



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

2018 RESEARCH REPORT

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



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OVERALL COUNCIL PERFORMANCE

Results shown are index scores out of 100.

BACKGROUND AND OBJECTIVES

Welcome to the report of results and recommendations for the 2018 State-wide Local Government Community Satisfaction Survey for Hepburn Shire Council.

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

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

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

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 40% mobile phone numbers to cater to the diversity of residents within Hepburn Shire Council, particularly younger people.

A total of n=400 completed interviews were achieved in Hepburn Shire Council. Survey fieldwork was conducted in the period of 1st February – 30th March, 2018.

The 2018 results are compared with previous years, as detailed below:

- 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.

SURVEY METHODOLOGY AND SAMPLING

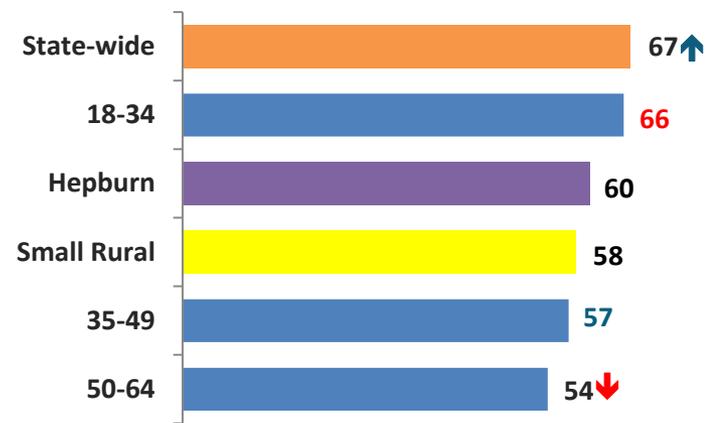
Within tables and index score charts throughout this report, statistically significant differences at the 95% confidence level are represented by upward directing blue and downward directing red arrows. Significance when noted indicates a significantly higher or lower result for the analysis group in 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 2017. 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 2017.
- The result among 18-34 year olds in the council is significantly lower than the result achieved among this group in 2017.

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



FURTHER INFORMATION

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

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

Contacts

For further queries about the conduct and reporting of the 2018 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on (03) 8685 8555.



KEY FINDINGS & RECOMMENDATIONS

OVERALL PERFORMANCE

The **overall performance index score of 52** for Hepburn Shire Council represents a **significant improvement** (six index points) on the 2017 result. The overall performance rating has bounced back strongly from a decline that occurred between 2016 and 2017, to reach its highest score to date.

- Notwithstanding ratings gains, Hepburn Shire Council's overall performance is rated statistically **significantly lower** (at the 95% confidence interval) **than the average rating for councils State-wide and in the Small Rural group** (index scores of 59 and 56 respectively).
- **Residents aged 18 to 34 years** (index score of 59) **are significantly more favourable** in their view of Council's overall performance than the residents average.
- Residents aged 18-34 (14 index points higher than 2017), residents aged 35-49 (12 index points higher), men (eight index points higher), and residents of Birch Ward (ten index points higher) rated Council **significantly higher** for overall performance compared to 2017.

More residents rate Hepburn Shire Council's overall performance as 'very good' or 'good' (34%) than 'poor' or 'very poor' (22%). A further 41% sit mid-scale providing an 'average' rating.



OVERALL COUNCIL PERFORMANCE

Results shown are index scores out of 100.

OVERVIEW OF CORE PERFORMANCE MEASURES

Review of the core performance measures (as shown on page 18) shows that Hepburn Shire Council's **performance increased** on all but one measure – **council direction** – compared to Council's own results in 2017.

- Ratings **increased significantly** in the past year in the areas of **overall performance**, **customer service** (index score of 67, nine points higher than 2017), **sealed local roads** (index score of 46, nine points higher), and **community decisions** (index score of 49, four points higher).
- Results reached their **highest levels to date** in four areas – **overall performance**, **lobbying** (index score of 51), **sealed local roads** and **customer service**.
- Despite progress, Council's performance ratings for overall performance, community consultation, community decisions and sealed local roads are *significantly lower* than **average ratings for the Small Rural group**. With the exception of customer service, Council's ratings are *significantly lower* than **average ratings for councils State-wide** on all core service measures.

There are **some notable differences across geographic cohorts** within Hepburn Shire Council.

- In general, with the exception of sealed local roads, Creswick Ward residents tend to rate Council higher on most measures than other geographic cohorts.
- Creswick Ward (index score of 59) residents rate Council's consultation and engagement eleven index points above Cameron Ward/Holcombe Ward/Coliban Ward (index score of 48) and fourteen points above Birch Ward (index score of 45) residents. Creswick Ward residents are *significantly more favourable* in their views of Council performance in this area than residents overall.
- Creswick Ward (index score of 55) residents rate community decisions eleven index points above Birch Ward (index score of 44) residents. Creswick Ward residents are *significantly more favourable* in their views of Council performance in this area than residents overall.

Customer service (index score of 67) is Hepburn Shire Council's best performing area. The result is **similar** to the State-wide and Small Rural group averages (index scores of 70 and 69 respectively).

Two-thirds (64%) of Hepburn Shire Council residents have had recent contact with Council.

Those aged 18-34 years are significantly less likely to have contacted Council (51%). The main methods of contacting Council are by telephone and in person (37% each).

Again, Hepburn Shire Council achieved its highest rating to date in the area of **customer service** after *increasing significantly* – by nine points – between 2017 and 2018. This is Council’s strongest area of performance and a positive result for Council.

- Three in ten (27%) rate Council’s customer service as ‘very good’, with a further 38% rating customer service as ‘good’, a combined ten percentage points higher than 2017. Negative ratings (15%) (ratings of ‘very poor’ or ‘poor’) also dropped twelve percentage points since last year.

- While impressions of customer service increased across groups, the *most significant increases* occurred among **residents aged 18 to 34** (index score of 84, 14 points higher than 2017) and **35 to 49 years** (index score of 73, 25 points higher than 2017), **residents of Creswick** (index score of 73, 16 points higher), **Cameron, Holcombe and Coliban Wards** (66, 10 points higher), and **men** (69, 17 points higher).

Newsletters, sent by mail (32%) and email (25%), are the preferred way for Council to inform residents about news, information and upcoming events.

By a small margin, residents both under and over 50 years of age prefer a newsletter sent via mail to a newsletter sent via email.

AREAS WHERE COUNCIL IS PERFORMING WELL

Customer Service is the area where Hepburn Shire Council has **performed most strongly** (index score of 67).

Council also made its greatest gains in the areas of sealed local roads (index score of 46, nine points higher than 2017) and **community decisions** (index score of 49, four points higher than 2017) in the past year.

While **sealed local roads** remains Council's lowest-performing area, Council has made significant progress in this area since 2017 and ratings are at their highest level to date.

- All sub-groups improved in their perceptions of Council performance on this measure.

There is still work to be done in this area, however, as evidenced by the fact that:

- More residents rate the condition of sealed local roads as 'poor' (21%) or 'very poor' (15%) than 'very good' (5%) or 'good' (23%). One-third (34%) provide an 'average' rating. Negative ratings ('poor' or 'very poor'), however, are considerably lower than in 2017 (49% in 2017 compared to 36% in 2018).

- Almost one in five (18%) residents mention sealed road maintenance as central to improving overall Council performance.
- Council's performance ratings for sealed local roads are *significantly lower* than the Small Rural group average (index score of 49).

Council also *improved significantly* in the area of **community decisions** (index score of 49) in the past year. Ratings in this area have returned to 2014 peak levels after experiencing several years of fluctuating results.

- Increases in this area are due in large part to the *significant gains* achieved among residents aged 18 to 34 (index score of 56, 14 points higher than 2017) and 35 to 49 years (51, eight points higher), men (50, eight points higher), and Birch Ward residents (44, eight points higher).

Similar to performance in the area of sealed local roads, Council continues to perform *significantly lower* than the Small Rural group average (index score of 52) in community decisions, despite ratings gains. And relatively equal numbers rate Council's performance on this measure as a combined 'very good' (5%) or 'good' (25%) as rate it 'poor' (18%) or 'very poor' (10%).

FOCUS AREAS FOR COMING 12 MONTHS

Perceptions of Council *increased significantly* on four out of seven core measures in the past year and experienced incremental increases on other measures with the exception of overall direction.

Notwithstanding these positive results, Council's performance continues to rate *significantly lower* than average ratings for the Small Rural group in three key service areas: **community consultation, community decisions, and sealed local roads**.

In terms of priorities for the coming 12 months, Council should seek to continue its upwards progress in these areas in order to bring results in line with group averages.

- In so doing, consideration should be given to residents of **Birch Ward** who appear to be most driving negative opinion in 2018.

On the positive side, Council should **maintain its relatively strong performance in the area of customer service**.

It is also important not to ignore, and to learn from, what is working amongst other groups, especially residents from **Creswick Ward** and residents aged **18 to 34 years**, and use these lessons to build performance experience and perceptions in other areas.

FURTHER AREAS OF EXPLORATION

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

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

A personal briefing by senior JWS Research representatives is also available to assist in providing both explanation and interpretation of the results. Please contact JWS Research on 03 8685 8555.

SNAPSHOT OF KEY FINDINGS

Higher results in 2018

(Significantly *higher* result than 2017)

- Overall performance
- Community decisions
- Sealed roads
- Customer service

Lower results in 2018

(Significantly *lower* result than 2017)

- *No significant change*

Most favourably disposed towards Council

- Aged 18-34 years
- Creswick Ward residents

Least favourably disposed towards Council

- Birch Ward residents

A satellite night view of the United States, showing city lights and a network of glowing lines representing infrastructure or data flow. The text "SUMMARY OF FINDINGS" is overlaid in white on the left side of the image.

SUMMARY OF FINDINGS

2018 SUMMARY OF CORE MEASURES

INDEX SCORE RESULTS



Overall Performance



Community Consultation



Advocacy



Making Community Decisions



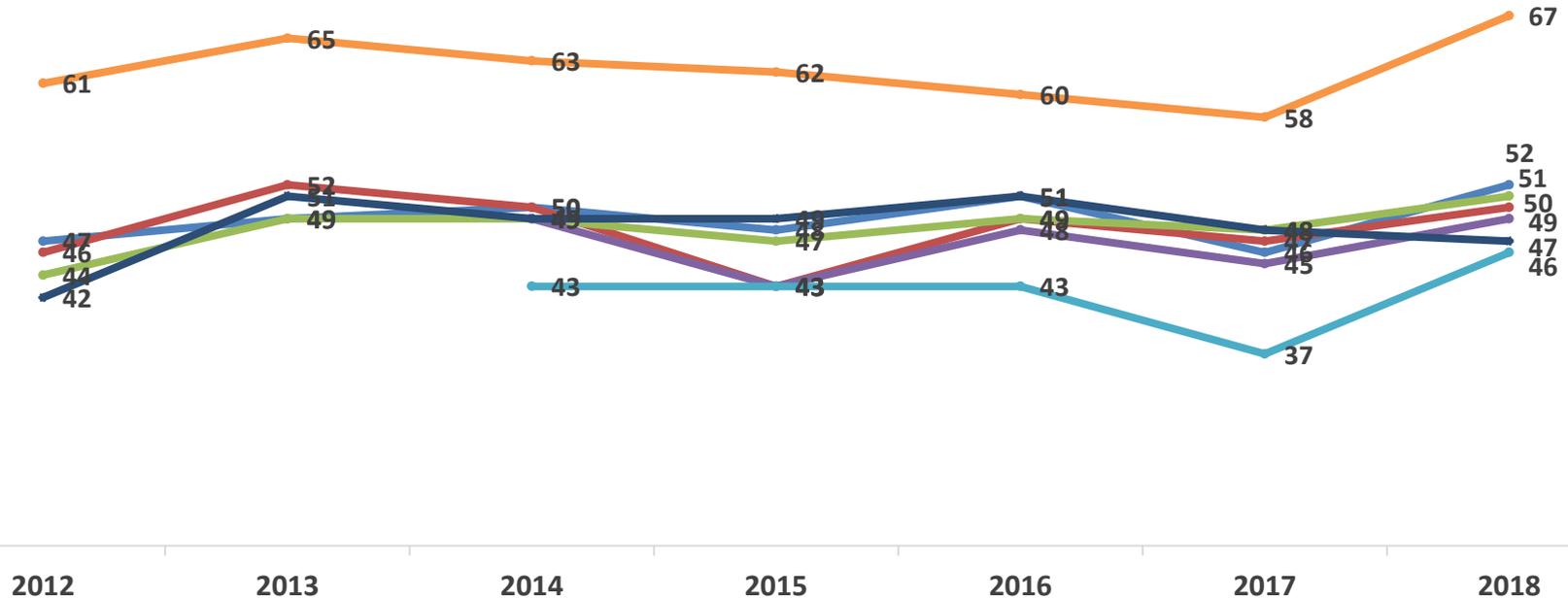
Sealed Local Roads



Customer Service



Overall Council Direction



2018 SUMMARY OF CORE MEASURES

DETAILED ANALYSIS

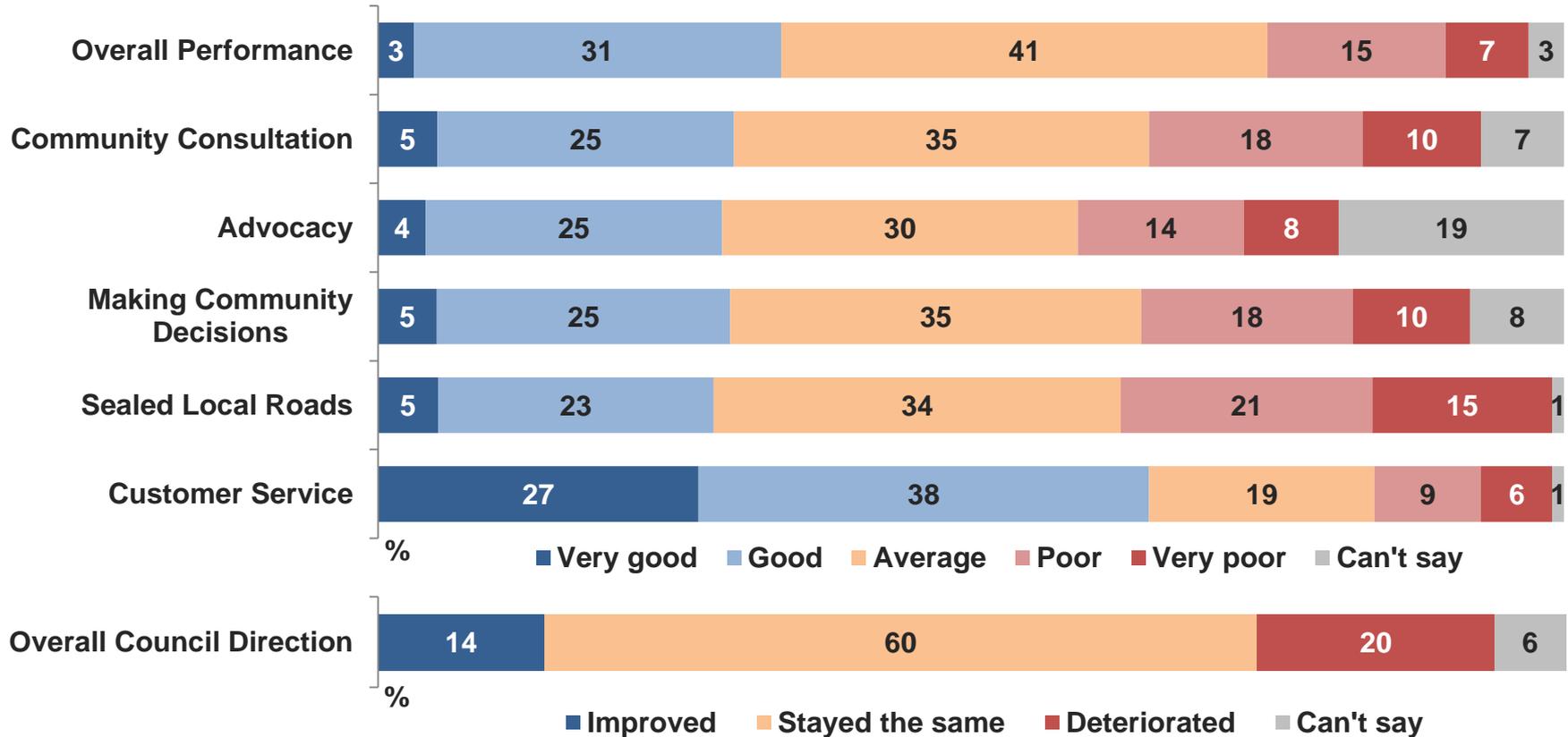
Performance Measures	Hepburn 2018	Hepburn 2017	Small Rural 2018	State-wide 2018	Highest score	Lowest score
OVERALL PERFORMANCE	52	46	56	59	Aged 18-34 years	Aged 50-64 years
COMMUNITY CONSULTATION (Community consultation and engagement)	50	47	54	55	Creswick Ward	Birch Ward
ADVOCACY (Lobbying on behalf of the community)	51	48	53	54	Aged 18-34 years	Birch Ward, Aged 50-64 years
MAKING COMMUNITY DECISIONS (Decisions made in the interest of the community)	49	45	52	54	Aged 18-34 years	Birch Ward
SEALED LOCAL ROADS (Condition of sealed local roads)	46	37	49	53	Aged 18-34 years	Birch Ward, Aged 35-49 years
CUSTOMER SERVICE	67	58	69	70	Aged 18-34 years	Aged 50+ years
OVERALL COUNCIL DIRECTION	47	48	50	52	Aged 35-49 years, Creswick Ward	Aged 65+ years, Cameron/Holcombe/Coliban

2018 SUMMARY OF KEY COMMUNITY SATISFACTION

PERCENTAGE RESULTS



Key Measures Summary Results

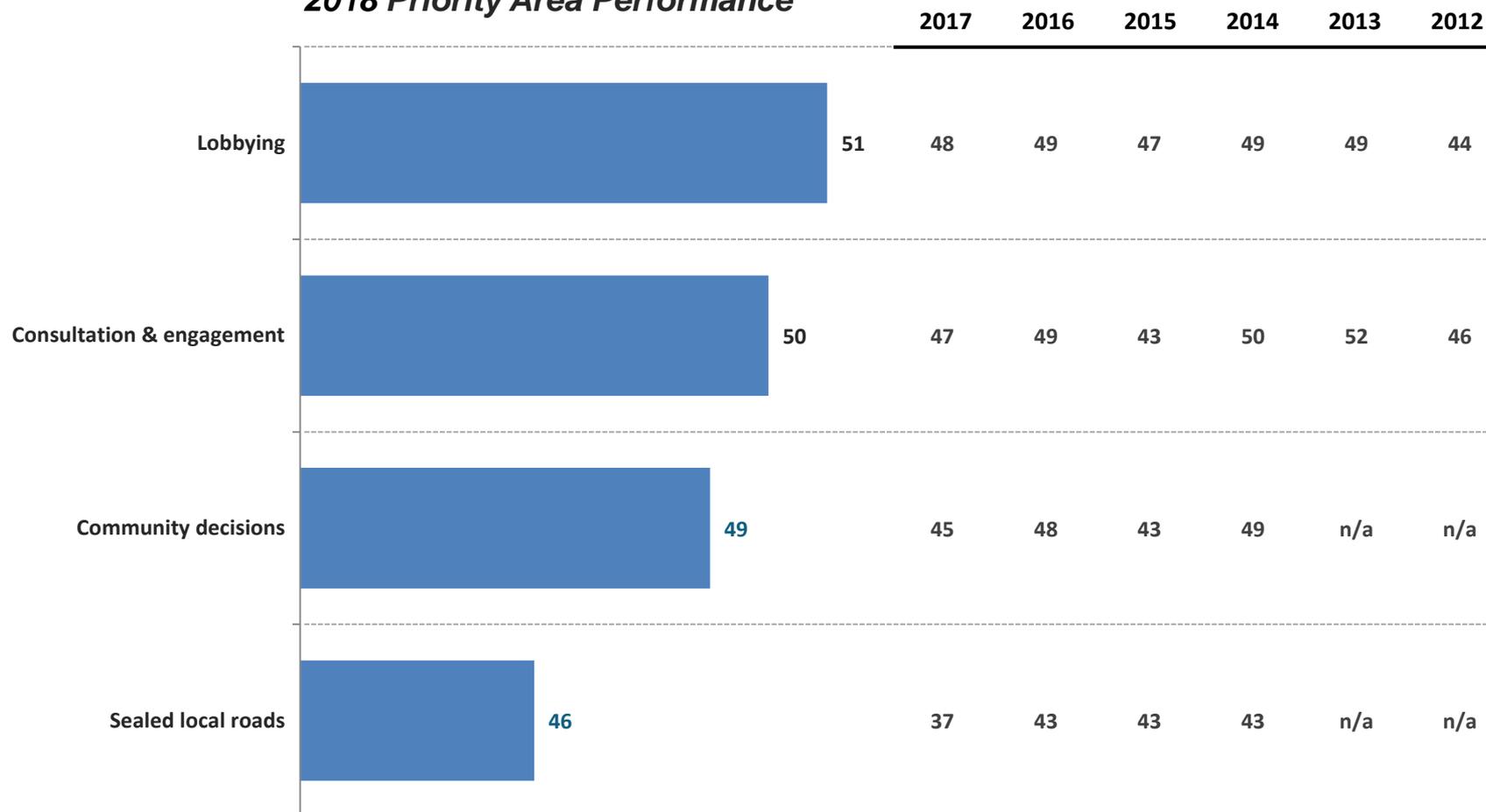


2018 PERFORMANCE SUMMARY

INDEX SCORES OVER TIME



2018 Priority Area Performance



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

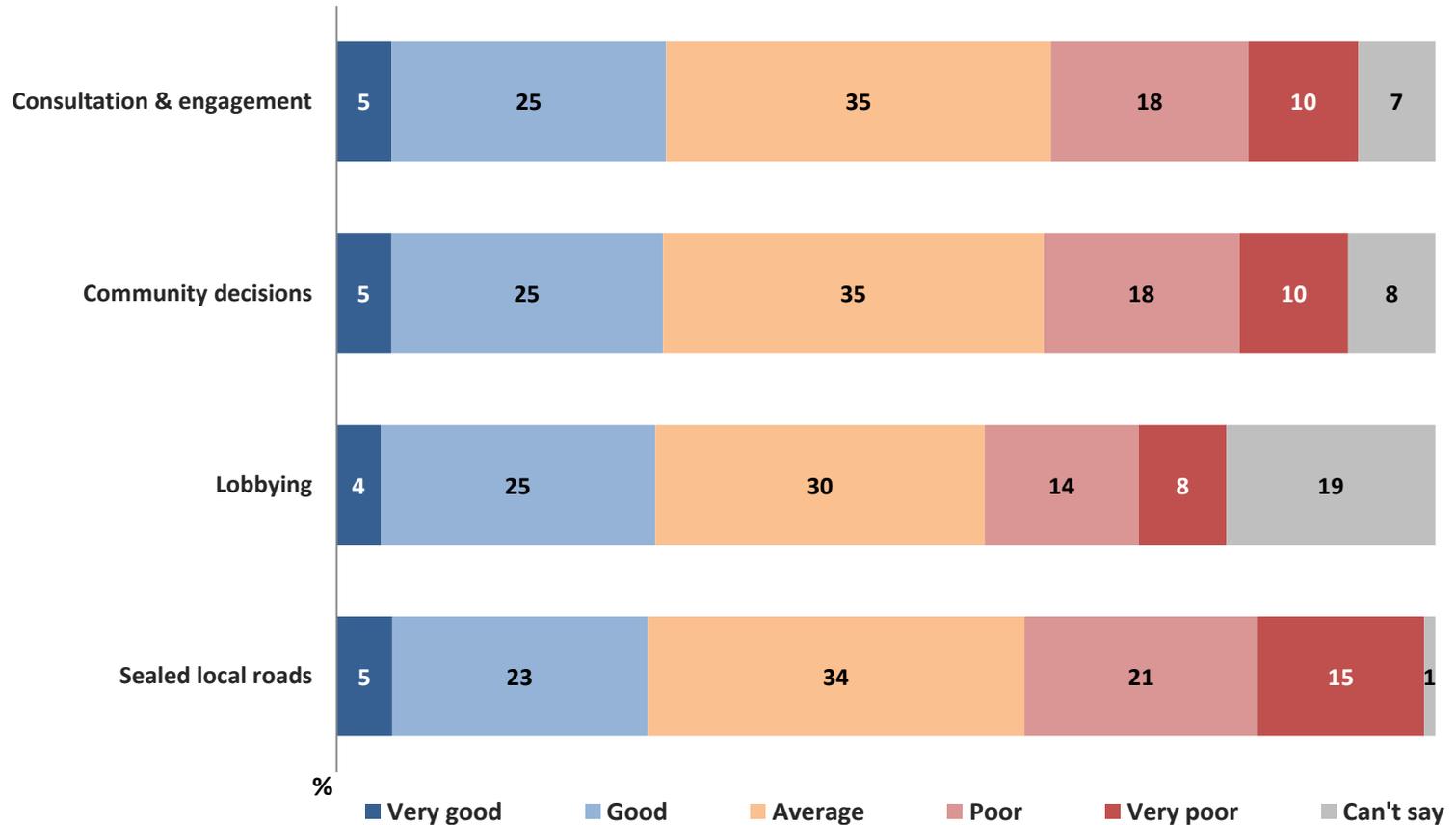
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18

Note: Please see page 6 for explanation of significant differences.

2018 PERFORMANCE SUMMARY

DETAILED PERCENTAGES

Individual Service Areas Performance



INDIVIDUAL SERVICE AREAS SUMMARY

COUNCIL'S PERFORMANCE VS STATE-WIDE AVERAGE



Significantly Higher than State-wide Average

- None Applicable

Significantly Lower than State-wide Average

- Consultation & engagement
 - Lobbying
 - Making community decisions
 - Sealed local roads
- 

INDIVIDUAL SERVICE AREAS SUMMARY

COUNCIL'S PERFORMANCE VS GROUP AVERAGE



Significantly Higher than Group Average

- None Applicable

Significantly Lower than Group Average

- Consultation & engagement
 - Making community decisions
 - Sealed local roads
- 

2018 SERVICES TO IMPROVE DETAILED PERCENTAGES

2018 Areas for Improvement



Q17. What does Hepburn Shire Council MOST need to do to improve its performance?
Base: All respondents. Councils asked state-wide: 36 Councils asked group: 9

A satellite-style map of the United States at night, showing city lights and a network of glowing lines representing infrastructure or data connections. The text "DETAILED FINDINGS" is overlaid on the left side of the map.

DETAILED FINDINGS

A satellite-style map of the United States at night, showing city lights and a glowing network of lines across the landmass. The text is overlaid on the left side of the map.

KEY CORE MEASURE OVERALL PERFORMANCE

OVERALL PERFORMANCE

INDEX SCORES



2018 Overall Performance

		2017	2016	2015	2014	2013	2012
18-34	59↑	45	62	51	56	54	53
State-wide	59↑	59	59	60	61	60	60
Small Rural	56↑	58	57	59	n/a	n/a	n/a
Creswick Ward	55	51	50	49	55	48	n/a
35-49	53	41	47	47	48	51	50
Cameron Ward/Holcombe Ward/Coliban Ward	52	47	51	48	48	50	n/a
Women	52	49	51	48	50	50	49
Hepburn	52	46	51	48	50	49	47
Men	52	44	51	48	50	48	44
65+	51	51	50	48	52	45	42
Birch Ward	49	39	51	46	47	50	n/a
50-64	47	47	47	47	45	49	43

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?

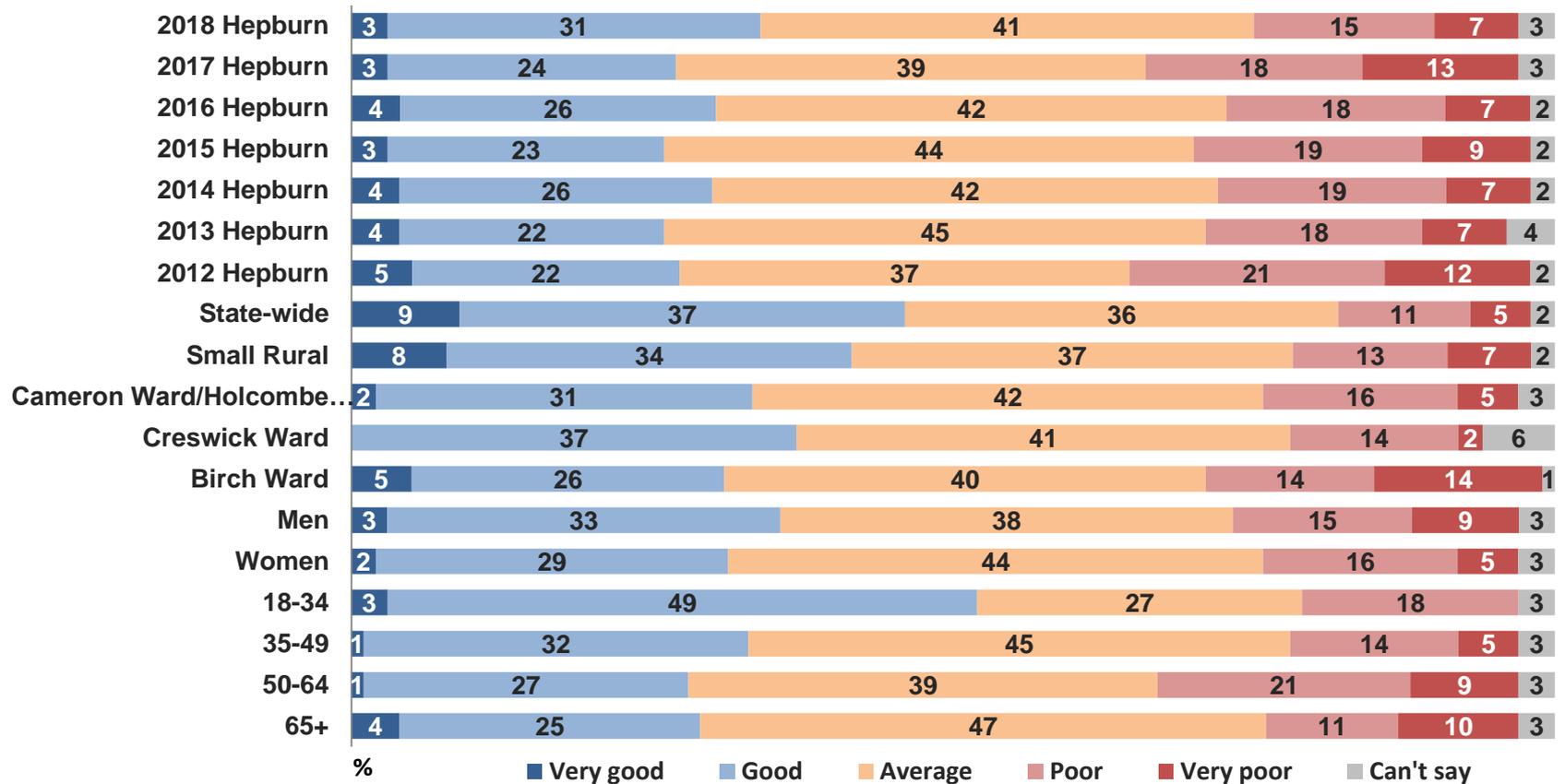
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18

Note: Please see page 6 for explanation about significant differences.

OVERALL PERFORMANCE

DETAILED PERCENTAGES

2018 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?

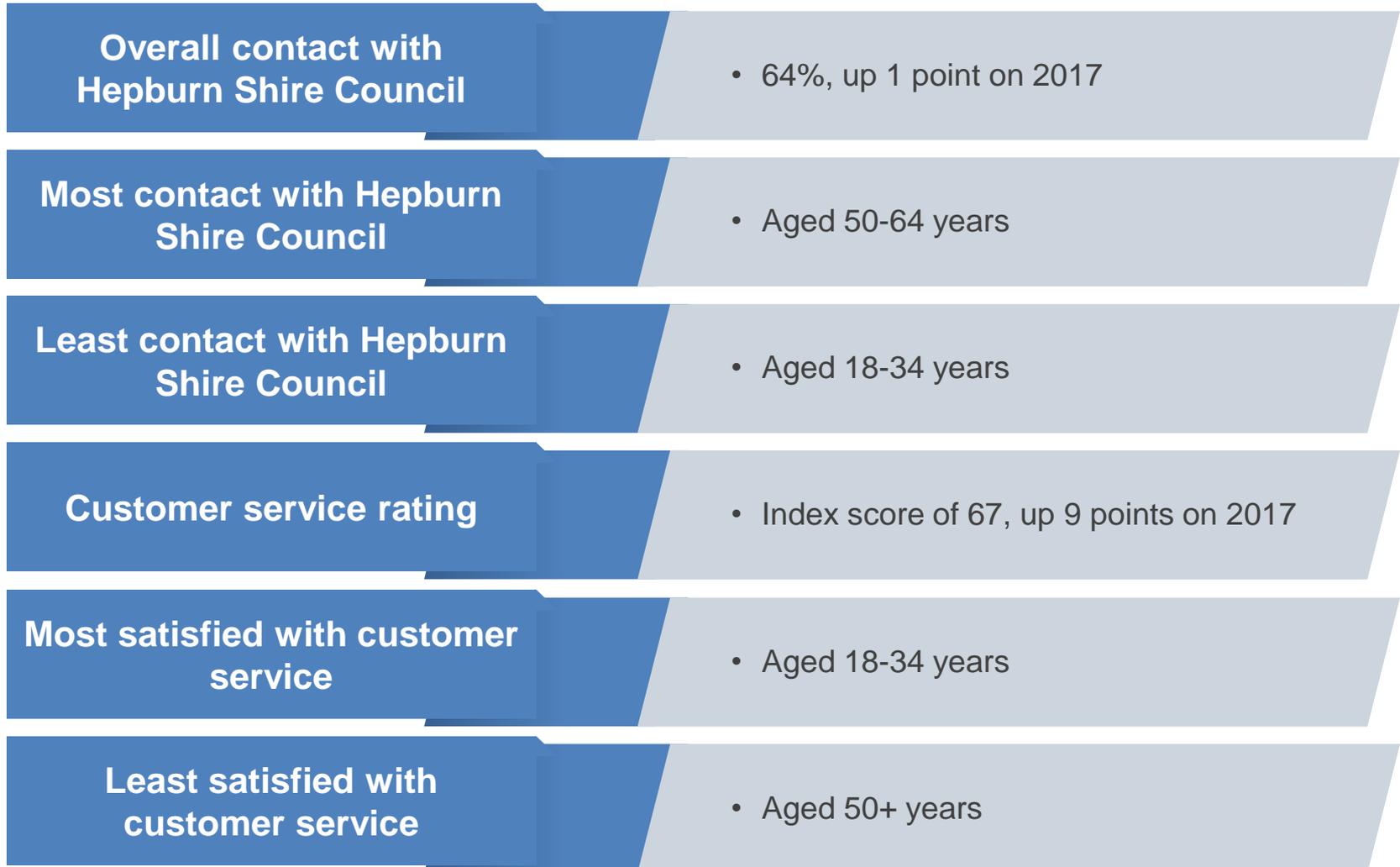
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18

A satellite-style map of the United States with a glowing network of lines and nodes overlaid, representing a data or communication network. The map is dark, with the network lines in shades of green and yellow, and bright spots at the nodes.

KEY CORE MEASURE CUSTOMER SERVICE

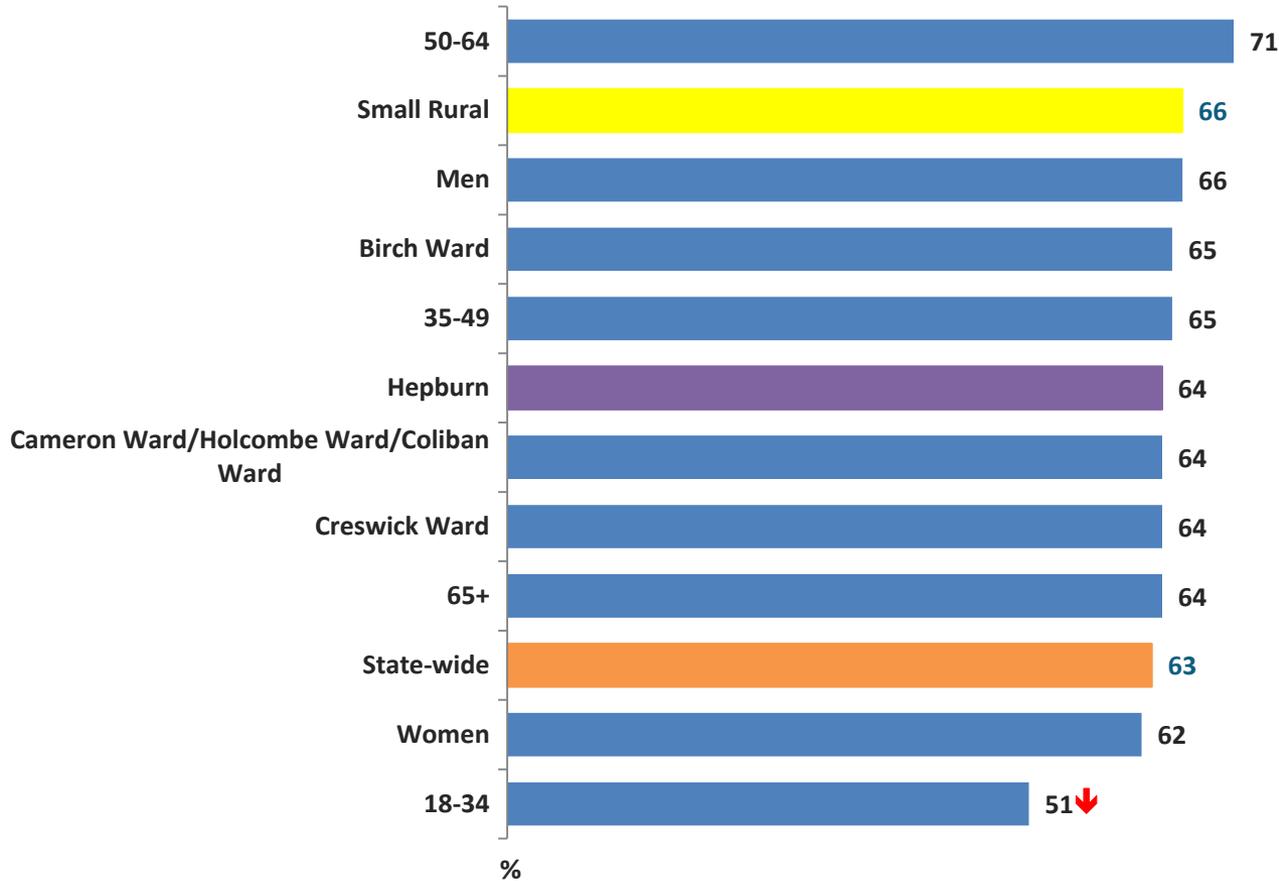
CONTACT LAST 12 MONTHS

SUMMARY



2018 CONTACT WITH COUNCIL

2018 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?

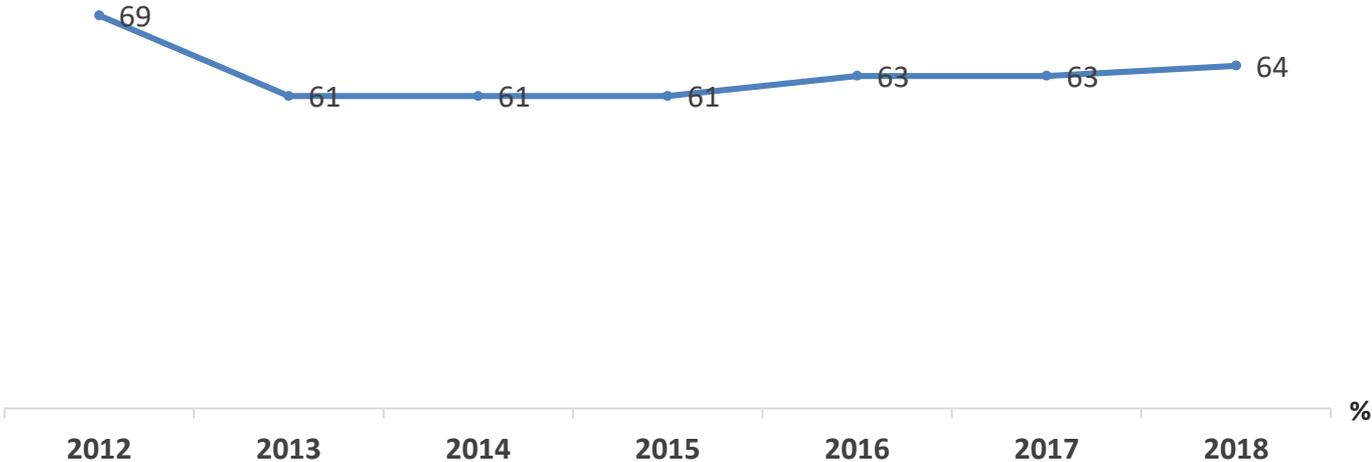
Base: All respondents. Councils asked state-wide: 21 Councils asked group: 5

Note: Please see page 6 for explanation about significant differences.

2018 CONTACT WITH COUNCIL



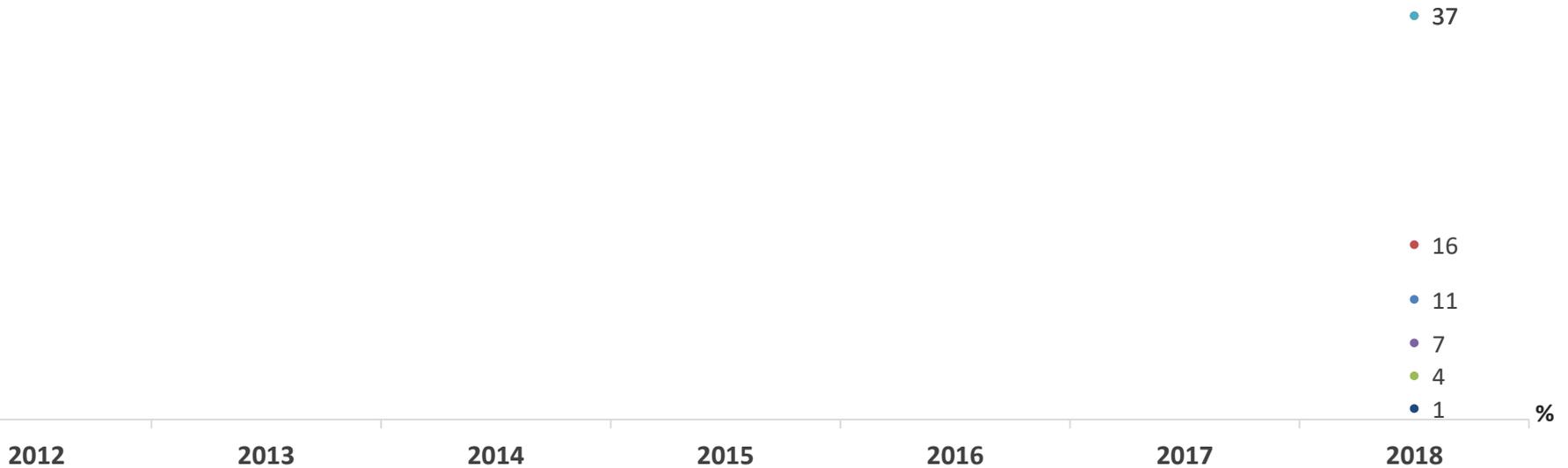
2018 Contact with Council
Have had contact



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: 21 Councils asked group: 5

2018 METHOD OF CONTACT WITH COUNCIL

2018 Method of Contact



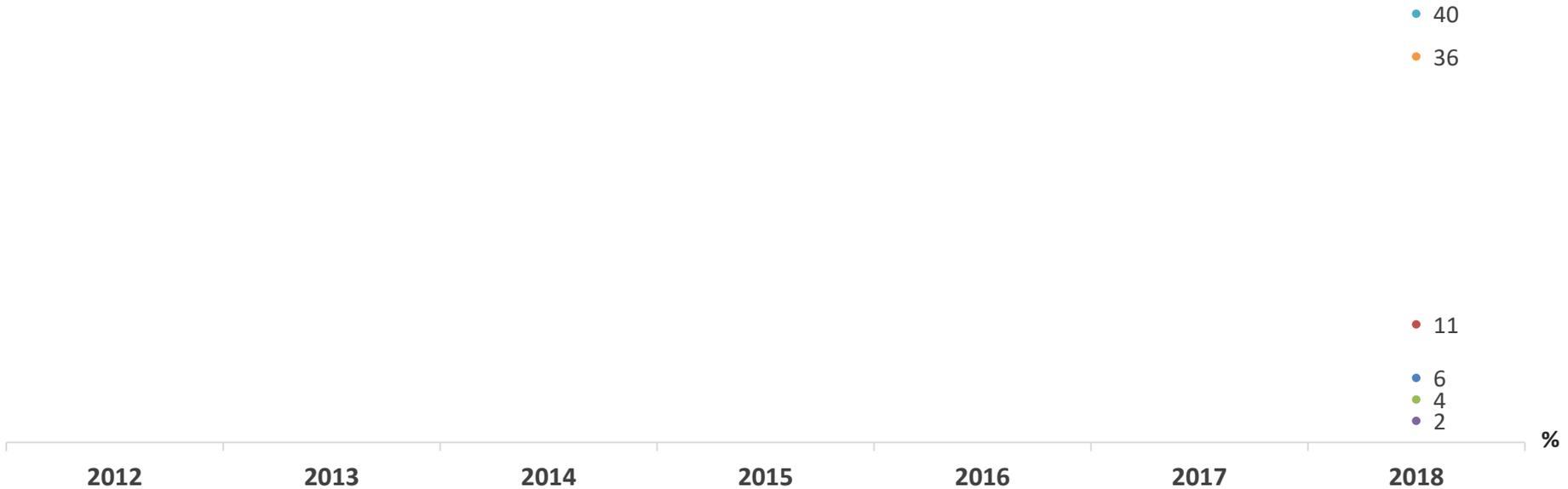
Q5a. Have you or any member of your household had any recent contact with Hepburn Shire Council in any of the following ways?

Base: All respondents. Councils asked state-wide: 21 Councils asked group: 5

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

2018 MOST RECENT METHOD OF CONTACT WITH COUNCIL

2018 Most Recent Contact



Q5b. What was the method of contact for the most recent contact you had with Hepburn Shire Council?

Base: All respondents who have had contact with Council in the last 12 months.

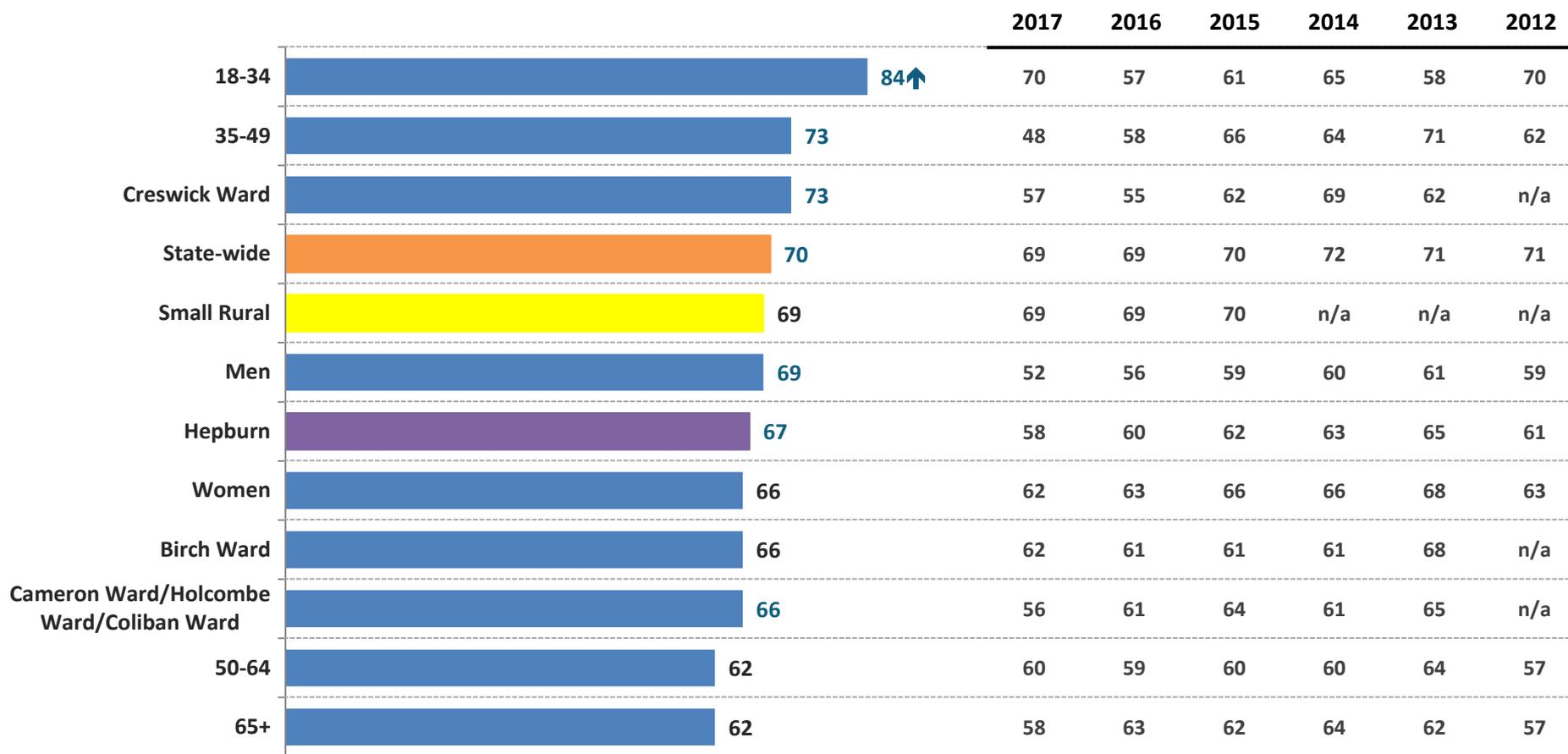
Councils asked state-wide: 21 Councils asked group: 5

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

2018 CONTACT CUSTOMER SERVICE INDEX SCORES



2018 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.

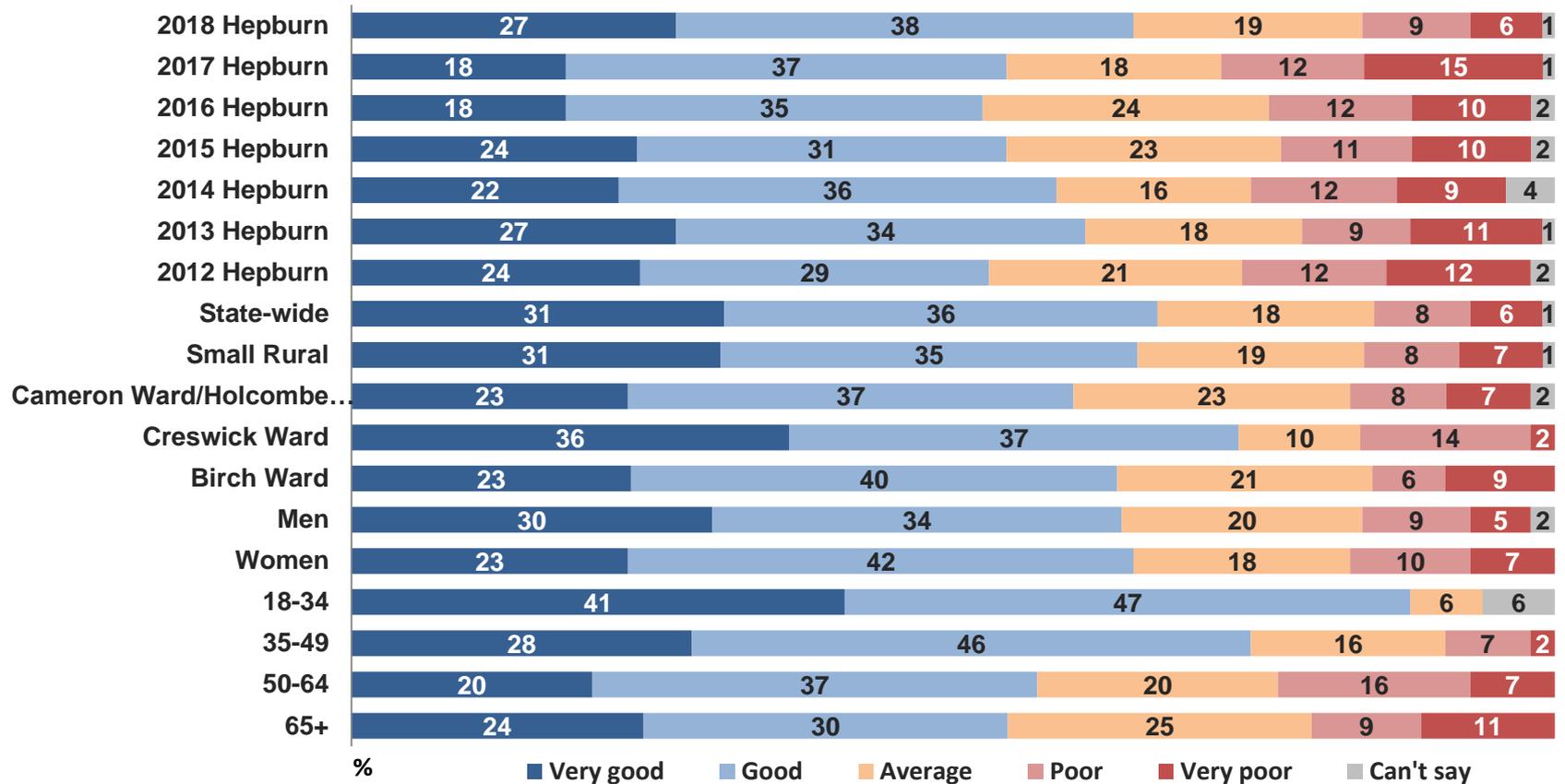
Councils asked state-wide: 64 Councils asked group: 18

Note: Please see page 6 for explanation about significant differences.

2018 CONTACT CUSTOMER SERVICE

DETAILED PERCENTAGES

2018 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.

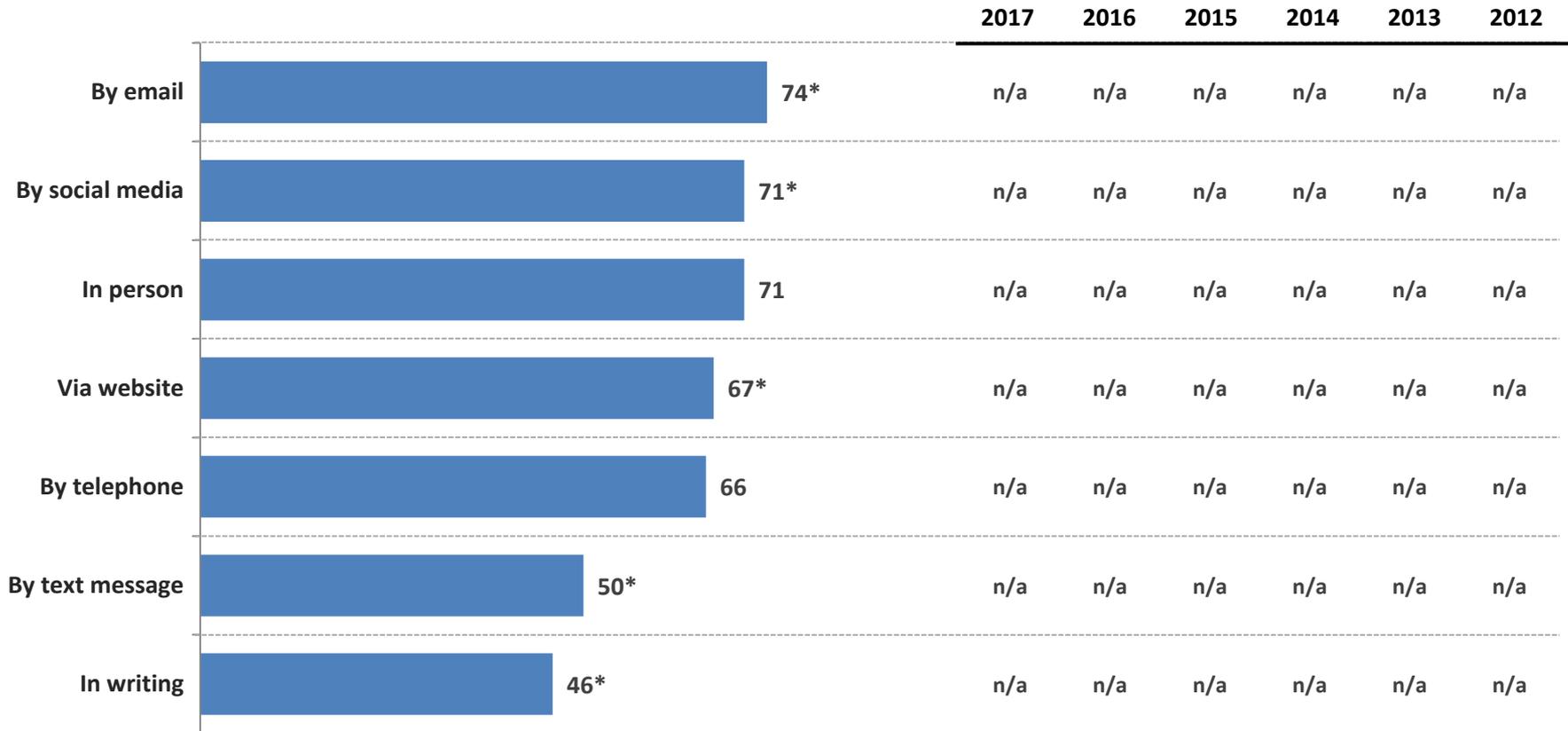
Base: All respondents who have had contact with Council in the last 12 months.

Councils asked state-wide: 64 Councils asked group: 18

2018 CONTACT CUSTOMER SERVICE INDEX SCORES BY METHOD OF LAST CONTACT



2018 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: 21 Councils asked group: 5

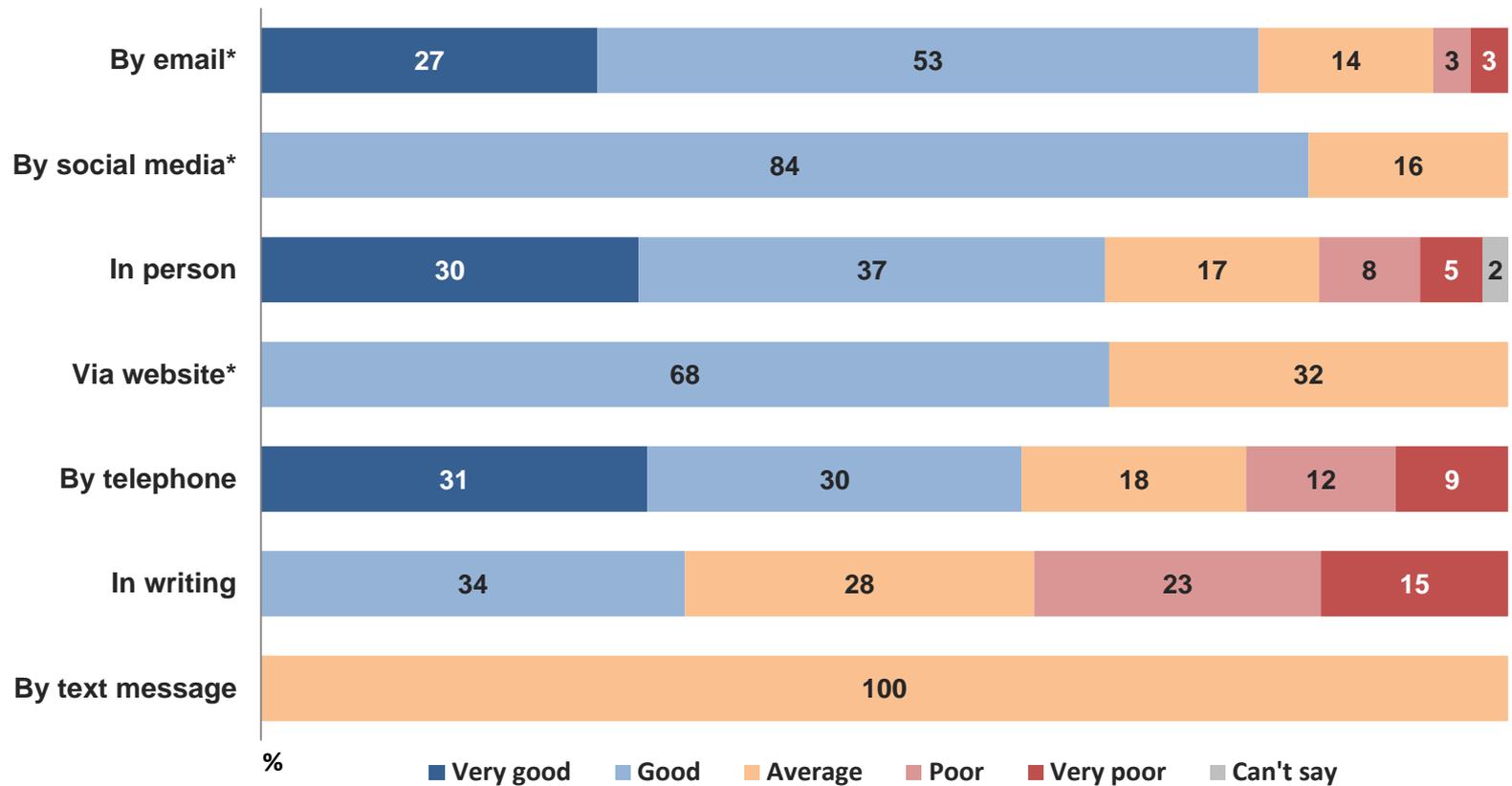
Note: Please see page 6 for explanation about significant differences.

*Caution: small sample size < n=30

2018 CONTACT CUSTOMER SERVICE

DETAILED PERCENTAGES BY METHOD OF LAST CONTACT

2018 Customer Service Rating

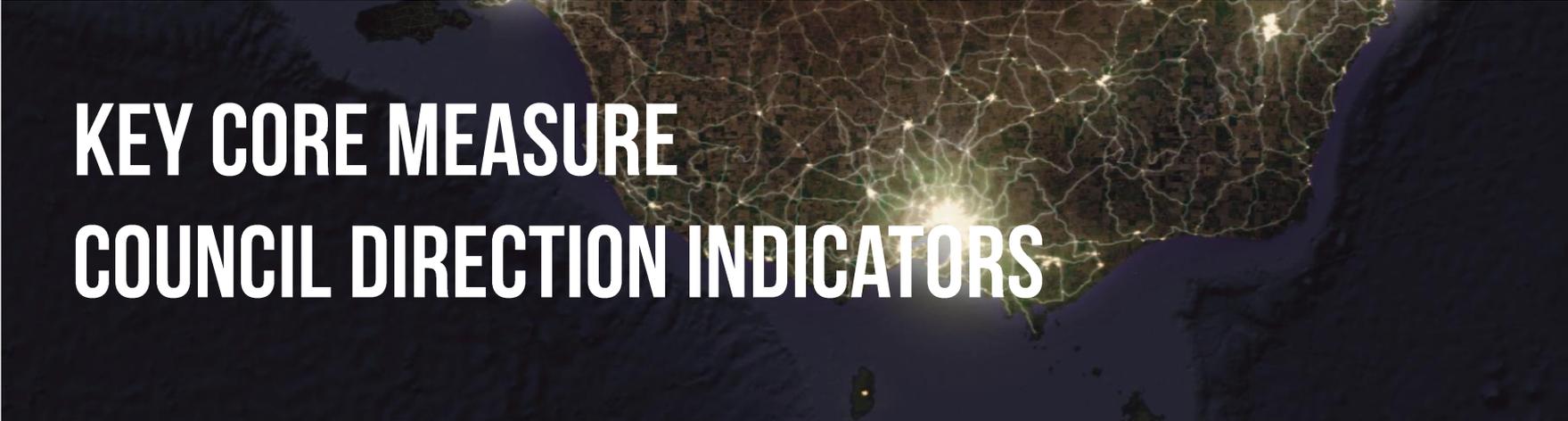


Q5c. Thinking of the most recent contact, how would you rate Hepburn Shire Council for customer service? Please keep in mind we do not mean the actual outcome but rather the actual service that was received.

Base: All respondents who have had contact with Council in the last 12 months.

Councils asked state-wide: 21 Councils asked group: 5

*Caution: small sample size < n=30



KEY CORE MEASURE COUNCIL DIRECTION INDICATORS

COUNCIL DIRECTION SUMMARY

Council direction

- 60% stayed about the same, down 2 points on 2017
- 14% improved, equal points on 2017
- 20% deteriorated, up 1 point on 2017

Most satisfied with council direction

- Aged 35-49 years
- Creswick Ward residents

Least satisfied with council direction

- Aged 65+ years
- Cameron Ward/Holcombe Ward/Coliban Ward residents

2018 OVERALL COUNCIL DIRECTION LAST 12 MONTHS

INDEX SCORES



2018 Overall Direction

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

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

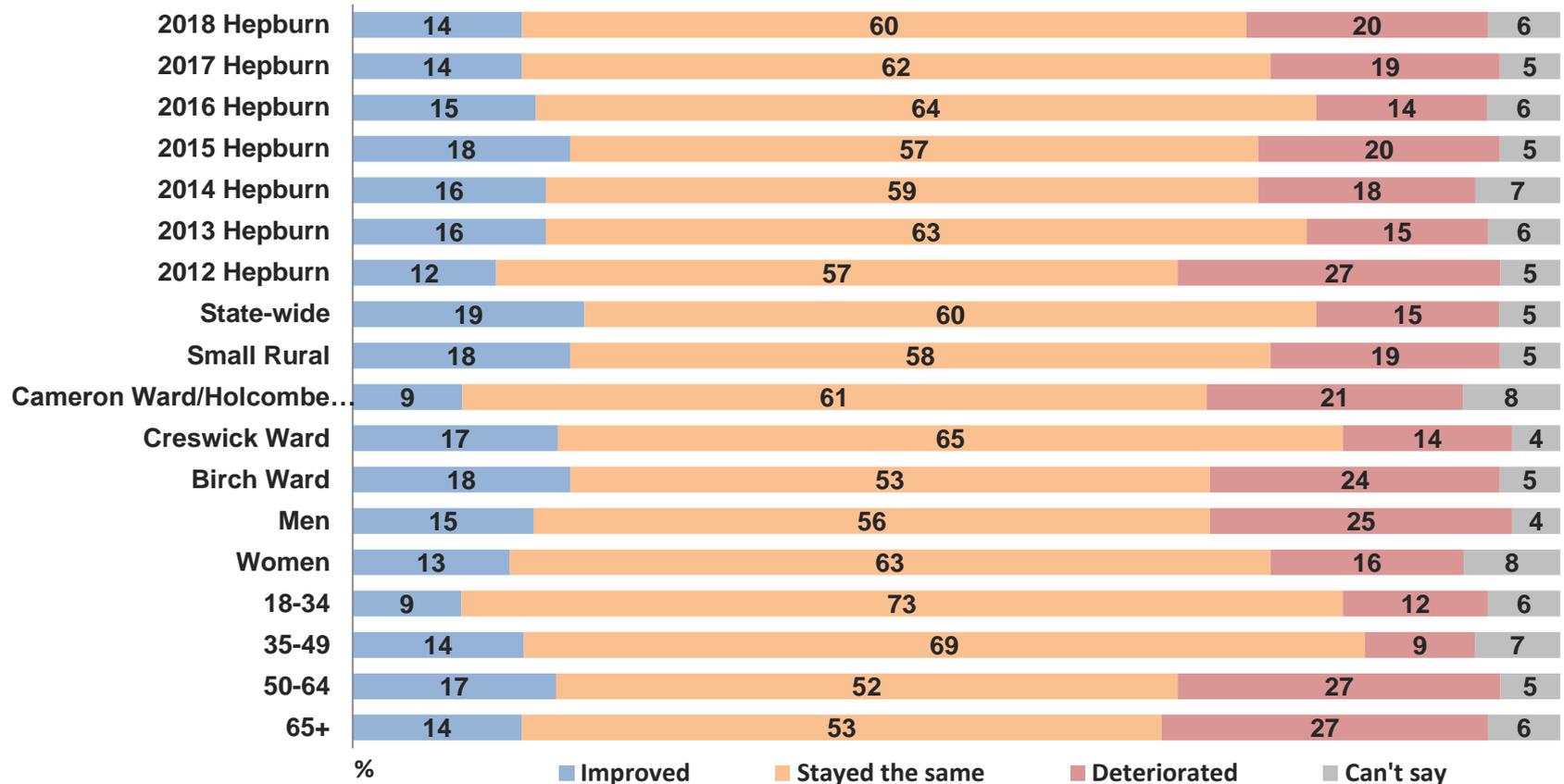
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18

Note: Please see page 6 for explanation about significant differences.

2018 OVERALL COUNCIL DIRECTION LAST 12 MONTHS

DETAILED PERCENTAGES

2018 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: 64 Councils asked group: 18

COMMUNICATIONS

COMMUNICATIONS

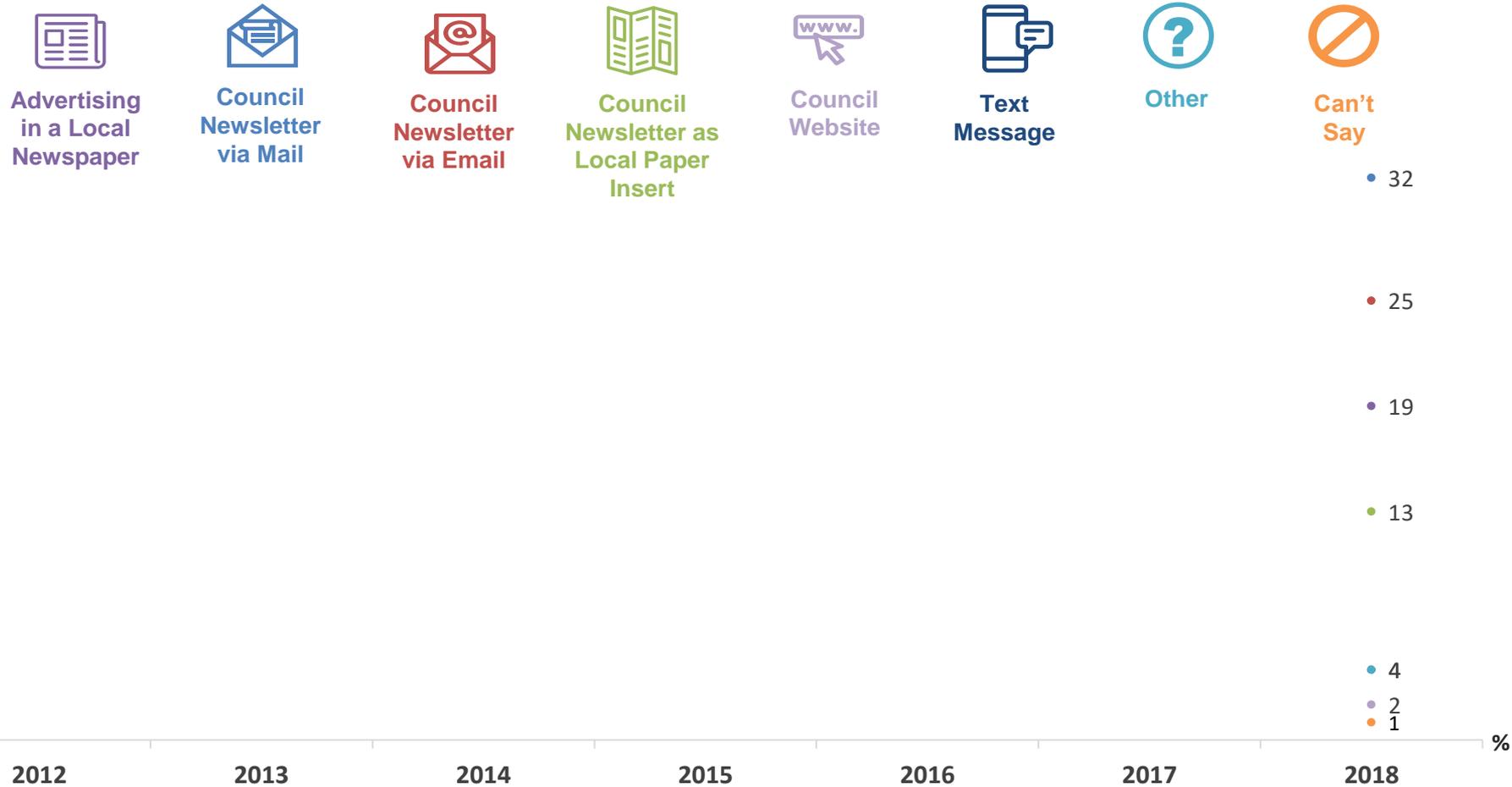
SUMMARY



Note: Website and text message formats again did not rate as highly as other modes of communication, although further analysis is recommended to understand the demographic preference profiles of the various different forms of communication.

2018 BEST FORMS OF COMMUNICATION

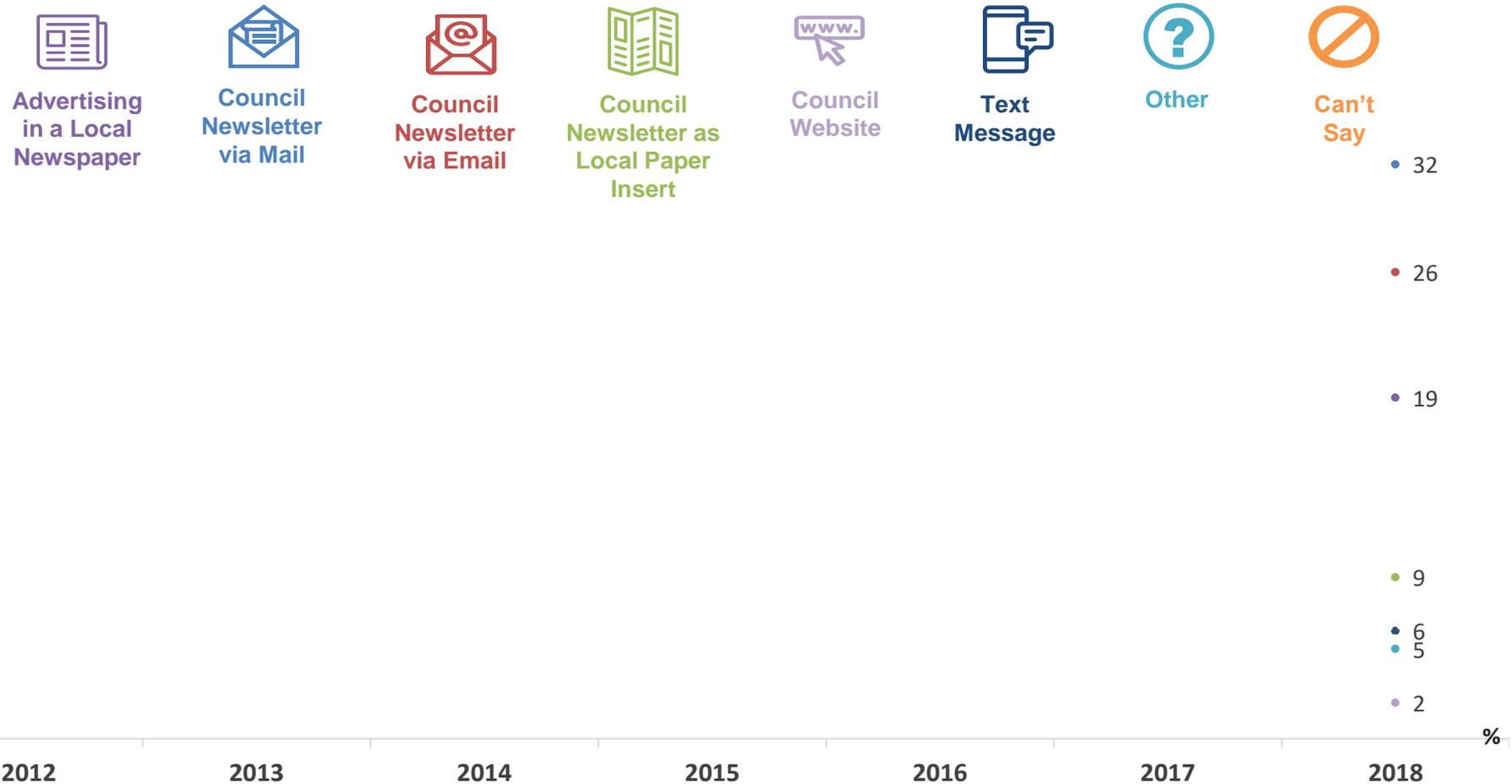
2018 Best Form



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: 26 Councils asked group: 7

2018 BEST FORMS OF COMMUNICATION: UNDER 50S

2018 Under 50s Best Form



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: 26 Councils asked group: 7

2018 BEST FORMS OF COMMUNICATION: OVER 50S

2018 Over 50s Best Form



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: 26 Councils asked group: 7

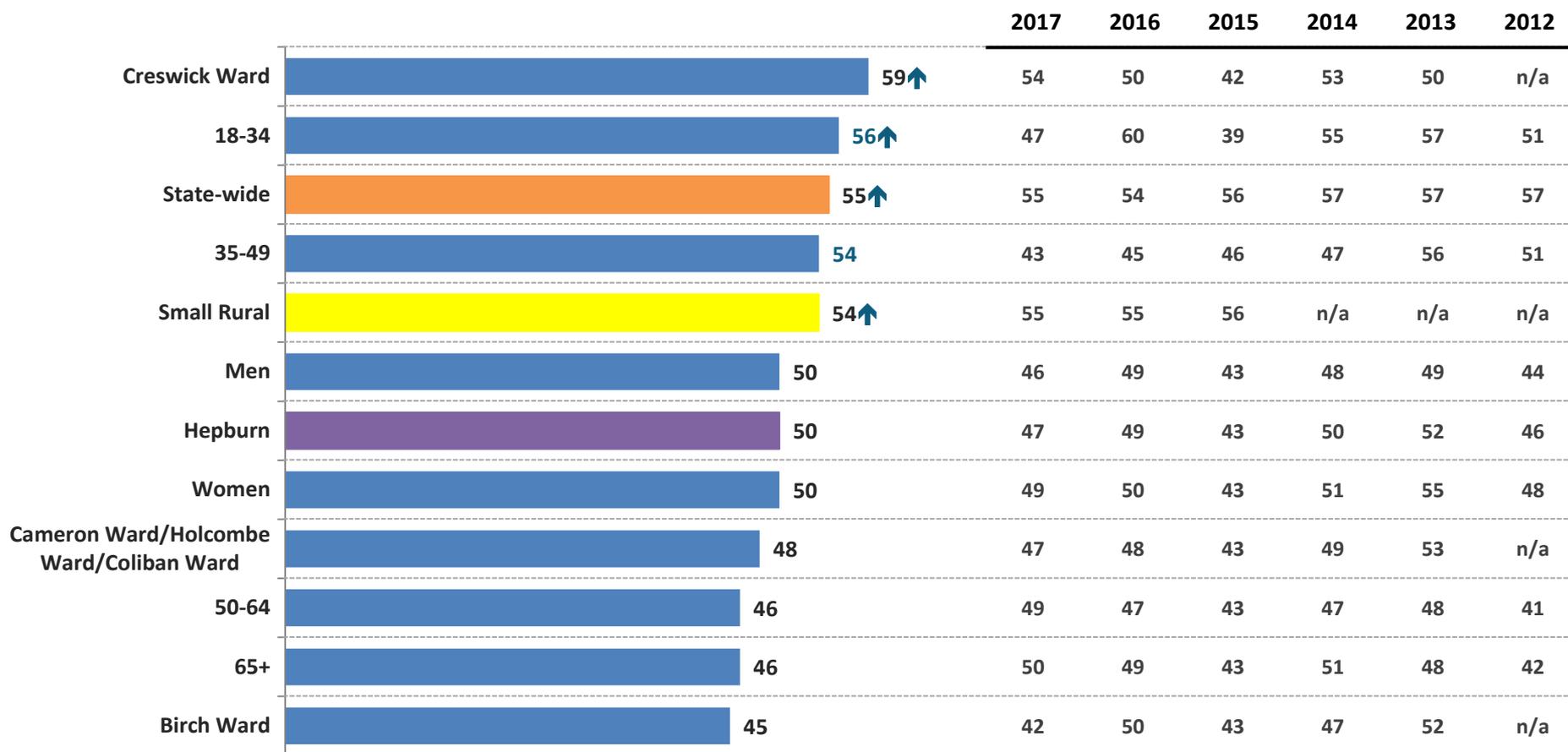


INDIVIDUAL SERVICE AREAS

2018 COMMUNITY CONSULTATION AND ENGAGEMENT PERFORMANCE INDEX SCORES



2018 Consultation and Engagement Performance



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

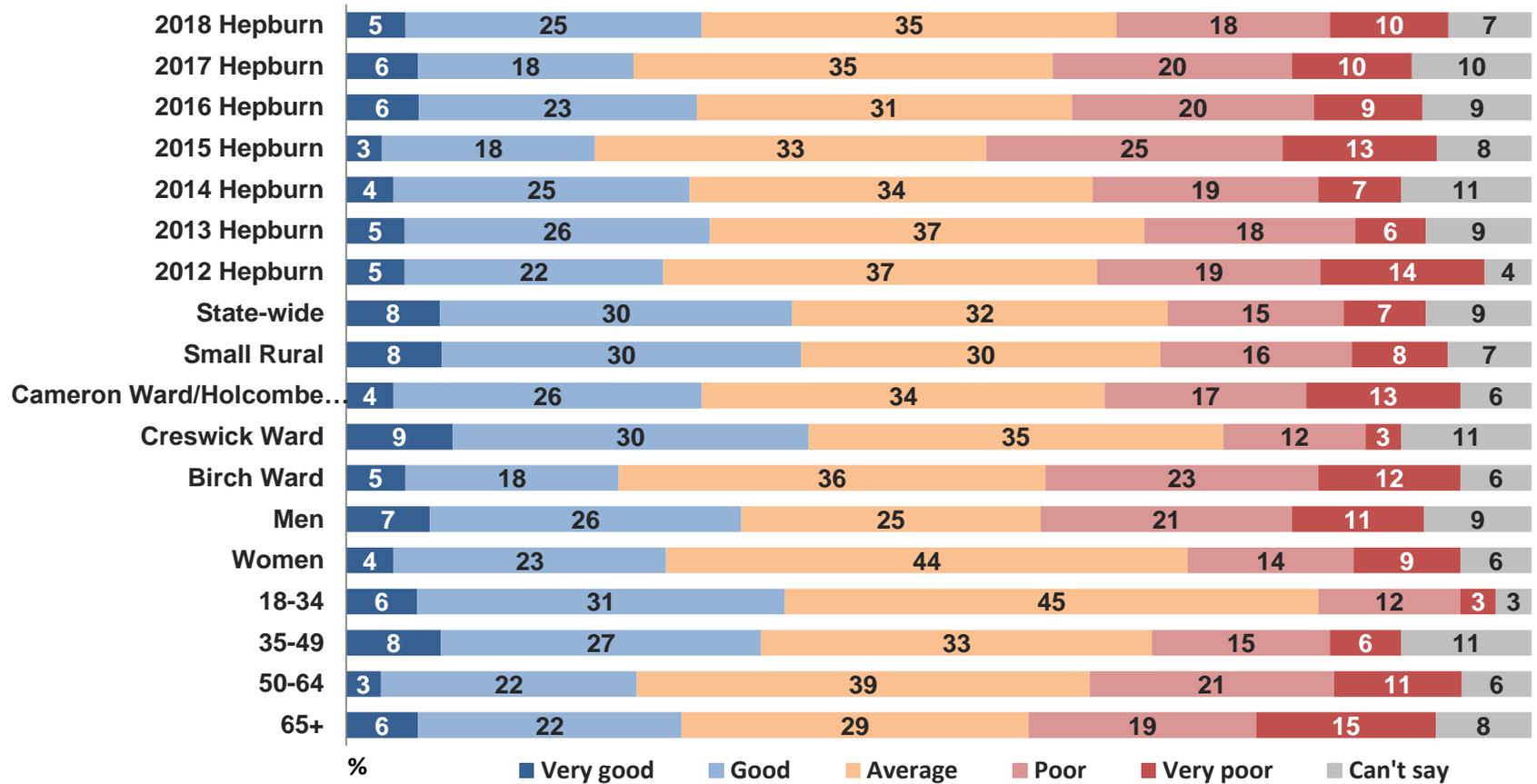
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18

Note: Please see page 6 for explanation about significant differences.

2018 COMMUNITY CONSULTATION AND ENGAGEMENT

PERFORMANCE DETAILED PERCENTAGES

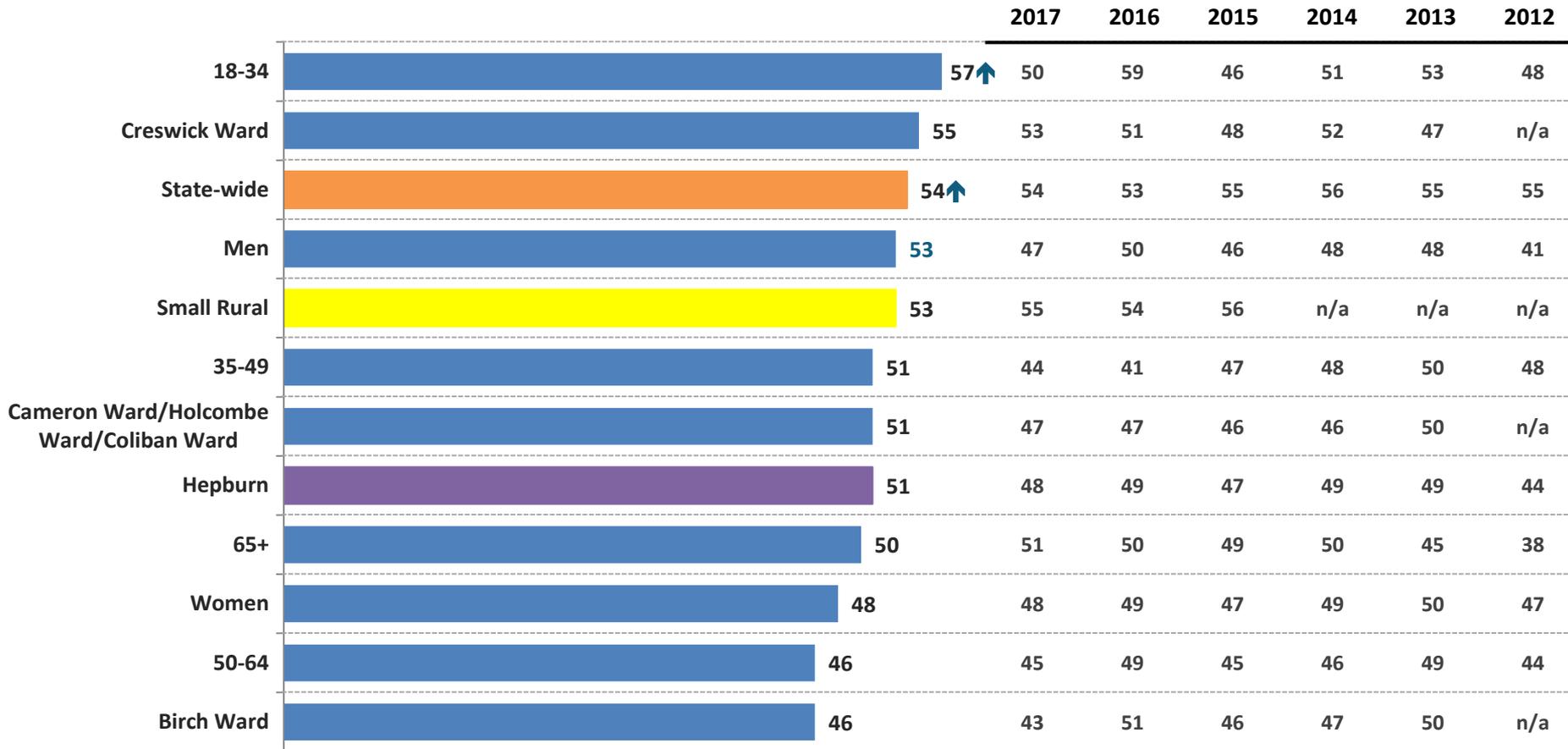
2018 Consultation and Engagement Performance



2018 LOBBYING ON BEHALF OF THE COMMUNITY

PERFORMANCE INDEX SCORES

2018 Lobbying Performance



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

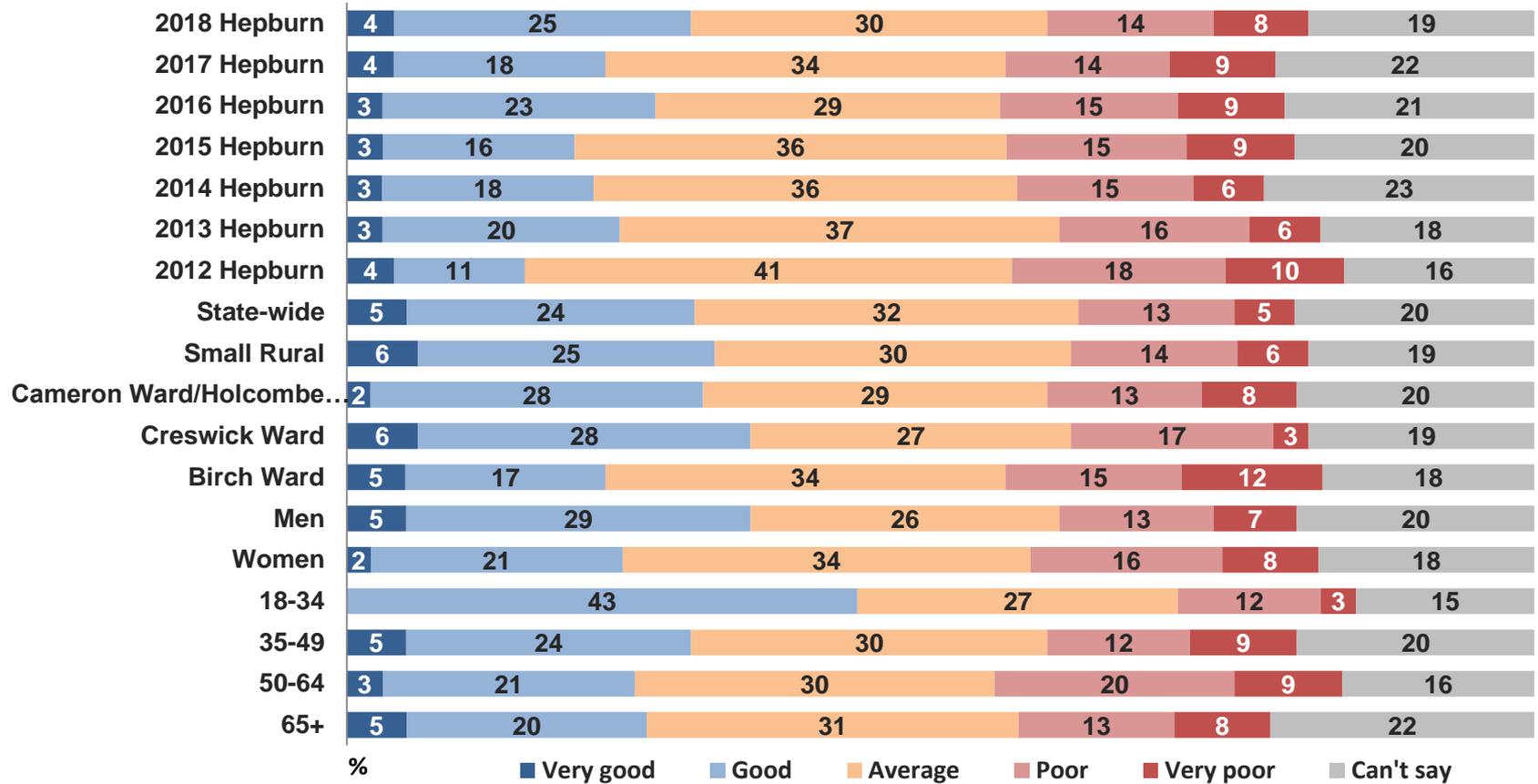
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18

Note: Please see page 6 for explanation about significant differences.

2018 LOBBYING ON BEHALF OF THE COMMUNITY

PERFORMANCE DETAILED PERCENTAGES

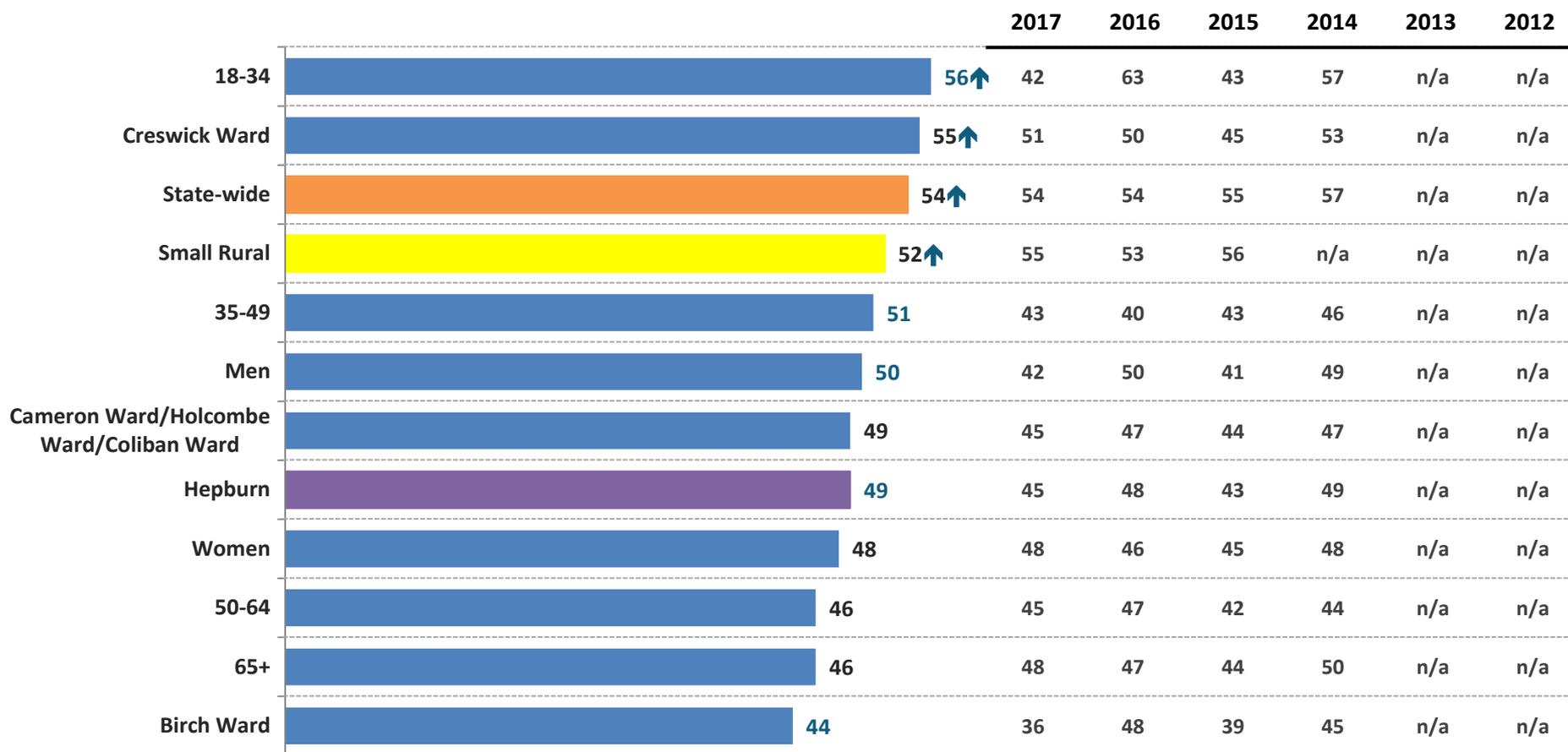
2018 Lobbying Performance



2018 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY

PERFORMANCE INDEX SCORES

2018 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: 64 Councils asked group: 18

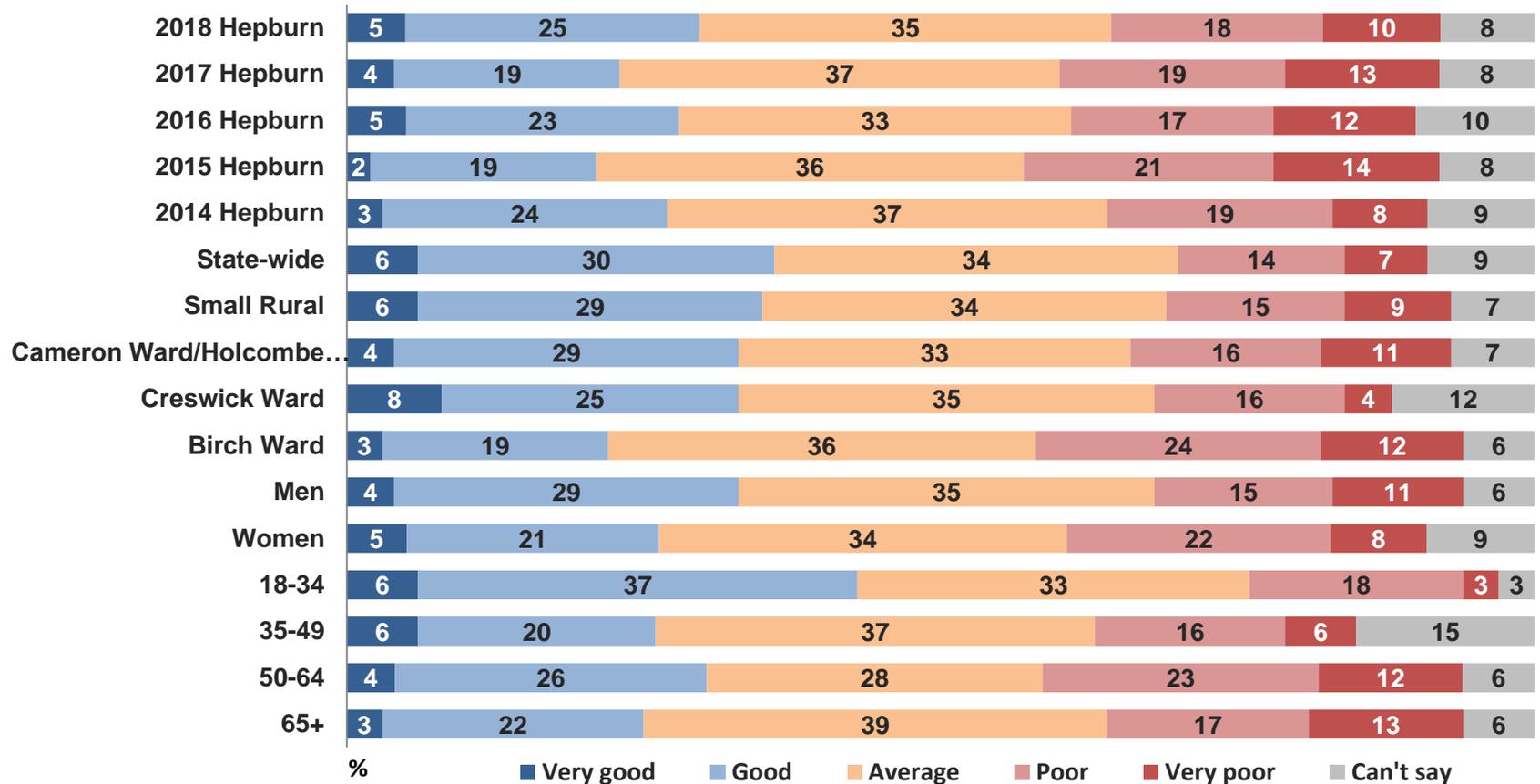
Note: Please see page 6 for explanation about significant differences.

2018 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY

PERFORMANCE DETAILED PERCENTAGES



2018 Community Decisions Made Performance



2018 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA

PERFORMANCE INDEX SCORES



2018 Sealed Local Roads Performance

		2017	2016	2015	2014	2013	2012
State-wide	53↑	53	54	55	55	n/a	n/a
Small Rural	49↑	50	52	52	n/a	n/a	n/a
18-34	49	35	52	35	47	n/a	n/a
65+	47	41	44	49	45	n/a	n/a
Cameron Ward/Holcombe Ward/Coliban Ward	47	38	42	42	40	n/a	n/a
Creswick Ward	47	41	42	45	48	n/a	n/a
Men	46	35	42	44	43	n/a	n/a
Hepburn	46	37	43	43	43	n/a	n/a
Women	46	38	44	42	43	n/a	n/a
50-64	44	36	40	43	40	n/a	n/a
35-49	43	34	39	40	40	n/a	n/a
Birch Ward	43	29	45	39	40	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: 64 Councils asked group: 18

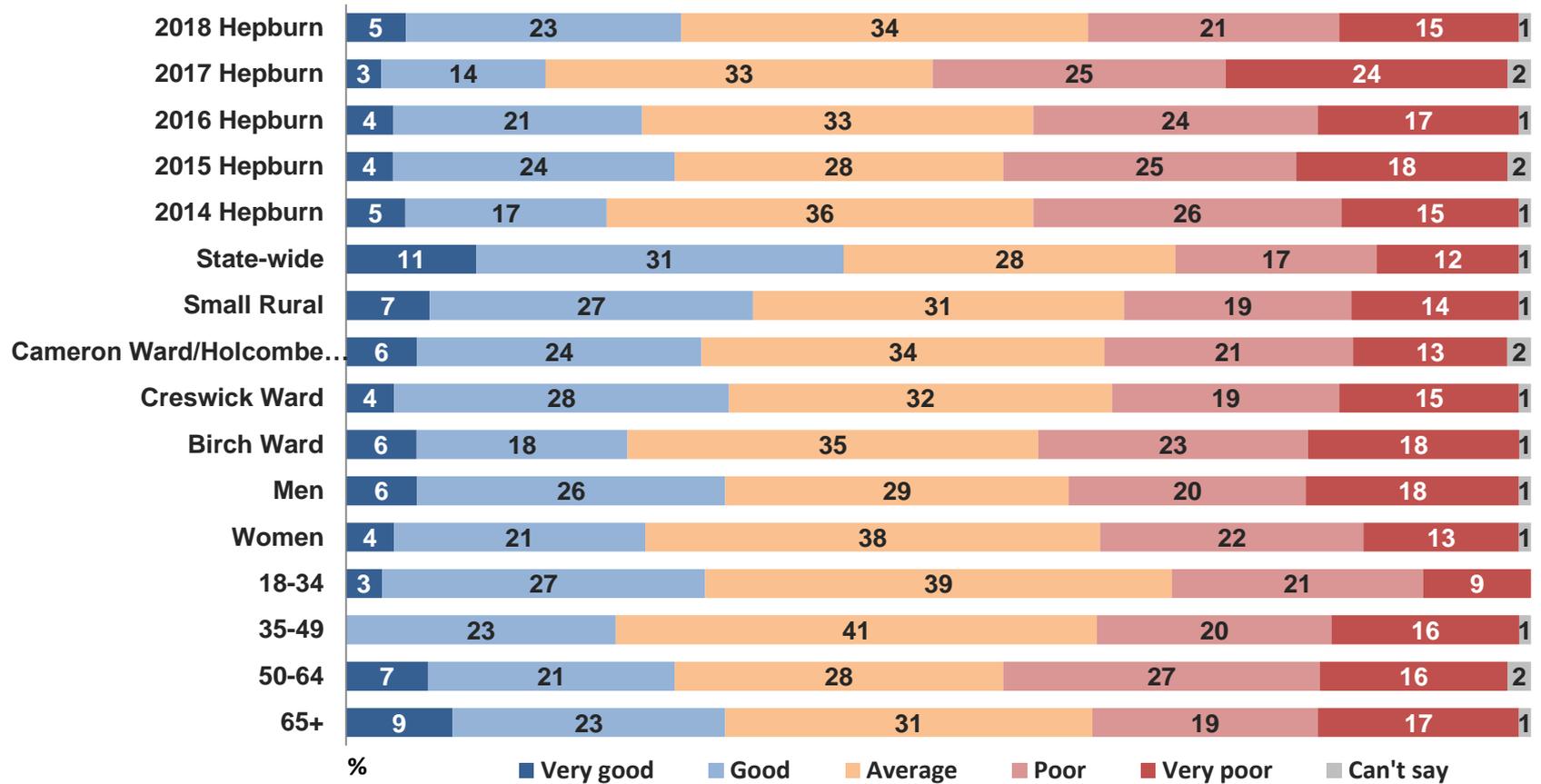
Note: Please see page 6 for explanation about significant differences.

2018 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA

PERFORMANCE DETAILED PERCENTAGES



2018 Sealed Local Roads Performance



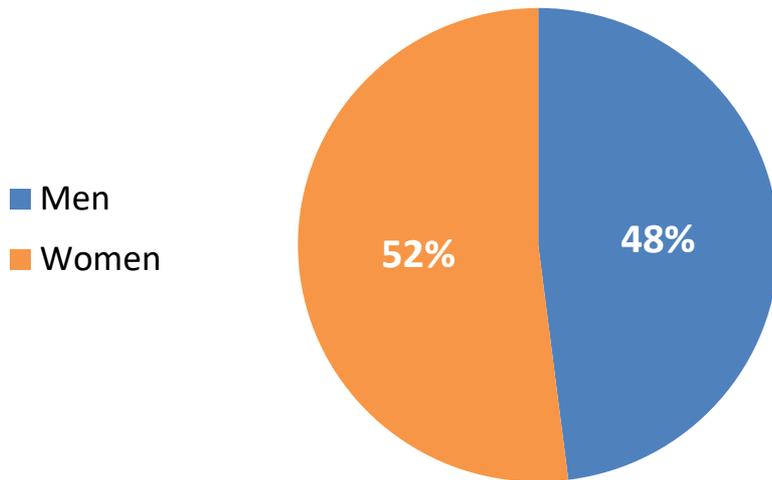
Q2. How has Council performed on 'the condition of sealed local roads in your area' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18



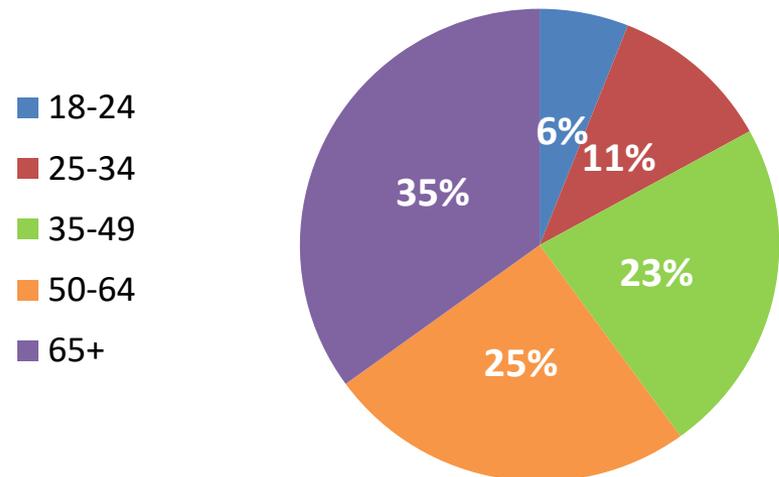
DETAILED DEMOGRAPHICS

2018 GENDER AND AGE PROFILE

Gender



Age



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

A satellite-style map of the United States with a glowing green and yellow network overlay, possibly representing a transportation or utility network. The text is overlaid on the left side of the map.

**APPENDIX A:
DETAILED SURVEY TABULATIONS
AVAILABLE IN SUPPLIED EXCEL FILE**



APPENDIX B: FURTHER PROJECT INFORMATION

APPENDIX B:

BACKGROUND AND OBJECTIVES

The survey was revised in 2012. As a result:

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

As such, the results of the 2012 State-wide Local Government Community Satisfaction Survey should be considered as a benchmark. Please note that comparisons should not be made with the State-wide Local Government Community Satisfaction Survey results from 2011 and prior due to the methodological and sampling changes. **Comparisons in the period 2012-2018 have been made throughout this report as appropriate.**

APPENDIX B:

MARGINS OF ERROR

The sample size for the 2018 State-wide Local Government Community Satisfaction Survey for Hepburn Shire Council was 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 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 13,000 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	180	194	+/-7.3
Women	220	206	+/-6.6
Cameron Ward/Holcombe Ward/Coliban Ward	177	179	+/-7.3
Creswick Ward	102	103	+/-9.7
Birch Ward	121	118	+/-8.9
18-34 years	33	68	+/-17.3
35-49 years	66	92	+/-12.1
50-64 years	125	99	+/-8.8
65+ years	176	141	+/-7.4

APPENDIX B:

ANALYSIS AND REPORTING

All participating councils are listed in the State-wide report published on the DELWP website. In 2018, 64 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 2012-2018 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, Mansfield, Murrindindi, Northern Grampians, Pyrenees, Queenscliffe, Strathbogie, Towong, West Wimmera and Yarriambiack.

Wherever appropriate, results for Hepburn Shire Council for this 2018 State-wide Local Government Community Satisfaction Survey have been compared against other participating councils in the Small Rural group and on a state-wide basis. Please note that council groupings changed for 2015, and as such comparisons to council group results before that time can not be made within the reported charts.

APPENDIX B: ANALYSIS AND REPORTING

Index Scores

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

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

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

APPENDIX B: ANALYSIS AND REPORTING

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

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

APPENDIX B:

INDEX SCORE IMPLICATIONS

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

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

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

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

APPENDIX B:

INDEX SCORE SIGNIFICANT DIFFERENCE CALCULATION

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

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

Where:

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

All figures can be sourced from the detailed cross tabulations.

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

APPENDIX B:

ANALYSIS AND REPORTING

Core, Optional and Tailored Questions

Over and above necessary geographic and demographic questions required to ensure sample representativeness, a base set of questions for the 2018 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 2018 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 2018 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: 2018 Victorian Local Government Community Satisfaction Survey.

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

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

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

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

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

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

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

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

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

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

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



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