



**LOCAL GOVERNMENT COMMUNITY SATISFACTION SURVEY
CENTRAL GOLDFIELDS SHIRE COUNCIL**

2018 RESEARCH REPORT

**COORDINATED BY THE DEPARTMENT OF ENVIRONMENT, LAND, WATER AND
PLANNING ON BEHALF OF VICTORIAN COUNCILS**



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OVERALL COUNCIL PERFORMANCE

Results shown are index scores out of 100.

BACKGROUND AND OBJECTIVES

Welcome to the report of results and recommendations for the 2018 State-wide Local Government Community Satisfaction Survey for Central Goldfields Shire Council.

Each year Local Government Victoria (LGV) coordinates and auspices this State-wide Local Government Community Satisfaction Survey throughout Victorian local government areas. This coordinated approach allows for far more cost effective surveying than would be possible if councils commissioned surveys individually.

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.

The main objectives of the survey are to assess the performance of Central Goldfields Shire Council across a range of measures and to seek insight into ways to provide improved or more effective service delivery. The survey also provides councils with a means to fulfil some of their statutory reporting requirements as well as acting as a feedback mechanism to LGV.

SURVEY METHODOLOGY AND SAMPLING

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

Survey sample matched to the demographic profile of Central Goldfields Shire Council as determined by the most recent ABS population estimates was purchased from an accredited supplier of publicly available phone records, including up to 40% mobile phone numbers to cater to the diversity of residents within Central Goldfields Shire Council, particularly younger people.

A total of n=400 completed interviews were achieved in Central Goldfields Shire Council. Survey fieldwork was conducted in the period of 1st February – 30th March, 2018.

The 2018 results are compared with previous years, as detailed below:

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

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

SURVEY METHODOLOGY AND SAMPLING

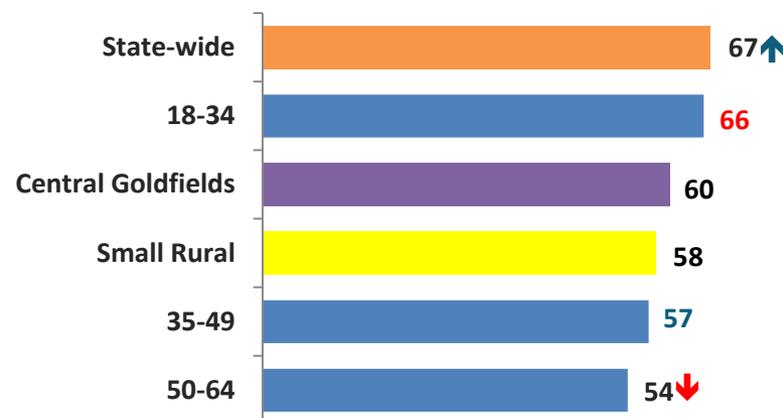
Within tables and index score charts throughout this report, statistically significant differences at the 95% confidence level are represented by upward directing blue and downward directing red arrows. Significance when noted indicates a significantly higher or lower result for the analysis group in 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 blue and red indicate significantly higher or lower results than in 2017. 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 2017.
- The result among 18-34 year olds in the council is significantly lower than the result achieved among this group in 2017.

Overall Performance – Index Scores (example extract only)



FURTHER INFORMATION

Further information about the report and explanations about the State-wide Local Government Community Satisfaction Survey can be found in [Appendix B](#), including:

- [Background and objectives](#)
- [Margins of error](#)
- [Analysis and reporting](#)
- [Glossary of terms](#)

Contacts

For further queries about the conduct and reporting of the 2018 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on (03) 8685 8555.



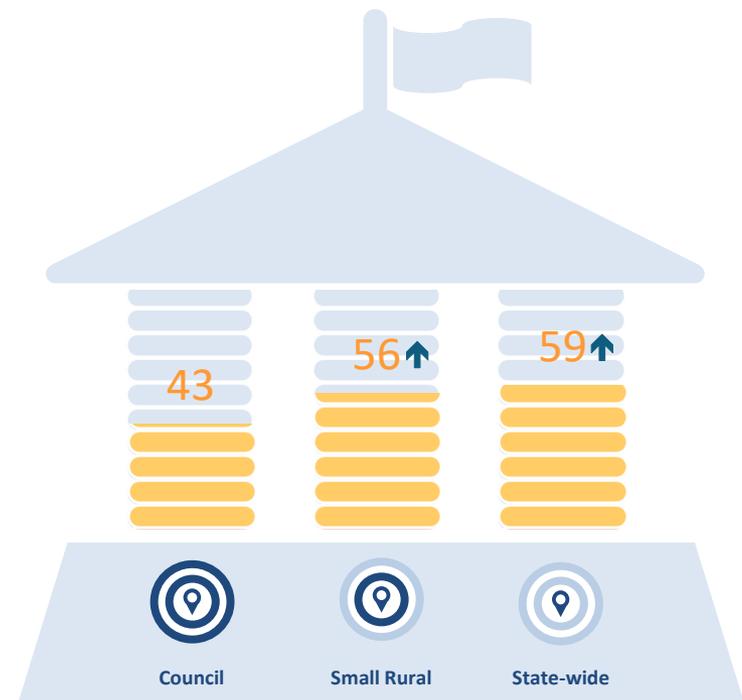
KEY FINDINGS & RECOMMENDATIONS

OVERALL PERFORMANCE

The **overall performance index score of 43 is significantly lower than the 2017 result**, decreasing by nine index points over the past year. Council's overall performance ratings have declined by more than 20 points since 2015, with the greatest declines occurring between 2016 and 2018.

- Central Goldfields Shire Council's overall performance is rated statistically **significantly lower** (at the 95% confidence interval) **than the average rating for councils State-wide and in the Small Rural group** (index scores of 59 and 56 respectively).
- **Residents aged 35 to 49 years** (index score of 34) are **significantly less favourable** in their view of Council's overall performance than residents overall. Conversely, **residents aged 65+ years** (index score of 48) have the **most favourable impressions** of Council despite their impressions having declined by eleven index points in the past year.
- All groups rate Council **significantly lower** in 2018 than in 2017 with the exception of residents aged 18 to 34 years (index score of 47, four points lower than 2017), who experienced more modest declines in their impression of Council.

More residents rate Central Goldfields Shire Council's overall performance as 'poor' (23%) or 'very poor' (15%) than 'very good' (3%) or 'good' (20%). A further 35% sit mid-scale providing an 'average' rating.



OVERALL COUNCIL PERFORMANCE

Results shown are index scores out of 100.

OVERVIEW OF CORE PERFORMANCE MEASURES

Review of the core performance measures (as shown on page 18) shows that Central Goldfields Shire Council's **performance declined significantly on most measures** compared to Council's 2017 results. With the exception of sealed local roads, core performance measures have declined by ten to twenty index points each since 2012.

- In addition to overall performance, Council's ratings *declined significantly* in the areas of **consultation and engagement** (index score of 45), **lobbying** (index score of 44), and **community decisions** (index score of 42) in the past year. All sub-groups rate Council lower on each measure in 2018 than in 2017.
- Perceptions of **sealed local roads** (index score of 48) decreased slightly, by three index points, in the past year. Perceptions of sealed local roads are at their lowest point since 2014 though decreases in this area have been more modest in comparison to other measures.
- While performance ratings for **customer service** (index score of 67 in 2017 and 66 in 2018) and **overall direction** (index score 46 in 2017 and 47 in 2018) stabilised in the past year, ratings remain significantly lower than results achieved in these areas between 2012 and 2016.
- Council's results are *significantly lower* than **State-wide averages for councils** on all core measures with the exception of customer service. Results are *significantly lower* than the **average ratings for the Small Rural group** on most measures with the exception of sealed roads, customer service and overall direction.

CUSTOMER CONTACT AND SERVICE

More than half (54%) of Central Goldfields Shire Council residents have had recent contact with Council. Residents aged 50 to 64 years are most likely to have contacted Council (59%), while residents aged 18 to 34 years (49%) are least likely to have contacted Council in the past year.

Customer service, with an index score of 66, is Central Goldfields Shire Council's best performing area and remains a **positive result** for Council despite previous years' ratings losses. Perceptions of customer service have stabilised in the past two years (index score of 67) but remain ten points lower than 2012-2013 levels (index score of 76 in both years).

- Indeed, customer service was one of the most frequently mentioned best things about Council (mentioned by 8% of residents).
- In the area of **customer service**, Central Goldfields Shire Council is **similar to** the State-wide and Small Rural group averages for councils (index scores of 70 and 69 respectively).
- A third (30%) rate Council's customer service as 'very good' and 29% rate customer service as 'good', generally consistent with 2017.

- All sub-groups have declined in their perceptions of customer service since 2012, with the most significant decline occurring among residents aged 35 to 49 years, who rated Council lowest on this measure in 2018.

Newsletters sent via mail (31%) and advertisements in a local newspaper (25%) are the preferred way for Council to inform residents about news, information and upcoming events. **Demand for mailed newsletters declined** (declining six percentage points in the past year), **while preferences for advertisements in local newspapers is increasing** (increasing five percentage points).

- Adults aged under 50 years are behind decreases in demand for mailed communications. They are 11 points less likely than previously to want to receive a newsletter via mail (26%, from 37% in 2017), though a print newsletter remains their preferred method of communication.
- Adults aged over 50 years still prefer mailed communications (34%, from 37% in 2017), though the popularity of local advertising has also increased among this group (27%, from 21% in 2017).

AREAS IN NEED OF ATTENTION

The most significant ratings declines in 2018 were in the areas of **community consultation, lobbying, and community decisions**, each of which declined by nine index points between 2017 and 2018. Ratings for each are at their lowest point since 2012. Ratings are *significantly lower* than **Small Rural group** averages for all three measures.

Council is rated lowest of all in the area of **making community decisions** (index score of 42). Ratings have declined significantly each year between 2015 and 2018, starting from a high of 64 index points in 2015.

- Indeed 11% of residents mention decision making processes as an area **in need of improvement**.
- Two in five residents rate Council performance in this service area as 'poor' (25%) or 'very poor' (13%) compared to one in five (21%) who rate it as 'very good' (3%) or 'good' (18%). A further 32% provide an 'average' rating. Negative ratings in this area have more than doubled since 2014 (14% 'poor' or 'very poor' in 2014).
- Some of this decline can be attributed to much more critical ratings on this issue from residents aged 50+ years in the past year, though ratings have decreased across *all* sub-groups over time.

Ratings have followed a similar course in the areas of **lobbying** (index score of 44) and **consultation and engagement** (index score of 45). Negative ratings, however, were most dramatic in the past year on these two measures:

- One-third of residents rate Council's performance in the area of **lobbying** as 'poor' (24%) or 'very poor' (8%) compared to 17% who rate it as 'very good' or 'good'. A further 31% provide an 'average' rating and 19% 'can't say'. Negative ratings are up from 20% in 2017.
- Two in five residents rate Council's performance in the area of **consultation and engagement** as 'poor' (27%) or 'very poor' (11%) compared to one-quarter who rate it as 'very good' (5%) or 'good' (20%). A further 27% provide an 'average' rating and 10% 'can't say'. Negative ratings have increased from 23% in 2017.
- In addition, 11% of residents mention community consultation as the area Council most needs to focus on with regards to improving its overall performance.

FOCUS AREAS FOR COMING 12 MONTHS

As a result of multi-year ratings declines, Council should look to improve performance across all service areas over the long-term. That said, in terms of priorities for the *coming 12 months*, Council should look to areas where current performance have reached historic lows – **lobbying, community consultation, and community decisions.**

- Again, significant declines have occurred over time across all sub-groups on these measures. Council should seek to strengthen relationships with all resident cohorts, rather than focusing on one demographic over another.
- Notwithstanding, it is still important to note that **residents aged 35 to 49 years** tend to rate Council lowest, in addition to having experienced significant declines, on most measures.

It is noted that (relative to other services areas), Council is **performing well in the area of customer service.** It is also performing in line with the average rating for the Small Rural group in the area of **sealed local roads.** However, historically, Council has achieved higher performance ratings on both measures, and so efforts should be made to ensure either does not deteriorate further.

FURTHER AREAS OF EXPLORATION

An approach we recommend is to further mine the survey data to better understand the profile of these over and under-performing demographic groups. This can be achieved via additional consultation and data interrogation, self-mining the SPSS data provided, or via the dashboard portal available to the council.

Please note that the category descriptions for the coded open ended responses are generic summaries only. We recommend further analysis of the detailed cross tabulations and the actual verbatim responses, with a view to understanding the responses of the key gender and age groups, especially any target groups identified as requiring attention.

A personal briefing by senior JWS Research representatives is also available to assist in providing both explanation and interpretation of the results. Please contact JWS Research on 03 8685 8555.

SNAPSHOT OF KEY FINDINGS

Higher results in 2018

(Significantly higher result than 2017)

- No significant change

Lower results in 2018

(Significantly lower result than 2017)

- Overall performance
- Community consultation
- Advocacy
- Community decisions

Most favourably disposed towards Council

- Aged 65+ years

Least favourably disposed towards Council

- Aged 35 to 49 years

A satellite night view of the United States, showing city lights and a network of glowing lines representing infrastructure or data connections. The text "SUMMARY OF FINDINGS" is overlaid in white on the left side of the image.

SUMMARY OF FINDINGS

2018 SUMMARY OF CORE MEASURES

INDEX SCORE RESULTS



Overall Performance



Community Consultation



Advocacy



Making Community Decisions



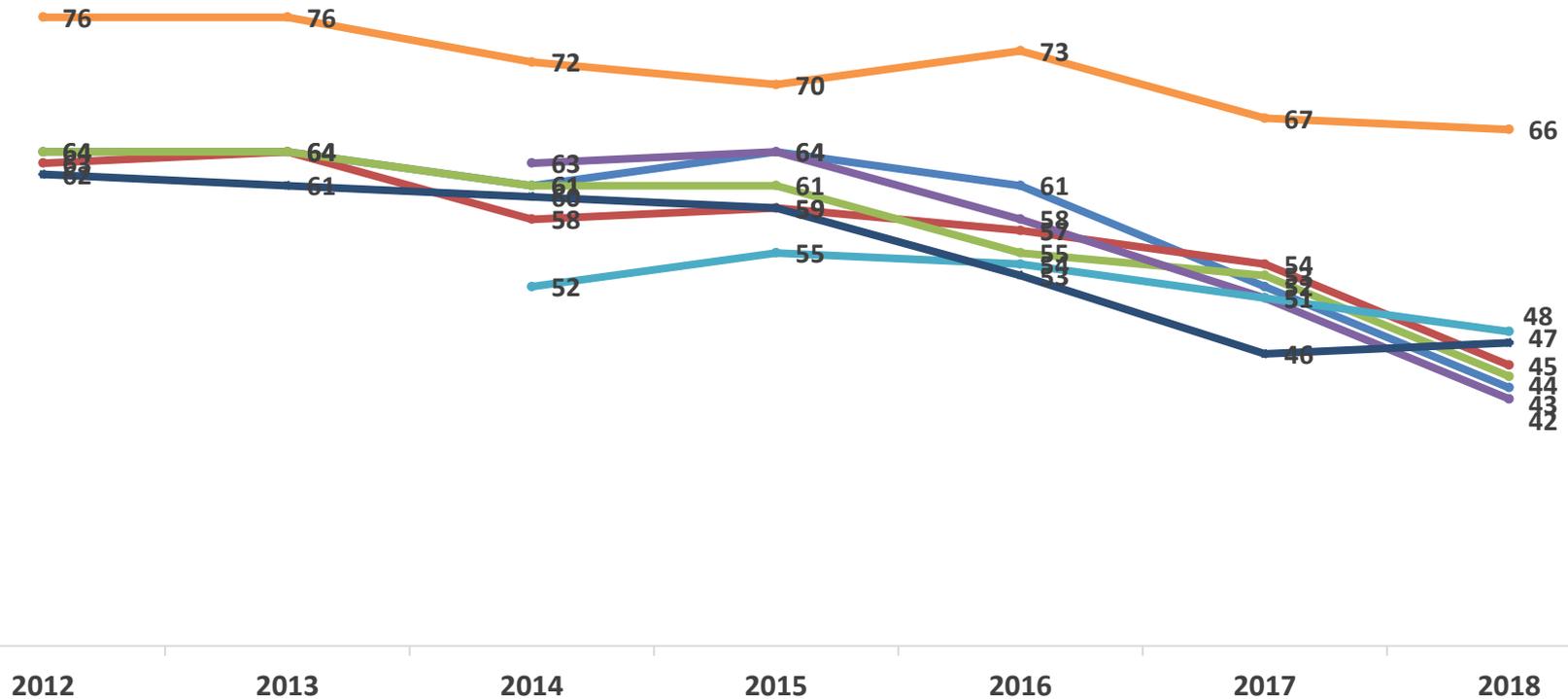
Sealed Local Roads



Customer Service



Overall Council Direction



2018 SUMMARY OF CORE MEASURES

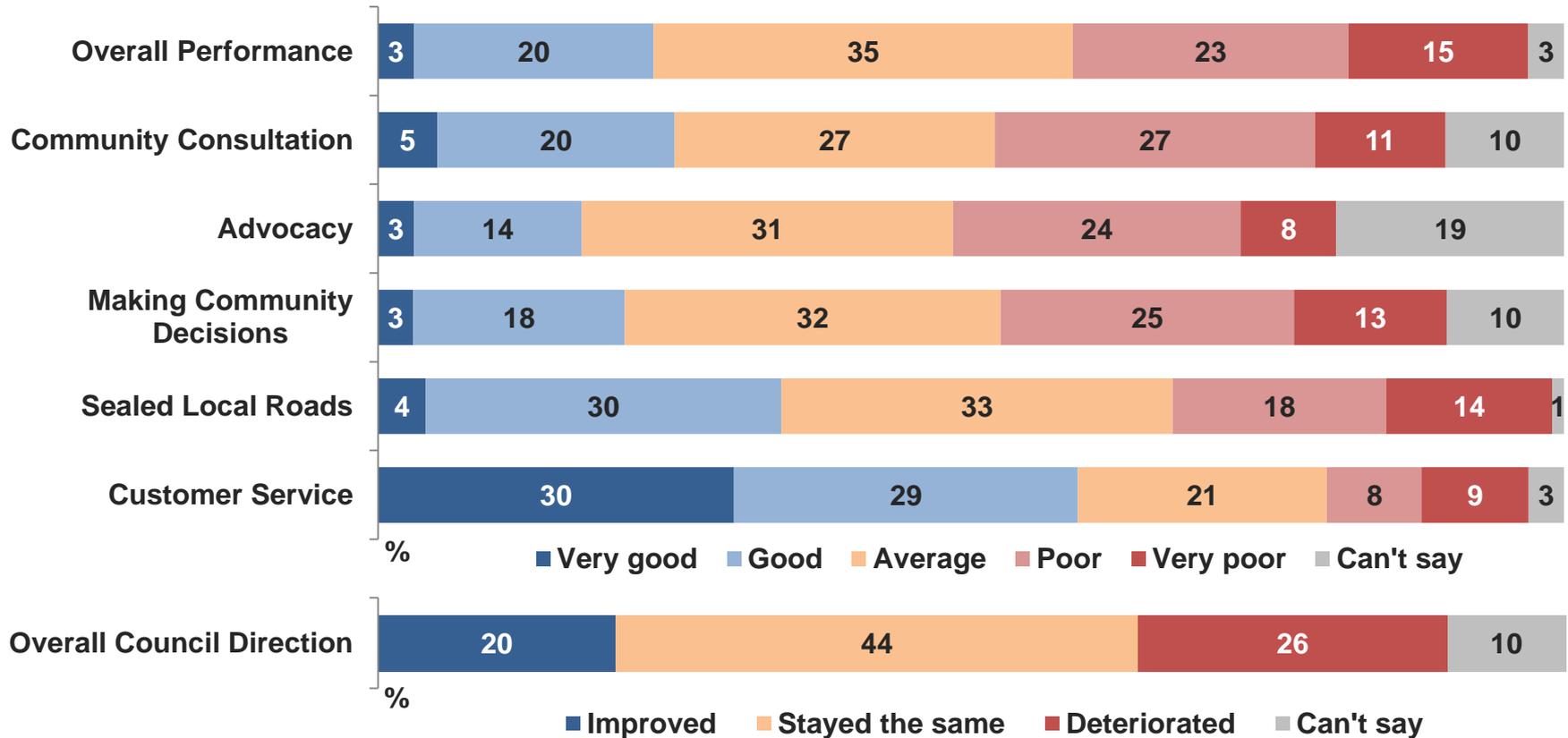
DETAILED ANALYSIS

Performance Measures	Central Goldfields 2018	Central Goldfields 2017	Small Rural 2018	State-wide 2018	Highest score	Lowest score
OVERALL PERFORMANCE	43	52	56	59	Aged 65+ years	Aged 35-49 years
COMMUNITY CONSULTATION (Community consultation and engagement)	45	54	54	55	Aged 65+ years	Aged 50-64 years
ADVOCACY (Lobbying on behalf of the community)	44	53	53	54	Aged 65+ years	Aged 35-49 years
MAKING COMMUNITY DECISIONS (Decisions made in the interest of the community)	42	51	52	54	Aged 65+ years	Aged 18-49 years
SEALED LOCAL ROADS (Condition of sealed local roads)	48	51	49	53	Aged 65+ years	Aged 35-49 years
CUSTOMER SERVICE	66	67	69	70	Aged 65+ years	Aged 35-49 years
OVERALL COUNCIL DIRECTION	47	46	50	52	Aged 65+ years	Aged 50-64 years

2018 SUMMARY OF KEY COMMUNITY SATISFACTION

PERCENTAGE RESULTS

Key Measures Summary Results

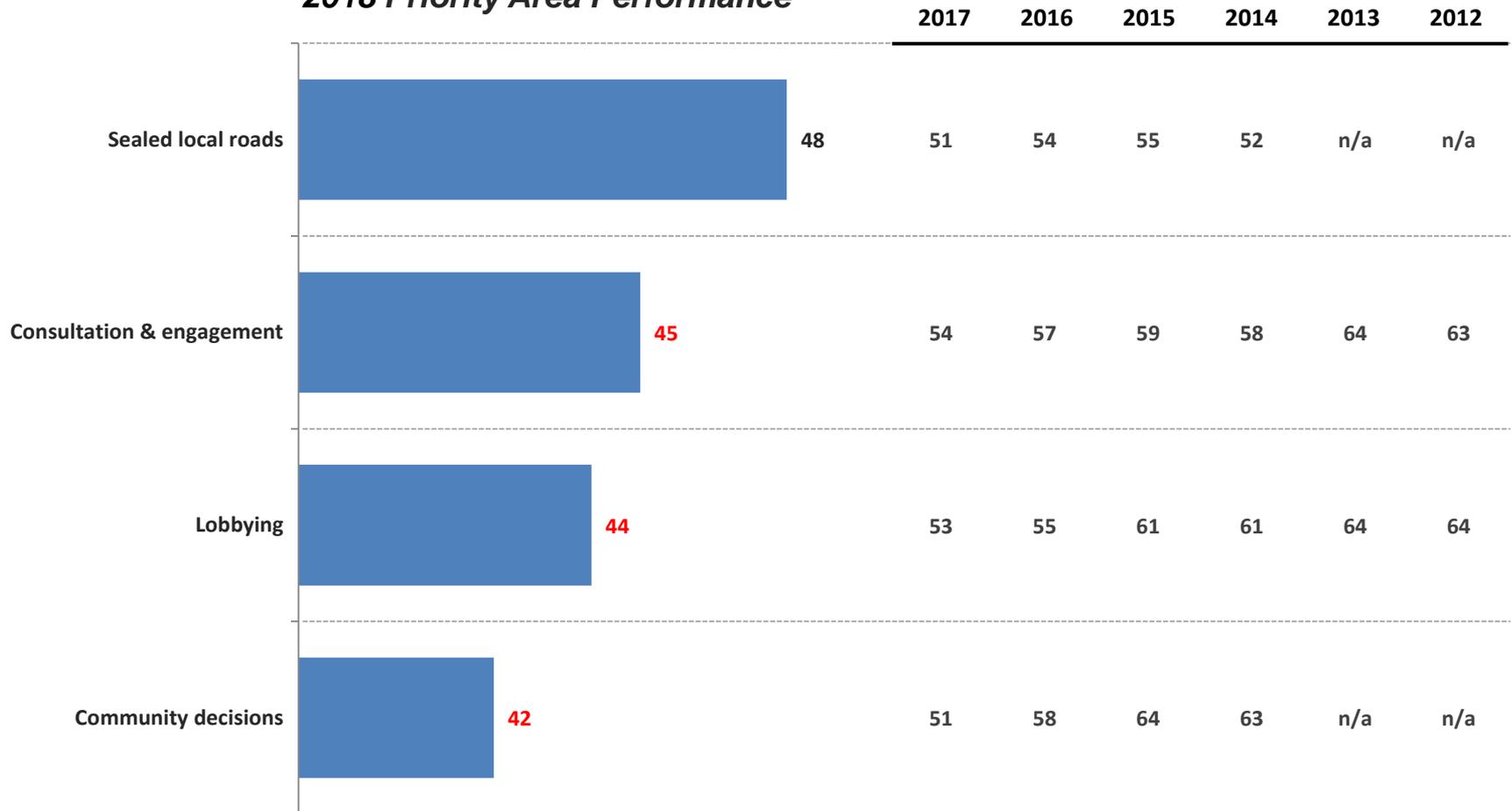


2018 PERFORMANCE SUMMARY

INDEX SCORES OVER TIME



2018 Priority Area Performance

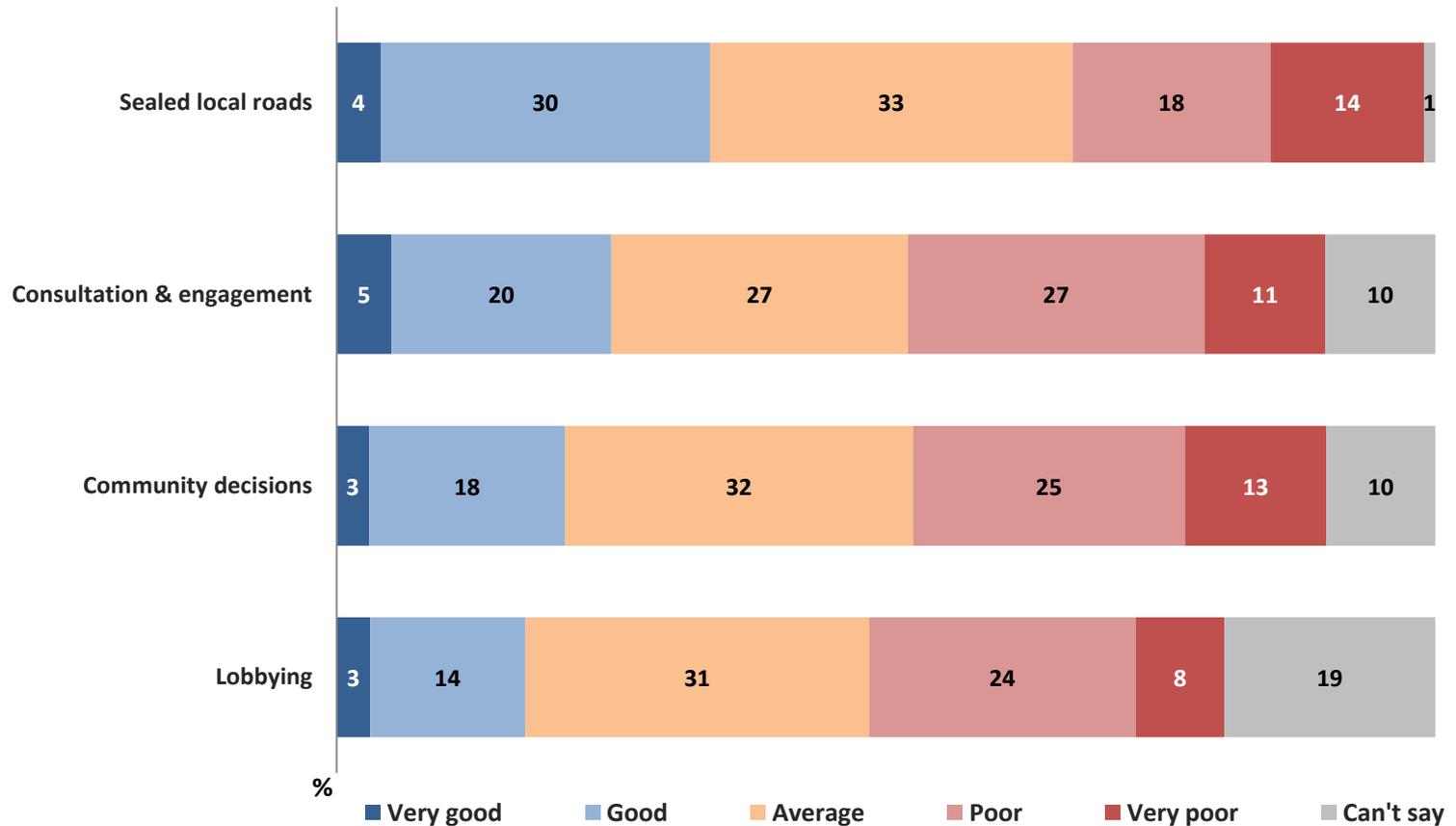


Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?
 Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18
 Note: Please see page 6 for explanation of significant differences.

2018 PERFORMANCE SUMMARY

DETAILED PERCENTAGES

Individual Service Areas Performance



INDIVIDUAL SERVICE AREAS SUMMARY

COUNCIL'S PERFORMANCE VS STATE-WIDE AVERAGE



Significantly Higher than State-wide Average

- None Applicable

Significantly Lower than State-wide Average

- Consultation & engagement
 - Lobbying
 - Making community decisions
 - Sealed local roads
- 

INDIVIDUAL SERVICE AREAS SUMMARY

COUNCIL'S PERFORMANCE VS GROUP AVERAGE



Significantly Higher than Group Average

- None Applicable

Significantly Lower than Group Average

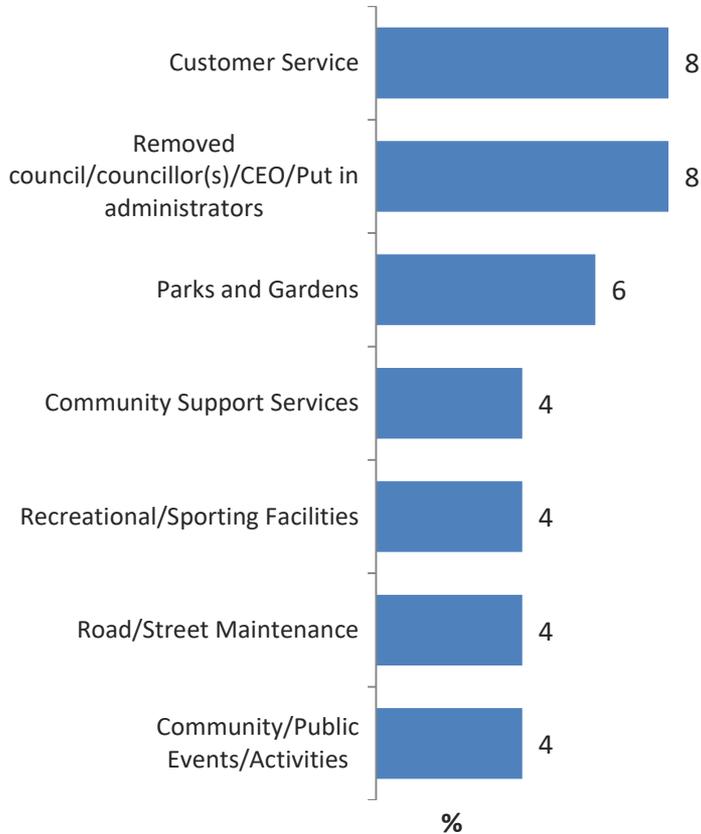
- Consultation & engagement
 - Lobbying
 - Making community decisions
- 

2018 BEST THINGS ABOUT COUNCIL DETAILED PERCENTAGES

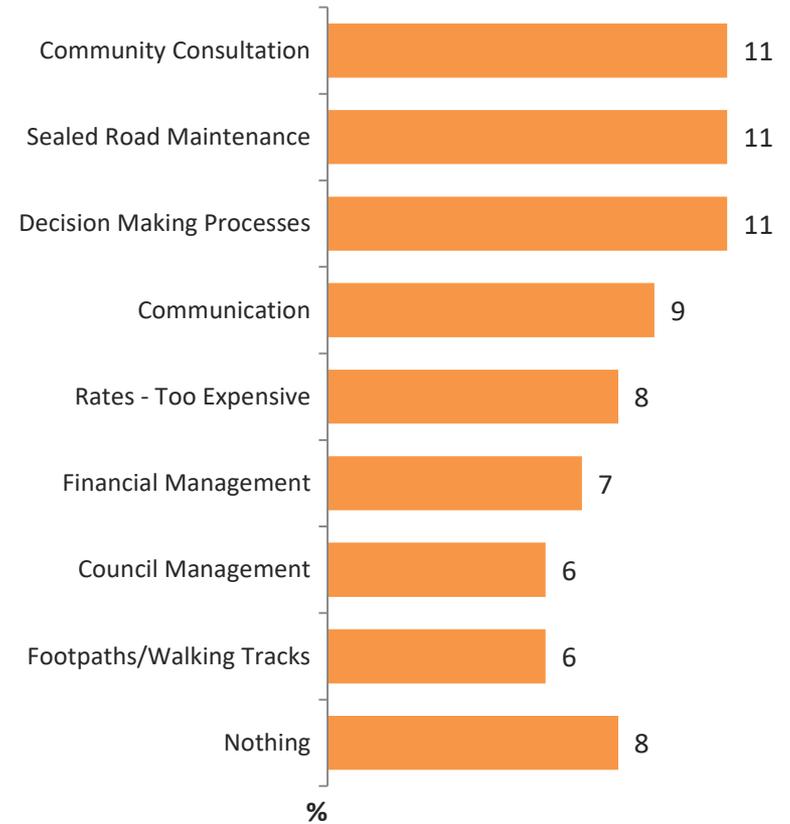
2018 SERVICES TO IMPROVE DETAILED PERCENTAGES



2018 Best Aspects



2018 Areas for Improvement



Q16. Please tell me what is the ONE BEST thing about Central Goldfields 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: 20 Councils asked group: 4

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

Base: All respondents. Councils asked state-wide: 36 Councils asked group: 9

POSITIVES AND AREAS FOR IMPROVEMENT

SUMMARY

Best Things

- Customer Service: 8% (down 1 point from 2017)
- Removed council/councillor(s)/CEO/Put in administrators: 8%
- Parks and Gardens: 6% (up 1 point from 2017)

Areas for Improvement

- Community Consultation: 11% (up 2 points from 2017)
- Sealed Road Maintenance: 11% (down 2 points from 2017)
- Decision Making Processes: 11% (up 7 points from 2017)

A satellite-style map of the United States at night, showing city lights and a network of glowing lines representing infrastructure or data connections. The text "DETAILED FINDINGS" is overlaid on the left side of the map.

DETAILED FINDINGS

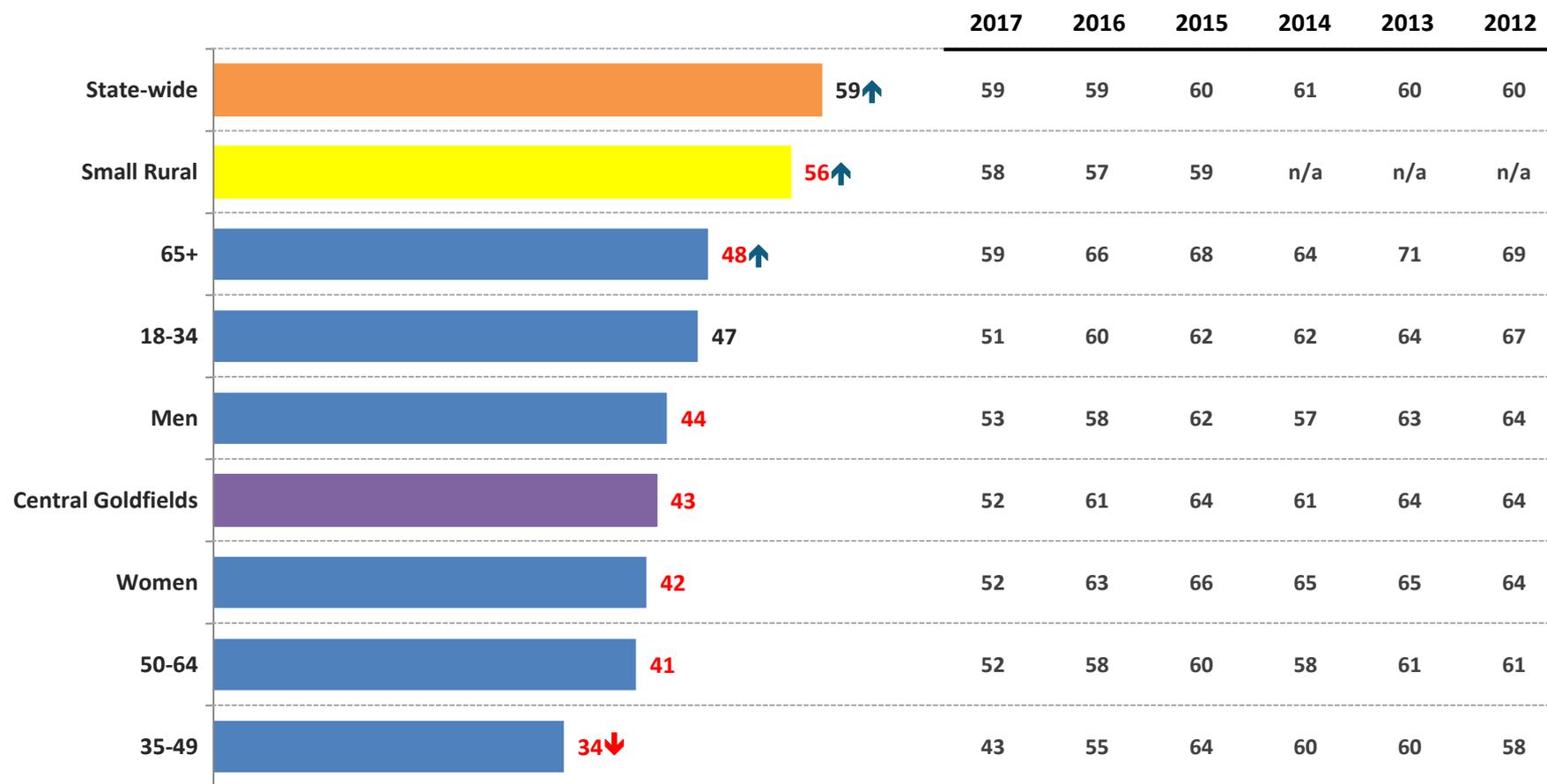
A satellite-style map of the United States at night, showing city lights and a glowing network of lines across the landmass. The text is overlaid on the left side of the map.

KEY CORE MEASURE OVERALL PERFORMANCE

OVERALL PERFORMANCE

INDEX SCORES

2018 Overall Performance



Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Central Goldfields 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?

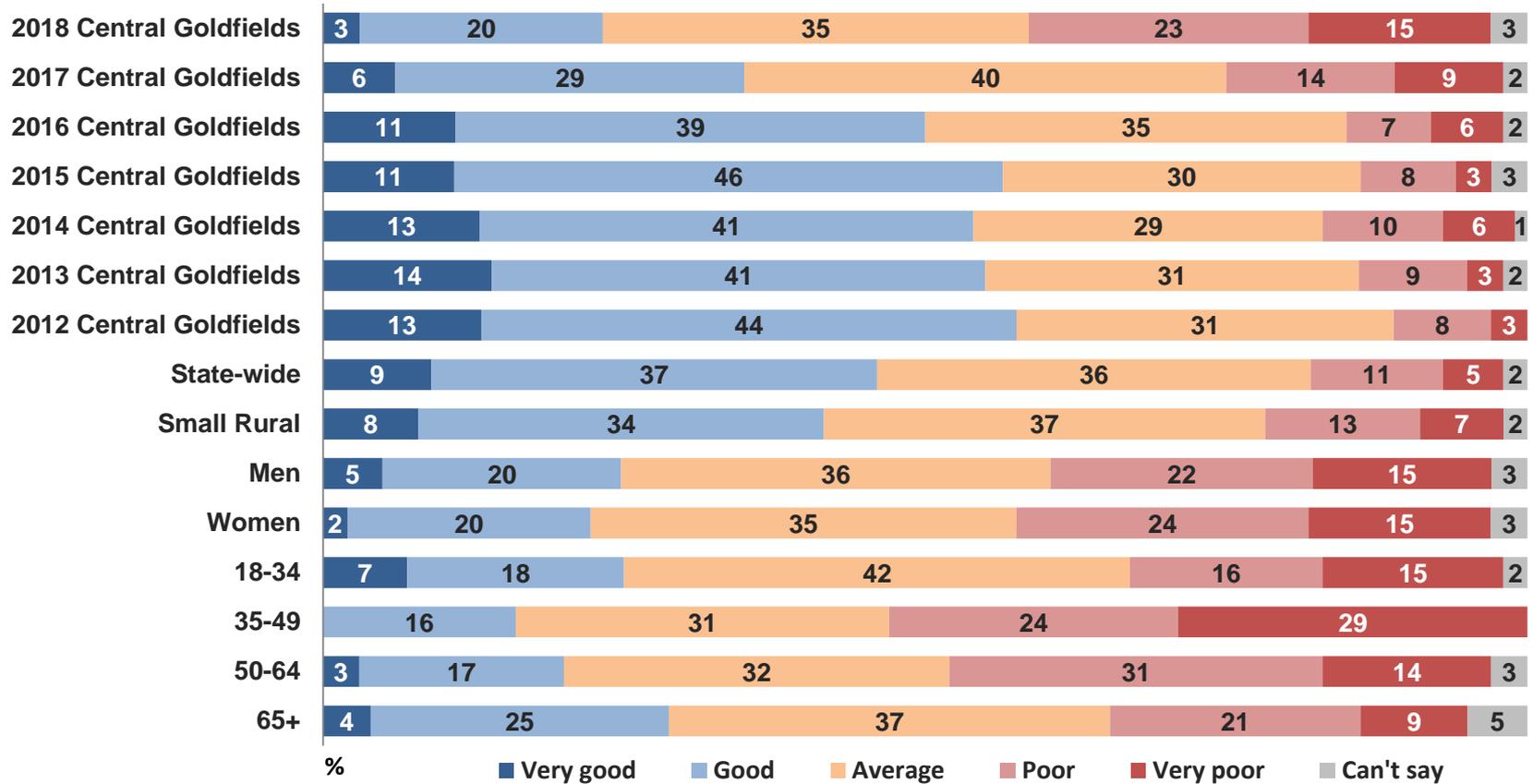
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18

Note: Please see page 6 for explanation about significant differences.

OVERALL PERFORMANCE

DETAILED PERCENTAGES

2018 Overall Performance



Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Central Goldfields 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: 64 Councils asked group: 18

A satellite-style map of the United States with a glowing network of lines and nodes overlaid, representing a data or communication network. The map is dark, with the network lines in shades of green and yellow, and a bright yellow glow at a central node.

KEY CORE MEASURE CUSTOMER SERVICE

CONTACT LAST 12 MONTHS

SUMMARY

Overall contact with Central Goldfields Shire Council

- 54%, down 3 points on 2017

Most contact with Central Goldfields Shire Council

- Aged 50-64 years

Least contact with Central Goldfields Shire Council

- Aged 18-34 years

Customer service rating

- Index score of 66, down 1 point on 2017

Most satisfied with customer service

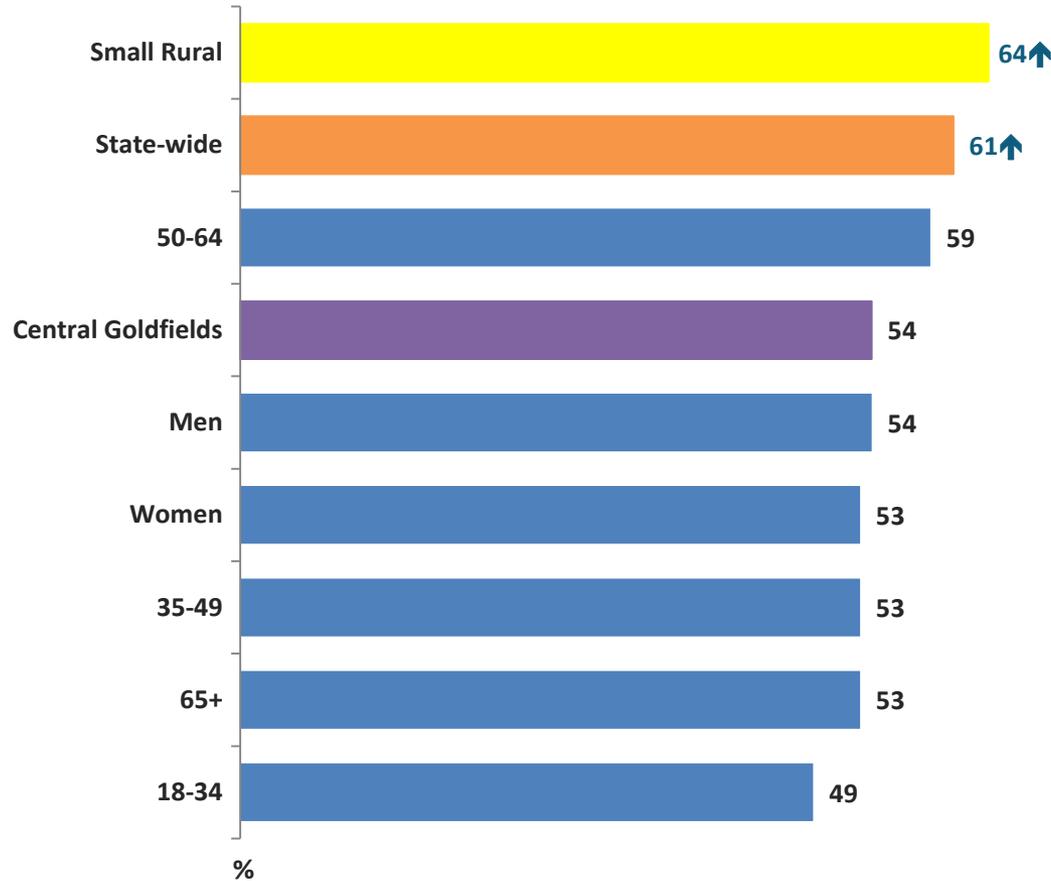
- Aged 65+ years

Least satisfied with customer service

- Aged 35-49 years

2018 CONTACT WITH COUNCIL

2018 Contact with Council



Q5. Over the last 12 months, have you or any member of your household had any contact with Central Goldfields Shire Council? This may have been in person, in writing, by telephone conversation, by text message, by email or via their website or social media such as Facebook or Twitter?

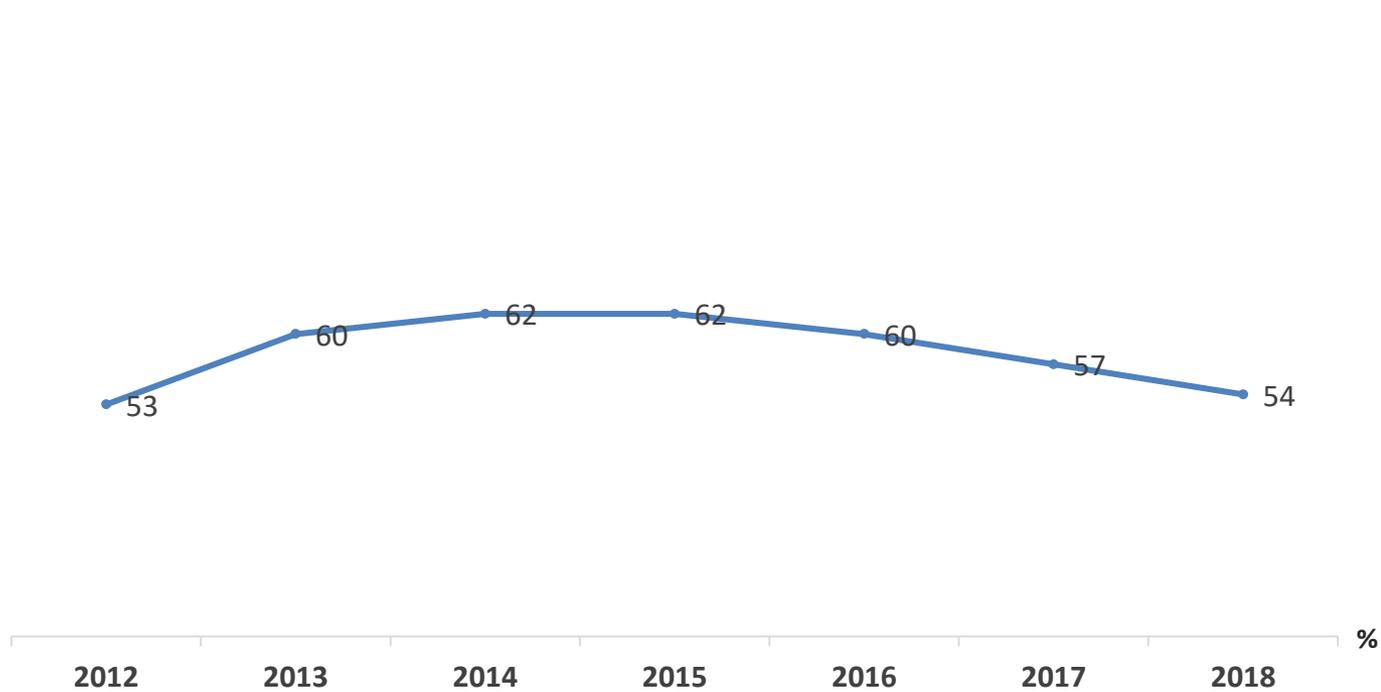
Base: All respondents. Councils asked state-wide: 43 Councils asked group: 13

Note: Please see page 6 for explanation about significant differences.

2018 CONTACT WITH COUNCIL

2018 Contact with Council

Have had contact



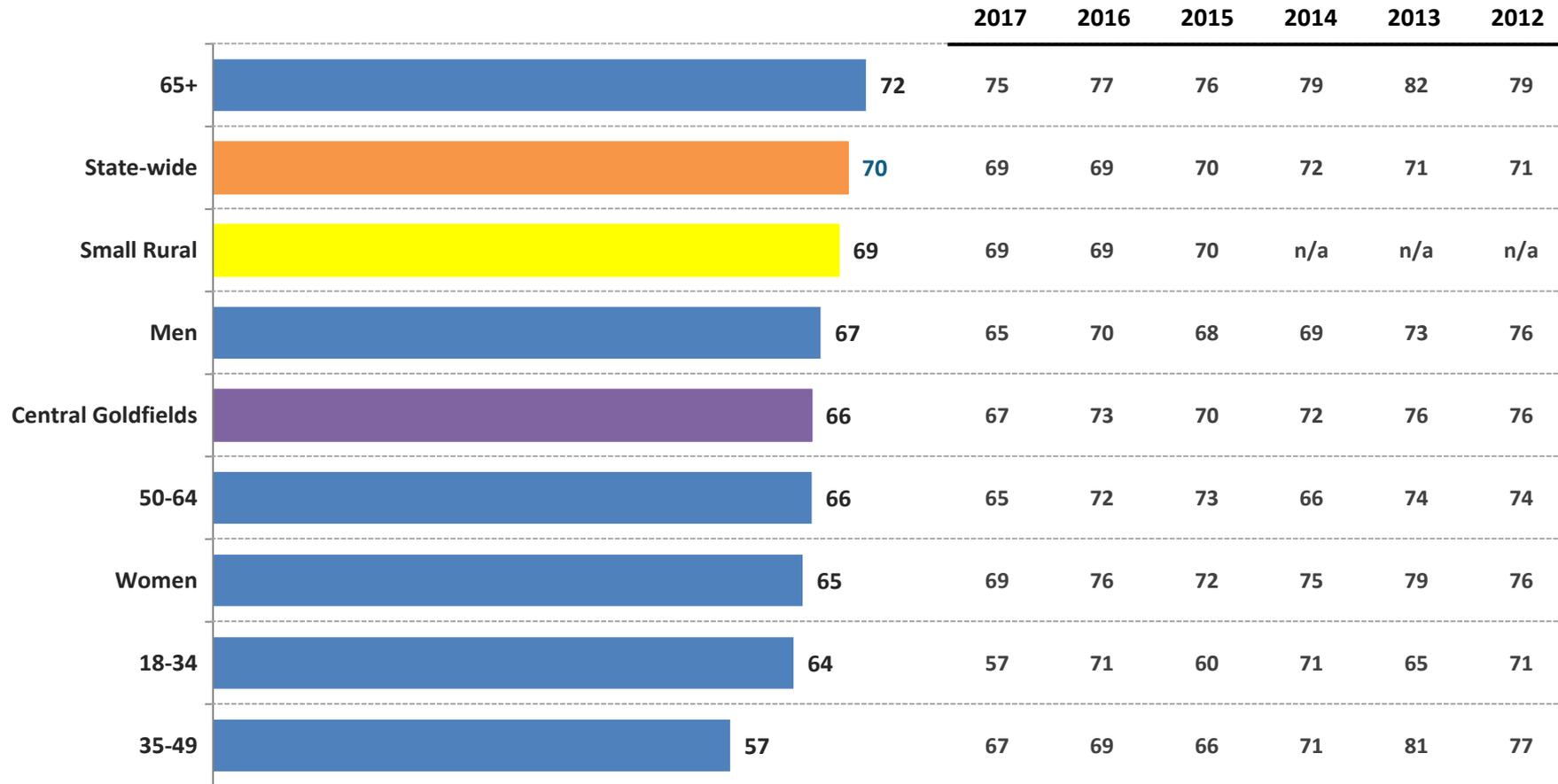
Q5. Over the last 12 months, have you or any member of your household had any contact with Central Goldfields Shire Council? This may have been in person, in writing, by telephone conversation, by text message, by email or via their website or social media such as Facebook or Twitter?

Base: All respondents. Councils asked state-wide: 43 Councils asked group: 13

2018 CONTACT CUSTOMER SERVICE INDEX SCORES



2018 Customer Service Rating



Q5c. Thinking of the most recent contact, how would you rate Central Goldfields 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.

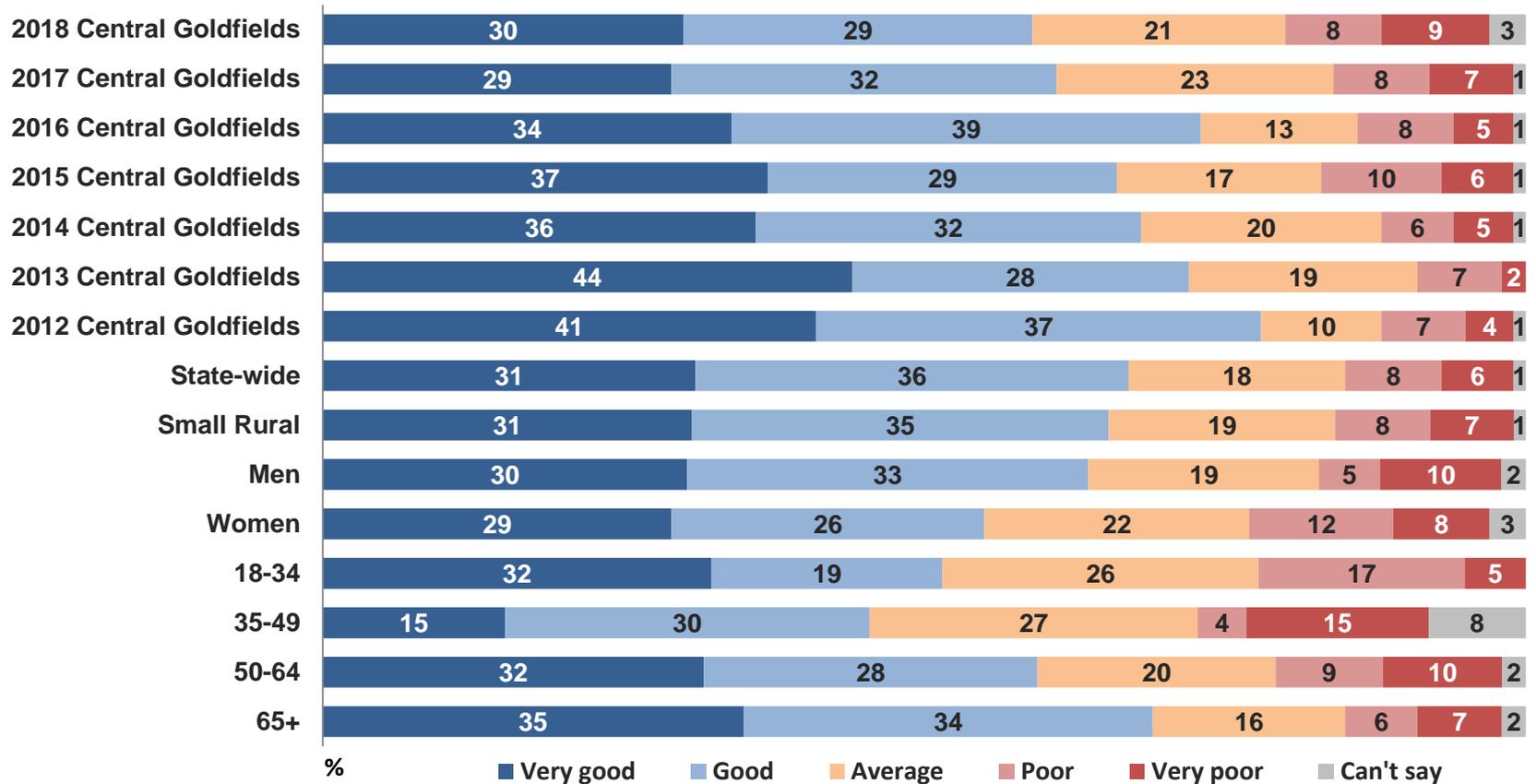
Councils asked state-wide: 64 Councils asked group: 18

Note: Please see page 6 for explanation about significant differences.

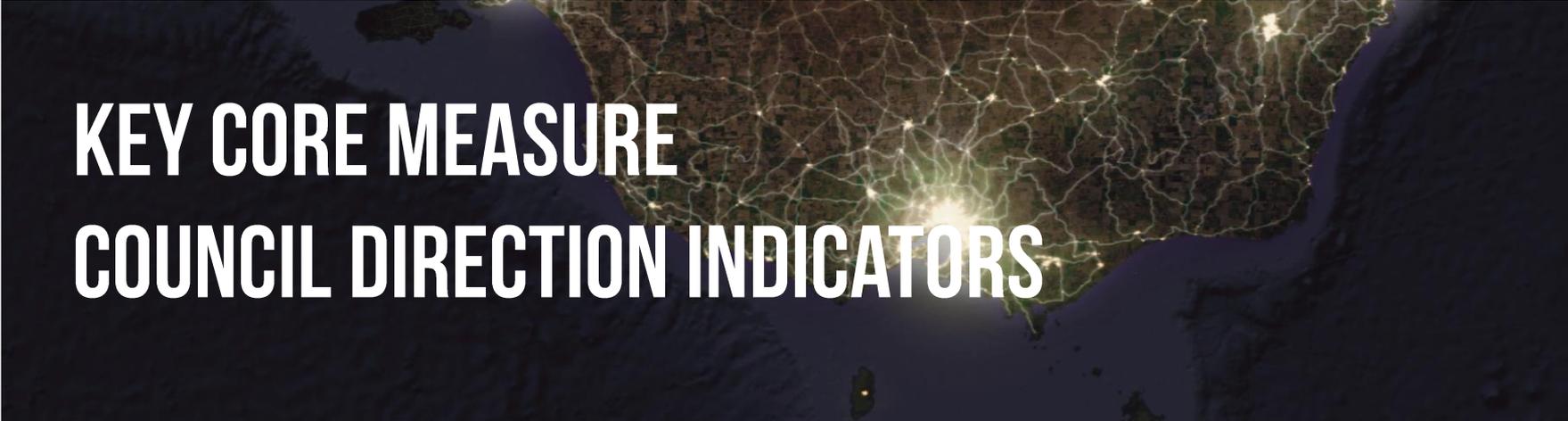
2018 CONTACT CUSTOMER SERVICE

DETAILED PERCENTAGES

2018 Customer Service Rating



Q5c. Thinking of the most recent contact, how would you rate Central Goldfields 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: 64 Councils asked group: 18



KEY CORE MEASURE COUNCIL DIRECTION INDICATORS

COUNCIL DIRECTION SUMMARY

Council direction

- 44% stayed about the same, down 18 points on 2017
- 20% improved, up 7 points on 2017
- 26% deteriorated, up 5 points on 2017

Most satisfied with council direction

- Aged 65+ years
- Women

Least satisfied with council direction

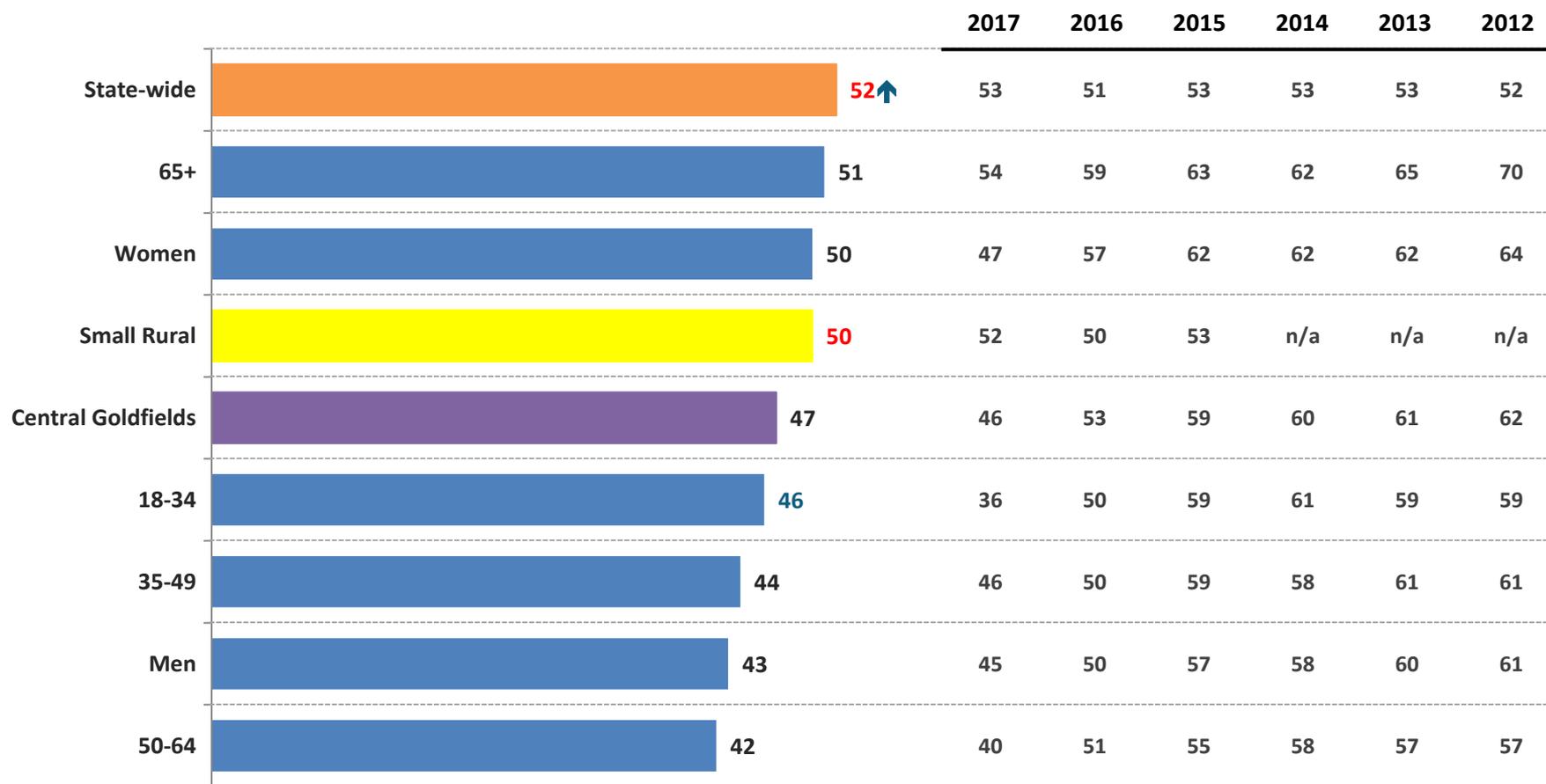
- Aged 50-64 years
- Men

2018 OVERALL COUNCIL DIRECTION LAST 12 MONTHS

INDEX SCORES



2018 Overall Direction



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

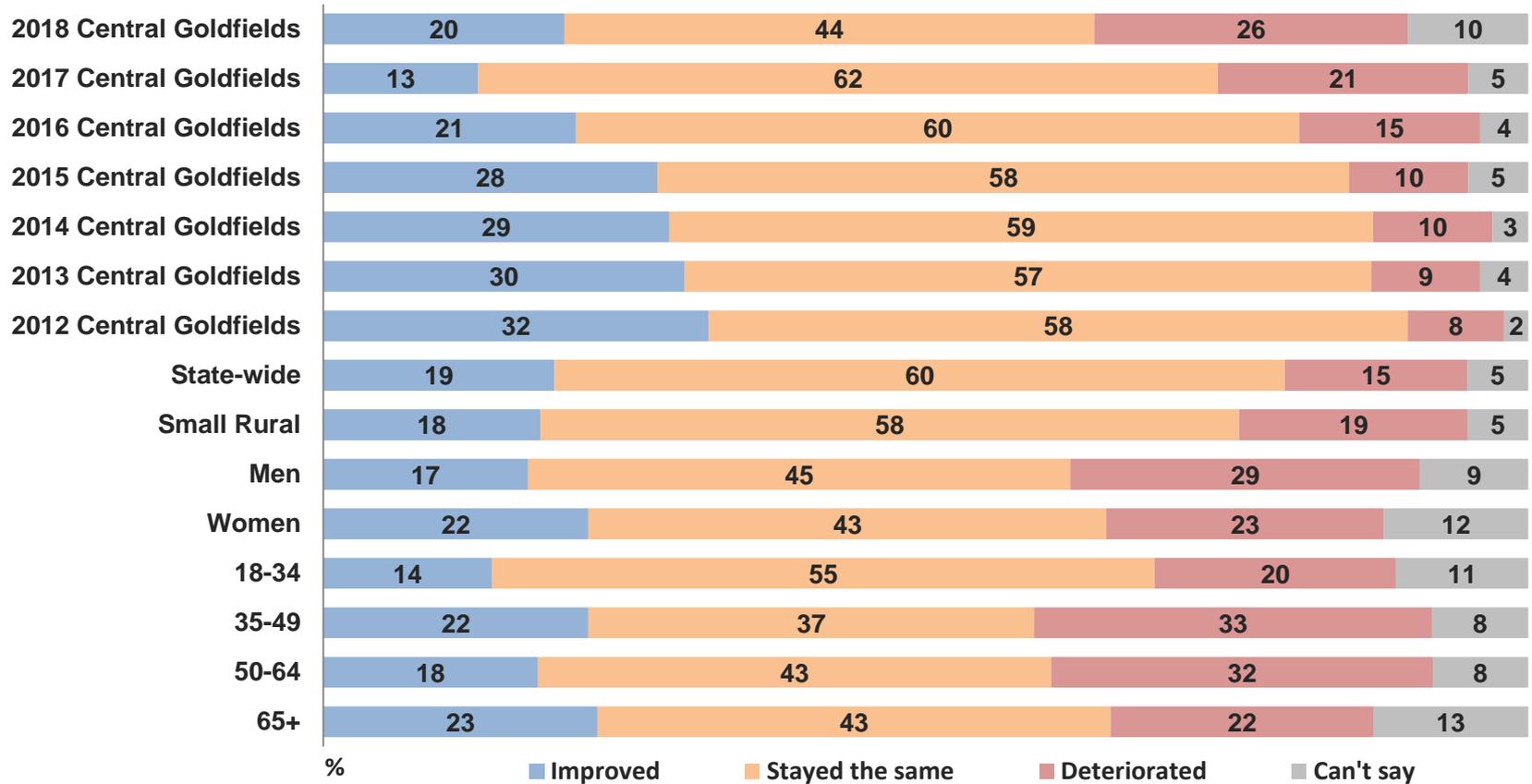
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18

Note: Please see page 6 for explanation about significant differences.

2018 OVERALL COUNCIL DIRECTION LAST 12 MONTHS

DETAILED PERCENTAGES

2018 Overall Direction



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

Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18

COMMUNICATIONS

COMMUNICATIONS

SUMMARY

Overall preferred forms of communication

- Newsletter sent via mail (31%)

Preferred forms of communication among over 50s

- Newsletter sent via mail (34%)

Preferred forms of communication among under 50s

- Newsletter sent via mail (26%)

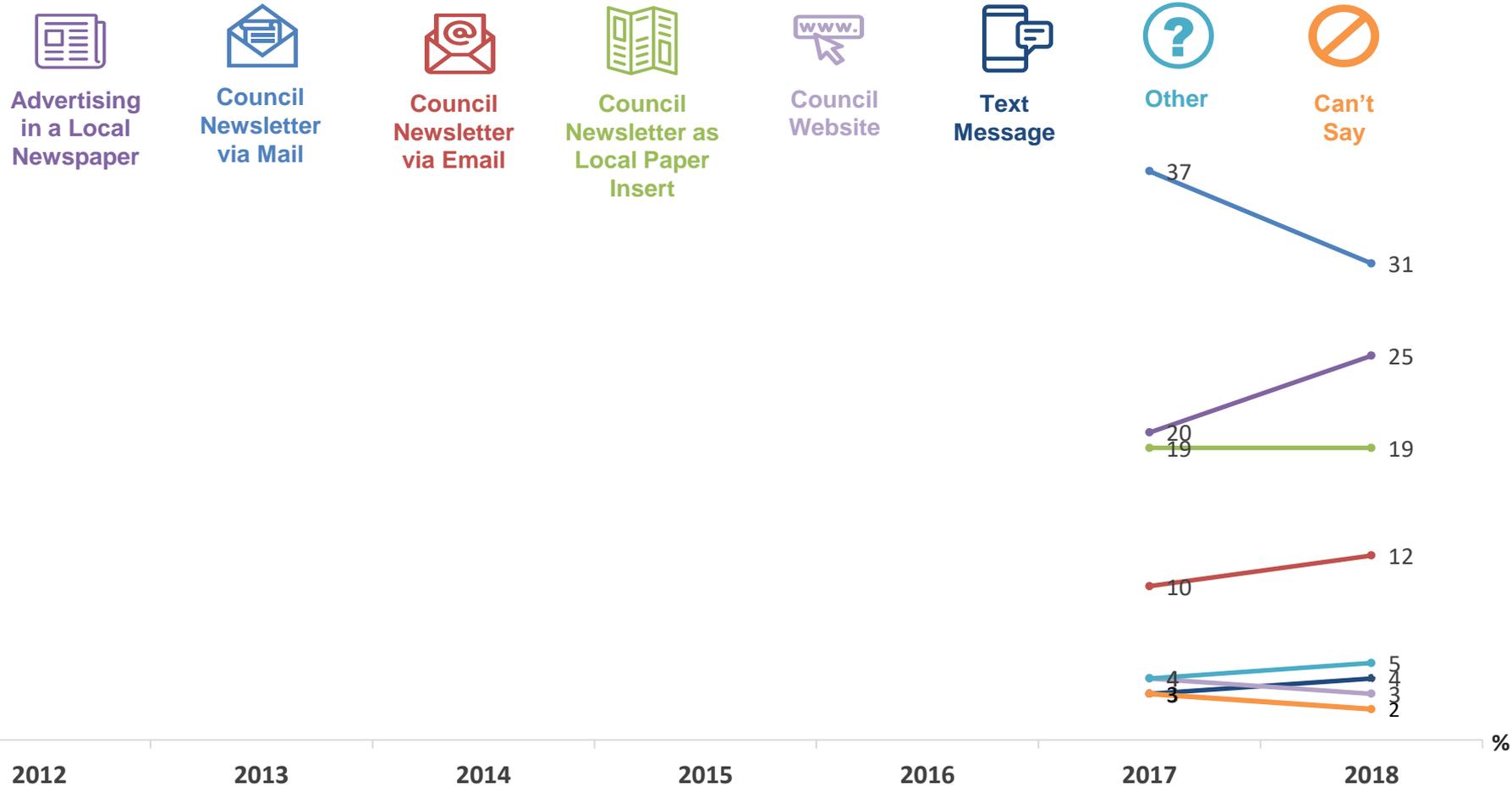
Greatest change since 2017

- Newsletter sent via mail (-6)
- Advertising in a local newspaper (+5)

Note: Website and text message formats again did not rate as highly as other modes of communication, although further analysis is recommended to understand the demographic preference profiles of the various different forms of communication.

2018 BEST FORMS OF COMMUNICATION

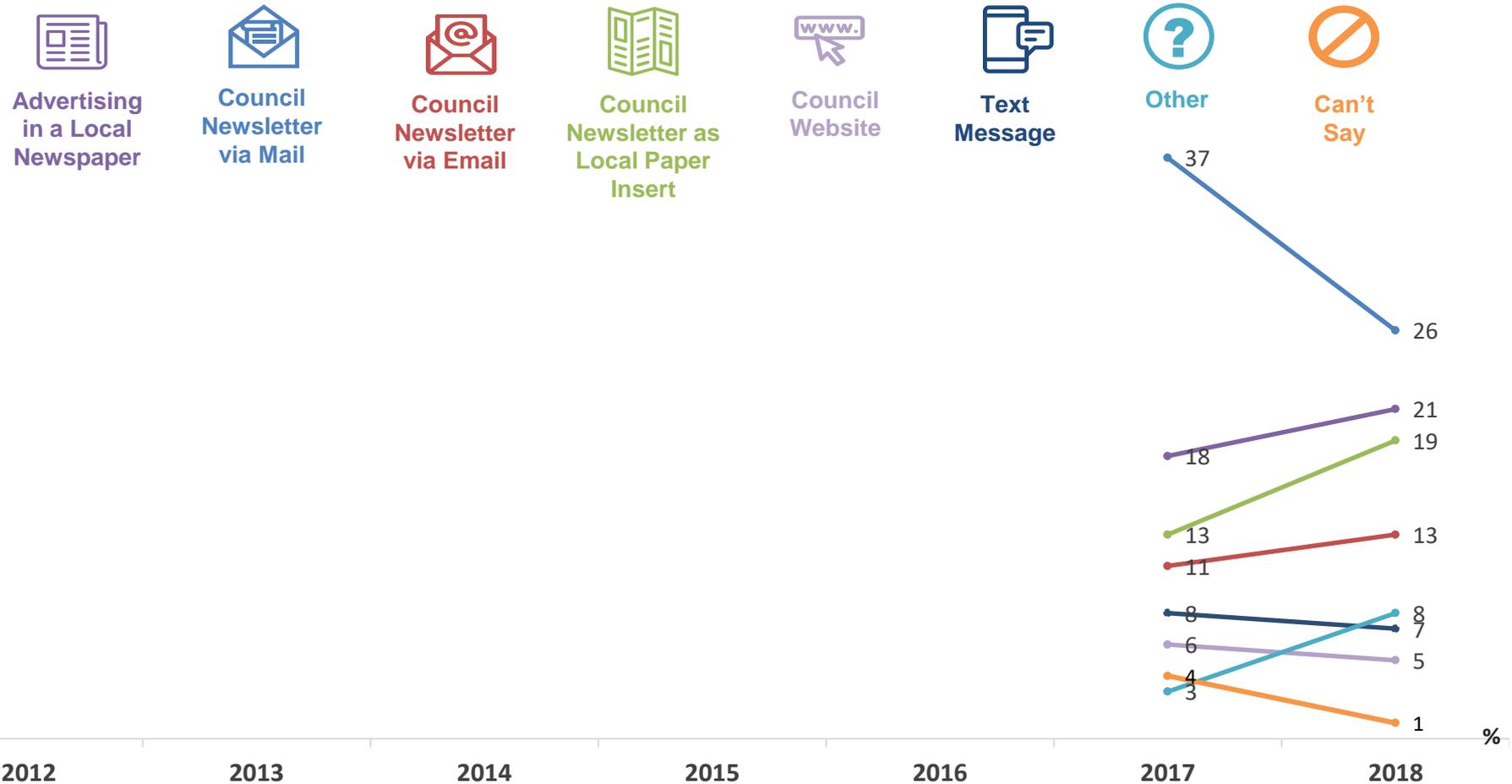
2018 Best Form



Q13. If Central Goldfields 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: 26 Councils asked group: 7

2018 BEST FORMS OF COMMUNICATION: UNDER 50S

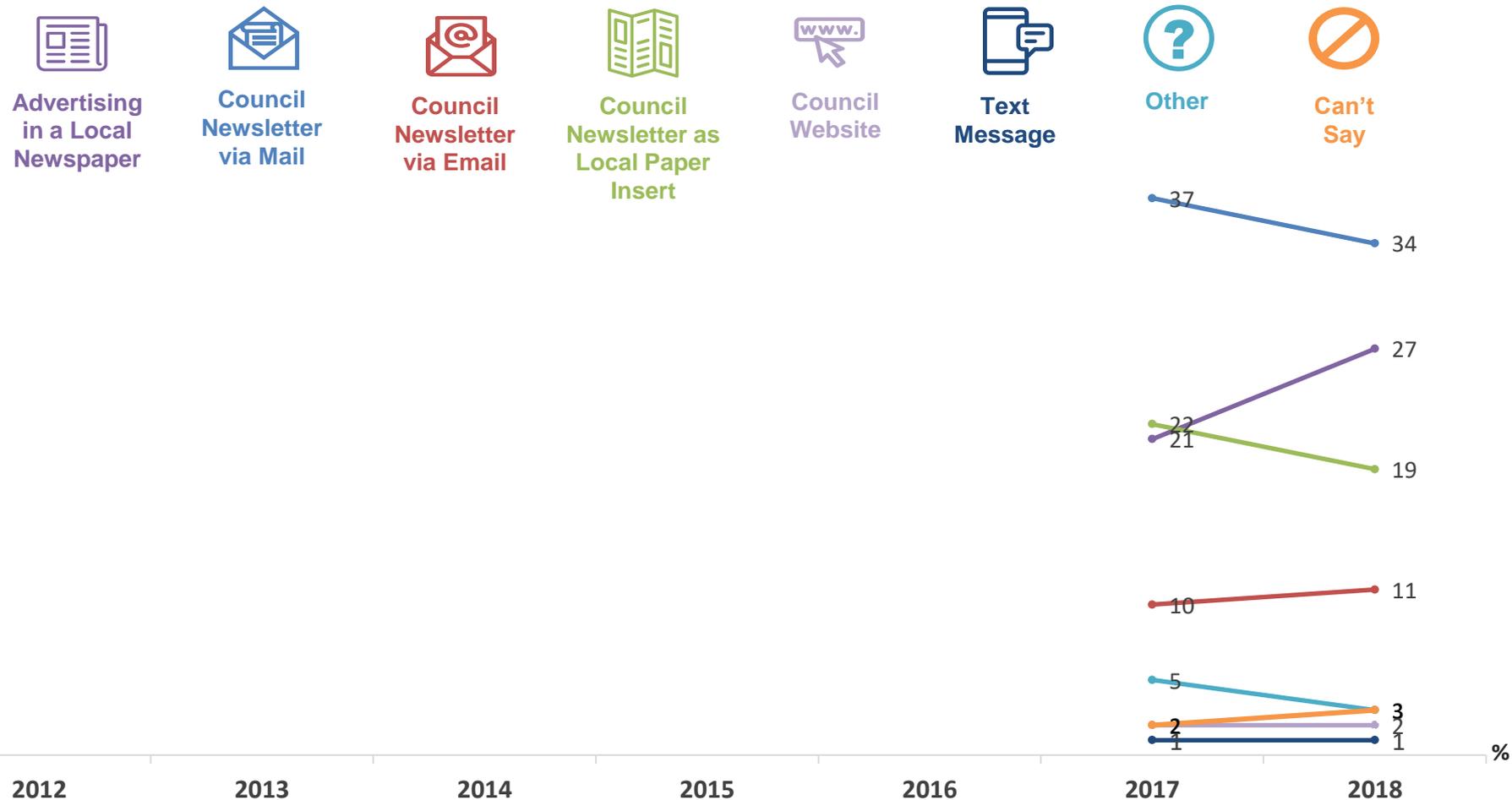
2018 Under 50s Best Form



Q13. If Central Goldfields 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: 26 Councils asked group: 7

2018 BEST FORMS OF COMMUNICATION: OVER 50S

2018 Over 50s Best Form



Q13. If Central Goldfields 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: 26 Councils asked group: 7

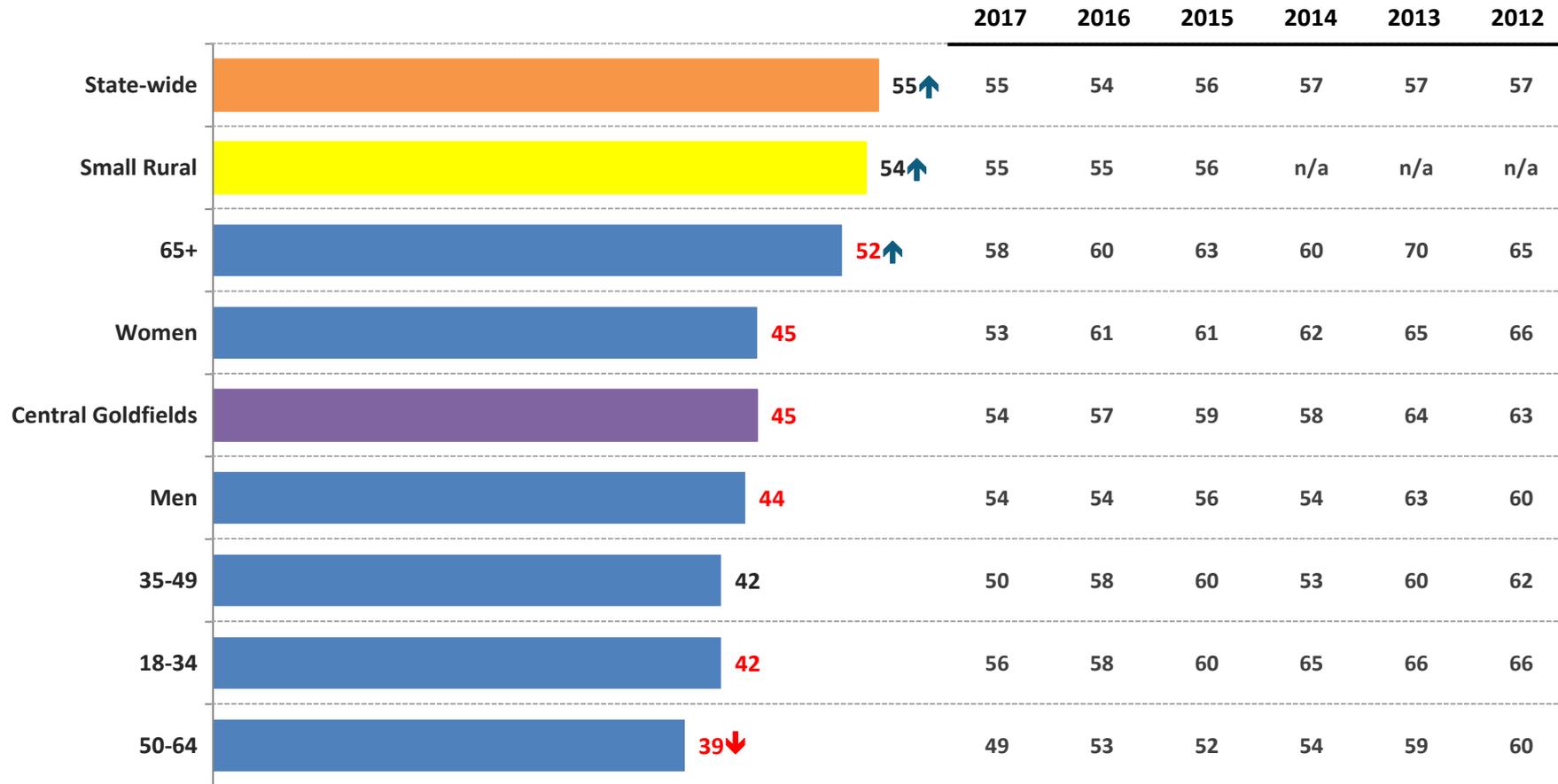


INDIVIDUAL SERVICE AREAS

2018 COMMUNITY CONSULTATION AND ENGAGEMENT PERFORMANCE INDEX SCORES



2018 Consultation and Engagement Performance



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

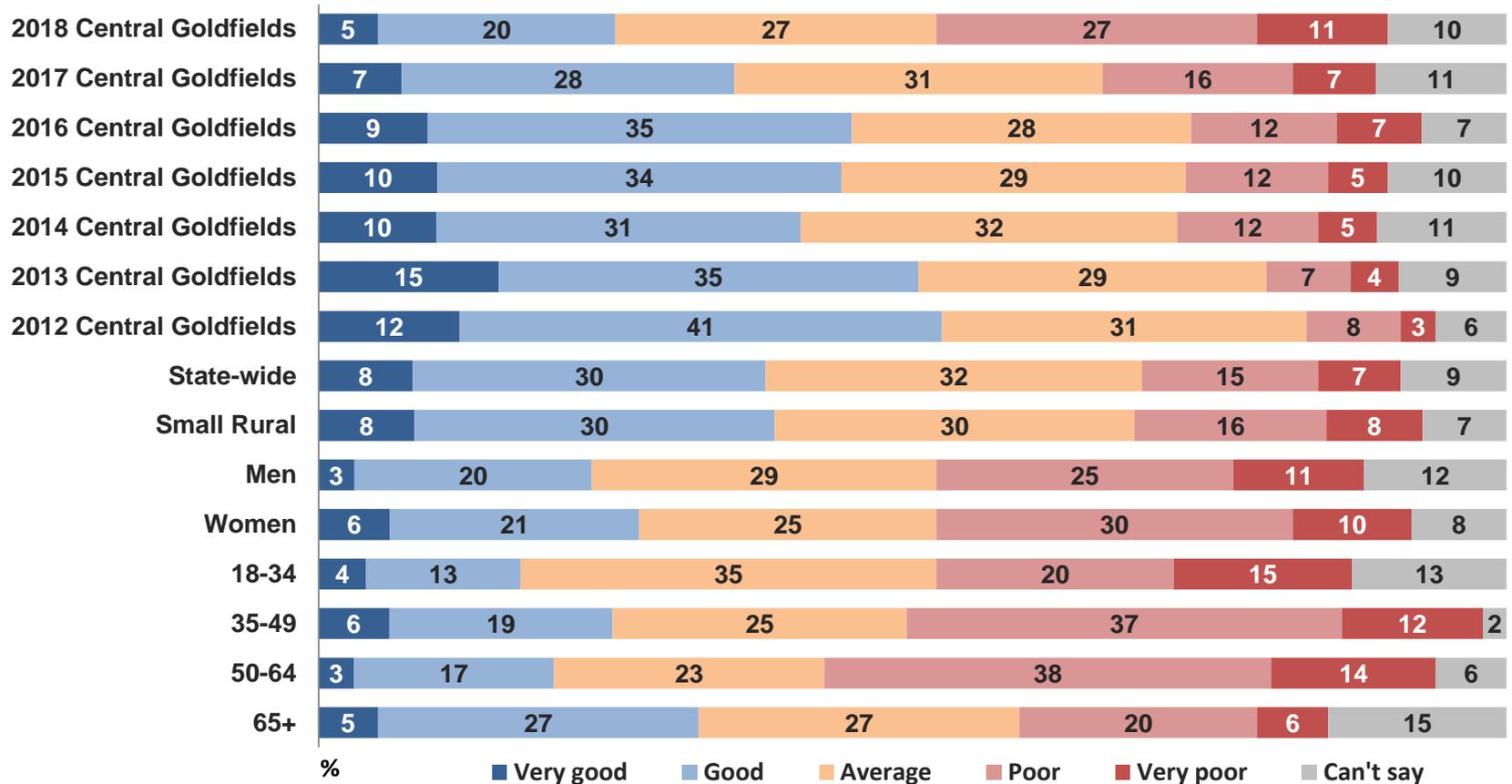
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18

Note: Please see page 6 for explanation about significant differences.

2018 COMMUNITY CONSULTATION AND ENGAGEMENT

PERFORMANCE DETAILED PERCENTAGES

2018 Consultation and Engagement Performance

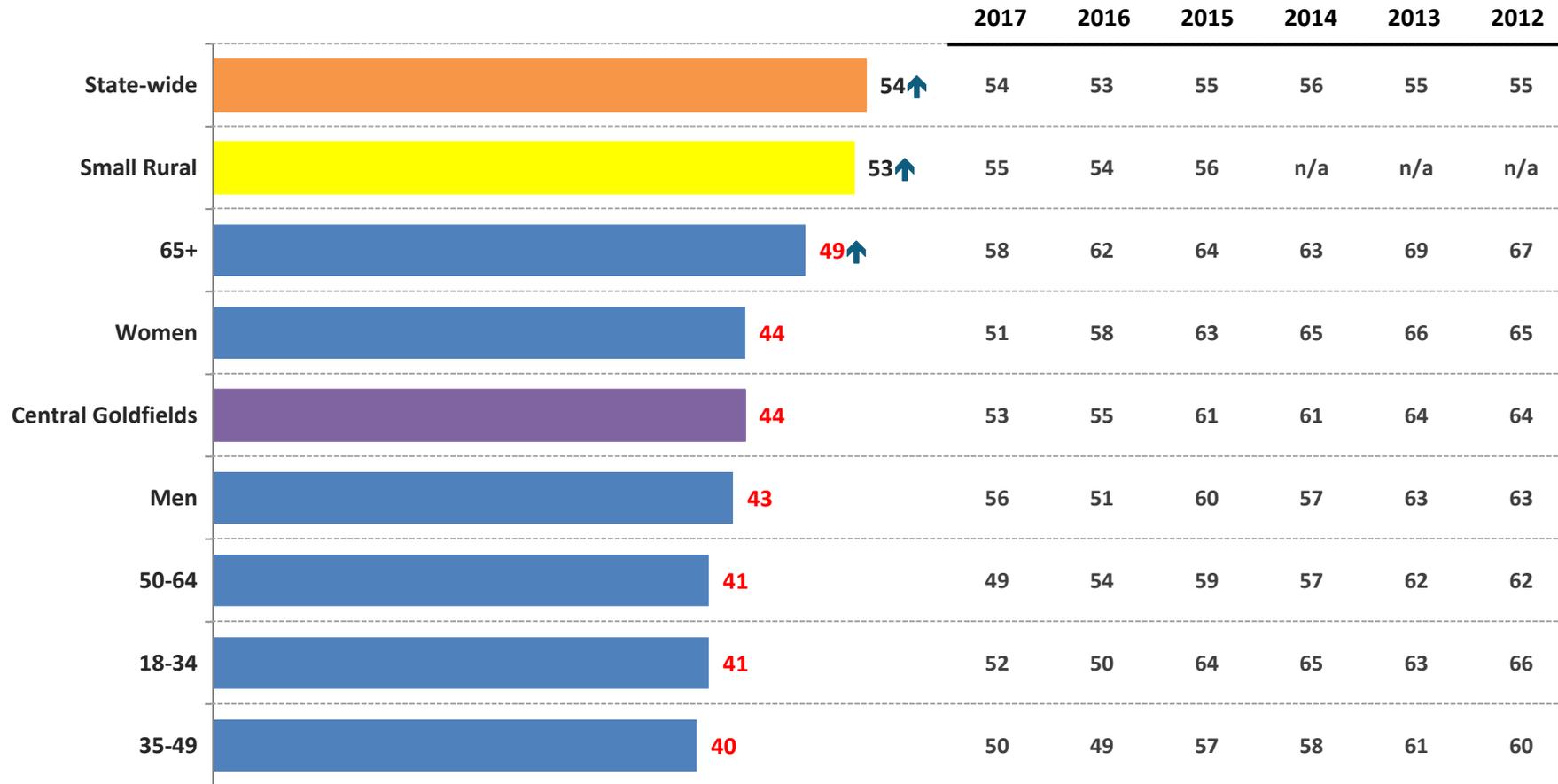


2018 LOBBYING ON BEHALF OF THE COMMUNITY

PERFORMANCE INDEX SCORES



2018 Lobbying Performance



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

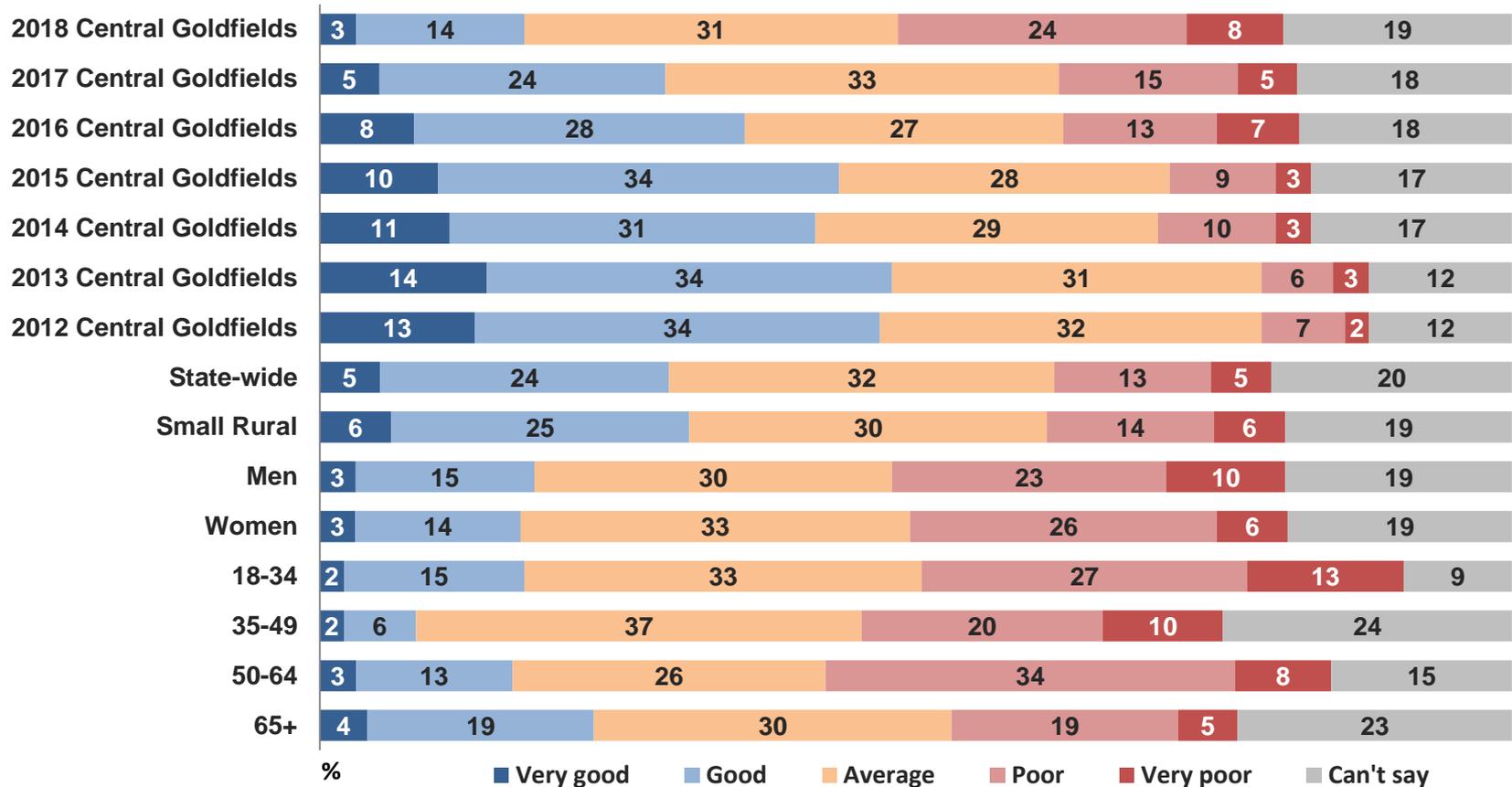
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18

Note: Please see page 6 for explanation about significant differences.

2018 LOBBYING ON BEHALF OF THE COMMUNITY

PERFORMANCE DETAILED PERCENTAGES

2018 Lobbying Performance

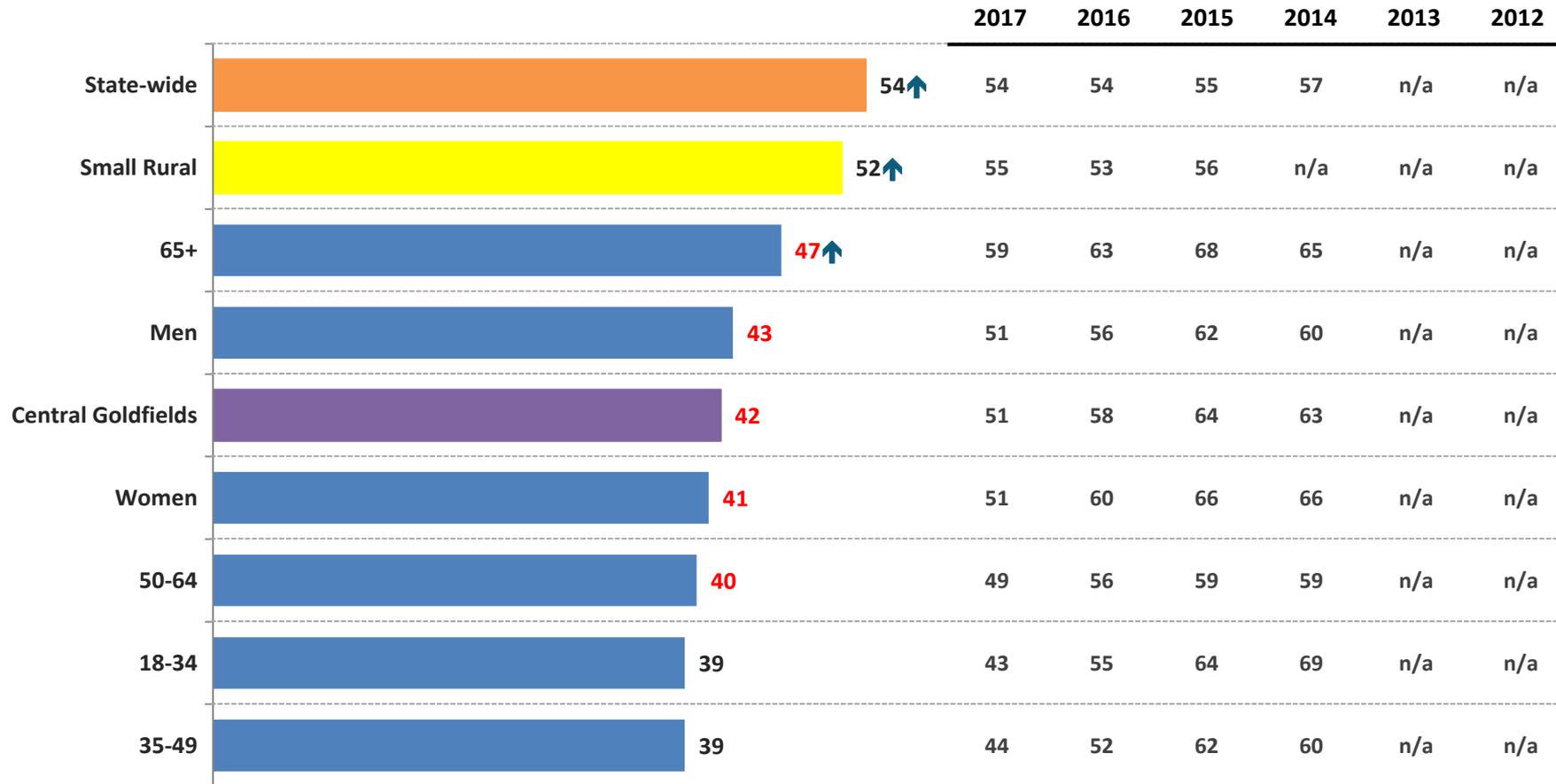


2018 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY

PERFORMANCE INDEX SCORES



2018 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: 64 Councils asked group: 18

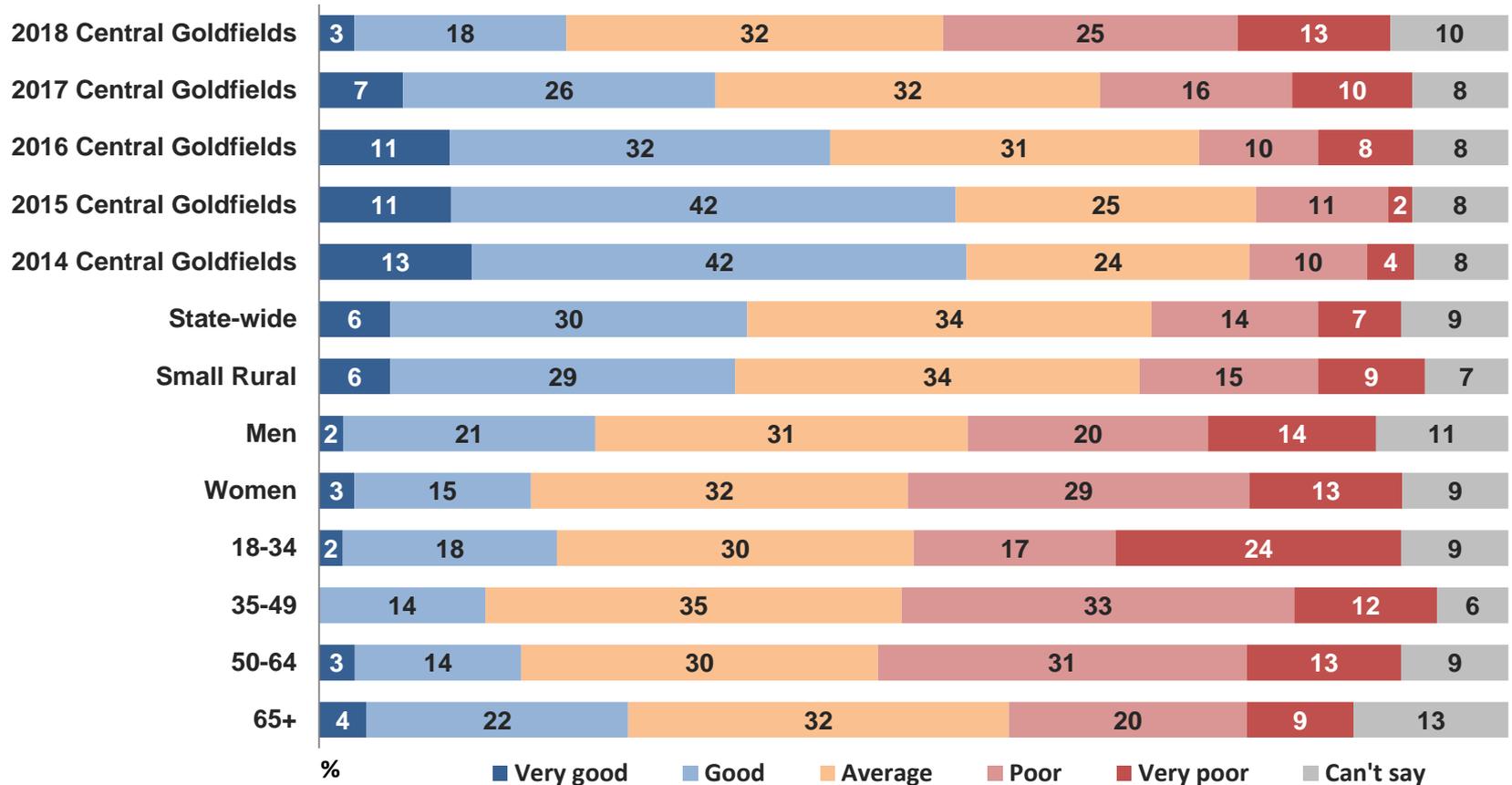
Note: Please see page 6 for explanation about significant differences.

2018 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY

PERFORMANCE DETAILED PERCENTAGES



2018 Community Decisions Made Performance



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

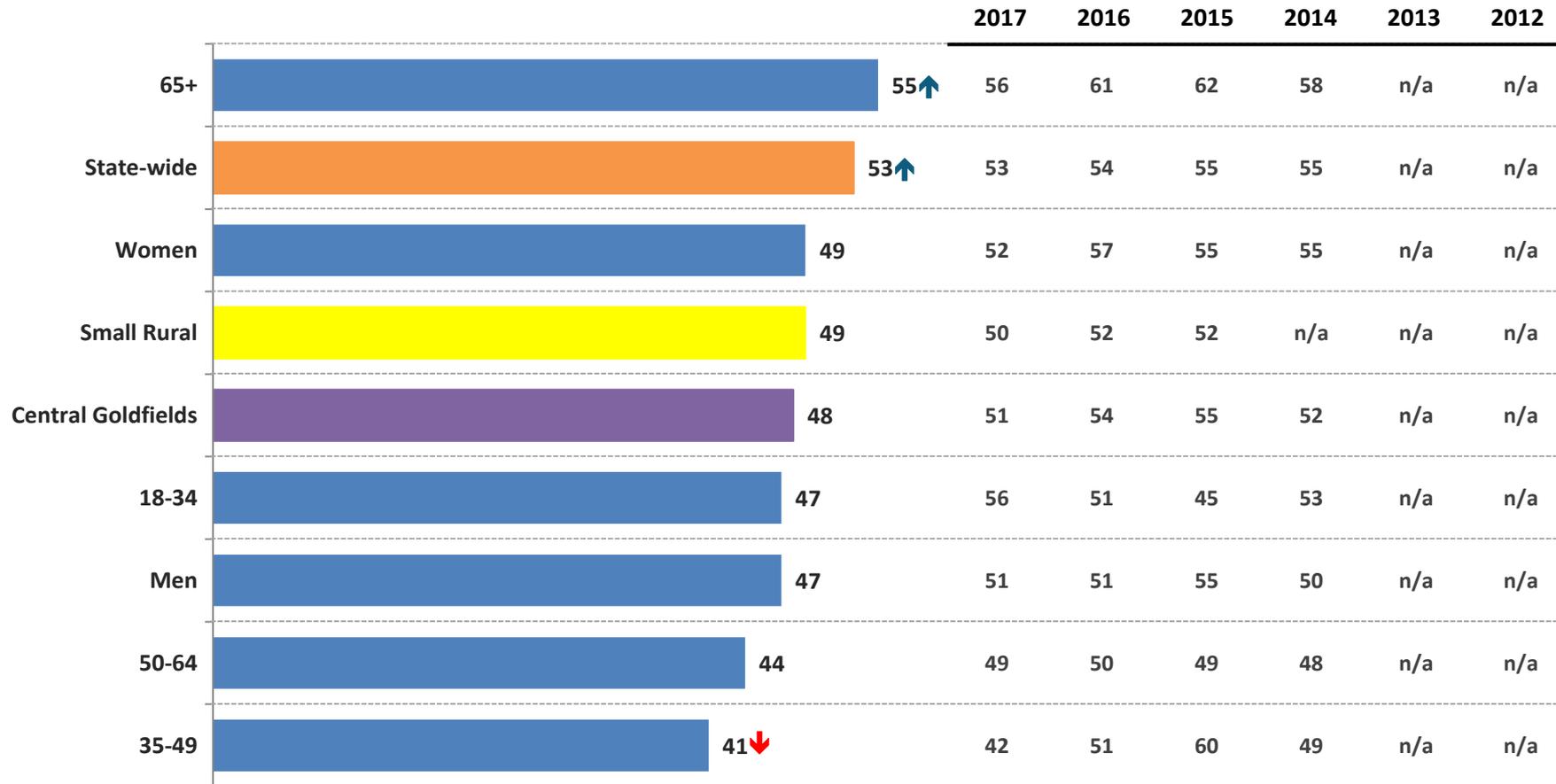
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18

2018 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA

PERFORMANCE INDEX SCORES



2018 Sealed Local Roads Performance



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

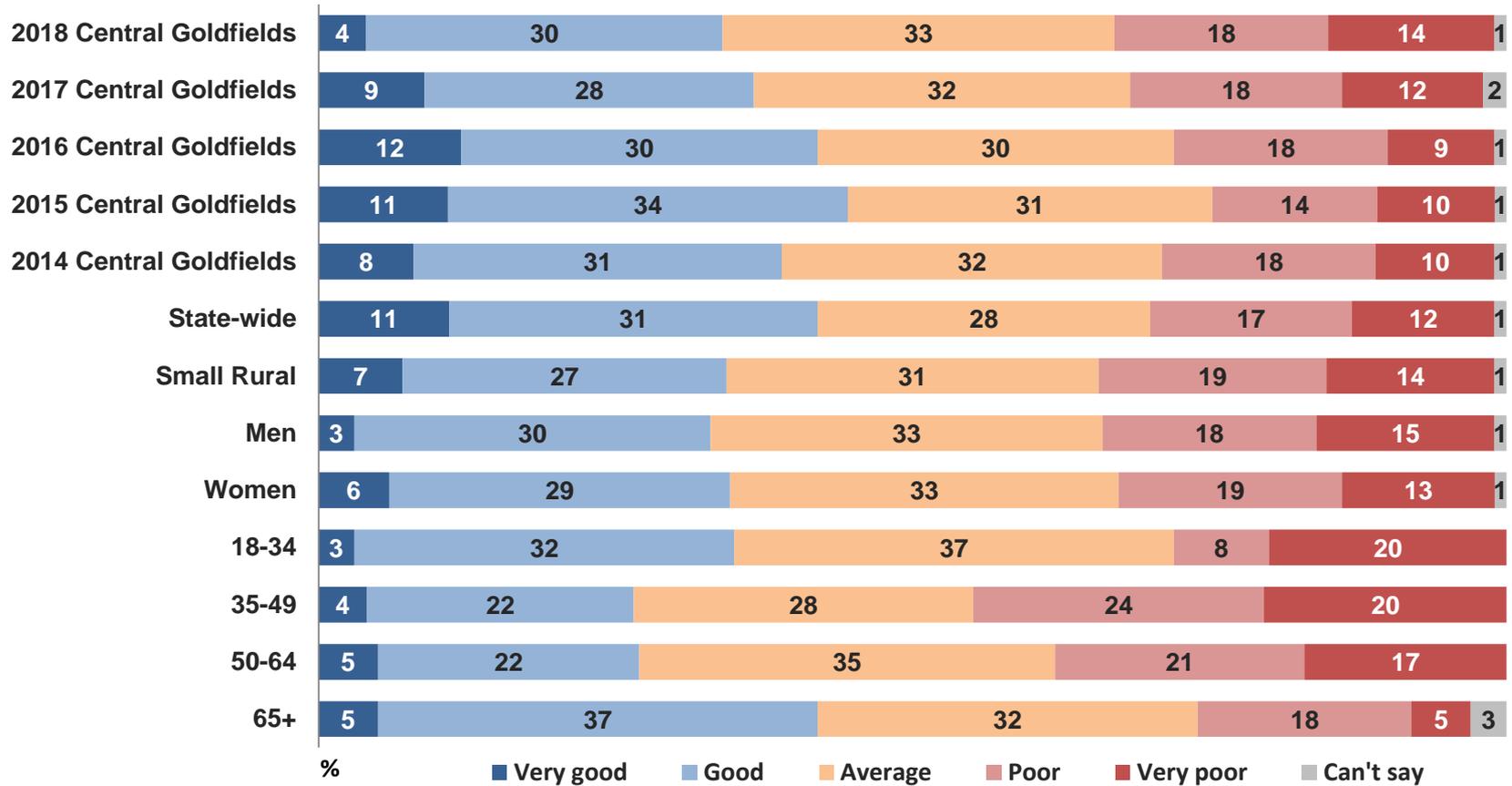
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18

Note: Please see page 6 for explanation about significant differences.

2018 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA

PERFORMANCE DETAILED PERCENTAGES

2018 Sealed Local Roads Performance

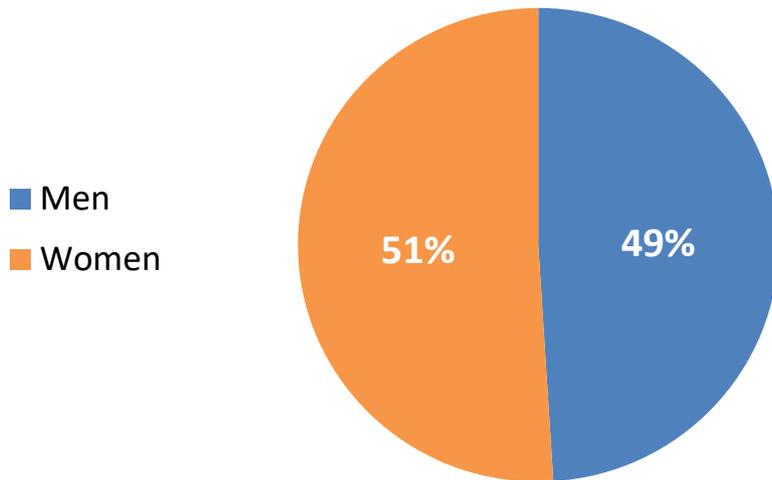




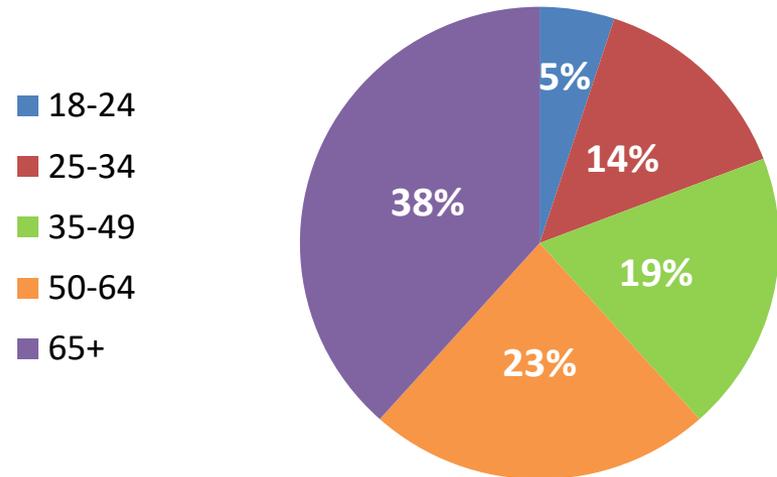
DETAILED DEMOGRAPHICS

2018 GENDER AND AGE PROFILE

Gender



Age



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.

A satellite-style map of the United States with a glowing green and yellow network overlay, possibly representing a transportation or utility network. The text is overlaid on the left side of the map.

**APPENDIX A:
DETAILED SURVEY TABULATIONS
AVAILABLE IN SUPPLIED EXCEL FILE**



**APPENDIX B:
FURTHER PROJECT INFORMATION**

APPENDIX B:

BACKGROUND AND OBJECTIVES

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 Central Goldfields 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 2012-2018 have been made throughout this report as appropriate.**

APPENDIX B:

MARGINS OF ERROR

The sample size for the 2018 State-wide Local Government Community Satisfaction Survey for Central Goldfields Shire Council was 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 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 11,000 people aged 18 years or over for Central Goldfields Shire Council, according to ABS estimates.

Demographic	Actual survey sample size	Weighted base	Maximum margin of error at 95% confidence interval
Central Goldfields Shire Council	400	400	+/-4.8
Men	183	197	+/-7.2
Women	217	203	+/-6.6
18-34 years	43	76	+/-15.1
35-49 years	49	78	+/-14.1
50-64 years	117	93	+/-9.0
65+ years	191	153	+/-7.0

APPENDIX B:

ANALYSIS AND REPORTING

All participating councils are listed in the State-wide report published on the DELWP website. In 2018, 64 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 2012-2018 vary slightly.

Council Groups

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

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

Councils participating in the Small Rural group are: Alpine, Ararat, Benalla, Buloke, Central Goldfields, Gannawarra, Hepburn, Hindmarsh, Indigo, Mansfield, Murrindindi, Northern Grampians, Pyrenees, Queenscliffe, Strathbogie, Towong, West Wimmera and Yarriambiack.

Wherever appropriate, results for Central Goldfields Shire Council for this 2018 State-wide Local Government Community Satisfaction Survey have been compared against other participating councils in the Small Rural group and on a state-wide basis. Please note that council groupings changed for 2015, and as such comparisons to council group results before that time can not be made within the reported charts.

APPENDIX B: ANALYSIS AND REPORTING

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.

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

APPENDIX B: ANALYSIS AND REPORTING

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

APPENDIX B:

INDEX SCORE IMPLICATIONS

Index scores are indicative of an overall rating on a particular service area. In this context, index scores indicate:

- a) how well council is seen to be performing in a particular service area; or
- b) the level of importance placed on a particular service area.

For ease of interpretation, index score ratings can be categorised as follows:

INDEX SCORE	Performance implication	Importance implication
75 – 100	Council is performing very well in this service area	This service area is seen to be extremely important
60 – 75	Council is performing well in this service area, but there is room for improvement	This service area is seen to be very important
50 – 60	Council is performing satisfactorily in this service area but needs to improve	This service area is seen to be fairly important
40 – 50	Council is performing poorly in this service area	This service area is seen to be somewhat important
0 – 40	Council is performing very poorly in this service area	This service area is seen to be not that important

APPENDIX B:

INDEX SCORE SIGNIFICANT DIFFERENCE CALCULATION

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

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

Where:

- \$1 = Index Score 1
- \$2 = Index Score 2
- \$3 = unweighted sample count 1
- \$4 = unweighted sample count 1
- \$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:

ANALYSIS AND REPORTING

Core, Optional and Tailored Questions

Over and above necessary geographic and demographic questions required to ensure sample representativeness, a base set of questions for the 2018 State-wide Local Government Community Satisfaction Survey was designated as 'Core' and therefore compulsory inclusions for all participating Councils.

These core questions comprised:

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

Reporting of results for these core questions can always be compared against other participating councils in the council group and against all participating councils state-wide. Alternatively, some questions in the 2018 State-wide Local Government Community Satisfaction Survey were optional. Councils also had the ability to ask tailored questions specific only to their council.

APPENDIX B: ANALYSIS AND REPORTING

Reporting

Every council that participated in the 2018 State-wide Local Government Community Satisfaction Survey receives a customised report. In addition, the state government is supplied with a state-wide summary report of the aggregate results of 'Core' and 'Optional' questions asked across all council areas surveyed.

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

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

APPENDIX B:

GLOSSARY OF TERMS

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

CSS: 2018 Victorian Local Government Community Satisfaction Survey.

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

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

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

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

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

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

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

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

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

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

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



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