2023 Local Government Community Satisfaction Survey

Moorabool Shire Council

Coordinated by the Department of Government Services on behalf of Victorian councils

JWS RESEARCH

Contents

Background and objectives

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

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

Now in its twenty-fourth 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 24 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 24 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.

Key findings and recommendations

Moorabool Shire Council – at a glance

Overall council performance

Results shown are index scores out of 100.

Moorabool 52

Large Rural 52

State-wide 56

Council performance compared to group average

Top 3 performing areas	
Waste management	▬ on par
Appearance of public areas	▼ lower
Recreational facilities	▼ lower

Lowest 3 performing areas	
Sealed local roads	▼ lower
Local streets & footpaths	▼ lower
Consultation & engagement	▬ on par

Customer service	▬ on par

Summary of core measures

Index scores

Overall Performance · **Value for money** · **Community Consultation** · **Making Community Decisions** · **Sealed Local Roads** · **Waste management** · **Customer Service** · **Overall Council Direction**

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Overall Performance	56	56	54	54	56	54	53	54	50	52
Value for money	48	51	49	48	51	49	47	49	46	48
Community Consultation	52	50	48	48	52	50	47	49	47	50
Making Community Decisions	53	53	51	49	50	49	46	49	45	43
Sealed Local Roads	47	43	49	43	46	48	42	45	40	33
Waste management	69	67	67	65	68	64	57	65	61	64
Customer Service	68	64	66	64	66	65	66	66	66	62
Overall Council Direction						49		44	42	44

Summary of core measures

Core measures summary results (%)
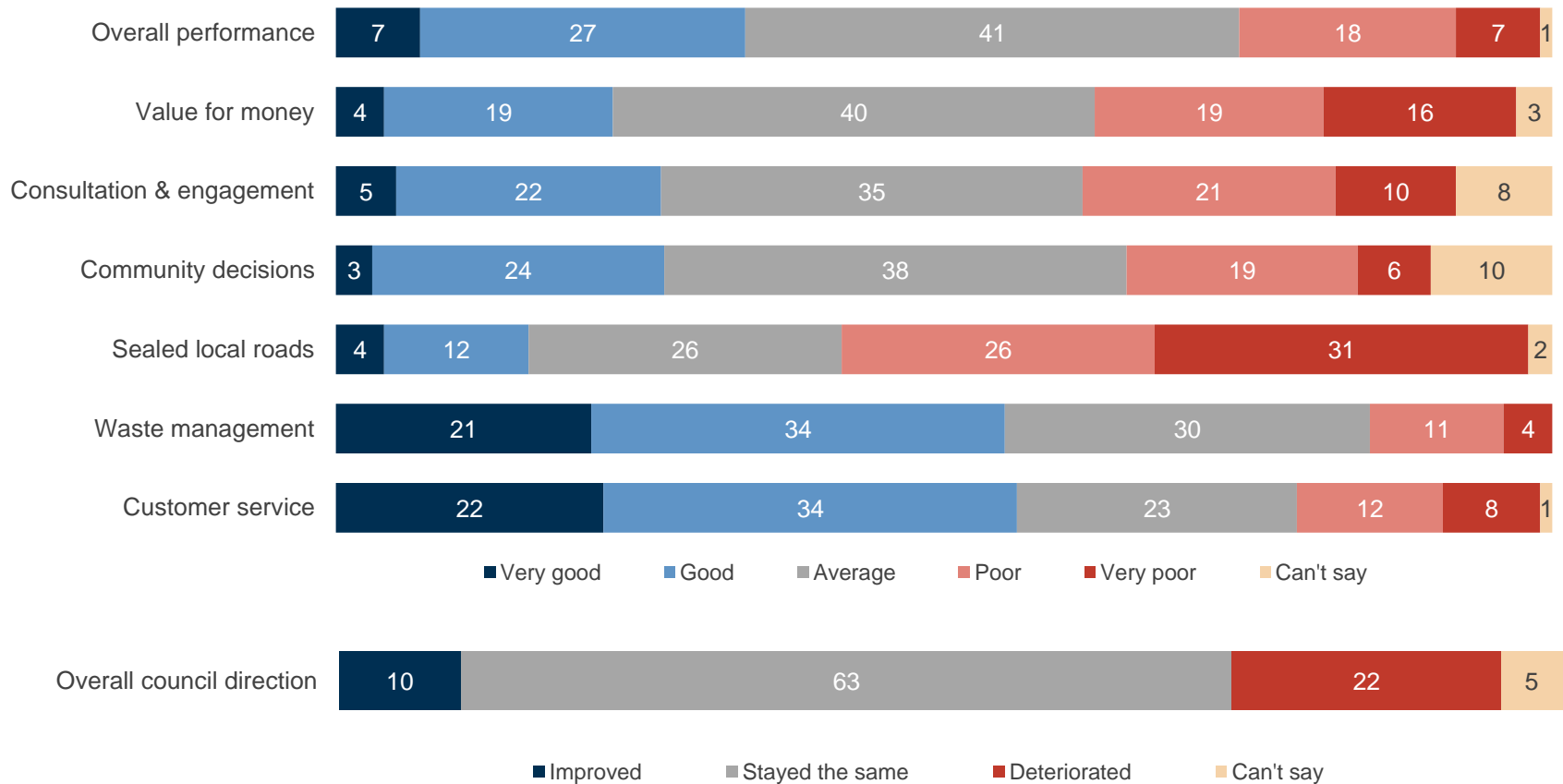
	Very good	Good	Average	Poor	Very poor	Can't say
Overall performance	7	27	41	18	7	1
Value for money	4	19	40	19	16	3
Consultation & engagement	5	22	35	21	10	8
Community decisions	3	24	38	19	6	10
Sealed local roads	4	12	26	26	31	2
Waste management	21	34	30	11	4	
Customer service	22	34	23	12	8	1

■ Very good ■ Good ■ Average ■ Poor ■ Very poor ■ Can't say

	Improved	Stayed the same	Deteriorated	Can't say
Overall council direction	10	63	22	5

■ Improved ■ Stayed the same ■ Deteriorated ■ Can't say

Summary of Moorabool Shire Council performance

Services	Moorabool 2023	Moorabool 2022	Large Rural 2023	State-wide 2023	Highest score	Lowest score
Overall performance	52	50	52	56	Aged 65+ years	Aged 35-49 years
Value for money	44	42	45	49	Aged 18-34 years	Aged 35-49 years
Overall council direction	43	45	44	46	Bacchus Marsh residents	Remainder of Shire residents
Customer service	62	66	65	67	Aged 65+ years	Ballan residents
Waste management	64	61	65	66	Aged 65+ years	Aged 50-64 years
Appearance of public areas	60	61	65	67	Women	Aged 35-49 years
Recreational facilities	59	55	65	68	Ballan residents, Aged 65+ years	Aged 35-49 years
Family support services	58	58	61	63	Bacchus Marsh residents, Aged 18-34 years	Ballan residents, Remainder of Shire residents
Bus/community dev./tourism	53	53	56	59	Aged 18-34 years	Aged 65+ years
Lobbying	52	46	49	51	Aged 18-34 years	Aged 50-64 years

Significantly higher / lower than Moorabool Shire Council 2023 result at the 95% confidence interval. Please see Appendix A for explanation of significant differences.

Summary of Moorabool Shire Council performance

Services		Moorabool 2023	Moorabool 2022	Large Rural 2023	State-wide 2023	Highest score	Lowest score
	Community decisions	**50**	47	48	51	Ballan residents	Aged 50-64 years
	Consultation & engagement	**48**	46	49	52	Aged 65+ years	Ballan residents
	Local streets & footpaths	**37**	41	47	52	Aged 65+ years	Ballan residents, Aged 35-49 years
	Sealed local roads	**33**	40	40	48	Aged 65+ years	Ballan residents

Significantly higher / lower than Moorabool Shire Council 2023 result at the 95% confidence interval.
Please see Appendix A for explanation of significant differences.

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Focus areas for the next 12 months

Overview

Moorabool Shire Council has maintained its overall performance score following a significant decline in performance last year. Perceptions of performance across most service areas declined significantly last year, however Council has abated further patterns of decline in the last 12 months. This is a positive result for Council, in addition to significant improvements in the service areas of recreational facilities and lobbying.

Key influences on perceptions of overall performance

Council's lowest performing service areas – sealed local roads, community consultation, and condition of local streets – have the greatest impact on overall performance. These areas should be the first point of focus for Council, especially sealed local roads, where perceptions of performance declined significantly in the last 12 months. Additionally, community decisions has a strong influence on overall performance and lobbying has a moderate influence and both are among Council's lower performing areas.

Comparison to state and area grouping

Council performs significantly lower than the Large Rural group and the State-wide average across a range of measures: the appearance of public areas, recreational facilities, family support services, business and community development and tourism, the condition of local streets and footpaths and the maintenance of sealed local roads. Only on lobbying on behalf of the community does Council rate significantly higher than the Large Rural group.

Demonstrate efforts to improve local streets, footpaths and roads

Council should focus on improvement in the maintenance of sealed local roads and local streets and footpaths. Both of these service areas recorded all time lows in performance ratings in 2023. Moreover, 39% of residents volunteer sealed road maintenance as Council's top area for improvement. Council should pay extra attention to the Ballan region, where residents rate performance the lowest on both these service areas.

DETAILED FINDINGS

Overall performance

Overall performance

The overall performance index score of 52 for Moorabool Shire Council is stable.

Moorabool Shire Council's overall performance is rated in line with the Large Rural group and statistically significantly lower (at the 95% confidence interval) than the State-wide average for councils (index scores of 52 and 56 respectively, and which both declined significantly for the second year running).

- Perceptions of Council's overall performance are highest among residents aged 65 years and over (index score of 56) and lowest among residents aged 35 to 49 years (index score of 48), although neither is significantly different from the average.

- Perceptions of Council's overall performance increased significantly in the Bacchus Marsh region in 2023 (index score of 53, up five index points from 2022).

Nearly a quarter of residents (23%) rate the value for money they receive from Council in infrastructure and services provided to their community as 'very good' or 'good'. This is less than those who rate Council as 'very poor' or 'poor' (35%). A further 40% rate Council as 'average' in terms of providing value for money.
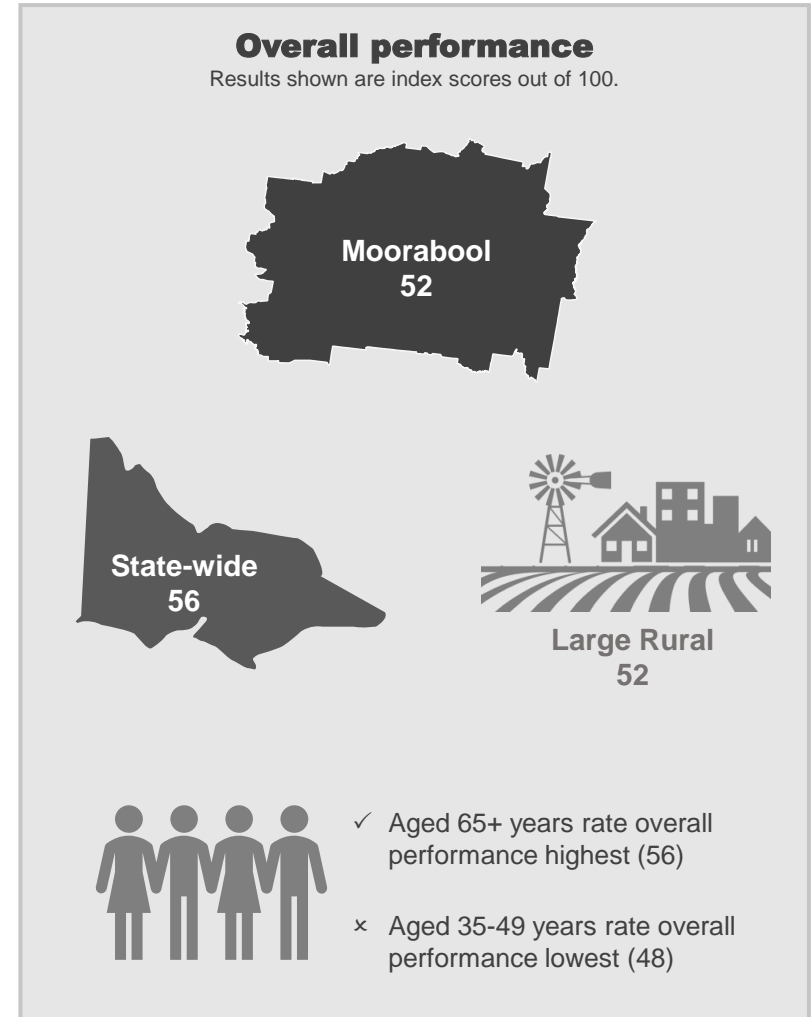
Overall performance
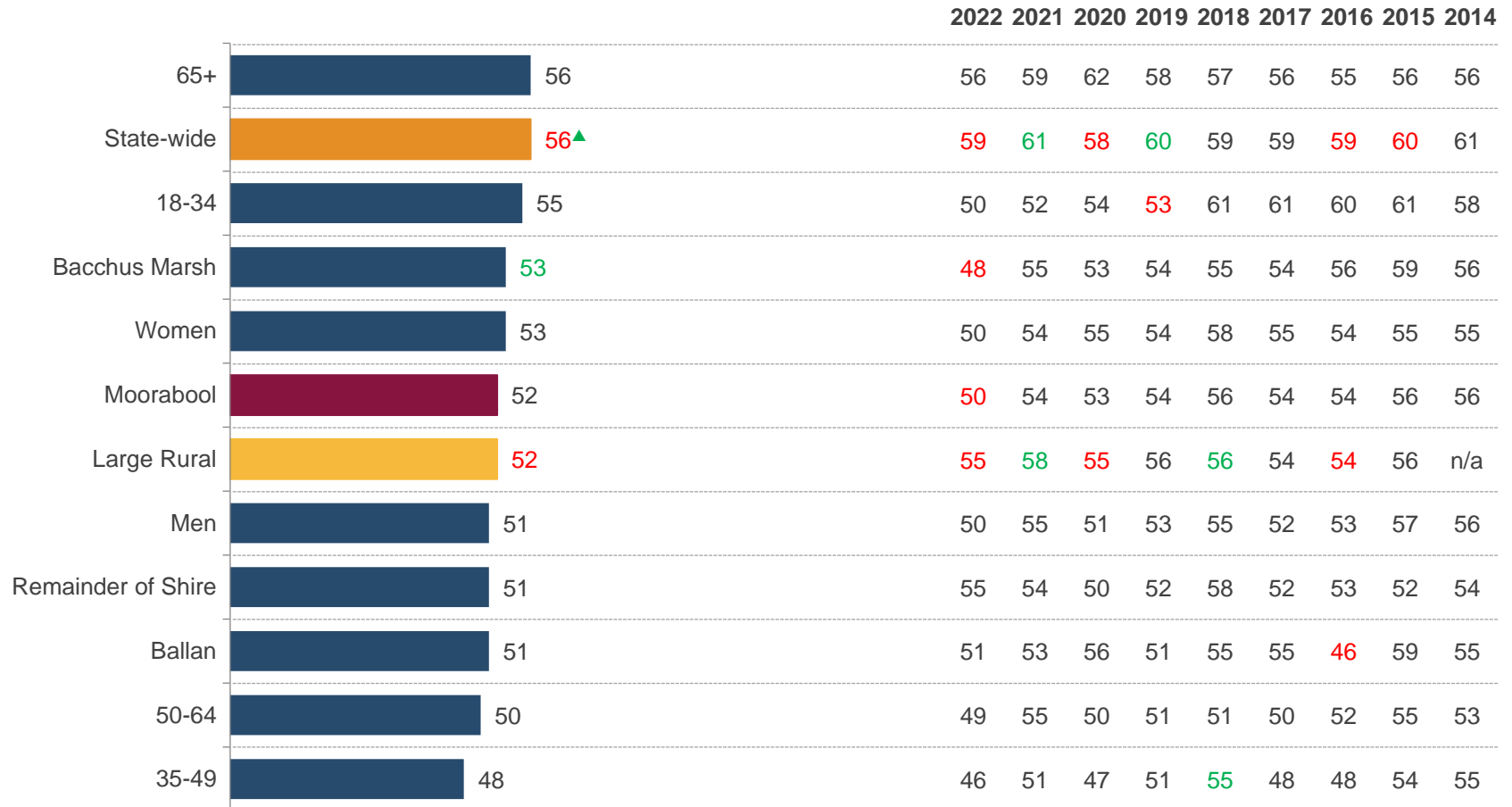
Results shown are index scores out of 100.

Moorabool
52

State-wide
56

Large Rural
52

✓ Aged 65+ years rate overall performance highest (56)

✗ Aged 35-49 years rate overall performance lowest (48)

Overall performance

2023 overall performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014
65+	56	56	59	62	58	57	56	55	56	56
State-wide	56 ▲	59	61	58	60	59	59	59	60	61
18-34	55	50	52	54	53	61	61	60	61	58
Bacchus Marsh	53	48	55	53	54	55	54	56	59	56
Women	53	50	54	55	54	58	55	54	55	55
Moorabool	52	50	54	53	54	56	54	54	56	56
Large Rural	52	55	58	55	56	56	54	54	56	n/a
Men	51	50	55	51	53	55	52	53	57	56
Remainder of Shire	51	55	54	50	52	58	52	53	52	54
Ballan	51	51	53	56	51	55	55	46	59	55
50-64	50	49	55	50	51	51	50	52	55	53
35-49	48	46	51	47	51	55	48	48	54	55

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: 18
Note: Please see Appendix A for explanation of significant differences.

Overall performance

2023 overall performance (%)

	Very good	Good	Average	Poor	Very poor	Can't say
2023 Moorabool	7	27	41	18	7	1
2022 Moorabool	4	29	41	16	10	1
2021 Moorabool	6	33	40	13	7	1
2020 Moorabool	6	28	44	13	8	1
2019 Moorabool	6	29	43	12	8	2
2018 Moorabool	6	34	42	12	4	2
2017 Moorabool	6	32	41	12	9	1
2016 Moorabool	8	26	45	11	9	2
2015 Moorabool	7	33	43	9	7	1
2014 Moorabool	7	35	38	10	9	1
State-wide	9	33	36	13	7	1
Large Rural	6	29	38	15	10	1
Bacchus Marsh	9	28	38	16	9	
Ballan	5	24	42	23	5	2
Remainder of Shire	4	26	46	20	5	1
Men	8	23	40	22	6	
Women	6	30	41	14	8	1
18-34	9	33	34	16	8	
35-49	2	23	43	28	4	
50-64	7	21	45	16	9	2
65+	10	29	42	10	8	1

■ Very good ■ Good ■ Average ■ Poor ■ Very poor ■ Can't say

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: 18

Value for money in services and infrastructure

2023 value for money (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014
18-34 — 51 ▲	42	42	n/a	n/a	n/a	n/a	n/a	n/a	n/a
State-wide — 49 ▲	53	54	n/a	n/a	n/a	n/a	n/a	n/a	n/a
65+ — 48	46	50	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Bacchus Marsh — 45	40	45	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Women — 45	41	46	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Large Rural — 45	48	50	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Moorabool — 44	42	44	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men — 43	43	43	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Remainder of Shire — 42	45	43	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Ballan — 41	42	43	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64 — 40	39	48	n/a	n/a	n/a	n/a	n/a	n/a	n/a
35-49 — 36 ▼	40	39	n/a	n/a	n/a	n/a	n/a	n/a	n/a

*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: 65 Councils asked group: 18
Note: Please see Appendix A for explanation of significant differences.

Value for money in services and infrastructure

2023 value for money (%)

	Very good	Good	Average	Poor	Very poor	Can't say
2023 Moorabool	4	19	40	19	16	3
2022 Moorabool	3	19	36	22	17	3
2021 Moorabool	6	23	30	22	17	2
State-wide	7	26	34	18	12	4
Large Rural	5	22	34	21	15	3
Bacchus Marsh	6	21	38	17	17	2
Ballan		23	37	15	23	3
Remainder of Shire	2	13	44	23	12	6
Men	5	16	39	18	18	4
Women	3	22	40	19	14	2
18-34	2	31	43	16		8
35-49	4	13	30	23	25	5
50-64	3	11	45	23	17	1
65+	7	19	41	13	15	6

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: 65 Councils asked group: 18

Top performing service areas

Waste management (index score of 64) is the area where Council performed best in 2023. Council performs in line with the Large Rural group and the State-wide average for councils in this service area (index scores of 65 and 66 respectively).

- Bacchus Marsh residents rate waste management performance significantly higher than last year (index score of 64, up five index points from 2022).

The appearance of public areas is Council's next best performing service area (index score of 60). However, Council performs significantly lower than the Large Rural group and the State-wide average (index scores of 65 and 67 respectively).

- Men rate Council significantly lower than last year (index score of 57, down five index points on 2022).

Recreational facilities is another of Council's top performing service areas (index score of 59), increasing significantly by four index points from last year. Council performs significantly lower than the Large Rural group and the State-wide average for councils (index scores of 65 and 68 respectively).

- 50-64 year olds (index score of 60, up eight index points) and Bacchus Marsh residents (59, up five points) rate Council significantly higher on this measure this year.

Waste management (index score of 64) is the area where Council performed best in 2023.

Low performing service areas

Council rates lowest in the areas of sealed local roads (index score of 33) and local streets and footpaths (index score of 37).

Council performs lowest on the condition of sealed local roads (index score of 33), representing an all-time low in this service area. Performance is significantly lower than the Large Rural group and the State-wide average for councils (index scores of 40 and 48 respectively).

- All demographic and geographic cohorts declined to some extent in their perceptions of performance in the last 12 months, most significantly so.

- Residents aged 65 years and over and residents of Bacchus Marsh rate significantly higher than the Council average (index scores of 41 and 38 respectively).

- Ballan residents and the 'Remainder of Shire' region rate significantly lower than the Council average (index scores of 22 and 27 respectively).

- 39% of people volunteer sealed road maintenance as the top area of improvement for Council.

The condition of local streets and footpaths is Council's next lowest performing service area (index score of 37). Performance is significantly lower than the Large Rural group and the State-wide average for councils (index scores of 47 and 52 respectively).

- Residents aged 65 years and over rate significantly higher than the Council average, while ratings declined significantly among 35 to 49 year olds.

Individual service area performance

2023 individual service area performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014
Waste management	64	61	65	57	64	68	65	67	67	69
Appearance of public areas	60	61	66	64	64	64	64	64	63	65
Recreational facilities	59	55	57	58	54	55	55	56	60	61
Family support services	58	58	64	62	61	62	62	62	64	64
Bus/community dev./tourism	53	53	57	58	60	60	54	57	55	56
Lobbying	52	46	50	47	47	48	47	48	49	51
Community decisions	50	47	49	47	49	51	49	48	50	52
Consultation & engagement	48	46	50	49	49	52	48	49	51	48
Local streets & footpaths	37	41	48	46	53	49	48	47	49	48
Sealed local roads	33	40	45	42	48	46	43	47	43	47

Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?
Base: All respondents. Councils asked State-wide: 66 Councils asked group: 18
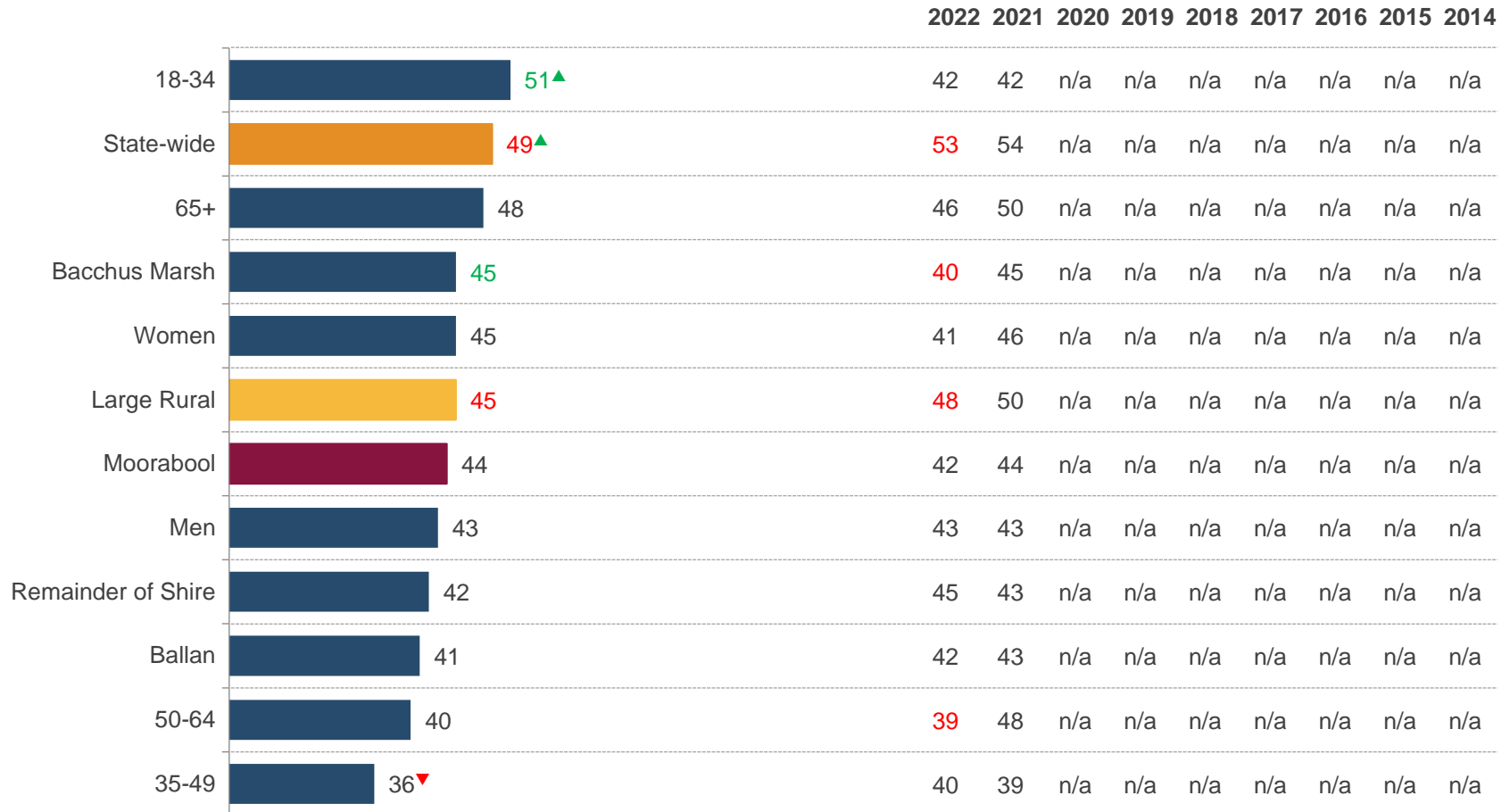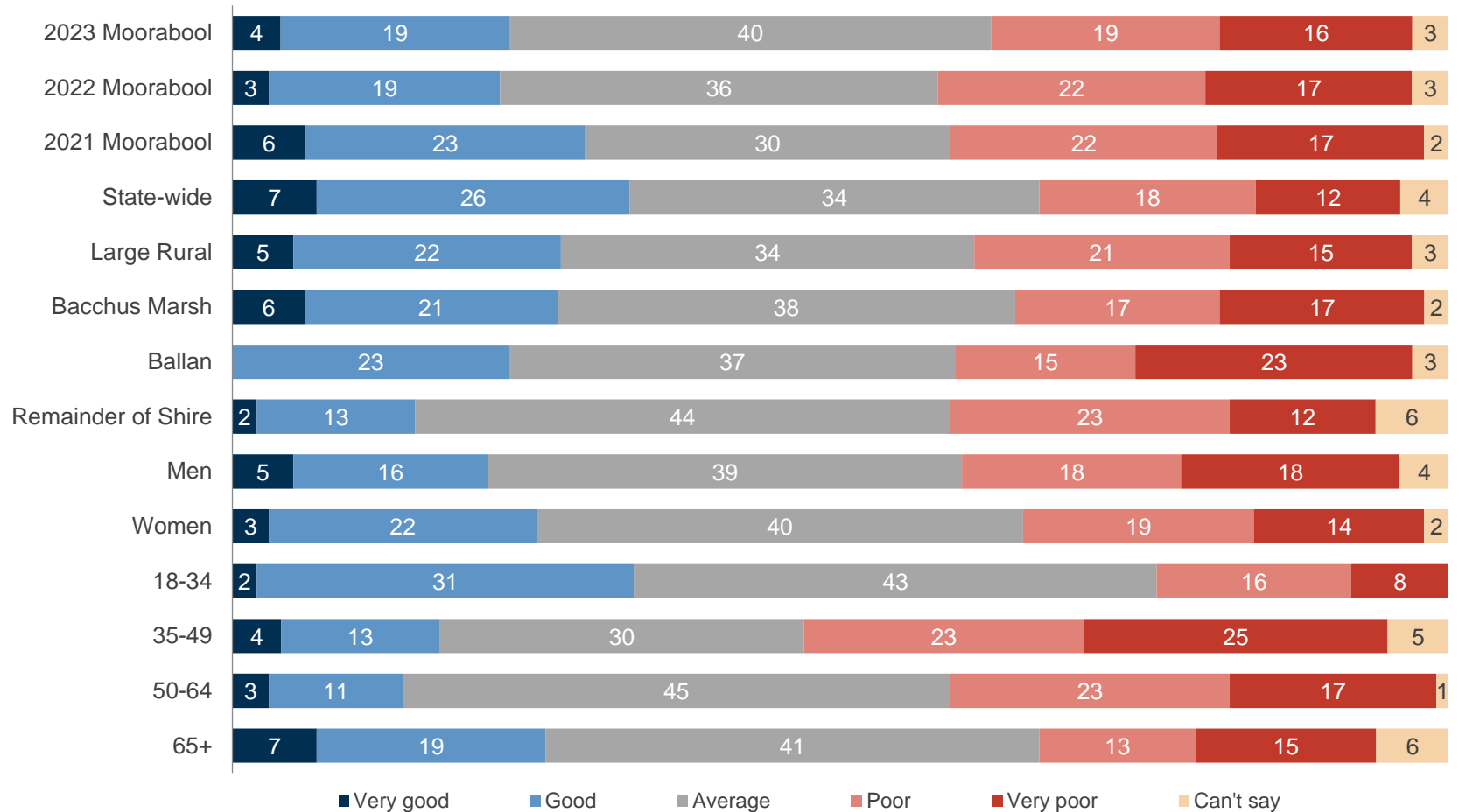*Note: Please see Appendix A for explanation of significant differences.*

Individual service area performance

2023 individual service area performance (%)

Legend: ■ Very good ■ Good ■ Average ■ Poor ■ Very poor ■ Can't say

Service area	Very good	Good	Average	Poor	Very poor	Can't say
Waste management	21	34	30	11	4	
Appearance of public areas	11	36	37	11	4	2
Recreational facilities	13	33	30	14	5	4
Family support services	8	20	27	8	4	34
Bus/community dev./tourism	5	22	41	13	4	16
Lobbying	5	19	35	17	3	20
Community decisions	3	24	38	19	6	10
Consultation & engagement	5	22	35	21	10	8
Local streets & footpaths	6	14	28	24	25	3
Sealed local roads	4	12	26	26	31	2

Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?
Base: All respondents. Councils asked State-wide: 66 Councils asked group: 18
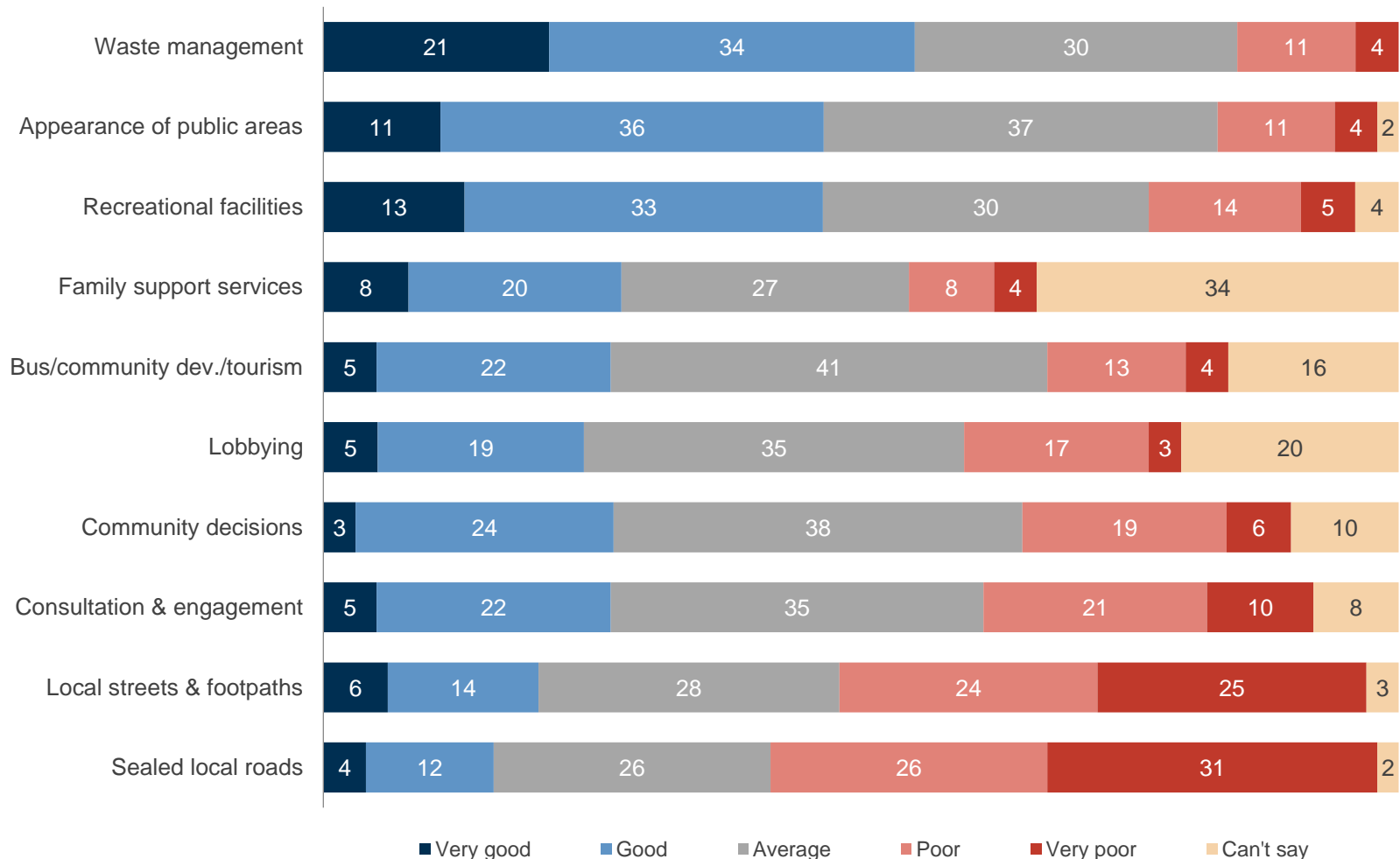
Individual service area importance

2023 individual service area importance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014
Waste management	83	83	83	84	80	82	80	78	79	79
Local streets & footpaths	82	83	81	82	79	80	78	79	79	79
Community decisions	80	82	83	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Consultation & engagement	77	77	78	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Recreational facilities	76	74	73	75	72	74	73	73	72	72
Family support services	75	75	74	75	73	73	74	75	71	73
Appearance of public areas	75	76	74	75	73	73	75	75	72	72
Lobbying	72	76	75	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Business & community dev.	68	70	67	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Bus/community dev./tourism	65	68	65	66	64	65	67	67	67	65

Q1. Firstly, how important should [RESPONSIBILITY AREA] be as a responsibility for Council?
Base: All respondents. Councils asked State-wide: 33 Councils asked group: 10
Note: Please see Appendix A for explanation of significant differences.

Individual service area importance

2023 individual service area importance (%)

Service area	Extremely important	Very important	Fairly important	Not that important	Not at all important	Can't say
Waste management	47	40	12			
Local streets & footpaths	50	33	11	2	3	2
Community decisions	42	41	13	2	1	2
Consultation & engagement	37	39	19	3	1	1
Recreational facilities	34	40	22	3		1
Appearance of public areas	29	44	23	2		1
Family support services	35	34	22	5	1	2
Lobbying	30	36	24	6	2	2
Business & community dev.	22	37	31	7	1	3
Bus/community dev./tourism	16	38	34	7	3	2

■ Extremely important ■ Very important ■ Fairly important
■ Not that important ■ Not at all important ■ Can't say

Q1. Firstly, how important should [RESPONSIBILITY AREA] be as a responsibility for Council?
Base: All respondents. Councils asked State-wide: 33 Councils asked group: 10

Individual service areas importance vs performance

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

	Importance (index scores)	**Performance (index scores)**	**Net Differential**
Local streets & footpaths	82	37	-45
Community decisions	80	50	-30
Consultation & engagement	77	48	-30
Lobbying	72	52	-20
Waste management	83	64	-19
Family support services	75	58	-17
Recreational facilities	76	59	-17
Appearance of public areas	75	60	-15
Bus/community dev./tourism	65	53	-12
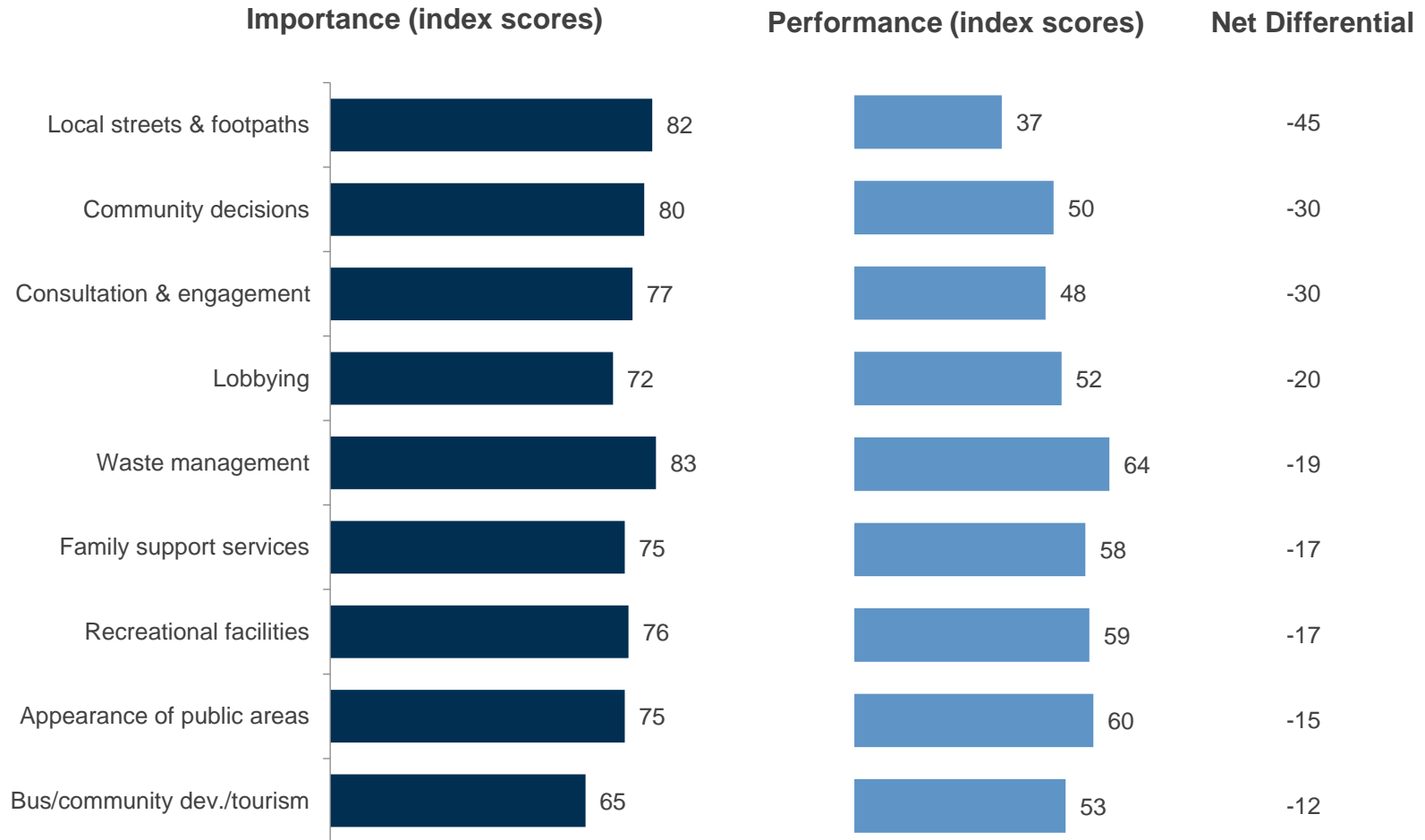
Note: Net differentials are calculated based on the un-rounded importance and performance scores, then rounded to the nearest whole number, which may result in differences of +/-1% in the importance and performance scores and the net differential scores.

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:

• The condition of sealed local roads.

Attending to resident concerns about sealed roads and ensuring these are well maintained provides the greatest opportunity to drive up overall opinion of Council performance. Currently, this is Council's poorest performing area (index score of 33).

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

• Community consultation and engagement

• Decisions made in the interest of the community

• The condition of local streets

• Recreational facilities

• Lobbying on behalf of the community

• Waste management.

Looking at these key service areas only, waste management has a high performance index (64) and a moderate influence on the overall performance rating. Council also performs well on the stronger influence of recreational facilities (59).

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

Other service areas with a strong influence on overall perceptions but where Council performs less well are community consultation and decisions made in the community's interest (index of 48 and 50 respectively) and the related, more moderate influence of lobbying (index of 52).

Ensuring good communication and consultation with residents, transparency around Council decision making and demonstrating efforts to advocate for the community can also help improve overall opinion of Council.

However, in addition to sealed roads, most in need of attention is the condition of local streets, which is a reasonably strong influence on overall community opinion but an area in which Council performs poorly (performance index of 37).

It will be important to attend to resident concerns and improve the maintenance of local streets to help lift overall ratings of Council 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 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

2023 regression analysis (all service areas)
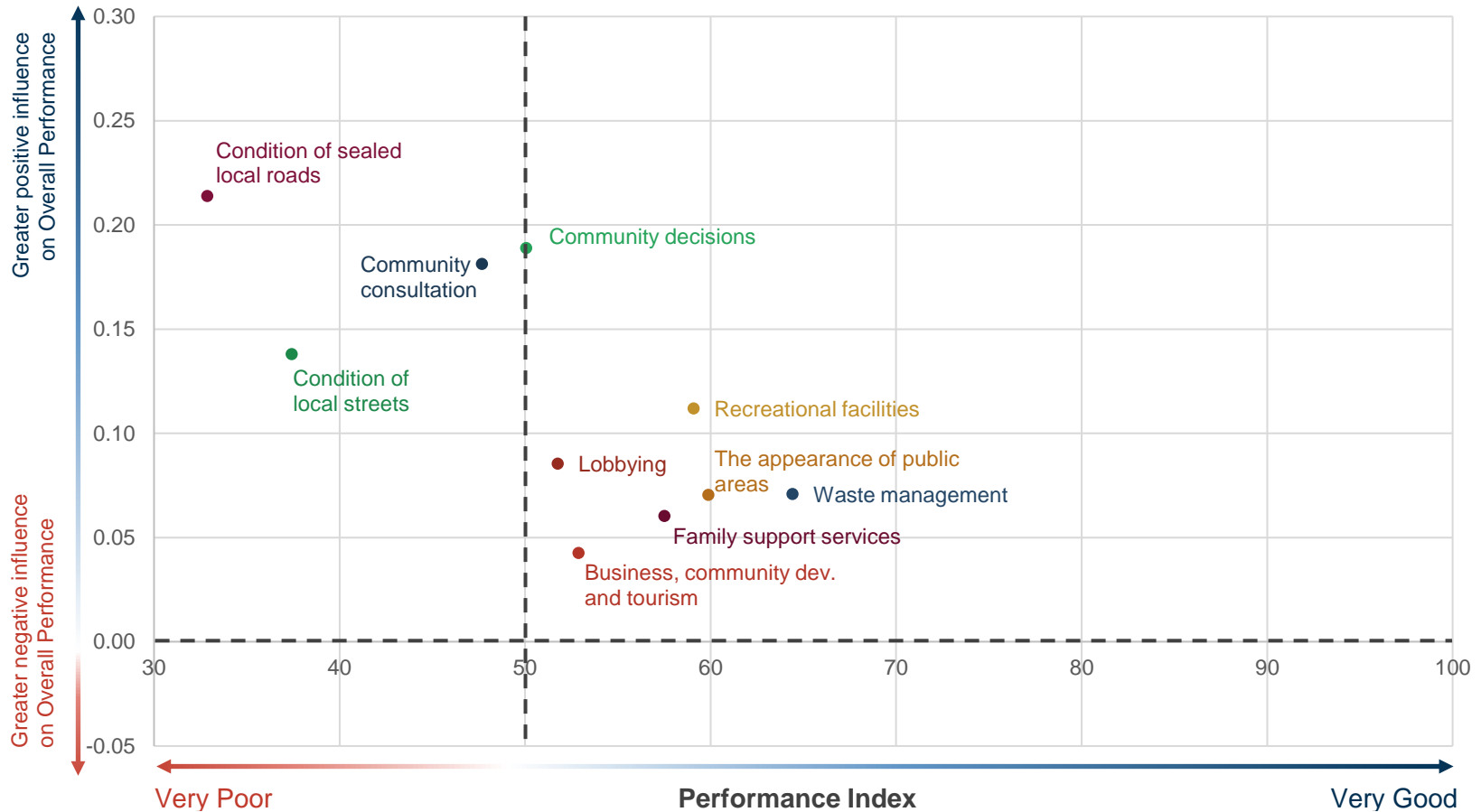
The multiple regression analysis model above (all service areas) has an R² value of 0.616 and adjusted R² value of 0.606, which means that 61% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at p = 0.0001, F = 62.33. 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

2023 regression analysis (key service areas)

Greater positive influence on Overall Performance

Greater negative influence on Overall Performance

- Condition of sealed local roads
- Community consultation
- Condition of local streets
- Community decisions
- Recreational facilities
- Lobbying
- Waste management

Focus on these areas satisfactorily to ensure negative perceptions do not have an overly negative impact on ratings of overall performance. Changes on community decisions will have a *stronger* influence on overall perceptions.

Attend to these areas as currently performing 'poorly'. Changes on sealed roads and consultation will have a *stronger* influence on overall perceptions.

Key positive influence on overall rating and should remain a focus – but currently performing 'well' here. Improvements will have a moderate influence on overall perceptions.

Performance Index

Very Poor   Very Good

The multiple regression analysis model above (reduced set of service areas) has an R² value of 0.607 and adjusted R² value of 0.600, which means that 60% 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 = 86.57.

Areas for improvement

2023 areas for improvement (%)
- Top mentions only -

Area	%
Sealed Road Maintenance	39
Waste Management	10
Recreational/Sporting Facilities	7
Financial Management	6
Infrastructure	6
Treat All the Same/All Areas	6
Footpaths/Walking Tracks	6
Community Consultation	6
Nothing	6

Q17. What does Moorabool Shire Council MOST need to do to improve its performance?
Base: All respondents. Councils asked State-wide: 53 Councils asked group: 16
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

More than three in five Council residents (63%) have had contact with Council in the last 12 months. Rate of contact is four percentage points lower than last year.

The 'Remainder of Shire' region has the highest rate of contact with Council (72%) and residents aged 65 years and over have the lowest rate of contact with Council (54%), but neither group differs significantly from the Council average.

Among those residents who have had contact with Council, 56% provide a positive customer service rating of 'very good' or 'good', including 22% who rate Council's customer service as 'very good'.

Customer service

Customer service of 62 is rated in line with the Large Rural group and significantly lower than the State-wide average for councils (index scores of 65 and 67 respectively). Although this rating of 62 is not down significantly on 2022, the drop of four index points means it is now at its lowest rating in a decade.

- Residents aged 65 years and over rate customer service the highest (index score of 69), but not significantly above the Council average.

- Customer service ratings among residents aged 50 to 64 years declined significantly (index score of 60, down 12 index points in the last 12 months).

Over half of residents (56%) provide a customer service rating of 'very good' or 'good', whilst 20% of residents provide a customer service rating of 'very poor' or 'poor'. A further 23% rate Council's customer service as 'average'.

Contact with council

2023 contact with council (%)
Have had contact
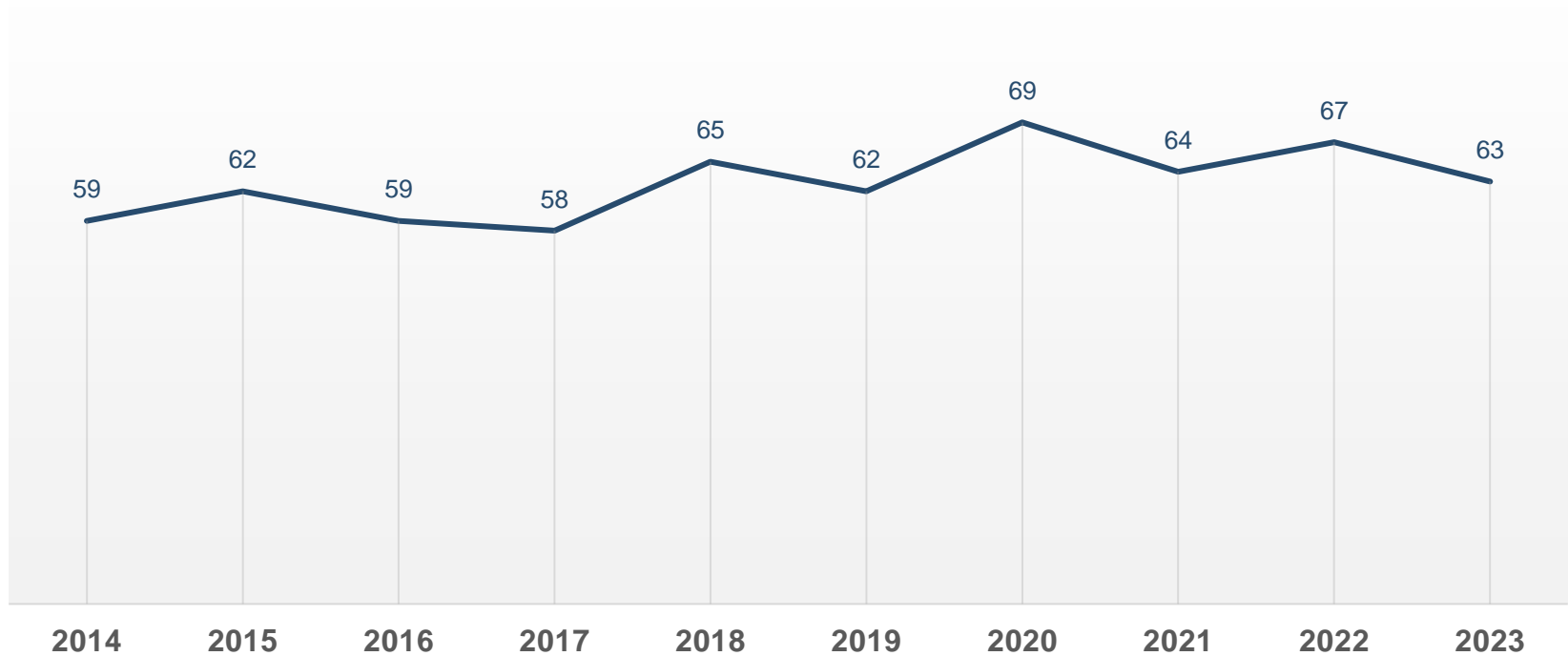
Q5. Over the last 12 months, have you or any member of your household had any contact with Moorabool Shire Council?
This may have been in person, in writing, by telephone conversation, by text message, by email or via their website or
social media such as Facebook or Twitter?
Base: All respondents. Councils asked State-wide: 41 Councils asked group: 10

Contact with council
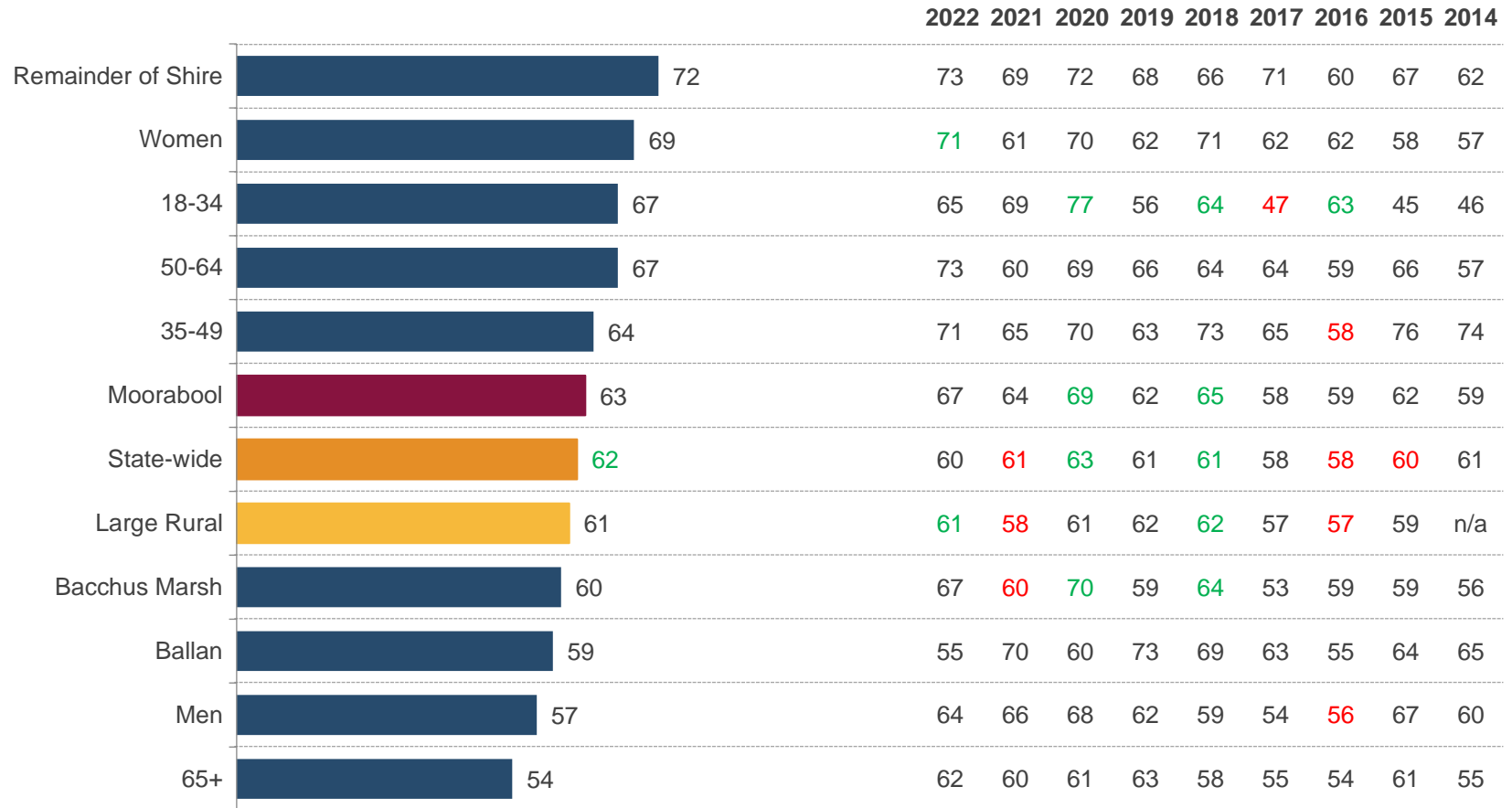
2023 contact with council (%)

	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014
Remainder of Shire	72	73	69	72	68	66	71	60	67	62
Women	69	71	61	70	62	71	62	62	58	57
18-34	67	65	69	77	56	64	47	63	45	46
50-64	67	73	60	69	66	64	64	59	66	57
35-49	64	71	65	70	63	73	65	58	76	74
Moorabool	63	67	64	69	62	65	58	59	62	59
State-wide	62	60	61	63	61	61	58	58	60	61
Large Rural	61	61	58	61	62	62	57	57	59	n/a
Bacchus Marsh	60	67	60	70	59	64	53	59	59	56
Ballan	59	55	70	60	73	69	63	55	64	65
Men	57	64	66	68	62	59	54	56	67	60
65+	54	62	60	61	63	58	55	54	61	55

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: 41 Councils asked group: 10
Note: Please see Appendix A for explanation of significant differences.

Customer service rating

2023 customer service rating (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014
65+	69	70	72	74	68	70	69	69	66	69
State-wide	67▲	68	70	70	71	70	69	69	70	72
Bacchus Marsh	66	65	61	68	65	66	62	67	67	67
Large Rural	65	67	68	68	69	67	66	67	67	n/a
Women	64	68	71	69	66	69	68	68	65	67
35-49	63	66	59	63	63	65	61	70	64	67
Moorabool	62	66	66	66	65	66	64	66	64	68
Men	61	63	62	63	63	63	60	64	62	68
50-64	60	72	69	60	58	64	64	64	64	72
Remainder of Shire	59	67	73	60	71	68	66	63	59	67
18-34	59	55	66	68	70	66	65	62	61	63
Ballan	55*	67	76	66	58	63	71	69	60	70

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: 18
Note: Please see Appendix A for explanation of significant differences.
*Caution: small sample size < n=30

Customer service rating
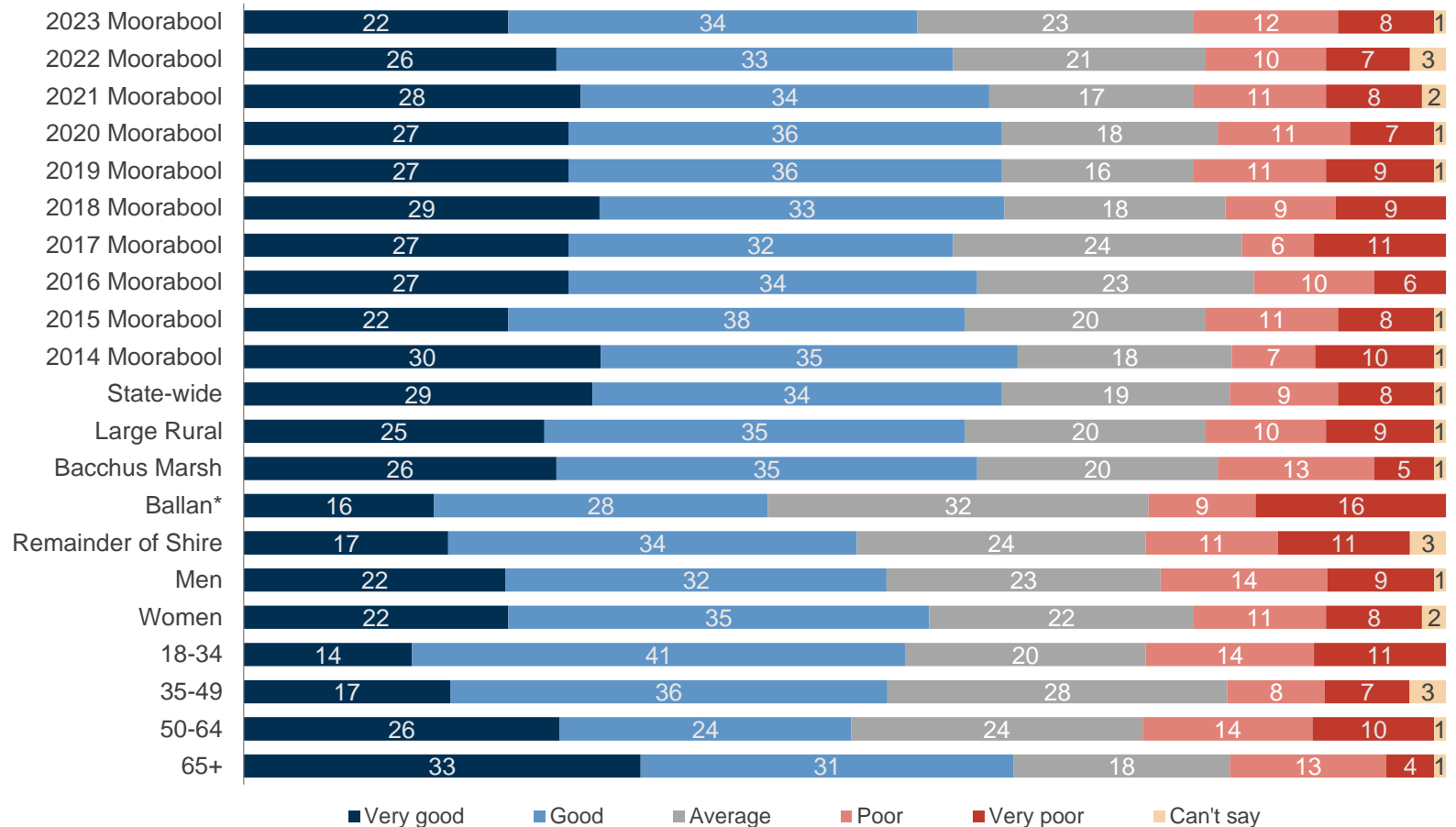
2023 customer service rating (%)

	Very good	Good	Average	Poor	Very poor	Can't say
2023 Moorabool	22	34	23	12	8	1
2022 Moorabool	26	33	21	10	7	3
2021 Moorabool	28	34	17	11	8	2
2020 Moorabool	27	36	18	11	7	1
2019 Moorabool	27	36	16	11	9	1
2018 Moorabool	29	33	18	9	9	
2017 Moorabool	27	32	24	6	11	
2016 Moorabool	27	34	23	10	6	
2015 Moorabool	22	38	20	11	8	1
2014 Moorabool	30	35	18	7	10	1
State-wide	29	34	19	9	8	1
Large Rural	25	35	20	10	9	1
Bacchus Marsh	26	35	20	13	5	1
Ballan*	16	28	32	9	16	
Remainder of Shire	17	34	24	11	11	3
Men	22	32	23	14	9	1
Women	22	35	22	11	8	2
18-34	14	41	20	14	11	
35-49	17	36	28	8	7	3
50-64	26	24	24	14	10	1
65+	33	31	18	13	4	1

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: 18
*Caution: small sample size < n=30

Communication

Communication

The preferred form of communication from Council about news and information and upcoming events is a council newsletter sent via email (29%), slightly ahead of a council newsletter sent via mail (27%). Preferences in communication are similar to last year across all channels.

- For residents aged <u>under 50 years</u>, the preferred form of communication is a council newsletter via email (29%), followed by both social media or a council newsletter via mail (23% each).

- For residents aged <u>over 50 years</u>, the preferred form of communication is a council newsletter via mail (33%), followed by council newsletters sent via email (29%).
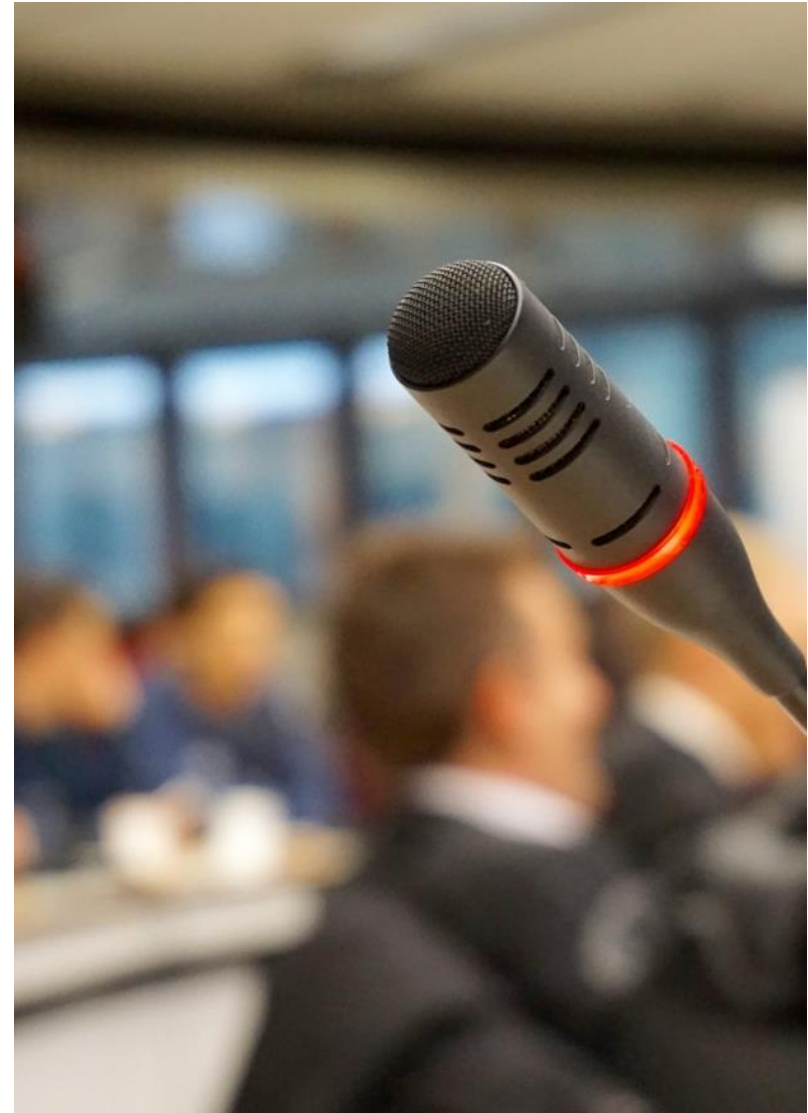
Best form of communication

2023 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

Blue (Advertising in a Local Newspaper): 2018: 34, 2019: 30, 2020: 26, 2021: 24, 2022: 26, 2023: 27

Red (Council Newsletter via Email): 2018: 28, 2019: 22, 2020: 26, 2021: 28, 2022: 29, 2023: 29

Green (Social Media): 2019: 13, 2020: 15, 2021: 15, 2022: 16, 2023: 16

Yellow (Council Newsletter via Mail): 2018: 11, 2019: 14, 2020: 11, 2021: 12, 2022: 9, 2023: 11

Orange (Council Newsletter as Local Paper Insert): 2018: 10, 2019: 11, 2020: 10, 2021: 8, 2022: 7, 2023: 5

Navy (Text Message): 2018: 9, 2019: 6, 2020: 6, 2021: 9, 2022: 8, 2023: 7

Dark red (Council Website): 2018: 2, 2019: 1, 2020: 3, 2021: 1, 2022: 1, 2023: 1

2014   2015   2016   2017   2018   2019   2020   2021   2022   2023

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: 40 Councils asked group: 10
Note: 'Social Media' was included in 2019.

Best form of communication: under 50s

2023 under 50s best form of communication (%)
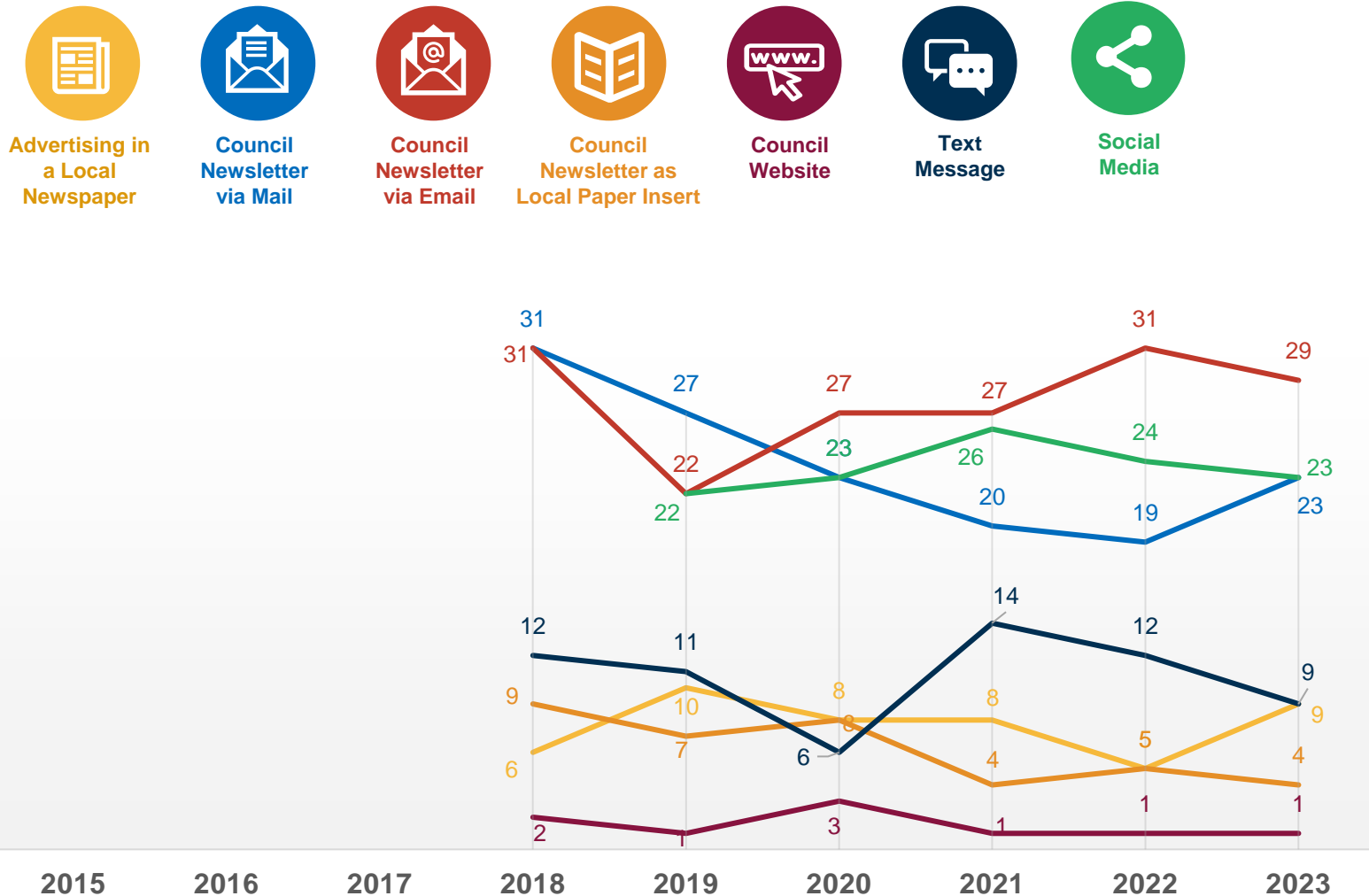
Advertising in a Local Newspaper

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: 40 Councils asked group: 10
Note: 'Social Media' was included in 2019.

Best form of communication: over 50s

2023 over 50s best form of communication (%)
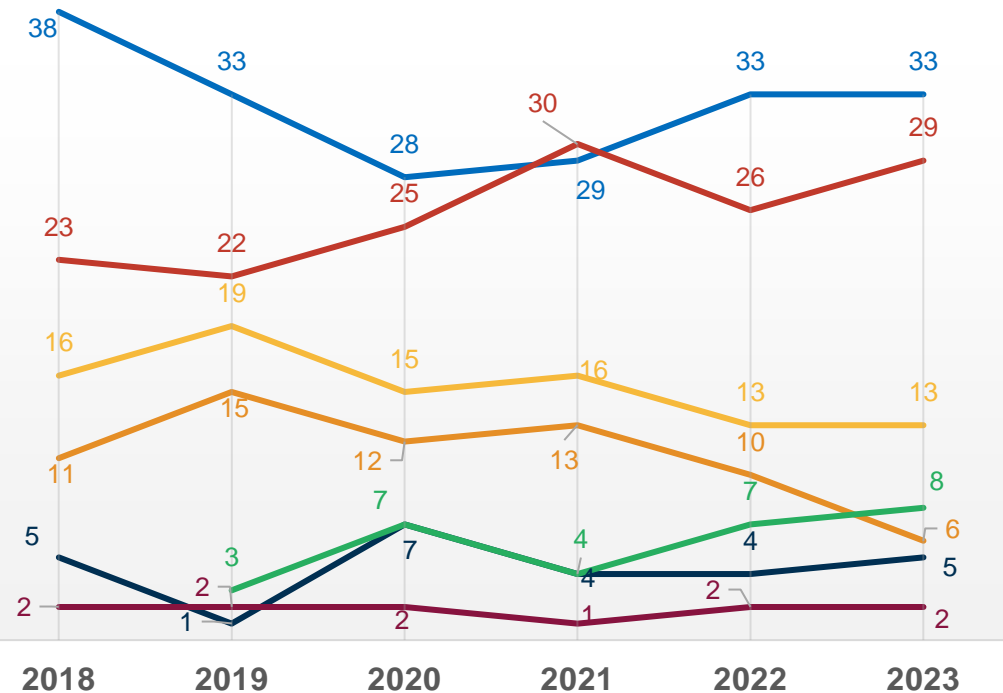
Advertising in a Local Newspaper | Council Newsletter via Mail | Council Newsletter via Email | Council Newsletter as Local Paper Insert | Council Website | Text Message | Social Media

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 over 50. Councils asked State-wide: 40 Councils asked group: 10
Note: 'Social Media' was included in 2019.

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Council direction

Council direction

Moorabool Shire Council recorded an overall council direction index score of 43, representing its lowest score in the last decade, although the 2-point decline this year is not a significant change.

Overall council direction is rated in line with the Large Rural group and significantly lower than the State-wide average for councils (index scores of 44 and 46 respectively, both of which declined significantly).

• The most satisfied with overall council direction are residents of the Bacchus Marsh region (index score of 46).

• Residents living in the 'Remainder of Shire' region are the least satisfied with overall council direction (index score of 39) – and are significantly less satisfied than last year.

• 63% of residents describe Council's overall direction as having 'stayed the same'.

• 10% of residents believe Council's overall direction has improved.

• 22% of residents believe Council's overall direction has deteriorated.
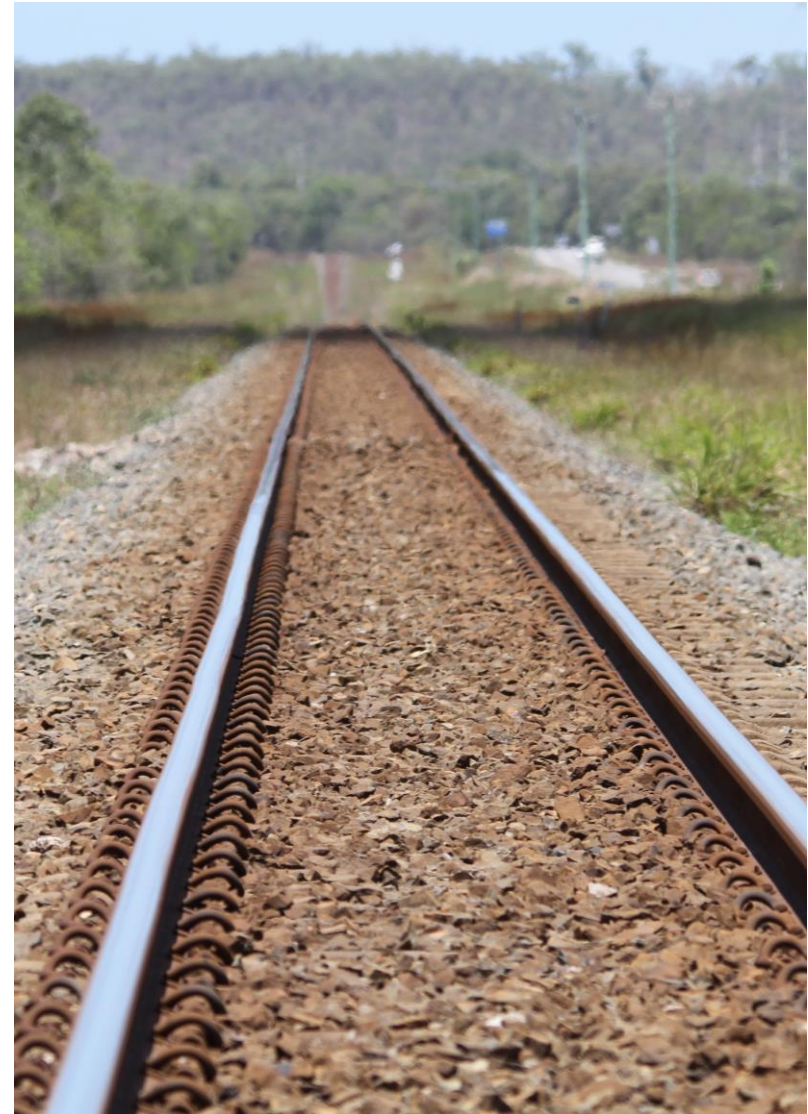
Overall council direction last 12 months

2023 overall council direction (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014
State-wide	46 ▲	50	53	51	53	52	53	51	53	53
Bacchus Marsh	46	45	49	45	49	49	48	53	54	53
35-49	45	45	48	43	48	48	45	52	51	51
18-34	45	43	48	41	53	59	54	53	62	57
Large Rural	44	47	51	50	51	52	52	48	51	n/a
Men	43	43	48	43	50	50	51	48	54	55
Moorabool	43	45	49	46	50	50	49	51	53	53
Women	43	47	49	49	50	50	48	54	53	51
65+	42	48	51	54	51	47	52	52	54	54
Ballan	42	44	44	55	47	49	48	45	53	55
50-64	40	44	49	47	48	46	46	46	47	52
Remainder of Shire	39	46	49	45	57	54	53	50	52	54

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: 18
Note: Please see Appendix A for explanation of significant differences.

Overall council direction last 12 months

2023 overall council direction (%)

	Improved	Stayed the same	Deteriorated	Can't say
2023 Moorabool	10	63	22	5
2022 Moorabool	10	66	20	3
2021 Moorabool	13	68	15	4
2020 Moorabool	12	64	19	4
2019 Moorabool	14	68	14	4
2018 Moorabool	13	70	13	4
2017 Moorabool	16	60	18	6
2016 Moorabool	15	67	13	5
2015 Moorabool	16	69	9	6
2014 Moorabool	19	65	13	3
State-wide	13	61	21	5
Large Rural	12	60	24	5
Bacchus Marsh	11	64	19	6
Ballan	11	60	27	2
Remainder of Shire	7	61	27	5
Men	10	63	22	4
Women	9	62	22	6
18-34	9	69	19	4
35-49	13	61	22	5
50-64	7	63	26	4
65+	10	59	24	8

■ Improved ■ Stayed the same ■ Deteriorated ■ Can't say

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: 18

Rates / services trade-off

2023 rates / services trade-off (%)

Category	Definitely prefer rate rise	Probably prefer rate rise	Probably prefer service cuts	Definitely prefer service cuts	Can't say
2023 Moorabool	8	22	23	27	21
2022 Moorabool	6	21	26	25	23
2021 Moorabool	7	23	20	24	26
2020 Moorabool	8	23	17	30	23
2019 Moorabool	10	19	25	23	23
2018 Moorabool	8	21	19	27	24
State-wide	7	19	24	28	22
Large Rural	6	17	24	28	24
Bacchus Marsh	8	21	26	26	19
Ballan	12	24	15	15	34
Remainder of Shire	8	23	18	33	17
Men	11	21	27	28	14
Women	6	22	18	26	27
18-34	7	23	21	32	18
35-49	5	22	28	22	23
50-64	9	21	19	30	22
65+	12	20	22	24	20

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

Q10. If you had to choose, would you prefer to see council rate rises to improve local services OR would you prefer to see cuts in council services to keep council rates at the same level as they are now?
Base: All respondents. Councils asked State-wide: 21 Councils asked group: 7

Individual service areas

Community consultation and engagement importance

2023 consultation and engagement importance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014
Ballan	80	76	77	n/a	n/a	n/a	n/a	n/a	n/a	n/a
35-49	80	81	79	n/a	n/a	n/a	n/a	n/a	n/a	n/a
65+	79	77	80	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	79	81	82	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Women	79	78	82	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Bacchus Marsh	78	78	79	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Moorabool	77	77	78	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Large Rural	77	77	77	76	75	76	75	76	75	n/a
Men	76	77	74	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Remainder of Shire	76	76	76	n/a	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	76	76	75	74	74	74	74	75	74	74
18-34	72 ▼	72	72	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: 30 Councils asked group: 10
Note: Please see Appendix A for explanation of significant differences.

Community consultation and engagement importance

2023 consultation and engagement importance (%)

	Extremely important	Very important	Fairly important	Not that important	Not at all important	Can't say
2023 Moorabool	37	39	19	3	1	1
2022 Moorabool	36	43	17	3		1
2021 Moorabool	40	38	15	5	1	1
State-wide	33	41	20	3	1	1
Large Rural	35	41	19	3	1	1
Bacchus Marsh	37	40	18	3	1	1
Ballan	40	41	16		2	2
Remainder of Shire	37	37	20	3	2	1
Men	33	43	20		2	1	1
Women	41	36	17	3	1	1
18-34	28	35	31	4		2
35-49	41	42	14		2	1
50-64	40	38	17	3	1	2
65+	40	42	12	2	3	1

Legend:
- Extremely important
- Very important
- Fairly important
- Not that important
- Not at all important
- Can't say

Q1. Firstly, how important should 'Community consultation and engagement' be as a responsibility for Council?
Base: All respondents. Councils asked State-wide: 30 Councils asked group: 10

JWS RESEARCH   48
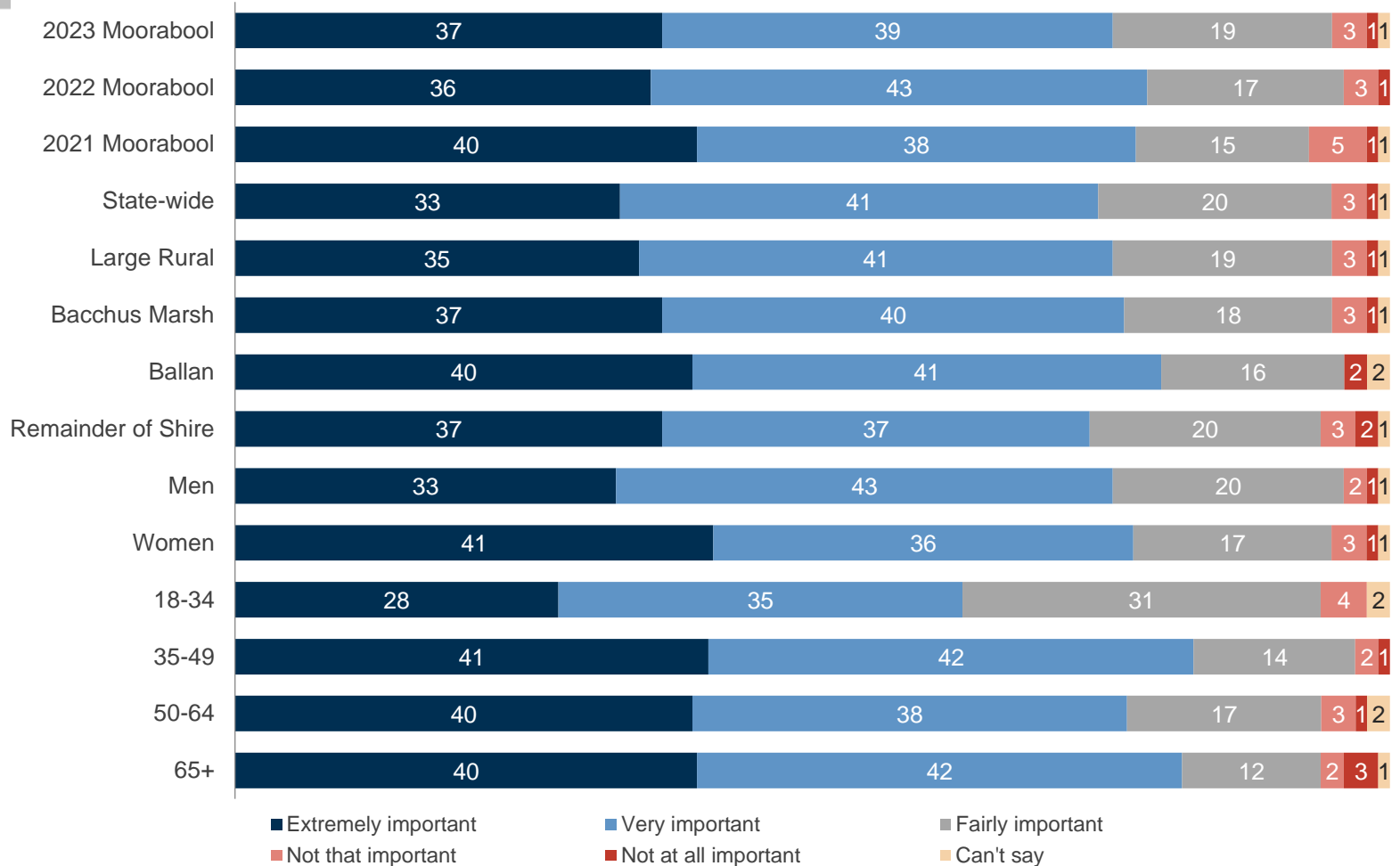
Community consultation and engagement performance

2023 consultation and engagement performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014
State-wide	52 ▲	54	56	55	56	55	55	54	56	57
65+	51	45	55	55	51	53	49	53	50	52
Women	50	46	49	49	49	51	50	53	51	47
Bacchus Marsh	50	44	50	49	50	49	47	49	53	47
18-34	49	51	48	51	48	58	53	53	55	48
Large Rural	49	51	54	54	54	54	52	52	54	n/a
Moorabool	48	46	50	49	49	52	48	49	51	48
50-64	47	44	49	46	46	47	44	47	49	50
Remainder of Shire	46	49	51	48	50	55	49	50	50	51
Men	46	46	51	48	49	52	45	45	51	50
35-49	44	45	48	43	49	49	45	43	51	46
Ballan	41	49	47	49	42	61	50	43	43	50

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: 18
Note: Please see Appendix A for explanation of significant differences.

Community consultation and engagement performance

2023 consultation and engagement performance (%)

	Very good	Good	Average	Poor	Very poor	Can't say
2023 Moorabool	5	22	35	21	10	8
2022 Moorabool	4	22	37	21	11	5
2021 Moorabool	8	20	36	21	7	9
2020 Moorabool	7	20	37	22	9	6
2019 Moorabool	7	19	33	17	11	13
2018 Moorabool	7	25	32	19	7	9
2017 Moorabool	6	17	38	18	9	12
2016 Moorabool	6	23	35	16	11	9
2015 Moorabool	6	25	36	17	7	8
2014 Moorabool	5	21	35	21	8	10
State-wide	7	27	32	17	9	8
Large Rural	6	24	32	19	11	8
Bacchus Marsh	6	23	35	23	6	8
Ballan	4	20	26	18	20	12
Remainder of Shire	5	20	39	18	12	7
Men	7	16	34	25	11	8
Women	3	27	36	17	8	8
18-34	3	28	29	21	9	9
35-49	4	19	37	23	13	5
50-64	4	16	45	20	9	6
65+	8	23	30	20	8	11

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: 18
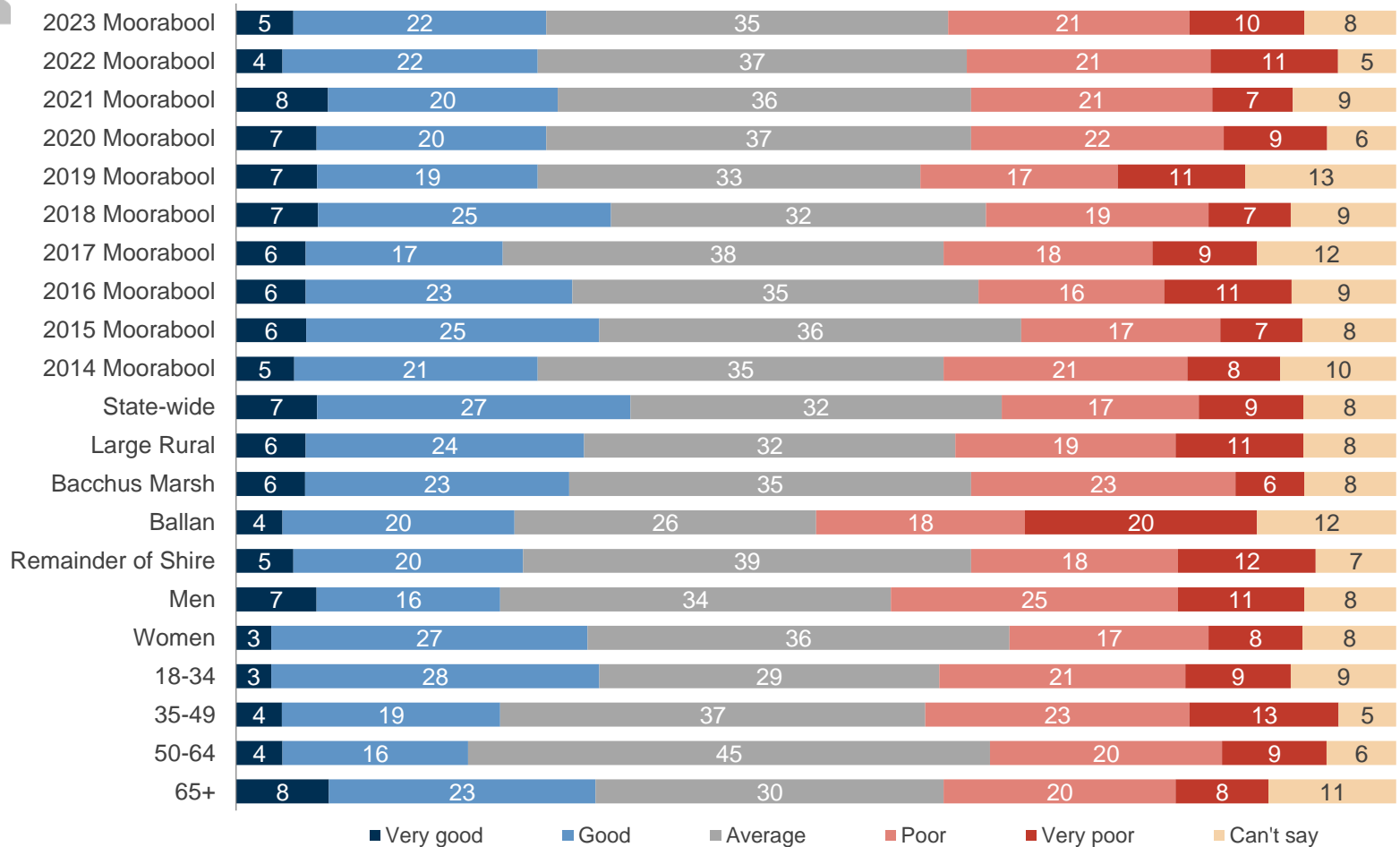
Lobbying on behalf of the community importance

2023 lobbying importance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014
Women	75	77	79	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	75	76	75	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Bacchus Marsh	72	76	77	n/a	n/a	n/a	n/a	n/a	n/a	n/a
35-49	72	77	79	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Moorabool	72	76	75	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Remainder of Shire	71	73	74	n/a	n/a	n/a	n/a	n/a	n/a	n/a
18-34	71	74	74	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Ballan	71	78	71	n/a	n/a	n/a	n/a	n/a	n/a	n/a
65+	70	76	73	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Large Rural	69 ▼	71	71	69	67	68	69	70	70	n/a
Men	69	75	72	n/a	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	68 ▼	71	69	68	67	68	69	69	69	70

Q1. Firstly, how important should 'Lobbying on behalf of the community' be as a responsibility for Council?
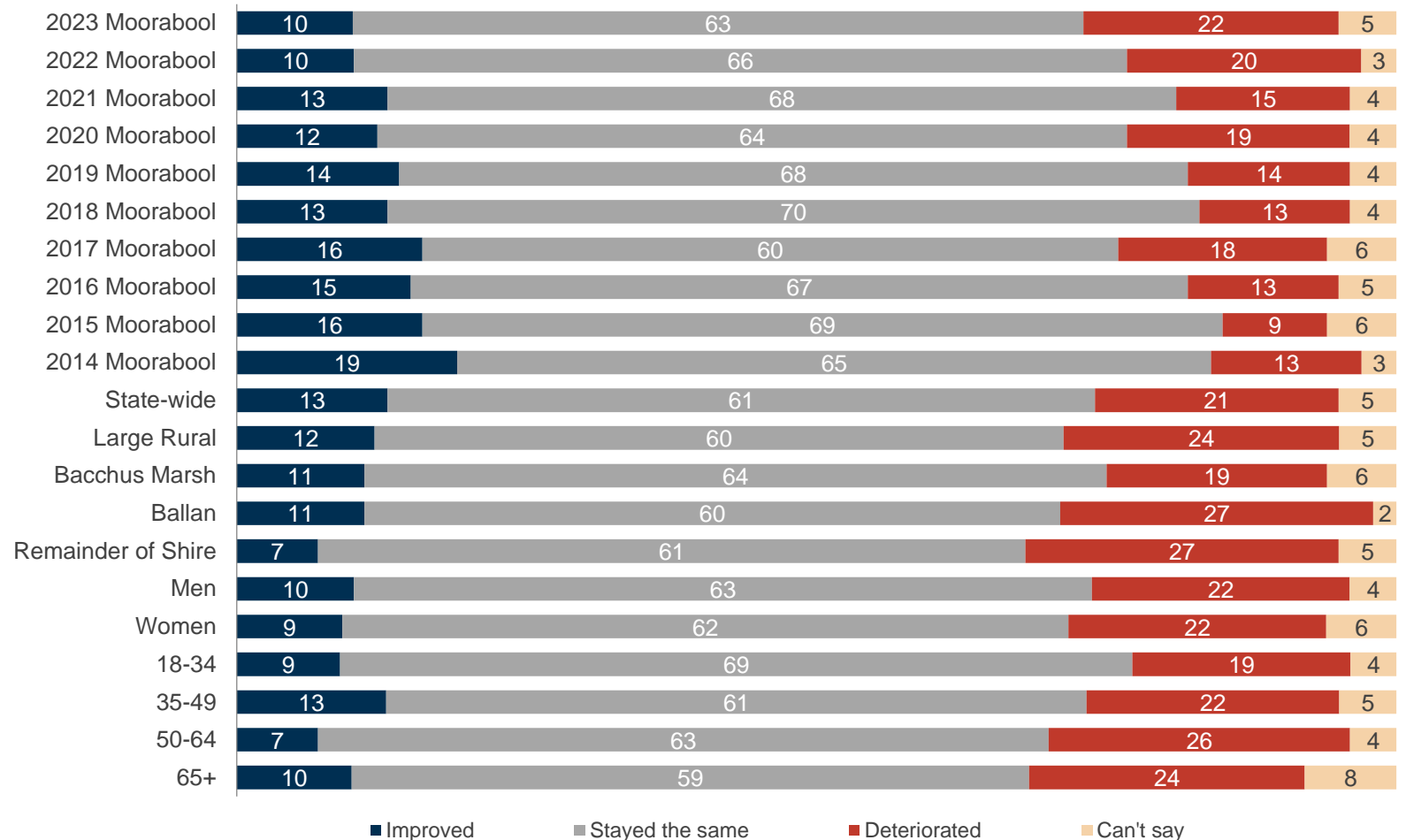*Base: All respondents. Councils asked State-wide: 25 Councils asked group: 8*
Note: Please see Appendix A for explanation of significant differences.

Lobbying on behalf of the community importance

2023 lobbying importance (%)

	Extremely important	Very important	Fairly important	Not that important	Not at all important	Can't say
2023 Moorabool	30	36	24	6	2	2
2022 Moorabool	35	38	21	3	2	1
2021 Moorabool	34	36	21	3	2	4
State-wide	24	36	26	7	3	3
Large Rural	26	36	26	7	3	2
Bacchus Marsh	29	39	21	6	2	3
Ballan	32	27	33	5	2	2
Remainder of Shire	29	35	26	8	1	1
Men	24	38	26	7	3	2
Women	35	34	22	5		3
18-34	26	38	29	6		2
35-49	30	39	22	5	3	1
50-64	38	31	22	5	2	3
65+	26	37	22	9	2	4

Legend: ■ Extremely important ■ Very important ■ Fairly important ■ Not that important ■ Not at all important ■ Can't say

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: 8

JWS RESEARCH   52
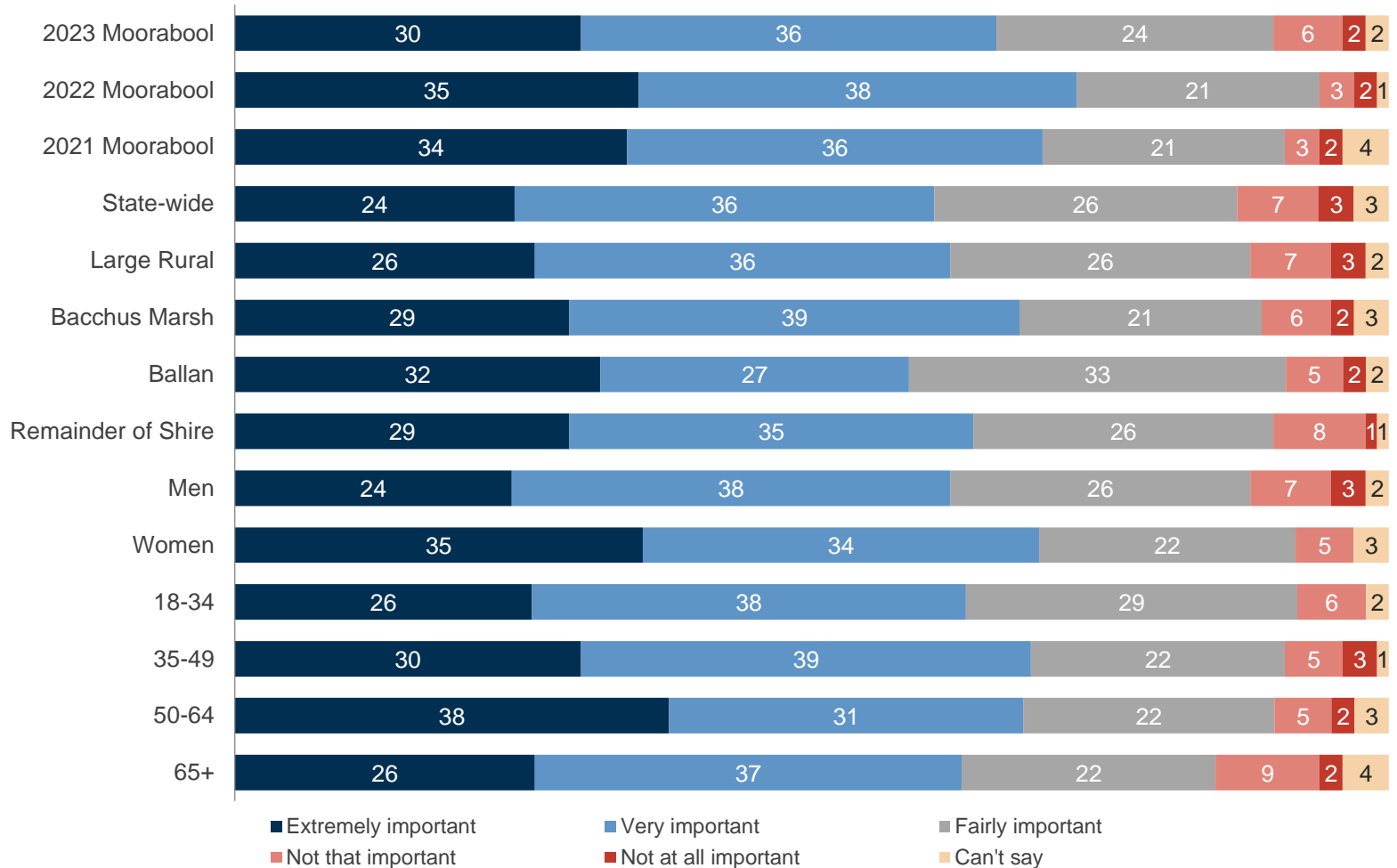
Lobbying on behalf of the community performance

2023 lobbying performance (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014
18-34 — 59▲	47	45	50	50	57	51	55	52	54
65+ — 53	49	57	54	52	52	50	53	45	51
Bacchus Marsh — 53	45	49	46	45	47	46	54	49	50
Women — 52	46	51	49	47	51	48	49	47	51
Moorabool — 52	46	50	47	47	48	47	48	49	51
Men — 51	46	48	46	46	46	45	48	51	50
Ballan — 51	41	48	50	51	49	51	32	51	58
State-wide — 51	53	55	53	54	54	54	53	55	56
Remainder of Shire — 49	50	53	52	49	52	44	47	49	49
Large Rural — 49▼	51	54	53	52	52	51	50	53	n/a
35-49 — 48	42	48	41	42	45	40	44	45	47
50-64 — 46▼	45	51	46	41	39	46	43	53	51

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: 14
Note: Please see Appendix A for explanation of significant differences.

Lobbying on behalf of the community performance

2023 lobbying performance (%)

	Very good	Good	Average	Poor	Very poor	Can't say
2023 Moorabool	5	19	35	17	3	20
2022 Moorabool	4	17	37	18	11	14
2021 Moorabool	10	20	30	21	10	10
2020 Moorabool	7	17	33	20	10	12
2019 Moorabool	4	16	33	17	9	20
2018 Moorabool	3	18	33	17	6	24
2017 Moorabool	4	14	37	16	8	21
2016 Moorabool	6	14	34	16	7	23
2015 Moorabool	3	20	33	17	7	20
2014 Moorabool	5	22	32	19	5	17
State-wide	5	21	31	15	7	21
Large Rural	4	20	33	17	8	19
Bacchus Marsh	4	23	34	17	2	19
Ballan	7	17	38	13	6	19
Remainder of Shire	7	10	37	18	5	22
Men	7	18	33	20	4	17
Women	4	19	37	14	3	23
18-34	7	27	32	13		21
35-49	4	12	41	22	3	18
50-64	5	15	35	23	7	15
65+	6	20	32	12	5	26

■ Very good ■ Good ■ Average ■ Poor ■ Very poor ■ Can't say

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: 14

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Decisions made in the interest of the community importance

2023 community decisions made importance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014
50-64	84	83	82	n/a	n/a	n/a	n/a	n/a	n/a	n/a
35-49	84	83	87	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Women	82	81	86	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Bacchus Marsh	82	82	84	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Moorabool	80	82	83	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Large Rural	80	81	82	79	80	80	80	80	80	n/a
Remainder of Shire	80	84	81	n/a	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	80	81	81	80	80	80	79	80	80	79
65+	79	80	78	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	79	83	80	n/a	n/a	n/a	n/a	n/a	n/a	n/a
18-34	76	83	84	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Ballan	75	81	84	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: 9
Note: Please see Appendix A for explanation of significant differences.

Decisions made in the interest of the community importance

2023 community decisions made importance (%)

	Extremely important	Very important	Fairly important	Not that important	Not at all important	Can't say
2023 Moorabool	42	41	13	2	1	2
2022 Moorabool	46	39	11	1	1	2
2021 Moorabool	48	37	12		1	1
State-wide	40	40	14	2	1	3
Large Rural	41	41	14	2	1	2
Bacchus Marsh	43	42	11	2		2
Ballan	36	39	19		6	
Remainder of Shire	42	39	16	2	1	1
Men	38	42	15	3	1	2
Women	46	40	12	1	1	1
18-34	33	42	21	2		2
35-49	48	39	9	2		1
50-64	50	36	11	2		1
65+	36	45	11	1	2	4

Legend: ■ Extremely important ■ Very important ■ Fairly important ■ Not that important ■ Not at all important ■ Can't say

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: 9

# Decisions made in the interest of the community performance

2023 community decisions made performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014
Ballan	55	53	45	51	49	52	53	38	43	52
18-34	53	48	44	48	50	60	52	53	59	54
65+	52	51	55	55	53	51	50	51	47	53
State-wide	51	54	56	53	55	54	54	54	55	57
Women	51	47	48	47	49	52	50	49	49	51
Bacchus Marsh	50	44	49	46	49	47	48	49	52	51
Moorabool	50	47	49	47	49	51	49	48	50	52
Men	50	48	51	46	49	50	48	47	51	53
35-49	49	46	46	40	45	48	47	41	45	51
Large Rural	48	51	54	52	52	52	51	50	52	n/a
Remainder of Shire	47	52	51	46	47	59	50	52	49	53
50-64	45	44	53	45	46	45	47	50	49	50

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: 18
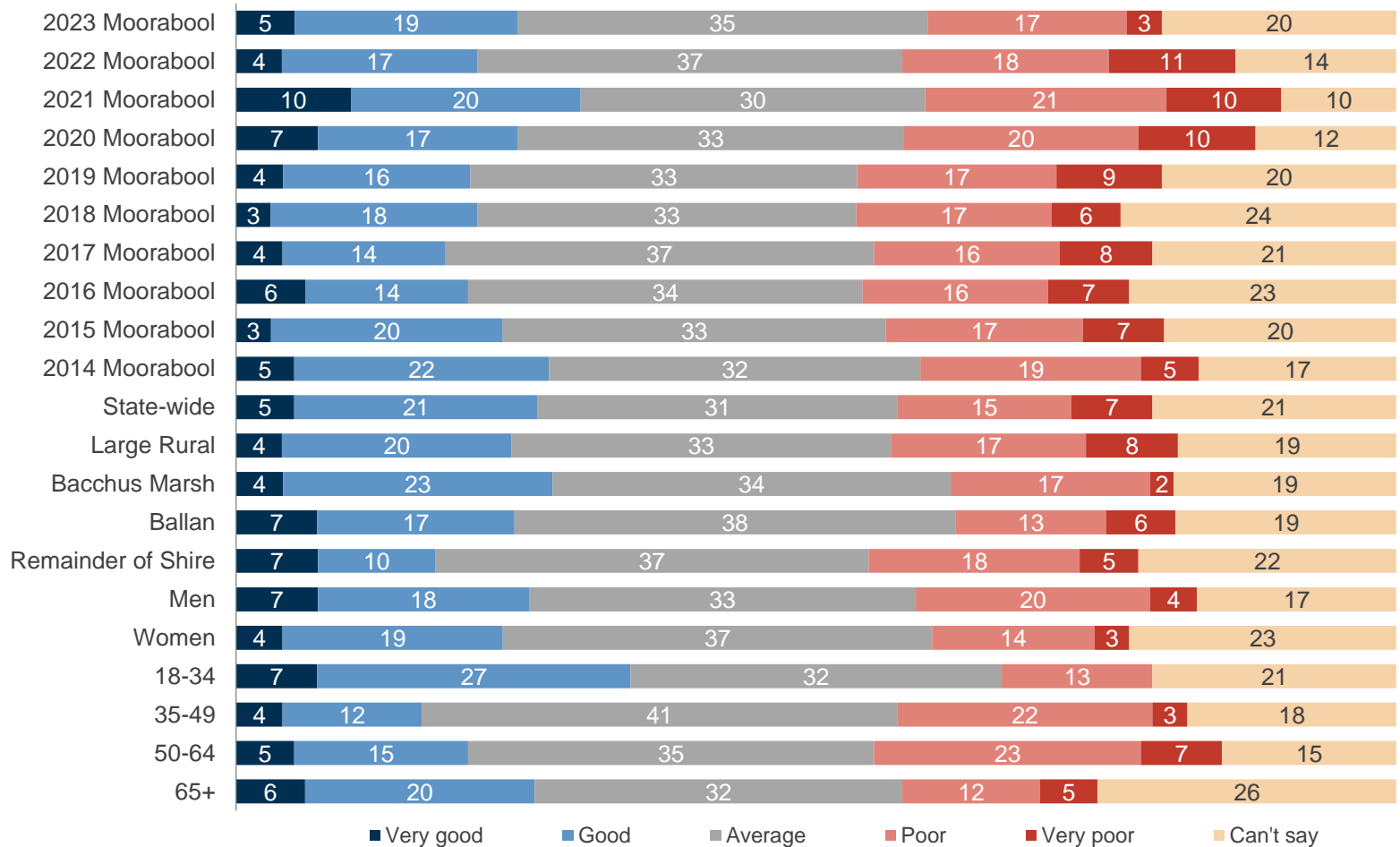*Note: Please see Appendix A for explanation of significant differences.*

Decisions made in the interest of the community performance

JWS

2023 community decisions made performance (%)

	Very good	Good	Average	Poor	Very poor	Can't say
2023 Moorabool	3	24	38	19	6	10
2022 Moorabool	3	27	33	14	14	8
2021 Moorabool	7	22	35	21	9	7
2020 Moorabool	6	19	37	21	11	6
2019 Moorabool	6	21	36	16	11	11
2018 Moorabool	6	23	36	17	7	10
2017 Moorabool	6	20	36	16	10	12
2016 Moorabool	6	22	34	19	10	10
2015 Moorabool	5	24	38	15	9	9
2014 Moorabool	5	25	39	16	6	9
State-wide	6	27	33	16	9	9
Large Rural	5	24	35	18	10	8
Bacchus Marsh	5	22	37	20	5	11
Ballan	4	36	33	13	6	8
Remainder of Shire	1	23	42	17	8	8
Men	3	24	36	19	7	10
Women	3	24	40	18	5	9
18-34	2	32	40	15	4	7
35-49	4	21	36	22	6	10
50-64	2	18	41	24	8	7
65+	6	23	36	15	6	15

■ Very good ■ Good ■ Average ■ Poor ■ Very poor ■ Can't say

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: 18
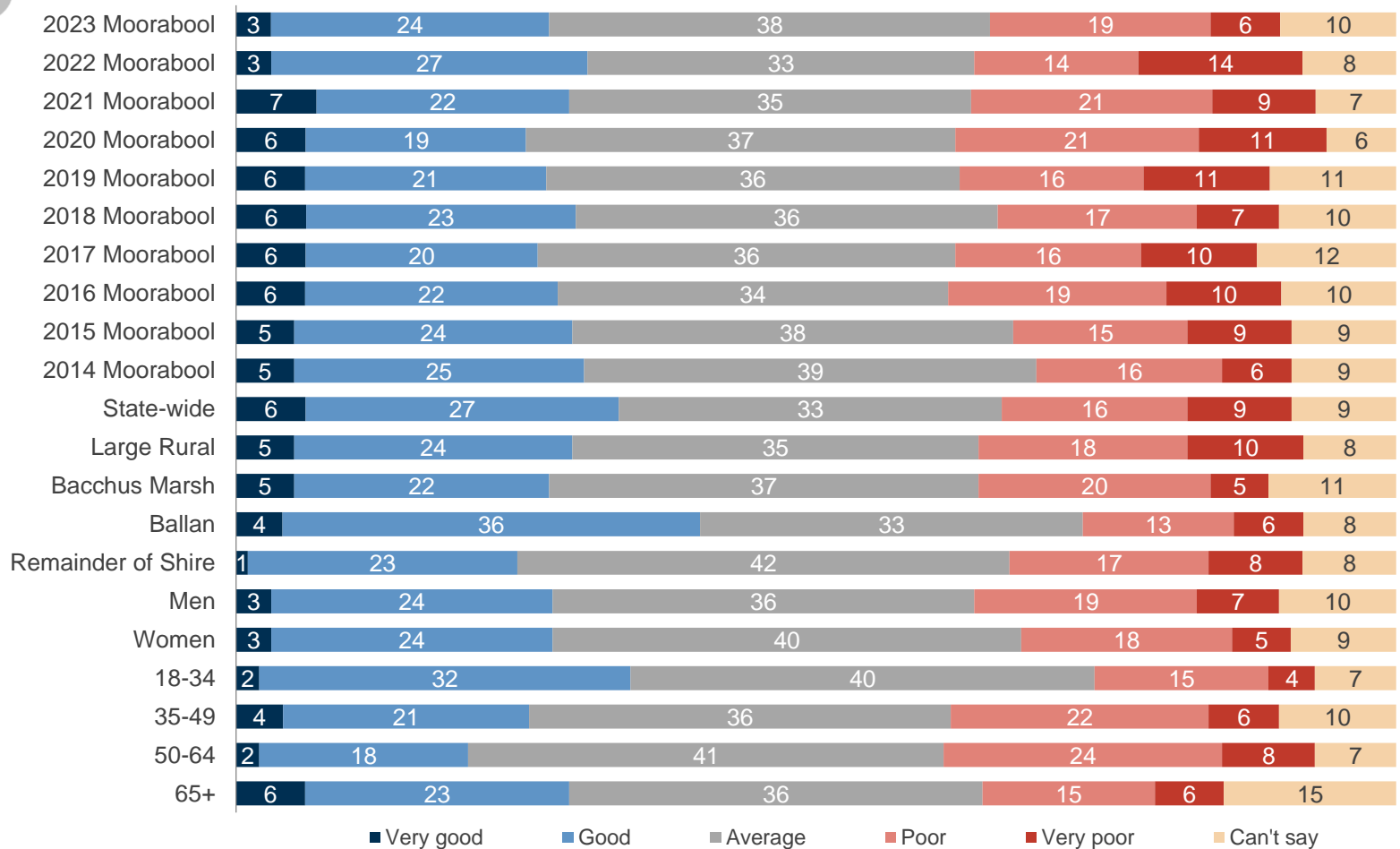
The condition of sealed local roads in your area performance

2023 sealed local roads performance (index scores)

	2023		2022	2021	2020	2019	2018	2017	2016	2015	2014
State-wide	48 ▲		53	57	54	56	53	53	54	55	55
65+	41 ▲		44	48	49	52	48	45	55	42	49
Large Rural	40 ▲		45	50	47	47	45	43	44	45	n/a
Bacchus Marsh	38 ▲		44	49	45	51	48	47	52	49	51
50-64	34		38	49	40	45	37	41	45	44	42
Men	34		40	43	40	47	45	43	48	48	45
Moorabool	33		40	45	42	48	46	43	47	43	47
Women	32		40	47	43	48	46	43	45	39	49
18-34	30		38	45	42	45	50	47	48	46	48
35-49	28		39	40	35	48	48	38	41	41	47
Remainder of Shire	27 ▼		35	40	32	43	43	32	44	34	40
Ballan	22 ▼		29	34	29	35	41	40	33	43	42

Q2. How has Council performed on 'The condition of sealed local roads in your area' over the last 12 months?
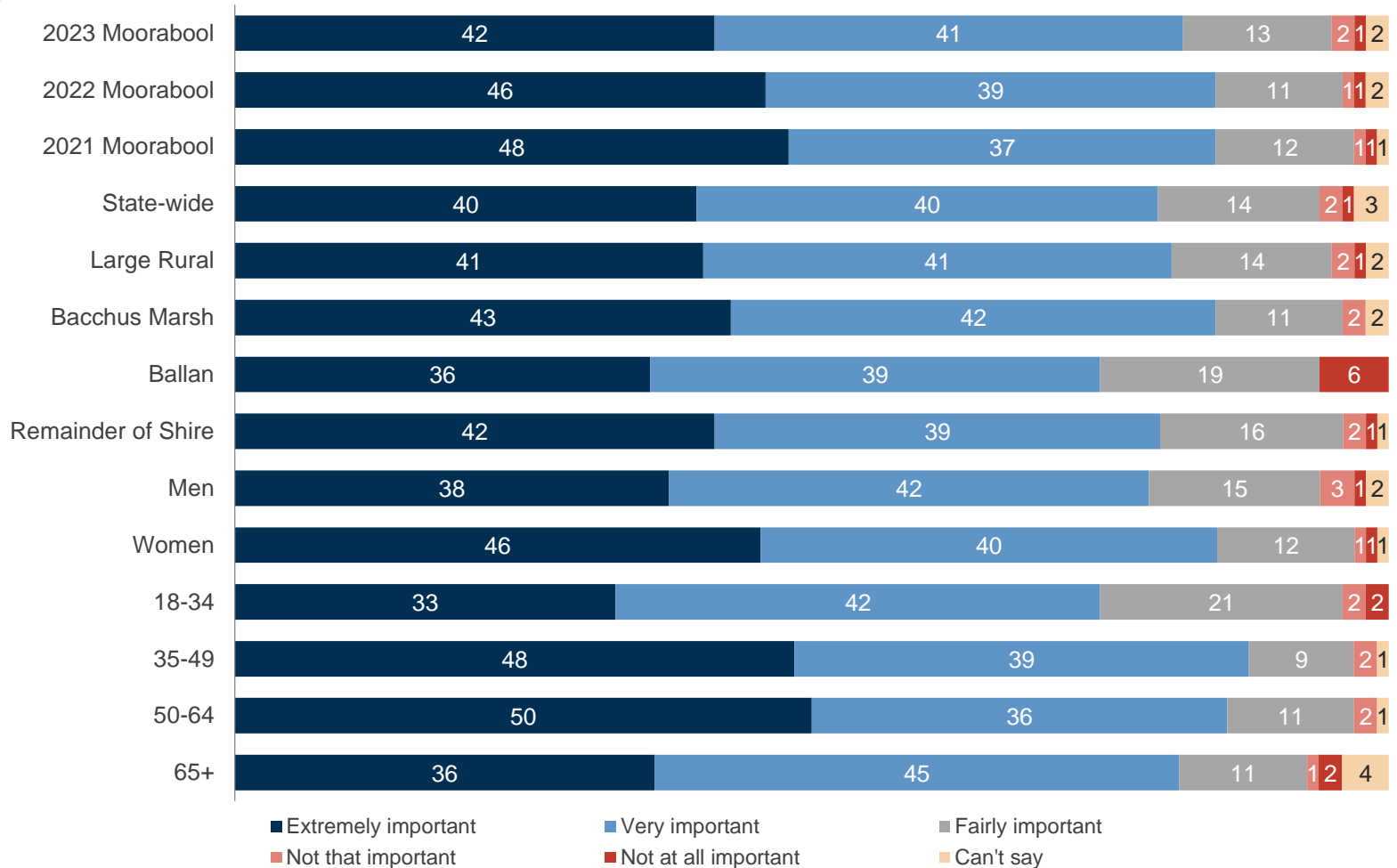*Base: All respondents. Councils asked State-wide: 66 Councils asked group: 18*
Note: Please see Appendix A for explanation of significant differences.

The condition of sealed local roads in your area performance

2023 sealed local roads performance (%)

	Very good	Good	Average	Poor	Very poor	Can't say
2023 Moorabool	4	12	26	26	31	2
2022 Moorabool	4	22	26	24	23	1
2021 Moorabool	10	22	26	21	20	
2020 Moorabool	5	22	28	25	20	
2019 Moorabool	8	21	36	20	14	1
2018 Moorabool	9	20	29	24	16	1
2017 Moorabool	7	20	30	23	20	
2016 Moorabool	8	25	29	18	18	2
2015 Moorabool	4	20	36	26	14	1
2014 Moorabool	6	23	35	22	14	
State-wide	8	27	28	19	17	1
Large Rural	5	20	27	23	23	1
Bacchus Marsh	6	15	28	27	24	
Ballan	2		32	19	45	3
Remainder of Shire	1	13	18	27	38	4
Men	4	12	27	27	30	1
Women	3	13	24	25	32	3
18-34	4	8	23	32	31	2
35-49	2	9	22	30	36	1
50-64	3	16	23	23	31	3
65+	5	18	34	17	25	1

■ Very good ■ Good ■ Average ■ Poor ■ Very poor ■ Can't say

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: 18
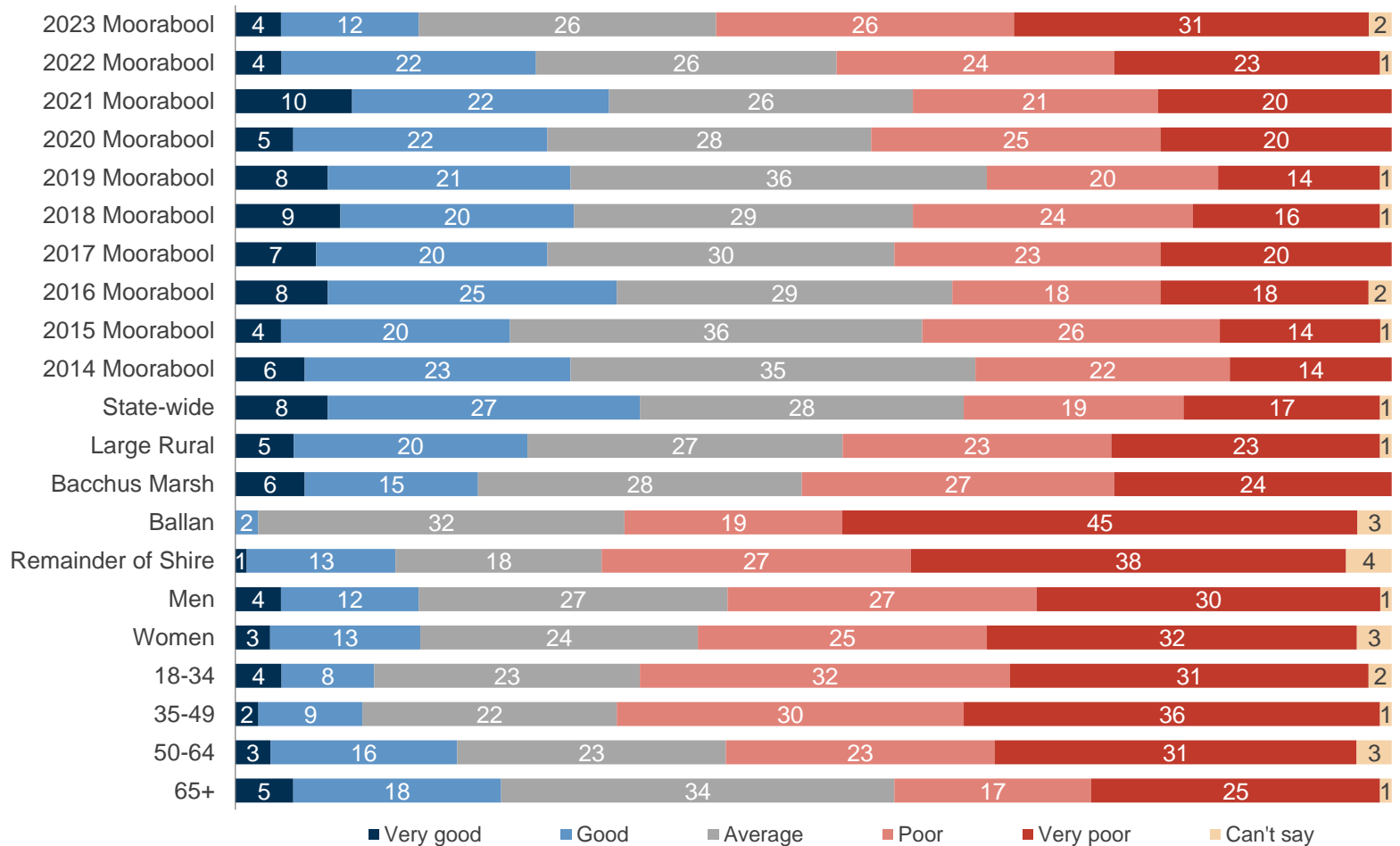
The condition of local streets and footpaths in your area importance

2023 streets and footpaths importance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014
Ballan	88 ▲	88	84	83	74	80	75	82	77	78
50-64	85	84	82	83	78	85	79	80	84	83
Women	84	84	84	83	83	81	80	82	81	81
35-49	82	85	82	83	81	77	80	79	80	82
Moorabool	82	83	81	82	79	80	78	79	79	79
18-34	82	83	79	78	77	77	75	79	77	72
Bacchus Marsh	81	84	79	83	80	79	79	79	80	79
Remainder of Shire	81	80	83	75	74	81	77	76	79	77
State-wide	81	81	79	78	77	78	77	77	77	77
Men	80	82	77	80	74	78	75	76	77	76
Large Rural	80	80	79	78	77	77	75	77	77	n/a
65+	79	81	80	84	78	80	78	76	77	77

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

2023 streets and footpaths importance (%)

	Extremely important	Very important	Fairly important	Not that important	Not at all important	Can't say
2023 Moorabool	50	33	11	2	3	2
2022 Moorabool	48	38	11	1	1	1
2021 Moorabool	43	39	16	2		1
2020 Moorabool	48	34	14	2	1	1
2019 Moorabool	38	43	13	3	1	1
2018 Moorabool	40	41	14	3	1	1
2017 Moorabool	36	41	17	4		2
2016 Moorabool	40	37	17	1	2	3
2015 Moorabool	38	41	17	2		2
2014 Moorabool	39	40	16	3	1	1
State-wide	41	41	14	2	1	1
Large Rural	43	37	15	2	1	2
Bacchus Marsh	48	35	12	2	3	1
Ballan	64	24	12			
Remainder of Shire	50	32	9	2	5	3
Men	47	34	13	2	3	2
Women	53	32	8	1	3	1
18-34	54	29	11		6	
35-49	51	32	11	2	2	1
50-64	55	32	10	1	1	2
65+	41	38	11	3	2	4

- Extremely important
- Very important
- Fairly important
- Not that important
- Not at all important
- Can't say

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

The condition of local streets and footpaths in your area performance

2023 streets and footpaths performance (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014
State-wide	52 ▲ / 57	59	58	59	58	57	57	58	58
Large Rural	47 ▲ / 51	55	54	55	54	53	53	54	n/a
65+	44 ▲ / 43	48	52	57	49	47	53	46	51
Bacchus Marsh	41 / 45	51	47	55	52	50	54	53	51
Men	38 / 42	47	44	53	48	49	46	52	49
50-64	38 / 38	52	43	47	41	44	43	51	41
Moorabool	37 / 41	48	46	53	49	48	47	49	48
18-34	37 / 42	46	48	56	55	56	51	57	51
Women	37 / 41	48	48	53	50	48	47	45	46
Remainder of Shire	32 / 37	43	42	45	43	44	38	40	44
35-49	31 / 41	46	41	49	50	46	40	43	48
Ballan	31 / 34	40	47	48	46	47	38	53	43

Q2. How has Council performed on 'The condition of local streets and footpaths in your area' over the last 12 months?
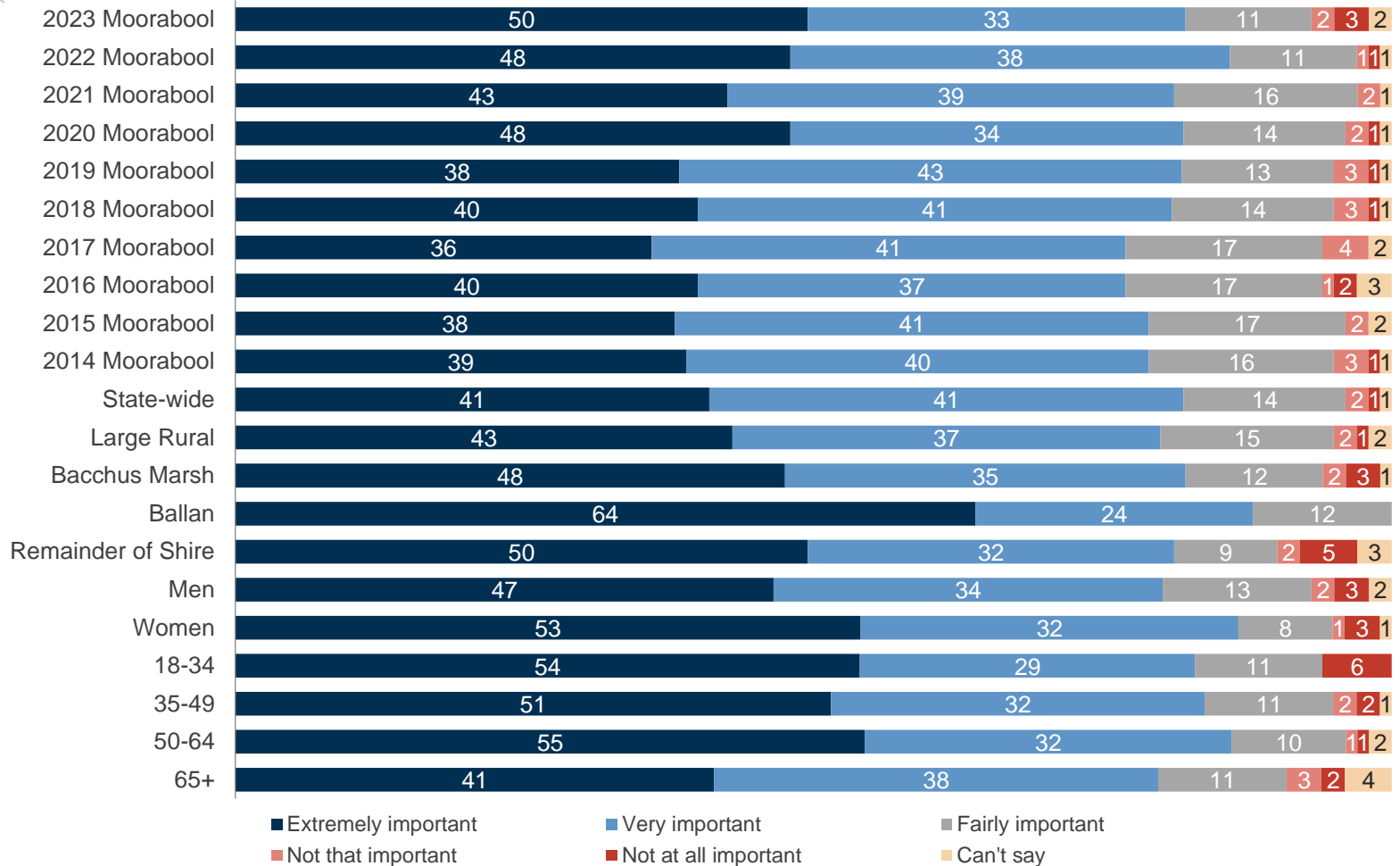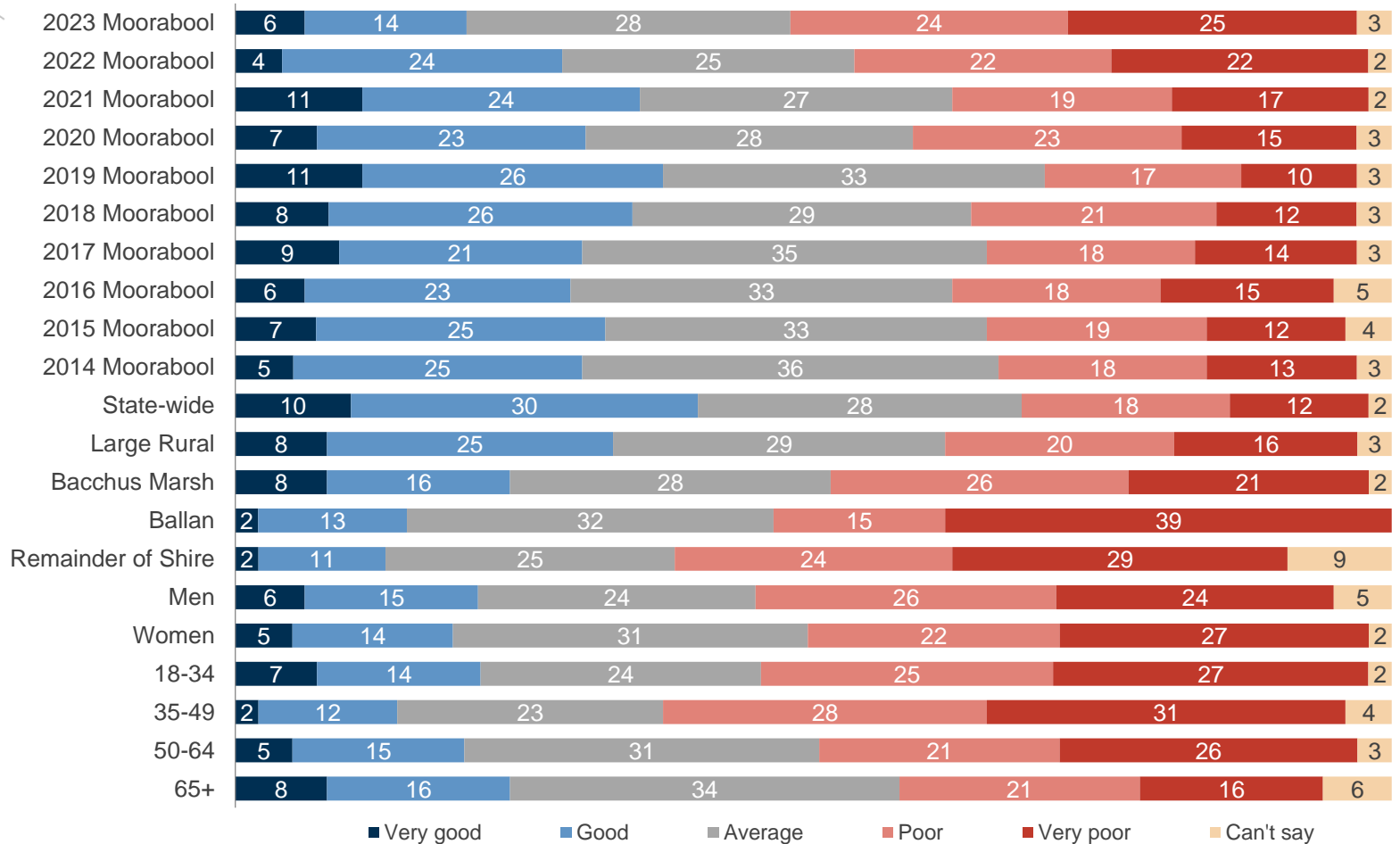*Base: All respondents. Councils asked State-wide: 33 Councils asked group: 8*
Note: Please see Appendix A for explanation of significant differences.

The condition of local streets and footpaths in your area performance

2023 streets and footpaths performance (%)

	Very good	Good	Average	Poor	Very poor	Can't say
2023 Moorabool	6	14	28	24	25	3
2022 Moorabool	4	24	25	22	22	2
2021 Moorabool	11	24	27	19	17	2
2020 Moorabool	7	23	28	23	15	3
2019 Moorabool	11	26	33	17	10	3
2018 Moorabool	8	26	29	21	12	3
2017 Moorabool	9	21	35	18	14	3
2016 Moorabool	6	23	33	18	15	5
2015 Moorabool	7	25	33	19	12	4
2014 Moorabool	5	25	36	18	13	3
State-wide	10	30	28	18	12	2
Large Rural	8	25	29	20	16	3
Bacchus Marsh	8	16	28	26	21	2
Ballan	2	13	32	15	39	
Remainder of Shire	2	11	25	24	29	9
Men	6	15	24	26	24	5
Women	5	14	31	22	27	2
18-34	7	14	24	25	27	2
35-49	2	12	23	28	31	4
50-64	5	15	31	21	26	3
65+	8	16	34	21	16	6

■ Very good　■ Good　■ Average　■ Poor　■ Very poor　■ Can't say

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: 33 Councils asked group: 8

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Family support services importance

2023 family support importance (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014
Women — 79 ▲	78	80	81	81	79	81	79	77	78
Bacchus Marsh — 76	76	76	75	73	73	74	76	73	75
35-49 — 76	76	76	75	76	74	72	77	71	74
18-34 — 76	76	73	74	71	72	78	74	73	72
Ballan — 75	72	73	71	74	76	71	78	70	71
65+ — 75	73	74	78	73	75	73	76	67	70
Moorabool — 75	75	74	75	73	73	74	75	71	73
State-wide — 75	76	76	75	74	74	73	73	73	72
Large Rural — 74	75	75	74	73	72	72	72	72	n/a
50-64 — 72	76	73	73	72	73	72	73	74	77
Remainder of Shire — 72	75	69	76	72	72	74	72	69	70
Men — 70 ▼	72	68	69	66	67	66	71	66	68

Q1. Firstly, how important should 'Family support services' be as a responsibility for Council?
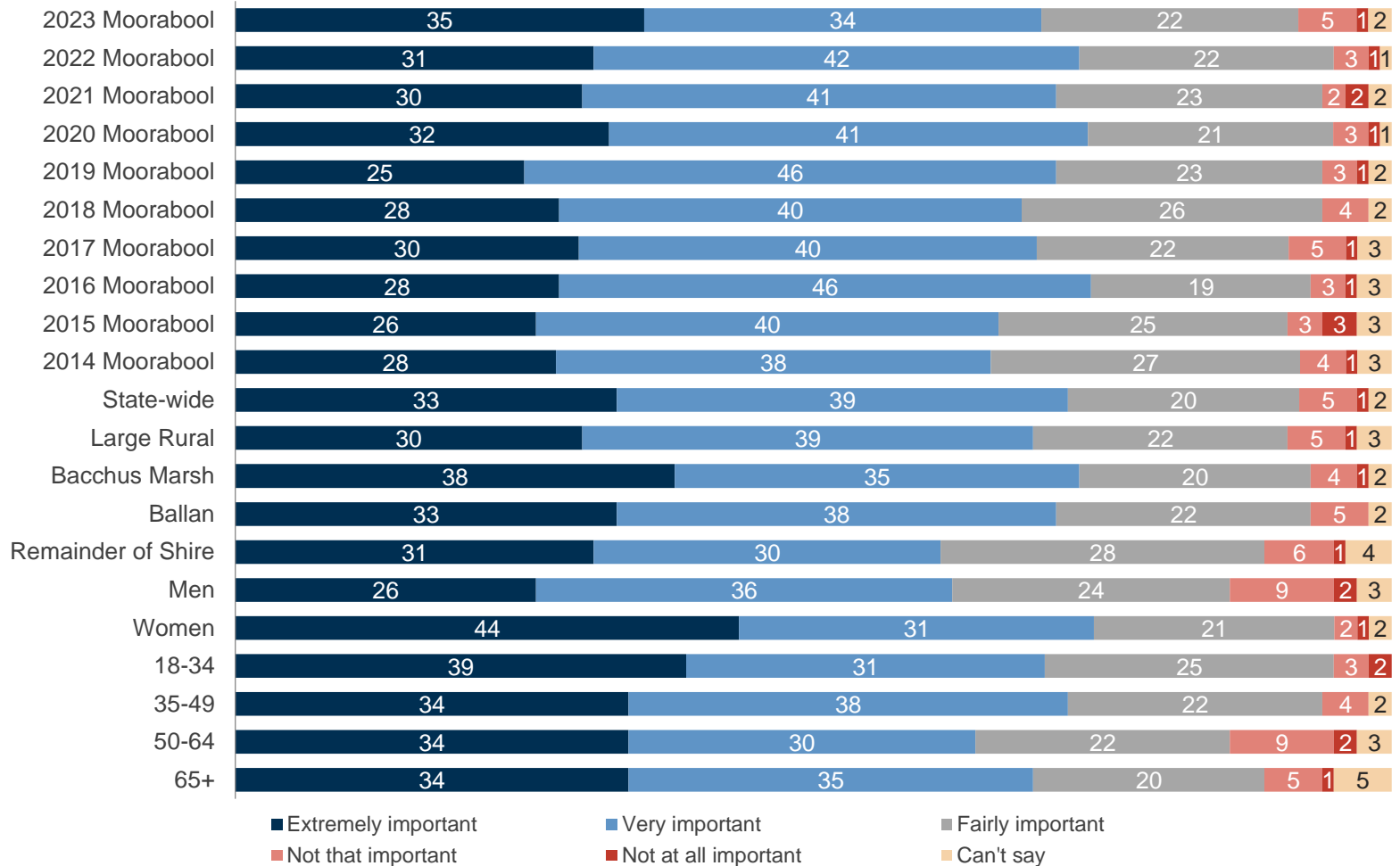*Base: All respondents. Councils asked State-wide: 17 Councils asked group: 5*
Note: Please see Appendix A for explanation of significant differences.

Family support services importance

2023 family support importance (%)

	Extremely important	Very important	Fairly important	Not that important	Not at all important	Can't say
2023 Moorabool	35	34	22	5	1	2
2022 Moorabool	31	42	22	3	1	1
2021 Moorabool	30	41	23	2	2	2
2020 Moorabool	32	41	21	3	1	1
2019 Moorabool	25	46	23	3	1	2
2018 Moorabool	28	40	26	4		2
2017 Moorabool	30	40	22	5	1	3
2016 Moorabool	28	46	19	3	1	3
2015 Moorabool	26	40	25	3	3	3
2014 Moorabool	28	38	27	4	1	3
State-wide	33	39	20	5	1	2
Large Rural	30	39	22	5	1	3
Bacchus Marsh	38	35	20	4	1	2
Ballan	33	38	22	5		2
Remainder of Shire	31	30	28	6	1	4
Men	26	36	24	9	2	3
Women	44	31	21	2	1	2
18-34	39	31	25	3		2
35-49	34	38	22	4		2
50-64	34	30	22	9	2	3
65+	34	35	20	5	1	5

■ Extremely important   ■ Very important   ■ Fairly important
■ Not that important   ■ Not at all important   ■ Can't say

Q1. Firstly, how important should 'Family support services' be as a responsibility for Council?
Base: All respondents. Councils asked State-wide: 17 Councils asked group: 5

Family support services performance

2023 family support performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014
State-wide	63 ▲	65	66	66	67	66	67	66	67	68
Large Rural	61 ▲	64	66	64	65	65	65	64	67	n/a
Bacchus Marsh	60	58	65	62	62	61	62	63	64	65
18-34	60	57	63	62	59	65	64	64	63	69
35-49	59	59	63	60	64	62	58	63	65	63
Women	58	59	64	64	61	63	63	61	63	65
Moorabool	58	58	64	62	61	62	62	62	64	64
Men	57	58	63	59	61	62	61	64	64	64
50-64	56	55	63	59	55	58	62	60	64	60
65+	55	62	65	67	66	64	65	62	61	64
Remainder of Shire	54	58	62	61	62	63	59	61	64	61
Ballan	54	58	59	61	55	65	65	62	59	67

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: 7*
Note: Please see Appendix A for explanation of significant differences.

Family support services performance

2023 family support performance (%)

	Very good	Good	Average	Poor	Very poor	Can't say
2023 Moorabool	8	20	27	8	4	34
2022 Moorabool	6	26	30	7	3	28
2021 Moorabool	9	29	27	6	1	28
2020 Moorabool	9	27	29	5	3	27
2019 Moorabool	7	26	25	6	3	33
2018 Moorabool	8	25	25	5	2	35
2017 Moorabool	7	25	24	6	2	36
2016 Moorabool	10	26	25	3	4	31
2015 Moorabool	7	28	25	4	1	35
2014 Moorabool	9	34	22	6	2	27
State-wide	9	27	22	6	3	34
Large Rural	8	28	25	7	3	29
Bacchus Marsh	8	23	27	6	3	32
Ballan	10	14	25	11	6	33
Remainder of Shire	6	16	28	10	3	37
Men	8	18	31	6	4	33
Women	8	22	23	10	3	34
18-34	9	28	32	7	4	20
35-49	7	21	27	8	3	34
50-64	8	11	30	9	2	40
65+	6	18	20	8	6	41

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: 7
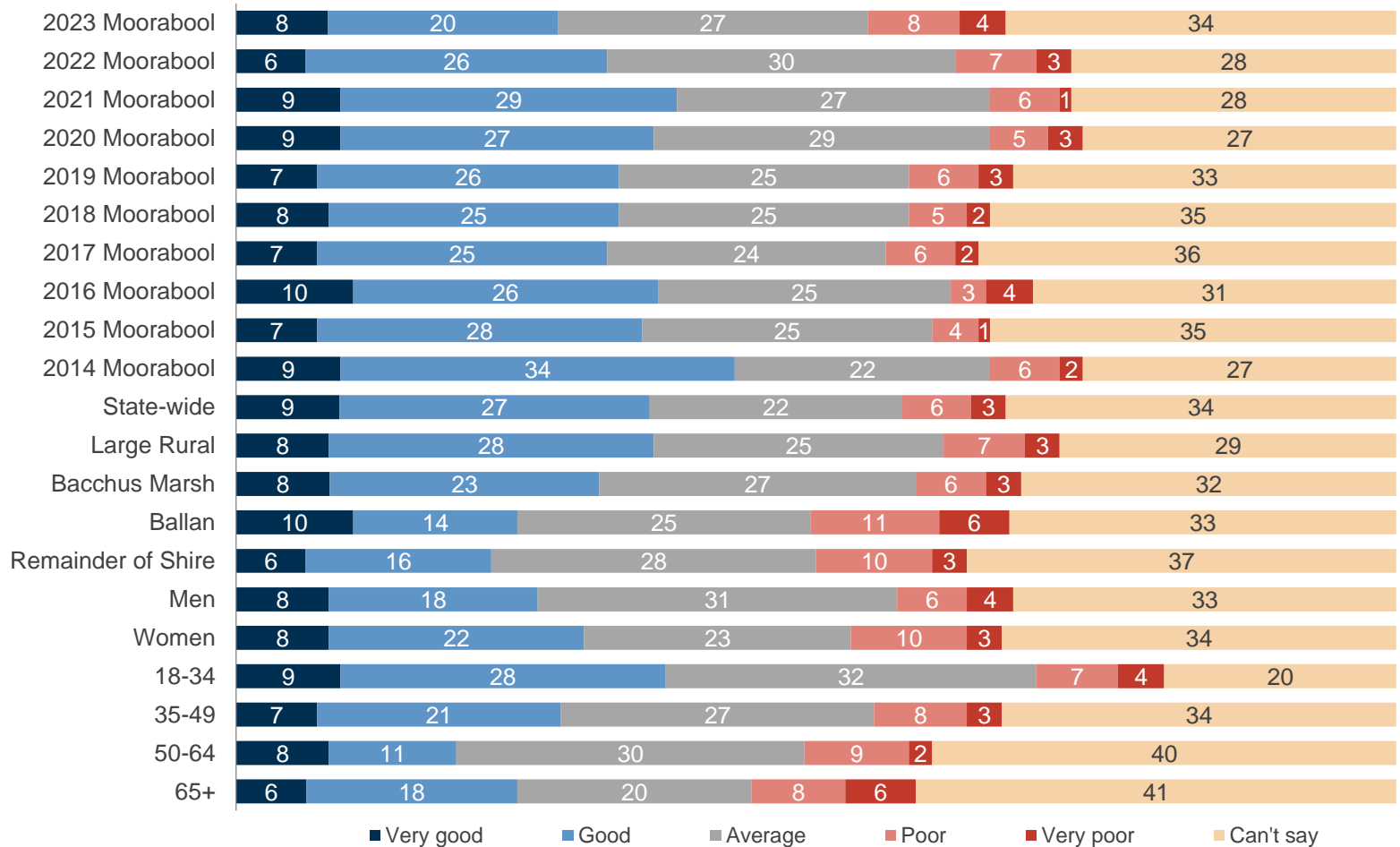
Recreational facilities importance

2023 recreational facilities importance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014
35-49	80	76	74	78	79	74	74	76	75	76
Bacchus Marsh	78	75	73	76	73	75	75	76	74	74
Women	78	75	75	78	76	77	77	74	74	73
50-64	76	72	73	73	72	76	74	73	73	75
Moorabool	76	74	73	75	72	74	73	73	72	72
18-34	74	74	73	73	68	70	74	70	74	66
State-wide	73 ▼	74	74	72	72	73	72	73	72	72
Men	73	74	71	72	68	70	68	71	70	70
Large Rural	73 ▼	74	73	72	72	74	72	72	72	n/a
65+	72	75	72	76	68	75	68	70	65	70
Remainder of Shire	72	72	73	73	63	71	66	66	70	67
Ballan	72	73	72	74	72	72	70	72	67	72

Q1. Firstly, how important should 'Recreational facilities' be as a responsibility for Council?
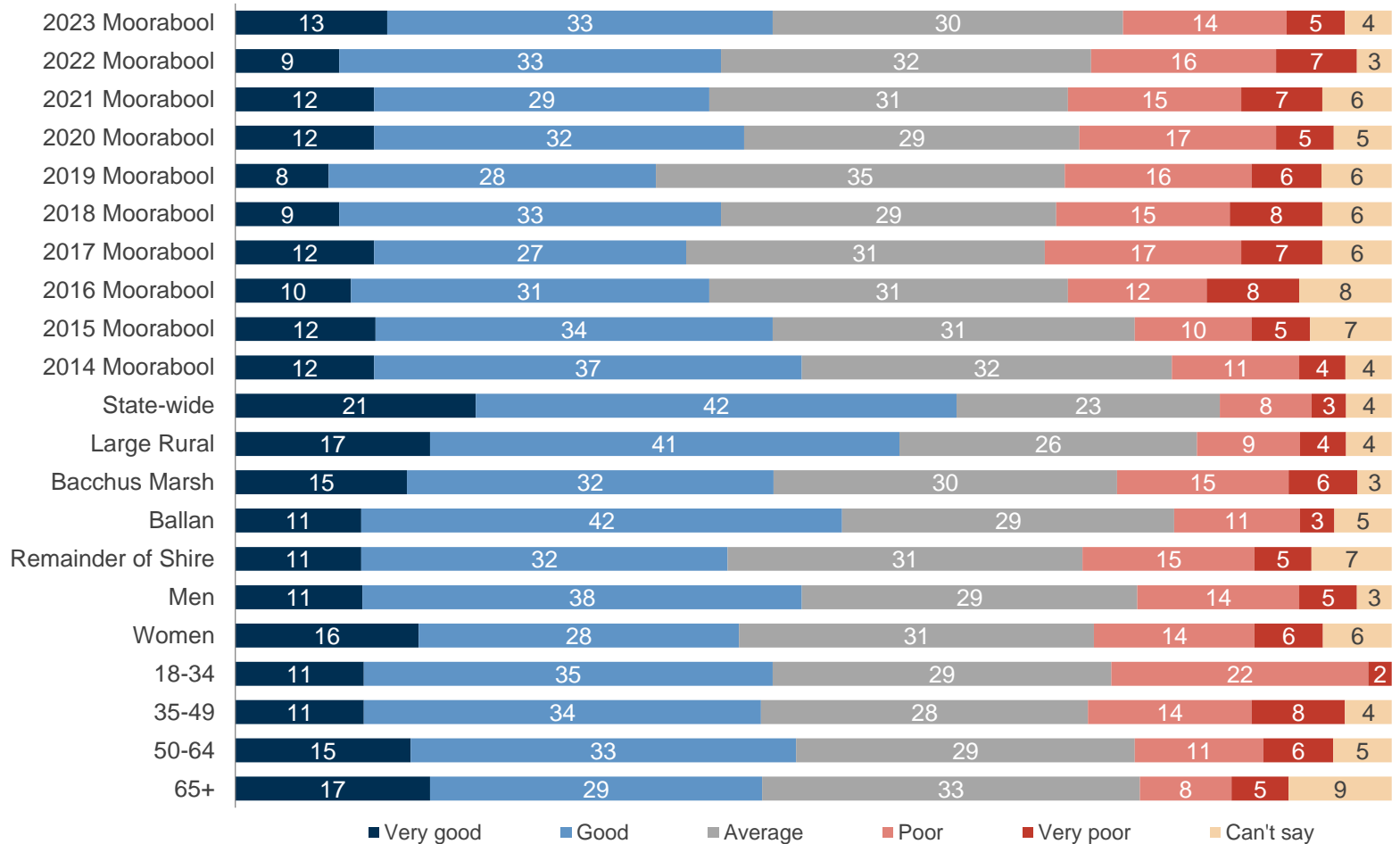*Base: All respondents. Councils asked State-wide: 32 Councils asked group: 9*
Note: Please see Appendix A for explanation of significant differences.

Recreational facilities importance

2023 recreational facilities importance (%)

	Extremely important	Very important	Fairly important	Not that important	Not at all important	Can't say
2023 Moorabool	34	40	22	3	1	
2022 Moorabool	28	45	22	3	1	1
2021 Moorabool	26	45	24	3		2
2020 Moorabool	31	43	21	4		
2019 Moorabool	25	42	25	5	1	1
2018 Moorabool	25	46	25	3		1
2017 Moorabool	27	43	24	5	1	1
2016 Moorabool	26	45	21	6	1	2
2015 Moorabool	21	52	20	4	1	1
2014 Moorabool	24	43	28	5		1
State-wide	26	45	25	3	1	1
Large Rural	26	44	25	3	1	1
Bacchus Marsh	40	38	19	3		1
Ballan	26	39	30	5		
Remainder of Shire	25	44	27	2	2	1
Men	29	38	28	4		
Women	38	41	17	1		2
18-34	32	35	32	2		
35-49	45	35	17	1		2
50-64	30	48	18	3		
65+	27	43	22	5	2	1

Legend:
- ■ Extremely important
- ■ Very important
- ■ Fairly important
- ■ Not that important
- ■ Not at all important
- ■ Can't say

Q1. Firstly, how important should 'Recreational facilities' be as a responsibility for Council?
Base: All respondents. Councils asked State-wide: 32 Councils asked group: 9

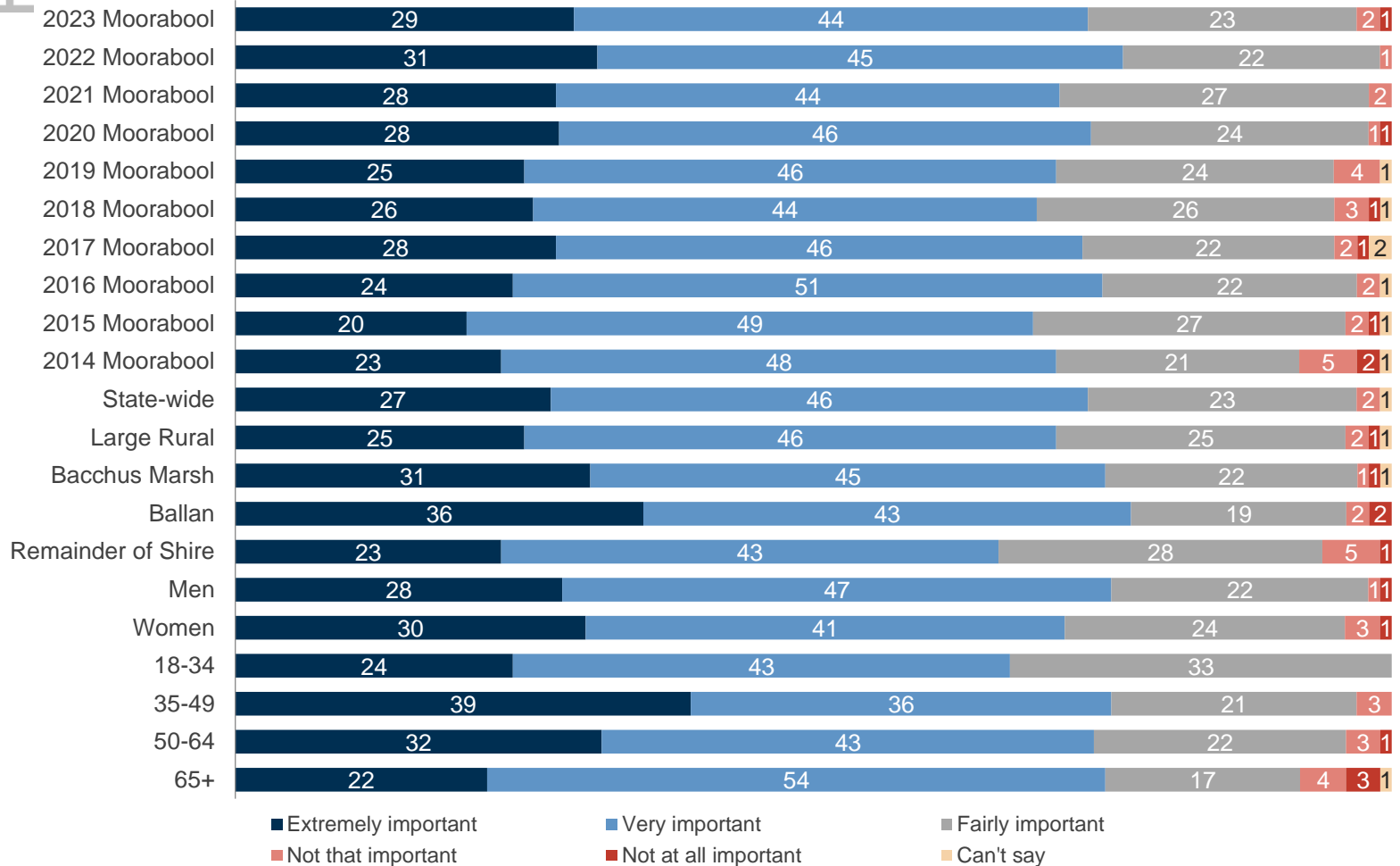# Recreational facilities performance

2023 recreational facilities performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014
State-wide	68 ▲	69	71	70	70	69	70	69	70	71
Large Rural	65 ▲	66	68	67	68	66	66	65	66	n/a
Ballan	62	62	52	63	53	58	58	53	59	60
65+	62	60	62	67	64	56	61	60	61	65
50-64	60	52	57	60	54	56	55	55	64	58
Men	59	56	56	60	56	56	60	56	63	61
Bacchus Marsh	59	54	57	57	54	51	54	57	60	60
Moorabool	59	55	57	58	54	55	55	56	60	61
Women	59	55	58	55	52	54	51	56	57	61
18-34	58	53	56	55	49	57	56	60	65	64
Remainder of Shire	58	56	58	59	58	63	59	57	62	65
35-49	57	55	53	51	51	52	52	52	53	58

Q2. How has Council performed on 'Recreational facilities' over the last 12 months?
Base: All respondents. Councils asked State-wide: 43 Councils asked group: 10
Note: Please see Appendix A for explanation of significant differences.

Recreational facilities performance

2023 recreational facilities performance (%)

	Very good	Good	Average	Poor	Very poor	Can't say
2023 Moorabool	13	33	30	14	5	4
2022 Moorabool	9	33	32	16	7	3
2021 Moorabool	12	29	31	15	7	6
2020 Moorabool	12	32	29	17	5	5
2019 Moorabool	8	28	35	16	6	6
2018 Moorabool	9	33	29	15	8	6
2017 Moorabool	12	27	31	17	7	6
2016 Moorabool	10	31	31	12	8	8
2015 Moorabool	12	34	31	10	5	7
2014 Moorabool	12	37	32	11	4	4
State-wide	21	42	23	8	3	4
Large Rural	17	41	26	9	4	4
Bacchus Marsh	15	32	30	15	6	3
Ballan	11	42	29	11	3	5
Remainder of Shire	11	32	31	15	5	7
Men	11	38	29	14	5	3
Women	16	28	31	14	6	6
18-34	11	35	29	22		2
35-49	11	34	28	14	8	4
50-64	15	33	29	11	6	5
65+	17	29	33	8	5	9

Legend: ■ Very good ■ Good ■ Average ■ Poor ■ Very poor ■ Can't say

Q2. How has Council performed on 'Recreational facilities' over the last 12 months?
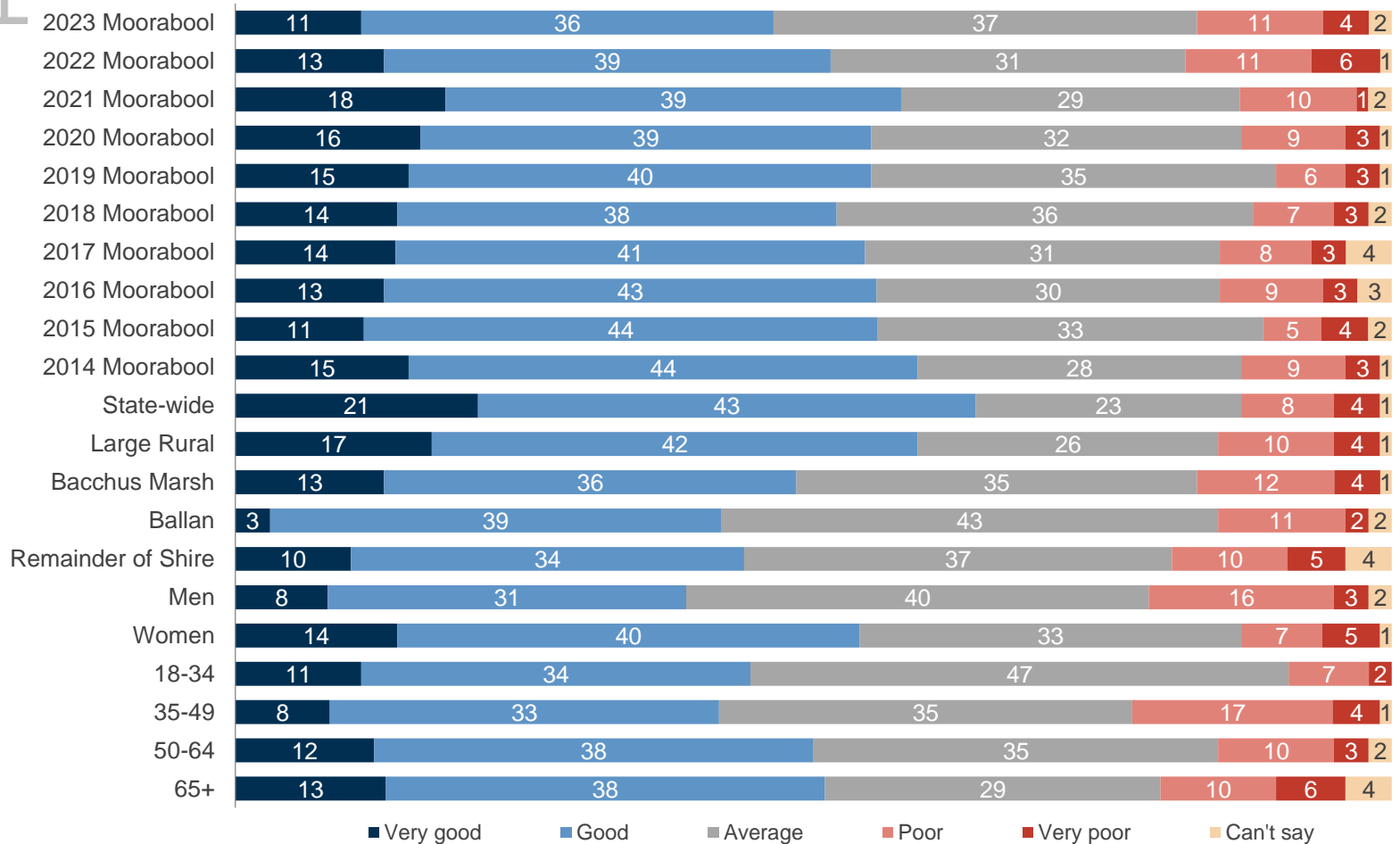*Base: All respondents. Councils asked State-wide: 43 Councils asked group: 10*

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The appearance of public areas importance

2023 public areas importance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014
35-49	78	77	75	77	74	74	76	74	75	74
Ballan	77	76	75	80	68	75	75	76	72	68
Bacchus Marsh	76	78	75	75	76	74	77	76	74	74
50-64	76	75	76	75	75	76	76	75	73	77
Men	75	76	74	75	69	70	72	73	70	69
Moorabool	75	76	74	75	73	73	75	75	72	72
State-wide	74	75	75	74	73	74	74	74	73	73
Women	74	77	74	75	77	76	78	77	73	74
Large Rural	73	75	75	73	73	73	73	74	73	n/a
18-34	73	76	74	70	71	70	75	76	71	65
65+	72	77	73	78	72	72	73	73	67	72
Remainder of Shire	70▼	72	72	73	64	69	72	73	68	67

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: 9
*Note: Please see Appendix A for explanation of significant differences.*

The appearance of public areas importance

2023 public areas importance (%)

	Extremely important	Very important	Fairly important	Not that important	Not at all important	Can't say
2023 Moorabool	29	44	23	2	1	
2022 Moorabool	31	45	22		1	
2021 Moorabool	28	44	27	2		
2020 Moorabool	28	46	24	1	1	
2019 Moorabool	25	46	24	4	1	
2018 Moorabool	26	44	26	3	1	1
2017 Moorabool	28	46	22	2	1	2
2016 Moorabool	24	51	22	2		1
2015 Moorabool	20	49	27	2	1	1
2014 Moorabool	23	48	21	5	2	1
State-wide	27	46	23	2		1
Large Rural	25	46	25	2	1	1
Bacchus Marsh	31	45	22	1	1	1
Ballan	36	43	19	2	2	
Remainder of Shire	23	43	28	5	1	
Men	28	47	22	1	1	
Women	30	41	24	3	1	
18-34	24	43	33			
35-49	39	36	21	3		
50-64	32	43	22	3	1	
65+	22	54	17	4	3	1

■ Extremely important ■ Very important ■ Fairly important
■ Not that important ■ Not at all important ■ Can't say

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: 9

The appearance of public areas performance

2023 public areas performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014
State-wide	67 ▲	71	73	72	72	71	71	71	72	72
Large Rural	65 ▲	67	70	71	70	69	69	69	69	n/a
Women	63	59	67	63	65	65	66	65	61	67
50-64	61	62	67	64	61	63	61	60	63	60
18-34	61	59	61	66	66	65	66	67	64	66
65+	61	61	68	65	65	61	64	66	63	65
Bacchus Marsh	61	60	65	64	64	62	64	65	64	64
Moorabool	60	61	66	64	64	64	64	64	63	65
Remainder of Shire	59	61	66	63	62	67	66	65	62	64
Ballan	58	63	73	69	67	64	63	62	59	69
Men	57	62	66	66	64	62	63	64	65	63
35-49	56	61	68	62	64	65	66	64	63	67

Q2. How has Council performed on 'The appearance of public areas' over the last 12 months?
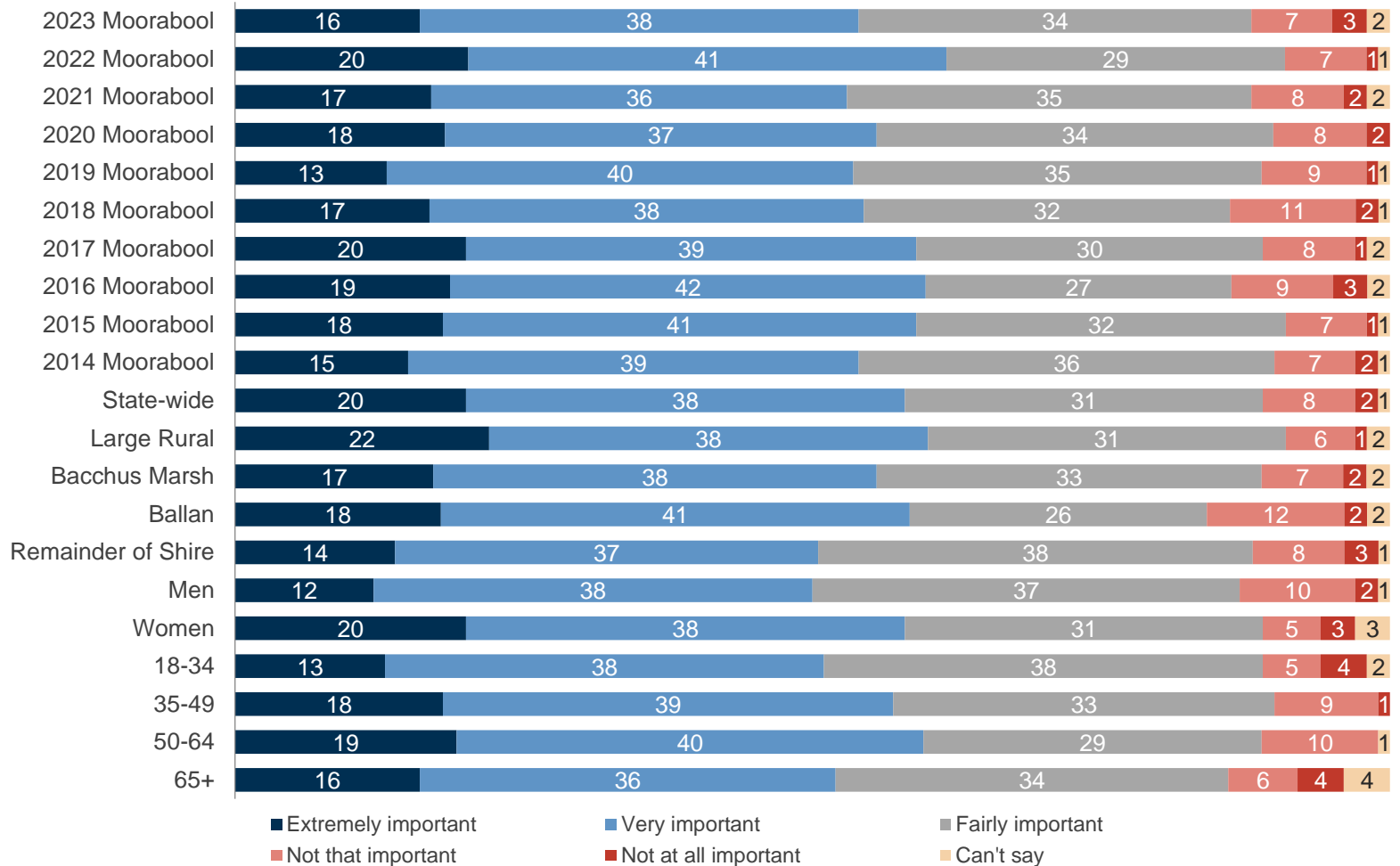*Base: All respondents. Councils asked State-wide: 45 Councils asked group: 12*
Note: Please see Appendix A for explanation of significant differences.

The appearance of public areas performance

2023 public areas performance (%)

	Very good	Good	Average	Poor	Very poor	Can't say
2023 Moorabool	11	36	37	11	4	2
2022 Moorabool	13	39	31	11	6	1
2021 Moorabool	18	39	29	10	1	2
2020 Moorabool	16	39	32	9	3	1
2019 Moorabool	15	40	35	6	3	1
2018 Moorabool	14	38	36	7	3	2
2017 Moorabool	14	41	31	8	3	4
2016 Moorabool	13	43	30	9	3	3
2015 Moorabool	11	44	33	5	4	2
2014 Moorabool	15	44	28	9	3	1
State-wide	21	43	23	8	4	1
Large Rural	17	42	26	10	4	1
Bacchus Marsh	13	36	35	12	4	1
Ballan	3	39	43	11	2	2
Remainder of Shire	10	34	37	10	5	4
Men	8	31	40	16	3	2
Women	14	40	33	7	5	1
18-34	11	34	47	7		2
35-49	8	33	35	17	4	1
50-64	12	38	35	10	3	2
65+	13	38	29	10	6	4

Q2. How has Council performed on 'The appearance of public areas' over the last 12 months?
Base: All respondents. Councils asked State-wide: 45 Councils asked group: 12

Waste management importance

2023 waste management importance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014
Ballan	86	84	85	84	78	84	79	79	76	77
50-64	86	85	85	87	79	86	83	80	83	83
35-49	84	84	82	85	83	82	80	77	83	80
Women	84	82	85	87	84	86	82	79	80	82
Bacchus Marsh	84	85	82	85	80	83	82	79	79	81
Moorabool	83	83	83	84	80	82	80	78	79	79
Men	82	84	80	82	76	79	78	77	78	76
18-34	82	83	82	81	76	79	79	75	71	75
State-wide	81 ▼	82	82	82	81	81	79	80	79	79
65+	81	82	82	85	81	83	79	82	78	79
Remainder of Shire	81	81	84	81	79	80	77	76	79	76
Large Rural	80 ▼	81	81	81	80	81	78	79	78	n/a

Q1. Firstly, how important should 'Waste management' be as a responsibility for Council?
*Base: All respondents. Councils asked State-wide: 31 Councils asked group: 9*
Note: Please see Appendix A for explanation of significant differences.

Waste management importance

2023 waste management importance (%)

	Extremely important	Very important	Fairly important	Not that important	Not at all important	Can't say
2023 Moorabool	47	40	12			
2022 Moorabool	47	42	10		1	1
2021 Moorabool	46	41	12			1
2020 Moorabool	53	35	10		1	1
2019 Moorabool	37	48	13		2	
2018 Moorabool	44	43	11		1	1
2017 Moorabool	40	41	17		1	1
2016 Moorabool	36	42	18		2	1 1
2015 Moorabool	37	41	20		1	1
2014 Moorabool	37	42	19		1	1
State-wide	42	43	13		1	1
Large Rural	39	44	14		2	1
Bacchus Marsh	46	43	11			1
Ballan	61	22	17			
Remainder of Shire	43	42	13		2	1
Men	42	44	12			1
Women	51	36	13			
18-34	50	28	20		2	
35-49	47	43	10			
50-64	52	40	8			
65+	38	49	11		1	1

Q1. Firstly, how important should 'Waste management' be as a responsibility for Council?
Base: All respondents. Councils asked State-wide: 31 Councils asked group: 9
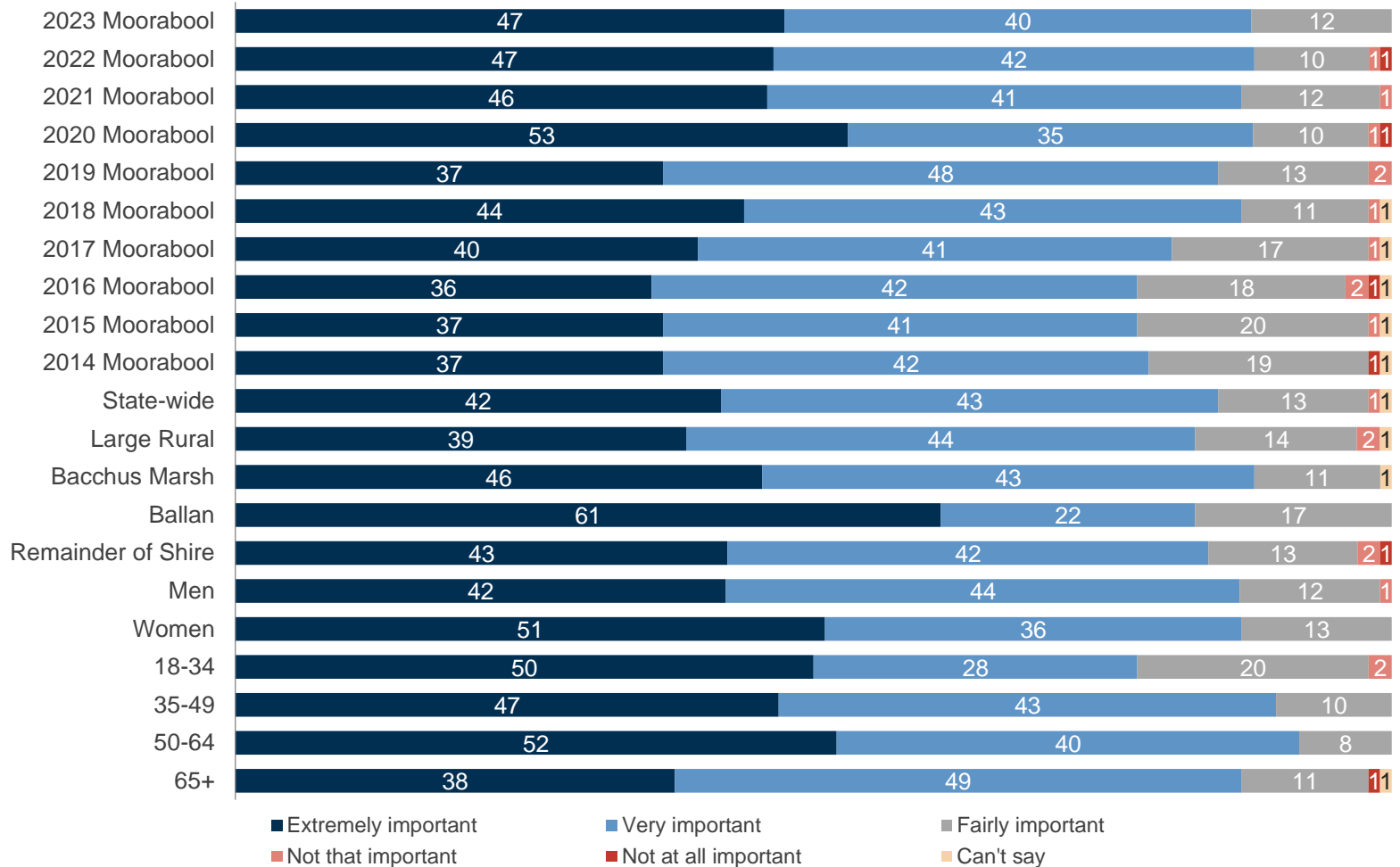
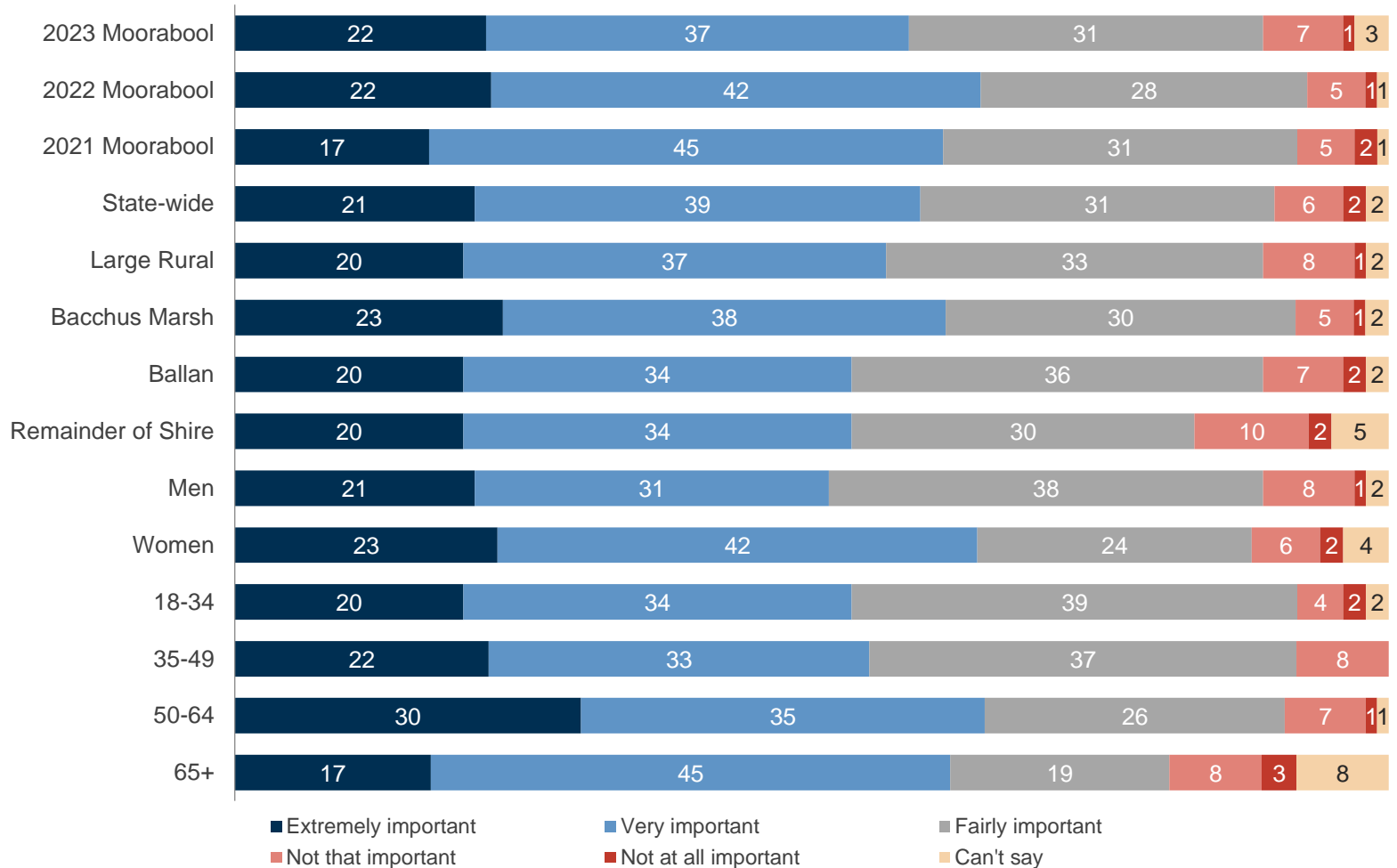# Waste management performance

2023 waste management performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014
65+	68	64	69	69	68	70	69	70	68	68
18-34	67	62	61	49	63	66	61	64	67	73
Remainder of Shire	67	65	62	54	62	69	66	68	68	69
State-wide	66	68	69	65	68	70	71	70	72	73
Men	65	63	66	58	67	66	64	68	68	70
Large Rural	65	65	66	62	64	67	68	66	68	n/a
Moorabool	64	61	65	57	64	68	65	67	67	69
Bacchus Marsh	64	59	66	57	66	68	65	67	66	69
Women	64	59	64	56	62	69	67	65	66	68
35-49	62	57	65	55	66	65	66	66	65	68
Ballan	61	57	65	64	59	62	66	62	66	68
50-64	59	61	65	57	59	70	65	66	67	67

Q2. How has Council performed on 'Waste management' over the last 12 months?
Base: All respondents. Councils asked State-wide: 66 Councils asked group: 18
Note: Please see Appendix A for explanation of significant differences.

Waste management performance

2023 waste management performance (%)

	Very good	Good	Average	Poor	Very poor	Can't say
2023 Moorabool	21	34	30	11	4	
2022 Moorabool	15	37	28	12	6	2
2021 Moorabool	21	40	23	11	6	
2020 Moorabool	13	34	30	12	10	
2019 Moorabool	20	38	24	9	6	3
2018 Moorabool	20	43	24	7	4	2
2017 Moorabool	22	37	26	8	6	2
2016 Moorabool	20	39	26	6	5	3
2015 Moorabool	20	41	28	5	5	1
2014 Moorabool	26	39	21	9	4	1
State-wide	20	41	22	9	5	3
Large Rural	19	40	22	9	6	4
Bacchus Marsh	22	32	28	13	4	
Ballan	16	33	36	8	7	
Remainder of Shire	21	39	30	9	2	1
Men	20	37	31	9	4	
Women	21	32	29	13	4	1
18-34	27	30	30	11		2
35-49	18	30	36	12	3	
50-64	11	35	35	11	6	1
65+	24	43	18	10	4	1

Q2. How has Council performed on 'Waste management' over the last 12 months?
Base: All respondents. Councils asked State-wide: 66 Councils asked group: 18
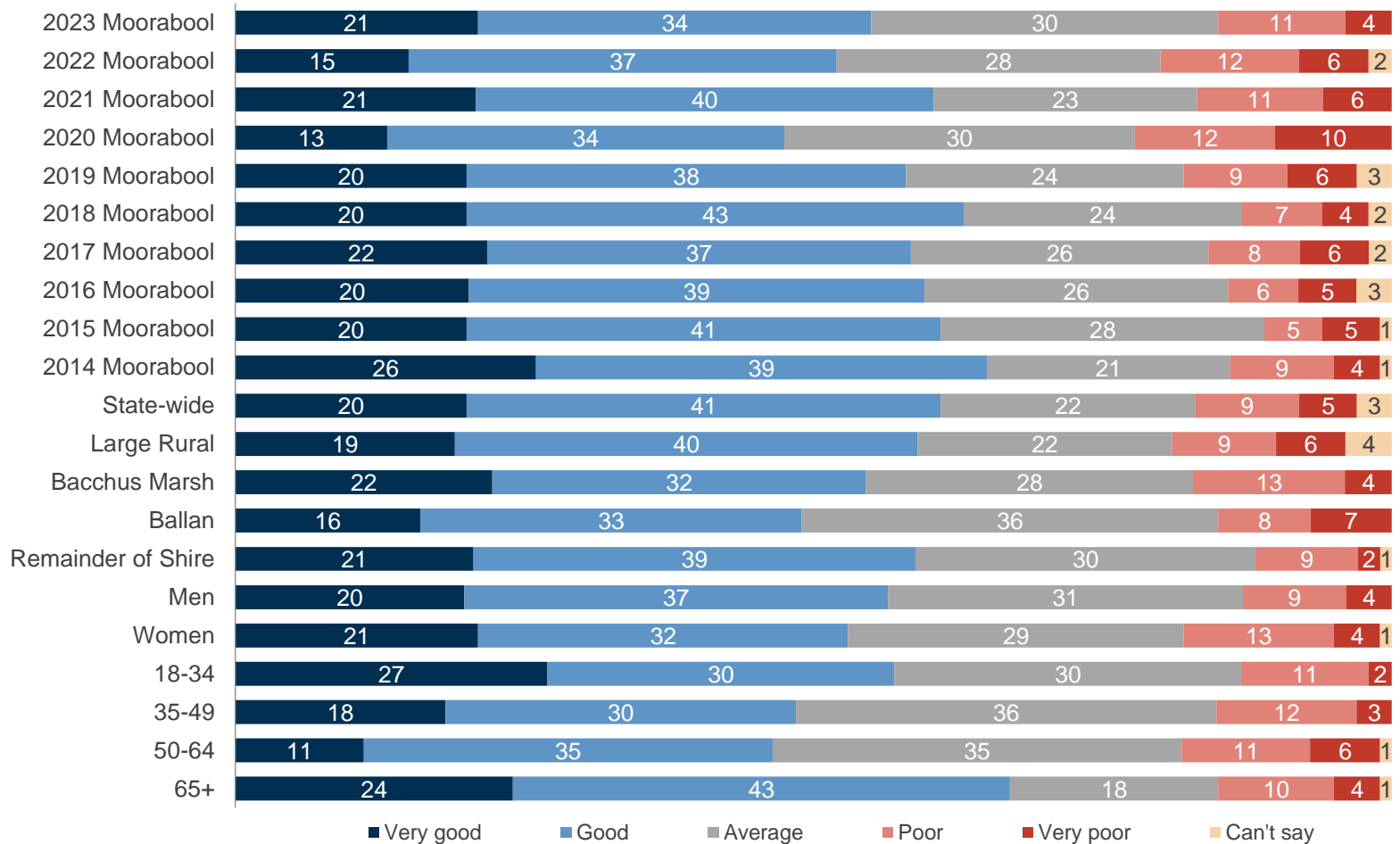
Business and community development and tourism importance

2023 business/development/tourism importance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014
Large Rural	68 ▲	70	71	68	64	65	67	69	70	n/a
Women	67	67	69	67	67	67	71	69	67	66
50-64	67	67	69	67	66	63	68	65	67	67
State-wide	67	69	70	67	65	66	67	67	67	67
Ballan	66	66	68	68	63	66	66	58	67	64
35-49	66	69	65	67	66	69	68	70	69	66
Bacchus Marsh	66	70	65	66	64	66	70	71	69	66
Moorabool	65	68	65	66	64	65	67	67	67	65
65+	64	67	67	67	63	66	61	65	62	64
18-34	63	69	60	62	61	61	71	65	70	62
Remainder of Shire	63	66	64	61	63	61	62	62	64	62
Men	62	70	61	64	60	62	64	64	67	63

Q1. Firstly, how important should 'Business and community development and tourism' be as a responsibility for Council?
Base: All respondents. Councils asked State-wide: 23 Councils asked group: 7
Note: Please see Appendix A for explanation of significant differences.

Business and community development and tourism importance

2023 business/development/tourism importance (%)

	Extremely important	Very important	Fairly important	Not that important	Not at all important	Can't say
2023 Moorabool	16	38	34	7	3	2
2022 Moorabool	20	41	29	7	1	1
2021 Moorabool	17	36	35	8	2	2
2020 Moorabool	18	37	34	8		2
2019 Moorabool	13	40	35	9	1	1
2018 Moorabool	17	38	32	11	2	1
2017 Moorabool	20	39	30	8	1	2
2016 Moorabool	19	42	27	9	3	2
2015 Moorabool	18	41	32	7	1	1
2014 Moorabool	15	39	36	7	2	1
State-wide	20	38	31	8	2	1
Large Rural	22	38	31	6	1	2
Bacchus Marsh	17	38	33	7	2	2
Ballan	18	41	26	12	2	2
Remainder of Shire	14	37	38	8	3	1
Men	12	38	37	10	2	1
Women	20	38	31	5	3	3
18-34	13	38	38	5	4	2
35-49	18	39	33	9		1
50-64	19	40	29	10		1
65+	16	36	34	6	4	4

- ■ Extremely important
- ■ Very important
- ■ Fairly important
- ■ Not that important
- ■ Not at all important
- ■ Can't say

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Business and community development and tourism performance

2023 business/development/tourism performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014
State-wide	59 ▲	60	61	59	61	60	61	60	61	62
Large Rural	56 ▲	58	59	61	62	61	60	59	59	n/a
18-34	55	53	59	59	61	67	52	63	60	58
Men	53	53	57	56	58	61	52	57	52	53
Bacchus Marsh	53	52	57	59	60	58	57	61	58	57
50-64	53	54	55	56	54	54	54	54	54	54
Moorabool	53	53	57	58	60	60	54	57	55	56
Ballan	53	57	56	57	59	61	54	52	54	56
35-49	53	54	55	56	59	59	55	54	53	57
Women	52	53	57	59	61	59	57	58	58	59
Remainder of Shire	52	54	56	54	57	63	49	53	49	53
65+	51	51	58	59	63	58	58	59	53	55

Q2. How has Council performed on 'Business and community development and tourism' over the last 12 months?
Base: All respondents. Councils asked State-wide: 31 Councils asked group: 10
Note: Please see Appendix A for explanation of significant differences.

Business and community development and tourism performance

2023 business/development/tourism performance (%)

	Very good	Good	Average	Poor	Very poor	Can't say
2023 Moorabool	5	22	41	13	4	16
2022 Moorabool	4	26	39	15	4	12
2021 Moorabool	6	29	39	11	3	13
2020 Moorabool	7	30	40	10	3	10
2019 Moorabool	10	32	35	10	3	10
2018 Moorabool	9	31	34	11	2	14
2017 Moorabool	8	25	35	12	6	14
2016 Moorabool	6	31	34	10	4	16
2015 Moorabool	7	28	32	13	5	15
2014 Moorabool	7	31	32	14	5	12
State-wide	9	31	32	11	4	12
Large Rural	8	30	34	13	6	9
Bacchus Marsh	6	23	40	15	4	13
Ballan	7	18	43	13	5	15
Remainder of Shire	2	21	41	10	4	21
Men	3	23	41	15	2	15
Women	6	21	40	12	6	16
18-34	6	24	42	12	4	13
35-49	3	21	43	13	3	17
50-64	5	21	39	17	2	16
65+	4	22	38	12	7	17

Legend: ■ Very good ■ Good ■ Average ■ Poor ■ Very poor ■ Can't say

Q2. How has Council performed on 'Business and community development and tourism' over the last 12 months?
Base: All respondents. Councils asked State-wide: 31 Councils asked group: 10
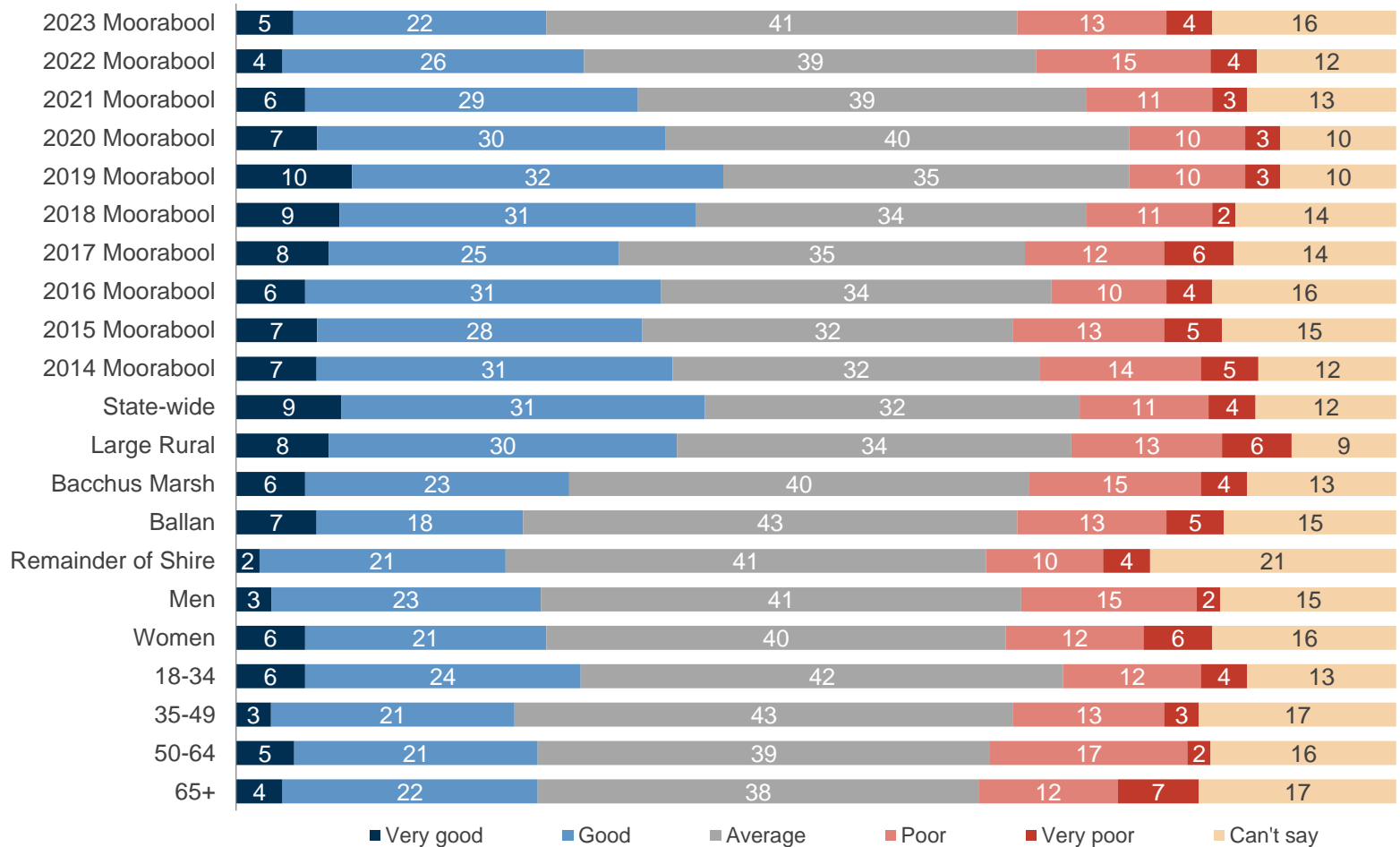
Business and community development importance

2023 business/community development importance (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014
50-64 — 72	67	71	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Women — 70	72	70	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Bacchus Marsh — 70	71	69	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Moorabool — 68	70	67	n/a	n/a	n/a	n/a	n/a	n/a	n/a
State-wide — 68	70	70	69	69	69	70	70	69	69
35-49 — 68	71	68	n/a	n/a	n/a	n/a	n/a	n/a	n/a
65+ — 68	71	67	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Large Rural — 67	68	68	68	70	69	70	71	72	n/a
18-34 — 67	71	66	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men — 66	69	64	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Ballan — 66	68	69	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Remainder of Shire — 66	69	63	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: 9 Councils asked group: 3
Note: Please see Appendix A for explanation of significant differences.

Business and community development importance

2023 business/community development importance (%)

	Extremely important	Very important	Fairly important	Not that important	Not at all important	Can't say
2023 Moorabool	22	37	31	7	1	3
2022 Moorabool	22	42	28	5	1	1
2021 Moorabool	17	45	31	5	2	1
State-wide	21	39	31	6	2	2
Large Rural	20	37	33	8	1	2
Bacchus Marsh	23	38	30	5	1	2
Ballan	20	34	36	7	2	2
Remainder of Shire	20	34	30	10	2	5
Men	21	31	38	8	1	2
Women	23	42	24	6	2	4
18-34	20	34	39	4	2	2
35-49	22	33	37	8		
50-64	30	35	26	7	1	1
65+	17	45	19	8	3	8

■ Extremely important   ■ Very important   ■ Fairly important
■ Not that important   ■ Not at all important   ■ Can't say

Q1. Firstly, how important should 'Business and community development' be as a responsibility for Council?
Base: All respondents. Councils asked State-wide: 9 Councils asked group: 3

Detailed demographics

Gender and age profile

2023 gender

Moorabool
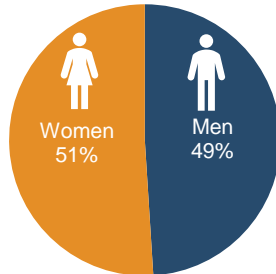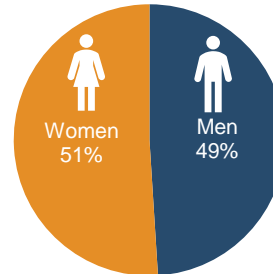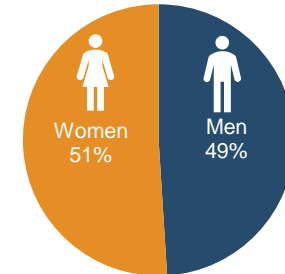
Women 51% | Men 49%

Large Rural

Women 51% | Men 49%

State-wide

Women 51% | Men 49%

2023 age

Moorabool

2%
25%
26%
21%
26%

Large Rural

2%
20%
23%
18%
37%

State-wide

3%
22%
23%
17%
36%
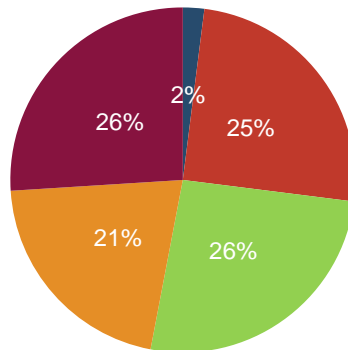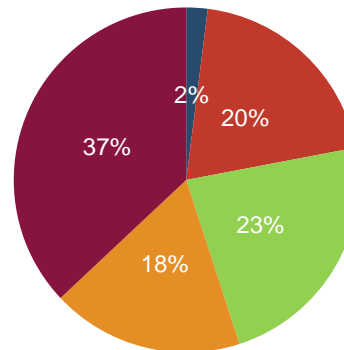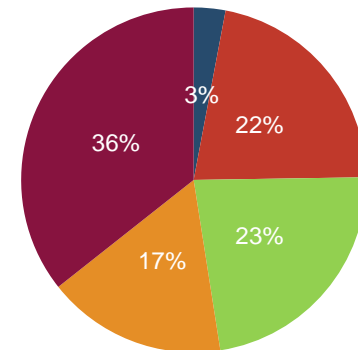
■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+
■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+
■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

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: 18
Please note that for the reason of simplifying reporting, interlocking age and gender reporting has not been included in this report. Interlocking age and gender analysis is still available in the dashboard and data tables provided alongside this report.

Years lived in area

2023 years lived in area (%)

	0-5 years	5-10 years	10-20 years	20-30 years	30+ years	Can't say
2023 Moorabool	11	11	26	17	34	
2022 Moorabool	7	13	26	19	35	
2021 Moorabool	6	17	25	22	30	
State-wide	14	12	22	19	33	
Large Rural	12	11	20	18	39	
Bacchus Marsh	14	13	25	15	34	
Ballan	5	9	29	23	34	
Remainder of Shire	8	9	29	18	34	
Men	14	9	27	17	34	
Women	9	14	26	18	34	
18-34	18	11	27	20	24	
35-49	15	17	34	9	25	
50-64	7	10	24	29	30	
65+	4	7	20	13	56	1

Legend: ■ 0-5 years ■ 5-10 years ■ 10-20 years ■ 20-30 years ■ 30+ years ■ Can't say

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: 14 Councils asked group: 6

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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 2023 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 28,800 people aged 18 years or over for Moorabool Shire Council, according to ABS estimates.

Demographic	Actual survey sample size	Weighted base	Maximum margin of error at 95% confidence interval
Moorabool Shire Council	400	400	+/-4.9
Men	196	197	+/-7.0
Women	204	203	+/-6.9
Bacchus Marsh	234	236	+/-6.4
Ballan	45	46	+/-14.8
Remainder of Shire	121	118	+/-8.9
18-34 years	55	107	+/-13.3
35-49 years	86	106	+/-10.6
50-64 years	116	84	+/-9.1
65+ years	143	103	+/-8.2

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 2022. 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 2022.

- The result among 18-34 year olds in the council is significantly lower than the result achieved among this group in 2022.

2023 overall performance (index scores)
(example extract only)

Group	Score
State-wide	67 ▲
18-34	66
Moorabool	60
Large Rural	58
35-49	57
50-64	54 ▼
65+	58
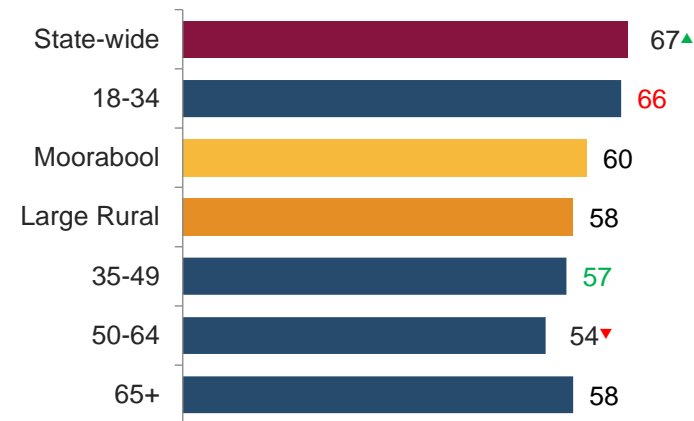
Appendix A:
Index score significant difference calculation

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

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

Where:

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

All figures can be sourced from the detailed cross tabulations.

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

Appendix B: Further project information

Appendix B:
Further information

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

- 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 2023 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on

(03) 8685 8555 or via email:
admin@jwsresearch.com

Appendix B:
Survey methodology and sampling

The 2023 results are compared with previous years, as detailed below:

- 2022, n=400 completed interviews, conducted in the period of 27th January – 24th March.

- 2021, n=400 completed interviews, conducted in the period of 28th January – 18th March.

- 2020, n=400 completed interviews, conducted in the period of 30th January – 22nd March.

- 2019, n=401 completed interviews, conducted in the period of 1st February – 30th March.

- 2018, n=400 completed interviews, conducted in the period of 1st February – 30th March.

- 2017, n=400 completed interviews, conducted in the period of 1st February – 30th March.

- 2016, n=400 completed interviews, conducted in the period of 1st February – 30th March.

- 2015, n=400 completed interviews, conducted in the period of 1st February – 30th March.

- 2014, n=400 completed interviews, conducted in the period of 31st January – 11th March.

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 27th January – 19th March, 2023.

Appendix B:
Analysis and reporting

All participating councils are listed in the State-wide report published on the DELWP website. In 2023, 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 2012-2023 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, Colac Otway, Corangamite, East Gippsland, 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 2023 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

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 2012-2023 have been made throughout this report as appropriate.

Appendix B:
Core, optional and tailored questions

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 2023 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 2023 State-wide Local Government Community Satisfaction Survey were optional. Councils also had the ability to ask tailored questions specific only to their council.

Appendix B:
Analysis and reporting

Reporting

Every council that participated in the 2023 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

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

CSS: 2023 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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