



# **2023 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-fourth 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 24 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 24 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, light blue network pattern of interconnected nodes and lines, resembling a neural network or a data network. The background of the 'W' is a dark blue gradient.

# **Key findings and recommendations**



# Hepburn Shire Council – at a glance

## Overall council performance

Results shown are index scores out of 100.



Hepburn 49



Small Rural 55



State-wide 56

## Council performance compared to group average

Top 3 performing areas		
	Waste management	= on par
	Tourism development	= on par
	Appearance of public areas	▼ lower
Lowest 3 performing areas		
	Sealed local roads	▼ lower
	Planning & building permits	▼ lower
	Slashing & weed control	▼ lower
	Customer service	= on par



# Summary of core measures

## Index scores

**Overall Performance**

**Value for money**

**Community Consultation**

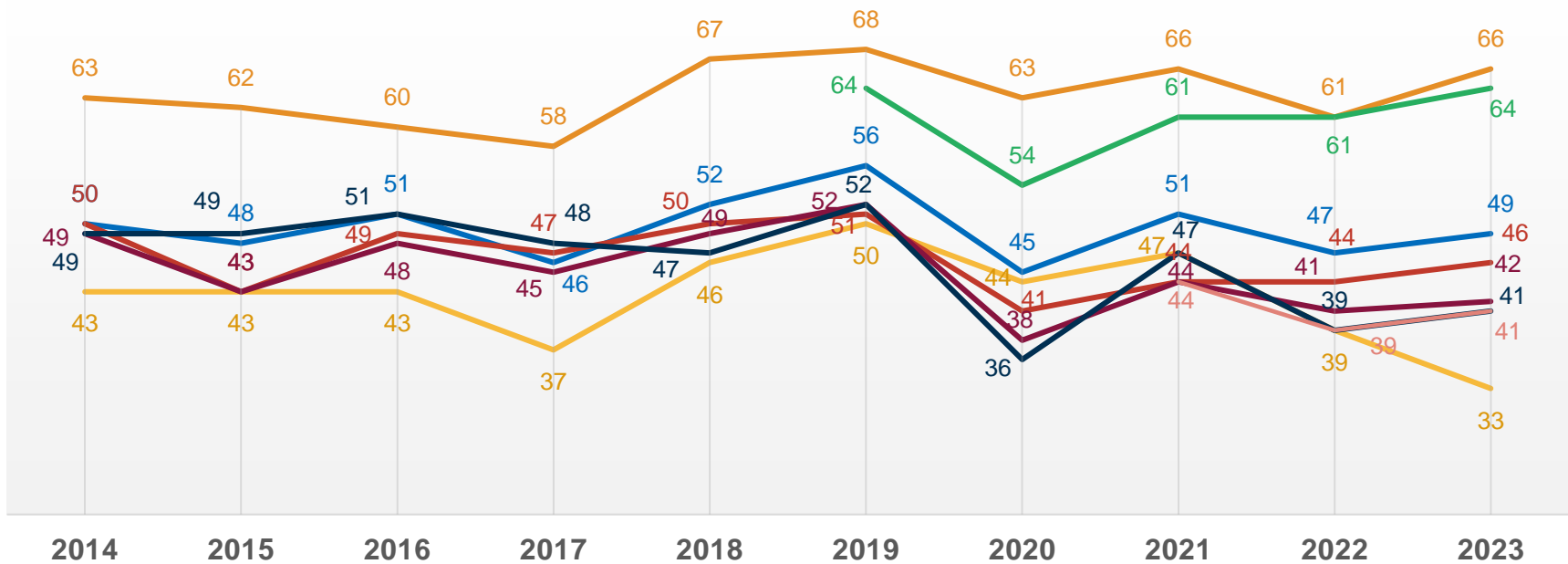
**Making Community Decisions**

**Sealed Local Roads**

**Waste management**

**Customer Service**

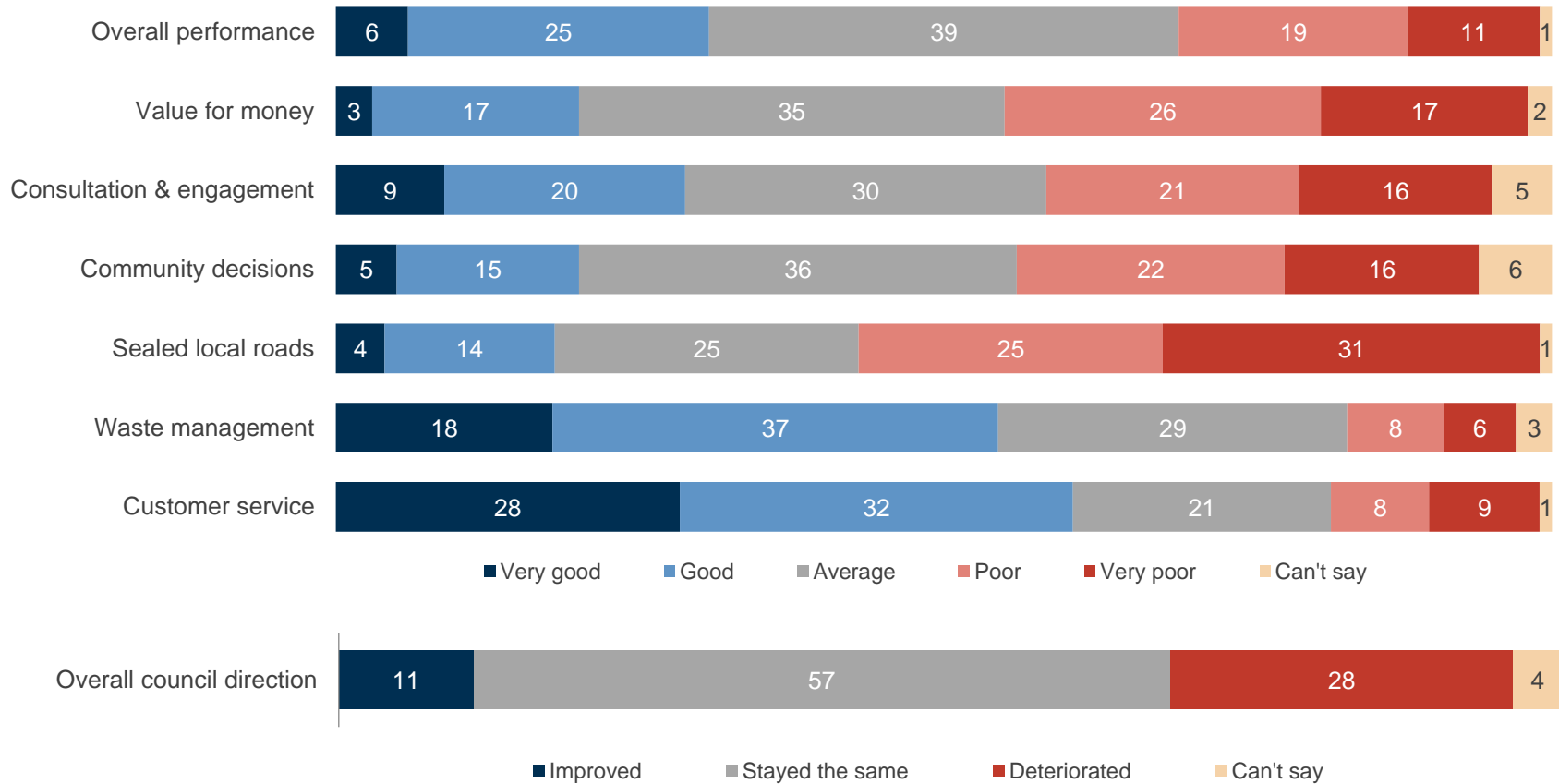
**Overall Council Direction**











# Summary of core measures

Core measures summary results (%)












## Summary of Hepburn Shire Council performance

Services	Hepburn 2023	Hepburn 2022	Small Rural 2023	State-wide 2023	Highest score	Lowest score
 Overall performance	49	47	55	56	Coliban Ward residents	Birch Ward residents
 Value for money	41	39	49	49	Cameron Ward residents	Birch Ward residents
 Overall council direction	41	39	47	46	Coliban Ward residents	Birch Ward residents
 Customer service	66	61	65	67	Aged 50-64 years	Aged 18-34 years
 Waste management	64	61	66	66	Cameron Ward residents	Coliban Ward residents
 Tourism development	62	63	61	61	Coliban Ward residents	Creswick Ward residents
 Appearance of public areas	60	62	71	67	Coliban Ward residents	Birch Ward residents
 Recreational facilities	57	59	67	68	Coliban Ward residents	Birch Ward residents
 Environmental sustainability	56	54	59	60	Aged 35-49 years, Cameron Ward residents	Birch Ward residents
 Business & community dev.	54	51	55	57	Aged 18-34 years	Men





## Summary of Hepburn Shire Council performance

Services		Hepburn 2023	Hepburn 2022	Small Rural 2023	State-wide 2023	Highest score	Lowest score
	Enforcement of local laws	53	55	61	61	Aged 18-34 years	Birch Ward residents
	Consultation & engagement	46	44	53	52	Coliban Ward residents	Birch Ward residents
	Lobbying	44	44	52	51	Coliban Ward residents	Birch Ward residents
	Community decisions	42	41	52	51	Coliban Ward residents	Birch Ward residents
	Slashing & weed control	39	42	47	46	Coliban Ward residents	Men, Cameron Ward, Creswick Ward, Aged 50-64 years
	Planning & building permits	39	40	45	47	Aged 18-34 years	Aged 35-49 years, Birch Ward residents
	Sealed local roads	33	39	44	48	Holcombe Ward residents	Aged 18-34 years



## Focus areas for the next 12 months

### Overview

Perceptions of Council's overall performance, as well as its performance in most service areas, are not significantly different from the 2022 results. Council has stemmed declines that occurred between 2021 and 2022 across most performance measures. While Council's ratings are not back in line with higher, pre-pandemic levels, Council has possibly turned a corner, or at least held the line on resident satisfaction with most areas of service delivery.

### Key influences on perceptions of overall performance

Council should focus on improving performance in areas that most influence perceptions of overall performance and where it performs less well: decisions made in the community's interests, lobbying on behalf of the community, community consultation and engagement, sealed local roads, and planning and building permits. Council's rating declined significantly for a second straight year in sealed local roads and is now at its lowest level recorded. Other areas speak to a need for positive growth in community relations, particularly in Birch Ward.

### Comparison to state and area grouping

While Council's performance ratings stabilised in a number of areas in the past year, ratings remain significantly lower than the Small Rural group and State-wide averages in most areas evaluated. The largest gaps between Council's ratings and Small Rural group averages are in the areas of sealed local roads (11-point difference), the appearance of public areas (11-point difference), recreational facilities (10-point difference), and community decisions (10-point difference).

### Maintain consistency while working towards growth

Council performance ratings have historically experienced significant year-on-year fluctuations. Council succeeded in stabilising results in most areas in the past year. Council should seek to maintain and build on results, including in waste management and business and community development, where performance ratings increased by a slight three index points from 2022. Council should also seek to stem slight declines in other areas, including roadside slashing and weed control, before they become a greater issue.

# DETAILED FINDINGS



# Overall performance

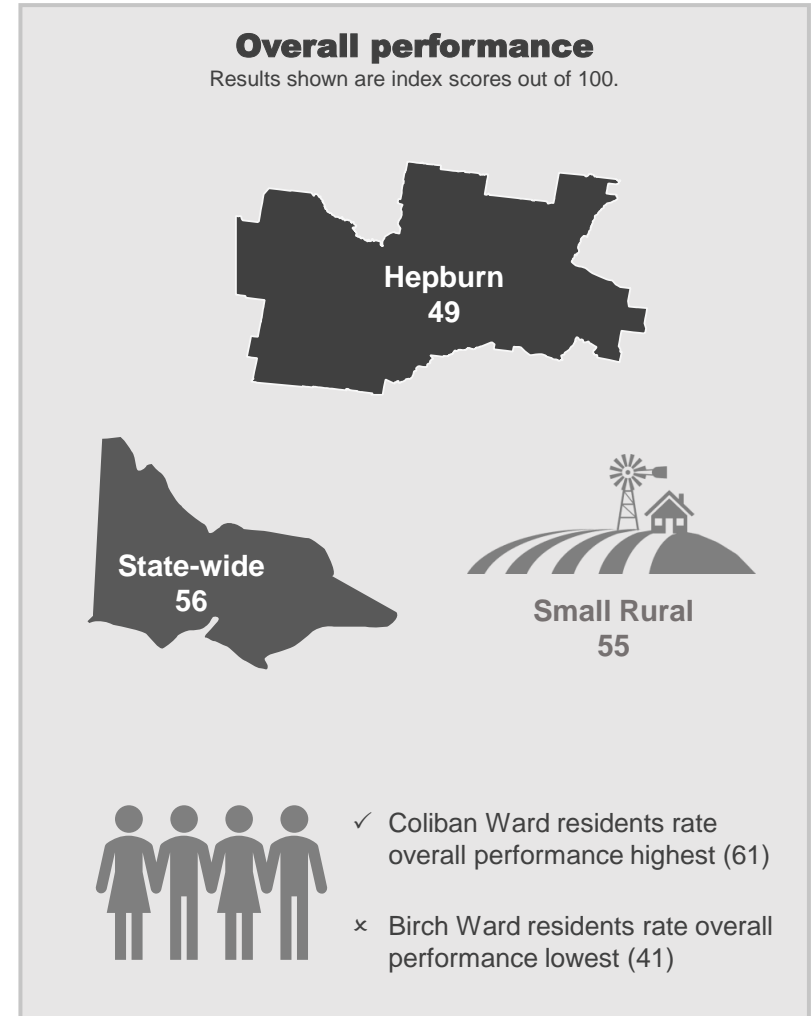
## Overall performance

The overall performance index score of 49 for Hepburn Shire Council is in line with the 2022 result, improving by a slight (not significant) two index points since last year. While overall performance ratings have fluctuated significantly over the years, Council has seemed to hold the line on further significant shifts this year.

Hepburn Shire Council's overall performance is rated statistically significantly lower (at the 95% confidence interval) than the average rating for councils in the Small Rural group and State-wide (index scores of 55 and 56 respectively).

- There appears to be a clear distinction in perceptions of overall performance in relation to geography. Residents of Coliban Ward (index score of 61) rate Council significantly higher for overall performance than the Council average, while residents of Birch Ward rate overall performance significantly lower (41). Perceptions among those in Creswick, Holcombe and Cameron Wards, and all other demographic groups, do not significantly differ from the Council average.

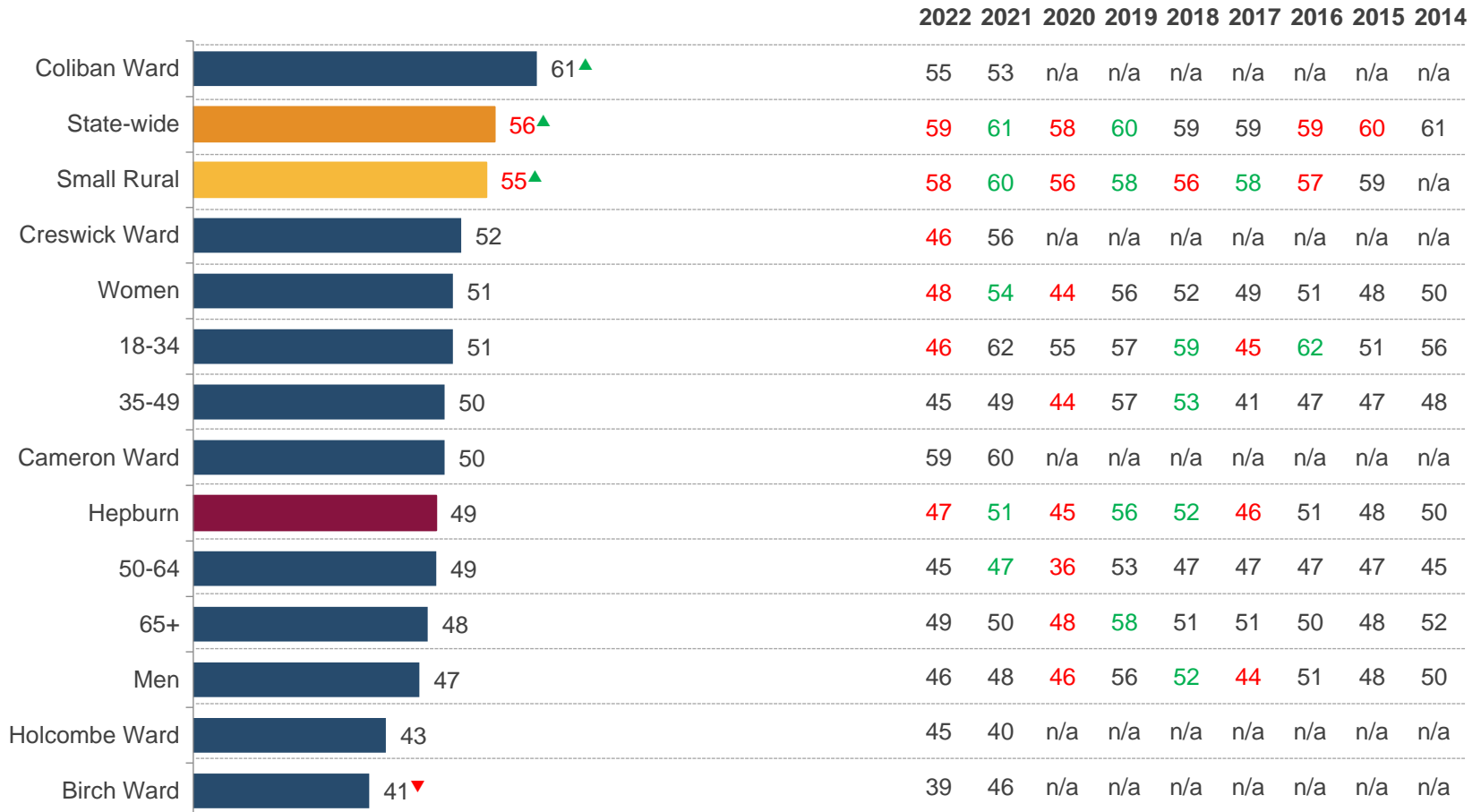
One in five residents (20%) rate the value for money they receive from Council in infrastructure and services as 'very good' or 'good'. Two times as many rate Council as 'very poor' or 'poor' (43%). A further 35% rate Council as 'average' in value for money.





# Overall performance

## 2023 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?

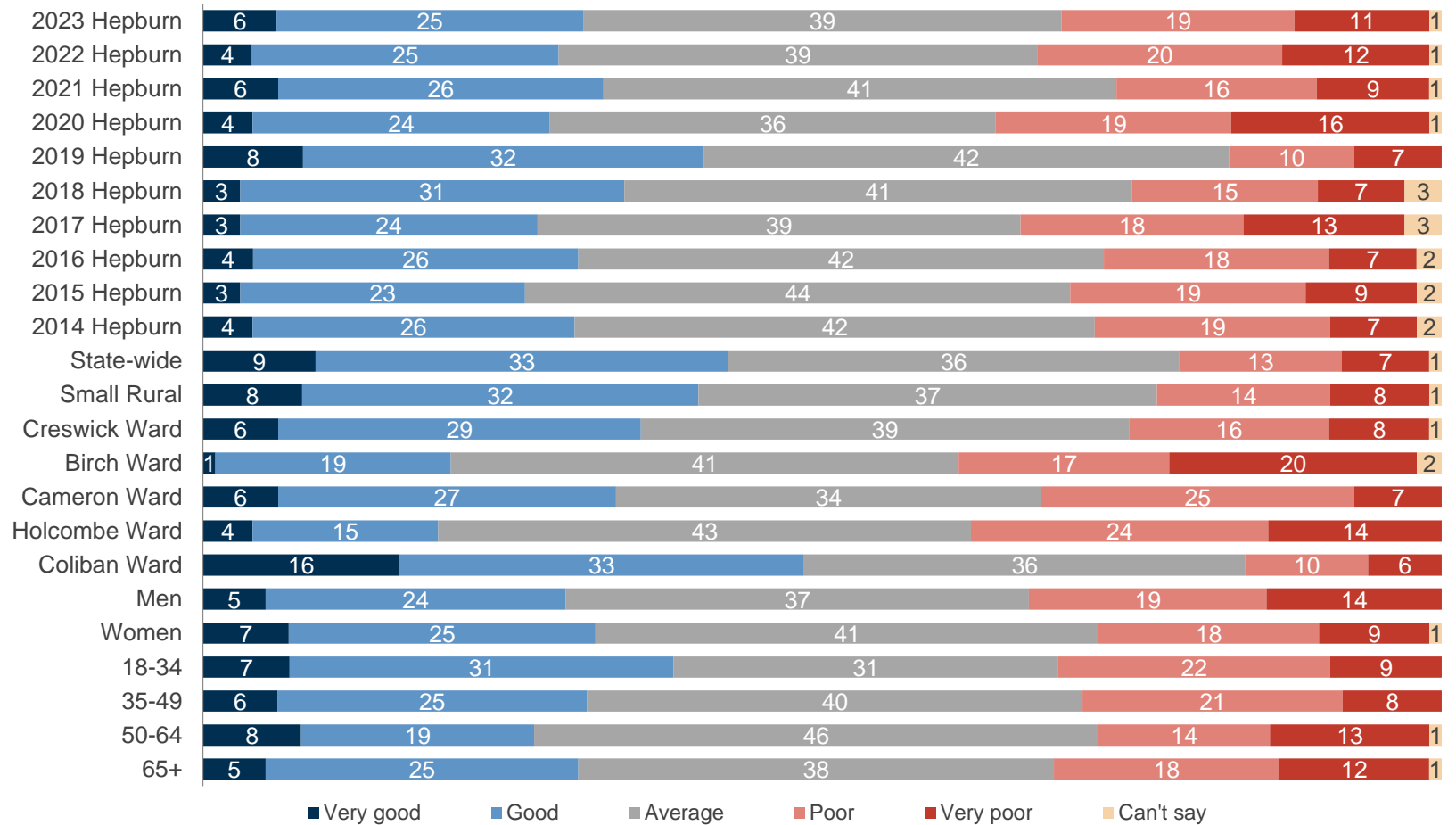
Base: All respondents. Councils asked State-wide: 66 Councils asked group: 19

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



# Overall performance

## 2023 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

## 2023 value for money (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014
State-wide	49▲	53	54	n/a	n/a	n/a	n/a	n/a	n/a
Small Rural	49▲	51	52	n/a	n/a	n/a	n/a	n/a	n/a
Cameron Ward	48	50	52	n/a	n/a	n/a	n/a	n/a	n/a
Creswick Ward	43	42	49	n/a	n/a	n/a	n/a	n/a	n/a
18-34	43	37	57	n/a	n/a	n/a	n/a	n/a	n/a
Coliban Ward	43	40	42	n/a	n/a	n/a	n/a	n/a	n/a
65+	42	44	43	n/a	n/a	n/a	n/a	n/a	n/a
Women	42	40	47	n/a	n/a	n/a	n/a	n/a	n/a
Hepburn	41	39	44	n/a	n/a	n/a	n/a	n/a	n/a
50-64	40	37	40	n/a	n/a	n/a	n/a	n/a	n/a
Men	39	38	42	n/a	n/a	n/a	n/a	n/a	n/a
Holcombe Ward	38	35	35	n/a	n/a	n/a	n/a	n/a	n/a
35-49	36	31	41	n/a	n/a	n/a	n/a	n/a	n/a
Birch Ward	31▼	29	41	n/a	n/a	n/a	n/a	n/a	n/a

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: 65 Councils asked group: 19

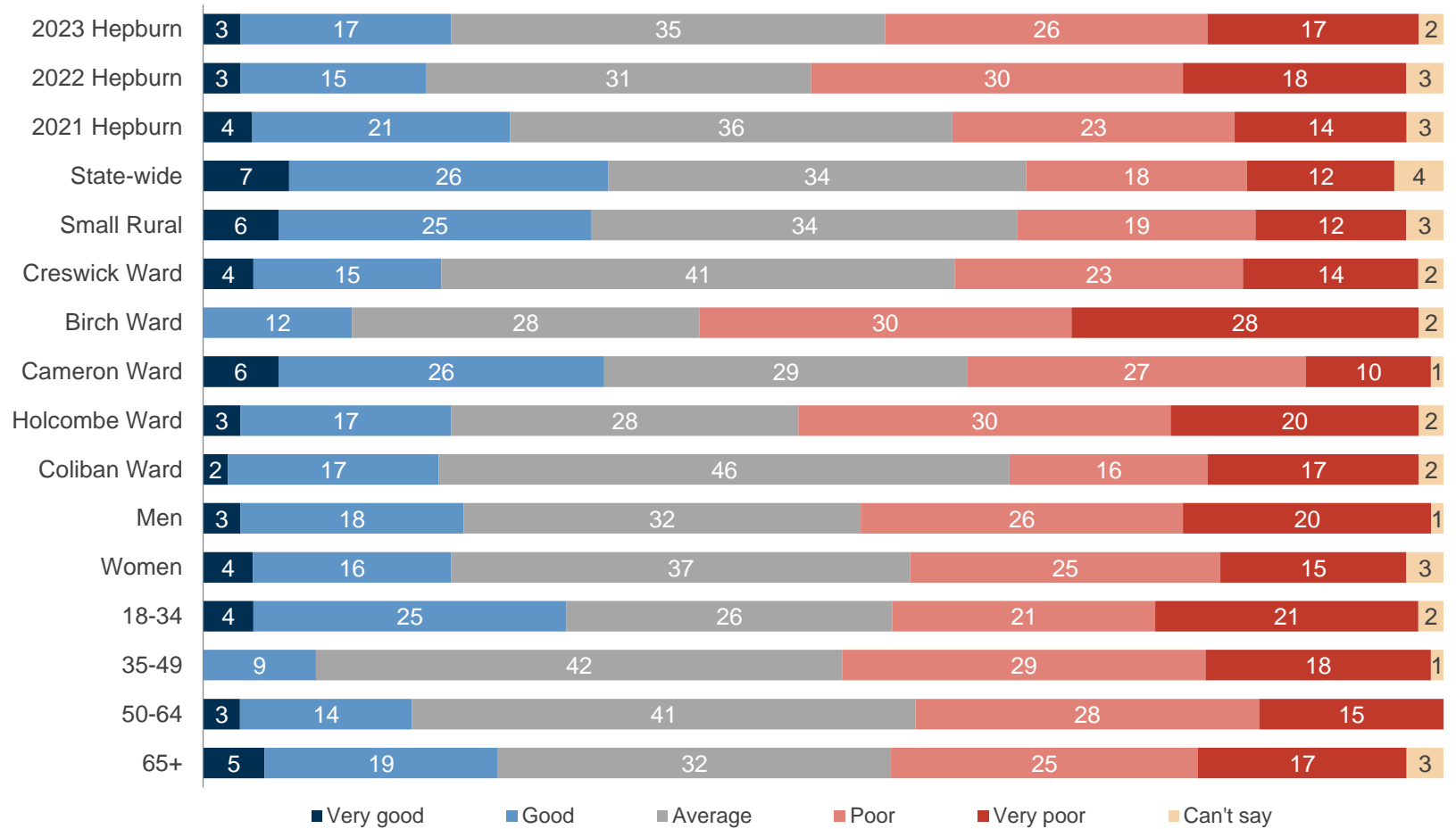
Note: Please see Appendix A for explanation of significant differences.





# Value for money in services and infrastructure

2023 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: 65 Councils asked group: 19



## Top performing service areas

Waste management (index score of 64) is the area where Council performed best in 2023, improving by three index points (not significant) from 2022. The improvement means Council has returned to the peak rating in this service area, last seen in 2019.

- Council performs in line with the Small Rural group and State-wide average in this service area.

Tourism development is Council's next highest rated service area (index score of 62), where Council also performs in line with the Small Rural group and State-wide averages for councils.

While the appearance of public areas (index score of 60, down two points from 2022) is another top-performing area for Council, performance here is rated significantly lower than both the Small Rural group and State-wide averages for councils.

- Ratings in this service area have not been able to recover from a significant decline in 2022.
- Improvements may be more impactful in Birch Ward, given residents here rate Council's performance significantly lower in this service area (index score of 52). In contrast, residents of the Coliban Ward (70) rate Council significantly higher than average. Residents of Creswick, Holcombe, and Cameron Wards rate the appearance of public areas in line with the Council average.



**Waste management (index score of 64) is the area where Council performed best in 2023.**

## Low performing service areas



Council rates lowest – relative to its performance in other areas – in the area of sealed local roads (index score of 33). Sealed local roads also comprises the one area where Council’s performance rating declined significantly in the past year (down six index points from 2022).

- Council’s performance rating for sealed local roads is at its lowest level in 10 years, having experienced consecutive significant declines. Perceptions of performance in this area have fluctuated widely over the past decade.
- Council continues to rate significantly lower than Small Rural group and State-wide averages for sealed local roads (index scores of 44 and 48 respectively).
- Over the last 12 months, sealed local roads ratings declined significantly in Cameron and Birch Wards (down 13 and 15 index points respectively). Residents of Coliban Ward also declined in their impressions (down seven points) though not to a significant degree, while ratings were on par with 2022 levels in the Creswick and Holcombe wards.

One in five residents (22%) volunteer sealed road maintenance as the area most in need of improvement in Hepburn Shire.



# Individual service area performance

2023 individual service area performance (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014
Waste management	64	61	61	54	64	n/a	n/a	n/a	n/a
Tourism development	62	63	63	63	69	n/a	n/a	n/a	n/a
Appearance of public areas	60	62	67	64	67	n/a	n/a	n/a	n/a
Recreational facilities	57	59	60	61	62	n/a	n/a	n/a	n/a
Environmental sustainability	56	54	55	50	59	n/a	n/a	n/a	n/a
Business & community dev.	54	51	55	55	60	n/a	n/a	n/a	n/a
Enforcement of local laws	53	55	57	53	57	n/a	n/a	n/a	n/a
Consultation & engagement	46	44	44	41	51	50	47	49	43
Lobbying	44	44	45	40	51	51	48	49	47
Community decisions	42	41	44	38	52	49	45	48	43
Slashing & weed control	39	42	44	37	48	n/a	n/a	n/a	n/a
Planning & building permits	39	40	44	41	49	n/a	n/a	n/a	n/a
Sealed local roads	33	39	47	44	50	46	37	43	43

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

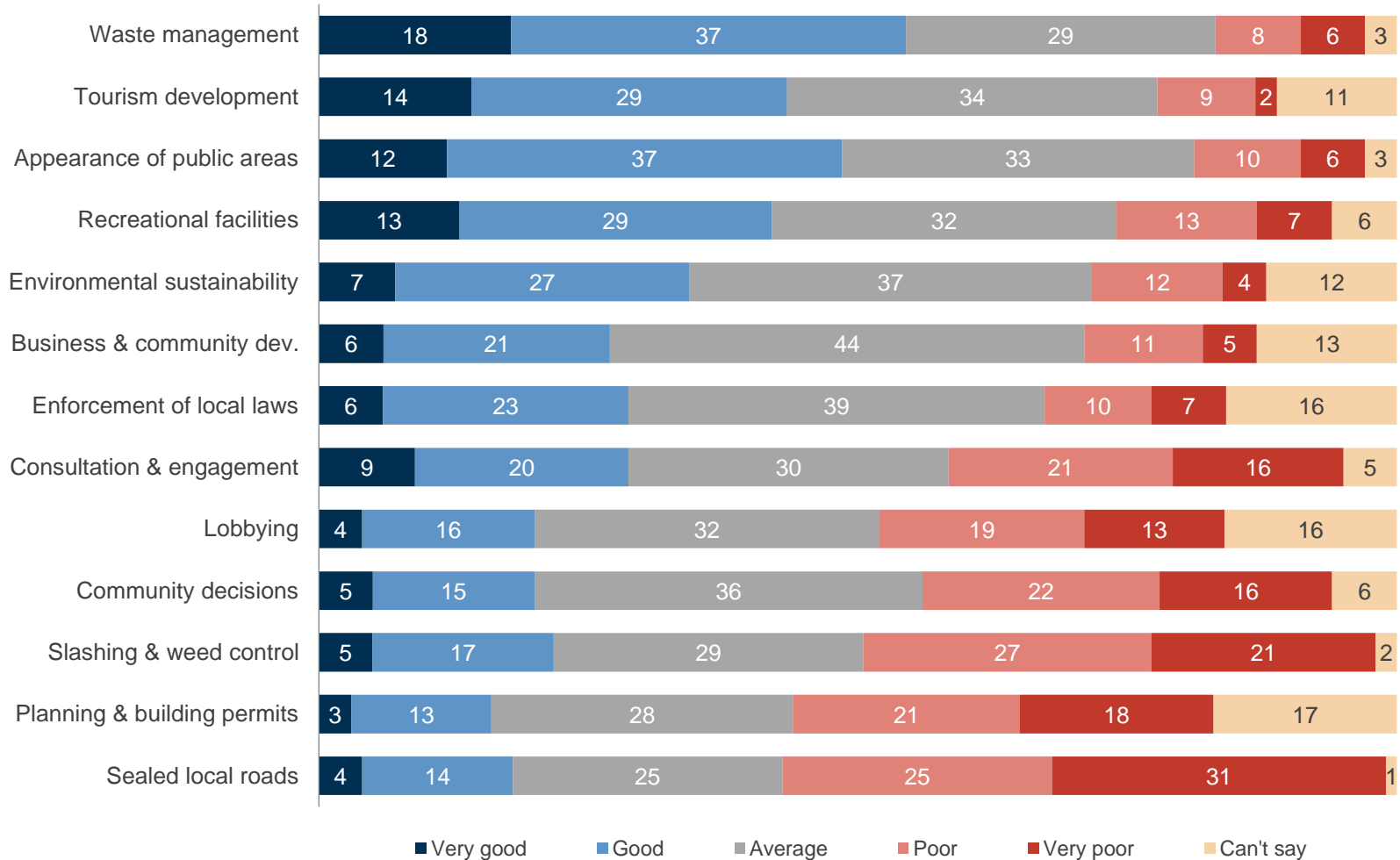
Base: All respondents. Councils asked State-wide: 66 Councils asked group: 19

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



# Individual service area performance

2023 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

2023 individual service area importance (index scores)

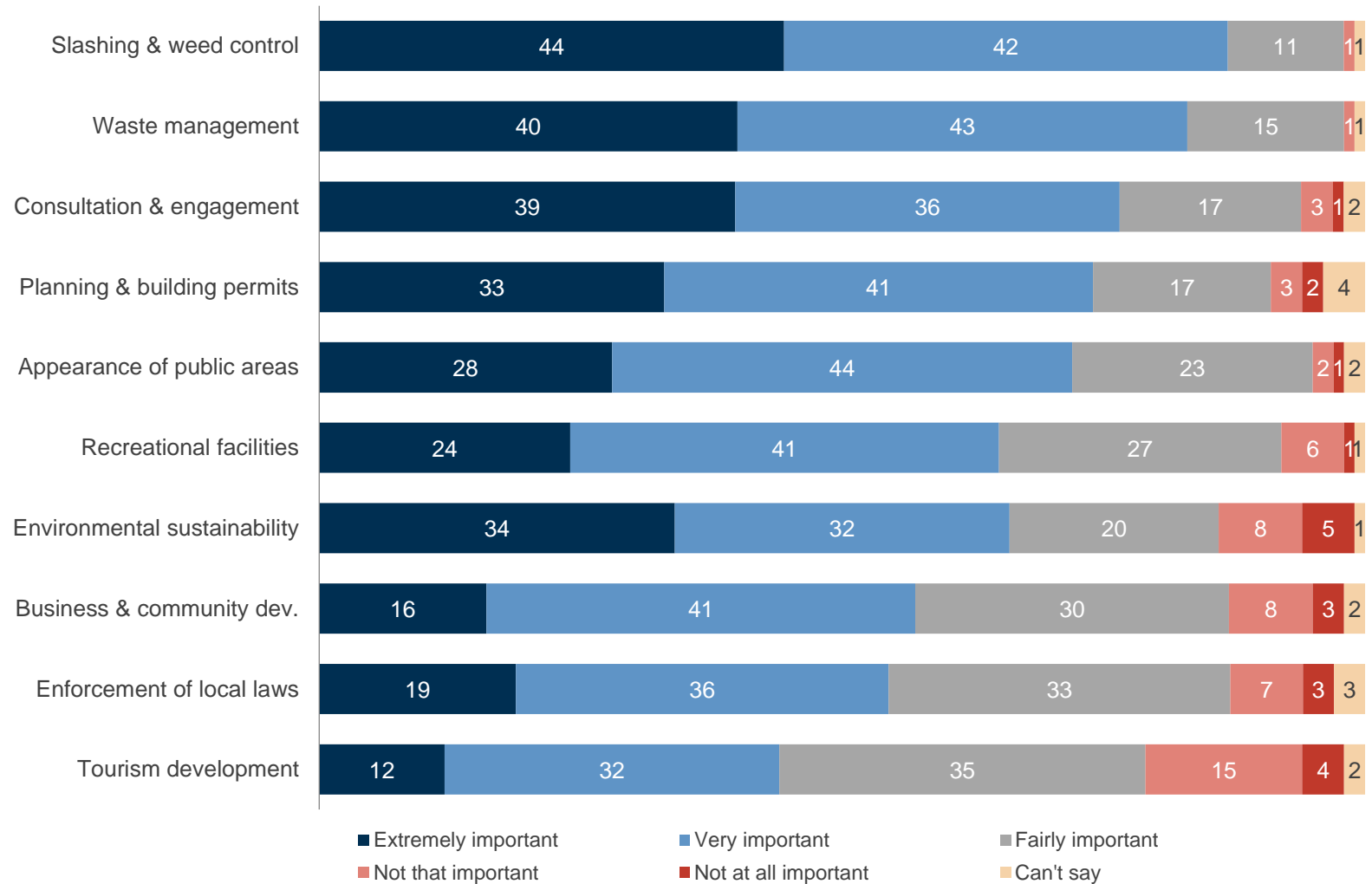
	2022	2021	2020	2019	2018	2017	2016	2015	2014
Slashing & weed control	82	81	82	80	78	n/a	n/a	n/a	n/a
Waste management	80	81	82	80	81	n/a	n/a	n/a	n/a
Consultation & engagement	78	79	79	n/a	n/a	n/a	n/a	n/a	n/a
Planning & building permits	76	73	73	70	72	n/a	n/a	n/a	n/a
Appearance of public areas	74	74	75	72	72	n/a	n/a	n/a	n/a
Environmental sustainability	71	72	75	74	75	n/a	n/a	n/a	n/a
Recreational facilities	71	72	74	69	72	n/a	n/a	n/a	n/a
Enforcement of local laws	66	62	67	60	68	n/a	n/a	n/a	n/a
Business & community dev.	65	67	67	68	70	n/a	n/a	n/a	n/a
Tourism development	58	58	60	58	61	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: 33 Councils asked group: 7  
 Note: Please see Appendix A for explanation of significant differences.



# Individual service area importance

2023 individual service area importance (%)

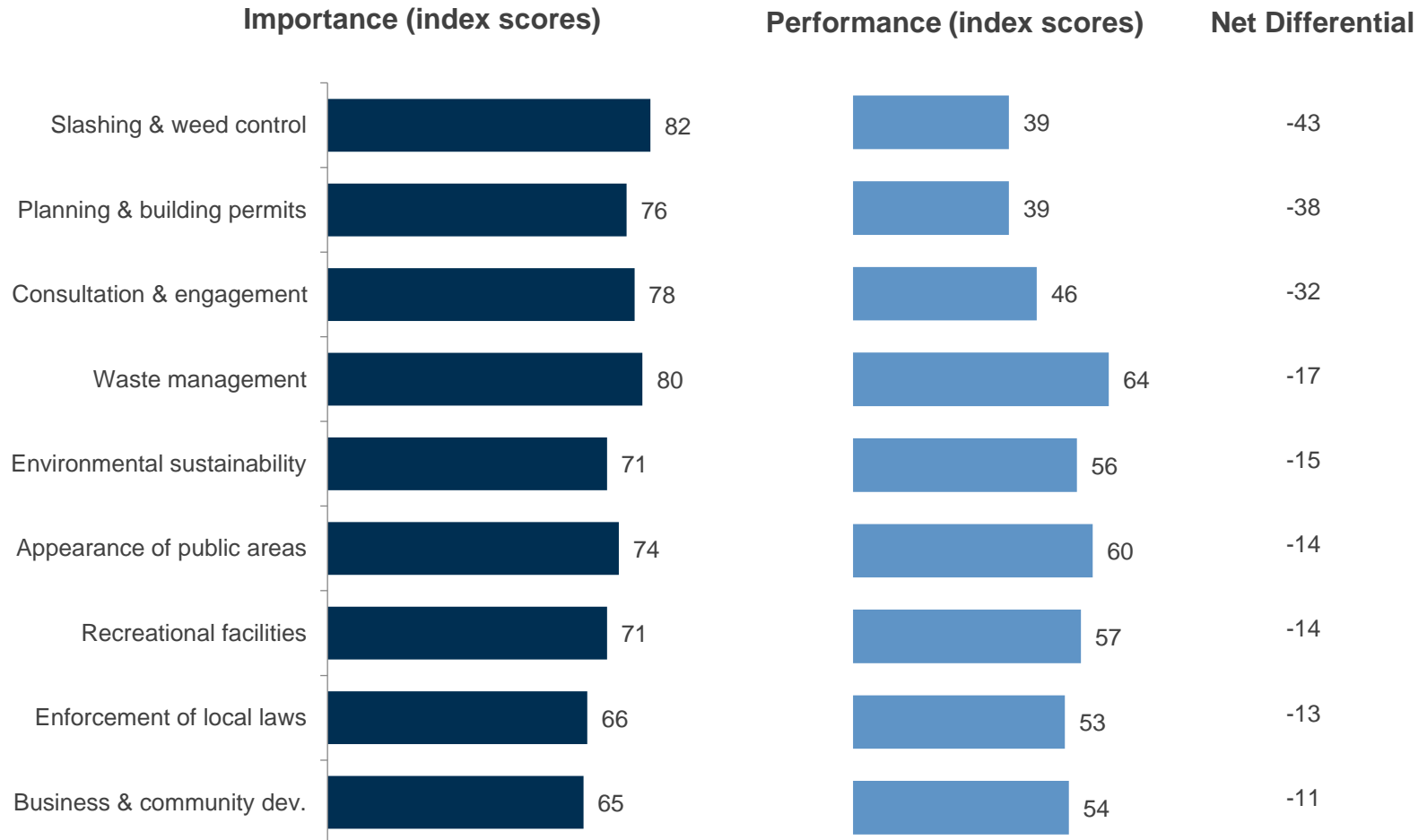


Q1. Firstly, how important should [RESPONSIBILITY AREA] be as a responsibility for Council?  
 Base: All respondents. Councils asked State-wide: 33 Councils asked group: 7



## 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 42).**

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

- Lobbying
- Community consultation and engagement
- The appearance of public areas
- Condition of sealed local roads
- Planning and building permits.

Looking at these key service areas only, the appearance of public areas is Council's best performing area (performance index of 60) and has a reasonably strong influence on the overall performance rating.

Maintaining this positive result should remain a focus – but there is greater work to be done elsewhere.

In addition to Council's decision-making process, the areas most in need of attention are the related areas of lobbying and community consultation, which are also rated as poor (performance index of 44 and 46 respectively) and are strong influences on overall community opinion.

**A focus on consulting residents on key local issues and demonstrating efforts to advocate on their behalf can also help to drive up overall performance ratings.**

Also in need of attention are the condition of sealed local roads and Council's planning and building permits, which are also rated as poor (performance index of 33 and 39 respectively) but are more moderate influences on overall perceptions.

**Attending to the maintenance of sealed roads and addressing resident concerns about planning and building permits can also help to improve overall ratings of Council.**



## Regression analysis explained

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

In the charts that follow:

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

The regressions are shown on the following two charts.

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

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



# Influence on overall performance: all service areas

2023 regression analysis (all service areas)

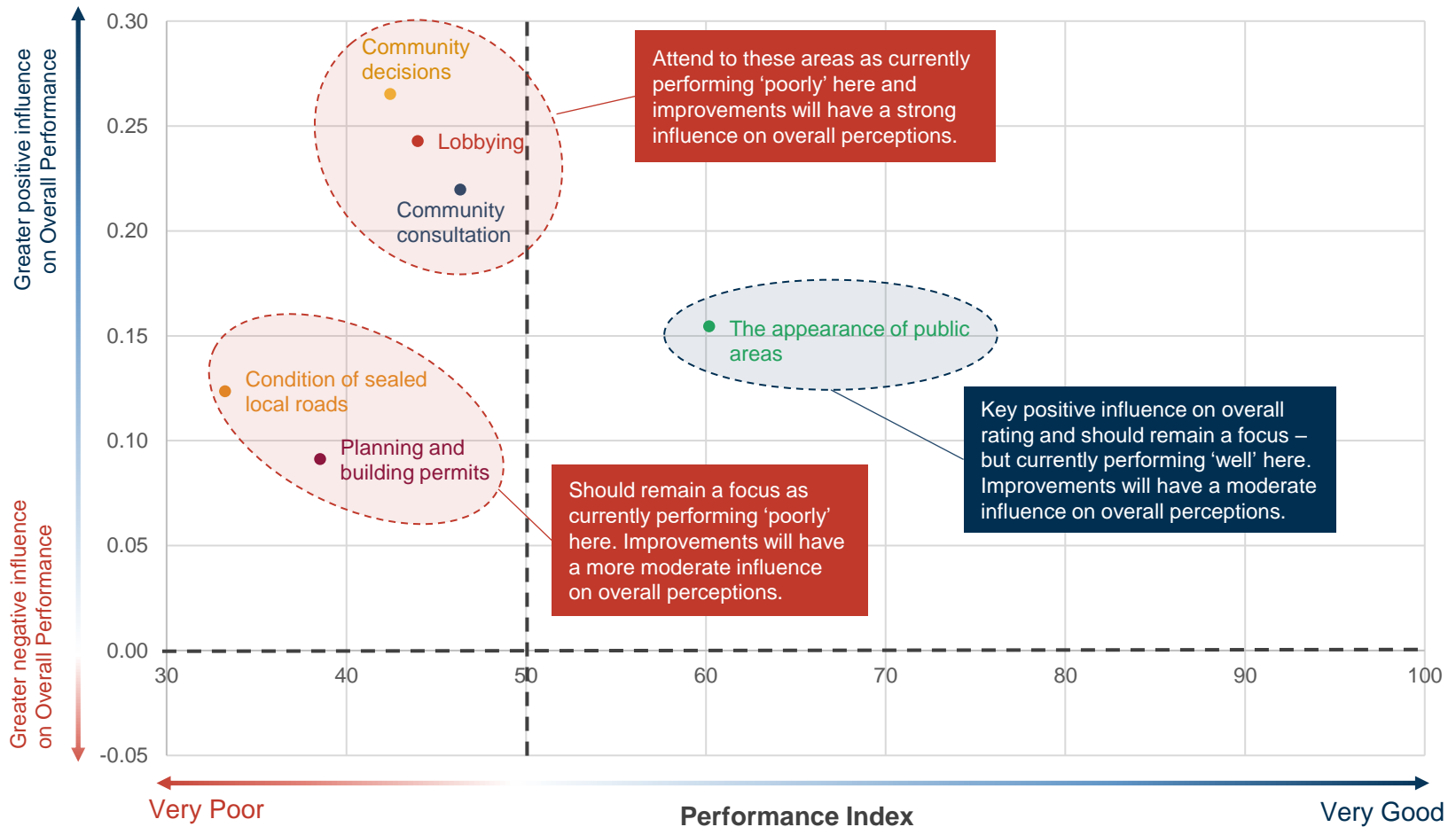


The multiple regression analysis model above (all service areas) has an  $R^2$  value of 0.640 and adjusted  $R^2$  value of 0.628, which means that 63% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at  $p = 0.0001$ ,  $F = 52.73$ . 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 service areas

2023 regression analysis (key service areas)



The multiple regression analysis model above (reduced set of service areas) has an  $R^2$  value of 0.630 and adjusted  $R^2$  value of 0.625, which means that 63% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at  $p = 0.0001$ ,  $F = 111.67$ .

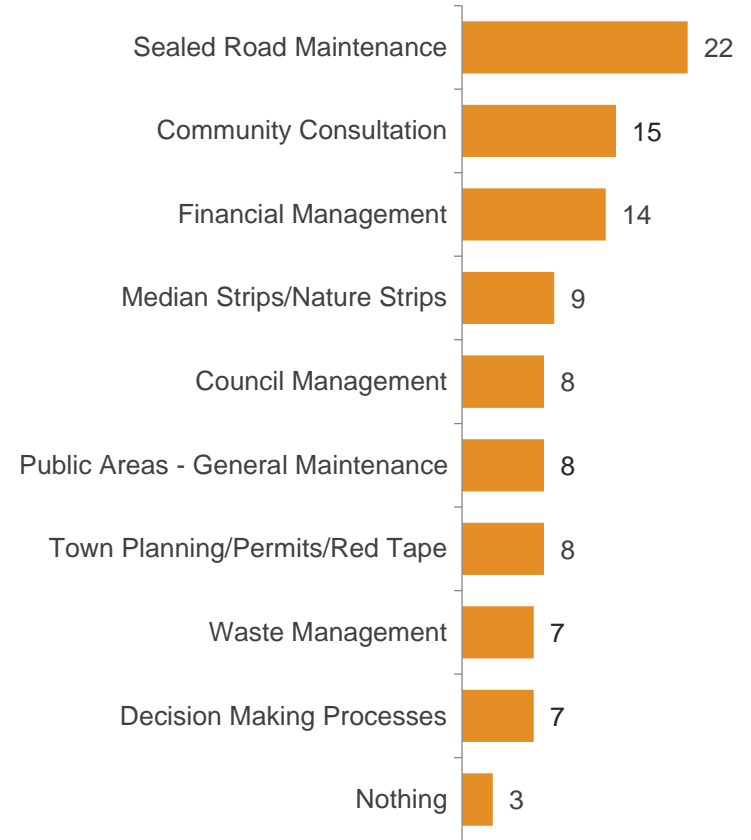


# Best things about Council and areas for improvement

**2023 best things about Council (%)**  
*- Top mentions only -*



**2023 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: 33 Councils asked group: 7

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

Base: All respondents. Councils asked State-wide: 53 Councils asked group: 12

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 ten Council residents (71%) had contact over the past 12 months. Rate of contact is in line with 2022.

Among those who had contact with Council, telephone remains the primary method of contact (41%), followed by in-person communications (35%) and email (30%). Email contact with Council has been steadily increasing since 2018.



**Among those residents who have had contact with Council, 60% provide a positive customer service rating of 'very good' or 'good', including 28% of residents who rate Council's customer service as 'very good'.**

### Customer service

Council's customer service index of 66 is slightly higher than the 2022 result (although not significantly so), having increased by five index points in the past year. With this improvement, Council is edging back towards its peak rating of 68 seen in 2019. With the exception of the 2022 result, Council has maintained relatively strong performance in this area since 2018.

Customer service is rated in line with the Small Rural group and State-wide averages (index scores of 65 and 67 respectively).

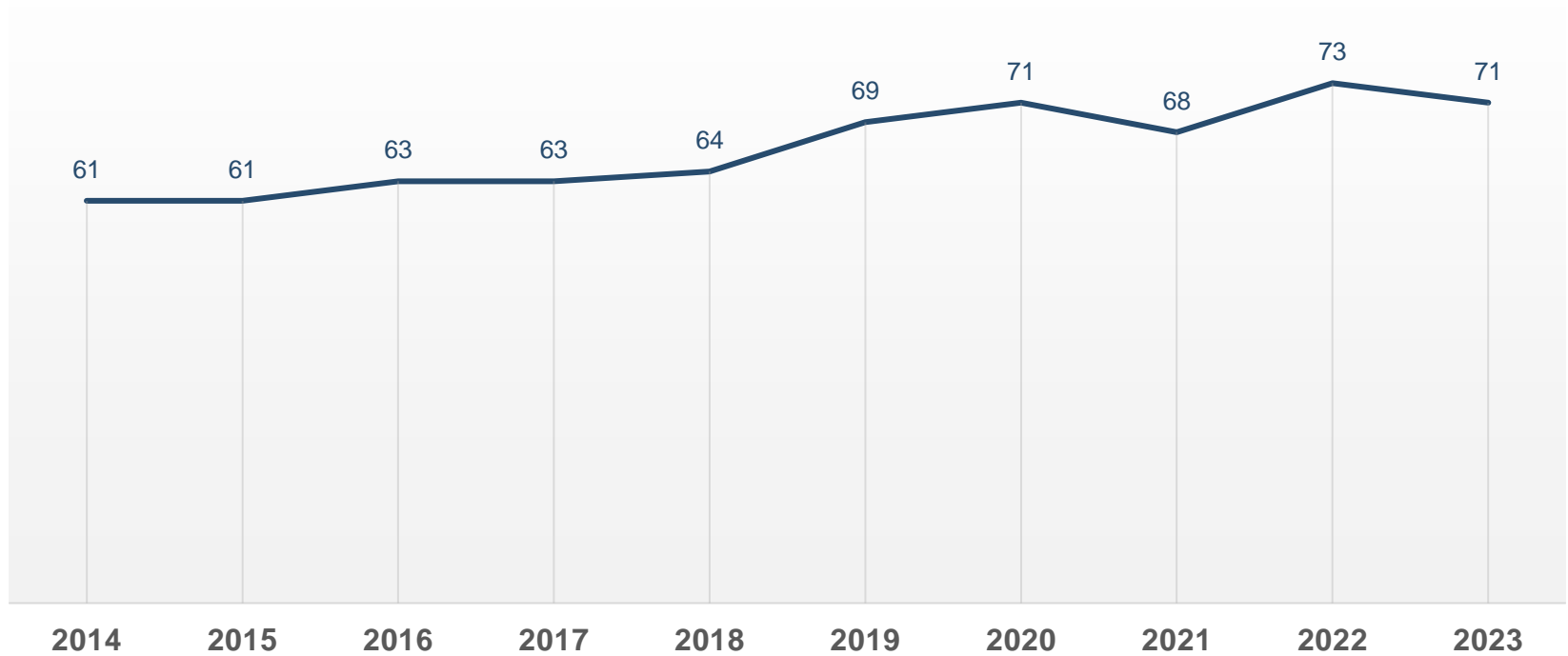
- Perceptions of customer service have significantly improved over the past 12 months among residents of Creswick Ward (index score of 65, up 10 points on 2022).

Customer service ratings are highest among residents who communicated with council in-person (index score of 71) and by telephone (68). Despite more residents opting for email contact with Council over the years, customer service ratings among those who last used this method have typically been lower (index score of 57 for 2023).



# Contact with council

**2023 contact with council (%)**  
Have had contact



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

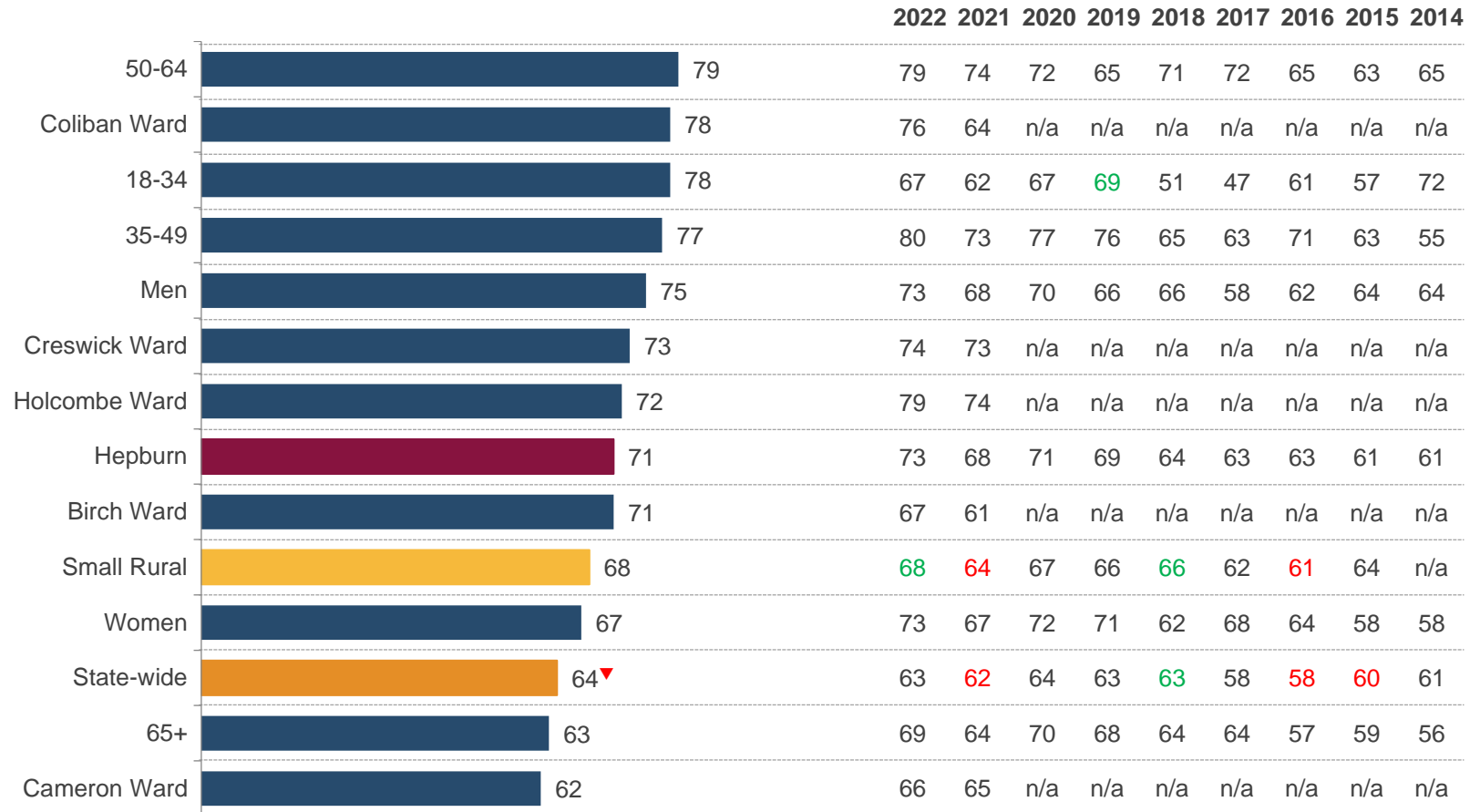
Base: All respondents. Councils asked State-wide: 25 Councils asked group: 3





# Contact with council

## 2023 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: 25 Councils asked group: 3

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



# Customer service rating

## 2023 customer service rating (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
50-64	73	64	64	60	64	62	60	59	60	60
Coliban Ward	72	64	65	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Women	70	66	69	64	67	66	62	63	66	66
35-49	68	60	66	63	66	73	48	58	66	64
State-wide	67	68	70	70	71	70	69	69	70	72
Birch Ward	66	63	68	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Hepburn	66	61	66	63	68	67	58	60	62	63
Small Rural	65	67	69	70	70	69	69	69	70	n/a
Holcombe Ward	65	63	66	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Creswick Ward	65	55	63	n/a	n/a	n/a	n/a	n/a	n/a	n/a
65+	64	64	65	59	70	62	58	63	62	64
Men	61	56	63	62	69	69	52	56	59	60
Cameron Ward	60	66	72	n/a	n/a	n/a	n/a	n/a	n/a	n/a
18-34	58	48	73	74	75	84	70	57	61	65

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.

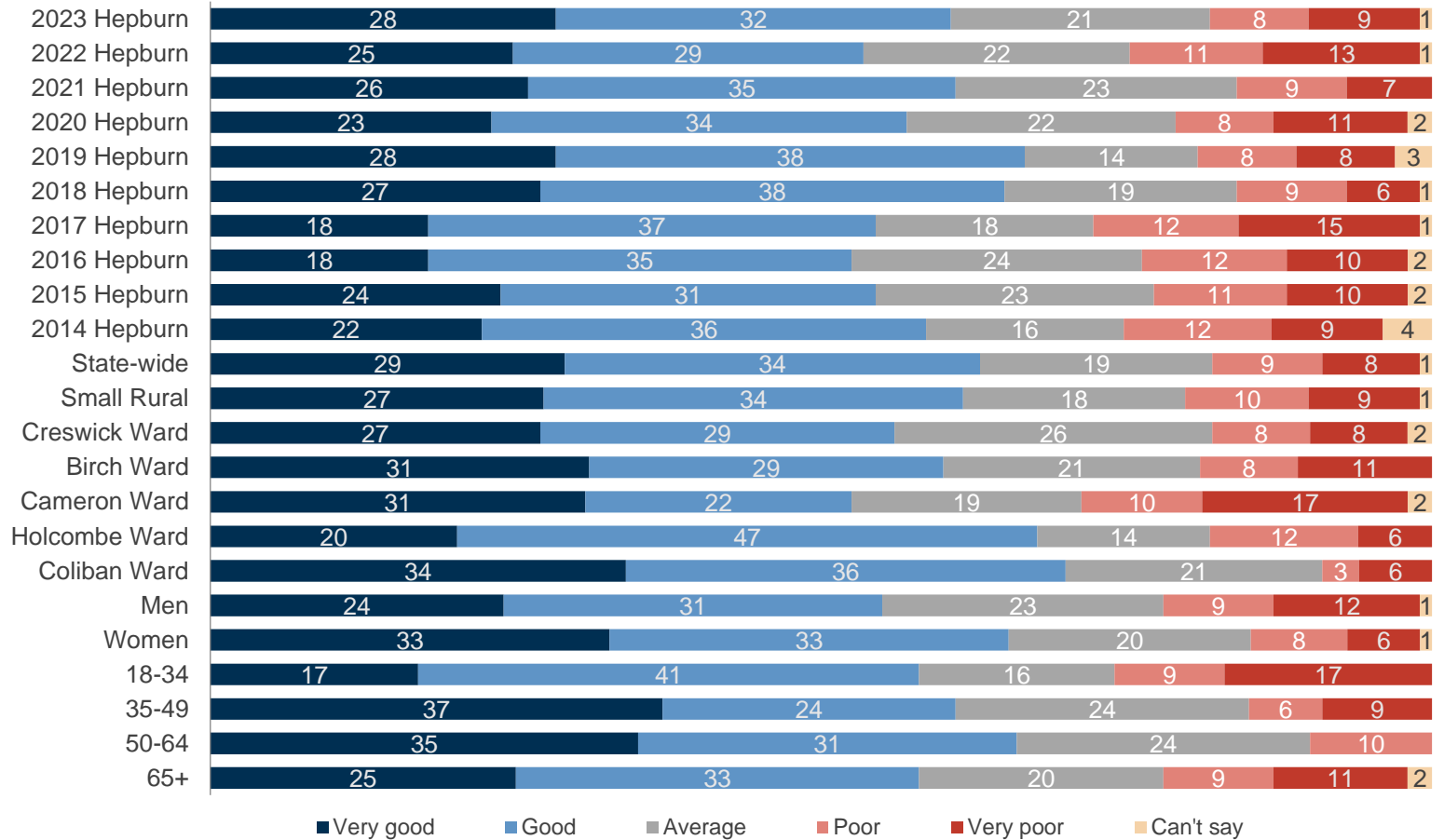
Councils asked State-wide: 66 Councils asked group: 19

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



# Customer service rating

## 2023 customer service rating (%)

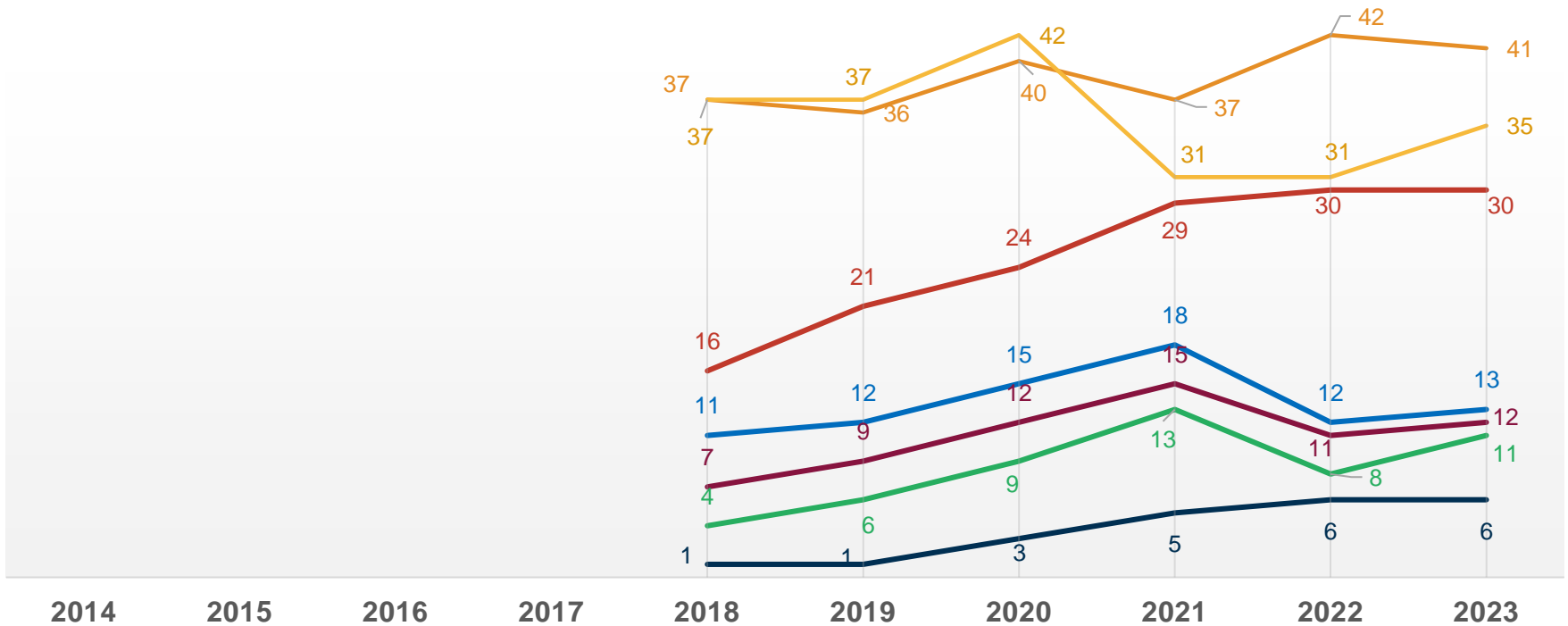
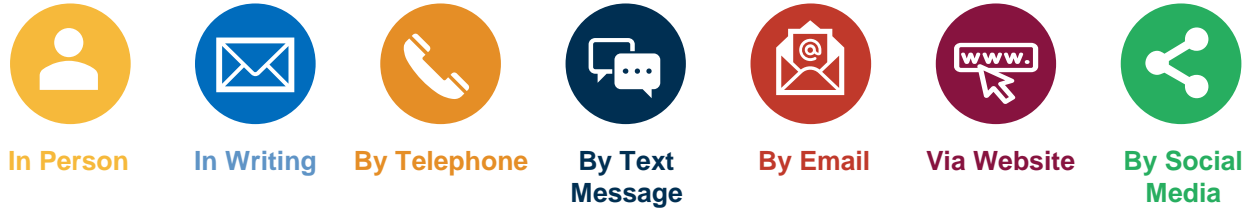


Q5c. Thinking of the most recent contact, how would you rate Hepburn Shire Council for customer service?  
 Please keep in mind we do not mean the actual outcome but rather the actual service that was received.  
 Base: All respondents who have had contact with Council in the last 12 months.  
 Councils asked State-wide: 66 Councils asked group: 19



# Method of contact with council

2023 method of contact (%)



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

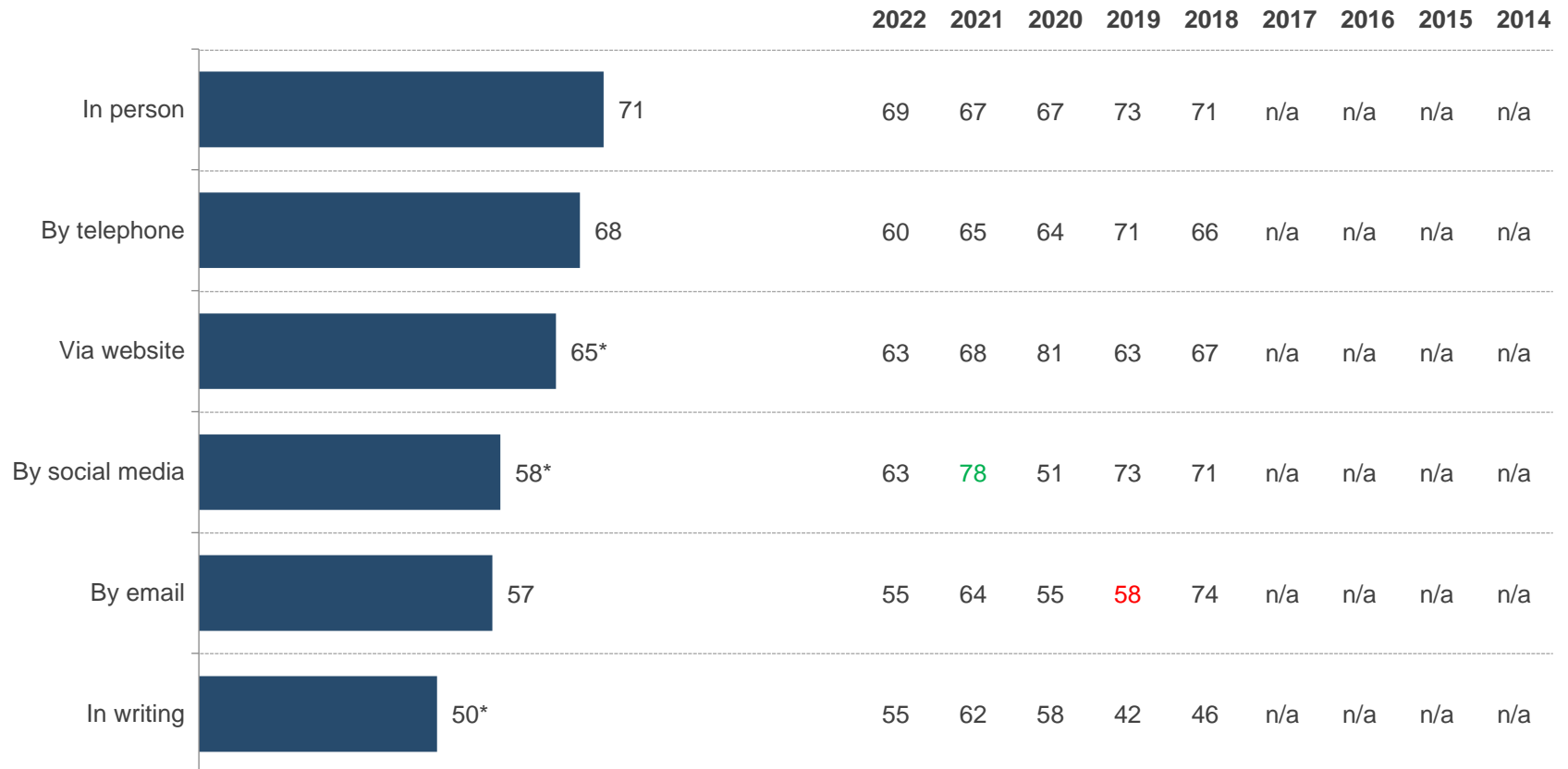
Base: All respondents. Councils asked State-wide: 25 Councils asked group: 3

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



# Customer service rating by method of last contact

2023 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: 25 Councils asked group: 3

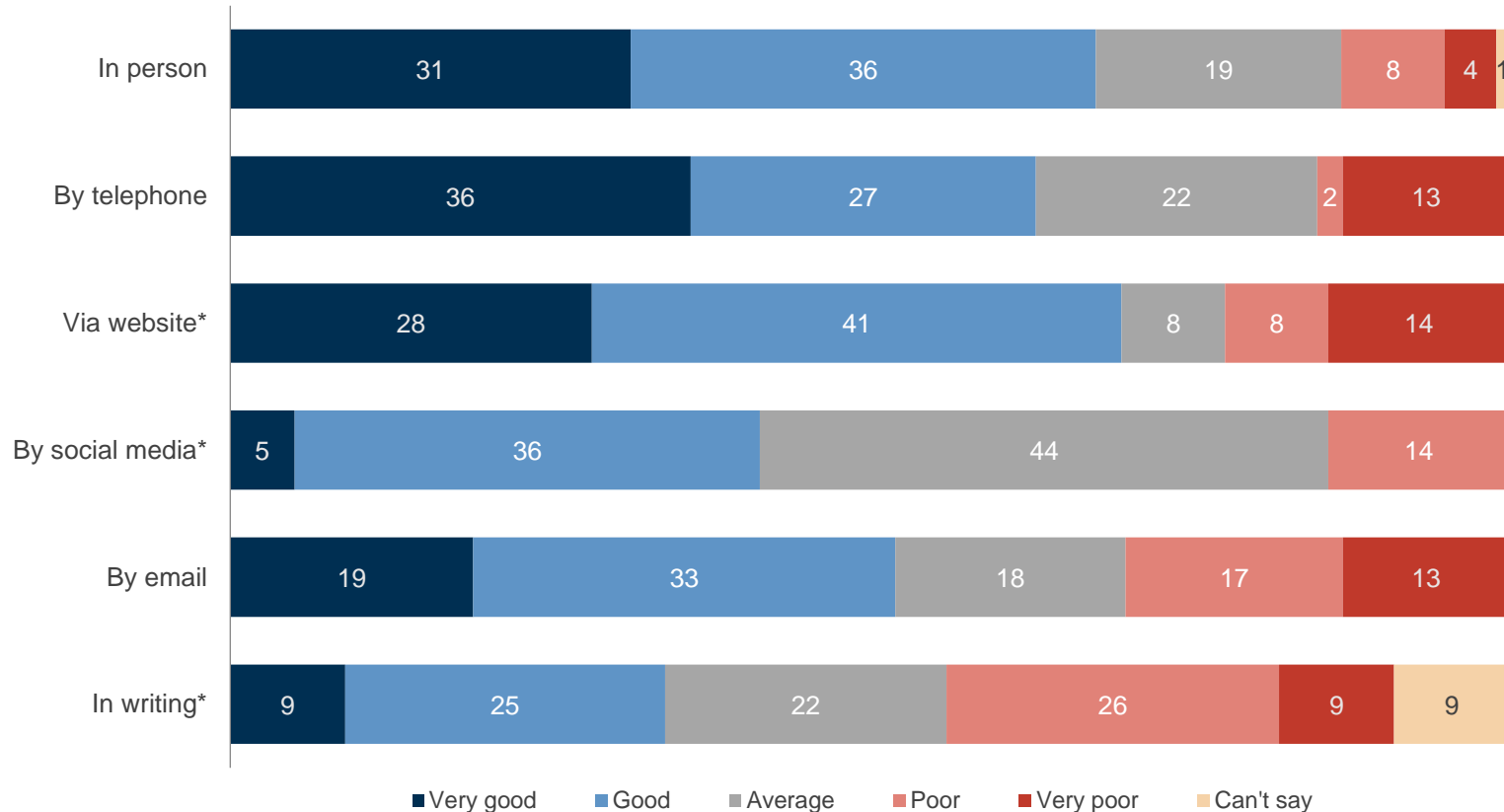
Note: Please see Appendix A for explanation of significant differences.

\*Caution: small sample size < n=30



# Customer service rating by method of last contact

2023 customer service rating (% by method of last contact)



Q5c. Thinking of the most recent contact, how would you rate Hepburn Shire Council for customer service?  
 Please keep in mind we do not mean the actual outcome but rather the actual service that was received.  
 Base: All respondents who have had contact with Council in the last 12 months.  
 Councils asked State-wide: 25 Councils asked group: 3  
 \*Caution: small sample size < n=30



# Communication

## Communication

Residents prefer to learn about Council news and information and upcoming events from newsletters sent via mail (32%) or email (29%). The preference for a newsletter sent via email declined by five points, and the preference of a newsletter sent via mail increased by five points from 2022 among residents overall, reversing the order of top preference from 2022.

- Preferences diverge generationally. Residents under 50 years of age prefer a newsletter sent via email (32%), followed by a newsletter sent via mail (25%), and social media updates (20%). This year, the preference for a text message returned to previously seen higher levels (up to 14% from 5% in 2022).
- Residents aged 50 years or older prefer to receive a print newsletter via mail (36%), followed by a newsletter sent via email (28%). This preference order has always remained the same among those aged 50 years or over, with the exception of 2022, where an emailed newsletter was preferred over mail.

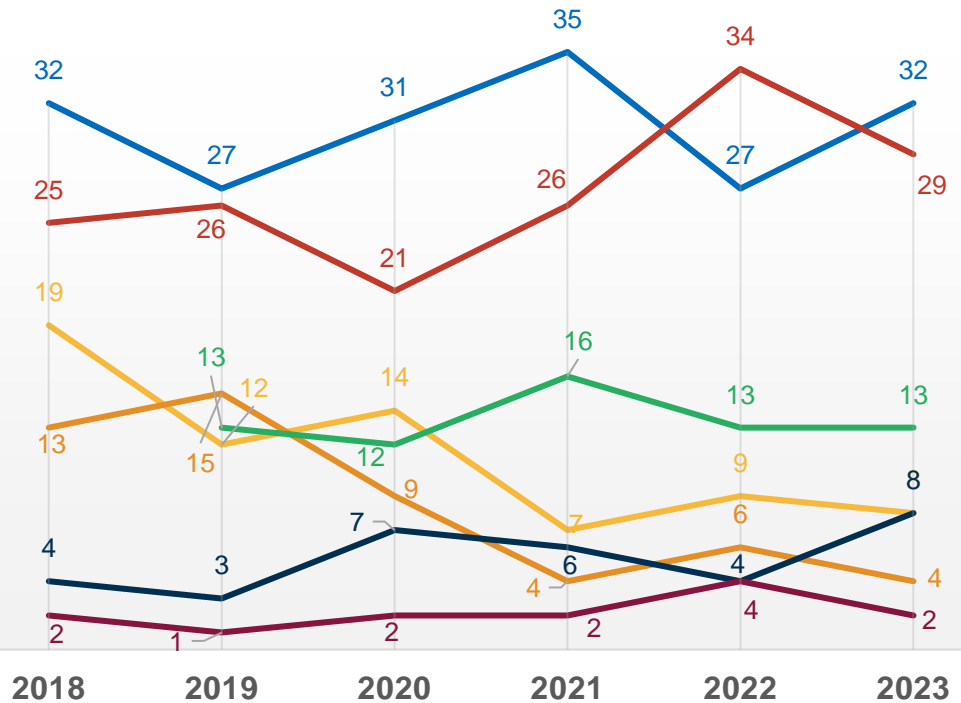






# Best form of communication

2023 best form of communication (%)

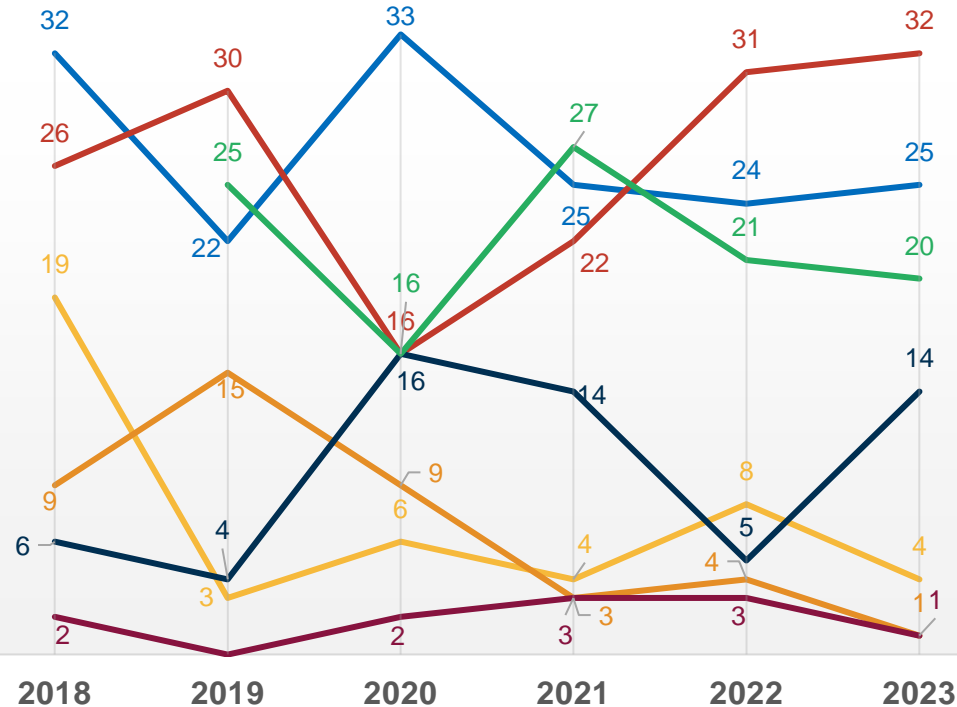


Q13. If Hepburn Shire Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?  
 Base: All respondents. Councils asked State-wide: 40 Councils asked group: 11  
 Note: 'Social Media' was included in 2019.



# Best form of communication: under 50s

2023 under 50s best form of communication (%)

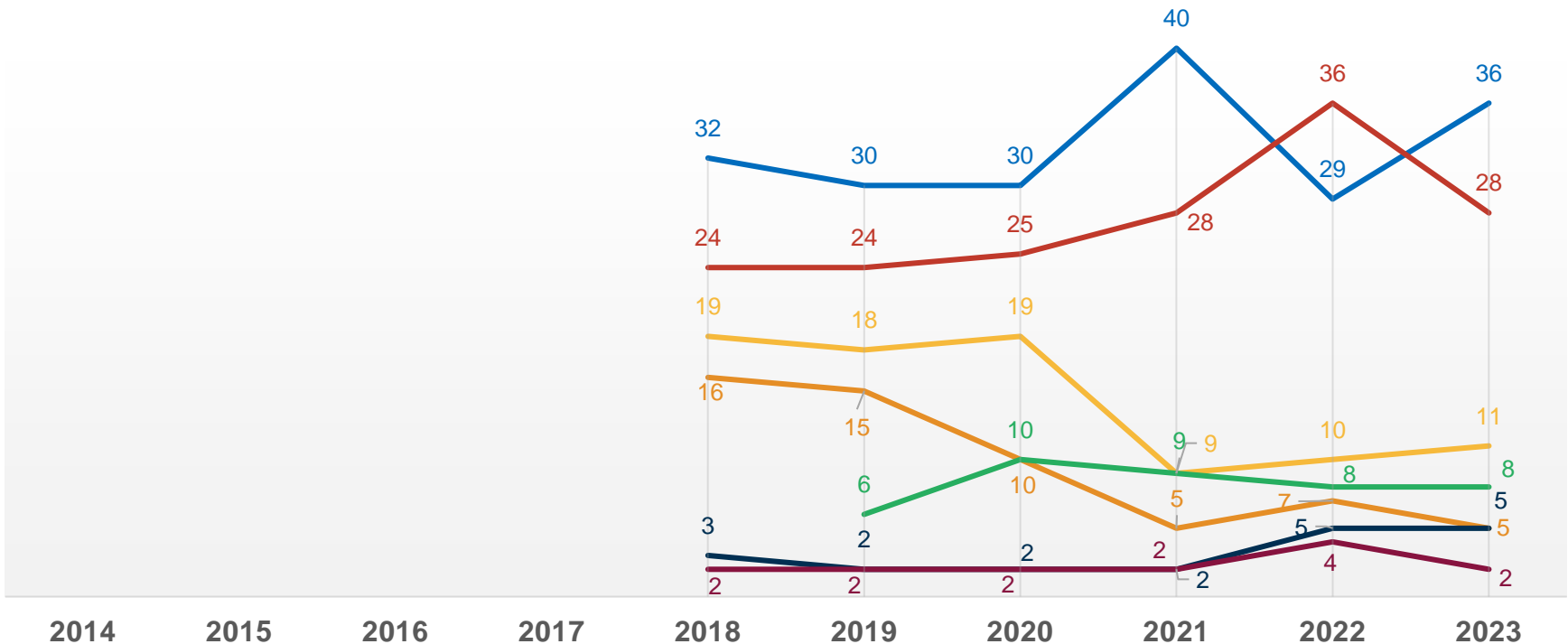


Q13. If Hepburn Shire Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?  
 Base: All respondents aged under 50. Councils asked State-wide: 40 Councils asked group: 11  
 Note: 'Social Media' was included in 2019.



# Best form of communication: over 50s

2023 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: 40 Councils asked group: 11  
 Note: 'Social Media' was included in 2019.



# Council direction



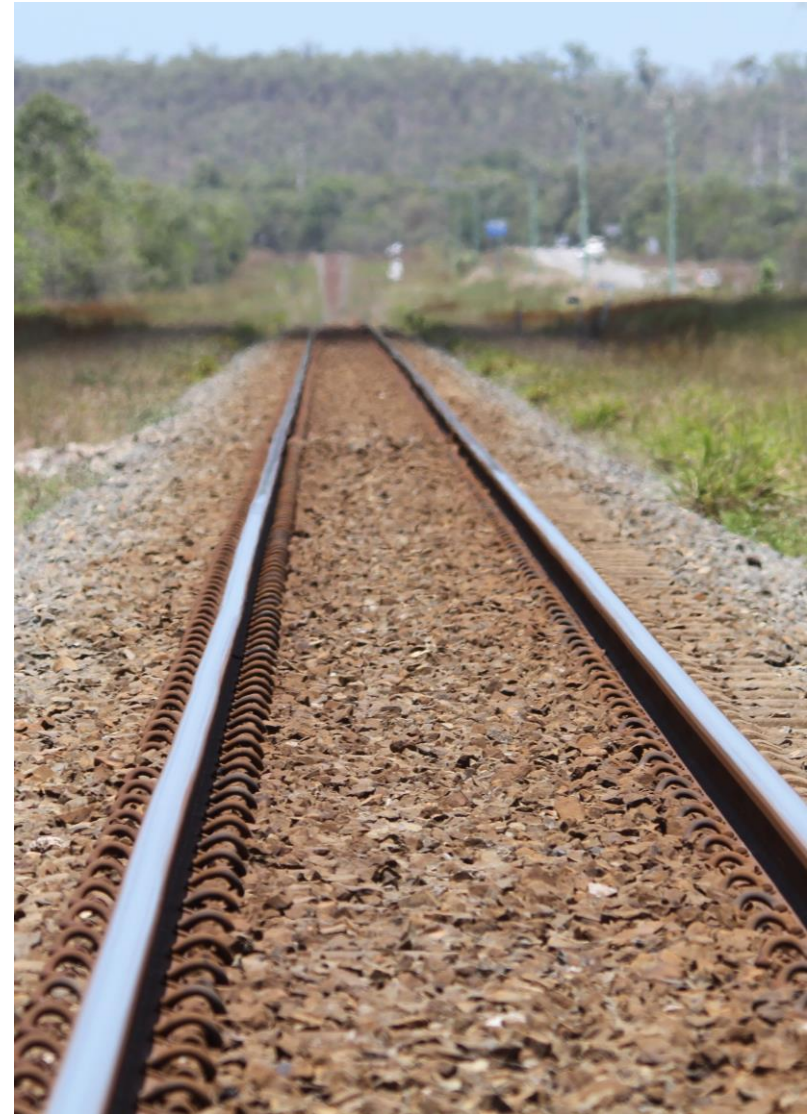
## Council direction

Perceptions of the direction of Council's overall performance are in line with 2022 results. A majority (57%) believe the direction of Council's overall performance stayed the same over the previous 12 months, up five percentage points from 2022.

- One in ten (11%) believe the direction of Council's overall performance improved in the previous 12 months, down one percentage point from 2022.
- Just over one-quarter (28%) believe it deteriorated, down five percentage points from 2022.

While there has been no significant change to Council's overall direction index score (41, a slight two-point improvement on the 2022 result), perceptions of the direction of Hepburn Shire's overall performance remain significantly lower compared to the Small Rural and State-wide group averages (47 and 46, respectively).

- The most satisfied with council direction are residents of Coliban Ward (index score of 59), significantly more so compared to the Council average.
- Perceptions of council direction also improved significantly among Coliban Ward residents (up 19 index points) and residents aged 35 to 49 years (up 10 index points) in the past year.
- Birch Ward residents are least satisfied with council direction (index score of 34).





# Overall council direction last 12 months

2023 overall council direction (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014
Coliban Ward	40	52	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Small Rural	51	53	50	53	50	52	50	53	n/a
State-wide	50	53	51	53	52	53	51	53	53
Cameron Ward	44	42	46	n/a	n/a	n/a	n/a	n/a	n/a
Women	44	41	50	36	51	48	52	50	51
50-64	44	38	45	32	47	45	49	45	47
35-49	43	33	51	32	55	52	44	47	52
18-34	41	42	50	41	51	48	48	57	50
Hepburn	41	39	47	36	52	47	48	51	49
Creswick Ward	38	41	47	n/a	n/a	n/a	n/a	n/a	n/a
65+	38	41	46	39	54	43	49	54	47
Holcombe Ward	38	38	44	n/a	n/a	n/a	n/a	n/a	n/a
Men	38	37	45	36	53	45	43	52	46
Birch Ward	34	33	48	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?

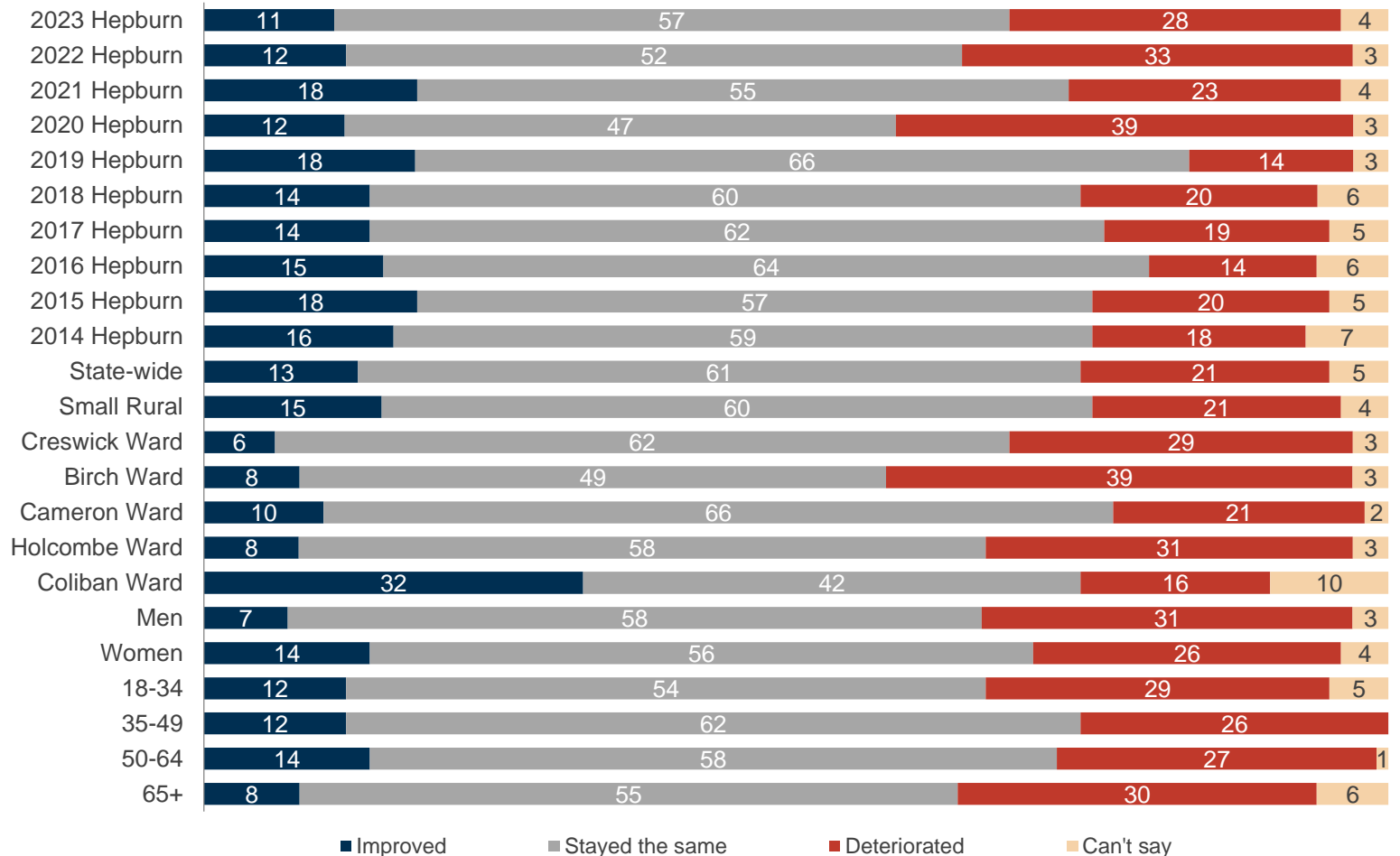
Base: All respondents. Councils asked State-wide: 66 Councils asked group: 19

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



# Overall council direction last 12 months

2023 overall council direction (%)

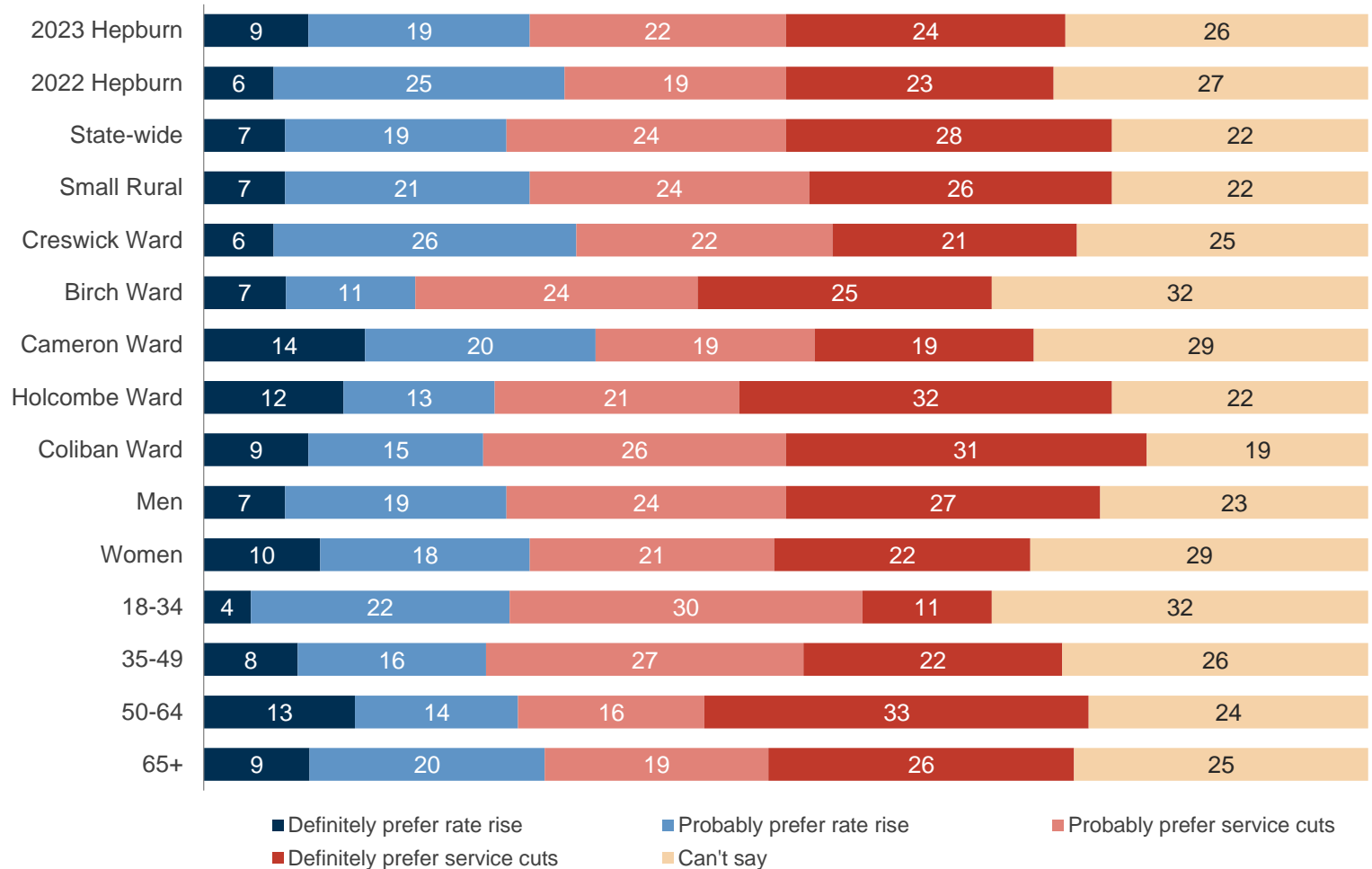


Q6. Over the last 12 months, what is your view of the direction of Hepburn Shire Council's overall performance?  
 Base: All respondents. Councils asked State-wide: 66 Councils asked group: 19



# Rates / services trade-off

2023 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: 21 Councils asked group: 6



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 neural network or a complex data structure. 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



2023 consultation and engagement importance (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014
35-49	82	81	84	n/a	n/a	n/a	n/a	n/a	n/a
Birch Ward	81	82	80	n/a	n/a	n/a	n/a	n/a	n/a
Women	81	82	80	n/a	n/a	n/a	n/a	n/a	n/a
Creswick Ward	79	77	76	n/a	n/a	n/a	n/a	n/a	n/a
Hepburn	78	79	79	n/a	n/a	n/a	n/a	n/a	n/a
Holcombe Ward	78	80	81	n/a	n/a	n/a	n/a	n/a	n/a
Small Rural	77	78	77	76	74	75	77	76	n/a
65+	77	77	78	n/a	n/a	n/a	n/a	n/a	n/a
18-34	77	76	72	n/a	n/a	n/a	n/a	n/a	n/a
50-64	77	82	81	n/a	n/a	n/a	n/a	n/a	n/a
Coliban Ward	76	80	81	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	76	76	75	74	74	74	74	75	74
Cameron Ward	75	76	80	n/a	n/a	n/a	n/a	n/a	n/a
Men	75	76	78	n/a	n/a	n/a	n/a	n/a	n/a

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

Base: All respondents. Councils asked State-wide: 30 Councils asked group: 6

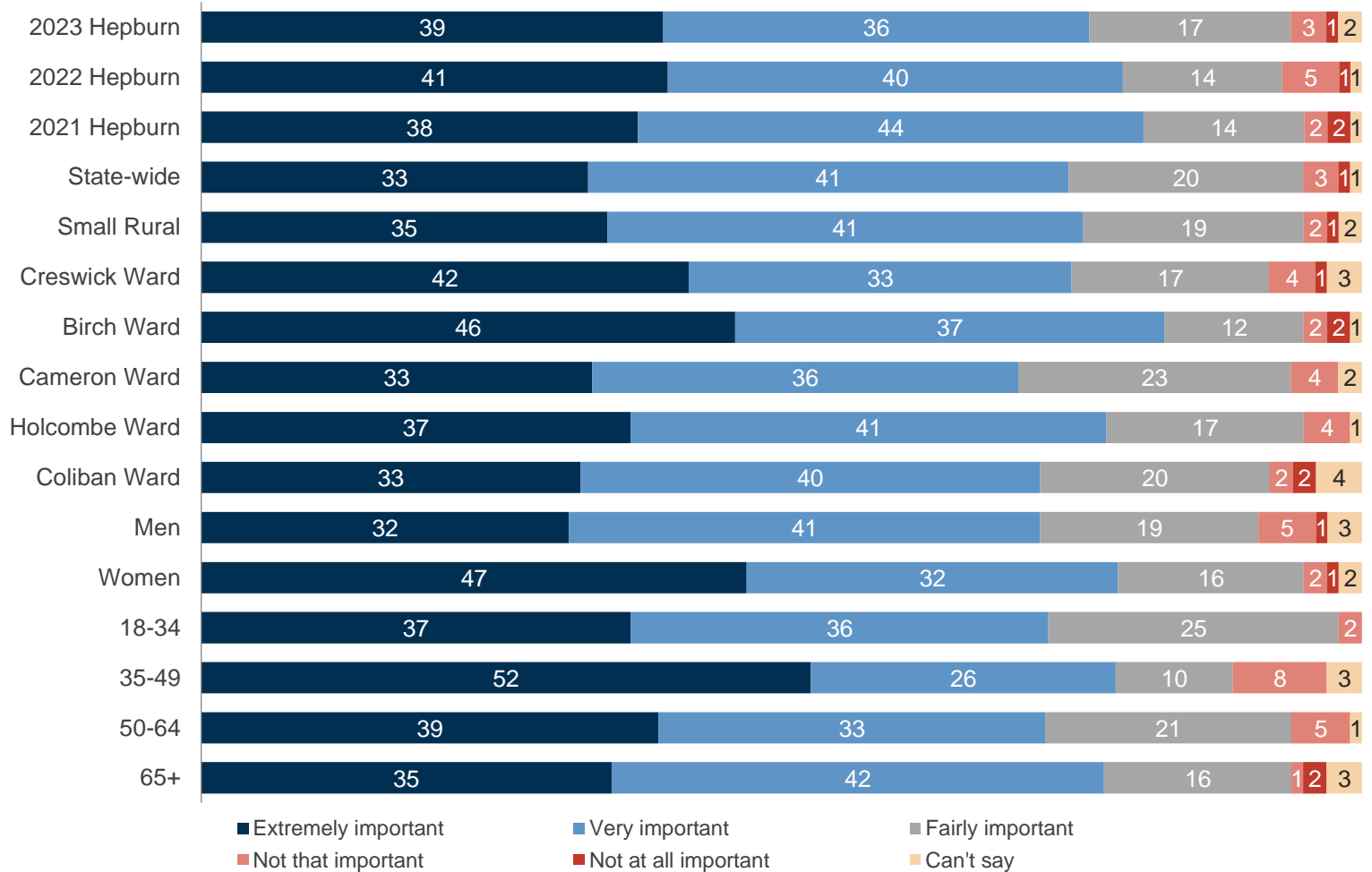
Note: Please see Appendix A for explanation of significant differences.



# Community consultation and engagement importance



2023 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: 30 Councils asked group: 6



# Community consultation and engagement performance



2023 consultation and engagement performance (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014
Coliban Ward	58▲	51	45	n/a	n/a	n/a	n/a	n/a	n/a
Small Rural	53▲	54	56	54	56	54	55	55	56
18-34	53	46	53	47	59	56	47	60	39
State-wide	52▲	54	56	55	56	55	55	54	56
35-49	50	47	42	41	49	54	43	45	46
Cameron Ward	49	57	53	n/a	n/a	n/a	n/a	n/a	n/a
Women	48	44	47	40	53	50	49	50	43
Creswick Ward	47	49	46	n/a	n/a	n/a	n/a	n/a	n/a
Hepburn	46	44	44	41	51	50	47	49	43
Men	44	44	42	42	48	50	46	49	43
65+	44	41	42	42	50	46	50	49	43
Holcombe Ward	44	38	38	n/a	n/a	n/a	n/a	n/a	n/a
50-64	43	45	44	35	47	46	49	47	43
Birch Ward	38▼	31	41	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

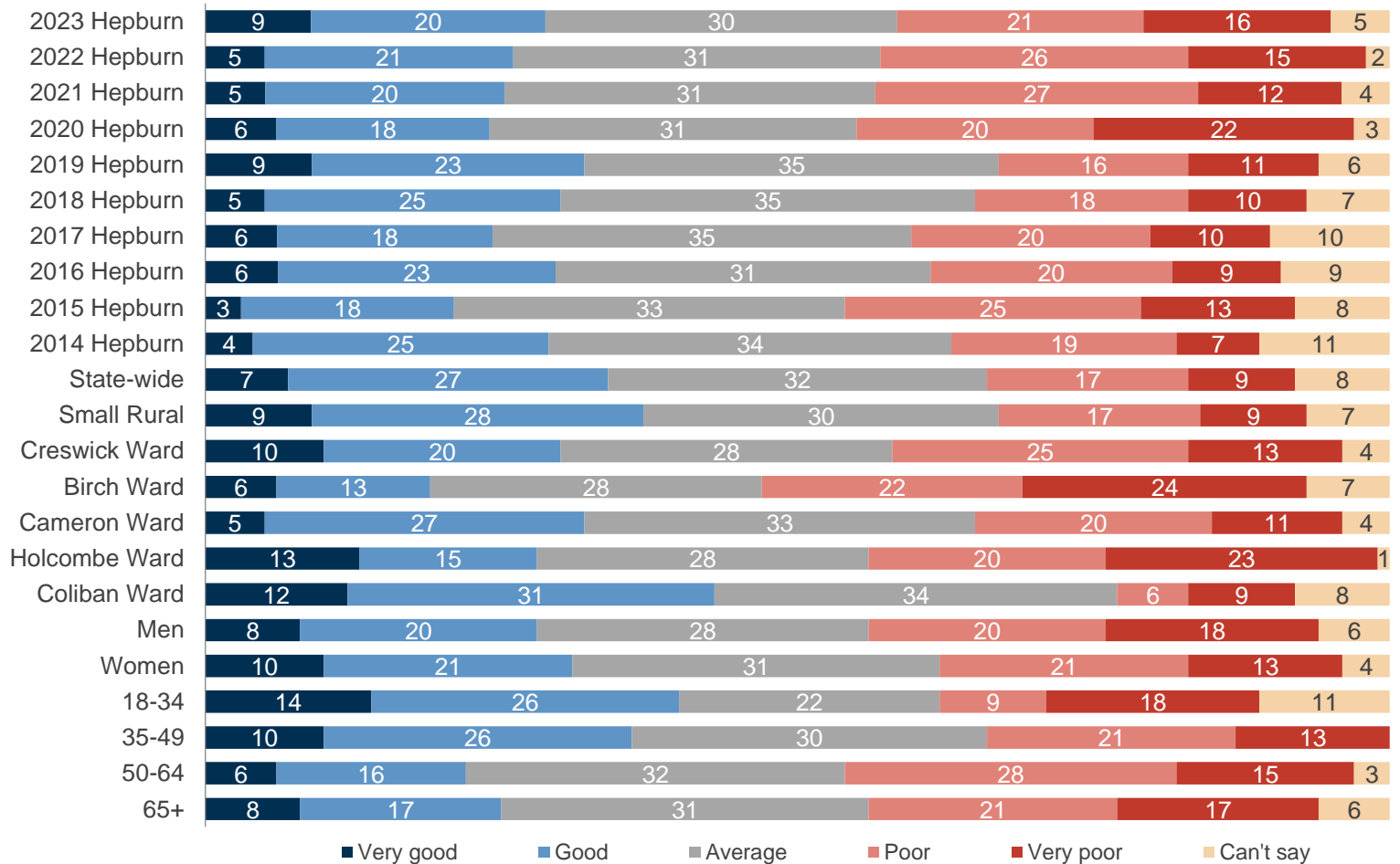
Note: Please see Appendix A for explanation of significant differences.



# Community consultation and engagement performance



2023 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



2023 lobbying performance (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014
Coliban Ward	52	50	44	n/a	n/a	n/a	n/a	n/a	n/a
Small Rural	52▲	54	55	52	55	53	55	54	56
State-wide	51▲	53	55	53	54	54	54	53	55
Creswick Ward	48	48	47	n/a	n/a	n/a	n/a	n/a	n/a
50-64	47	45	43	34	48	46	45	49	45
Women	45	43	46	40	51	48	48	49	47
18-34	45	42	53	49	62	57	50	59	46
Cameron Ward	45	56	52	n/a	n/a	n/a	n/a	n/a	n/a
35-49	44	43	40	38	49	51	44	41	47
Hepburn	44	44	45	40	51	51	48	49	47
Men	43	45	43	40	50	53	47	50	46
65+	42	45	44	41	49	50	51	50	49
Holcombe Ward	40	38	40	n/a	n/a	n/a	n/a	n/a	n/a
Birch Ward	35▼	35	40	n/a	n/a	n/a	n/a	n/a	n/a

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

Base: All respondents. Councils asked State-wide: 51 Councils asked group: 14

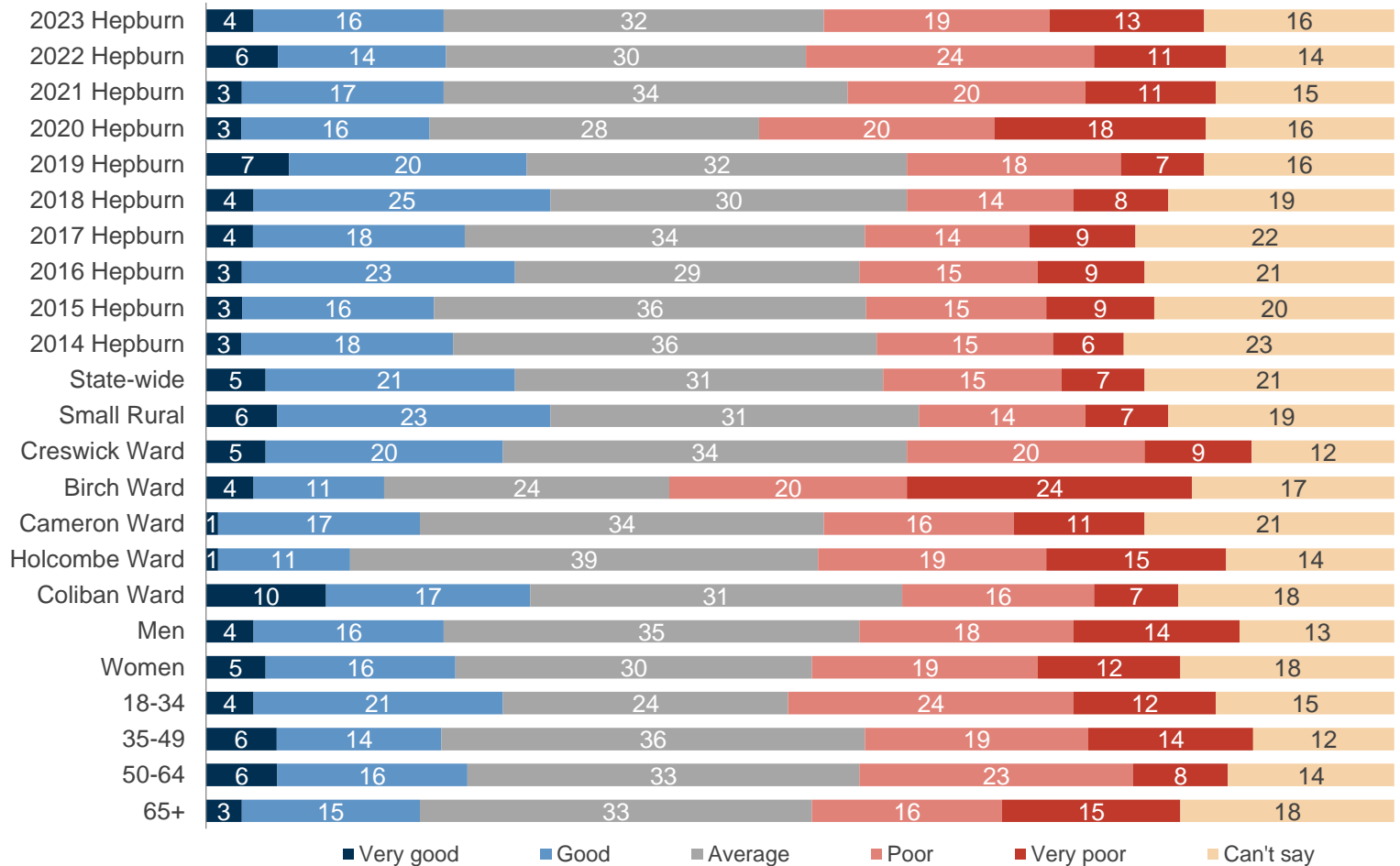
Note: Please see Appendix A for explanation of significant differences.



# Lobbying on behalf of the community performance



2023 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: 14

# Decisions made in the interest of the community performance



2023 community decisions made performance (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014
Coliban Ward	46	41	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Small Rural	54	56	53	55	52	55	53	56	n/a
State-wide	54	56	53	55	54	54	54	55	57
Cameron Ward	59	56	n/a	n/a	n/a	n/a	n/a	n/a	n/a
18-34	46	56	46	54	56	42	63	43	57
Women	42	47	37	52	48	48	46	45	48
Creswick Ward	44	50	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	36	41	31	47	46	45	47	42	44
Hepburn	41	44	38	52	49	45	48	43	49
65+	43	45	41	52	46	48	47	44	50
Men	40	42	39	51	50	42	50	41	49
35-49	38	38	35	55	51	43	40	43	46
Holcombe Ward	34	34	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Birch Ward	31	39	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

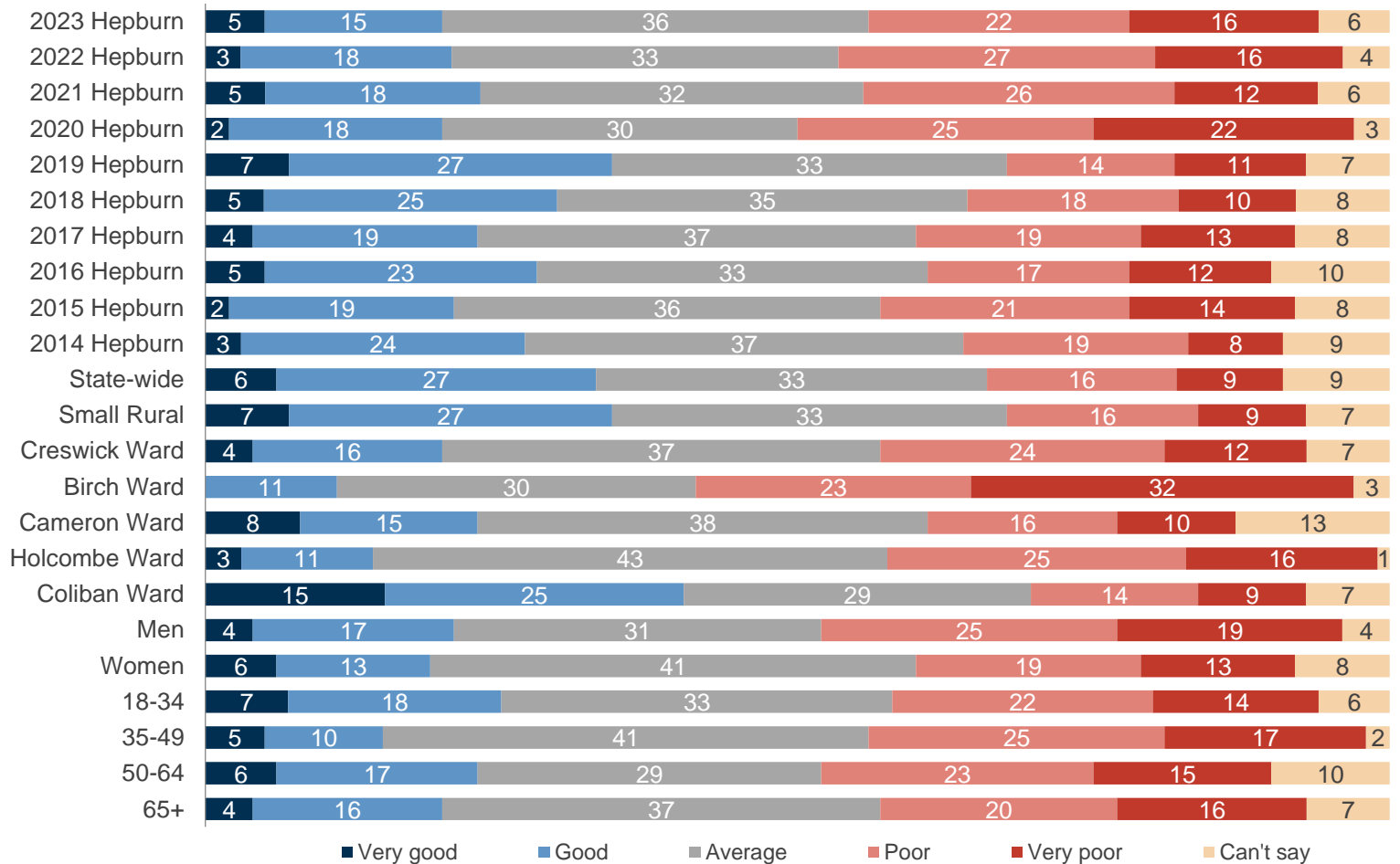
Note: Please see Appendix A for explanation of significant differences.



# Decisions made in the interest of the community performance



2023 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



## 2023 sealed local roads performance (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014	
State-wide	48▲	53	57	54	56	53	53	54	55	55
Small Rural	44▲	50	53	51	53	49	50	52	52	n/a
Holcombe Ward	40	42	43	n/a	n/a	n/a	n/a	n/a	n/a	n/a
65+	37	44	46	47	54	47	41	44	49	45
Creswick Ward	36	35	47	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Women	35	41	48	44	51	46	38	44	42	43
Hepburn	33	39	47	44	50	46	37	43	43	43
50-64	33	39	43	43	45	44	36	40	43	40
Men	31	38	45	43	50	46	35	42	44	43
Coliban Ward	30	37	44	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Birch Ward	29	44	52	n/a	n/a	n/a	n/a	n/a	n/a	n/a
35-49	29	35	47	44	50	43	34	39	40	40
Cameron Ward	29	42	43	n/a	n/a	n/a	n/a	n/a	n/a	n/a
18-34	27	32	53	39	50	49	35	52	35	47

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

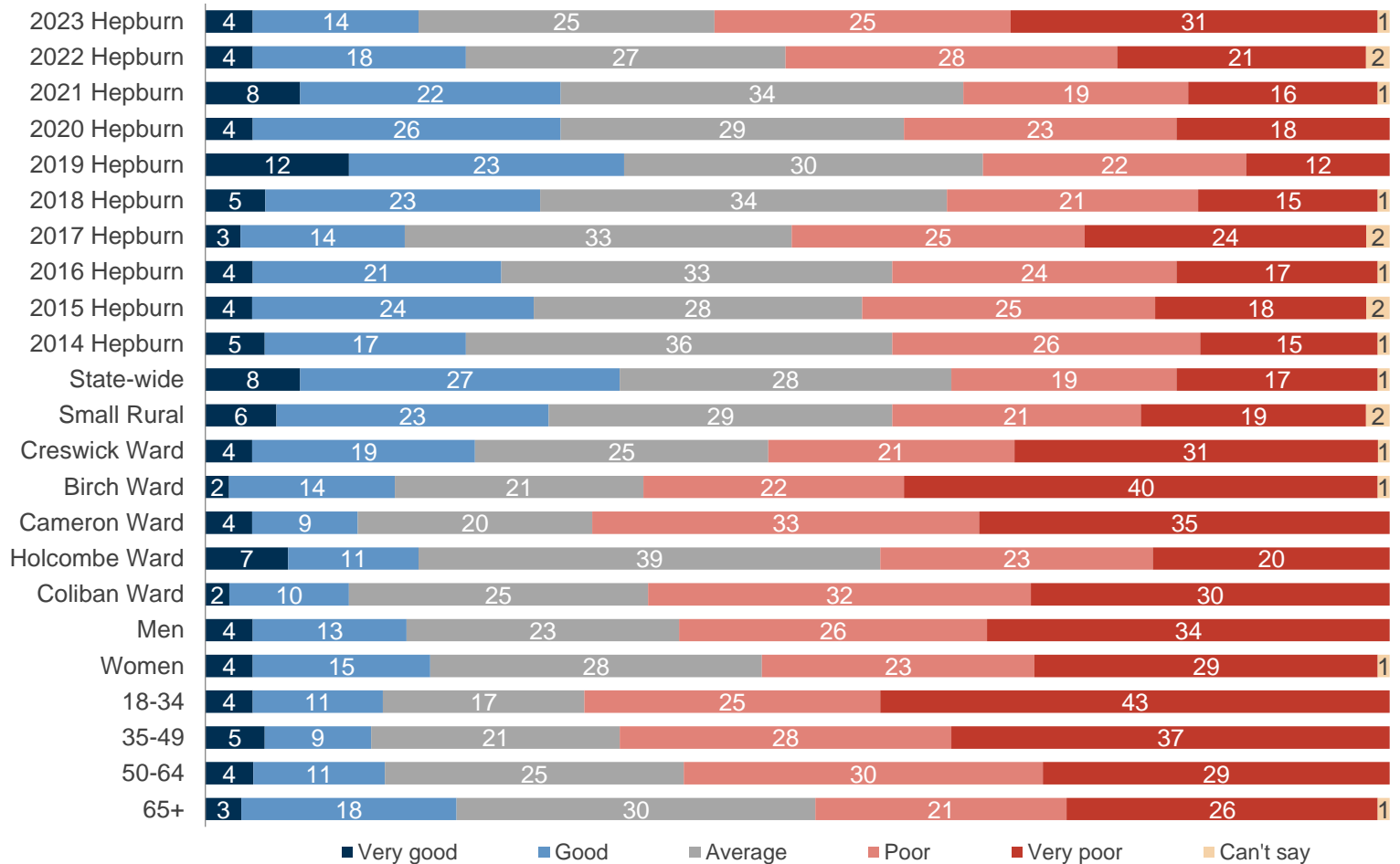
Base: All respondents. Councils asked State-wide: 66 Councils asked group: 19

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

# The condition of sealed local roads in your area performance



2023 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



2023 law enforcement importance (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014
Women	69	67	70	65	70	n/a	n/a	n/a	n/a
Coliban Ward	68	67	69	n/a	n/a	n/a	n/a	n/a	n/a
65+	68	67	69	61	70	n/a	n/a	n/a	n/a
State-wide	68	68	70	70	71	71	71	70	71
50-64	67	59	66	62	68	n/a	n/a	n/a	n/a
Cameron Ward	67	64	71	n/a	n/a	n/a	n/a	n/a	n/a
Birch Ward	67	56	64	n/a	n/a	n/a	n/a	n/a	n/a
Creswick Ward	66	63	67	n/a	n/a	n/a	n/a	n/a	n/a
Hepburn	66	62	67	60	68	n/a	n/a	n/a	n/a
Small Rural	65	65	67	66	68	66	67	69	68
18-34	63	57	65	64	68	n/a	n/a	n/a	n/a
Men	62	57	63	55	66	n/a	n/a	n/a	n/a
35-49	61	58	63	54	67	n/a	n/a	n/a	n/a
Holcombe Ward	60	62	65	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: 23 Councils asked group: 6

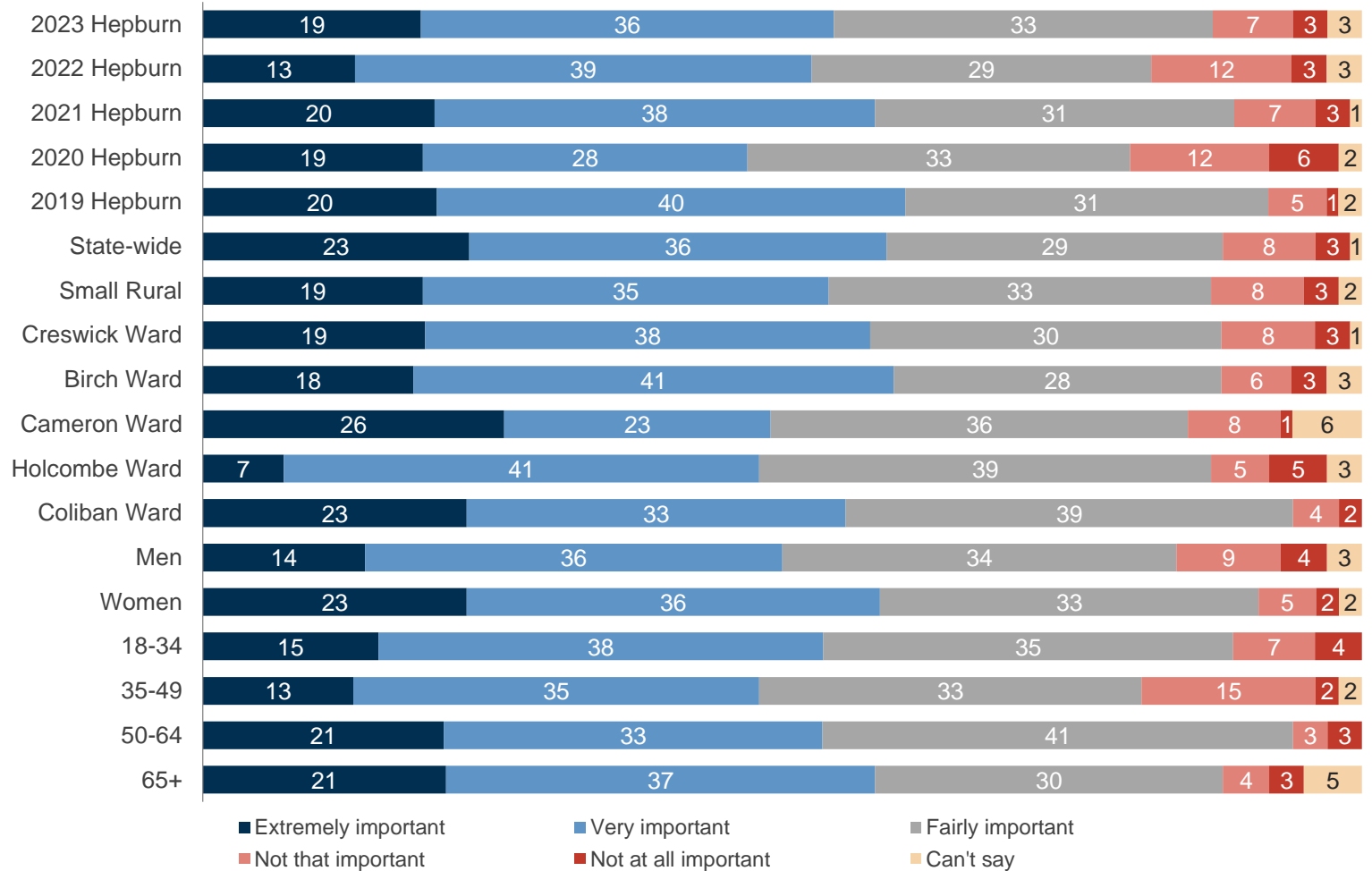
Note: Please see Appendix A for explanation of significant differences.



# Enforcement of local laws importance



2023 law enforcement importance (%)



Q1. Firstly, how important should 'Enforcement of local laws' be as a responsibility for Council?  
 Base: All respondents. Councils asked State-wide: 23 Councils asked group: 6



# Enforcement of local laws performance



2023 law enforcement performance (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014
State-wide	61▲	63	64	63	64	64	63	66	66
Small Rural	61▲	62	63	62	63	63	65	64	n/a
18-34	57	61	64	60	55	n/a	n/a	n/a	n/a
Holcombe Ward	56	53	53	n/a	n/a	n/a	n/a	n/a	n/a
Women	55	56	57	53	58	n/a	n/a	n/a	n/a
Creswick Ward	54	54	53	n/a	n/a	n/a	n/a	n/a	n/a
Coliban Ward	54	55	50	n/a	n/a	n/a	n/a	n/a	n/a
Hepburn	53	55	57	53	57	n/a	n/a	n/a	n/a
50-64	53	52	53	50	55	n/a	n/a	n/a	n/a
35-49	52	58	60	52	59	n/a	n/a	n/a	n/a
65+	52	53	54	53	59	n/a	n/a	n/a	n/a
Cameron Ward	52	63	67	n/a	n/a	n/a	n/a	n/a	n/a
Men	51	55	57	53	56	n/a	n/a	n/a	n/a
Birch Ward	49	56	61	n/a	n/a	n/a	n/a	n/a	n/a

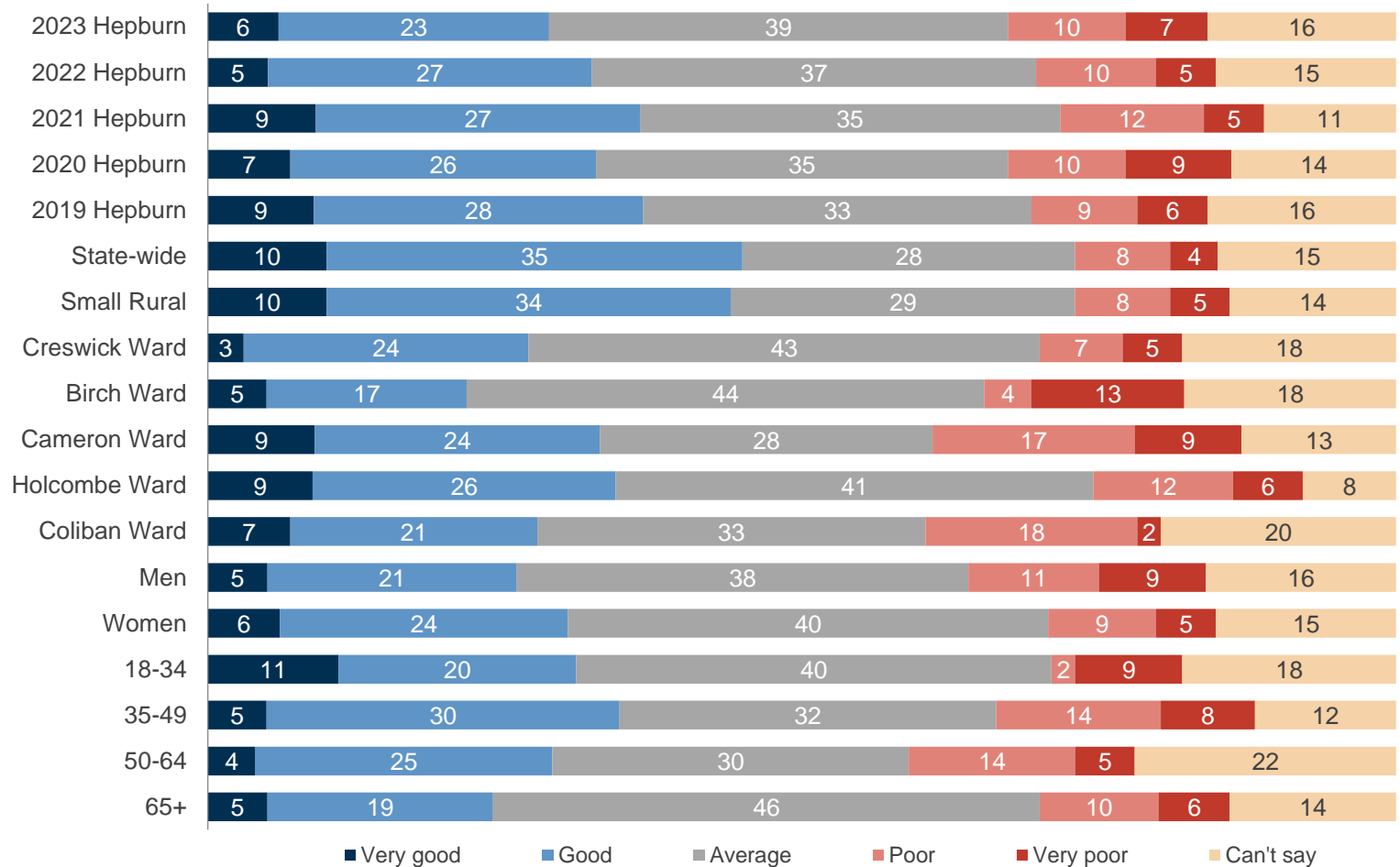
Q2. How has Council performed on 'Enforcement of local laws' over the last 12 months?  
 Base: All respondents. Councils asked State-wide: 34 Councils asked group: 10  
 Note: Please see Appendix A for explanation of significant differences.



# Enforcement of local laws performance



2023 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



2023 recreational facilities importance (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014
35-49	79▲	78	79	70	76	n/a	n/a	n/a	n/a
State-wide	73	74	74	72	72	73	72	73	72
Women	73	75	76	70	74	n/a	n/a	n/a	n/a
Small Rural	73	74	73	73	72	72	71	72	73
50-64	72	72	75	72	71	n/a	n/a	n/a	n/a
Holcombe Ward	72	74	72	n/a	n/a	n/a	n/a	n/a	n/a
Coliban Ward	72	67	75	n/a	n/a	n/a	n/a	n/a	n/a
Birch Ward	71	73	76	n/a	n/a	n/a	n/a	n/a	n/a
18-34	71	73	79	69	69	n/a	n/a	n/a	n/a
Cameron Ward	71	73	72	n/a	n/a	n/a	n/a	n/a	n/a
Hepburn	71	72	74	69	72	n/a	n/a	n/a	n/a
Creswick Ward	70	72	72	n/a	n/a	n/a	n/a	n/a	n/a
Men	69	69	71	68	70	n/a	n/a	n/a	n/a
65+	67▼	69	68	67	72	n/a	n/a	n/a	n/a

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

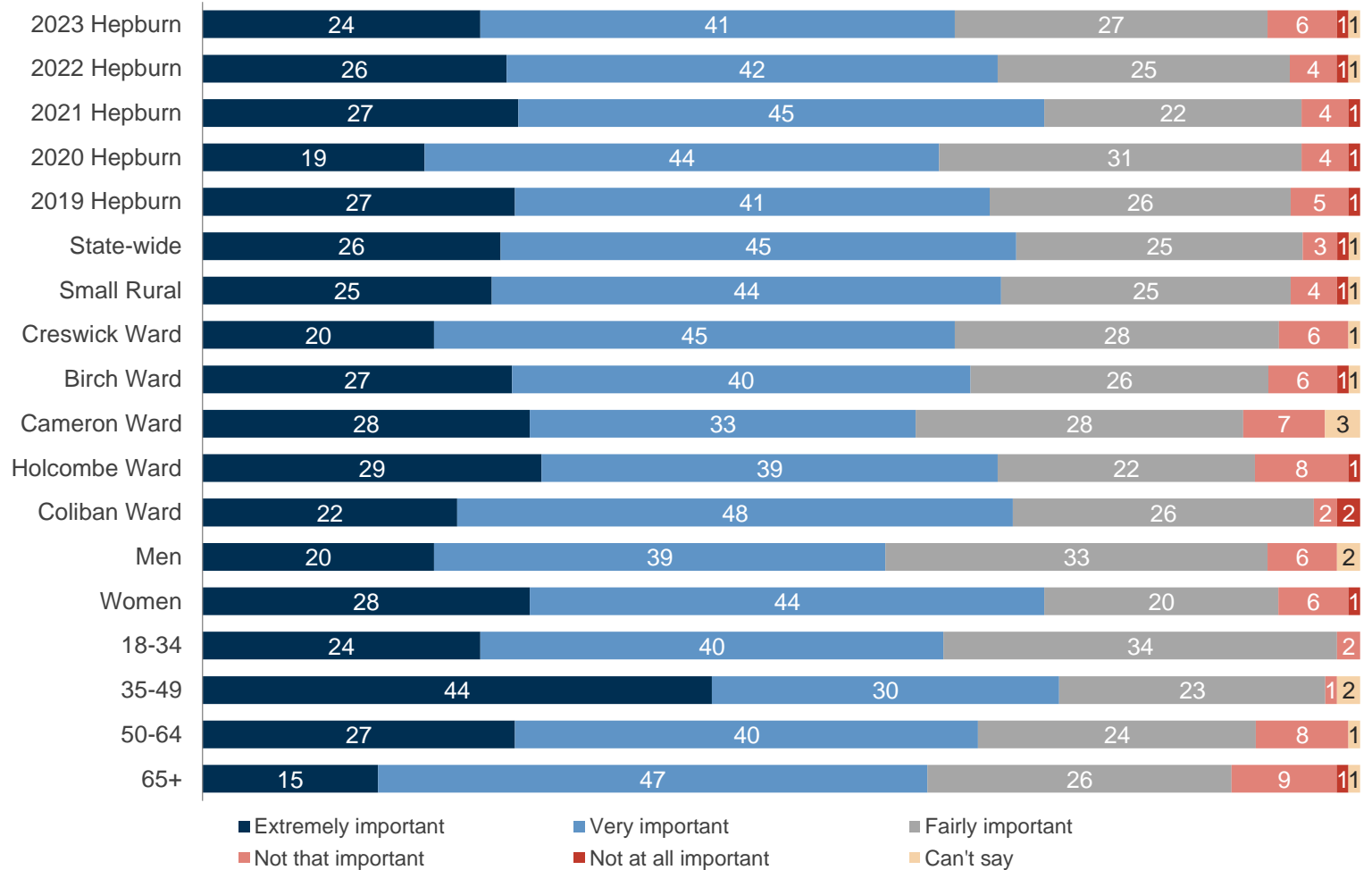




# Recreational facilities importance



2023 recreational facilities importance (%)



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



# Recreational facilities performance



2023 recreational facilities performance (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014
Coliban Ward	70▲	61	60	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	68▲	69	71	70	70	69	70	69	70
Small Rural	67▲	69	69	68	68	69	69	68	70
65+	62▲	61	61	63	66	n/a	n/a	n/a	n/a
Creswick Ward	61	62	63	n/a	n/a	n/a	n/a	n/a	n/a
50-64	59	55	57	58	59	n/a	n/a	n/a	n/a
Women	57	57	61	59	63	n/a	n/a	n/a	n/a
Hepburn	57	59	60	61	62	n/a	n/a	n/a	n/a
Men	57	61	59	62	61	n/a	n/a	n/a	n/a
Cameron Ward	55	66	65	n/a	n/a	n/a	n/a	n/a	n/a
18-34	53	58	60	68	66	n/a	n/a	n/a	n/a
Holcombe Ward	53	53	52	n/a	n/a	n/a	n/a	n/a	n/a
35-49	50▼	59	60	54	58	n/a	n/a	n/a	n/a
Birch Ward	49▼	54	58	n/a	n/a	n/a	n/a	n/a	n/a

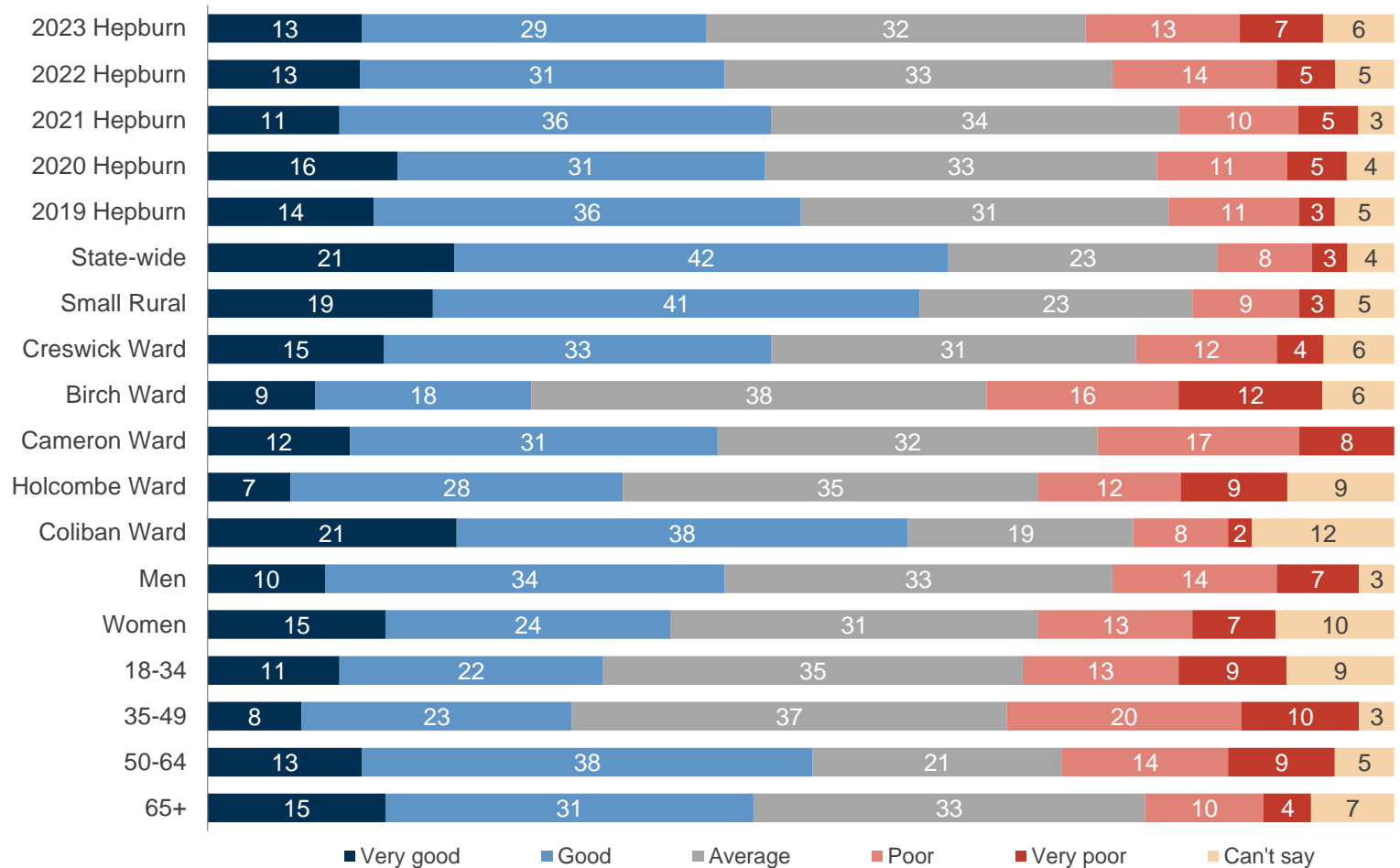
Q2. How has Council performed on 'Recreational facilities' over the last 12 months?  
 Base: All respondents. Councils asked State-wide: 43 Councils asked group: 13  
 Note: Please see Appendix A for explanation of significant differences.



# Recreational facilities performance



2023 recreational facilities performance (%)



Q2. How has Council performed on 'Recreational facilities' over the last 12 months?  
 Base: All respondents. Councils asked State-wide: 43 Councils asked group: 13



# The appearance of public areas importance



2023 public areas importance (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014
Birch Ward	79	77	76	n/a	n/a	n/a	n/a	n/a	n/a
18-34	78	72	77	76	70	n/a	n/a	n/a	n/a
35-49	78	76	77	70	73	n/a	n/a	n/a	n/a
50-64	77	75	76	73	71	n/a	n/a	n/a	n/a
Women	76	75	76	74	73	n/a	n/a	n/a	n/a
Cameron Ward	75	80	75	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	74	75	75	74	73	74	74	74	73
Hepburn	74	74	75	72	72	n/a	n/a	n/a	n/a
Small Rural	74	74	74	74	74	74	74	74	73
Holcombe Ward	74	73	72	n/a	n/a	n/a	n/a	n/a	n/a
Creswick Ward	73	73	74	n/a	n/a	n/a	n/a	n/a	n/a
Men	73	74	74	70	71	n/a	n/a	n/a	n/a
Coliban Ward	72	70	78	n/a	n/a	n/a	n/a	n/a	n/a
65+	70	73	73	72	74	n/a	n/a	n/a	n/a

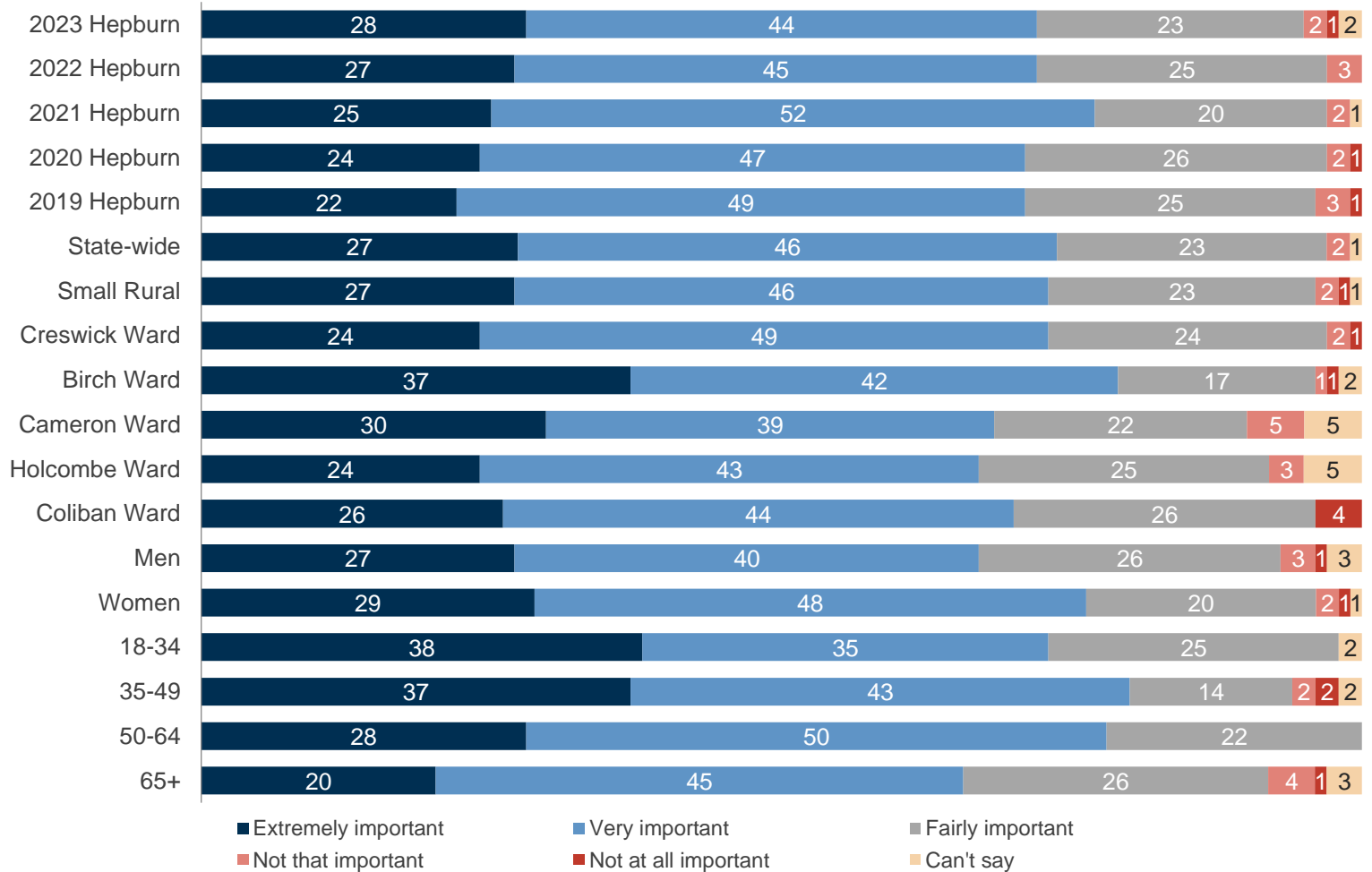
Q1. Firstly, how important should 'The appearance of public areas' be as a responsibility for Council?  
 Base: All respondents. Councils asked State-wide: 31 Councils asked group: 7  
 Note: Please see Appendix A for explanation of significant differences.



# The appearance of public areas importance



2023 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: 7



# The appearance of public areas performance



2023 public areas performance (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014	
Small Rural	71▲	73	75	72	73	72	74	73	74	n/a
Coliban Ward	70▲	65	72	n/a	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	67▲	71	73	72	72	71	71	71	72	72
18-34	62	60	78	69	67	n/a	n/a	n/a	n/a	n/a
Creswick Ward	62	63	67	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	62	59	62	61	64	n/a	n/a	n/a	n/a	n/a
65+	61	62	64	64	70	n/a	n/a	n/a	n/a	n/a
Women	61	61	68	63	67	n/a	n/a	n/a	n/a	n/a
Hepburn	60	62	67	64	67	n/a	n/a	n/a	n/a	n/a
Holcombe Ward	60	62	60	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Cameron Ward	60	63	71	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	59	62	66	65	67	n/a	n/a	n/a	n/a	n/a
35-49	55	65	69	64	68	n/a	n/a	n/a	n/a	n/a
Birch Ward	52▼	57	65	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: 45 Councils asked group: 14

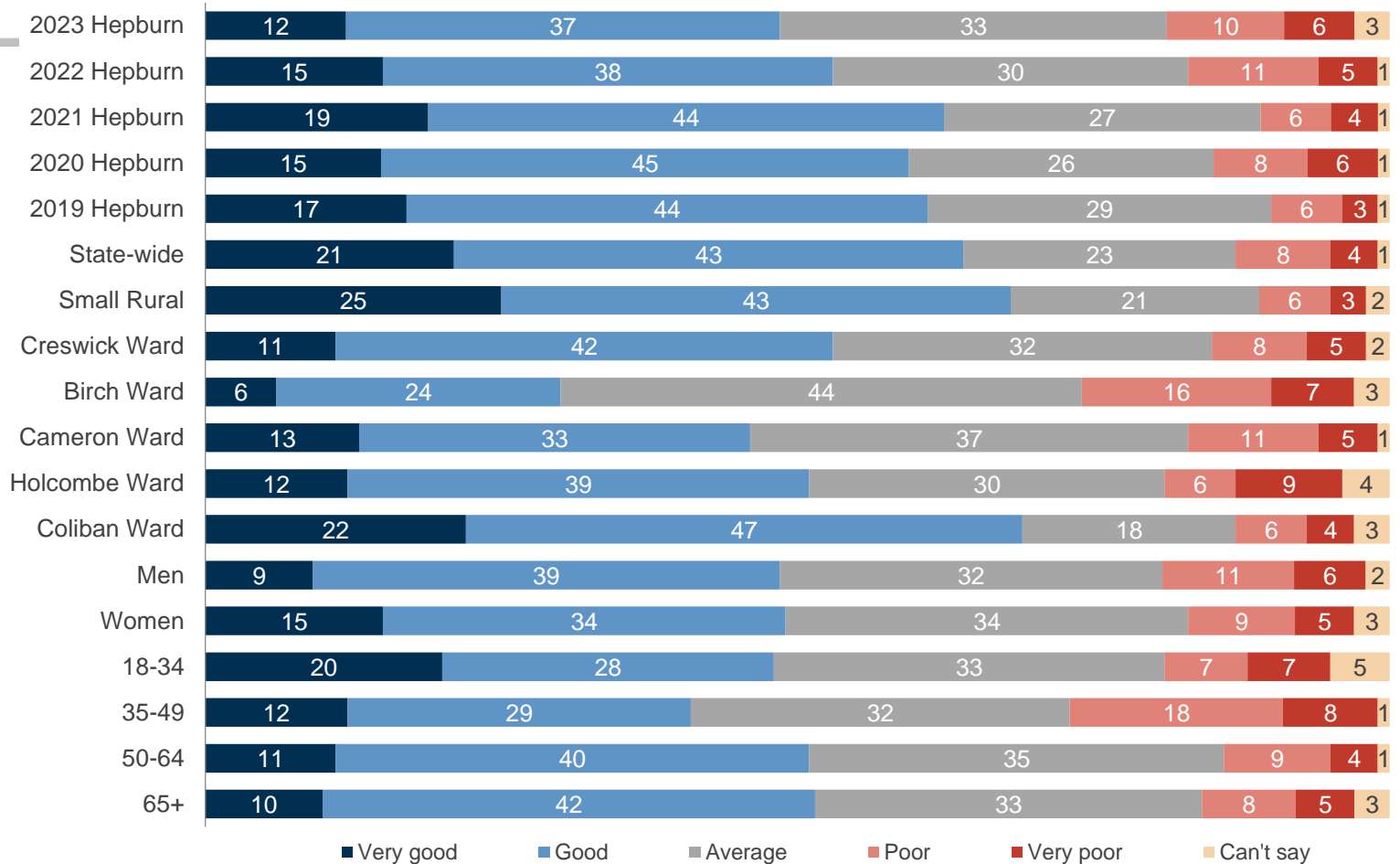
Note: Please see Appendix A for explanation of significant differences.



# The appearance of public areas performance



2023 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: 45 Councils asked group: 14



# Waste management importance



2023 waste management importance (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014
18-34	84	80	81	78	82	n/a	n/a	n/a	n/a
Women	83	84	86	83	82	n/a	n/a	n/a	n/a
35-49	82	83	84	83	84	n/a	n/a	n/a	n/a
Creswick Ward	82	82	80	n/a	n/a	n/a	n/a	n/a	n/a
Coliban Ward	82	84	86	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	81	82	82	81	81	79	80	79	79
Cameron Ward	80	81	82	n/a	n/a	n/a	n/a	n/a	n/a
Hepburn	80	81	82	80	81	n/a	n/a	n/a	n/a
50-64	80	85	85	82	79	n/a	n/a	n/a	n/a
Birch Ward	79	79	82	n/a	n/a	n/a	n/a	n/a	n/a
65+	79	79	81	78	80	n/a	n/a	n/a	n/a
Small Rural	78	80	80	79	79	78	76	79	77
Holcombe Ward	78	81	83	n/a	n/a	n/a	n/a	n/a	n/a
Men	78	79	79	77	79	n/a	n/a	n/a	n/a

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

Base: All respondents. Councils asked State-wide: 31 Councils asked group: 6

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

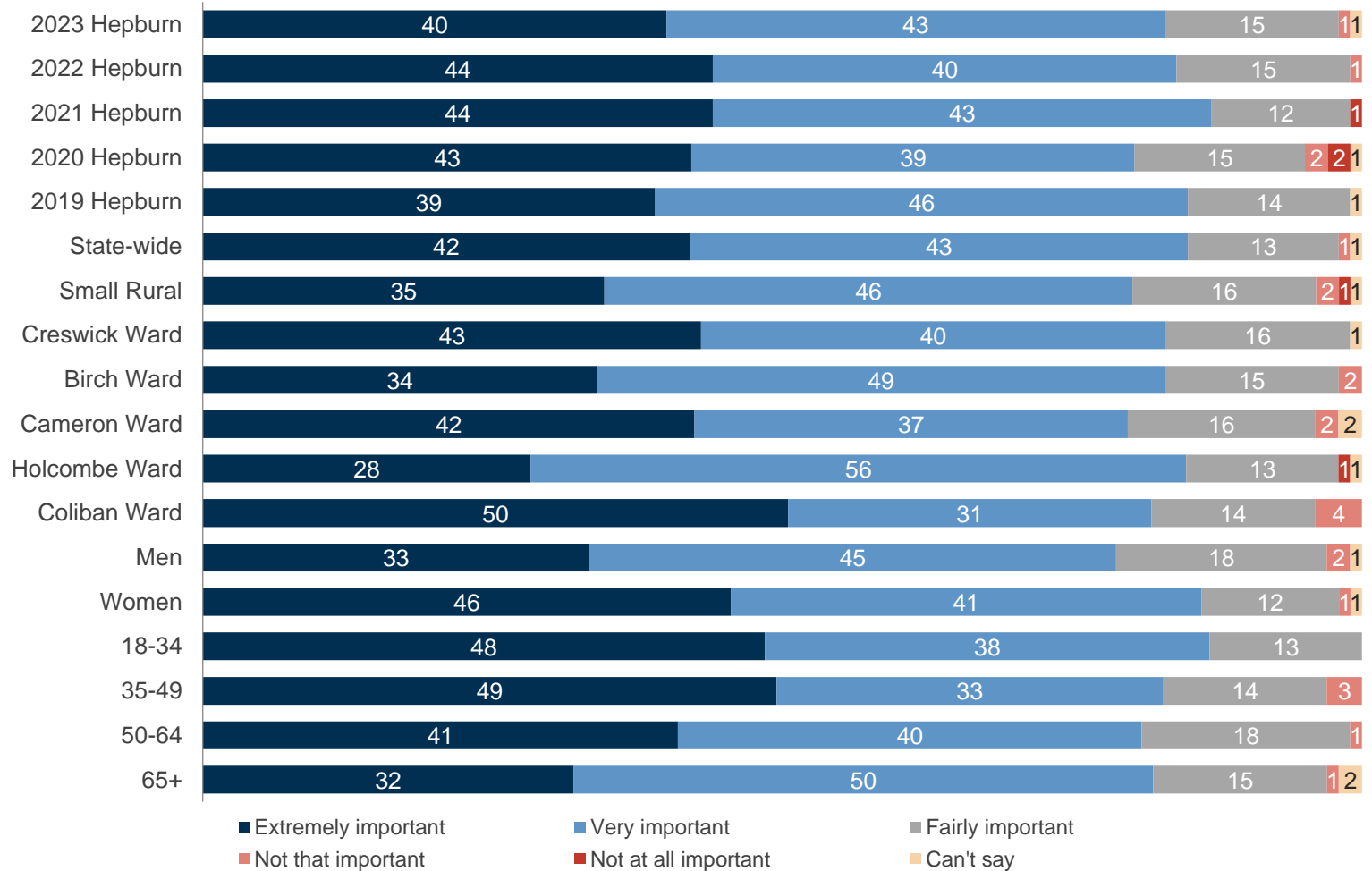




# Waste management importance



2023 waste management importance (%)



Q1. Firstly, how important should 'Waste management' be as a responsibility for Council?  
 Base: All respondents. Councils asked State-wide: 31 Councils asked group: 6



# Waste management performance



2023 waste management performance (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014
Cameron Ward	72▲	74	68	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	66	68	69	65	68	70	71	70	72
18-34	66	60	63	53	58	n/a	n/a	n/a	n/a
Small Rural	66	68	68	64	66	69	70	69	71
Men	65	62	62	56	67	n/a	n/a	n/a	n/a
35-49	65	58	60	54	62	n/a	n/a	n/a	n/a
Birch Ward	65	60	62	n/a	n/a	n/a	n/a	n/a	n/a
Holcombe Ward	64	64	57	n/a	n/a	n/a	n/a	n/a	n/a
65+	64	63	64	57	69	n/a	n/a	n/a	n/a
Hepburn	64	61	61	54	64	n/a	n/a	n/a	n/a
Women	62	61	60	51	60	n/a	n/a	n/a	n/a
Creswick Ward	60	59	59	n/a	n/a	n/a	n/a	n/a	n/a
50-64	60	62	54	48	62	n/a	n/a	n/a	n/a
Coliban Ward	56	56	59	n/a	n/a	n/a	n/a	n/a	n/a

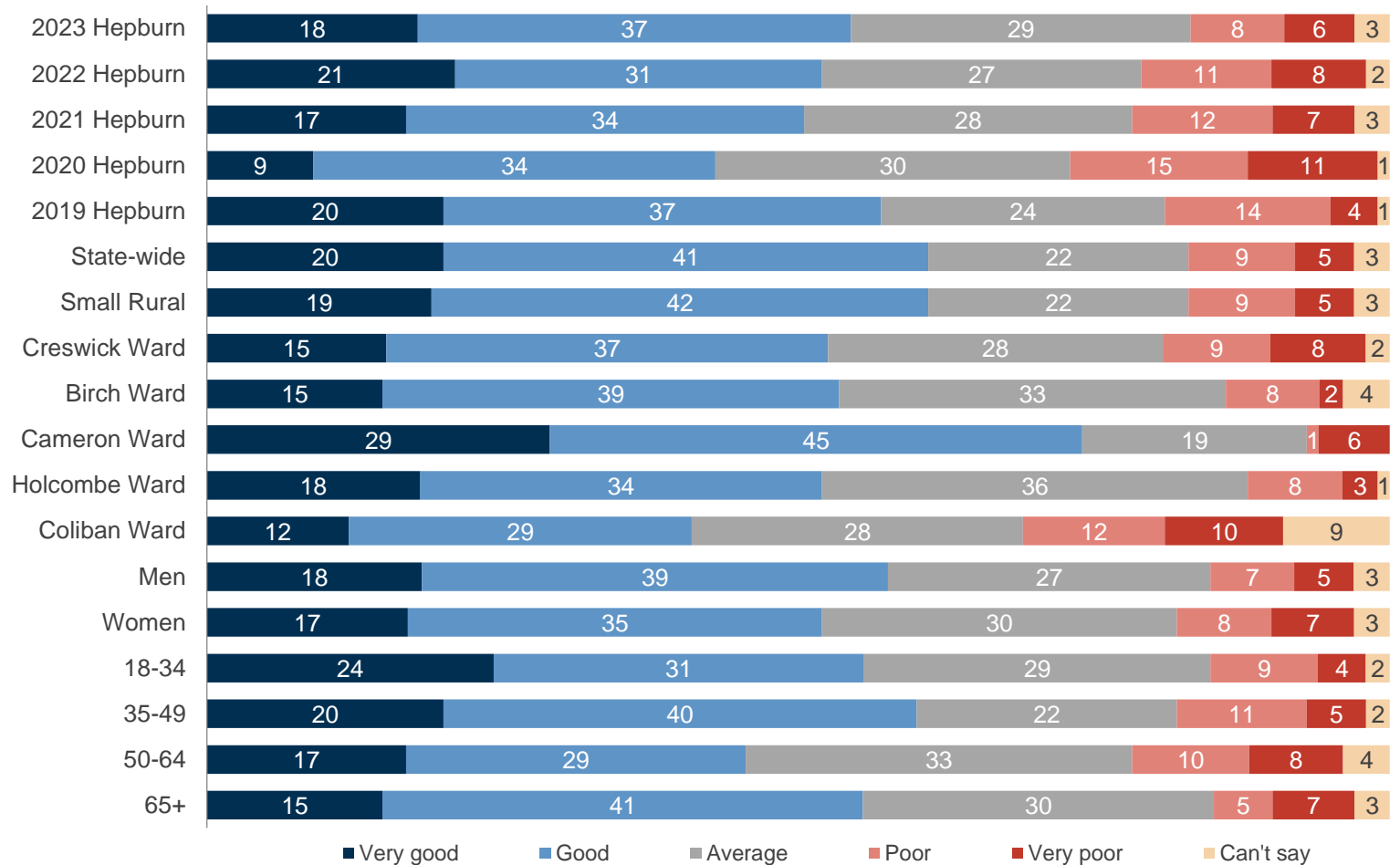
Q2. How has Council performed on 'Waste management' over the last 12 months?  
 Base: All respondents. Councils asked State-wide: 66 Councils asked group: 19  
 Note: Please see Appendix A for explanation of significant differences.



# Waste management performance



2023 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



2023 planning and building permits importance (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014
Coliban Ward	80	73	74	n/a	n/a	n/a	n/a	n/a	n/a
35-49	79	73	75	70	71	n/a	n/a	n/a	n/a
Holcombe Ward	78	75	80	n/a	n/a	n/a	n/a	n/a	n/a
Women	78	76	75	71	73	n/a	n/a	n/a	n/a
Hepburn	76	73	73	70	72	n/a	n/a	n/a	n/a
50-64	76	75	77	71	74	n/a	n/a	n/a	n/a
65+	76	76	74	72	75	n/a	n/a	n/a	n/a
Creswick Ward	76	72	70	n/a	n/a	n/a	n/a	n/a	n/a
Birch Ward	75	74	74	n/a	n/a	n/a	n/a	n/a	n/a
Men	74	70	72	69	70	n/a	n/a	n/a	n/a
Cameron Ward	73	72	72	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	72▼	73	71	71	71	72	71	71	71
18-34	72	63	64	66	63	n/a	n/a	n/a	n/a
Small Rural	71▼	73	71	68	70	68	71	70	n/a

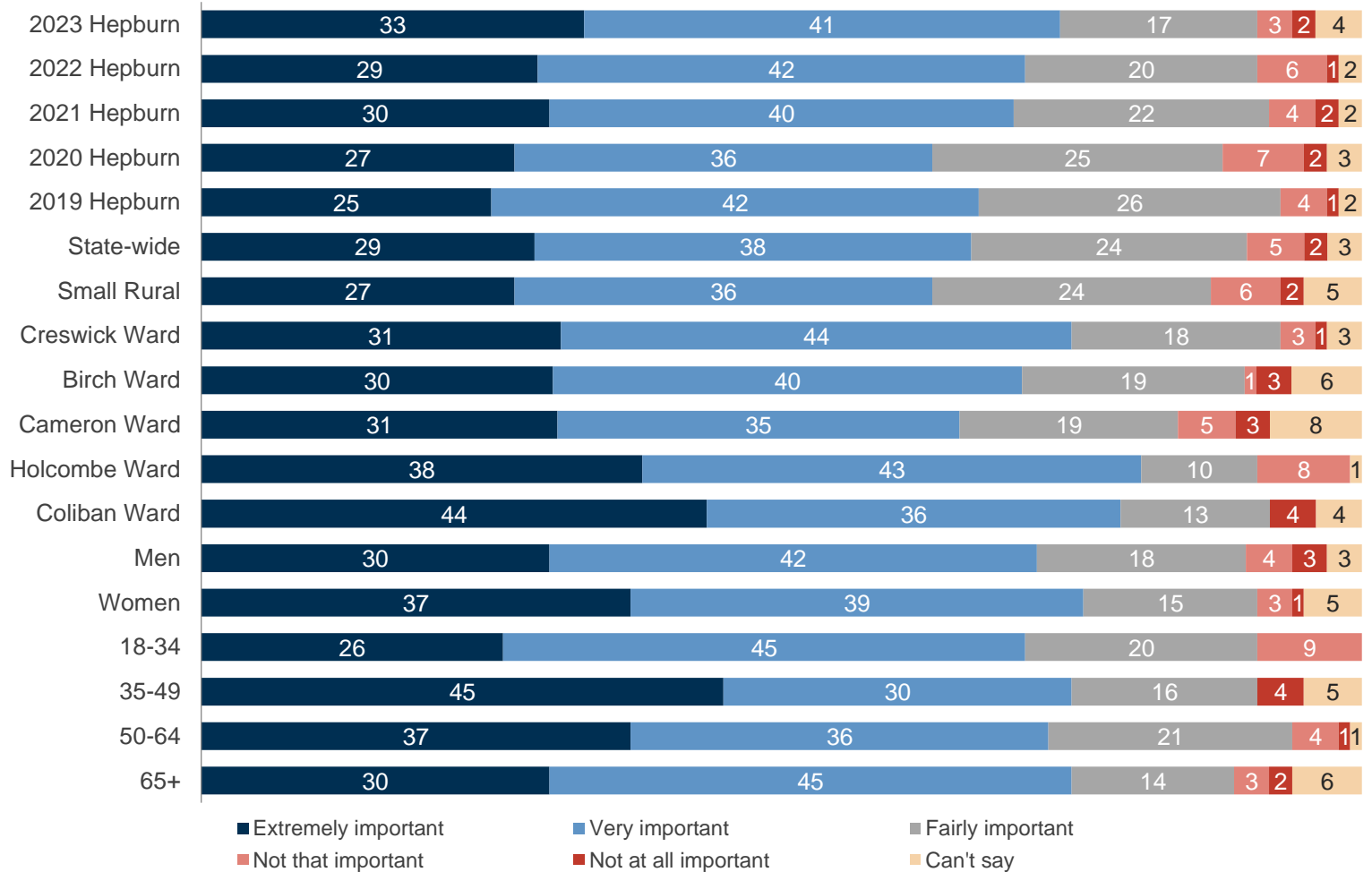
Q1. Firstly, how important should 'Planning and building permits' be as a responsibility for Council?  
 Base: All respondents. Councils asked State-wide: 24 Councils asked group: 6  
 Note: Please see Appendix A for explanation of significant differences.



# Planning and building permits importance



2023 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: 24 Councils asked group: 6



# Planning and building permits performance



2023 planning and building permits performance (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014
State-wide	47▲	51	51	52	52	51	50	54	53
Small Rural	45▲	49	46	48	51	51	50	53	n/a
18-34	45	58	44	52	n/a	n/a	n/a	n/a	n/a
Creswick Ward	43	49	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Cameron Ward	41	43	58	n/a	n/a	n/a	n/a	n/a	n/a
50-64	40	39	39	40	47	n/a	n/a	n/a	n/a
Women	39	39	48	40	48	n/a	n/a	n/a	n/a
Hepburn	39	40	44	41	49	n/a	n/a	n/a	n/a
65+	38	38	41	39	50	n/a	n/a	n/a	n/a
Men	38	41	41	43	51	n/a	n/a	n/a	n/a
Holcombe Ward	36	32	38	n/a	n/a	n/a	n/a	n/a	n/a
Coliban Ward	35	40	49	n/a	n/a	n/a	n/a	n/a	n/a
Birch Ward	34	31	40	n/a	n/a	n/a	n/a	n/a	n/a
35-49	34	36	44	45	50	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: 32 Councils asked group: 8

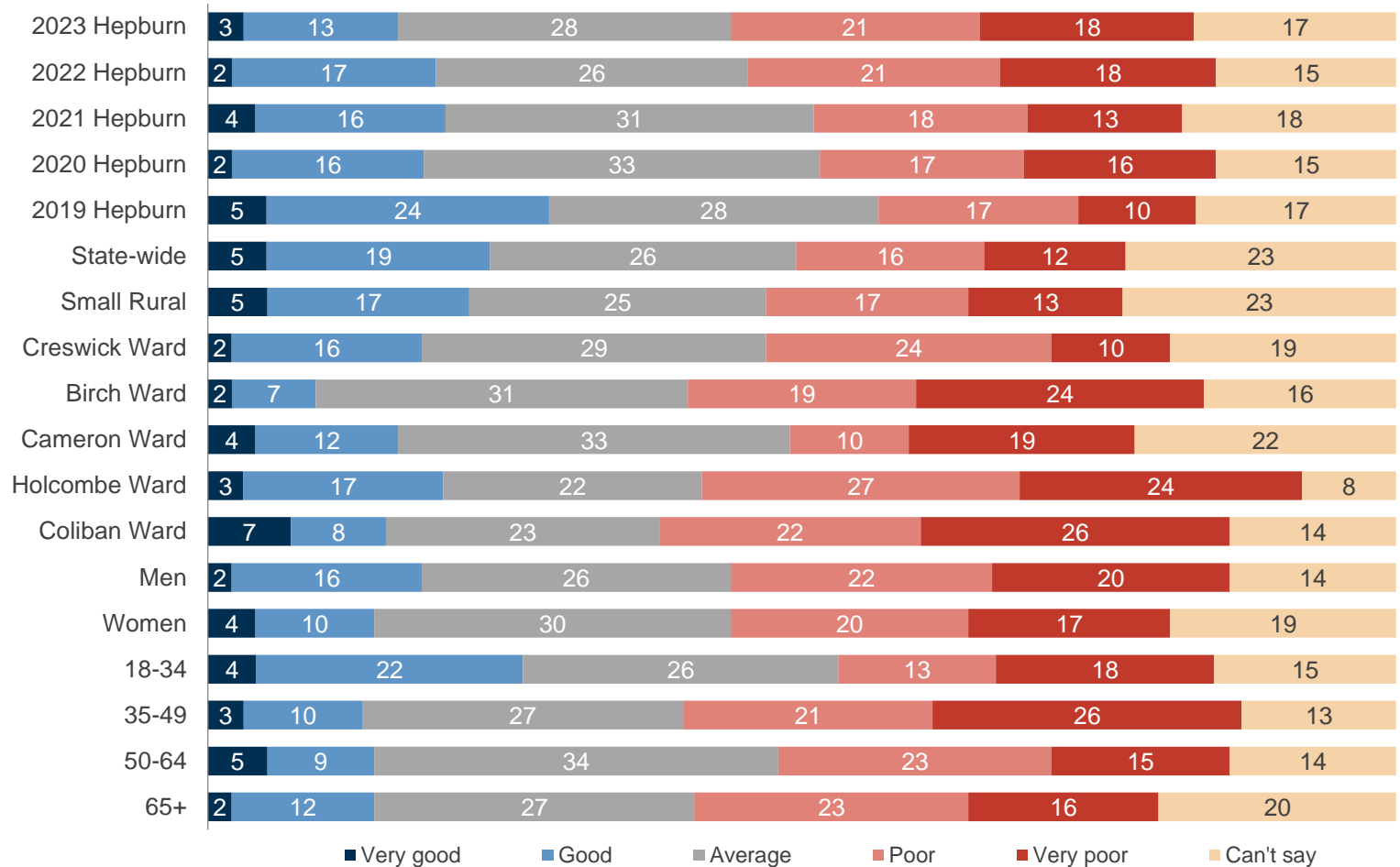
Note: Please see Appendix A for explanation of significant differences.



# Planning and building permits performance



2023 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: 32 Councils asked group: 8



# Environmental sustainability importance



2023 environmental sustainability importance (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014
Women	78▲	80	82	81	80	n/a	n/a	n/a	n/a
35-49	74	67	79	78	79	n/a	n/a	n/a	n/a
Holcombe Ward	74	77	80	n/a	n/a	n/a	n/a	n/a	n/a
18-34	73	74	81	70	76	n/a	n/a	n/a	n/a
Birch Ward	73	71	81	n/a	n/a	n/a	n/a	n/a	n/a
Coliban Ward	73	77	81	n/a	n/a	n/a	n/a	n/a	n/a
50-64	71	73	74	79	77	n/a	n/a	n/a	n/a
Hepburn	71	72	75	74	75	n/a	n/a	n/a	n/a
State-wide	70	73	74	74	74	73	72	73	73
Cameron Ward	69	73	69	n/a	n/a	n/a	n/a	n/a	n/a
Creswick Ward	69	67	68	n/a	n/a	n/a	n/a	n/a	n/a
65+	69	73	72	71	71	n/a	n/a	n/a	n/a
Small Rural	67▼	70	71	70	72	70	70	74	77
Men	64▼	63	69	68	70	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: 28 Councils asked group: 4

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

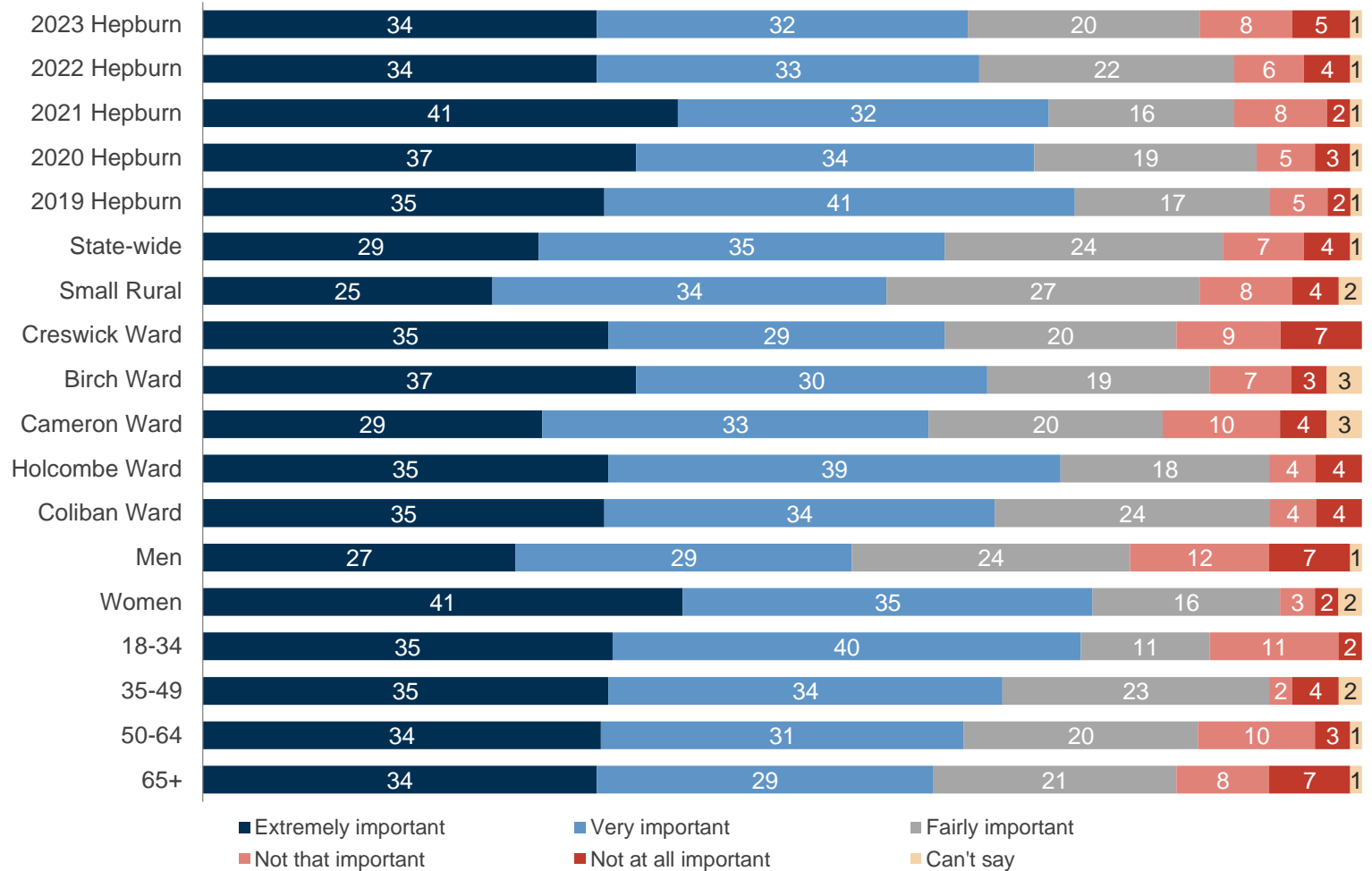




# Environmental sustainability importance



2023 environmental sustainability importance (%)



Q1. Firstly, how important should 'Environmental sustainability' be as a responsibility for Council?  
 Base: All respondents. Councils asked State-wide: 28 Councils asked group: 4



# Environmental sustainability performance



2023 environmental sustainability performance (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014
State-wide	60▲	61	62	60	62	63	64	63	64
Small Rural	59▲	59	61	57	59	62	63	61	63
35-49	59	53	54	53	61	n/a	n/a	n/a	n/a
Cameron Ward	59	62	64	n/a	n/a	n/a	n/a	n/a	n/a
18-34	58	55	61	52	57	n/a	n/a	n/a	n/a
Creswick Ward	57	55	55	n/a	n/a	n/a	n/a	n/a	n/a
Women	57	51	56	49	58	n/a	n/a	n/a	n/a
Coliban Ward	57	50	55	n/a	n/a	n/a	n/a	n/a	n/a
Holcombe Ward	57	55	50	n/a	n/a	n/a	n/a	n/a	n/a
Hepburn	56	54	55	50	59	n/a	n/a	n/a	n/a
Men	54	57	54	51	61	n/a	n/a	n/a	n/a
65+	54	54	55	51	62	n/a	n/a	n/a	n/a
50-64	54	53	54	45	56	n/a	n/a	n/a	n/a
Birch Ward	48▼	47	55	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: 39 Councils asked group: 8

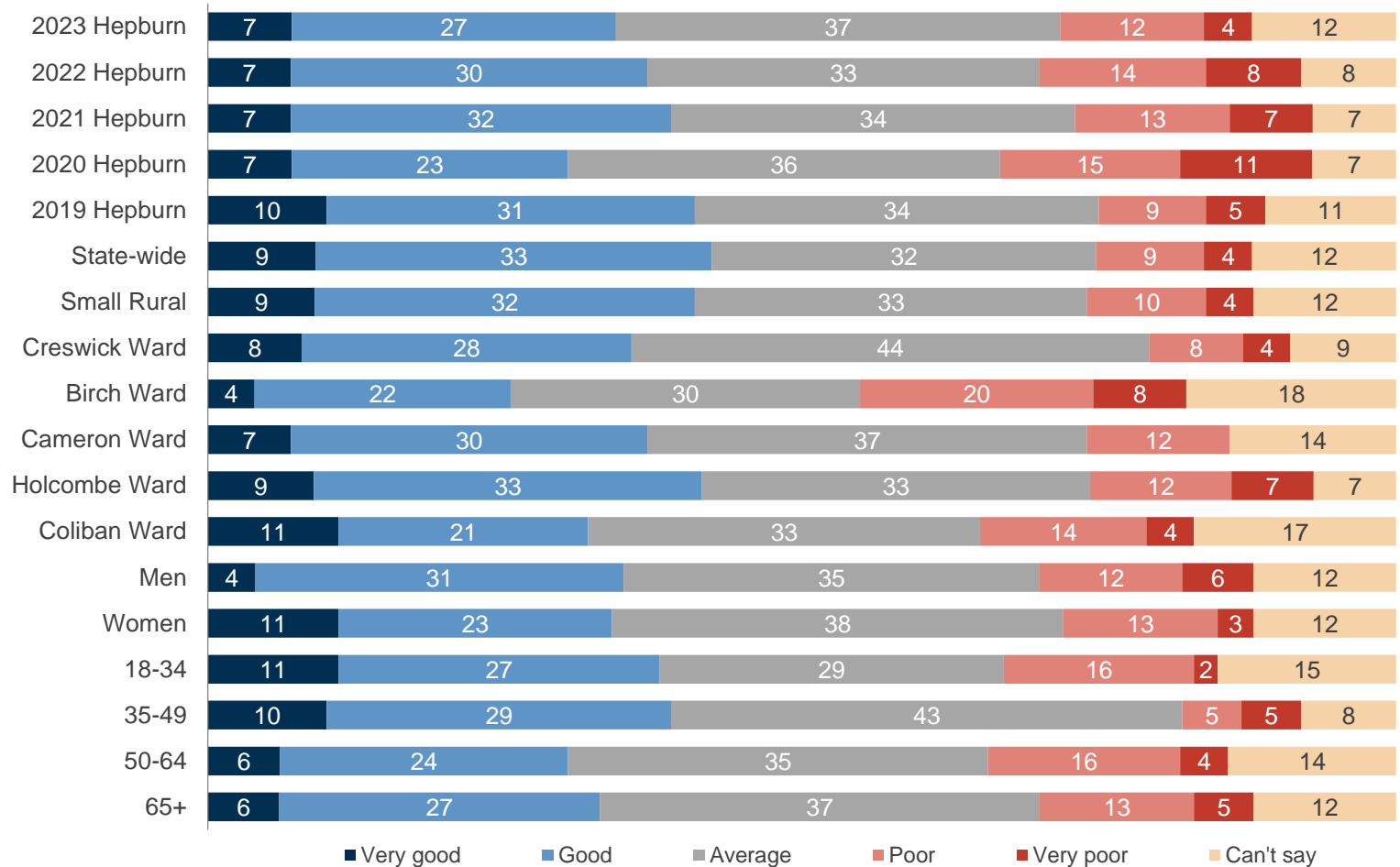
Note: Please see Appendix A for explanation of significant differences.



# Environmental sustainability performance



2023 environmental sustainability performance (%)



Q2. How has Council performed on 'Environmental sustainability' over the last 12 months?  
 Base: All respondents. Councils asked State-wide: 39 Councils asked group: 8



# Roadside slashing and weed control importance



2023 roadside slashing and weed control importance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014
50-64	85	83	84	81	79	n/a	n/a	n/a	n/a	n/a
35-49	85	83	82	80	80	n/a	n/a	n/a	n/a	n/a
Cameron Ward	85	86	87	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Women	84	82	83	82	79	n/a	n/a	n/a	n/a	n/a
Coliban Ward	84	81	83	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Creswick Ward	83	82	81	n/a	n/a	n/a	n/a	n/a	n/a	n/a
18-34	83	78	84	77	71	n/a	n/a	n/a	n/a	n/a
Hepburn	82	81	82	80	78	n/a	n/a	n/a	n/a	n/a
Holcombe Ward	81	79	83	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Small Rural	81	81	82	80	76	76	76	n/a	77	n/a
Men	80	81	81	77	78	n/a	n/a	n/a	n/a	n/a
65+	80	81	80	80	80	n/a	n/a	n/a	n/a	n/a
State-wide	79	79	79	78	74	73	74	73	73	75
Birch Ward	78	80	78	n/a	n/a	n/a	n/a	n/a	n/a	n/a

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

Base: All respondents. Councils asked State-wide: 10 Councils asked group: 3

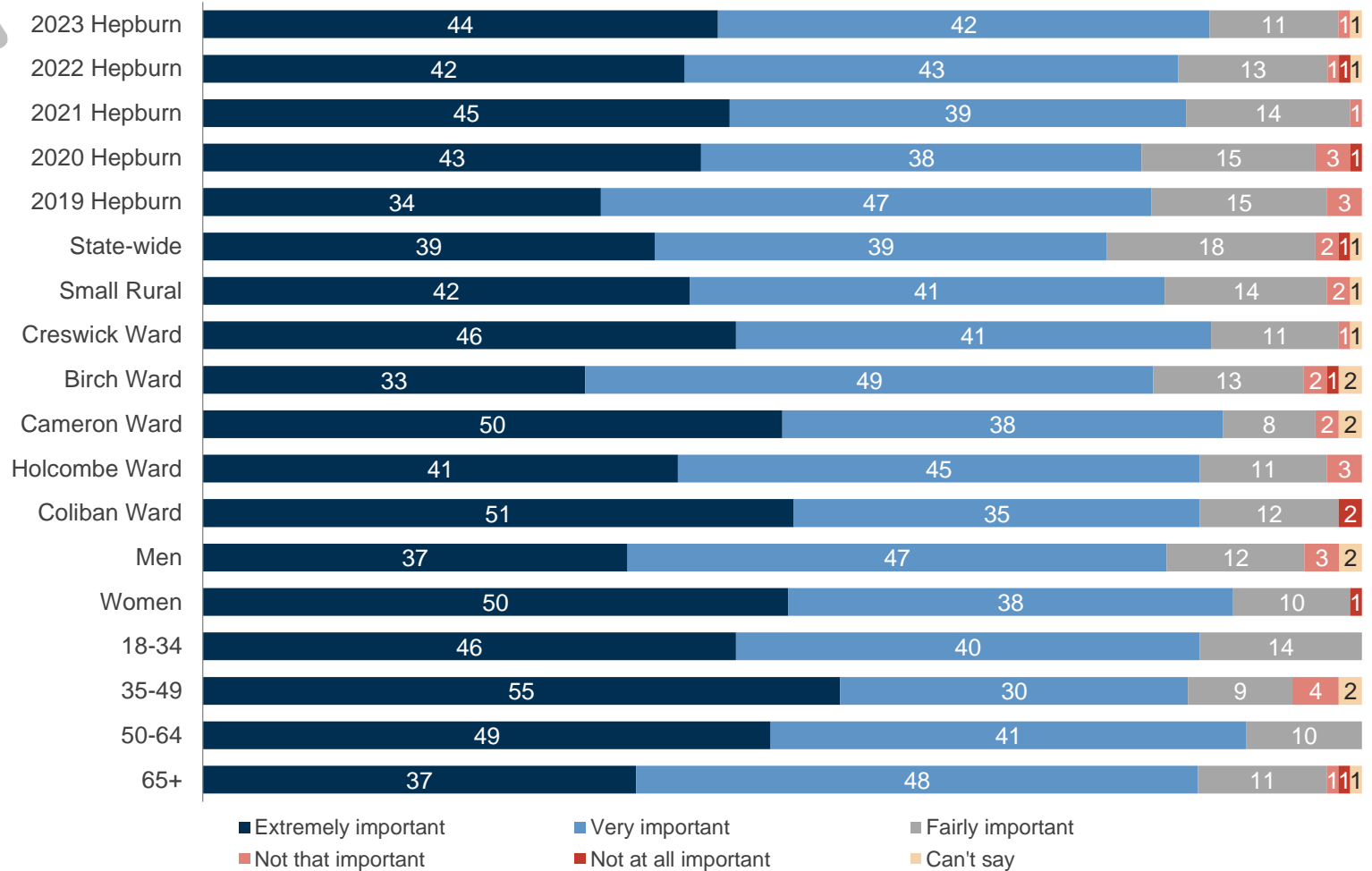
Note: Please see Appendix A for explanation of significant differences.



# Roadside slashing and weed control importance



2023 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: 10 Councils asked group: 3



# Roadside slashing and weed control performance



2023 roadside slashing and weed control performance (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014
Small Rural	50	49	48▲	55	54	51	51	52	n/a
State-wide	49	51	49	56	55	53	56	55	55
Coliban Ward	47	50	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Holcombe Ward	41	39	n/a	n/a	n/a	n/a	n/a	n/a	n/a
18-34	46	55	42	49	n/a	n/a	n/a	n/a	n/a
Women	43	45	36	48	n/a	n/a	n/a	n/a	n/a
65+	43	40	37	48	n/a	n/a	n/a	n/a	n/a
Hepburn	42	44	37	48	n/a	n/a	n/a	n/a	n/a
Birch Ward	41	51	n/a	n/a	n/a	n/a	n/a	n/a	n/a
35-49	36	49	38	51	n/a	n/a	n/a	n/a	n/a
50-64	42	38	32	46	n/a	n/a	n/a	n/a	n/a
Creswick Ward	40	43	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Cameron Ward	43	35	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	40	43	37	49	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: 14 Councils asked group: 6

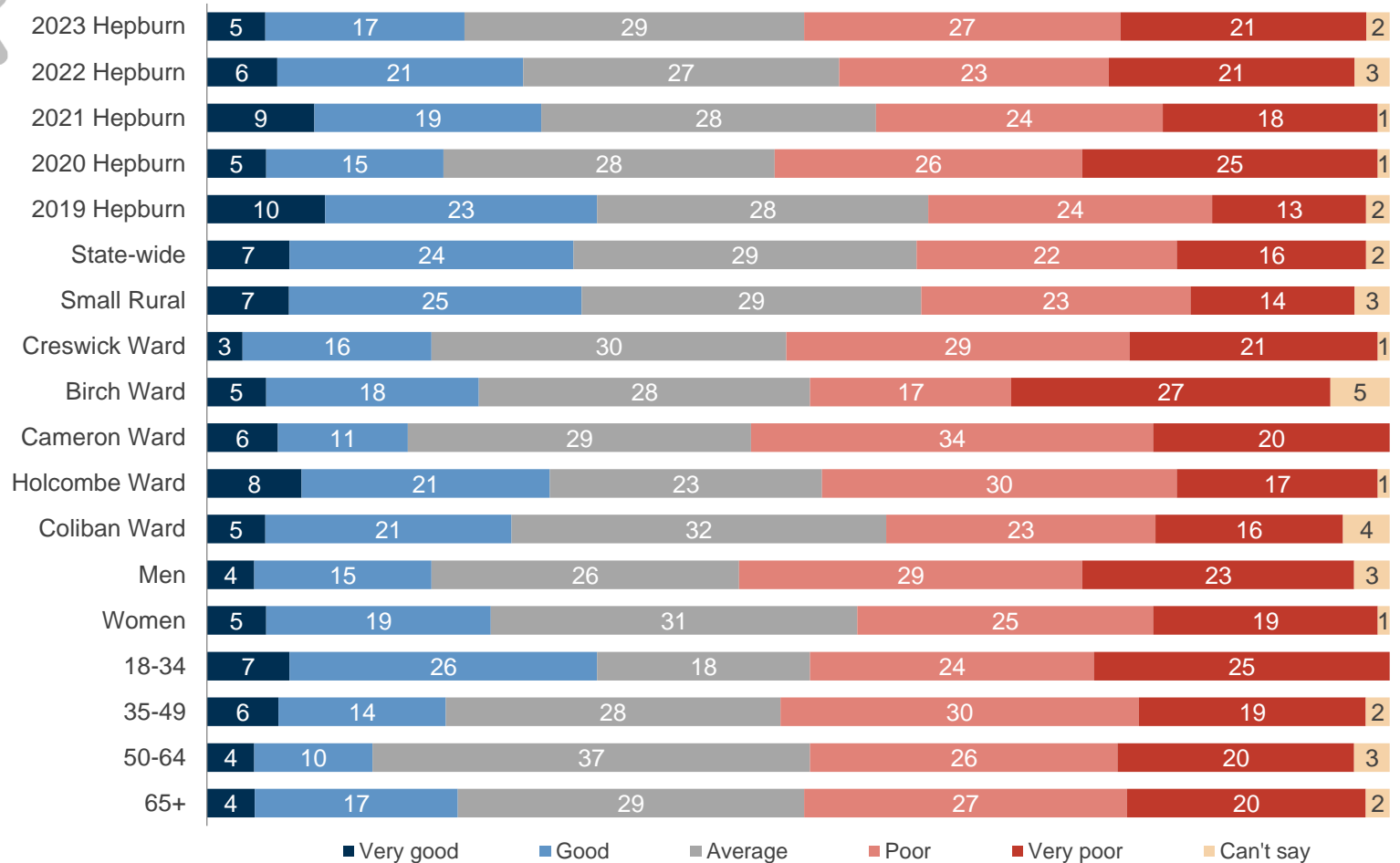
Note: Please see Appendix A for explanation of significant differences.



# Roadside slashing and weed control performance



2023 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: 14 Councils asked group: 6



# Business and community development importance



2023 business/community development importance (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014
Women	69▲	70	70	69	71	n/a	n/a	n/a	n/a
18-34	69	74	71	71	72	n/a	n/a	n/a	n/a
State-wide	68▲	70	70	69	69	69	70	70	69
Coliban Ward	67	67	70	n/a	n/a	n/a	n/a	n/a	n/a
35-49	66	65	71	70	75	n/a	n/a	n/a	n/a
Holcombe Ward	66	65	66	n/a	n/a	n/a	n/a	n/a	n/a
50-64	66	67	67	68	68	n/a	n/a	n/a	n/a
Creswick Ward	66	68	67	n/a	n/a	n/a	n/a	n/a	n/a
Hepburn	65	67	67	68	70	n/a	n/a	n/a	n/a
Small Rural	65	68	69	68	70	n/a	n/a	n/a	71
Cameron Ward	64	70	66	n/a	n/a	n/a	n/a	n/a	n/a
Birch Ward	63	65	67	n/a	n/a	n/a	n/a	n/a	n/a
65+	63	65	64	65	65	n/a	n/a	n/a	n/a
Men	61	63	64	66	68	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: 9 Councils asked group: 1

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

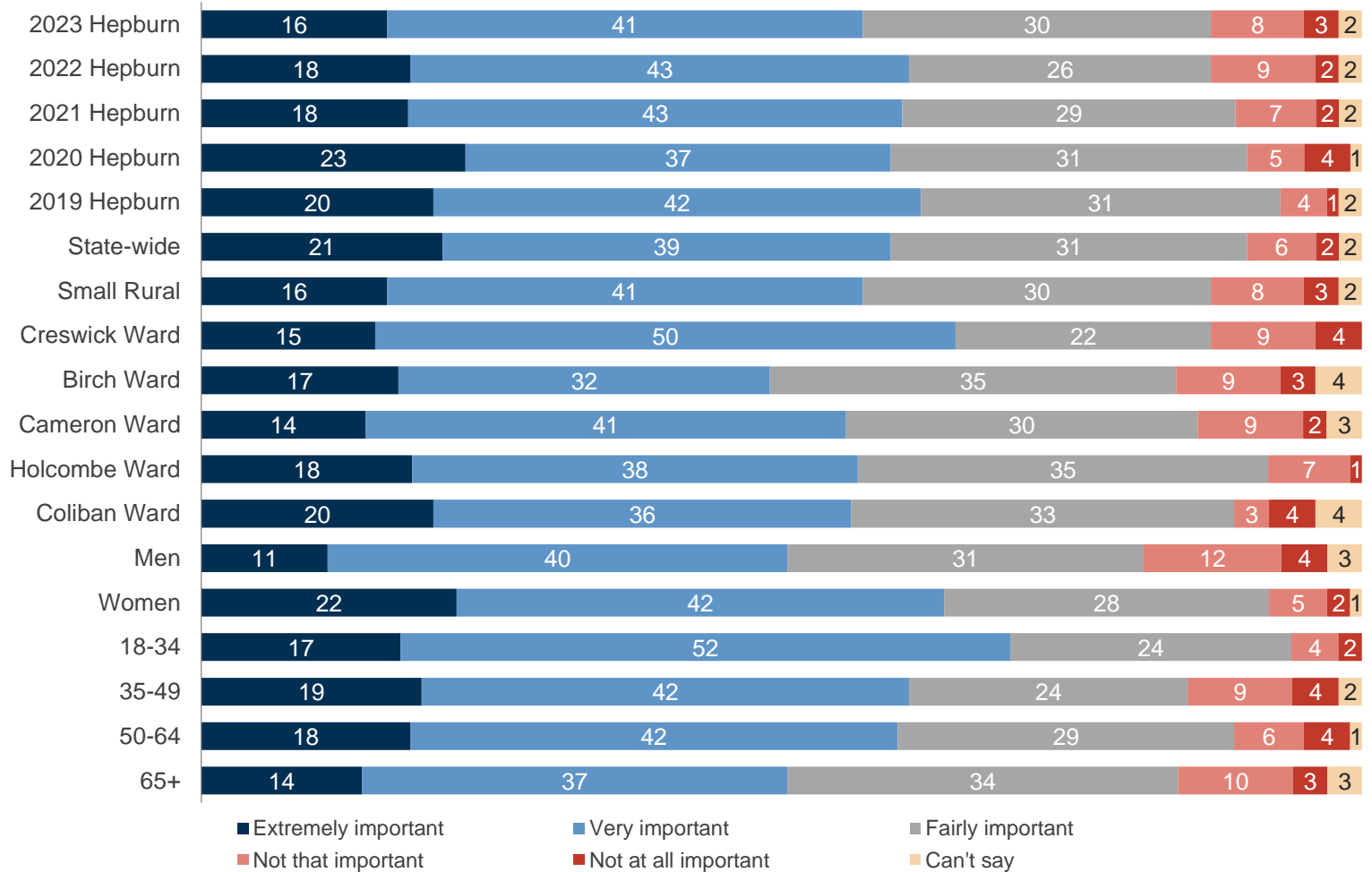




# Business and community development importance



2023 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: 9 Councils asked group: 1



# Business and community development performance



2023 business/community development performance (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014
18-34	60	49	59	66	66	n/a	n/a	n/a	n/a
State-wide	57▲	58	60	59	61	60	60	60	62
Cameron Ward	57	62	59	n/a	n/a	n/a	n/a	n/a	n/a
Women	57	52	58	56	61	n/a	n/a	n/a	n/a
Small Rural	55	57	58	57	60	61	65	62	61
Coliban Ward	54	54	60	n/a	n/a	n/a	n/a	n/a	n/a
Hepburn	54	51	55	55	60	n/a	n/a	n/a	n/a
Creswick Ward	53	53	57	n/a	n/a	n/a	n/a	n/a	n/a
50-64	53	49	53	50	58	n/a	n/a	n/a	n/a
Holcombe Ward	53	49	51	n/a	n/a	n/a	n/a	n/a	n/a
65+	53	53	54	52	61	n/a	n/a	n/a	n/a
35-49	52	52	56	54	58	n/a	n/a	n/a	n/a
Birch Ward	52	44	51	n/a	n/a	n/a	n/a	n/a	n/a
Men	51	50	52	53	60	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: 14 Councils asked group: 2

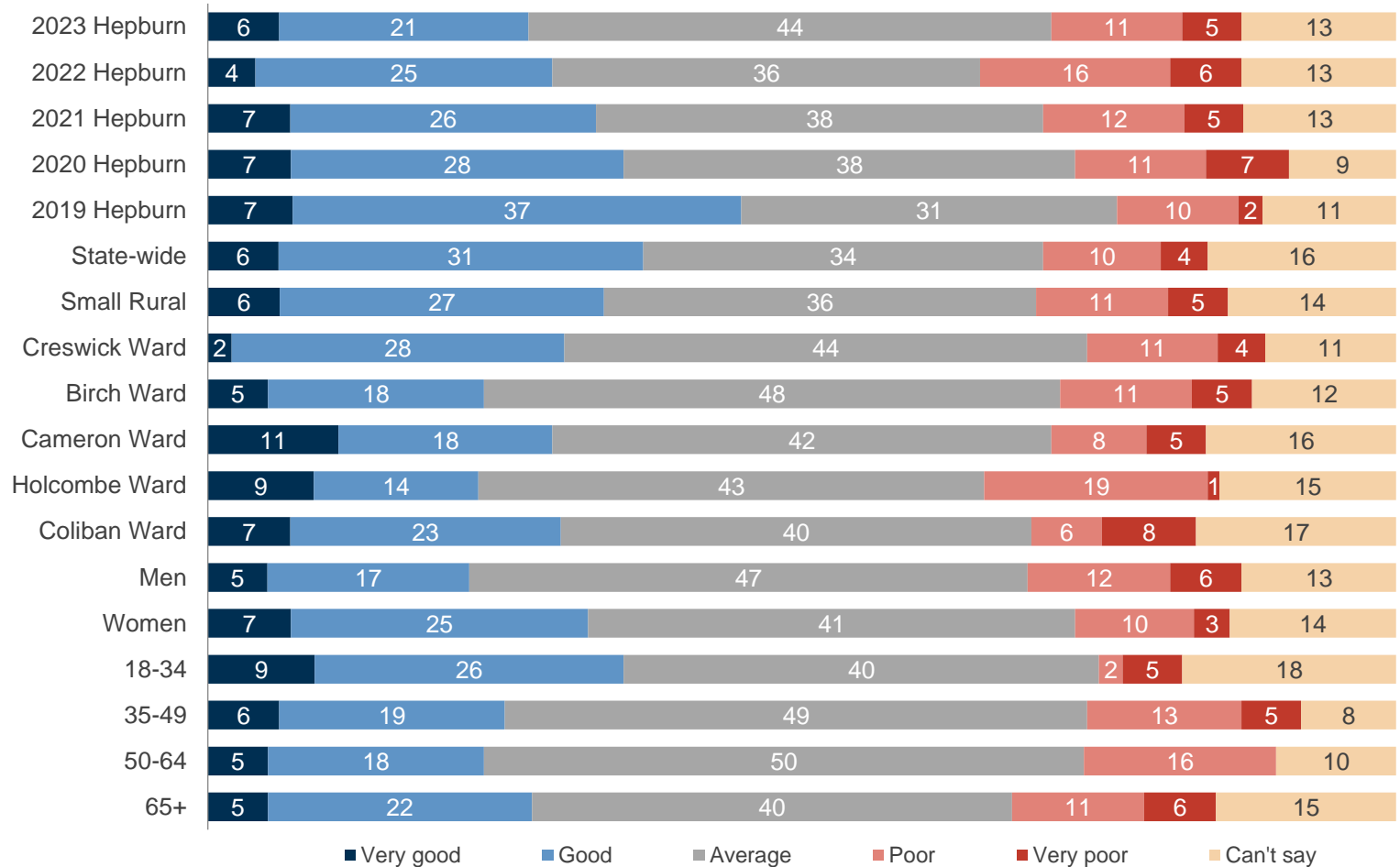
Note: Please see Appendix A for explanation of significant differences.



# Business and community development performance



2023 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: 14 Councils asked group: 2



# Tourism development importance



2023 tourism development importance (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014
Women	62	61	59	62	n/a	n/a	n/a	n/a	n/a
Coliban Ward	62	57	n/a	n/a	n/a	n/a	n/a	n/a	n/a
18-34	61	53	54	59	n/a	n/a	n/a	n/a	n/a
35-49	61	60	59	62	n/a	n/a	n/a	n/a	n/a
State-wide	60	62	63	59	61	62	63	65	65
Creswick Ward	60	58	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Holcombe Ward	59	49	57	n/a	n/a	n/a	n/a	n/a	n/a
50-64	59	56	61	59	60	n/a	n/a	n/a	n/a
Hepburn	58	58	60	58	61	n/a	n/a	n/a	n/a
Small Rural	58	63	64	58	64	n/a	n/a	n/a	72
Birch Ward	56	65	57	n/a	n/a	n/a	n/a	n/a	n/a
65+	56	59	57	60	63	n/a	n/a	n/a	n/a
Men	55	55	58	58	60	n/a	n/a	n/a	n/a
Cameron Ward	55	63	60	n/a	n/a	n/a	n/a	n/a	n/a

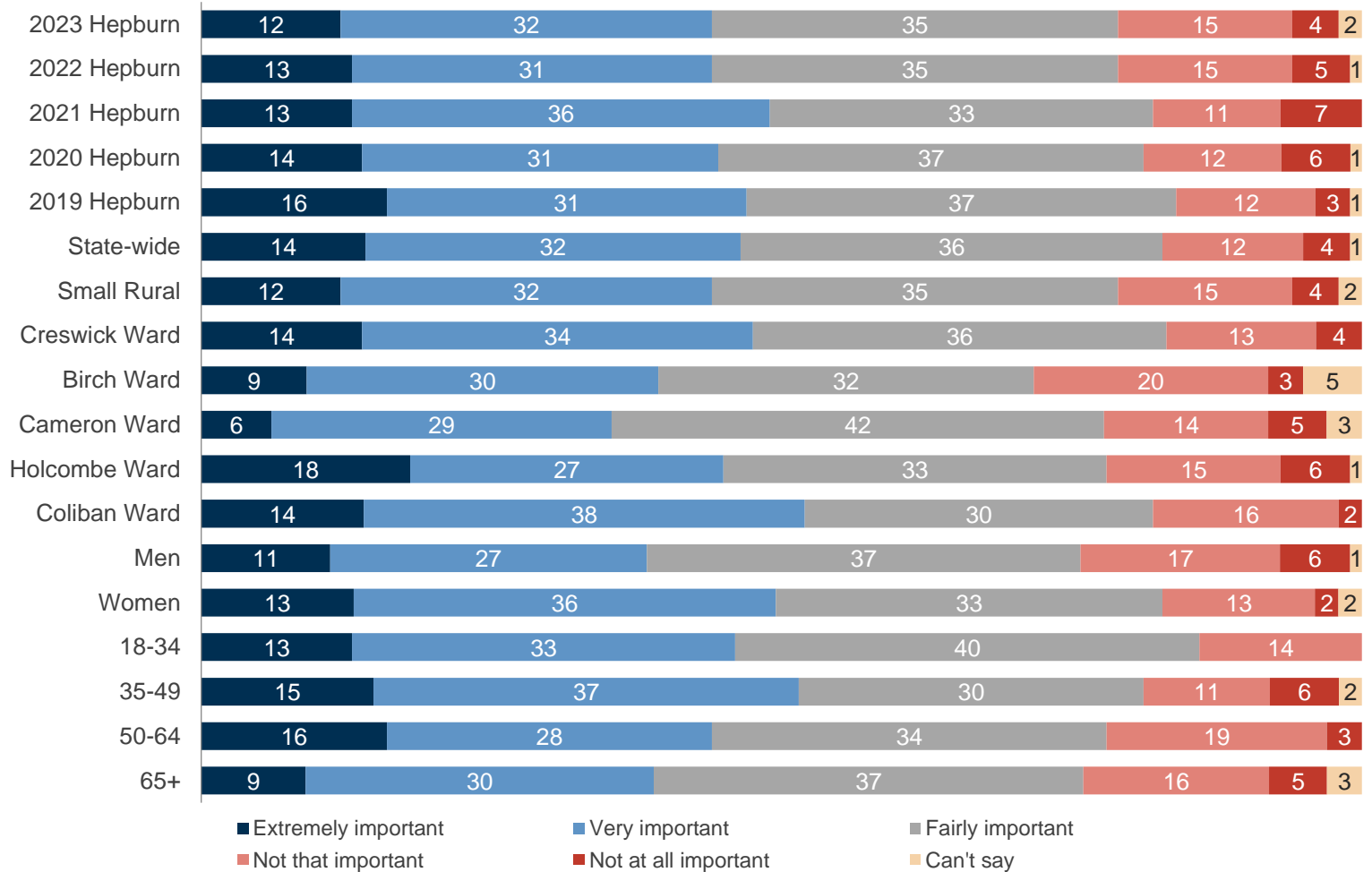
Q1. Firstly, how important should 'Tourism development' be as a responsibility for Council?  
 Base: All respondents. Councils asked State-wide: 8 Councils asked group: 2  
 Note: Please see Appendix A for explanation of significant differences.



# Tourism development importance



2023 tourism development importance (%)



Q1. Firstly, how important should 'Tourism development' be as a responsibility for Council?  
 Base: All respondents. Councils asked State-wide: 8 Councils asked group: 2



# Tourism development performance



2023 tourism development performance (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014
Coliban Ward	67	63	59	n/a	n/a	n/a	n/a	n/a	n/a
Holcombe Ward	65	70	60	n/a	n/a	n/a	n/a	n/a	n/a
Women	64	64	65	66	69	n/a	n/a	n/a	n/a
18-34	64	61	61	58	73	n/a	n/a	n/a	n/a
Birch Ward	64	63	67	n/a	n/a	n/a	n/a	n/a	n/a
Cameron Ward	63	65	65	n/a	n/a	n/a	n/a	n/a	n/a
50-64	63	64	61	63	69	n/a	n/a	n/a	n/a
35-49	62	66	69	70	69	n/a	n/a	n/a	n/a
Hepburn	62	63	63	63	69	n/a	n/a	n/a	n/a
65+	61	62	62	61	68	n/a	n/a	n/a	n/a
State-wide	61	60	62	62	63	63	63	63	64
Small Rural	61	62	63	63	66	67	67	64	63
Men	60	62	61	60	69	n/a	n/a	n/a	n/a
Creswick Ward	58	59	62	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

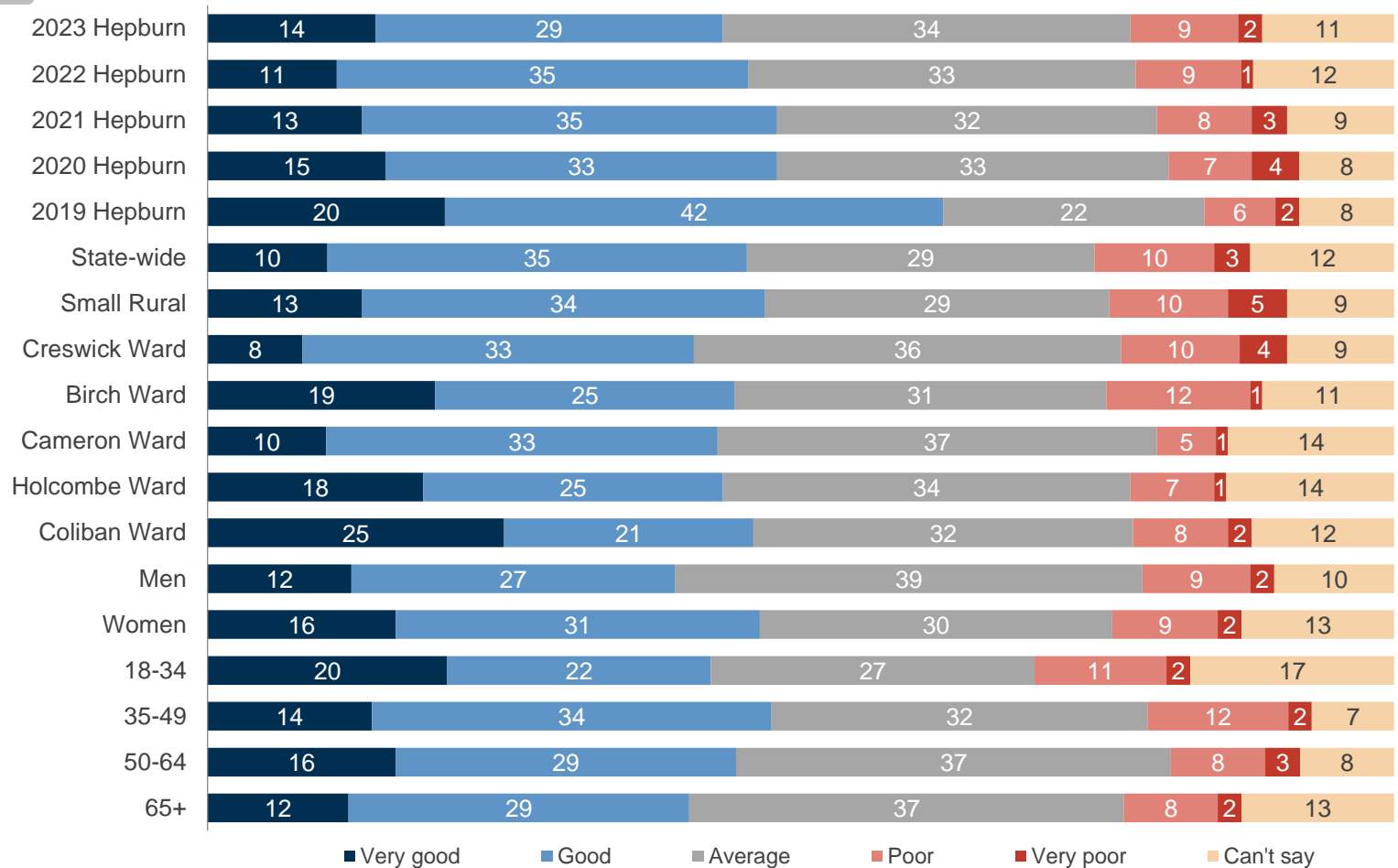
Note: Please see Appendix A for explanation of significant differences.



# Tourism development performance



2023 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



# **Detailed demographics**

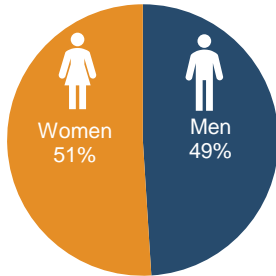




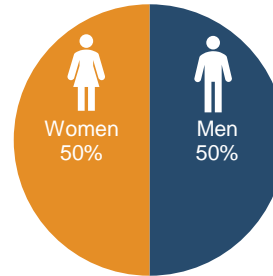
# Gender and age profile

## 2023 gender

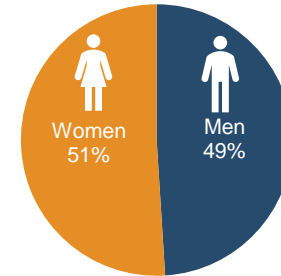
Hepburn



Small Rural

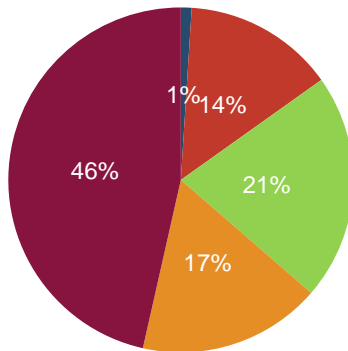


State-wide

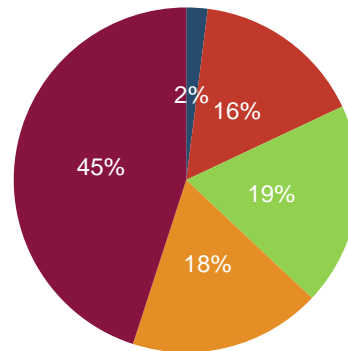


## 2023 age

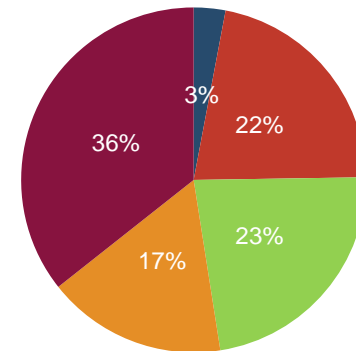
Hepburn



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 2023 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	184	195	+/-7.2
Women	216	205	+/-6.6
Creswick Ward	140	139	+/-8.3
Birch Ward	82	80	+/-10.9
Cameron Ward	67	71	+/-12.0
Holcombe Ward	64	63	+/-12.3
Coliban Ward	47	47	+/-14.4
18-34 years	45	61	+/-14.7
35-49 years	63	84	+/-12.4
50-64 years	79	69	+/-11.1
65+ years	213	186	+/-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:

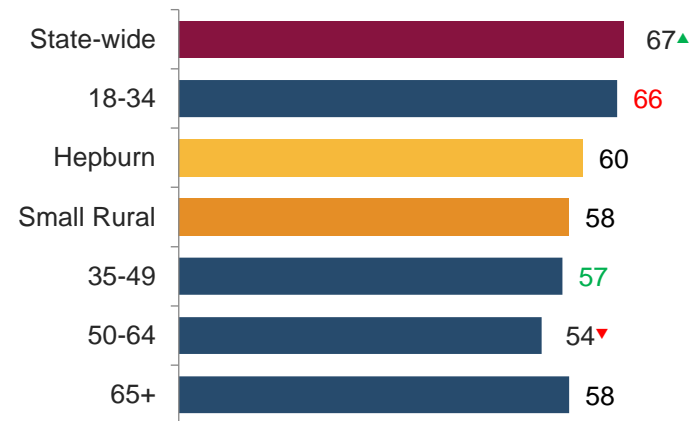
- ▲ The state-wide result is significantly higher than the overall result for the council.
- ▼ The result among 50-64 year olds is significantly lower than for the overall result for the council.

Further, results shown in green and red indicate significantly higher or lower results than in 2022.

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 2022.
- The result among 18-34 year olds in the council is **significantly lower** than the result achieved among this group in 2022.

**2023 overall performance (index scores)  
(example extract only)**





## 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.



# **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 2023 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

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The 2023 results are compared with previous years, as detailed below:

- 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.
- 2015, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2014, n=400 completed interviews, conducted in the period of 31<sup>st</sup> January – 11<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 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 across four quarters from 16<sup>th</sup> June 2022 – 19<sup>th</sup> March 2023.



## Appendix B: Analysis and reporting

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All participating councils are listed in the State-wide report published on the DELWP website. In 2023, 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 2012-2023 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 2023 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

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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 2012-2023 have been made throughout this report as appropriate.



## 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 2023 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 2023 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 2023 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:** 2023 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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[mzucker@jwsresearch.com](mailto:mzucker@jwsresearch.com)

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

