

A large, stylized letter 'W' in a dark blue color. The interior of the 'W' is filled with a satellite map of Australia, showing the coastline and internal road networks. The map is oriented with the top of the 'W' pointing towards the top right of the page.

# **2025 Local Government Community Satisfaction Survey**

## **Mildura Rural City Council**

Coordinated by the Department of  
Government Services 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-sixth 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 26 years

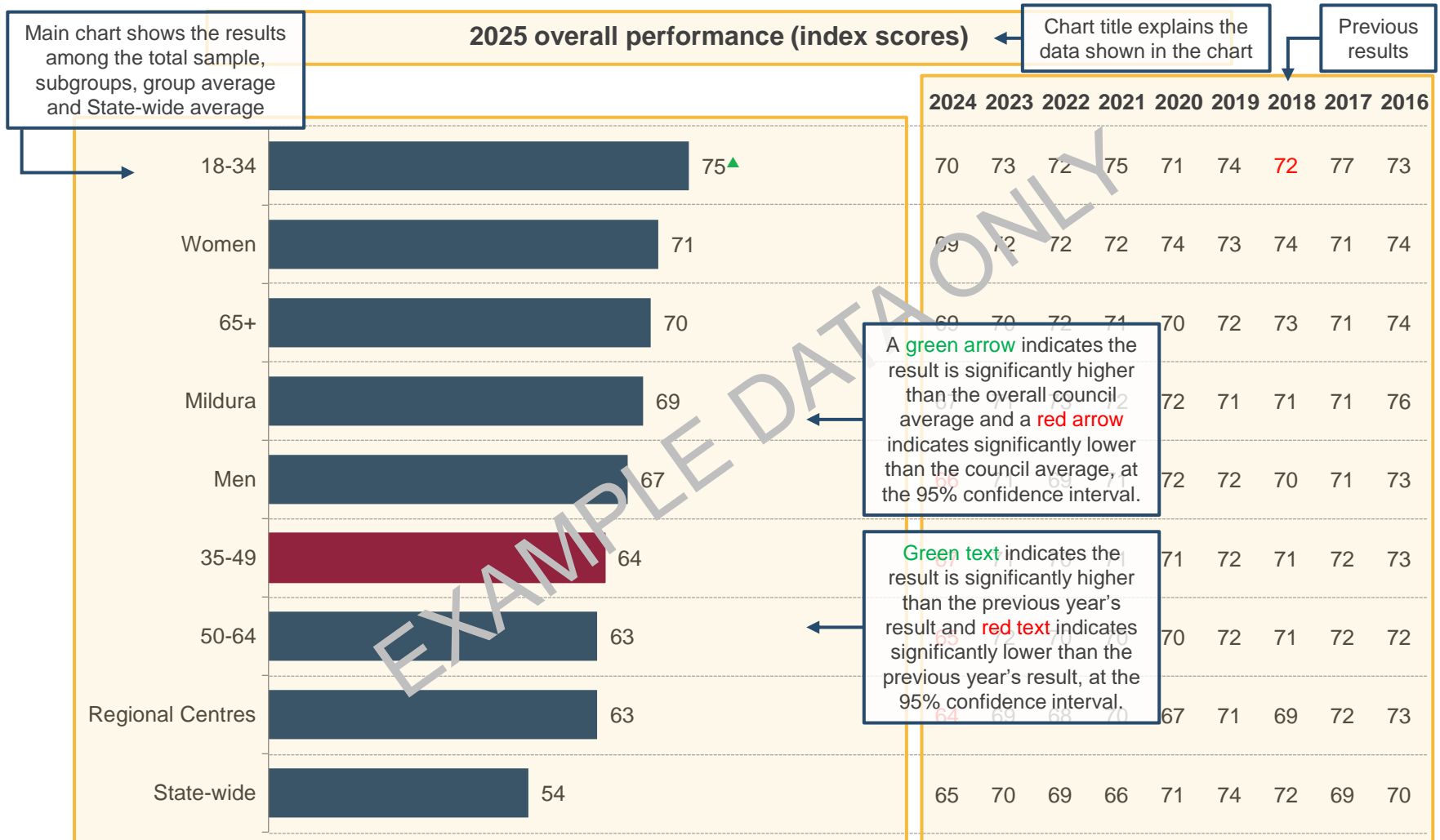
Each year the CSS data is used to develop this State-wide report which contains all of the aggregated results, analysis and data. Moreover, with 26 years of results, the CSS offers councils a long-term measure of how they are performing – essential for councils that work over the long term to provide 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.



# How to read index score charts in this report



Question asked and base size(s)

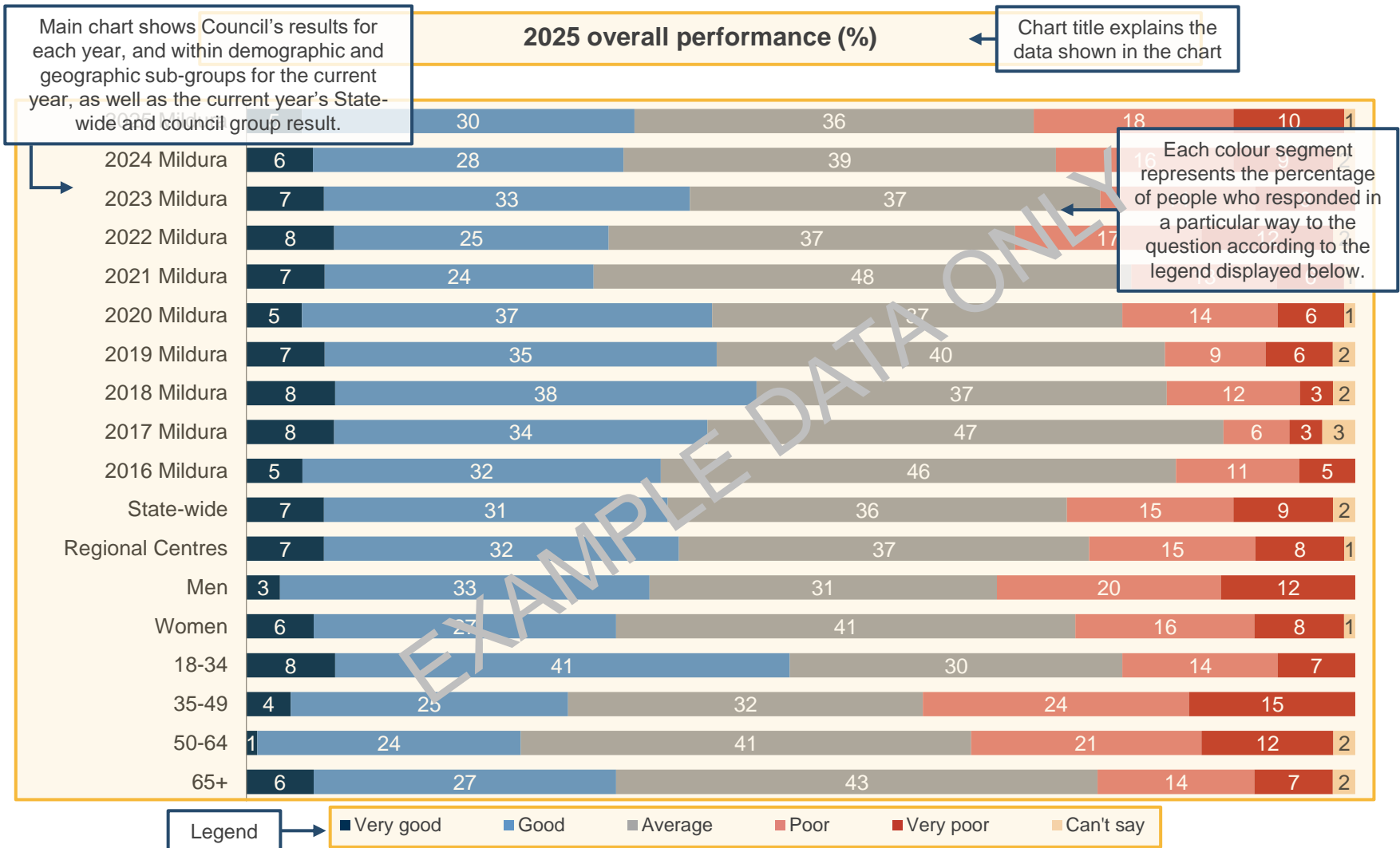
Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Mildura Rural City Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?

Base: All respondents. Councils asked State-wide: 56 Councils asked group: 9

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



## How to read stacked bar charts in this report



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: 56 Councils asked group: 9

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

## **Key findings and recommendations**



# Mildura Rural City Council – at a glance

## Overall council performance

Results shown are index scores out of 100.



Mildura 50



Regional Centres 54



State-wide 53

## Council performance compared to group average

### Top 3 performing areas



Community & cultural

≡ on par



Recreational facilities

▼ lower



Emergency & disaster mngt

▼ lower

### Bottom 3 performing areas



Unsealed roads

≡ on par



Community decisions

▼ lower



Lobbying

▼ lower



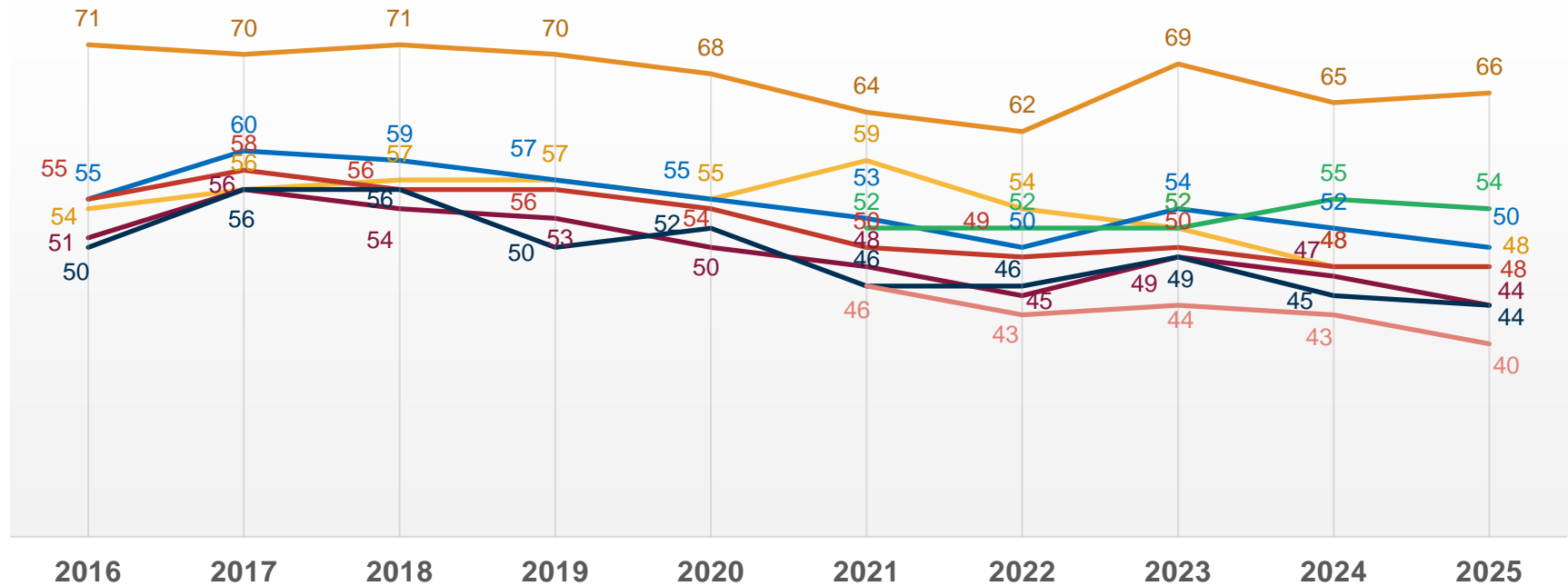
Customer service

≡ on par



# Summary of core measures

## Index scores

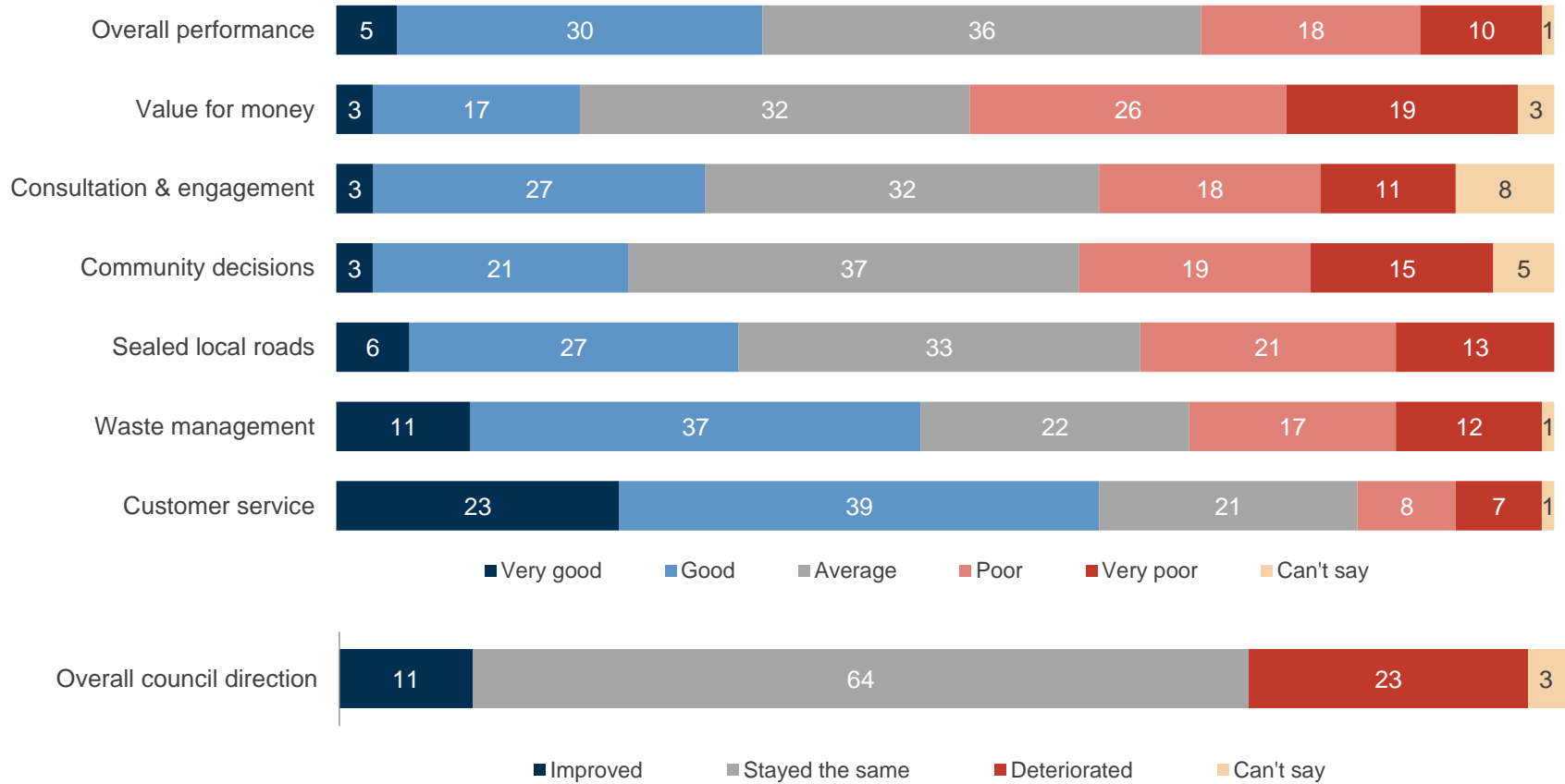
















## Summary of core measures

### Core measures summary results (%)













## Summary of Mildura Rural City Council performance

Services		Mildura 2025	Mildura 2024	Regional Centres 2025	State-wide 2025	Highest score	Lowest score
	Overall performance	50	52	54	53	18-34 years	35-49 years
	Value for money	40	43	47	47	65+ years	35-49 years
	Overall council direction	44	45	48	46	18-34 years	50-64 years
	Customer service	66	65	68	66	18-34 years	50-64 years
	Community & cultural	65	62	64	65	18-34 years	35-64 years
	Recreational facilities	64	65	68	67	65+ years	35-49 years
	Emergency & disaster mngt	61	61	65	65	18-34 years	35-49 years
	Tourism development	60	60	59	60	18-34 years, 50-64 years, Men	35-49 years
	Environmental sustainability	58	57	60	59	18-34 years	50-64 years
	Waste management	54	55	65	65	65+ years	35-64 years



## Summary of Mildura Rural City Council performance

Services		Mildura 2025	Mildura 2024	Regional Centres 2025	State-wide 2025	Highest score	Lowest score
	Informing the community	53	55	53	56	18-34 years	35-49 years
	Business & community dev.	52	53	54	54	18-34 years	35-64 years
	Local streets & footpaths	49	49	53	52	18-34 years	35-49 years
	Consultation & engagement	48	48	49	50	18-34 years	50-64 years
	Sealed local roads	48	48	46	45	18-34 years	35-49 years
	Lobbying	45	47	49	49	65+ years	35-49 years
	Community decisions	44	47	48	49	18-34 years	35-49 years
	Unsealed roads	41	40	39	38	18-34 years	35-64 years



## Focus areas for the next 12 months

### Overview

Perceptions of Mildura Rural City Council's overall performance are not significantly different to last year, but have been trending down year-on-year for the last two years. The 2025 overall performance index score of 50 is Council's lowest in 10 years (equal to that in 2022). Council's performance more broadly has held steady this year, with perceptions on all individual service areas not significantly different to 2024. Community and cultural activities is the service area where Council performs best in 2025.

### Key influence on perceptions of overall performance

Community decisions is one of Council's lowest rated service areas with perceptions being significantly lower than the State-wide and Regional Centres group averages. Notably, community decisions has the strongest influence on perceptions of overall performance. Therefore, this service area warrants continued attention. Transparency with residents in Council decision making is important to ensure residents feel heard on key local issues.

### Comparison to state and area grouping

Council performs significantly lower than the Regional Centres group and State-wide averages on the core measures of overall performance and value for money. When it comes to customer service, and a number of the service areas evaluated, Council performs on par with the two group averages – on more it performs significantly below average. In the areas of sealed local roads and unsealed roads, Council performs significantly higher than the State-wide average, and on par with the Regional Centres group average.

### Opportunity to engage

Residents aged 35 to 49 years warrant extra attention in the year ahead, as they now rate Council lowest on overall performance and almost all individual service areas (environmental sustainability, and consultation and engagement being the exceptions). Residents in this age group have the highest rate of contact with Council, so there is opportunity to use these service interactions to engage with them and work to rebuild positive perceptions.

# **DETAILED FINDINGS**

# Overall performance



## Overall performance

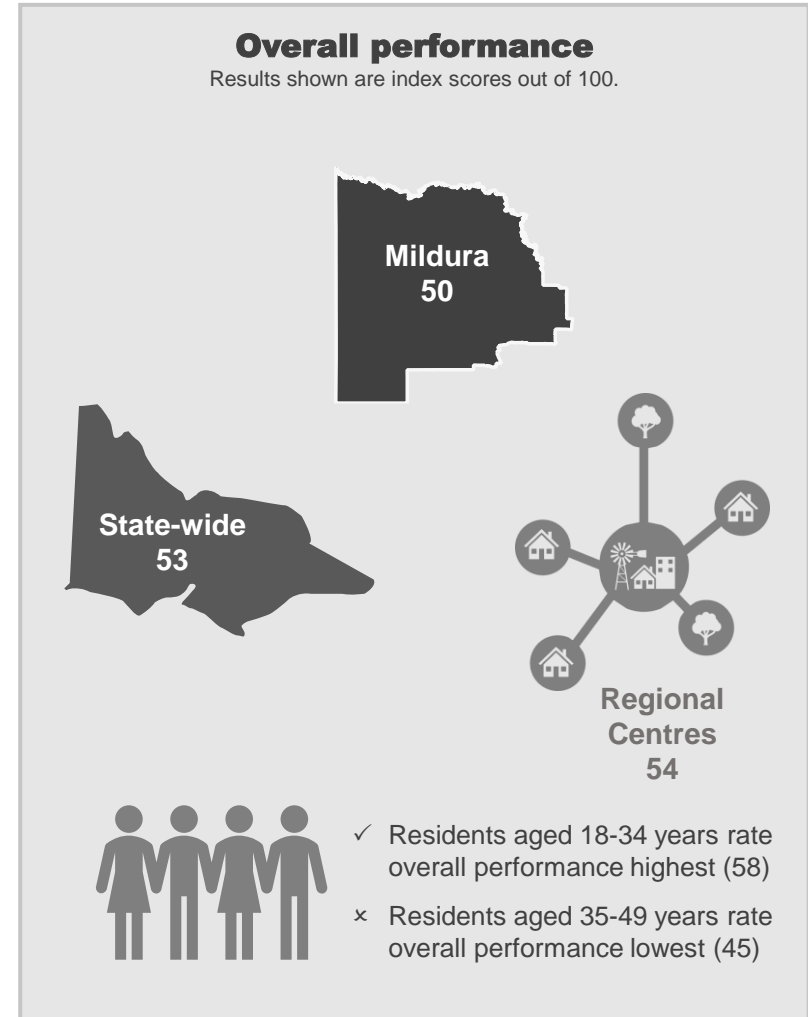
The overall performance index score of 50 for Mildura Rural City Council is in line with the 2024 result. That said, overall performance ratings have reached their equal lowest point, last seen in 2022.

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 54 and 53 respectively).

- Residents aged 18 to 34 years (index score of 58) rate Council's overall performance significantly higher than average. Perceptions have improved by a significant 11 index points this year among this cohort.
- Performance ratings across the remaining demographic cohorts are not significantly different from the Council average.

One in five residents (20%) rate the value for money they receive from Council in infrastructure and services as 'very good' or 'good'. This is more than double the 45% who rate Council as 'very poor' or 'poor'. Value for money is rated as 'average' by 32% of residents.

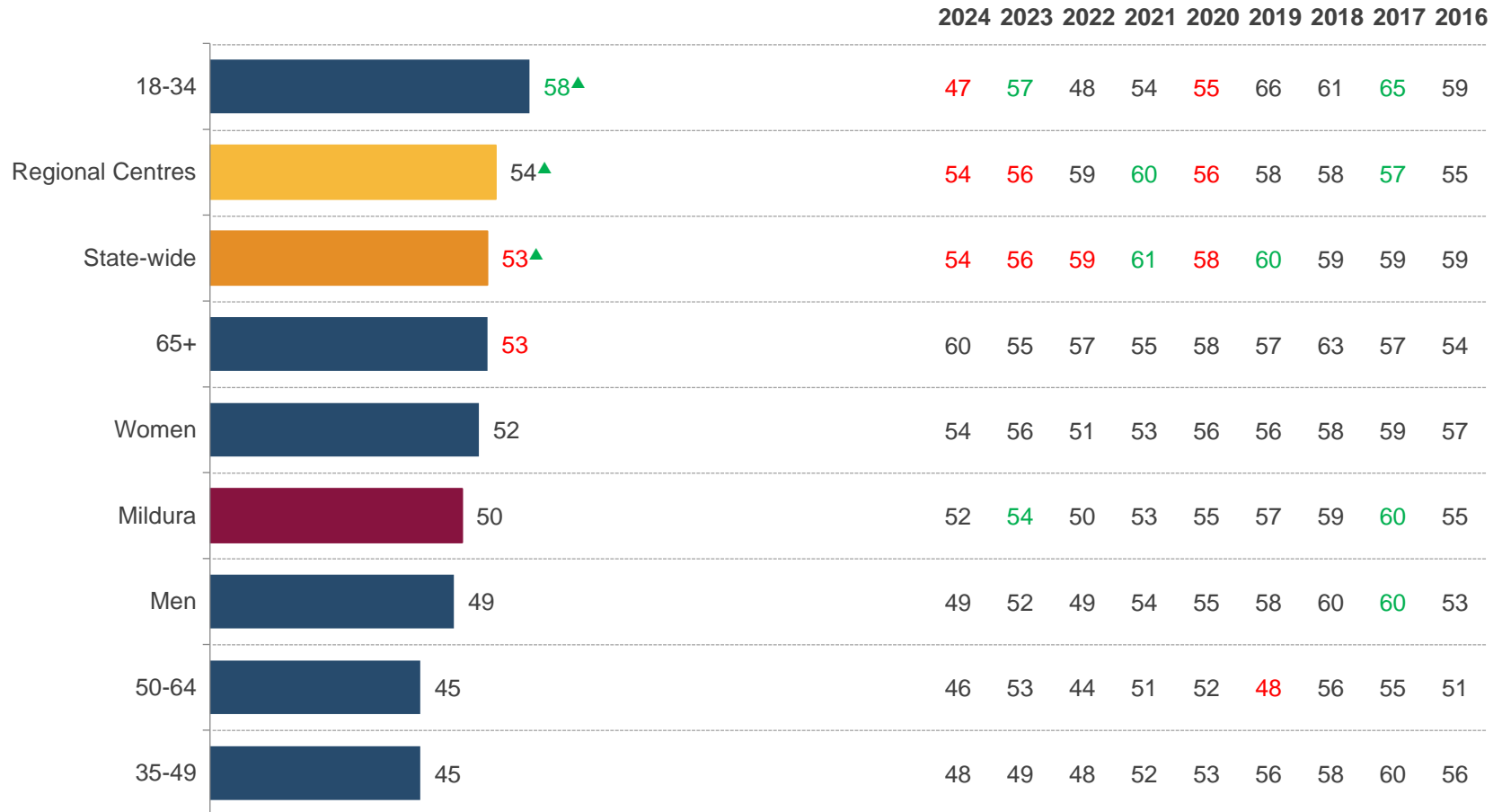
- Residents aged 65 years and above (index score of 48) rate value for money significantly higher than the Council average (40), with 35 to 49 year olds (32) rating this significantly lower than average.





# Overall performance

## 2025 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: 56 Councils asked group: 9

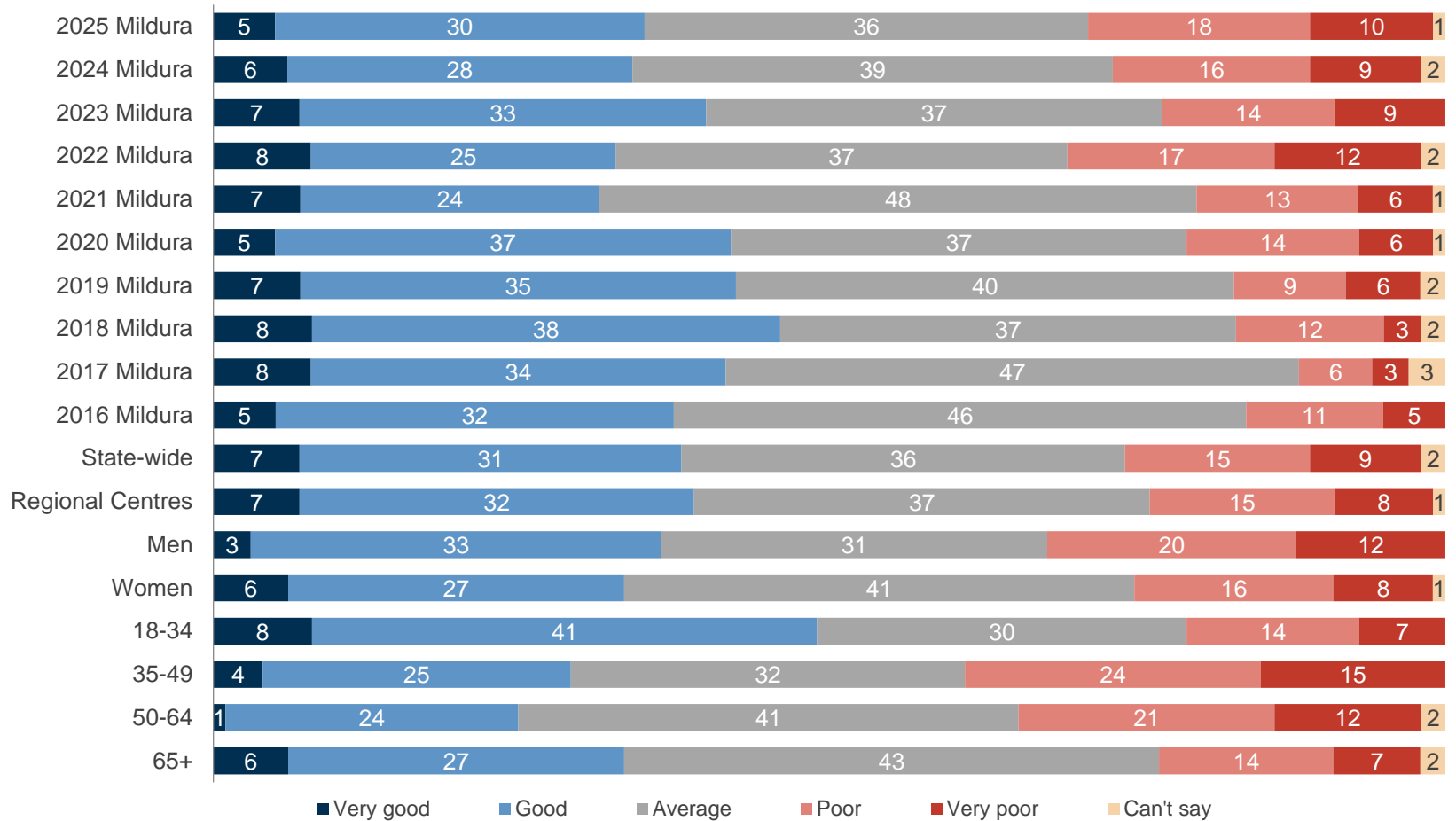
Note: Please see Appendix A for explanation of significant differences.





# Overall performance

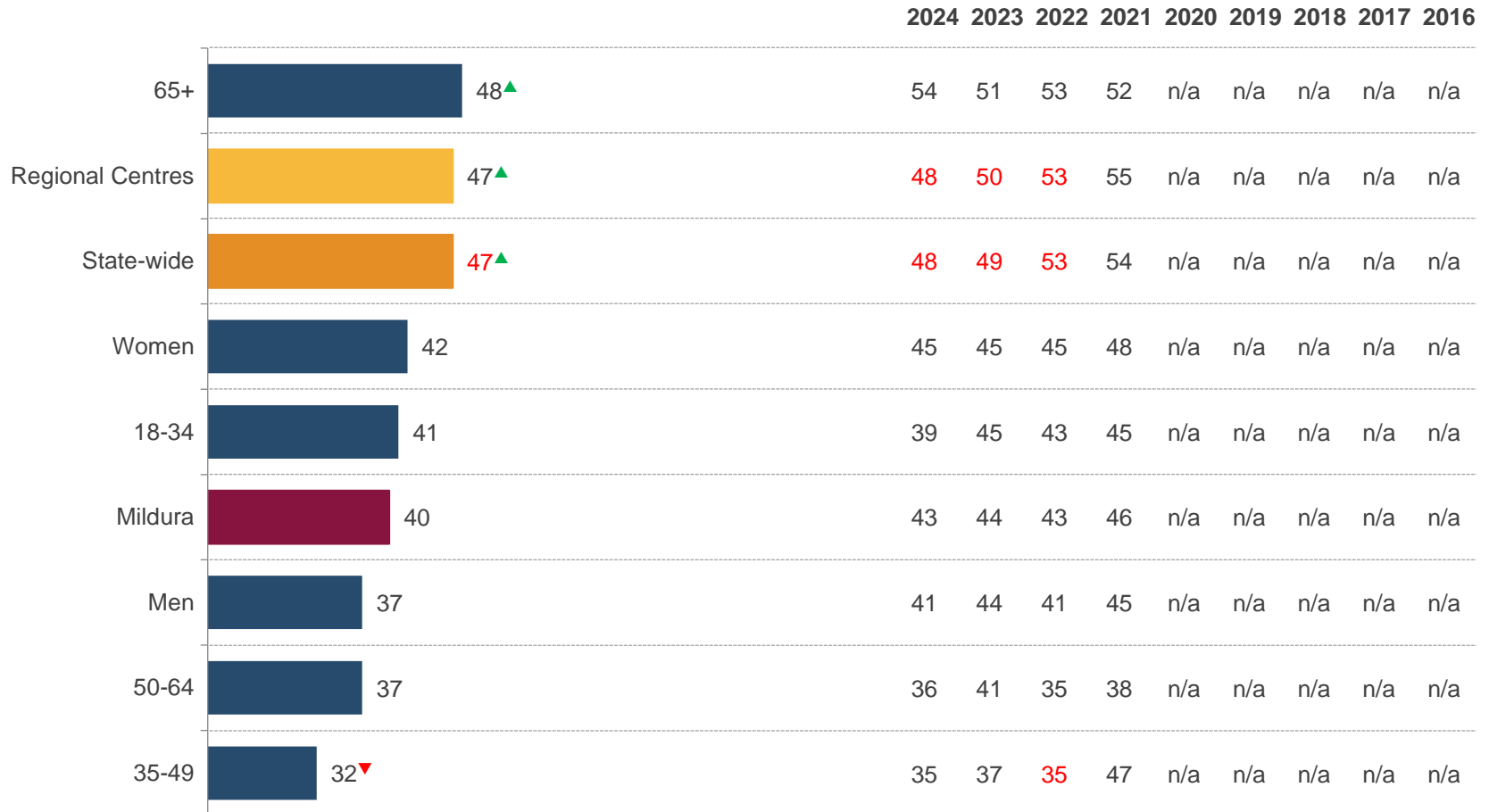
## 2025 overall performance (%)





## Value for money in services and infrastructure

### 2025 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?

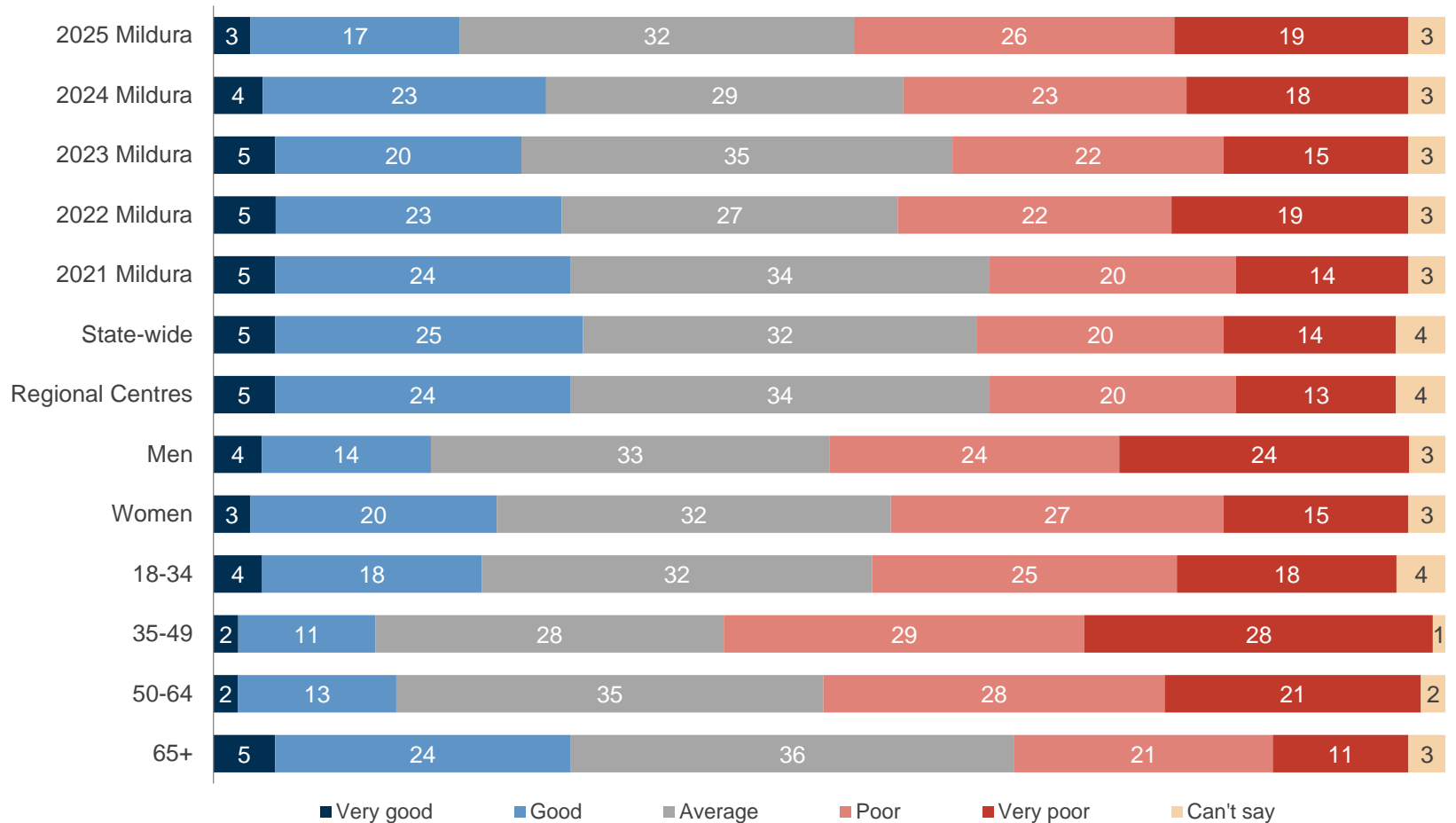
Base: All respondents. Councils asked State-wide: 55 Councils asked group: 9

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



## Value for money in services and infrastructure

### 2025 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: 55 Councils asked group: 9



## Top performing service areas

Council now performs best in the area of community and cultural activities (index score of 65, in line with last year). The 2025 result is Council's highest rating in this service area.

- Over half of residents (55%) rate Council's performance in community and cultural activities as 'very good' or 'good', far outweighing the 12% who rate it as 'poor' or 'very poor'.
- Council performs in line with the State-wide and Regional Centres group averages (index scores of 65 and 64 respectively) in this service area.
- Residents aged 18 to 34 years (index score of 68, up 10 index points) rate performance in community and cultural activities significantly higher than last year. This reverses the significant decline in perceptions among this cohort last year.
- Impressions among men (index score of 64, up six index points) are also significantly higher than last year.

Recreational facilities (index score of 64) and emergency and disaster management (index score of 61) are Council's next best performing service areas.

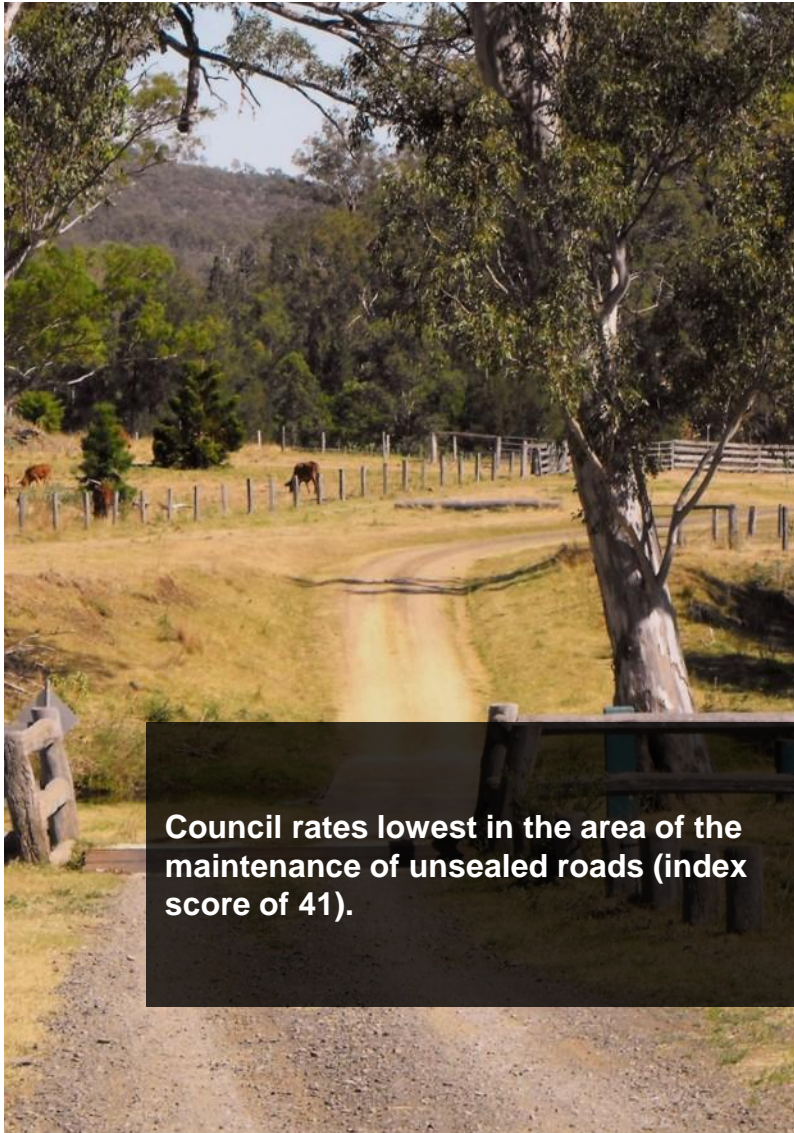
- Notably, perceptions in both service areas remain lowest among residents aged 35 to 49 years (index scores of 57 and 56 respectively). For recreational facilities, this rating is significantly lower than average.



**Community and cultural activities (index score of 65) is the area where Council performed best in 2025.**



## Low performing service areas



Mildura Rural City Council rates lowest in the area of the maintenance of unsealed roads (index score of 41). Council's rating for unsealed roads is in line with last year, ensuring the significant decline observed last year did not continue further.

- Council rates in line with the Regional Centres group (index score of 39) and significantly higher than the State-wide average (index score of 38).

Council's next lowest rated service area is decisions made in the interest of the community, followed by the related area of lobbying (index scores of 44 and 45 respectively).

- Council rates significantly lower than the Regional Centres group and State-wide averages in both of these service areas.
- Ratings for community decisions are highest and significantly higher than average among residents aged 18 to 34 years (index score of 50). This is the only significant difference between the Council average and individual demographic cohorts on these two service areas.
- Both of these service areas are influential on perceptions of Council's overall performance, meaning that shoring up views in these service areas should be a priority.



# Individual service area performance

## 2025 individual service area performance (index scores)

		2024	2023	2022	2021	2020	2019	2018	2017	2016
Community & cultural	65	62	63	58	n/a	n/a	n/a	n/a	n/a	n/a
Recreational facilities	64	65	64	63	n/a	n/a	n/a	n/a	n/a	n/a
Emergency & disaster mngt	61	61	61	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Tourism development	60	60	60	57	n/a	n/a	n/a	n/a	n/a	n/a
Environmental sustainability	58	57	60	56	n/a	n/a	n/a	n/a	n/a	n/a
Waste management	54	55	52	52	52	n/a	n/a	n/a	n/a	n/a
Informing the community	53	55	57	54	n/a	n/a	n/a	n/a	n/a	n/a
Business & community dev.	52	53	55	52	n/a	n/a	n/a	n/a	n/a	n/a
Local streets & footpaths	49	49	53	53	n/a	n/a	n/a	n/a	n/a	n/a
Consultation & engagement	48	48	50	49	50	54	56	56	58	55
Sealed local roads	48	48	52	54	59	55	57	57	56	54
Lobbying	45	47	48	46	52	55	55	53	54	51
Community decisions	44	47	49	45	48	50	53	54	56	51
Unsealed roads	41	40	46	43	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: 56 Councils asked group: 9

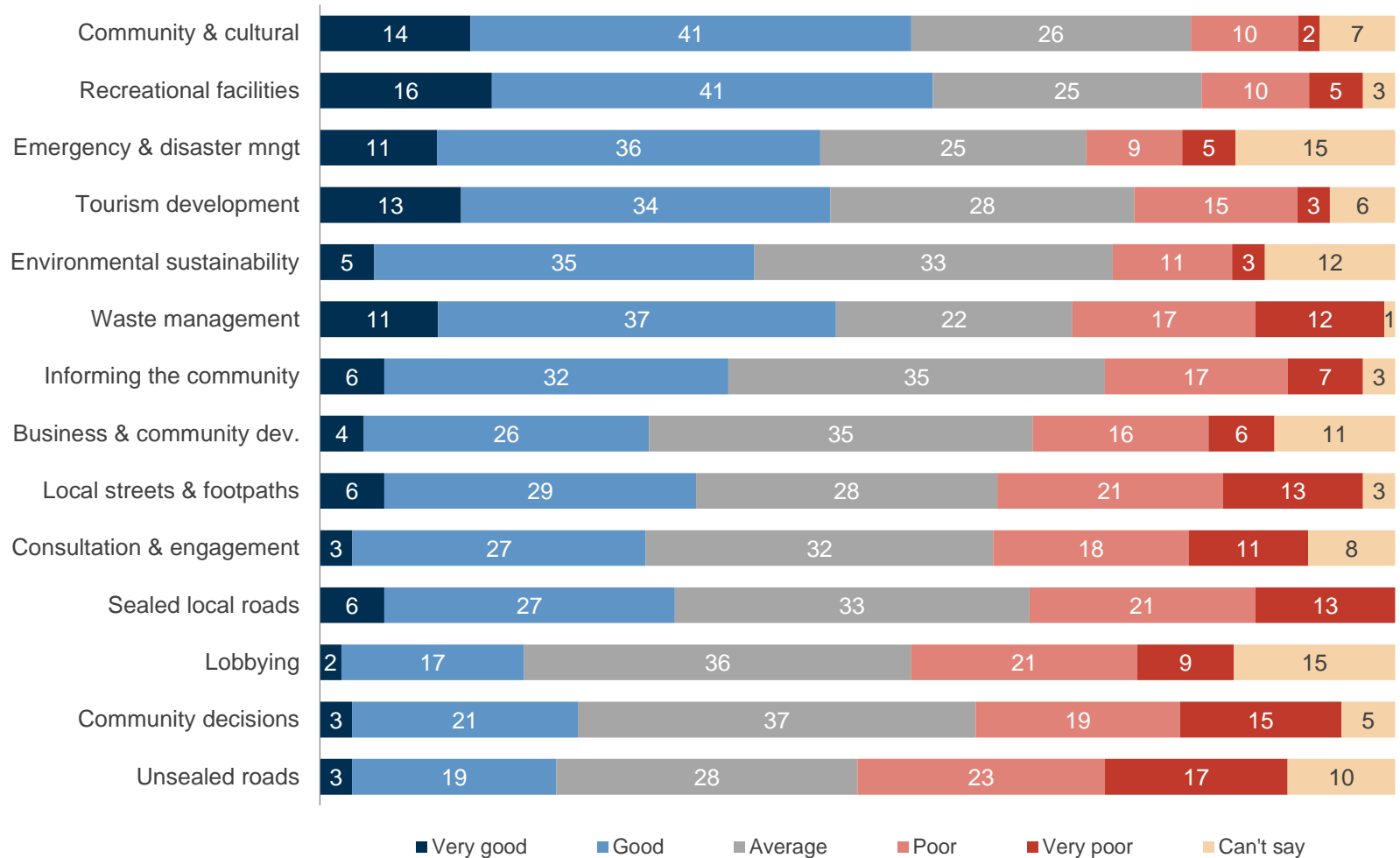
Note: Please see Appendix A for explanation of significant differences.





# Individual service area performance

## 2025 individual service area performance (%)





## Influences on perceptions of overall performance

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. Council is currently rated poorly in this area (index score of 44).**

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

- Waste management
- The condition of local streets and paths
- Emergency management
- Business and community development
- Informing the community
- Community consultation and engagement
- Lobbying on behalf of the community.

Looking at these key service areas only, Council performs well on emergency management (index score of 61) 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 where Council performs relatively less well are the stronger influence of waste management (index score of 54), and more moderate influences of informing the community and business and community development (index scores of 53 and 52 respectively).

**Ensuring waste services continue to meet resident needs, keeping residents well informed about key local issues and Council activities, and generating opportunities for local business and the community can also help to shore up positive overall opinion of Council.**

However, most in need of attention are Council's lobbying efforts, community engagement and maintenance of its local streets and paths, which are rated as 'poor' (index scores of 45, 48 and 49 respectively) and moderate influences on overall community opinion.

**It will be important to engage residents on key local issues, demonstrate efforts to advocate on their behalf and improve the condition of local streets and pathways 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 and the condition of sealed local roads (the independent variables) are influencing respondent perceptions of overall council performance (the dependent variable).

In the charts that follow:

- The horizontal axis represents Council's performance index score for each individual service. Service areas appearing on the right side of the chart have a higher index score 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 those 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 weaker 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 services

## 2025 regression analysis (all services)

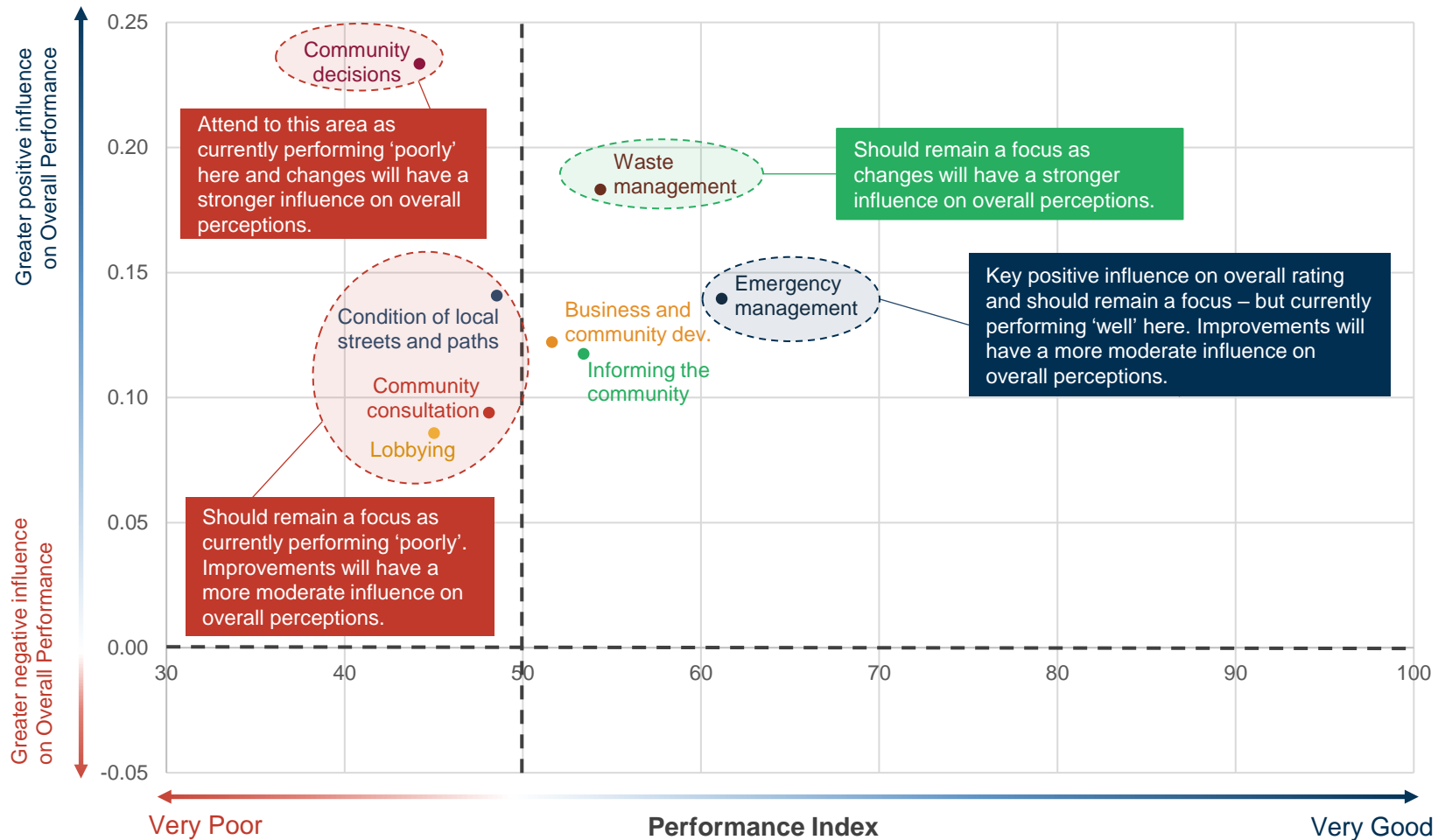


The multiple regression analysis model above (all service areas) has an  $R^2$  value of 0.677 and adjusted  $R^2$  value of 0.670, which means that 67% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at  $p = 0.0001$ ,  $F = 87.71$ .



# Influence on overall performance: key services

## 2025 regression analysis (key services)



The multiple regression analysis model above (reduced set of service areas) has an  $R^2$  value of 0.671 and adjusted  $R^2$  value of 0.667, which means that 67% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at  $p = 0.0001$ ,  $F = 150.66$ .



## Areas for improvement

### 2025 areas for improvement (%) - Top mentions only -





# **Customer service**



## Contact with council and customer service

### Contact with council

Over half of Council residents (56%) had contact with Council in the last 12 months. Rate of contact has been relatively steady over the last few years.

- Residents aged 35 to 49 years (68%) contacted Council the most and at a significantly higher rate than average.



**Among those residents who have had contact with Council, 62% provide a positive customer service rating of 'very good' or 'good', including 23% of residents who rate Council's customer service as 'very good'.**

### Customer service

Council's customer service index of 66 remains consistent with last year.

- Customer service is rated in line with the Regional Centres group and State-wide averages (index scores of 68 and 66 respectively).

More than three in five residents (62%) provide a positive customer service rating of 'very good' or 'good'. This outweighs the 15% who rate Council's customer service as 'very poor' or 'poor'.

Residents aged 18 to 34 years (index score of 74) rate customer service highest and significantly higher than the Council average. Perceptions have improved significantly this year among this cohort (up 17 points).

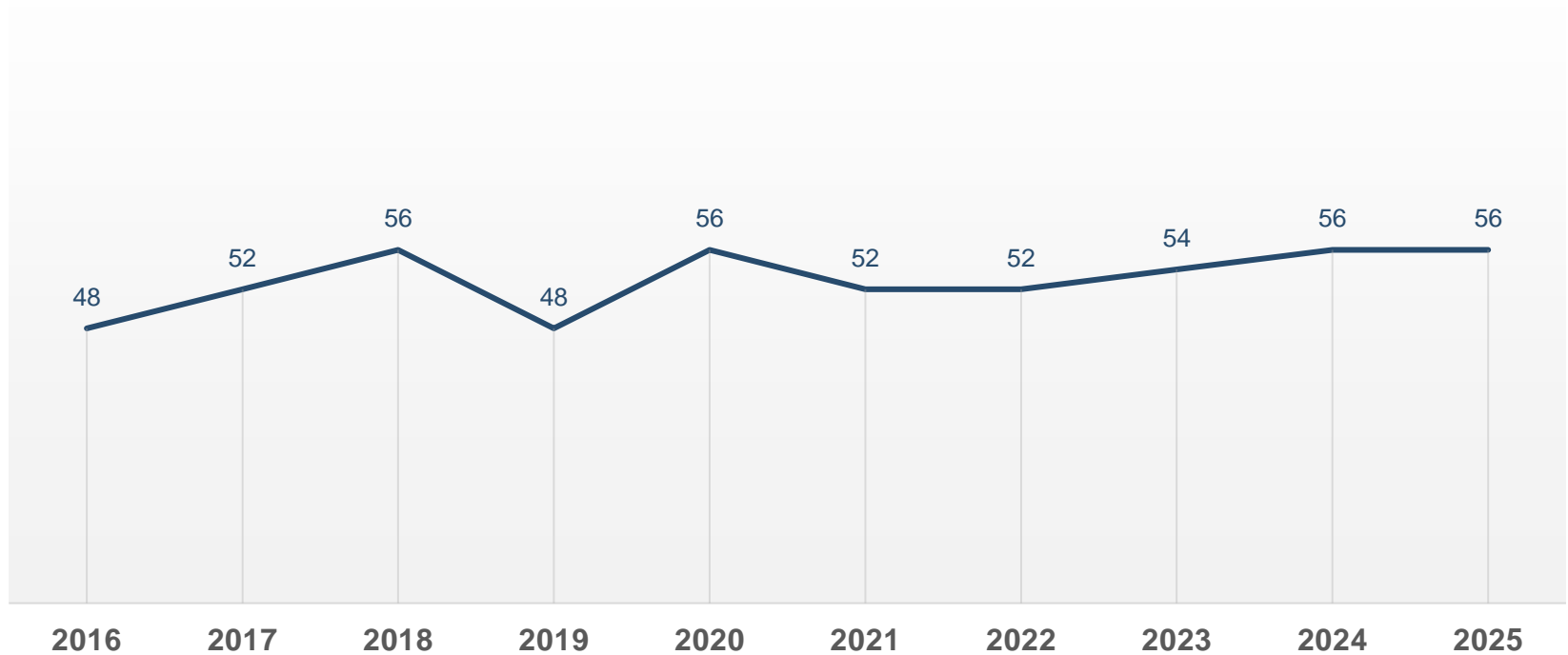
Customer service ratings across remaining demographic cohorts are not significantly different from the average, or from last year.

Despite having had a high rate of contact with Council, residents aged 35 to 49 years (index score of 63) provide one of the lower ratings of customer service. This is the cohort's equal lowest rating in 10 years (matching the 2022 result). With this in mind, this cohort could be prioritised by Mildura Rural City Council for customer service improvement strategies.



## Contact with council

**2025 contact with council (%)**  
Have had contact



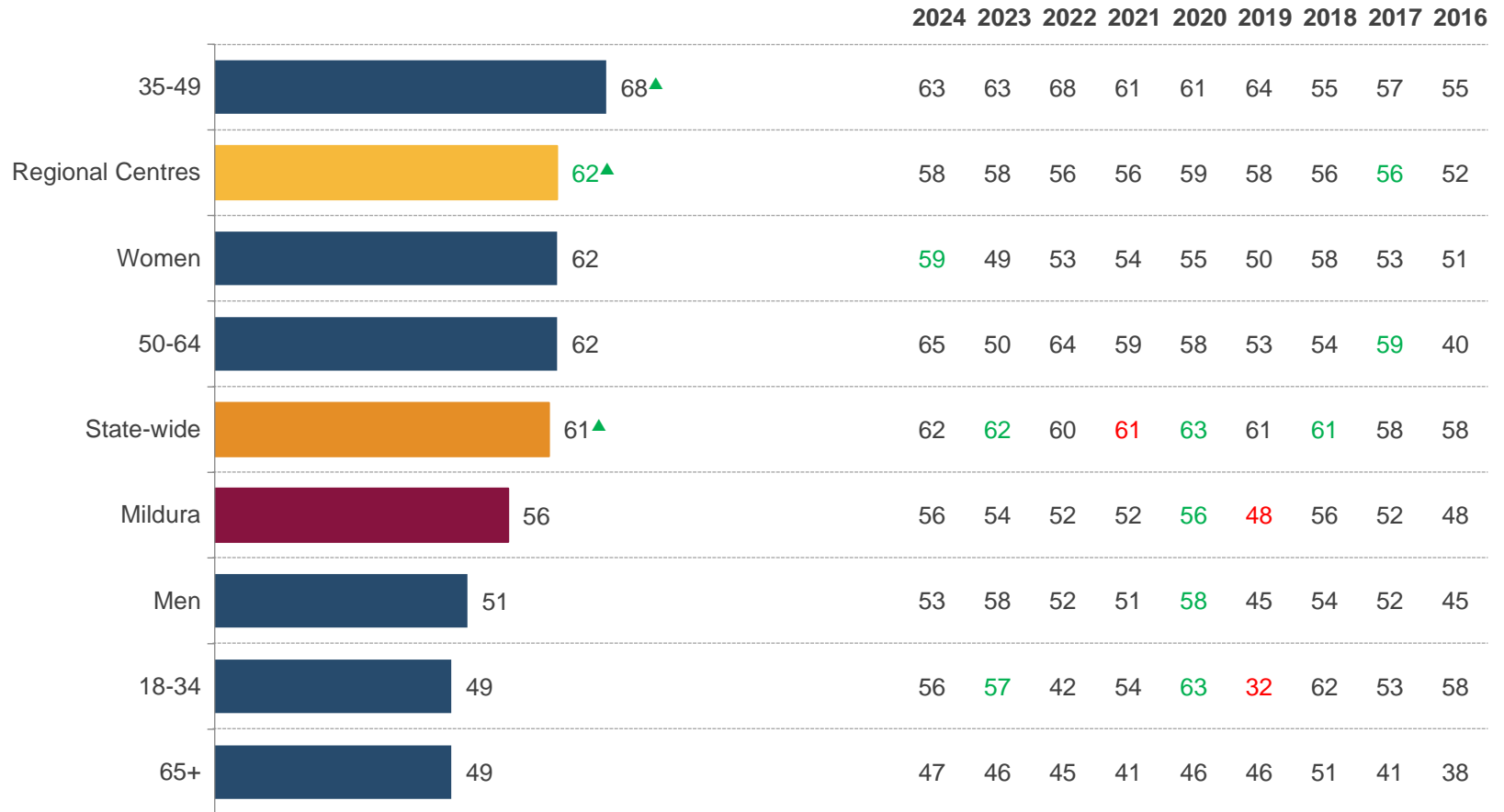
Q5. Over the last 12 months, have you or any member of your household had any contact with Mildura Rural City Council?  
This may have been in person, in writing, by telephone conversation, by text message, by email or via their website or social media such as Facebook or Twitter?

Base: All respondents. Councils asked State-wide: 32 Councils asked group: 4



## Contact with council

### 2025 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: 32 Councils asked group: 4

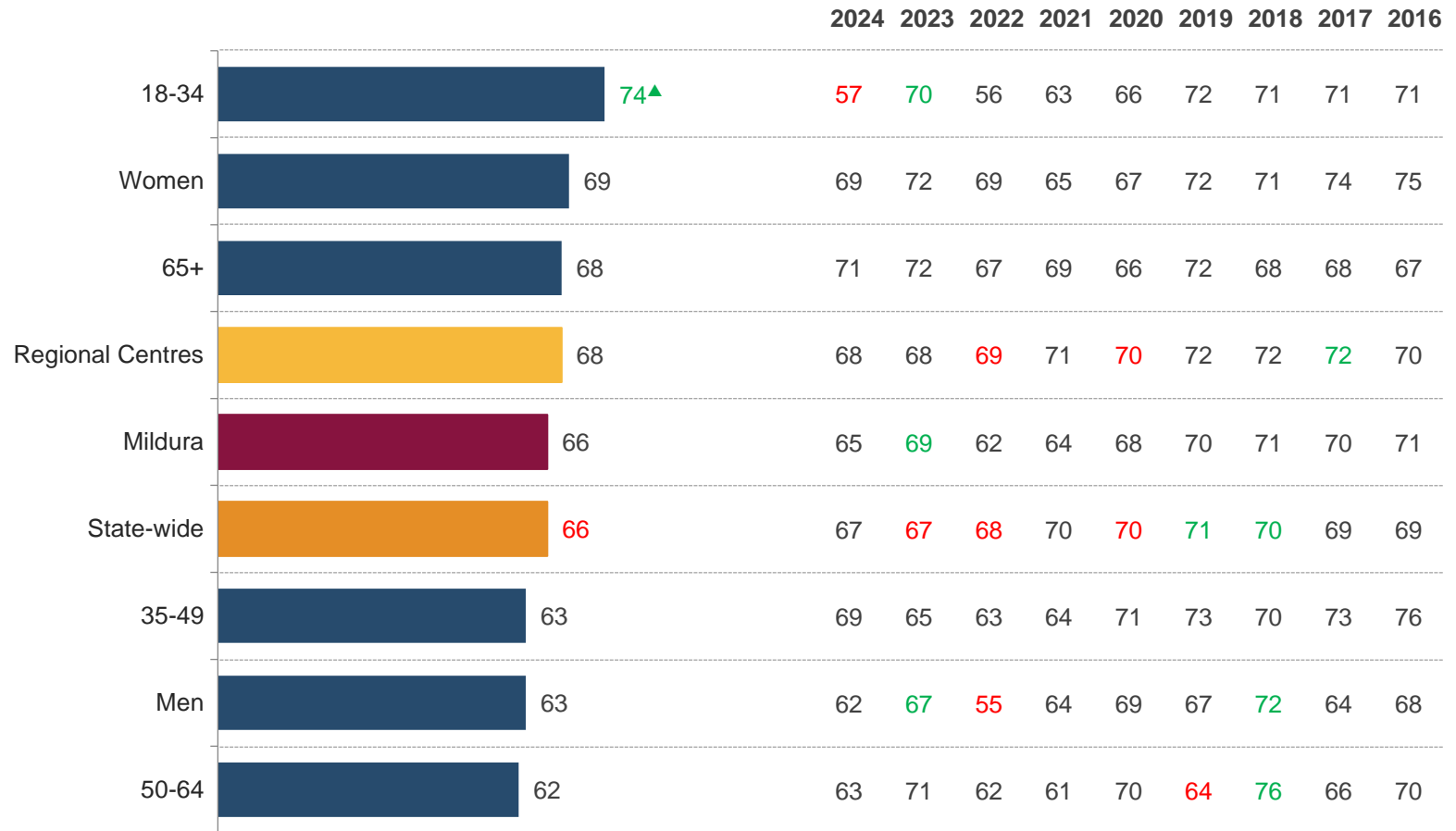
Note: Please see Appendix A for explanation of significant differences.





# Customer service rating

## 2025 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.

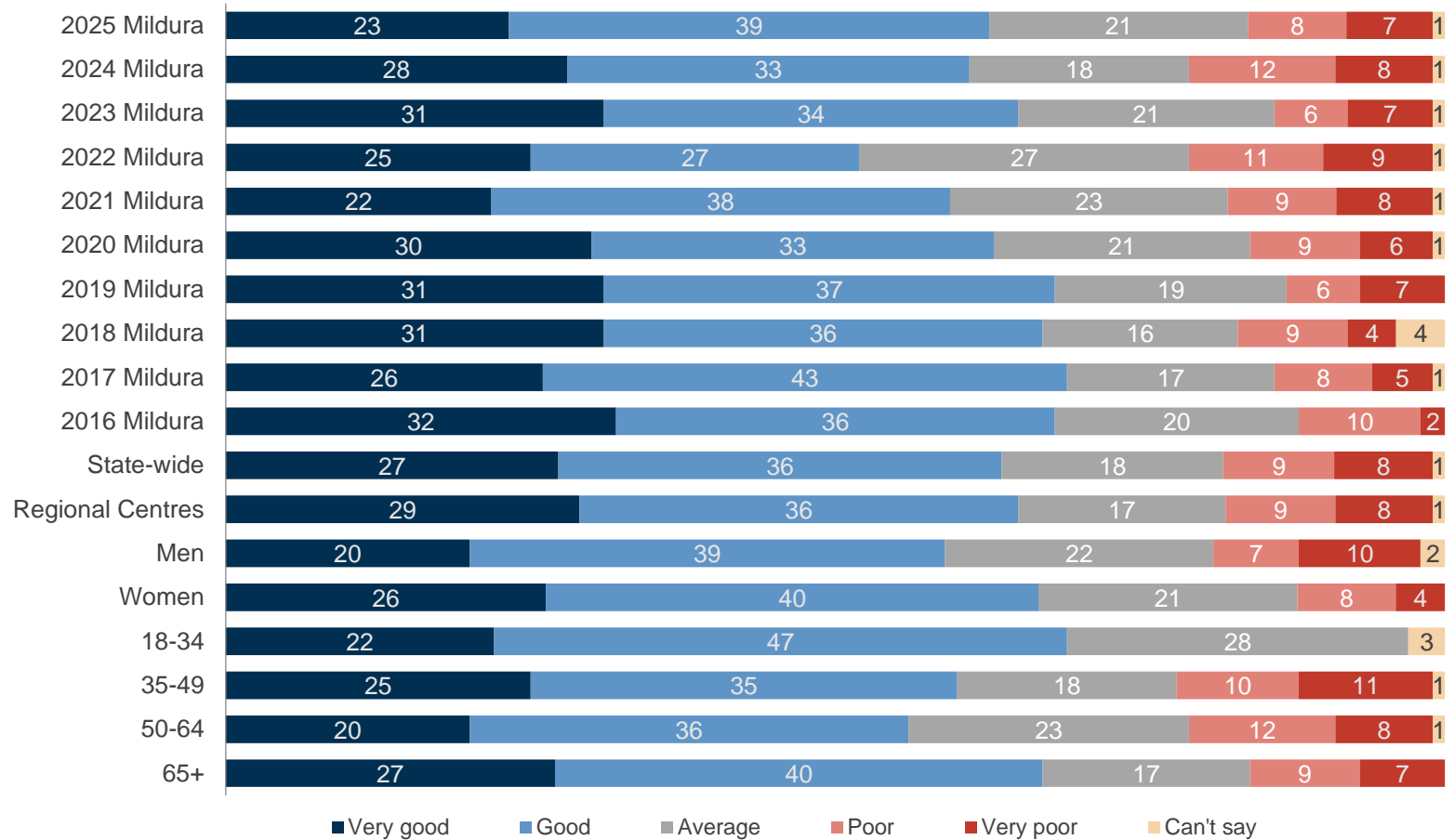
Councils asked State-wide: 56 Councils asked group: 9

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



# Customer service rating

## 2025 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: 56 Councils asked group: 9



# **Council direction**



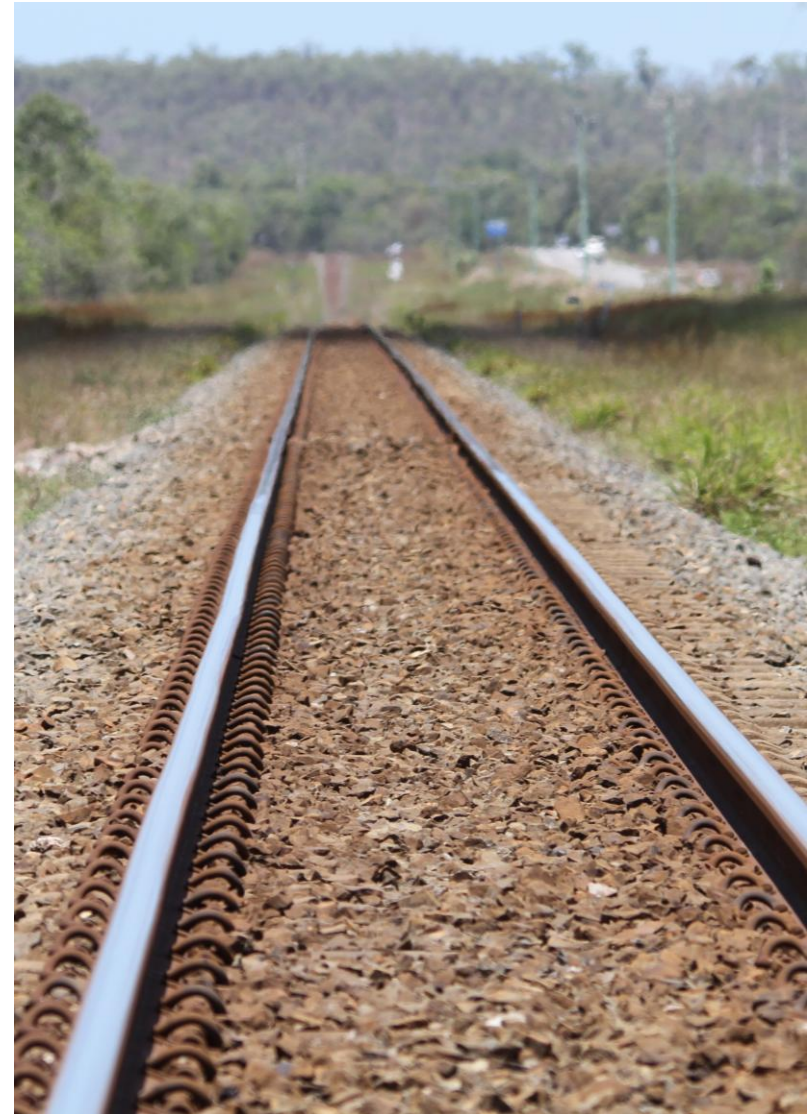
## Council direction

Over the last 12 months, 64% of residents believe the direction of Council's overall performance has stayed the same.

- One in 10 residents (11%, down from 12% in 2024) believe the direction has improved.
- More (23%) believe the direction of Council's overall performance has deteriorated (in line with 2024).

Perceptions of the direction of Council's overall performance (index score of 44) is on par with 2024.

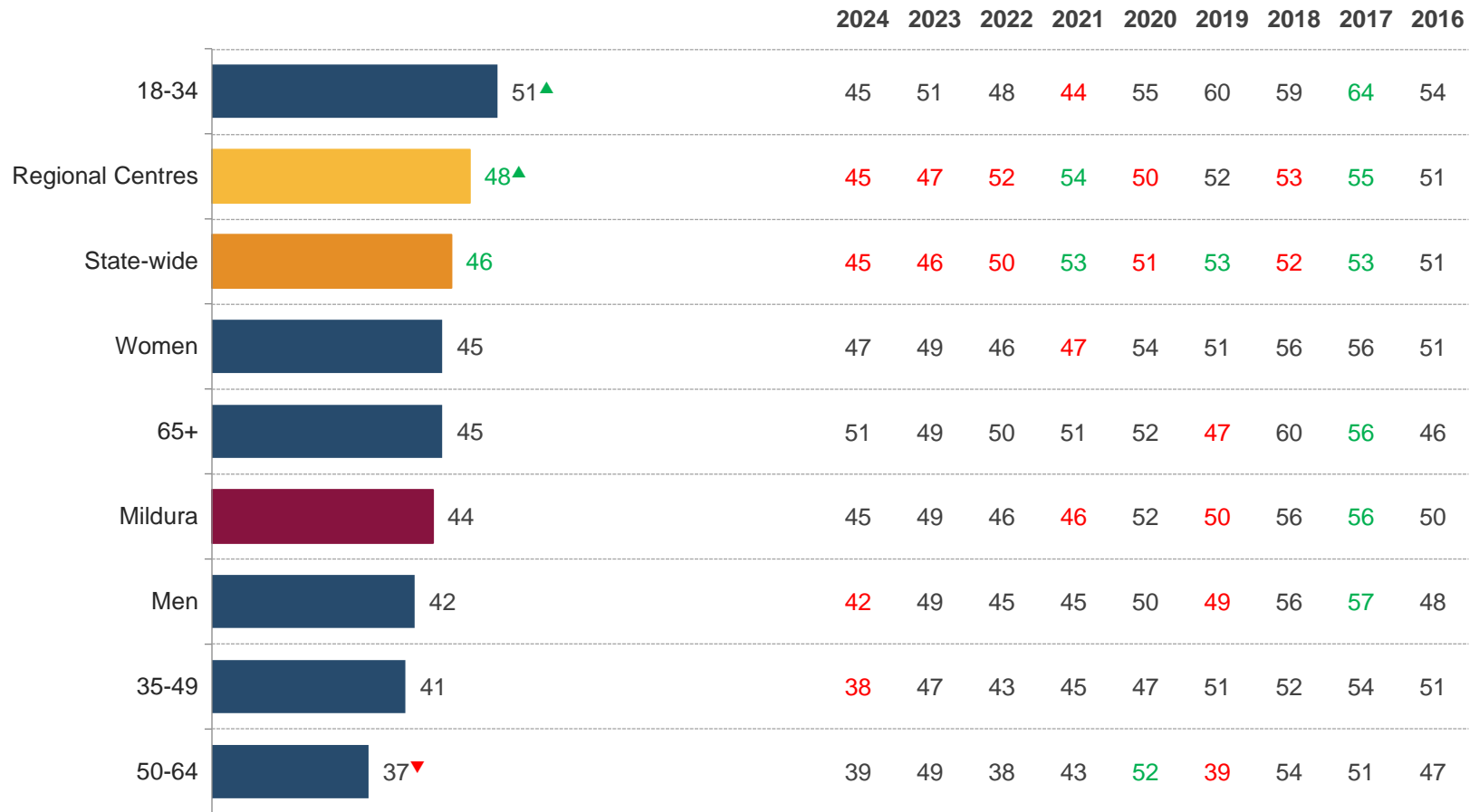
- Perceptions of Council's overall direction are in line with the State-wide average but is significantly lower than the Regional Centres group average (index scores of 46 and 48 respectively).
- Residents aged 18 to 34 years (index score of 51) are the most satisfied with council direction, and rate Council significantly higher than the average.
- By contrast, residents aged 50 to 64 years (index score of 37) are the least satisfied with council direction, and rate Council significantly lower than average.





## Overall council direction last 12 months

### 2025 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?

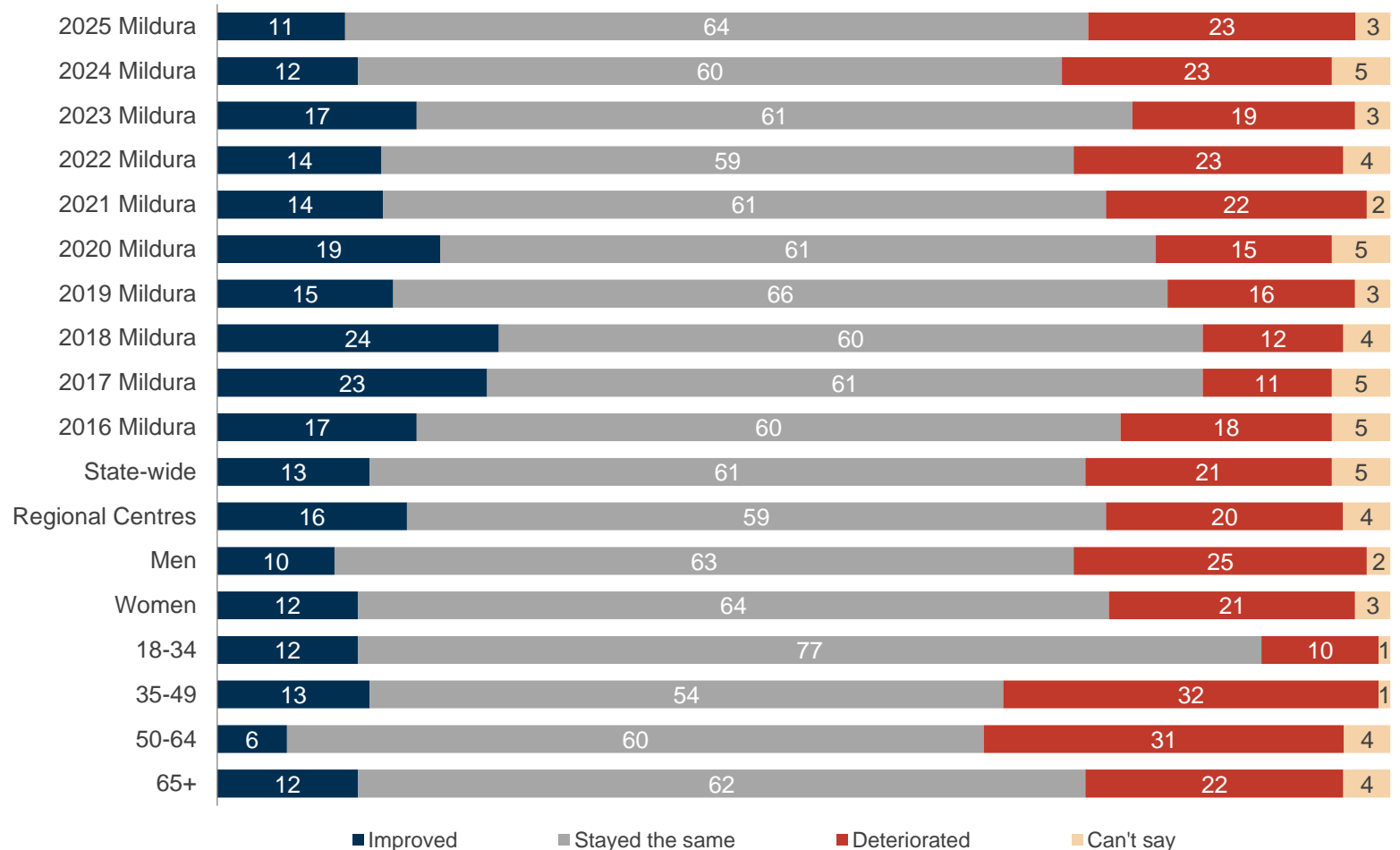
Base: All respondents. Councils asked State-wide: 56 Councils asked group: 9

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



## Overall council direction last 12 months

### 2025 overall council direction (%)



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

# **Individual service areas**





# Community consultation and engagement performance



## 2025 consultation and engagement performance (index scores)

		2024	2023	2022	2021	2020	2019	2018	2017	2016
18-34	55▲	47	55	49	55	57	64	56	62	59
State-wide	50	51	52	54	56	55	56	55	55	54
65+	50	53	51	54	48	57	54	58	57	50
Regional Centres	49	49	50	54	54	51	54	55	54	52
Men	48	45	48	49	49	53	56	57	56	52
Mildura	48	48	50	49	50	54	56	56	58	55
Women	48	51	52	49	51	54	57	56	59	57
35-49	44	46	44	46	50	49	58	58	58	58
50-64	43	44	50	43	45	48	47	54	54	51

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

Base: All respondents. Councils asked State-wide: 56 Councils asked group: 9

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

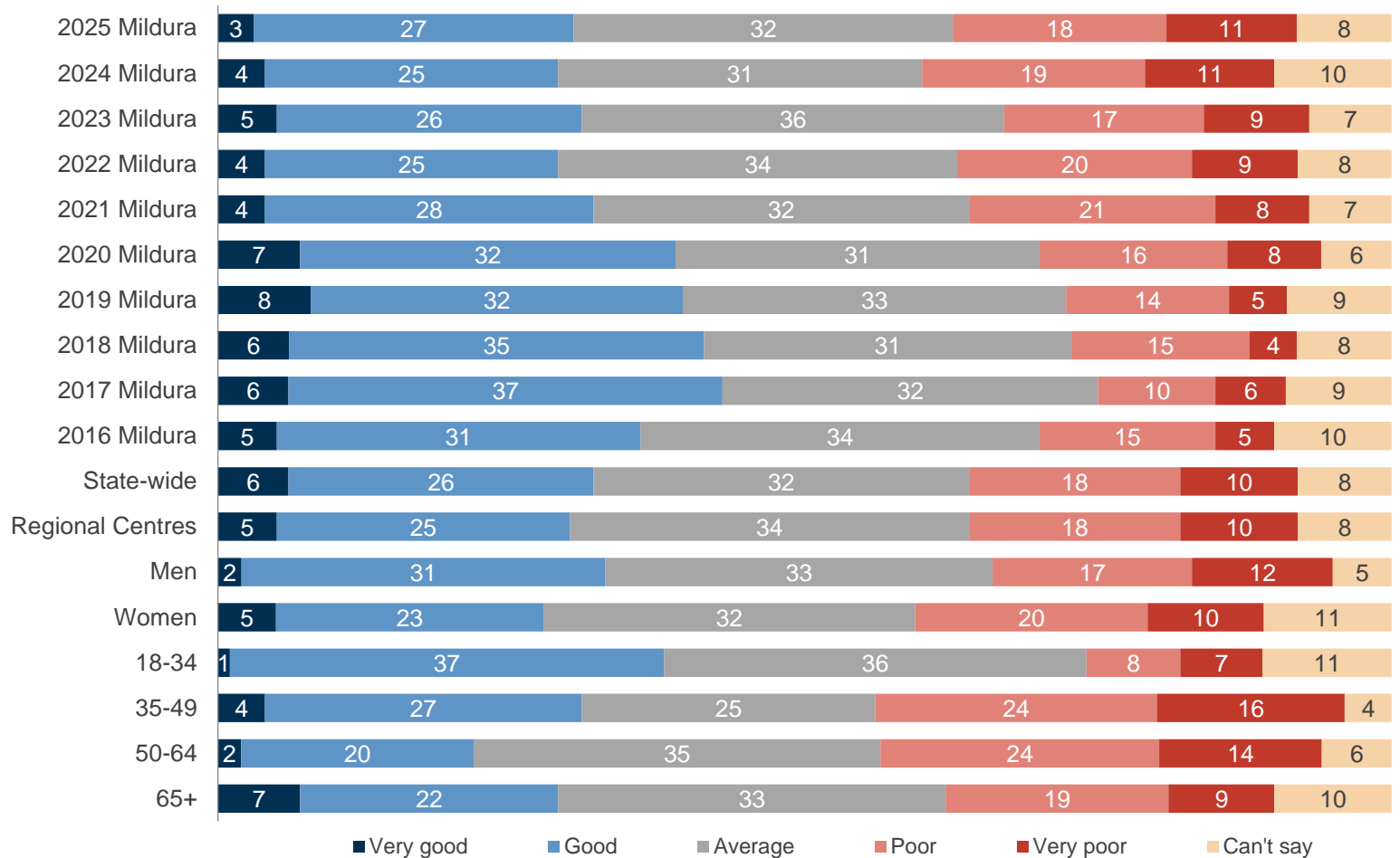




# Community consultation and engagement performance



2025 consultation and engagement performance (%)





# Lobbying on behalf of the community performance



## 2025 lobbying performance (index scores)

		2024	2023	2022	2021	2020	2019	2018	2017	2016
65+	50	54	52	53	52	57	57	55	51	50
State-wide	49▲	50	51	53	55	53	54	54	54	53
Regional Centres	49▲	50	52	55	56	52	54	54	54	52
18-34	48	46	51	45	55	59	60	53	62	50
Women	46	50	48	47	53	56	55	51	54	53
Mildura	45	47	48	46	52	55	55	53	54	51
Men	44	44	49	46	51	55	55	54	55	49
50-64	41	44	43	42	47	51	46	50	50	51
35-49	40	42	45	43	52	52	55	52	53	52

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

Base: All respondents. Councils asked State-wide: 41 Councils asked group: 7

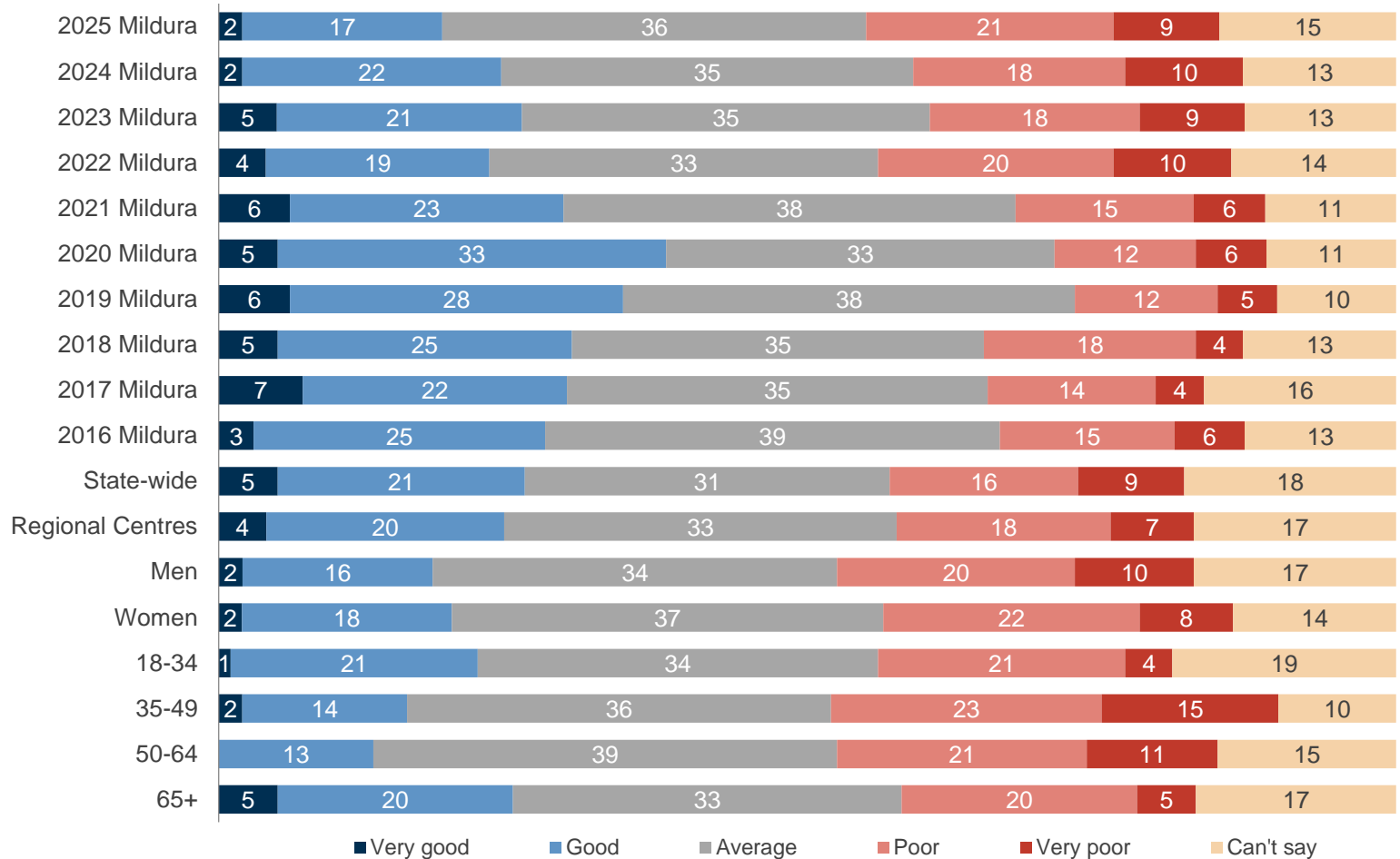
Note: Please see Appendix A for explanation of significant differences.



# Lobbying on behalf of the community performance



## 2025 lobbying performance (%)



# Decisions made in the interest of the community performance



## 2025 community decisions made performance (index scores)

		2024	2023	2022	2021	2020	2019	2018	2017	2016
18-34	50▲	44	49	41	49	52	58	54	59	51
State-wide	49▲	50	51	54	56	53	55	54	54	54
65+	48	54	52	53	48	52	56	61	55	49
Regional Centres	48▲	48	50	54	54	50	52	52	52	51
Women	45	48	50	47	47	51	53	54	54	53
Mildura	44	47	49	45	48	50	53	54	56	51
Men	43	45	47	43	48	48	53	55	57	49
50-64	39	42	46	40	42	49	47	52	53	50
35-49	38	43	44	43	51	45	51	53	56	54

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

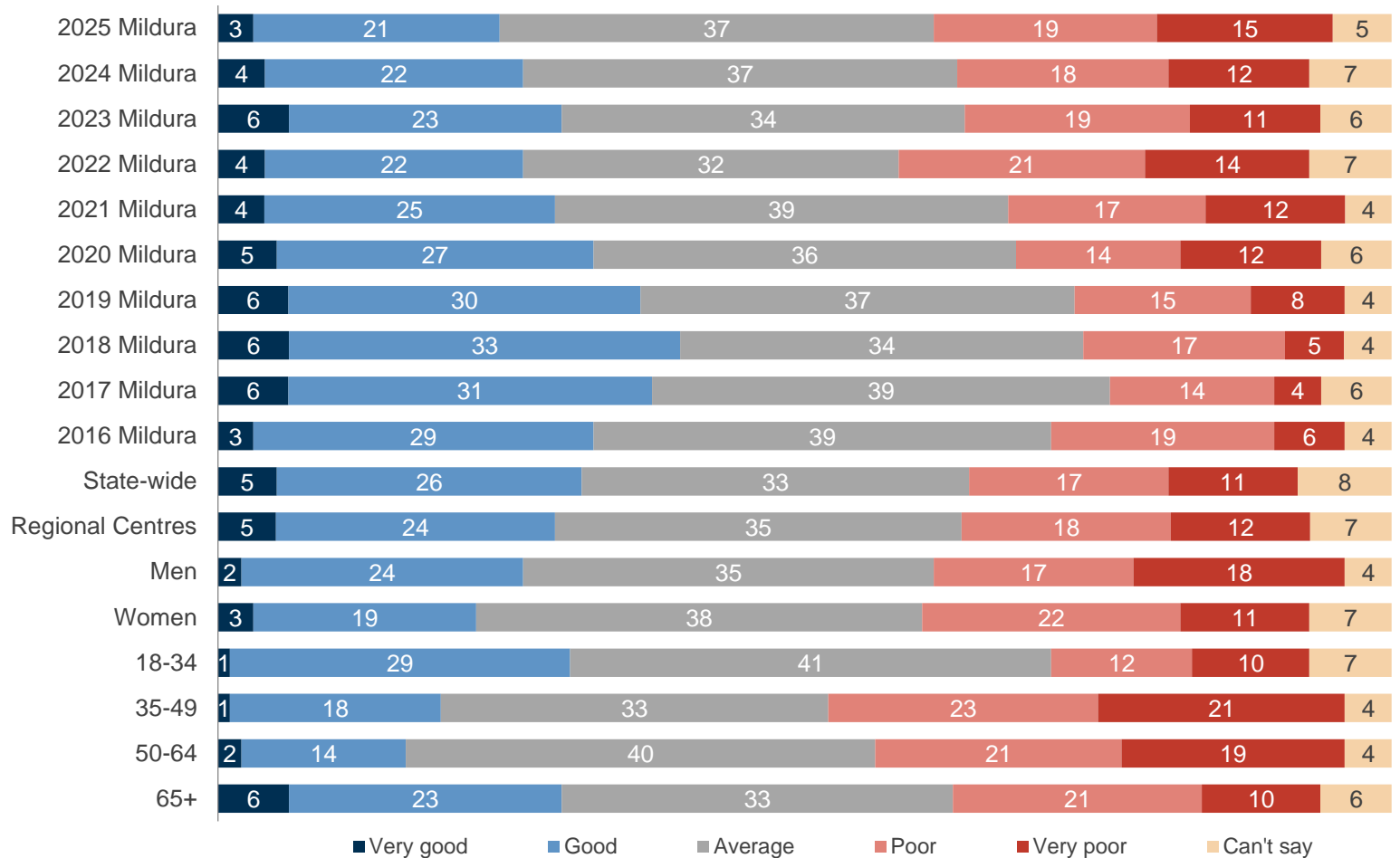
Base: All respondents. Councils asked State-wide: 56 Councils asked group: 9

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

# Decisions made in the interest of the community performance



2025 community decisions made performance (%)



# The condition of sealed local roads in your area performance



## 2025 sealed local roads performance (index scores)

		2024	2023	2022	2021	2020	2019	2018	2017	2016
18-34	54▲	46	54	53	62	55	58	60	60	55
Women	49	47	52	54	58	56	56	56	56	55
65+	48	52	54	58	62	59	61	59	59	57
Mildura	48	48	52	54	59	55	57	57	56	54
Men	47	50	53	53	61	54	59	58	56	54
Regional Centres	46	46	49	54	60	55	57	54	53	54
State-wide	45▼	45	48	53	57	54	56	53	53	54
50-64	45	43	51	47	53	52	52	54	51	51
35-49	43	48	48	54	58	52	60	55	55	53

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

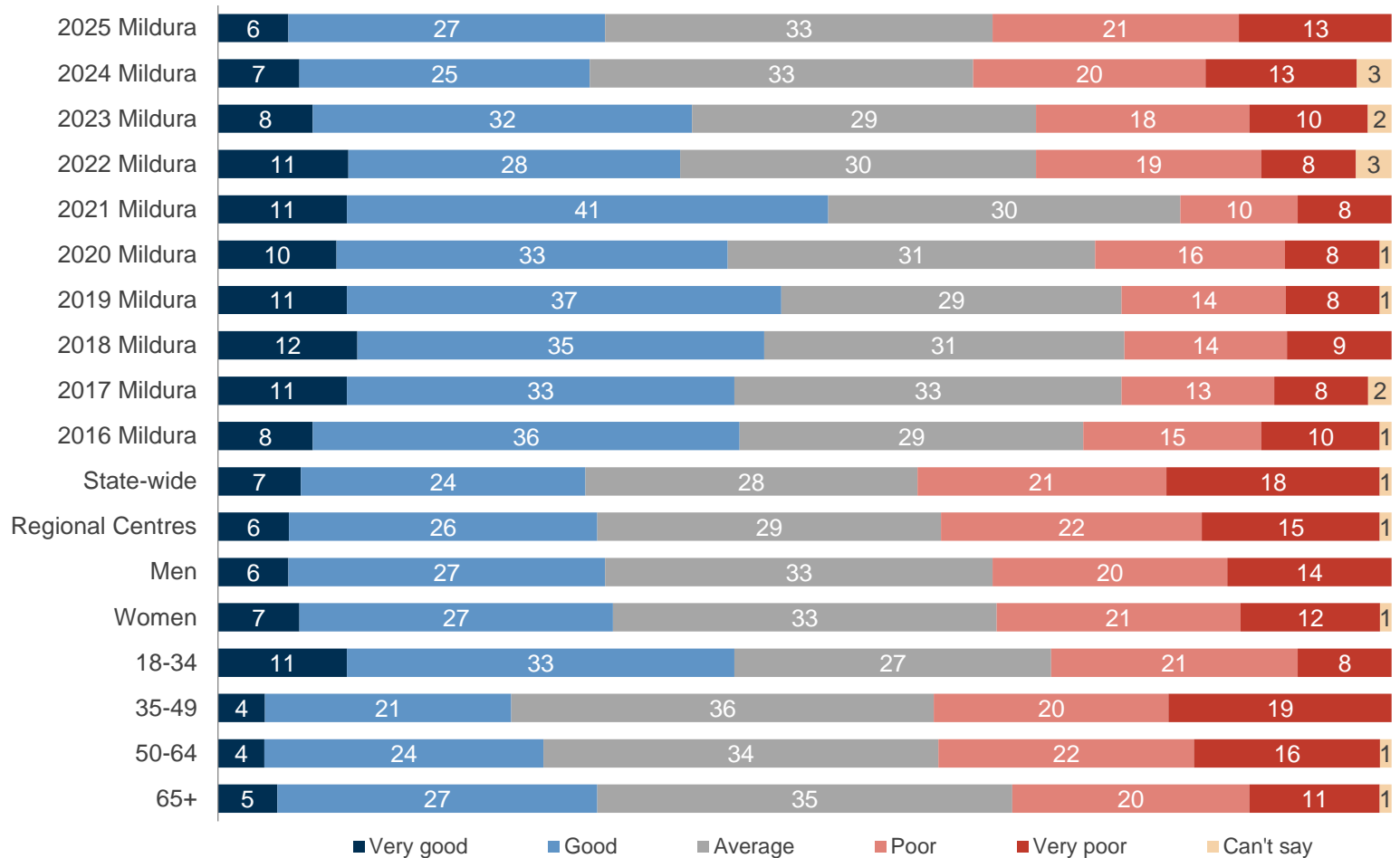
Base: All respondents. Councils asked State-wide: 56 Councils asked group: 9

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

# The condition of sealed local roads in your area performance



## 2025 sealed local roads performance (%)

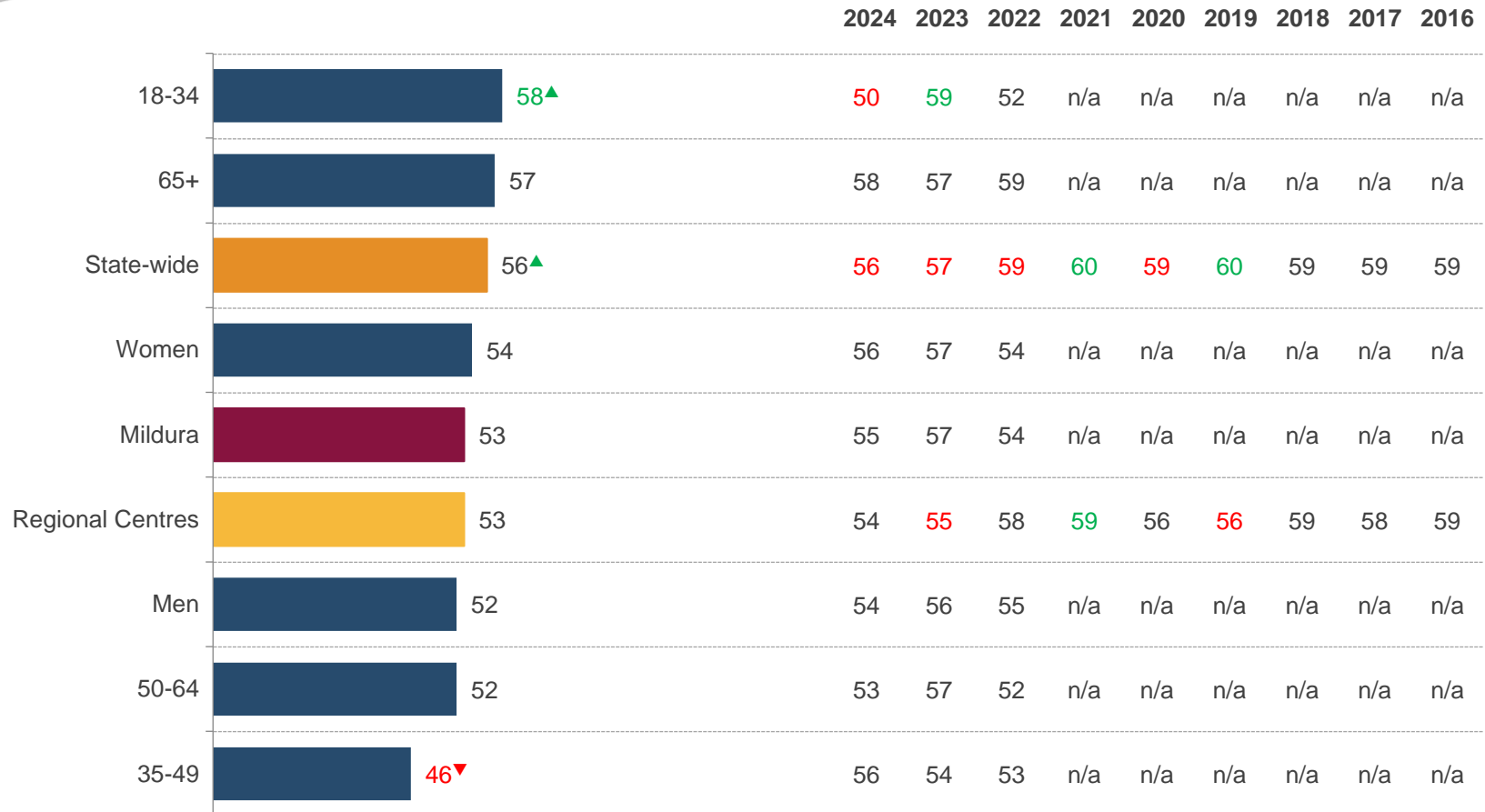




# Informing the community performance



## 2025 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: 29 Councils asked group: 6

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

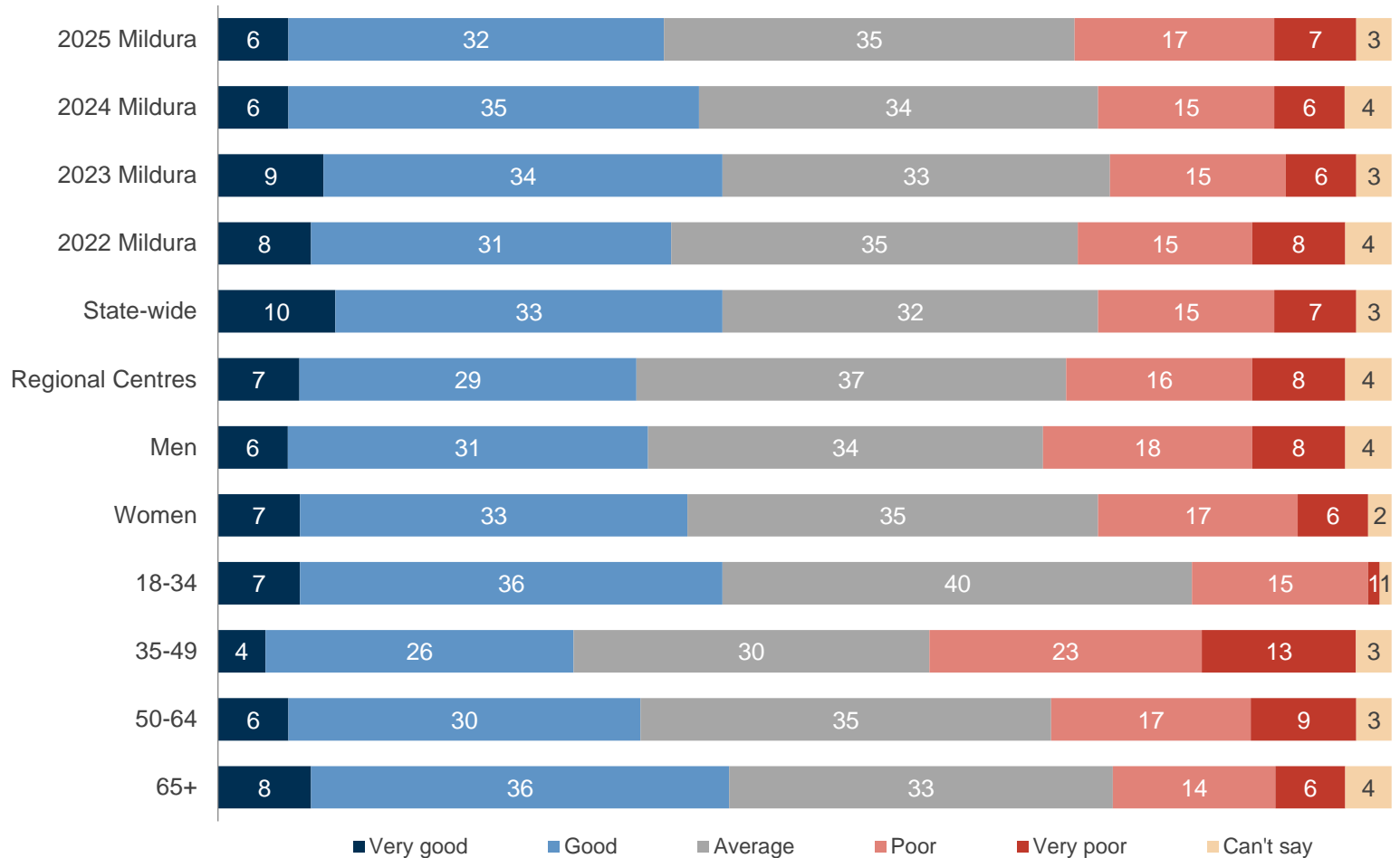




# Informing the community performance



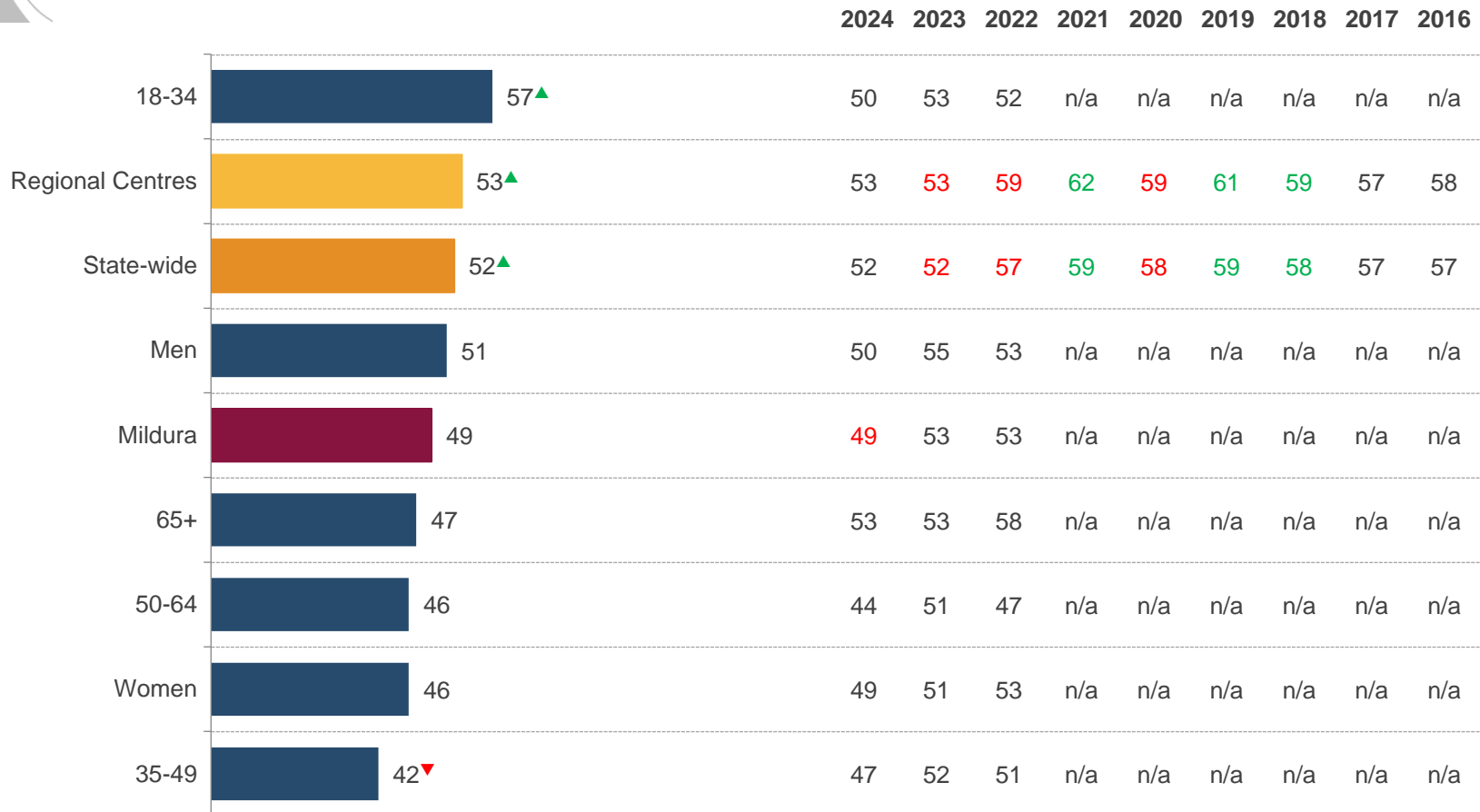
## 2025 informing community performance (%)



# The condition of local streets and footpaths in your area performance



## 2025 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?

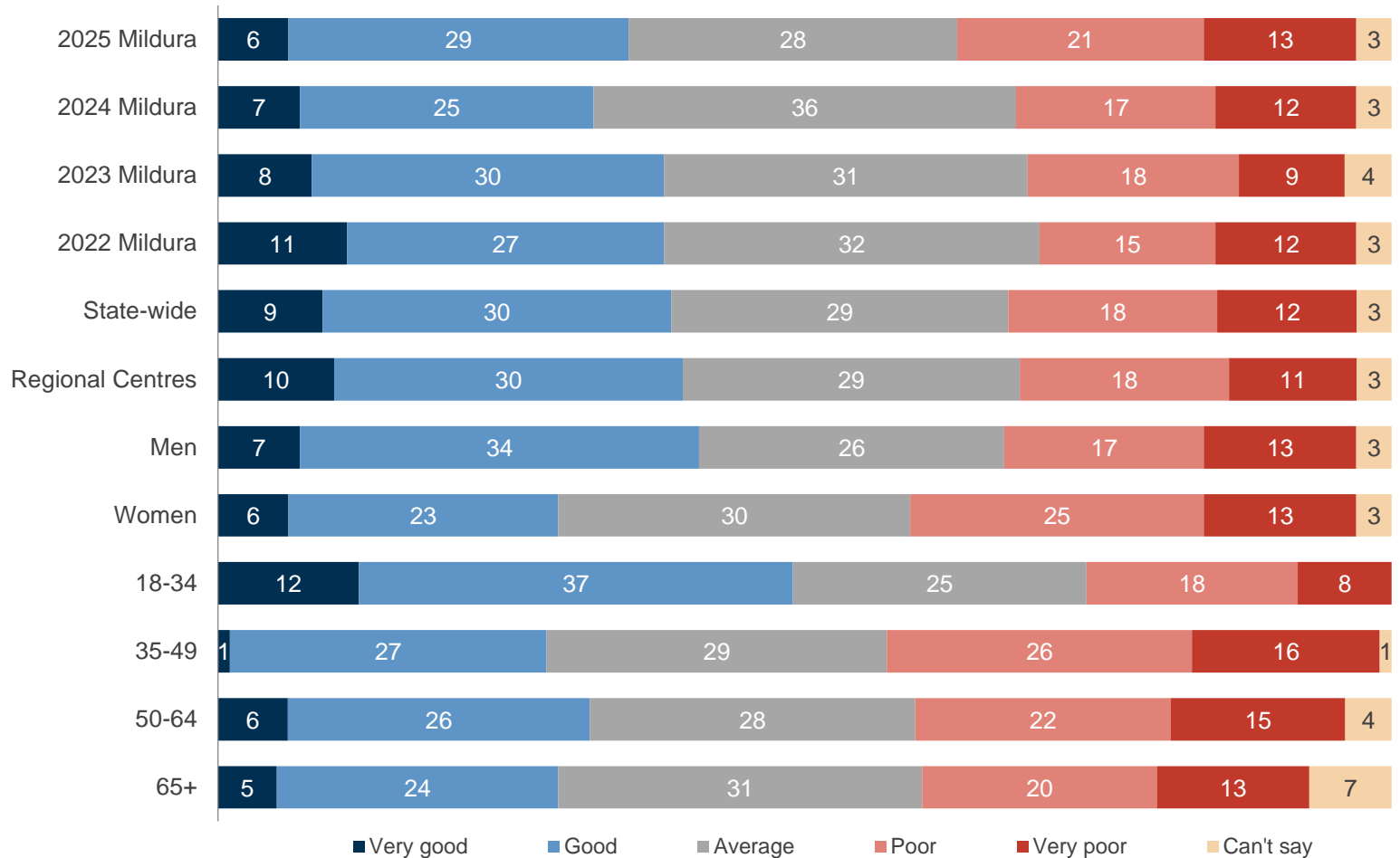
Base: All respondents. Councils asked State-wide: 27 Councils asked group: 6

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

# The condition of local streets and footpaths in your area performance



2025 streets and footpaths performance (%)

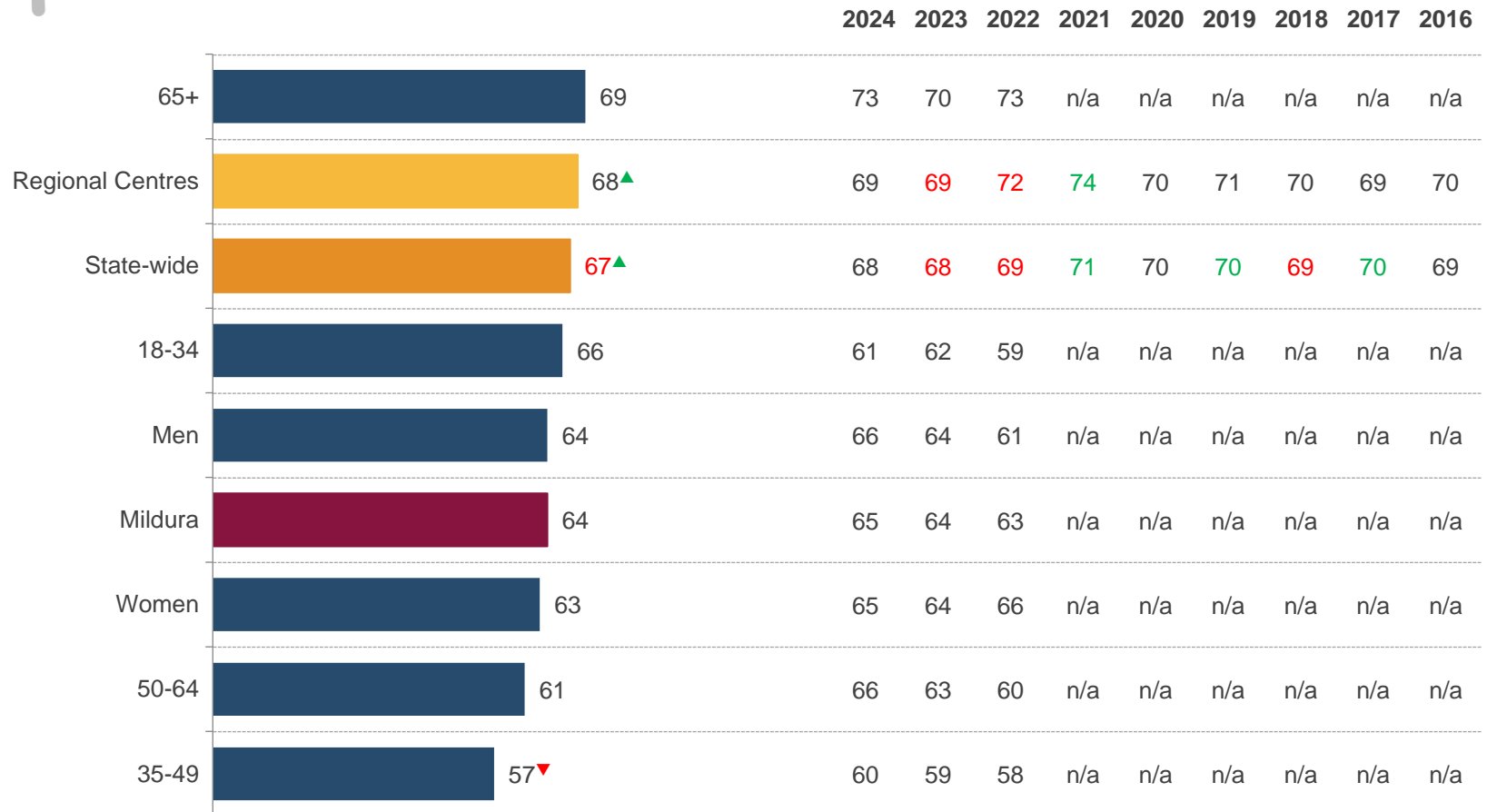




## Recreational facilities performance



2025 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: 36 Councils asked group: 6

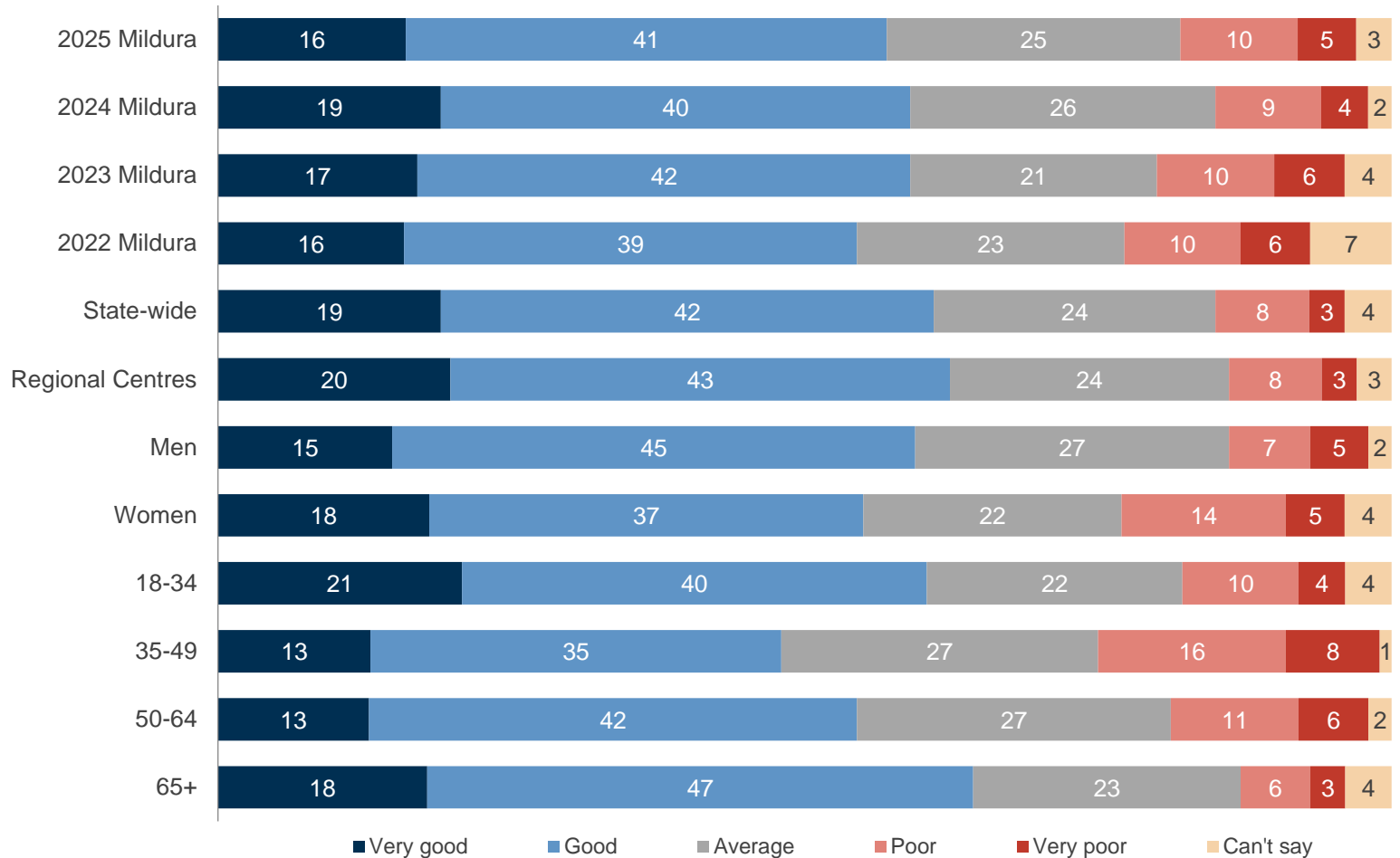
Note: Please see Appendix A for explanation of significant differences.



## Recreational facilities performance



2025 recreational facilities performance (%)





# Community and cultural activities performance



## 2025 community and cultural activities performance (index scores)

		2024	2023	2022	2021	2020	2019	2018	2017	2016
18-34	68	58	65	59	n/a	n/a	n/a	n/a	n/a	n/a
Women	66	65	64	59	n/a	n/a	n/a	n/a	n/a	n/a
Mildura	65	62	63	58	n/a	n/a	n/a	n/a	n/a	n/a
65+	65	65	64	62	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	65	66	66	65	65	68	69	69	69	69
Regional Centres	64	65	66	65	65	69	69	68	69	69
Men	64	58	62	57	n/a	n/a	n/a	n/a	n/a	n/a
50-64	63	63	60	58	n/a	n/a	n/a	n/a	n/a	n/a
35-49	63	61	62	53	n/a	n/a	n/a	n/a	n/a	n/a

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

Base: All respondents. Councils asked State-wide: 20 Councils asked group: 6

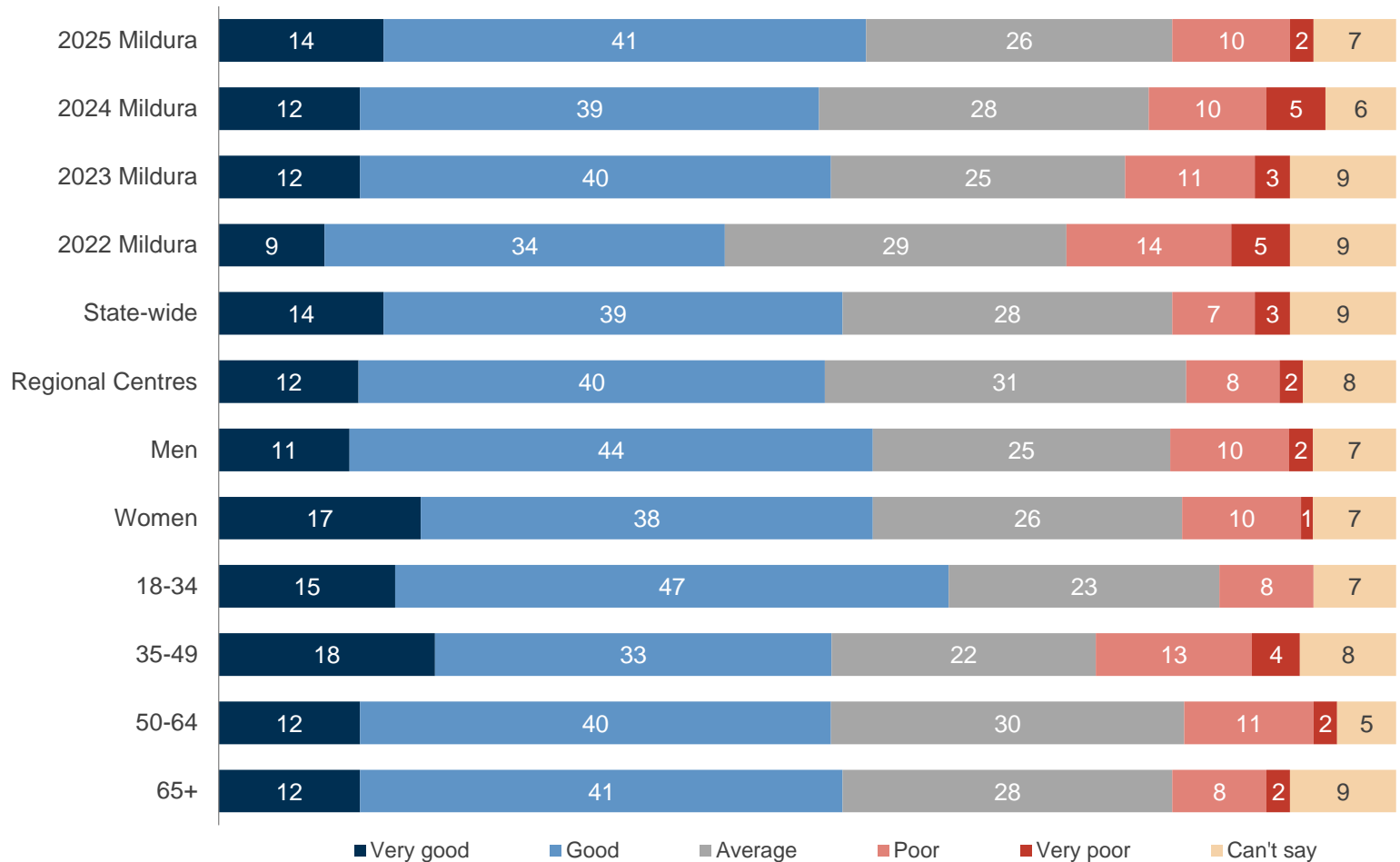
Note: Please see Appendix A for explanation of significant differences.



# Community and cultural activities performance



2025 community and cultural activities performance (%)





# Waste management performance



## 2025 waste management performance (index scores)

		2024	2023	2022	2021	2020	2019	2018	2017	2016
State-wide	65▲	67	66	68	69	65	68	70	71	70
Regional Centres	65▲	66	67	68	69	66	68	70	69	69
65+	64▲	65	62	65	62	n/a	n/a	n/a	n/a	n/a
18-34	58	48	50	49	49	n/a	n/a	n/a	n/a	n/a
Women	55	57	52	53	51	n/a	n/a	n/a	n/a	n/a
Mildura	54	55	52	52	52	n/a	n/a	n/a	n/a	n/a
Men	54	53	52	50	52	n/a	n/a	n/a	n/a	n/a
35-49	48	52	42	41	45	n/a	n/a	n/a	n/a	n/a
50-64	48	49	47	47	48	n/a	n/a	n/a	n/a	n/a

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

Base: All respondents. Councils asked State-wide: 56 Councils asked group: 9

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

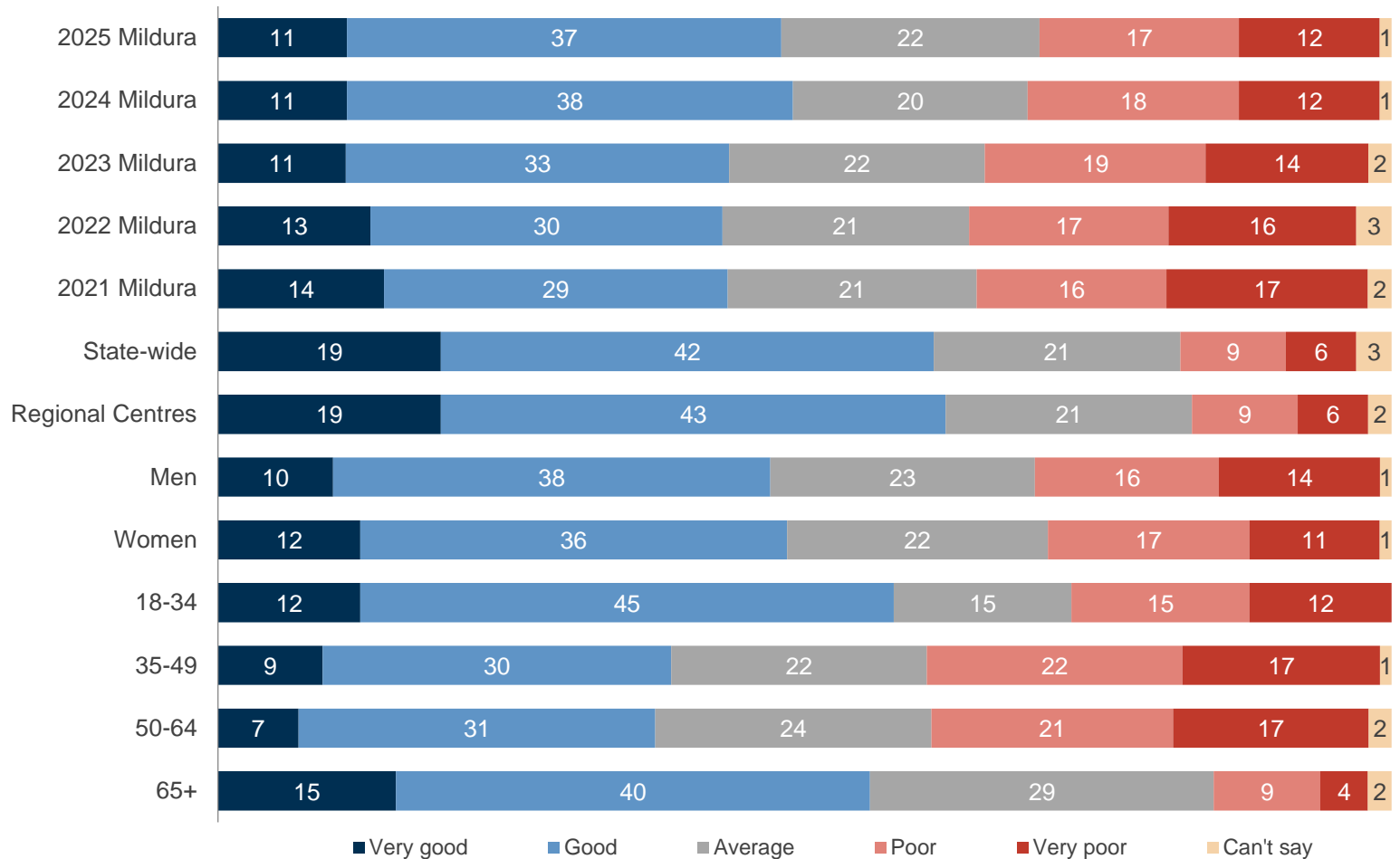




# Waste management performance



## 2025 waste management performance (%)

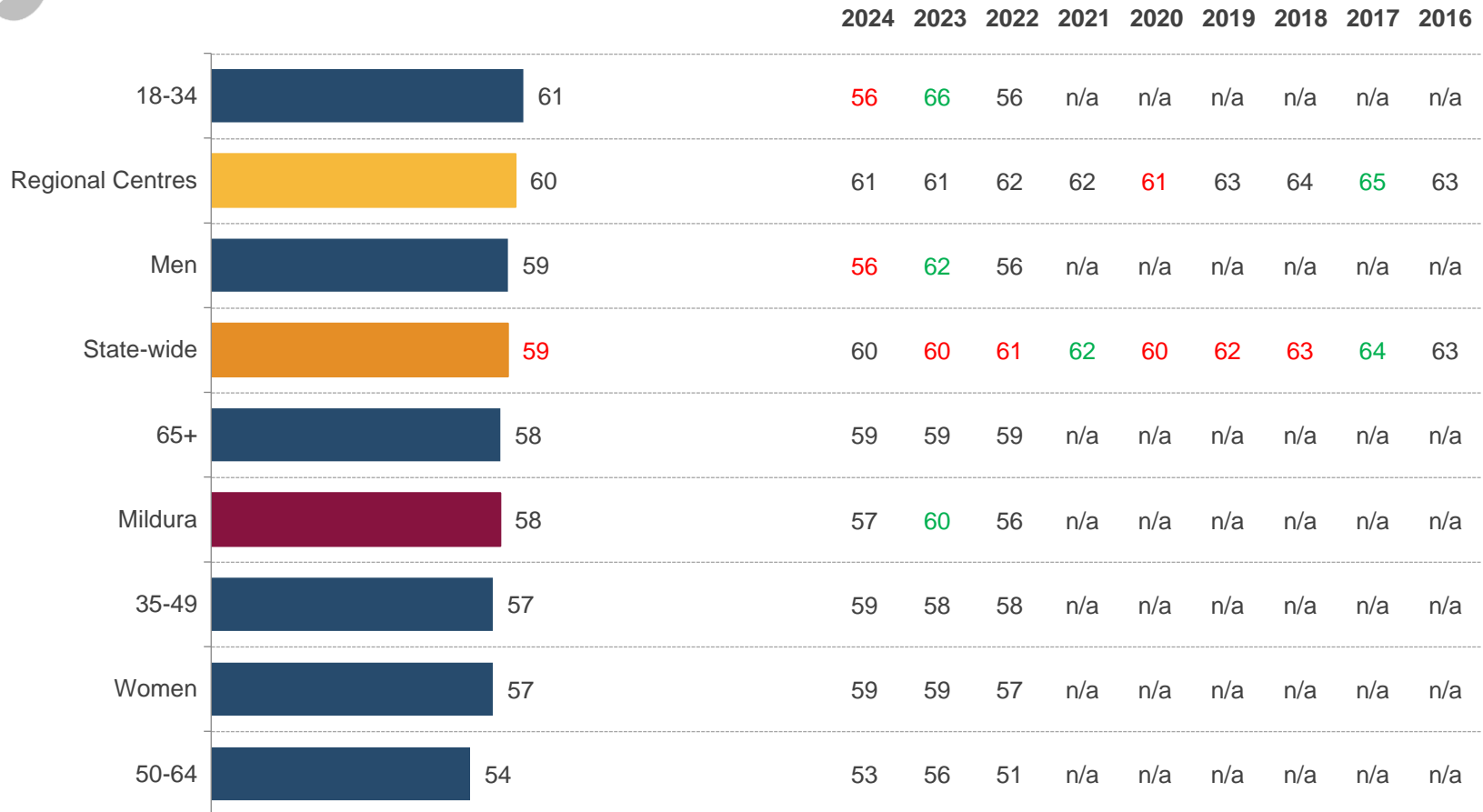




# Environmental sustainability performance



## 2025 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: 30 Councils asked group: 6

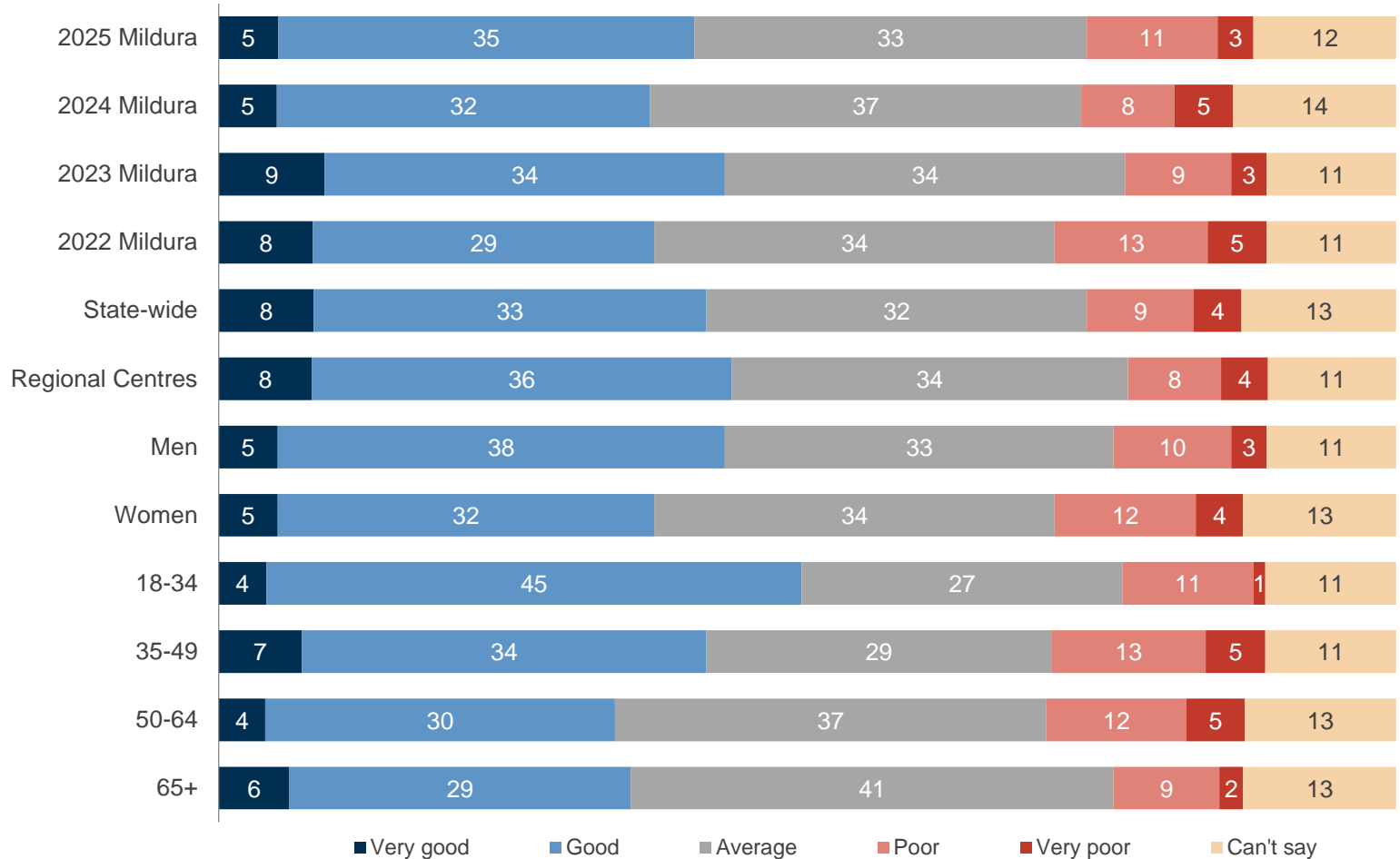
Note: Please see Appendix A for explanation of significant differences.



# Environmental sustainability performance



2025 environmental sustainability performance (%)





# Emergency and disaster management performance



## 2025 emergency and disaster management performance (index scores)

		2024	2023	2022	2021	2020	2019	2018	2017	2016
State-wide	65▲	65	65	66	71	68	72	71	70	69
Regional Centres	65▲	66	65	67	72	70	75	73	70	68
18-34	65	58	61	59	n/a	n/a	n/a	n/a	n/a	n/a
65+	64	65	63	66	n/a	n/a	n/a	n/a	n/a	n/a
Women	62	62	62	61	n/a	n/a	n/a	n/a	n/a	n/a
Mildura	61	61	61	61	n/a	n/a	n/a	n/a	n/a	n/a
Men	61	61	60	61	n/a	n/a	n/a	n/a	n/a	n/a
50-64	59	61	60	59	n/a	n/a	n/a	n/a	n/a	n/a
35-49	56	61	58	61	n/a	n/a	n/a	n/a	n/a	n/a

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

Base: All respondents. Councils asked State-wide: 21 Councils asked group: 4

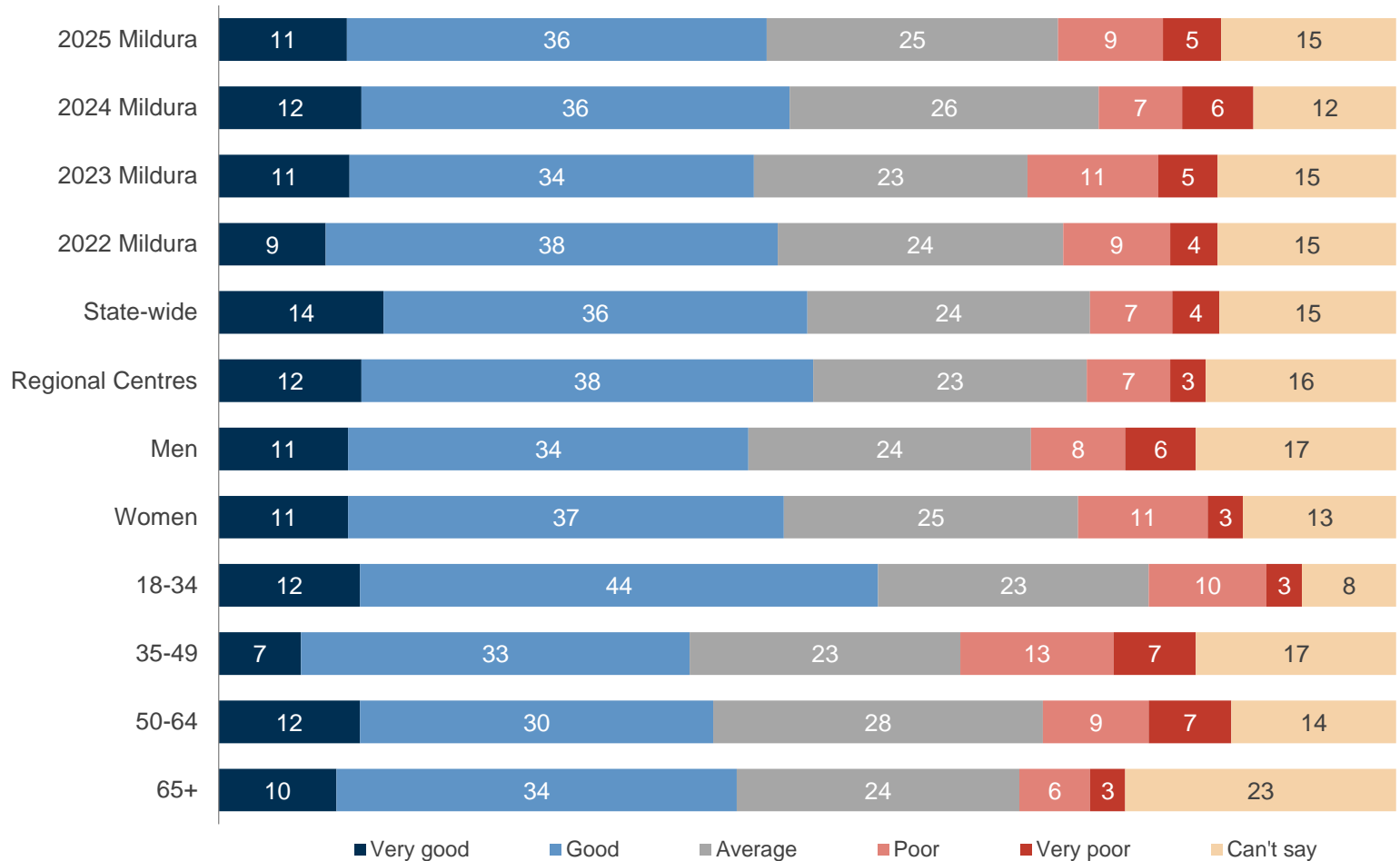
Note: Please see Appendix A for explanation of significant differences.



# Emergency and disaster management performance



2025 emergency and disaster management performance (%)





# Maintenance of unsealed roads in your area performance



## 2025 unsealed roads performance (index scores)

		2024	2023	2022	2021	2020	2019	2018	2017	2016
18-34	45	38	49	39	n/a	n/a	n/a	n/a	n/a	n/a
Women	42	41	47	43	n/a	n/a	n/a	n/a	n/a	n/a
65+	41	44	47	51	n/a	n/a	n/a	n/a	n/a	n/a
Mildura	41	40	46	43	n/a	n/a	n/a	n/a	n/a	n/a
Men	39	40	46	44	n/a	n/a	n/a	n/a	n/a	n/a
35-49	39	41	44	42	n/a	n/a	n/a	n/a	n/a	n/a
Regional Centres	39	40	45	46	53	55	52	52	52	n/a
50-64	39	36	43	38	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	38▼	36	37	41	45	44	44	43	44	43

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: 28 Councils asked group: 5

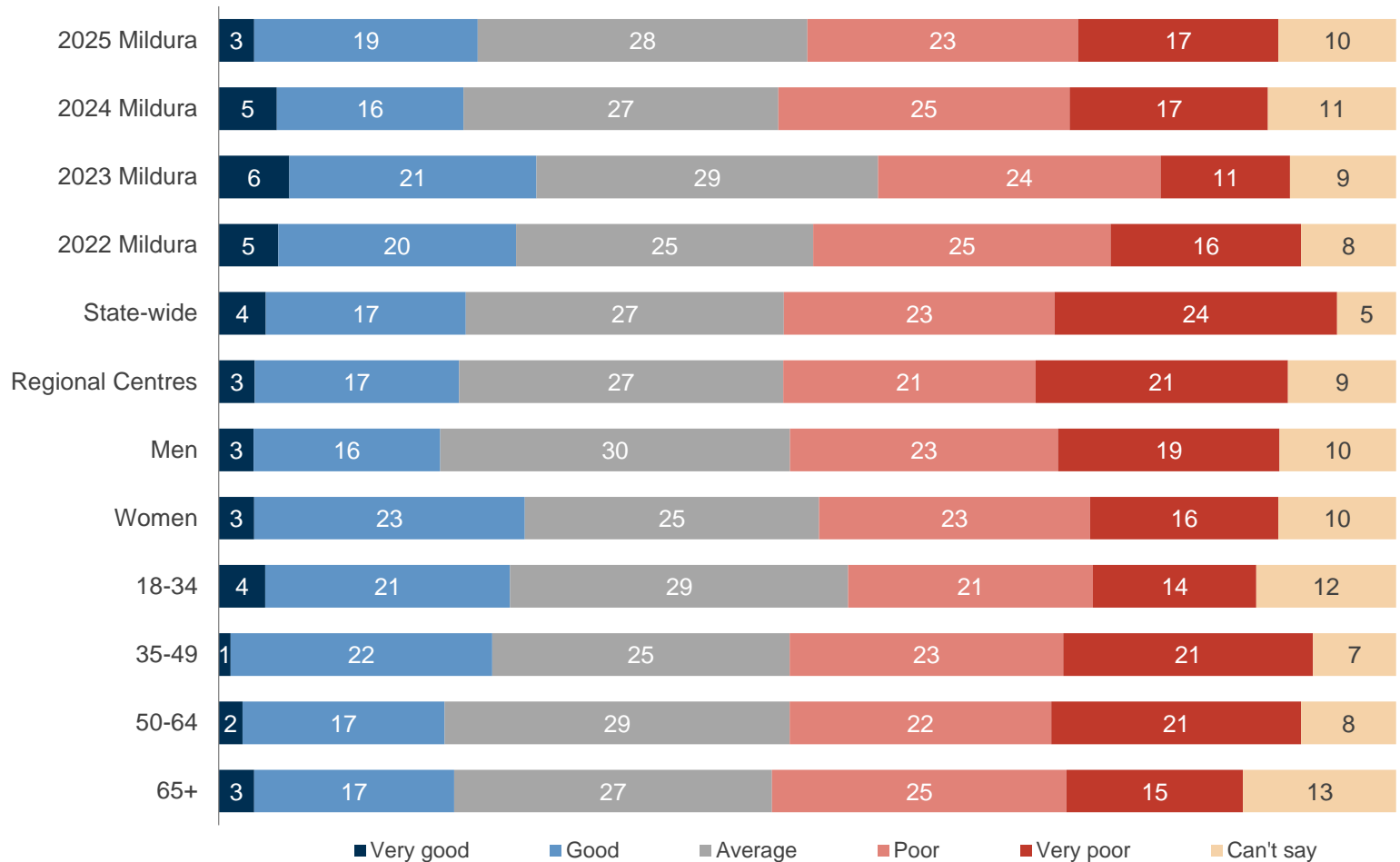
Note: Please see Appendix A for explanation of significant differences.



# Maintenance of unsealed roads in your area performance



## 2025 unsealed roads performance (%)





# Business and community development performance



## 2025 business/community development performance (index scores)

		2024	2023	2022	2021	2020	2019	2018	2017	2016
18-34	59▲	52	58	53	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	54	57	57	58	60	59	61	60	60	60
Regional Centres	54	55	57	58	61	58	61	55	58	61
Women	52	55	55	52	n/a	n/a	n/a	n/a	n/a	n/a
65+	52	58	56	56	n/a	n/a	n/a	n/a	n/a	n/a
Mildura	52	53	55	52	n/a	n/a	n/a	n/a	n/a	n/a
Men	51	51	55	52	n/a	n/a	n/a	n/a	n/a	n/a
50-64	48	51	50	50	n/a	n/a	n/a	n/a	n/a	n/a
35-49	48	50	52	49	n/a	n/a	n/a	n/a	n/a	n/a

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

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

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

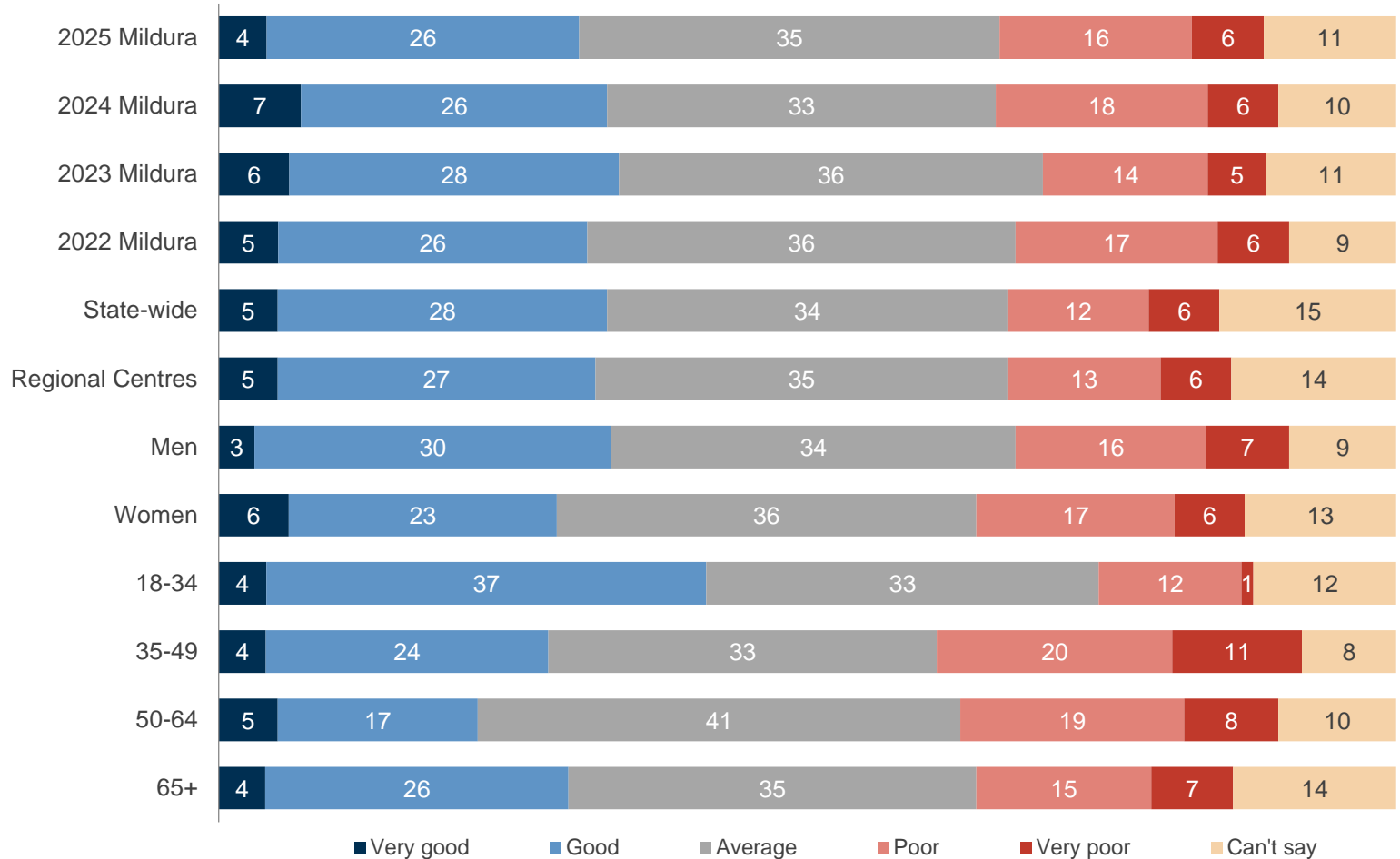




# Business and community development performance



2025 business/community development performance (%)





# Tourism development performance



## 2025 tourism development performance (index scores)

		2024	2023	2022	2021	2020	2019	2018	2017	2016
18-34	61	60	60	58	n/a	n/a	n/a	n/a	n/a	n/a
50-64	61	57	58	50	n/a	n/a	n/a	n/a	n/a	n/a
Men	61	58	60	55	n/a	n/a	n/a	n/a	n/a	n/a
Mildura	60	60	60	57	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	60	59	61	60	62	62	63	63	63	63
65+	60	62	61	64	n/a	n/a	n/a	n/a	n/a	n/a
Women	60	62	60	59	n/a	n/a	n/a	n/a	n/a	n/a
Regional Centres	59	59	61	59	60	63	70	64	65	71
35-49	58	58	60	55	n/a	n/a	n/a	n/a	n/a	n/a

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

Base: All respondents. Councils asked State-wide: 12 Councils asked group: 3

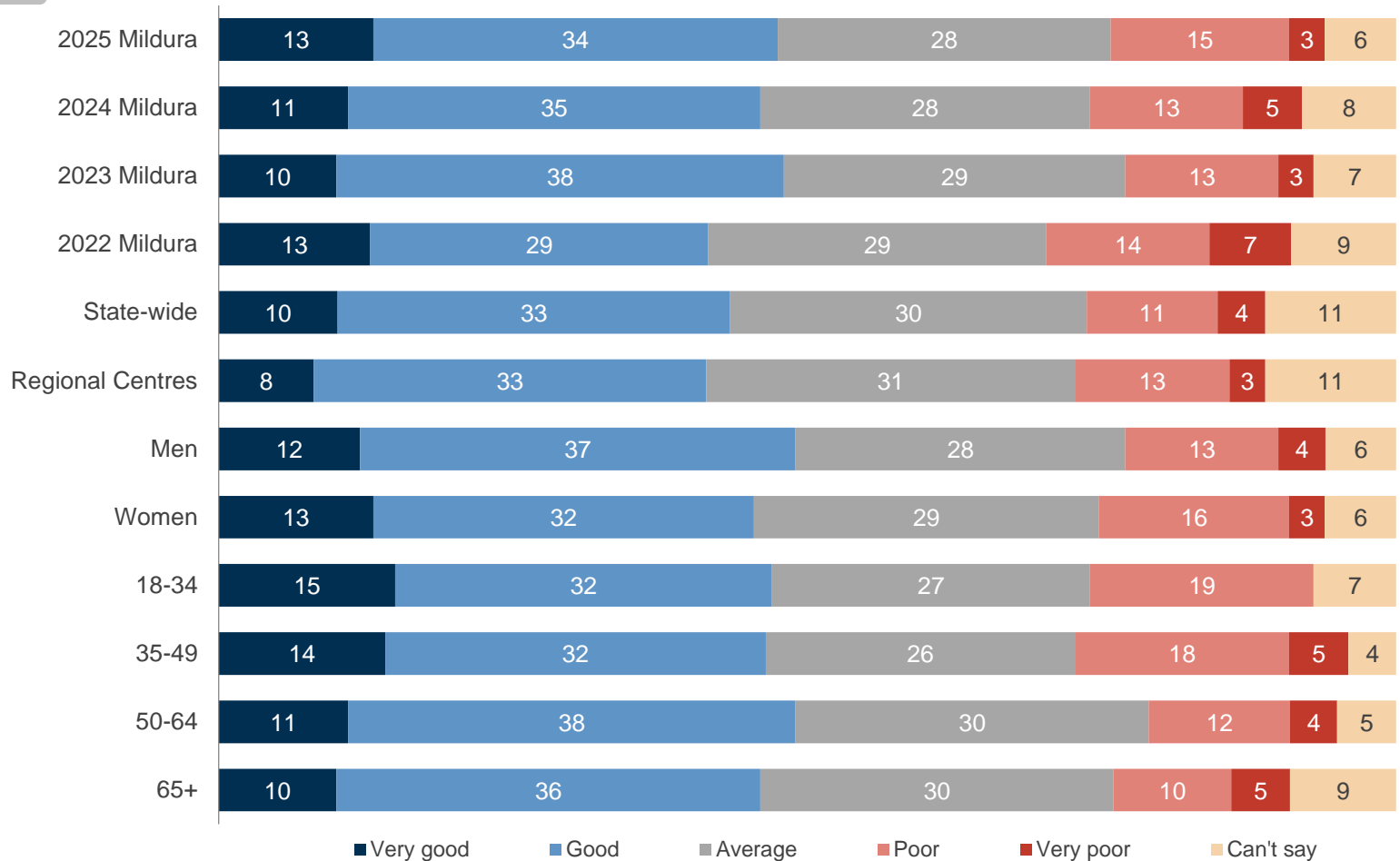
Note: Please see Appendix A for explanation of significant differences.



# Tourism development performance



2025 tourism development performance (%)



A large, stylized, dark blue 'W' graphic that spans the right side of the page. Inside the 'W', there is a blurred image of a crowd of people, possibly at a sporting event or a public gathering. The background of the entire page is white.

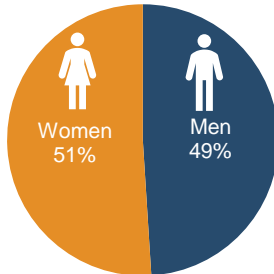
# **Detailed demographics**



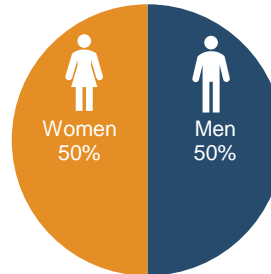
## Gender and age profile

### 2025 gender

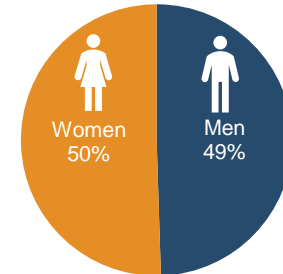
#### Mildura



#### Regional Centres

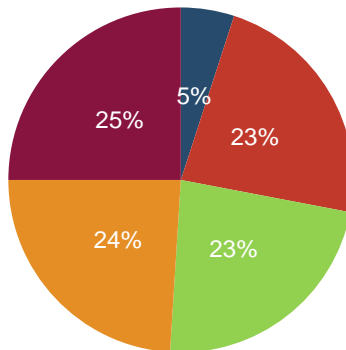


#### State-wide

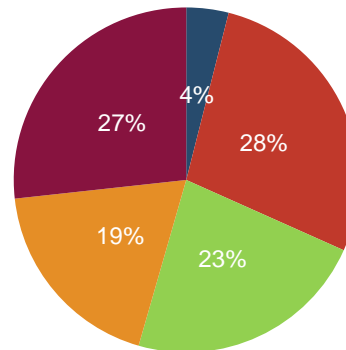


### 2025 age

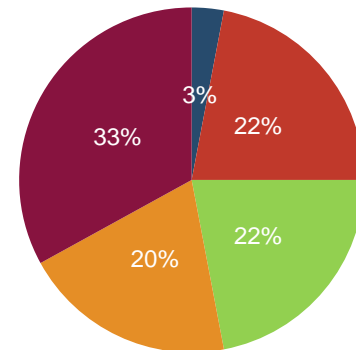
#### Mildura



#### 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. How would you describe your gender? / S4. To which of the following age groups do you belong?

Base: All respondents. Councils asked State-wide: 56 Councils asked group: 9

An "Other" option has been included for gender, hence the results may not add to 100%.

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.



# **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

*Please note that the horizontal (x) axis of the index score bar charts in this report is displayed on a scale from 20 to 100.*



## Appendix A: Margins of error

The sample size for the 2025 State-wide Local Government Community Satisfaction Survey for Mildura Rural City Council was n=600. 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=600 interviews is +/-4.0% 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 46.0% - 54.0%.

Maximum margins of error are listed in the table below, based on a population of 44,300 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	600	400	+/-4.0
Men	301	196	+/-5.6
Women	297	203	+/-5.7
18-34 years	73	111	+/-11.5
35-49 years	134	92	+/-8.5
50-64 years	195	97	+/-7.0
65+ years	198	100	+/-7.0





## 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 2025 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

The 2025 results are compared with previous years, as detailed below:

- 2024, n=600 completed interviews, conducted across four quarters from 1<sup>st</sup> June 2023 - 18<sup>th</sup> March 2024.
- 2023, n=600 completed interviews, conducted in the period of 27<sup>th</sup> January – 19<sup>th</sup> March.
- 2022, n=400 completed interviews, conducted in the period of 27<sup>th</sup> January – 24<sup>th</sup> March.
- 2021, n=400 completed interviews, conducted in the period of 28<sup>th</sup> January – 18<sup>th</sup> March.
- 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.

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 49% mobile phone numbers to cater to the diversity of residents within Mildura Rural City Council, particularly younger people.

A total of n=600 completed interviews were achieved in Mildura Rural City Council. Survey fieldwork was conducted across four quarters from 20<sup>th</sup> June 2024 – 16<sup>th</sup> March 2025.



## Appendix B: Analysis and reporting

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All participating councils are listed in the State-wide report published on the DGS website. In 2025, 56 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 2012-2025 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 2025 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:

### 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 2025 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 2025 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 2025 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:** 2025 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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J W S R E S E A R C H

A large, dark blue stylized letter 'W' dominates the right side of the page. Inside the 'W' is a satellite map of Australia, with a bright green and white glow emanating from the southern coastal region, likely representing the Mildura area.

# **Local Government Community Satisfaction Survey**

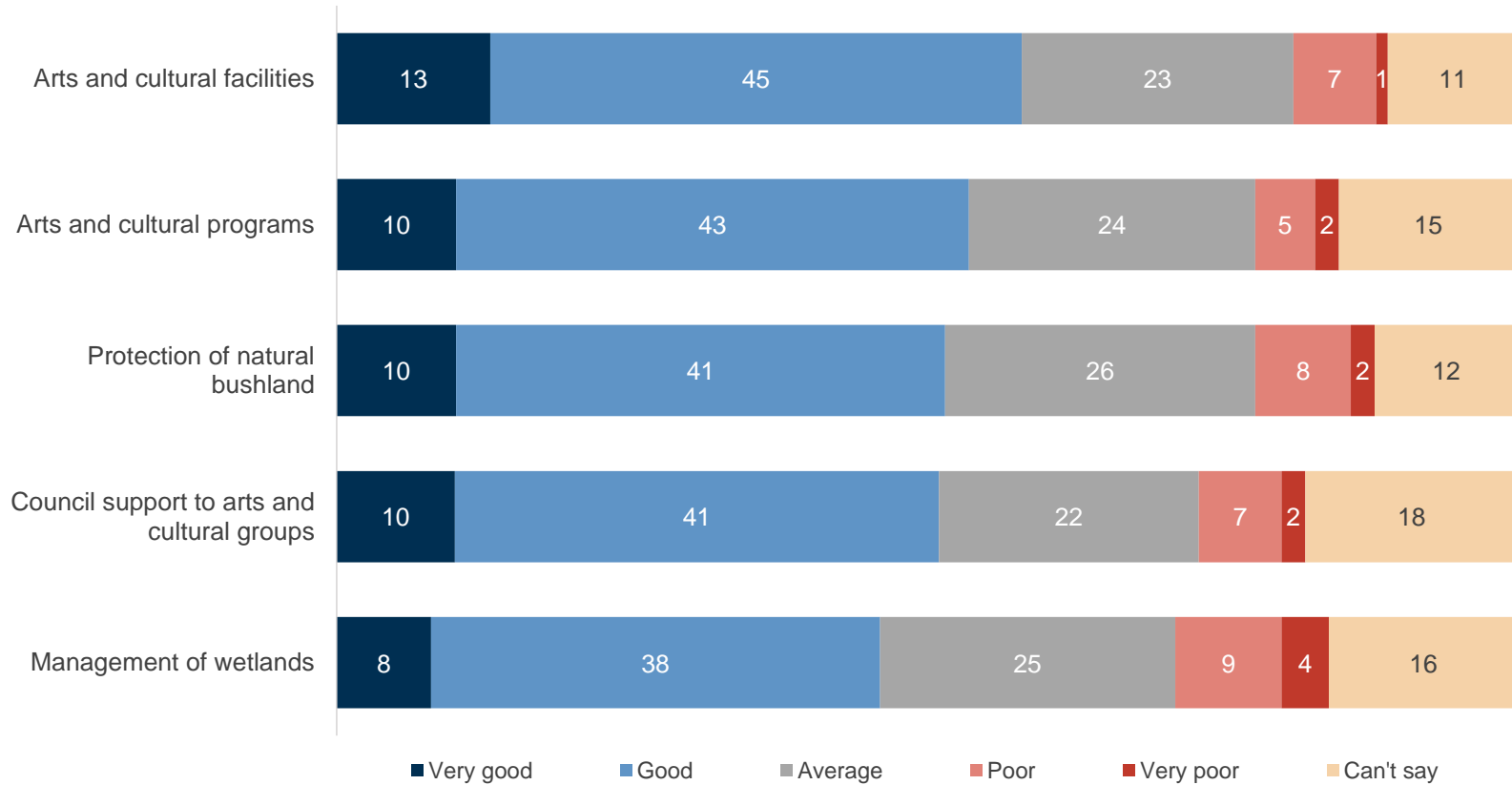
## **Mildura Rural City Council 2025 Tailored Questions**

Coordinated by the Department of  
Government Services on behalf of  
Victorian councils



## Environment and the arts

### 2025 environment and the arts performance (%)



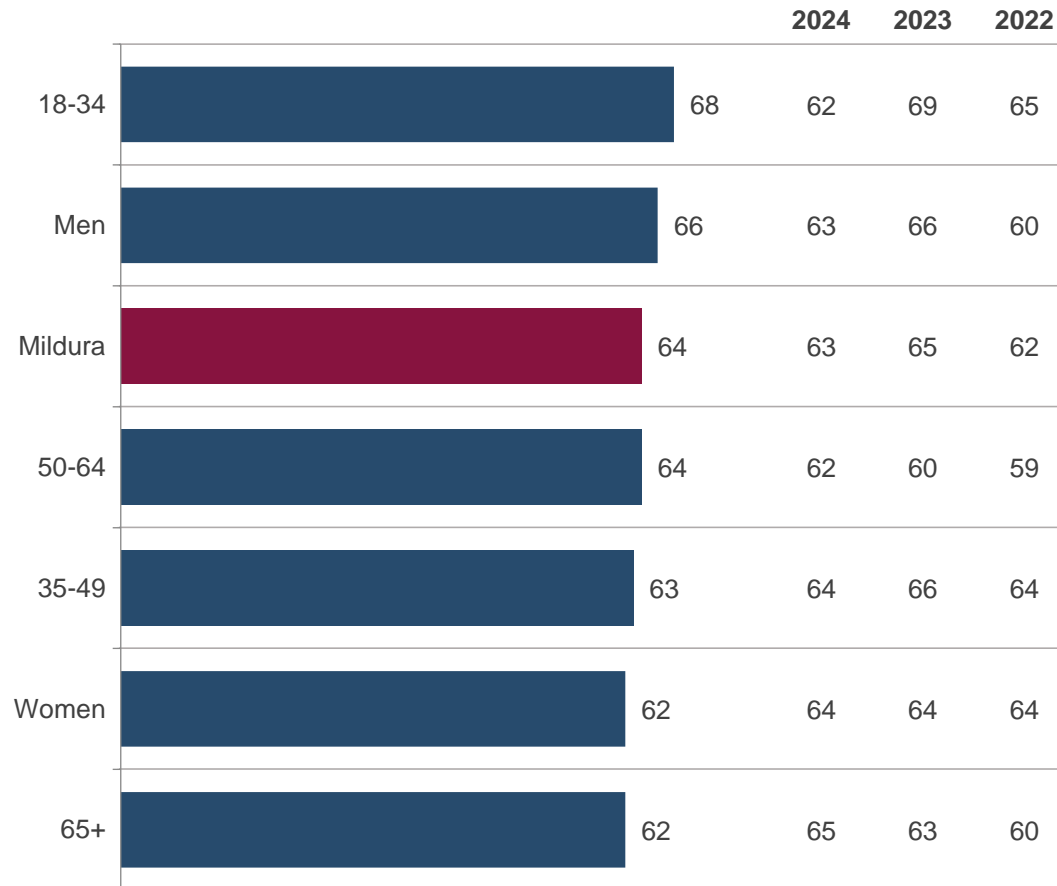
Q2. And how about [INSERT RESPONSIBILITY AREA]? Would you say that their performance on this has been very good, good, average, poor or very poor?

Base: All respondents (n=600).



## Protection of natural bushland

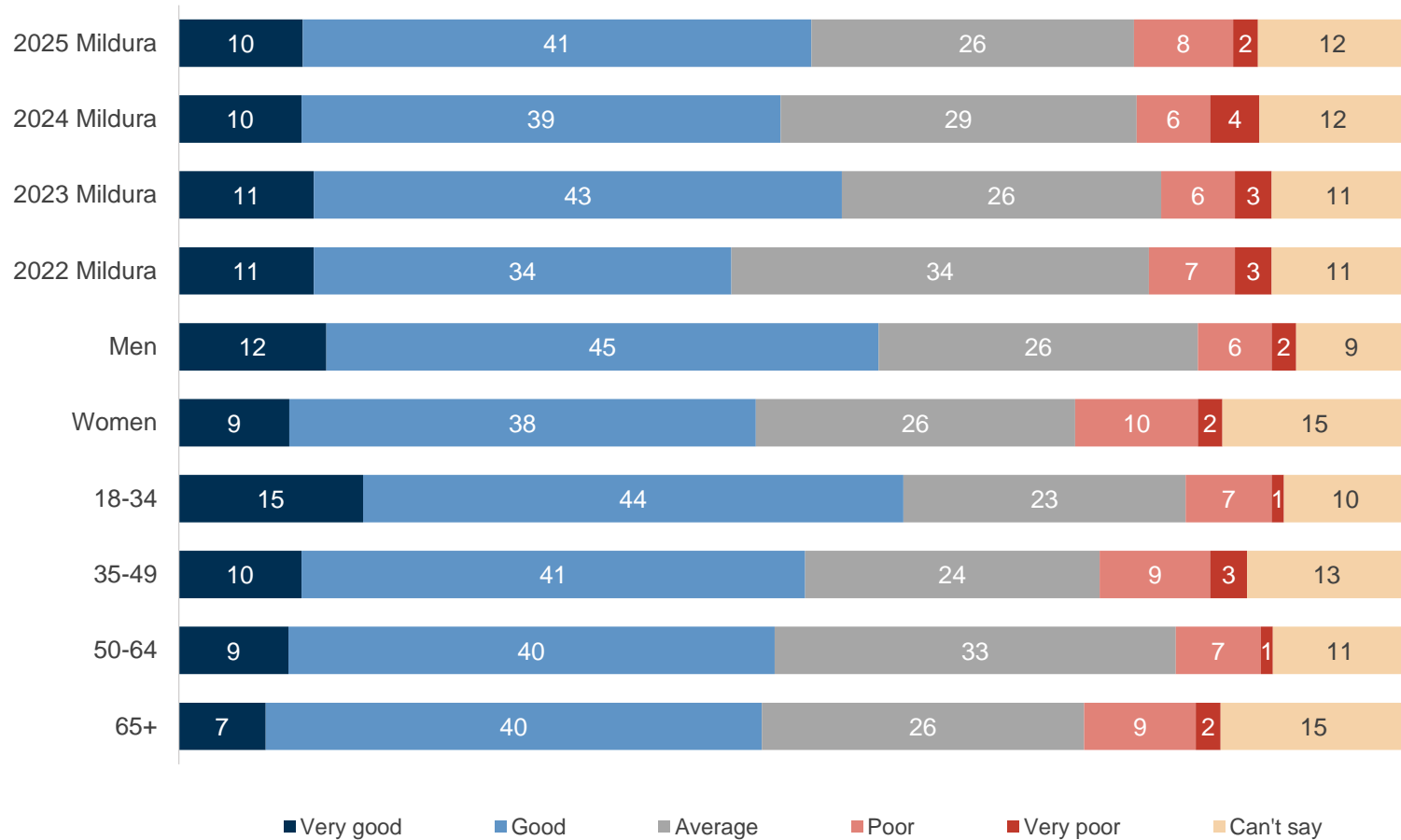
### 2025 natural bushland protection performance (index scores)





# Protection of natural bushland

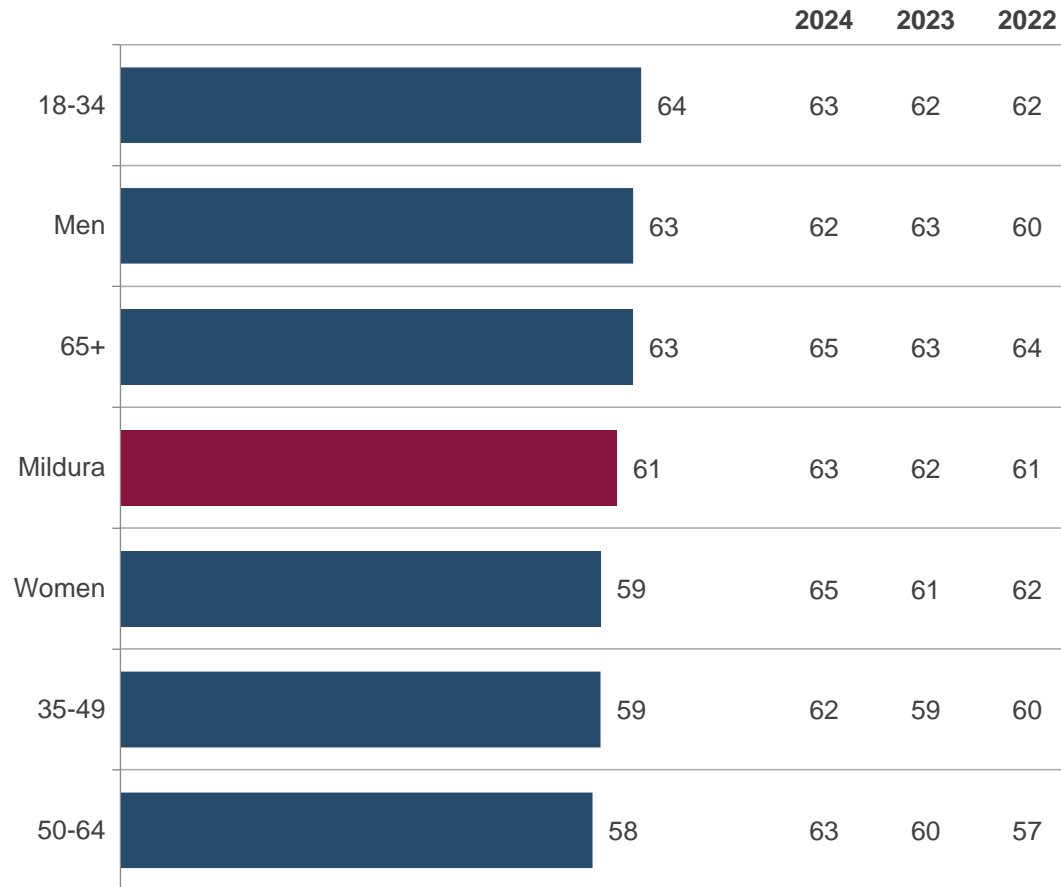
## 2025 natural bushland protection performance (%)





# Management of wetlands

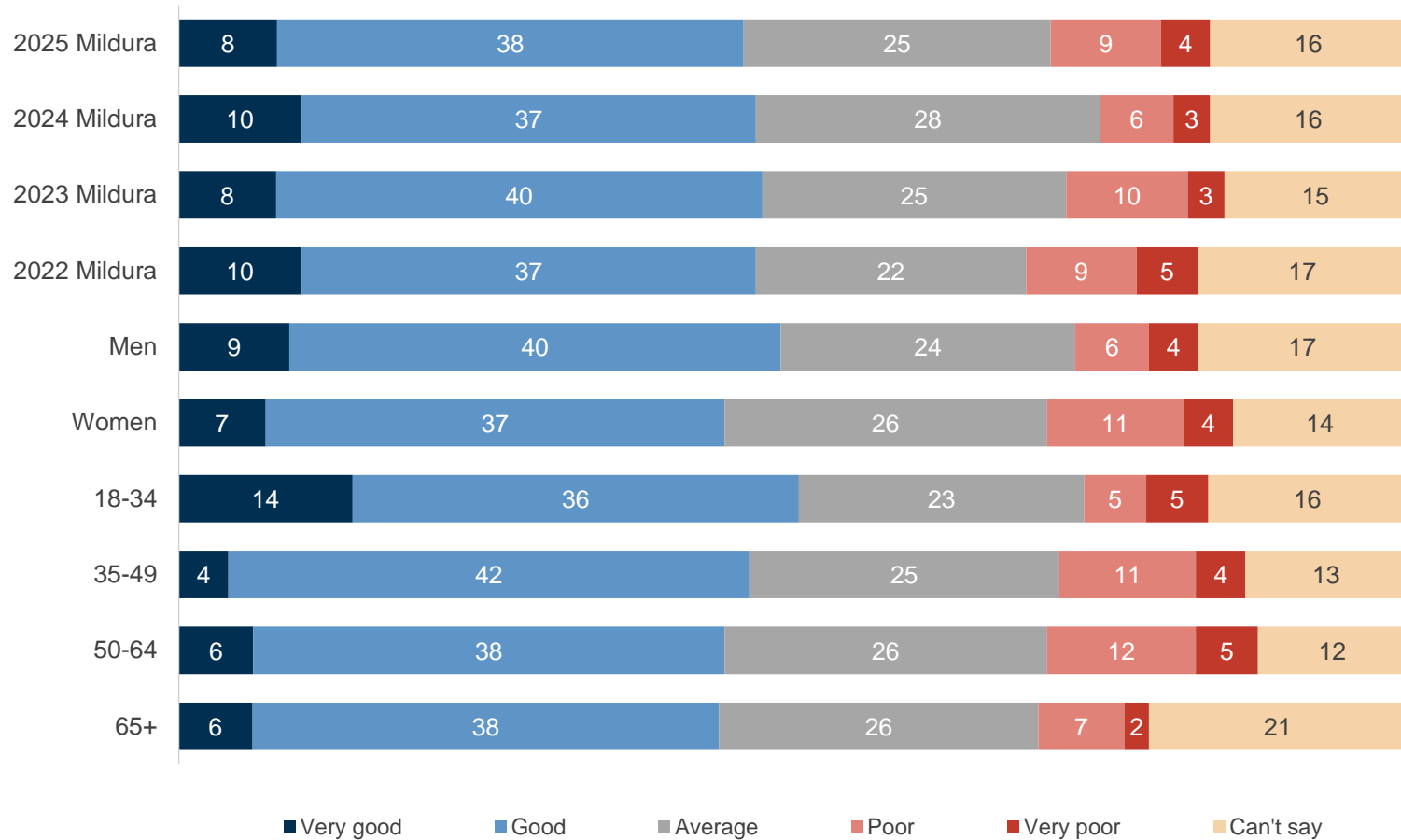
## 2025 management of wetlands performance (index scores)





# Management of wetlands

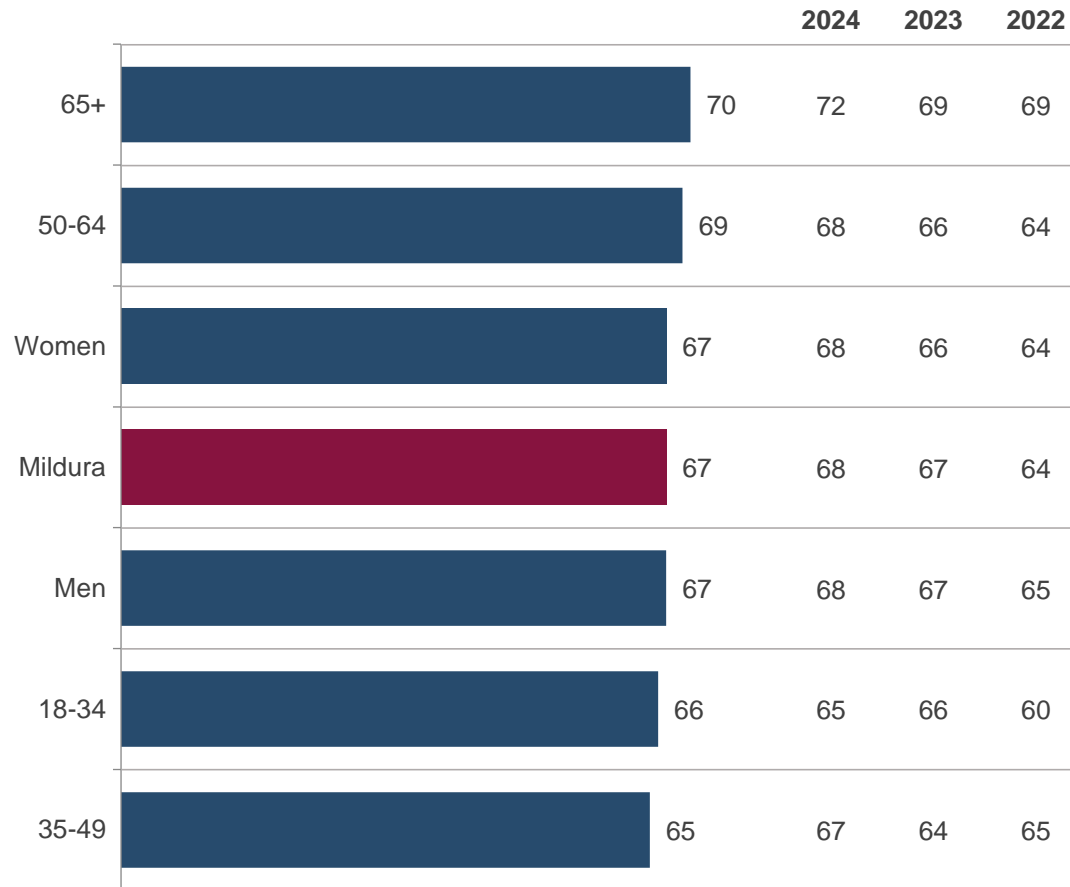
2025 management of wetlands performance (%)





## Arts and cultural facilities

2025 arts and cultural facilities performance (index scores)

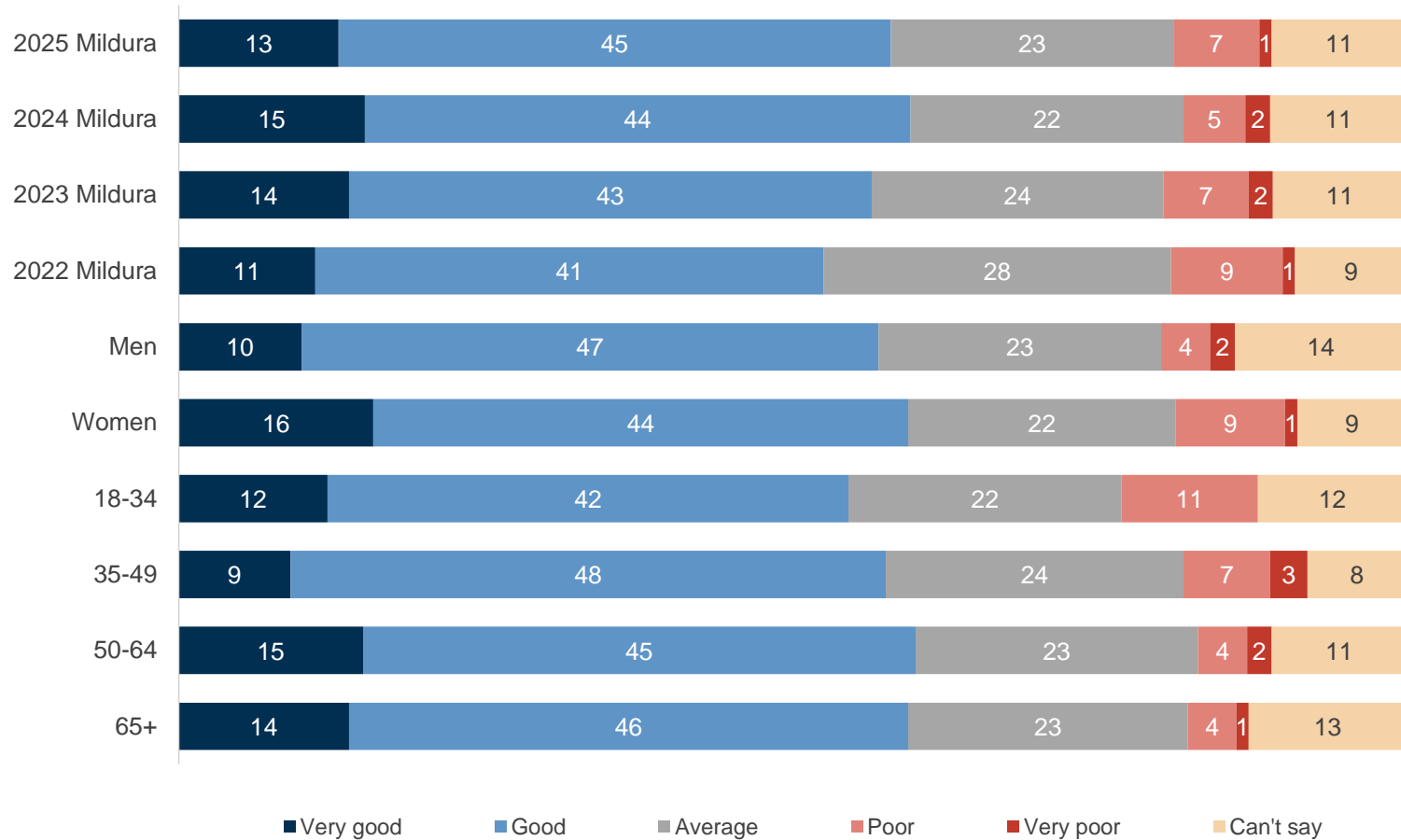






## Arts and cultural facilities

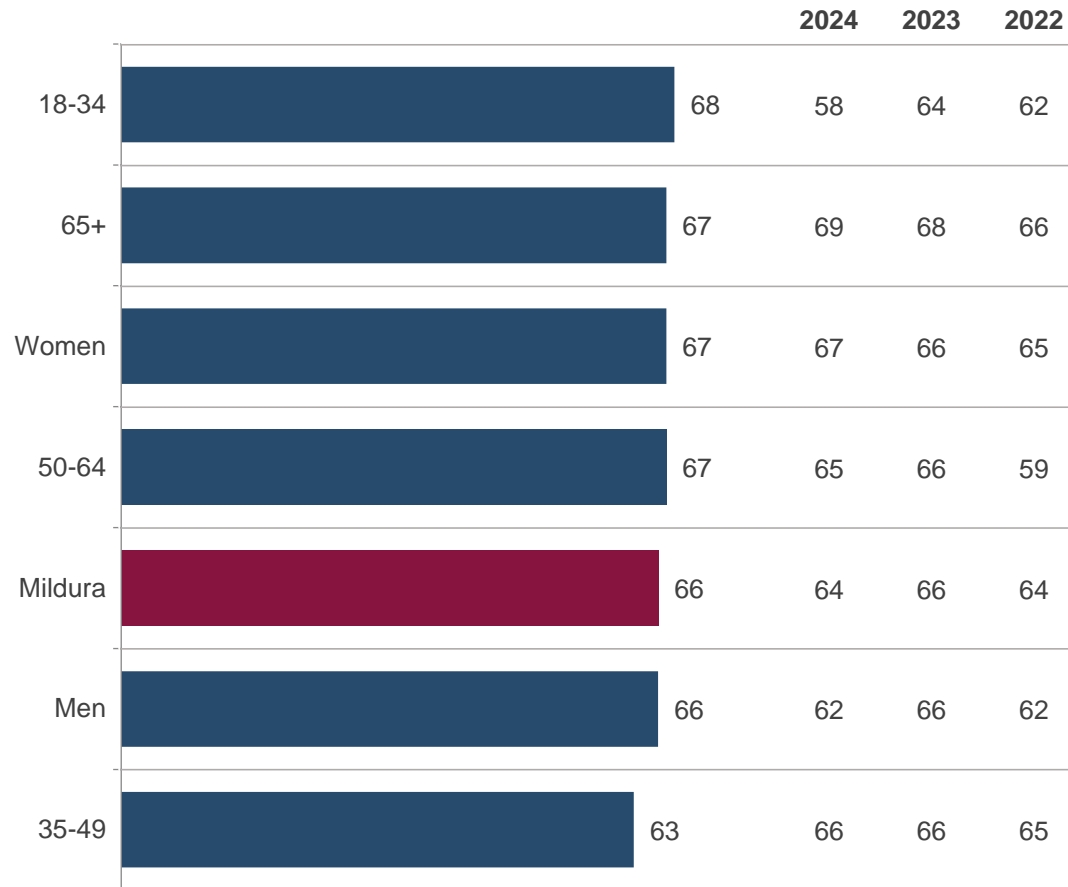
2025 arts and cultural facilities performance (%)





## Arts and cultural programs

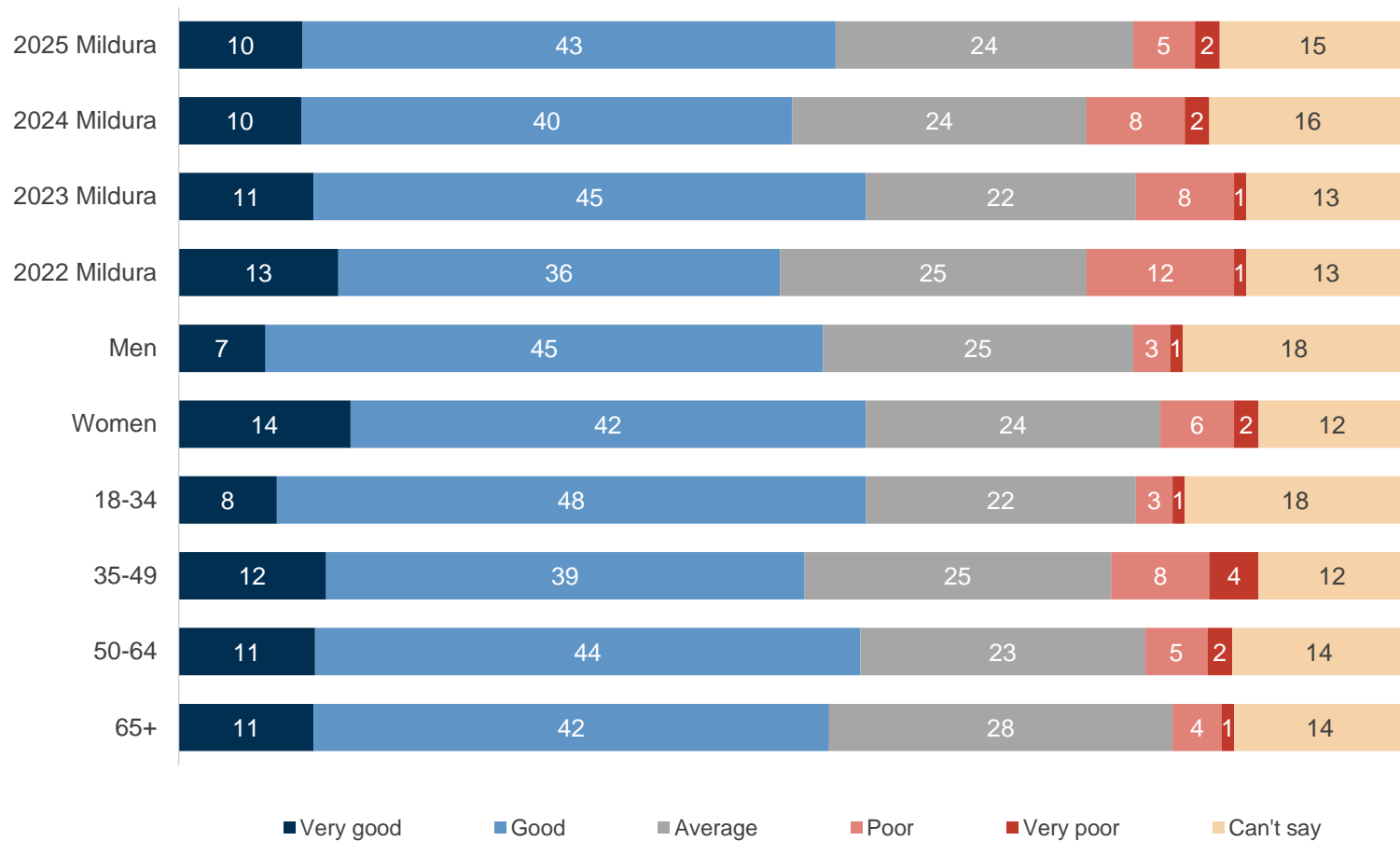
### 2025 arts and cultural programs performance (index scores)





## Arts and cultural programs

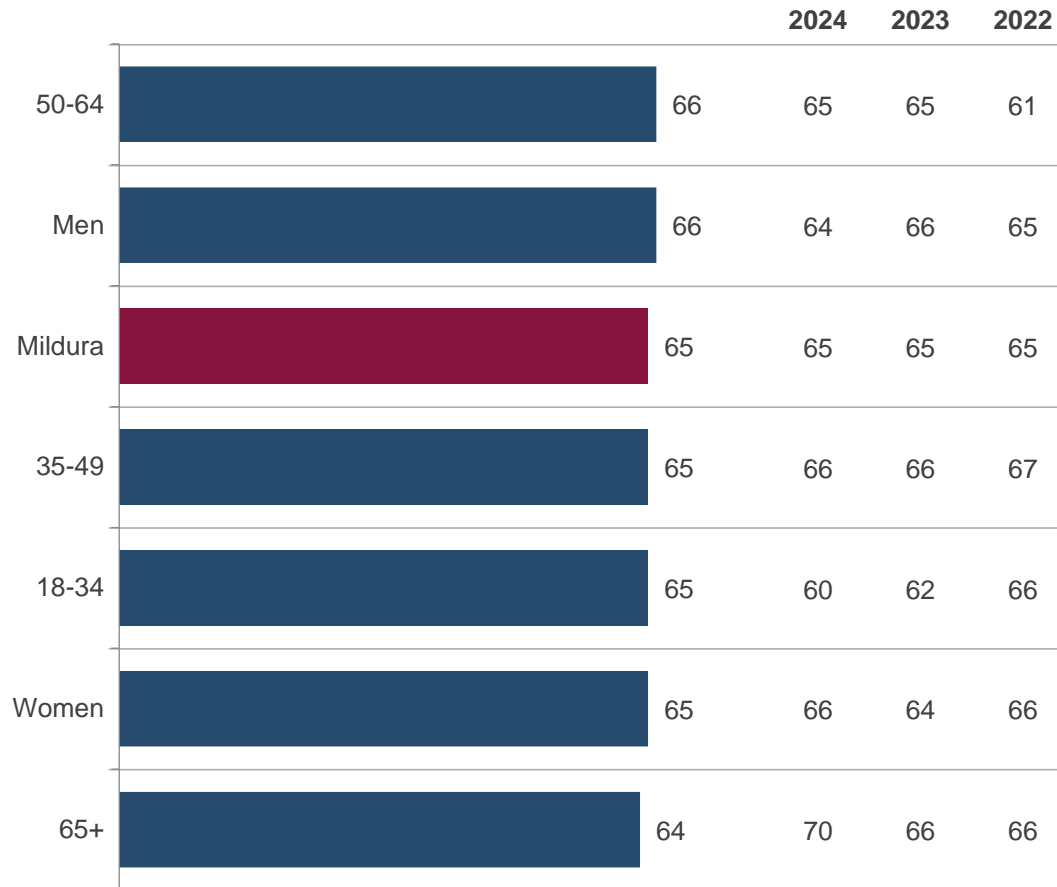
2025 arts and cultural programs performance (%)





## Council support to arts and cultural groups

### 2025 Council support to arts and cultural groups performance (index scores)



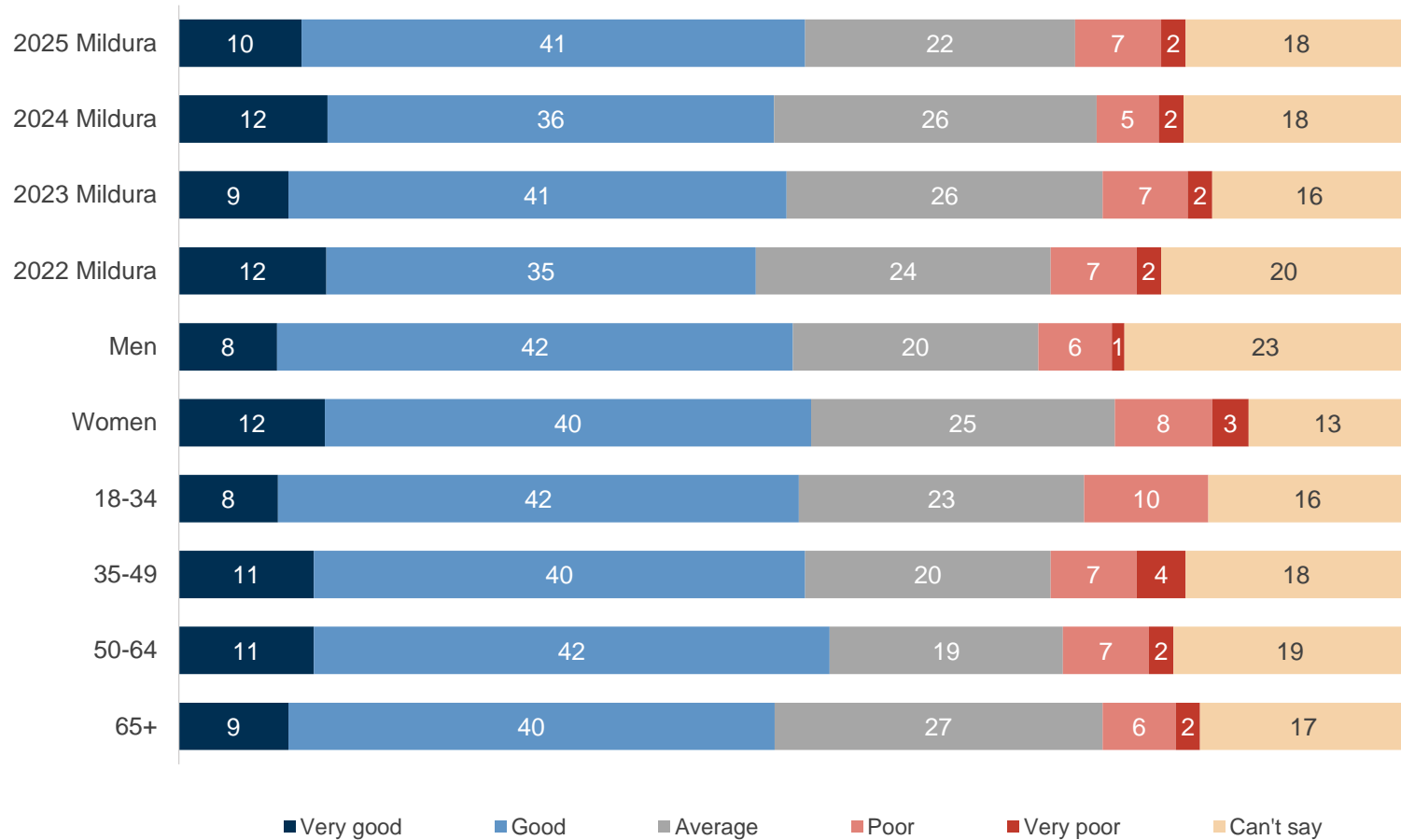
ML5. And how about council support to arts and cultural groups? Would you say that their performance on this has been very good, good, average, poor or very poor?

Base: All respondents (n=600).



## Council support to arts and cultural groups

2025 Council support to arts and cultural groups performance (%)



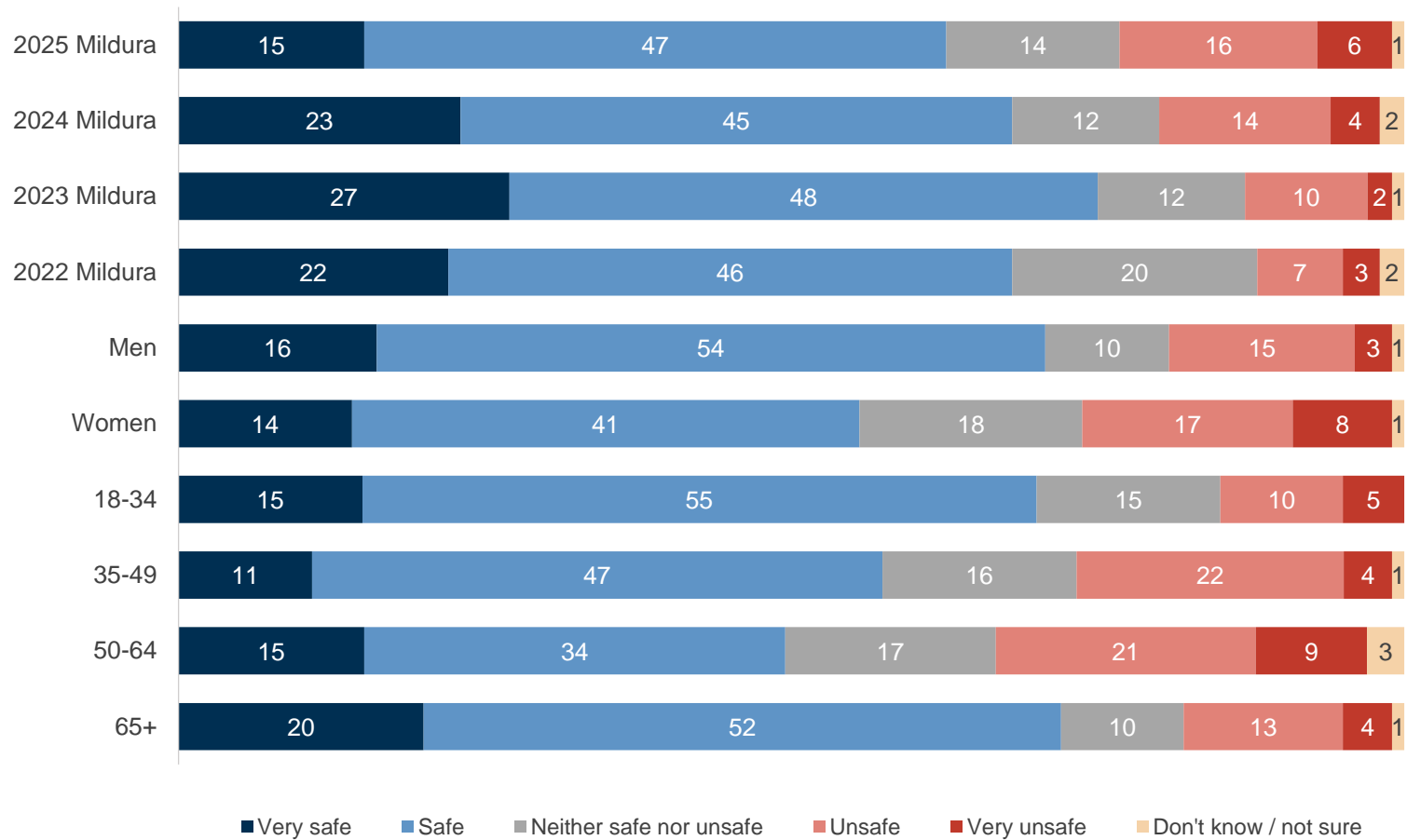
ML5. And how about council support to arts and cultural groups? Would you say that their performance on this has been very good, good, average, poor or very poor?

Base: All respondents (n=600).



## Perceptions of safety

### 2025 perceptions of safety (%)

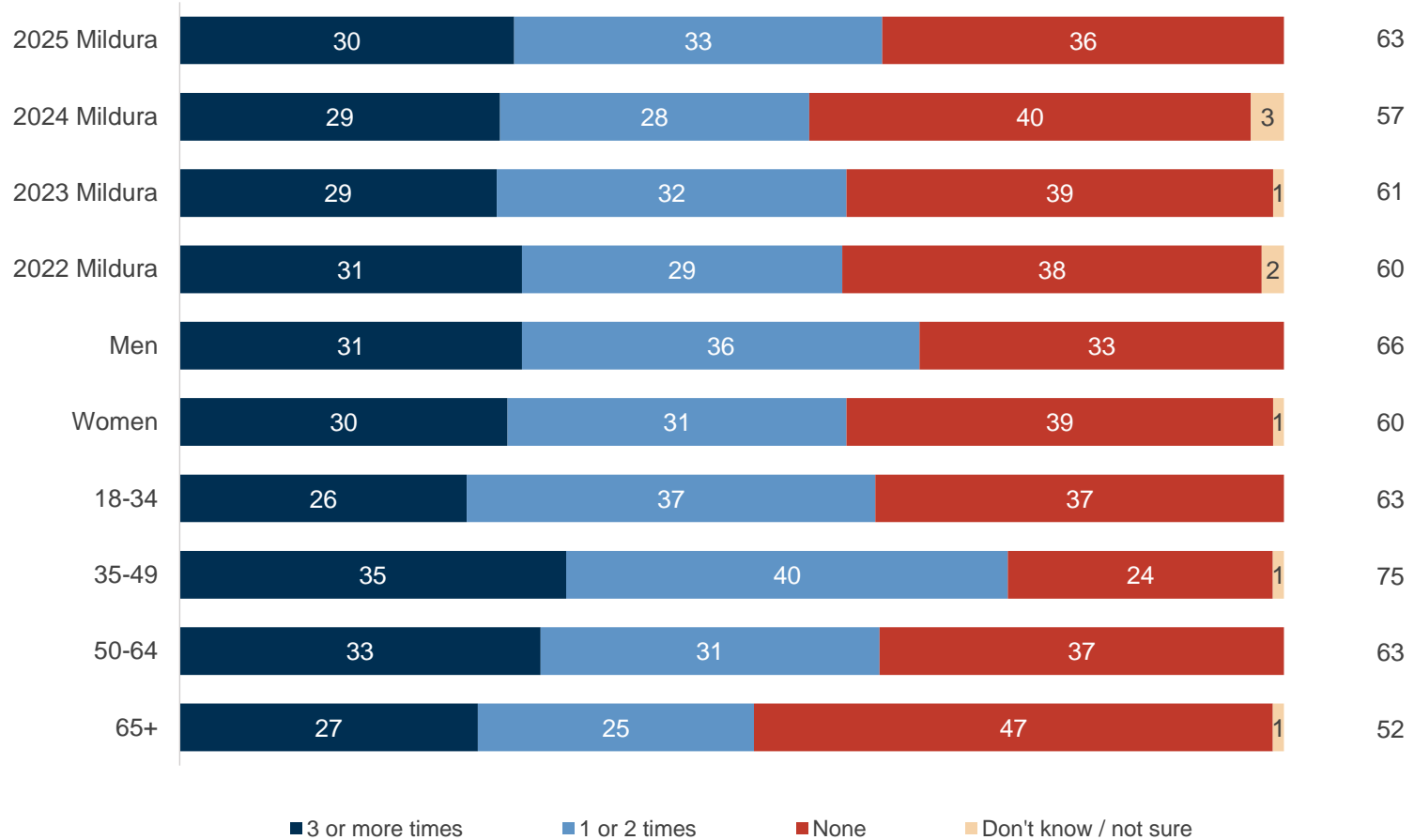




## Sport or physical recreation activity

2025 participation in sport or physical recreation activity per week (%)

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



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