



2021 Local Government Community Satisfaction Survey

Hepburn Shire Council

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



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Background and objectives

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

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

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

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

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

Serving Victoria for 22 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 22 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.

A large, dark blue, stylized letter 'W' graphic that spans the right side of the page. The 'W' is filled with a glowing, intricate network pattern of white and light blue lines, resembling a neural network or a complex data structure. The background of the 'W' is a solid dark blue color.

Key findings and recommendations



Hepburn Shire Council – at a glance

Overall council performance

Results shown are index scores out of 100.



Hepburn 51



State-wide 61



Small Rural 60

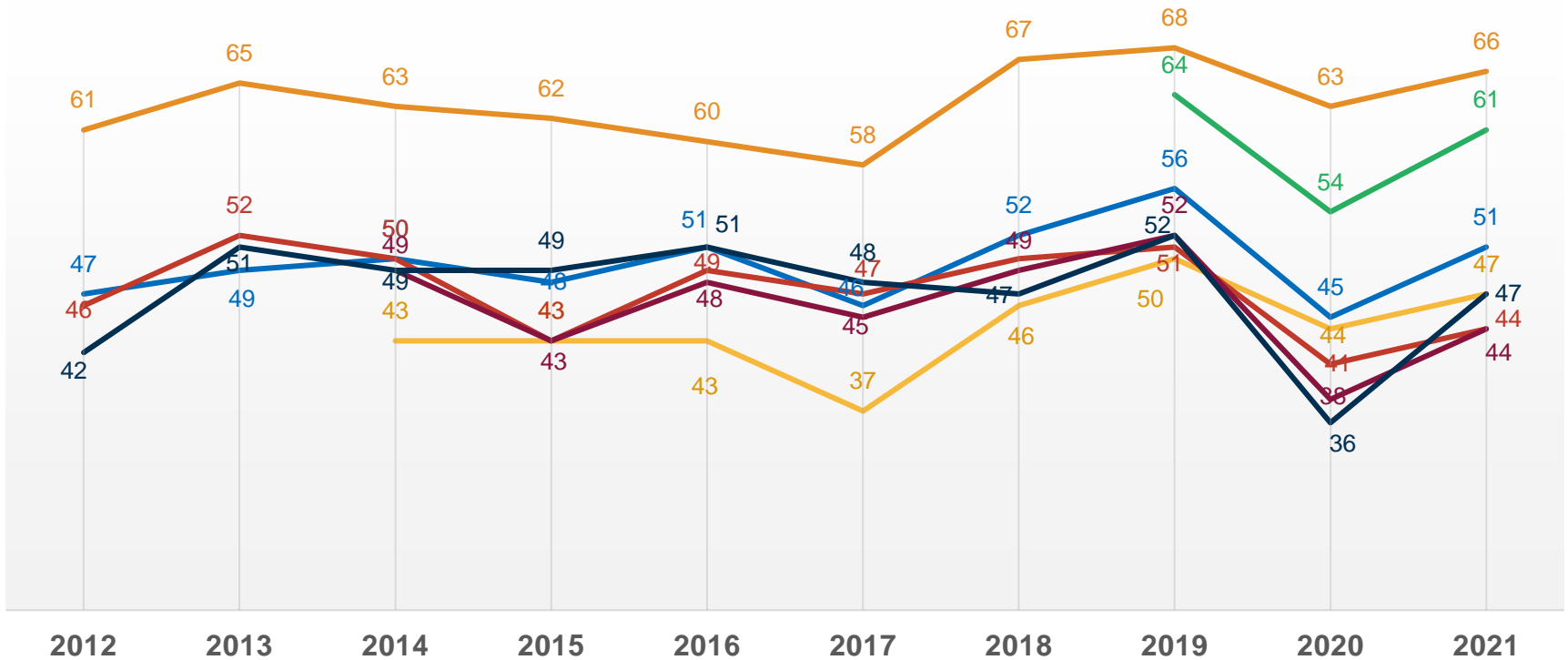
Council performance compared to State-wide and group averages

	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 Recreational facilities
Compared to group average	None	<ul style="list-style-type: none"> Community decisions Consultation & engagement Lobbying



Summary of core measures

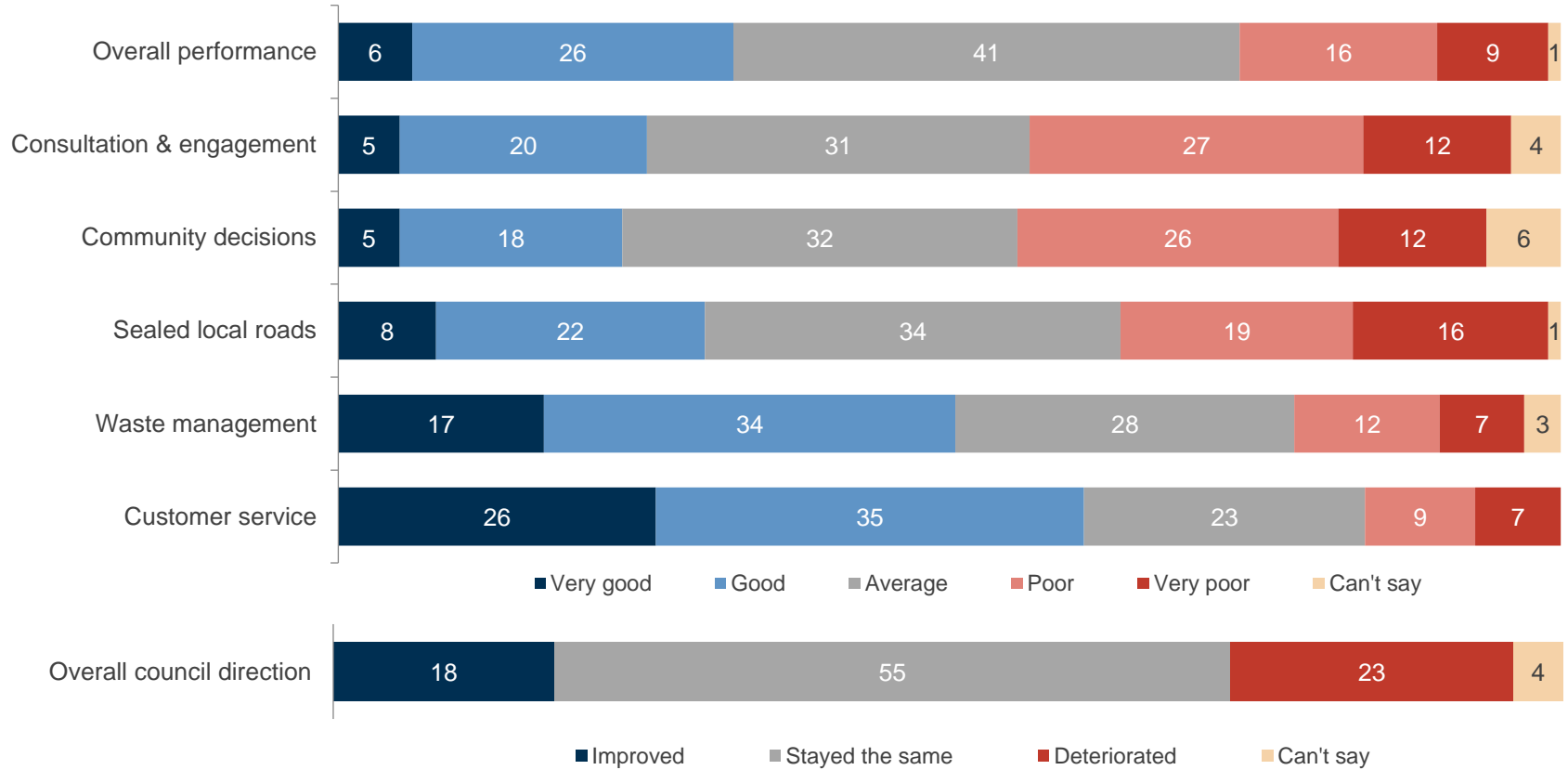
Index scores














Summary of core measures

Core measures summary results (%)













Summary of Hepburn Shire Council performance

Services	Hepburn 2021	Hepburn 2020	Small Rural 2021	State-wide 2021	Highest score	Lowest score
 Overall performance	51	45	60	61	Aged 18-34 years	Holcombe Ward residents
 Value for money	44	-	52	54	Aged 18-34 years	Holcombe Ward residents
 Overall council direction	47	36	53	53	Coliban Ward residents	Holcombe Ward residents
 Customer service	66	63	69	70	Aged 18-34 years	Creswick Ward residents, Men
 Appearance of public areas	67	64	75	73	Aged 18-34 years	Holcombe Ward residents
 Tourism development	63	63	63	62	Aged 35-49 years	Coliban Ward residents
 Waste management	61	54	68	69	Cameron Ward residents	Aged 50-64 years
 Recreational facilities	60	61	69	71	Cameron Ward residents	Holcombe Ward residents
 Enforcement of local laws	57	53	63	64	Cameron Ward residents	Coliban Ward residents



Summary of Hepburn Shire Council performance

Services		Hepburn 2021	Hepburn 2020	Small Rural 2021	State-wide 2021	Highest score	Lowest score
	Environmental sustainability	55	50	61	62	Cameron Ward residents	Holcombe Ward residents
	Business & community dev.	55	55	58	60	Coliban Ward residents	Holcombe Ward residents, Birch Ward residents
	Sealed local roads	47	44	53	57	Aged 18-34 years	Holcombe Ward residents, Aged 50-64 years, Cameron Ward residents
	Lobbying	45	40	55	55	Aged 18-34 years	Aged 35-49 years, Holcombe Ward residents, Birch Ward residents
	Community decisions	44	38	56	56	Cameron Ward residents, Aged 18-34 years	Holcombe Ward residents
	Consultation & engagement	44	41	56	56	Cameron Ward residents	Holcombe Ward residents
	Building & planning permits	44	41	49	51	Aged 18-34 years	Holcombe Ward residents
	Slashing & weed control	44	37	49	51	Aged 18-34 years	Cameron Ward residents



Focus areas for the next 12 months

Overview

Perceptions of Hepburn Shire Council's overall performance are recovering after losing ground in 2020. The significant six-point increase in overall performance seen this year reflects improvement across almost all service areas, with ratings increasing significantly in six of the 13 evaluated areas. The appearance of public areas and tourism and development remain Council's strongest performing areas in 2021. Significantly improved ratings across most service areas are seen among residents aged 18 to 34 years.

Key influences on perceptions of overall performance

Results this year suggest a renewed focus is needed on communication and transparency with residents about decisions made in the interest of the community. Improved roadside maintenance (slashing and weed control) and greater consultation in relation to planning and building are also areas of critical importance that require Council attention. Increased vigilance and targeted action in these areas will help improve perceptions of Council's overall performance over the next 12 months.

Comparison to state and area grouping

Council continues to perform significantly lower than the State-wide and Small Rural group averages on almost all evaluated measures in 2021. The exceptions are tourism development, where Council performs on par with both the State-wide and Small Rural group averages; and customer service, where Council ratings are in line with the Small Rural group average, but significantly lower than the State-wide average.

Consolidate and build upon gains

Results in 2021 represent a marked improvement in community sentiment towards Council performance. Council has managed to not only arrest, but also regain ground on the deteriorating performance seen across most measures in 2020. The challenge will now be to continue strengthening and building upon the improvements made over the last 12 months. Extra attention should be paid to residents aged 50 to 64 years who have the highest rate of contact with Council and tend to be more critical of Council's performance.

DETAILED FINDINGS



Overall performance



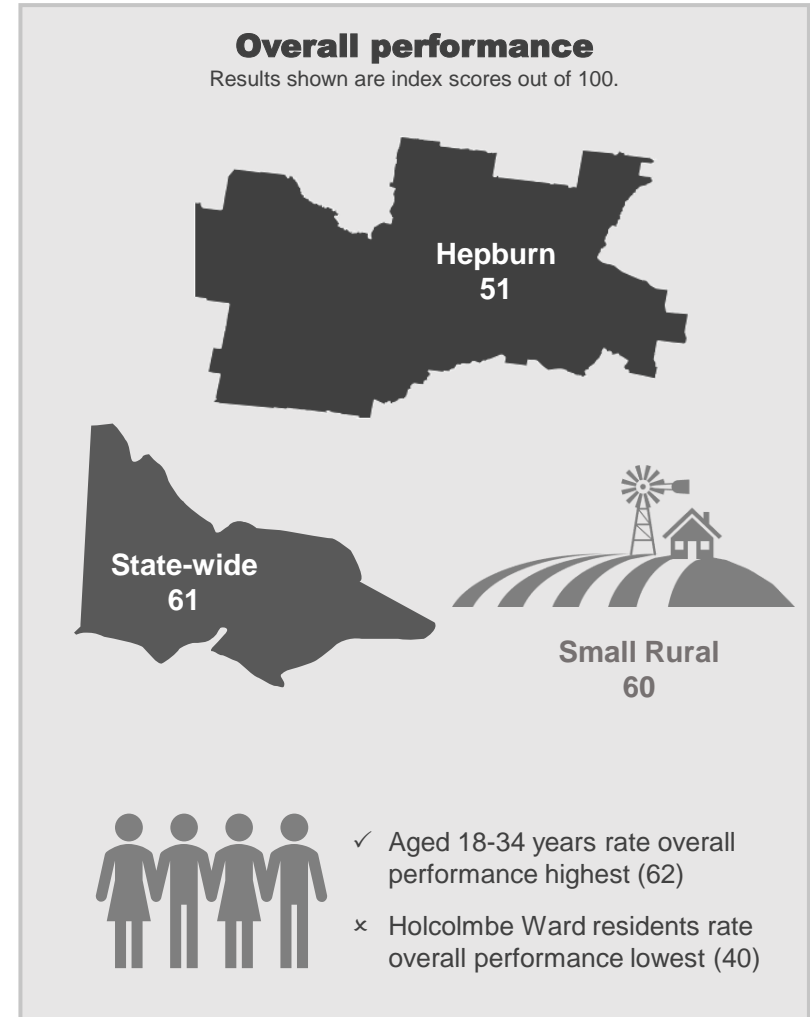
Overall performance

The overall performance index score of 51 for Hepburn Shire Council represents a significant six-point improvement on the 2020 result.

- Overall performance ratings are recovering after a significant decline in 2020, but still yet to return the peak rating achieved in 2019 (56).

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 for councils (index scores of 61 and 60 respectively).

- Perceptions of overall performance among residents aged 18 to 34 years (index score of 62) are significantly higher than the Council average in 2021.
- Ratings of overall performance improved significantly in the last year among women (index score of 54, up 10 points from 2020) and those aged 50 to 64 years (index score of 47, up 11 points).
- A quarter of residents (25%) rate value for money they receive from Council in infrastructure and services provided to their community as 'very good' or 'good'. Just under two in five rate Council as 'very poor' or 'poor' (37%), while a comparable proportion (36%) rate Council as 'average' in terms of providing value for money.





Overall performance

2021 overall performance (index scores)

	2020	2019	2018	2017	2016	2015	2014	2013	2012	
18-34	62▲	55	57	59	45	62	51	56	54	53
State-wide	61▲	58	60	59	59	60	61	60	60	
Small Rural	60▲	56	58	56	58	57	59	n/a	n/a	n/a
Cameron Ward	60▲	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Creswick Ward	56	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Women	54	44	56	52	49	51	48	50	50	49
Coliban Ward	53	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Hepburn	51	45	56	52	46	51	48	50	49	47
65+	50	48	58	51	51	50	48	52	45	42
35-49	49	44	57	53	41	47	47	48	51	50
Men	48	46	56	52	44	51	48	50	48	44
50-64	47	36	53	47	47	47	47	45	49	43
Birch Ward	46	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Holcombe Ward	40▼	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Hepburn Shire Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?

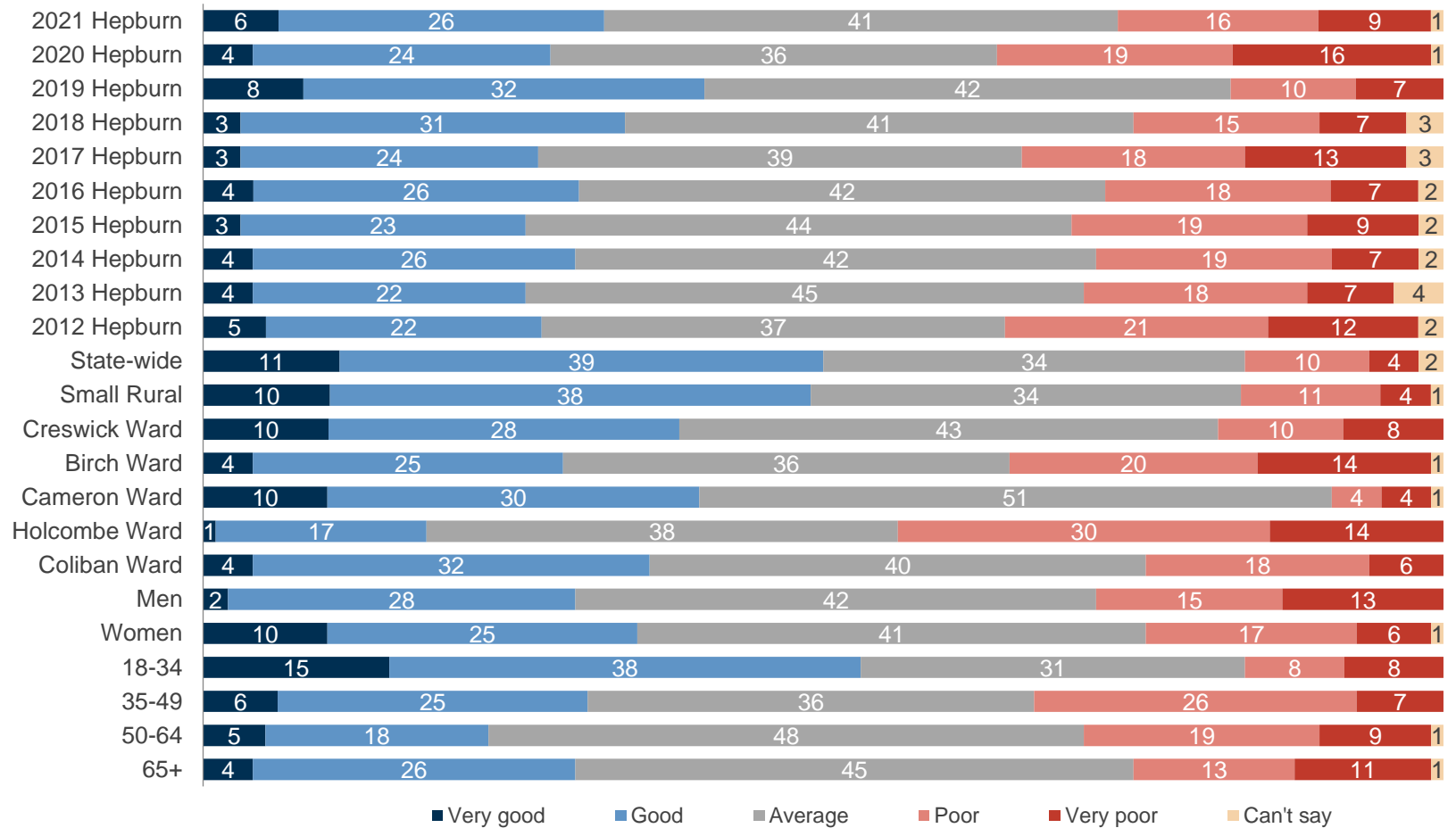
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

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



Overall performance

2021 overall performance (%)

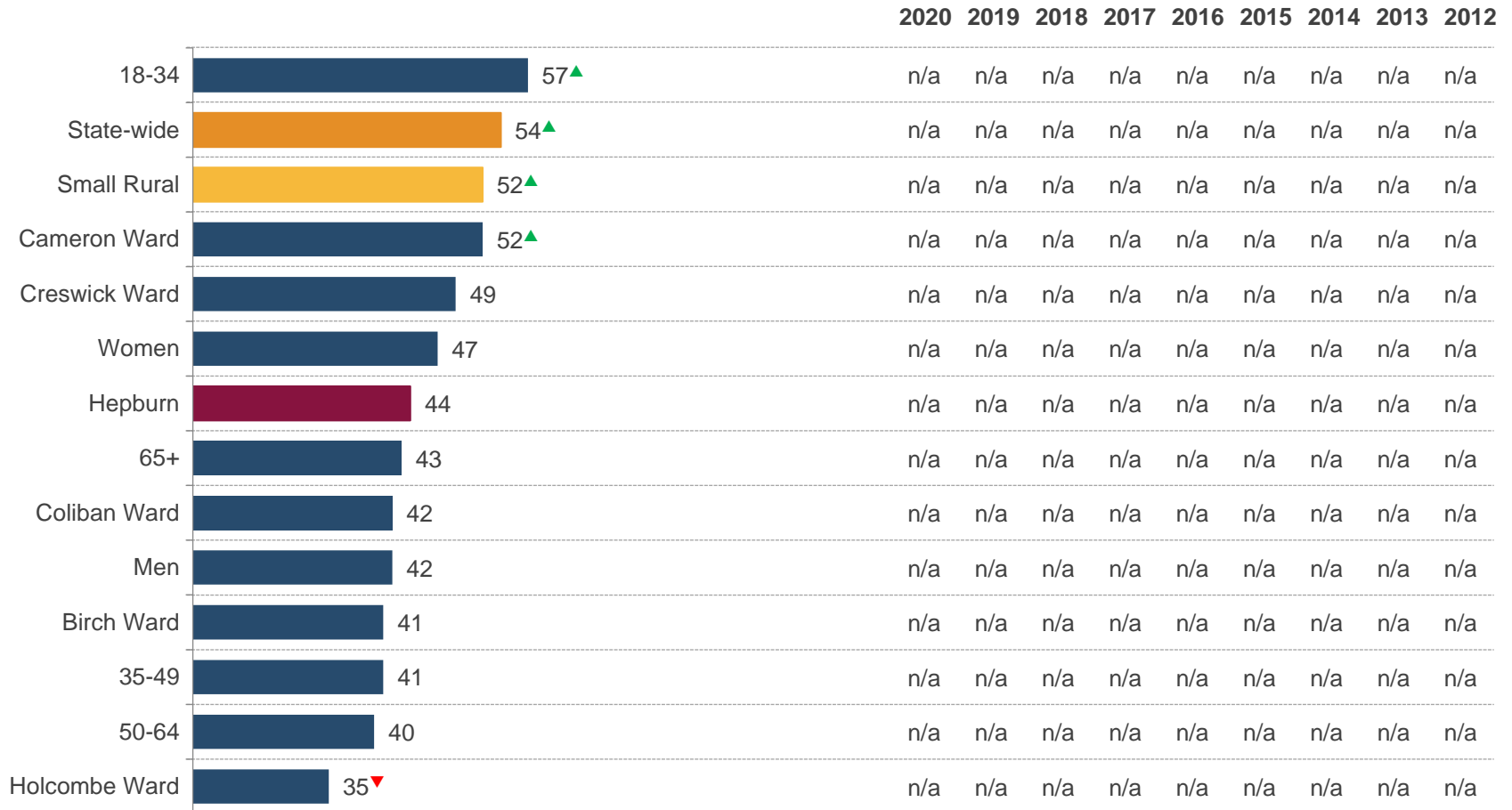


Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Hepburn Shire Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?
 Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19



Value for money in services and infrastructure

2021 value for money (index scores)



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

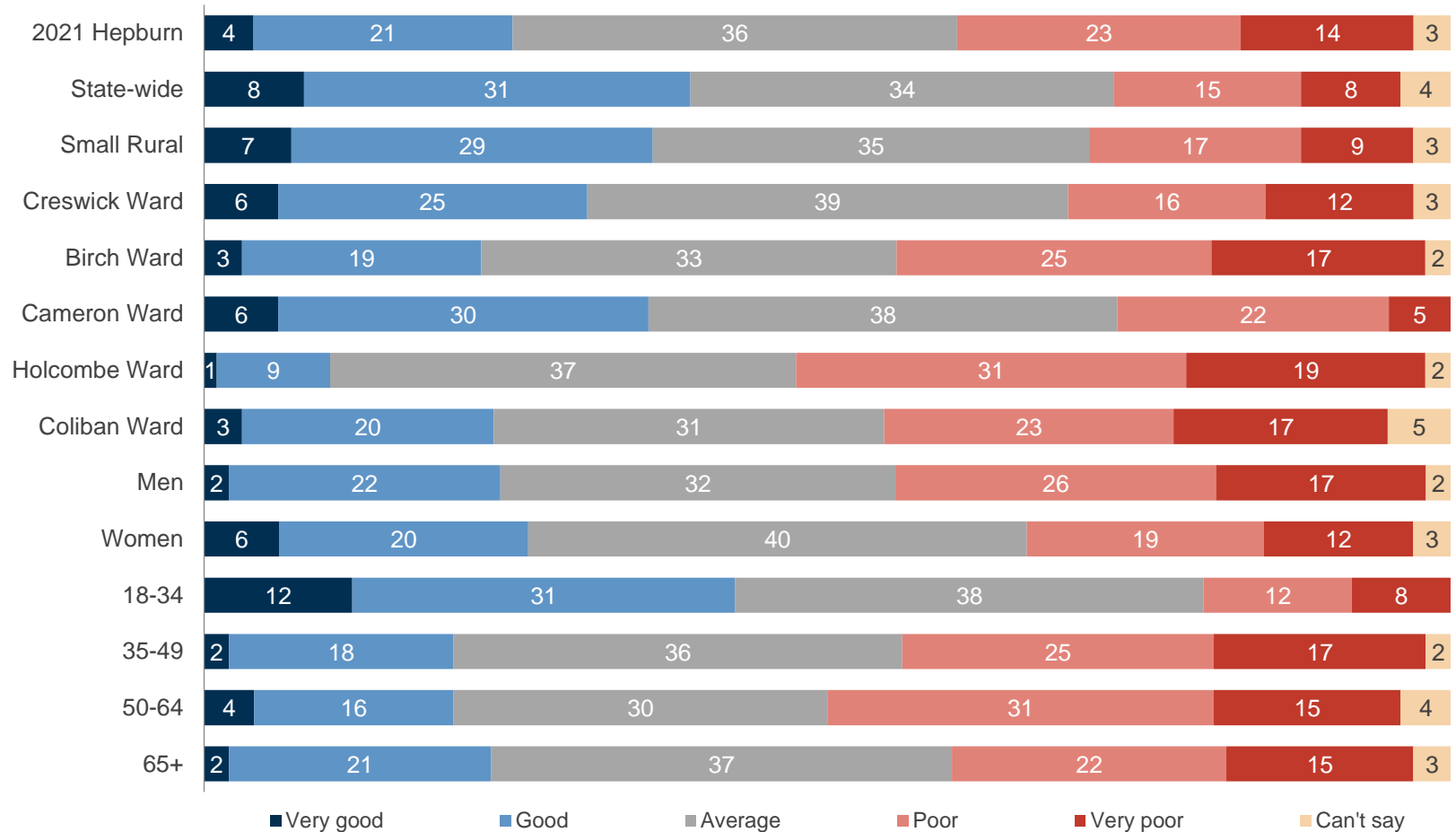
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

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



Value for money in services and infrastructure

2021 value for money (%)



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

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



Top performing service areas

Appearance of public areas (index score of 67, up three index points) is the area where Council performed best in 2021. Ratings of this area remain significantly lower than the Small Rural group and State-wide averages (index scores of 75 and 73 respectively).

- Ratings among women and those aged 18 to 34 years increased significantly over the past year. Perceptions of those aged 18 to 34 years (index score of 78) are also significantly higher than the Council average.
- It is important for Council to maintain its high standards in the appearance of public area as this service area has a positive influence on perceptions of Council's overall performance.

Tourism development is Council's next highest rated area (index score of 63, unchanged from last year and still lower than the peak rating achieved in 2019). Here though, Council performs in line with the Small Rural group and State-wide average.

- Ratings among residents aged 35 to 49 years (index score of 69) are significantly higher than the Council average.

Perceptions of Council's next highest rated area, waste management, improved significantly over the last year (index score of 61, up seven points from 2020).

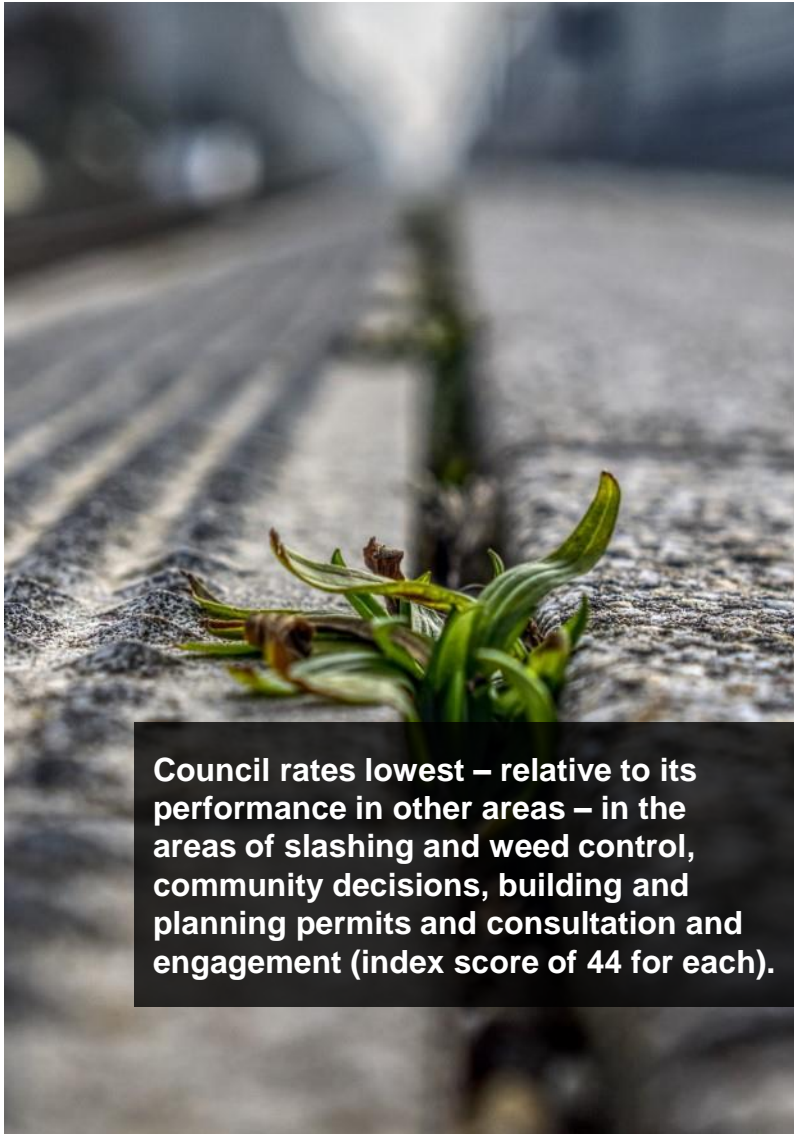
- Council continues to rate significantly lower here than the Small Rural group and State-wide averages.



Appearance of public areas (index score of 67) is the area where Council performed best in 2021, followed by tourism development (index score of 63).



Low performing service areas



Council rates lowest – relative to its performance in other areas – in the areas of slashing and weed control, community decisions, building and planning permits and consultation and engagement (index score of 44 for each).

Despite remaining one of the poorest performing areas, ratings of slashing and weed control increased significantly in 2021 (index score of 44, up seven points from 2020).

- This is an encouraging result, given this area is considered Council's equal most important responsibility, alongside waste management (importance index score of 82). It also has a moderate influence on perceptions of overall performance.
- Ratings among residents aged 18 to 34 years and those in the Birch Ward are significantly higher than average.

Equally low ratings are also seen for community decisions, which also improved significantly this year (index score of 44, up five points from 2021).

- However, the current rating remains well below that achieved by Council in previous years (index score of 52 in 2019). Given this area has the most influence on perceptions of Council's overall performance, it is important to continue to focus attention here.
- Ratings among residents aged 18 to 34 and those in the Cameron and Creswick Wards are significantly higher than average.

An index score of 44 is also seen for consultation and engagement and building and planning permits in 2021.

Council rates significantly lower than the Small Rural group and State-wide averages across all four service areas.



Individual service area performance

2021 individual service area performance (index scores)

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

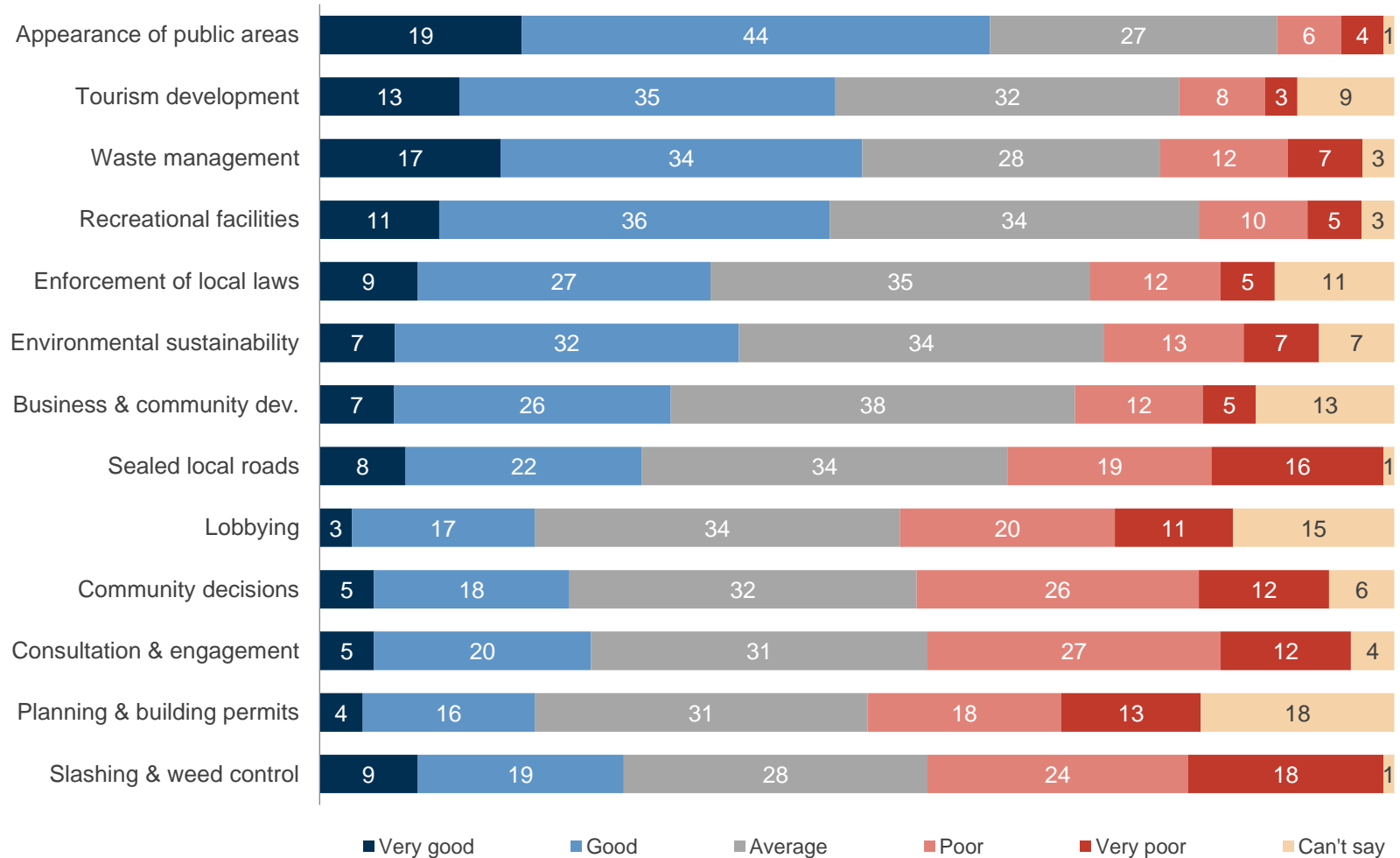
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

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



Individual service area performance

2021 individual service area performance (%)



Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?
 Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19



Individual service area importance

2021 individual service area importance (index scores)

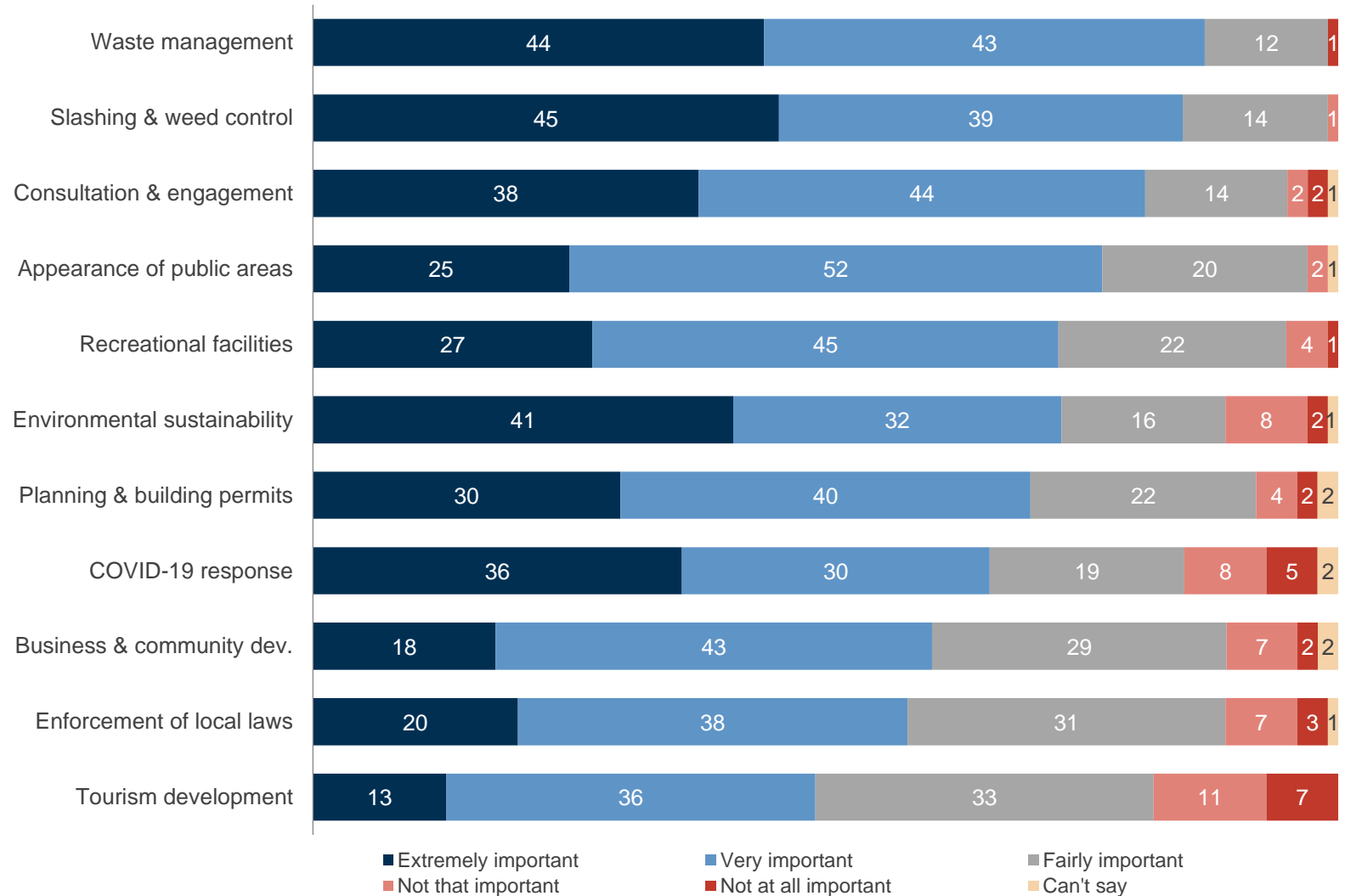
	2020	2019	2018	2017	2016	2015	2014	2013	2012
Waste management	82	80	81	n/a	n/a	n/a	n/a	n/a	n/a
Slashing & weed control	82	80	78	n/a	n/a	n/a	n/a	n/a	n/a
Consultation & engagement	79	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Environmental sustainability	75	74	75	n/a	n/a	n/a	n/a	n/a	n/a
Appearance of public areas	75	72	72	n/a	n/a	n/a	n/a	n/a	n/a
Recreational facilities	74	69	72	n/a	n/a	n/a	n/a	n/a	n/a
Planning & building permits	73	70	72	n/a	n/a	n/a	n/a	n/a	n/a
COVID-19 response	72	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Business & community dev.	67	68	70	n/a	n/a	n/a	n/a	n/a	n/a
Enforcement of local laws	67	60	68	n/a	n/a	n/a	n/a	n/a	n/a
Tourism development	60	58	61	n/a	n/a	n/a	n/a	n/a	n/a

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



Individual service area importance

2021 individual service area importance (%)

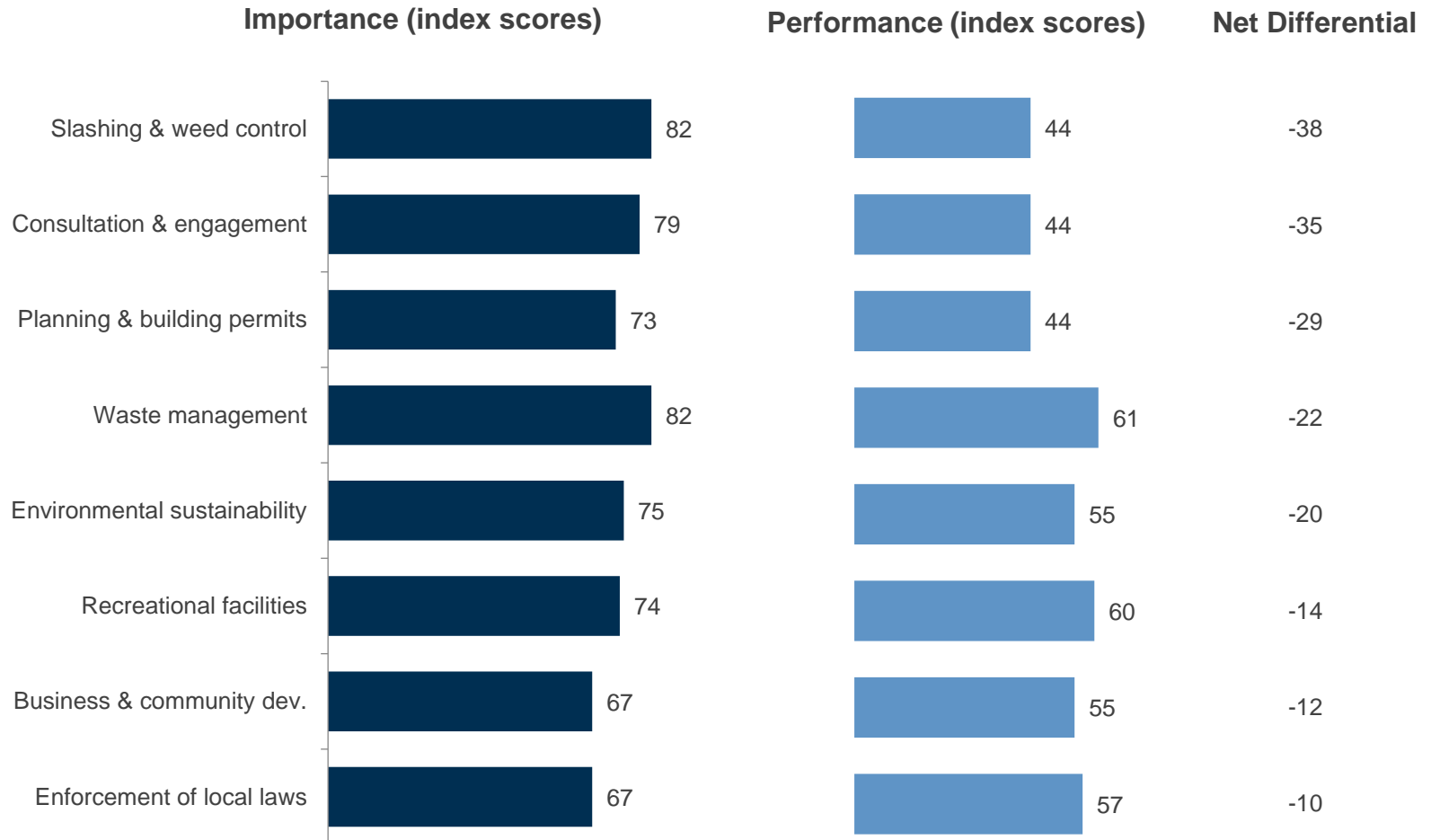


Q1. Firstly, how important should [RESPONSIBILITY AREA] be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 34 Councils asked group: 8



Individual service areas importance vs performance

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



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



Influences on perceptions of overall performance

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

- Decisions made in the interest of the community.

Good communication and transparency with residents about decisions Council has made in the community's interest provides the greatest opportunity to drive up overall opinion of Council's performance.

This is currently one of Council's poorest performing areas (index score of 44).

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

- Community consultation and engagement
- The appearance of public areas
- Roadside slashing and weed control
- Planning and building permits
- Enforcement of local laws.

The appearance of public areas is Council's best performing area (performance index of 67) and has a strong influence on the overall performance rating.

Council is also performing quite well on the enforcement of local laws (performance index of 57), which is a moderate influence on overall community opinion. Maintaining these positive results should remain a focus but there is greater work to be done elsewhere.

Community consultation, roadside slashing and weed control, and planning and building permits are key areas in need of attention, being poorly rated (performance index of 44 for each) and moderate-to-strong influences on Council's overall performance rating.

A greater focus on consulting with residents, particularly in relation to planning and building, as well as attending to roadside areas, will also be important to help improve overall ratings of Council.



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.

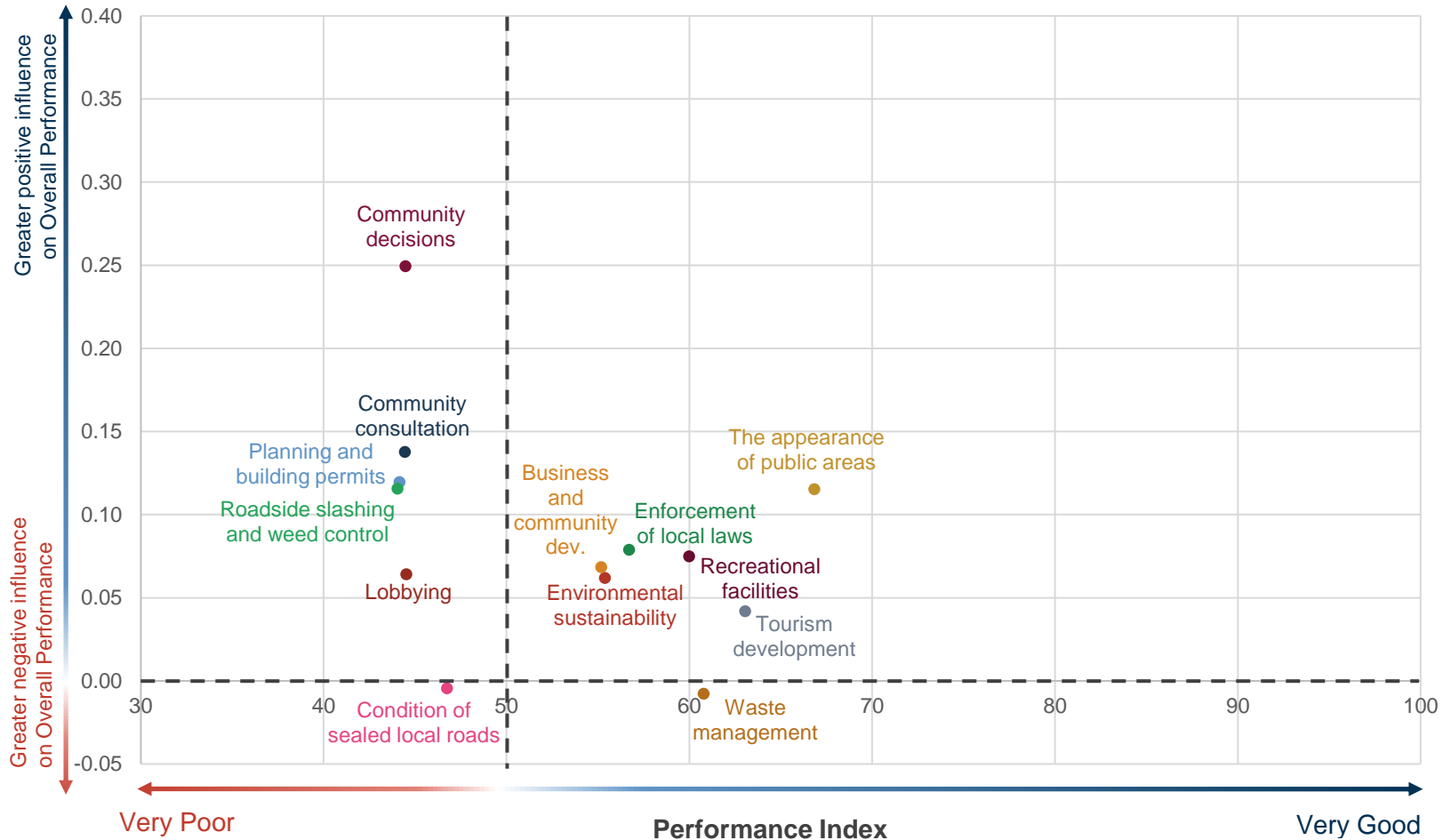
1. **The first chart** shows the results of a regression analysis of *all* individual service areas selected by Council.
2. **The second chart** shows the results of a regression performed on a smaller set of service areas, being those with a moderate-to-strong influence on overall performance. Service areas with a weaker 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

2021 regression analysis (all service areas)

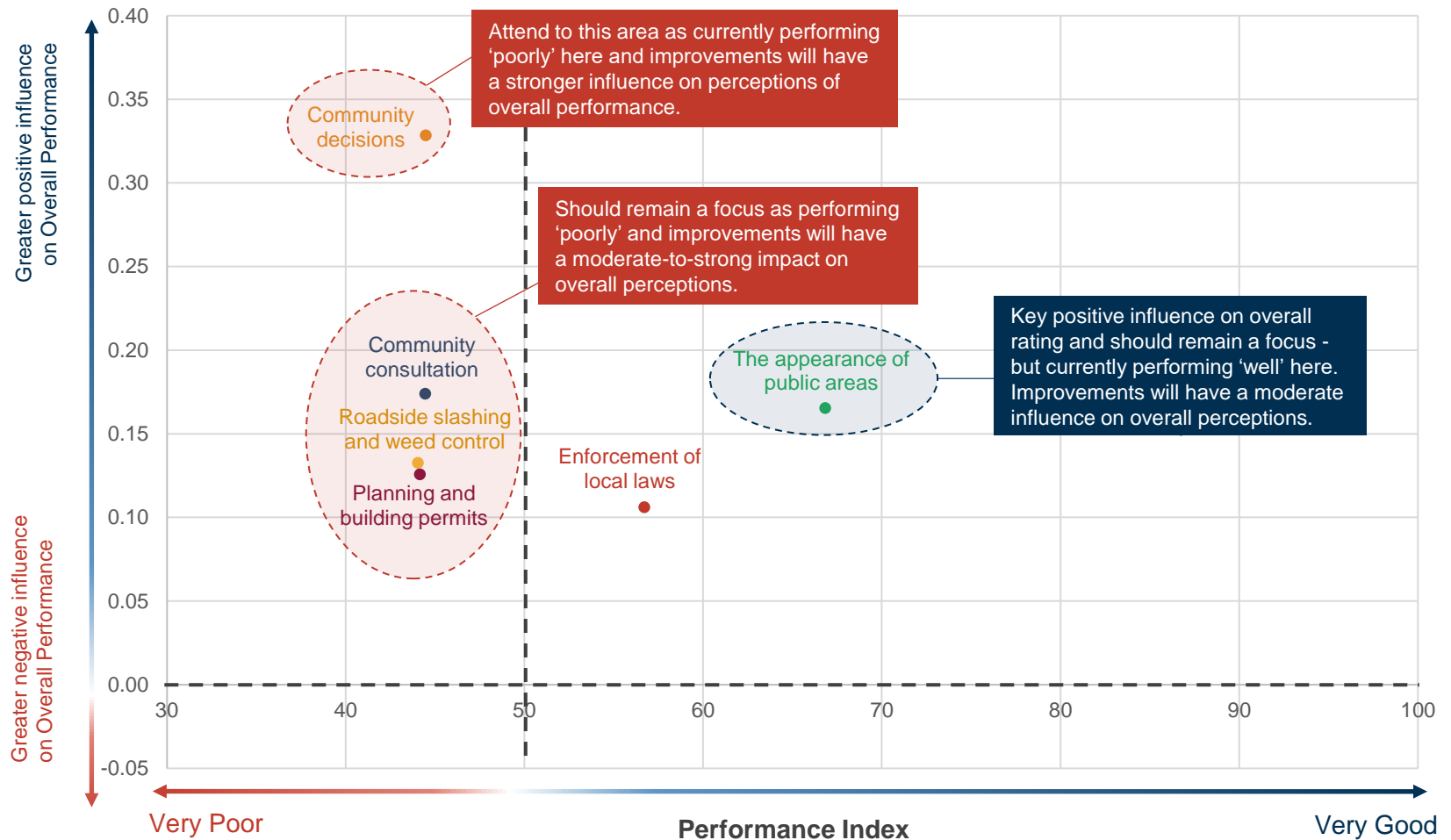


The multiple regression analysis model above (all service areas) has an R^2 value of 0.577 and adjusted R^2 value of 0.563, which means that 58% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at $p = 0.0001$, $F = 40.52$. 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

2021 regression analysis (key service areas)



The multiple regression analysis model above (reduced set of service areas) has an R² value of 0.557 and adjusted R² value of 0.550, which means that 56% 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 = 82.20.

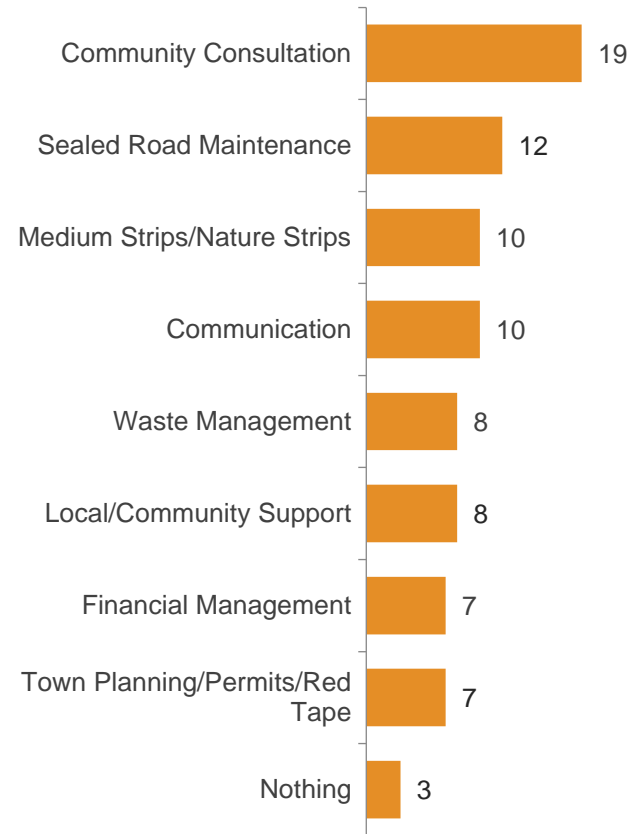


Best things about Council and areas for improvement

2021 best things about Council (%)
- Top mentions only -



2021 areas for improvement (%)
- Top mentions only -



Q16. Please tell me what is the ONE BEST thing about Hepburn Shire Council? It could be about any of the issues or services we have covered in this survey or it could be about something else altogether?

Base: All respondents. Councils asked state-wide: 28 Councils asked group: 9

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

Base: All respondents. Councils asked state-wide: 45 Councils asked group: 13

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



Customer service



Contact with council and customer service

Contact with council

More than two in three residents (68%) have had contact with Council in the last 12 months. After trending upwards from 2017 to 2020, rate of contact declined by three percentage points this year.

Methods of communication with Council shifted in response to COVID restrictions. In person contact declined (31%, down from 42% in 2020), use of email continues to trend up (29%, up from 16% in 2018), while telephone contact remained relatively stable (37%). Use of social media also continues to increase.



Among those residents who have had contact with Council, 61% provide a positive customer service rating of 'very good' or 'good', including 26% who rate Council's customer service as 'very good'.

Customer service

Council's customer service index of 66 is three points higher than in 2020 – noting that this is not a significant increase. Customer service is now in line with the Small Rural group average, but remains significantly lower than State-wide average (index scores of 69 and 70 respectively).

- Moderate (but not significant) improvement in customer service ratings are seen consistently across almost all demographic cohorts this year.

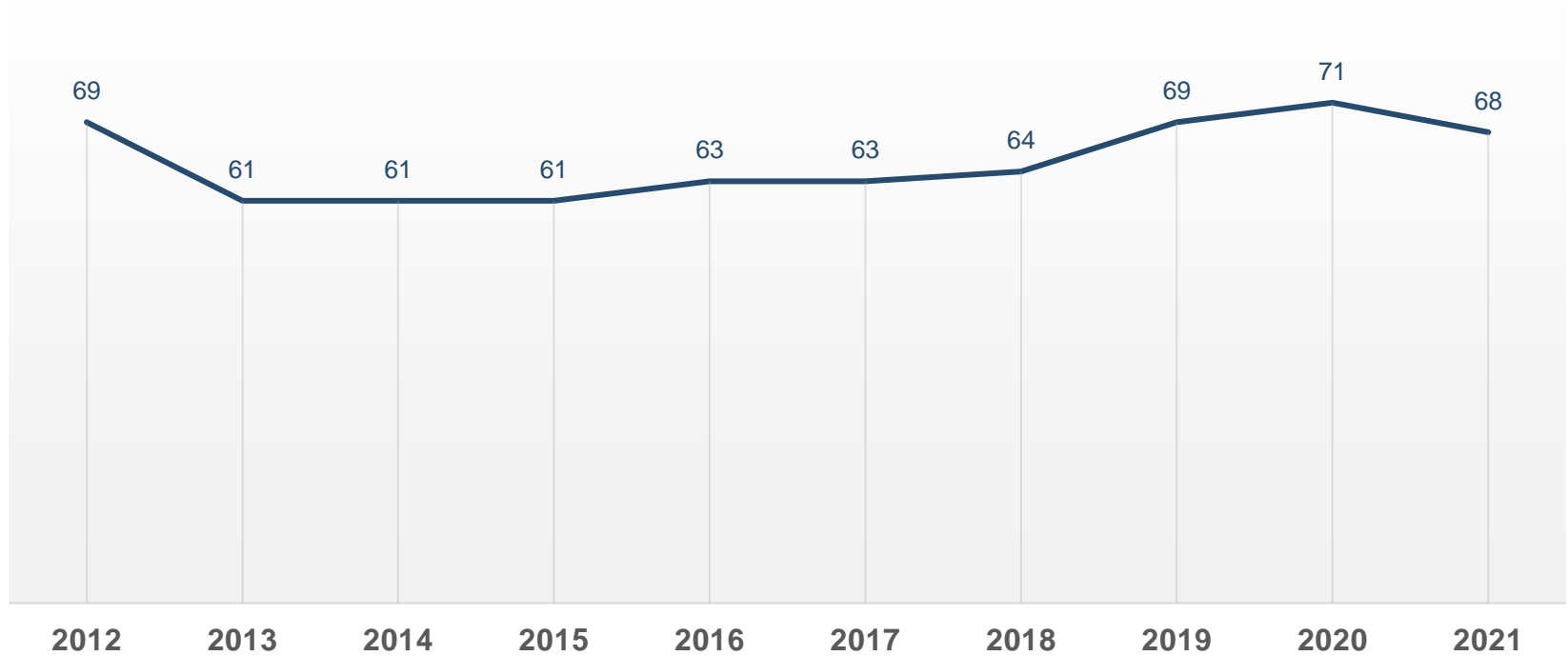
Customer service ratings among residents contacting Council via social media increased significantly in 2021 (index score of 78, up 27 points from 2020 – noting the small sample size here).

After experiencing a significant decline in 2019, perceptions of customer service among those using email are now improving (index score of 64), and are just below those seen for telephone (65) and in person (67) contact.



Contact with council

2021 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: 27 Councils asked group: 4



Contact with council

2021 contact with council (%)

	2020	2019	2018	2017	2016	2015	2014	2013	2012
Holcombe Ward	74	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	74	72	65	71	72	65	63	65	61
Creswick Ward	73	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
35-49	73	77	76	65	63	71	63	55	68
Hepburn	68	71	69	64	63	63	61	61	61
Men	68	70	66	66	58	62	64	64	60
Women	67	72	71	62	68	64	58	58	62
Cameron Ward	65	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Small Rural	64	67	66	66	62	61	64	n/a	n/a
Coliban Ward	64	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
65+	64	70	68	64	64	57	59	56	61
State-wide	62	64	63	63	58	58	60	61	60
18-34	62	67	69	51	47	61	57	72	51
Birch Ward	61	n/a	n/a	n/a	n/a	n/a	n/a	n/a	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: 27 Councils asked group: 4

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



Customer service rating

2021 customer service rating (index scores)

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

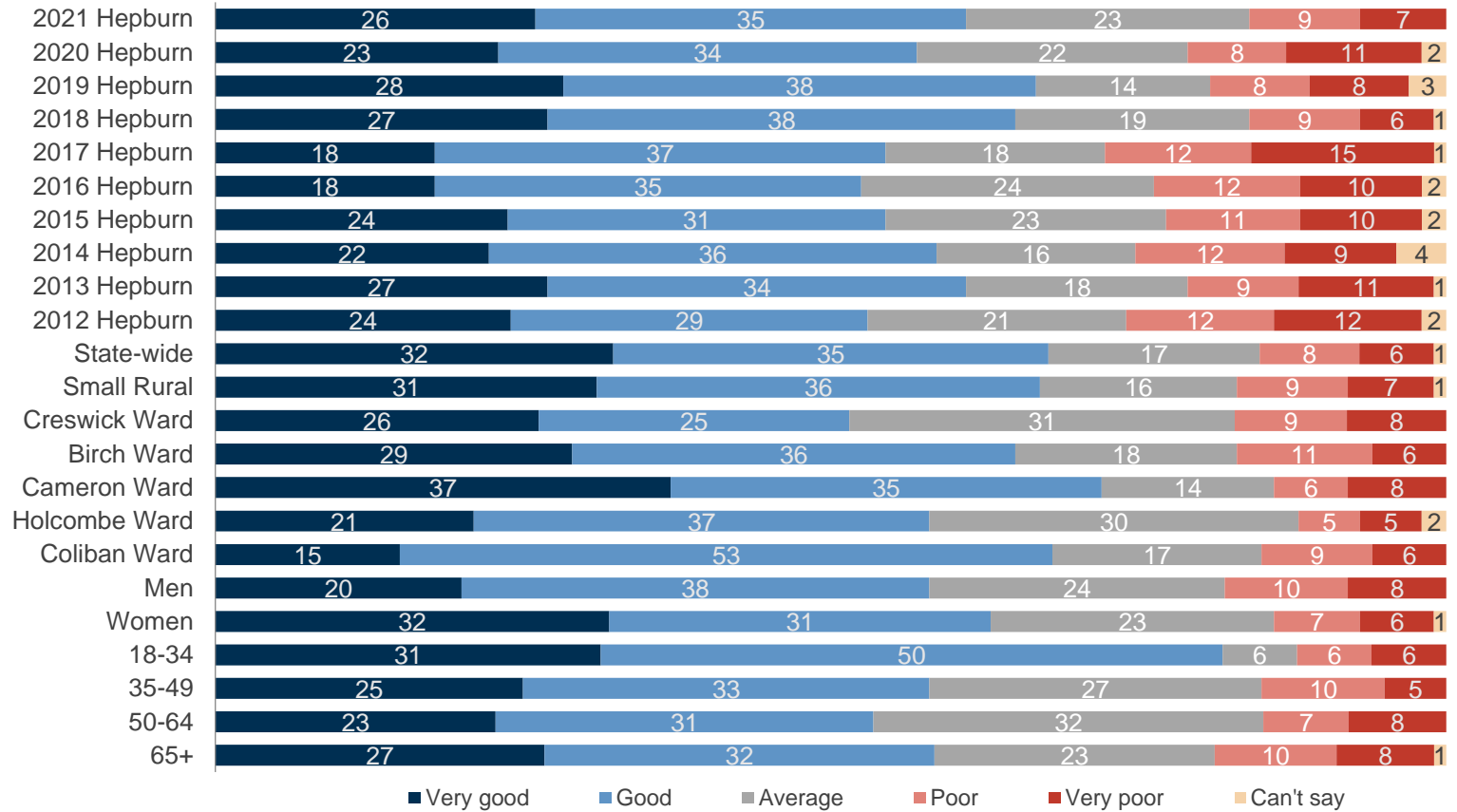
Councils asked state-wide: 66 Councils asked group: 19

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



Customer service rating

2021 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: 66 Councils asked group: 19



Method of contact with council

2021 method of contact (%)



In Person



In Writing



By Telephone



By Text Message



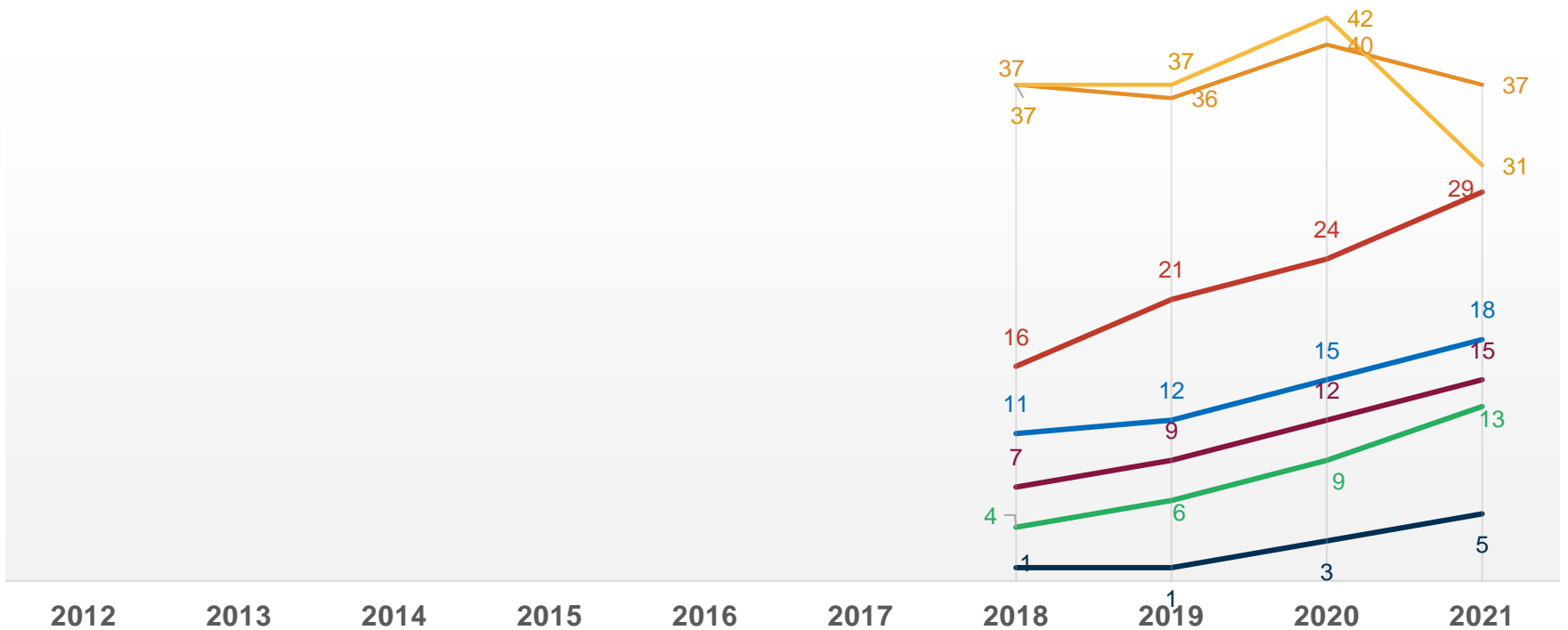
By Email



Via Website



By Social Media



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: 27 Councils asked group: 4

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



Customer service rating by method of last contact

2021 customer service rating (index score by method of last contact)

	2020	2019	2018	2017	2016	2015	2014	2013	2012
By social media	51	73	71	n/a	n/a	n/a	n/a	n/a	n/a
By text message	67	n/a	50	n/a	n/a	n/a	n/a	n/a	n/a
Via website	81	63	67	n/a	n/a	n/a	n/a	n/a	n/a
In person	67	73	71	n/a	n/a	n/a	n/a	n/a	n/a
By telephone	64	71	66	n/a	n/a	n/a	n/a	n/a	n/a
By email	55	58	74	n/a	n/a	n/a	n/a	n/a	n/a
In writing	58	42	46	n/a	n/a	n/a	n/a	n/a	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: 27 Councils asked group: 4

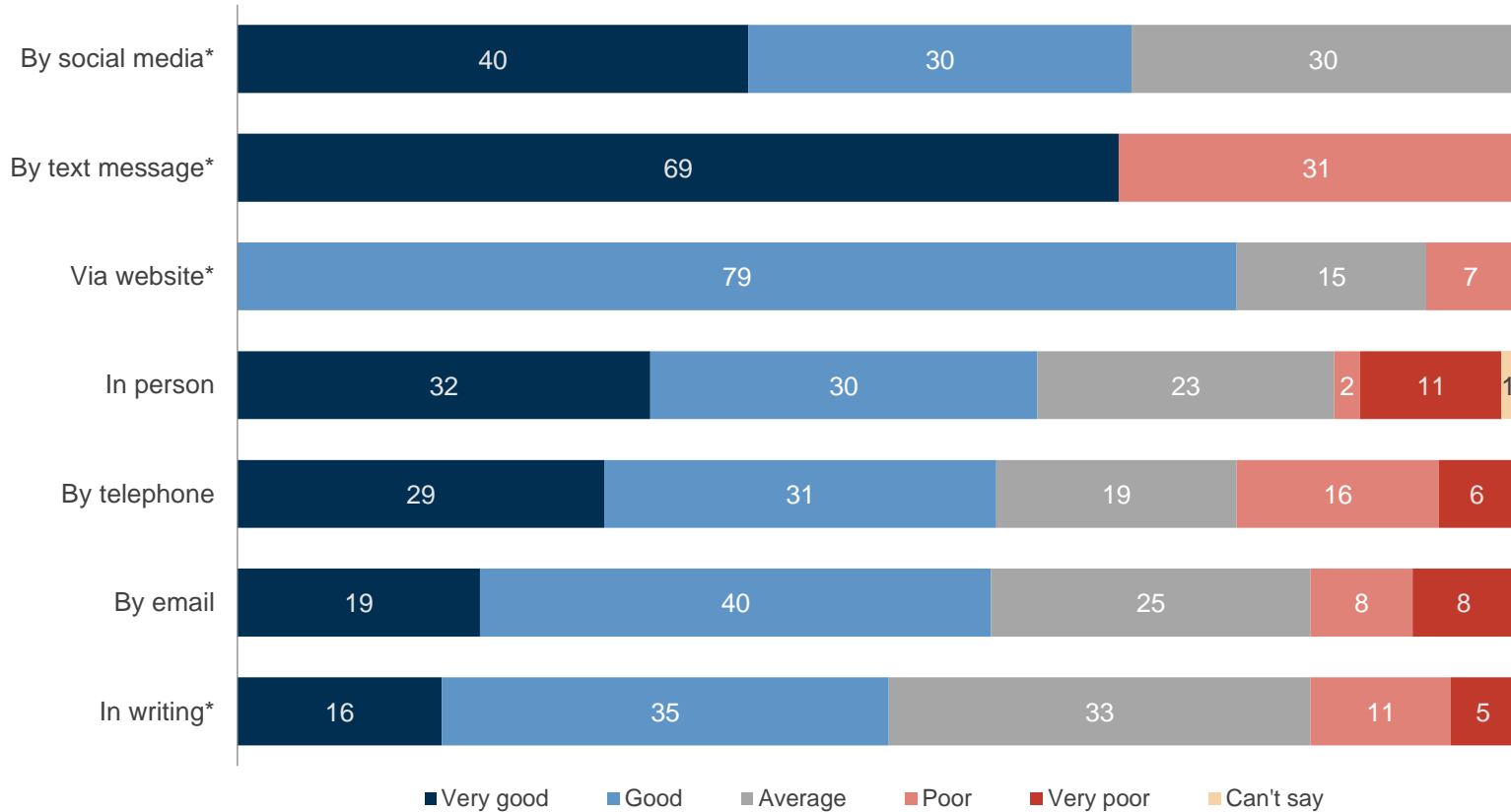
Note: Please see Appendix A for explanation of significant differences.

*Caution: small sample size < n=30



Customer service rating by method of last contact

2021 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: 27 Councils asked group: 4
 *Caution: small sample size < n=30



Communication

Communication

Residents' preferred form of communication from Council continues to be newsletters sent via mail (35%), followed by newsletters sent via email (26%).

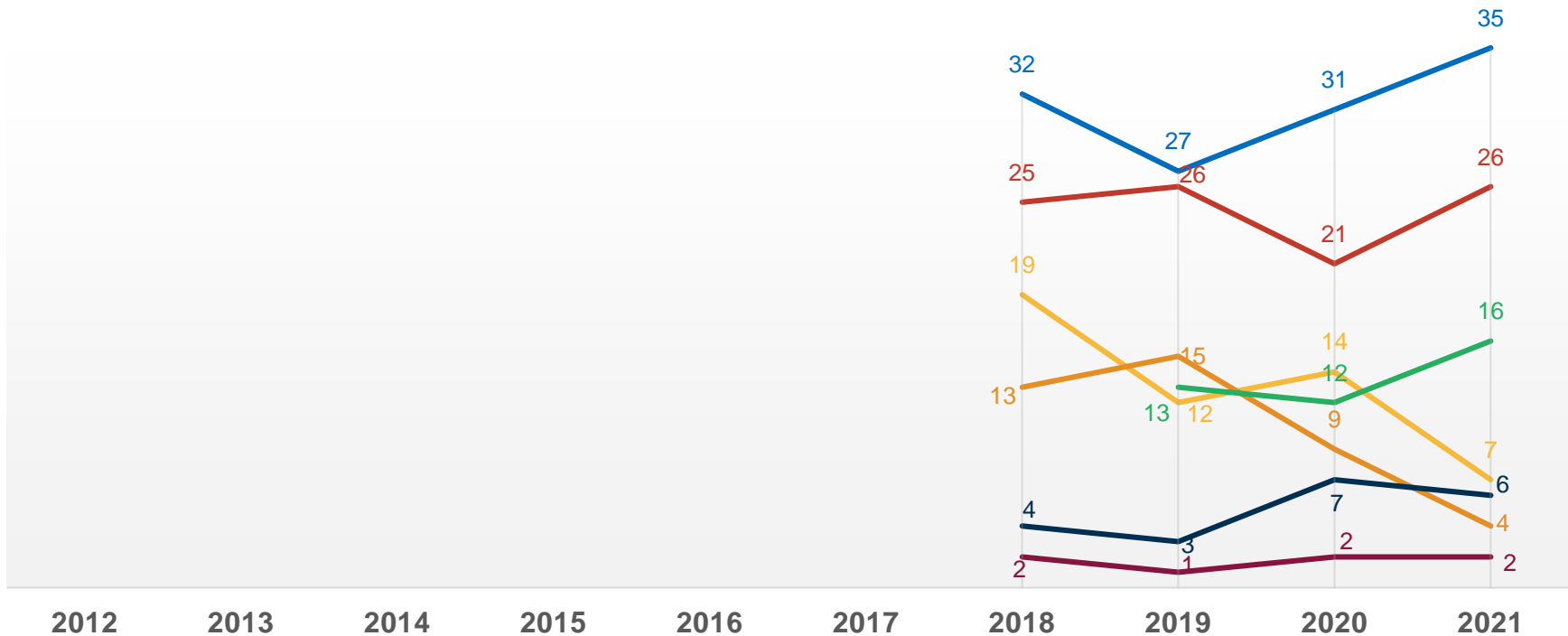
- The most preferred forms of communication among residents aged under 50 years have not yet stabilised and are showing fluctuations over time. Social media (27%, up from 16% in 2020) is now the most preferred means of contact from Council, while preference for newsletters sent via mail has declined (25%, down from 33% in 2020). Beyond these, other forms of electronic communication continue to be common preferences, namely newsletters sent via email (22%, up from 16% in 2020) and text message (14%).
- The most preferred form of communication among those aged over 50 years remains newsletters sent via mail (40%, up from 30% 2020). While newsletters sent via email continues as a common preference (28%, was 25%), interest in advertising in a local newspaper has fallen over the past 12 months (9%, down from 19%).





Best form of communication

2021 best form of communication (%)

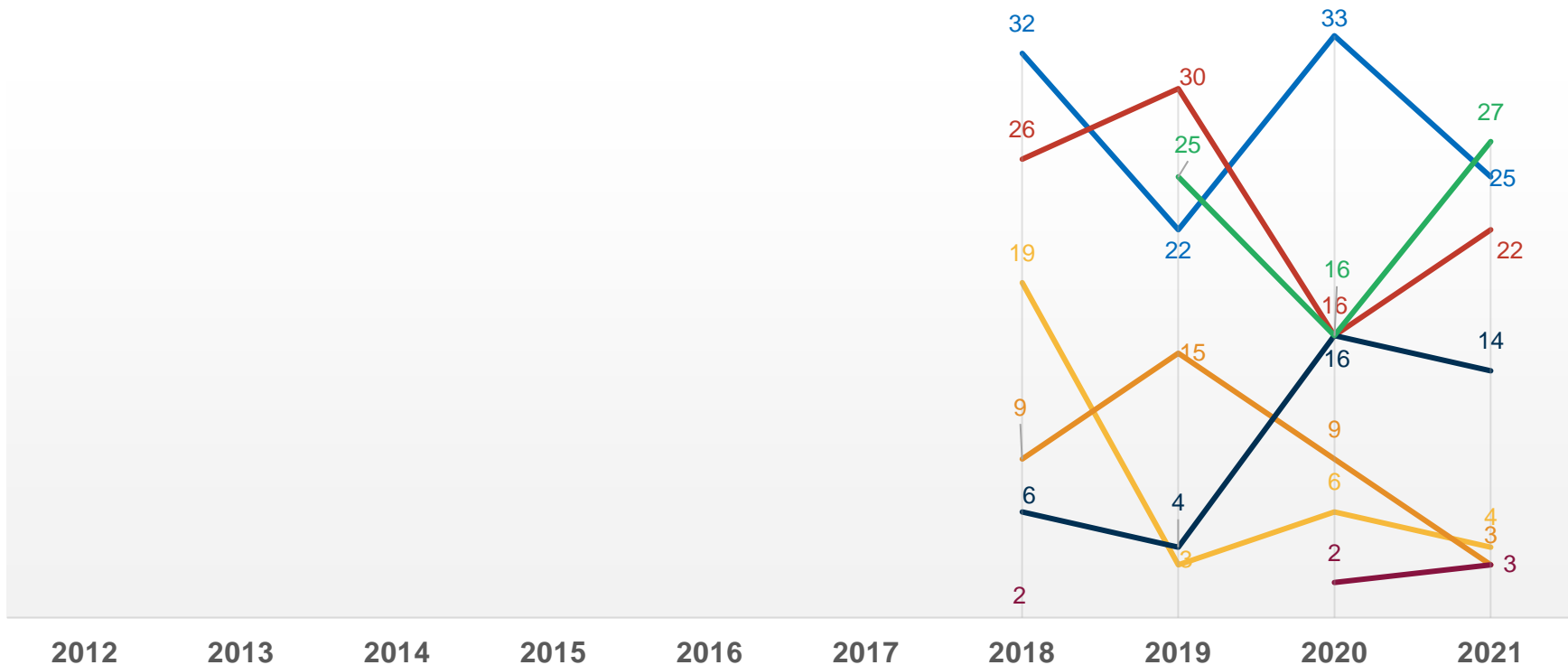


Q13. If Hepburn Shire Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?
 Base: All respondents. Councils asked state-wide: 35 Councils asked group: 10
 Note: 'Social Media' was included in 2019.



Best form of communication: under 50s

2021 under 50s best form of communication (%)

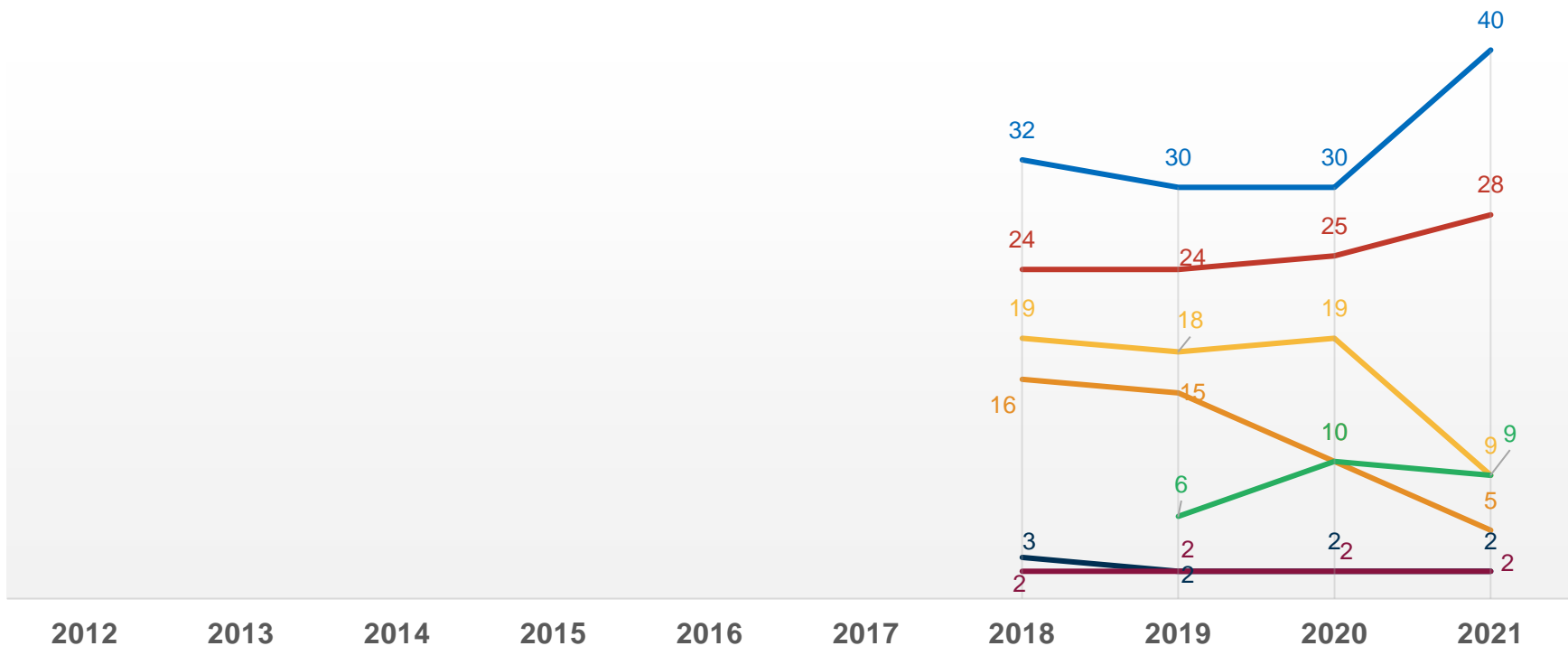


Q13. If Hepburn Shire Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?
 Base: All respondents aged under 50. Councils asked state-wide: 35 Councils asked group: 10
 Note: 'Social Media' was included in 2019.



Best form of communication: over 50s

2021 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: 35 Councils asked group: 10
 Note: 'Social Media' was included in 2019.

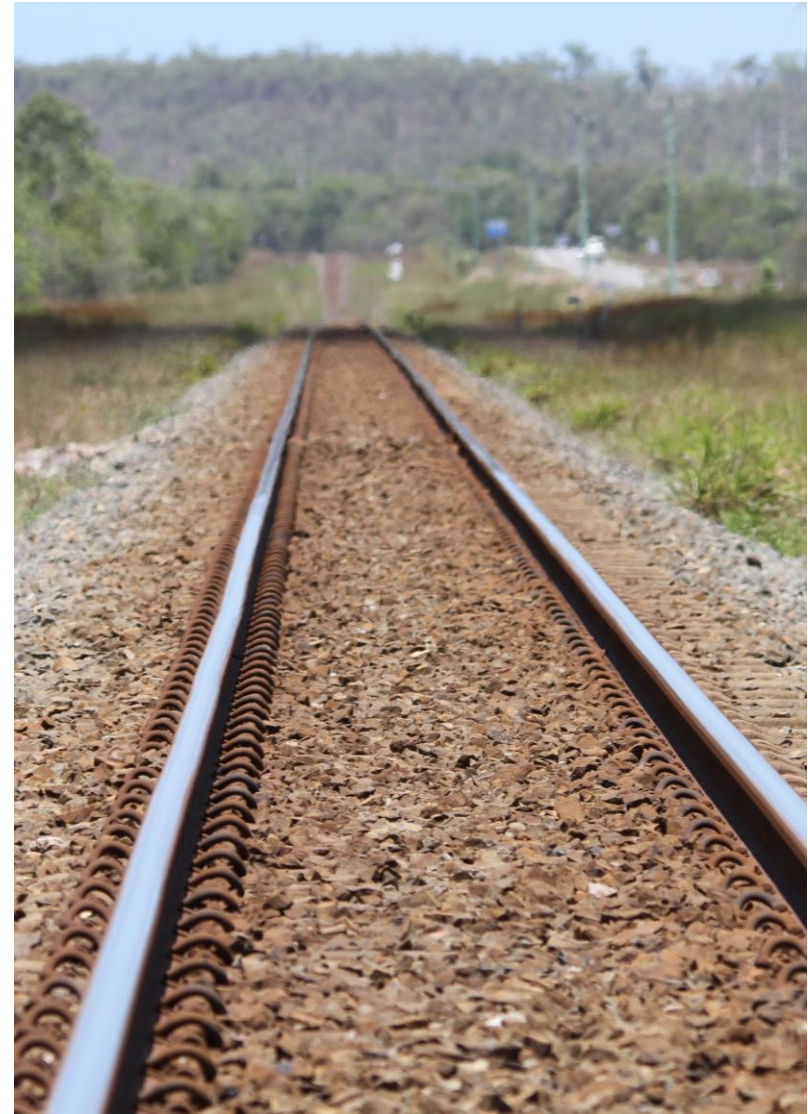


Council direction

Council direction

Over the last 12 months, 55% of residents believe the direction of Council's overall performance has stayed the same, up eight points on 2020.

- 18% believe the direction has improved in the last 12 months (up six points on 2020).
- 23% believe it has deteriorated, down 16 points on 2020.
- The most satisfied with Council direction are those aged 35 to 49 years and women – ratings among both these cohorts increased significantly from last year.
- The least satisfied with Council direction are those aged 50 to 64 years and men – despite this, ratings among both these cohorts also increased significantly from last year.





Overall council direction last 12 months

2021 overall council direction (index scores)

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

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

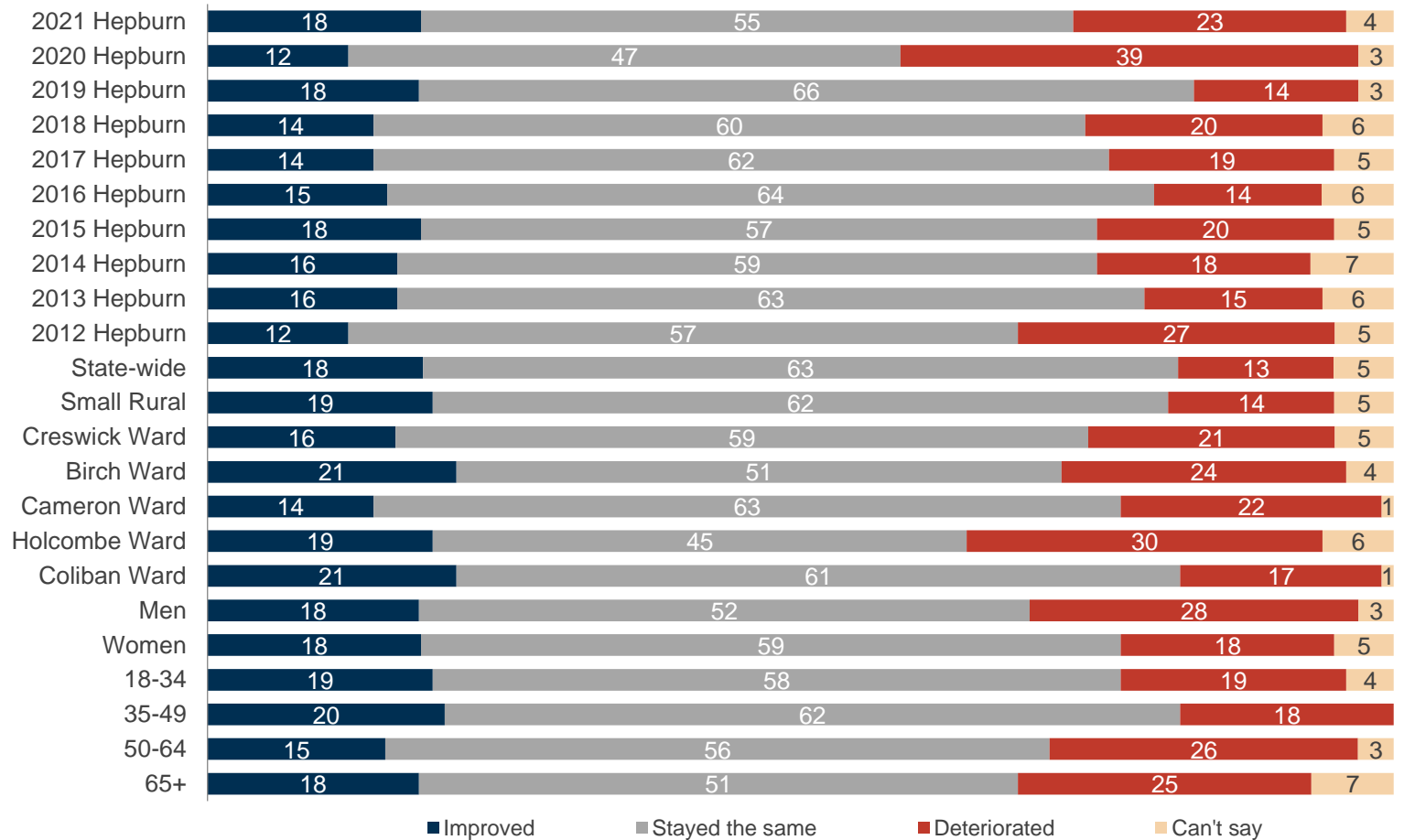
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

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



Overall council direction last 12 months

2021 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: 66 Councils asked group: 19

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

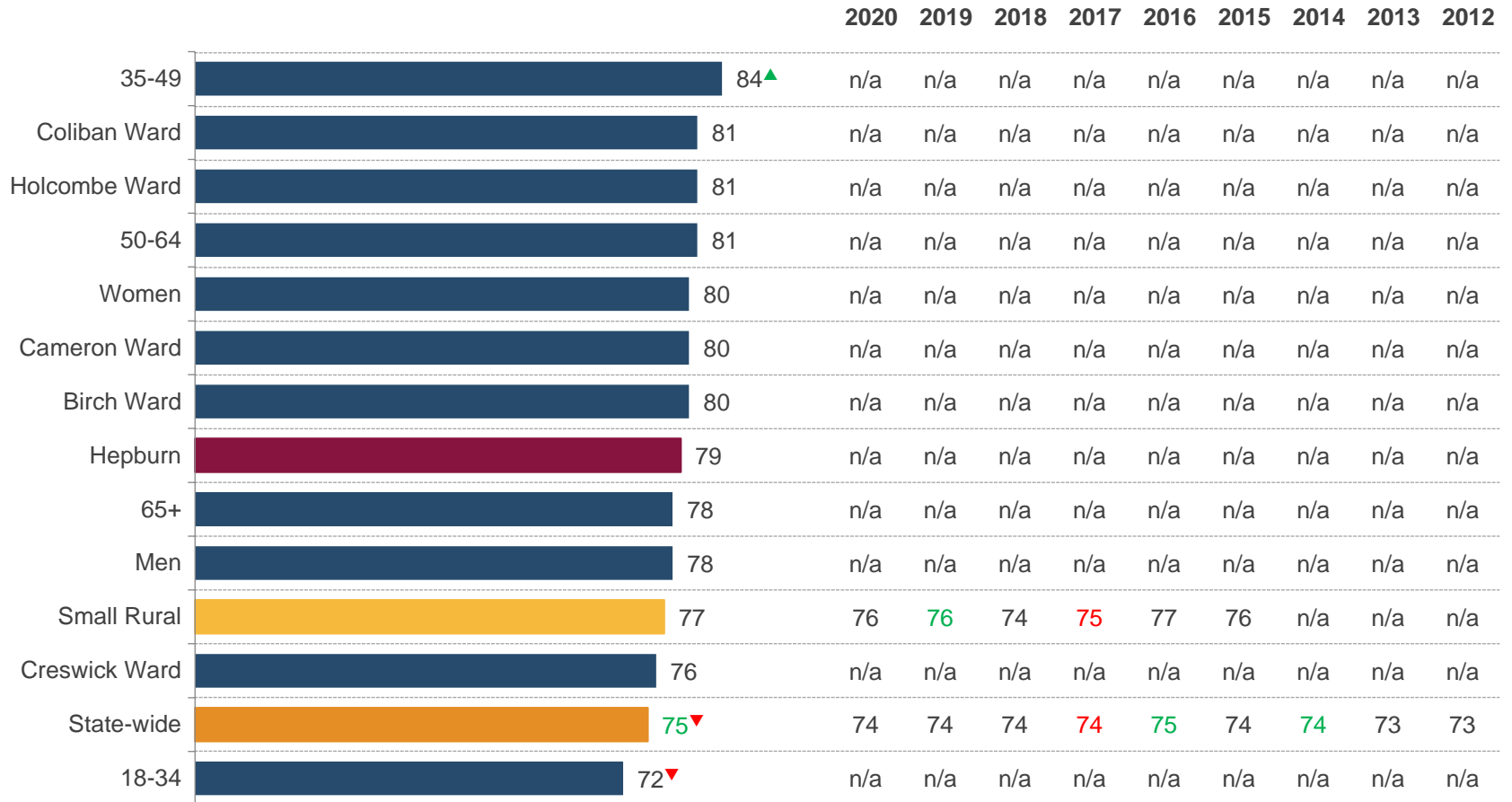
Individual service areas



Community consultation and engagement importance



2021 consultation and engagement importance (index scores)



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

Base: All respondents. Councils asked state-wide: 29 Councils asked group: 6

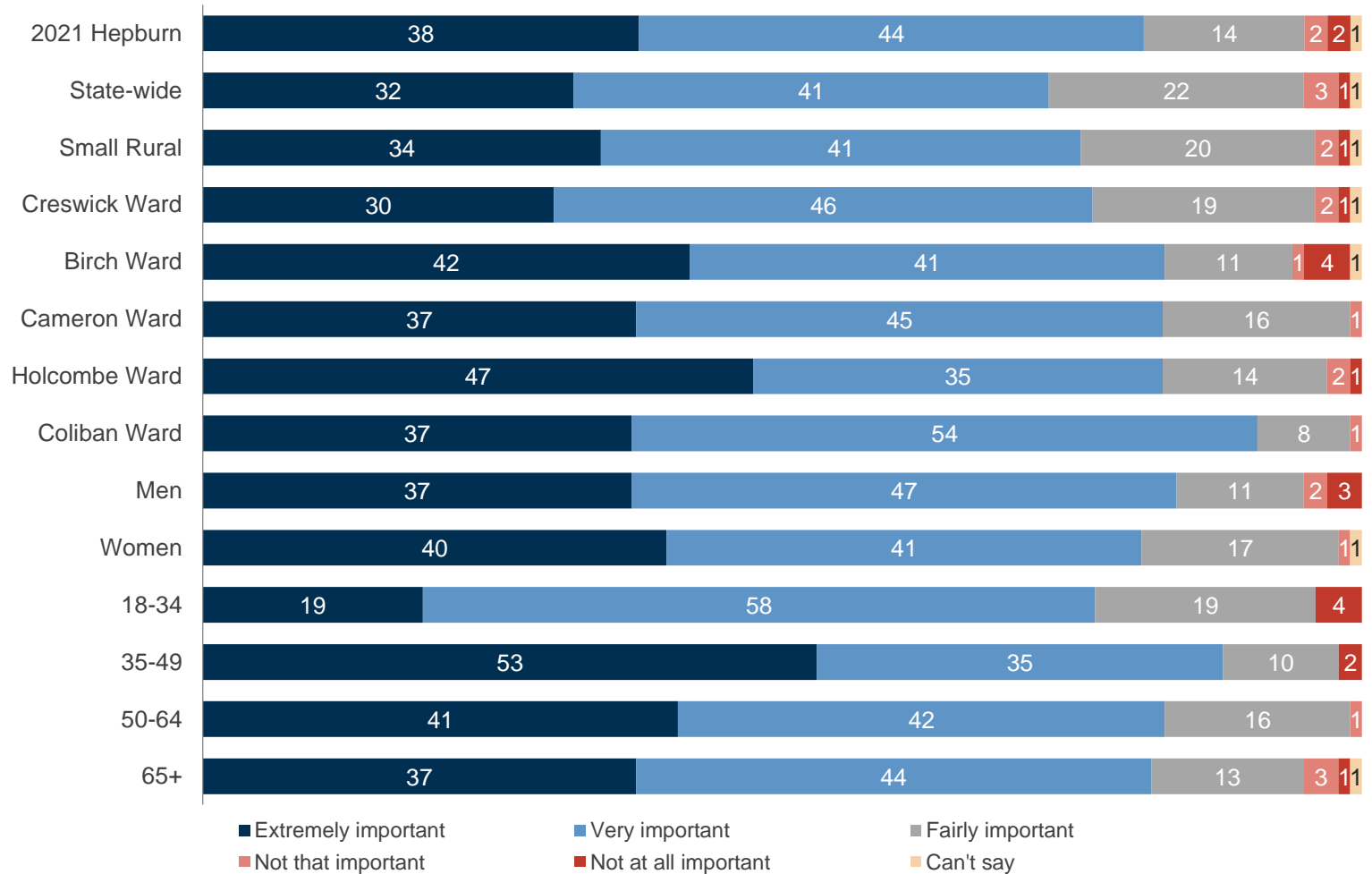
Note: Please see Appendix A for explanation of significant differences.



Community consultation and engagement importance



2021 consultation and engagement importance (%)



Q1. Firstly, how important should 'Community consultation and engagement' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 29 Councils asked group: 6



Community consultation and engagement performance



2021 consultation and engagement performance (index scores)

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

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

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

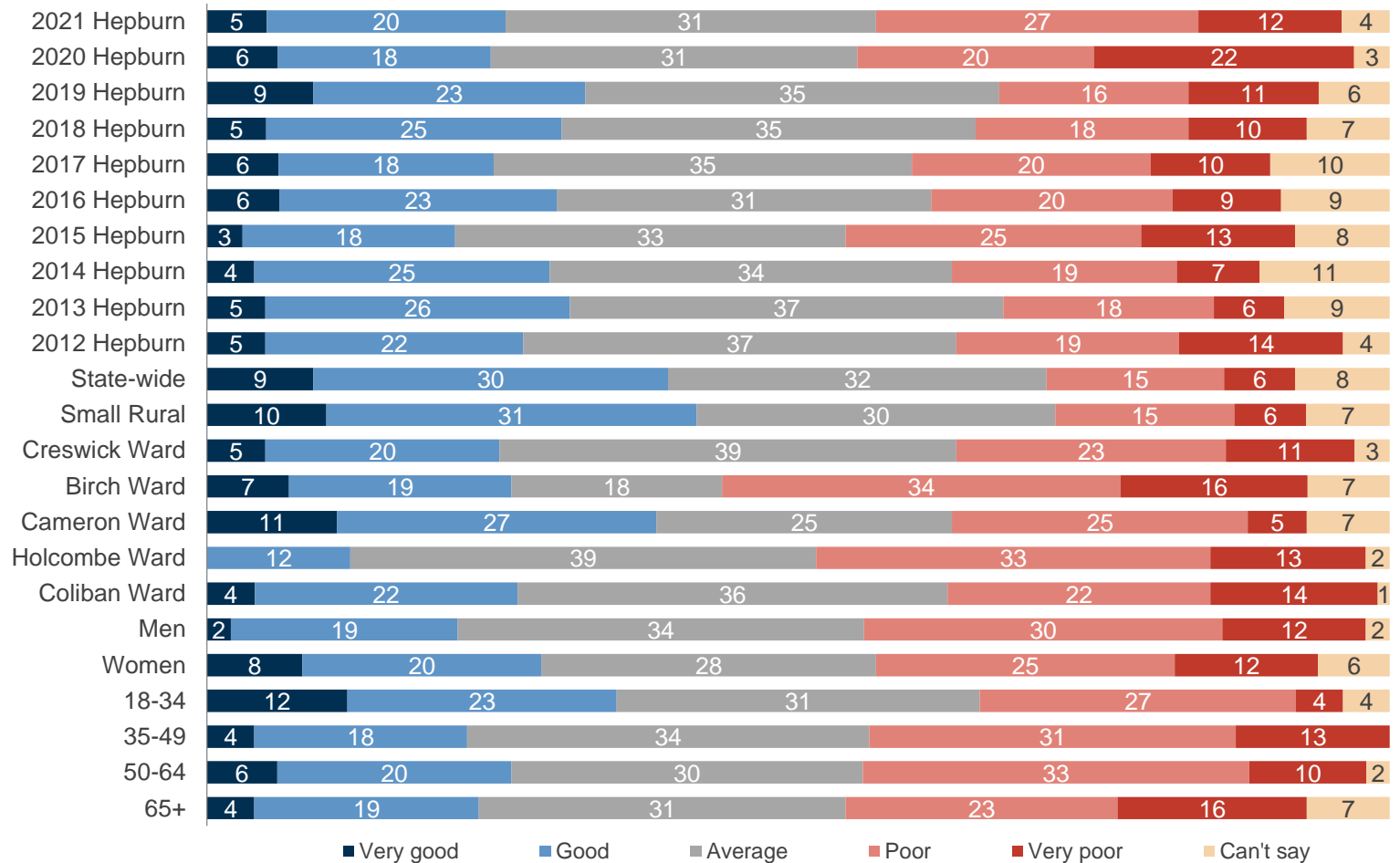
Note: Please see Appendix A for explanation of significant differences.



Community consultation and engagement performance



2021 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: 66 Councils asked group: 19



Lobbying on behalf of the community performance



2021 lobbying performance (index scores)

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

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

Base: All respondents. Councils asked state-wide: 51 Councils asked group: 13

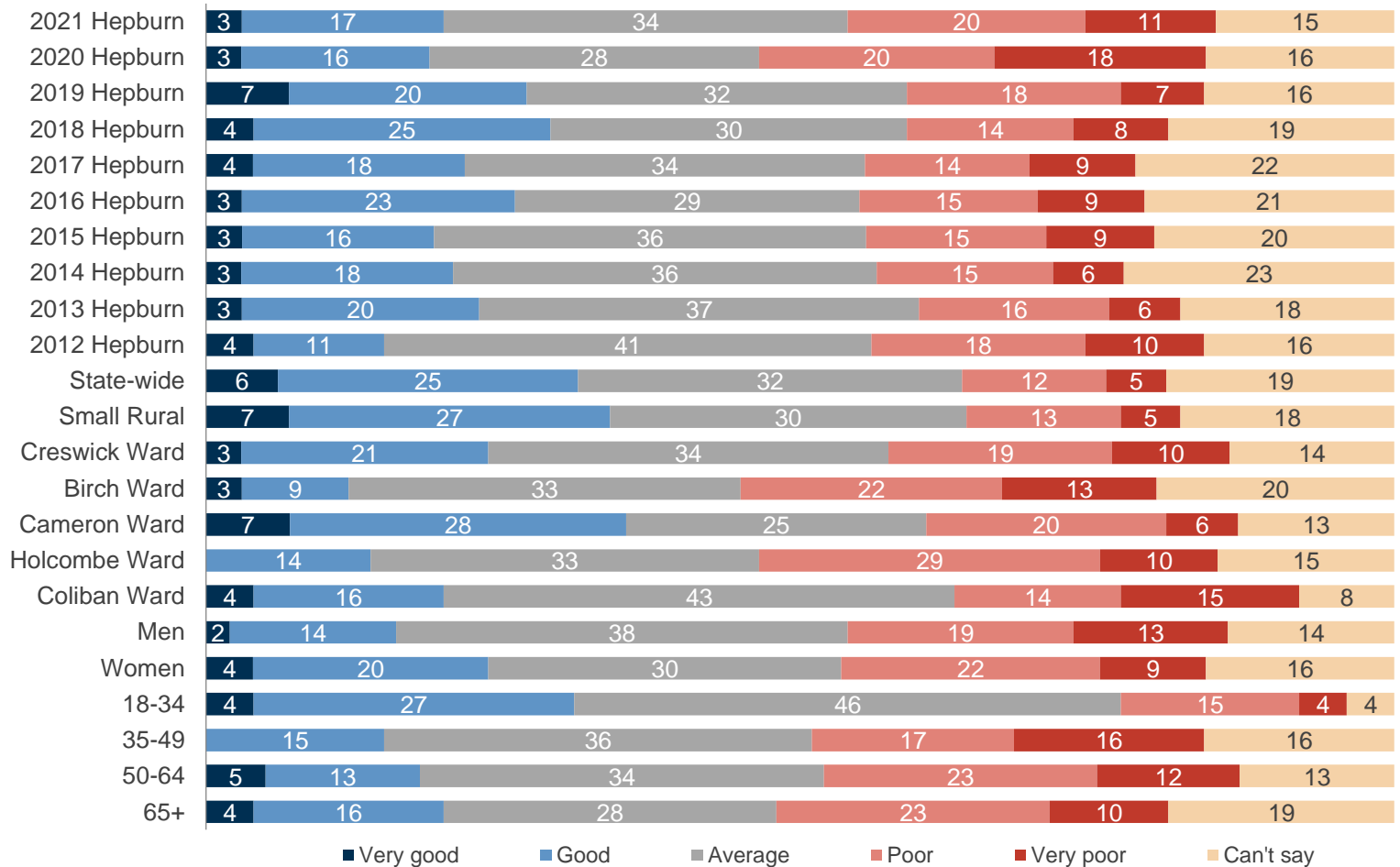
Note: Please see Appendix A for explanation of significant differences.



Lobbying on behalf of the community performance



2021 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: 51 Councils asked group: 13

Decisions made in the interest of the community performance



2021 community decisions made performance (index scores)

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

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

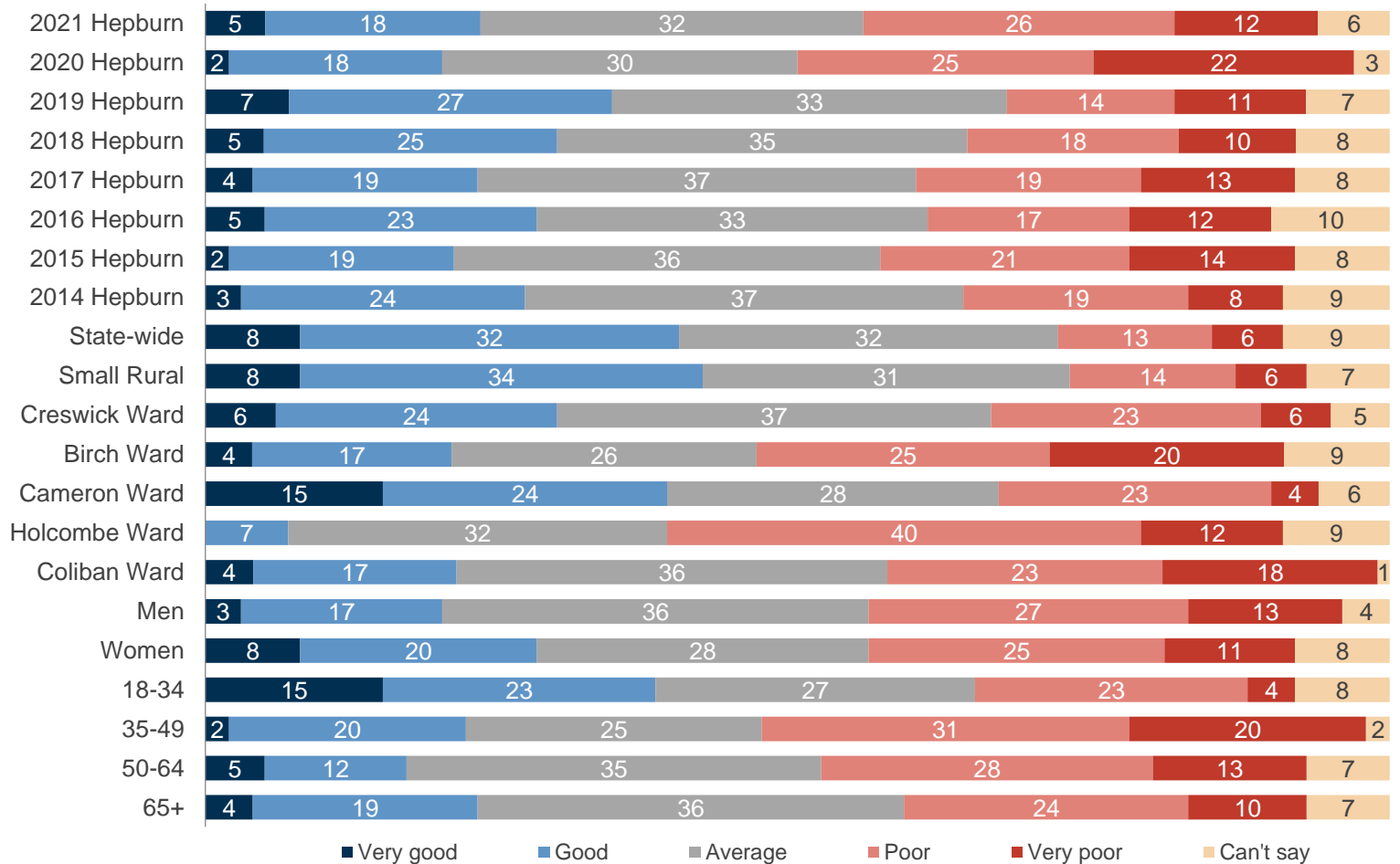
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

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

Decisions made in the interest of the community performance



2021 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: 66 Councils asked group: 19

The condition of sealed local roads in your area performance



2021 sealed local roads performance (index scores)

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

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

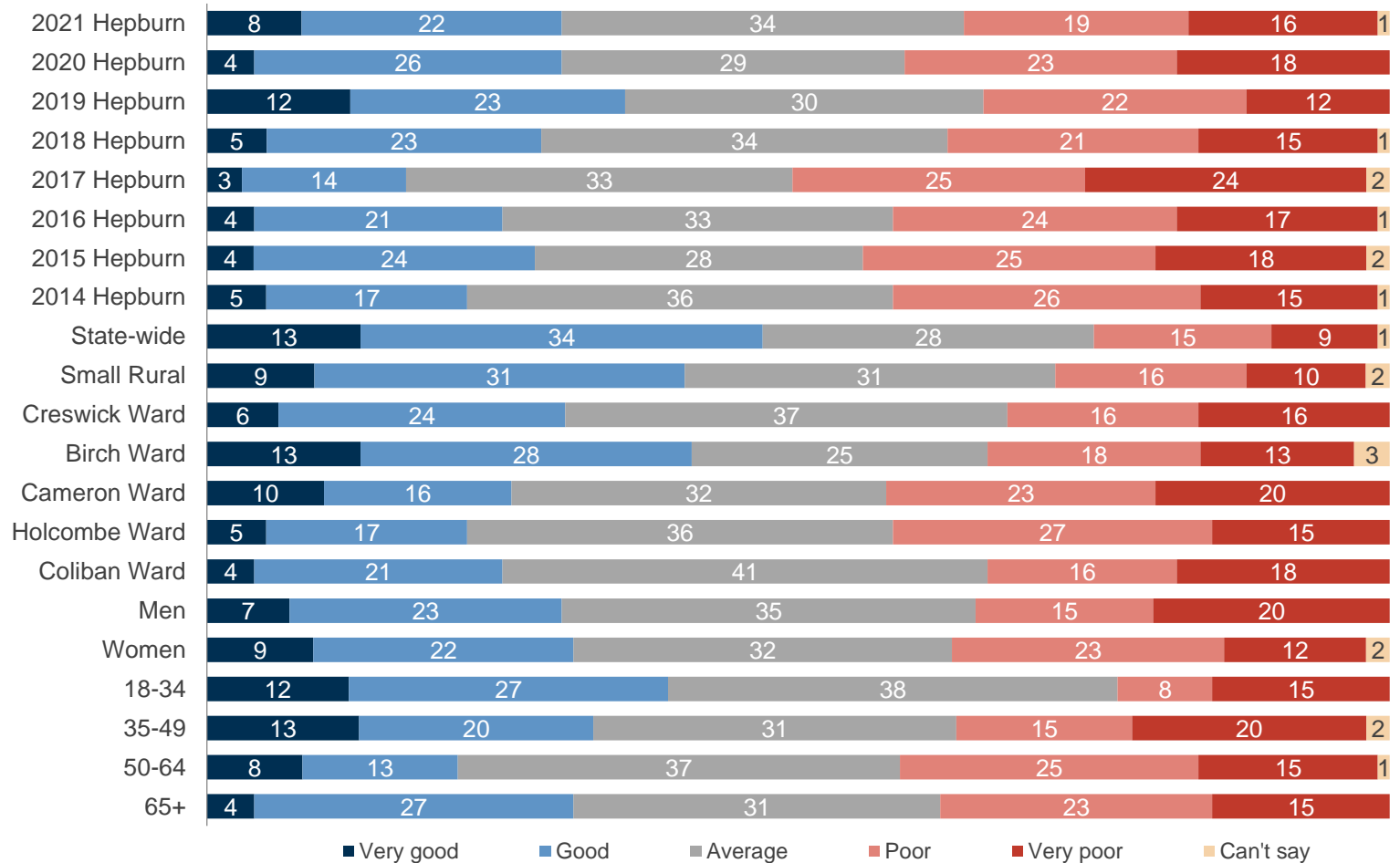
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

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

The condition of sealed local roads in your area performance



2021 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: 66 Councils asked group: 19



Enforcement of local laws importance



2021 law enforcement importance (index scores)

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

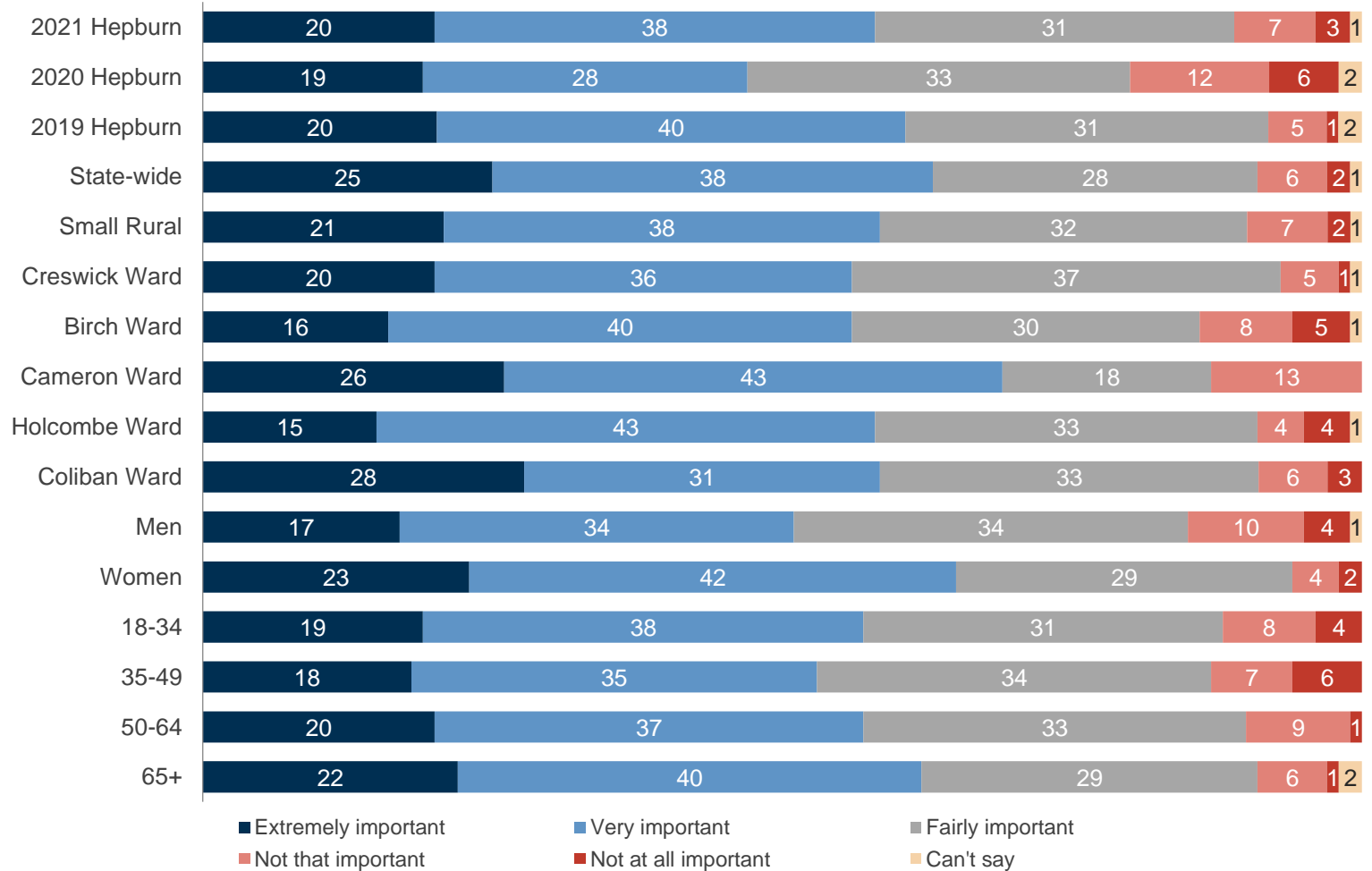
Q1. Firstly, how important should 'Enforcement of local laws' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 25 Councils asked group: 7
 Note: Please see Appendix A for explanation of significant differences.



Enforcement of local laws importance



2021 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: 25 Councils asked group: 7



Enforcement of local laws performance



2021 law enforcement performance (index scores)

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

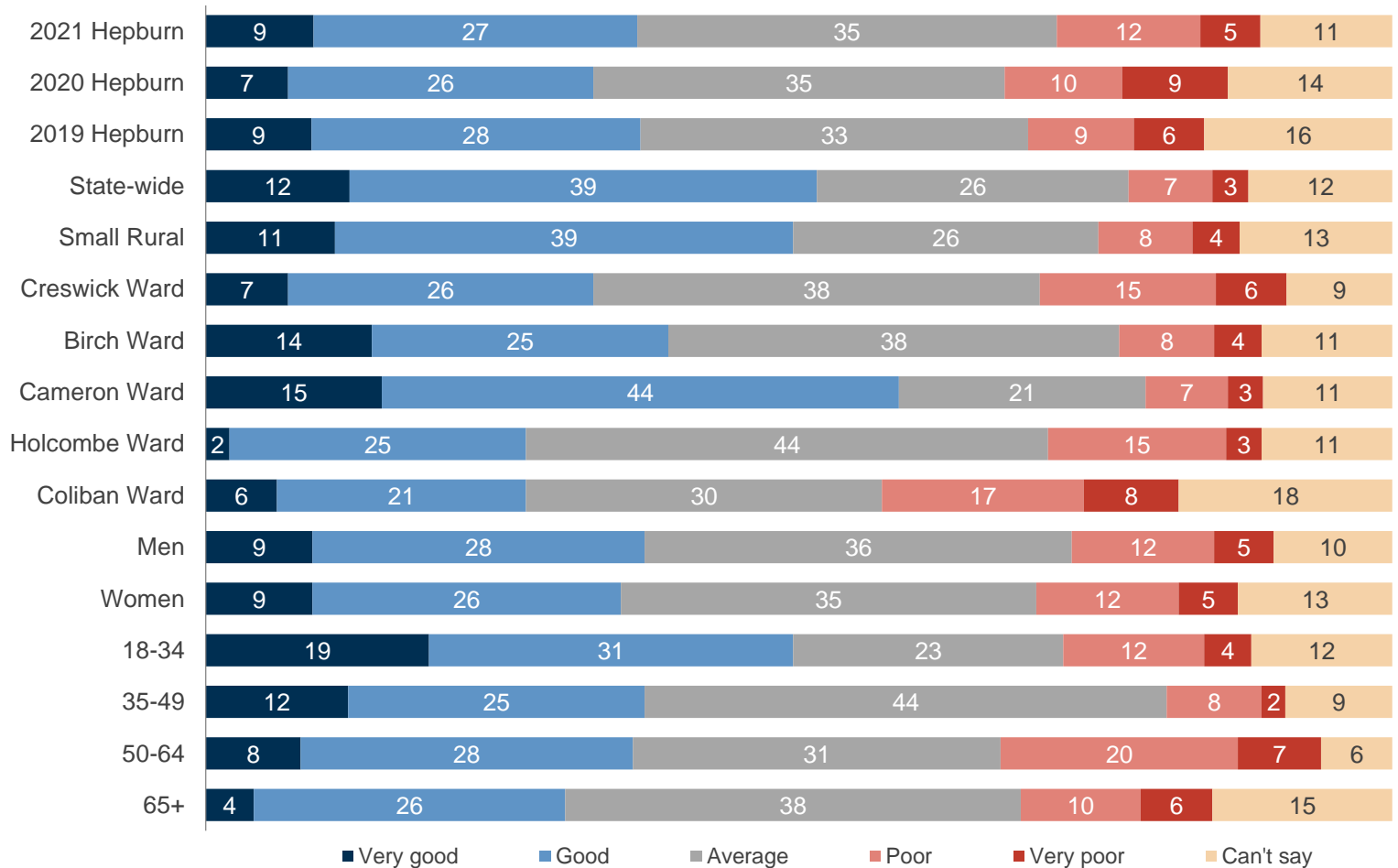
Note: Please see Appendix A for explanation of significant differences.



Enforcement of local laws performance



2021 law enforcement performance (%)



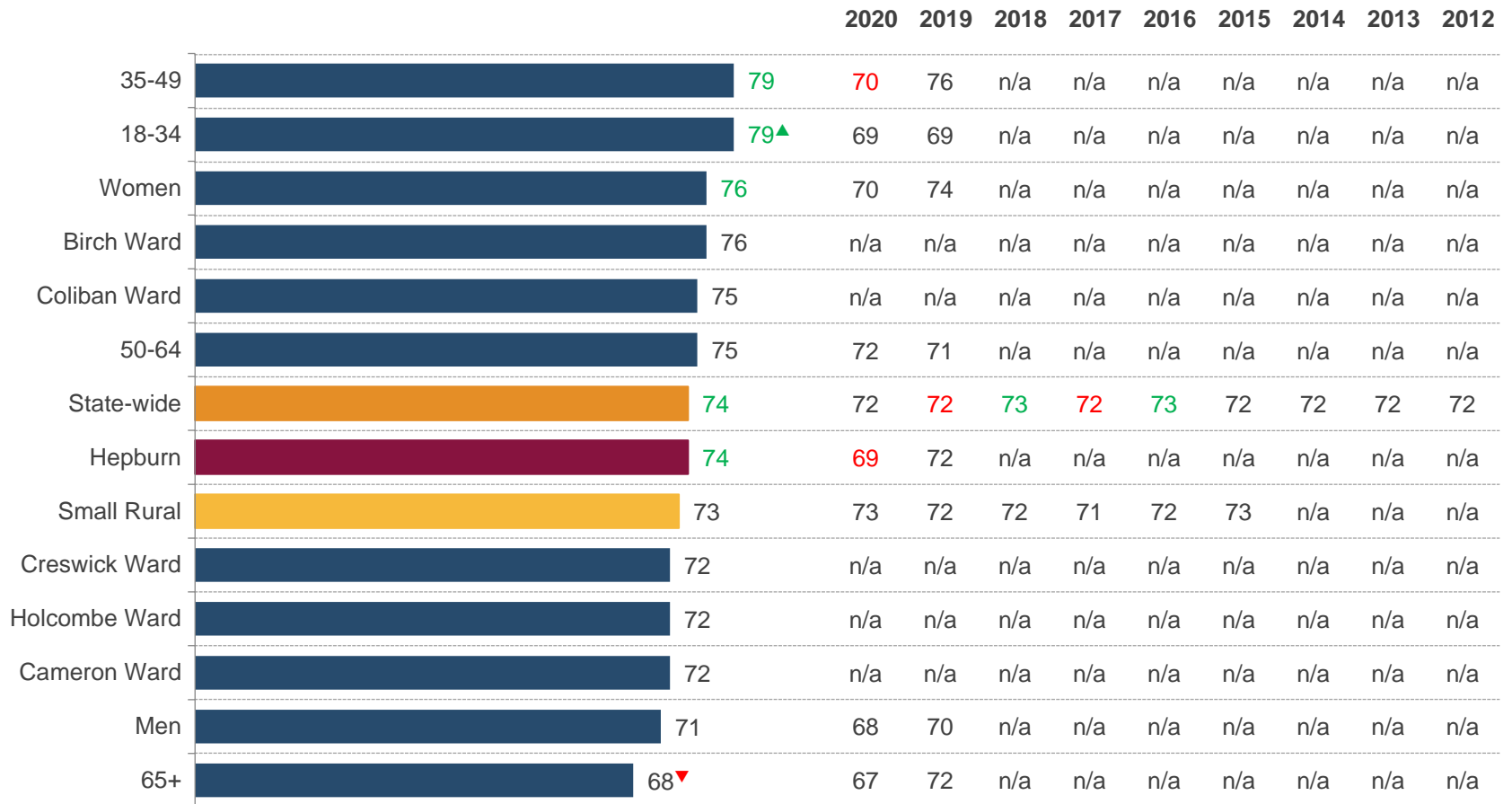
Q2. How has Council performed on 'Enforcement of local laws' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 34 Councils asked group: 10



Recreational facilities importance



2021 recreational facilities importance (index scores)



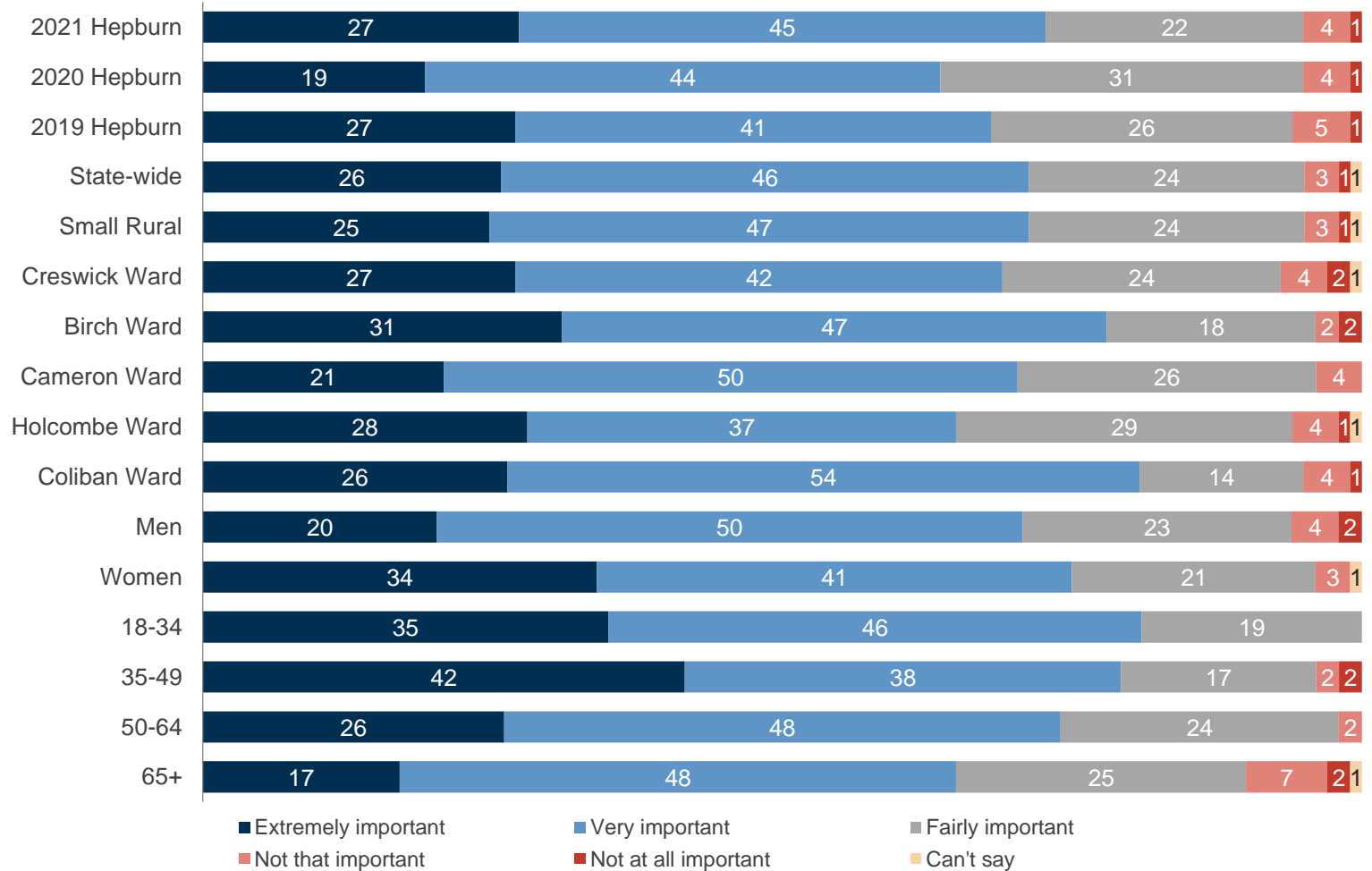
Q1. Firstly, how important should 'Recreational facilities' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 33 Councils asked group: 8
 Note: Please see Appendix A for explanation of significant differences.



Recreational facilities importance



2021 recreational facilities importance (%)



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



Recreational facilities performance



2021 recreational facilities performance (index scores)

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

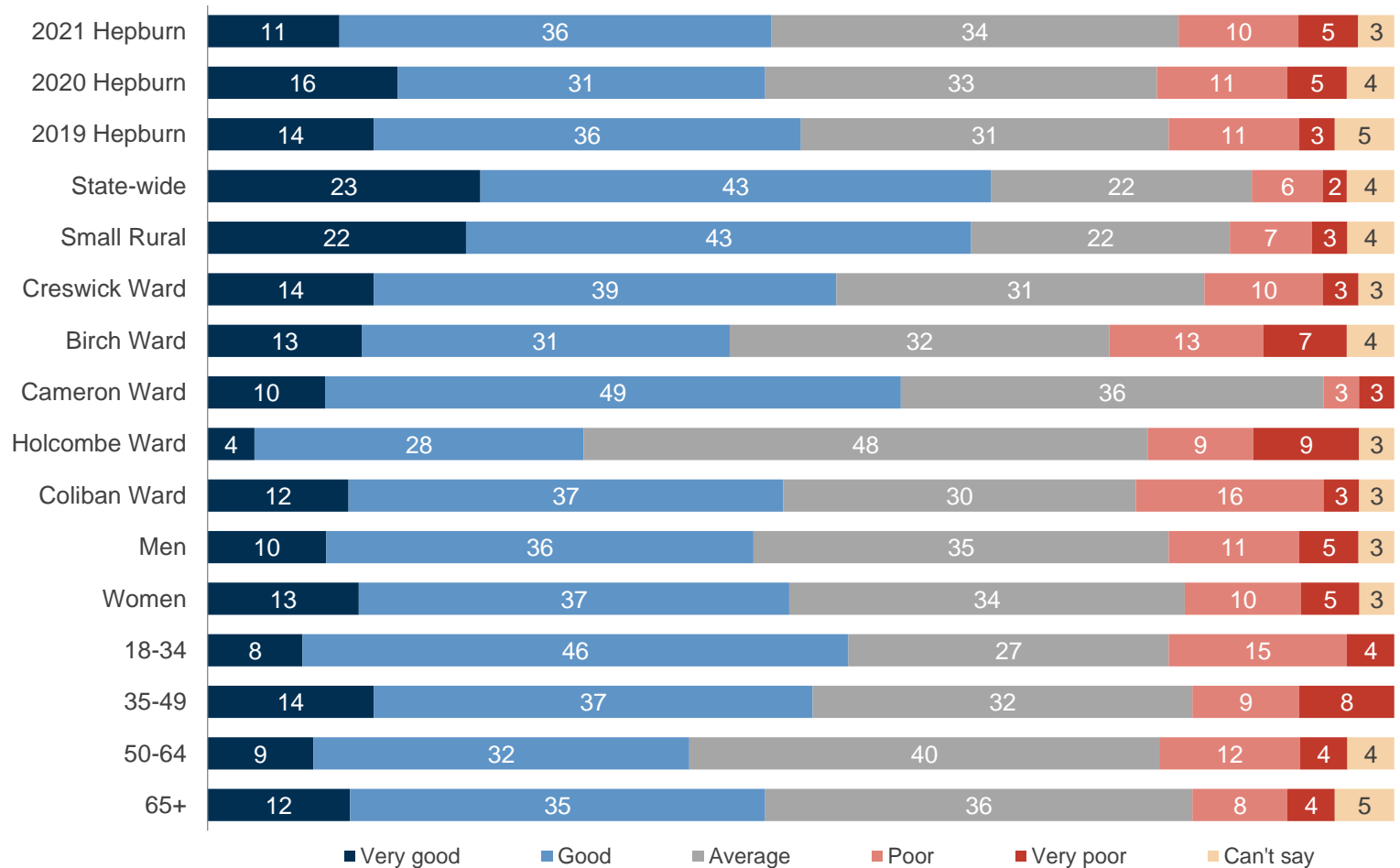
Q2. How has Council performed on 'Recreational facilities' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 42 Councils asked group: 13
 Note: Please see Appendix A for explanation of significant differences.



Recreational facilities performance



2021 recreational facilities performance (%)



Q2. How has Council performed on 'Recreational facilities' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 42 Councils asked group: 13



The appearance of public areas importance



2021 public areas importance (index scores)

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

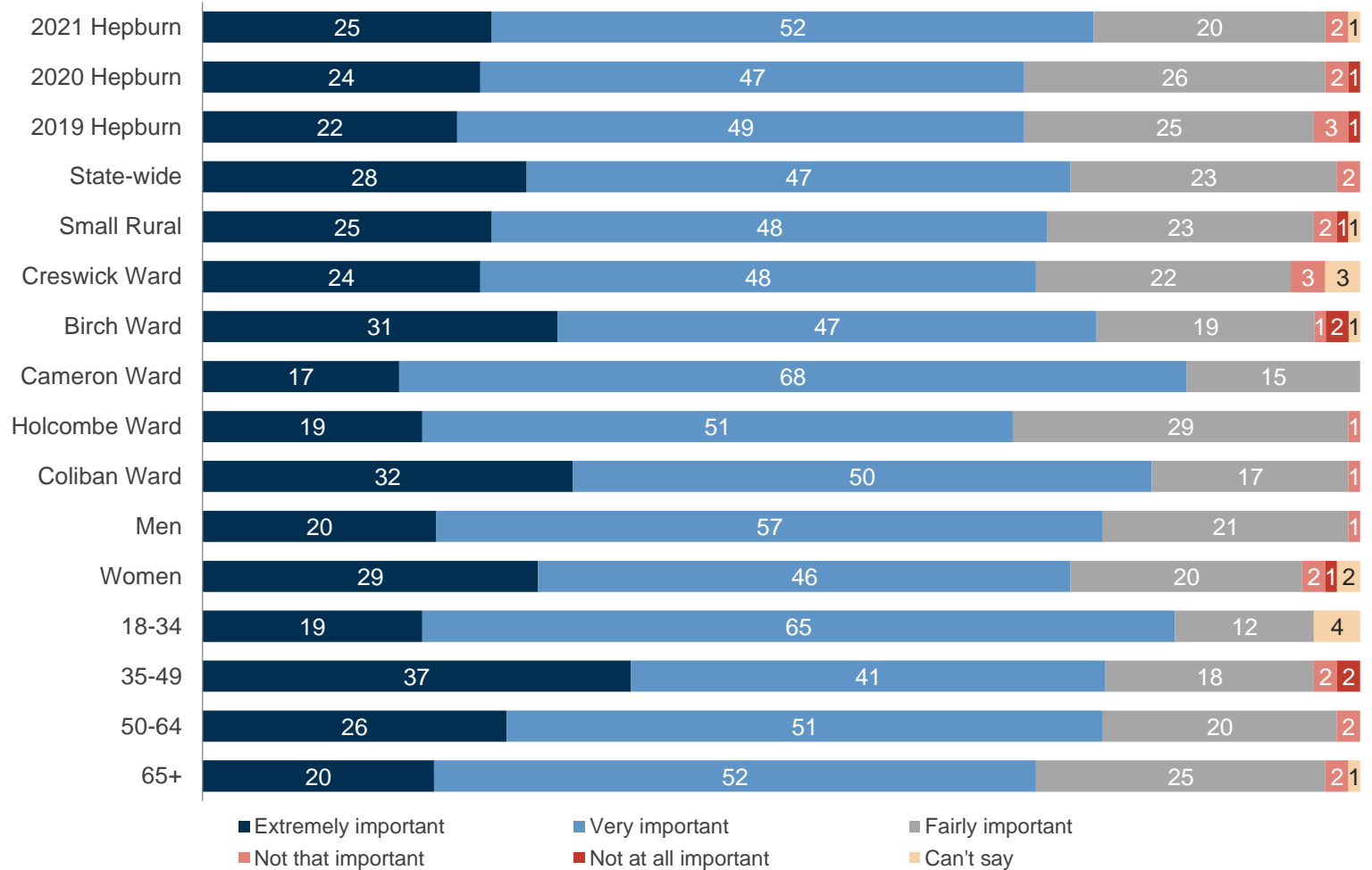
Q1. Firstly, how important should 'The appearance of public areas' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 31 Councils asked group: 8
 Note: Please see Appendix A for explanation of significant differences.



The appearance of public areas importance



2021 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: 31 Councils asked group: 8



The appearance of public areas performance



2021 public areas performance (index scores)

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

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

Base: All respondents. Councils asked state-wide: 40 Councils asked group: 13

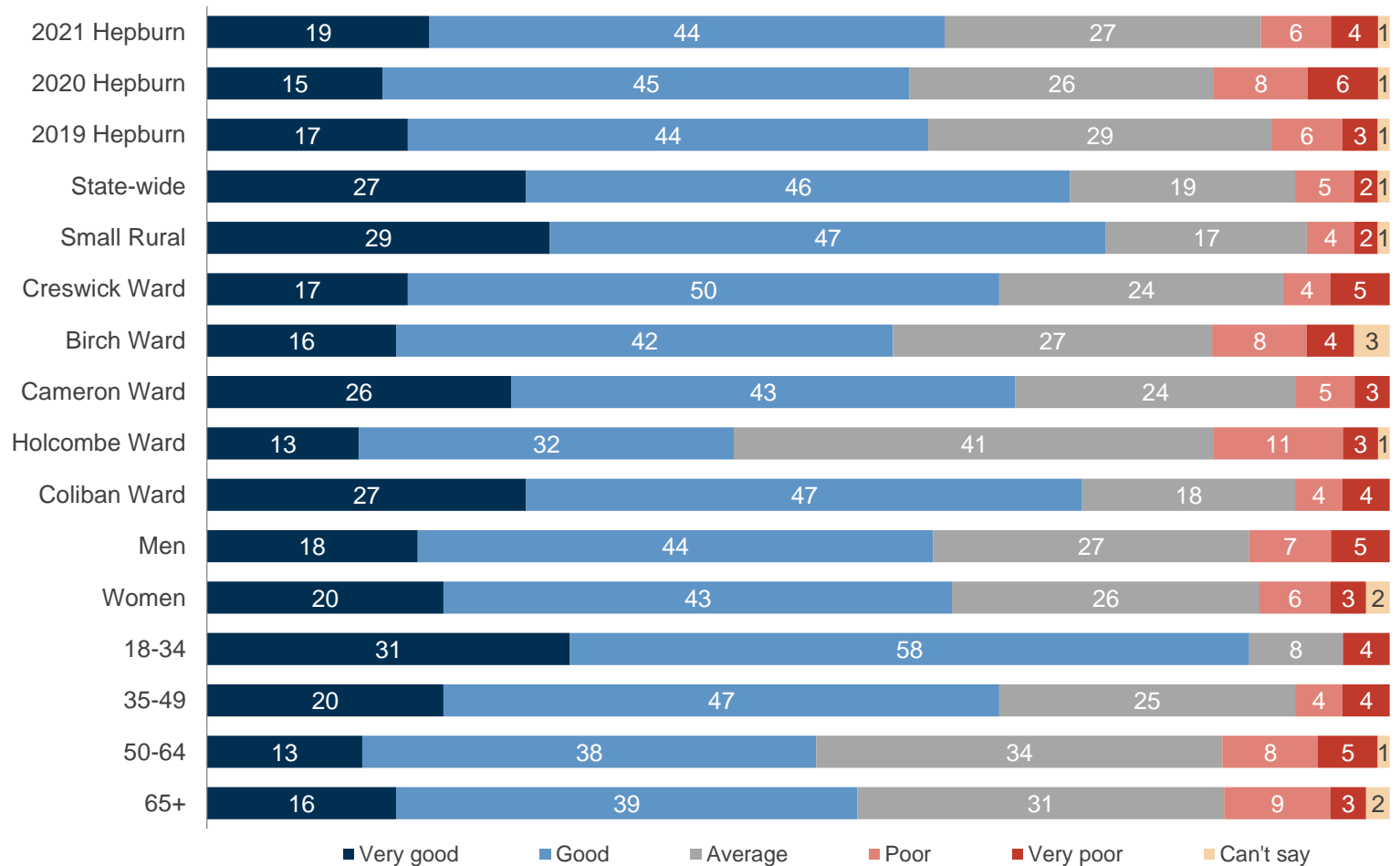
Note: Please see Appendix A for explanation of significant differences.



The appearance of public areas performance



2021 public areas performance (%)



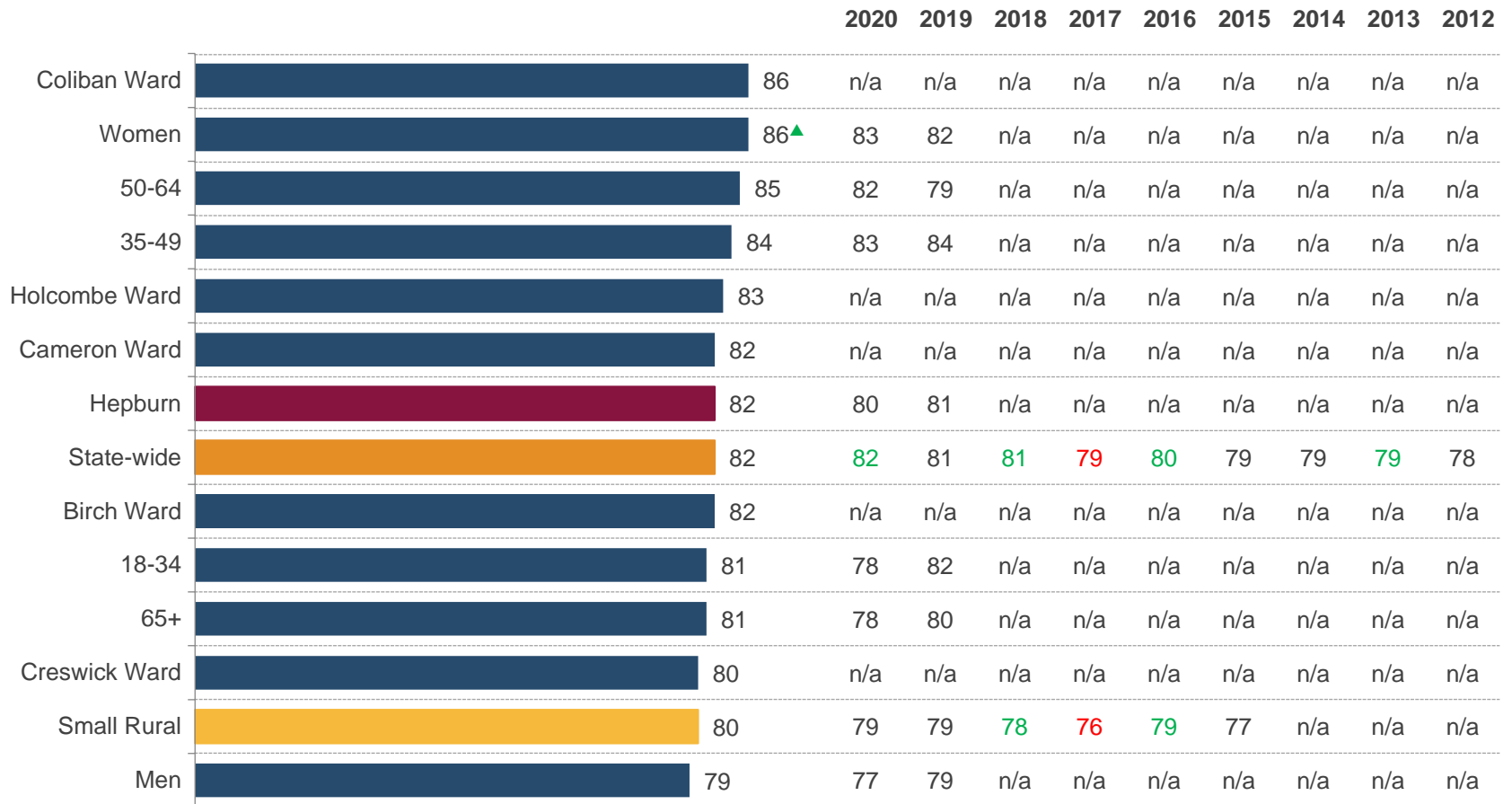
Q2. How has Council performed on 'The appearance of public areas' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 40 Councils asked group: 13



Waste management importance



2021 waste management importance (index scores)



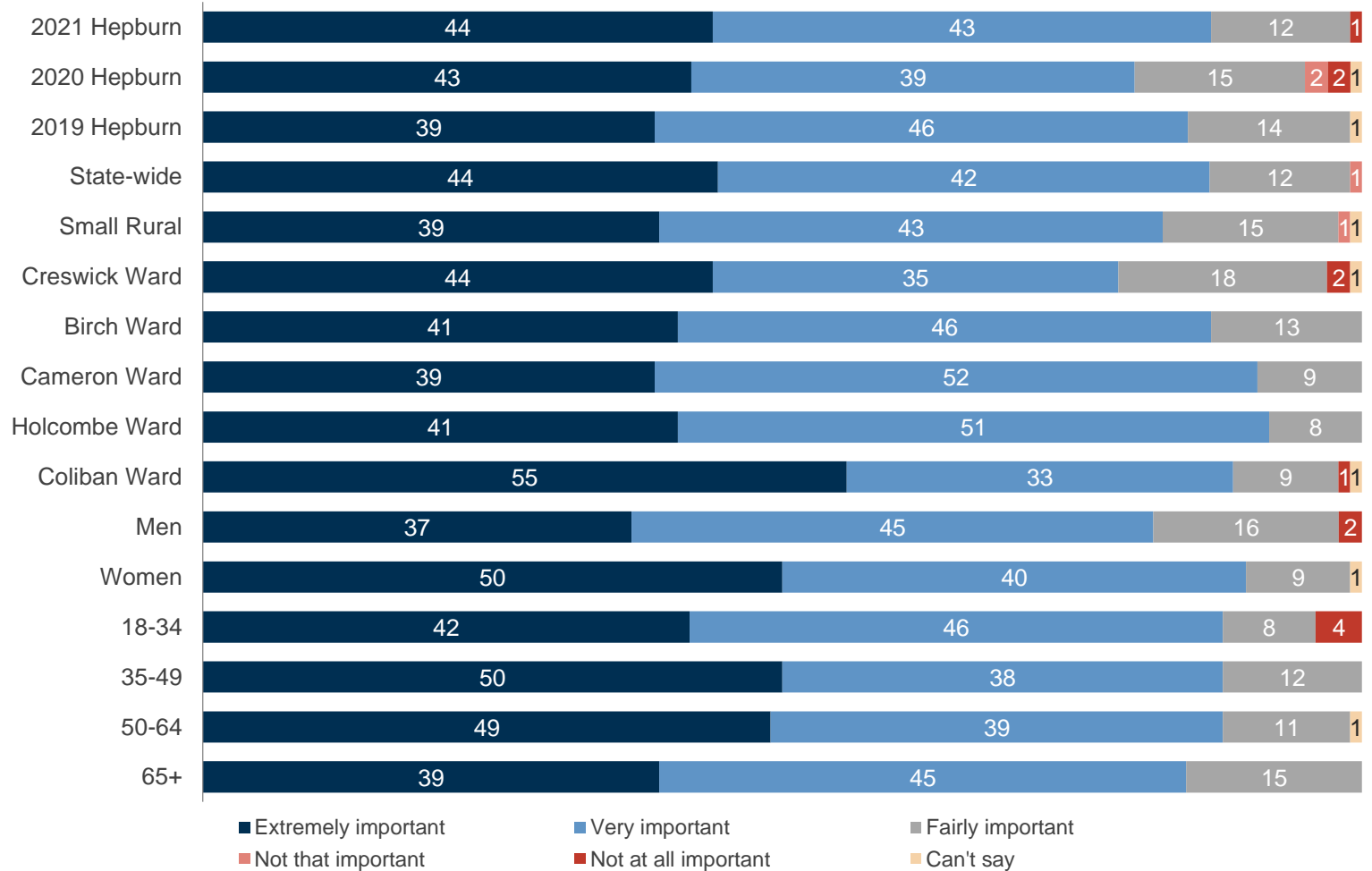
Q1. Firstly, how important should 'Waste management' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 32 Councils asked group: 7
 Note: Please see Appendix A for explanation of significant differences.



Waste management importance



2021 waste management importance (%)



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



Waste management performance



2021 waste management performance (index scores)

	2020	2019	2018	2017	2016	2015	2014	2013	2012	
State-wide	69▲	65	68	70	71	70	72	73	71	72
Small Rural	68▲	64	66	69	70	69	71	n/a	n/a	n/a
Cameron Ward	68	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
65+	64	57	69	n/a	n/a	n/a	n/a	n/a	n/a	n/a
18-34	63	53	58	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	62	56	67	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	n/a	n/a
Hepburn	61	54	64	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Women	60	51	60	n/a	n/a	n/a	n/a	n/a	n/a	n/a
35-49	60	54	62	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Coliban Ward	59	n/a	n/a	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	n/a	n/a
Holcombe Ward	57	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	54▼	48	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: 66 Councils asked group: 19

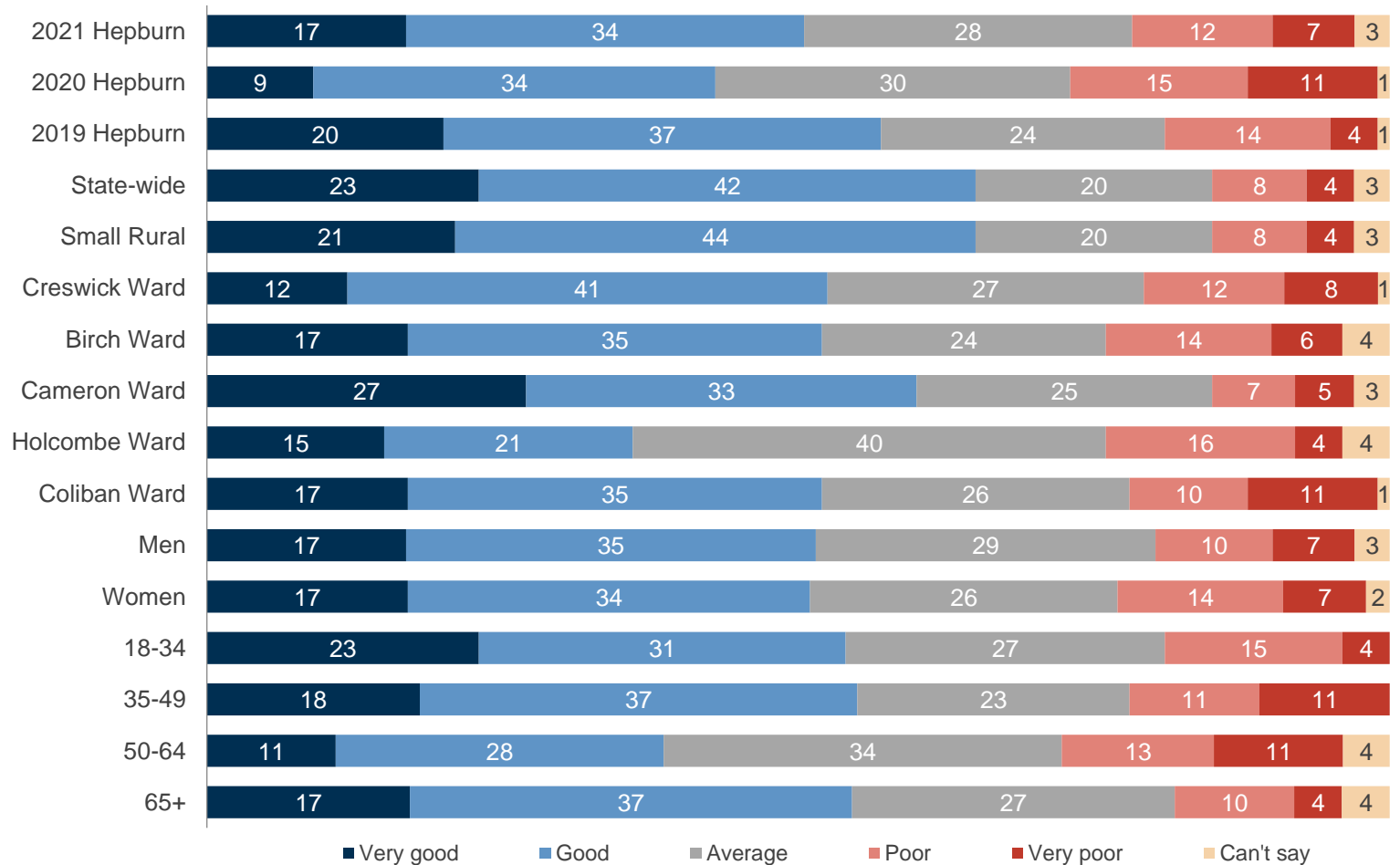
Note: Please see Appendix A for explanation of significant differences.



Waste management performance



2021 waste management performance (%)



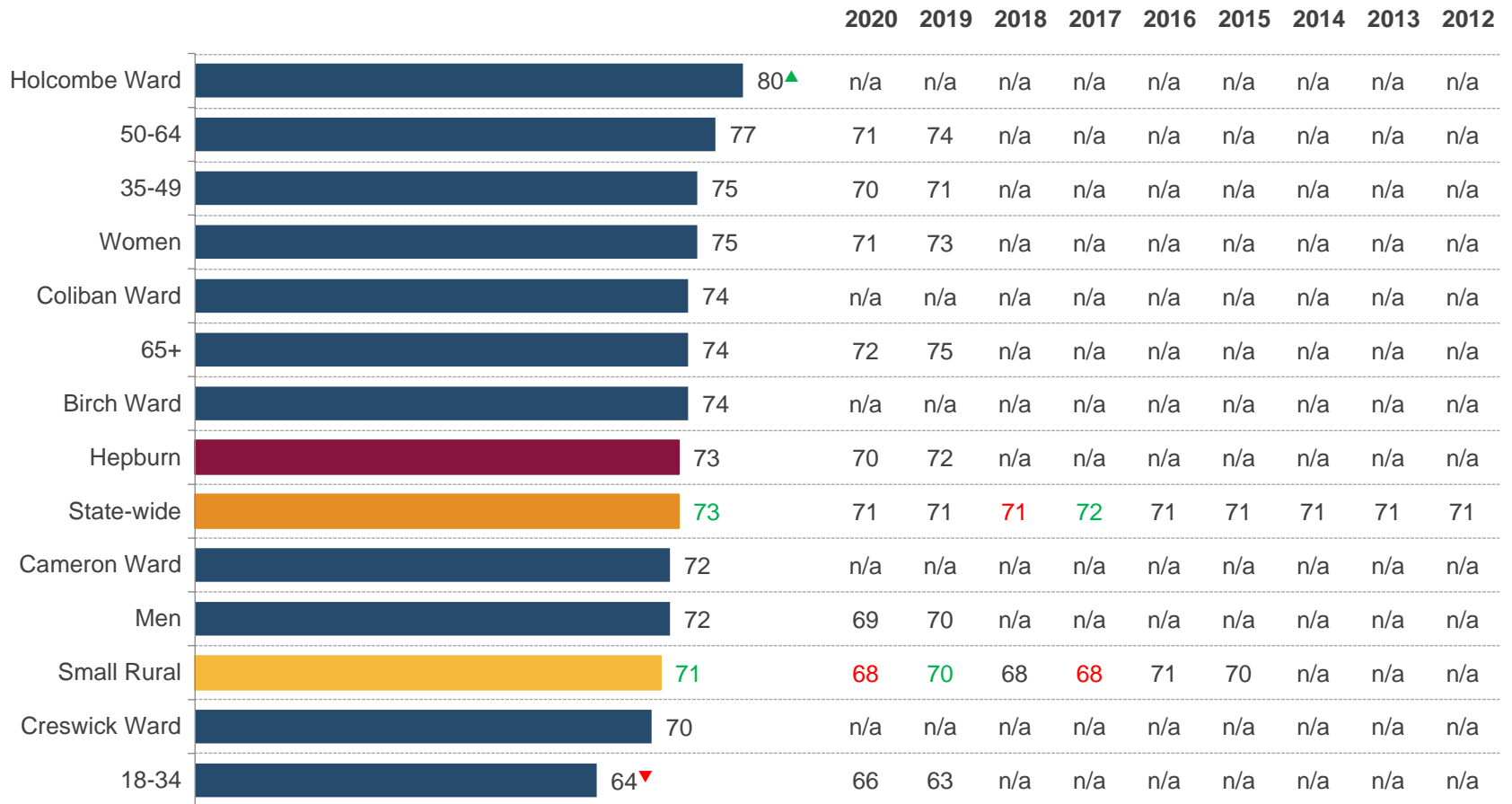
Q2. How has Council performed on 'Waste management' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19



Planning and building permits importance



2021 planning and building permits importance (index scores)



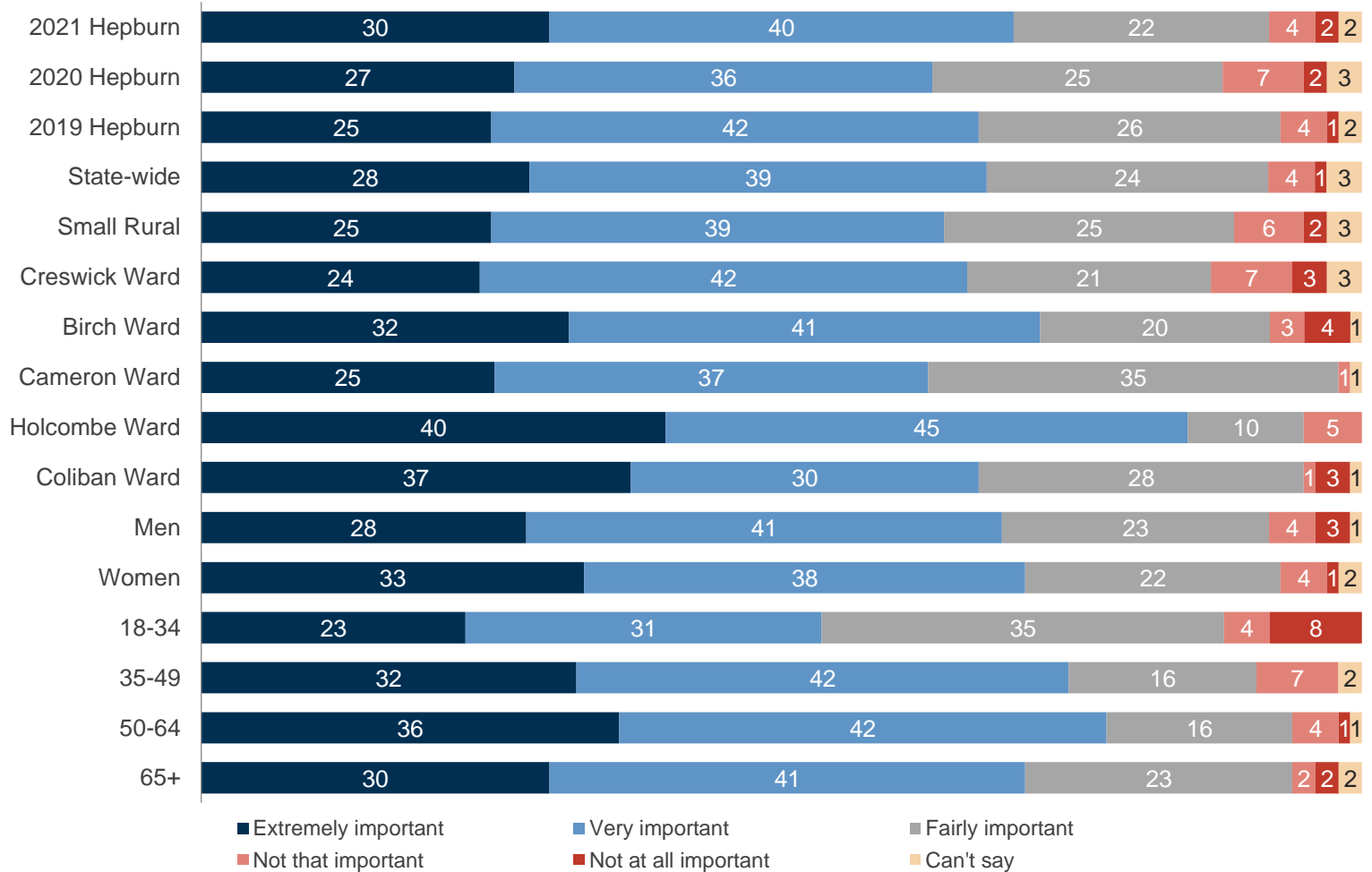
Q1. Firstly, how important should 'Planning and building permits' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 23 Councils asked group: 6
 Note: Please see Appendix A for explanation of significant differences.



Planning and building permits importance



2021 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: 23 Councils asked group: 6



Planning and building permits performance



2021 planning and building permits performance (index scores)

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

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

Base: All respondents. Councils asked state-wide: 29 Councils asked group: 7

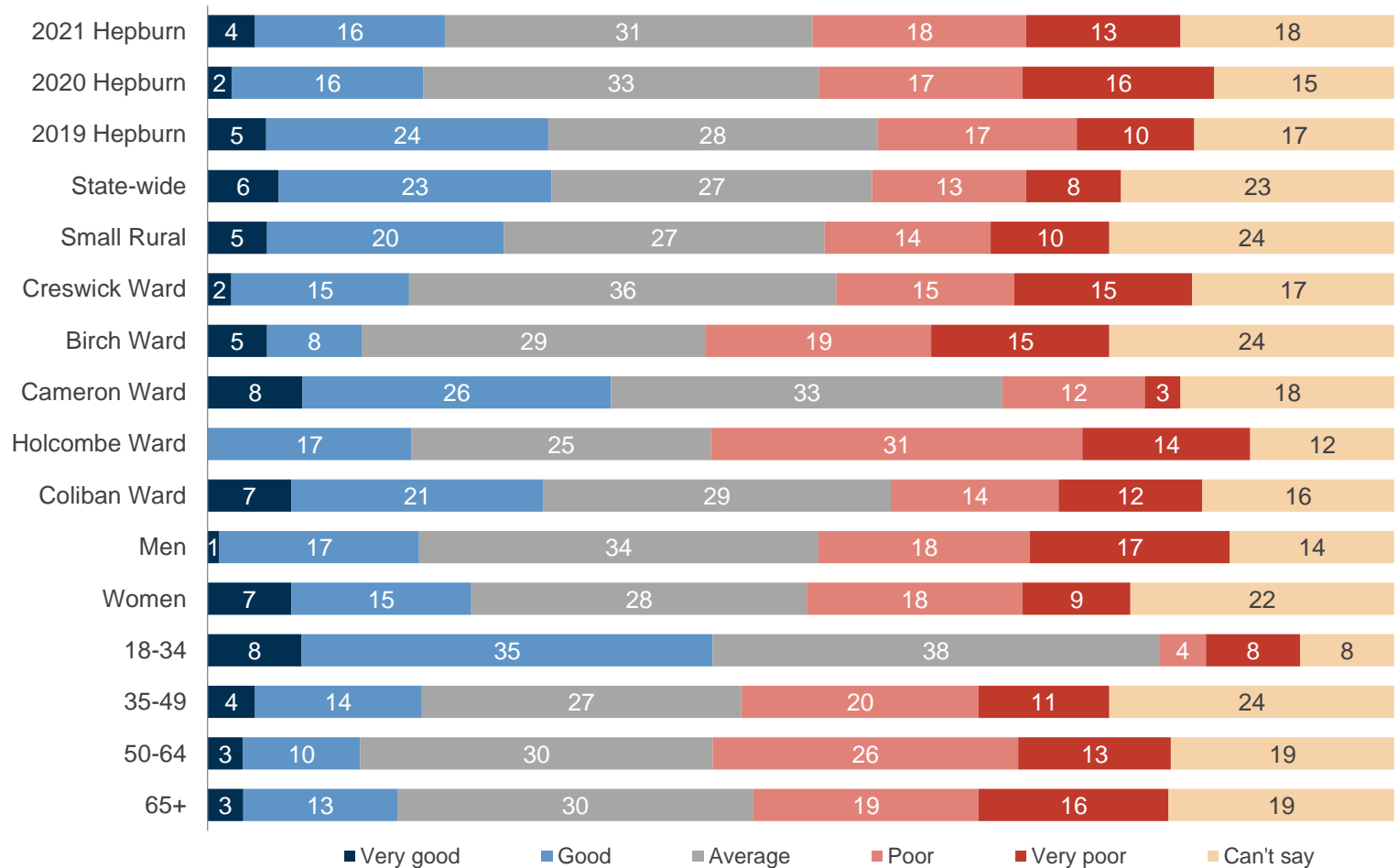
Note: Please see Appendix A for explanation of significant differences.



Planning and building permits performance



2021 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: 29 Councils asked group: 7



Environmental sustainability importance



2021 environmental sustainability importance (index scores)

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

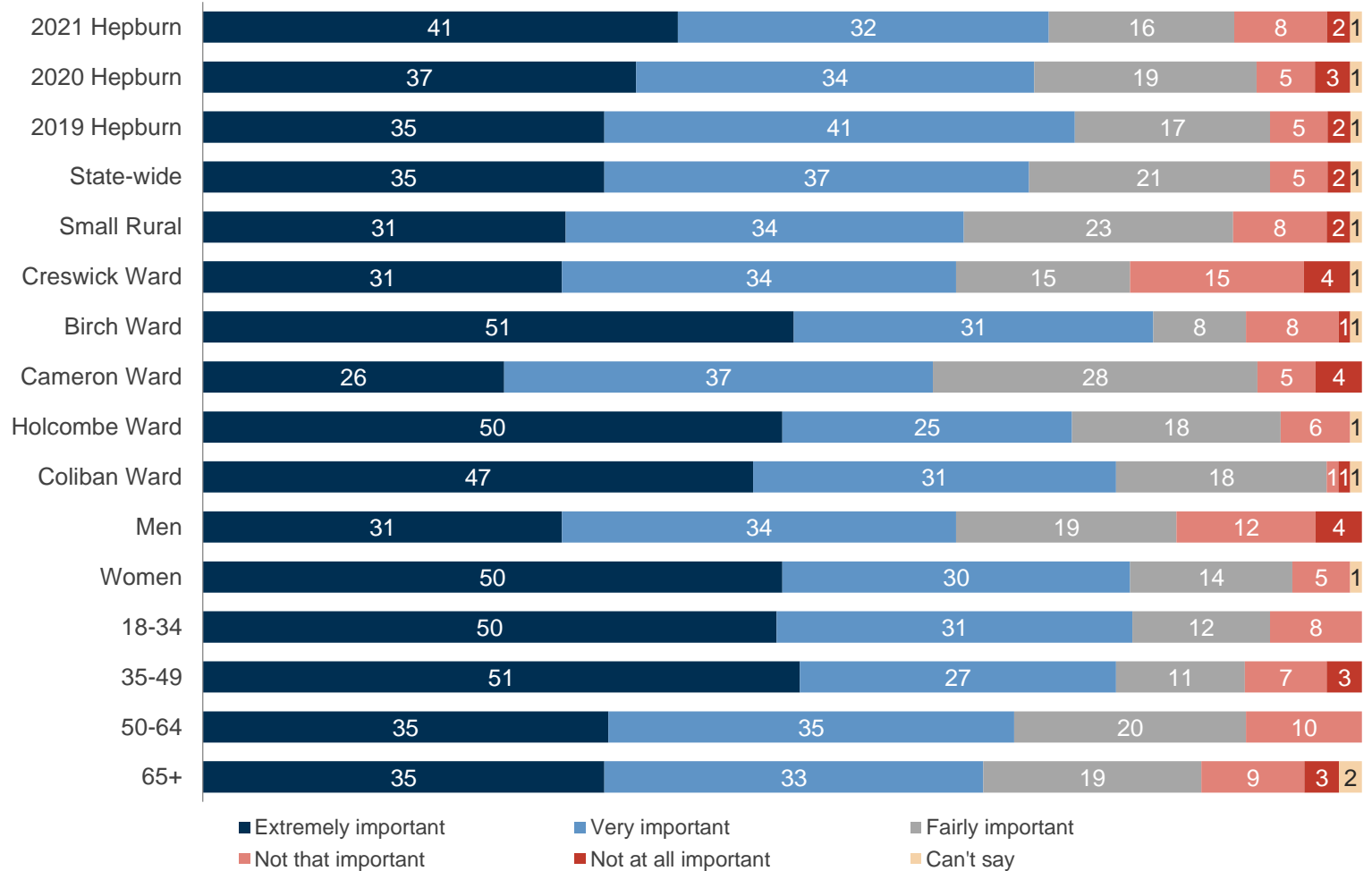
Q1. Firstly, how important should 'Environmental sustainability' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 26 Councils asked group: 3
 Note: Please see Appendix A for explanation of significant differences.



Environmental sustainability importance



2021 environmental sustainability importance (%)



Q1. Firstly, how important should 'Environmental sustainability' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 26 Councils asked group: 3



Environmental sustainability performance



2021 environmental sustainability performance (index scores)

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

Q2. How has Council performed on 'Environmental sustainability' over the last 12 months?

Base: All respondents. Councils asked state-wide: 34 Councils asked group: 6

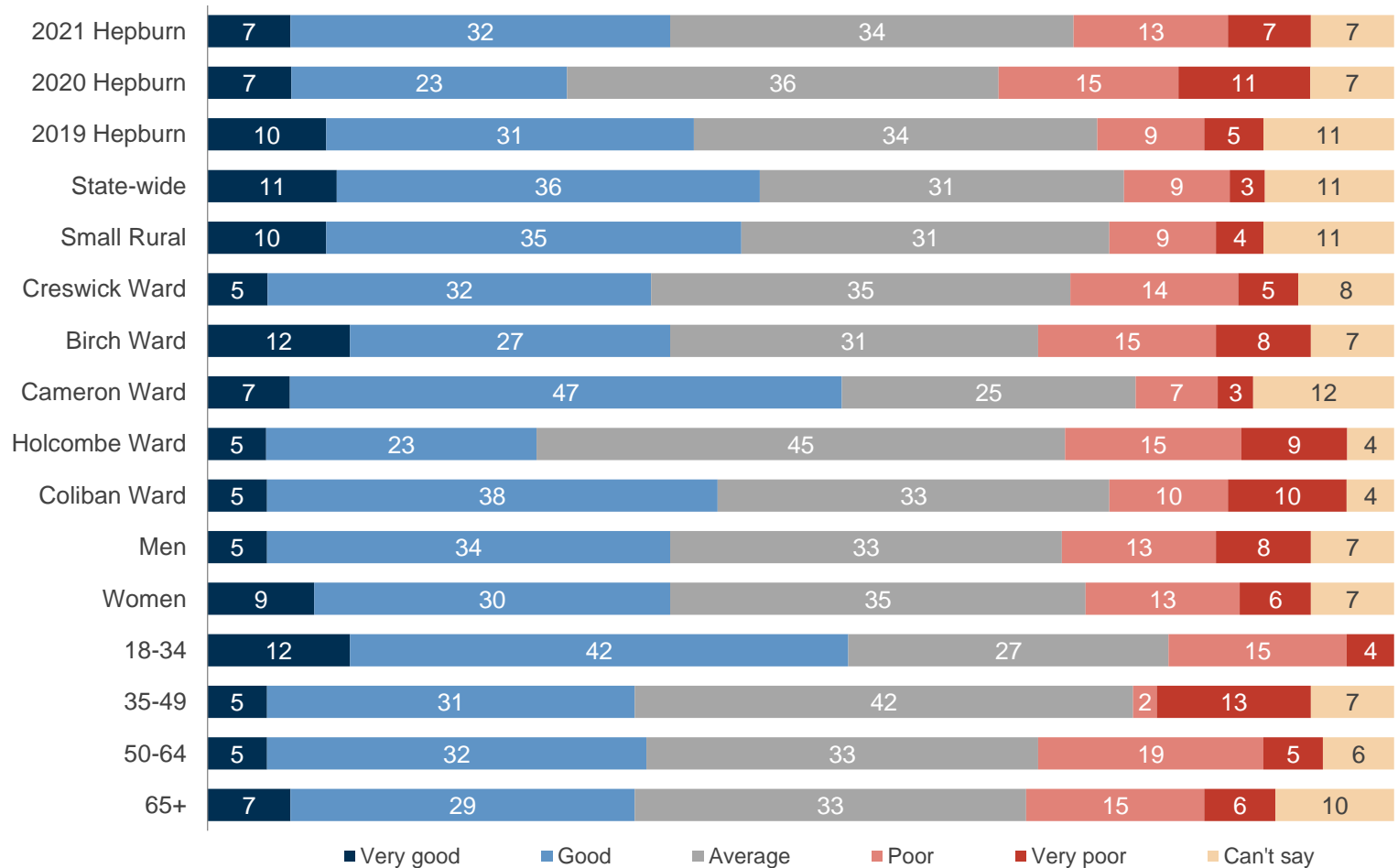
Note: Please see Appendix A for explanation of significant differences.



Environmental sustainability performance



2021 environmental sustainability performance (%)



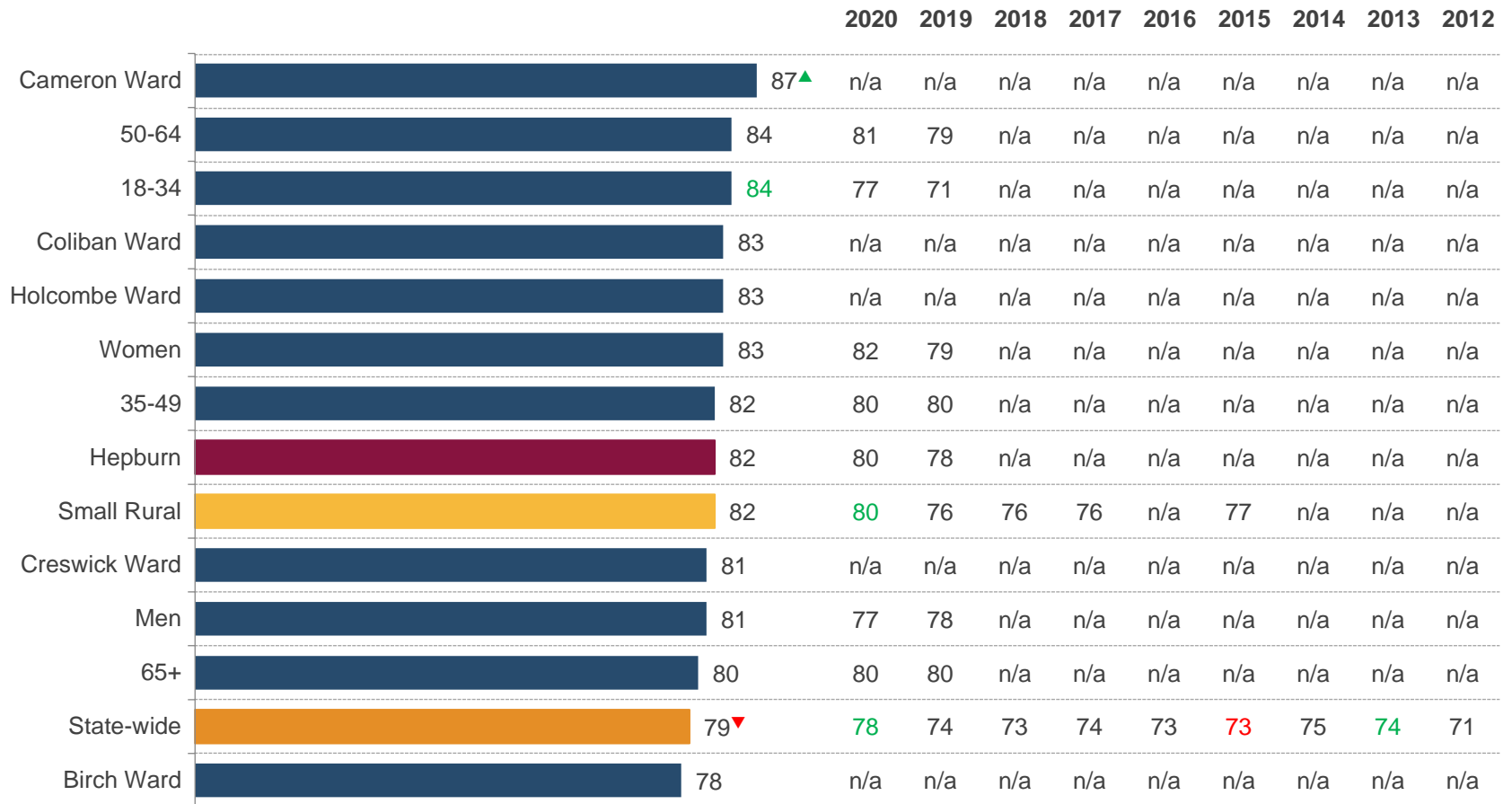
Q2. How has Council performed on 'Environmental sustainability' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 34 Councils asked group: 6



Roadside slashing and weed control importance



2021 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: 8 Councils asked group: 2

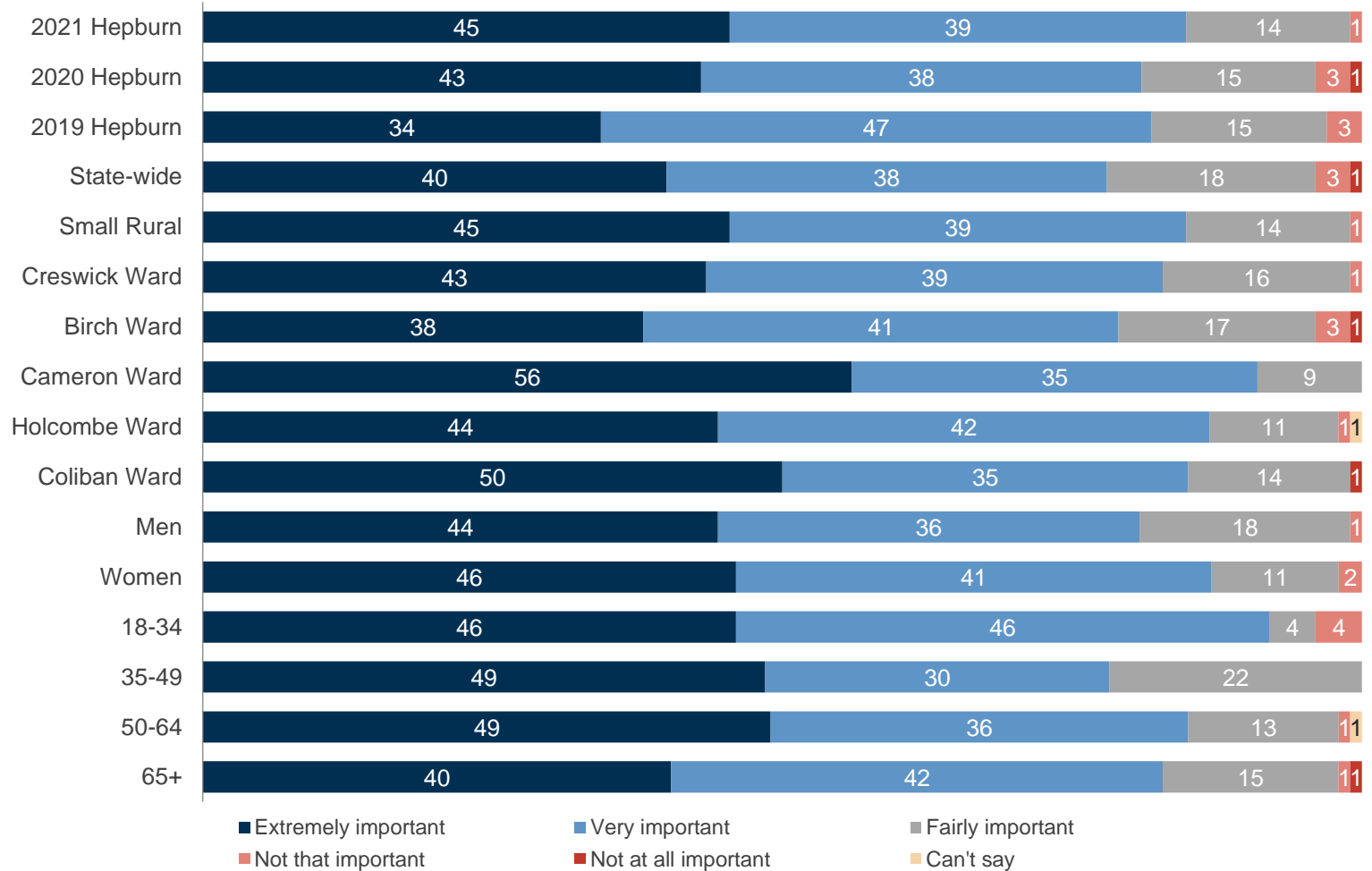
Note: Please see Appendix A for explanation of significant differences.



Roadside slashing and weed control importance



2021 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: 8 Councils asked group: 2



Roadside slashing and weed control performance



2021 roadside slashing and weed control performance (index scores)

	2020	2019	2018	2017	2016	2015	2014	2013	2012
18-34	42	49	n/a	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	49	56	55	53	56	55	55	56	61
Birch Ward	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Coliban Ward	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Small Rural	48	55	54	51	51	52	n/a	n/a	n/a
35-49	38	51	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Women	36	48	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Hepburn	37	48	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	37	49	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Creswick Ward	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
65+	37	48	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Holcombe Ward	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	32	46	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Cameron Ward	n/a	n/a	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: 13 Councils asked group: 5

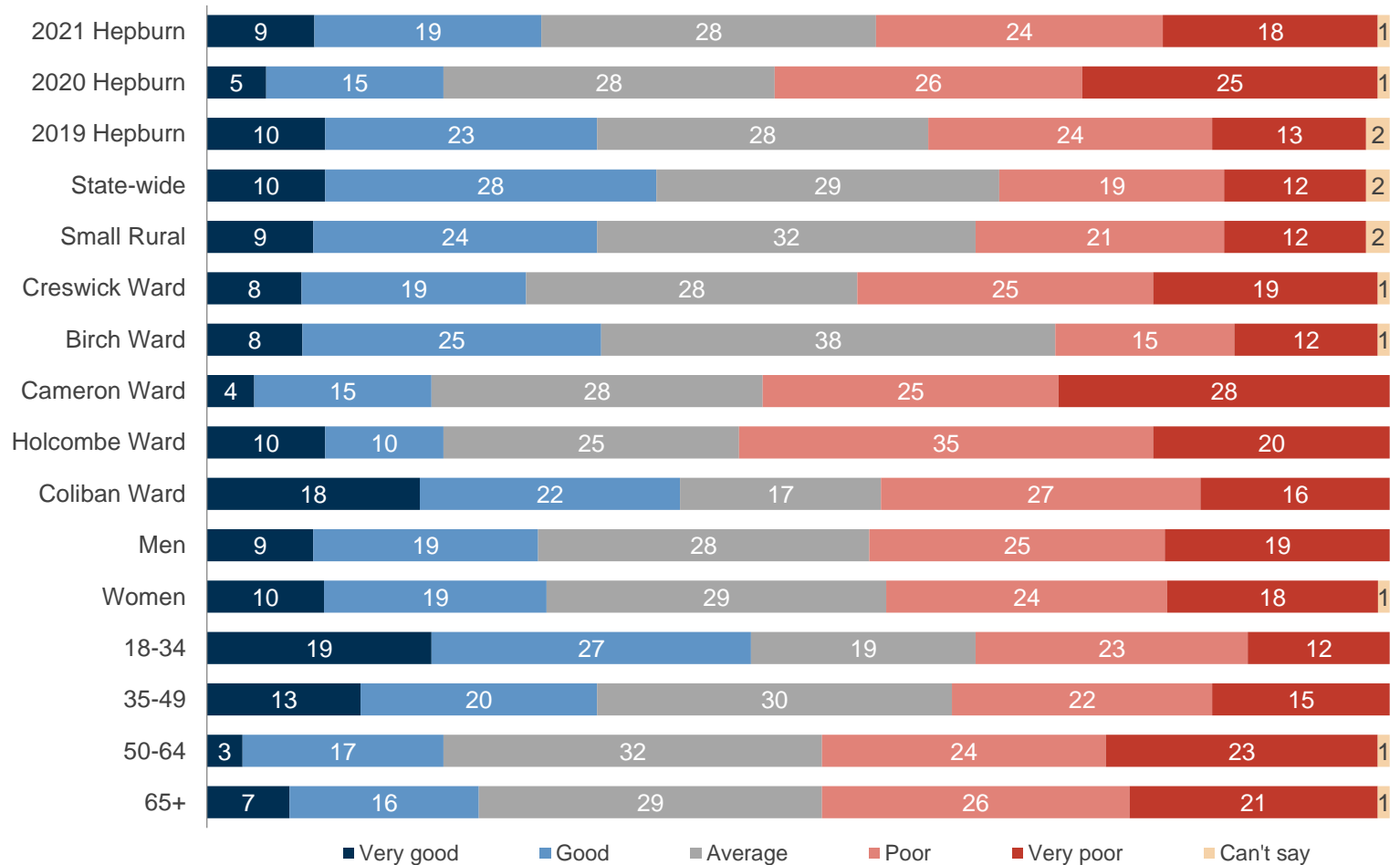
Note: Please see Appendix A for explanation of significant differences.



Roadside slashing and weed control performance



2021 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: 5



Business and community development importance



2021 business/community development importance (index scores)

	2020	2019	2018	2017	2016	2015	2014	2013	2012
18-34	71	72	n/a	n/a	n/a	n/a	n/a	n/a	n/a
35-49	71	75	n/a	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	70▲	69	69	70	70	69	69	n/a	n/a
Women	70	71	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Coliban Ward	70	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Small Rural	69	70	n/a	n/a	n/a	71	n/a	n/a	n/a
Birch Ward	67	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Hepburn	67	70	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Creswick Ward	67	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	67	68	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Cameron Ward	66	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Holcombe Ward	66	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	64	68	n/a	n/a	n/a	n/a	n/a	n/a	n/a
65+	64	65	n/a	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: 10 Councils asked group: 2

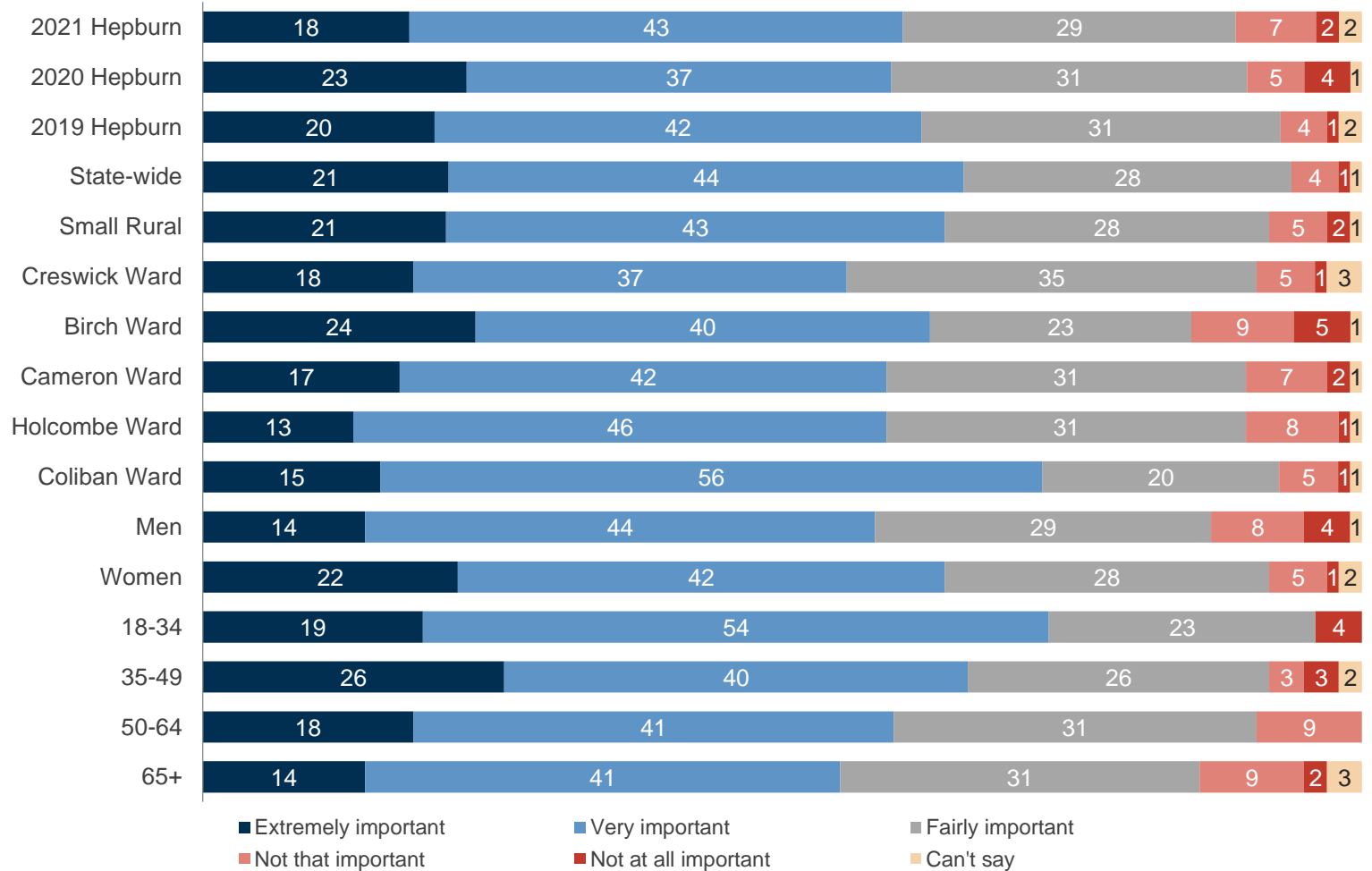
Note: Please see Appendix A for explanation of significant differences.



Business and community development importance



2021 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: 10 Councils asked group: 2



Business and community development performance



2021 business/community development performance (index scores)

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

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

Base: All respondents. Councils asked state-wide: 12 Councils asked group: 2

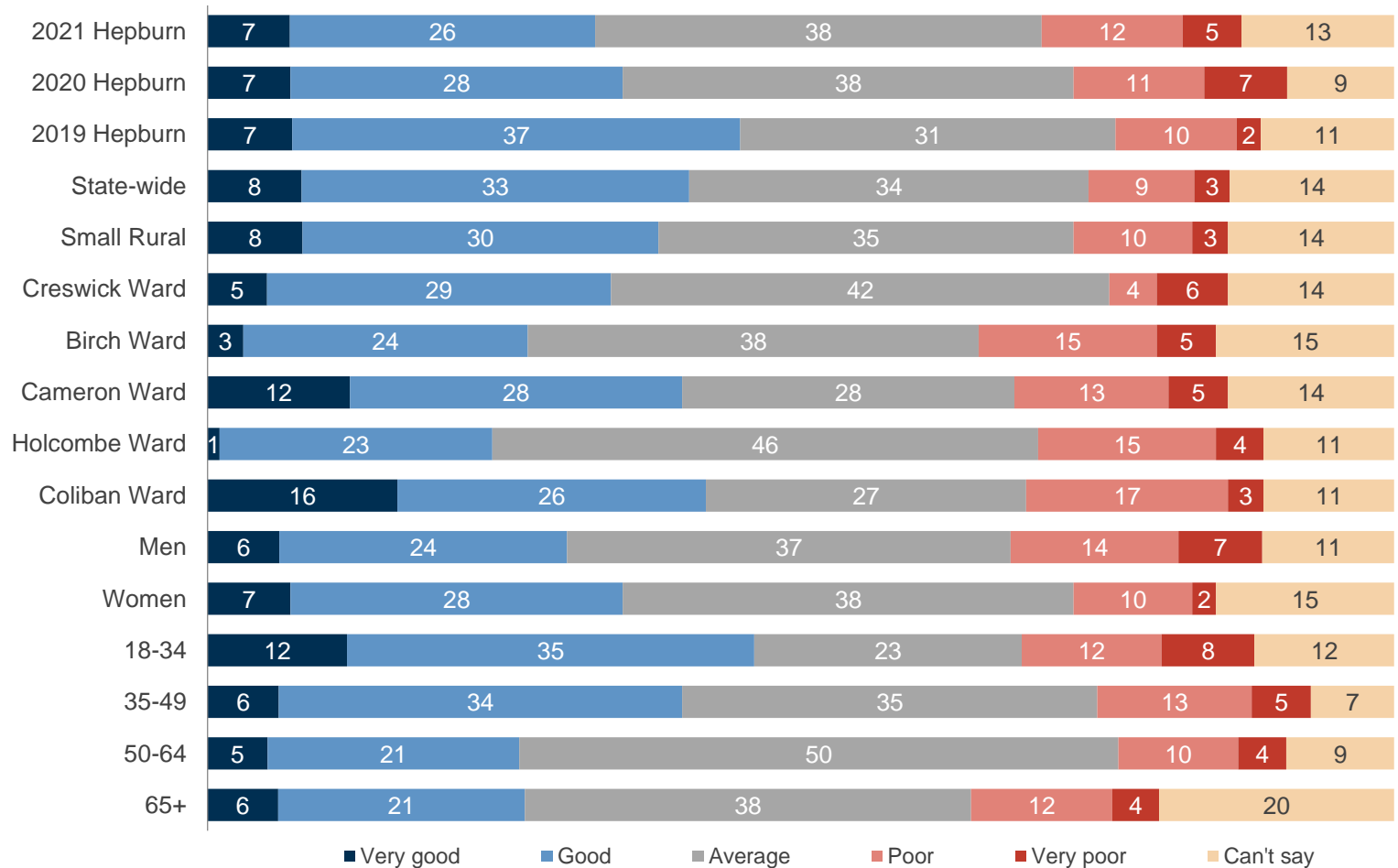
Note: Please see Appendix A for explanation of significant differences.



Business and community development performance



2021 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



2021 tourism development importance (index scores)

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

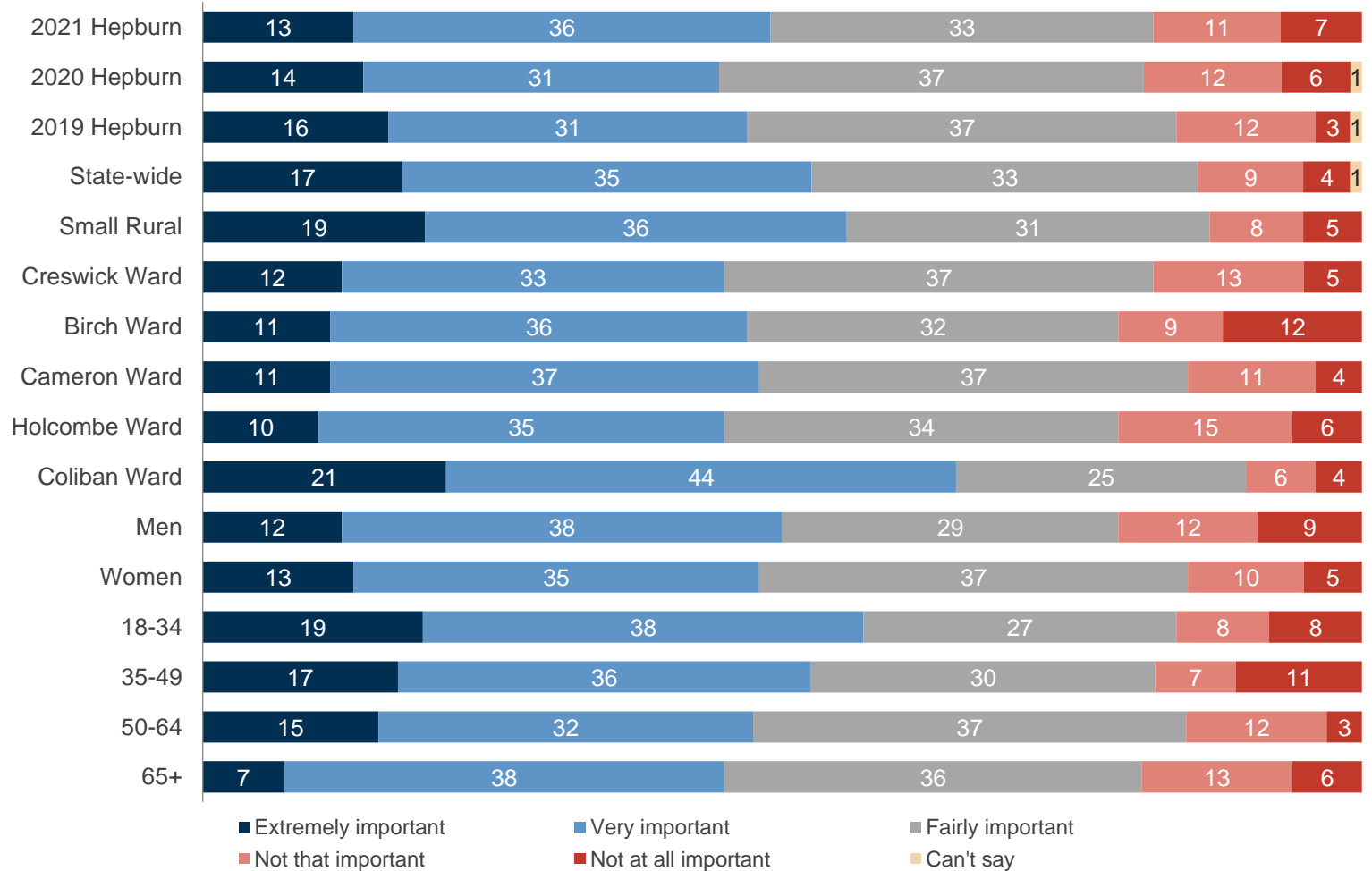
Q1. Firstly, how important should 'Tourism development' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 9 Councils asked group: 3
 Note: Please see Appendix A for explanation of significant differences.



Tourism development importance



2021 tourism development importance (%)



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



Tourism development performance



2021 tourism development performance (index scores)

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

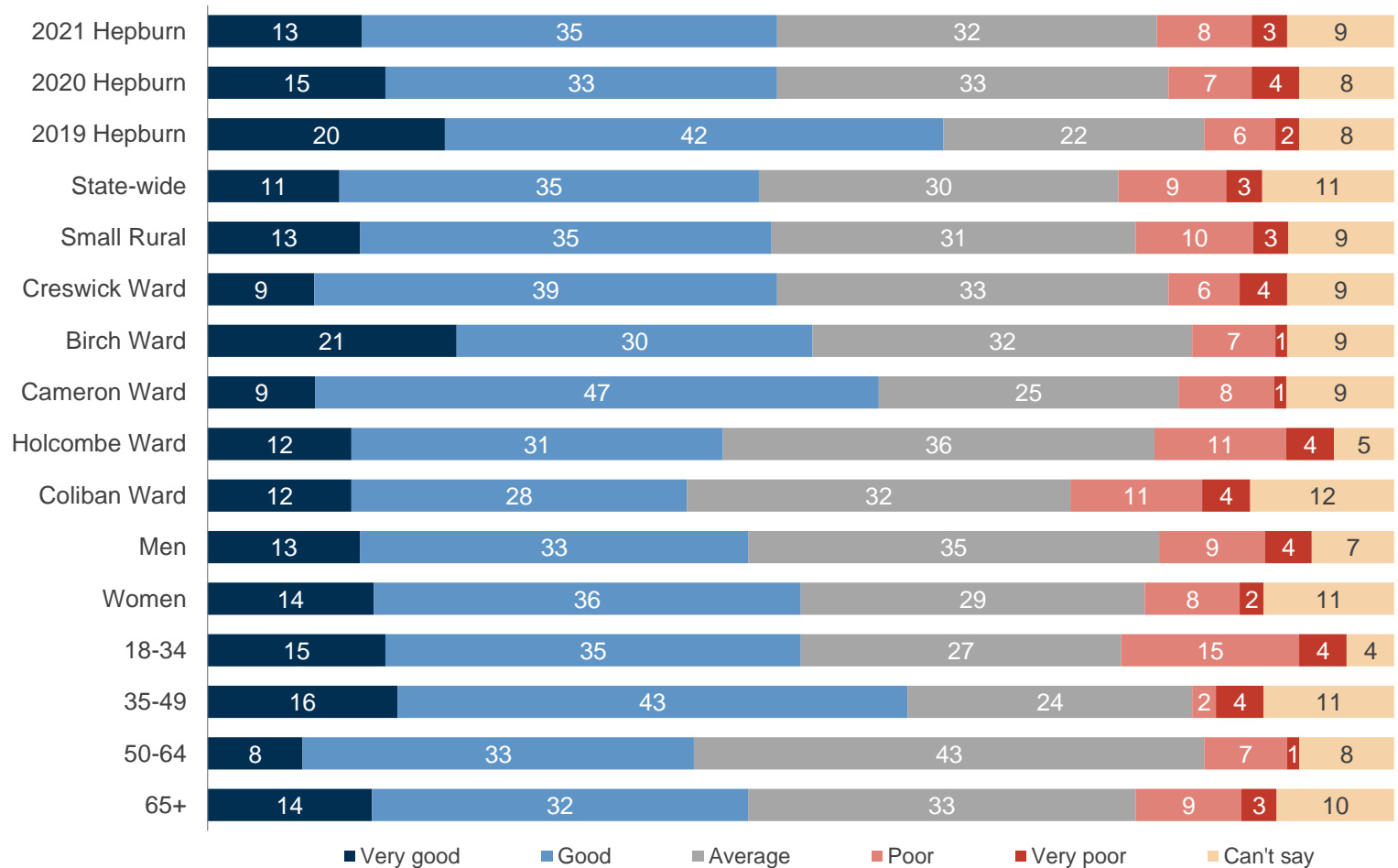
Q2. How has Council performed on 'Tourism development' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 13 Councils asked group: 5
 Note: Please see Appendix A for explanation of significant differences.



Tourism development performance



2021 tourism development performance (%)



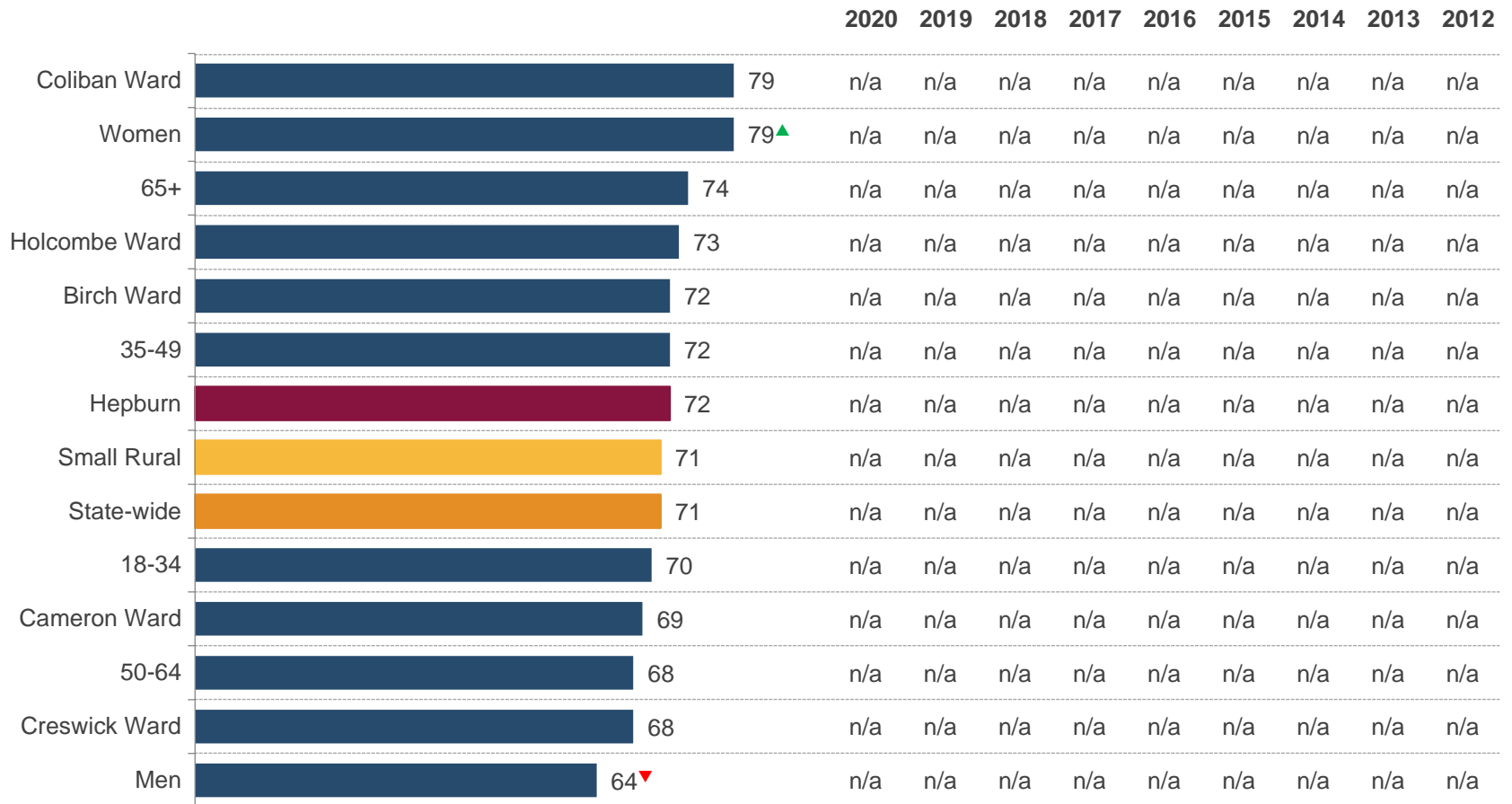
Q2. How has Council performed on 'Tourism development' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 13 Councils asked group: 5



COVID-19 response importance



2021 COVID-19 response importance (index scores)



Q1. Firstly, how important should 'COVID-19 response' be as a responsibility for Council?

Base: All respondents. Councils asked state-wide: 17 Councils asked group: 5

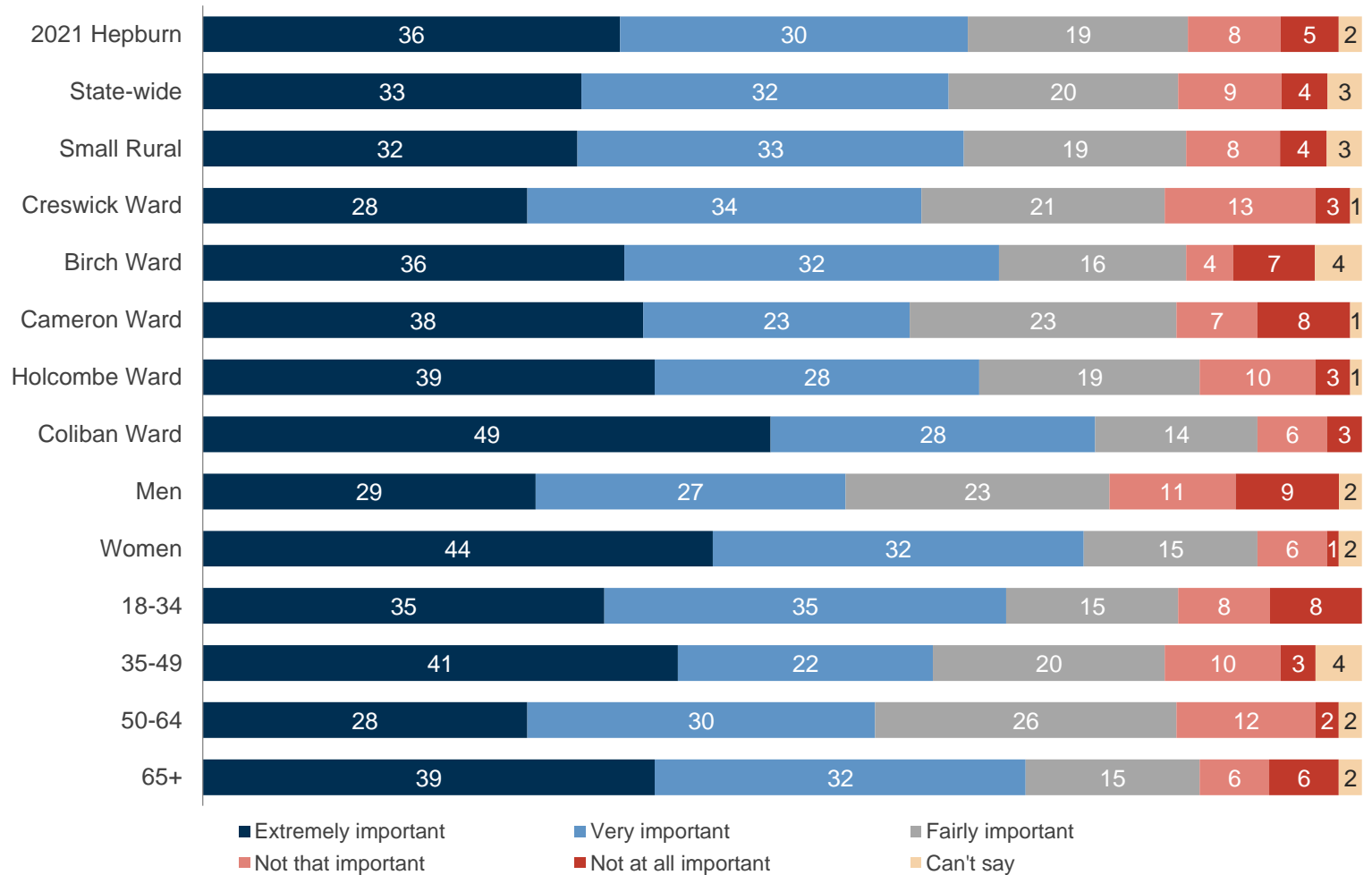
Note: Please see Appendix A for explanation of significant differences.



COVID-19 response importance



2021 COVID-19 response importance (%)



Q1. Firstly, how important should 'COVID-19 response' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 17 Councils asked group: 5



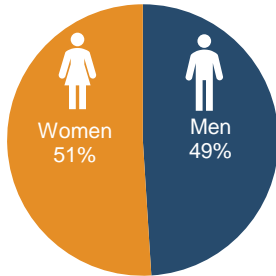
Detailed demographics



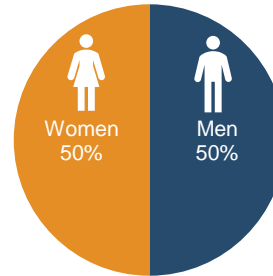
Gender and age profile

2021 gender

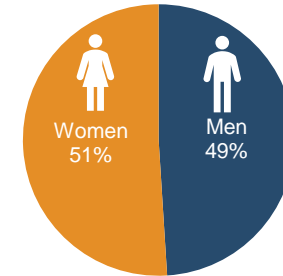
Hepburn



Small Rural

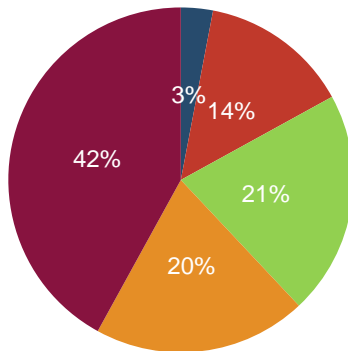


State-wide

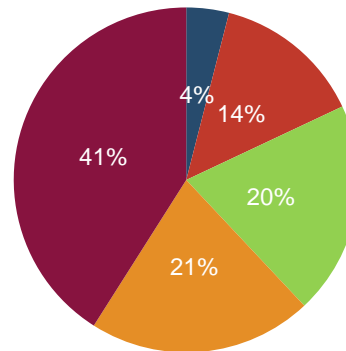


2021 age

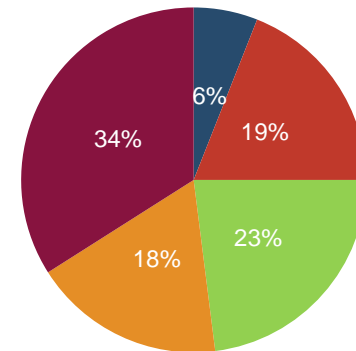
Hepburn



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: 66 Councils asked group: 19
 Please note that for the reason of simplifying reporting, interlocking age and gender reporting has not been included in this report. Interlocking age and gender analysis is still available in the dashboard and data tables provided alongside this report.



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



Appendix A: Index Scores

Index Scores

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

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

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

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

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



Appendix A: Margins of error

The sample size for the 2021 State-wide Local Government Community Satisfaction Survey for Hepburn Shire Council was n=400. Unless otherwise noted, this is the total sample base for all reported charts and tables.

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

Maximum margins of error are listed in the table below, based on a population of 13,000 people aged 18 years or over for Hepburn Shire Council, according to ABS estimates.

Demographic	Actual survey sample size	Weighted base	Maximum margin of error at 95% confidence interval
Hepburn Shire Council	400	400	+/-4.8
Men	189	195	+/-7.1
Women	211	205	+/-6.7
Creswick Ward	116	116	+/-9.1
Birch Ward	102	104	+/-9.7
Cameron Ward	59	59	+/-12.8
Holcombe Ward	69	63	+/-11.9
Coliban Ward	54	58	+/-13.4
18-34 years	26	66	+/-19.6
35-49 years	55	85	+/-13.3
50-64 years	105	82	+/-9.6
65+ years	214	168	+/-6.7



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:

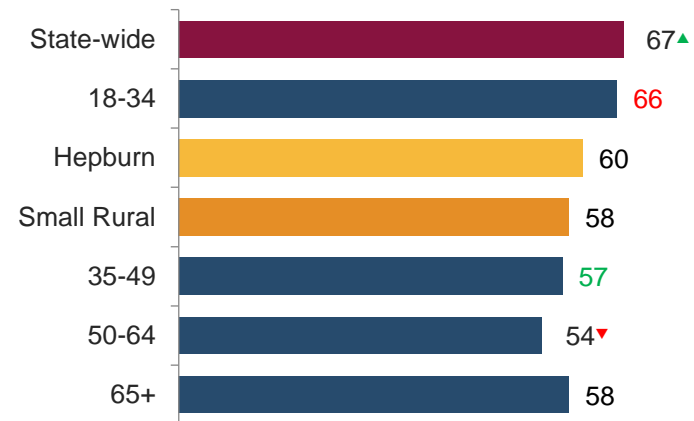
- ▲ The state-wide result is significantly higher than the overall result for the council.
- ▼ The result among 50-64 year olds is significantly lower than for the overall result for the council.

Further, results shown in green and red indicate significantly higher or lower results than in 2020.

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 2020.
- The result among 18-34 year olds in the council is **significantly lower** than the result achieved among this group in 2020.

**2021 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 2021 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 2021 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 28th January – 13th March, 2021.



Appendix B: Analysis and reporting

All participating councils are listed in the State-wide report published on the DELWP website. In 2021, 66 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 2012-2021 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 2021 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 2012-2021 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 2021 State-wide Local Government Community Satisfaction Survey was designated as 'Core' and therefore compulsory inclusions for all participating Councils.

These core questions comprised:

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

Reporting of results for these core questions can always be compared against other participating councils in the council group and against all participating councils state-wide. Alternatively, some questions in the 2021 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 2021 State-wide Local Government Community Satisfaction Survey receives a customised report. In addition, the state government is supplied with this State-wide summary report of the aggregate results of 'Core' and 'Optional' questions asked across all council areas surveyed, which is available at:

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

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



Appendix B: Glossary of terms

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

CSS: 2021 Victorian Local Government Community Satisfaction Survey.

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

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

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

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

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

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

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

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

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

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

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

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