



# **2020 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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## Background and objectives

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

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

Now in its twenty-first 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 nine years shows that councils in Victoria continue to provide services that meet the public's expectations.

### Serving Victoria for 21 years

Each year the CSS data is used to develop this State-wide report which contains all of the aggregated results, analysis and data. Moreover, with 21 years of results, the CSS offers councils a long-term measure of how they are performing – essential for councils that work over the long term to provide valuable services and infrastructure to their communities.

Participation in the State-wide Local Government Community Satisfaction Survey is optional.

Participating councils have various choices as to the content of the questionnaire and the sample size to be surveyed, depending on their individual strategic, financial and other considerations.

A large, dark blue, stylized letter 'W' that serves as a background element. It is filled with a glowing, intricate network pattern of white and light blue lines, resembling a neural network or a complex web. The pattern is denser in some areas and sparser in others, with bright points of light at the intersections.

## **Key findings and recommendations**



## Moorabool Shire Council – at a glance

### Overall council performance

Results shown are index scores out of 100.



Moorabool 53



State-wide 58



Large Rural 55

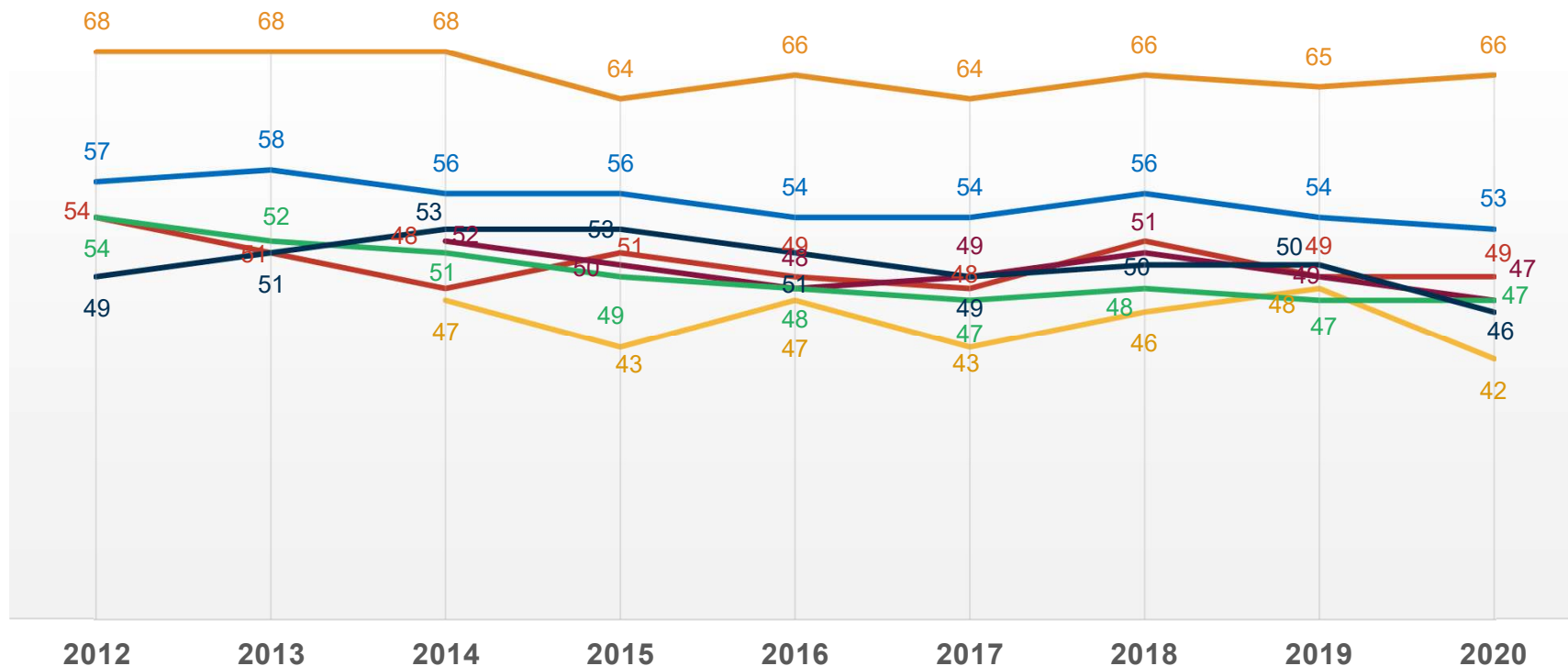
### Council performance compared to State-wide and group averages

	Areas where Council performance is significantly higher	The three areas where Council performance is significantly lower by the lowest margin
Compared to State-wide average	None	<div>                      Sealed local roads                 </div> <div>                      Recreational facilities                 </div> <div>                      Local streets &amp; footpaths                 </div>
Compared to group average	None	<div>                      Recreational facilities                 </div> <div>                      Local streets &amp; footpaths                 </div> <div>                      Appearance of public areas                 </div>



## Summary of core measures

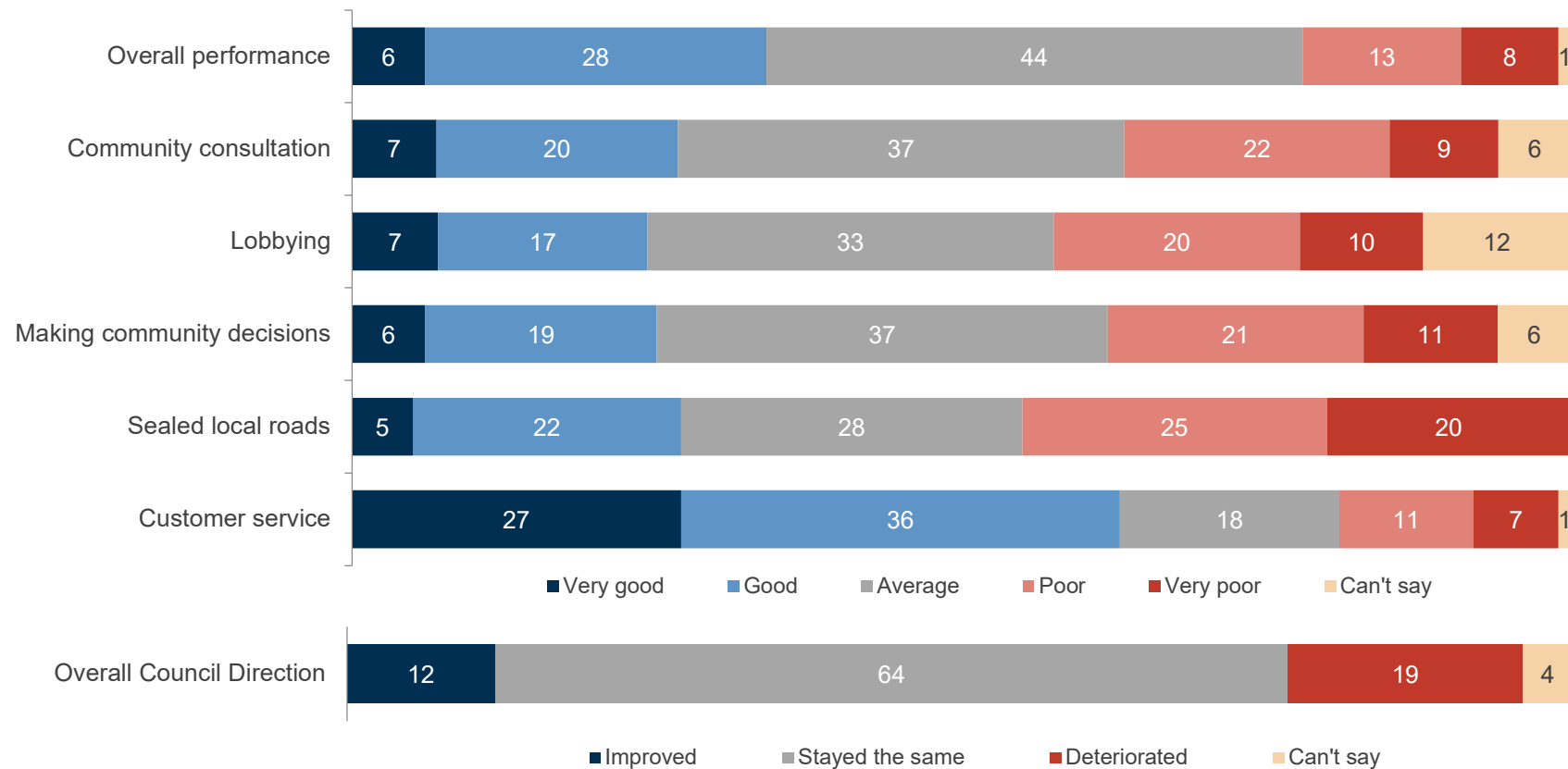
### Index scores















## Summary of core measures

Core measures summary results (%)





## Summary of Moorabool Shire Council performance





Services	Moorabool 2020	Moorabool 2019	Large Rural 2020	State-wide 2020	Highest score	Lowest score
 Overall performance	53	54	55	58	Aged 65+ years	Aged 35-49 years
 Overall council direction	46	50	50	51	Ballan residents	Aged 18-34 years
 Customer service	66	65	68	70	Aged 65+ years	Remainder of Shire residents
 Appearance of public areas	64	64	71	72	Ballan residents	Aged 35-49 years
 Family support services	62	61	64	66	Aged 65+ years	Men, Aged 50-64 years
 Elderly support services	62	64	67	68	Ballan residents	Remainder of Shire residents
 Recreational facilities	58	54	67	70	Aged 65+ years	Aged 35-49 years
 Bus/community dev./tourism	58	60	61	59	Aged 65+ years	Remainder of Shire residents
 Waste management	57	64	62	65	Aged 65+ years	Aged 18-34 years
 Consultation & engagement	49	49	54	55	Aged 65+ years	Aged 35-49 years

Significantly **higher** / **lower** than Moorabool Shire Council 2020 result at the 95% confidence interval.  
Please see Appendix A for explanation of significant differences and index scores.





## Summary of Moorabool Shire Council performance

Services		Moorabool 2020	Moorabool 2019	Large Rural 2020	State-wide 2020	Highest score	Lowest score
	Lobbying	47	47	53	53	Aged 65+ years	Aged 35-49 years
	Community decisions	47	49	52	53	Aged 65+ years	Aged 35-49 years
	Local streets & footpaths	46	53	54	58	Aged 65+ years	Aged 35-49 years
	Sealed local roads	42	48	47	54	Aged 65+ years	Ballan residents



## Focus areas for the next 12 months

### Overview

Moorabool Shire Council's performance ratings are in line with 12 months ago across most areas and have significantly improved on recreational facilities. Council's overall performance index is lower than last year (not significantly so), however a gradual decline over two years puts Council's 2020 rating at its lowest to date. There have also been significant declines since last year in community perceptions of waste management, local streets, sealed roads and Council's overall direction.

### Key influences on perceptions of overall performance

Council should focus on maintaining and improving performance in service areas that most influence perceptions of overall performance: decisions made in the community's interest, lobbying, local streets and footpaths, waste management, community consultation, public areas, and business, community development and tourism. A focus on good communication, consultation and community interest in Council decision making, and attending to resident concerns about local streets and paths, will help to improve overall opinion of Council.

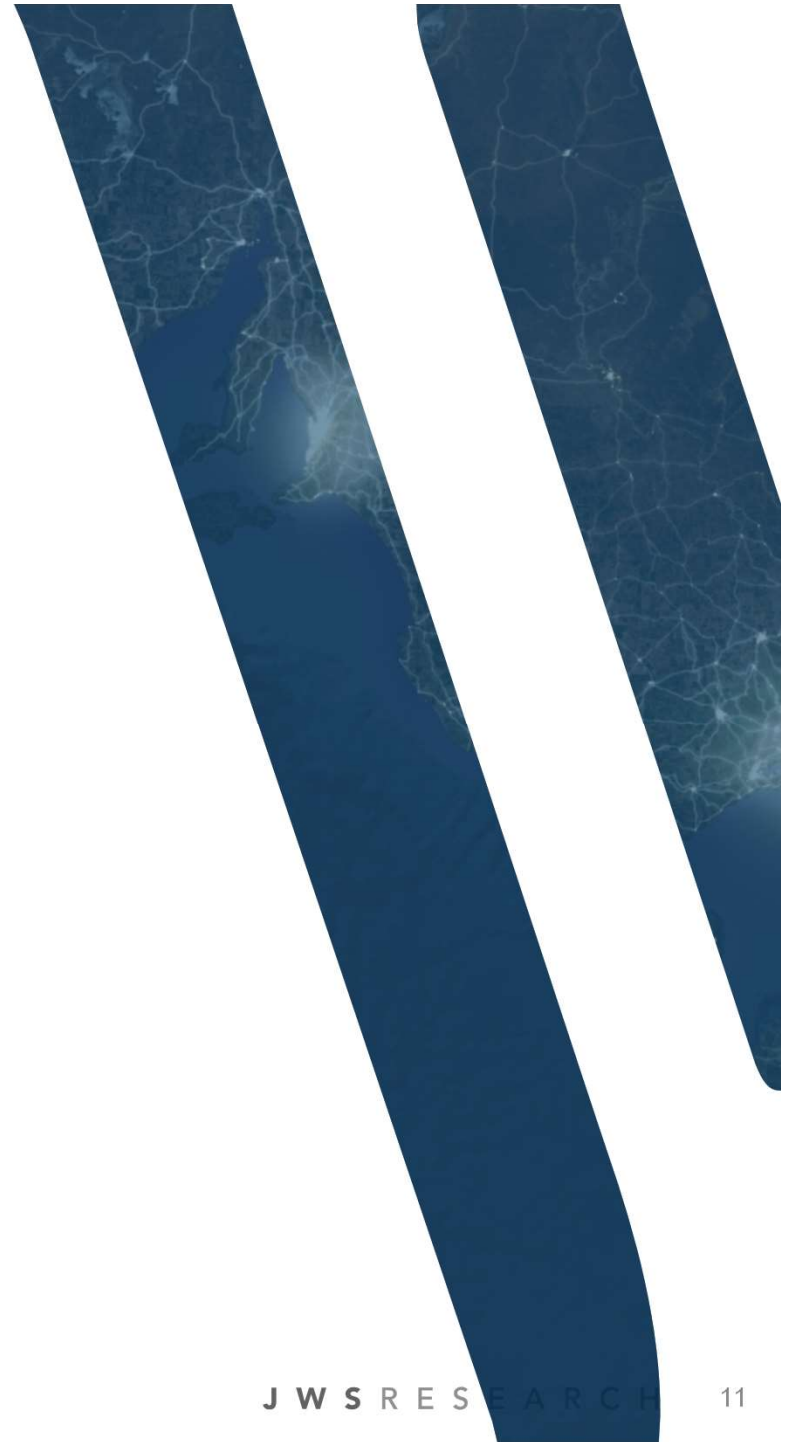
### Comparison to state and area grouping

Council performs in line with the Large Rural group average on overall performance, customer service and family support services and in line with the State-wide average on business, community development and tourism. However, across most measures, Council is rated significantly lower than the Large Rural and State-wide council averages.

### Maintain gains and turn around declines

Over the next 12 months, Council should maintain its efforts on the highly rated appearance of public areas and look to consolidate improved perceptions of its recreational facilities. Council should also attend to resident concerns in important and influential service areas, where rated performance is low and/ or in decline. This includes waste management, which has declined significantly for the second year in a row, and Council's worst performing areas of sealed roads and local streets.

# DETAILED FINDINGS



# **Overall performance**





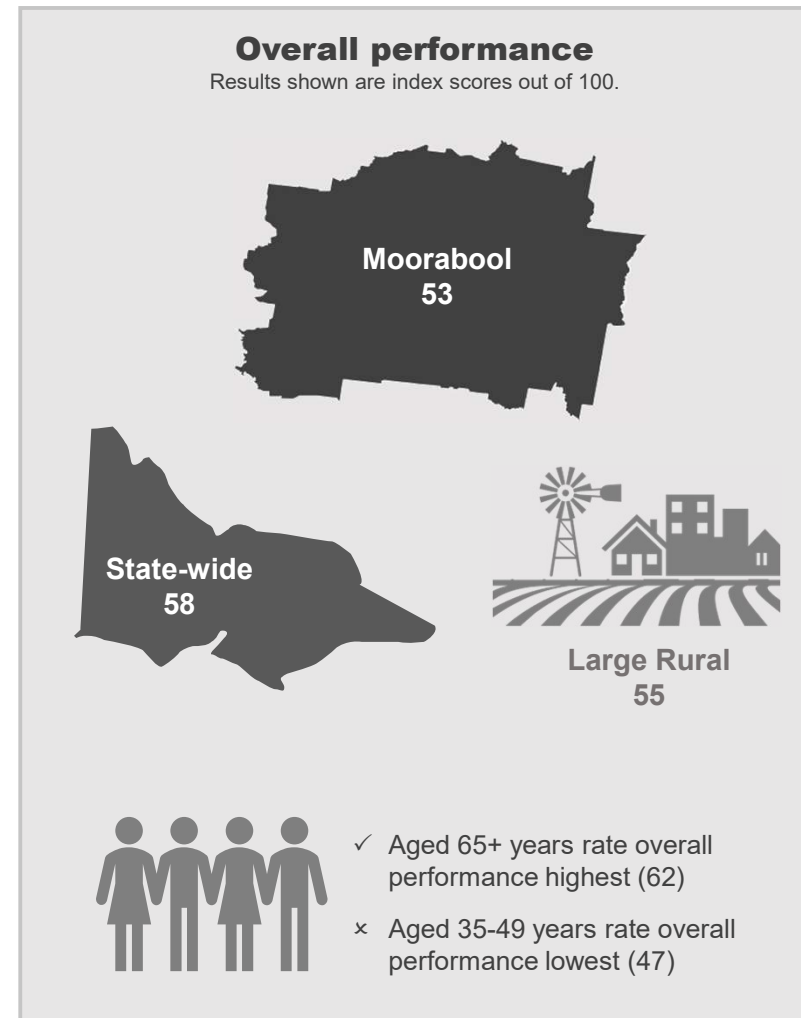
## Overall performance

The overall performance index score of 53 for Moorabool Shire Council is only slightly (one point) lower than the 2019 result but represents its lowest rating to date.

Council performance is rated in line with the Large Rural group average but statistically significantly lower (at the 95% confidence interval) than the average rating for councils State-wide (index score of 55 and 58 respectively).

- Over the past year, there has been no significant changes among demographic or geographic cohorts.
- Ratings among residents aged 65+ years (index score of 62) are significantly higher than the Council-wide average, while those aged 35 to 49 years (index score of 47) rate Council significantly lower.

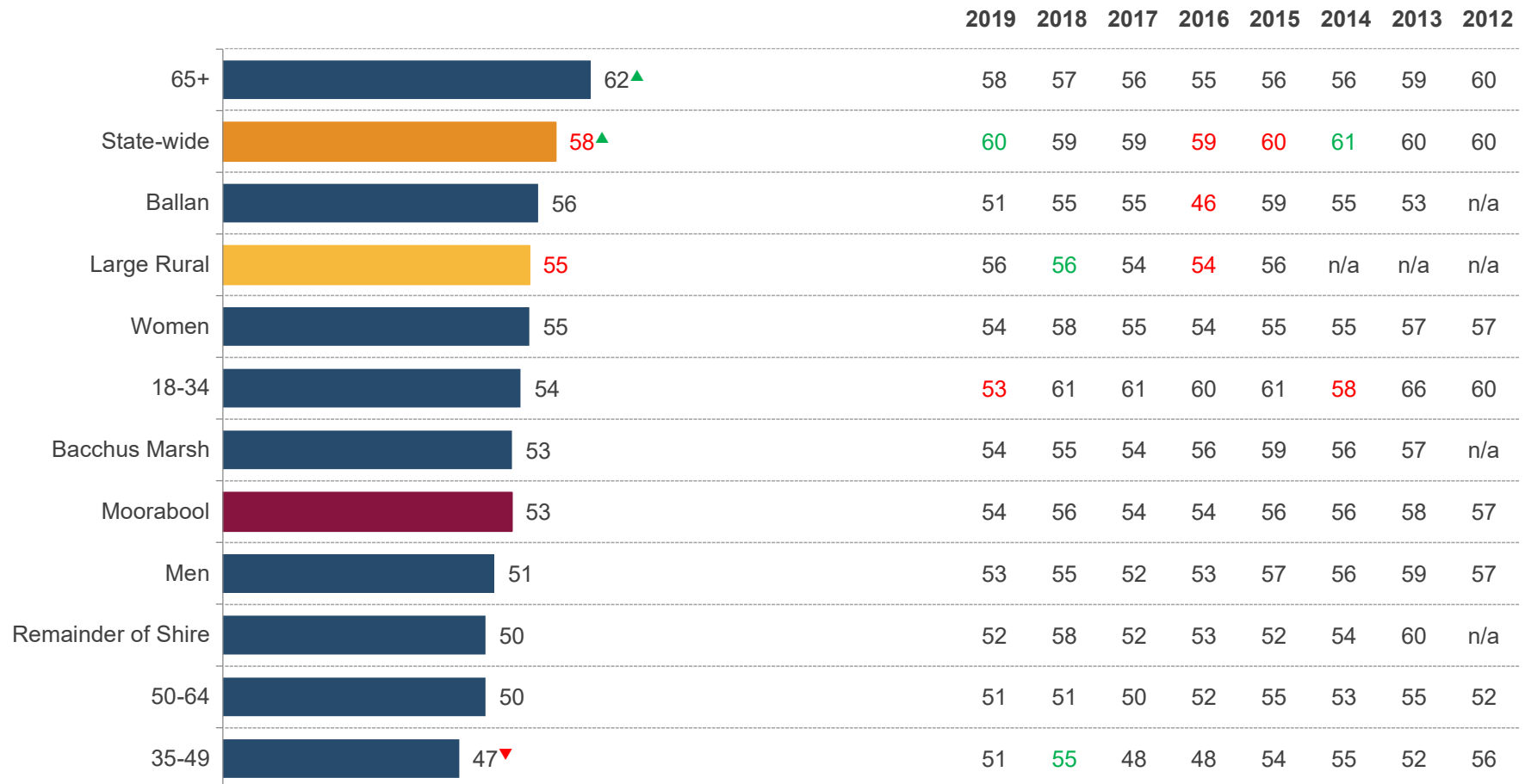
Just over a third of residents (34%) rate Moorabool Shire Council's overall performance as 'very good' or 'good', while 21% rate it as 'very poor' or 'poor'. A further 44% sit mid-scale, rating Council's overall performance as 'average'.





## Overall performance

### 2020 overall performance (index scores)



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?

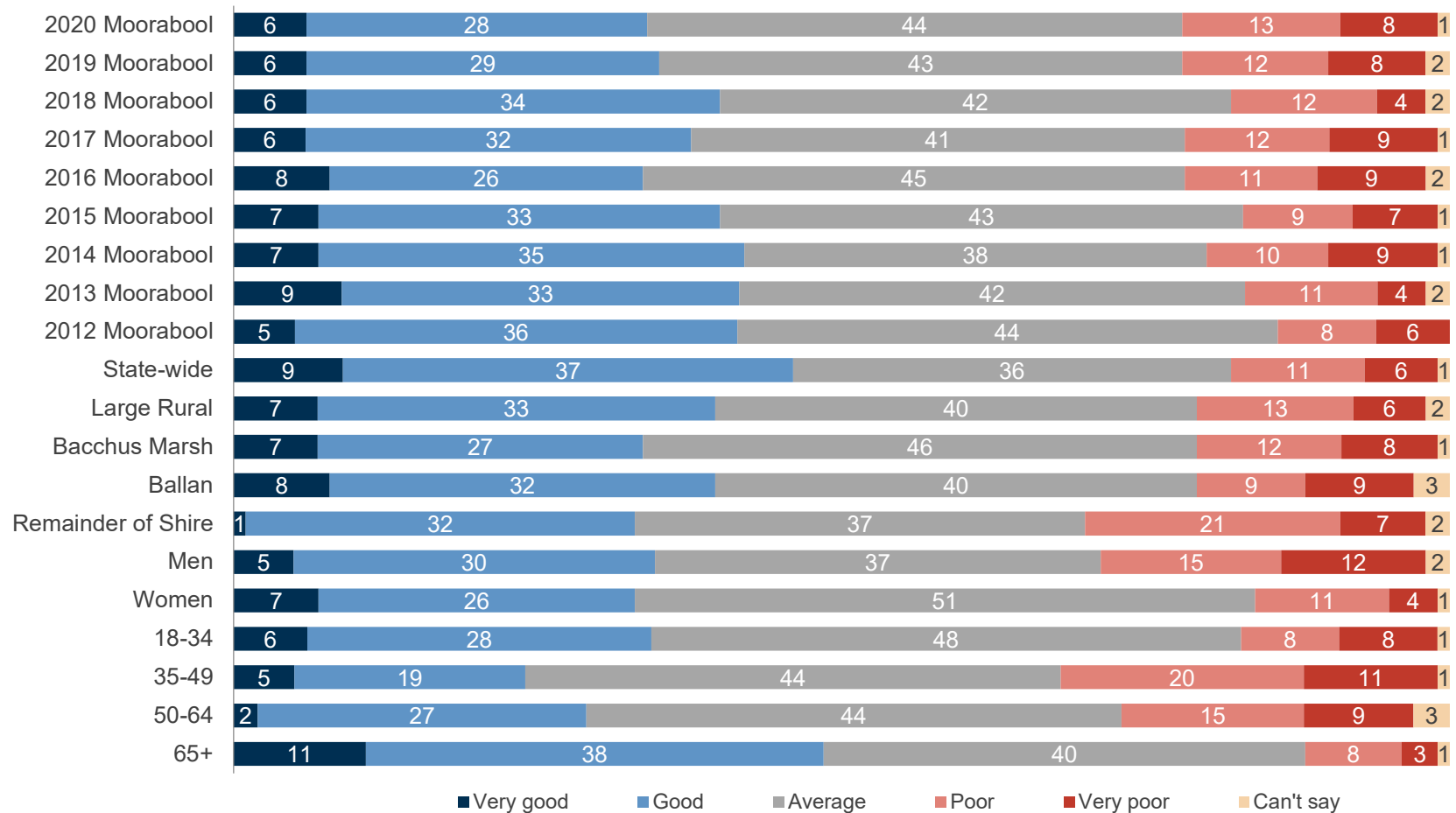
Base: All respondents. Councils asked state-wide: 62 Councils asked group: 17

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



## Overall performance

### 2020 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: 62 Councils asked group: 17



## Top performing service areas

The appearance of public areas (index score of 64) is the area where Moorabool Shire Council performed best in 2020. Council's rating in this area remains unchanged for the fifth year in a row.

- Ballan residents provide Council's highest rating in this service area (index score of 69).

Elderly and family support services are Council's next highest rated service areas (index score of 62 for each).

- Council's rated performance on family support services has been steady over recent years and is rated higher than average among residents aged 65+ years (index score of 67).
- However, perceptions of Council's elderly support services have steadily declined from a peak score of 67 in 2018 to its equal lowest rating in 2020 (last achieved in 2016).

Other higher performing areas include recreational facilities, where Council has significantly improved community perceptions over the last year (index score of 58, up four points) and business, community development and tourism (index score of 58).

Council is rated significantly lower than the Large Rural and State-wide group averages in these service areas, except on family support services where it rates in line with the group average, and on business, community development and tourism where it rates in line with the State average.



**Appearance of public areas (index score of 64) is the area where Council performed best in 2020.**





## Low performing service areas



Moorabool Shire Council rates lowest – relative to its performance in other areas – on sealed local roads (index score of 42, down six points). This is followed by local streets and footpaths (index score of 46, down seven points).

- Community perceptions declined significantly over the past year for both areas to Council's lowest ratings to date.
- Contributing to these decreases in both areas are significant declines among men, 35 to 49 year olds and residents of Bacchus Marsh.

Further to these results, sealed road maintenance is the Council area most commonly cited by residents as needing improvement (18%).

Other lower performing areas for Council remain community decisions and lobbying (index score of 47 for each) and community consultation (index score of 49) – each now sitting at its lowest rating to date.

- Residents aged 35 to 49 years are Council's harshest critics in these areas.

Council should also attend to its waste management services over the next 12 months, following significant declines in both 2019 (four points) and this year (seven points). Particular attention should be paid to the Bacchus Marsh area.



## Individual service area performance

### 2020 individual service area performance (index scores)

		2019	2018	2017	2016	2015	2014	2013	2012
Appearance of public areas	64	64	64	64	64	63	65	64	69
Elderly support services	62	64	67	63	62	66	67	67	68
Family support services	62	61	62	62	62	64	64	64	65
Recreational facilities	58	54	55	55	56	60	61	57	61
Bus/community dev./tourism	58	60	60	54	57	55	56	57	57
Waste management	57	64	68	65	67	67	69	69	69
Consultation & engagement	49	49	52	48	49	51	48	51	54
Lobbying	47	47	48	47	48	49	51	52	54
Community decisions	47	49	51	49	48	50	52	n/a	n/a
Local streets & footpaths	46	53	49	48	47	49	48	50	49
Sealed local roads	42	48	46	43	47	43	47	n/a	n/a

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

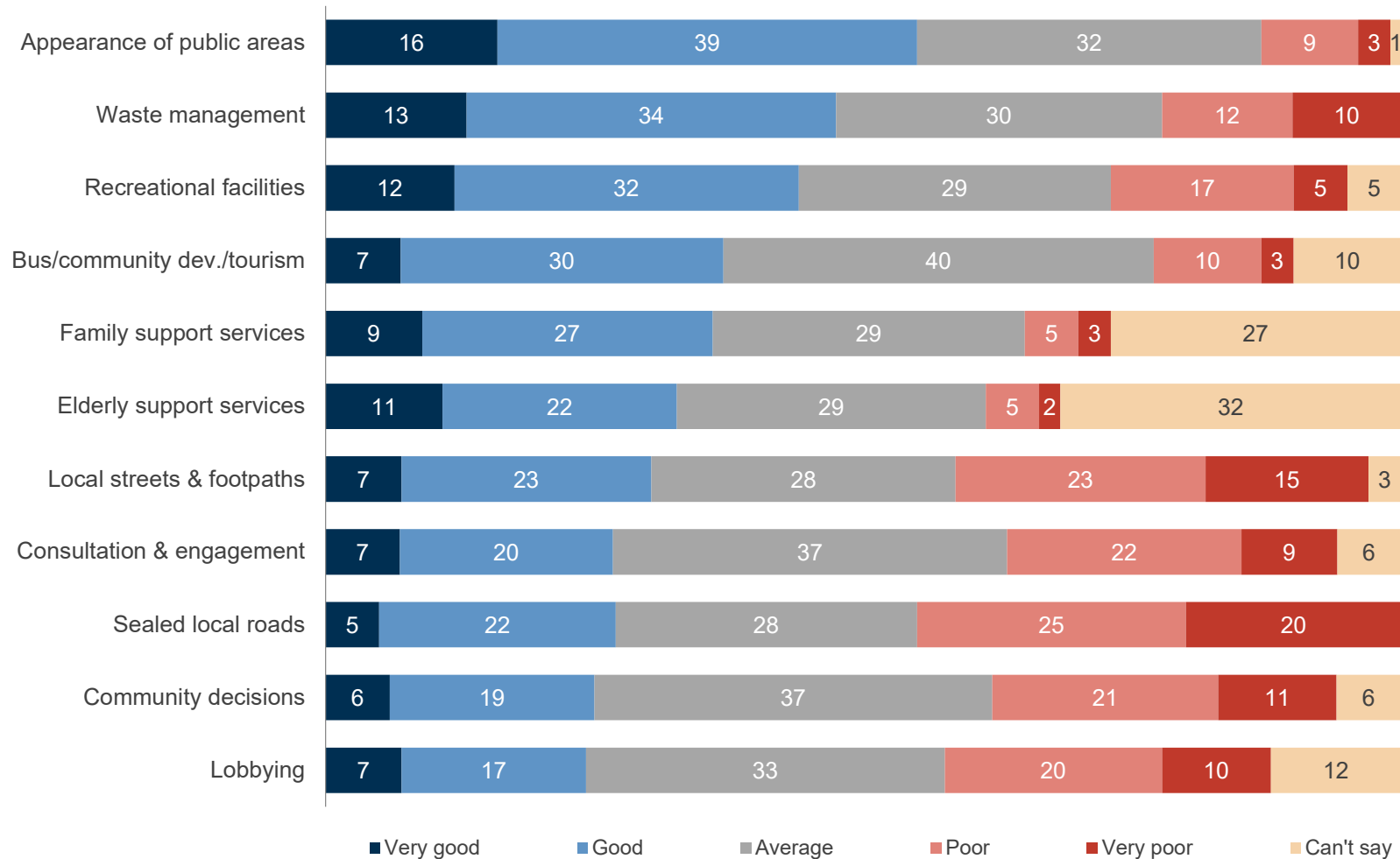
Base: All respondents. Councils asked state-wide: 62 Councils asked group: 17

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



## Individual service area performance

2020 individual service area performance (%)





## Individual service area importance

2020 individual service area importance (index scores)



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

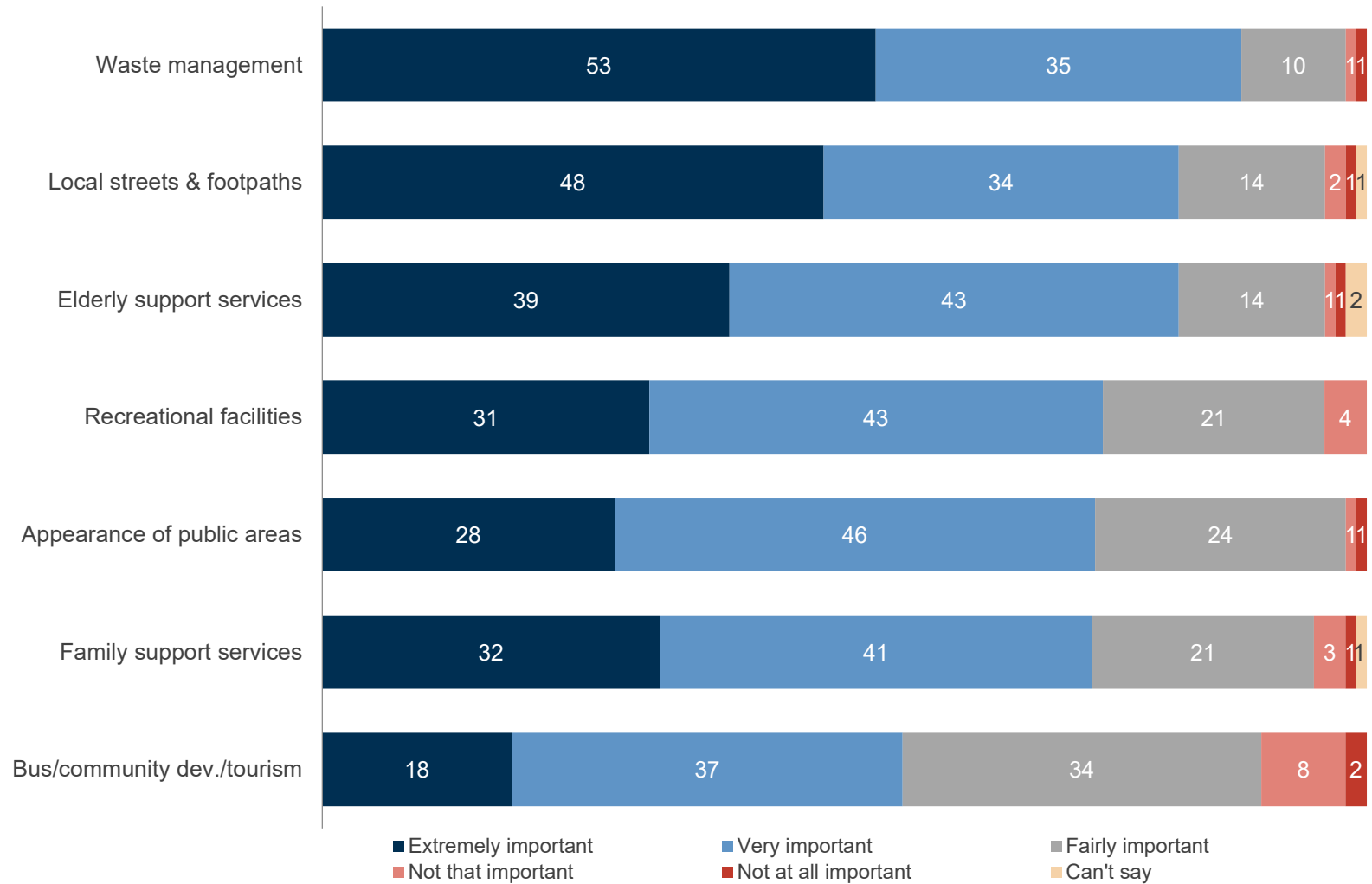
Base: All respondents. Councils asked state-wide: 30 Councils asked group: 7

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



## Individual service area importance

2020 individual service area importance (%)

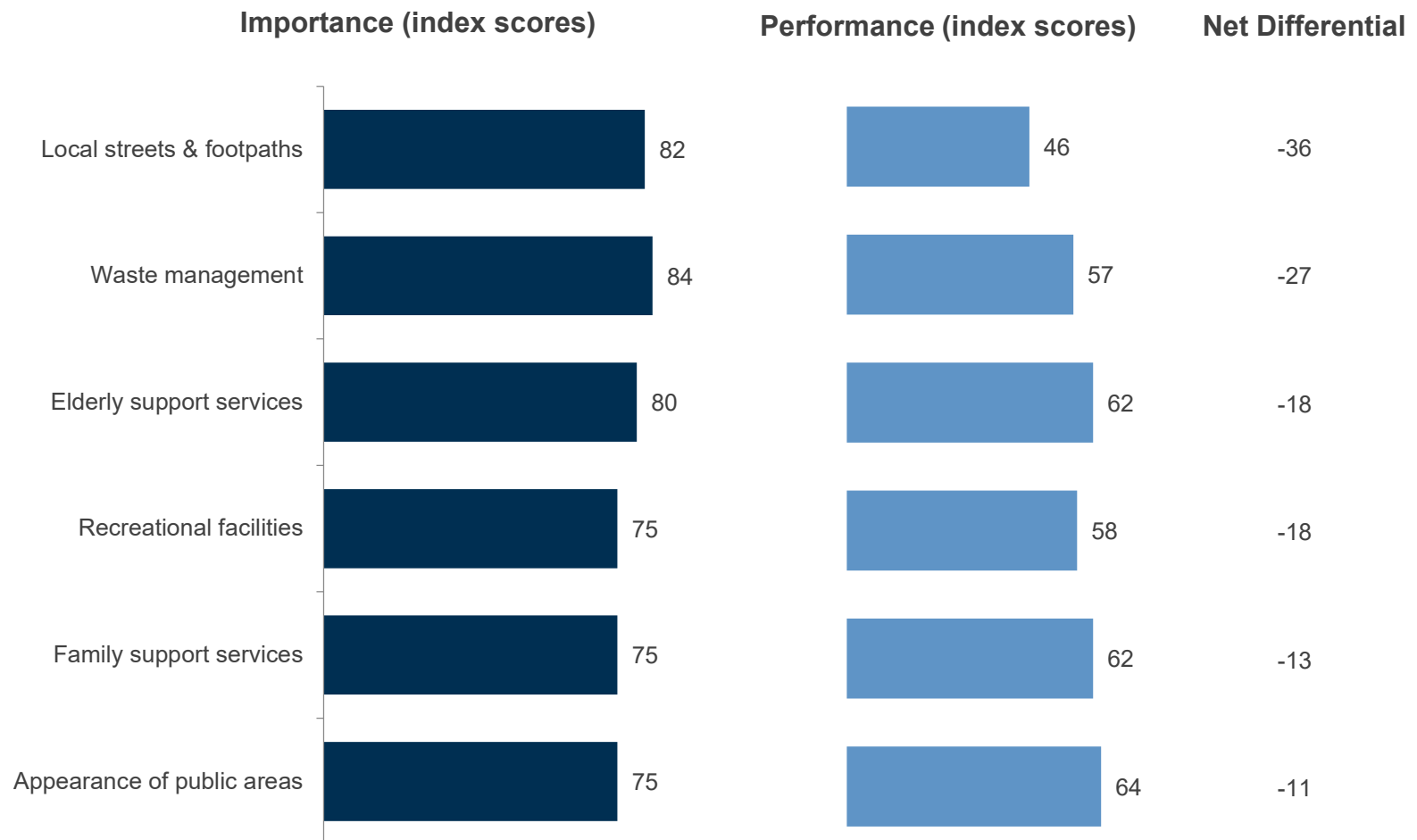


Q1. Firstly, how important should [RESPONSIBILITY AREA] be as a responsibility for Council?  
 Base: All respondents. Councils asked state-wide: 30 Councils asked group: 7



## Individual service areas importance vs performance

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



Note: Net differentials are calculated based on the un-rounded importance and performance scores, then rounded to the nearest whole number.



## Influences on perceptions of overall performance

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The individual service area that has the strongest influence on the overall performance rating (based on regression analysis) is:

- Decisions made in the interest of the community.

**Moving forward, Moorabool Shire Council should focus on good communication and transparency with residents about decisions made in the community's interest. Council is currently rated 'poor' in this area (performance index of 47) and improved performance provides the greatest opportunity to drive up overall opinion of Council.**

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

- Lobbying on behalf of the community
- The condition of local streets and footpaths
- Waste management
- Community consultation and engagement
- The appearance of public areas
- Business, community development and tourism.

Community consultation, Council lobbying and the condition of local streets and footpaths are other key areas in need of attention, being poorly rated (performance index of 49, 47 and 46 respectively) and moderate influences on overall performance ratings.

**Focus on informing and consulting local residents in Council decision-making and demonstrating efforts to advocate and defend community interests in combination with addressing concerns about local streets and paths will help to improve overall ratings of Council performance.**

Among these more influential service areas, the appearance of public areas has the highest performance index (64) and a moderate positive influence on the overall performance rating, therefore maintaining this positive perception is also important.



## Regression analysis explained

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

In the charts that follow:

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

The regressions are shown on the following two charts.

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

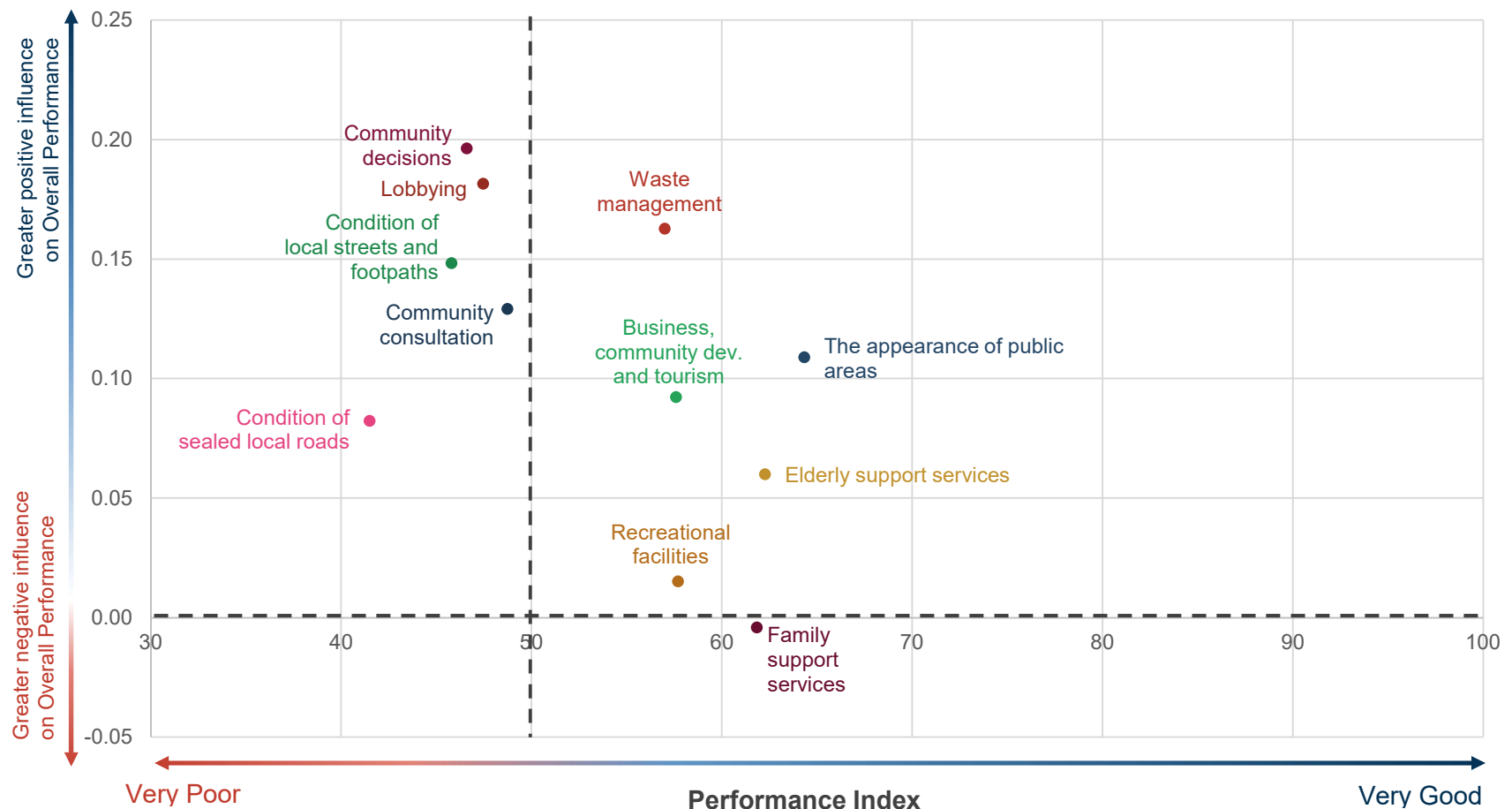
**Key insights from this analysis are derived from the second chart.**





# Influence on overall performance: all service areas

## 2020 regression analysis (all service areas)

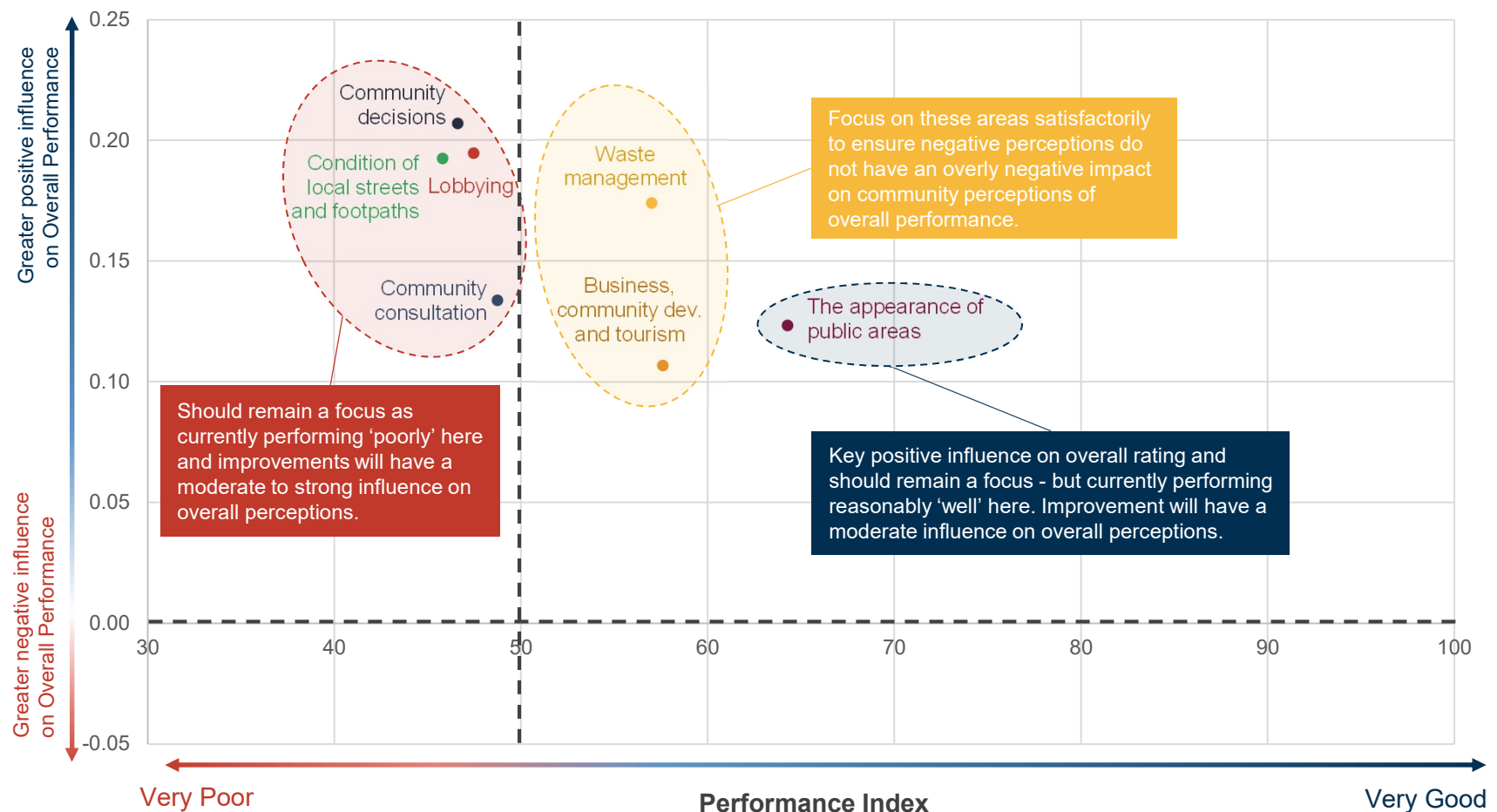


The multiple regression analysis model above (all service areas) has an R-squared value of 0.612 and adjusted R-square value of 0.601, which means that 61% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at  $p = 0.0001$ ,  $F = 55.7$ . This model should be interpreted with some caution as some data is not normally distributed and not all service areas have linear correlations.



# Influence on overall performance: key service areas

## 2020 regression analysis (key service areas)



The multiple regression analysis model above (reduced set of service areas) has an R-squared value of 0.605 and adjusted R-square value of 0.598, which means that 61% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at  $p = 0.0001$ ,  $F = 85.8$ .



## Areas for improvement

2020 areas for improvement (%)  
- Top mentions only -



Q17. What does Moorabool Shire Council MOST need to do to improve its performance?  
Base: All respondents. Councils asked state-wide: 40 Councils asked group: 8  
A verbatim listing of responses to this question can be found in the accompanying dashboard.

# **Customer service**





## Contact with council and customer service

### Contact with council

Almost seven in ten Moorabool Shire Council residents (69%) have had contact with Council in the last 12 months.

Rate of contact has increased by seven points over the past year to its highest point to date.

- Bacchus Marsh residents and those aged 18 to 34 years had significantly more contact with Council this year than in 2019.



### Customer service

Moorabool Shire Council's customer service index of 66 is in line with previous years. Council has maintained its positive performance in this area over the tracking period, with index scores of between 64 and 68 since 2012.

Customer service is rated in line with the Large Rural group average but significantly lower than the State-wide average (index score of 68 and 70 respectively).

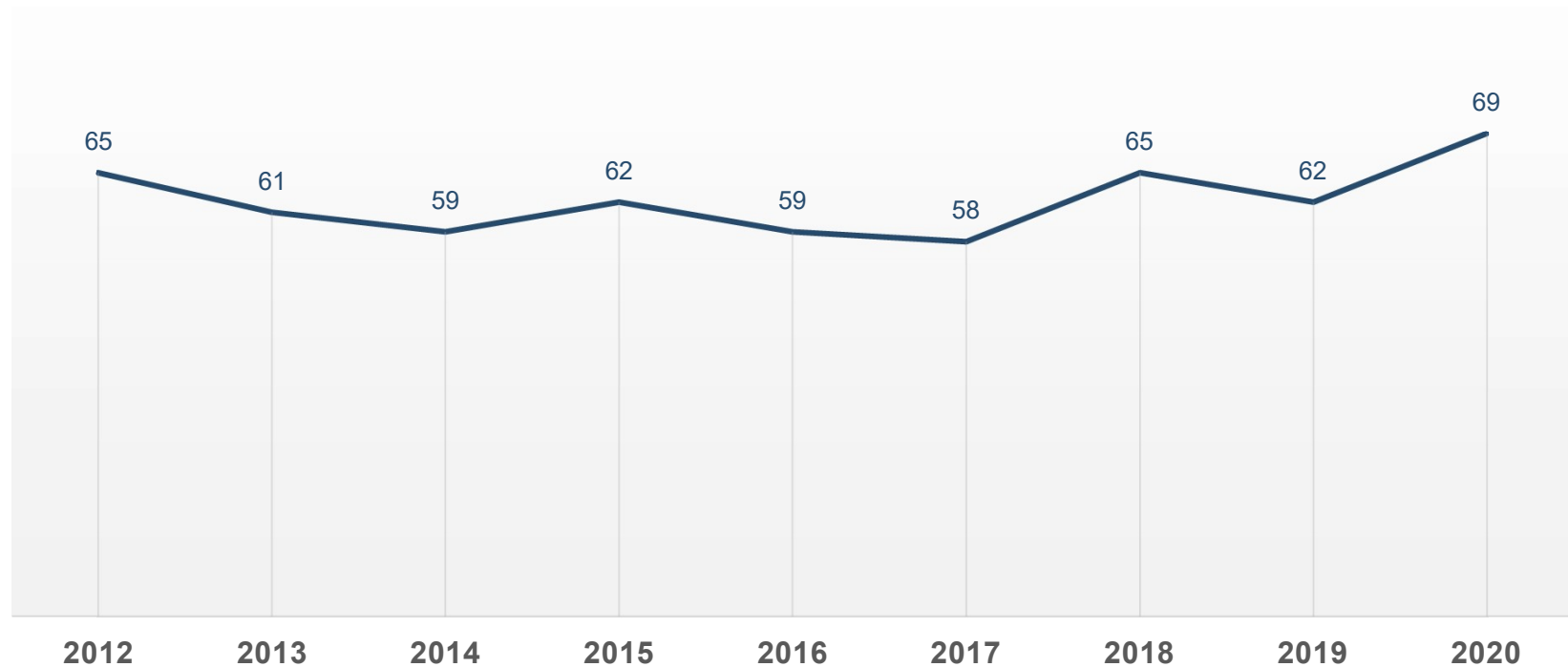
- Older residents aged 65+ years (index score of 74) rate Council's customer service significantly higher than the Council-wide average.

Among those residents who have had contact with Council, six in ten (63%) provide a positive customer service rating of 'very good' or 'good'.



## Contact with council

2020 contact with council (%)  
Have had contact

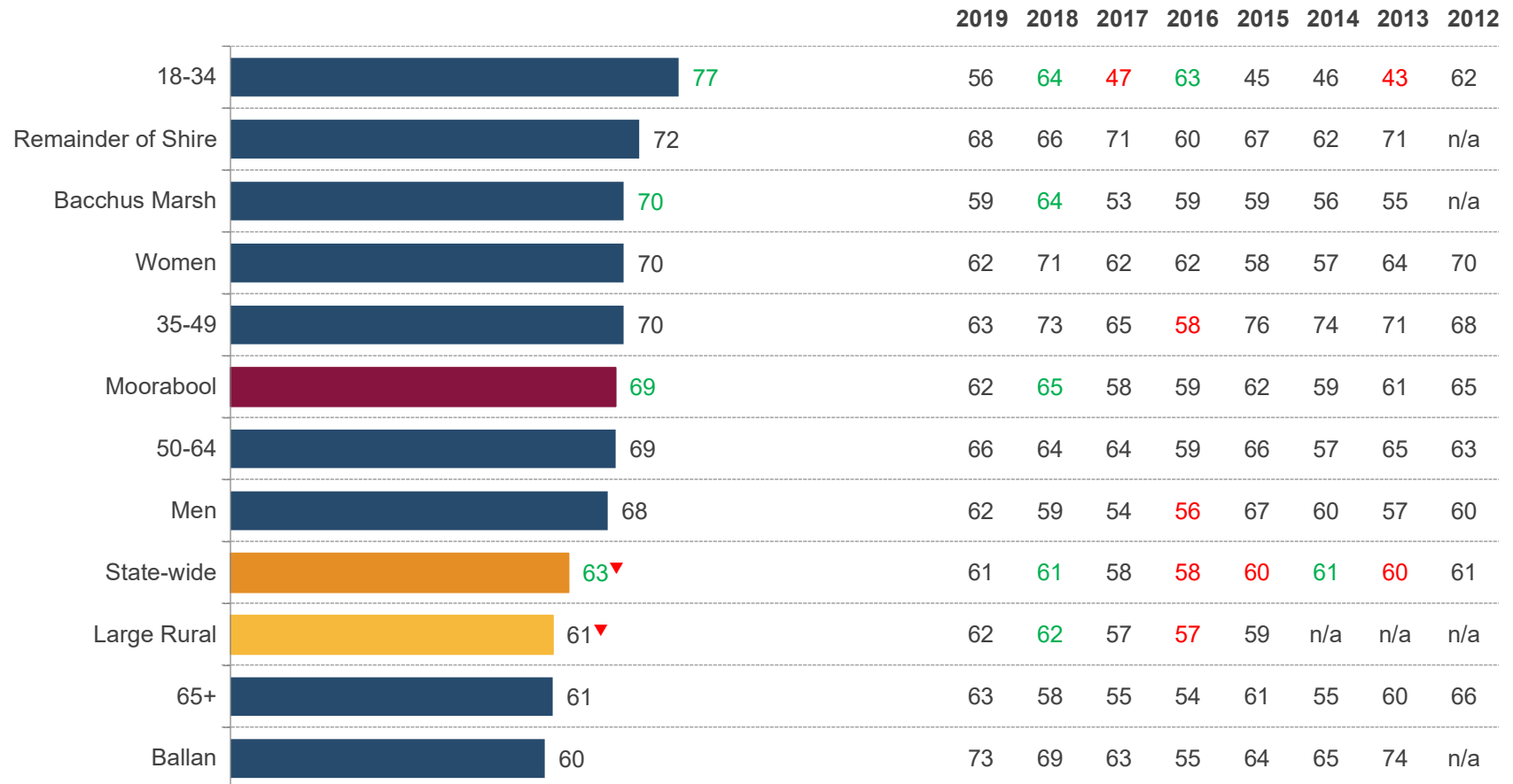


Q5. Over the last 12 months, have you or any member of your household had any contact with Moorabool Shire Council?  
This may have been in person, in writing, by telephone conversation, by text message, by email or via their website or social media such as Facebook or Twitter?  
Base: All respondents. Councils asked state-wide: 36 Councils asked group: 10



## Contact with council

### 2020 contact with council (%)



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: 36 Councils asked group: 10

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



## Customer service rating

### 2020 customer service rating (index scores)

		2019	2018	2017	2016	2015	2014	2013	2012
65+	74▲	68	70	69	69	66	69	70	77
State-wide	70▲	71	70	69	69	70	72	71	71
Women	69	66	69	68	68	65	67	69	69
18-34	68	70	66	65	62	61	63	75	61
Large Rural	68	69	67	66	67	67	n/a	n/a	n/a
Bacchus Marsh	68	65	66	62	67	67	67	69	n/a
Ballan	66*	58	63	71	69	60	70	62	n/a
Moorabool	66	65	66	64	66	64	68	68	68
35-49	63	63	65	61	70	64	67	63	68
Men	63	63	63	60	64	62	68	67	66
50-64	60	58	64	64	64	64	72	68	67
Remainder of Shire	60	71	68	66	63	59	67	67	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: 62 Councils asked group: 17

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

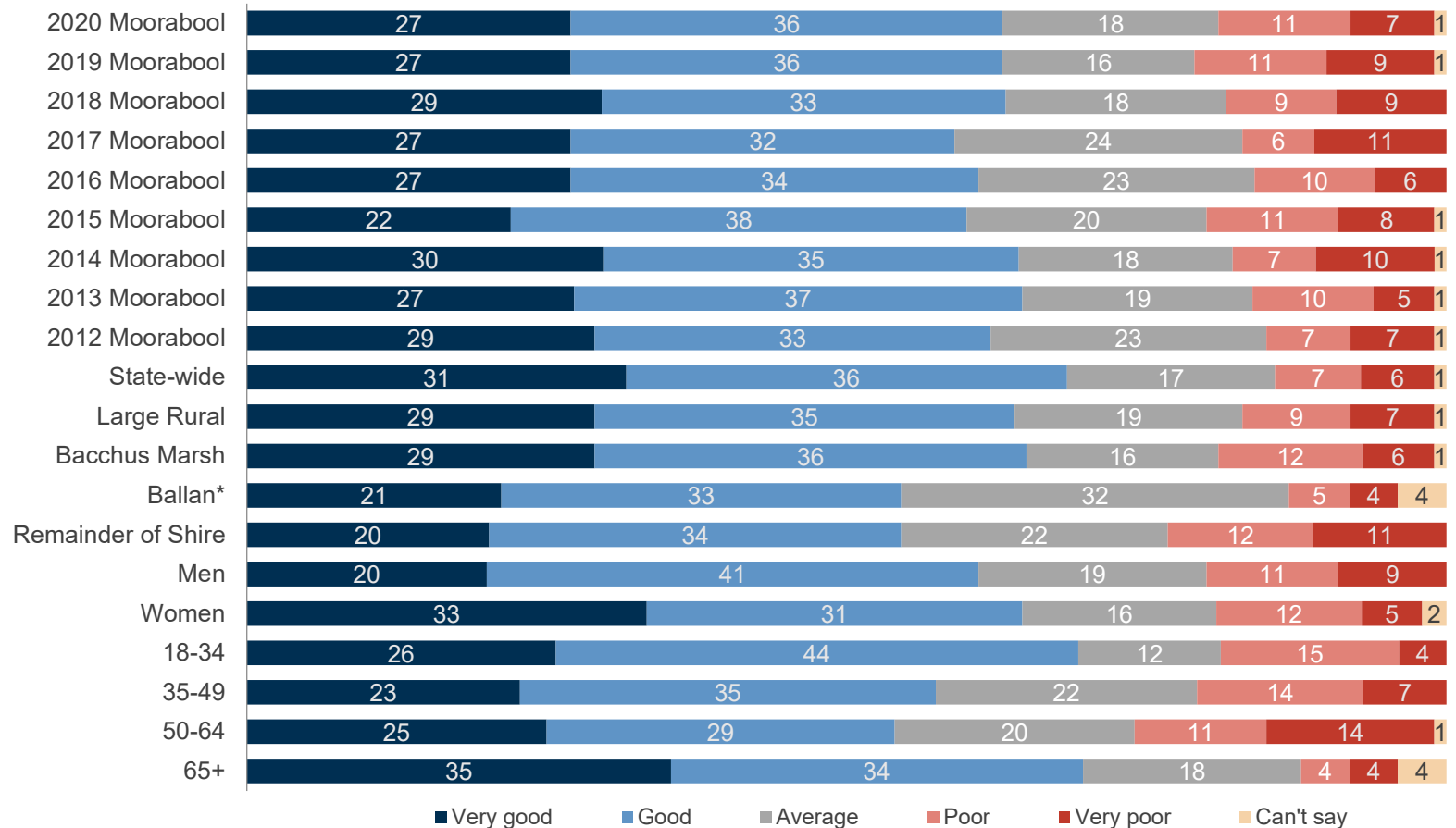
\*Caution: small sample size < n=30





## Customer service rating

### 2020 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: 62 Councils asked group: 17

\*Caution: small sample size < n=30



# Communication



## Communication

The preferred form of communication from Moorabool Shire Council is a newsletter sent via mail or via email (26% for each format).

Preference for a mailed newsletter continues its steady decline – falling four points in 2019 and again in 2020. In contrast, preference for an emailed newsletter is up four points, rebounding after a six-point decline in 2019. These trends are present among both younger and older residents.

There is also reasonable interest in communication via social media (15%), driven mainly by its appeal among younger residents.

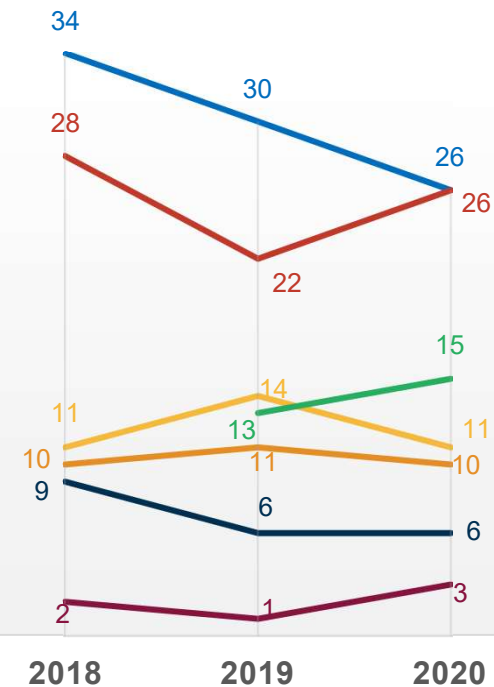
- The preferred form of communication among the under 50s is a newsletter sent via email (27%), closely followed by a newsletter via mail and communication via social media (23% for each).
- The preferred form of communication among the over 50s is newsletters sent via mail (28%), slightly ahead of newsletters via email (25%).





## Best form of communication

2020 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: 33 Councils asked group: 9

Note: 'Social Media' was included in 2019.



## Best form of communication: under 50s

2020 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?.

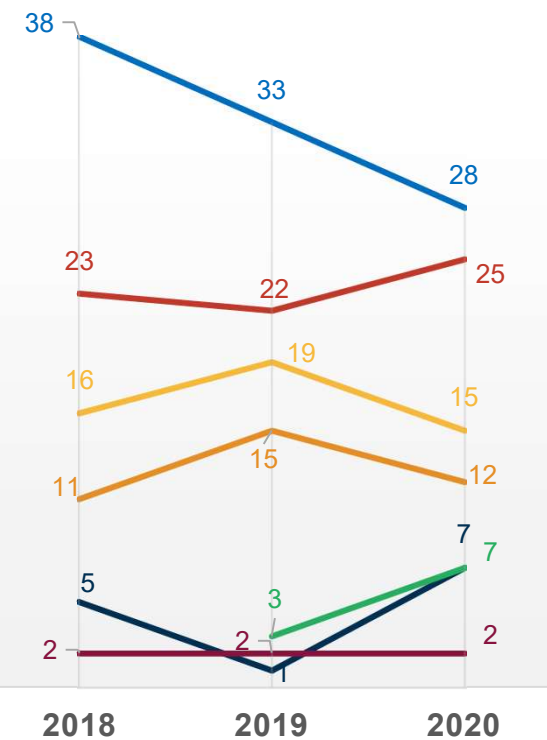
Base: All respondents aged under 50. Councils asked state-wide: 33 Councils asked group: 9

Note: 'Social Media' was included in 2019.



## Best form of communication: over 50s

2020 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: 33 Councils asked group: 9

Note: 'Social Media' was included in 2019.



## **Council direction**





## Council direction

Perceptions of the direction of Moorabool Shire Council's overall performance have declined significantly over the last year to its lowest index score to date (46).

- Contributing to this decrease are significant declines among men, 18 to 34 year olds and residents outside the Ballan and Bacchus Marsh areas.
- Council rates significantly lower than the Large Rural group and State-wide averages (index scores of 50 and 51 respectively).

More than six in ten residents (64%) believe the direction of Council's overall performance has stayed the same over the last 12 months, down four points on 2019.

- 19% believe it has deteriorated (up five points).
- 12% believe it has improved (similar to 14% in 2019).
- Most satisfied with the direction of Council performance are Ballan residents and those aged 65+ years.
- Least satisfied with the direction of Council performance are residents aged 18 to 34 years.

On the trade off between cost versus quality of Council services, there continues to be a clear preference for service cuts to maintain current rate levels (47%) over rate rises to improve services (31%).







## Overall council direction last 12 months

### 2020 overall direction (index scores)

		2019	2018	2017	2016	2015	2014	2013	2012
Ballan	55	47	49	48	45	53	55	50	n/a
65+	54▲	51	47	52	52	54	54	55	53
State-wide	51▲	53	52	53	51	53	53	53	52
Large Rural	50▲	51	52	52	48	51	n/a	n/a	n/a
Women	49	50	50	48	54	53	51	53	50
50-64	47	48	46	46	46	47	52	46	46
Moorabool	46	50	50	49	51	53	53	51	49
Bacchus Marsh	45	49	49	48	53	54	53	51	n/a
Remainder of Shire	45	57	54	53	50	52	54	52	n/a
Men	43	50	50	51	48	54	55	48	49
35-49	43	48	48	45	52	51	51	49	47
18-34	41	53	59	54	53	62	57	55	53

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

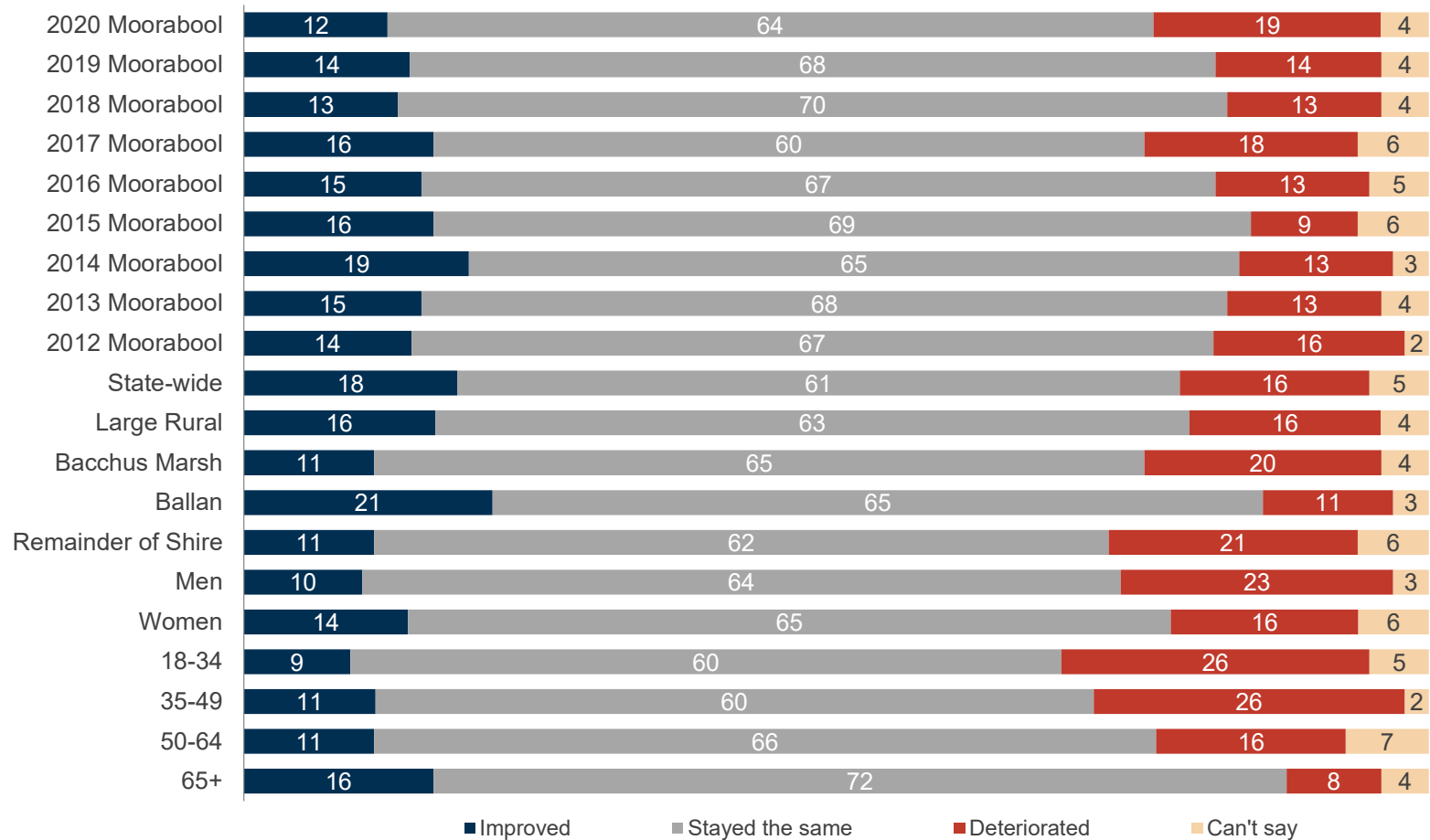
Base: All respondents. Councils asked state-wide: 62 Councils asked group: 17

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



## Overall council direction last 12 months

### 2020 overall council direction (%)

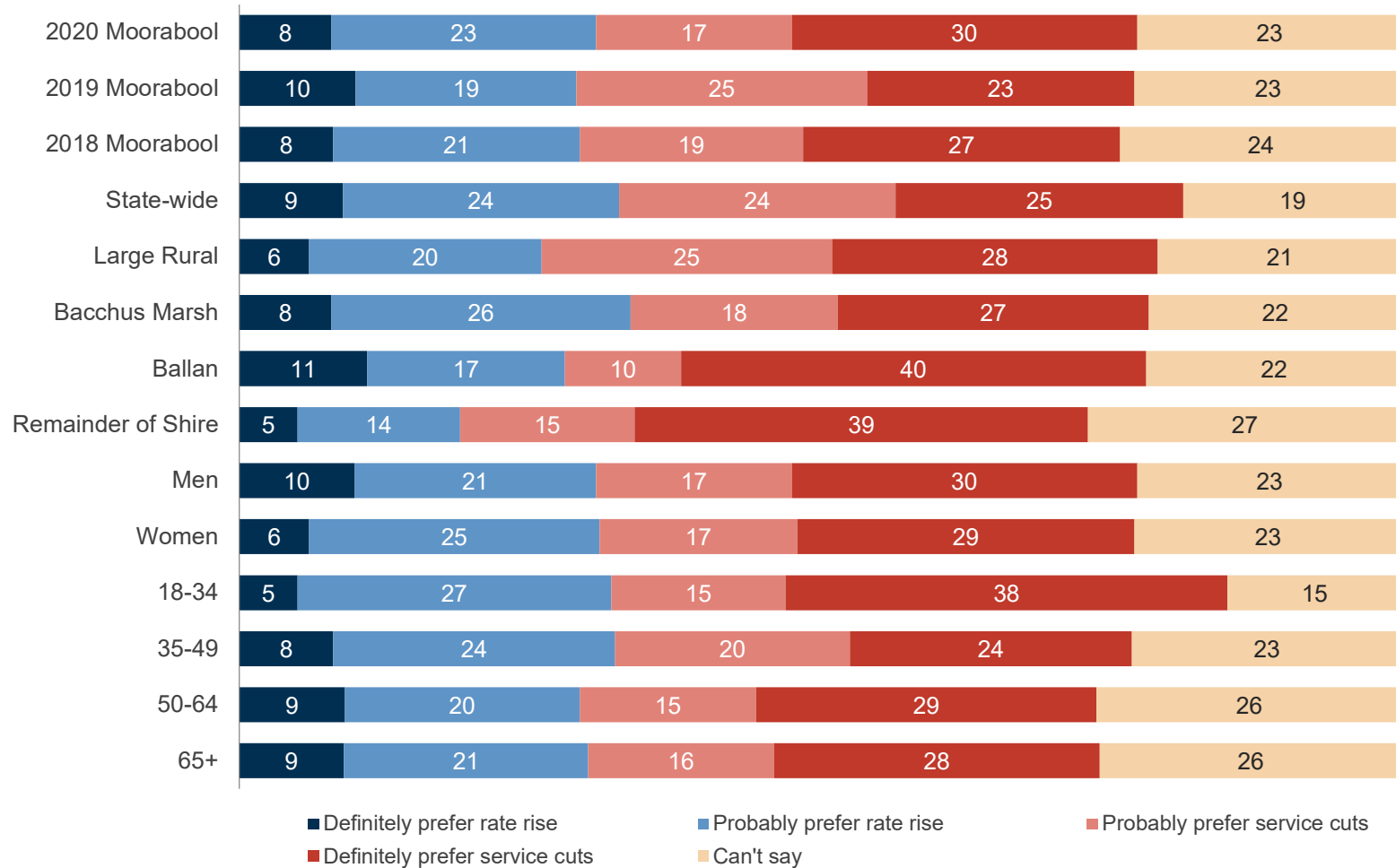


Q6. Over the last 12 months, what is your view of the direction of Moorabool Shire Council's overall performance?  
 Base: All respondents. Councils asked state-wide: 62 Councils asked group: 17



## Rates / services trade-off

### 2020 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: 13 Councils asked group: 3



## **Individual service areas**



# Community consultation and engagement performance



## 2020 consultation and engagement performance (index scores)

		2019	2018	2017	2016	2015	2014	2013	2012
65+	55▲	51	53	49	53	50	52	49	58
State-wide	55▲	56	55	55	54	56	57	57	57
Large Rural	54▲	54	54	52	52	54	n/a	n/a	n/a
18-34	51	48	58	53	53	55	48	61	59
Ballan	49	42	61	50	43	43	50	52	n/a
Women	49	49	51	50	53	51	47	54	53
Bacchus Marsh	49	50	49	47	49	53	47	50	n/a
Moorabool	49	49	52	48	49	51	48	51	54
Men	48	49	52	45	45	51	50	48	55
Remainder of Shire	48	50	55	49	50	50	51	51	n/a
50-64	46	46	47	44	47	49	50	47	46
35-49	43▼	49	49	45	43	51	46	46	54

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

Base: All respondents. Councils asked state-wide: 62 Councils asked group: 17

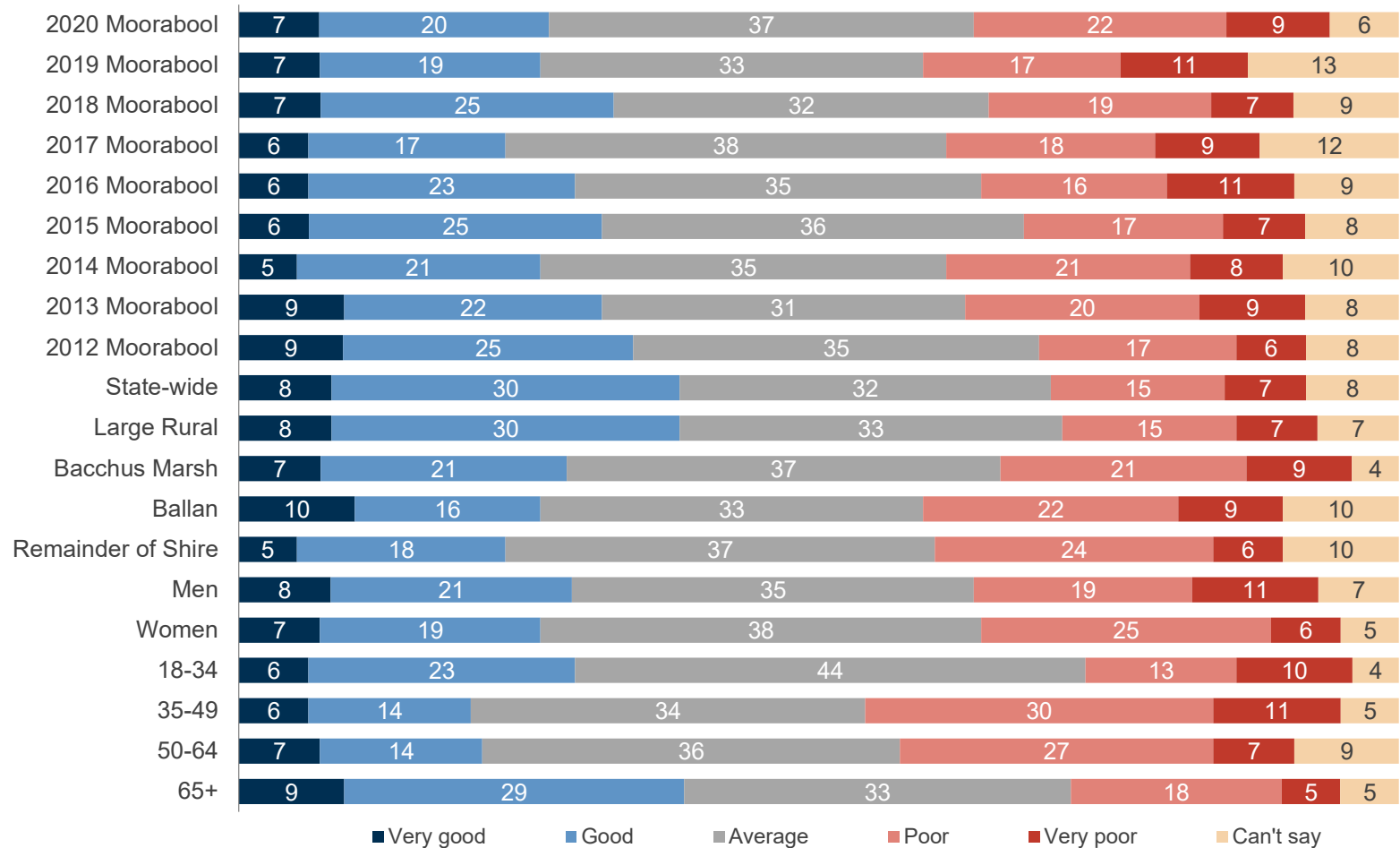
Note: Please see Appendix A for explanation of significant differences.



# Community consultation and engagement performance



2020 consultation and engagement performance (%)



Q2. How has Council performed on 'Community consultation and engagement' over the last 12 months?  
Base: All respondents. Councils asked state-wide: 62 Councils asked group: 17



## Lobbying on behalf of the community performance



### 2020 lobbying performance (index scores)

		2019	2018	2017	2016	2015	2014	2013	2012
65+	54▲	52	52	50	53	45	51	54	56
State-wide	53▲	54	54	54	53	55	56	55	55
Large Rural	53▲	52	52	51	50	53	n/a	n/a	n/a
Remainder of Shire	52	49	52	44	47	49	49	51	n/a
Ballan	50	51	49	51	32	51	58	50	n/a
18-34	50	50	57	51	55	52	54	61	60
Women	49	47	51	48	49	47	51	51	53
Moorabool	47	47	48	47	48	49	51	52	54
Bacchus Marsh	46	45	47	46	54	49	50	53	n/a
Men	46	46	46	45	48	51	50	54	55
50-64	46	41	39	46	43	53	51	49	49
35-49	41	42	45	40	44	45	47	47	52

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

Base: All respondents. Councils asked state-wide: 62 Councils asked group: 17

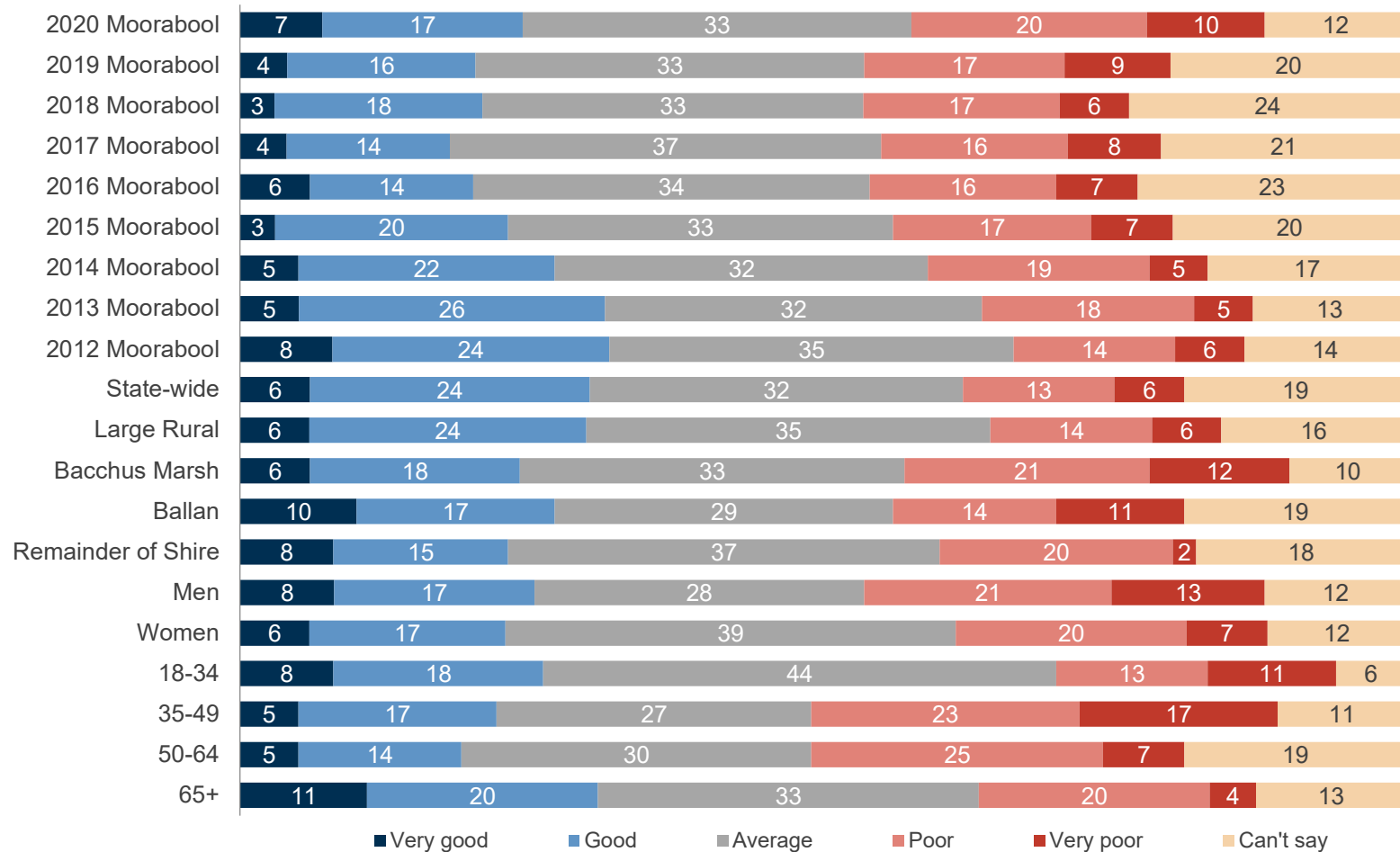
Note: Please see Appendix A for explanation of significant differences.



## Lobbying on behalf of the community performance



2020 lobbying performance (%)





## Decisions made in the interest of the community performance



2020 community decisions made performance (index scores)

		2019	2018	2017	2016	2015	2014	2013	2012
65+	55▲	53	51	50	51	47	53	n/a	n/a
State-wide	53▲	55	54	54	54	55	57	n/a	n/a
Large Rural	52▲	52	52	51	50	52	n/a	n/a	n/a
Ballan	51	49	52	53	38	43	52	n/a	n/a
18-34	48	50	60	52	53	59	54	n/a	n/a
Women	47	49	52	50	49	49	51	n/a	n/a
Moorabool	47	49	51	49	48	50	52	n/a	n/a
Men	46	49	50	48	47	51	53	n/a	n/a
Bacchus Marsh	46	49	47	48	49	52	51	n/a	n/a
Remainder of Shire	46	47	59	50	52	49	53	n/a	n/a
50-64	45	46	45	47	50	49	50	n/a	n/a
35-49	40▼	45	48	47	41	45	51	n/a	n/a

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

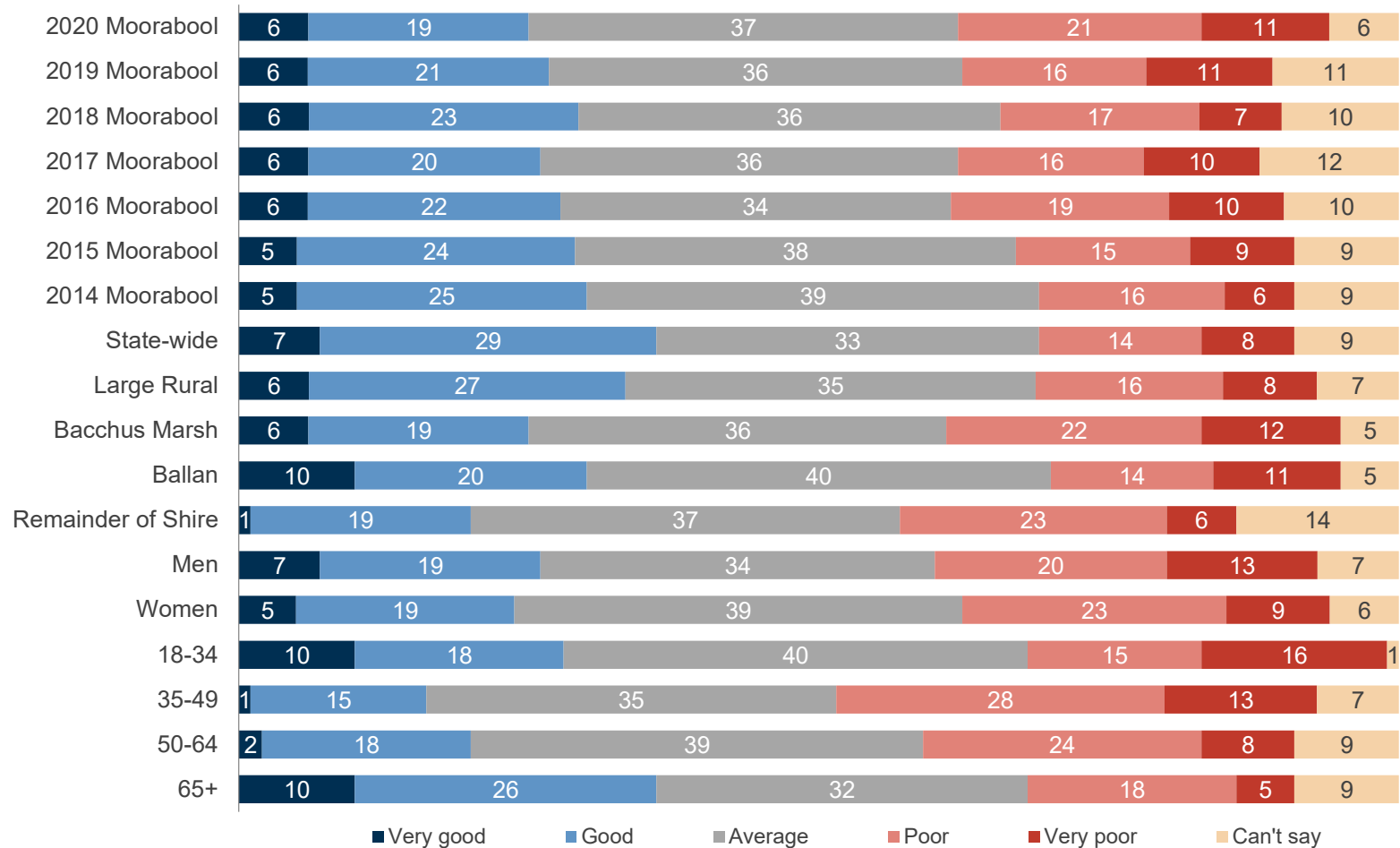
Base: All respondents. Councils asked state-wide: 62 Councils asked group: 17

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

# Decisions made in the interest of the community performance



2020 community decisions made performance (%)



Q2. How has Council performed on 'Decisions made in the interest of the community' over the last 12 months?  
Base: All respondents. Councils asked state-wide: 62 Councils asked group: 17

# The condition of sealed local roads in your area performance



## 2020 sealed local roads performance (index scores)

		2019	2018	2017	2016	2015	2014	2013	2012
State-wide	54▲	56	53	53	54	55	55	n/a	n/a
65+	49▲	52	48	45	55	42	49	n/a	n/a
Large Rural	47▲	47	45	43	44	45	n/a	n/a	n/a
Bacchus Marsh	45	51	48	47	52	49	51	n/a	n/a
Women	43	48	46	43	45	39	49	n/a	n/a
18-34	42	45	50	47	48	46	48	n/a	n/a
Moorabool	42	48	46	43	47	43	47	n/a	n/a
50-64	40	45	37	41	45	44	42	n/a	n/a
Men	40	47	45	43	48	48	45	n/a	n/a
35-49	35▼	48	48	38	41	41	47	n/a	n/a
Remainder of Shire	32▼	43	43	32	44	34	40	n/a	n/a
Ballan	29▼	35	41	40	33	43	42	n/a	n/a

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

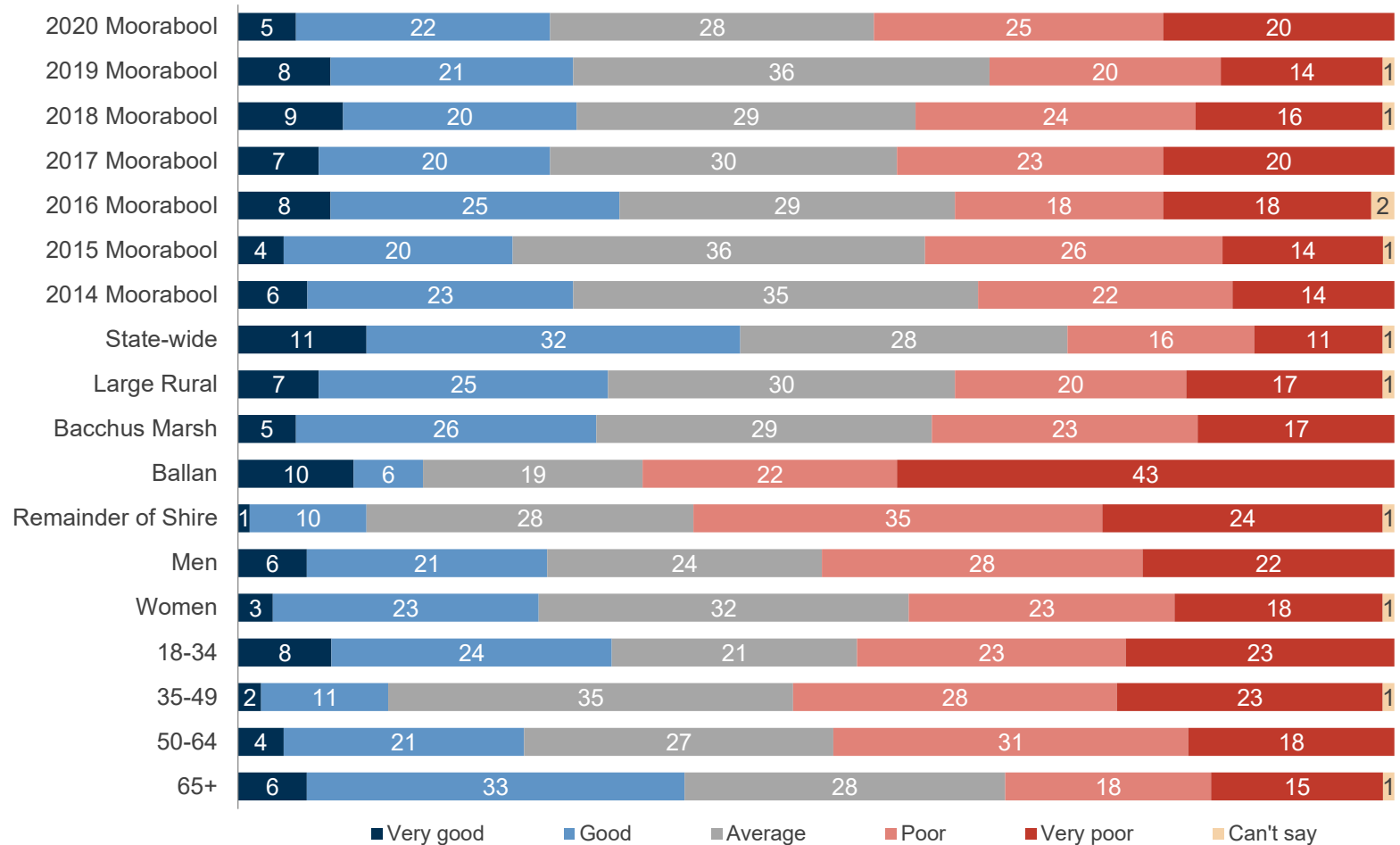
Base: All respondents. Councils asked state-wide: 62 Councils asked group: 17

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

# The condition of sealed local roads in your area performance



2020 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: 62 Councils asked group: 17

# The condition of local streets and footpaths in your area importance



## 2020 streets and footpaths importance (index scores)

		2019	2018	2017	2016	2015	2014	2013	2012
65+	84	78	80	78	76	77	77	82	78
Women	83	83	81	80	82	81	81	83	83
Ballan	83	74	80	75	82	77	78	89	n/a
35-49	83	81	77	80	79	80	82	83	81
Bacchus Marsh	83	80	79	79	79	80	79	81	n/a
50-64	83	78	85	79	80	84	83	82	84
Moorabool	82	79	80	78	79	79	79	81	81
Men	80	74	78	75	76	77	76	78	79
State-wide	78▼	77	78	77	77	77	77	78	77
Large Rural	78▼	77	77	75	77	77	n/a	n/a	n/a
18-34	78	77	77	75	79	77	72	75	80
Remainder of Shire	75▼	74	81	77	76	79	77	78	n/a

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

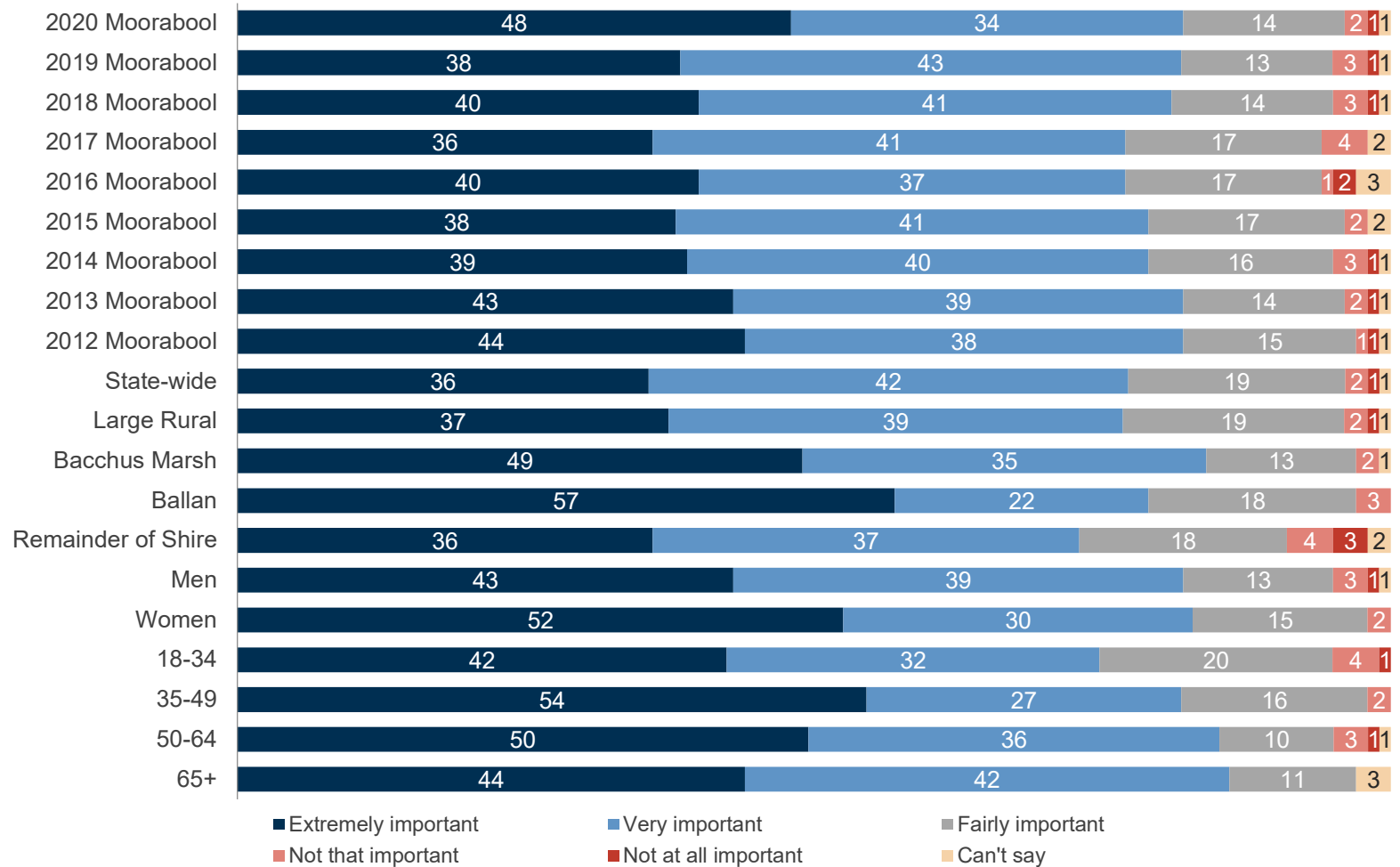
Base: All respondents. Councils asked state-wide: 23 Councils asked group: 6

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

# The condition of local streets and footpaths in your area importance



## 2020 streets and footpaths importance (%)



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: 23 Councils asked group: 6

# The condition of local streets and footpaths in your area performance



## 2020 streets and footpaths performance (index scores)

		2019	2018	2017	2016	2015	2014	2013	2012
State-wide	58▲	59	58	57	57	58	58	58	57
Large Rural	54▲	55	54	53	53	54	n/a	n/a	n/a
65+	52	57	49	47	53	46	51	48	55
18-34	48	56	55	56	51	57	51	57	53
Women	48	53	50	48	47	45	46	49	48
Ballan	47	48	46	47	38	53	43	42	n/a
Bacchus Marsh	47	55	52	50	54	53	51	52	n/a
Moorabool	46	53	49	48	47	49	48	50	49
Men	44	53	48	49	46	52	49	50	49
50-64	43	47	41	44	43	51	41	46	42
Remainder of Shire	42	45	43	44	38	40	44	45	n/a
35-49	41	49	50	46	40	43	48	47	46

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

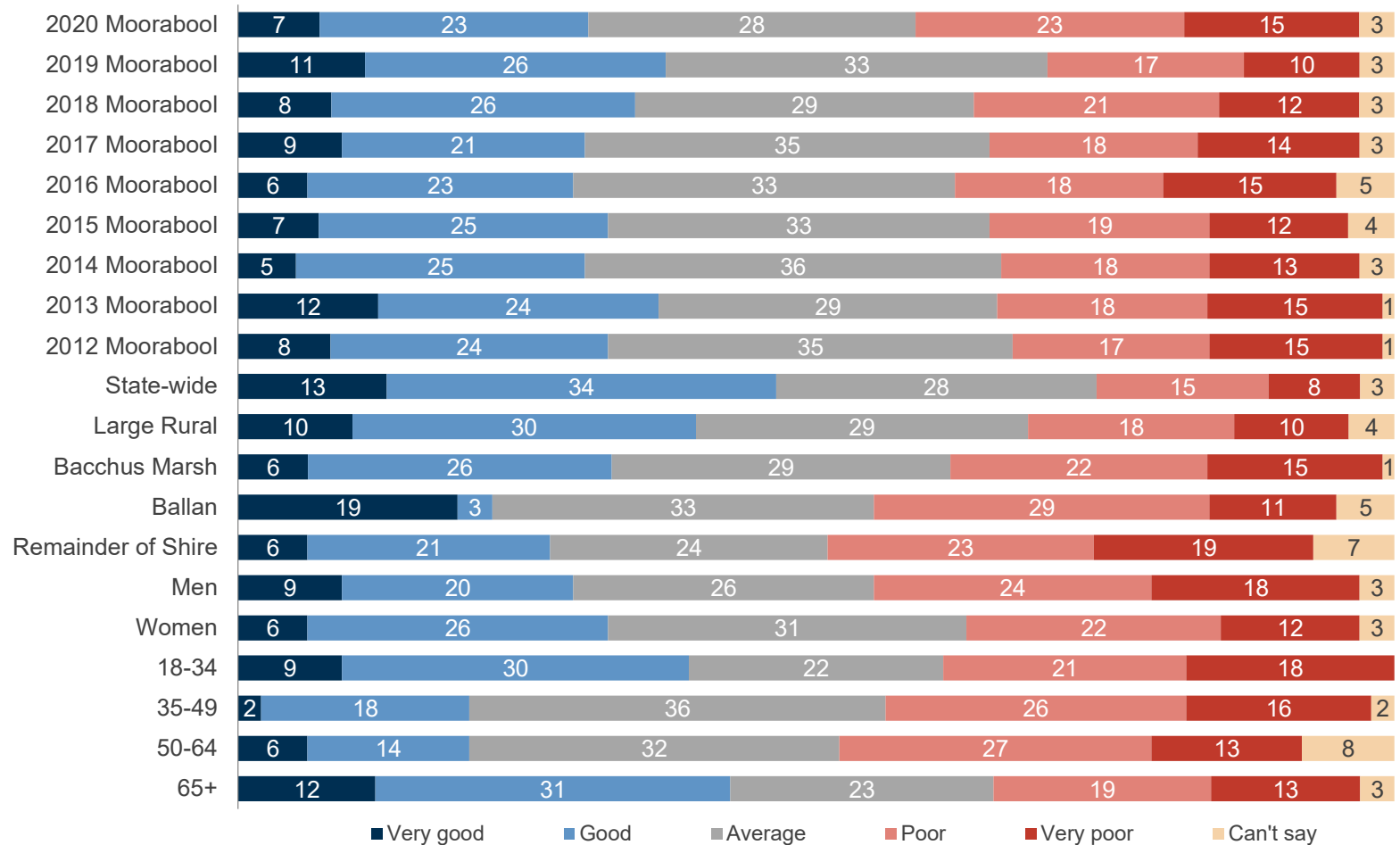
Base: All respondents. Councils asked state-wide: 35 Councils asked group: 10

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

# The condition of local streets and footpaths in your area performance



## 2020 streets and footpaths performance (%)



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: 35 Councils asked group: 10





## Family support services importance



### 2020 family support importance (index scores)

		2019	2018	2017	2016	2015	2014	2013	2012
Women	81▲	81	79	81	79	77	78	81	81
65+	78	73	75	73	76	67	70	76	75
Remainder of Shire	76	72	72	74	72	69	70	70	n/a
Bacchus Marsh	75	73	73	74	76	73	75	77	n/a
Moorabool	75	73	73	74	75	71	73	75	76
35-49	75	76	74	72	77	71	74	74	77
State-wide	75	74	74	73	73	73	72	73	73
18-34	74	71	72	78	74	73	72	77	78
Large Rural	74	73	72	72	72	72	n/a	n/a	n/a
50-64	73	72	73	72	73	74	77	74	75
Ballan	71	74	76	71	78	70	71	74	n/a
Men	69▼	66	67	66	71	66	68	69	71

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

Base: All respondents. Councils asked state-wide: 19 Councils asked group: 5

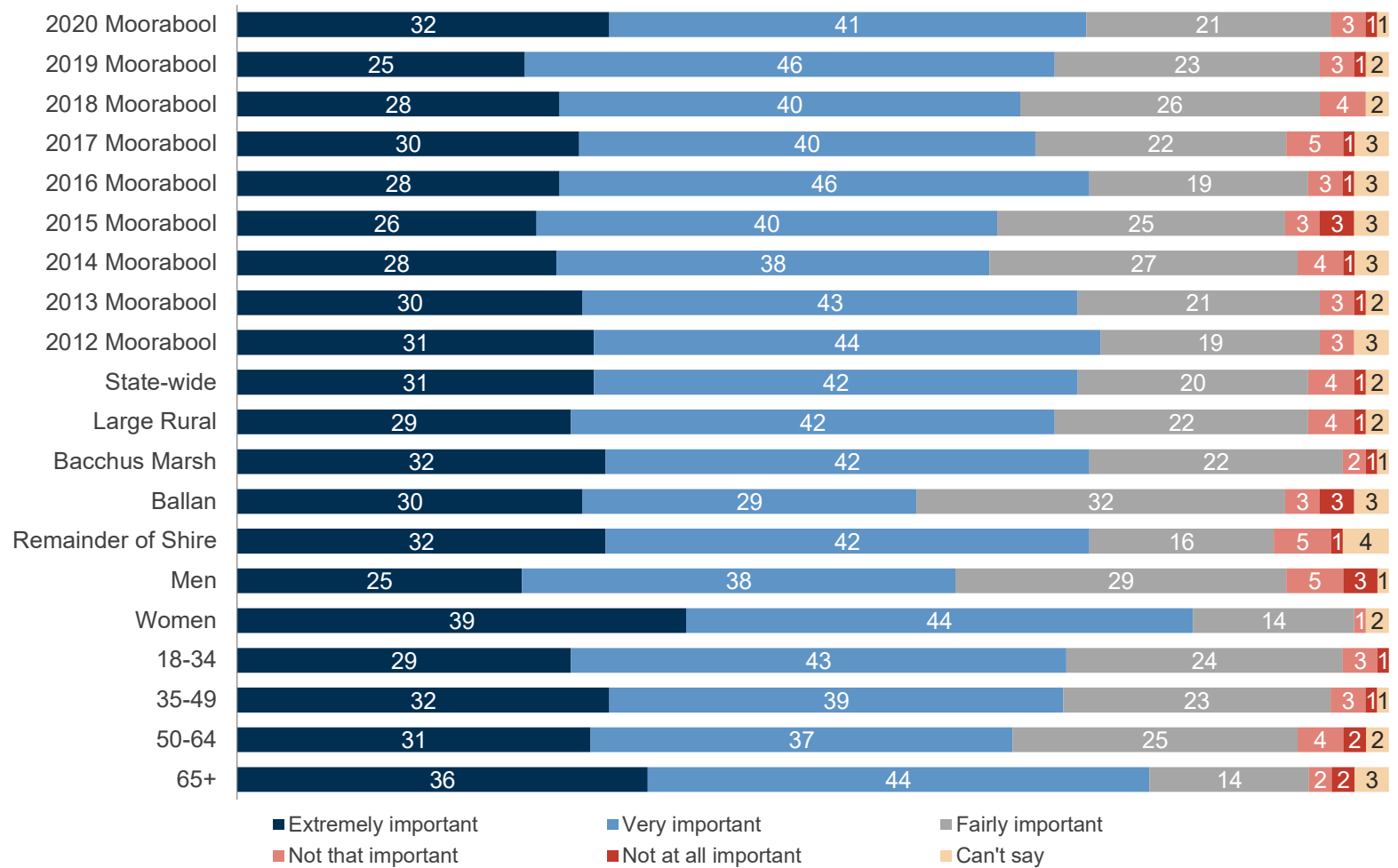
Note: Please see Appendix A for explanation of significant differences.



## Family support services importance



### 2020 family support importance (%)



Q1. Firstly, how important should 'Family support services' be as a responsibility for Council?  
 Base: All respondents. Councils asked state-wide: 19 Councils asked group: 5



## Family support services performance



### 2020 family support performance (index scores)

		2019	2018	2017	2016	2015	2014	2013	2012
65+	67▲	66	64	65	62	61	64	66	67
State-wide	66▲	67	66	67	66	67	68	67	67
Women	64	61	63	63	61	63	65	65	65
Large Rural	64	65	65	65	64	67	n/a	n/a	n/a
18-34	62	59	65	64	64	63	69	70	68
Bacchus Marsh	62	62	61	62	63	64	65	66	n/a
Moorabool	62	61	62	62	62	64	64	64	65
Ballan	61	55	65	65	62	59	67	60	n/a
Remainder of Shire	61	62	63	59	61	64	61	63	n/a
35-49	60	64	62	58	63	65	63	62	66
Men	59	61	62	61	64	64	64	64	66
50-64	59	55	58	62	60	64	60	59	61

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

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

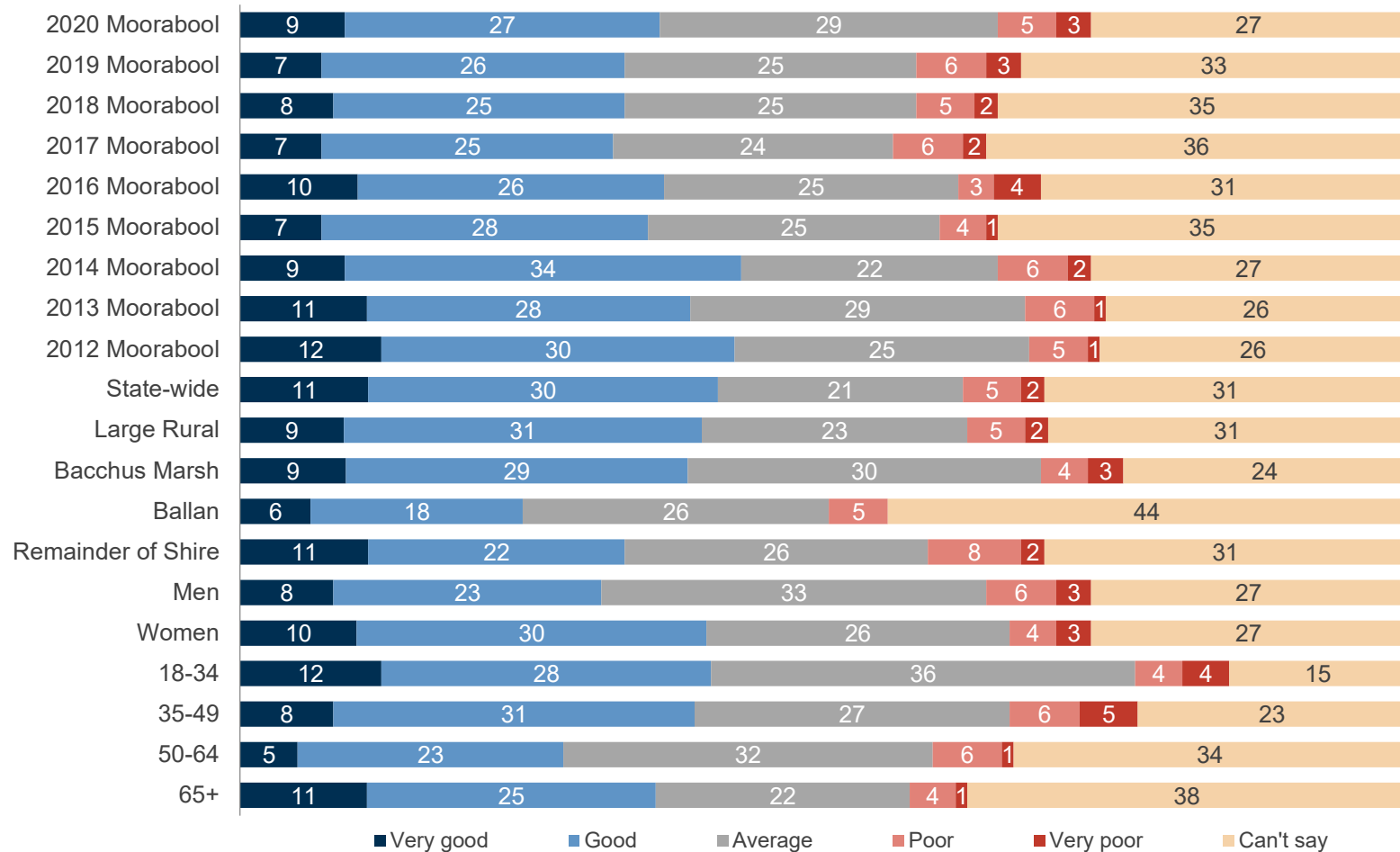
Note: Please see Appendix A for explanation of significant differences.



## Family support services performance



### 2020 family support performance (%)



Q2. How has Council performed on 'Family support services' over the last 12 months?  
Base: All respondents. Councils asked state-wide: 30 Councils asked group: 8



## Elderly support services importance



2020 elderly support importance (index scores)

		2019	2018	2017	2016	2015	2014	2013	2012
Women	83	86	85	85	84	83	83	81	87
65+	82	80	82	78	81	74	77	83	83
50-64	81	83	80	80	79	82	82	80	83
Bacchus Marsh	81	80	79	79	81	79	78	79	n/a
35-49	80	82	78	77	81	79	78	75	82
Moorabool	80	80	79	78	80	79	77	78	81
Large Rural	80	79	78	78	78	78	n/a	n/a	n/a
State-wide	80	80	79	78	78	79	79	79	80
Ballan	78	79	82	77	81	78	72	80	n/a
Remainder of Shire	77	82	78	77	77	79	76	74	n/a
Men	77	75	72	72	76	74	71	74	76
18-34	77	77	76	80	79	80	71	76	78

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

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

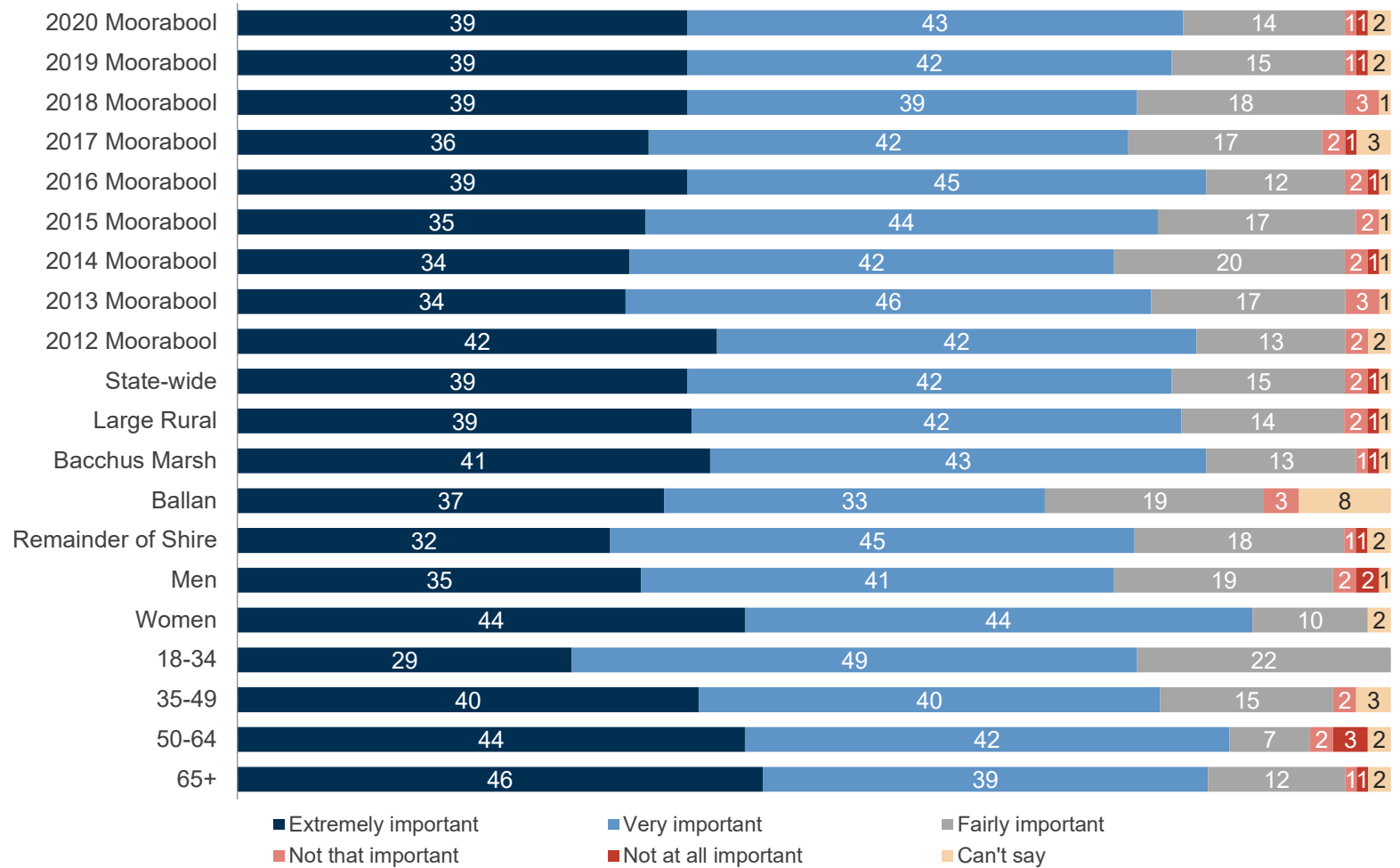
Note: Please see Appendix A for explanation of significant differences.



## Elderly support services importance



### 2020 elderly support importance (%)



Q1. Firstly, how important should 'Elderly support services' be as a responsibility for Council?  
 Base: All respondents. Councils asked state-wide: 19 Councils asked group: 4



## Elderly support services performance



### 2020 elderly support performance (index scores)

		2019	2018	2017	2016	2015	2014	2013	2012
State-wide	68▲	68	68	68	68	69	70	69	69
Ballan	68	66	66	71	66	71	77	75	n/a
Large Rural	67▲	67	67	67	66	69	n/a	n/a	n/a
65+	66	72	69	63	65	64	68	72	70
18-34	64	59	73	66	69	69	67	74	70
Bacchus Marsh	63	65	67	62	64	65	69	68	n/a
Men	63	65	67	62	63	66	67	67	68
Moorabool	62	64	67	63	62	66	67	67	68
Women	62	63	67	65	62	66	66	68	69
35-49	60	68	61	62	56	63	66	61	70
50-64	58	56	64	62	59	66	67	64	63
Remainder of Shire	57	59	67	63	56	65	57	63	n/a

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

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

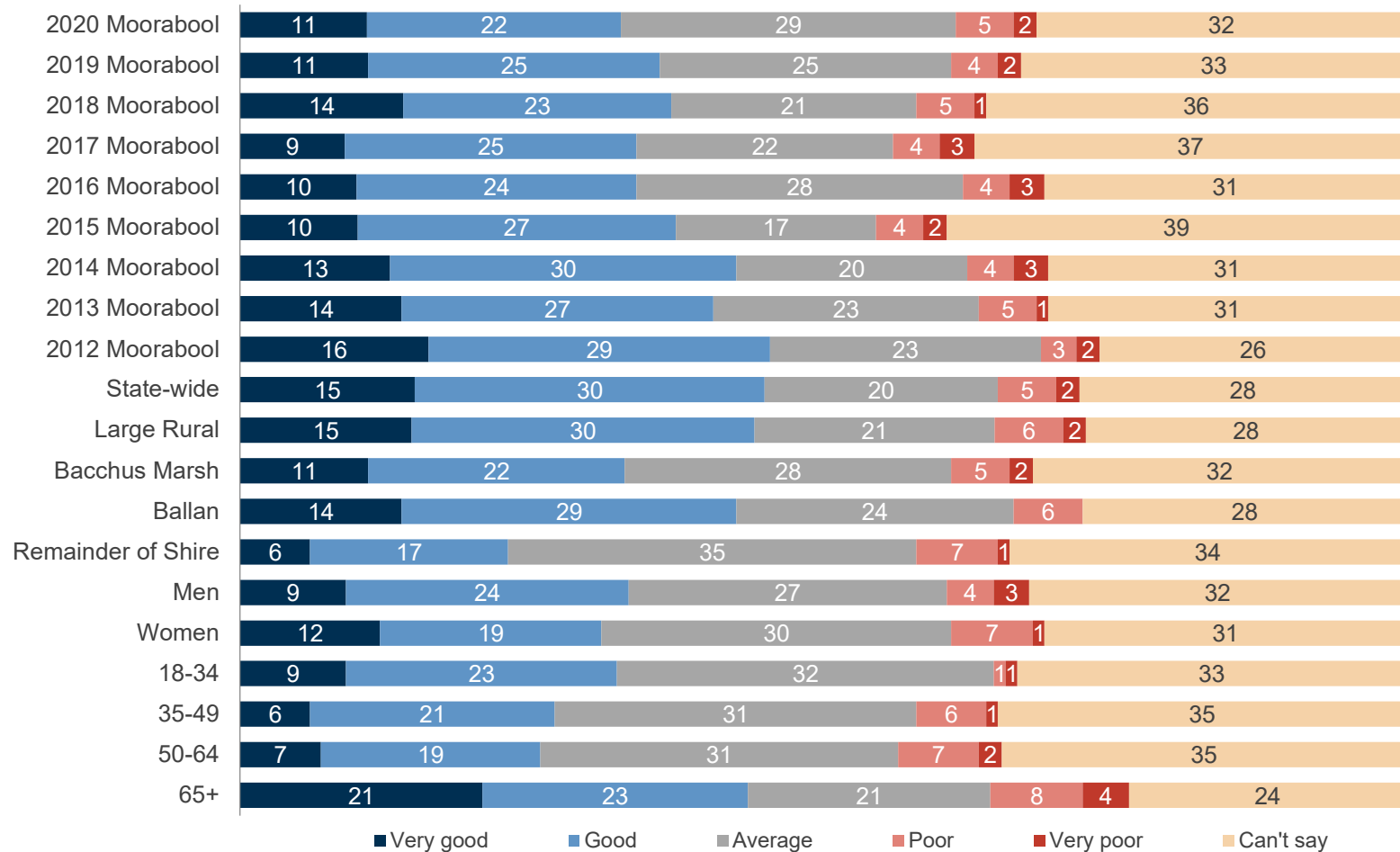
Note: Please see Appendix A for explanation of significant differences.



## Elderly support services performance



2020 elderly support performance (%)



Q2. How has Council performed on 'Elderly support services' over the last 12 months?  
Base: All respondents. Councils asked state-wide: 30 Councils asked group: 8





## Recreational facilities importance



2020 recreational facilities importance (index scores)

		2019	2018	2017	2016	2015	2014	2013	2012
35-49	78	79	74	74	76	75	76	77	77
Women	78	76	77	77	74	74	73	77	76
65+	76	68	75	68	70	65	70	73	74
Bacchus Marsh	76	73	75	75	76	74	74	77	n/a
Moorabool	75	72	74	73	73	72	72	74	73
Ballan	74	72	72	70	72	67	72	74	n/a
Remainder of Shire	73	63	71	66	66	70	67	65	n/a
50-64	73	72	76	74	73	73	75	73	70
18-34	73	68	70	74	70	74	66	70	70
Large Rural	72▼	72	74	72	72	72	n/a	n/a	n/a
State-wide	72▼	72	73	72	73	72	72	72	72
Men	72	68	70	68	71	70	70	70	70

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

Base: All respondents. Councils asked state-wide: 28 Councils asked group: 6

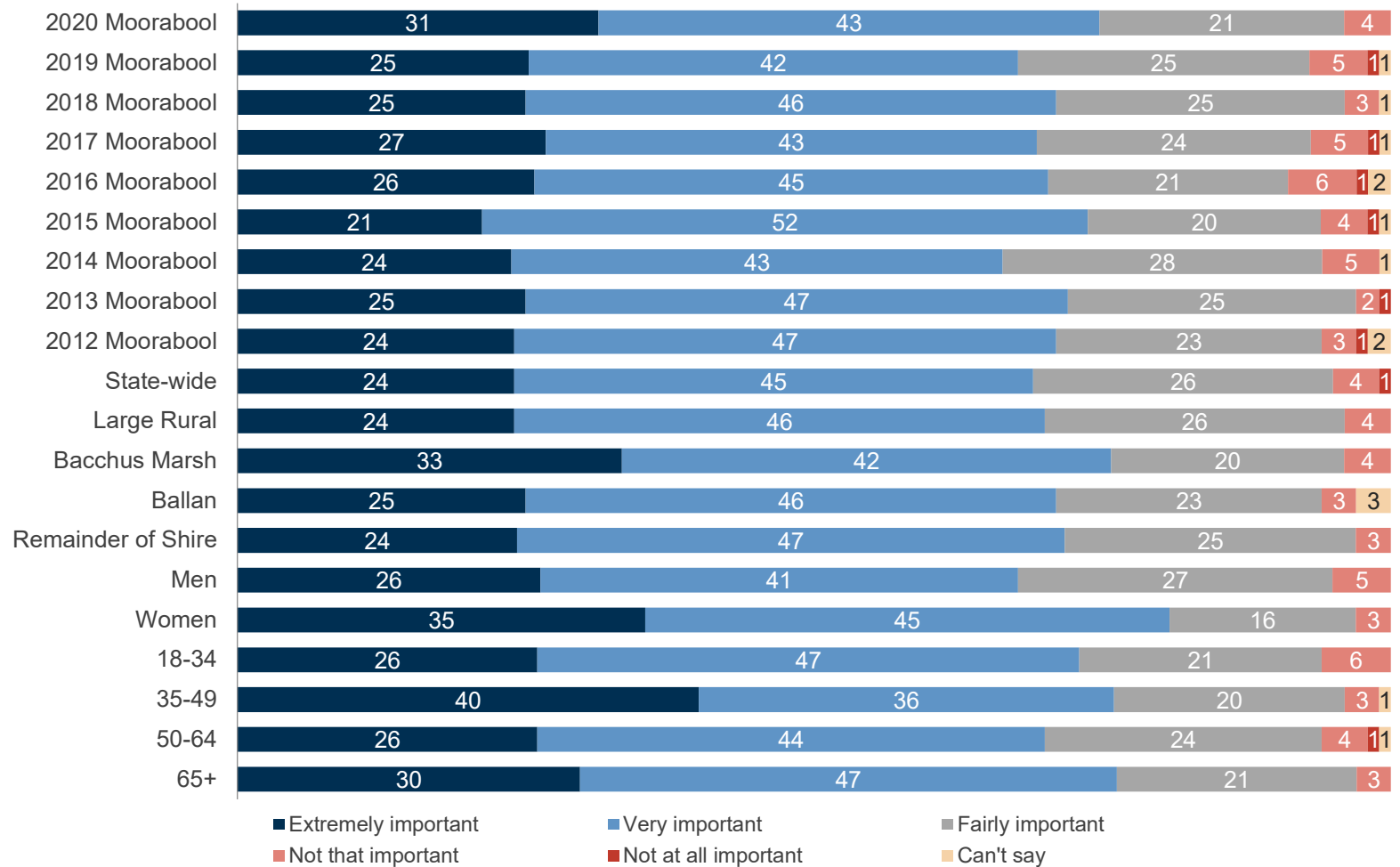
Note: Please see Appendix A for explanation of significant differences.



## Recreational facilities importance



2020 recreational facilities importance (%)



Q1. Firstly, how important should 'Recreational facilities' be as a responsibility for Council?  
 Base: All respondents. Councils asked state-wide: 28 Councils asked group: 6



## Recreational facilities performance



2020 recreational facilities performance (index scores)

		2019	2018	2017	2016	2015	2014	2013	2012
State-wide	70▲	70	69	70	69	70	71	70	70
Large Rural	67▲	68	66	66	65	66	n/a	n/a	n/a
65+	67▲	64	56	61	60	61	65	62	66
Ballan	63	53	58	58	53	59	60	59	n/a
Men	60	56	56	60	56	63	61	58	65
50-64	60	54	56	55	55	64	58	55	57
Remainder of Shire	59	58	63	59	57	62	65	63	n/a
Moorabool	58	54	55	55	56	60	61	57	61
Bacchus Marsh	57	54	51	54	57	60	60	55	n/a
Women	55	52	54	51	56	57	61	56	57
18-34	55	49	57	56	60	65	64	60	59
35-49	51▼	51	52	52	52	53	58	54	62

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

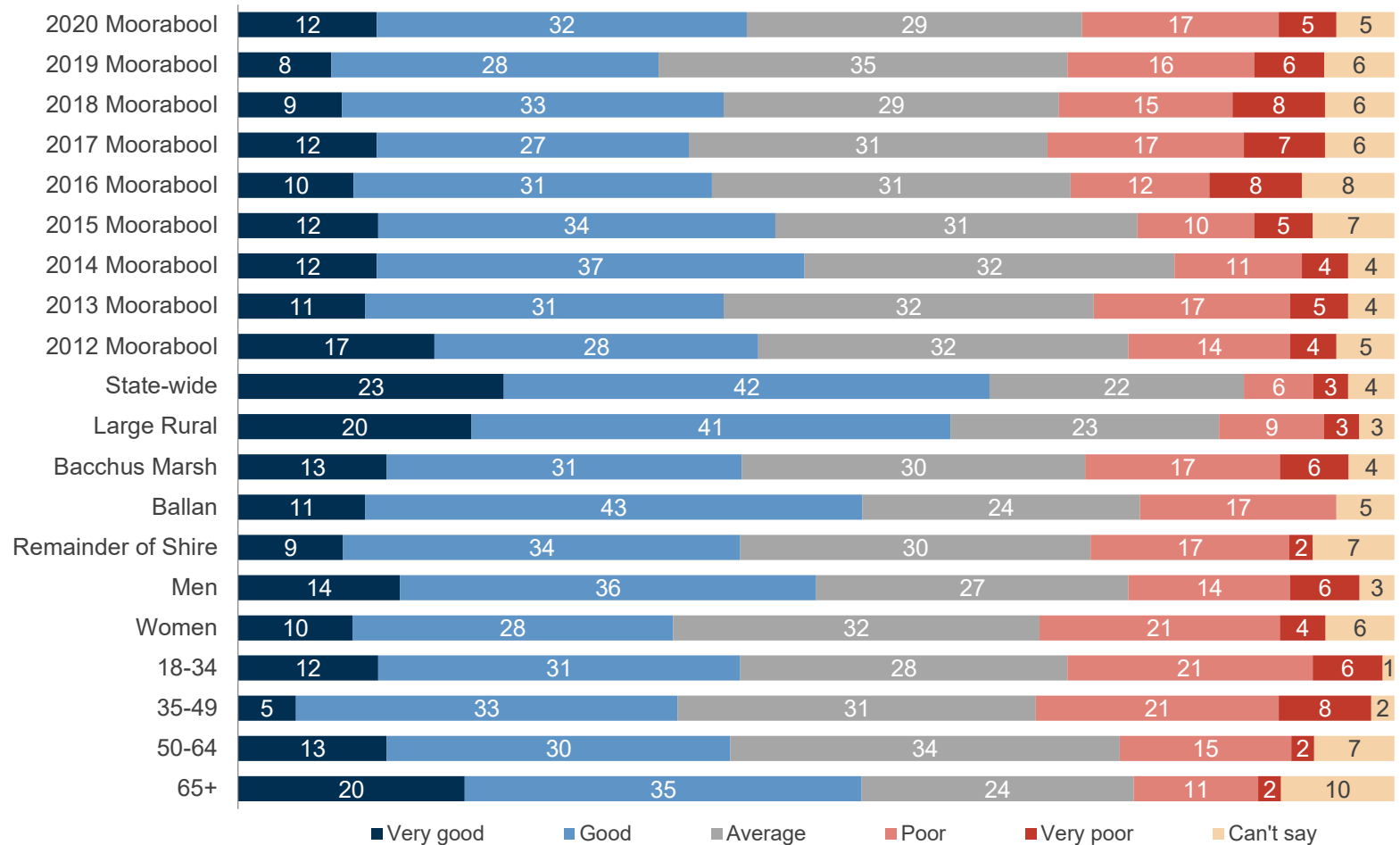
Note: Please see Appendix A for explanation of significant differences.



## Recreational facilities performance



2020 recreational facilities performance (%)



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



## The appearance of public areas importance



2020 public areas importance (index scores)

		2019	2018	2017	2016	2015	2014	2013	2012
Ballan	80	68	75	75	76	72	68	75	n/a
65+	78	72	72	73	73	67	72	73	72
35-49	77	74	74	76	74	75	74	77	75
50-64	75	75	76	76	75	73	77	75	72
Men	75	69	70	72	73	70	69	74	71
Bacchus Marsh	75	76	74	77	76	74	74	76	n/a
Moorabool	75	73	73	75	75	72	72	74	72
Women	75	77	76	78	77	73	74	74	74
State-wide	74	73	74	74	74	73	73	74	73
Large Rural	73	73	73	73	74	73	n/a	n/a	n/a
Remainder of Shire	73	64	69	72	73	68	67	68	n/a
18-34	70	71	70	75	76	71	65	71	70

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

Base: All respondents. Councils asked state-wide: 27 Councils asked group: 6

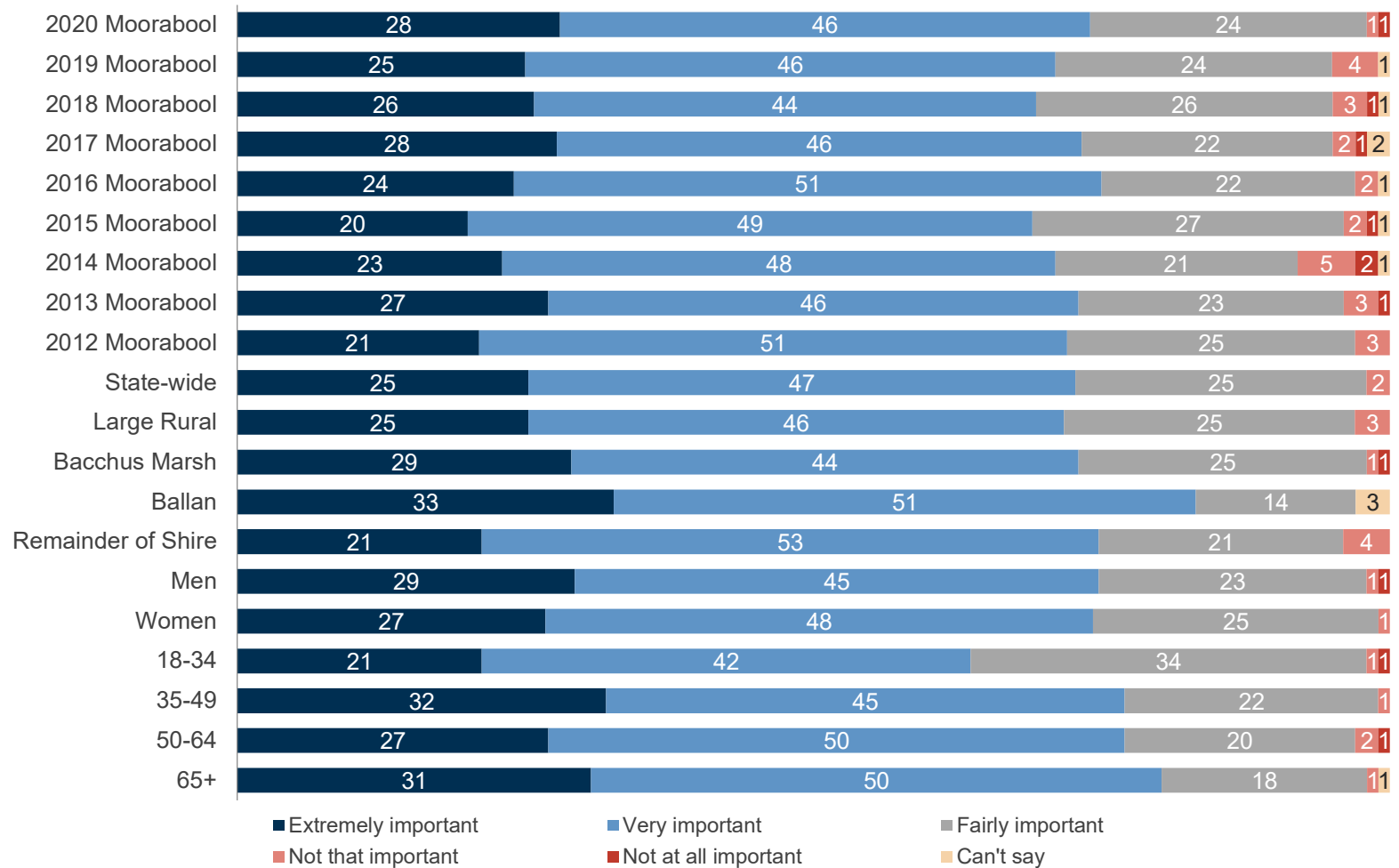
Note: Please see Appendix A for explanation of significant differences.



## The appearance of public areas importance



2020 public areas importance (%)



Q1. Firstly, how important should 'The appearance of public areas' be as a responsibility for Council?  
 Base: All respondents. Councils asked state-wide: 27 Councils asked group: 6



## The appearance of public areas performance



2020 public areas performance (index scores)

		2019	2018	2017	2016	2015	2014	2013	2012
State-wide	72▲	72	71	71	71	72	72	71	71
Large Rural	71▲	70	69	69	69	69	n/a	n/a	n/a
Ballan	69	67	64	63	62	59	69	58	n/a
18-34	66	66	65	66	67	64	66	72	72
Men	66	64	62	63	64	65	63	64	68
65+	65	65	61	64	66	63	65	61	71
Moorabool	64	64	64	64	64	63	65	64	69
Bacchus Marsh	64	64	62	64	65	64	64	64	n/a
50-64	64	61	63	61	60	63	60	62	63
Women	63	65	65	66	65	61	67	64	69
Remainder of Shire	63	62	67	66	65	62	64	67	n/a
35-49	62	64	65	66	64	63	67	61	68

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

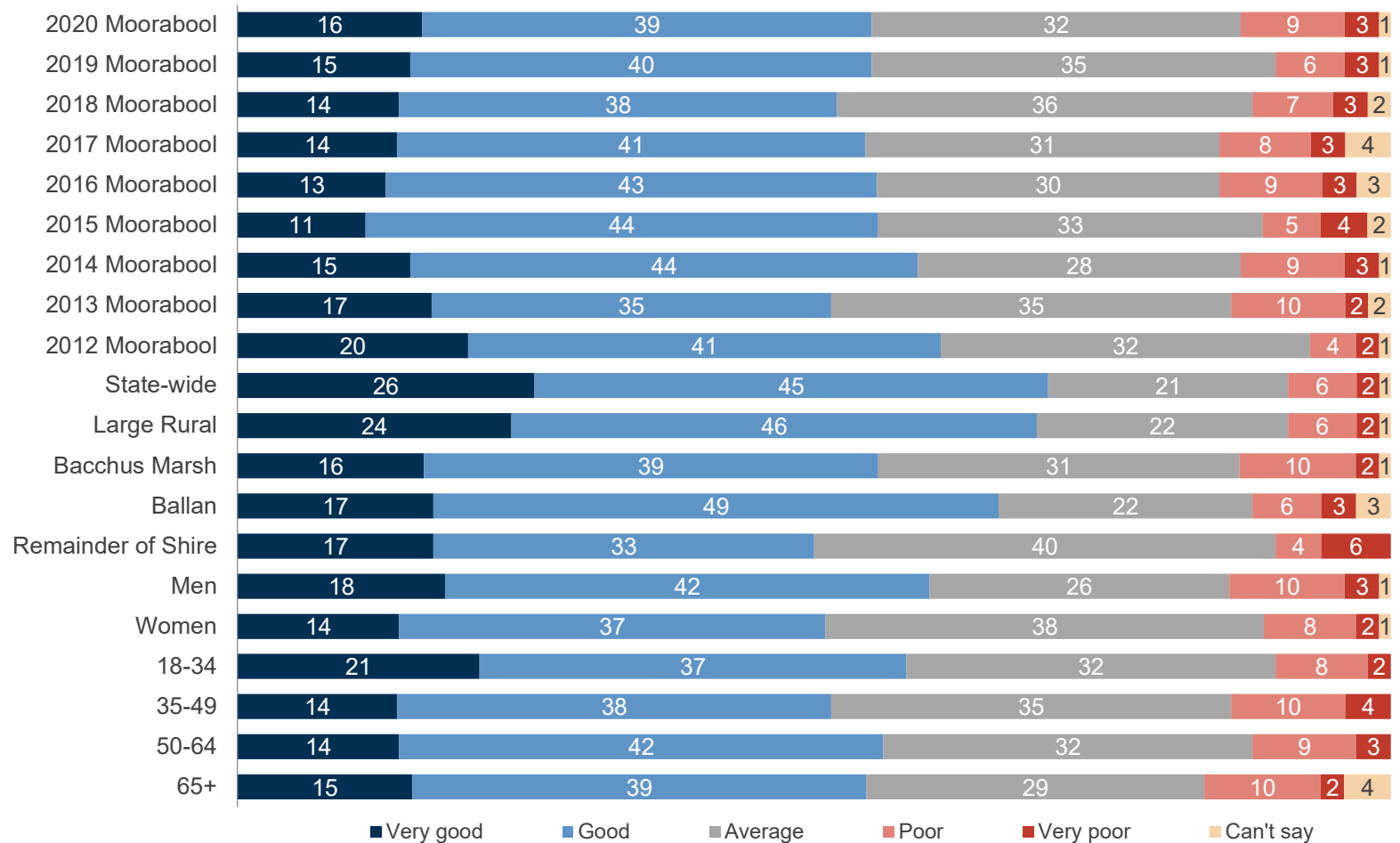
Note: Please see Appendix A for explanation of significant differences.



## The appearance of public areas performance



2020 public areas performance (%)



Q2. How has Council performed on 'The appearance of public areas' over the last 12 months?  
Base: All respondents. Councils asked state-wide: 38 Councils asked group: 8





## Waste management importance



### 2020 waste management importance (index scores)

		2019	2018	2017	2016	2015	2014	2013	2012
50-64	87	79	86	83	80	83	83	82	81
Women	87	84	86	82	79	80	82	83	81
35-49	85	83	82	80	77	83	80	81	80
Bacchus Marsh	85	80	83	82	79	79	81	80	n/a
65+	85	81	83	79	82	78	79	82	80
Moorabool	84	80	82	80	78	79	79	80	78
Ballan	84	78	84	79	79	76	77	82	n/a
State-wide	82	81	81	79	80	79	79	79	78
Men	82	76	79	78	77	78	76	77	76
Remainder of Shire	81	79	80	77	76	79	76	79	n/a
Large Rural	81	80	81	78	79	78	n/a	n/a	n/a
18-34	81	76	79	79	75	71	75	76	73

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

Base: All respondents. Councils asked state-wide: 28 Councils asked group: 6

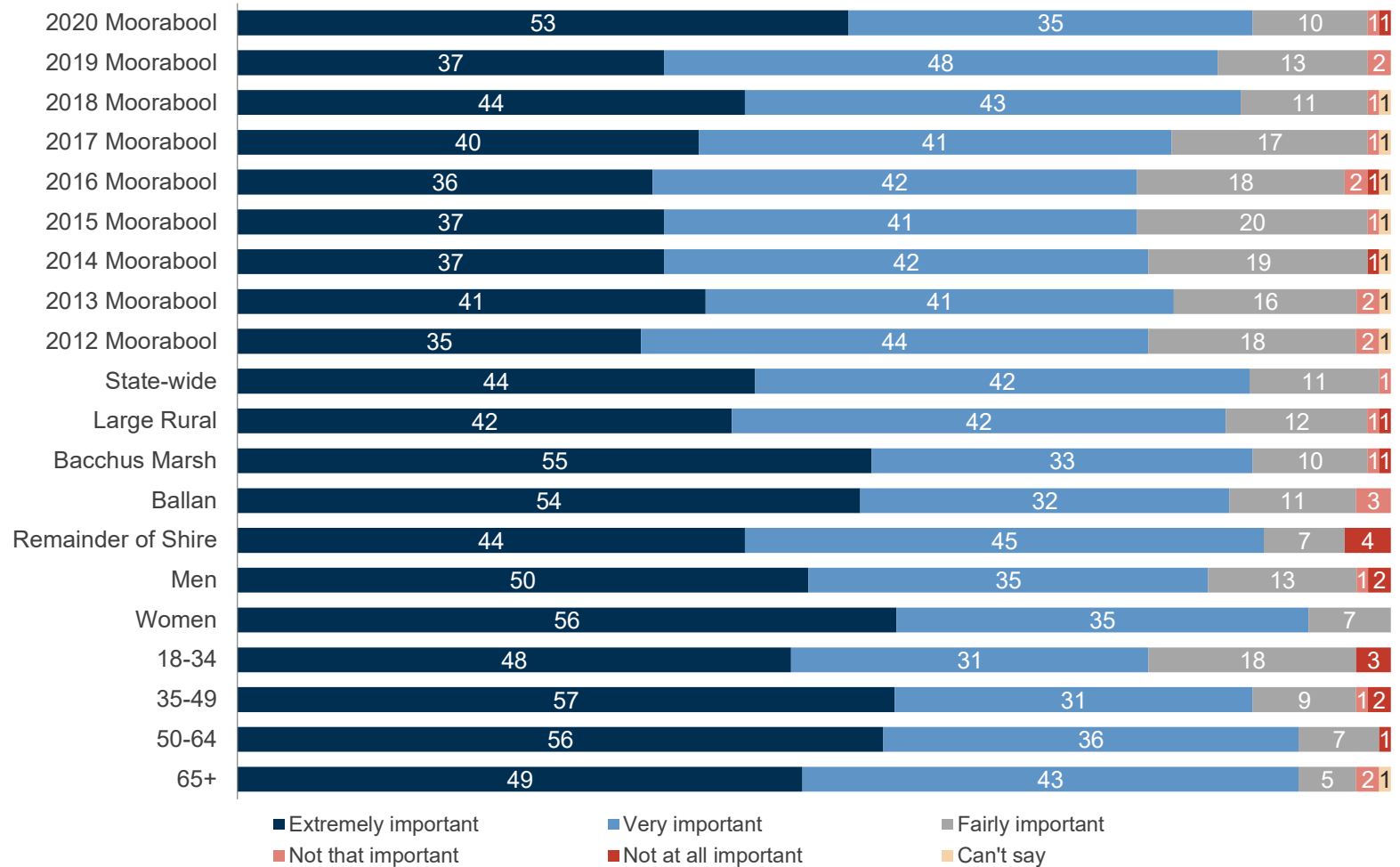
Note: Please see Appendix A for explanation of significant differences.



## Waste management importance



### 2020 waste management importance (%)



Q1. Firstly, how important should 'Waste management' be as a responsibility for Council?  
 Base: All respondents. Councils asked state-wide: 28 Councils asked group: 6



## Waste management performance



### 2020 waste management performance (index scores)

		2019	2018	2017	2016	2015	2014	2013	2012
65+	69▲	68	70	69	70	68	68	71	75
State-wide	65▲	68	70	71	70	72	73	71	72
Ballan	64	59	62	66	62	66	68	63	n/a
Large Rural	62▲	64	67	68	66	68	n/a	n/a	n/a
Men	58	67	66	64	68	68	70	70	70
Moorabool	57	64	68	65	67	67	69	69	69
Bacchus Marsh	57	66	68	65	67	66	69	67	n/a
50-64	57	59	70	65	66	67	67	65	68
Women	56	62	69	67	65	66	68	68	69
35-49	55	66	65	66	66	65	68	67	68
Remainder of Shire	54	62	69	66	68	68	69	75	n/a
18-34	49▼	63	66	61	64	67	73	75	68

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

Base: All respondents. Councils asked state-wide: 41 Councils asked group: 9

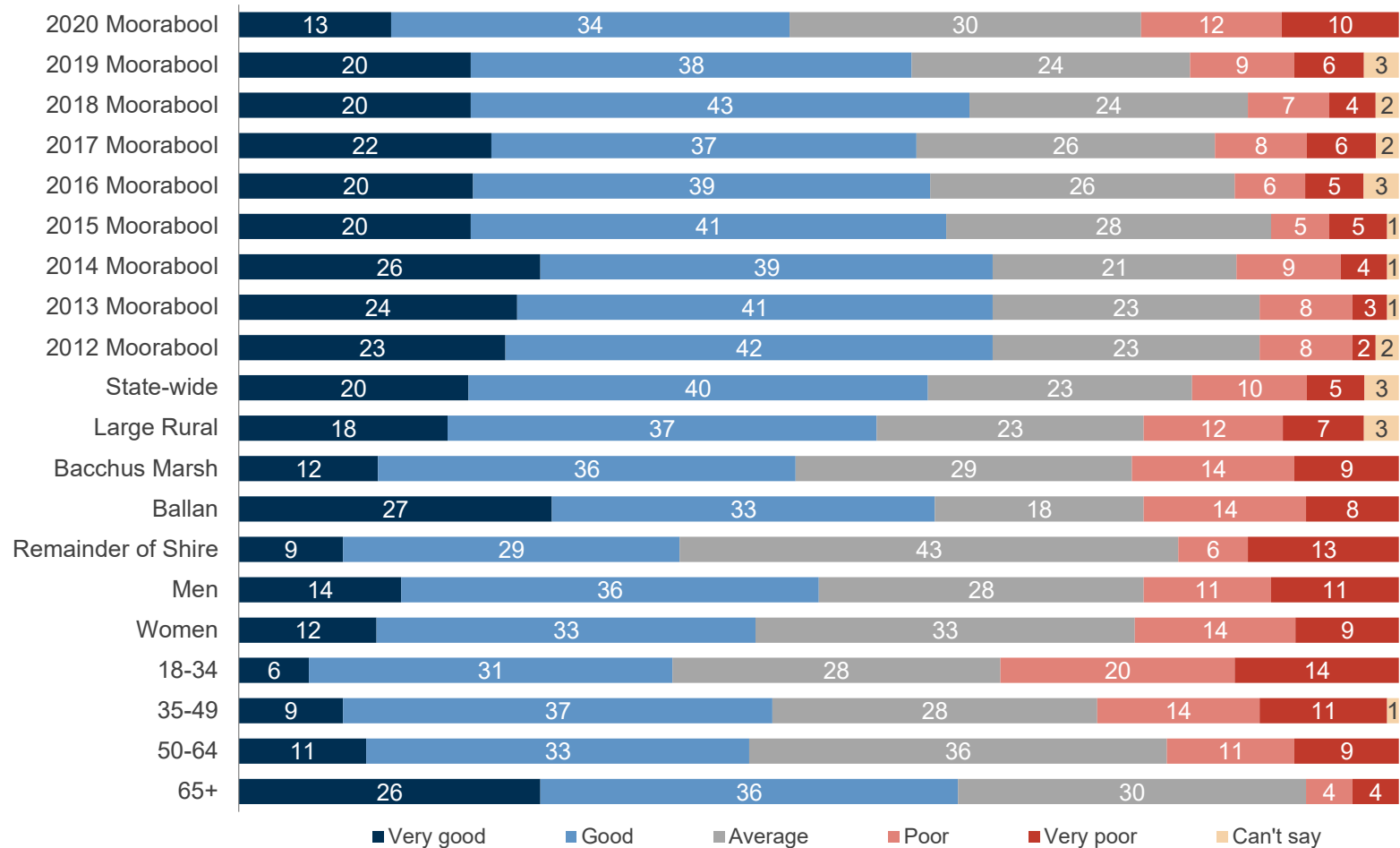
Note: Please see Appendix A for explanation of significant differences.



## Waste management performance



2020 waste management performance (%)



# Business and community development and tourism importance



## 2020 business/development/tourism importance (index scores)

		2019	2018	2017	2016	2015	2014	2013	2012
Ballan	68	63	66	66	58	67	64	71	n/a
Large Rural	68	64	65	67	69	70	n/a	n/a	n/a
State-wide	67	65	66	67	67	67	67	67	66
Women	67	67	67	71	69	67	66	71	70
65+	67	63	66	61	65	62	64	67	67
35-49	67	66	69	68	70	69	66	69	71
50-64	67	66	63	68	65	67	67	69	66
Bacchus Marsh	66	64	66	70	71	69	66	71	n/a
Moorabool	66	64	65	67	67	67	65	69	68
Men	64	60	62	64	64	67	63	66	65
18-34	62	61	61	71	65	70	62	68	66
Remainder of Shire	61	63	61	62	62	64	62	62	n/a

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

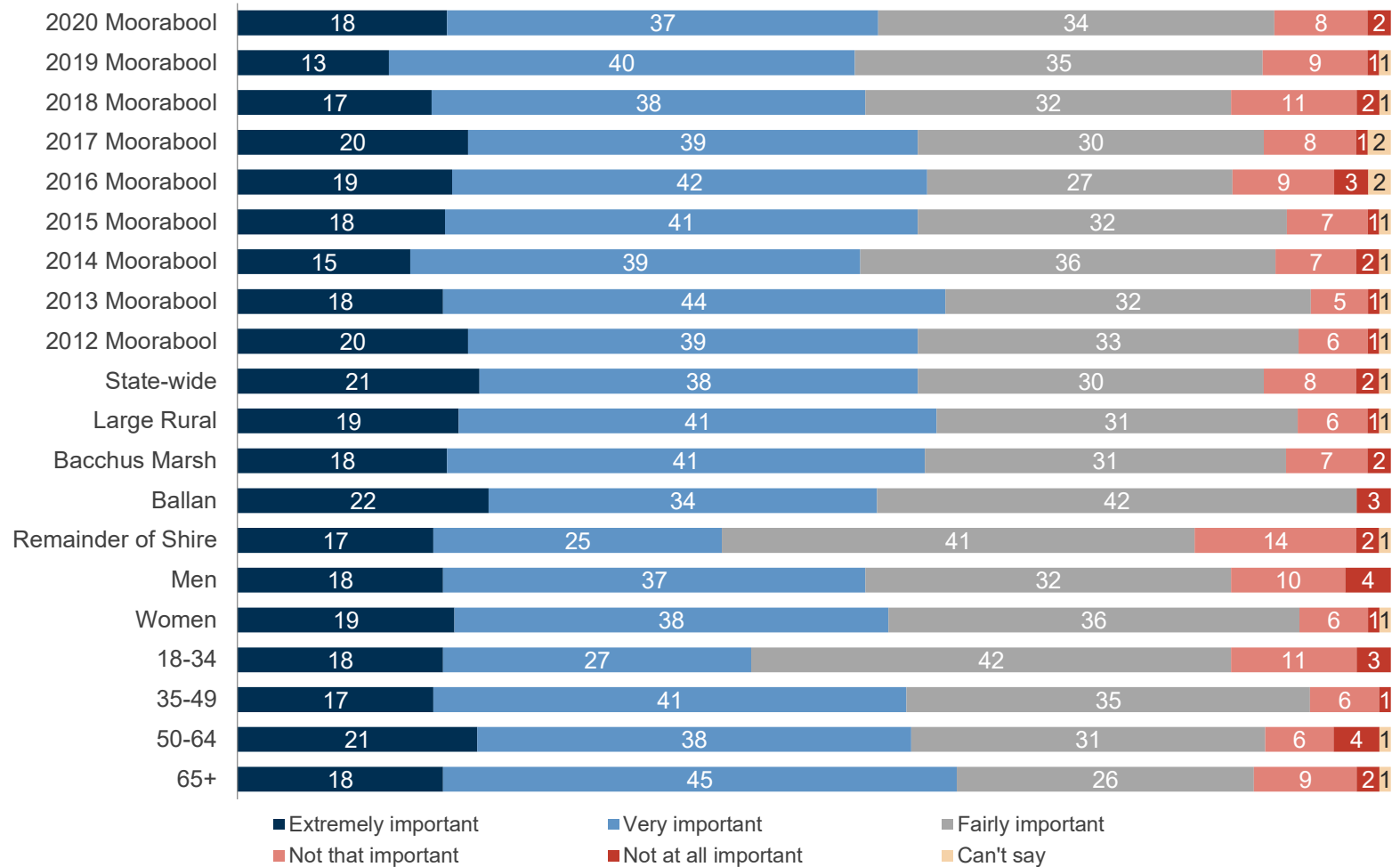
Base: All respondents. Councils asked state-wide: 18 Councils asked group: 3

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

# Business and community development and tourism importance



2020 business/development/tourism importance (%)



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: 3

# Business and community development and tourism performance



2020 business/development/tourism performance (index scores)

		2019	2018	2017	2016	2015	2014	2013	2012
Large Rural	61▲	62	61	60	59	59	n/a	n/a	n/a
State-wide	59	61	60	61	60	61	62	62	62
65+	59	63	58	58	59	53	55	62	60
Women	59	61	59	57	58	58	59	57	58
18-34	59	61	67	52	63	60	58	62	59
Bacchus Marsh	59	60	58	57	61	58	57	59	n/a
Moorabool	58	60	60	54	57	55	56	57	57
Ballan	57	59	61	54	52	54	56	51	n/a
50-64	56	54	54	54	54	54	54	52	51
Men	56	58	61	52	57	52	53	57	57
35-49	56	59	59	55	54	53	57	54	60
Remainder of Shire	54	57	63	49	53	49	53	55	n/a

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

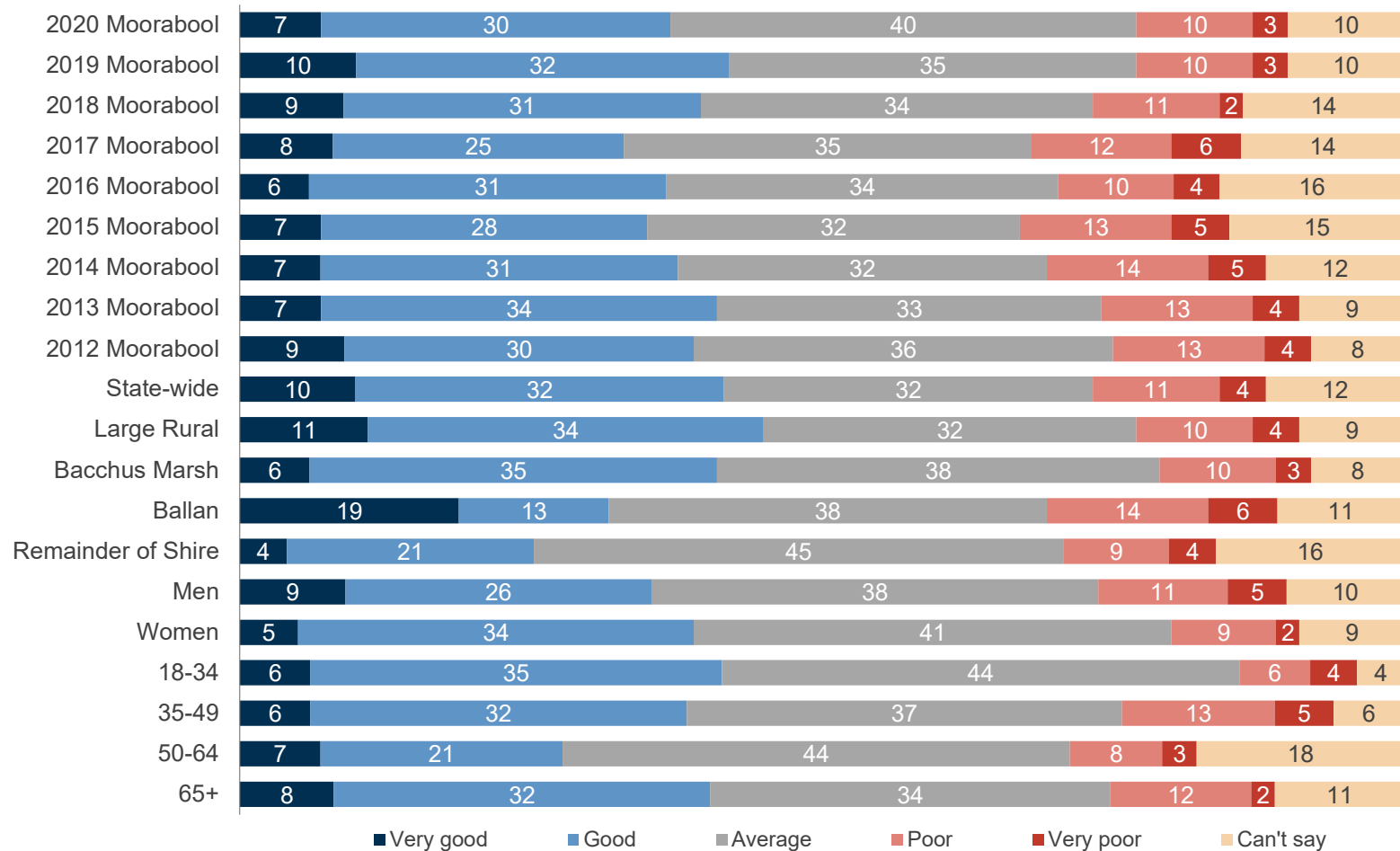
Base: All respondents. Councils asked state-wide: 22 Councils asked group: 4

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

# Business and community development and tourism performance



2020 business/development/tourism performance (%)



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





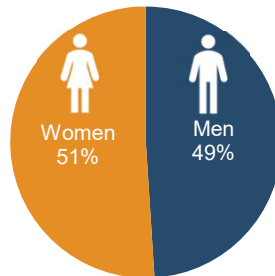
## **Detailed demographics**



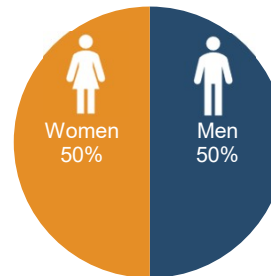
## Gender and age profile

### 2020 gender

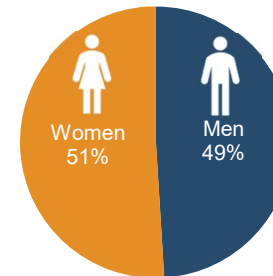
Moorabool



Large Rural

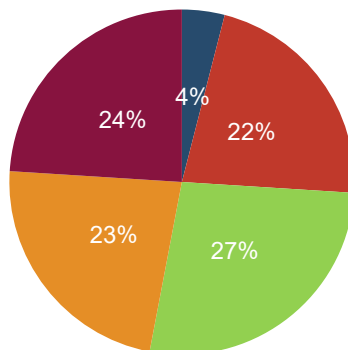


State-wide

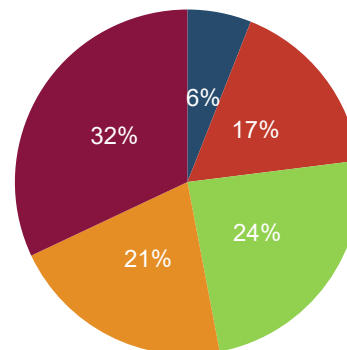


### 2020 age

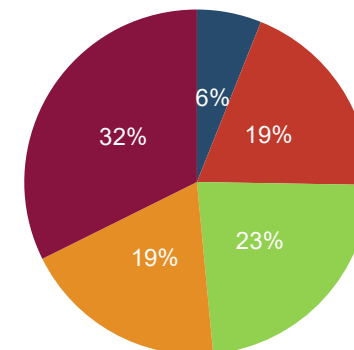
Moorabool



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: 62 Councils asked group: 17

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



# **Appendix A: Index scores, margins of error and significant differences**



## Appendix A: Index Scores

### Index Scores

Many questions ask respondents to rate council performance on a five-point scale, for example, from 'very good' to 'very poor', with 'can't say' also a possible response category. To facilitate ease of reporting and comparison of results over time, starting from the 2012 survey and measured against the state-wide result and the council group, an 'Index Score' has been calculated for such measures.

The Index Score is calculated and represented as a score out of 100 (on a 0 to 100 scale), with 'can't say' responses excluded from the analysis. The '% RESULT' for each scale category is multiplied by the 'INDEX FACTOR'. This produces an 'INDEX VALUE' for each category, which are then summed to produce the 'INDEX SCORE', equating to '60' in the following example.

Similarly, an Index Score has been calculated for the Core question 'Performance direction in the last 12 months', based on the following scale for each performance measure category, with 'Can't say' responses excluded from the calculation.

SCALE CATEGORIES	% RESULT	INDEX FACTOR	INDEX VALUE
Very good	9%	100	9
Good	40%	75	30
Average	37%	50	19
Poor	9%	25	2
Very poor	4%	0	0
Can't say	1%	--	INDEX SCORE 60

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



## Appendix A: Margins of error

The sample size for the 2020 State-wide Local Government Community Satisfaction Survey for Moorabool 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 25,900 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
<b>Moorabool Shire Council</b>	400	400	+/-4.9
<b>Men</b>	198	197	+/-7.0
<b>Women</b>	202	203	+/-6.9
<b>Bacchus Marsh</b>	293	299	+/-5.7
<b>Ballan</b>	35	31	+/-16.8
<b>Remainder of Shire</b>	72	70	+/-11.6
<b>18-34 years</b>	58	104	+/-13.0
<b>35-49 years</b>	124	109	+/-8.8
<b>50-64 years</b>	106	92	+/-9.5
<b>65+ years</b>	112	95	+/-9.3

## 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 (▼).

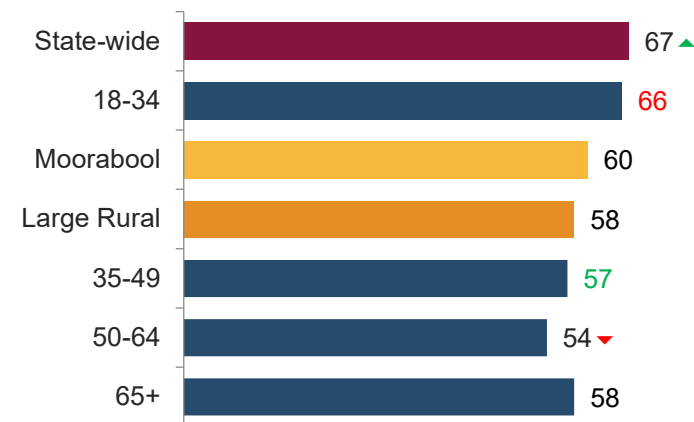
Significance when noted indicates a significantly higher or lower result for the analysis group in comparison to the 'Total' result for the council for that survey question for that year. Therefore in the example below:

- ▲ 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 2019. 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 2019.
- The result among 18-34 year olds in the council is **significantly lower** than the result achieved among this group in 2019.

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



## Appendix A: Index score significant difference calculation

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

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

Where:

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

All figures can be sourced from the detailed cross tabulations.

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



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





## Appendix B: Further information

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

- Background and objectives
- Analysis and reporting
- Glossary of terms

### Detailed survey tabulations

Detailed survey tabulations are available in supplied Excel file.

### Contacts

For further queries about the conduct and reporting of the 2020 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on

**(03) 8685 8555** or via email:  
[admin@jwsresearch.com](mailto:admin@jwsresearch.com)



## Appendix B: Survey methodology and sampling

The 2020 results are compared with previous years, as detailed below:

- 2020, n=400 completed interviews, conducted in the period of 30<sup>th</sup> January – 22<sup>nd</sup> March.
- 2019, n=401 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2018, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2017, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2016, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2015, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2014, n=400 completed interviews, conducted in the period of 31<sup>st</sup> January – 11<sup>th</sup> March.
- 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 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 60% mobile phone numbers to cater to the diversity of residents within Moorabool Shire Council, particularly younger people.

A total of n=400 completed interviews were achieved in Moorabool Shire Council. Survey fieldwork was conducted in the period of 30<sup>th</sup> January – 22<sup>nd</sup> March, 2020.



## Appendix B: Analysis and reporting

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All participating councils are listed in the State-wide report published on the DELWP website. In 2020, 62 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 2012-2020 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, 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 2020 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: 2012 survey revision

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The survey was revised in 2012. As a result:

- The survey is now conducted as a representative random probability survey of residents aged 18 years or over in local councils, whereas previously it was conducted as a 'head of household' survey.
- As part of the change to a representative resident survey, results are now weighted post survey to the known population distribution of 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 2012-2020 have been made throughout this report as appropriate.



## Appendix B: Core, optional and tailored questions

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### Core, optional and tailored questions

Over and above necessary geographic and demographic questions required to ensure sample representativeness, a base set of questions for the 2020 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 2020 State-wide Local Government Community Satisfaction Survey were optional. Councils also had the ability to ask tailored questions specific only to their council.



## Appendix B: Analysis and reporting

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### Reporting

Every council that participated in the 2020 State-wide Local Government Community Satisfaction Survey receives a customised report. In addition, the State government is supplied with this State-wide summary report of the aggregate results of 'Core' and 'Optional' questions asked across all council areas surveyed, which is available at:

<http://www.delwp.vic.gov.au/local-government/strengthening-councils/council-community-satisfaction-survey>.

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



## Appendix B: Glossary of terms

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

**CSS:** 2020 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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