



2023 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

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-fourth 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 24 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 24 years of results, the CSS offers councils a long-term measure of how they are performing – essential for councils that work over the long term to provide valuable services and infrastructure to their communities.

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

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

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

Key findings and recommendations



Mildura Rural City Council – at a glance

Overall council performance

Results shown are index scores out of 100.



Mildura 54



Regional Centres 56



State-wide 56

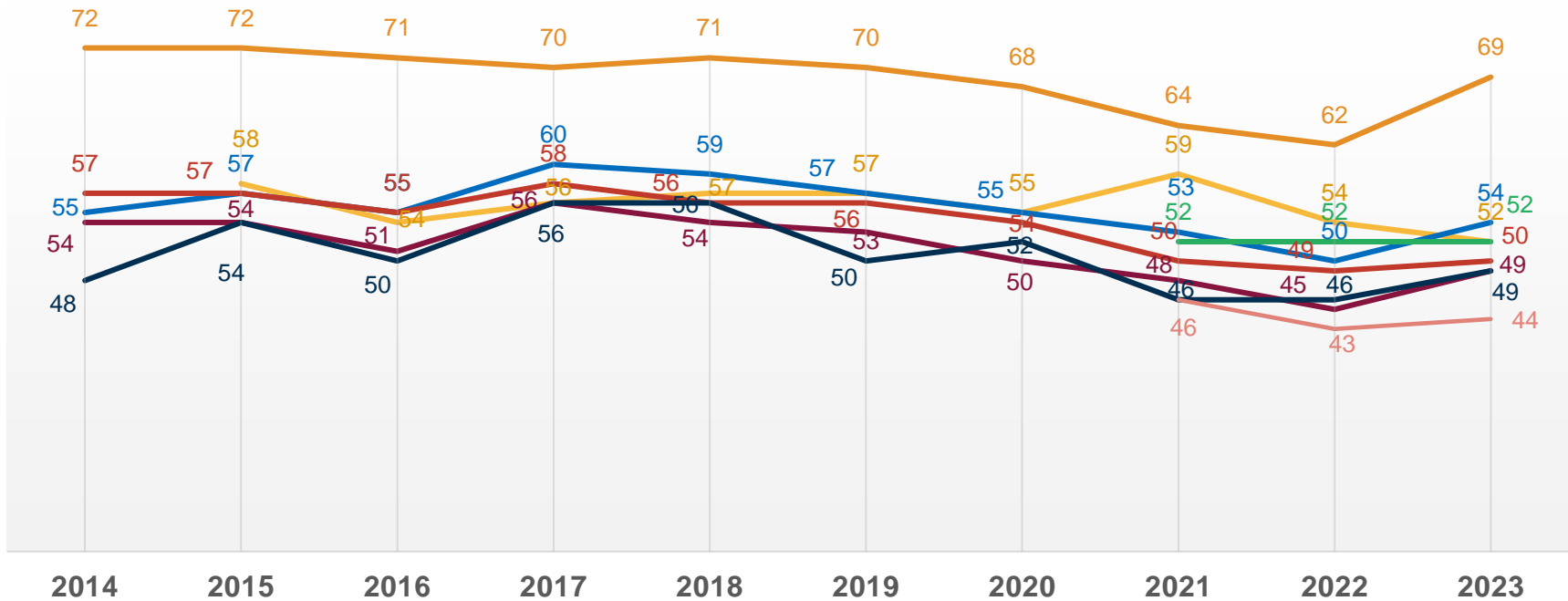
Council performance compared to group average

Top 3 performing areas		
	Recreational facilities	▼ lower
	Community & cultural	▼ lower
	Emergency & disaster mngt	▼ lower
Lowest 3 performing areas		
	Unsealed roads	= on par
	Lobbying	▼ lower
	Community decisions	= on par
	Customer service	= on par



Summary of core measures

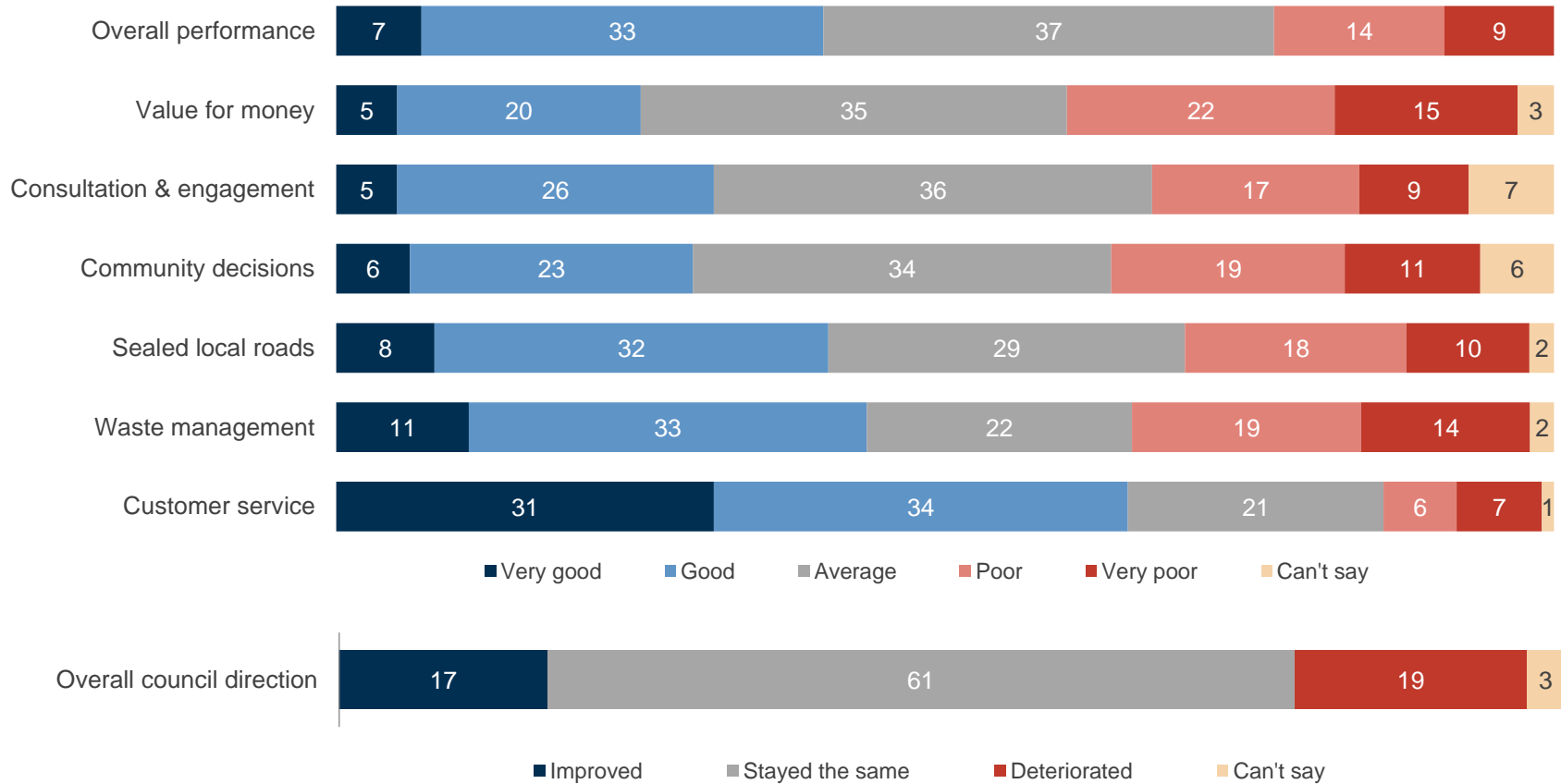
Index scores















Summary of core measures

Core measures summary results (%)













Summary of Mildura Rural City Council performance

Services	Mildura 2023	Mildura 2022	Regional Centres 2023	State-wide 2023	Highest score	Lowest score
 Overall performance	54	50	56	56	Aged 18-34 years	Aged 35-49 years
 Value for money	44	43	50	49	Aged 65+ years	Aged 35-49 years
 Overall council direction	49	46	47	46	Aged 18-34 years	Aged 35-49 years
 Customer service	69	62	68	67	Aged 65+ years, Women	Aged 35-49 years
 Recreational facilities	64	63	69	68	Aged 65+ years	Aged 35-49 years
 Community & cultural	63	58	66	66	Aged 18-34 years	Aged 50-64 years
 Emergency & disaster mngt	61	61	65	65	Aged 65+ years	Aged 35-49 years
 Environmental sustainability	60	56	61	60	Aged 18-34 years	Aged 50-64 years
 Tourism development	60	57	61	61	Aged 65+ years	Aged 50-64 years
 Informing the community	57	54	55	57	Aged 18-34 years	Aged 35-49 years



Summary of Mildura Rural City Council performance

Services		Mildura 2023	Mildura 2022	Regional Centres 2023	State-wide 2023	Highest score	Lowest score
	Business & community dev.	55	52	57	57	Aged 18-34 years	Aged 50-64 years
	Local streets & footpaths	53	53	53	52	Men	Women, Aged 50-64 years
	Sealed local roads	52	54	49	48	Aged 65+ years, Aged 18-34 years	Aged 35-49 years
	Waste management	52	52	67	66	Aged 65+ years	Aged 35-49 years
	Consultation & engagement	50	49	50	52	Aged 18-34 years	Aged 35-49 years
	Community decisions	49	45	50	51	Aged 65+ years	Aged 35-49 years
	Lobbying	48	46	52	51	Aged 65+ years	Aged 50-64 years
	Unsealed roads	46	43	45	37	Aged 18-34 years	Aged 50-64 years



Focus areas for the next 12 months

Overview

Perceptions of Mildura Rural City Council overall performance have increased significantly over the past 12 months, arresting a trend of steady decline seen since 2017. A similar result is apparent on customer service, with a significant increase reversing a trend decline since 2018. On most individual service areas evaluated, ratings have largely remained similar to last year, although perceptions have increased significantly on community and cultural activities, environmental sustainability and community decisions.

Key influences on perceptions of overall performance

Council should focus on maintaining and improving performance in the individual service areas that most influence perceptions of overall performance, such as informing the community and making decisions in the interests of the community, particularly the latter as it currently has a more negative influence. Other influential services also in need of attention include the condition of sealed roads, lobbying and community consultation – which is mentioned by 17% as something Council needs to do to improve its performance.

Comparison to state and area grouping

Council performs significantly higher than the Regional Centres group and State-wide averages for councils on sealed local roads (and higher than the State-wide average for unsealed roads). It performs significantly lower than these averages on recreational facilities (despite it being the top performing area), community and cultural activities, emergency and disaster management, waste management and lobbying, and performs in line with these averages for councils on all other service areas.

Maintain and improve on gains

A key focus should be to continue improvement on gains made over the last year. Apart from significant gains on influential services such as community decisions, the other services that have a key influence and improved in performance (albeit slightly) this year are informing the community and lobbying. Efforts in these areas should be maintained as they drive overall performance. Residents aged 35 to 49 years rate Council's performance lowest across many services and should also be a focus.

DETAILED FINDINGS



Overall performance



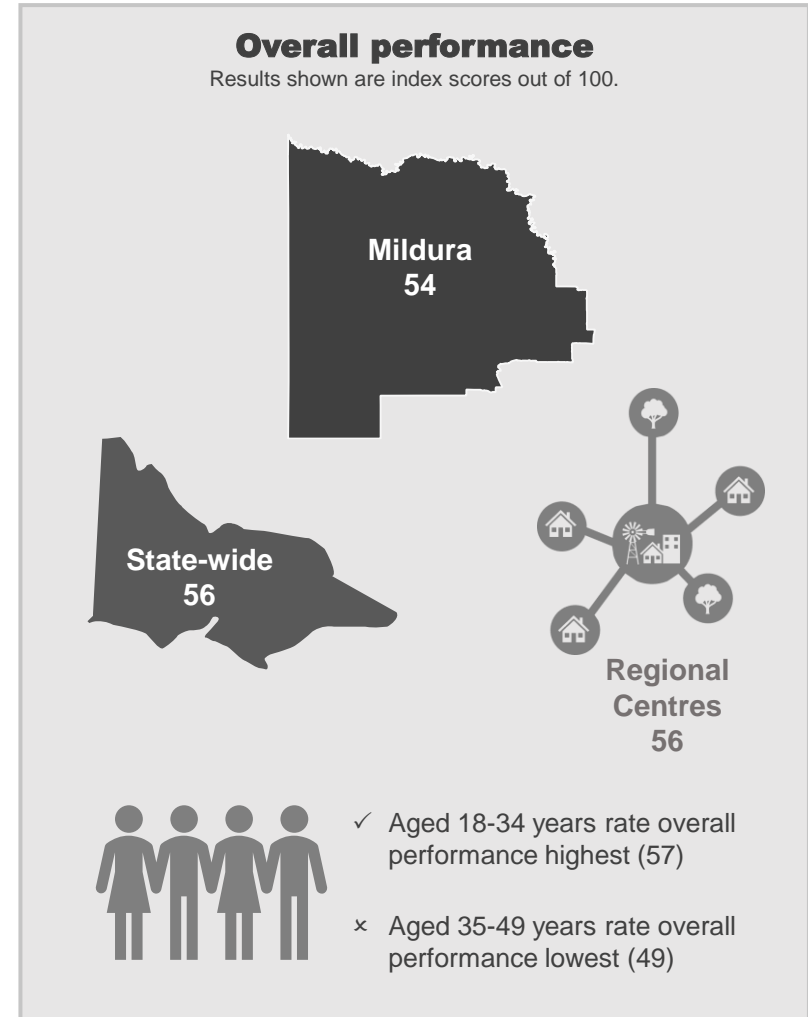
Overall performance

The overall performance index score of 54 for Mildura Rural City Council is significantly higher (up four points) than recorded in 2022. Notably, perceptions of Council's overall performance have increased for the first time since 2017.

- Council's overall performance is now rated on par with the Regional Centres group and State-wide averages for councils (both index score of 56, and noting both have decreased significantly on 2022, counter to Mildura Rural City Council's increase).
- Performance ratings across demographic and geographic cohorts are not significantly different from the Council average.
- Performance ratings have increased significantly this year among residents aged 18 to 34 years (up nine points on 2022).

A quarter of Council residents (25%) rate the value for money they receive from Council in infrastructure and services provided to their community as 'good' or 'very good'. Close to four in 10 Council residents (37%) rate the value for money as 'poor' or 'very poor' and a similar number of residents (35%) rate it as 'average'.

On value for money, Council achieves an index score of 44, which is significantly lower than the Regional Centres group and State-wide averages.





Overall performance

2023 overall performance (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014	
18-34	57	48	54	55	66	61	65	59	61	60
Women	56	51	53	56	56	58	59	57	58	58
Regional Centres	56	59	60	56	58	58	57	55	58	n/a
State-wide	56	59	61	58	60	59	59	59	60	61
65+	55	57	55	58	57	63	57	54	56	55
Mildura	54	50	53	55	57	59	60	55	57	55
50-64	53	44	51	52	48	56	55	51	56	48
Men	52	49	54	55	58	60	60	53	56	52
35-49	49	48	52	53	56	58	60	56	55	56

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

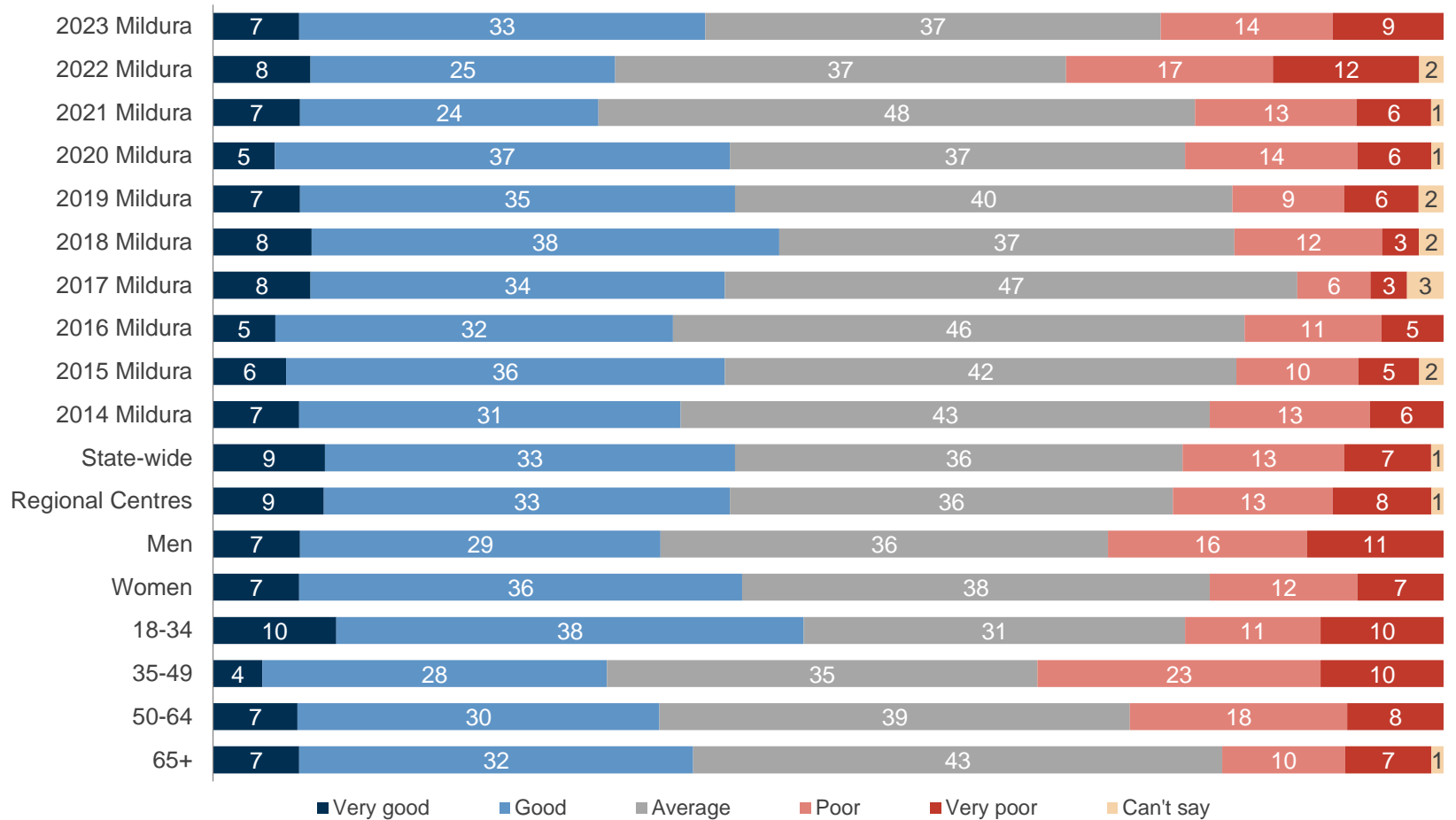
Base: All respondents. Councils asked State-wide: 66 Councils asked group: 9

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



Overall performance

2023 overall performance (%)

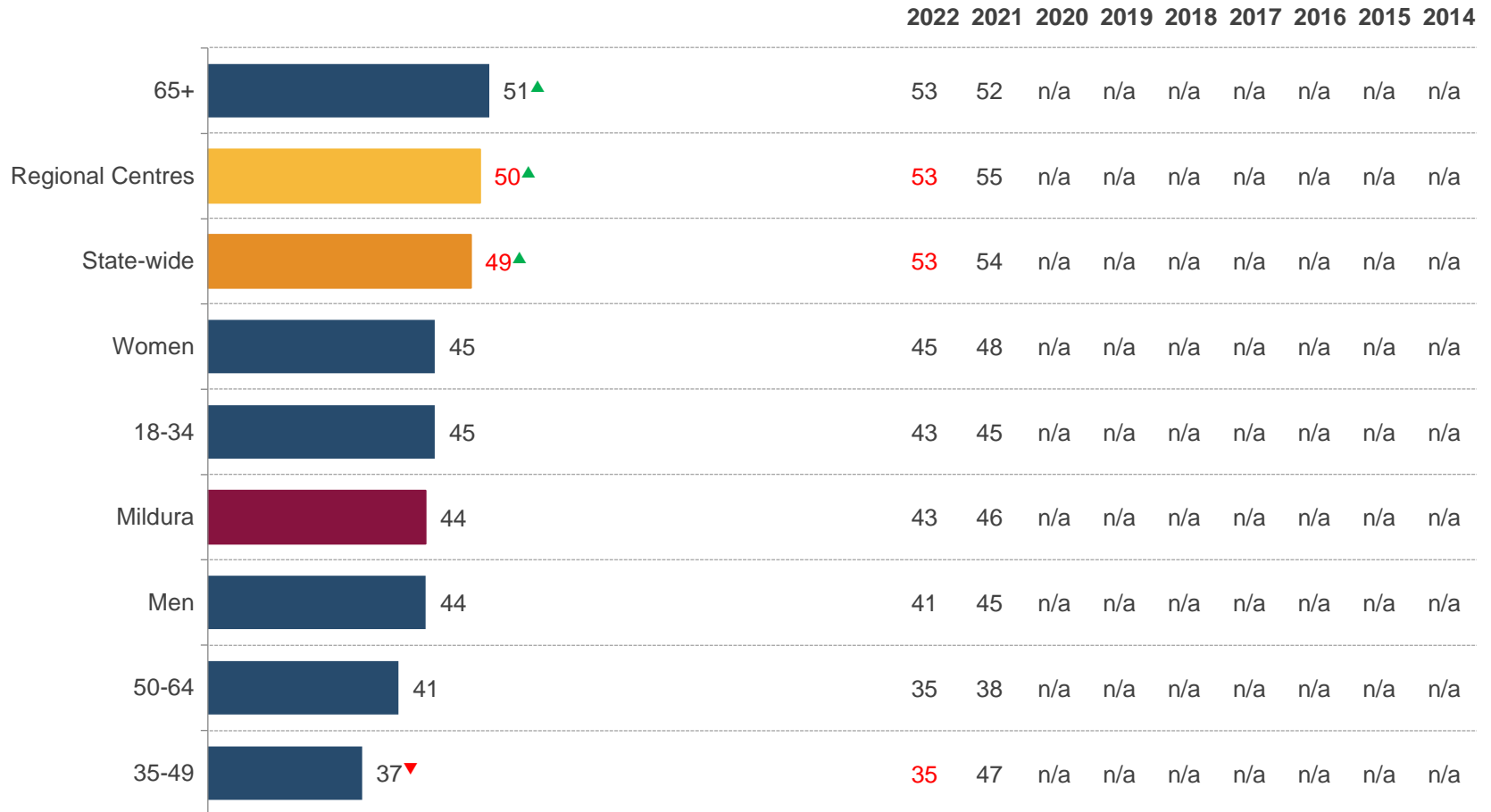


Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Mildura Rural City Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?
 Base: All respondents. Councils asked State-wide: 66 Councils asked group: 9



Value for money in services and infrastructure

2023 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?

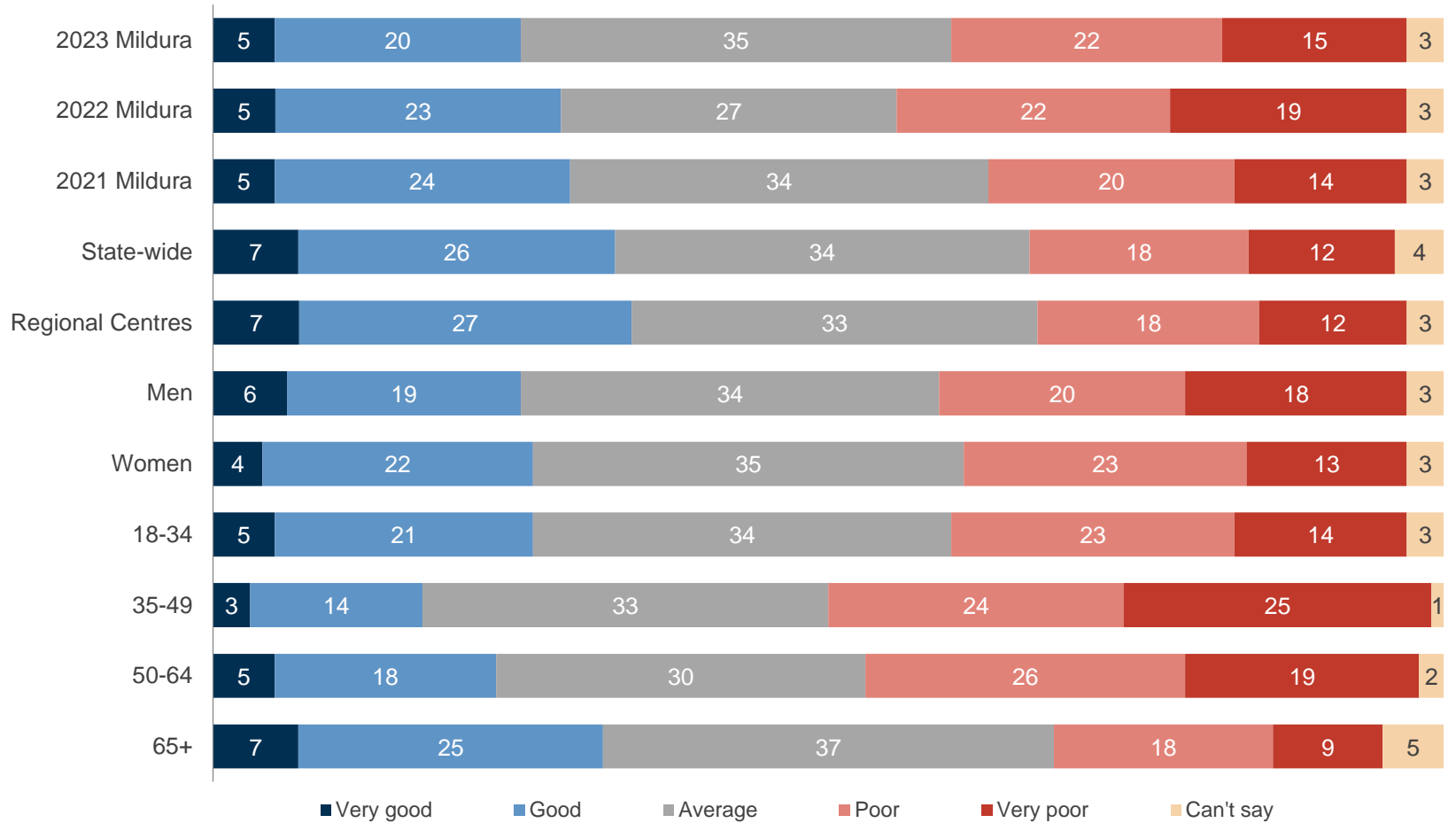
Base: All respondents. Councils asked State-wide: 65 Councils asked group: 9

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



Value for money in services and infrastructure

2023 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: 65 Councils asked group: 9



Top performing service areas

Recreational facilities (index score of 64) is the area where Council performed best in 2023. Perceptions are similar to those seen last year.

- Council performs significantly lower than the Regional Centres group and State-wide averages for councils in this service area (index scores of 69 and 68 respectively).
- Residents aged 65 years and over rate this service area significantly higher than the Council average.

Community and cultural activities are Council's next highest rated service area (index score of 63). Ratings of this service area increased significantly this year (up five points on 2022).

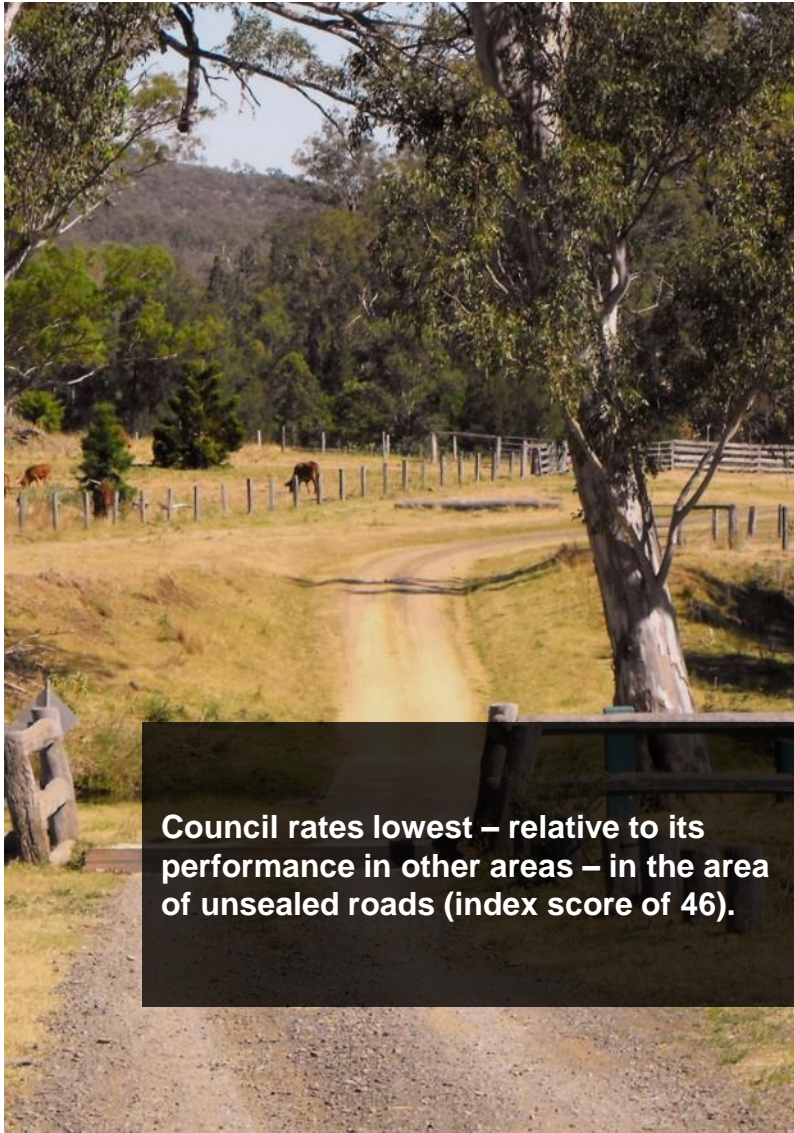
- Community and cultural activities are rated significantly lower than the Regional Centres group and State-wide averages for councils (both 66).
- Perceptions of Council's performance on community and cultural activities have improved significantly this year among residents aged 35 to 49 years (up nine points on 2022) and both among men and women (each up five points).



Recreational facilities (index score of 64) is the area where Council performed best in 2023.



Low performing service areas



Council rates lowest – relative to its performance in other areas – in the area of unsealed roads (index score of 46).

The service area with the lowest rating by Council residents is unsealed roads (index score of 46). This rating is three points higher than the 2022 rating, although the increase is not statistically significant.

- Council performs in line with the Regional Centres group average for councils (index score of 45) and significantly higher than the State-wide average for councils (index score of 37).
- Council residents aged 18 to 34 years rate this service area significantly higher this year (up 10 points on 2022).

Lobbying, community decisions and community consultation are Council's next lowest performing areas (index scores of 48, 49 and 50 respectively) and have a strong influence on Council's overall performance, so improvements in these service areas will likely be effective in improving overall performance.

Council is on par with the Regional Centres group and State-wide averages on community consultation and engagement, and community decisions, but below these averages on lobbying.

Close to two in 10 Council residents (17%) volunteer community consultation as Council's service area most in need of improvement.



Individual service area performance

2023 individual service area performance (index scores)

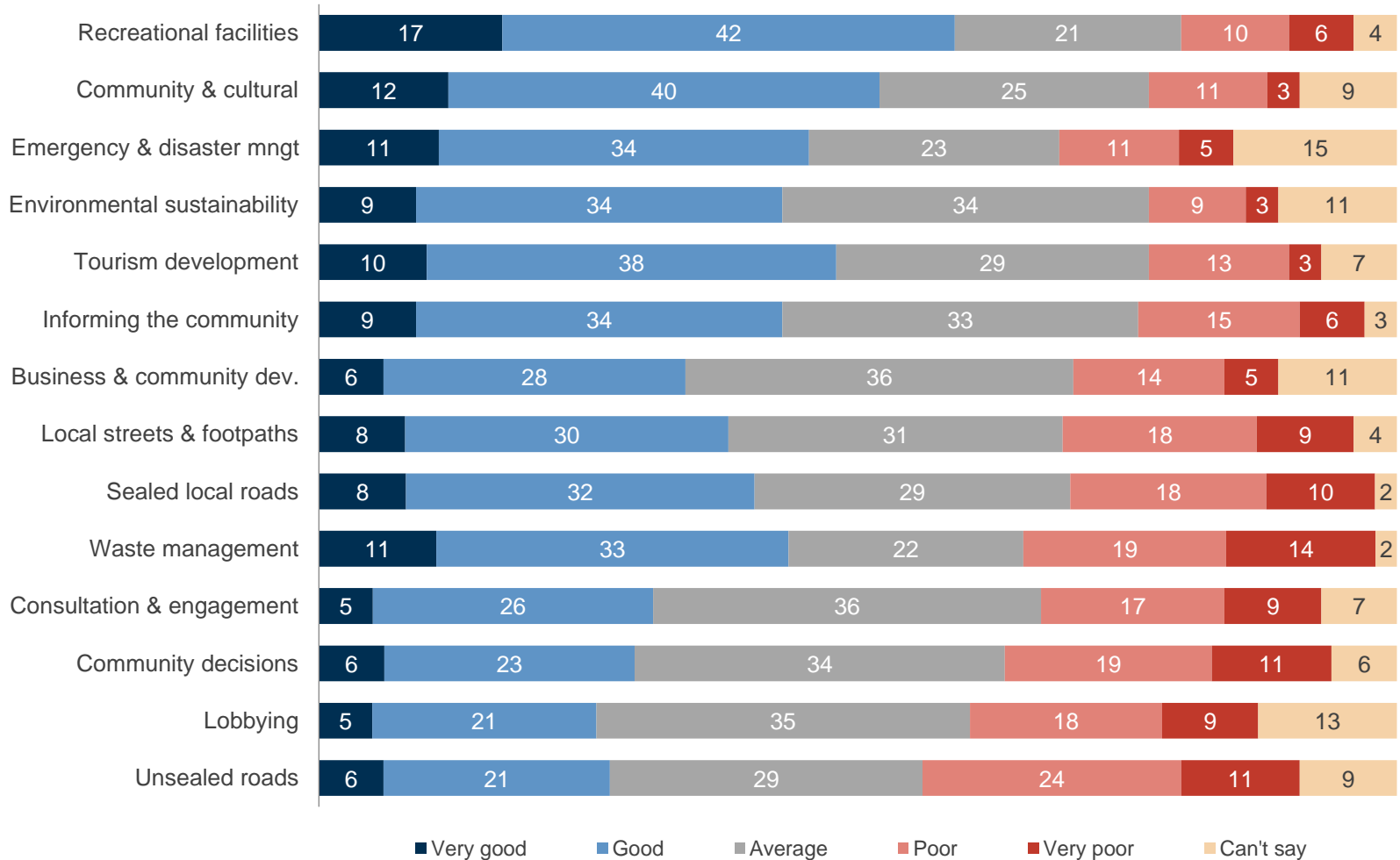
	2022	2021	2020	2019	2018	2017	2016	2015	2014
Recreational facilities	64	63	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Community & cultural	63	58	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Emergency & disaster mngt	61	61	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Environmental sustainability	60	56	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Tourism development	60	57	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Informing the community	57	54	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Business & community dev.	55	52	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Local streets & footpaths	53	53	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Sealed local roads	52	54	59	55	57	57	56	54	58
Waste management	52	52	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Consultation & engagement	50	49	50	54	56	56	58	55	57
Community decisions	49	45	48	50	53	54	56	51	54
Lobbying	48	46	52	55	55	53	54	51	52
Unsealed roads	46	43	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: 66 Councils asked group: 9
 Note: Please see Appendix A for explanation of significant differences.



Individual service area performance

2023 individual service area performance (%)



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

- Informing the community.

Ensuring residents are kept well informed about key local issues and Council activities provides the greatest opportunity to drive up overall opinion of Council's performance.

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

- Decisions made in the interest of the community
- The condition of sealed local roads
- Lobbying on behalf of the community
- Recreational facilities
- Community consultation and engagement
- Emergency management
- Waste management
- Business and community development
- Environmental sustainability.

Looking at these key service areas only, Council's highest performance index is on recreational facilities

(64) and it also performs well on emergency management (61) and environmental sustainability (60). All are moderate influences on the overall performance rating.

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

Other service areas with a moderate influence on overall perceptions but where Council performs less well are community consultation, waste management, sealed local roads and business and community development (index of 50, 52, 52 and 55 respectively).

Engaging with constituents, particularly around community development, and ensuring waste services and road maintenance are well managed can also help shore up positive opinion of Council.

However, most in need of attention are Council's lobbying and the more influential area of its decision making, which are both rated as poor (index of 48 and 49 respectively).

It will be important to demonstrate Council efforts to advance and defend local interests, and to ensure good communication and transparency with residents in Council decision making, to help improve overall performance ratings.



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.

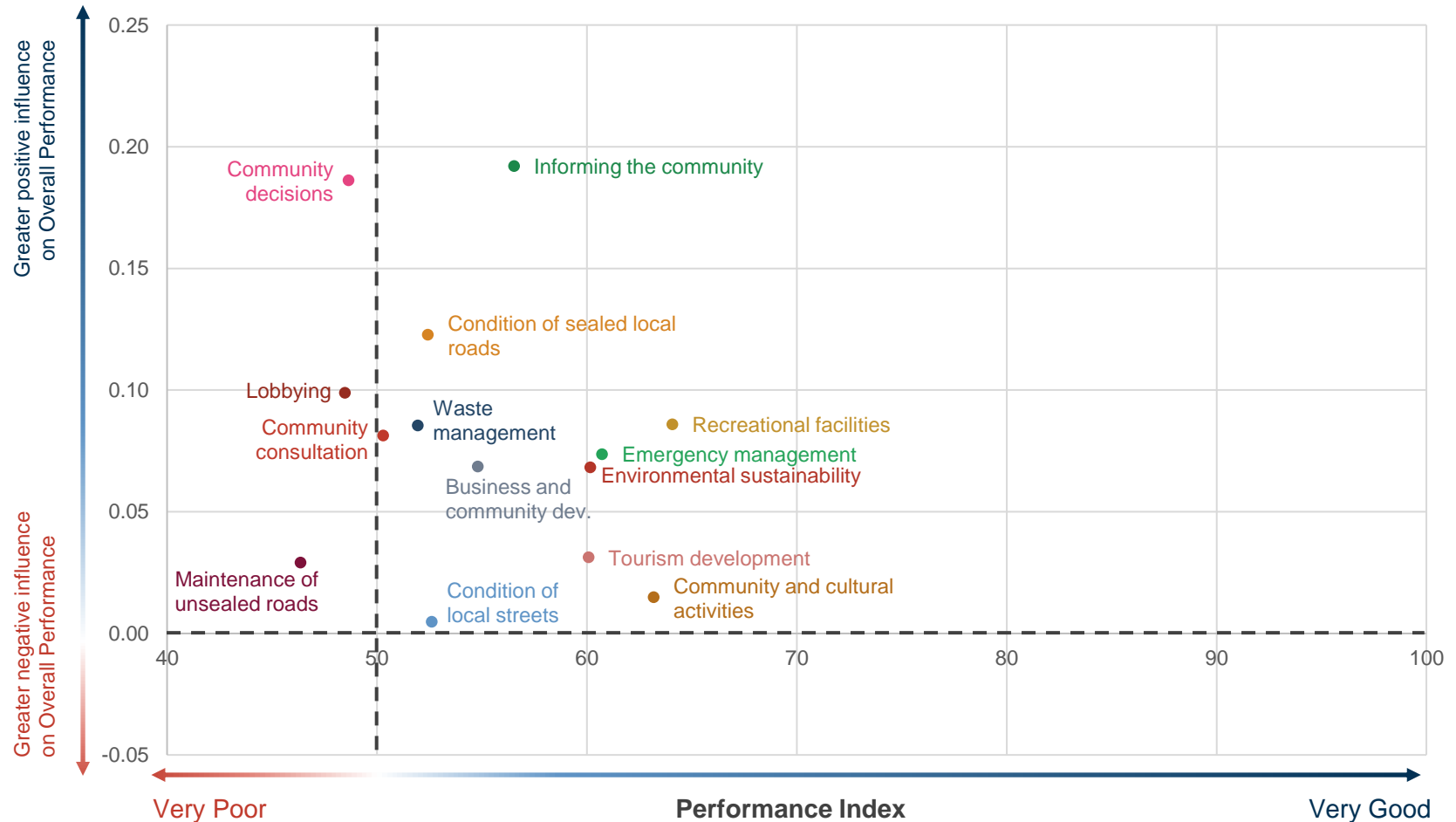
1. **The first chart** shows the results of a regression analysis of *all* individual service areas selected by Council.
2. **The second chart** shows the results of a regression performed on a smaller set of service areas, being those with a moderate-to-strong influence on overall performance. Service 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

2023 regression analysis (all service areas)

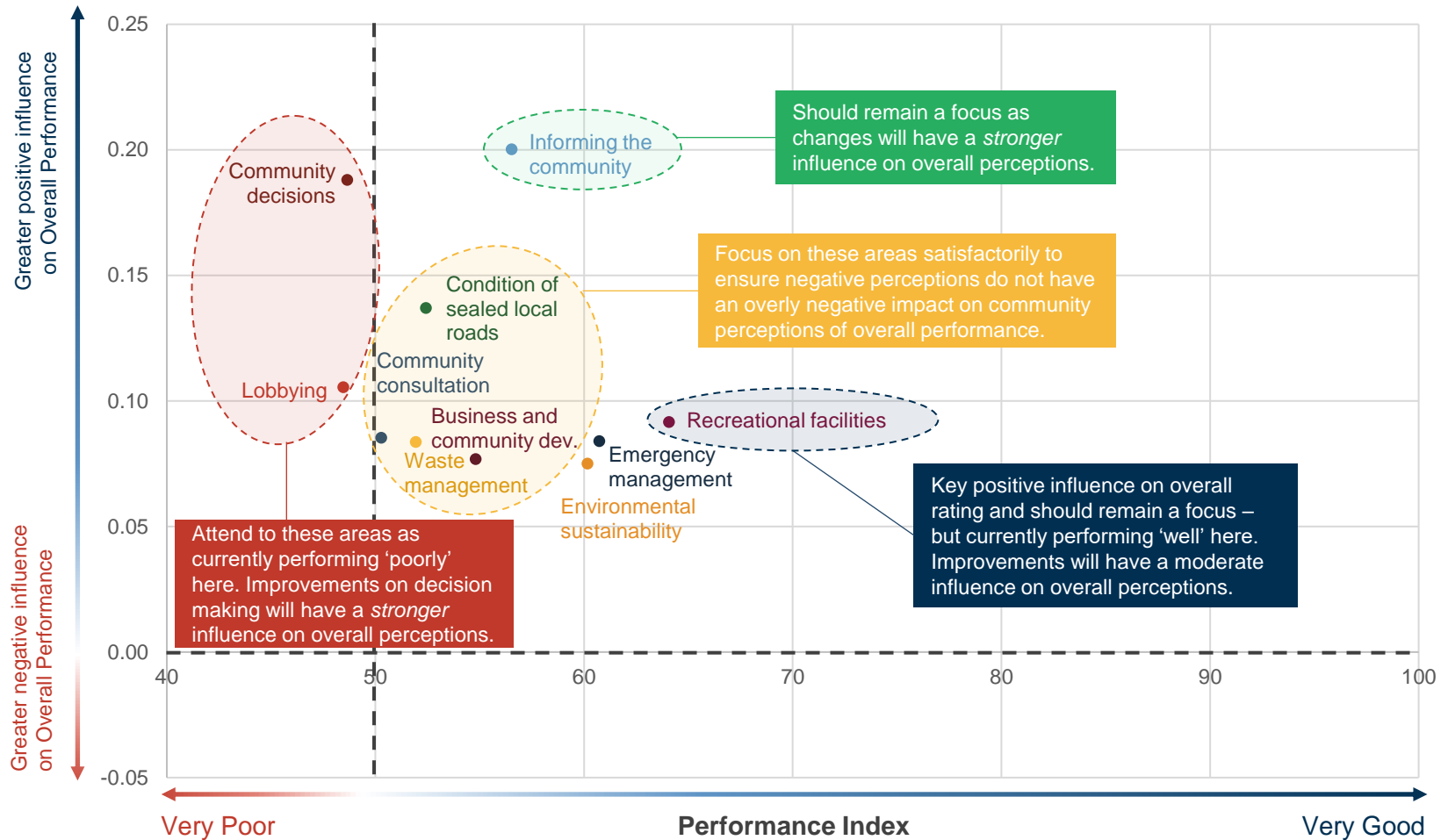


The multiple regression analysis model above (all service areas) has an R^2 value of 0.646 and adjusted R^2 value of 0.637, which means that 64% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at $p = 0.0001$, $F = 76.17$. 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

2023 regression analysis (key service areas)

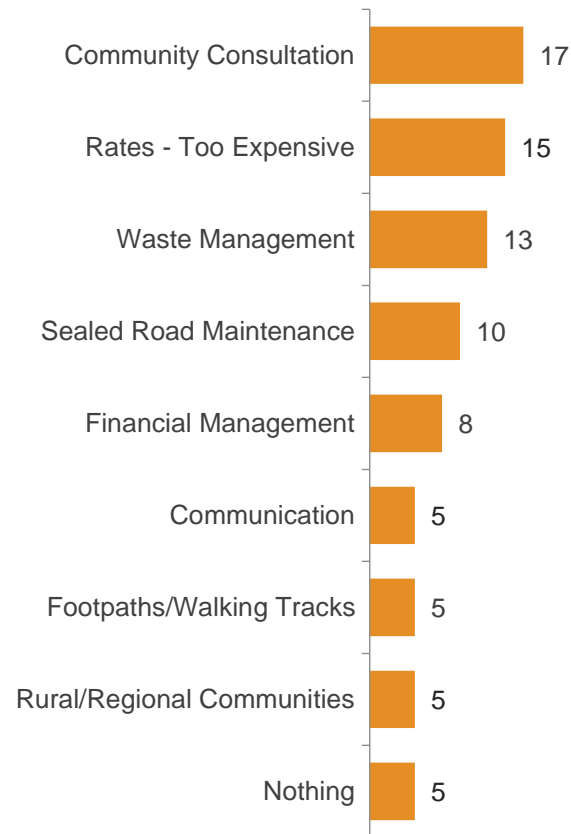


The multiple regression analysis model above (reduced set of service areas) has an R² value of 0.644 and adjusted R² value of 0.638, which means that 64% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at p = 0.0001, F = 106.74.



Areas for improvement

2023 areas for improvement (%)
 - Top mentions only -



Q17. What does Mildura Rural City Council MOST need to do to improve its performance?
 Base: All respondents. Councils asked State-wide: 53 Councils asked group: 8
 A verbatim listing of responses to this question can be found in the accompanying dashboard.



Customer service



Contact with council and customer service

Contact with council

More than half of Council residents (54%) have had contact with Council in the last 12 months. Rate of contact has been relatively stable since 2020.

- Rate of contact is in line with the Regional Centres group average (58%) and significantly lower than the State-wide average (62%).
- Rate of contact has increased significantly this year (up 15 percentage points on 2022) among residents aged 18 to 34 years.



Among those residents who have had contact with Council, 65% provide a positive customer service rating of 'very good' or 'good', including 31% of residents who rate council's customer service as 'very good'.

Customer service

Perceptions of Council's customer service (index score of 69) have increased significantly this year (up seven points on 2022). This increase marks the first time since 2018 that perceptions of Council's customer service have improved.

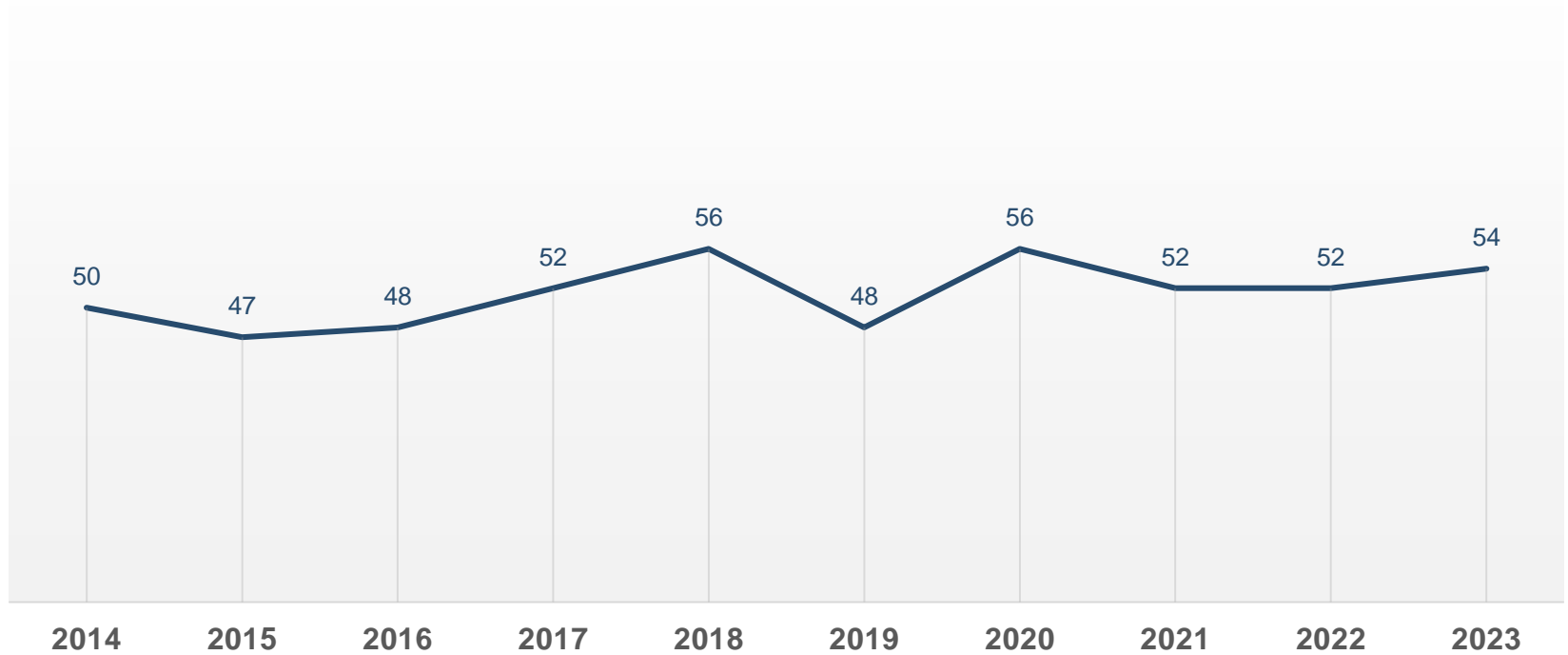
- Customer service is rated in line with the Regional Centres group and State-wide averages (index scores of 68 and 67 respectively).
- Ratings across demographic cohorts are not significantly different from the Council average.
- Ratings increased significantly this year (up 14 points on 2022 to an index score of 70) among residents aged 18 to 34 years and also among men (up 12 points to 67).

Among those residents who have had contact with Council, close to two thirds (65%) provide a positive customer service rating of 'very good' or 'good'. This is five times as many as those who rate the customer service as 'poor' or 'very poor' (13%).



Contact with council

2023 contact with council (%)
Have had contact



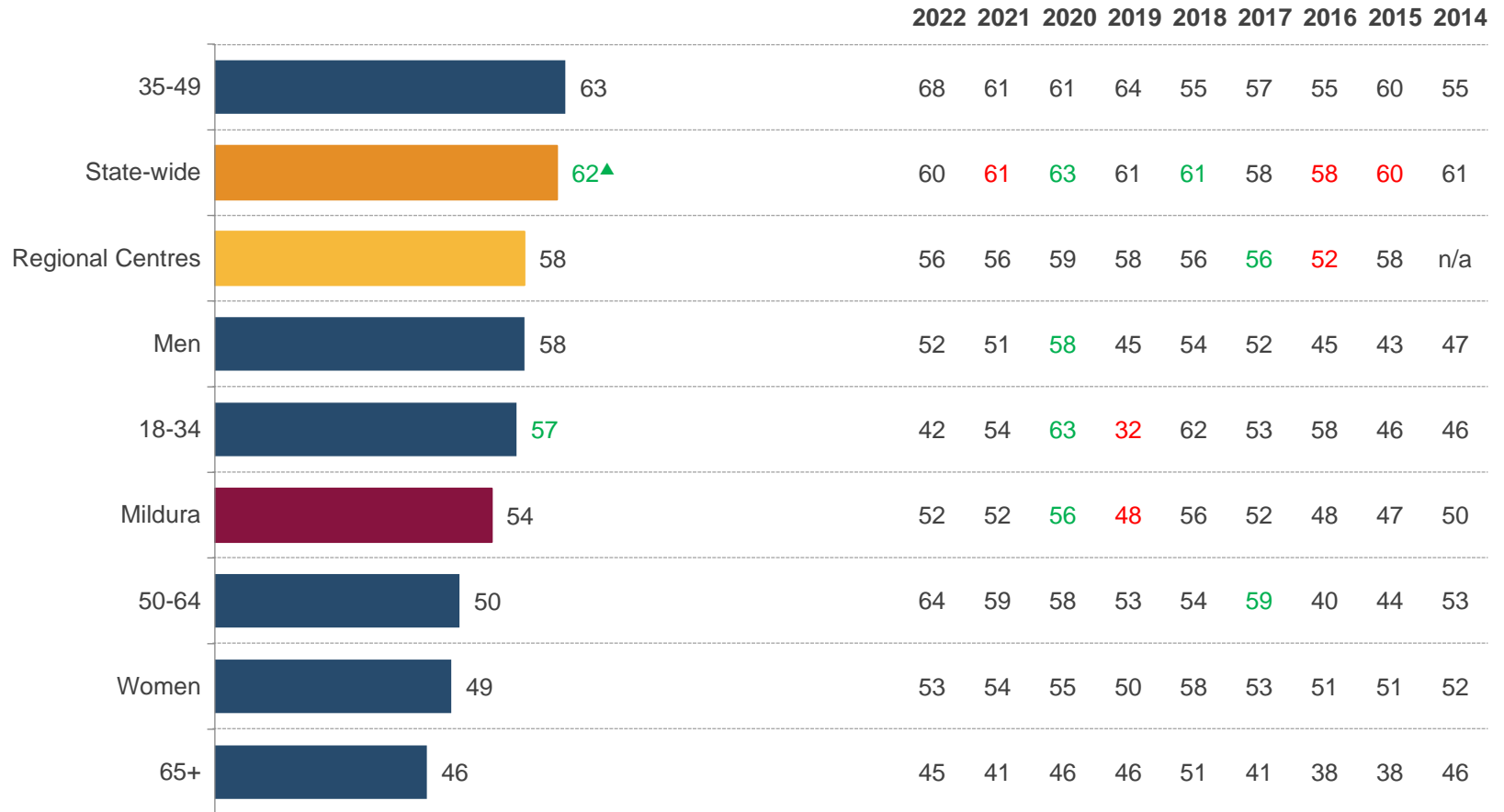
Q5. Over the last 12 months, have you or any member of your household had any contact with Mildura Rural City Council? This may have been in person, in writing, by telephone conversation, by text message, by email or via their website or social media such as Facebook or Twitter?

Base: All respondents. Councils asked State-wide: 41 Councils asked group: 5



Contact with council

2023 contact with council (%)



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

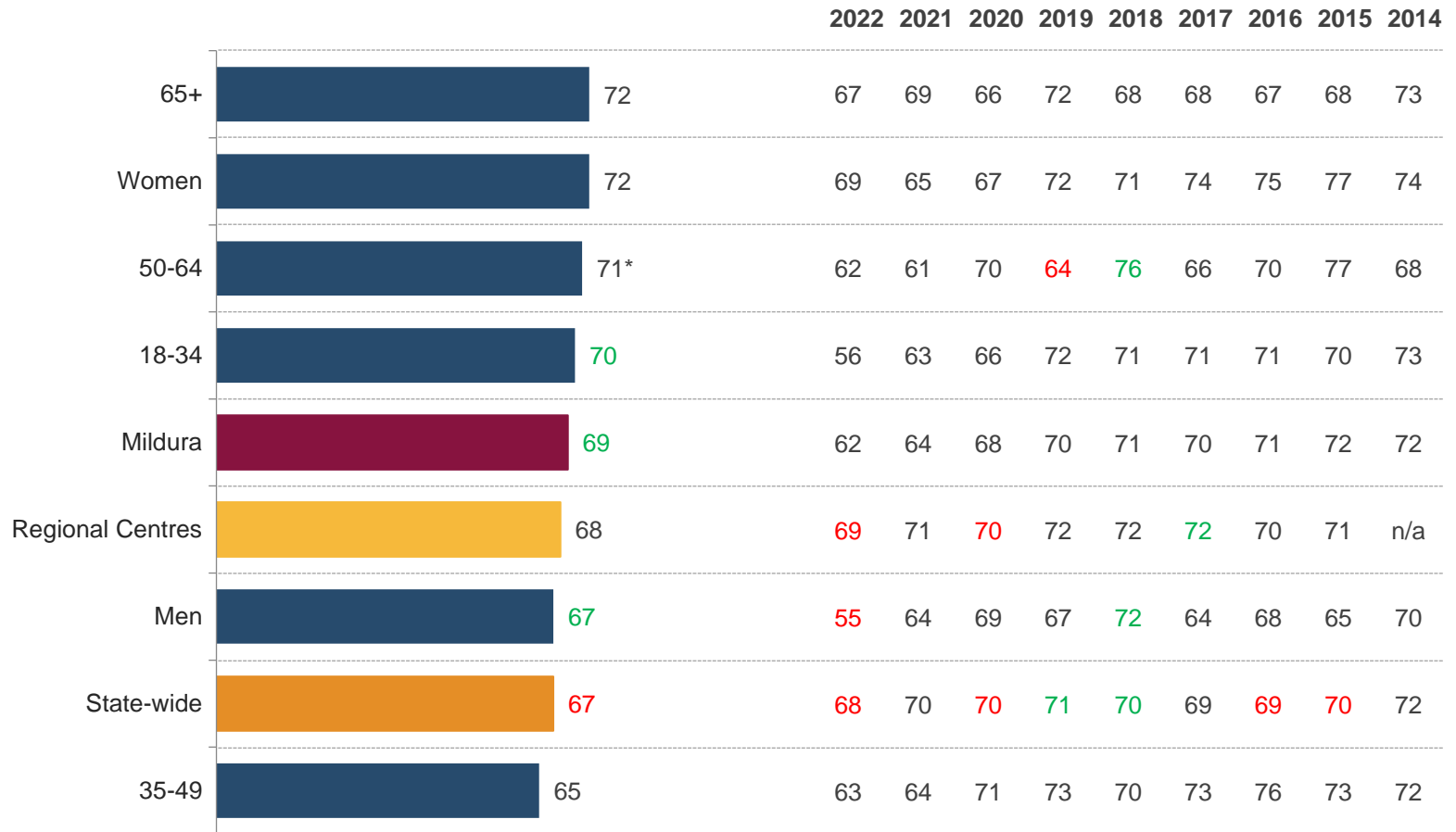
Base: All respondents. Councils asked State-wide: 41 Councils asked group: 5

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



Customer service rating

2023 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: 66 Councils asked group: 9

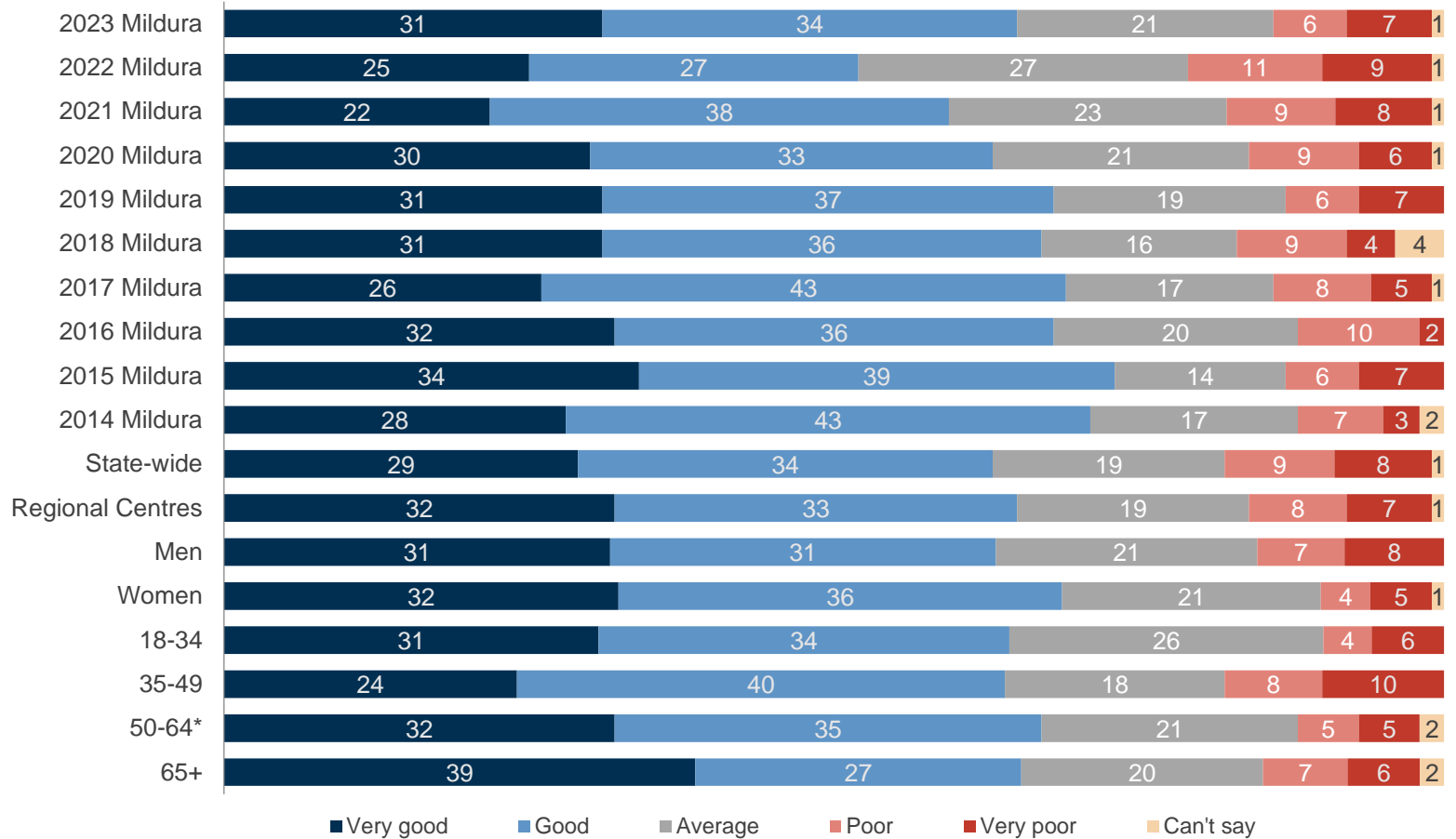
Note: Please see Appendix A for explanation of significant differences.

*Caution: small sample size < n=30



Customer service rating

2023 customer service rating (%)



Q5c. Thinking of the most recent contact, how would you rate Mildura Rural City Council for customer service?
 Please keep in mind we do not mean the actual outcome but rather the actual service that was received.
 Base: All respondents who have had contact with Council in the last 12 months.
 Councils asked State-wide: 66 Councils asked group: 9
 *Caution: small sample size < n=30



Council direction

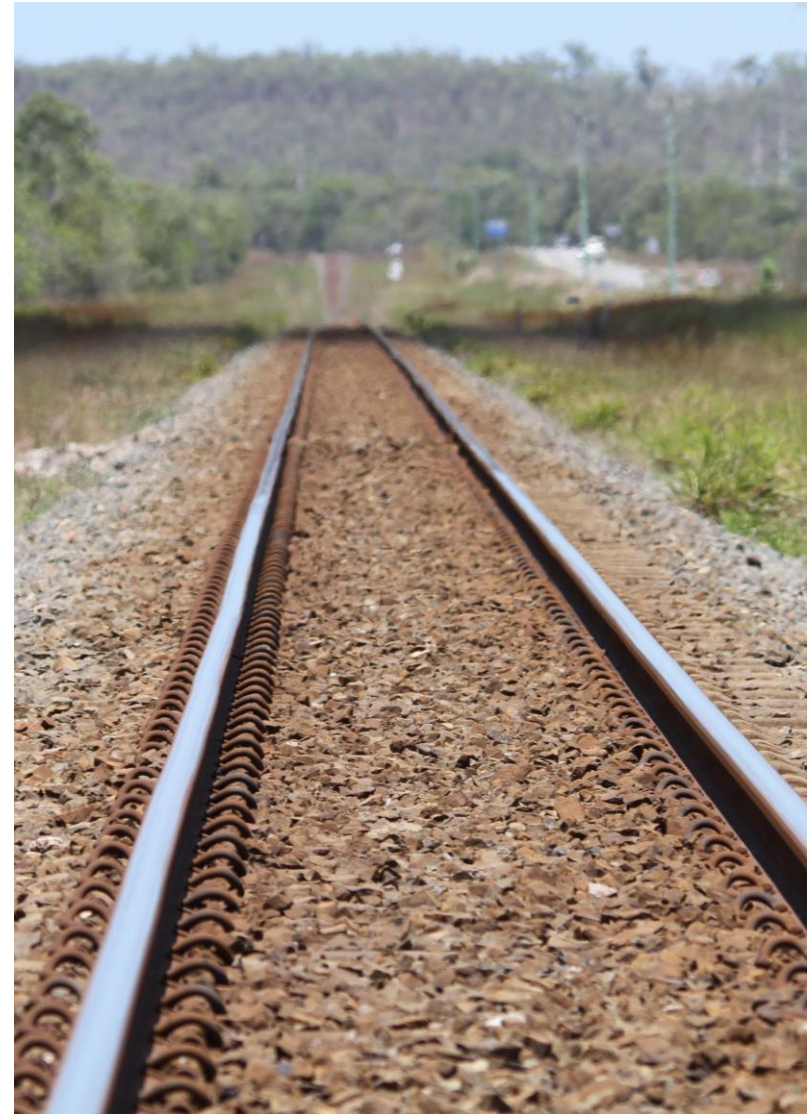
Council direction

Over the last 12 months, 61% of Council residents believe the direction of Council's overall performance has stayed the same (up two percentage points since 2022)

- 17% believe the direction has improved in the last 12 months (up three percentage points on 2022).
- 19% believe it has deteriorated, which is down four percentage points on 2022.

Perceptions of the direction of Council's overall performance (index score of 49) are slightly higher than 2022, but still sit lower than historical levels seen in 2017 and 2018.

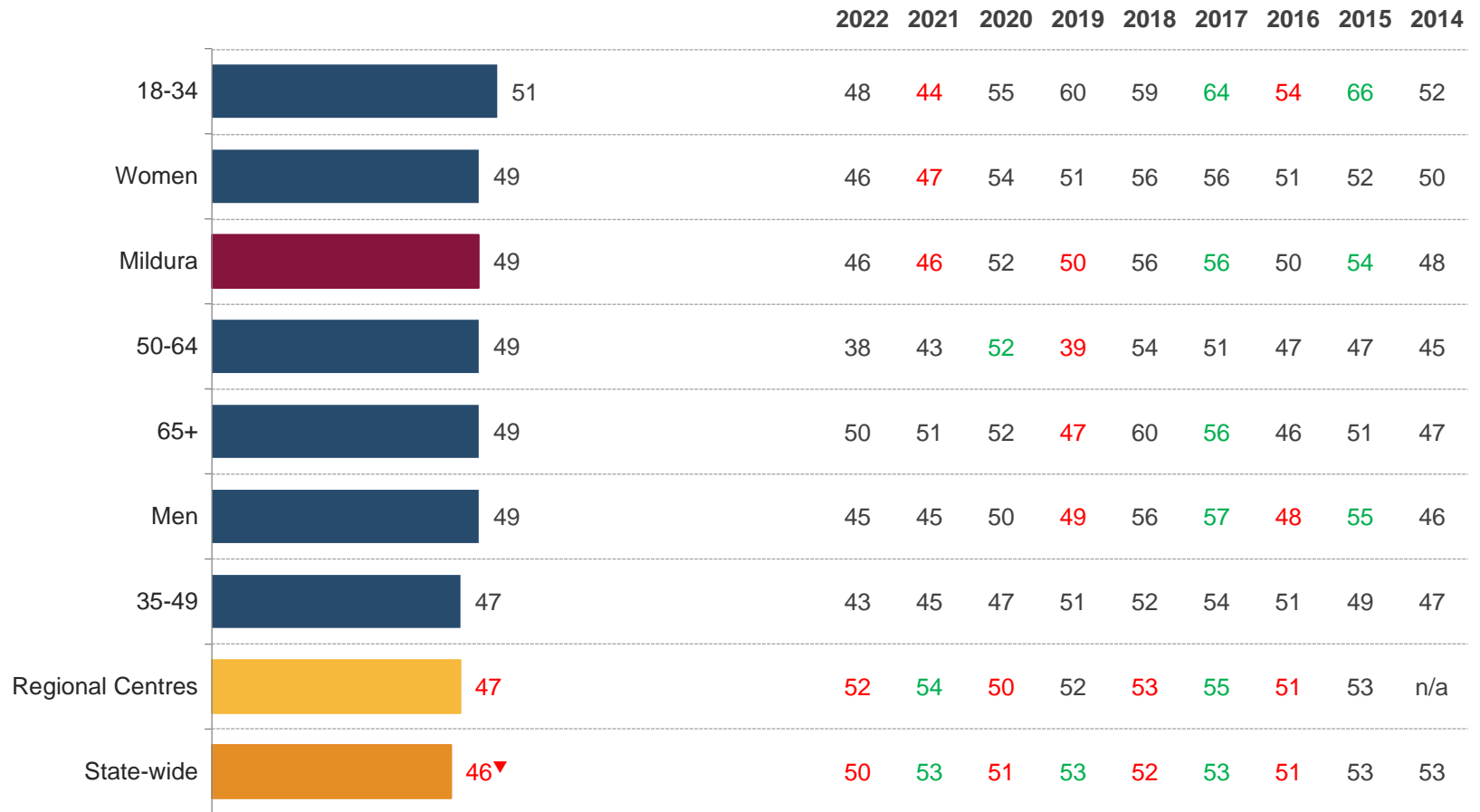
- These perceptions are in now line with the Regional Centres group average and significantly higher than the State-wide average (index scores of 47 and 46 respectively, both of which declined significantly this year).
- Ratings across demographic cohorts are not significantly different from the Council average.
- The most satisfied with Council direction are residents aged 18 to 34 years, whereas the least satisfied with Council direction are residents aged 35 to 49 years.





Overall council direction last 12 months

2023 overall council direction (index scores)



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

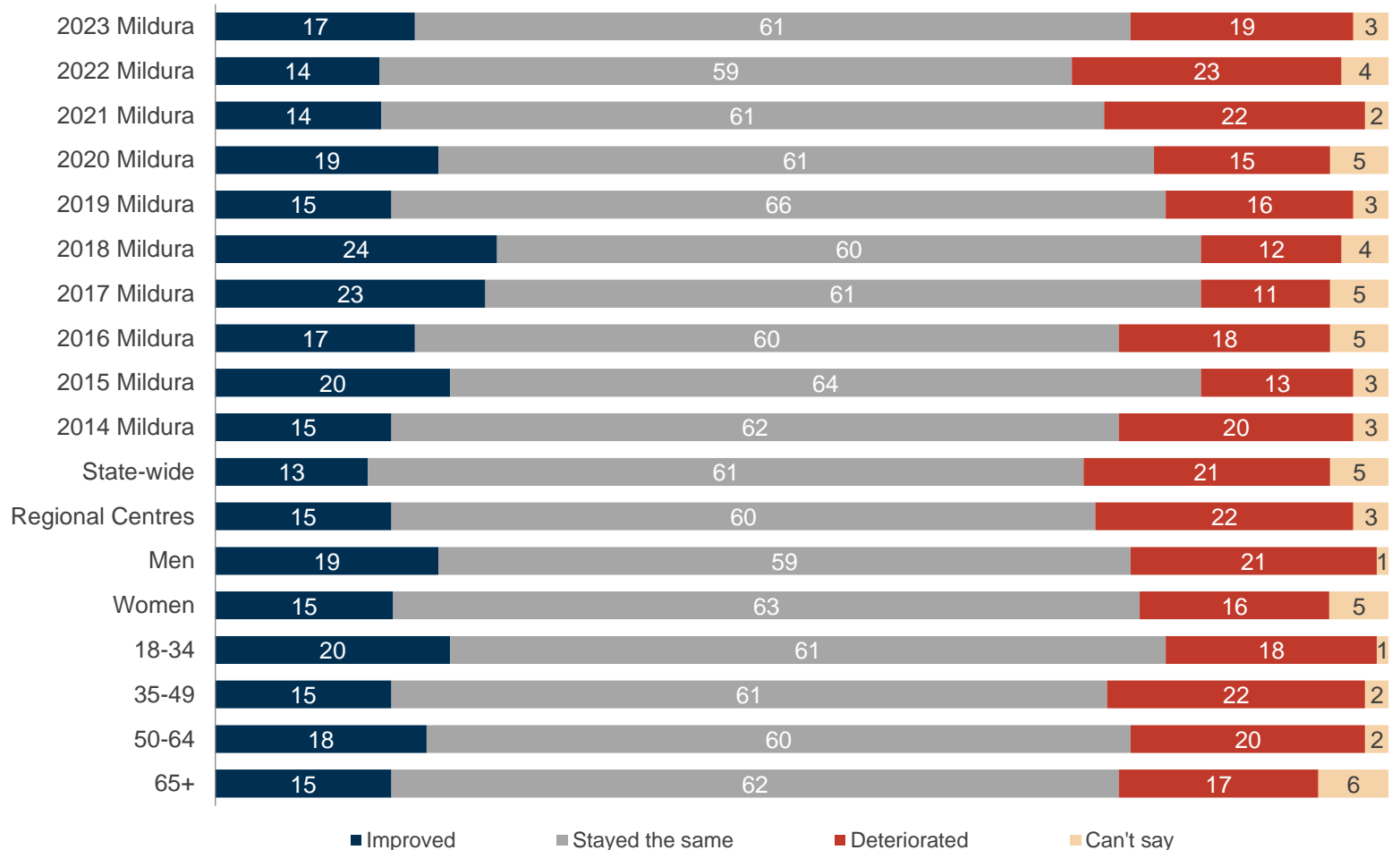
Base: All respondents. Councils asked State-wide: 66 Councils asked group: 9

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



Overall council direction last 12 months

2023 overall council direction (%)



Q6. Over the last 12 months, what is your view of the direction of Mildura Rural City Council's overall performance?
 Base: All respondents. Councils asked State-wide: 66 Councils asked group: 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



2023 consultation and engagement performance (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014
18-34	49	55	57	64	56	62	59	66	63
Women	49	51	54	57	56	59	57	58	59
State-wide	54	56	55	56	55	55	54	56	57
65+	54	48	57	54	58	57	50	52	56
Regional Centres	54	54	51	54	55	54	52	53	n/a
Mildura	49	50	54	56	56	58	55	57	57
50-64	43	45	48	47	54	54	51	51	51
Men	49	49	53	56	57	56	52	56	56
35-49	46	50	49	58	58	58	58	58	57

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

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

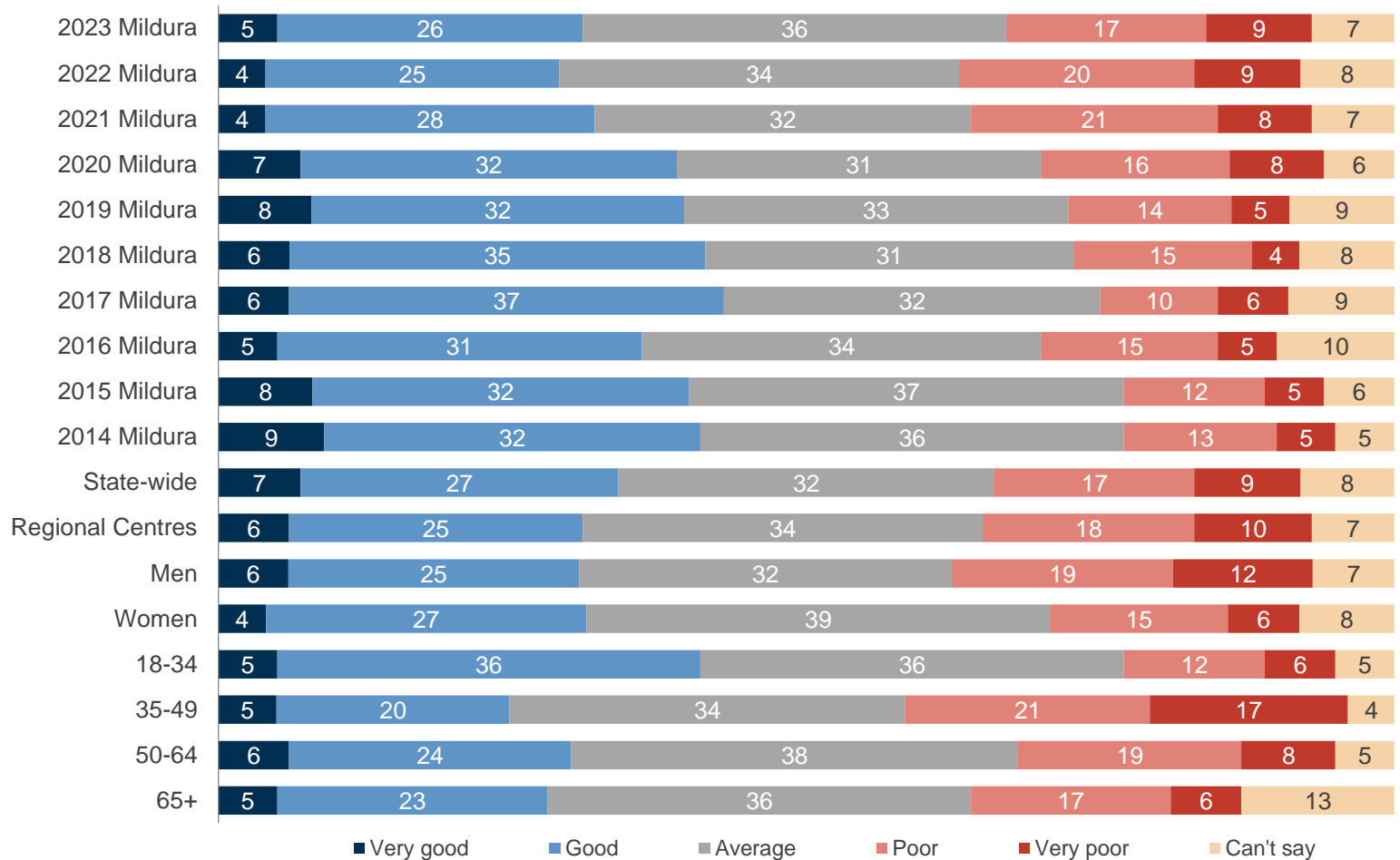
Note: Please see Appendix A for explanation of significant differences.



Community consultation and engagement performance



2023 consultation and engagement performance (%)



Q2. How has Council performed on 'Community consultation and engagement' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 66 Councils asked group: 9



Lobbying on behalf of the community performance



2023 lobbying performance (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014
Regional Centres	55	56▲	52	54	54	54	52	55	n/a
65+	53	52	57	57	55	51	50	51	53
State-wide	53	55▲	53	54	54	54	53	55	56
18-34	45	55	59	60	53	62	50	58	62
Men	46	51	55	55	54	55	49	51	53
Mildura	46	52	55	55	53	54	51	52	54
Women	47	53	56	55	51	54	53	53	56
35-49	43	52	52	55	52	53	52	52	52
50-64	42	47	51	46	50	50	51	49	48

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

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

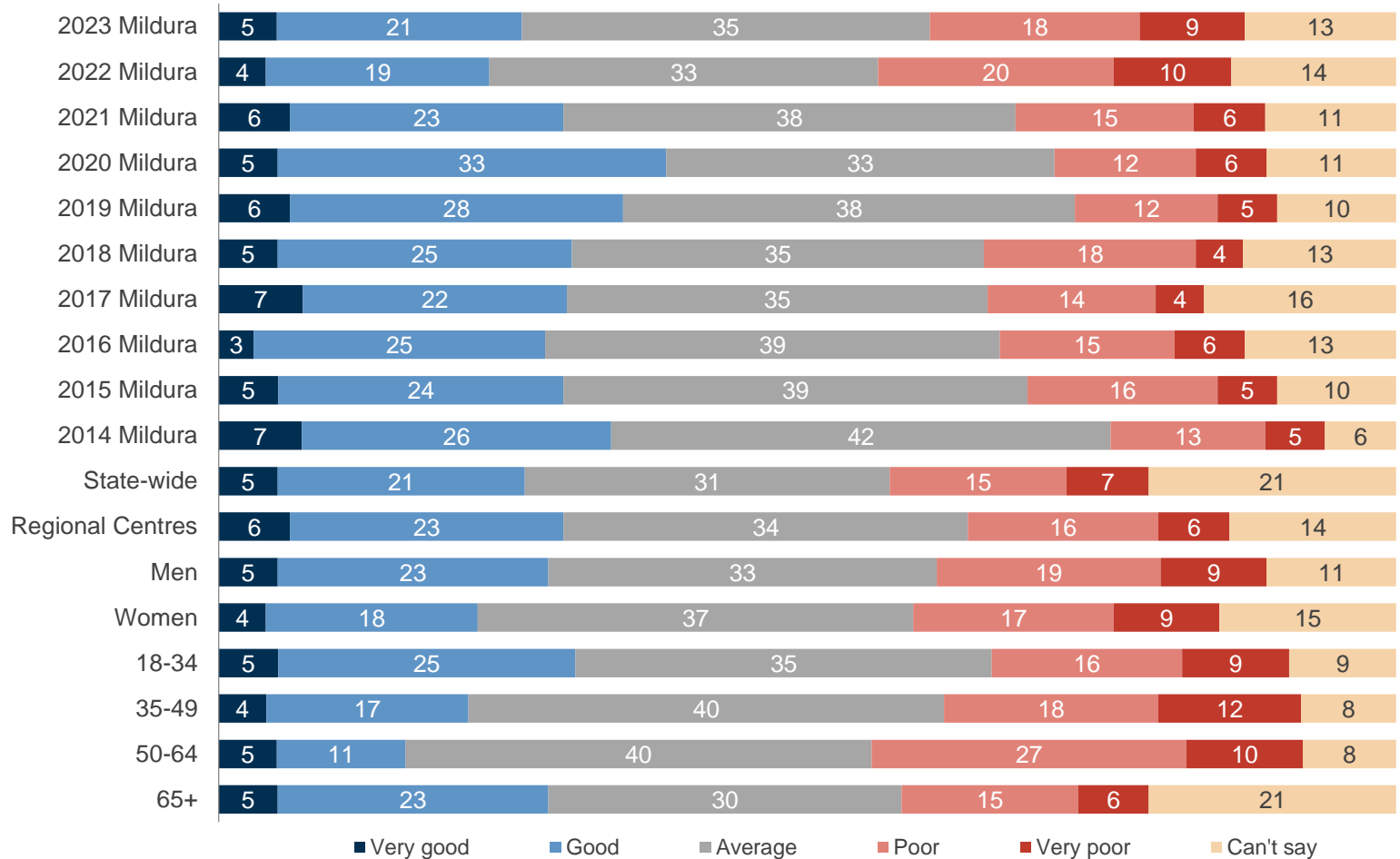
Note: Please see Appendix A for explanation of significant differences.



Lobbying on behalf of the community performance



2023 lobbying performance (%)



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

Decisions made in the interest of the community performance



2023 community decisions made performance (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014	
65+	52	53	48	52	56	61	55	49	53	52
State-wide	51	54	56	53	55	54	54	54	55	57
Women	50	47	47	51	53	54	54	53	54	56
Regional Centres	50	54	54	50	52	52	52	51	52	n/a
18-34	49	41	49	52	58	54	59	51	59	58
Mildura	49	45	48	50	53	54	56	51	54	54
Men	47	43	48	48	53	55	57	49	53	51
50-64	46	40	42	49	47	52	53	50	49	48
35-49	44	43	51	45	51	53	56	54	54	55

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

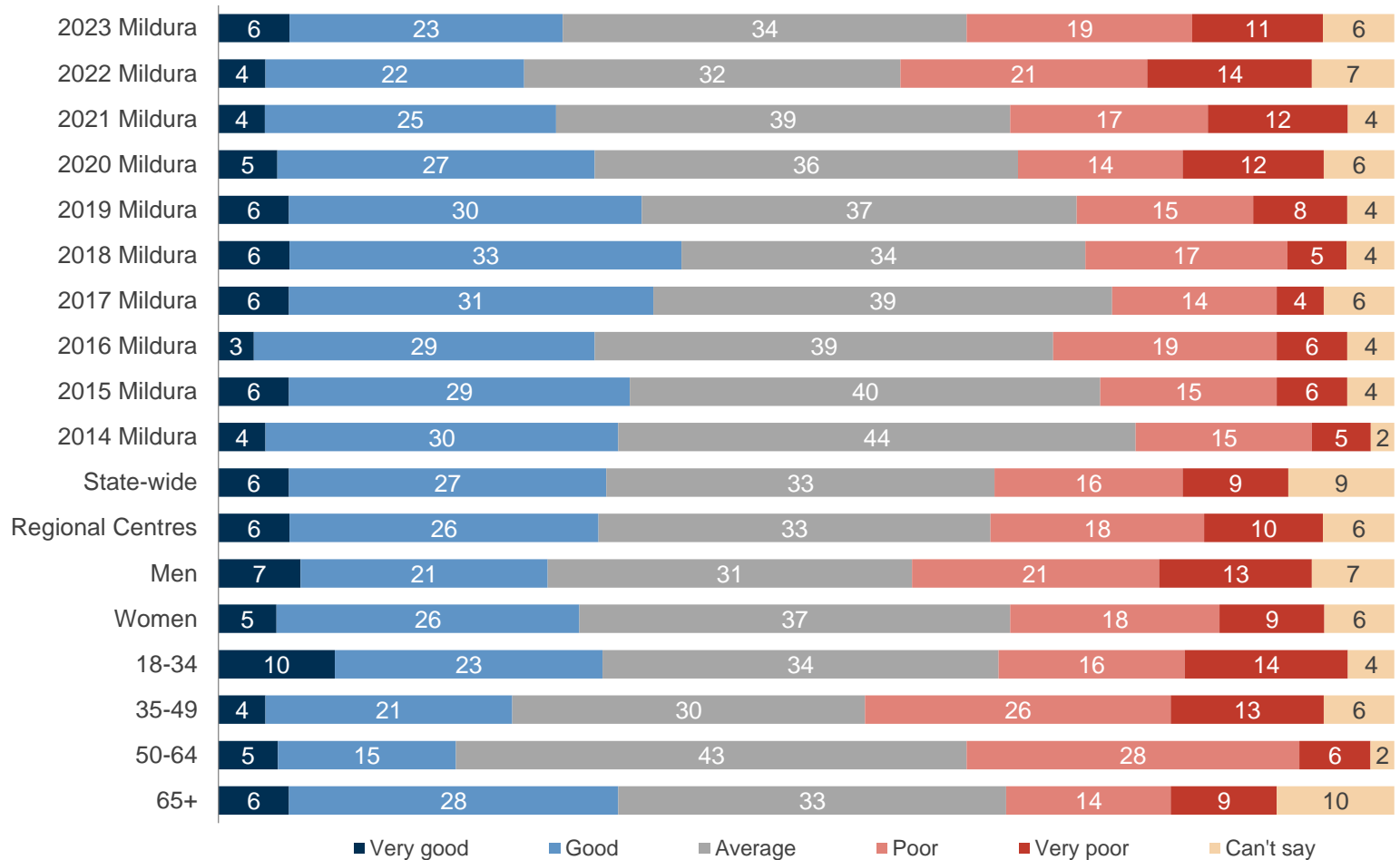
Base: All respondents. Councils asked State-wide: 66 Councils asked group: 9

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

Decisions made in the interest of the community performance



2023 community decisions made performance (%)



Q2. How has Council performed on 'Decisions made in the interest of the community' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 66 Councils asked group: 9

The condition of sealed local roads in your area performance



2023 sealed local roads performance (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014	
65+	54	58	62	59	61	59	59	57	59	n/a
18-34	54	53	62	55	58	60	60	55	60	n/a
Men	53	53	61	54	59	58	56	54	58	n/a
Mildura	52	54	59	55	57	57	56	54	58	n/a
Women	52	54	58	56	56	56	56	55	58	n/a
50-64	51	47	53	52	52	54	51	51	57	n/a
Regional Centres	49▼	54	60	55	57	54	53	54	55	n/a
35-49	48	54	58	52	60	55	55	53	54	n/a
State-wide	48▼	53	57	54	56	53	53	54	55	55

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

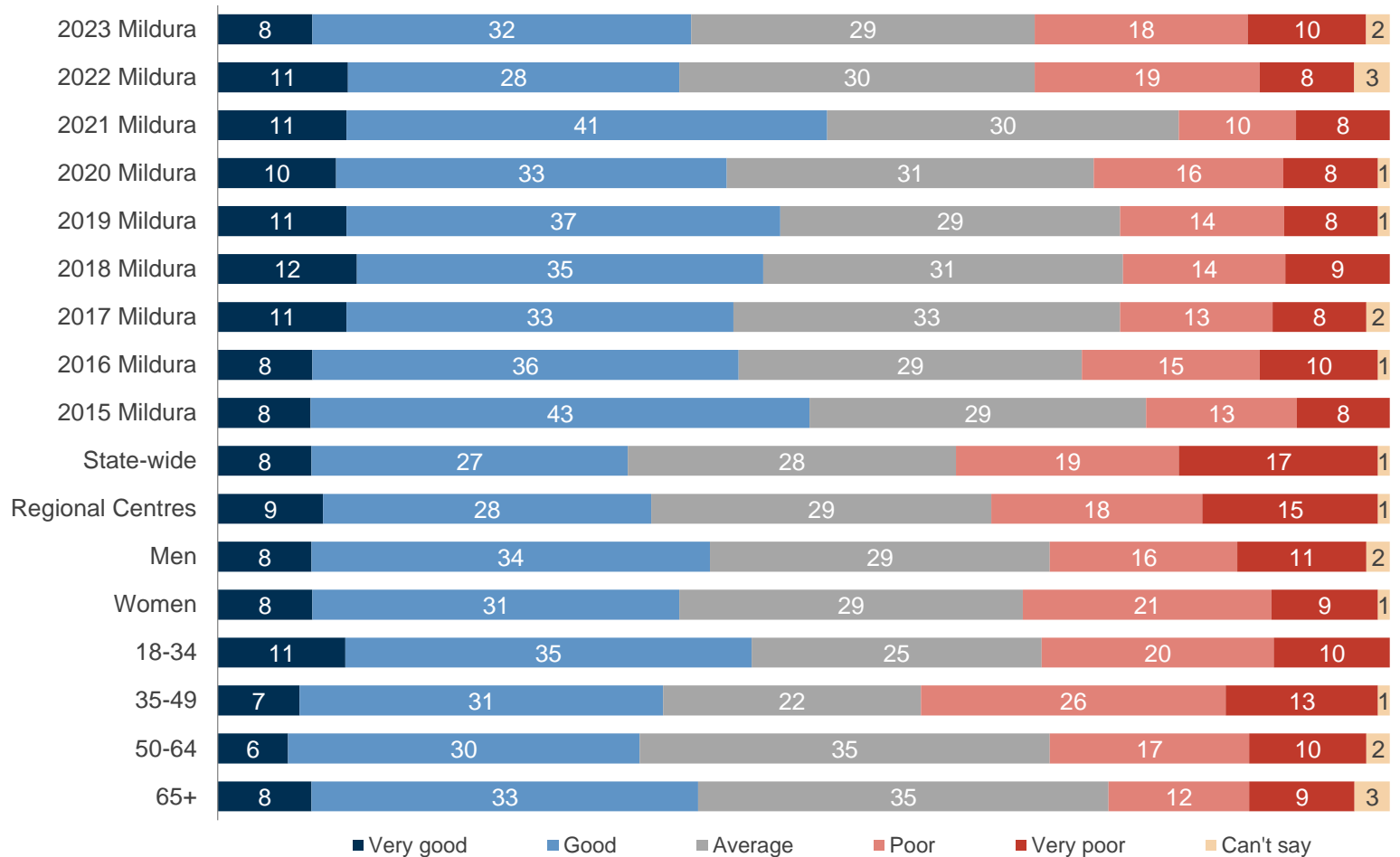
Base: All respondents. Councils asked State-wide: 66 Councils asked group: 9

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

The condition of sealed local roads in your area performance



2023 sealed local roads performance (%)



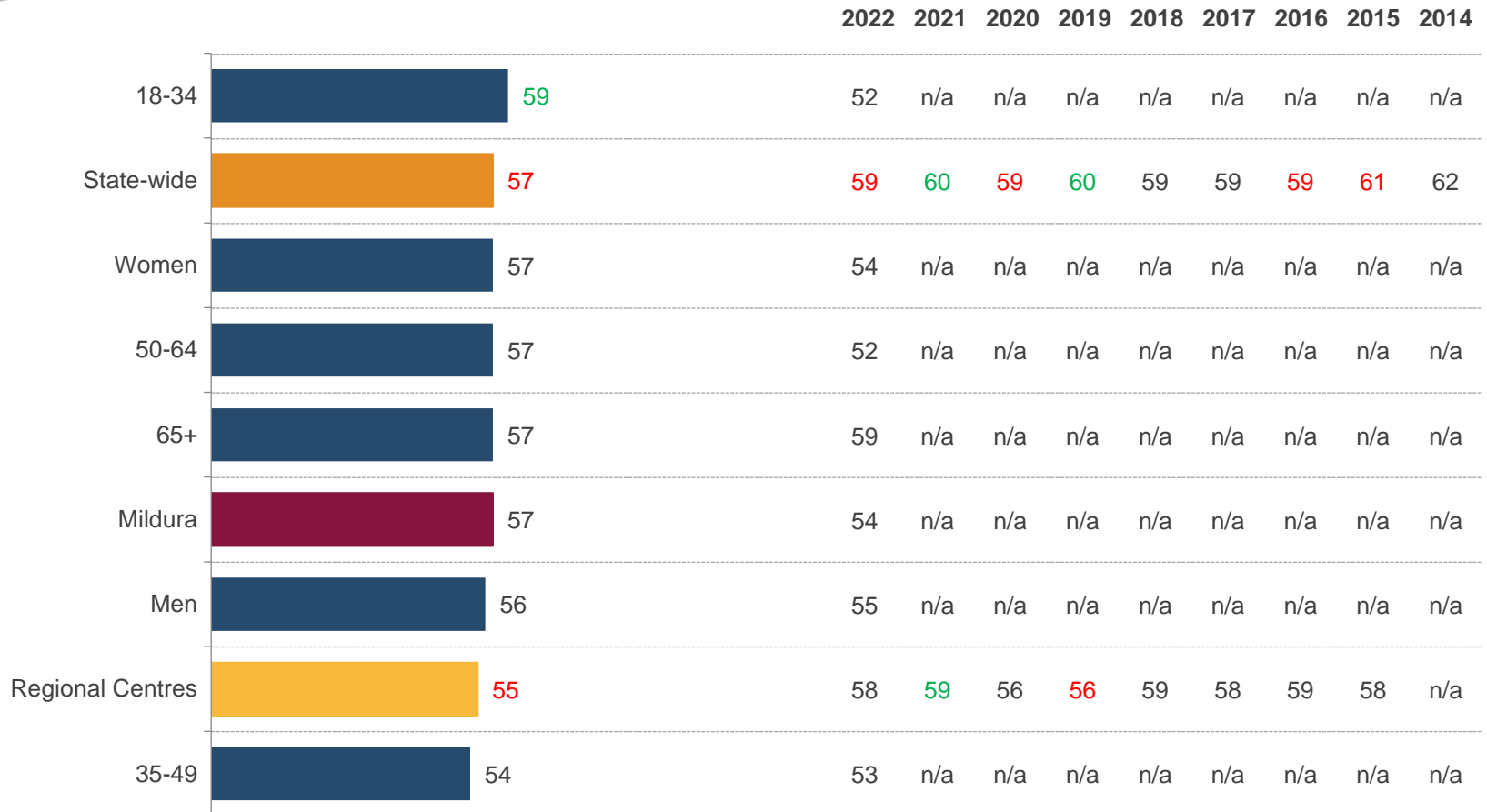
Q2. How has Council performed on 'The condition of sealed local roads in your area' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 66 Councils asked group: 9



Informing the community performance



2023 informing community performance (index scores)



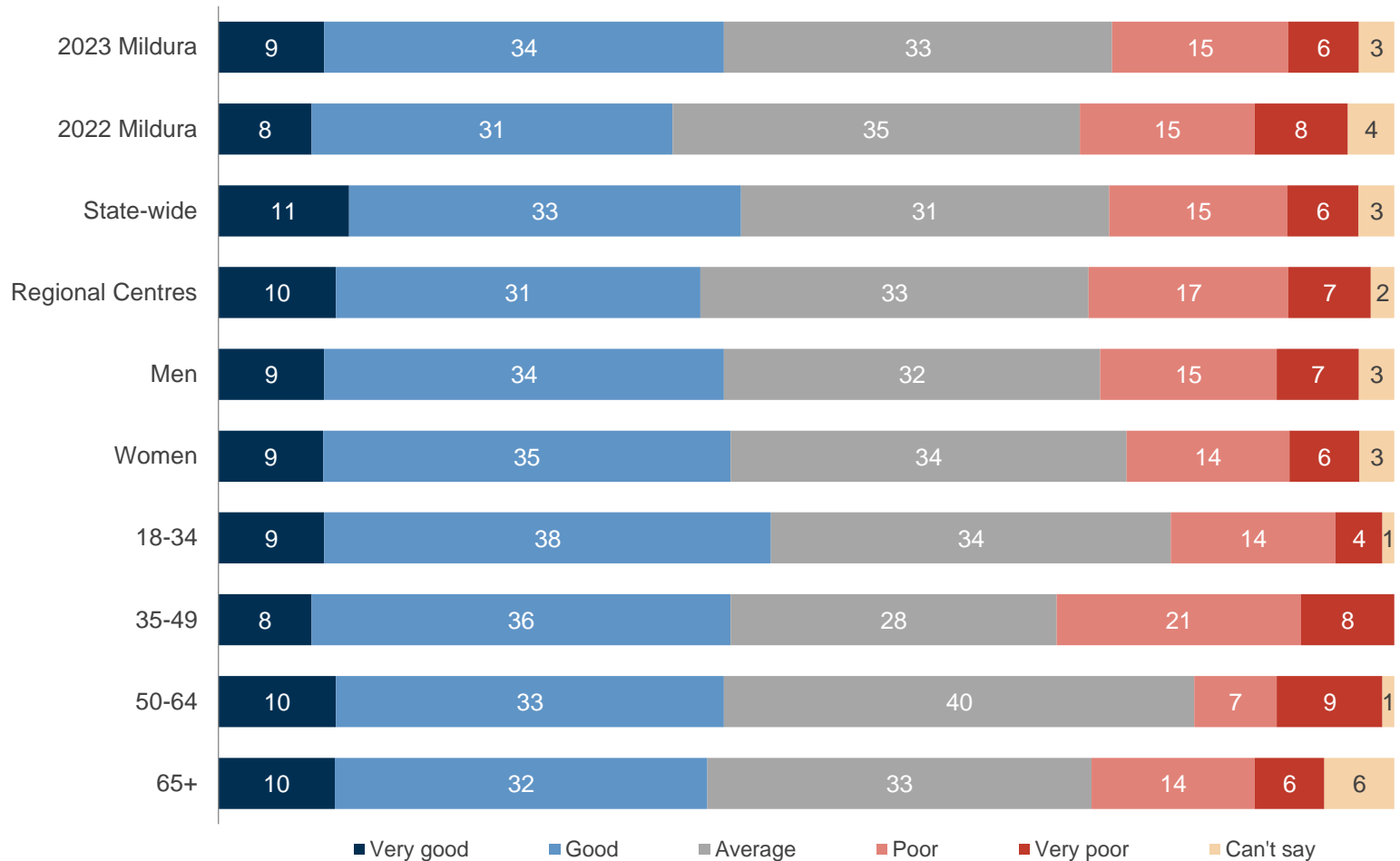
Q2. How has Council performed on 'Informing the community' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 38 Councils asked group: 6
 Note: Please see Appendix A for explanation of significant differences.



Informing the community performance



2023 informing community performance (%)

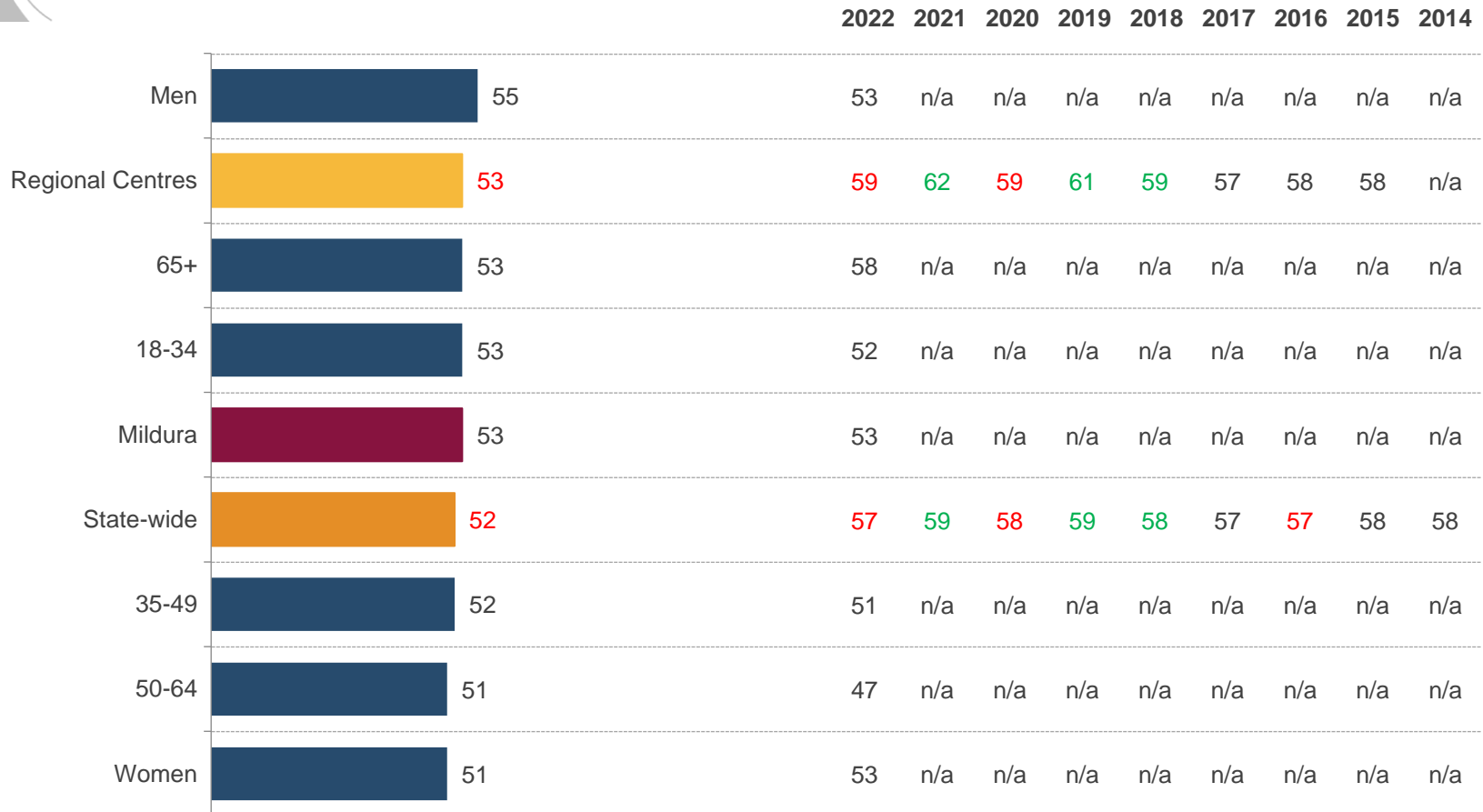


Q2. How has Council performed on 'Informing the community' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 38 Councils asked group: 6

The condition of local streets and footpaths in your area performance



2023 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?

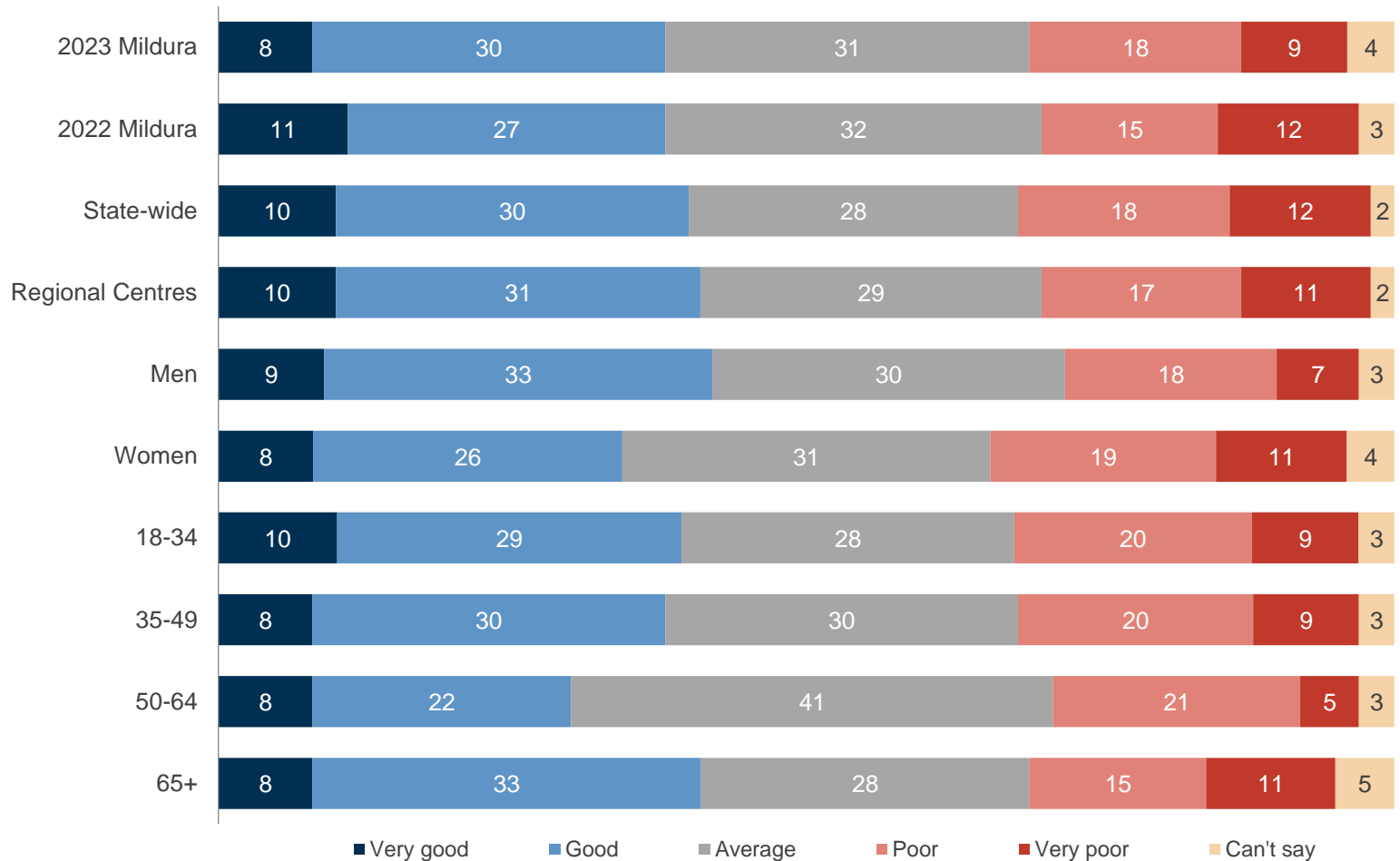
Base: All respondents. Councils asked State-wide: 33 Councils asked group: 6

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

The condition of local streets and footpaths in your area performance



2023 streets and footpaths performance (%)



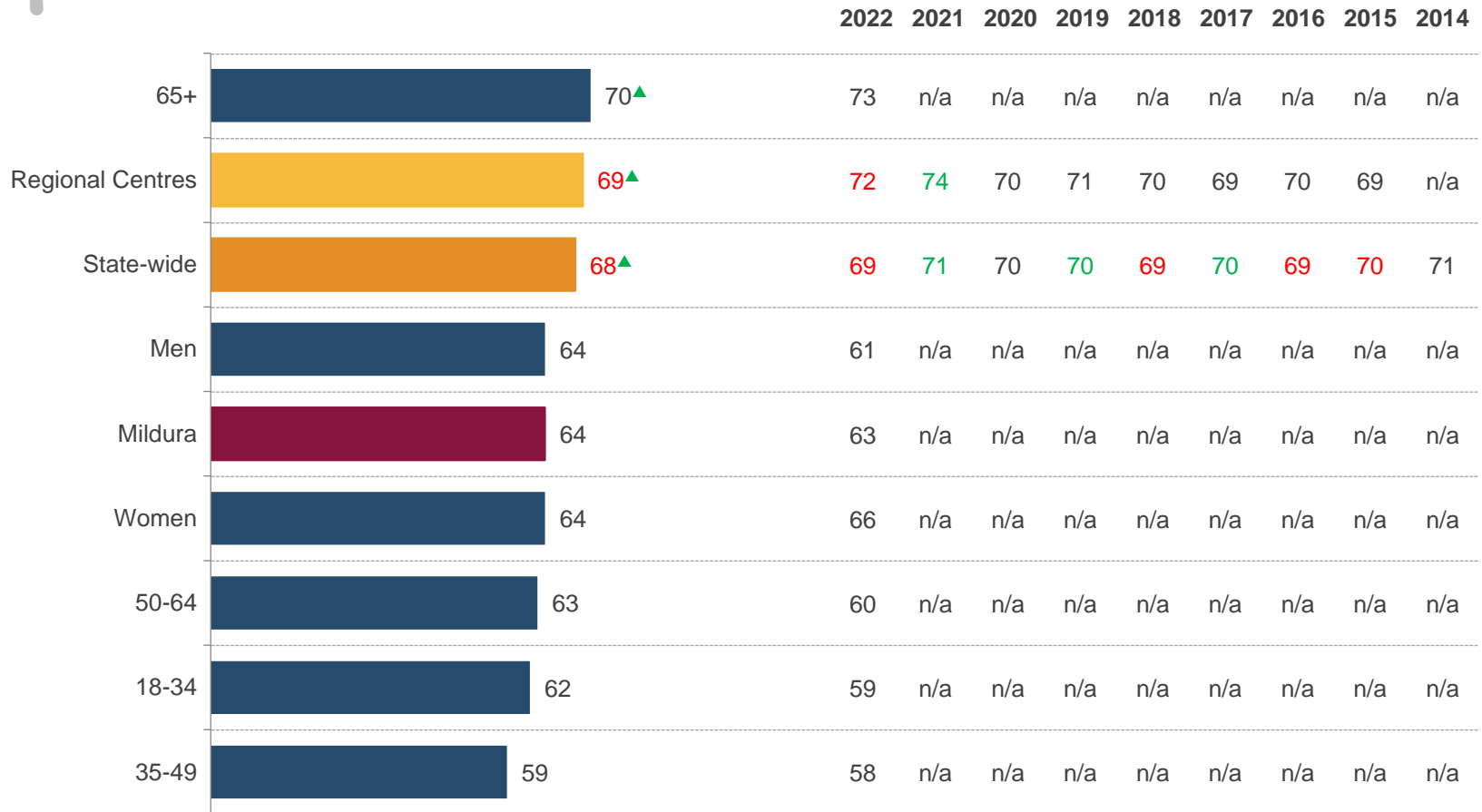
Q2. How has Council performed on 'The condition of local streets and footpaths in your area' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 33 Councils asked group: 6



Recreational facilities performance



2023 recreational facilities performance (index scores)



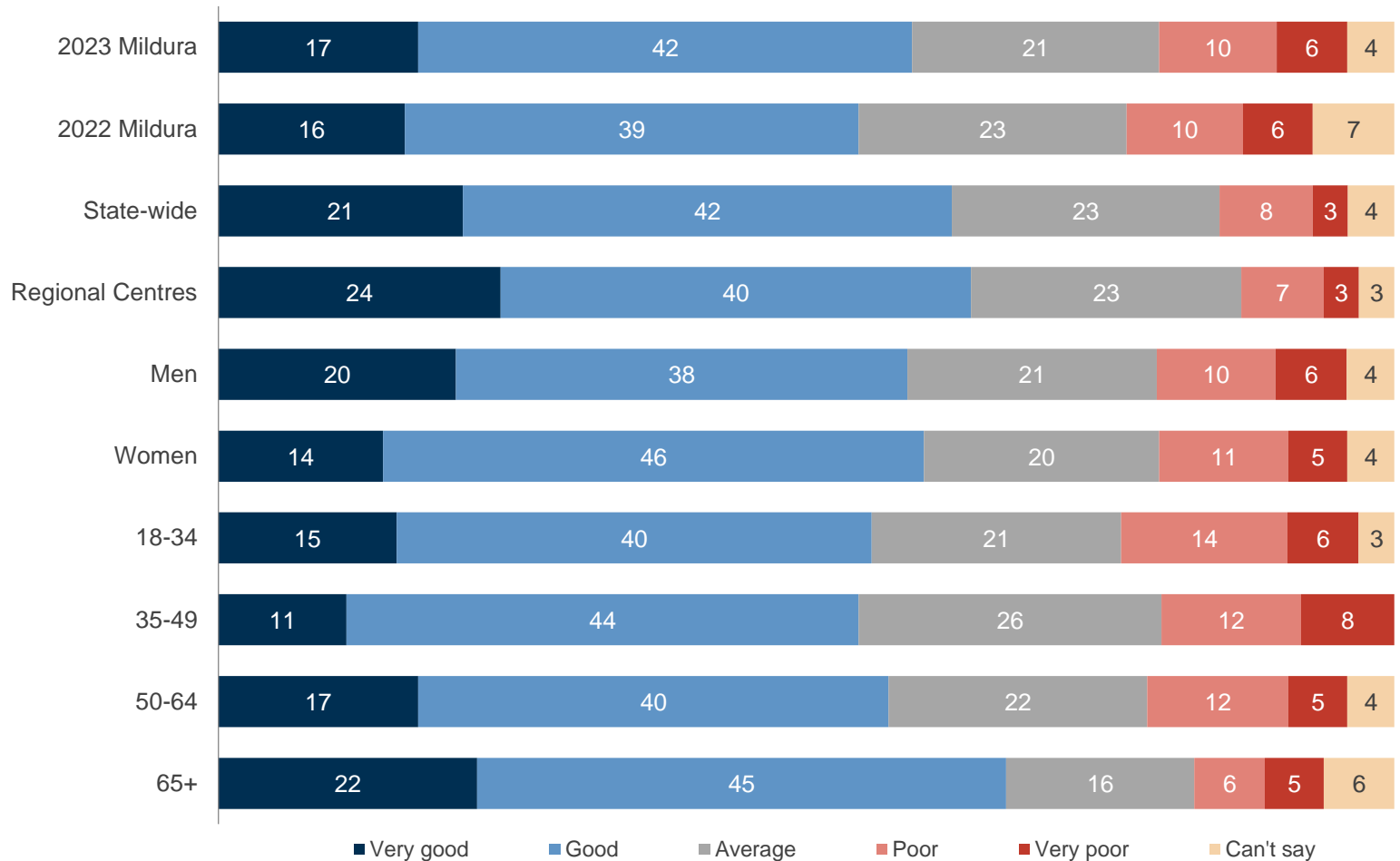
Q2. How has Council performed on 'Recreational facilities' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 43 Councils asked group: 6
 Note: Please see Appendix A for explanation of significant differences.



Recreational facilities performance



2023 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



2023 community and cultural activities performance (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014
State-wide	65	65	68	69	69	69	69	69	70
Regional Centres	65	65	69	69	68	69	69	69	n/a
18-34	59	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Women	59	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
65+	62	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Mildura	58	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	57	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
35-49	53	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	58	n/a	n/a	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: 31 Councils asked group: 6

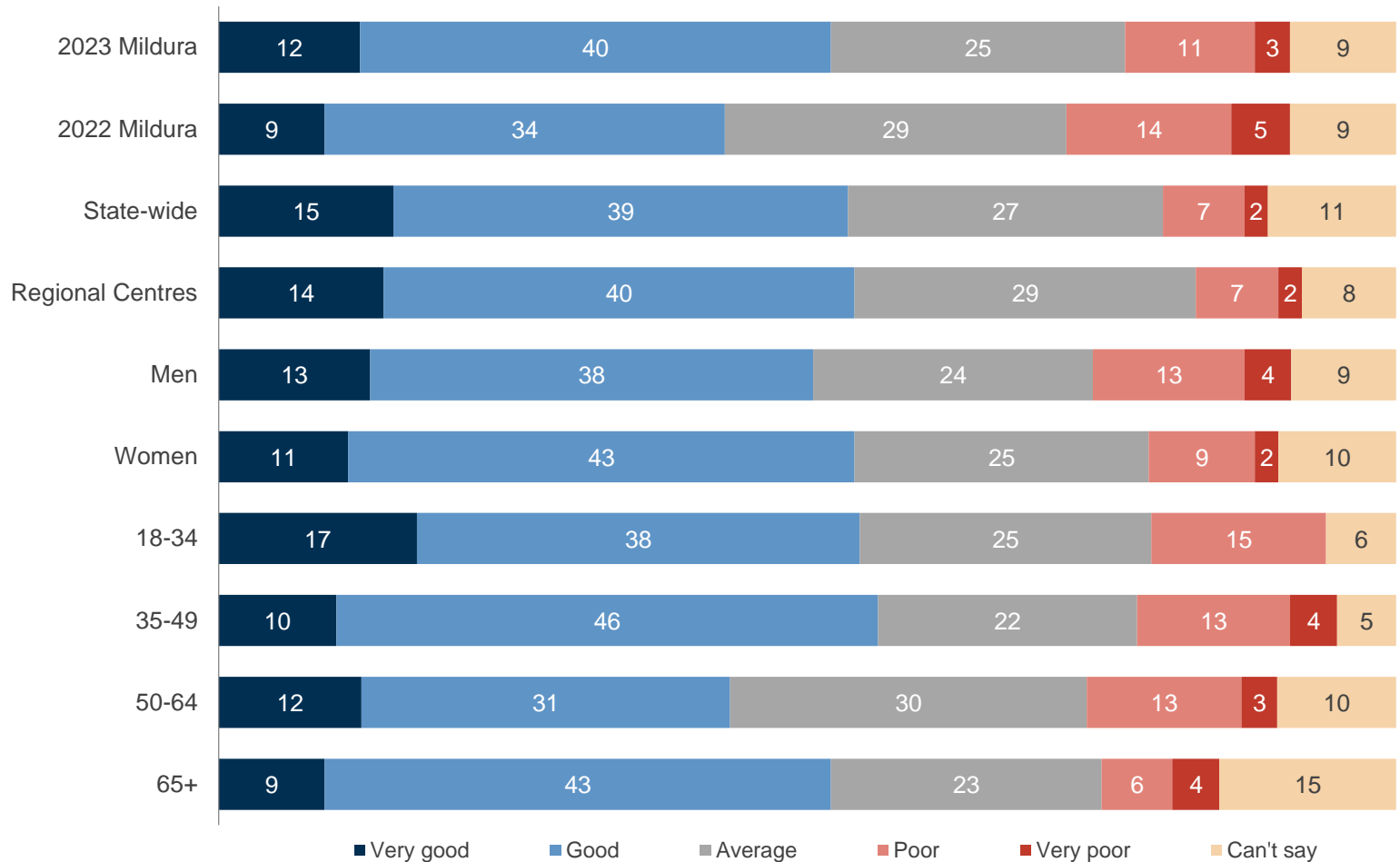
Note: Please see Appendix A for explanation of significant differences.



Community and cultural activities performance



2023 community and cultural activities performance (%)



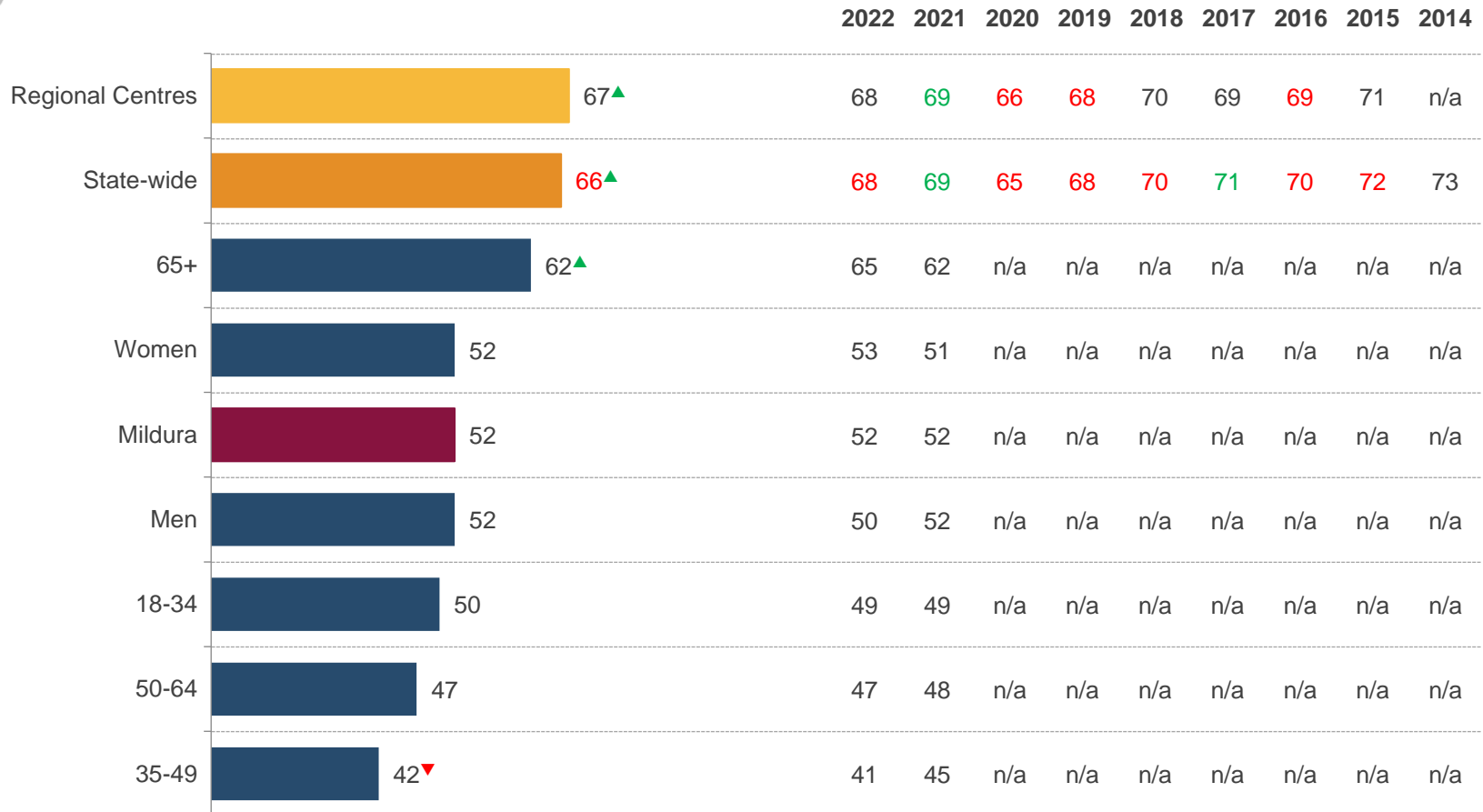
Q2. How has Council performed on 'Community and cultural activities' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 31 Councils asked group: 6



Waste management performance



2023 waste management performance (index scores)



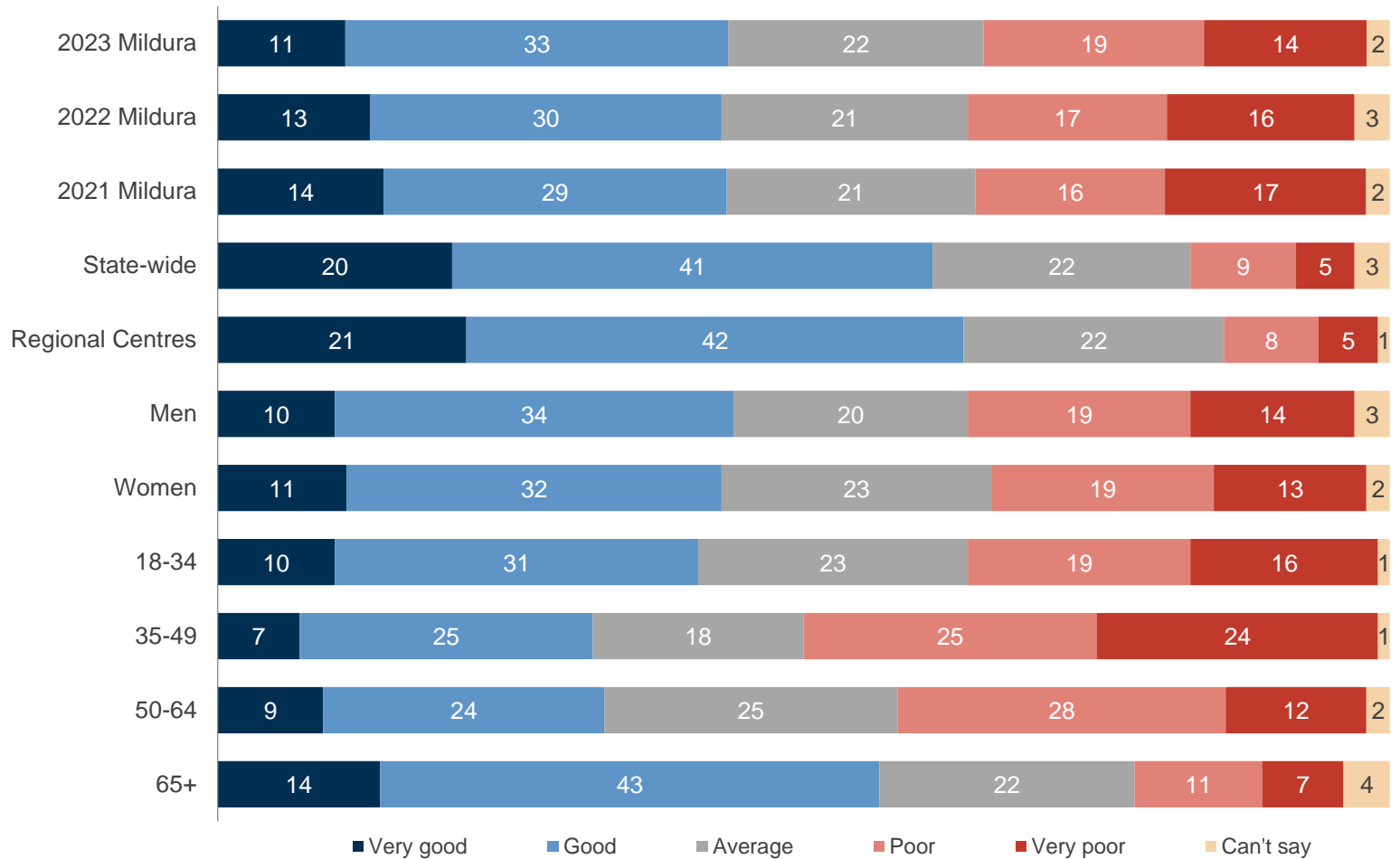
Q2. How has Council performed on 'Waste management' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 66 Councils asked group: 9
 Note: Please see Appendix A for explanation of significant differences.



Waste management performance



2023 waste management performance (%)



Q2. How has Council performed on 'Waste management' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 66 Councils asked group: 9



Environmental sustainability performance



2023 environmental sustainability performance (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014
18-34	56	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	56	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Regional Centres	62	62	61	63	64	65	63	63	n/a
Mildura	56	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	61	62	60	62	63	64	63	64	64
65+	59	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Women	57	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
35-49	58	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	51	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

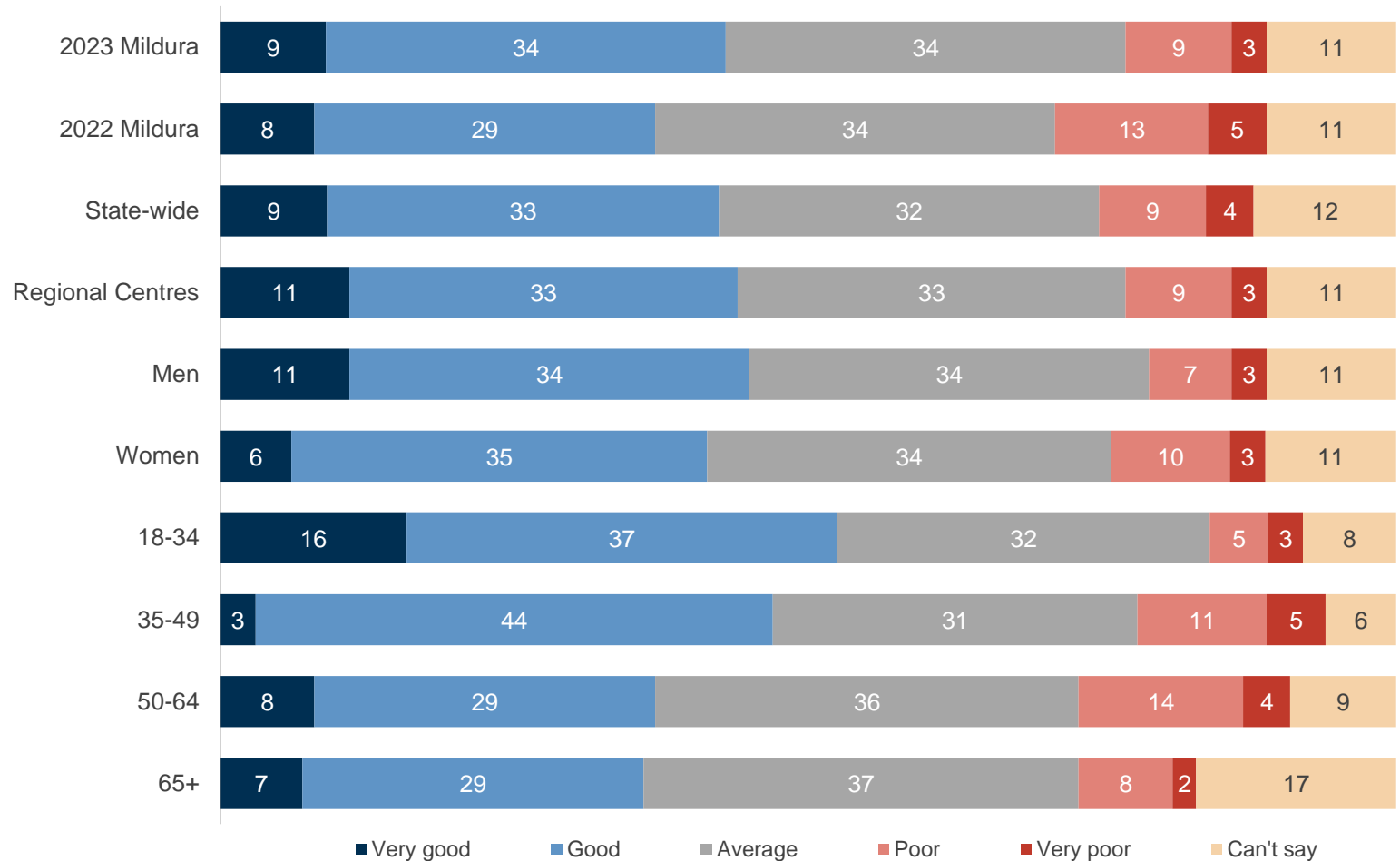
Q2. How has Council performed on 'Environmental sustainability' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 39 Councils asked group: 6
 Note: Please see Appendix A for explanation of significant differences.



Environmental sustainability performance



2023 environmental sustainability performance (%)



Q2. How has Council performed on 'Environmental sustainability' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 39 Councils asked group: 6



Emergency and disaster management performance



2023 emergency and disaster management performance (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014	
Regional Centres	65▲	67	72	70	75	73	70	68	68	n/a
State-wide	65▲	66	71	68	72	71	70	69	70	71
65+	63	66	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Women	62	61	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
18-34	61	59	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Mildura	61	61	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	60	59	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	60	61	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
35-49	58	61	n/a	n/a	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: 29 Councils asked group: 4

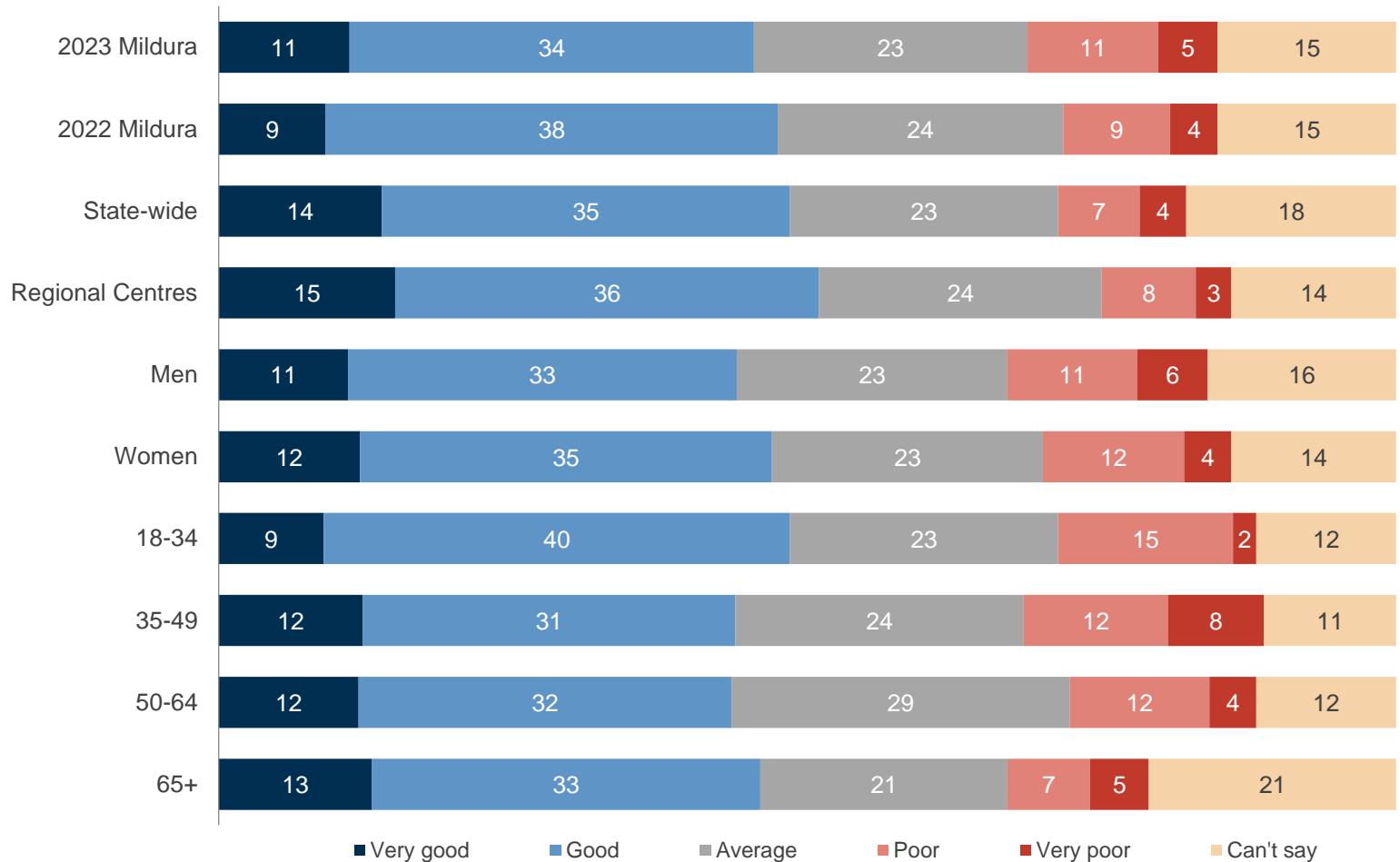
Note: Please see Appendix A for explanation of significant differences.



Emergency and disaster management performance



2023 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: 29 Councils asked group: 4



Maintenance of unsealed roads in your area performance



2023 unsealed roads performance (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014
18-34	39	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Women	43	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
65+	51	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Mildura	43	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	44	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Regional Centres	46	53	55	52	52	52	n/a	51	n/a
35-49	42	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	38	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	41	45	44	44	43	44	43	45	45

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: 25 Councils asked group: 3

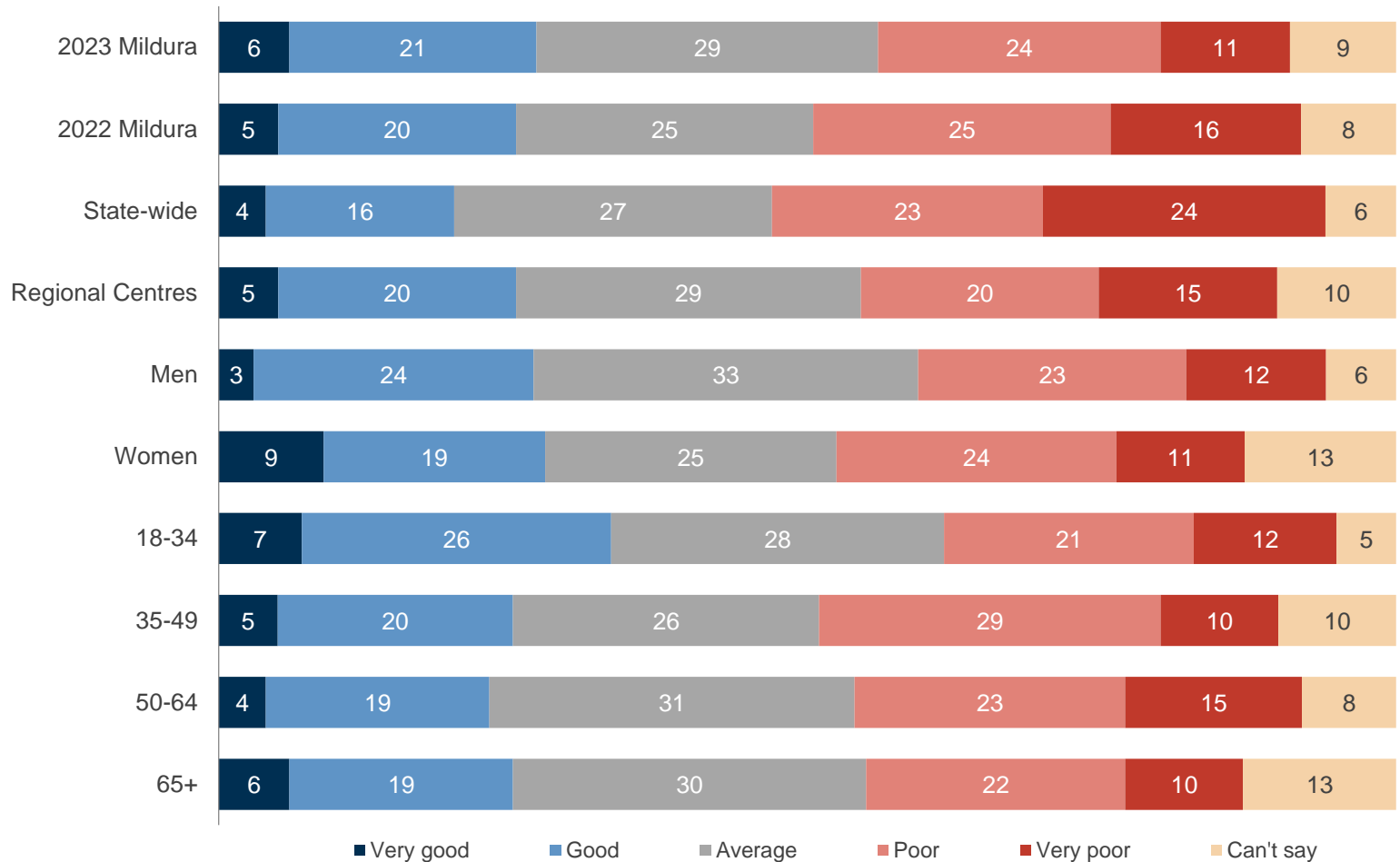
Note: Please see Appendix A for explanation of significant differences.



Maintenance of unsealed roads in your area performance



2023 unsealed roads performance (%)



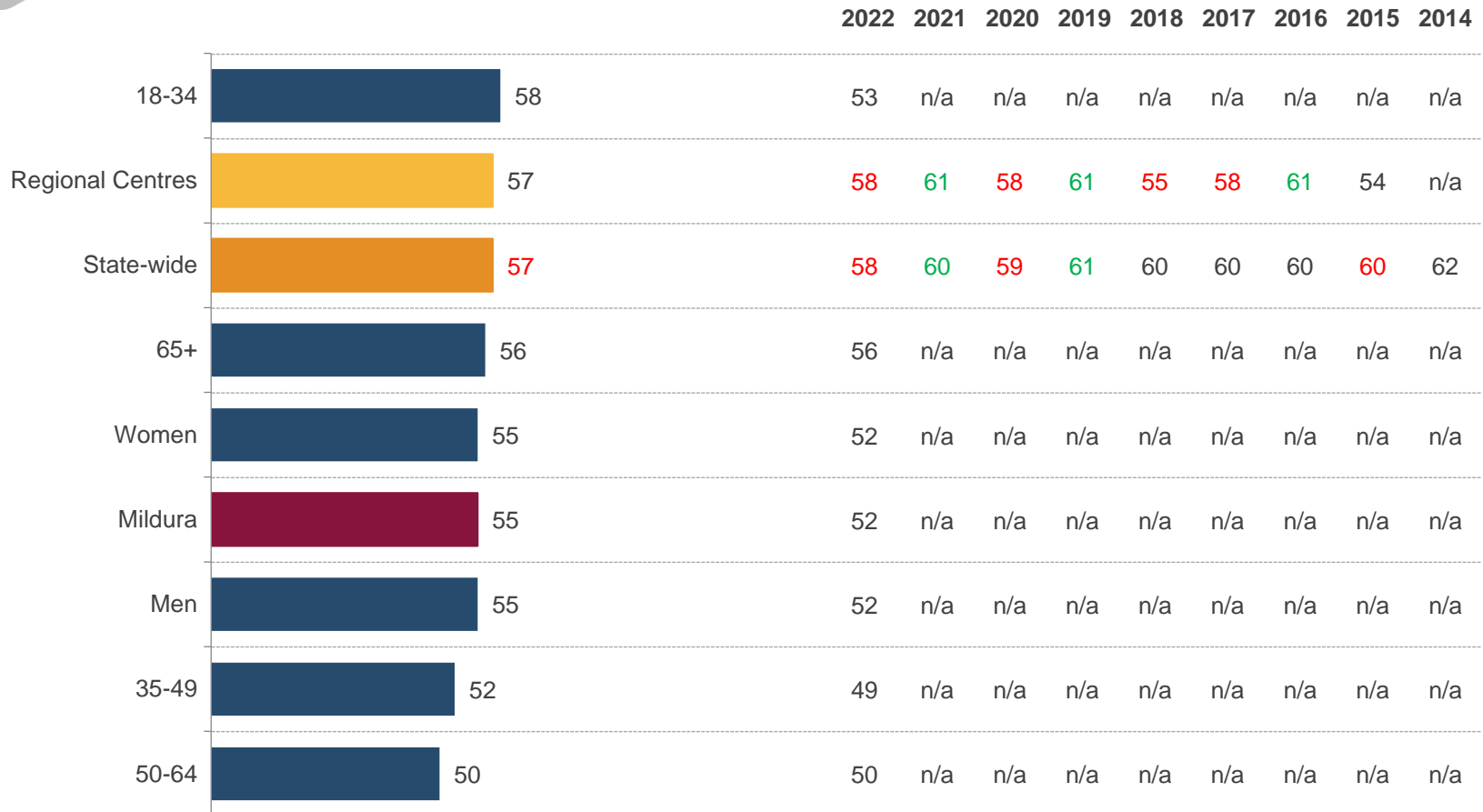
Q2. How has Council performed on 'Maintenance of unsealed roads in your area' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 25 Councils asked group: 3



Business and community development performance



2023 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: 14 Councils asked group: 4

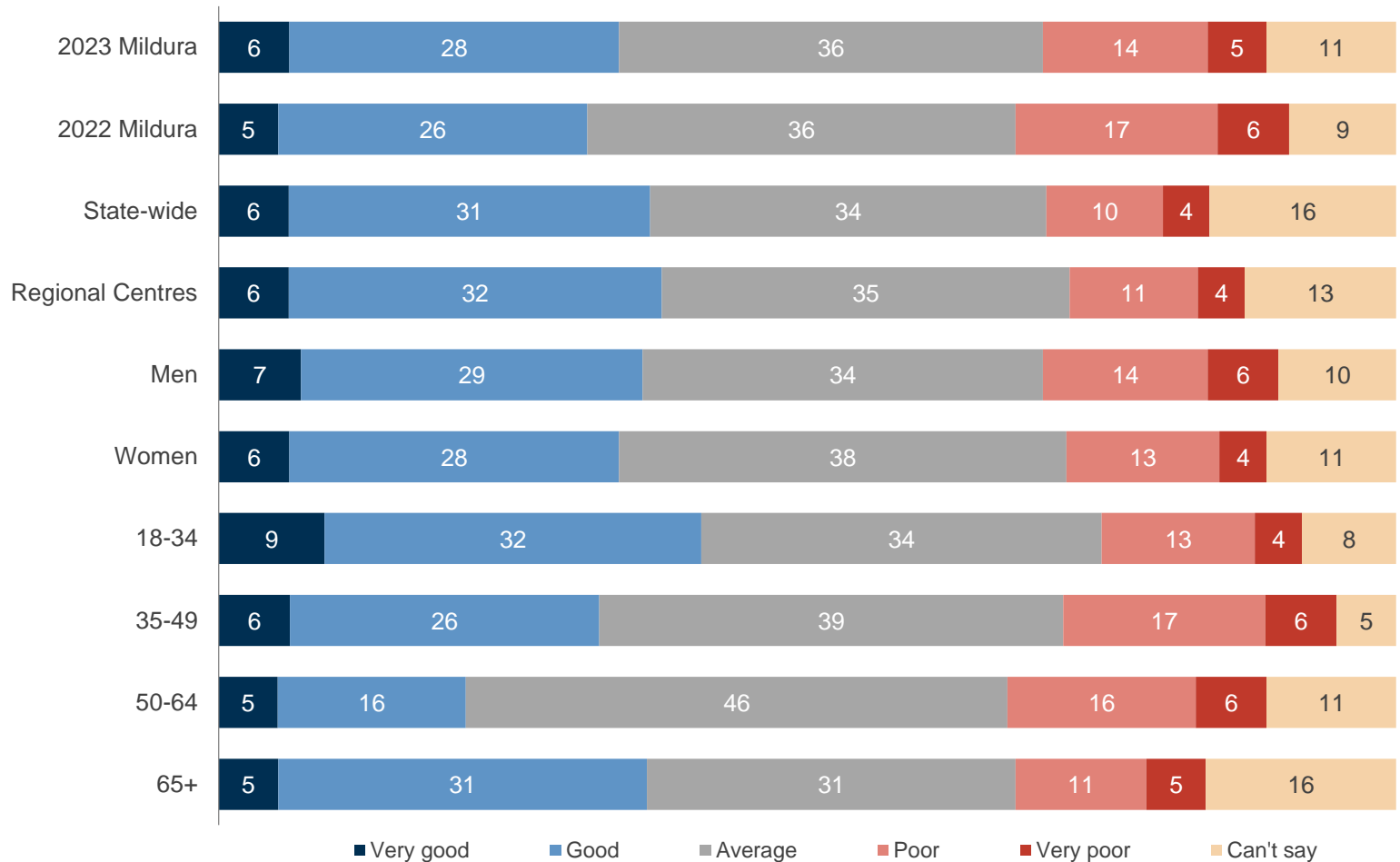
Note: Please see Appendix A for explanation of significant differences.



Business and community development performance



2023 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: 14 Councils asked group: 4



Tourism development performance



2023 tourism development performance (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
State-wide	61	60	62	62	63	63	63	63	63	64
65+	61	64	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Regional Centres	61	59	60	63	70	64	65	71	67	n/a
35-49	60	55	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Women	60	59	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Mildura	60	57	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	60	55	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
18-34	60	58	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	58	50	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

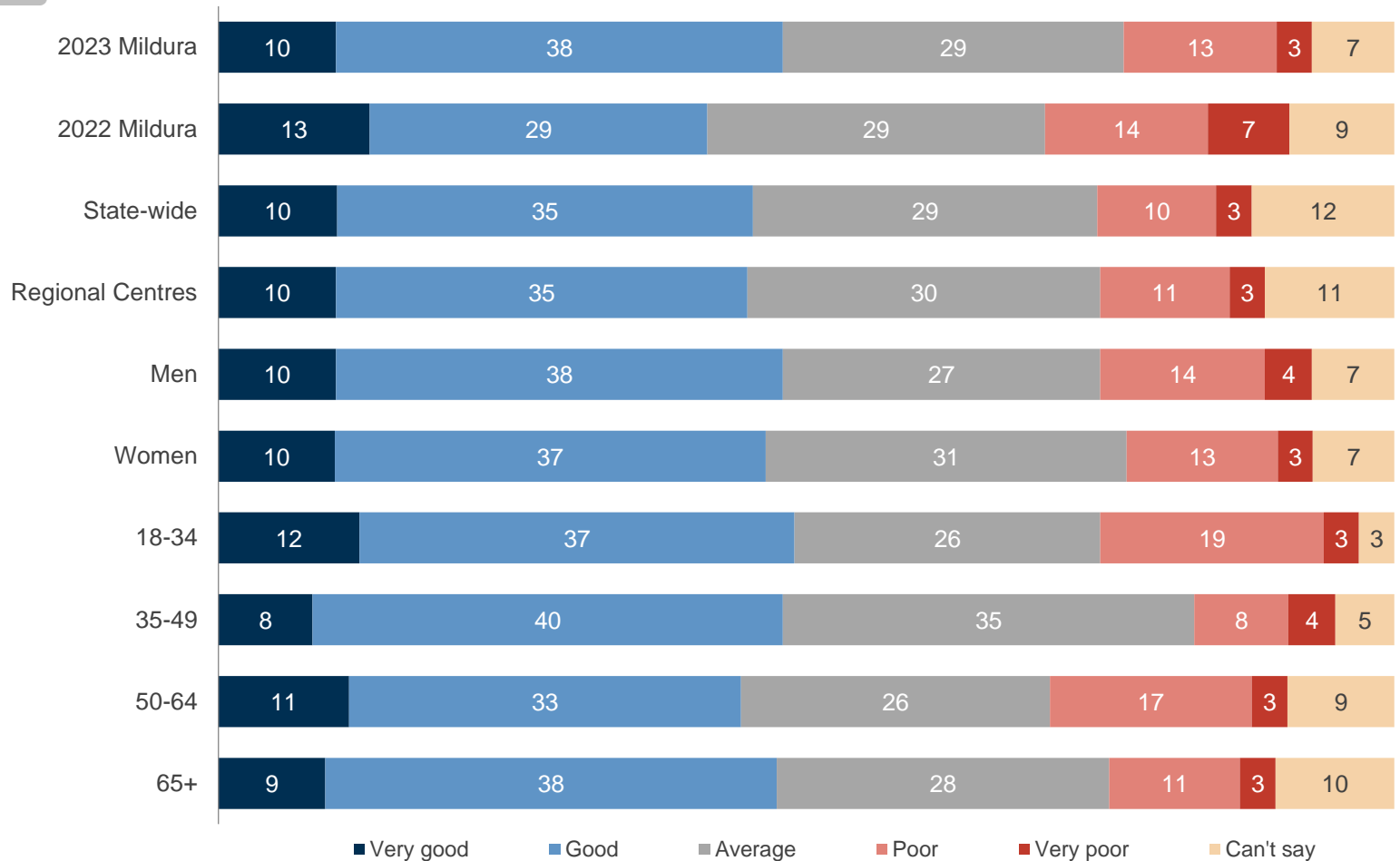
Q2. How has Council performed on 'Tourism development' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 13 Councils asked group: 3
 Note: Please see Appendix A for explanation of significant differences.



Tourism development performance



2023 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



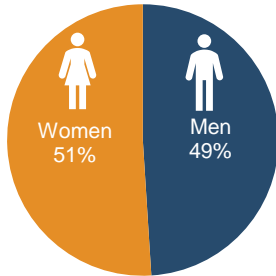
Detailed demographics



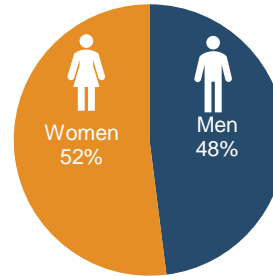
Gender and age profile

2023 gender

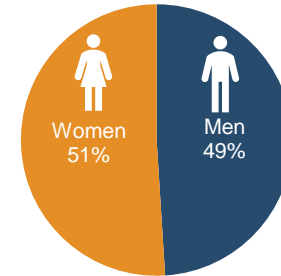
Mildura



Regional Centres

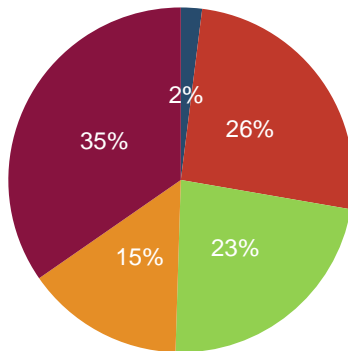


State-wide

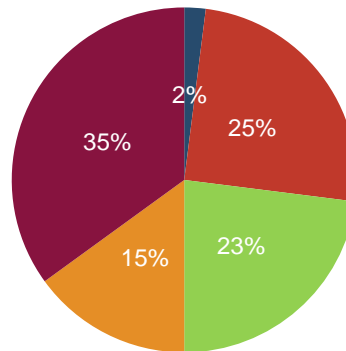


2023 age

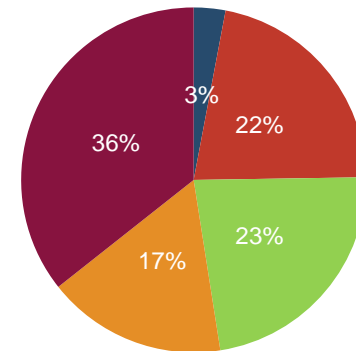
Mildura



Regional Centres



State-wide




■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

S3. [Record gender] / S4. To which of the following age groups do you belong?
 Base: All respondents. Councils asked State-wide: 66 Councils asked group: 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.



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 2023 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	266	196	+/-6.0
Women	334	204	+/-5.4
18-34 years	96	111	+/-10.0
35-49 years	98	92	+/-9.9
50-64 years	119	58	+/-9.0
65+ years	287	139	+/-5.8



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:

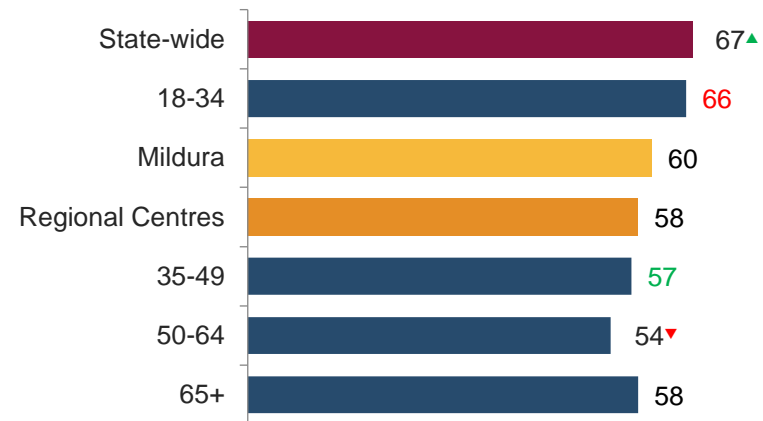
- ▲ The state-wide result is significantly higher than the overall result for the council.
- ▼ The result among 50-64 year olds is significantly lower than for the overall result for the council.

Further, results shown in green and red indicate significantly higher or lower results than in 2022.

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 2022.
- The result among 18-34 year olds in the council is **significantly lower** than the result achieved among this group in 2022.

**2023 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 2023 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 2023 results are compared with previous years, as detailed below:

- 2022, n=400 completed interviews, conducted in the period of 27th January – 24th March.
- 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=401 completed interviews, conducted in the period of 1st February – 30th March.
- 2018, n=400 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.

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=600 completed interviews were achieved in Mildura Rural City Council. Survey fieldwork was conducted across four quarters from 16th June 2022 – 19th March 2023.



Appendix B: Analysis and reporting

All participating councils are listed in the State-wide report published on the DELWP website. In 2023, 66 of the 79 Councils throughout Victoria participated in this survey. For consistency of analysis and reporting across all projects, Local Government Victoria has aligned its presentation of data to use standard council groupings. Accordingly, the council reports for the community satisfaction survey provide analysis using these standard council groupings. Please note that councils participating across 2012-2023 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 2023 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 2012-2023 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 2023 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 2023 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 2023 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: 2023 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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Local Government Community Satisfaction Survey

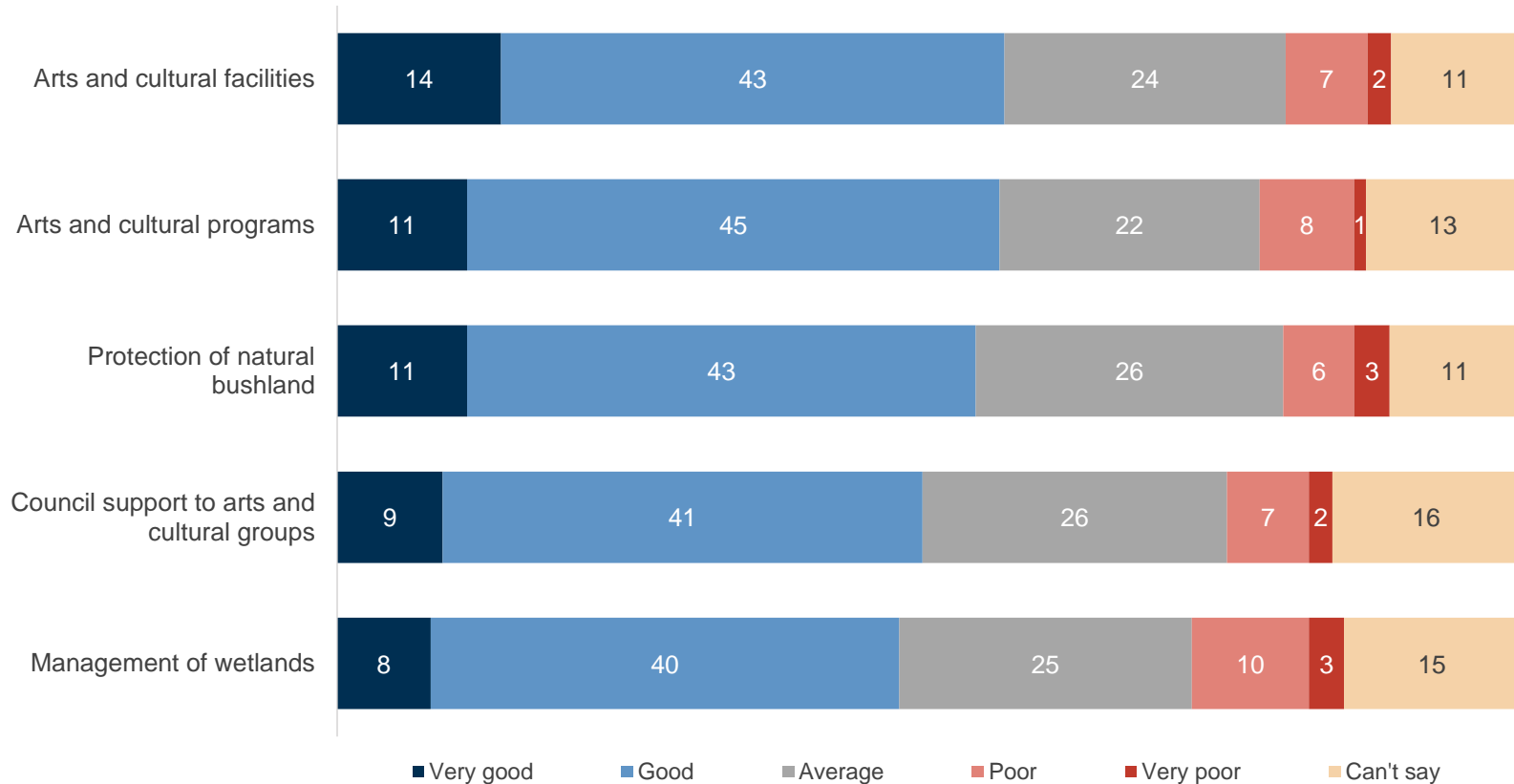
Mildura Rural City Council 2023 Tailored Questions

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



Environment and the arts

2023 environment and the arts performance (%)



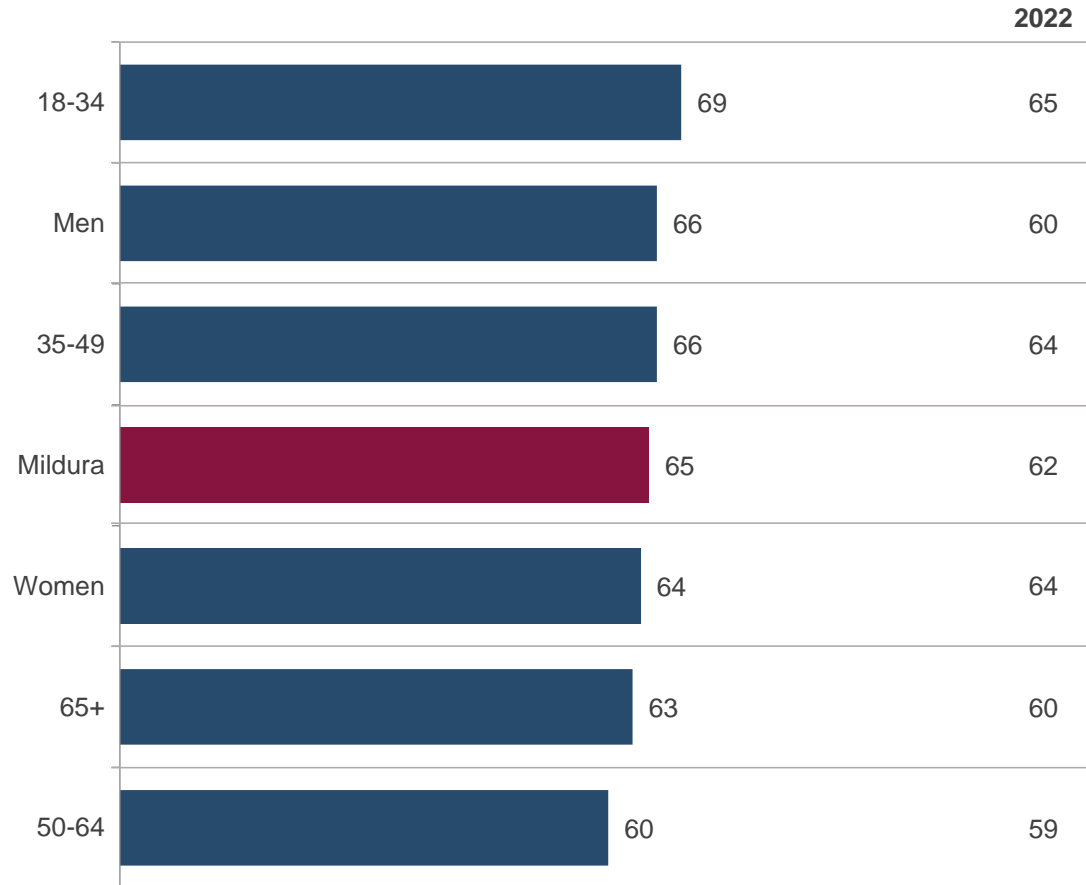
Q2. And how about [INSERT RESPONSIBILITY AREA]? Would you say that their performance on this has been very good, good, average, poor or very poor?

Base: All respondents (n=600).



Protection of natural bushland

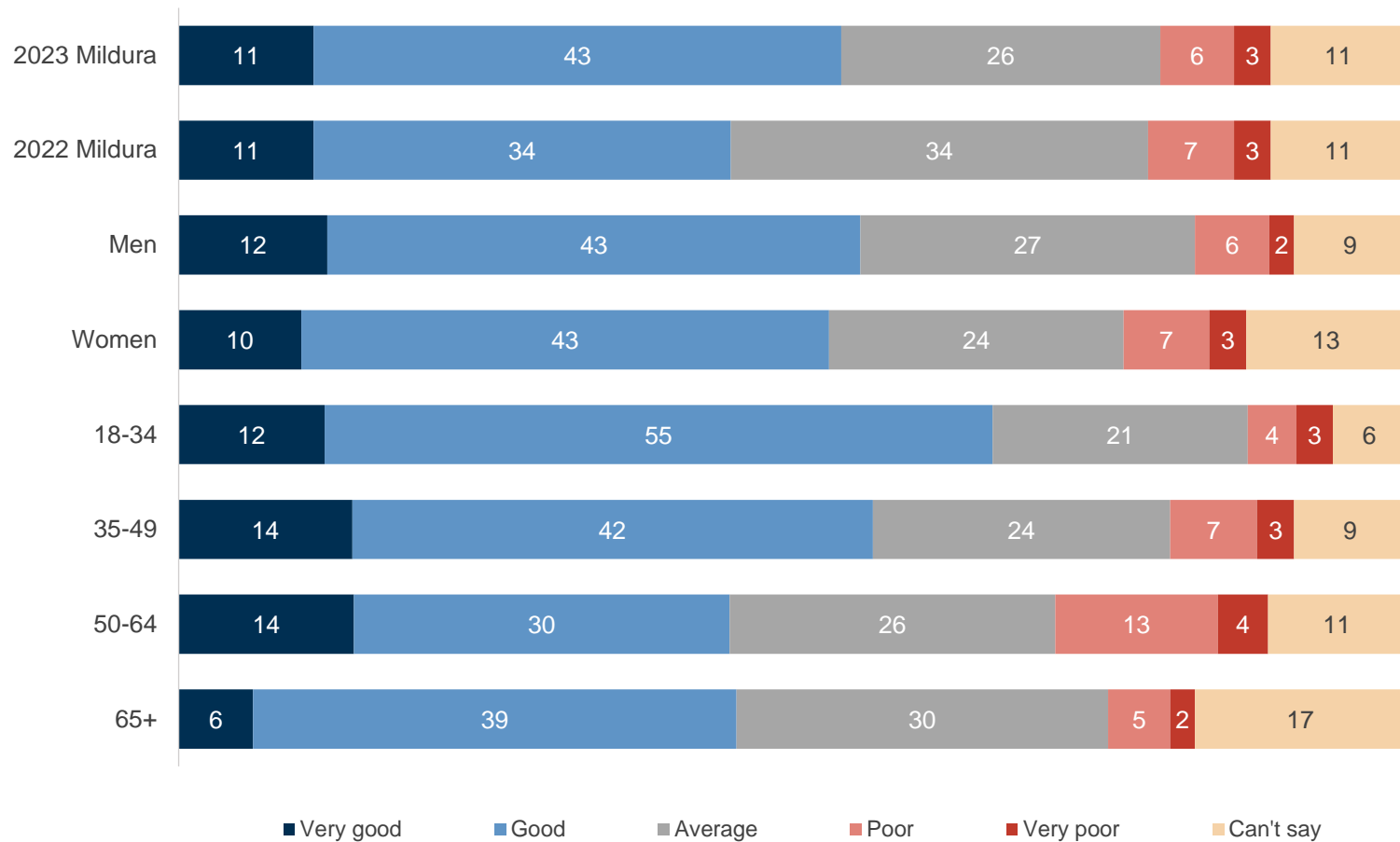
2023 natural bushland protection performance (index scores)





Protection of natural bushland

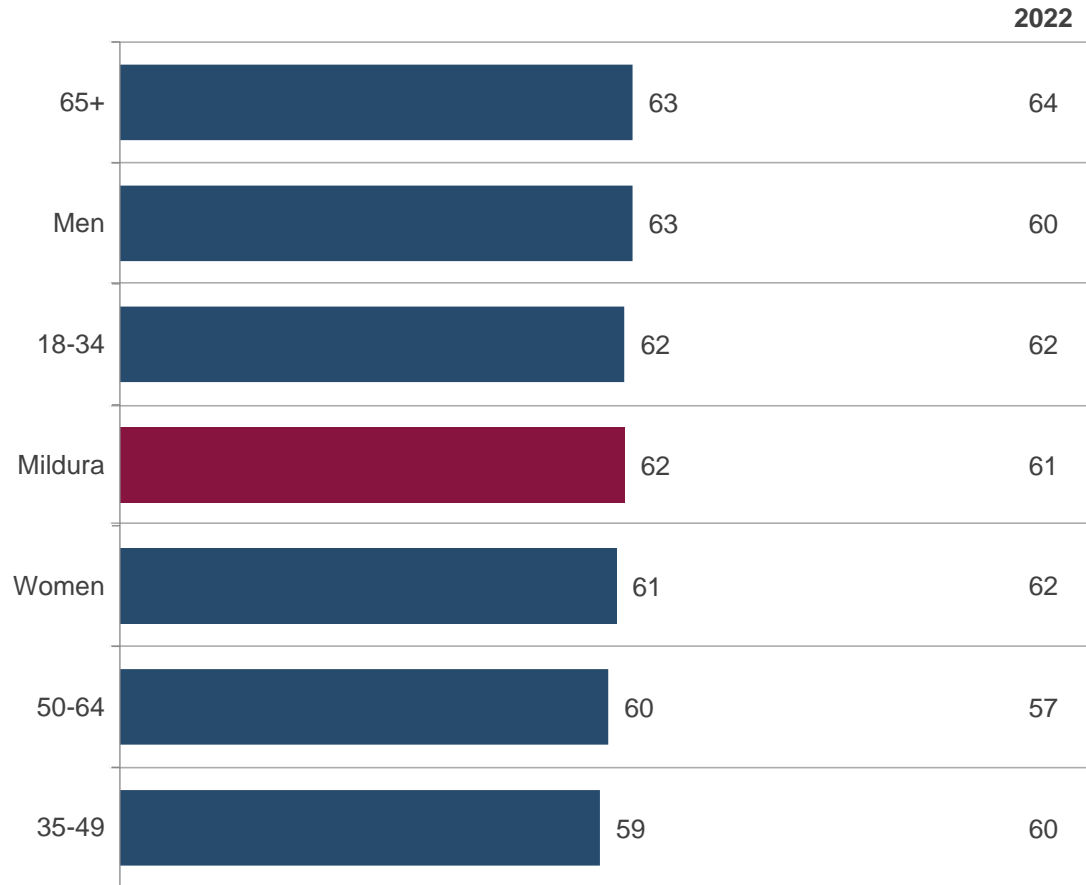
2023 natural bushland protection performance (%)





Management of wetlands

2023 management of wetlands performance (index scores)

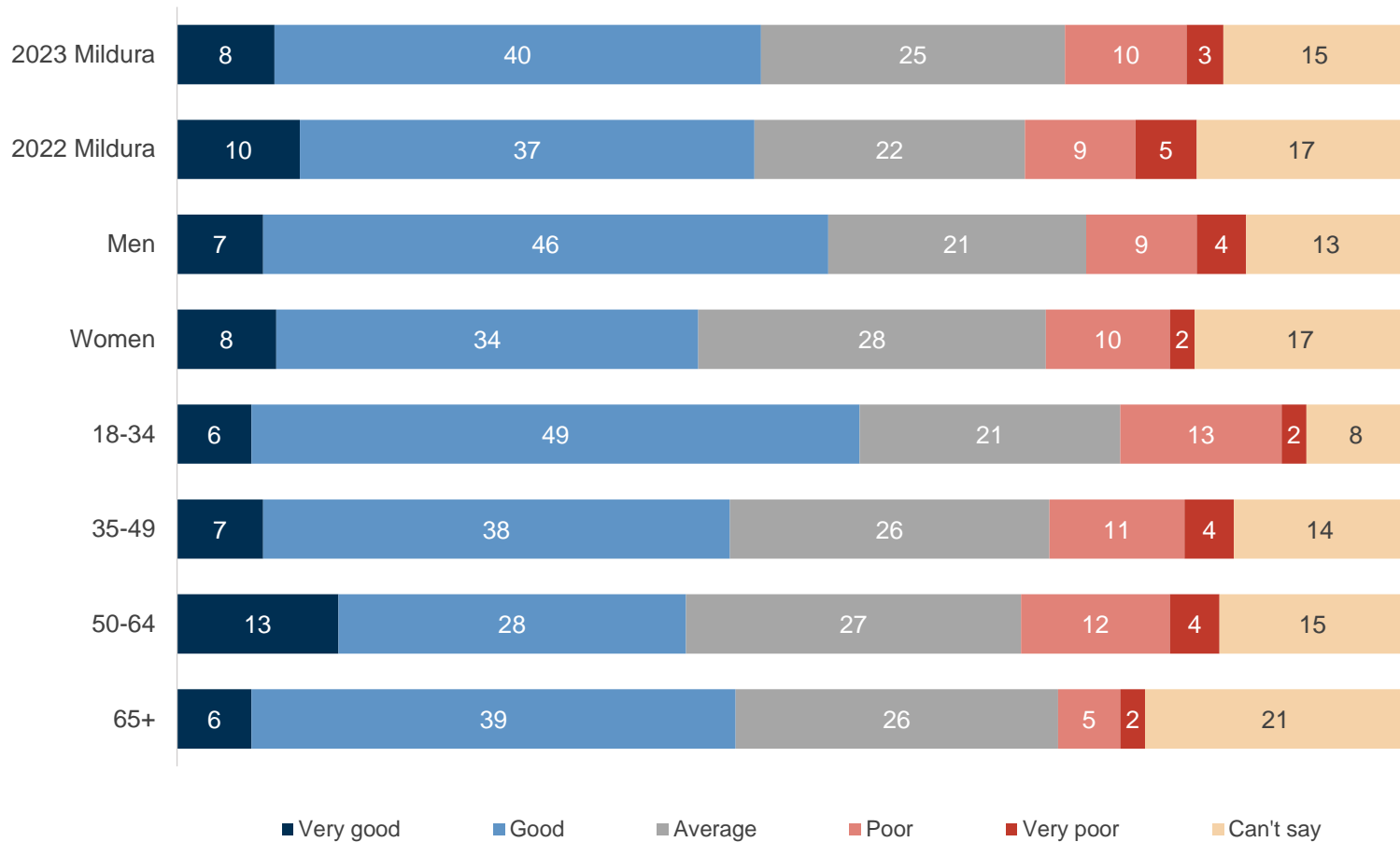


ML2. And how about management of wetlands? Would you say that their performance on this has been very good, good, average, poor or very poor?
 Base: All respondents (n=600).



Management of wetlands

2023 management of wetlands performance (%)

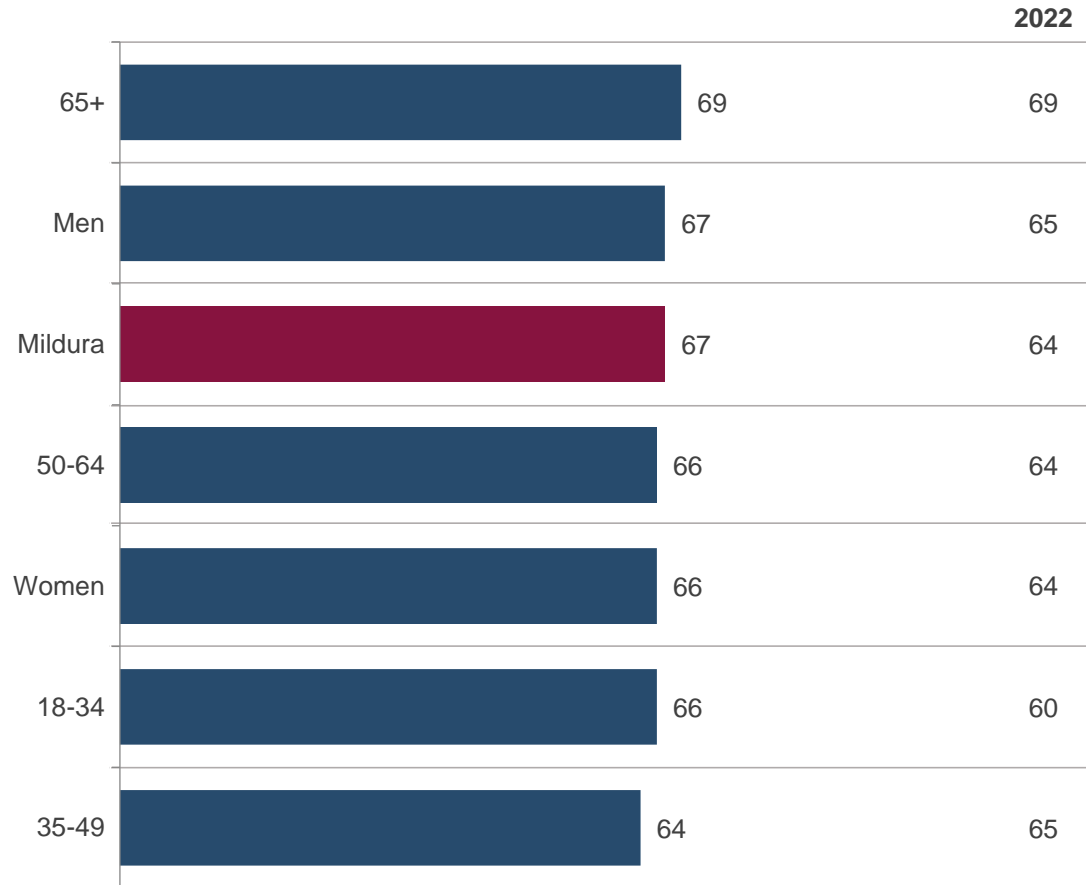


ML2. And how about management of wetlands? Would you say that their performance on this has been very good, good, average, poor or very poor?
 Base: All respondents (n=600).



Arts and cultural facilities

2023 arts and cultural facilities performance (index scores)

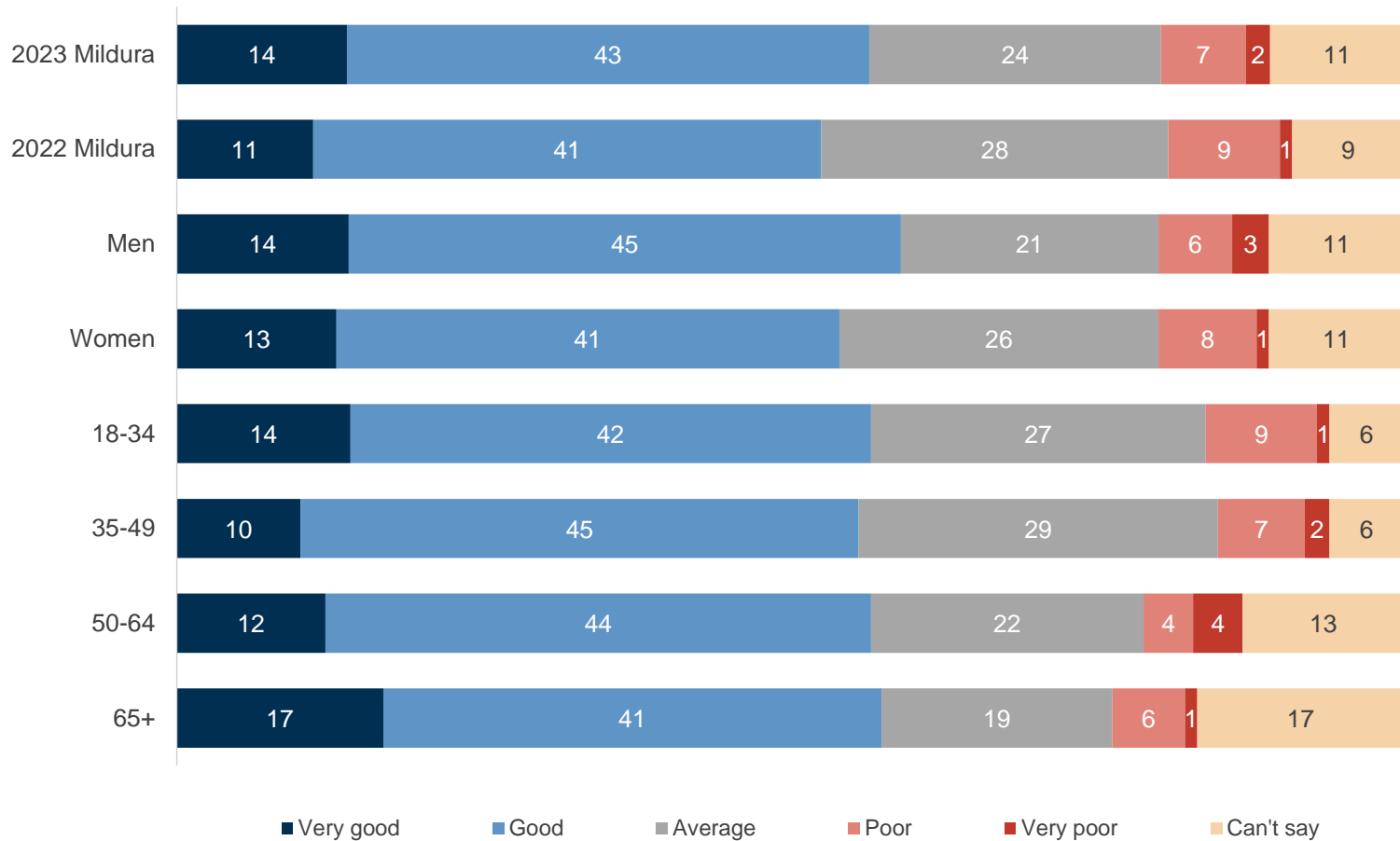


ML3. And how about arts and cultural facilities? Would you say that their performance on this has been very good, good, average, poor or very poor?
 Base: All respondents (n=600).



Arts and cultural facilities

2023 arts and cultural facilities performance (%)

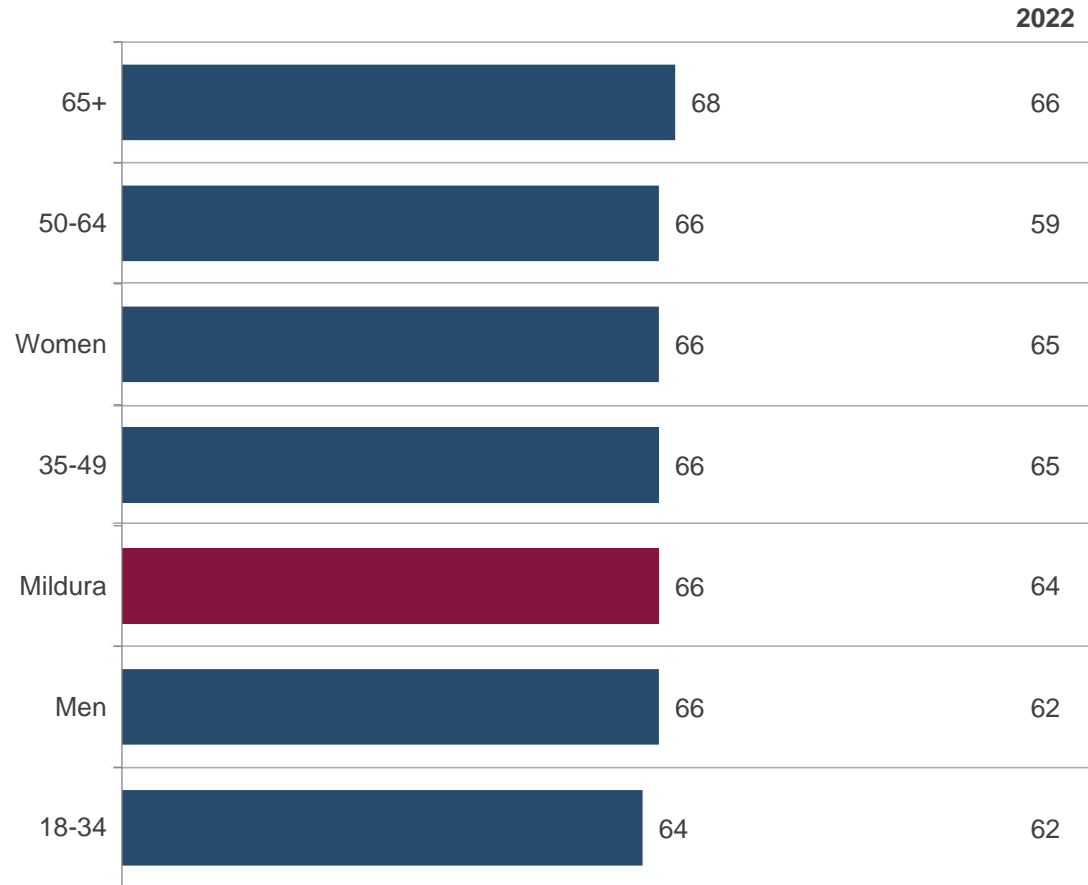


ML3. And how about arts and cultural facilities? Would you say that their performance on this has been very good, good, average, poor or very poor?
 Base: All respondents (n=600).



Arts and cultural programs

2023 arts and cultural programs performance (index scores)

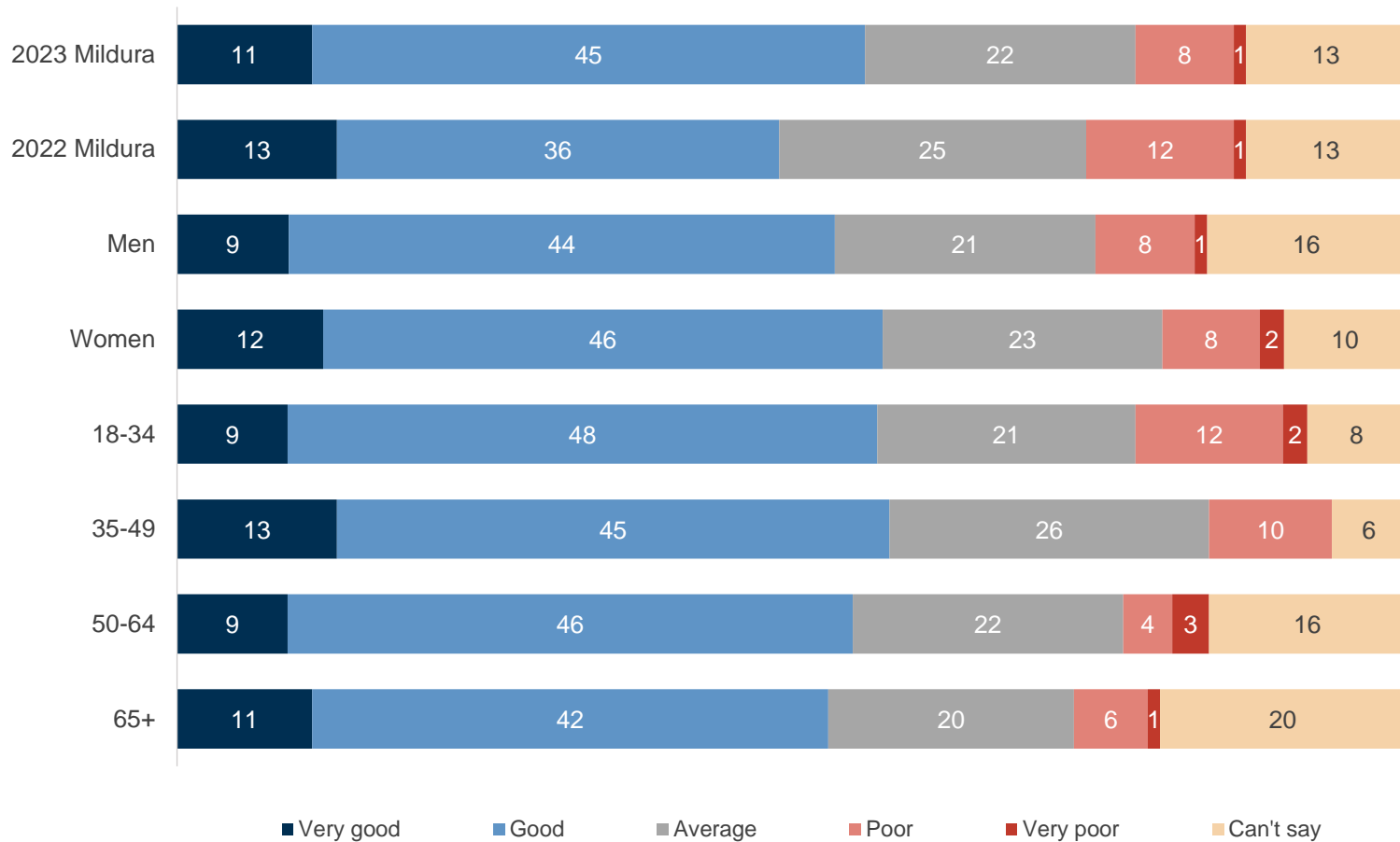


ML4. And how about arts and cultural programs? Would you say that their performance on this has been very good, good, average, poor or very poor?
 Base: All respondents (n=600).



Arts and cultural programs

2023 arts and cultural programs performance (%)

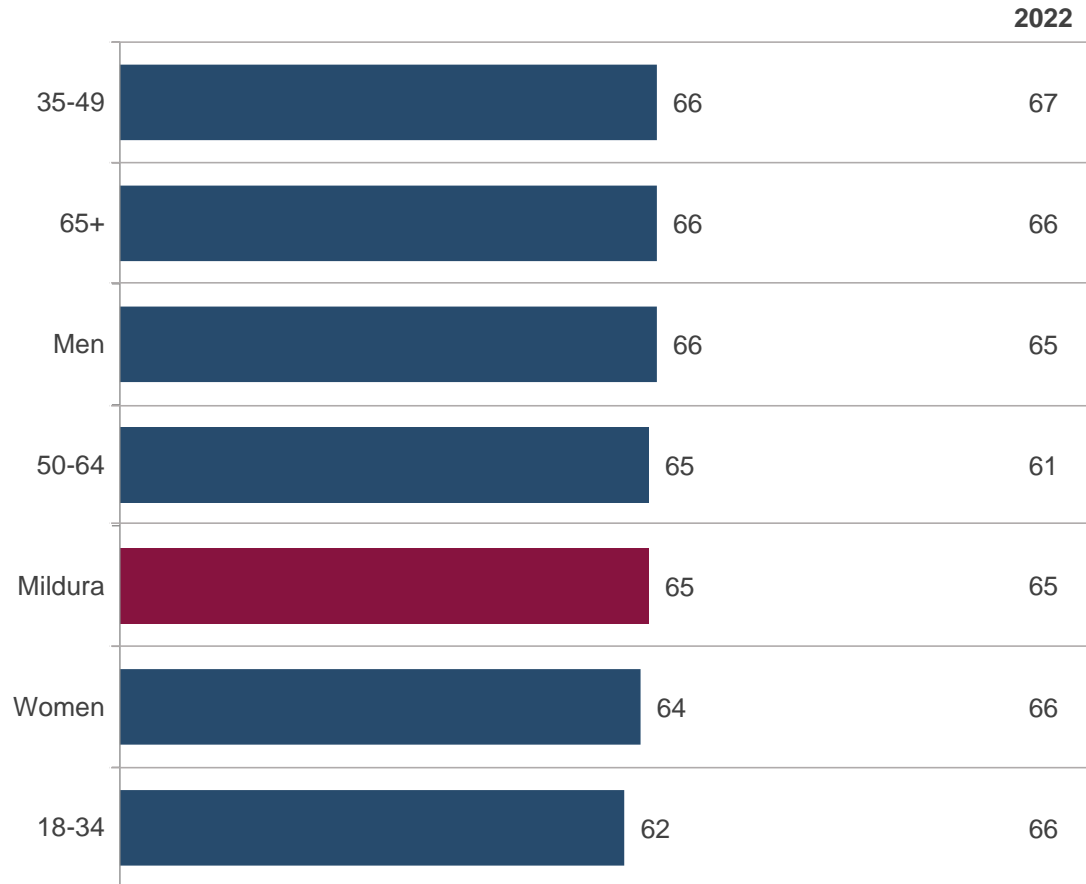


ML4. And how about arts and cultural programs? Would you say that their performance on this has been very good, good, average, poor or very poor?
 Base: All respondents (n=600).



Council support to arts and cultural groups

2023 Council support to arts and cultural groups performance (index scores)

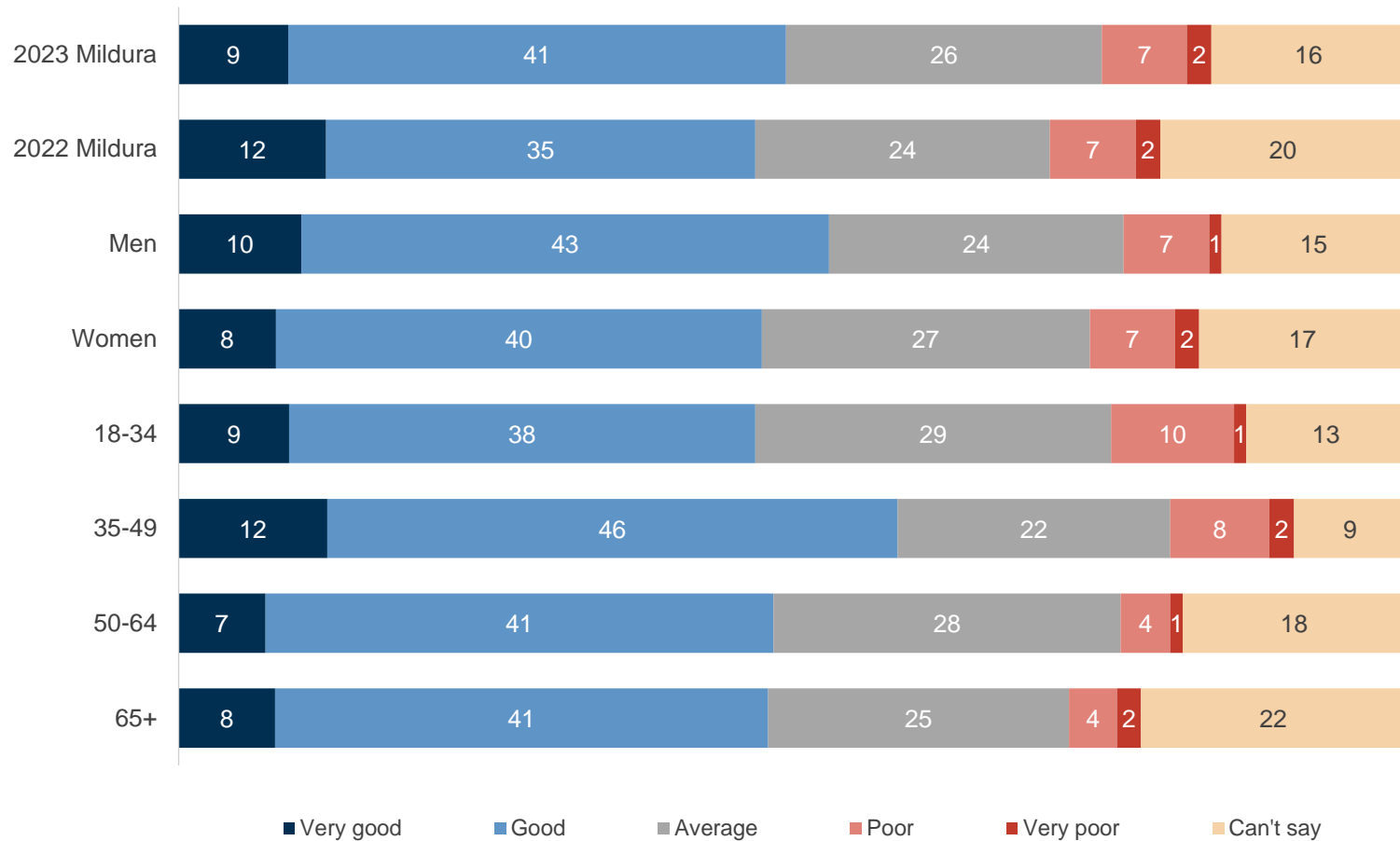


ML5. And how about council support to arts and cultural groups? Would you say that their performance on this has been very good, good, average, poor or very poor?
 Base: All respondents (n=600).



Council support to arts and cultural groups

2023 Council support to arts and cultural groups performance (%)

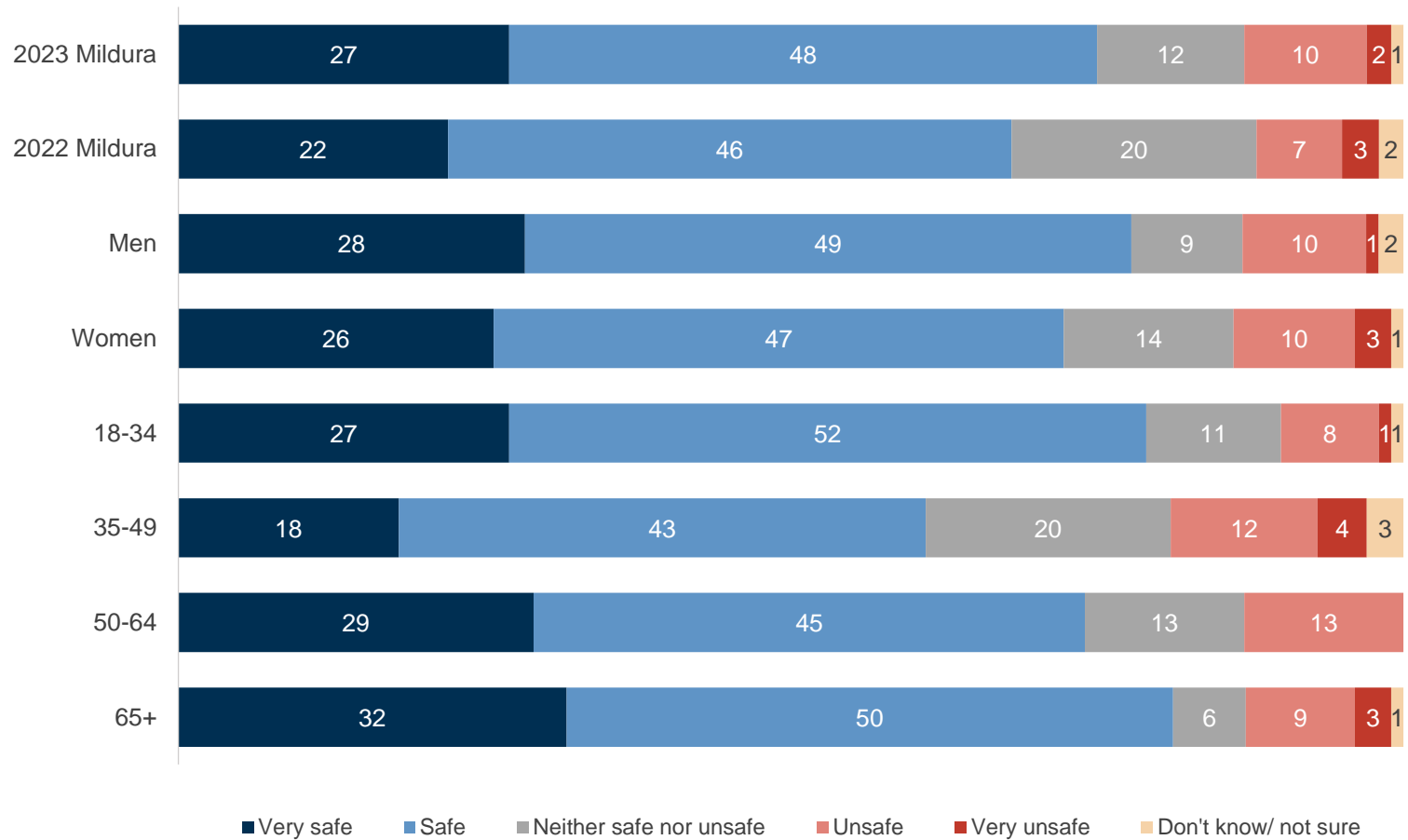


ML5. And how about council support to arts and cultural groups? Would you say that their performance on this has been very good, good, average, poor or very poor?
 Base: All respondents (n=600).



Perceptions of safety

2023 perceptions of safety (%)



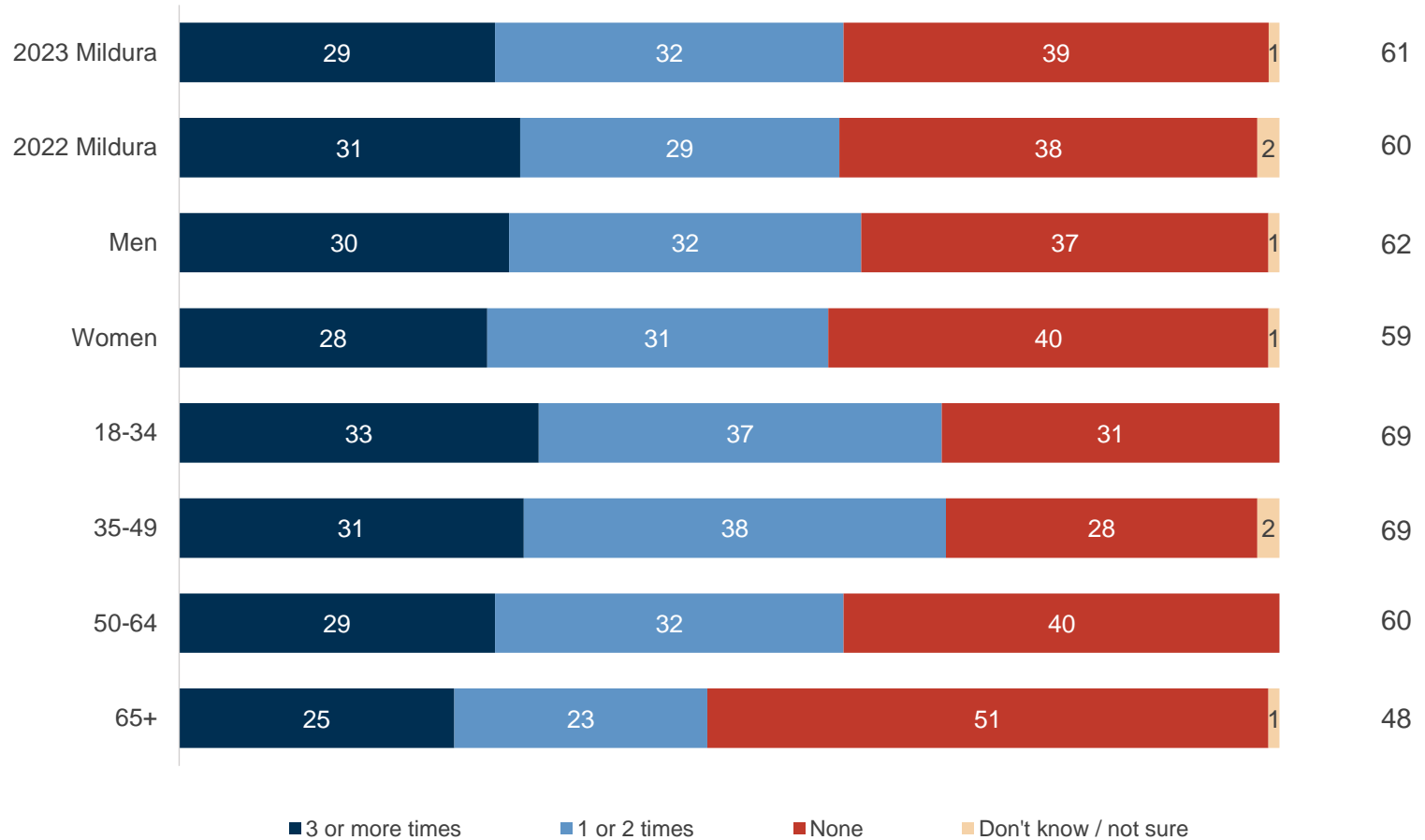
ML6. How safe do you feel in your community?
Base: All respondents (n=600).



Sport or physical recreation activity

2023 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=600).

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