

A large, stylized letter 'W' in a dark blue color. Inside the 'W', there is a satellite map of Australia, showing the coastline and internal road networks. The map is illuminated with a bright, glowing light source, creating a sense of depth and focus.

# **2025 Local Government Community Satisfaction Survey**

## **Hepburn Shire Council**

Coordinated by the Department of  
Government Services on behalf of  
Victorian councils



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## Background and objectives

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**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-sixth 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 26 years

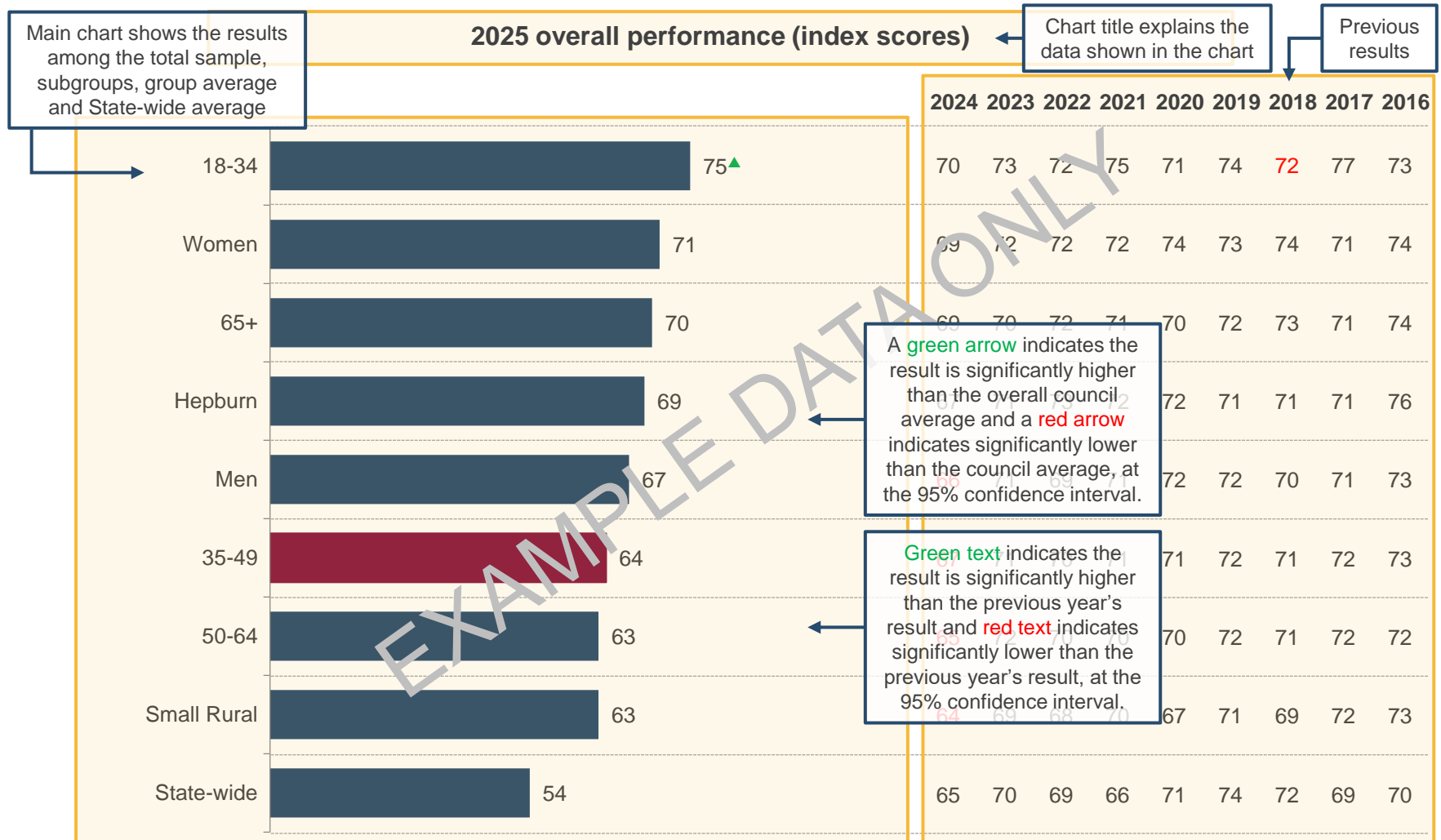
Each year the CSS data is used to develop this State-wide report which contains all of the aggregated results, analysis and data. Moreover, with 26 years of results, the CSS offers councils a long-term measure of how they are performing – essential for councils that work over the long term to provide 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.



# How to read index score charts in this report



Question asked and base size(s)

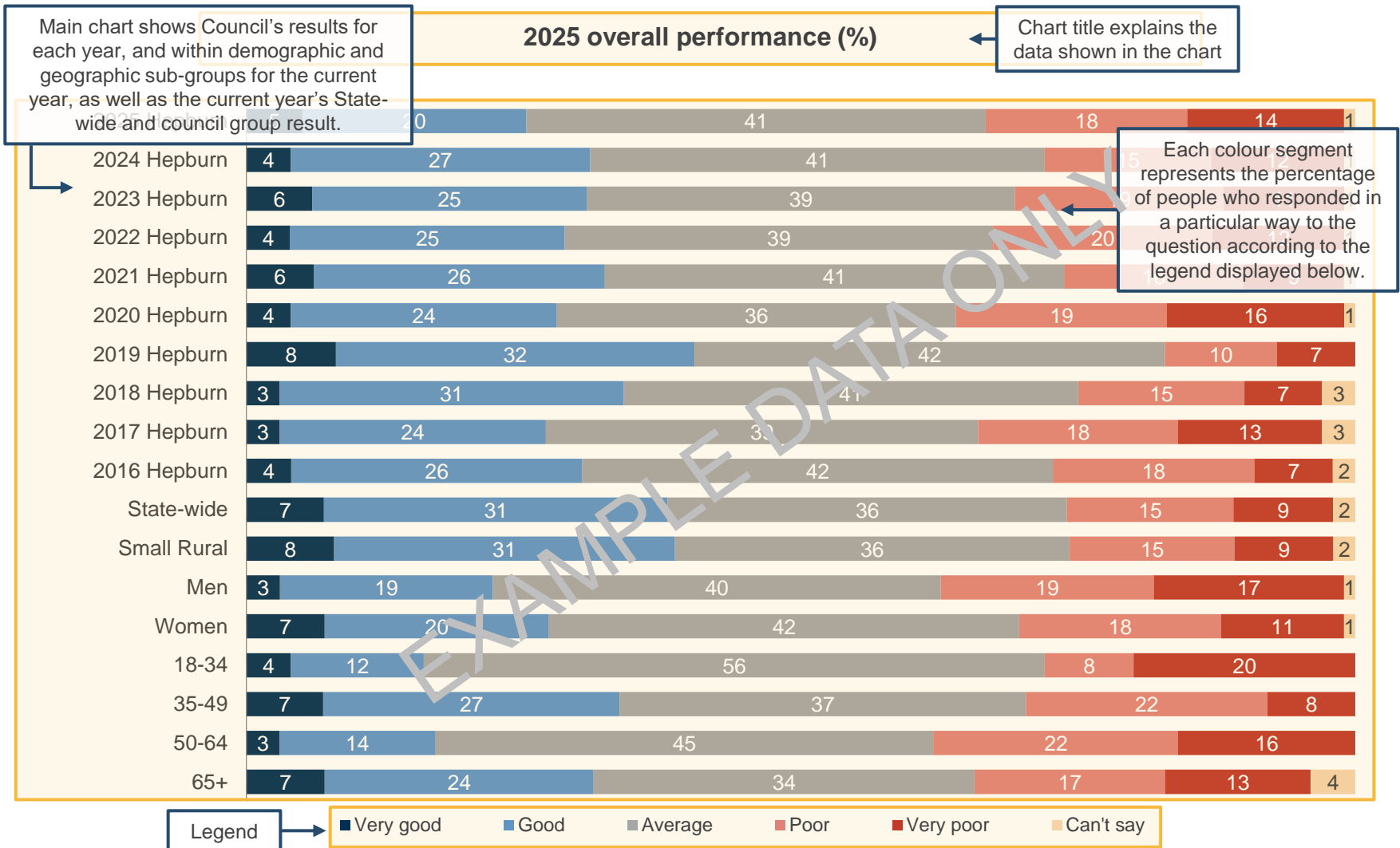
Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Hepburn Shire Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?

Base: All respondents. Councils asked State-wide: 56 Councils asked group: 19

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



# How to read stacked bar charts in this report



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: 56 Councils asked group: 19

A large, dark blue, stylized letter 'W' graphic that spans the right side of the page. It has a glowing, network-like pattern of white lines and nodes, resembling a map or a data visualization, overlaid on its structure.

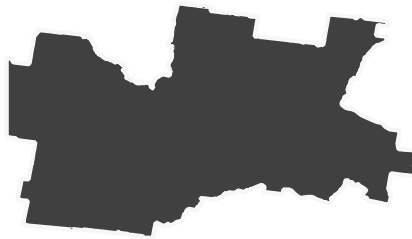
## **Key findings and recommendations**



# Hepburn Shire Council – at a glance

## Overall council performance

Results shown are index scores out of 100.



Hepburn 46



Small Rural 54



State-wide 53

## Council performance compared to group average

### Top 3 performing areas



Appearance of public areas

▼ lower



Tourism development

▬ on par



Recreational facilities

▼ lower

### Bottom 3 performing areas



Planning & building permits

▼ lower



Sealed local roads

▼ lower



Community decisions

▼ lower



Customer service

▬ on par



# Summary of core measures

## Index scores

  
Overall  
Performance

  
Value for  
money

  
Community  
Consultation

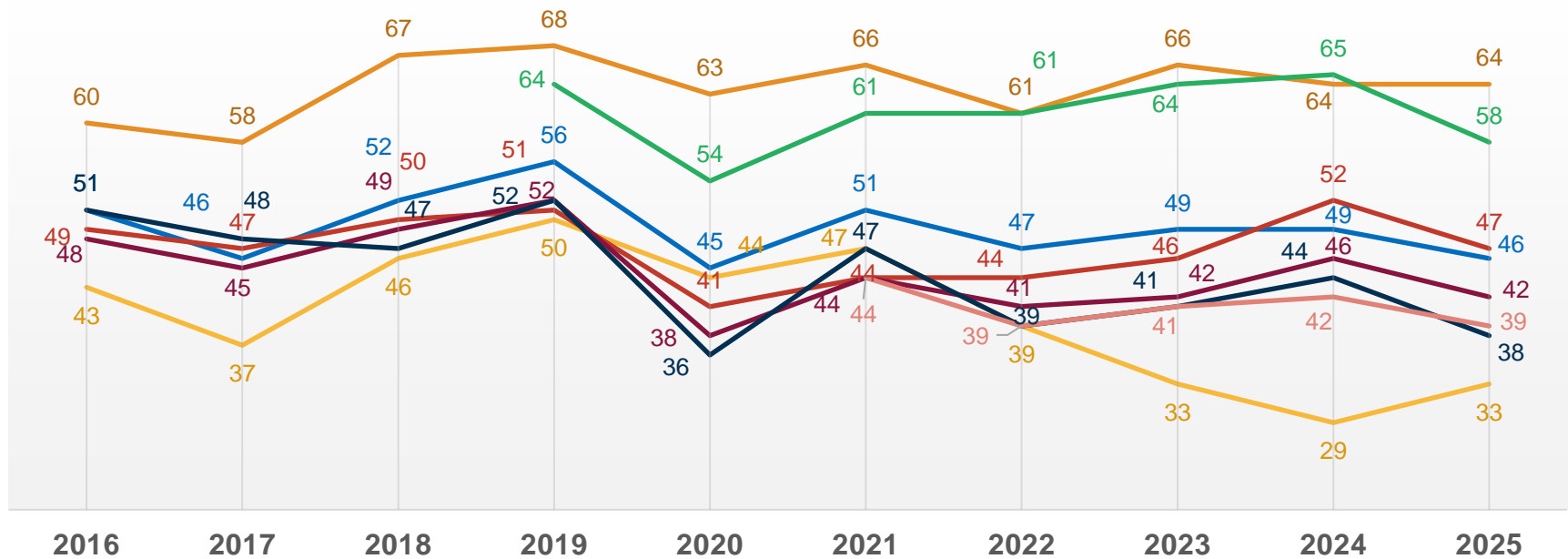
  
Making  
Community  
Decisions

  
Sealed  
Local  
Roads

  
Waste  
management

  
Customer  
Service

  
Overall  
Council  
Direction

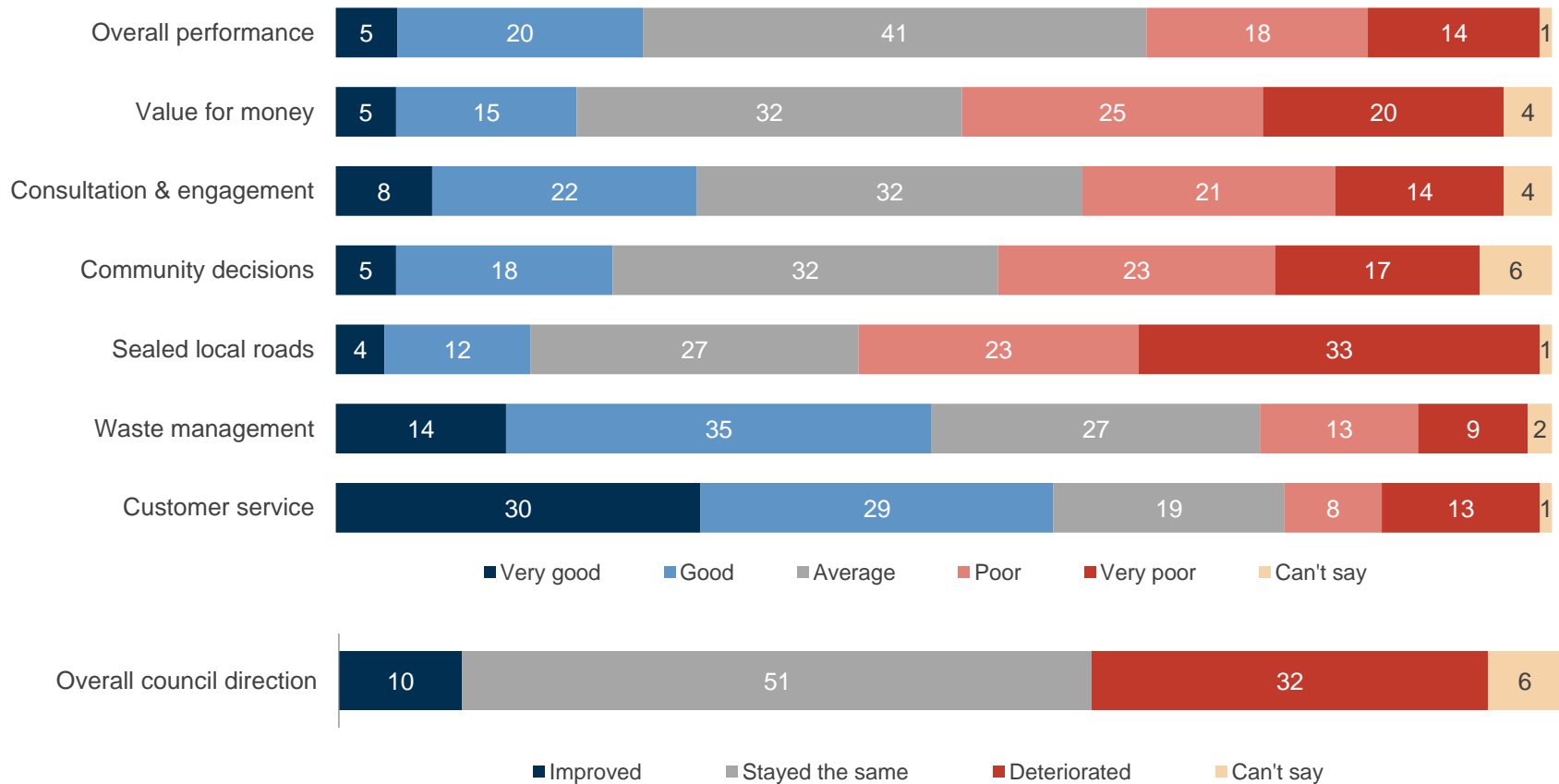
















## Summary of core measures

### Core measures summary results (%)












# Summary of Hepburn Shire Council performance

Services		Hepburn 2025	Hepburn 2024	Small Rural 2025	State-wide 2025	Highest score	Lowest score
	Overall performance	46	49	54	53	35-49 years	50-64 years
	Value for money	39	42	47	47	35-49 years	18-34 years
	Overall council direction	38	44	46	46	35-49 years	18-34 years
	Customer service	64	64	65	66	18-34 years	50-64 years
	Appearance of public areas	63	64	70	68	35-49 years	50-64 years
	Tourism development	63	61	62	60	18-49 years	65+ years
	Recreational facilities	60	61	66	67	35-49 years	50-64 years
	Waste management	58	65	66	65	65+ years	35-49 years
	Environmental sustainability	56	57	58	59	35-49 years	65+ years
	Enforcement of local laws	55	56	58	59	18-34 years	50-64 years



# Summary of Hepburn Shire Council performance

Services		Hepburn 2025	Hepburn 2024	Small Rural 2025	State-wide 2025	Highest score	Lowest score
	Business & community dev.	53	56	55	54	35-49 years	50-64 years, 18-34 years
	Consultation & engagement	47	52	51	50	35-49 years	50-64 years, Men
	Lobbying	45	48	51	49	35-49 years	18-34 years
	Slashing & weed control	44	42	49	47	35-49 years	50-64 years
	Community decisions	42	46	50	49	35-49 years	50-64 years
	Sealed local roads	33	29	44	45	35-49 years, Women	18-34 years, 50-64 years, Men
	Planning & building permits	33	35	43	43	35-49 years	18-34 years



## Focus areas for the next 12 months

### Overview

Hepburn Shire Council's overall performance saw a (not-significant) three-point decline in 2025. Ratings in the majority of individual service areas evaluated are on par with the previous year's results. Significant declines in perceptions of performance are evident in waste management, consultation and engagement, and community decisions. On a positive note, Council achieved a significant improvement in the maintenance of sealed local roads, reversing three consecutive years of significant declines since 2022.

### Key influences on perceptions of overall performance

Community decisions, community consultation and engagement, and the related area of lobbying are among Council's lower performing service areas, with the two former areas experiencing significant declines in the past 12 months. Due to their strong influence on overall perceptions of Council, these areas should be prioritised for improvement. Further, the condition of sealed local roads, and planning and building permits should also be a focus, as these areas also have a moderate to strong influence on overall perceptions.

### Comparison to state and area grouping

On the core measures of overall performance and value for money, Council performs significantly lower than the Small Rural group and the State-wide average for councils. Council also performs significantly lower than both averages in 10 of the 13 service areas evaluated. Council is rated in-line with the Small Rural group averages in the remaining service areas. In the area of tourism development, Council performance is rated significantly higher than the State-wide average.

### Maintain efforts on stronger performing, tangible service areas

Recreational facilities and the appearance of public areas are among Council's strongest performing service areas. However, these areas have experienced minor (not significant) declines this year. Given these service areas have a positive influence on overall performance perceptions, maintaining a strong performance here is warranted to prevent further declines. These are tangible areas where enhancements are more readily noticed.

# DETAILED FINDINGS

# Overall performance



## Overall performance

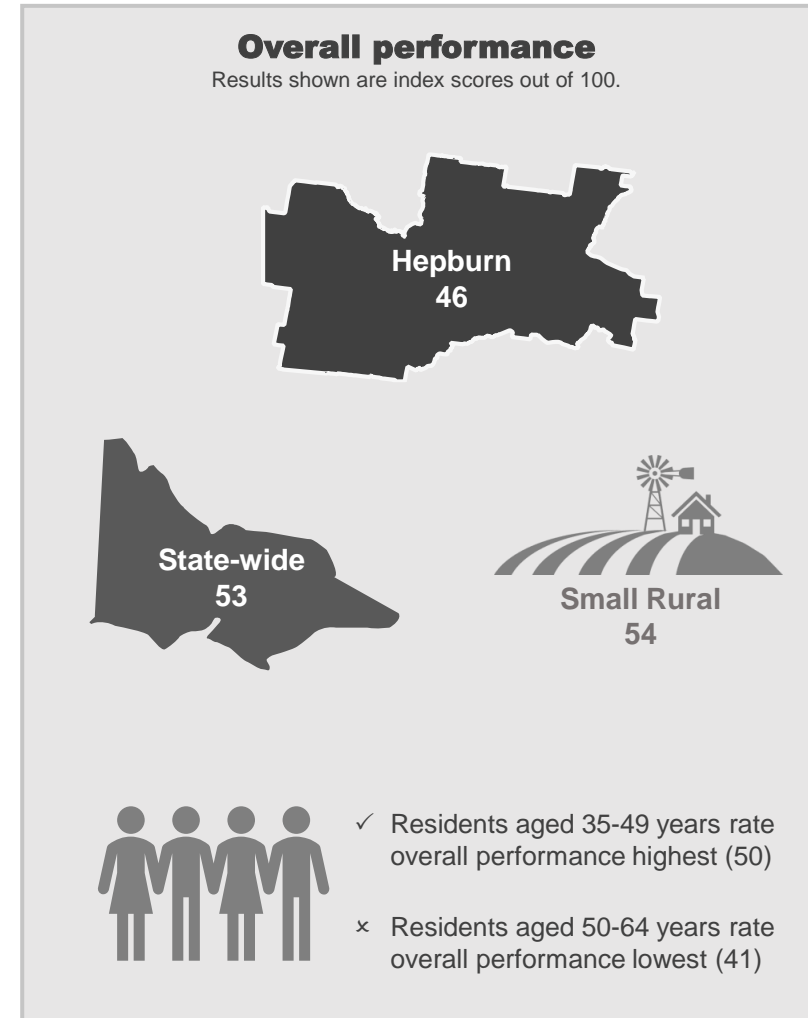
Hepburn Shire Council's overall performance score of 46 is down (a not significant) three index points from 2024. While not at the lowest level seen (index score of 45 in 2020), Council has previously performed better (index score of 56 in 2019). Efforts to turn around perceptions of Council's overall performance are warranted.

Council's overall performance is rated significantly lower (at the 95% confidence interval) than the Small Rural group and State-wide group average for councils (index score of 54 and 53 respectively).

- Perceptions of overall performance are significantly lower among men (index score of 43, down six index points) and residents aged 18 to 34 years (index score of 43, down 16 index points) compared to last year's results.

One in five residents (20%) rate the value for money they receive from Council in infrastructure and services as 'very good' or 'good', far fewer than those who rate Council as 'very poor' or 'poor' (45%). A further 32% rate Council as 'average' for providing value for money.

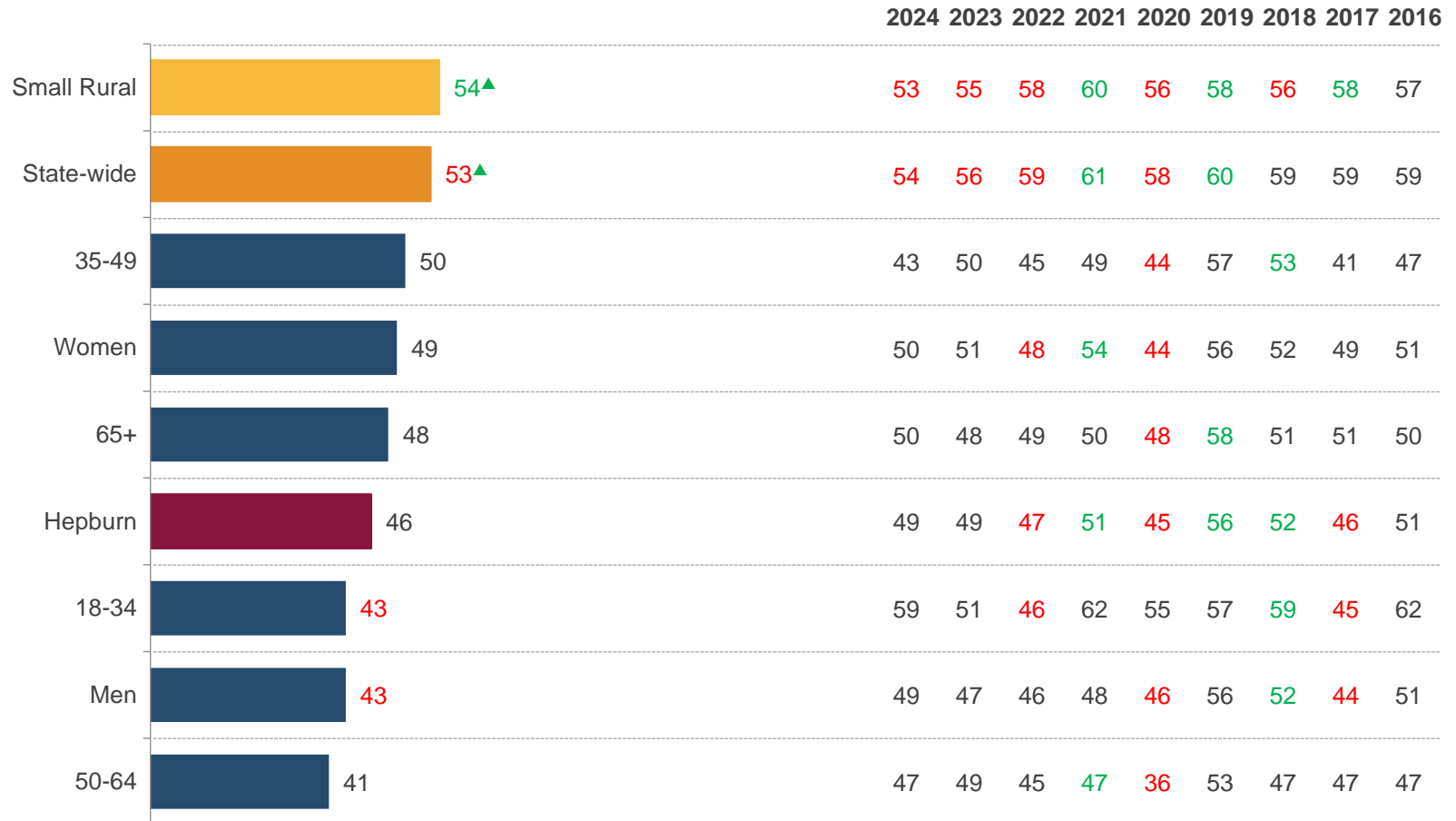
- Since the previous evaluation, perceptions of value for money saw a significant 10 index-point decline among residents aged 18 to 34 years.





# Overall performance

## 2025 overall performance (index scores)



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

Base: All respondents. Councils asked State-wide: 56 Councils asked group: 19

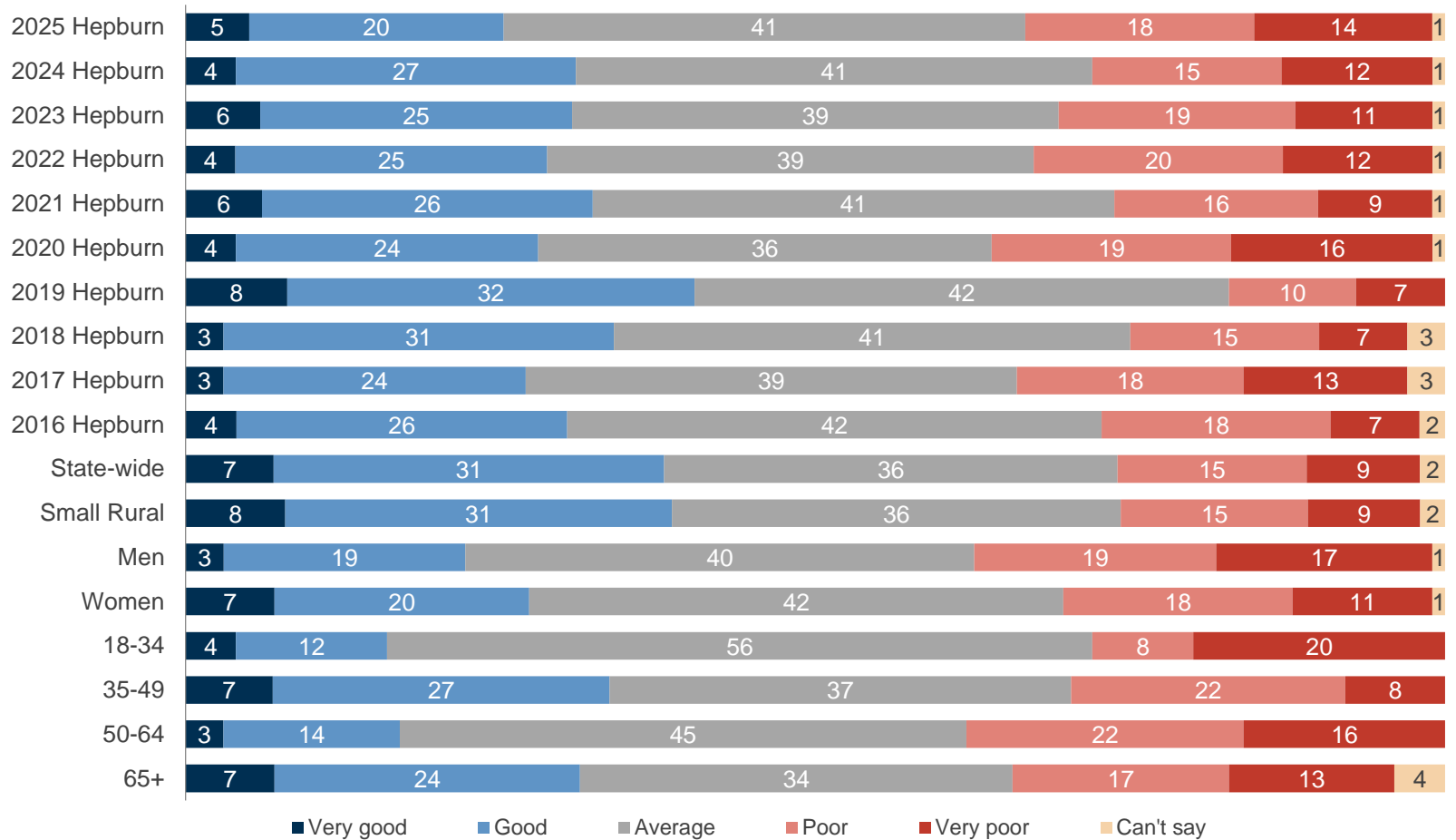
Note: Please see Appendix A for explanation of significant differences.





# Overall performance

## 2025 overall performance (%)

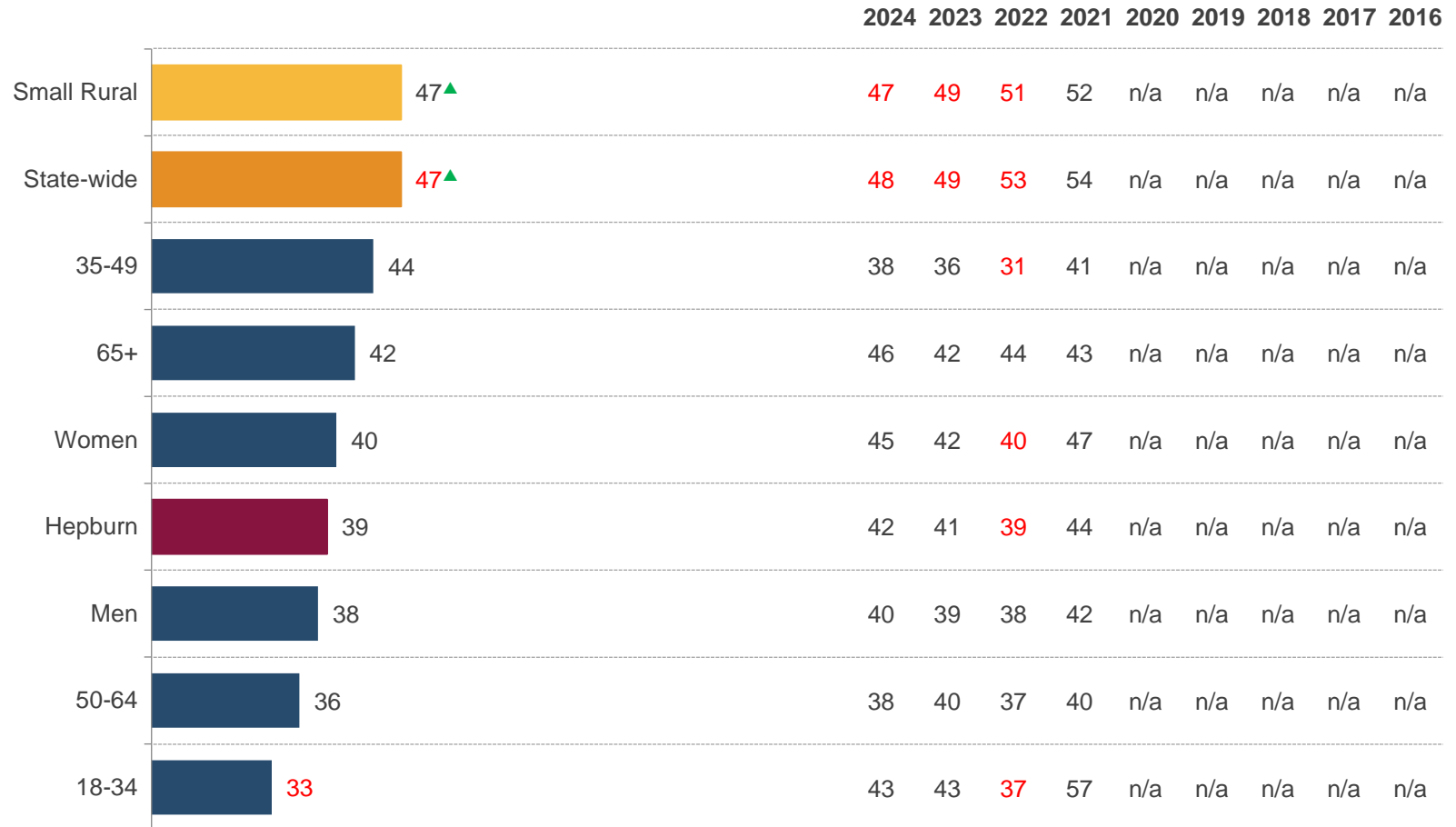


Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Hepburn Shire Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?  
Base: All respondents. Councils asked State-wide: 56 Councils asked group: 19



## Value for money in services and infrastructure

### 2025 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?

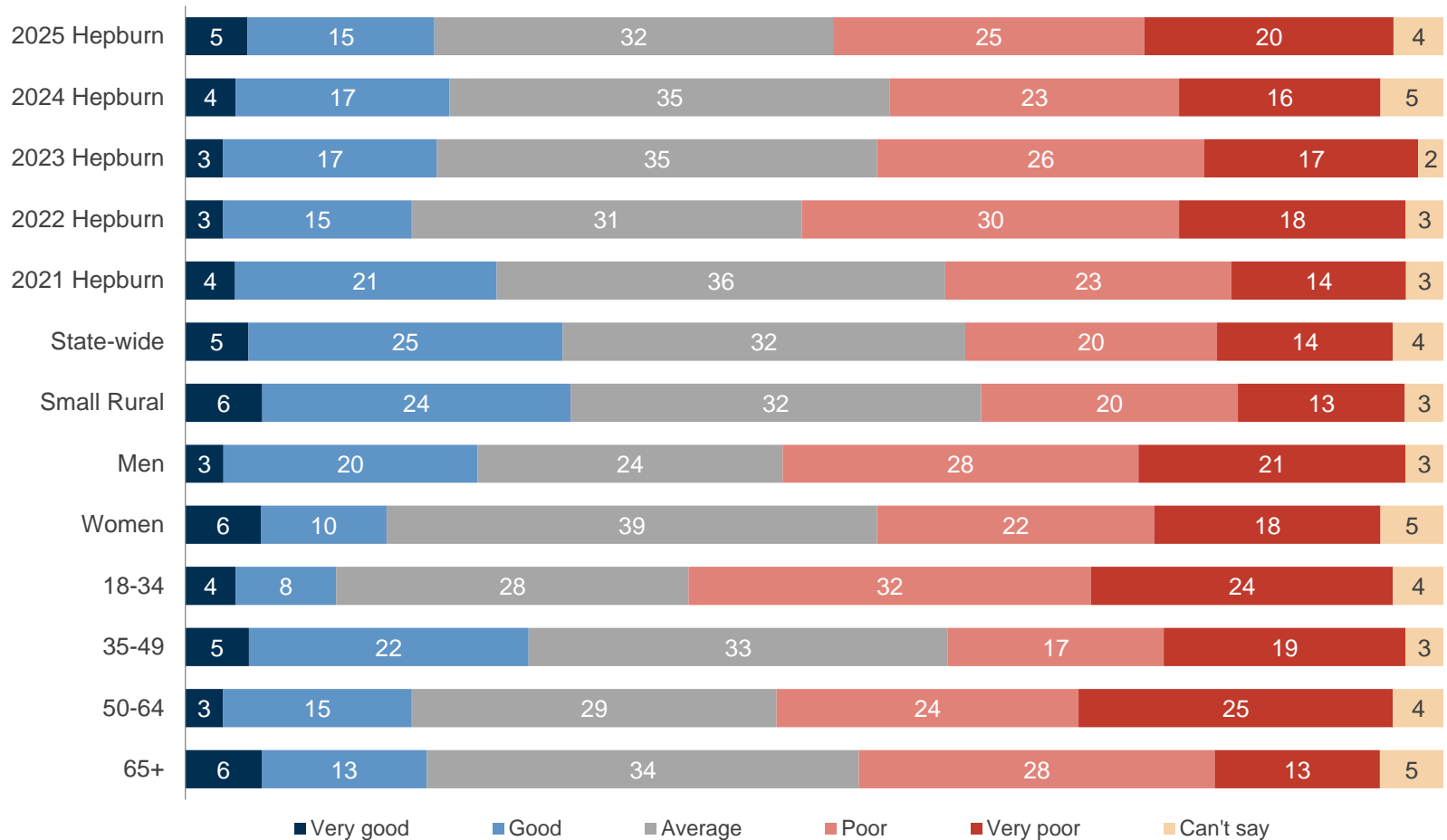
Base: All respondents. Councils asked State-wide: 55 Councils asked group: 19

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



## Value for money in services and infrastructure

2025 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: 55 Councils asked group: 19



## Top performing service areas

The appearance of public areas and tourism development (index score of 63 for both) are the areas where Council performed best in 2025. Perceptions of both service areas are on par with the 2024 result.

Despite being Council's equal highest performing service area, Council's ratings for the appearance of public areas is significantly lower than both the Small Rural group and State-wide group averages.

- Residents aged 35 to 49 years (index score of 69) rate Council significantly higher than the Council average.
- Perceptions of Council's performance has declined significantly since the previous evaluation for residents aged 18 to 34 years (index score of 62, down from 72).

Council performance for tourism development is in line with the Small Rural group average and is significantly higher than the State-wide average.

- Council's rating is significantly higher than the 2024 result among residents aged 35 to 49 years (index score of 68, up nine index points).

Recreational facilities (index score of 60) is Council's next top performing service area.

- No significant differences in ratings were found among residents from different demographic groups compared to the Council average.



**Appearance of public areas and tourism development (each with an index score of 63) are the areas where Council performed best in 2025.**



## Low performing service areas



Council rates lowest in the areas of planning and building permits (index score of 33), sealed local roads (also with an index score of 33) and community decisions (42). Council rates significantly lower than the Small Rural group and State-wide group averages for each of these service areas.

The aforementioned areas are key influences on Council's overall performance so efforts to improve perceptions in these areas are warranted.

- Planning and building permits is the service area with the largest net differential between residents' perceptions of its importance and performance, exceeding 40 index points.
- The 2025 result for sealed local roads represents a significant increase of four index points from 2024. This is a reflection of a significant increase in ratings among residents aged 35 to 49 years and women. Sealed local roads (16%) is among the most frequently mentioned areas that residents think Council most needs to focus on.
- Council performance in decisions made in the interest of the community has significantly decreased since the previous evaluation, down four index points. Ratings in this service area have decreased significantly in the past 12 months among residents aged 18 to 34 years.



# Individual service area performance

## 2025 individual service area performance (index scores)

		2024	2023	2022	2021	2020	2019	2018	2017	2016
Appearance of public areas	63	64	60	62	67	64	67	n/a	n/a	n/a
Tourism development	63	61	62	63	63	63	69	n/a	n/a	n/a
Recreational facilities	60	61	57	59	60	61	62	n/a	n/a	n/a
Waste management	58	65	64	61	61	54	64	n/a	n/a	n/a
Environmental sustainability	56	57	56	54	55	50	59	n/a	n/a	n/a
Enforcement of local laws	55	56	53	55	57	53	57	n/a	n/a	n/a
Business & community dev.	53	56	54	51	55	55	60	n/a	n/a	n/a
Consultation & engagement	47	52	46	44	44	41	51	50	47	49
Lobbying	45	48	44	44	45	40	51	51	48	49
Slashing & weed control	44	42	39	42	44	37	48	n/a	n/a	n/a
Community decisions	42	46	42	41	44	38	52	49	45	48
Sealed local roads	33	29	33	39	47	44	50	46	37	43
Planning & building permits	33	35	39	40	44	41	49	n/a	n/a	n/a

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

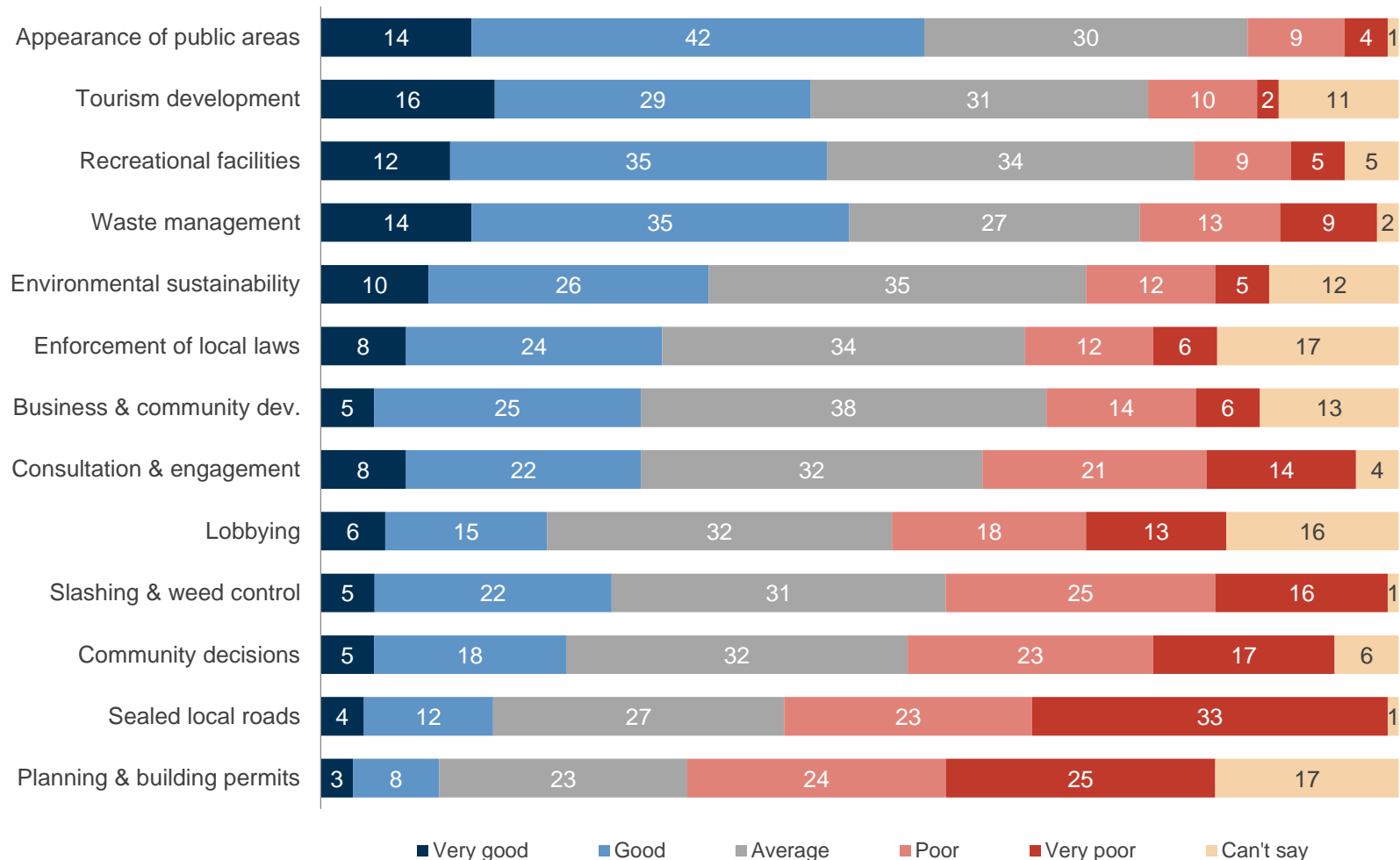
Base: All respondents. Councils asked State-wide: 56 Councils asked group: 19

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



# Individual service area performance

## 2025 individual service area performance (%)







# Individual service area importance

## 2025 individual service area importance (index scores)

		2024	2023	2022	2021	2020	2019	2018	2017	2016
Slashing & weed control	82	82	82	81	82	80	78	n/a	n/a	n/a
Waste management	78	79	80	81	82	80	81	n/a	n/a	n/a
Consultation & engagement	78	76	78	79	79	n/a	n/a	n/a	n/a	n/a
Planning & building permits	76	76	76	73	73	70	72	n/a	n/a	n/a
Appearance of public areas	75	74	74	74	75	72	72	n/a	n/a	n/a
Recreational facilities	72	71	71	72	74	69	72	n/a	n/a	n/a
Enforcement of local laws	66	65	66	62	67	60	68	n/a	n/a	n/a
Environmental sustainability	66	69	71	72	75	74	75	n/a	n/a	n/a
Business & community dev.	66	66	65	67	67	68	70	n/a	n/a	n/a
Tourism development	57	58	58	58	60	58	61	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: 24 Councils asked group: 7

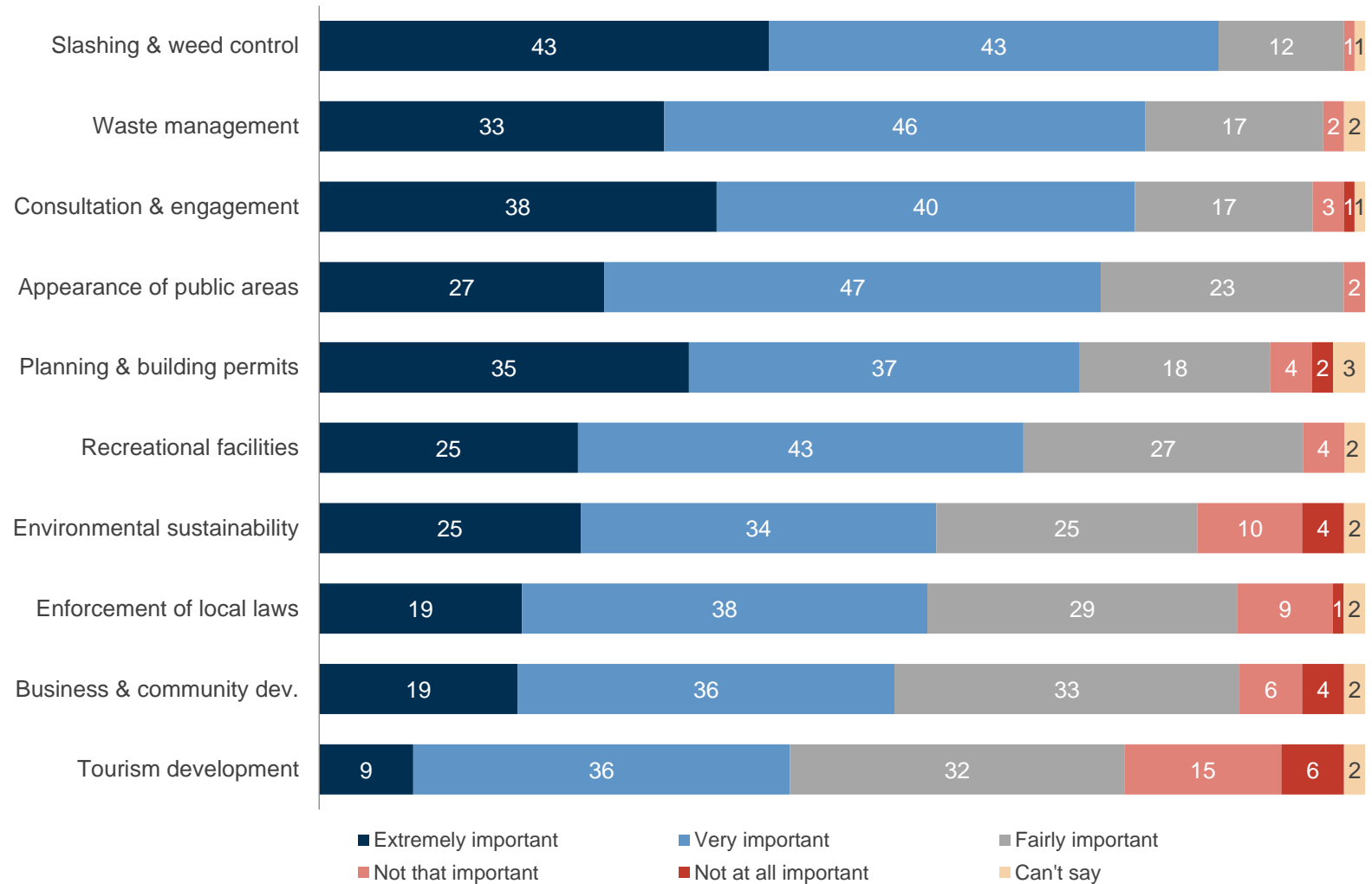
Note: Please see Appendix A for explanation of significant differences.





# Individual service area importance

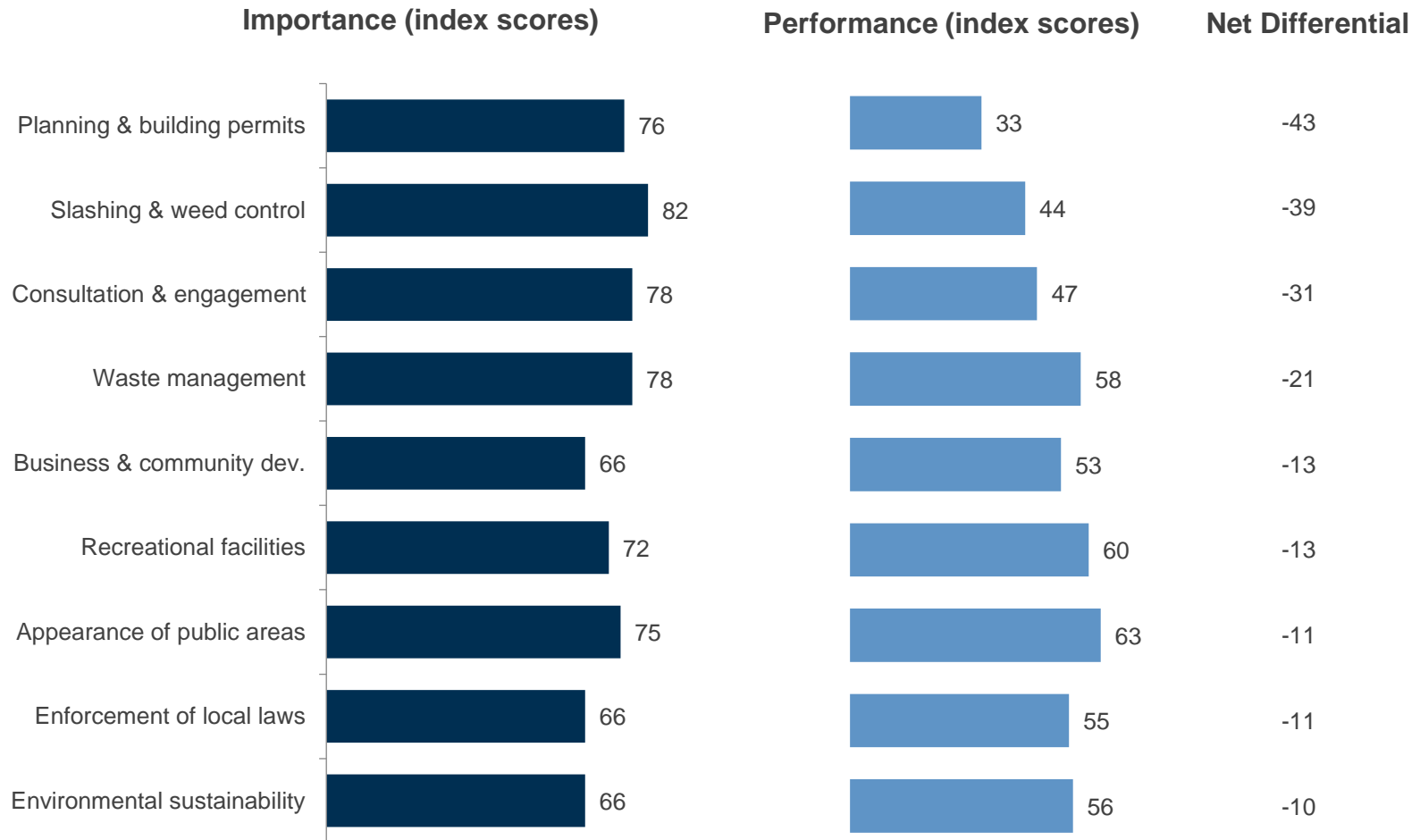
## 2025 individual service area importance (%)





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

- Decisions made in the interest of the community
- Community consultation and engagement.

**Good communication and transparency about decisions Council has made in the community's interest and ensuring residents feel heard on key local issues provide the greatest opportunities to drive up overall opinion of Council performance. Currently, Council is rated as poor in these areas (index scores of 42 and 47 respectively).**

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

- The condition of sealed local roads
- Lobbying on behalf of the community
- Enforcement of local laws
- Recreational facilities
- The appearance of public areas
- Business and community development
- Planning and building permits.

Looking at these key service areas only, appearance of public areas and recreational facilities have high performance index scores (63 and 60 respectively) and a moderate influence on the overall performance rating. Maintaining these positive results should remain a focus – but there is greater work to be done elsewhere.

Other service areas that have a moderate influence on overall perceptions, but where Council performs relatively less well, are enforcement of local laws, and business and community development (index scores of 55 and 53 respectively).

**Maintaining efforts to enforce local laws and generate opportunities for local business and the community can also help to shore up positive overall opinion of Council.**

However, more in need of attention are sealed roads, which are rated as 'poor' (index score of 33) and among the stronger influences on overall community opinion, followed by the more moderate influences of planning and building permits, and lobbying (index scores of 33 and 45 respectively).

**It will be important to address resident concerns about sealed road maintenance, planning and building permits and Council's advocacy efforts to improve overall performance ratings.**



## Regression analysis explained

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

In the charts that follow:

- The horizontal axis represents Council's performance index score for each individual service. Service areas appearing on the right side of the chart have a higher index score 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 those located closer to the axis.

The regressions are shown on the following two charts.

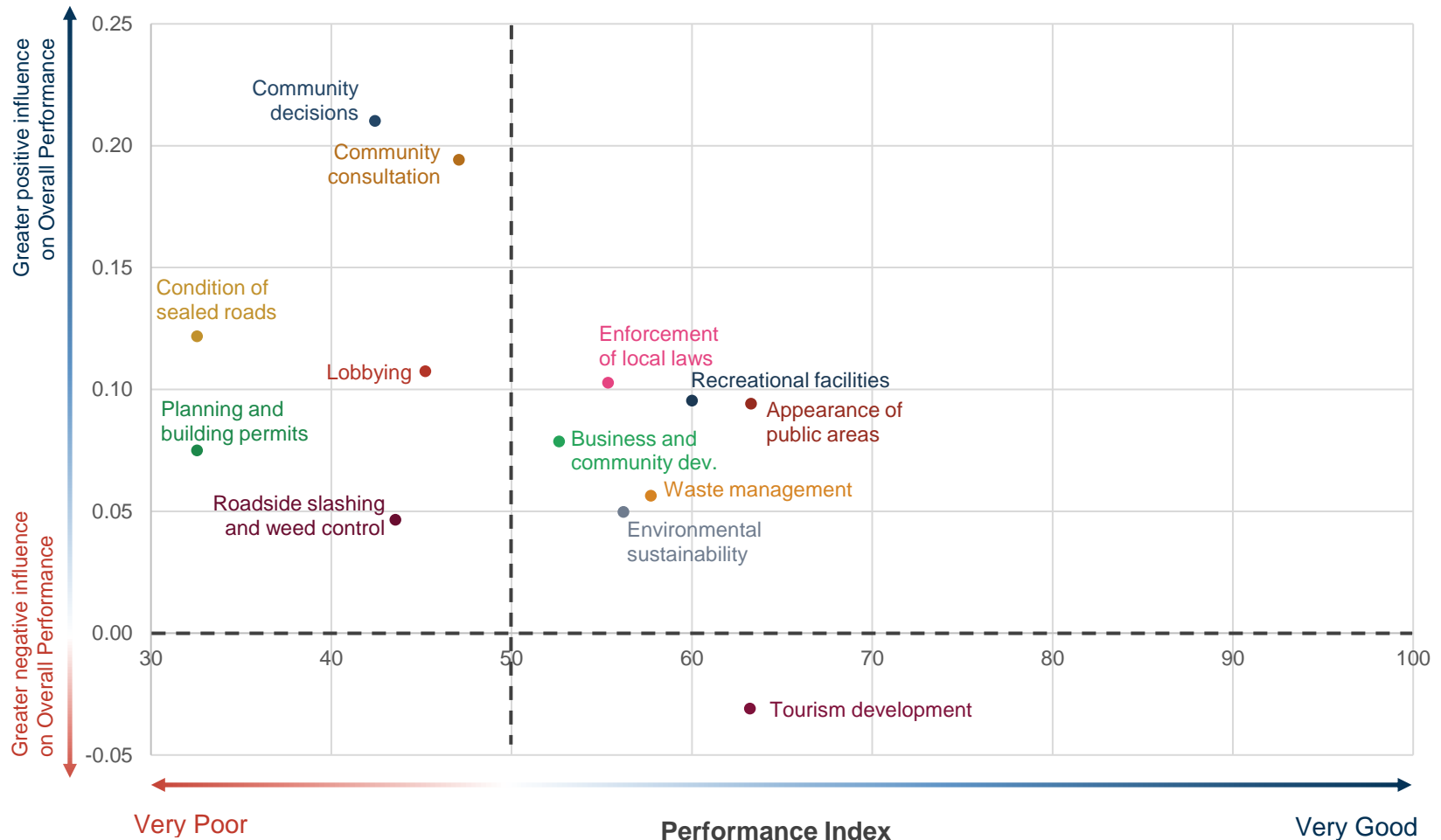
1. **The first chart** shows the results of a regression analysis of *all* individual service areas selected by Council.
2. **The second chart** shows the results of a regression performed on a smaller set of service areas, being those with a moderate-to-strong influence on overall performance. Service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

## 2025 regression analysis (all services)

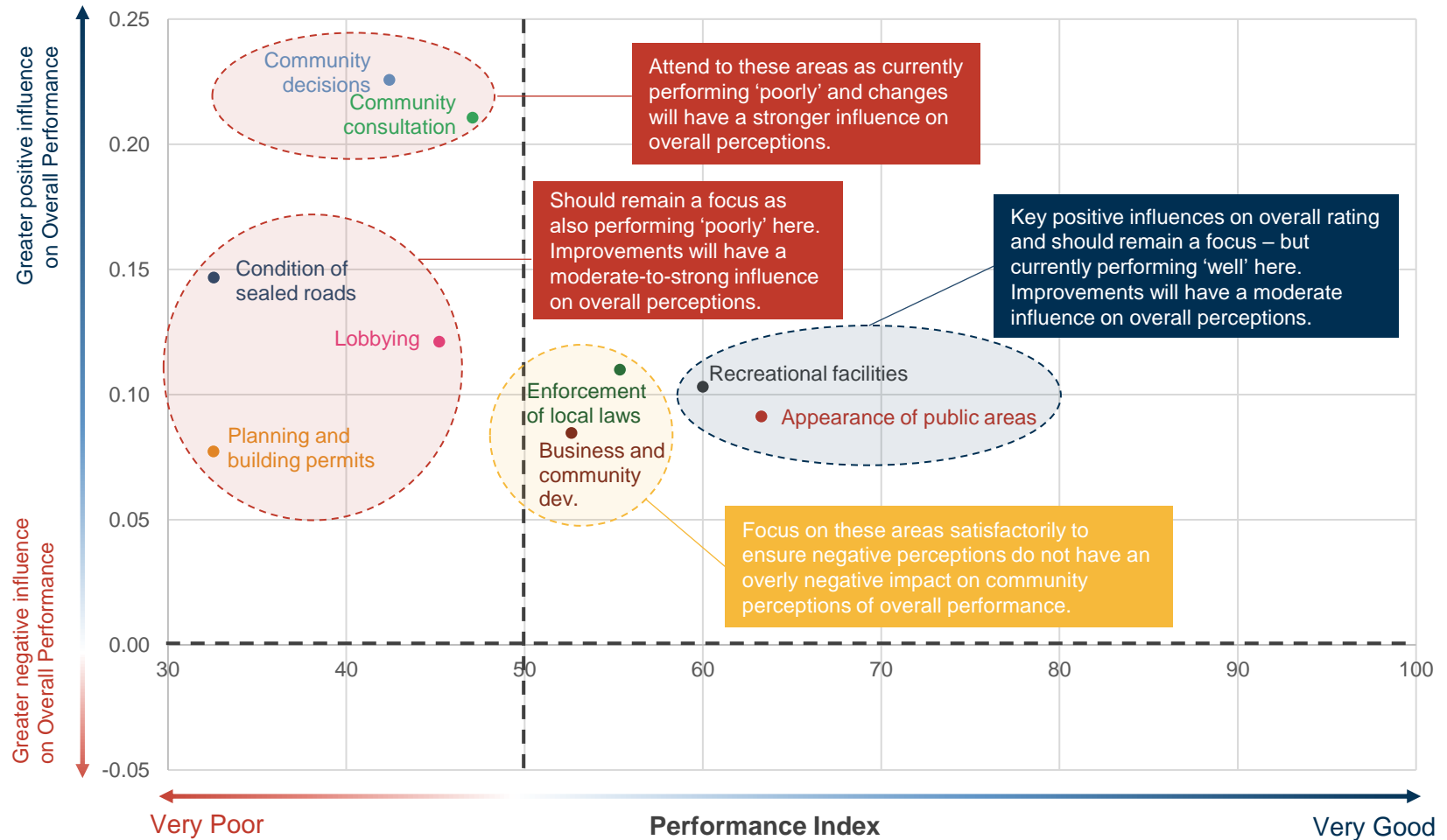


The multiple regression analysis model above (all service areas) has an  $R^2$  value of 0.698 and adjusted  $R^2$  value of 0.688, which means that 69% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at  $p = 0.0001$ ,  $F = 68.73$ . 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 services

## 2025 regression analysis (key services)



The multiple regression analysis model above (reduced set of service areas) has an  $R^2$  value of 0.692 and adjusted  $R^2$  value of 0.684, which means that 68% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at  $p = 0.0001$ ,  $F = 97.14$ .

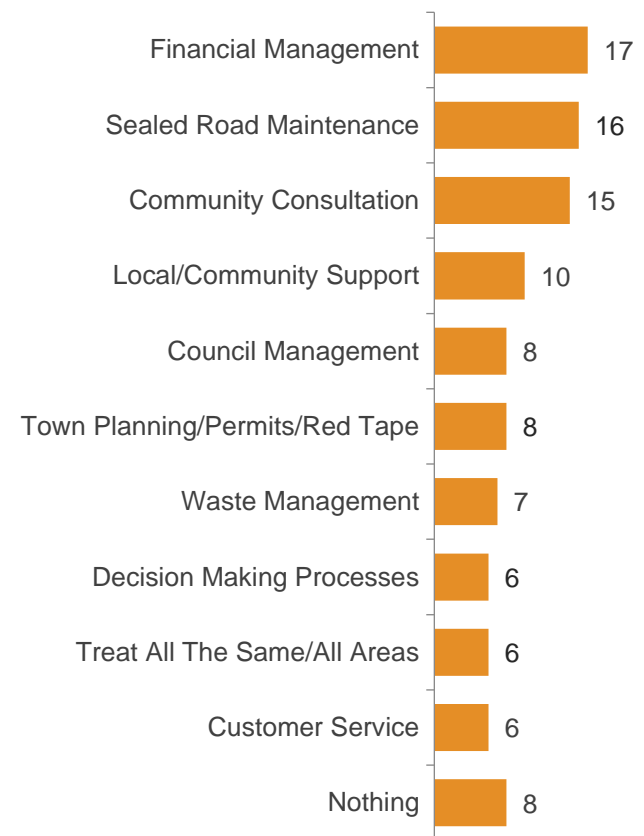


# Best things about Council and areas for improvement

**2025 best things about Council (%)**  
- Top mentions only -



**2025 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: 29 Councils asked group: 10

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

Base: All respondents. Councils asked State-wide: 44 Councils asked group: 14

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

Seven in 10 Council residents (70%) had contact with Council in the previous 12 months.

- Rate of contact is significantly lower among residents aged 65 years and over (60%) compared to the Council average. Women (74%) had significantly more contact with Council than in 2024 (65%).

The most frequently used contact methods were in-person (36%), followed by telephone (35%) and email (27%).



### Customer service

Hepburn Shire Council's customer service index of 64 is unchanged from last year. Council's customer service continues to rate in line with the State-wide group and Small Rural group average (index scores of 66 and 65 respectively).

- The highest customer service rating is among residents aged 18 to 34 years (index score of 69), a strong result given this demographic had the equal highest rate of contact with Council (76%).
- Ratings of customer service are lowest among residents aged 50 to 64 years (index score of 60). This cohort should continue to be a priority for customer service improvements, given they have an equally high rate of contact with Council (76%).

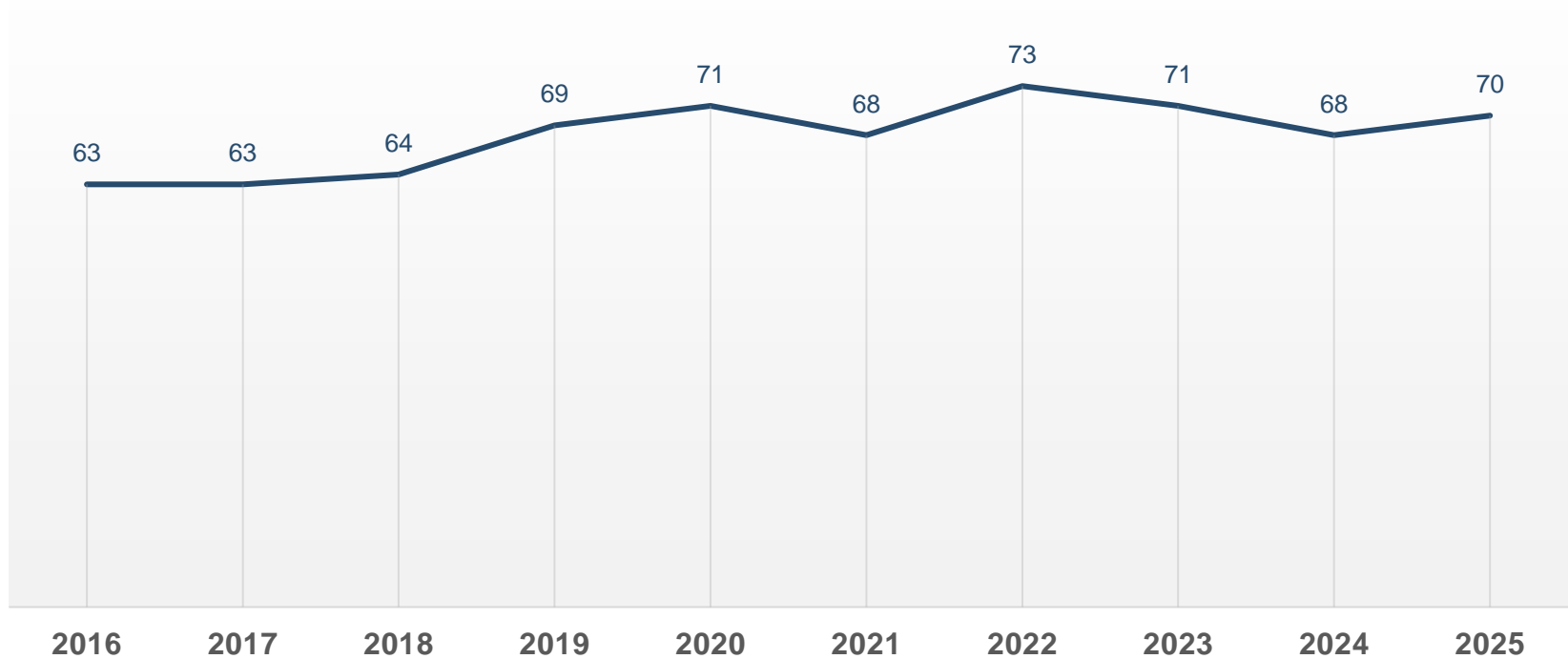
Three in five residents (59%) rate customer service as 'very good' or 'good' in 2025.

Residents who interact with Council in-person (index score of 69) or via telephone (index score of 70) provide comparable customer service ratings. However, of the more frequently used channels, ratings remain relatively lower for email (index score of 51) – indicating that Council should focus efforts on enhancing customer service in email communications as the first priority moving forward.



## Contact with council

2025 contact with council (%)  
Have had contact



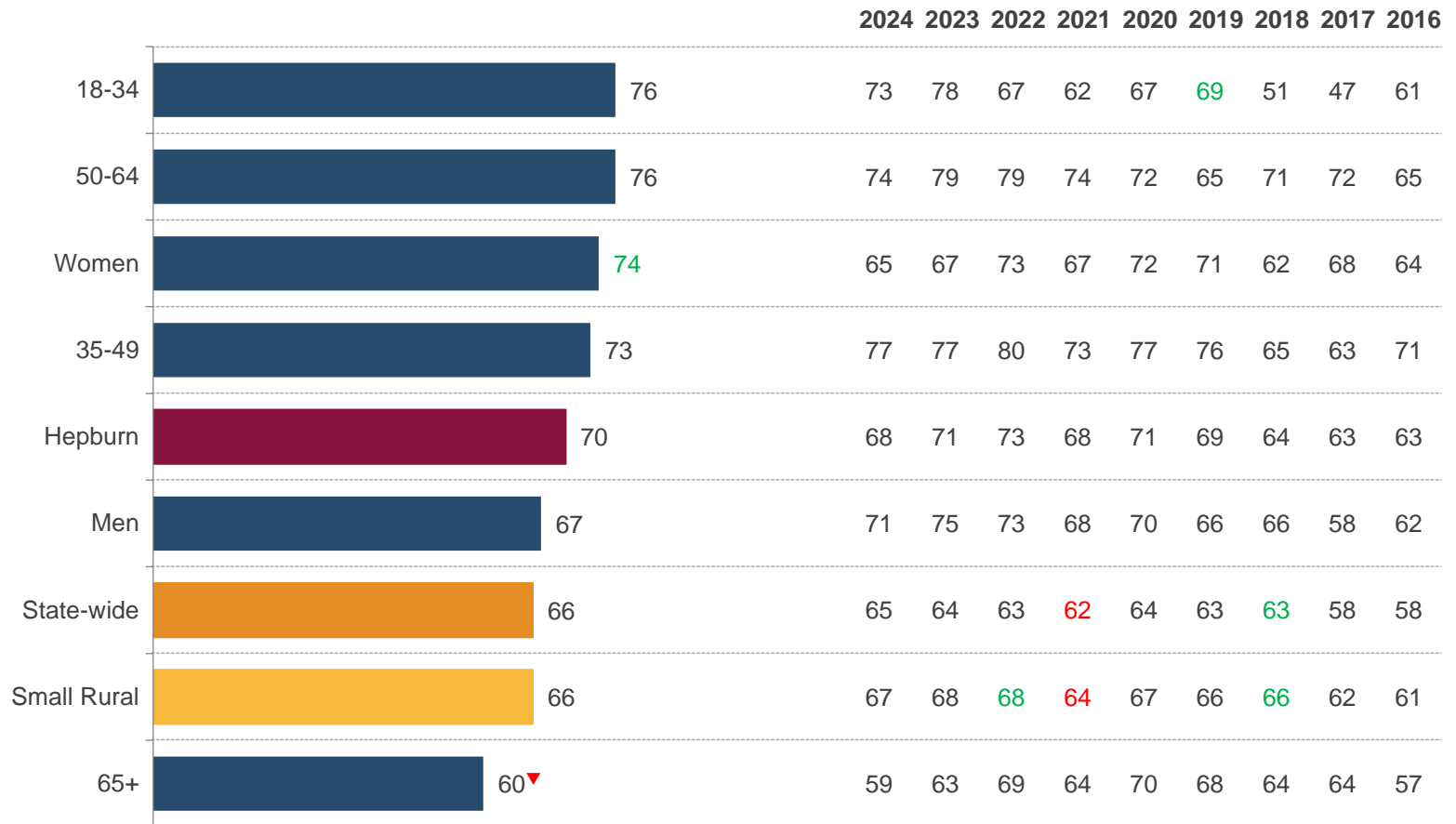
Q5a. Have you or any member of your household had any recent contact with Hepburn Shire Council in any of the following ways?

Base: All respondents. Councils asked State-wide: 24 Councils asked group: 5



## Contact with council

### 2025 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?

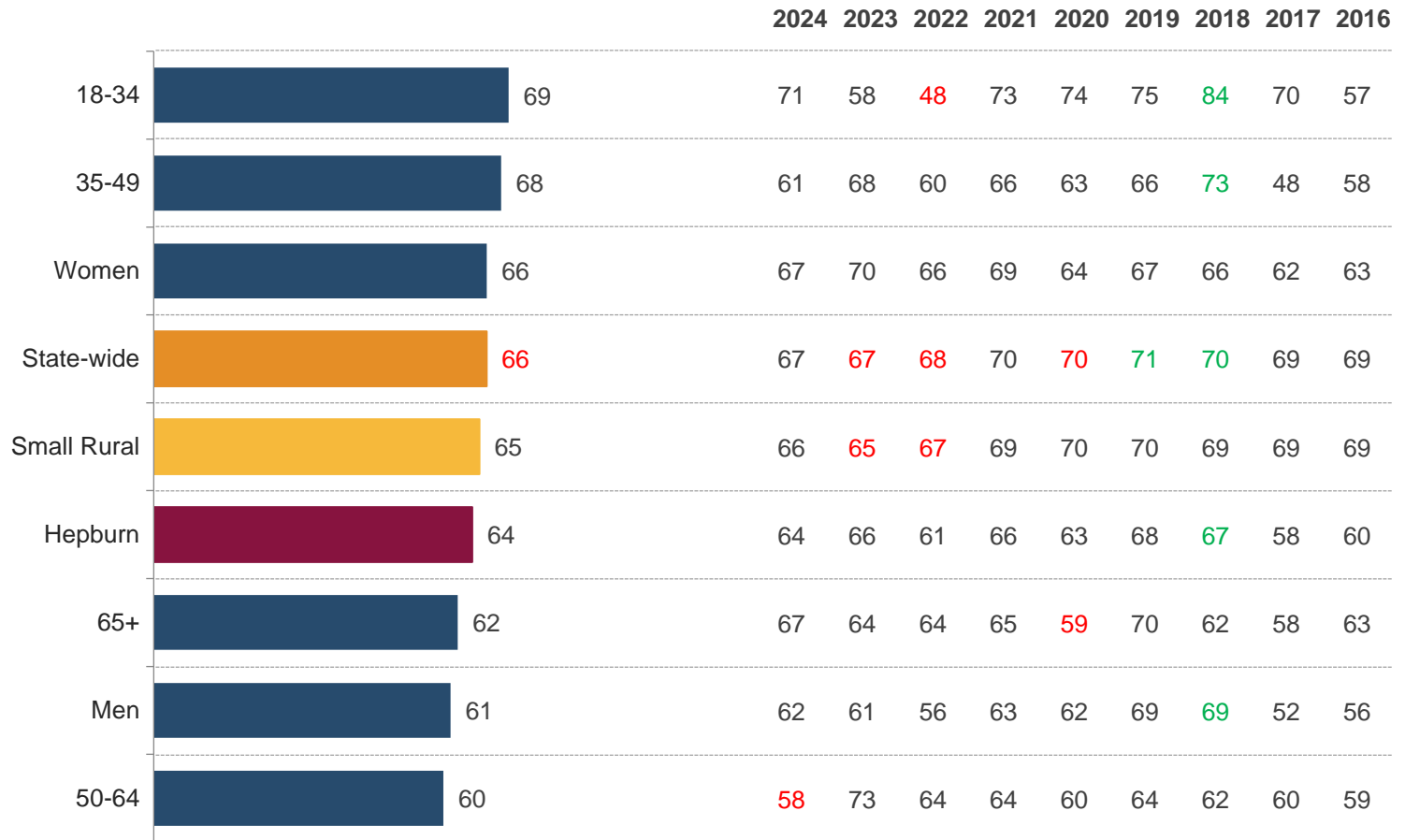
Base: All respondents. Councils asked State-wide: 24 Councils asked group: 5

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



# Customer service rating

## 2025 customer service rating (index scores)



Q5c. Thinking of the most recent contact, how would you rate Hepburn Shire Council for customer service?

Please keep in mind we do not mean the actual outcome but rather the actual service that was received.

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

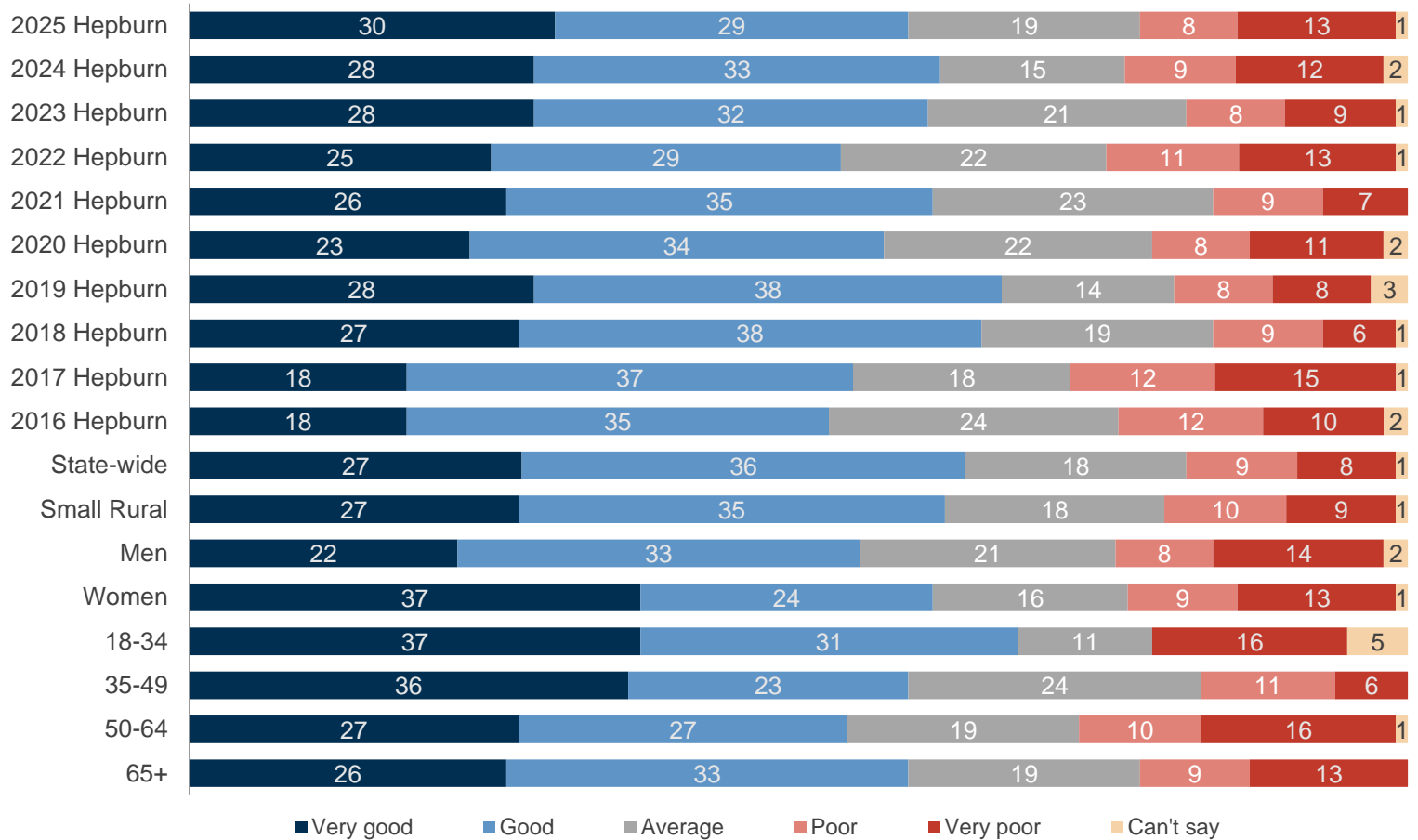
Councils asked State-wide: 56 Councils asked group: 19

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



# Customer service rating

## 2025 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.

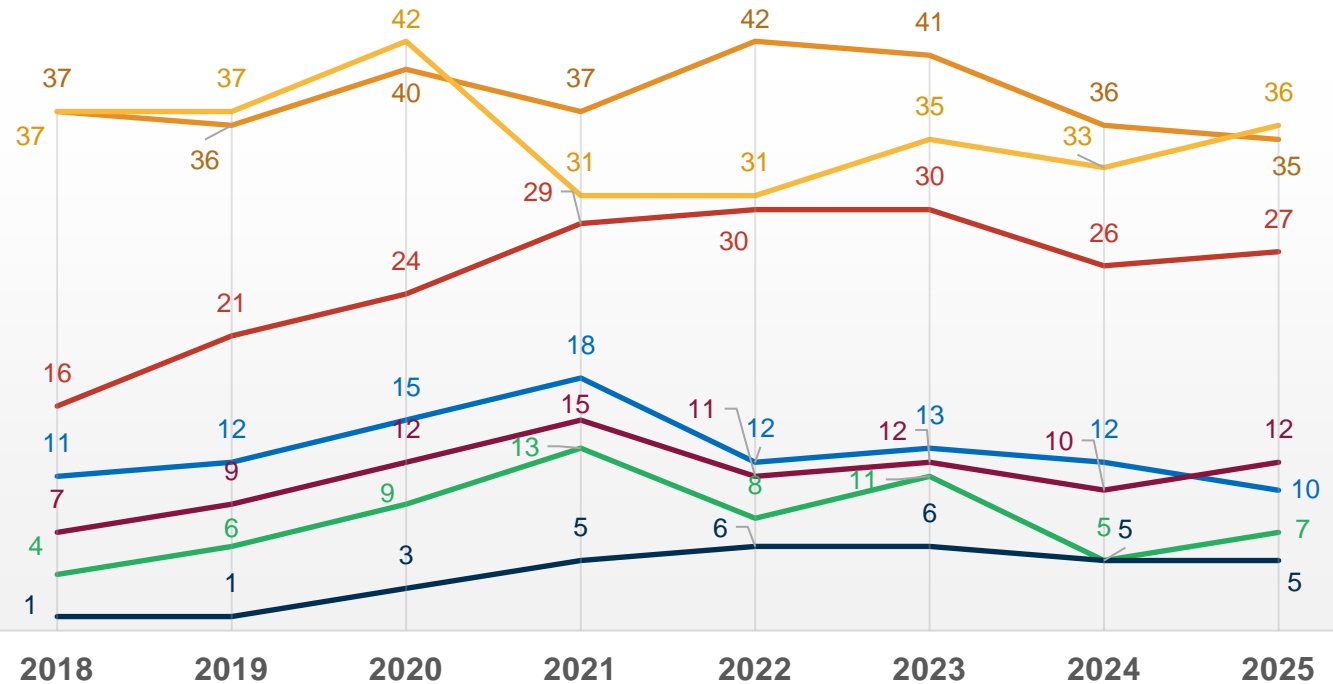
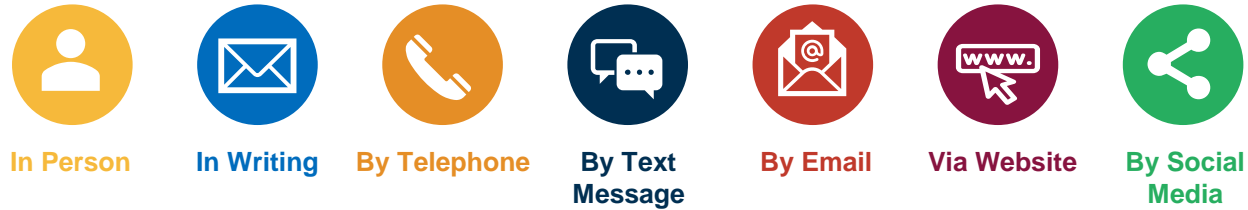
Base: All respondents who have had contact with Council in the last 12 months.

Councils asked State-wide: 56 Councils asked group: 19



# Method of contact with council

2025 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?

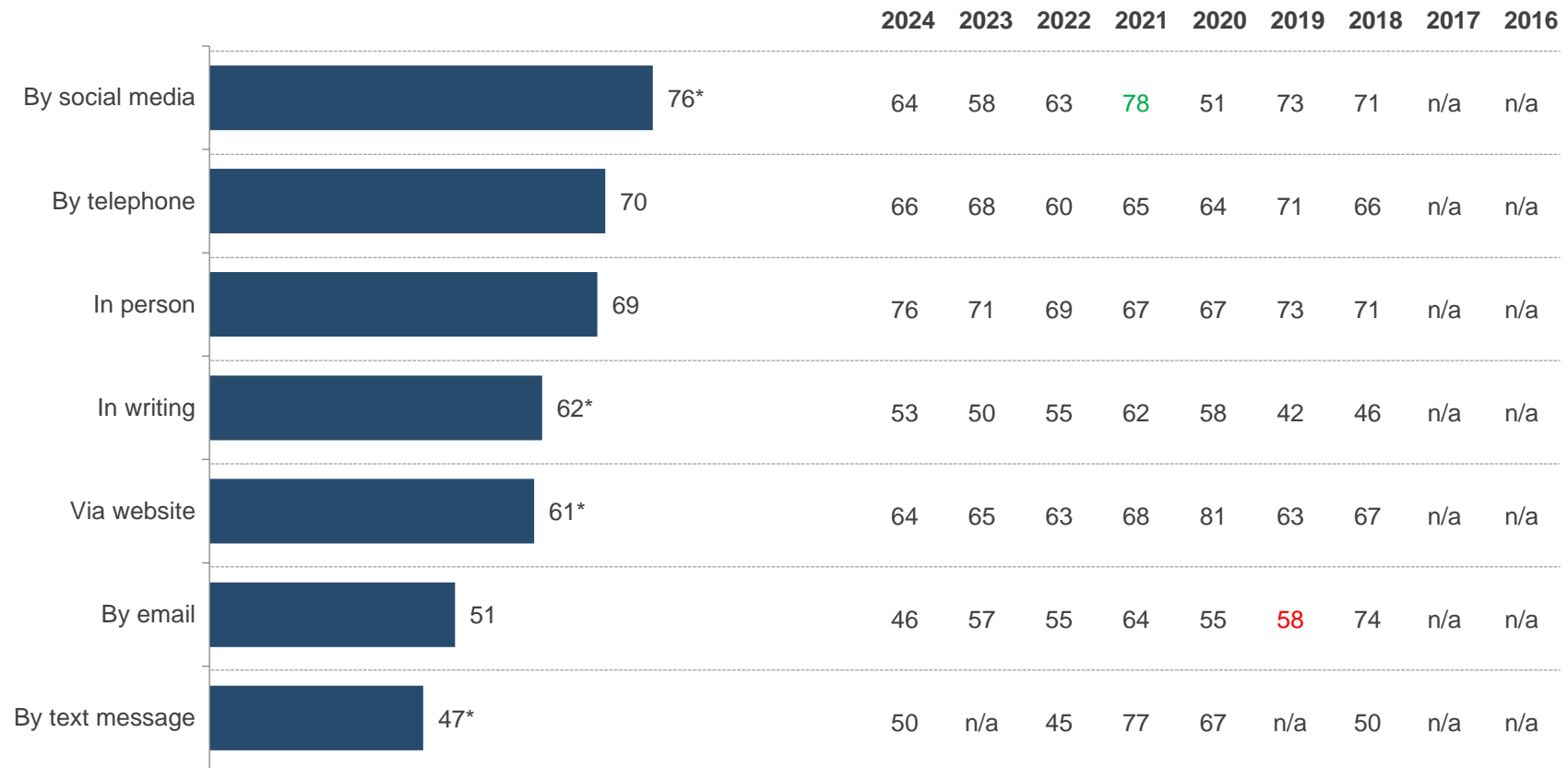
Base: All respondents. Councils asked State-wide: 24 Councils asked group: 5

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



# Customer service rating by method of last contact

## 2025 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: 24 Councils asked group: 5

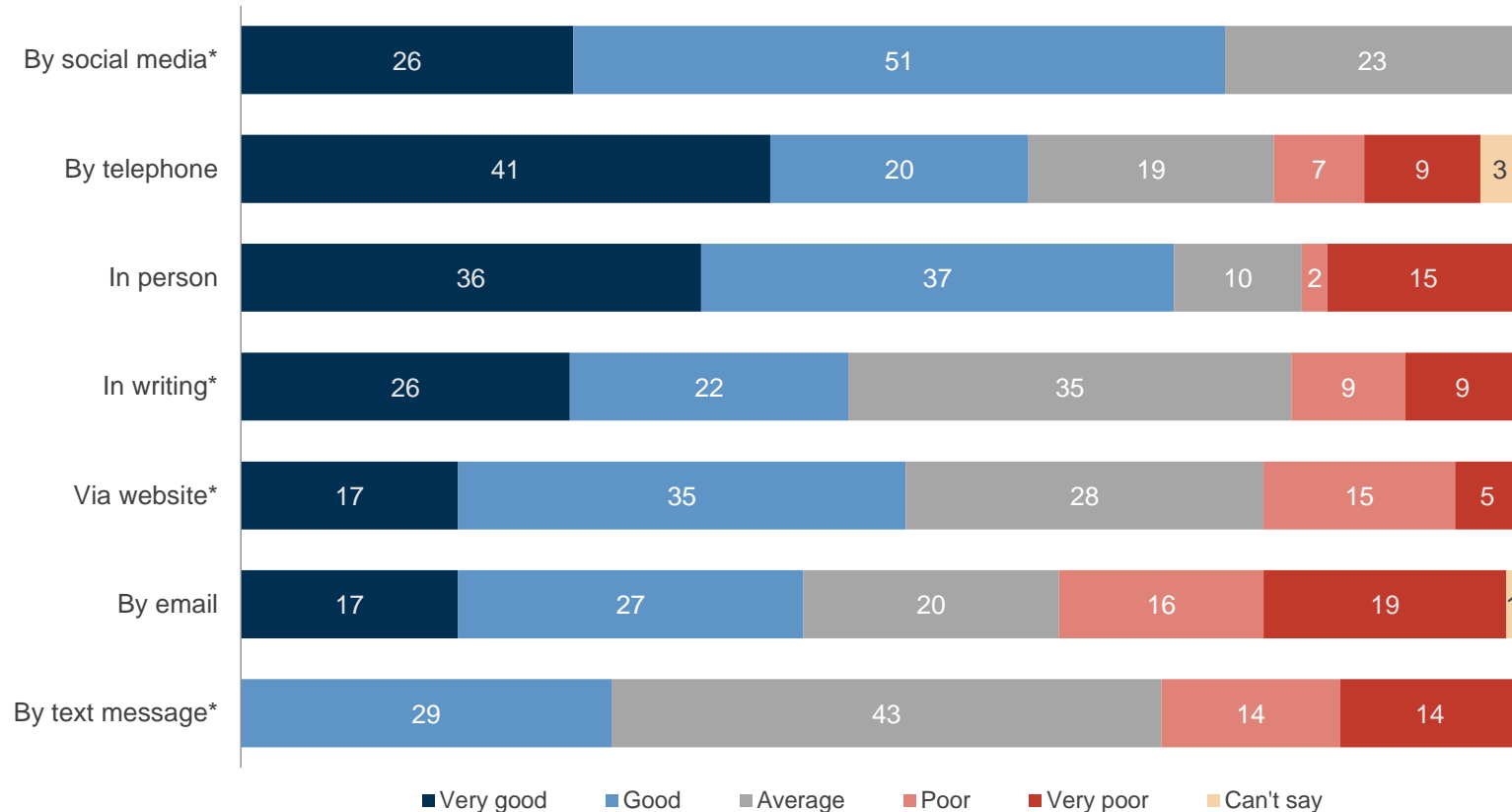
Note: Please see Appendix A for explanation of significant differences.

\*Caution: small sample size < n=30



# Customer service rating by method of last contact

## 2025 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: 24 Councils asked group: 5

\*Caution: small sample size < n=30





# Communication

## Communication

A Council newsletter sent via email (31%) remains the preferred form of communication from Hepburn Shire Council regarding news, information and upcoming events, only just ahead of a newsletter sent via mail (29%). Social media (15%) follows somewhat behind these two channels as the third most preferred form of communication from Council.

Communication preferences vary by age group:

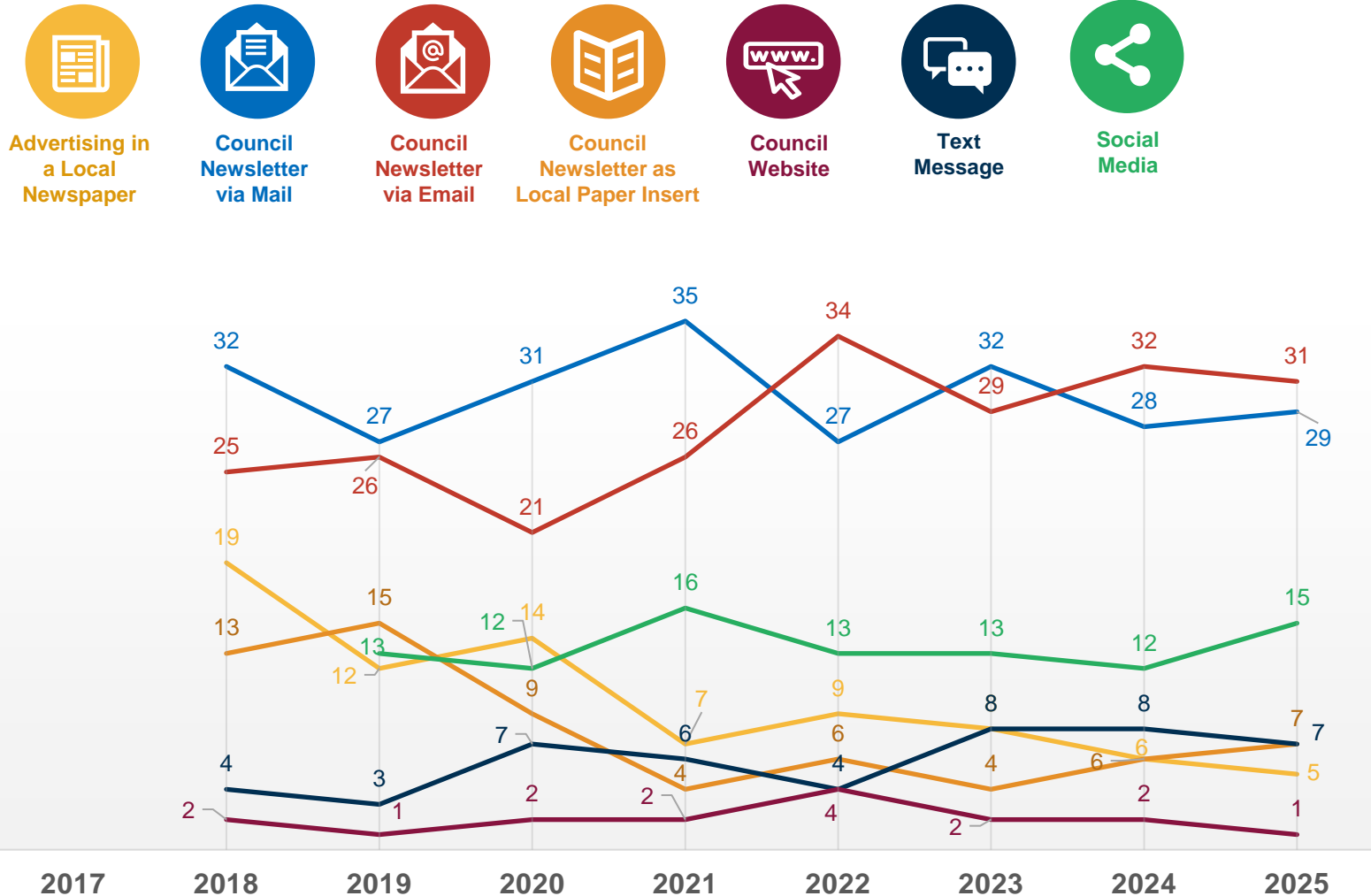
- Those aged under 50 years now prefer a Council newsletter sent via mail as the best form of communication (30%, up 12 percentage points), closely followed by social media (27%). Their preference for a newsletter sent via email has waned in the last 12 months (25%, down five percentage points).
- Among those aged 50 years or older, emailed newsletters (35%) are now preferred over mailed newsletters (29%). Preferences for these top two forms of communication have alternated since 2022. Other forms of communications channels are each preferred by less than one in 10 of this age group (9% preferring a Council newsletter as a local paper insert being the third preferred from of communication).





# Best form of communication

2025 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: 12

Note: 'Social Media' was included in 2019.



## Best form of communication: under 50s

2025 under 50s best form of communication (%)



Advertising in  
a Local  
Newspaper



Council  
Newsletter  
via Mail



Council  
Newsletter  
via Email



Council  
Newsletter as  
Local Paper Insert



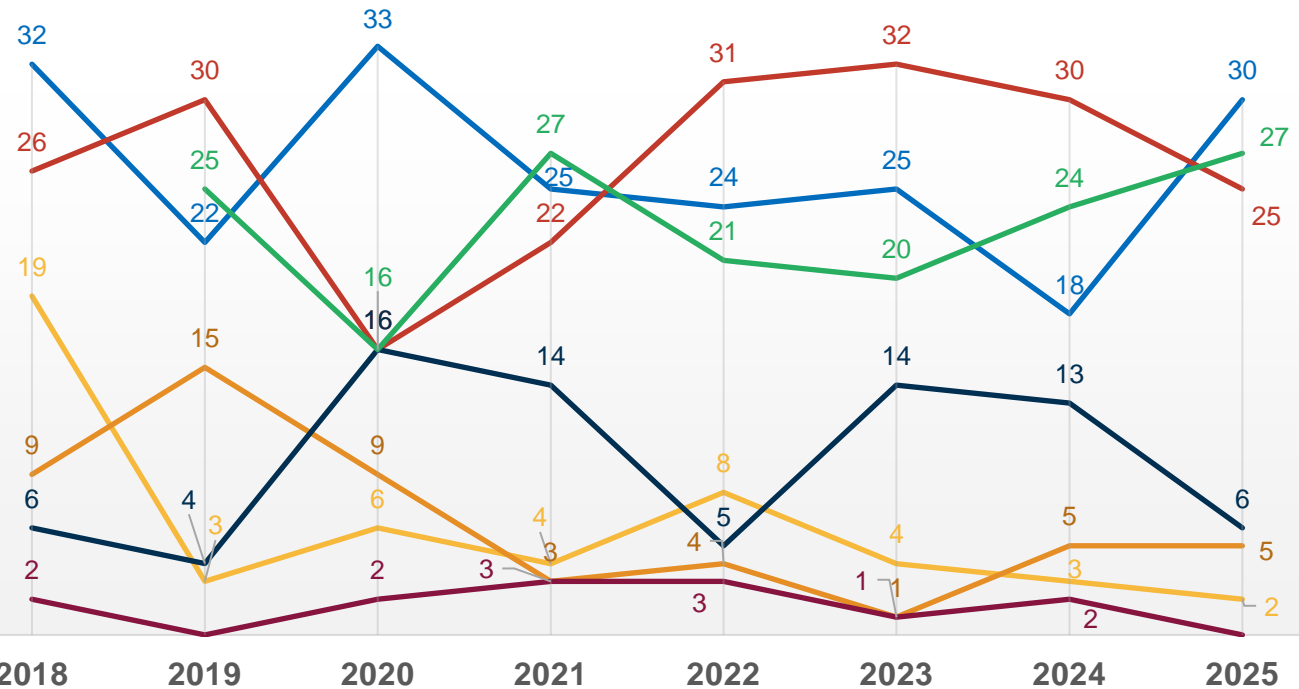
Council  
Website



Text  
Message



Social  
Media



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: 12

Note: 'Social Media' was included in 2019.



## Best form of communication: 50+ years

2025 50+ years best form of communication (%)



Advertising in  
a Local  
Newspaper



Council  
Newsletter  
via Mail



Council  
Newsletter  
via Email



Council  
Newsletter as  
Local Paper Insert



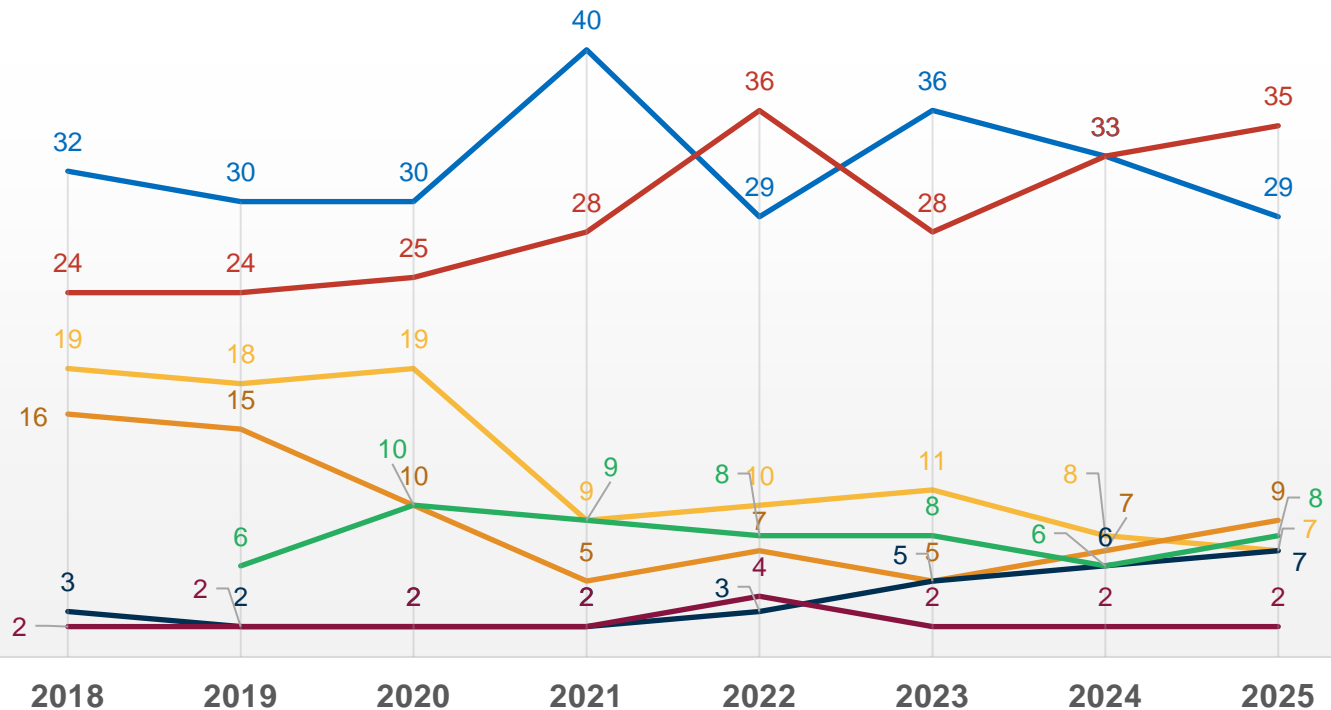
Council  
Website



Text  
Message



Social  
Media



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 50+ years. Councils asked State-wide: 33 Councils asked group: 12

Note: 'Social Media' was included in 2019.



# **Council direction**





## Council direction

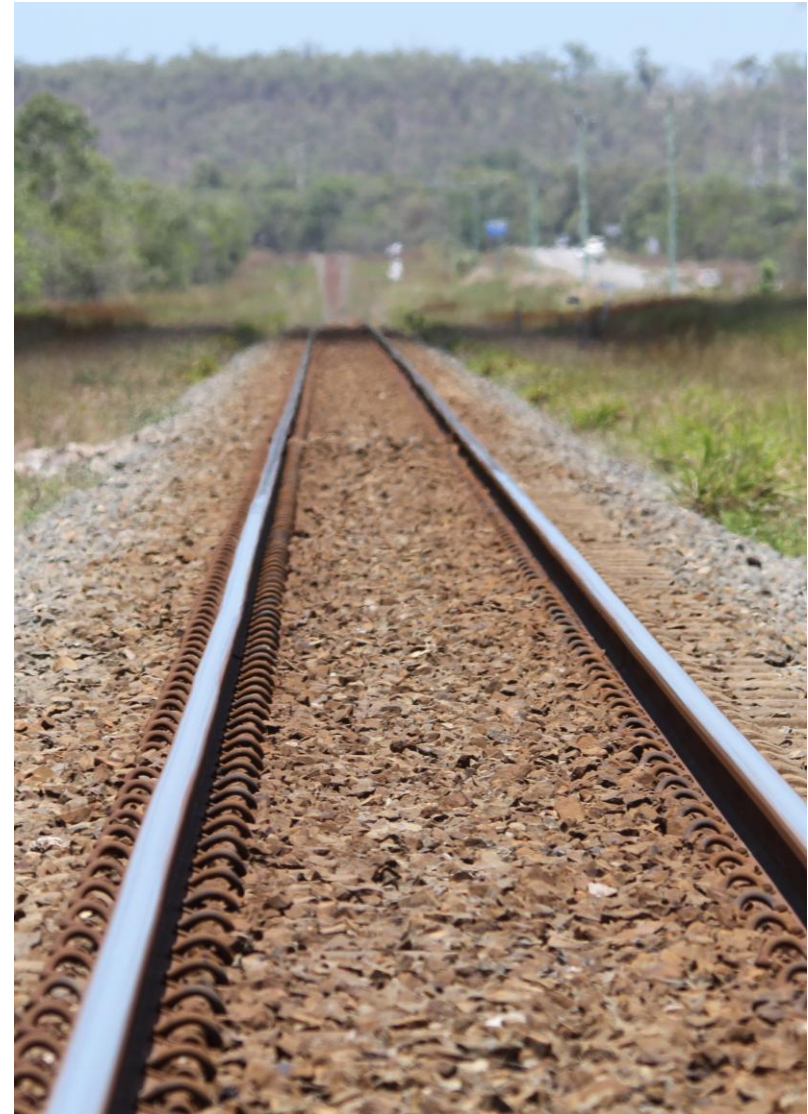
Hepburn Shire Council's overall direction index score of 38 is significantly lower than the 2024 result (44).

Council's performance this year is significantly lower than both the Small Rural group and State-wide averages (index score of 46 for both).

Over the last 12 months, 51% of residents believe the direction of Council's overall performance stayed the same. One in 10 residents (10%) believe that overall direction has improved, however over three times as many believe that it has deteriorated (32%).

- In contrast to the previous evaluation, where residents aged 18 to 34 years were the most satisfied with Council's overall direction, these residents are now the least satisfied (index score of 30). Directional ratings from this cohort have dropped by a significant 21 index points since 2024 and are also significantly lower than the Council average.
- Perceptions of overall direction have also declined significantly among women (index score of 40, down nine points).

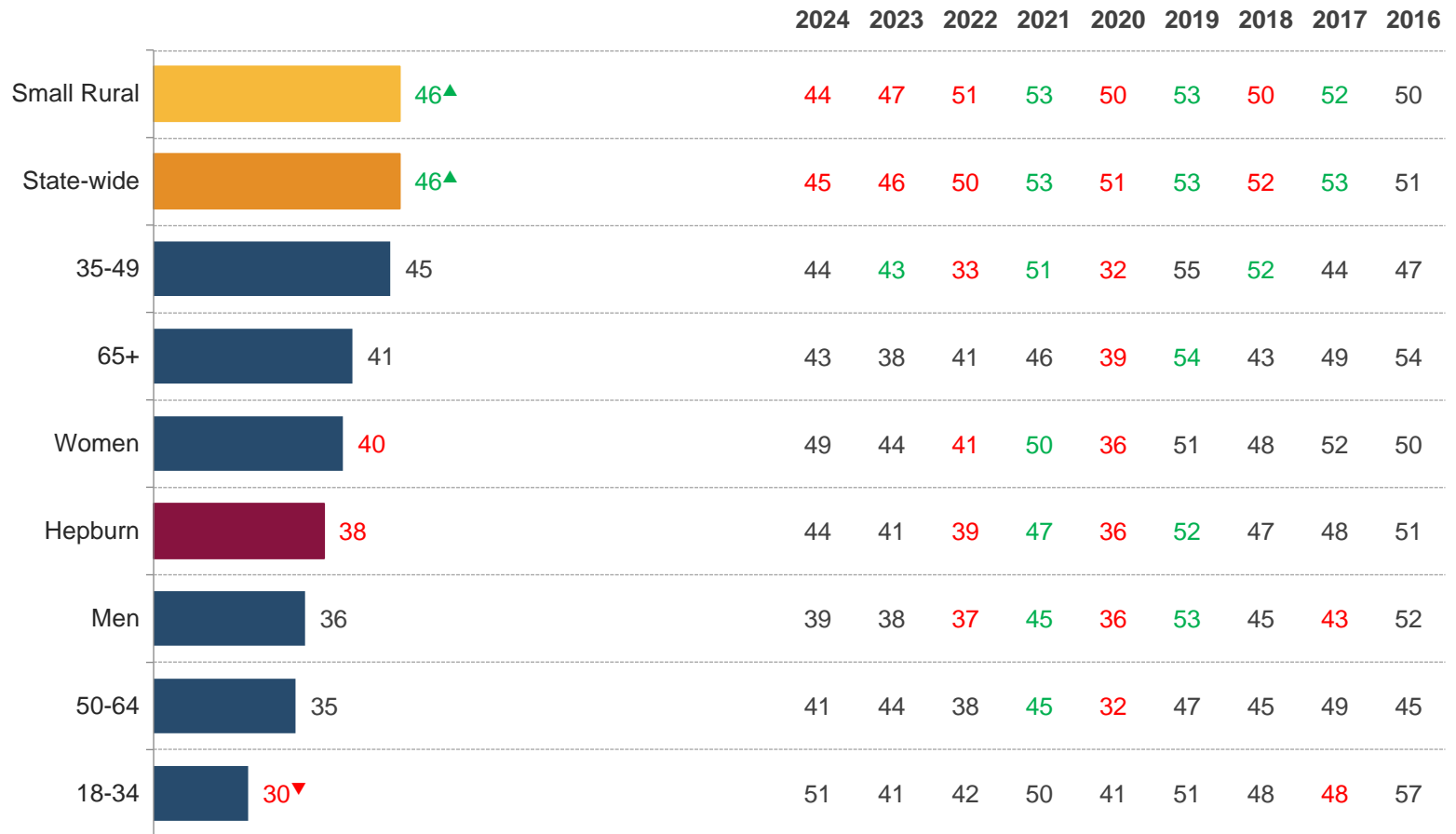
Consistent with previous evaluations of the trade-off between rates and Council services, 50% of residents 'definitely' or 'probably' prefer service cuts to maintain current council rates, far more than prefer rate rises to improve local services (23%).





# Overall council direction last 12 months

## 2025 overall council direction (index scores)



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

Base: All respondents. Councils asked State-wide: 56 Councils asked group: 19

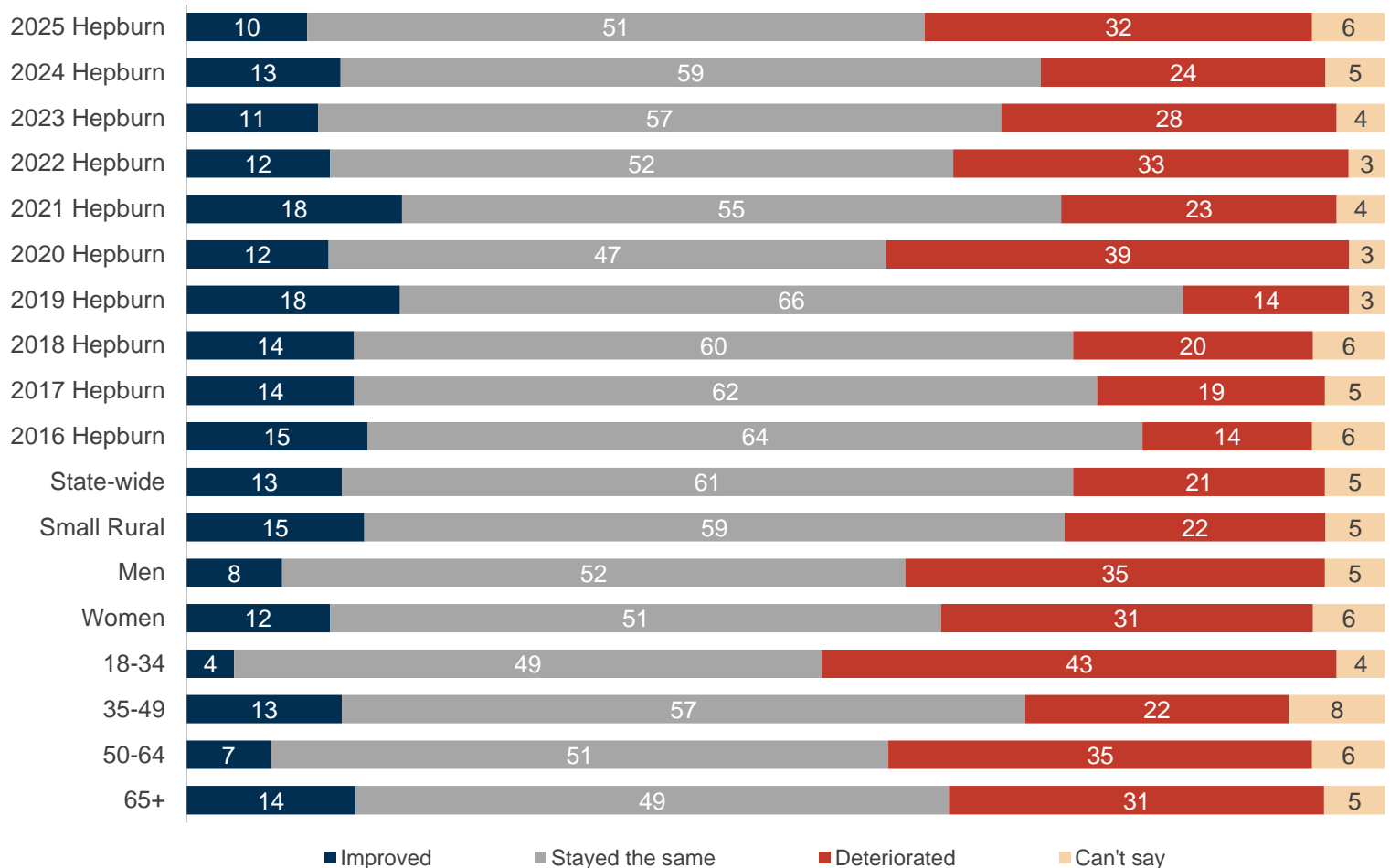
Note: Please see Appendix A for explanation of significant differences.





## Overall council direction last 12 months

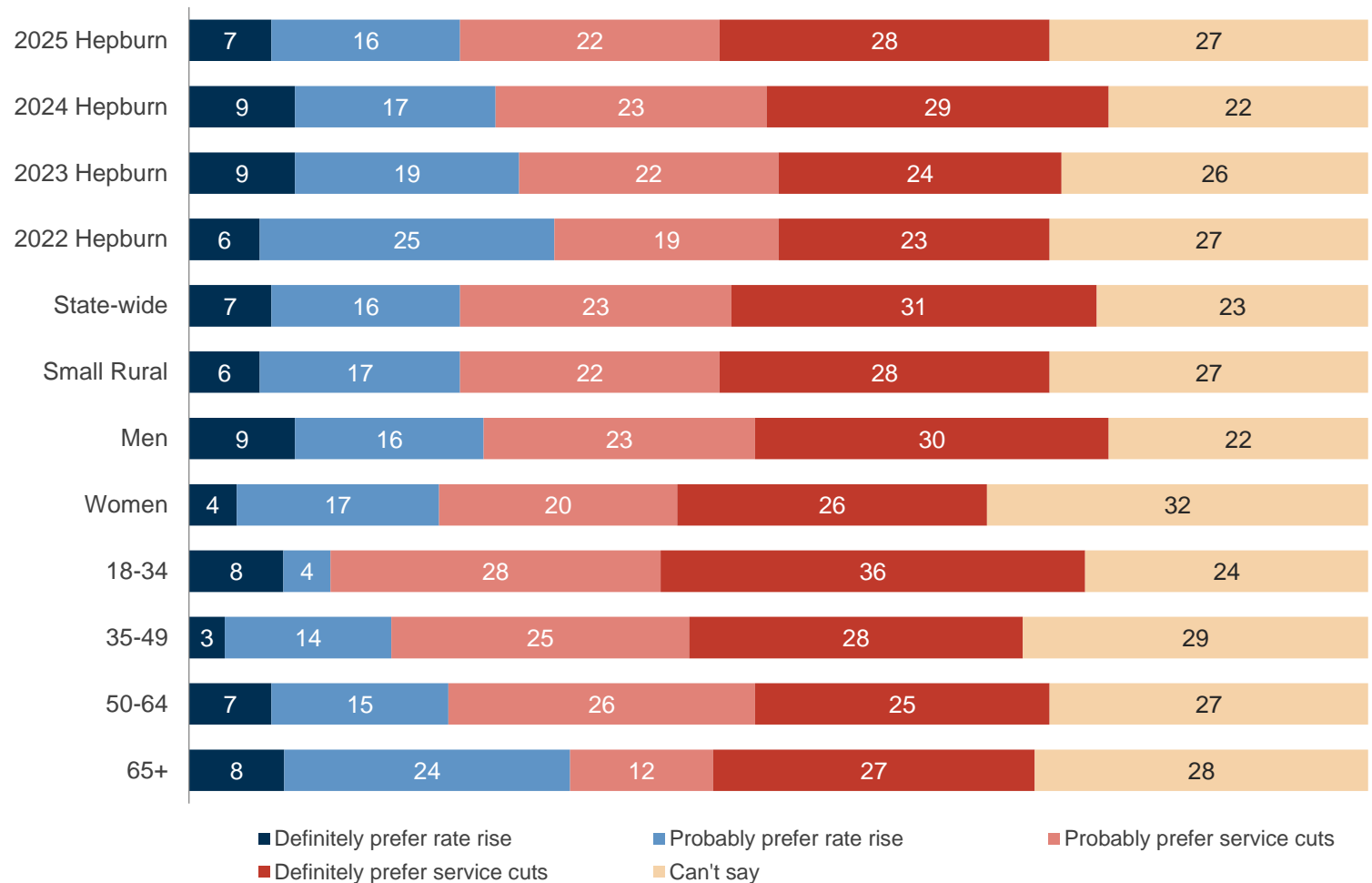
### 2025 overall council direction (%)





## Rates / services trade-off

### 2025 rates / services trade-off (%)



Q10. If you had to choose, would you prefer to see council rate rises to improve local services OR would you prefer to see cuts in council services to keep council rates at the same level as they are now?

Base: All respondents. Councils asked State-wide: 15 Councils asked group: 5

A large, dark blue, stylized letter 'W' graphic that spans the right side of the slide. It has a glowing, network-like pattern of white lines and nodes within its strokes, resembling a map or a data network.

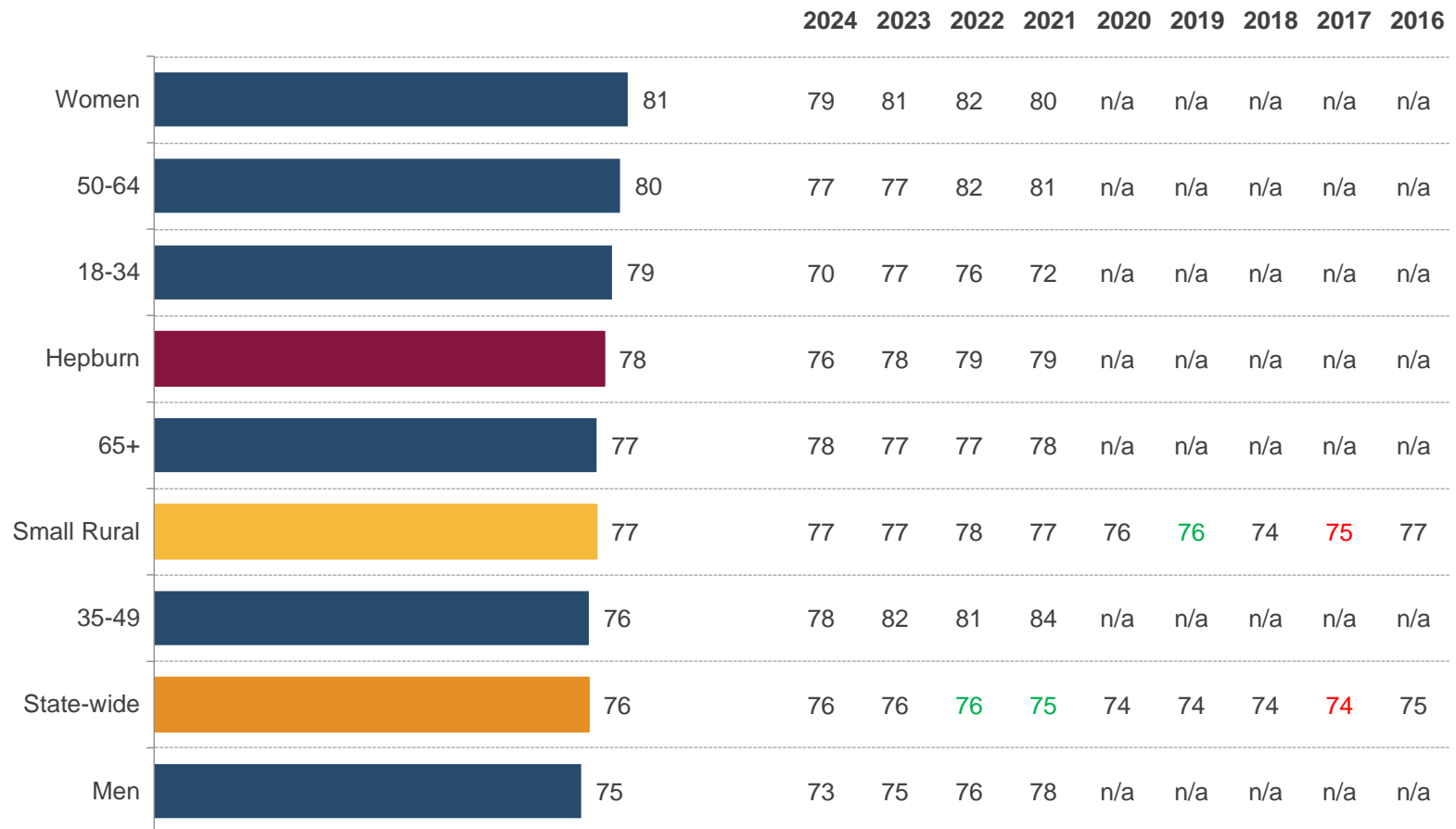
# **Individual service areas**



# Community consultation and engagement importance



## 2025 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: 22 Councils asked group: 6

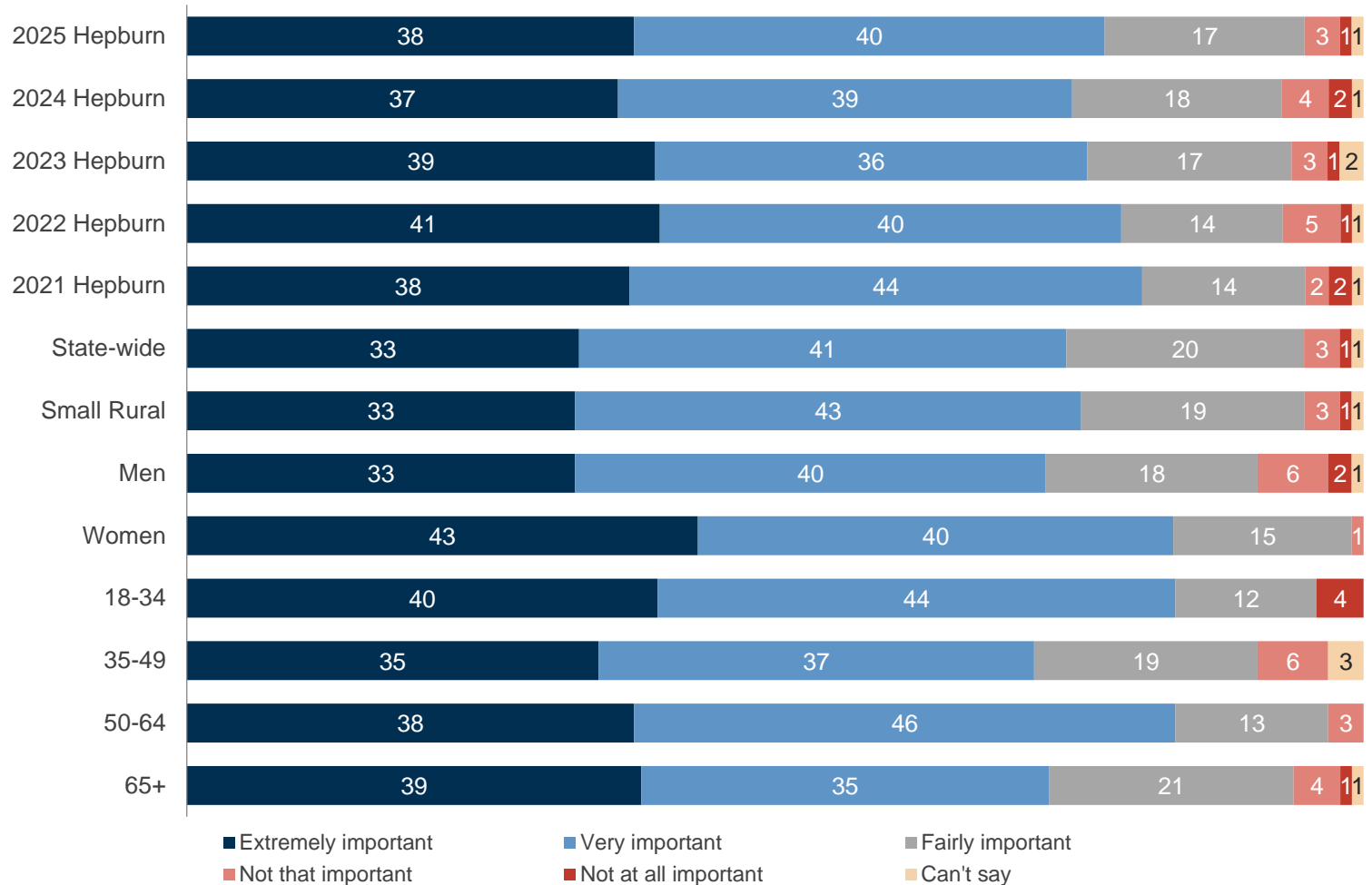
Note: Please see Appendix A for explanation of significant differences.



# Community consultation and engagement importance



2025 consultation and engagement importance (%)





# Community consultation and engagement performance



## 2025 consultation and engagement performance (index scores)

		2024	2023	2022	2021	2020	2019	2018	2017	2016
Small Rural	51▲	51	53	54	56	54	56	54	55	55
35-49	51	52	50	47	42	41	49	54	43	45
State-wide	50▲	51	52	54	56	55	56	55	55	54
Women	50	52	48	44	47	40	53	50	49	50
65+	49	50	44	41	42	42	50	46	50	49
Hepburn	47	52	46	44	44	41	51	50	47	49
18-34	45	64	53	46	53	47	59	56	47	60
Men	44	52	44	44	42	42	48	50	46	49
50-64	44	48	43	45	44	35	47	46	49	47

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

Base: All respondents. Councils asked State-wide: 56 Councils asked group: 19

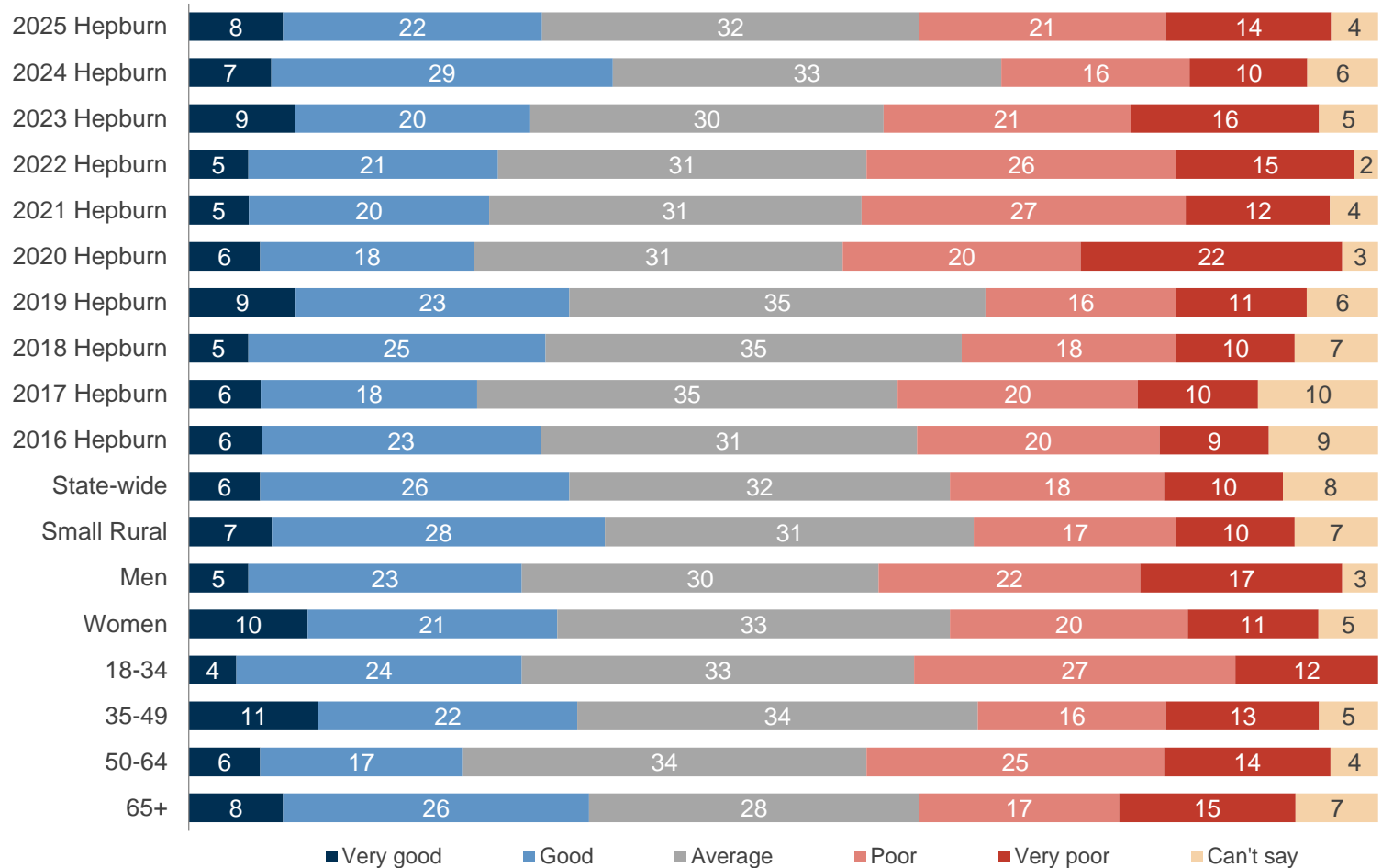
Note: Please see Appendix A for explanation of significant differences.



# Community consultation and engagement performance



2025 consultation and engagement performance (%)

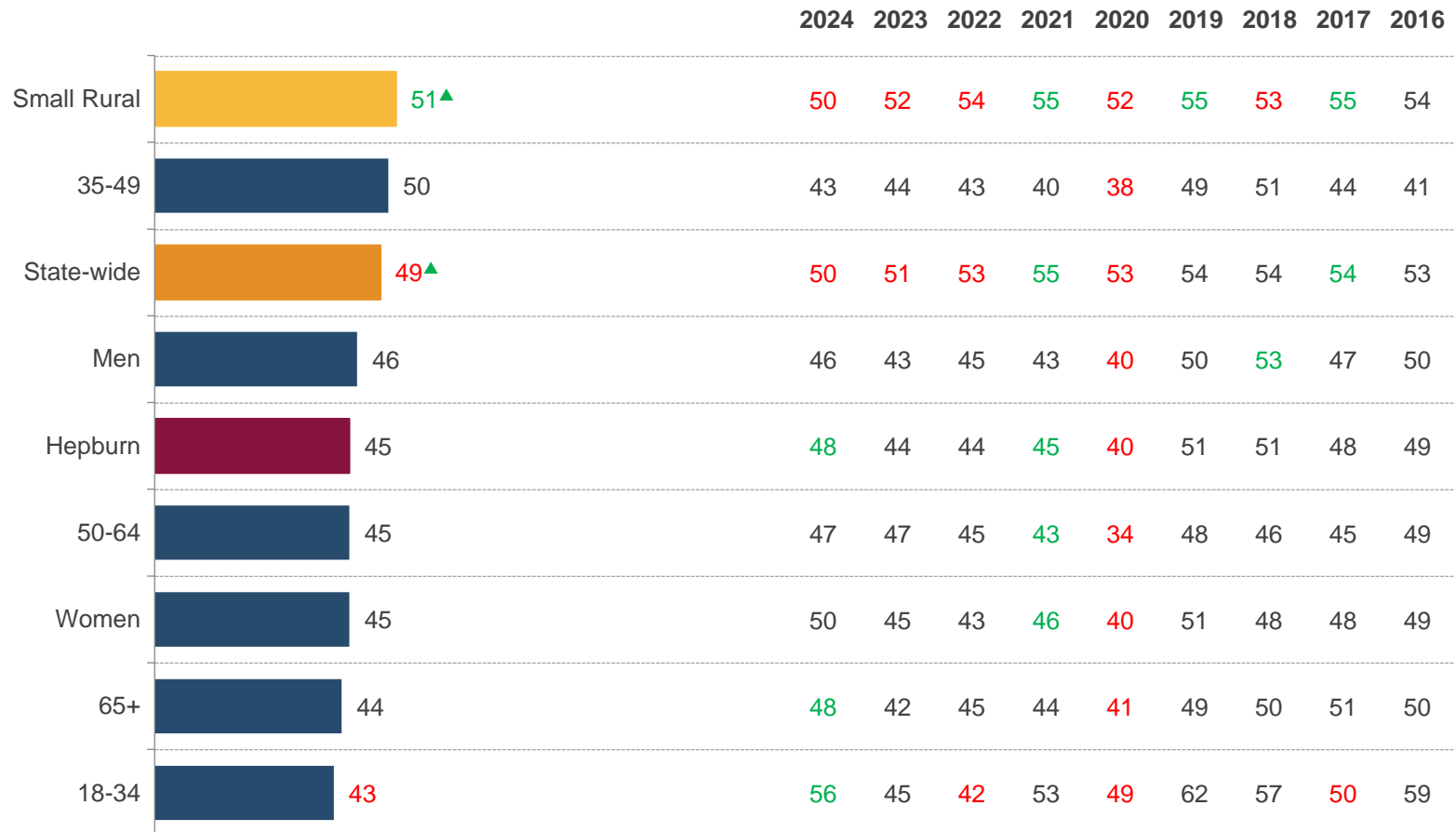




# Lobbying on behalf of the community performance



## 2025 lobbying performance (index scores)



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

Base: All respondents. Councils asked State-wide: 41 Councils asked group: 14

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

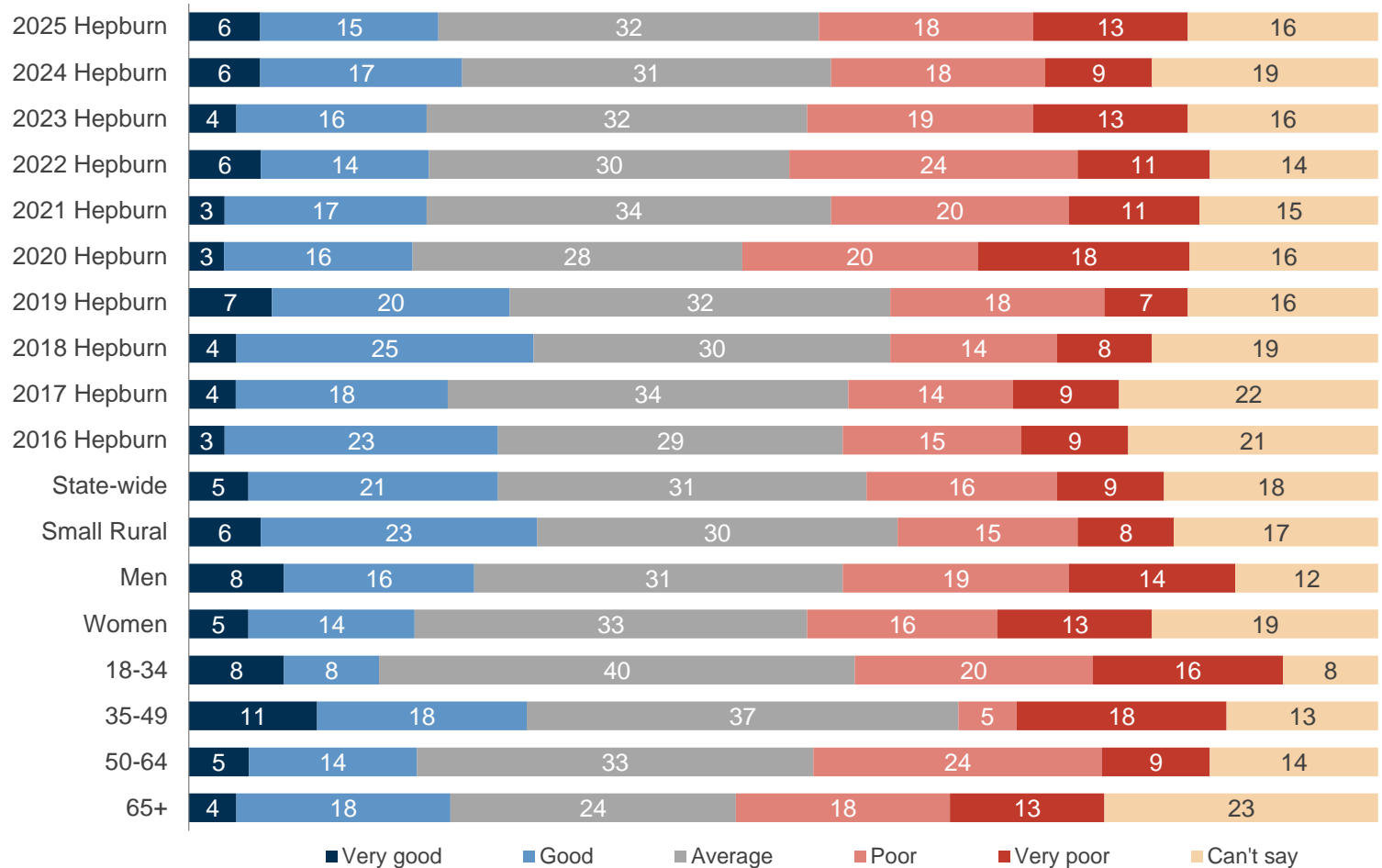




# Lobbying on behalf of the community performance



## 2025 lobbying performance (%)



# Decisions made in the interest of the community performance



## 2025 community decisions made performance (index scores)

		2024	2023	2022	2021	2020	2019	2018	2017	2016
Small Rural	50▲	50	52	54	56	53	55	52	55	53
State-wide	49▲	50	51	54	56	53	55	54	54	54
35-49	48	43	40	38	38	35	55	51	43	40
Women	44	47	44	42	47	37	52	48	48	46
18-34	44	57	45	46	56	46	54	56	42	63
Hepburn	42	46	42	41	44	38	52	49	45	48
65+	42	46	42	43	45	41	52	46	48	47
Men	40	45	40	40	42	39	51	50	42	50
50-64	38	40	43	36	41	31	47	46	45	47

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

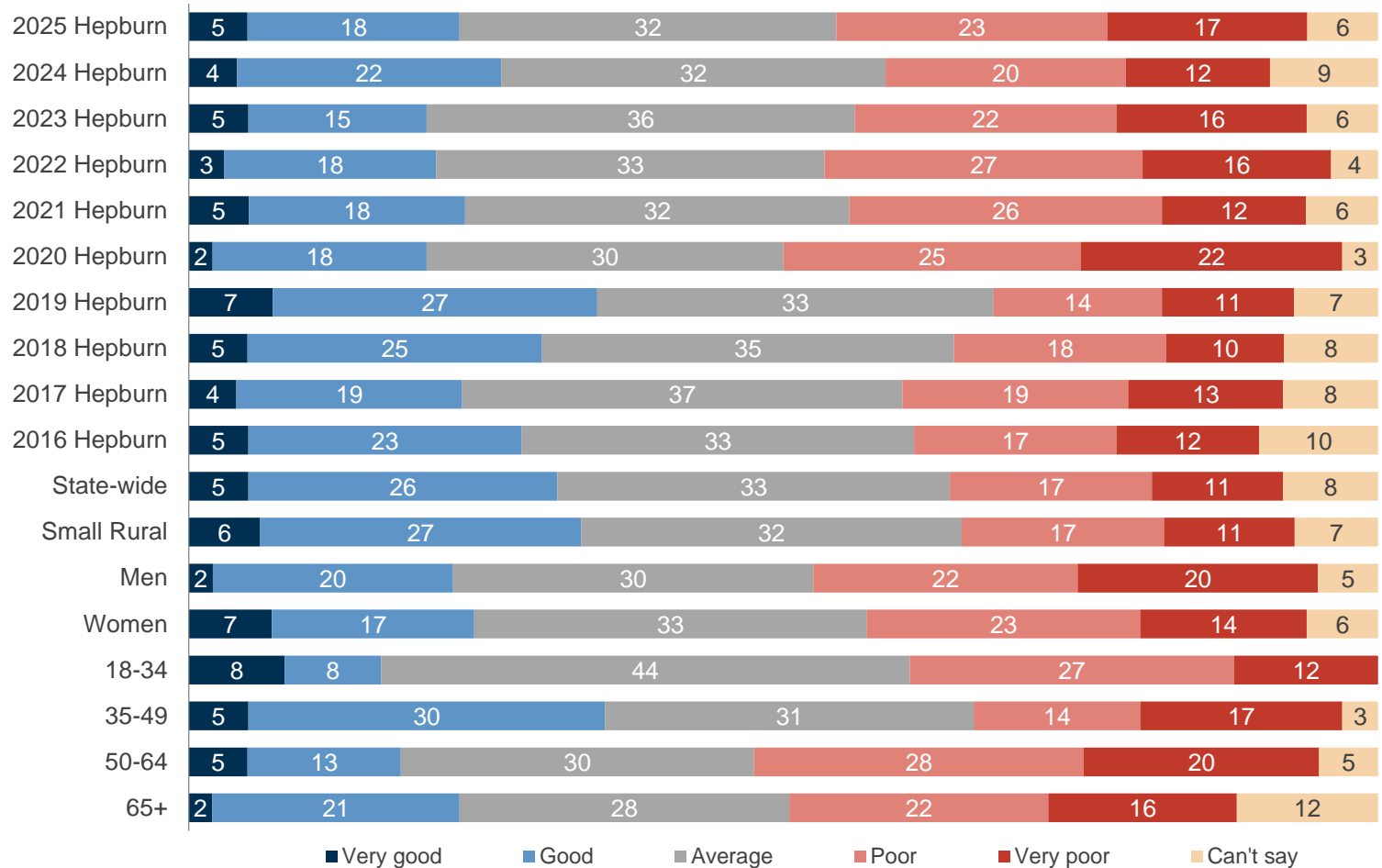
Base: All respondents. Councils asked State-wide: 56 Councils asked group: 19

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

# Decisions made in the interest of the community performance



2025 community decisions made performance (%)



# The condition of sealed local roads in your area performance



## 2025 sealed local roads performance (index scores)

		2024	2023	2022	2021	2020	2019	2018	2017	2016
State-wide	45▲	45	48	53	57	54	56	53	53	54
Small Rural	44▲	41	44	50	53	51	53	49	50	52
35-49	35	25	29	35	47	44	50	43	34	39
Women	35	28	35	41	48	44	51	46	38	44
65+	34	31	37	44	46	47	54	47	41	44
Hepburn	33	29	33	39	47	44	50	46	37	43
Men	30	30	31	38	45	43	50	46	35	42
50-64	30	28	33	39	43	43	45	44	36	40
18-34	30	28	27	32	53	39	50	49	35	52

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

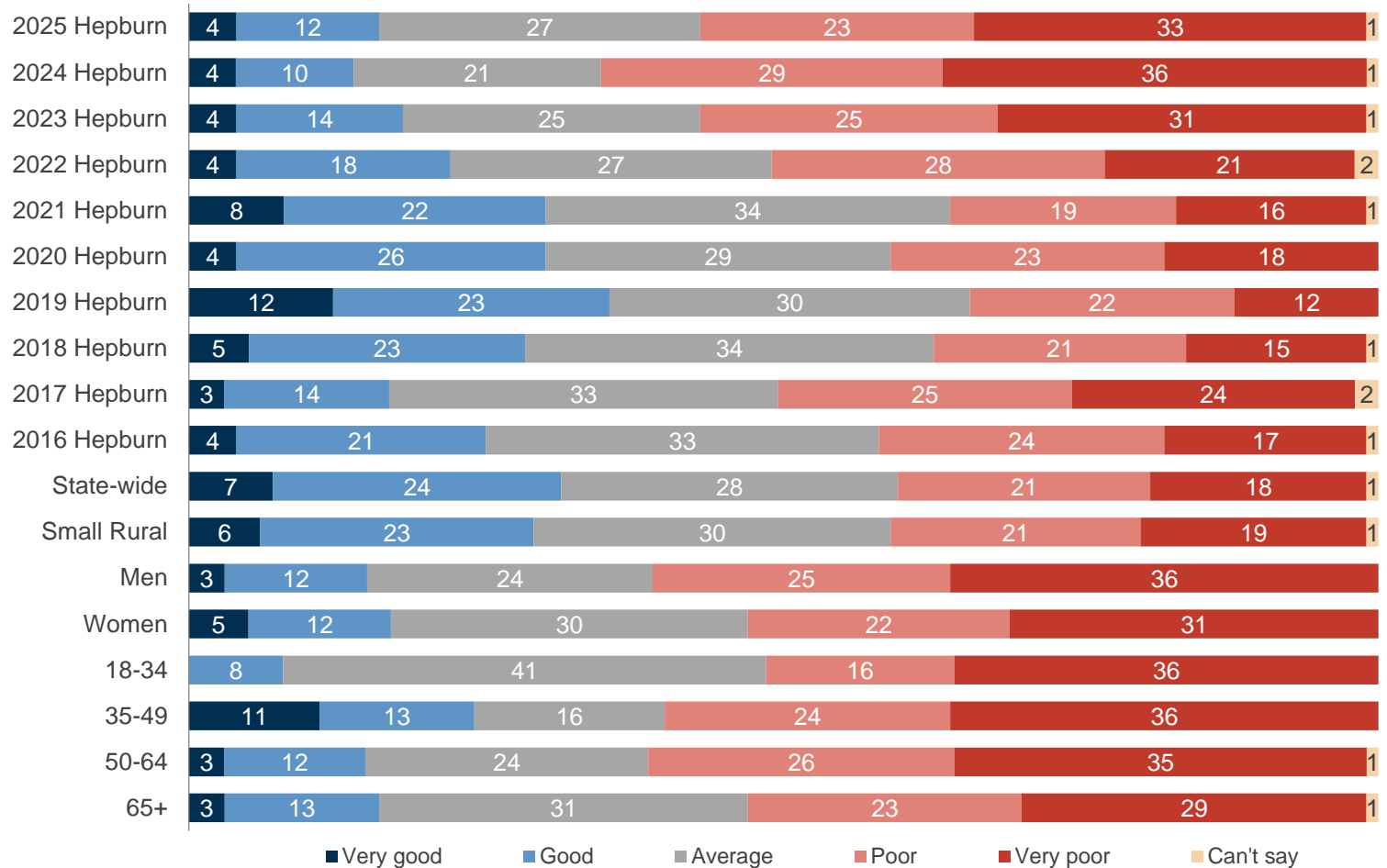
Base: All respondents. Councils asked State-wide: 56 Councils asked group: 19

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

# The condition of sealed local roads in your area performance



## 2025 sealed local roads performance (%)

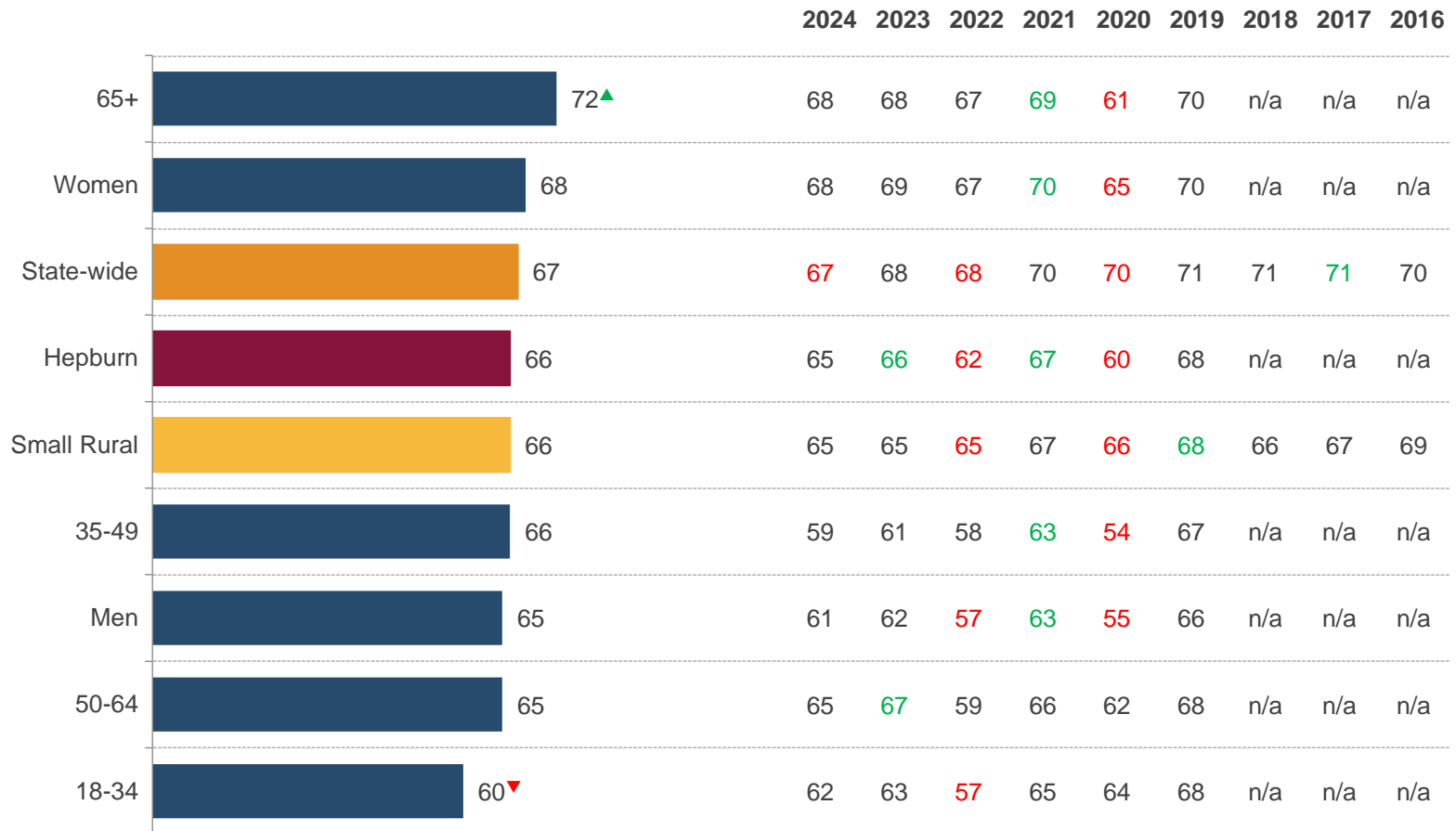




# Enforcement of local laws importance



## 2025 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: 15 Councils asked group: 6

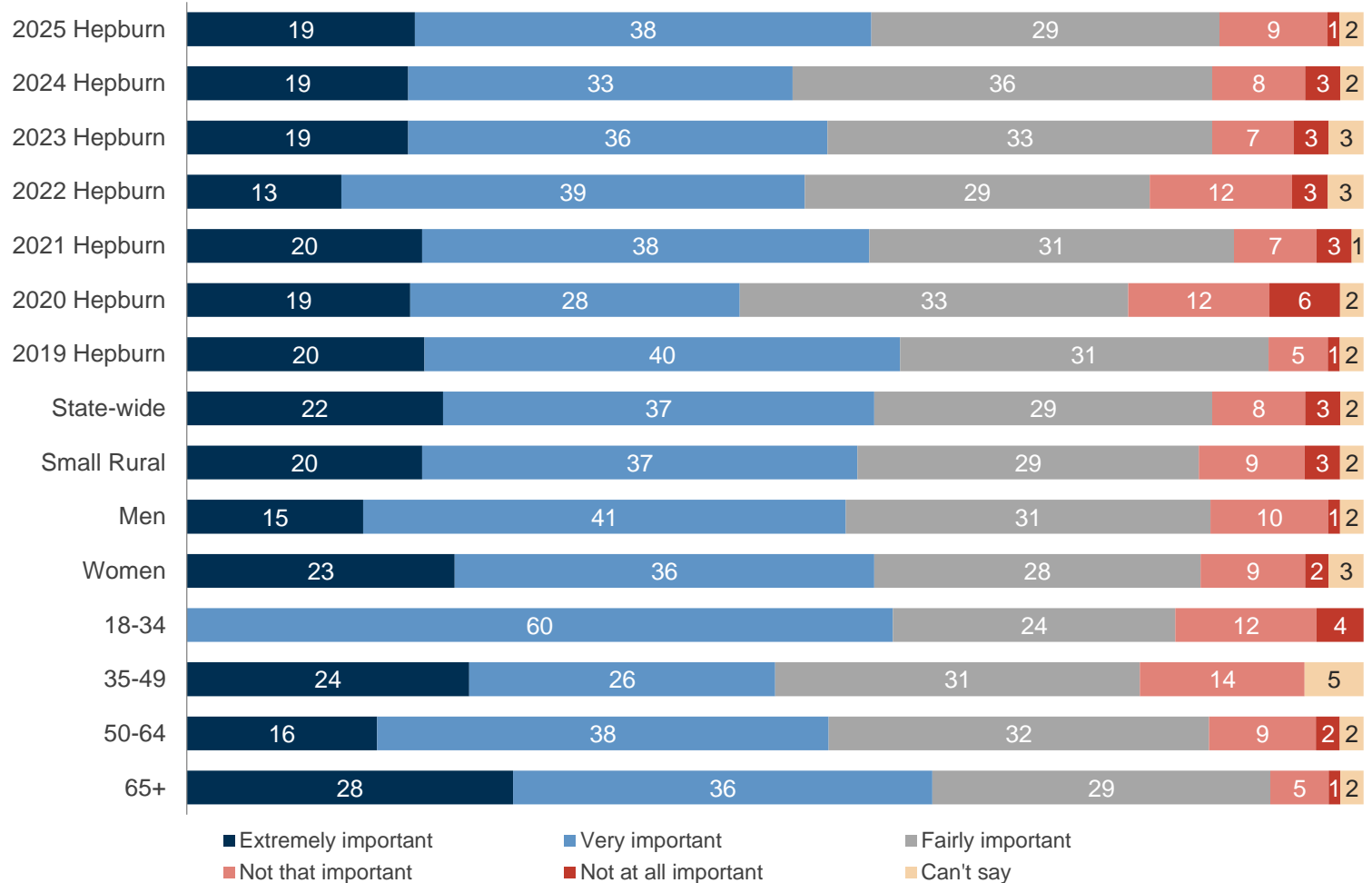
Note: Please see Appendix A for explanation of significant differences.



## Enforcement of local laws importance



### 2025 law enforcement importance (%)

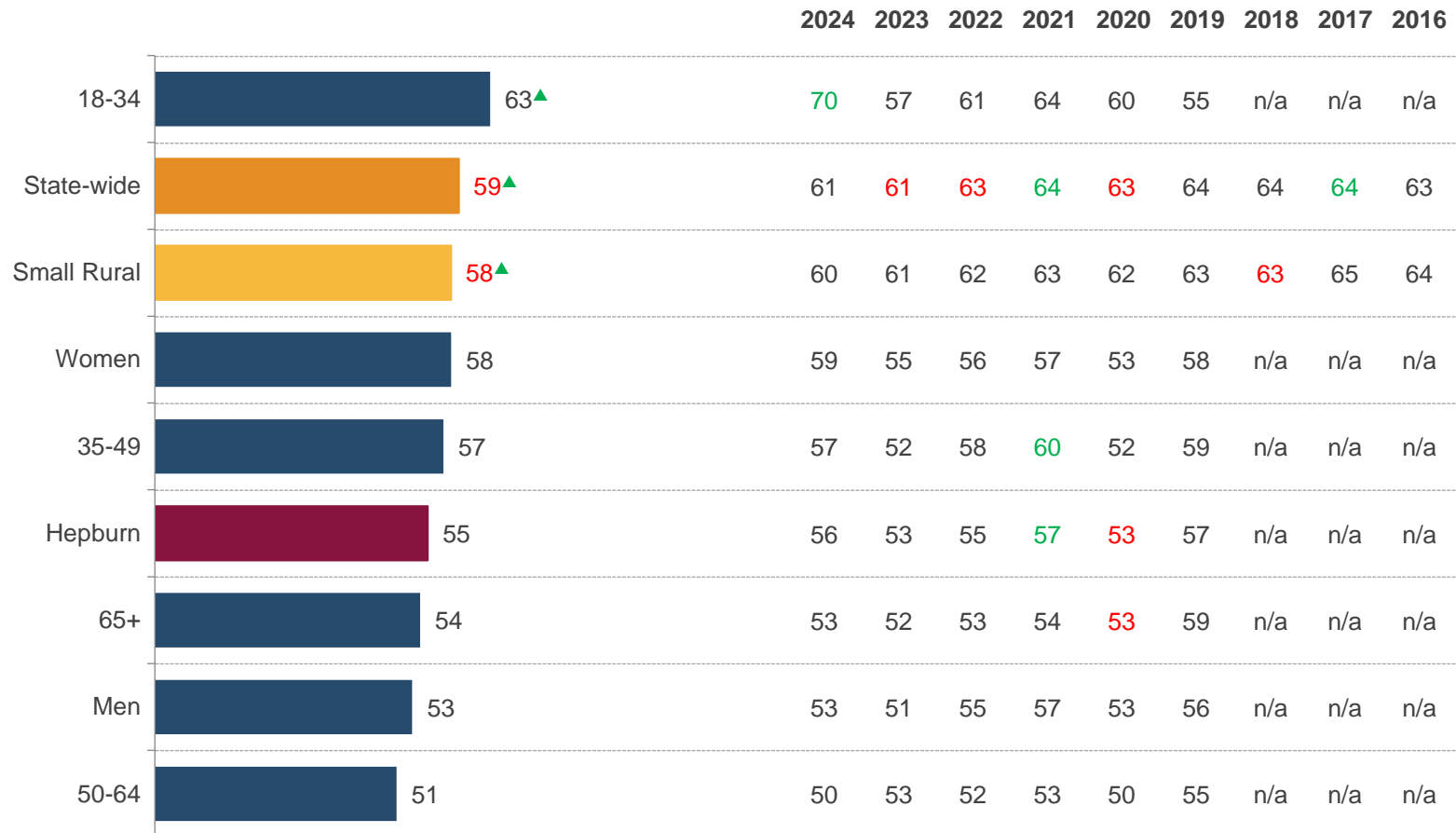




# Enforcement of local laws performance



## 2025 law enforcement performance (index scores)



Q2. How has Council performed on 'Enforcement of local laws' over the last 12 months?

Base: All respondents. Councils asked State-wide: 26 Councils asked group: 10

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

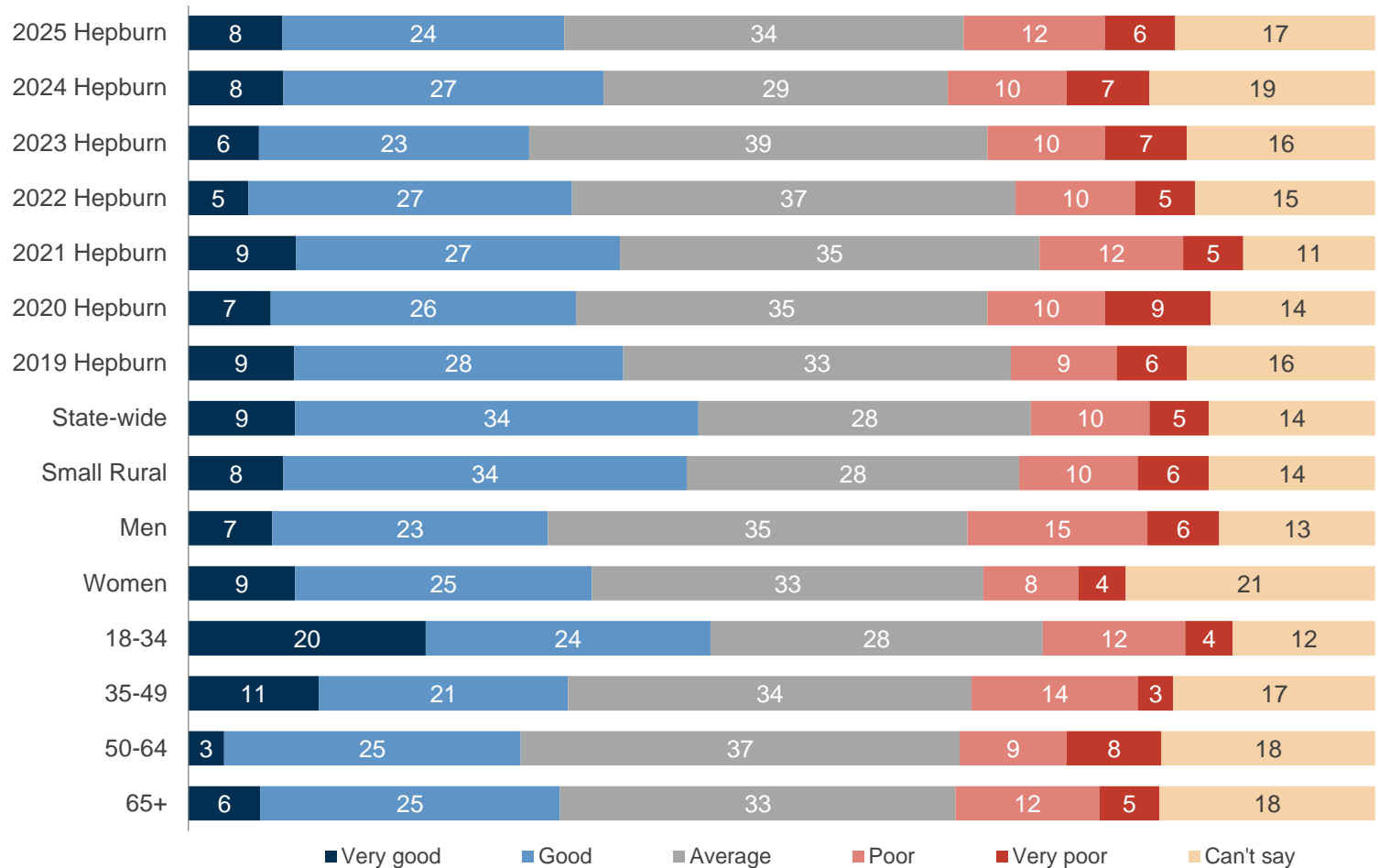




# Enforcement of local laws performance



## 2025 law enforcement performance (%)





## Recreational facilities importance



### 2025 recreational facilities importance (index scores)

		2024	2023	2022	2021	2020	2019	2018	2017	2016
35-49	75	74	79	78	79	70	76	n/a	n/a	n/a
Women	74	74	73	75	76	70	74	n/a	n/a	n/a
Small Rural	73	73	73	74	73	73	72	72	71	72
State-wide	73	73	73	74	74	72	72	73	72	73
Hepburn	72	71	71	72	74	69	72	n/a	n/a	n/a
50-64	72	71	72	72	75	72	71	n/a	n/a	n/a
18-34	72	73	71	73	79	69	69	n/a	n/a	n/a
65+	71	70	67	69	68	67	72	n/a	n/a	n/a
Men	71	69	69	69	71	68	70	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: 22 Councils asked group: 7

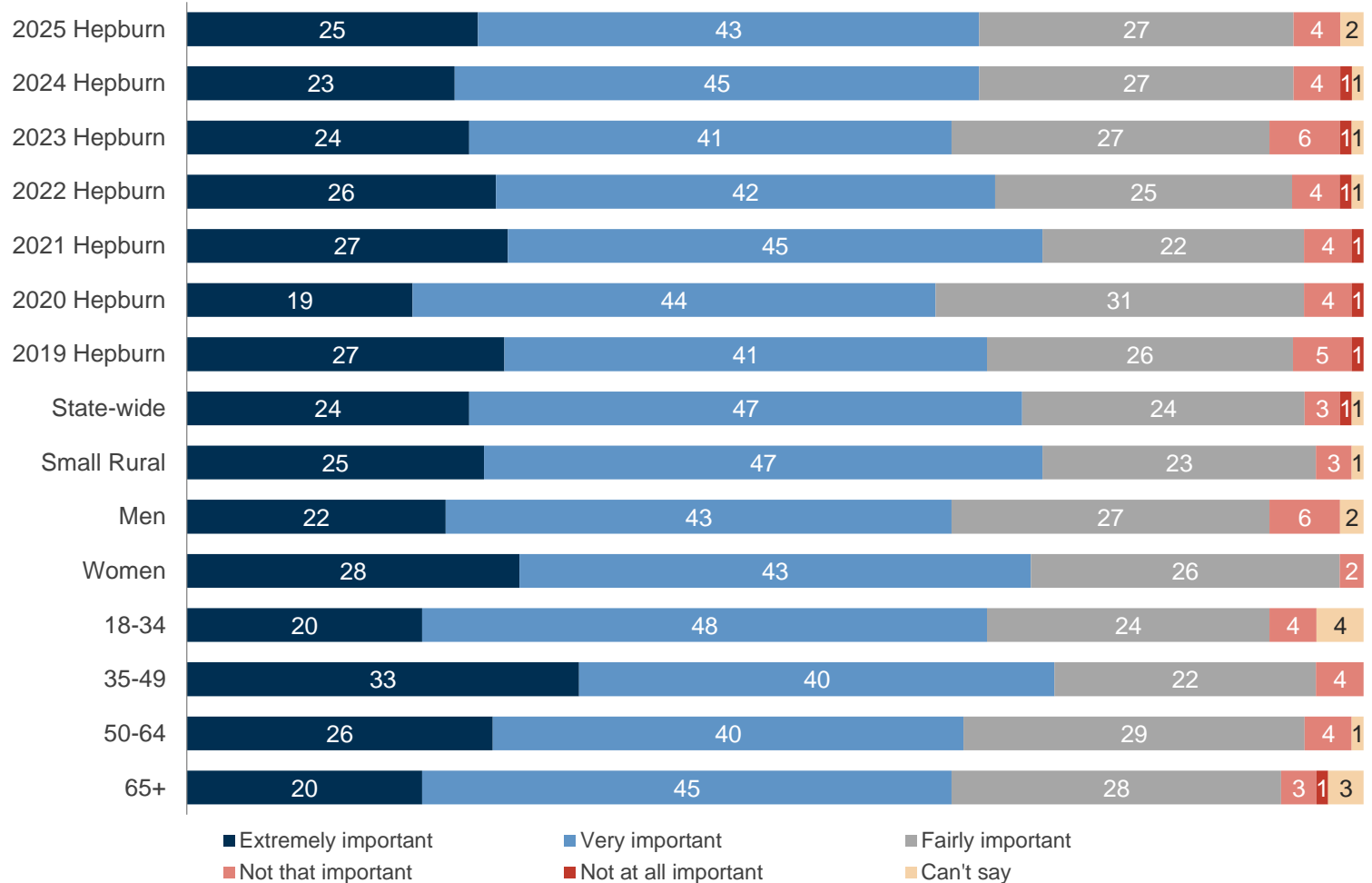
Note: Please see Appendix A for explanation of significant differences.



## Recreational facilities importance



2025 recreational facilities importance (%)





# Recreational facilities performance



## 2025 recreational facilities performance (index scores)

		2024	2023	2022	2021	2020	2019	2018	2017	2016
State-wide	67▲	68	68	69	71	70	70	69	70	69
Small Rural	66▲	67	67	69	69	68	68	69	69	68
35-49	63	59	50	59	60	54	58	n/a	n/a	n/a
65+	62	64	62	61	61	63	66	n/a	n/a	n/a
Women	61	60	57	57	61	59	63	n/a	n/a	n/a
Hepburn	60	61	57	59	60	61	62	n/a	n/a	n/a
18-34	60	59	53	58	60	68	66	n/a	n/a	n/a
Men	59	61	57	61	59	62	61	n/a	n/a	n/a
50-64	56	55	59	55	57	58	59	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: 36 Councils asked group: 13

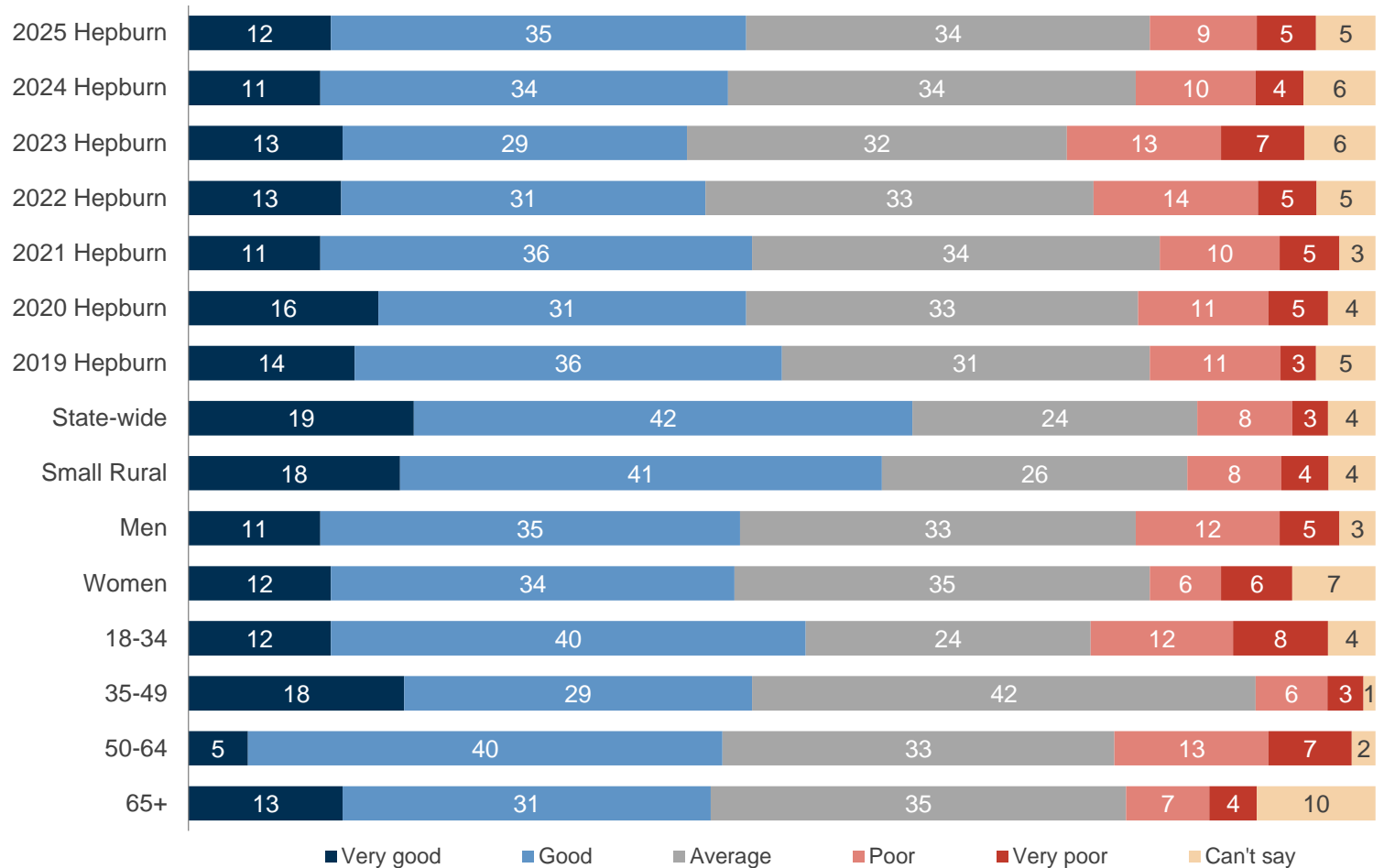
Note: Please see Appendix A for explanation of significant differences.



## Recreational facilities performance



2025 recreational facilities performance (%)





# The appearance of public areas importance



## 2025 public areas importance (index scores)

		2024	2023	2022	2021	2020	2019	2018	2017	2016
Women	77	76	76	75	76	74	73	n/a	n/a	n/a
18-34	76	76	78	72	77	76	70	n/a	n/a	n/a
Small Rural	75	74	74	74	74	74	74	74	74	74
Hepburn	75	74	74	74	75	72	72	n/a	n/a	n/a
35-49	74	76	78	76	77	70	73	n/a	n/a	n/a
50-64	74	72	77	75	76	73	71	n/a	n/a	n/a
65+	74	73	70	73	73	72	74	n/a	n/a	n/a
State-wide	74	74	74	75	75	74	73	74	74	74
Men	72	72	73	74	74	70	71	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: 22 Councils asked group: 7

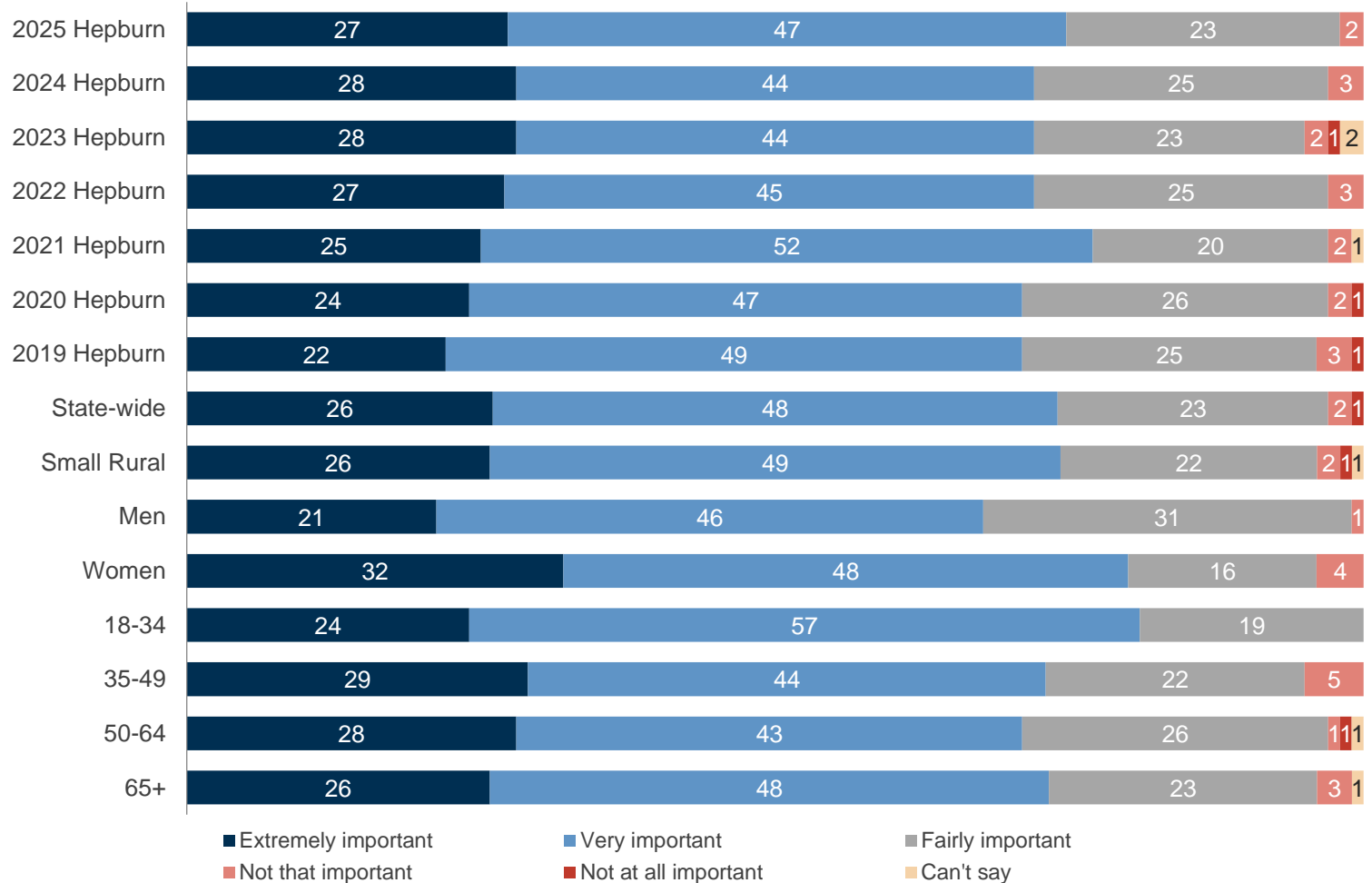
Note: Please see Appendix A for explanation of significant differences.



# The appearance of public areas importance



2025 public areas importance (%)





# The appearance of public areas performance



## 2025 public areas performance (index scores)

		2024	2023	2022	2021	2020	2019	2018	2017	2016
Small Rural	70▲	71	71	73	75	72	73	72	74	73
35-49	69▲	64	55	65	69	64	68	n/a	n/a	n/a
State-wide	68▲	68	67	71	73	72	72	71	71	71
Men	64	64	59	62	66	65	67	n/a	n/a	n/a
65+	64	65	61	62	64	64	70	n/a	n/a	n/a
Hepburn	63	64	60	62	67	64	67	n/a	n/a	n/a
Women	63	65	61	61	68	63	67	n/a	n/a	n/a
18-34	62	72	62	60	78	69	67	n/a	n/a	n/a
50-64	60	56	62	59	62	61	64	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: 37 Councils asked group: 14

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

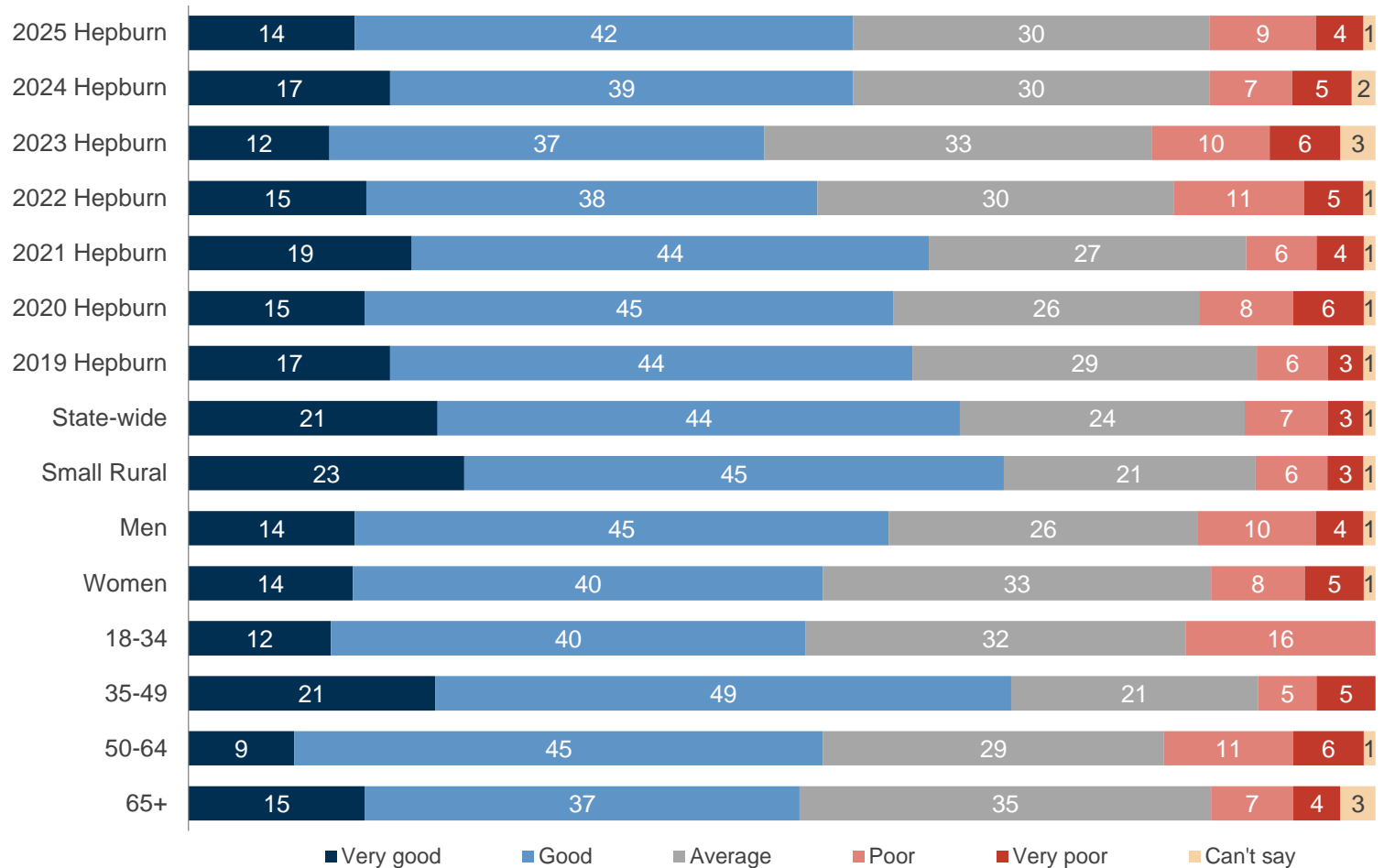




# The appearance of public areas performance



2025 public areas performance (%)

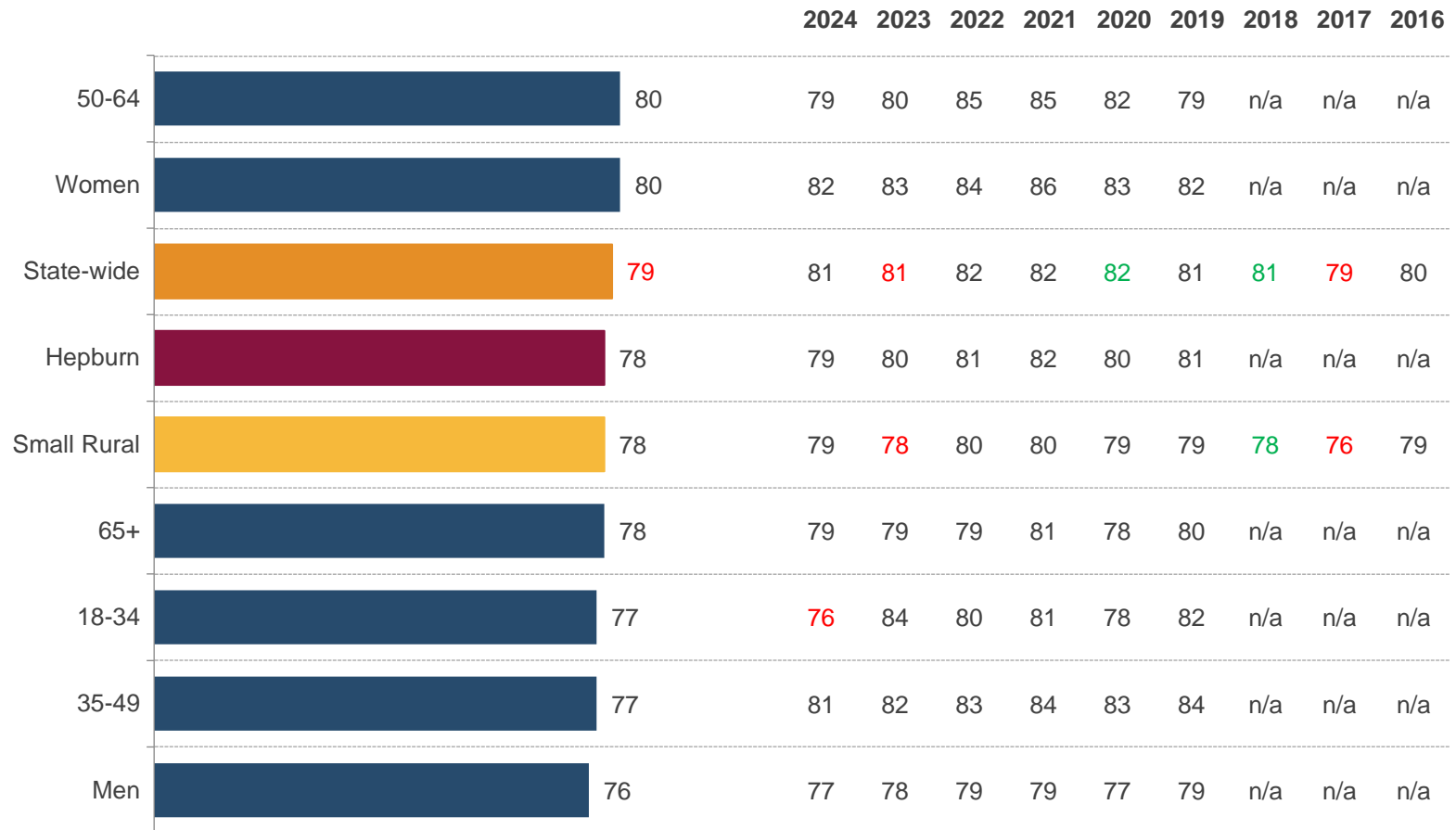




# Waste management importance



## 2025 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: 21 Councils asked group: 6

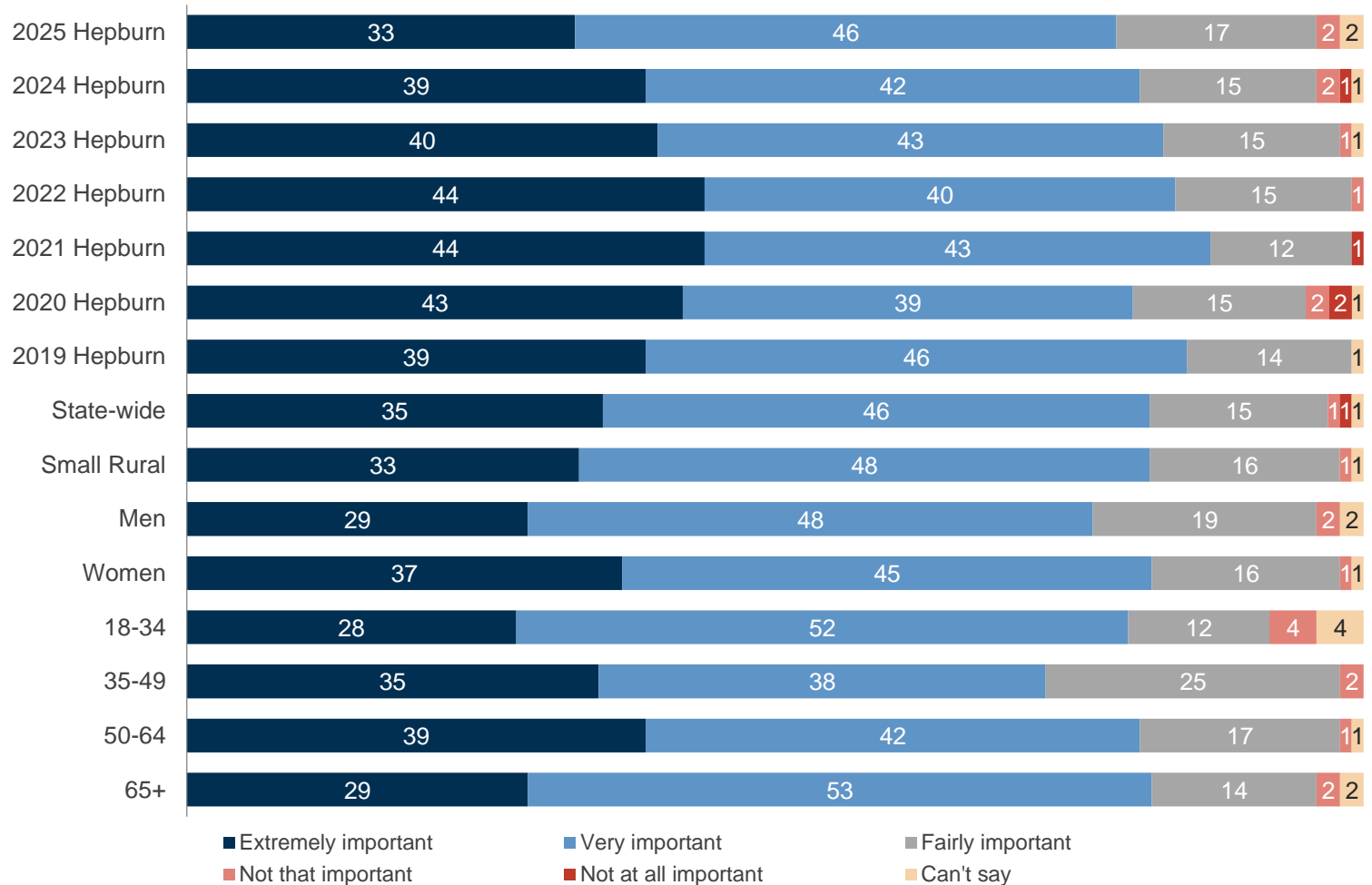
Note: Please see Appendix A for explanation of significant differences.



# Waste management importance



## 2025 waste management importance (%)





# Waste management performance



## 2025 waste management performance (index scores)

		2024	2023	2022	2021	2020	2019	2018	2017	2016
Small Rural	66▲	67	66	68	68	64	66	69	70	69
State-wide	65▲	67	66	68	69	65	68	70	71	70
65+	65▲	68	64	63	64	57	69	n/a	n/a	n/a
Women	59	64	62	61	60	51	60	n/a	n/a	n/a
Hepburn	58	65	64	61	61	54	64	n/a	n/a	n/a
Men	56	66	65	62	62	56	67	n/a	n/a	n/a
50-64	56	62	60	62	54	48	62	n/a	n/a	n/a
18-34	54	64	66	60	63	53	58	n/a	n/a	n/a
35-49	51	60	65	58	60	54	62	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: 56 Councils asked group: 19

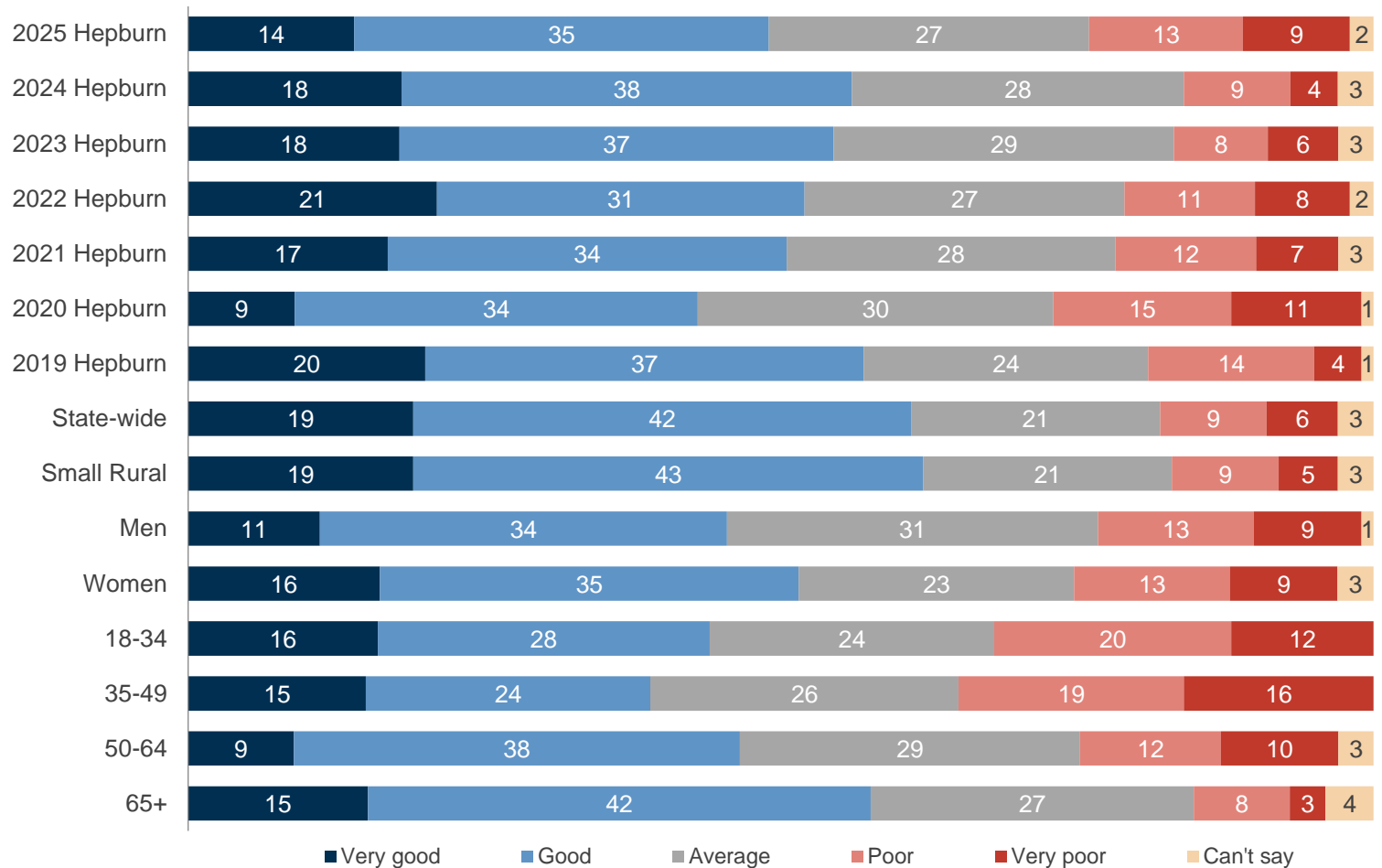
Note: Please see Appendix A for explanation of significant differences.



# Waste management performance



2025 waste management performance (%)

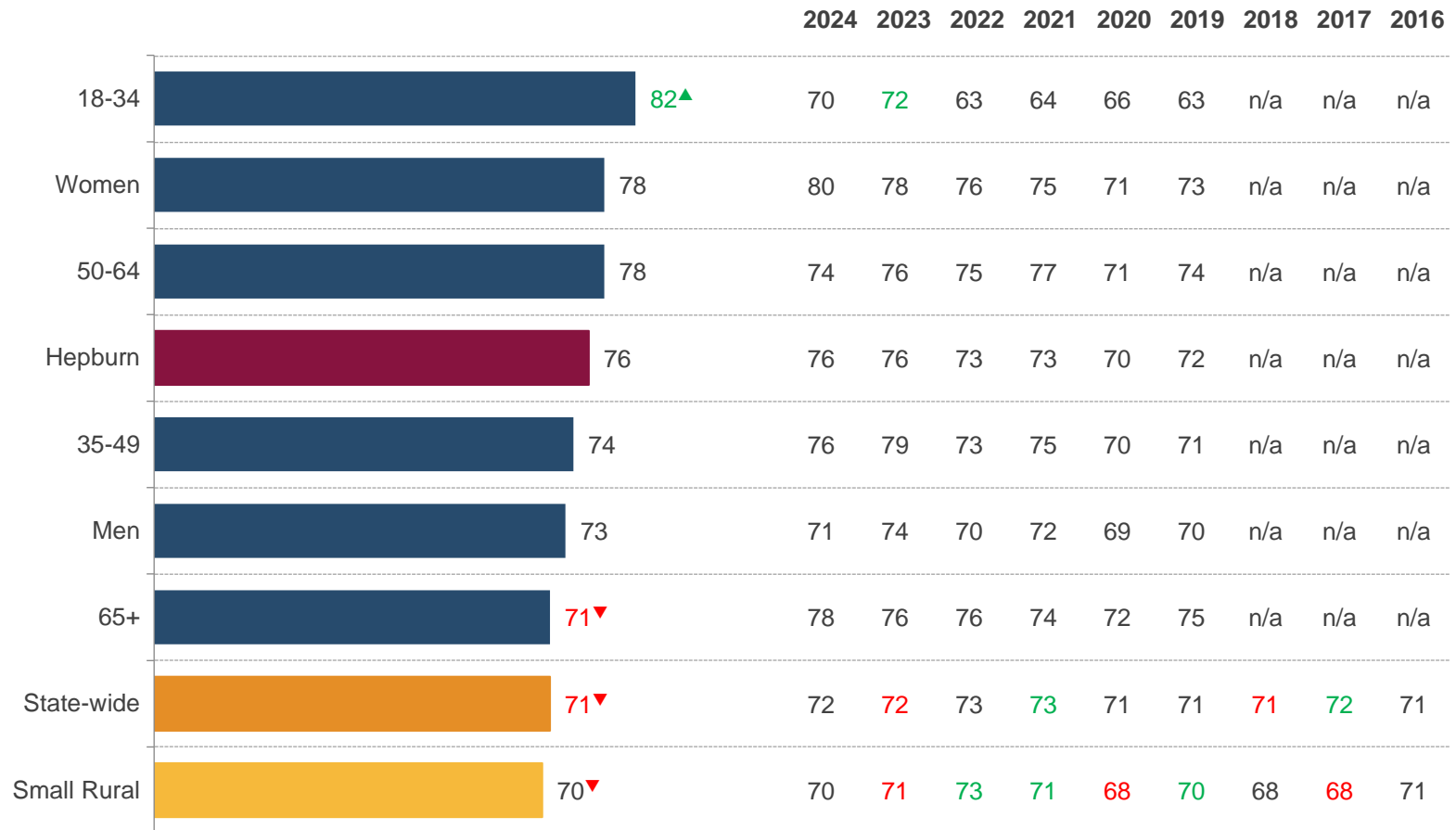




# Planning and building permits importance



## 2025 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: 18 Councils asked group: 6

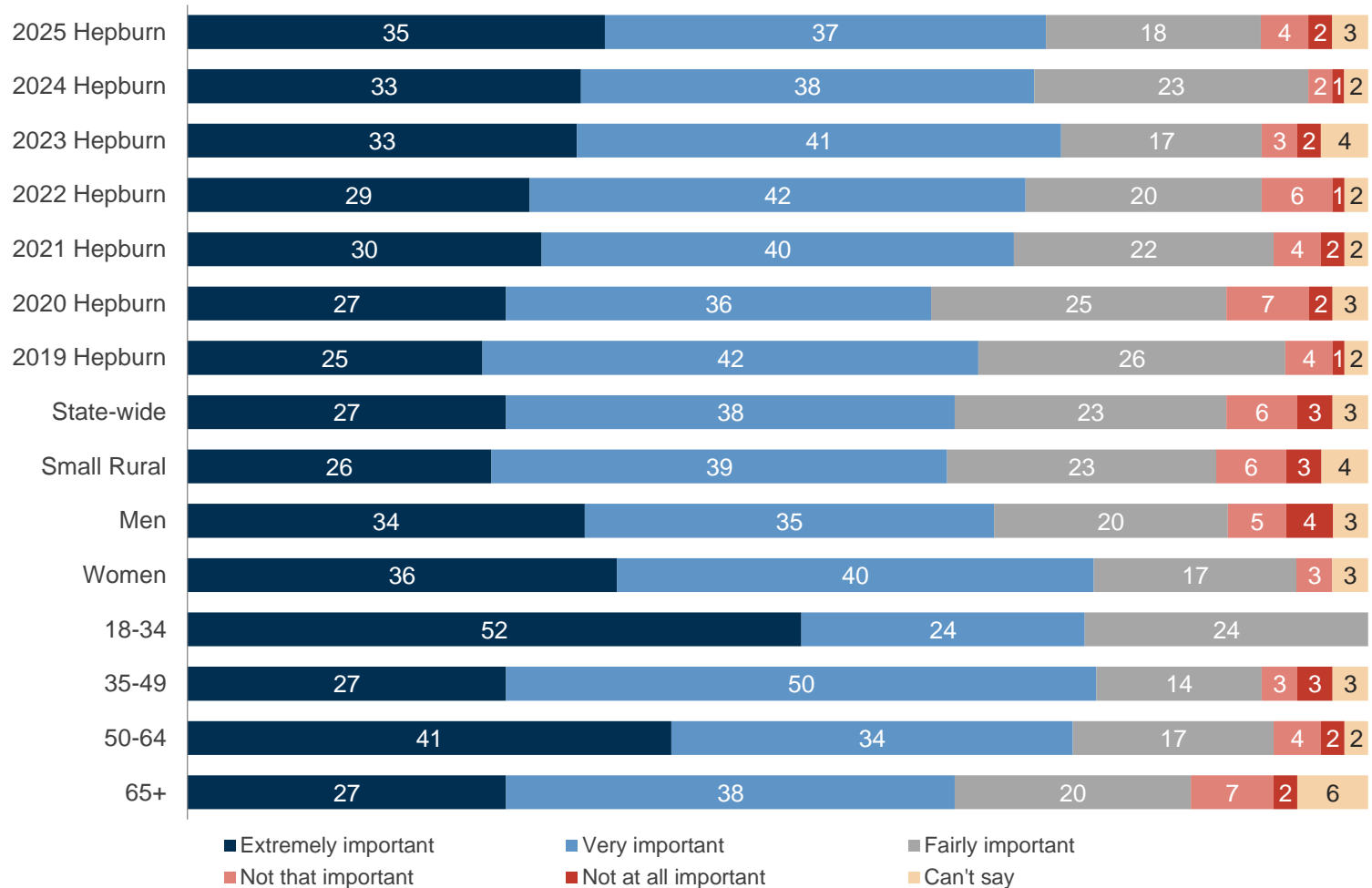
Note: Please see Appendix A for explanation of significant differences.



# Planning and building permits importance



2025 planning and building permits importance (%)





# Planning and building permits performance



## 2025 planning and building permits performance (index scores)

		2024	2023	2022	2021	2020	2019	2018	2017	2016
State-wide	43▲	45	47	50	51	51	52	52	51	50
Small Rural	43▲	43	45	48	49	46	48	51	51	50
35-49	36	33	34	36	44	45	50	n/a	n/a	n/a
65+	35	36	38	38	41	39	50	n/a	n/a	n/a
Women	35	34	39	39	48	40	48	n/a	n/a	n/a
Hepburn	33	35	39	40	44	41	49	n/a	n/a	n/a
50-64	31	36	40	39	39	40	47	n/a	n/a	n/a
Men	30	37	38	41	41	43	51	n/a	n/a	n/a
18-34	27	33	45	50	58	44	52	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: 26 Councils asked group: 8

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

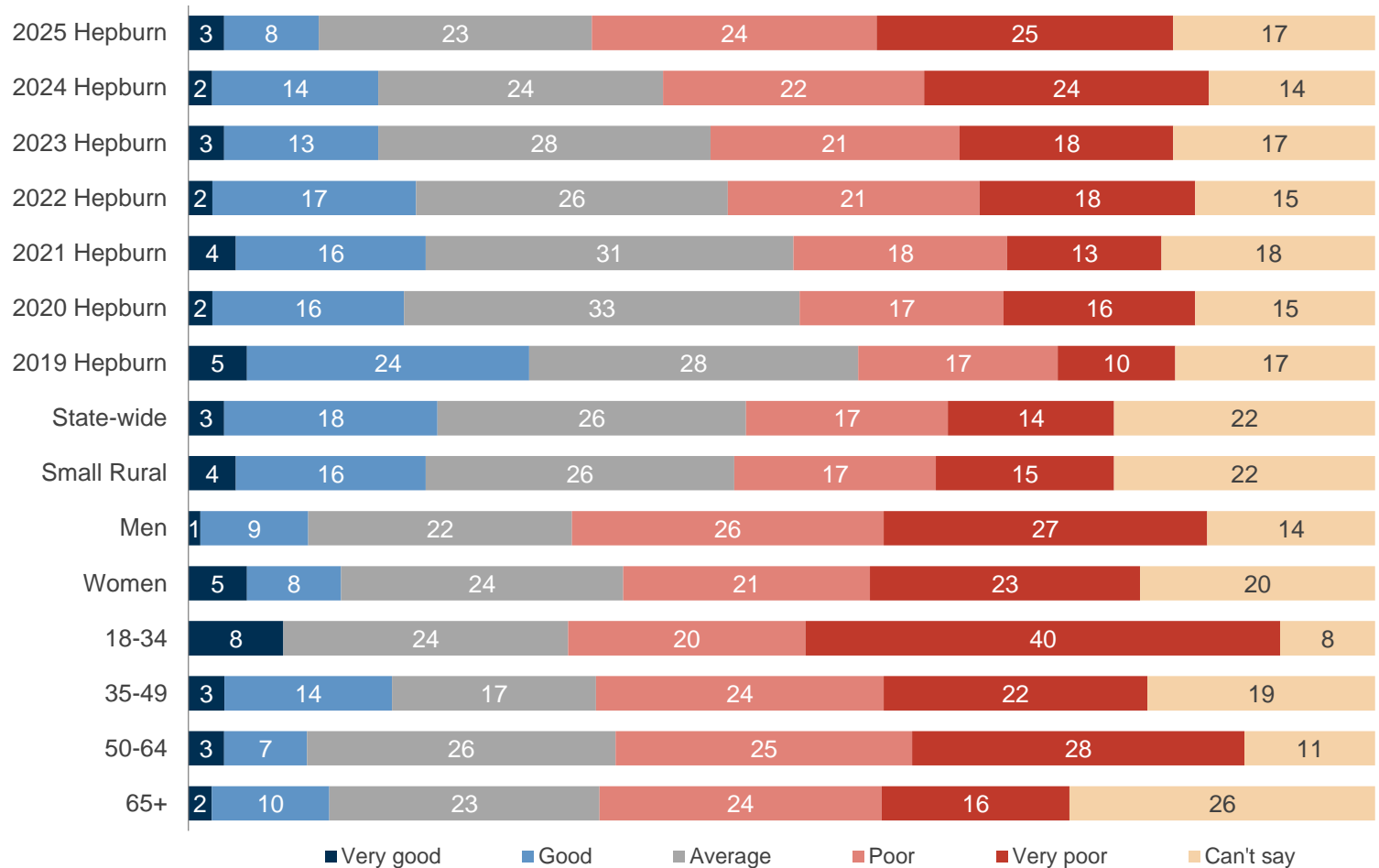




# Planning and building permits performance



2025 planning and building permits performance (%)

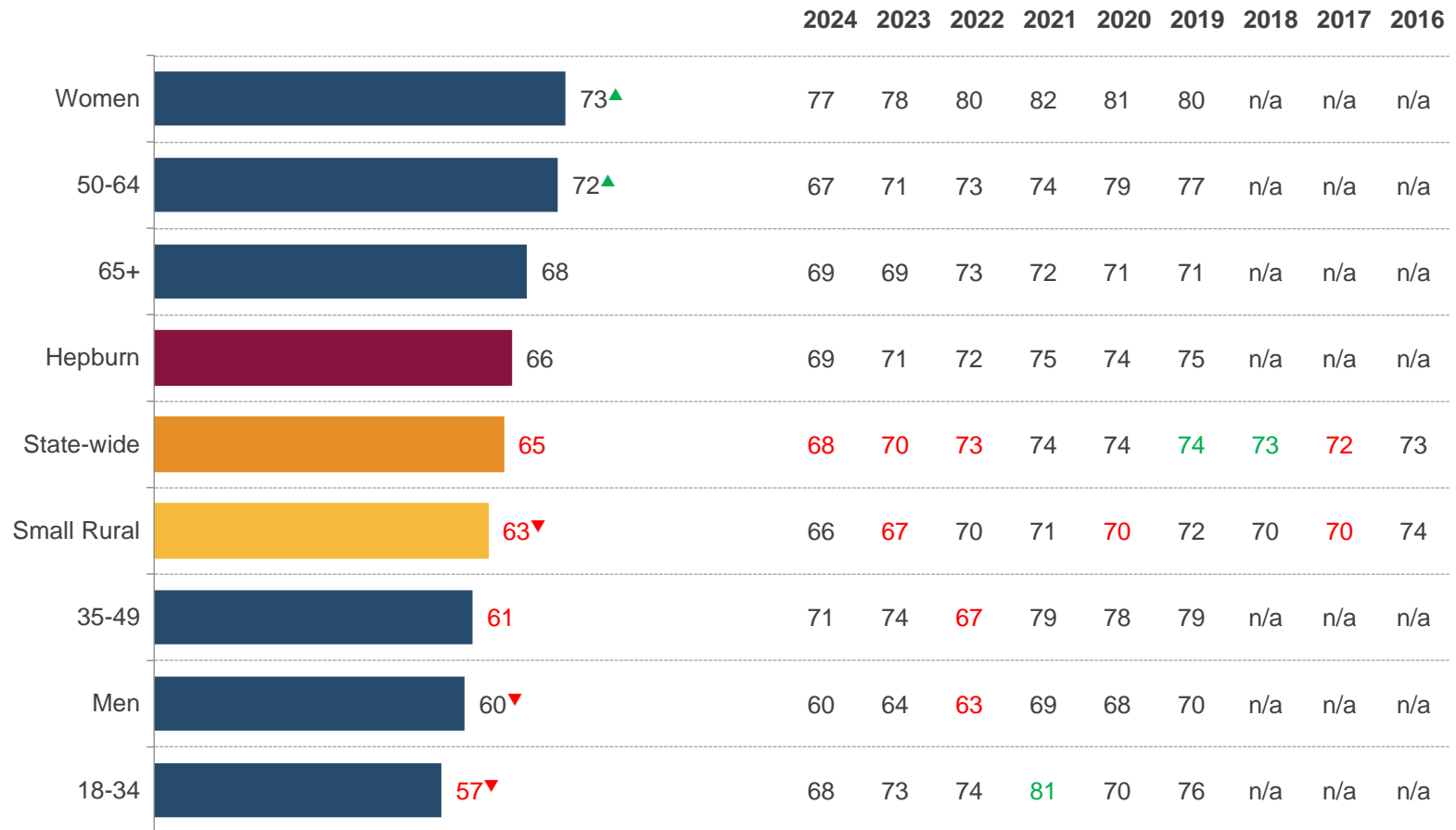




# Environmental sustainability importance



## 2025 environmental sustainability importance (index scores)



Q1. Firstly, how important should 'Environmental sustainability' be as a responsibility for Council?

Base: All respondents. Councils asked State-wide: 19 Councils asked group: 4

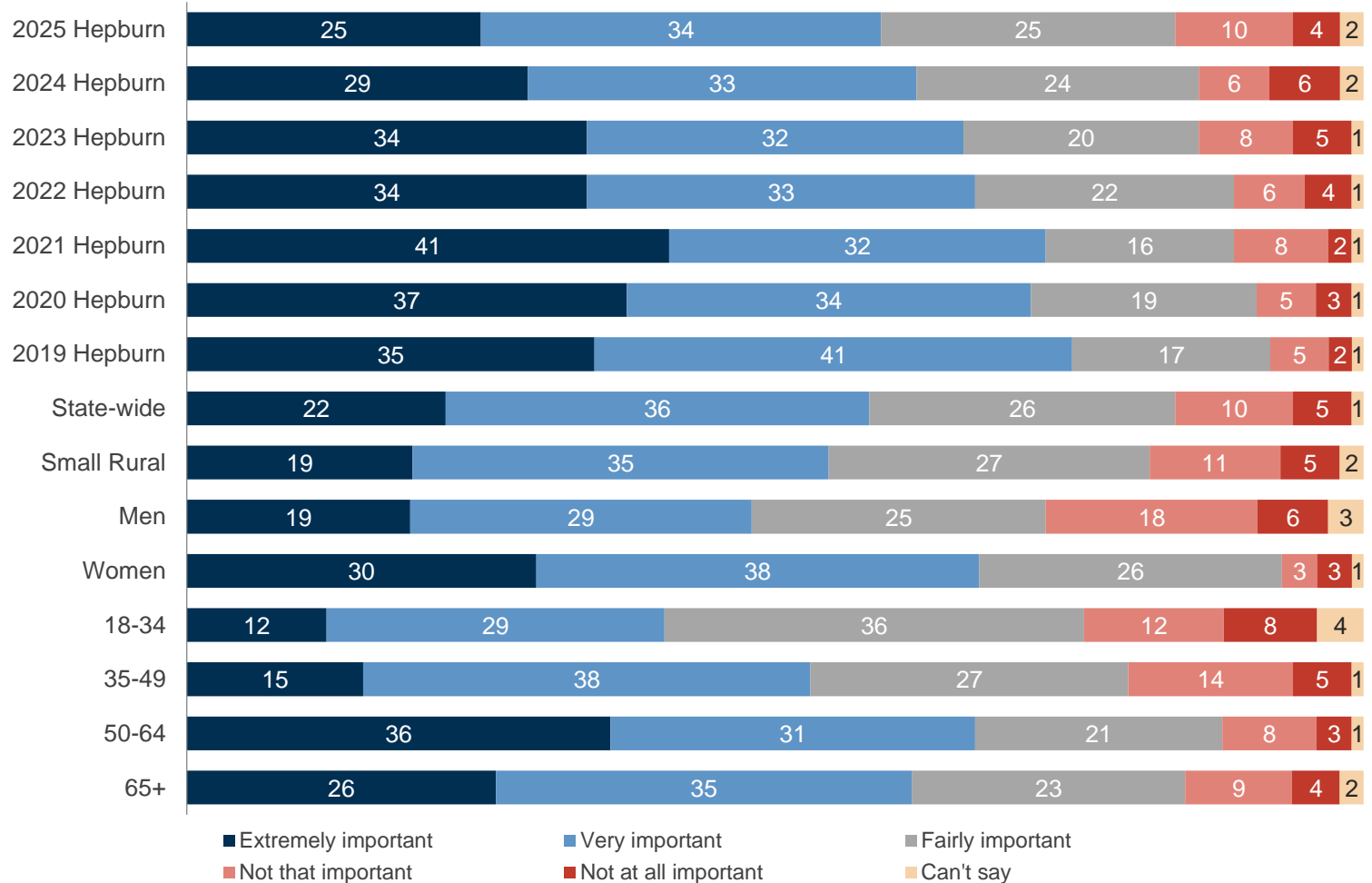
Note: Please see Appendix A for explanation of significant differences.



# Environmental sustainability importance



2025 environmental sustainability importance (%)

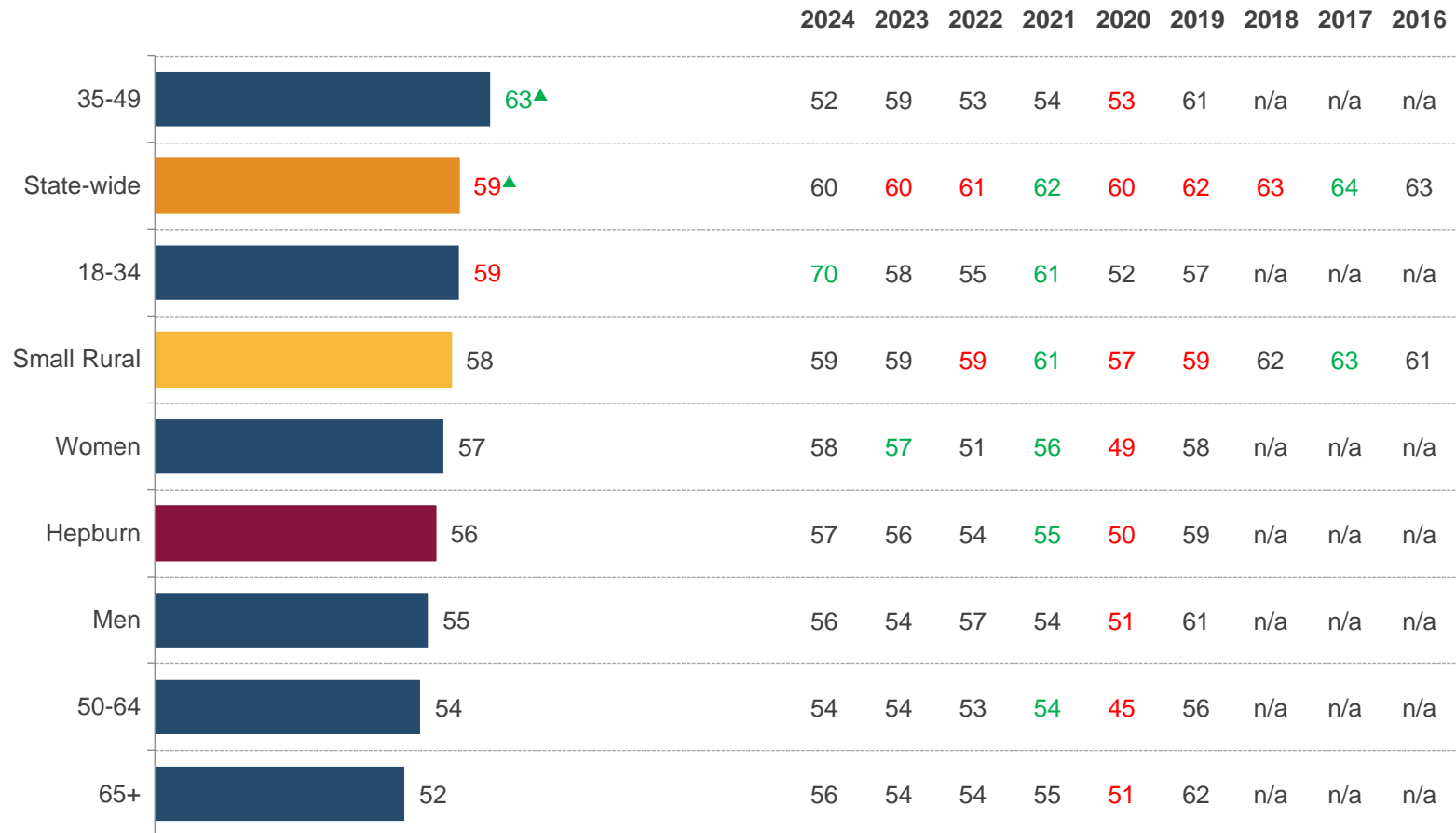




# Environmental sustainability performance



## 2025 environmental sustainability performance (index scores)



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

Base: All respondents. Councils asked State-wide: 30 Councils asked group: 8

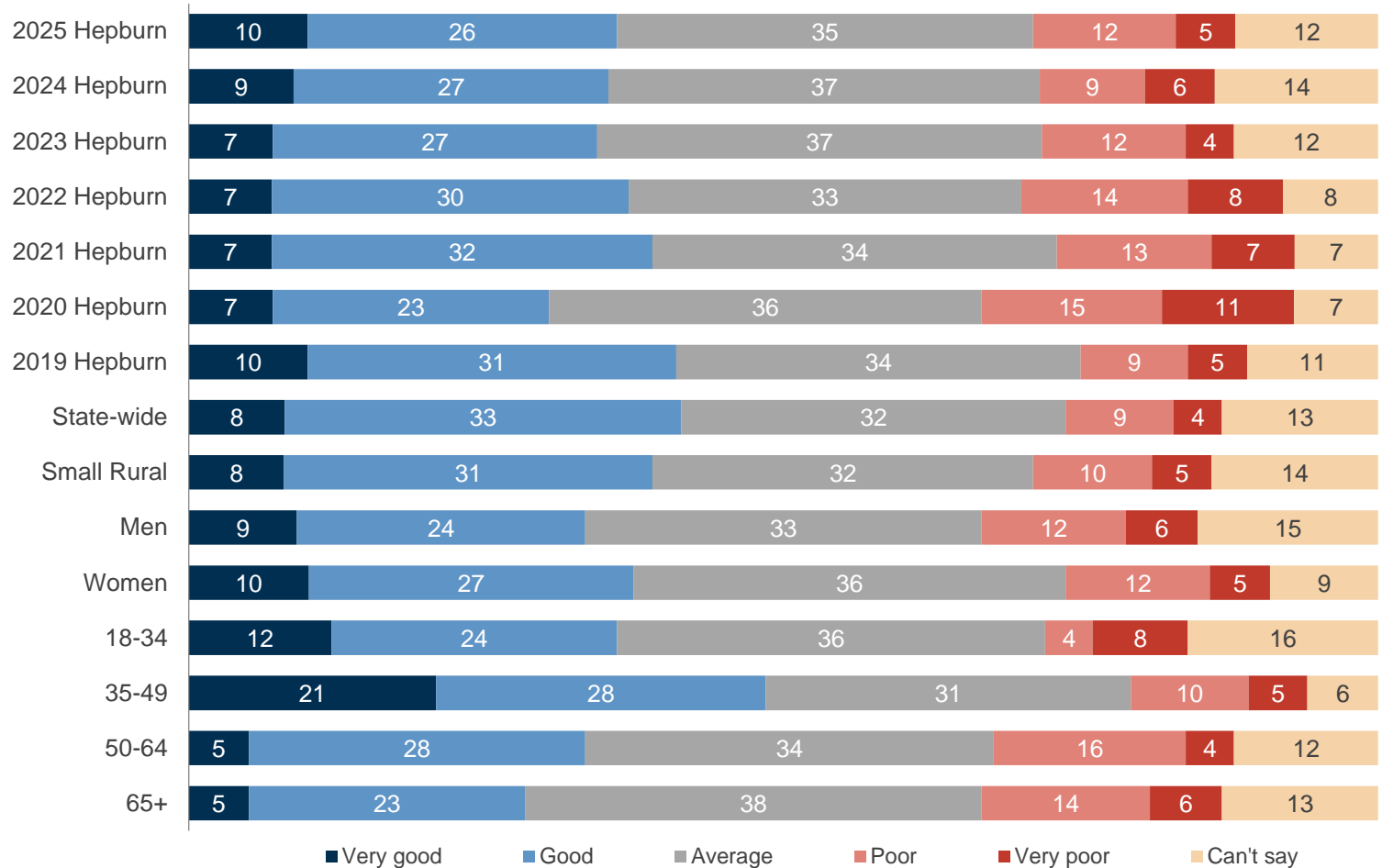
Note: Please see Appendix A for explanation of significant differences.



# Environmental sustainability performance



2025 environmental sustainability performance (%)

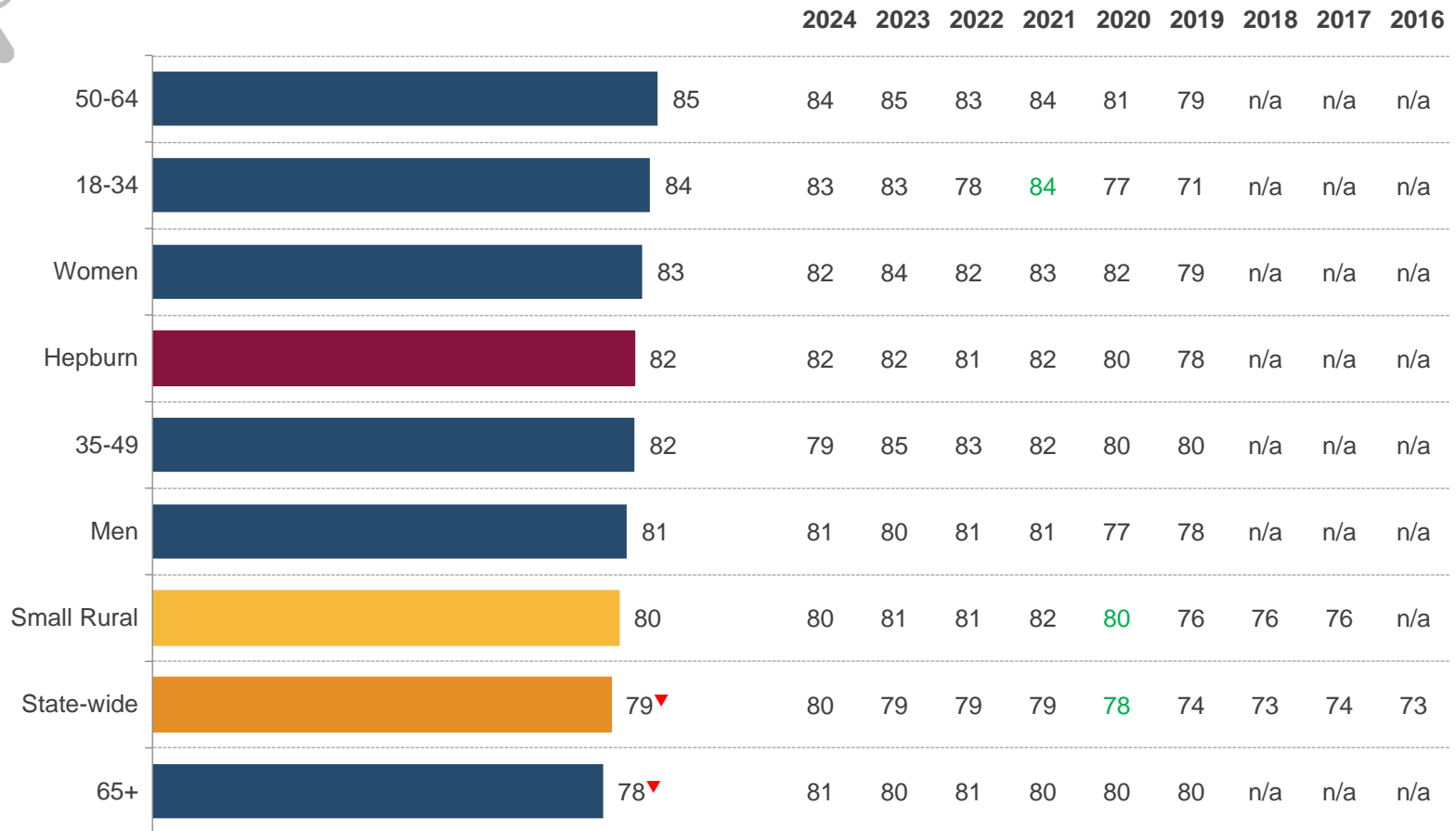




# Roadside slashing and weed control importance



## 2025 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: 2

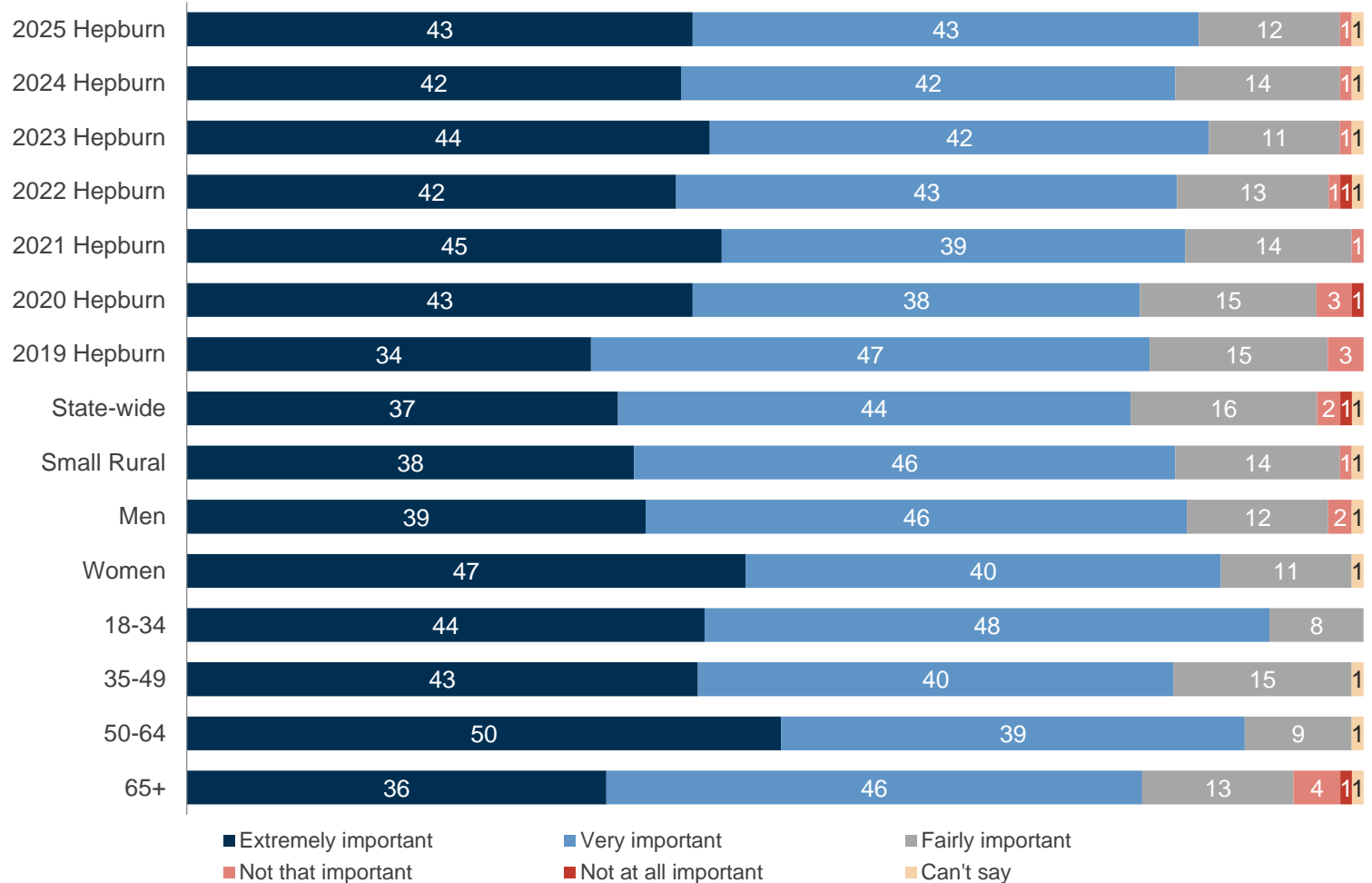
Note: Please see Appendix A for explanation of significant differences.



# Roadside slashing and weed control importance



2025 roadside slashing and weed control importance (%)

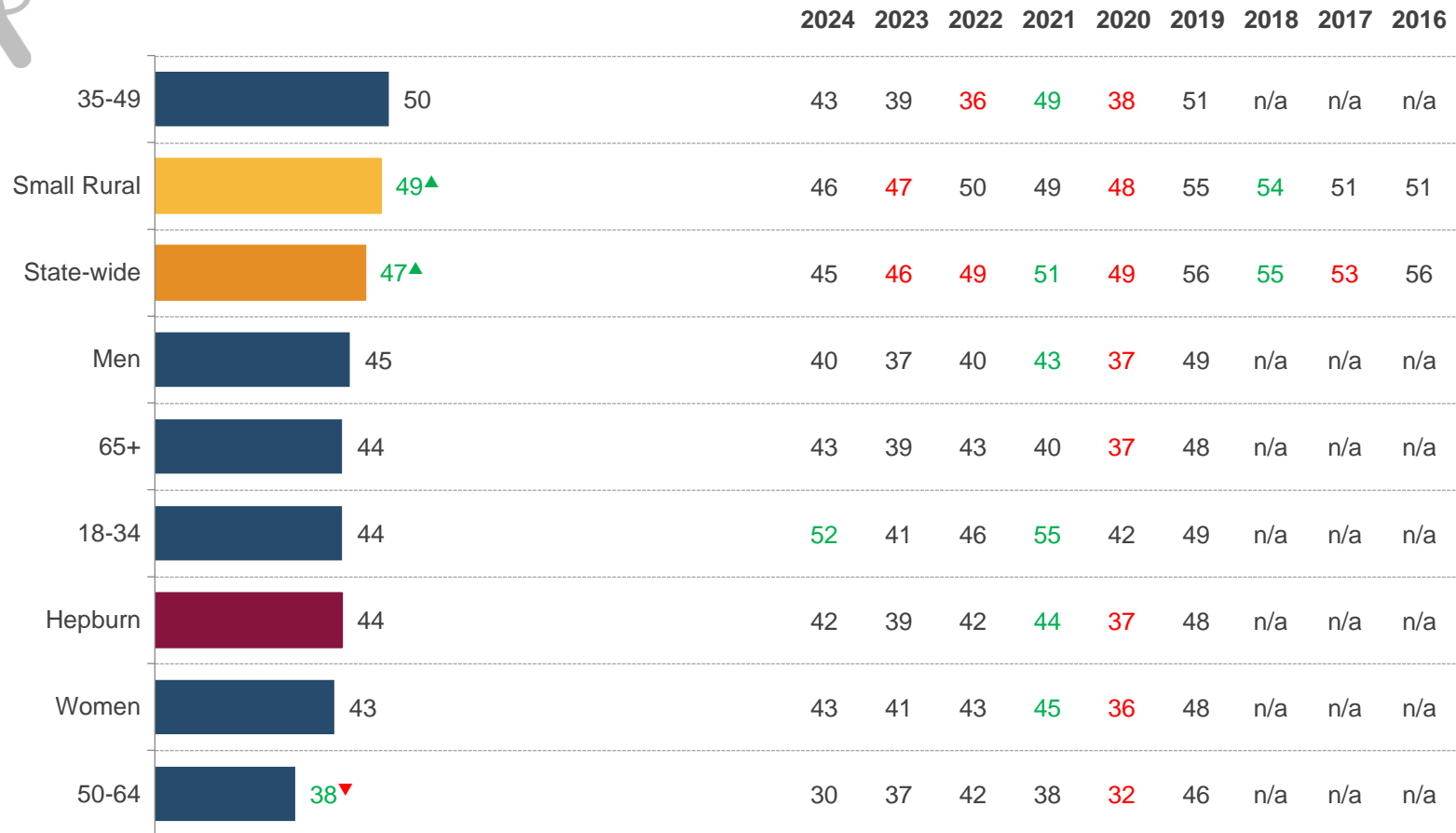




# Roadside slashing and weed control performance



## 2025 roadside slashing and weed control performance (index scores)



Q2. How has Council performed on 'Roadside slashing and weed control' over the last 12 months?

Base: All respondents. Councils asked State-wide: 11 Councils asked group: 5

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

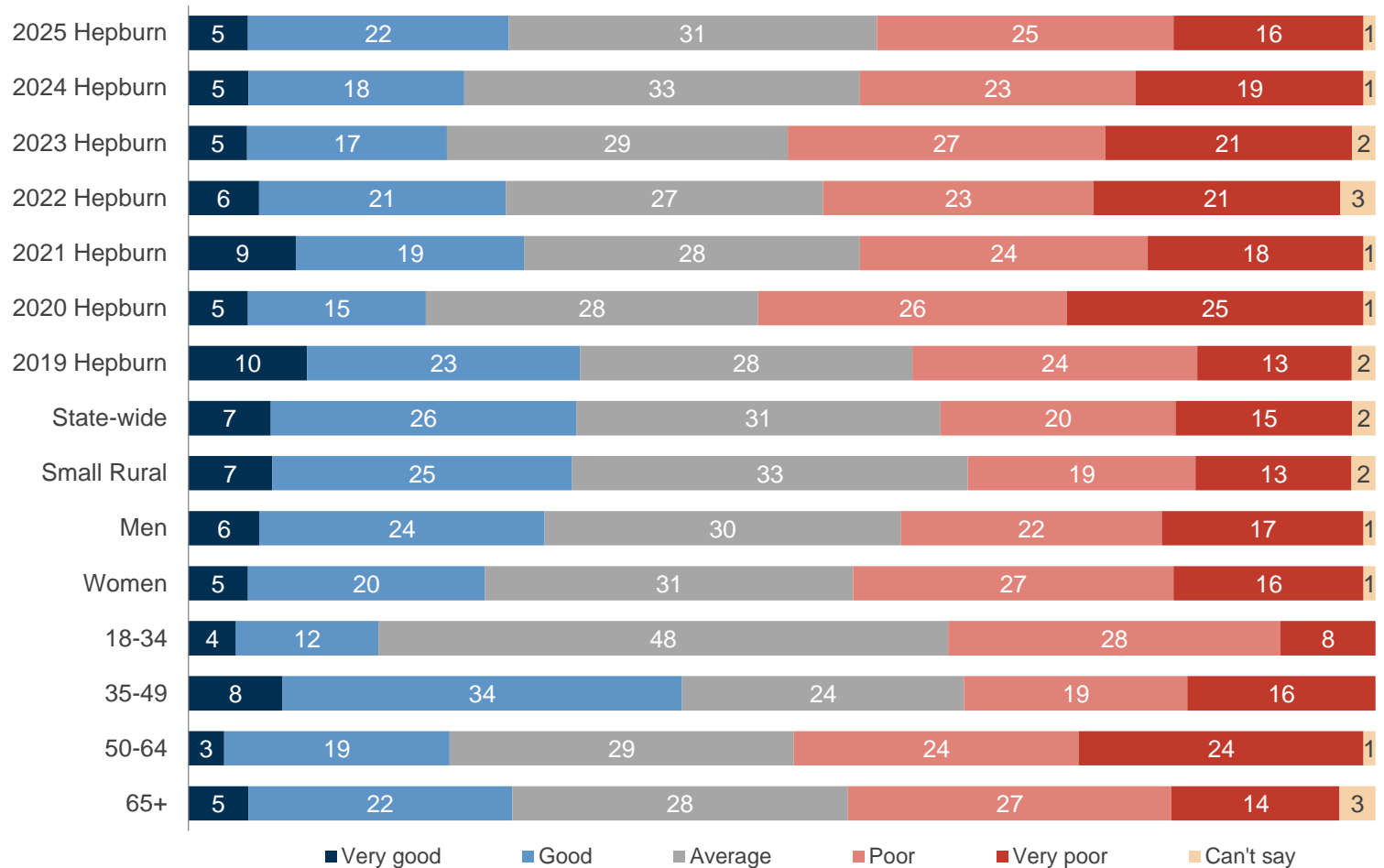




# Roadside slashing and weed control performance



2025 roadside slashing and weed control performance (%)

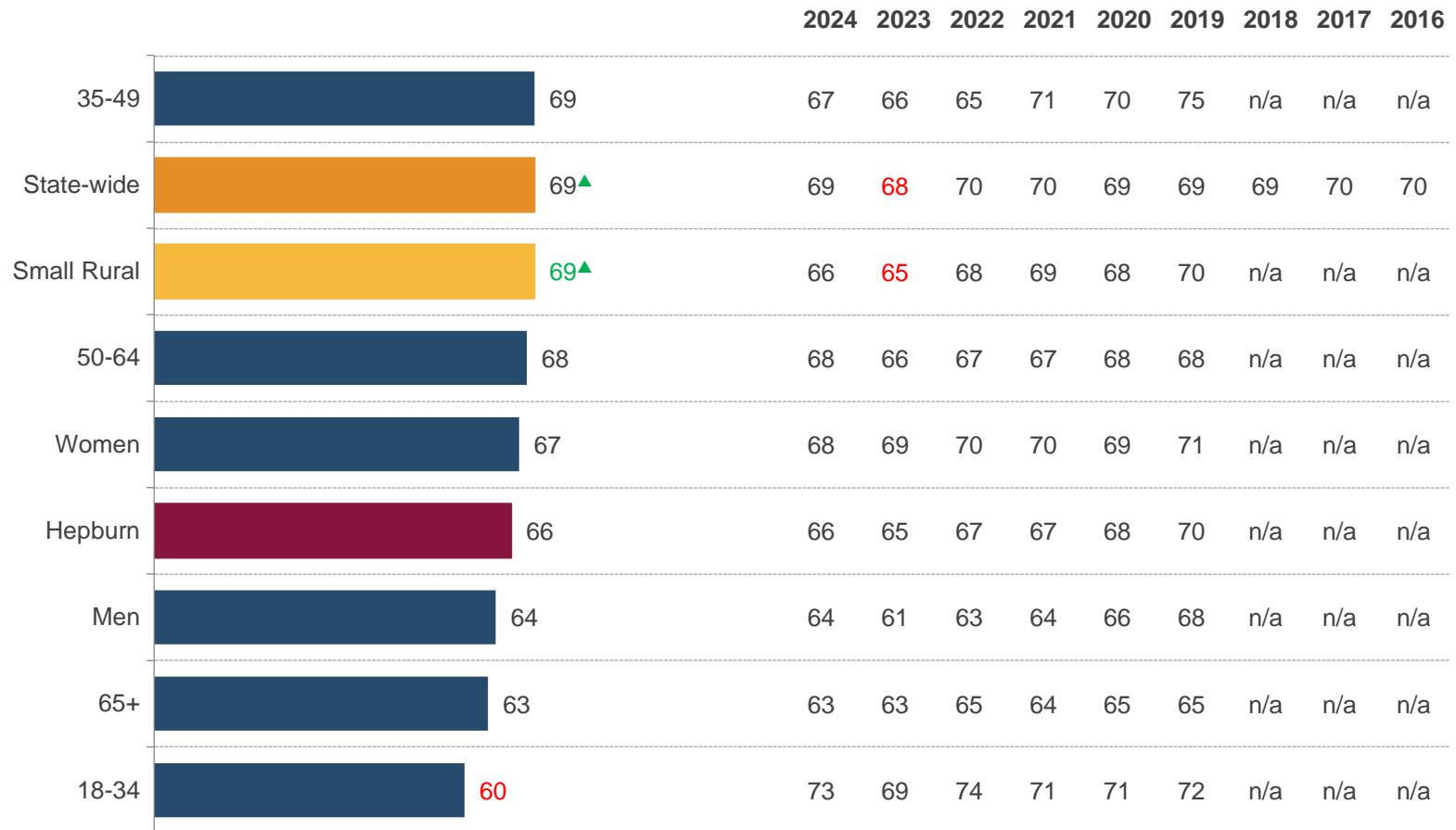




# Business and community development importance



## 2025 business/community development importance (index scores)



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

Base: All respondents. Councils asked State-wide: 8 Councils asked group: 2

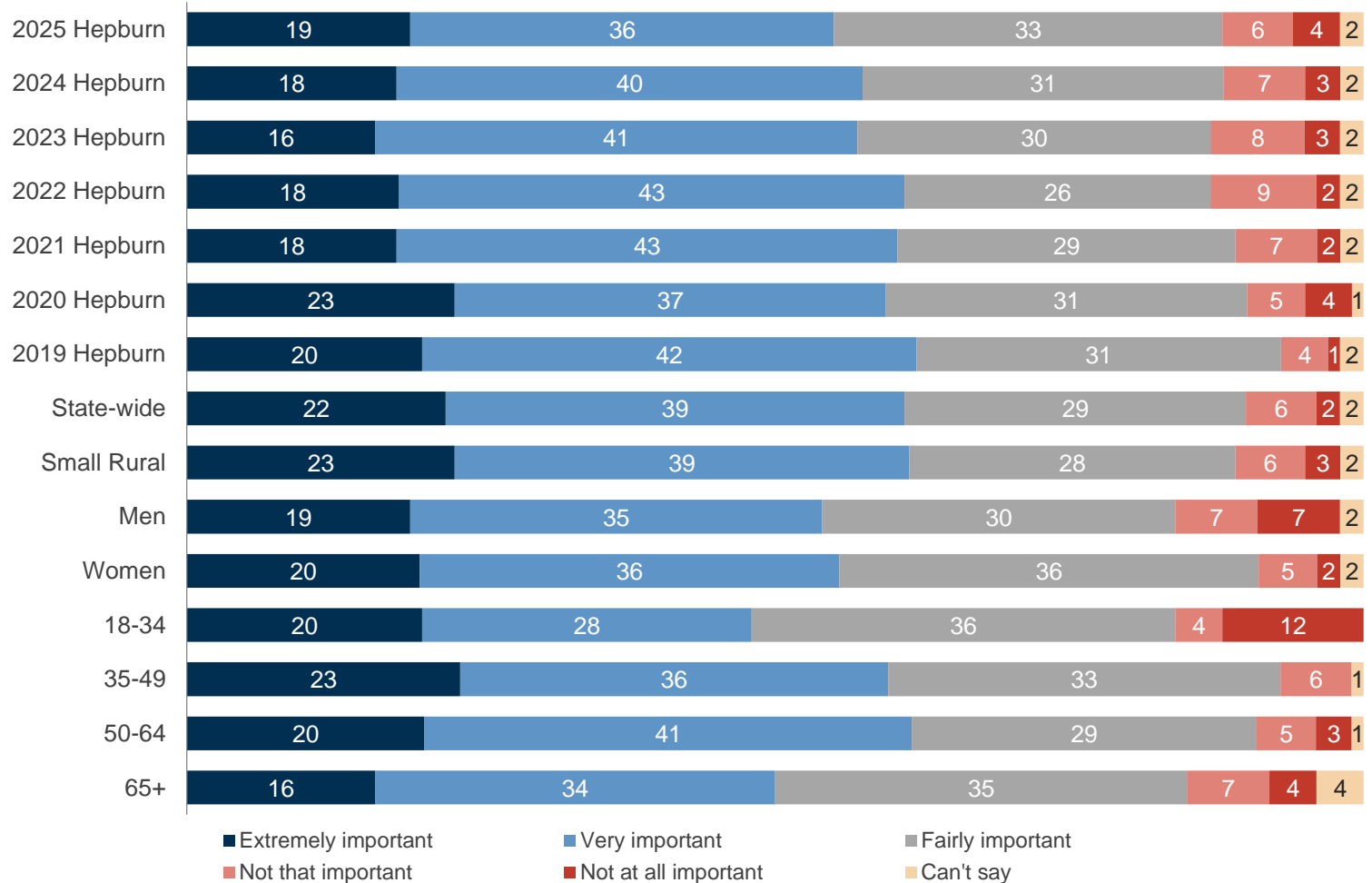
Note: Please see Appendix A for explanation of significant differences.



# Business and community development importance



2025 business/community development importance (%)





# Business and community development performance



## 2025 business/community development performance (index scores)

		2024	2023	2022	2021	2020	2019	2018	2017	2016
Small Rural	55	57	55	57	58	57	60	61	65	62
35-49	55	53	52	52	56	54	58	n/a	n/a	n/a
State-wide	54	57	57	58	60	59	61	60	60	60
65+	54	56	53	53	54	52	61	n/a	n/a	n/a
Women	53	57	57	52	58	56	61	n/a	n/a	n/a
Hepburn	53	56	54	51	55	55	60	n/a	n/a	n/a
Men	52	55	51	50	52	53	60	n/a	n/a	n/a
18-34	51	61	60	49	59	66	66	n/a	n/a	n/a
50-64	51	55	53	49	53	50	58	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: 14 Councils asked group: 3

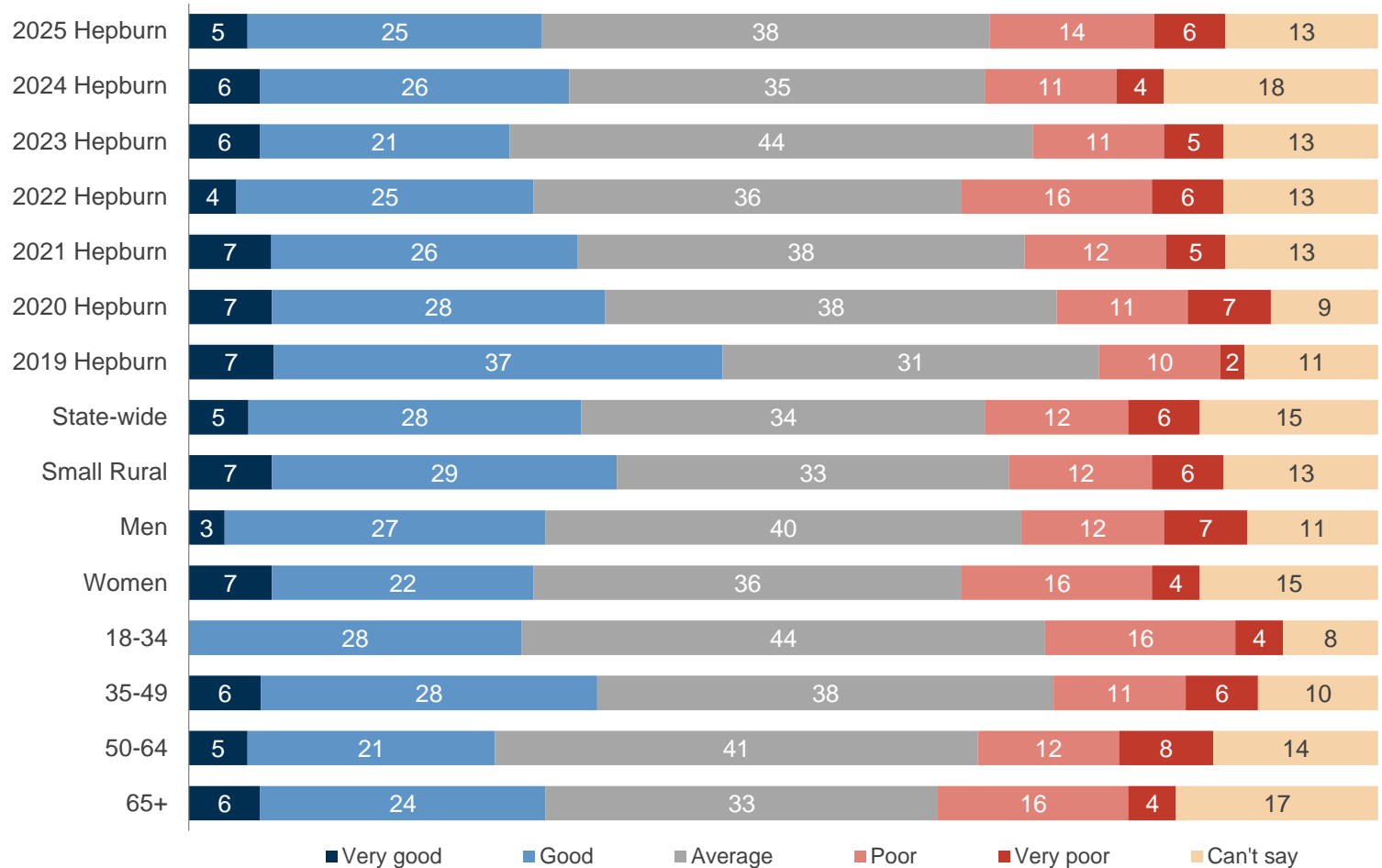
Note: Please see Appendix A for explanation of significant differences.



# Business and community development performance



2025 business/community development performance (%)

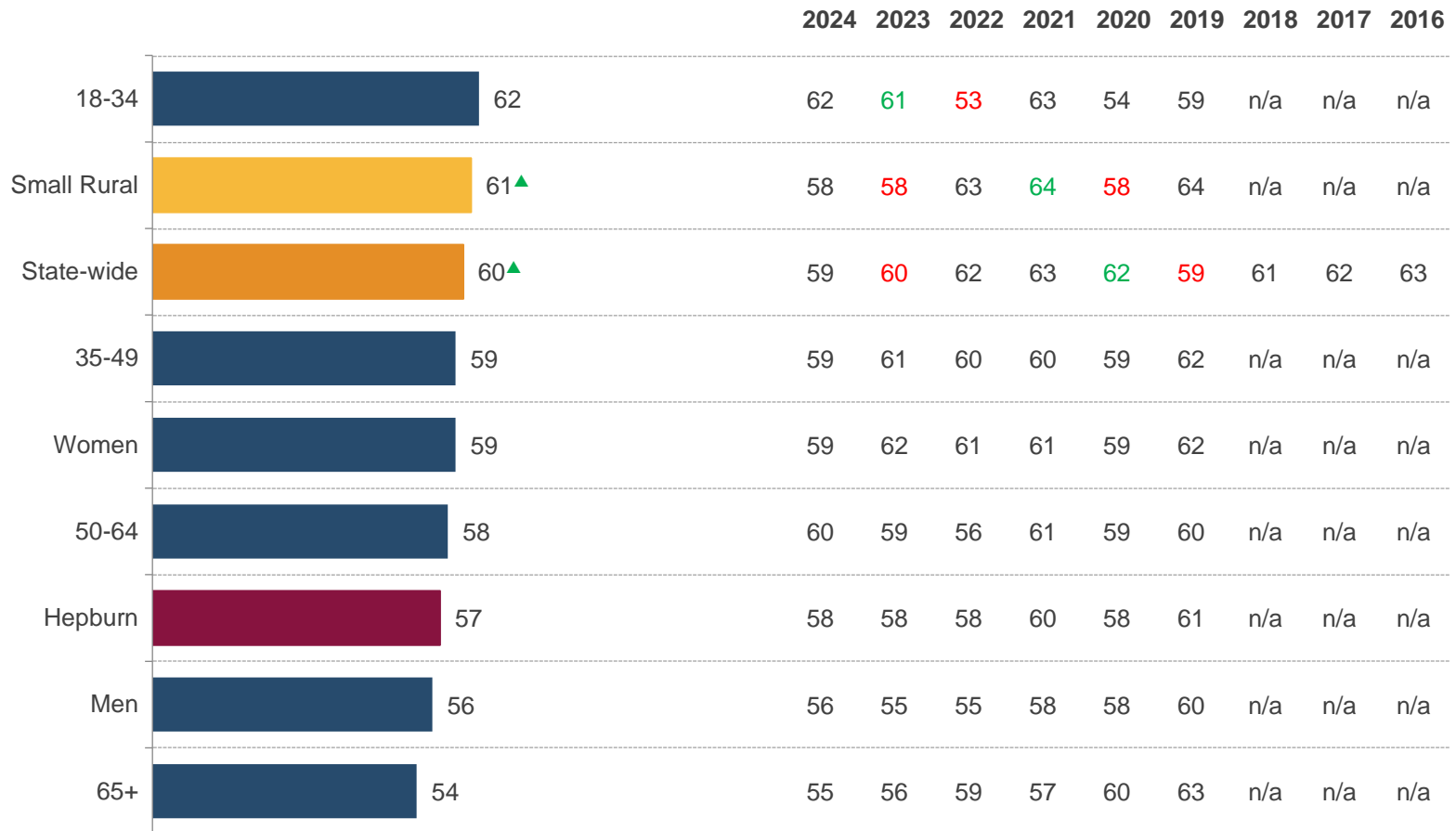




# Tourism development importance



## 2025 tourism development importance (index scores)



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

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

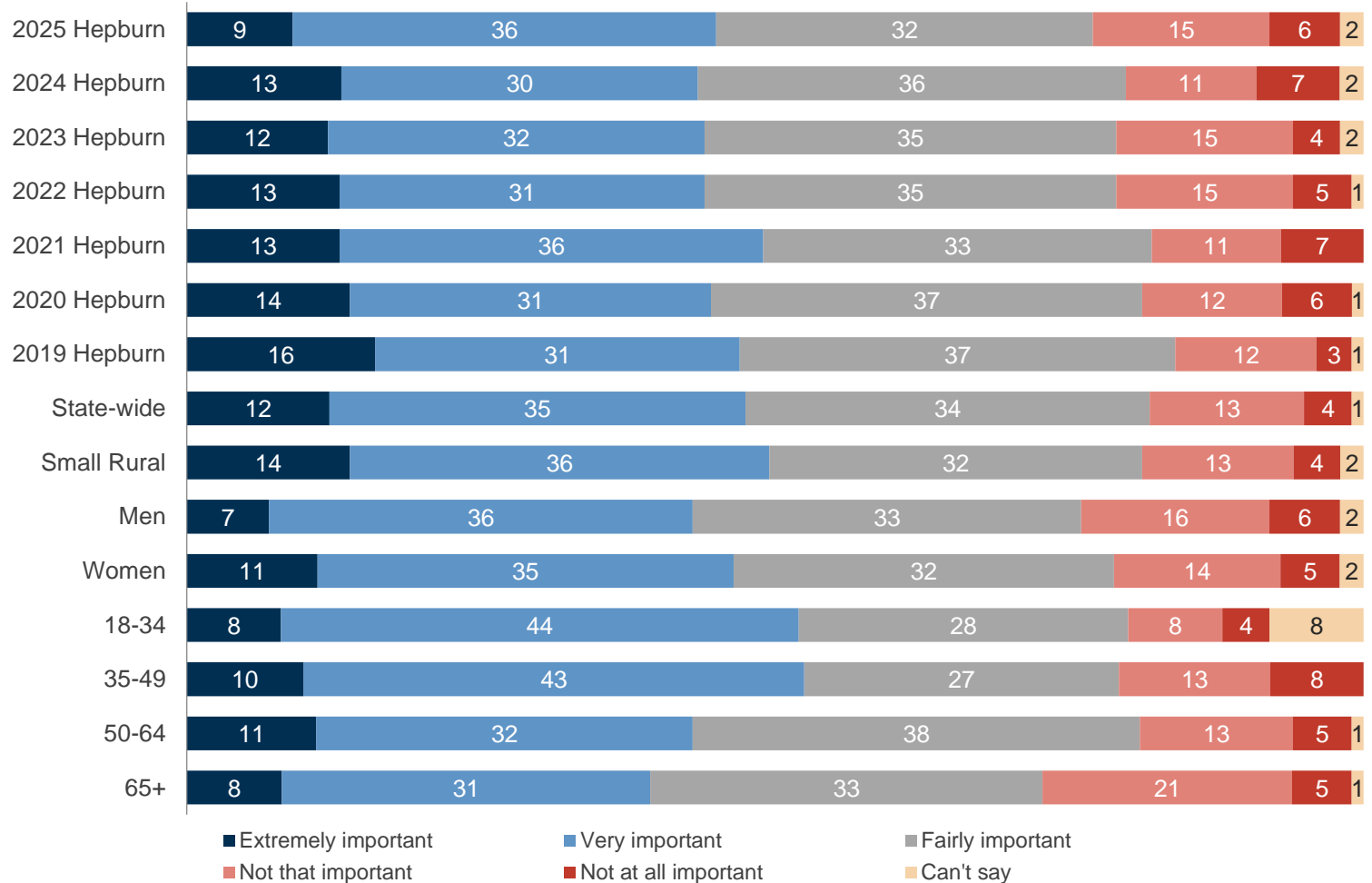
Note: Please see Appendix A for explanation of significant differences.



# Tourism development importance



## 2025 tourism development importance (%)





# Tourism development performance



## 2025 tourism development performance (index scores)

		2024	2023	2022	2021	2020	2019	2018	2017	2016
35-49	68	59	62	66	69	70	69	n/a	n/a	n/a
18-34	68	63	64	61	61	58	73	n/a	n/a	n/a
Women	65	64	64	64	65	66	69	n/a	n/a	n/a
Hepburn	63	61	62	63	63	63	69	n/a	n/a	n/a
50-64	62	56	63	64	61	63	69	n/a	n/a	n/a
Small Rural	62	61	61	62	63	63	66	67	67	64
Men	62	59	60	62	61	60	69	n/a	n/a	n/a
State-wide	60	59	61	60	62	62	63	63	63	63
65+	59	63	61	62	62	61	68	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: 12 Councils asked group: 5

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

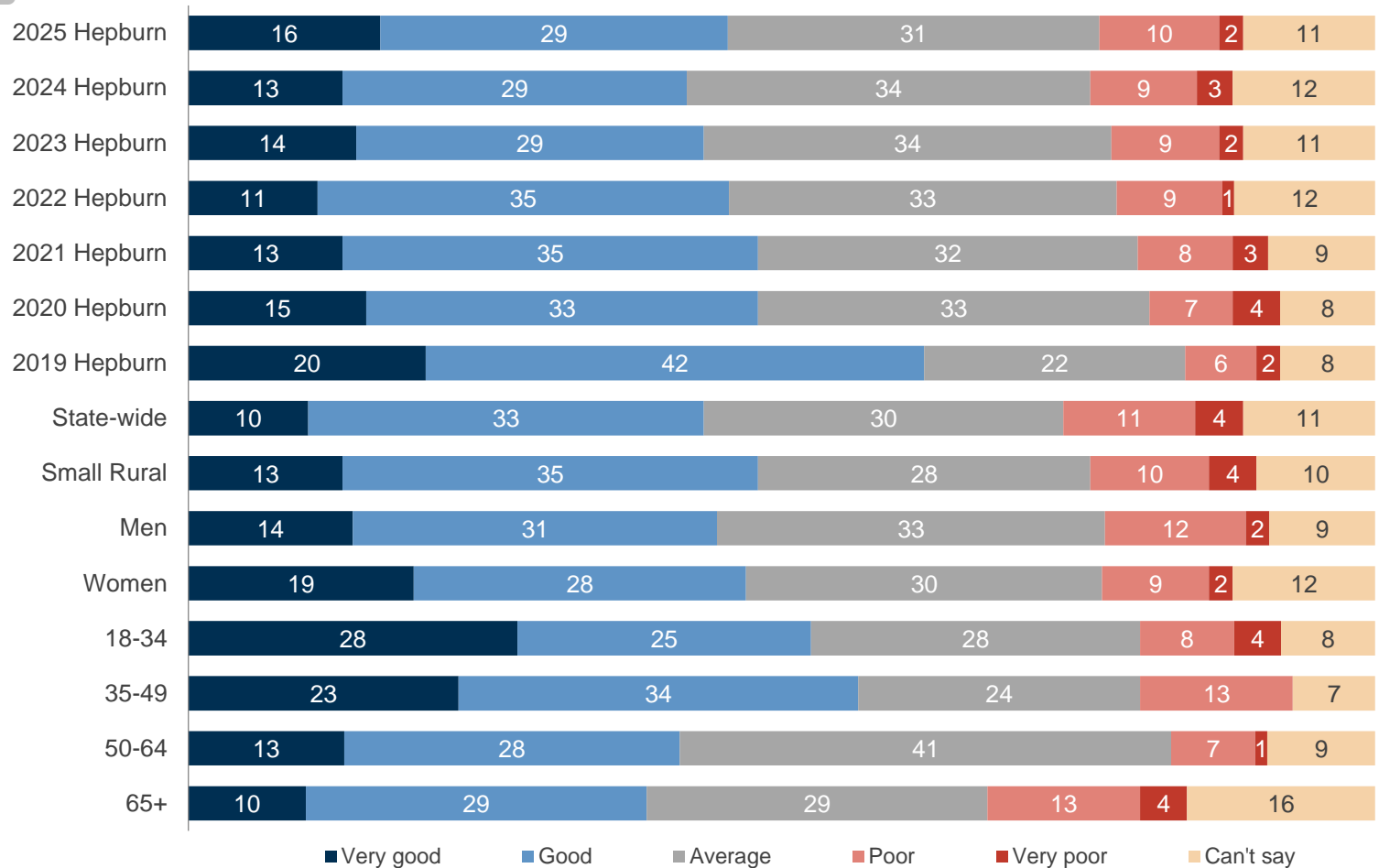




# Tourism development performance



2025 tourism development performance (%)



A large, stylized, dark blue 'W' graphic that spans the right side of the page. Inside the 'W', there is a blurred image of a crowd of people, possibly at a sporting event or a public gathering. The background of the entire page is white.

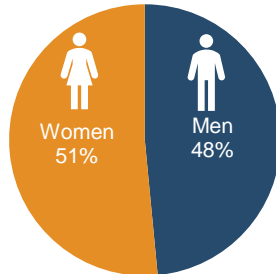
# **Detailed demographics**



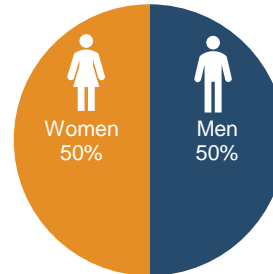
## Gender and age profile

### 2025 gender

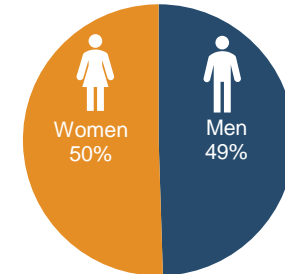
Hepburn



Small Rural

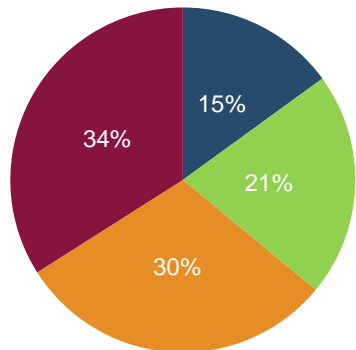


State-wide



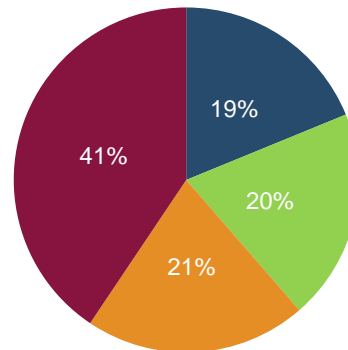
### 2025 age

Hepburn



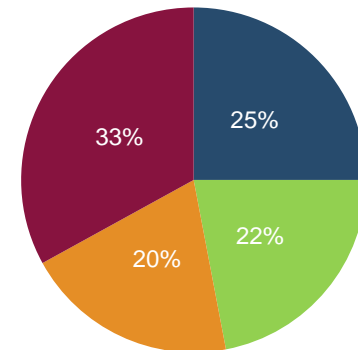
■ 18-34 ■ 35-49 ■ 50-64 ■ 65+

Small Rural



■ 18-34 ■ 35-49 ■ 50-64 ■ 65+

State-wide




■ 18-34 ■ 35-49 ■ 50-64 ■ 65+

S3. How would you describe your gender? / S4. To which of the following age groups do you belong?

Base: All respondents. Councils asked State-wide: 56 Councils asked group: 19

An "Other" option has been included for gender, hence the results may not add to 100%.

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

*Please note that the horizontal (x) axis of the index score bar charts in this report is displayed on a scale from 20 to 100.*



## Appendix A: Margins of error

The sample size for the 2025 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 13,600 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	198	193	+/-6.9
Women	200	205	+/-6.9
18-34 years	25	61	+/-20.0
35-49 years	63	84	+/-12.4
50-64 years	148	121	+/-8.0
65+ years	164	134	+/-7.6



## Appendix A: Index score significant difference calculation

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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.

A large, dark blue, stylized letter 'W' graphic dominates the right side of the page. Within the negative space of the 'W', there are faint, light blue background elements: a line graph with an upward trend on the left, a bar chart in the middle, and another line graph on the right. The overall design is clean and professional, using a blue and white color palette.

## **Appendix B: Further project information**





## Appendix B: Further information

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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 2025 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on

**(03) 8685 8555** or via email:

**[admin@jwsresearch.com](mailto:admin@jwsresearch.com)**



## Appendix B: Survey methodology and sampling

The 2025 results are compared with previous years, as detailed below:

- 2024, n=400 completed interviews, conducted across four quarters from 1<sup>st</sup> June 2023 – 18<sup>th</sup> March 2024.
- 2023, n=400 completed interviews, conducted in the period of 27<sup>th</sup> January – 19<sup>th</sup> March.
- 2022, n=400 completed interviews, conducted in the period of 27<sup>th</sup> January – 24<sup>th</sup> March.
- 2021, n=400 completed interviews, conducted in the period of 28<sup>th</sup> January – 18<sup>th</sup> March.
- 2020, n=400 completed interviews, conducted in the period of 30<sup>th</sup> January – 22<sup>nd</sup> March.
- 2019, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2018, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2017, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2016, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.

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 51% 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 across three waves from 29<sup>th</sup> May 2024 – 16<sup>th</sup> March 2025.



## Appendix B: Analysis and reporting

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All participating councils are listed in the State-wide report published on the DGS website. In 2025, 56 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 2012-2025 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, Towong, West Wimmera and Yarriambiack.

Wherever appropriate, results for Hepburn Shire Council for this 2025 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:

# Core, optional and tailored questions

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### 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 2025 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 2025 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

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### Reporting

Every council that participated in the 2025 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

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

**CSS:** 2025 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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**Mark Zuker**  
Managing Director  
[mzucker@jwsresearch.com](mailto:mzucker@jwsresearch.com)

**Katrina Cox**  
Director of Client Services  
[kcox@jwsresearch.com](mailto:kcox@jwsresearch.com)



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