



# **2021 Local Government Community Satisfaction Survey**

## **Moorabool Shire Council**

Coordinated by the Department of Jobs,  
Precincts and Regions 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-second year, this survey provides insight into the community's views on:

- councils' overall performance, with benchmarking against State-wide and council group results
- value for money in services and infrastructure
- community consultation and engagement
- decisions made in the interest of the community
- customer service, local infrastructure, facilities, services and
- overall council direction.

When coupled with previous data, the survey provides a reliable historical source of the community's views since 1998. A selection of results from the last ten years shows that councils in Victoria continue to provide services that meet the public's expectations.

### Serving Victoria for 22 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 22 years of results, the CSS offers councils a long-term measure of how they are performing – essential for councils that work over the long term to provide valuable services and infrastructure to their communities.

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

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

A large, dark blue, stylized letter 'W' graphic that spans the right side of the page. It has a glowing, network-like pattern of white lines and nodes, resembling a map or a data visualization, overlaid on its structure.

## **Key findings and recommendations**



# Moorabool Shire Council – at a glance

## Overall council performance

Results shown are index scores out of 100.



Moorabool 54



State-wide 61



Large Rural 58

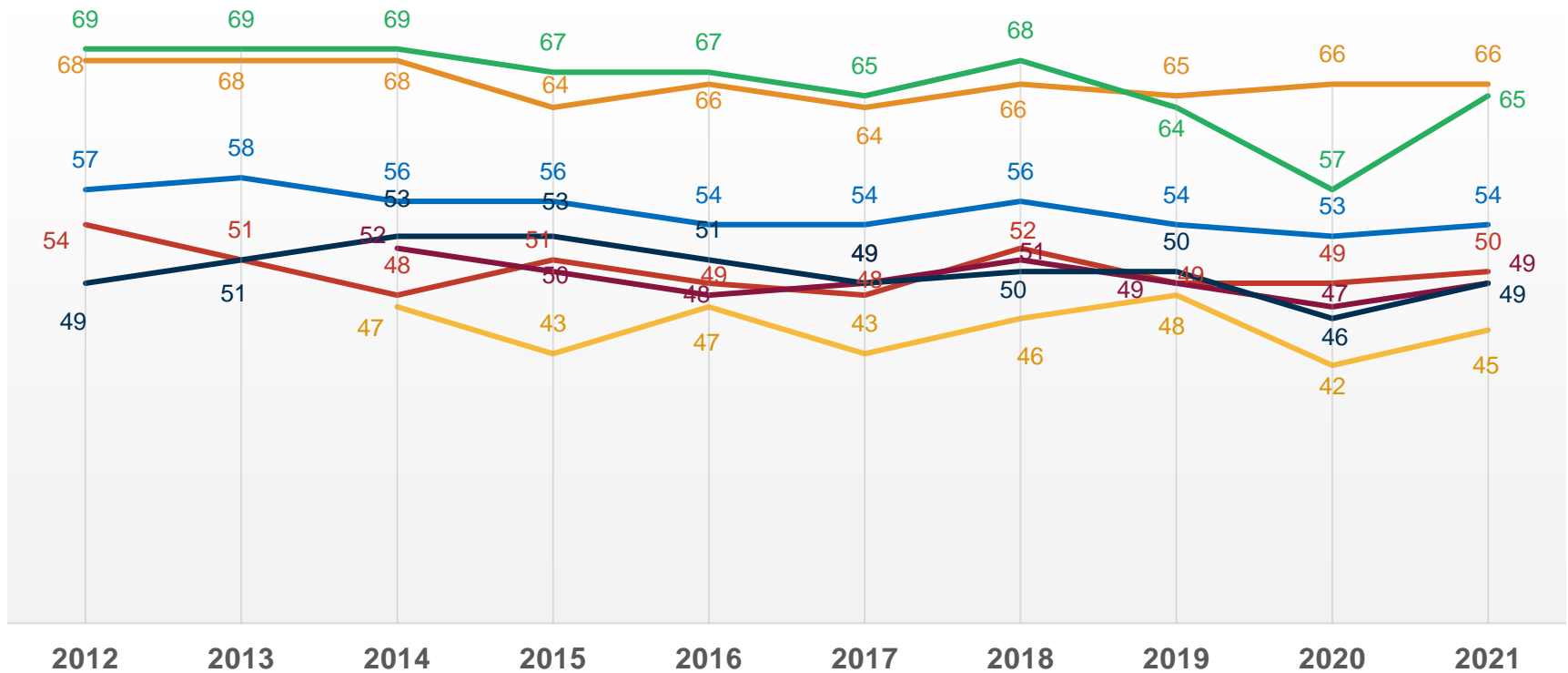
## Council performance compared to State-wide and group averages

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



# Summary of core measures

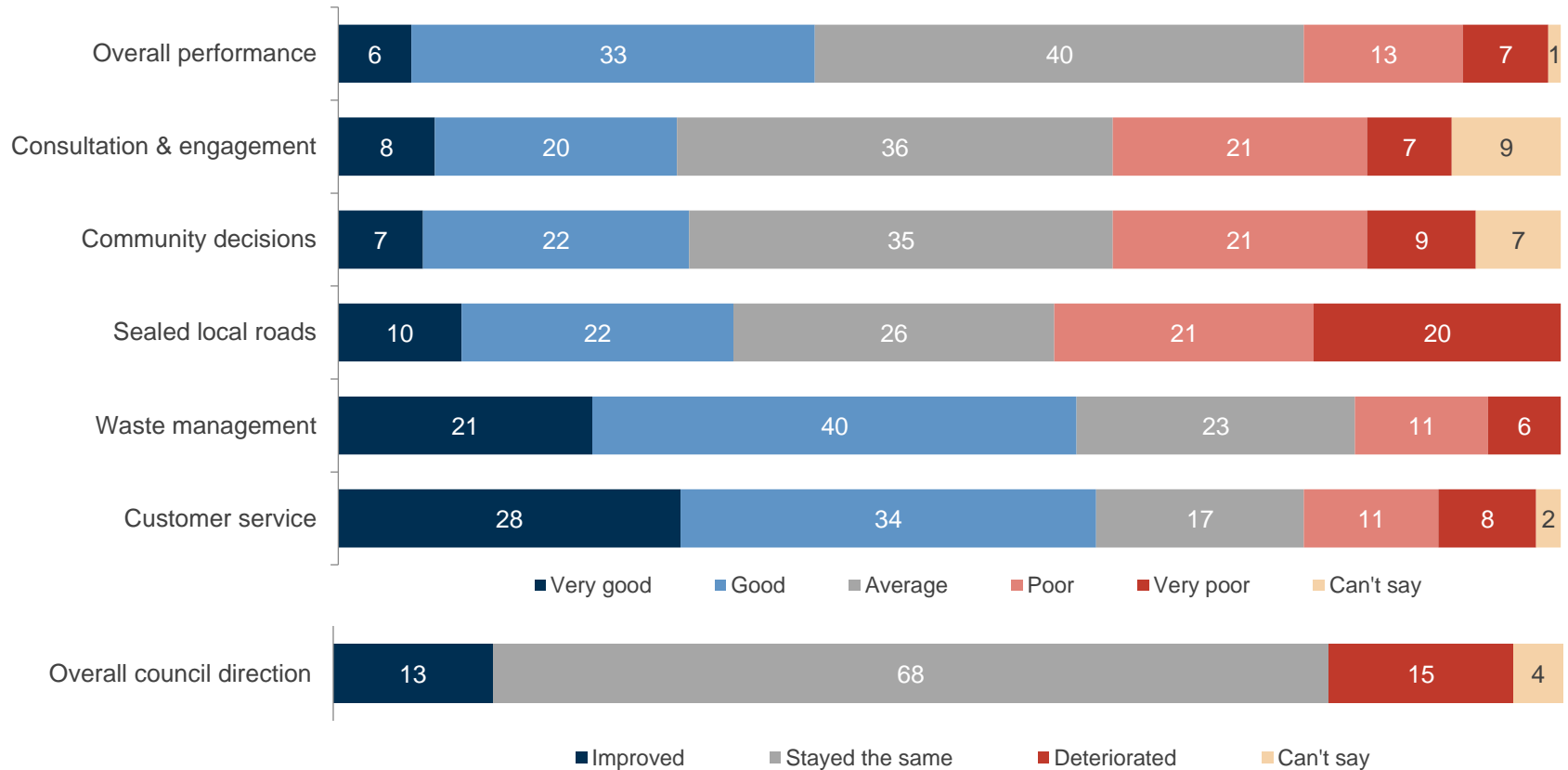
## Index scores















## Summary of core measures

Core measures summary results (%)










## Summary of Moorabool Shire Council performance

Services		Moorabool 2021	Moorabool 2020	Large Rural 2021	State-wide 2021	Highest score	Lowest score
	Overall performance	54	53	58	61	Aged 65+ years	Aged 35-49 years
	Value for money	44	-	50	54	Aged 65+ years	Aged 35-49 years
	Overall council direction	49	46	51	53	Aged 65+ years	Ballan residents
	Customer service	66	66	68	70	Ballan residents	Aged 35-49 years
	Elderly support services	67	62	68	69	Ballan residents	Aged 35-49 years, Remainder of Shire residents
	Appearance of public areas	66	64	70	73	Ballan residents	Aged 18-34 years
	Waste management	65	57	66	69	Aged 65+ years	Aged 18-34 years
	Family support services	64	62	66	66	Bacchus Marsh residents, Aged 65+ years	Ballan residents
	Bus/community dev./tourism	57	58	59	61	Aged 18-34 years	Aged 35-64 years
	Recreational facilities	57	58	68	71	Aged 65+ years	Ballan residents





## Summary of Moorabool Shire Council performance

Services		Moorabool 2021	Moorabool 2020	Large Rural 2021	State-wide 2021	Highest score	Lowest score
	Consultation & engagement	50	49	54	56	Aged 65+ years	Ballan residents
	Lobbying	50	47	54	55	Aged 65+ years	Aged 18-34 years
	Community decisions	49	47	54	56	Aged 65+ years	Aged 18-34 years
	Local streets & footpaths	48	46	55	59	Aged 50-64 years	Ballan residents
	Sealed local roads	45	42	50	57	Bacchus Marsh residents	Ballan residents



## Focus areas for the next 12 months

### Overview

Perceptions of Council's performance improved or are in line with 2020 results on every measure evaluated. This includes significant increases in the areas of elderly support services (Council's highest rated measure, up five points from 2020) and waste management (up eight points). This is a positive result for Council, although concerns persist, with many areas significantly below the Large Rural group and State-wide averages, including overall performance.

### Key influences on perceptions of overall performance

Council's ability to make decisions in residents' best interests and community consultation comprise the two areas with the strongest influence on overall impressions of Council performance. Currently, Council performs less well on both relative to many other areas. Enhanced consultation and engagement and better communication and transparency around Council involvement on local issues will help improve overall perceptions.

### Comparison to state and area grouping

Notwithstanding improved perceptions across service areas from 2020, Council rates significantly lower than Large Rural group and State-wide averages for councils on a majority of measures evaluated. This includes lower than average ratings in Council's lowest performing service areas – local streets and footpaths and sealed local roads.

### Maintain gains achieved to date and areas for focus

Council should look to build upon its improved performance on most measures over the next 12 months, particularly waste management. Council should also focus on local streets and footpaths and sealed local roads. Both have a moderate influence on overall perceptions, but Council currently rates poorly in these areas. One in four residents (25%) volunteer sealed road maintenance as a Council area in need of improvement, followed by waste management (12%).

# DETAILED FINDINGS

# **Overall performance**



## Overall performance

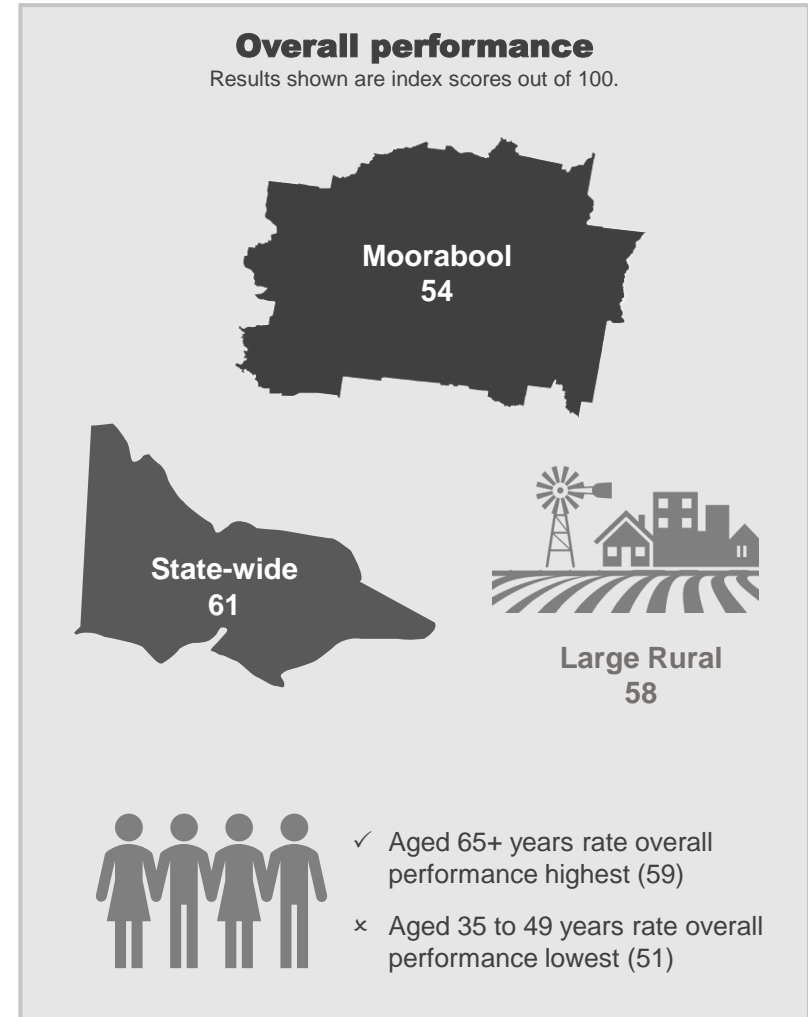
The overall performance index score of 54 is in line with the 2020 result (up one index point). Overall performance scores have remained relatively stable through the years.

Moorabool Shire Council's overall performance is rated statistically significantly lower (at the 95% confidence interval) than the average rating for councils in the Large Rural group and State-wide (index scores of 58 and 61 respectively).

- Residents aged 65 years and over (index score of 59) rate Council's overall performance significantly higher than the Council average.
- Ratings of overall performance are relatively consistent across other demographic and geographic cohorts.

Three in ten residents (29%) rate the value for money they receive from Council in infrastructure and services as 'very good' or 'good'. Comparatively, two in five rate Council as 'very poor' or 'poor' (39%). A further 30% rate Council as 'average' in terms of providing value for money.

- Residents aged 65 years and over (index score of 50) rate value for money significantly higher than the Council average.





# Overall performance

## 2021 overall performance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	61▲	58	60	59	59	59	60	61	60	60
65+	59▲	62	58	57	56	55	56	56	59	60
Large Rural	58▲	55	56	56	54	54	56	n/a	n/a	n/a
50-64	55	50	51	51	50	52	55	53	55	52
Bacchus Marsh	55	53	54	55	54	56	59	56	57	n/a
Men	55	51	53	55	52	53	57	56	59	57
Moorabool	54	53	54	56	54	54	56	56	58	57
Women	54	55	54	58	55	54	55	55	57	57
Remainder of Shire	54	50	52	58	52	53	52	54	60	n/a
Ballan	53	56	51	55	55	46	59	55	53	n/a
18-34	52	54	53	61	61	60	61	58	66	60
35-49	51	47	51	55	48	48	54	55	52	56

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?

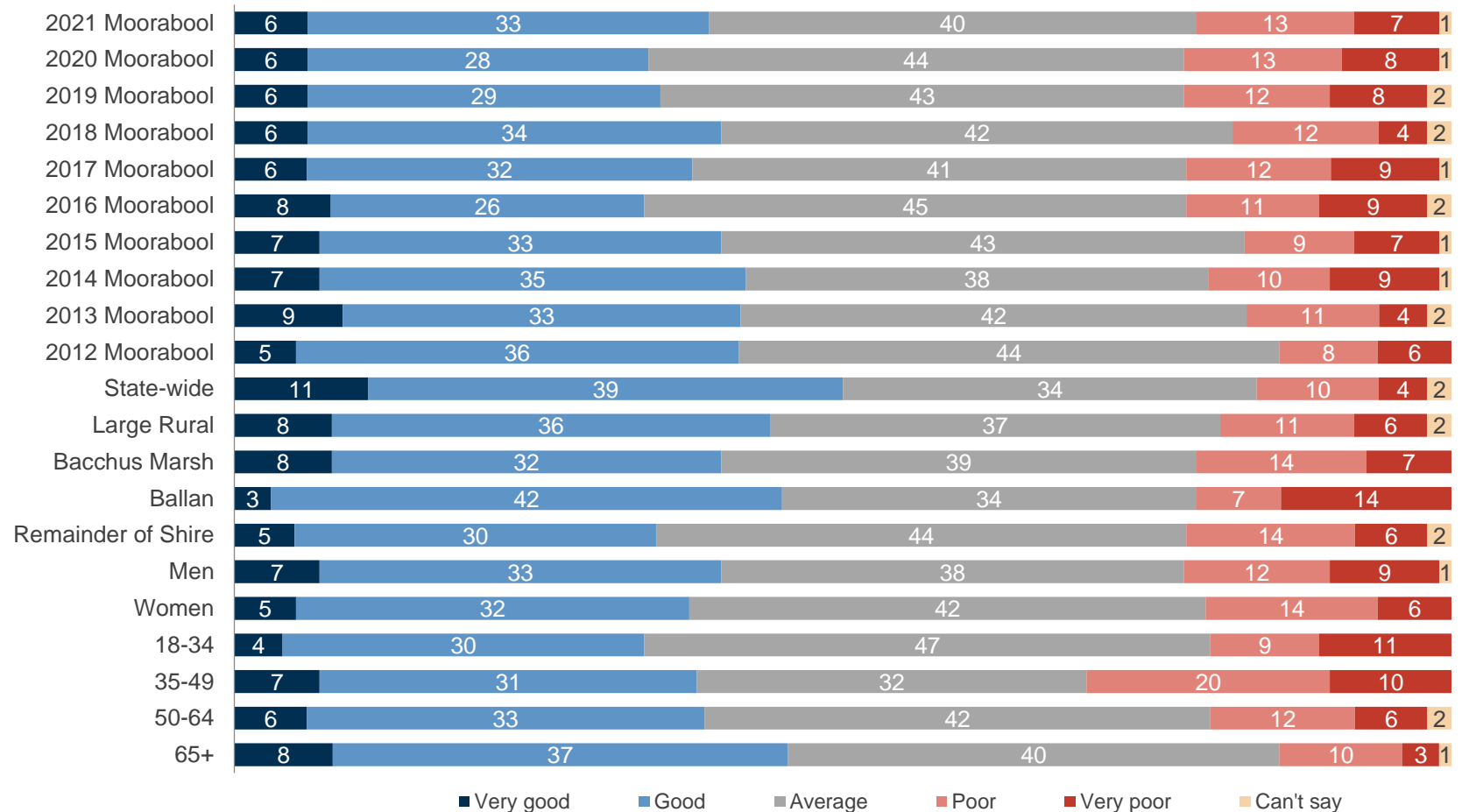
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

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



# Overall performance

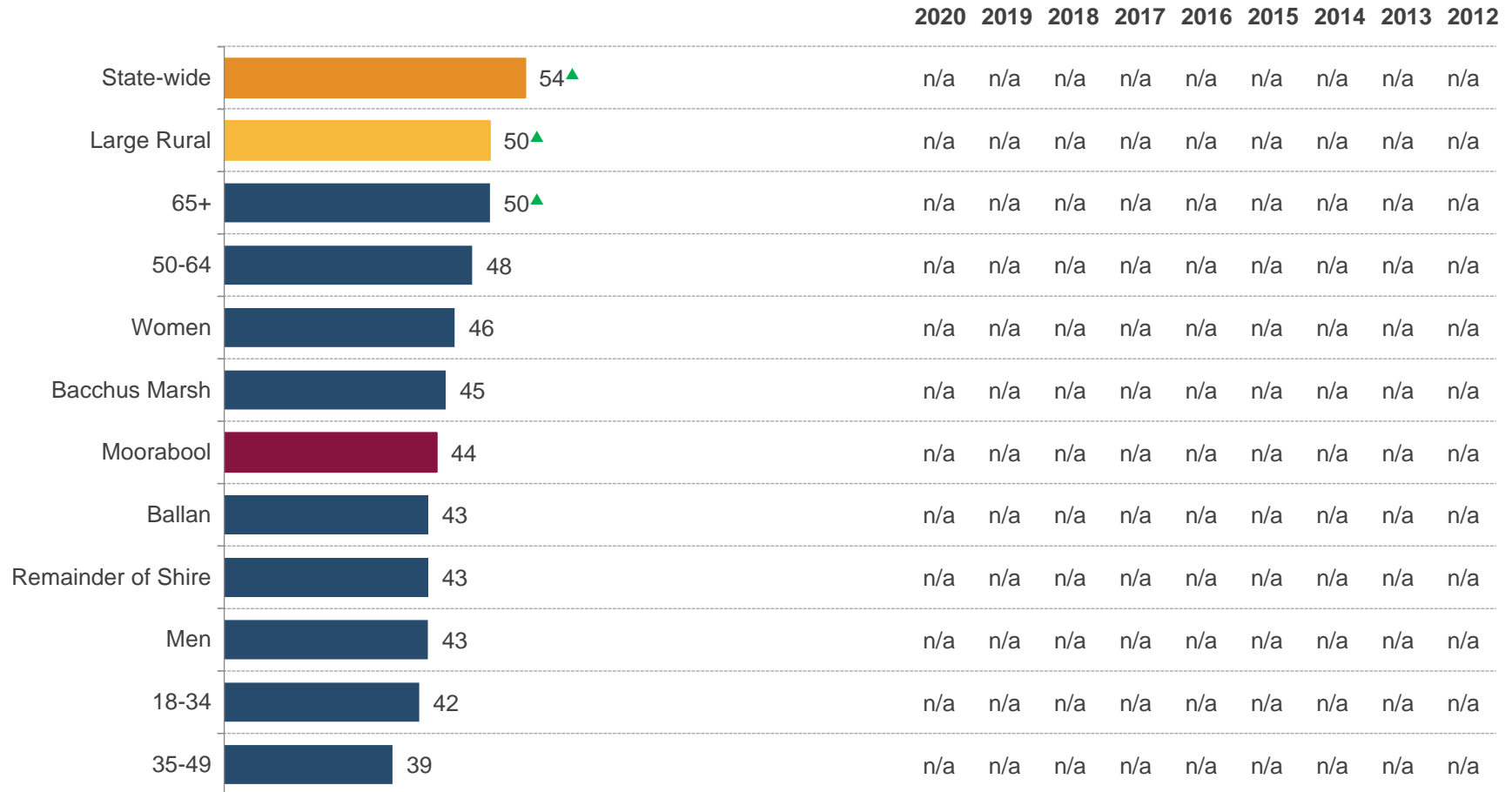
## 2021 overall performance (%)





## Value for money in services and infrastructure

### 2021 value for money (index scores)



Q3b. How would you rate Moorabool Shire Council at providing good value for money in infrastructure and services provided to your community?

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

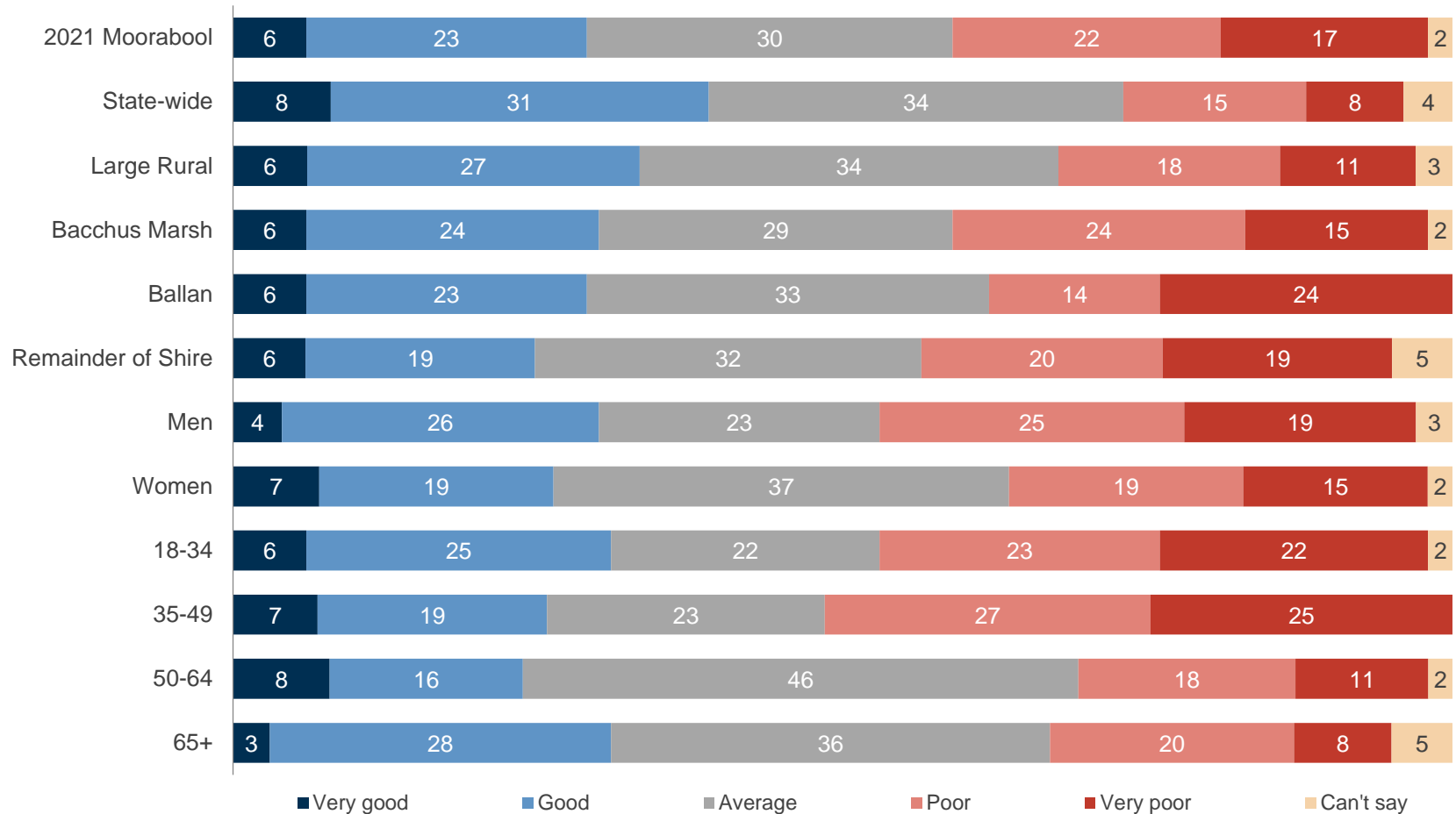
Note: Please see Appendix A for explanation of significant differences.





## Value for money in services and infrastructure

2021 value for money (%)



Q3b. How would you rate Moorabool Shire Council at providing good value for money in infrastructure and services provided to your community?

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



## Top performing service areas

Elderly support services (index score of 67) is the area where Council performs best in 2021, improving by a significant five index points from 2020. Ratings have returned to previously achieved high levels after declining between 2018 and 2020.

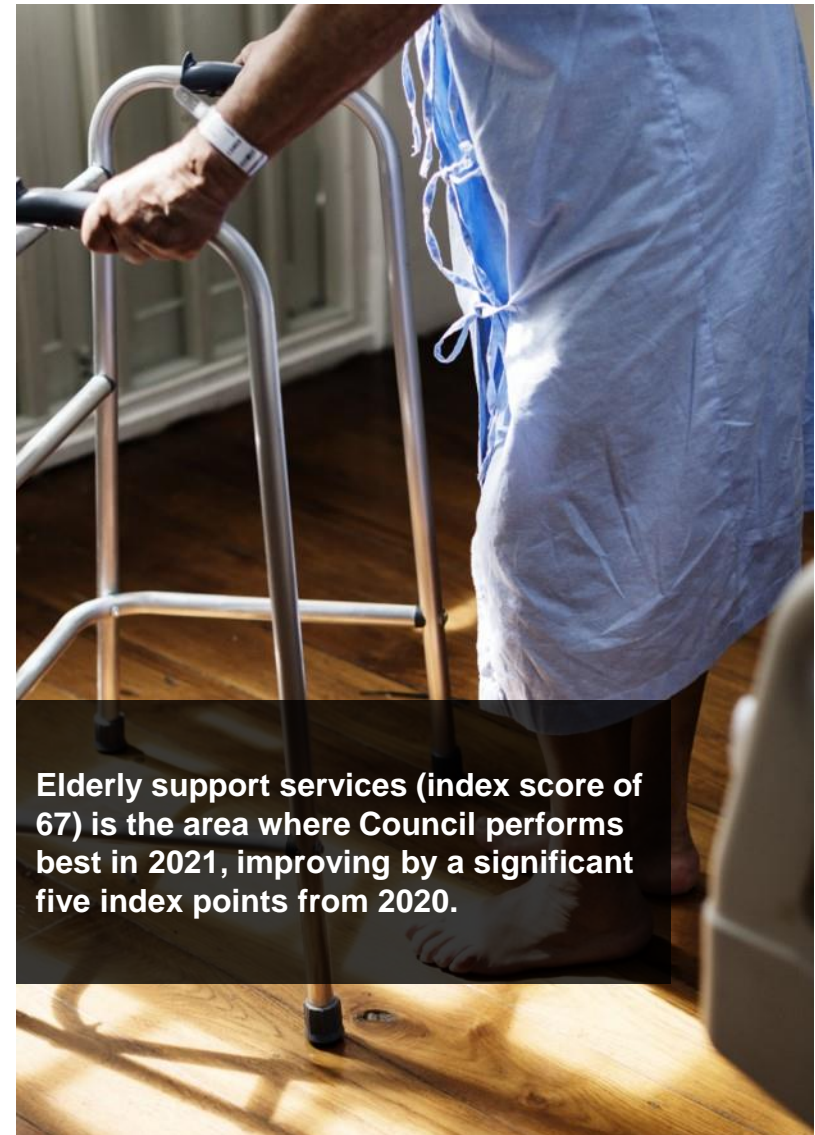
- The increase is driven by significantly improved opinions in Bacchus Marsh (index score of 67, up four points), areas outside of Ballan or Bacchus Marsh (index score of 64, up seven points), and residents aged 50 to 64 years (index score of 66, up eight points).

Council performs in line with the Large Rural group and State-wide averages (index scores of 68 and 69 respectively) in this service area.

Appearance of public areas is Council's next highest rated service area (index score of 66), followed by waste management (index score of 65, up significantly by eight points).

On the appearance of public areas, Council rates significantly lower than Large Rural group and State-wide averages (index scores of 70 and 73 respectively).

- Ballan residents (index score of 73) rate the appearance of public areas significantly higher than the Council average.



**Elderly support services (index score of 67) is the area where Council performs best in 2021, improving by a significant five index points from 2020.**



## Low performing service areas



Council did not experience any significant declines in performance ratings in 2021.

Notwithstanding modest improvements in perceptions in both areas, Council rates lowest – relative to its performance in other areas – for sealed local roads (index score of 45) and local streets and footpaths (index score of 48).

- Both of these areas are influential in driving perceptions of Council's overall performance so efforts here, where possible, are warranted.
- Council rates significantly lower than Large Rural group and State-wide averages on both measures.
- On the measure of sealed local roads, residents in Ballan (index score of 34) rate Council's performance significantly lower than average. This suggests that Council should focus attention in this geographic area as the first priority.

One in four residents (25%) volunteer sealed road maintenance as the Council area most in need of improvement. In addition, there is a 33-point gap between rated importance and perceived performance in the area of local streets and footpaths.



# Individual service area performance

## 2021 individual service area performance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
Elderly support services	67	62	64	67	63	62	66	67	67	68
Appearance of public areas	66	64	64	64	64	64	63	65	64	69
Waste management	65	57	64	68	65	67	67	69	69	69
Family support services	64	62	61	62	62	62	64	64	64	65
Bus/community dev./tourism	57	58	60	60	54	57	55	56	57	57
Recreational facilities	57	58	54	55	55	56	60	61	57	61
Consultation & engagement	50	49	49	52	48	49	51	48	51	54
Lobbying	50	47	47	48	47	48	49	51	52	54
Community decisions	49	47	49	51	49	48	50	52	n/a	n/a
Local streets & footpaths	48	46	53	49	48	47	49	48	50	49
Sealed local roads	45	42	48	46	43	47	43	47	n/a	n/a

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

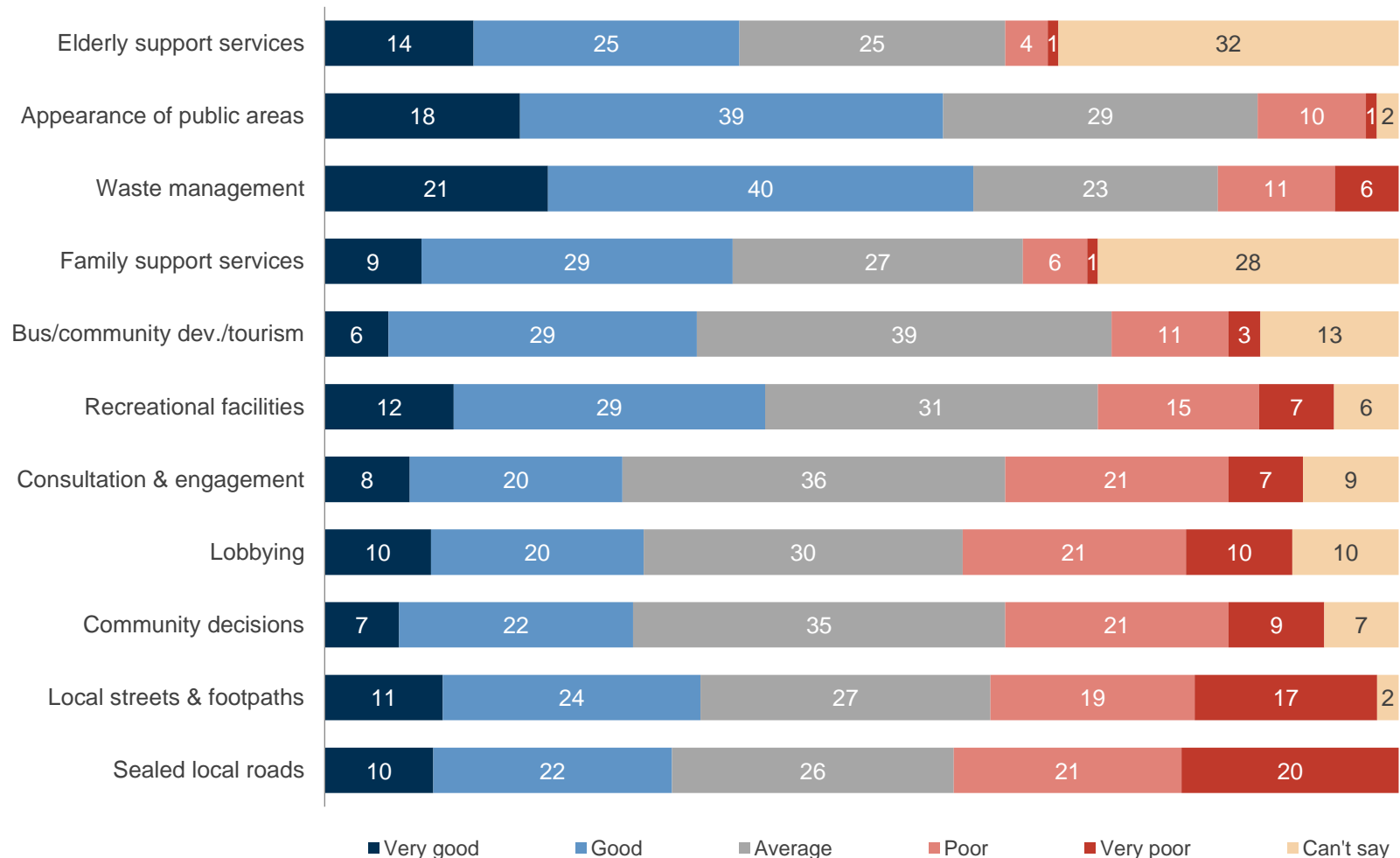
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

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



## Individual service area performance

2021 individual service area performance (%)





# Individual service area importance

## 2021 individual service area importance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
Community decisions	83	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Waste management	83	84	80	82	80	78	79	79	80	78
Local streets & footpaths	81	82	79	80	78	79	79	79	81	81
Elderly support services	79	80	80	79	78	80	79	77	78	81
Consultation & engagement	78	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Lobbying	75	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Appearance of public areas	74	75	73	73	75	75	72	72	74	72
Family support services	74	75	73	73	74	75	71	73	75	76
Recreational facilities	73	75	72	74	73	73	72	72	74	73
Business & community dev.	67	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Bus/community dev./tourism	65	66	64	65	67	67	67	65	69	68

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

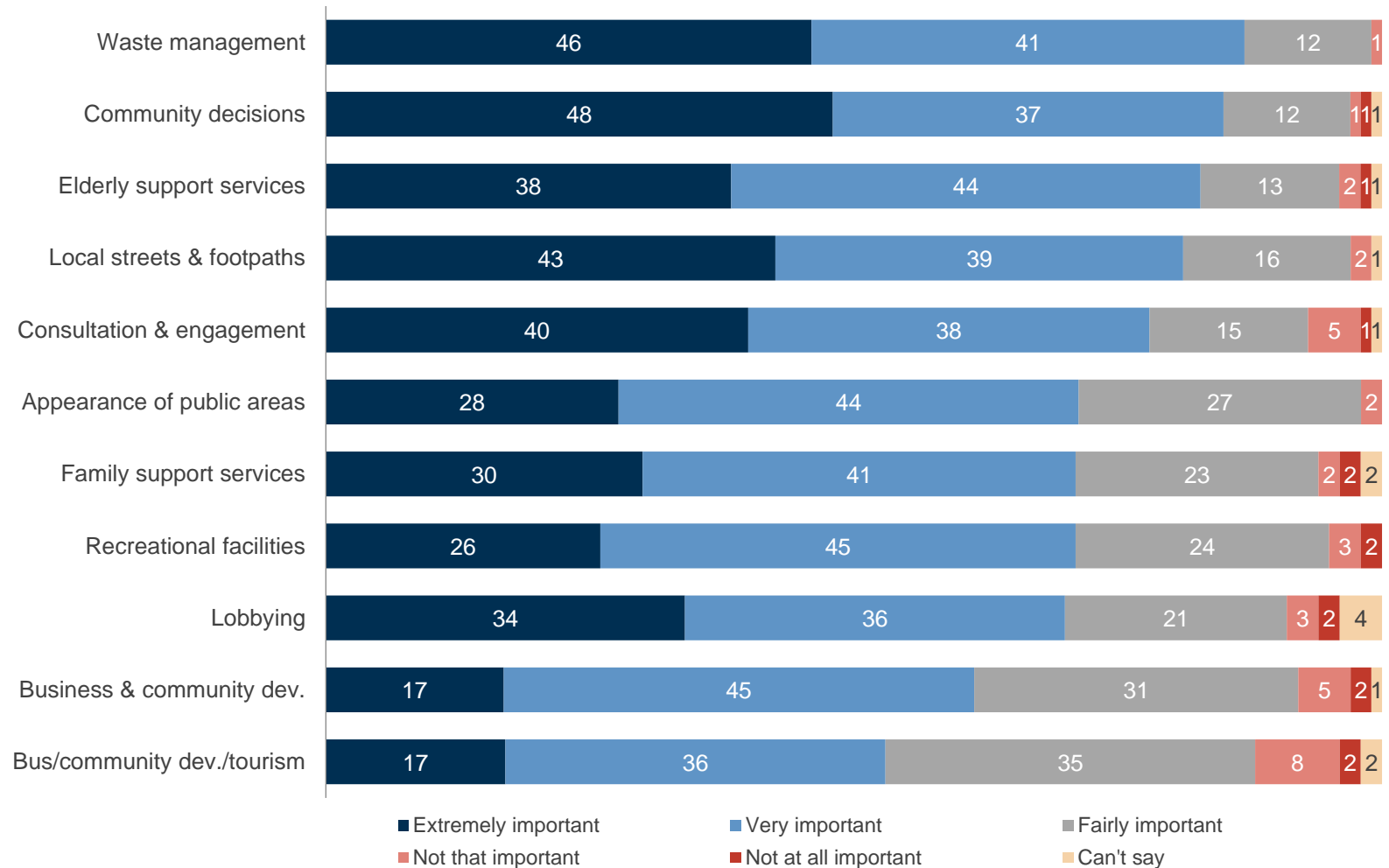
Base: All respondents. Councils asked state-wide: 34 Councils asked group: 9

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



# Individual service area importance

## 2021 individual service area importance (%)

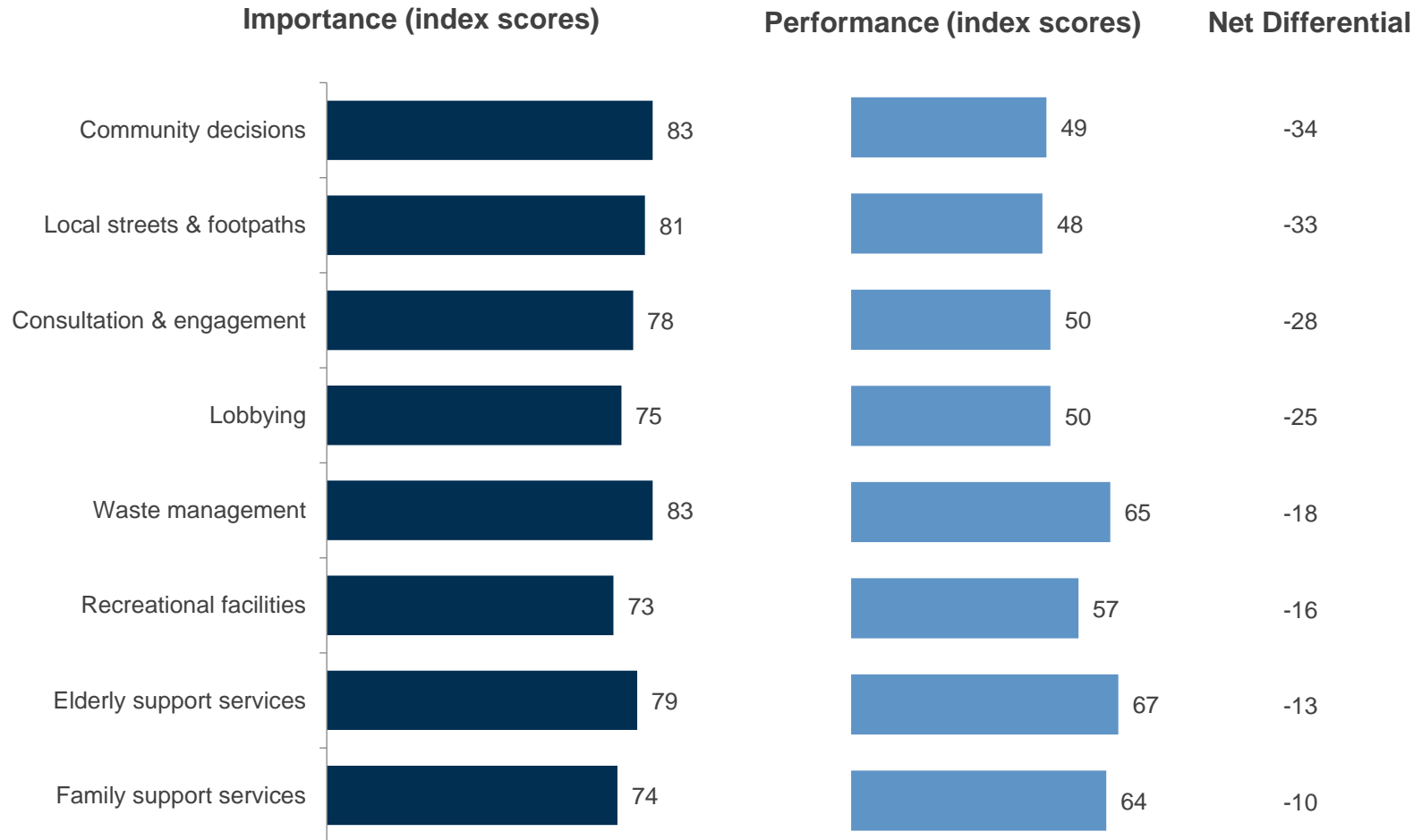






# Individual service areas importance vs performance

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



Note: Net differentials are calculated based on the un-rounded importance and performance scores, then rounded to the nearest whole number, which may result in differences of +/-1% in the importance and performance scores and the net differential scores.





## Influences on perceptions of overall performance

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

- Decisions made in the interest of the community.

**Good communication and transparency with residents about decisions Council has made in the community's interest provides the greatest opportunity to drive up overall opinion of Council's performance.**

This is also one of Council's poorer performing areas (index score of 49).

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

- Community consultation and engagement
- The condition of sealed local roads
- The condition of local streets and footpaths
- Elderly support services
- The appearance of public areas.

Looking just at these key service areas, elderly support services and the appearance of public areas have a relatively high performance index (67 and 66 respectively) and a moderate influence on the overall performance rating.

Maintaining these positive results should remain a focus but there is greater work to be done elsewhere.

Community consultation has a strong influence on overall perceptions but Council performs less well here (performance index of 50).

However, most in need of attention are the condition of local streets and sealed roads. Both are poorly rated (performance index of 48 and 45 respectively) and have a moderate influence on overall community opinion.

**It will be important to better inform and consult residents on key local issues.**

**Ensuring that local roads, streets and footpaths are well maintained can also help to improve opinion of Council's overall performance.**



## 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 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 weaker 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

## 2021 regression analysis (all service areas)

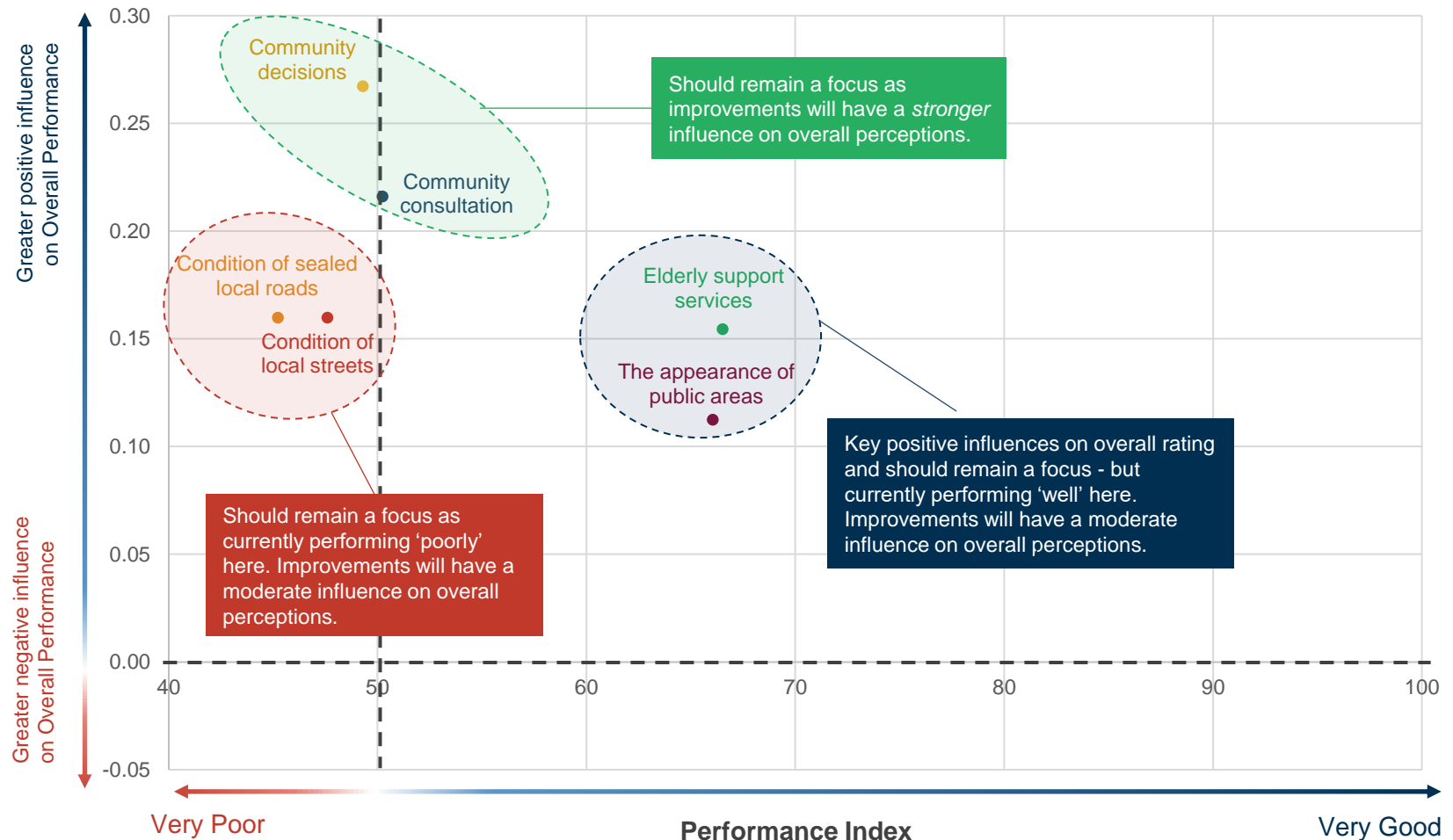


The multiple regression analysis model above (all service areas) has an  $R^2$  value of 0.577 and adjusted  $R^2$  value of 0.565, which means that 58% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at  $p = 0.0001$ ,  $F = 48.17$ . 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

## 2021 regression analysis (key service areas)



The multiple regression analysis model above (reduced set of service areas) has an  $R^2$  value of 0.568 and adjusted  $R^2$  value of 0.561, which means that 57% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at  $p = 0.0001$ ,  $F = 86.02$ .



## Areas for improvement

**2021 areas for improvement (%)**  
**- Top mentions only -**





# **Customer service**



## Contact with council and customer service

### Contact with council

Almost two-thirds of Council residents (64%) have had contact with Council in the last 12 months. Rate of contact is less than last year (down five percentage points).

- Contact fell significantly among Bacchus Marsh residents in the last 12 months (60%, down from 70%). Comparatively higher rates of contact are seen this year among residents of Ballan (70%) and the Remainder of the Shire (69%).



### Customer service

Council's customer service index of 66 is unchanged from 2020. Customer service ratings have been fairly consistent for the last ten years. Customer service is rated in line with the Large Rural group average, but significantly lower than councils State-wide (index scores of 68 and 70 respectively).

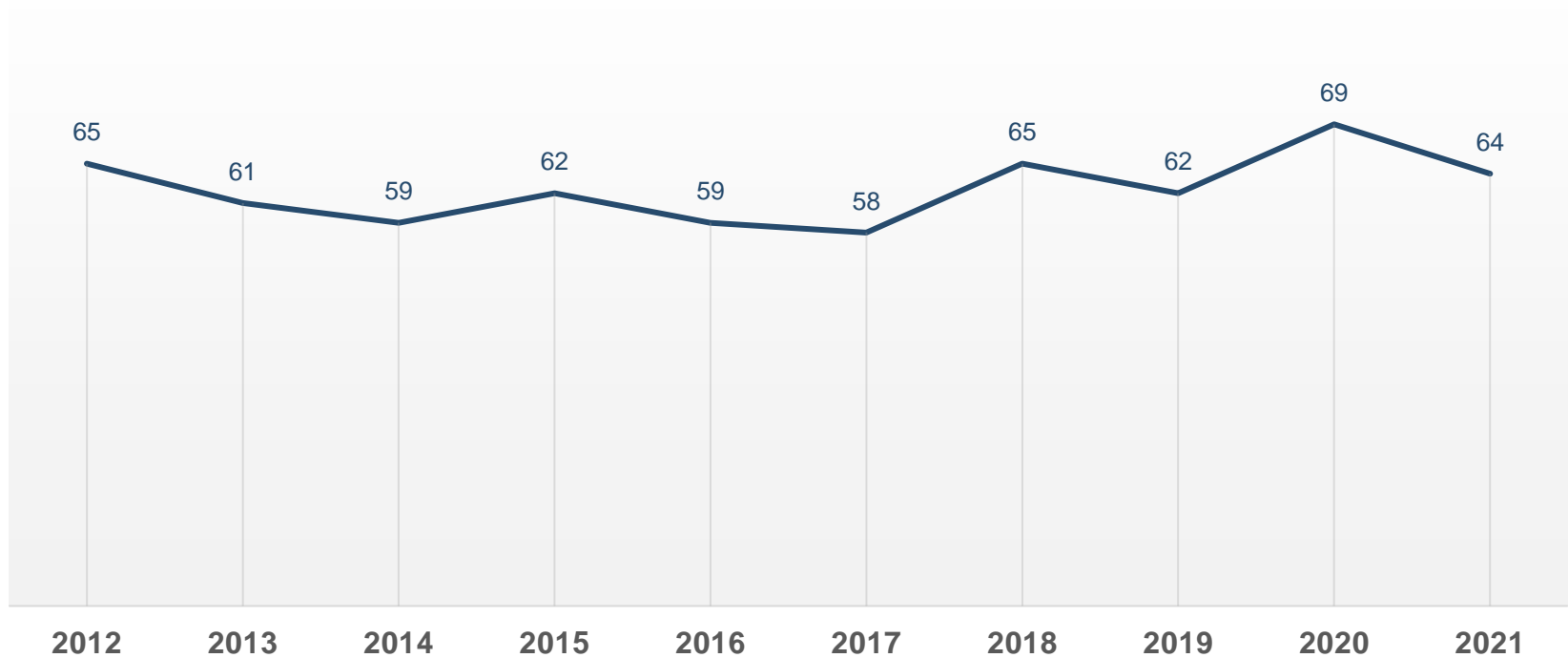
Among those who have had contact with Council, three in five (62%) provide a positive customer service rating of 'very good' or 'good'.

- Ratings of Council's customer service are highest among Ballan residents (index score of 76).
- Perceptions of customer service improved significantly among residents in the Remainder of the Shire (index score of 73, up 13 points on 2020 – also significantly higher than the Council-wide average).
- Conversely, ratings among Bacchus Marsh residents declined significantly (index score of 61, down seven points on 2020), while 35-49 year olds rate Council's customer service the lowest (index score of 59).



## Contact with council

**2021 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?

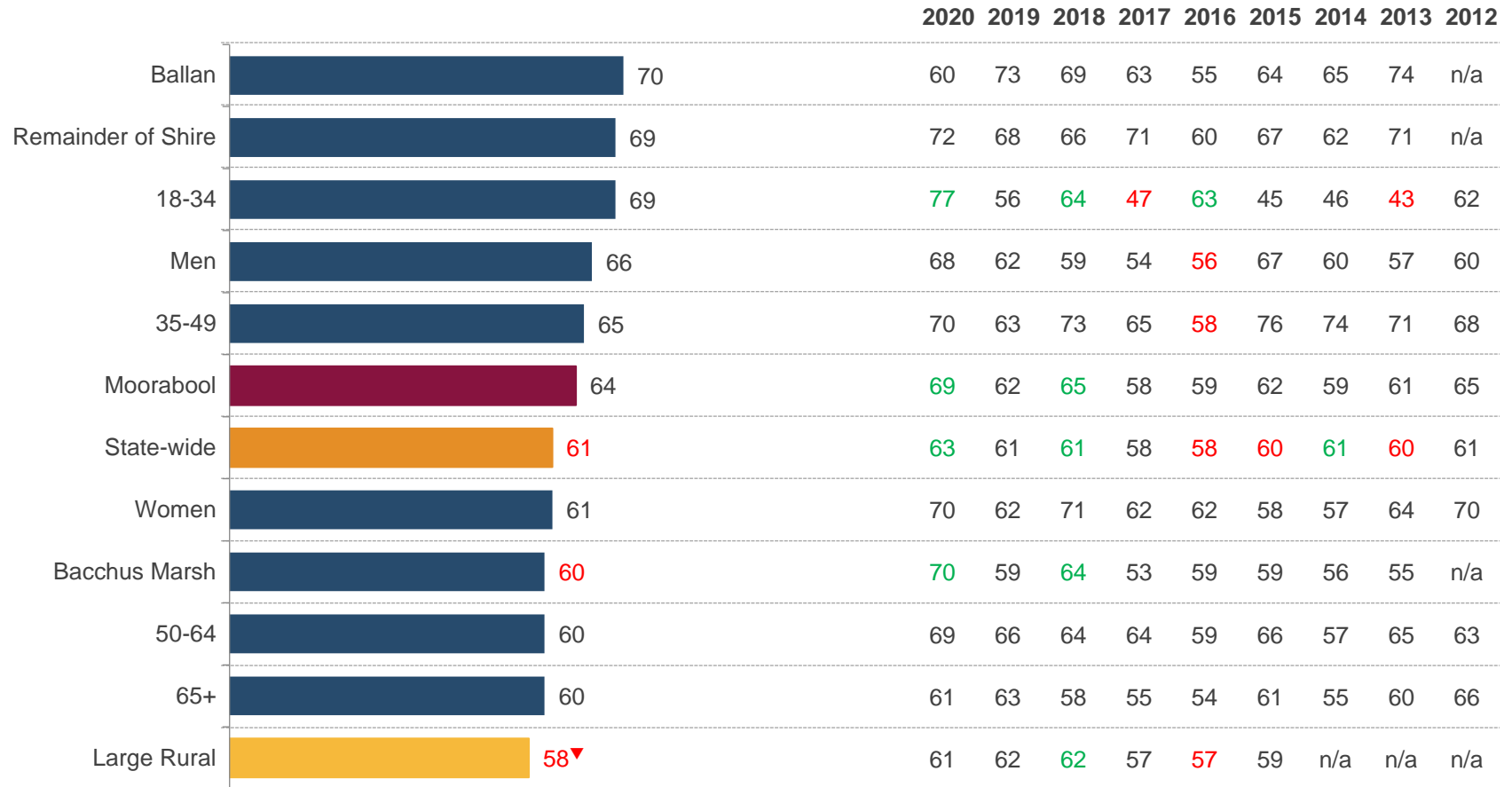
Base: All respondents. Councils asked state-wide: 39 Councils asked group: 10





## Contact with council

### 2021 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?

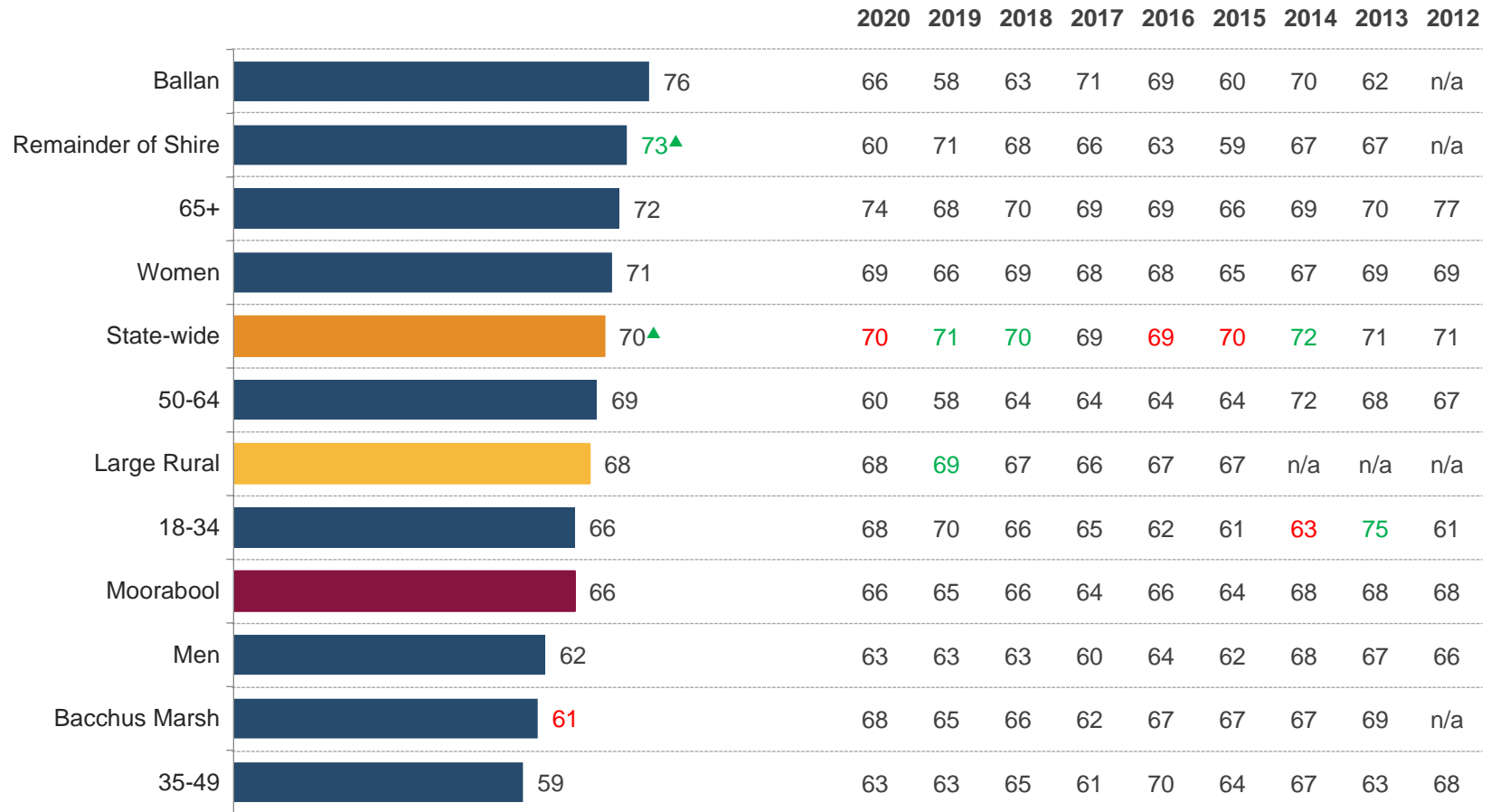
Base: All respondents. Councils asked state-wide: 39 Councils asked group: 10

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



# Customer service rating

## 2021 customer service rating (index scores)



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.

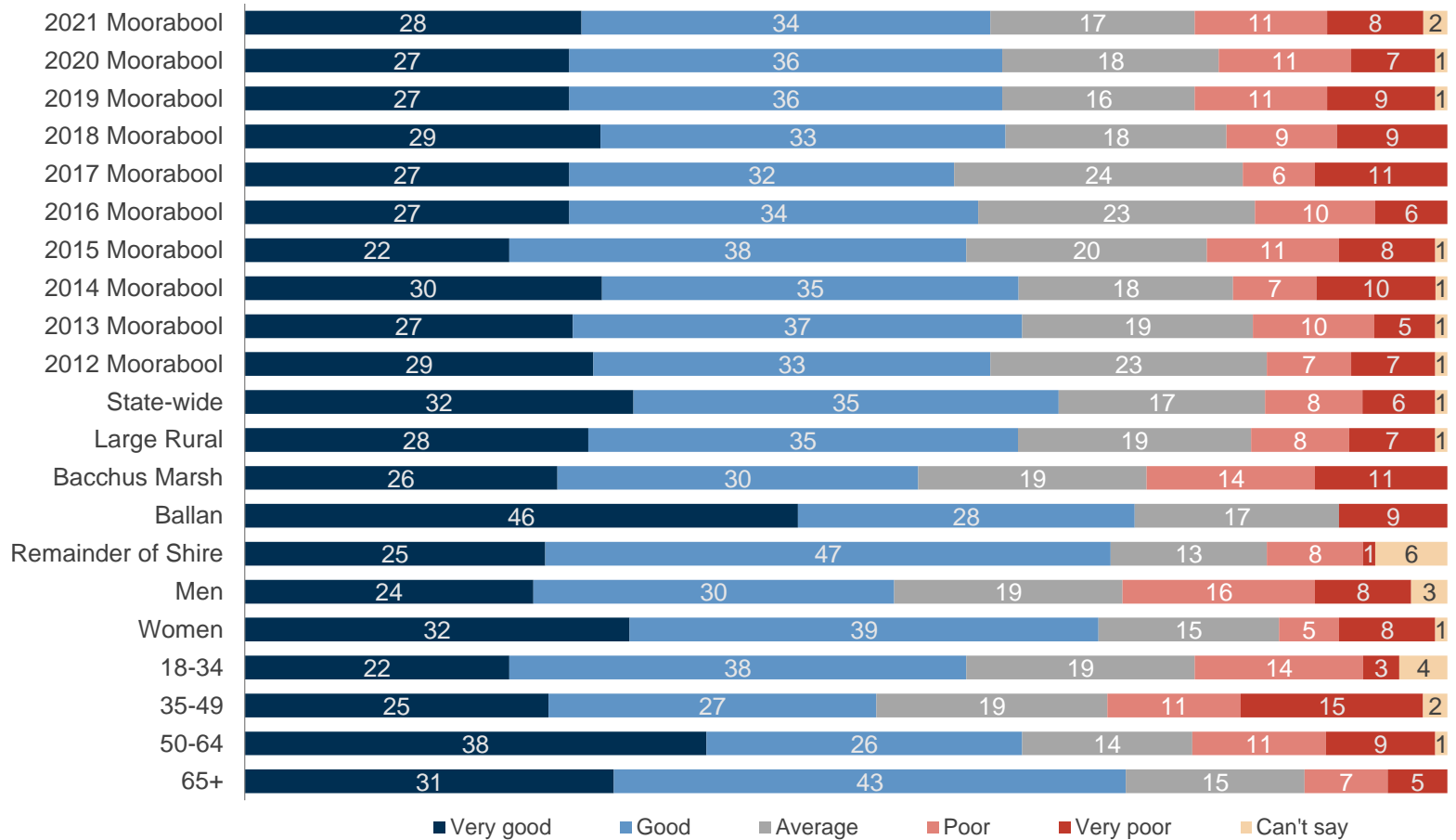
Councils asked state-wide: 66 Councils asked group: 19

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



## Customer service rating

### 2021 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: 66 Councils asked group: 19



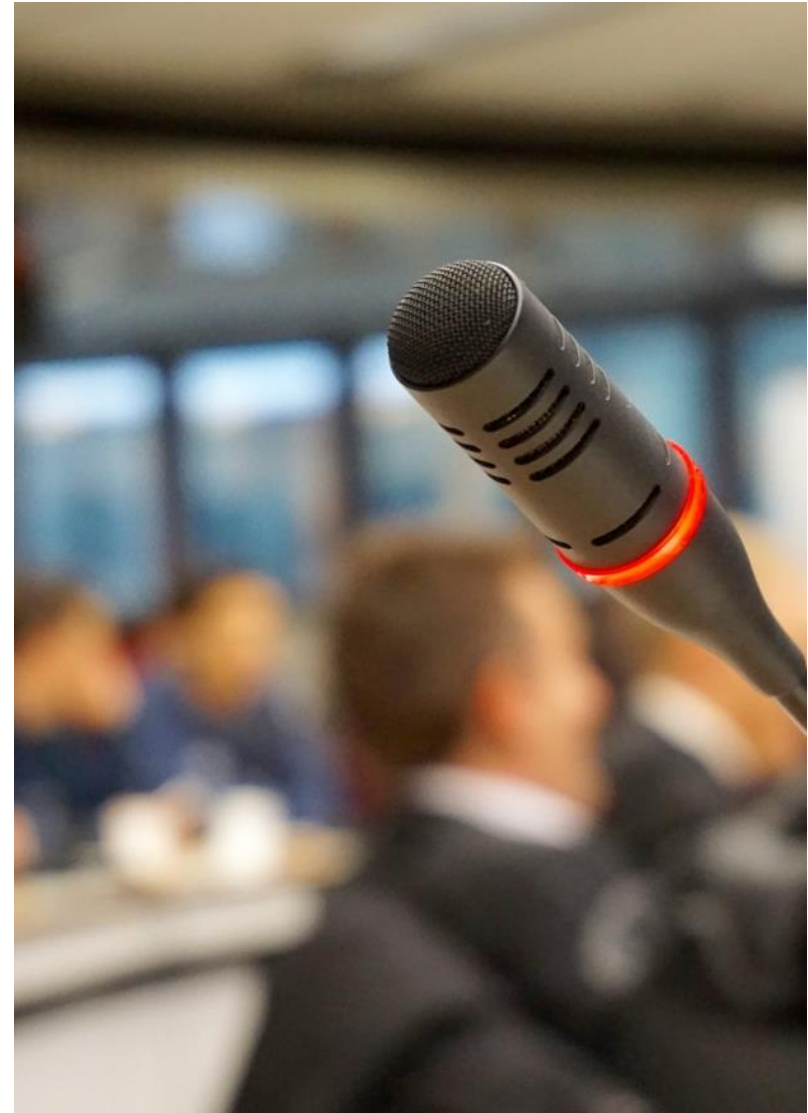
# Communication



## Communication

Preferred forms of communication from Council are newsletters sent via email (28%) and mail (24%). Demand for a newsletter sent via email has increased since 2019 (up six percentage points), while demand for newsletters sent via mail has declined (down six percentage points).

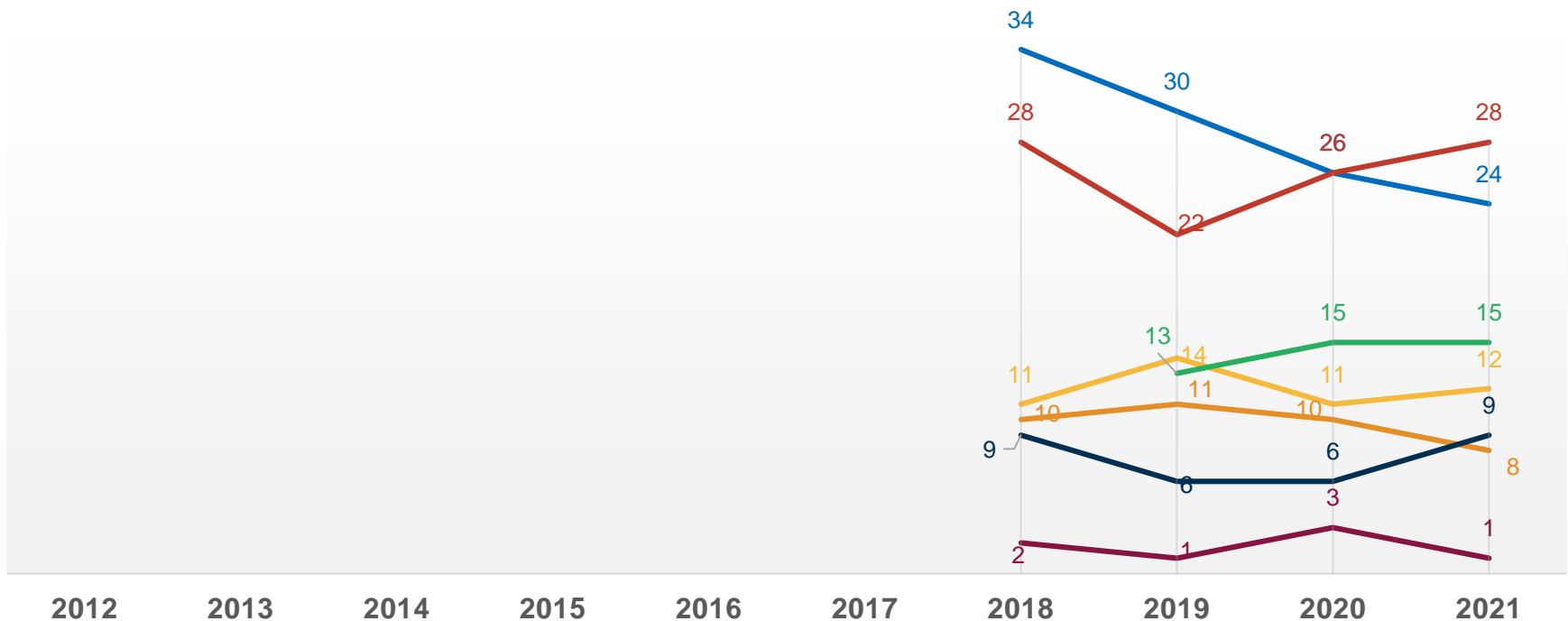
- Residents aged under 50 years prefer newsletters sent via email (27%) and social media (26%), while there is declining preference for newsletters sent via mail (20%, a consistent downward trend from 31% preference in 2018).
- Residents aged over 50 years have an equal preference for newsletters sent by either email (30%) or mail (29%), while few (4%) prefer social media (4%).





## Best form of communication

2021 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: 35 Councils asked group: 10

Note: 'Social Media' was included in 2019.



## Best form of communication: under 50s

2021 under 50s best form of communication (%)



Advertising in  
a Local  
Newspaper



Council  
Newsletter  
via Mail



Council  
Newsletter  
via Email



Council  
Newsletter as  
Local Paper Insert



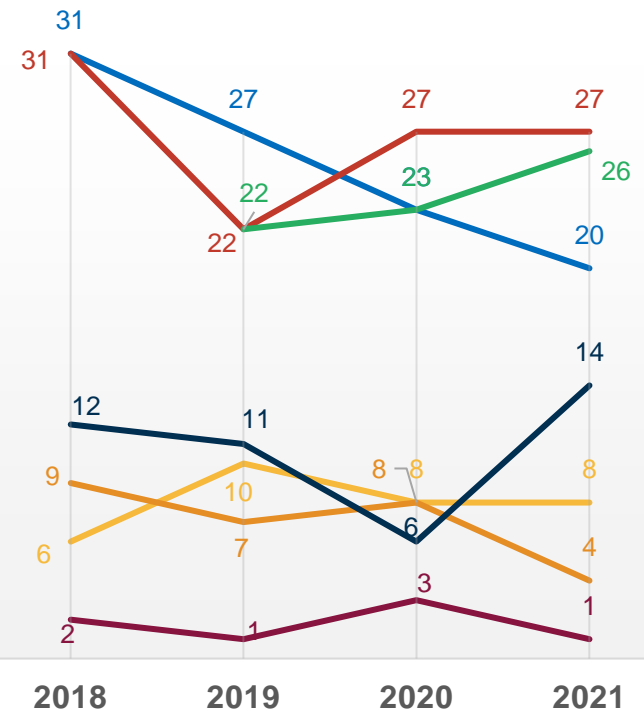
Council  
Website



Text  
Message



Social  
Media



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?.

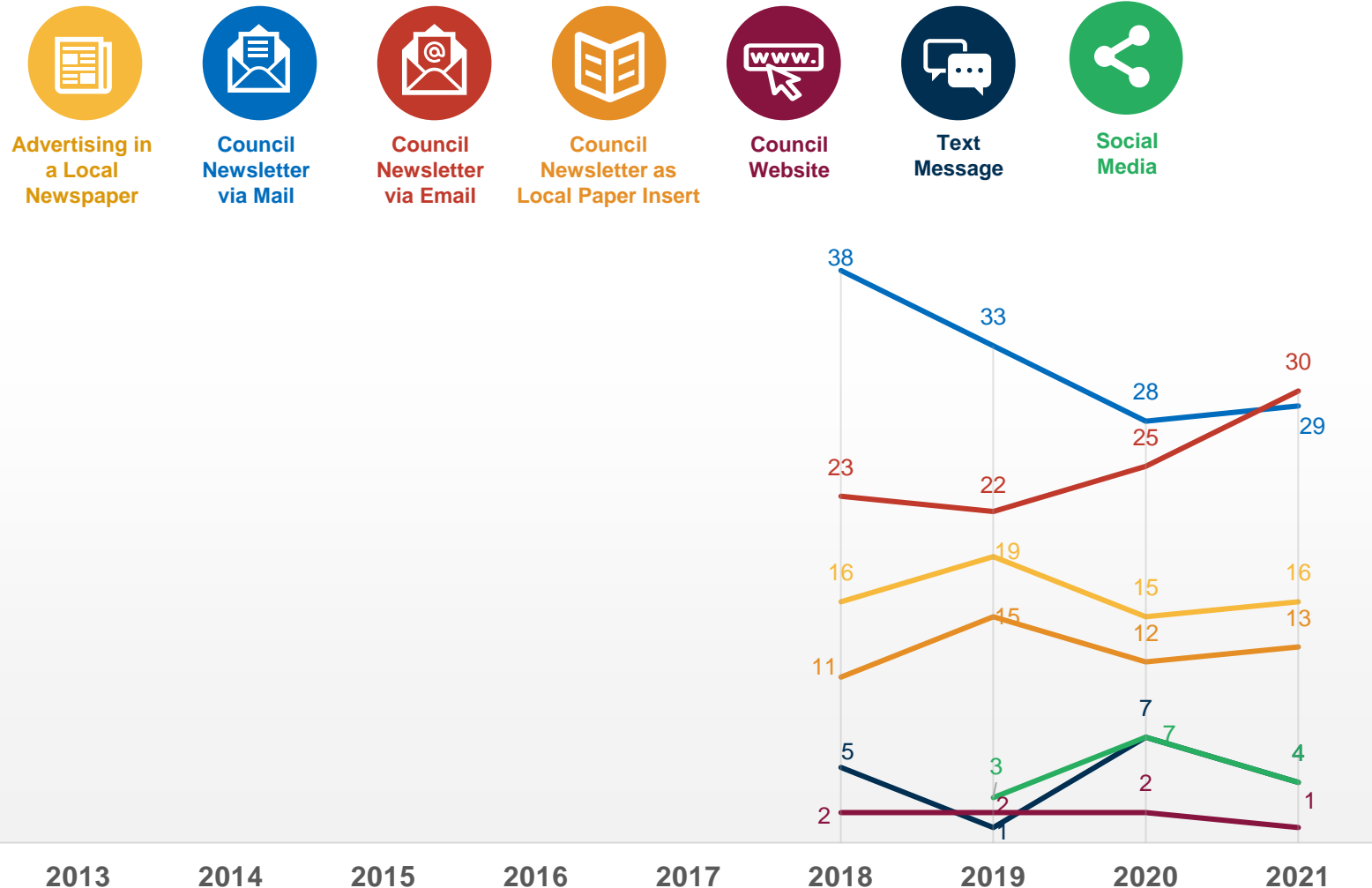
Base: All respondents aged under 50. Councils asked state-wide: 35 Councils asked group: 10

Note: 'Social Media' was included in 2019.



## Best form of communication: over 50s

2021 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: 35 Councils asked group: 10

Note: 'Social Media' was included in 2019.





# **Council direction**

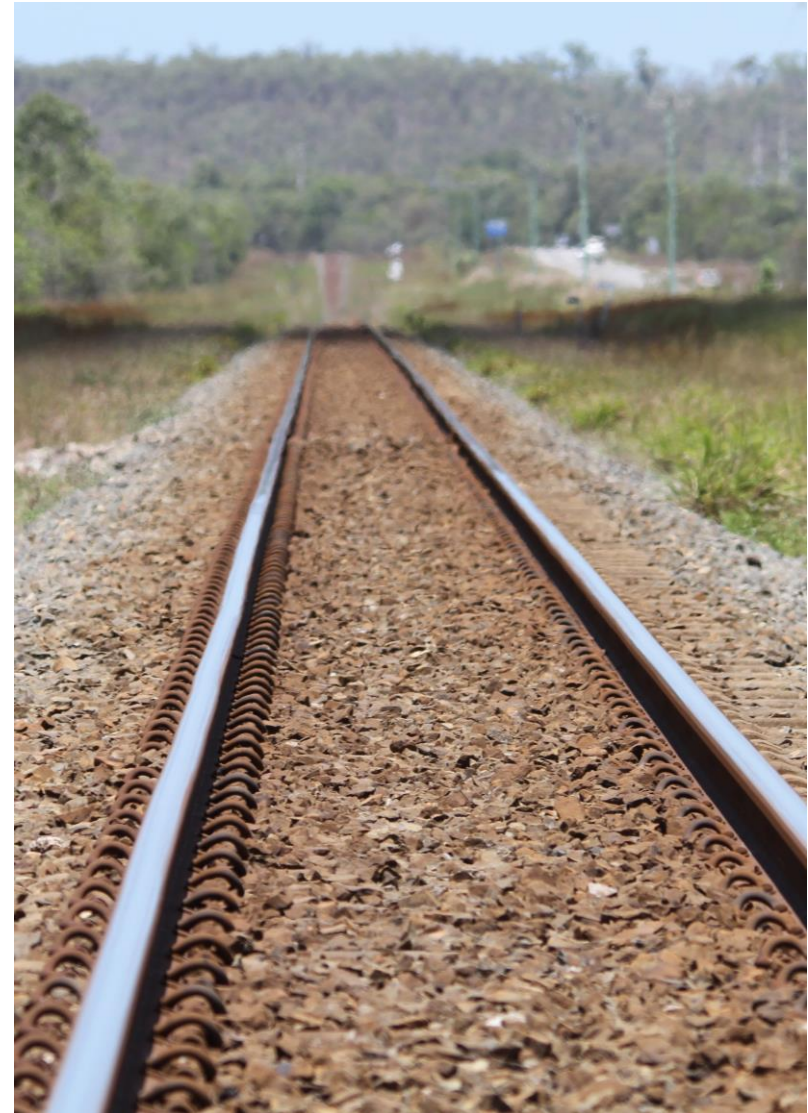


## Council direction

Perceptions of Council's overall direction have improved slightly from 2020. Over the last 12 months, 68% believe the direction of Council's overall performance has stayed the same, up four percentage points from 2020.

- 13% believe the direction has improved in the last 12 months, down one point on 2020.
- 15% believe it has deteriorated, down four points on 2020.
- The most satisfied with Council direction are those aged 65 years and over (index score of 51) and Bacchus Marsh residents (index score of 49).
- The least satisfied with Council direction are Ballan residents (index score of 44).

More residents (44%) prefer to see cuts in Council services to keep Council rates at the same level as they are now than those who prefer to see Council rate rises to improve local services (30%).





# Overall council direction last 12 months

## 2021 overall council direction (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	53▲	51	53	52	53	51	53	53	53	52
Large Rural	51	50	51	52	52	48	51	n/a	n/a	n/a
65+	51	54	51	47	52	52	54	54	55	53
Bacchus Marsh	49	45	49	49	48	53	54	53	51	n/a
Remainder of Shire	49	45	57	54	53	50	52	54	52	n/a
Women	49	49	50	50	48	54	53	51	53	50
50-64	49	47	48	46	46	46	47	52	46	46
Moorabool	49	46	50	50	49	51	53	53	51	49
Men	48	43	50	50	51	48	54	55	48	49
18-34	48	41	53	59	54	53	62	57	55	53
35-49	48	43	48	48	45	52	51	51	49	47
Ballan	44	55	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?

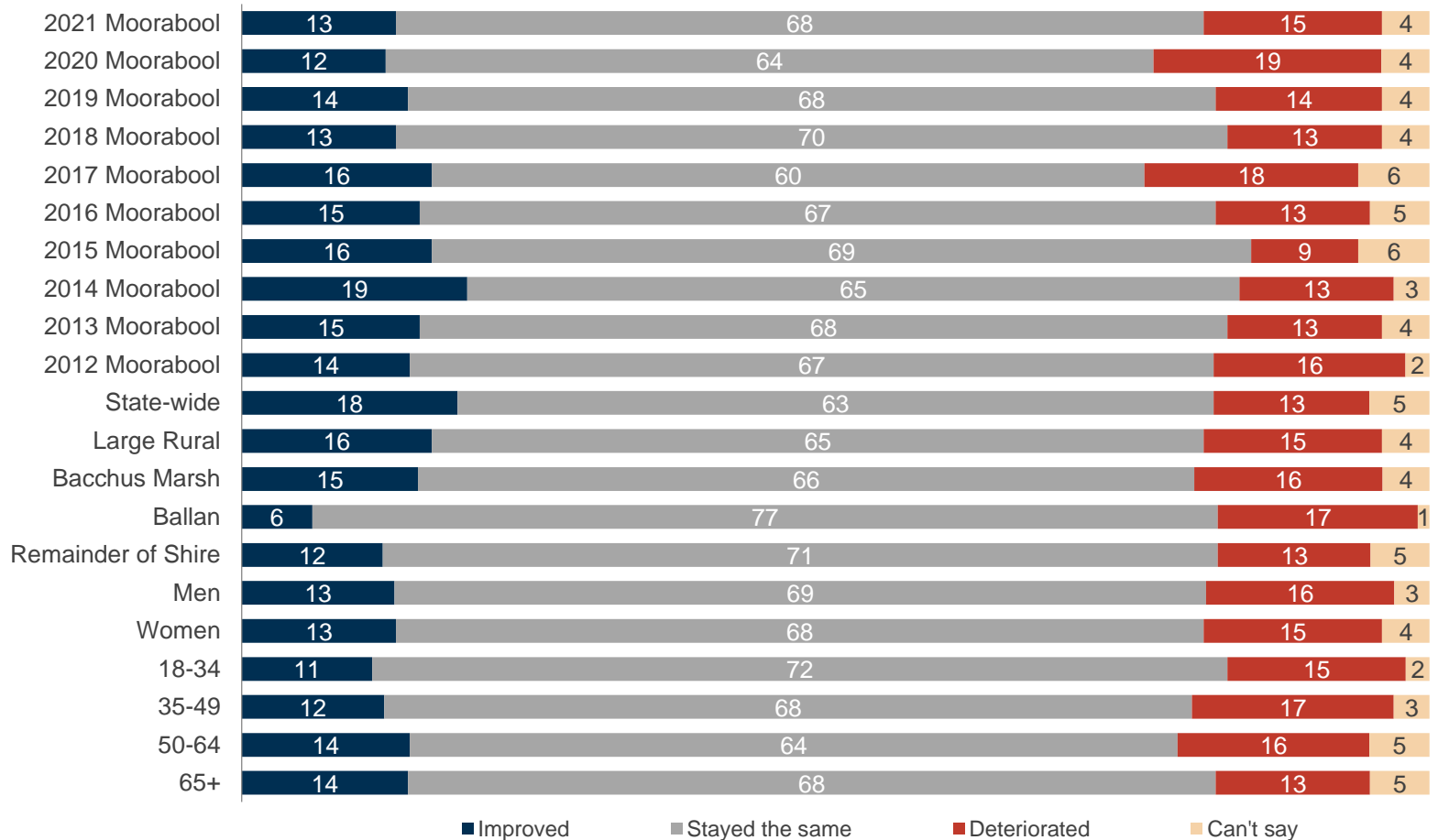
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

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



## Overall council direction last 12 months

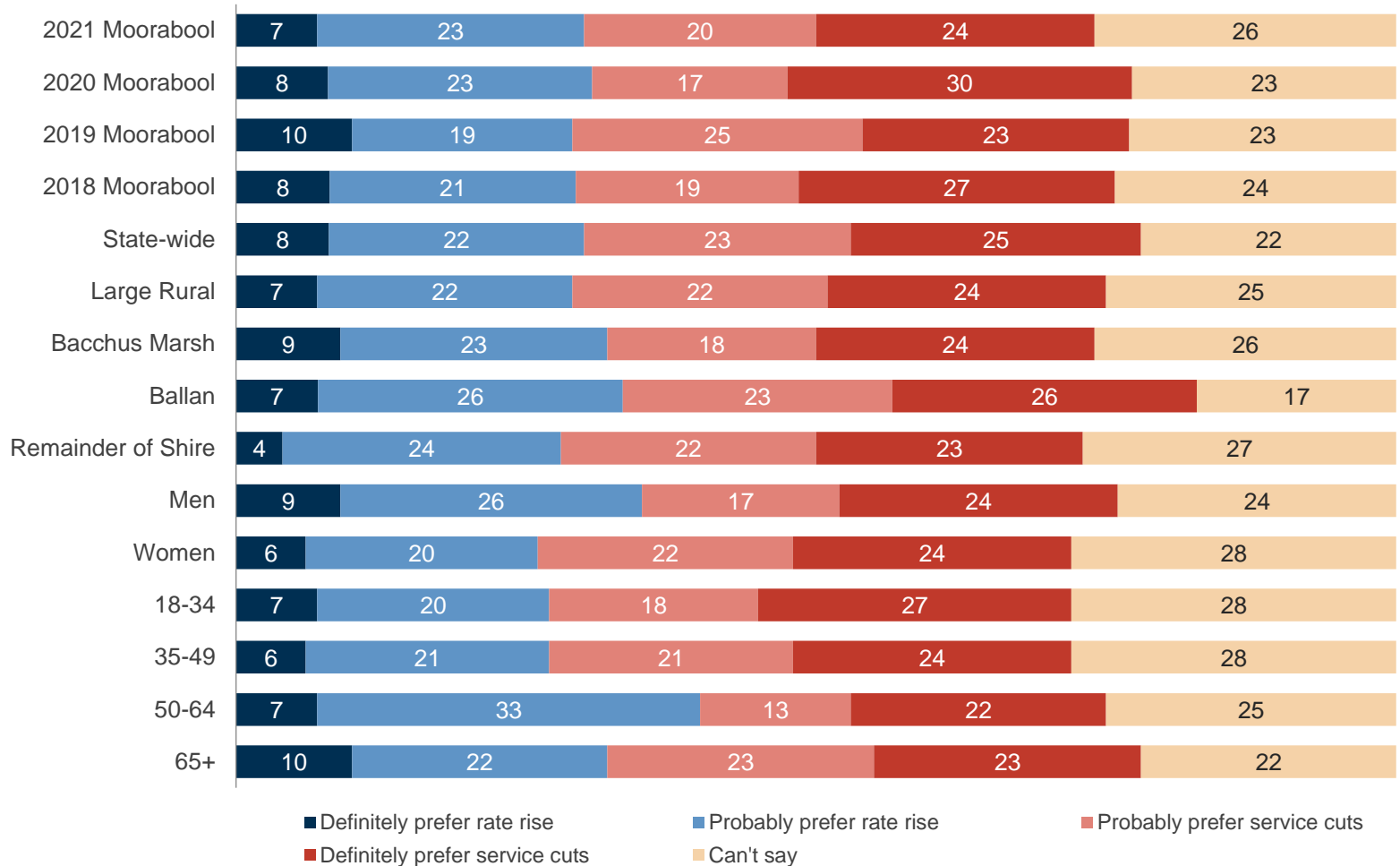
### 2021 overall council direction (%)





## Rates / services trade-off

### 2021 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: 16 Councils asked group: 5

A large, dark blue, stylized letter 'W' graphic that spans the right side of the slide. It has a glowing, network-like pattern of white lines and nodes within its structure, resembling a map or a data network.

# **Individual service areas**



# Community consultation and engagement importance



## 2021 consultation and engagement importance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
50-64	82	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Women	82▲	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
65+	80	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
35-49	79	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Bacchus Marsh	79	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Moorabool	78	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Large Rural	77	76	75	76	75	76	75	n/a	n/a	n/a
Ballan	77	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Remainder of Shire	76	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	75▼	74	74	74	74	75	74	74	73	73
Men	74	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
18-34	72▼	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

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

Base: All respondents. Councils asked state-wide: 29 Councils asked group: 9

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

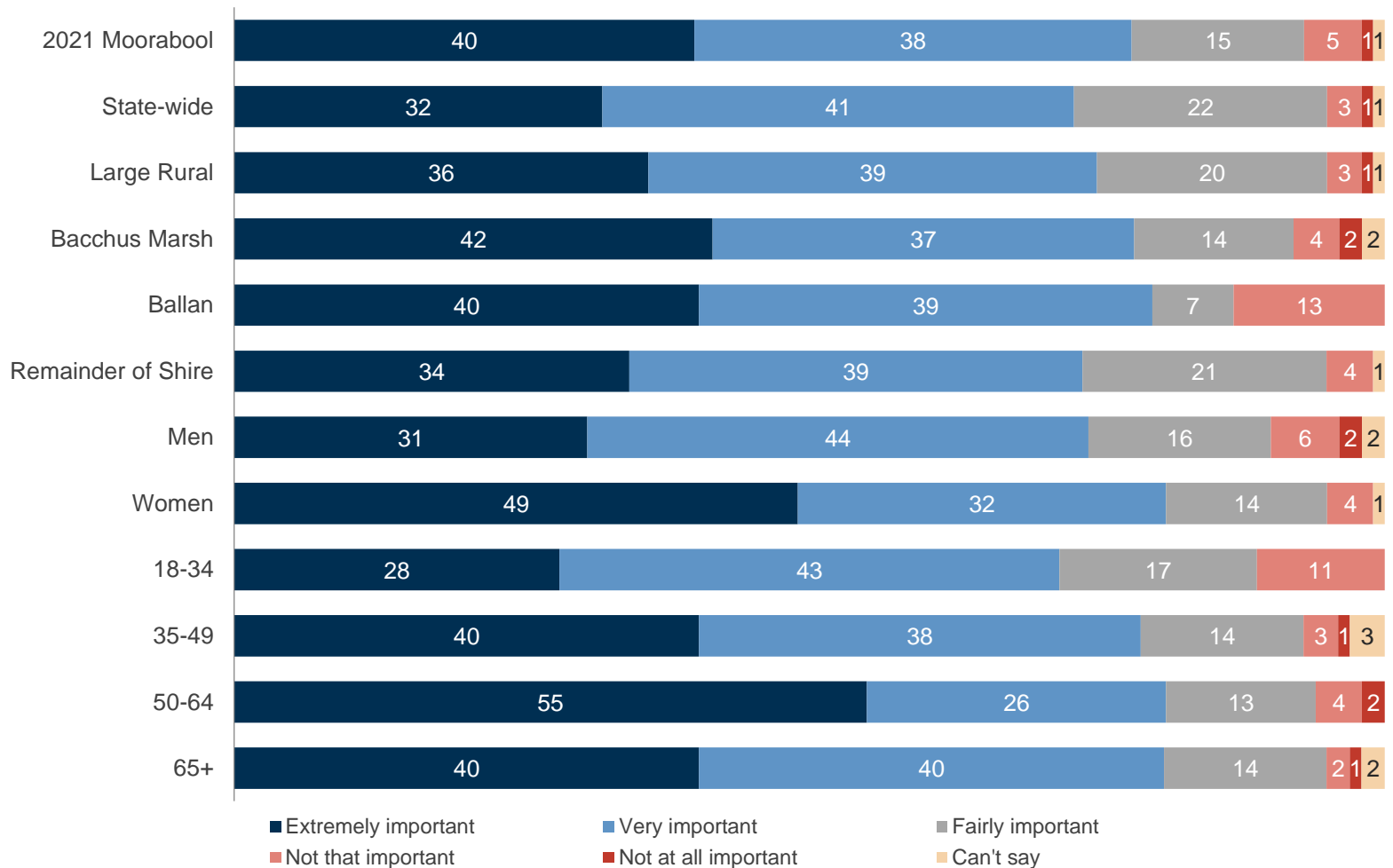




# Community consultation and engagement importance



2021 consultation and engagement importance (%)







# Community consultation and engagement performance



## 2021 consultation and engagement performance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	56▲	55	56	55	55	54	56	57	57	57
65+	55	55	51	53	49	53	50	52	49	58
Large Rural	54▲	54	54	54	52	52	54	n/a	n/a	n/a
Remainder of Shire	51	48	50	55	49	50	50	51	51	n/a
Men	51	48	49	52	45	45	51	50	48	55
Bacchus Marsh	50	49	50	49	47	49	53	47	50	n/a
Moorabool	50	49	49	52	48	49	51	48	51	54
50-64	49	46	46	47	44	47	49	50	47	46
Women	49	49	49	51	50	53	51	47	54	53
35-49	48	43	49	49	45	43	51	46	46	54
18-34	48	51	48	58	53	53	55	48	61	59
Ballan	47	49	42	61	50	43	43	50	52	n/a

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

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

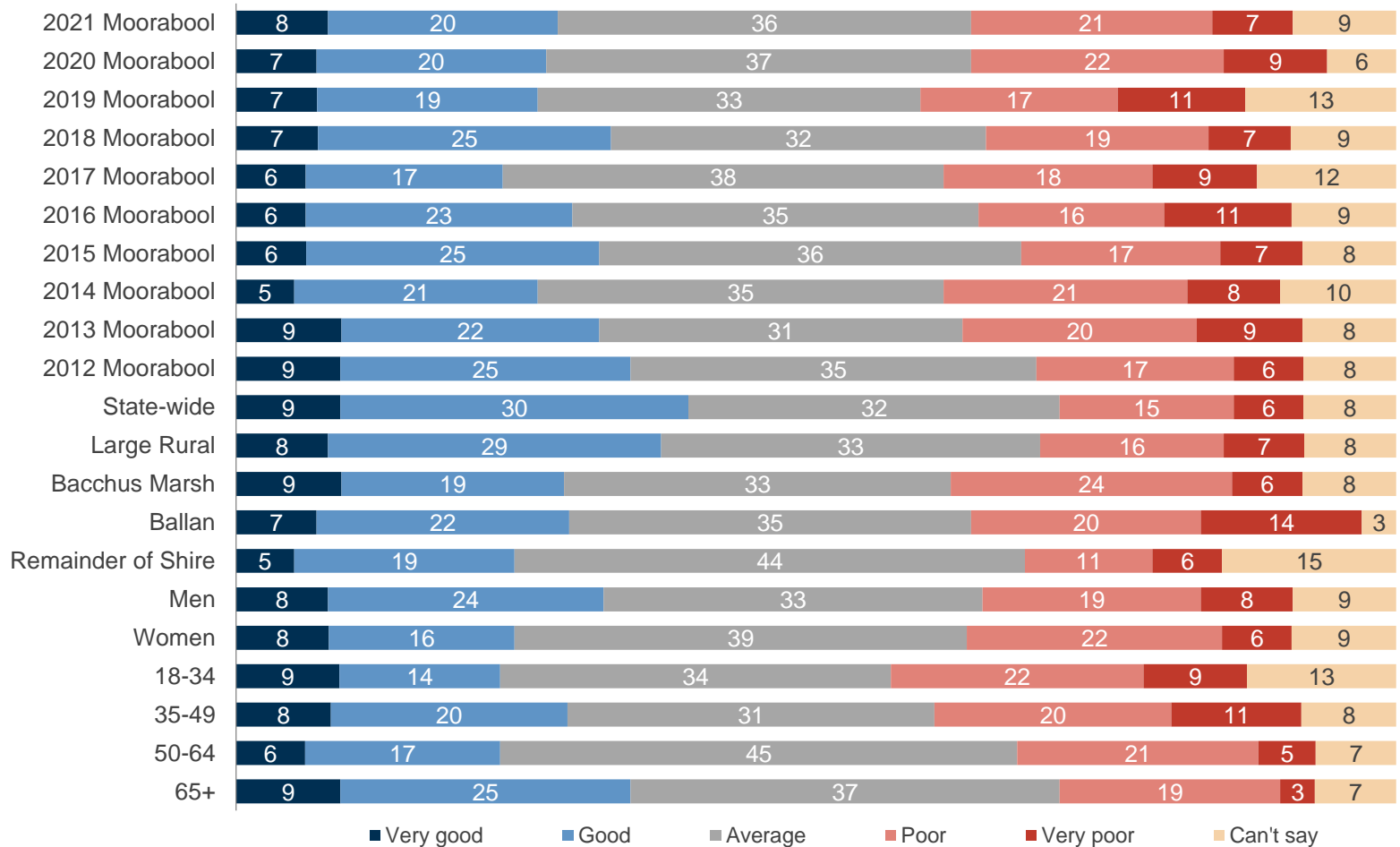
Note: Please see Appendix A for explanation of significant differences.



# Community consultation and engagement performance



## 2021 consultation and engagement performance (%)

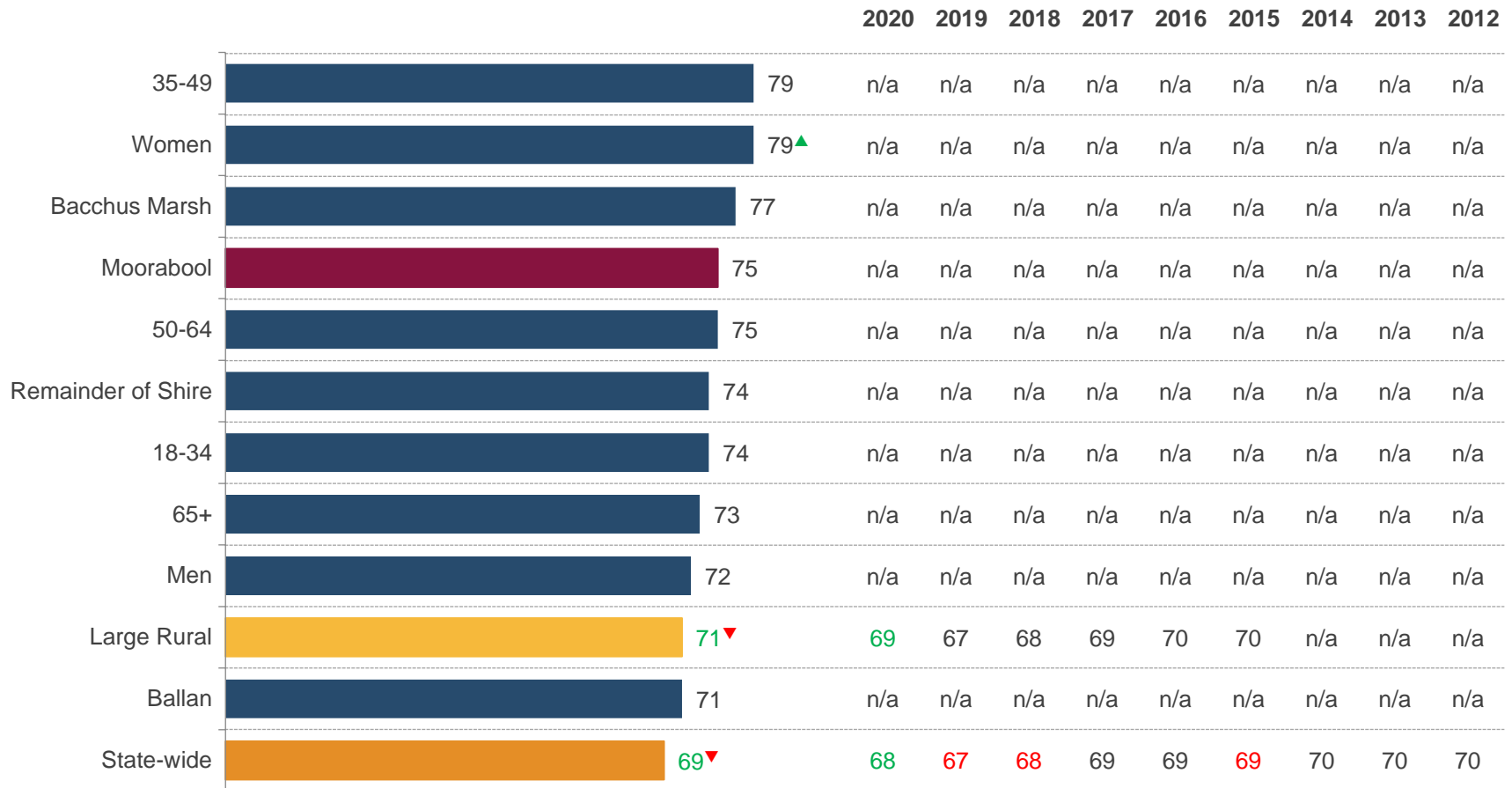




# Lobbying on behalf of the community importance



## 2021 lobbying importance (index scores)



Q1. Firstly, how important should 'Lobbying on behalf of the community' be as a responsibility for Council?

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

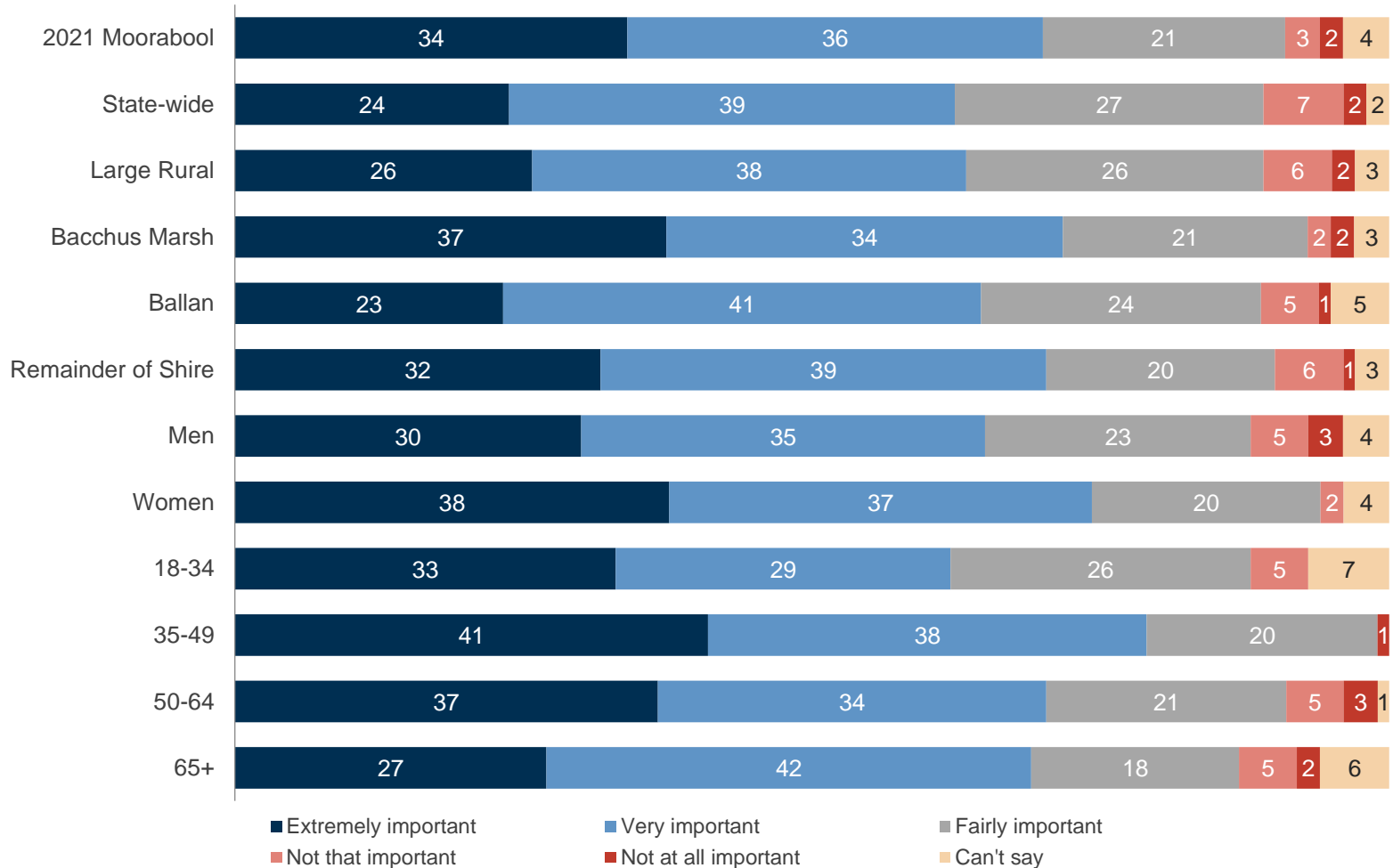
Note: Please see Appendix A for explanation of significant differences.



# Lobbying on behalf of the community importance



2021 lobbying importance (%)





# Lobbying on behalf of the community performance



## 2021 lobbying performance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
65+	57▲	54	52	52	50	53	45	51	54	56
State-wide	55▲	53	54	54	54	53	55	56	55	55
Large Rural	54▲	53	52	52	51	50	53	n/a	n/a	n/a
Remainder of Shire	53	52	49	52	44	47	49	49	51	n/a
Women	51	49	47	51	48	49	47	51	51	53
50-64	51	46	41	39	46	43	53	51	49	49
Moorabool	50	47	47	48	47	48	49	51	52	54
Bacchus Marsh	49	46	45	47	46	54	49	50	53	n/a
Men	48	46	46	46	45	48	51	50	54	55
Ballan	48	50	51	49	51	32	51	58	50	n/a
35-49	48	41	42	45	40	44	45	47	47	52
18-34	45	50	50	57	51	55	52	54	61	60

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

Base: All respondents. Councils asked state-wide: 51 Councils asked group: 15

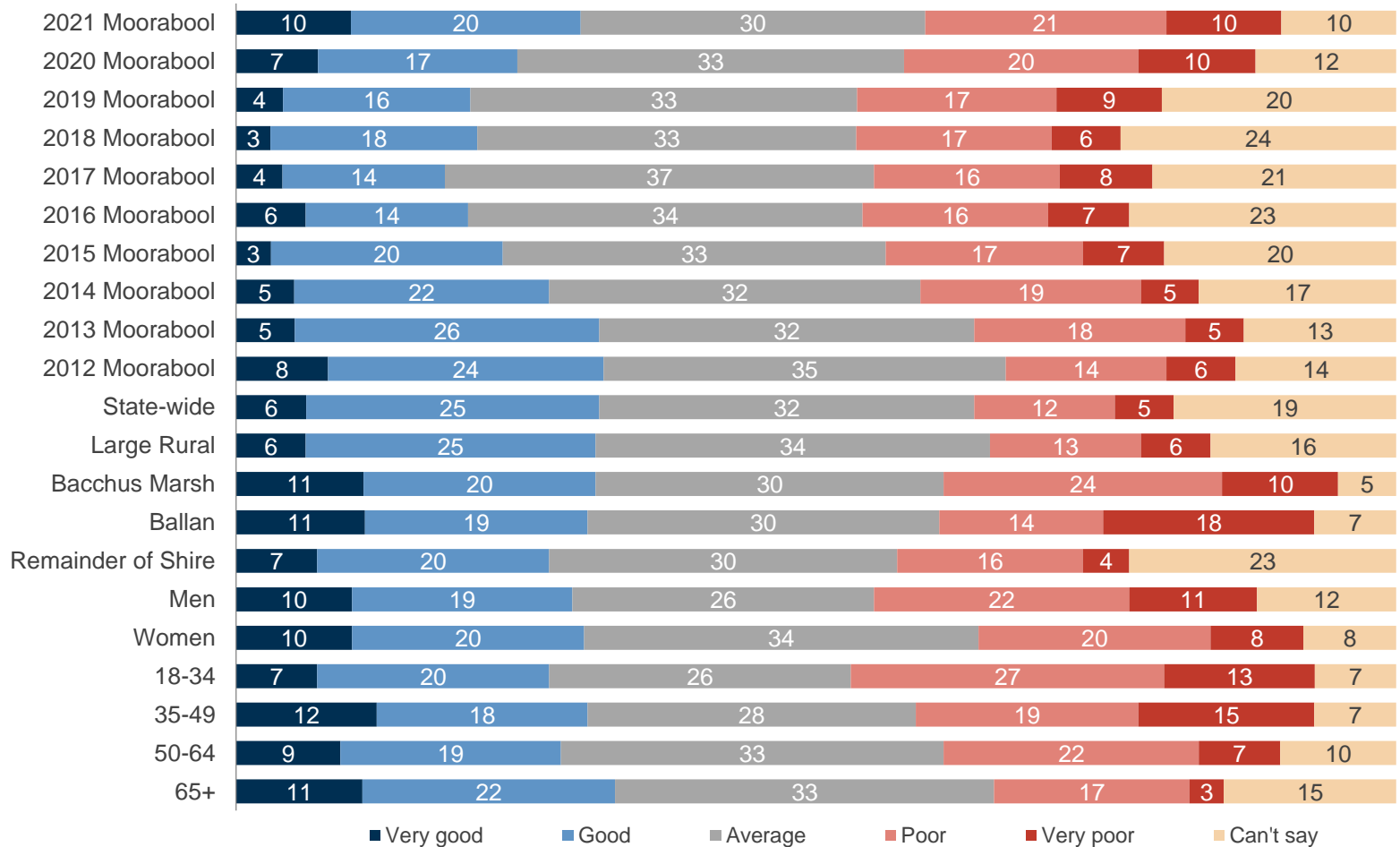
Note: Please see Appendix A for explanation of significant differences.



# Lobbying on behalf of the community performance



## 2021 lobbying performance (%)



# Decisions made in the interest of the community importance



## 2021 community decisions made importance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
35-49	87	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Women	86	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
18-34	84	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Ballan	84	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Bacchus Marsh	84	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Moorabool	83	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	82	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Large Rural	82	79	80	80	80	80	80	n/a	n/a	n/a
Remainder of Shire	81	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	81	80	80	80	79	80	80	79	n/a	n/a
Men	80	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
65+	78	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Q1. Firstly, how important should 'Decisions made in the interest of the community' be as a responsibility for Council?

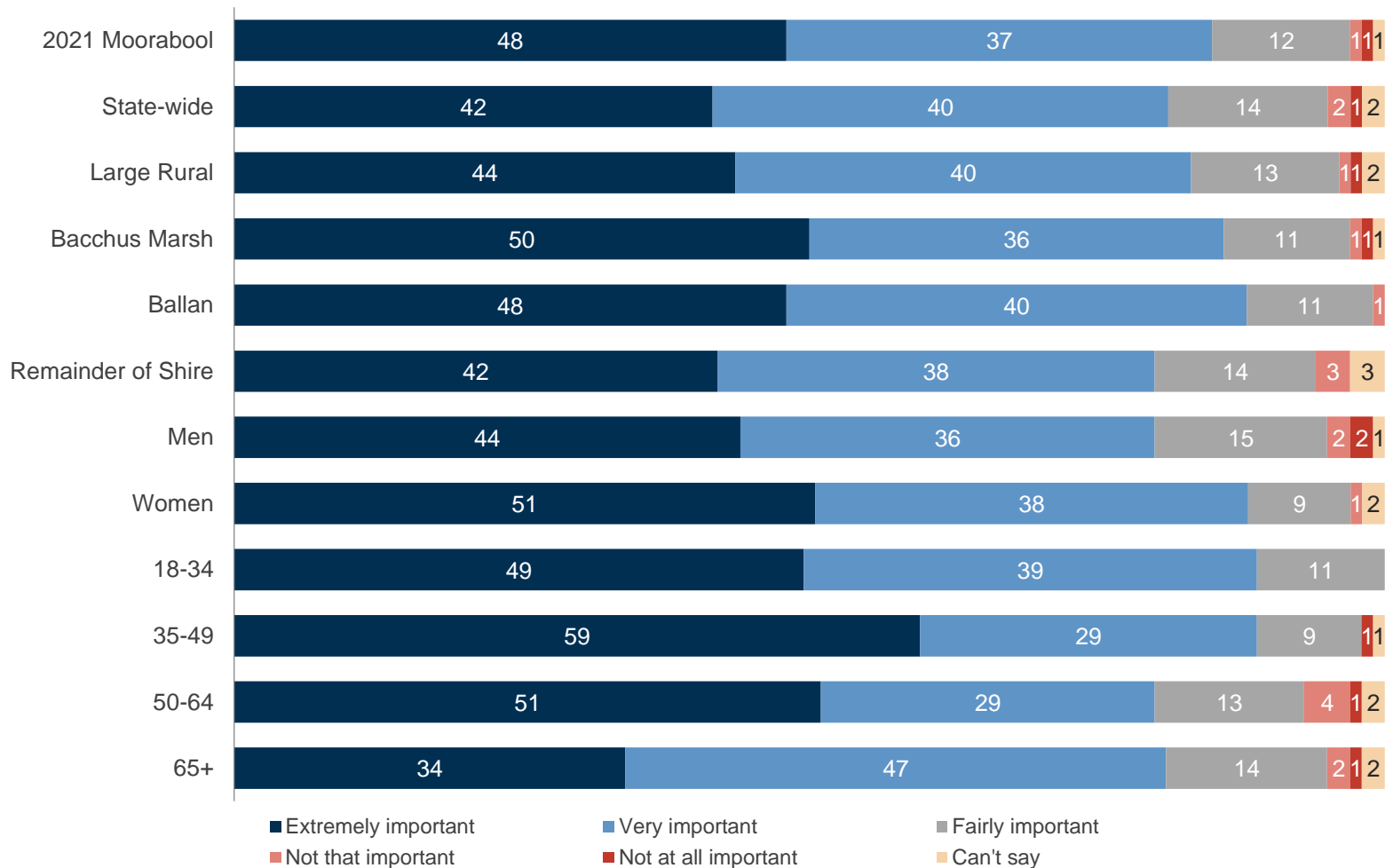
Base: All respondents. Councils asked state-wide: 24 Councils asked group: 8

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

# Decisions made in the interest of the community importance



2021 community decisions made importance (%)





# Decisions made in the interest of the community performance



## 2021 community decisions made performance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	56▲	53	55	54	54	54	55	57	n/a	n/a
65+	55▲	55	53	51	50	51	47	53	n/a	n/a
Large Rural	54▲	52	52	52	51	50	52	n/a	n/a	n/a
50-64	53	45	46	45	47	50	49	50	n/a	n/a
Remainder of Shire	51	46	47	59	50	52	49	53	n/a	n/a
Men	51	46	49	50	48	47	51	53	n/a	n/a
Bacchus Marsh	49	46	49	47	48	49	52	51	n/a	n/a
Moorabool	49	47	49	51	49	48	50	52	n/a	n/a
Women	48	47	49	52	50	49	49	51	n/a	n/a
35-49	46	40	45	48	47	41	45	51	n/a	n/a
Ballan	45	51	49	52	53	38	43	52	n/a	n/a
18-34	44	48	50	60	52	53	59	54	n/a	n/a

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

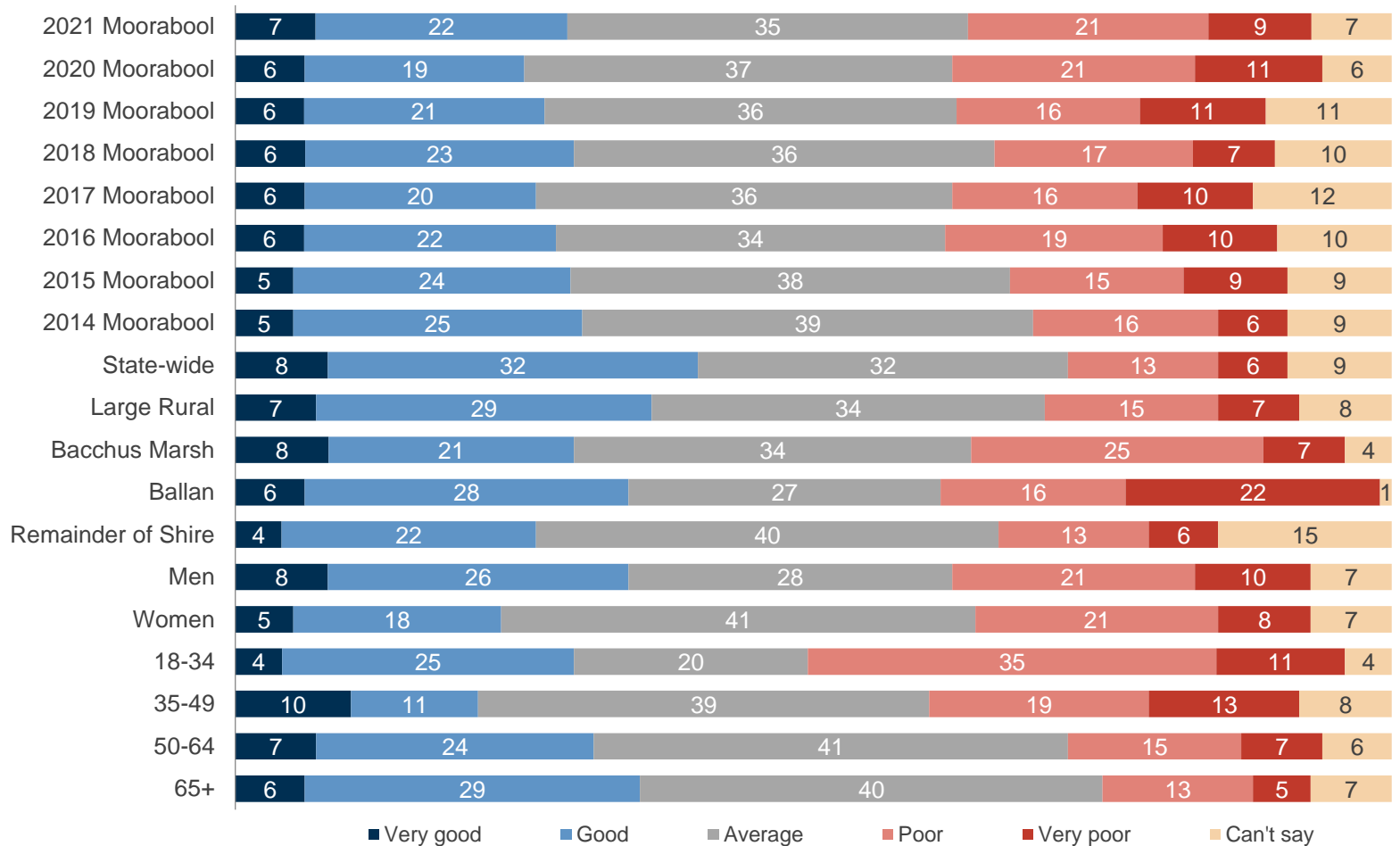
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

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

# Decisions made in the interest of the community performance



2021 community decisions made performance (%)



# The condition of sealed local roads in your area performance



## 2021 sealed local roads performance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	57▲	54	56	53	53	54	55	55	n/a	n/a
Large Rural	50▲	47	47	45	43	44	45	n/a	n/a	n/a
Bacchus Marsh	49	45	51	48	47	52	49	51	n/a	n/a
50-64	49	40	45	37	41	45	44	42	n/a	n/a
65+	48	49	52	48	45	55	42	49	n/a	n/a
Women	47	43	48	46	43	45	39	49	n/a	n/a
Moorabool	45	42	48	46	43	47	43	47	n/a	n/a
18-34	45	42	45	50	47	48	46	48	n/a	n/a
Men	43	40	47	45	43	48	48	45	n/a	n/a
Remainder of Shire	40	32	43	43	32	44	34	40	n/a	n/a
35-49	40	35	48	48	38	41	41	47	n/a	n/a
Ballan	34▼	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?

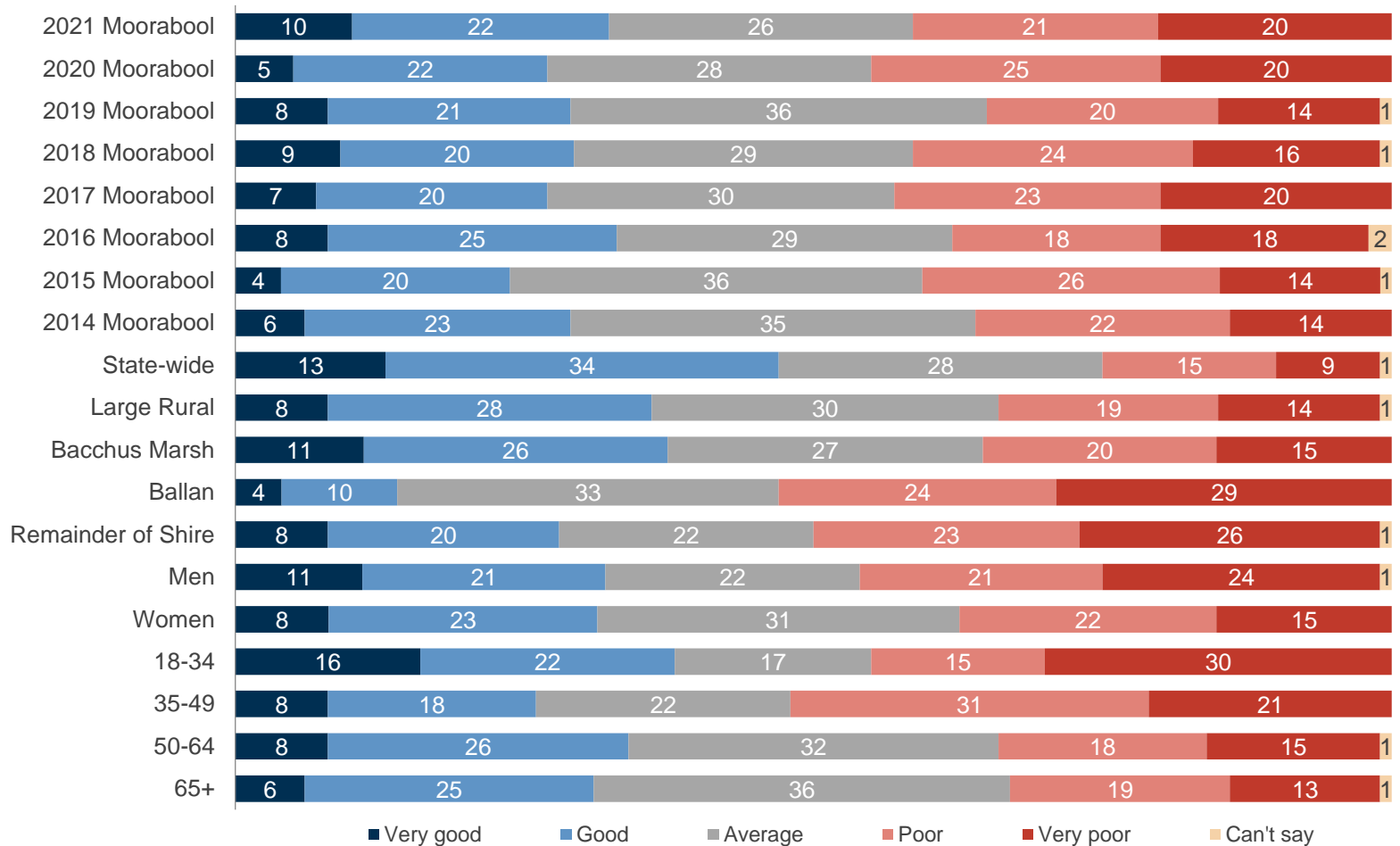
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

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

# The condition of sealed local roads in your area performance



## 2021 sealed local roads performance (%)



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



## 2021 streets and footpaths importance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
Women	84	83	83	81	80	82	81	81	83	83
Ballan	84	83	74	80	75	82	77	78	89	n/a
Remainder of Shire	83	75	74	81	77	76	79	77	78	n/a
50-64	82	83	78	85	79	80	84	83	82	84
35-49	82	83	81	77	80	79	80	82	83	81
Moorabool	81	82	79	80	78	79	79	79	81	81
65+	80	84	78	80	78	76	77	77	82	78
Bacchus Marsh	79	83	80	79	79	79	80	79	81	n/a
State-wide	79	78	77	78	77	77	77	77	78	77
18-34	79	78	77	77	75	79	77	72	75	80
Large Rural	79	78	77	77	75	77	77	n/a	n/a	n/a
Men	77▼	80	74	78	75	76	77	76	78	79

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

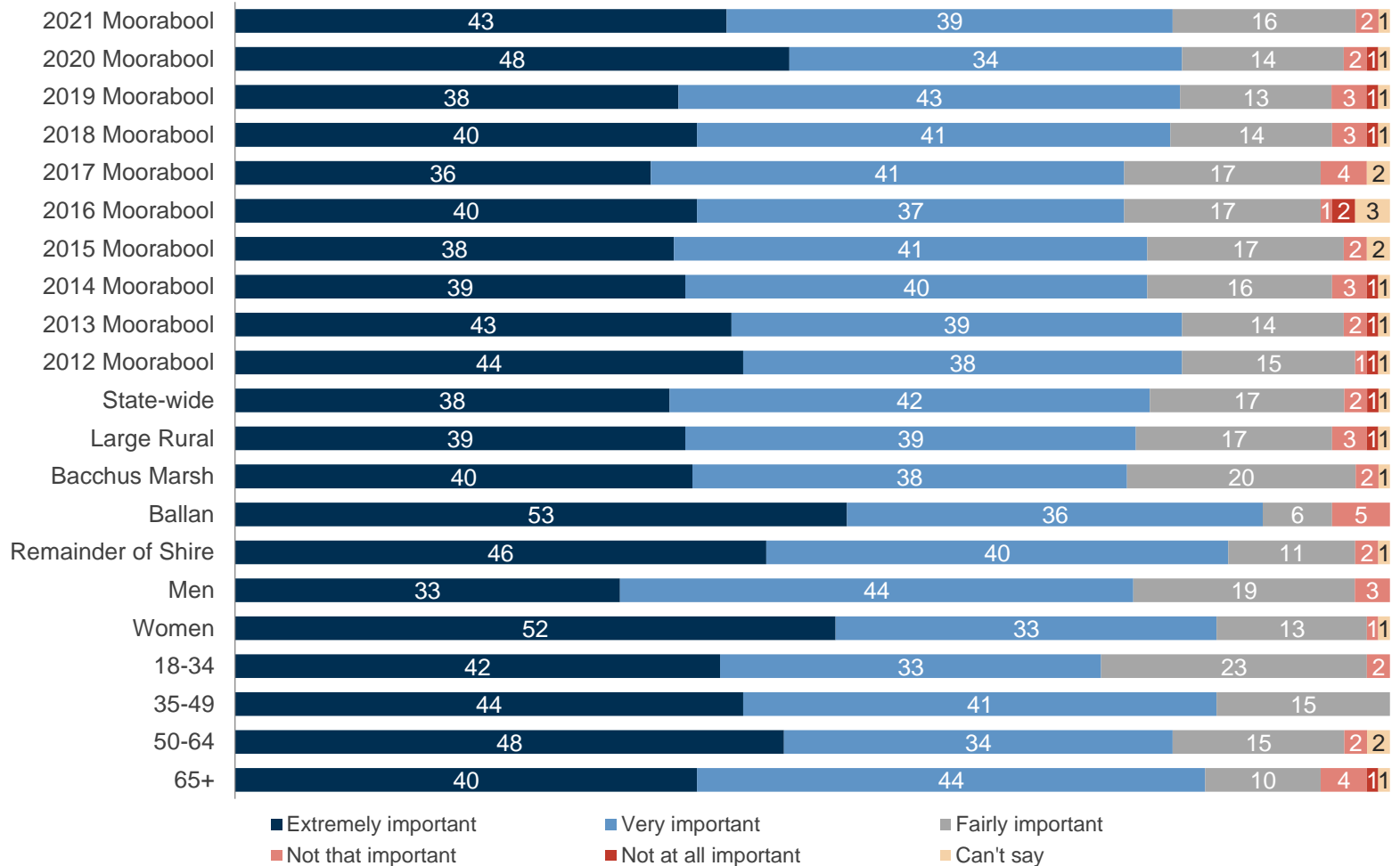
Base: All respondents. Councils asked state-wide: 25 Councils asked group: 7

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

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



## 2021 streets and footpaths importance (%)



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



## 2021 streets and footpaths performance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	59▲	58	59	58	57	57	58	58	58	57
Large Rural	55▲	54	55	54	53	53	54	n/a	n/a	n/a
50-64	52	43	47	41	44	43	51	41	46	42
Bacchus Marsh	51	47	55	52	50	54	53	51	52	n/a
Women	48	48	53	50	48	47	45	46	49	48
Moorabool	48	46	53	49	48	47	49	48	50	49
65+	48	52	57	49	47	53	46	51	48	55
Men	47	44	53	48	49	46	52	49	50	49
35-49	46	41	49	50	46	40	43	48	47	46
18-34	46	48	56	55	56	51	57	51	57	53
Remainder of Shire	43	42	45	43	44	38	40	44	45	n/a
Ballan	40	47	48	46	47	38	53	43	42	n/a

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

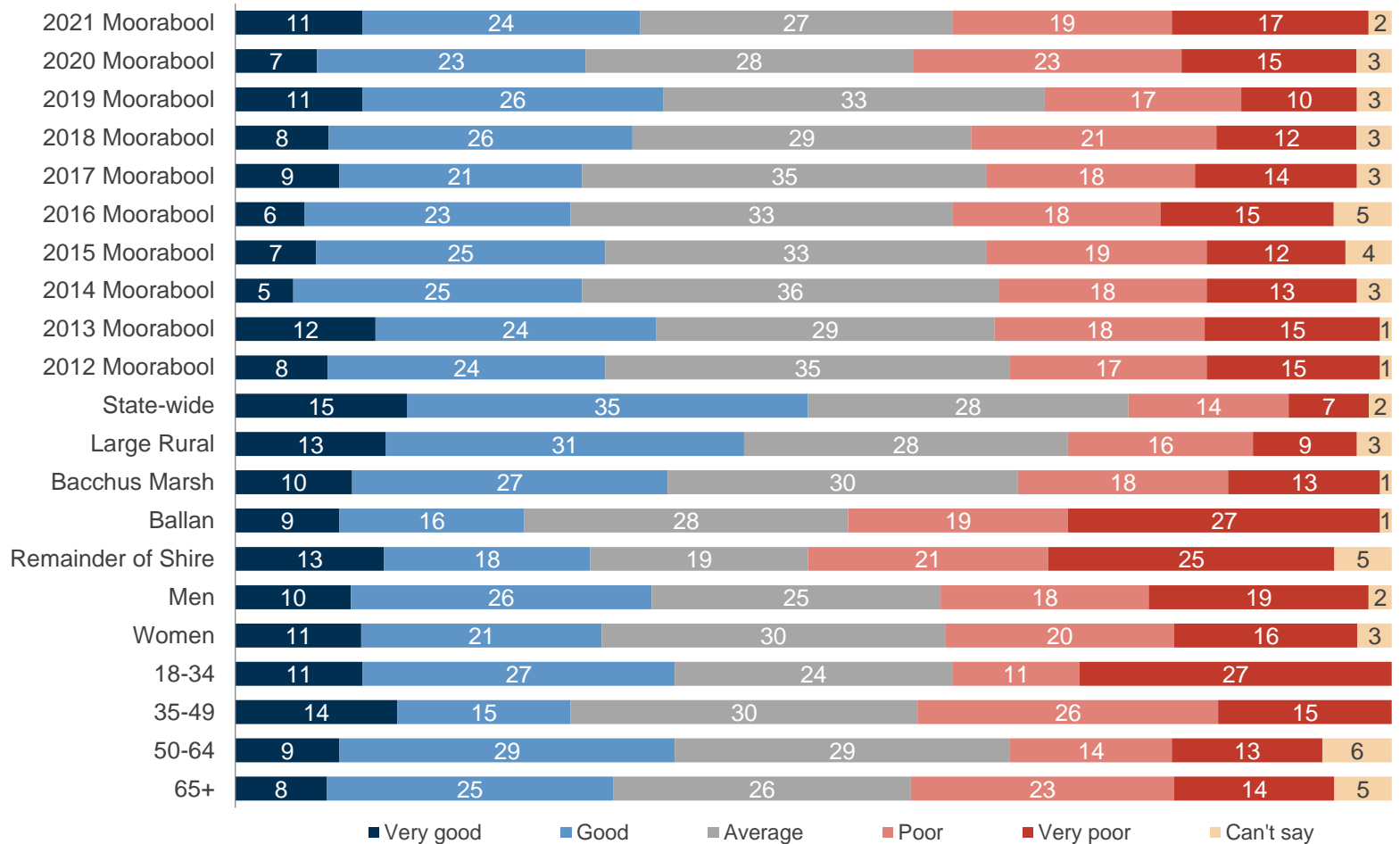
Base: All respondents. Councils asked state-wide: 32 Councils asked group: 10

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

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



## 2021 streets and footpaths performance (%)



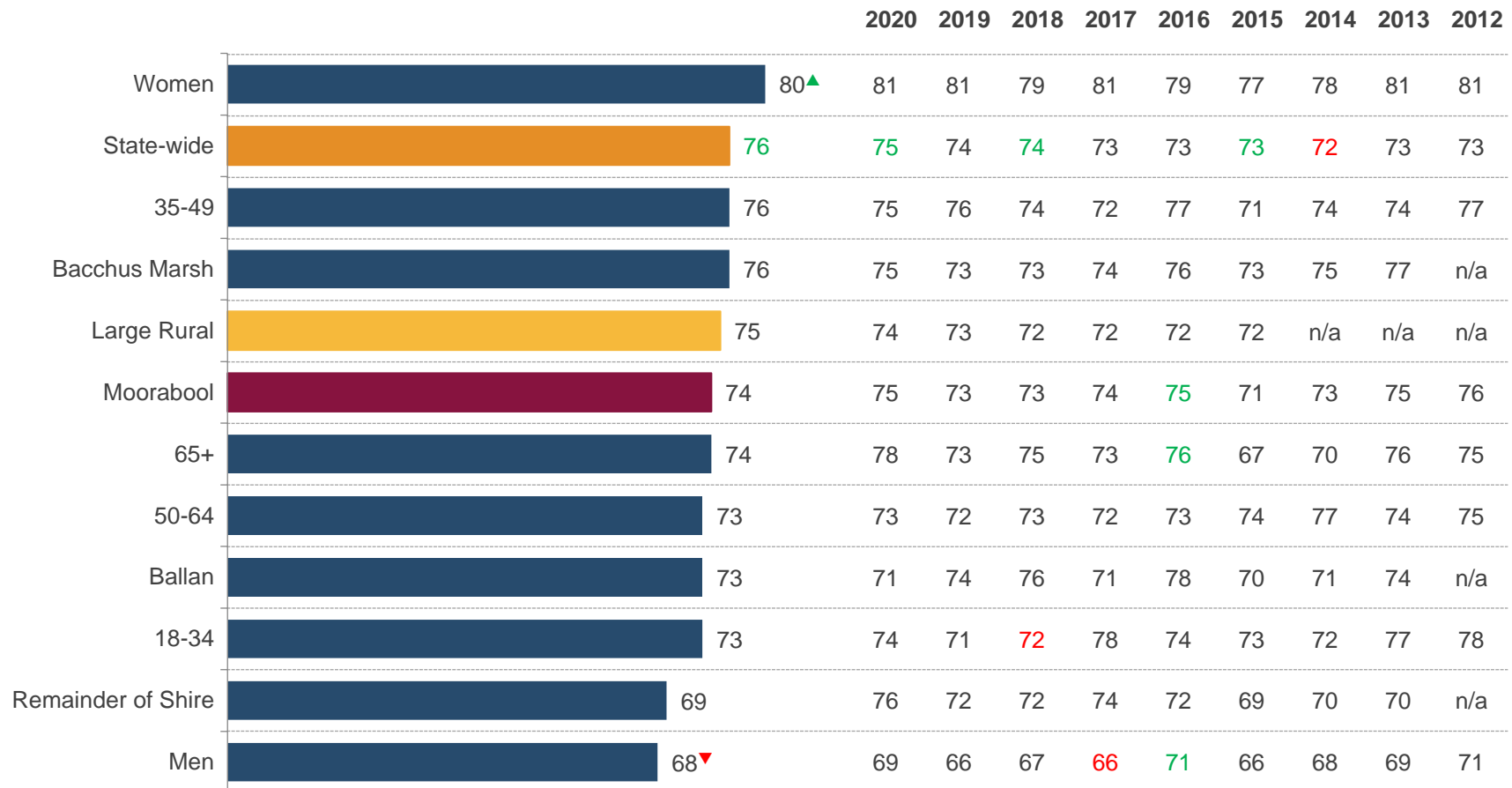




# Family support services importance



## 2021 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: 20 Councils asked group: 5

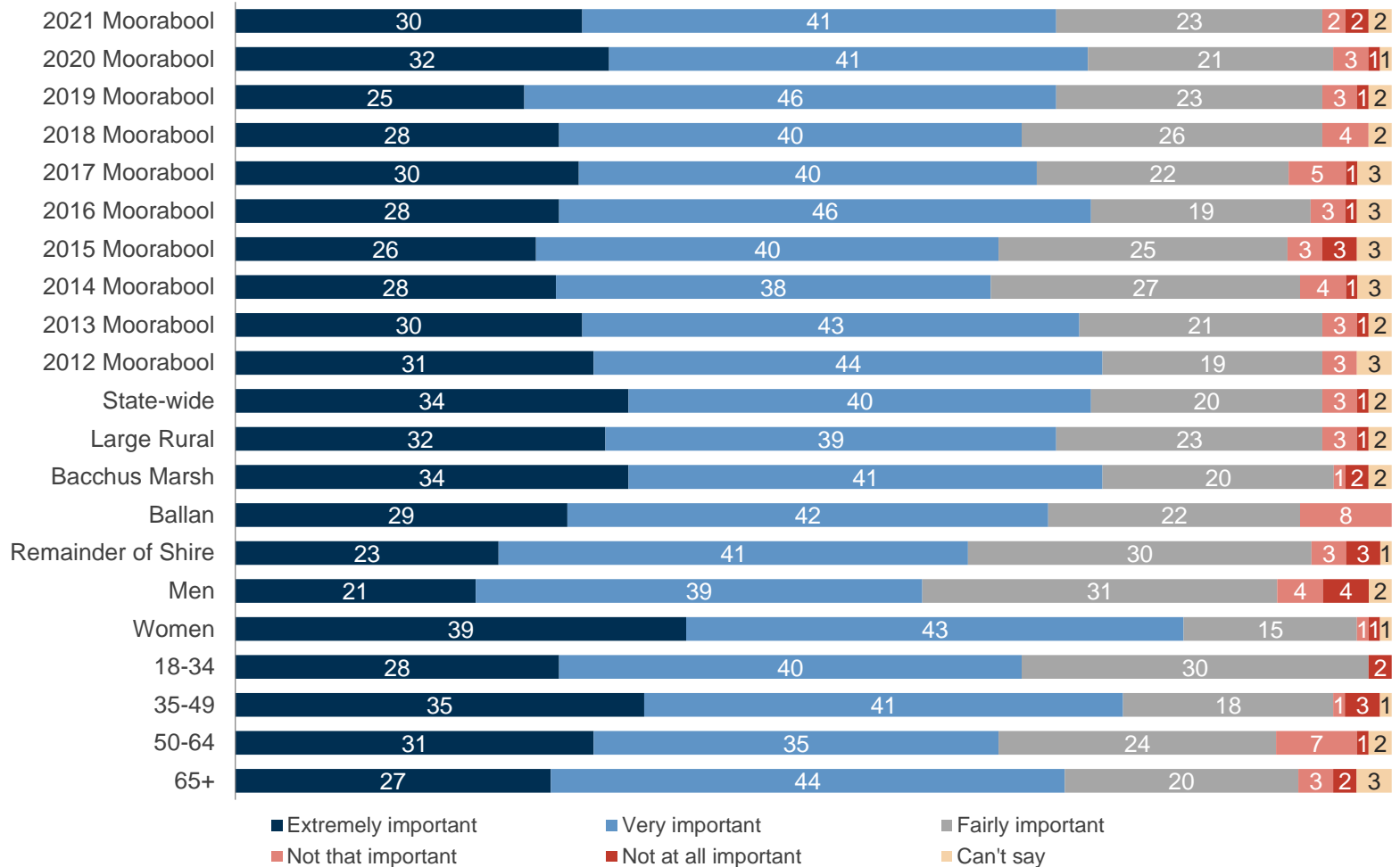
Note: Please see Appendix A for explanation of significant differences.



# Family support services importance



## 2021 family support importance (%)





# Family support services performance



## 2021 family support performance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	66	66	67	66	67	66	67	68	67	67
Large Rural	66	64	65	65	65	64	67	n/a	n/a	n/a
Bacchus Marsh	65	62	62	61	62	63	64	65	66	n/a
65+	65	67	66	64	65	62	61	64	66	67
Women	64	64	61	63	63	61	63	65	65	65
Moorabool	64	62	61	62	62	62	64	64	64	65
35-49	63	60	64	62	58	63	65	63	62	66
50-64	63	59	55	58	62	60	64	60	59	61
18-34	63	62	59	65	64	64	63	69	70	68
Men	63	59	61	62	61	64	64	64	64	66
Remainder of Shire	62	61	62	63	59	61	64	61	63	n/a
Ballan	59	61	55	65	65	62	59	67	60	n/a

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

Base: All respondents. Councils asked state-wide: 29 Councils asked group: 8

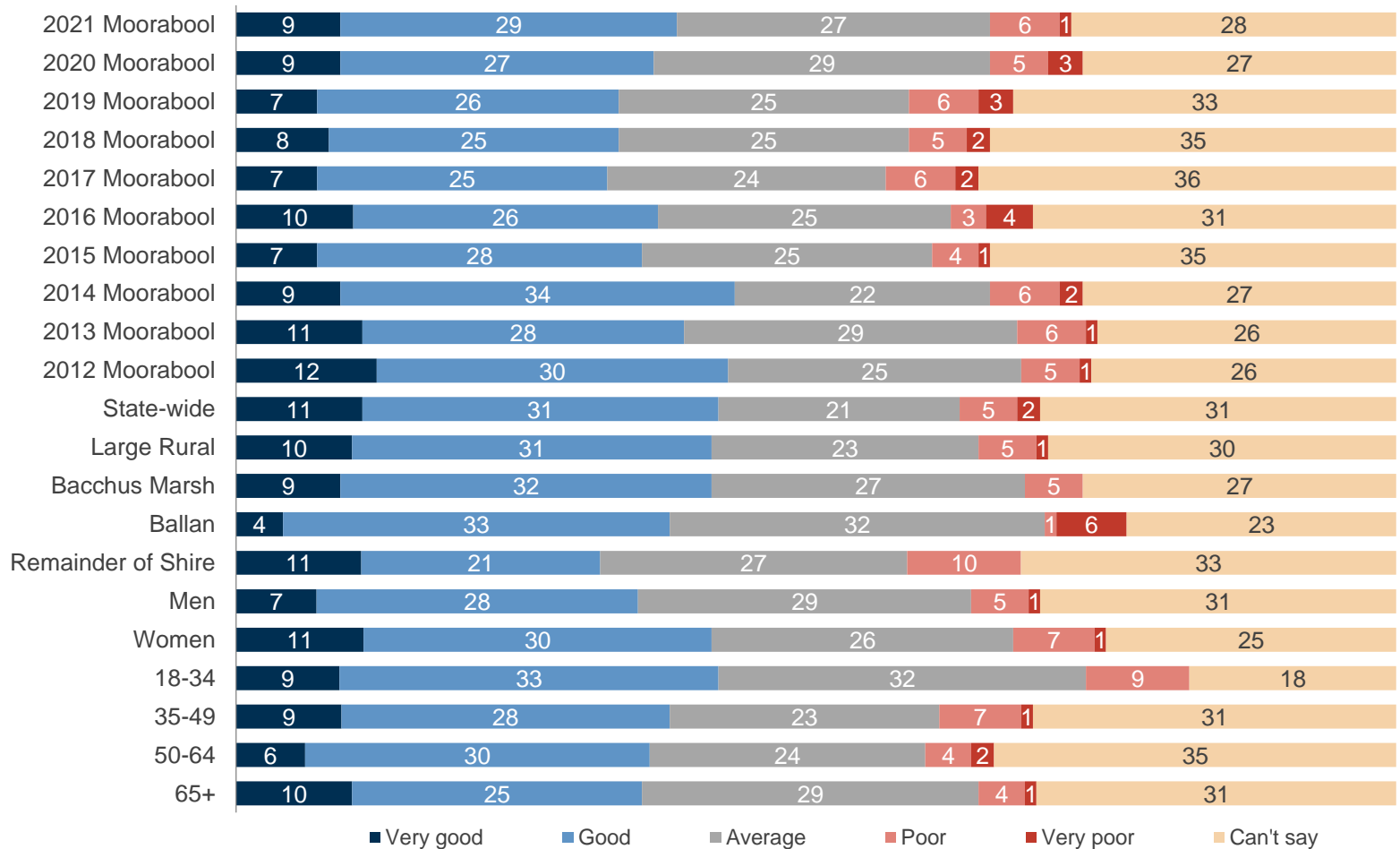
Note: Please see Appendix A for explanation of significant differences.



# Family support services performance



## 2021 family support performance (%)

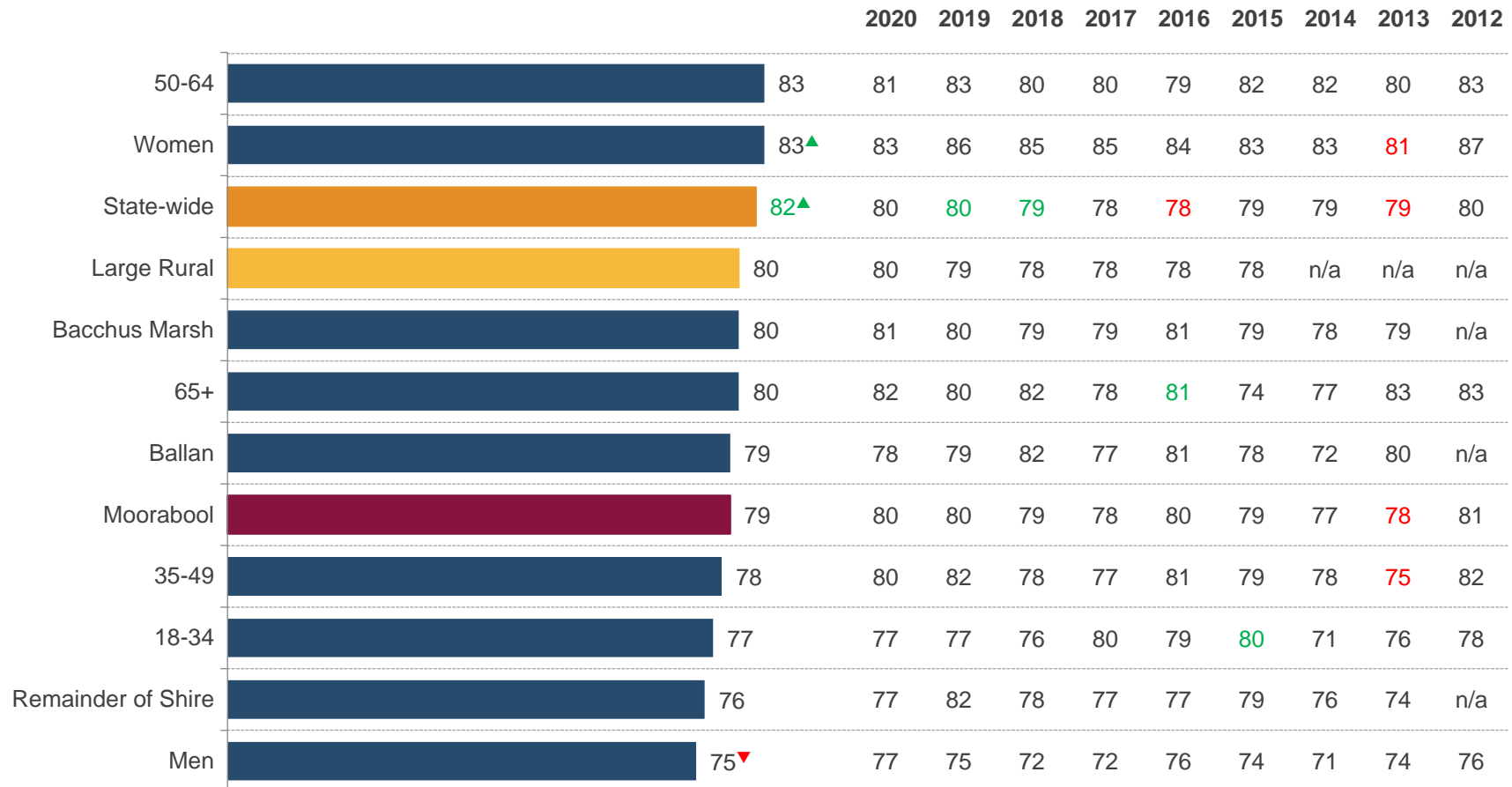




# Elderly support services importance



## 2021 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: 4

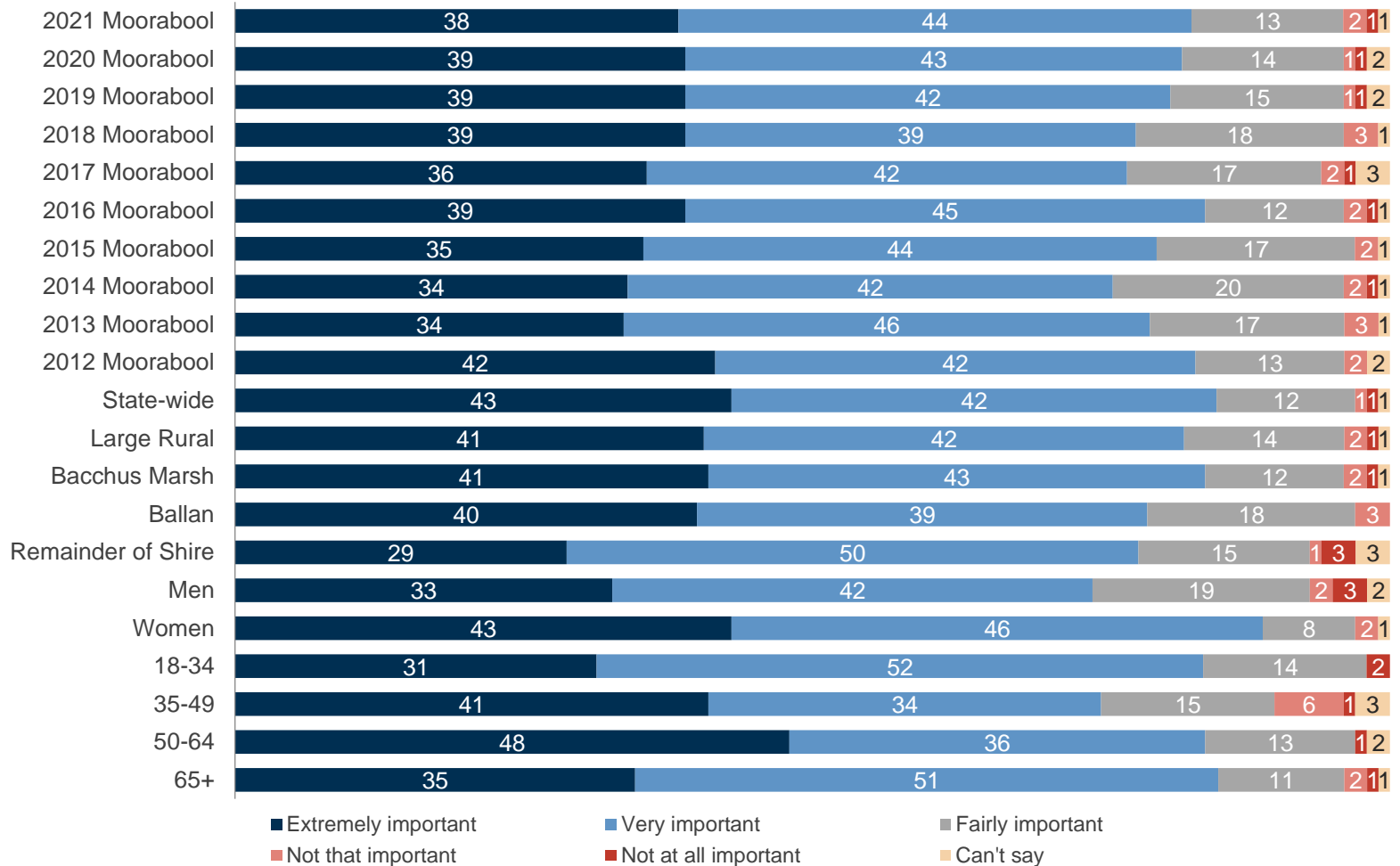
Note: Please see Appendix A for explanation of significant differences.



# Elderly support services importance



## 2021 elderly support importance (%)





# Elderly support services performance



## 2021 elderly support performance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	69	68	68	68	68	68	69	70	69	69
Ballan	69	68	66	66	71	66	71	77	75	n/a
65+	68	66	72	69	63	65	64	68	72	70
Large Rural	68	67	67	67	67	66	69	n/a	n/a	n/a
Men	67	63	65	67	62	63	66	67	67	68
18-34	67	64	59	73	66	69	69	67	74	70
Bacchus Marsh	67	63	65	67	62	64	65	69	68	n/a
Moorabool	67	62	64	67	63	62	66	67	67	68
50-64	66	58	56	64	62	59	66	67	64	63
Women	66	62	63	67	65	62	66	66	68	69
Remainder of Shire	64	57	59	67	63	56	65	57	63	n/a
35-49	64	60	68	61	62	56	63	66	61	70

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: 8

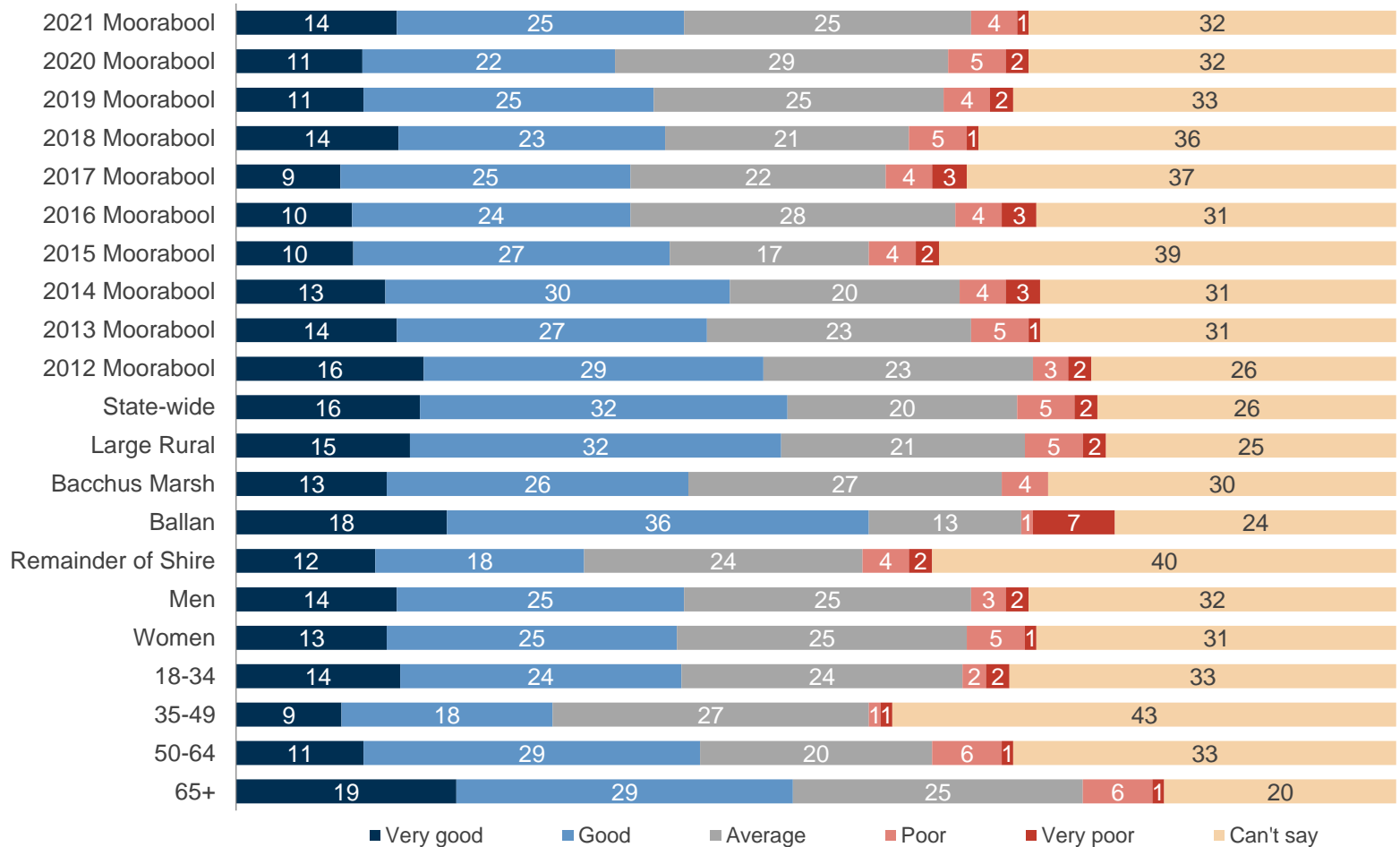
Note: Please see Appendix A for explanation of significant differences.



# Elderly support services performance



## 2021 elderly support performance (%)







## Recreational facilities importance



### 2021 recreational facilities importance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
Women	75	78	76	77	77	74	74	73	77	76
35-49	74	78	79	74	74	76	75	76	77	77
State-wide	74	72	72	73	72	73	72	72	72	72
50-64	73	73	72	76	74	73	73	75	73	70
Bacchus Marsh	73	76	73	75	75	76	74	74	77	n/a
Large Rural	73	72	72	74	72	72	72	n/a	n/a	n/a
Moorabool	73	75	72	74	73	73	72	72	74	73
Remainder of Shire	73	73	63	71	66	66	70	67	65	n/a
18-34	73	73	68	70	74	70	74	66	70	70
65+	72	76	68	75	68	70	65	70	73	74
Ballan	72	74	72	72	70	72	67	72	74	n/a
Men	71	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: 33 Councils asked group: 8

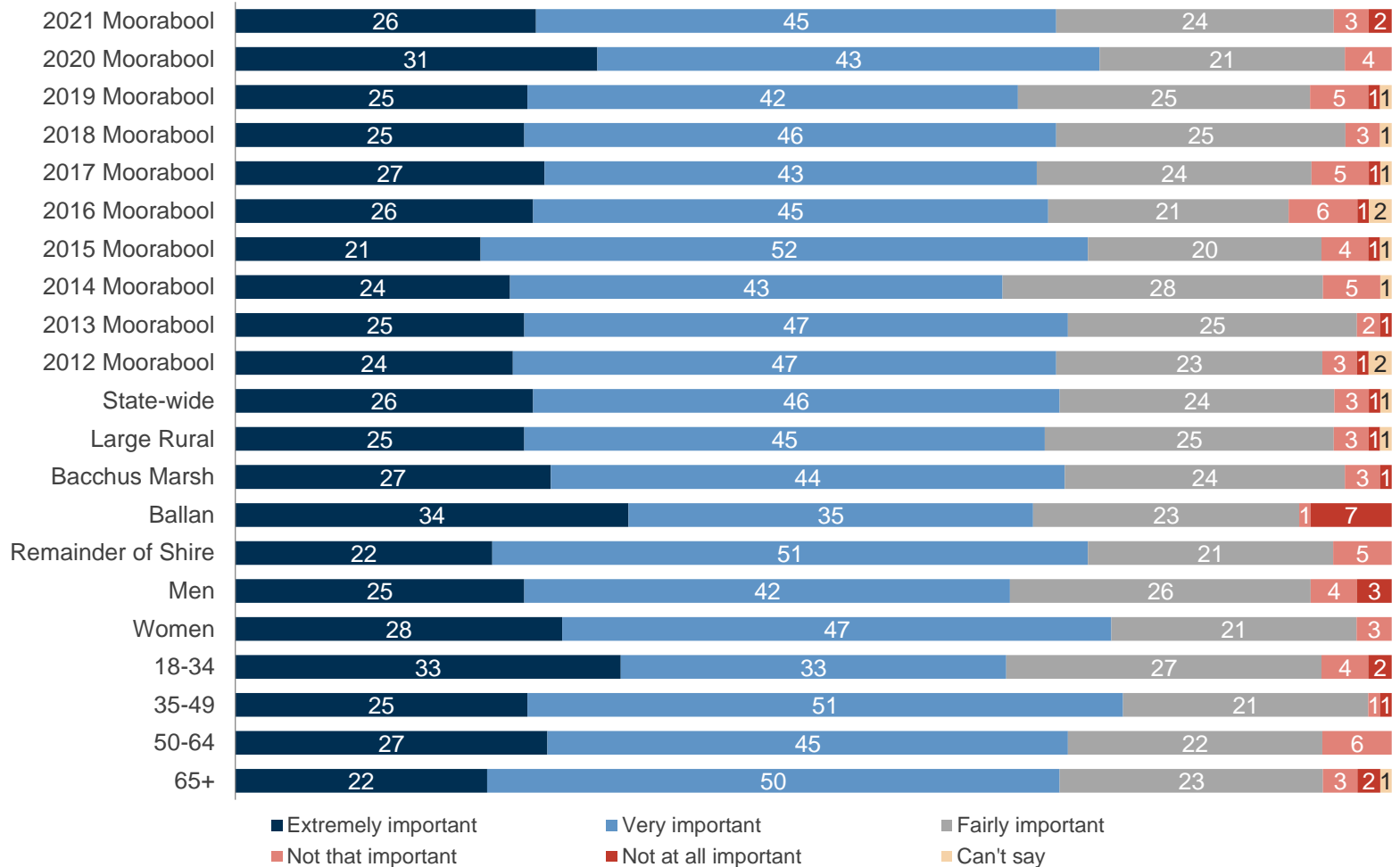
Note: Please see Appendix A for explanation of significant differences.



# Recreational facilities importance



## 2021 recreational facilities importance (%)





# Recreational facilities performance



## 2021 recreational facilities performance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	71▲	70	70	69	70	69	70	71	70	70
Large Rural	68▲	67	68	66	66	65	66	n/a	n/a	n/a
65+	62	67	64	56	61	60	61	65	62	66
Remainder of Shire	58	59	58	63	59	57	62	65	63	n/a
Women	58	55	52	54	51	56	57	61	56	57
50-64	57	60	54	56	55	55	64	58	55	57
Bacchus Marsh	57	57	54	51	54	57	60	60	55	n/a
Moorabool	57	58	54	55	55	56	60	61	57	61
Men	56	60	56	56	60	56	63	61	58	65
18-34	56	55	49	57	56	60	65	64	60	59
35-49	53	51	51	52	52	52	53	58	54	62
Ballan	52	63	53	58	58	53	59	60	59	n/a

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

Base: All respondents. Councils asked state-wide: 42 Councils asked group: 10

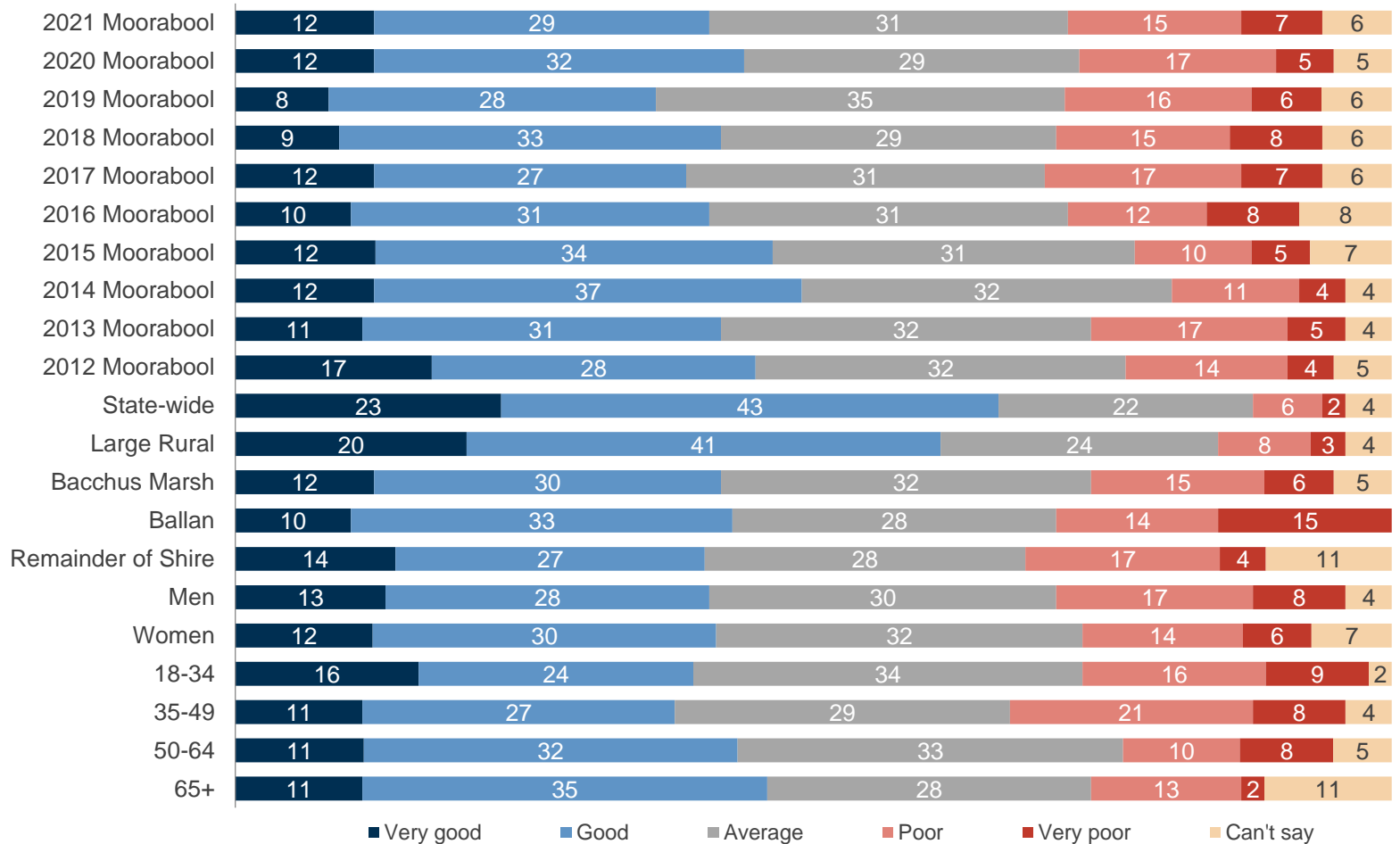
Note: Please see Appendix A for explanation of significant differences.



## Recreational facilities performance



2021 recreational facilities performance (%)





# The appearance of public areas importance



## 2021 public areas importance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
50-64	76	75	75	76	76	75	73	77	75	72
Large Rural	75	73	73	73	73	74	73	n/a	n/a	n/a
Bacchus Marsh	75	75	76	74	77	76	74	74	76	n/a
State-wide	75	74	73	74	74	74	73	73	74	73
35-49	75	77	74	74	76	74	75	74	77	75
Ballan	75	80	68	75	75	76	72	68	75	n/a
Women	74	75	77	76	78	77	73	74	74	74
Moorabool	74	75	73	73	75	75	72	72	74	72
Men	74	75	69	70	72	73	70	69	74	71
18-34	74	70	71	70	75	76	71	65	71	70
65+	73	78	72	72	73	73	67	72	73	72
Remainder of Shire	72	73	64	69	72	73	68	67	68	n/a

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

Base: All respondents. Councils asked state-wide: 31 Councils asked group: 8

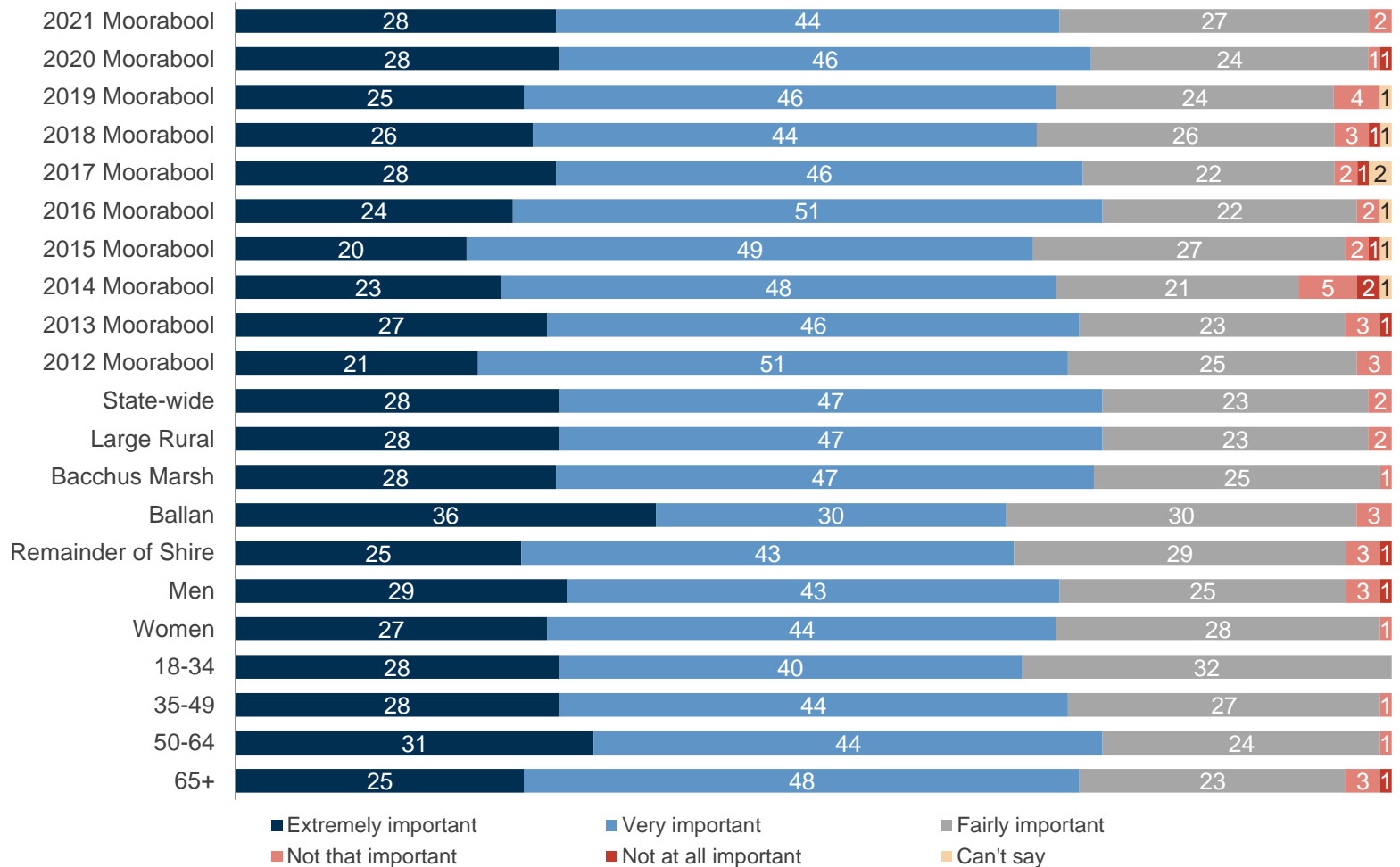
Note: Please see Appendix A for explanation of significant differences.



# The appearance of public areas importance



## 2021 public areas importance (%)





# The appearance of public areas performance



## 2021 public areas performance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	73▲	72	72	71	71	71	72	72	71	71
Ballan	73▲	69	67	64	63	62	59	69	58	n/a
Large Rural	70▲	71	70	69	69	69	69	n/a	n/a	n/a
35-49	68	62	64	65	66	64	63	67	61	68
65+	68	65	65	61	64	66	63	65	61	71
50-64	67	64	61	63	61	60	63	60	62	63
Women	67	63	65	65	66	65	61	67	64	69
Moorabool	66	64	64	64	64	64	63	65	64	69
Remainder of Shire	66	63	62	67	66	65	62	64	67	n/a
Men	66	66	64	62	63	64	65	63	64	68
Bacchus Marsh	65	64	64	62	64	65	64	64	64	n/a
18-34	61	66	66	65	66	67	64	66	72	72

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

Base: All respondents. Councils asked state-wide: 40 Councils asked group: 11

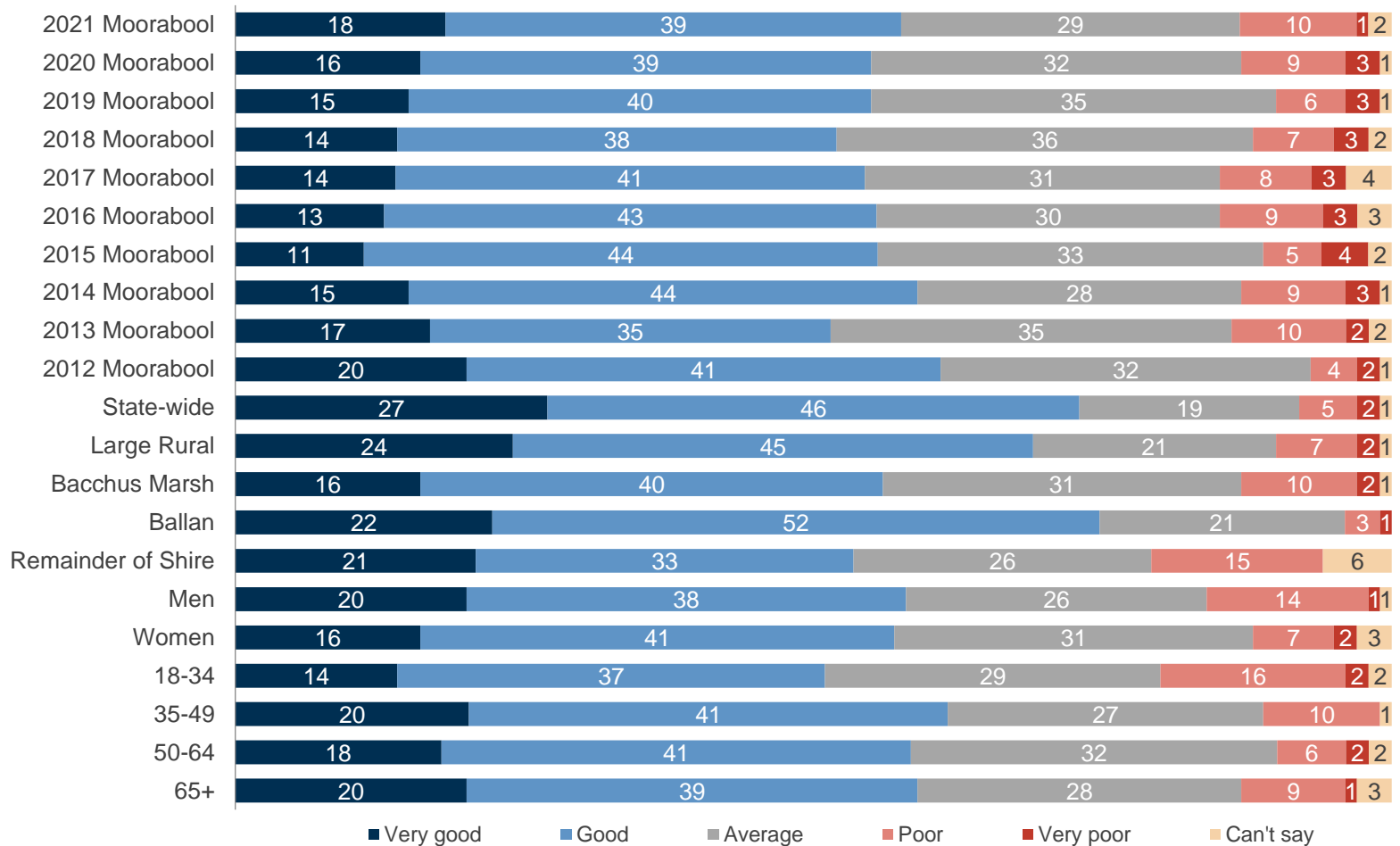
Note: Please see Appendix A for explanation of significant differences.



# The appearance of public areas performance



## 2021 public areas performance (%)







# Waste management importance



## 2021 waste management importance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
Women	85	87	84	86	82	79	80	82	83	81
50-64	85	87	79	86	83	80	83	83	82	81
Ballan	85	84	78	84	79	79	76	77	82	n/a
Remainder of Shire	84	81	79	80	77	76	79	76	79	n/a
Moorabool	83	84	80	82	80	78	79	79	80	78
35-49	82	85	83	82	80	77	83	80	81	80
State-wide	82	82	81	81	79	80	79	79	79	78
18-34	82	81	76	79	79	75	71	75	76	73
65+	82	85	81	83	79	82	78	79	82	80
Bacchus Marsh	82	85	80	83	82	79	79	81	80	n/a
Large Rural	81▼	81	80	81	78	79	78	n/a	n/a	n/a
Men	80	82	76	79	78	77	78	76	77	76

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

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

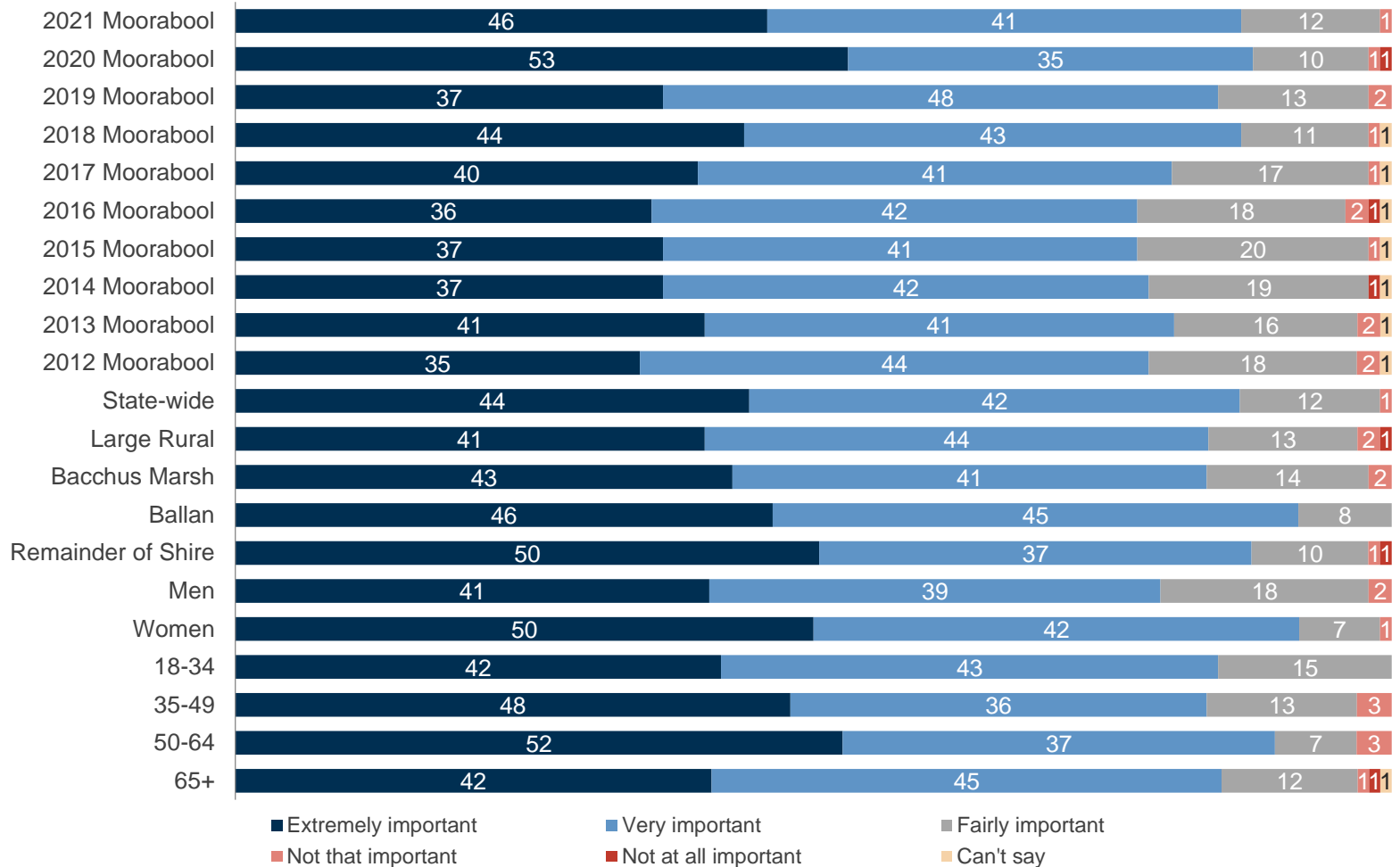
Note: Please see Appendix A for explanation of significant differences.



# Waste management importance



## 2021 waste management importance (%)





# Waste management performance



## 2021 waste management performance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
65+	69	69	68	70	69	70	68	68	71	75
State-wide	69▲	65	68	70	71	70	72	73	71	72
Bacchus Marsh	66	57	66	68	65	67	66	69	67	n/a
Men	66	58	67	66	64	68	68	70	70	70
Large Rural	66	62	64	67	68	66	68	n/a	n/a	n/a
Moorabool	65	57	64	68	65	67	67	69	69	69
50-64	65	57	59	70	65	66	67	67	65	68
Ballan	65	64	59	62	66	62	66	68	63	n/a
35-49	65	55	66	65	66	66	65	68	67	68
Women	64	56	62	69	67	65	66	68	68	69
Remainder of Shire	62	54	62	69	66	68	68	69	75	n/a
18-34	61	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: 66 Councils asked group: 19

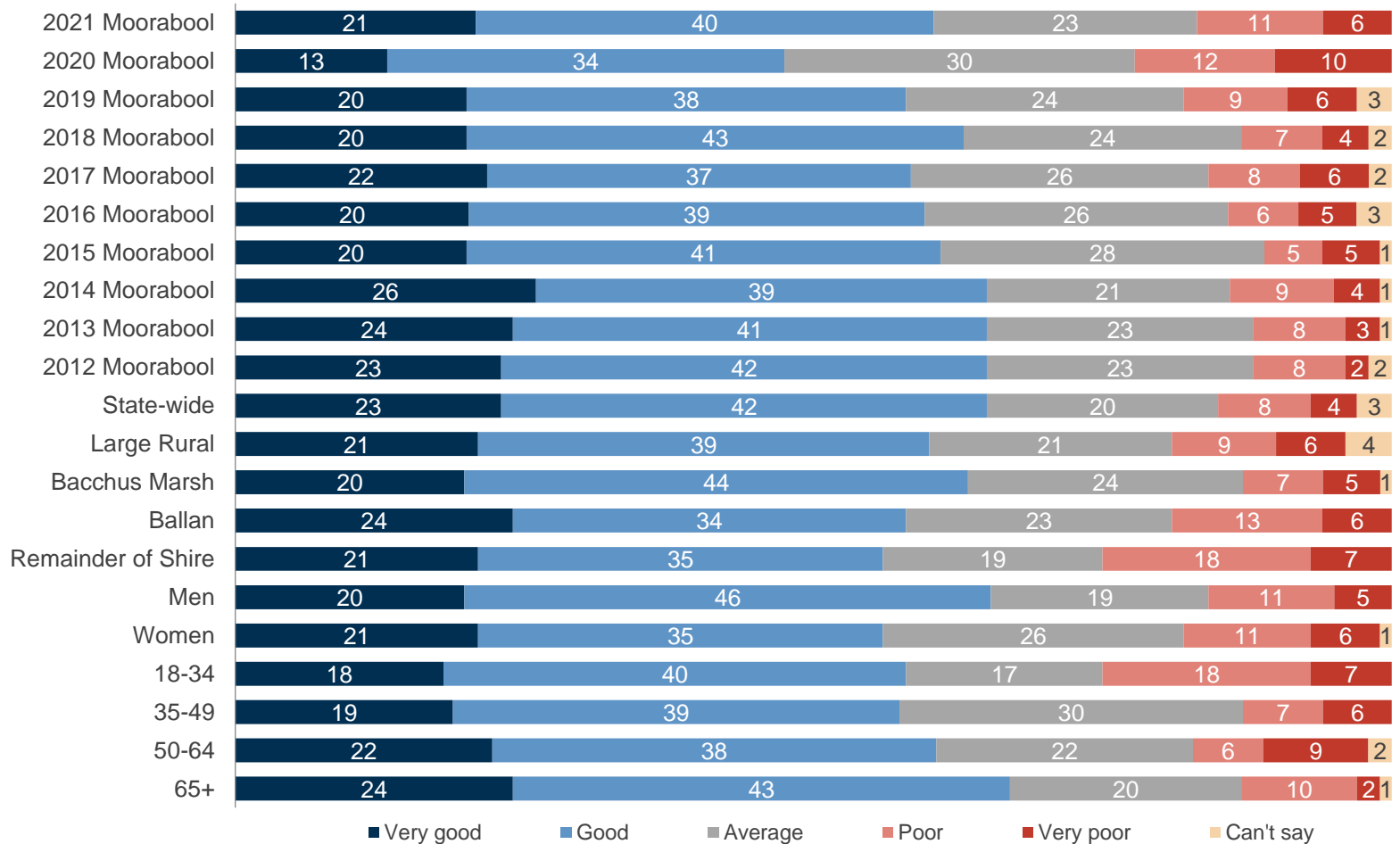
Note: Please see Appendix A for explanation of significant differences.



# Waste management performance



## 2021 waste management performance (%)



# Business and community development and tourism importance



## 2021 business/development/tourism importance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
Large Rural	71▲	68	64	65	67	69	70	n/a	n/a	n/a
State-wide	70▲	67	65	66	67	67	67	67	67	66
50-64	69	67	66	63	68	65	67	67	69	66
Women	69▲	67	67	67	71	69	67	66	71	70
Ballan	68	68	63	66	66	58	67	64	71	n/a
65+	67	67	63	66	61	65	62	64	67	67
35-49	65	67	66	69	68	70	69	66	69	71
Moorabool	65	66	64	65	67	67	67	65	69	68
Bacchus Marsh	65	66	64	66	70	71	69	66	71	n/a
Remainder of Shire	64	61	63	61	62	62	64	62	62	n/a
Men	61	64	60	62	64	64	67	63	66	65
18-34	60▼	62	61	61	71	65	70	62	68	66

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

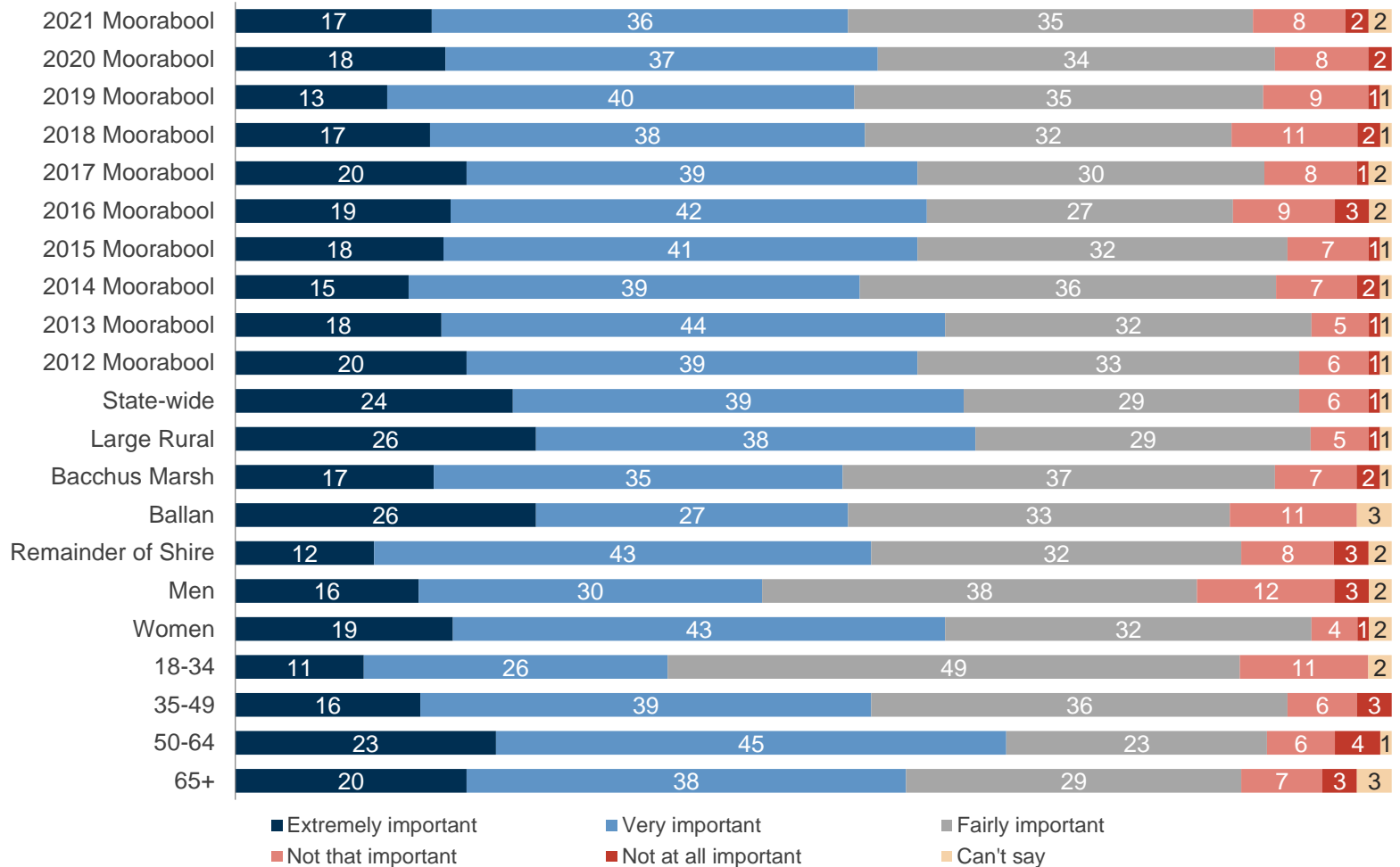
Base: All respondents. Councils asked state-wide: 22 Councils asked group: 6

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

# Business and community development and tourism importance



2021 business/development/tourism importance (%)



# Business and community development and tourism performance



## 2021 business/development/tourism performance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	61▲	59	61	60	61	60	61	62	62	62
Large Rural	59	61	62	61	60	59	59	n/a	n/a	n/a
18-34	59	59	61	67	52	63	60	58	62	59
65+	58	59	63	58	58	59	53	55	62	60
Bacchus Marsh	57	59	60	58	57	61	58	57	59	n/a
Women	57	59	61	59	57	58	58	59	57	58
Moorabool	57	58	60	60	54	57	55	56	57	57
Men	57	56	58	61	52	57	52	53	57	57
Ballan	56	57	59	61	54	52	54	56	51	n/a
Remainder of Shire	56	54	57	63	49	53	49	53	55	n/a
35-49	55	56	59	59	55	54	53	57	54	60
50-64	55	56	54	54	54	54	54	54	52	51

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

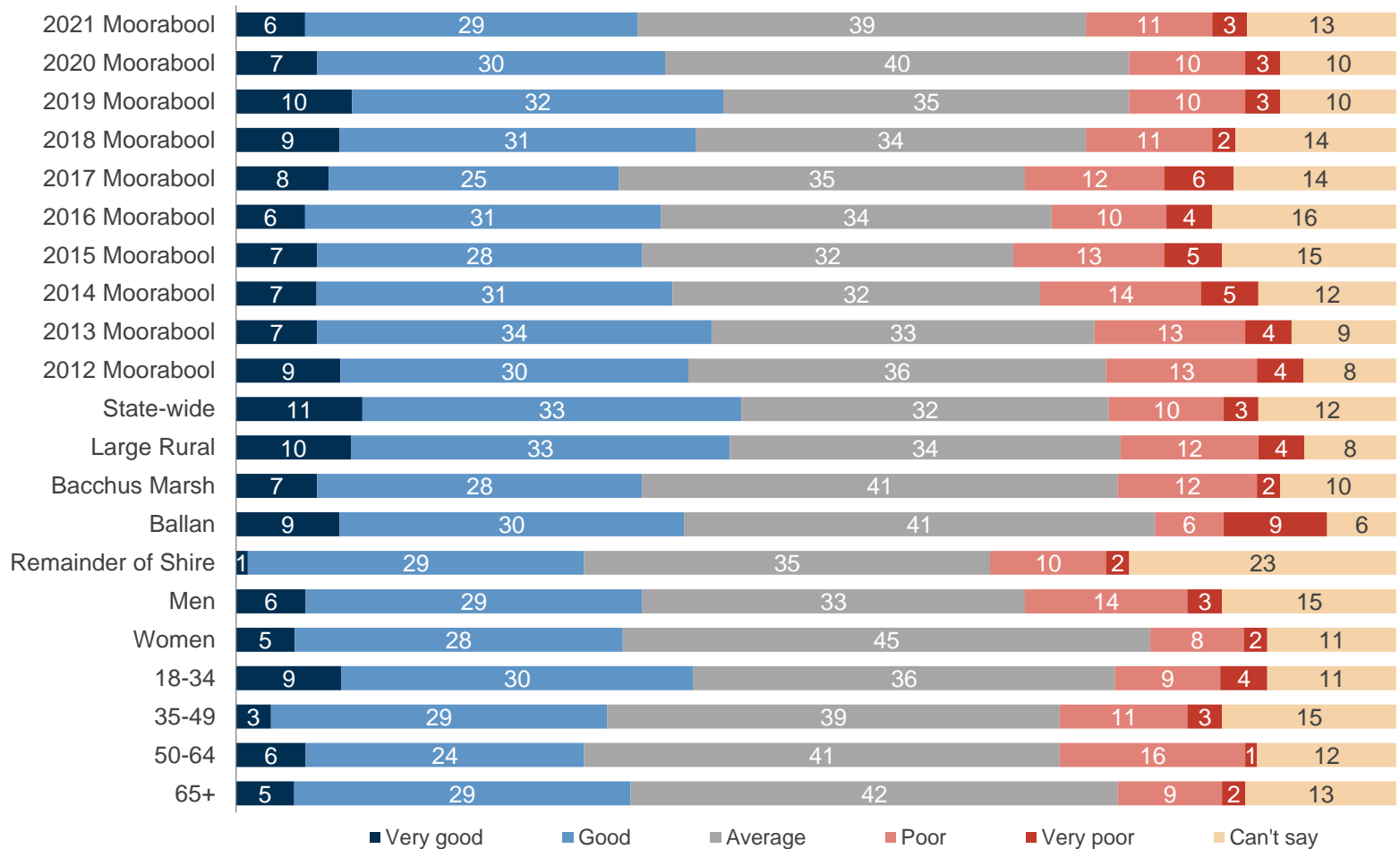
Base: All respondents. Councils asked state-wide: 28 Councils asked group: 8

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

# Business and community development and tourism performance



2021 business/development/tourism performance (%)







# Business and community development importance



## 2021 business/community development importance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
50-64	71	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Women	70	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	70▲	69	69	69	70	70	69	69	n/a	n/a
Ballan	69	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Bacchus Marsh	69	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Large Rural	68	68	70	69	70	71	72	n/a	n/a	n/a
35-49	68	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Moorabool	67	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
65+	67	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
18-34	66	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	64	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Remainder of Shire	63	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

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

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

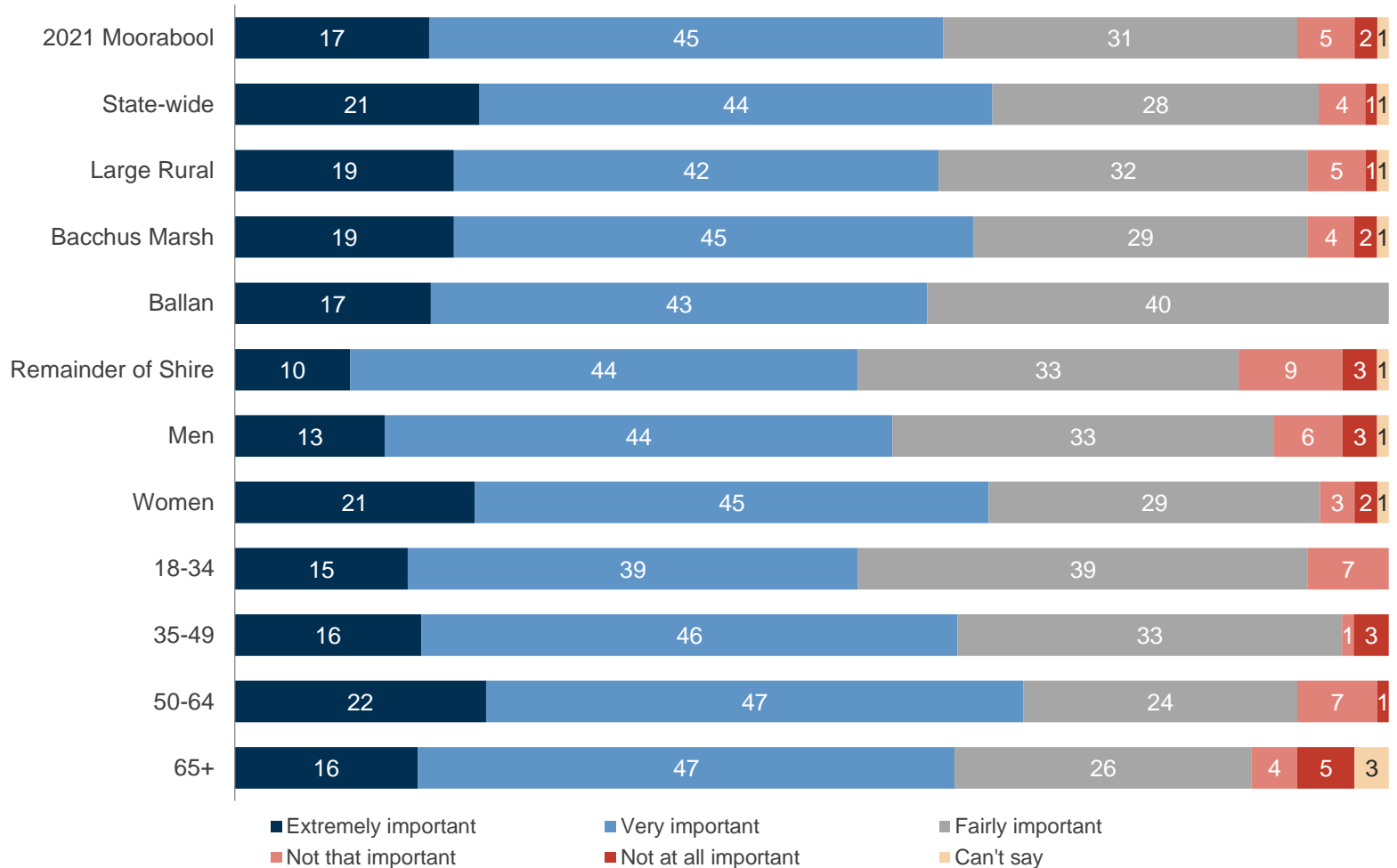
Note: Please see Appendix A for explanation of significant differences.



# Business and community development importance



2021 business/community development importance (%)



A large, stylized, dark blue 'W' graphic that spans the right side of the page. Inside the 'W', there is a blurred image of a crowd of people, possibly at a sporting event or a public gathering, with some individuals wearing red and white clothing.

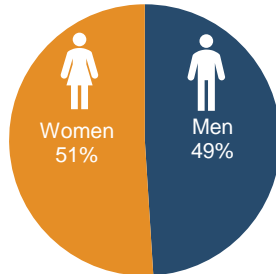
# **Detailed demographics**



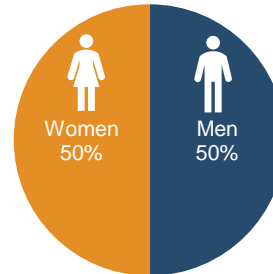
## Gender and age profile

### 2021 gender

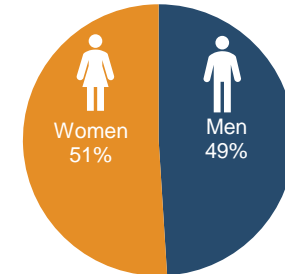
Moorabool



Large Rural

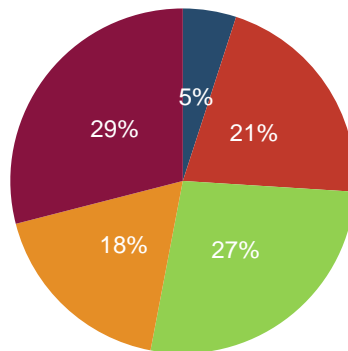


State-wide

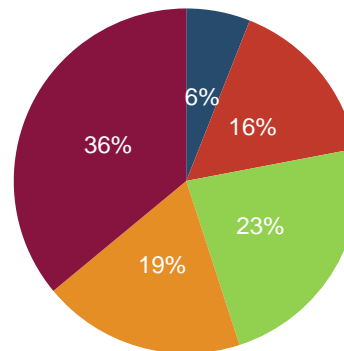


### 2021 age

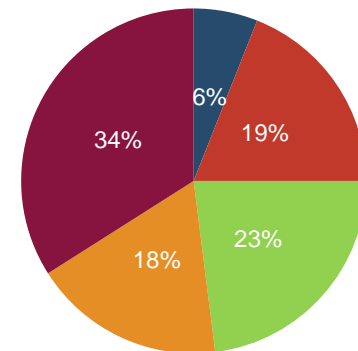
Moorabool



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?

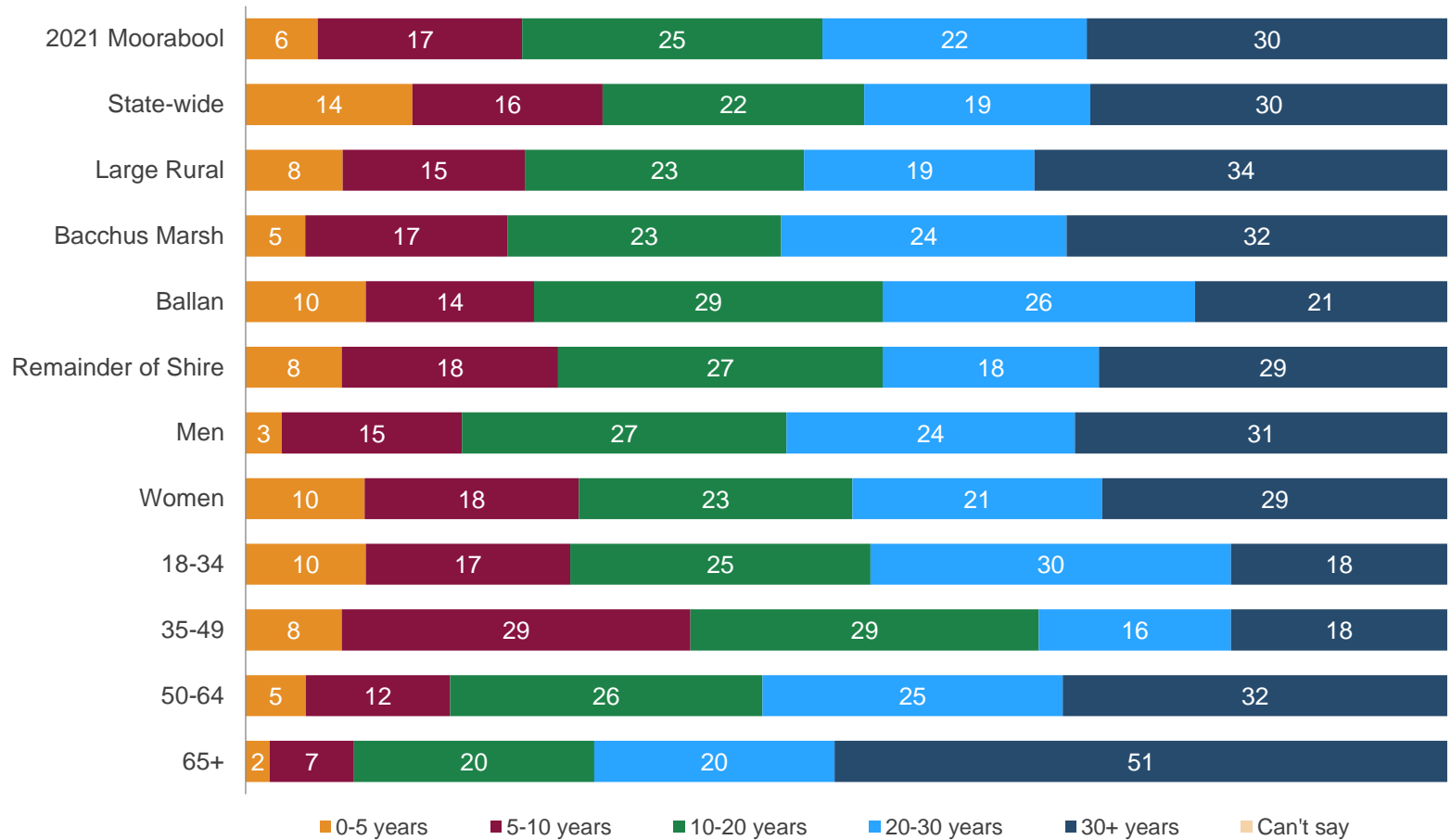
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

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



## Years lived in area


2021 years lived in area (%)



S5. How long have you lived in this area?/How long have you owned a property in this area?

Base: All respondents. Councils asked state-wide: 12 Councils asked group: 6

Note: For 2016, the code frame expanded out "10+ years", to include "10-20 years", "20-30 years" and "30+ years". As such, this chart presents the last five years of data only.



# **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 2021 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 26,600 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>	186	197	+/-7.2
<b>Women</b>	214	203	+/-6.7
<b>Bacchus Marsh</b>	248	252	+/-6.2
<b>Ballan</b>	51	47	+/-13.8
<b>Remainder of Shire</b>	101	101	+/-9.8
<b>18-34 years</b>	45	104	+/-14.8
<b>35-49 years</b>	73	108	+/-11.5
<b>50-64 years</b>	107	71	+/-9.5
<b>65+ years</b>	175	116	+/-7.4





## 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:

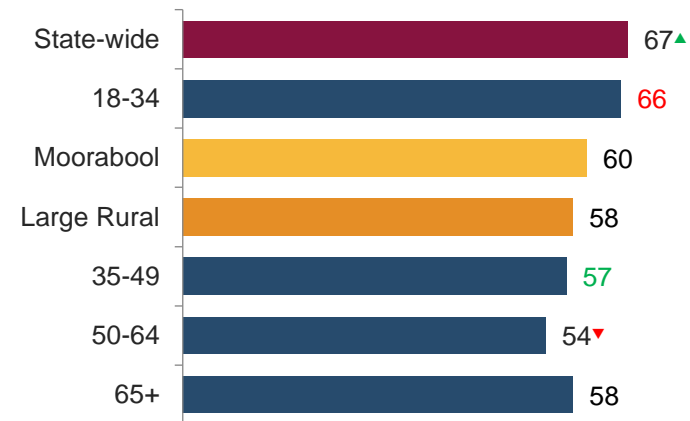
- ▲ The state-wide result is significantly higher than the overall result for the council.
- ▼ The result among 50-64 year olds is significantly lower than for the overall result for the council.

Further, results shown in green and red indicate significantly higher or lower results than in 2020.

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 2020.
- The result among 18-34 year olds in the council is **significantly lower** than the result achieved among this group in 2020.

**2021 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 2021 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 2021 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 – 19<sup>th</sup> March, 2021.



## 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 2021, 66 of the 79 Councils throughout Victoria participated in this survey. For consistency of analysis and reporting across all projects, Local Government Victoria has aligned its presentation of data to use standard council groupings. Accordingly, the council reports for the community satisfaction survey provide analysis using these standard council groupings. Please note that councils participating across 2012-2021 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, South Gippsland, Southern Grampians, Surf Coast, Swan Hill and Wellington.

Wherever appropriate, results for Moorabool Shire Council for this 2021 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 2012-2021 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 2021 State-wide Local Government Community Satisfaction Survey was designated as 'Core' and therefore compulsory inclusions for all participating Councils.

These core questions comprised:

- Overall performance last 12 months (Overall performance)
- Value for money in services and infrastructure (Value for money)
- Contact in last 12 months (Contact)
- Rating of contact (Customer service)
- Overall council direction last 12 months (Council direction)
- Community consultation and engagement (Consultation)
- Decisions made in the interest of the community (Making community decisions)
- Condition of sealed local roads (Sealed local roads)
- Waste management

Reporting of results for these core questions can always be compared against other participating councils in the council group and against all participating councils state-wide. Alternatively, some questions in the 2021 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 2021 State-wide Local Government Community Satisfaction Survey receives a customised report. In addition, the state government is supplied with this State-wide summary report of the aggregate results of 'Core' and 'Optional' questions asked across all council areas surveyed, which is available at:

<https://www.localgovernment.vic.gov.au/our-programs/council-community-satisfaction-survey>

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



## Appendix B: Glossary of terms

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

**CSS:** 2021 Victorian Local Government Community Satisfaction Survey.

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

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

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

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

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

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

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

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

**State-wide average:** The average result for all participating councils in the State.

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

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

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03 8685 8555



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**John Scales**  
Founder  
[jscales@jwsresearch.com](mailto:jscales@jwsresearch.com)

**Mark Zuker**  
Managing Director  
[mzucker@jwsresearch.com](mailto:mzucker@jwsresearch.com)

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



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