



**LOCAL GOVERNMENT COMMUNITY SATISFACTION SURVEY
HEPBURN SHIRE COUNCIL**

2017 RESEARCH REPORT

**COORDINATED BY THE DEPARTMENT OF ENVIRONMENT, LAND, WATER AND
PLANNING ON BEHALF OF VICTORIAN COUNCILS**

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BACKGROUND AND OBJECTIVES

Welcome to the report of results and recommendations for the 2017 State-wide Local Government Community Satisfaction Survey for Hepburn Shire Council.

Each year Local Government Victoria (LGV) coordinates and auspices this State-wide Local Government Community Satisfaction Survey throughout Victorian local government areas. This coordinated approach allows for far more cost effective surveying than would be possible if councils commissioned surveys individually.

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.

The main objectives of the survey are to assess the performance of Hepburn Shire Council across a range of measures and to seek insight into ways to provide improved or more effective service delivery. The survey also provides councils with a means to fulfil some of their statutory reporting requirements as well as acting as a feedback mechanism to LGV.

SURVEY METHODOLOGY AND SAMPLING

This survey was conducted by Computer Assisted Telephone Interviewing (CATI) as a representative random probability survey of residents aged 18+ years in Hepburn Shire Council.

Survey sample matched to the demographic profile of Hepburn 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 10% mobile phone numbers to cater to the diversity of residents within Hepburn Shire Council, particularly younger people.

A total of n=400 completed interviews were achieved in Hepburn Shire Council. Survey fieldwork was conducted in the period of 1st February – 30th March, 2017.

The 2017 results are compared with previous years, as detailed below:

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

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

SURVEY METHODOLOGY AND SAMPLING

Within tables and index score charts throughout this report, statistically significant differences at the 95% confidence level are represented by upward directing blue 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 blue and red indicate significantly higher or lower results than in 2016. 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 2016.
- The result among 18-34 year olds in the council is significantly lower than the result achieved among this group in 2016.

Overall Performance – Index Scores (example extract only)



FURTHER INFORMATION

Further information about the report and explanations about the State-wide Local Government Community Satisfaction Survey can be found in [Appendix B](#), including:

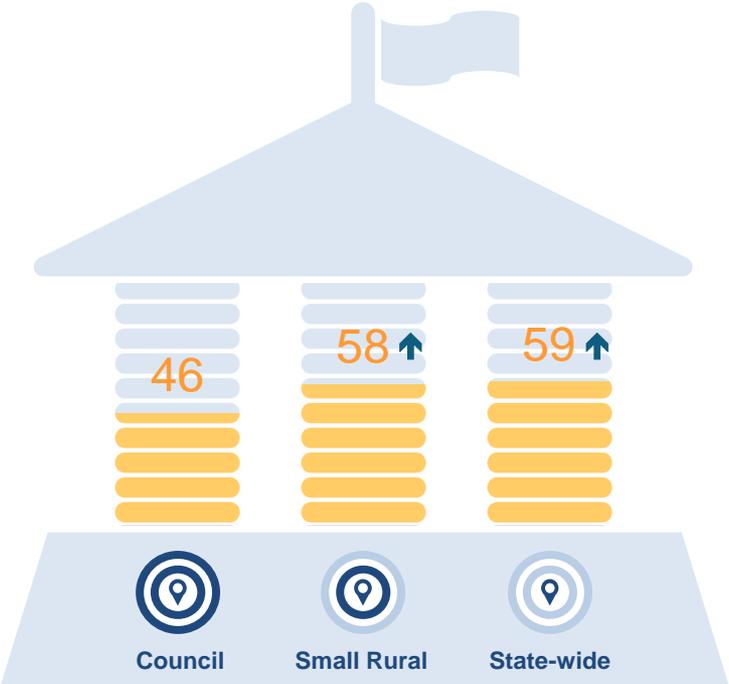
- [Background and objectives](#)
- [Margins of error](#)
- [Analysis and reporting](#)
- [Glossary of terms](#)

Contacts

For further queries about the conduct and reporting of the 2017 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on (03) 8685 8555.



KEY FINDINGS & RECOMMENDATIONS



OVERALL COUNCIL PERFORMANCE

Results shown are index scores out of 100.

OVERALL PERFORMANCE

The **overall performance index score of 46** for Hepburn Shire Council represents a *statistically significant* (at the 95% confidence interval) five point **decrease** on the 2016 result. While this is Council's lowest overall performance rating, it is only just outside the range of previous results (index scores of between 47 and 51).

- Hepburn Shire Council's overall performance rating is *significantly lower* than **the averages for Small Rural councils and councils State-wide** (index scores of 58 and 59 respectively).
- **Most demographic and geographic sub-groups** rate Council's overall performance less favourably in 2017 than in 2016, with *significant decreases* in ratings occurring among men, residents aged 18-34 years and those in Birch Ward. The exceptions are residents of Creswick Ward and those aged 50 to 64 years or 65+ years, who rate Council performance slightly better or in line with 2016 results.
- Residents of Birch Ward provide Council's lowest overall performance rating in 2017 (index score of 39, *significantly lower* than the Council average).

Residents are more likely to rate Hepburn Shire Council's overall performance as 'very poor' (13%) than 'very good' (3%). However, almost one in four (24%) residents rate Council's overall performance as 'good', while a further 39% sit mid-scale providing an 'average' rating. Only 18% rate Council's overall performance as 'poor'.

OVERVIEW OF CORE PERFORMANCE MEASURES

Review of the core performance measures (as shown on page 18) shows that Hepburn Shire Council's **performance has declined** (although not all significantly so) compared to Council's own results in 2016, with all index ratings now at scores of below 50, except for customer service.

- In the case of **sealed local roads**, the decline since 2016 is *significant* (down six points to an index score of 37, Council's lowest in 2017).
- Most driving these declines are *significantly poorer* ratings across most measures among residents aged 18 to 34 years, those in Birch Ward and men.
- In contrast, residents of Creswick Ward view Council performance *significantly more favourably* on community consultation and engagement and making community decisions. Council should seek to learn from what is working among these residents to help improve perceptions of its performance among less favourable wards and demographic sub-groups.

Additionally, all Hepburn Shire Council's 2017 results are *significantly lower* than the averages for Small Rural councils and State-wide.

Hepburn Shire Council performs best in the area of **customer service** (index score of 58). However, in line with the overall trends, Council's customer service performance is lower (not significantly) than its 2016 result (index score of 60), but is a *significant* eleven index points lower than the average for Small Rural councils and councils State-wide (index scores of 69 each).

Six in ten (63%) Hepburn Shire Council residents have had recent contact with Council. This level of contact has been relatively consistent for some time.

- Those aged 18 to 34 years are *significantly less likely* to have contacted Council (47%) in 2017 than other groups.

Hepburn Shire Council's customer service index of 58 is a positive result for Council and its strongest result for 2017.

- More than half of residents (55%) rate Council's customer service as 'very good' or 'good'.

However, overall perceptions of customer service have been trending down from a peak score of 65 in 2013. This is the first year Council's customer service index score has dropped below 60.

- Perceptions of customer service have decreased by ten index points since last year among residents aged 35 to 49 years (index score of 48, *significantly lower* than the 2017 Council average). While this decline from 2016 is not significant, Council should focus on improving relations with this group moving forward.
- Although less likely to contact Council than older residents, 18 to 34 year olds provide its highest customer service rating in 2017 (index score of 70, *significantly higher* than the Council average). Council should seek to learn from what is working amongst this group and use these lessons to improve experience and perceptions of its customer service.

AREAS IN NEED OF ATTENTION

The individual area that stands out as being most in need of Hepburn Shire Council's attention is **the condition of sealed local roads**. With a performance index score of 37 in 2017, Council is seen to be **performing least well** in this service area.

In addition, this result is *significantly lower* than Council's own rating in 2016 (index score of 43) and the 2017 council averages for the Small Rural group and State-wide (index scores of 50 and 53 respectively).

- Residents of Birch Ward are the least favourable about Council performance in this area. A majority (62%) of Birch Ward residents rate Council performance as 'very poor' or 'poor' and this ward provides Council's lowest rating on sealed local roads in 2017. Birch Ward resident's index score of 29 is *significantly lower* than both its own 2016 rating (index score of 45) and the 2017 Council average. Council should focus attention on roads in this ward in particular moving forward.
- In terms of other demographic cohorts contributing to this year's decline, perceptions of sealed local roads in 2017 are *significantly lower* among residents aged 18 to 34 years than in 2016 (index score of 35, down 17 index points).

FOCUS AREAS FOR COMING 12 MONTHS

For the coming 12 months, Hepburn Shire Council should pay particular attention to its lowest performing area, sealed local roads, to ensure that perceptions do not further decline.

With slight declines across other core areas in 2017 and most ratings sitting within the 45 to 48 index score range, consideration should be given to improving performance perceptions across all service areas.

Consideration should also be given to residents of Birch Ward, who appear to be most driving negative opinion in 2017.

- Almost a quarter (23%) of Birch Ward residents believe council direction has ‘deteriorated’ over the past 12 months.

It is noted that (relative to other services areas), Council is **performing well in the area of customer service**. However, historically, we have seen higher performance ratings for Council on this measure, and so efforts should be made to ensure this does not deteriorate further.

- It is also important to learn from what is working amongst groups more favourably disposed toward Council across the core performance measures, such as those in Creswick Ward, and use these lessons to build performance experience and perceptions among other groups.

FURTHER AREAS OF EXPLORATION

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.

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.

SNAPSHOT OF KEY FINDINGS

Higher results in 2017

(Significantly higher result than 2016)

- None applicable

Lower results in 2017

(Significantly lower result than 2016)

- Overall performance
- Sealed local roads

Most favourably disposed towards Council

- Creswick Ward

Least favourably disposed towards Council

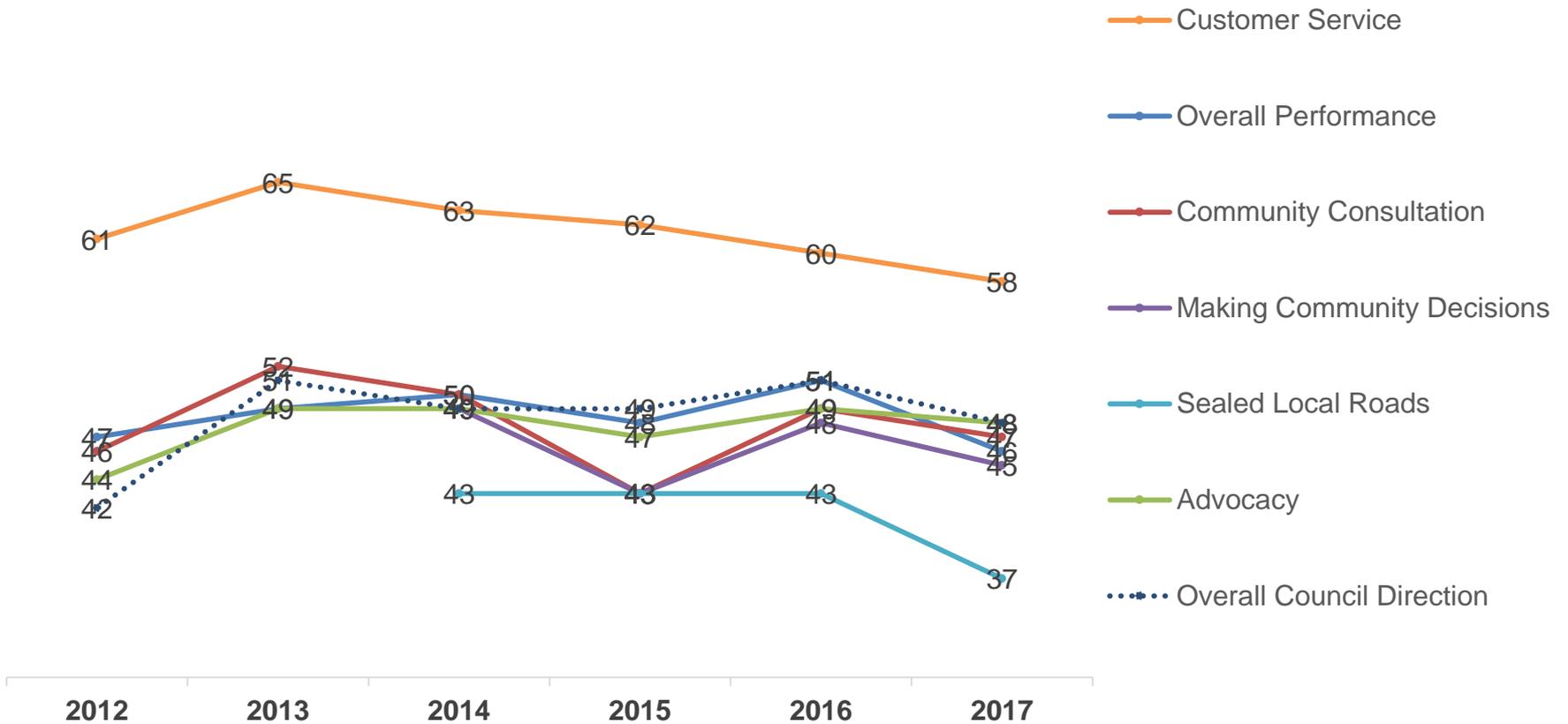
- Birch Ward



SUMMARY OF FINDINGS

2017 SUMMARY OF CORE MEASURES

INDEX SCORE RESULTS



2017 SUMMARY OF CORE MEASURES

DETAILED ANALYSIS

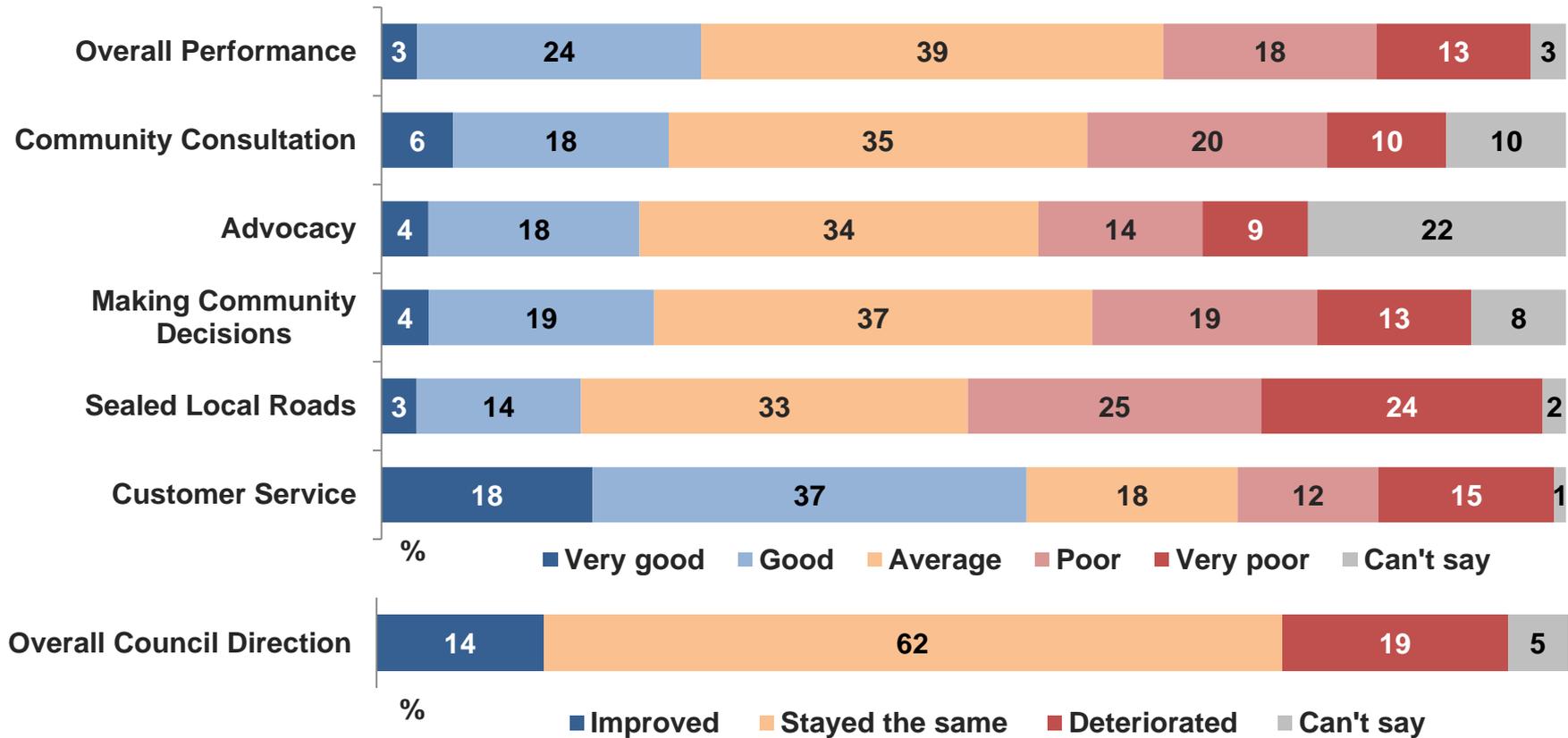
Performance Measures	Hepburn 2017	Hepburn 2016	Small Rural 2017	State-wide 2017	Highest score	Lowest score
OVERALL PERFORMANCE	46	51	58	59	Aged 65+ years, Creswick Ward	Birch Ward
COMMUNITY CONSULTATION (Community consultation and engagement)	47	49	55	55	Creswick Ward	Birch Ward
ADVOCACY (Lobbying on behalf of the community)	48	49	55	54	Creswick Ward	Birch Ward
MAKING COMMUNITY DECISIONS (Decisions made in the interest of the community)	45	48	55	54	Creswick Ward	Birch Ward
SEALED LOCAL ROADS (Condition of sealed local roads)	37	43	50	53	Aged 65+ years, Creswick Ward	Birch Ward
CUSTOMER SERVICE	58	60	69	69	Aged 18-34 years	Aged 35-49 years
OVERALL COUNCIL DIRECTION	48	51	52	53	Creswick Ward	Men

2017 SUMMARY OF KEY COMMUNITY SATISFACTION

PERCENTAGE RESULTS

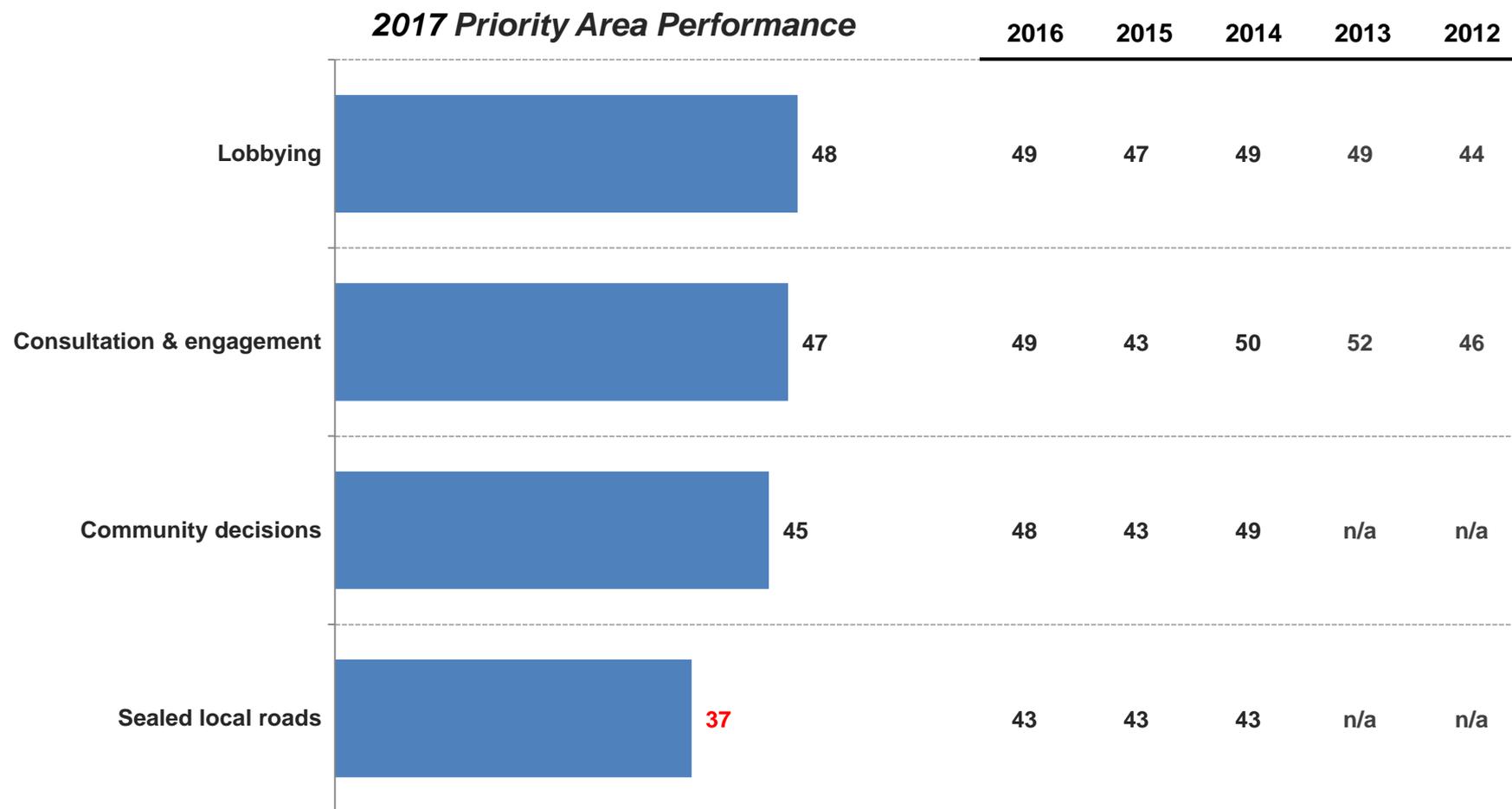


Key Measures Summary Results



2017 PERFORMANCE SUMMARY

INDEX SCORES OVER TIME



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

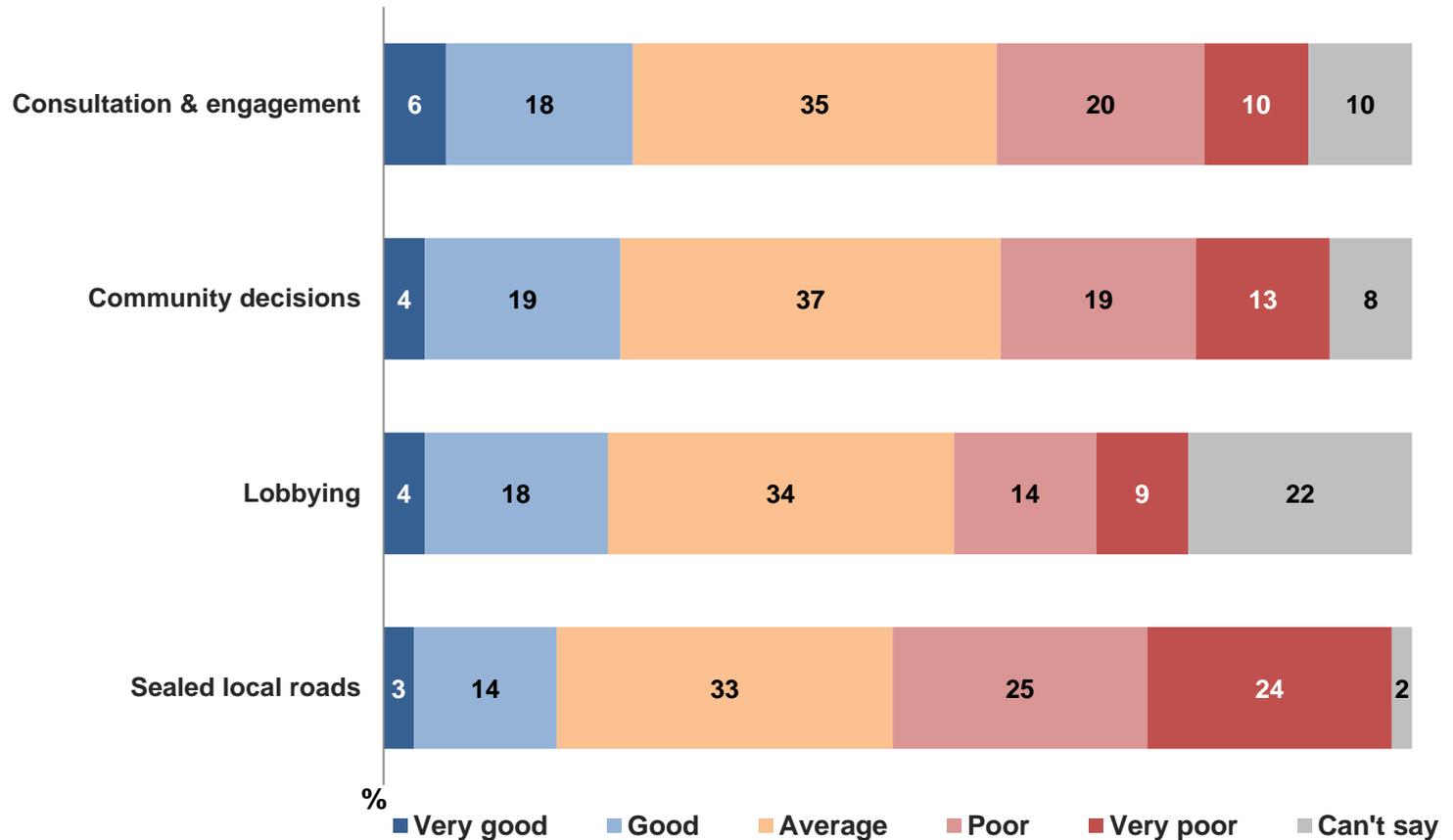
Base: All respondents. Councils asked state-wide: 68 Councils asked group: 16

Note: Please see page 5 for explanation of significant differences

INDIVIDUAL SERVICE AREAS PERFORMANCE

DETAILED PERCENTAGES

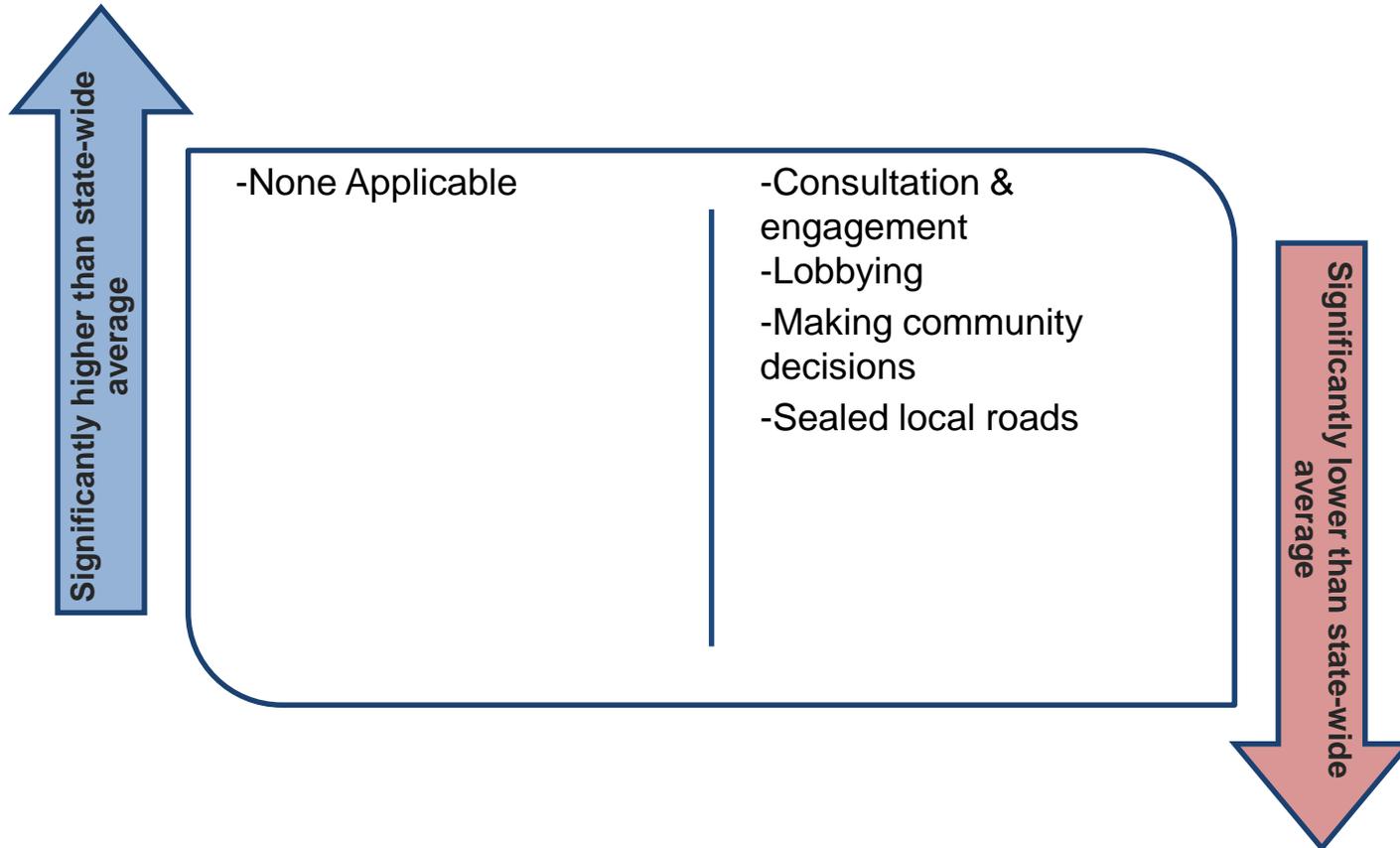
Individual Service Areas Performance



Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?
 Base: All respondents. Councils asked state-wide: 68 Councils asked group: 16

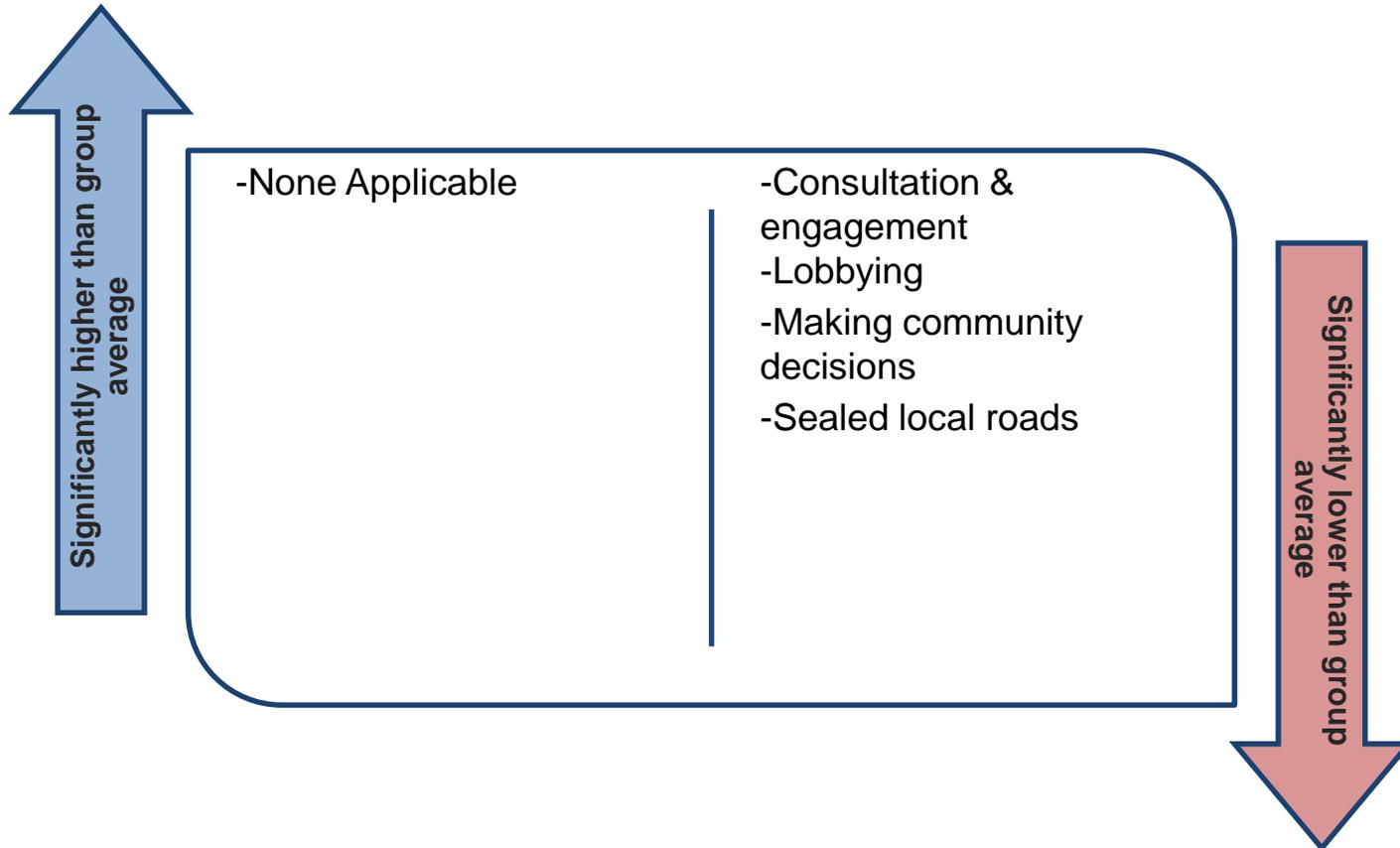
INDIVIDUAL SERVICE AREAS SUMMARY

COUNCIL'S PERFORMANCE VS STATE-WIDE AVERAGE



INDIVIDUAL SERVICE AREAS SUMMARY

COUNCIL'S PERFORMANCE VS GROUP AVERAGE





DETAILED FINDINGS



**KEY CORE MEASURE
OVERALL PERFORMANCE**

OVERALL PERFORMANCE

INDEX SCORES

2017 Overall Performance

		2016	2015	2014	2013	2012
State-wide	59↑	59	60	61	60	60
Small Rural	58↑	57	59	n/a	n/a	n/a
65+	51	50	48	52	45	42
Creswick Ward	51	50	49	55	48	n/a
Women	49	51	48	50	50	49
Cameron Ward/Holcombe Ward/Coliban Ward	47	51	48	48	50	n/a
50-64	47	47	47	45	49	43
Hepburn	46	51	48	50	49	47
18-34	45	62	51	56	54	53
Men	44	51	48	50	48	44
35-49	41	47	47	48	51	50
Birch Ward	39↓	51	46	47	50	n/a

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

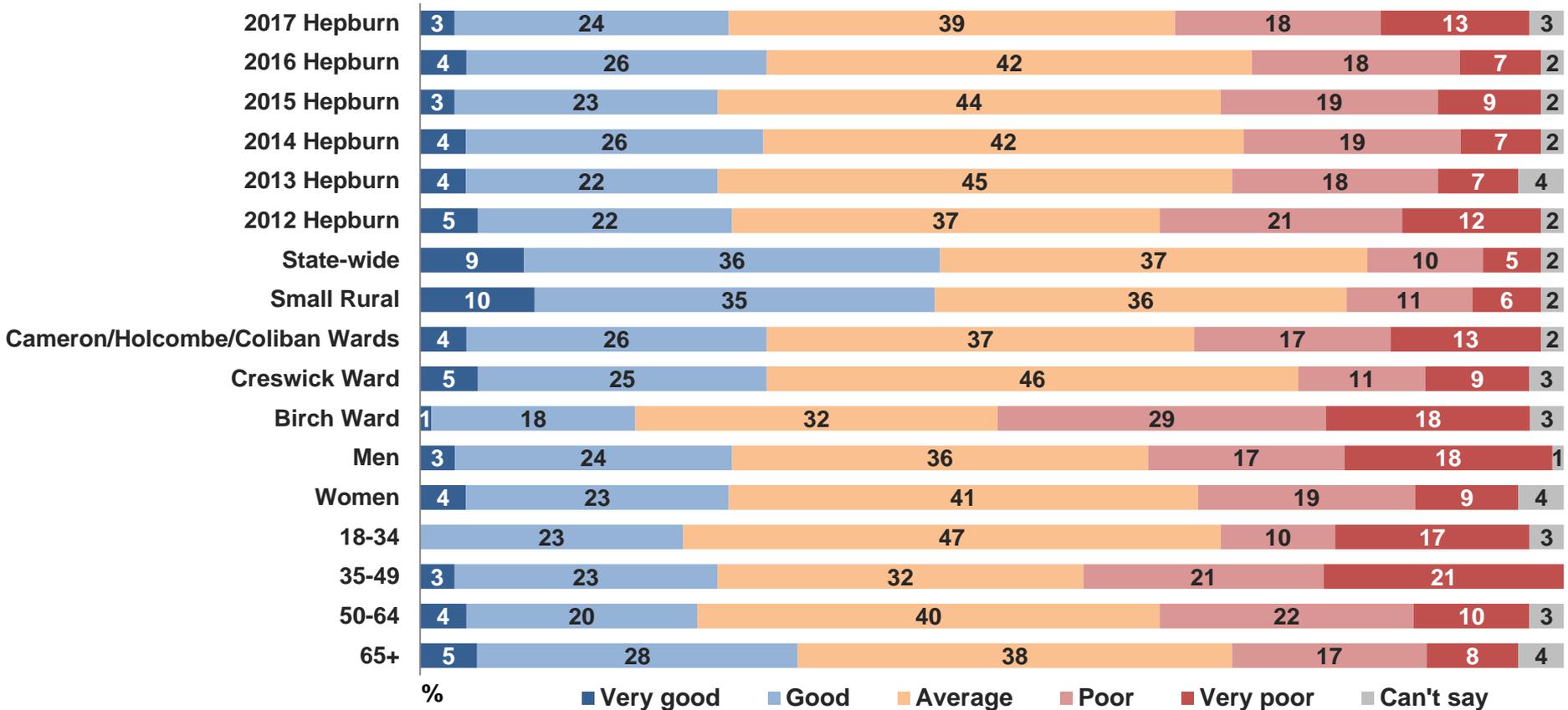
Base: All respondents. Councils asked state-wide: 68 Councils asked group: 16

Note: Please see page 5 for explanation about significant differences

OVERALL PERFORMANCE

DETAILED PERCENTAGES

2017 Overall Performance



Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Hepburn 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: 68 Councils asked group: 16



**KEY CORE MEASURE
CUSTOMER SERVICE**

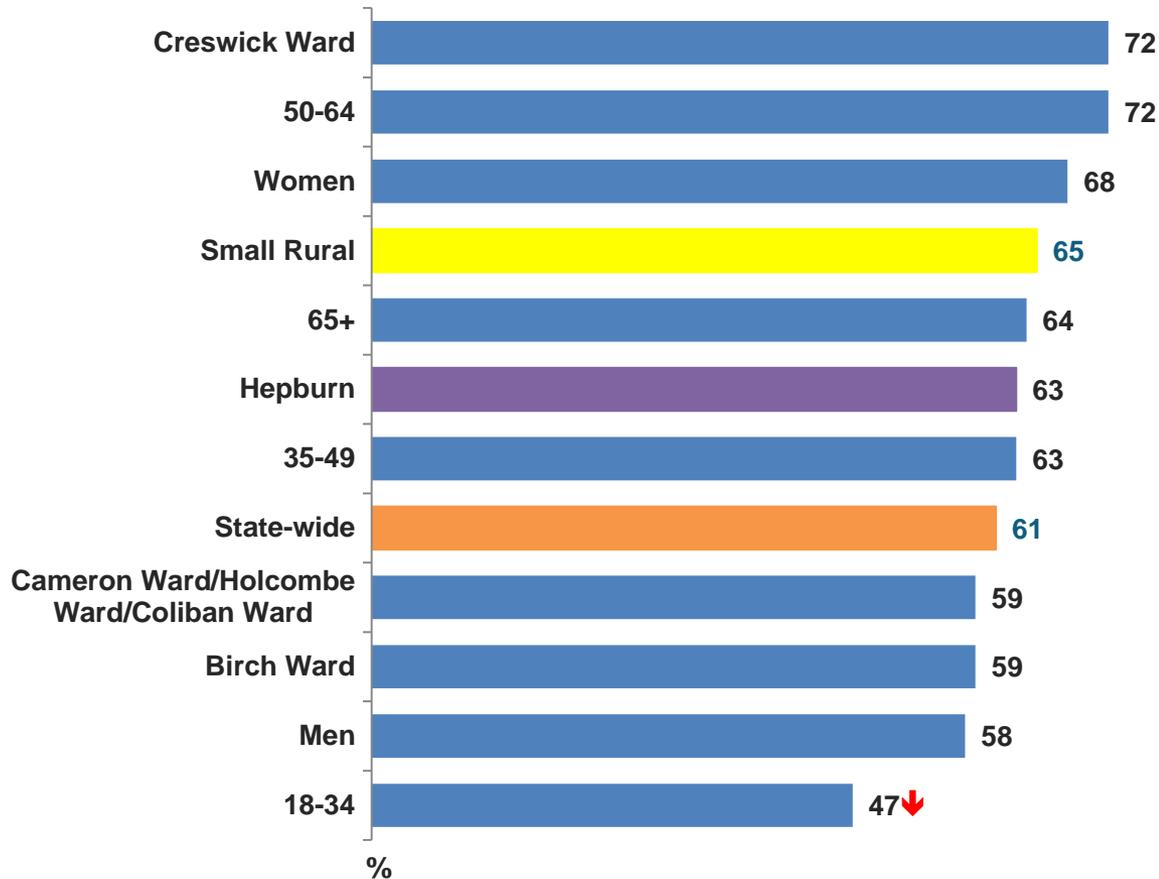
CONTACT LAST 12 MONTHS

SUMMARY

Overall contact with Hepburn Shire Council	<ul style="list-style-type: none">• 63%, equal points on 2016
Most contact with Hepburn Shire Council	<ul style="list-style-type: none">• Creswick Ward• Aged 50-64 years
Least contact with Hepburn Shire Council	<ul style="list-style-type: none">• Aged 18-34 years
Customer service rating	<ul style="list-style-type: none">• Index score of 58, down 2 points on 2016
Most satisfied with customer service	<ul style="list-style-type: none">• Aged 18-34 years
Least satisfied with customer service	<ul style="list-style-type: none">• Aged 35-49 years

2017 CONTACT WITH COUNCIL

2017 Contact with Council



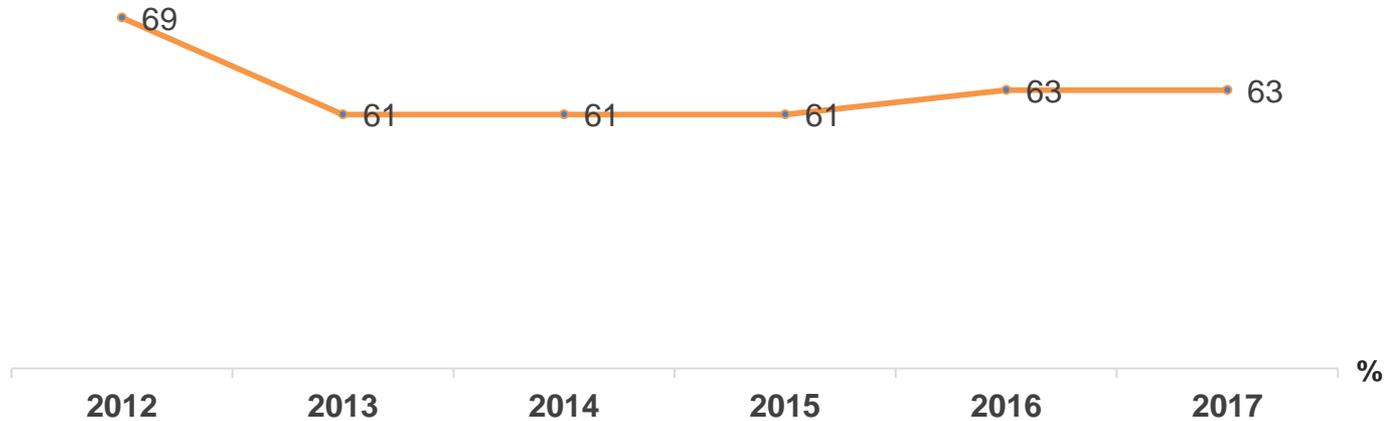
Q5. Over the last 12 months, have you or any member of your household had any contact with Hepburn Shire Council? This may have been in person, in writing, by telephone conversation, by text message, by email or via their website or social media such as Facebook or Twitter?

Base: All respondents. Councils asked state-wide: 49 Councils asked group: 13

Note: Please see page 5 for explanation about significant differences

2017 CONTACT WITH COUNCIL

2017 Contact with Council
Have had contact



Q5. Over the last 12 months, have you or any member of your household had any contact with Hepburn Shire 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: 49 Councils asked group: 13

2017 CONTACT CUSTOMER SERVICE INDEX SCORES



2017 Customer Service Rating

		2016	2015	2014	2013	2012
18-34	70↑	57	61	65	58	70
State-wide	69↑	69	70	72	71	71
Small Rural	69↑	69	70	n/a	n/a	n/a
Birch Ward	62	61	61	61	68	n/a
Women	62	63	66	66	68	63
50-64	60	59	60	60	64	57
65+	58	63	62	64	62	57
Hepburn	58	60	62	63	65	61
Creswick Ward	57	55	62	69	62	n/a
Cameron Ward/Holcombe Ward/Coliban Ward	56	61	64	61	65	n/a
Men	52	56	59	60	61	59
35-49	48↓	58	66	64	71	62

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

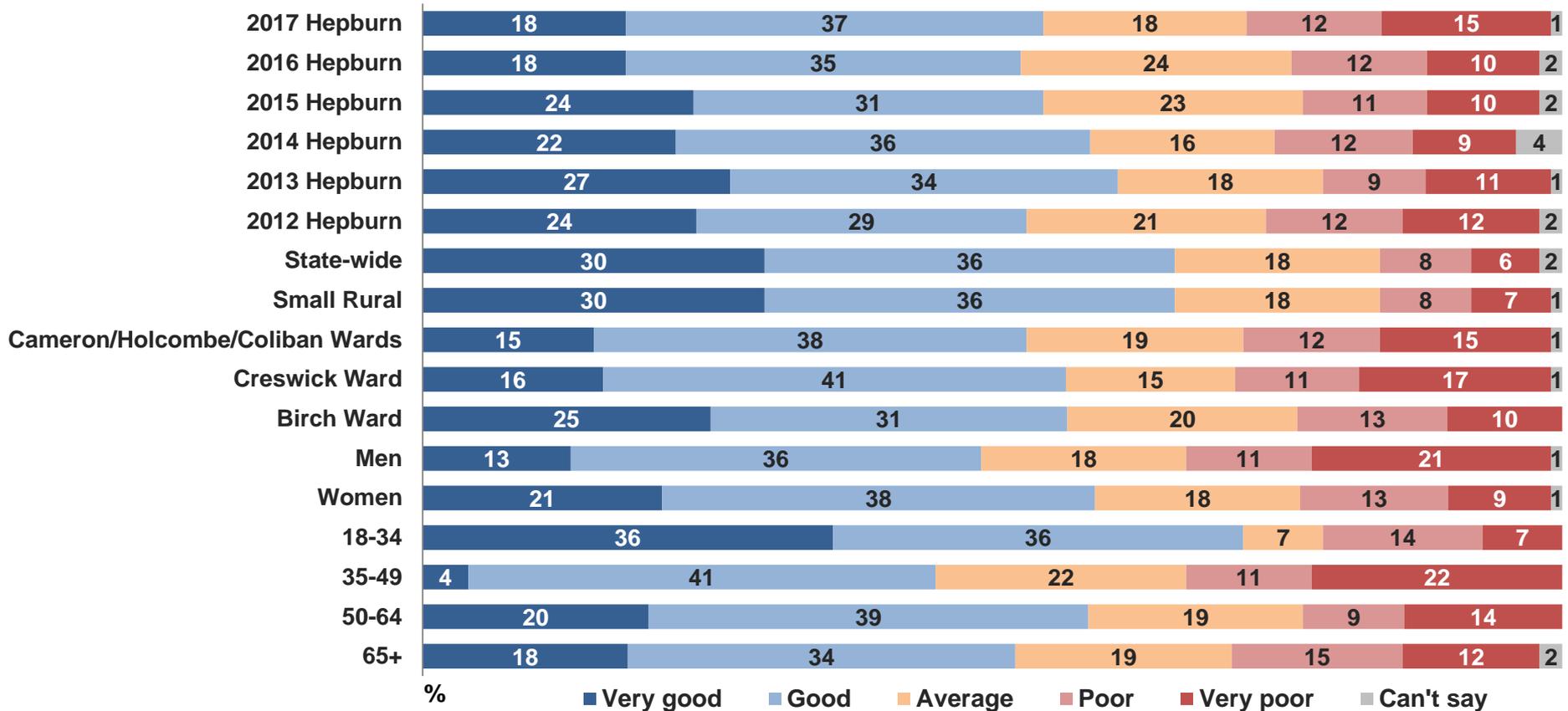
Councils asked state-wide: 68 Councils asked group: 16

Note: Please see page 5 for explanation about significant differences

2017 CONTACT CUSTOMER SERVICE

DETAILED PERCENTAGES

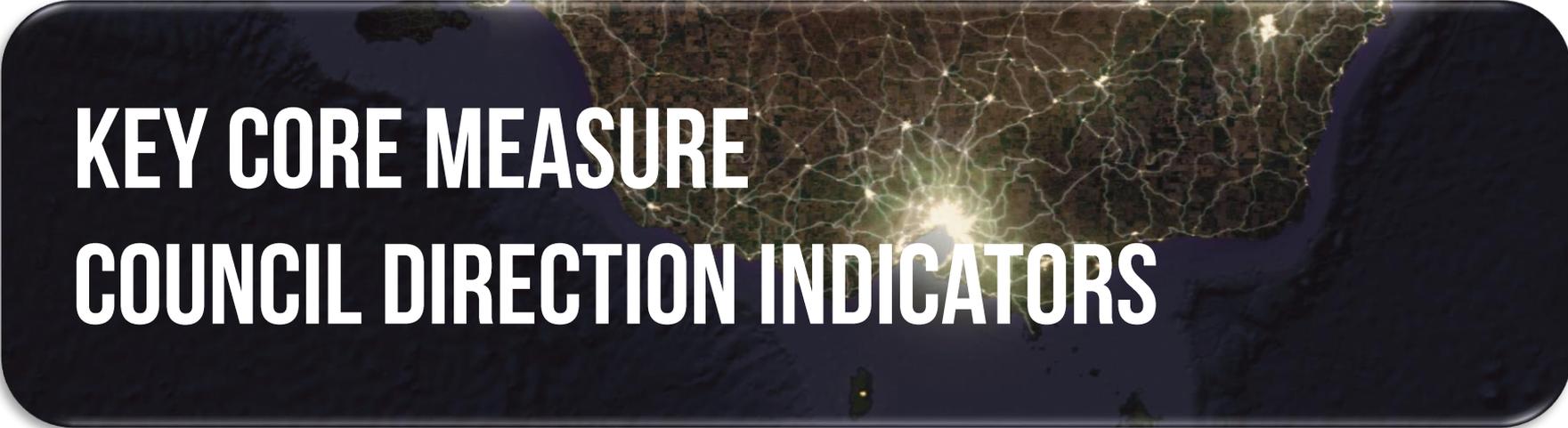
2017 Customer Service Rating



Q5c. Thinking of the most recent contact, how would you rate Hepburn 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: 68 Councils asked group: 16

A satellite-style map of the United States is shown, with a glowing, interconnected network of lines and nodes overlaid on the landmass, suggesting a data or infrastructure network. The map is centered on the continental United States, with the Atlantic Ocean to the east and the Pacific Ocean to the west. The network is most prominent in the eastern and central regions.

KEY CORE MEASURE COUNCIL DIRECTION INDICATORS

COUNCIL DIRECTION

SUMMARY

Council Direction from Q6

- 62% stayed about the same, down 2 points on 2016
- 14% improved, down 1 point on 2016
- 19% deteriorated, up 5 points on 2016

Most satisfied with Council Direction from Q6

- Creswick Ward

Least satisfied with Council Direction from Q6

- Men

2017 OVERALL COUNCIL DIRECTION LAST 12 MONTHS

INDEX SCORES



2017 Overall Direction

		2016	2015	2014	2013	2012
Creswick Ward	53	51	49	53	48	n/a
State-wide	53↑	51	53	53	53	52
Small Rural	52↑	50	53	n/a	n/a	n/a
Women	52	50	51	50	49	45
65+	49	54	47	53	49	41
50-64	49	45	47	48	50	39
18-34	48	57	50	50	51	40
Hepburn	48	51	49	49	51	42
Birch Ward	46	52	46	46	53	n/a
Cameron Ward/Holcombe Ward/Coliban Ward	45	49	50	48	52	n/a
35-49	44	47	52	45	52	47
Men	43	52	46	49	52	40

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

Base: All respondents. Councils asked state-wide: 68 Councils asked group: 16

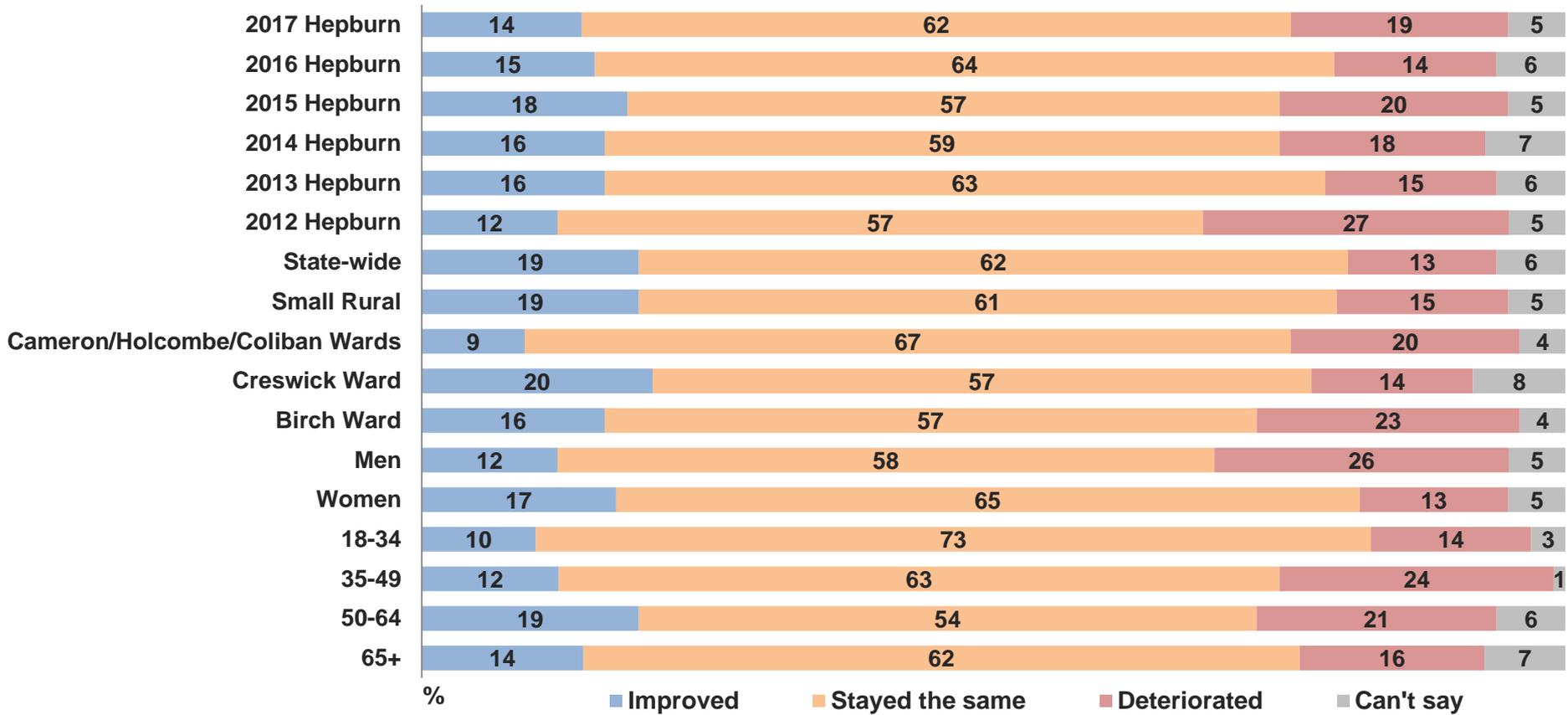
Note: Please see page 5 for explanation about significant differences

2017 OVERALL COUNCIL DIRECTION LAST 12 MONTHS

DETAILED PERCENTAGES



2017 Overall Direction



Q6. Over the last 12 months, what is your view of the direction of Hepburn Shire Council's overall performance?
 Base: All respondents. Councils asked state-wide: 68 Councils asked group: 16



INDIVIDUAL SERVICE AREAS

2017 COMMUNITY CONSULTATION AND ENGAGEMENT PERFORMANCE INDEX SCORES

2017 Consultation and Engagement Performance

		2016	2015	2014	2013	2012
Small Rural	55↑	55	56	n/a	n/a	n/a
State-wide	55↑	54	56	57	57	57
Creswick Ward	54↑	50	42	53	50	n/a
65+	50	49	43	51	48	42
50-64	49	47	43	47	48	41
Women	49	50	43	51	55	48
Hepburn	47	49	43	50	52	46
18-34	47	60	39	55	57	51
Cameron Ward/Holcombe Ward/Coliban Ward	47	48	43	49	53	n/a
Men	46	49	43	48	49	44
35-49	43	45	46	47	56	51
Birch Ward	42	50	43	47	52	n/a

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

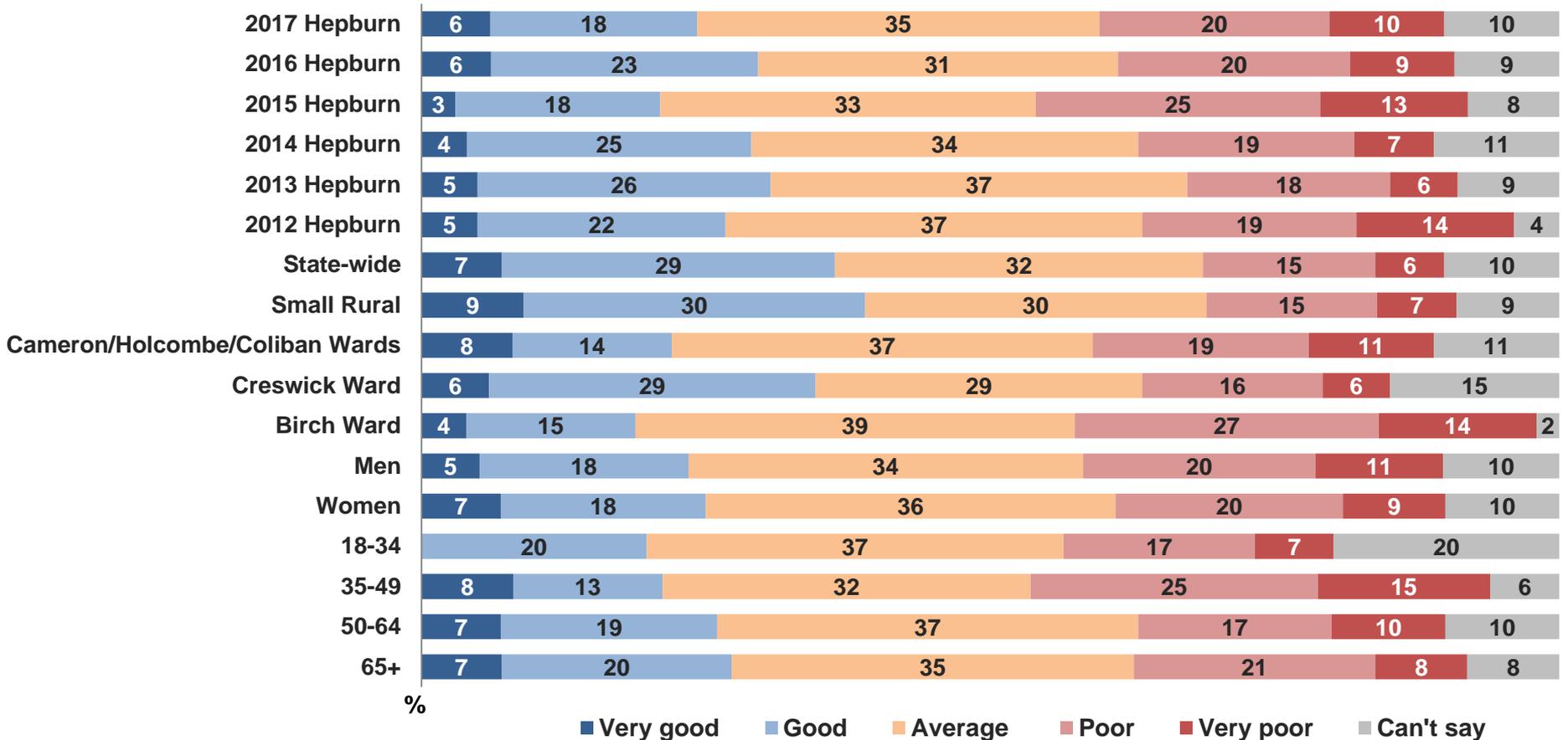
Base: All respondents. Councils asked state-wide: 68 Councils asked group: 16

Note: Please see page 5 for explanation about significant differences

2017 COMMUNITY CONSULTATION AND ENGAGEMENT

PERFORMANCE DETAILED PERCENTAGES

2017 Consultation and Engagement Performance



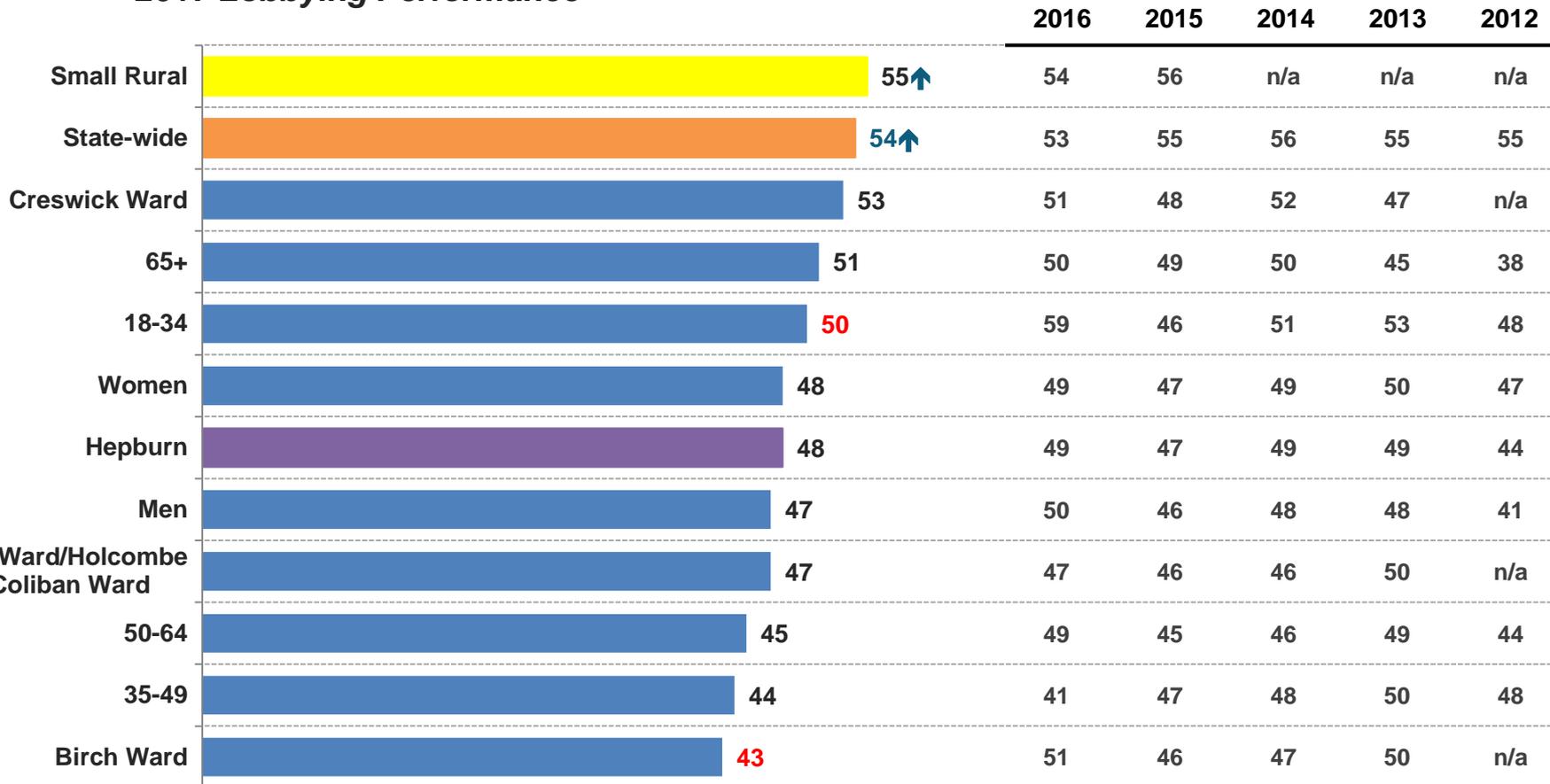
Q2. How has Council performed on 'community consultation and engagement' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 68 Councils asked group: 16

2017 LOBBYING ON BEHALF OF THE COMMUNITY

PERFORMANCE INDEX SCORES



2017 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: 68 Councils asked group: 16

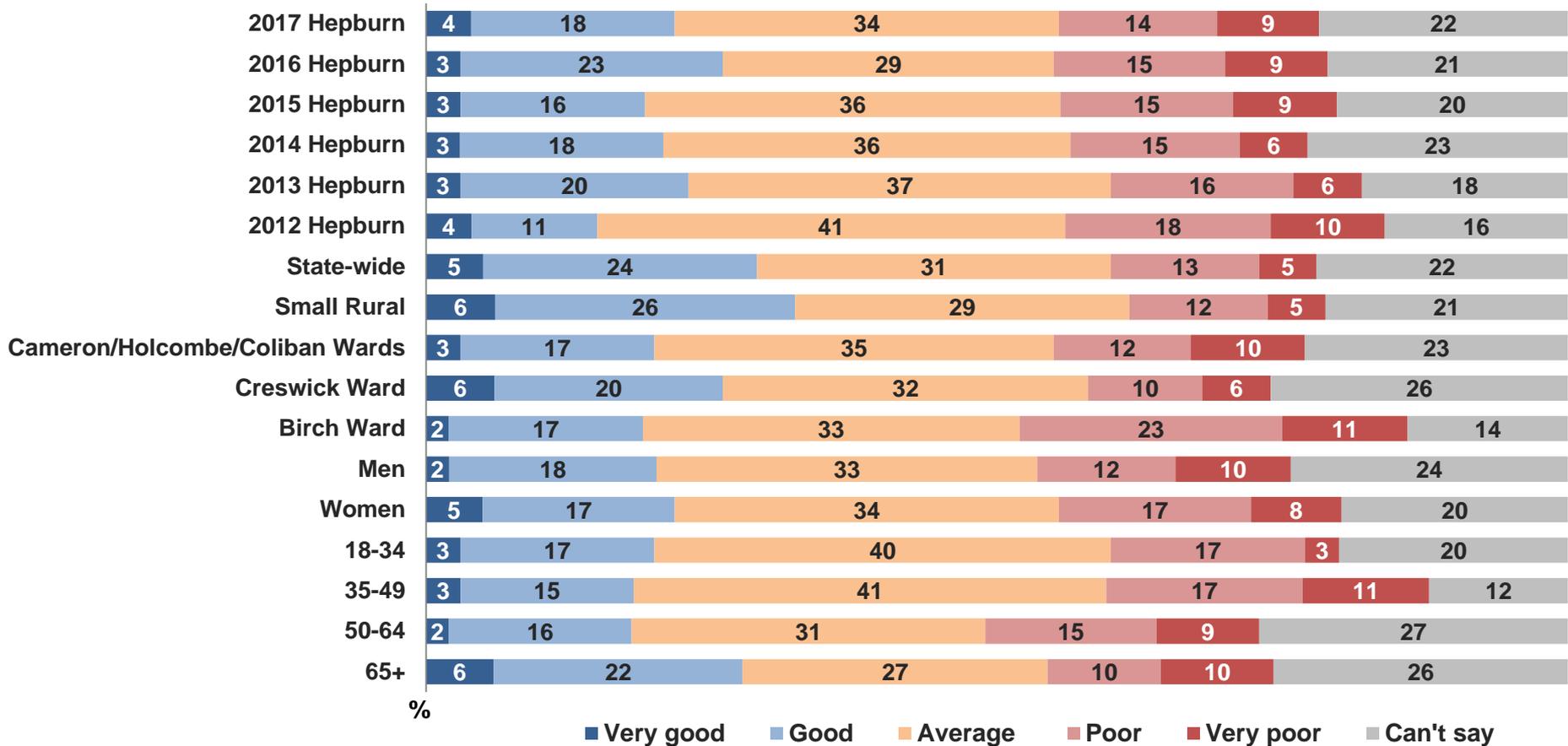
Note: Please see page 5 for explanation about significant differences

2017 LOBBYING ON BEHALF OF THE COMMUNITY

PERFORMANCE DETAILED PERCENTAGES



2017 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: 68 Councils asked group: 16

2017 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY

PERFORMANCE INDEX SCORES

2017 Community Decisions Made Performance

		2016	2015	2014	2013	2012
Small Rural	55↑	53	56	n/a	n/a	n/a
State-wide	54↑	54	55	57	n/a	n/a
Creswick Ward	51↑	50	45	53	n/a	n/a
Women	48	46	45	48	n/a	n/a
65+	48	47	44	50	n/a	n/a
Cameron Ward/Holcombe Ward/Coliban Ward	45	47	44	47	n/a	n/a
50-64	45	47	42	44	n/a	n/a
Hepburn	45	48	43	49	n/a	n/a
35-49	43	40	43	46	n/a	n/a
18-34	42	63	43	57	n/a	n/a
Men	42	50	41	49	n/a	n/a
Birch Ward	36↓	48	39	45	n/a	n/a

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: 68 Councils asked group: 16

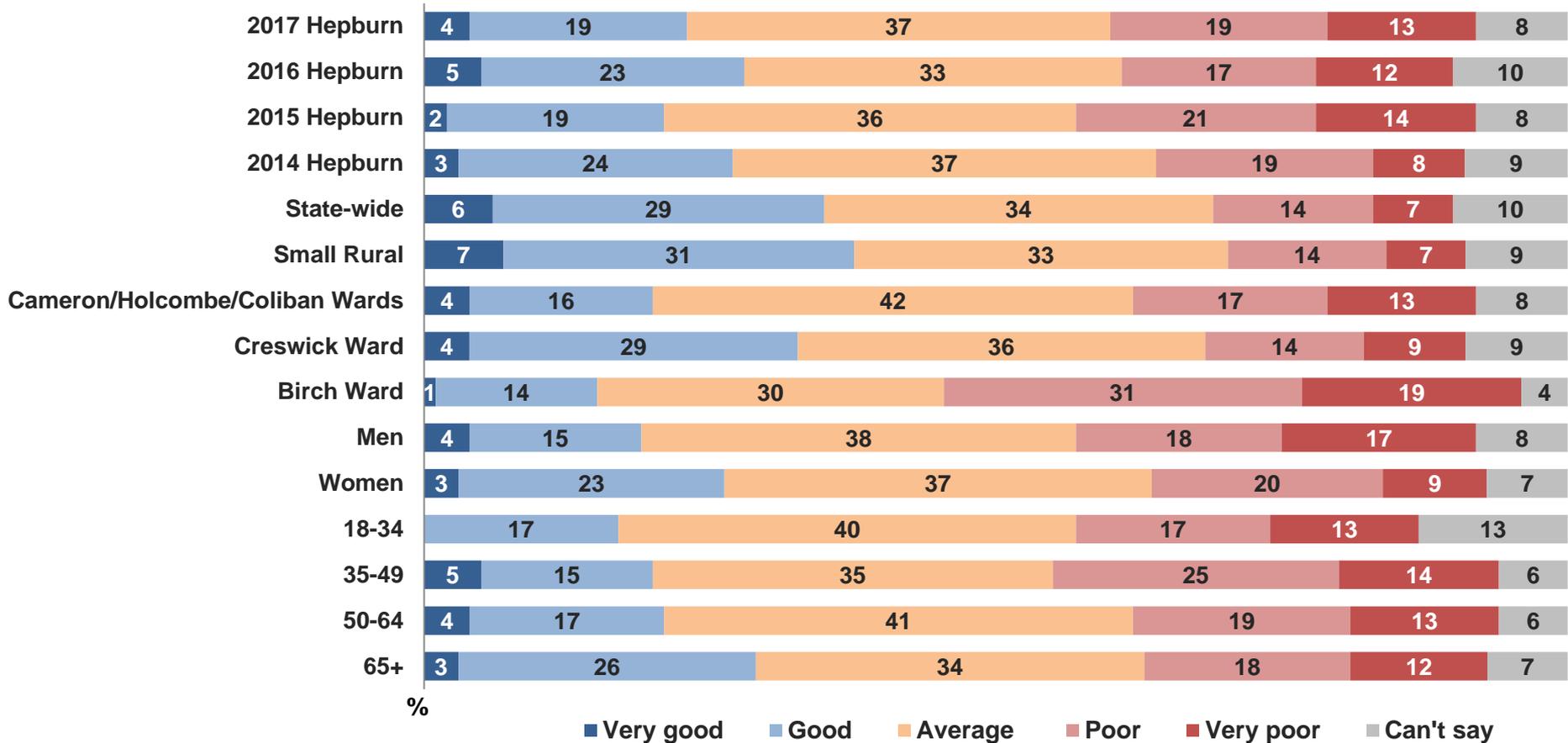
Note: Please see page 5 for explanation about significant differences

2017 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY

PERFORMANCE DETAILED PERCENTAGES



2017 Community Decisions Made Performance



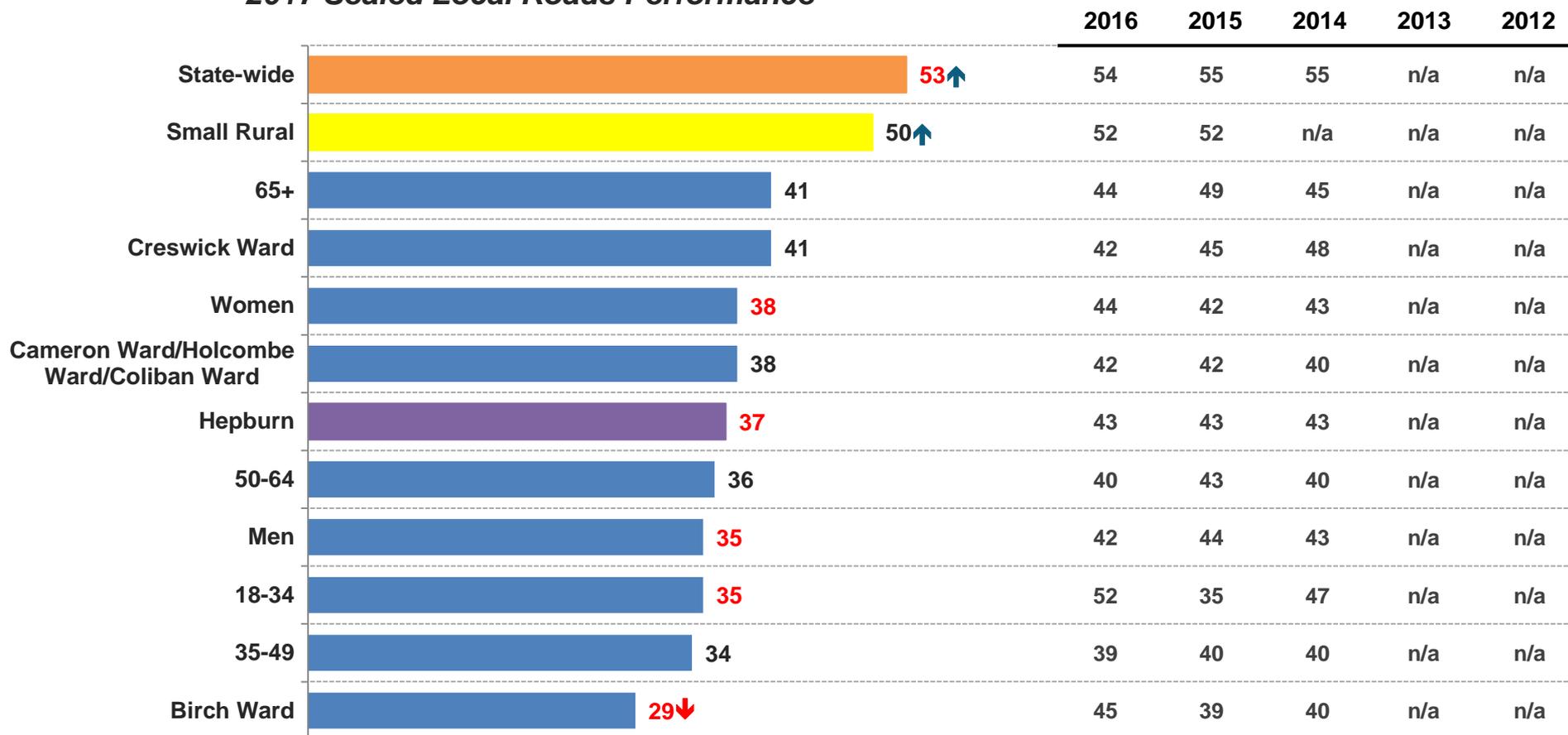
Q2. How has Council performed on 'decisions made in the interest of the community' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 68 Councils asked group: 16

2017 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA

PERFORMANCE INDEX SCORES



2017 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: 68 Councils asked group: 16

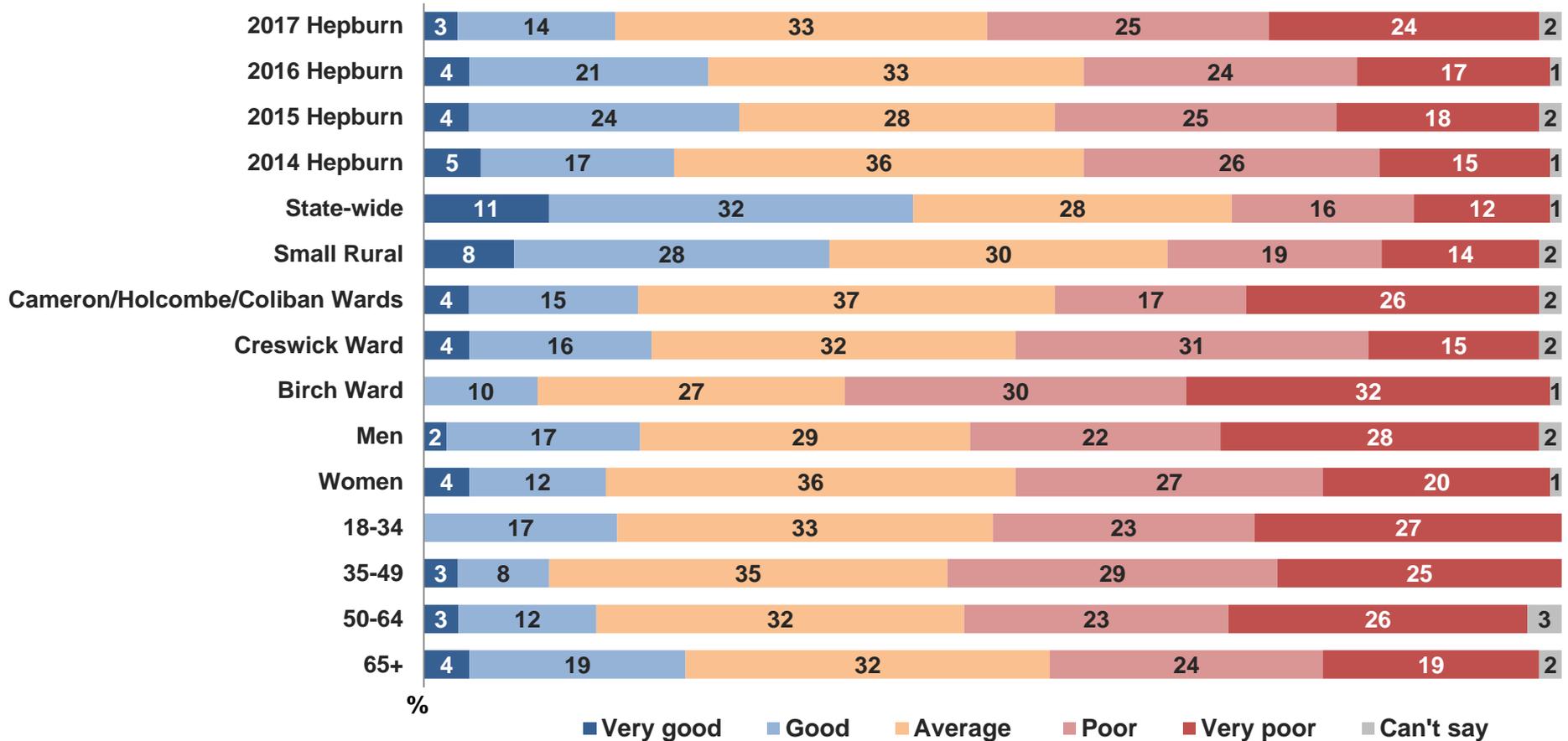
Note: Please see page 5 for explanation about significant differences

2017 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA

PERFORMANCE DETAILED PERCENTAGES



2017 Sealed Local Roads Performance



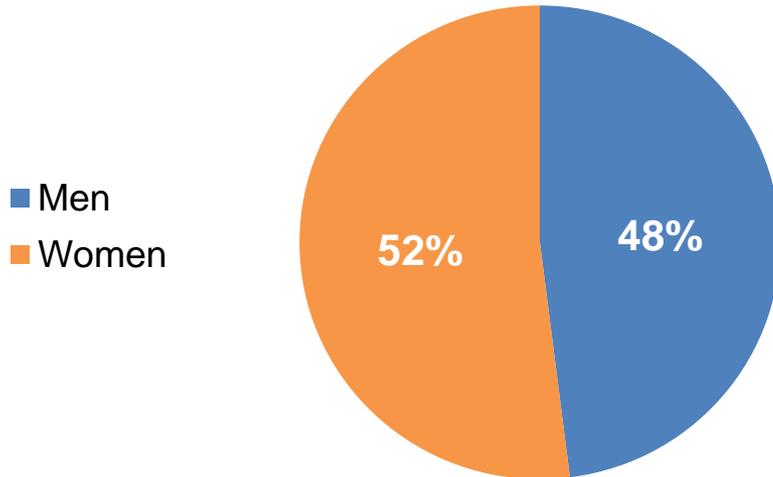
Q2. How has Council performed on 'the condition of sealed local roads in your area' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 68 Councils asked group: 16



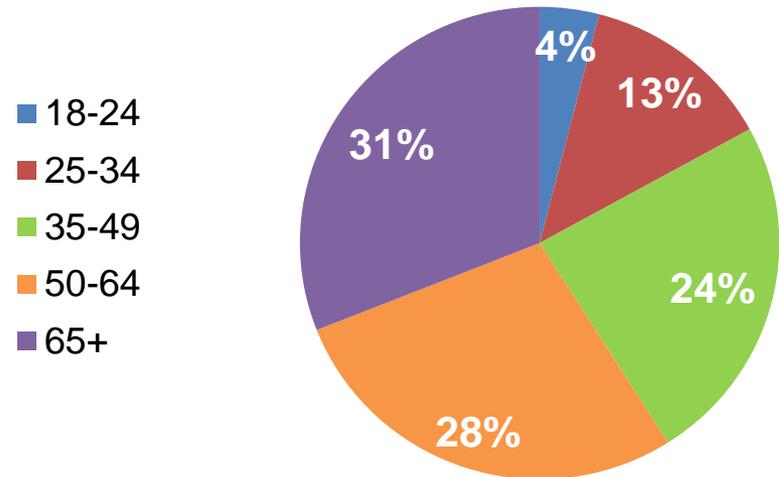
DETAILED DEMOGRAPHICS

2017 GENDER AND AGE PROFILE

Gender



Age



Please note that for the reason of simplifying reporting, interlocking age and gender reporting has not been included in this report. Interlocking age and gender analysis is still available in the dashboard and data tables provided alongside this report.

A satellite-style map of the United States is shown, with a glowing, interconnected network of lines overlaid on the landmass, suggesting a data network or survey routes. The map is set against a dark blue background.

APPENDIX A:

DETAILED SURVEY TABULATIONS

AVAILABLE IN SUPPLIED EXCEL FILE



**APPENDIX B:
FURTHER PROJECT INFORMATION**

APPENDIX B:

BACKGROUND AND OBJECTIVES

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 Hepburn 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 2012-2017 have been made throughout this report as appropriate.**

APPENDIX B:

MARGINS OF ERROR

The sample size for the 2017 State-wide Local Government Community Satisfaction Survey for Hepburn Shire Council was n=400. Unless otherwise noted, this is the total sample base for all reported charts and tables.

The maximum margin of error on a sample of approximately n=400 interviews is +/-4.8% 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 12,000 people aged 18 years or over for Hepburn Shire Council, according to ABS estimates.

Demographic	Actual survey sample size	Weighted base	Maximum margin of error at 95% confidence interval
Hepburn Shire Council	400	400	+/-4.8
Men	181	192	+/-7.2
Women	219	208	+/-6.6
Cameron Ward/Holcombe Ward/Coliban Ward	181	188	+/-7.2
Creswick Ward	124	119	+/-8.8
Birch Ward	95	93	+/-10.1
18-34 years	30	67	+/-18.2
35-49 years	73	98	+/-11.5
50-64 years	140	111	+/-8.3
65+ years	157	125	+/-7.8

APPENDIX B:

ANALYSIS AND REPORTING

All participating councils are listed in the state-wide report published on the DELWP website. In 2017, 68 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 2012-2017 vary slightly.

Council Groups

Hepburn 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, Loddon, Mansfield, Murrindindi, Pyrenees, Queenscliffe, West Wimmera and Yarriambiack.

Wherever appropriate, results for Hepburn Shire Council for this 2017 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

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.

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

APPENDIX B: ANALYSIS AND REPORTING

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

APPENDIX B:

INDEX SCORE IMPLICATIONS

Index scores are indicative of an overall rating on a particular service area. In this context, index scores indicate:

- a) how well council is seen to be performing in a particular service area; or
- b) the level of importance placed on a particular service area.

For ease of interpretation, index score ratings can be categorised as follows:

INDEX SCORE	Performance implication	Importance implication
75 – 100	Council is performing very well in this service area	This service area is seen to be extremely important
60 – 75	Council is performing well in this service area, but there is room for improvement	This service area is seen to be very important
50 – 60	Council is performing satisfactorily in this service area but needs to improve	This service area is seen to be fairly important
40 – 50	Council is performing poorly in this service area	This service area is seen to be somewhat important
0 – 40	Council is performing very poorly in this service area	This service area is seen to be not that important

APPENDIX B:

INDEX SCORE SIGNIFICANT DIFFERENCE CALCULATION

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

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

Where:

- \$1 = Index Score 1
- \$2 = Index Score 2
- \$3 = unweighted sample count 1
- \$4 = unweighted sample count 1
- \$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:

ANALYSIS AND REPORTING

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 2017 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 2017 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 2017 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 <https://www.localgovernment.vic.gov.au/our-programs/council-community-satisfaction-survey>.

APPENDIX B:

GLOSSARY OF TERMS

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

CSS: 2017 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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