



2022 Local Government Community Satisfaction Survey

Hepburn Shire Council

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



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Background and objectives

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

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

Now in its twenty-third year, this survey provides insight into the community's views on:

- councils' overall performance, with benchmarking against State-wide and council group results
- value for money in services and infrastructure
- community consultation and engagement
- decisions made in the interest of the community
- customer service, local infrastructure, facilities, services and
- overall council direction.

When coupled with previous data, the survey provides a reliable historical source of the community's views since 1998. A selection of results from the last ten years shows that councils in Victoria continue to provide services that meet the public's expectations.

Serving Victoria for 23 years

Each year the CSS data is used to develop this State-wide report which contains all of the aggregated results, analysis and data. Moreover, with 23 years of results, the CSS offers councils a consistent, long-term measure of how they are performing – essential for councils that work over the long term to provide valuable services and infrastructure to their communities.

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

A large, dark blue, stylized letter 'W' graphic that spans the right side of the page. The 'W' is filled with a glowing, light blue network pattern of interconnected nodes and lines, resembling a neural network or a data network. The background of the 'W' is a dark blue gradient.

Key findings and recommendations



Hepburn Shire Council – at a glance

Overall council performance

Results shown are index scores out of 100.



Hepburn 47





State-wide 59



Small Rural 58

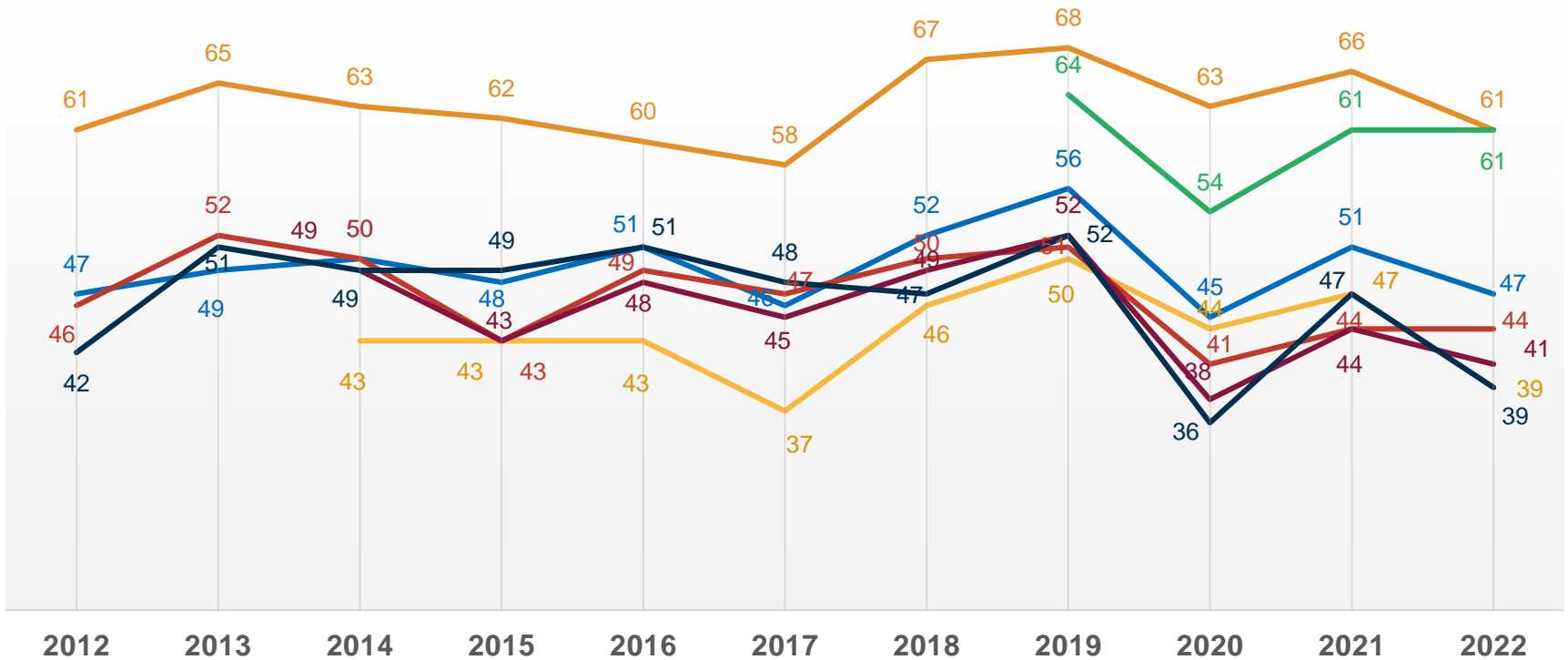
Council performance compared to State-wide and group averages

| | Areas where Council performance is significantly higher | The three areas where Council performance is significantly lower by the widest margin |
|--------------------------------|--|---|
| Compared to State-wide average |  Tourism development |  Sealed local roads  Community decisions  Recreational facilities |
| Compared to group average | None |  Community decisions  Appearance of public areas  Sealed local roads |



Summary of core measures

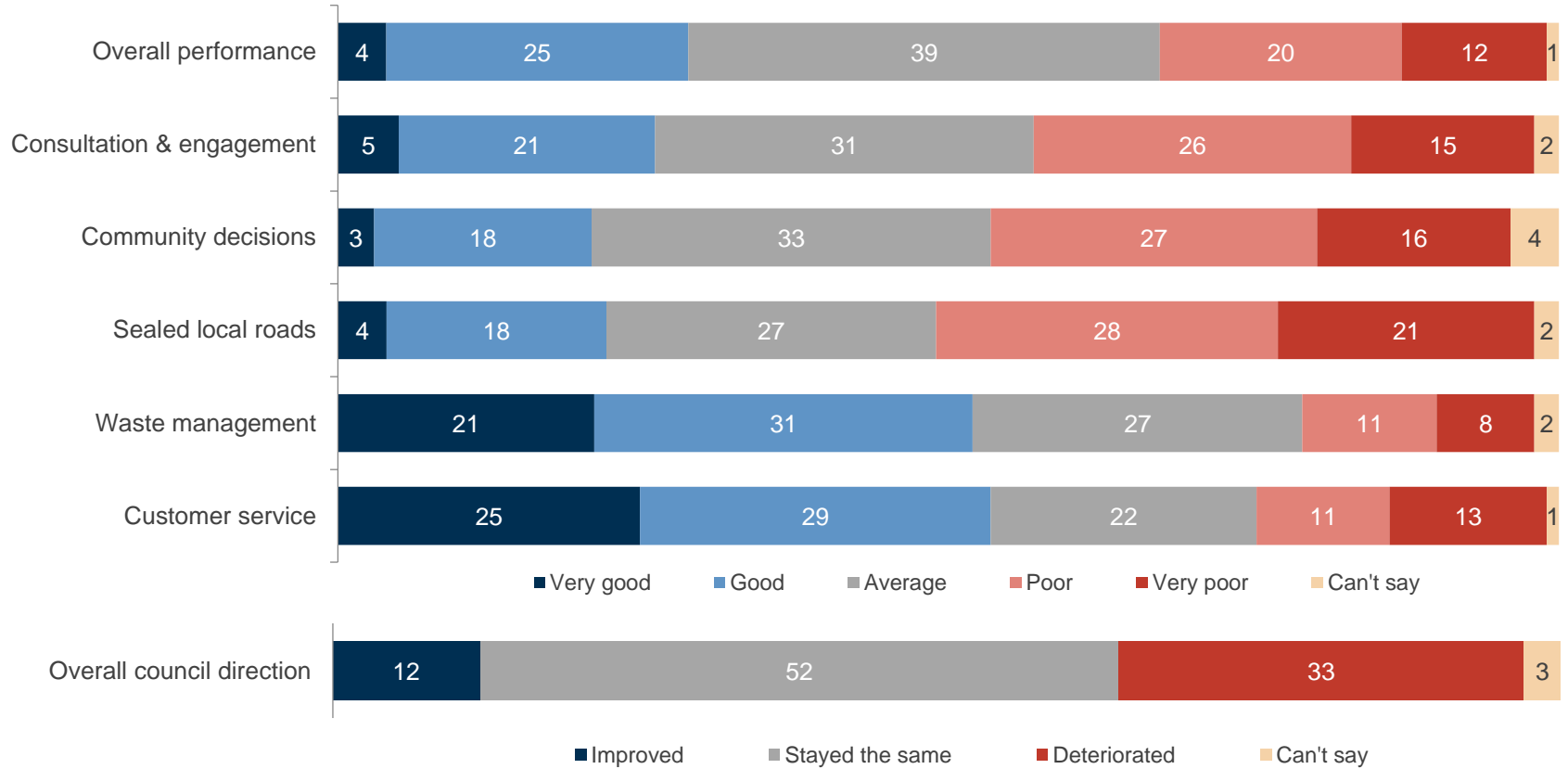
Index scores














Summary of core measures

Core measures summary results (%)












Summary of Hepburn Shire Council performance

| Services | Hepburn 2022 | Hepburn 2021 | Small Rural 2022 | State-wide 2022 | Highest score | Lowest score |
|--|--------------|--------------|------------------|-----------------|--|--|
|  Overall performance | 47 | 51 | 58 | 59 | Cameron Ward residents | Birch Ward residents |
|  Value for money | 39 | 44 | 51 | 53 | Cameron Ward residents | Birch Ward residents |
|  Overall council direction | 39 | 47 | 51 | 50 | Cameron Ward residents, Aged 18-34 years | Aged 35-49 years, Birch Ward residents |
|  Customer service | 61 | 66 | 67 | 68 | Women | Aged 18-34 years |
|  Tourism development | 63 | 63 | 62 | 60 | Holcombe Ward residents | Creswick Ward residents |
|  Appearance of public areas | 62 | 67 | 73 | 71 | Coliban Ward residents, Aged 35-49 years | Birch Ward residents |
|  Waste management | 61 | 61 | 68 | 68 | Cameron Ward residents | Coliban Ward residents |
|  Recreational facilities | 59 | 60 | 69 | 69 | Cameron Ward residents | Holcombe Ward residents |
|  Enforcement of local laws | 55 | 57 | 62 | 63 | Cameron Ward residents | Aged 50-64 years |
|  Environmental sustainability | 54 | 55 | 59 | 61 | Cameron Ward residents | Birch Ward residents |



Summary of Hepburn Shire Council performance

| Services | | Hepburn 2022 | Hepburn 2021 | Small Rural 2022 | State-wide 2022 | Highest score | Lowest score |
|---|-----------------------------|--------------|--------------|------------------|-----------------|--------------------------------------|----------------------|
|  | Business & community dev. | 51 | 55 | 57 | 58 | Cameron Ward residents | Birch Ward residents |
|  | Lobbying | 44 | 45 | 54 | 53 | Cameron Ward residents | Birch Ward residents |
|  | Consultation & engagement | 44 | 44 | 54 | 54 | Cameron Ward residents | Birch Ward residents |
|  | Slashing & weed control | 42 | 44 | 50 | 49 | Coliban Ward residents | Aged 35-49 years |
|  | Community decisions | 41 | 44 | 54 | 54 | Cameron Ward residents | Birch Ward residents |
|  | Planning & Building permits | 40 | 44 | 48 | 50 | Aged 18-34 years | Birch Ward residents |
|  | Sealed local roads | 39 | 47 | 50 | 53 | Aged 65+ years, Birch Ward residents | Aged 18-34 years |



Focus areas for the next 12 months

Overview

After a marked improvement in community perceptions of Hepburn Shire Council's overall performance in 2021, Council experienced a significant four-point decline in 2022. This is reflected in significant decreases in performance ratings across four individual service areas over the last 12 months.

Key influences on perceptions of overall performance

Council should focus on improving performance in the service areas that most influence perceptions of overall performance but where Council currently performs less well: community decisions and consultation and engagement are key here. They are currently among Council's lowest performing service areas. Consultation and good communication and transparency with residents about community priorities and decisions provides the greatest opportunity to improve perceptions of Council's overall performance.

Comparison to state and area grouping

Council performs significantly lower than the Small Rural group and State-wide average on 12 out of 13 individual service areas. The exception is tourism development, where Council performs is in line with the Small Rural group and significantly higher than the State-wide average. Tourism development is also Council's best performing area.

Aim for consistency to abate further declines

In recent years, even prior to the pandemic, Council ratings have fluctuated significantly year to year. In the next 12 months, Council should aim for greater consistency in performance, to halt any further declines and begin to build more steady long-term trends of improvement. Community views of Council's performance in most service areas have been more favourable in the past, so there is evidence Council can do better. Positive performance in the area of tourism development should be maintained.

DETAILED FINDINGS



Overall performance

Overall performance

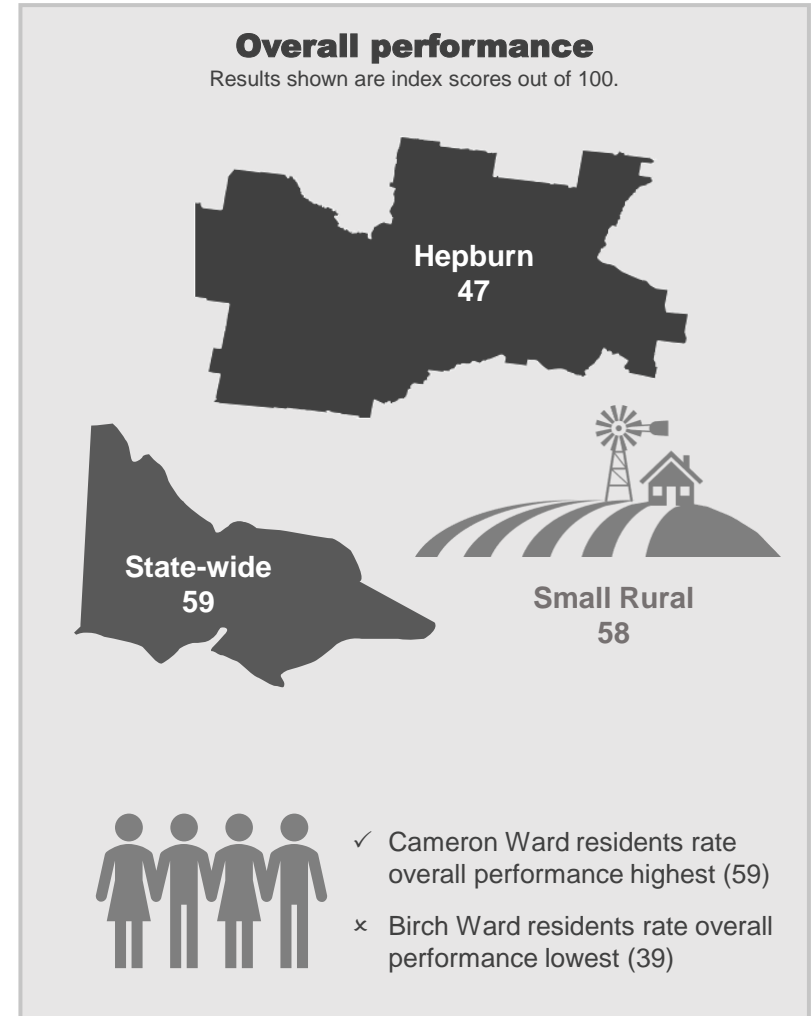
The overall performance index score of 47 for Hepburn Shire Council represents a significant four-point decline on the 2021 result.

- Perceptions of Council’s overall performance have been rather volatile since 2017, fluctuating significantly in either a positive or negative direction each year.

Council’s overall performance rating remains statistically significantly lower (at the 95% confidence interval) than both the average rating for councils in the Small Rural group and the State-wide average for councils (index scores of 58 and 59 respectively).

- Ratings among residents of Birch Ward are significantly lower than average (39 index points). Conversely, among residents of Cameron Ward, ratings are significantly higher than average (59 index points).
- The decline in perception of Council’s overall performance is driven by significant decreases in ratings among women, residents of Creswick Ward and those aged 18 to 34 years.

Fewer than one in five residents (18%) rate the value for money they receive from Council in infrastructure and services provided to their community as ‘very good’ or ‘good’. Comparatively, almost half rate Council as ‘very poor’ or ‘poor’ (48%). A further 31% rate Council as ‘average’ in terms of providing value for money.





Overall performance

2022 overall performance (index scores)

| | 2021 | 2020 | 2019 | 2018 | 2017 | 2016 | 2015 | 2014 | 2013 | 2012 |
|---------------|------|------|------|------|------|------|------|------|------|------|
| Cameron Ward | 59▲ | 60 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| State-wide | 59▲ | 61 | 58 | 60 | 59 | 59 | 60 | 61 | 60 | 60 |
| Small Rural | 58▲ | 60 | 56 | 58 | 56 | 58 | 57 | 59 | n/a | n/a |
| Coliban Ward | 55 | 53 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| 65+ | 49 | 50 | 48 | 58 | 51 | 51 | 50 | 48 | 52 | 45 |
| Women | 48 | 54 | 44 | 56 | 52 | 49 | 51 | 48 | 50 | 50 |
| Hepburn | 47 | 51 | 45 | 56 | 52 | 46 | 51 | 48 | 50 | 49 |
| Creswick Ward | 46 | 56 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Men | 46 | 48 | 46 | 56 | 52 | 44 | 51 | 48 | 50 | 48 |
| 18-34 | 46 | 62 | 55 | 57 | 59 | 45 | 62 | 51 | 56 | 54 |
| 35-49 | 45 | 49 | 44 | 57 | 53 | 41 | 47 | 47 | 48 | 51 |
| Holcombe Ward | 45 | 40 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| 50-64 | 45 | 47 | 36 | 53 | 47 | 47 | 47 | 47 | 45 | 49 |
| Birch Ward | 39▼ | 46 | n/a | n/a | 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 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?

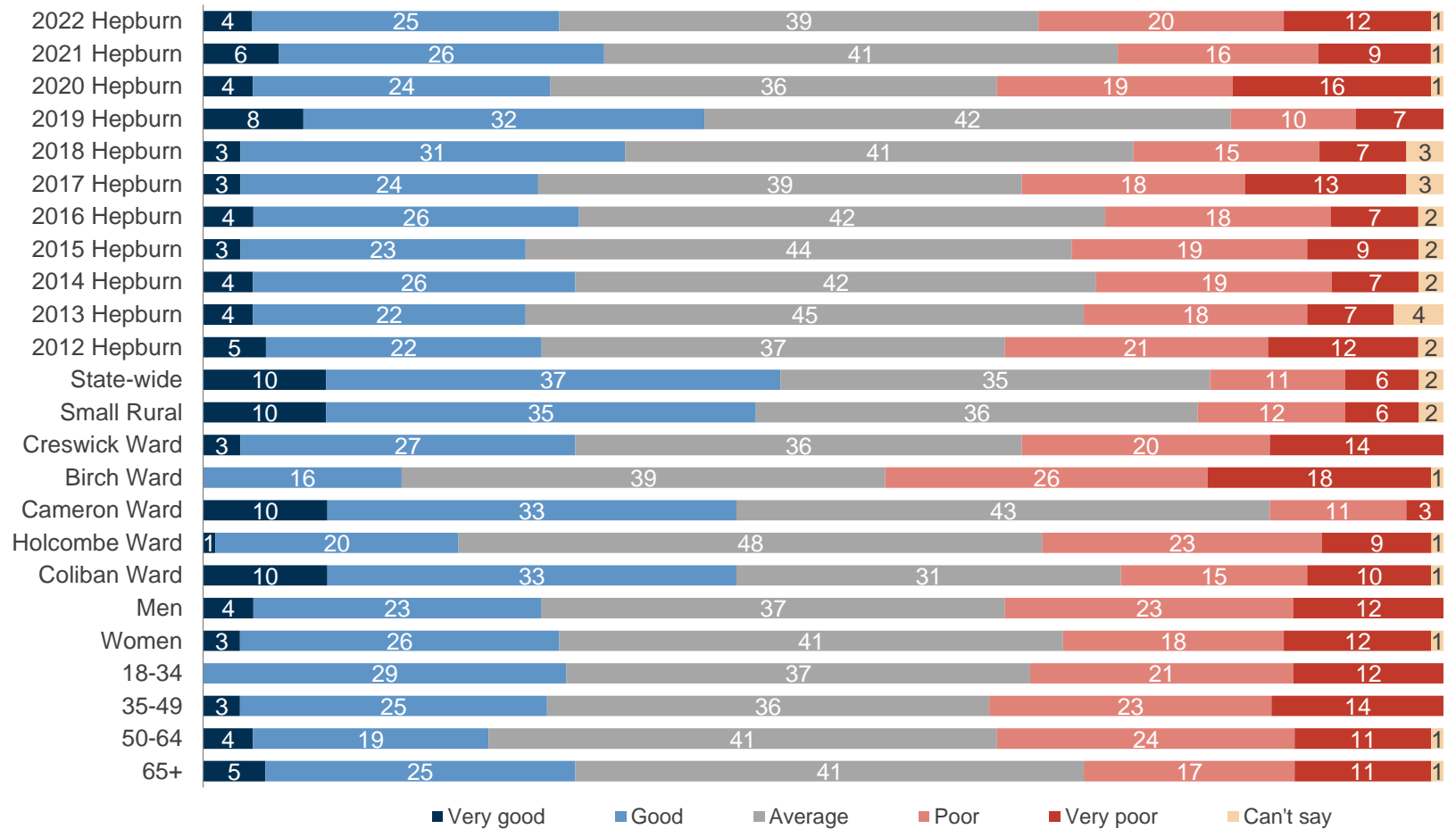
Base: All respondents. Councils asked State-wide: 67 Councils asked group: 19

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



Overall performance

2022 overall performance (%)

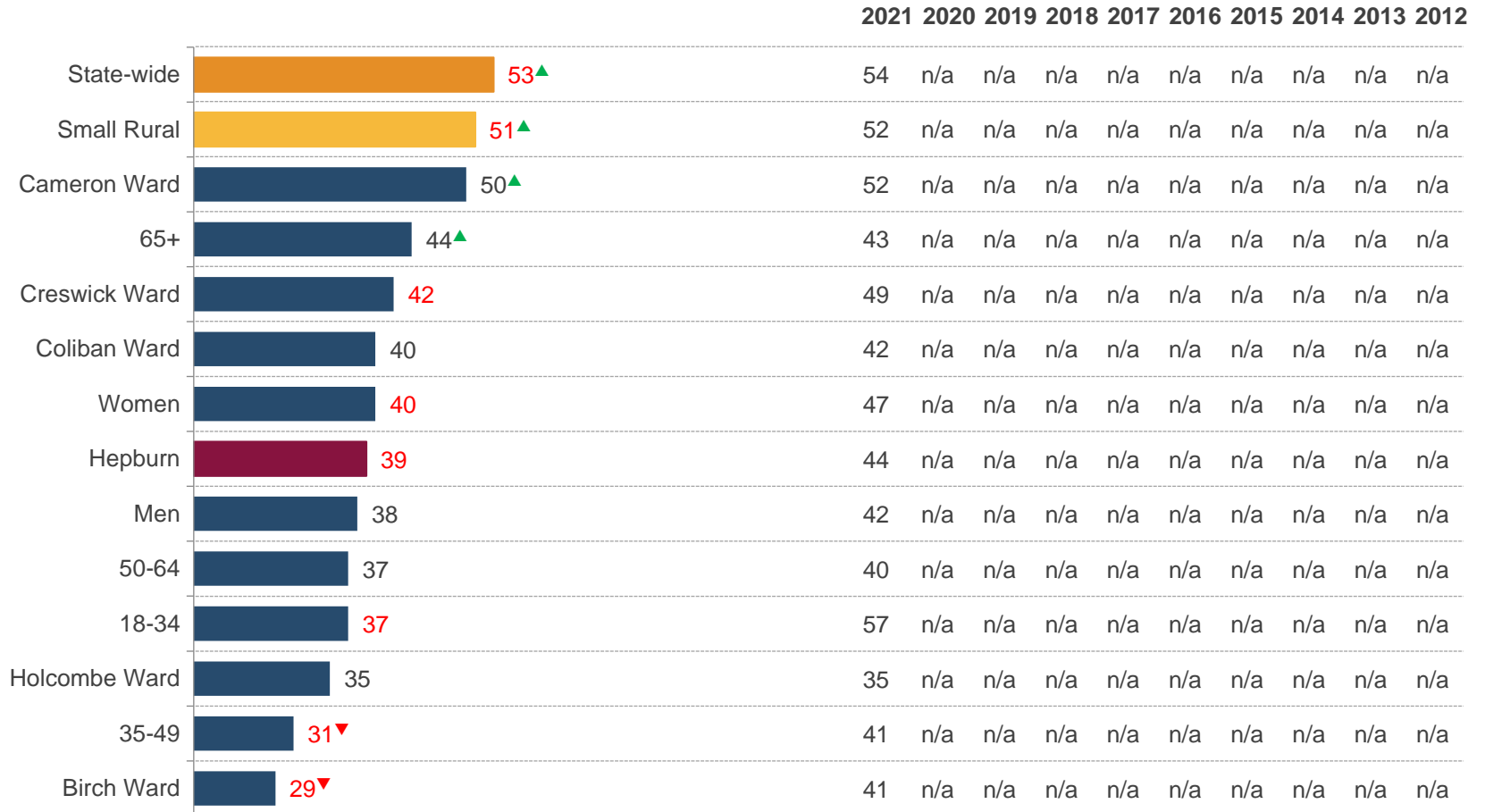


Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Hepburn Shire Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?
 Base: All respondents. Councils asked State-wide: 67 Councils asked group: 19



Value for money in services and infrastructure

2022 value for money (index scores)



Q3b. How would you rate Hepburn Shire Council at providing good value for money in infrastructure and services provided to your community?

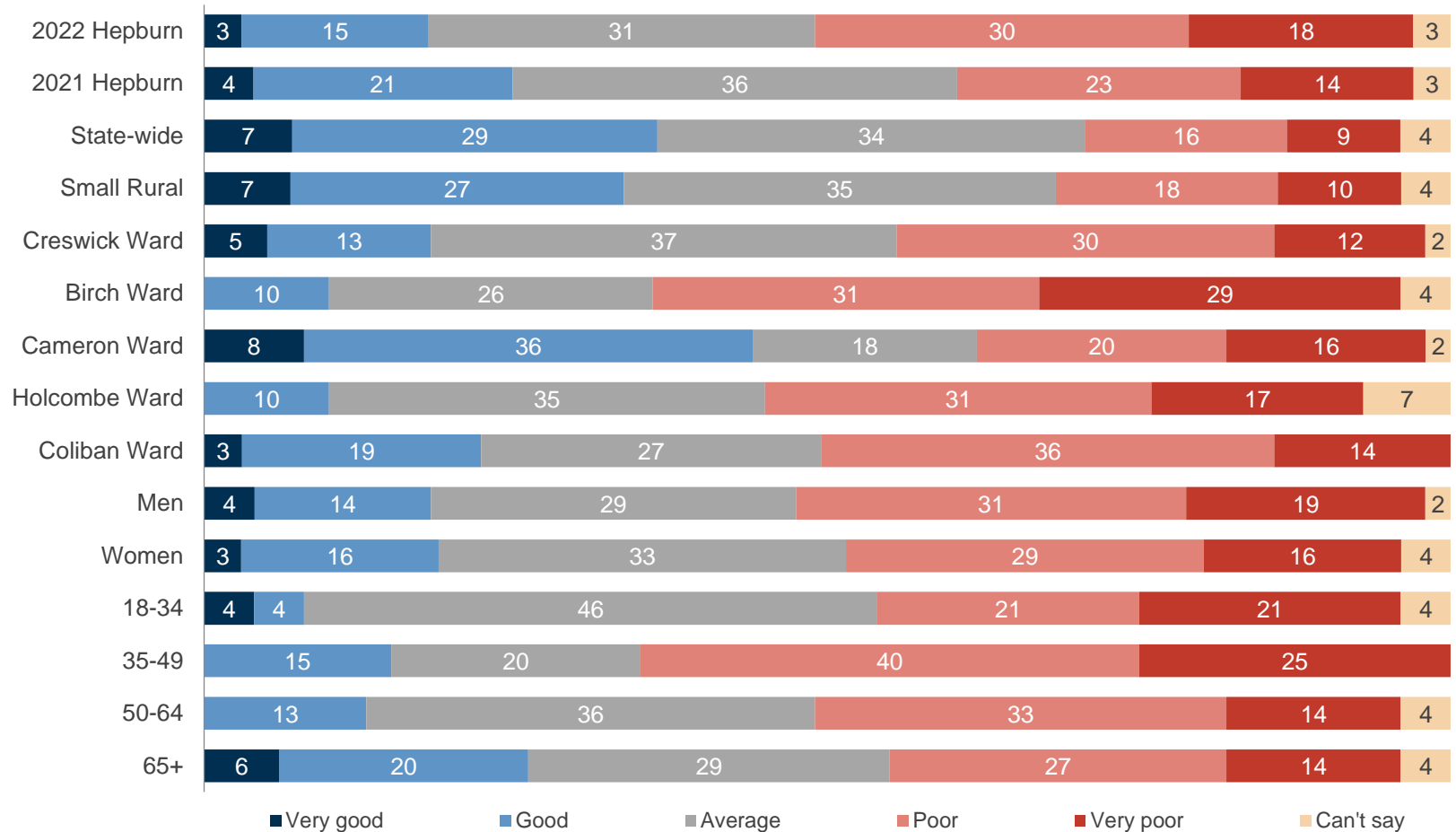
Base: All respondents. Councils asked State-wide: 66 Councils asked group: 19

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



Value for money in services and infrastructure

2022 value for money (%)



Q3b. How would you rate Hepburn Shire Council at providing good value for money in infrastructure and services provided to your community?

Base: All respondents. Councils asked State-wide: 66 Councils asked group: 19



Top performing service areas

Tourism development (index score of 63) is where Council performed best. Council's rating in this area has been stable for two years now.

This is the only service area where Council does not perform significantly lower than the Small Rural group or the State-wide average for councils (index scores of 62 and 60 respectively).

- Among residents of Holcombe Ward, perceptions of Council's performance on tourism increased significantly and are now significantly higher than average (up 10 index points to 70).

Appearance of public areas is Council's next highest rated service area (index score of 62, down five index points on last year) followed by waste management (index score of 61, unchanged).

- That said, the appearance of public areas is one of four service areas to have suffered a significant decline this year, taking ratings to their lowest point in the series.
- In contrast, Council has been able to maintain the significant gains it made in waste management in 2021.

Moreover, 8% of residents volunteer waste management as the best thing about Hepburn Shire Council, second only to customer service (mentioned by 12%).



Tourism development (index score of 63) is the area where Council performed best in 2022, unchanged from 2021.



Low performing service areas



Council rates lowest – relative to its performance in other areas – in the areas of sealed local roads (index score of 39) and planning and building permits (index score of 40).

Council rates lowest – relative to its performance in other areas – in the areas of sealed local roads index score of 39) and planning and building permits (40)

- Both areas rate significantly lower than both the Small Rural group council average and the State-wide average for councils.

The eight-point decline in perceptions of Council's sealed local roads performance is driven by significant decreases in ratings among both men and women, people residing in Creswick Ward and adults aged below 50 years.

- Sealed road maintenance (14%) is also one of the most commonly cited areas deemed in need of improvement.

Different groups are driving the significant four-point decline in perceptions of planning and building permits.

- Here, ratings have decreased significantly among residents of Birch and Cameron Wards, and women.
- Perceptions of Council's performance on planning and building permits are now at a series low.
- Those in Holcombe and Birch wards are least satisfied with Council on planning and building permits, rating performance significantly lower compared to the Council average.



Individual service area performance

2022 individual service area performance (index scores)

| | | 2021 | 2020 | 2019 | 2018 | 2017 | 2016 | 2015 | 2014 | 2013 | 2012 |
|------------------------------|----|------|------|------|------|------|------|------|------|------|------|
| Tourism development | 63 | 63 | 63 | 69 | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Appearance of public areas | 62 | 67 | 64 | 67 | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Waste management | 61 | 61 | 54 | 64 | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Recreational facilities | 59 | 60 | 61 | 62 | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Enforcement of local laws | 55 | 57 | 53 | 57 | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Environmental sustainability | 54 | 55 | 50 | 59 | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Business & community dev. | 51 | 55 | 55 | 60 | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Lobbying | 44 | 45 | 40 | 51 | 51 | 48 | 49 | 47 | 49 | 49 | 44 |
| Consultation & engagement | 44 | 44 | 41 | 51 | 50 | 47 | 49 | 43 | 50 | 52 | 46 |
| Slashing & weed control | 42 | 44 | 37 | 48 | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Community decisions | 41 | 44 | 38 | 52 | 49 | 45 | 48 | 43 | 49 | n/a | n/a |
| Planning & building permits | 40 | 44 | 41 | 49 | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Sealed local roads | 39 | 47 | 44 | 50 | 46 | 37 | 43 | 43 | 43 | n/a | n/a |

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

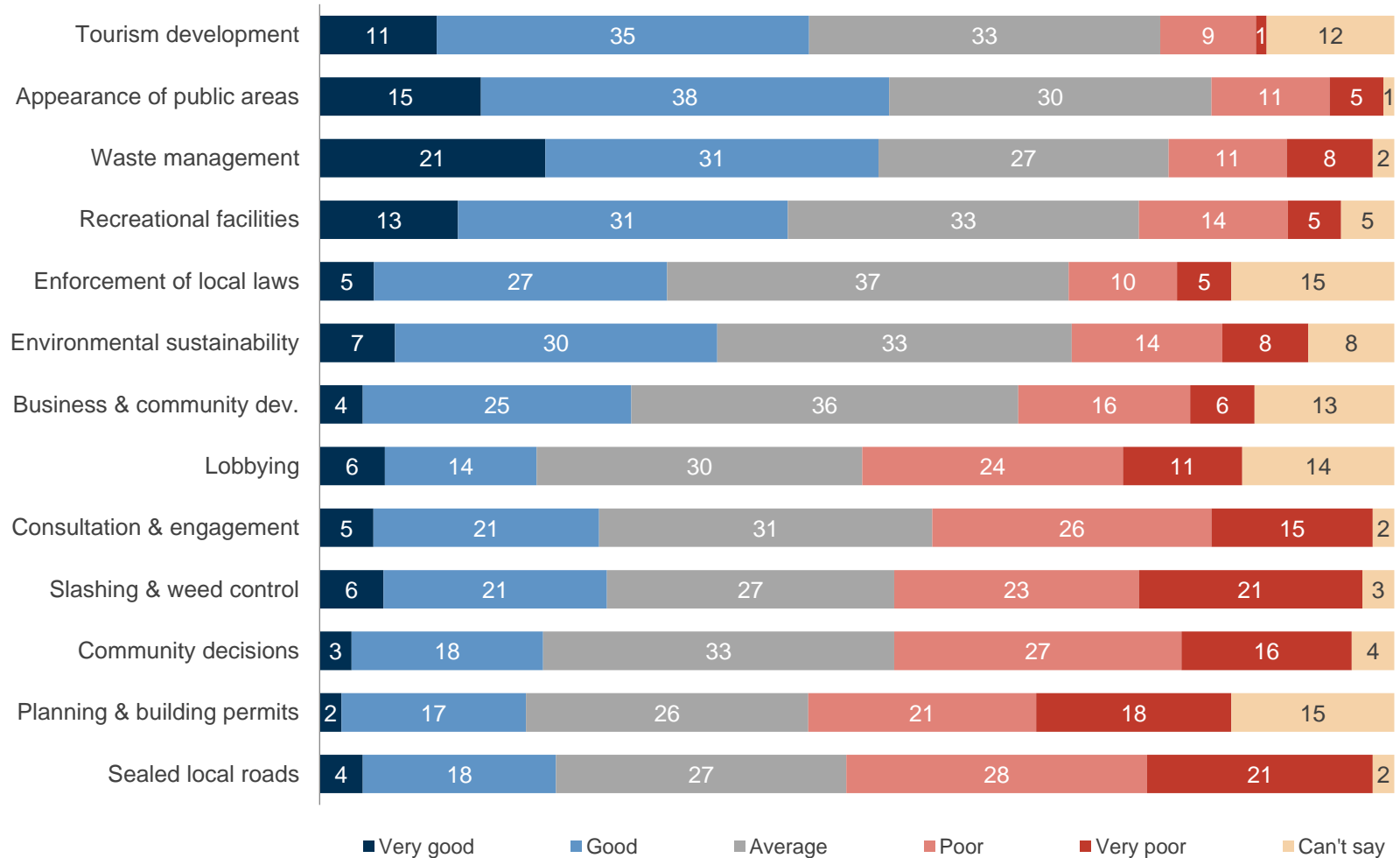
Base: All respondents. Councils asked State-wide: 67 Councils asked group: 19

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



Individual service area performance

2022 individual service area performance (%)



Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?
 Base: All respondents. Councils asked State-wide: 67 Councils asked group: 19



Individual service area importance

2022 individual service area importance (index scores)

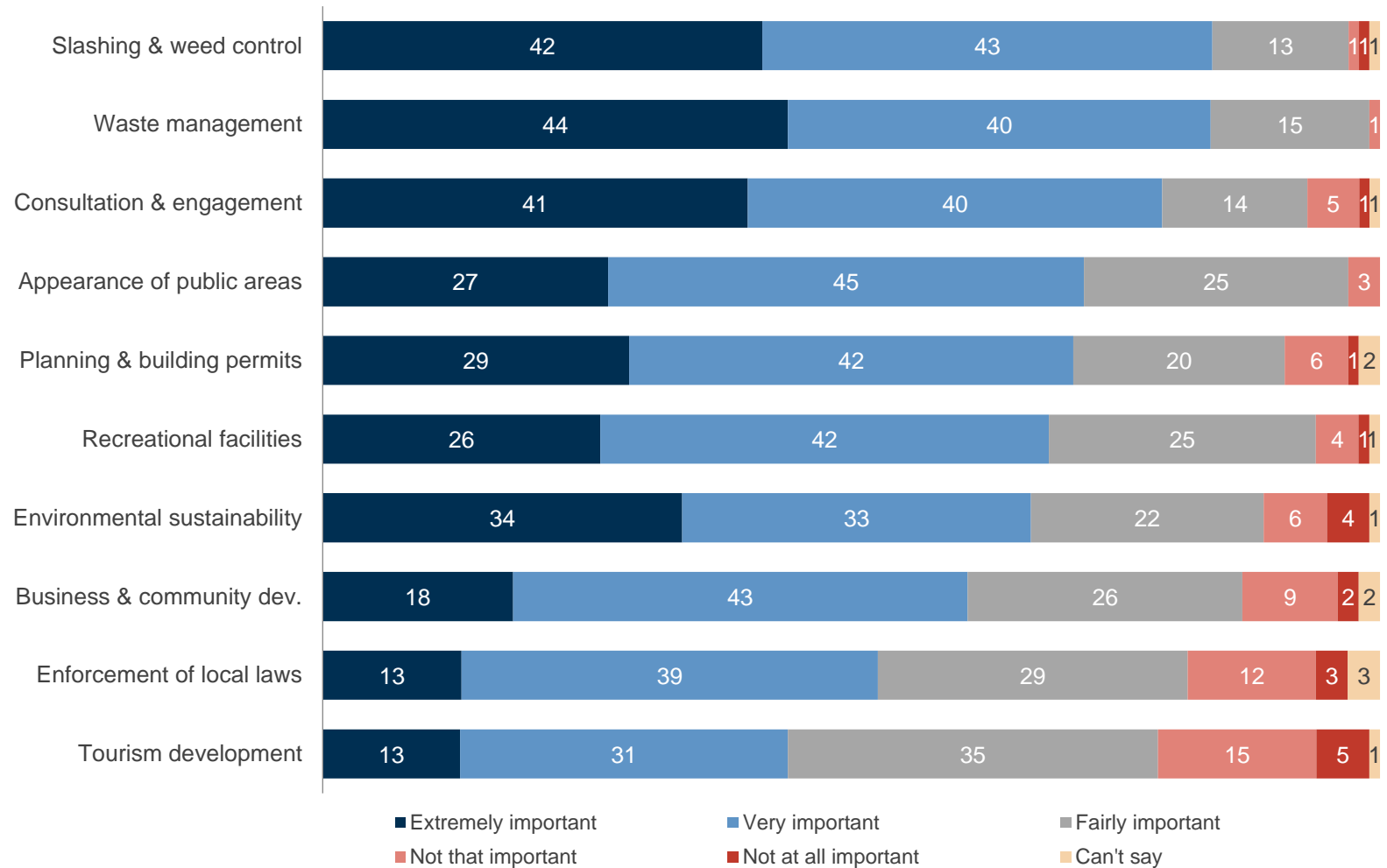
| | 2021 | 2020 | 2019 | 2018 | 2017 | 2016 | 2015 | 2014 | 2013 | 2012 |
|------------------------------|------|------|------|------|------|------|------|------|------|------|
| Slashing & weed control | 81 | 82 | 80 | 78 | n/a | n/a | n/a | n/a | n/a | n/a |
| Waste management | 81 | 82 | 80 | 81 | n/a | n/a | n/a | n/a | n/a | n/a |
| Consultation & engagement | 79 | 79 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Appearance of public areas | 74 | 75 | 72 | 72 | n/a | n/a | n/a | n/a | n/a | n/a |
| Planning & building permits | 73 | 73 | 70 | 72 | n/a | n/a | n/a | n/a | n/a | n/a |
| Recreational facilities | 72 | 74 | 69 | 72 | n/a | n/a | n/a | n/a | n/a | n/a |
| Environmental sustainability | 72 | 75 | 74 | 75 | n/a | n/a | n/a | n/a | n/a | n/a |
| Business & community dev. | 67 | 67 | 68 | 70 | n/a | n/a | n/a | n/a | n/a | n/a |
| Enforcement of local laws | 62 | 67 | 60 | 68 | n/a | n/a | n/a | n/a | n/a | n/a |
| Tourism development | 58 | 60 | 58 | 61 | n/a | n/a | n/a | n/a | n/a | n/a |

Q1. Firstly, how important should [RESPONSIBILITY AREA] be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 34 Councils asked group: 8
 Note: Please see Appendix A for explanation of significant differences.



Individual service area importance

2022 individual service area importance (%)

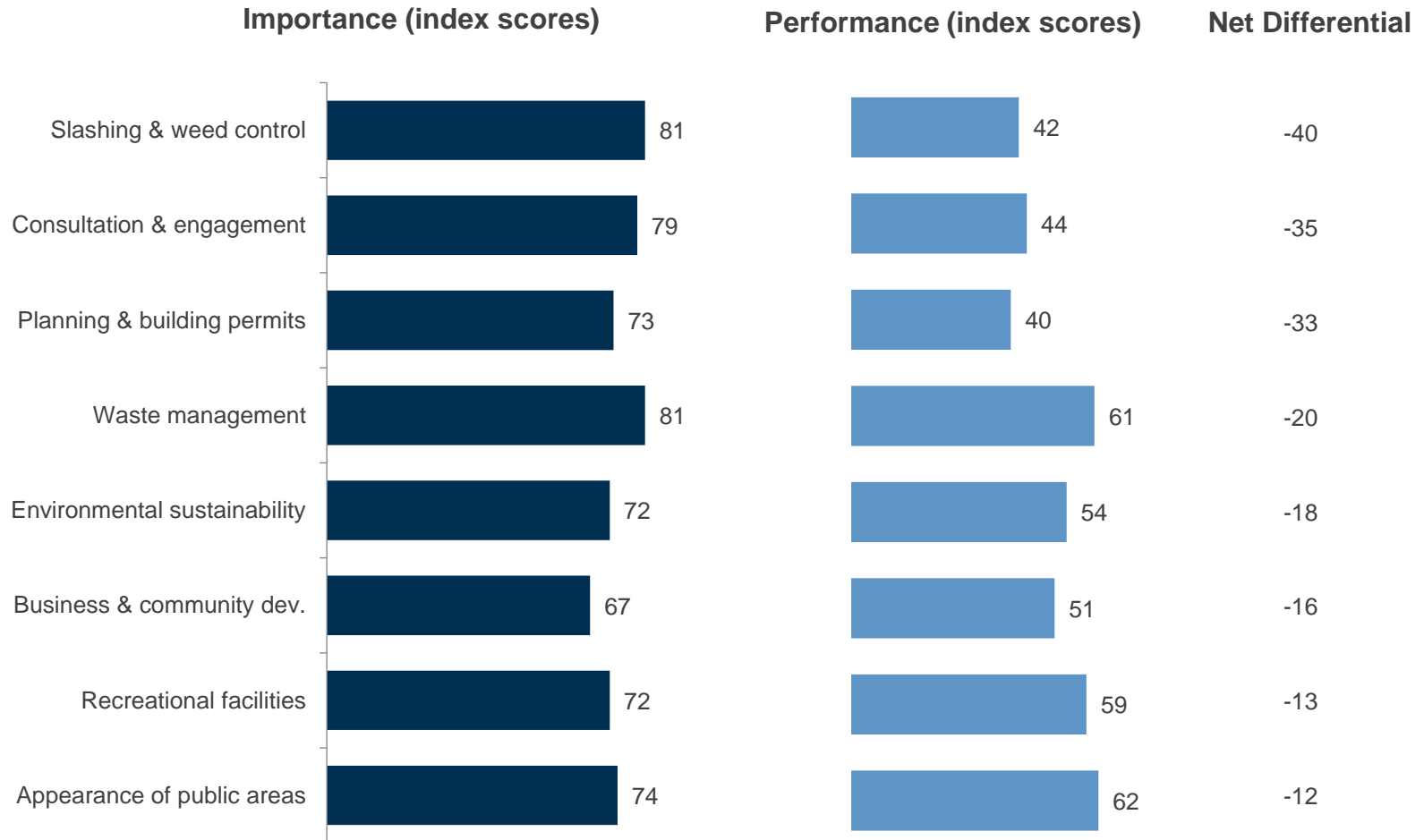


Q1. Firstly, how important should [RESPONSIBILITY AREA] be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 34 Councils asked group: 8



Individual service areas importance vs performance

Service areas where importance exceeds performance by 10 points or more, suggesting further investigation is necessary.



Note: Net differentials are calculated based on the un-rounded importance and performance scores, then rounded to the nearest whole number, which may result in differences of +/-1% in the importance and performance scores and the net differential scores.



Influences on perceptions of overall performance

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

- Decisions made in the interest of the community.

Good communication and transparency with residents about decisions Council has made in the community's interest provides the greatest opportunity to drive up overall opinion of Council's performance. This is currently one of Council's poorest performing areas (index score of 41).

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

- Community consultation and engagement
- Roadside slashing and weed control
- Recreational facilities
- The appearance of public areas.

Looking at these key service areas only, the appearance of public areas is Council's best performing area (performance index of 62) and has a reasonably strong influence on the overall performance rating. Council is also performing quite well in the area of recreational facilities (performance index of 59).

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

In addition to its decision making process, the area most in need of attention is Council's community consultation and engagement, which is rated as poor (performance index of 44) and is a strong influence on overall community opinion.

Community consultation is also listed as the issue most in need of improvement by Council (mentioned by 15%).

It will be important for Council to improve its communication and engagement with local residents on key issues to increase positive perceptions of its overall performance.

Also in need of attention is Council's roadside slashing and weed control which is also rated as poor (performance index of 42) but is a more moderate influence on overall perceptions.

Ensuring roadside areas are well maintained can also help to improve overall ratings of Council performance.



Regression analysis explained

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

In the charts that follow:

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

The regressions are shown on the following two charts.

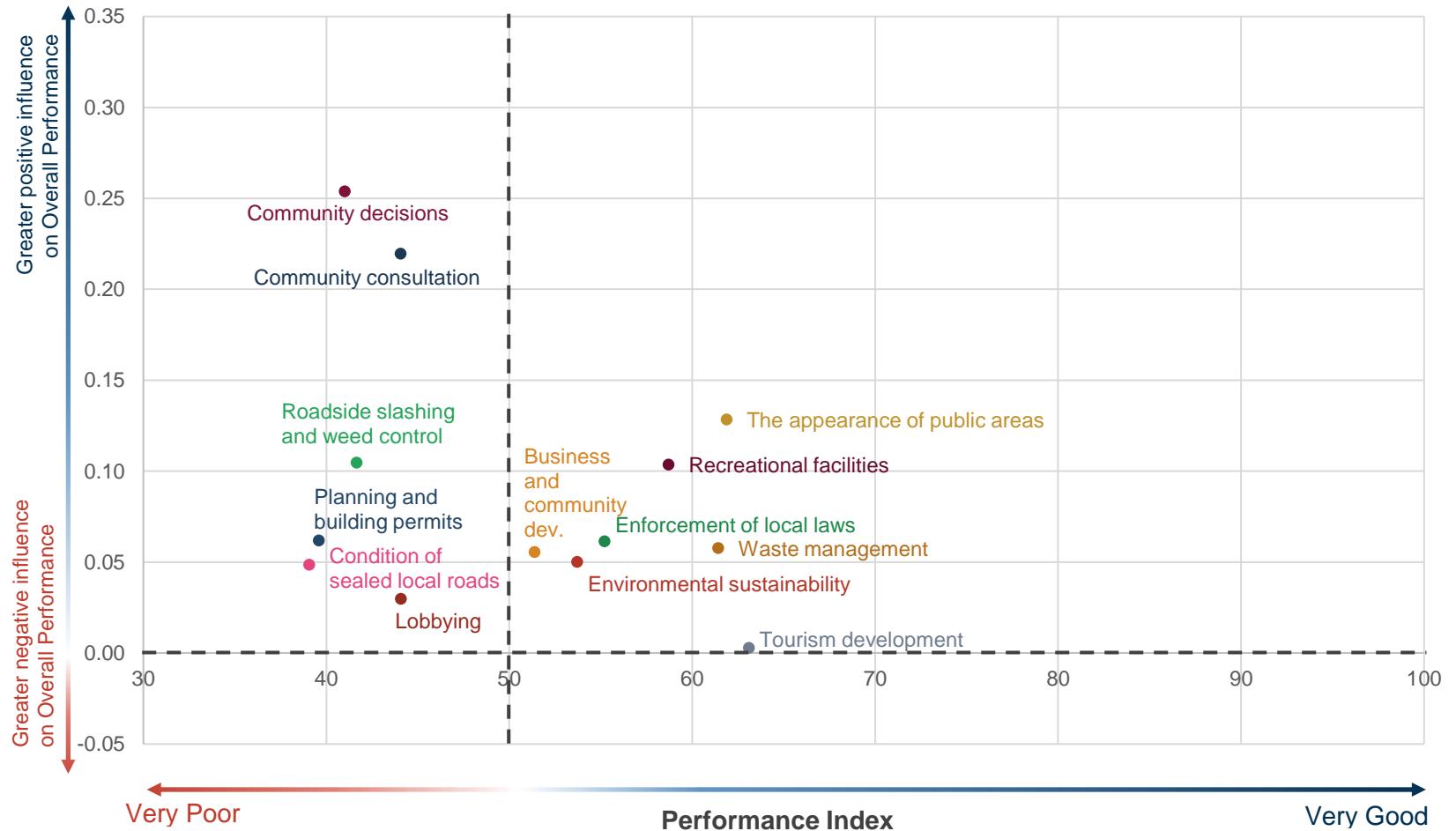
1. **The first chart** shows the results of a regression analysis of *all* individual service areas selected by Council.
2. **The second chart** shows the results of a regression performed on a smaller set of service areas, being those with a moderate-to-strong influence on overall performance. Service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

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



Influence on overall performance: all service areas

2022 regression analysis (all service areas)

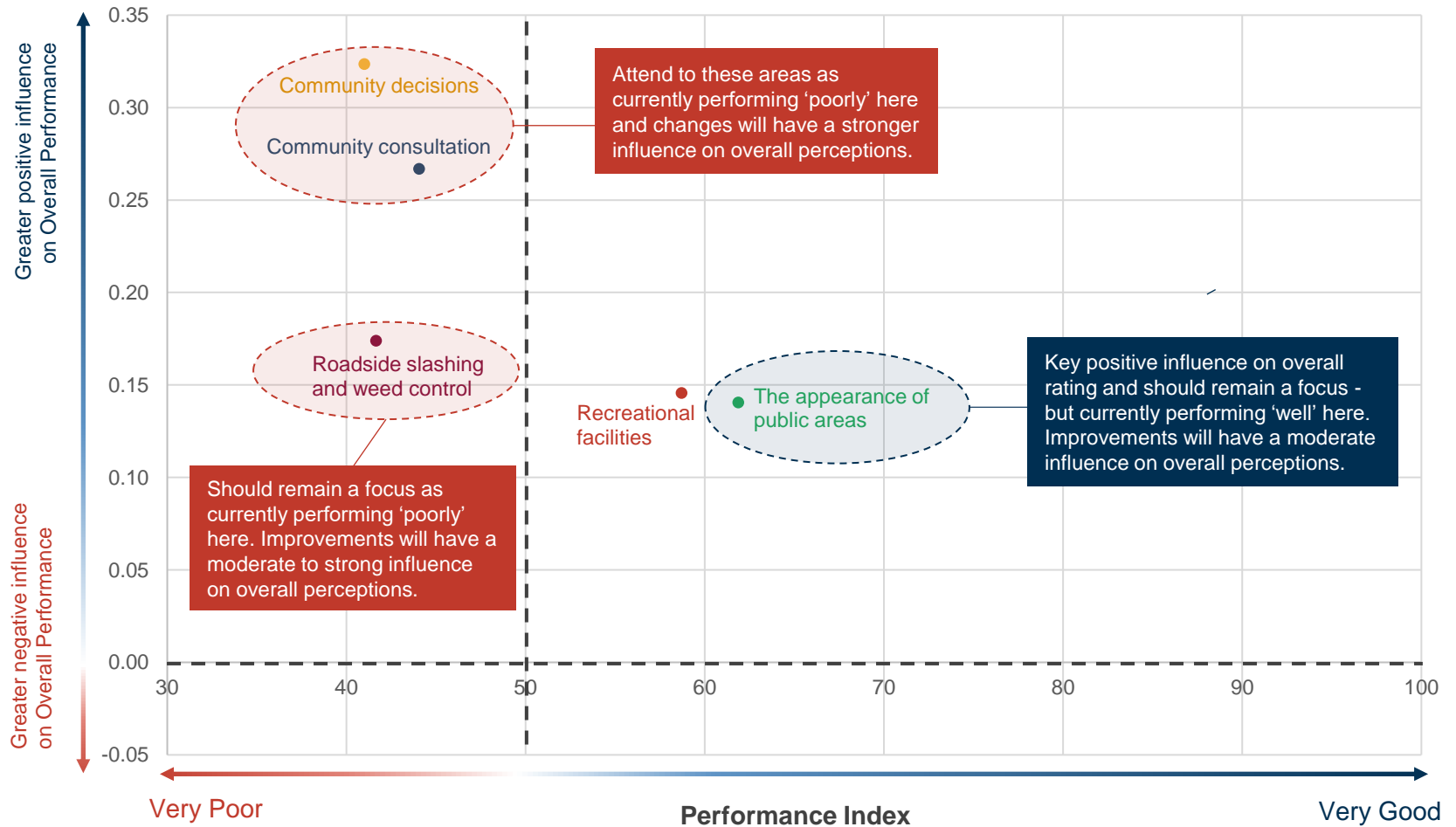


The multiple regression analysis model above (all service areas) has an R^2 value of 0.631 and adjusted R^2 value of 0.618, which means that 63% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at $p = 0.0001$, $F = 50.71$. This model should be interpreted with some caution as some data is not normally distributed and not all service areas have linear correlations.



Influence on overall performance: key service areas

2022 regression analysis (key service areas)



The multiple regression analysis model above (reduced set of service areas) has an R^2 value of 0.609 and adjusted R^2 value of 0.604, which means that 61% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at $p = 0.0001$, $F = 122.64$.

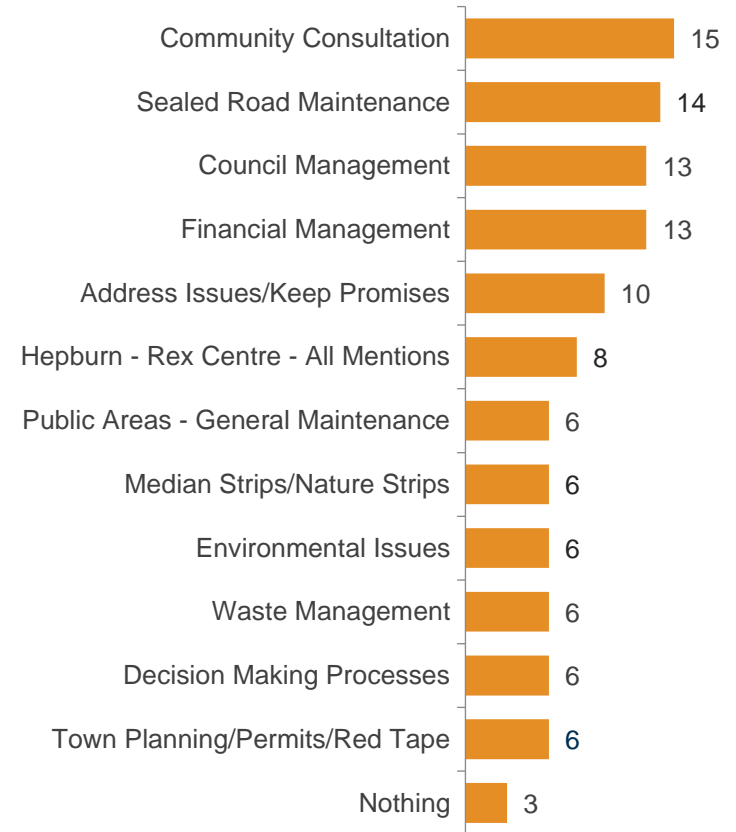


Best things about Council and areas for improvement

2022 best things about Council (%)
- Top mentions only -



2022 areas for improvement (%)
- Top mentions only -



Q16. Please tell me what is the ONE BEST thing about Hepburn 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: 30 Councils asked group: 9

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

Base: All respondents. Councils asked State-wide: 47 Councils asked group: 12

A verbatim listing of responses to these questions can be found in the accompanying dashboard.



Customer service



Contact with council and customer service

Contact with council

Almost three quarters of residents (73%) have had contact with Council in the last 12 months. This rate of contact is five percentage points higher than last year and a series high. In general, rate of contact has been trending upwards overtime. It is now significantly higher than average rates of contact for the Small Rural group.

The main methods of contacting Council are by telephone (42%, up five percentage points), in person (31%, unchanged) and by email (30%, up one point).



Among those residents who have had contact with Council, 54% provide a positive customer service rating of 'very good' or 'good', including 25% of residents who rate Council's customer service as 'very good'.

Customer service

Council's customer service index of 61 is down five points on 2021 (although this is not a significant decrease).

Customer service is now rated significantly lower than the Small Rural group average and continues to rate significantly lower the State-wide average for councils (index scores of 67 and 68 respectively).

More than half of residents (54%) provide a positive customer service rating of 'very good' or 'good', compared to 24% who rate Council's customer service as 'poor' or 'very poor'.

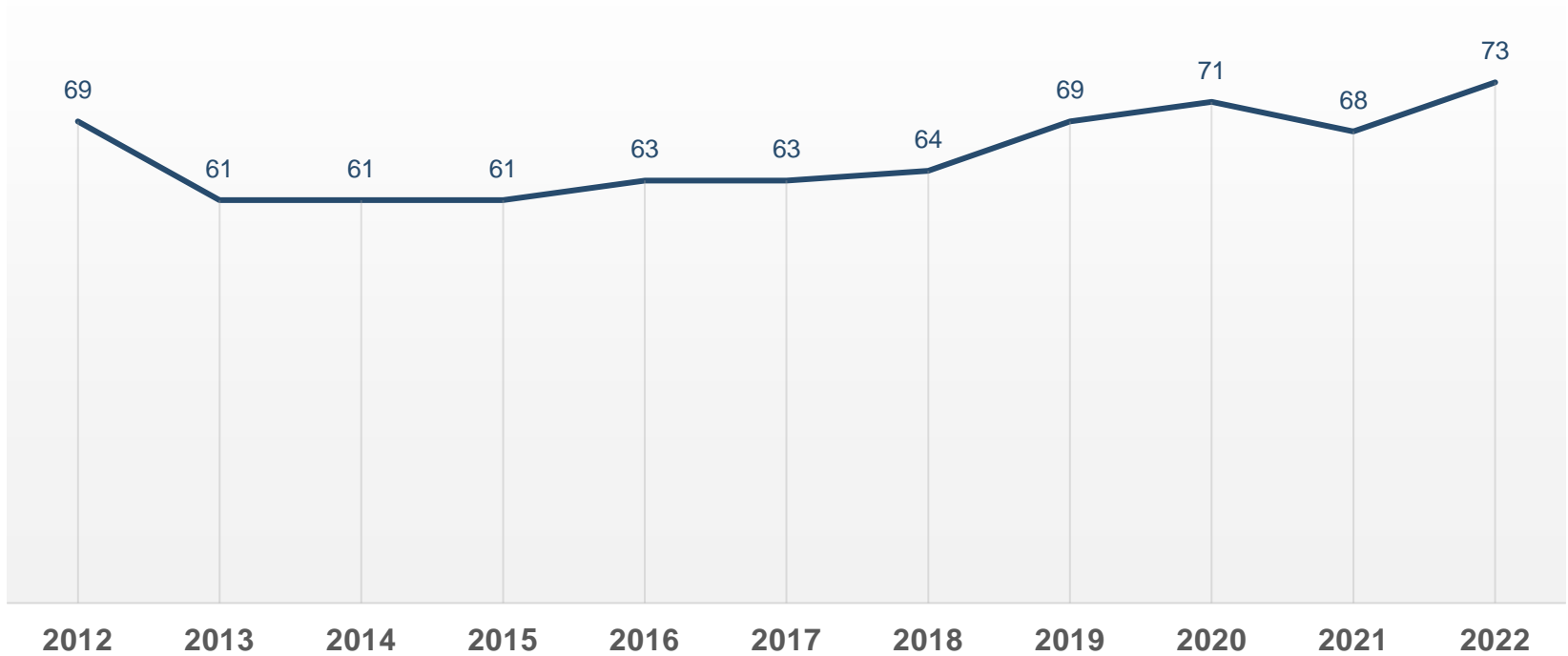
- In stark contrast to 2021, younger residents aged 18 to 34 years are least satisfied with Council's customer service. Perceptions among this group have dropped a significant 25 index points to 48 – which is significantly lower compared to the Council average. In years past, this group has been the most positive about Council's customer service delivery.

When looking at satisfaction by method of contact, customer service ratings are highest among residents who communicated with council in-person (index score of 69). Customer service ratings have slightly declined across all methods of contact except in person contact.



Contact with council

2022 contact with council (%)
Have had contact



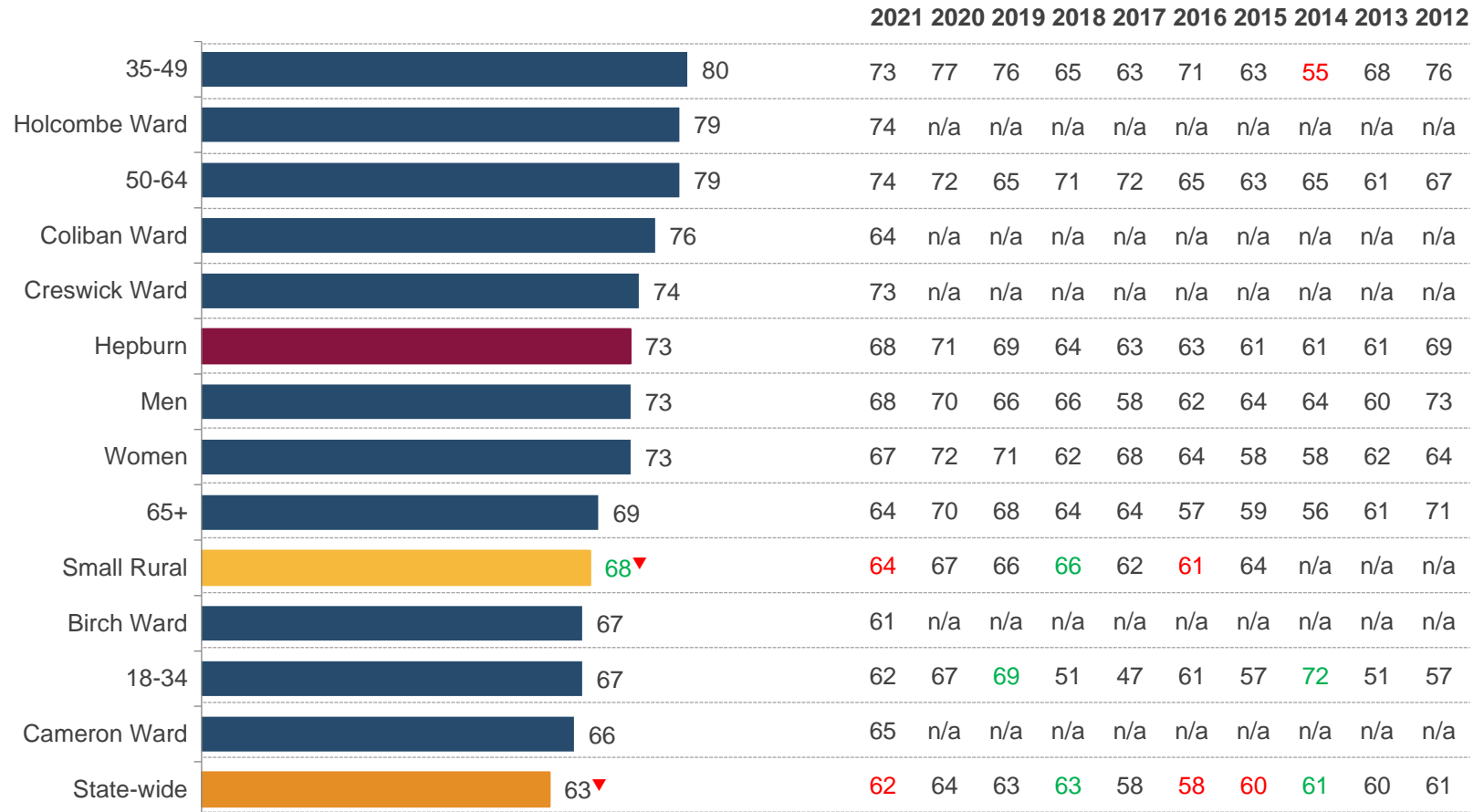
Q5a. Have you or any member of your household had any recent contact with Hepburn Shire Council in any of the following ways?

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



Contact with council

2022 contact with council (%)



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

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

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



Customer service rating

2022 customer service rating (index scores)

| | 2021 | 2020 | 2019 | 2018 | 2017 | 2016 | 2015 | 2014 | 2013 | 2012 |
|---------------|------|------|------|------|------|------|------|------|------|------|
| State-wide | 68▲ | 70 | 71 | 70 | 69 | 69 | 70 | 72 | 71 | 71 |
| Small Rural | 67▲ | 69 | 70 | 69 | 69 | 69 | 70 | n/a | n/a | n/a |
| Cameron Ward | 66* | 72 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Women | 66 | 69 | 64 | 67 | 66 | 62 | 63 | 66 | 66 | 68 |
| 50-64 | 64 | 64 | 60 | 64 | 62 | 60 | 59 | 60 | 60 | 64 |
| 65+ | 64 | 65 | 59 | 70 | 62 | 58 | 63 | 62 | 64 | 62 |
| Coliban Ward | 64 | 65 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Birch Ward | 63 | 68 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Holcombe Ward | 63 | 66 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Hepburn | 61 | 66 | 63 | 68 | 67 | 58 | 60 | 62 | 63 | 65 |
| 35-49 | 60 | 66 | 63 | 66 | 73 | 48 | 58 | 66 | 64 | 71 |
| Men | 56 | 63 | 62 | 69 | 69 | 52 | 56 | 59 | 60 | 61 |
| Creswick Ward | 55 | 63 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| 18-34 | 48▼ | 73 | 74 | 75 | 84 | 70 | 57 | 61 | 65 | 58 |

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: 67 Councils asked group: 19

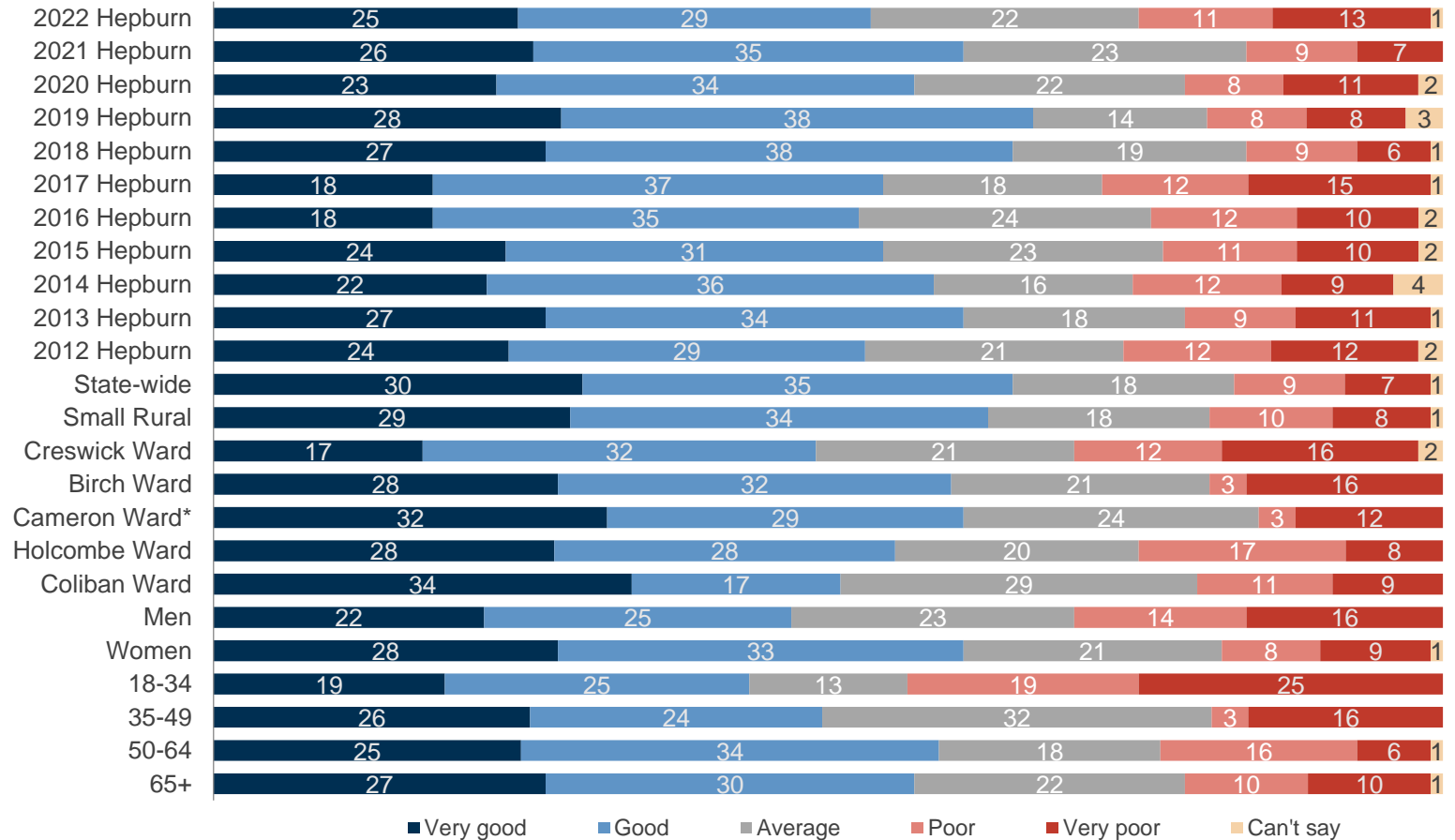
Note: Please see Appendix A for explanation of significant differences.

*Caution: small sample size < n=30



Customer service rating

2022 customer service rating (%)

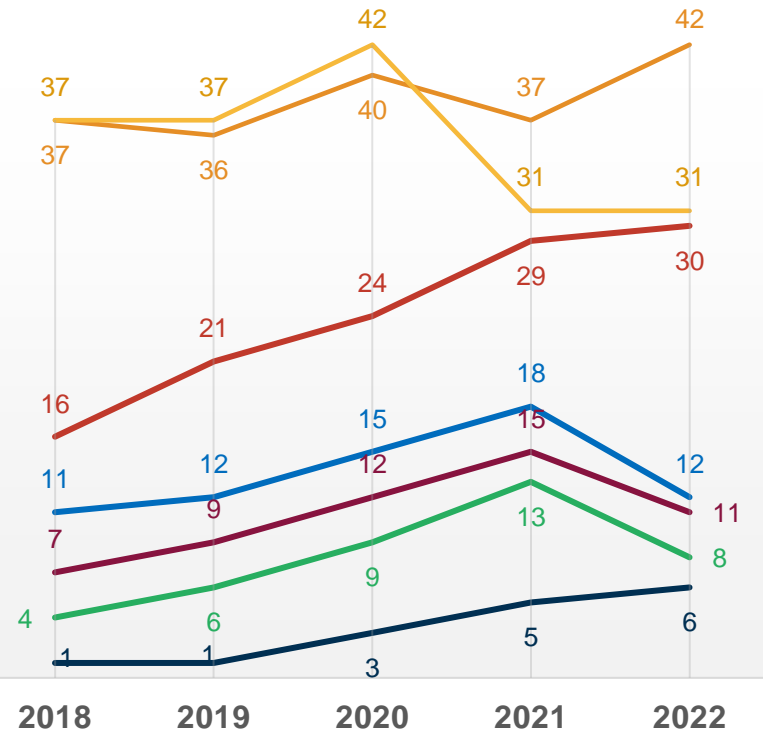
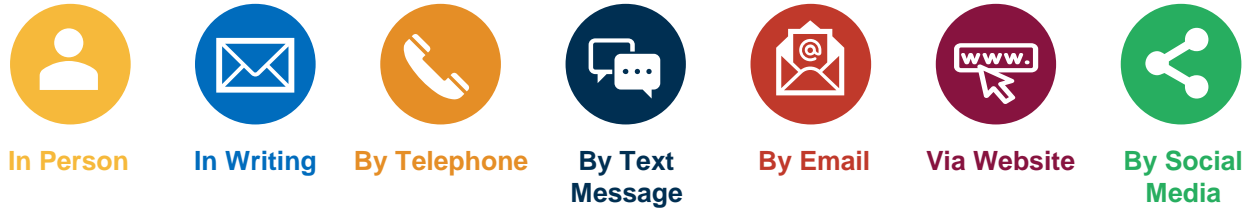


Q5c. Thinking of the most recent contact, how would you rate Hepburn Shire Council for customer service?
 Please keep in mind we do not mean the actual outcome but rather the actual service that was received.
 Base: All respondents who have had contact with Council in the last 12 months.
 Councils asked State-wide: 67 Councils asked group: 19
 *Caution: small sample size < n=30



Method of contact with council

2022 method of contact (%)



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

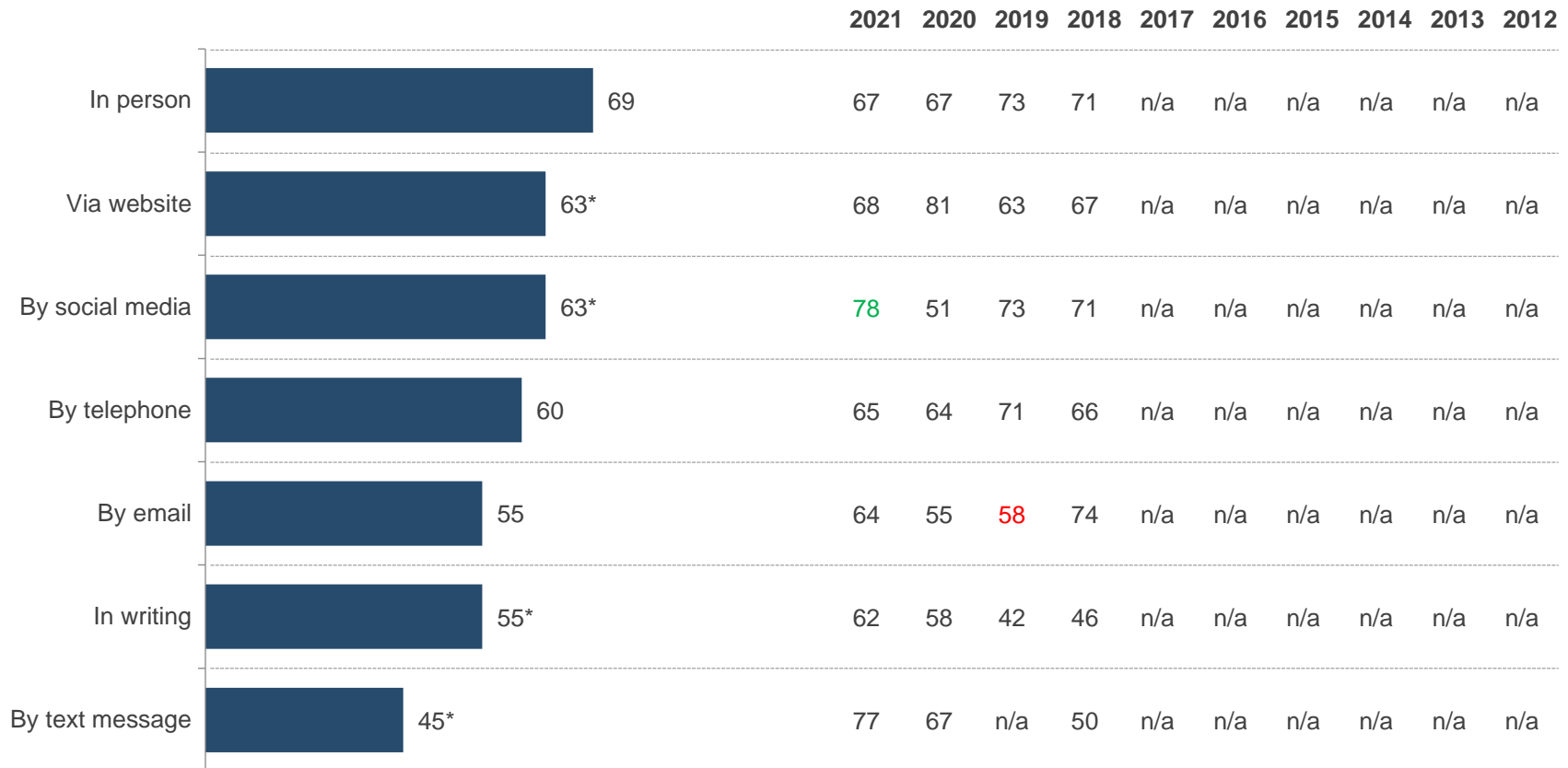
Base: All respondents. Councils asked State-wide: 25 Councils asked group: 4

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



Customer service rating by method of last contact

2022 customer service rating (index score by method of last contact)



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: 25 Councils asked group: 4

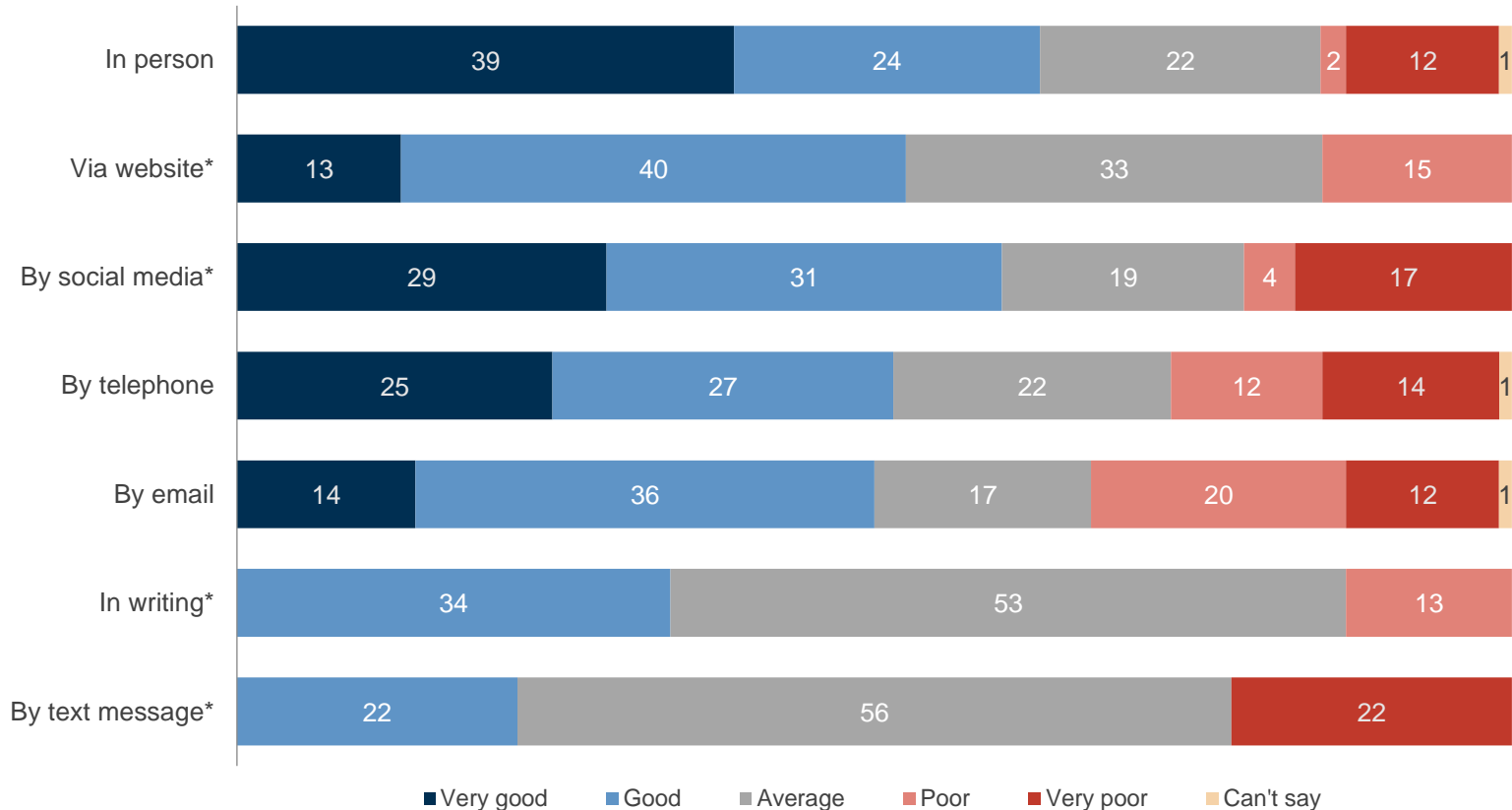
Note: Please see Appendix A for explanation of significant differences.

*Caution: small sample size < n=30



Customer service rating by method of last contact

2022 customer service rating (% by method of last contact)



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: 25 Councils asked group: 4
 *Caution: small sample size < n=30



Communication

Communication

The preferred form of communication from Council about news and information and upcoming events is a newsletter sent via email (34%, up eight percentage points), followed by a newsletter via mail (27%, down eight points). Preference for these methods has reversed since last year.

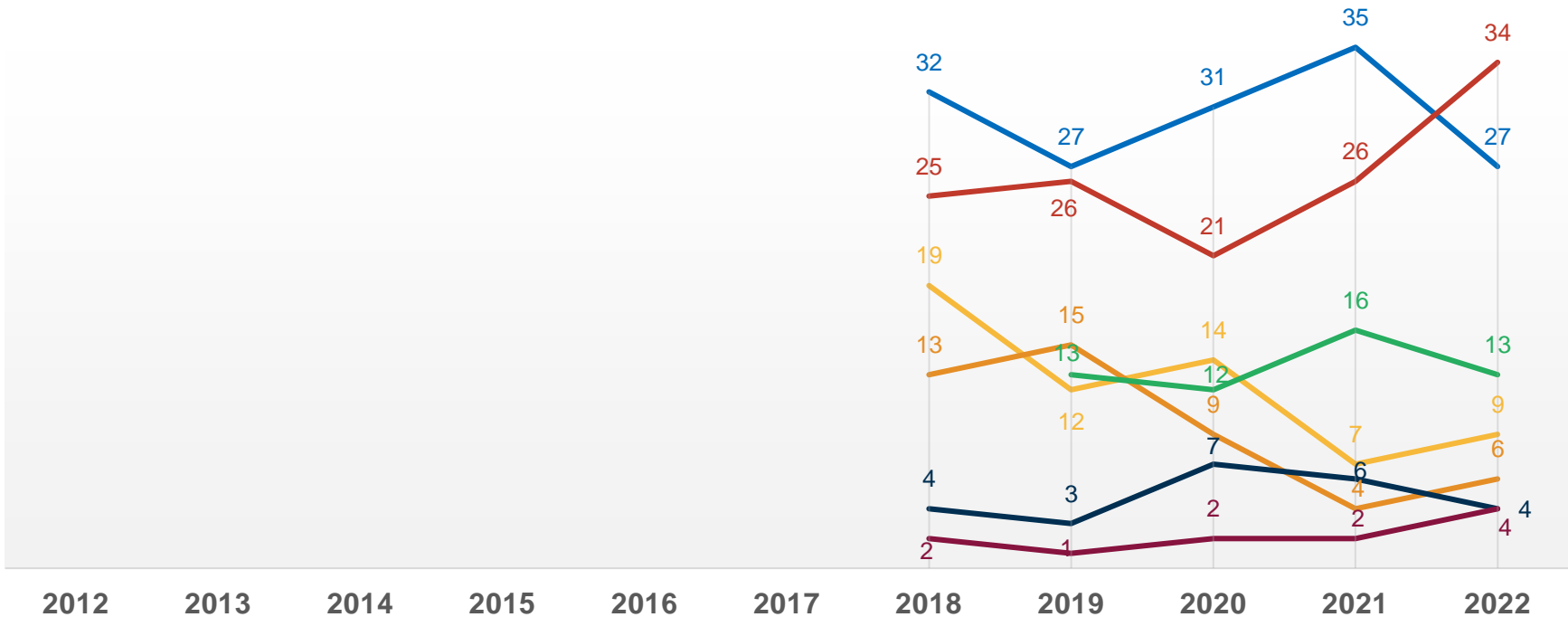
- The preferred form of communication among residents under 50 years has also changed since last year. Their top preference is now to have news and information upcoming events delivered through a newsletter sent via email (31%). Appetite for this form of communication has sharply increased (up 9%), at the expense of social media communications (down 6 points to 21%), which is now this group's third preference. Preference for news and information delivered via a newsletter in the mail is relatively steady (24% down 1 point) and follows behind email in preference order.
- For the first time, the top preference among residents aged 50 years or older is newsletter sent via email (36%, up eight points). Over time, preference for this form of news and information delivery has been increasing. In contrast, preference for a newsletter sent via mail has sharply declined since last year and is now this group's second preference (29%, down 11 points).





Best form of communication

2022 best form of communication (%)

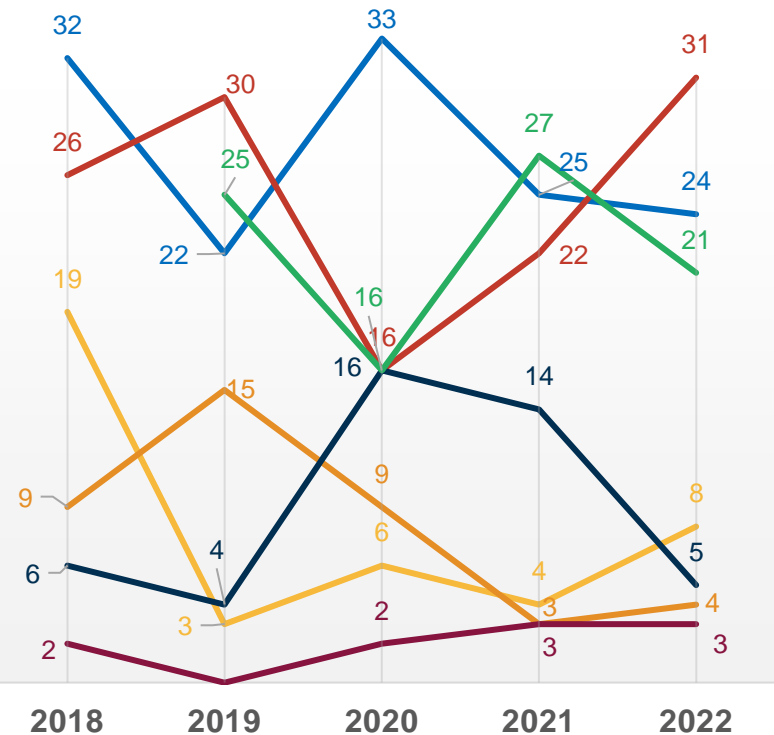


Q13. If Hepburn Shire Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?
 Base: All respondents. Councils asked State-wide: 39 Councils asked group: 10
 Note: 'Social Media' was included in 2019.



Best form of communication: under 50s

2022 under 50s best form of communication (%)

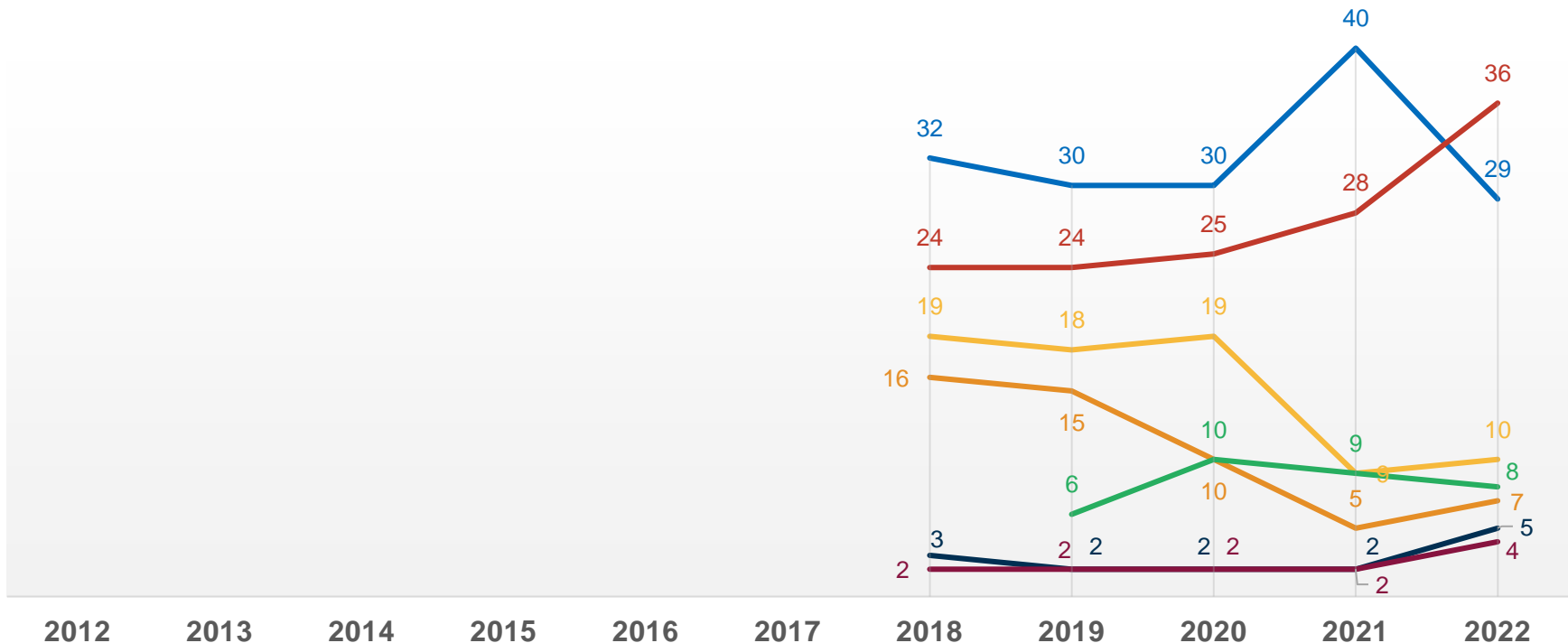


Q13. If Hepburn Shire Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?
 Base: All respondents aged under 50. Councils asked State-wide: 39 Councils asked group: 10
 Note: 'Social Media' was included in 2019.



Best form of communication: over 50s

2022 over 50s best form of communication (%)



Q13. If Hepburn 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: 39 Councils asked group: 10
 Note: 'Social Media' was included in 2019.



Council direction



Council direction

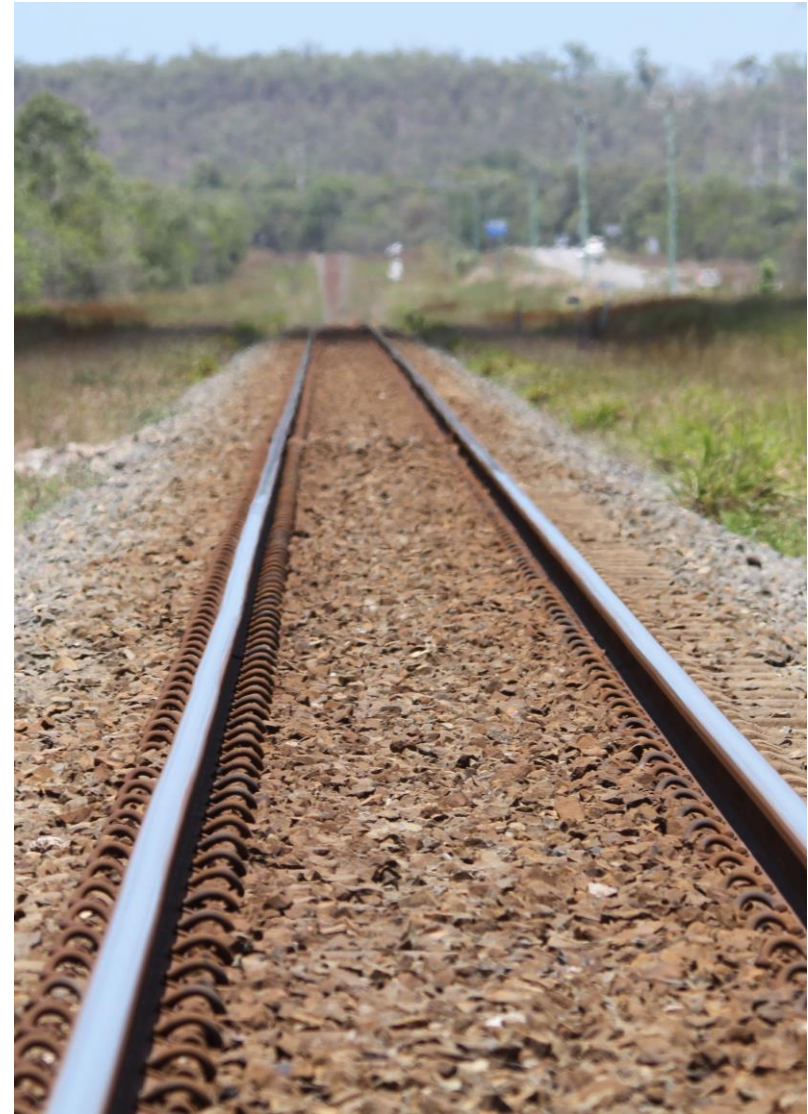
Perceptions of Council's overall direction have decreased significantly by eight points on 2021 (index score of 39). This decline wipes away almost of Council's gains last year.

- Ratings deteriorated significantly among both men and women, those living in Birch Ward and residents aged 35 to 49 years.

Perceptions of overall direction remain significantly lower than the Small Rural group average and the State-wide average for councils (index scores of 51 and 50 respectively).

Over the last 12 months, 52% of residents believe the direction of Council's overall performance, has stayed the same, down three points on 2021.

- 12% believe the direction has improved, down six points.
- Almost three times as many believe it has deteriorated (33%, up 10 points).
- The most satisfied with Council direction are residents of Cameron Ward and those aged 18 to 34 years.
- The least satisfied with Council direction are those aged 35 to 49 years and residents of Birch Ward.





Overall council direction last 12 months

2022 overall council direction (index scores)

| | 2021 | 2020 | 2019 | 2018 | 2017 | 2016 | 2015 | 2014 | 2013 | 2012 | |
|---------------|------|------|------|------|------|------|------|------|------|------|-----|
| Small Rural | 51▲ | 53 | 50 | 53 | 50 | 52 | 50 | 53 | n/a | n/a | n/a |
| State-wide | 50▲ | 53 | 51 | 53 | 52 | 53 | 51 | 53 | 53 | 53 | 52 |
| Cameron Ward | 42 | 46 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| 18-34 | 42 | 50 | 41 | 51 | 48 | 48 | 57 | 50 | 50 | 51 | 40 |
| Creswick Ward | 41 | 47 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| 65+ | 41 | 46 | 39 | 54 | 43 | 49 | 54 | 47 | 53 | 49 | 41 |
| Women | 41 | 50 | 36 | 51 | 48 | 52 | 50 | 51 | 50 | 49 | 45 |
| Coliban Ward | 40 | 52 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Hepburn | 39 | 47 | 36 | 52 | 47 | 48 | 51 | 49 | 49 | 51 | 42 |
| 50-64 | 38 | 45 | 32 | 47 | 45 | 49 | 45 | 47 | 48 | 50 | 39 |
| Holcombe Ward | 38 | 44 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Men | 37 | 45 | 36 | 53 | 45 | 43 | 52 | 46 | 49 | 52 | 40 |
| Birch Ward | 33 | 48 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| 35-49 | 33 | 51 | 32 | 55 | 52 | 44 | 47 | 52 | 45 | 52 | 47 |

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

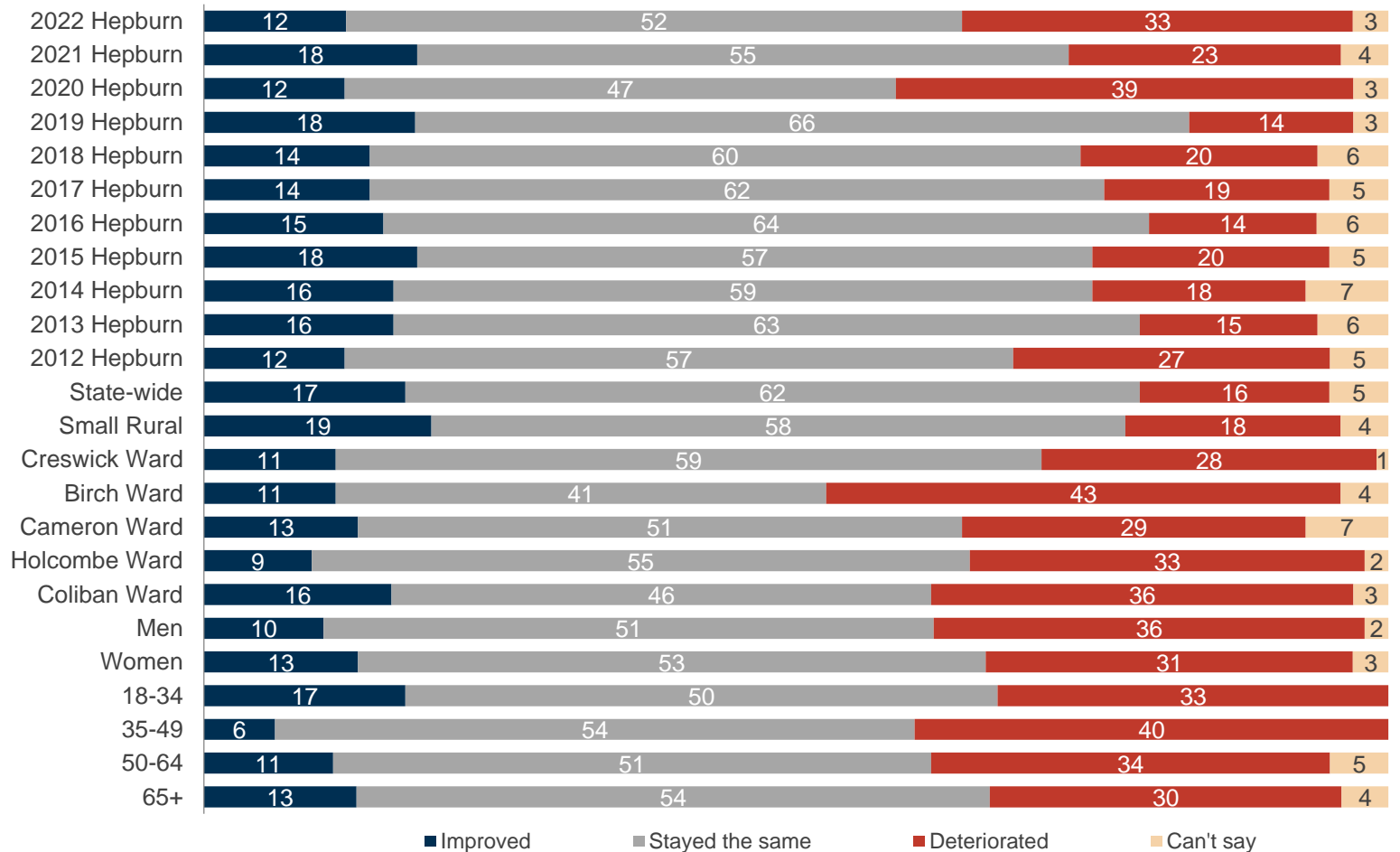
Base: All respondents. Councils asked State-wide: 67 Councils asked group: 19

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



Overall council direction last 12 months

2022 overall council direction (%)

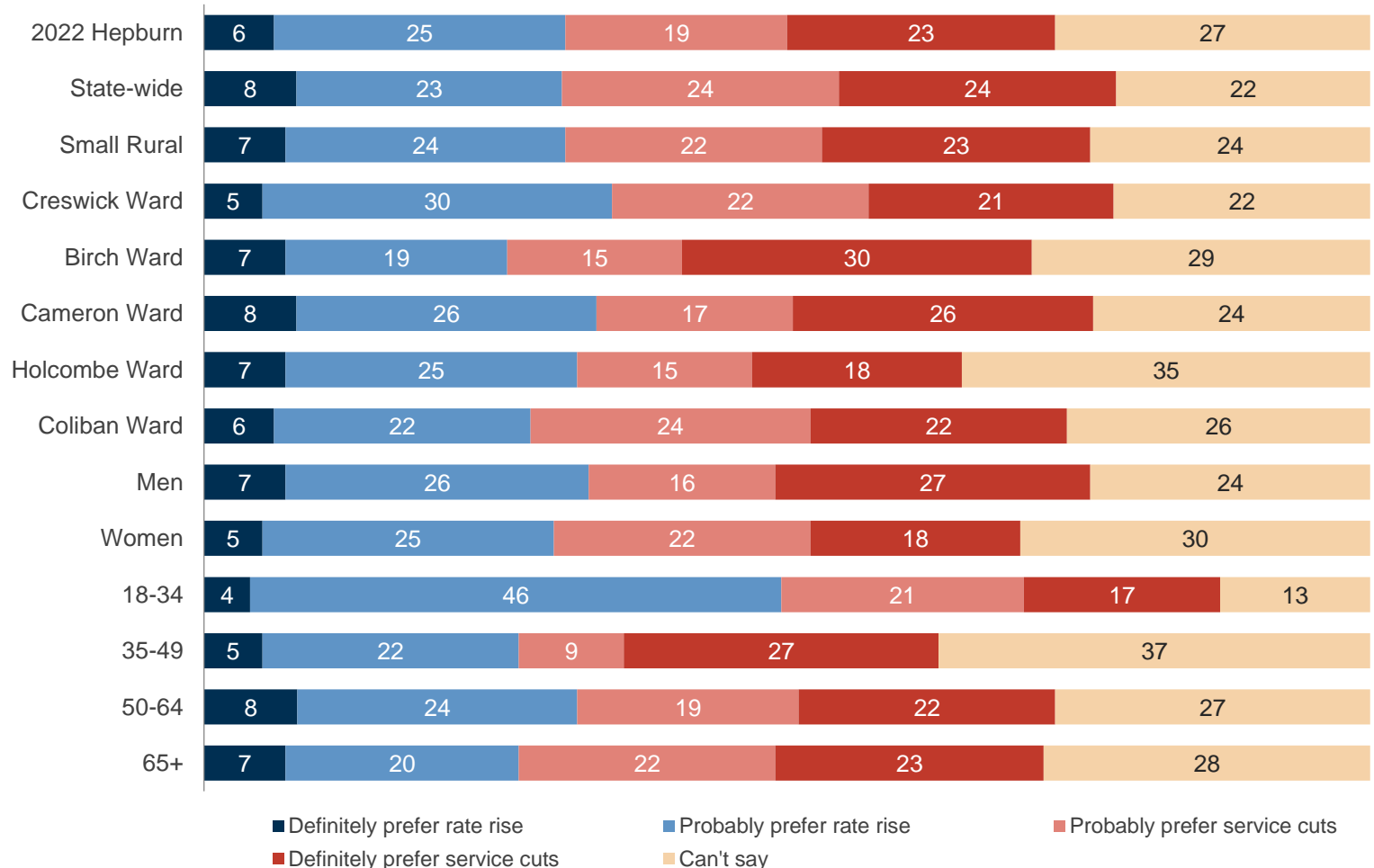


Q6. Over the last 12 months, what is your view of the direction of Hepburn Shire Council's overall performance?
 Base: All respondents. Councils asked State-wide: 67 Councils asked group: 19



Rates / services trade-off

2022 rates / services trade-off (%)



Q10. If you had to choose, would you prefer to see council rate rises to improve local services OR would you prefer to see cuts in council services to keep council rates at the same level as they are now?

Base: All respondents. Councils asked State-wide: 18 Councils asked group: 6

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

Individual service areas



Community consultation and engagement importance



2022 consultation and engagement importance (index scores)

| | 2021 | 2020 | 2019 | 2018 | 2017 | 2016 | 2015 | 2014 | 2013 | 2012 |
|---------------|------|------|------|------|------|------|------|------|------|------|
| 50-64 | 82 | 81 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Women | 82 | 80 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Birch Ward | 82 | 80 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| 35-49 | 81 | 84 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Coliban Ward | 80 | 81 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Holcombe Ward | 80 | 81 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Hepburn | 79 | 79 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Small Rural | 78 | 77 | 76 | 76 | 74 | 75 | 77 | 76 | n/a | n/a |
| Creswick Ward | 77 | 76 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| 65+ | 77 | 78 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| 18-34 | 76 | 72 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Cameron Ward | 76 | 80 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| State-wide | 76 | 75 | 74 | 74 | 74 | 74 | 75 | 74 | 74 | 73 |
| Men | 76 | 78 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |

Q1. Firstly, how important should 'Community consultation and engagement' be as a responsibility for Council?

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

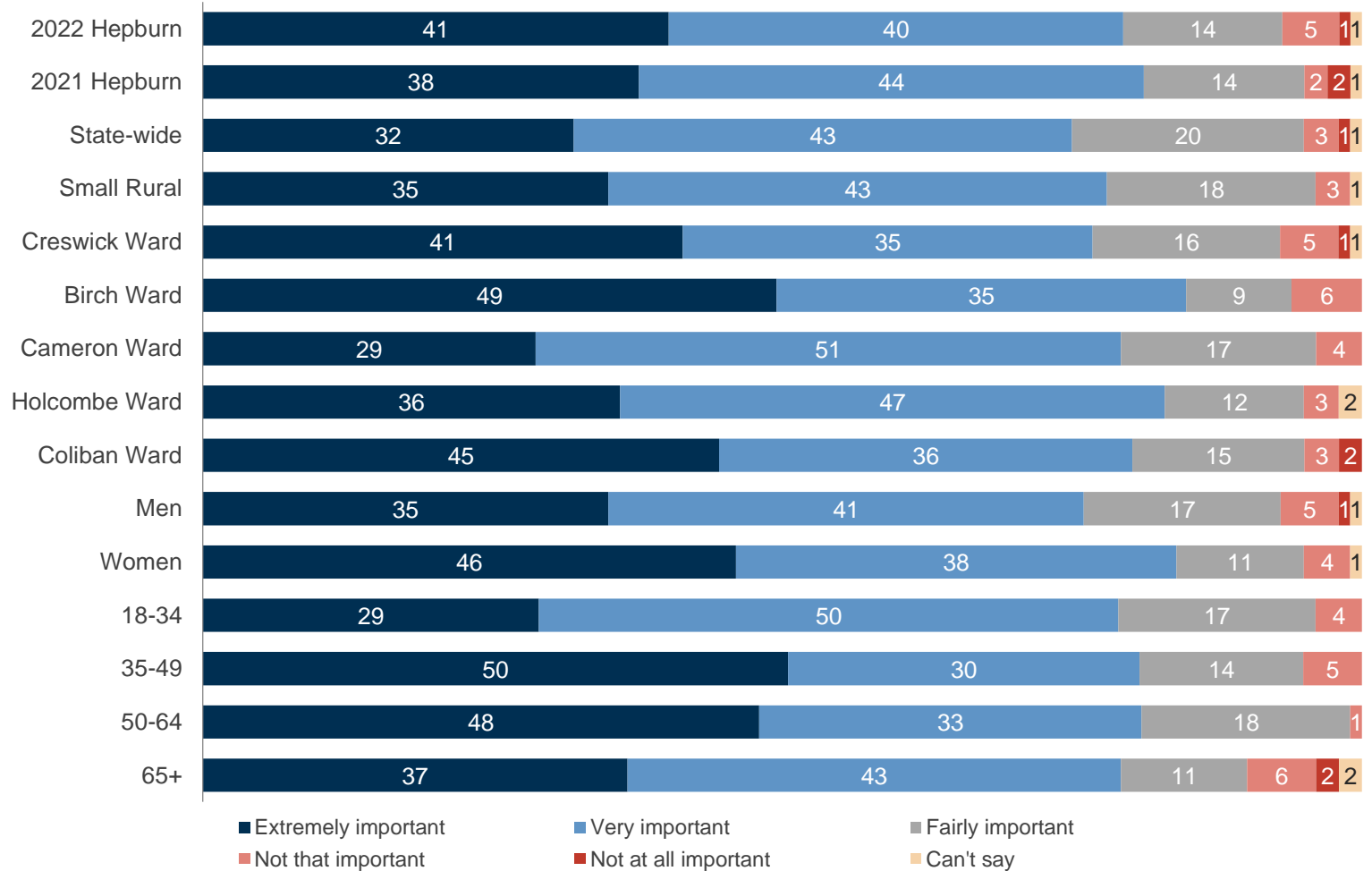
Note: Please see Appendix A for explanation of significant differences.



Community consultation and engagement importance



2022 consultation and engagement importance (%)



Q1. Firstly, how important should 'Community consultation and engagement' be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 30 Councils asked group: 6



Community consultation and engagement performance



2022 consultation and engagement performance (index scores)

| | 2021 | 2020 | 2019 | 2018 | 2017 | 2016 | 2015 | 2014 | 2013 | 2012 |
|---------------|------|------|------|------|------|------|------|------|------|------|
| Cameron Ward | 57▲ | 53 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| State-wide | 54▲ | 56 | 55 | 56 | 55 | 55 | 54 | 56 | 57 | 57 |
| Small Rural | 54▲ | 56 | 54 | 56 | 54 | 55 | 55 | 56 | n/a | n/a |
| Coliban Ward | 51 | 45 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Creswick Ward | 49 | 46 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| 35-49 | 47 | 42 | 41 | 49 | 54 | 43 | 45 | 46 | 47 | 56 |
| 18-34 | 46 | 53 | 47 | 59 | 56 | 47 | 60 | 39 | 55 | 57 |
| 50-64 | 45 | 44 | 35 | 47 | 46 | 49 | 47 | 43 | 47 | 48 |
| Women | 44 | 47 | 40 | 53 | 50 | 49 | 50 | 43 | 51 | 55 |
| Hepburn | 44 | 44 | 41 | 51 | 50 | 47 | 49 | 43 | 50 | 52 |
| Men | 44 | 42 | 42 | 48 | 50 | 46 | 49 | 43 | 48 | 49 |
| 65+ | 41 | 42 | 42 | 50 | 46 | 50 | 49 | 43 | 51 | 48 |
| Holcombe Ward | 38▼ | 38 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Birch Ward | 31▼ | 41 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |

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

Base: All respondents. Councils asked State-wide: 67 Councils asked group: 19

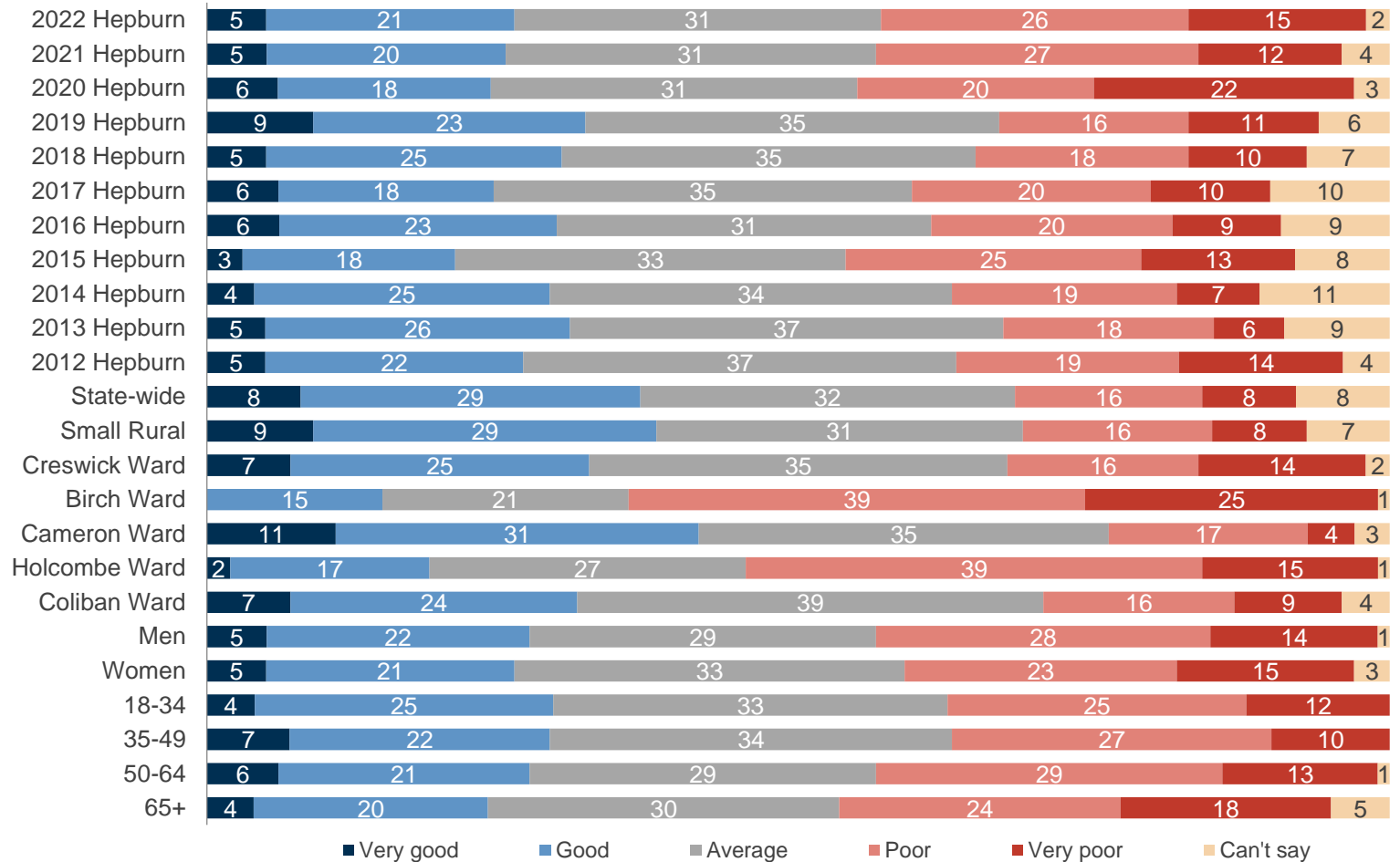
Note: Please see Appendix A for explanation of significant differences.



Community consultation and engagement performance



2022 consultation and engagement performance (%)



Q2. How has Council performed on 'Community consultation and engagement' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 67 Councils asked group: 19



Lobbying on behalf of the community performance



2022 lobbying performance (index scores)

| | 2021 | 2020 | 2019 | 2018 | 2017 | 2016 | 2015 | 2014 | 2013 | 2012 |
|---------------|------|------|------|------|------|------|------|------|------|------|
| Cameron Ward | 56▲ | 52 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Small Rural | 54▲ | 55 | 52 | 55 | 53 | 55 | 54 | 56 | n/a | n/a |
| State-wide | 53▲ | 55 | 53 | 54 | 54 | 54 | 53 | 55 | 56 | 55 |
| Coliban Ward | 50 | 44 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Creswick Ward | 48 | 47 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| 65+ | 45 | 44 | 41 | 49 | 50 | 51 | 50 | 49 | 50 | 45 |
| 50-64 | 45 | 43 | 34 | 48 | 46 | 45 | 49 | 45 | 46 | 49 |
| Men | 45 | 43 | 40 | 50 | 53 | 47 | 50 | 46 | 48 | 48 |
| Hepburn | 44 | 45 | 40 | 51 | 51 | 48 | 49 | 47 | 49 | 49 |
| Women | 43 | 46 | 40 | 51 | 48 | 48 | 49 | 47 | 49 | 50 |
| 35-49 | 43 | 40 | 38 | 49 | 51 | 44 | 41 | 47 | 48 | 50 |
| 18-34 | 42 | 53 | 49 | 62 | 57 | 50 | 59 | 46 | 51 | 53 |
| Holcombe Ward | 38▼ | 40 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Birch Ward | 35▼ | 40 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |

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

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

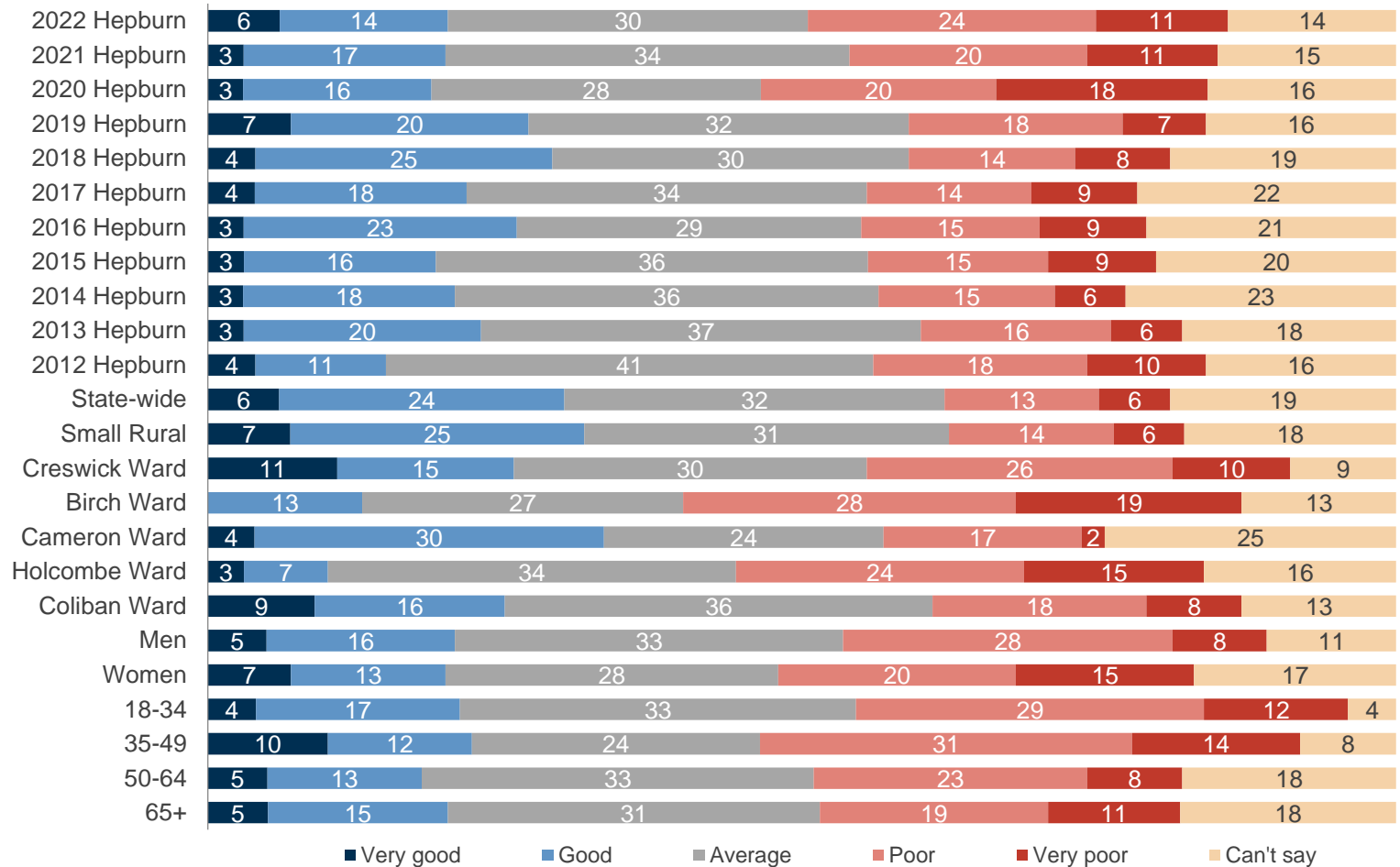
Note: Please see Appendix A for explanation of significant differences.



Lobbying on behalf of the community performance



2022 lobbying performance (%)



Q2. How has Council performed on 'Lobbying on behalf of the community' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 49 Councils asked group: 13

Decisions made in the interest of the community performance



2022 community decisions made performance (index scores)

| | 2021 | 2020 | 2019 | 2018 | 2017 | 2016 | 2015 | 2014 | 2013 | 2012 |
|---------------|------|------|------|------|------|------|------|------|------|------|
| Cameron Ward | 59▲ | 56 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| State-wide | 54▲ | 56 | 53 | 55 | 54 | 54 | 54 | 55 | 57 | n/a |
| Small Rural | 54▲ | 56 | 53 | 55 | 52 | 55 | 53 | 56 | n/a | n/a |
| 18-34 | 46 | 56 | 46 | 54 | 56 | 42 | 63 | 43 | 57 | n/a |
| Coliban Ward | 46 | 41 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Creswick Ward | 44 | 50 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| 65+ | 43 | 45 | 41 | 52 | 46 | 48 | 47 | 44 | 50 | n/a |
| Women | 42 | 47 | 37 | 52 | 48 | 48 | 46 | 45 | 48 | n/a |
| Hepburn | 41 | 44 | 38 | 52 | 49 | 45 | 48 | 43 | 49 | n/a |
| Men | 40 | 42 | 39 | 51 | 50 | 42 | 50 | 41 | 49 | n/a |
| 35-49 | 38 | 38 | 35 | 55 | 51 | 43 | 40 | 43 | 46 | n/a |
| 50-64 | 36 | 41 | 31 | 47 | 46 | 45 | 47 | 42 | 44 | n/a |
| Holcombe Ward | 34▼ | 34 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Birch Ward | 31▼ | 39 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |

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

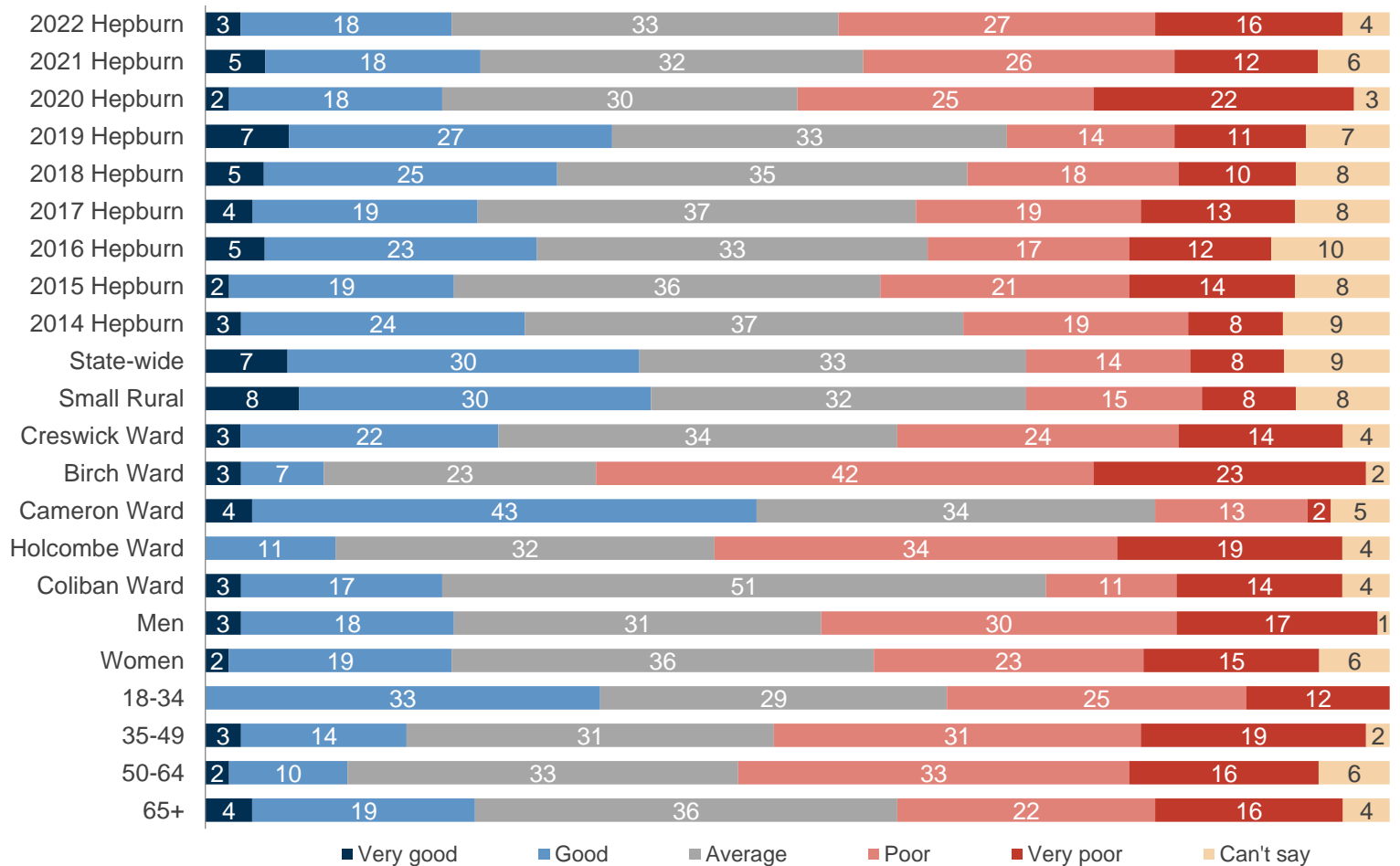
Base: All respondents. Councils asked State-wide: 67 Councils asked group: 19

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

Decisions made in the interest of the community performance



2022 community decisions made performance (%)



Q2. How has Council performed on 'Decisions made in the interest of the community' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 67 Councils asked group: 19

The condition of sealed local roads in your area performance



2022 sealed local roads performance (index scores)

| | 2021 | 2020 | 2019 | 2018 | 2017 | 2016 | 2015 | 2014 | 2013 | 2012 |
|---------------|------|------|------|------|------|------|------|------|------|------|
| State-wide | 57 | 54 | 56 | 53 | 53 | 54 | 55 | 55 | n/a | n/a |
| Small Rural | 53 | 51 | 53 | 49 | 50 | 52 | 52 | n/a | n/a | n/a |
| 65+ | 46 | 47 | 54 | 47 | 41 | 44 | 49 | 45 | n/a | n/a |
| Birch Ward | 52 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Holcombe Ward | 43 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Cameron Ward | 43 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Women | 48 | 44 | 51 | 46 | 38 | 44 | 42 | 43 | n/a | n/a |
| Hepburn | 47 | 44 | 50 | 46 | 37 | 43 | 43 | 43 | n/a | n/a |
| 50-64 | 43 | 43 | 45 | 44 | 36 | 40 | 43 | 40 | n/a | n/a |
| Men | 45 | 43 | 50 | 46 | 35 | 42 | 44 | 43 | n/a | n/a |
| Coliban Ward | 44 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| 35-49 | 47 | 44 | 50 | 43 | 34 | 39 | 40 | 40 | n/a | n/a |
| Creswick Ward | 47 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| 18-34 | 53 | 39 | 50 | 49 | 35 | 52 | 35 | 47 | n/a | n/a |

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

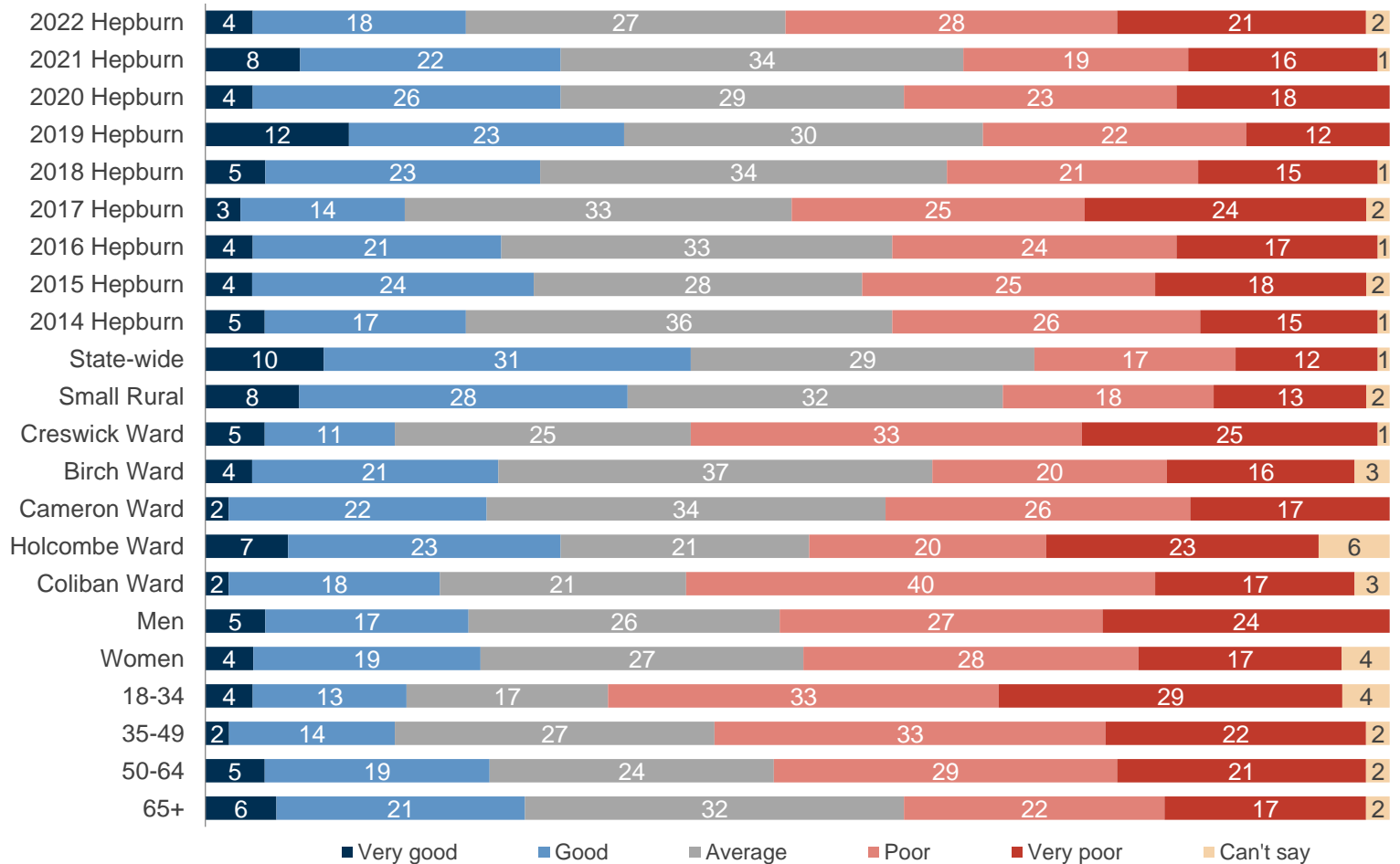
Base: All respondents. Councils asked State-wide: 67 Councils asked group: 19

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

The condition of sealed local roads in your area performance



2022 sealed local roads performance (%)



Q2. How has Council performed on 'The condition of sealed local roads in your area' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 67 Councils asked group: 19



Enforcement of local laws importance



2022 law enforcement importance (index scores)

| | 2021 | 2020 | 2019 | 2018 | 2017 | 2016 | 2015 | 2014 | 2013 | 2012 |
|---------------|------|------|------|------|------|------|------|------|------|------|
| State-wide | 68▲ | 70 | 71 | 71 | 71 | 70 | 71 | 70 | 71 | 70 |
| Women | 67▲ | 70 | 65 | 70 | n/a | n/a | n/a | n/a | n/a | n/a |
| 65+ | 67▲ | 69 | 61 | 70 | n/a | n/a | n/a | n/a | n/a | n/a |
| Coliban Ward | 67 | 69 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Small Rural | 65▲ | 67 | 66 | 68 | 66 | 67 | 69 | 68 | n/a | n/a |
| Cameron Ward | 64 | 71 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Creswick Ward | 63 | 67 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Holcombe Ward | 62 | 65 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Hepburn | 62 | 67 | 60 | 68 | n/a | n/a | n/a | n/a | n/a | n/a |
| 50-64 | 59 | 66 | 62 | 68 | n/a | n/a | n/a | n/a | n/a | n/a |
| 35-49 | 58 | 63 | 54 | 67 | n/a | n/a | n/a | n/a | n/a | n/a |
| 18-34 | 57 | 65 | 64 | 68 | n/a | n/a | n/a | n/a | n/a | n/a |
| Men | 57▼ | 63 | 55 | 66 | n/a | n/a | n/a | n/a | n/a | n/a |
| Birch Ward | 56▼ | 64 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |

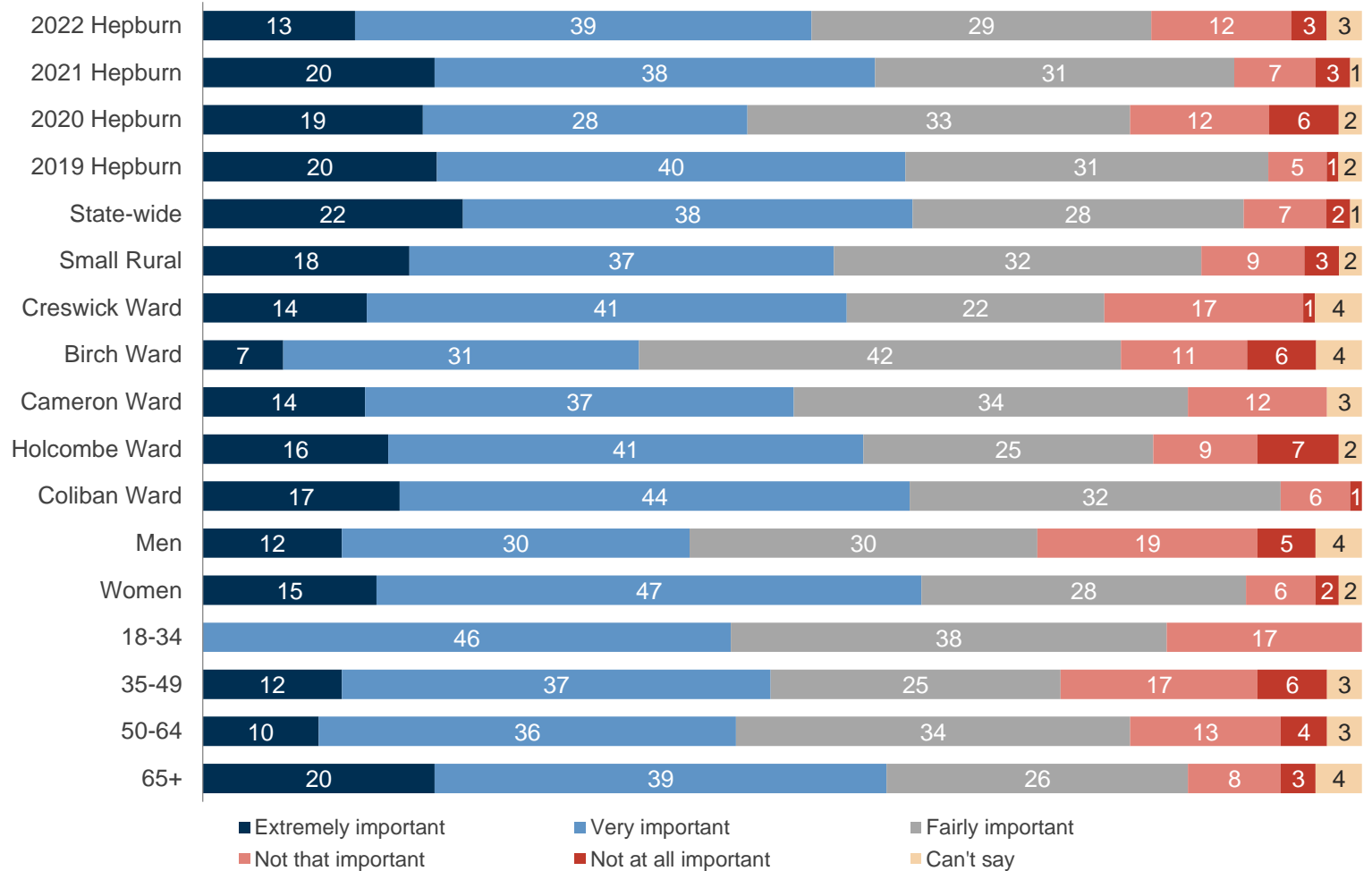
Q1. Firstly, how important should 'Enforcement of local laws' be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 24 Councils asked group: 7
 Note: Please see Appendix A for explanation of significant differences.



Enforcement of local laws importance



2022 law enforcement importance (%)



Q1. Firstly, how important should 'Enforcement of local laws' be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 24 Councils asked group: 7



Enforcement of local laws performance



2022 law enforcement performance (index scores)

| | 2021 | 2020 | 2019 | 2018 | 2017 | 2016 | 2015 | 2014 | 2013 | 2012 |
|---------------|------|------|------|------|------|------|------|------|------|------|
| State-wide | 63▲ | 64 | 63 | 64 | 64 | 63 | 66 | 66 | 65 | 65 |
| Cameron Ward | 63 | 67 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Small Rural | 62▲ | 63 | 62 | 63 | 65 | 64 | 66 | n/a | n/a | n/a |
| 18-34 | 61▲ | 64 | 60 | 55 | n/a | n/a | n/a | n/a | n/a | n/a |
| 35-49 | 58 | 60 | 52 | 59 | n/a | n/a | n/a | n/a | n/a | n/a |
| Women | 56 | 57 | 53 | 58 | n/a | n/a | n/a | n/a | n/a | n/a |
| Birch Ward | 56 | 61 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Hepburn | 55 | 57 | 53 | 57 | n/a | n/a | n/a | n/a | n/a | n/a |
| Coliban Ward | 55 | 50 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Men | 55 | 57 | 53 | 56 | n/a | n/a | n/a | n/a | n/a | n/a |
| Creswick Ward | 54 | 53 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Holcombe Ward | 53 | 53 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| 65+ | 53 | 54 | 53 | 59 | n/a | n/a | n/a | n/a | n/a | n/a |
| 50-64 | 52 | 53 | 50 | 55 | n/a | n/a | n/a | n/a | n/a | n/a |

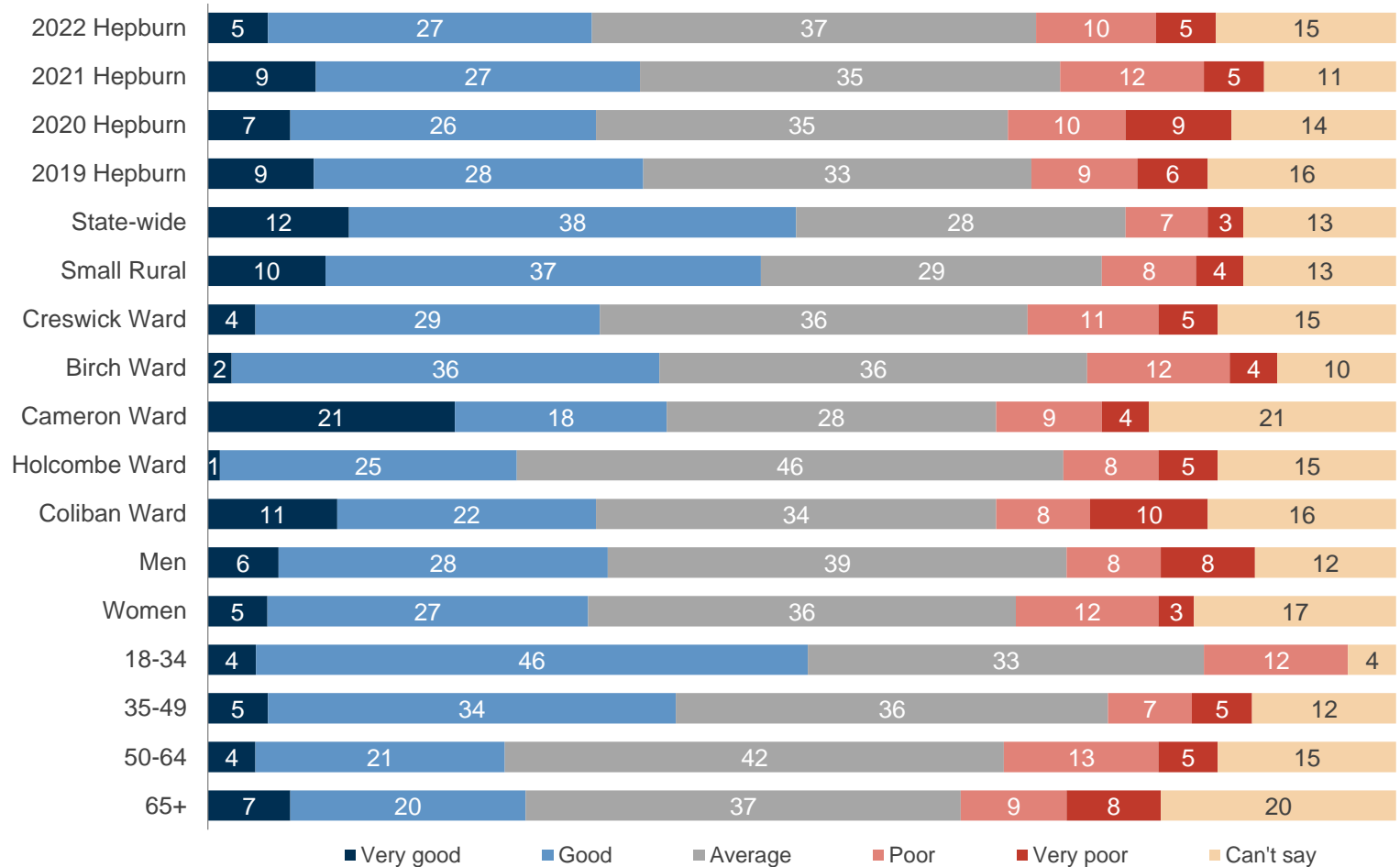
Q2. How has Council performed on 'Enforcement of local laws' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 32 Councils asked group: 10
 Note: Please see Appendix A for explanation of significant differences.



Enforcement of local laws performance



2022 law enforcement performance (%)



Q2. How has Council performed on 'Enforcement of local laws' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 32 Councils asked group: 10



Recreational facilities importance



2022 recreational facilities importance (index scores)

| | 2021 | 2020 | 2019 | 2018 | 2017 | 2016 | 2015 | 2014 | 2013 | 2012 |
|---------------|------|------|------|------|------|------|------|------|------|------|
| 35-49 | 78▲ | 79 | 70 | 76 | n/a | n/a | n/a | n/a | n/a | n/a |
| Women | 75 | 76 | 70 | 74 | n/a | n/a | n/a | n/a | n/a | n/a |
| State-wide | 74 | 74 | 72 | 72 | 73 | 72 | 73 | 72 | 72 | 72 |
| Small Rural | 74 | 73 | 73 | 72 | 72 | 71 | 72 | 73 | n/a | n/a |
| Holcombe Ward | 74 | 72 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| 18-34 | 73 | 79 | 69 | 69 | n/a | n/a | n/a | n/a | n/a | n/a |
| Birch Ward | 73 | 76 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Cameron Ward | 73 | 72 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Creswick Ward | 72 | 72 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Hepburn | 72 | 74 | 69 | 72 | n/a | n/a | n/a | n/a | n/a | n/a |
| 50-64 | 72 | 75 | 72 | 71 | n/a | n/a | n/a | n/a | n/a | n/a |
| 65+ | 69 | 68 | 67 | 72 | n/a | n/a | n/a | n/a | n/a | n/a |
| Men | 69 | 71 | 68 | 70 | n/a | n/a | n/a | n/a | n/a | n/a |
| Coliban Ward | 67 | 75 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |

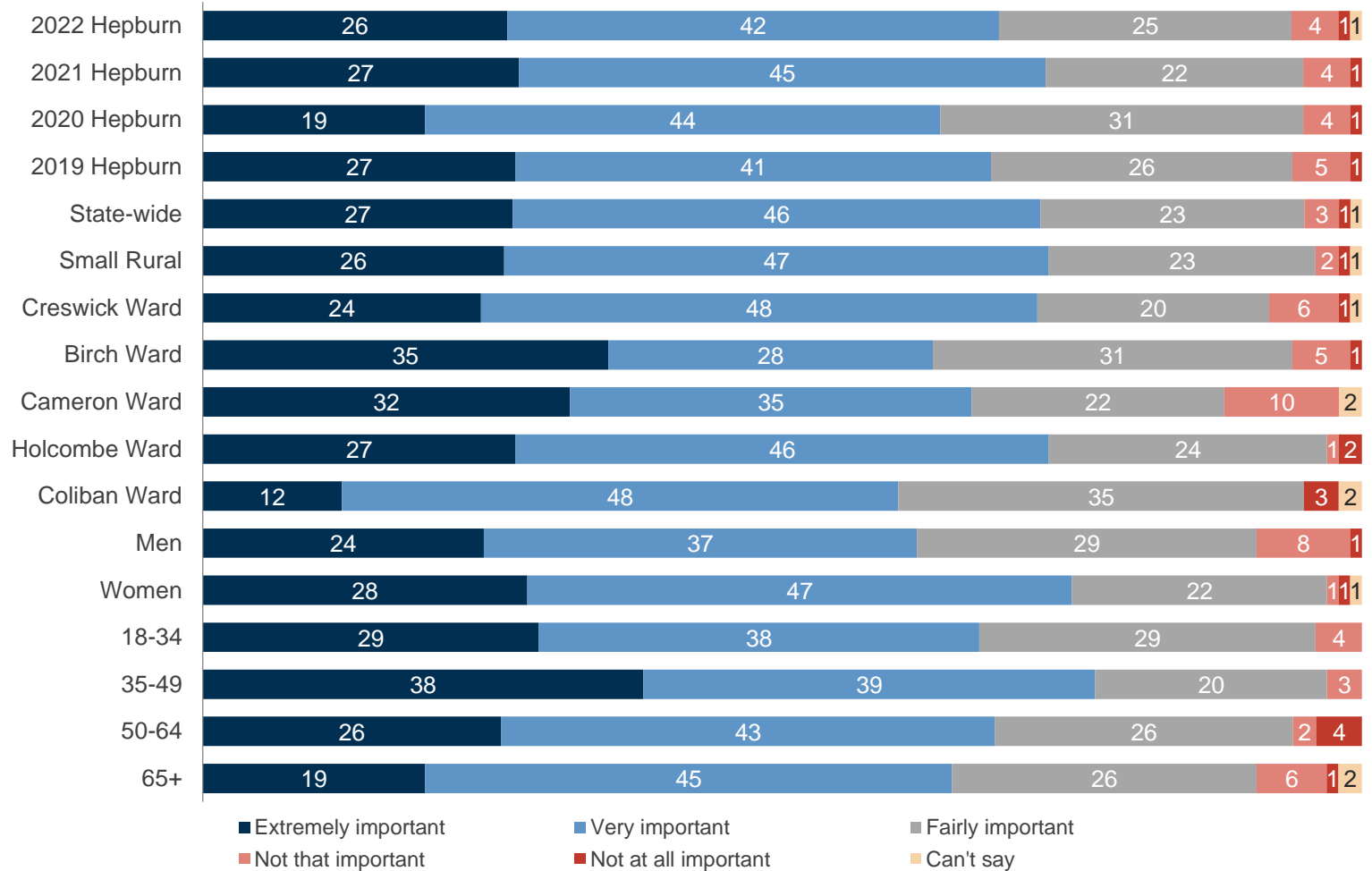
Q1. Firstly, how important should 'Recreational facilities' be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 33 Councils asked group: 8
 Note: Please see Appendix A for explanation of significant differences.



Recreational facilities importance



2022 recreational facilities importance (%)



Q1. Firstly, how important should 'Recreational facilities' be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 33 Councils asked group: 8



Recreational facilities performance



2022 recreational facilities performance (index scores)

| | 2021 | 2020 | 2019 | 2018 | 2017 | 2016 | 2015 | 2014 | 2013 | 2012 | |
|---------------|------|------|------|------|------|------|------|------|------|------|-----|
| State-wide | 69▲ | 71 | 70 | 70 | 69 | 70 | 69 | 70 | 71 | 70 | 70 |
| Small Rural | 69▲ | 69 | 68 | 68 | 69 | 69 | 68 | 70 | n/a | n/a | n/a |
| Cameron Ward | 66 | 65 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Creswick Ward | 62 | 63 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| 65+ | 61 | 61 | 63 | 66 | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Men | 61 | 59 | 62 | 61 | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Coliban Ward | 61 | 60 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| 35-49 | 59 | 60 | 54 | 58 | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Hepburn | 59 | 60 | 61 | 62 | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| 18-34 | 58 | 60 | 68 | 66 | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Women | 57 | 61 | 59 | 63 | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| 50-64 | 55 | 57 | 58 | 59 | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Birch Ward | 54 | 58 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Holcombe Ward | 53 | 52 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |

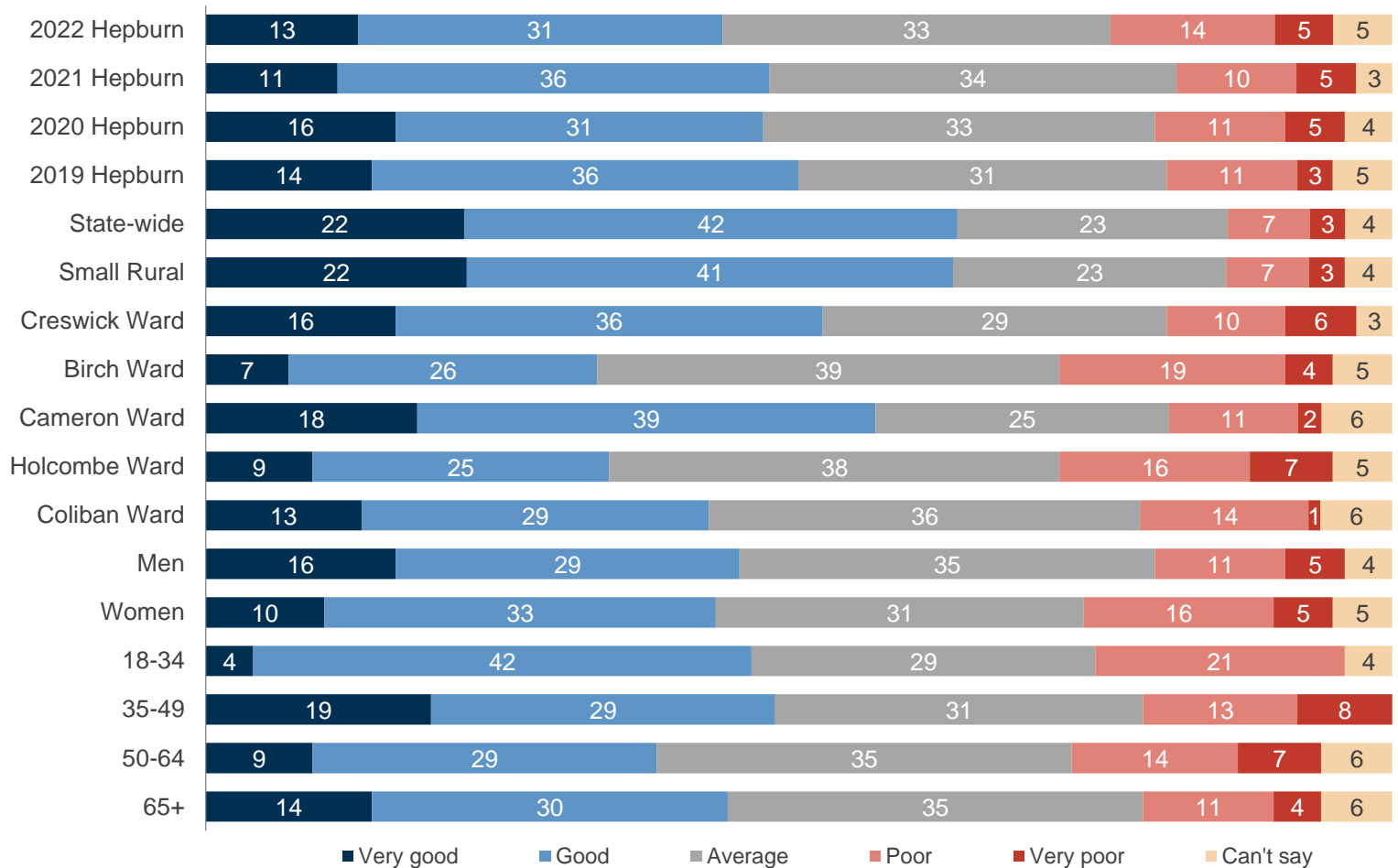
Q2. How has Council performed on 'Recreational facilities' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 43 Councils asked group: 13
 Note: Please see Appendix A for explanation of significant differences.



Recreational facilities performance



2022 recreational facilities performance (%)



Q2. How has Council performed on 'Recreational facilities' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 43 Councils asked group: 13



The appearance of public areas importance



2022 public areas importance (index scores)

| | 2021 | 2020 | 2019 | 2018 | 2017 | 2016 | 2015 | 2014 | 2013 | 2012 |
|---------------|------|------|------|------|------|------|------|------|------|------|
| Cameron Ward | 80 | 75 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Birch Ward | 77 | 76 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| 35-49 | 76 | 77 | 70 | 73 | n/a | n/a | n/a | n/a | n/a | n/a |
| State-wide | 75 | 75 | 74 | 73 | 74 | 74 | 74 | 73 | 73 | 74 |
| 50-64 | 75 | 76 | 73 | 71 | n/a | n/a | n/a | n/a | n/a | n/a |
| Women | 75 | 76 | 74 | 73 | n/a | n/a | n/a | n/a | n/a | n/a |
| Small Rural | 74 | 74 | 74 | 74 | 74 | 74 | 73 | n/a | n/a | n/a |
| Hepburn | 74 | 75 | 72 | 72 | n/a | n/a | n/a | n/a | n/a | n/a |
| Men | 74 | 74 | 70 | 71 | n/a | n/a | n/a | n/a | n/a | n/a |
| 65+ | 73 | 73 | 72 | 74 | n/a | n/a | n/a | n/a | n/a | n/a |
| Holcombe Ward | 73 | 72 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Creswick Ward | 73 | 74 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| 18-34 | 72 | 77 | 76 | 70 | n/a | n/a | n/a | n/a | n/a | n/a |
| Coliban Ward | 70 | 78 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |

Q1. Firstly, how important should 'The appearance of public areas' be as a responsibility for Council?

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

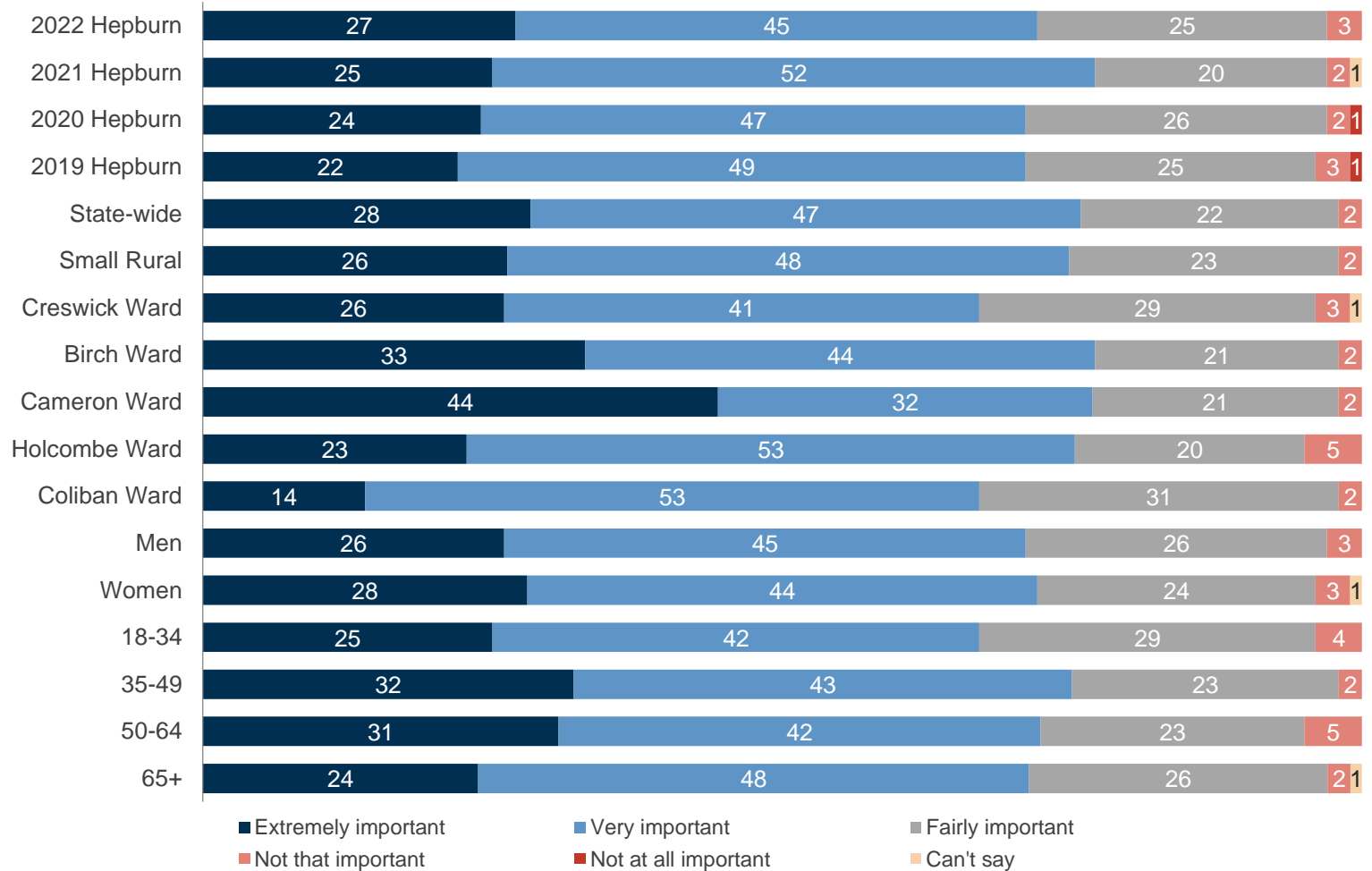
Note: Please see Appendix A for explanation of significant differences.



The appearance of public areas importance



2022 public areas importance (%)



Q1. Firstly, how important should 'The appearance of public areas' be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 32 Councils asked group: 8



The appearance of public areas performance



2022 public areas performance (index scores)

| | 2021 | 2020 | 2019 | 2018 | 2017 | 2016 | 2015 | 2014 | 2013 | 2012 | |
|---------------|------|------|------|------|------|------|------|------|------|------|-----|
| Small Rural | 73▲ | 75 | 72 | 73 | 72 | 74 | 73 | 74 | n/a | n/a | n/a |
| State-wide | 71▲ | 73 | 72 | 72 | 71 | 71 | 71 | 72 | 72 | 71 | 71 |
| Coliban Ward | 65 | 72 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| 35-49 | 65 | 69 | 64 | 68 | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Cameron Ward | 63 | 71 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Creswick Ward | 63 | 67 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Men | 62 | 66 | 65 | 67 | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| 65+ | 62 | 64 | 64 | 70 | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Holcombe Ward | 62 | 60 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Hepburn | 62 | 67 | 64 | 67 | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Women | 61 | 68 | 63 | 67 | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| 18-34 | 60 | 78 | 69 | 67 | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| 50-64 | 59 | 62 | 61 | 64 | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Birch Ward | 57 | 65 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |

Q2. How has Council performed on 'The appearance of public areas' over the last 12 months?

Base: All respondents. Councils asked State-wide: 43 Councils asked group: 14

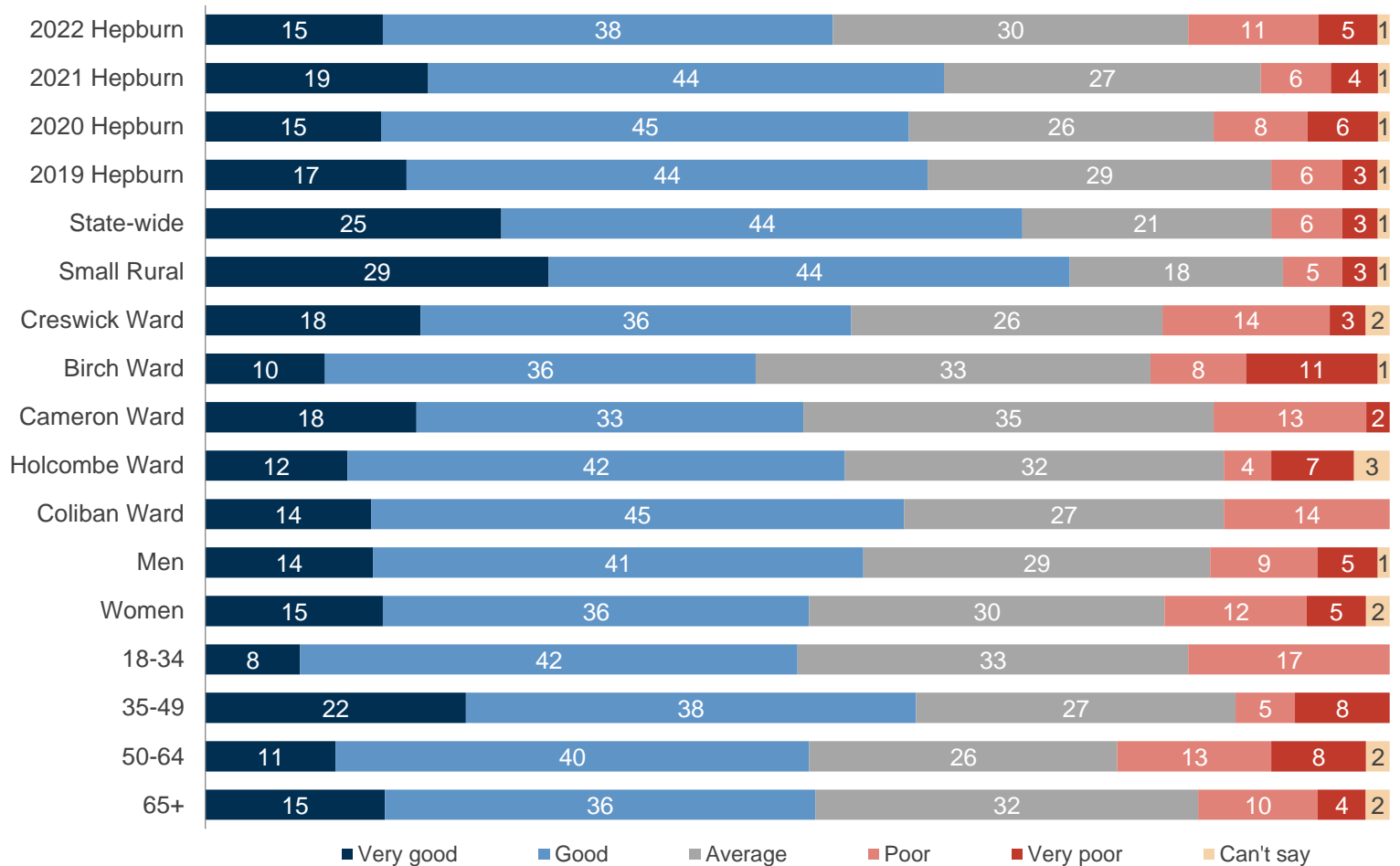
Note: Please see Appendix A for explanation of significant differences.



The appearance of public areas performance



2022 public areas performance (%)



Q2. How has Council performed on 'The appearance of public areas' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 43 Councils asked group: 14



Waste management importance



2022 waste management importance (index scores)

| | 2021 | 2020 | 2019 | 2018 | 2017 | 2016 | 2015 | 2014 | 2013 | 2012 |
|---------------|------|------|------|------|------|------|------|------|------|------|
| 50-64 | 85 | 85 | 82 | 79 | n/a | n/a | n/a | n/a | n/a | n/a |
| Women | 84 | 86 | 83 | 82 | n/a | n/a | n/a | n/a | n/a | n/a |
| Coliban Ward | 84 | 86 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| 35-49 | 83 | 84 | 83 | 84 | n/a | n/a | n/a | n/a | n/a | n/a |
| Creswick Ward | 82 | 80 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| State-wide | 82 | 82 | 81 | 81 | 79 | 80 | 79 | 79 | 79 | 78 |
| Hepburn | 81 | 82 | 80 | 81 | n/a | n/a | n/a | n/a | n/a | n/a |
| Cameron Ward | 81 | 82 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Holcombe Ward | 81 | 83 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| 18-34 | 80 | 81 | 78 | 82 | n/a | n/a | n/a | n/a | n/a | n/a |
| Small Rural | 80 | 80 | 79 | 79 | 78 | 76 | 79 | 77 | n/a | n/a |
| 65+ | 79 | 81 | 78 | 80 | n/a | n/a | n/a | n/a | n/a | n/a |
| Birch Ward | 79 | 82 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Men | 79 | 79 | 77 | 79 | n/a | n/a | n/a | n/a | n/a | n/a |

Q1. Firstly, how important should 'Waste management' be as a responsibility for Council?

Base: All respondents. Councils asked State-wide: 32 Councils asked group: 7

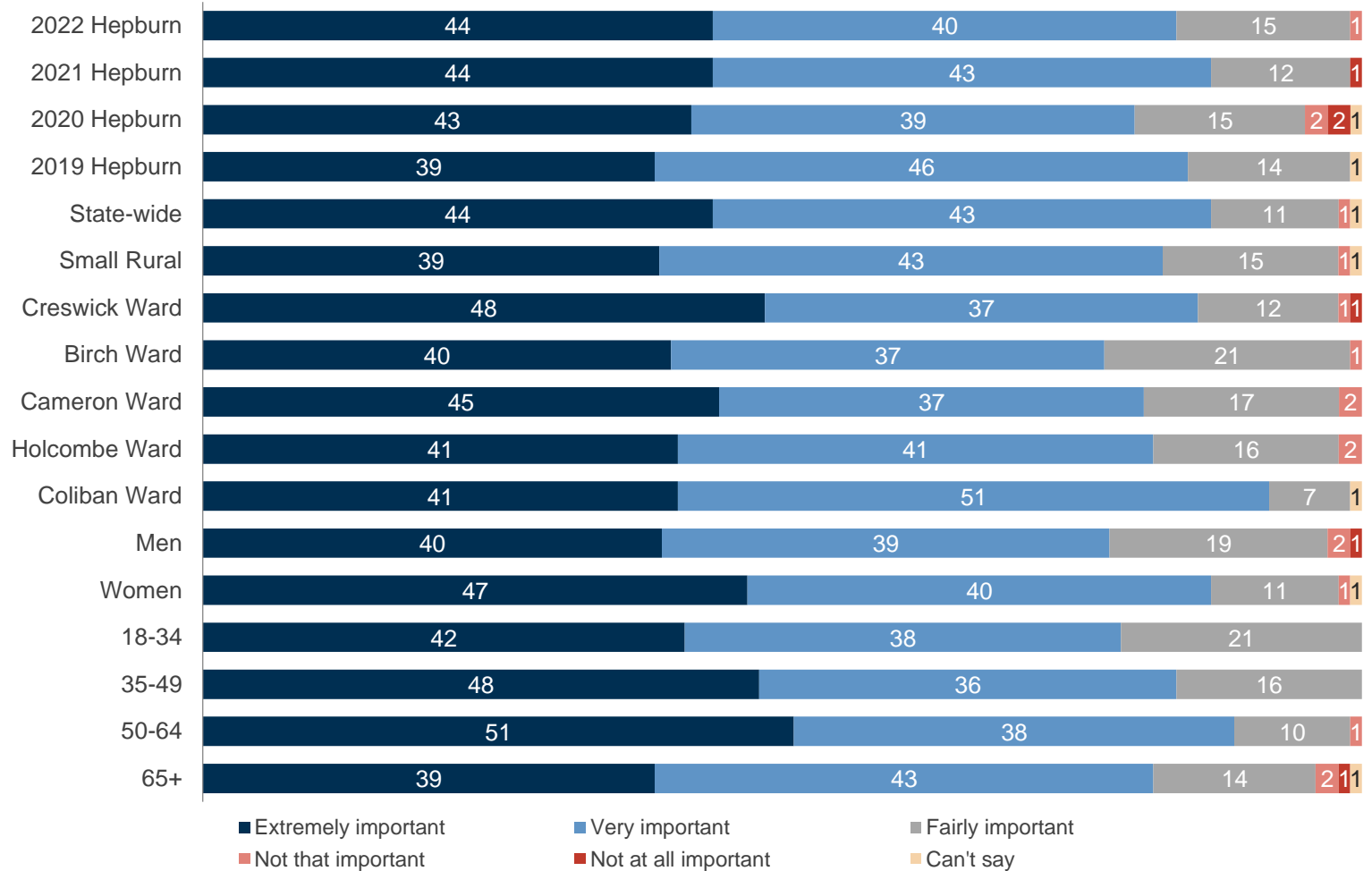
Note: Please see Appendix A for explanation of significant differences.



Waste management importance



2022 waste management importance (%)



Q1. Firstly, how important should 'Waste management' be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 32 Councils asked group: 7



Waste management performance



2022 waste management performance (index scores)

| | 2021 | 2020 | 2019 | 2018 | 2017 | 2016 | 2015 | 2014 | 2013 | 2012 |
|---------------|------|------|------|------|------|------|------|------|------|------|
| Cameron Ward | 74▲ | 68 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Small Rural | 68▲ | 68 | 64 | 66 | 69 | 70 | 69 | 71 | n/a | n/a |
| State-wide | 68▲ | 69 | 65 | 68 | 70 | 71 | 70 | 72 | 73 | 71 |
| Holcombe Ward | 64 | 57 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| 65+ | 63 | 64 | 57 | 69 | n/a | n/a | n/a | n/a | n/a | n/a |
| Men | 62 | 62 | 56 | 67 | n/a | n/a | n/a | n/a | n/a | n/a |
| 50-64 | 62 | 54 | 48 | 62 | n/a | n/a | n/a | n/a | n/a | n/a |
| Hepburn | 61 | 61 | 54 | 64 | n/a | n/a | n/a | n/a | n/a | n/a |
| Women | 61 | 60 | 51 | 60 | n/a | n/a | n/a | n/a | n/a | n/a |
| 18-34 | 60 | 63 | 53 | 58 | n/a | n/a | n/a | n/a | n/a | n/a |
| Birch Ward | 60 | 62 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Creswick Ward | 59 | 59 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| 35-49 | 58 | 60 | 54 | 62 | n/a | n/a | n/a | n/a | n/a | n/a |
| Coliban Ward | 56 | 59 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |

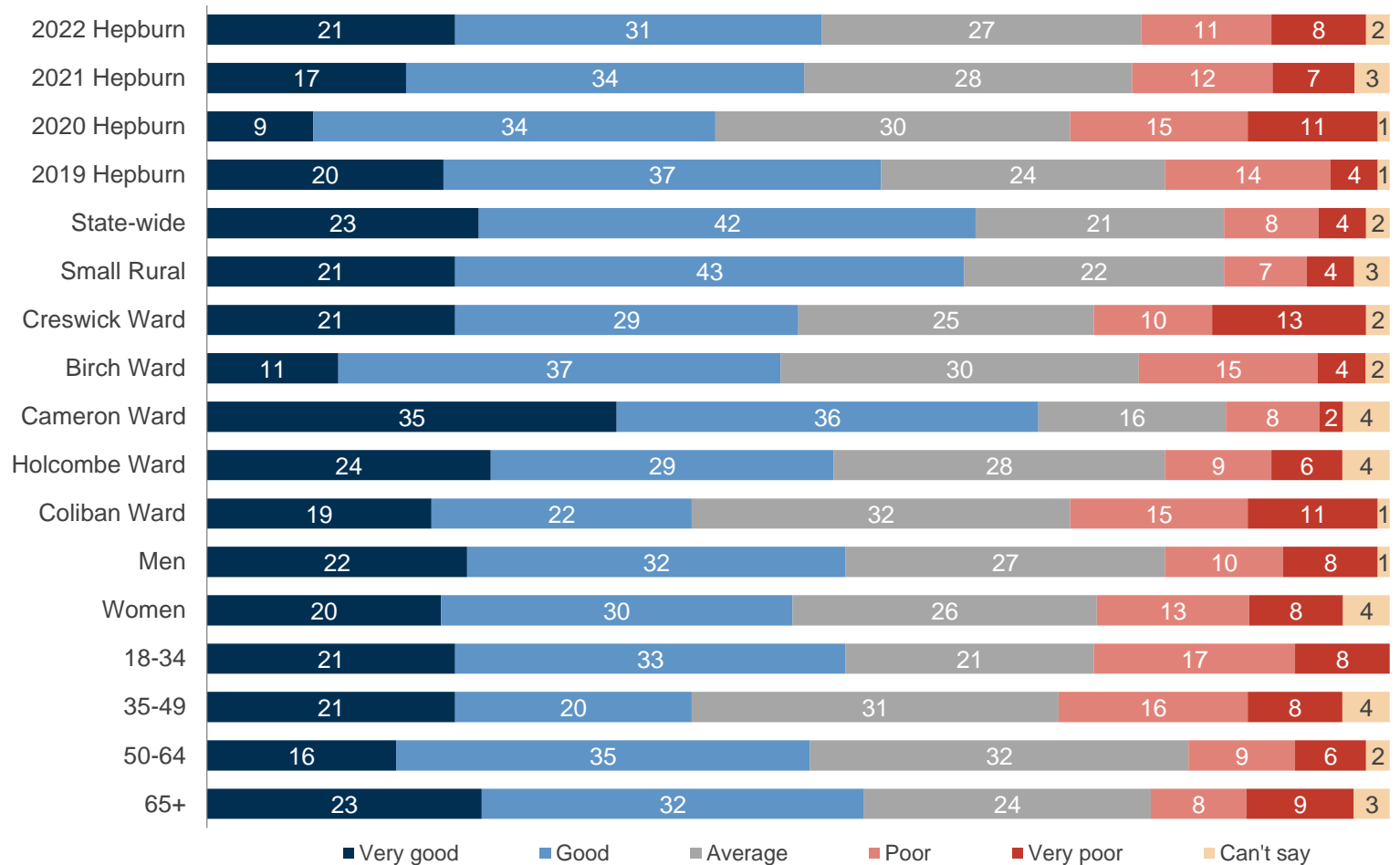
Q2. How has Council performed on 'Waste management' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 67 Councils asked group: 19
 Note: Please see Appendix A for explanation of significant differences.



Waste management performance



2022 waste management performance (%)



Q2. How has Council performed on 'Waste management' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 67 Councils asked group: 19



Planning and building permits importance



2022 planning and building permits importance (index scores)

| | 2021 | 2020 | 2019 | 2018 | 2017 | 2016 | 2015 | 2014 | 2013 | 2012 |
|---------------|------|------|------|------|------|------|------|------|------|------|
| 65+ | 76 | 74 | 72 | 75 | n/a | n/a | n/a | n/a | n/a | n/a |
| Women | 76 | 75 | 71 | 73 | n/a | n/a | n/a | n/a | n/a | n/a |
| Holcombe Ward | 75 | 80 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| 50-64 | 75 | 77 | 71 | 74 | n/a | n/a | n/a | n/a | n/a | n/a |
| Birch Ward | 74 | 74 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| State-wide | 73 | 73 | 71 | 71 | 71 | 72 | 71 | 71 | 71 | 71 |
| Hepburn | 73 | 73 | 70 | 72 | n/a | n/a | n/a | n/a | n/a | n/a |
| Small Rural | 73 | 71 | 68 | 70 | 68 | 68 | 71 | 70 | n/a | n/a |
| Coliban Ward | 73 | 74 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| 35-49 | 73 | 75 | 70 | 71 | n/a | n/a | n/a | n/a | n/a | n/a |
| Creswick Ward | 72 | 70 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Cameron Ward | 72 | 72 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Men | 70 | 72 | 69 | 70 | n/a | n/a | n/a | n/a | n/a | n/a |
| 18-34 | 63 | 64 | 66 | 63 | n/a | n/a | n/a | n/a | n/a | n/a |

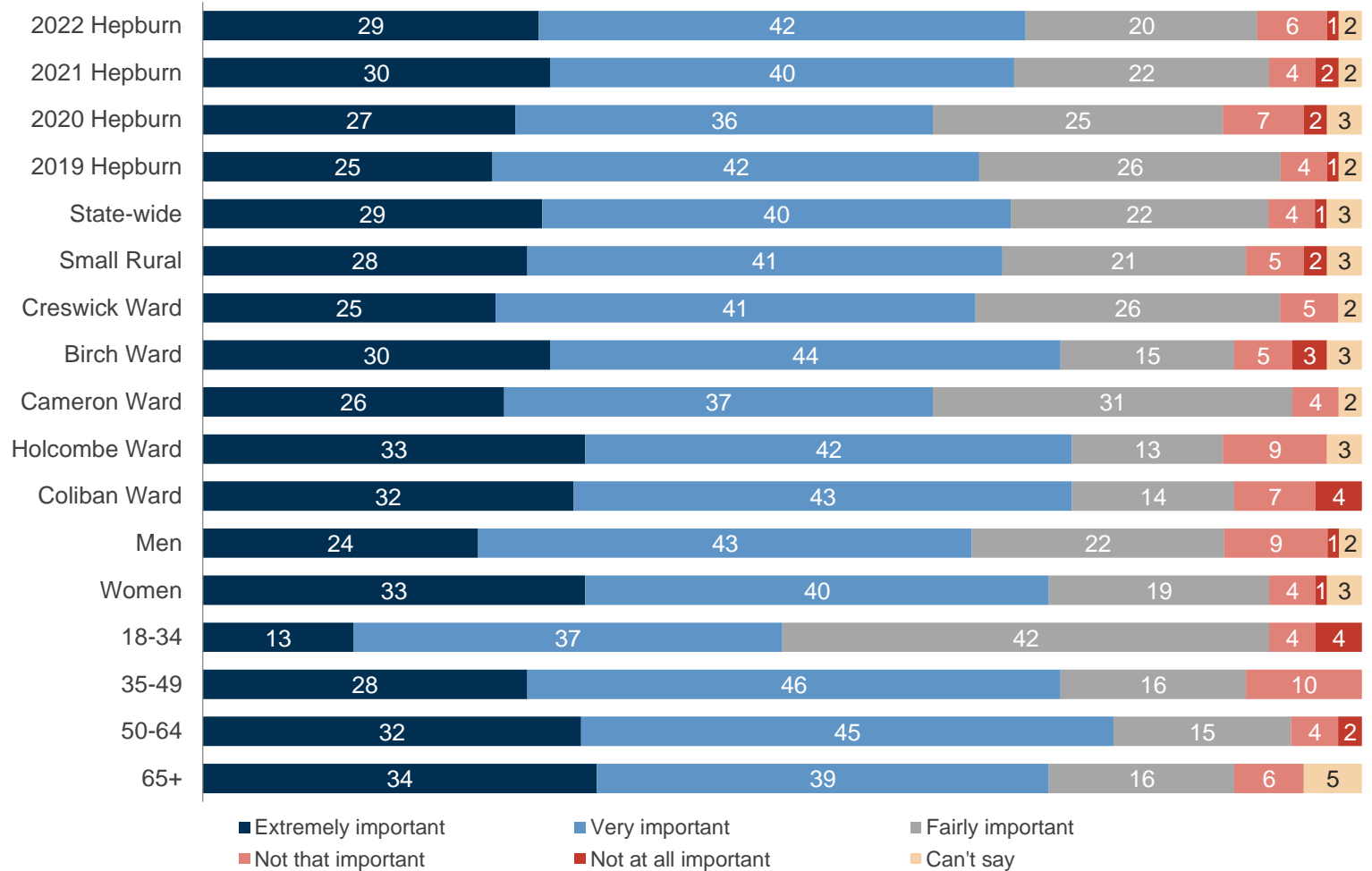
Q1. Firstly, how important should 'Planning and building permits' be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 24 Councils asked group: 6
 Note: Please see Appendix A for explanation of significant differences.



Planning and building permits importance



2022 planning and building permits importance (%)



Q1. Firstly, how important should 'Planning and building permits' be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 24 Councils asked group: 6



Planning and building permits performance



2022 planning and building permits performance (index scores)

| | 2021 | 2020 | 2019 | 2018 | 2017 | 2016 | 2015 | 2014 | 2013 | 2012 |
|---------------|------|------|------|------|------|------|------|------|------|------|
| State-wide | 51 | 51▲ | 52 | 52 | 51 | 50 | 54 | 53 | 55 | 54 |
| 18-34 | 58 | 44 | 52 | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Creswick Ward | 42 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Small Rural | 49 | 46 | 48 | 51 | 51 | 50 | 53 | n/a | n/a | n/a |
| Cameron Ward | 58 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Men | 41 | 43 | 51 | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Coliban Ward | 49 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Hepburn | 44 | 41 | 49 | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Women | 48 | 40 | 48 | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| 50-64 | 39 | 40 | 47 | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| 65+ | 41 | 39 | 50 | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| 35-49 | 44 | 45 | 50 | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Holcombe Ward | 38 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Birch Ward | 40 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |

Q2. How has Council performed on 'Planning and building permits' over the last 12 months?

Base: All respondents. Councils asked State-wide: 30 Councils asked group: 7

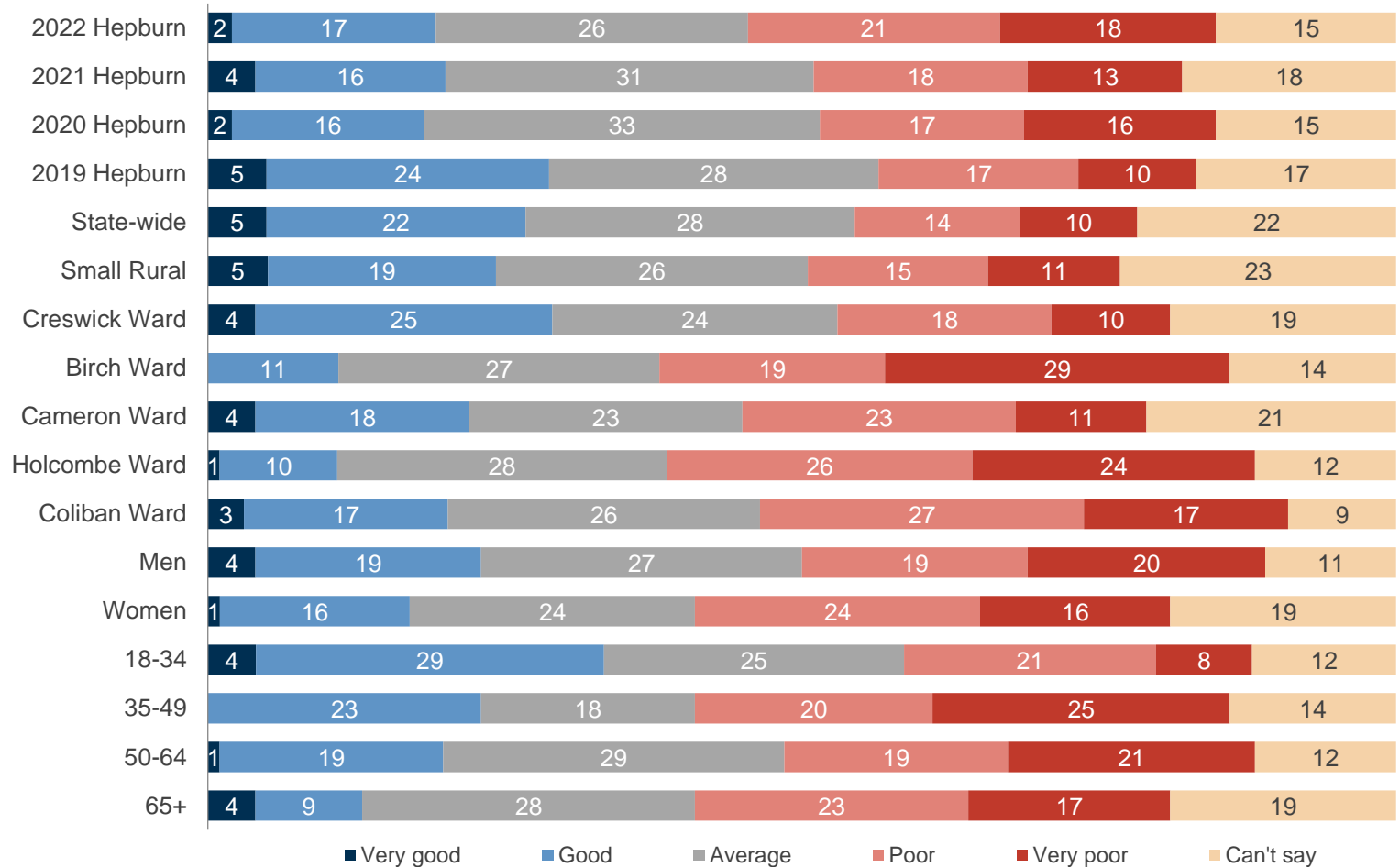
Note: Please see Appendix A for explanation of significant differences.



Planning and building permits performance



2022 planning and building permits performance (%)



Q2. How has Council performed on 'Planning and building permits' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 30 Councils asked group: 7



Environmental sustainability importance



2022 environmental sustainability importance (index scores)

| | 2021 | 2020 | 2019 | 2018 | 2017 | 2016 | 2015 | 2014 | 2013 | 2012 |
|---------------|------|------|------|------|------|------|------|------|------|------|
| Women | 80▲ | 82 | 81 | 80 | n/a | n/a | n/a | n/a | n/a | n/a |
| Holcombe Ward | 77 | 80 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Coliban Ward | 77 | 81 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| 18-34 | 74 | 81 | 70 | 76 | n/a | n/a | n/a | n/a | n/a | n/a |
| 50-64 | 73 | 74 | 79 | 77 | n/a | n/a | n/a | n/a | n/a | n/a |
| State-wide | 73 | 74 | 74 | 73 | 72 | 73 | 73 | 73 | 72 | 71 |
| Cameron Ward | 73 | 69 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| 65+ | 73 | 72 | 71 | 71 | n/a | n/a | n/a | n/a | n/a | n/a |
| Hepburn | 72 | 75 | 74 | 75 | n/a | n/a | n/a | n/a | n/a | n/a |
| Birch Ward | 71 | 81 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Small Rural | 70 | 71 | 70 | 72 | 70 | 70 | 74 | 77 | n/a | n/a |
| Creswick Ward | 67 | 68 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| 35-49 | 67 | 79 | 78 | 79 | n/a | n/a | n/a | n/a | n/a | n/a |
| Men | 63▼ | 69 | 68 | 70 | n/a | n/a | n/a | n/a | n/a | n/a |

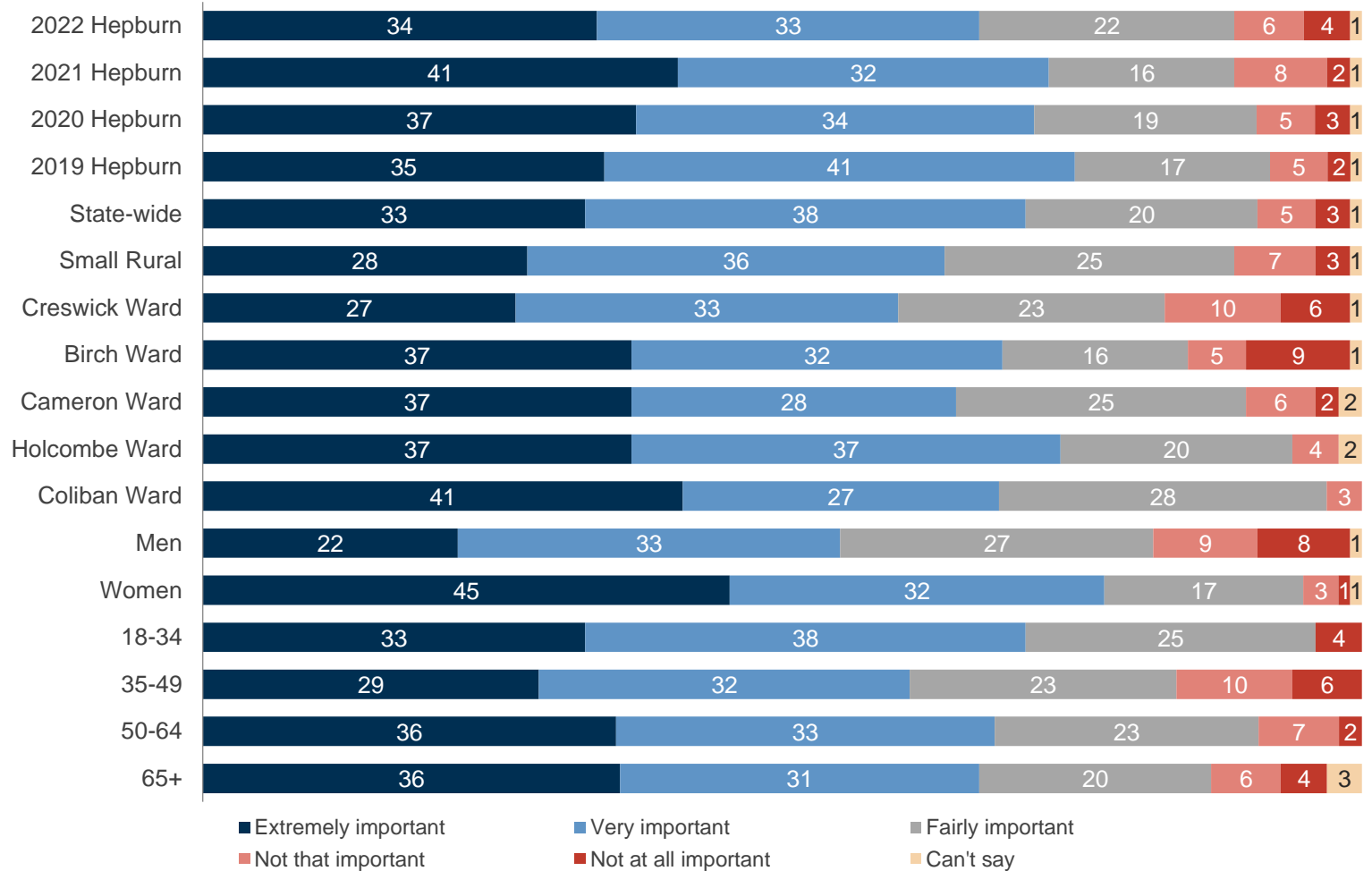
Q1. Firstly, how important should 'Environmental sustainability' be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 27 Councils asked group: 4
 Note: Please see Appendix A for explanation of significant differences.



Environmental sustainability importance



2022 environmental sustainability importance (%)



Q1. Firstly, how important should 'Environmental sustainability' be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 27 Councils asked group: 4



Environmental sustainability performance



2022 environmental sustainability performance (index scores)

| | 2021 | 2020 | 2019 | 2018 | 2017 | 2016 | 2015 | 2014 | 2013 | 2012 |
|---------------|------|------|------|------|------|------|------|------|------|------|
| Cameron Ward | 62 | 64 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| State-wide | 61▲ | 62 | 60 | 62 | 63 | 64 | 63 | 64 | 64 | 64 |
| Small Rural | 59▲ | 61 | 57 | 59 | 62 | 63 | 61 | 63 | n/a | n/a |
| Men | 57 | 54 | 51 | 61 | n/a | n/a | n/a | n/a | n/a | n/a |
| Holcombe Ward | 55 | 50 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Creswick Ward | 55 | 55 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| 18-34 | 55 | 61 | 52 | 57 | n/a | n/a | n/a | n/a | n/a | n/a |
| Hepburn | 54 | 55 | 50 | 59 | n/a | n/a | n/a | n/a | n/a | n/a |
| 65+ | 54 | 55 | 51 | 62 | n/a | n/a | n/a | n/a | n/a | n/a |
| 50-64 | 53 | 54 | 45 | 56 | n/a | n/a | n/a | n/a | n/a | n/a |
| 35-49 | 53 | 54 | 53 | 61 | n/a | n/a | n/a | n/a | n/a | n/a |
| Women | 51 | 56 | 49 | 58 | n/a | n/a | n/a | n/a | n/a | n/a |
| Coliban Ward | 50 | 55 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Birch Ward | 47▼ | 55 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |

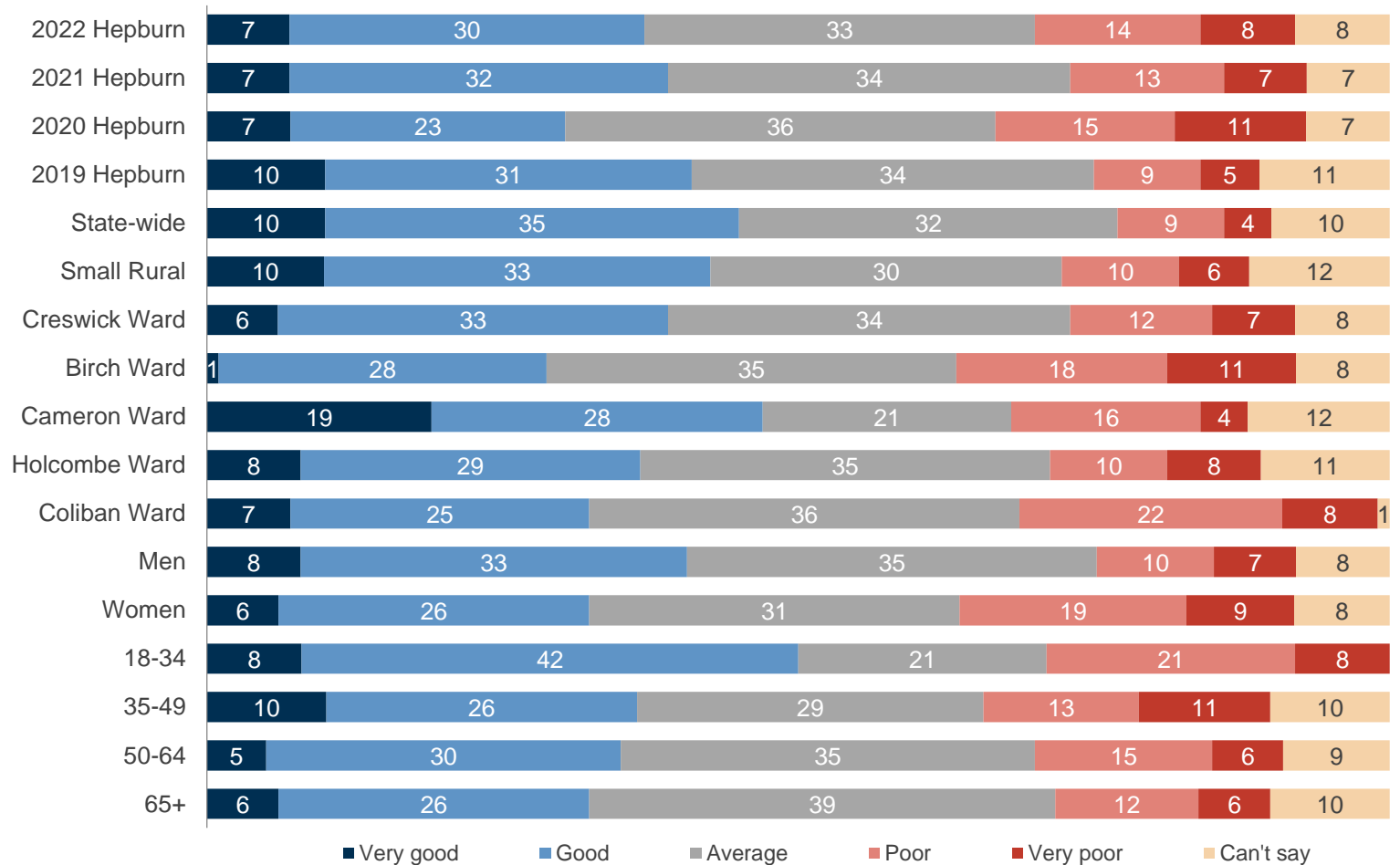
Q2. How has Council performed on 'Environmental sustainability' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 38 Councils asked group: 8
 Note: Please see Appendix A for explanation of significant differences.



Environmental sustainability performance



2022 environmental sustainability performance (%)



Q2. How has Council performed on 'Environmental sustainability' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 38 Councils asked group: 8



Roadside slashing and weed control importance



2022 roadside slashing and weed control importance (index scores)

| | 2021 | 2020 | 2019 | 2018 | 2017 | 2016 | 2015 | 2014 | 2013 | 2012 |
|---------------|------|------|------|------|------|------|------|------|------|------|
| Cameron Ward | 86 | 87 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| 35-49 | 83 | 82 | 80 | 80 | n/a | n/a | n/a | n/a | n/a | n/a |
| 50-64 | 83 | 84 | 81 | 79 | n/a | n/a | n/a | n/a | n/a | n/a |
| Creswick Ward | 82 | 81 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Women | 82 | 83 | 82 | 79 | n/a | n/a | n/a | n/a | n/a | n/a |
| Hepburn | 81 | 82 | 80 | 78 | n/a | n/a | n/a | n/a | n/a | n/a |
| Men | 81 | 81 | 77 | 78 | n/a | n/a | n/a | n/a | n/a | n/a |
| 65+ | 81 | 80 | 80 | 80 | n/a | n/a | n/a | n/a | n/a | n/a |
| Coliban Ward | 81 | 83 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Small Rural | 81 | 82 | 80 | 76 | 76 | 76 | n/a | 77 | n/a | n/a |
| Birch Ward | 80 | 78 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Holcombe Ward | 79 | 83 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| State-wide | 79 | 79 | 78 | 74 | 73 | 74 | 73 | 73 | 75 | 74 |
| 18-34 | 78 | 84 | 77 | 71 | n/a | n/a | n/a | n/a | n/a | n/a |

Q1. Firstly, how important should 'Roadside slashing and weed control' be as a responsibility for Council?

Base: All respondents. Councils asked State-wide: 10 Councils asked group: 3

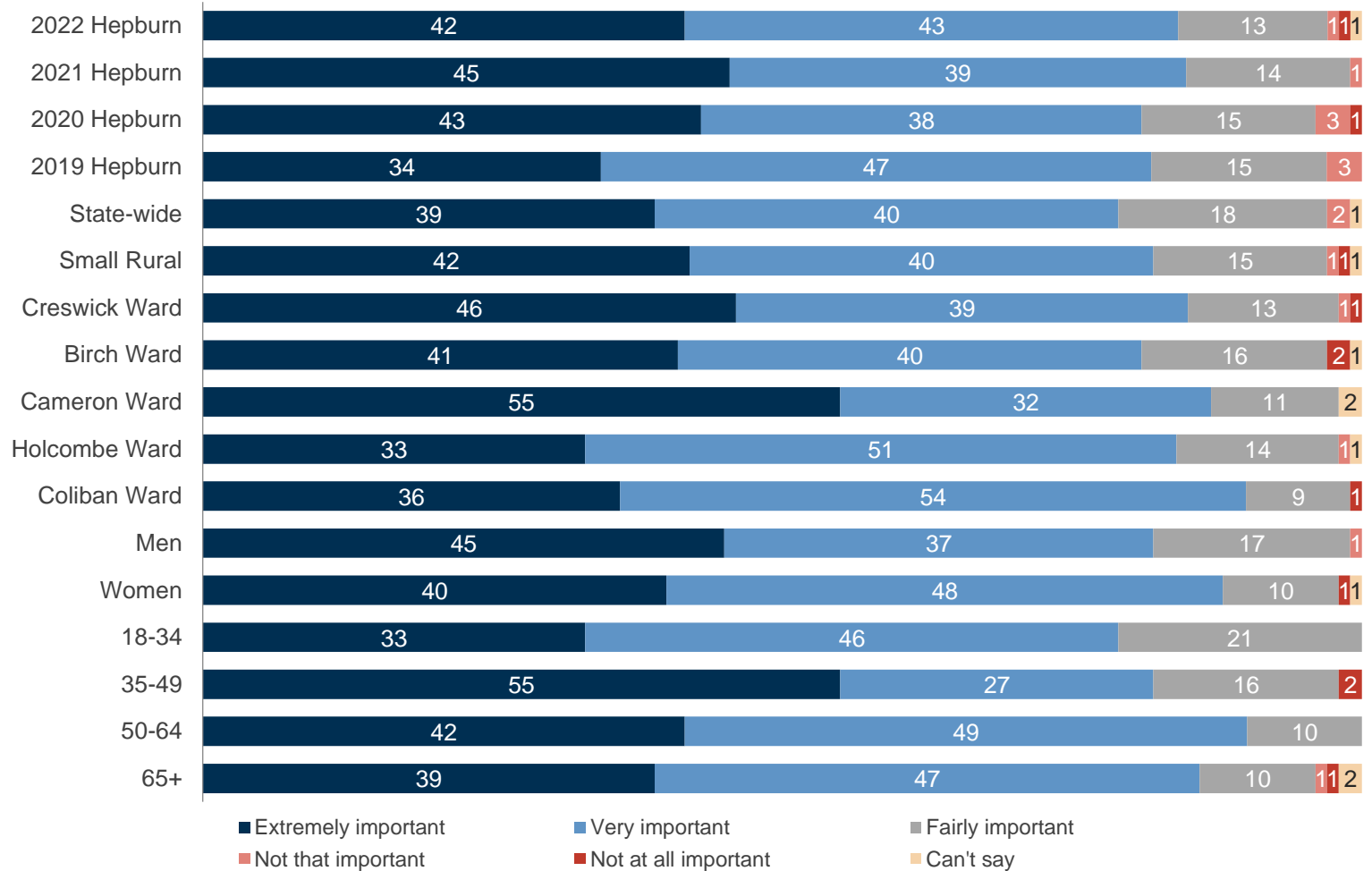
Note: Please see Appendix A for explanation of significant differences.



Roadside slashing and weed control importance



2022 roadside slashing and weed control importance (%)



Q1. Firstly, how important should 'Roadside slashing and weed control' be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 10 Councils asked group: 3



Roadside slashing and weed control performance



2022 roadside slashing and weed control performance (index scores)

| | 2021 | 2020 | 2019 | 2018 | 2017 | 2016 | 2015 | 2014 | 2013 | 2012 |
|---------------|------|------|------|------|------|------|------|------|------|------|
| Small Rural | 49 | 48▲ | 55 | 54 | 51 | 51 | 52 | n/a | n/a | n/a |
| State-wide | 51 | 49▲ | 56 | 55 | 53 | 56 | 55 | 55 | 56 | 61 |
| Coliban Ward | 50 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| 18-34 | 55 | 42 | 49 | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Women | 45 | 36 | 48 | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Cameron Ward | 35 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| 65+ | 40 | 37 | 48 | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| 50-64 | 38 | 32 | 46 | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Hepburn | 44 | 37 | 48 | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Birch Ward | 51 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Holcombe Ward | 39 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Creswick Ward | 43 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Men | 43 | 37 | 49 | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| 35-49 | 49 | 38 | 51 | n/a | n/a | n/a | n/a | n/a | n/a | n/a |

Q2. How has Council performed on 'Roadside slashing and weed control' over the last 12 months?

Base: All respondents. Councils asked State-wide: 14 Councils asked group: 6

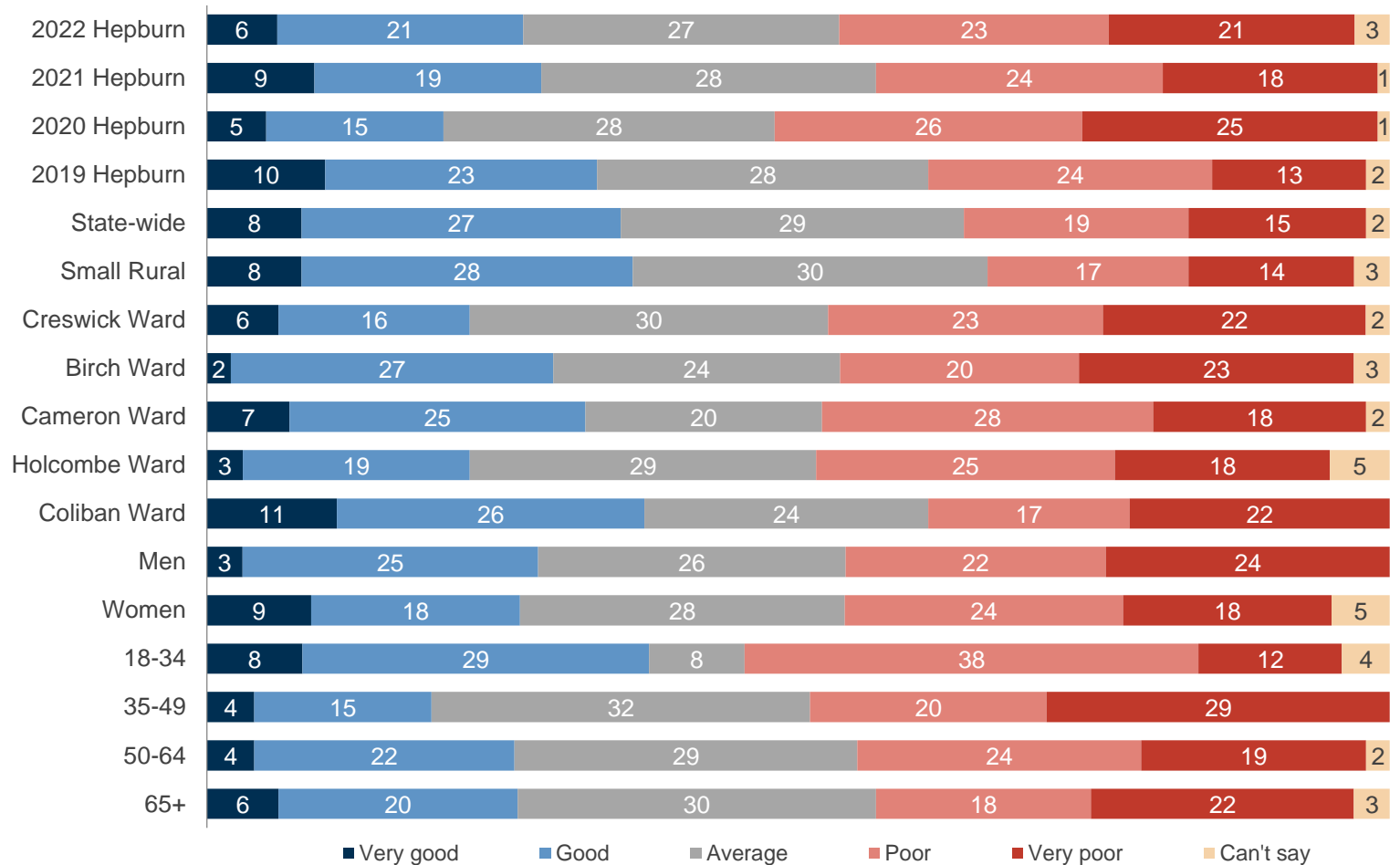
Note: Please see Appendix A for explanation of significant differences.



Roadside slashing and weed control performance



2022 roadside slashing and weed control performance (%)



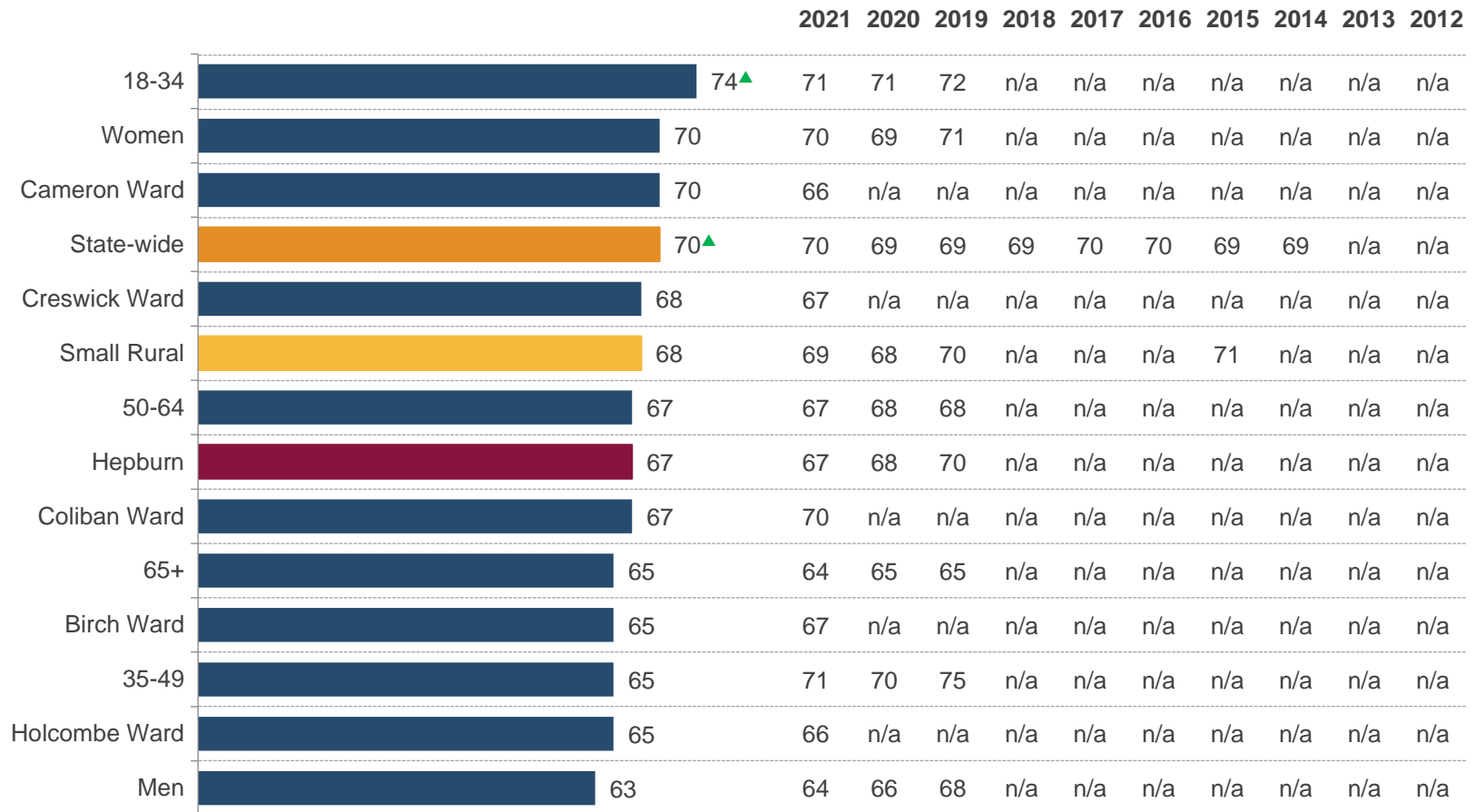
Q2. How has Council performed on 'Roadside slashing and weed control' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 14 Councils asked group: 6



Business and community development importance



2022 business/community development importance (index scores)



Q1. Firstly, how important should 'Business and community development' be as a responsibility for Council?

Base: All respondents. Councils asked State-wide: 9 Councils asked group: 2

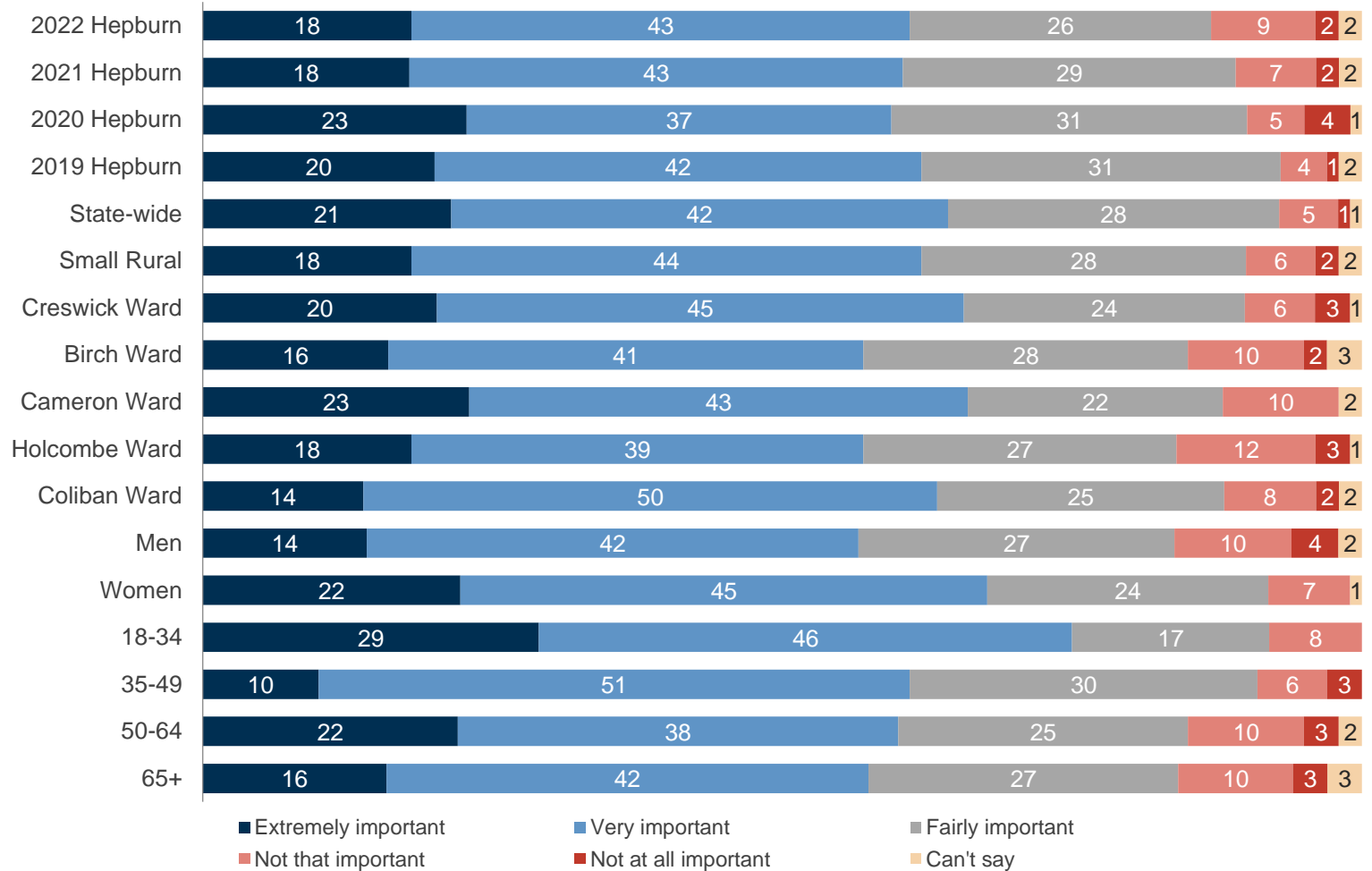
Note: Please see Appendix A for explanation of significant differences.



Business and community development importance



2022 business/community development importance (%)



Q1. Firstly, how important should 'Business and community development' be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 9 Councils asked group: 2



Business and community development performance



2022 business/community development performance (index scores)

| | 2021 | 2020 | 2019 | 2018 | 2017 | 2016 | 2015 | 2014 | 2013 | 2012 |
|---------------|------|------|------|------|------|------|------|------|------|------|
| Cameron Ward | 62▲ | 59 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| State-wide | 58▲ | 60 | 59 | 61 | 60 | 60 | 60 | 60 | 62 | n/a |
| Small Rural | 57▲ | 58 | 57 | 60 | 61 | 65 | 62 | 61 | n/a | n/a |
| Coliban Ward | 54 | 60 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| 65+ | 53 | 54 | 52 | 61 | n/a | n/a | n/a | n/a | n/a | n/a |
| Creswick Ward | 53 | 57 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| 35-49 | 52 | 56 | 54 | 58 | n/a | n/a | n/a | n/a | n/a | n/a |
| Women | 52 | 58 | 56 | 61 | n/a | n/a | n/a | n/a | n/a | n/a |
| Hepburn | 51 | 55 | 55 | 60 | n/a | n/a | n/a | n/a | n/a | n/a |
| Men | 50 | 52 | 53 | 60 | n/a | n/a | n/a | n/a | n/a | n/a |
| Holcombe Ward | 49 | 51 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| 50-64 | 49 | 53 | 50 | 58 | n/a | n/a | n/a | n/a | n/a | n/a |
| 18-34 | 49 | 59 | 66 | 66 | n/a | n/a | n/a | n/a | n/a | n/a |
| Birch Ward | 44▼ | 51 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |

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

Base: All respondents. Councils asked State-wide: 13 Councils asked group: 2

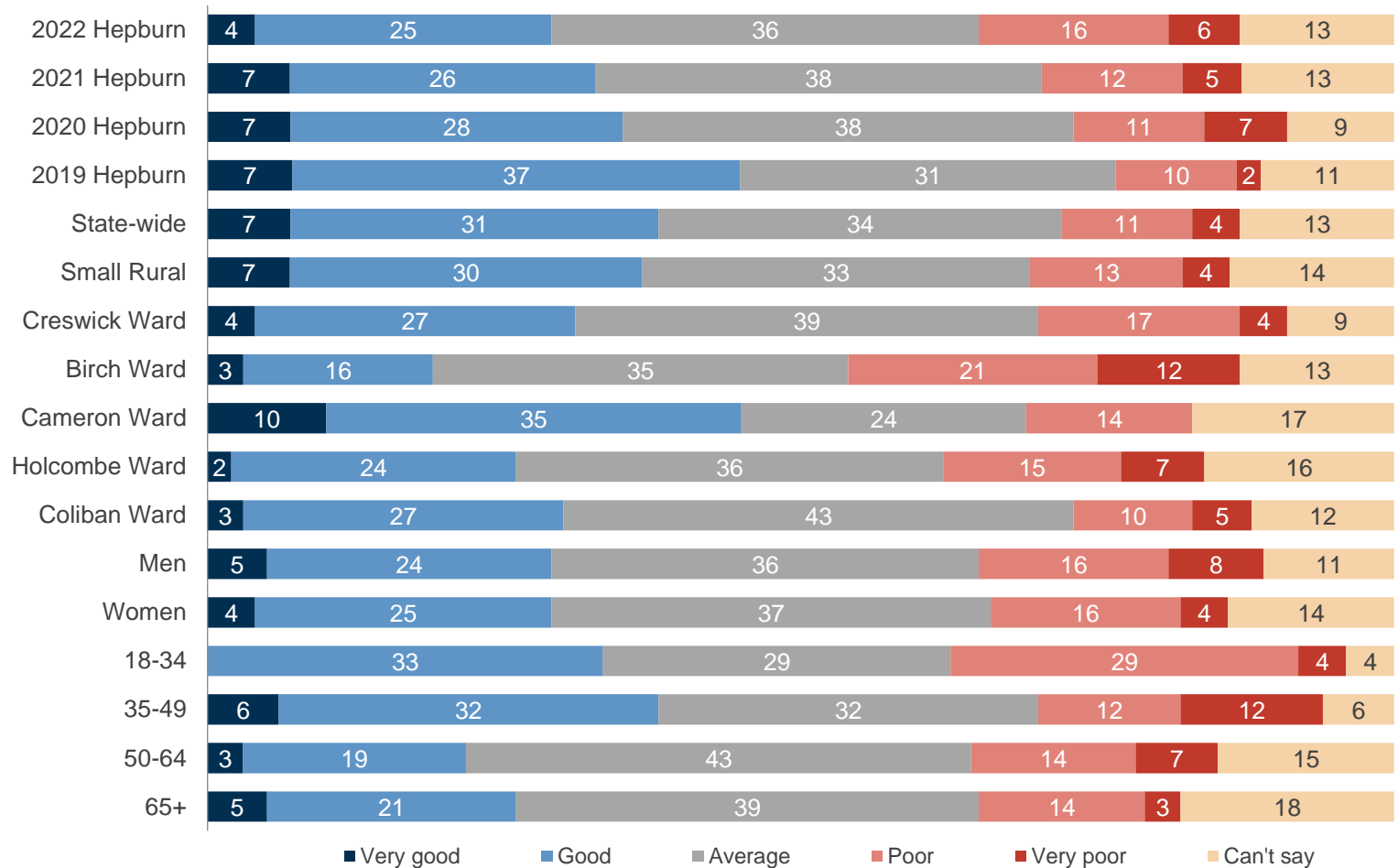
Note: Please see Appendix A for explanation of significant differences.



Business and community development performance



2022 business/community development performance (%)



Q2. How has Council performed on 'Business and community development' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 13 Councils asked group: 2



Tourism development importance



2022 tourism development importance (index scores)

| | 2021 | 2020 | 2019 | 2018 | 2017 | 2016 | 2015 | 2014 | 2013 | 2012 |
|---------------|------|------|------|------|------|------|------|------|------|------|
| Birch Ward | 65▲ | 57 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Small Rural | 63▲ | 64 | 58 | 64 | n/a | n/a | 72 | n/a | n/a | n/a |
| Cameron Ward | 63 | 60 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| State-wide | 62▲ | 63 | 62 | 59 | 61 | 62 | 63 | 65 | 65 | n/a |
| Women | 61 | 61 | 59 | 62 | n/a | n/a | n/a | n/a | n/a | n/a |
| 35-49 | 60 | 60 | 59 | 62 | n/a | n/a | n/a | n/a | n/a | n/a |
| 65+ | 59 | 57 | 60 | 63 | n/a | n/a | n/a | n/a | n/a | n/a |
| Creswick Ward | 58 | 58 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Hepburn | 58 | 60 | 58 | 61 | n/a | n/a | n/a | n/a | n/a | n/a |
| Coliban Ward | 57 | 68 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| 50-64 | 56 | 61 | 59 | 60 | n/a | n/a | n/a | n/a | n/a | n/a |
| Men | 55 | 58 | 58 | 60 | n/a | n/a | n/a | n/a | n/a | n/a |
| 18-34 | 53 | 63 | 54 | 59 | n/a | n/a | n/a | n/a | n/a | n/a |
| Holcombe Ward | 49▼ | 57 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |

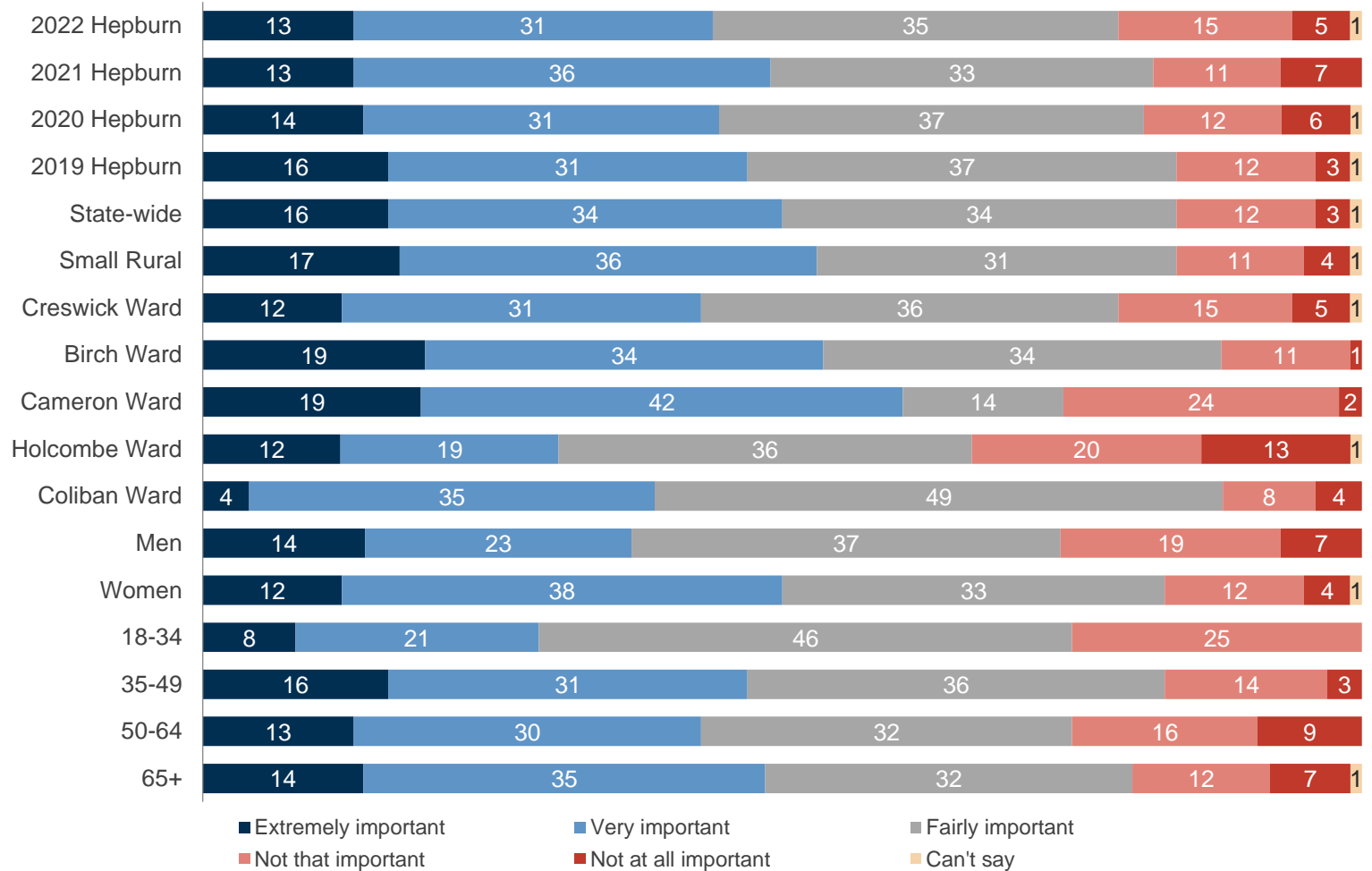
Q1. Firstly, how important should 'Tourism development' be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 9 Councils asked group: 3
 Note: Please see Appendix A for explanation of significant differences.



Tourism development importance



2022 tourism development importance (%)



Q1. Firstly, how important should 'Tourism development' be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 9 Councils asked group: 3



Tourism development performance



2022 tourism development performance (index scores)

| | 2021 | 2020 | 2019 | 2018 | 2017 | 2016 | 2015 | 2014 | 2013 | 2012 |
|---------------|------|------|------|------|------|------|------|------|------|------|
| Holcombe Ward | 60 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| 35-49 | 66 | 70 | 69 | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Cameron Ward | 65 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Women | 64 | 65 | 66 | 69 | n/a | n/a | n/a | n/a | n/a | n/a |
| 50-64 | 64 | 61 | 63 | 69 | n/a | n/a | n/a | n/a | n/a | n/a |
| Coliban Ward | 63 | 59 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Hepburn | 63 | 63 | 69 | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Birch Ward | 63 | 67 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| 65+ | 62 | 62 | 61 | 68 | n/a | n/a | n/a | n/a | n/a | n/a |
| Men | 62 | 61 | 60 | 69 | n/a | n/a | n/a | n/a | n/a | n/a |
| Small Rural | 62 | 63 | 63 | 66 | 67 | 67 | 64 | 63 | n/a | n/a |
| 18-34 | 61 | 61 | 58 | 73 | n/a | n/a | n/a | n/a | n/a | n/a |
| State-wide | 60 | 62 | 62 | 63 | 63 | 63 | 63 | 63 | 64 | n/a |
| Creswick Ward | 59 | 62 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |

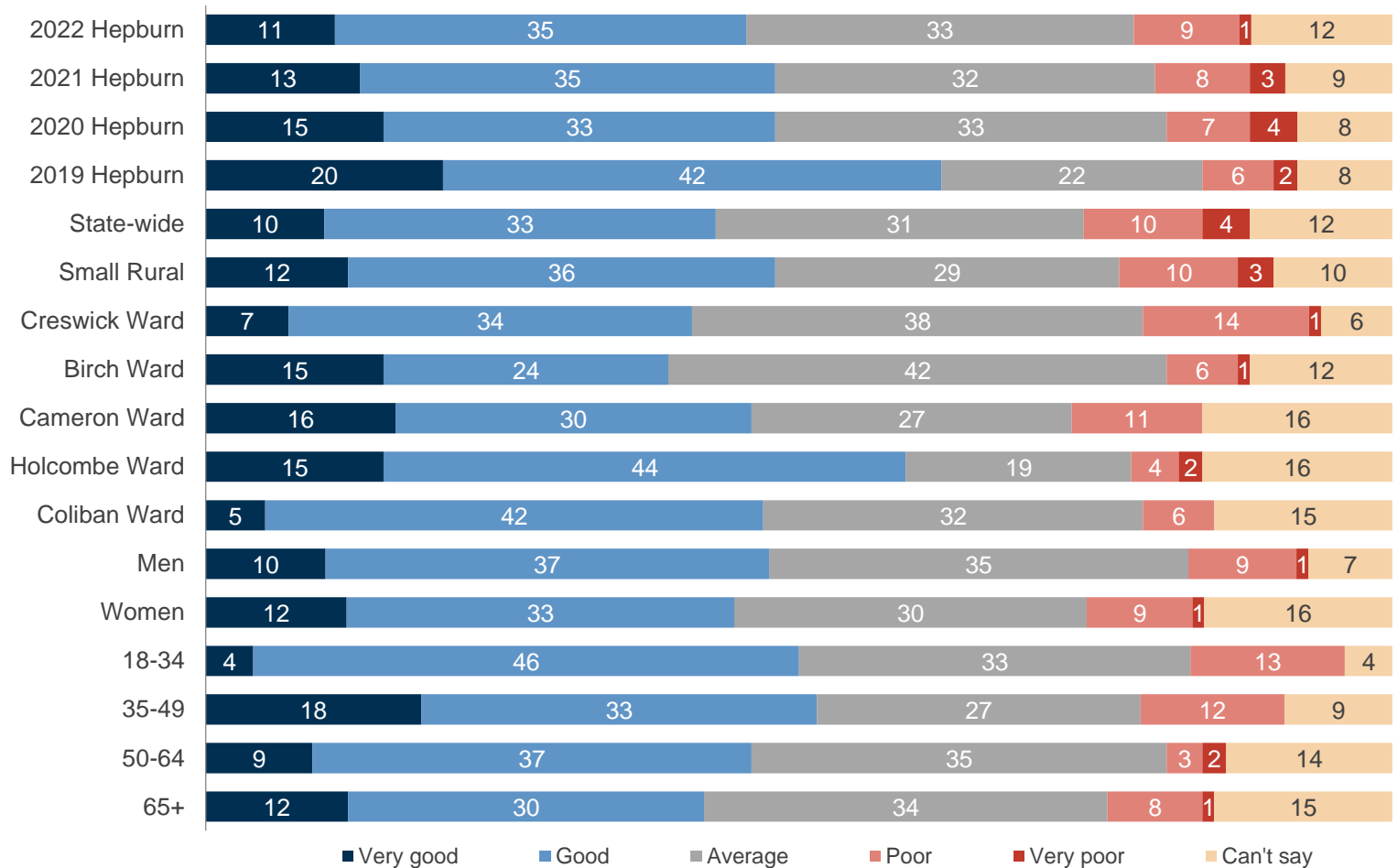
Q2. How has Council performed on 'Tourism development' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 13 Councils asked group: 5
 Note: Please see Appendix A for explanation of significant differences.



Tourism development performance



2022 tourism development performance (%)



Q2. How has Council performed on 'Tourism development' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 13 Councils asked group: 5



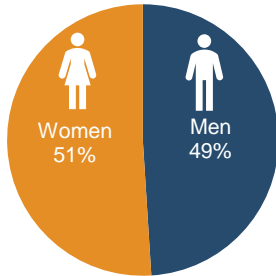
Detailed demographics



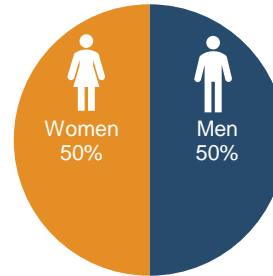
Gender and age profile

2022 gender

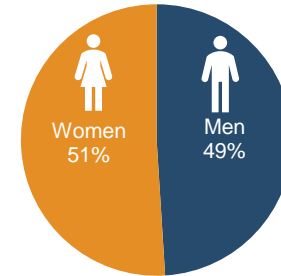
Hepburn



Small Rural

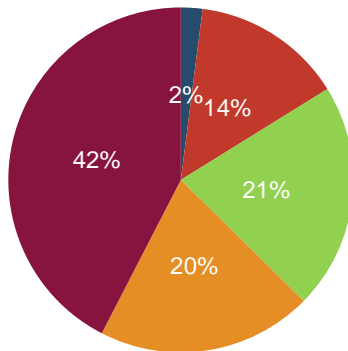


State-wide

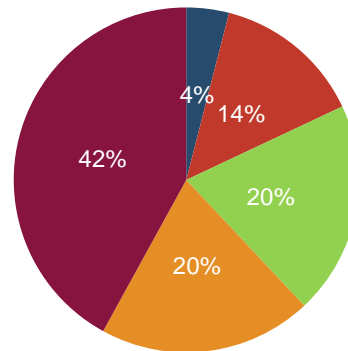


2022 age

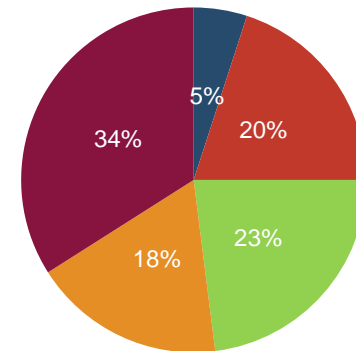
Hepburn



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: 67 Councils asked group: 19
 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 2022 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 13,100 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 | 168 | 195 | +/-7.5 |
| Women | 232 | 205 | +/-6.4 |
| Creswick Ward | 130 | 140 | +/-8.6 |
| Birch Ward | 75 | 79 | +/-11.4 |
| Cameron Ward | 47 | 43 | +/-14.4 |
| Holcombe Ward | 95 | 87 | +/-10.1 |
| Coliban Ward | 53 | 51 | +/-13.6 |
| 18-34 years | 24 | 66 | +/-20.4 |
| 35-49 years | 41 | 85 | +/-15.5 |
| 50-64 years | 108 | 81 | +/-9.4 |
| 65+ years | 227 | 169 | +/-6.5 |



Appendix A: Significant difference reporting notation

Within tables and index score charts throughout this report, statistically significant differences at the 95% confidence level are represented by upward directing green (▲) and downward directing red arrows (▼).

Significance when noted indicates a significantly higher or lower result for the analysis group in comparison to the 'Total' result for the council for that survey question for that year. Therefore in the example below:

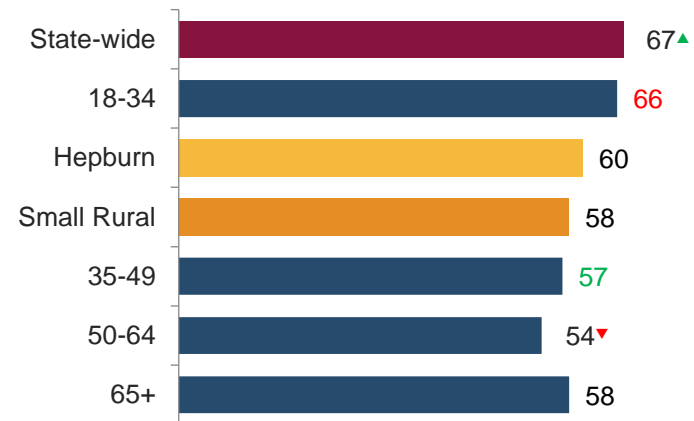
- ▲ The state-wide result is significantly higher than the overall result for the council.
- ▼ The result among 50-64 year olds is significantly lower than for the overall result for the council.

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

Therefore in the example below:

- The result among 35-49 year olds in the council is **significantly higher** than the result achieved among this group in 2021.
- The result among 18-34 year olds in the council is **significantly lower** than the result achieved among this group in 2021.

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





Appendix A: Index score significant difference calculation

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

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

Where:

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

All figures can be sourced from the detailed cross tabulations.

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

A large, dark blue, stylized letter 'W' graphic dominates the right side of the page. Within the negative space of the 'W', there are faint, light blue background graphics including a line graph with a grid and a bar chart with several bars of varying heights.

Appendix B: Further project information



Appendix B: Further information

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

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

Detailed survey tabulations

Detailed survey tabulations are available in supplied Excel file.

Contacts

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

(03) 8685 8555 or via email:

admin@jwsresearch.com



Appendix B: Survey methodology and sampling

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

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

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 60% 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 27th January – 24th March, 2022.



Appendix B: Analysis and reporting

All participating councils are listed in the State-wide report published on the DELWP website. In 2022, 67 of the 79 Councils throughout Victoria participated in this survey. For consistency of analysis and reporting across all projects, Local Government Victoria has aligned its presentation of data to use standard council groupings. Accordingly, the council reports for the community satisfaction survey provide analysis using these standard council groupings. Please note that councils participating across 2012-2022 vary slightly.

Council Groups

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, Northern Grampians, Pyrenees, Queenscliffe, Strathbogie, West Wimmera and Yarriambiack.

Wherever appropriate, results for Hepburn Shire Council for this 2022 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: 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 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 2012-2022 have been made throughout this report as appropriate.



Appendix B: Core, optional and tailored questions

Core, optional and tailored questions

Over and above necessary geographic and demographic questions required to ensure sample representativeness, a base set of questions for the 2022 State-wide Local Government Community Satisfaction Survey was designated as 'Core' and therefore compulsory inclusions for all participating Councils.

These core questions comprised:

- Overall performance last 12 months (Overall performance)
- Value for money in services and infrastructure (Value for money)
- Contact in last 12 months (Contact)
- Rating of contact (Customer service)
- Overall council direction last 12 months (Council direction)
- Community consultation and engagement (Consultation)
- Decisions made in the interest of the community (Making community decisions)
- Condition of sealed local roads (Sealed local roads)
- Waste management

Reporting of results for these core questions can always be compared against other participating councils in the council group and against all participating councils state-wide. Alternatively, some questions in the 2022 State-wide Local Government Community Satisfaction Survey were optional. Councils also had the ability to ask tailored questions specific only to their council.



Appendix B: Analysis and reporting

Reporting

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

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

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



Appendix B: Glossary of terms

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

CSS: 2022 Victorian Local Government Community Satisfaction Survey.

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

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

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

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

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

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

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

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

State-wide average: The average result for all participating councils in the State.

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

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

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