

2020 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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Background and objectives

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

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

Now in its twenty-first 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 nine years shows that councils in Victoria continue to provide services that meet the public's expectations.

Serving Victoria for 21 years

Each year the CSS data is used to develop this State-wide report which contains all of the aggregated results, analysis and data. Moreover, with 21 years of results, the CSS offers councils a long-term measure of how they are performing – essential for councils that work over the long term to provide valuable services and infrastructure to their communities.

Participation in the State-wide Local Government Community Satisfaction Survey is optional.

Participating councils have various choices as to the content of the questionnaire and the sample size to be surveyed, depending on their individual strategic, financial and other considerations.



Key findings and recommendations



Hepburn Shire Council – at a glance

Overall council performance

Results shown are index scores out of 100.



Hepburn 45



State-wide 58



Small Rural 56

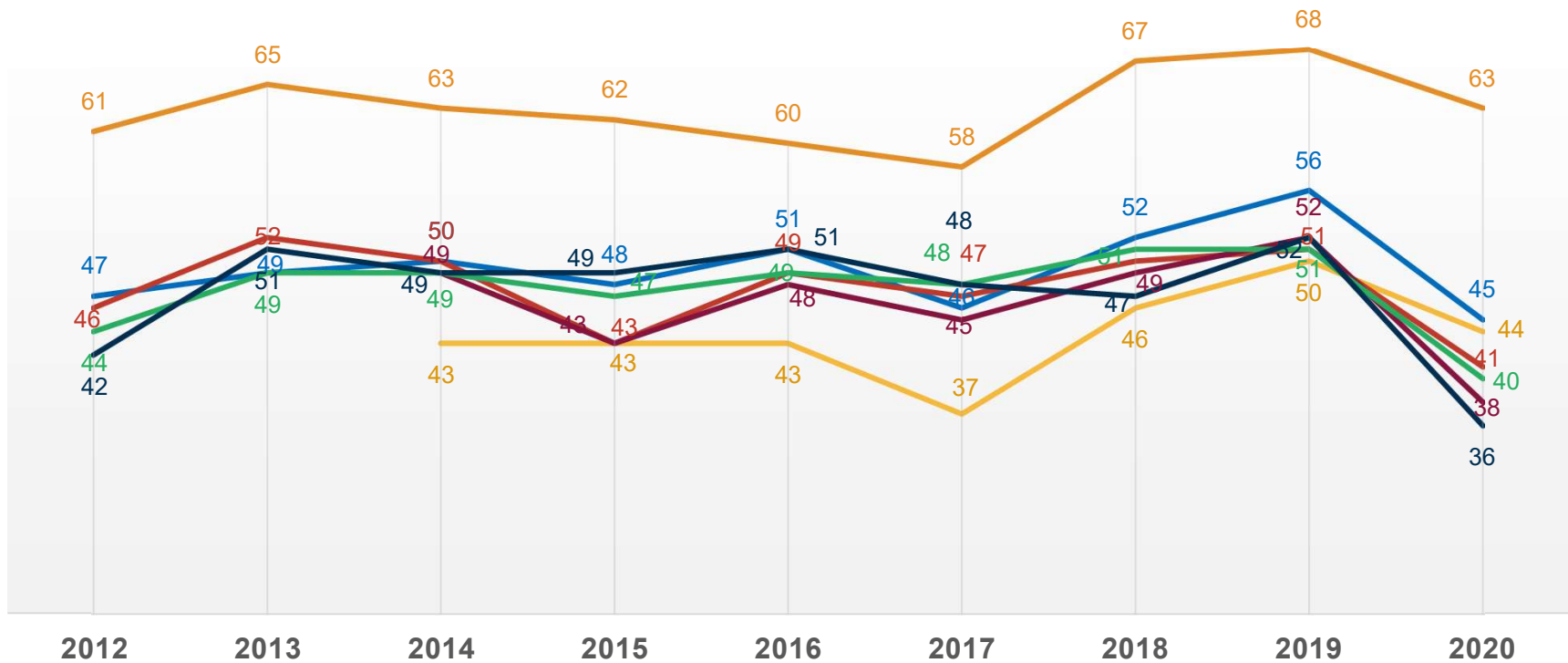
Council performance compared to State-wide and group averages

	Areas where Council performance is significantly higher	The three areas where Council performance is significantly lower by the widest margin
Compared to State-wide average	None	<ul style="list-style-type: none"> Community decisions Consultation & engagement Lobbying
Compared to group average	None	<ul style="list-style-type: none"> Community decisions Consultation & engagement Lobbying



Summary of core measures

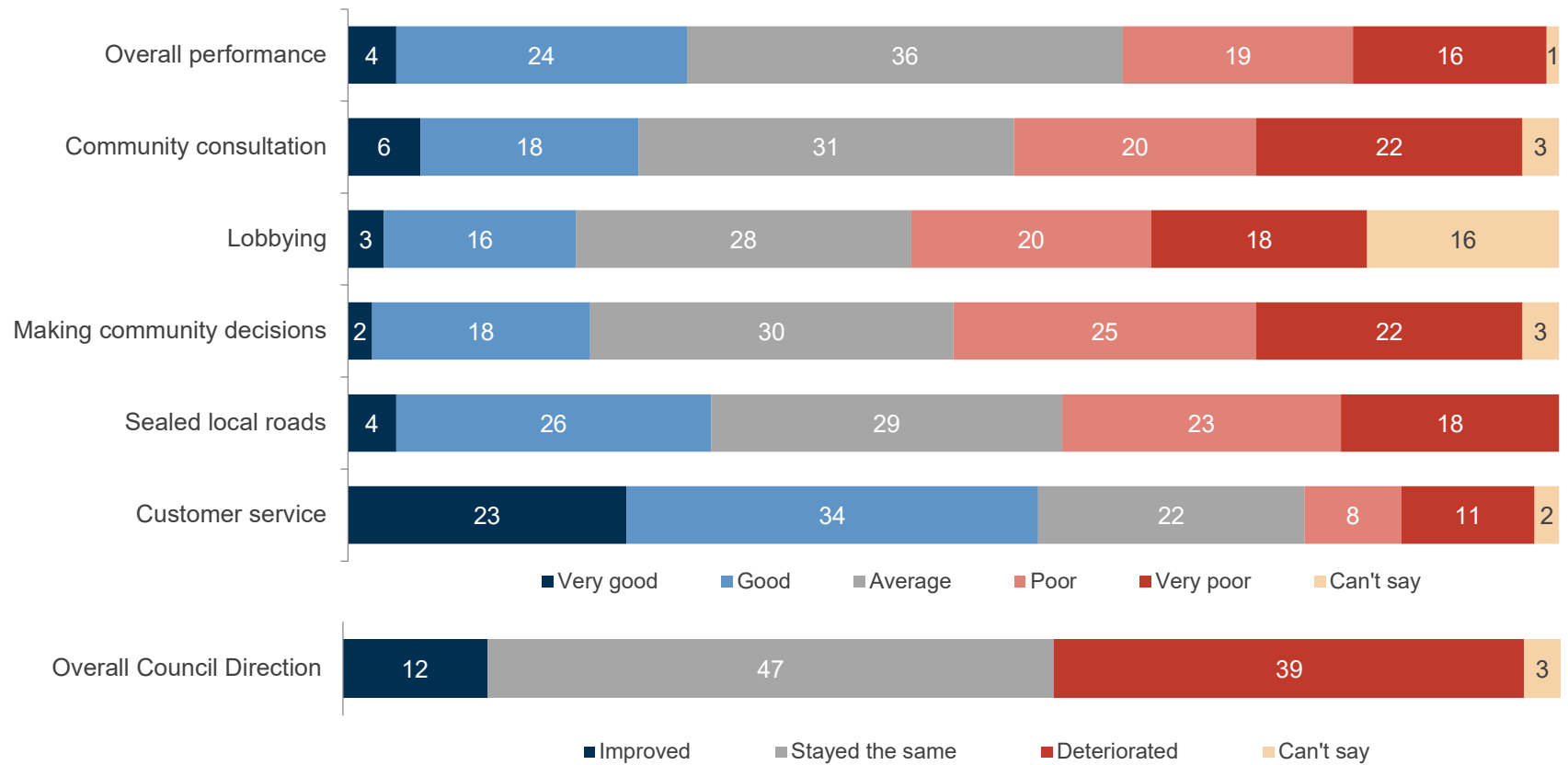
Index scores














Summary of core measures

Core measures summary results (%)











Summary of Hepburn Shire Council performance

Services	Hepburn 2020	Hepburn 2019	Small Rural 2020	State-wide 2020	Highest score	Lowest score
 Overall performance	45	56	56	58	Aged 18-34 years	Aged 50-64 years
 Overall council direction	36	52	50	51	Creswick Ward residents	Birch Ward residents
 Customer service	63	68	70	70	Aged 18-34 years	Birch Ward residents
 Appearance of public areas	64	67	72	72	Aged 18-34 years	Aged 50-64 years
 Tourism development	63	69	63	62	Aged 35-49 years	Aged 18-34 years
 Recreational facilities	61	62	68	70	Aged 18-34 years	Aged 35-49 years
 Business & community dev.	55	60	57	59	Aged 18-34 years	Birch Ward residents
 Waste management	54	64	64	65	Aged 65+ years	Aged 50-64 years
 Enforcement of local laws	53	57	62	63	Aged 18-34 years	Aged 50-64 years
 Environmental sustainability	50	59	57	60	Aged 35-49 years	Aged 50-64 years

Significantly higher / lower than Hepburn Shire Council 2020 result at the 95% confidence interval. Please see Appendix A for explanation of significant differences and index scores.



Summary of Hepburn Shire Council performance

Services		Hepburn 2020	Hepburn 2019	Small Rural 2020	State-wide 2020	Highest score	Lowest score
	Sealed local roads	44	50	51	54	Aged 65+ years	Aged 18-34 years
	Consultation & engagement	41	51	54	55	Aged 18-34 years	Birch Ward residents
	Building & planning permits	41	49	46	51	Aged 35-49 years	Birch Ward residents
	Lobbying	40	51	52	53	Aged 18-34 years	Birch Ward residents
	Community decisions	38	52	53	53	Aged 18-34 years	Birch Ward residents
	Slashing & weed control	37	48	48	49	Aged 18-34 years	Aged 50-64 years

Significantly higher / lower than Hepburn Shire Council 2020 result at the 95% confidence interval. Please see Appendix A for explanation of significant differences and index scores.



Focus areas for the next 12 months

Overview

Perceptions of Hepburn Shire Council’s overall performance reached a peak in 2019, only to fall to an all time low in 2020. This is reflected in most service areas, where performance ratings have declined significantly over the past year. Indeed, two in five residents believe that Hepburn Shire Council’s overall performance has deteriorated in the last 12 months.

Key influences on perceptions of overall performance

Council should strive to maintain and improve performance in the individual service areas that most influence perceptions of overall performance. Council should focus on good communication and transparency with residents about decisions made in the community’s interest, including on business and community development. This, in conjunction with easing concerns about sealed local roads and promoting Council’s sustainability efforts, will help to improve perceptions of Council's overall performance.

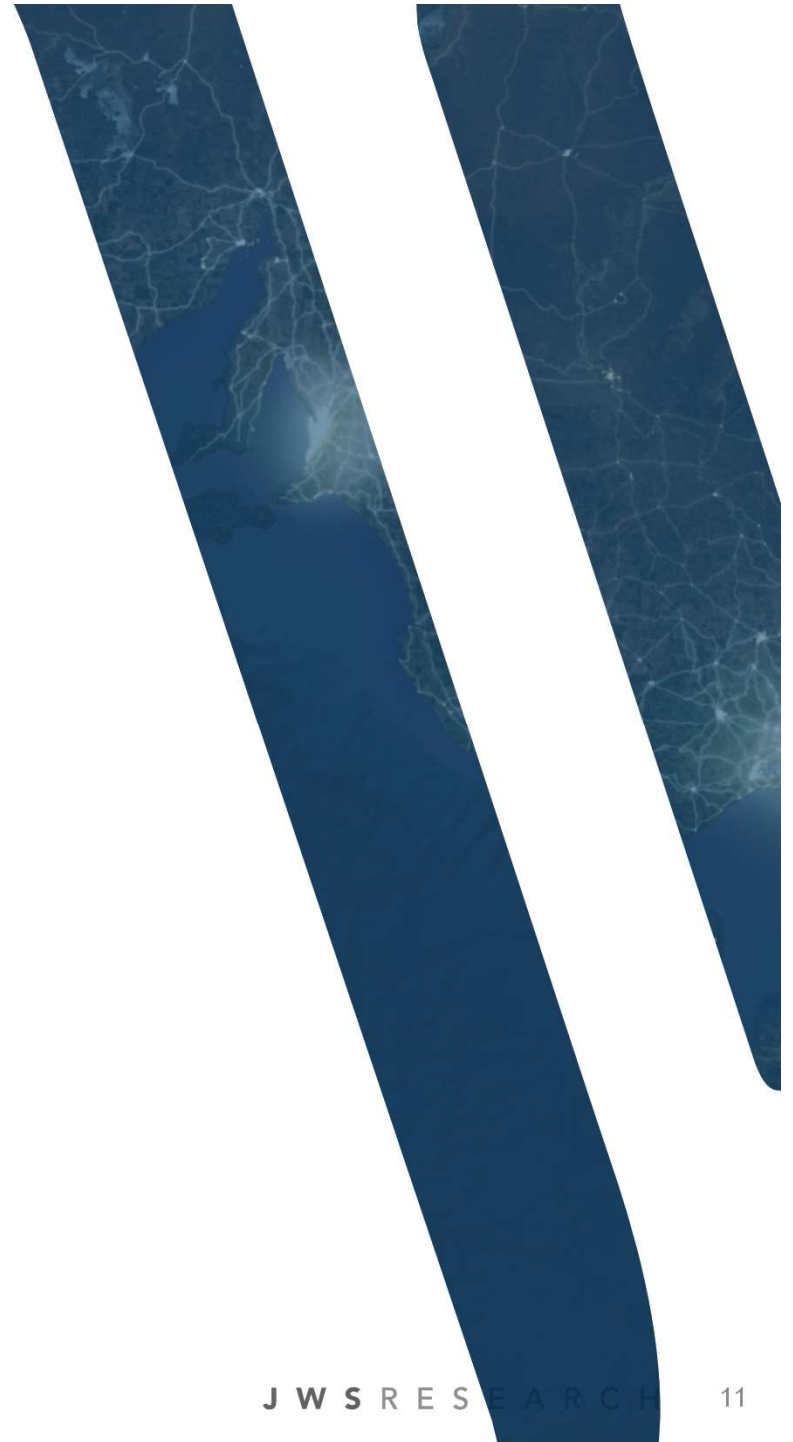
Comparison to state and area grouping

With few exceptions, Council performs significantly lower than the State-wide and Small Rural council averages on all measures evaluated in 2020. The exceptions are tourism development, where Council performs on par with both the State-wide and Small Rural group averages; and business and community development, where Council performs similarly to the Small Rural group average (but significantly below the State-wide average).

A need to rebuild

Over the past 12 months, community sentiment toward Council performance has deteriorated. Statistically significant declines have occurred across most service performance measures, and across all demographic and geographic groups. Moving forward, it will be important to rebuild positive perceptions of Council and demonstrate that Council is once again moving in the right direction. Residents aged 18 to 34 years are more positive toward Council – positive experiences here can be learnt from and built upon.

DETAILED FINDINGS





**Overall
performance**



Overall performance

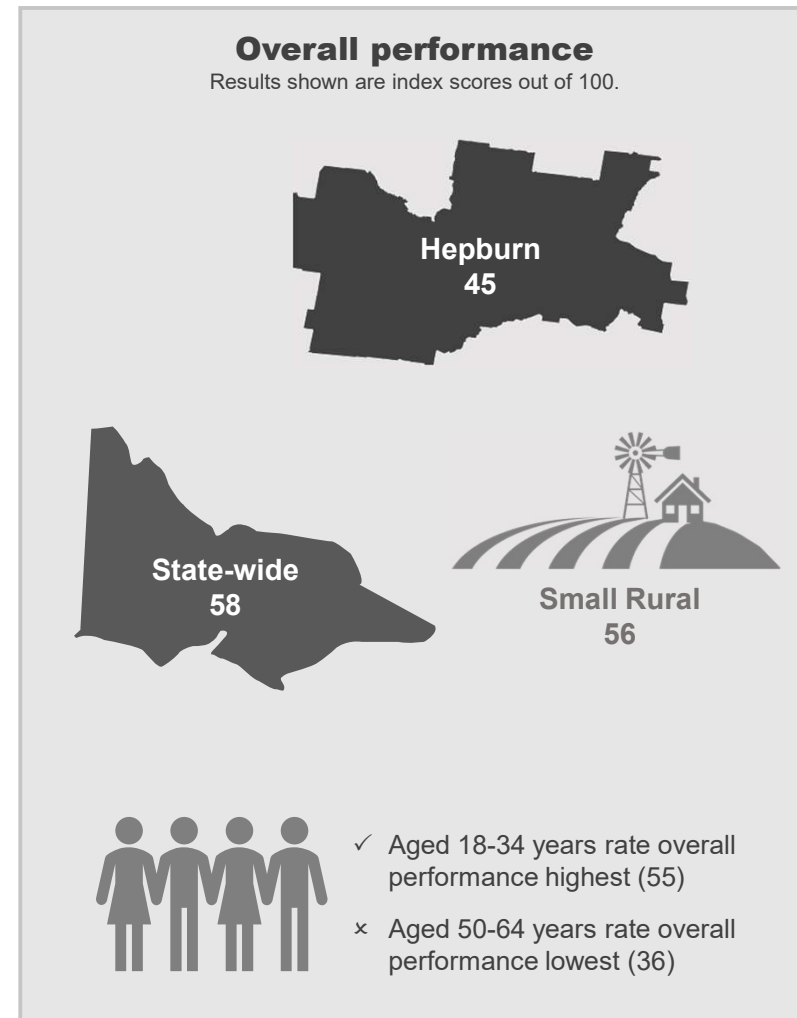
The overall performance index score of 45 for Hepburn Shire Council represents a significant 11-point decline on the 2019 result, following a two-year trend of improvement from 2017.

- Overall performance is rated significantly higher among residents aged 18 to 34 years and those in the Creswick Ward (index scores of 55 and 51 respectively).

Hepburn Shire Council’s overall performance is rated statistically significantly lower (at the 95% confidence interval) than the State-wide and Small Rural group average ratings for councils (index scores of 58 and 56 respectively).

- Almost all demographic and geographic cohorts declined significantly in their perceptions of overall performance in the past year.
- The greatest decrease in overall performance ratings is among residents aged 50 to 64 years and those in the Birch Ward (index scores of 36 and 37 respectively, both down 17 index points from 2019).

More than one in four residents rate Hepburn Shire Council’s overall performance as ‘very good’ or ‘good’ (28%). A further 36% sit mid-scale, rating Council’s overall performance as ‘average’, with a similar proportion rate it as ‘very poor’ or ‘poor’ (35%).





Overall performance

2020 overall performance (index scores)

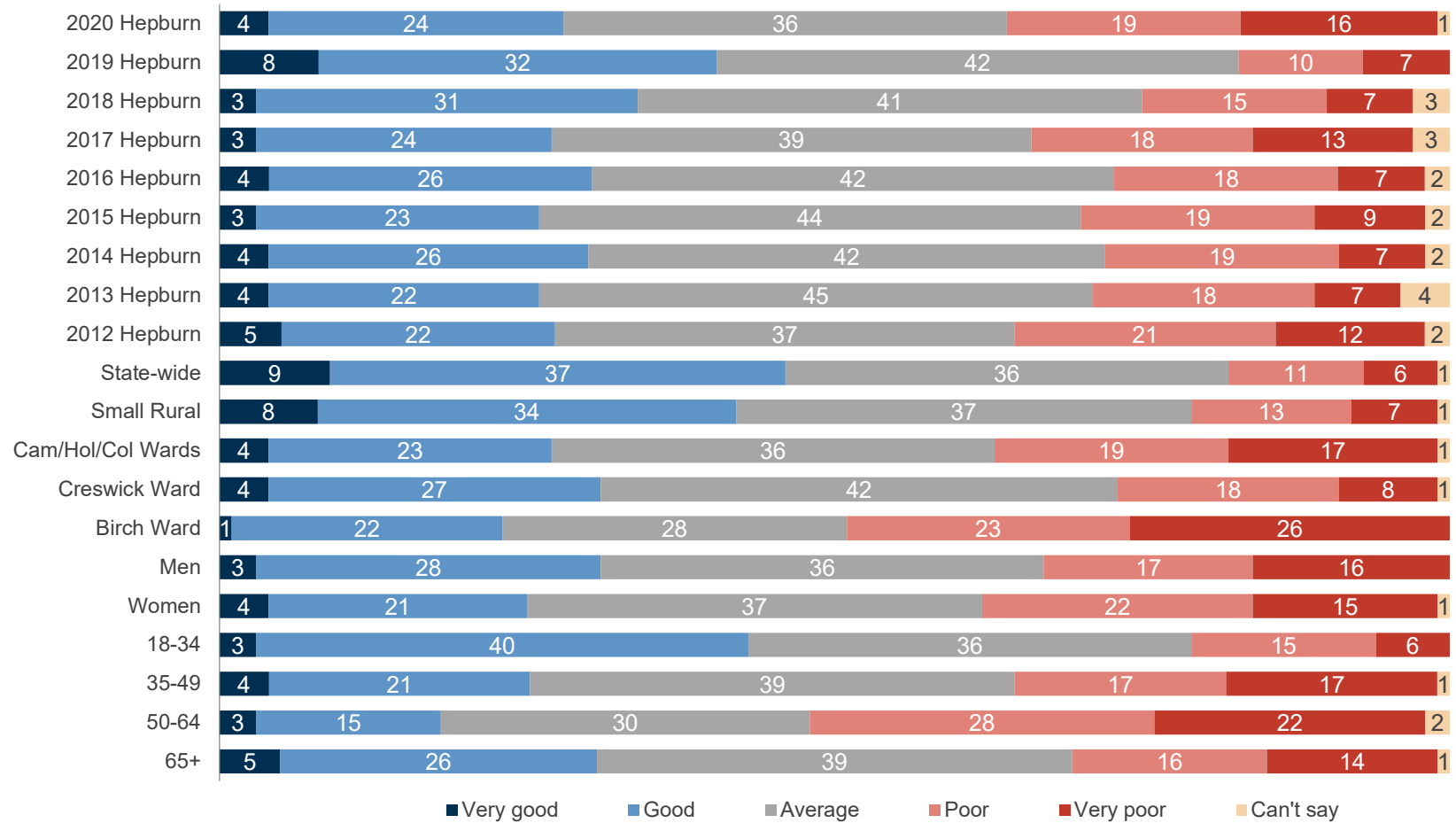
	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	60	59	59	59	60	61	60	60
Small Rural	58	56	58	57	59	n/a	n/a	n/a
18-34	57	59	45	62	51	56	54	53
Creswick Ward	60	55	51	50	49	55	48	n/a
65+	58	51	51	50	48	52	45	42
Men	56	52	44	51	48	50	48	44
Hepburn	56	52	46	51	48	50	49	47
Cam/Hol/Col Wards	55	52	47	51	48	48	50	n/a
Women	56	52	49	51	48	50	50	49
35-49	57	53	41	47	47	48	51	50
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: 62 Councils asked group: 18
 Note: Please see Appendix A for explanation of significant differences.



Overall performance

2020 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: 62 Councils asked group: 18



Top performing service areas

Appearance of public areas (index score of 64, down three index points) is the area where Hepburn Shire Council performed best in 2020.

- Ratings of the appearance of public areas is significantly lower than the Small Rural group and State-wide averages (index score of 72 for each).
- No significant differences in perceptions of this service area are evident across demographic and geographic cohorts compared to the average.

Tourism development is Council’s next highest rated service area (index score of 63), despite declining by a significant six index points in the last year.

- Here, Council performs in line with the Small Rural group and the State-wide average.
- The decline in perceptions this year has been driven by a significant decline in perceptions among men, residents aged 18 to 34 years, and those aged 65 years and over.
- Performance ratings in this service area are significantly higher among residents aged 35 to 49 years (index score of 70).

Council’s next highest rated service area is recreational facilities (index score of 61). As with the appearance of public areas, Council here rates significantly lower than the Small Rural group and State-wide averages.



Appearance of public areas (index score of 64) is the area where Council performed best in 2020.



Low performing service areas



Council rates lowest – relative to its performance in other areas – in the areas of slashing and weed control and community decisions (index scores of 37 and 38 respectively).

Council rates lowest in the area of slashing and weed control (index score of 37, down a significant 11 points in the last 12 months).

- Along with waste management, slashing and weed control is considered Council's equal most important responsibility (importance index score of 80).
- Council's rating of slashing and weed control is significantly lower than the Small Rural group and State-wide averages (index scores of 48 and 49 respectively).
- With the exception of 18 to 34 year olds, perceptions of Council in this service area have declined significantly over the last 12 months across all demographic and geographic cohorts evaluated.

Decisions made in the interest of the community is Council's next lowest rated service area (index score of 38). Perceptions of this service area have also declined significantly over the last year, by 14 index points.

- This is a critical service area, as it is the one that is most influential in driving perceptions of Council's overall performance.
- Here too, Council performs significantly below the Small Rural group and State-wide averages (index scores of 53 for each).



Individual service area performance

2020 individual service area performance (index scores)

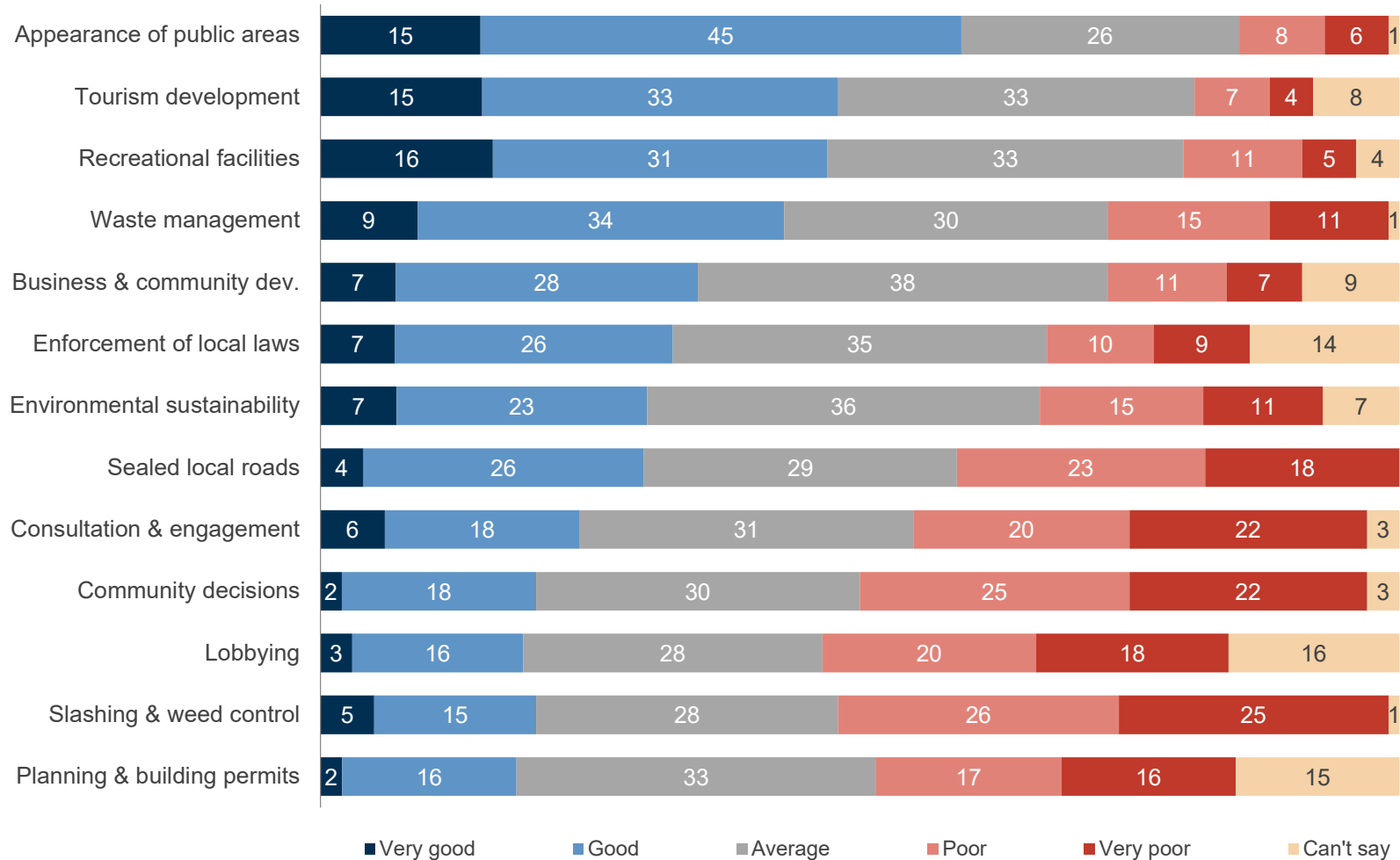
		2019	2018	2017	2016	2015	2014	2013	2012
Appearance of public areas	64	67	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Tourism development	63	69	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Recreational facilities	61	62	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Business & community dev.	55	60	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Waste management	54	64	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Enforcement of local laws	53	57	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Environmental sustainability	50	59	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Sealed local roads	44	50	46	37	43	43	43	n/a	n/a
Planning & building permits	41	49	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Consultation & engagement	41	51	50	47	49	43	50	52	46
Lobbying	40	51	51	48	49	47	49	49	44
Community decisions	38	52	49	45	48	43	49	n/a	n/a
Slashing & weed control	37	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: 62 Councils asked group: 18
 Note: Please see Appendix A for explanation of significant differences.



Individual service area performance

2020 individual service area performance (%)



Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?
 Base: All respondents. Councils asked state-wide: 62 Councils asked group: 18



Individual service area importance

2020 individual service area importance (index scores)

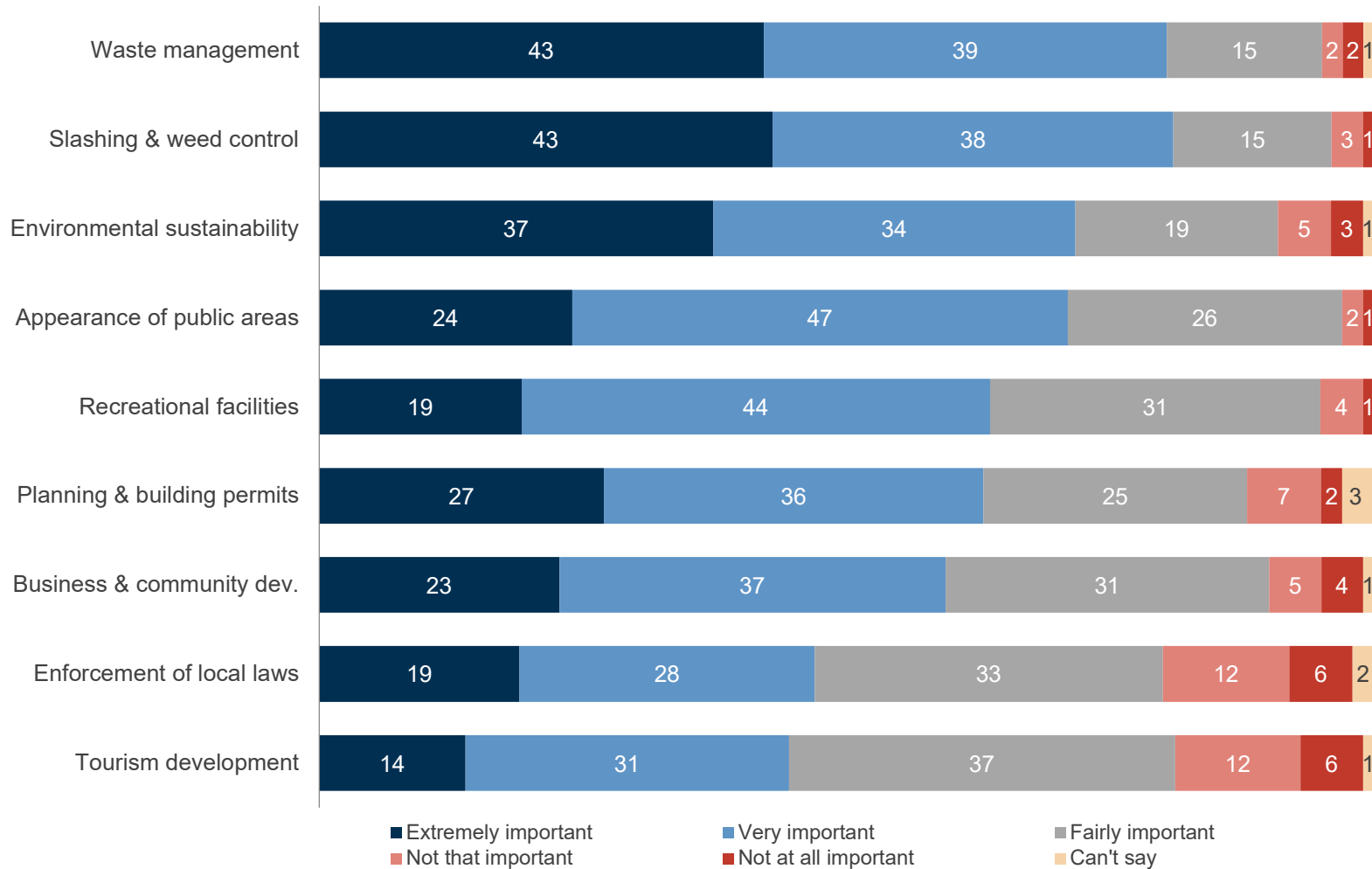
		2019	2018	2017	2016	2015	2014	2013	2012
Waste management	80	81	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Slashing & weed control	80	78	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Environmental sustainability	74	75	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Appearance of public areas	72	72	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Planning & building permits	70	72	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Recreational facilities	69	72	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Business & community dev.	68	70	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Enforcement of local laws	60	68	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Tourism development	58	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: 30 Councils asked group: 6
 Note: Please see Appendix A for explanation of significant differences.



Individual service area importance

2020 individual service area importance (%)

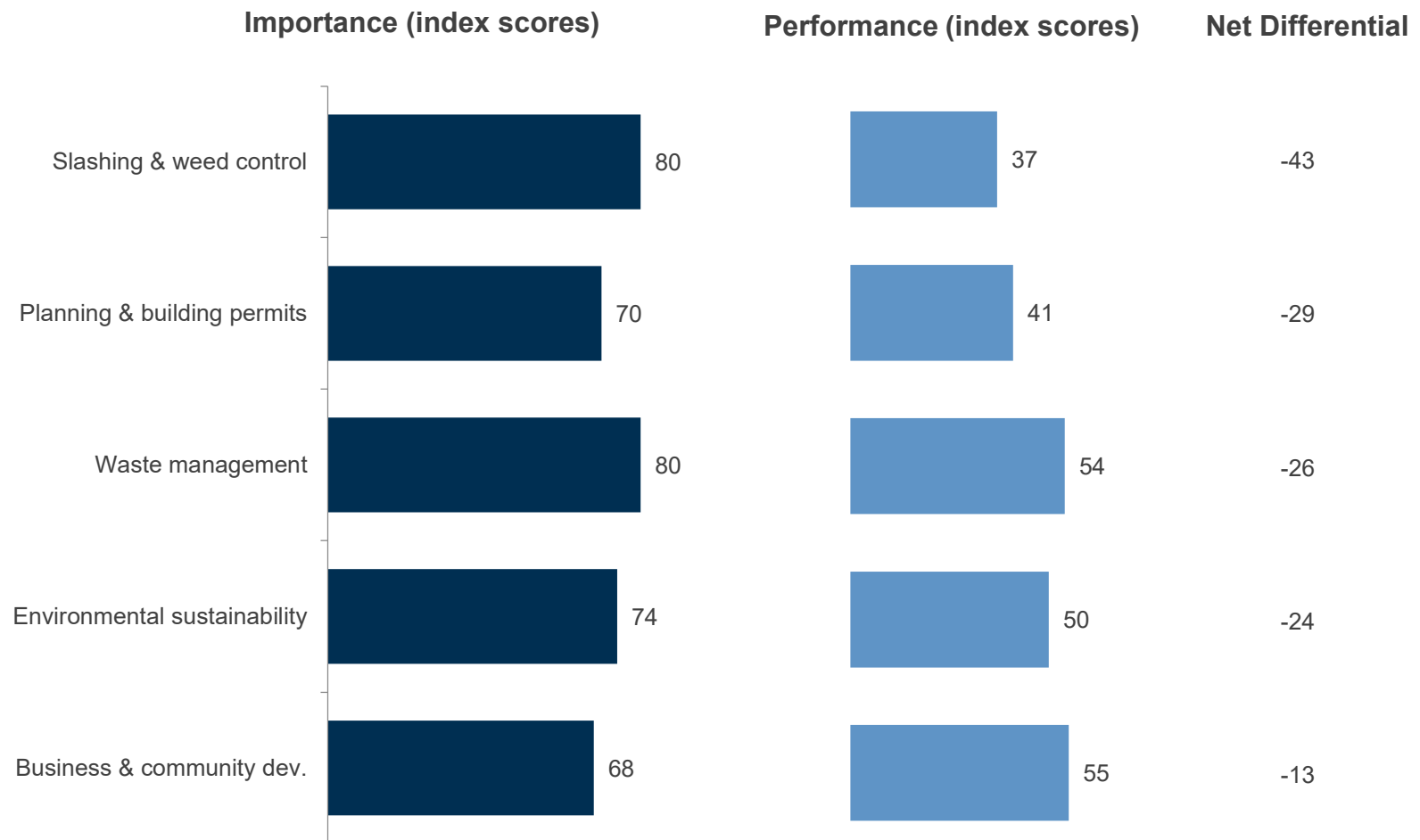


Q1. Firstly, how important should [RESPONSIBILITY AREA] be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 30 Councils asked group: 6



Individual service areas importance vs performance

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



Note: Net differentials are calculated based on the un-rounded importance and performance scores, then rounded to the nearest whole number.



Influences on perceptions of overall performance

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

- Decisions made in the interest of the community.

Moving forward, Council should focus on good communication and transparency with residents about decisions made in the community's interest. Council is currently rated 'poor' in this area (performance index of 38) and improved performance provides the greatest opportunity to drive up overall opinion of Council.

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

- The condition of sealed local roads, excluding VicRoads
- Business and community development
- Lobbying on behalf of the community
- Environmental sustainability
- Community consultation and engagement.

The condition of sealed local roads, community consultation and Council lobbying are other key areas in need of attention, being poorly rated (performance index of 44, 41 and 40 respectively) and moderate influences on overall performance ratings.

Council is also rated just 'average' on environmental sustainability (performance index of 50), and only slightly higher on business and community development (performance index of 55).

It is important to focus on consulting local residents in Council decision-making and demonstrating efforts to advance and defend community interests, particularly in relation to business development.

This, in combination with attending to concerns about sealed local roads and promoting Council's sustainability initiatives, will help to improve community opinion of Council's overall performance.



Regression analysis explained

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

In the charts that follow:

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

The regressions are shown on the following two charts.

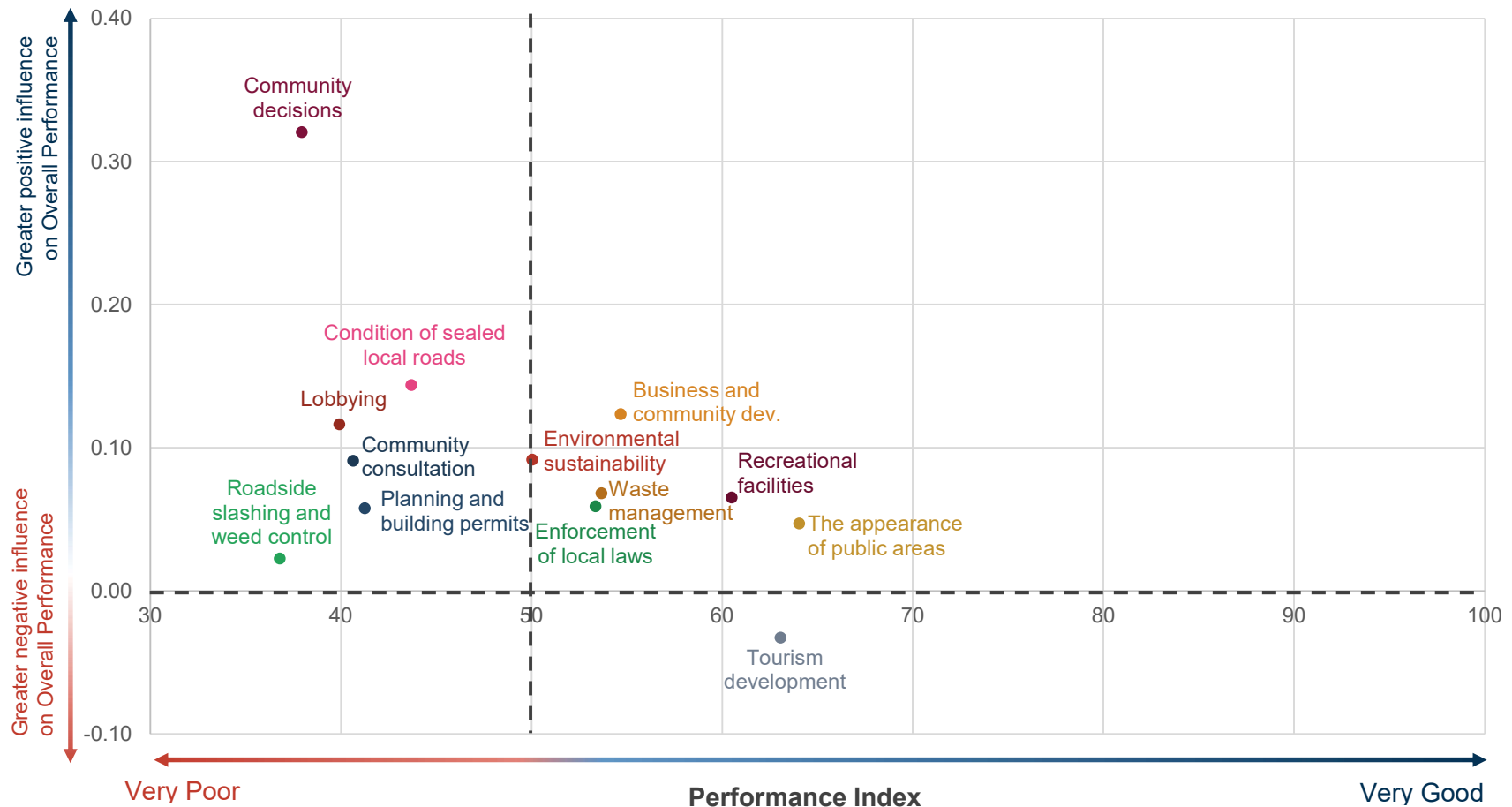
1. **The first chart** shows the results of a regression analysis of *all* individual service areas selected by Council.
2. **The second chart** shows the results of a regression performed on a smaller set of service areas, being those with a moderate-to-strong influence on overall performance. Service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

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



Influence on overall performance: all service areas

2020 regression analysis (all service areas)

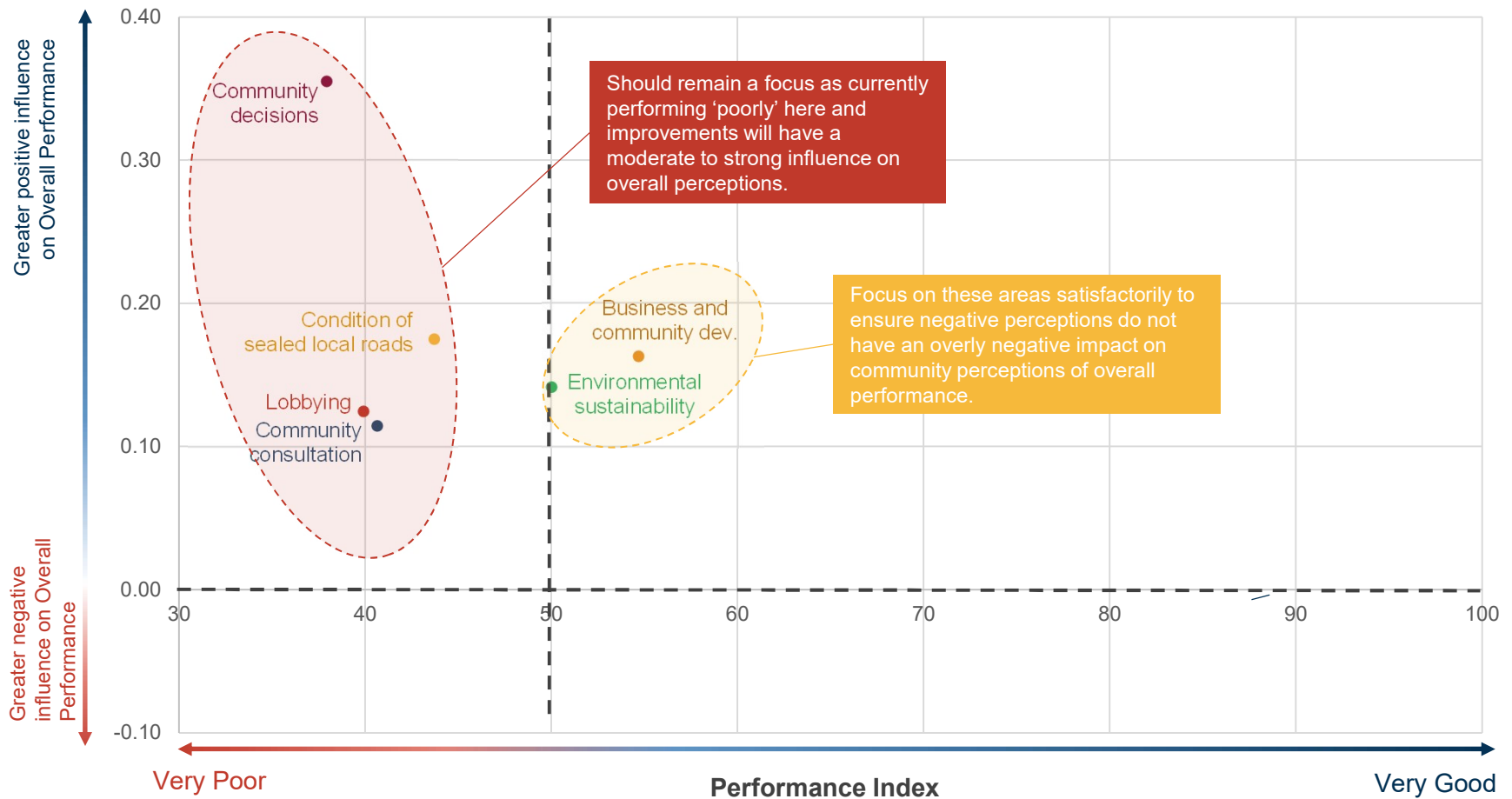


The multiple regression analysis model above (all service areas) has an R-squared value of 0.651 and adjusted R-square value of 0.639, which means that 65% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at $p = 0.0001$, $F = 55.3$. This model should be interpreted with some caution as some data is not normally distributed and not all service areas have linear correlations.



Influence on overall performance: key service areas

2020 regression analysis (key service areas)



The multiple regression analysis model above (reduced set of service areas) has an R-squared value of 0.632 and adjusted R-square value of 0.626, which means that 63% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at $p = 0.0001$, $F = 112.4$.



Areas for improvement

2020 areas for improvement (%)
- Top mentions only -



Q17. What does Hepburn Shire Council MOST need to do to improve its performance?
Base: All respondents. Councils asked state-wide: 40 Councils asked group: 11
A verbatim listing of responses to this question can be found in the accompanying dashboard.

Customer service





Contact with council and customer service

Contact with council

More than three in five Council residents (71%) have had contact with Council in the last 12 months. Rate of contact has been trending up over the last few years.

Residents communicate with Council through a variety of methods. In person (42%) and by telephone (40%) are the most common method of contacting Council. Email is the next most frequently used means to contact Council (24%).



Among those residents who have had contact with Council, 57% provide a positive customer service rating of 'very good' or 'good', including 23% of residents who rate Council's customer service as 'very good'.

Customer service

Council's customer service index of 63 is five points lower than in 2019 – noting this is not a significant decline. Customer service is rated significantly lower than the State-wide and Small Rural group averages (both index scores of 70).

- Perceptions of customer service are significantly more positive among residents aged 18 to 34 years (index score of 74).
- Perceptions of customer service declined significantly from last year among residents in the Birch Ward and those aged 65 years and over (index scores of 54 and 59 respectively). This has contributed to the overall decline in the customer service index.

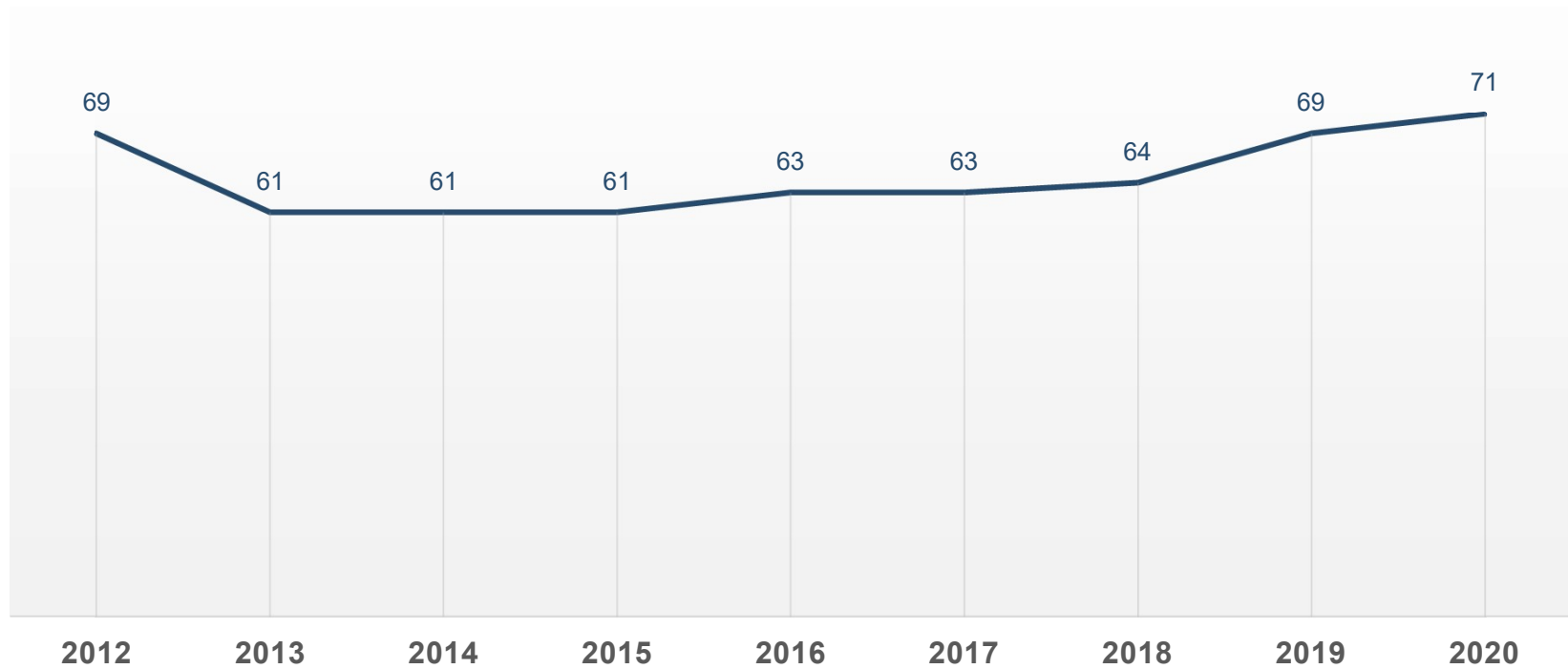
Customer service ratings among residents who contacted Council in person (index score of 67) or by telephone (64) is higher than for those who contact Council via email (index score of 55).

- Given email is an increasing means by which to contact Council, it may be prudent to examine process here to address poor perceptions among the group who use this channel.



Contact with council

2020 contact with council (%)
Have had contact



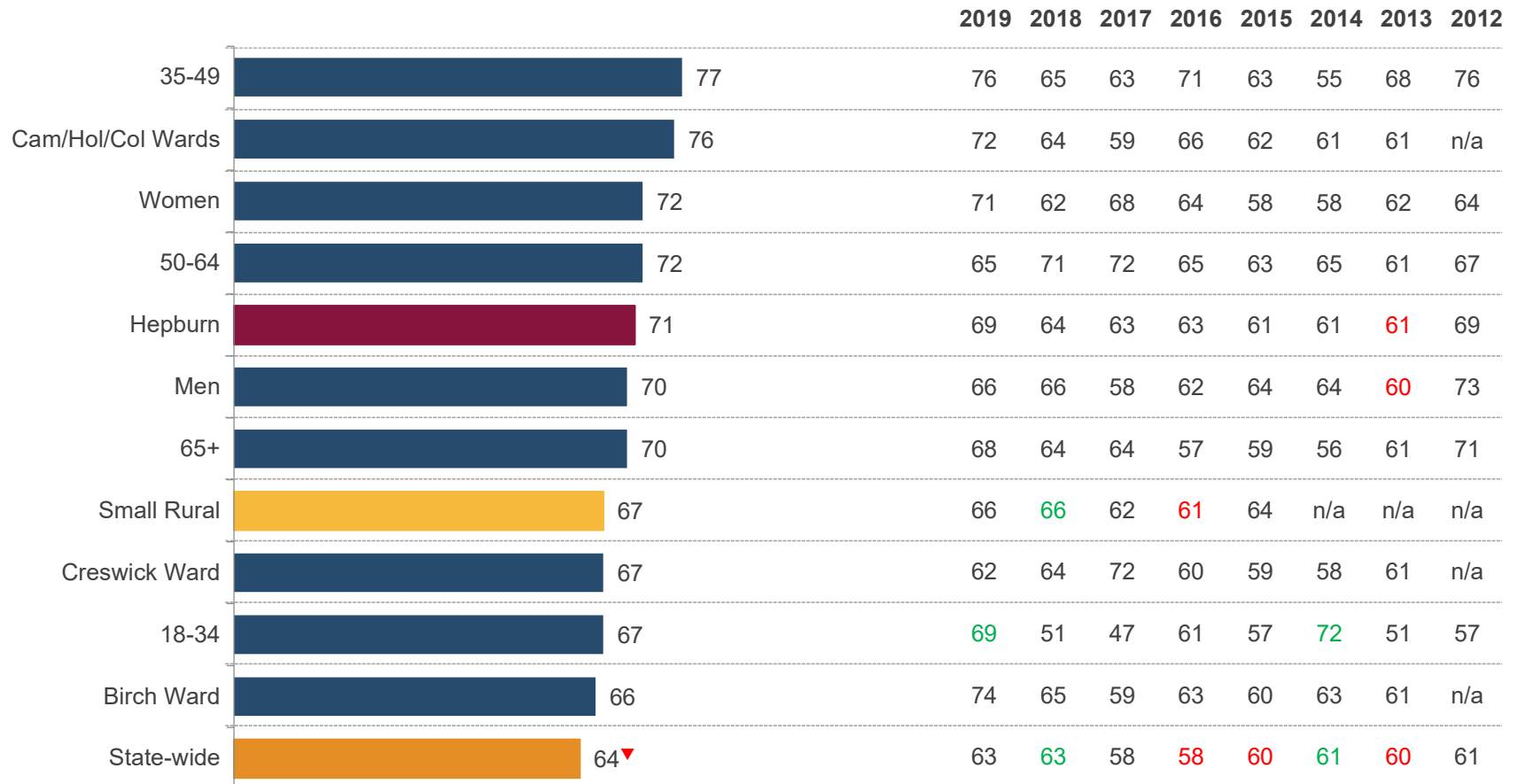
Q5a. Have you or any member of your household had any recent contact with Hepburn Shire Council in any of the following ways?

Base: All respondents. Councils asked state-wide: 26 Councils asked group: 6



Contact with council

2020 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: 26 Councils asked group: 6
 Note: Please see Appendix A for explanation of significant differences.



Customer service rating

2020 customer service rating (index scores)

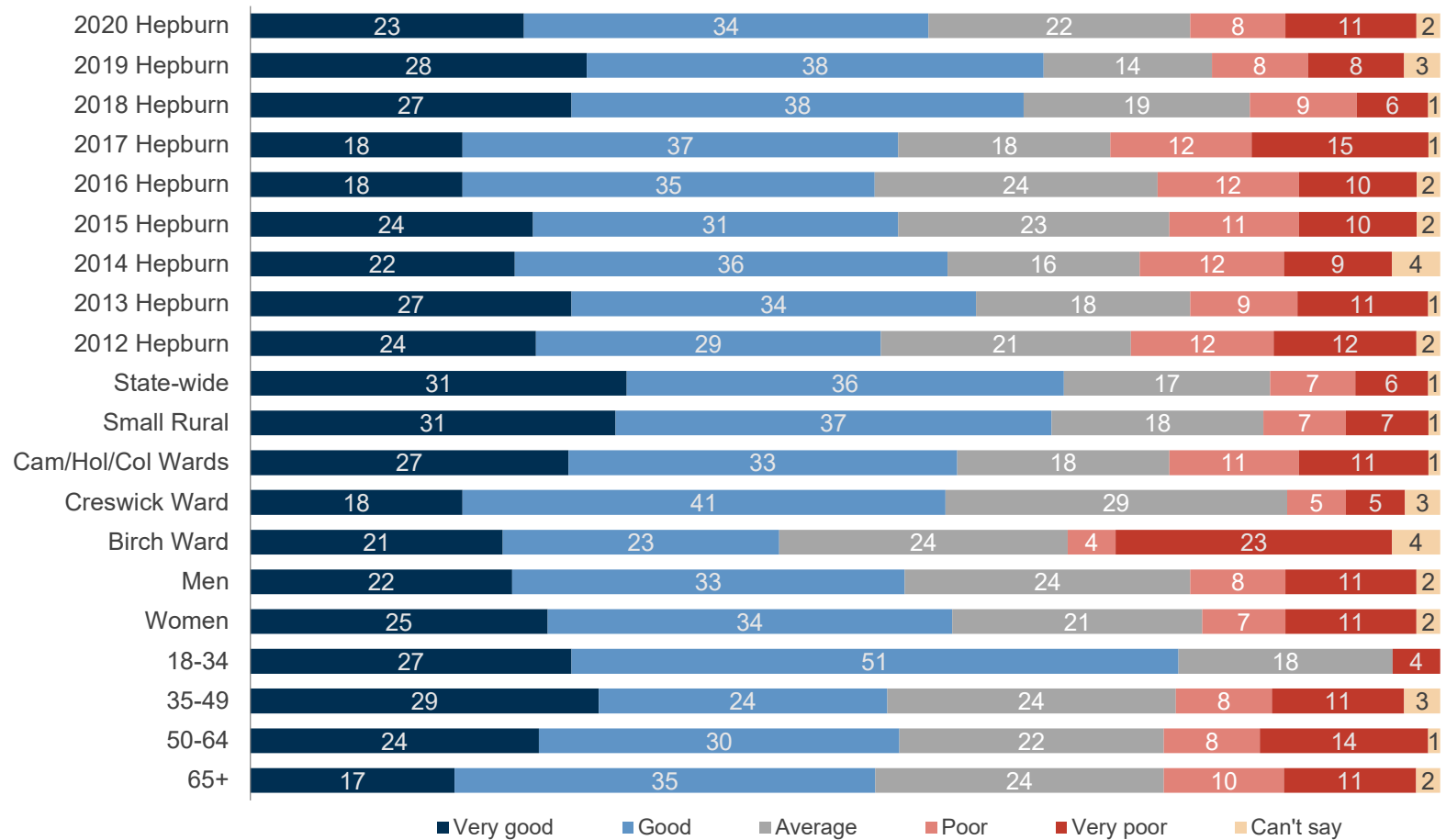
	2019	2018	2017	2016	2015	2014	2013	2012
18-34	75	84▲	70	57	61	65	58	70
State-wide	71	70	69	69	70	72	71	71
Small Rural	70	69	69	69	70	n/a	n/a	n/a
Creswick Ward	71	73	57	55	62	69	62	n/a
Cam/Hol/Col Wards	65	66	56	61	64	61	65	n/a
Women	67	66	62	63	66	66	68	63
35-49	66	73	48	58	66	64	71	62
Hepburn	68	67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

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: 62 Councils asked group: 18
 Note: Please see Appendix A for explanation of significant differences.



Customer service rating

Customer service rating (%)

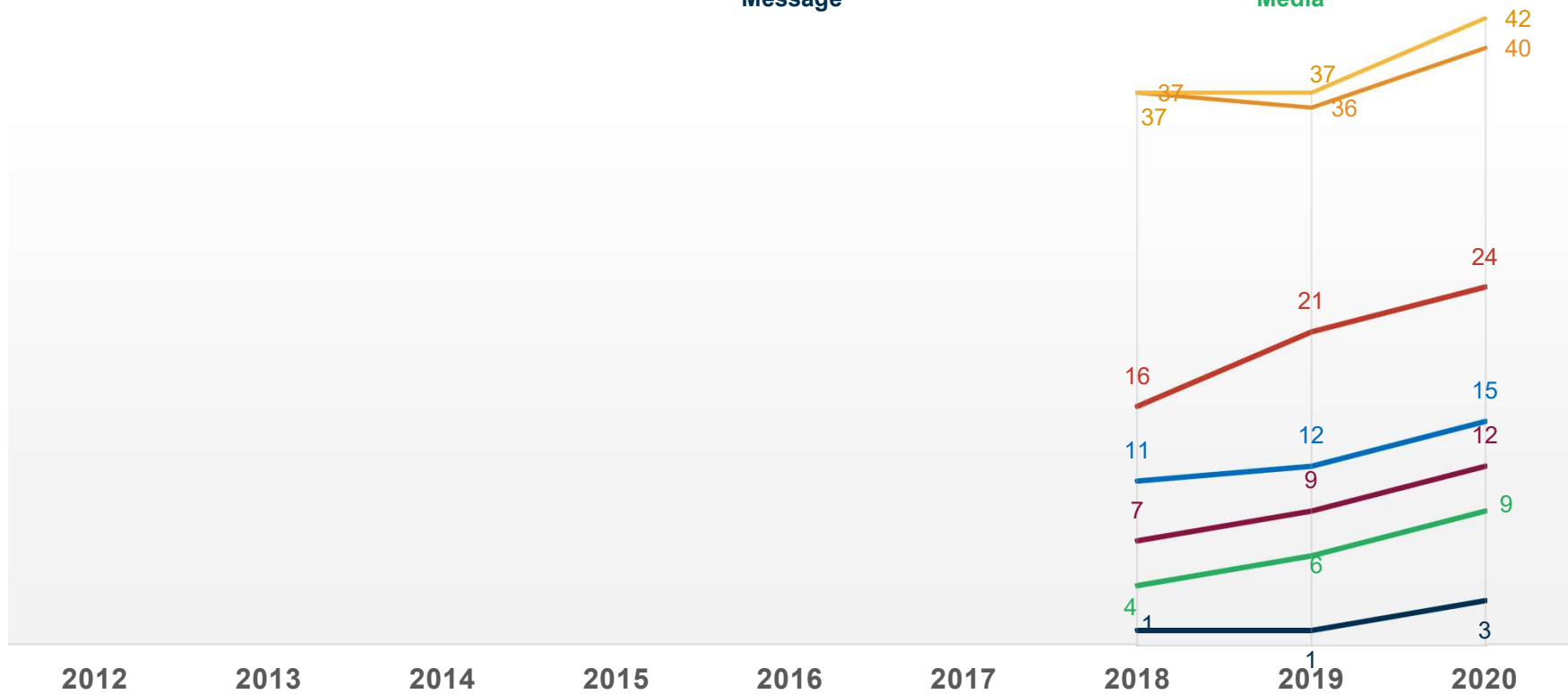
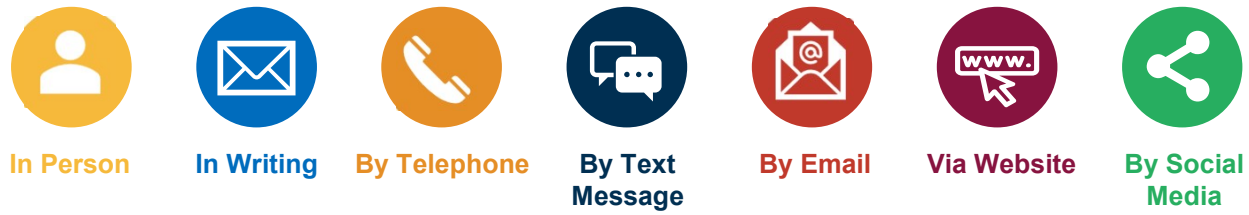


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 Please keep in mind we do not mean the actual outcome but rather the actual service that was received.
 Base: All respondents who have had contact with Council in the last 12 months.
 Councils asked state-wide: 62 Councils asked group: 18



Method of contact with council

2020 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?

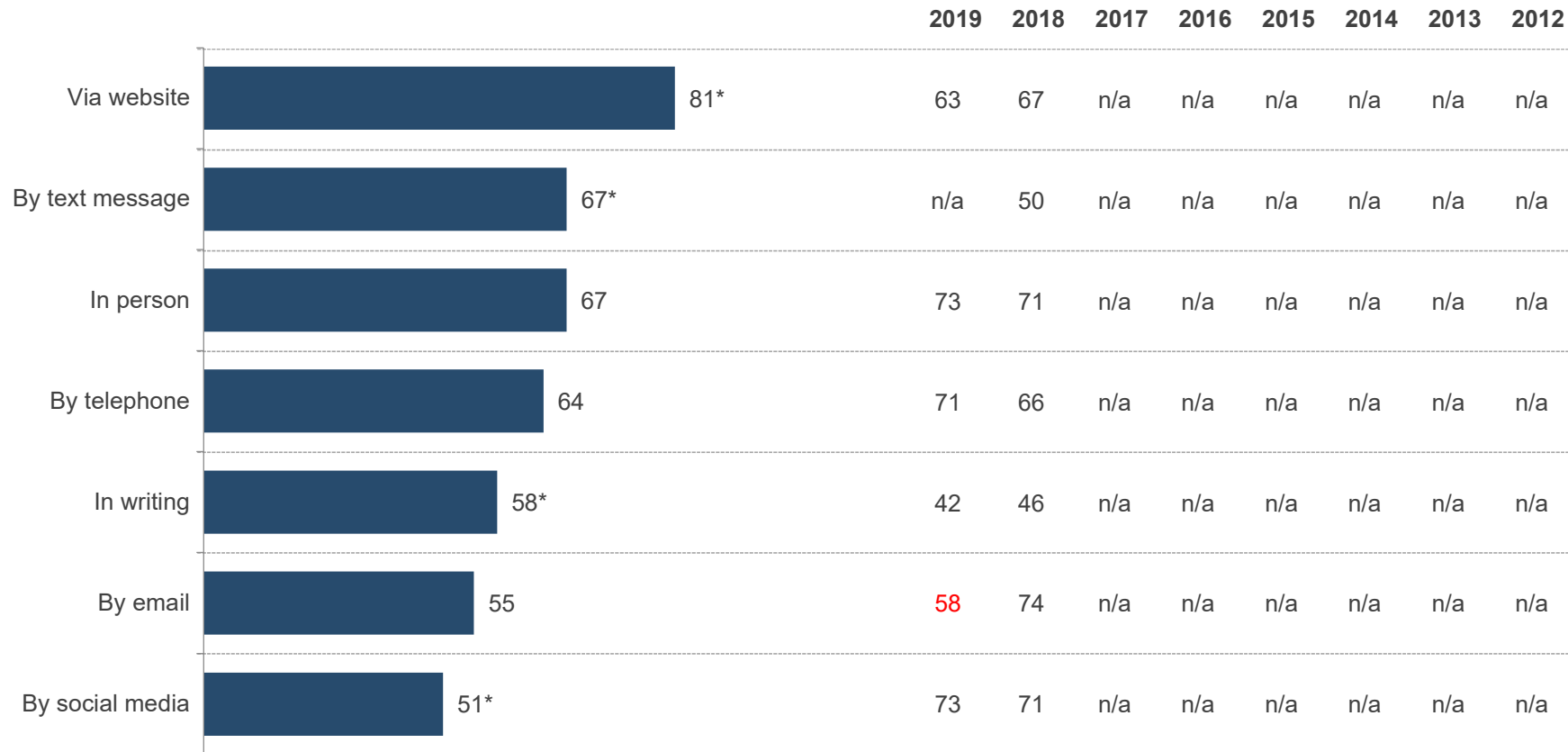
Base: All respondents. Councils asked state-wide: 26 Councils asked group: 6

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



Customer service rating by method of last contact

2020 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: 26 Councils asked group: 6

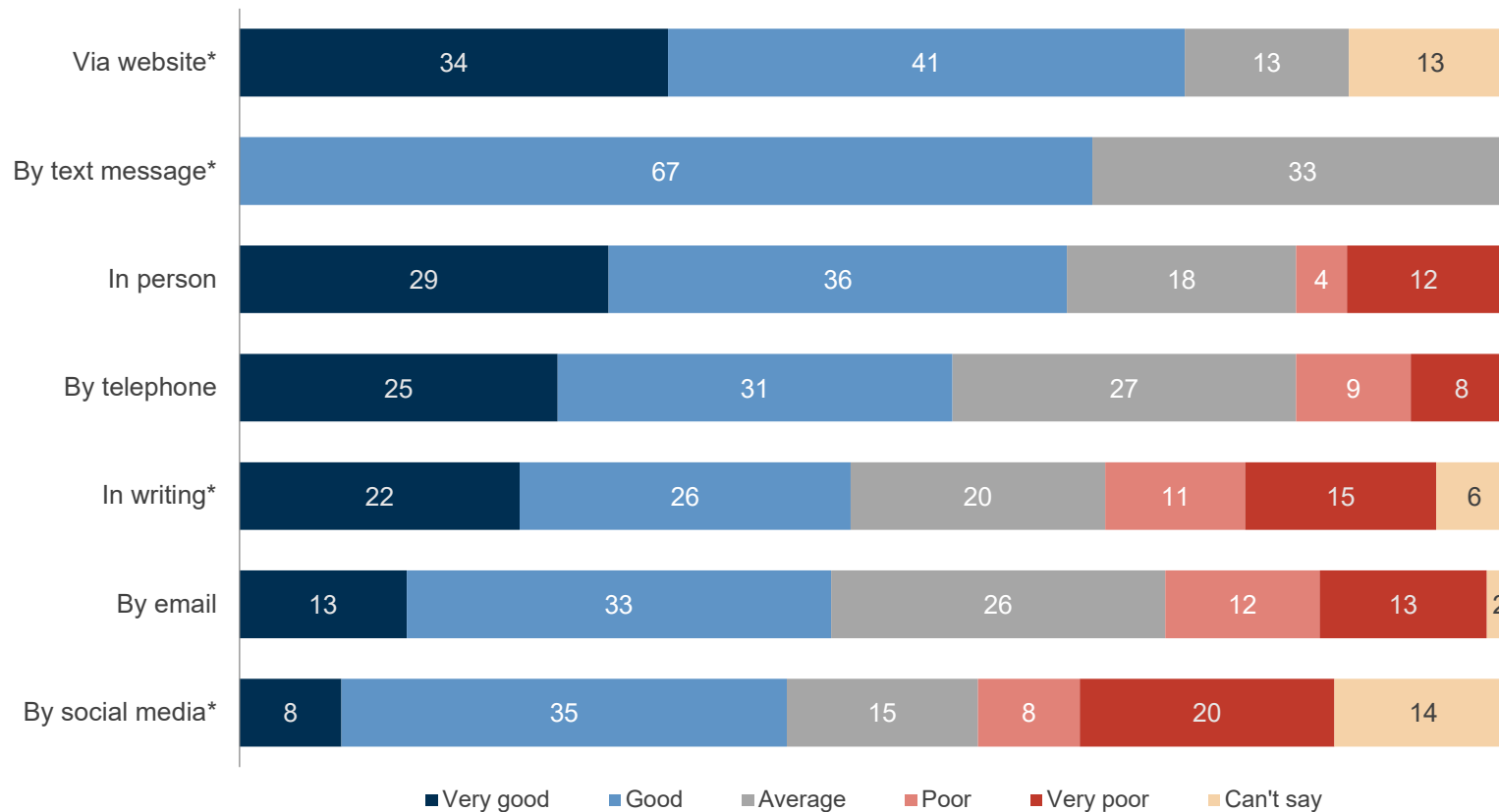
Note: Please see Appendix A for explanation of significant differences.

*Caution: small sample size < n=30



Customer service rating by method of last contact

2020 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.
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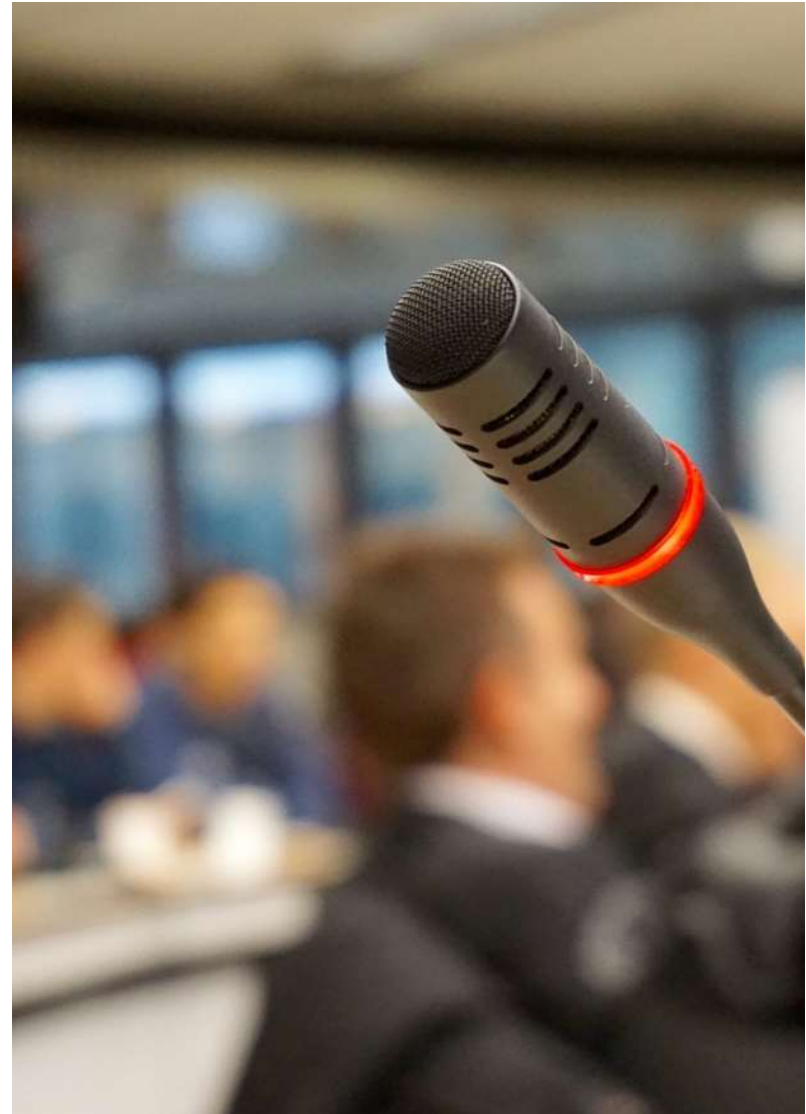
Communication



Communication

Residents' preferred form of communication from Council is newsletters sent via mail (31%), followed by newsletters sent via email (21%).

- The most preferred form of communication among residents aged under 50 years has been changing over time. Newsletters sent via mail (33%) remain the preferred way for Council to get in touch with residents among this age group. Following from that, electronic communications are preferred, with newsletters sent via email, social media or text message (each 16%) also common preferences among this group.
- The most preferred form of communication among those aged over 50 years has consistently been newsletters sent via mail (30%). Newsletters sent via email (25%) and advertising in a local newspaper (19%) are also common preferences among this group.





Best form of communication

2020 best form of communication (%)

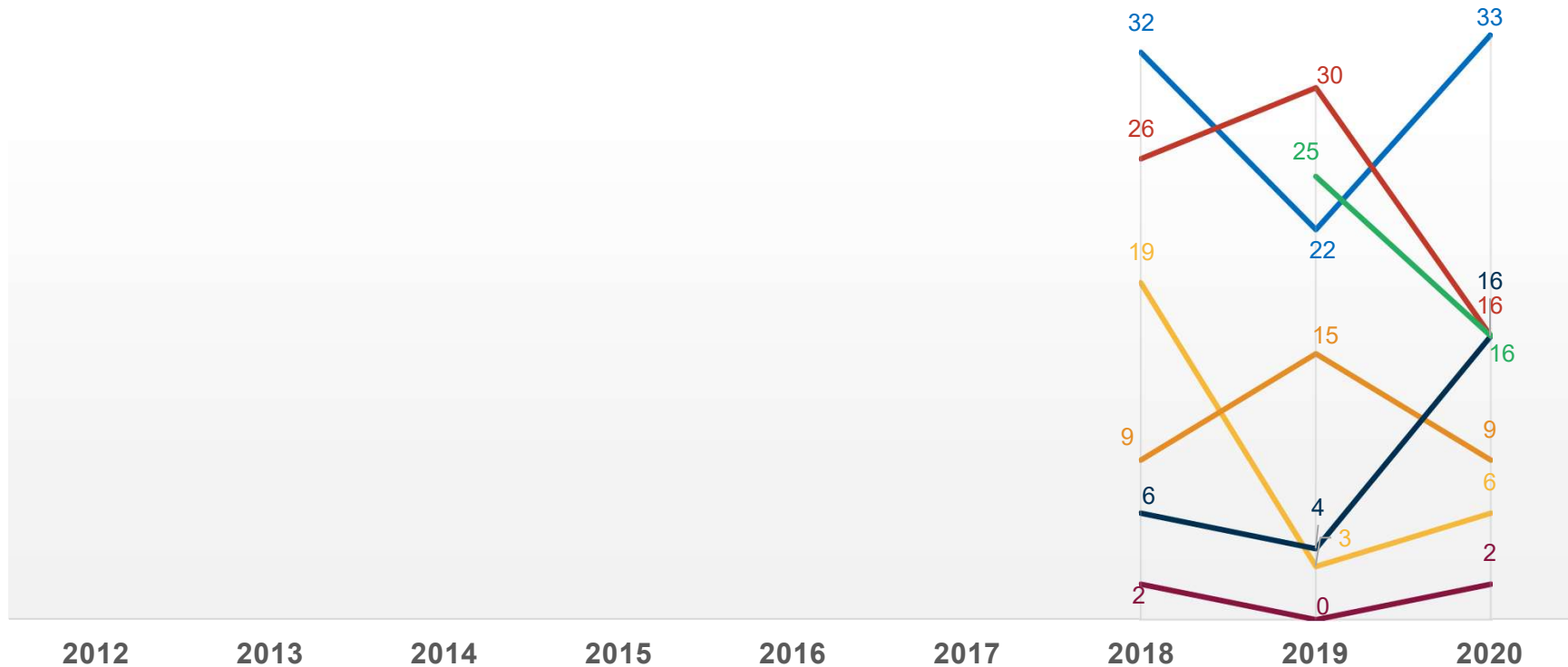


Q13. If Hepburn Shire Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?
 Base: All respondents. Councils asked state-wide: 33 Councils asked group: 10
 Note: 'Social Media' was included in 2019.



Best form of communication: under 50s

2020 under 50s best form of communication (%)

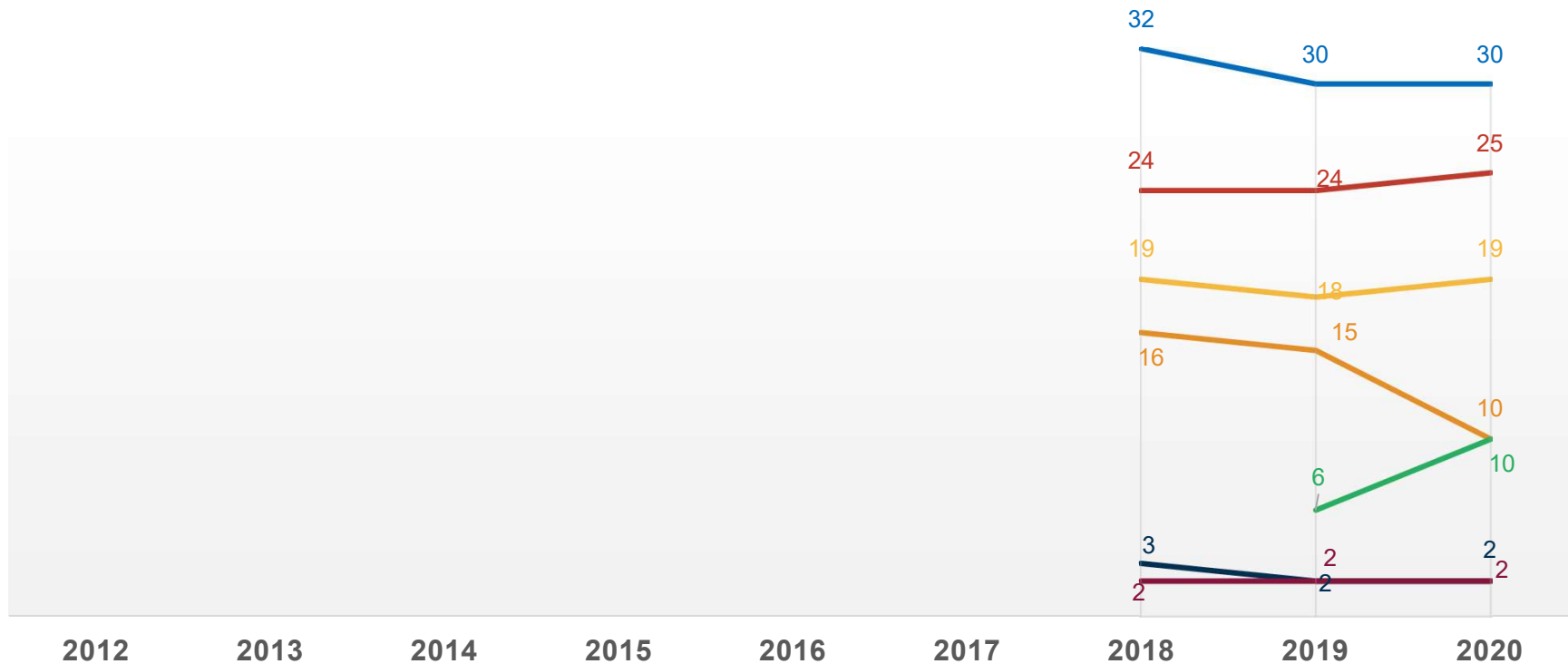


Q13. If Hepburn Shire Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?
 Base: All respondents aged under 50. Councils asked state-wide: 33 Councils asked group: 10
 Note: 'Social Media' was included in 2019.



Best form of communication: over 50s

2020 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: 33 Councils asked group: 10
 Note: 'Social Media' was included in 2019.



Council direction



Council direction

Over the last 12 months, 47% of residents believe the direction of Council's overall performance has stayed the same, down 19 points on 2019.

- 12% believe the direction has improved in the last 12 months (down six points on 2019).
- 39% believe it has deteriorated, up 25 points on 2019.
- The most satisfied with council direction are Creswick Ward residents and those aged 18 to 34 years.
- The least satisfied with council direction are Birch Ward residents and those aged 35 to 64 years.





Overall council direction last 12 months

2020 overall direction (index scores)

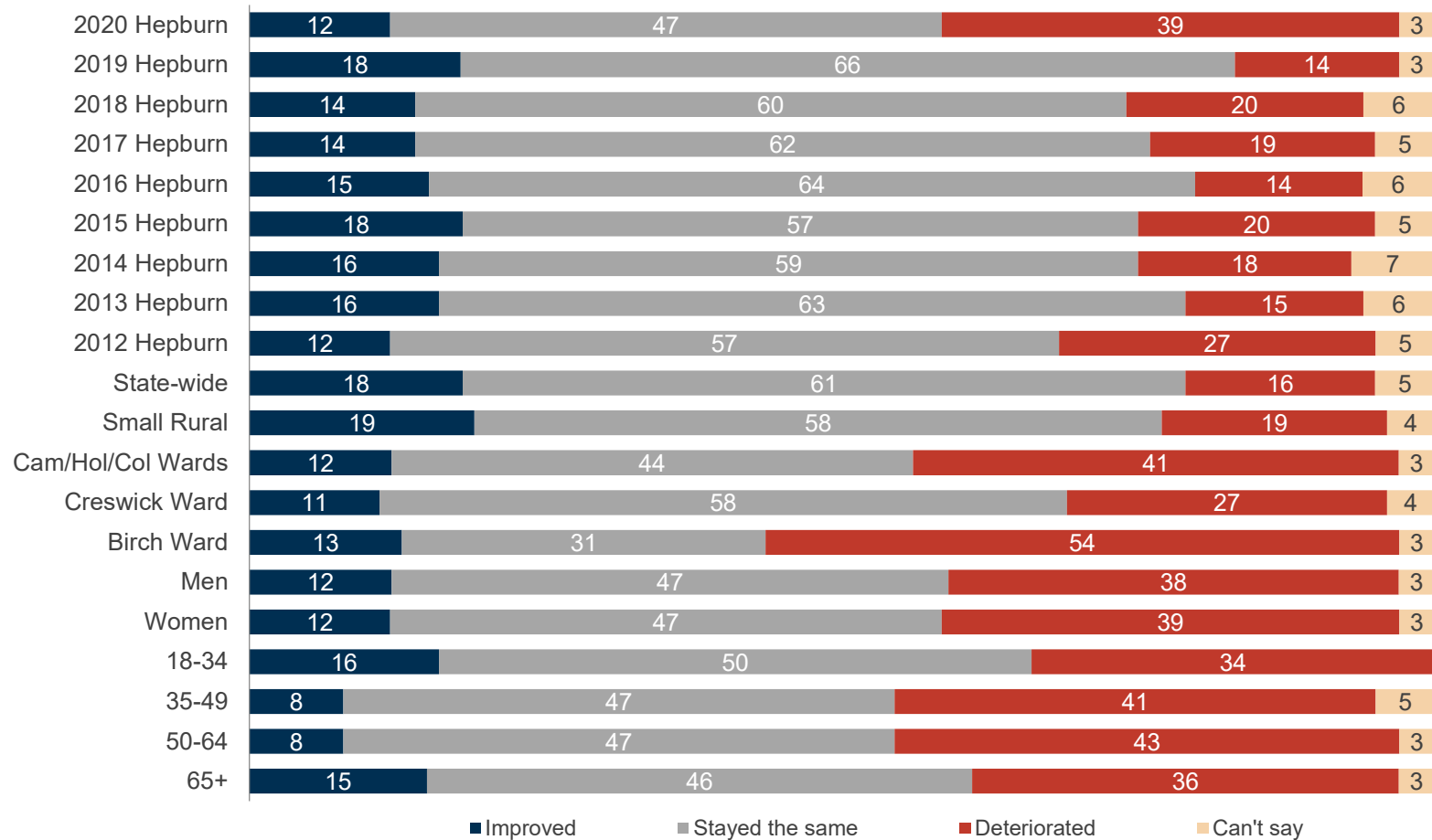
	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	53	52	53	51	53	53	53	52
Small Rural	53	50	52	50	53	n/a	n/a	n/a
Creswick Ward	54	52	53	51	49	53	48	n/a
18-34	51	48	48	57	50	50	51	40
65+	54	43	49	54	47	53	49	41
Men	53	45	43	52	46	49	52	40
Hepburn	52	47	48	51	49	49	51	42
Women	51	48	52	50	51	50	49	45
Cam/Hol/Col Wards	50	43	45	49	50	48	52	n/a
35-49	55	52	44	47	52	45	52	47
50-64	47	45	49	45	47	48	50	39
Birch Ward	57	47	46	52	46	46	53	n/a

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: 62 Councils asked group: 18
 Note: Please see Appendix A for explanation of significant differences.



Overall council direction last 12 months

2020 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: 62 Councils asked group: 18



Individual service areas



Community consultation and engagement performance



2020 consultation and engagement performance (index scores)

	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	56	55	55	54	56	57	57	57
Small Rural	56	54	55	55	56	n/a	n/a	n/a
18-34	59	56	47	60	39	55	57	51
Creswick Ward	53	59	54	50	42	53	50	n/a
Men	48	50	46	49	43	48	49	44
65+	50	46	50	49	43	51	48	42
Cam/Hol/Col Wards	50	48	47	48	43	49	53	n/a
35-49	49	54	43	45	46	47	56	51
Hepburn	51	50	47	49	43	50	52	46
Women	53	50	49	50	43	51	55	48
50-64	47	46	49	47	43	47	48	41
Birch Ward	48	45	42	50	43	47	52	n/a

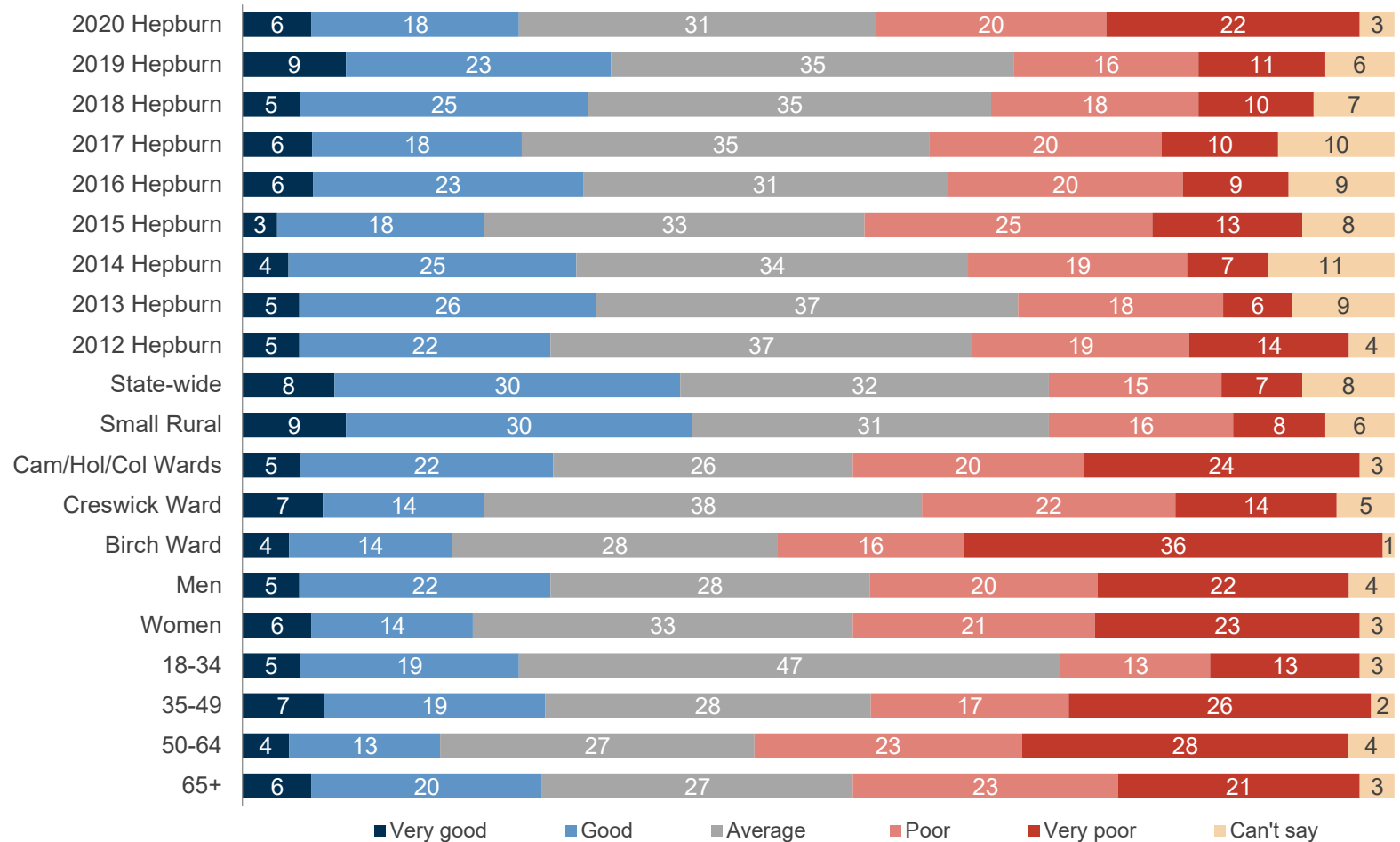
Q2. How has Council performed on 'Community consultation and engagement' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 62 Councils asked group: 18
 Note: Please see Appendix A for explanation of significant differences.



Community consultation and engagement performance



2020 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: 62 Councils asked group: 18



Lobbying on behalf of the community performance



2020 lobbying performance (index scores)

	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	54	54	54▲	53	55	56	55	55
Small Rural	55	53	55	54	56	n/a	n/a	n/a
18-34	62	57	50	59	46	51	53	48
Creswick Ward	53	55	53	51	48	52	47	n/a
65+	49	50	51	50	49	50	45	38
Men	50	53	47	50	46	48	48	41
Hepburn	51	51	48	49	47	49	49	44
Women	51	48	48	49	47	49	50	47
Cam/Hol/Col Wards	49	51	47	47	46	46	50	n/a
35-49	49	51	44	41	47	48	50	48
50-64	48	46	45	49	45	46	49	44
Birch Ward	51	46	43	51	46	47	50	n/a

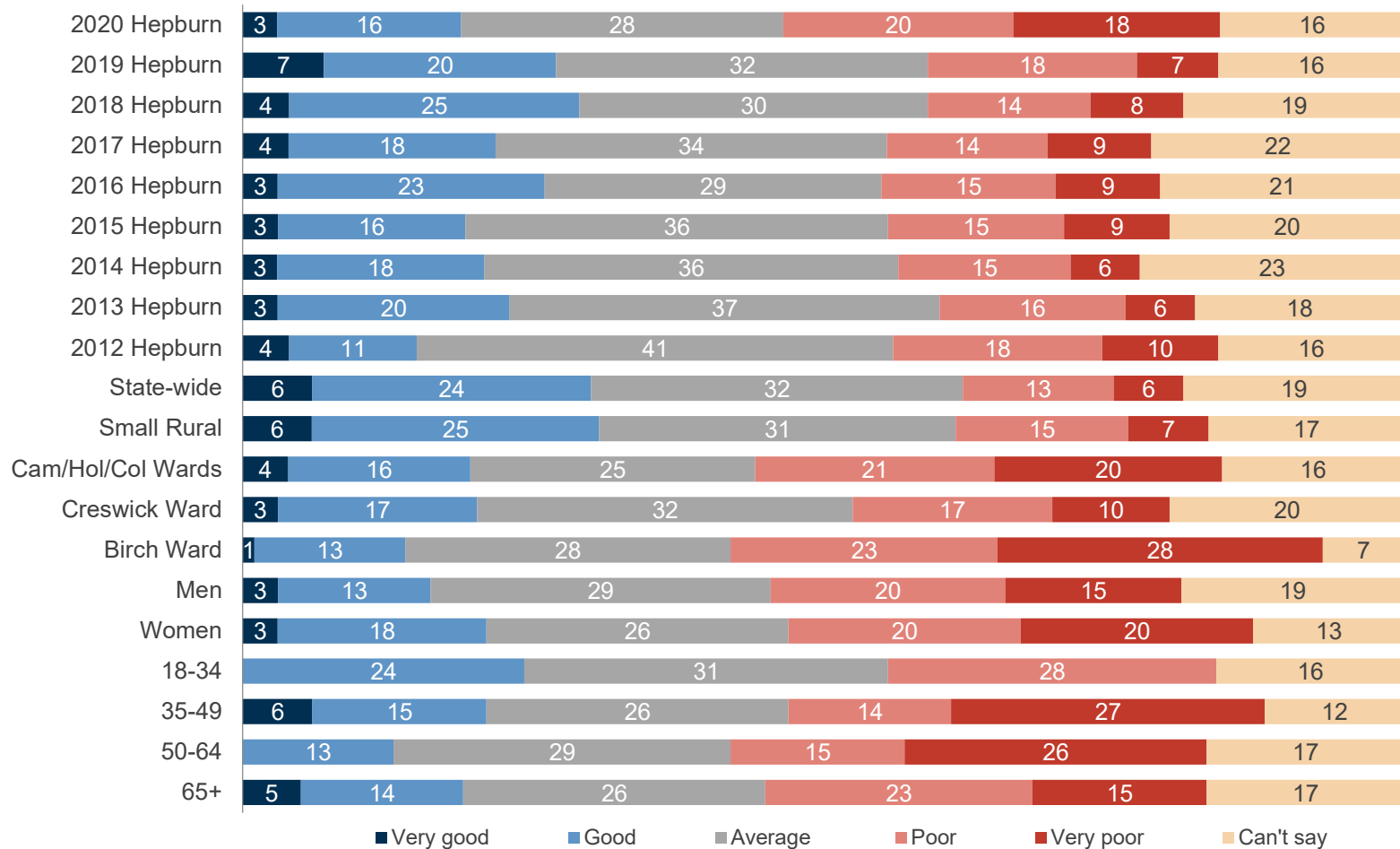
Q2. How has Council performed on 'Lobbying on behalf of the community' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 62 Councils asked group: 18
 Note: Please see Appendix A for explanation of significant differences.



Lobbying on behalf of the community performance



2020 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: 62 Councils asked group: 18

Decisions made in the interest of the community performance



2020 community decisions made performance (index scores)

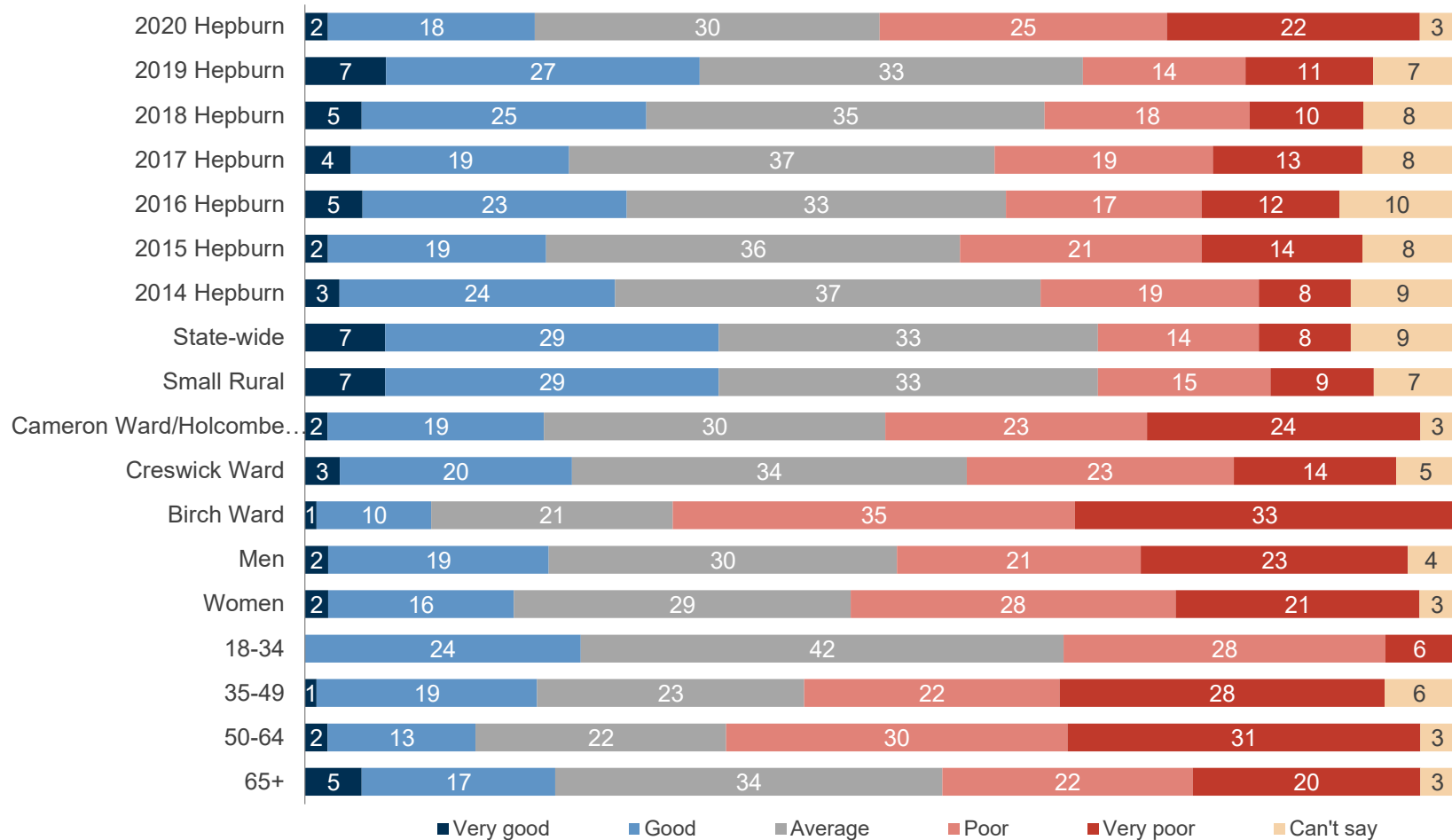
	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	55	54	54	54	55	57	n/a	n/a
Small Rural	55	52	55	53	56	n/a	n/a	n/a
18-34	54	56	42	63	43	57	n/a	n/a
Creswick Ward	59	55	51	50	45	53	n/a	n/a
65+	52	46	48	47	44	50	n/a	n/a
Men	51	50	42	50	41	49	n/a	n/a
Cam/Hol/Col Wards	49	49	45	47	44	47	n/a	n/a
Hepburn	52	49	45	48	43	49	n/a	n/a
Women	52	48	48	46	45	48	n/a	n/a
35-49	55	51	43	40	43	46	n/a	n/a
50-64	47	46	45	47	42	44	n/a	n/a
Birch Ward	45	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: 62 Councils asked group: 18
 Note: Please see Appendix A for explanation of significant differences.

Decisions made in the interest of the community performance



2020 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: 62 Councils asked group: 18

The condition of sealed local roads in your area performance



2020 sealed local roads performance (index scores)

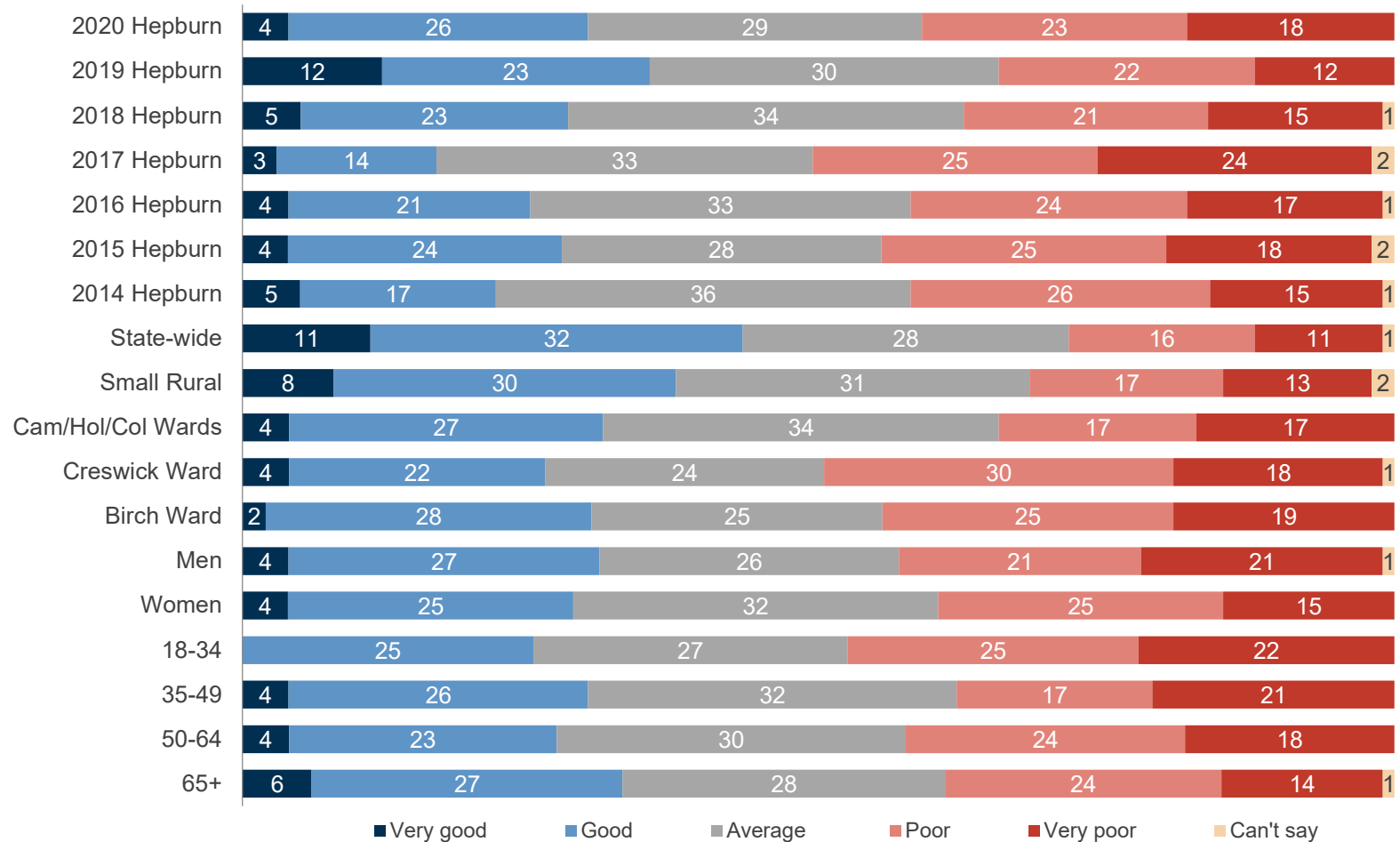
	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	56	53	53▲	54	55	55	n/a	n/a
Small Rural	53	49	50	52	52	n/a	n/a	n/a
65+	54	47	41	44	49	45	n/a	n/a
Cam/Hol/Col Wards	50	47	38	42	42	40	n/a	n/a
Women	51	46	38	44	42	43	n/a	n/a
Hepburn	50	46	37	43	43	43	n/a	n/a
35-49	50	43	34	39	40	40	n/a	n/a
Men	50	46	35	42	44	43	n/a	n/a
50-64	45	44	36	40	43	40	n/a	n/a
Birch Ward	47	43	29	45	39	40	n/a	n/a
Creswick Ward	51	47	41	42	45	48	n/a	n/a
18-34	50	49	35	52	35	47	n/a	n/a

Q2. How has Council performed on 'The condition of sealed local roads in your area' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 62 Councils asked group: 18
 Note: Please see Appendix A for explanation of significant differences.

The condition of sealed local roads in your area performance



2020 sealed local roads performance (%)



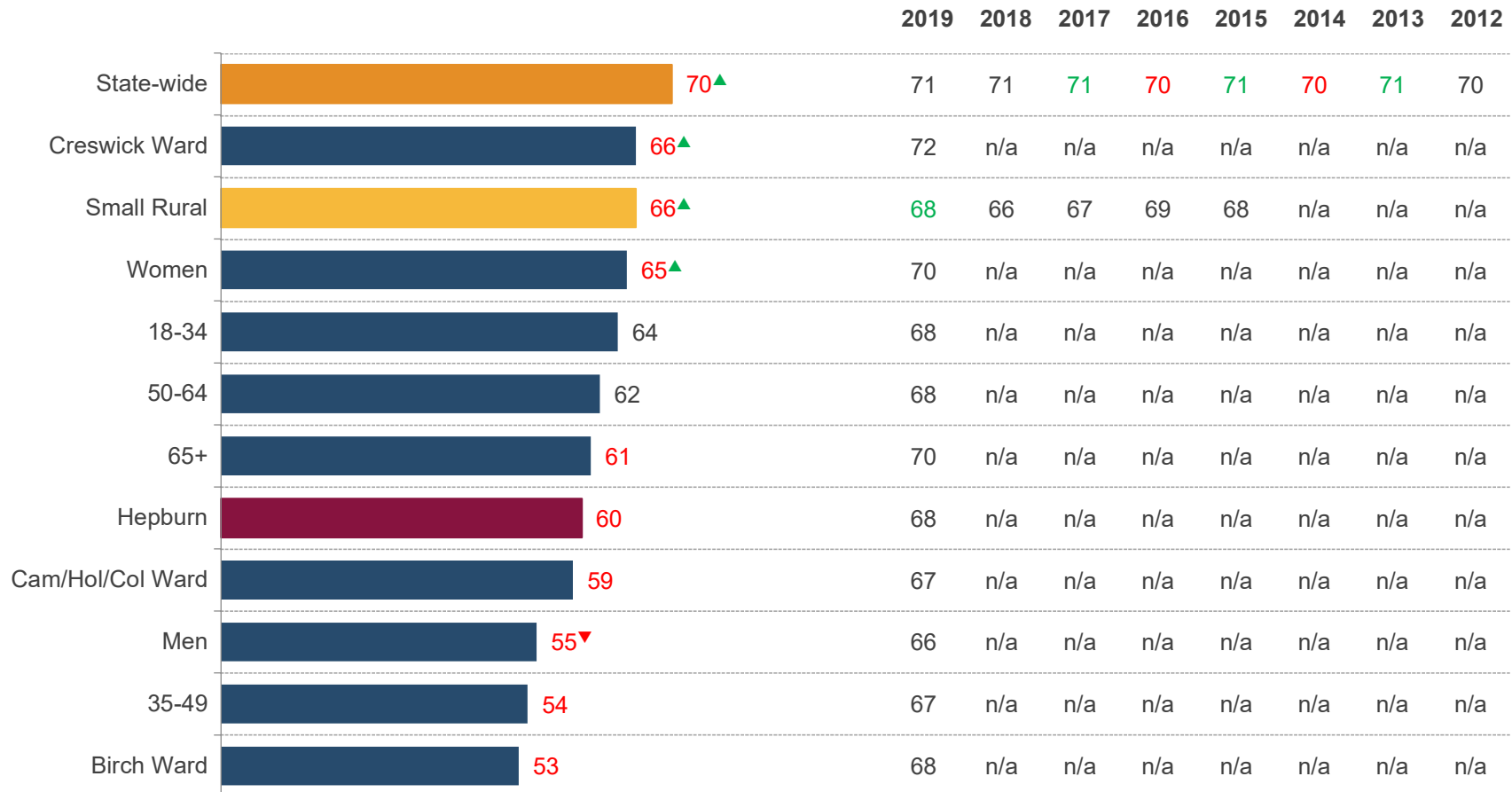
Q2. How has Council performed on 'The condition of sealed local roads in your area' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 62 Councils asked group: 18



Enforcement of local laws importance



2020 law enforcement importance (index scores)



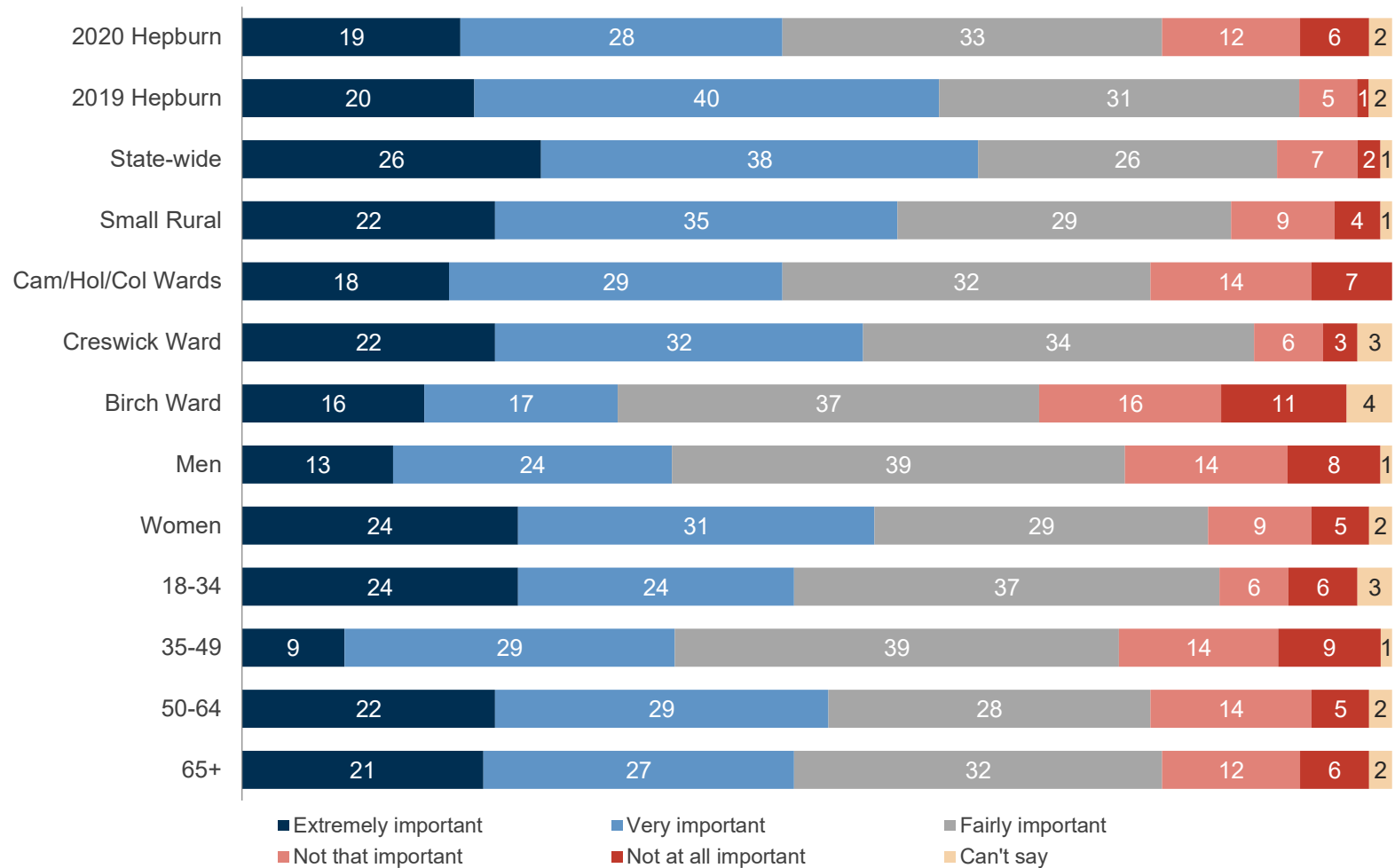
Q1. Firstly, how important should 'Enforcement of local laws' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 22 Councils asked group: 4
 Note: Please see Appendix A for explanation of significant differences.



Enforcement of local laws importance



2020 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: 22 Councils asked group: 4



Enforcement of local laws performance



2020 law enforcement performance (index scores)

	2019	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
18-34	55	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Cam/Hol/Col Wards	56	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
Hepburn	57	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
Men	56	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
35-49	59	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Creswick Ward	59	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

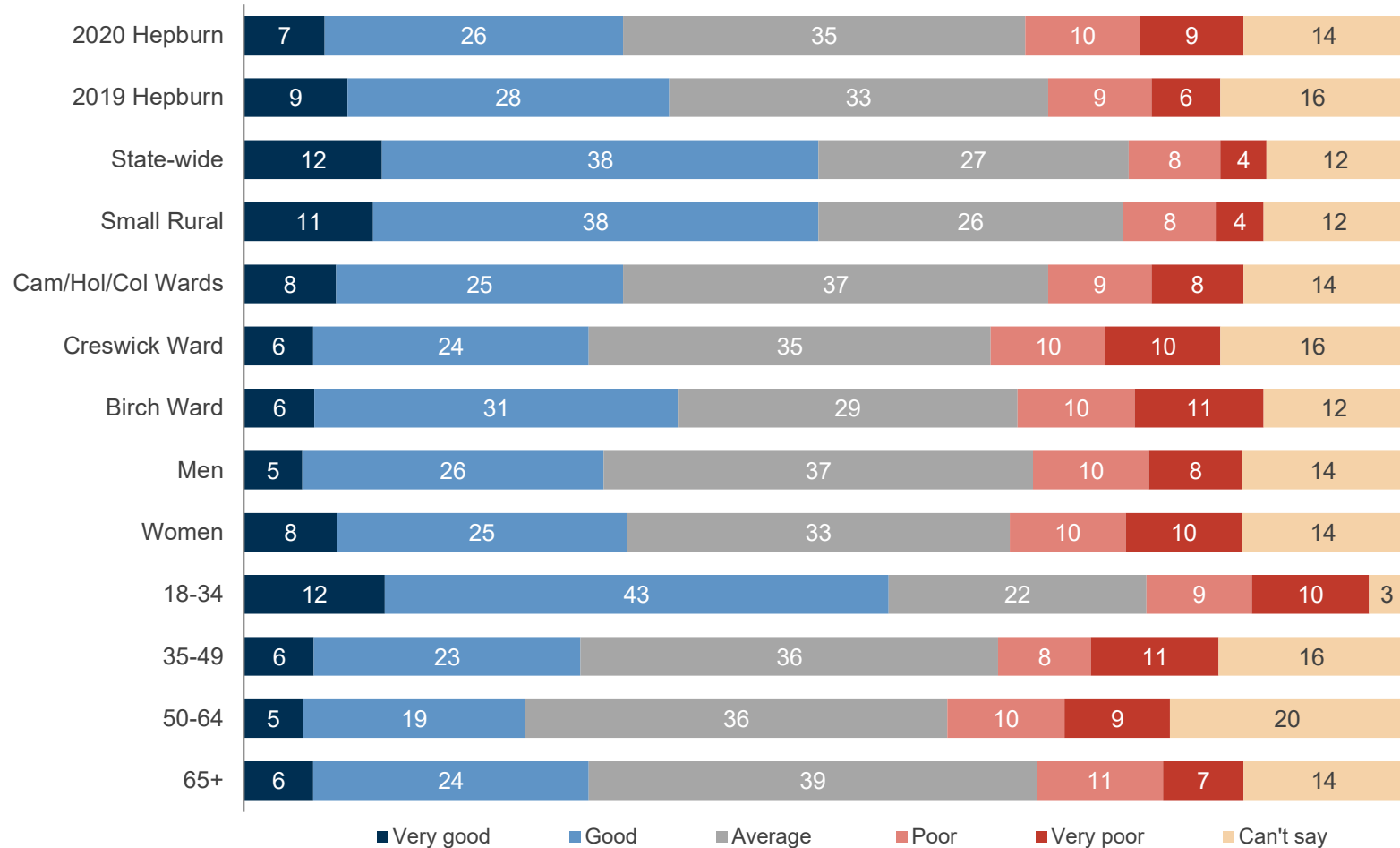
Q2. How has Council performed on 'Enforcement of local laws' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 34 Councils asked group: 10
 Note: Please see Appendix A for explanation of significant differences.



Enforcement of local laws performance



2020 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



2020 recreational facilities importance (index scores)

	2019	2018	2017	2016	2015	2014	2013	2012
Small Rural	73▲	72	71	72	73	n/a	n/a	n/a
State-wide	72▲	73	72	73	72	72	72	72
50-64	72	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Birch Ward	71	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Women	70	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Creswick Ward	70	n/a	n/a	n/a	n/a	n/a	n/a	n/a
35-49	70	n/a	n/a	n/a	n/a	n/a	n/a	n/a
18-34	69	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Hepburn	69	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	68	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Cam/Hol/Col Wards	68	n/a	n/a	n/a	n/a	n/a	n/a	n/a
65+	67	n/a	n/a	n/a	n/a	n/a	n/a	n/a

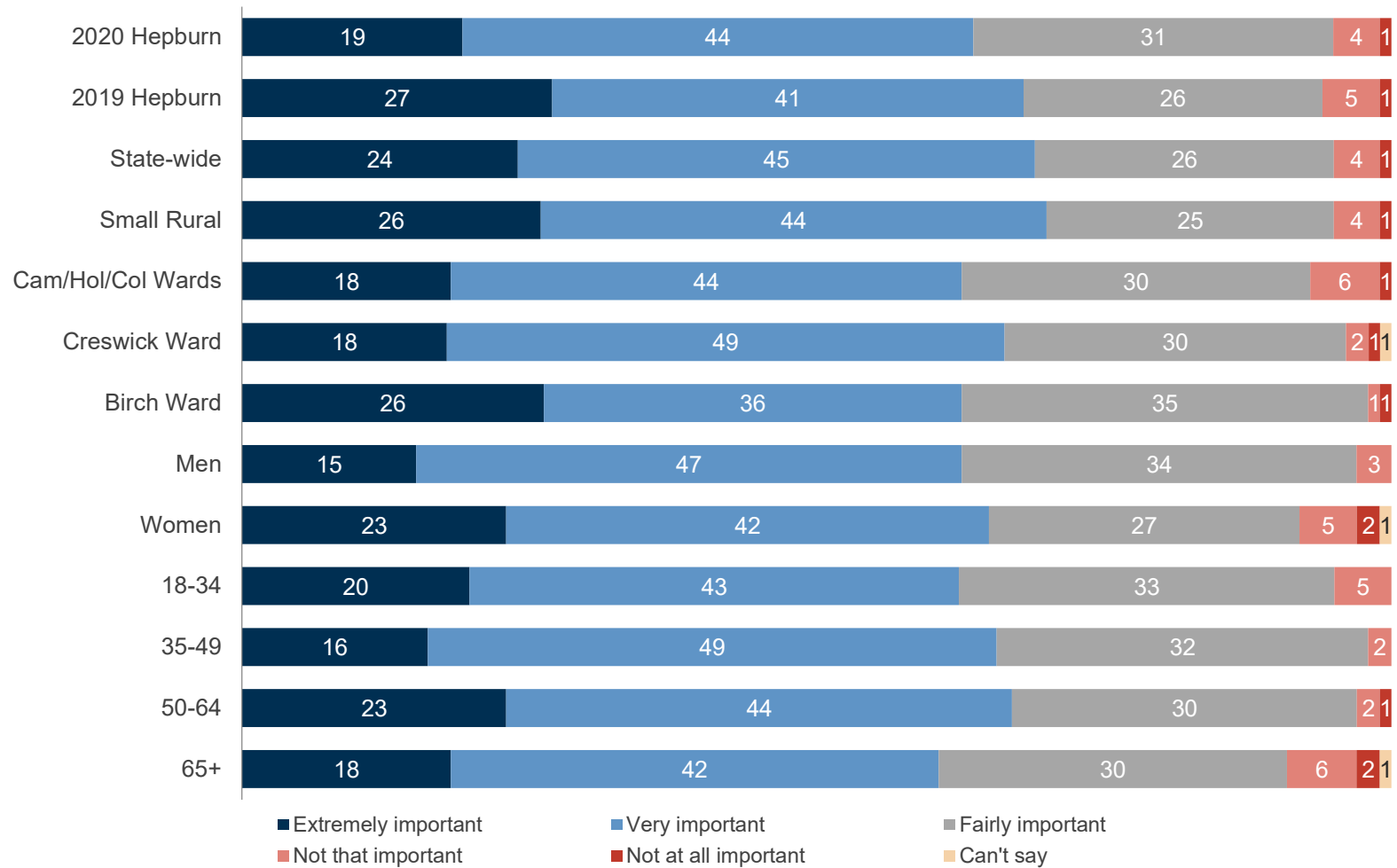
Q1. Firstly, how important should 'Recreational facilities' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 28 Councils asked group: 5
 Note: Please see Appendix A for explanation of significant differences.



Recreational facilities importance



2020 recreational facilities importance (%)



Q1. Firstly, how important should 'Recreational facilities' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 28 Councils asked group: 5



Recreational facilities performance



2020 recreational facilities performance (index scores)

	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	70▲	69	70	69	70	71	70	70
18-34	68	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Small Rural	68▲	69	69	68	70	n/a	n/a	n/a
Creswick Ward	66	n/a	n/a	n/a	n/a	n/a	n/a	n/a
65+	63	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	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
Women	59	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Cam/Hol/Col Wards	59	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	58	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Birch Ward	55	n/a	n/a	n/a	n/a	n/a	n/a	n/a
35-49	54▼	n/a	n/a	n/a	n/a	n/a	n/a	n/a

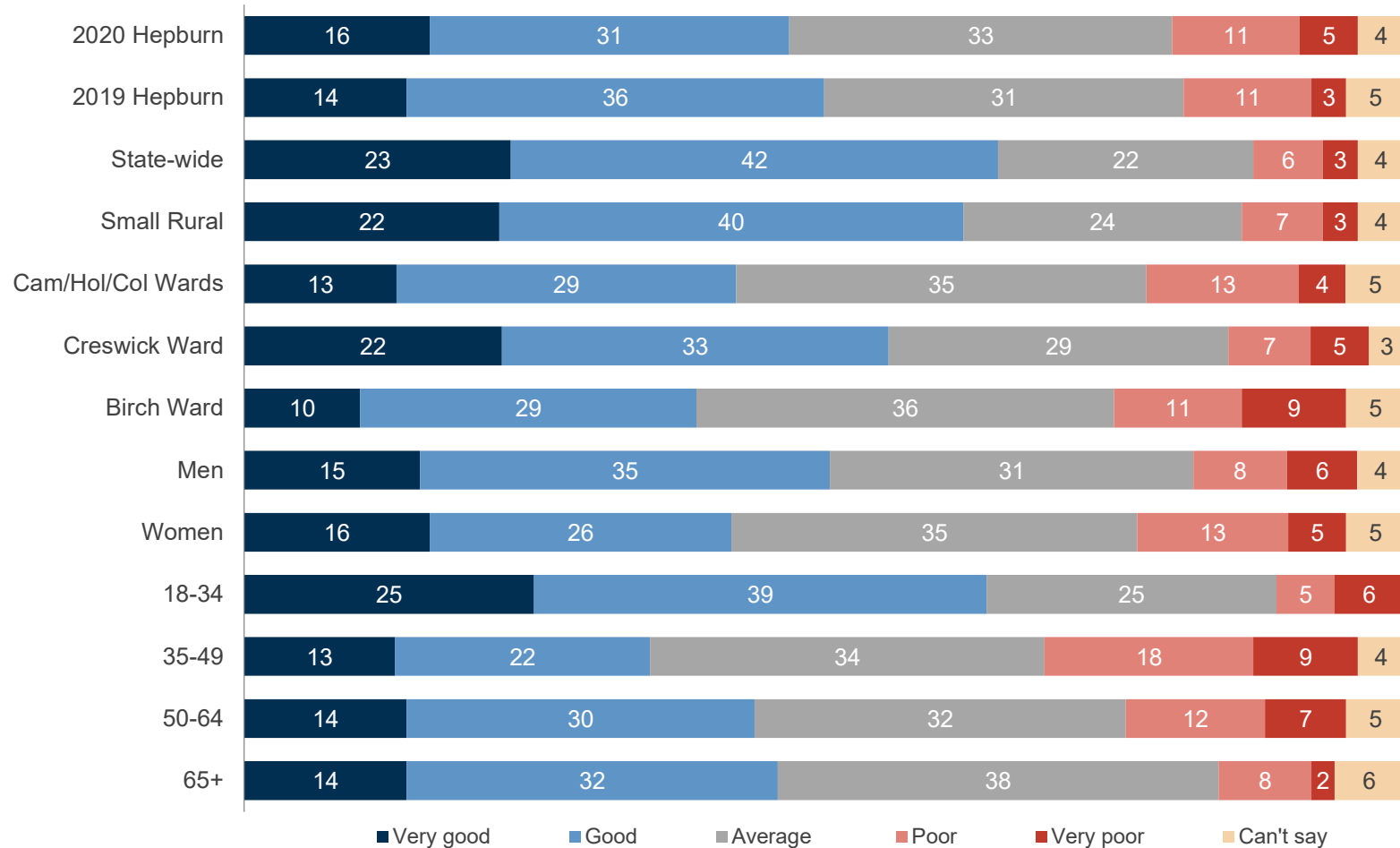
Q2. How has Council performed on 'Recreational facilities' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 39 Councils asked group: 11
 Note: Please see Appendix A for explanation of significant differences.



Recreational facilities performance



2020 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



2020 public areas importance (index scores)

	2019	2018	2017	2016	2015	2014	2013	2012
18-34	76	70	n/a	n/a	n/a	n/a	n/a	n/a
Women	74	73	n/a	n/a	n/a	n/a	n/a	n/a
Small Rural	74	74	74	74	73	n/a	n/a	n/a
State-wide	74	73	74	74	73	73	74	73
50-64	73	71	n/a	n/a	n/a	n/a	n/a	n/a
Creswick Ward	73	74	n/a	n/a	n/a	n/a	n/a	n/a
Cam/Hol/Col Wards	73	71	n/a	n/a	n/a	n/a	n/a	n/a
Hepburn	72	72	n/a	n/a	n/a	n/a	n/a	n/a
65+	72	74	n/a	n/a	n/a	n/a	n/a	n/a
Men	70	71	n/a	n/a	n/a	n/a	n/a	n/a
Birch Ward	70	74	n/a	n/a	n/a	n/a	n/a	n/a
35-49	70	73	n/a	n/a	n/a	n/a	n/a	n/a

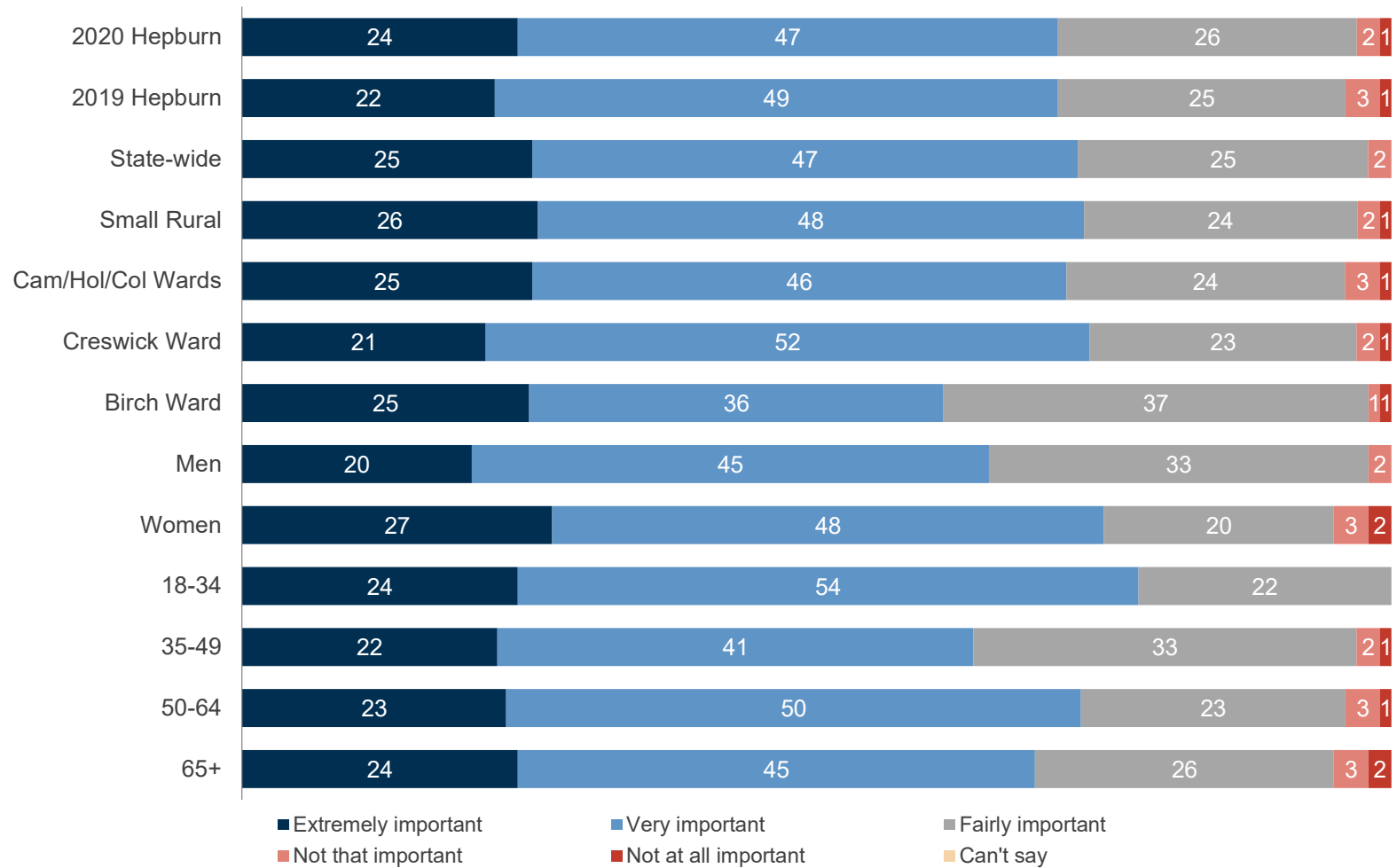
Q1. Firstly, how important should 'The appearance of public areas' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 27 Councils asked group: 5
 Note: Please see Appendix A for explanation of significant differences.



The appearance of public areas importance



2020 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: 27 Councils asked group: 5



The appearance of public areas performance



2020 public areas performance (index scores)

	2019	2018	2017	2016	2015	2014	2013	2012
Small Rural	73	72▲	74	73	74	n/a	n/a	n/a
State-wide	72▲	71	71	71	72	72	71	71
18-34	67	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Creswick Ward	70	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	67	n/a	n/a	n/a	n/a	n/a	n/a	n/a
35-49	68	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Hepburn	67	n/a	n/a	n/a	n/a	n/a	n/a	n/a
65+	70	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Women	67	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Cam/Hol/Col Wards	66	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
50-64	64	n/a	n/a	n/a	n/a	n/a	n/a	n/a

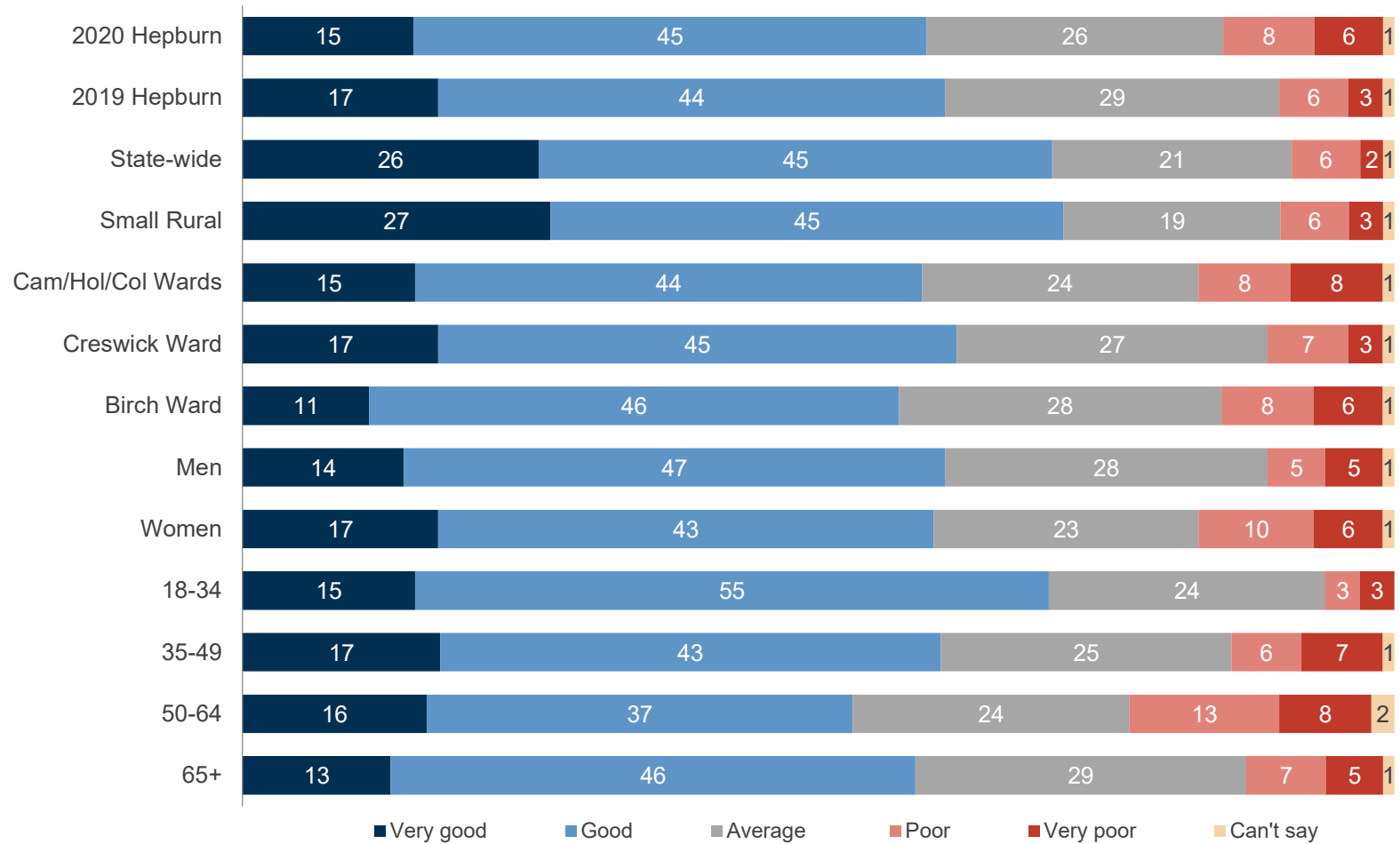
Q2. How has Council performed on 'The appearance of public areas' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 38 Councils asked group: 12
 Note: Please see Appendix A for explanation of significant differences.



The appearance of public areas performance



2020 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



2020 waste management importance (index scores)

		2019	2018	2017	2016	2015	2014	2013	2012
Women	83	82	n/a	n/a	n/a	n/a	n/a	n/a	n/a
35-49	83	84	n/a	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	82	81	81	79	80	79	79	79	78
50-64	82	79	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Cam/Hol/Col Wards	81	81	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Hepburn	80	81	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Creswick Ward	80	80	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Small Rural	79	79	78	76	79	77	n/a	n/a	n/a
65+	78	80	n/a	n/a	n/a	n/a	n/a	n/a	n/a
18-34	78	82	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	77	79	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Birch Ward	77	82	n/a	n/a	n/a	n/a	n/a	n/a	n/a

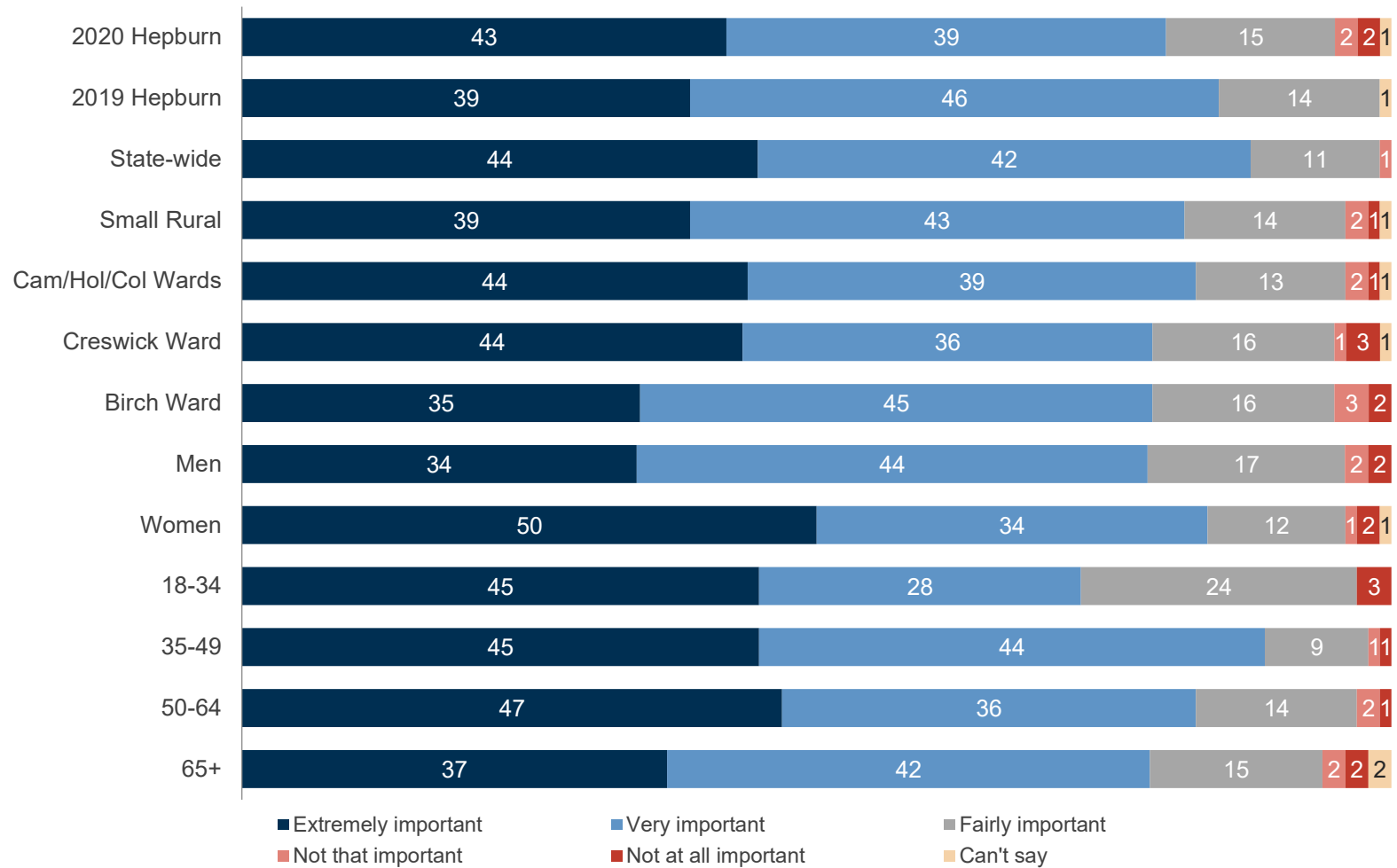
Q1. Firstly, how important should 'Waste management' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 28 Councils asked group: 5
 Note: Please see Appendix A for explanation of significant differences.



Waste management importance



2020 waste management importance (%)



Q1. Firstly, how important should 'Waste management' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 28 Councils asked group: 5



Waste management performance



2020 waste management performance (index scores)

	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	68	70	71▲	70	72	73	71	72
Small Rural	66	69	70	69	71	n/a	n/a	n/a
65+	69	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	67	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Cam/Hol/Col Wards	64	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
Birch Ward	62	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Hepburn	64	n/a	n/a	n/a	n/a	n/a	n/a	n/a
18-34	58	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Creswick Ward	64	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Women	60	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	62	n/a	n/a	n/a	n/a	n/a	n/a	n/a

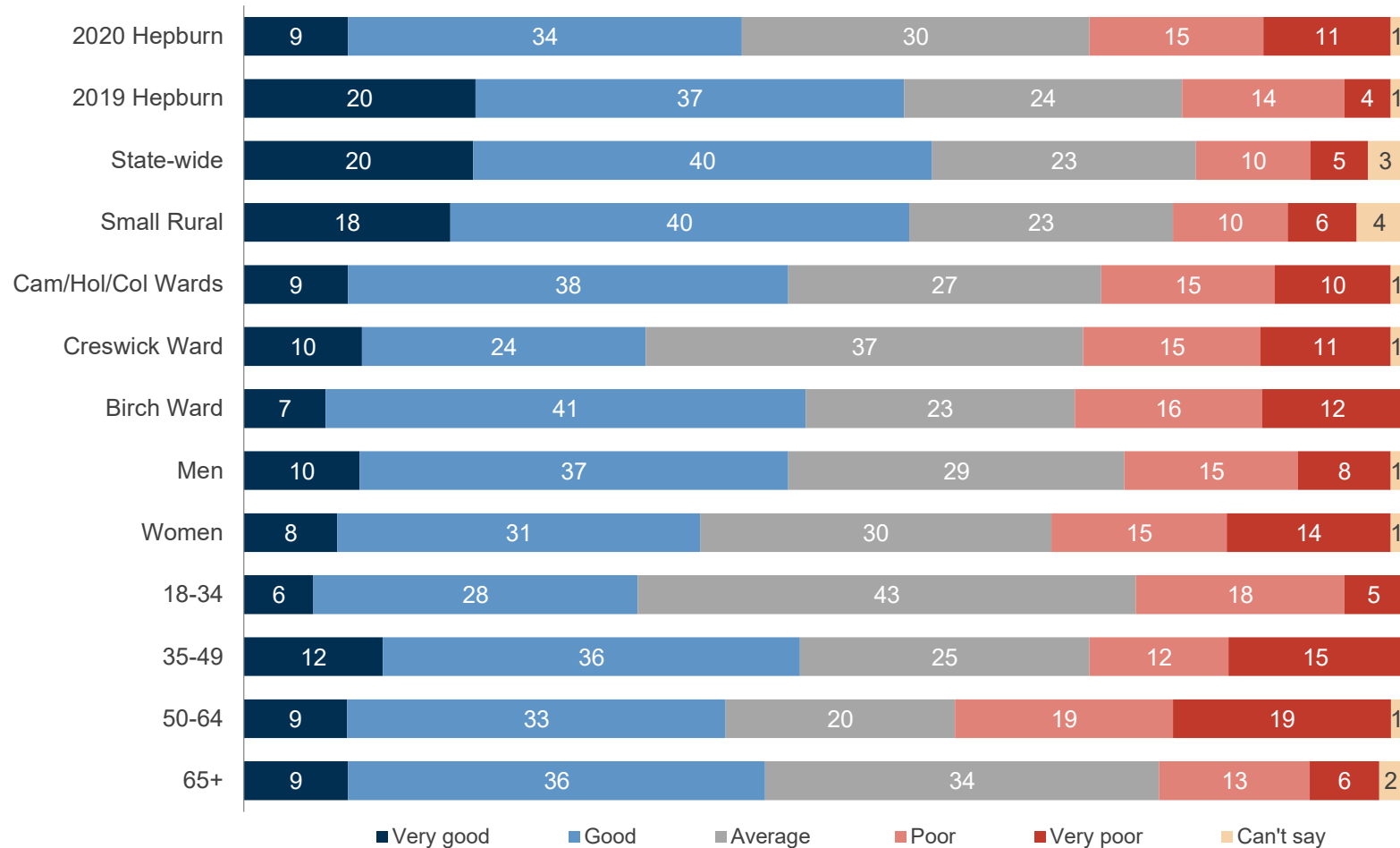
Q2. How has Council performed on 'Waste management' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 41 Councils asked group: 13
 Note: Please see Appendix A for explanation of significant differences.



Waste management performance



2020 waste management performance (%)



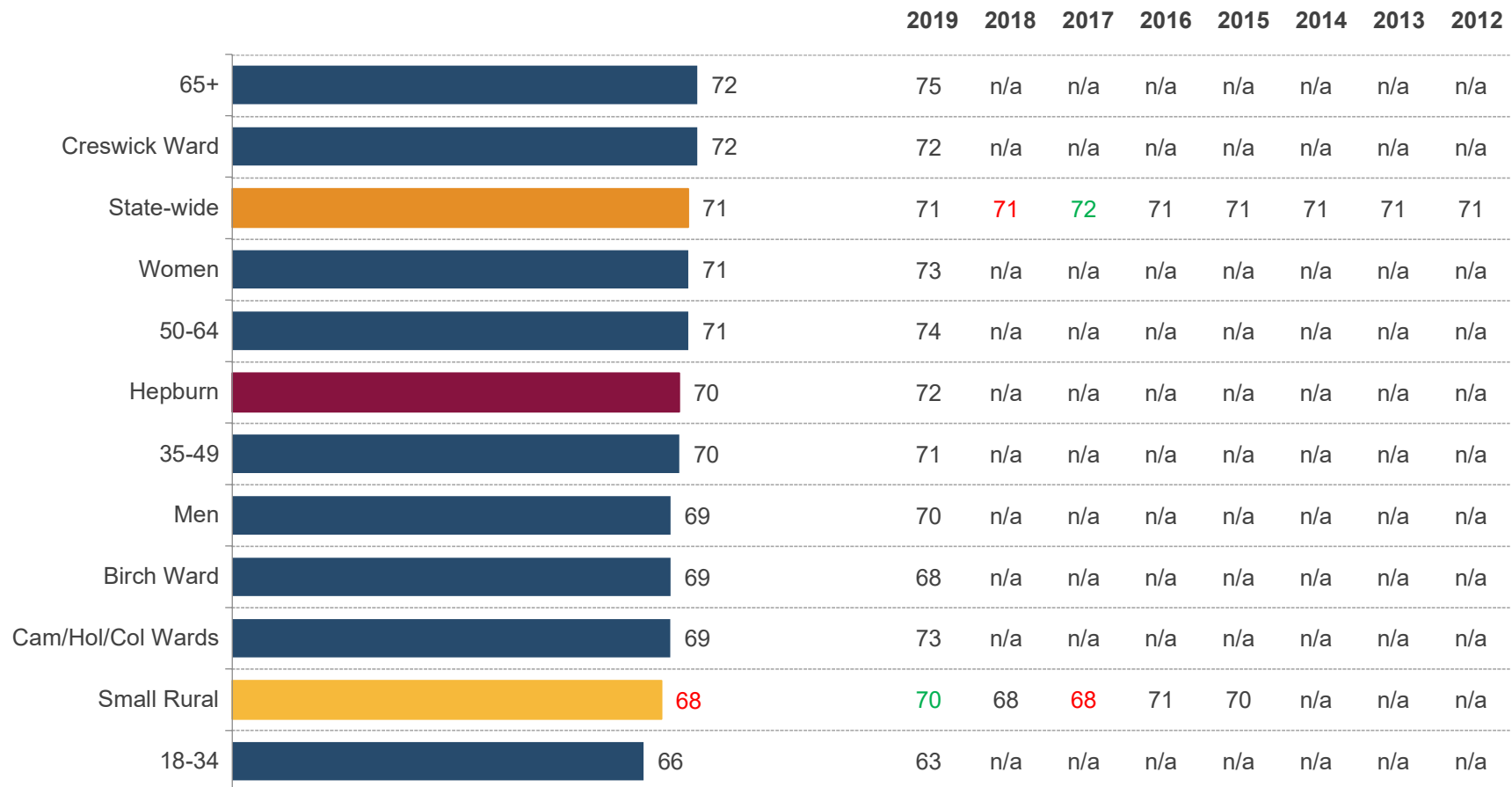
Q2. How has Council performed on 'Waste management' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 41 Councils asked group: 13



Planning and building permits importance



2020 planning and building permits importance (index scores)



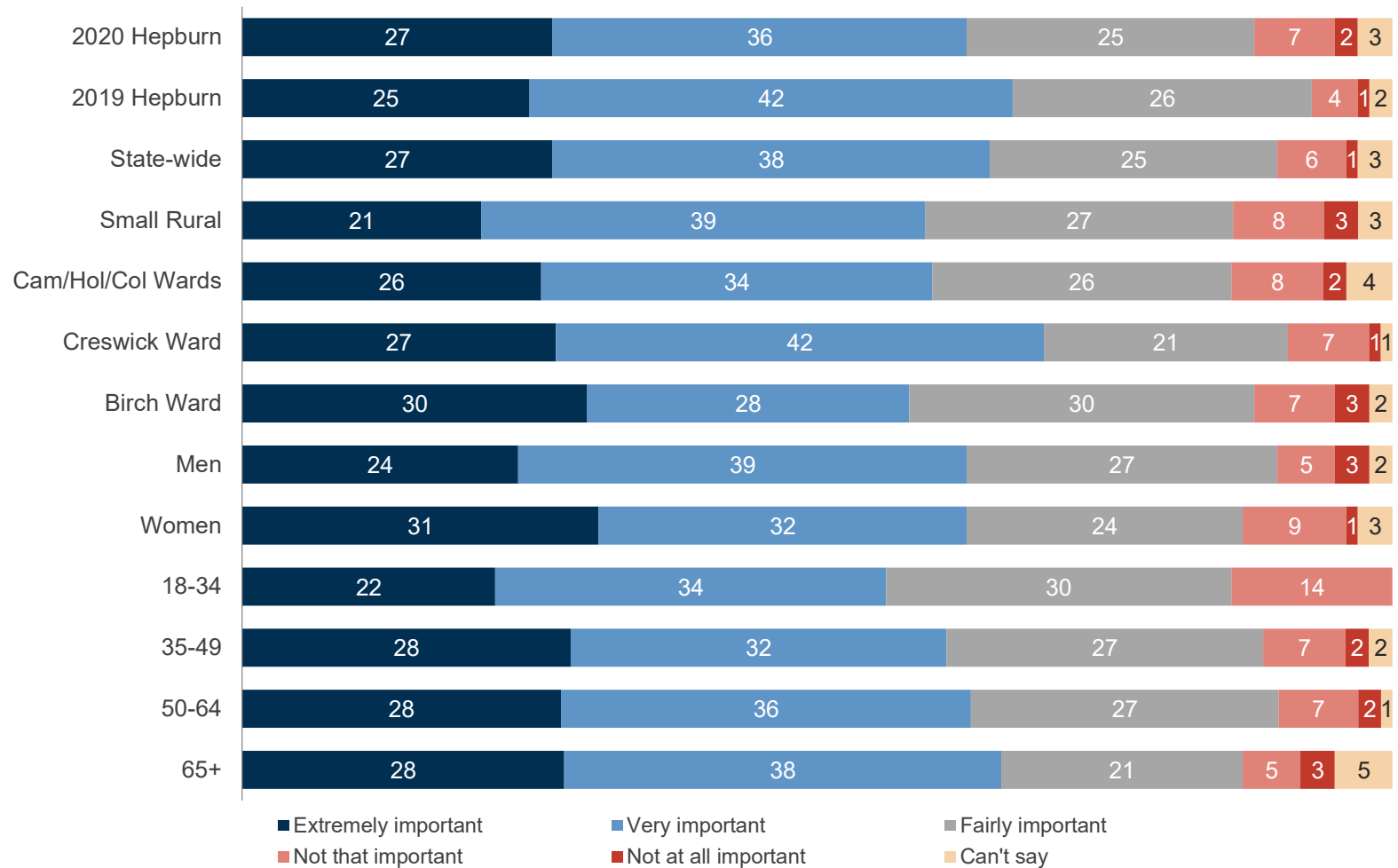
Q1. Firstly, how important should 'Planning and building permits' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 19 Councils asked group: 3
 Note: Please see Appendix A for explanation of significant differences.



Planning and building permits importance



2020 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: 19 Councils asked group: 3



Planning and building permits performance



2020 planning and building permits performance (index scores)

	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	52	52▲	51	50	54	53	55	54
Small Rural	48	51	51	50	53	n/a	n/a	n/a
35-49	50	n/a	n/a	n/a	n/a	n/a	n/a	n/a
18-34	52	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Creswick Ward	51	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	51	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Hepburn	49	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Cam/Hol/Col Wards	48	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	47	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Women	48	n/a	n/a	n/a	n/a	n/a	n/a	n/a
65+	50	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Birch Ward	50	n/a	n/a	n/a	n/a	n/a	n/a	n/a

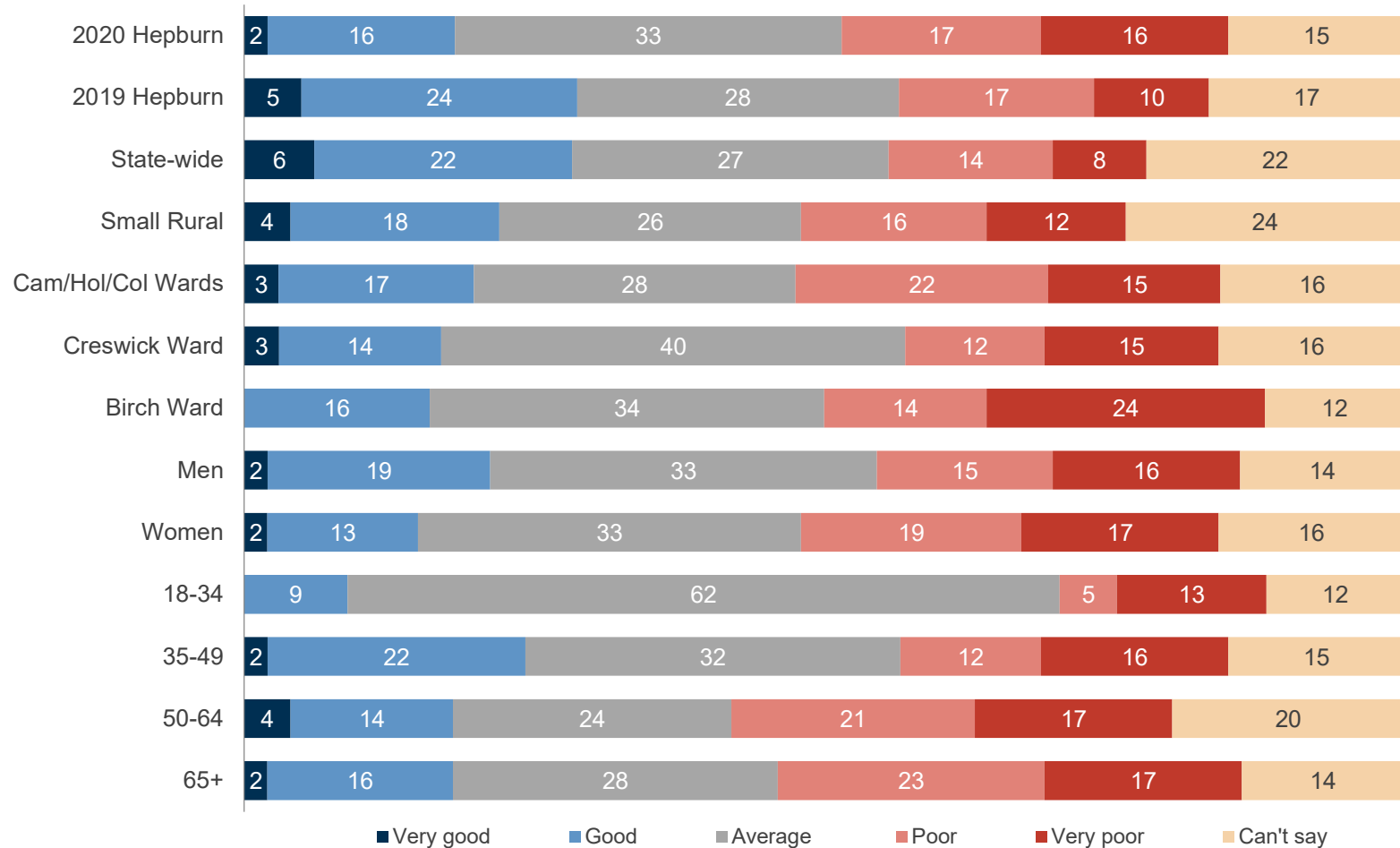
Q2. How has Council performed on 'Planning and building permits' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 28 Councils asked group: 7
 Note: Please see Appendix A for explanation of significant differences.



Planning and building permits performance



2020 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: 28 Councils asked group: 7



Environmental sustainability importance



2020 environmental sustainability importance (index scores)

		2019	2018	2017	2016	2015	2014	2013	2012
Women	81▲	80	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	79	77	n/a	n/a	n/a	n/a	n/a	n/a	n/a
35-49	78	79	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Birch Ward	78	80	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Cam/Hol/Col Wards	76	78	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Hepburn	74	75	n/a	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	74	74	73	72	73	73	73	72	71
65+	71	71	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Creswick Ward	71	69	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Small Rural	70▼	72	70	70	74	77	n/a	n/a	n/a
18-34	70	76	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	68▼	70	n/a	n/a	n/a	n/a	n/a	n/a	n/a

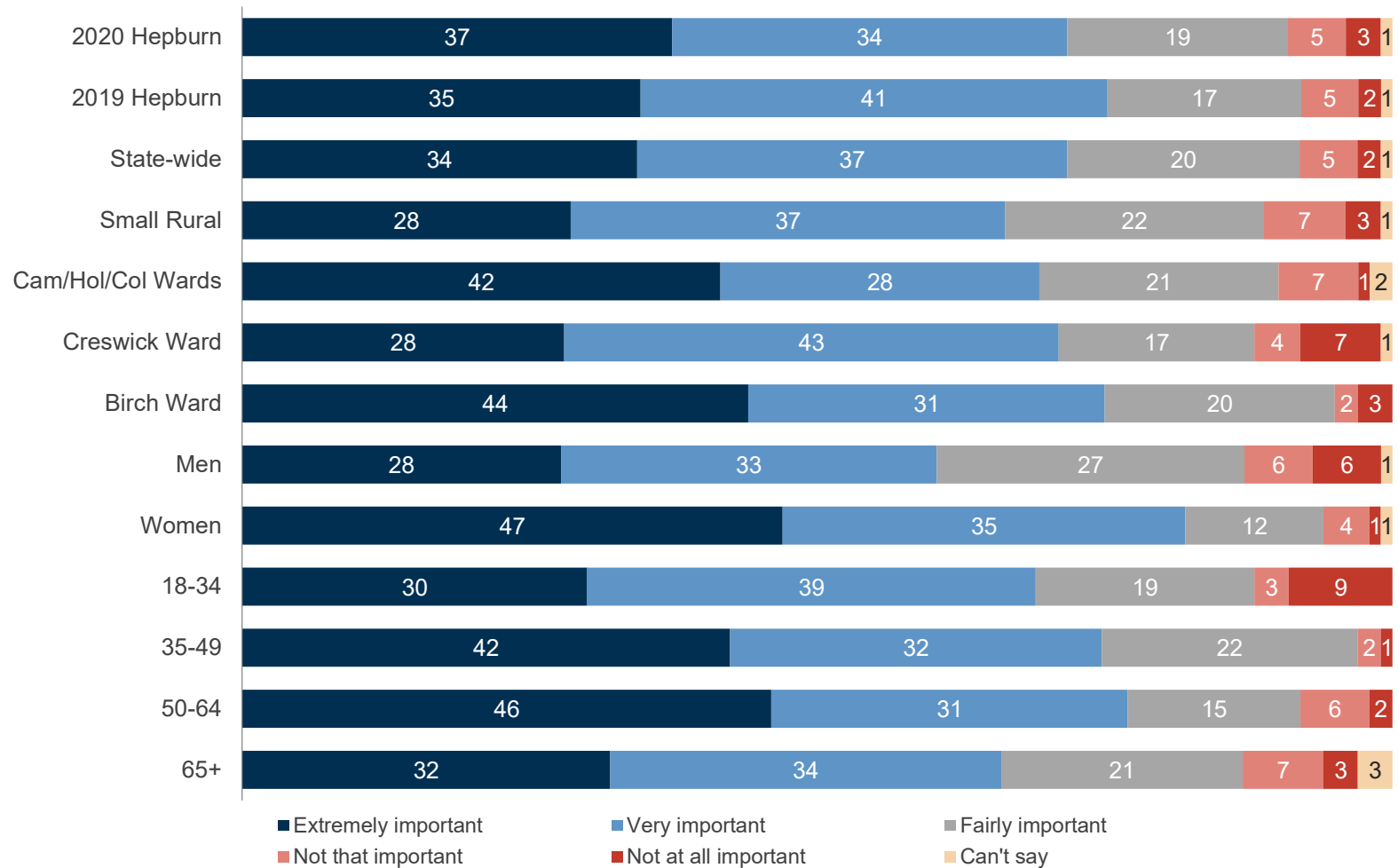
Q1. Firstly, how important should 'Environmental sustainability' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 25 Councils asked group: 4
 Note: Please see Appendix A for explanation of significant differences.



Environmental sustainability importance



2020 environmental sustainability importance (%)



Q1. Firstly, how important should 'Environmental sustainability' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 25 Councils asked group: 4



Environmental sustainability performance



2020 environmental sustainability performance (index scores)

	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	62	63	64	63	64	64	64	64
Small Rural	59	62	63	61	63	n/a	n/a	n/a
35-49	61	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
Men	61	n/a	n/a	n/a	n/a	n/a	n/a	n/a
65+	62	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Creswick Ward	64	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Cam/Hol/Col Wards	57	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
Women	58	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
50-64	56	n/a	n/a	n/a	n/a	n/a	n/a	n/a

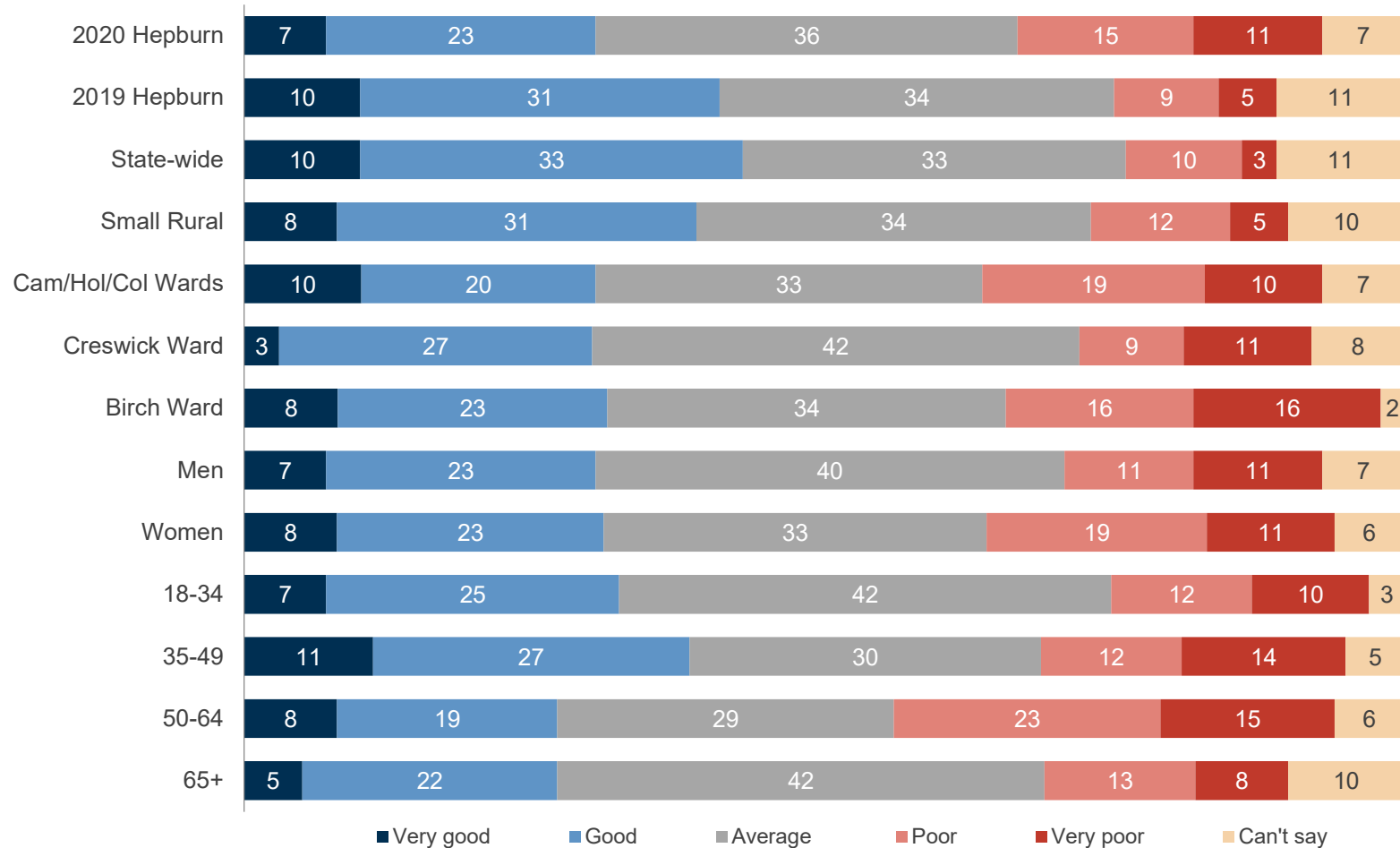
Q2. How has Council performed on 'Environmental sustainability' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 31 Councils asked group: 5
 Note: Please see Appendix A for explanation of significant differences.



Environmental sustainability performance



2020 environmental sustainability performance (%)



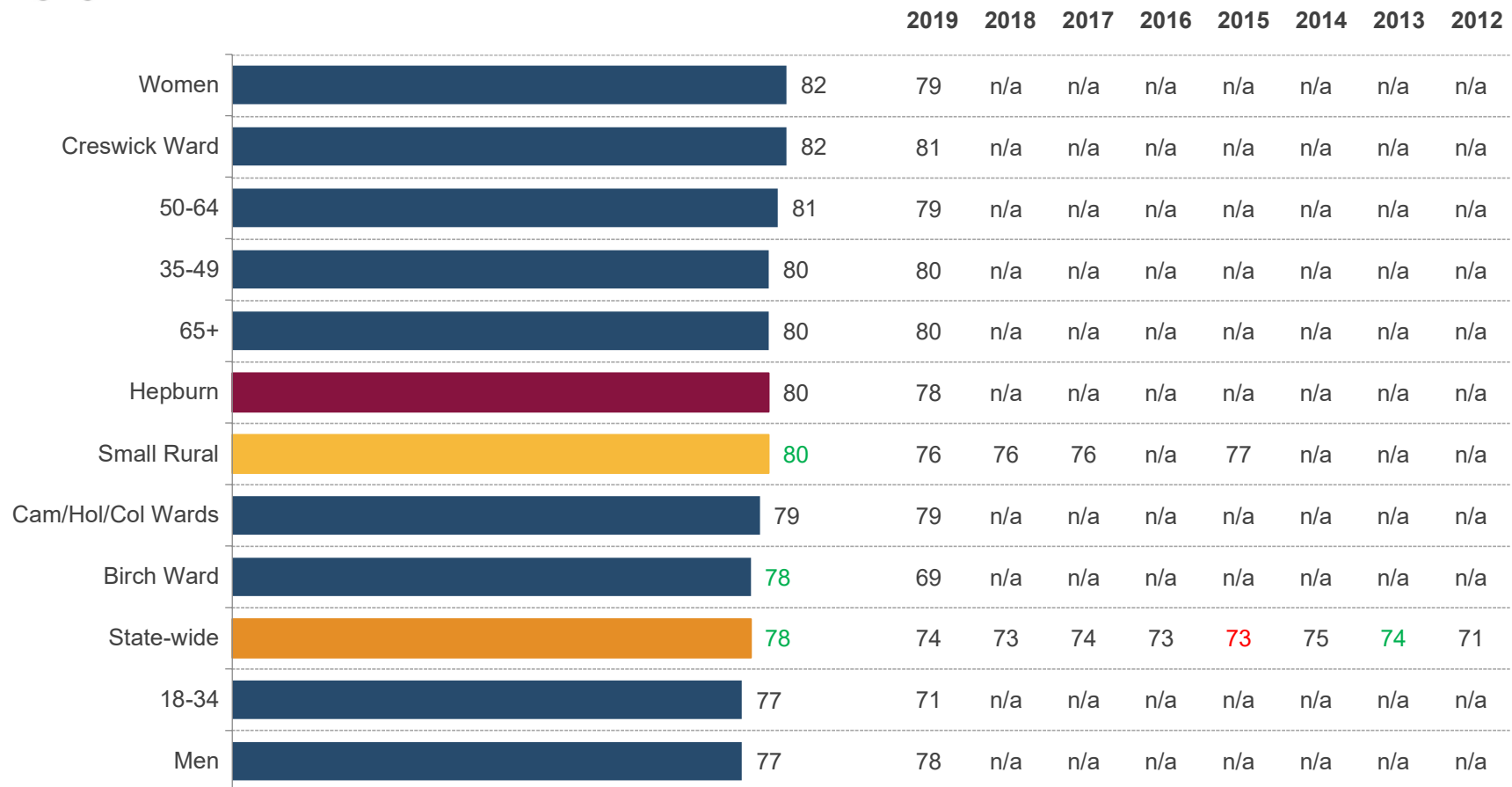
Q2. How has Council performed on 'Environmental sustainability' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 31 Councils asked group: 5



Roadside slashing and weed control importance



2020 roadside slashing and weed control importance (index scores)



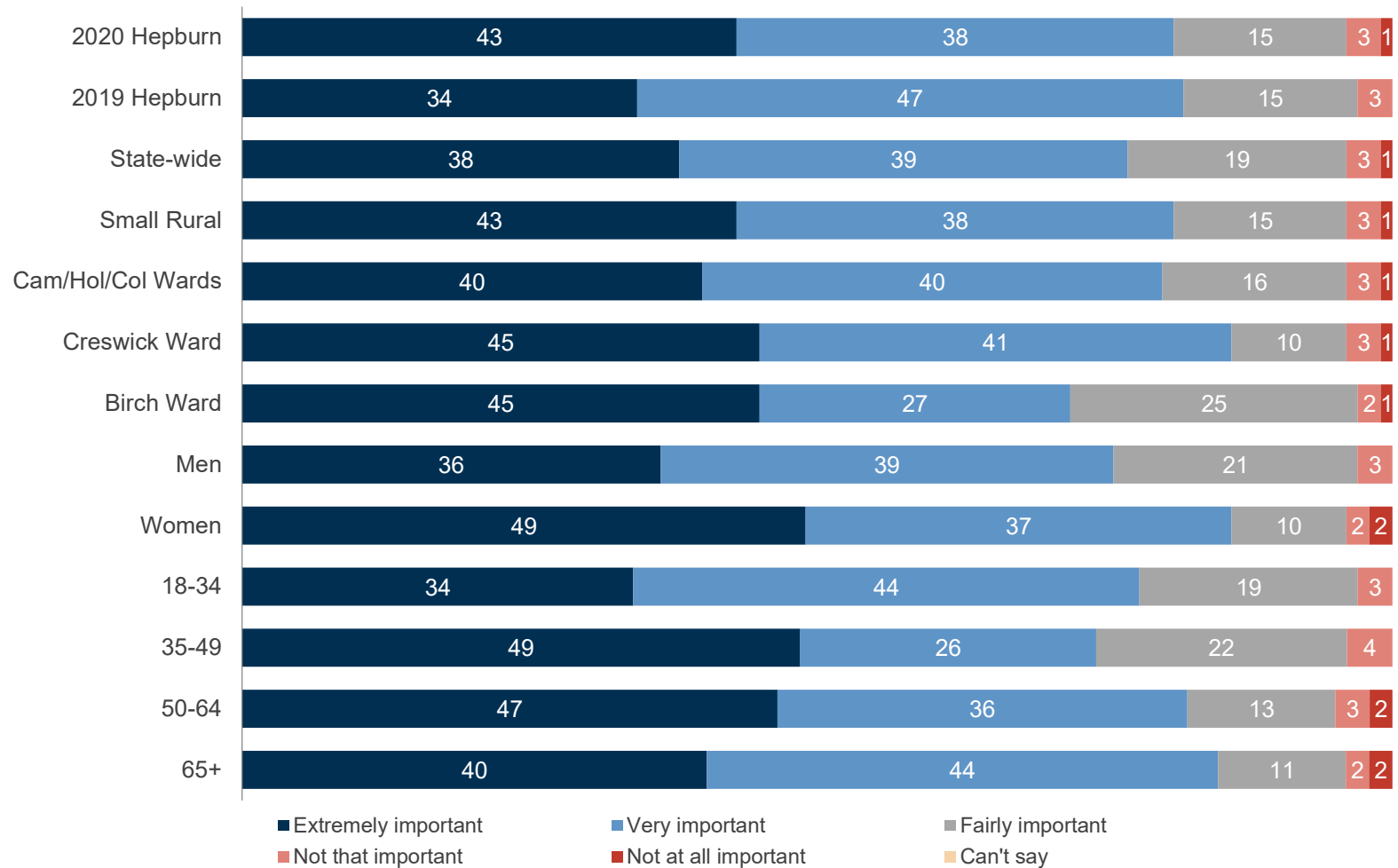
Q1. Firstly, how important should 'Roadside slashing and weed control' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 6 Councils asked group: 1
 Note: Please see Appendix A for explanation of significant differences.



Roadside slashing and weed control importance



2020 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: 6 Councils asked group: 1



Roadside slashing and weed control performance



2020 roadside slashing and weed control performance (index scores)

	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	56	55▲	53	56	55	55	56	61
Small Rural	55	54▲	51	51	52	n/a	n/a	n/a
18-34	49	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Creswick Ward	53	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Birch Ward	51	n/a	n/a	n/a	n/a	n/a	n/a	n/a
35-49	51	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	49	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Hepburn	48	n/a	n/a	n/a	n/a	n/a	n/a	n/a
65+	48	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Women	48	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Cam/Hol/Col Wards	45	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	46	n/a	n/a	n/a	n/a	n/a	n/a	n/a

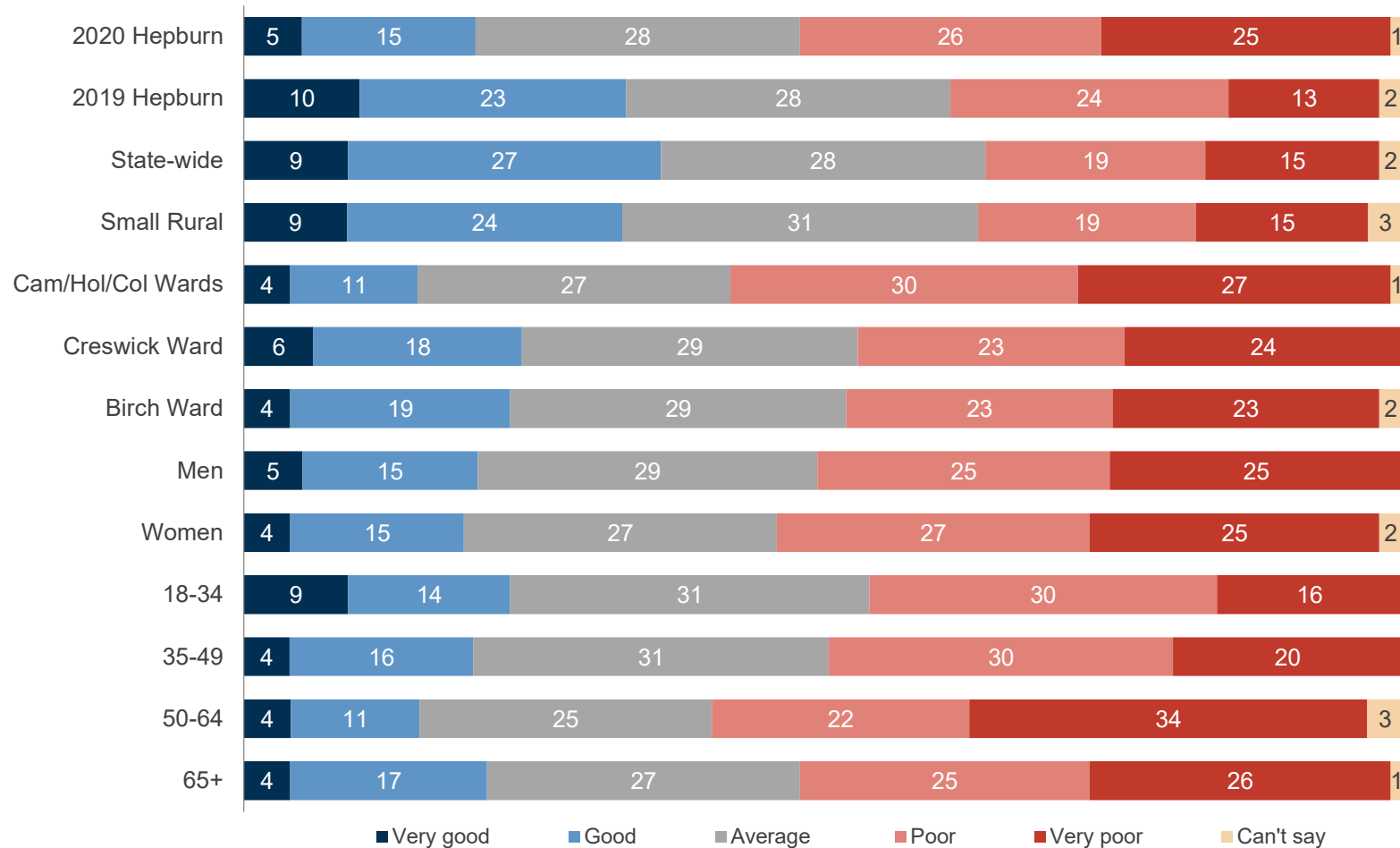
Q2. How has Council performed on 'Roadside slashing and weed control' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 10 Councils asked group: 3
 Note: Please see Appendix A for explanation of significant differences.



Roadside slashing and weed control performance



2020 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: 10 Councils asked group: 3



Business and community development importance



2020 business/community development importance (index scores)

	2019	2018	2017	2016	2015	2014	2013	2012
18-34	71	72	n/a	n/a	n/a	n/a	n/a	n/a
Creswick Ward	70	69	n/a	n/a	n/a	n/a	n/a	n/a
35-49	70	75	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	69	69	70	70	69	69	n/a	n/a
Women	69	71	n/a	n/a	n/a	n/a	n/a	n/a
Birch Ward	68	74	n/a	n/a	n/a	n/a	n/a	n/a
50-64	68	68	n/a	n/a	n/a	n/a	n/a	n/a
Hepburn	68	70	n/a	n/a	n/a	n/a	n/a	n/a
Small Rural	68	70	n/a	n/a	71	n/a	n/a	n/a
Cam/Hol/Col Wards	66	69	n/a	n/a	n/a	n/a	n/a	n/a
Men	66	68	n/a	n/a	n/a	n/a	n/a	n/a
65+	65	65	n/a	n/a	n/a	n/a	n/a	n/a

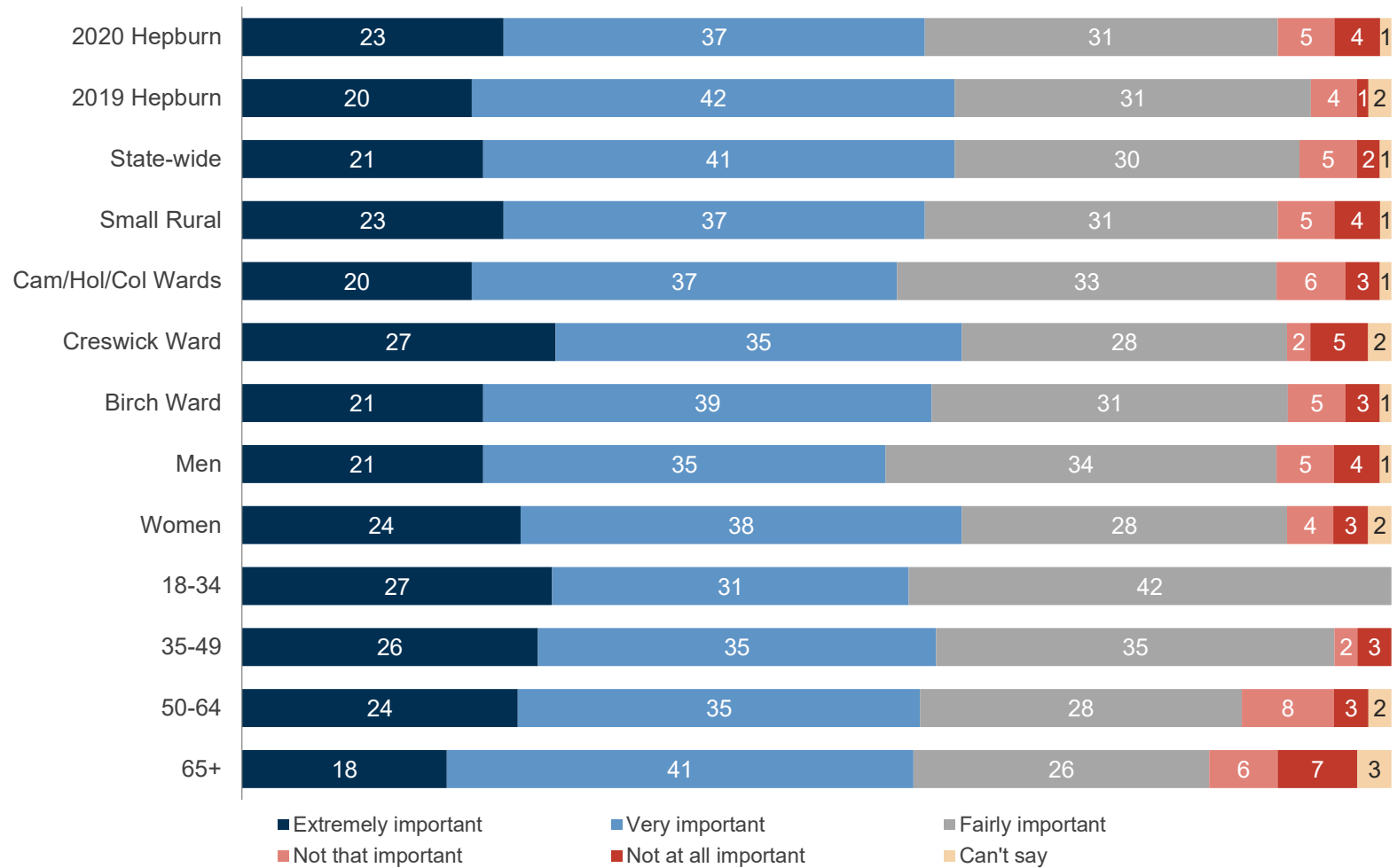
Q1. Firstly, how important should 'Business and community development' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 8 Councils asked group: 1
 Note: Please see Appendix A for explanation of significant differences.



Business and community development importance



2020 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: 8 Councils asked group: 1



Business and community development performance



2020 business/community development performance (index scores)

	2019	2018	2017	2016	2015	2014	2013	2012
18-34	66▲	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Creswick Ward	59	n/a	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	59▲	60	60	60	60	62	n/a	n/a
Small Rural	57	61	65	62	61	n/a	n/a	n/a
Women	56	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Hepburn	55	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Cam/Hol/Col Wards	54	n/a	n/a	n/a	n/a	n/a	n/a	n/a
35-49	54	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	53	n/a	n/a	n/a	n/a	n/a	n/a	n/a
65+	52	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	50	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Birch Ward	46▼	n/a	n/a	n/a	n/a	n/a	n/a	n/a

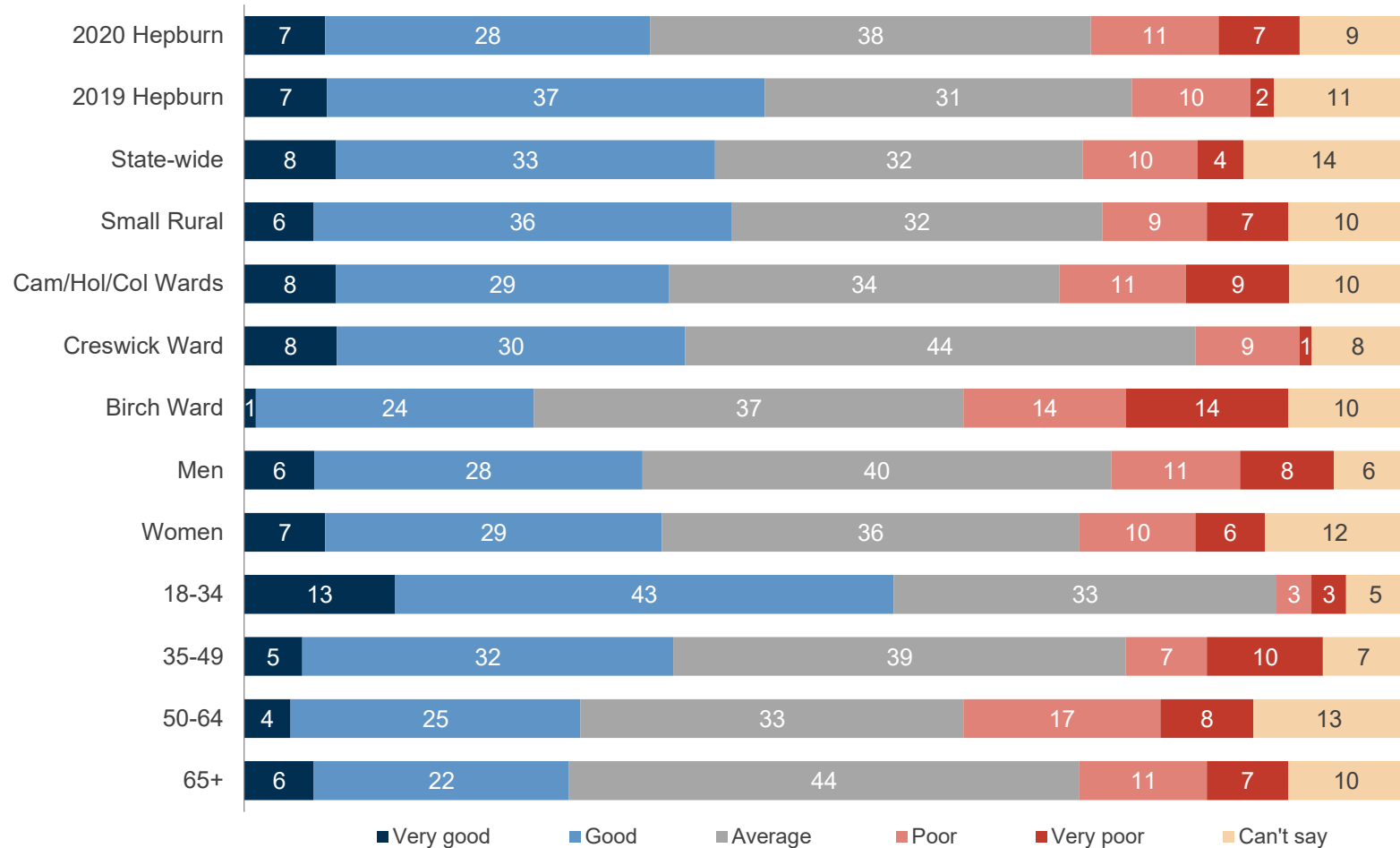
Q2. How has Council performed on 'Business and community development' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 12 Councils asked group: 2
 Note: Please see Appendix A for explanation of significant differences.



Business and community development performance



2020 business/community development performance (%)



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



Tourism development importance



2020 tourism development importance (index scores)

	2019	2018	2017	2016	2015	2014	2013	2012	
State-wide	62▲	59	61	62	63	65	65	n/a	n/a
Creswick Ward	61	62	n/a	n/a	n/a	n/a	n/a	n/a	n/a
65+	60	63	n/a	n/a	n/a	n/a	n/a	n/a	n/a
35-49	59	62	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	59	60	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Women	59	62	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Hepburn	58	61	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Small Rural	58	64	n/a	n/a	n/a	72	n/a	n/a	n/a
Men	58	60	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Birch Ward	57	63	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Cam/Hol/Col Wards	57	61	n/a	n/a	n/a	n/a	n/a	n/a	n/a
18-34	54	59	n/a	n/a	n/a	n/a	n/a	n/a	n/a

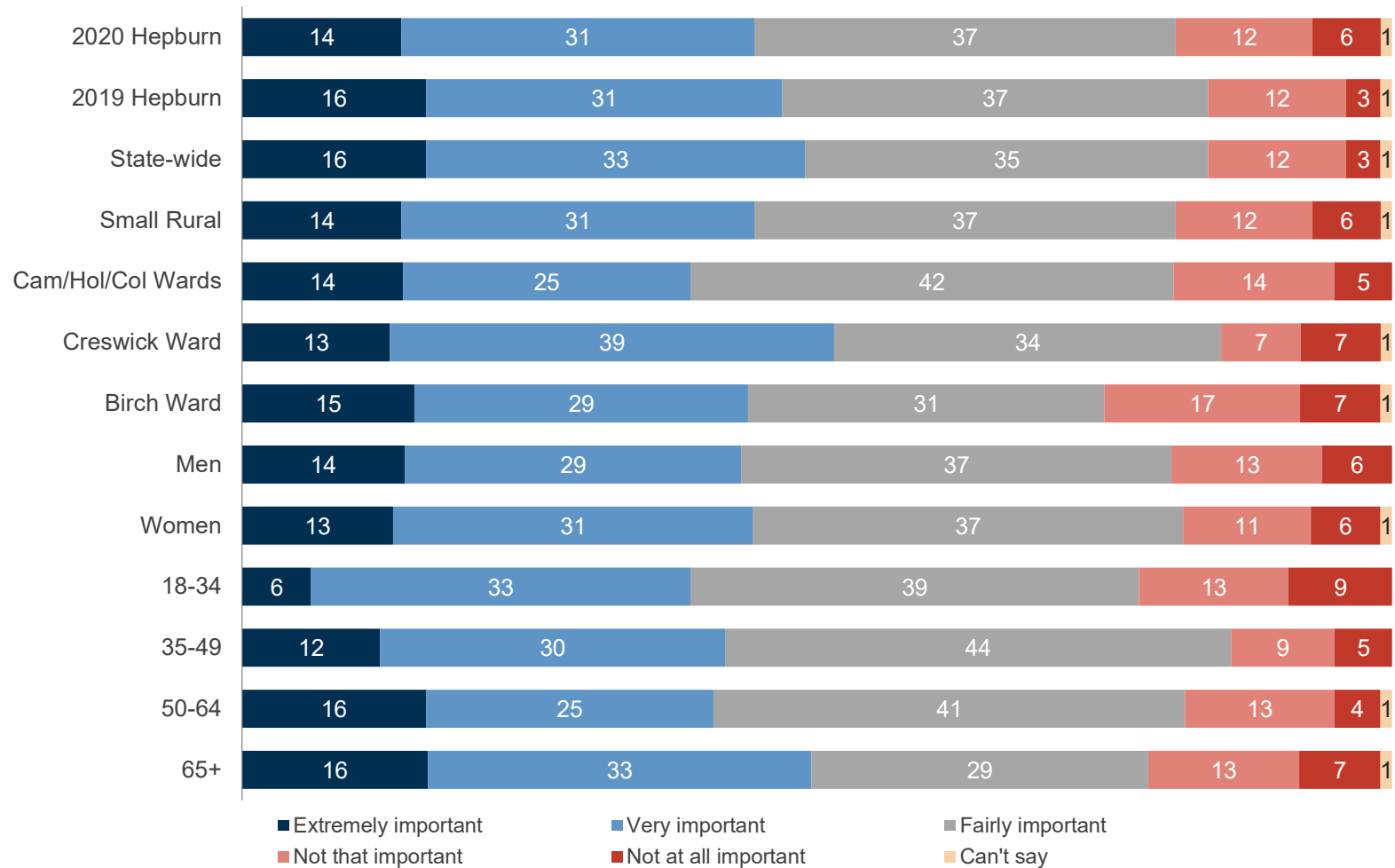
Q1. Firstly, how important should 'Tourism development' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 9 Councils asked group: 1
 Note: Please see Appendix A for explanation of significant differences.



Tourism development importance



2020 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: 1



Tourism development performance



2020 tourism development performance (index scores)

	2019	2018	2017	2016	2015	2014	2013	2012
35-49	70▲	69	n/a	n/a	n/a	n/a	n/a	n/a
Women	66	69	n/a	n/a	n/a	n/a	n/a	n/a
Cam/Hol/Col Wards	64	68	n/a	n/a	n/a	n/a	n/a	n/a
Small Rural	63	66	67	64	63	n/a	n/a	n/a
Hepburn	63	69	n/a	n/a	n/a	n/a	n/a	n/a
50-64	63	69	n/a	n/a	n/a	n/a	n/a	n/a
Birch Ward	62	68	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	62	63	63	63	63	64	n/a	n/a
Creswick Ward	62	72	n/a	n/a	n/a	n/a	n/a	n/a
65+	61	68	n/a	n/a	n/a	n/a	n/a	n/a
Men	60	69	n/a	n/a	n/a	n/a	n/a	n/a
18-34	58	73	n/a	n/a	n/a	n/a	n/a	n/a

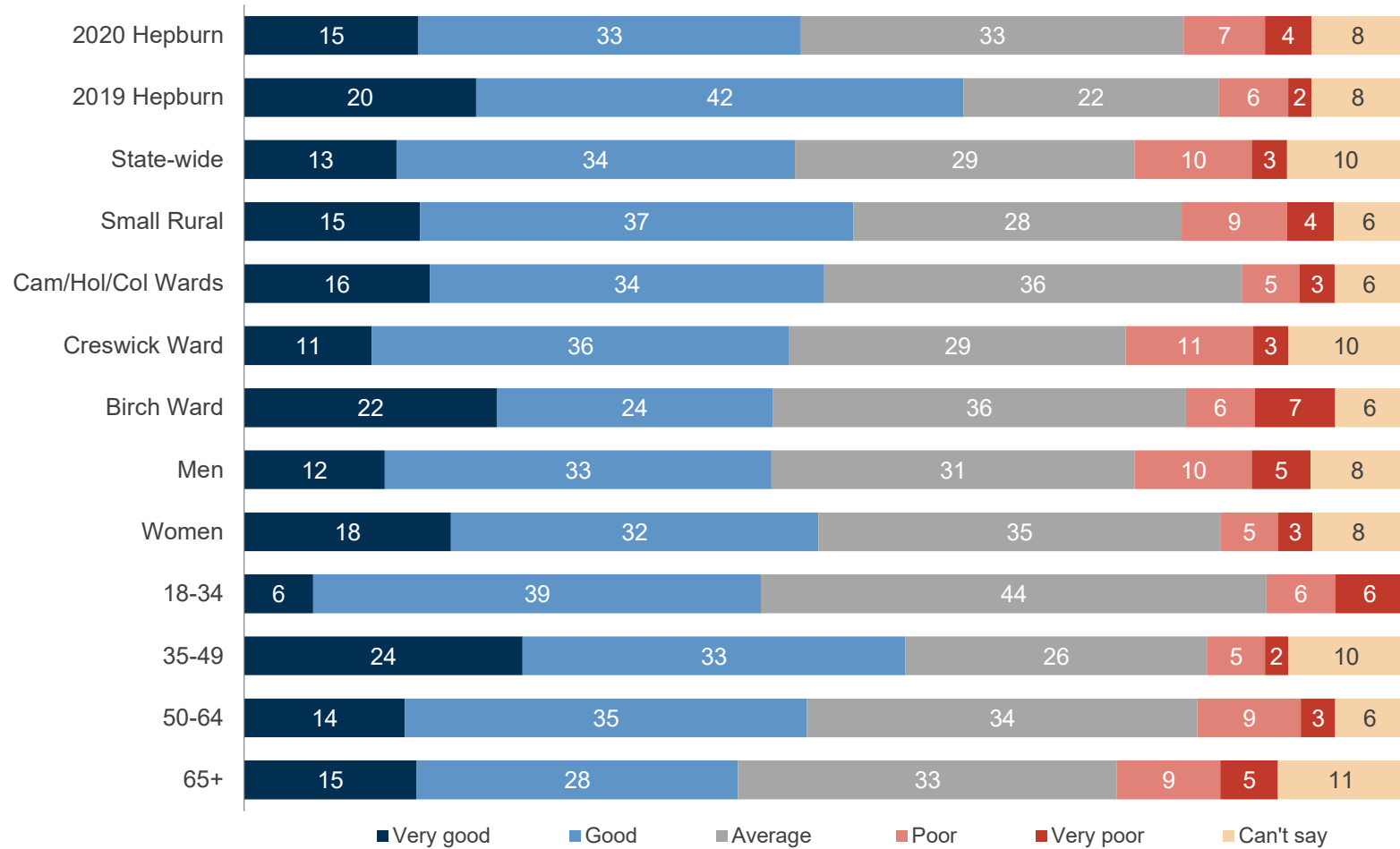
Q2. How has Council performed on 'Tourism development' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 14 Councils asked group: 3
 Note: Please see Appendix A for explanation of significant differences.



Tourism development performance



2020 tourism development performance (%)



Q2. How has Council performed on 'Tourism development' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 14 Councils asked group: 3



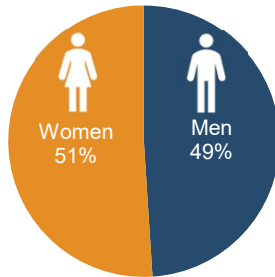
**Detailed
demographics**



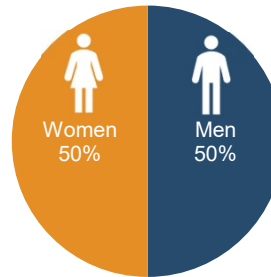
Gender and age profile

2020 gender

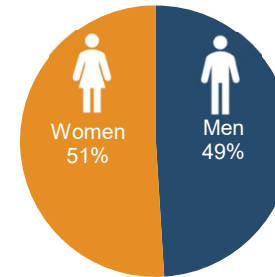
Hepburn



Small Rural

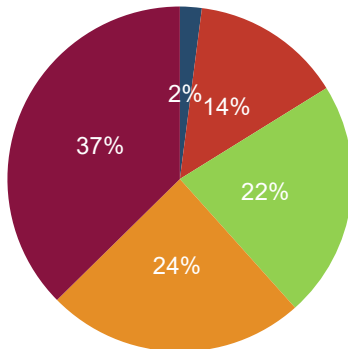


State-wide

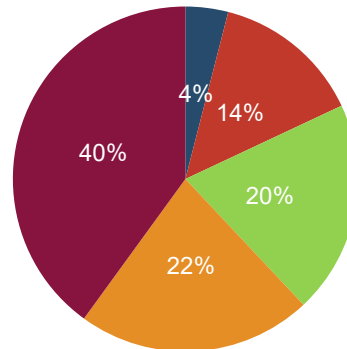


2020 age

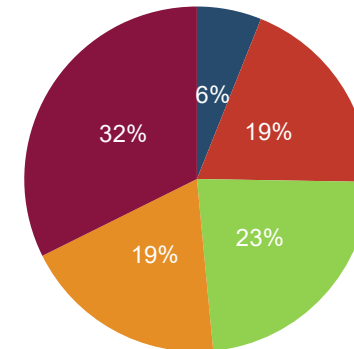
Hepburn



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: 62 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 2020 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 12,900 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	194	194	+/-7.0
Women	206	206	+/-6.8
Cameron Ward/Holcombe Ward/Coliban Ward	199	196	+/-6.9
Creswick Ward	132	135	+/-8.5
Birch Ward	69	69	+/-11.9
18-34 years	28	66	+/-18.8
35-49 years	81	89	+/-10.9
50-64 years	116	97	+/-9.1
65+ years	175	148	+/-7.4



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:

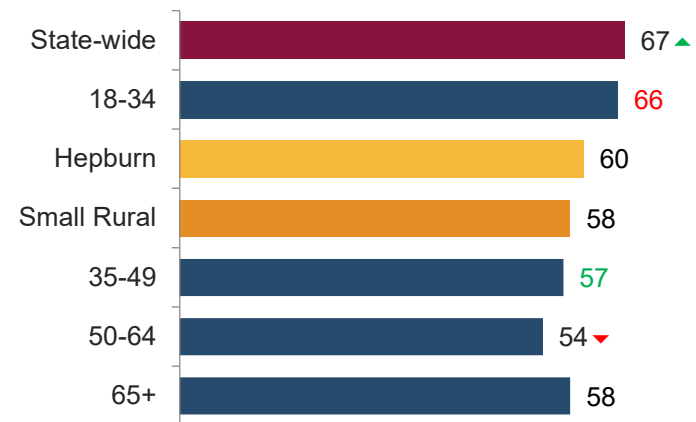
- ▲ The state-wide result is significantly higher than the overall result for the council.
- ▼ The result among 50-64 year olds is significantly lower than for the overall result for the council.

Further, results shown in green and red indicate significantly higher or lower results than in 2019.

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 2019.
- The result among 18-34 year olds in the council is **significantly lower** than the result achieved among this group in 2019.

**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:

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

Detailed survey tabulations

Detailed survey tabulations are available in supplied Excel file.

Contacts

For further queries about the conduct and reporting of the 2020 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 2020 results are compared with previous years, as detailed below:

- 2020, n=400 completed interviews, conducted in the period of 30th January – 22nd March.
- 2019, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2018, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2017, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2016, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2015, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2014, n=400 completed interviews, conducted in the period of 31st January – 11th March.
- 2013, n=400 completed interviews, conducted in the period of 1st February – 24th March.
- 2012, n=400 completed interviews, conducted in the period of 18th May – 30th June.

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

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

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

Survey sample matched to the demographic profile of Hepburn Shire Council as determined by the most recent ABS population estimates was purchased from an accredited supplier of publicly available phone records, including up to 60% mobile phone numbers to cater to the diversity of residents within Hepburn Shire Council, particularly younger people.

A total of n=400 completed interviews were achieved in Hepburn Shire Council. Survey fieldwork was conducted in the period of 30th January – 22nd March, 2020.



Appendix B: Analysis and reporting

All participating councils are listed in the State-wide report published on the DELWP website. In 2020, 62 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 2012-2020 vary slightly.

Council Groups

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

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

Councils participating in the Small Rural group are:

- Alpine, Ararat, Benalla, Buloke, Central Goldfields, Gannawarra, Hepburn, Hindmarsh, Indigo, Loddon, Mansfield, Murrindindi, Northern Grampians, Pyrenees, Queenscliffe, Strathbogie, West Wimmera and Yarriambiack.

Wherever appropriate, results for Hepburn Shire Council for this 2020 State-wide Local Government Community Satisfaction Survey have been compared against other participating councils in the Small Rural group and on a state-wide basis. Please note that council groupings changed for 2015, and as such comparisons to council group results before that time can not be made within the reported charts.



Appendix B: 2012 survey revision

The survey was revised in 2012. As a result:

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

As such, the results of the 2012 State-wide Local Government Community Satisfaction Survey should be considered as a benchmark. Please note that comparisons should not be made with the State-wide Local Government Community Satisfaction Survey results from 2011 and prior due to the methodological and sampling changes. Comparisons in the period 2012-2020 have been made throughout this report as appropriate.



Appendix B: Core, optional and tailored questions

Core, optional and tailored questions

Over and above necessary geographic and demographic questions required to ensure sample representativeness, a base set of questions for the 2020 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 2020 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 2020 State-wide Local Government Community Satisfaction Survey receives a customised report. In addition, the State government is supplied with this State-wide summary report of the aggregate results of 'Core' and 'Optional' questions asked across all council areas surveyed, which is available at:

<http://www.delwp.vic.gov.au/local-government/strengthening-councils/council-community-satisfaction-survey>.

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



Appendix B: Glossary of terms

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

CSS: 2020 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
Founder
jcales@jwsresearch.com

Mark Zuker
Managing Director
mzucker@jwsresearch.com

Katrina Cox
Director of Client Services
kcox@jwsresearch.com

