



2019 Local Government Community Satisfaction Survey

Moorabool Shire Council

Coordinated by the Department of
Environment, Land, Water and Planning
on behalf of Victorian councils

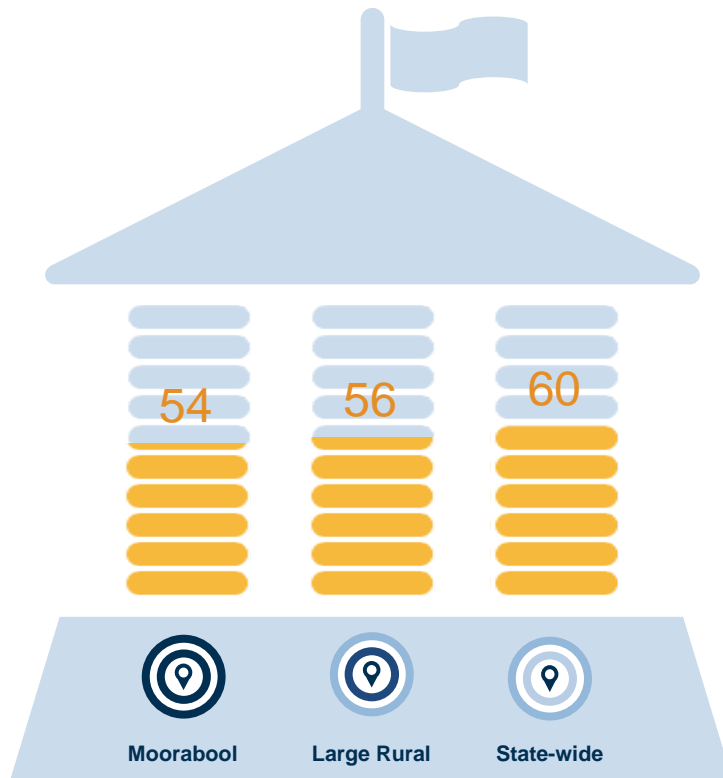


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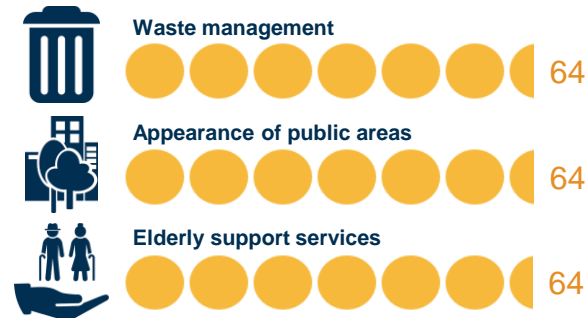
Moorabool Shire Council – at a glance



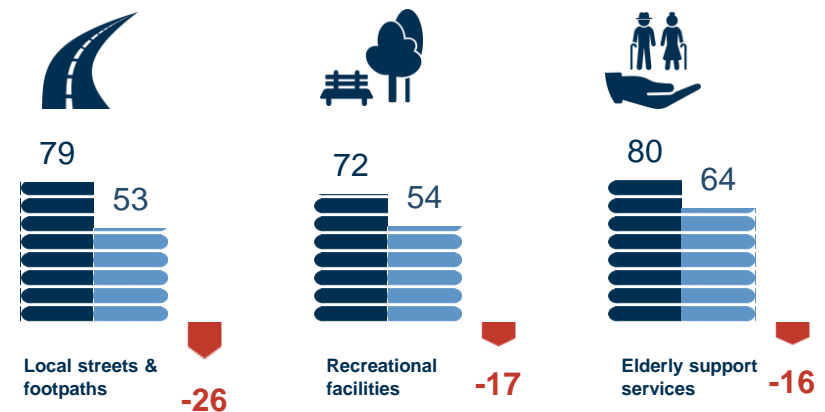
Overall Council performance

Results shown are index scores out of 100.

Top 3 performing areas



Top 3 areas for improvement



Importance Performance Net differential



Background and objectives



Background and objectives

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

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

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

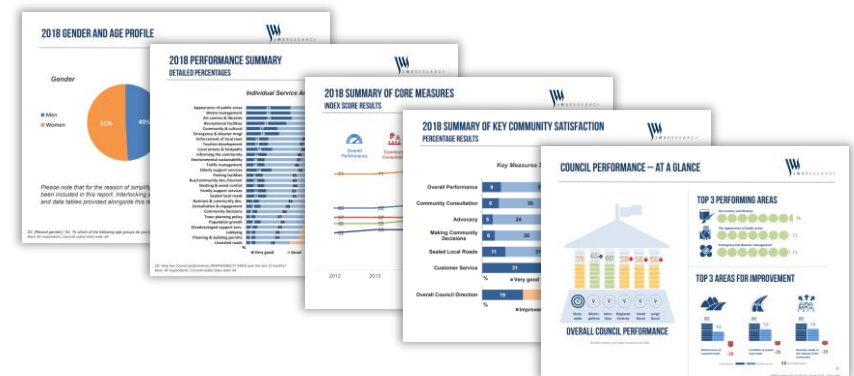
- councils' overall performance with benchmarking against State-wide and council group results
- community consultation and engagement
- advocacy and lobbying on behalf of the community
- customer service, local infrastructure, facilities and
- overall council direction.

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 seven years shows that councils in Victoria continue to provide services that meet the public's expectations.

Serving Victoria for 20 years

Each year the CSS data is used to develop the State-wide report which contains all of the aggregated results, analysis and data. Moreover, with 20 years of results, the CSS offers councils a long-term, consistent 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.





Key findings and recommendations



Overall performance

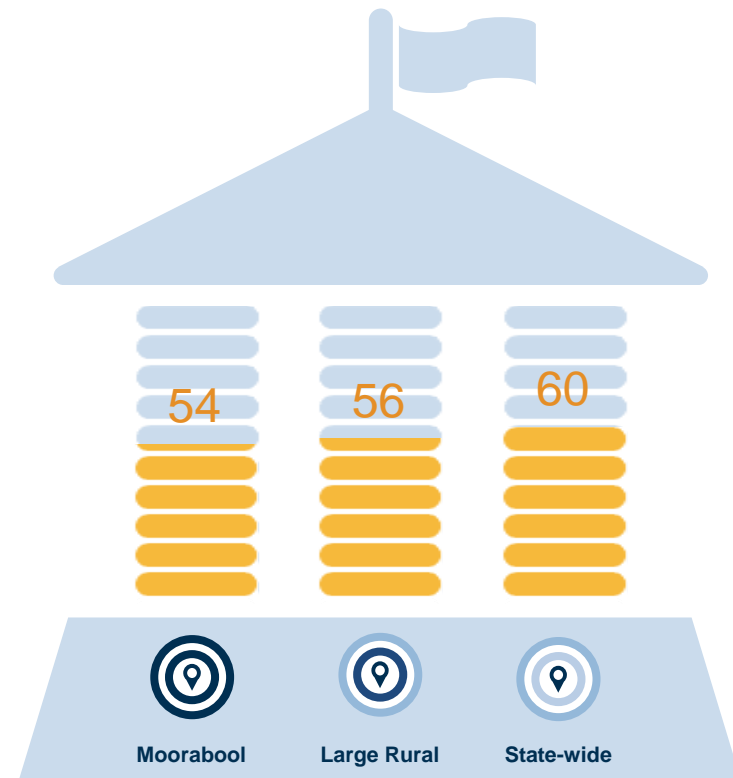
The overall performance index score of 54 for Moorabool Shire Council represents a two-point decrease on the 2018 result, although this is not a statistically significant decline.

Moorabool Shire Council's overall performance is rated statistically significantly lower (at the 95% confidence interval) than the average rating for councils State-wide, but is similar to the Large Rural group (index scores of 60 and 56 respectively).

- There are no significant differences on overall performance across demographic or geographic cohorts compared to the Council average, however residents aged 18 to 34 years returned a significantly lower performance score compared to last year (53, down from 61 in 2018).

More residents rate Moorabool Shire Council's overall performance as 'very good' or 'good' (35%), than those who rate it as 'very poor' or 'poor' (20%). The bulk of residents (43%) sit mid-scale, rating Council's overall performance as 'average', the remaining 2% 'can't say'.

Overall Council performance



Results shown are index scores out of 100.



Customer contact and service

Contact with council

Around six in ten Moorabool Shire Council residents have had contact with Council in the last 12 months (62%). This is not significantly different to 2018 (65%), which represented Council's highest level of contact over the course of tracking.

- There are no significant differences across the demographic or geographic cohorts compared to the Council average, or compared to last year.

Overall, the best way for Council to inform residents about news, information and upcoming events is 'newsletters sent via mail' (30%) followed by 'newsletters sent via email' (22%).

- Residents aged over 50 years selected 'newsletters sent via email' as their clear second preference, while those aged under 50 years choose equally between 'newsletters sent via email' and 'social media' (the latter being added as a choice for the first time in 2019).

Customer service

Moorabool Shire Council's customer service index of 65 is similar to the result for 2018 (index score of 66), remaining three points down on Council's highest result of 68 achieved between 2012 and 2014.

Performance on this measure is rated significantly lower than the State-wide and Large Rural group council averages (index scores of 71 and 69 respectively).

- These two groups (State-wide and Large Rural) have also both increased significantly from last year (from 70 and 67 respectively).

Just over a quarter of residents (27%) rate Council's customer service as 'very good', with over a third (36%) rating it as 'good'. There are no significant changes on this measure compared to last year.



Top performing areas and areas for improvement

Top performing areas

The top three performing service areas (all with index scores of 64) for Moorabool Shire Council are:

- Waste management
- Appearance of public areas
- Elderly support services.

However, both the appearance of public areas and elderly support services are rated significantly lower than the State-wide and Large Rural group council averages.

- Reassuringly however, elderly support performance was rated significantly higher than the Council average by residents aged 65 years plus.
- Residents aged 18 to 34 years and between 50 and 64 years rated the elderly support services significantly lower than Council average (index scores of 59 and 56 respectively).

Moorabool Shire Council is rated significantly lower than the State-wide council average on waste management (index score of 64 compared to 68). Council's rating has also decreased significantly from last year on its own performance (down from 67), although this is consistent with the trend for the Large Rural councils group.

Areas for improvement

The lowest index scores were received for the following:

- Lobbying (index score of 47)
- Sealed local roads (index score of 48)
- Consultation and engagement (index score of 49).

Moorabool Shire Council's index scores were significantly lower than both State-wide and Large Rural group council averages for lobbying and consultation and engagement, and Council performed significantly lower than the State-wide average on sealed local roads. Further:

- Residents aged between 50 and 64 years were significantly more likely to give a lower index score for lobbying performance than the Council average (index score of 41).
- Residents in Ballan area gave a significantly lower index score for sealed local roads performance than the Council average (index score of 35).

There were no other demographic or geographic differences compared to the Council average across these three areas.



Council direction and trade-offs

Council direction

Moorabool Shire Council's overall direction index score is 50, which is the same as last year.

- Council's overall direction is significantly lower than the State-wide council average (index score of 53), but similar to the Large Rural council average (index score of 51, which is significantly lower from an index score of 52 last year).
- There are no other significant differences across the demographic or geographic cohorts compared to the Council average, and no significant changes compared to last year among any of these demographic or geographic cohorts.
- There are no significant changes (from last year) in residents saying Council's overall direction has 'improved' (14%), 'stayed the same' (68%) or 'deteriorated' (14%). The remaining 4% 'can't say.'

Rates and services trade-offs

Moorabool Shire Council residents prefer 'service cuts' over 'rate rises,' (48% compared to 29% respectively).

Within those who prefer rate rises, 10% of residents 'definitely' prefer a rate rise and 19% 'probably' prefer a rate rise. Within those who prefer service cuts 25% 'probably' prefer service cuts and 23% 'definitely' prefer service cuts. Nearly a quarter of residents 'can't say' (23%).



Influences on perceptions of overall performance

The individual service areas that have the strongest influence on Council's overall performance rating (based on regression analysis) are:

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

Service areas with a positive performance index and a moderate influence on overall performance include:

- Waste management
- Recreational facilities.

Moorabool Shire Council is currently performing well in the area of waste management (performance index of 64) and it should remain a focus. Recreational facilities, on the other hand, has a stronger influence on perceptions of overall performance but poorer (albeit positive) performance (index 54), so improved efforts here can help to drive up overall opinion of Council's performance.

Elderly support services, the appearance of public areas, as well as business and community development and tourism and also family support services, have relatively high performance ratings, but more negligible influences on Council's overall performance rating.

Council's decisions made in the community's interest (particularly) and community consultation and engagement have relatively low performance ratings (below 49), but strong influences on overall performance. There is definitely scope for improvement in these areas as they have the capacity to lift Moorabool Shire Council's overall performance rating.

Lobbying also has a low to moderate influence on Council's overall performance, but a negative performance index, which means it is more likely than not to be feeding overall negative perceptions of Council. The same is true, to a lesser extent, for the condition of sealed local roads.



Focus areas for coming 12 months

In summary, perceptions of Moorabool Shire Council are tracking steadily, with only one significant decline in service area performance index scores in the past year (for waste management). Overall, this is a positive result for Council.

In terms of priorities for the year ahead, if Moorabool Shire Council is looking to improve perceptions of its overall performance, in the first instance it should focus on improving performance in the individual service areas that most influence perception of overall performance, namely:

- Decisions made in the interest of the community (index score of 49)
- Community consultation and engagement (index score of 49).

Council should also focus attention on service areas where current performance levels are low and remain significantly lower than both the State-wide and Large Rural group council averages. Three areas that stands out as being most in need of Council attention are the two mentioned above, in addition to:

- Lobbying (index score of 47).

Service areas where stated importance exceeds rated performance by more than 10 points should also be a focus. Key priorities include:

- Local streets and footpaths (margin of 26 points, and notwithstanding significant improved performance over the last 12 months)
- Recreational facilities (margin of 17 points).

More generally, consideration should also be given to residents in the Ballan area, who appear to be driving negative opinion in a number of areas in 2019.

- It is also important not to ignore, and to learn from, what is working amongst other groups, especially residents aged 65 years plus, and use these lessons to build on performance experience and perceptions.



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

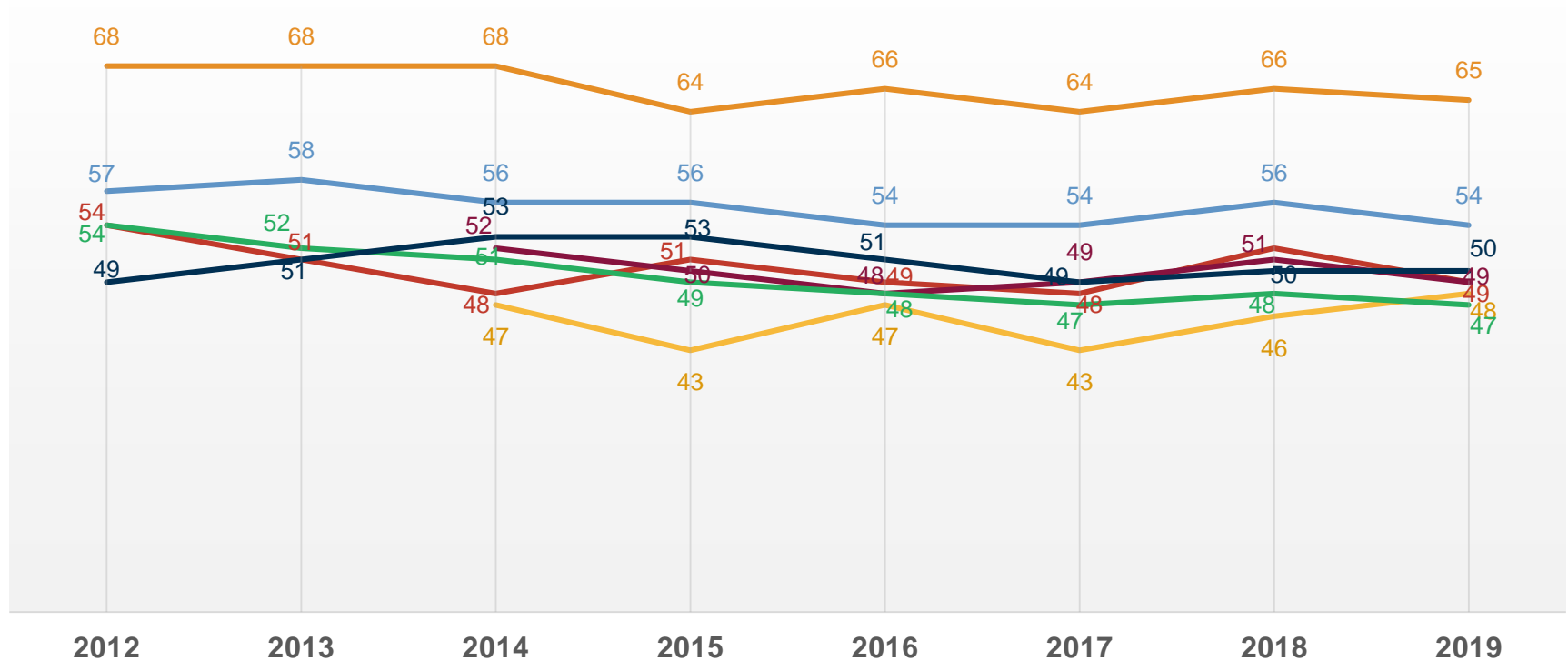
A large, stylized letter 'W' graphic that serves as a background element. It is filled with a satellite night map of the United States, showing city lights and road networks. The 'W' is positioned on the right side of the slide, with its leftmost vertical stroke extending towards the center.

Summary of findings



Summary of core measures

Index scores





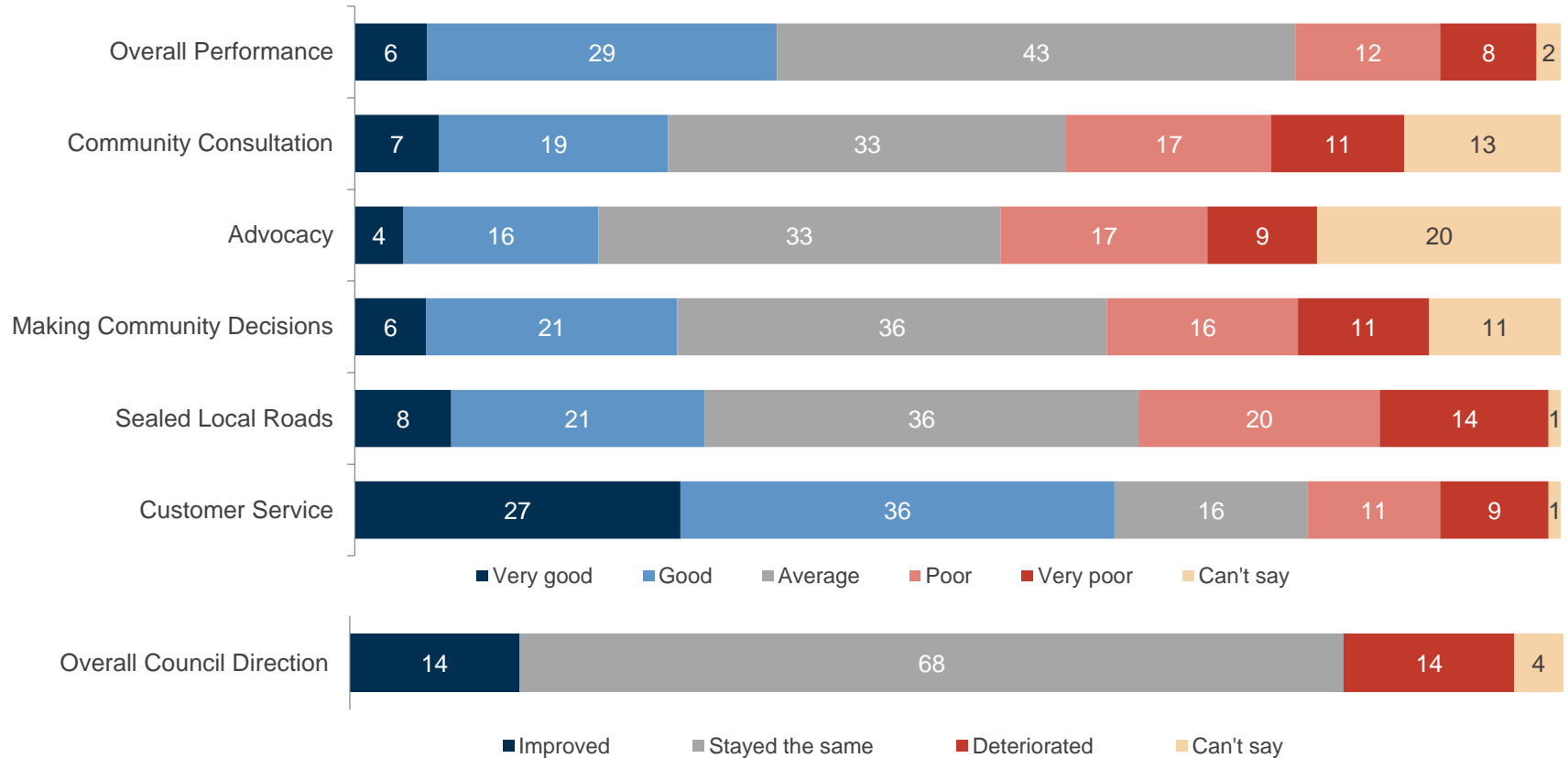
Summary of core measures

Performance Measures	Moorabool 2019	Moorabool 2018	Large Rural 2019	State-wide 2019	Highest score	Lowest score
Overall Performance	54	56	56	60	Aged 65+ years	Ballan
Community Consultation (Community consultation and engagement)	49	52	54	56	Aged 65+ years	Ballan
Advocacy (Lobbying on behalf of the community)	47	48	52	54	Aged 65+ years	Aged 50-64 years
Making Community Decisions (Decisions made in the interest of the community)	49	51	52	55	Aged 65+ years	Aged 35-49 years
Sealed Local Roads (Condition of sealed local roads)	48	46	47	56	Aged 65+ years	Ballan
Customer Service	65	66	69	71	Remainder of Shire	Ballan
Overall Council Direction	50	50	51	53	Remainder of Shire	Ballan



Summary of key community satisfaction

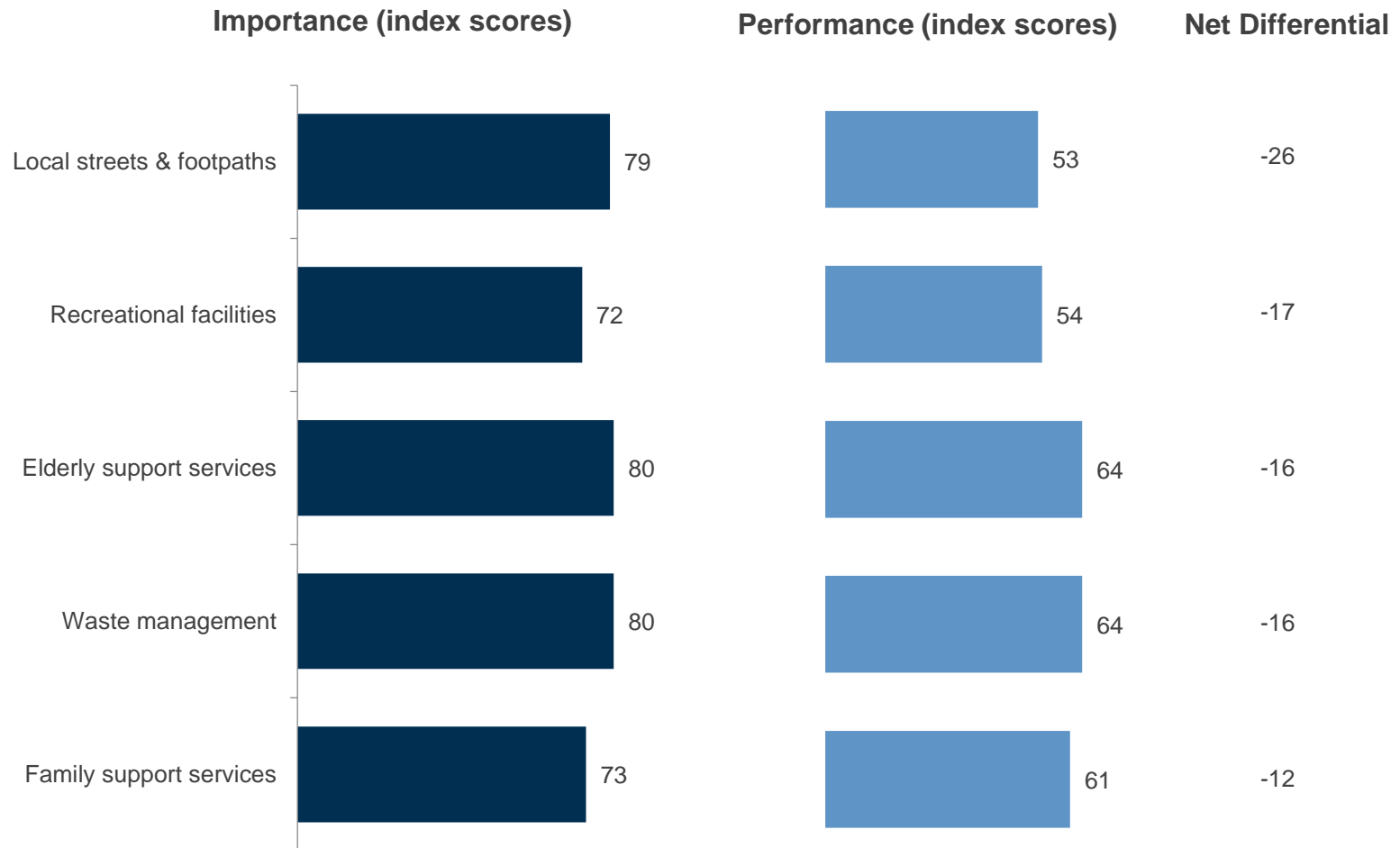
Key measures summary results (%)





Individual service areas importance vs performance

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





Regression analysis explained

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

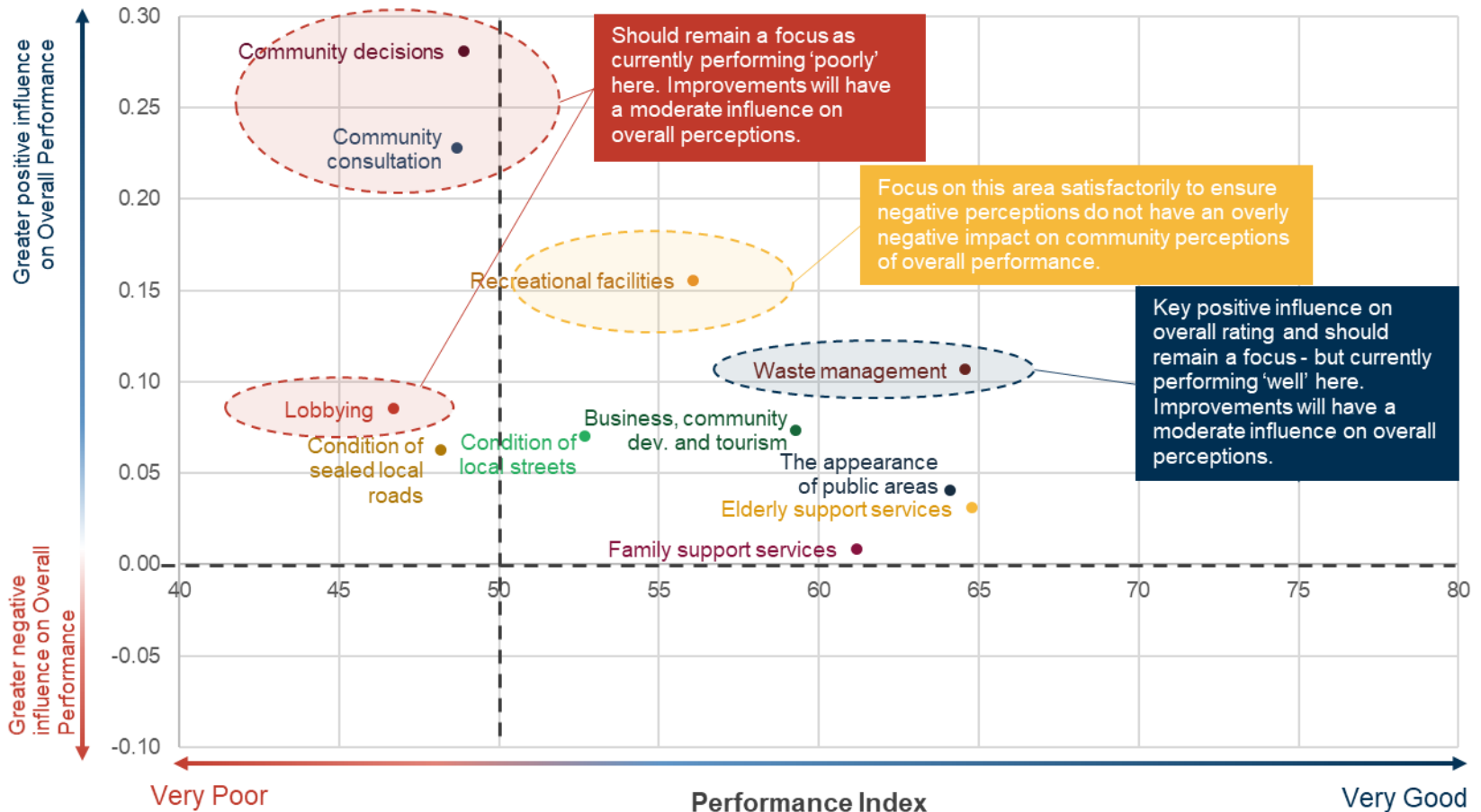
In the chart that follows:

- 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 chart is based on unweighted data, which means the service performance indices in the regression chart may vary by +/- 1-2 points on the indices reported in charts and tables elsewhere in this report.



Influence on overall performance: key service areas

2019 regression analysis (key service areas)



The multiple regression analysis model above (all service areas) has an R-squared value of 0.640 and adjusted R-square value of 0.630, which means that 64% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at $p = 0.0001$, $F = 62.90$. This model should be interpreted with some caution as some data is not normally distributed and not all service areas have linear correlations.



Individual service area importance

2019 individual service area importance (index scores)

		2018	2017	2016	2015	2014	2013	2012
Elderly support services	80	79	78	80	79	77	78	81
Waste management	80	82	80	78	79	79	80	78
Local streets & footpaths	79	80	78	79	79	79	81	81
Family support services	73	73	74	75	71	73	75	76
Appearance of public areas	73	73	75	75	72	72	74	72
Recreational facilities	72	74	73	73	72	72	74	73
Bus/community dev./tourism	64	65	67	67	67	65	69	68

Q1. Firstly, how important should [RESPONSIBILITY AREA] be as a responsibility for Council?

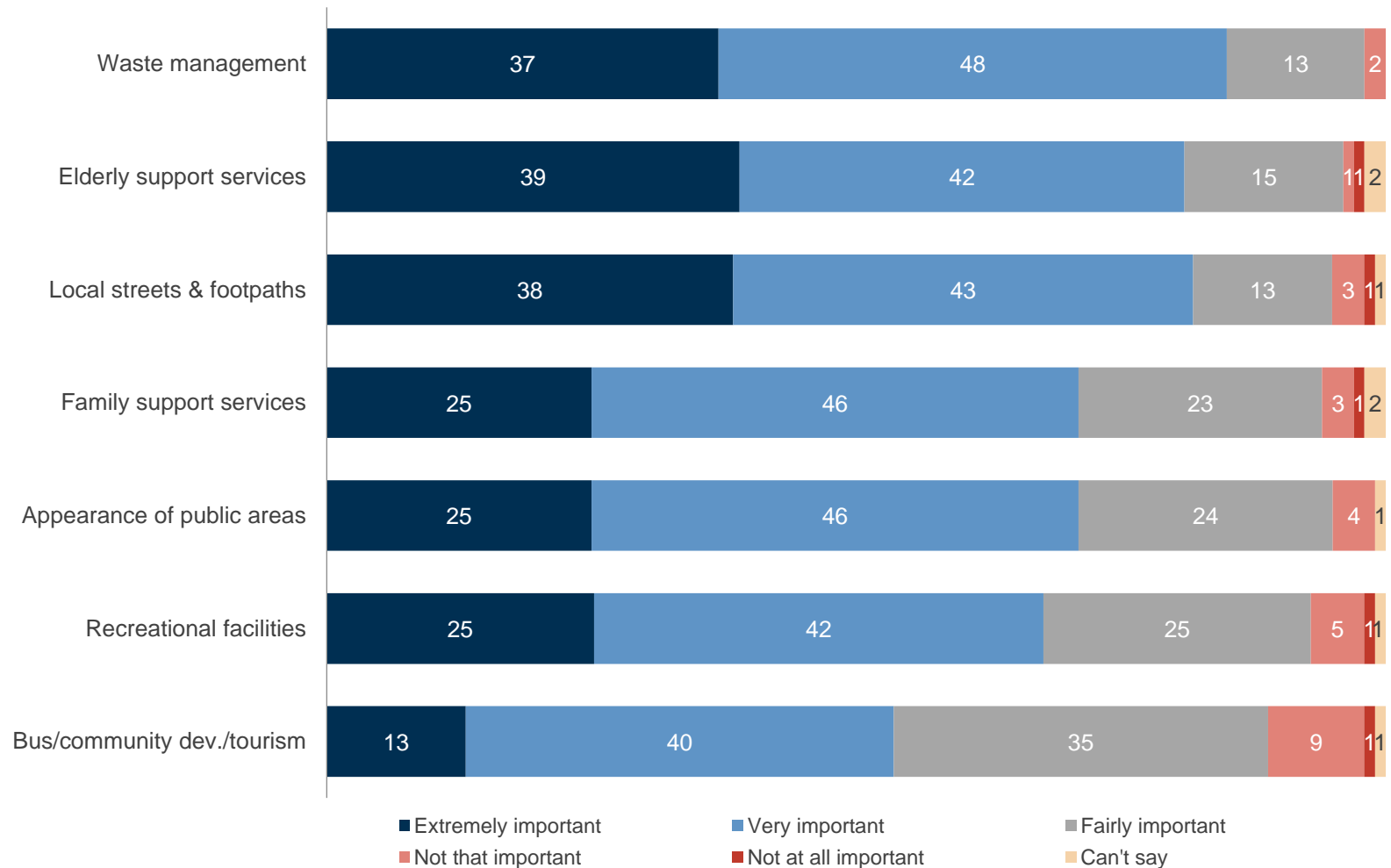
Base: All respondents. Councils asked state-wide: 31 Councils asked group: 7

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



Individual service area importance

2019 individual service area importance (%)





Individual service area performance

2019 individual service area performance (index scores)

		2018	2017	2016	2015	2014	2013	2012
Waste management	64	68	65	67	67	69	69	69
Appearance of public areas	64	64	64	64	63	65	64	69
Elderly support services	64	67	63	62	66	67	67	68
Family support services	61	62	62	62	64	64	64	65
Bus/community dev./tourism	60	60	54	57	55	56	57	57
Recreational facilities	54	55	55	56	60	61	57	61
Local streets & footpaths	53	49	48	47	49	48	50	49
Community decisions	49	51	49	48	50	52	n/a	n/a
Consultation & engagement	49	52	48	49	51	48	51	54
Sealed local roads	48	46	43	47	43	47	n/a	n/a
Lobbying	47	48	47	48	49	51	52	54

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

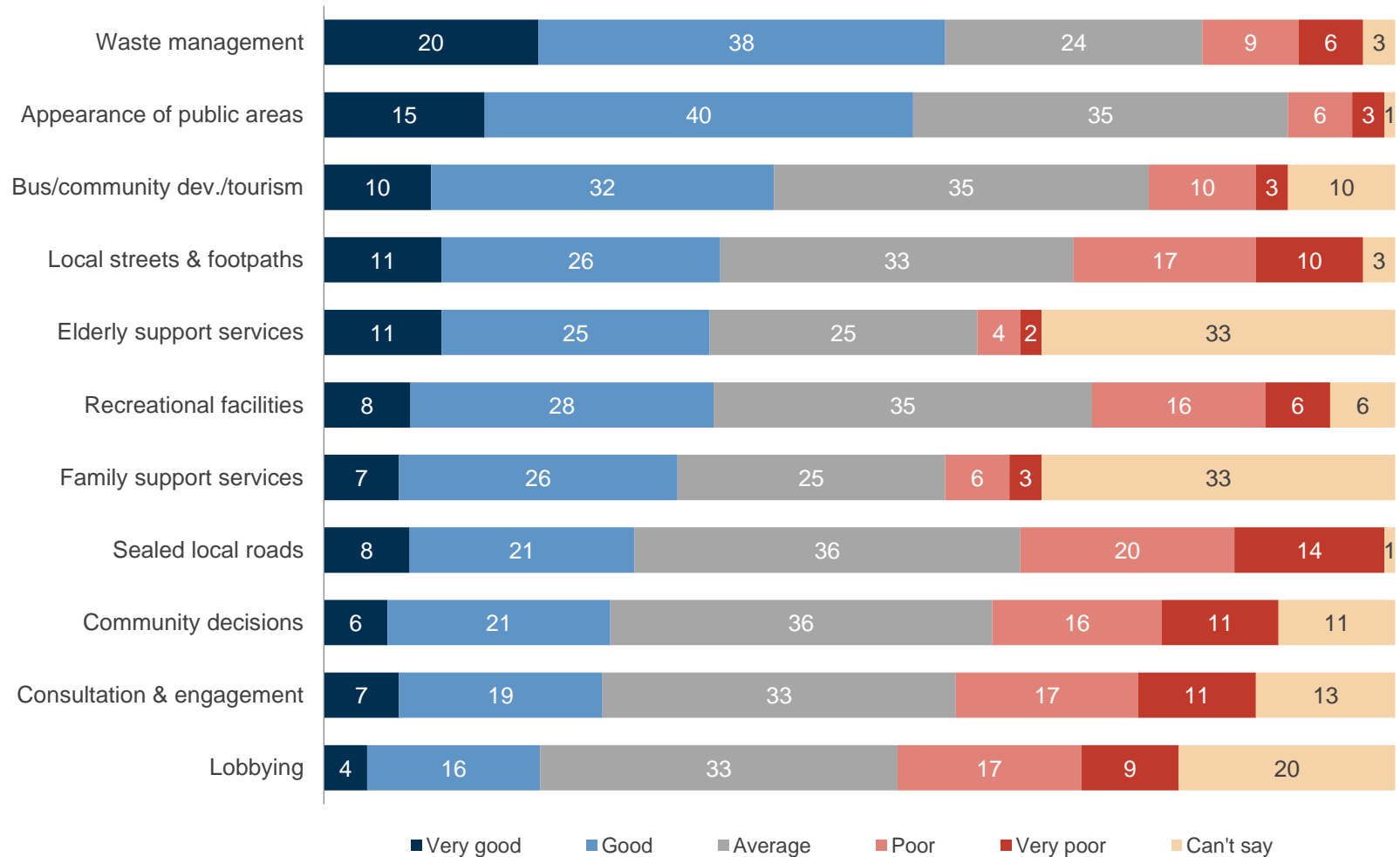
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

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



Individual service area performance

2019 individual service area performance (%)



Individual service area performance vs State-wide average



Significantly Higher than State-wide Average

- Not applicable

Significantly Lower than State-wide Average

- Consultation & engagement
- Lobbying
- Local streets & footpaths
- Family support services
- Elderly support services
- Recreational facilities
- Appearance of public areas
- Waste management
- Making community decisions
- Sealed local roads



Individual service area performance vs group average

Significantly Higher than Group Average

- Not applicable

Significantly Lower than Group Average

- Consultation & engagement
- Lobbying
- Family support services
- Elderly support services
- Recreational facilities
- Appearance of public areas
- Making community decisions



Areas for improvement

2019 areas for improvement (%) - Top mentions only -

		2018	2017	2016	2015	2014	2013	2012
Sealed Road Maintenance	18	26	18	n/a	n/a	n/a	n/a	n/a
Waste Management	13	8	5	n/a	n/a	n/a	n/a	n/a
Community Consultation	10	9	14	n/a	n/a	n/a	n/a	n/a
Recreational/Sporting Facilities	10	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Communication	8	7	9	n/a	n/a	n/a	n/a	n/a
Rates - Too Expensive	6	4	4	n/a	n/a	n/a	n/a	n/a
Traffic Management	6	5	6	n/a	n/a	n/a	n/a	n/a
Footpaths/Walking Tracks	5	5	9	n/a	n/a	n/a	n/a	n/a
Nothing	4	4	7	n/a	n/a	n/a	n/a	n/a

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

Base: All respondents. Councils asked state-wide: 43 Councils asked group: 12

Note: Significant differences have not been applied to this chart.

A verbatim listing of responses to this question are included in the accompanying dashboard.

DETAILED FINDINGS



Overall performance



Overall performance

2019 overall performance (index scores)

		2018	2017	2016	2015	2014	2013	2012
State-wide	60▲	59	59	59	60	61	60	60
65+	58	57	56	55	56	56	59	60
Large Rural	56	56	54	54	56	n/a	n/a	n/a
Bacchus Marsh	54	55	54	56	59	56	57	n/a
Women	54	58	55	54	55	55	57	57
Moorabool	54	56	54	54	56	56	58	57
18-34	53	61	61	60	61	58	66	60
Men	53	55	52	53	57	56	59	57
Remainder of Shire	52	58	52	53	52	54	60	n/a
35-49	51	55	48	48	54	55	52	56
50-64	51	51	50	52	55	53	55	52
Ballan	51	55	55	46	59	55	53	n/a

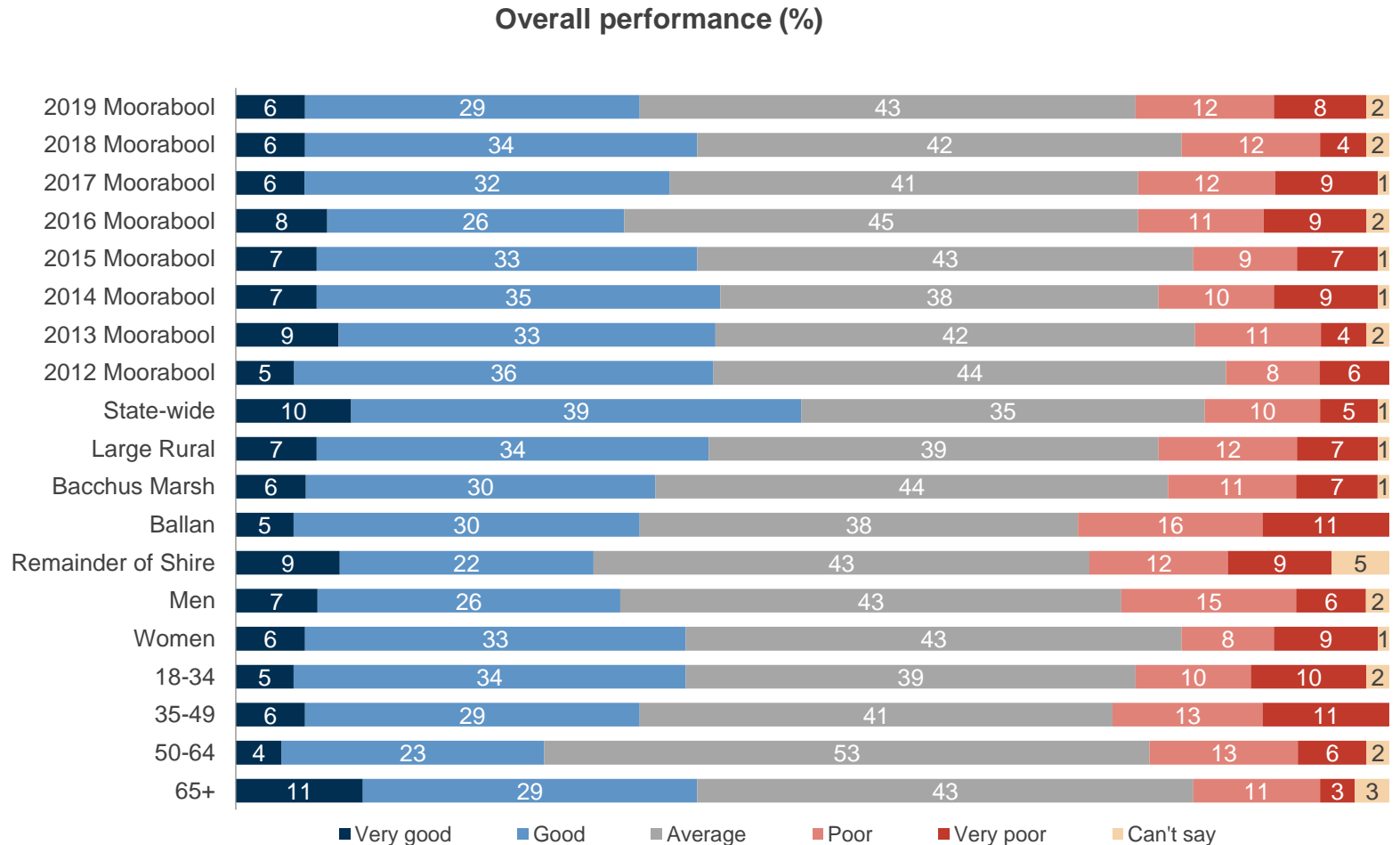
Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Moorabool Shire Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?

Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

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



Overall performance



Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Moorabool 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: 63 Councils asked group: 18

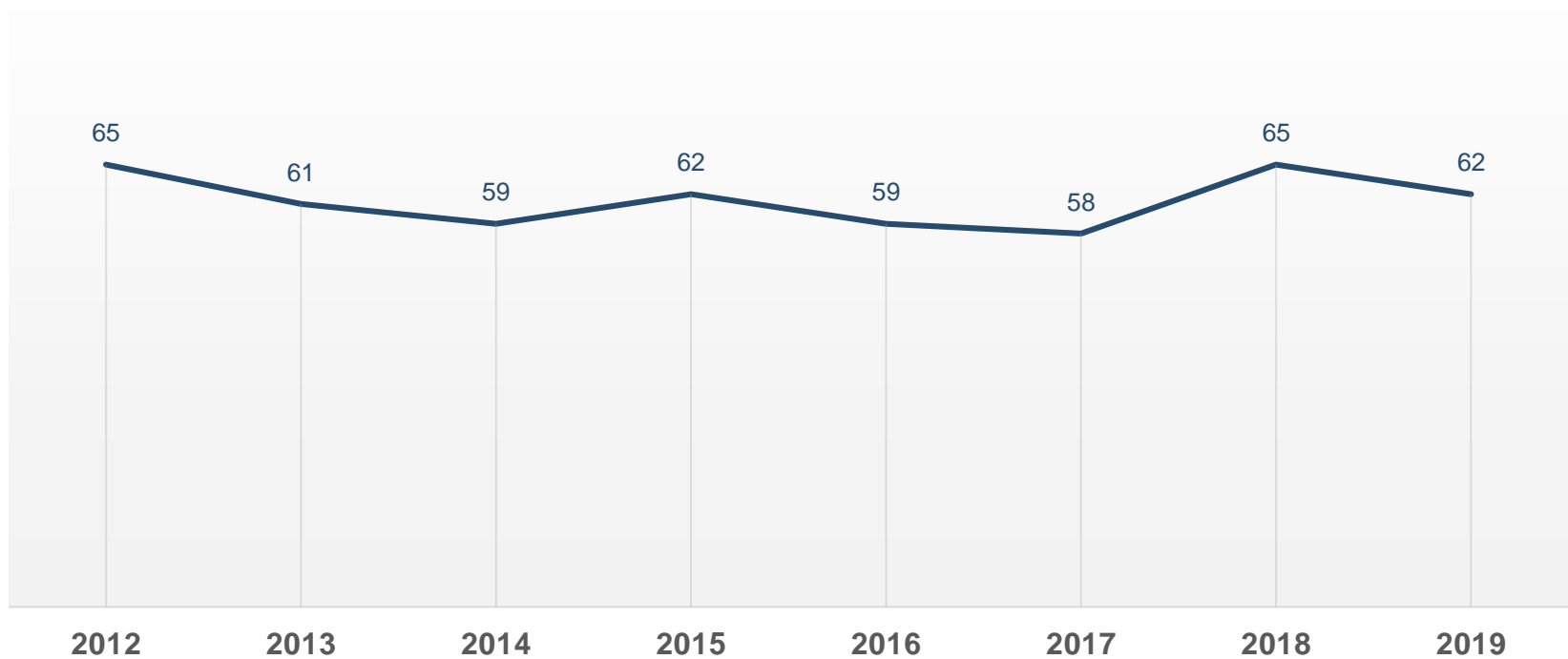


Customer service



Contact with council

2019 contact with council (%)
Have had contact





Contact with council

2019 contact with council (%)

		2018	2017	2016	2015	2014	2013	2012
Ballan	73	69	63	55	64	65	74	n/a
Remainder of Shire	68	66	71	60	67	62	71	n/a
50-64	66	64	64	59	66	57	65	63
35-49	63	73	65	58	76	74	71	68
65+	63	58	55	54	61	55	60	66
Moorabool	62	65	58	59	62	59	61	65
Large Rural	62	62	57	57	59	n/a	n/a	n/a
Men	62	59	54	56	67	60	57	60
Women	62	71	62	62	58	57	64	70
State-wide	61	61	58	58	60	61	60	61
Bacchus Marsh	59	64	53	59	59	56	55	n/a
18-34	56	64	47	63	45	46	43	62

Q5. Over the last 12 months, have you or any member of your household had any contact with Moorabool 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: 38 Councils asked group: 11

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



Customer service rating

2019 customer service rating (index scores)

		2018	2017	2016	2015	2014	2013	2012
State-wide	71▲	70	69	69	70	72	71	71
Remainder of Shire	71	68	66	63	59	67	67	n/a
18-34	70	66	65	62	61	63	75	61
Large Rural	69▲	67	66	67	67	n/a	n/a	n/a
65+	68	70	69	69	66	69	70	77
Women	66	69	68	68	65	67	69	69
Bacchus Marsh	65	66	62	67	67	67	69	n/a
Moorabool	65	66	64	66	64	68	68	68
Men	63	63	60	64	62	68	67	66
35-49	63	65	61	70	64	67	63	68
50-64	58	64	64	64	64	72	68	67
Ballan	58	63	71	69	60	70	62	n/a

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

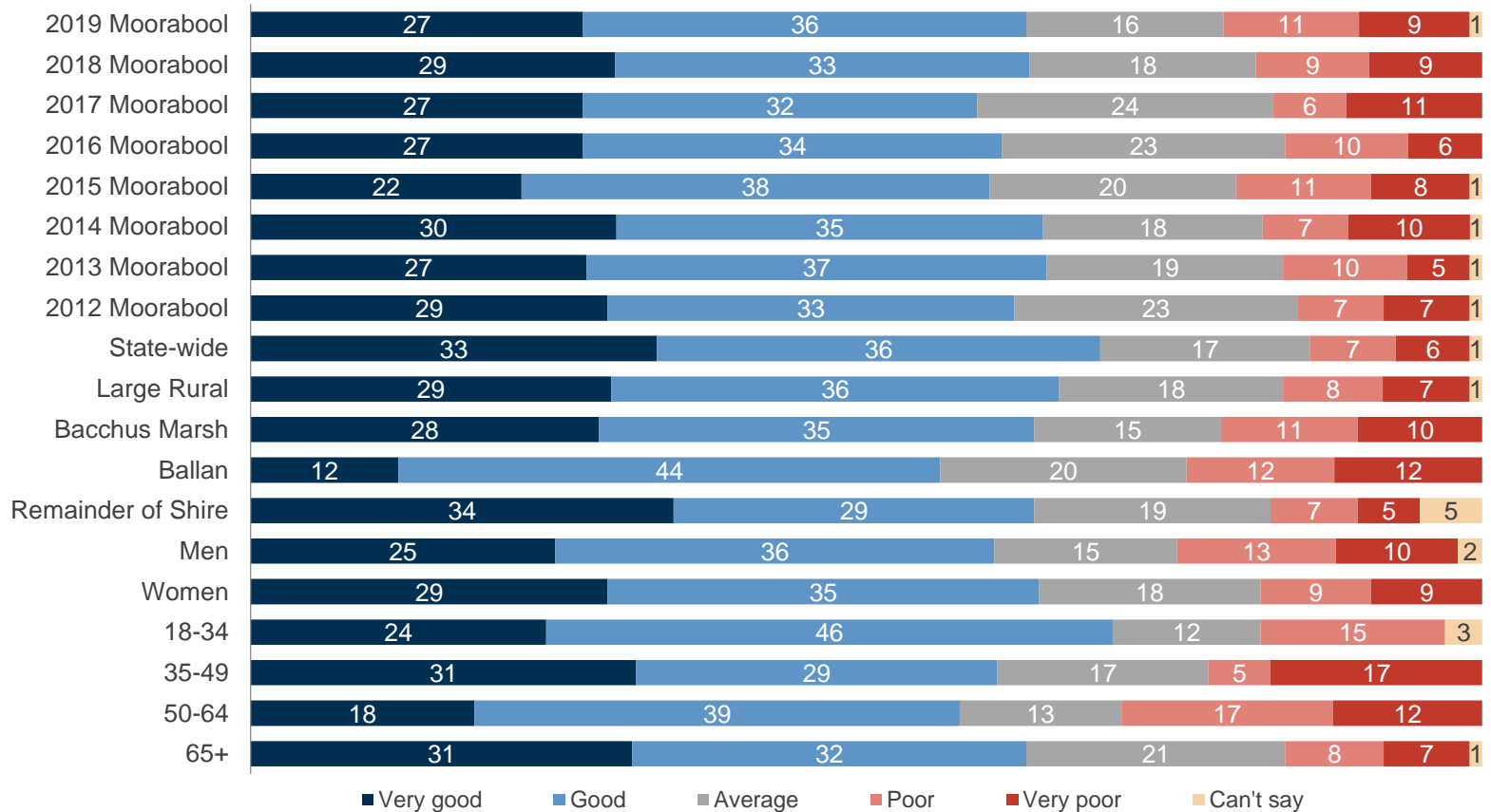
Councils asked state-wide: 63 Councils asked group: 18

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



Customer service rating

Customer service rating (%)



Q5c. Thinking of the most recent contact, how would you rate Moorabool 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: 63 Councils asked group: 18

A large, stylized letter 'W' that serves as a background graphic. It is filled with a satellite night image of the United States, showing city lights and a network of glowing lines that suggest a communication or data network. The 'W' is positioned on the right side of the slide, with its leftmost stroke extending towards the center.

Communication



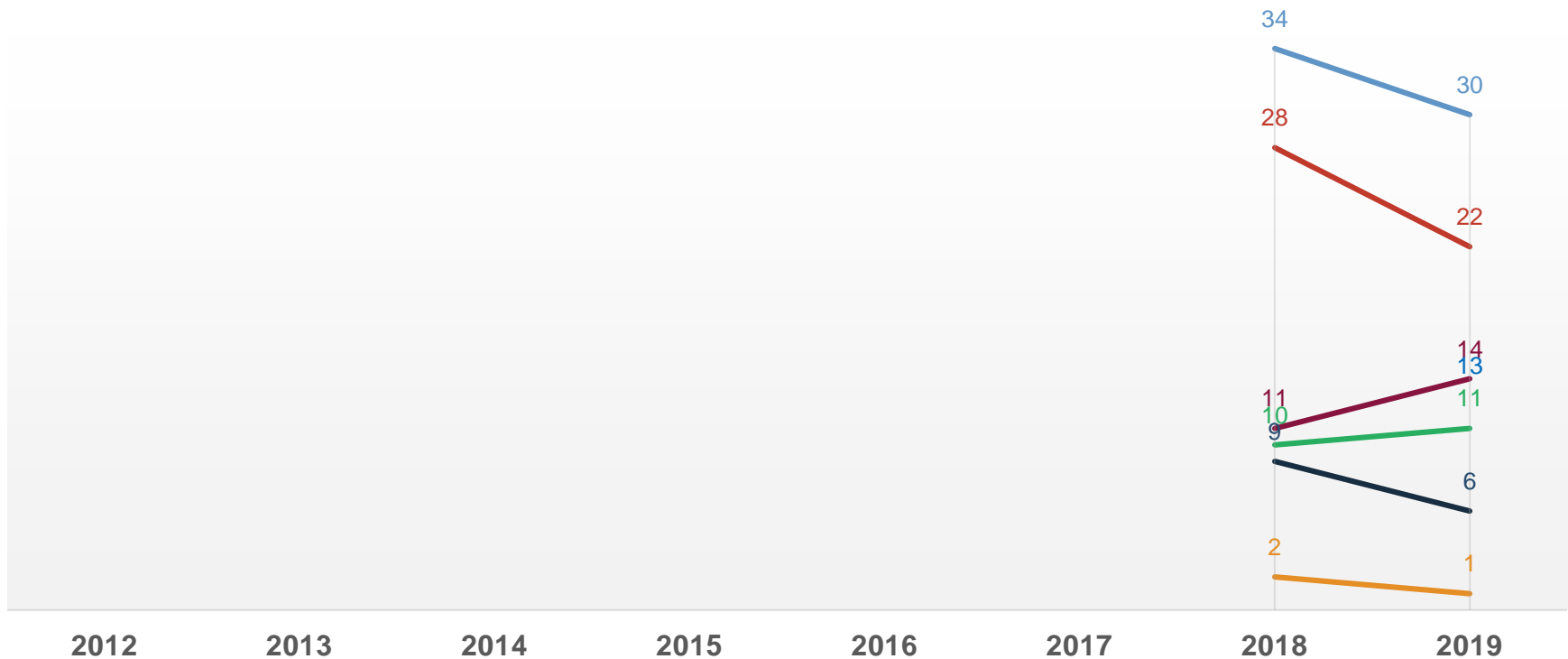
Communication summary

Overall preferred forms of communication	<ul style="list-style-type: none"> • Newsletter sent via mail (30%)
Preferred forms of communication among over 50s	<ul style="list-style-type: none"> • Newsletter sent via mail (33%)
Preferred forms of communication among under 50s	<ul style="list-style-type: none"> • Newsletter sent via mail (27%)
Greatest change since 2018	<ul style="list-style-type: none"> • Newsletter sent via email (-6) • Note: Social Media added for 2019



Best form of communication

2019 best form of communication (%)



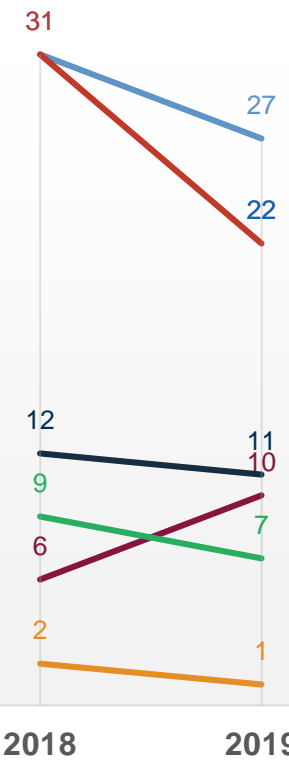
Q13. If Moorabool Shire Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?

Base: All respondents. Councils asked state-wide: 31 Councils asked group: 10



Best form of communication: under 50s

2019 under 50s best form of communication (%)



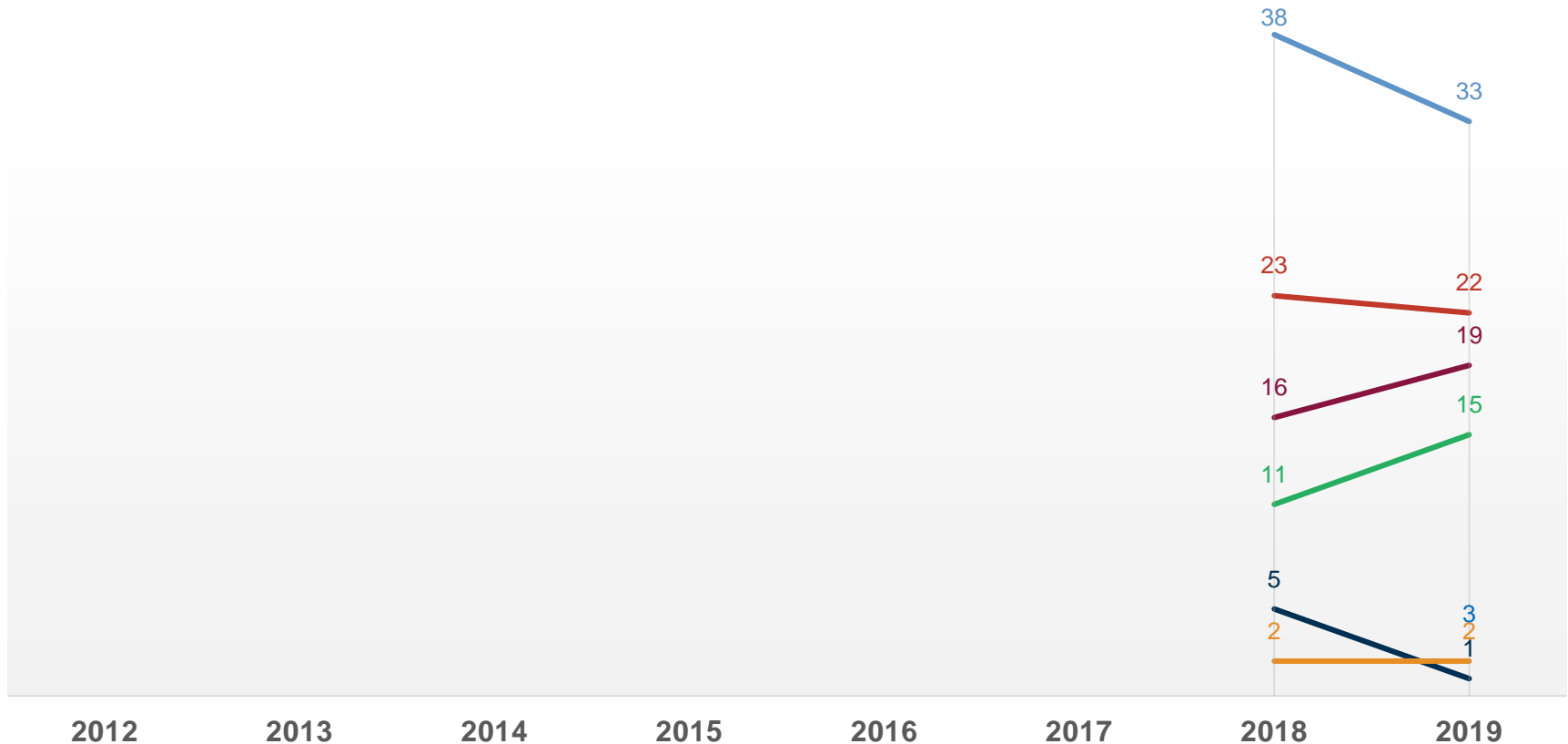
Q13. If Moorabool Shire Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?

Base: All respondents aged under 50. Councils asked state-wide: 31 Councils asked group: 10



2019 best form of communication: over 50s

2019 over 50s best form of communication (%)



Q13. If Moorabool 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: 31 Councils asked group: 10



Council direction



Council direction summary

Council direction	<ul style="list-style-type: none"> • 68% stayed about the same, down 2 points on 2018 • 14% improved, up 1 point on 2018 • 14% deteriorated, up 1 point on 2018
Most satisfied with Council direction	<ul style="list-style-type: none"> • Remainder of Shire residents
Least satisfied with Council direction	<ul style="list-style-type: none"> • Ballan residents
Rates vs services trade-off	<ul style="list-style-type: none"> • 29% prefer rate rise, equal points on 2018 • 47% prefer service cuts, up 1 point on 2018



Overall council direction last 12 months

2019 overall direction (index scores)

		2018	2017	2016	2015	2014	2013	2012
Remainder of Shire	57	54	53	50	52	54	52	n/a
State-wide	53▲	52	53	51	53	53	53	52
18-34	53	59	54	53	62	57	55	53
65+	51	47	52	52	54	54	55	53
Large Rural	51	52	52	48	51	n/a	n/a	n/a
Women	50	50	48	54	53	51	53	50
Moorabool	50	50	49	51	53	53	51	49
Men	50	50	51	48	54	55	48	49
Bacchus Marsh	49	49	48	53	54	53	51	n/a
50-64	48	46	46	46	47	52	46	46
35-49	48	48	45	52	51	51	49	47
Ballan	47	49	48	45	53	55	50	n/a

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

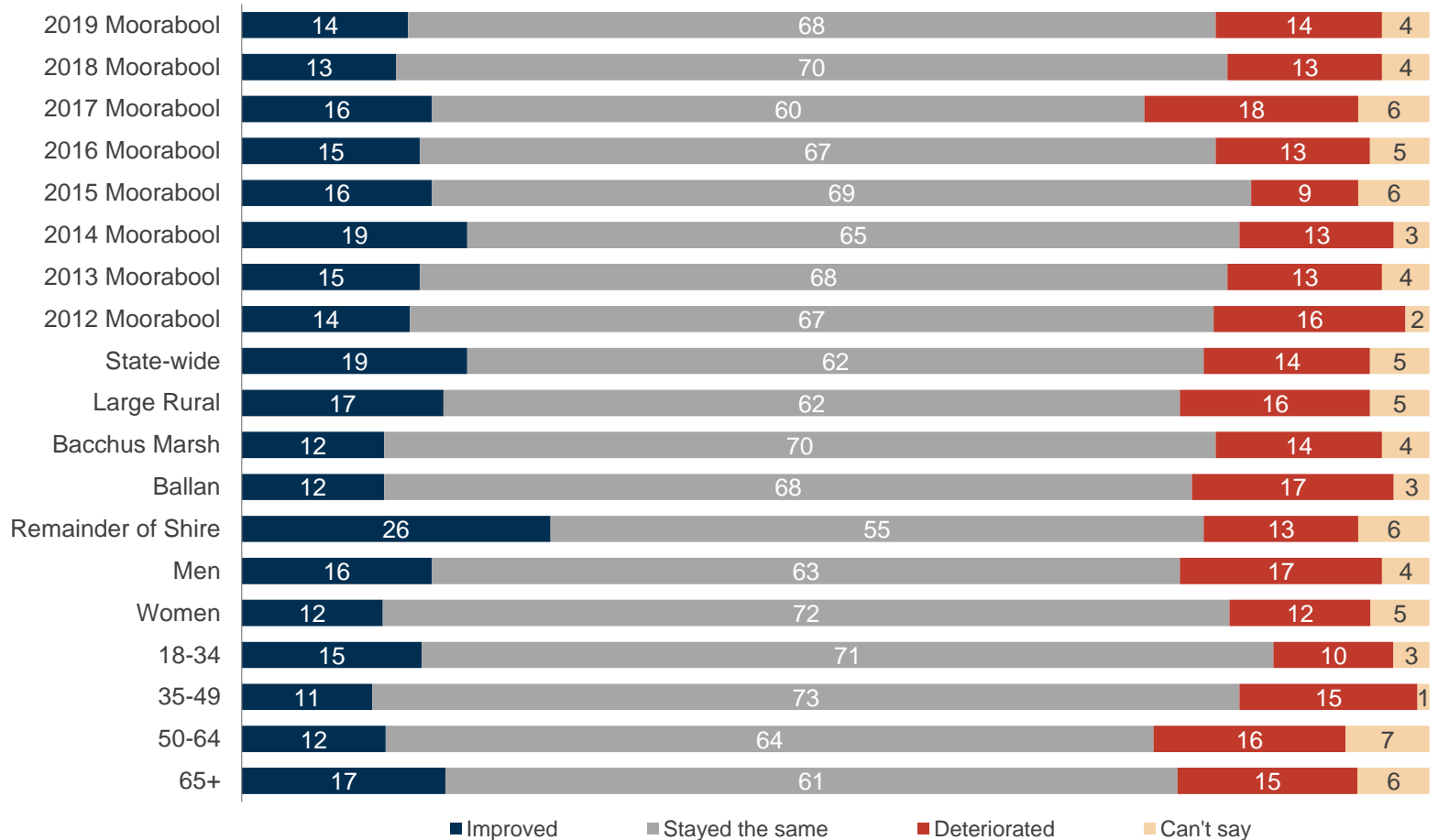
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

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



Overall council direction last 12 months

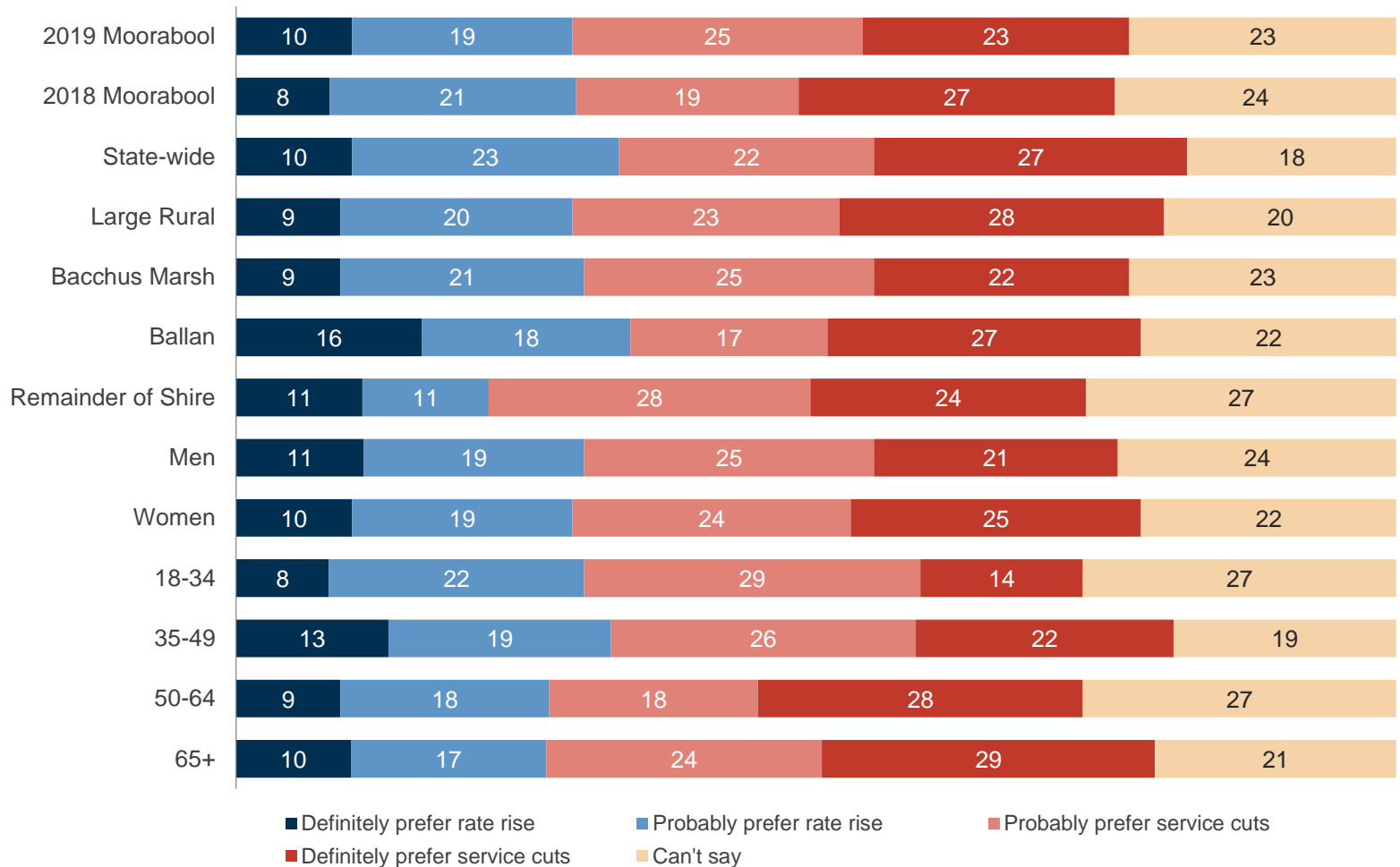
2019 overall council direction (%)





Rates / services trade-off

2019 rates / services trade-off (%)



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

Base: All respondents. Councils asked state-wide: 15 Councils asked group: 4

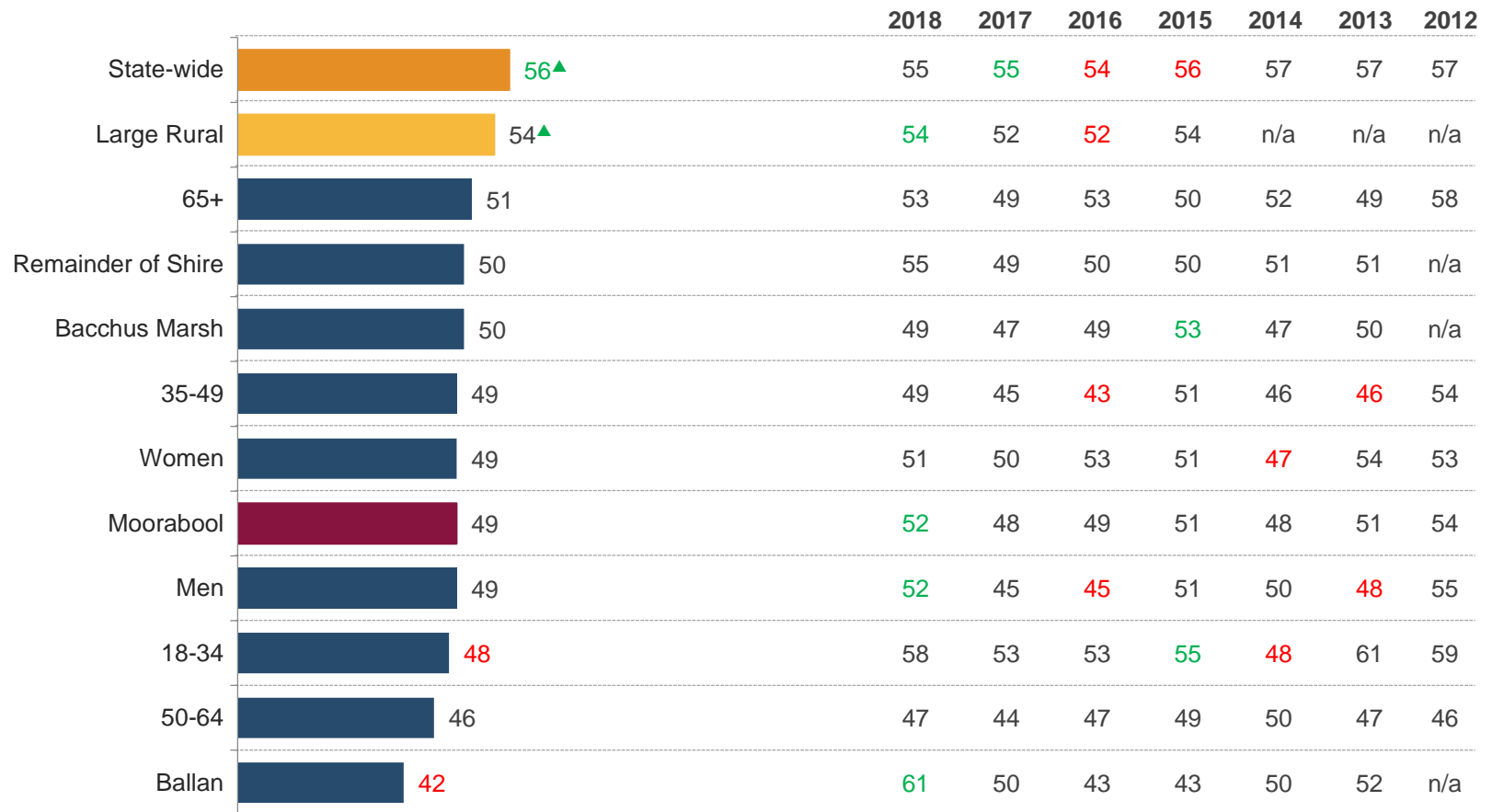
A large, stylized letter 'W' that serves as a background graphic. It is filled with a satellite image of the Western United States, showing state boundaries and major cities. The letter is dark blue and occupies the right half of the slide.

Individual service areas



Community consultation and engagement performance

2019 Consultation and engagement performance (index scores)



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

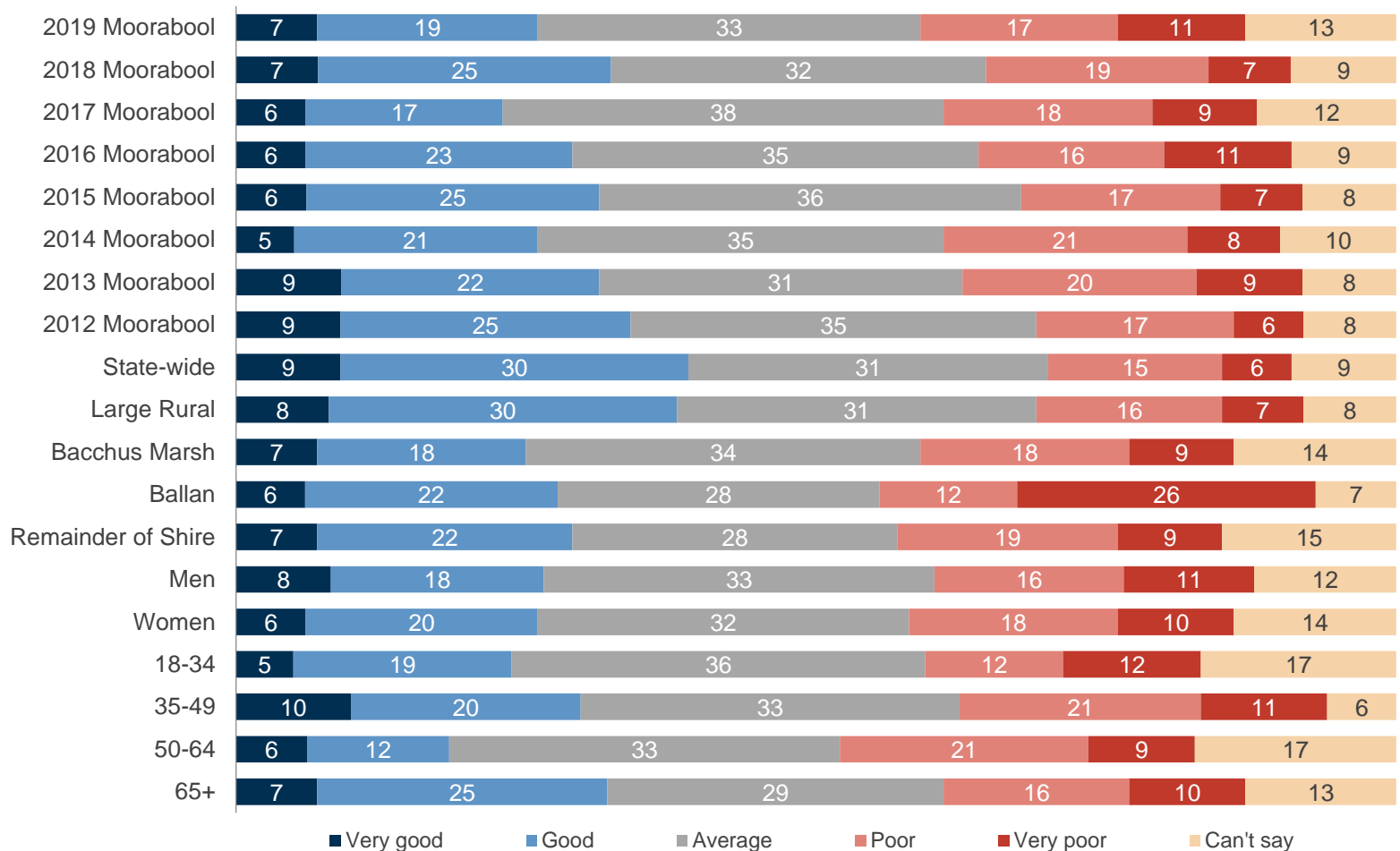
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

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



Community consultation and engagement performance

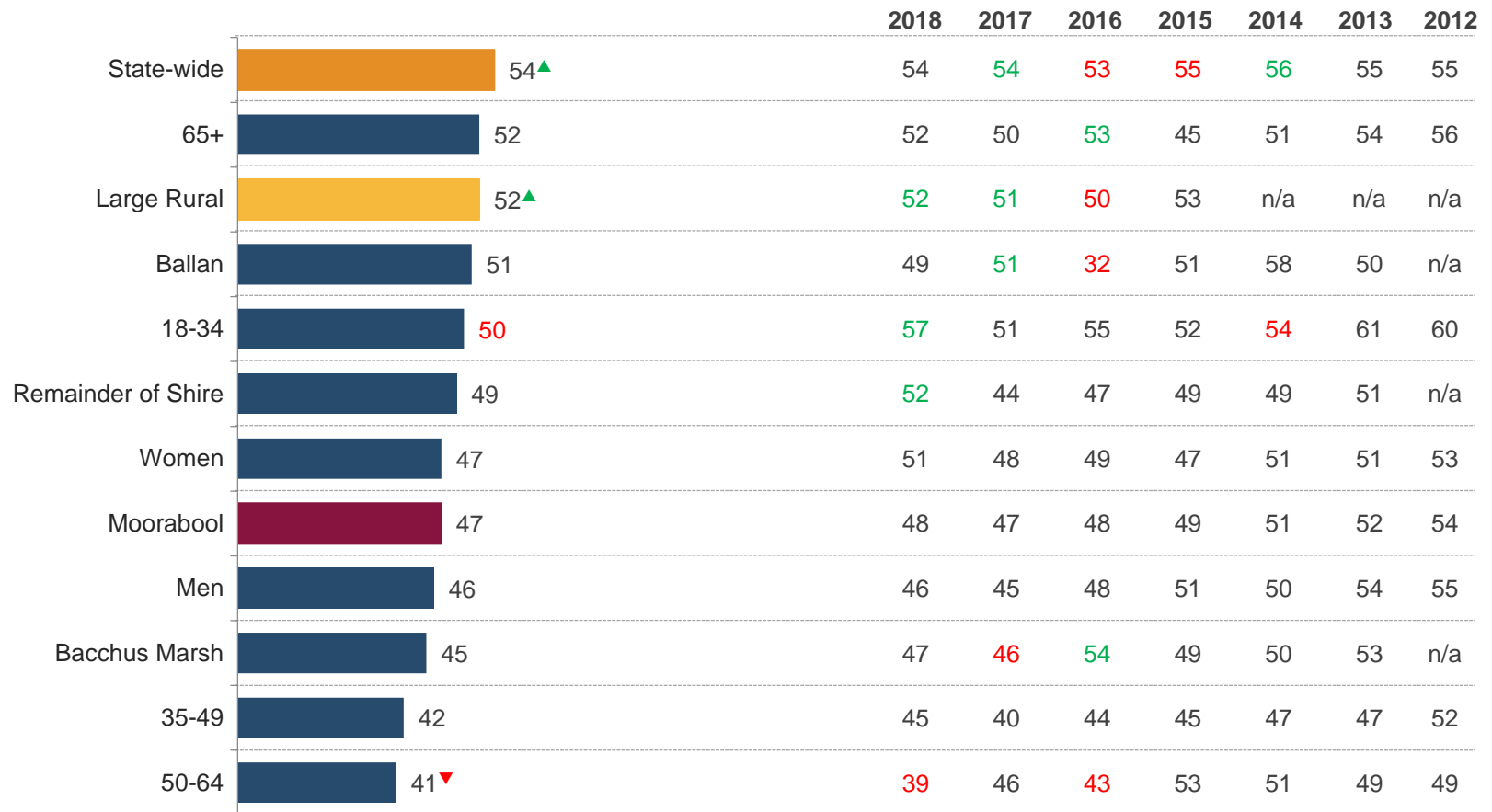
2019 Consultation and engagement performance (%)





Lobbying on behalf of the community performance

2019 Lobbying performance (index scores)



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

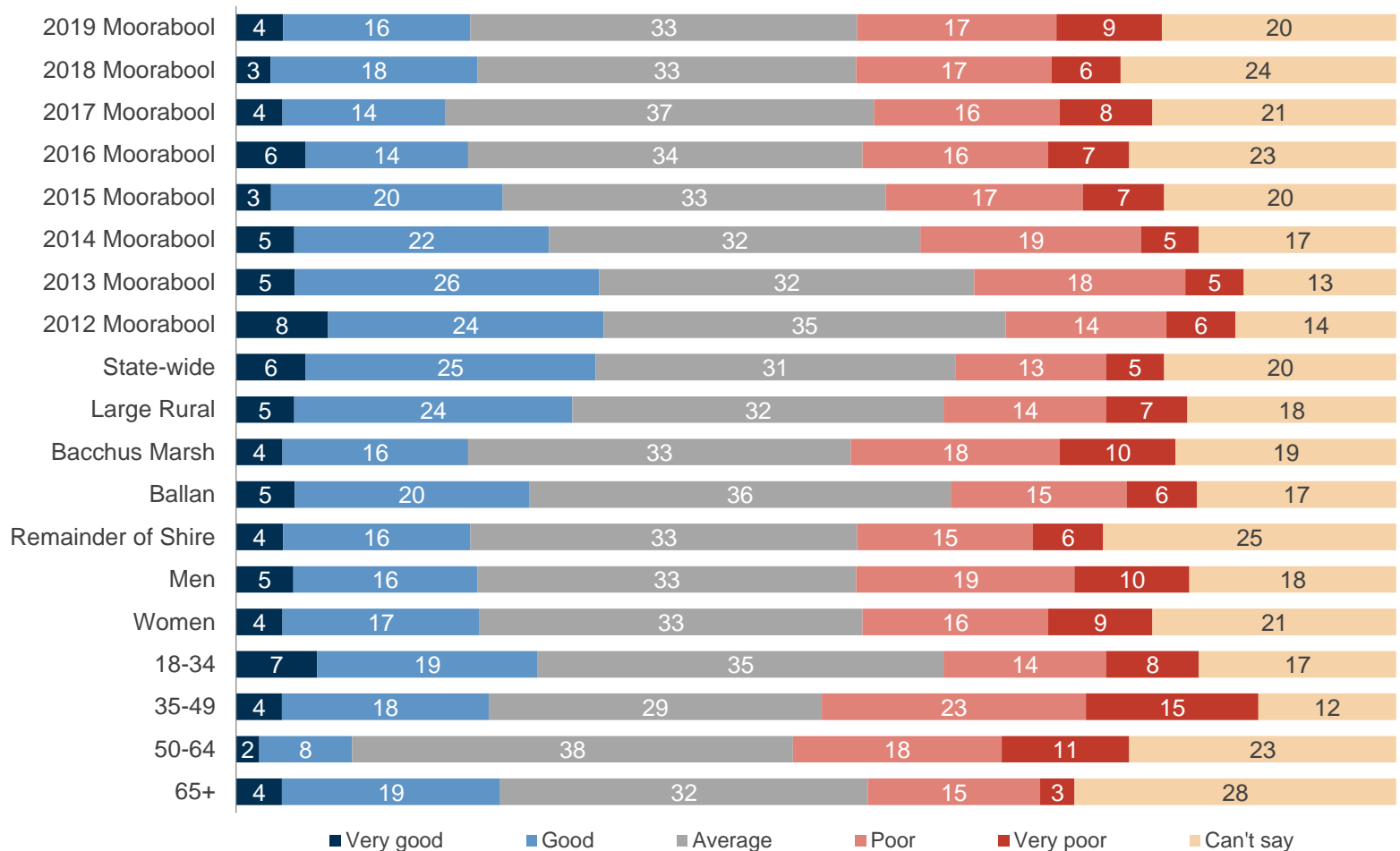
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

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



Lobbying on behalf of the community performance

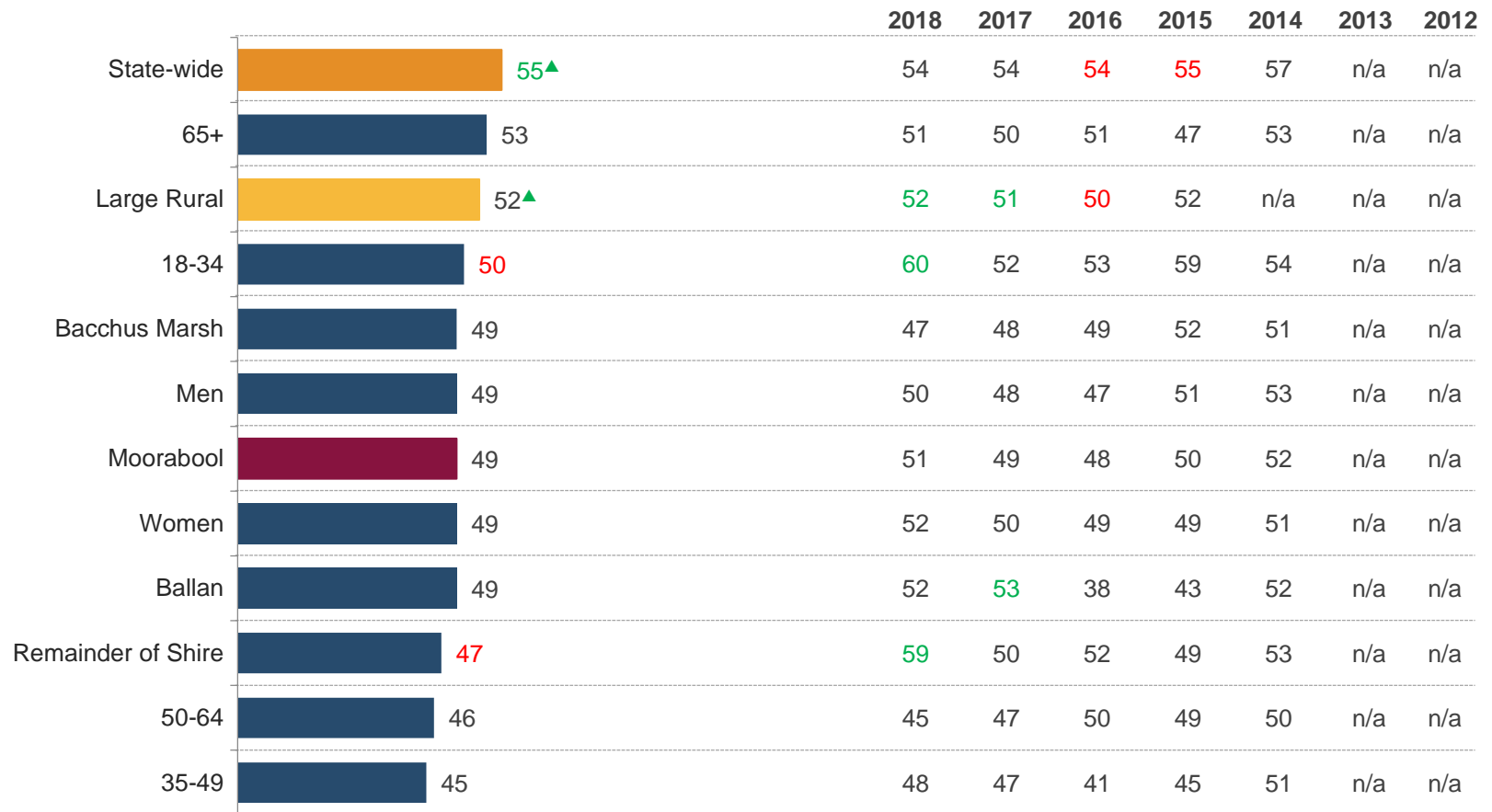
2019 Lobbying performance (%)



Decisions made in the interest of the community performance



2019 Community decisions made performance (index scores)



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

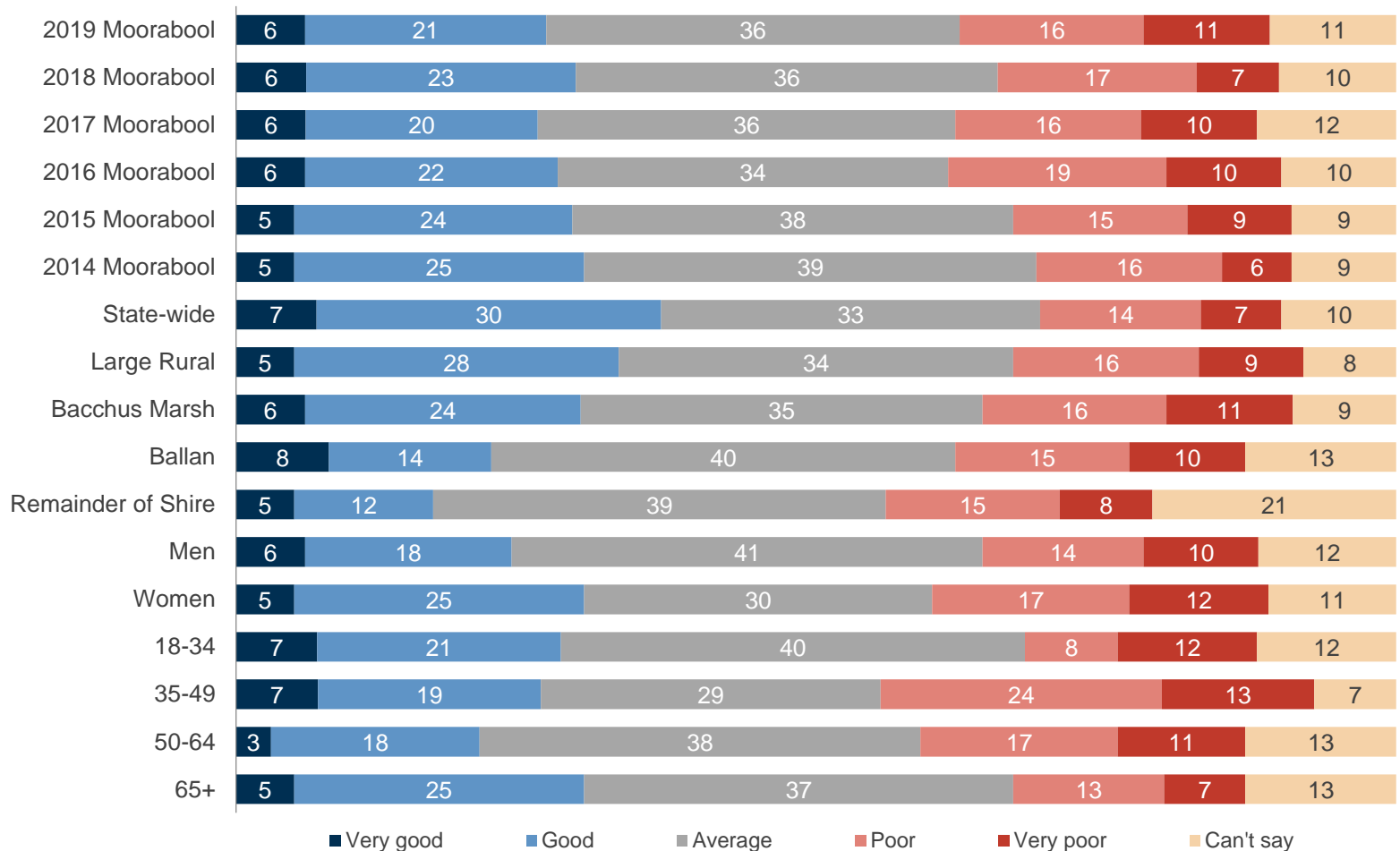
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

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

Decisions made in the interest of the community performance



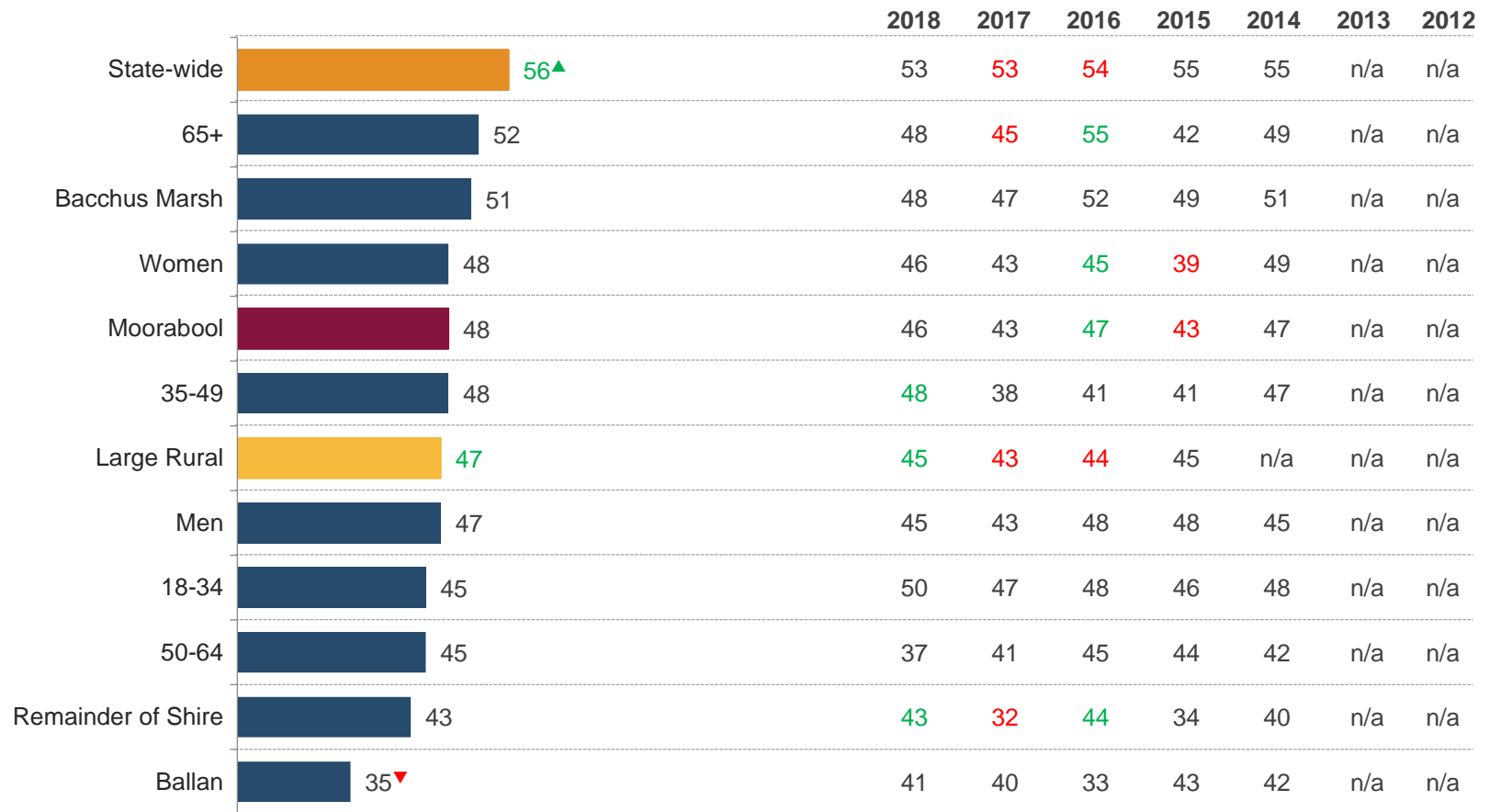
2019 Community decisions made performance (%)



The condition of sealed local roads in your area performance



2019 Sealed local roads performance (index scores)



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

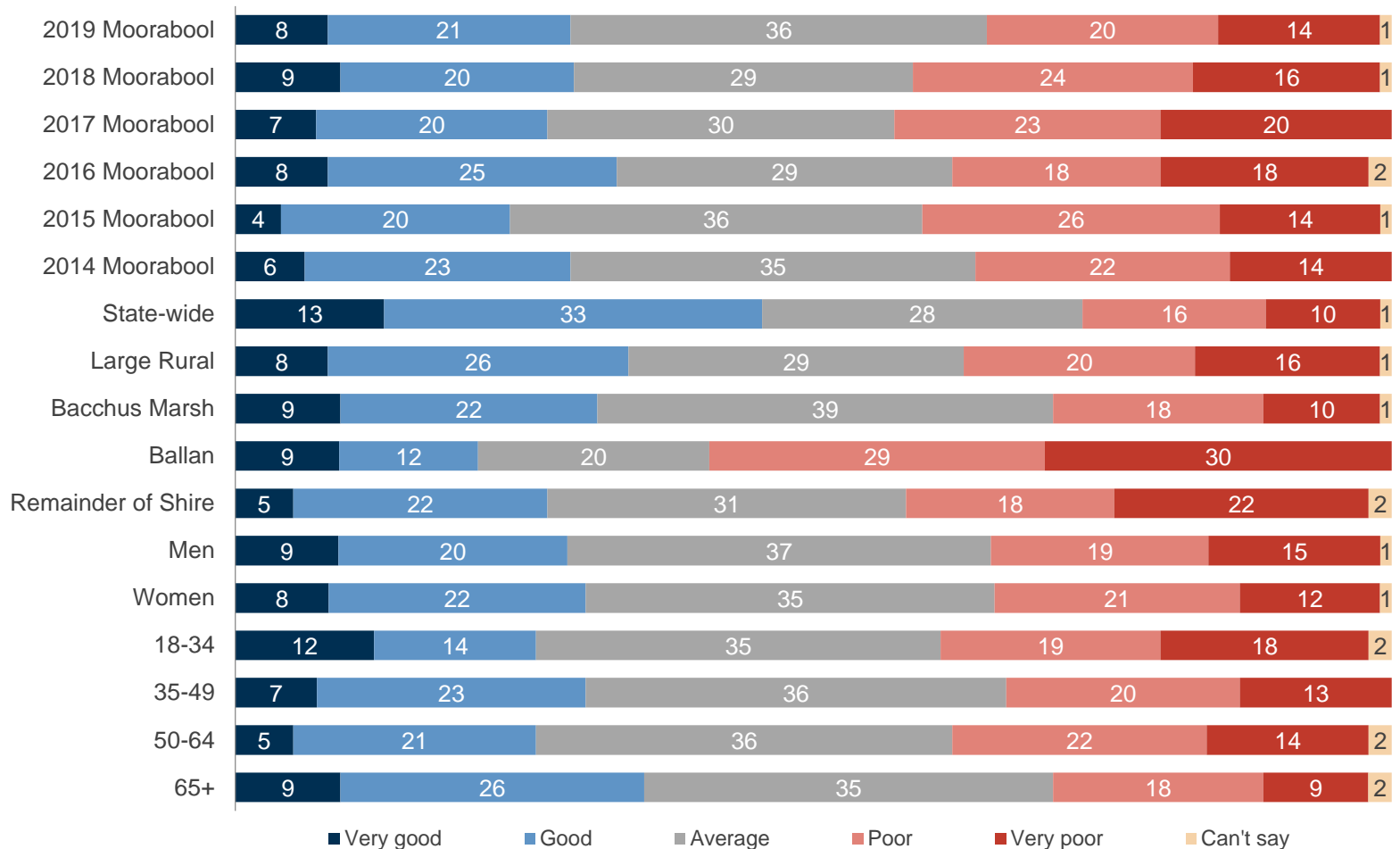
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

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

The condition of sealed local roads in your area performance



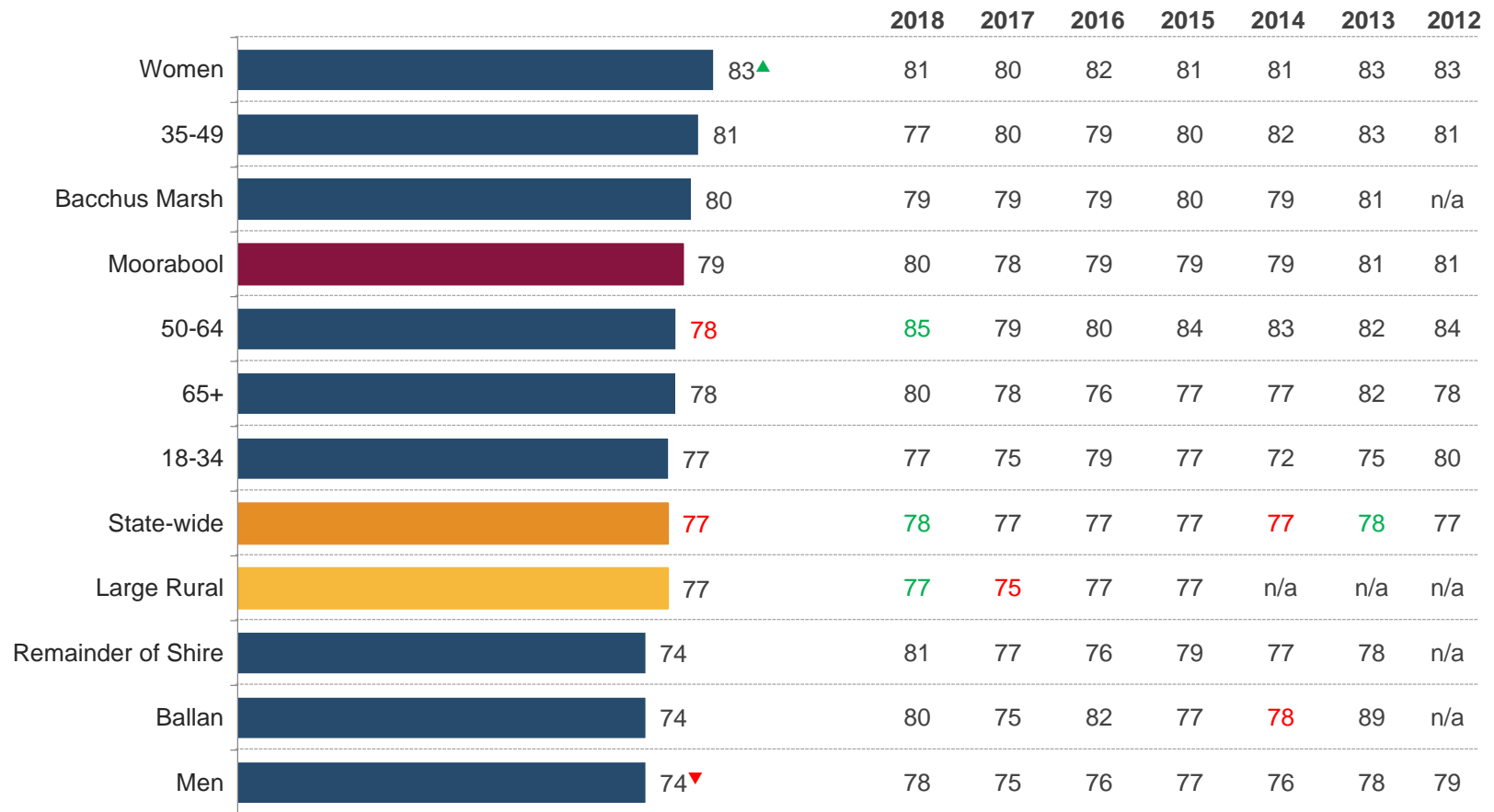
2019 Sealed local roads performance (%)



The condition of local streets and footpaths in your area importance



2019 Streets and footpaths importance (index scores)



Q1. Firstly, how important should 'The condition of local streets and footpaths in your area' be as a responsibility for Council?

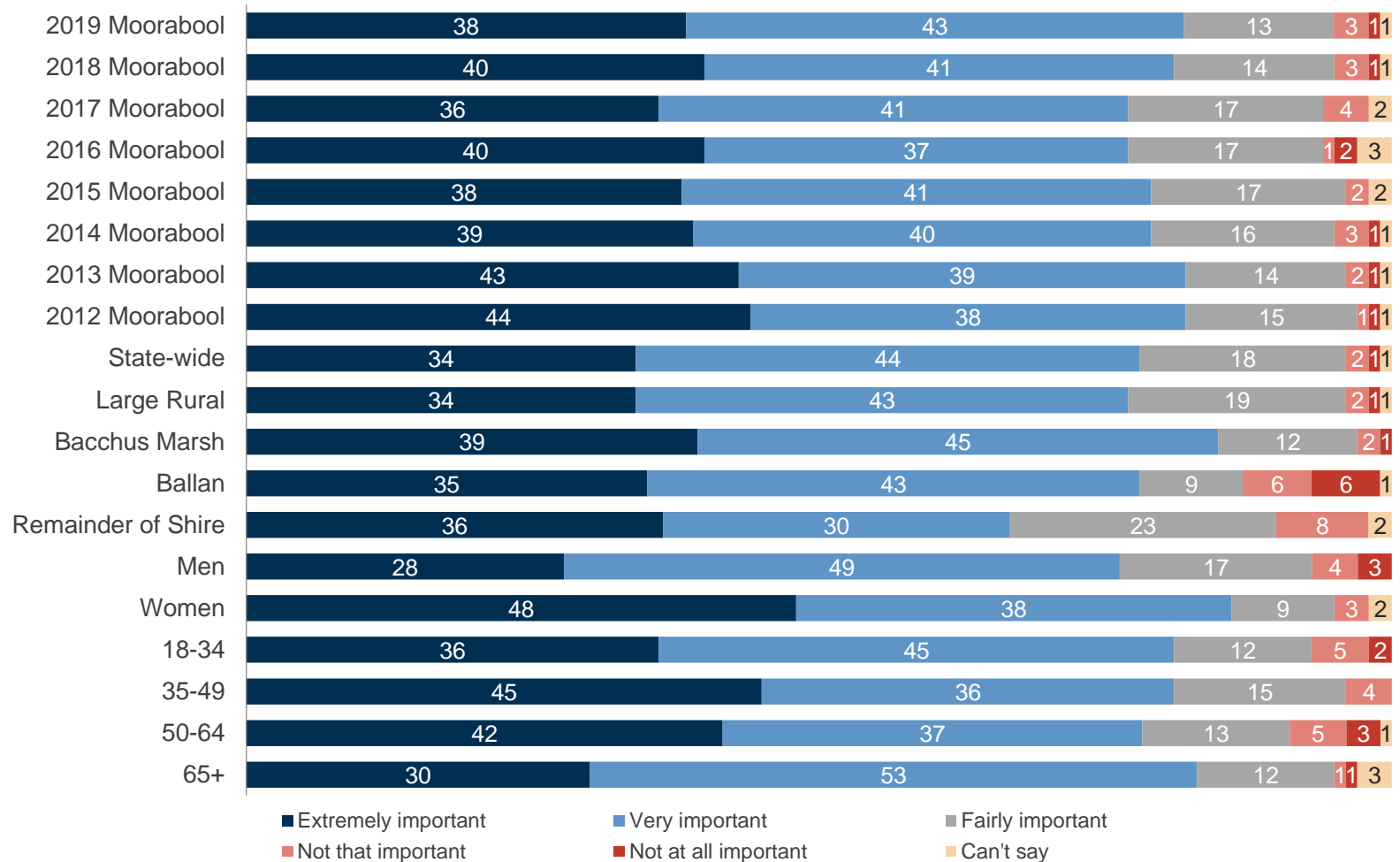
Base: All respondents. Councils asked state-wide: 21 Councils asked group: 4

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

The condition of local streets and footpaths in your area importance



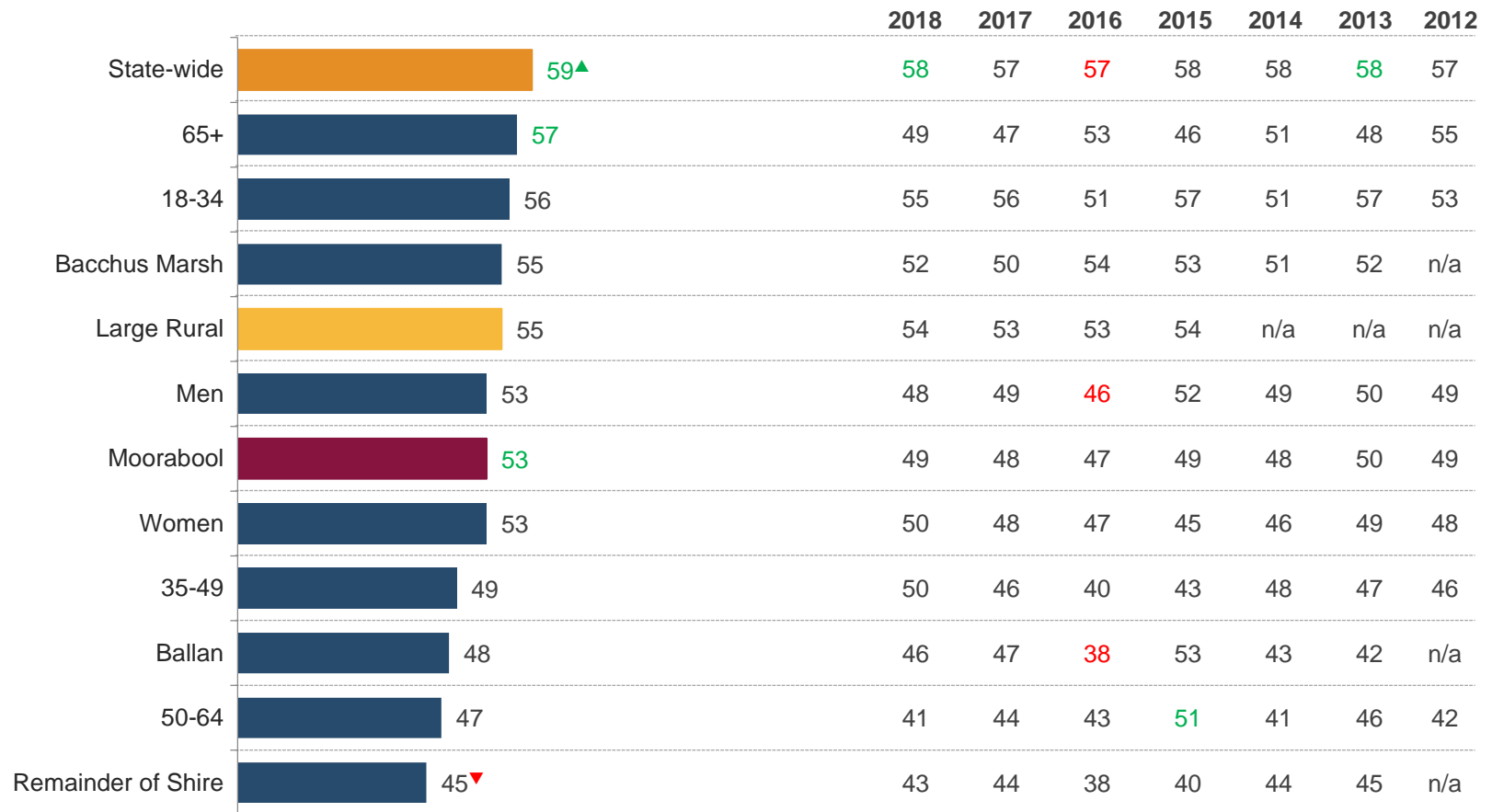
2019 Streets and footpaths importance (%)



The condition of local streets and footpaths in your area performance



2019 Streets and footpaths performance (index scores)



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

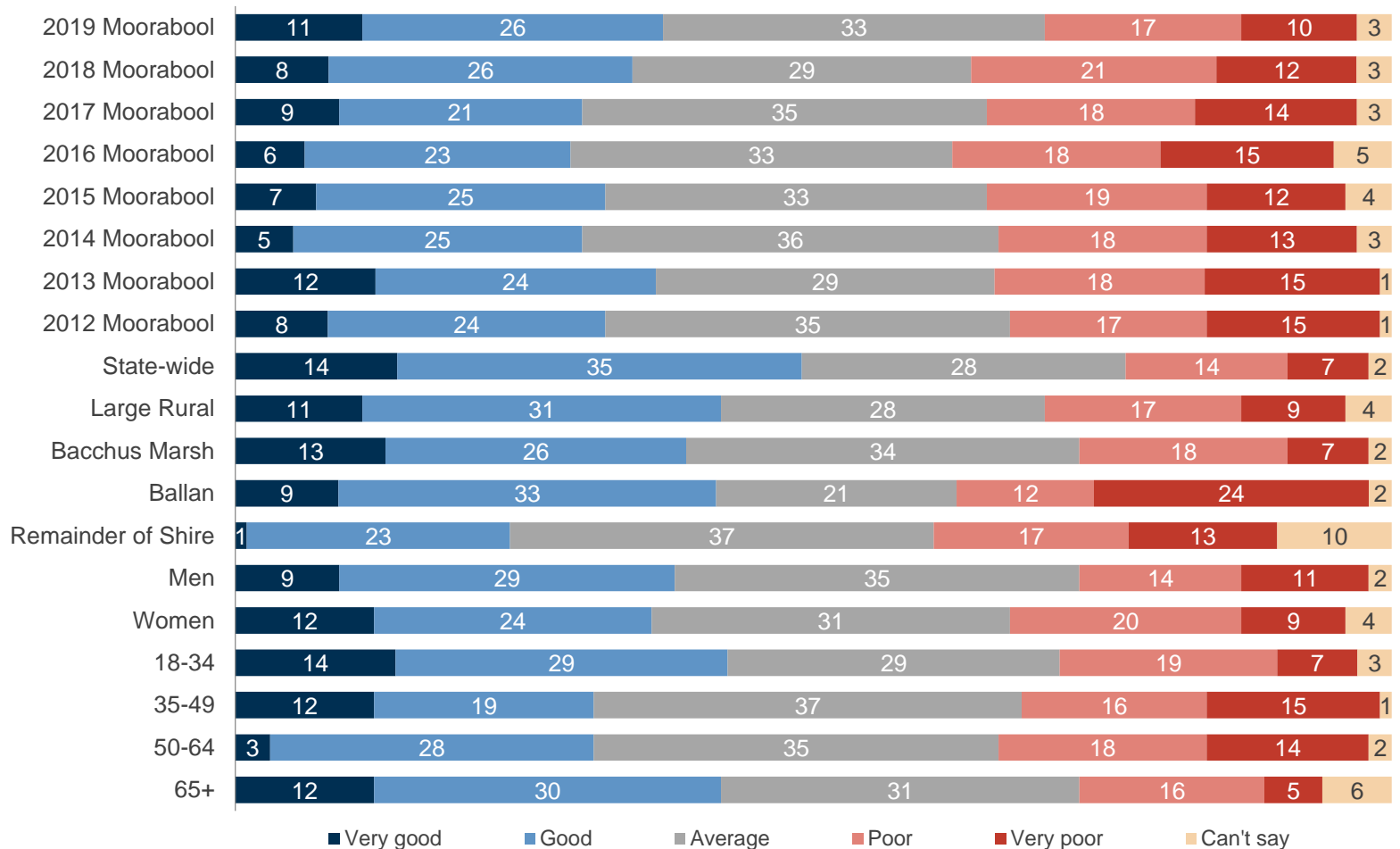
Base: All respondents. Councils asked state-wide: 32 Councils asked group: 8

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

The condition of local streets and footpaths in your area performance



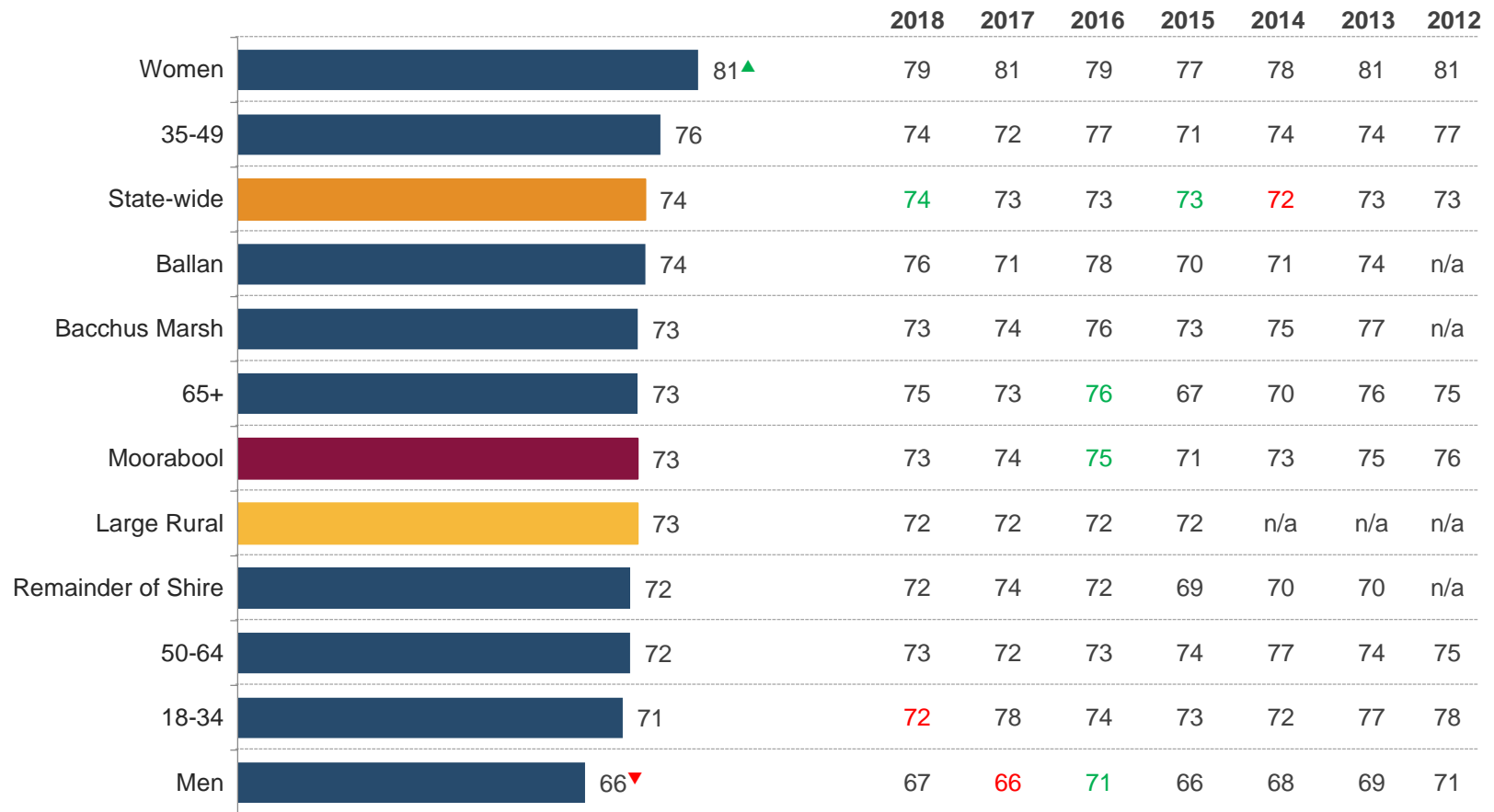
2019 Streets and footpaths performance (%)





Family support services importance

2019 Family support importance (index scores)



Q1. Firstly, how important should 'Family support services' be as a responsibility for Council?

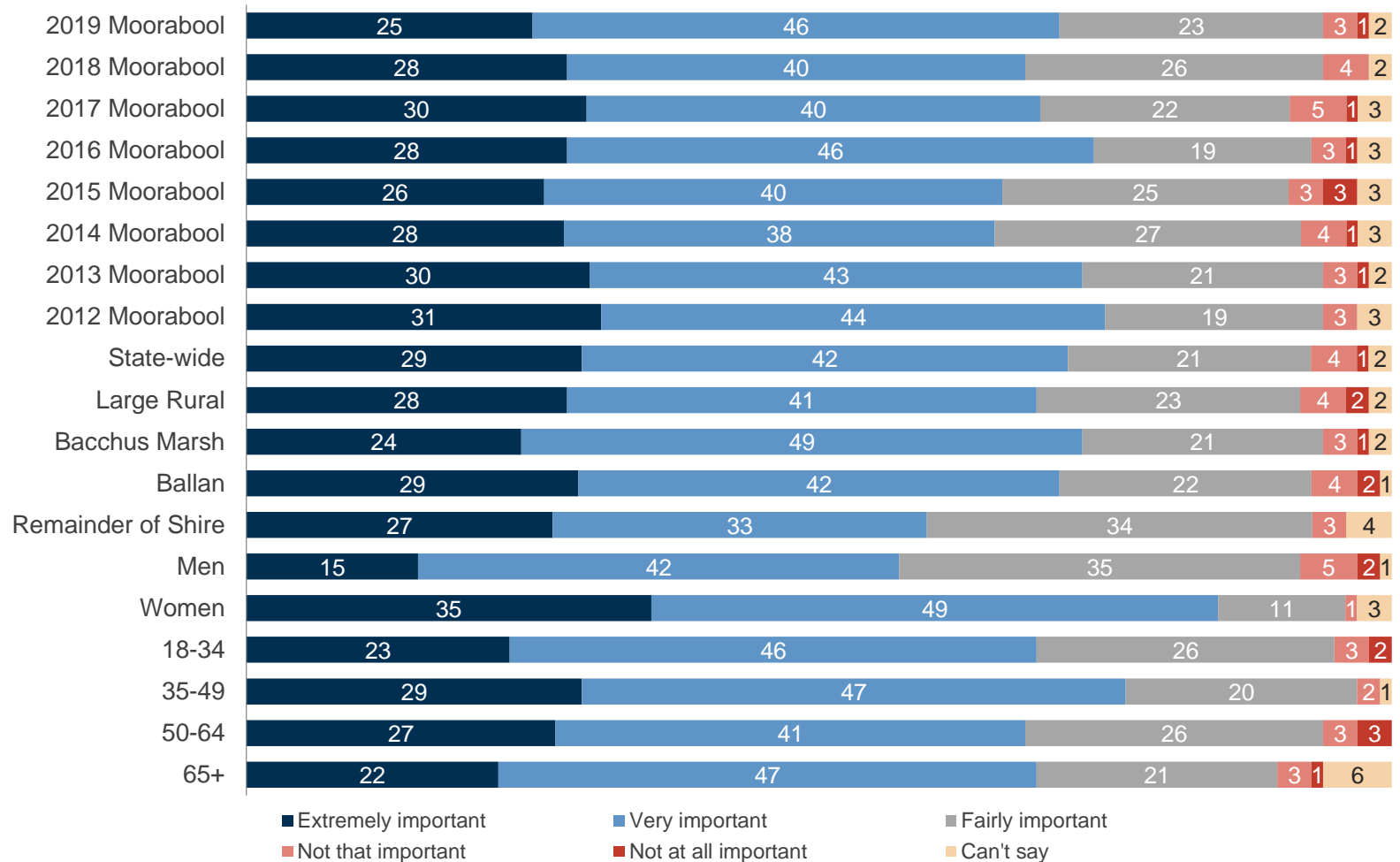
Base: All respondents. Councils asked state-wide: 21 Councils asked group: 6

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



Family support services importance

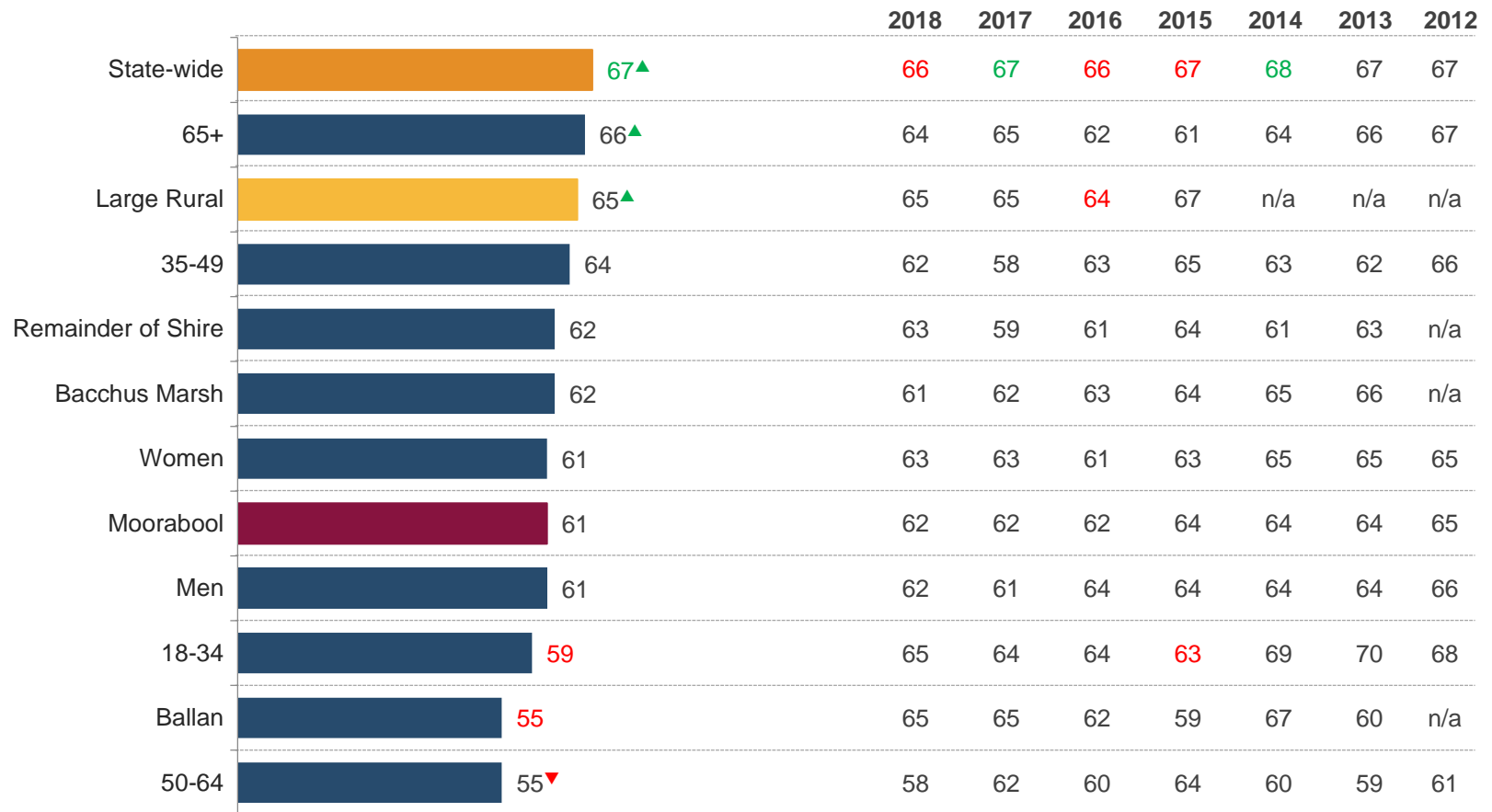
2019 Family support importance (%)





Family support services performance

2019 Family support performance (index scores)



Q2. How has Council performed on 'Family support services' over the last 12 months?

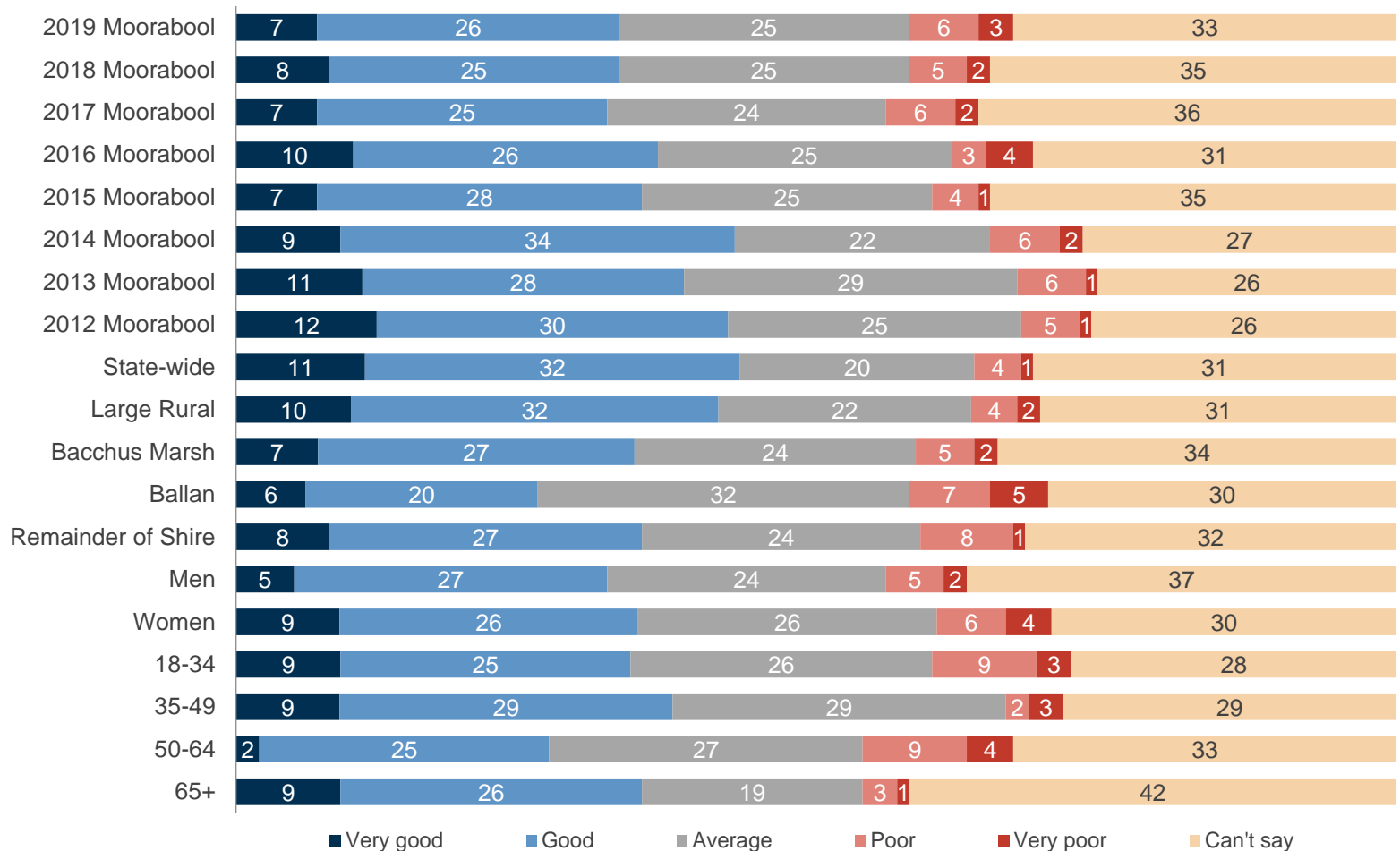
Base: All respondents. Councils asked state-wide: 31 Councils asked group: 9

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



Family support services performance

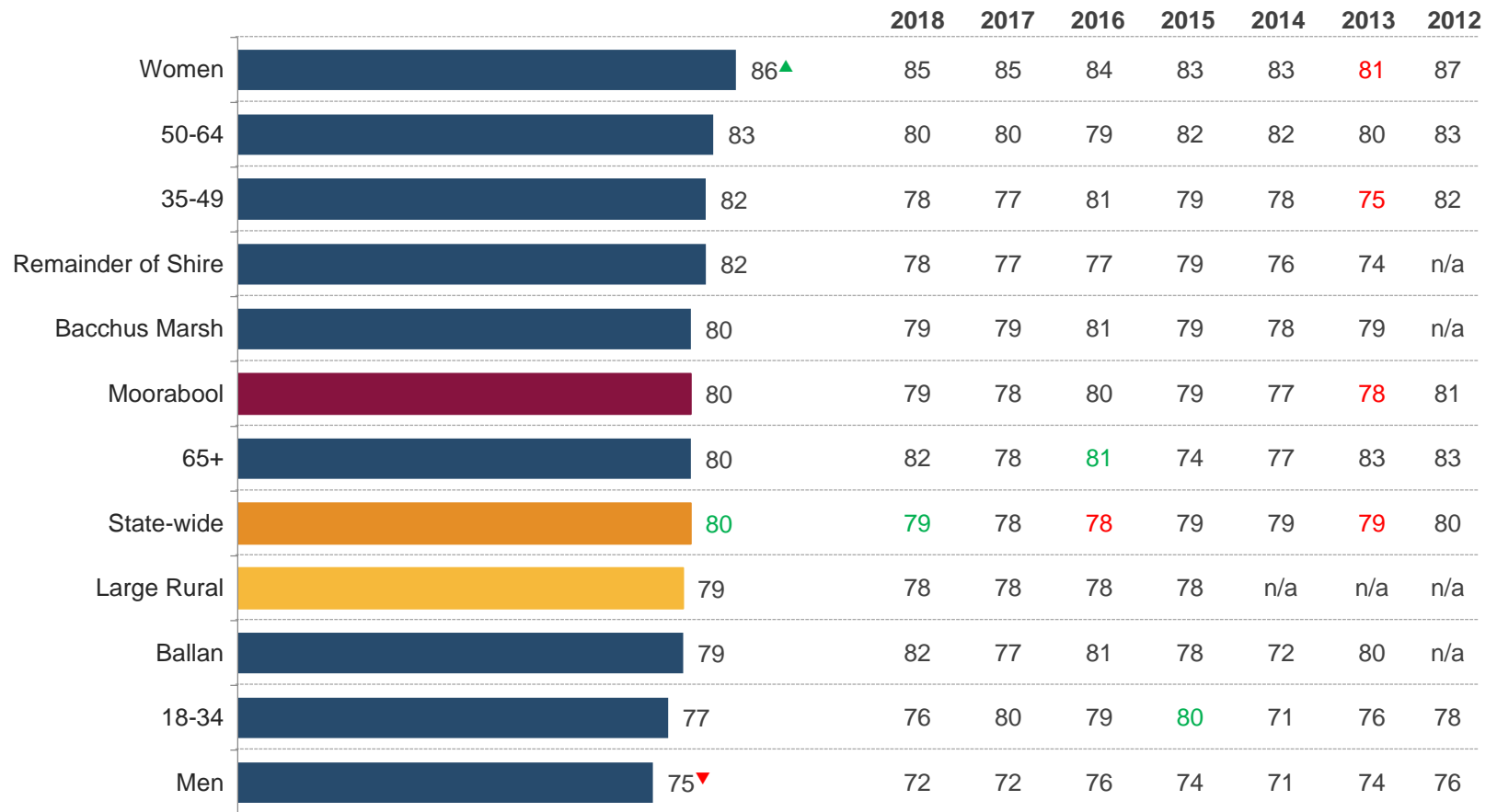
2019 Family support performance (%)





Elderly support services importance

2019 Elderly support importance (index scores)



Q1. Firstly, how important should 'Elderly support services' be as a responsibility for Council?

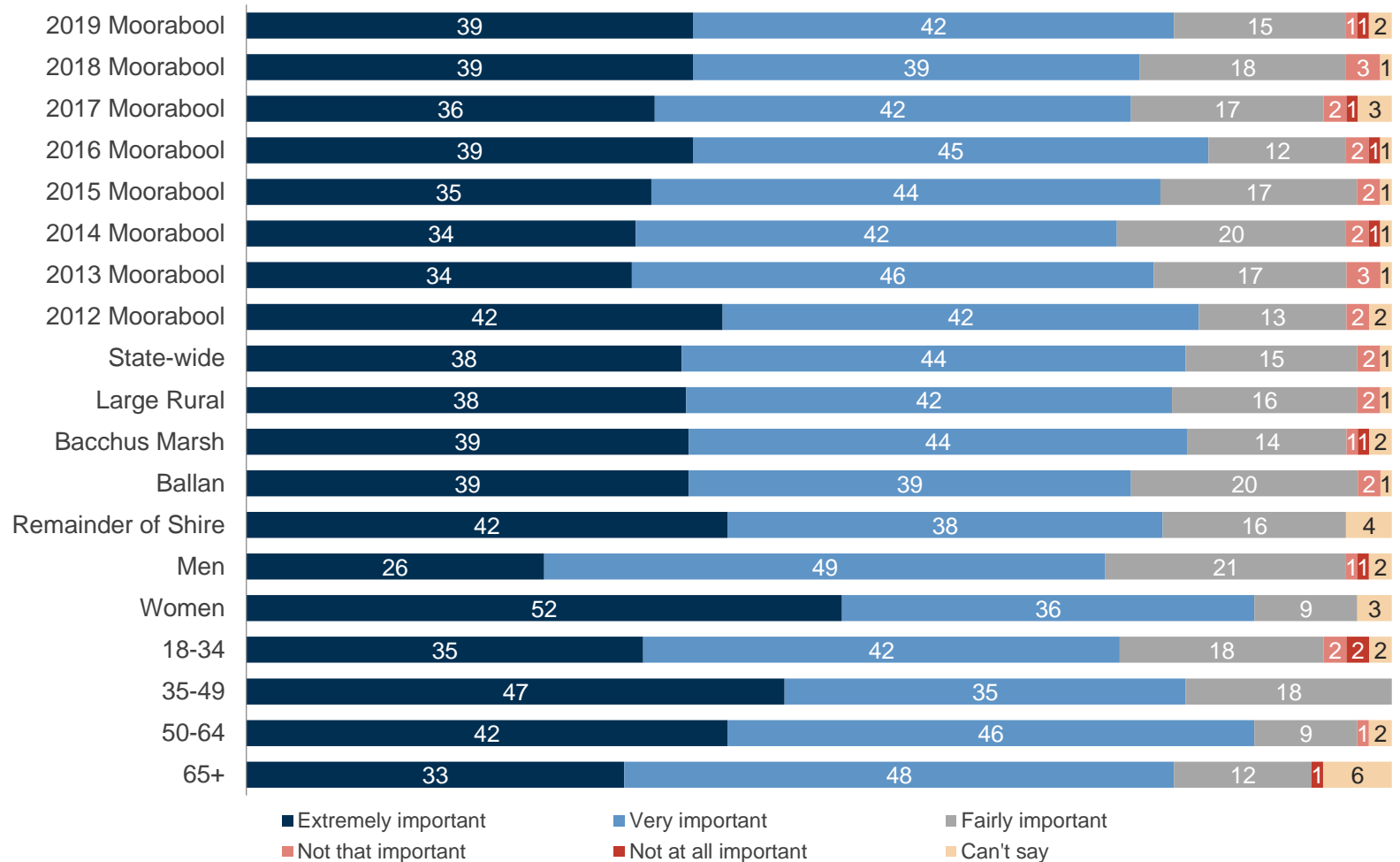
Base: All respondents. Councils asked state-wide: 21 Councils asked group: 5

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



Elderly support services importance

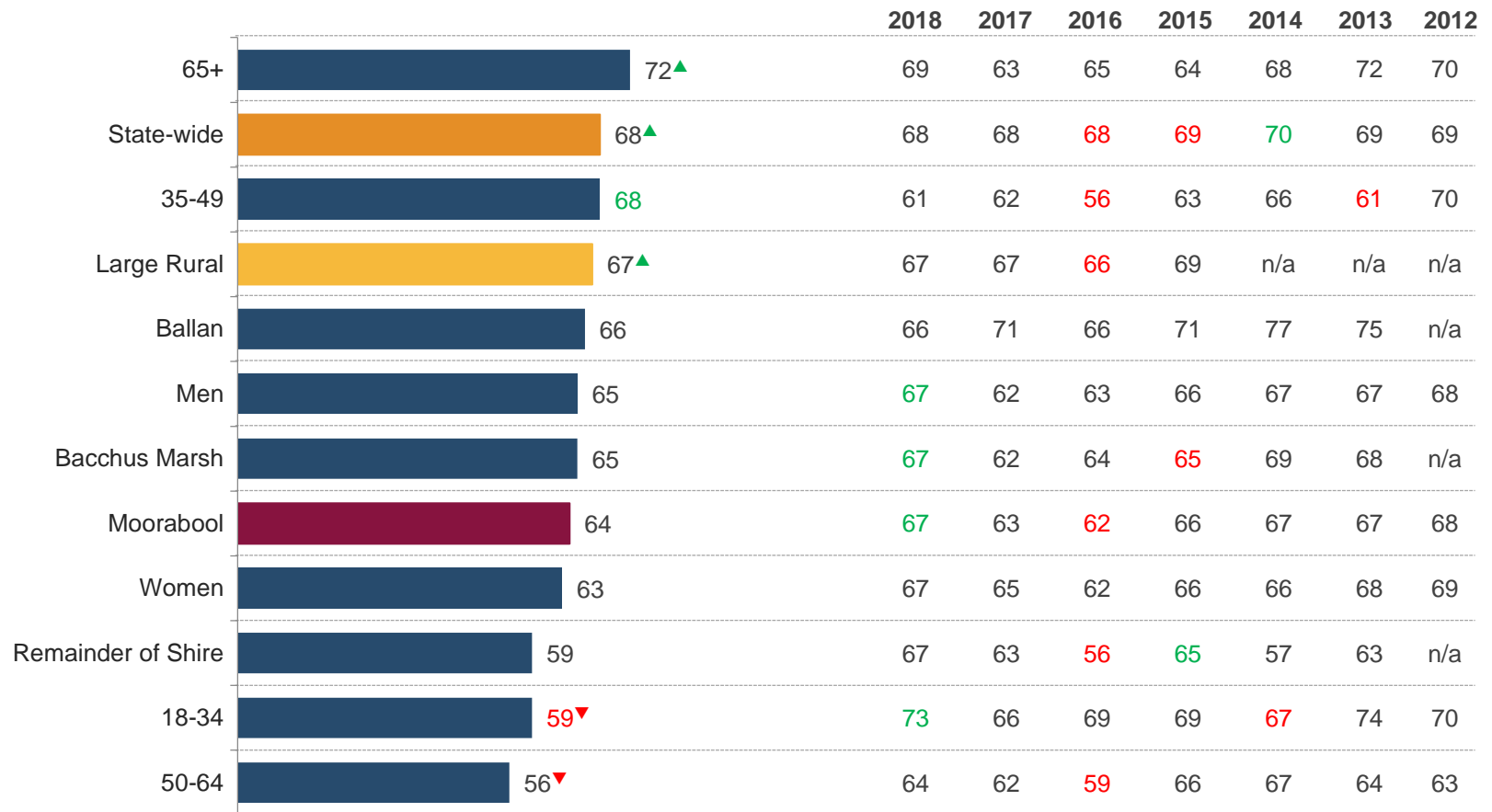
2019 Elderly support importance (%)





Elderly support services performance

2019 Elderly support performance (index scores)



Q2. How has Council performed on 'Elderly support services' over the last 12 months?

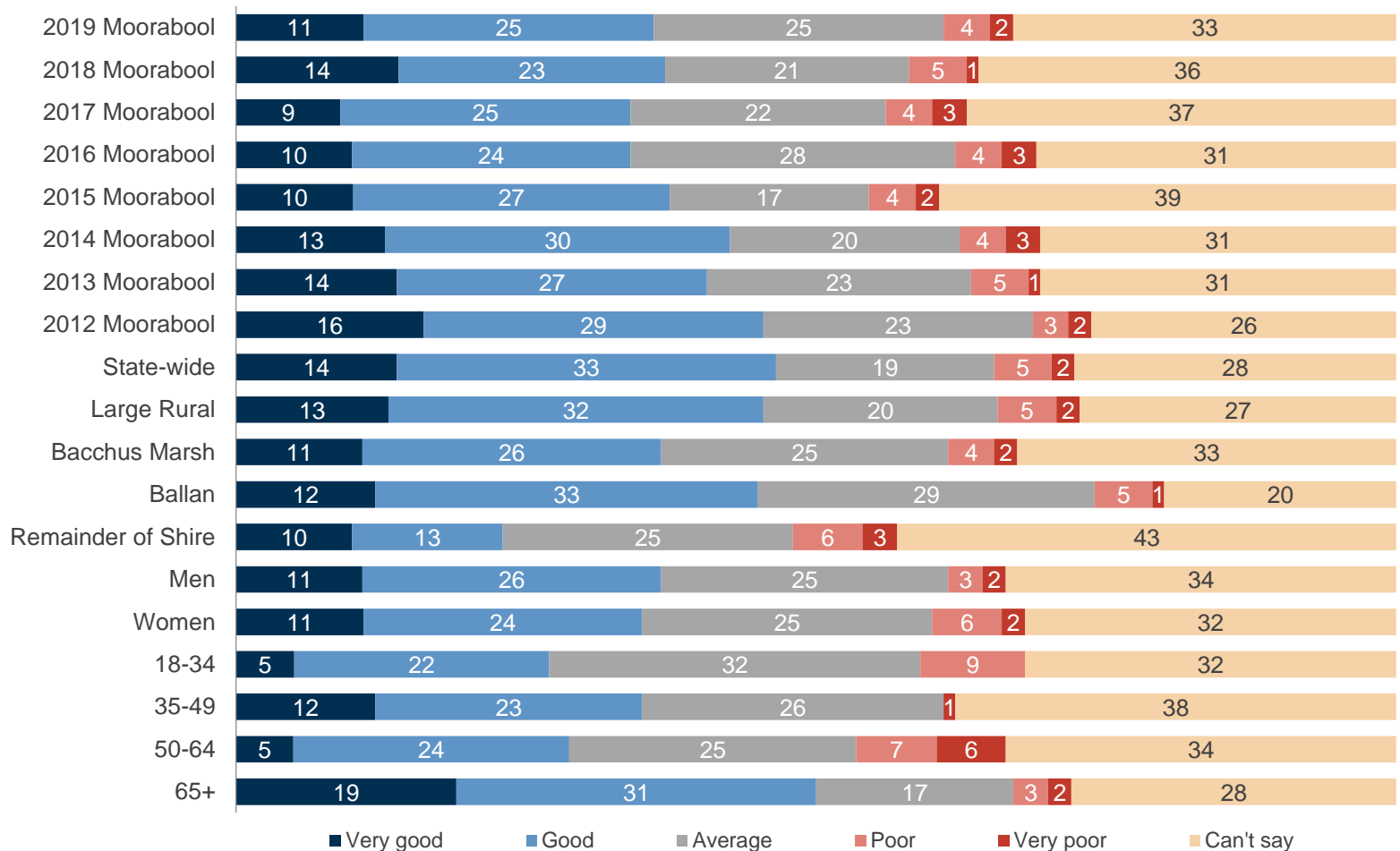
Base: All respondents. Councils asked state-wide: 32 Councils asked group: 9

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



Elderly support services performance

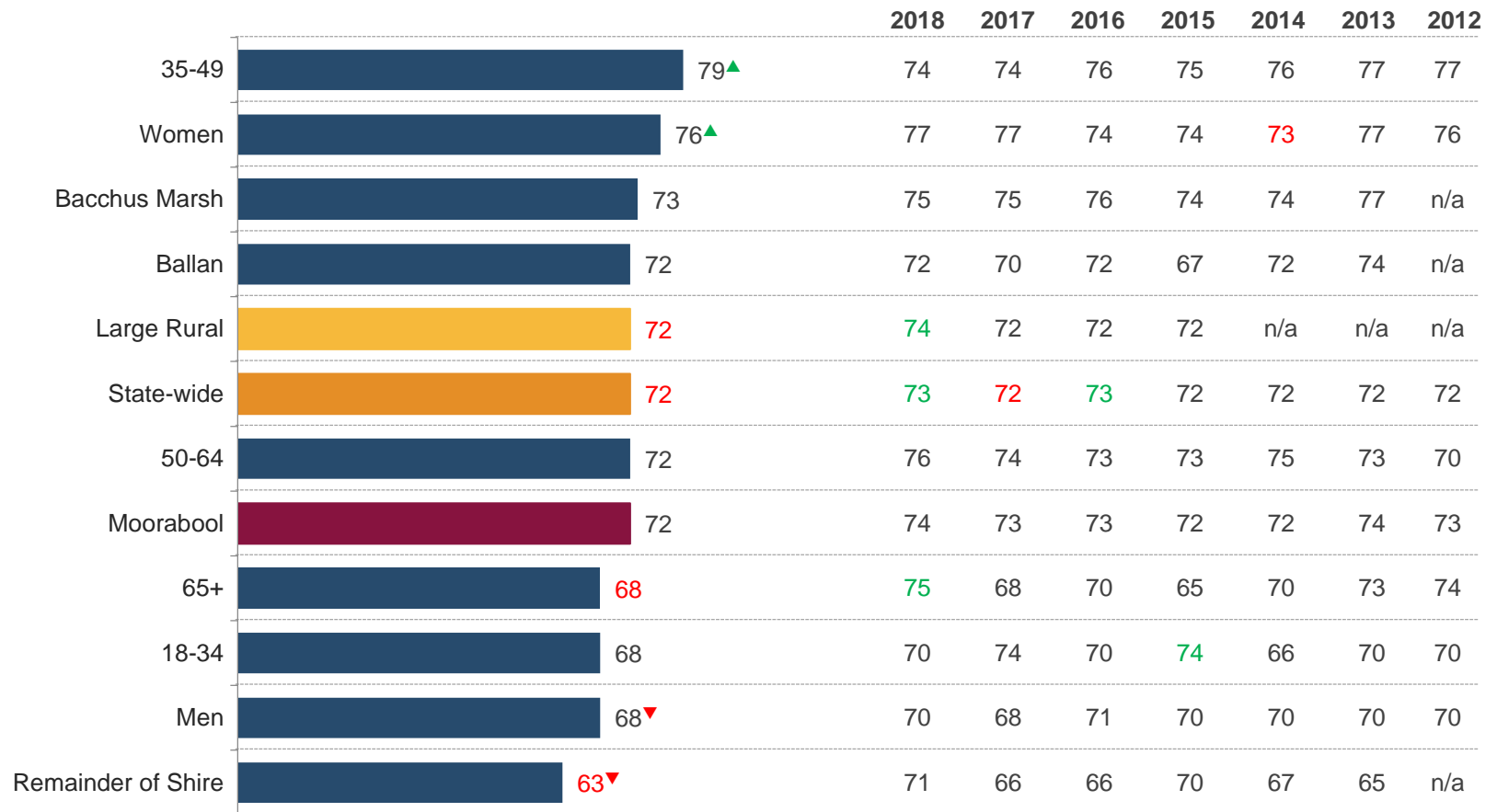
2019 Elderly support performance (%)





Recreational facilities importance

2019 Recreational facilities importance (index scores)



Q1. Firstly, how important should 'Recreational facilities' be as a responsibility for Council?

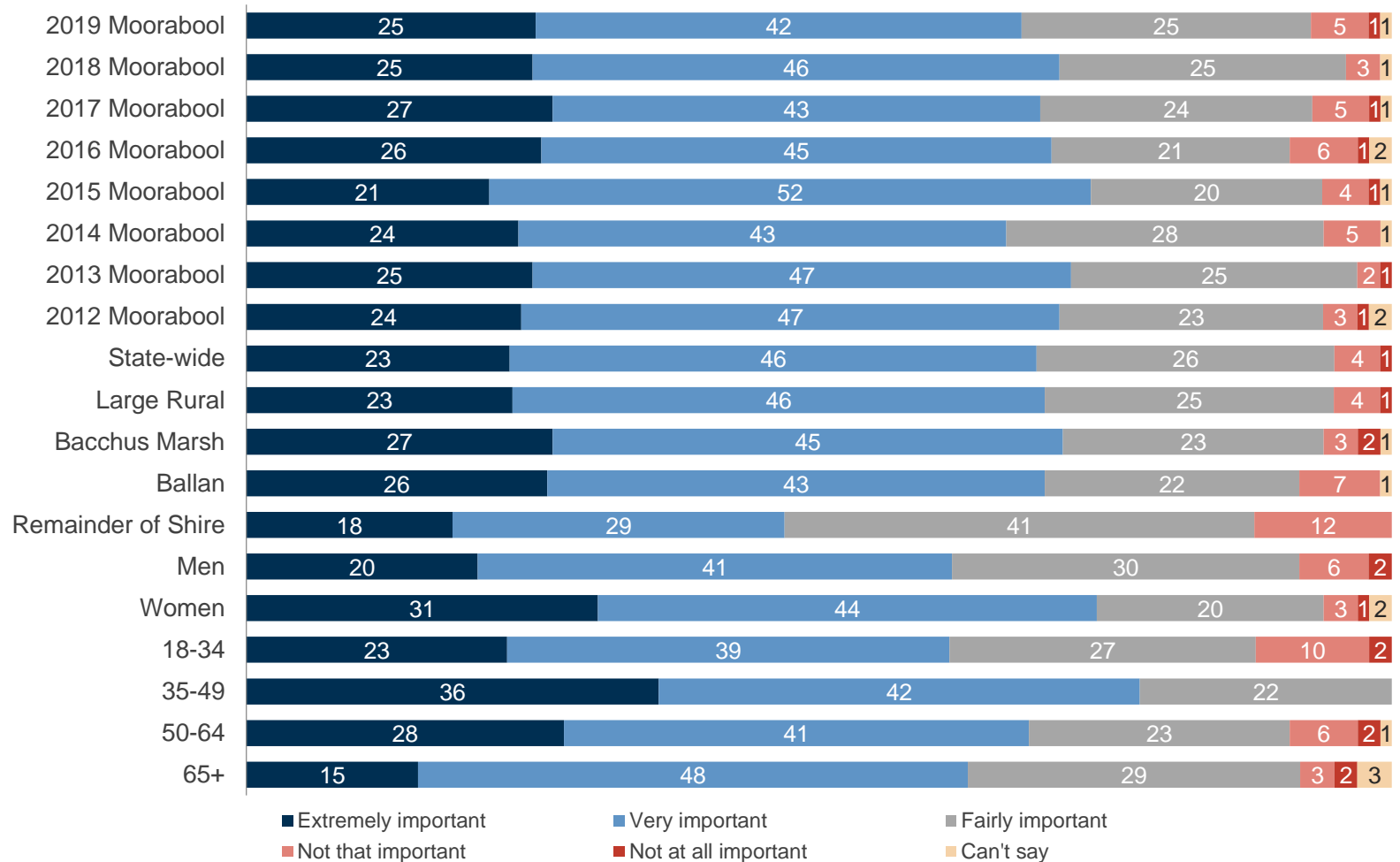
Base: All respondents. Councils asked state-wide: 29 Councils asked group: 5

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



Recreational facilities importance

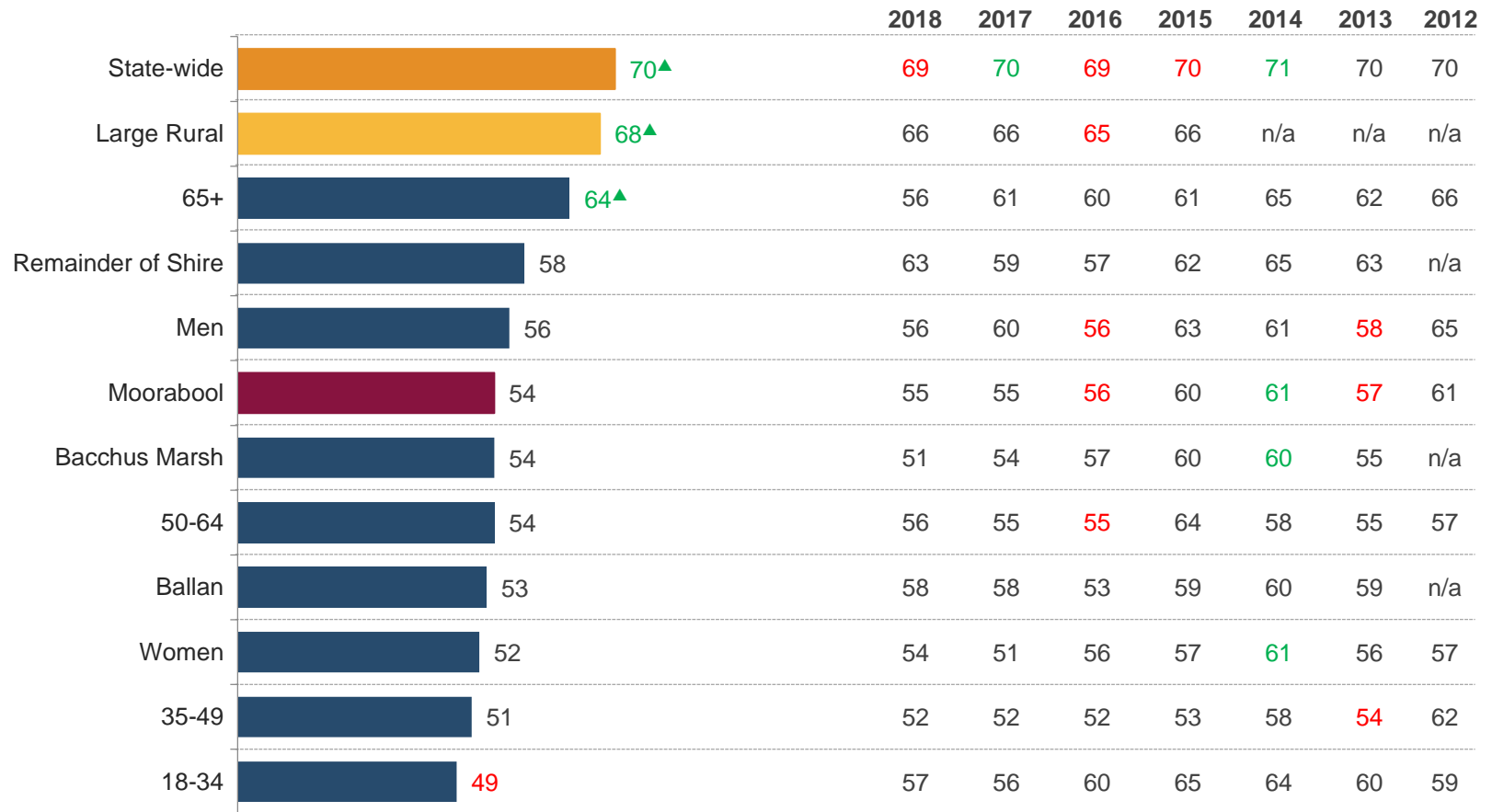
2019 Recreational facilities importance (%)





Recreational facilities performance

2019 Recreational facilities performance (index scores)



Q2. How has Council performed on 'Recreational facilities' over the last 12 months?

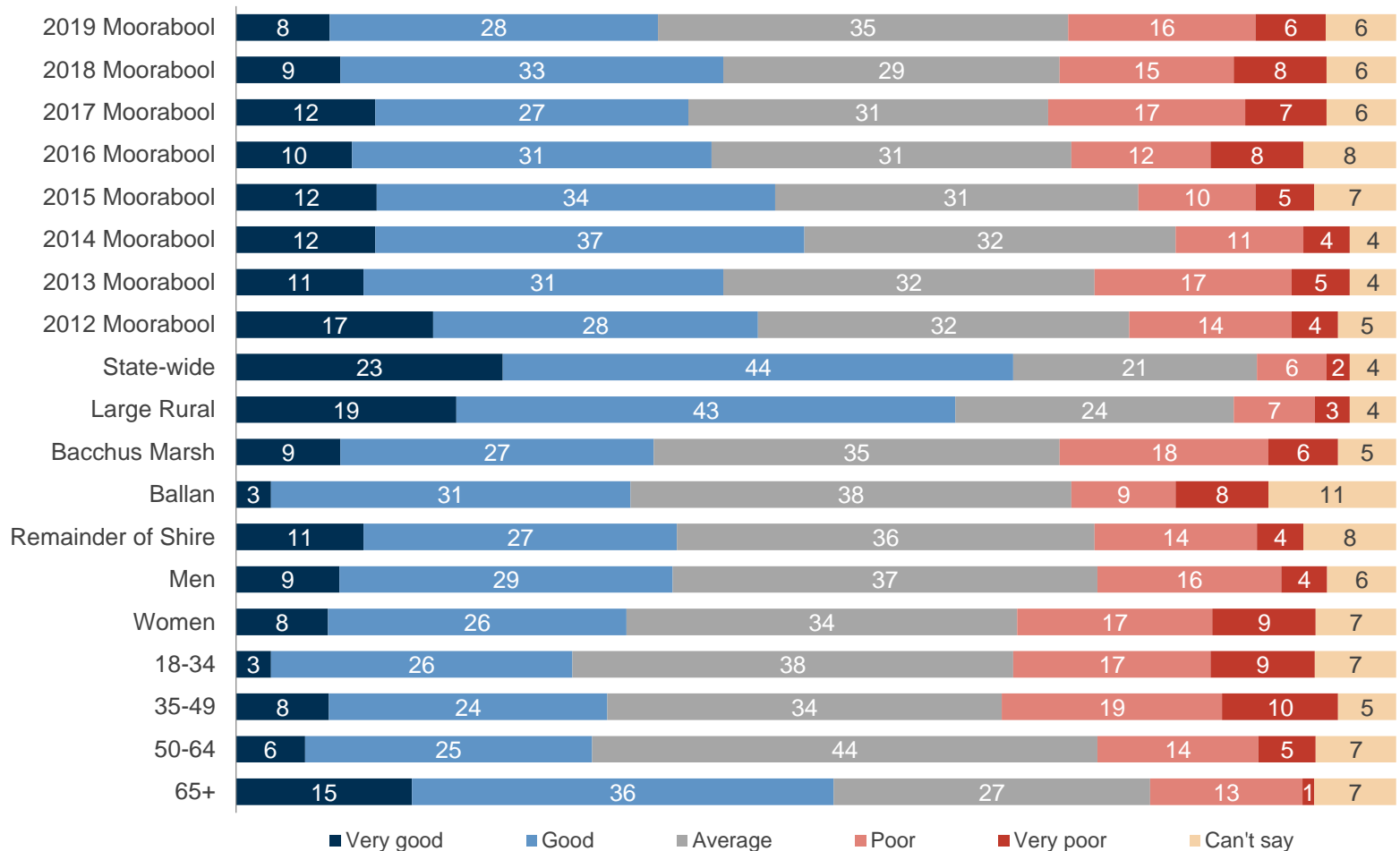
Base: All respondents. Councils asked state-wide: 39 Councils asked group: 9

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



Recreational facilities performance

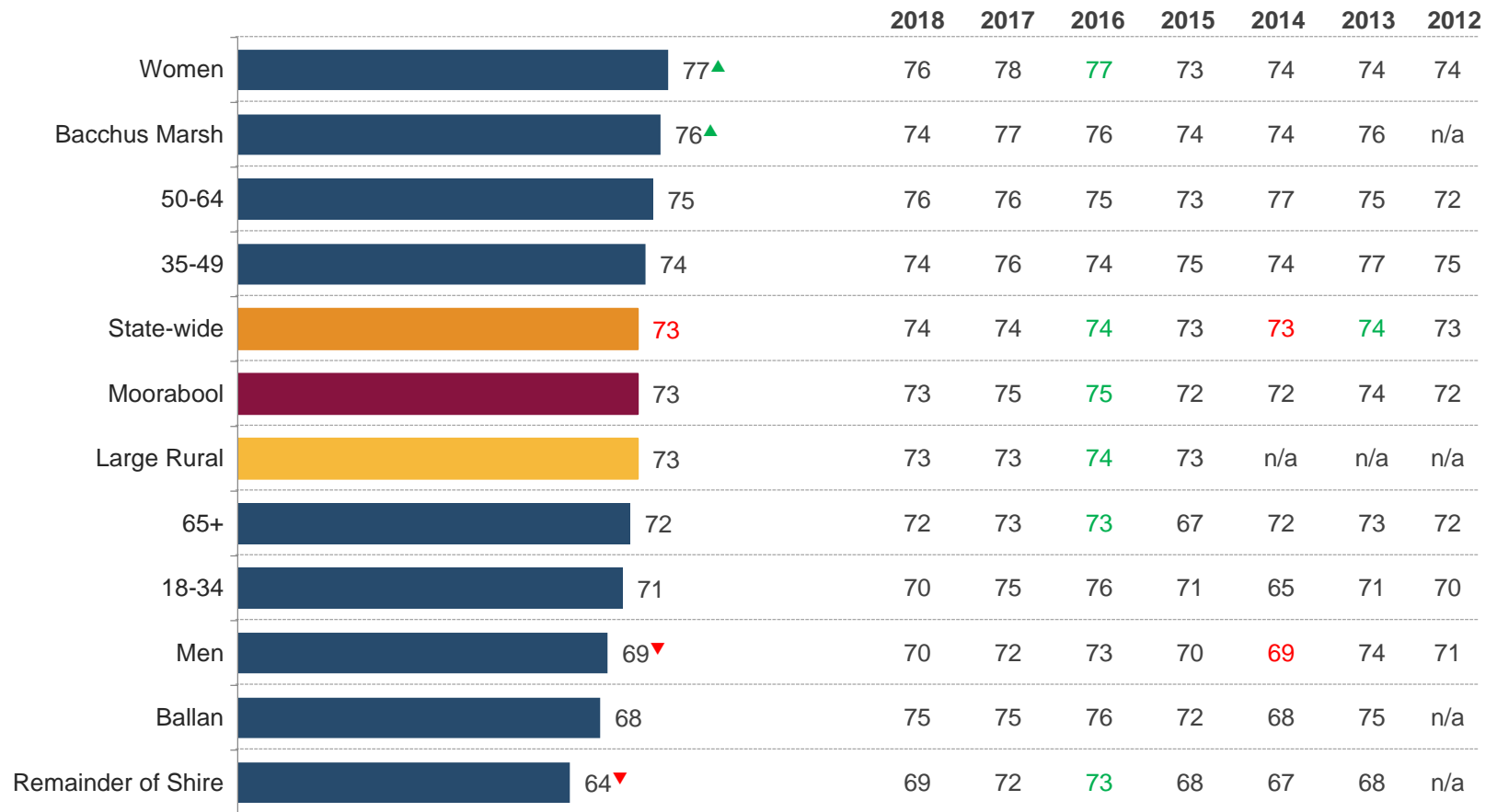
2019 Recreational facilities performance (%)





The appearance of public areas importance

2019 Public areas importance (index scores)



Q1. Firstly, how important should 'The appearance of public areas' be as a responsibility for Council?

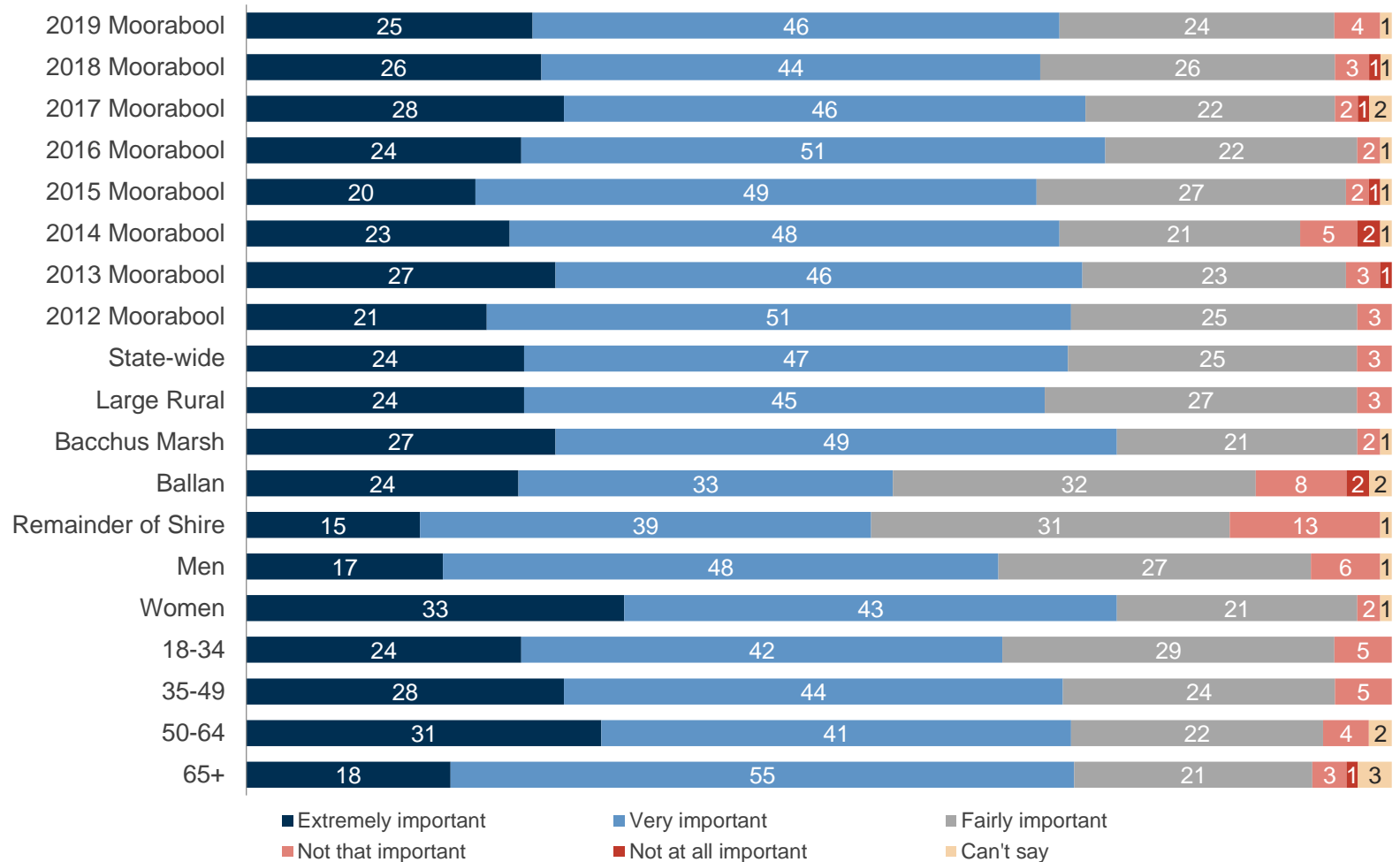
Base: All respondents. Councils asked state-wide: 28 Councils asked group: 5

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



The appearance of public areas importance

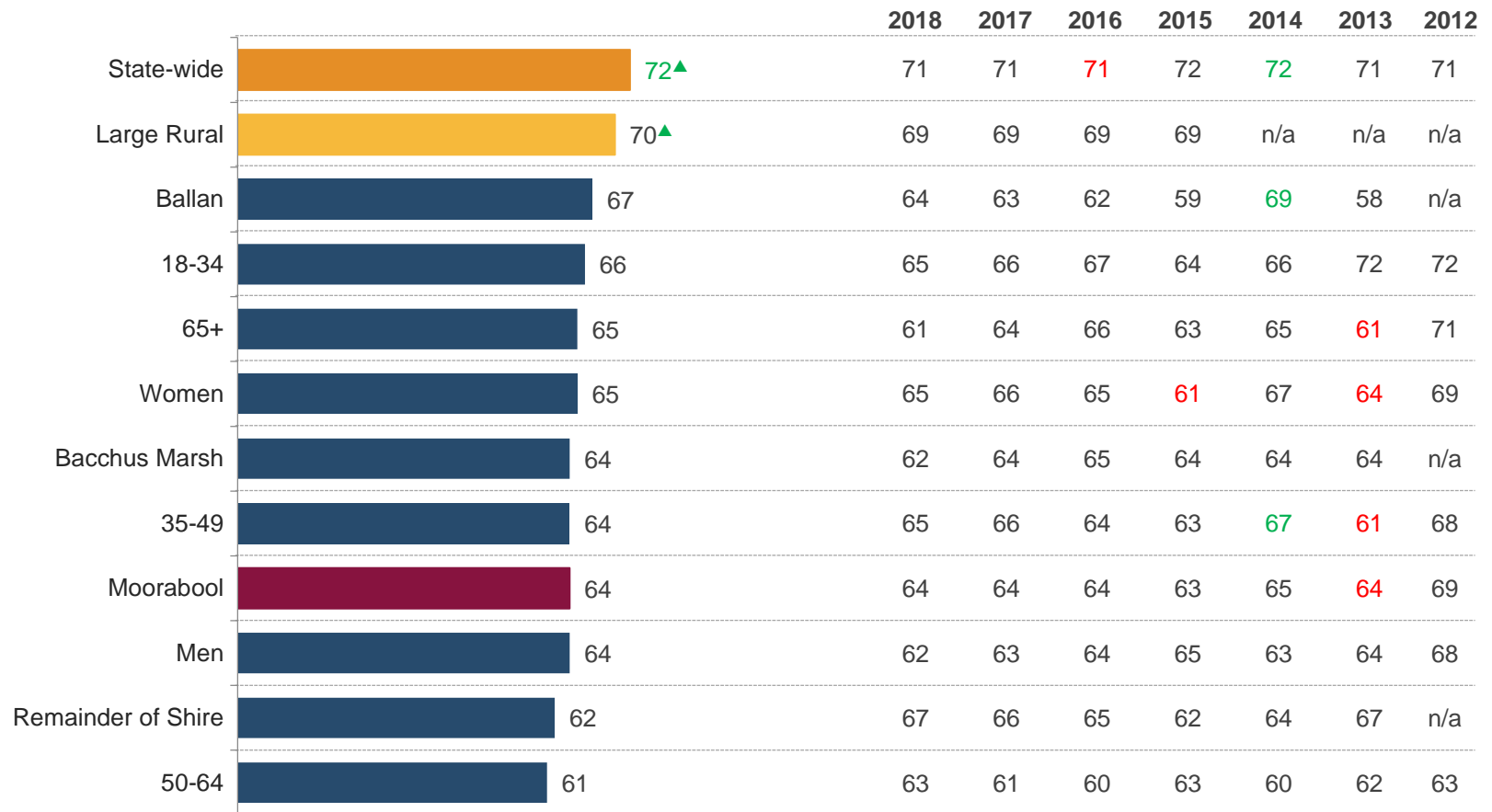
2019 Public areas importance (%)





The appearance of public areas performance

2019 Public areas performance (index scores)



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

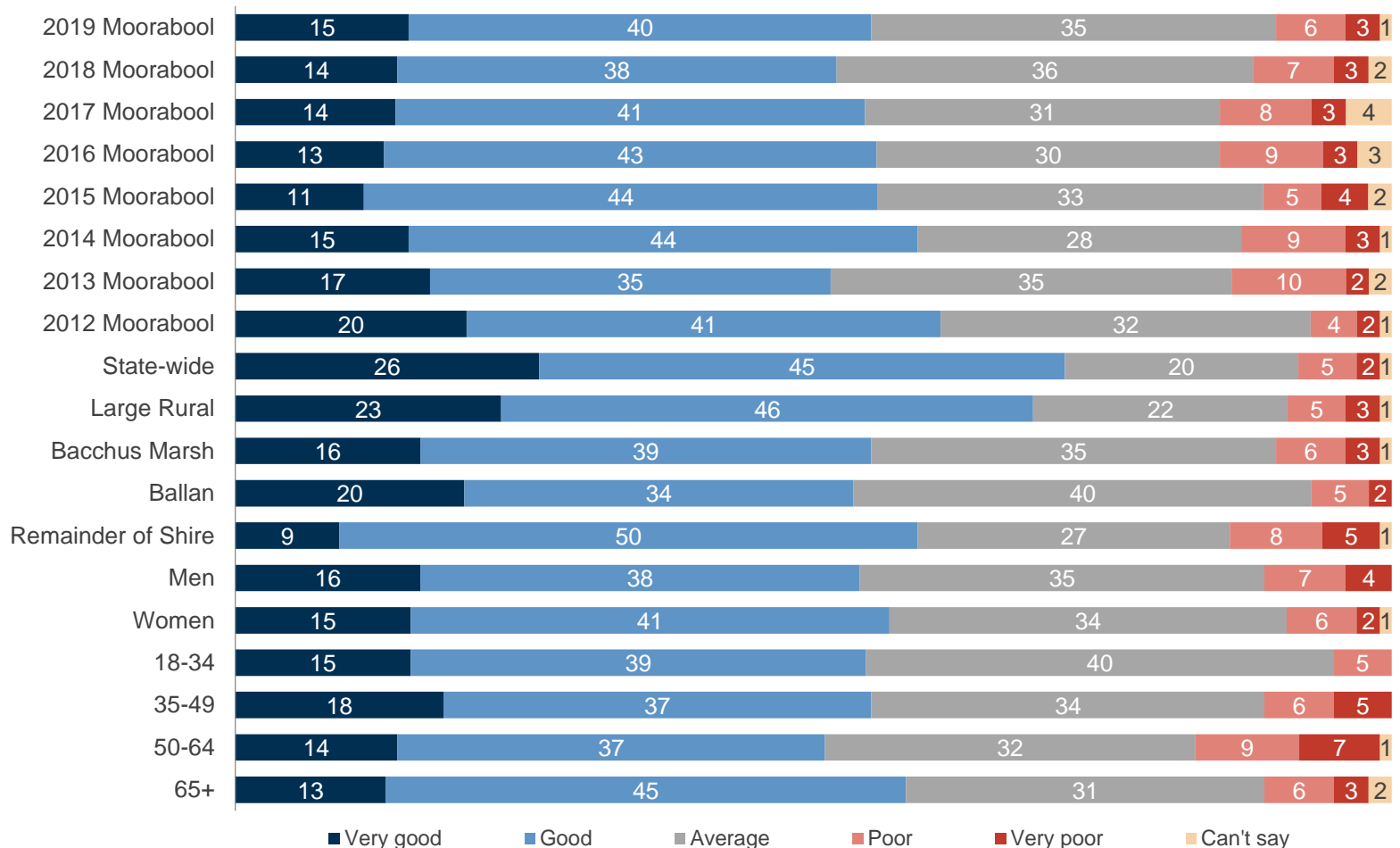
Base: All respondents. Councils asked state-wide: 38 Councils asked group: 8

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



The appearance of public areas performance

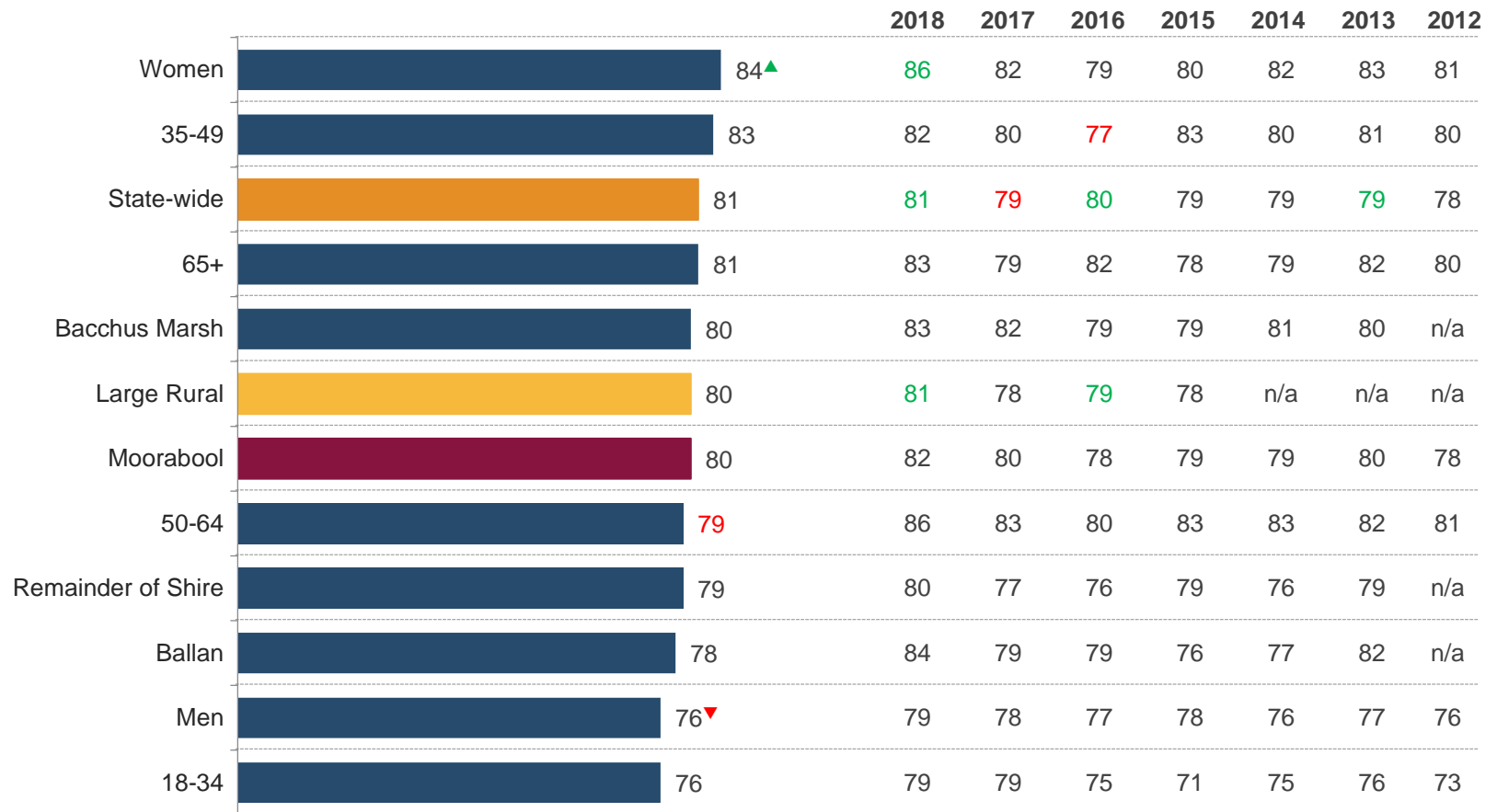
2019 Public areas performance (%)





Waste management importance

2019 Waste management importance (index scores)



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

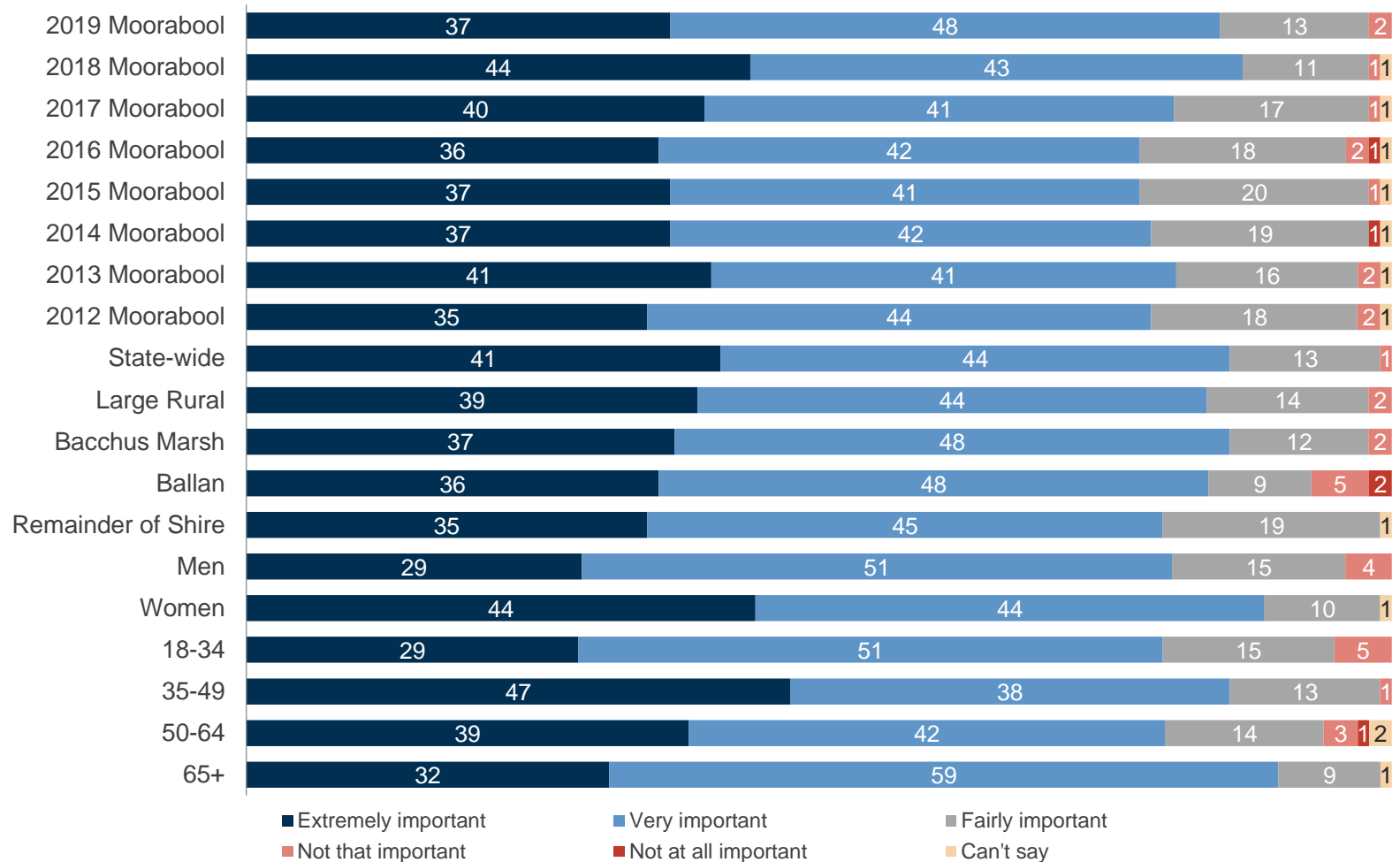
Base: All respondents. Councils asked state-wide: 29 Councils asked group: 5

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



Waste management importance

2019 Waste management importance (%)





Waste management performance

2019 Waste management performance (index scores)

		2018	2017	2016	2015	2014	2013	2012
State-wide	68▲	70	71	70	72	73	71	72
65+	68	70	69	70	68	68	71	75
Men	67	66	64	68	68	70	70	70
35-49	66	65	66	66	65	68	67	68
Bacchus Marsh	66	68	65	67	66	69	67	n/a
Moorabool	64	68	65	67	67	69	69	69
Large Rural	64	67	68	66	68	n/a	n/a	n/a
18-34	63	66	61	64	67	73	75	68
Remainder of Shire	62	69	66	68	68	69	75	n/a
Women	62	69	67	65	66	68	68	69
50-64	59	70	65	66	67	67	65	68
Ballan	59	62	66	62	66	68	63	n/a

Q2. How has Council performed on 'Waste management' over the last 12 months?

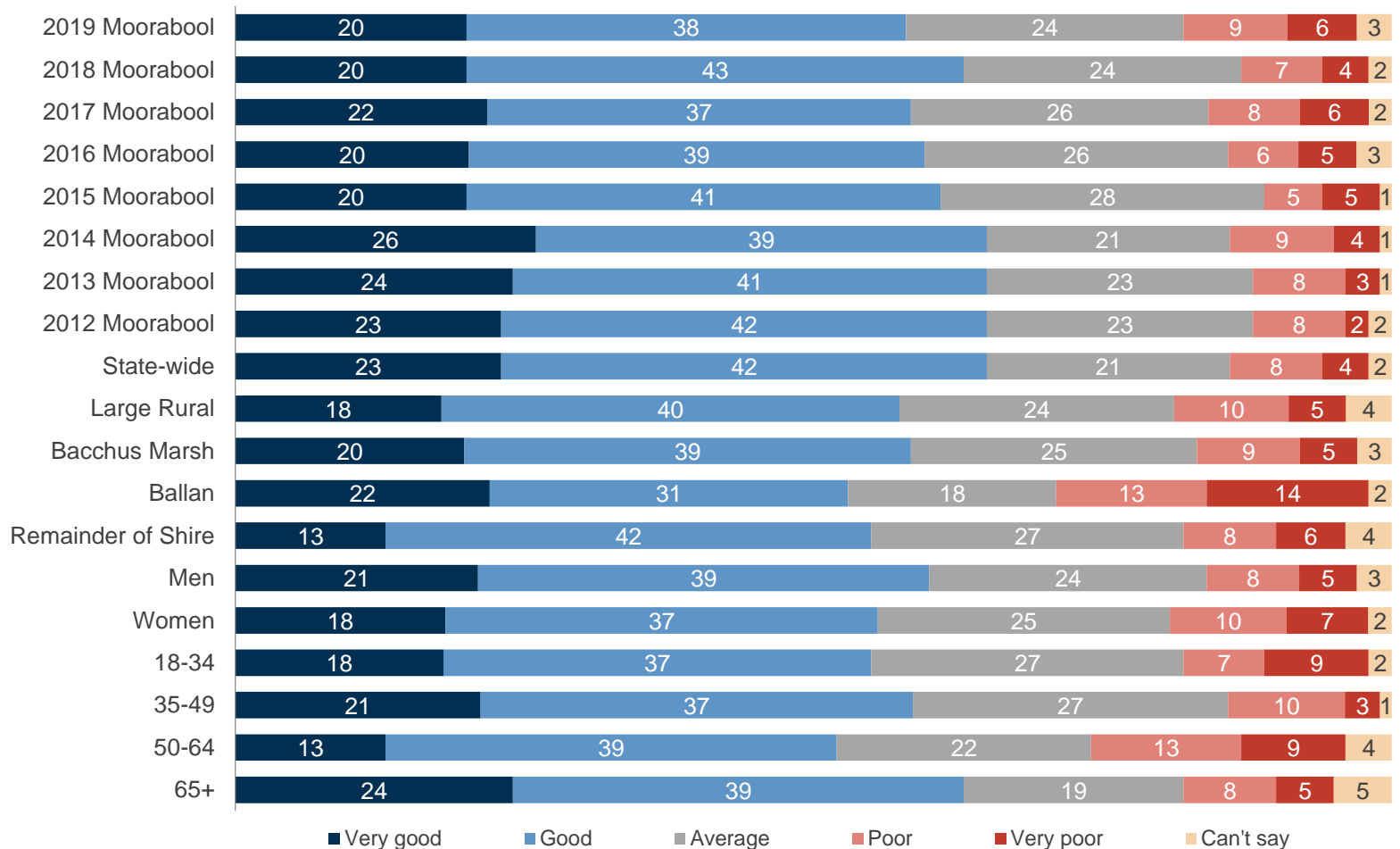
Base: All respondents. Councils asked state-wide: 40 Councils asked group: 8

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



Waste management performance

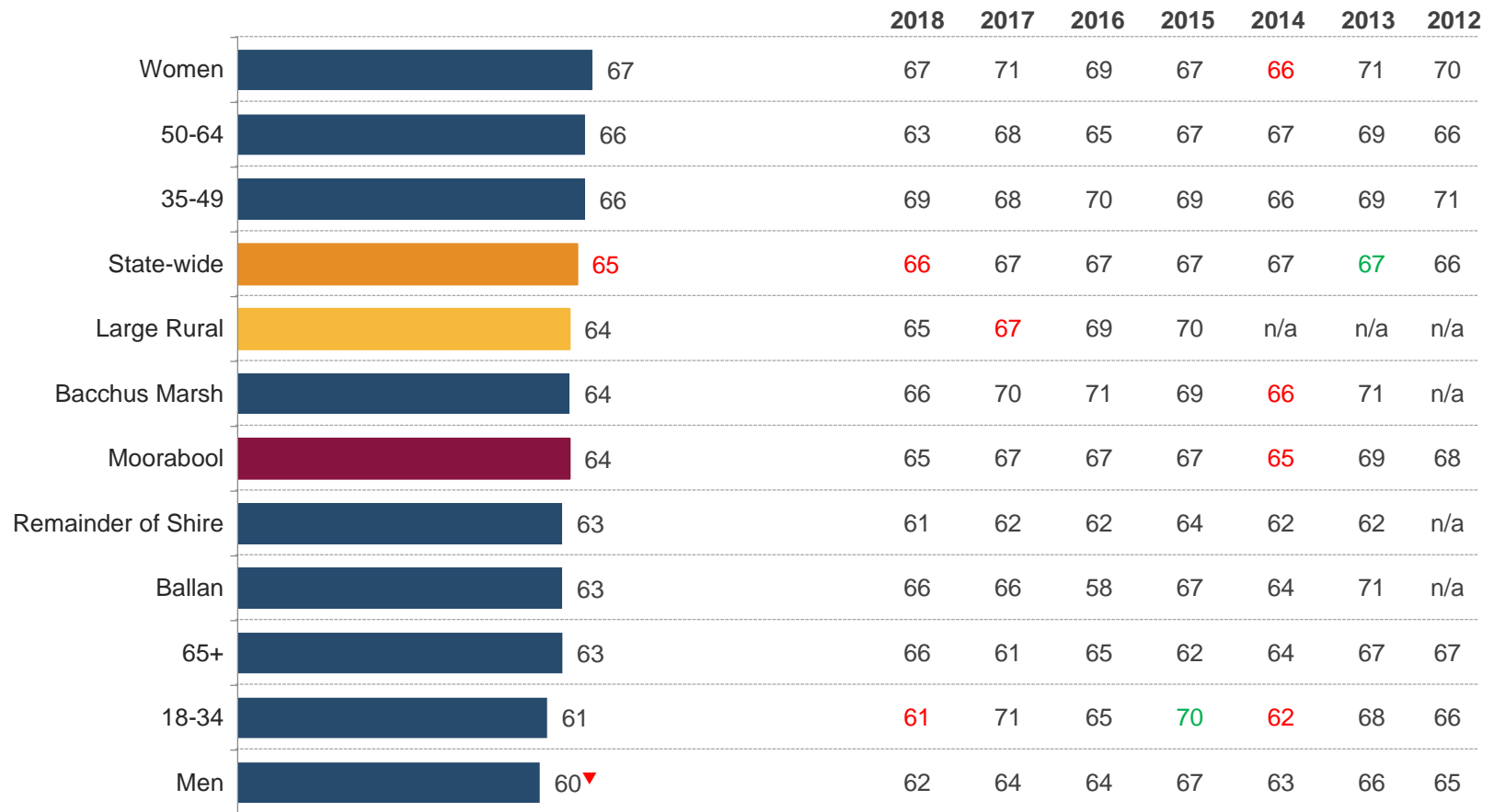
2019 Waste management performance (%)



Business and community development and tourism importance



2019 Business/development/tourism importance (index scores)



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

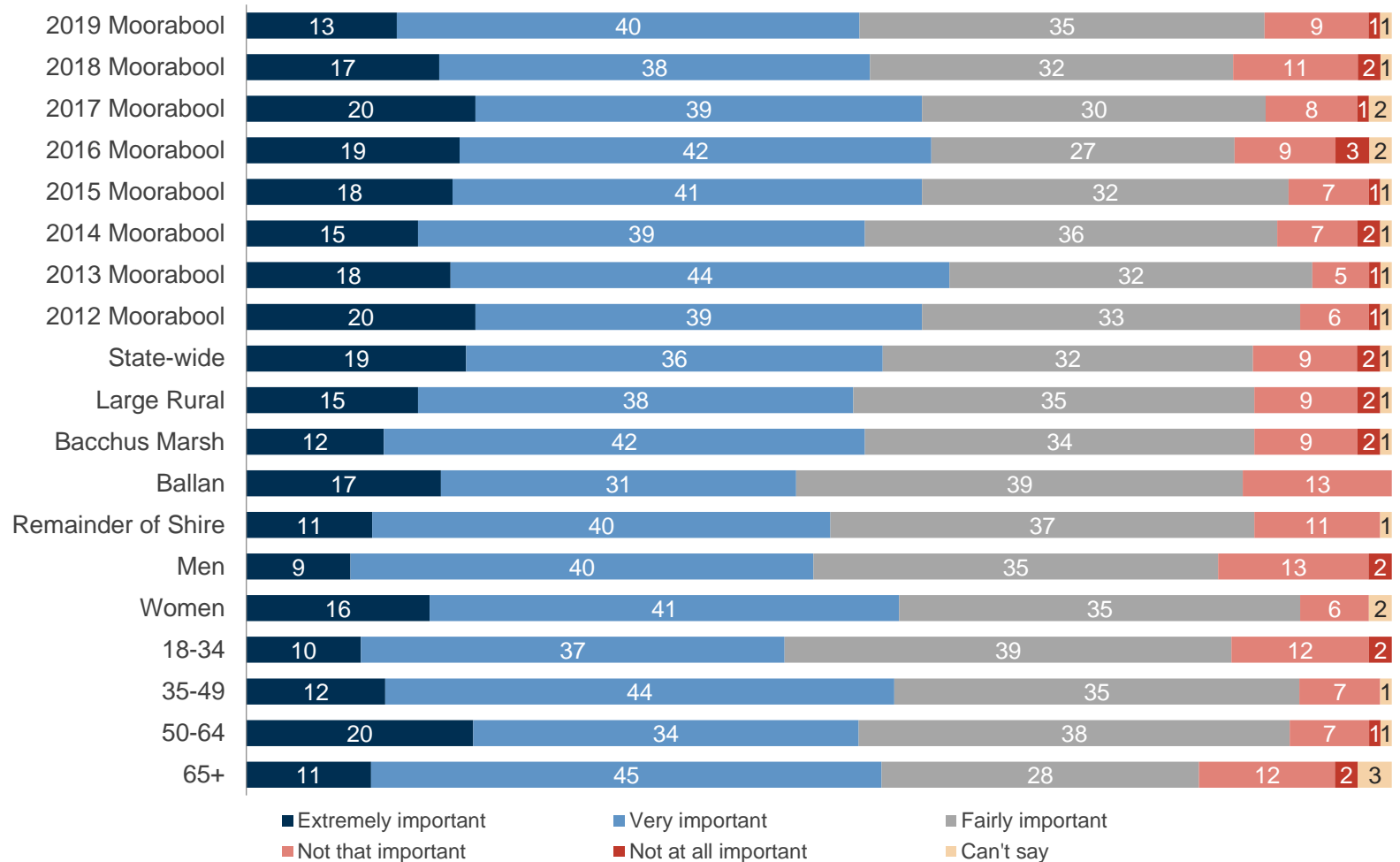
Base: All respondents. Councils asked state-wide: 18 Councils asked group: 2

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

Business and community development and tourism importance



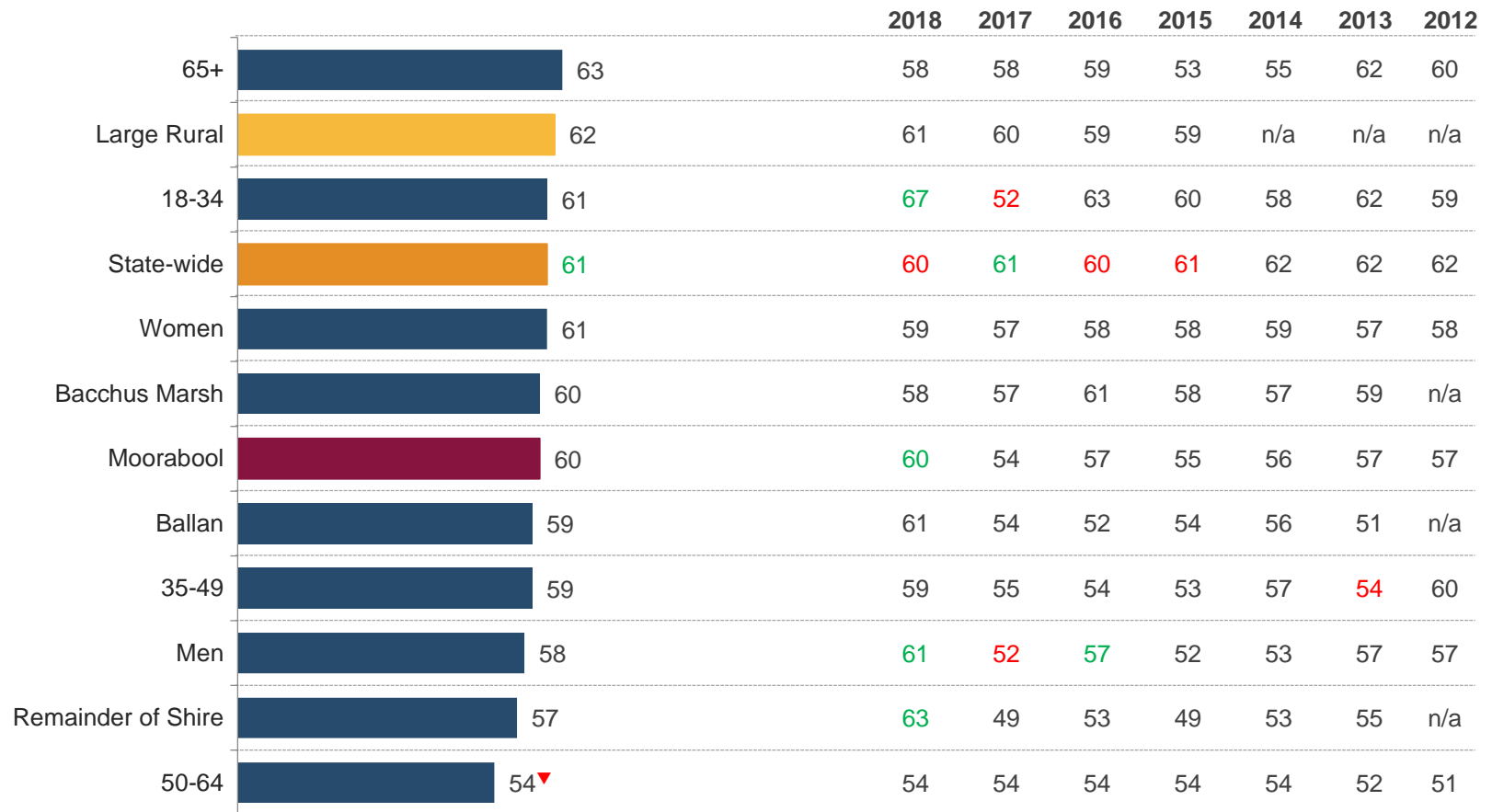
2019 Business/development/tourism importance (%)



Business and community development and tourism performance



2019 Business/development/tourism performance (index scores)



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

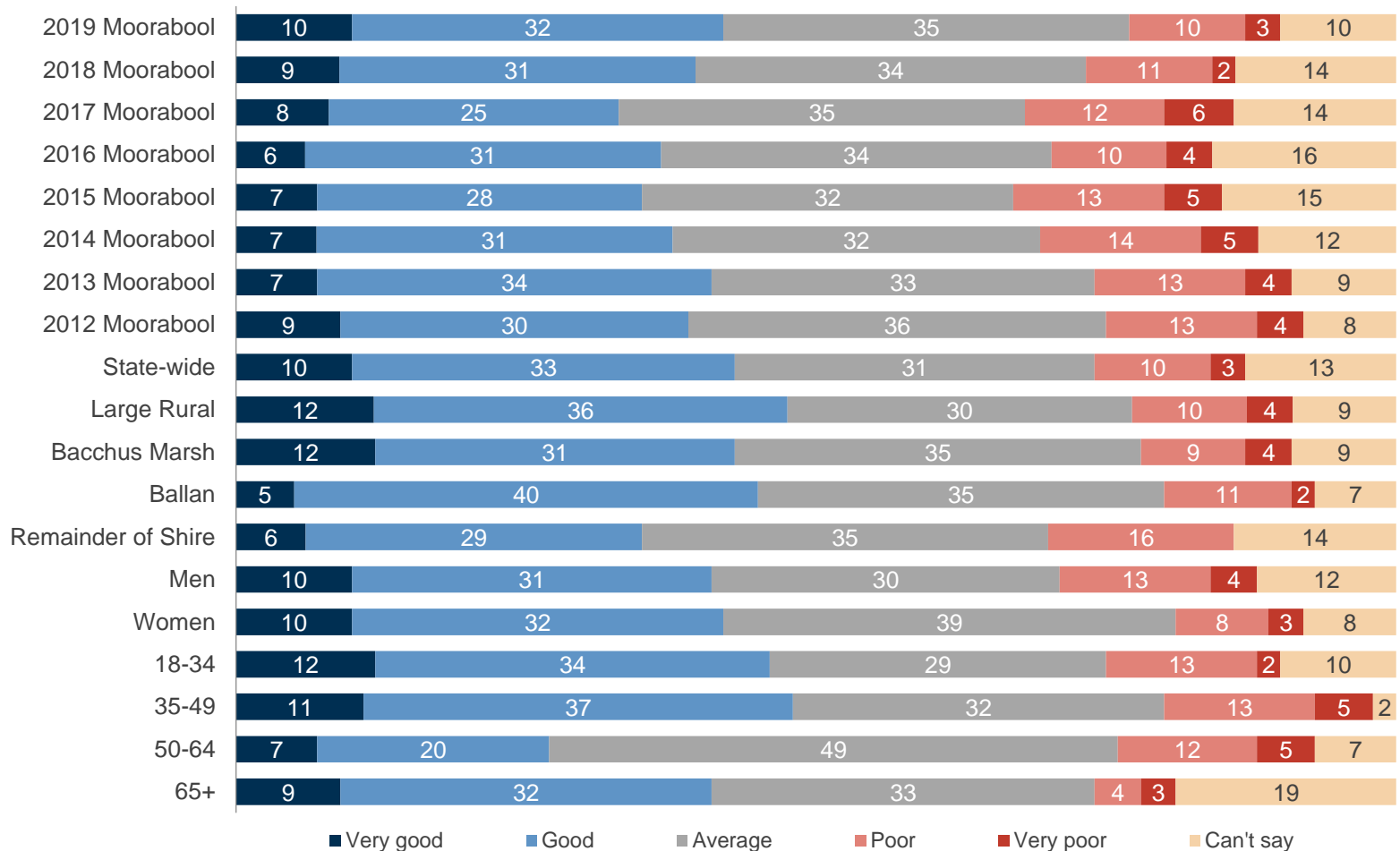
Base: All respondents. Councils asked state-wide: 22 Councils asked group: 4

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

Business and community development and tourism performance



2019 Business/development/tourism performance (%)



A large, stylized letter 'W' that serves as a background graphic. It is filled with a satellite night-time image of the United States, showing city lights and road networks. The 'W' is positioned on the right side of the slide, with its leftmost stroke extending towards the center.

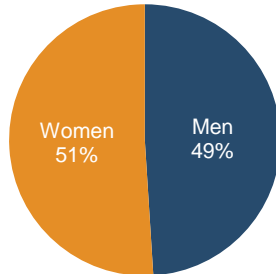
Detailed demographics



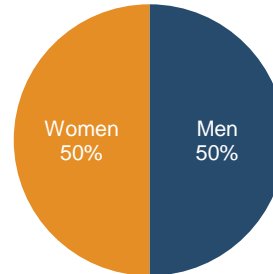
Gender and age profile

2019 gender

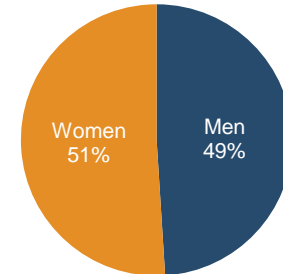
Moorabool



Large Rural

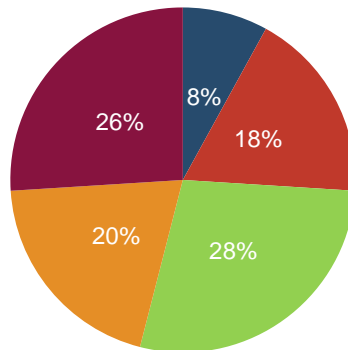


State-wide

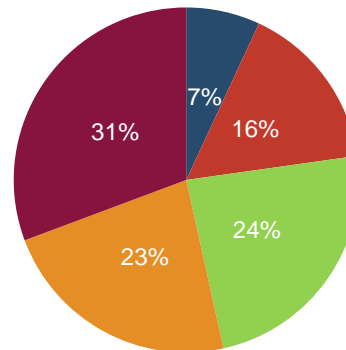


2019 age

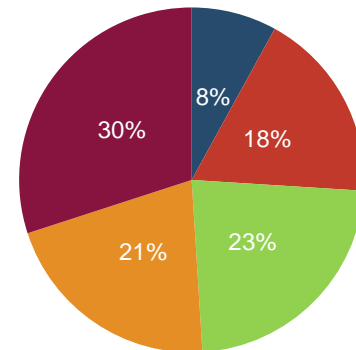
Moorabool



Large 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: 63 Councils asked group: 18

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 large, stylized letter 'W' that serves as a background graphic. It is filled with a satellite image of North America, showing the United States and parts of Canada. The landmasses are dark, while the water bodies are a deep blue. A network of bright, glowing lines, resembling a road or utility network, is overlaid on the landmasses. There are several bright, star-like light sources, possibly representing major cities or industrial hubs.

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 2019 State-wide Local Government Community Satisfaction Survey for Moorabool Shire Council was n=401. 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=401 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 25,300 people aged 18 years or over for Moorabool Shire Council, according to ABS estimates.

Demographic	Actual survey sample size	Weighted base	Maximum margin of error at 95% confidence interval
Moorabool Shire Council	401	400	+/-4.9
Men	190	197	+/-7.1
Women	211	203	+/-6.7
Bacchus Marsh	299	298	+/-5.6
Ballan	48	49	+/-14.3
Remainder of Shire	54	53	+/-13.4
18-34 years	59	105	+/-12.9
35-49 years	83	110	+/-10.8
50-64 years	111	79	+/-9.3
65+ years	148	106	+/-8.1



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:

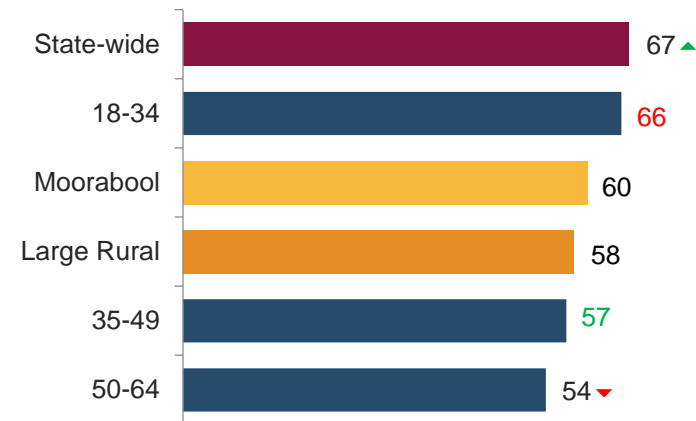
- ▲ The state-wide result is significantly higher than the overall result for the council.
- ▼ The result among 50-64 year olds is significantly lower than for the overall result for the council.

Further, results shown in green and red indicate significantly higher or lower results than in 2018.

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 2018.
- The result among 18-34 year olds in the council is **significantly lower** than the result achieved among this group in 2018.

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





Appendix A: Index score significant difference calculation

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

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

Where:

- \$1 = Index Score 1
- \$2 = Index Score 2
- \$3 = unweighted sample count 1
- \$4 = unweighted sample count 2
- \$5 = standard deviation 1
- \$6 = standard deviation 2

All figures can be sourced from the detailed cross tabulations.

The test was applied at the 95% confidence interval, so if the Z Score was greater than +/- 1.954 the scores are significantly different.



Appendix B: Further project information



Appendix B: Further information

Further information about the report and explanations about the State-wide Local Government Community Satisfaction Survey can be found in this section including:

- Survey methodology and sampling
- 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 2019 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on

(03) 8685 8555 or via email:

admin@jwsresearch.com



Appendix B: Survey methodology and sampling

The 2019 results are compared with previous years, as detailed below:

- 2019, n=401 completed interviews, conducted in the period of 1st February – 30th March.
- 2018, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2017, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2016, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2015, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2014, n=400 completed interviews, conducted in the period of 31st January – 11th March.
- 2013, n=400 completed interviews, conducted in the period of 1st February – 24th March.
- 2012, n=400 completed interviews, conducted in the period of 18th May – 30th June.

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

Survey sample matched to the demographic profile of Moorabool 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 Moorabool Shire Council, particularly younger people.

A total of n=401 completed interviews were achieved in Moorabool Shire Council. Survey fieldwork was conducted in the period of 1st February – 30th March, 2019.



Appendix B: Analysis and reporting

All participating councils are listed in the State-wide report published on the DELWP website. In 2019, 63 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 2012-2019 vary slightly.

Council Groups

Moorabool 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, Macedon Ranges, Mitchell, Moira, Moorabool, Mount Alexander, Moyne, Southern Grampians, Surf Coast, Swan Hill and Wellington.

Wherever appropriate, results for Moorabool Shire Council for this 2019 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 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

2012 survey revision

The survey was revised in 2012. As a result:

- The survey is now conducted as a representative random probability survey of residents aged 18 years or over in local councils, whereas previously it was conducted as a 'head of household' survey.
- As part of the change to a representative resident survey, results are now weighted post survey to the known population distribution of Moorabool 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 2012-2019 have been made throughout this report as appropriate.



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 2019 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 2019 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 2019 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: 2019 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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