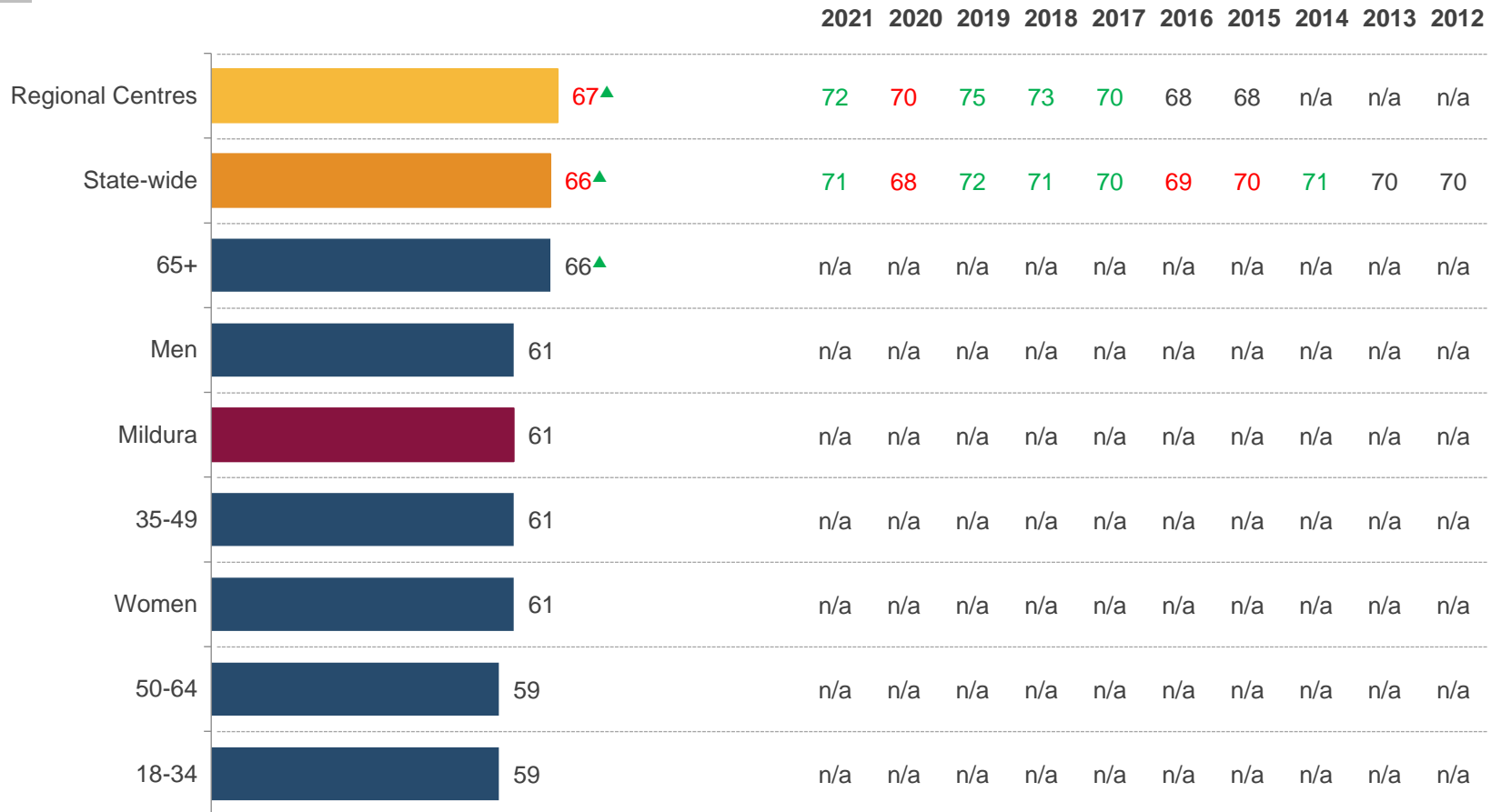
Q2. How has Council performed on 'Environmental sustainability' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 38 Councils asked group: 6



Emergency and disaster management performance



2022 emergency and disaster management performance (index scores)



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

Base: All respondents. Councils asked State-wide: 25 Councils asked group: 4

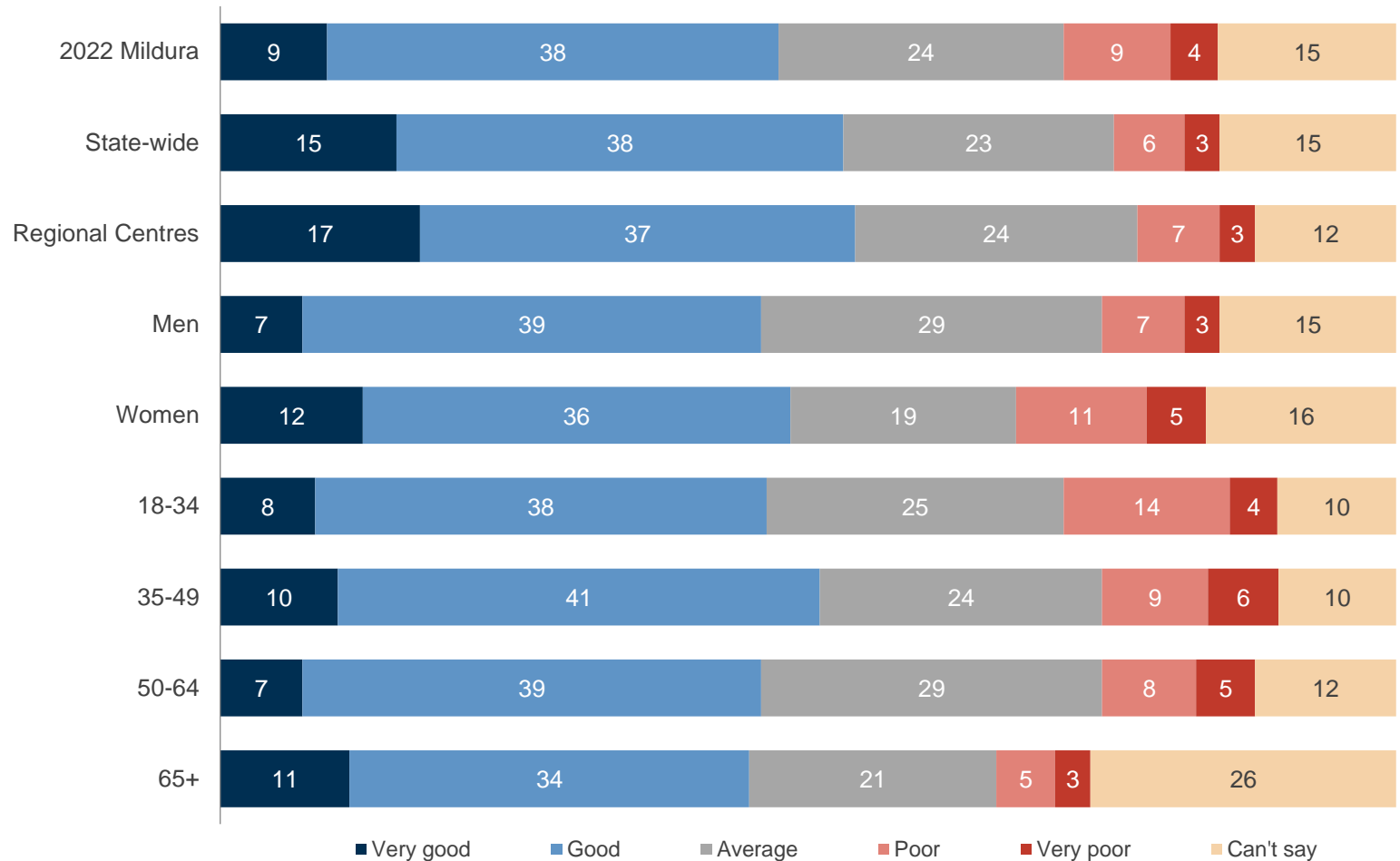
Note: Please see Appendix A for explanation of significant differences.



Emergency and disaster management performance



2022 emergency and disaster management performance (%)



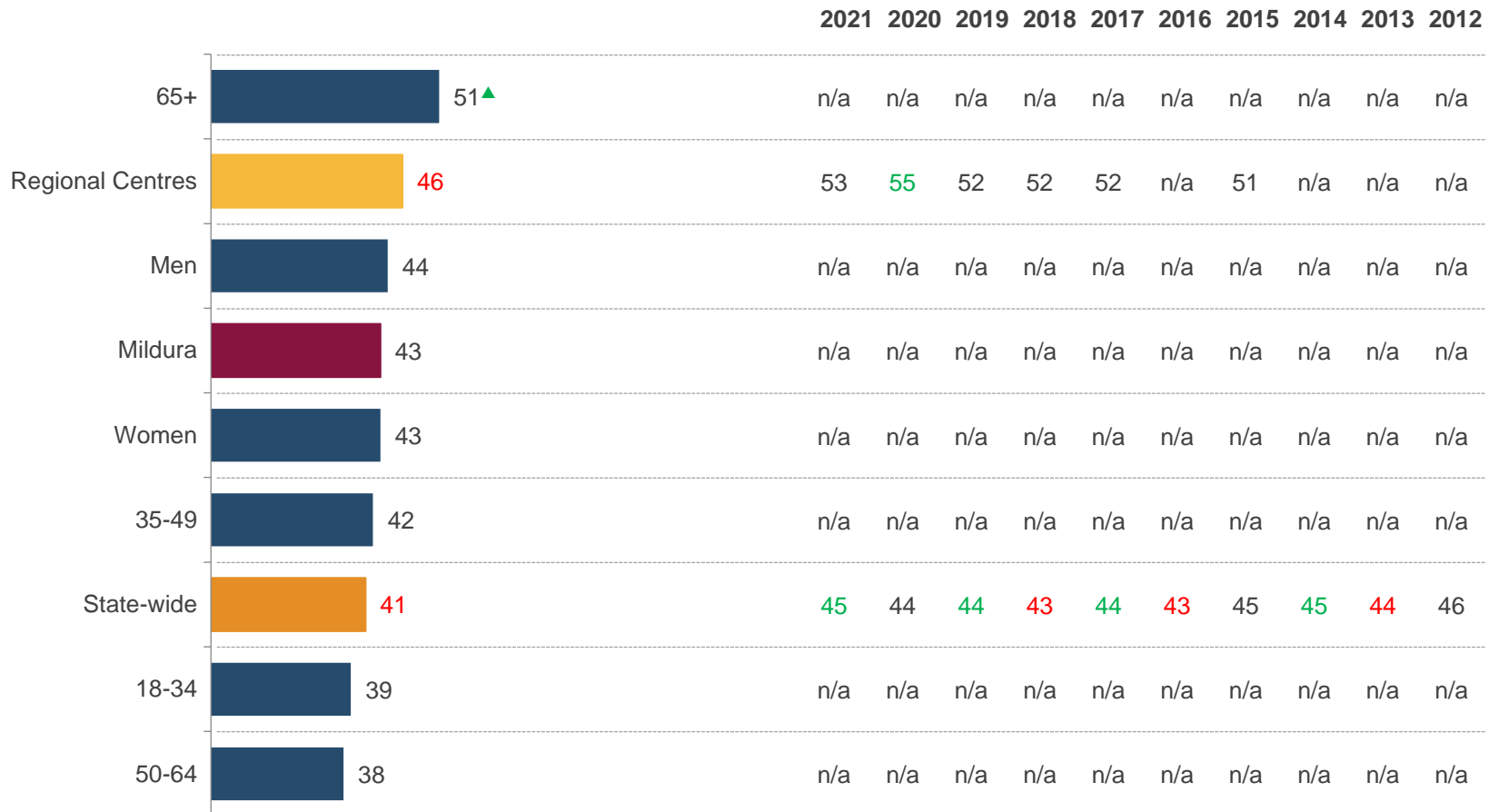
Q2. How has Council performed on 'Emergency and disaster management' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 25 Councils asked group: 4



Maintenance of unsealed roads in your area performance



2022 unsealed roads 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: 24 Councils asked group: 3

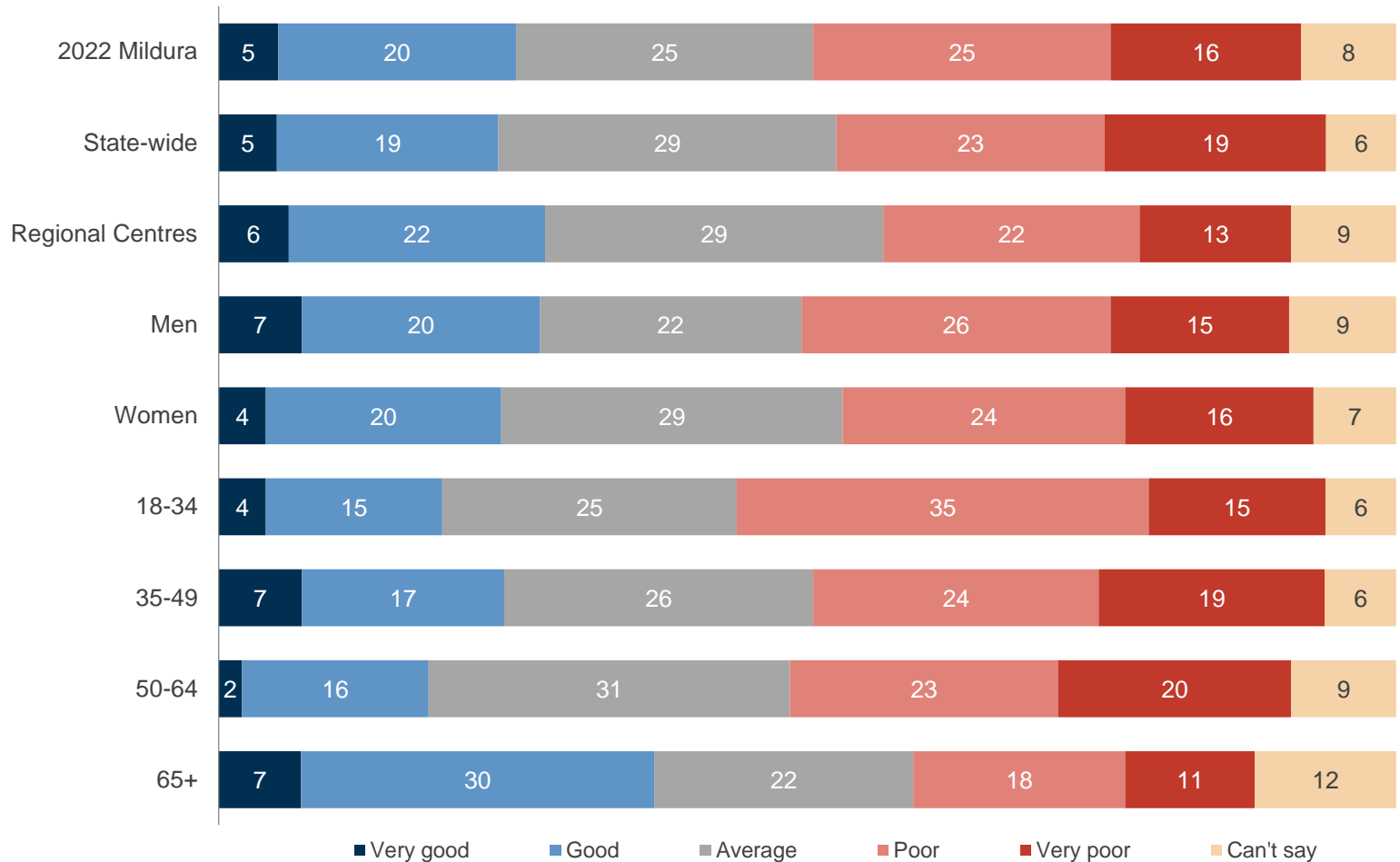
Note: Please see Appendix A for explanation of significant differences.



Maintenance of unsealed roads in your area performance



2022 unsealed roads performance (%)



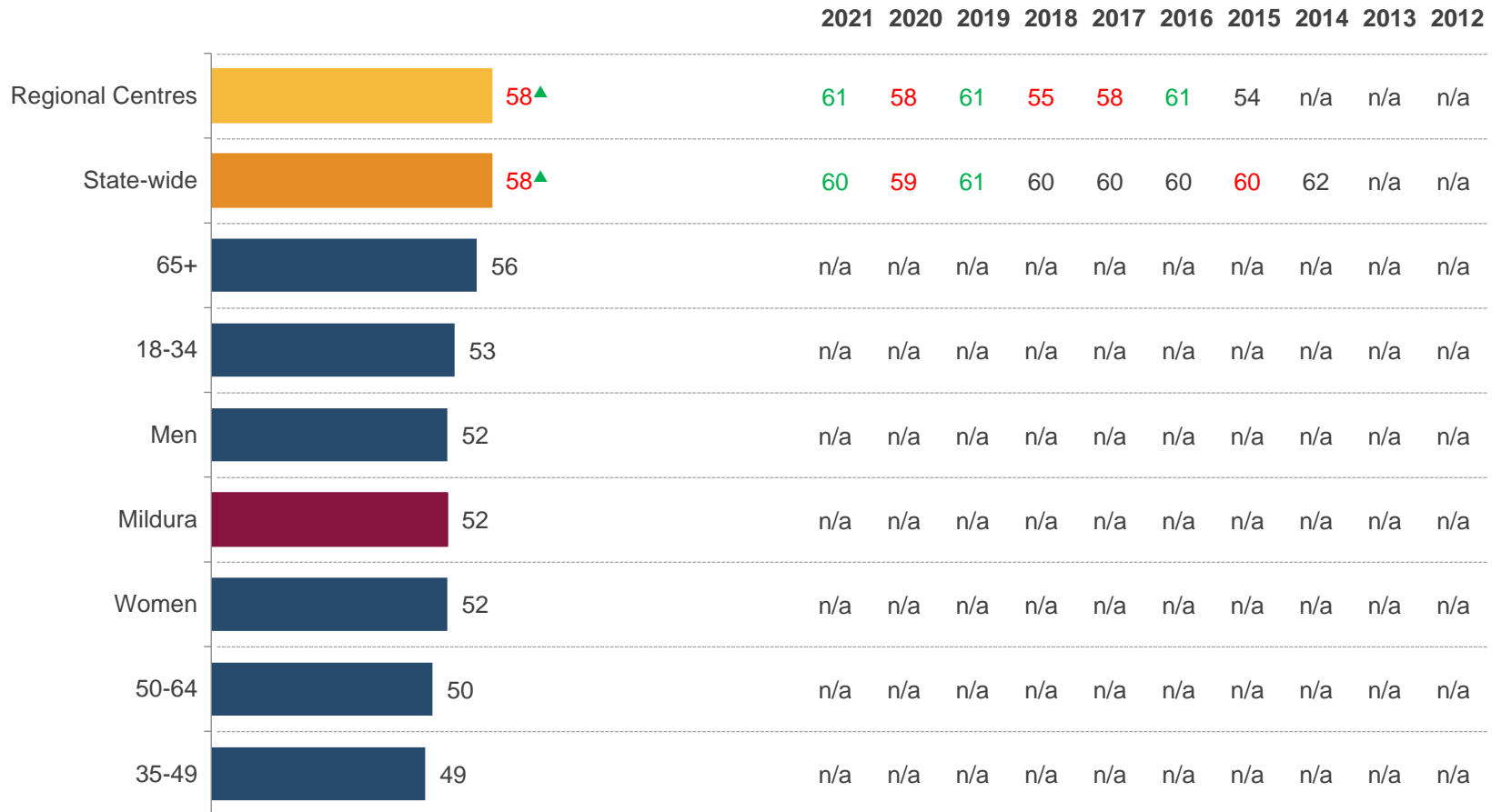
Q2. How has Council performed on 'Maintenance of unsealed roads in your area' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 24 Councils asked group: 3



Business and community development performance



2022 business/community development performance (index scores)



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

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

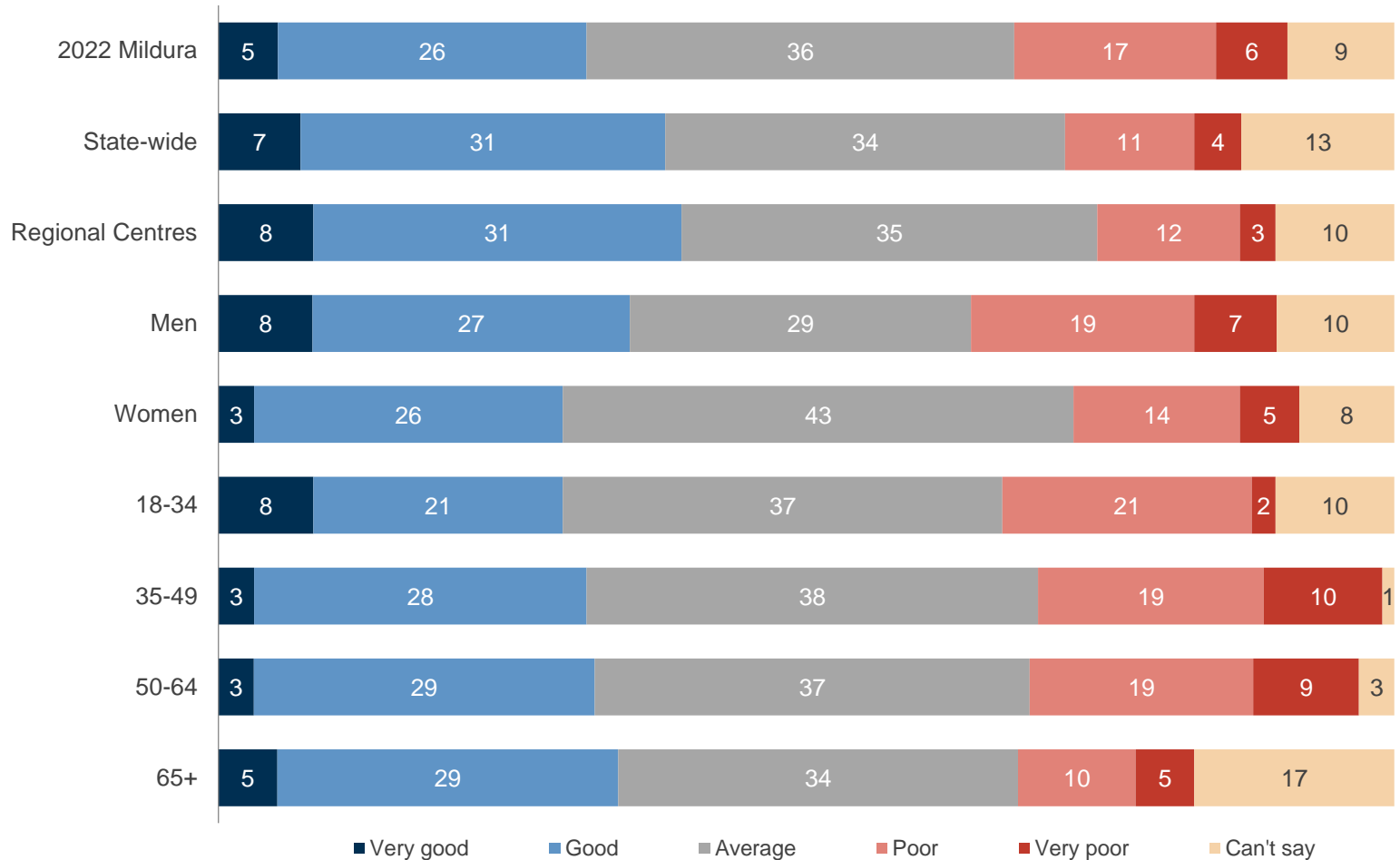
Note: Please see Appendix A for explanation of significant differences.



Business and community development performance



2022 business/community development performance (%)



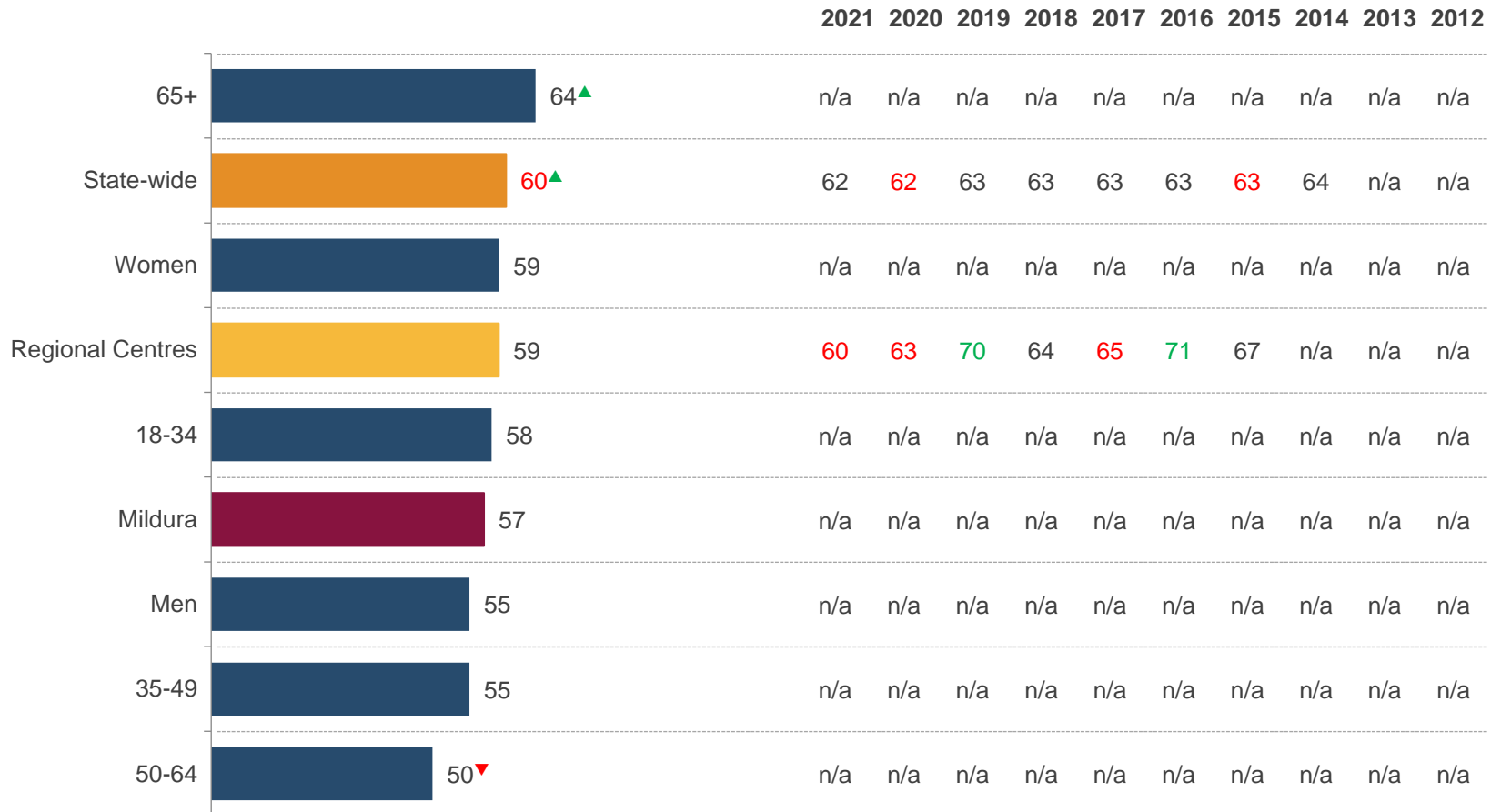
Q2. How has Council performed on 'Business and community development' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 13 Councils asked group: 4



Tourism development performance



2022 tourism development performance (index scores)



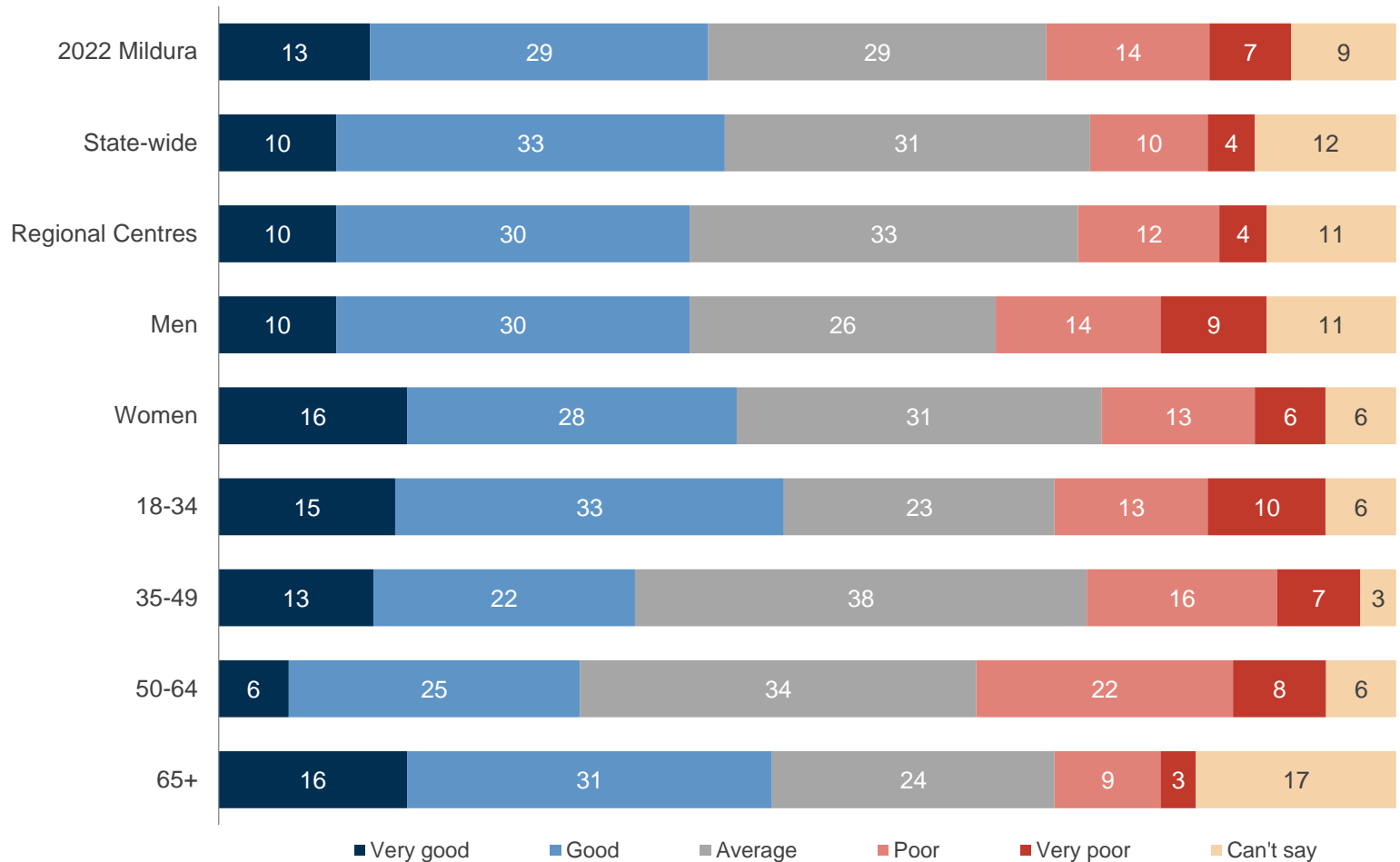
Q2. How has Council performed on 'Tourism development' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 13 Councils asked group: 3
 Note: Please see Appendix A for explanation of significant differences.



Tourism development performance



2022 tourism development performance (%)



Q2. How has Council performed on 'Tourism development' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 13 Councils asked group: 3



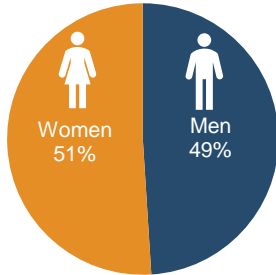
Detailed demographics



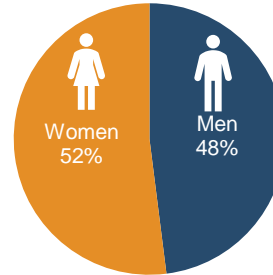
Gender and age profile

2022 gender

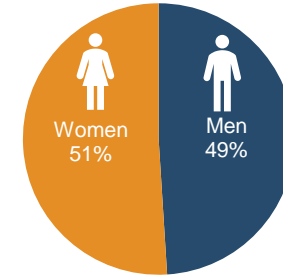
Mildura



Regional Centres

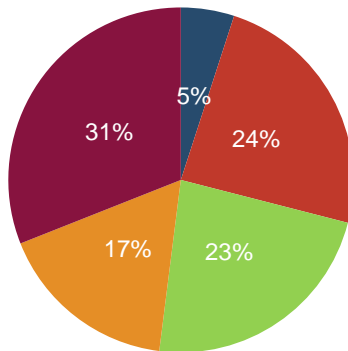


State-wide

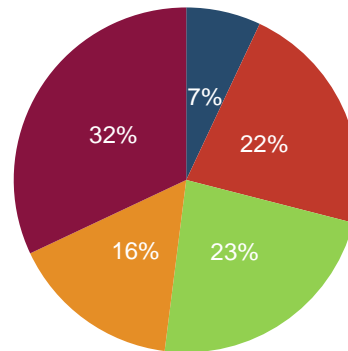


2022 age

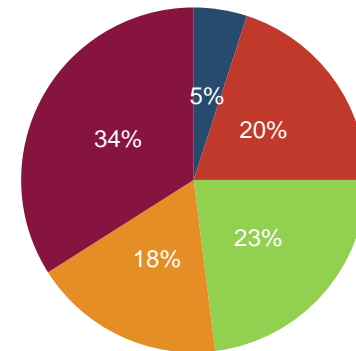
Mildura



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: 67 Councils asked group: 9
 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 graphics of various data charts, including bar charts, line graphs, and a grid pattern.

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 2022 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 43,000 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	180	197	+/-7.3
Women	220	203	+/-6.6
18-34 years	48	117	+/-14.3
35-49 years	68	90	+/-12.0
50-64 years	101	69	+/-9.8
65+ years	183	124	+/-7.2



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:

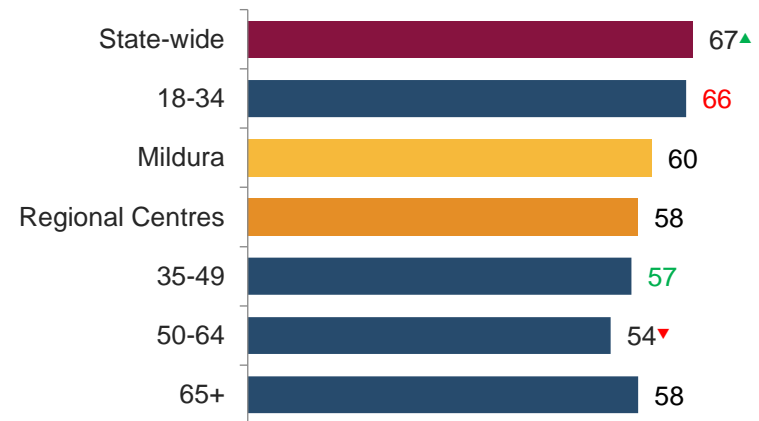
- ▲ The state-wide result is significantly higher than the overall result for the council.
- ▼ The result among 50-64 year olds is significantly lower than for the overall result for the council.

Further, results shown in green and red indicate significantly higher or lower results than in 2021.

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 2021.
- The result among 18-34 year olds in the council is **significantly lower** than the result achieved among this group in 2021.

**2022 overall performance (index scores)
(example extract only)**





Appendix A: Index score significant difference calculation

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

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

Where:

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

All figures can be sourced from the detailed cross tabulations.

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



Appendix B: Further project information



Appendix B: Further information

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

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

Detailed survey tabulations

Detailed survey tabulations are available in supplied Excel file.

Contacts

For further queries about the conduct and reporting of the 2022 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on

(03) 8685 8555 or via email:

admin@jwsresearch.com



Appendix B: Survey methodology and sampling

The 2022 results are compared with previous years, as detailed below:

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

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 27th January – 24th March, 2022.



Appendix B: Analysis and reporting

All participating councils are listed in the State-wide report published on the DELWP website. In 2022, 67 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 2012-2022 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:

- Ballarat, Greater Bendigo, Greater Geelong, Horsham, Latrobe, Mildura, Wangaratta, Warrnambool and Wodonga.

Wherever appropriate, results for Mildura Rural City Council for this 2022 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

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 2012-2022 have been made throughout this report as appropriate.



Appendix B: Core, optional and tailored questions

Core, optional and tailored questions

Over and above necessary geographic and demographic questions required to ensure sample representativeness, a base set of questions for the 2022 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 2022 State-wide Local Government Community Satisfaction Survey were optional. Councils also had the ability to ask tailored questions specific only to their council.



Appendix B: Analysis and reporting

Reporting

Every council that participated in the 2022 State-wide Local Government Community Satisfaction Survey receives a customised report. In addition, the State government is supplied with this State-wide summary report of the aggregate results of 'Core' and 'Optional' questions asked across all council areas surveyed, which is available at:

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

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



Appendix B: Glossary of terms

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

CSS: 2022 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.

**THERE ARE
OVER
6 MILLION
PEOPLE IN
VICTORIA...**

**FIND OUT
WHAT THEY'RE
THINKING.**



Contact us
03 8685 8555



Follow us
[@JWSResearch](#)

John Scales
Founder
jcales@jwsresearch.com

Mark Zuker
Managing Director
mzucker@jwsresearch.com

Katrina Cox
Director of Client Services
kcox@jwsresearch.com





Local Government Community Satisfaction Survey

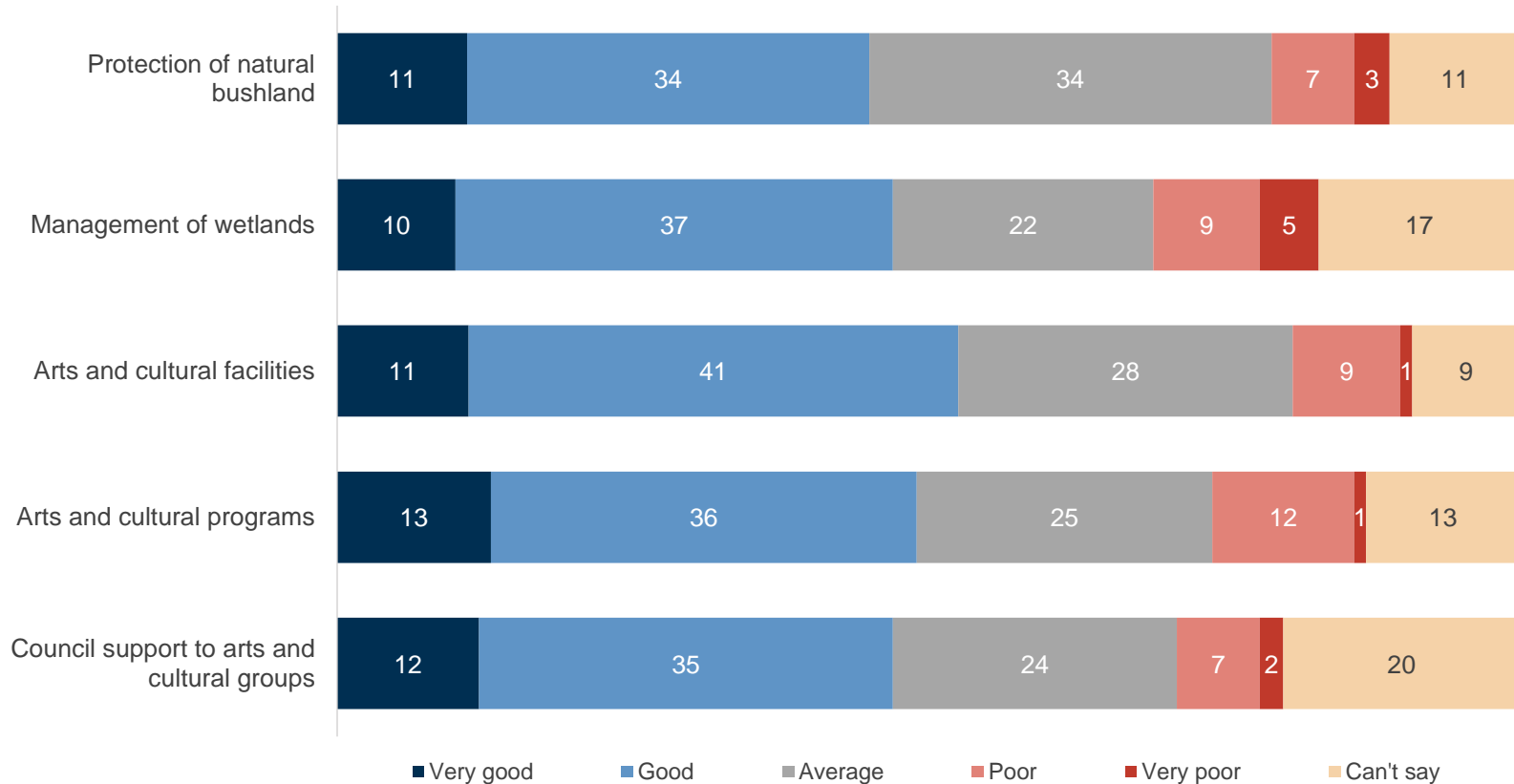
Mildura Rural City Council 2022 Tailored Questions

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



Environment and the arts

2022 environment and the arts performance (%)



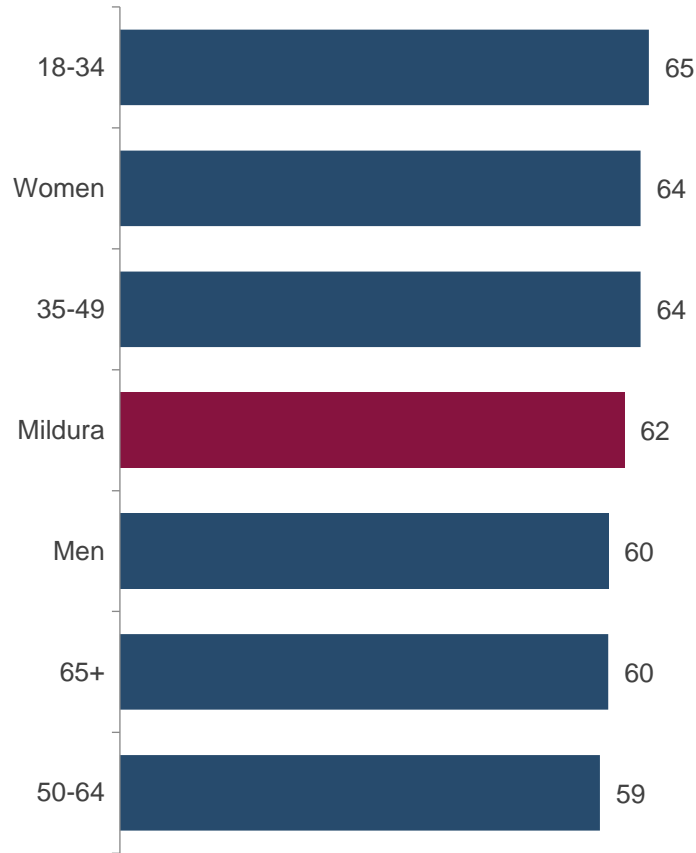
Q2. And how about [INSERT RESPONSIBILITY AREA]? SAY IF NECESSARY: Would you say that their performance on this has been very good, good, average, poor or very poor?

Base: All respondents (n=400).



Protection of natural bushland

2022 natural bushland protection performance (index scores)



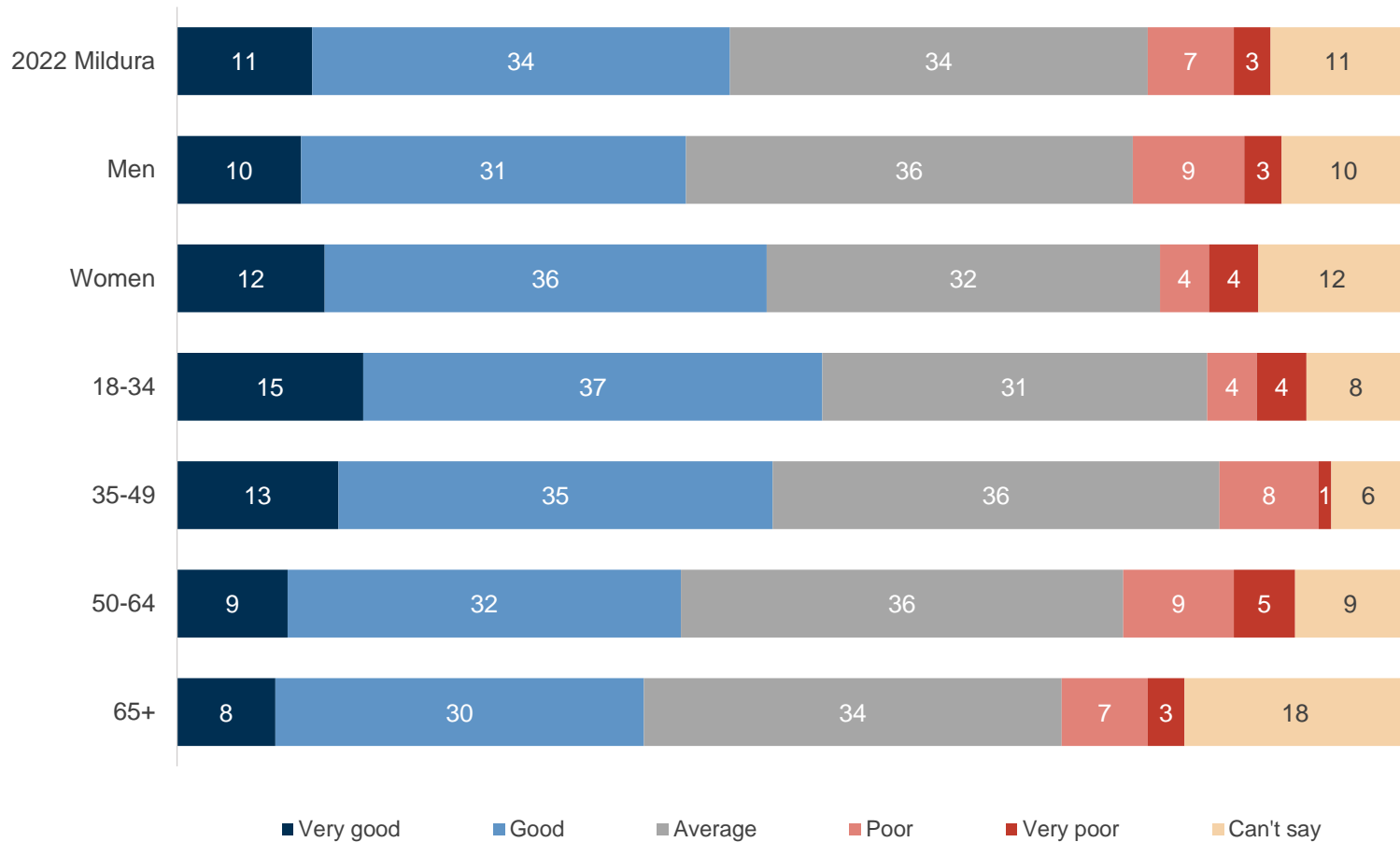
ML1. And how about protection of natural bushland? Would you say that their performance on this has been very good, good, average, poor or very poor?

Base: All respondents (n=400).



Protection of natural bushland

2022 natural bushland protection performance (%)

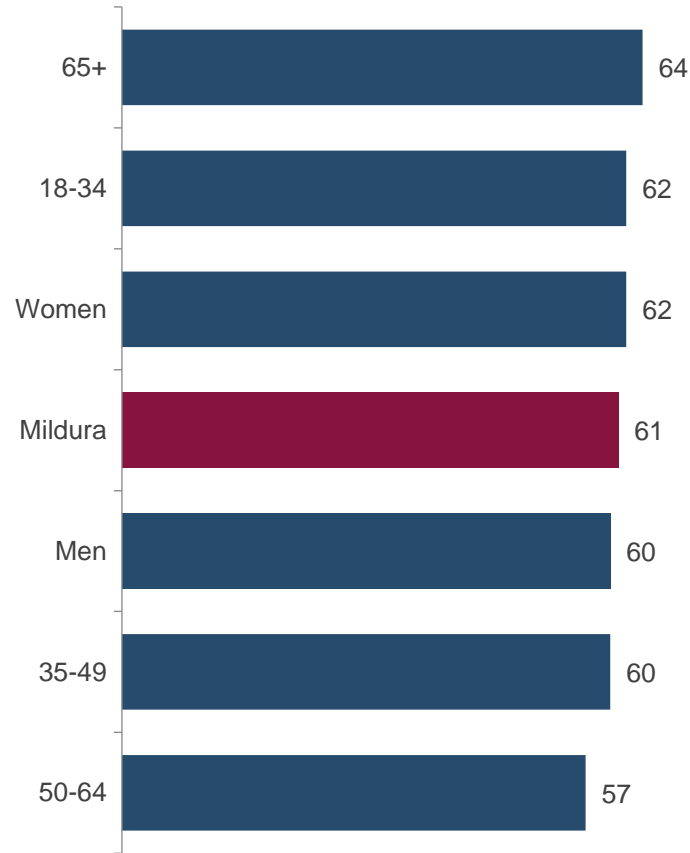


ML1. And how about protection of natural bushland? Would you say that their performance on this has been very good, good, average, poor or very poor?
 Base: All respondents (n=400).



Management of wetlands

2022 management of wetlands performance (index scores)



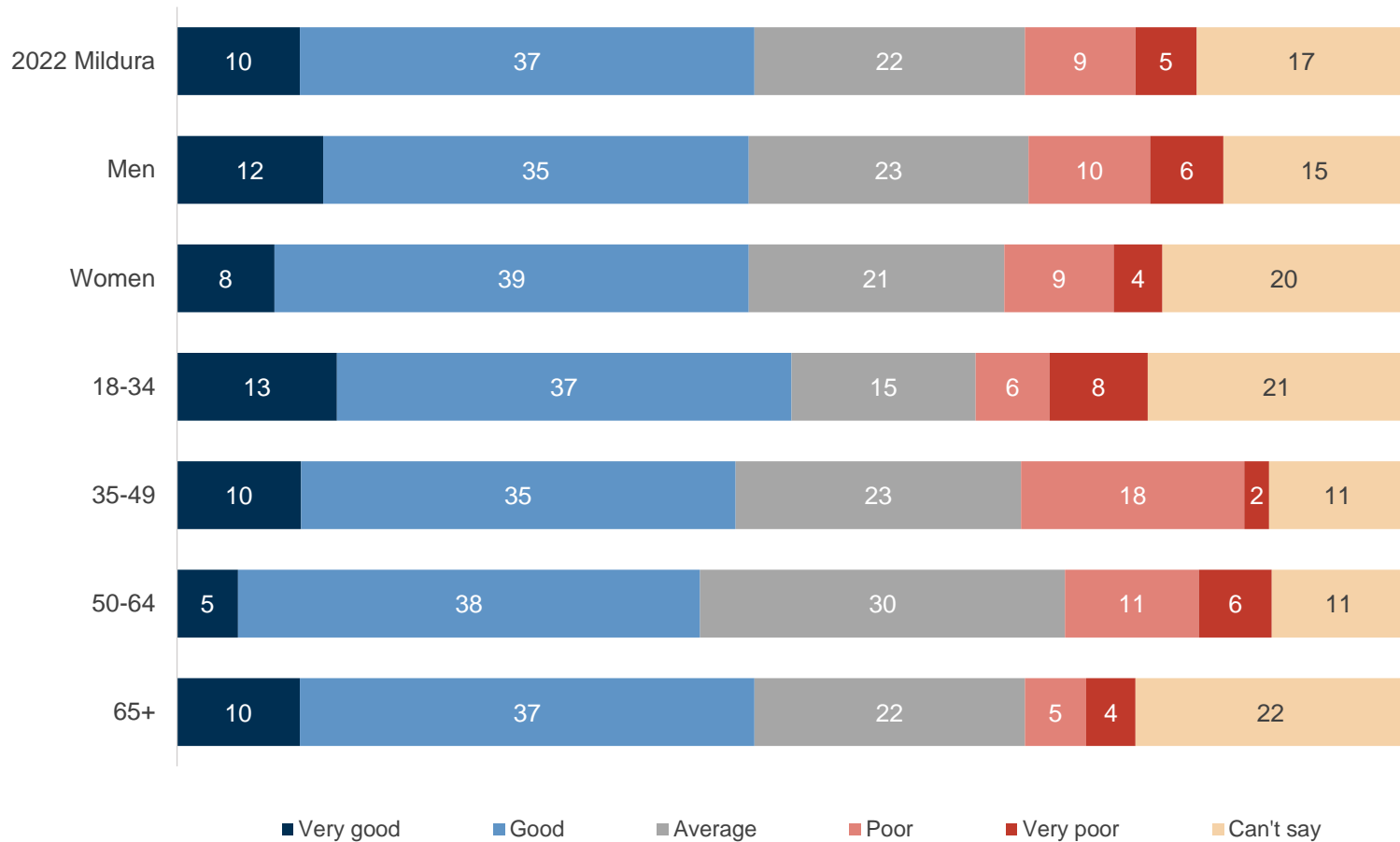
ML2. And how about management of wetlands? Would you say that their performance on this has been very good, good, average, poor or very poor?

Base: All respondents (n=400).



Management of wetlands

2022 management of wetlands performance (%)

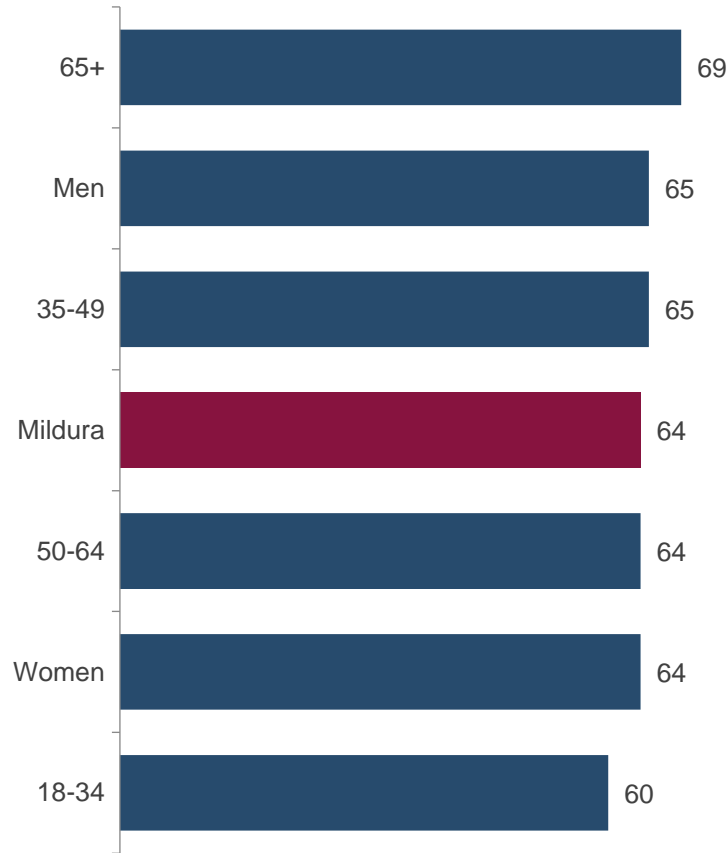


ML2. And how about management of wetlands? Would you say that their performance on this has been very good, good, average, poor or very poor?
 Base: All respondents (n=400).



Arts and cultural facilities

2022 arts and cultural facilities performance (index scores)



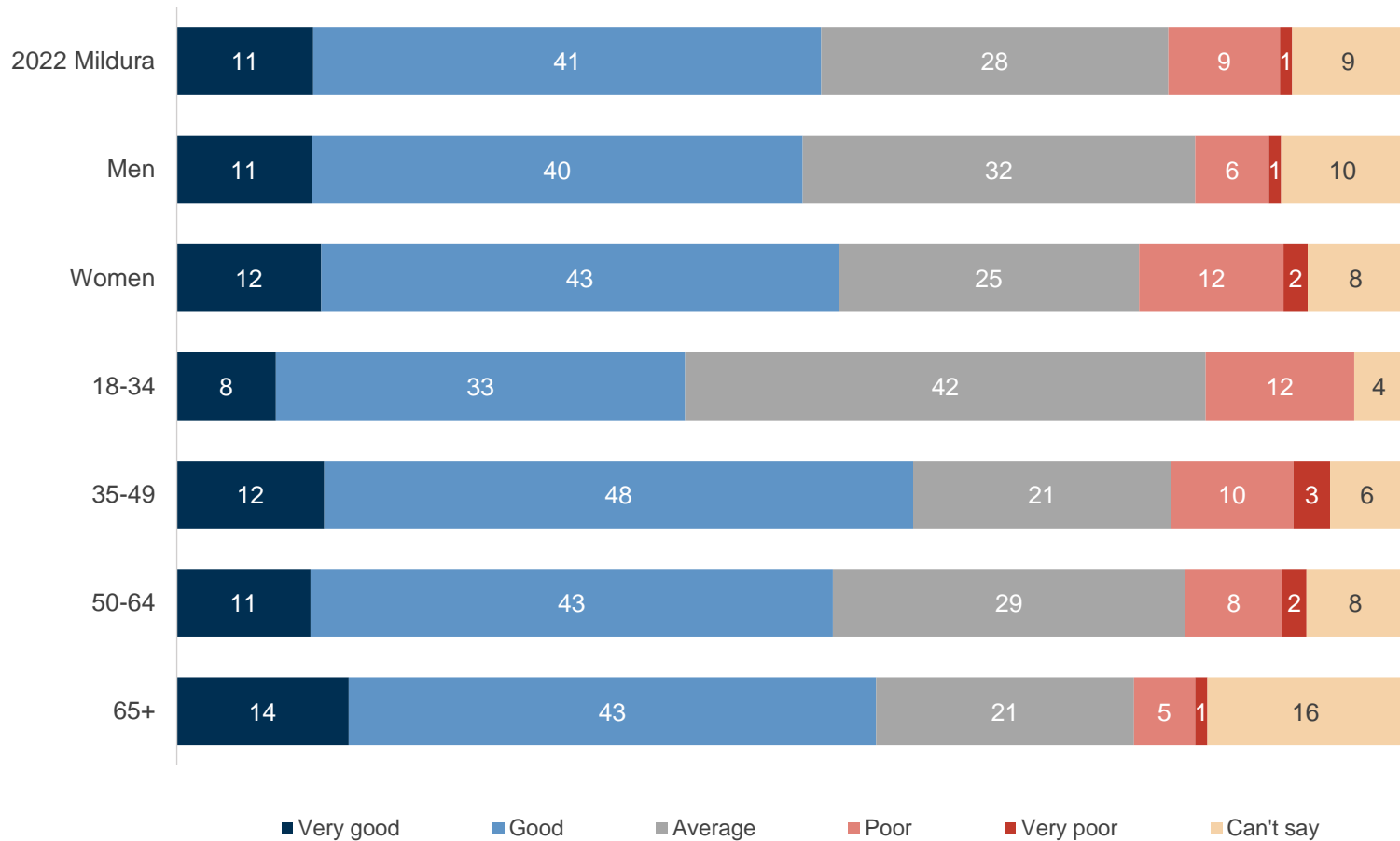
ML3. And how about arts and cultural facilities? Would you say that their performance on this has been very good, good, average, poor or very poor?

Base: All respondents (n=400).



Arts and cultural facilities

2022 arts and cultural facilities performance (%)

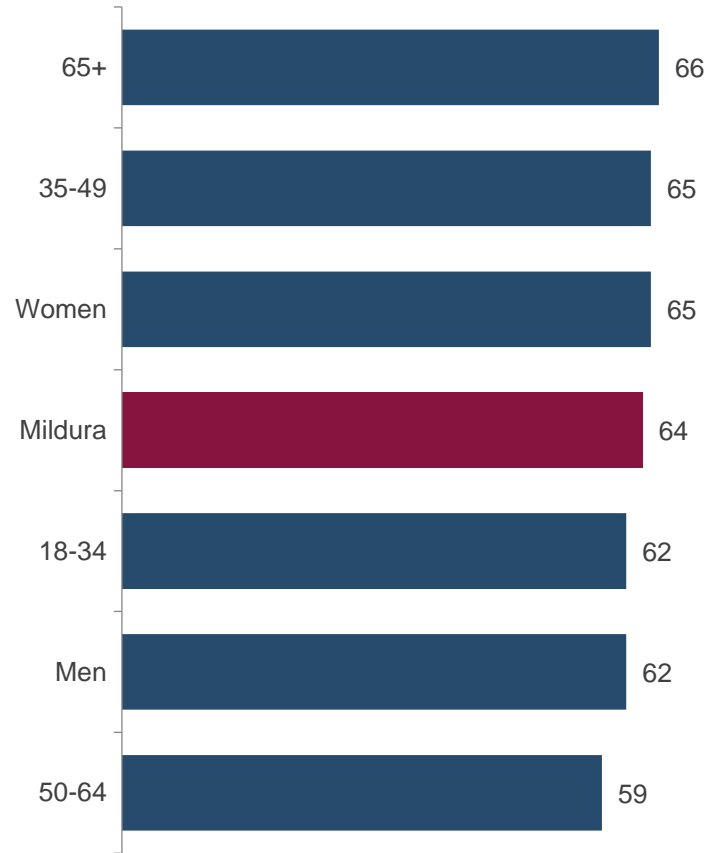


ML3. And how about arts and cultural facilities? Would you say that their performance on this has been very good, good, average, poor or very poor?
 Base: All respondents (n=400).



Arts and cultural programs

2022 arts and cultural programs performance (index scores)

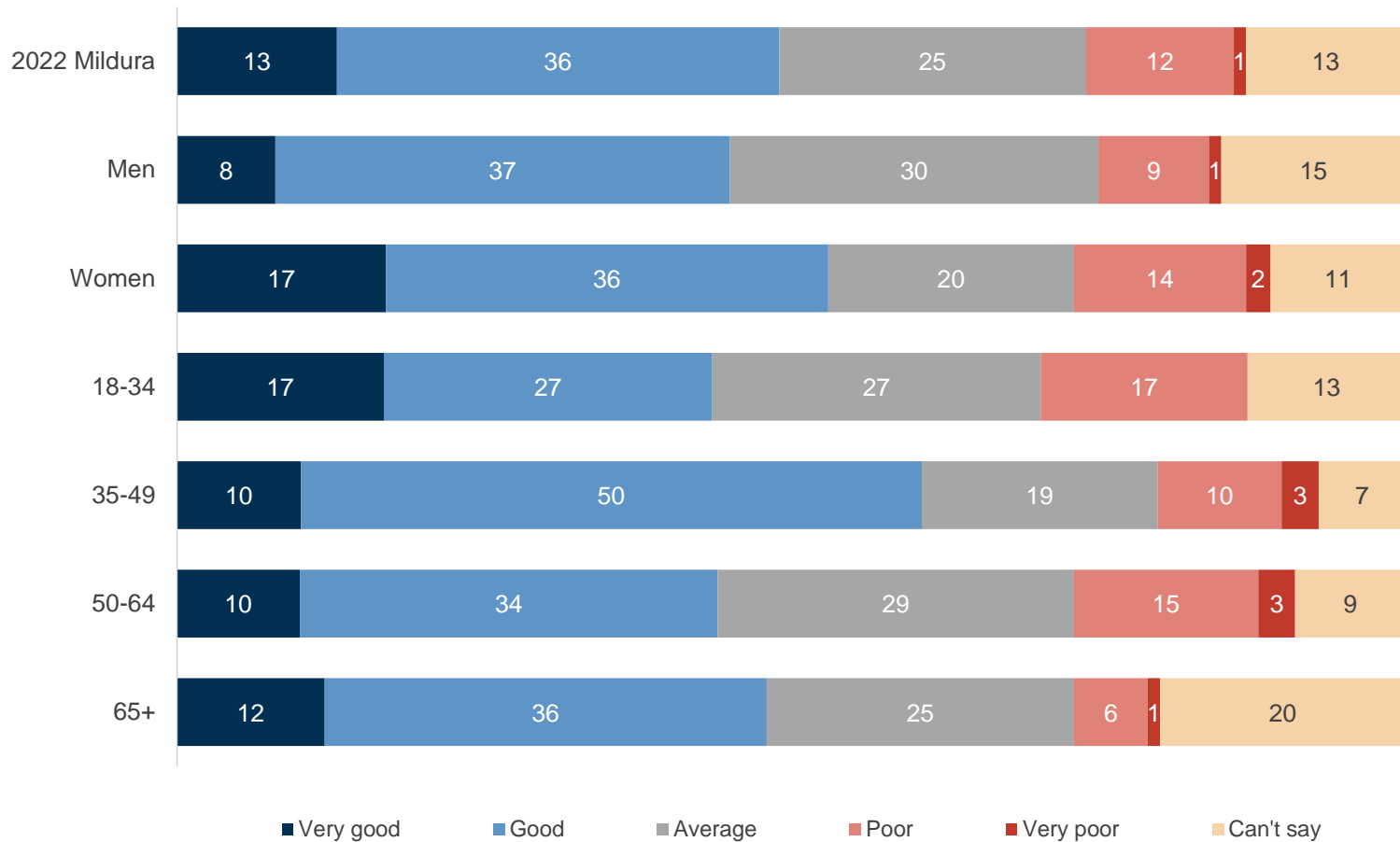


ML4. And how about arts and cultural programs? Would you say that their performance on this has been very good, good, average, poor or very poor?
 Base: All respondents (n=400).



Arts and cultural programs

2022 arts and cultural programs performance (%)

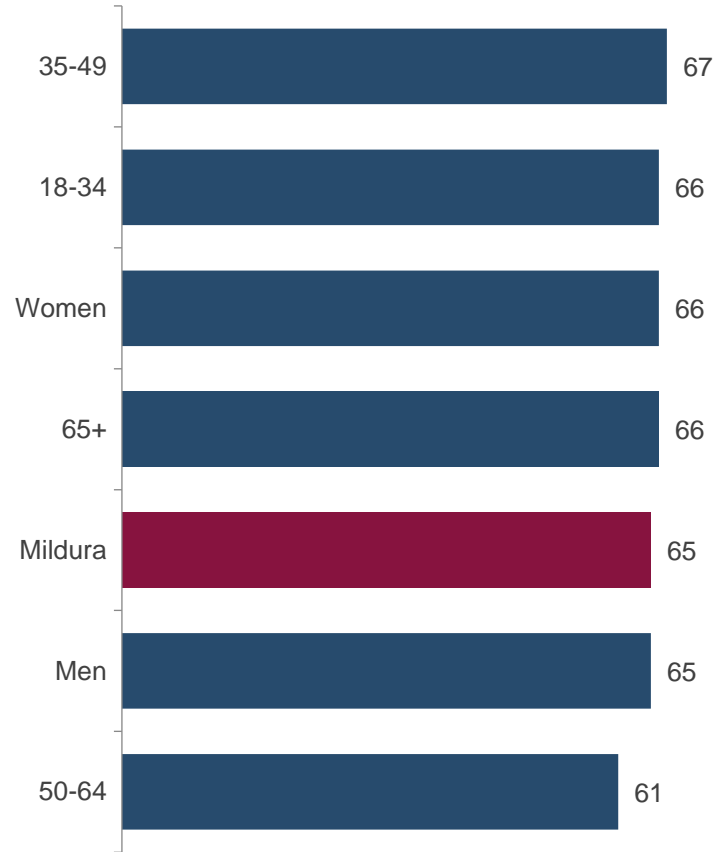


ML4. And how about arts and cultural programs? Would you say that their performance on this has been very good, good, average, poor or very poor?
 Base: All respondents (n=400).



Council support to arts and cultural groups

2022 Council support to arts and cultural groups performance (index scores)

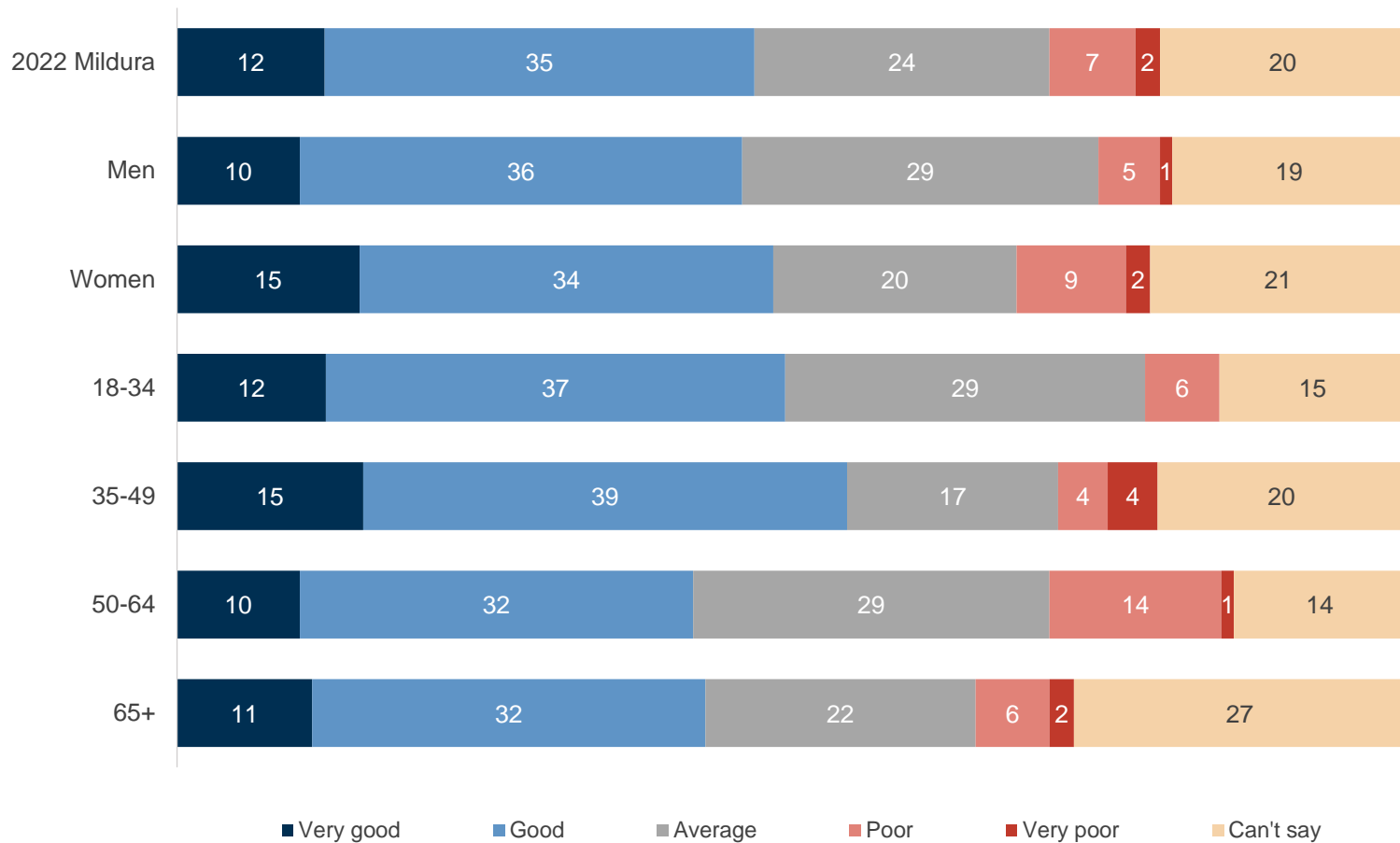


ML5. And how about council support to arts and cultural groups? Would you say that their performance on this has been very good, good, average, poor or very poor?
 Base: All respondents (n=400).



Council support to arts and cultural groups

2022 Council support to arts and cultural groups performance (%)

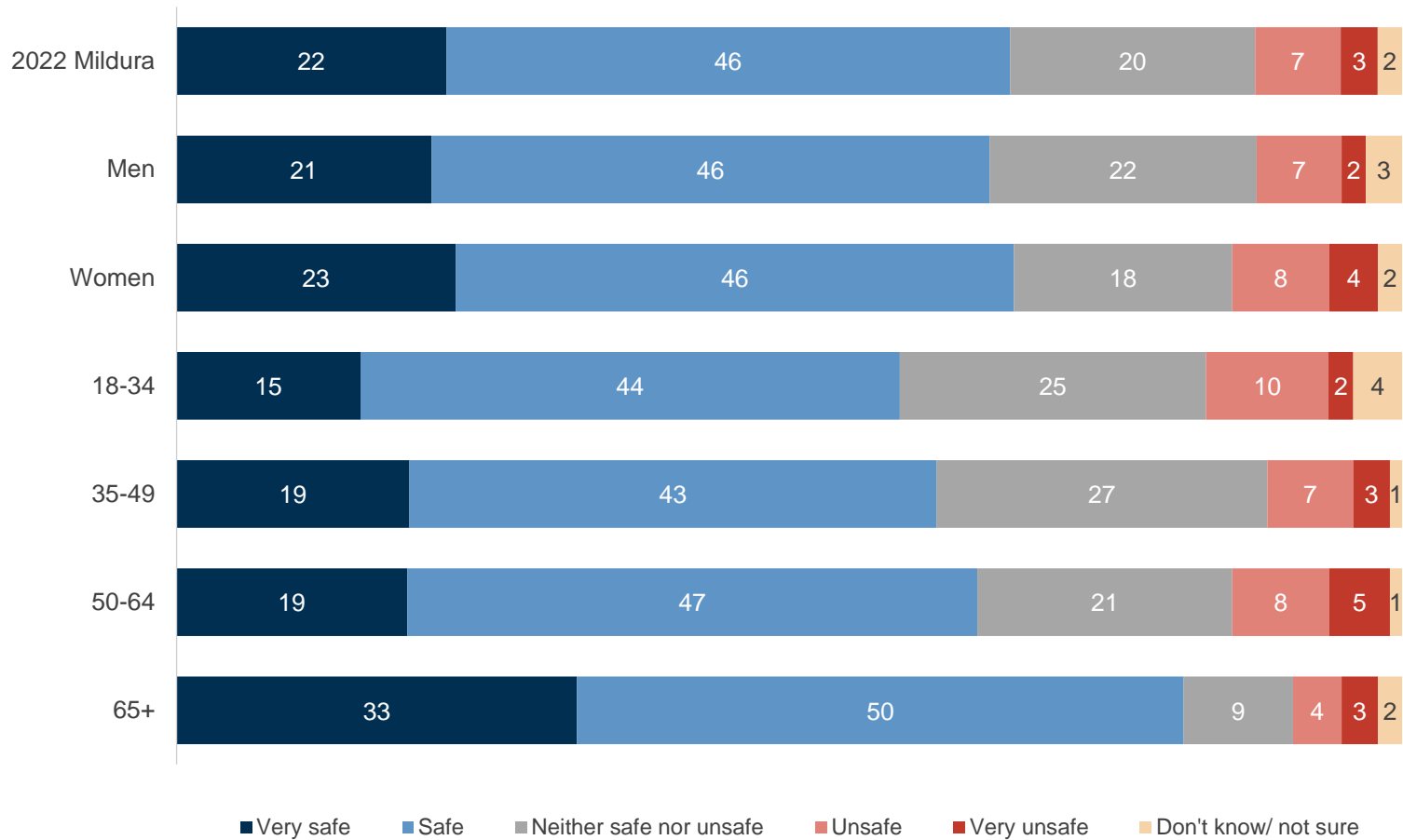


ML5. And how about council support to arts and cultural groups? Would you say that their performance on this has been very good, good, average, poor or very poor?
 Base: All respondents (n=400).



Perceptions of safety

2022 perceptions of safety (%)



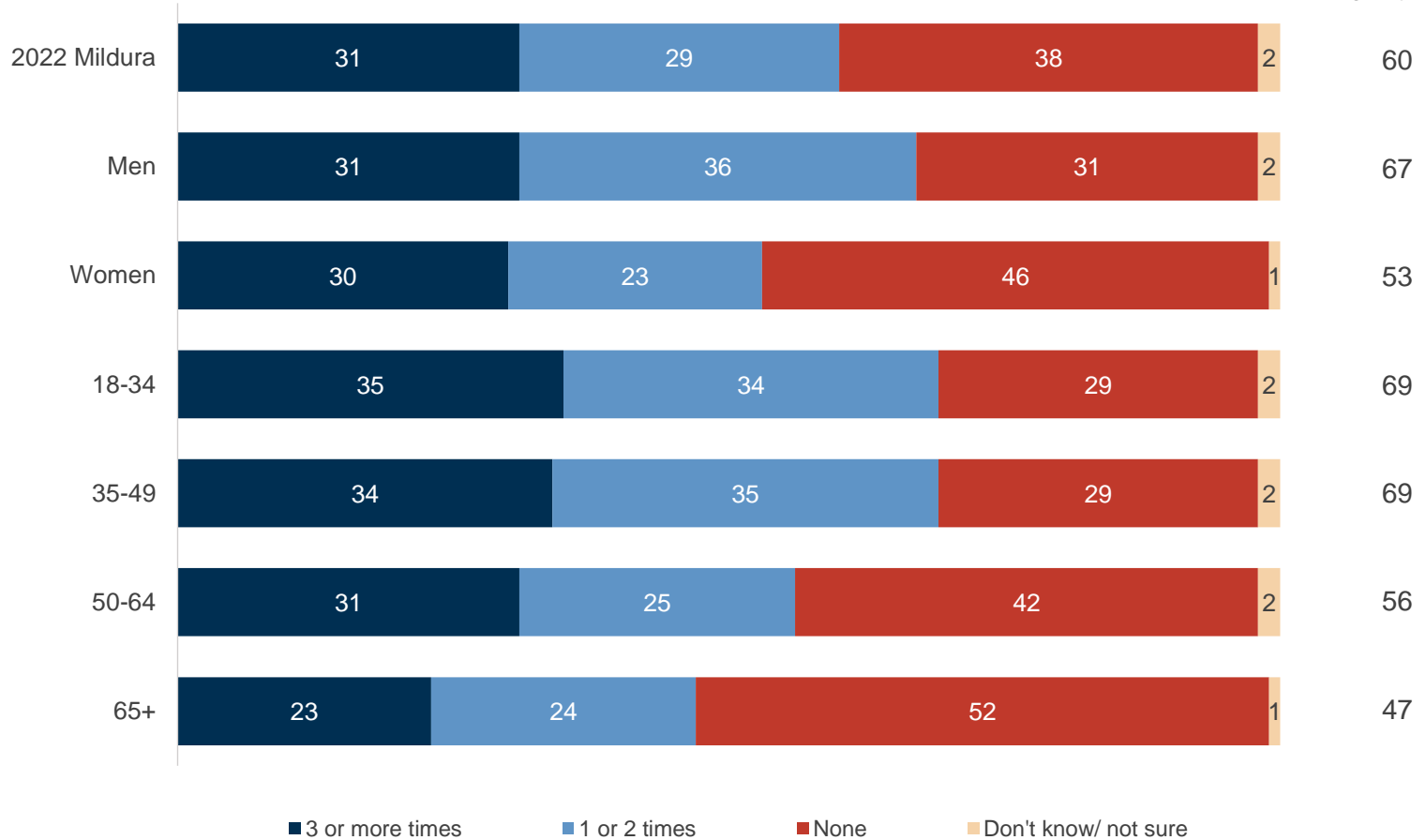
ML6. How safe do you feel in your community?
Base: All respondents (n=400).



Sport or physical recreation activity

2022 participation in sport or physical recreation activity per week (%)

Total activity
(% 3 or more +
1 or 2 times)



ML7. In an average week, how often do you participate in sport or physical recreation activity?
Base: All respondents (n=400).

**THERE ARE
OVER
6 MILLION
PEOPLE IN
VICTORIA...**

**FIND OUT
WHAT THEY'RE
THINKING.**



Contact us
03 8685 8555



Follow us
[@JWSResearch](#)

John Scales
Founder
jcales@jwsresearch.com

Mark Zuker
Managing Director
mzucker@jwsresearch.com

Katrina Cox
Director of Client Services
kcox@jwsresearch.com

