



2019 Local Government Community Satisfaction Survey

Hepburn Shire Council

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

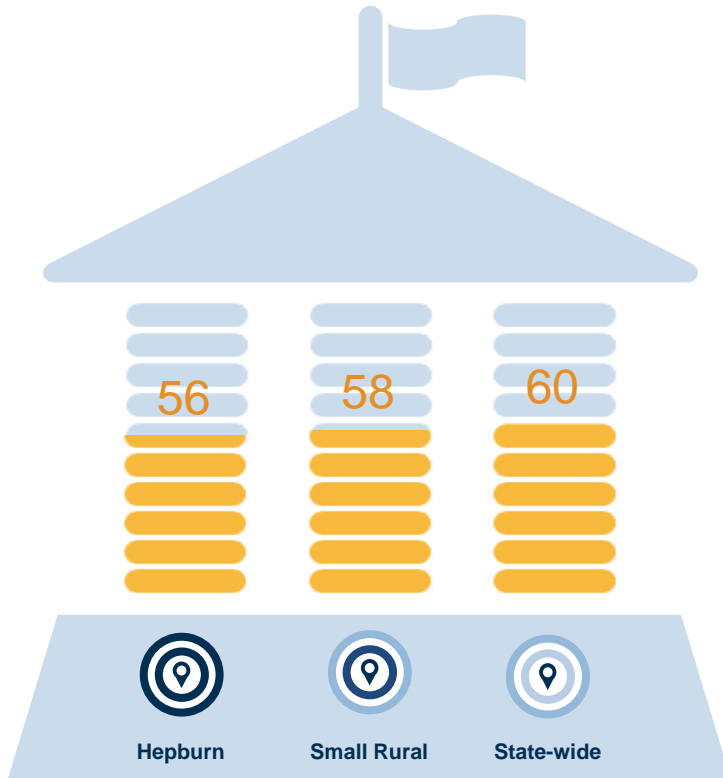


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<u>Planning and building permits</u>	<u>73</u>		
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Hepburn Shire Council – at a glance



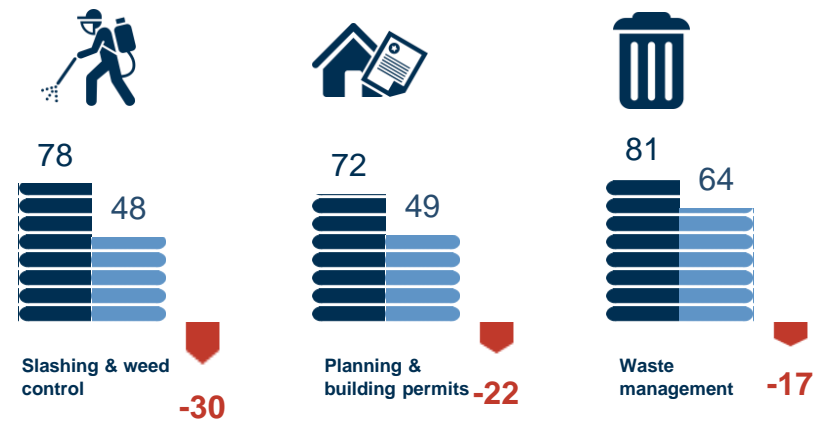
Overall Council performance

Results shown are index scores out of 100.

Top 3 performing areas



Top 3 areas for improvement



Importance — Performance — Net differential



Background and objectives



Background and objectives

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

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

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

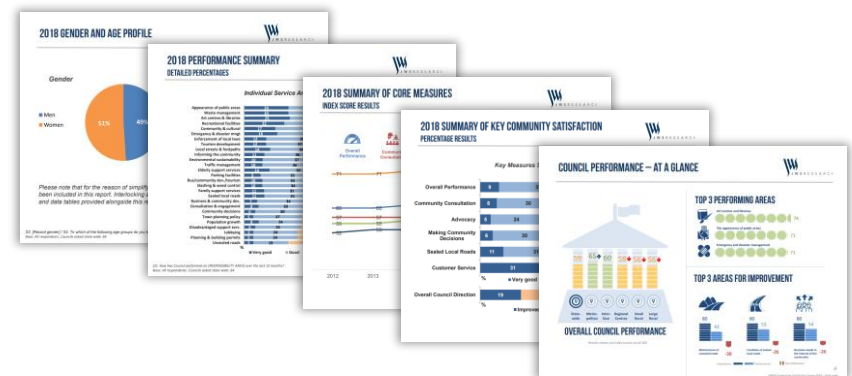
- councils' overall performance with benchmarking against State-wide and council group results
- community consultation and engagement
- advocacy and lobbying on behalf of the community
- customer service, local infrastructure, facilities and
- overall council direction.

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

Serving Victoria for 20 years

Each year the CSS data is used to develop the State-wide report which contains all of the aggregated results, analysis and data. Moreover, with 20 years of results, the CSS offers councils a long-term, consistent measure of how they are performing – essential for councils that work over the long term to provide valuable services and infrastructure to their communities.

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





Key findings and recommendations



Overall performance

The overall performance index score of 56 for Hepburn Shire Council represents a four-point improvement on the 2018 result. This is a statistically significant improvement (at the 95% confidence interval), and continues an upward trend from the previous year.

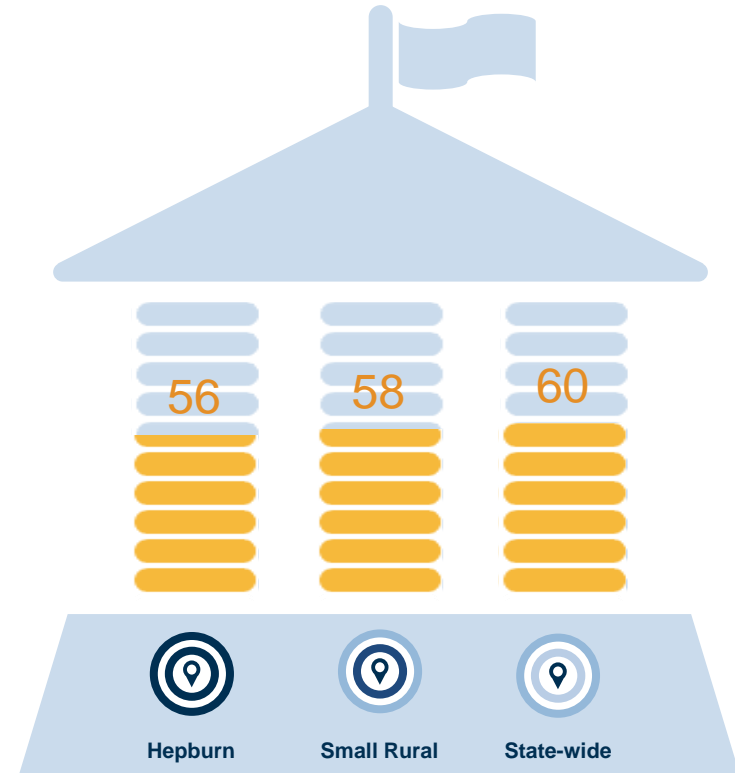
- Council's overall performance rating is now at its highest point since tracking began in 2012.

Hepburn Shire Council's overall performance is rated similar to the average for councils in the Small Rural group, but significantly lower than the average rating for councils State-wide (index scores of 58 and 60 respectively).

- There are no significant differences across the demographic and geographic cohorts compared to the Council average. However, the increase in rating in 2019 is largely driven by residents aged 65+ years (index score of 58), who significantly improved their rating of overall performance, by seven points compared to 2018.

Over twice as many residents rate Hepburn Shire Council's overall performance as 'very good' or 'good' (40%), than those who rate it as 'very poor' or 'poor' (17%). A further 42% sit mid-scale, rating Council's overall performance as 'average'.

Overall Council performance



Results shown are index scores out of 100.



Customer contact and service

Contact with council

More than two-thirds of Hepburn Shire Council residents (69%) have had contact with Council in the last 12 months. While this result is not significantly different to 2018 (64%), it equals Council's highest level of contact over the course of tracking.

- Residents aged 35 to 49 years had the most contact with Council in 2019 (76%).
- Conversely, residents in Creswick Ward had the least contact with Council (62%).
- There are no significant differences across the demographic or geographic cohorts compared to the Council average.

The main methods of contacting Council are 'in person' (37%) and 'by telephone' (36%).

Overall, 'newsletters sent via mail' (27%) are considered the best way for Council to inform residents about news, information and upcoming events.

While mailed newsletters are considered the optimal method by those aged over 50 years (30%), residents under 50 years have a higher preference for 'newsletters sent via email' (30%) or social media updates (25%), ahead of mailed newsletters (22%).

Customer service

Hepburn Shire Council's customer service index of 68 is a one-point improvement on the result for 2018, and is Council's highest result achieved to date on this measure.

Performance on this measure is rated slightly lower than the State-wide and Small Rural group council averages (index scores of 71 and 70 respectively), but this does not represent a significant difference.

- There are no significant differences across the demographic and geographic cohorts compared to the 2019 Council average.

Approximately three-in-10 residents (28%) rate Council's customer service as 'very good', with 38% rating it as 'good'. These results are consistent with 2018.

Customer service ratings based on the method used in the most recent contact are highest for 'in person' and 'by telephone' (index scores of 73 and 71 respectively). Notably, ratings 'by email' (index score of 58) are significantly lower compared to 2018 (index score of 74).



Top performing areas and areas for improvement

Top performing areas

Tourism development is the area where Hepburn Shire Council has performed most strongly overall (index score of 69), performing significantly higher than the State-wide and Small Rural group council averages (index scores of 63 and 66 respectively).

Other top performing service areas for Hepburn Shire Council are:

- Customer service (index score of 68)
- The appearance of public areas (index score of 67)
- Waste management (index score of 64).

It should be noted however that appearance of public areas is rated significantly lower than the State-wide and Small Rural group averages.

The most improved service area in 2019 is sealed local roads (index score of 50), which increased four index points compared to 2018. Sealed local roads is rated similar to the Small Rural council average (index score of 53), although performance on this measure is now at its highest since tracking began.

Another area where Hepburn Shire Council has shown improvement is community decisions (index score of 52). Based on a three-point improvement in 2019, this area is also at its highest point to date.

Areas for improvement

There were no significant declines in ratings for Hepburn Shire Council in 2019. Areas for improvement are those where performance ratings are low and also significantly below the average rating for councils State-wide and in the Small Rural group. An area that stands out as in need of attention is slashing and weed control. With an index score of 48, Council is rated lowest in this service area.

- Performance ratings on slashing and weed control are significantly lower than the average for councils State-wide and for councils in the Small Rural group (index scores of 56 and 55 respectively).
- With an importance index of 78, slashing and weed control is considered one of the most important council service areas by residents.

Consultation and engagement and lobbying (index scores of 51) are other areas that stand out as in need of Council attention. While performance ratings in these areas did not change significantly in the past year, Council performs significantly lower than the State-wide and Small Rural group averages in these areas.

- Indeed, “community consultation” is mentioned as an area where Council needs to improve its performance, by 14% of residents.



Influences on perceptions of overall performance

The individual service areas that have the strongest influence on the overall performance rating (based on regression analysis) are:

- Decisions made in the interest of the community
- Community consultation and engagement
- Recreational facilities
- The appearance of public areas.

Looking at key service areas only, the appearance of public areas has the strongest positive performance index and a moderate to strong positive influence on the overall performance rating. Currently, Hepburn Shire Council is performing *well* in this area (performance index of 67) and it should remain a focus.

Tourism development and waste management also have high performance ratings, but a weaker influence on perceptions of overall performance, so while they should remain a focus, there is greater work to be done elsewhere.

Hepburn Shire Council's decisions made in the community's interest, community consultation and engagement and recreational facilities have lower (though still positive) performance ratings overall. Continuing efforts in these areas has the capacity to lift Hepburn Shire Council's overall performance rating. This is particularly true for community decisions as it has the strongest influence on overall performance perceptions.

Council's roadside slashing and weed control, planning and building permits and lobbying on behalf of the community are among Council's lowest performance ratings (index scores of 51 and below), and are areas with a moderate influence on overall performance perceptions. Improved efforts on these services could pay dividends in terms of overall performance.

In summary, good communication and transparency with residents about decisions the Council has made in the community's interest could help drive up overall opinion of the Council's performance. Improvements on community consultation and engagement and recreational facilities should also assist, as well as maintaining the good work on the appearance of public areas.



Focus areas for coming 12 months

Perceptions of Council did not experience any significant declines in performance index scores in the past year. This is a positive result for council.

In terms of priorities for the year ahead, Hepburn Shire Council should focus on maintaining and improving performance in the individual service areas that most influence positive perceptions of overall performance:

- Decisions made in the interest of the community
- Community consultation and engagement
- Recreational facilities
- The appearance of public areas.

Council should also focus attention on service areas where current performance levels are low and remain significantly lower than the State-wide and Small Rural group council averages.

Areas that stand out as being most in need of Council attention are slashing and weed control (index score of 48), consultation and engagement and lobbying (both with index scores of 51). These are some of Council's lowest rating measures, where it performs significantly lower than the State-wide and Small Rural group council averages.

Service areas where stated importance exceeds rated performance by more than 15 points also warrant attention. Key priorities include:

- Slashing and weed control (margin of 30 points)
- Planning and building permits (margin of 22 points)
- Waste management (margin of 17 points)
- Environmental sustainability (margin of 16 points).

More generally, consideration should also be given to residents aged 50 to 64 years, who appear to be driving negative opinion in a number of areas in 2019.

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

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



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

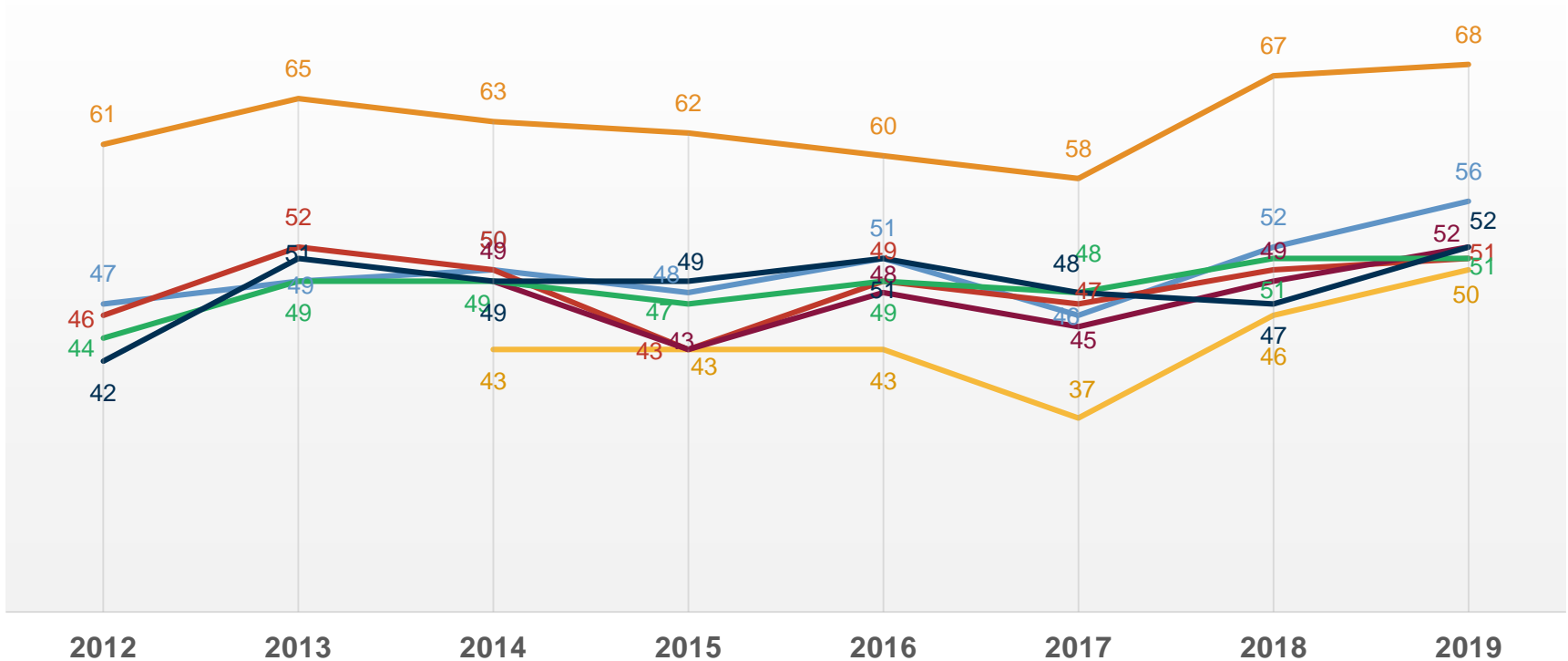


Summary of findings



Summary of core measures

Index scores





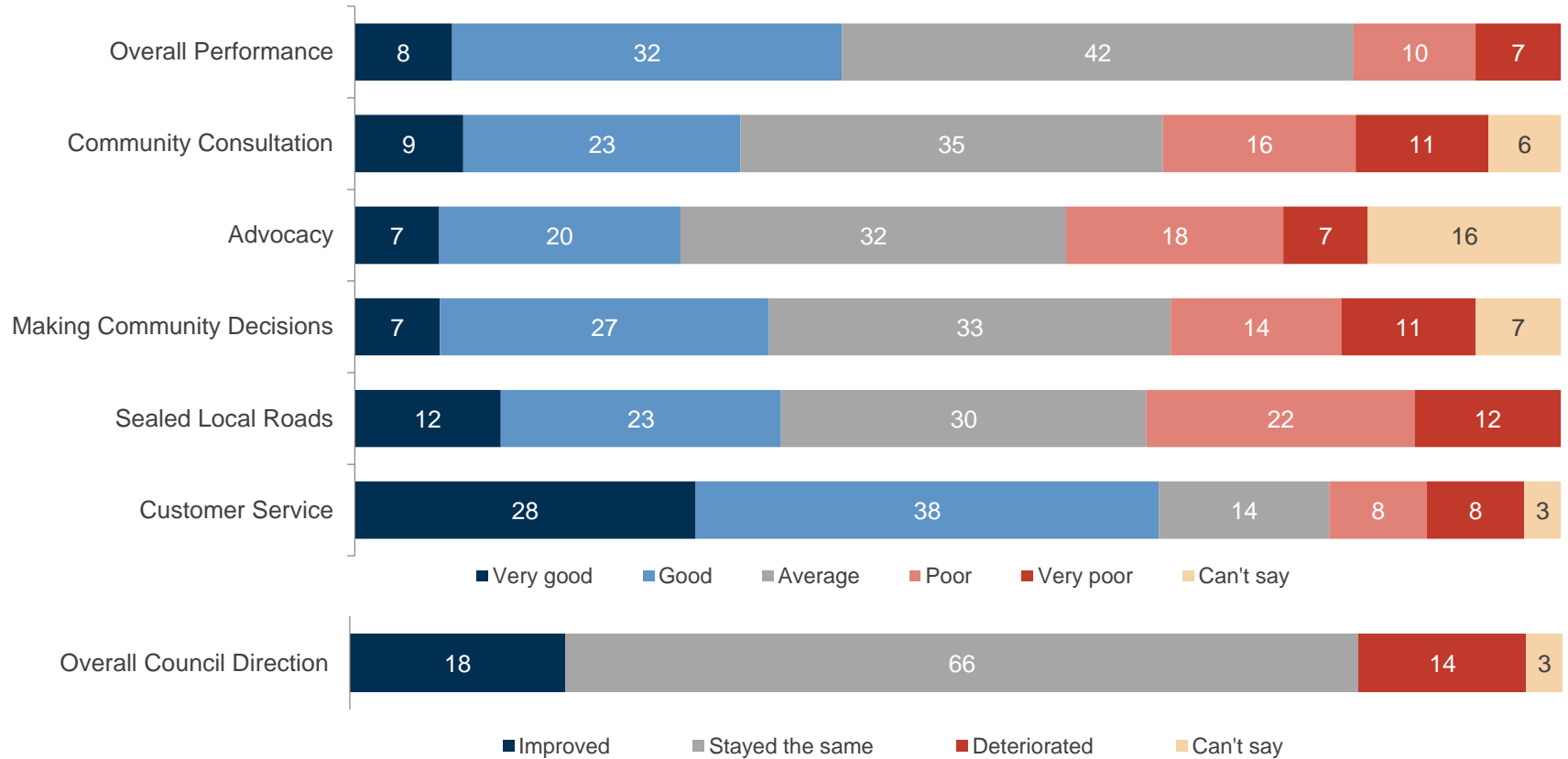
Summary of core measures

Performance Measures	Hepburn 2019	Hepburn 2018	Small Rural 2019	State-wide 2019	Highest score	Lowest score
Overall Performance	56	52	58	60	Creswick Ward	Aged 50-64 years
Community Consultation (Community consultation and engagement)	51	50	56	56	Aged 18-34 years	Aged 50-64 years
Advocacy (Lobbying on behalf of the community)	51	51	55	54	Aged 18-34 years	Aged 50-64 years
Making Community Decisions (Decisions made in the interest of the community)	52	49	55	55	Creswick Ward	Birch Ward
Sealed Local Roads (Condition of sealed local roads)	50	46	53	56	Aged 65+ years	Aged 50-64 years
Customer Service	68	67	70	71	Aged 18-34 years	Aged 50-64 years
Overall Council Direction	52	47	53	53	Birch Ward	Aged 50-64 years



Summary of key community satisfaction

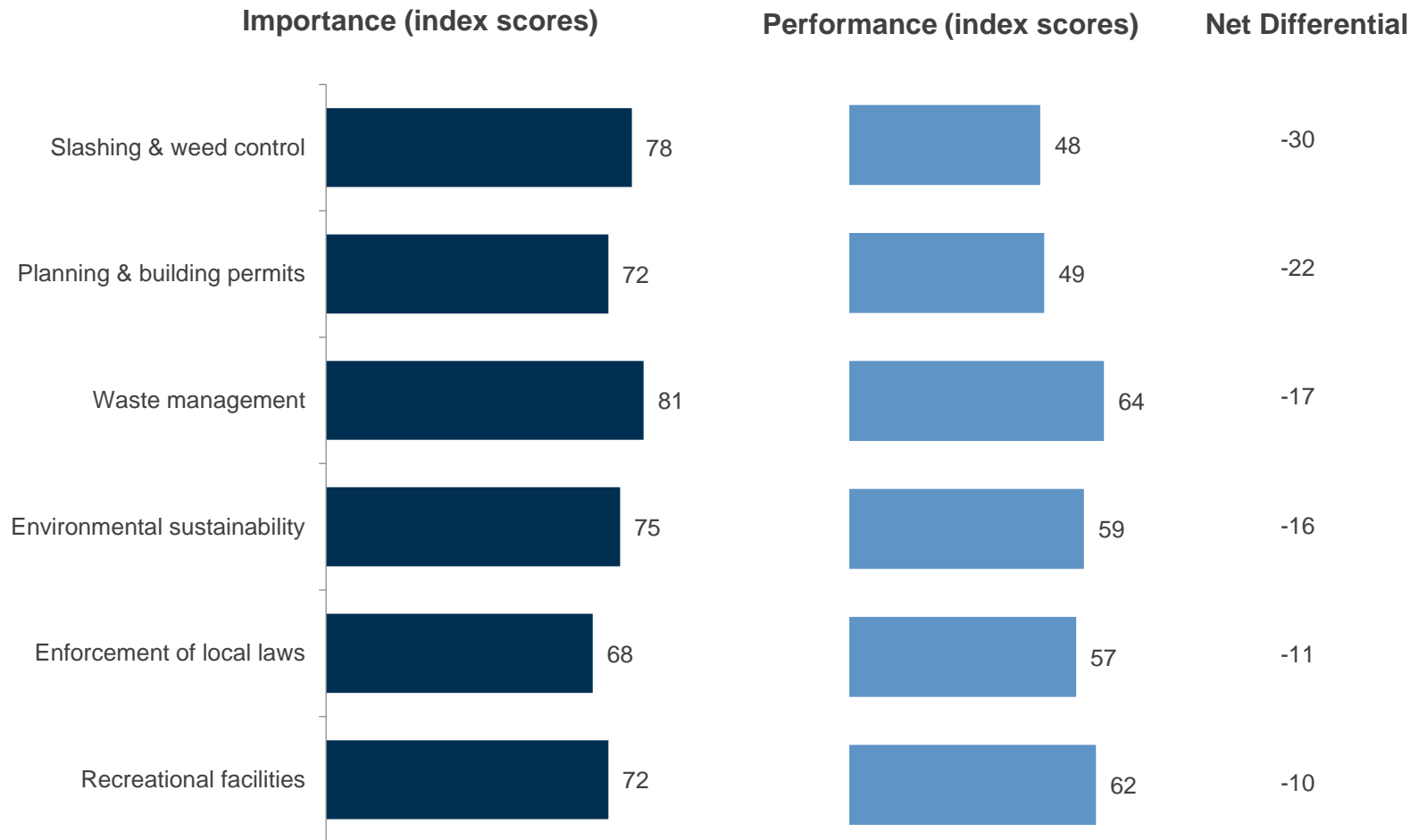
Key measures summary results (%)





Individual service areas importance vs performance

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





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).

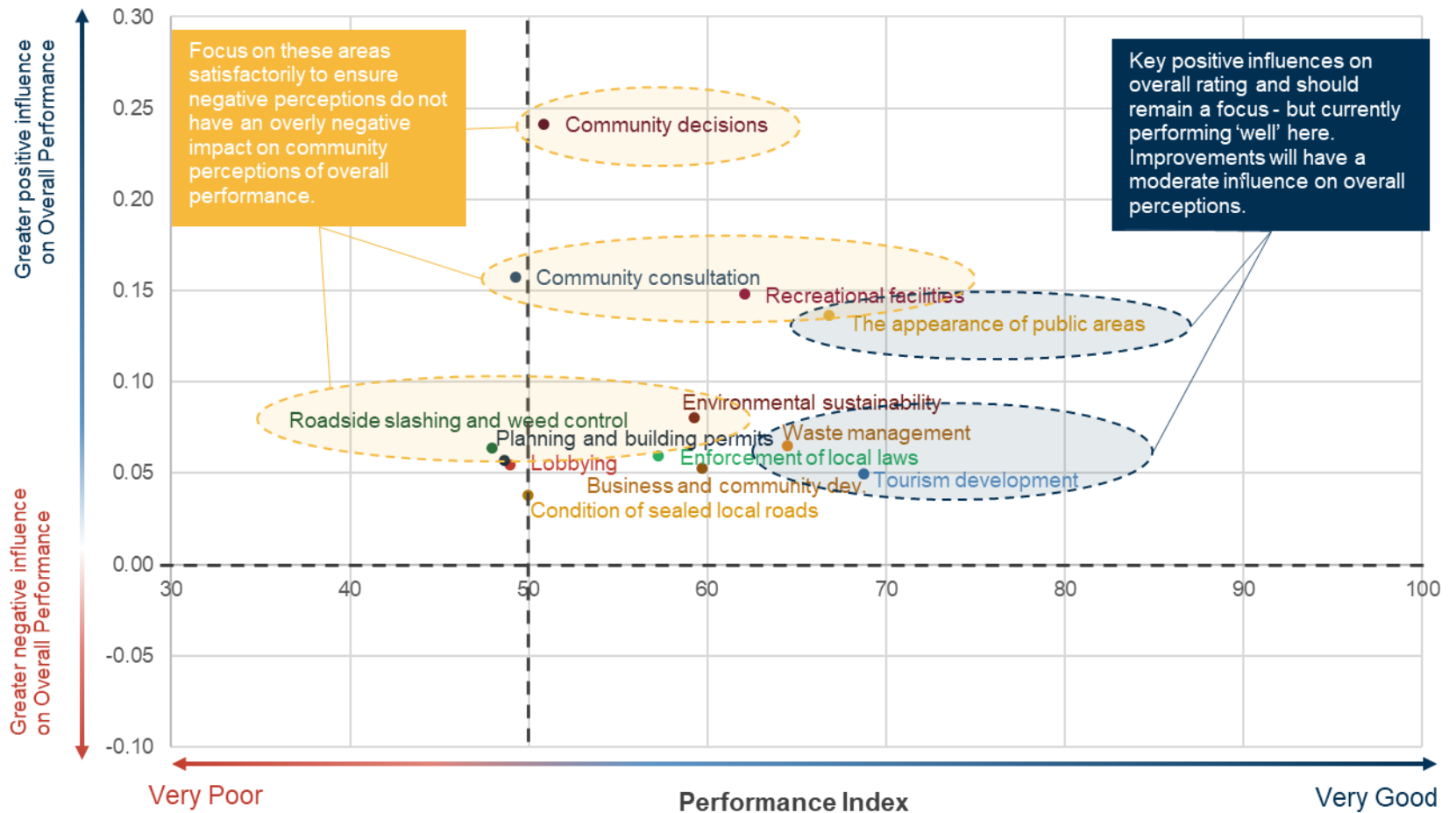
In the chart that follows:

- The horizontal axis represents the council performance index for each individual service. Service areas appearing on the right-side of the chart have a higher performance index than those on the left.
- The vertical axis represents the Standardised Beta Coefficient from the multiple regression performed. This measures the contribution of each service area to the model. Service areas near the top of the chart have a greater positive effect on overall performance ratings than service areas located closer to the axis.
- The chart is based on unweighted data, which means the service performance indices in the regression chart may vary by +/- 1-2 points on the indices reported in charts and tables elsewhere in this report.



Influence on overall performance: key service areas

2019 regression analysis



The multiple regression analysis model above (reduced set of service areas) has an R-squared value of 0.598 and adjusted R-square value of 0.594, which means that 60% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at $p = 0.0001$, $F = 133.78$.



Individual service area importance

2019 individual service area importance (index scores)

		2018	2017	2016	2015	2014	2013	2012
Waste management	81	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Slashing & weed control	78	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Environmental sustainability	75	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Appearance of public areas	72	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Recreational facilities	72	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Planning & building permits	72	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Business & community dev.	70	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Enforcement of local laws	68	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Tourism development	61	n/a	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?

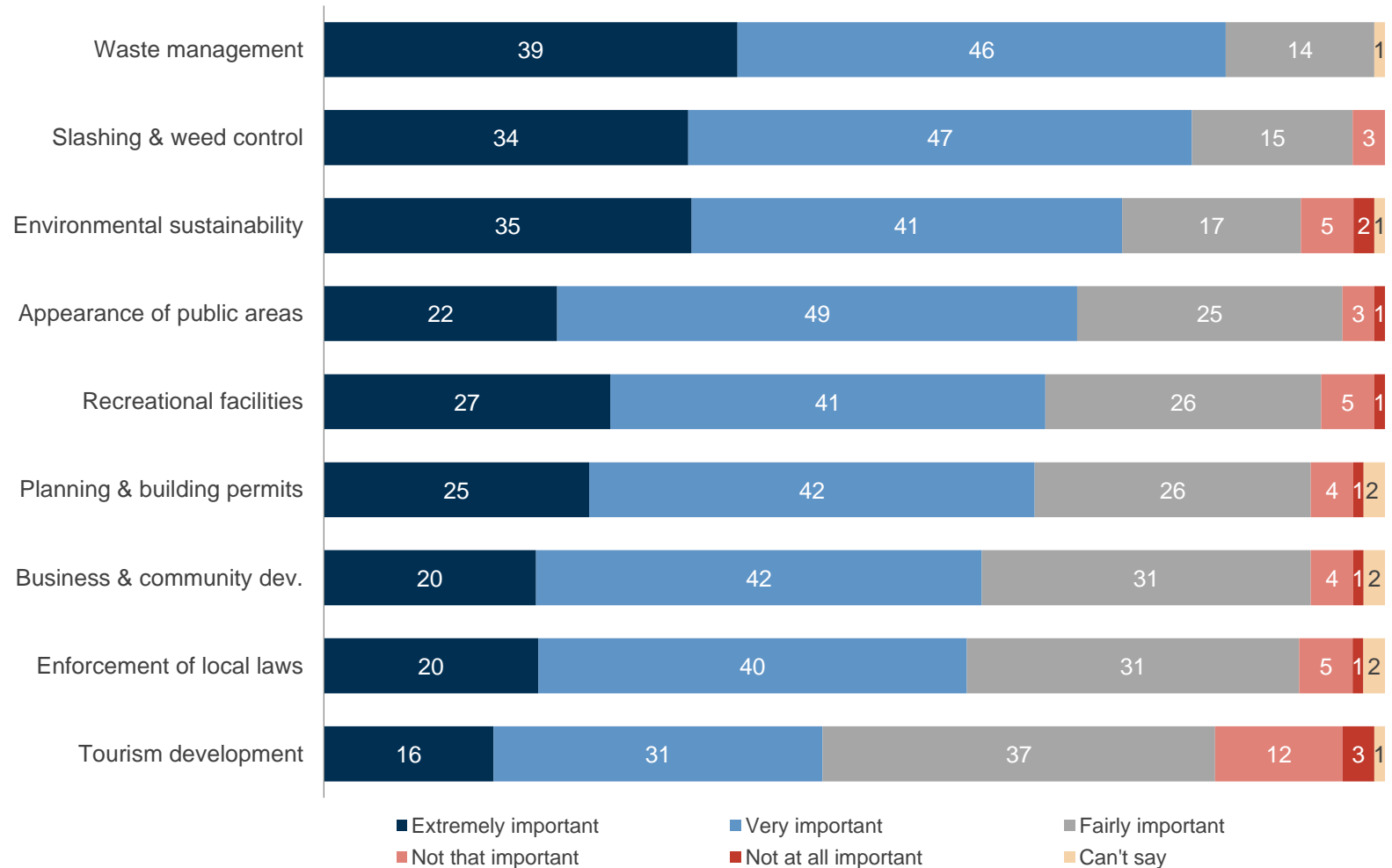
Base: All respondents. Councils asked state-wide: 31 Councils asked group: 8

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



Individual service area importance

2019 individual service area importance (%)



Q1. Firstly, how important should [RESPONSIBILITY AREA] be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 31 Councils asked group: 8



Individual service area performance

2019 individual service area performance (index scores)

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

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

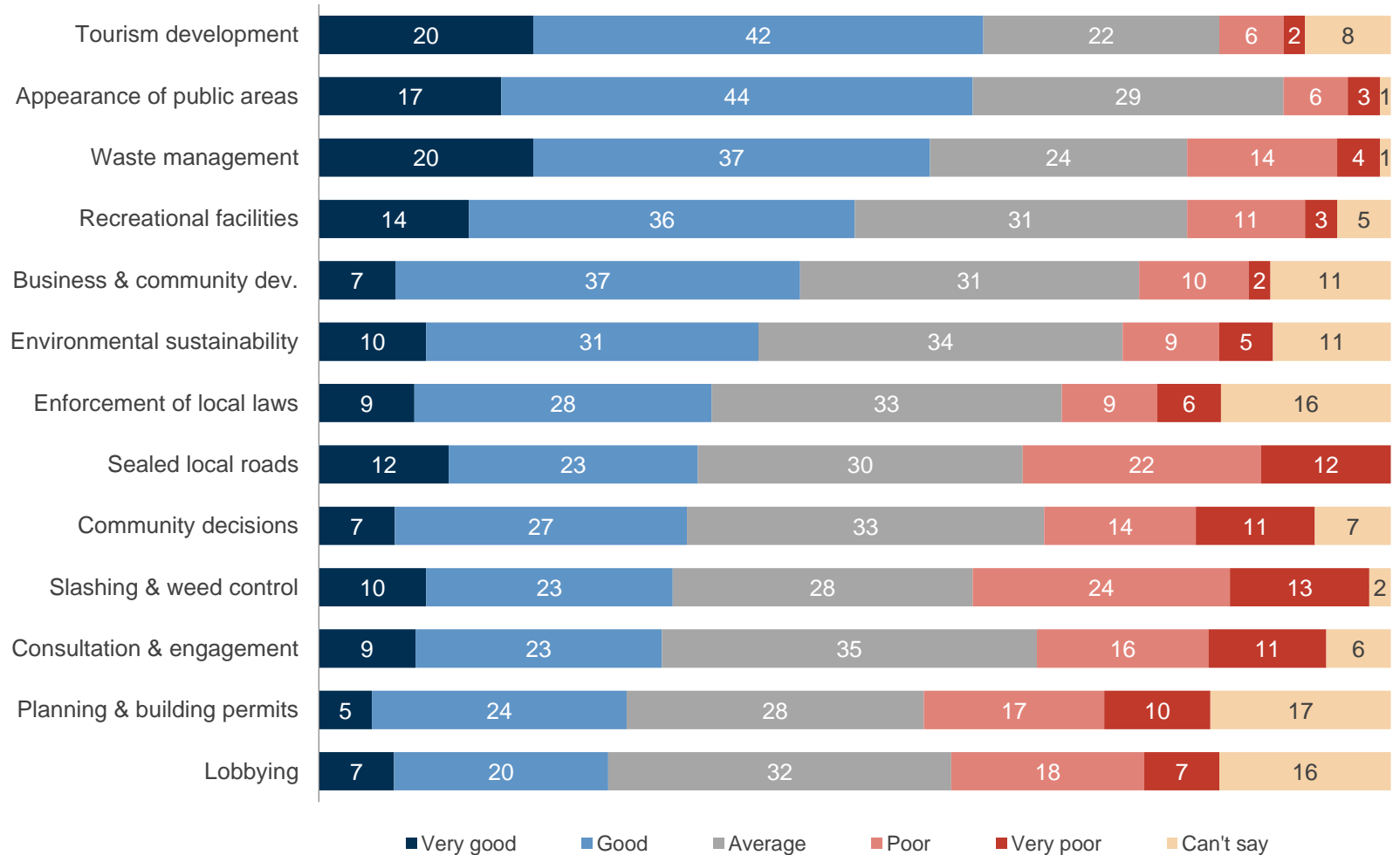
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

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



Individual service area performance

2019 individual service area performance (%)



Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?
 Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18



Individual service area performance vs State-wide average

Significantly Higher than State-wide Average

- Tourism development

Significantly Lower than State-wide Average

- Consultation & engagement
- Lobbying
- Enforcement of local laws
- Recreational facilities
- Appearance of public areas
- Waste management
- Planning permits
- Environmental sustainability
- Slashing & weed control
- Making community decisions
- Sealed local roads



Individual service area performance vs group average

Significantly Higher than Group Average

- Tourism development

Significantly Lower than Group Average

- Consultation & engagement
- Lobbying
- Enforcement of local laws
- Recreational facilities
- Appearance of public areas
- Slashing & weed control
- Making community decisions



Areas for improvement

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

		2018	2017	2016	2015	2014	2013	2012
Community Consultation	14	15	n/a	n/a	n/a	n/a	n/a	n/a
Town Planning/Permits/Red Tape	9	1	n/a	n/a	n/a	n/a	n/a	n/a
Medium Strips/Nature Strips	9	3	n/a	n/a	n/a	n/a	n/a	n/a
Public Areas - General Maintenance	7	2	n/a	n/a	n/a	n/a	n/a	n/a
Sealed Road Maintenance	7	18	n/a	n/a	n/a	n/a	n/a	n/a
Waste Management	7	4	n/a	n/a	n/a	n/a	n/a	n/a
Environmental Issues	7	2	n/a	n/a	n/a	n/a	n/a	n/a
Recreational/Sporting Facilities	6	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Communication	6	10	n/a	n/a	n/a	n/a	n/a	n/a
Nothing	4	6	n/a	n/a	n/a	n/a	n/a	n/a

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

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

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

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

DETAILED FINDINGS



Overall performance



Overall performance

2019 overall performance (index scores)

		2018	2017	2016	2015	2014	2013	2012
Creswick Ward	60	55	51	50	49	55	48	n/a
State-wide	60▲	59	59	59	60	61	60	60
Small Rural	58	56	58	57	59	n/a	n/a	n/a
65+	58	51	51	50	48	52	45	42
35-49	57	53	41	47	47	48	51	50
18-34	57	59	45	62	51	56	54	53
Women	56	52	49	51	48	50	50	49
Hepburn	56	52	46	51	48	50	49	47
Men	56	52	44	51	48	50	48	44
Cameron Ward/Holcombe Ward/Coliban Ward	55	52	47	51	48	48	50	n/a
Birch Ward	54	49	39	51	46	47	50	n/a
50-64	53	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?

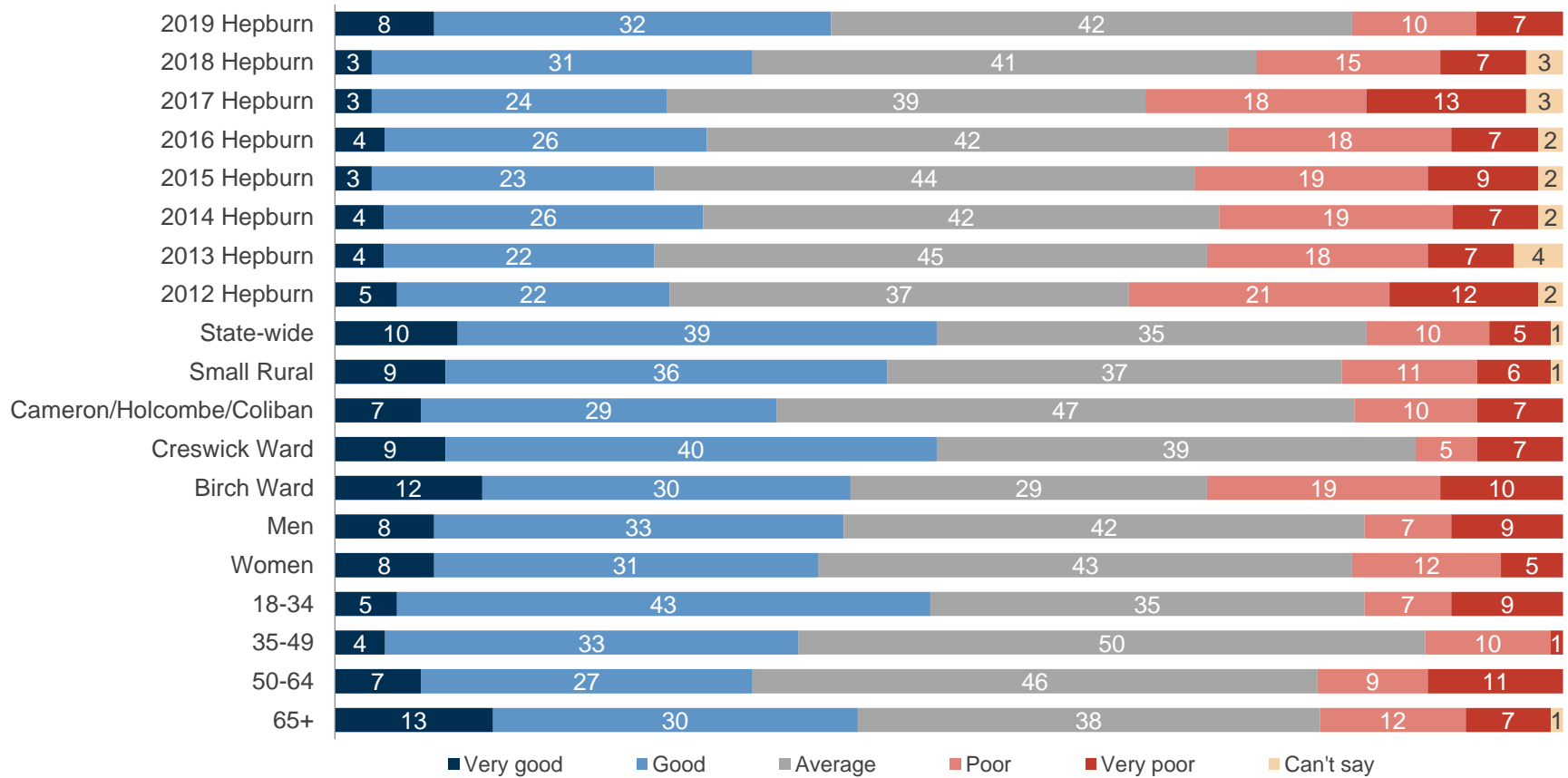
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

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



Overall performance

Overall performance (%)



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

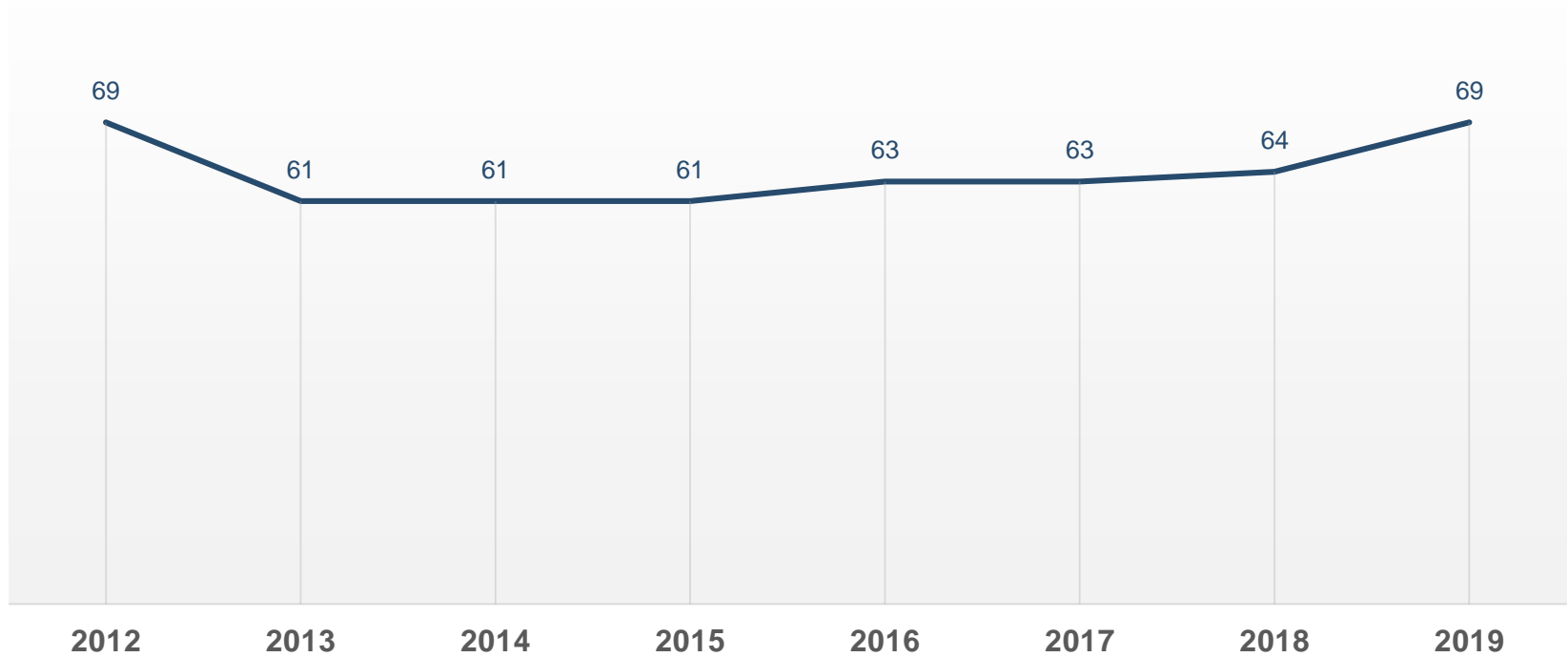


Customer service



Contact with council

2019 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: 6



Contact with council

2019 contact with council (%)

	2018	2017	2016	2015	2014	2013	2012
35-49	65	63	71	63	55	68	76
Birch Ward	65	59	63	60	63	61	n/a
Cameron Ward/Holcombe Ward/Coliban Ward	64	59	66	62	61	61	n/a
Women	62	68	64	58	58	62	64
Hepburn	64	63	63	61	61	61	69
18-34	51	47	61	57	72	51	57
65+	64	64	57	59	56	61	71
Small Rural	66	62	61	64	n/a	n/a	n/a
Men	66	58	62	64	64	60	73
50-64	71	72	65	63	65	61	67
State-wide	63	58	58	60	61	60	61
Creswick Ward	64	72	60	59	58	61	n/a

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: 6

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



Customer service rating

2019 customer service rating (index scores)

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

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.

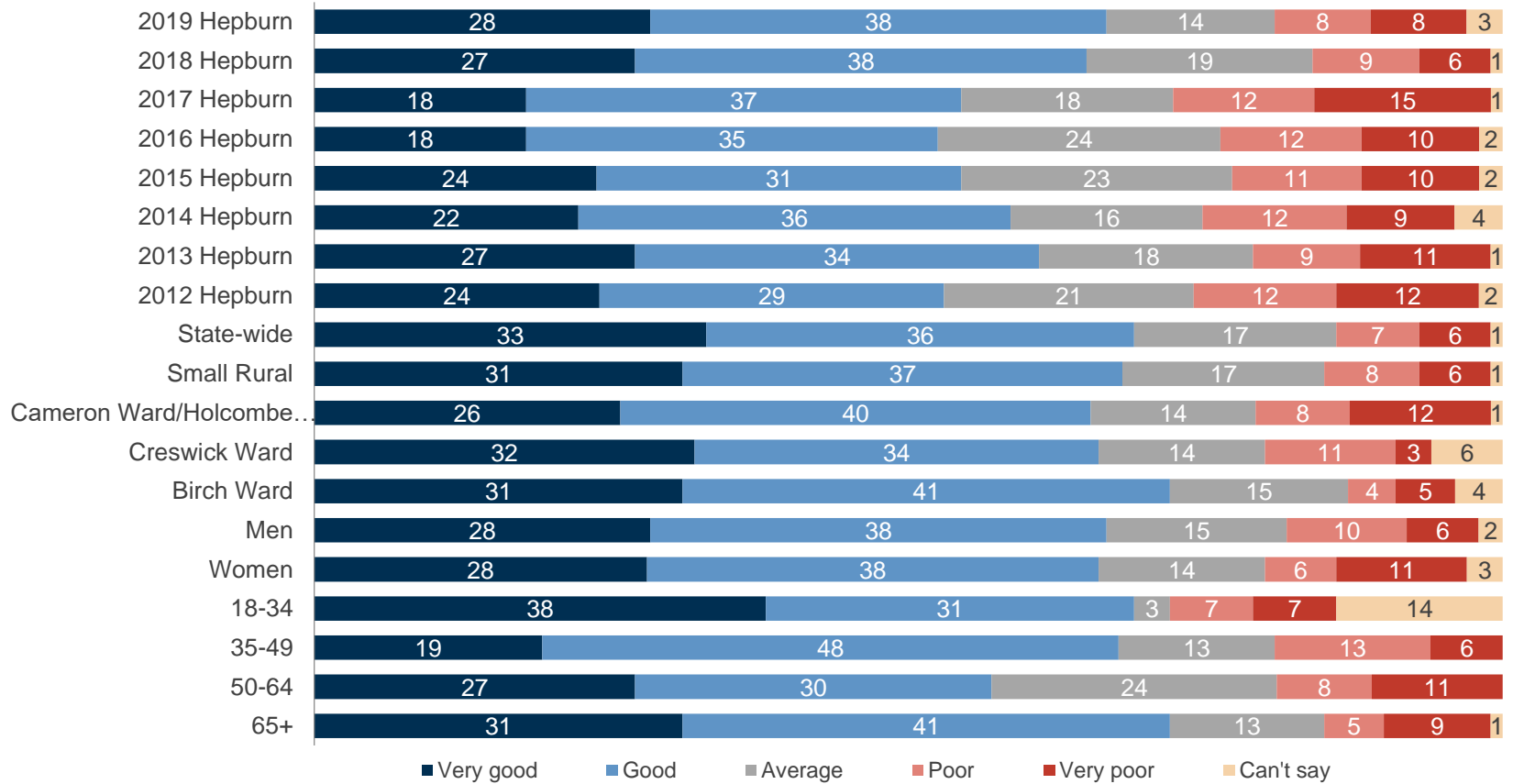
Councils asked state-wide: 63 Councils asked group: 18

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



Customer service rating

Customer service rating (%)

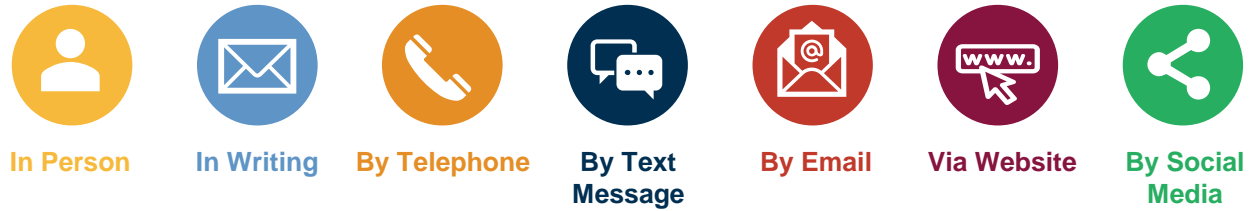


Q5c. Thinking of the most recent contact, how would you rate Hepburn Shire Council for customer service? Please keep in mind we do not mean the actual outcome but rather the actual service that was received.
 Base: All respondents who have had contact with Council in the last 12 months.
 Councils asked state-wide: 63 Councils asked group: 18



Method of contact with council

2019 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?

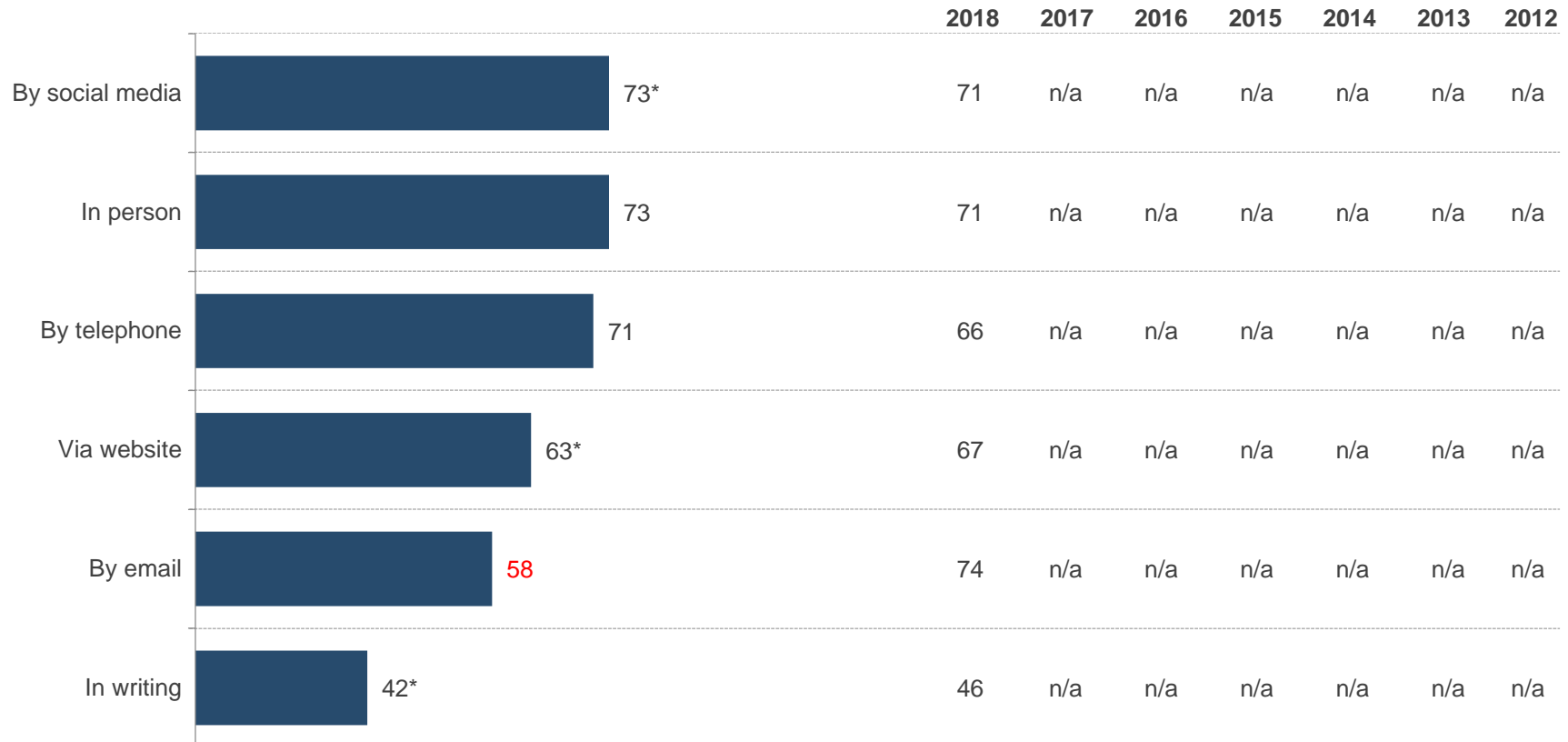
Base: All respondents. Councils asked state-wide: 25 Councils asked group: 6

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



Customer service rating by method of last contact

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



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

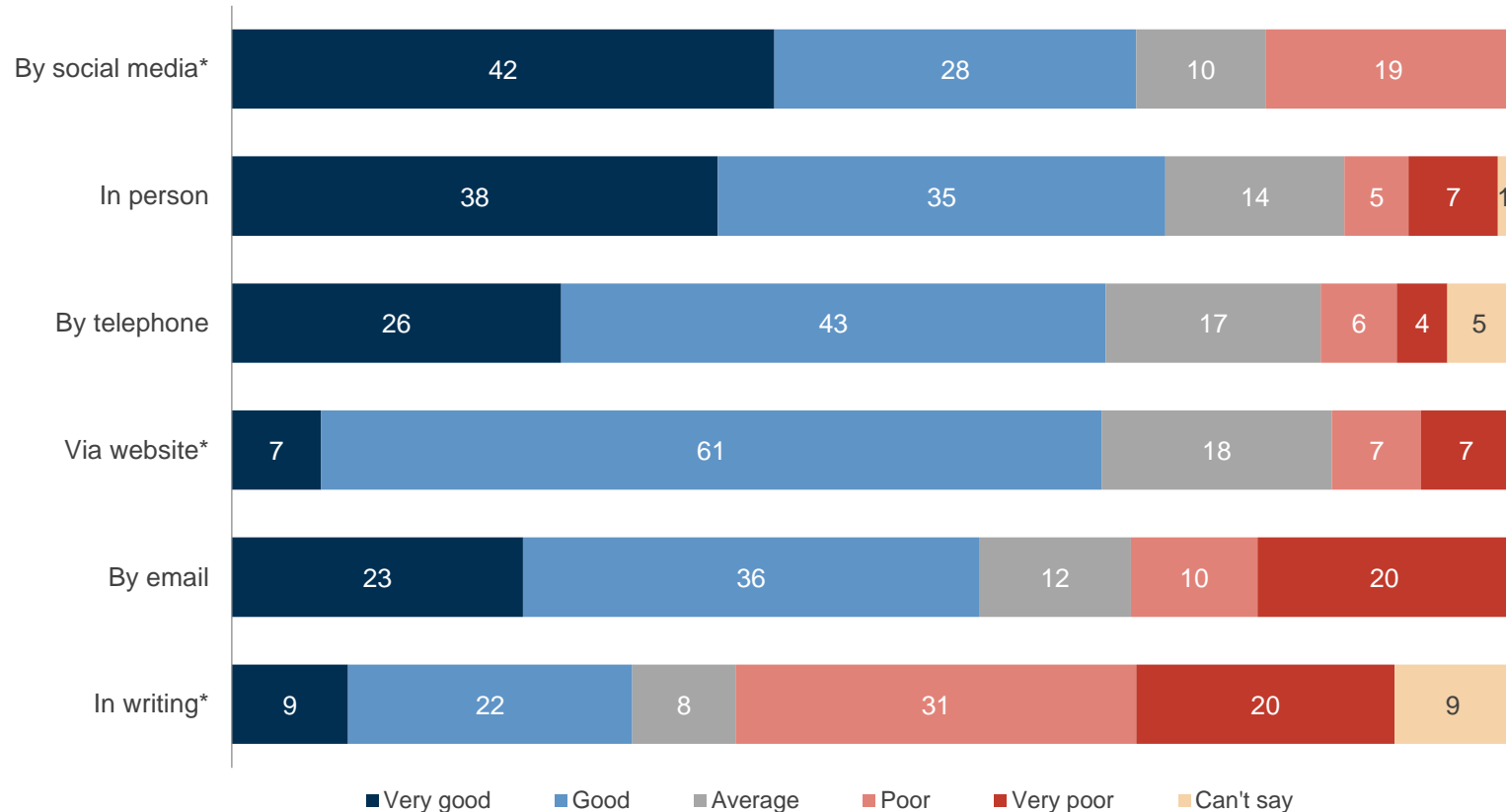
Note: Please see Appendix A for explanation of significant differences.

*Caution: small sample size < n=30



Customer service rating by method of last contact

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



Q5c. Thinking of the most recent contact, how would you rate 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: 6

*Caution: small sample size < n=30



Communication



Communication summary

Overall preferred forms of communication

- Newsletter sent via mail (27%)

Preferred forms of communication among over 50s

- Newsletter sent via mail (30%)

Preferred forms of communication among under 50s

- Newsletter sent via email (30%)

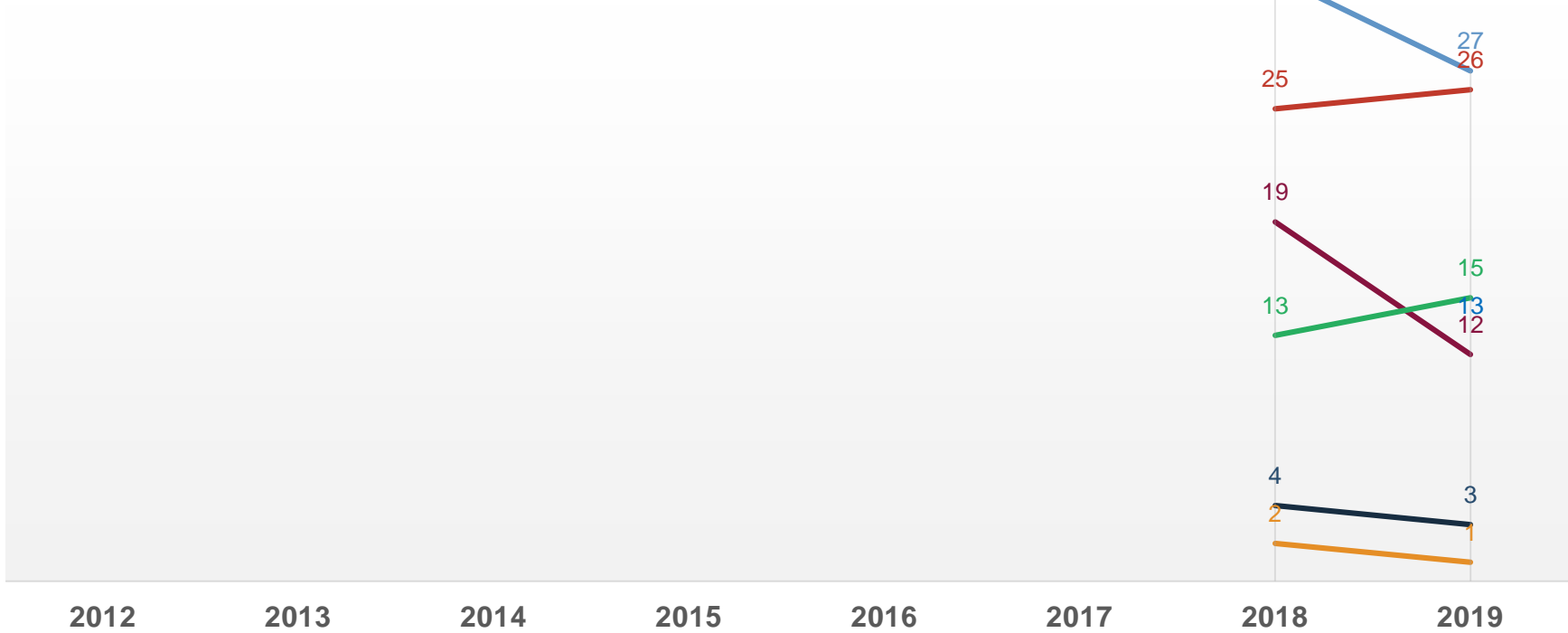
Greatest change since 2018

- Advertising in a local newspaper (-7)
- *Note: Social Media added for 2019*



Best form of communication

2019 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: 31 Councils asked group: 7



Best form of communication: under 50s

2019 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: 31 Councils asked group: 7



2019 best form of communication: over 50s

2019 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: 31 Councils asked group: 7



Council direction



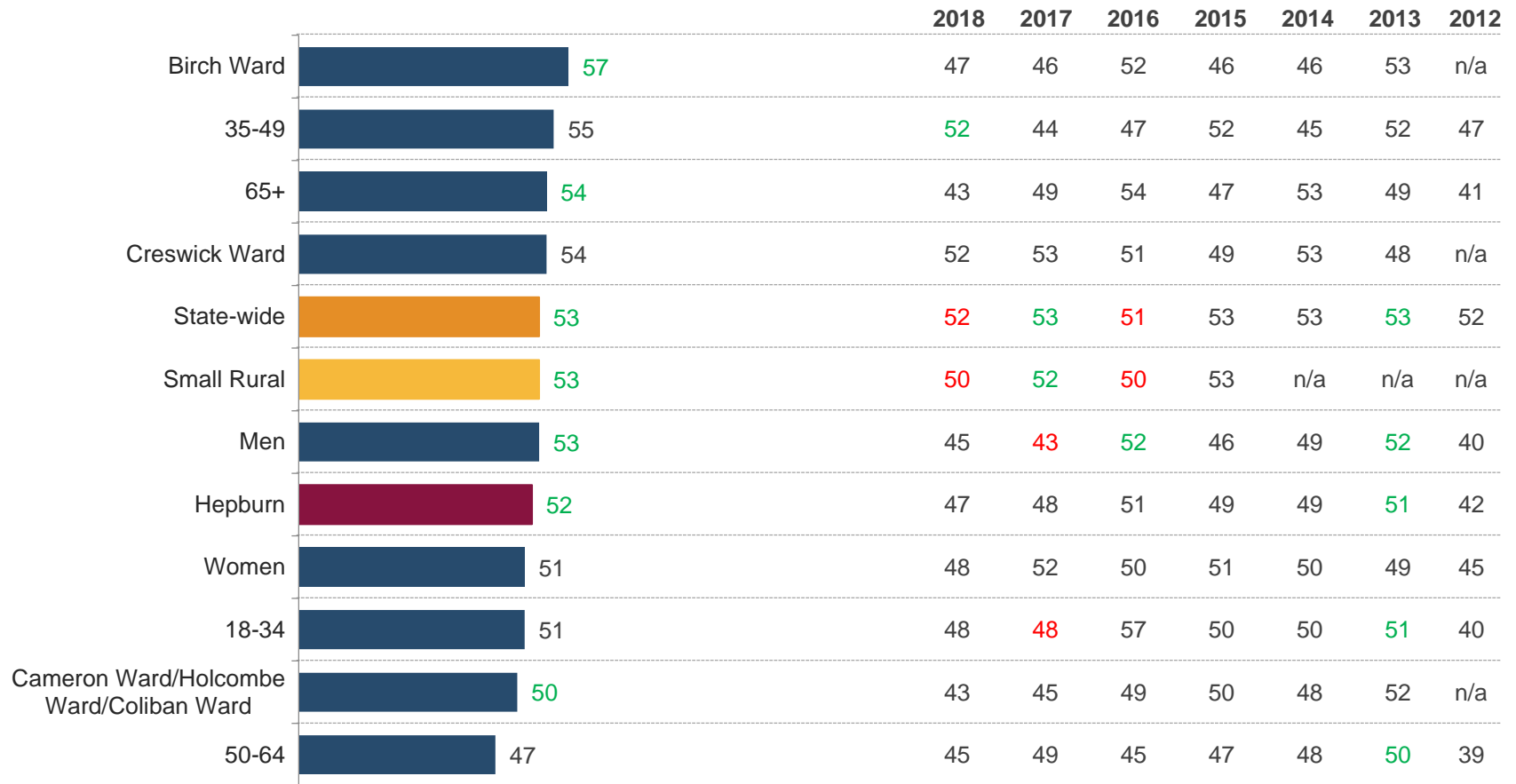
Council direction summary

Council direction	<ul style="list-style-type: none">• 66% stayed about the same, up 6 points on 2018• 18% improved, up 4 points on 2018• 14% deteriorated, down 6 points on 2018
Most satisfied with Council direction	<ul style="list-style-type: none">• Birch Ward residents
Least satisfied with Council direction	<ul style="list-style-type: none">• Aged 50-64 years



Overall council direction last 12 months

2019 overall direction (index scores)



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

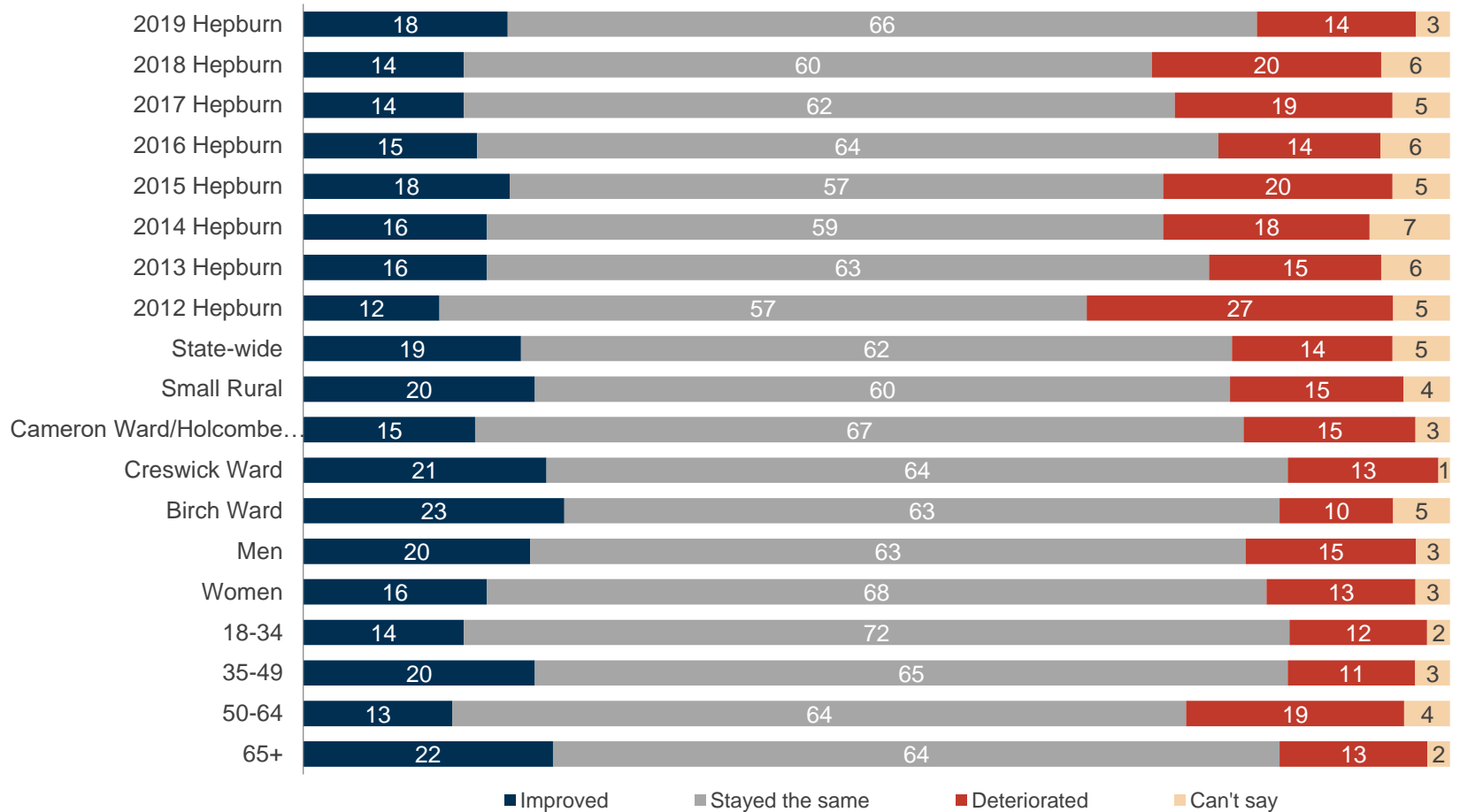
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

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



Overall council direction last 12 months

2019 overall council direction (%)



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: 63 Councils asked group: 18

The image features a large, stylized graphic of the letters 'N' and 'W' in a dark blue color. The letters are filled with a satellite-style map of North America, showing landmasses and a network of glowing white lines representing roads or infrastructure. The background is white.

Individual service areas



Community consultation and engagement performance

2019 Consultation and engagement performance (index scores)

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

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

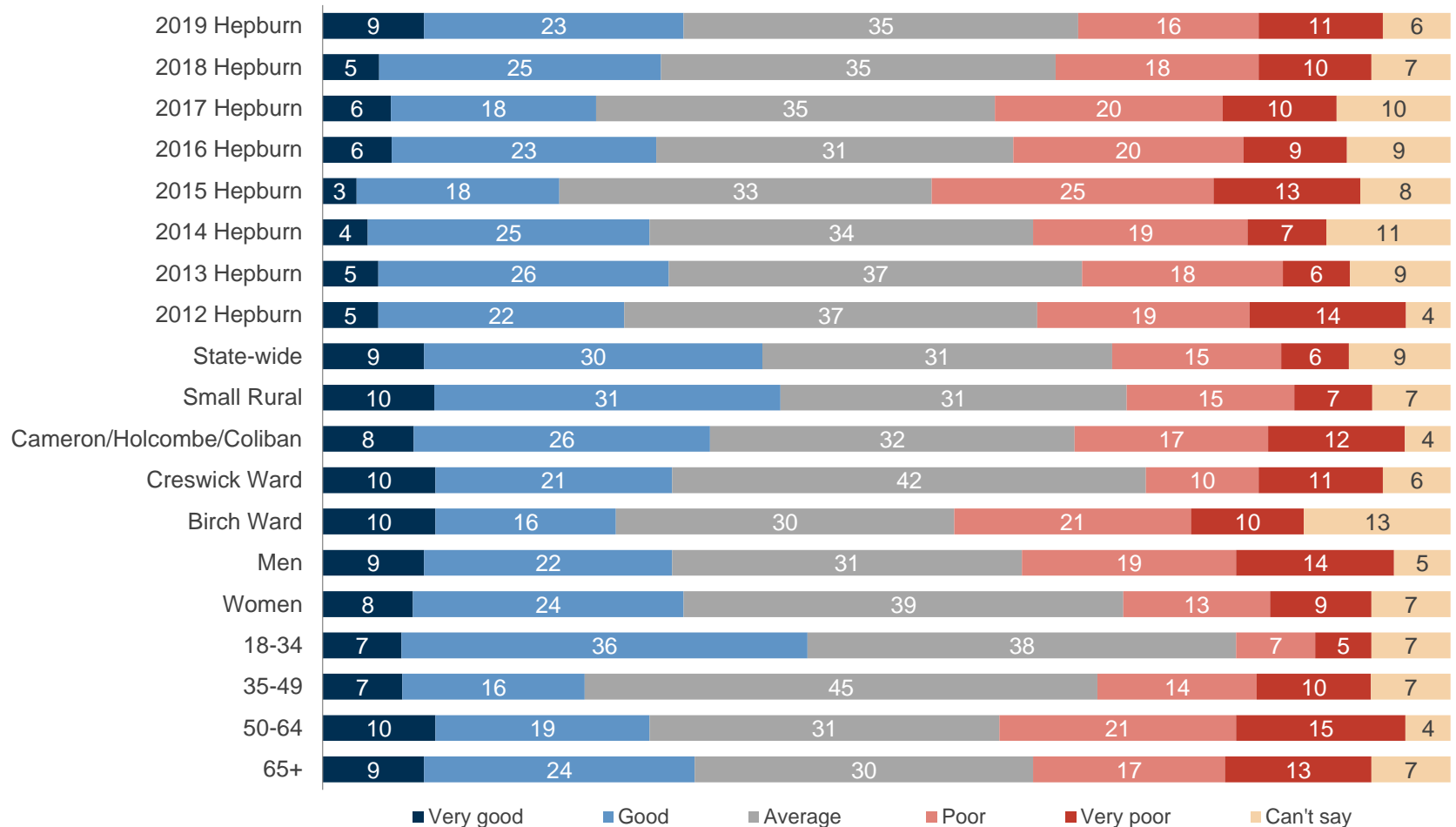
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

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



Community consultation and engagement performance

2019 Consultation and engagement performance (%)

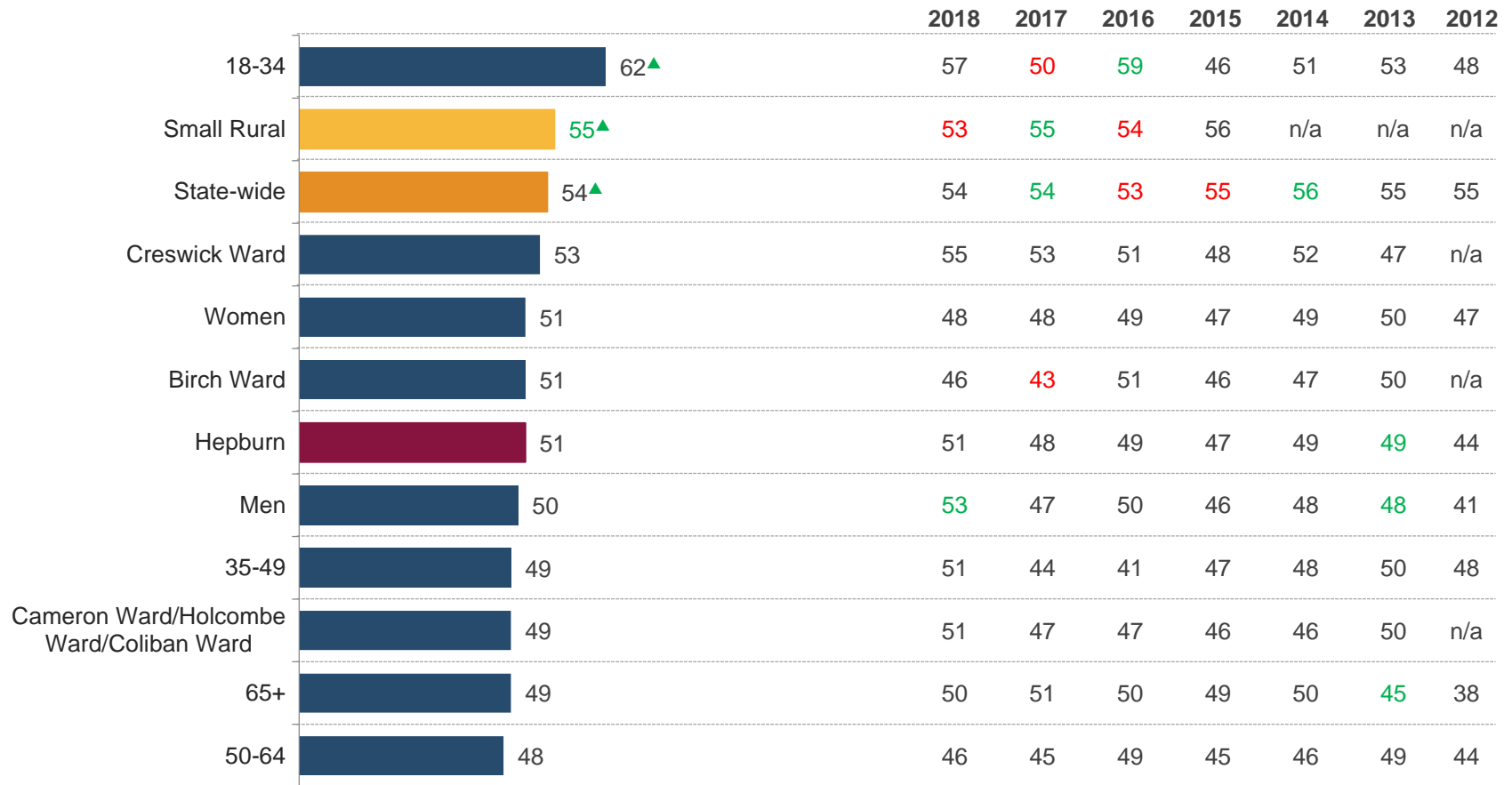


Q2. How has Council performed on 'Community consultation and engagement' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18



Lobbying on behalf of the community performance

2019 Lobbying performance (index scores)



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

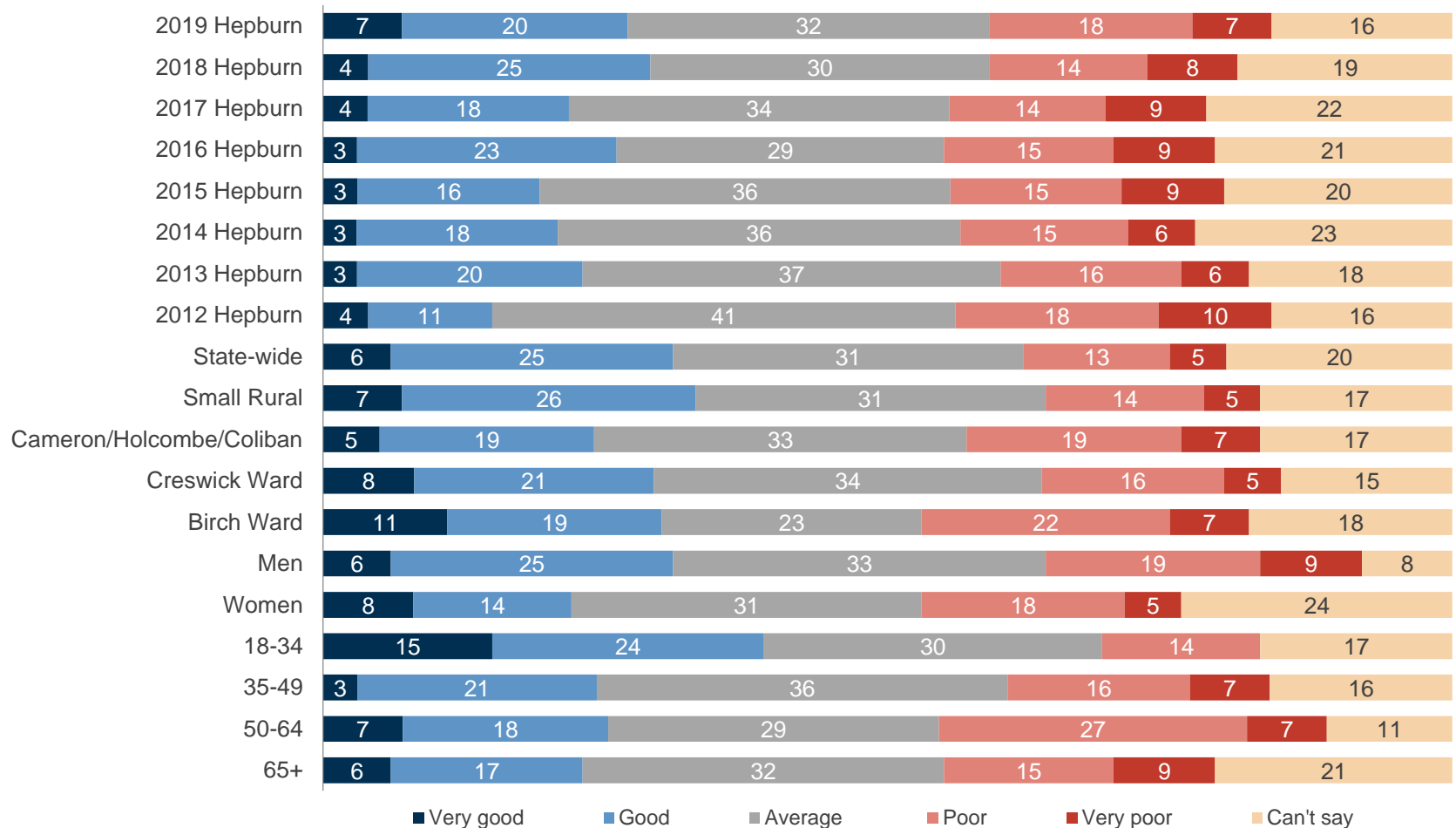
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

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



Lobbying on behalf of the community performance

2019 Lobbying performance (%)



Q2. How has Council performed on 'Lobbying on behalf of the community' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

Decisions made in the interest of the community performance



2019 Community decisions made performance (index scores)

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

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

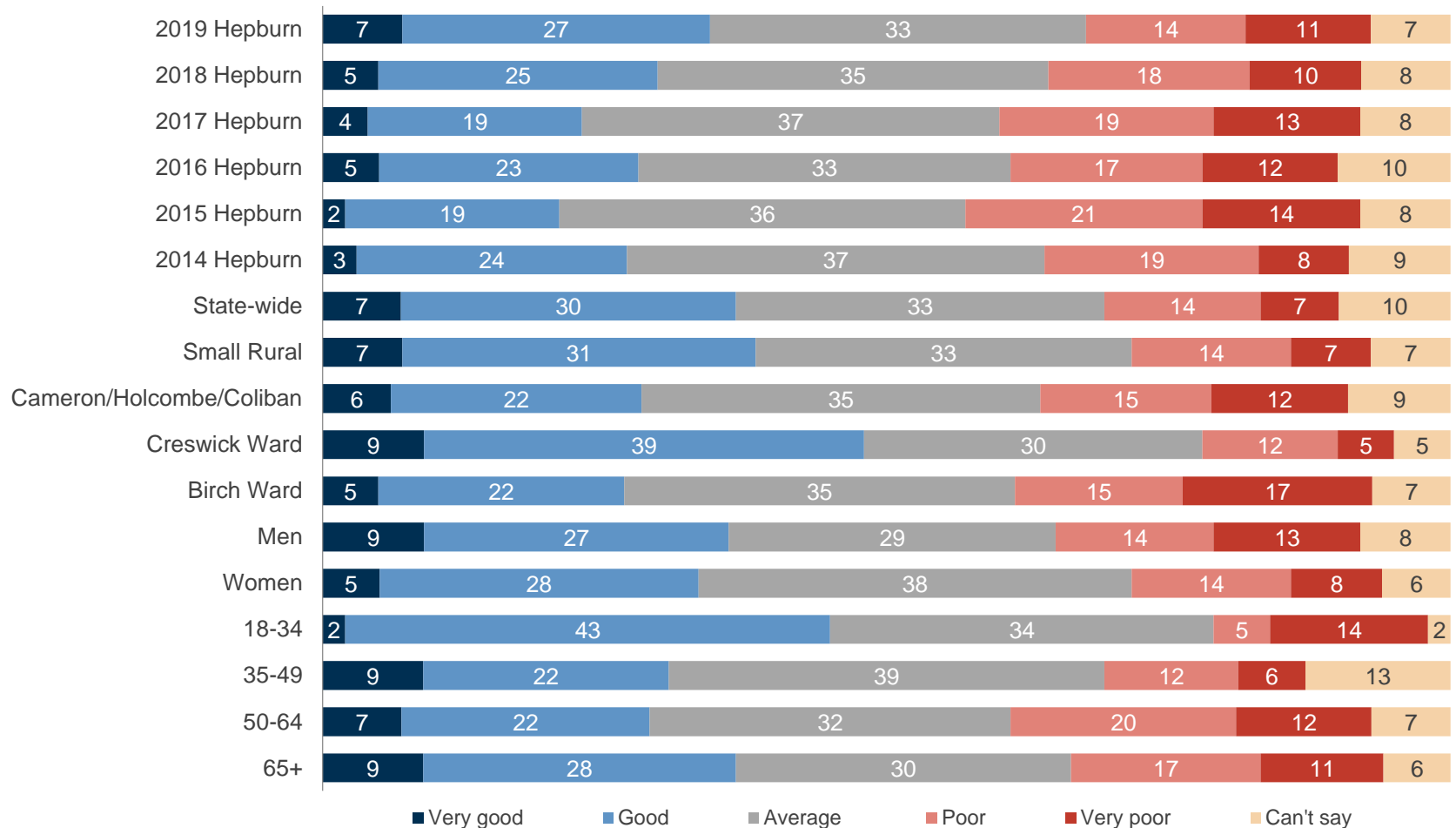
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

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

Decisions made in the interest of the community performance



2019 Community decisions made performance (%)



Q2. How has Council performed on 'Decisions made in the interest of the community' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

The condition of sealed local roads in your area performance



2019 Sealed local roads performance (index scores)

	2018	2017	2016	2015	2014	2013	2012
State-wide	53	53	54	55	55	n/a	n/a
65+	47	41	44	49	45	n/a	n/a
Small Rural	49	50	52	52	n/a	n/a	n/a
Creswick Ward	47	41	42	45	48	n/a	n/a
Women	46	38	44	42	43	n/a	n/a
Cameron Ward/Holcombe Ward/Coliban Ward	47	38	42	42	40	n/a	n/a
35-49	43	34	39	40	40	n/a	n/a
Hepburn	46	37	43	43	43	n/a	n/a
Men	46	35	42	44	43	n/a	n/a
18-34	49	35	52	35	47	n/a	n/a
Birch Ward	43	29	45	39	40	n/a	n/a
50-64	44	36	40	43	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?

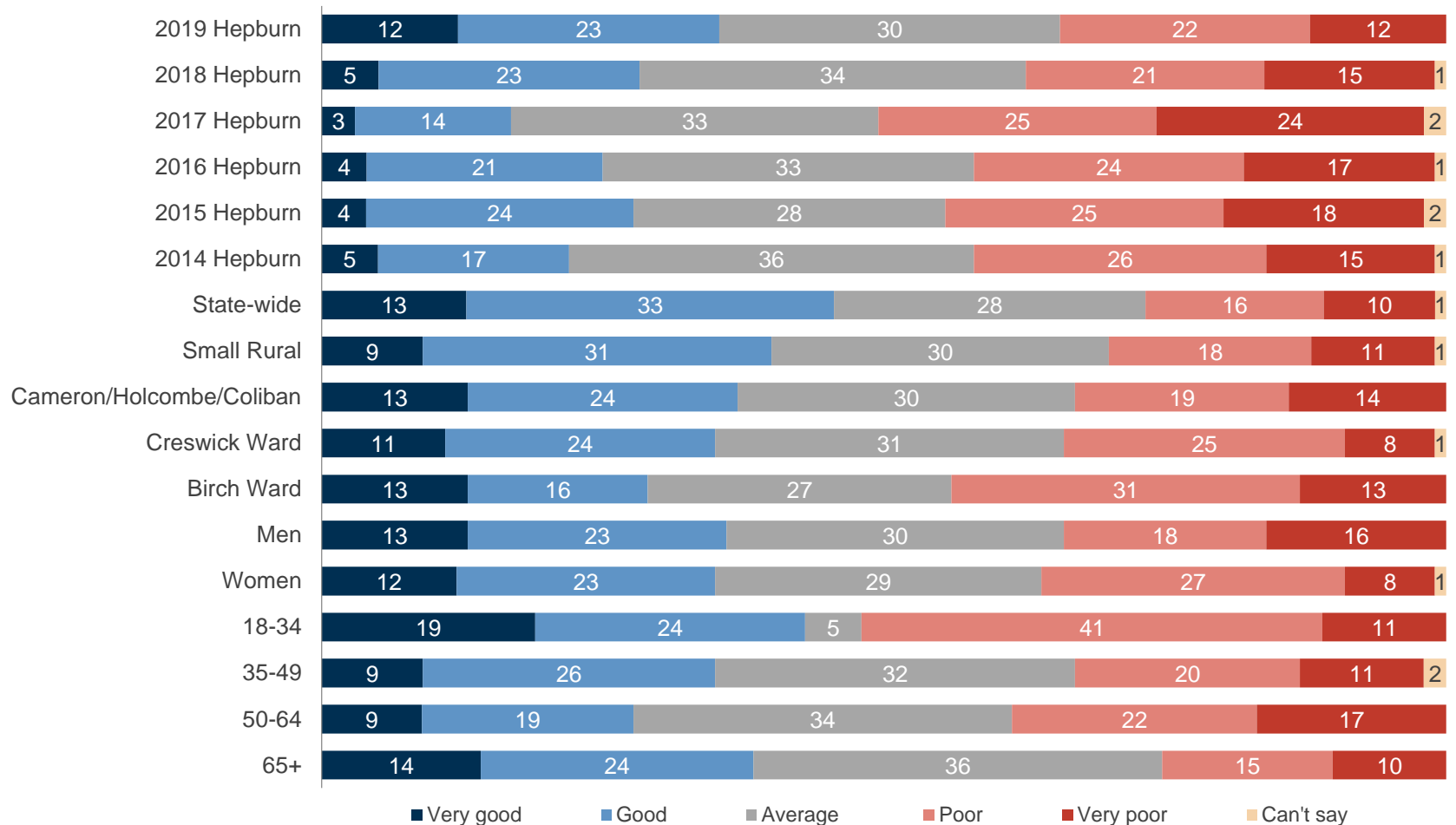
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

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

The condition of sealed local roads in your area performance



2019 Sealed local roads performance (%)

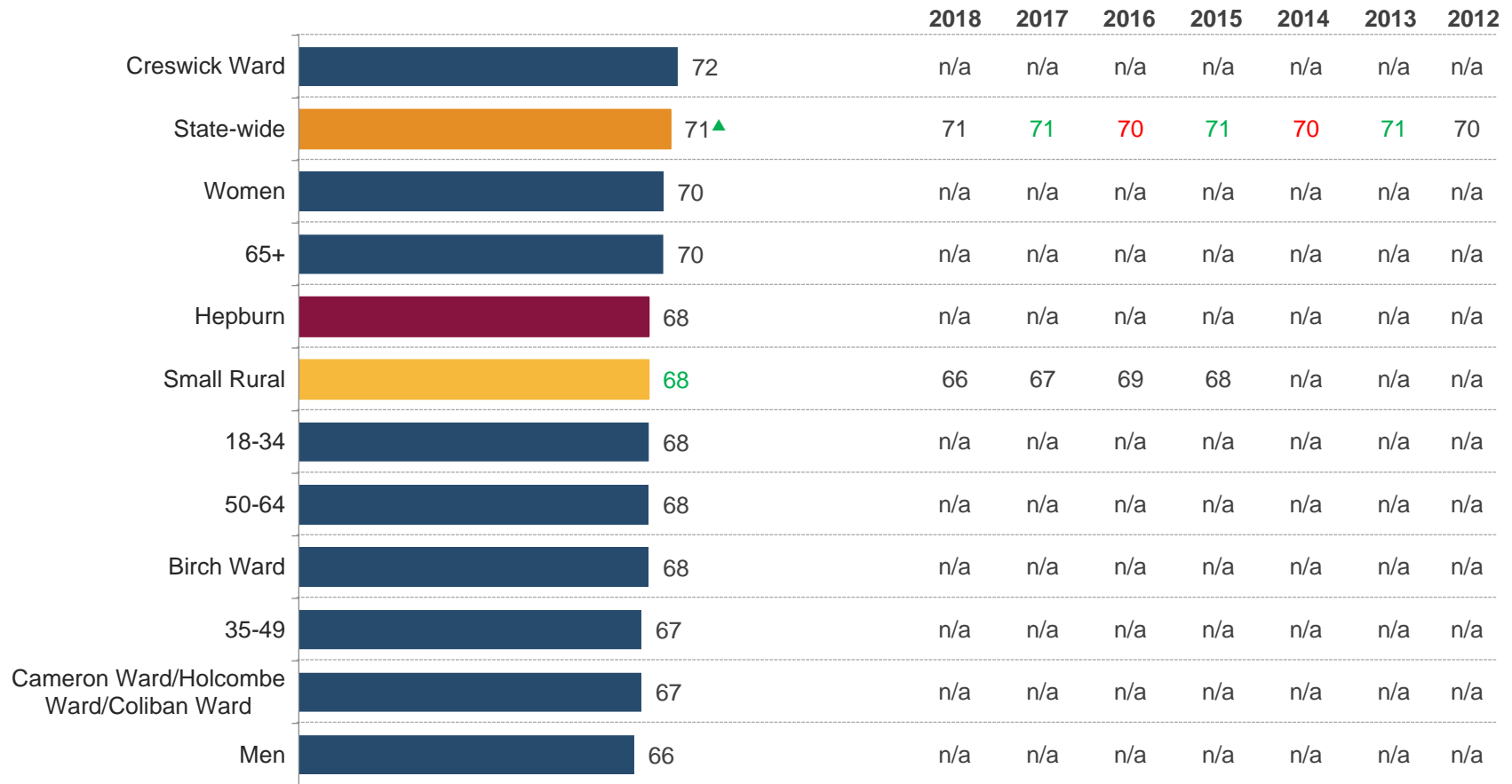


Q2. How has Council performed on 'The condition of sealed local roads in your area' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18



Enforcement of local laws importance

2019 Law enforcement importance (index scores)

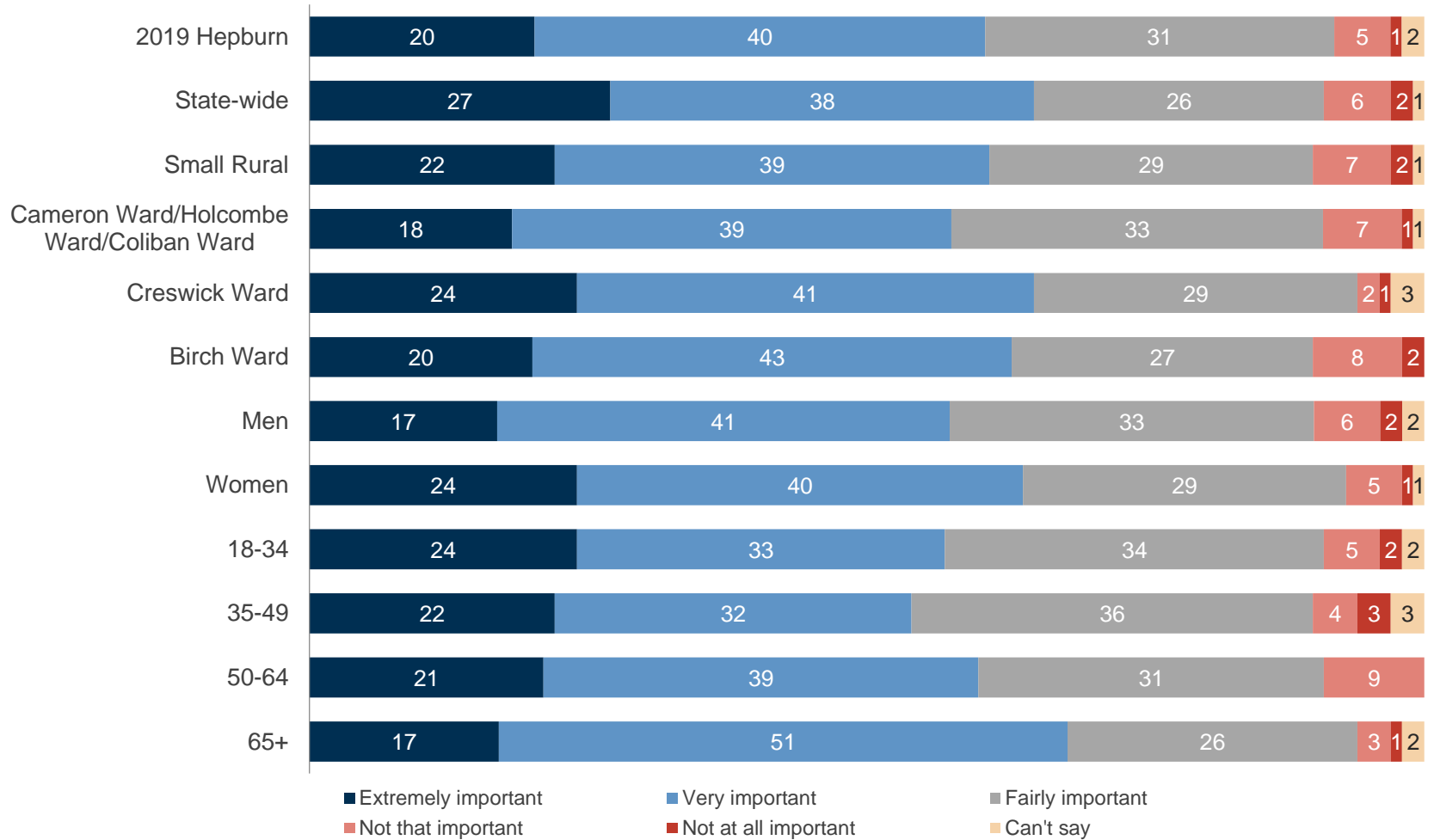


Q1. Firstly, how important should 'Enforcement of local laws' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 23 Councils asked group: 6
 Note: Please see Appendix A for explanation of significant differences.



Enforcement of local laws importance

2019 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: 23 Councils asked group: 6



Enforcement of local laws performance

2019 Law enforcement performance (index scores)

		2018	2017	2016	2015	2014	2013	2012
State-wide	64▲	64	64	63	66	66	65	65
Small Rural	63▲	63	65	64	66	n/a	n/a	n/a
Creswick Ward	59	n/a	n/a	n/a	n/a	n/a	n/a	n/a
35-49	59	n/a	n/a	n/a	n/a	n/a	n/a	n/a
65+	59	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Women	58	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Birch Ward	58	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Hepburn	57	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	56	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Cameron Ward/Holcombe Ward/Coliban Ward	56	n/a	n/a	n/a	n/a	n/a	n/a	n/a
18-34	55	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	55	n/a	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?

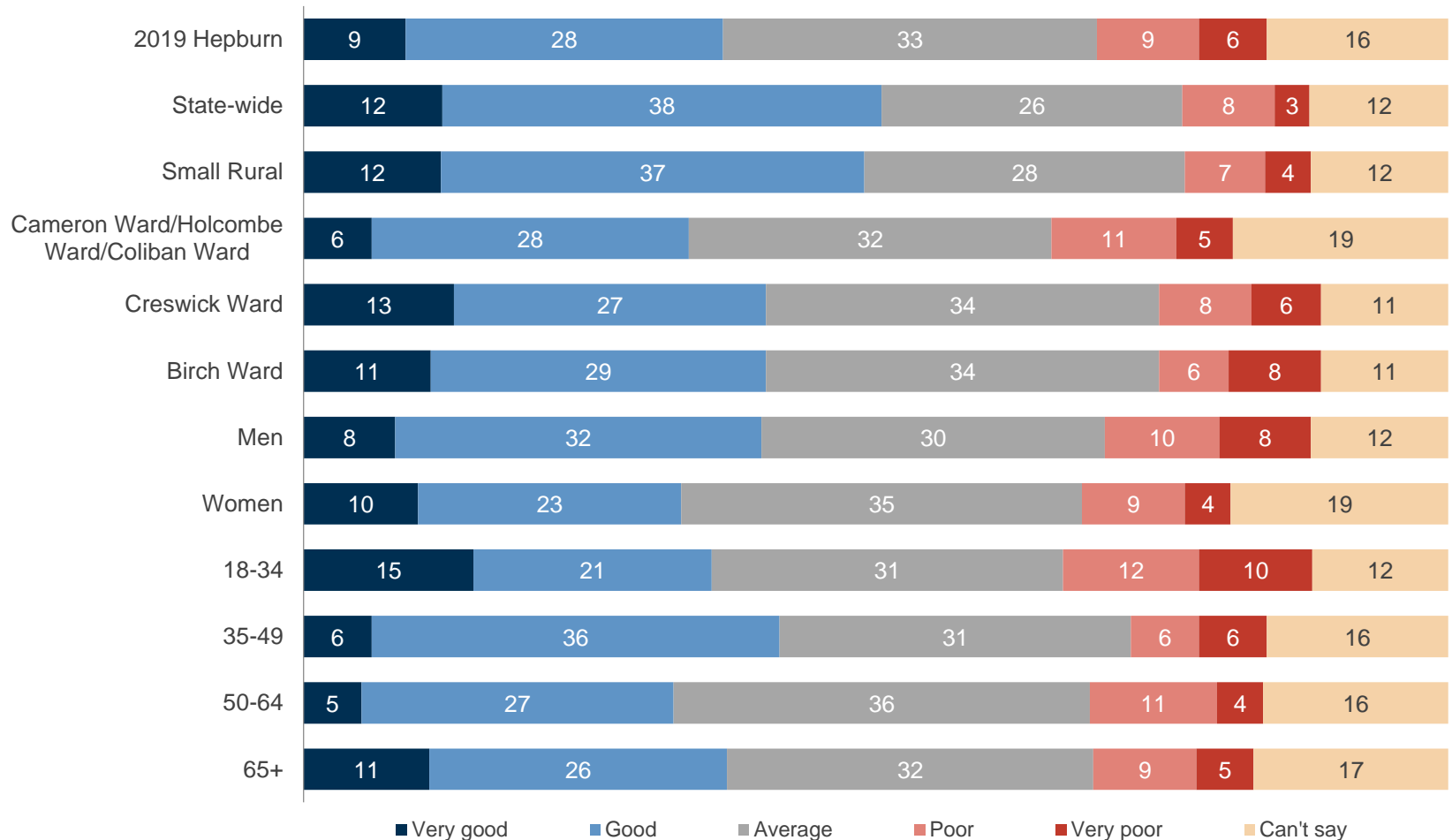
Base: All respondents. Councils asked state-wide: 34 Councils asked group: 10

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



Enforcement of local laws performance

2019 Law enforcement performance (%)

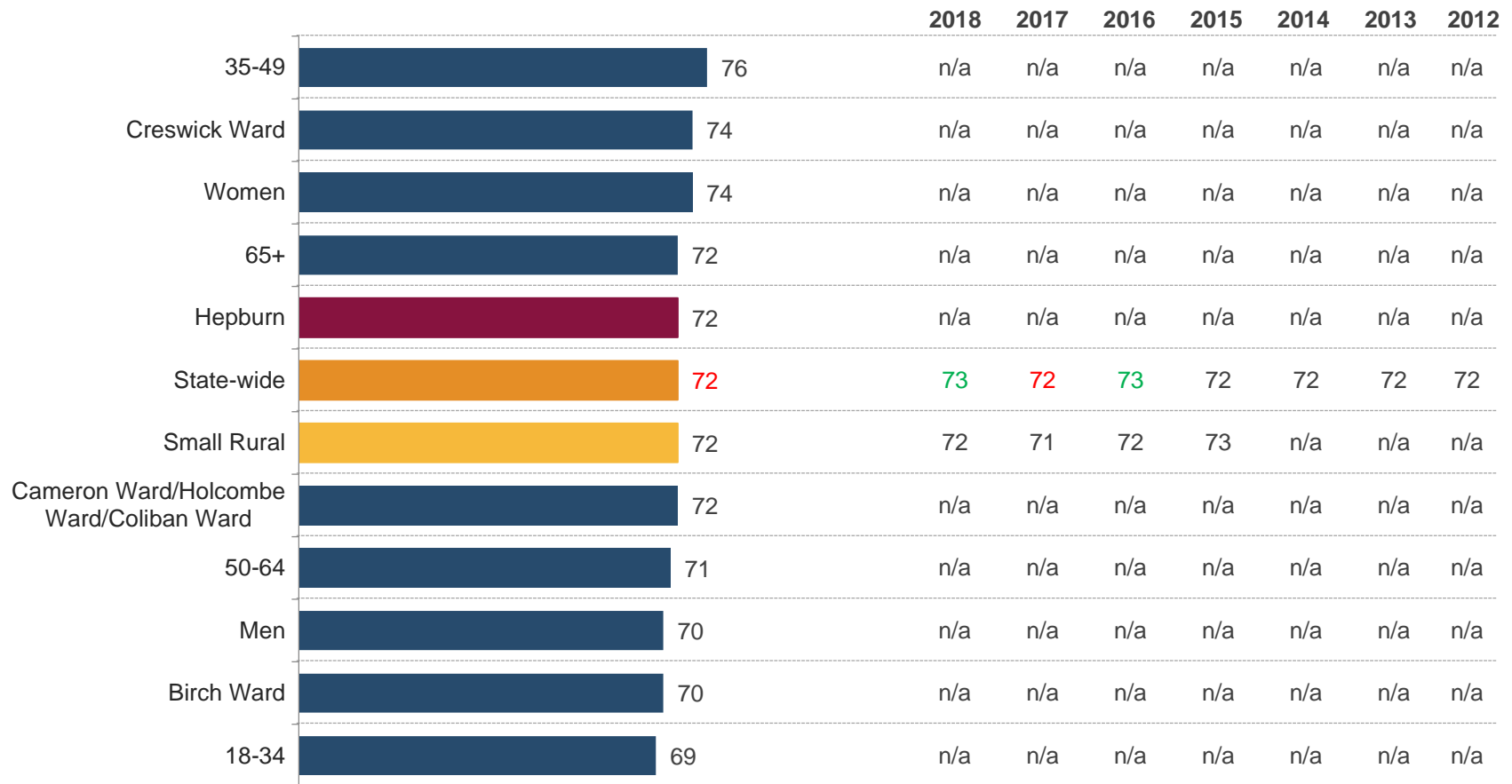


Q2. How has Council performed on 'Enforcement of local laws' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 34 Councils asked group: 10



Recreational facilities importance

2019 Recreational facilities importance (index scores)



Q1. Firstly, how important should 'Recreational facilities' be as a responsibility for Council?

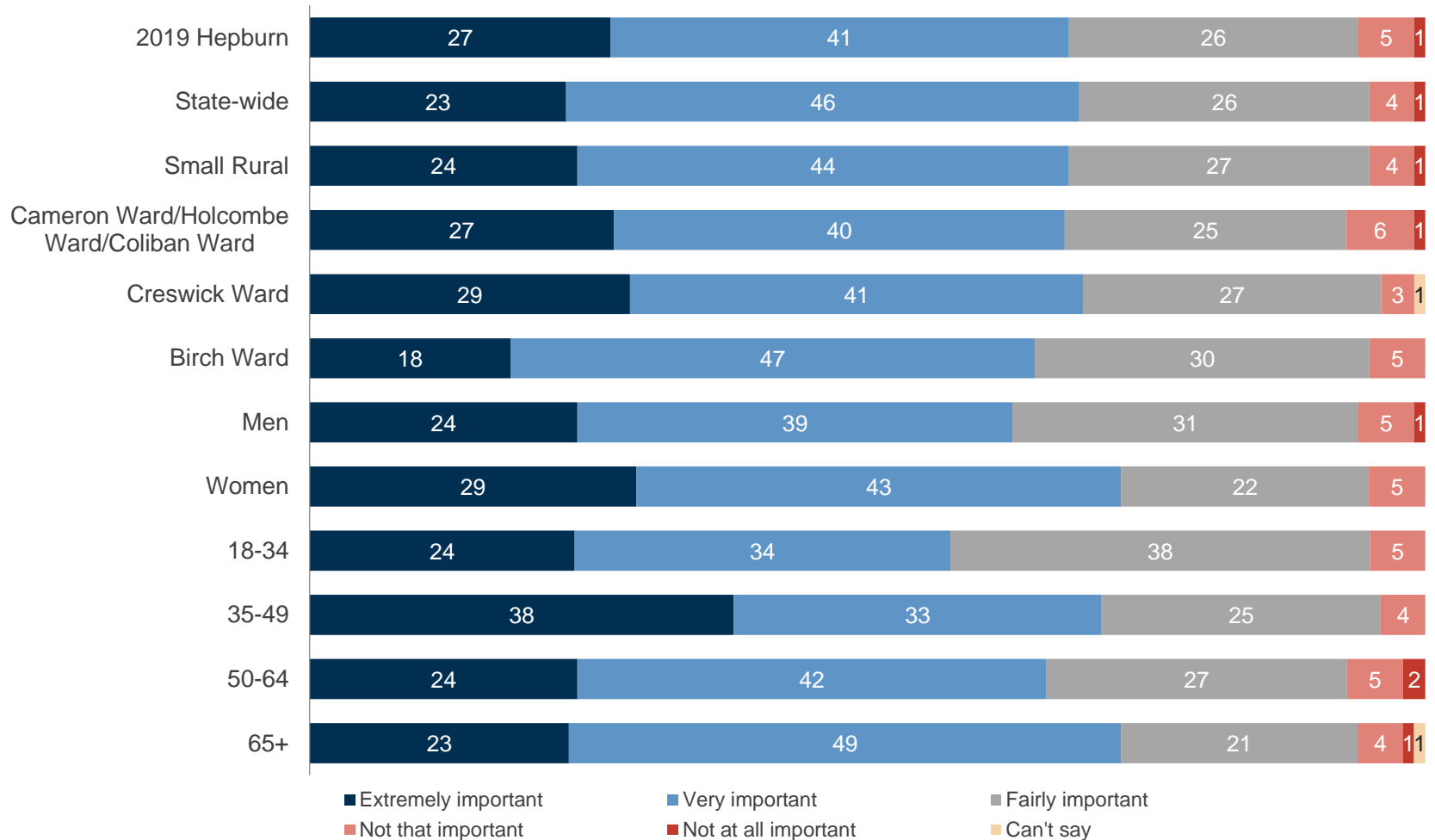
Base: All respondents. Councils asked state-wide: 29 Councils asked group: 8

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



Recreational facilities importance

2019 Recreational facilities importance (%)

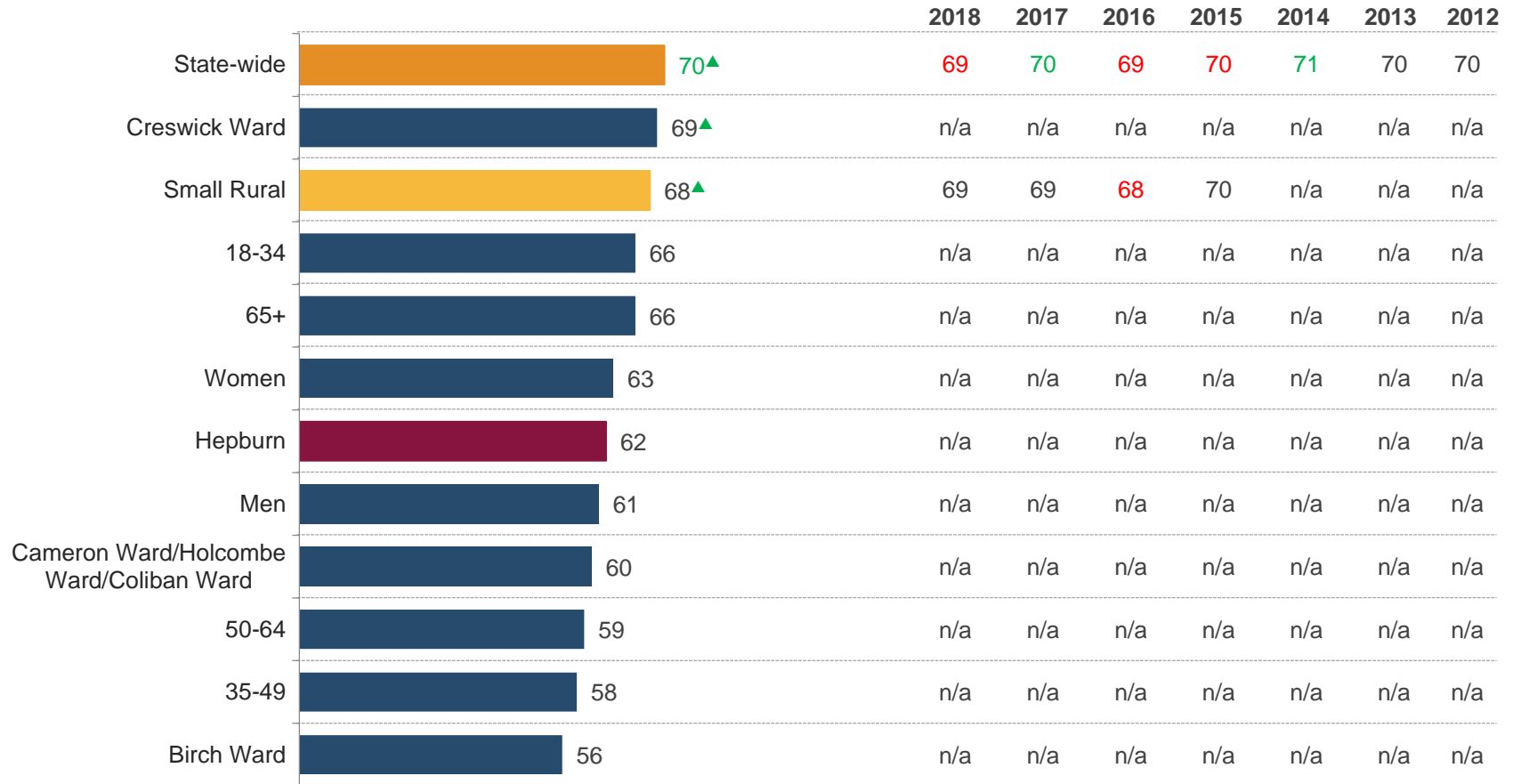


Q1. Firstly, how important should 'Recreational facilities' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 29 Councils asked group: 8



Recreational facilities performance

2019 Recreational facilities performance (index scores)

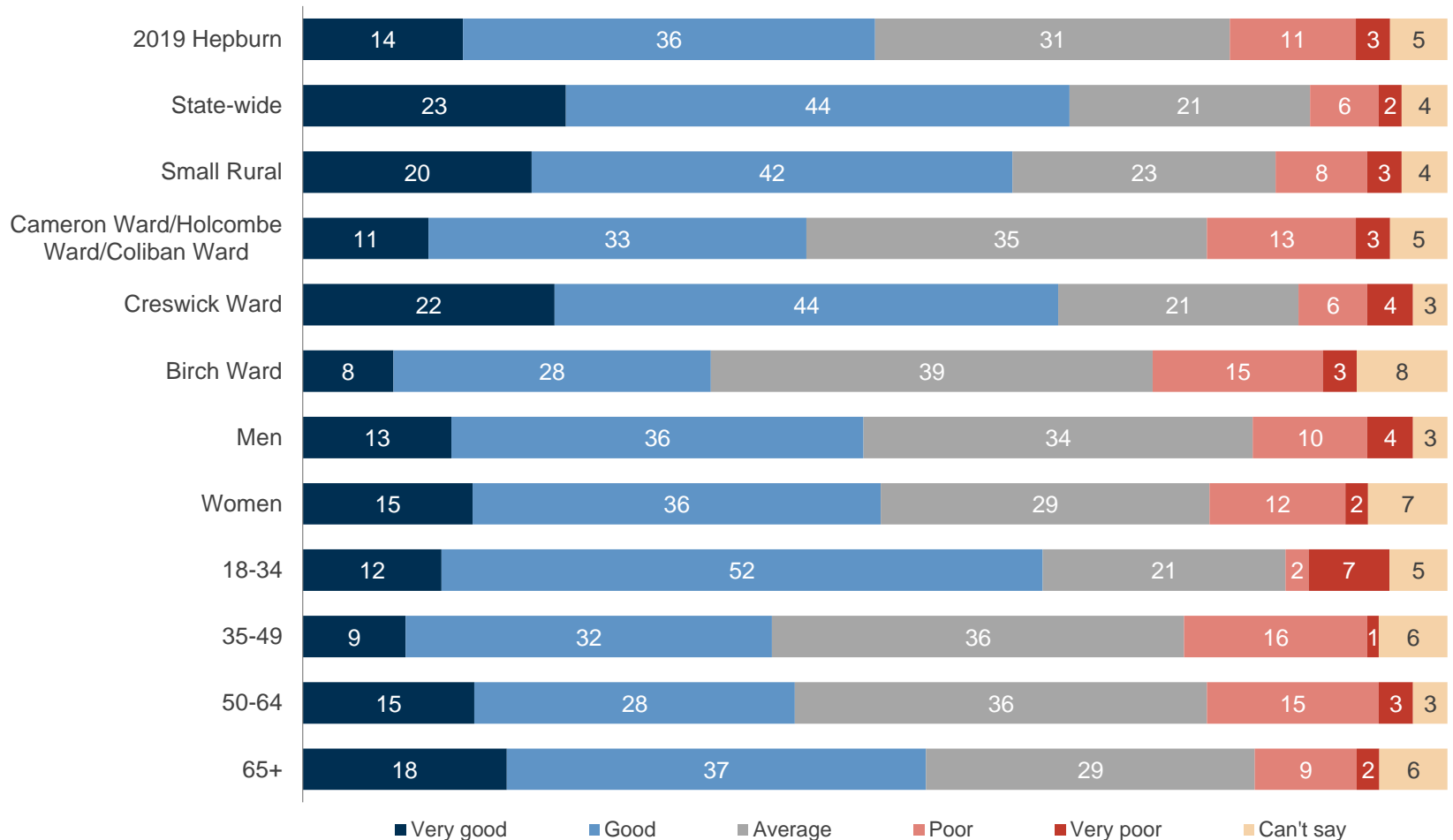


Q2. How has Council performed on 'Recreational facilities' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 39 Councils asked group: 11
 Note: Please see Appendix A for explanation of significant differences.



Recreational facilities performance

2019 Recreational facilities performance (%)

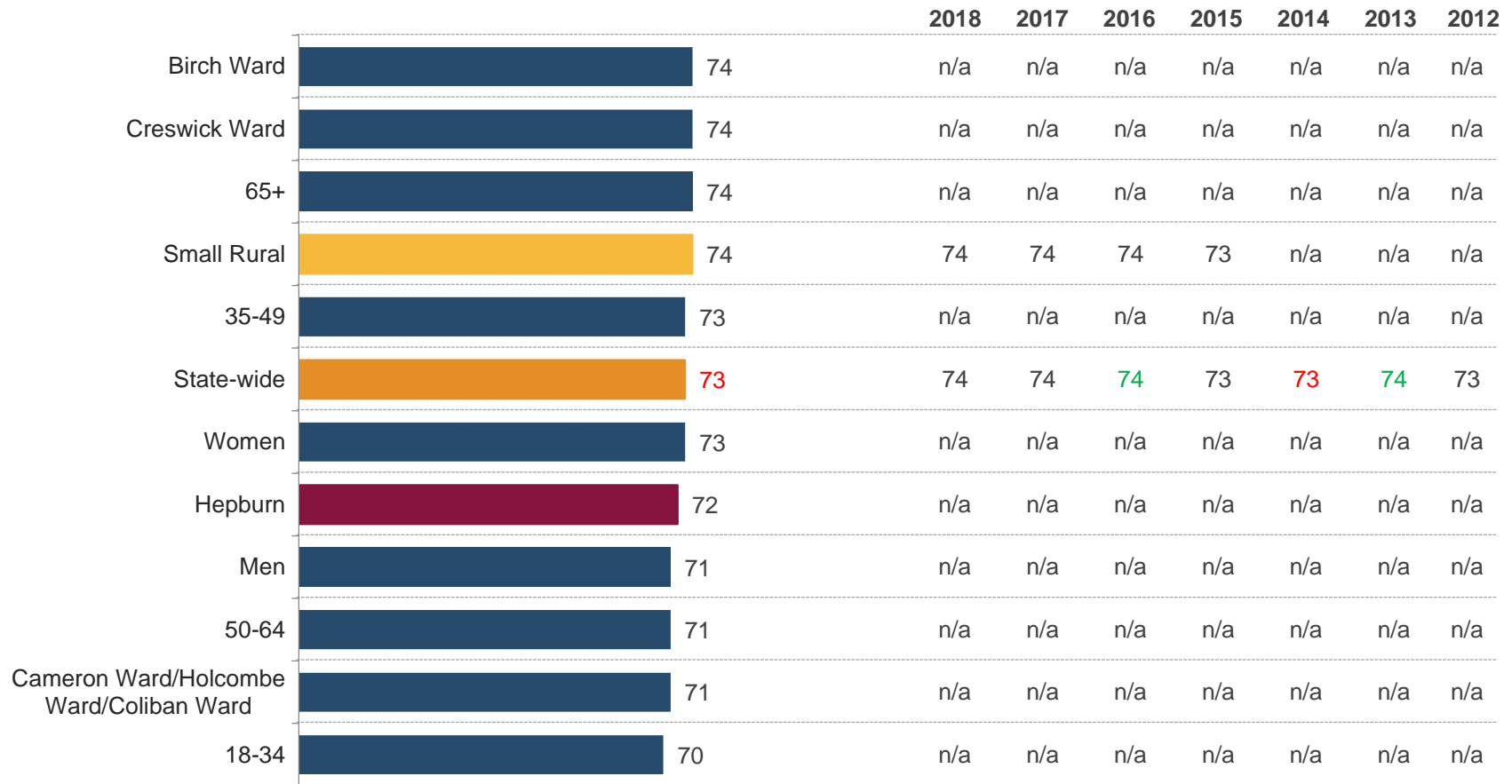


Q2. How has Council performed on 'Recreational facilities' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 39 Councils asked group: 11



The appearance of public areas importance

2019 Public areas importance (index scores)

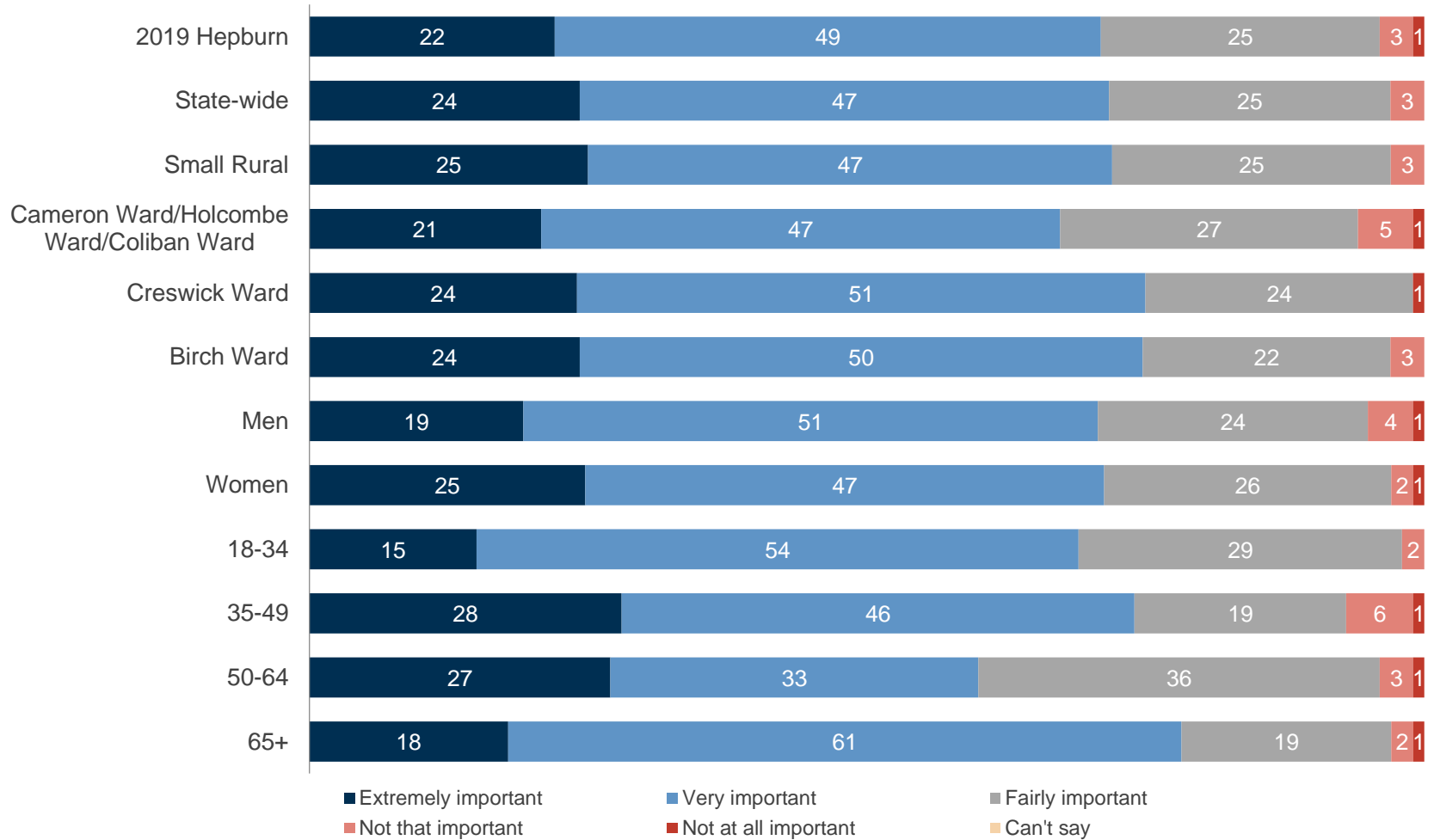


Q1. Firstly, how important should 'The appearance of public areas' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 28 Councils asked group: 8
 Note: Please see Appendix A for explanation of significant differences.



The appearance of public areas importance

2019 Public areas importance (%)

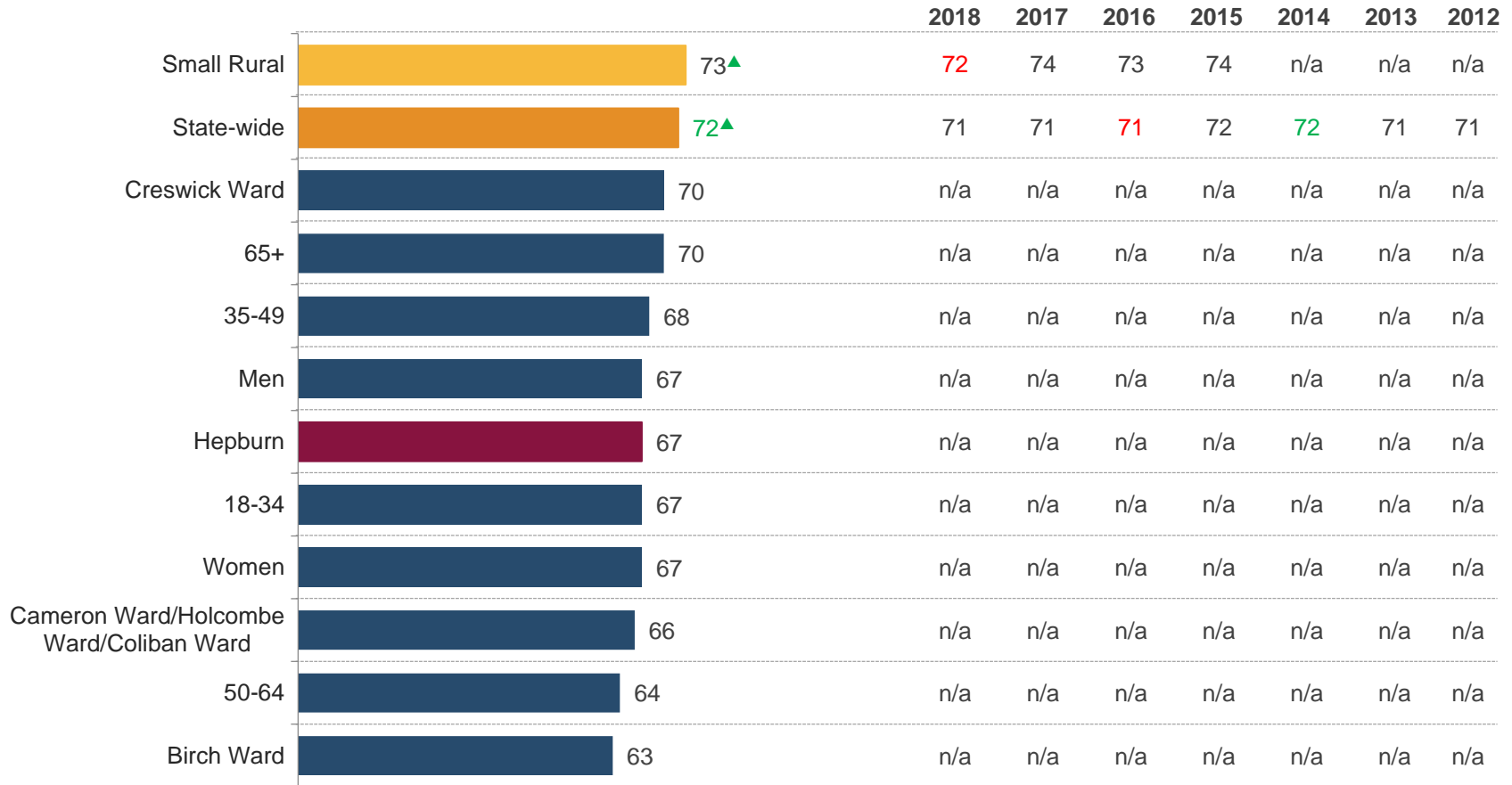


Q1. Firstly, how important should 'The appearance of public areas' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 28 Councils asked group: 8



The appearance of public areas performance

2019 Public areas performance (index scores)



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

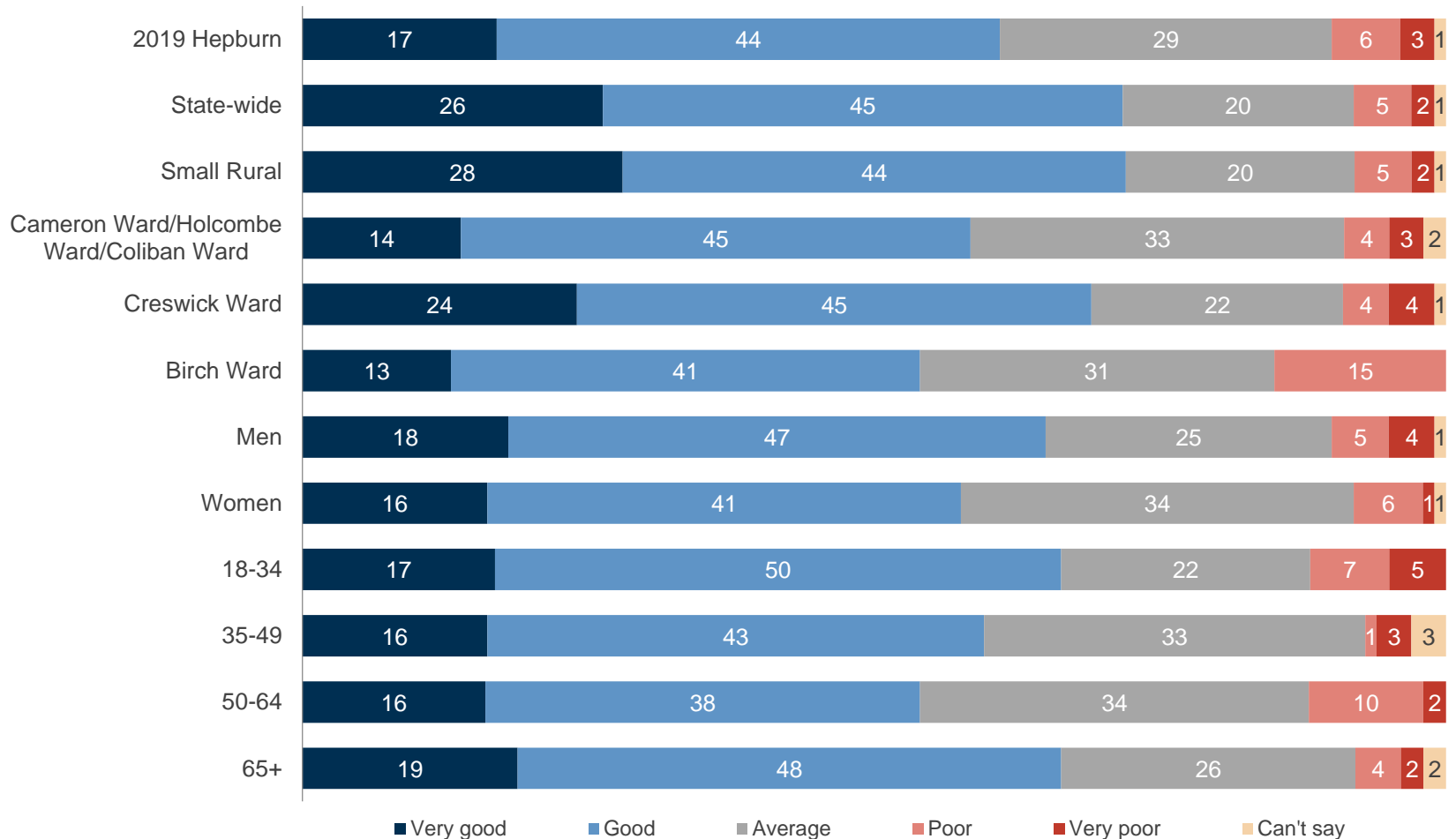
Base: All respondents. Councils asked state-wide: 38 Councils asked group: 12

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



The appearance of public areas performance

2019 Public areas performance (%)

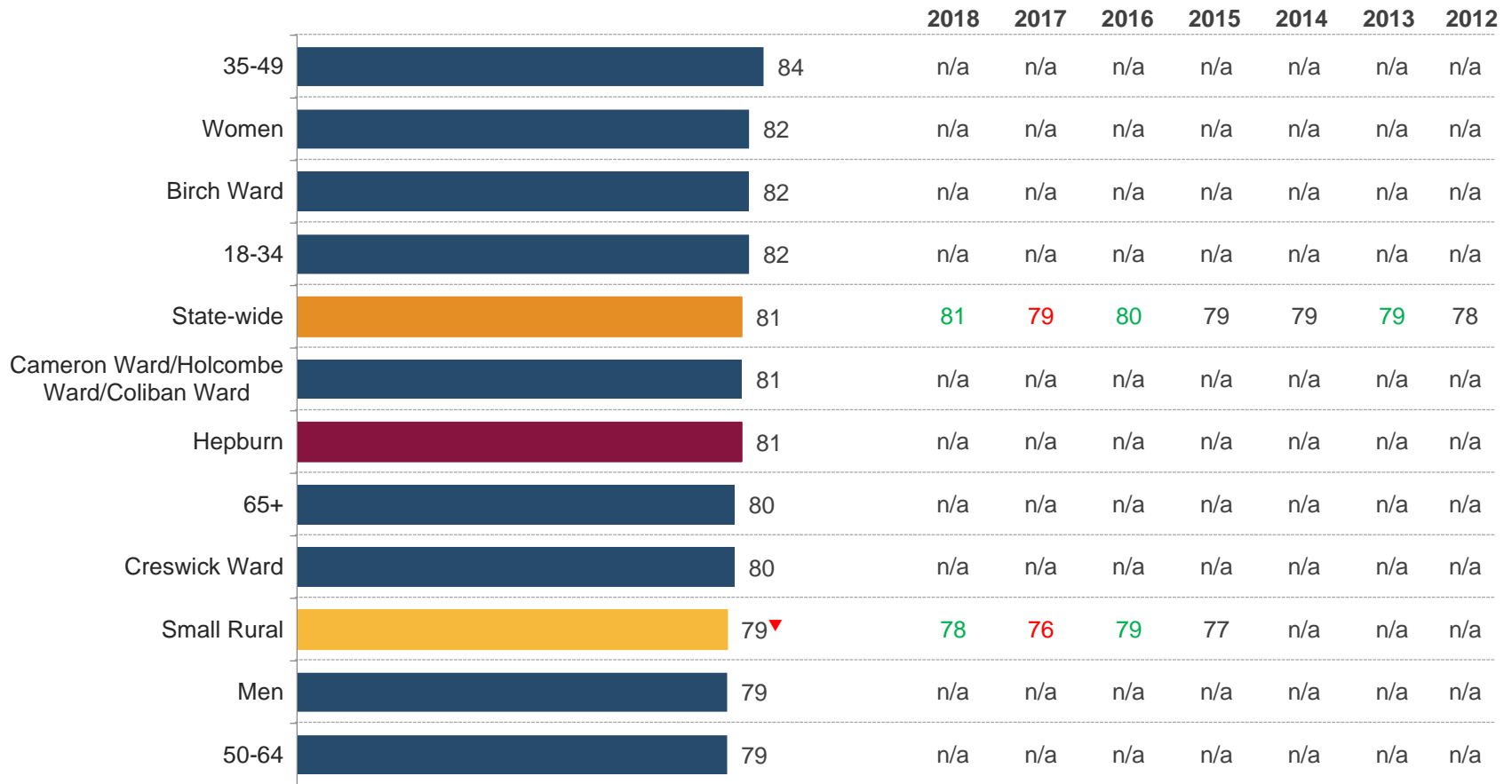


Q2. How has Council performed on 'The appearance of public areas' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 38 Councils asked group: 12



Waste management importance

2019 Waste management importance (index scores)



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

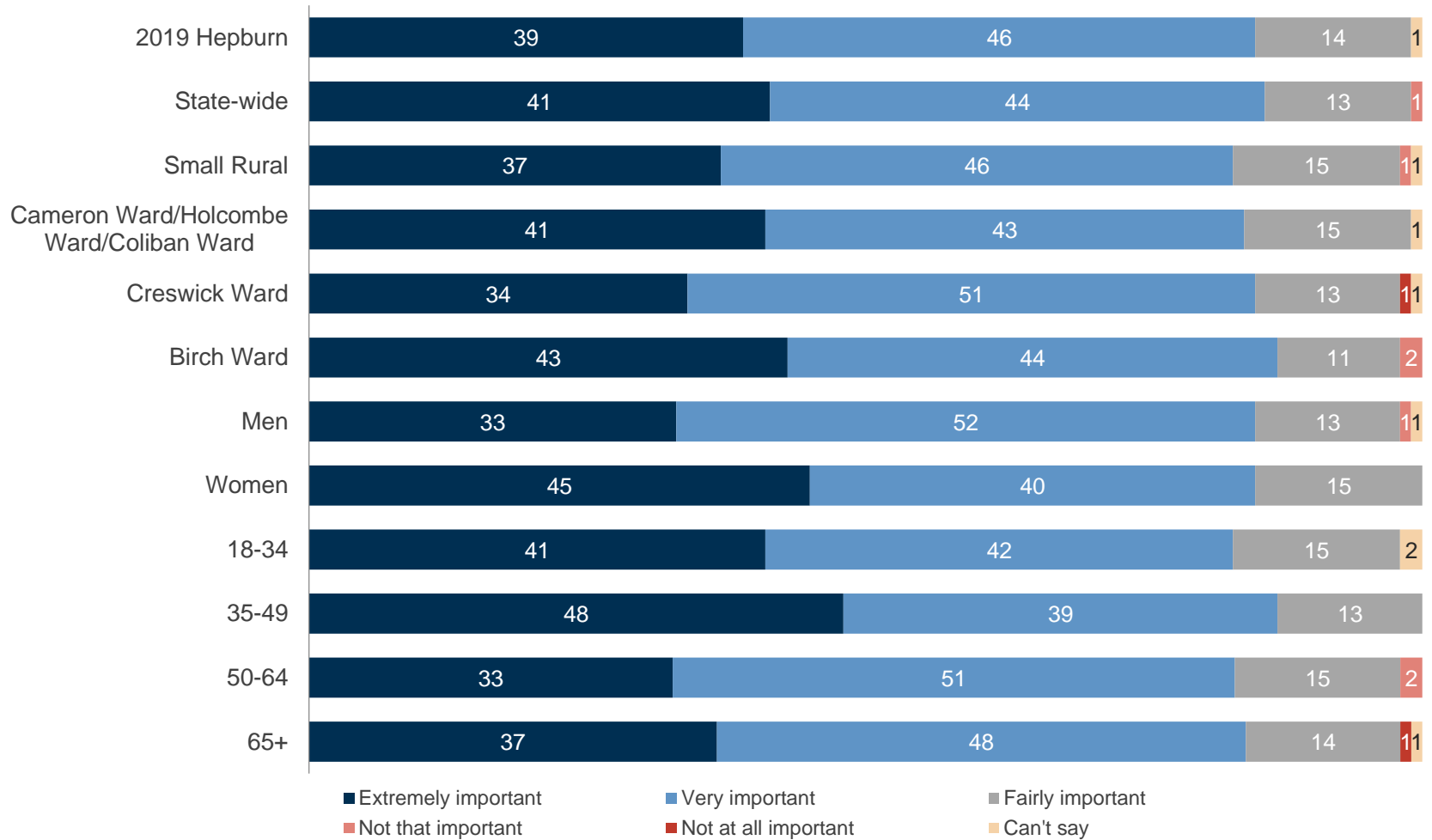
Base: All respondents. Councils asked state-wide: 29 Councils asked group: 8

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



Waste management importance

2019 Waste management importance (%)

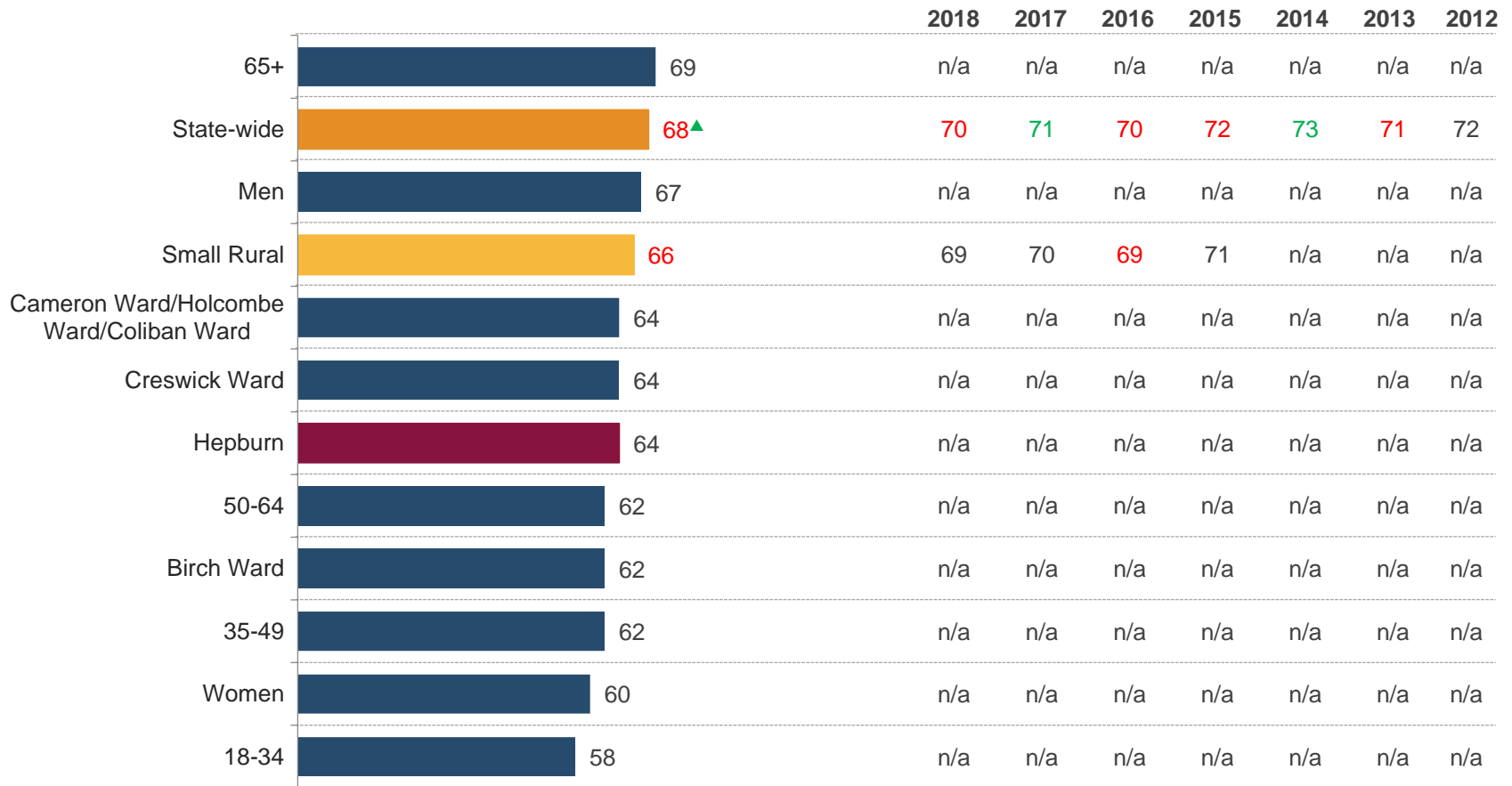


Q1. Firstly, how important should 'Waste management' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 29 Councils asked group: 8



Waste management performance

2019 Waste management performance (index scores)

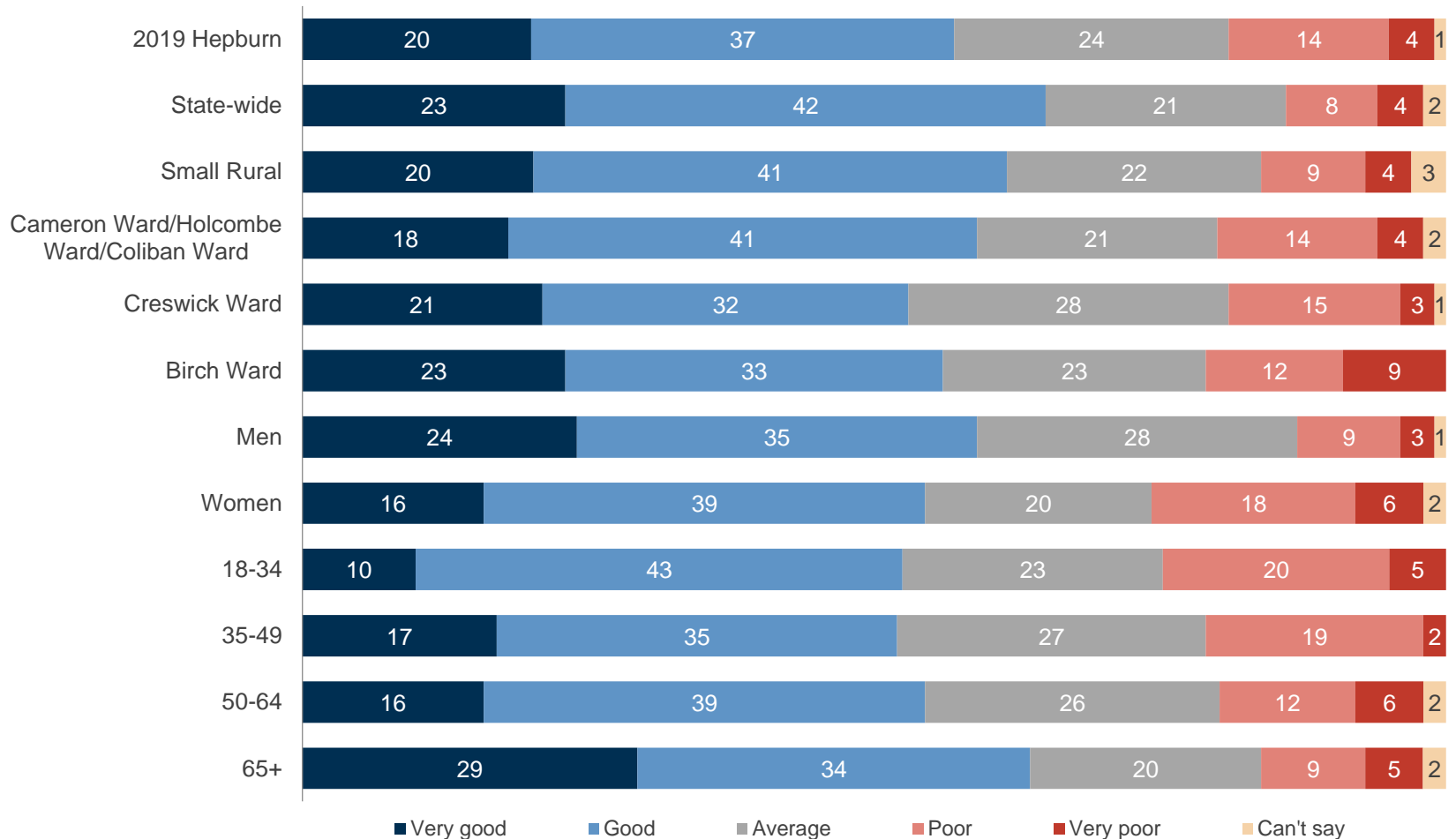


Q2. How has Council performed on 'Waste management' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 40 Councils asked group: 13
 Note: Please see Appendix A for explanation of significant differences.



Waste management performance

2019 Waste management performance (%)

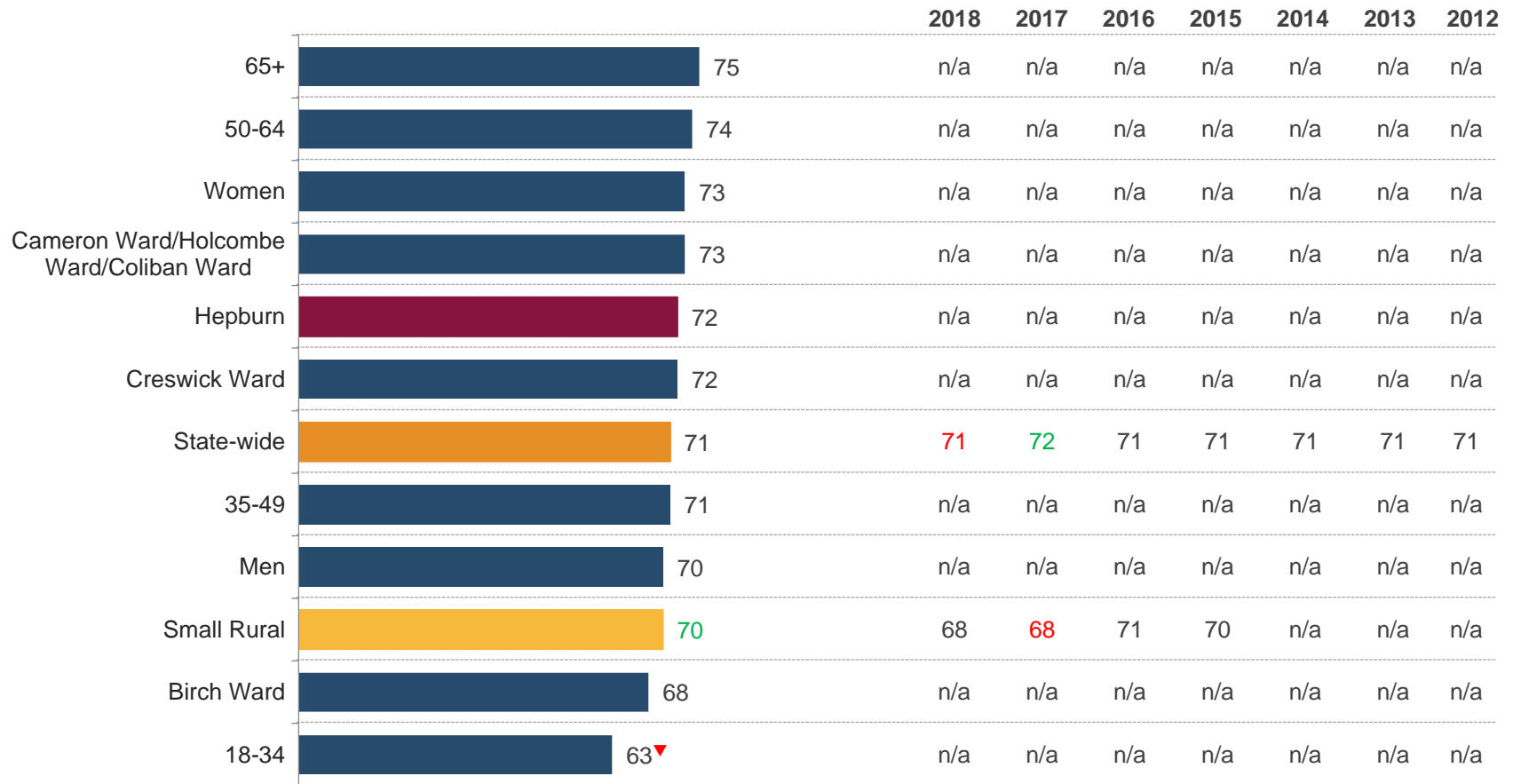


Q2. How has Council performed on 'Waste management' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 40 Councils asked group: 13



Planning and building permits importance

2019 Planning and building permits importance (index scores)

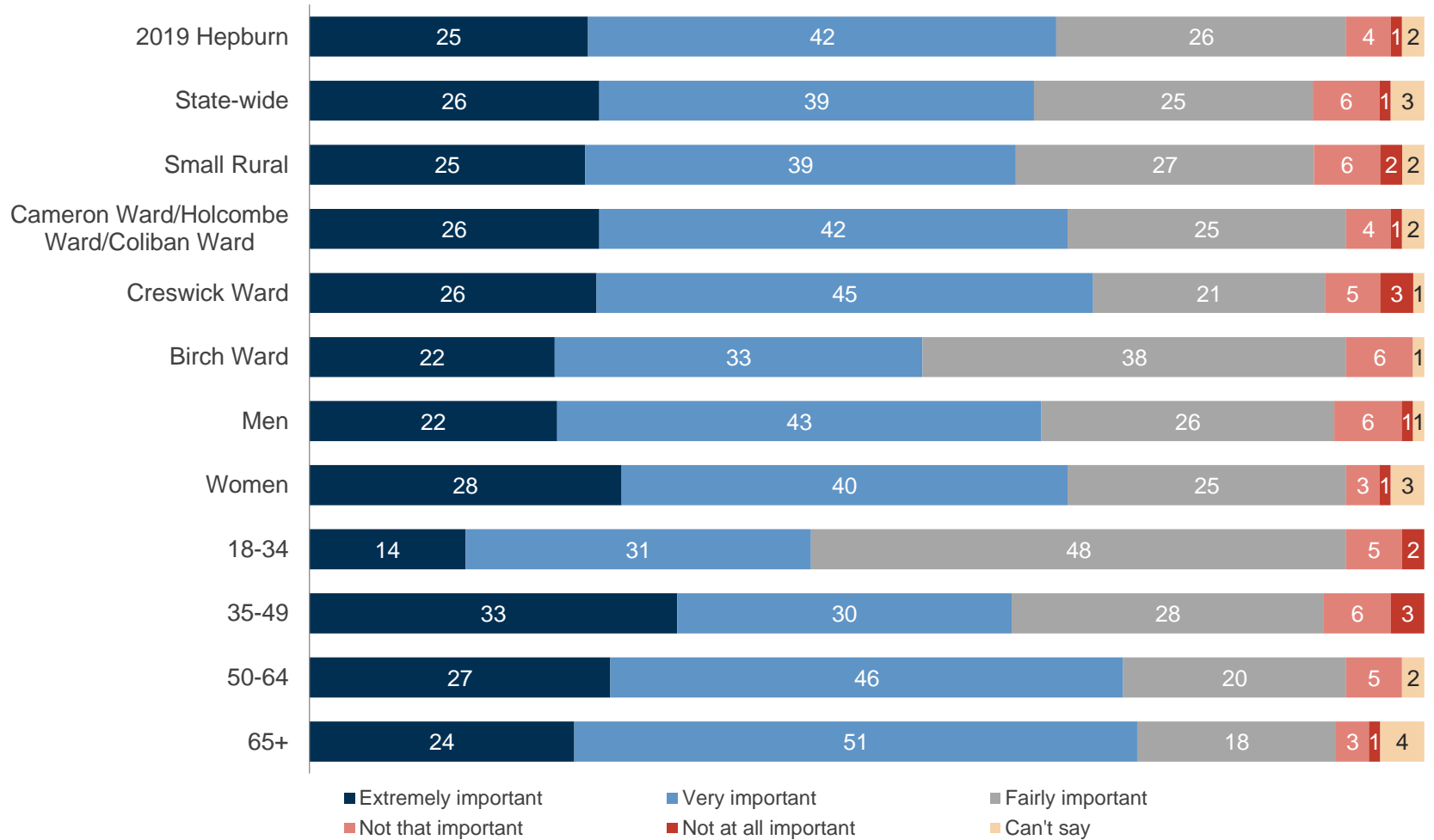


Q1. Firstly, how important should 'Planning and building permits' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 20 Councils asked group: 5
 Note: Please see Appendix A for explanation of significant differences.



Planning and building permits importance

2019 Planning and building permits importance (%)

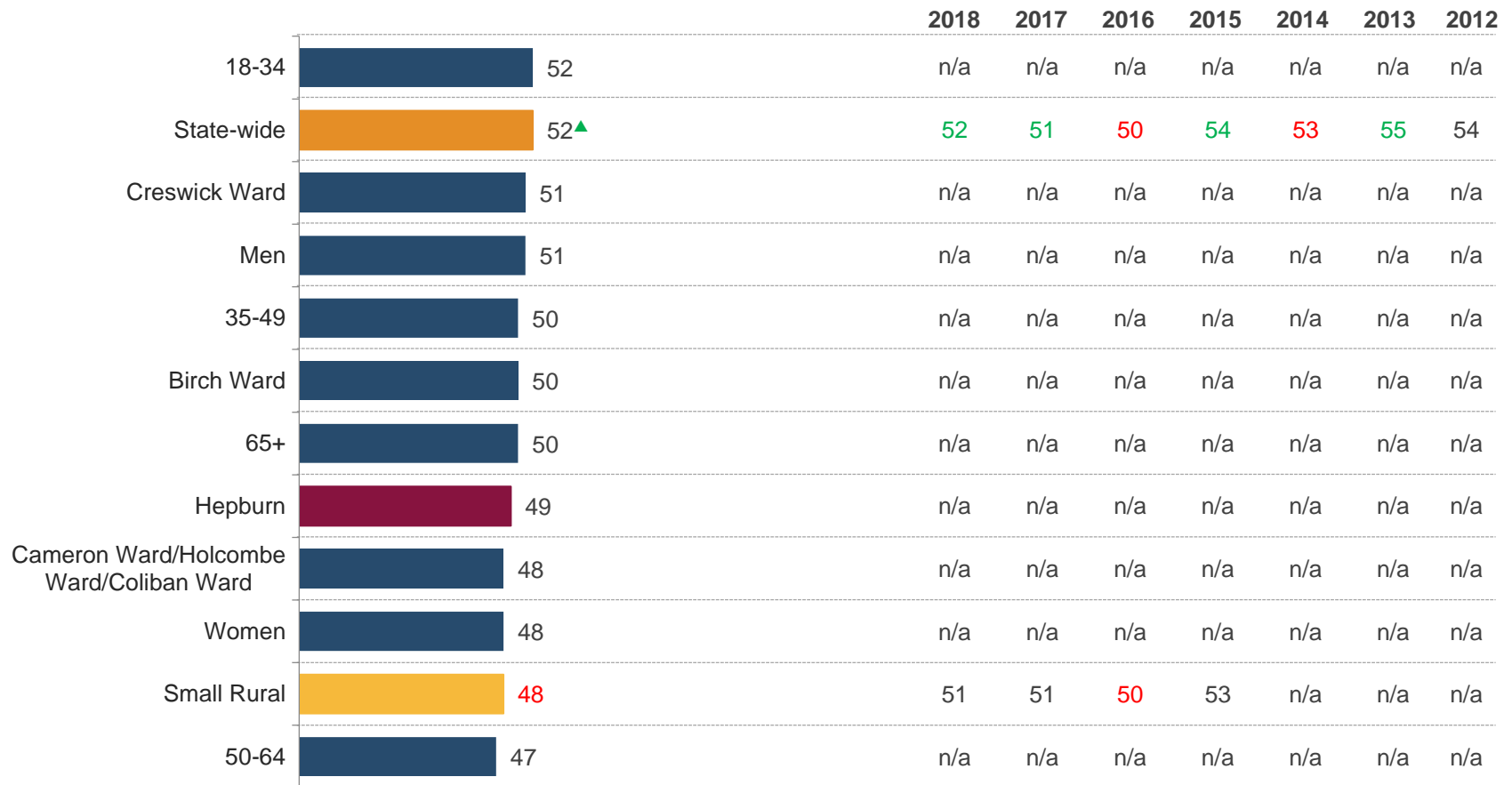


Q1. Firstly, how important should 'Planning and building permits' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 20 Councils asked group: 5



Planning and building permits performance

2019 Planning and building permits performance (index scores)



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

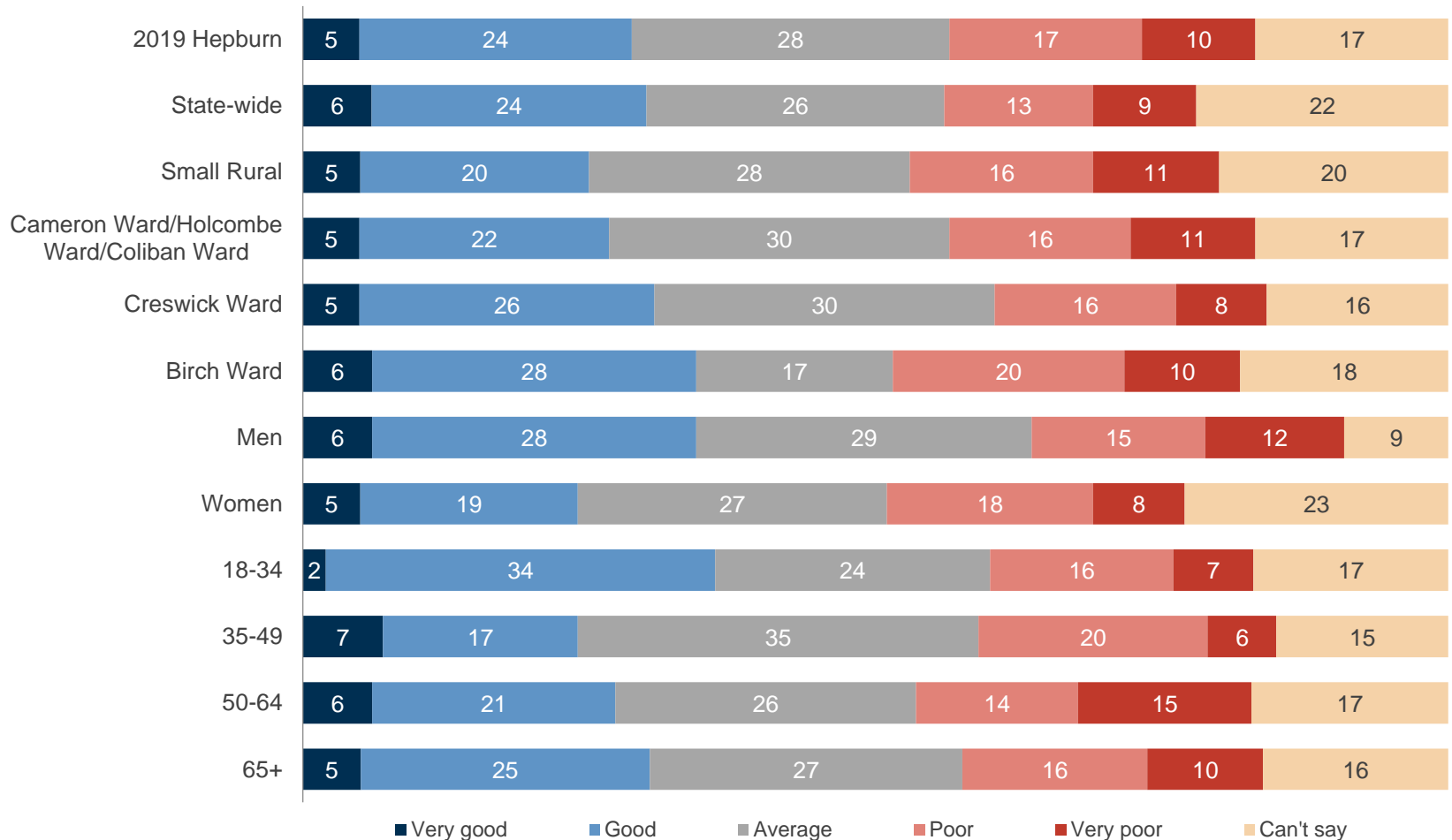
Base: All respondents. Councils asked state-wide: 27 Councils asked group: 6

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



Planning and building permits performance

2019 Planning and building permits performance (%)

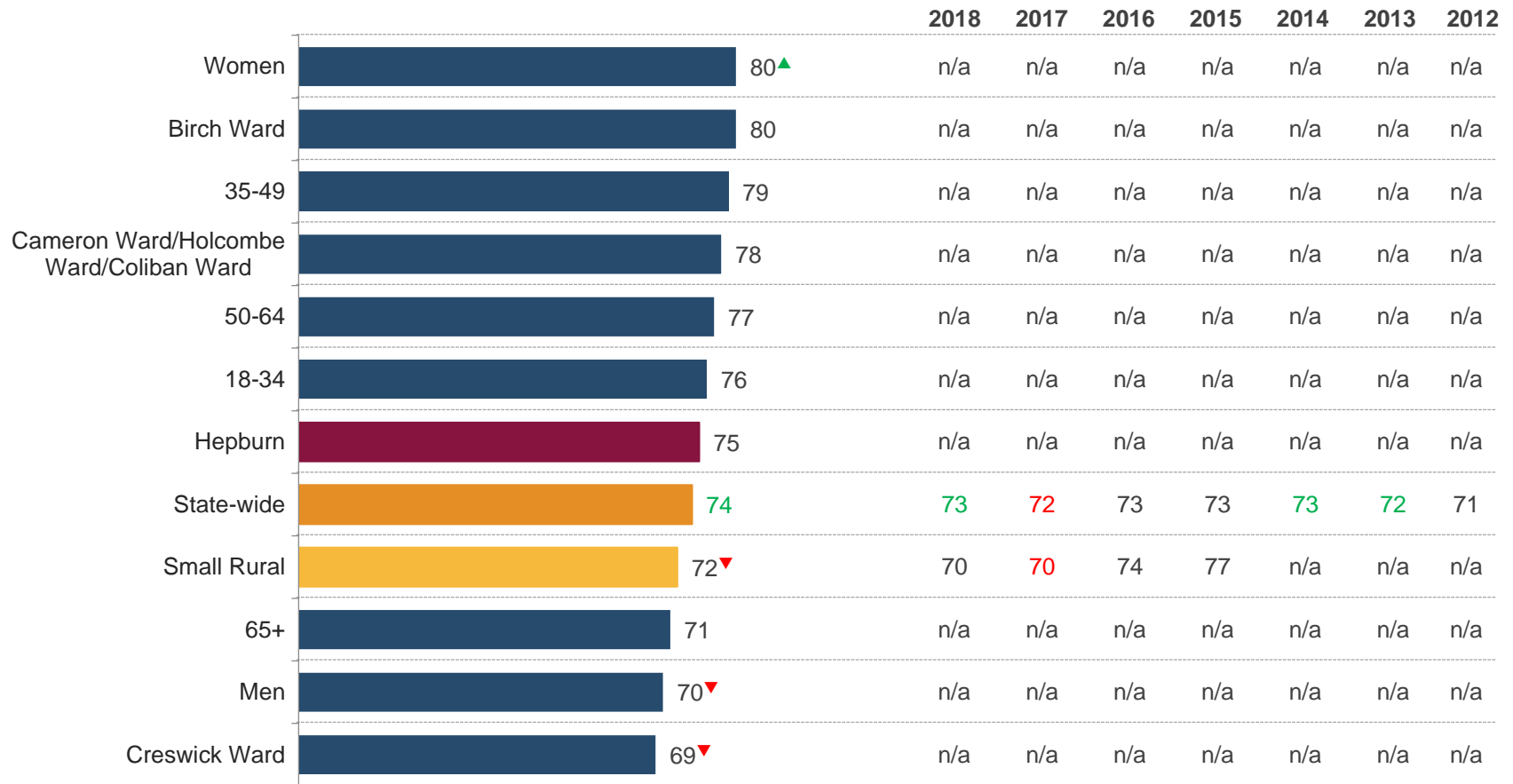


Q2. How has Council performed on 'Planning and building permits' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 27 Councils asked group: 6



Environmental sustainability importance

2019 Environmental sustainability importance (index scores)

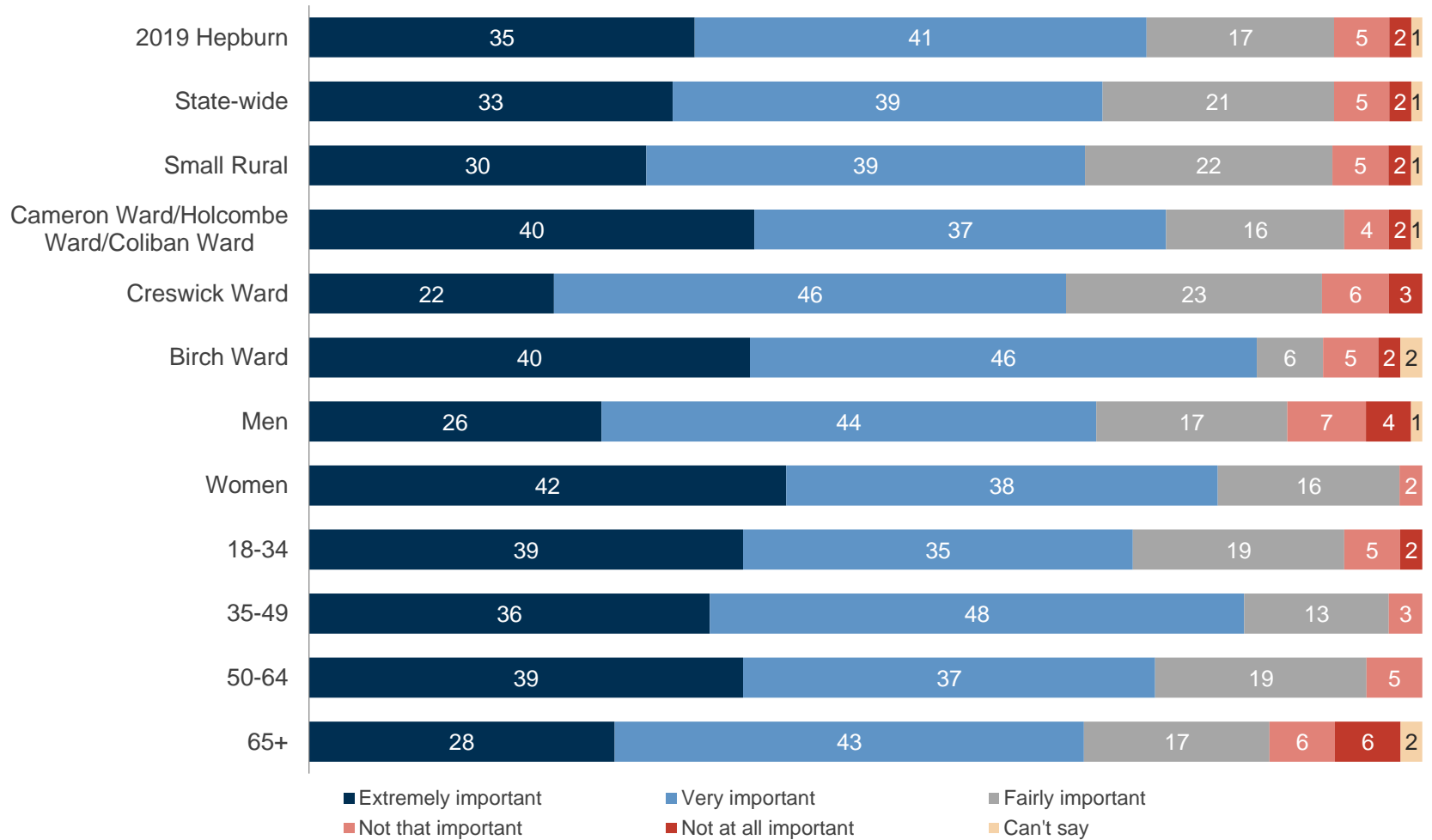


Q1. Firstly, how important should 'Environmental sustainability' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 22 Councils asked group: 5
 Note: Please see Appendix A for explanation of significant differences.



Environmental sustainability importance

2019 Environmental sustainability importance (%)



Q1. Firstly, how important should 'Environmental sustainability' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 22 Councils asked group: 5



Environmental sustainability performance

2019 Environmental sustainability performance (index scores)

		2018	2017	2016	2015	2014	2013	2012
Creswick Ward	64▲	n/a	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	62▲	63	64	63	64	64	64	64
65+	62	n/a	n/a	n/a	n/a	n/a	n/a	n/a
35-49	61	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	61	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Hepburn	59	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Birch Ward	59	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Small Rural	59	62	63	61	63	n/a	n/a	n/a
Women	58	n/a	n/a	n/a	n/a	n/a	n/a	n/a
18-34	57	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Cameron Ward/Holcombe Ward/Coliban Ward	57	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	56	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?

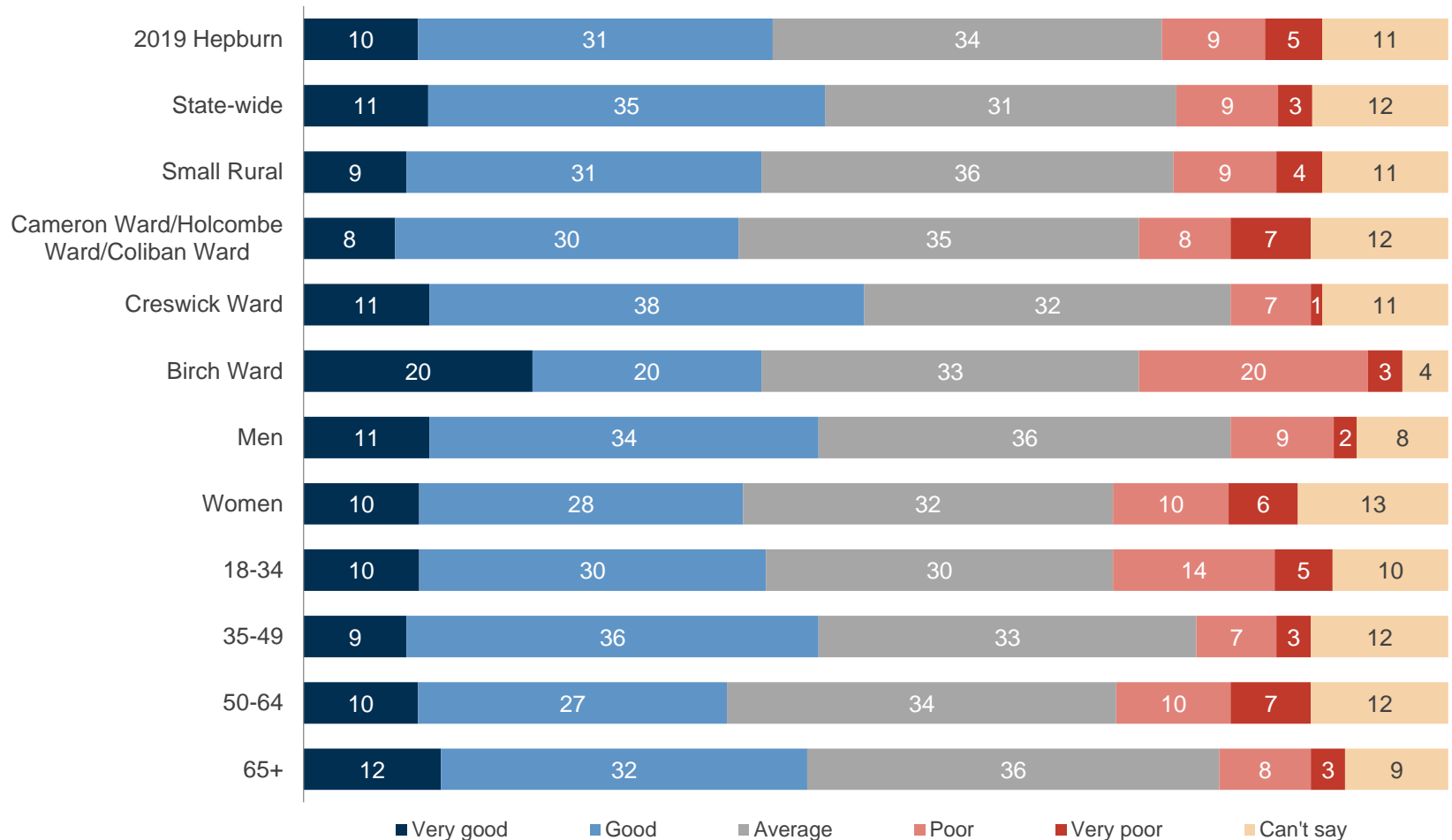
Base: All respondents. Councils asked state-wide: 27 Councils asked group: 5

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



Environmental sustainability performance

2019 Environmental sustainability performance (%)

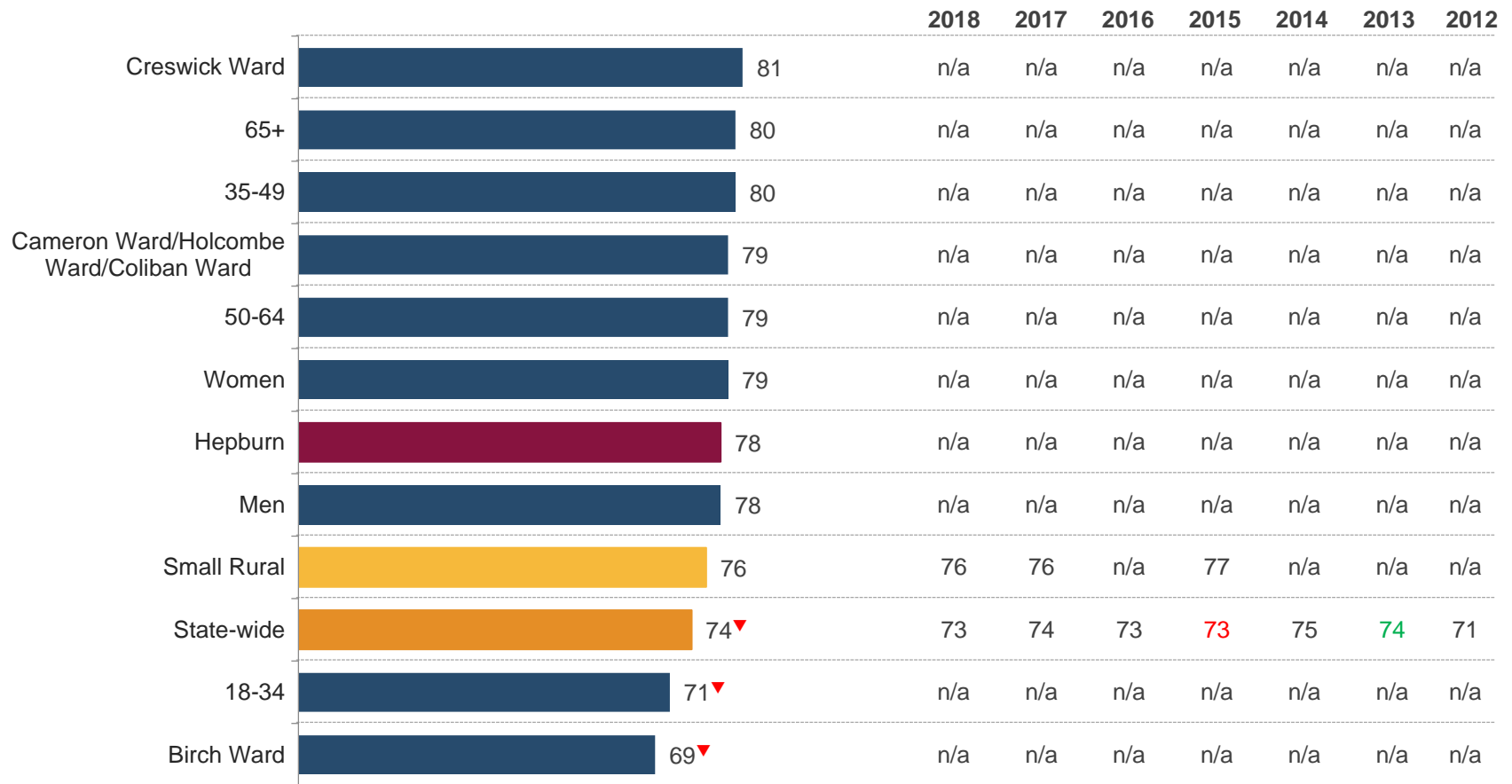


Q2. How has Council performed on 'Environmental sustainability' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 27 Councils asked group: 5



Roadside slashing and weed control importance

2019 Roadside slashing and weed control importance (index scores)



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

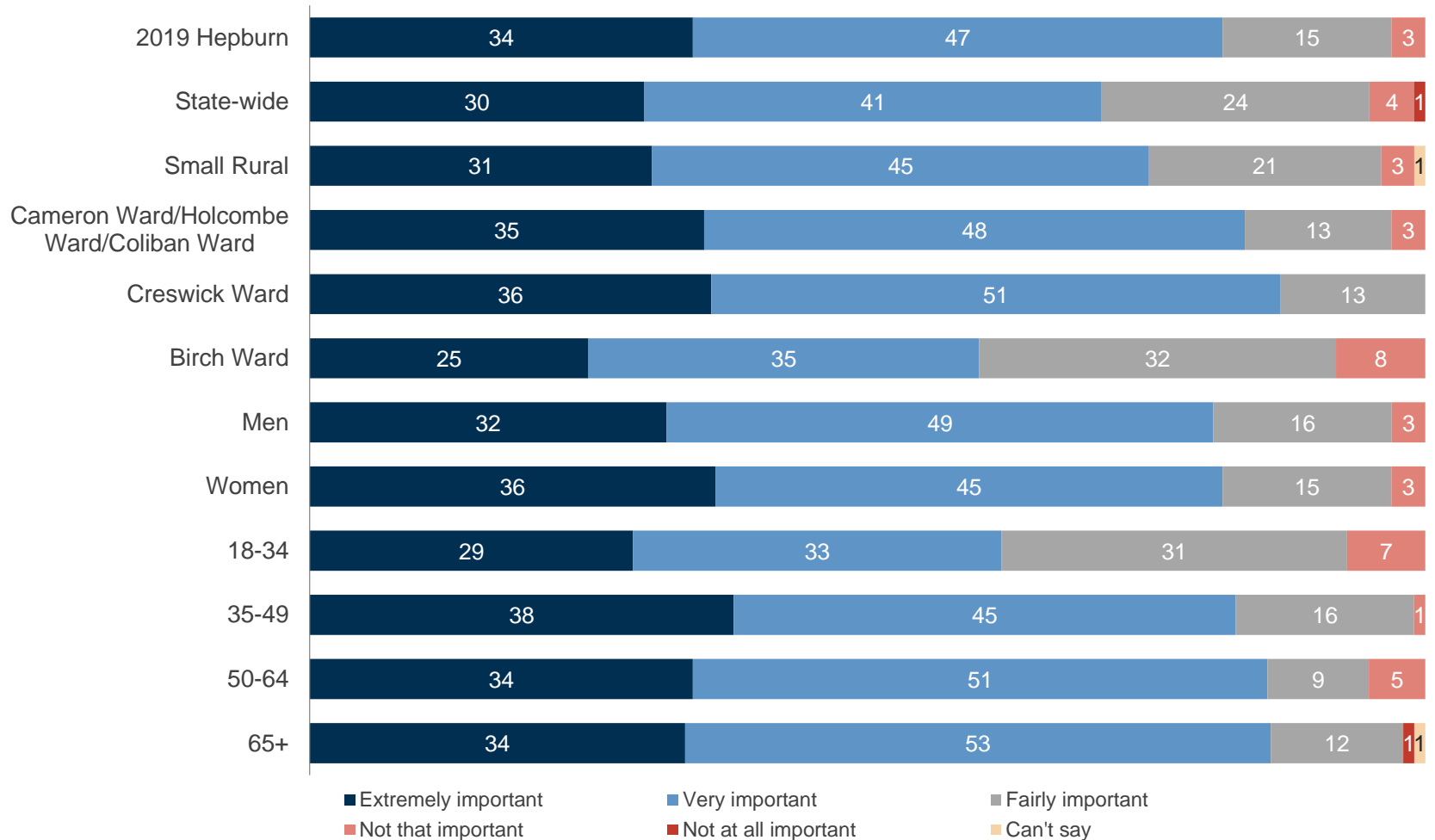
Base: All respondents. Councils asked state-wide: 7 Councils asked group: 2

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



Roadside slashing and weed control importance

2019 Roadside slashing and weed control importance (%)

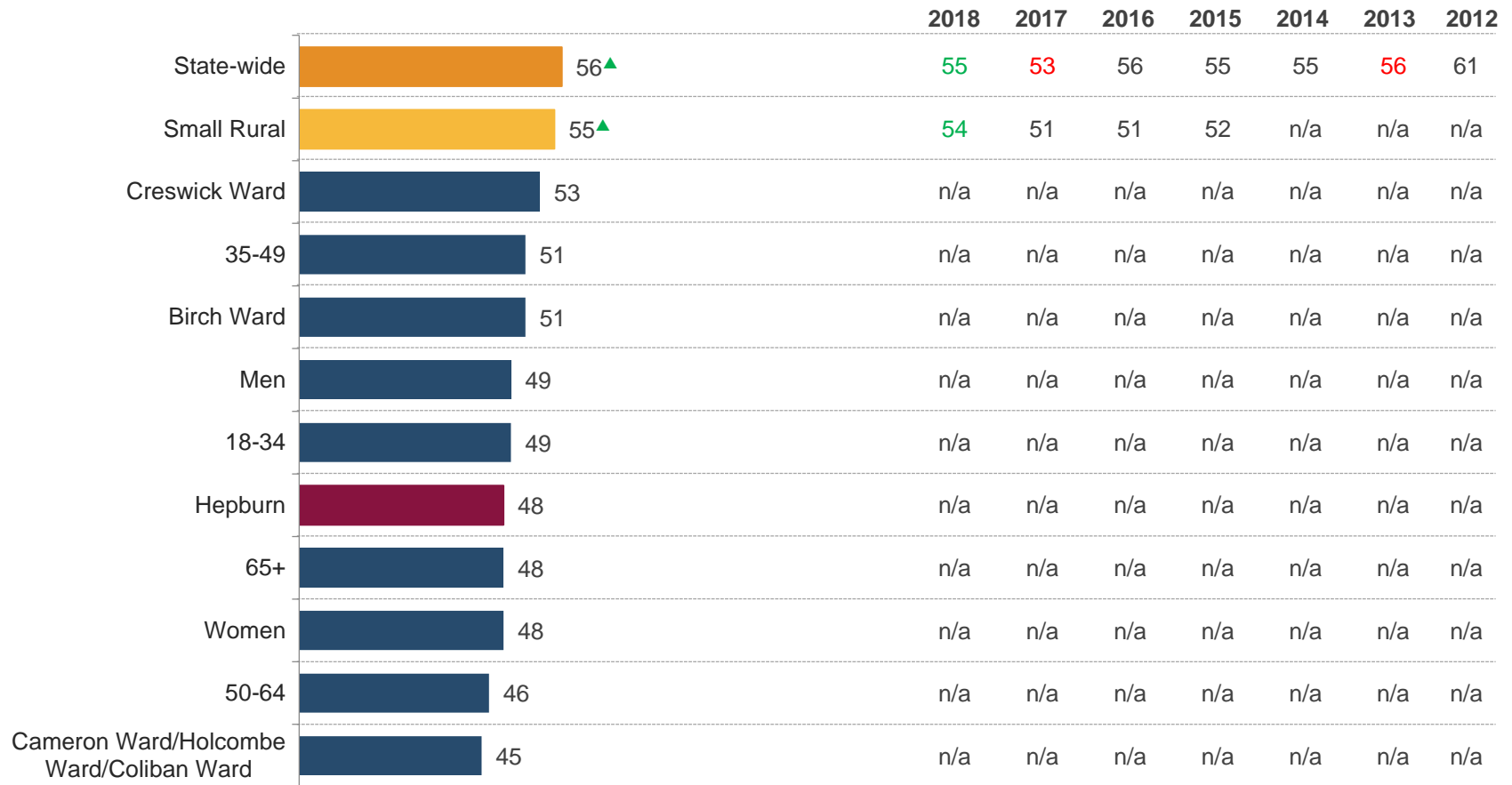


Q1. Firstly, how important should 'Roadside slashing and weed control' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 7 Councils asked group: 2



Roadside slashing and weed control performance

2019 Roadside slashing and weed control performance (index scores)

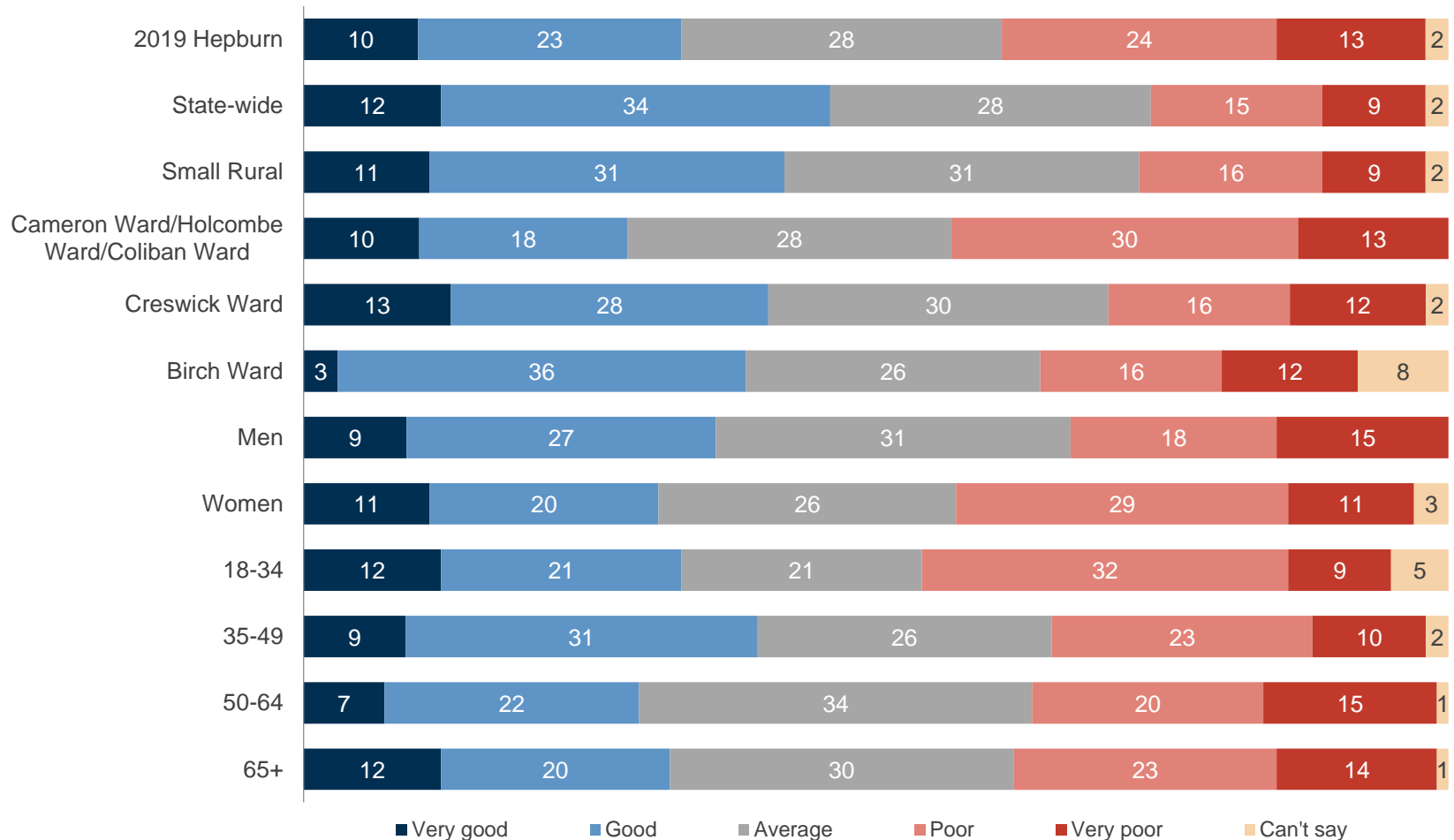


Q2. How has Council performed on 'Roadside slashing and weed control' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 13 Councils asked group: 4
 Note: Please see Appendix A for explanation of significant differences.



Roadside slashing and weed control performance

2019 Roadside slashing and weed control performance (%)

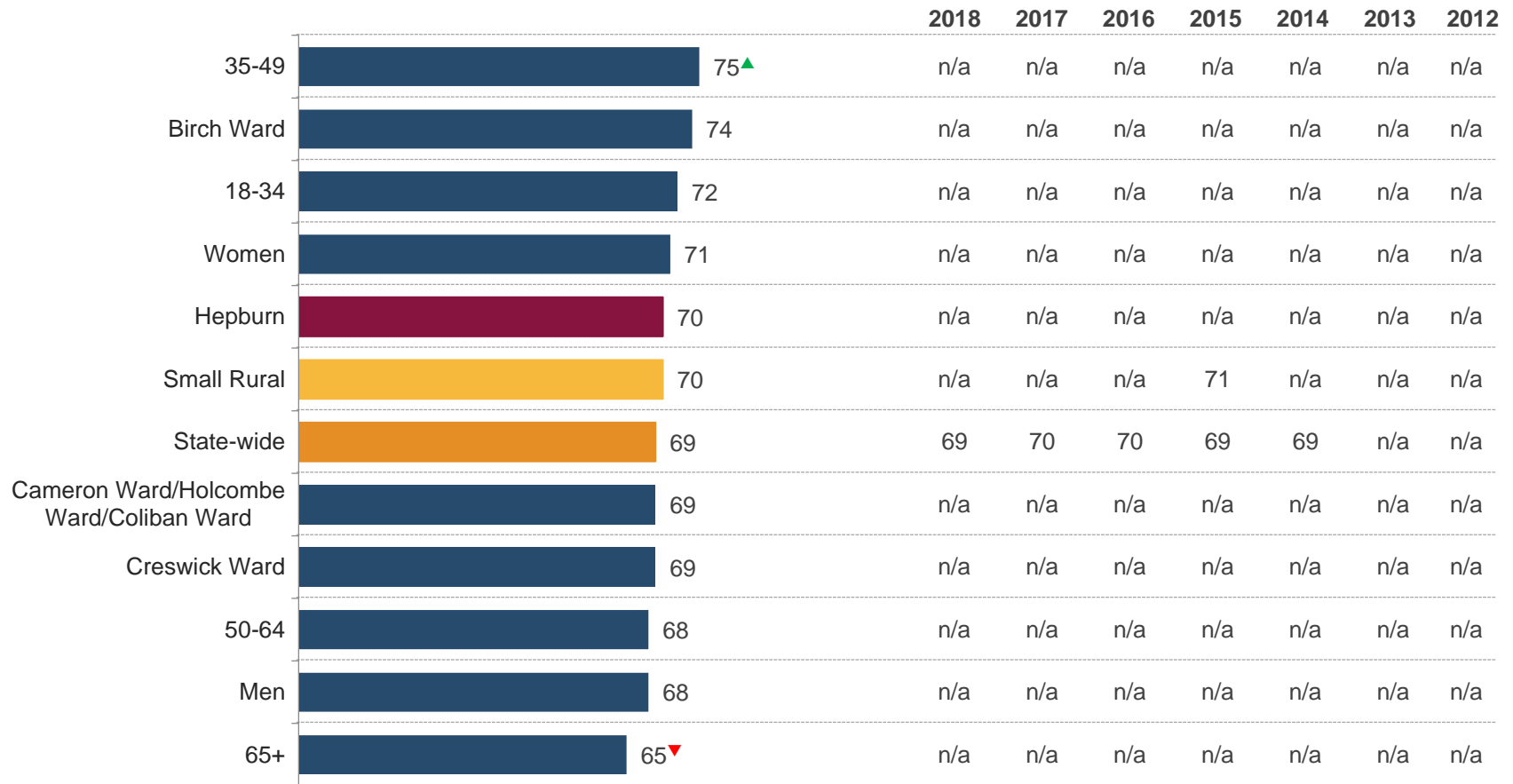


Q2. How has Council performed on 'Roadside slashing and weed control' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 13 Councils asked group: 4



Business and community development importance

2019 Business/community development importance (index scores)



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

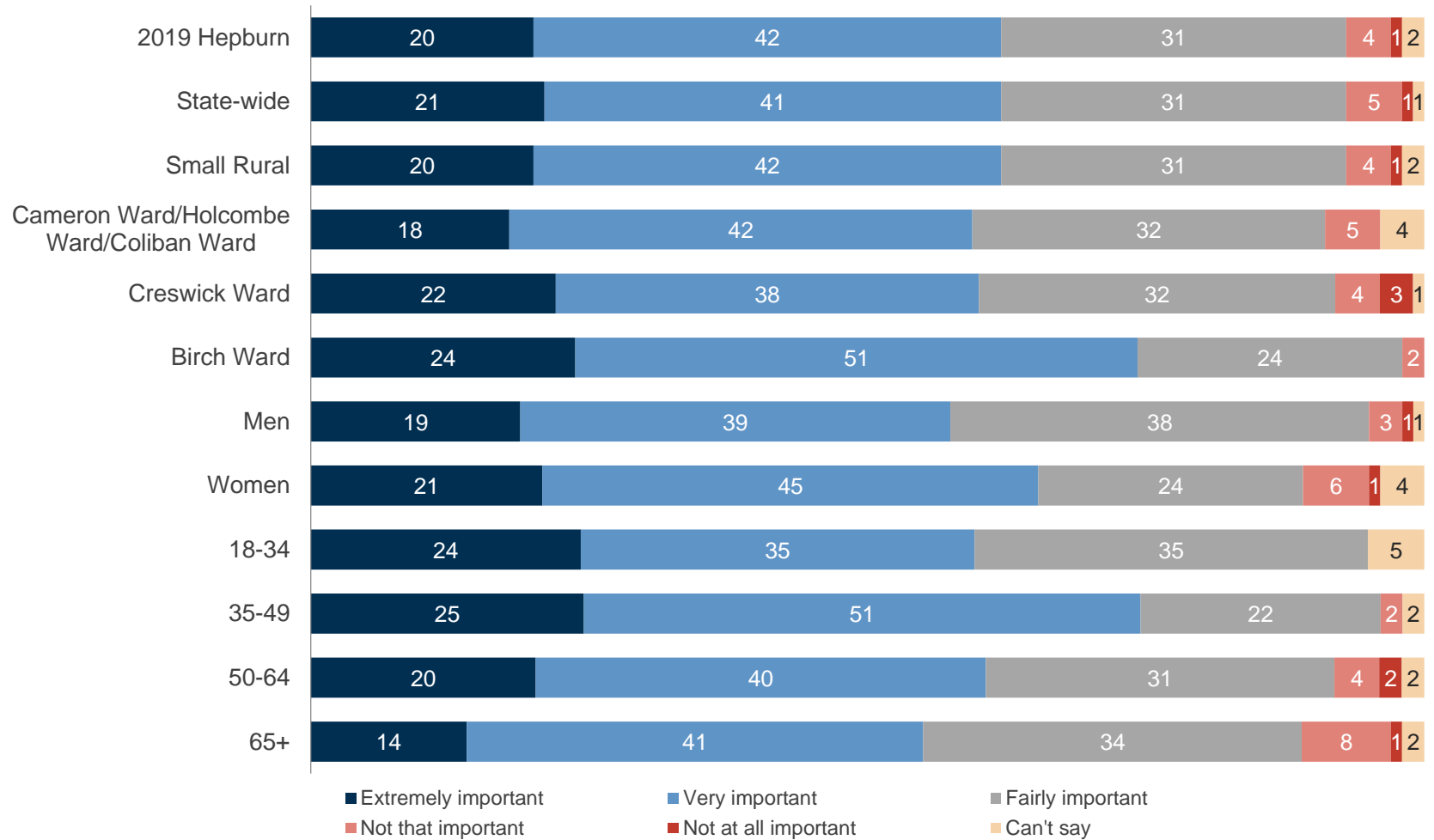
Base: All respondents. Councils asked state-wide: 7 Councils asked group: 1

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



Business and community development importance

2019 Business/community development importance (%)

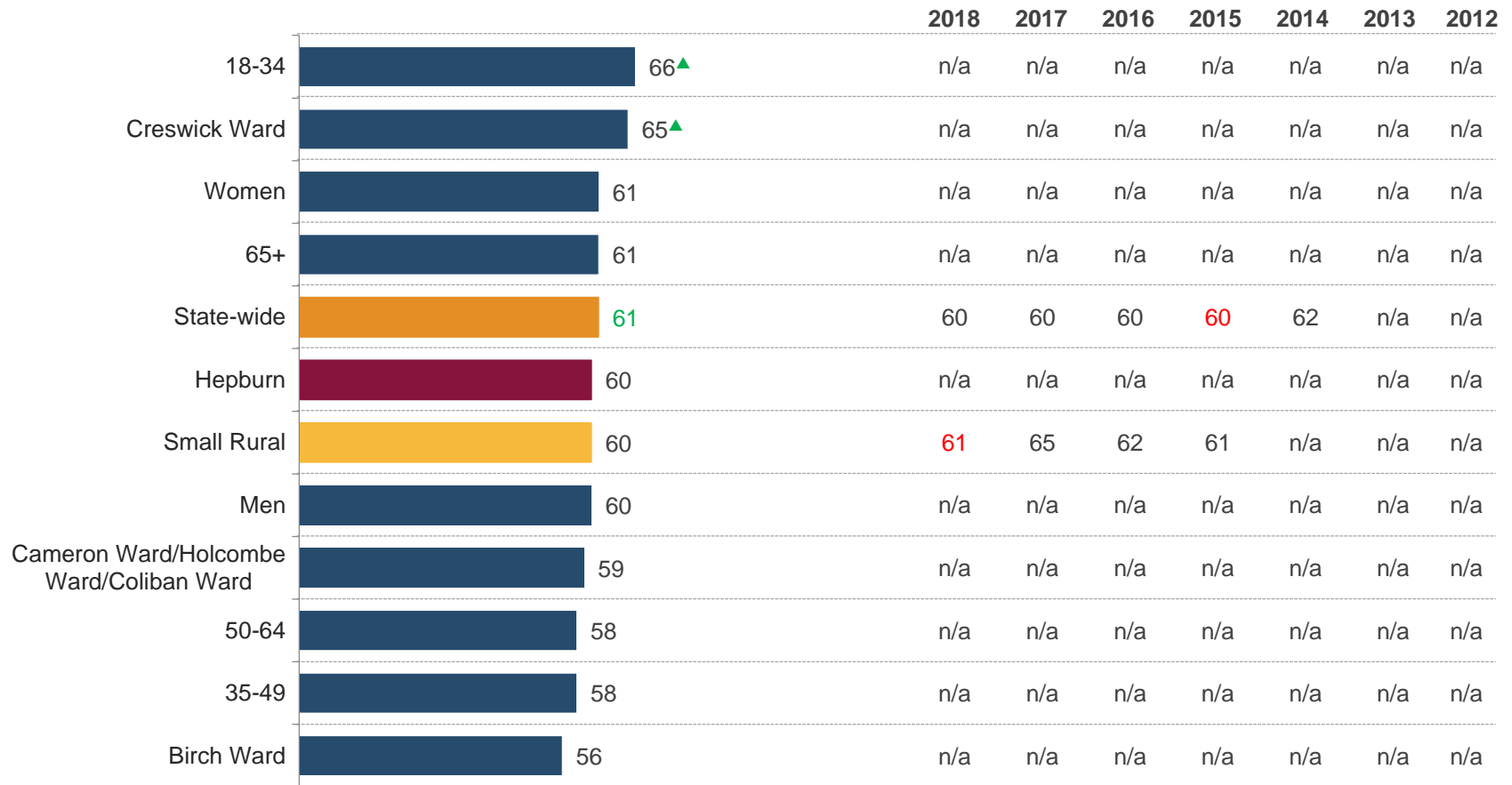


Q1. Firstly, how important should 'Business and community development' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 7 Councils asked group: 1



Business and community development performance

2019 Business/community development performance (index scores)



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

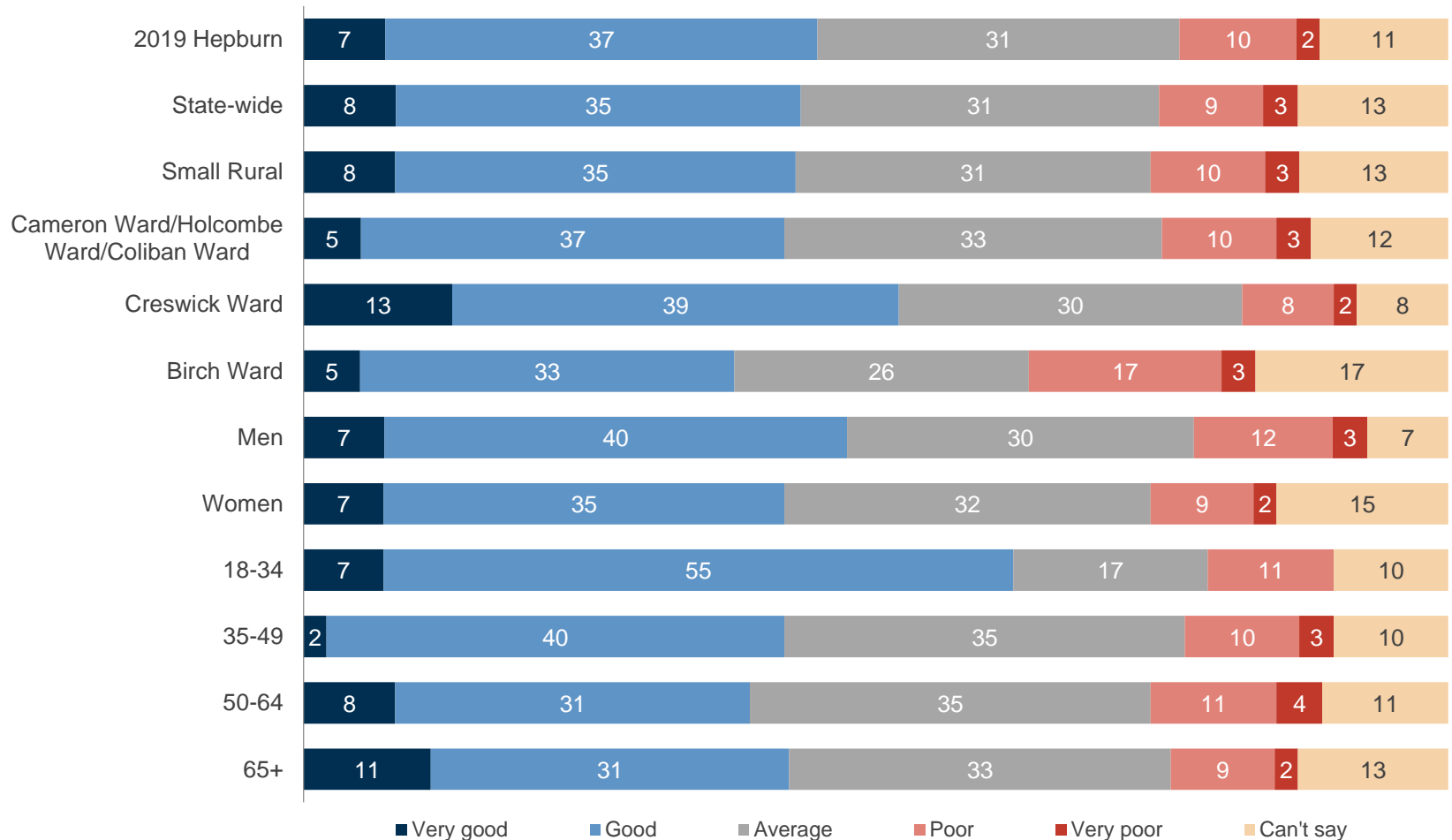
Base: All respondents. Councils asked state-wide: 11 Councils asked group: 2

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



Business and community development performance

2019 Business/community development performance (%)





Tourism development importance

2019 Tourism development importance (index scores)

		2018	2017	2016	2015	2014	2013	2012
Small Rural	64	n/a	n/a	n/a	72	n/a	n/a	n/a
65+	63	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Birch Ward	63	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Creswick Ward	62	n/a	n/a	n/a	n/a	n/a	n/a	n/a
35-49	62	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Women	62	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Hepburn	61	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Cameron Ward/Holcombe Ward/Coliban Ward	61	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	60	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	60	n/a	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	59	61	62	63	65	65	n/a	n/a
18-34	59	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?

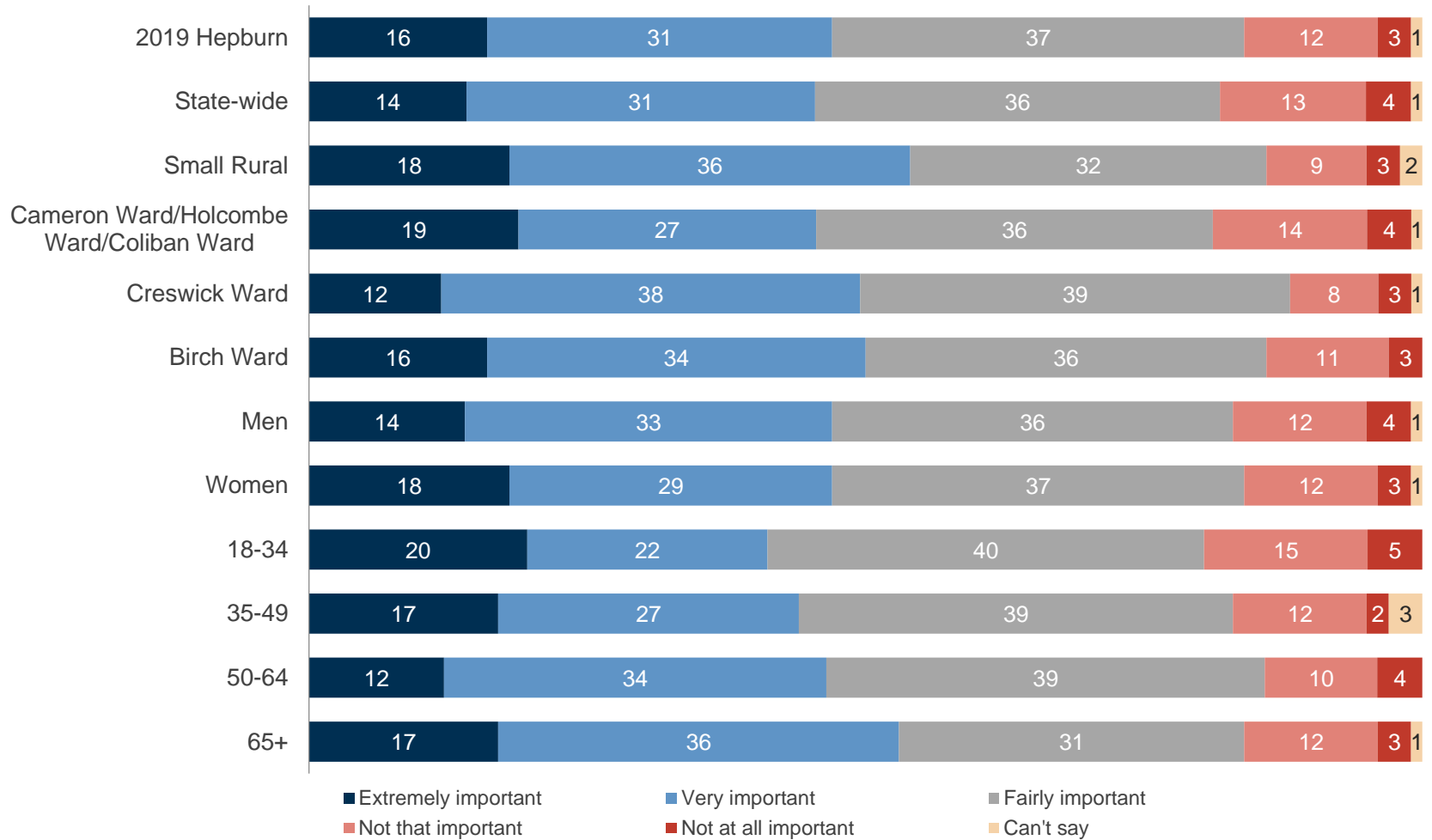
Base: All respondents. Councils asked state-wide: 9 Councils asked group: 2

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



Tourism development importance

2019 Tourism development importance (%)

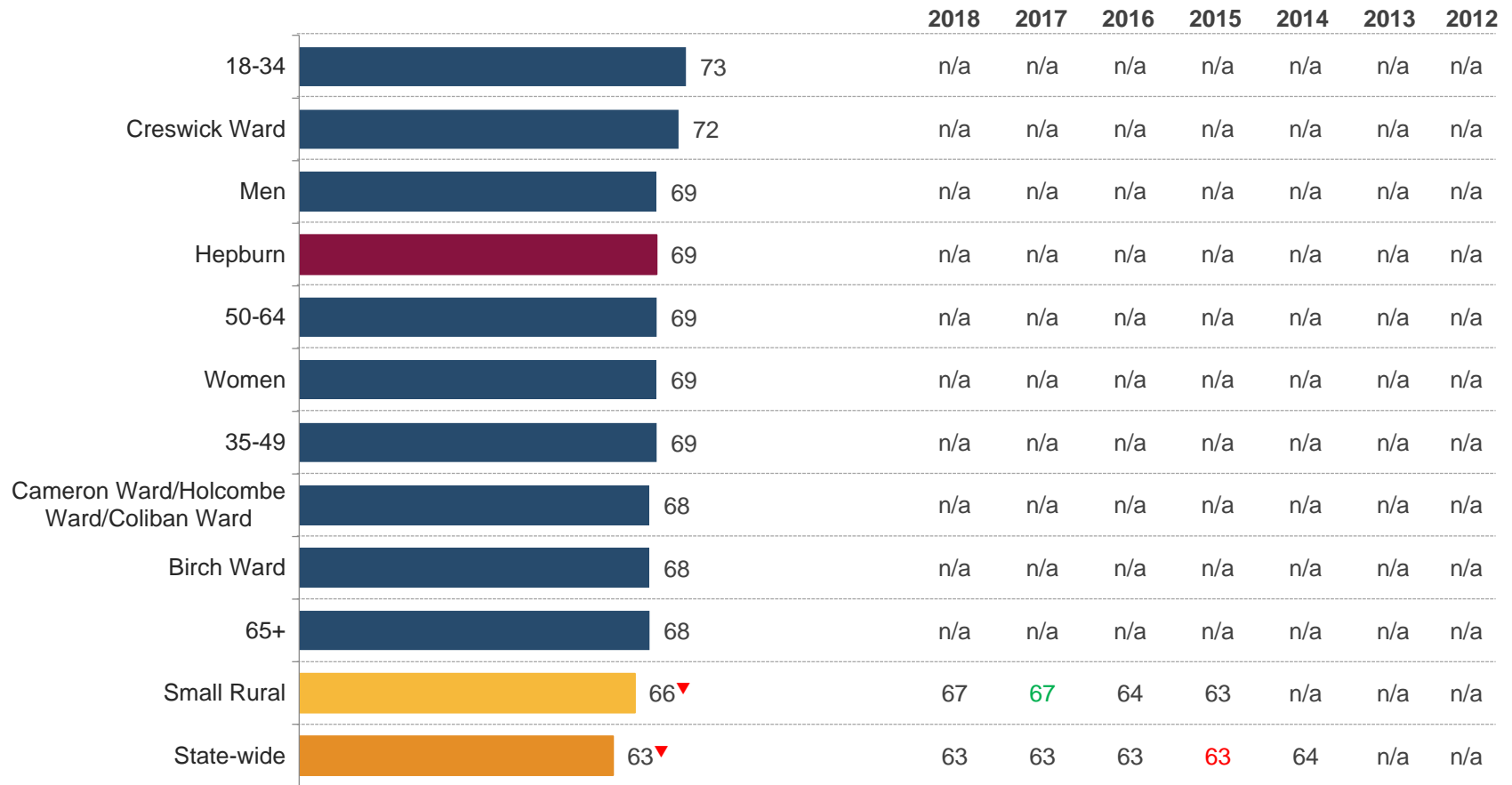


Q1. Firstly, how important should 'Tourism development' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 9 Councils asked group: 2



Tourism development performance

2019 Tourism development performance (index scores)



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

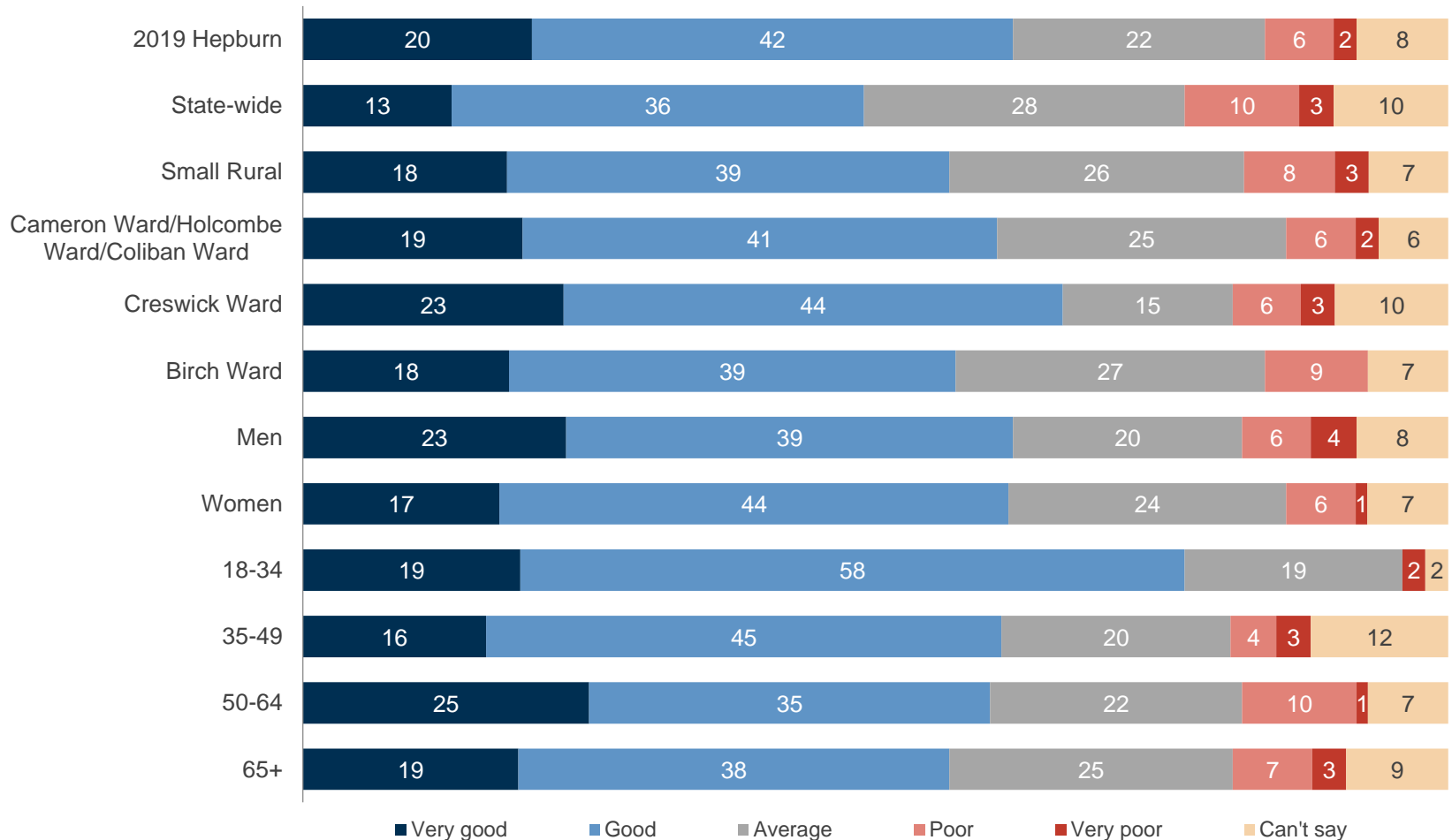
Base: All respondents. Councils asked state-wide: 15 Councils asked group: 4

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



Tourism development performance

2019 Tourism development performance (%)



Q2. How has Council performed on 'Tourism development' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 15 Councils asked group: 4



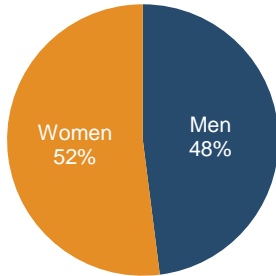
Detailed demographics



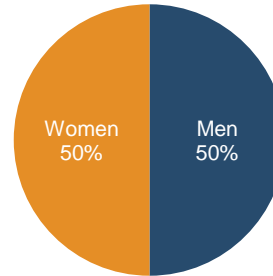
Gender and age profile

2019 gender

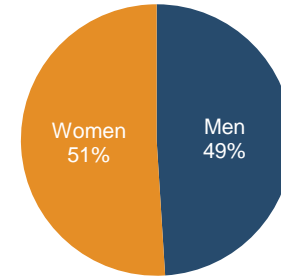
Hepburn



Small Rural

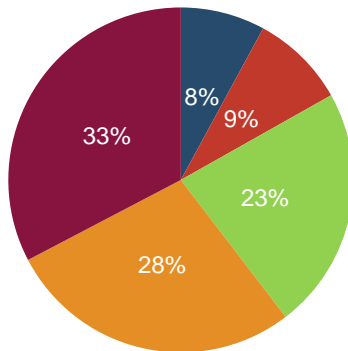


State-wide

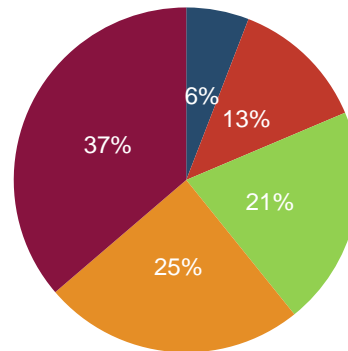


2019 age

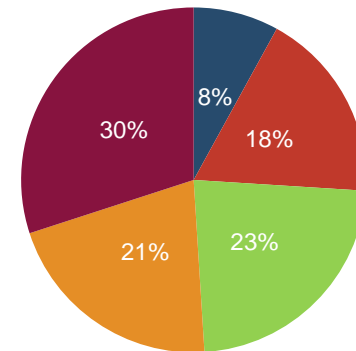
Hepburn



Small Rural



State-wide

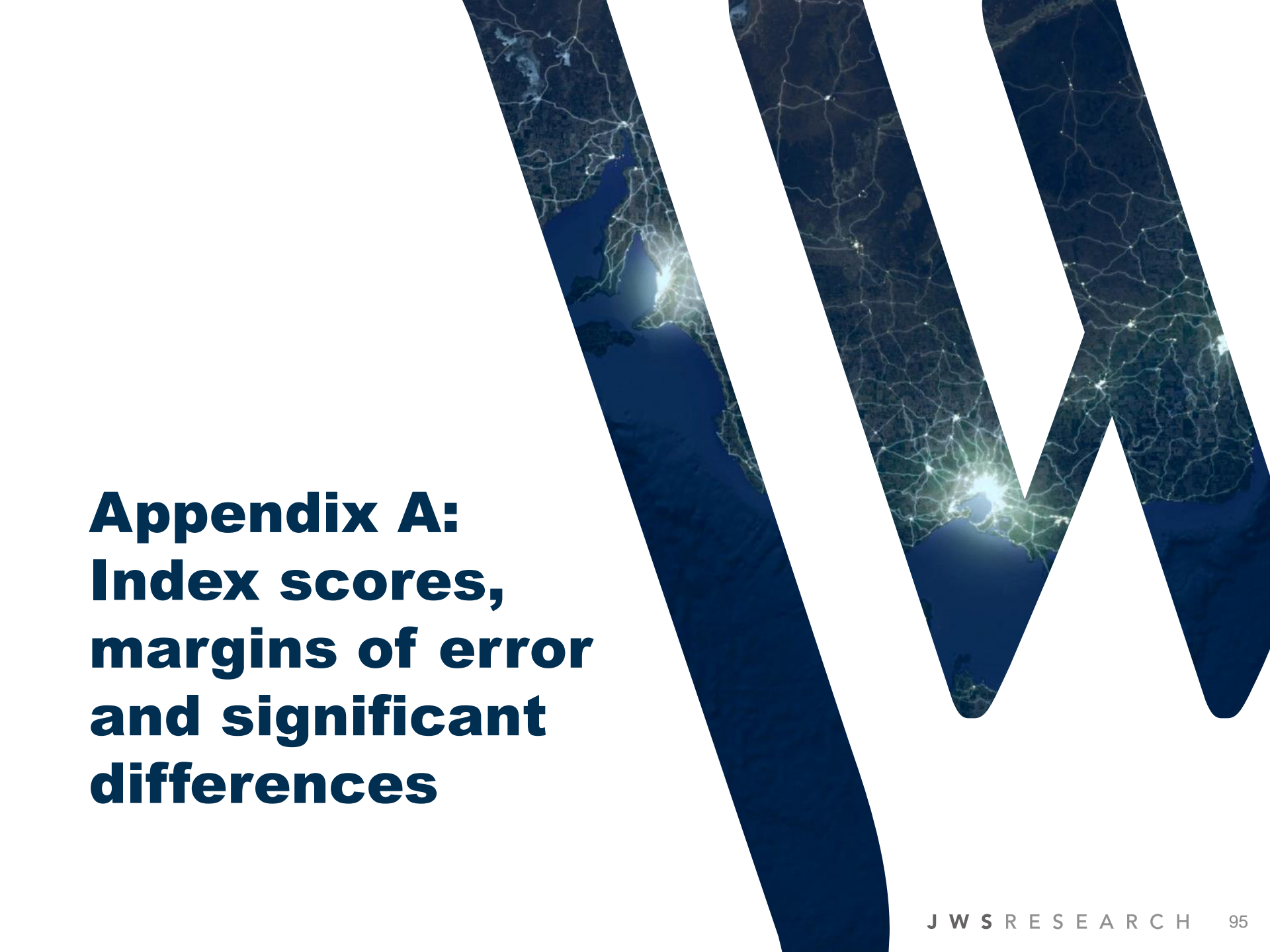


■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

■ 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: 63 Councils asked group: 18
 Please note that for the reason of simplifying reporting, interlocking age and gender reporting has not been included in this report.
 Interlocking age and gender analysis is still available in the dashboard and data tables provided alongside this report.



**Appendix A:
Index scores,
margins of error
and significant
differences**



Appendix A: Index Scores

Index Scores

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

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

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

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

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



Appendix A: Margins of error

The sample size for the 2019 State-wide Local Government Community Satisfaction Survey for 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 12,700 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	197	194	+/-6.9
Women	203	206	+/-6.8
Cameron Ward/Holcombe Ward/Coliban Ward	222	222	+/-6.5
Creswick Ward	126	125	+/-8.7
Birch Ward	52	54	+/-13.7
18-34 years	32	66	+/-17.6
35-49 years	69	90	+/-11.9
50-64 years	137	112	+/-8.4
65+ years	162	132	+/-7.7



Appendix A: Significant difference reporting notation

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

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

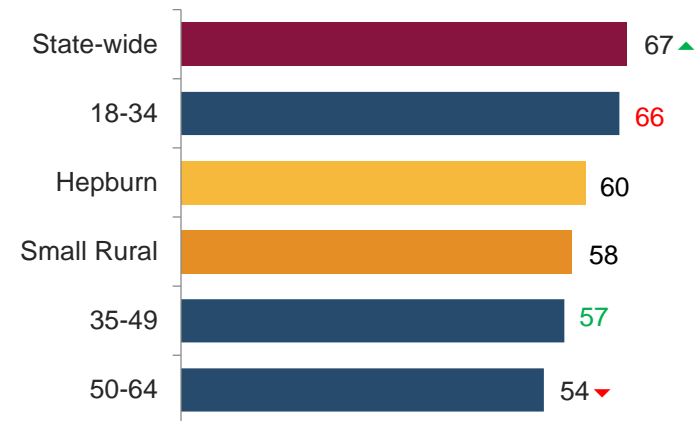
- ▲ The state-wide result is significantly higher than the overall result for the council.
- ▼ The result among 50-64 year olds is significantly lower than for the overall result for the council.

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

Therefore in the example below:

- The result among 35-49 year olds in the council is **significantly higher** than the result achieved among this group in 2018.
- The result among 18-34 year olds in the council is **significantly lower** than the result achieved among this group in 2018.

Overall Performance – Index Scores
(example extract only)





Appendix A: Index score significant difference calculation

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

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

Where:

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

All figures can be sourced from the detailed cross tabulations.

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



Appendix B: Further project information



Appendix B: Further information

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

- Survey methodology and sampling
- Analysis and reporting
- Glossary of terms

Detailed survey tabulations

Detailed survey tabulations are available in supplied Excel file.

Contacts

For further queries about the conduct and reporting of the 2019 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on

(03) 8685 8555 or via email:

admin@jwsresearch.com



Appendix B: Survey methodology and sampling

The 2019 results are compared with previous years, as detailed below:

- 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 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, 2019.



Appendix B: Analysis and reporting

All participating councils are listed in the State-wide report published on the DELWP website. In 2019, 63 of the 79 Councils throughout Victoria participated in this survey. For consistency of analysis and reporting across all projects, Local Government Victoria has aligned its presentation of data to use standard council groupings. Accordingly, the council reports for the community satisfaction survey provide analysis using these standard council groupings. Please note that councils participating across 2012-2019 vary slightly.

Council Groups

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



Appendix B: Analysis and reporting

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



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

These core questions comprised:

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

Reporting of results for these core questions can always be compared against other participating councils in the council group and against all participating councils state-wide. Alternatively, some questions in the 2019 State-wide Local Government Community Satisfaction Survey were optional. Councils also had the ability to ask tailored questions specific only to their council.



Appendix B: Analysis and reporting

Reporting

Every council that participated in the 2019 State-wide Local Government Community Satisfaction Survey receives a customised report. In addition, the state government is supplied with a state-wide summary report of the aggregate results of 'Core' and 'Optional' questions asked across all council areas surveyed.

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

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



Appendix B: Glossary of terms

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

CSS: 2019 Victorian Local Government Community Satisfaction Survey.

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

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

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

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

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

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

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

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

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

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

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

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John Scales
Managing Director
jcales@jwsresearch.com

Mark Zuker
Managing Director
mzucker@jwsresearch.com

Katrina Cox
Director of Client Services
kcox@jwsresearch.com

