



**AGENDA APPENDIX**  
**Council Meeting**  
**Wednesday 22 July 2015**

AGENDA ITEM FOR SEPARATE DISTRIBUTION TO COUNCILLORS AND EXECUTIVE LEADERSHIP TEAM DUE TO DOCUMENT SIZE.

THE ITEM IS ACCESSIBLE VIA THE COUNCIL WEBSITE OR BY CONTACTING COUNCIL ON 03 5662 9200.

**E.1 SOUTH GIPPSLAND SHIRE COUNCIL COMMUNITY SATISFACTION SURVEY RESULTS 2015**

Appendix 1 – Local Government Community Satisfaction Survey –South Gippsland Shire Council – 2015 Research Report



**LOCAL GOVERNMENT COMMUNITY SATISFACTION SURVEY  
SOUTH GIPPSLAND SHIRE COUNCIL**

**2015 RESEARCH REPORT**

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



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# BACKGROUND AND OBJECTIVES

Welcome to the report of results and recommendations for the 2015 State-wide Local Government Community Satisfaction Survey for South Gippsland 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 and participating councils have a range of 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 South Gippsland 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 South Gippsland Shire Council.

Survey sample matched to the demographic profile of South Gippsland 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 10% mobile phone numbers to cater to the diversity of residents within South Gippsland Shire Council, particularly younger people.

A total of n=400 completed interviews were achieved in South Gippsland Shire Council. Survey fieldwork was conducted in the period of 1st February – 30th March, 2015.

The 2015 results are compared with previous years, as detailed below:

- 2014, n=401 completed interviews, conducted in the period of 31<sup>st</sup> January – 11<sup>th</sup> March.
- 2013, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 24<sup>th</sup> March.
- 2012, n=400 completed interviews, conducted in the period of 18<sup>th</sup> May – 30<sup>th</sup> 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 South Gippsland 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

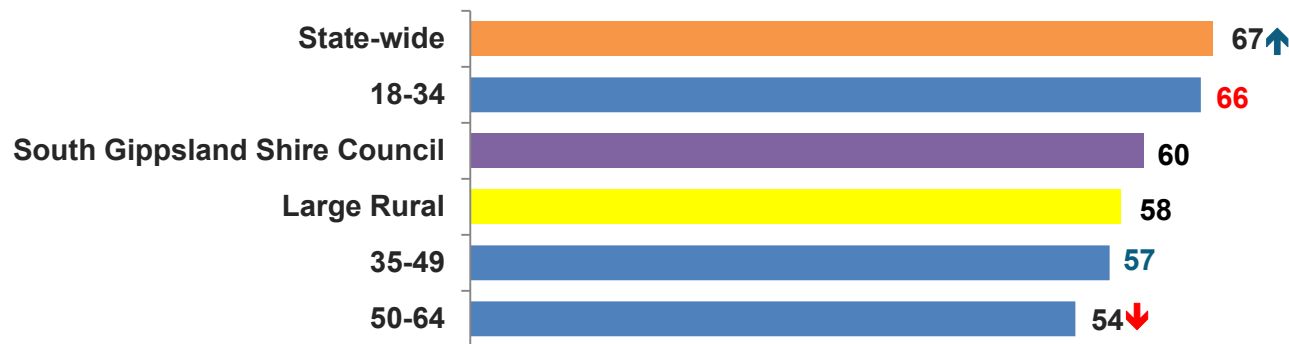
Within tables and index score charts throughout this report, statistically significant differences at the 95% confidence level are represented by upward directing blue and downward directing red arrows. Significance when noted indicates a significantly higher or lower result for the analysis group in 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 2014. 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 2014.
- The result among 18-34 year olds in the council is significantly lower than the result achieved among this group in 2014.

## Overall Performance – Index Scores (example extract only)



Note: For details on the calculations used to determine statistically significant differences, please refer to Appendix B.

# FURTHER INFORMATION

## 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 2015 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on (03) 8685 8555.



A satellite night view of the United Kingdom, showing the dense network of roads and city lights. The text "KEY FINDINGS & RECOMMENDATIONS" is overlaid in white, bold, sans-serif font across the center of the image.

# KEY FINDINGS & RECOMMENDATIONS



# KEY FINDINGS AND RECOMMENDATIONS

- **Performance** on all core measures is **relatively stable** in 2015 with ‘advocacy’ the only issue where there was a significant shift (a four point decline) on the 2014 result.
  - It should be noted however that South Gippsland Shire Council’s performance on all core measures sits significantly lower than the Large Rural and State-wide averages.
  
- Perceptions of South Gippsland Shire Council’s **overall performance** remains relatively **unchanged between 2012-2015**. South Gippsland’s 2015 **overall performance** index of 49 is **unchanged** from 2014.
  - While the largest proportion (45%) of residents rate Council’s performance as average, almost one in four residents rate Council performance as poor (16%) or very poor (8%).
  
- The 2015 index score on **overall council direction** is 44 which is a **two point improvement** on the 2014 result.
  - 18-34 year olds and residents in the Strzelecki region provide the most favourable views on council direction (56 and 47 respectively) while residents living in the Coastal-Promontory region gave the least complimentary ratings (37), along with those aged 50+ (39).

## KEY FINDINGS AND RECOMMENDATIONS

- Across the core performance measures, Council performs **best on customer service** with an average index score of 65. While this result is **two points higher** than the 2014 result, it is still significantly lower than the highest result achieved on customer satisfaction (index score of 68 in 2013).
- The **most significant decline** in performance is on **advocacy**. The 2015 index score is 45, four points lower than 2014 and the lowest result across 2012-15.
  - Much of this decline can be attributed to more critical ratings in 2015 on this issue from residents in the Tarwin Valley region, residents aged 18-34 years and also male residents.
- Two additional core measures have been included in 2015 and South Gippsland Shire Council has achieved **significantly lower scores** than the Large Rural council average and also the State-wide council average on both:
  - Performance on the **condition of sealed local roads** was the **lowest on any issue** with an index score of just 27 which is less than half the State-wide average score on this issue (55). Residents aged 65 years or older were more favourable in their rating (32) while residents aged 18-34 years were most critical (21) of the condition of the sealed local roads.
  - The index score on **decisions made in the interest of the community** was 44. On this issue it is younger residents who gave more favourable scores (47) while residents aged 50-64 years were much more critical of council performance (39).

# KEY FINDINGS AND RECOMMENDATIONS

- 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, or self-mining the SPSS data provided or via the dashboard portal available to the council.
- **A complimentary 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.**



# KEY FINDINGS AND RECOMMENDATIONS

## Higher results in 2015

- Overall council direction
- Customer service

## Lower results in 2015

- Advocacy
- Community consultation

## Most favourably disposed towards Council

- Aged 18-34 years

## Least favourably disposed towards Council

- Aged 50-64 years

A satellite night view of the United Kingdom, showing the dense network of roads and city lights. The text "SUMMARY OF FINDINGS" is overlaid in white, bold, sans-serif font on the left side of the image.

# SUMMARY OF FINDINGS

# 2015 SUMMARY OF CORE MEASURES INDEX SCORE RESULTS

Performance Measures	South Gippsland 2012	South Gippsland 2013	South Gippsland 2014	South Gippsland 2015	Large Rural 2015	State-wide 2015
<b>OVERALL PERFORMANCE</b>	50	48	49	<b>49</b>	56	60
<b>COMMUNITY CONSULTATION</b> (Community consultation and engagement)	53	54	51	<b>49</b>	54	56
<b>ADVOCACY</b> (Lobbying on behalf of the community)	51	51	49	<b>45</b>	53	55
<b>MAKING COMMUNITY DECISIONS</b> (Decisions made in the interest of the community)	n/a	n/a	n/a	<b>44</b>	52	55
<b>SEALED LOCAL ROADS</b> (Condition of sealed local roads)	n/a	n/a	n/a	<b>27</b>	45	55
<b>CUSTOMER SERVICE</b>	65	68	63	<b>65</b>	67	70
<b>OVERALL COUNCIL DIRECTION</b>	43	42	42	<b>44</b>	51	53



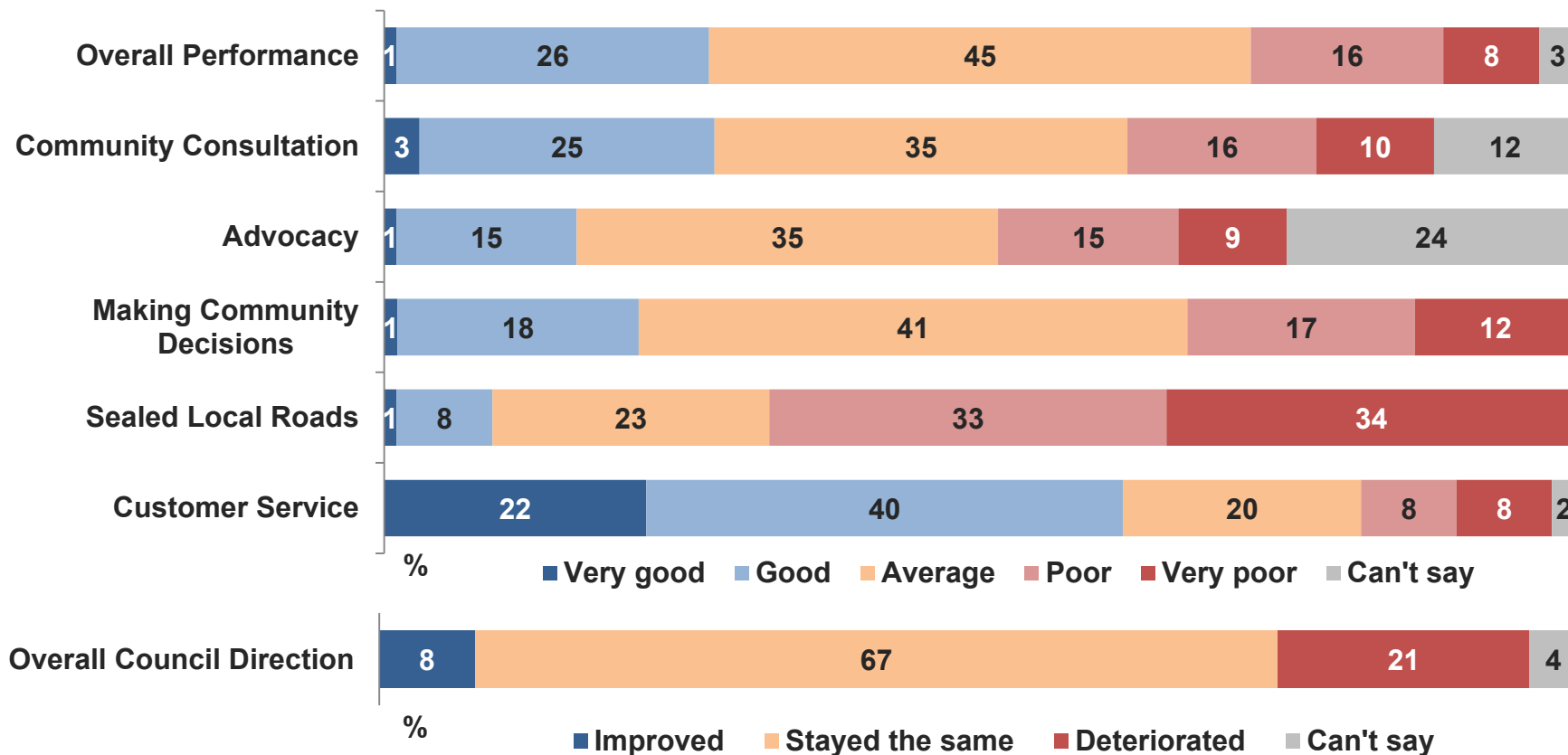
# 2015 SUMMARY OF CORE MEASURES

## DETAILED ANALYSIS

Performance Measures	South Gippsland 2015	vs South Gippsland 2014	vs Large Rural 2015	vs State-wide 2015	Highest score	Lowest score
<b>OVERALL PERFORMANCE</b>	<b>49</b>	Equal	7 points lower	11 points lower	18-34 year olds	50-64 year olds
<b>COMMUNITY CONSULTATION</b> (Community consultation and engagement)	<b>49</b>	2 points lower	5 points lower	7 points lower	18-34 year olds	50-64 year olds
<b>ADVOCACY</b> (Lobbying on behalf of the community)	<b>45</b>	4 points lower	8 points lower	10 points lower	18-34 year olds	50-64 year olds
<b>MAKING COMMUNITY DECISIONS</b> (Decisions made in the interest of the community)	<b>44</b>	n/a	8 points lower	11 points lower	18-34 year olds	50-64 year olds
<b>SEALED LOCAL ROADS</b> (Condition of sealed local roads)	<b>27</b>	n/a	18 points lower	28 points lower	65+ year olds	18-34 year olds
<b>CUSTOMER SERVICE</b>	<b>65</b>	2 points higher	2 points lower	5 points lower	35-49 year olds	50-64 year olds
<b>OVERALL COUNCIL DIRECTION</b>	<b>44</b>	2 points higher	7 points lower	9 points lower	18-34 year olds	Coastal - Promontory

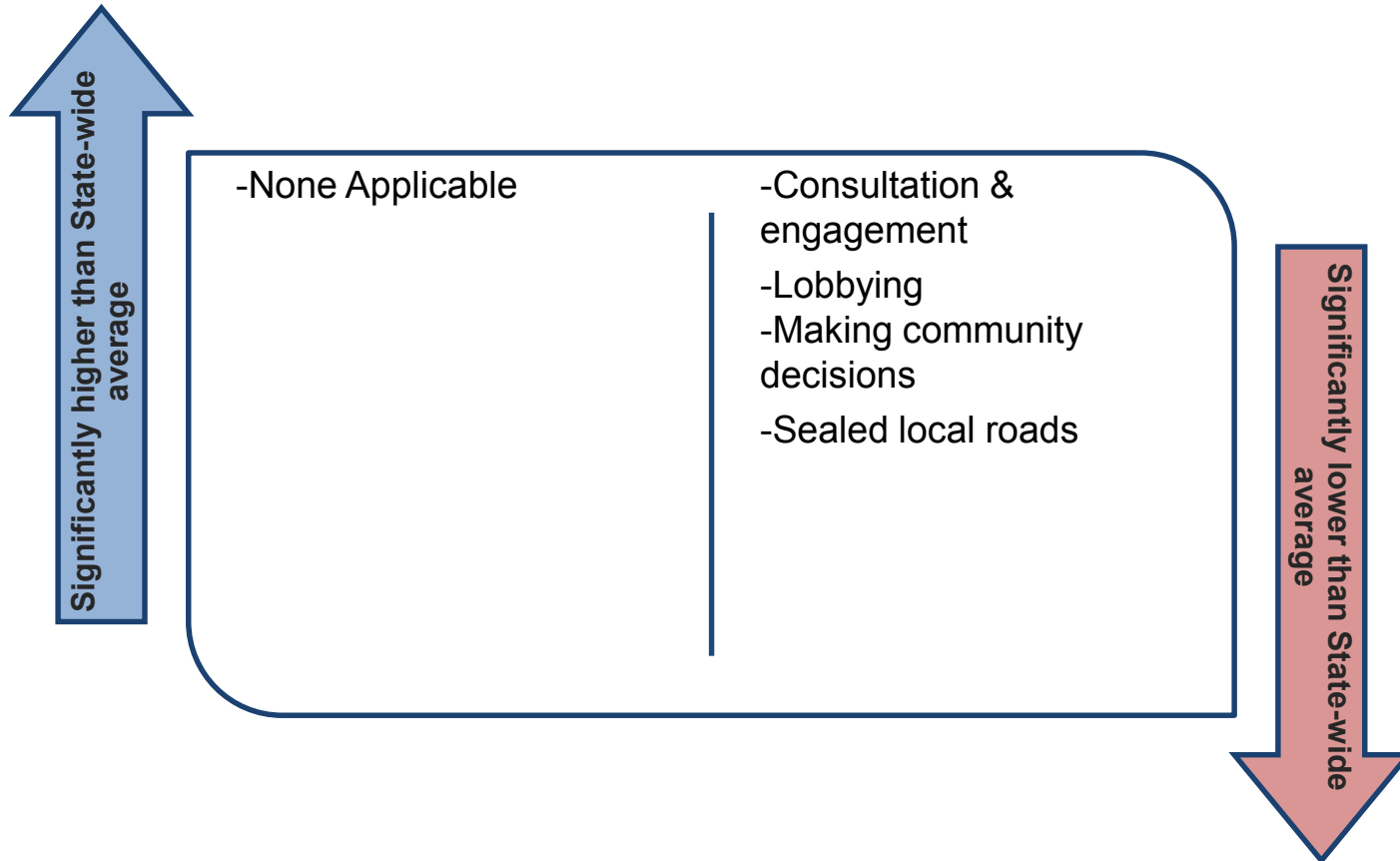
# 2015 SUMMARY OF KEY COMMUNITY SATISFACTION PERCENTAGE RESULTS

## Key Measures Summary Results



# INDIVIDUAL SERVICE AREAS SUMMARY

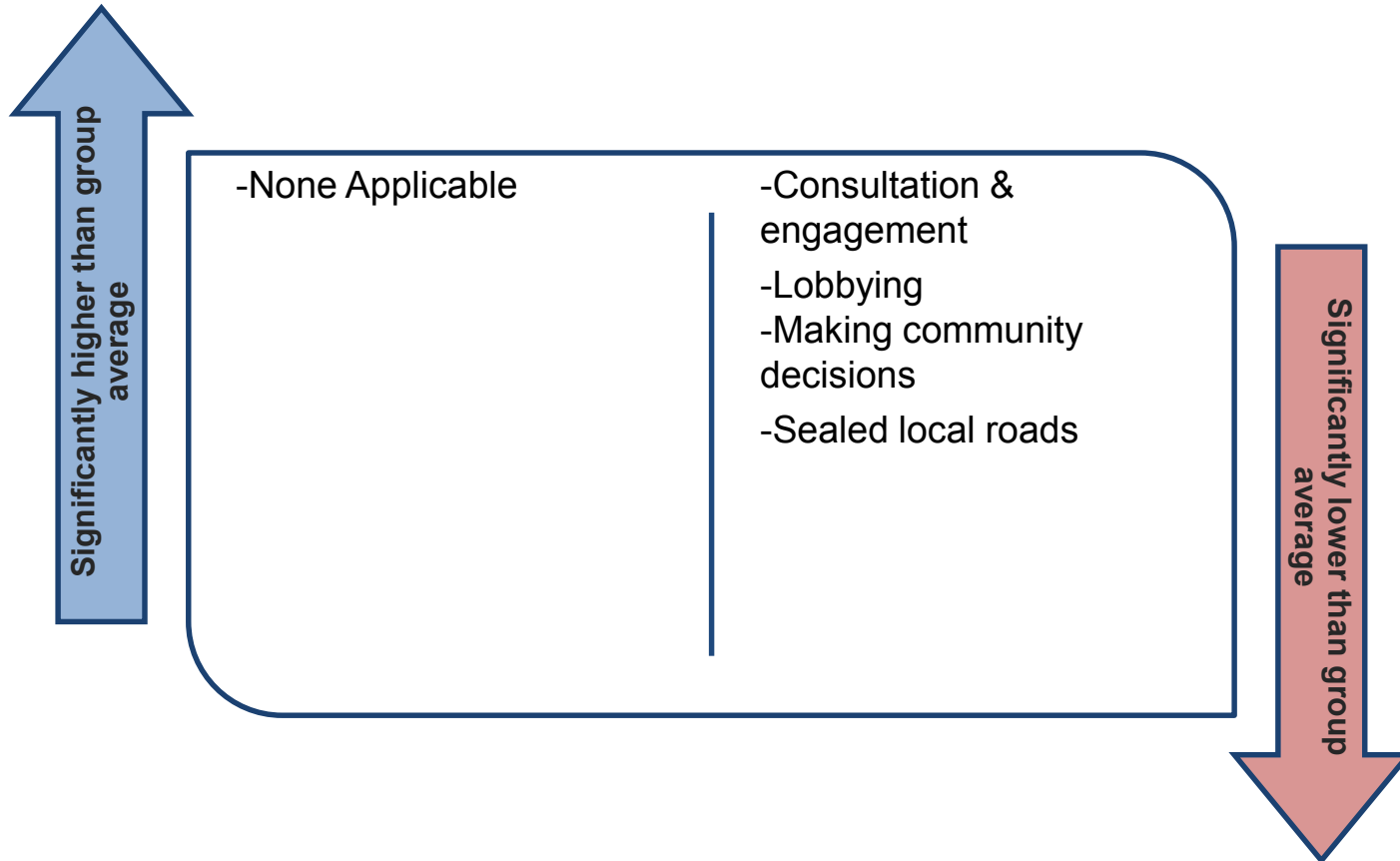
## COUNCIL'S PERFORMANCE VS STATE-WIDE AVERAGE



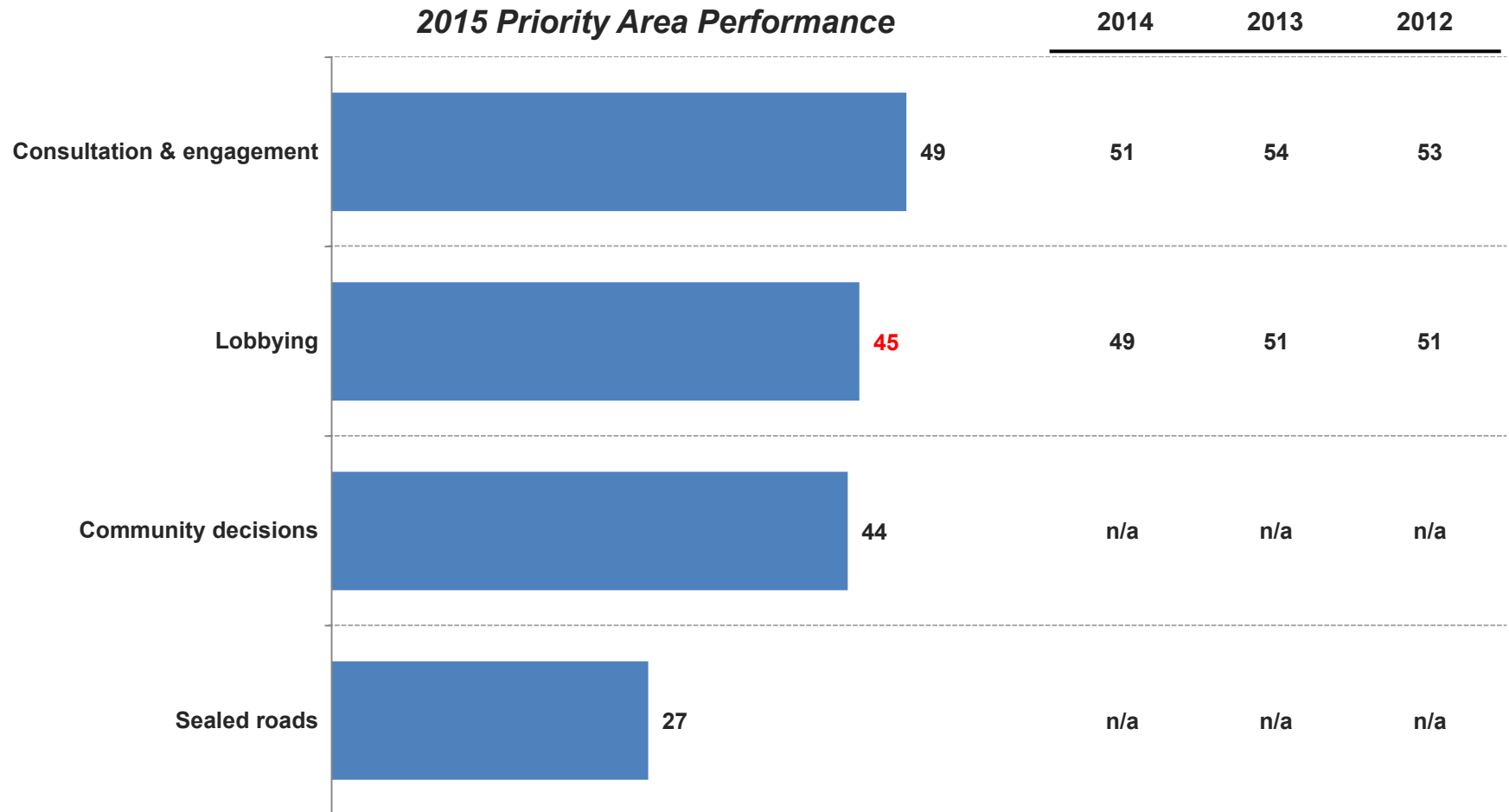


# INDIVIDUAL SERVICE AREAS SUMMARY

## COUNCIL'S PERFORMANCE VS GROUP AVERAGE



# 2015 PERFORMANCE SUMMARY



Base: All respondents Councils asked State-wide: 69  
 Note: Please see page 5 for explanation of significant differences

A satellite night view of the United Kingdom, showing the dense network of roads and city lights. The text "DETAILED FINDINGS" is overlaid on the left side of the image.

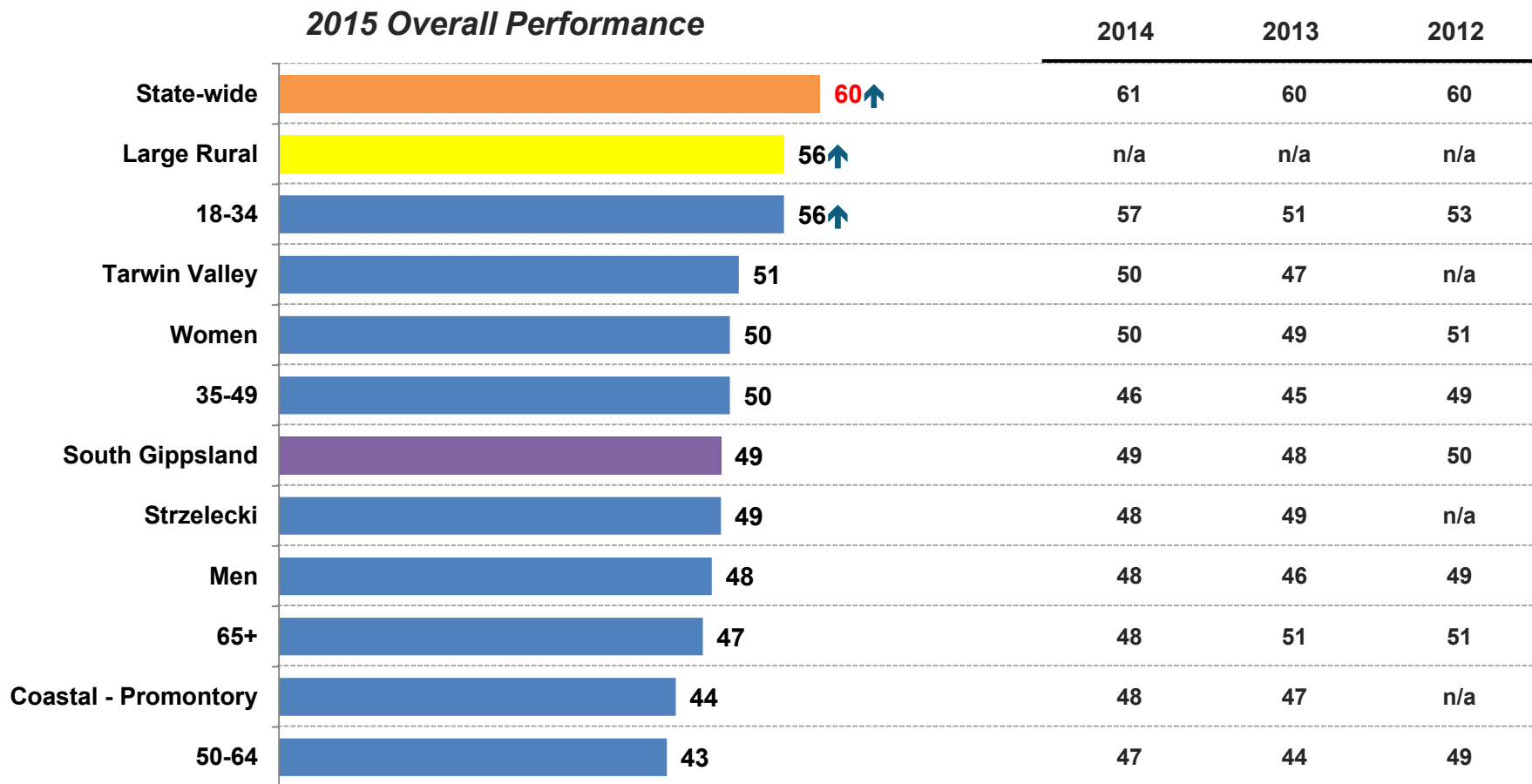
# DETAILED FINDINGS



A satellite night view of the United Kingdom, showing city lights and a network of glowing lines. The text "KEY CORE MEASURE" and "OVERALL PERFORMANCE" is overlaid on the left side of the image.

**KEY CORE MEASURE**  
**OVERALL PERFORMANCE**

# OVERALL PERFORMANCE INDEX SCORES



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

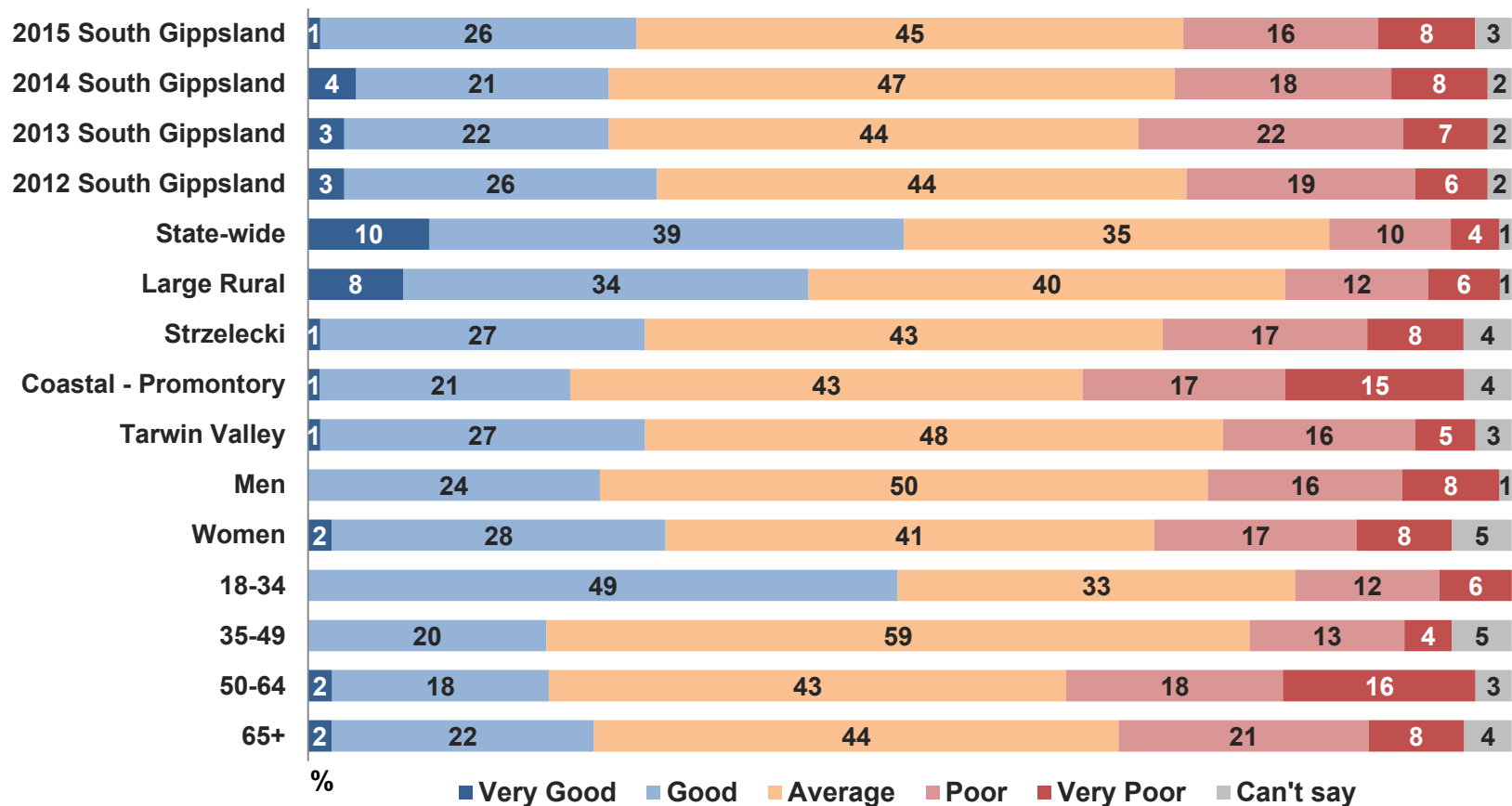
Base: All respondents Councils asked State-wide: 69 Councils asked group: 21

Note: Please see page 5 for explanation about significant differences



# OVERALL PERFORMANCE DETAILED PERCENTAGES

## 2015 Overall Performance



Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of South Gippsland 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: 69 Councils asked group: 21





An aerial night photograph of a city, likely San Francisco, showing a dense network of roads and buildings illuminated by streetlights and city lights. The lights create a complex web of bright yellow and white lines against the dark landscape. The text 'KEY CORE MEASURE' and 'CUSTOMER SERVICE' is overlaid on the left side of the image in a bold, white, sans-serif font.

**KEY CORE MEASURE  
CUSTOMER SERVICE**



# CONTACT LAST 12 MONTHS SUMMARY

**Overall contact with South Gippsland Shire Council**

- 57%, down 4 points on 2014

**Most contact with South Gippsland Shire Council**

- Aged 35-49 years
- Tarwin Valley

**Least contact with South Gippsland Shire Council**

- Aged 18-34 years
- Strzelecki

**Customer Service rating**

- Index score of 65, up 2 points on 2014

**Most satisfied with Customer Service**

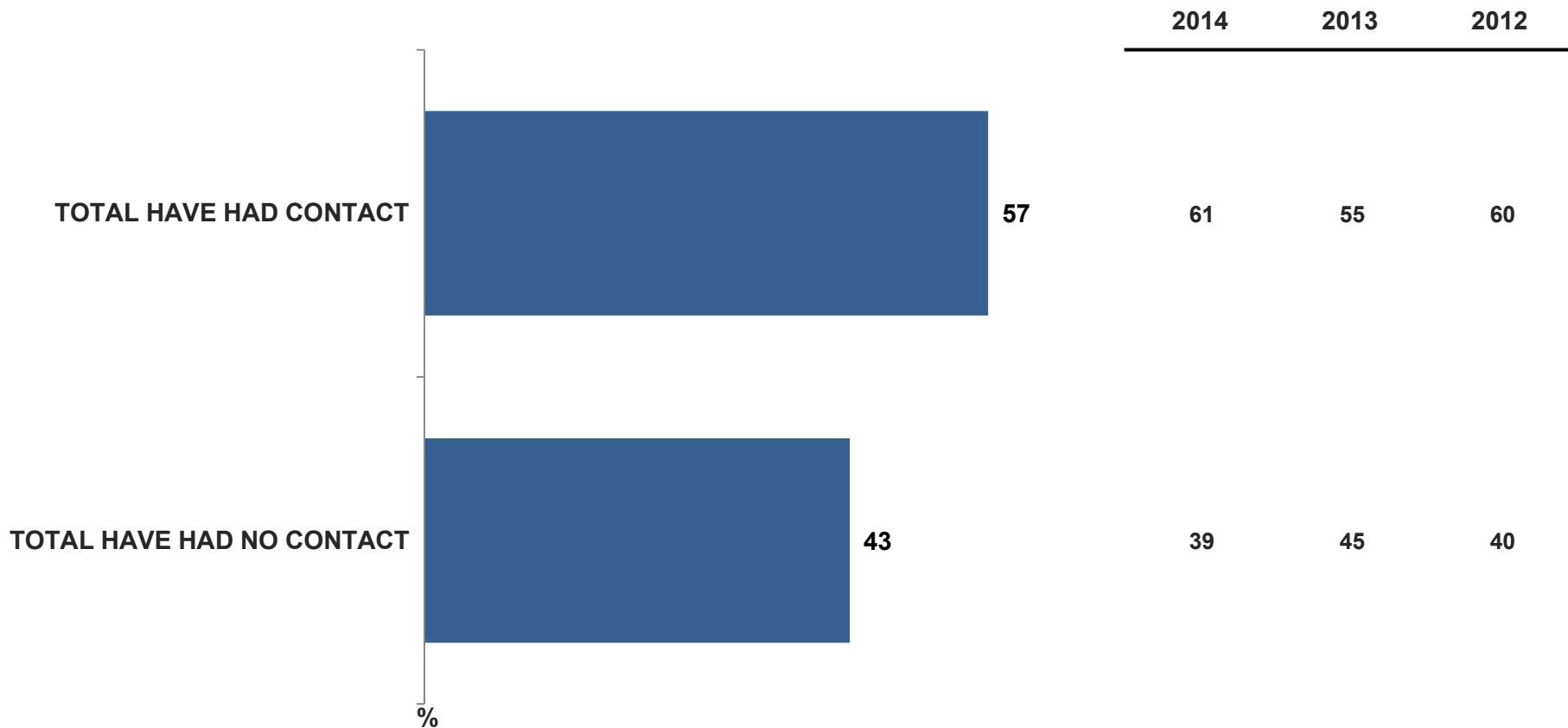
- Aged 35-49 years

**Least satisfied with Customer Service**

- Aged 50-64 years

# 2015 CONTACT WITH COUNCIL LAST 12 MONTHS

**2015 Method of Contact**



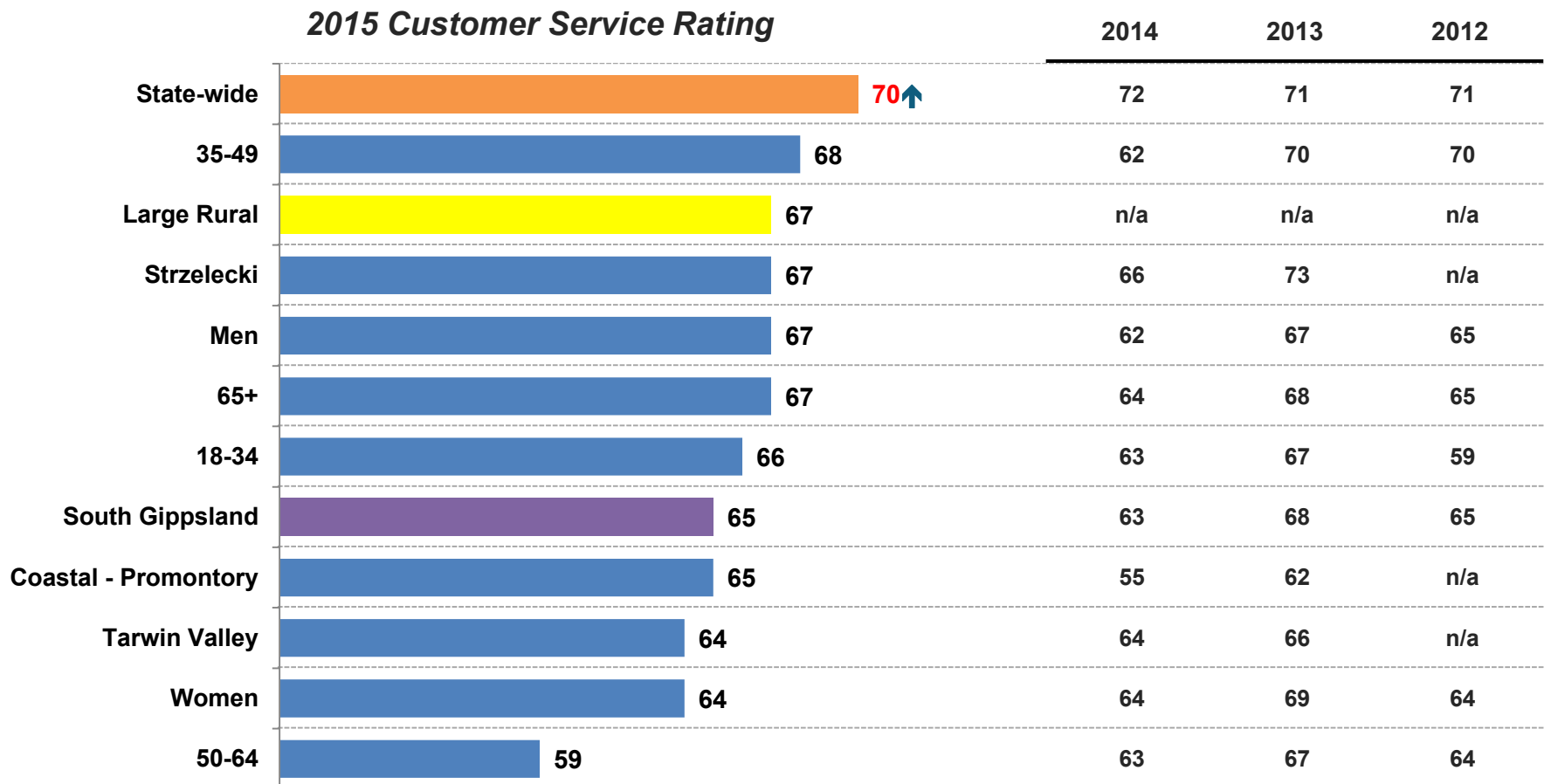
Q5. Over the last 12 months, have you or any member of your household had any contact with South Gippsland Shire Council? This may have been in person, in writing, by telephone conversation, by text message, by email or via their website or social media such as Facebook or Twitter?

Base: All respondents. Councils asked State-wide: 53 Councils asked group: 19

Note: Please see page 5 for explanation about significant differences



# 2015 CONTACT CUSTOMER SERVICE INDEX SCORES



Q5c. Thinking of the most recent contact, how would you rate South Gippsland 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.

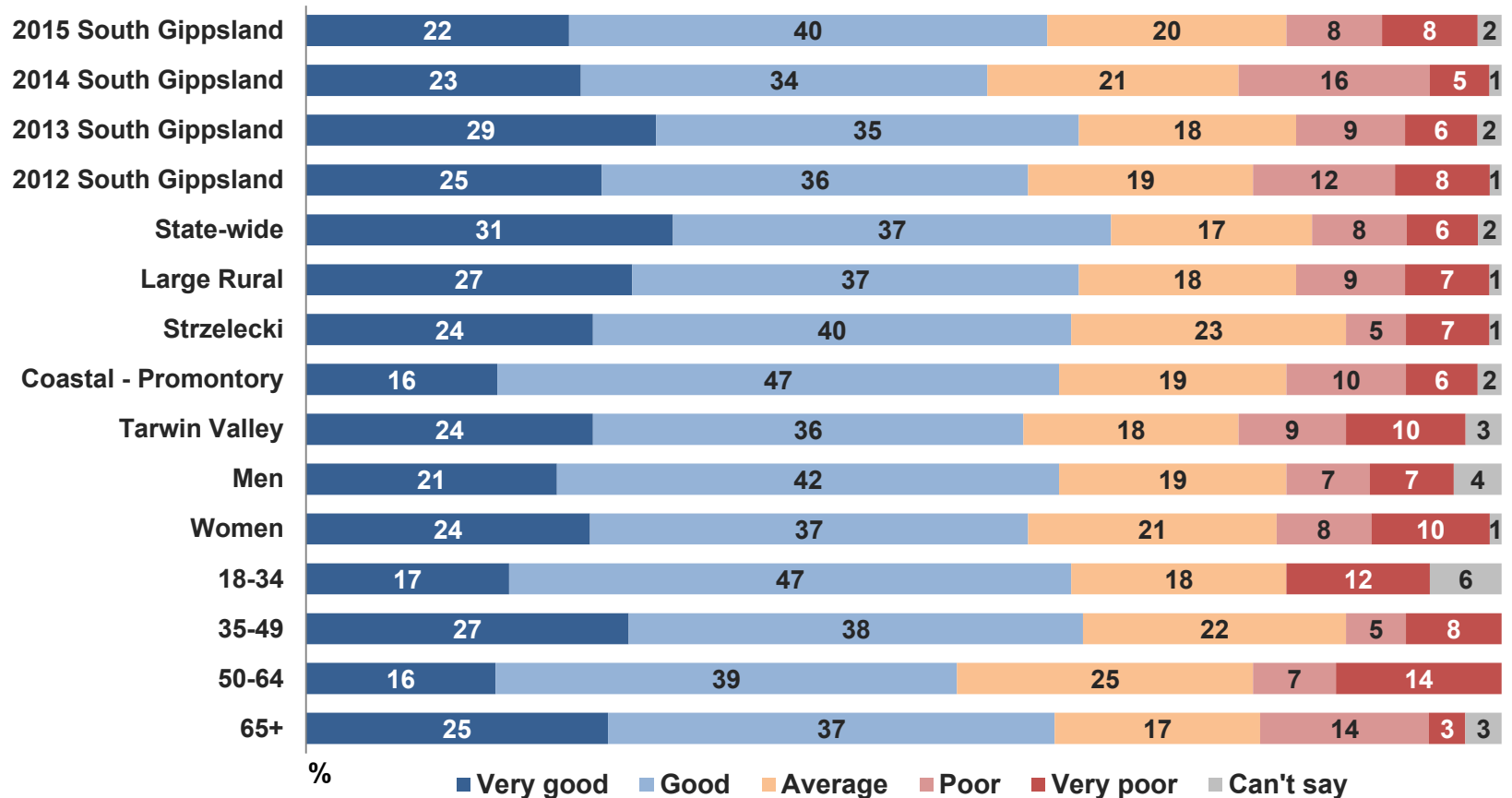
Councils asked State-wide: 69 Councils asked group: 21

Note: Please see page 5 for explanation about significant differences



# 2015 CONTACT CUSTOMER SERVICE DETAILED PERCENTAGES

## 2015 Customer Service Rating



Q5c. Thinking of the most recent contact, how would you rate South Gippsland 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: 69 Councils asked group: 21







**KEY CORE MEASURE  
COUNCIL DIRECTION INDICATORS**

# COUNCIL DIRECTION SUMMARY

## Council Direction over last 12 months

- 67% stayed about the same, up 7 points on 2014
- 8% improved, down 2 points on 2014
- 21% deteriorated, down 4 points on 2014

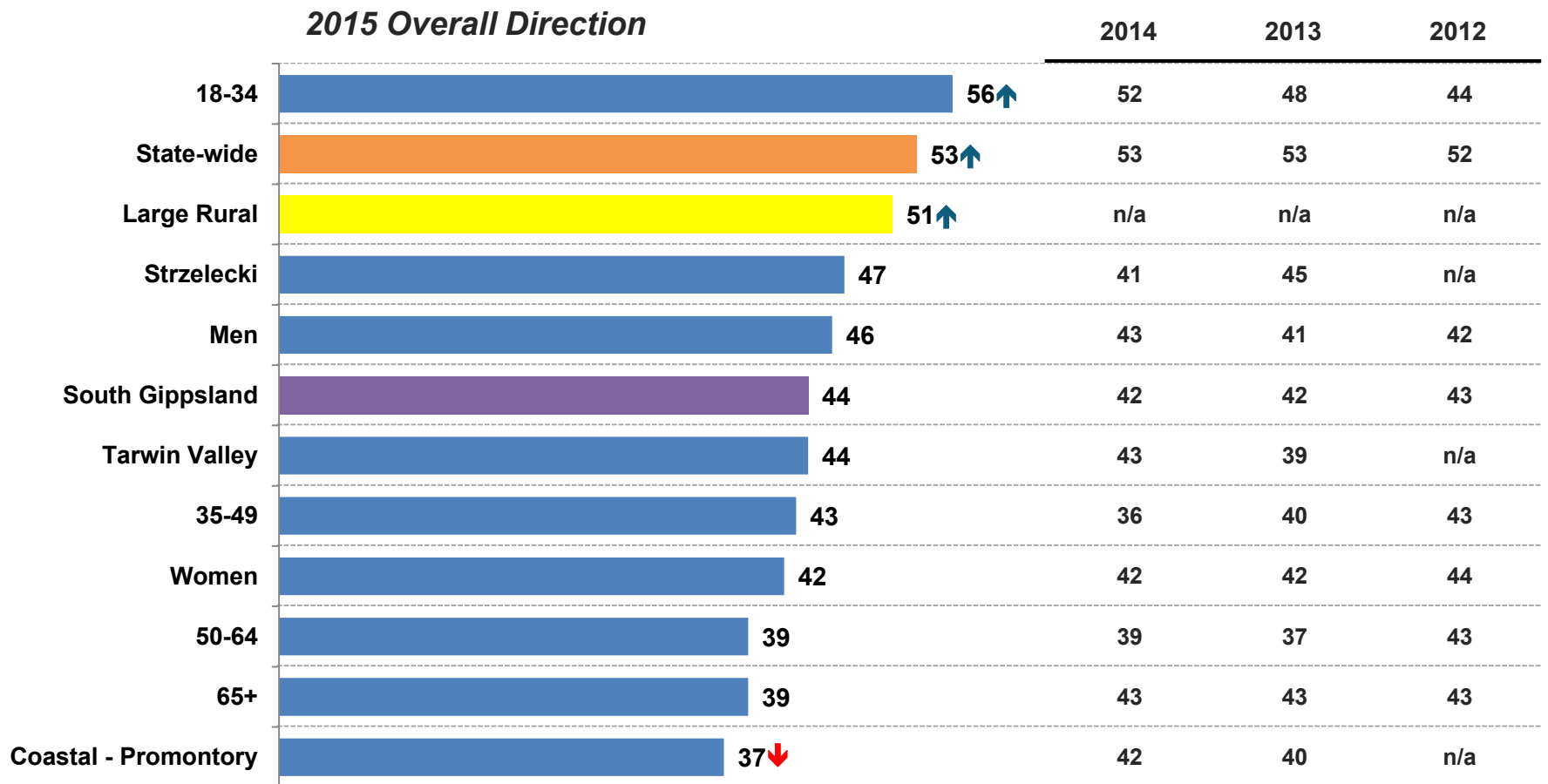
## Most satisfied with Council Direction

- Aged 18-34 years
- Strzelecki

## Least satisfied with Council Direction

- Coastal - Promontory
- Aged 50+

# 2015 OVERALL COUNCIL DIRECTION LAST 12 MONTHS INDEX SCORES



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

Base: All respondents. Councils asked State-wide: 69 Councils asked group: 21

Note: Please see page 5 for explanation about significant differences

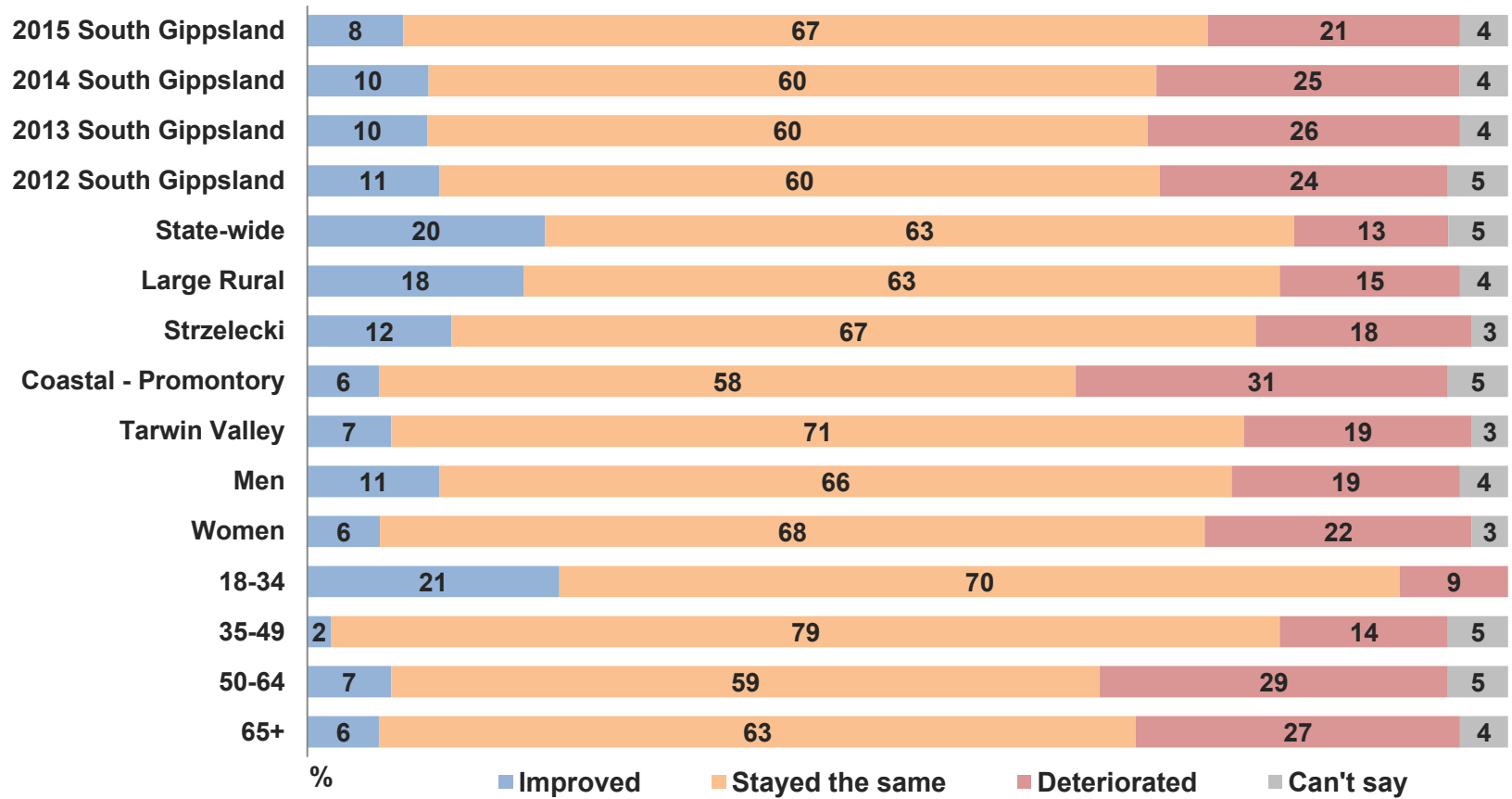




# 2015 OVERALL COUNCIL DIRECTION LAST 12 MONTHS

## DETAILED PERCENTAGES

### 2015 Overall Direction



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

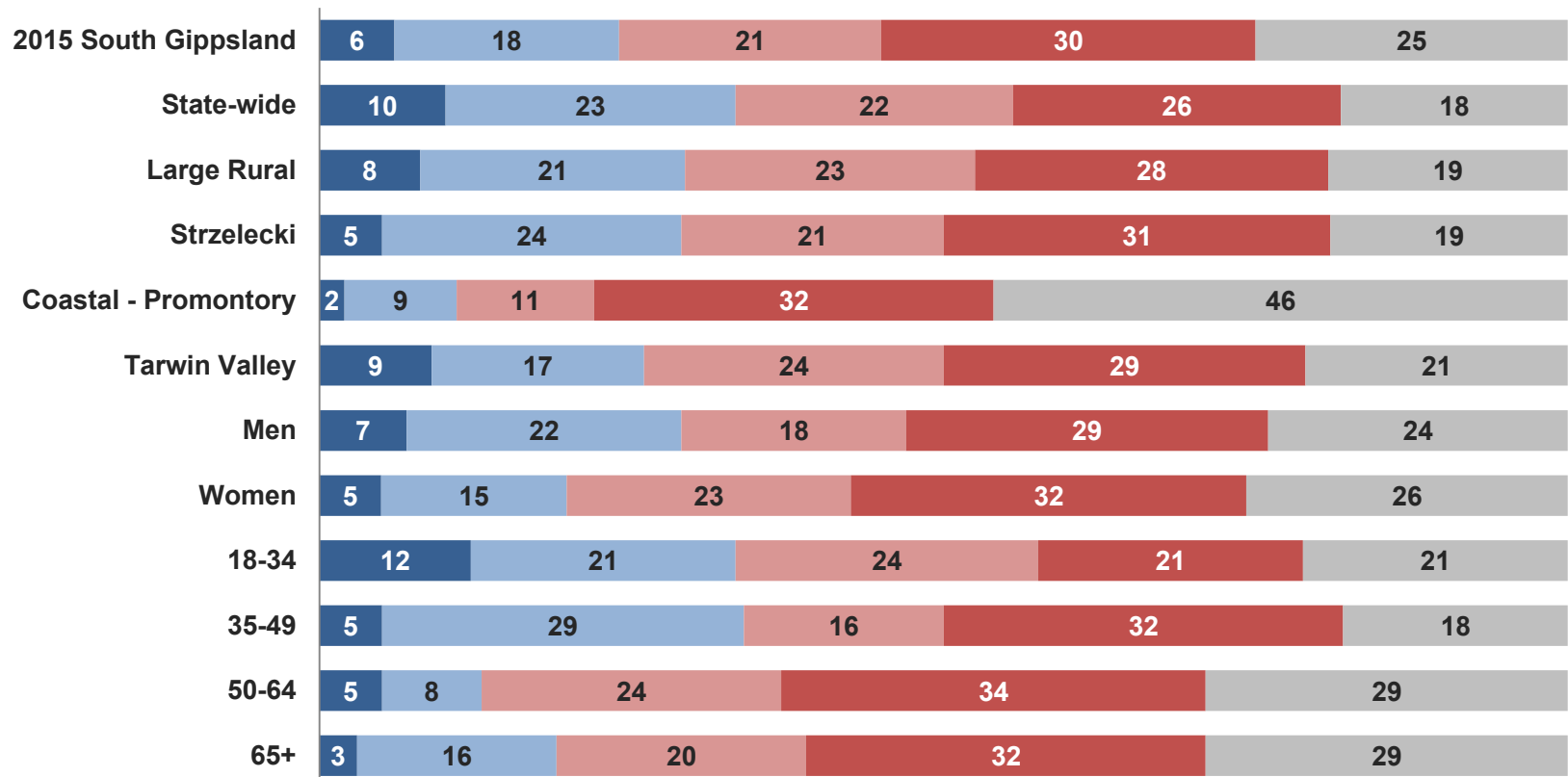
Base: All respondents. Councils asked State-wide: 69 Councils asked group: 21





# 2015 RATES/SERVICE TRADE OFF DETAILED PERCENTAGES

**2015 Rate Rise v Service Cut**



%

■ Definitely prefer rate rise ■ Probably prefer rate rise ■ Probably prefer service cuts ■ Definitely prefer service cuts ■ Can't say

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?

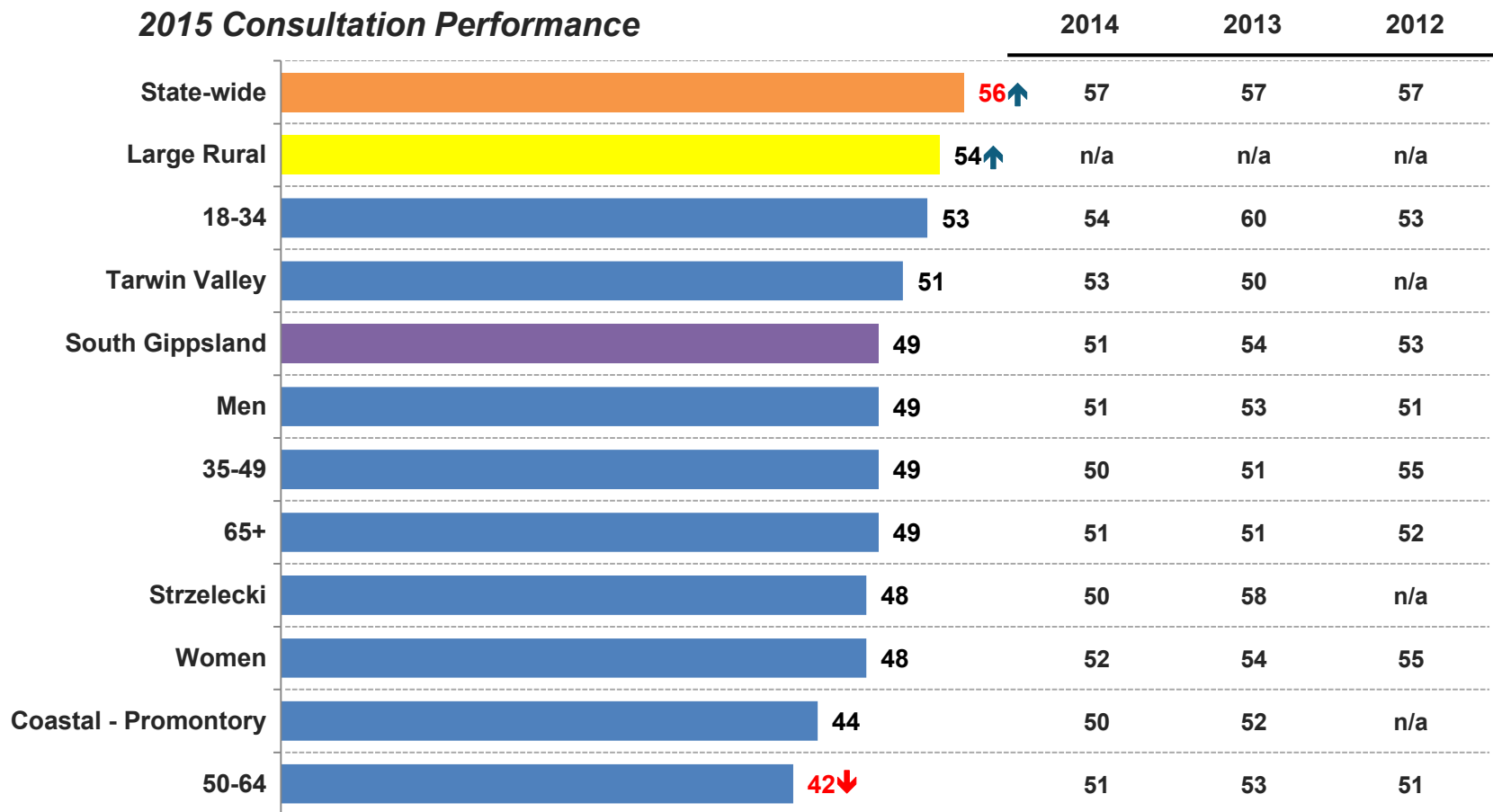
Base: All respondents. Councils asked State-wide: 25 Councils asked group: 7



A satellite night-time map of the United States, showing the illuminated road network and city lights. The map is centered on the continental United States, with Alaska and Hawaii visible. The text "INDIVIDUAL SERVICE AREAS" is overlaid in white, bold, sans-serif font across the center of the map.

# INDIVIDUAL SERVICE AREAS

# 2015 COMMUNITY CONSULTATION AND ENGAGEMENT PERFORMANCE INDEX SCORES



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

Base: All respondents. Councils asked State-wide: 69 Councils asked group: 21

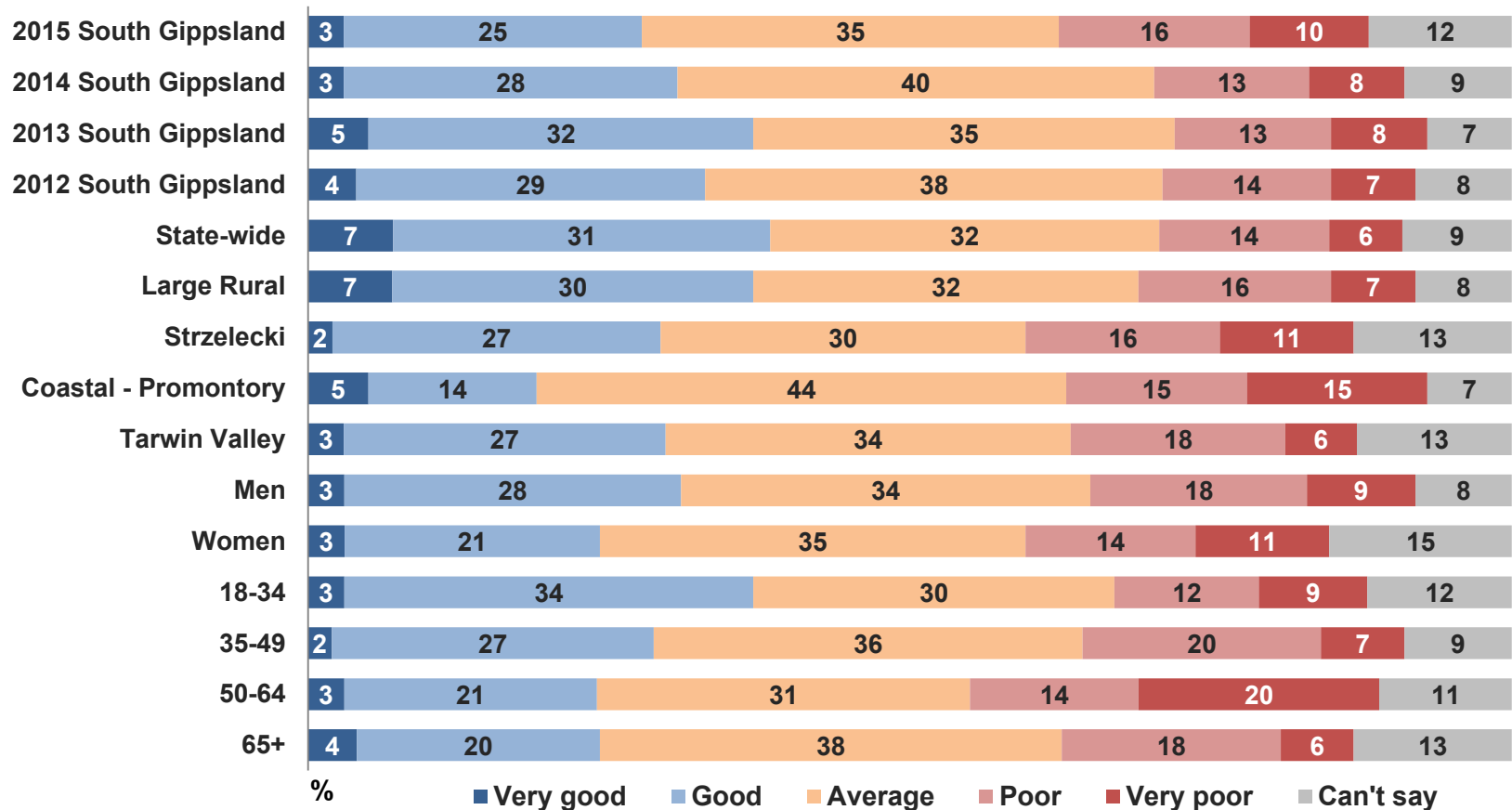
Note: Please see slide 5 for explanation about significant differences





# 2015 COMMUNITY CONSULTATION AND ENGAGEMENT PERFORMANCE DETAILED PERCENTAGES

## 2015 Consultation Performance

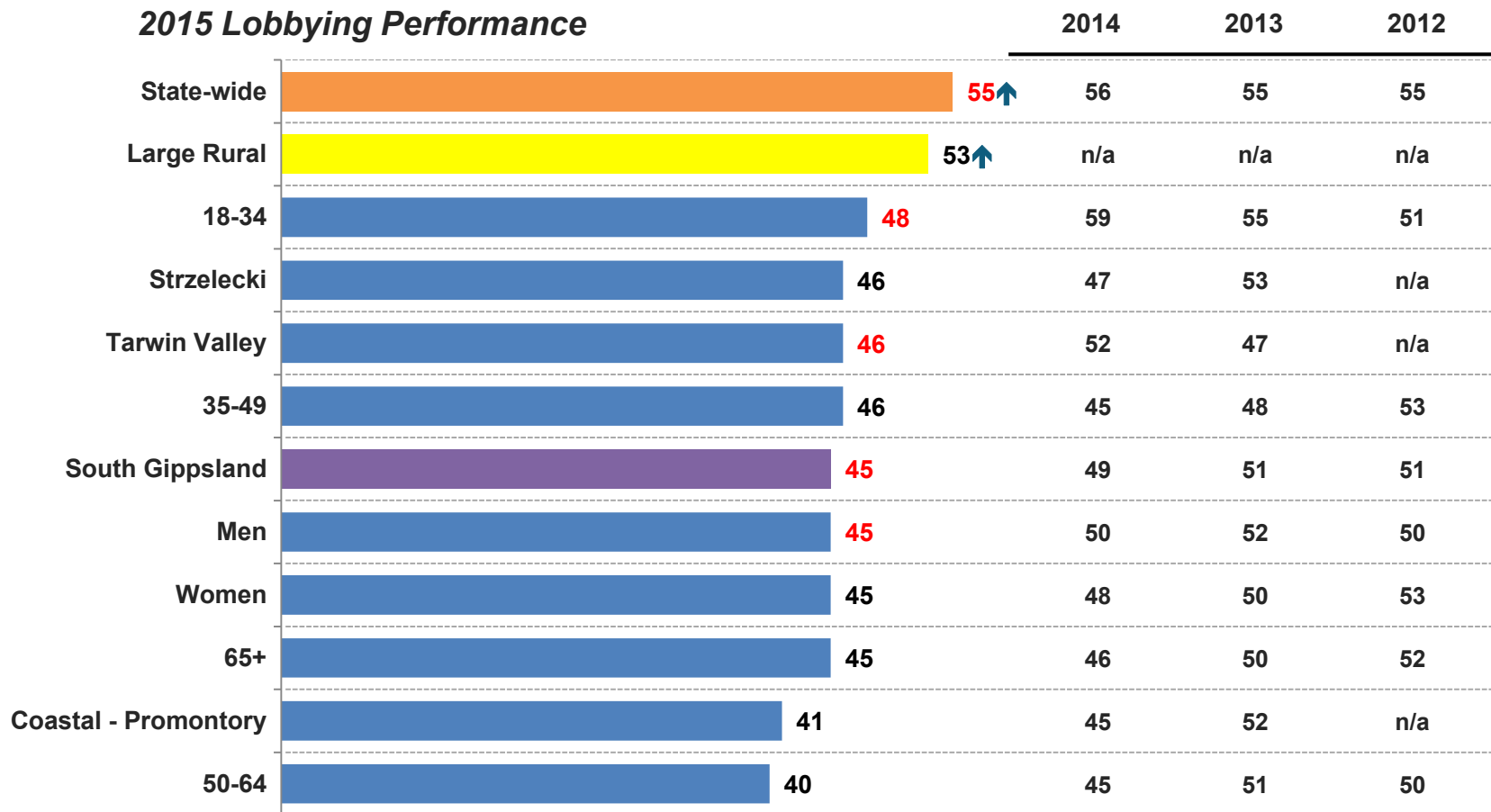


Q2. How has Council performed on 'Community Consultation and Engagement' over the last 12 months?  
 Base: All respondents. Councils asked State-wide: 69 Councils asked group: 21





# 2015 LOBBYING ON BEHALF OF THE COMMUNITY PERFORMANCE INDEX SCORES



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

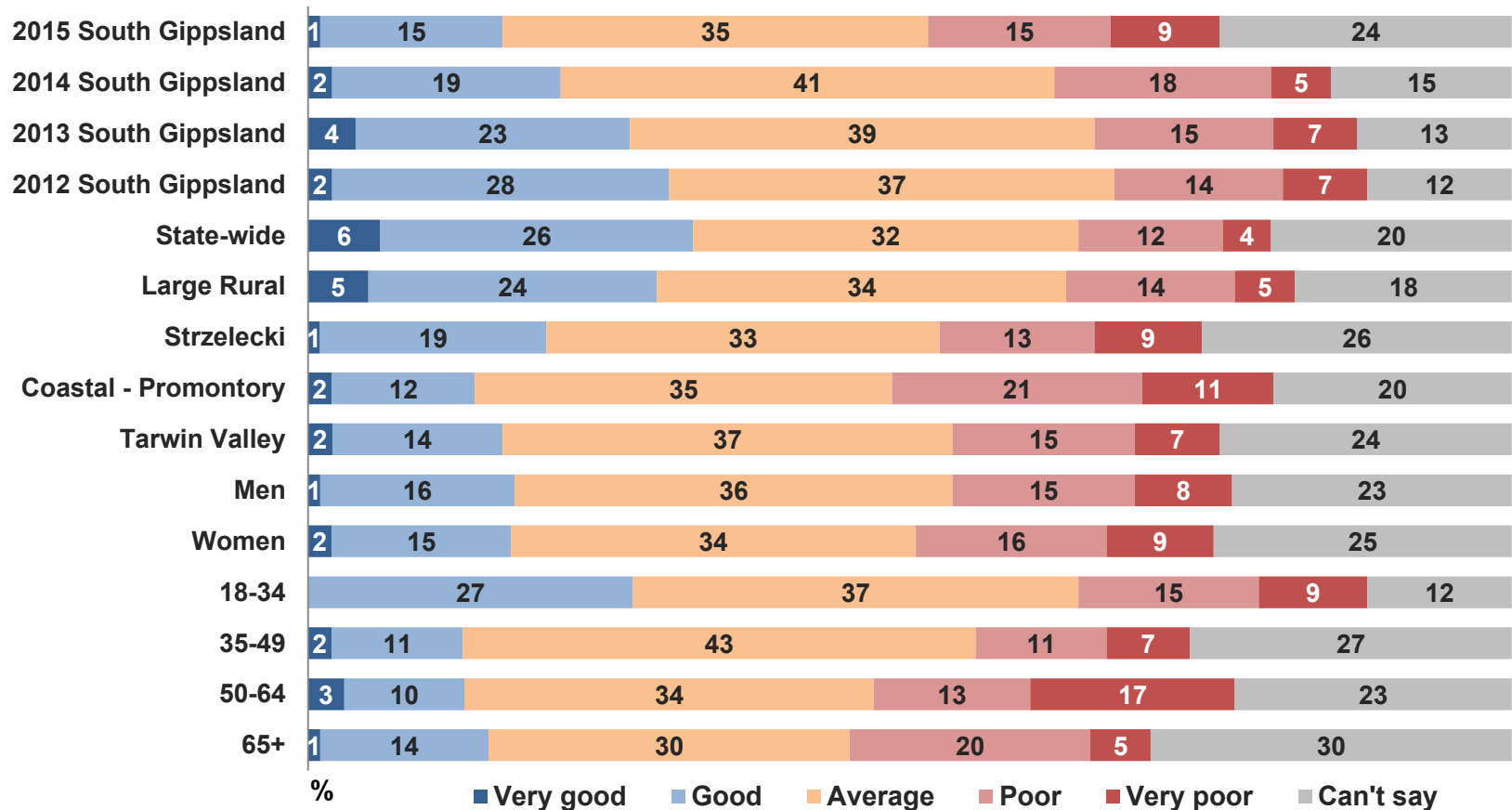
Base: All respondents. Councils asked State-wide: 69 Councils asked group: 21

Note: Please see slide 5 for explanation about significant differences



# 2015 LOBBYING ON BEHALF OF THE COMMUNITY PERFORMANCE DETAILED PERCENTAGES

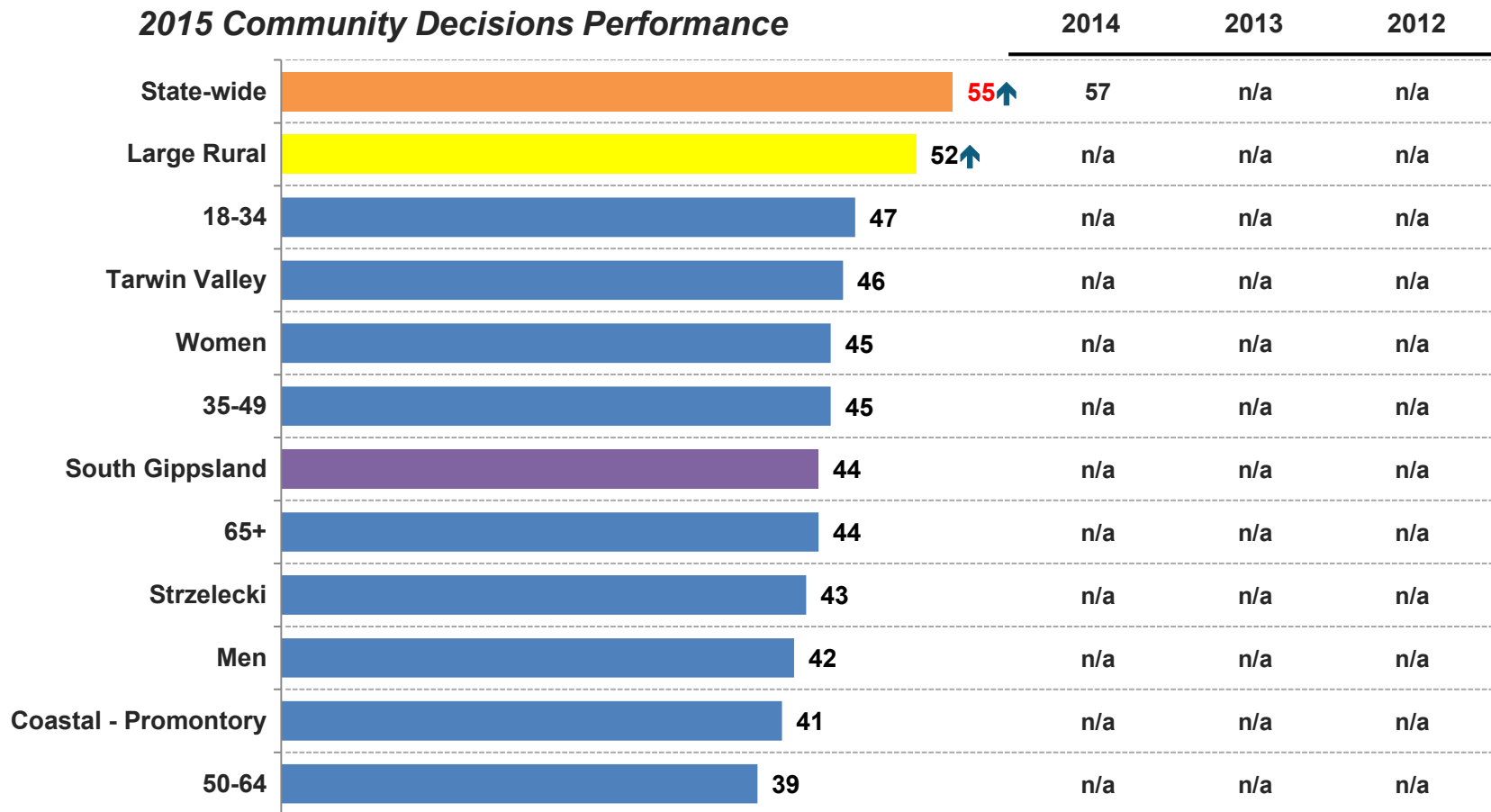
## 2015 Lobbying Performance



Q2. How has Council performed on 'Lobbying on Behalf of the Community' over the last 12 months?  
Base: All respondents. Councils asked State-wide: 69 Councils asked group: 21



# 2015 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY PERFORMANCE INDEX SCORES



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: 69 Councils asked group: 21

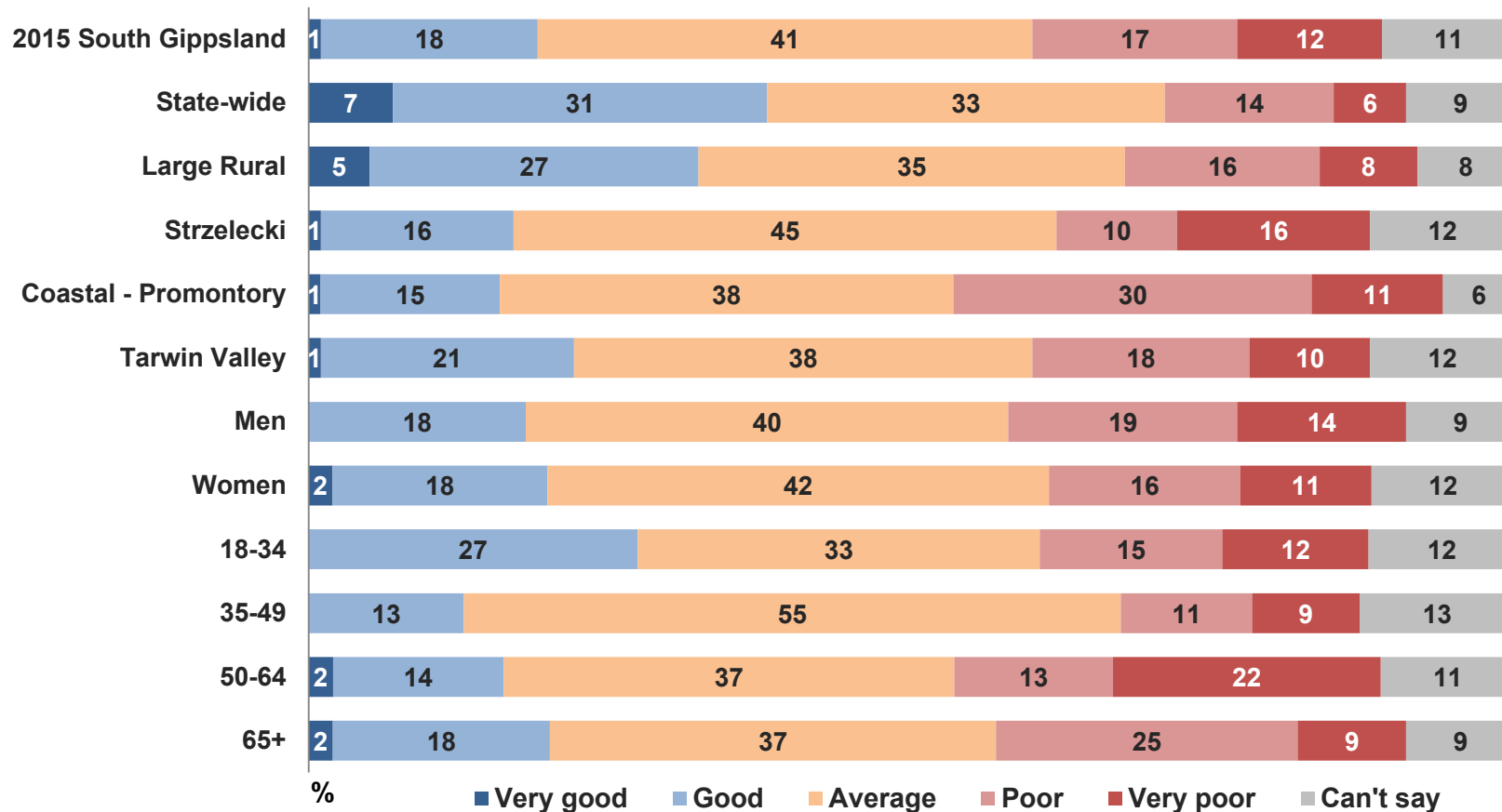
Note: Please see slide 5 for explanation about significant differences



# 2015 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY

## PERFORMANCE DETAILED PERCENTAGES

2015 Community Decisions Performance

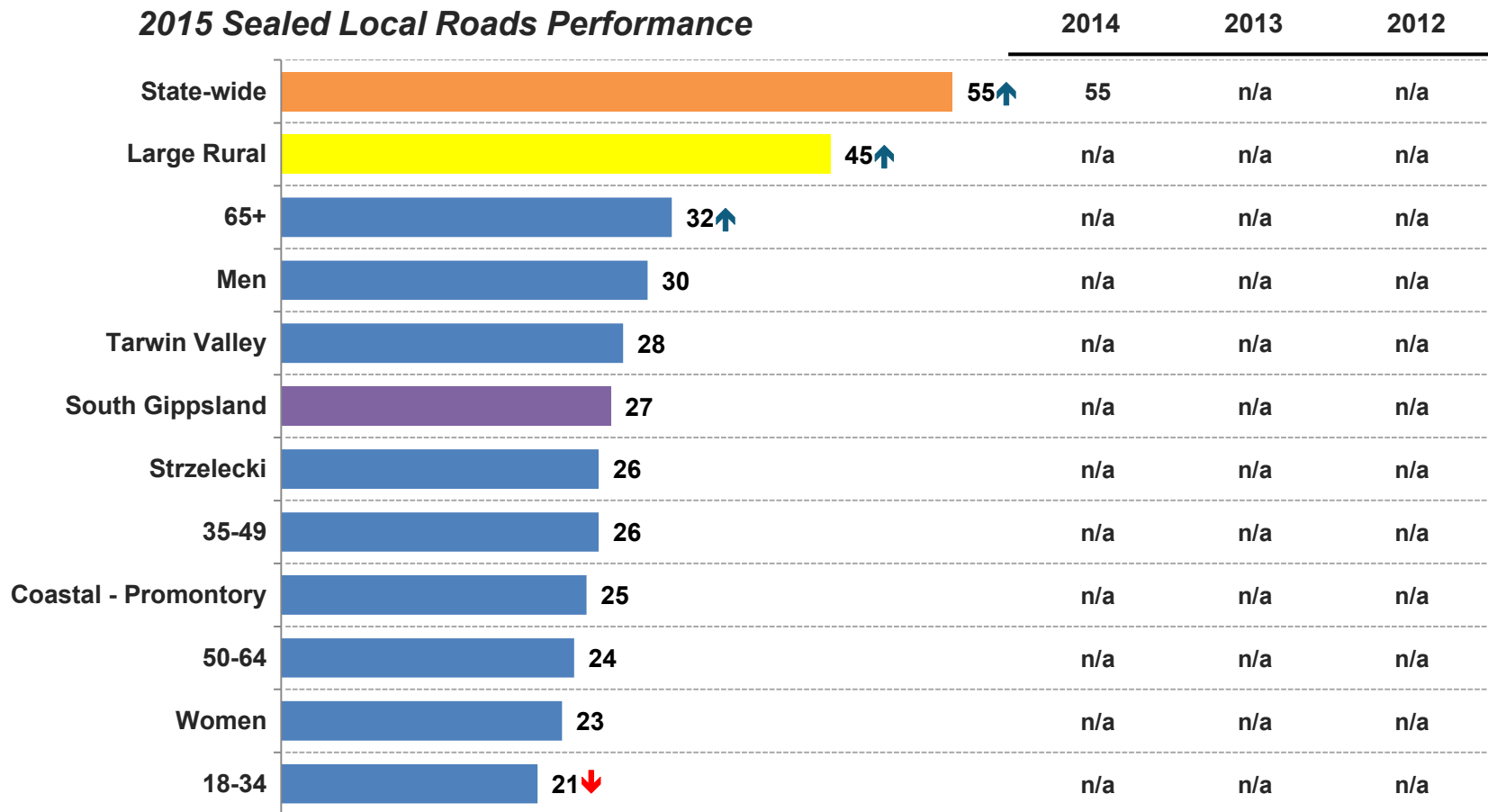


Q2. How has Council performed on 'Decisions made in the interest of the community' over the last 12 months?  
 Base: All respondents. Councils asked State-wide: 69 Councils asked group: 21





# 2015 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA PERFORMANCE INDEX SCORES



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: 69 Councils asked group: 21

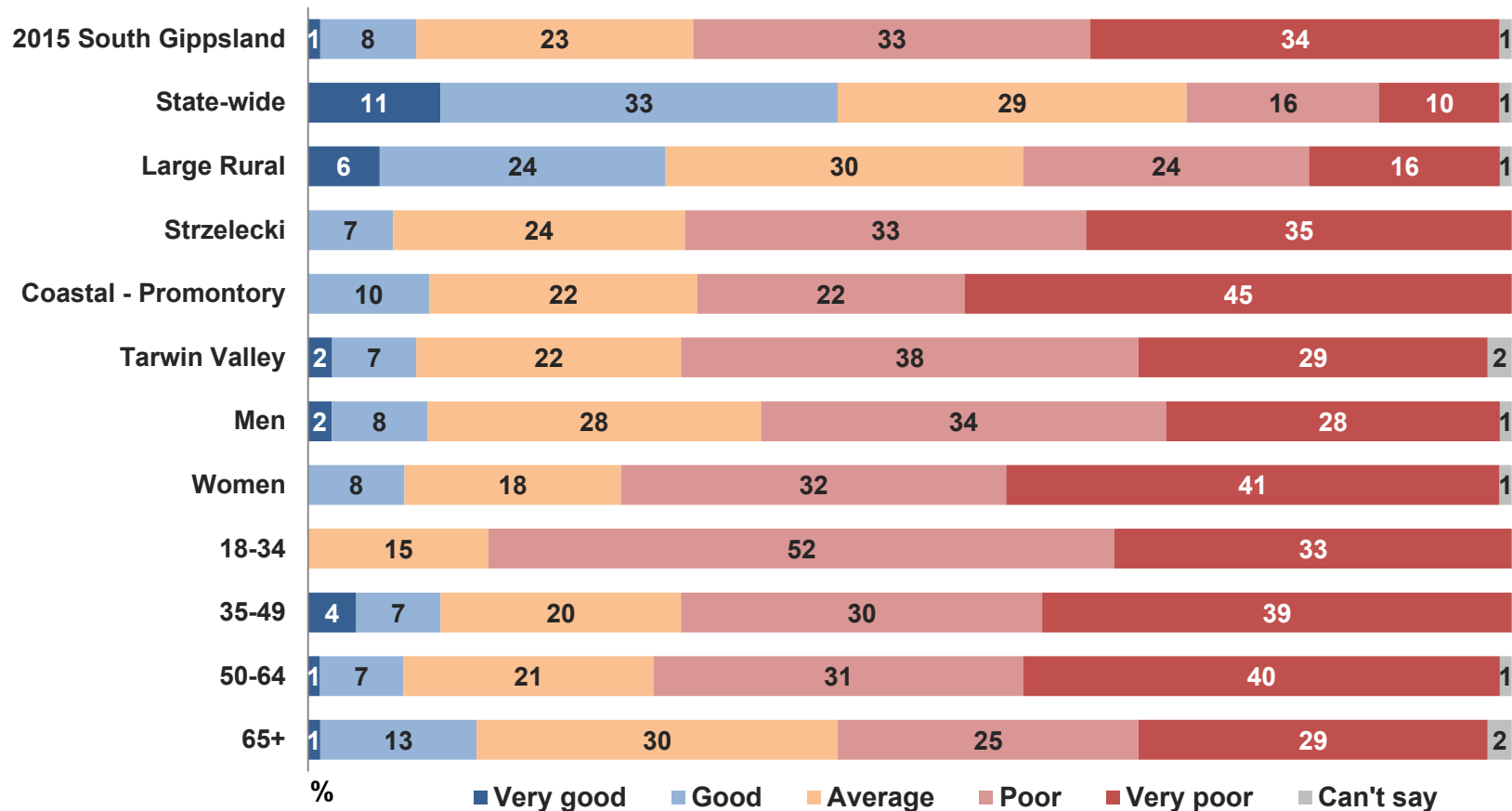
Note: Please see slide 5 for explanation about significant differences



# 2015 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA

## PERFORMANCE DETAILED PERCENTAGES

2015 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: 69 Councils asked group: 21



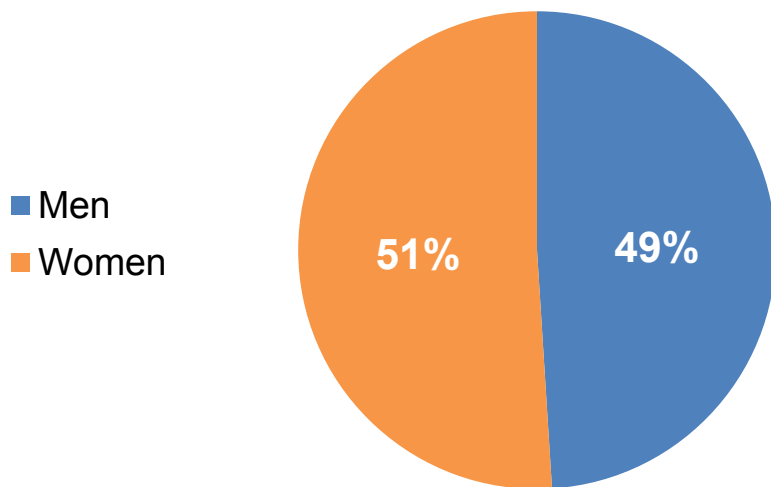
A satellite night view of the United States, showing a dense network of city lights and roadways. The lights are concentrated in the eastern half of the country, with major hubs in the Northeast and the Southeast. The western half of the country is less densely populated, with fewer lights and more visible road networks. The text "DETAILED DEMOGRAPHICS" is overlaid in white, bold, sans-serif font across the center of the image.

# DETAILED DEMOGRAPHICS

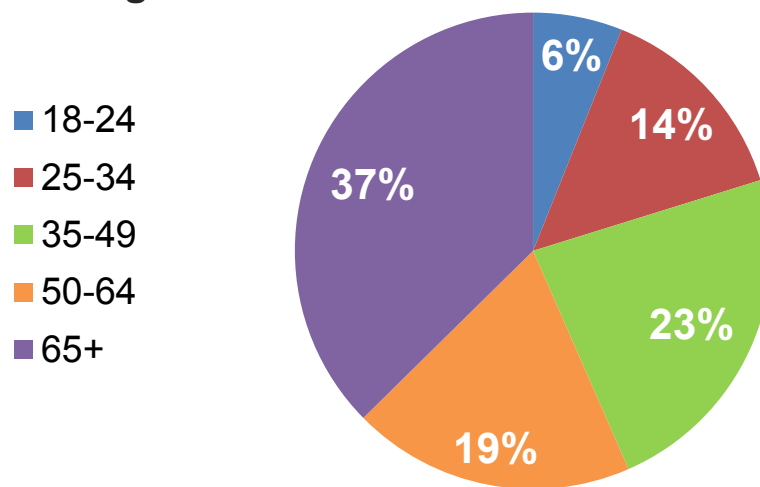


# 2015 GENDER AND AGE PROFILE

## Gender



## Age

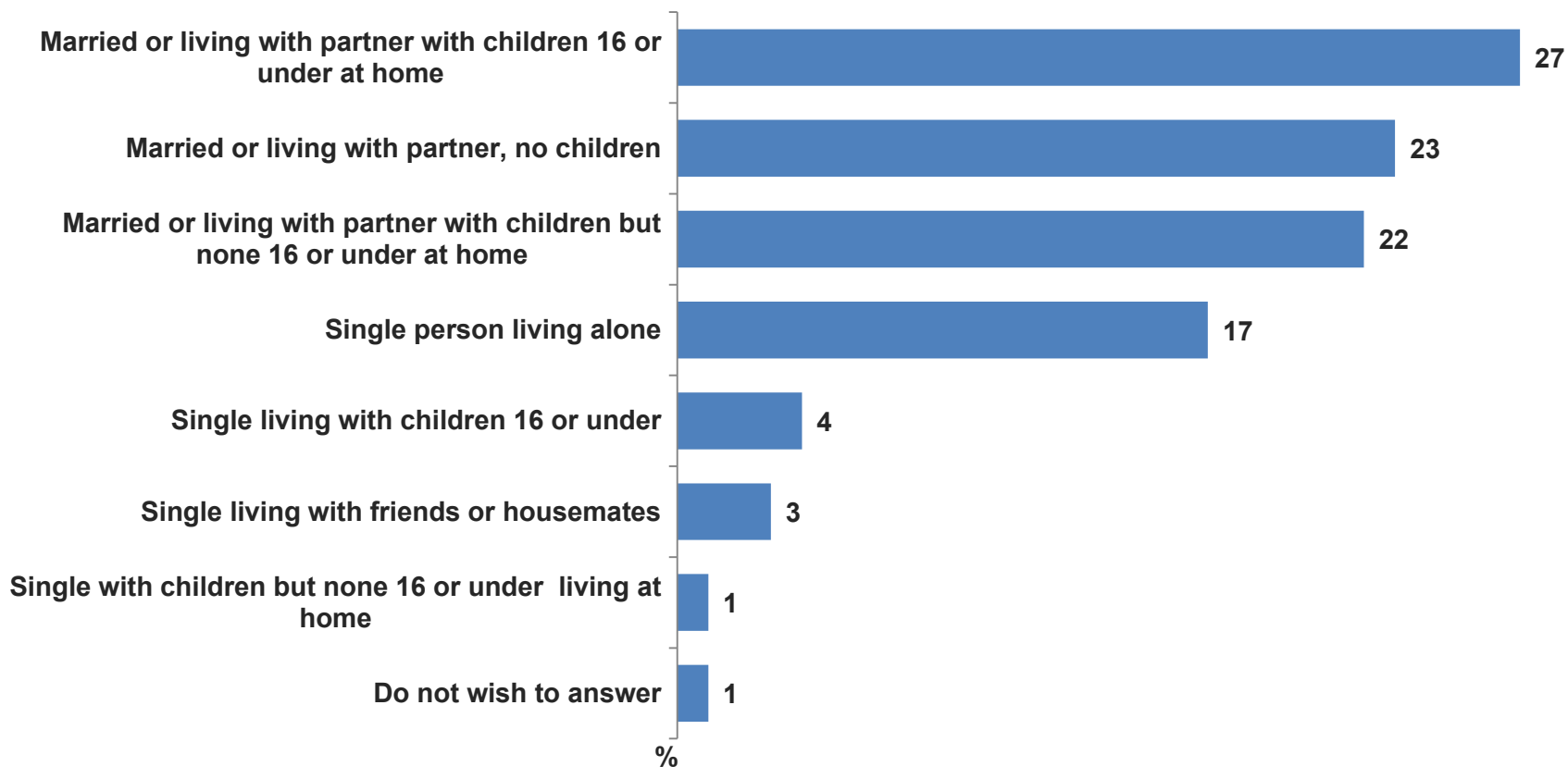


*Please note that for the reason of simplifying reporting, interlocking age and gender reporting has not been included in this report. Interlocking age and gender analysis is still available in the dashboard and data tables provided alongside this report.*



# 2015 HOUSEHOLD STRUCTURE

**2015 Household Structure**



S6. Which of the following BEST describes your household?  
 Base: All respondents. Councils asked State-wide: 11 Councils asked group: 3



**APPENDIX A:  
DETAILED SURVEY TABULATIONS**

**AVAILABLE IN SUPPLIED EXCEL FILE**



A satellite night view of the United States, showing city lights and a dense network of roads. The text is overlaid on the left side of the image.

**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 South Gippsland 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 2012-2015 have been made throughout this report as appropriate.**



# APPENDIX B:

## MARGINS OF ERROR

The sample size for the 2015 State-wide Local Government Community Satisfaction Survey for South Gippsland 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 +/-4.9% 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 45.1% - 54.9%.

Maximum margins of error are listed in the table below, based on a population of 22,000 people aged 18 years or over for South Gippsland Shire Council, according to ABS estimates.

Demographic	Actual survey sample size	Weighted base	Maximum margin of error at 95% confidence interval
South Gippsland Shire Council	400	400	+/-4.9
Men	168	197	+/-7.6
Women	232	203	+/-6.4
Strzelecki	145	151	+/-8.1
Coastal - Promontory	88	76	+/-10.5
Tarwin Valley	167	173	+/-7.6
18-34 years	33	82	+/-17.3
35-49 years	56	93	+/-13.2
50-64 years	108	78	+/-9.5
65+ years	203	147	+/-6.9

# APPENDIX B: ANALYSIS AND REPORTING

All participating councils are listed in the State-wide report published on the DELWP website. In 2015, 69 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 in 2012, 2013 and 2014 vary slightly to those participating in 2015.

## Council Groups

South Gippsland Shire Council is classified as a Large Rural council according to the following classification list:

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

Councils participating in the Large Rural group are: Bass Coast, Baw Baw, Campaspe, Colac Otway, Corangamite, East Gippsland, Glenelg, Golden Plains, Horsham, Macedon Ranges, Mitchell, Moira, Moorabool, Mount Alexander, Moyne, South Gippsland, Southern Grampians, Surf Coast, Swan Hill, Wangaratta and Wellington.

Wherever appropriate, results for South Gippsland Shire Council for this 2015 State-wide Local Government Community Satisfaction Survey have been compared against other participating councils in the Large Rural group and on a State-wide basis. Please note however, that council groupings have changed for 2015. As such, comparisons to previous council group results can not be made within the reported charts. For comparisons with previous groupings, please contact JWS Research.

# 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 benchmark 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%	--	<b>INDEX SCORE 56</b>



# 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 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: 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 2015 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 2015 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 2015 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 [www.localgovernment.vic.gov.au](http://www.localgovernment.vic.gov.au).

# APPENDIX B:

## GLOSSARY OF TERMS

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

**CSS:** 2015 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.