



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

**2016 RESEARCH REPORT**

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

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# BACKGROUND AND OBJECTIVES

Welcome to the report of results and recommendations for the 2016 State-wide Local Government Community Satisfaction Survey for Hepburn Shire Council.

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

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

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

# SURVEY METHODOLOGY AND SAMPLING

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

Survey sample matched to the demographic profile of Hepburn Shire Council as determined by the most recent ABS population estimates was purchased from an accredited supplier of publicly available phone records, including up to 10% mobile phone numbers to cater to the diversity of residents within Hepburn Shire Council, particularly younger people.

A total of n=400 completed interviews were achieved in Hepburn Shire Council. Survey fieldwork was conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March, 2016.

The 2016 results are compared with previous years, as detailed below:

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

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

Any variation of +/-1% between individual results and net scores in this report or the detailed survey tabulations is due to rounding. In reporting, '—' denotes not mentioned and '0%' denotes mentioned by less than 1% of respondents. 'Net' scores refer to two or more response categories being combined into one category for simplicity of reporting.

# SURVEY METHODOLOGY AND SAMPLING

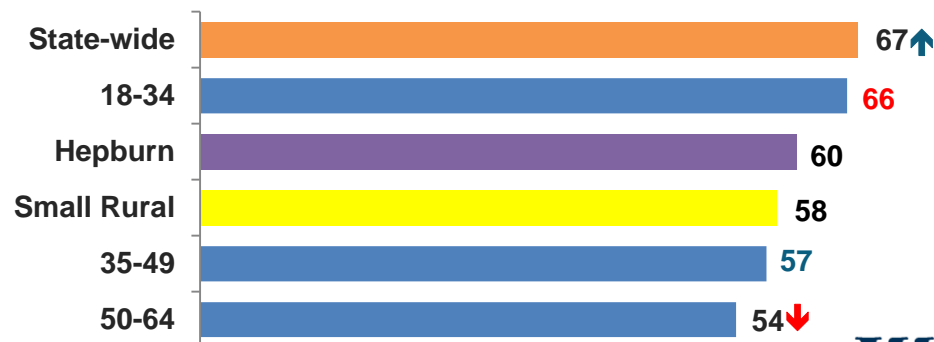
Within tables and index score charts throughout this report, statistically significant differences at the 95% confidence level are represented by upward directing blue and downward directing red arrows. Significance when noted indicates a significantly higher or lower result for the analysis group in comparison to the ‘Total’ result for the council for that survey question for that year. Therefore in the example below:

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

Further, results shown in blue and red indicate significantly higher or lower results than in 2015. 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 2015.
- The result among 18-34 year olds in the council is significantly lower than the result achieved among this group in 2015.

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



Note: For details on the calculations used to determine statistically significant differences, please refer to Appendix B.

# FURTHER INFORMATION

## Further Information

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

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

## Contacts

For further queries about the conduct and reporting of the 2016 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on (03) 8685 8555.

A satellite night view of South Africa, showing the country's outline and internal road network illuminated by city lights. The surrounding ocean is dark, and the landmass is primarily brown and green, with bright yellow and white lights indicating urban areas and major roads. The text "KEY FINDINGS & RECOMMENDATIONS" is overlaid in white, bold, sans-serif font across the center of the image.

# KEY FINDINGS & RECOMMENDATIONS

# KEY FINDINGS AND RECOMMENDATIONS

- Hepburn Shire Council's performance **improved on all but two core measures** compared to 2015 results. Increases in performance between 2015 and 2016 range from two to six index points across all measures.
  - Hepburn Shire improved most in the areas of **Community Consultation** (+6 index points) and **Making Community Decisions** (+5). Results are *significantly* higher in these areas than in 2015.
  - Hepburn Shire's performance on **Sealed Local Roads** stayed constant over the course of the past year, while **Customer Service** ratings decreased by two points.
  - While the gap is narrowing, Hepburn Shire still **underperforms** the average ratings for other Small Rural councils, as well as State-wide averages on every measure except for Council Direction.
  
- The **Overall Performance** index score of 51 represents a **three point increase** on the 2015 result. Overall Performance ratings have reached their highest point yet since 2012. Three in ten (30%) rate Hepburn Shire Council's performance as 'very good' or 'good' compared to 25% who rate it as 'very poor' or 'poor' and 42% as 'average'.



# KEY FINDINGS AND RECOMMENDATIONS

- **Community Consultation** (index score of 49) ratings saw the largest increase of all core measures, increasing by six points since 2015 – a statistically significant increase. Ratings on this measure are inching closer to 2013 highs (52). Perceptions of Community Consultation increased most among all groups with the exception of residents aged 35 to 49 (45, -1) in the past year.
- Perceptions of making **Community Decisions** also made *significant* strides (48, +5) in the past year. While ratings on this measure increased across wards, gains were highest in Birch Ward (48, +9).
- Hepburn Shire continues to **perform most strongly** in the area of **Customer Service** despite a loss of two points (index score of 60) since 2015. A majority (53%) of residents who have contacted Council rate customer service interactions as ‘very good’ or ‘good’ (24% average and 22% ‘very poor’ or ‘poor’). Just over three in five (63%) of residents contacted Council in the last year.
- More modest gains of two points were made in the past year on the measure of **Advocacy**. This measure has returned to 2014 levels.

# KEY FINDINGS AND RECOMMENDATIONS

- With the exception of Customer Service, Hepburn Shire Council **performs best** on all measures among the youngest (**aged 18 to 34 years**) cohort of residents, who also increased in their impressions of Hepburn Shire on almost all performance measures between 2015 and 2016.
- Conversely, **residents aged 35 to 64** tend to rate Hepburn Shire Council lowest on a majority of core measures, though impressions lag most among the cohort of **residents aged 35 to 49**.
- Slight geographic differences exist on specific measures. **Cameron / Holcombe / Coliban Ward residents rate Council lower than other geographic cohorts** when it comes to:
  - Council Direction (index score of 49 among Cameron / Holcombe / Coliban Ward residents compared to 51 among Creswick Ward and 52 among Birch Ward residents),
  - Community Consultation (48 compared to 50 each),
  - Advocacy (47 compared to 51 each) and
  - Community Decisions (47 compared to 50 and 48).

# KEY FINDINGS AND RECOMMENDATIONS

- An approach we recommend is to further mine the survey data to better understand the profile of these over and under-performing demographic groups. This can be achieved via additional consultation and data interrogation, or self-mining the SPSS data provided or via the dashboard portal available to the council.
- **A complimentary personal briefing by senior JWS Research representatives is also available to assist in providing both explanation and interpretation of the results. Please contact JWS Research on 03 8685 8555.**

# KEY FINDINGS AND RECOMMENDATIONS

## Higher results in 2016

- Community consultation
- Making community decisions

## Lower results in 2016

- Customer service

## Most favourably disposed towards Council

- 18-34 year olds

## Least favourably disposed towards Council

- 35-49 year olds

A satellite night view of South America, showing city lights and a network of white lines. The text "SUMMARY OF FINDINGS" is overlaid in white, bold, sans-serif font.

# SUMMARY OF FINDINGS

# 2016 SUMMARY OF CORE MEASURES INDEX SCORE RESULTS

Performance Measures	Hepburn 2012	Hepburn 2013	Hepburn 2014	Hepburn 2015	Hepburn 2016	Small Rural 2016	State- wide 2016
<b>OVERALL PERFORMANCE</b>	47	49	50	48	<b>51</b>	57	59
<b>COMMUNITY CONSULTATION</b> (Community consultation and engagement)	46	52	50	43	<b>49</b>	55	54
<b>ADVOCACY</b> (Lobbying on behalf of the community)	44	49	49	47	<b>49</b>	54	53
<b>MAKING COMMUNITY DECISIONS</b> (Decisions made in the interest of the community)	n/a	n/a	49	43	<b>48</b>	53	54
<b>SEALED LOCAL ROADS</b> (Condition of sealed local roads)	n/a	n/a	43	43	<b>43</b>	52	54
<b>CUSTOMER SERVICE</b>	61	65	63	62	<b>60</b>	69	69
<b>OVERALL COUNCIL DIRECTION</b>	42	51	49	49	<b>51</b>	50	51

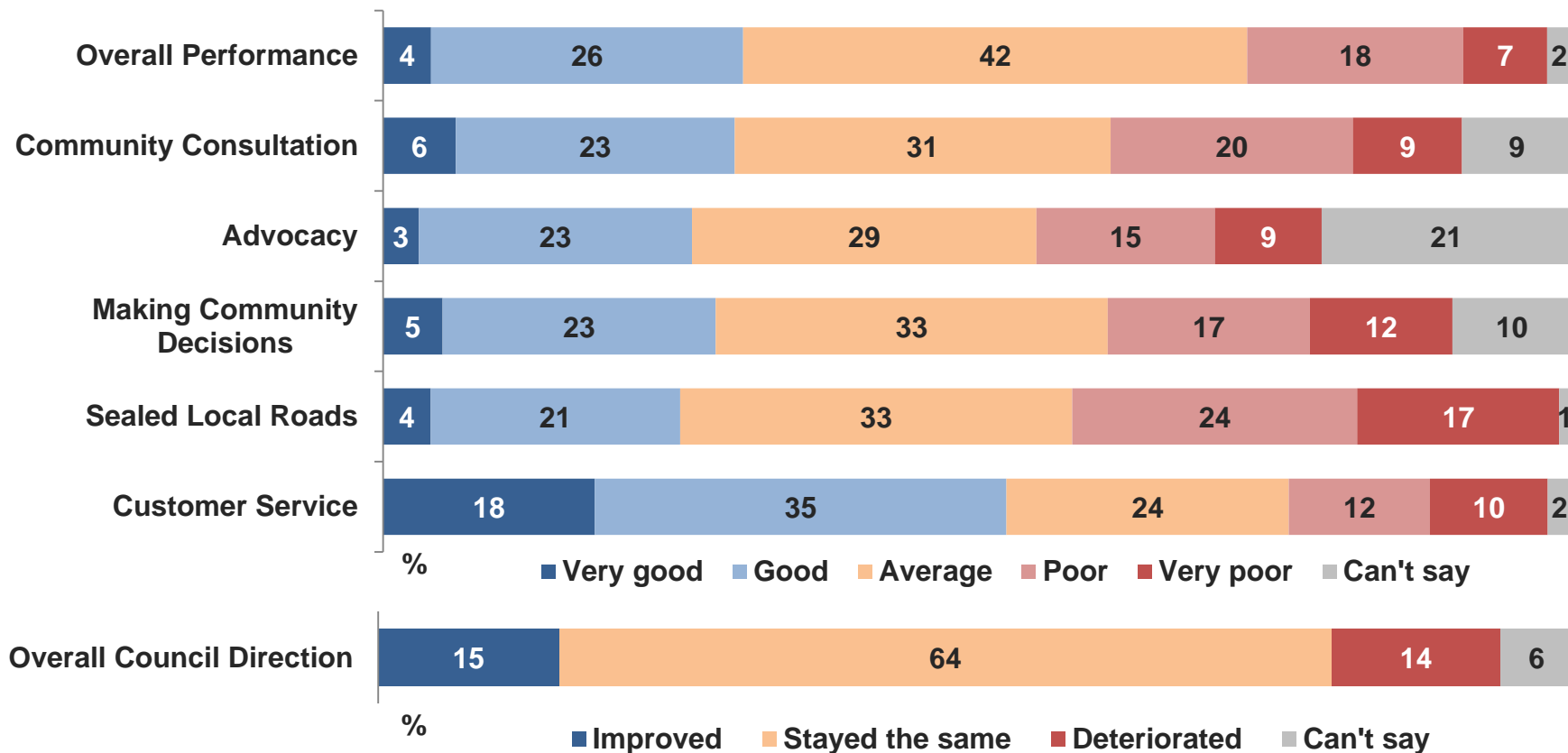
# 2016 SUMMARY OF CORE MEASURES

## DETAILED ANALYSIS

Performance Measures	Hepburn 2016	vs Hepburn 2015	vs Small Rural 2016	vs State-wide 2016	Highest score	Lowest score
<b>OVERALL PERFORMANCE</b>	<b>51</b>	3 points higher	6 points lower	8 points lower	18-34 year olds	35-64 year olds
<b>COMMUNITY CONSULTATION</b> (Community consultation and engagement)	<b>49</b>	6 points higher	6 points lower	5 points lower	18-34 year olds	35-49 year olds
<b>ADVOCACY</b> (Lobbying on behalf of the community)	<b>49</b>	2 points higher	5 points lower	4 points lower	18-34 year olds	35-49 year olds
<b>MAKING COMMUNITY DECISIONS</b> (Decisions made in the interest of the community)	<b>48</b>	5 points higher	5 points lower	6 points lower	18-34 year olds	35-49 year olds
<b>SEALED LOCAL ROADS</b> (Condition of sealed local roads)	<b>43</b>	Equal	9 points lower	11 points lower	18-34 year olds	35-49 year olds
<b>CUSTOMER SERVICE</b>	<b>60</b>	2 points lower	9 points lower	9 points lower	Women, 65+ year olds	Creswick Ward
<b>OVERALL COUNCIL DIRECTION</b>	<b>51</b>	2 points higher	1 point higher	Equal	18-34 year olds	50-64 year olds

# 2016 SUMMARY OF KEY COMMUNITY SATISFACTION PERCENTAGE RESULTS

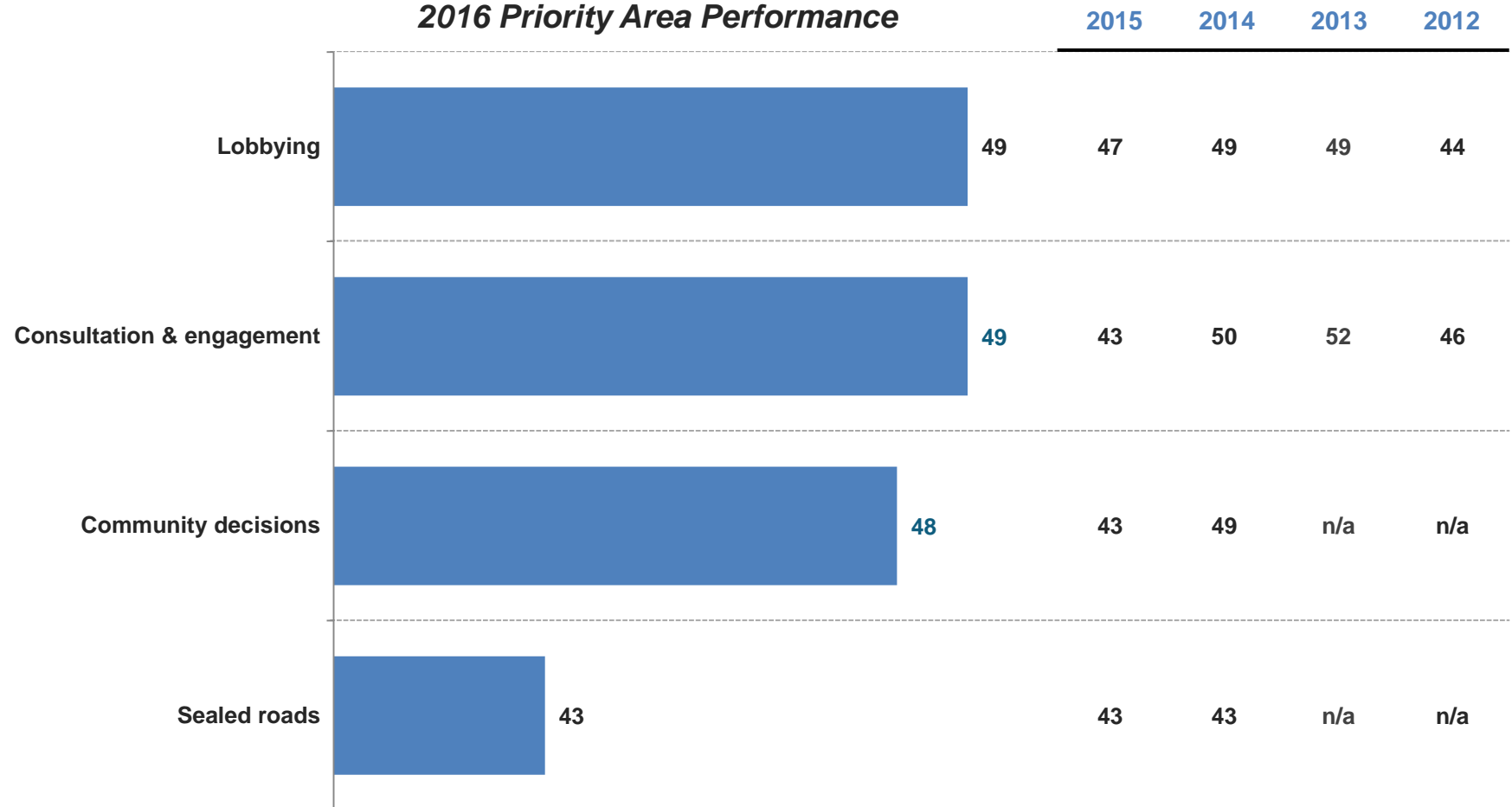
## Key Measures Summary Results





# 2016 PERFORMANCE SUMMARY

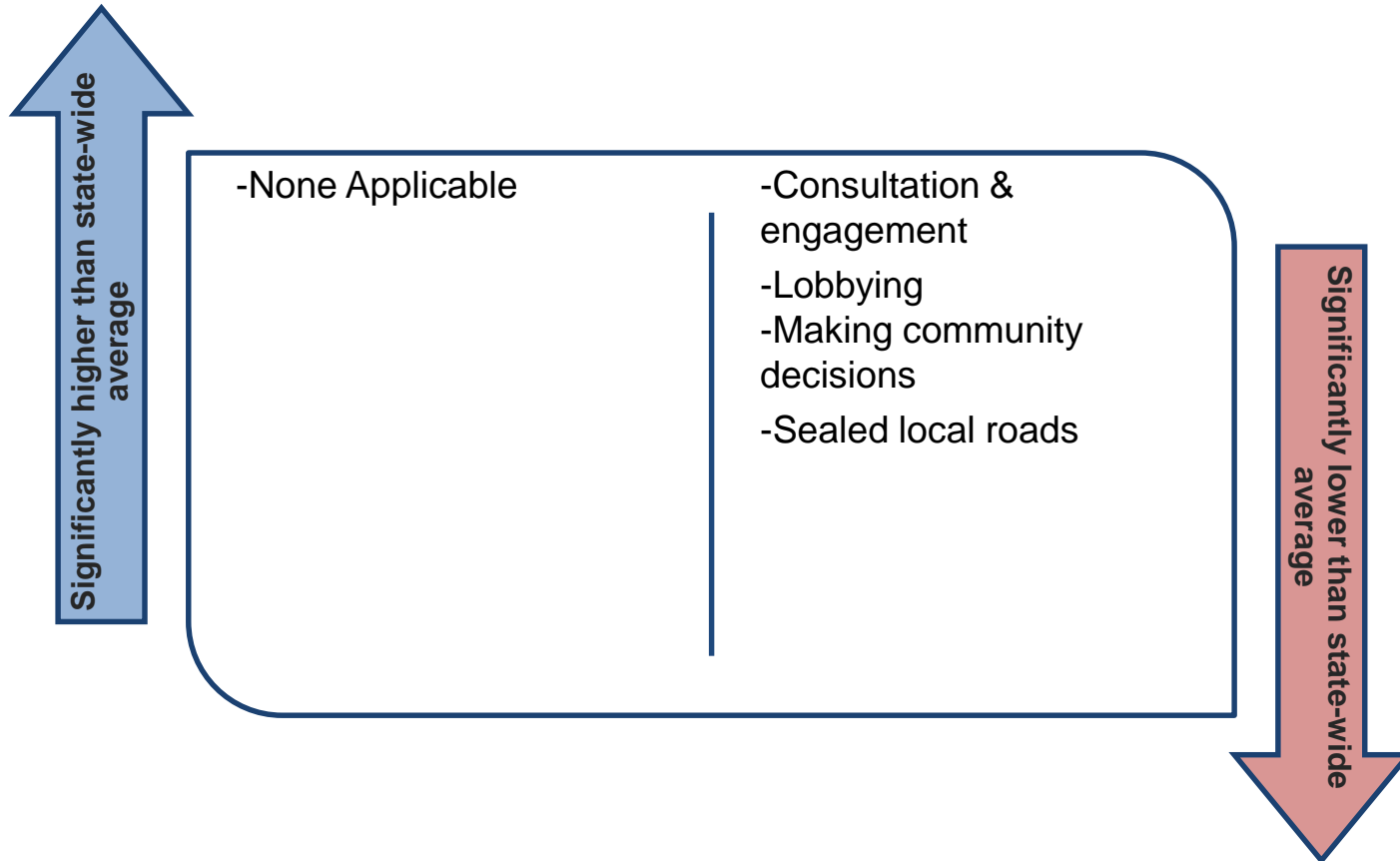
## 2016 Priority Area Performance



Base: All respondents. Councils asked state-wide: 69  
 Note: Please see page 5 for explanation of significant differences

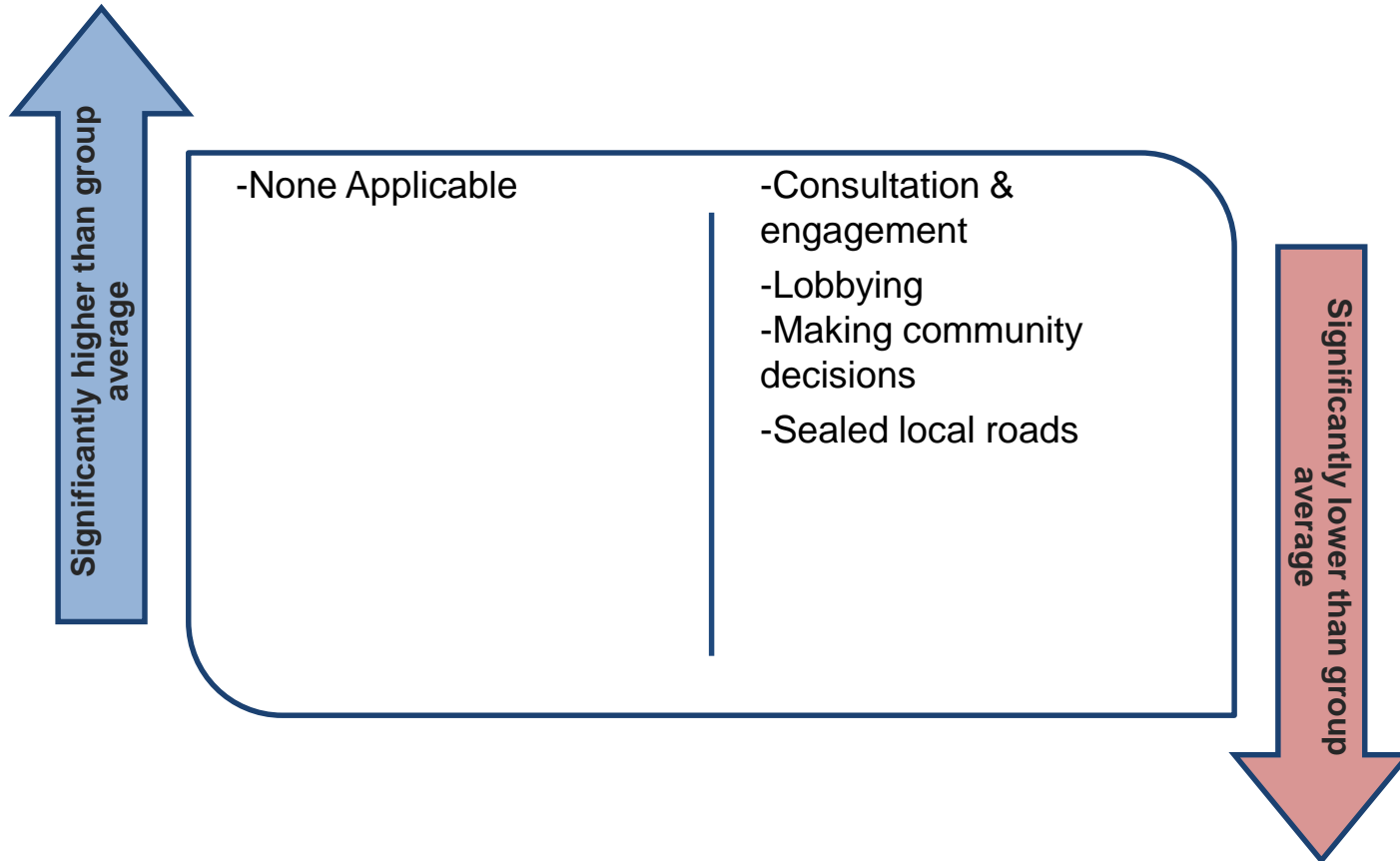
# INDIVIDUAL SERVICE AREAS SUMMARY

## COUNCIL'S PERFORMANCE VS STATE-WIDE AVERAGE



# INDIVIDUAL SERVICE AREAS SUMMARY

## COUNCIL'S PERFORMANCE VS GROUP AVERAGE



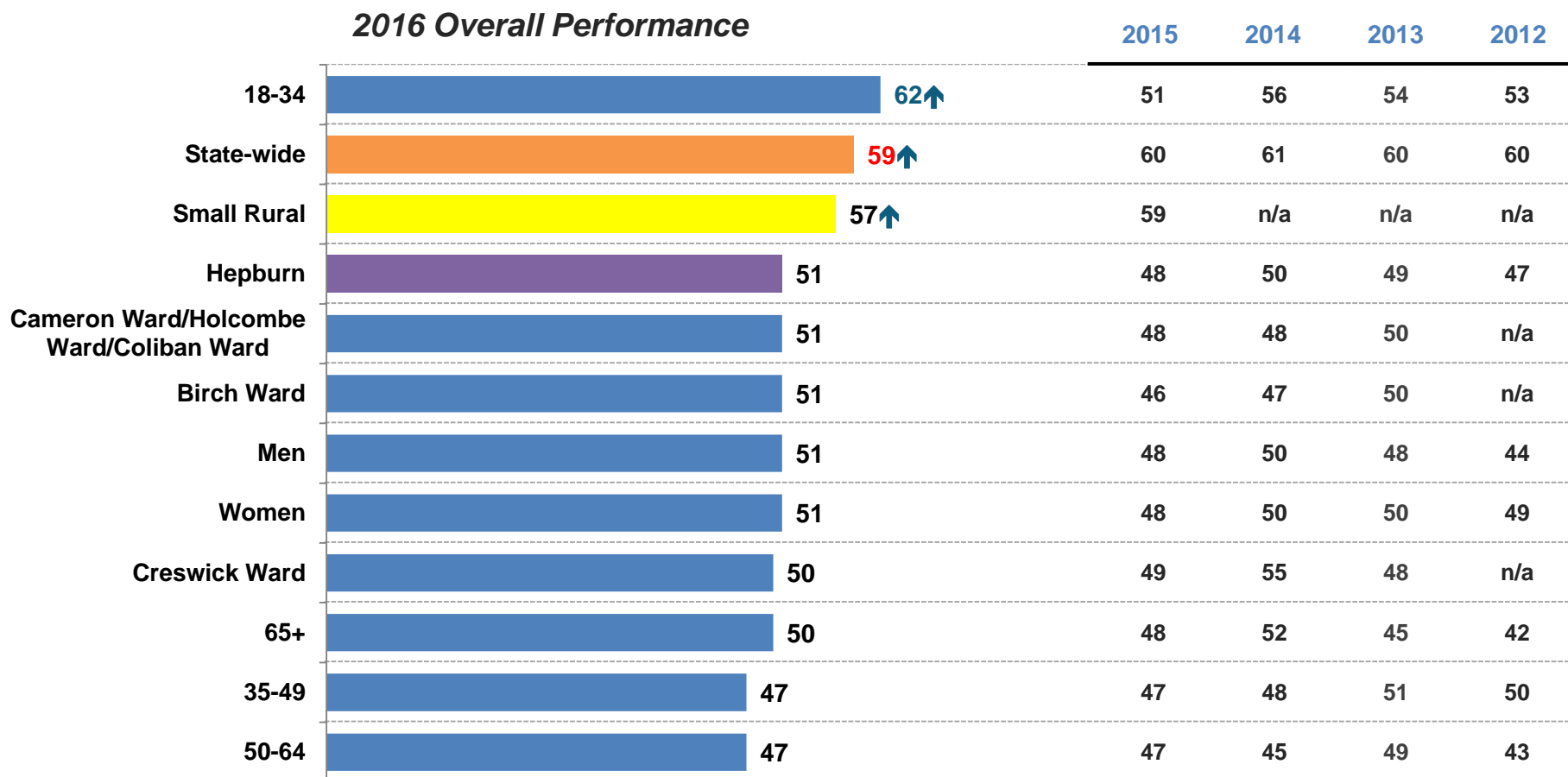
A satellite night view of South America, showing city lights and a network of white lines. The text "DETAILED FINDINGS" is overlaid on the left side of the image.

# DETAILED FINDINGS

A satellite night view of the United Kingdom, showing the island and surrounding waters. The landmass is illuminated by a dense network of glowing yellow and white lights, representing city lights and road networks. The surrounding waters are dark blue. The text "KEY CORE MEASURE" and "OVERALL PERFORMANCE" is overlaid on the left side of the image in white, bold, sans-serif font.

**KEY CORE MEASURE**  
**OVERALL PERFORMANCE**

# OVERALL PERFORMANCE INDEX SCORES



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?

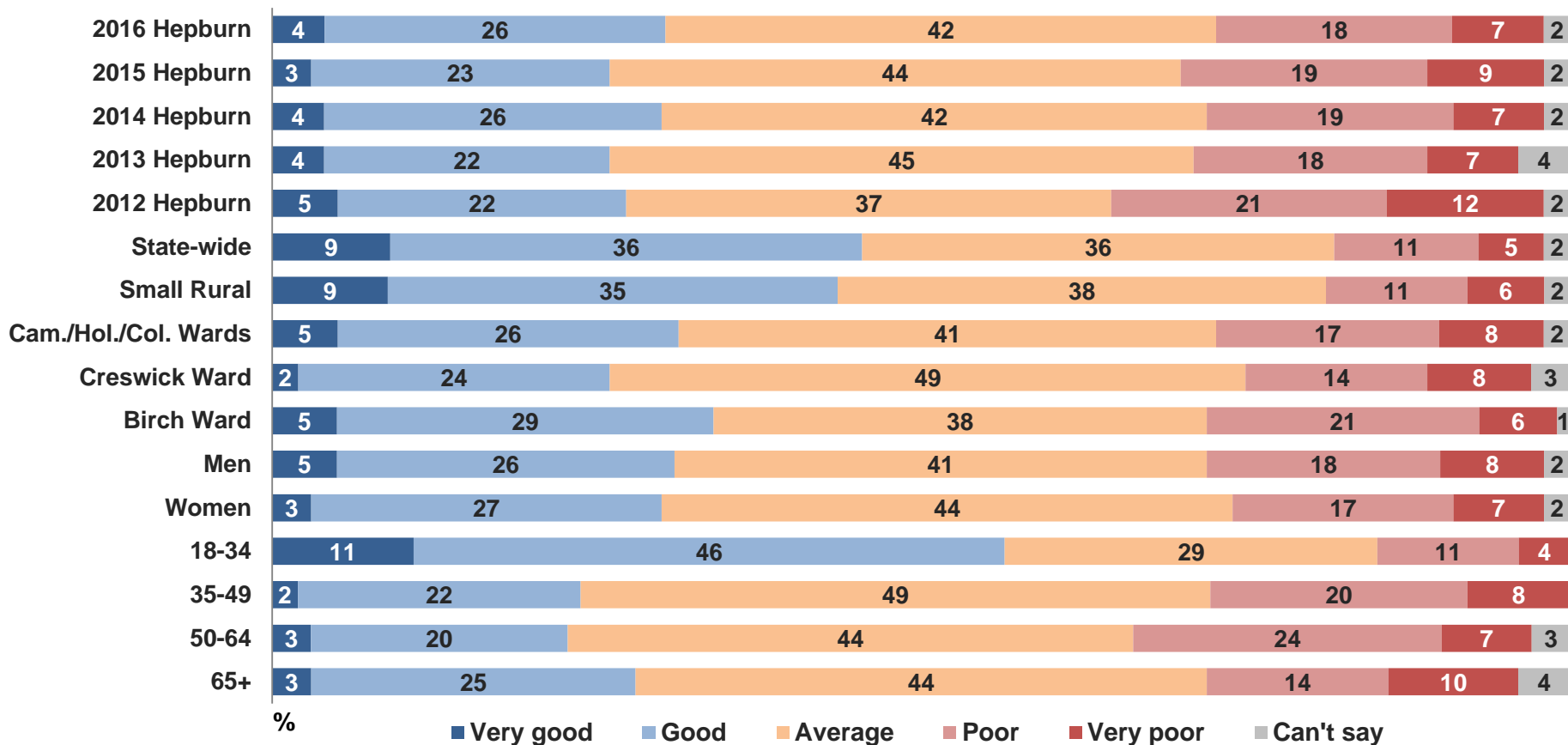
Base: All respondents. Councils asked state-wide: 69 Councils asked group: 17

Note: Please see page 5 for explanation about significant differences



# OVERALL PERFORMANCE DETAILED PERCENTAGES

## 2016 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: 69 Councils asked group: 17



An aerial night photograph of a city, likely San Francisco, showing a dense network of roads and buildings illuminated by streetlights and city lights. The lights create a complex web of yellow and white patterns against the dark landscape. The text 'KEY CORE MEASURE CUSTOMER SERVICE' is overlaid on the left side of the image in a bold, white, sans-serif font.

**KEY CORE MEASURE  
CUSTOMER SERVICE**



# CONTACT LAST 12 MONTHS SUMMARY

## Overall contact with Hepburn Shire Council

- 63%, up 2 points on 2015

## Most contact with Hepburn Shire Council

- Aged 35-49 years
- Cameron Ward/Holcombe Ward/Coliban Ward

## Least contact with Hepburn Shire Council

- Aged 65+ years
- Creswick Ward

## Customer Service rating

- Index score of 60, down 2 points on 2015

## Most satisfied with Customer Service

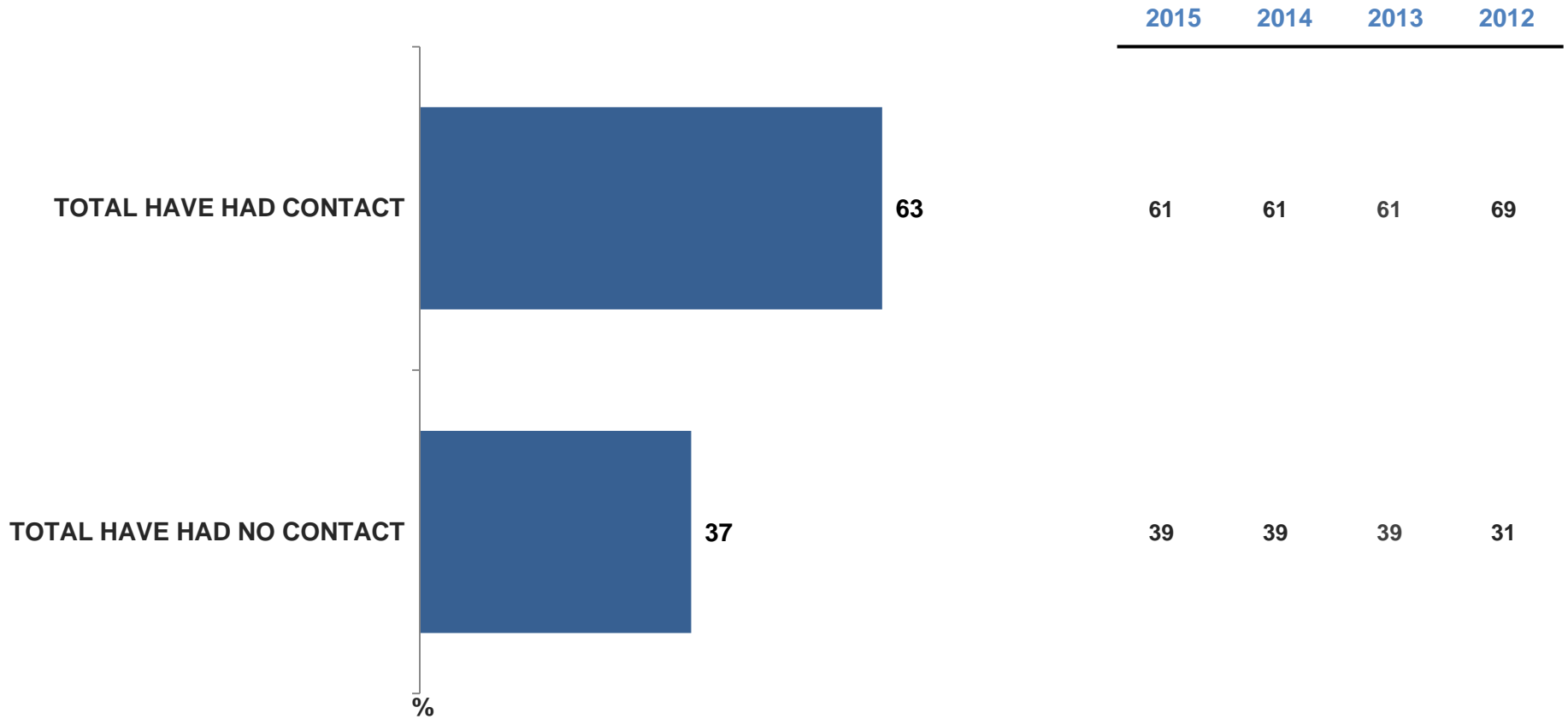
- Women
- Aged 65+ years

## Least satisfied with Customer Service

- Creswick Ward
- Men

# 2016 CONTACT WITH COUNCIL LAST 12 MONTHS

**2016 Method of Contact**



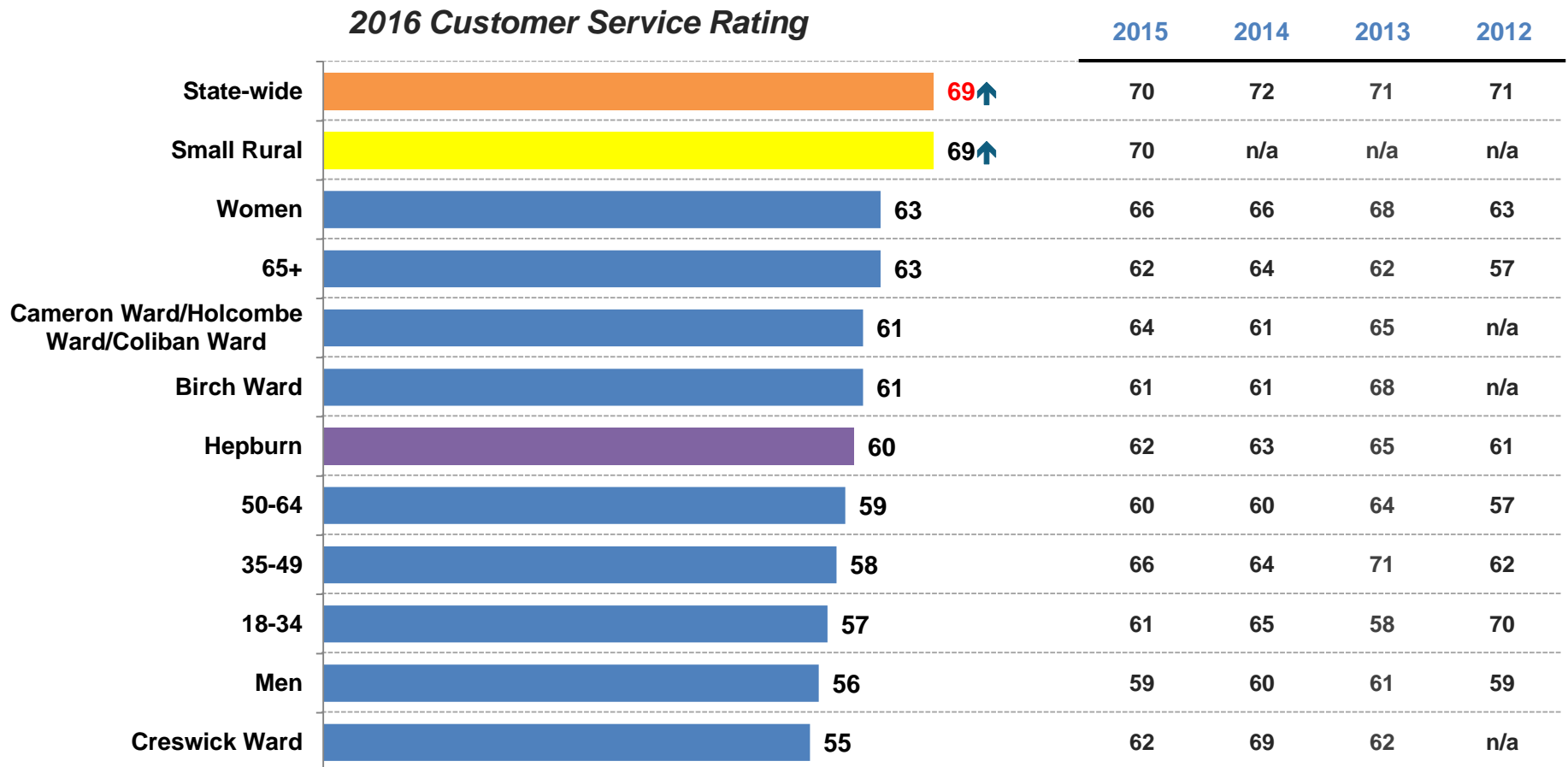
Q5. Over the last 12 months, have you or any member of your household had any contact with Hepburn Shire Council? This may have been in person, in writing, by telephone conversation, by text message, by email or via their website or social media such as Facebook or Twitter?

Base: All respondents. Councils asked state-wide: 52 Councils asked group: 13

Note: Please see page 5 for explanation about significant differences



# 2016 CONTACT CUSTOMER SERVICE INDEX SCORES



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.

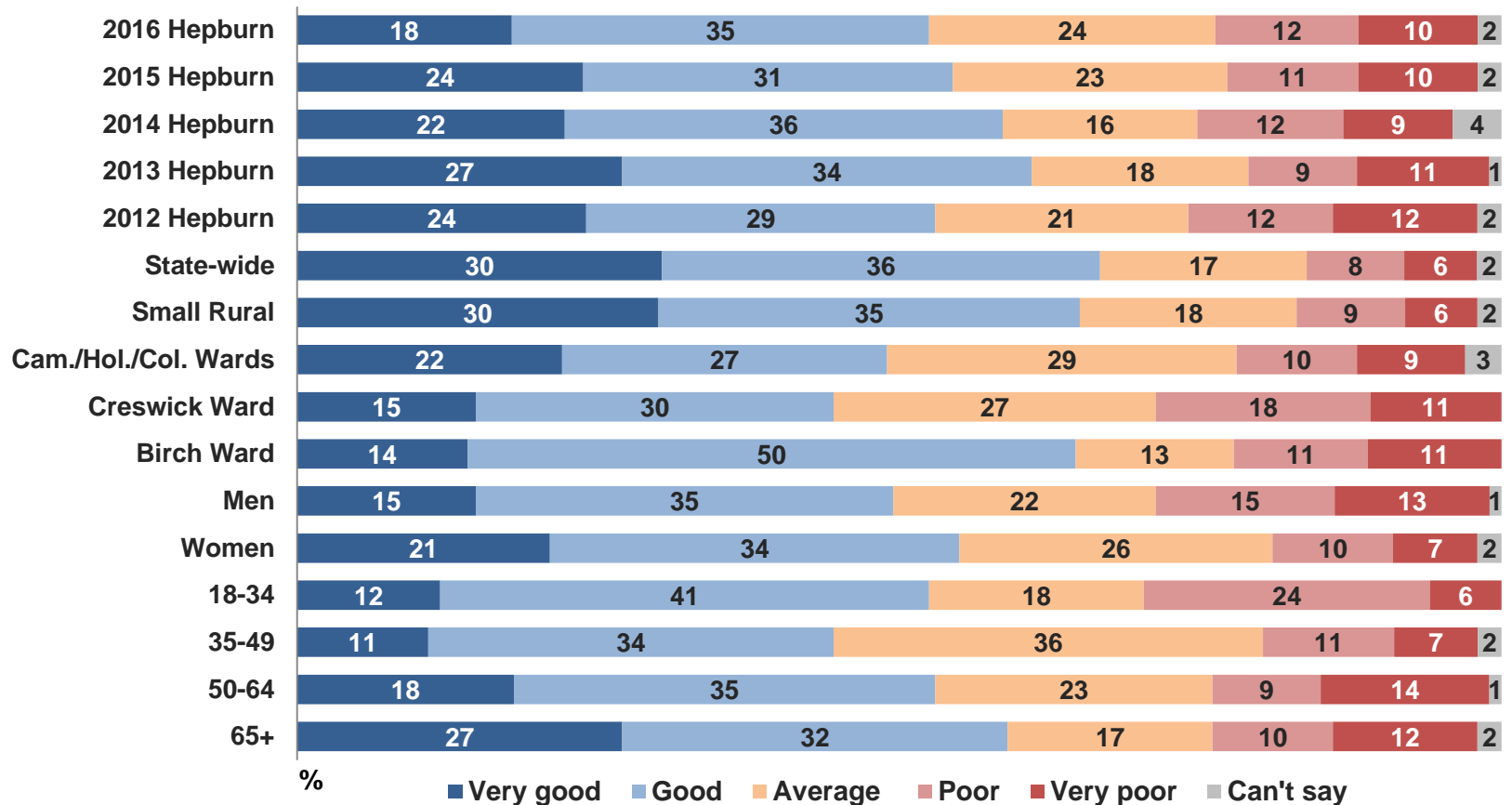
Councils asked state-wide: 69 Councils asked group: 17

Note: Please see page 5 for explanation about significant differences



# 2016 CONTACT CUSTOMER SERVICE DETAILED PERCENTAGES

## 2016 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: 69 Councils asked group: 17





**KEY CORE MEASURE  
COUNCIL DIRECTION INDICATORS**

# COUNCIL DIRECTION SUMMARY

## Council Direction over last 12 months

- 64% stayed about the same, up 7 points on 2015
- 15% improved, down 3 points on 2015
- 14% deteriorated, down 6 points on 2015

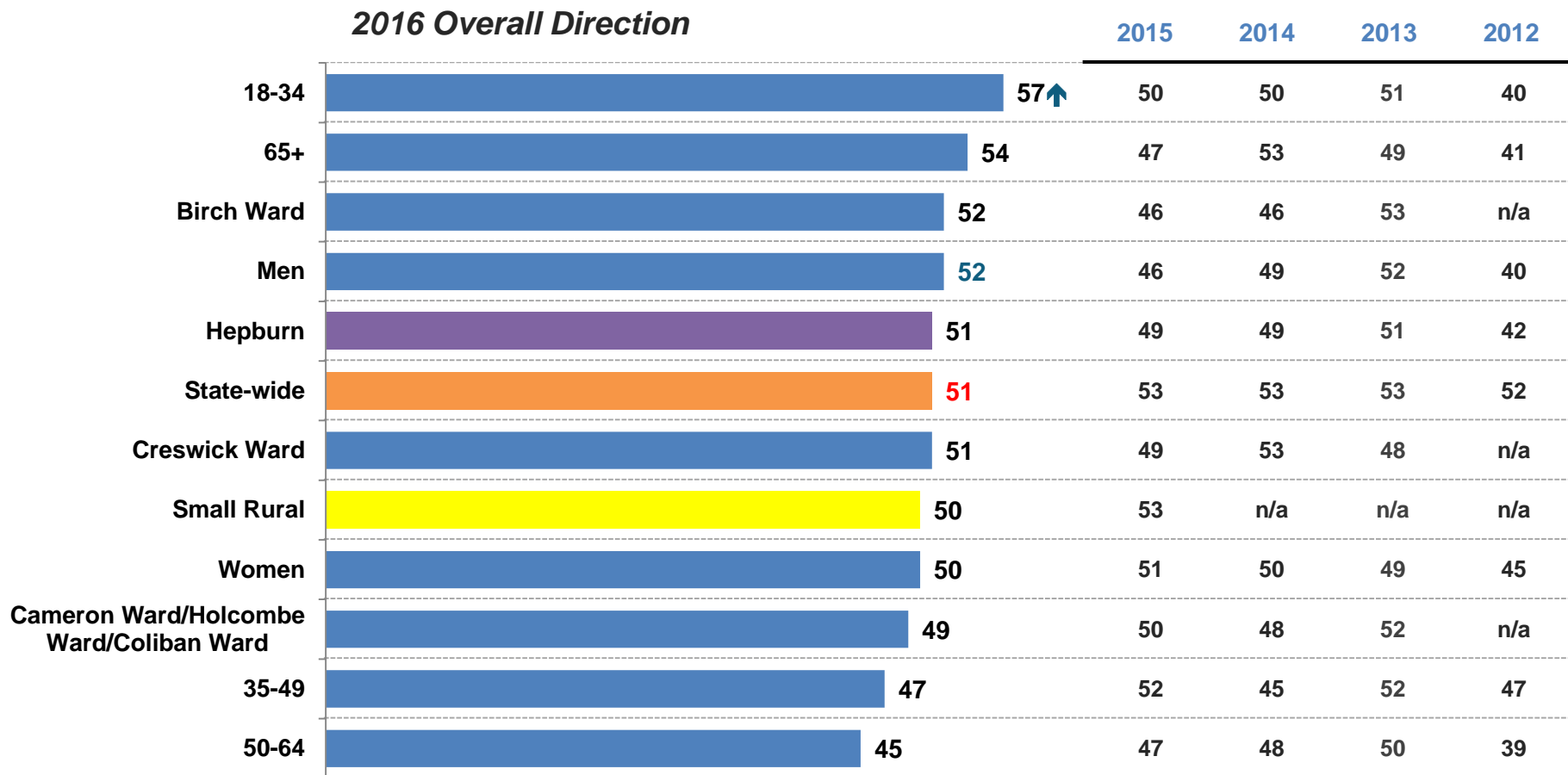
## Most satisfied with Council Direction

- Aged 18-34 years

## Least satisfied with Council Direction

- Aged 35-64 years

# 2016 OVERALL COUNCIL DIRECTION LAST 12 MONTHS INDEX SCORES



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

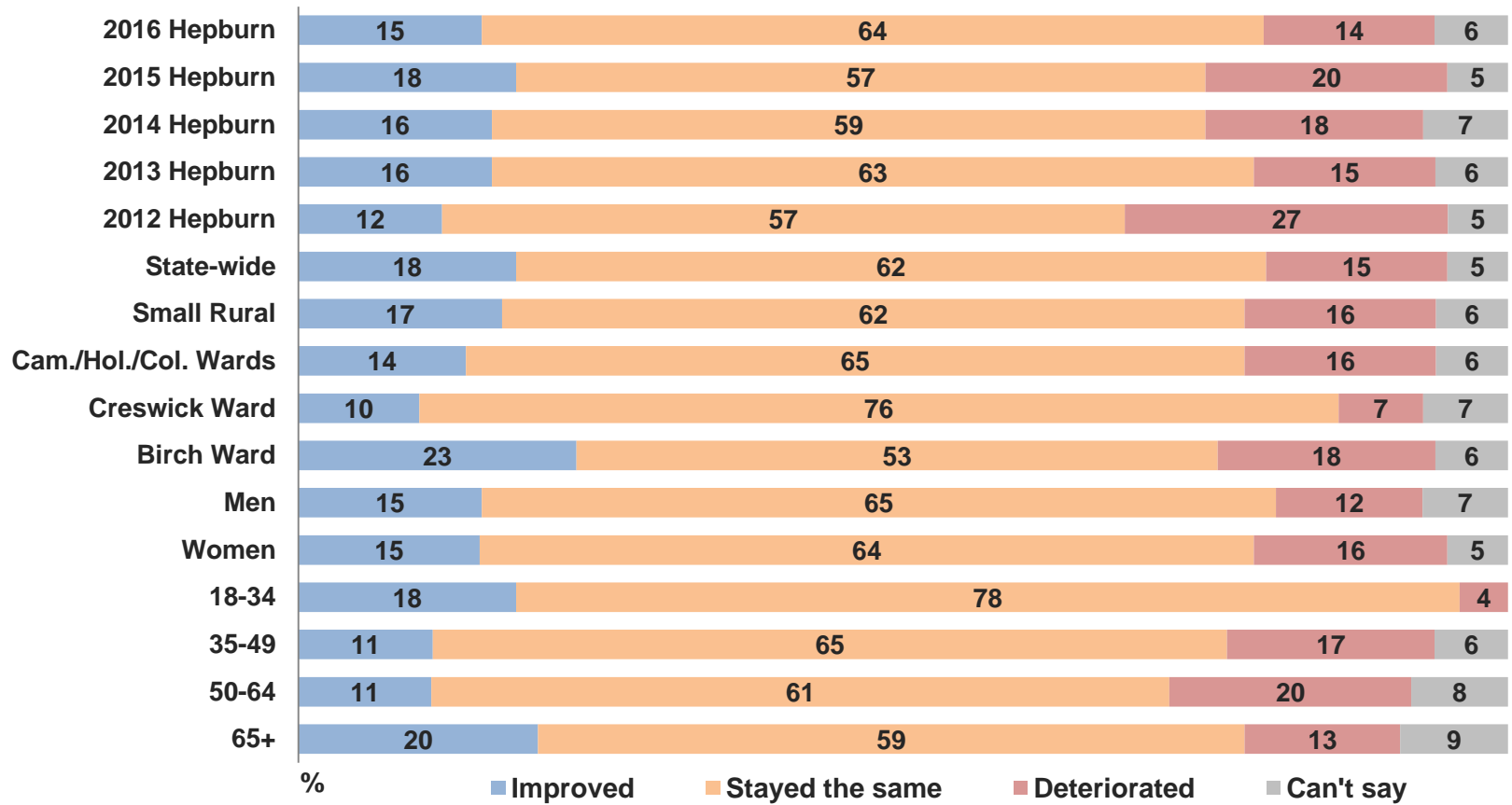
Base: All respondents. Councils asked state-wide: 69 Councils asked group: 17

Note: Please see page 5 for explanation about significant differences

# 2016 OVERALL COUNCIL DIRECTION LAST 12 MONTHS

## DETAILED PERCENTAGES

### 2016 Overall Direction



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

Base: All respondents. Councils asked state-wide: 69 Councils asked group: 17

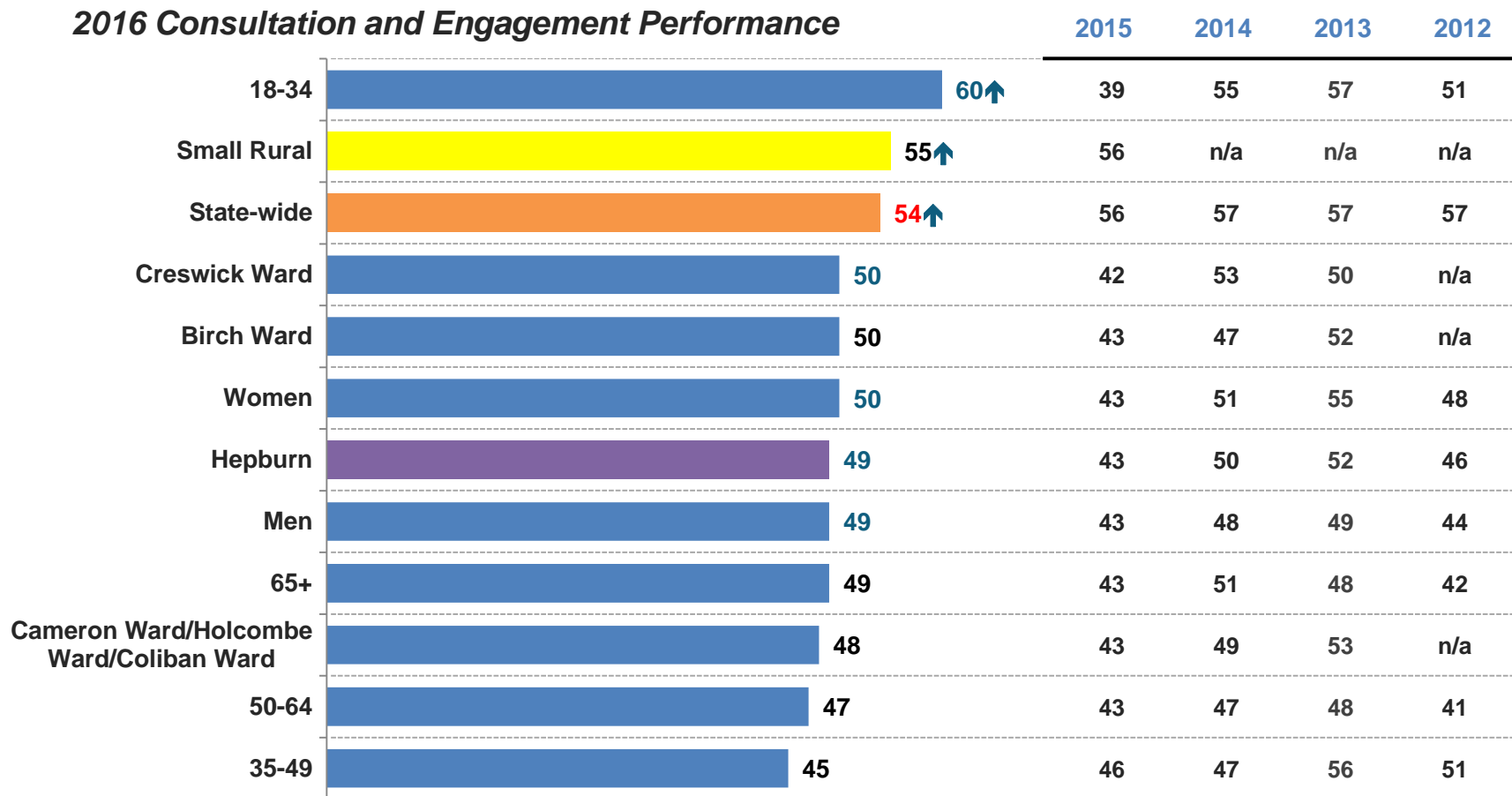


A satellite night map of the United States, showing the glowing outlines of individual service areas. The map is centered on the continental United States, with Alaska and Hawaii visible. The service areas are represented by a network of glowing yellow and white lines, indicating the boundaries of individual utility or service regions. The background is a dark, textured map of the United States, with the glowing service areas overlaid on top. The text "INDIVIDUAL SERVICE AREAS" is overlaid in the center of the map.

# INDIVIDUAL SERVICE AREAS

# 2016 COMMUNITY CONSULTATION AND ENGAGEMENT PERFORMANCE INDEX SCORES

## 2016 Consultation and Engagement Performance



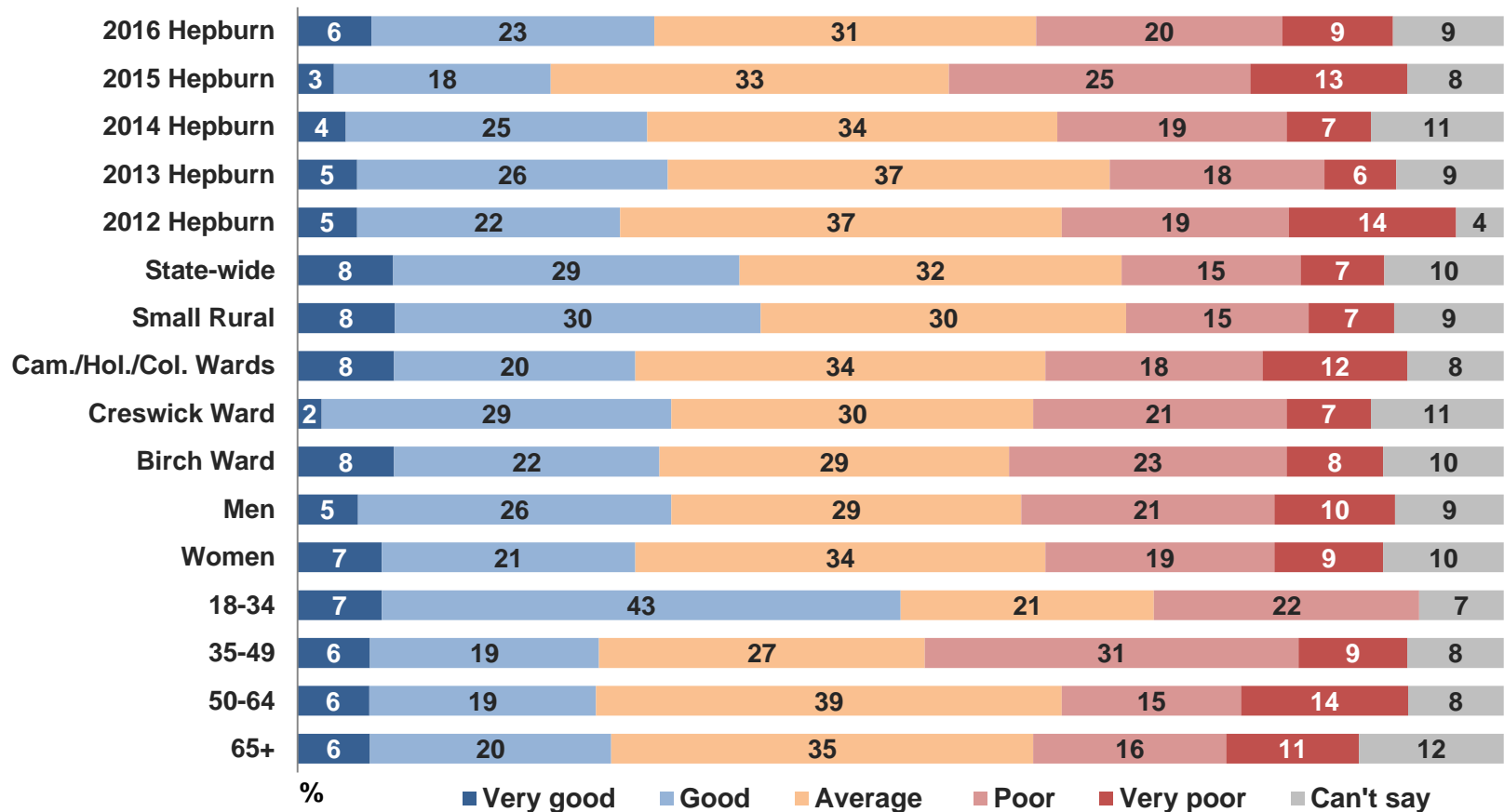
Q2. How has Council performed on 'community consultation and engagement' over the last 12 months?

Base: All respondents. Councils asked state-wide: 69 Councils asked group: 17

Note: Please see slide 5 for explanation about significant differences

# 2016 COMMUNITY CONSULTATION AND ENGAGEMENT PERFORMANCE DETAILED PERCENTAGES

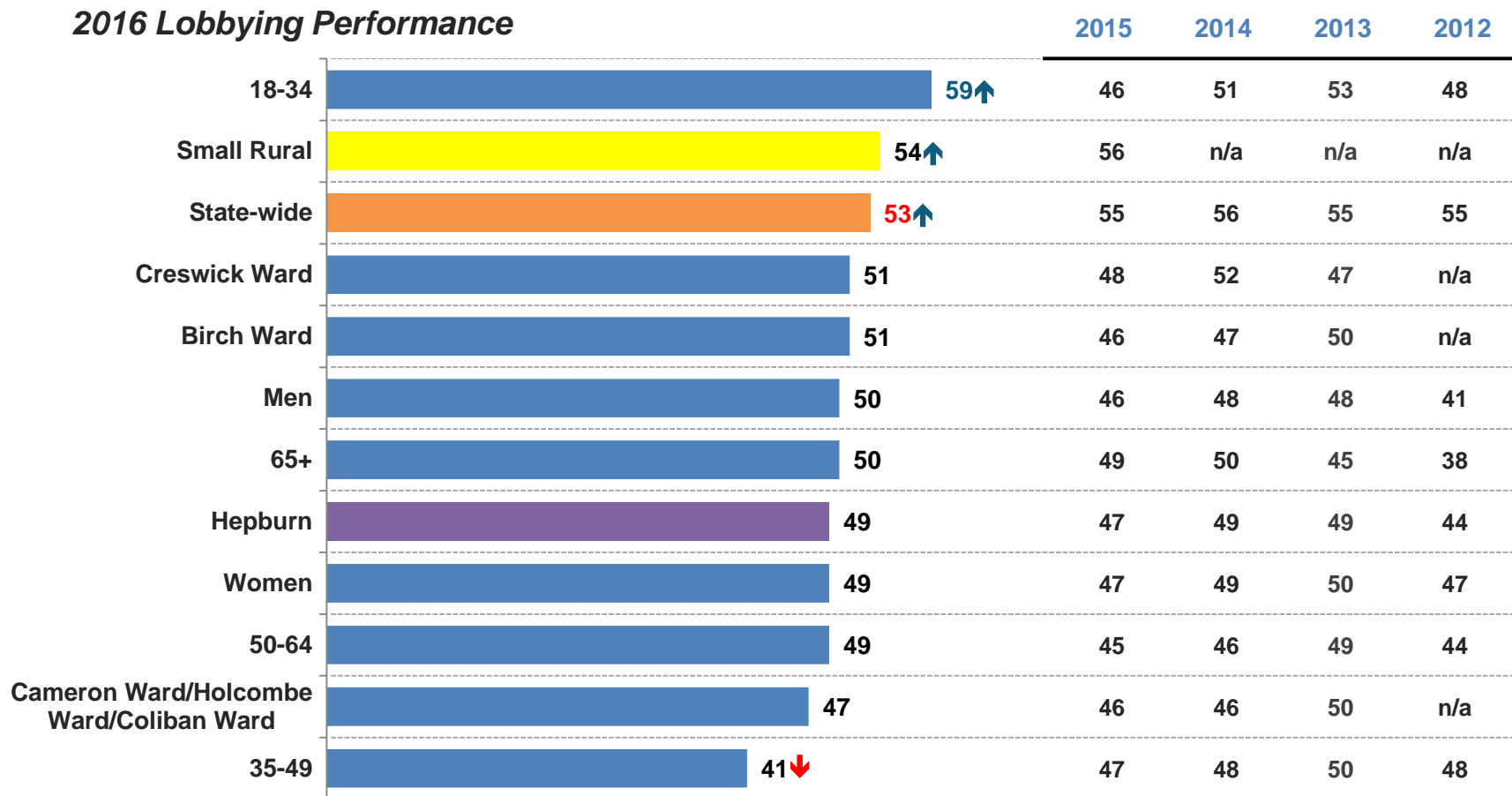
## 2016 Consultation and Engagement Performance



Q2. How has Council performed on 'community consultation and engagement' over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 69 Councils asked group: 17

# 2016 LOBBYING ON BEHALF OF THE COMMUNITY PERFORMANCE INDEX SCORES

## 2016 Lobbying Performance



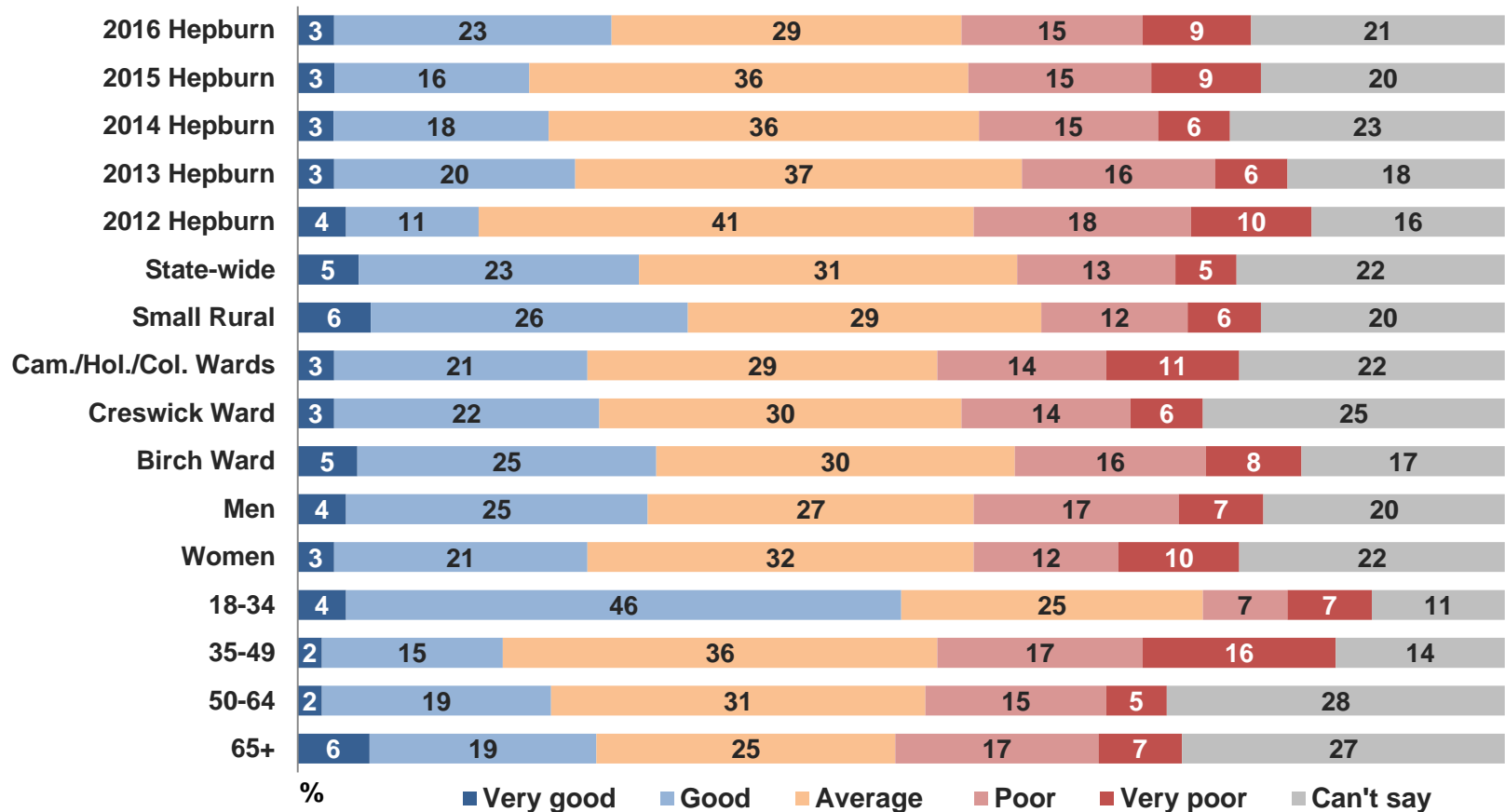
Q2. How has Council performed on 'lobbying on behalf of the community' over the last 12 months?

Base: All respondents. Councils asked state-wide: 69 Councils asked group: 17

Note: Please see slide 5 for explanation about significant differences

# 2016 LOBBYING ON BEHALF OF THE COMMUNITY PERFORMANCE DETAILED PERCENTAGES

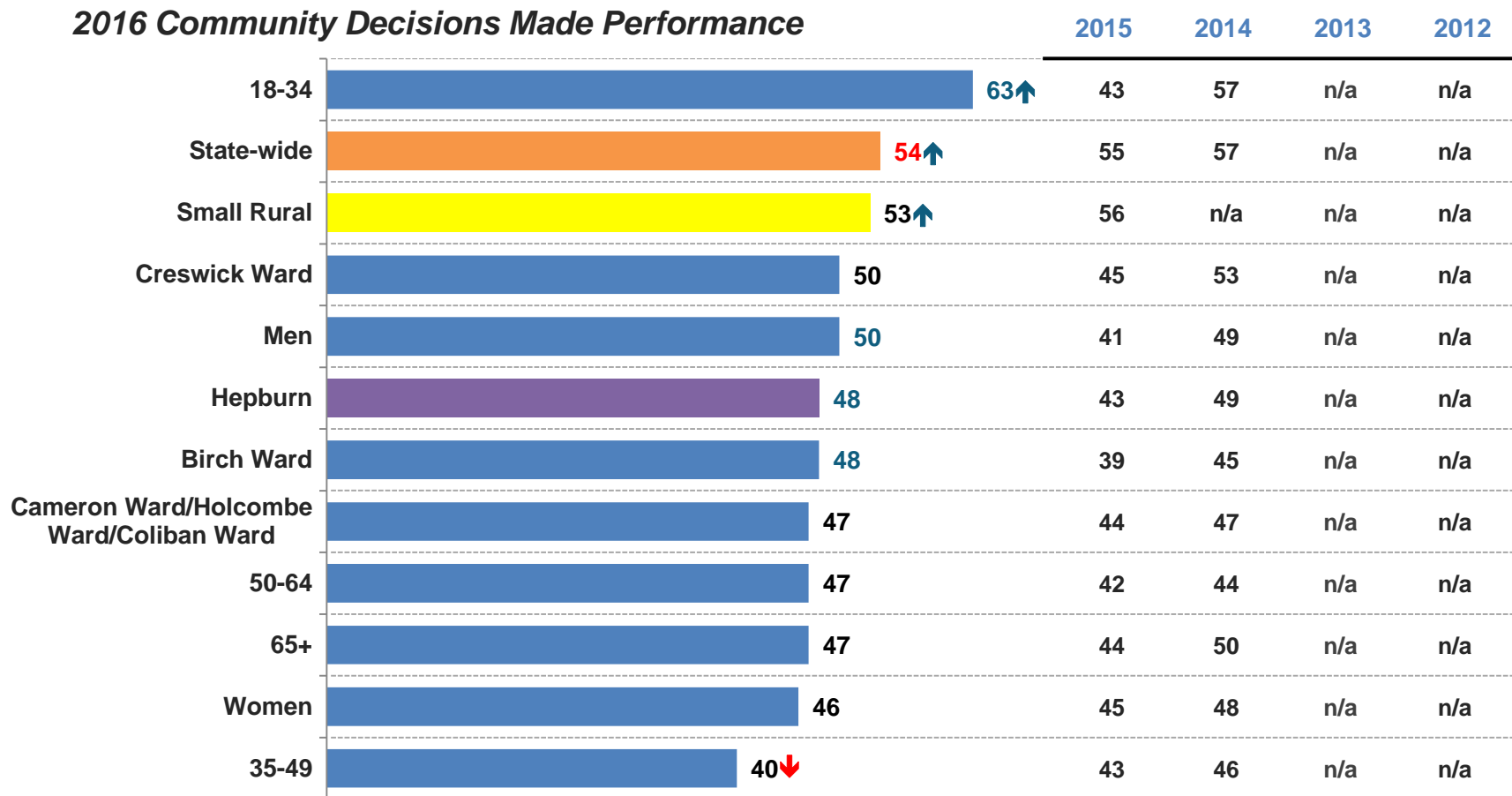
## 2016 Lobbying Performance



Q2. How has Council performed on 'lobbying on behalf of the community' over the last 12 months?  
Base: All respondents. Councils asked state-wide: 69 Councils asked group: 17

# 2016 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY PERFORMANCE INDEX SCORES

## 2016 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: 69 Councils asked group: 17

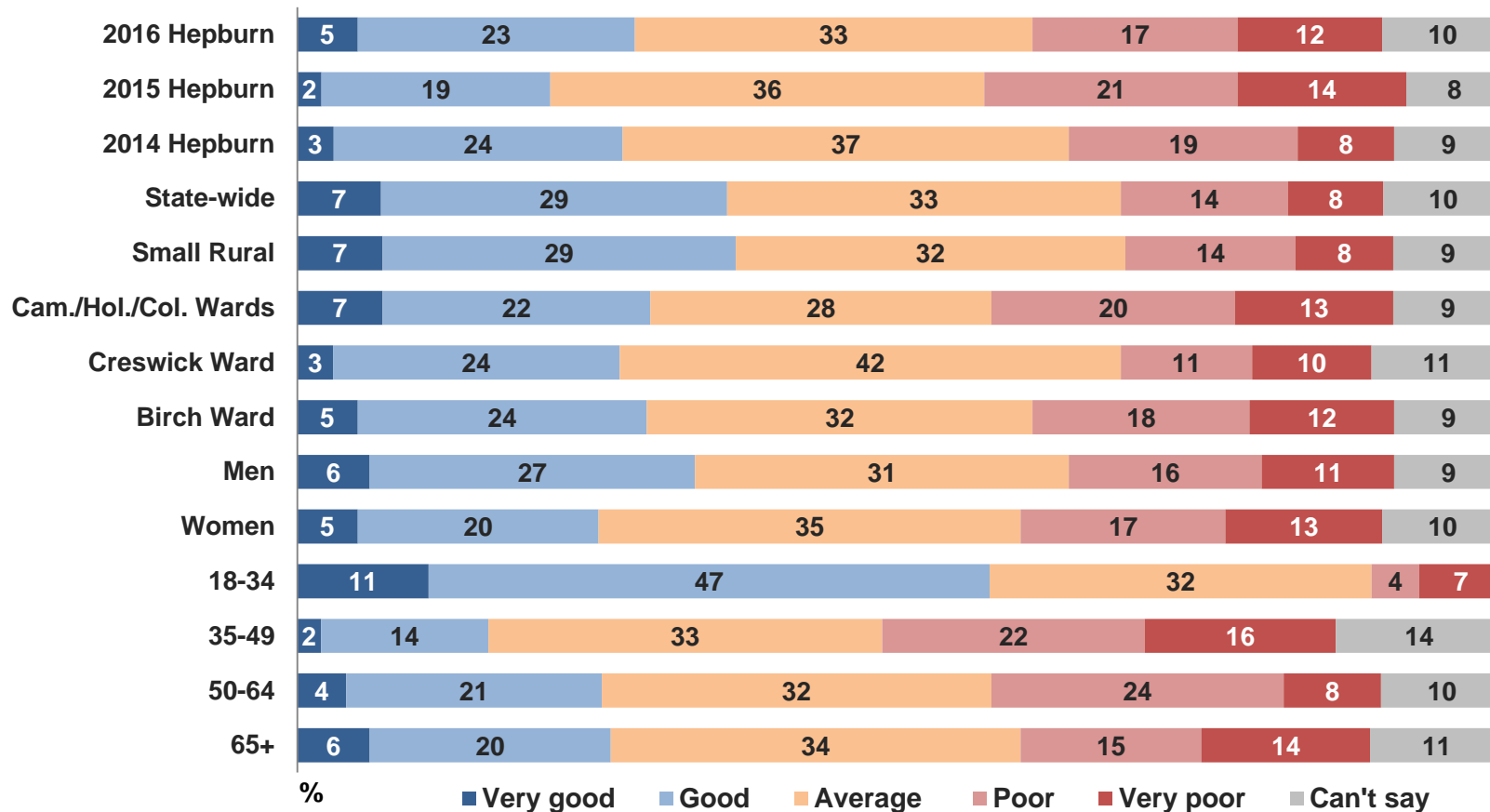
Note: Please see slide 5 for explanation about significant differences



# 2016 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY

## PERFORMANCE DETAILED PERCENTAGES

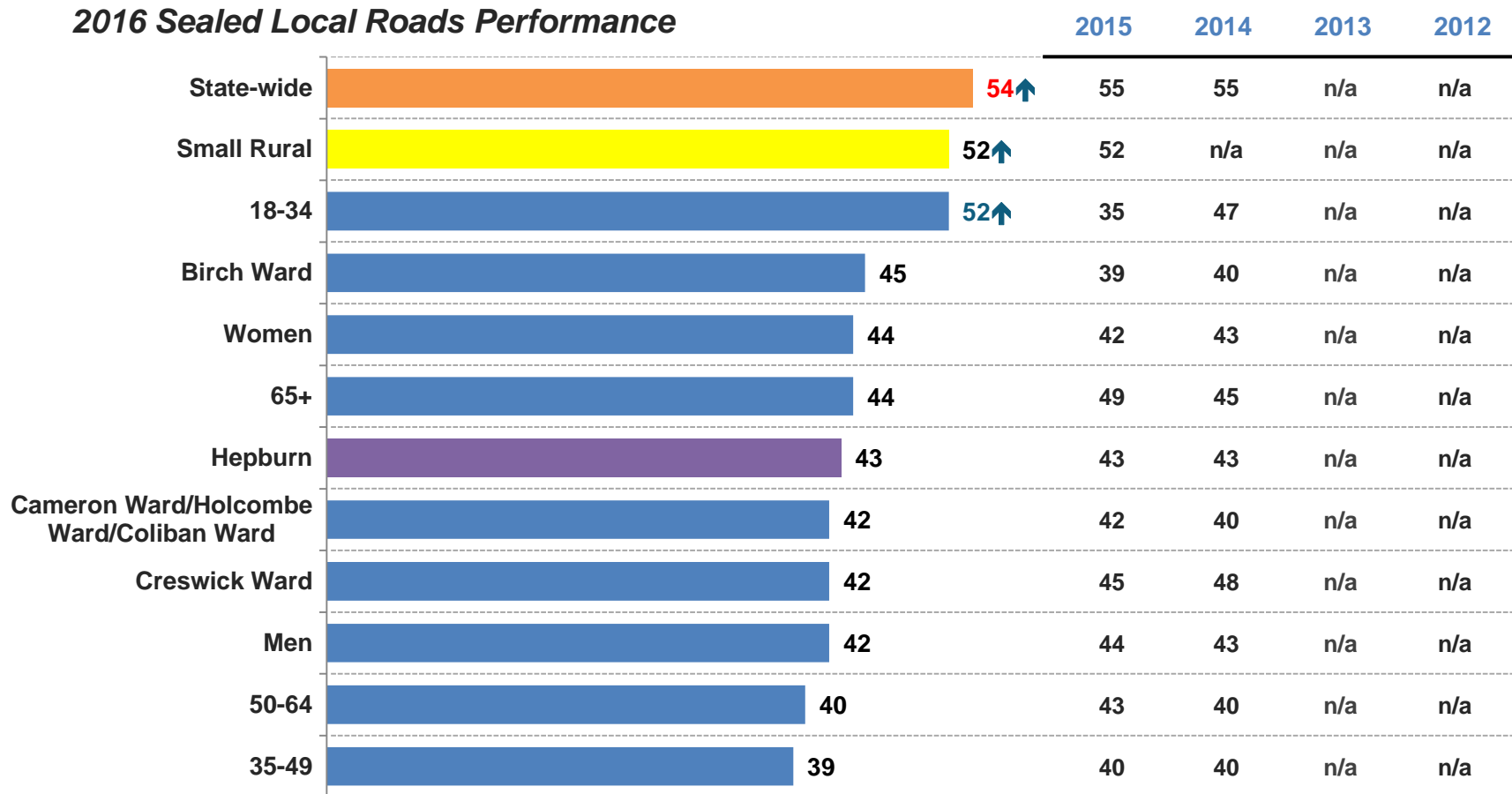
2016 Community Decisions Made Performance



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: 69 Councils asked group: 17

# 2016 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA PERFORMANCE INDEX SCORES

## 2016 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: 69 Councils asked group: 17

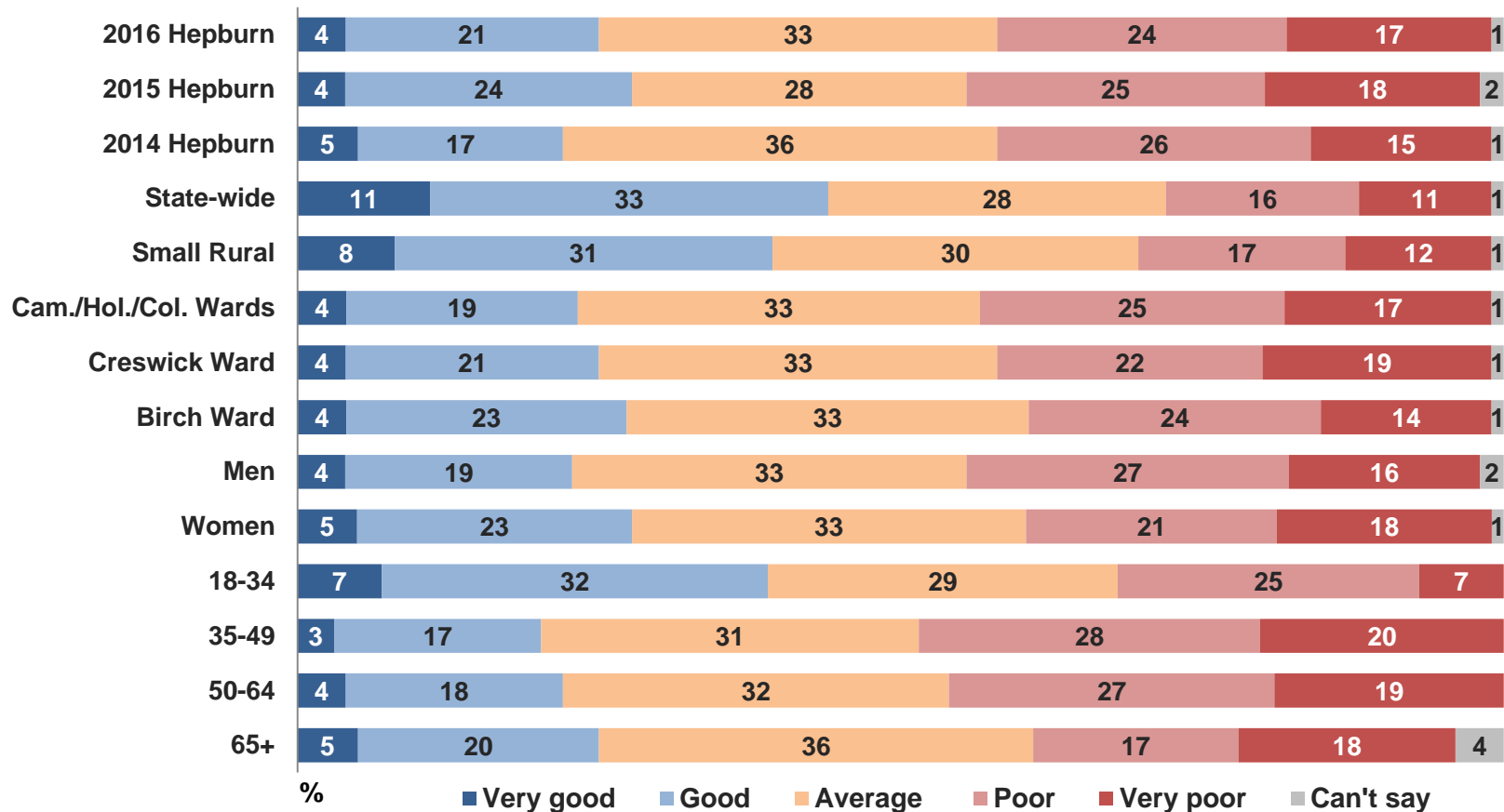
Note: Please see slide 5 for explanation about significant differences



# 2016 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA

## PERFORMANCE DETAILED PERCENTAGES

2016 Sealed Local Roads Performance



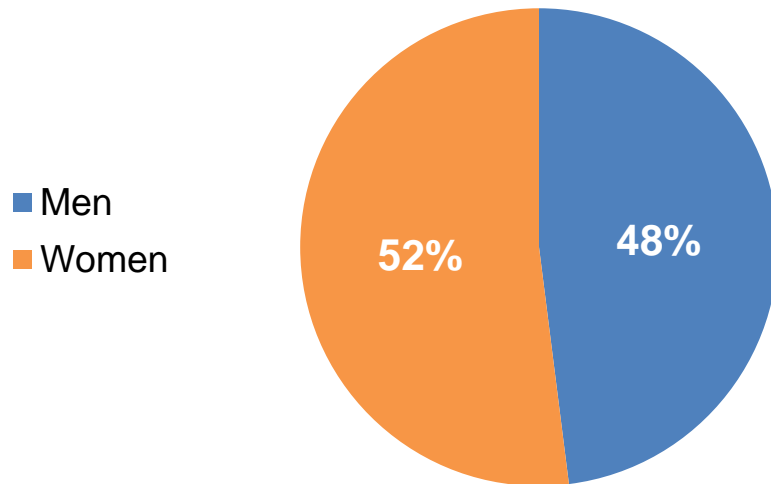
Q2. How has Council performed on 'the condition of sealed local roads in your area' over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 69 Councils asked group: 17

A satellite night view of South America, showing the continent's outline against the dark blue ocean. The landmass is illuminated by a dense network of glowing yellow and white lines representing roads and city lights. Major urban centers like Lima, Bogotá, and São Paulo are particularly bright. The text "DETAILED DEMOGRAPHICS" is overlaid in white, bold, sans-serif font across the center of the continent.

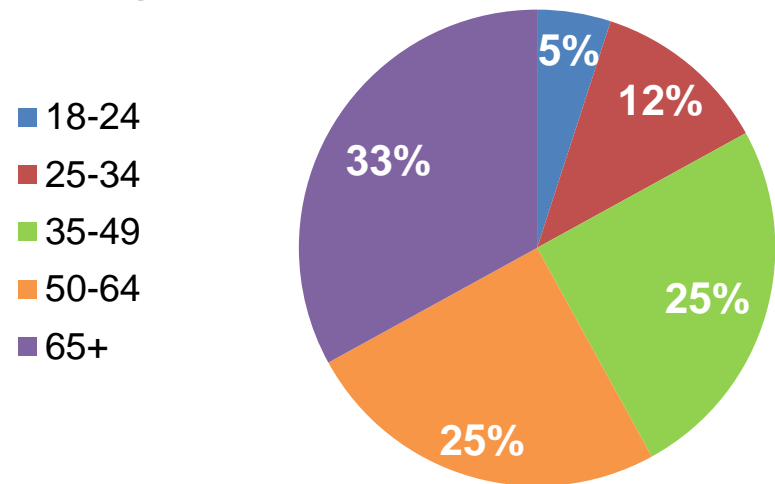
# DETAILED DEMOGRAPHICS

# 2016 GENDER AND AGE PROFILE

## Gender



## Age



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

S3. [Record gender] / S4. To which of the following age groups do you belong?  
 Base: All respondents. Councils asked state-wide: 69 Councils asked group: 17



**APPENDIX A:  
DETAILED SURVEY TABULATIONS**

**AVAILABLE IN SUPPLIED EXCEL FILE**

A satellite night view of the United States, showing city lights and a dense network of roads. The text is overlaid on the left side of the image.

**APPENDIX B:  
FURTHER PROJECT INFORMATION**

# APPENDIX B:

## BACKGROUND AND OBJECTIVES

The survey was revised in 2012. As a result:

- The survey is now conducted as a representative random probability survey of residents aged 18 years or over in local councils, whereas previously it was conducted as a ‘head of household’ survey.
- As part of the change to a representative resident survey, results are now weighted post survey to the known population distribution of Hepburn Shire Council according to the most recently available Australian Bureau of Statistics population estimates, whereas the results were previously not weighted.
- The service responsibility area performance measures have changed significantly and the rating scale used to assess performance has also changed.

As such, the results of the 2012 State-wide Local Government Community Satisfaction Survey should be considered as a benchmark. Please note that comparisons should not be made with the State-wide Local Government Community Satisfaction Survey results from 2011 and prior due to the methodological and sampling changes. **Comparisons in the period 2012-2016 have been made throughout this report as appropriate.**

# APPENDIX B:

## MARGINS OF ERROR

The sample size for the 2016 State-wide Local Government Community Satisfaction Survey for Hepburn Shire Council was n=400. Unless otherwise noted, this is the total sample base for all reported charts and tables.

The maximum margin of error on a sample of approximately n=400 interviews is +/-4.8% at the 95% confidence level for results around 50%. Margins of error will be larger for any sub-samples. As an example, a result of 50% can be read confidently as falling midway in the range 45.2% - 54.8%.

Maximum margins of error are listed in the table below, based on a population of 12,000 people aged 18 years or over for Hepburn Shire Council, according to ABS estimates.

Demographic	Actual survey sample size	Weighted base	Maximum margin of error at 95% confidence interval
Hepburn Shire Council	400	400	+/-4.8
Men	182	192	+/-7.2
Women	218	208	+/-6.6
Cameron Ward/Holcombe Ward/Coliban Ward	173	169	+/-7.4
Creswick Ward	106	111	+/-9.5
Birch Ward	121	120	+/-8.9
18-34 years	28	69	+/-18.8
35-49 years	64	98	+/-12.3
50-64 years	134	101	+/-8.4
65+ years	174	132	+/-7.4

# APPENDIX B:

## ANALYSIS AND REPORTING

All participating councils are listed in the state-wide report published on the DELWP website. In 2016, 69 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 2012-2016 vary slightly.

### Council Groups

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

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

Councils participating in the Small Rural group are: Alpine, Ararat, Benalla, Buloke, Central Goldfields, Gannawarra, Hepburn, Hindmarsh, Indigo, Loddon, Mansfield, Murrindindi, Pyrenees, Queenscliffe, Towong, West Wimmera and Yarriambiack.

Wherever appropriate, results for Hepburn Shire Council for this 2016 State-wide Local Government Community Satisfaction Survey have been compared against other participating councils in the Small Rural group and on a state-wide basis. Please note that council groupings changed for 2015, and as such comparisons to council group results before that time can not be made within the reported charts.



# APPENDIX B:

## ANALYSIS AND REPORTING

### Index Scores

Many questions ask respondents to rate council performance on a five-point scale, for example, from 'very good' to 'very poor', with 'can't say' also a possible response category. To facilitate ease of reporting and comparison of results over time, starting from the 2012 benchmark survey and measured against the state-wide result and the council group, an 'Index Score' has been calculated for such measures.

The Index Score is calculated and represented as a score out of 100 (on a 0 to 100 scale), with 'can't say' responses excluded from the analysis. The '% RESULT' for each scale category is multiplied by the 'INDEX FACTOR'. This produces an 'INDEX VALUE' for each category, which are then summed to produce the 'INDEX SCORE', equating to '60' in the following example.

SCALE CATEGORIES	% RESULT	INDEX FACTOR	INDEX VALUE
Very good	9%	100	9
Good	40%	75	30
Average	37%	50	19
Poor	9%	25	2
Very poor	4%	0	0
Can't say	1%	--	INDEX SCORE 60

# APPENDIX B:

## ANALYSIS AND REPORTING

Similarly, an Index Score has been calculated for the Core question ‘Performance direction in the last 12 months’, based on the following scale for each performance measure category, with ‘Can’t say’ responses excluded from the calculation.

SCALE CATEGORIES	% RESULT	INDEX FACTOR	INDEX VALUE
Improved	36%	100	36
Stayed the same	40%	50	20
Deteriorated	23%	0	0
Can't say	1%	--	<b>INDEX SCORE 56</b>

# APPENDIX B: INDEX SCORE SIGNIFICANT DIFFERENCE CALCULATION

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

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

Where:

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

All figures can be sourced from the detailed cross tabulations.

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

# APPENDIX B: ANALYSIS AND REPORTING

## Core, Optional and Tailored Questions

Over and above necessary geographic and demographic questions required to ensure sample representativeness, a base set of questions for the 2016 State-wide Local Government Community Satisfaction Survey was designated as 'Core' and therefore compulsory inclusions for all participating Councils.

These core questions comprised:

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

Reporting of results for these core questions can always be compared against other participating councils in the council group and against all participating councils state-wide. Alternatively, some questions in the 2016 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 2016 State-wide Local Government Community Satisfaction Survey receives a customised report. In addition, the state government is supplied with a state-wide summary report of the aggregate results of 'Core' and 'Optional' questions asked across all council areas surveyed.

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

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

# APPENDIX B:

## GLOSSARY OF TERMS

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

**CSS:** 2016 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.