



# **2019 Local Government Community Satisfaction Survey**

## **Strathbogie Shire Council**

Coordinated by the Department of  
Environment, Land, Water and Planning  
on behalf of Victorian councils

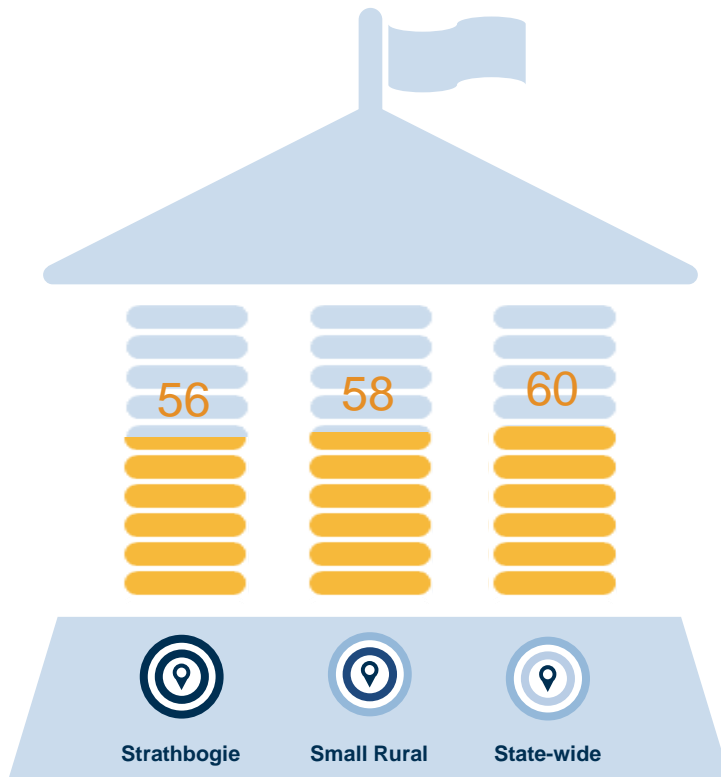


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<u>Maintenance of unsealed roads</u>	<u>63</u>		
<u>Tourism development</u>	<u>65</u>		



# Strathbogie Shire Council – at a glance



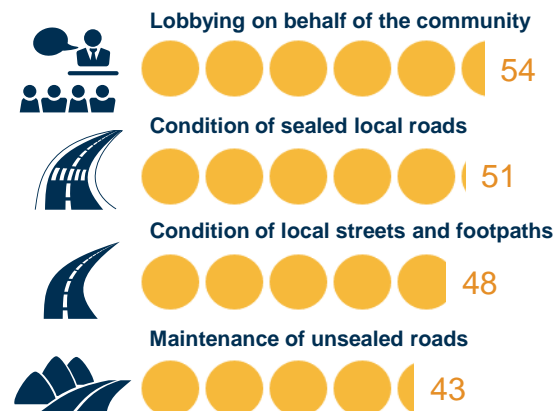
## Overall Council performance

Results shown are index scores out of 100.

## Top 4 performing areas



## Bottom 4 performing areas



A large, stylized letter 'W' that serves as a background graphic. It is filled with a satellite night-time image of the United States, showing city lights and road networks. The 'W' is positioned on the right side of the slide, with its leftmost vertical stroke extending towards the center.

# **Background and objectives**



# 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 twentieth year, this survey provides insight into the community's views on:

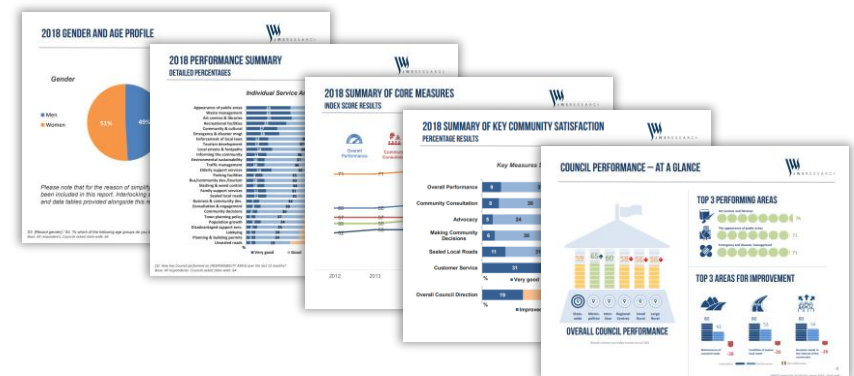
- councils' overall performance with benchmarking against State-wide and council group results
- community consultation and engagement
- advocacy and lobbying on behalf of the community
- customer service, local infrastructure, facilities and
- overall council direction.

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 seven years shows that councils in Victoria continue to provide services that meet the public's expectations.

## Serving Victoria for 20 years

Each year the CSS data is used to develop the State-wide report which contains all of the aggregated results, analysis and data. Moreover, with 20 years of results, the CSS offers councils a long-term, consistent 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.





# **Key findings and recommendations**



## Overall performance

The overall performance index score of 56 for Strathbogie Shire Council represents a four-point increase on its 2018 result. This is a statistically significant improvement (at the 95% confidence interval) and is Council's highest result achieved to date.

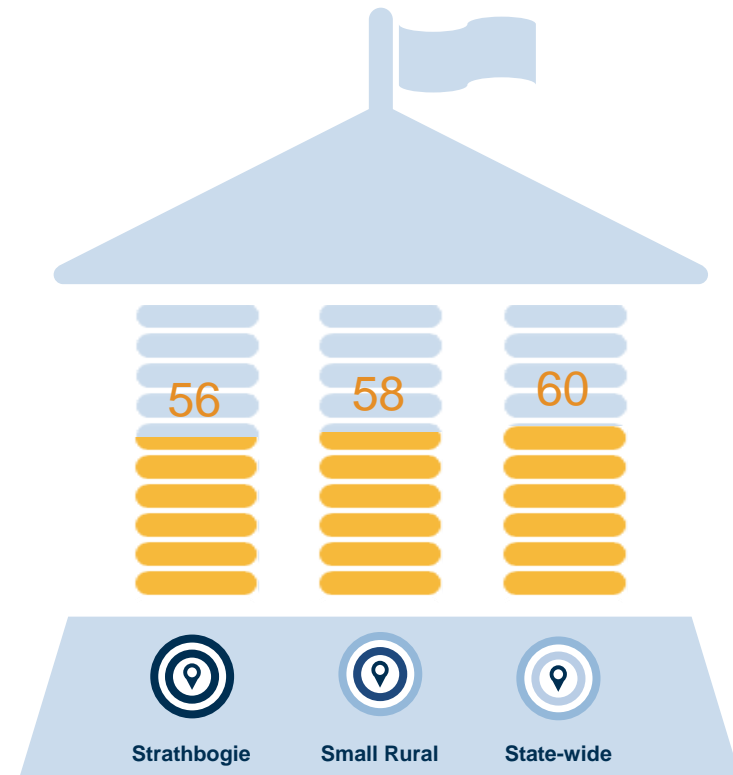
- This increase in the overall performance rating is largely driven by residents aged 50 to 64 years (index score of 54), whose rating of Council performance improved significantly by eight points from 2018.

While Strathbogie Shire Council's overall performance rating is in line with the average for councils in the Small Rural group, it is significantly lower than the average rating for councils State-wide (index scores of 58 and 60 respectively).

- There are no significant differences across demographic or geographic cohorts compared to the Council average.

Positively, more than twice as many residents rate Strathbogie Shire Council's overall performance as 'very good' or 'good' (40%), than rate it as 'very poor' or 'poor' (17%). A further 42% sit mid-scale, rating Council's overall performance as 'average', and the remaining 1% 'can't say'.

### Overall Council performance





# Customer contact and service

## Contact with council

Two-thirds of Strathbogie Shire Council residents (66%) have had contact with Council in the last 12 months. This is unchanged from 2018 and remains Council's highest level of contact over the course of tracking.

- Residents aged 35 to 64 years had the most contact with Council (73%).
- Conversely, residents aged 18 to 34 years had significantly less contact with Council (49%), compared with the Council average.
- There are no other significant differences across demographic or geographic cohorts compared to the Council average.

The main methods of contacting Council are by telephone (38%) and in person (34%).

Overall, newsletters sent via mail (29%) are considered the best way for Council to inform residents about news, information and upcoming events. This is considered the optimal method by both those over 50 and under 50 years.

## Customer service

Strathbogie Shire Council's customer service index of 75 is a significant five-point increase on its 2018 result, and Council's highest result achieved over the course of tracking. Further, Council's performance on this measure is rated significantly higher than both the State-wide and Small Rural group council averages (index scores of 71 and 70, respectively).

More than a third (35%) who have had contact with Council rate its customer service as 'very good', with a further 43% rating it as 'good'. This represents an increase of 13 percentage points in 'very good' or 'good' ratings compared with 2018.

- While there are no significant differences across demographic cohorts compared to the 2019 Council average, ratings among residents aged 18 to 34 years (index score of 81) and women (index score of 78) are significantly higher than in 2018.

By the most recent contact method, customer service ratings are highest for via the website and in person (index scores of 84 and 81 respectively).



# Top performing areas and areas for improvement

## Top performing areas

Customer service is the area where Strathbogie Shire Council has performed most strongly overall (index score of 75), significantly above the State-wide and Small Rural group council averages. Indeed, 14% of residents nominate 'customer service' as the best thing about Council in 2019.

Other top performing service areas for Strathbogie Shire Council are:

- Tourism development (index score of 64)
- Waste management (index score of 63)
- Informing the community (index score of 59)
- Enforcement of local laws (index score of 59).

The most improved measure in 2019 is community decisions (index score of 55), which increased significantly by seven points compared to 2018.

Other areas where Strathbogie Shire Council has improved significantly since 2018 are informing the community (index score of 59), consultation and engagement (index score of 55), lobbying (index score of 54) and both sealed and unsealed local roads (index scores of 51 and 43 respectively).

## Areas for improvement

While there were no significant declines in perceptions of Council in 2019, its performance on local streets and footpaths (index score of 48) is rated significantly lower than the average for councils State-wide and among the Small Rural group (index scores of 59 and 57 respectively). It is also one of Council's lowest performing service areas overall.

- Rated performance in this area is similar to 2018 (index score of 46).
- Almost one in ten (8%) nominate 'footpaths / walking tracks' as an area where Council needs to improve its performance.

Although they are some of Council's higher performing areas overall, waste management (index score of 63) and enforcement of local laws (index score of 59) represent other key areas in need of further attention. Council's performance ratings in these areas are significantly lower than both the average for councils in the Small Rural group (index scores of 66 and 63 respectively) and for councils State-wide (index scores of 68 and 64 respectively).



## Influences on perceptions of overall performance

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Individual service areas that have the strongest influence on Council's overall performance ratings (based on regression analysis) are:

- Community consultation and engagement
- Decisions in the interest of the community
- Informing the community
- Condition of sealed local roads.

Council has already significantly improved its ratings in these four areas since 2018 and is now rated as performing relatively well (indices between 51 to 59). Continued, focused efforts in these areas have the capacity to further lift Council's overall performance rating.

Other service areas with a more moderate positive influence on overall performance include:

- Waste management
- Tourism development
- Maintenance of unsealed roads.

Moving forward, some attention should also be paid to these areas, particularly to improving maintenance of unsealed roads which is currently rated lowest overall (performance index score of 43).

Council is already performing strongly on waste management and tourism development (index scores above 60) and efforts should be made to maintain this positive sentiment, however there are greater gains to be made in attending to the other aforementioned areas.

**Continued improvement in informing and consulting the community, transparency about decisions made in their interest and the condition of local roads could help further drive up overall opinion of Council's performance.**



## Focus areas for coming 12 months

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**Across the performance measures, perceptions of Council have been maintained or improved since last year. This is a positive result for Council.**

In terms of priorities for the year ahead, Strathbogie Shire Council should focus on maintaining and improving performance in those service areas which most influence residents' perceptions of overall performance, specifically:

- Community consultation and engagement
- Decisions in the interest of the community
- Informing the community
- Condition of sealed local roads.

Council should also focus attention on areas where current performance ratings are low and remain significantly lower than the State-wide and Small Rural group council averages. An area that stands out is local streets and footpaths (index score of 48), where Council rates significantly below the Small Rural group average for 2019 (index score of 57), and has not improved on its 2018 rating (index score of 46).

More generally, consideration should also be given to residents aged 50 to 64 years, who tend to be less positive about Council performance than younger residents.

- It is important to learn from what is working amongst other groups, such as residents aged 18 to 34 years, and to use these lessons to build on performance experience and perceptions.

On the positive side, Council should look to build upon its improved performance on informing the community, community decisions, consultation and engagement, advocacy, and sealed and unsealed local roads over the next 12 months.



## Further areas of exploration

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An approach we recommend is to further mine the survey data to better understand the profile of these over and under-performing demographic groups. This can be achieved via additional consultation and data interrogation, self-mining the SPSS data provided, or via the dashboard portal available to the council.

Please note that the category descriptions for the coded open-ended responses are generic summaries only. We recommend further analysis of the detailed cross tabulations and the actual verbatim responses, with a view to understanding the responses of the key gender and age groups, especially any target groups identified as requiring attention.

**A personal briefing by senior JWS Research representatives is also available to assist in providing both explanation and interpretation of the results. Please contact JWS Research on:**

**03 8685 8555**

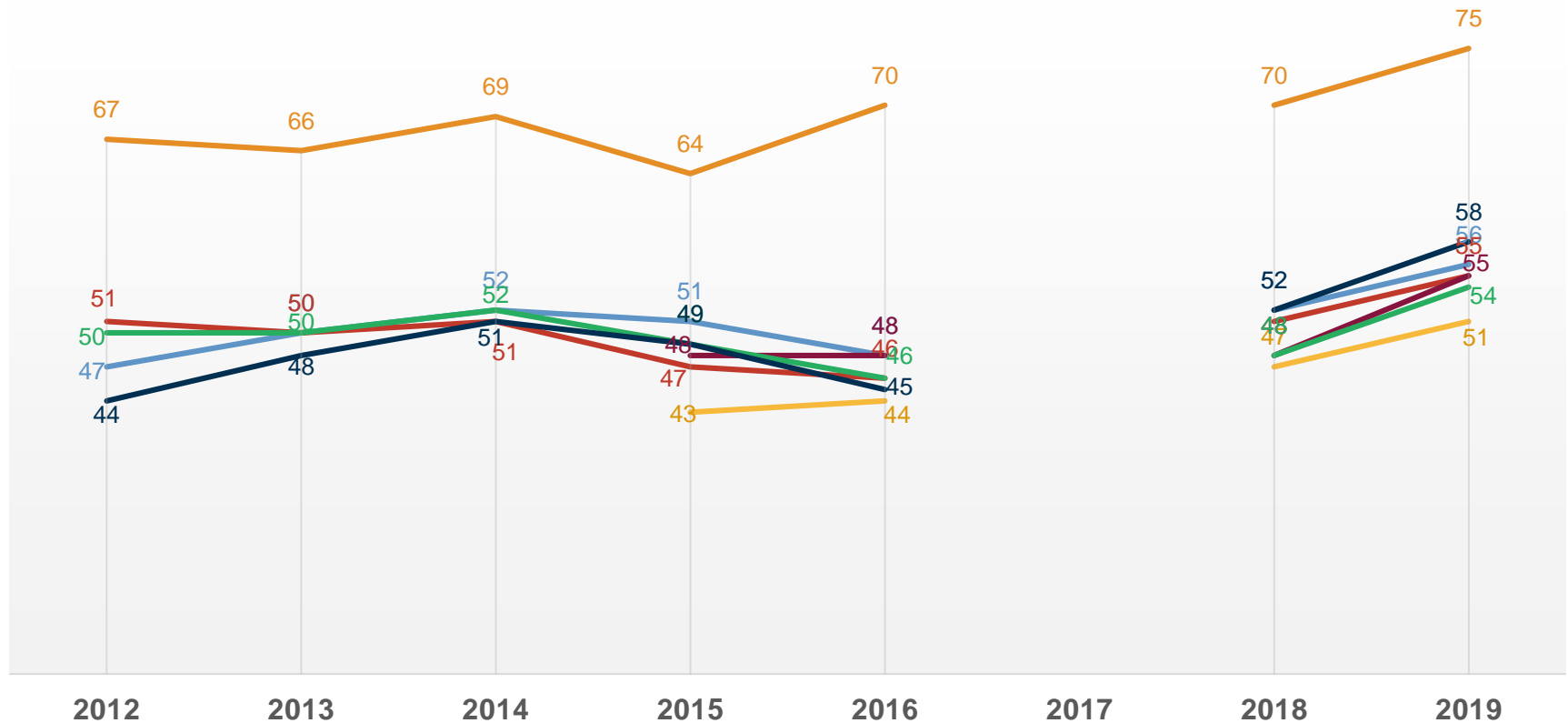
A large, stylized letter 'W' graphic that serves as a background element. It is filled with a satellite night map of the United States, showing city lights and road networks. The 'W' is positioned on the right side of the slide, with its leftmost vertical stroke extending towards the center.

# **Summary of findings**



# Summary of core measures

## Index scores





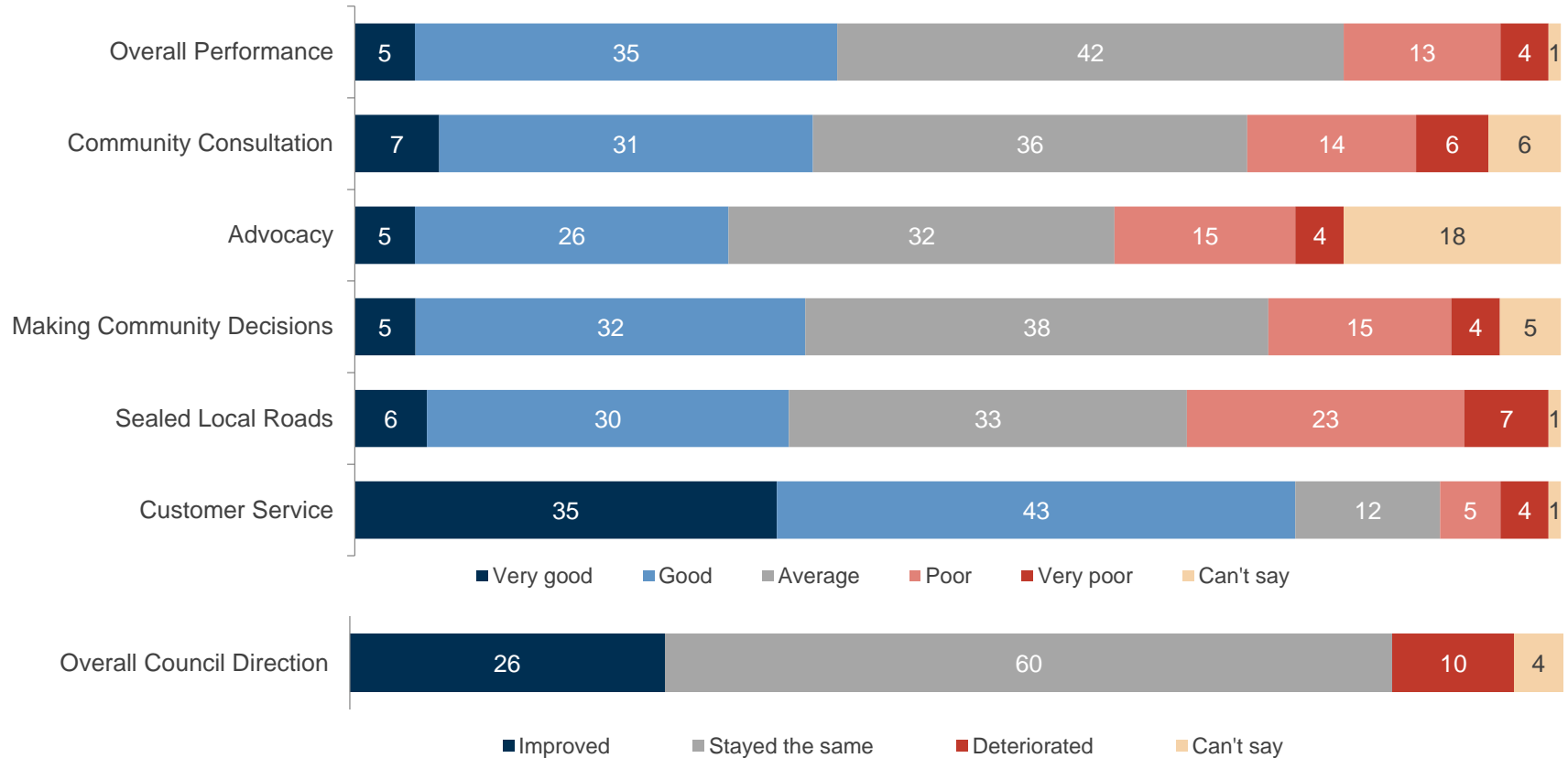
## Summary of core measures

Performance Measures	Strathbogie 2019	Strathbogie 2018	Small Rural 2019	State-wide 2019	Highest score	Lowest score
<b>Overall Performance</b>	<b>56</b>	52	58	60	Aged 18-34 years	Honeysuckle Creek Ward
<b>Community Consultation</b> (Community consultation and engagement)	<b>55</b>	51	56	56	Lake Nagambie/ Hughes Creek Wards	Aged 50-64 years
<b>Advocacy</b> (Lobbying on behalf of the community)	<b>54</b>	48	55	54	Aged 18-34 years	Aged 50-64 years
<b>Making Community Decisions</b> (Decisions made in the interest of the community)	<b>55</b>	48	55	55	Aged 18-34 years	Aged 50-64 years
<b>Sealed Local Roads</b> (Condition of sealed local roads)	<b>51</b>	47	53	56	Aged 18-34 years	Honeysuckle Creek Ward
<b>Customer Service</b>	<b>75</b>	70	70	71	Aged 18-34 years	Men
<b>Overall Council Direction</b>	<b>58</b>	52	53	53	Aged 18-34 years	Aged 50-64 years



# Summary of key community satisfaction

## Key measures summary results (%)





## Regression analysis explained

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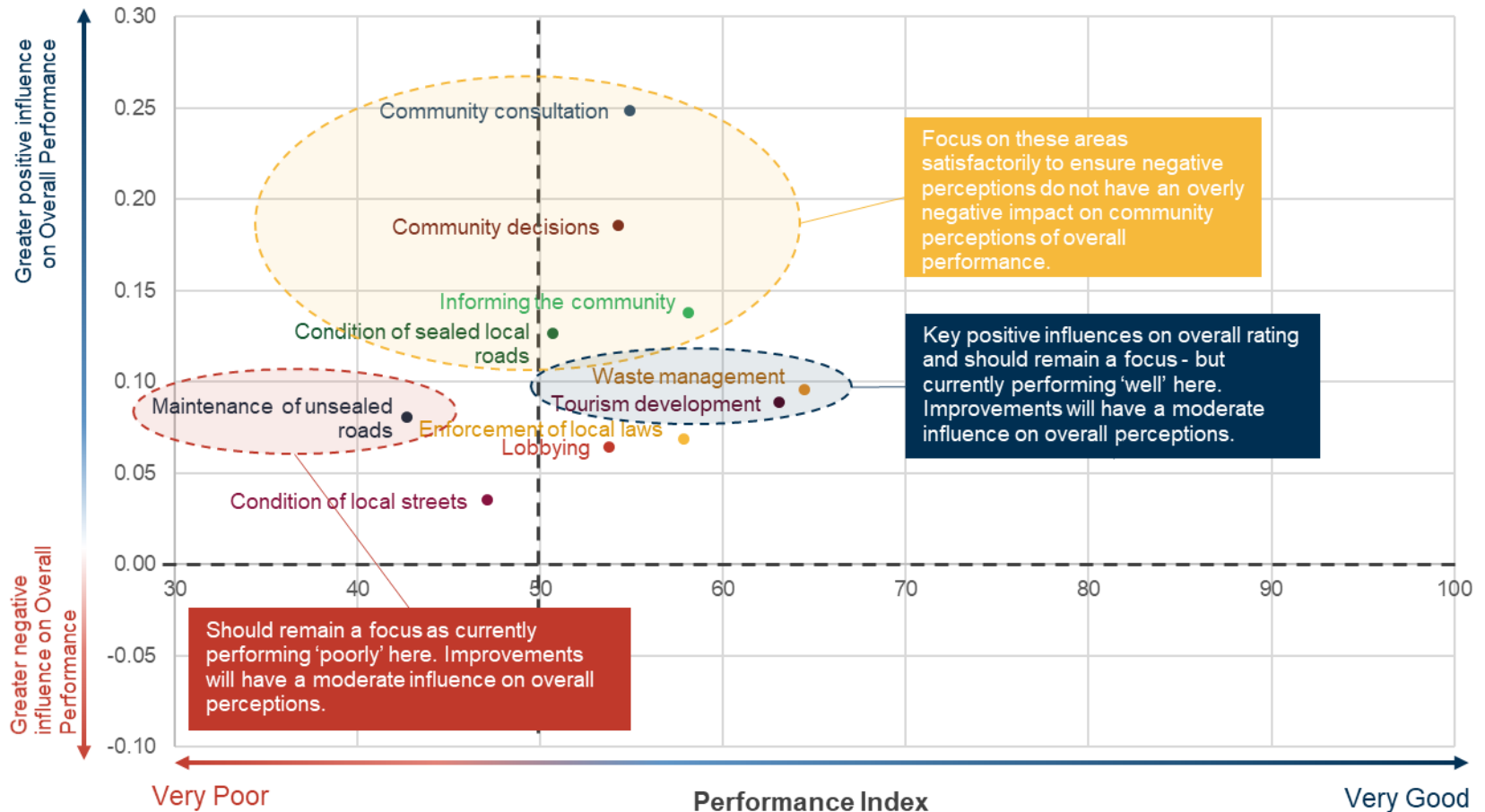
We use regression analysis to investigate which individual service areas, such as community consultation, condition of sealed local roads, etc. (the independent variables) are influencing respondent perceptions of overall council performance (the dependent variable).

In the chart that follows:

- 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 charts is based on unweighted data, which means the service performance indices in the regression charts may vary by +/- 1-2 points on the indices reported in charts and tables elsewhere in this report.

# Influence on overall performance: key service areas

## 2019 regression analysis (key service areas)



The multiple regression analysis model above (reduced set of service areas) has an R-squared value of 0.616 and adjusted R-square value of 0.606, which means that 60% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at  $p = 0.0001$ ,  $F = 62.63$ .



# Individual service area performance

## 2019 individual service area performance (index scores)

		2018	2017	2016	2015	2014	2013	2012
Tourism development	64	63	n/a	n/a	n/a	n/a	n/a	n/a
Waste management	63	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Informing the community	59	55	n/a	n/a	n/a	n/a	n/a	n/a
Enforcement of local laws	59	56	n/a	n/a	n/a	n/a	n/a	n/a
Community decisions	55	48	n/a	48	48	n/a	n/a	n/a
Consultation & engagement	55	51	n/a	46	47	51	50	51
Lobbying	54	48	n/a	46	49	52	50	50
Sealed local roads	51	47	n/a	44	43	n/a	n/a	n/a
Local streets & footpaths	48	46	n/a	n/a	n/a	n/a	n/a	n/a
Unsealed roads	43	37	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?

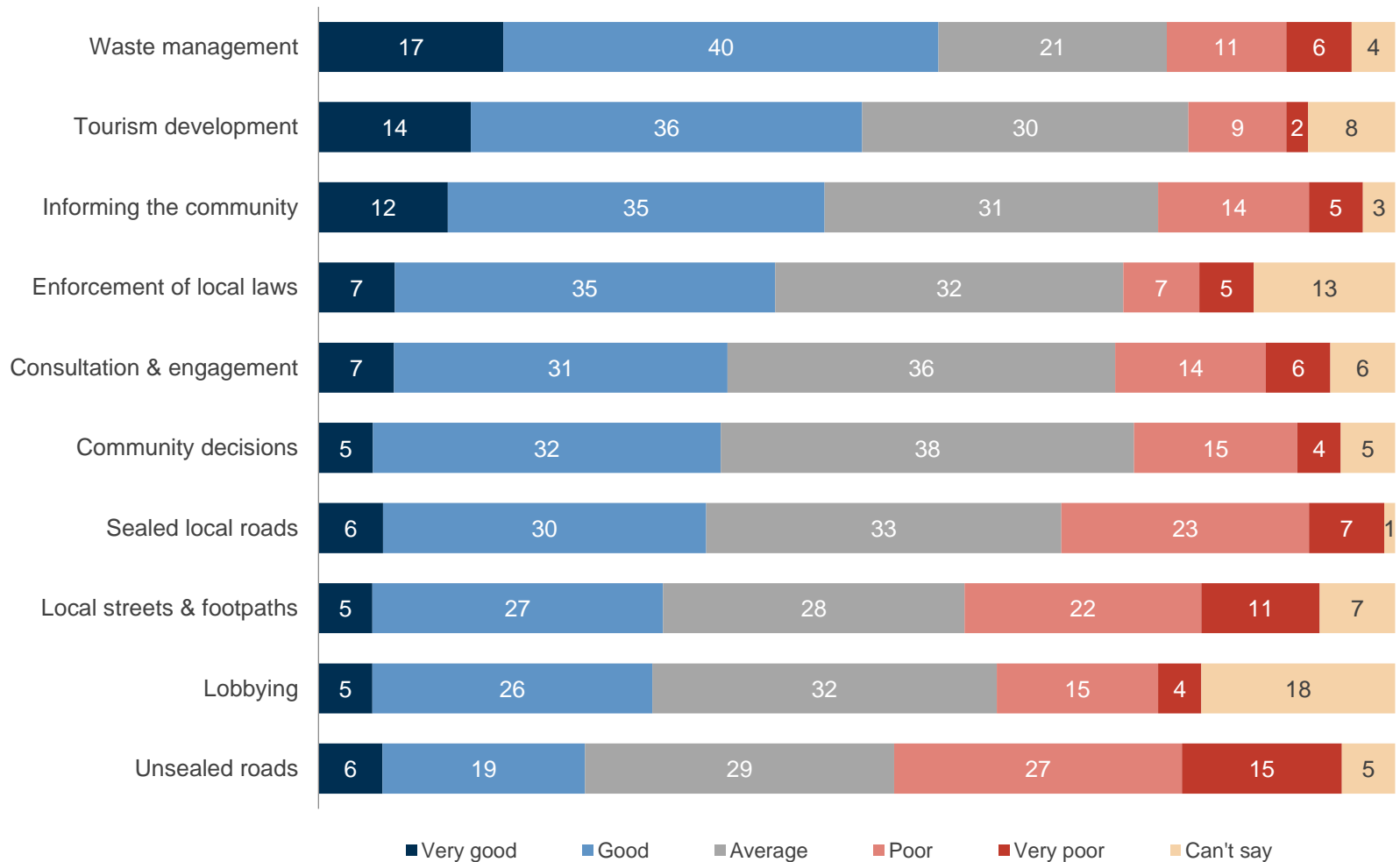
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

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



## Individual service area performance

2019 individual service area performance (%)



## Individual service area performance vs State-wide average



### Significantly Higher than State-wide Average

- Not applicable

### Significantly Lower than State-wide Average

- Local streets & footpaths
- Enforcement of local laws
- Waste management
- Sealed local roads



## Individual service area performance vs group average

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### Significantly Higher than Group Average

- Not applicable

### Significantly Lower than Group Average

- Local streets & footpaths
- Enforcement of local laws
- Waste management



## Best things about Council

### 2019 best things about Council (%) - Top mentions only -

		2018	2017	2016	2015	2014	2013	2012
Customer Service	14	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Road/Street Maintenance	7	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Community Support Services	6	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Recreational/Sporting Facilities	6	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Tourism	6	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Community Engagement/Involvement	5	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Council Management	4	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Parks and Gardens	4	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Waste Management	4	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Councillors	4	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Q16. Please tell me what is the ONE BEST thing about Strathbogie Shire Council? It could be about any of the issues or services we have covered in this survey or it could be about something else altogether?

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











Note: Significant differences have not been applied to this chart.

A verbatim listing of responses to this question can be found in the accompanying dashboard.



## Areas for improvement

### 2019 areas for improvement (%) - Top mentions only -

		2018	2017	2016	2015	2014	2013	2012
Rates - Too Expensive	 13	9	n/a	n/a	n/a	n/a	n/a	n/a
Sealed Road Maintenance	 12	18	n/a	n/a	n/a	n/a	n/a	n/a
Community Consultation	 9	11	n/a	n/a	n/a	n/a	n/a	n/a
Communication	 9	12	n/a	n/a	n/a	n/a	n/a	n/a
Footpaths/Walking Tracks	 8	9	n/a	n/a	n/a	n/a	n/a	n/a
Unsealed Road Maintenance	 6	6	n/a	n/a	n/a	n/a	n/a	n/a
Financial Management	 5	7	n/a	n/a	n/a	n/a	n/a	n/a
Waste Management	 5	5	n/a	n/a	n/a	n/a	n/a	n/a
Rural/Regional Communities	 5	3	n/a	n/a	n/a	n/a	n/a	n/a
Nothing	 7	8	n/a	n/a	n/a	n/a	n/a	n/a

Q17. What does Strathbogie Shire Council MOST need to do to improve its performance?

Base: All respondents. Councils asked state-wide: 43 Councils asked group: 10

Note: Significant differences have not been applied to this chart.

A verbatim listing of responses to this question can be found in the accompanying dashboard.

# DETAILED FINDINGS

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# **Overall performance**



# Overall performance

## 2019 overall performance (index scores)

		2018	2017	2016	2015	2014	2013	2012
18-34	60	59	n/a	50	54	60	55	54
State-wide	60▲	59	59	59	60	61	60	60
Small Rural	58	56	58	57	59	n/a	n/a	n/a
Lake Nagambie/Hughes Creek	57	55	n/a	n/a	n/a	n/a	n/a	n/a
Seven Creeks Ward	56	53	n/a	n/a	n/a	n/a	n/a	n/a
65+	56	54	n/a	49	51	53	50	49
Men	56	52	n/a	49	48	53	50	47
Strathbogie	56	52	n/a	48	51	52	50	47
Women	56	52	n/a	48	53	52	50	48
35-49	54	52	n/a	47	50	51	48	40
50-64	54	46	n/a	47	48	47	48	47
Honeysuckle Creek Ward	51	44	n/a	n/a	n/a	n/a	n/a	n/a

Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Strathbogie Shire 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?

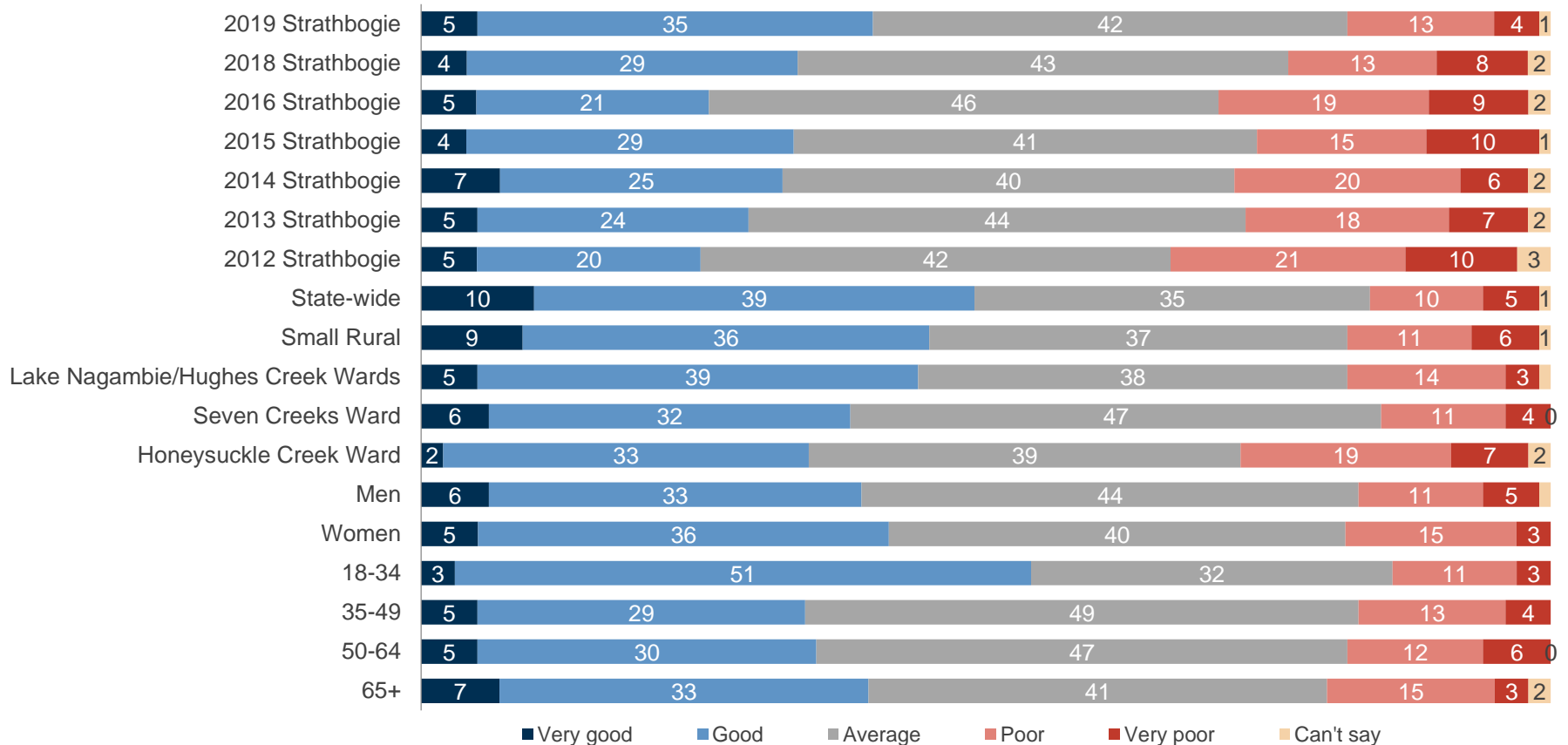
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

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



# Overall performance

## Overall performance (%)



Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Strathbogie Shire 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: 63 Councils asked group: 18

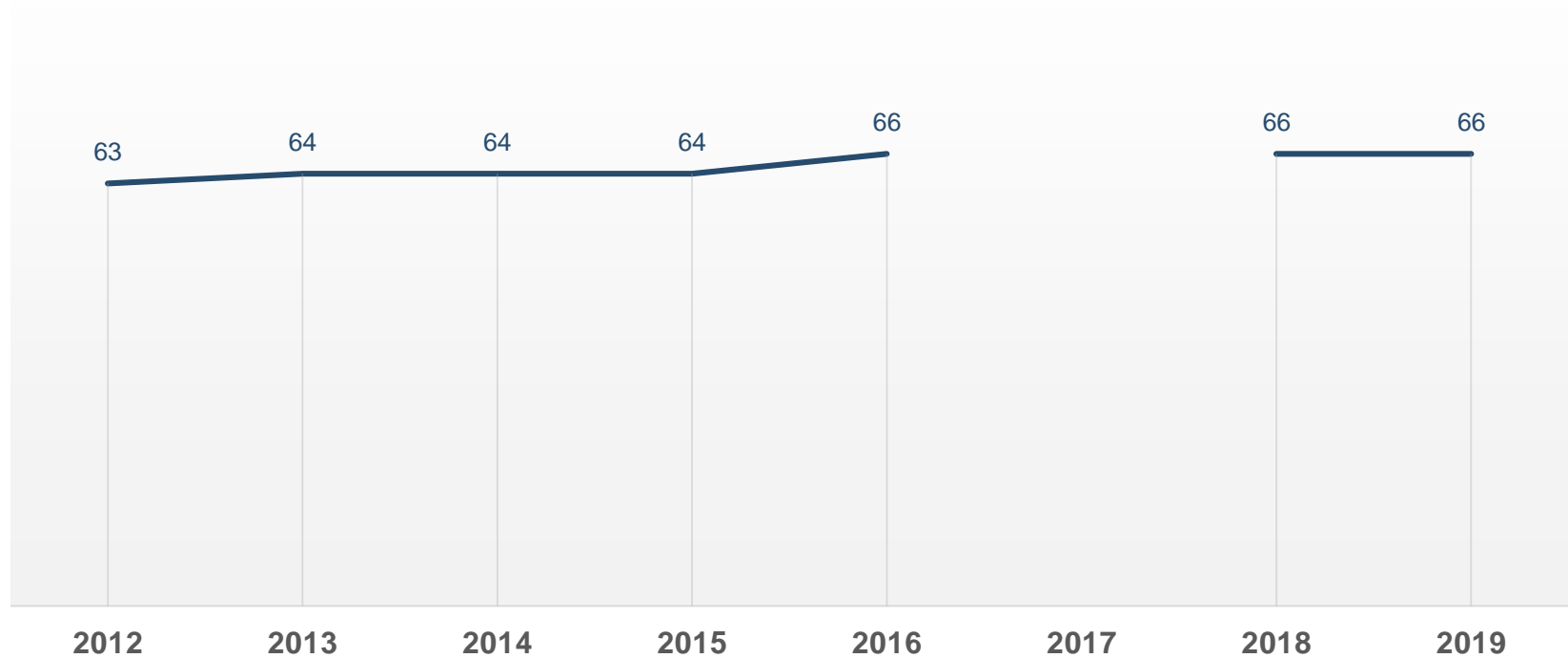


# **Customer service**



## Contact with council

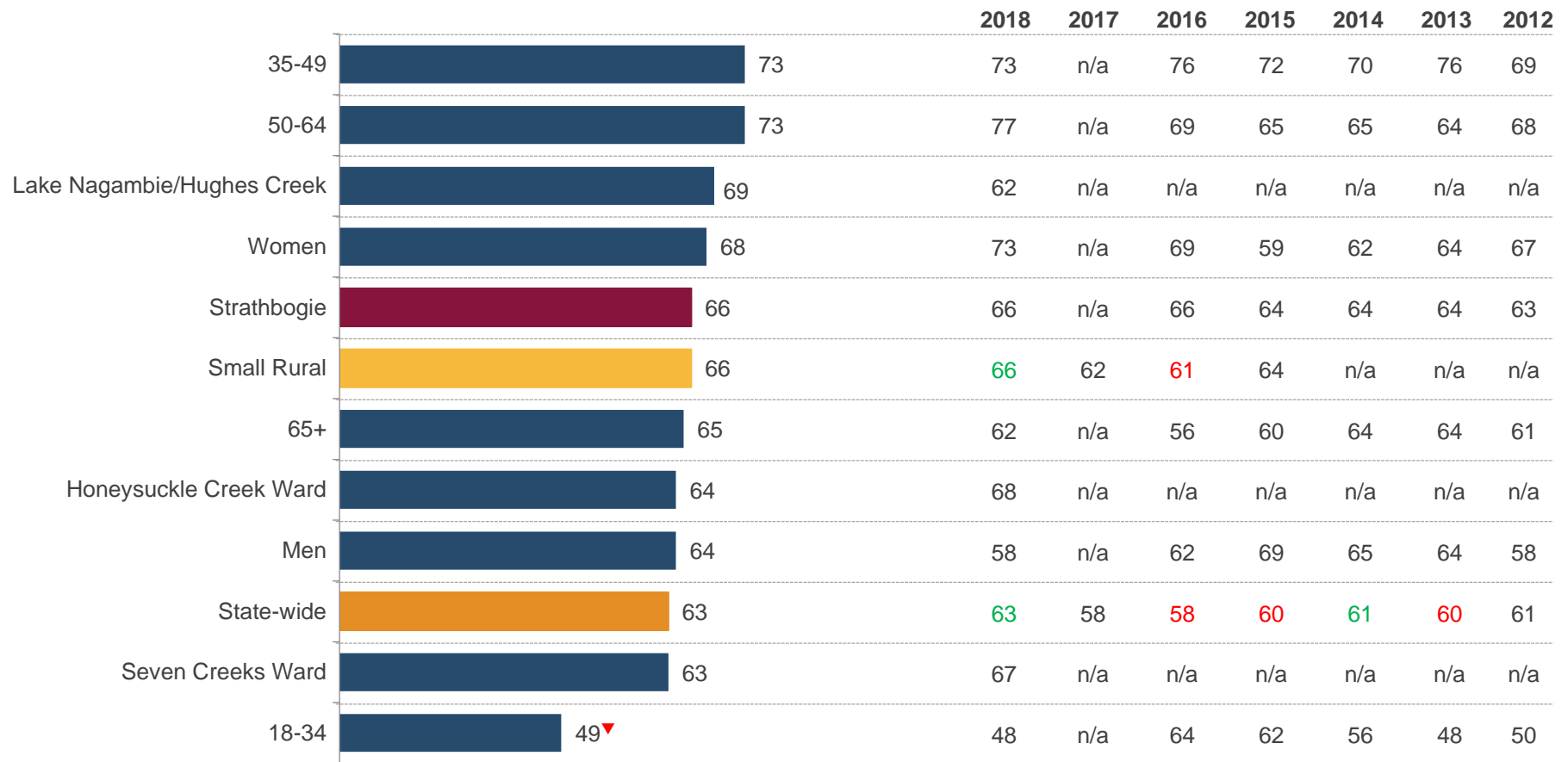
### 2019 contact with council (%) Have had contact





## Contact with council

### 2019 contact with council (%)



Q5a. Have you or any member of your household had any recent contact with Strathbogie Shire Council in any of the following ways?

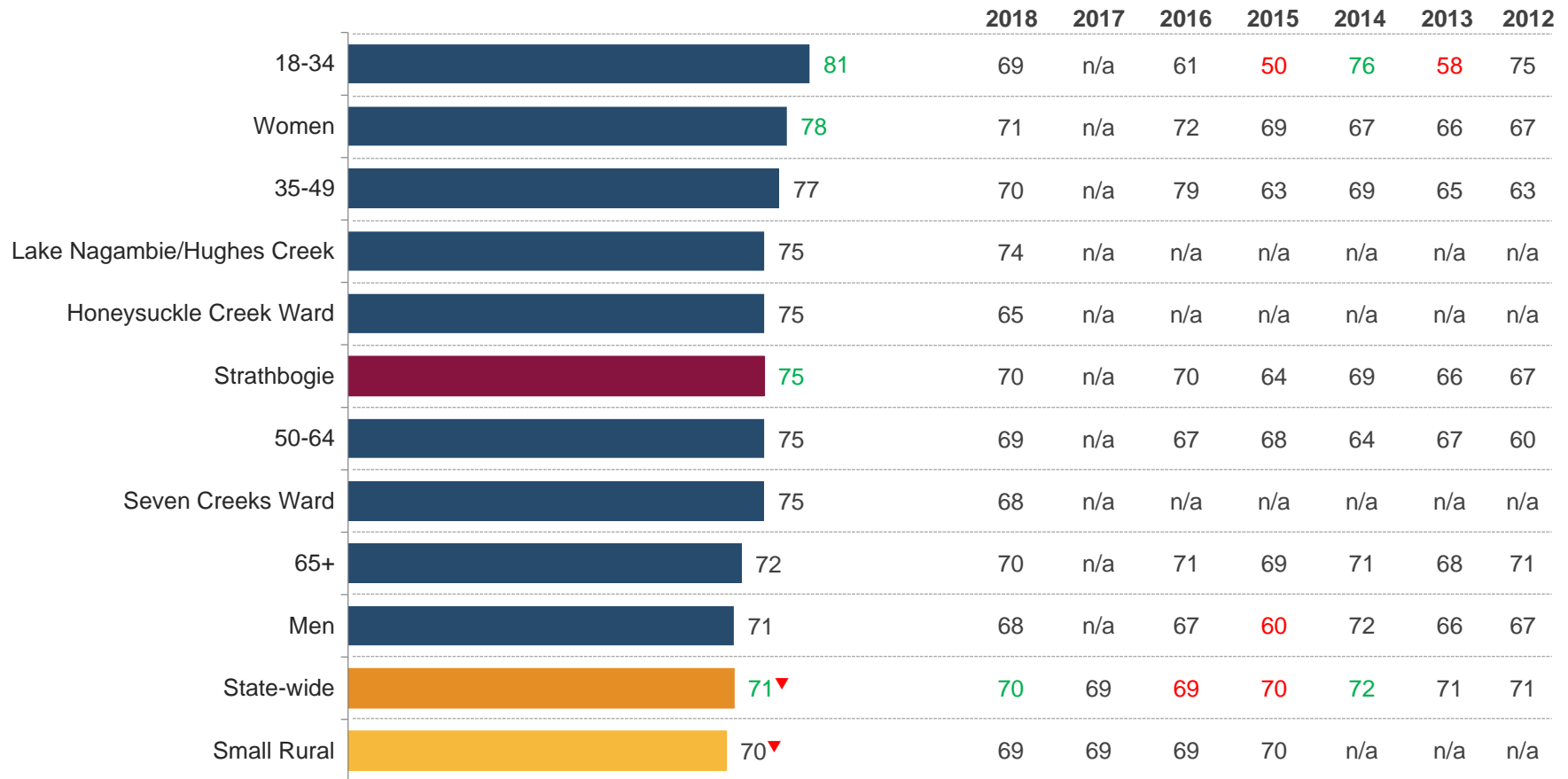
Base: All respondents. Councils asked state-wide: 25 Councils asked group: 6

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



## Customer service rating

### 2019 customer service rating (index scores)



Q5c. Thinking of the most recent contact, how would you rate Strathbogie Shire 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.

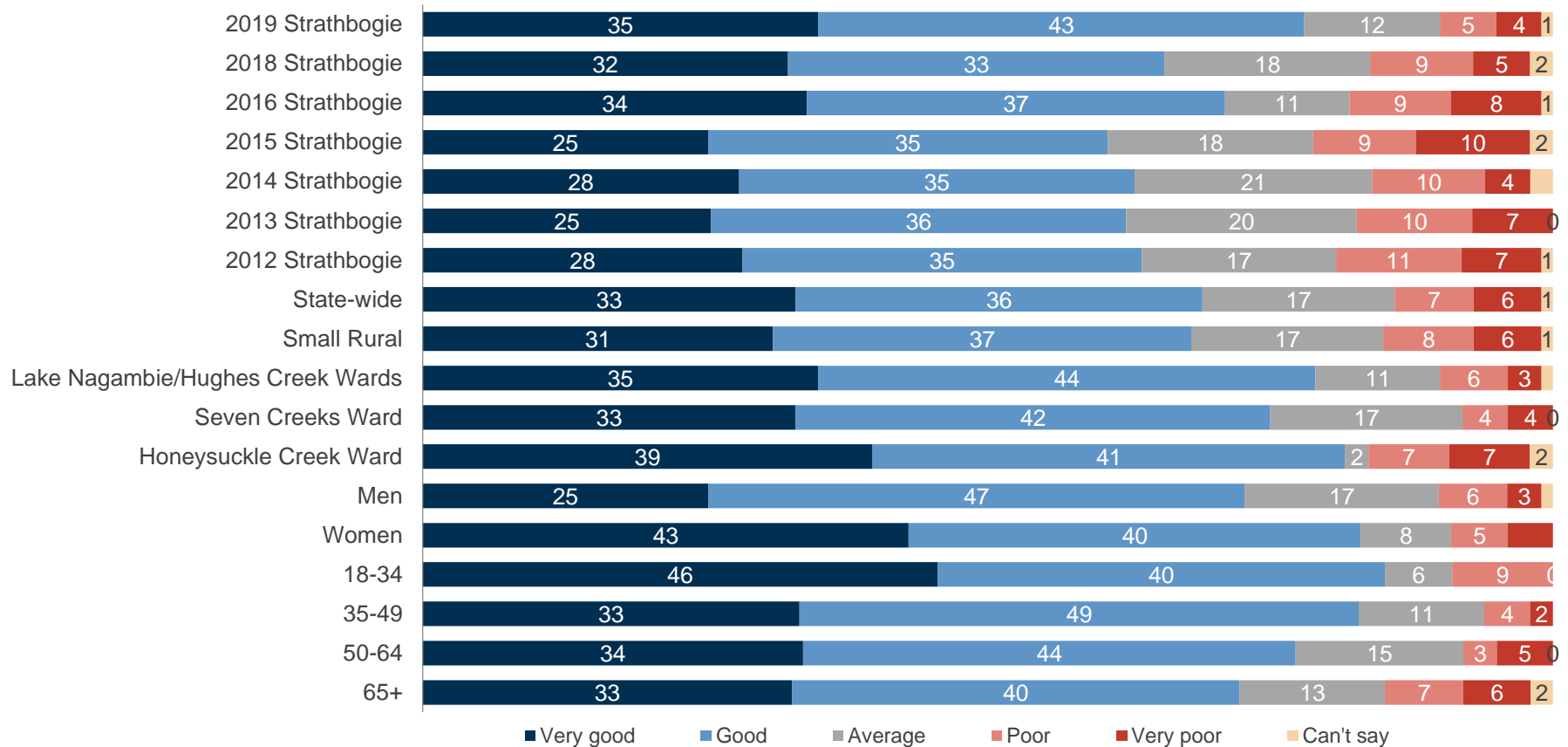
Councils asked state-wide: 63 Councils asked group: 18

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



## Customer service rating

Customer service rating (%)



Q5c. Thinking of the most recent contact, how would you rate Strathbogie Shire 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: 63 Councils asked group: 18



# Method of contact with council

2019 method of contact (%)



In Person



In Writing



By Telephone



By Text Message



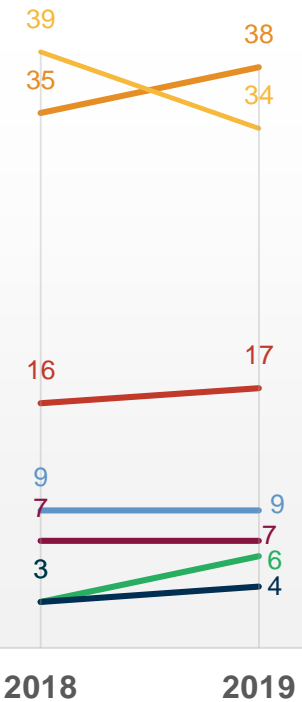
By Email



Via Website



By Social Media



Q5a. Have you or any member of your household had any recent contact with Strathbogie Shire Council in any of the following ways?

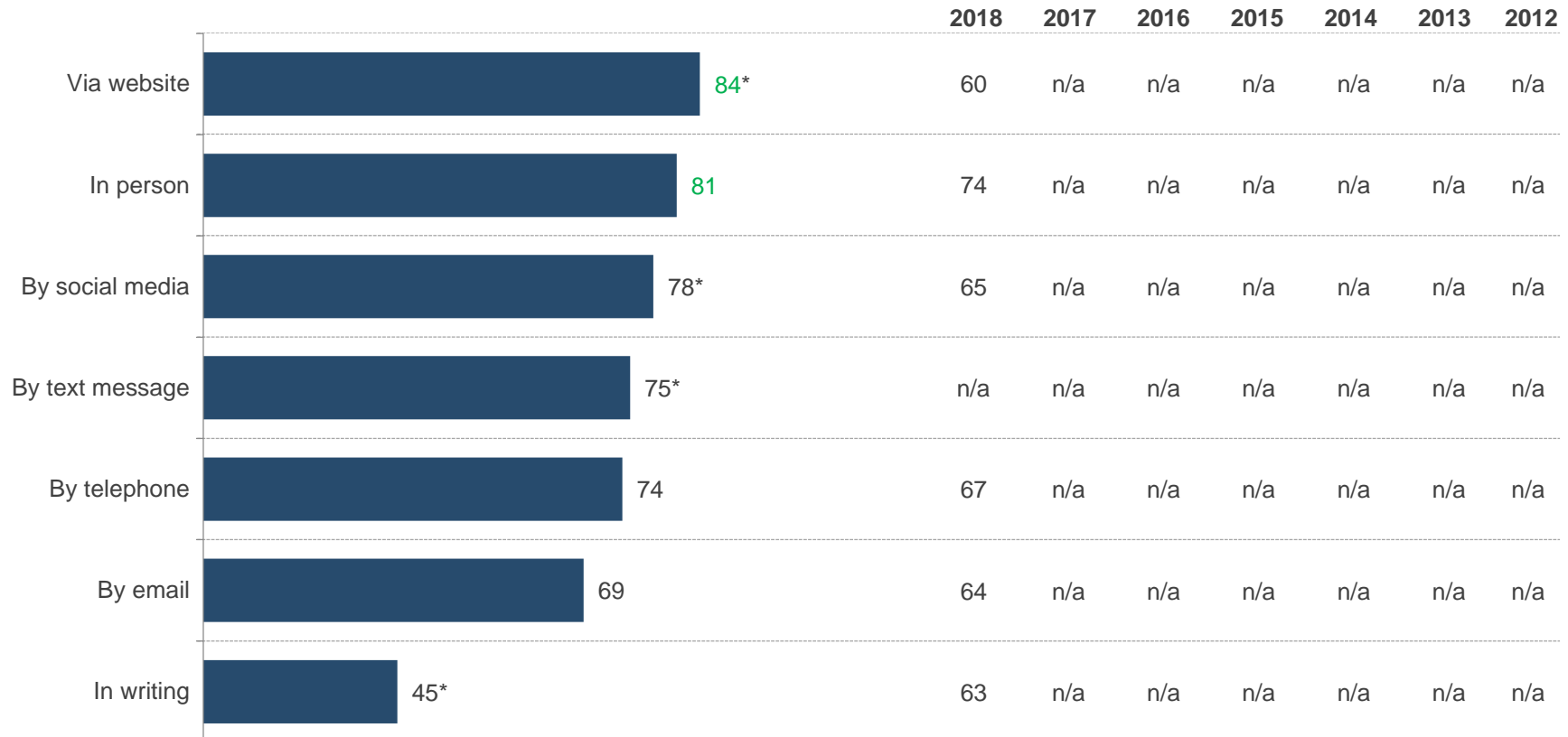
Base: All respondents. Councils asked state-wide: 25 Councils asked group: 6

Note: Respondents could name multiple contacts methods so responses may add to more than 100%



# Customer service rating by method of last contact

## 2019 customer service rating (index score by method of last contact)



Q5c. Thinking of the most recent contact, how would you rate Strathbogie Shire 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.

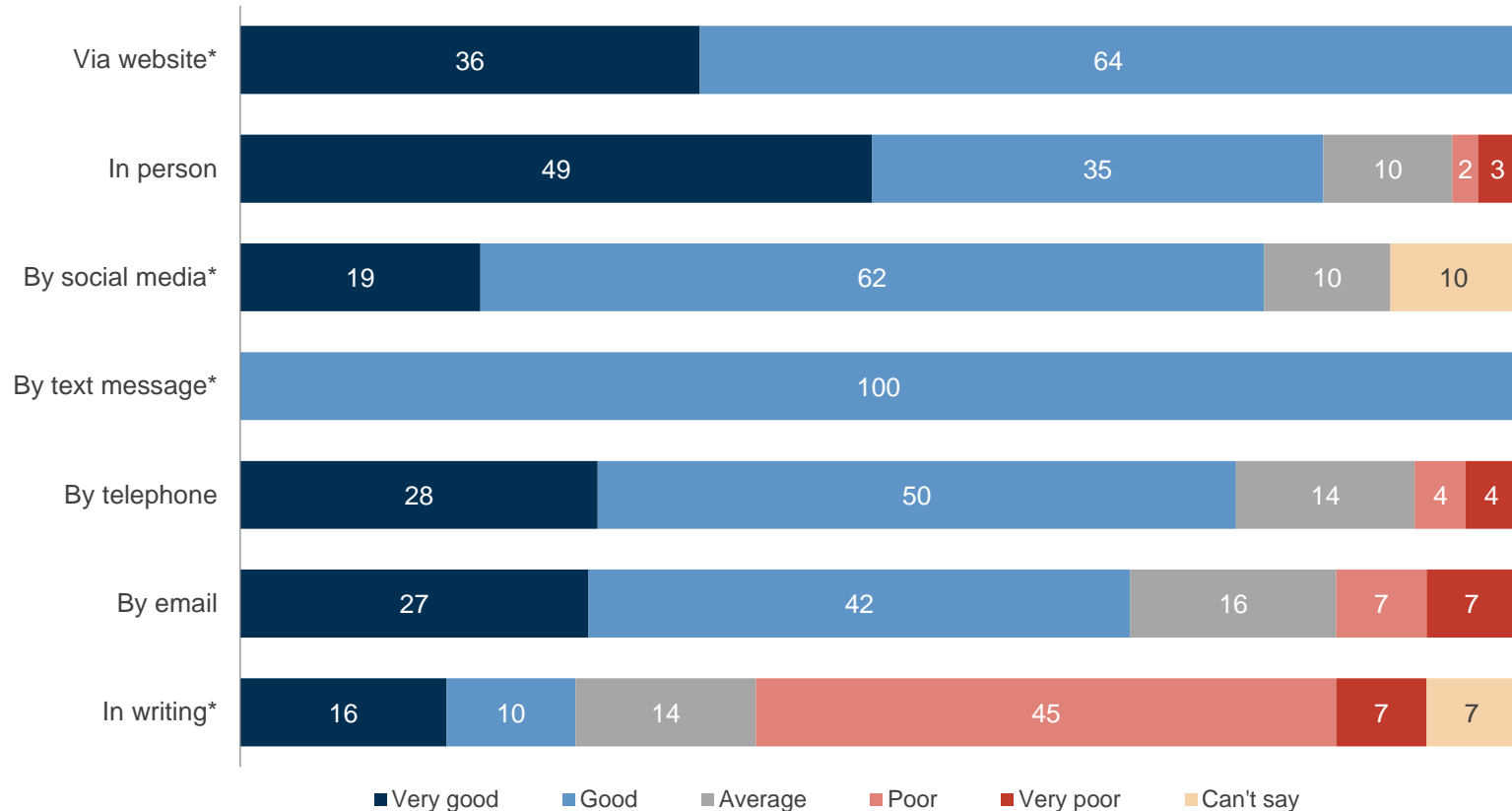
Councils asked state-wide: 63 Councils asked group: 18

\*Caution: small sample size < n=30



# Customer service rating by method of last contact

2019 customer service rating (% by method of last contact)



Q5c. Thinking of the most recent contact, how would you rate Strathbogie Shire 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: 25 Councils asked group: 6

\*Caution: small sample size < n=30

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# Communication



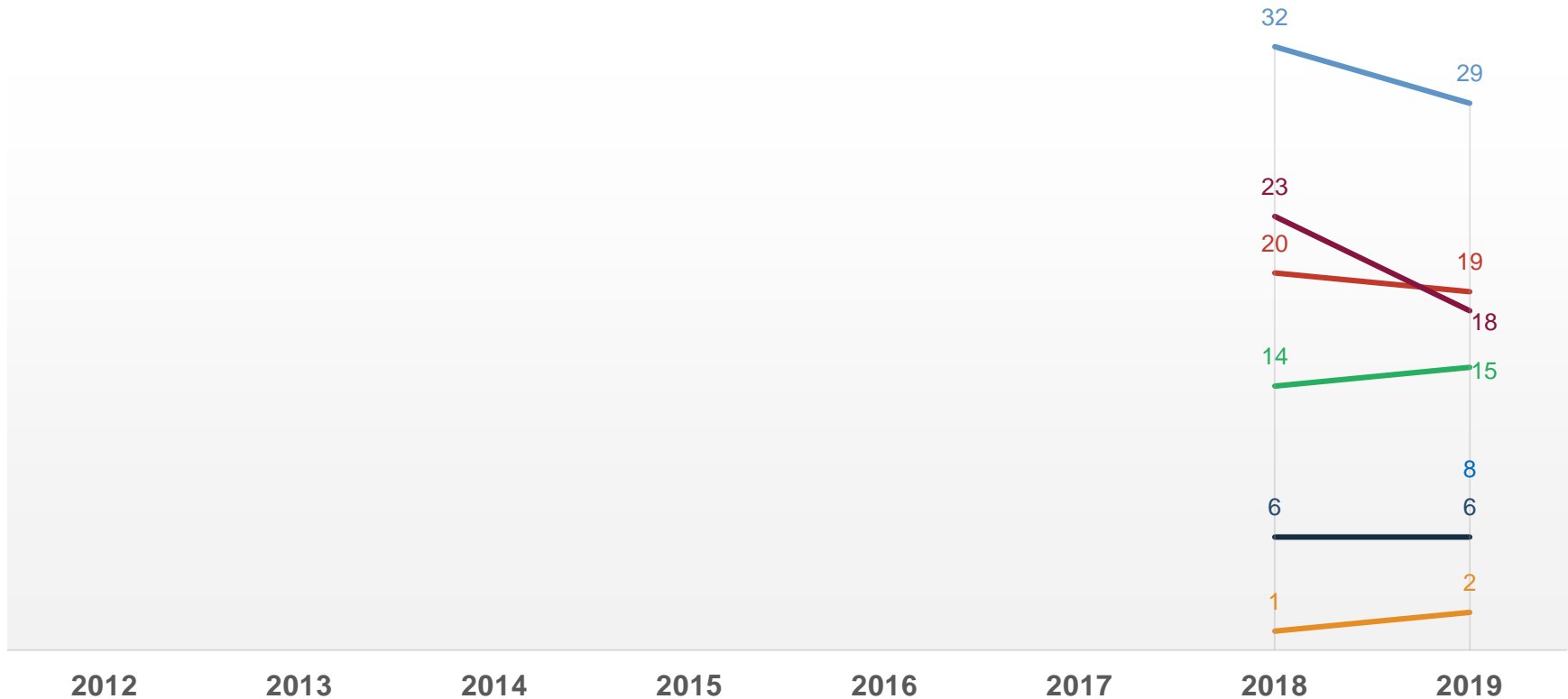
## Communication summary

<b>Overall preferred forms of communication</b>	<ul style="list-style-type: none"> <li>• Newsletter sent via mail (29%)</li> </ul>
<b>Preferred forms of communication among over 50s</b>	<ul style="list-style-type: none"> <li>• Newsletter sent via mail (29%)</li> </ul>
<b>Preferred forms of communication among under 50s</b>	<ul style="list-style-type: none"> <li>• Newsletter sent via mail (30%)</li> </ul>
<b>Greatest change since 2018</b>	<ul style="list-style-type: none"> <li>• Advertising in local newspaper (-5)</li> <li>• Note: Social Media added in 2019</li> </ul>



## Best form of communication

2019 best form of communication (%)



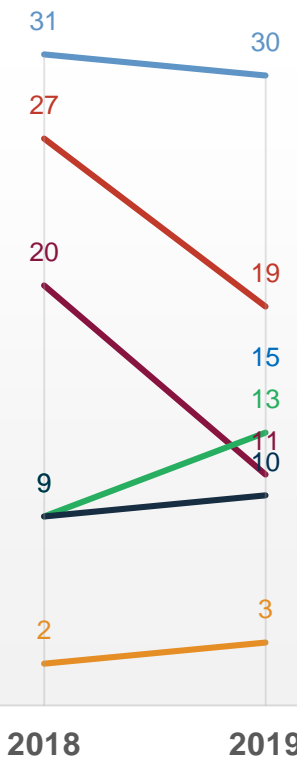
Q13. If Strathbogie Shire Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?

Base: All respondents. Councils asked state-wide: 31 Councils asked group: 7



## Best form of communication: under 50s

2019 under 50s best form of communication (%)



2012

2013

2014

2015

2016

2017

2018

2019

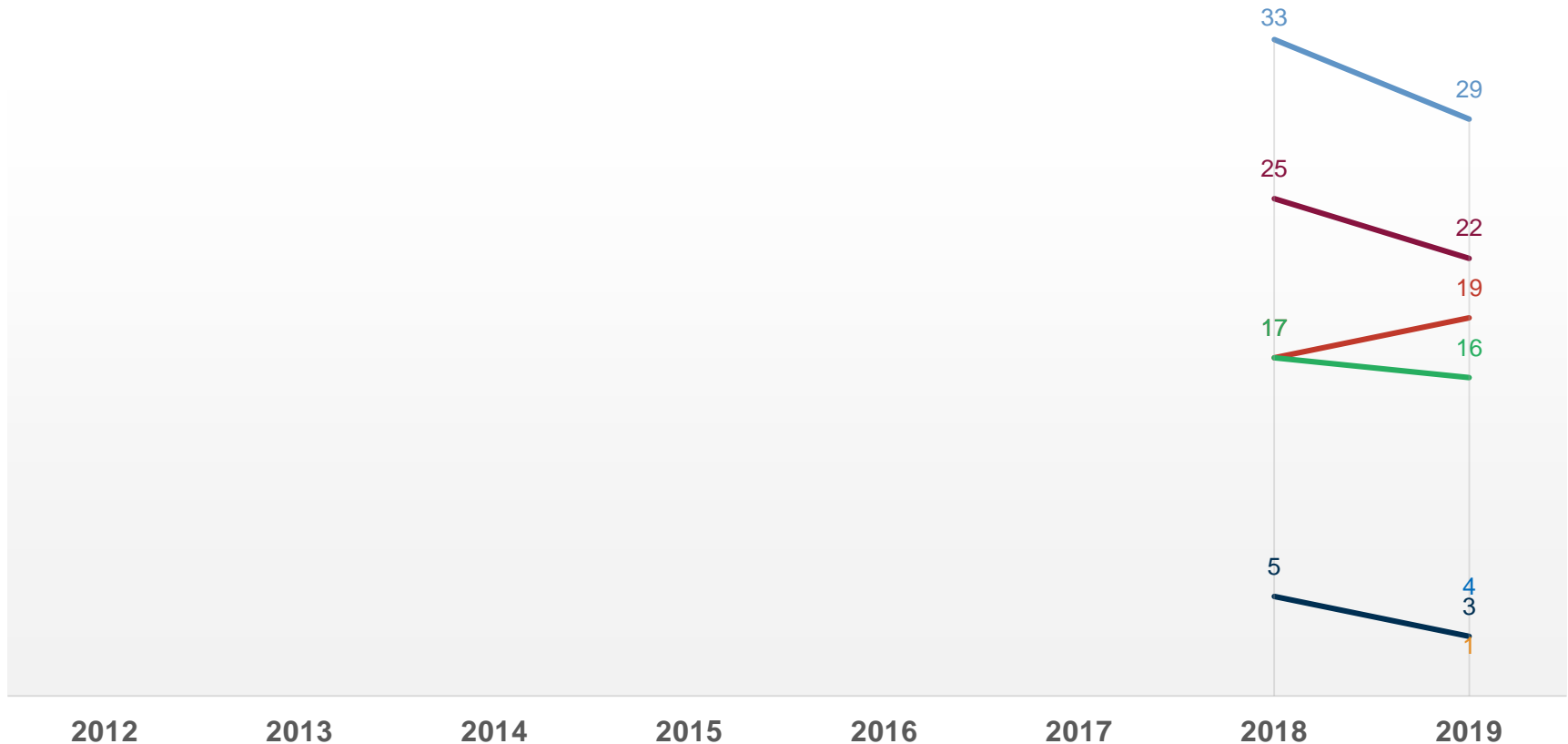
Q13. If Strathbogie Shire Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?

Base: All respondents aged under 50. Councils asked state-wide: 31 Councils asked group: 7



## 2019 best form of communication: over 50s

2019 over 50s best form of communication (%)



Q13. If Strathbogie Shire Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?

Base: All respondents aged over 50. Councils asked state-wide: 31 Councils asked group: 7



# Council direction



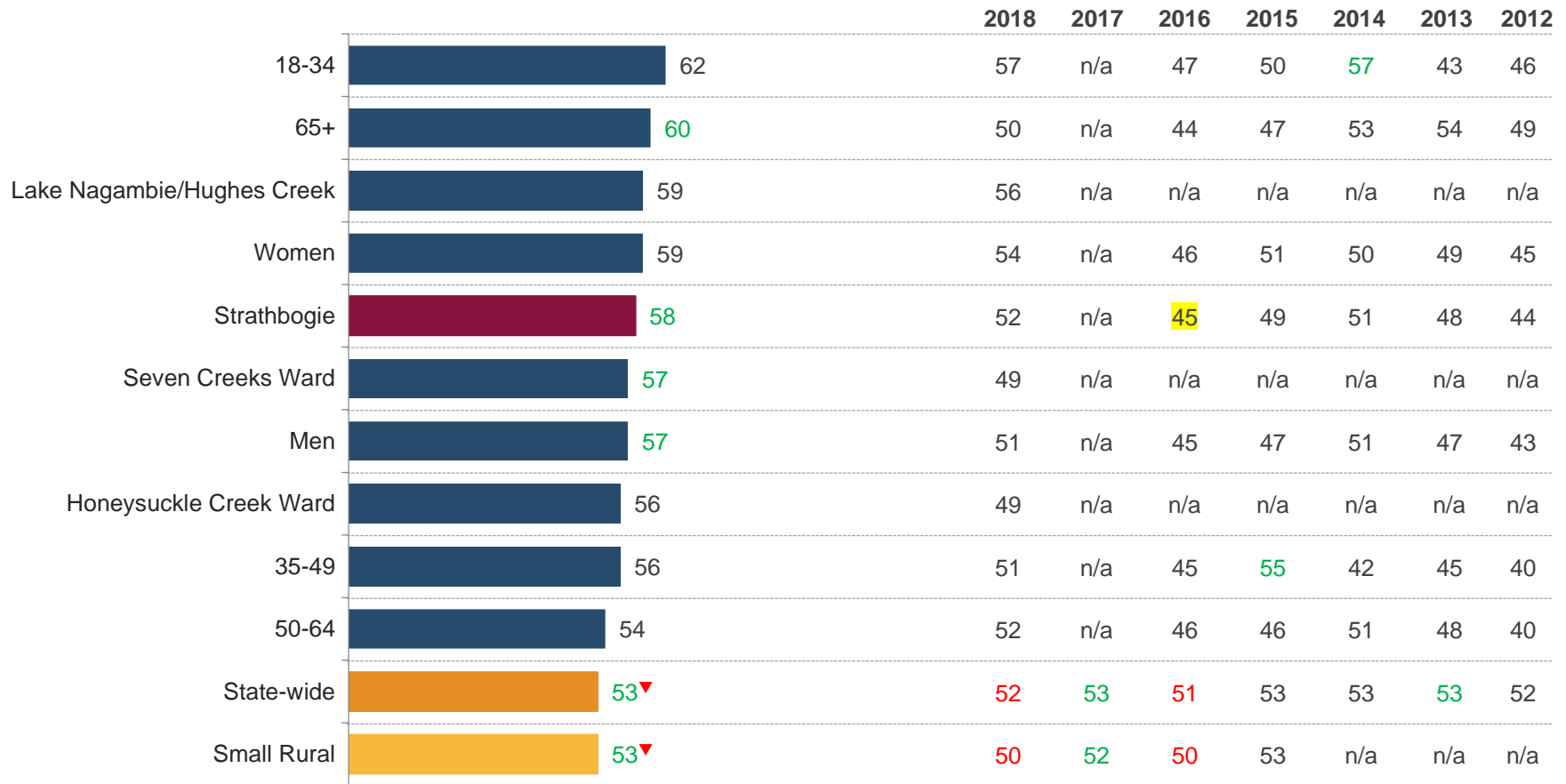
## Council direction summary

<b>Council direction</b>	<ul style="list-style-type: none"> <li>• 60% stayed about the same, down 2 points on 2018</li> <li>• 26% improved, up 7 points on 2018</li> <li>• 10% deteriorated, down 5 points on 2018</li> </ul>
<b>Most satisfied with Council direction</b>	<ul style="list-style-type: none"> <li>• Aged 18-34 years</li> </ul>
<b>Least satisfied with Council direction</b>	<ul style="list-style-type: none"> <li>• Aged 50-64 years</li> </ul>



## Overall council direction last 12 months

### 2019 overall direction (index scores)



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

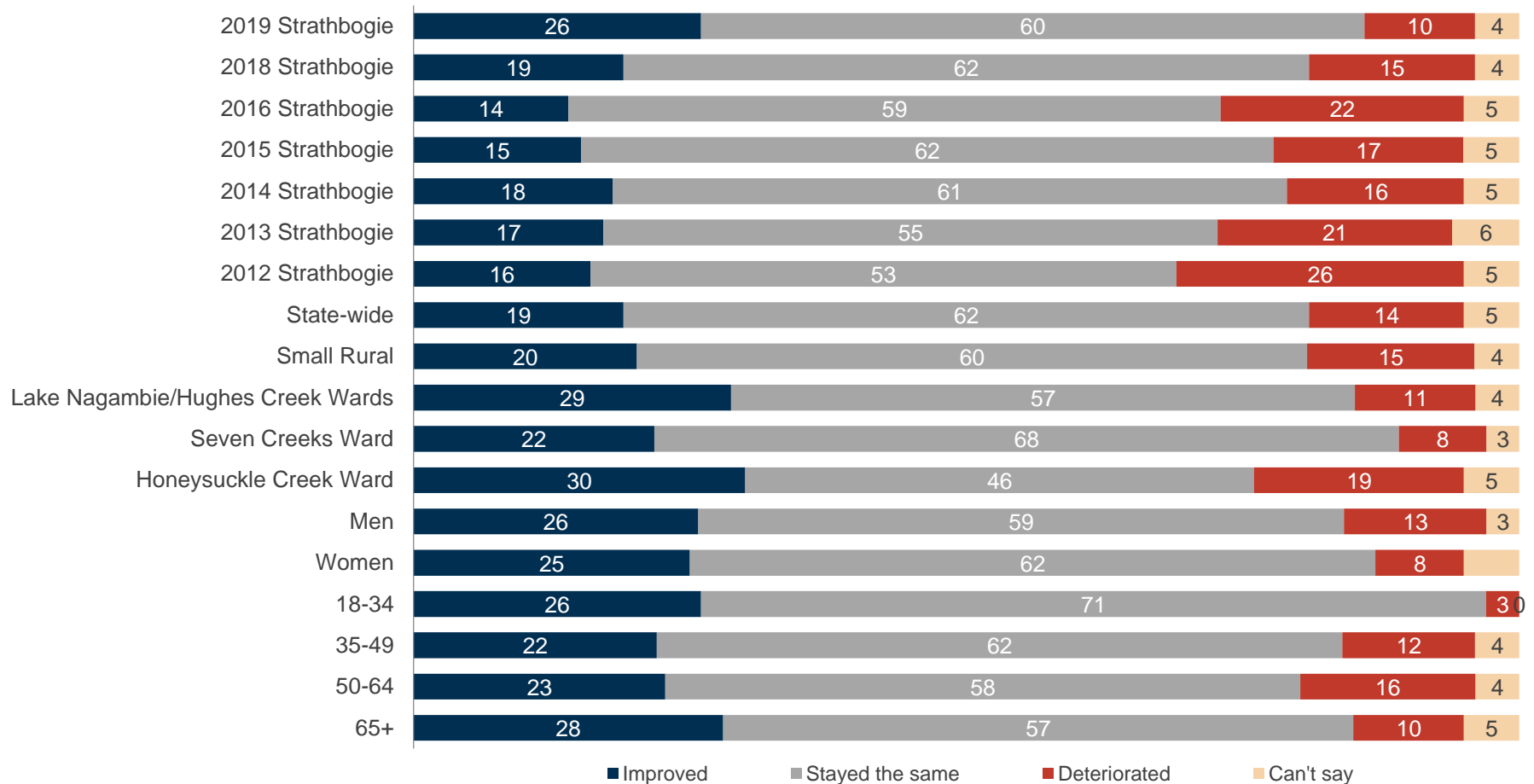
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

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



## Overall council direction last 12 months

### 2019 overall council direction (%)



A large, stylized letter 'W' graphic that serves as a background element. It is filled with a satellite night map of the United States, showing city lights and road networks. The 'W' is positioned on the right side of the slide, with its leftmost vertical stroke extending towards the center.

# **Individual service areas**



# Community consultation and engagement performance

## 2019 Consultation and engagement performance (index scores)

		2018	2017	2016	2015	2014	2013	2012
Lake Nagambie/Hughes Creek	57	52	n/a	n/a	n/a	n/a	n/a	n/a
35-49	57	50	n/a	46	49	51	47	46
18-34	57	58	n/a	58	51	60	48	60
Women	57	53	n/a	48	50	54	50	53
Small Rural	56	54	55	55	56	n/a	n/a	n/a
State-wide	56	55	55	54	56	57	57	57
Honeysuckle Creek Ward	55	51	n/a	n/a	n/a	n/a	n/a	n/a
65+	55	50	n/a	42	45	51	55	52
Strathbogie	55	51	n/a	46	47	51	50	51
Men	54	49	n/a	44	44	49	51	49
Seven Creeks Ward	53	50	n/a	n/a	n/a	n/a	n/a	n/a
50-64	53	47	n/a	43	46	47	48	48

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

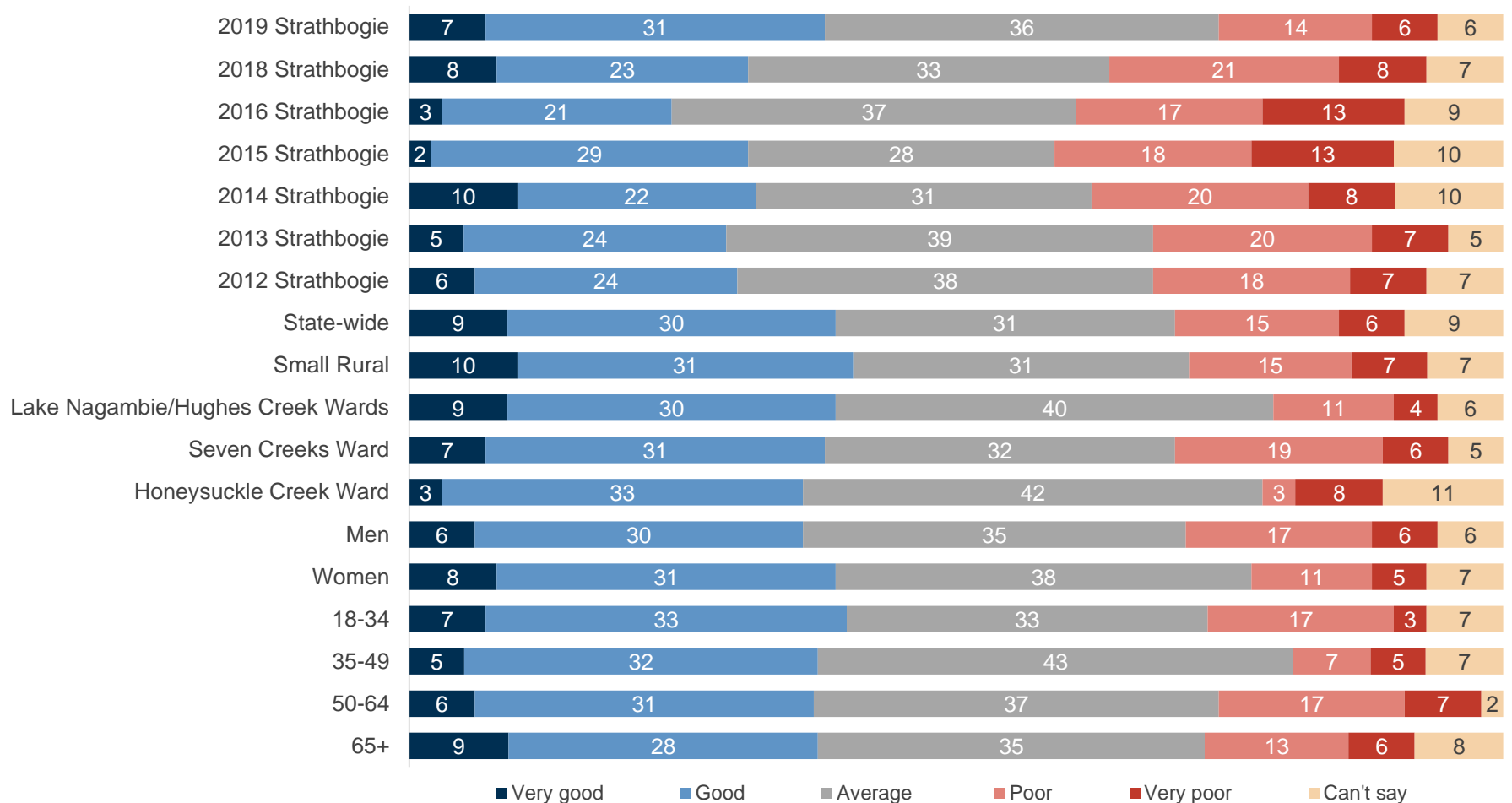
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

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



# Community consultation and engagement performance

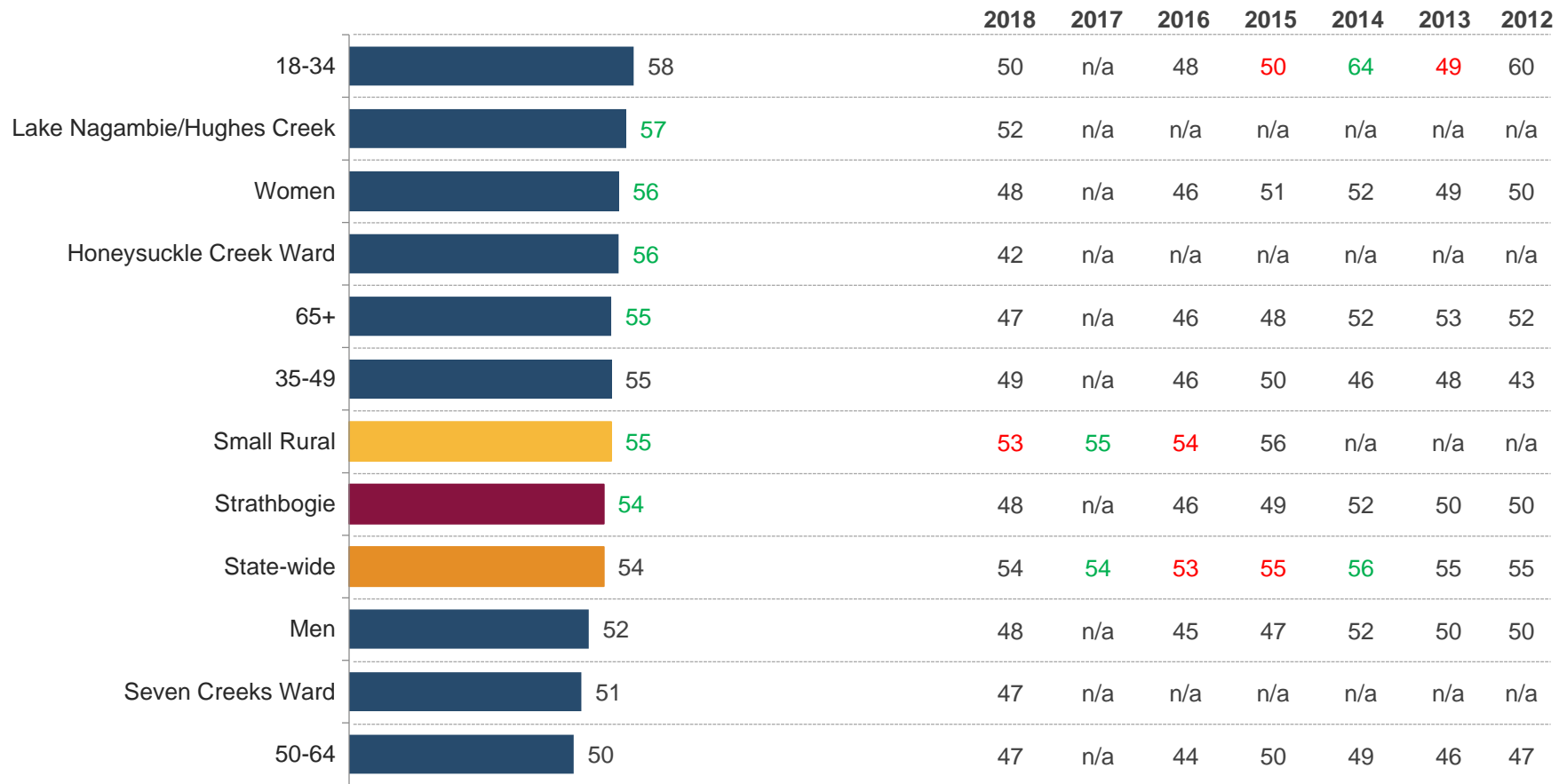
## 2019 Consultation and engagement performance (%)





# Lobbying on behalf of the community performance

## 2019 Lobbying performance (index scores)



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

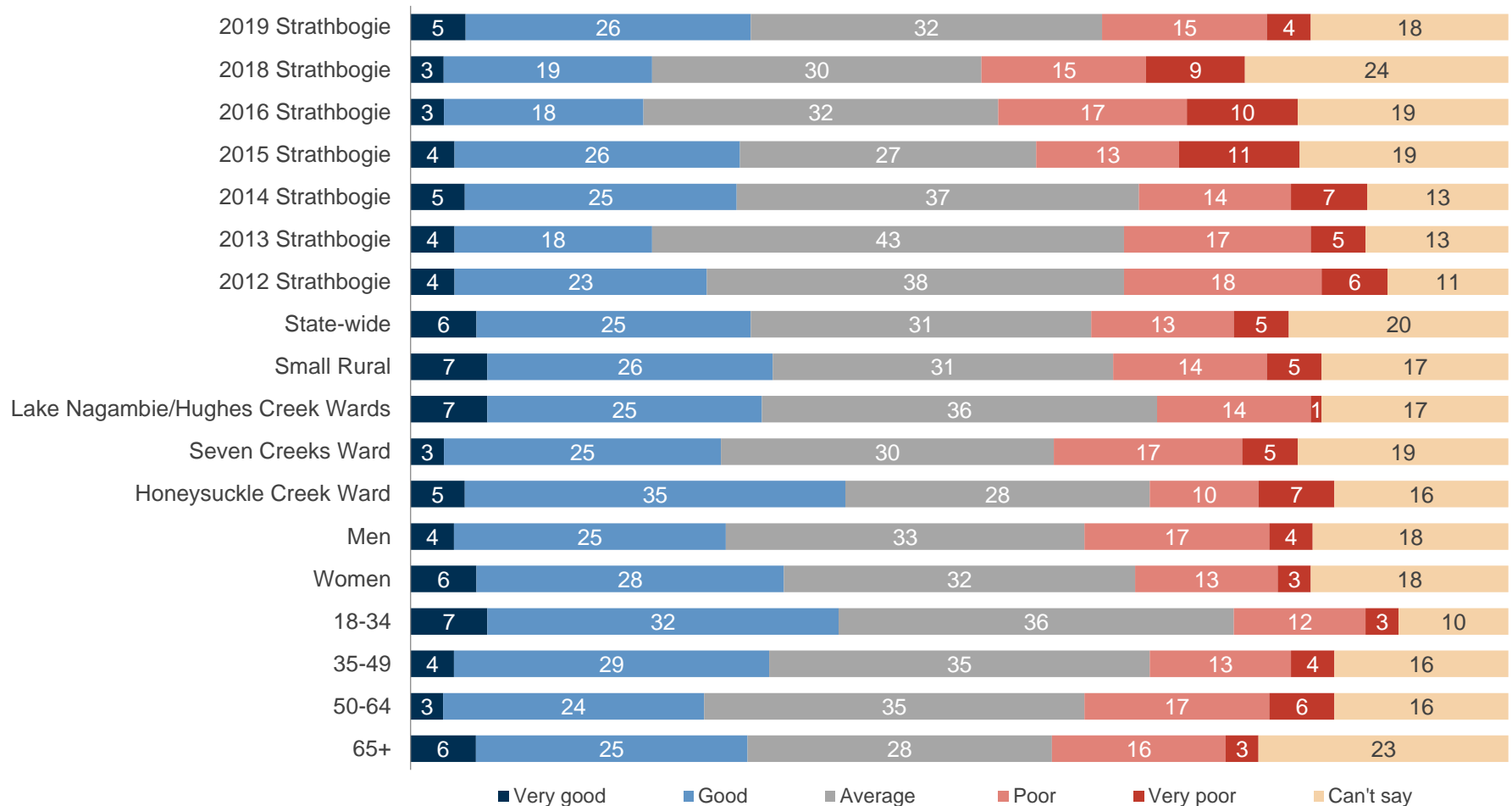
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

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



# Lobbying on behalf of the community performance

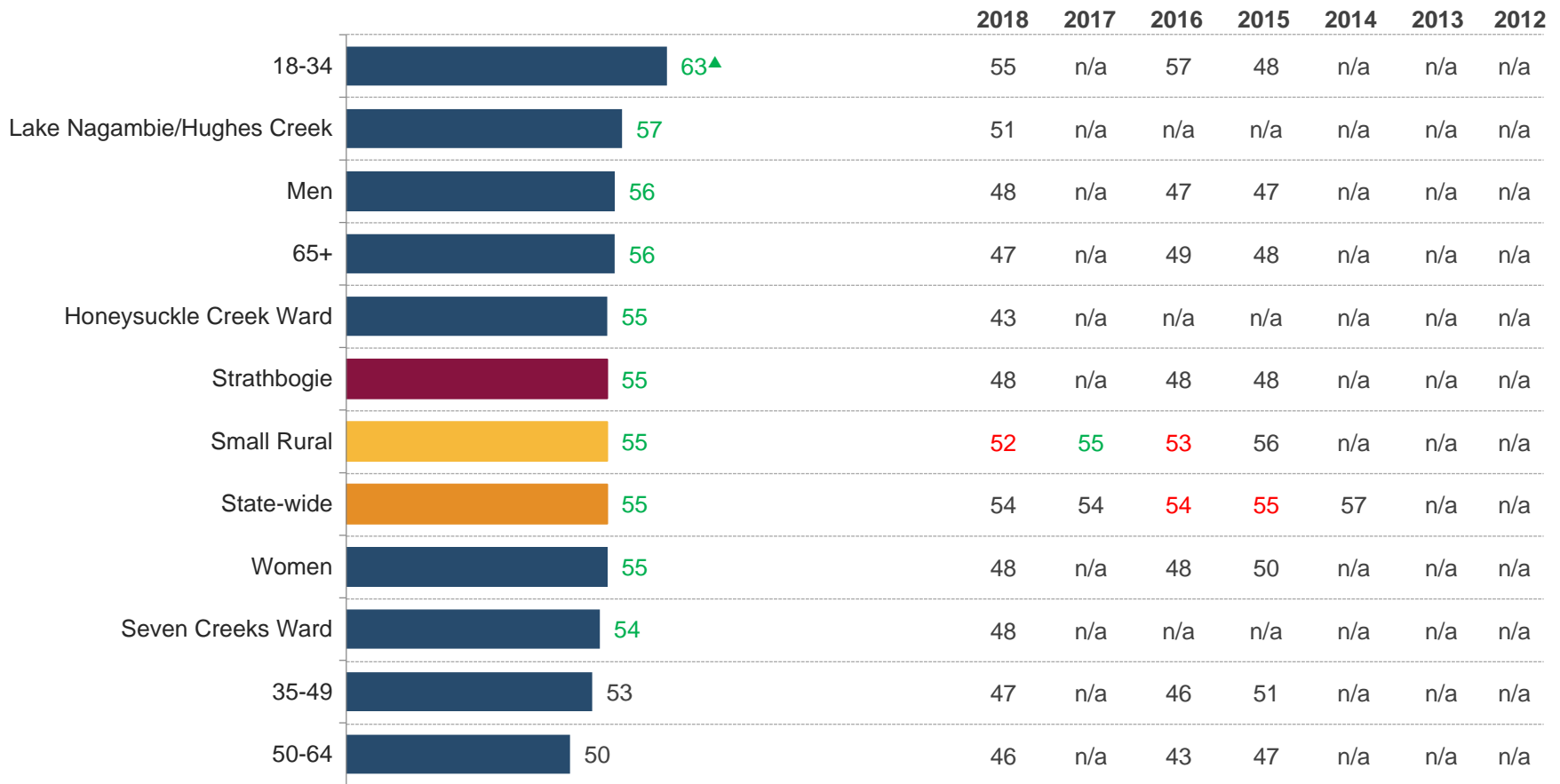
## 2019 Lobbying performance (%)



# Decisions made in the interest of the community performance



## 2019 Community decisions made performance (index scores)



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

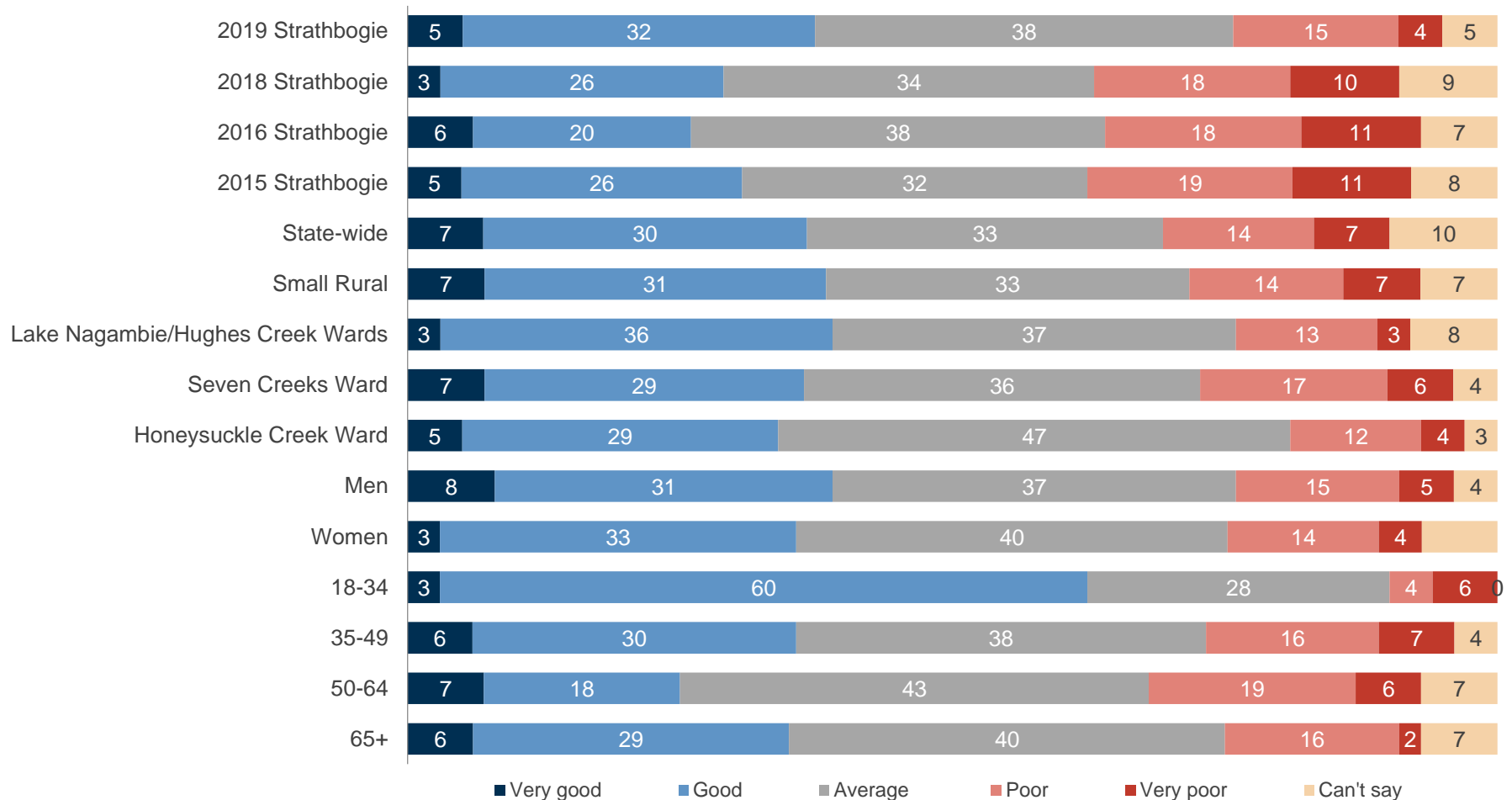
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

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

# Decisions made in the interest of the community performance



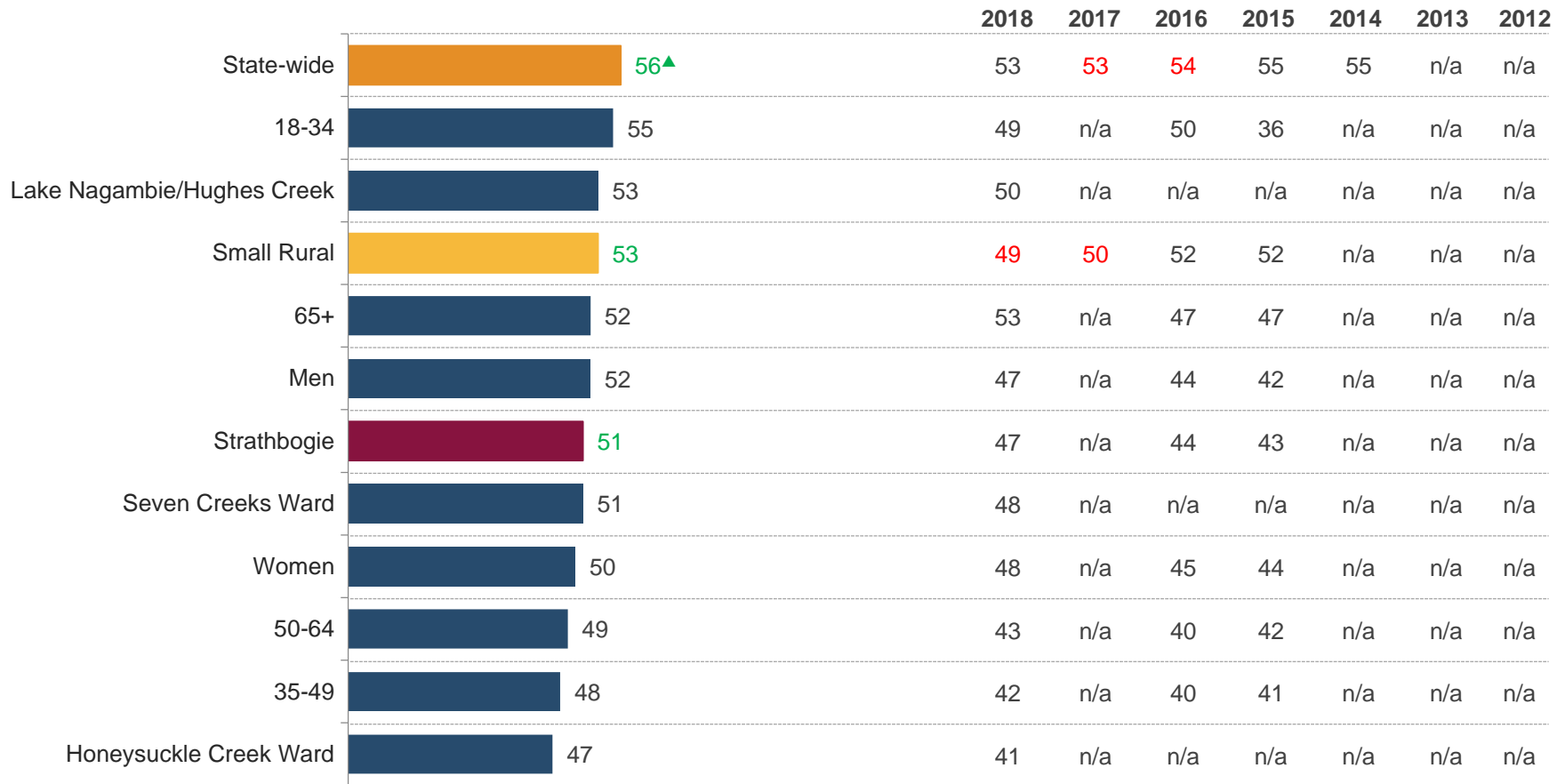
2019 Community decisions made performance (%)



# The condition of sealed local roads in your area performance



## 2019 Sealed local roads performance (index scores)



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

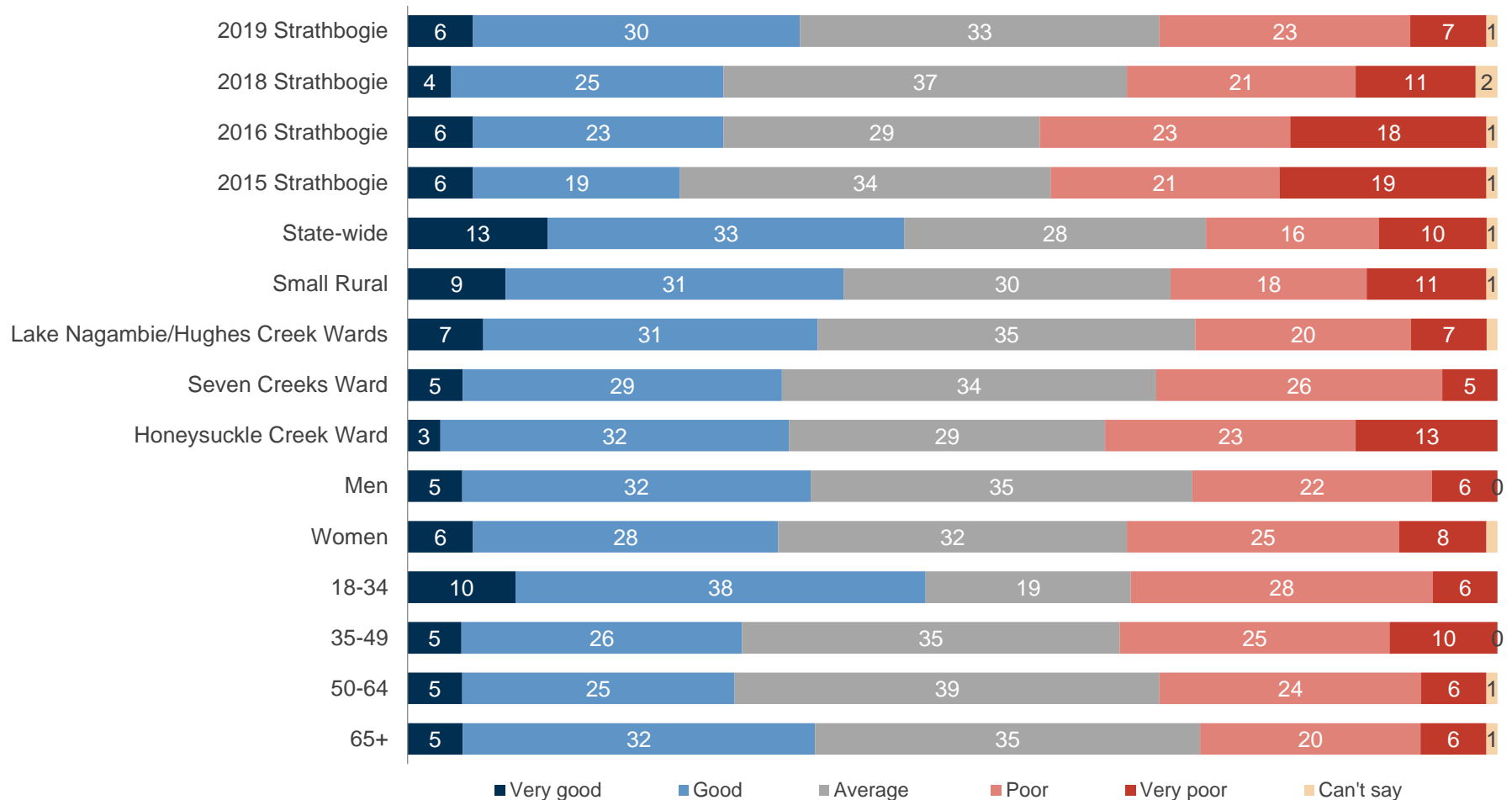
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

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

# The condition of sealed local roads in your area performance



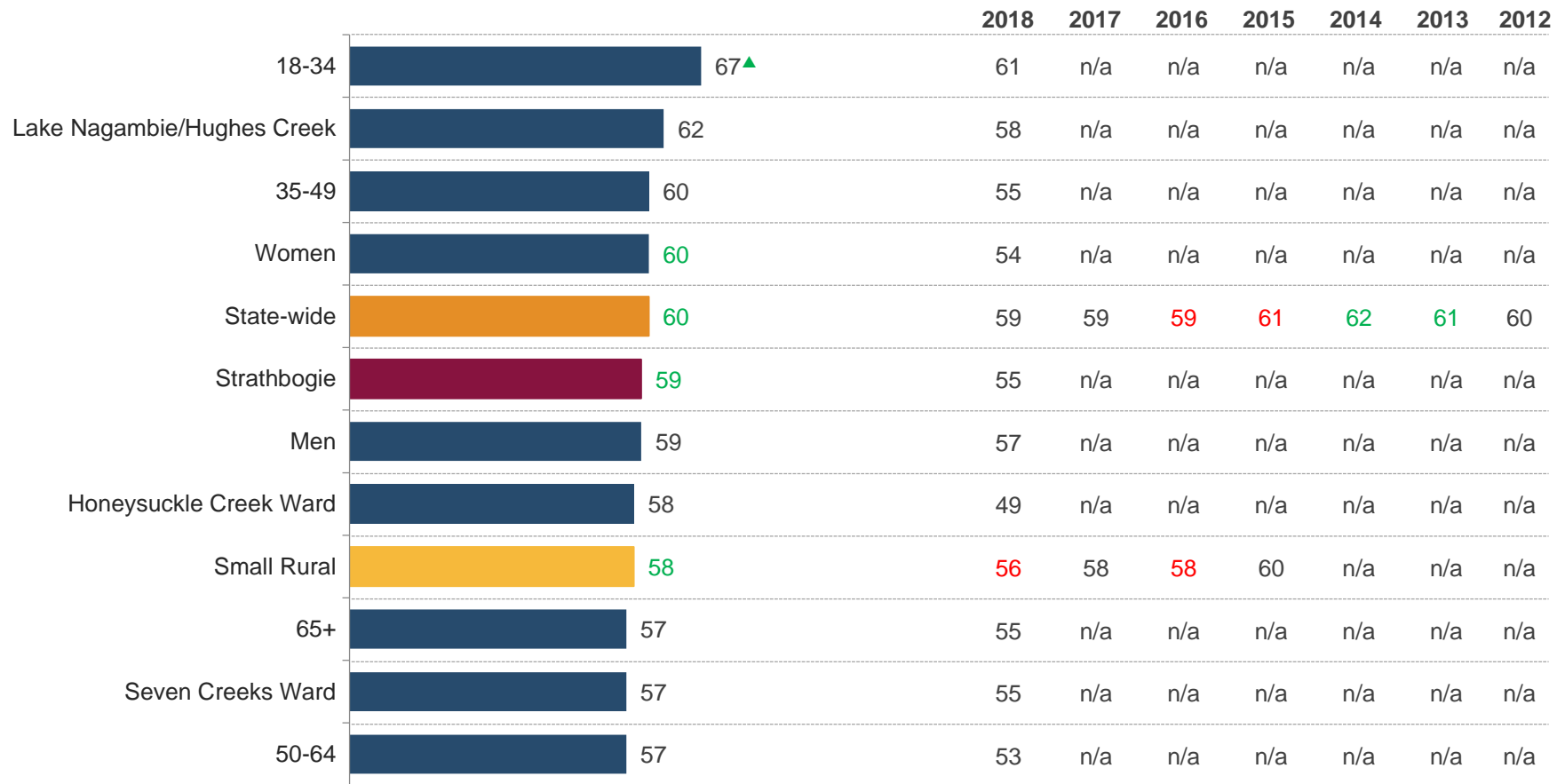
## 2019 Sealed local roads performance (%)





# Informing the community performance

## 2019 Informing community performance (index scores)



Q2. How has Council performed on 'Informing the community' over the last 12 months?

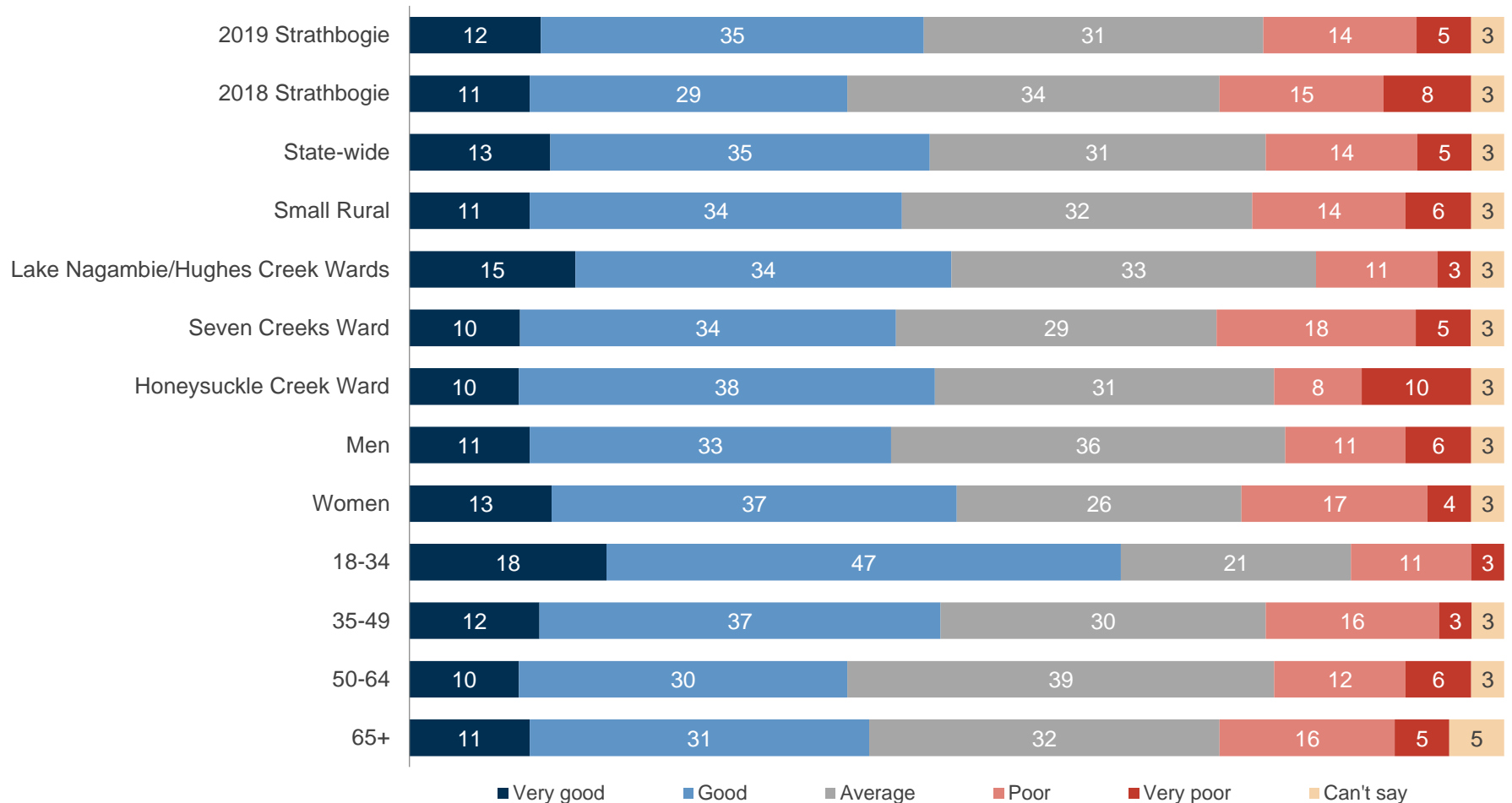
Base: All respondents. Councils asked state-wide: 31 Councils asked group: 10

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



# Informing the community performance

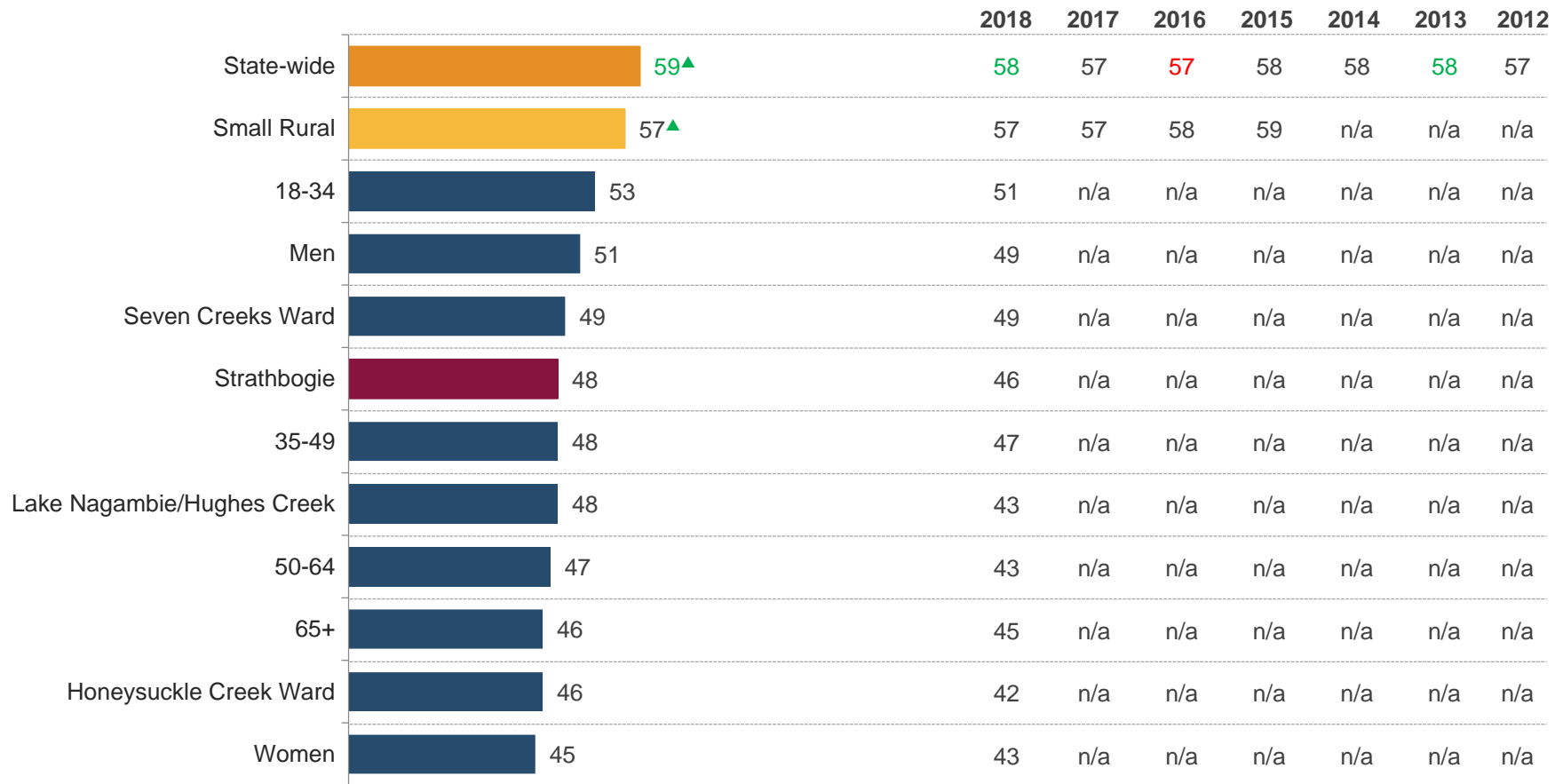
## 2019 Informing community performance (%)



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



## 2019 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?

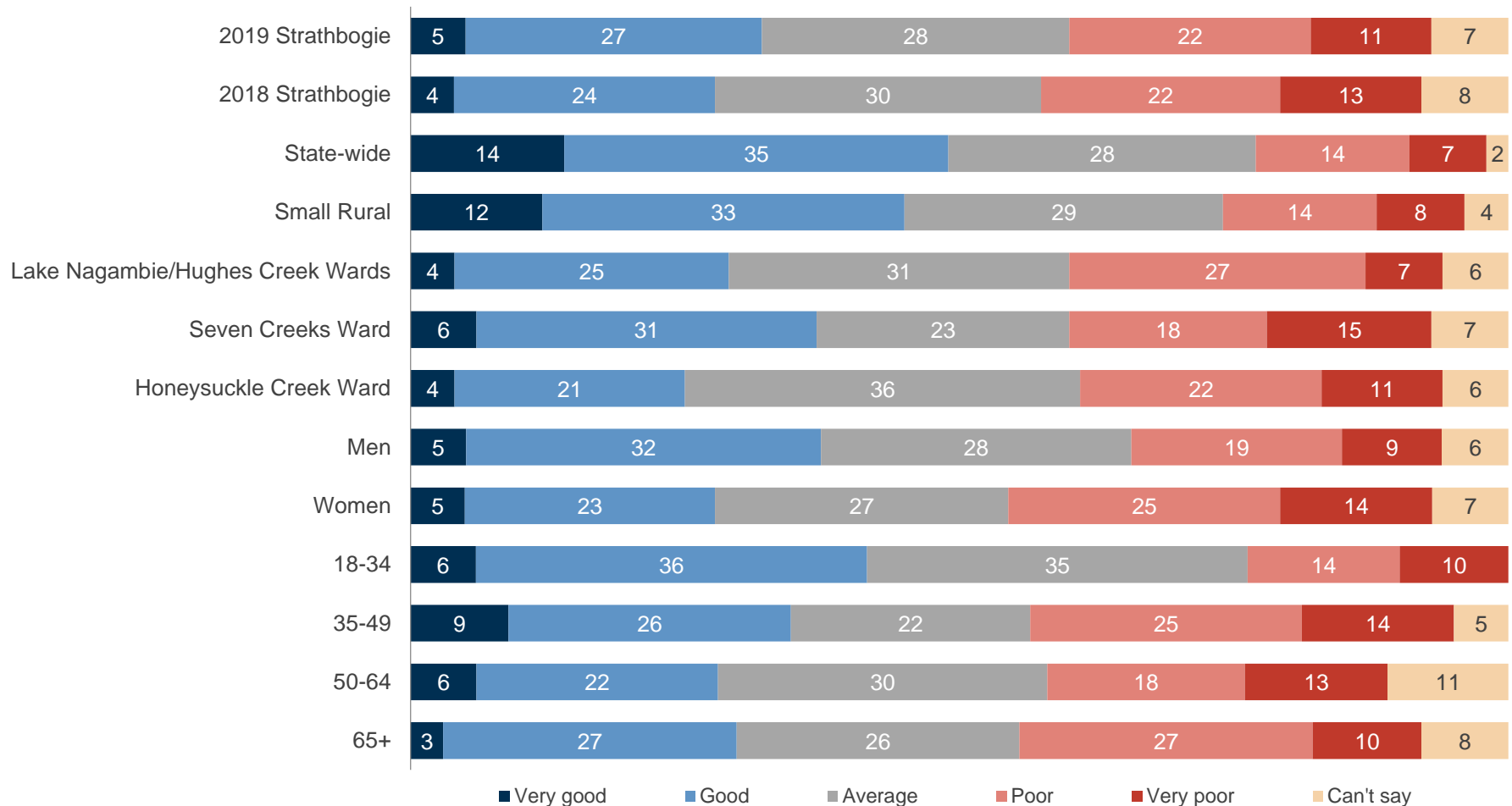
Base: All respondents. Councils asked state-wide: 32 Councils asked group: 8

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

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



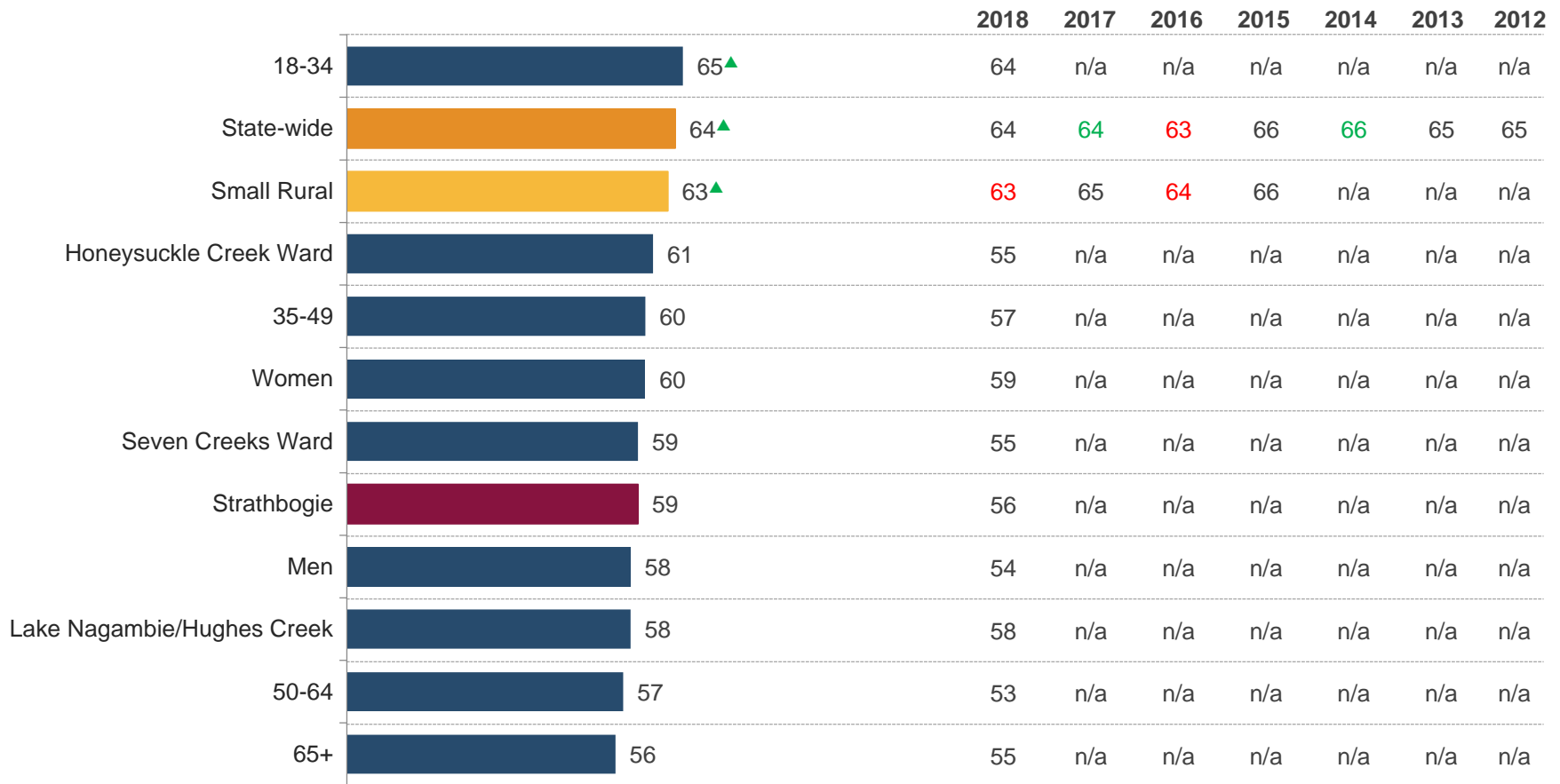
## 2019 Streets and footpaths performance (%)





## Enforcement of local laws performance

### 2019 Law enforcement performance (index scores)



Q2. How has Council performed on 'Enforcement of local laws' over the last 12 months?

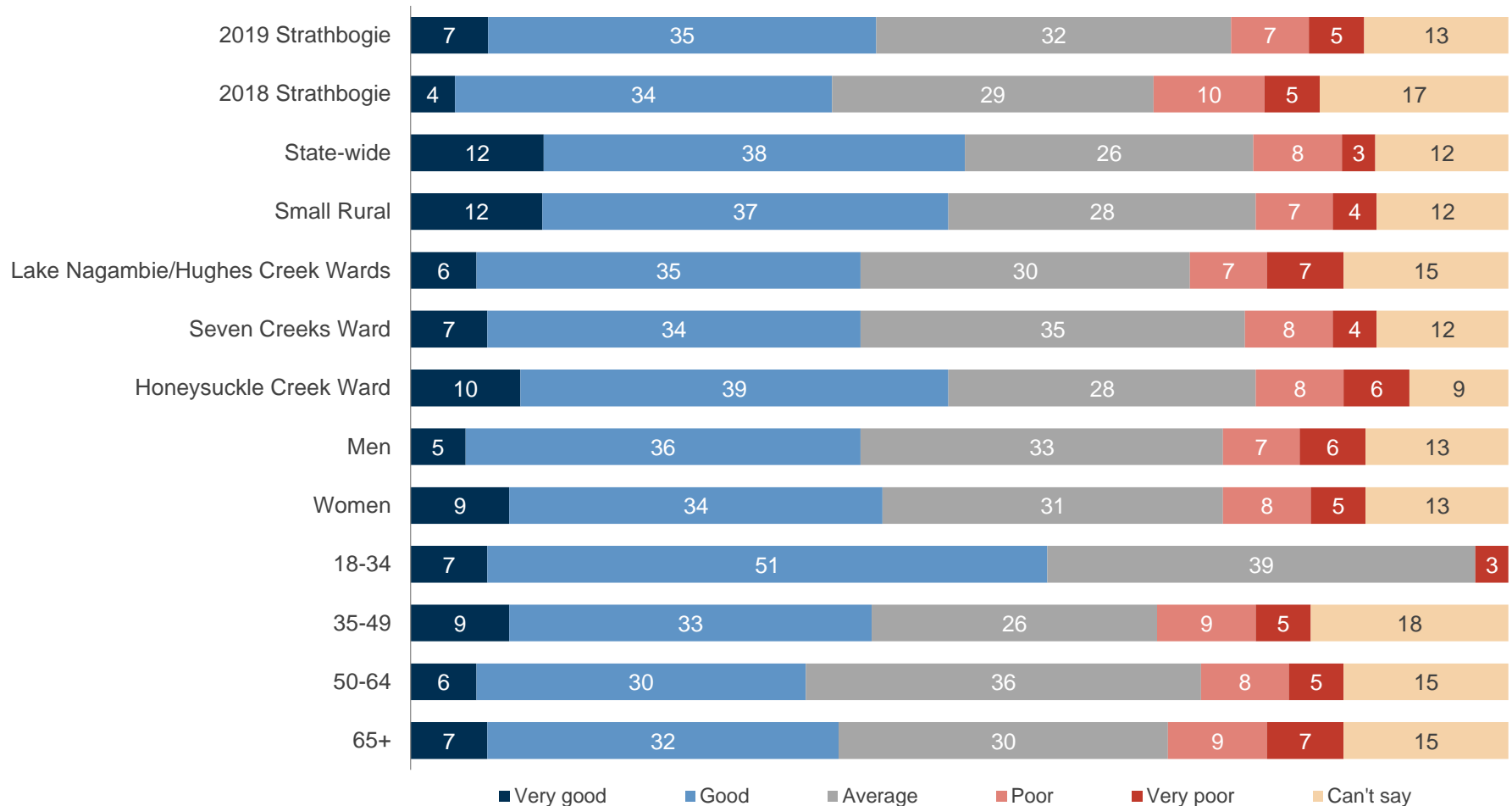
Base: All respondents. Councils asked state-wide: 34 Councils asked group: 10

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



## Enforcement of local laws performance

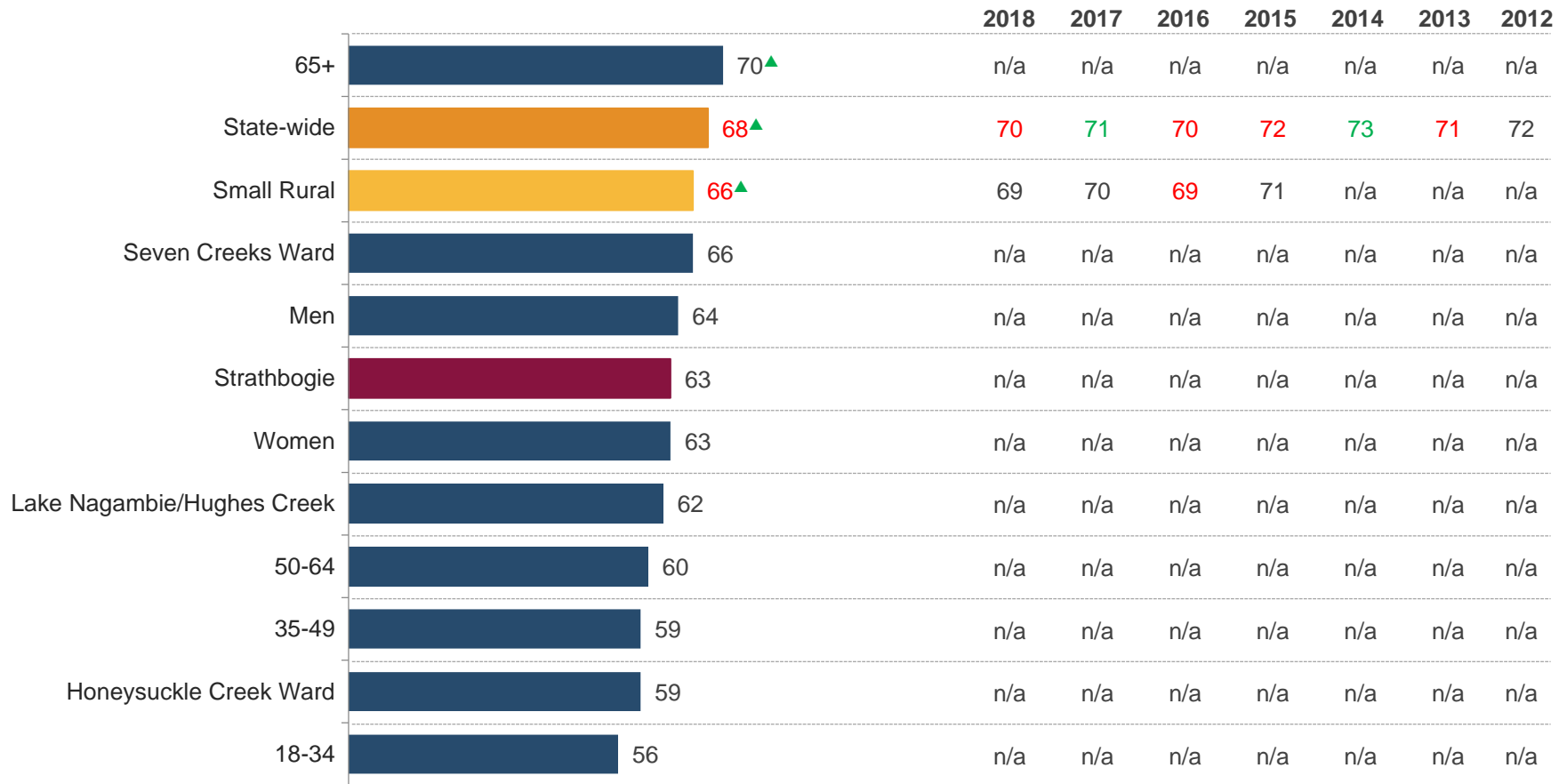
2019 Law enforcement performance (%)





# Waste management performance

## 2019 Waste management performance (index scores)



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

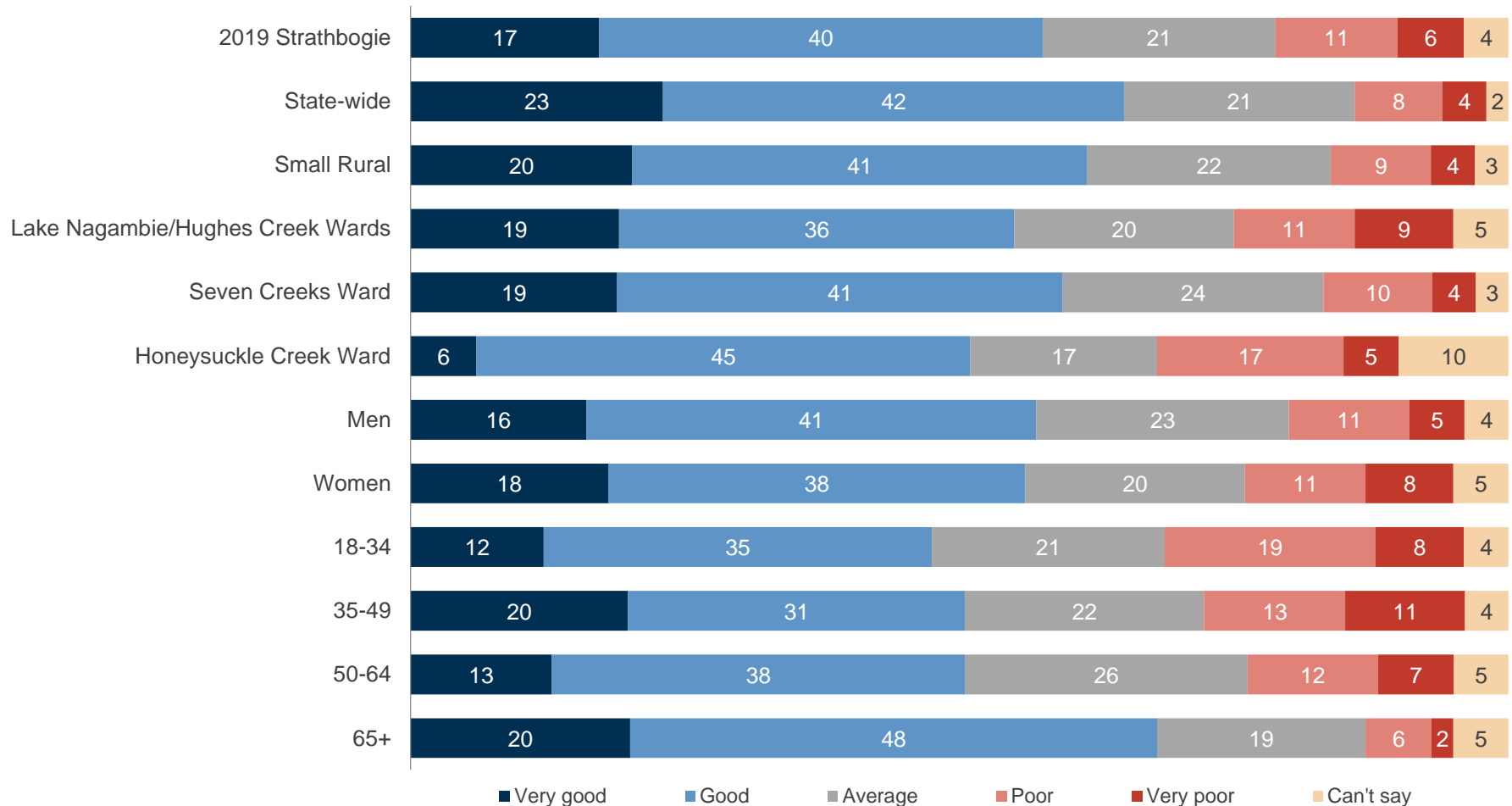
Base: All respondents. Councils asked state-wide: 40 Councils asked group: 13

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



# Waste management performance

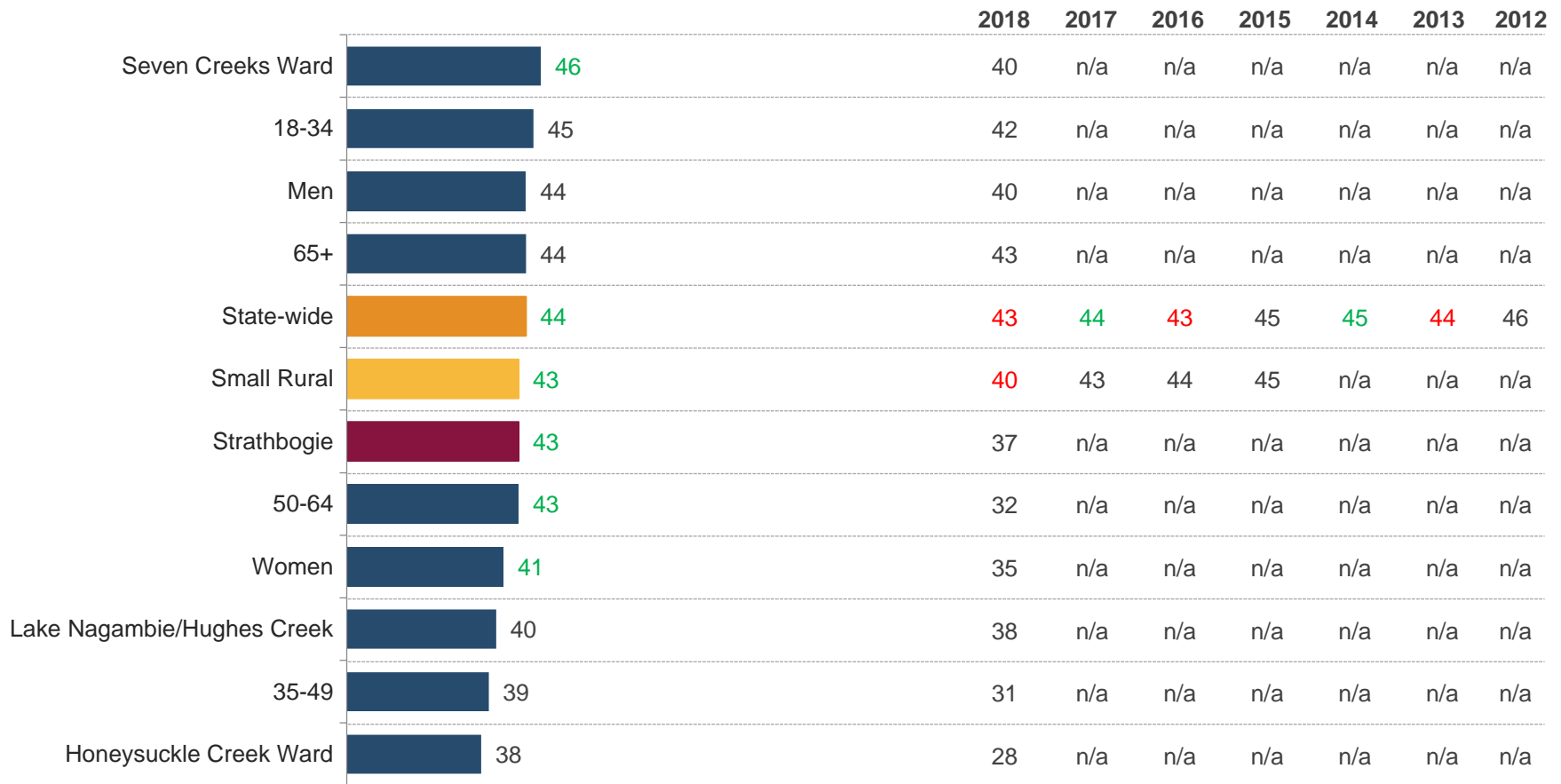
## 2019 Waste management performance (%)





# Maintenance of unsealed roads in your area performance

## 2019 Unsealed roads performance (index scores)



Q2. How has Council performed on 'Maintenance of unsealed roads in your area' over the last 12 months?

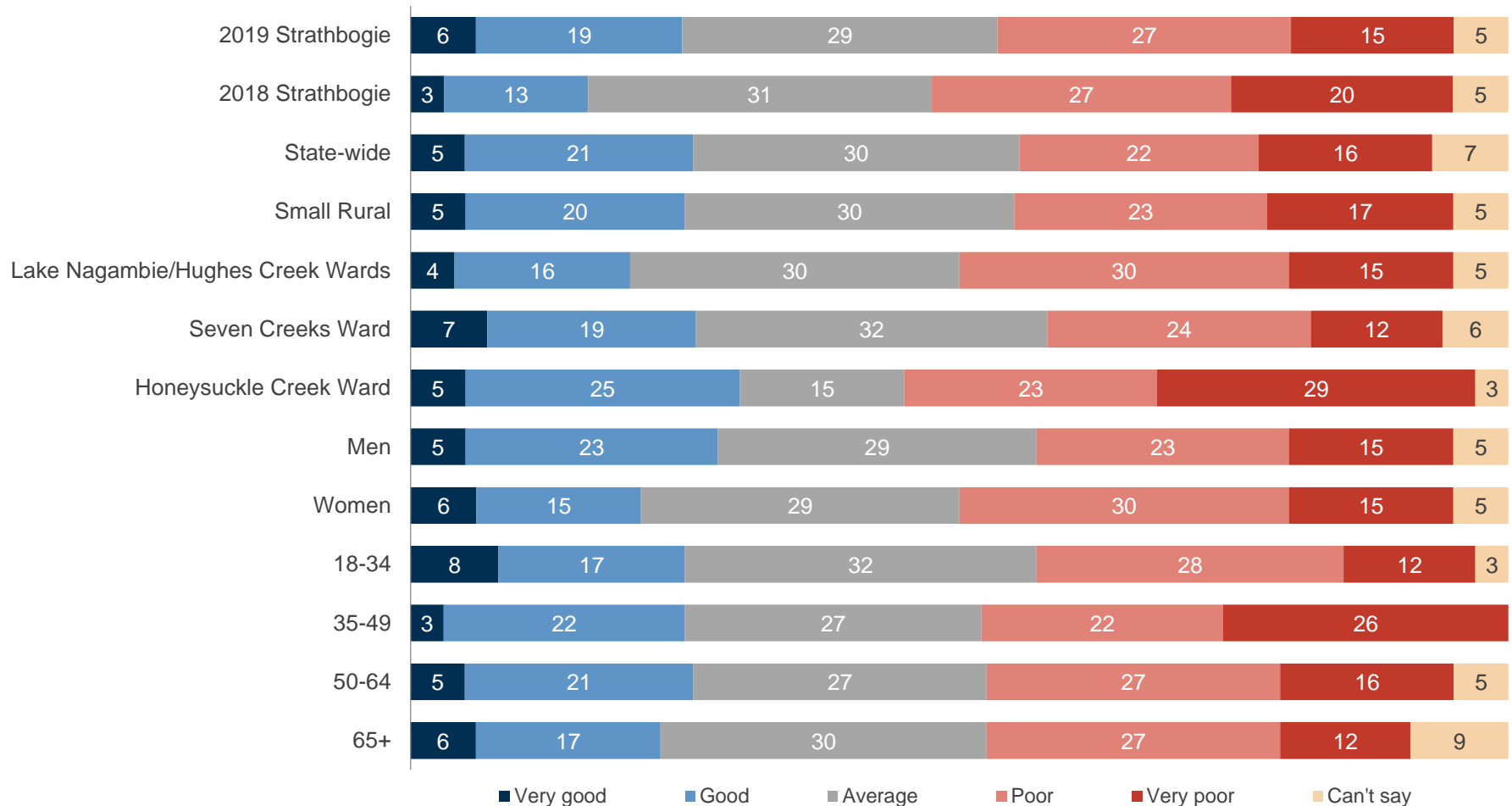
Base: All respondents. Councils asked state-wide: 23 Councils asked group: 8

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



# Maintenance of unsealed roads in your area performance

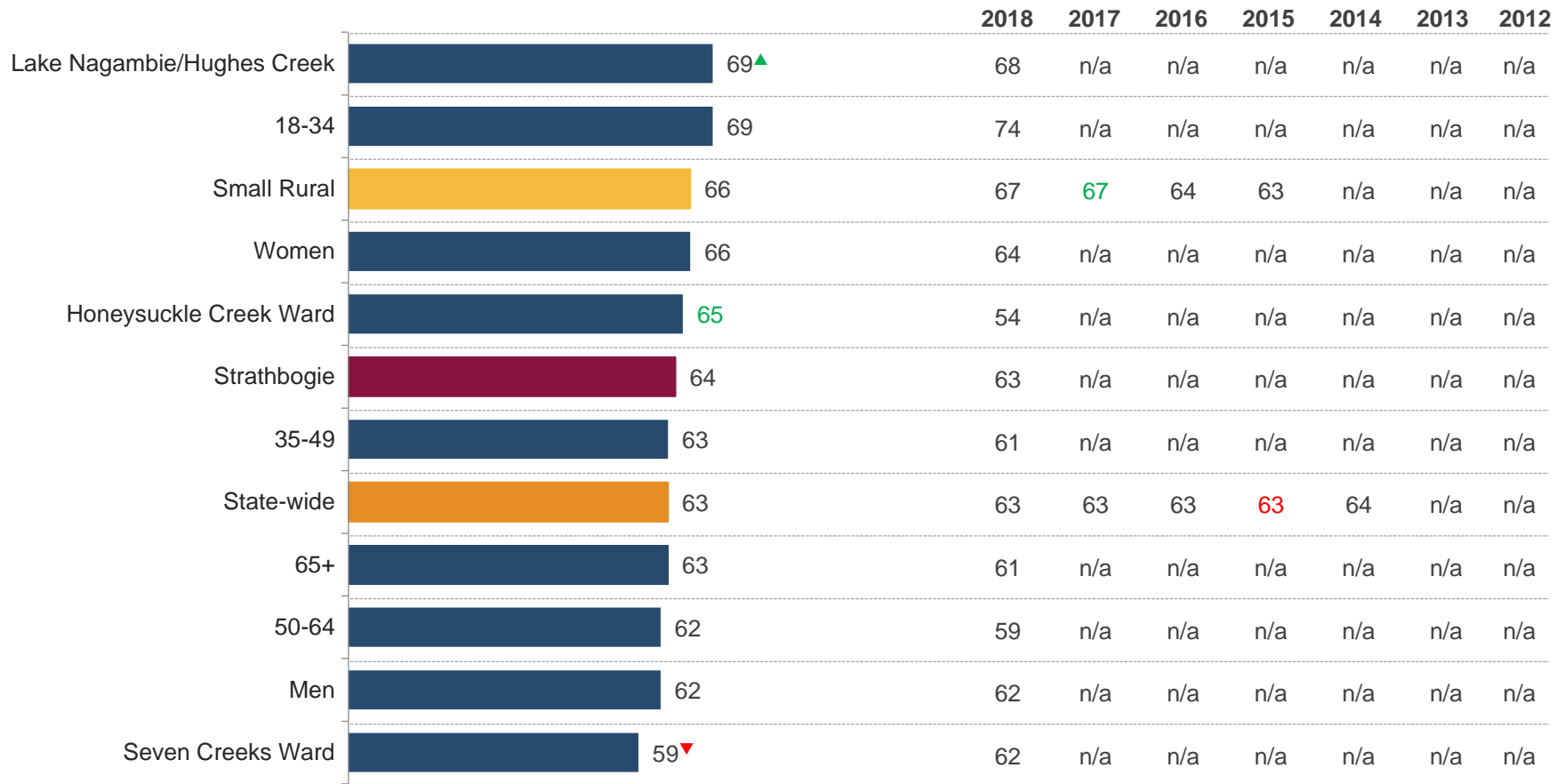
## 2019 Unsealed roads performance (%)





# Tourism development performance

## 2019 Tourism development performance (index scores)



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

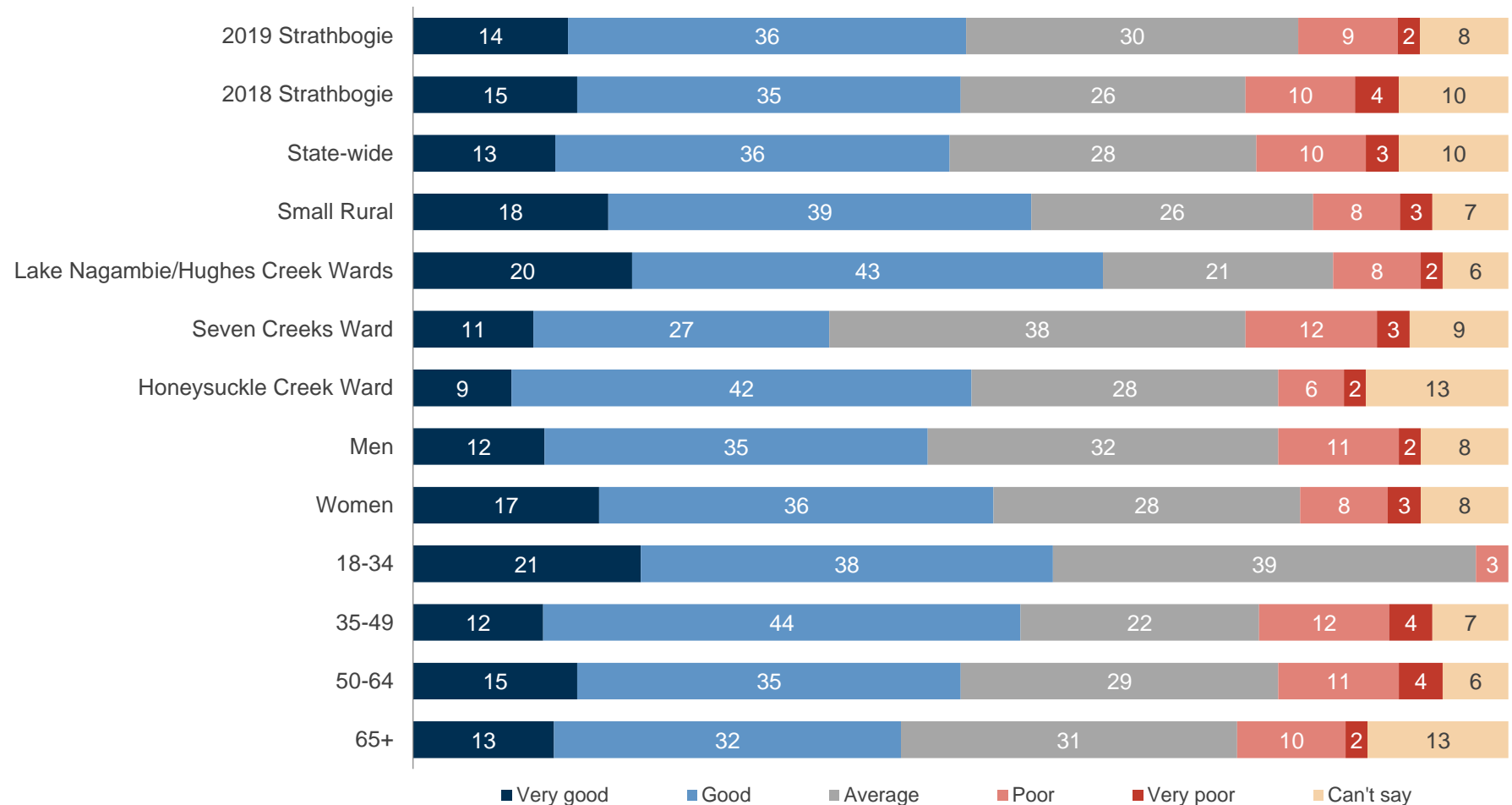
Base: All respondents. Councils asked state-wide: 15 Councils asked group: 4

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



# Tourism development performance

2019 Tourism development performance (%)



A large, stylized letter 'W' that serves as a background graphic. It is filled with a satellite night-time image of the United States, showing city lights and road networks. The 'W' is positioned on the right side of the slide, with its leftmost stroke extending towards the center.

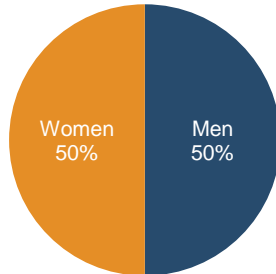
# Detailed demographics



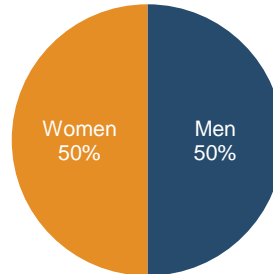
## Gender and age profile

### 2019 gender

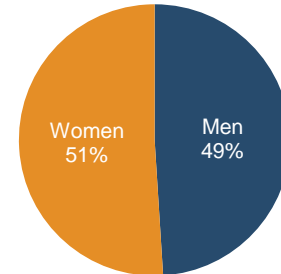
Strathbogie



Small Rural

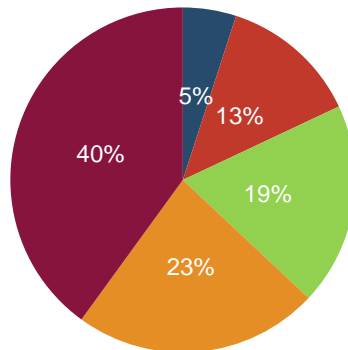


State-wide

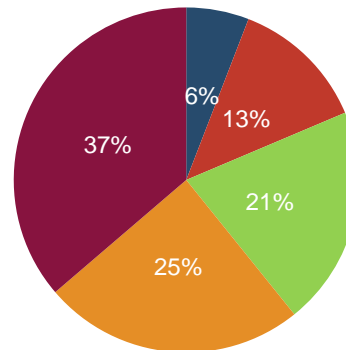


### 2019 age

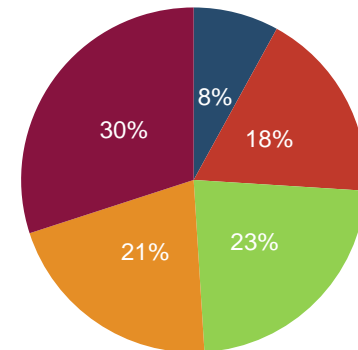
Strathbogie



Small Rural



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: 63 Councils asked group: 18

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 2019 State-wide Local Government Community Satisfaction Survey for Strathbogie Shire Council was n=401. 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=401 interviews is +/-4.8% at the 95% confidence level for results around 50%. Margins of error will be larger for any sub-samples. As an example, a result of 50% can be read confidently as falling midway in the range 45.2% - 54.8%.

Maximum margins of error are listed in the table below, based on a population of 8,600 people aged 18 years or over for Strathbogie Shire Council, according to ABS estimates.

Demographic	Actual survey sample size	Weighted base	Maximum margin of error at 95% confidence interval
Strathbogie Shire Council	401	400	+/-4.8
Men	193	199	+/-7.0
Women	208	201	+/-6.7
Lake Nagambie/Hughes Creek Wards	151	159	+/-7.9
Seven Creeks Ward	194	186	+/-7.0
Mount Wombat Ward	-	-	+/-∞
Honeysuckle Creek Ward	56	55	+/-13.2
18-34 years	30	70	+/-18.2
35-49 years	75	76	+/-11.3
50-64 years	109	93	+/-9.4
65+ years	187	161	+/-7.1



## 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:

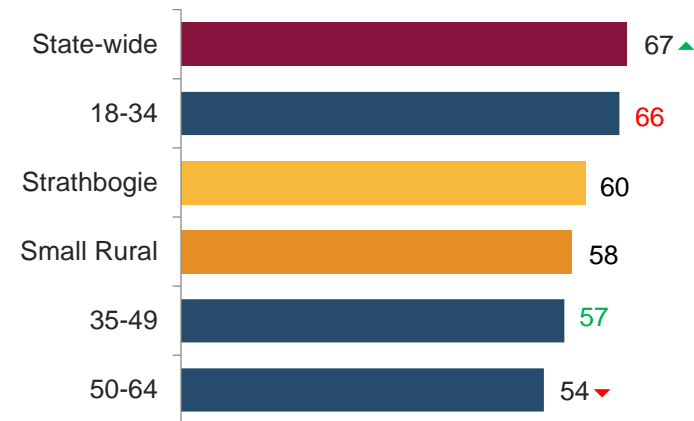
- ▲ The state-wide result is significantly higher than the overall result for the council.
- ▼ The result among 50-64 year olds is significantly lower than for the overall result for the council.

Further, results shown in green and red indicate significantly higher or lower results than in 2018.

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 2018.
- The result among 18-34 year olds in the council is **significantly lower** than the result achieved among this group in 2018.

**Overall Performance – Index Scores  
(example extract only)**





## Appendix A: Index score significant difference calculation

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

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

Where:

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

All figures can be sourced from the detailed cross tabulations.

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



# **Appendix B: Further project information**



## Appendix B: Further information

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

- Survey methodology and sampling
- 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 2019 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 2019 results are compared with previous years, as detailed below:

- 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.
- 2016, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2015, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2014, n=400 completed interviews, conducted in the period of 31<sup>st</sup> January – 11<sup>th</sup> March.
- 2013, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 24<sup>th</sup> March.
- 2012, n=400 completed interviews, conducted in the period of 18<sup>th</sup> May – 30<sup>th</sup> June.

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

Survey sample matched to the demographic profile of Strathbogie Shire Council as determined by the most recent ABS population estimates was purchased from an accredited supplier of publicly available phone records, including up to 40% mobile phone numbers to cater to the diversity of residents within Strathbogie Shire Council, particularly younger people.

A total of n=401 completed interviews were achieved in Strathbogie Shire Council. Survey fieldwork was conducted in the period of 1st February – 30th March, 2019.



## Appendix B: Analysis and reporting

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All participating councils are listed in the State-wide report published on the DELWP website. In 2019, 63 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 2012-2019 vary slightly.

### Council Groups

Strathbogie Shire Council is classified as a Small Rural council according to the following classification list:

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

Councils participating in the Small Rural group are:

Alpine, Ararat, Benalla, Buloke, Central Goldfields, Gannawarra, Hepburn, Hindmarsh, Indigo, Mansfield, Murrindindi, Northern Grampians, Pyrenees, Queenscliffe, Strathbogie, Towong, West Wimmera and Yarriambiack.

Wherever appropriate, results for Strathbogie Shire Council for this 2019 State-wide Local Government Community Satisfaction Survey have been compared against other participating councils in the Small Rural group and on a state-wide basis. Please note that council groupings changed for 2015, and as such comparisons to council group results before that time can not be made within the reported charts.



## Appendix B: Analysis and reporting

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### 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 Strathbogie Shire 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 2012-2019 have been made throughout this report as appropriate.



## Appendix B: Analysis and reporting

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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 2019 State-wide Local Government Community Satisfaction Survey was designated as 'Core' and therefore compulsory inclusions for all participating Councils.

These core questions comprised:

- Overall performance last 12 months (Overall performance)
- Lobbying on behalf of community (Advocacy)
- Community consultation and engagement (Consultation)
- Decisions made in the interest of the community (Making community decisions)
- Condition of sealed local roads (Sealed local roads)
- Contact in last 12 months (Contact)
- Rating of contact (Customer service)
- Overall council direction last 12 months (Council direction)

Reporting of results for these core questions can always be compared against other participating councils in the council group and against all participating councils state-wide. Alternatively, some questions in the 2019 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 2019 State-wide Local Government Community Satisfaction Survey receives a customised report. In addition, the state government is supplied with a state-wide summary report of the aggregate results of 'Core' and 'Optional' questions asked across all council areas surveyed.

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

The overall State-wide Local Government Community Satisfaction Report is available at <http://www.delwp.vic.gov.au/local-government/strengthening-councils/council-community-satisfaction-survey>.



## Appendix B: Glossary of terms

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

**CSS:** 2019 Victorian Local Government Community Satisfaction Survey.

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

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

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

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

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

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

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

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

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

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

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

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**John Scales**  
Managing Director  
[jscales@jwsresearch.com](mailto:jscales@jwsresearch.com)

**Mark Zuker**  
Managing Director  
[mzucker@jwsresearch.com](mailto:mzucker@jwsresearch.com)

**Katrina Cox**  
Director of Client Services  
[kcox@jwsresearch.com](mailto:kcox@jwsresearch.com)

