



2025 Local Government Community Satisfaction Survey

Moorabool Shire Council

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



Contents

<u>Background and objectives</u>	<u>3</u>	<u>Environmental sustainability</u>	<u>90</u>
<u>Key findings and recommendations</u>	<u>6</u>	<u>Maintenance of unsealed roads</u>	<u>92</u>
<u>Detailed findings</u>	<u>13</u>	<u>Business and community development</u>	<u>96</u>
<u>Overall performance</u>	<u>14</u>	<u>Tourism development</u>	<u>98</u>
<u>Customer service</u>	<u>32</u>	<u>Detailed demographics</u>	<u>100</u>
<u>Communication</u>	<u>41</u>	<u>Appendix A: Index scores, margins of error and significant differences</u>	<u>103</u>
<u>Council direction</u>	<u>46</u>	<u>Appendix B: Further project information</u>	<u>107</u>
<u>Individual service areas</u>	<u>51</u>		
<u>Community consultation and engagement</u>	<u>52</u>		
<u>Lobbying on behalf of the community</u>	<u>56</u>		
<u>Decisions made in the interest of the community</u>	<u>60</u>		
<u>Condition of sealed local roads</u>	<u>64</u>		
<u>Condition of local streets and footpaths</u>	<u>66</u>		
<u>Family support services</u>	<u>70</u>		
<u>Recreational facilities</u>	<u>74</u>		
<u>Appearance of public areas</u>	<u>78</u>		
<u>Waste management</u>	<u>82</u>		
<u>Business and community development and tourism</u>	<u>86</u>		



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-sixth 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 26 years

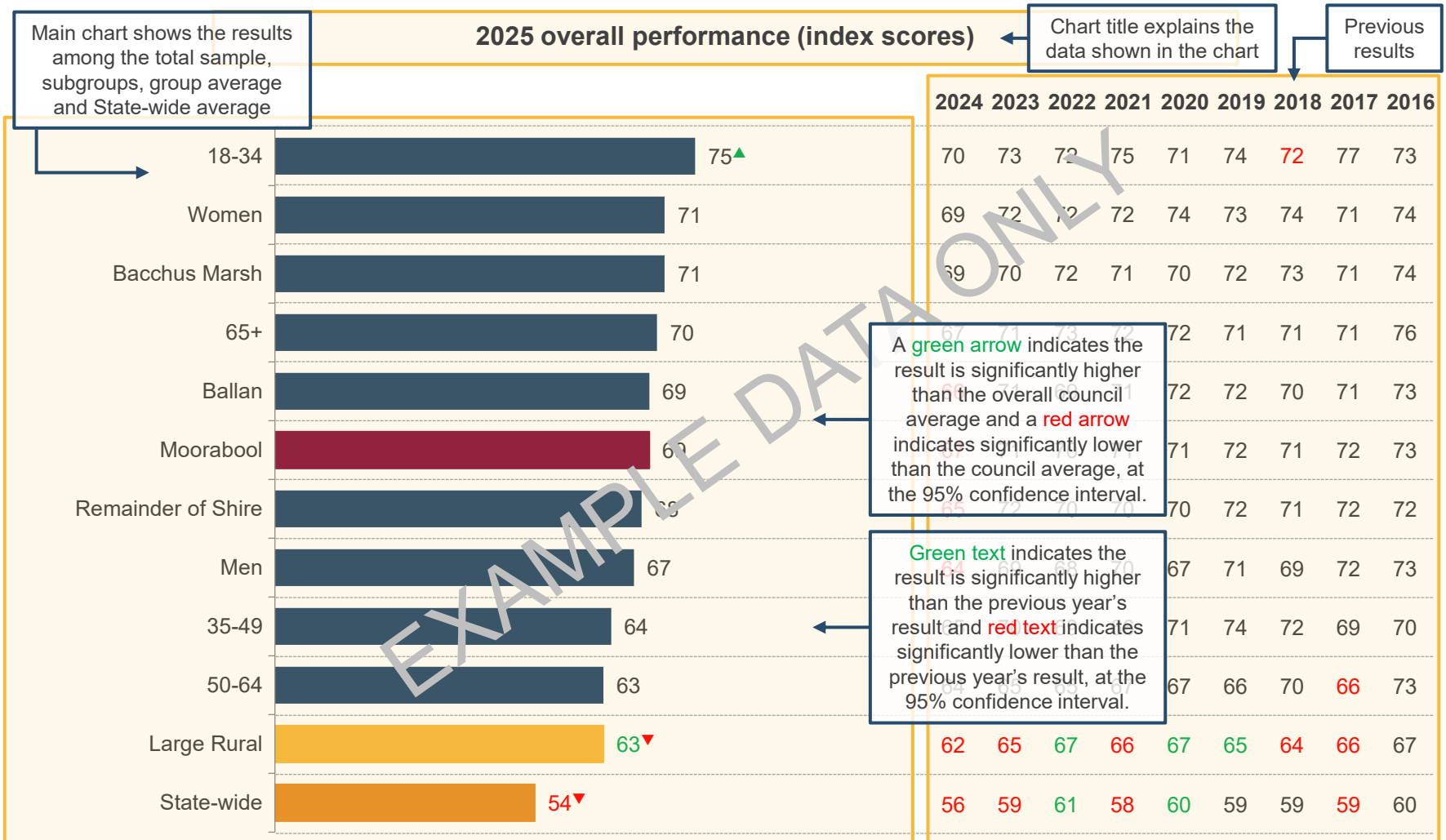
Each year the CSS data is used to develop this State-wide report which contains all of the aggregated results, analysis and data. Moreover, with 26 years of results, the CSS offers councils a long-term measure of how they are performing – essential for councils that work over the long term to provide 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.



How to read index score charts in this report



Question asked and base size(s)

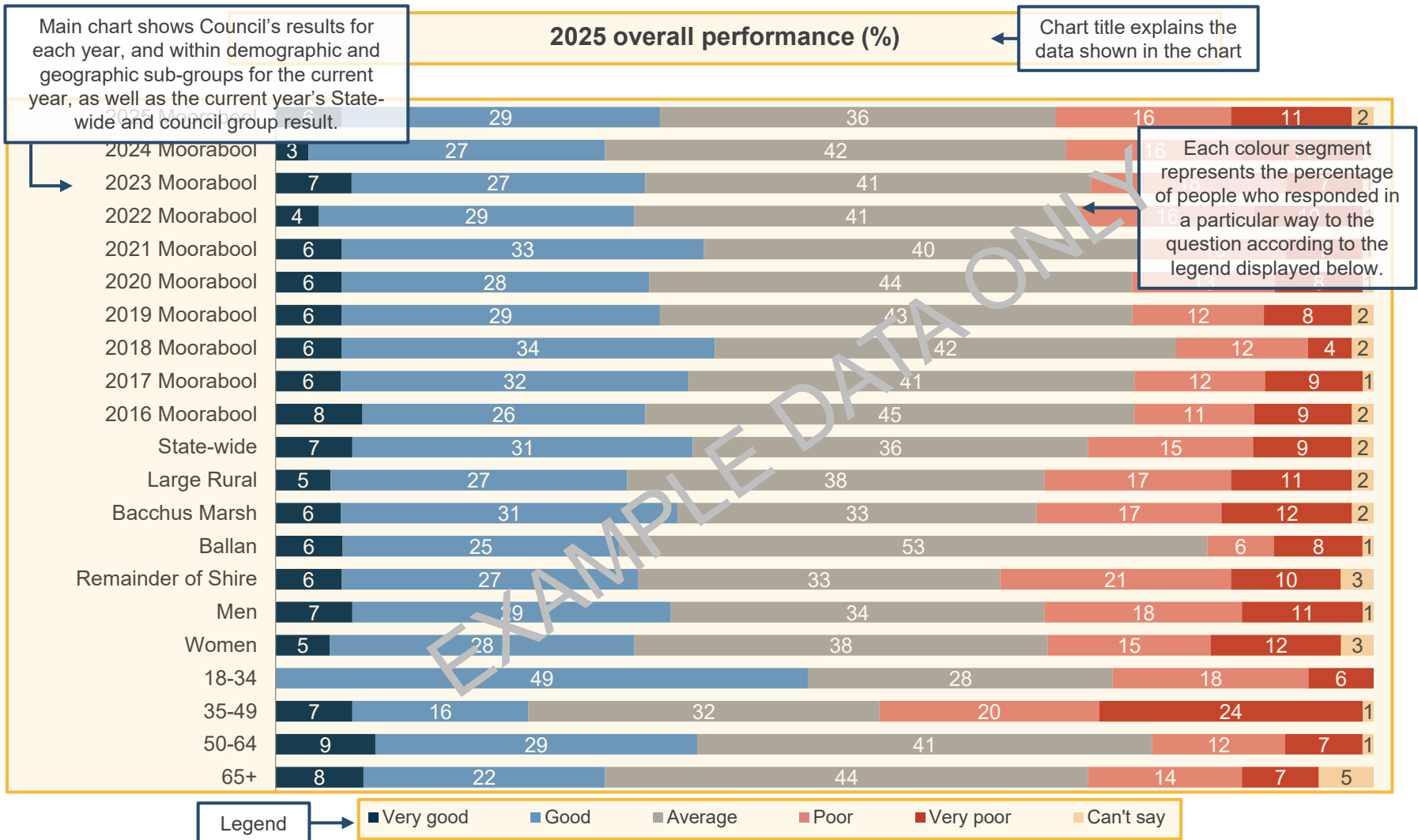
Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Moorabool Shire Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?

Base: All respondents. Councils asked State-wide: 56 Councils asked group: 18

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



How to read stacked bar charts in this report



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: 56 Councils asked group: 18

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

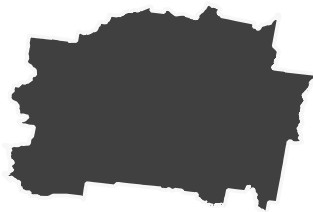
Key findings and recommendations



Moorabool Shire Council – at a glance

Overall council performance

Results shown are index scores out of 100.



Moorabool 50



Large Rural 50



State-wide 53

Council performance compared to group average

Top 3 performing areas



Recreational facilities

≡ on par



Waste management

≡ on par



Appearance of public areas

▼ lower

Bottom 3 performing areas



Unsealed roads

≡ on par



Sealed local roads

≡ on par



Local streets & footpaths

▼ lower



Customer service

≡ on par



Summary of core measures

Index scores


Overall
Performance


Value for
money


Community
Consultation

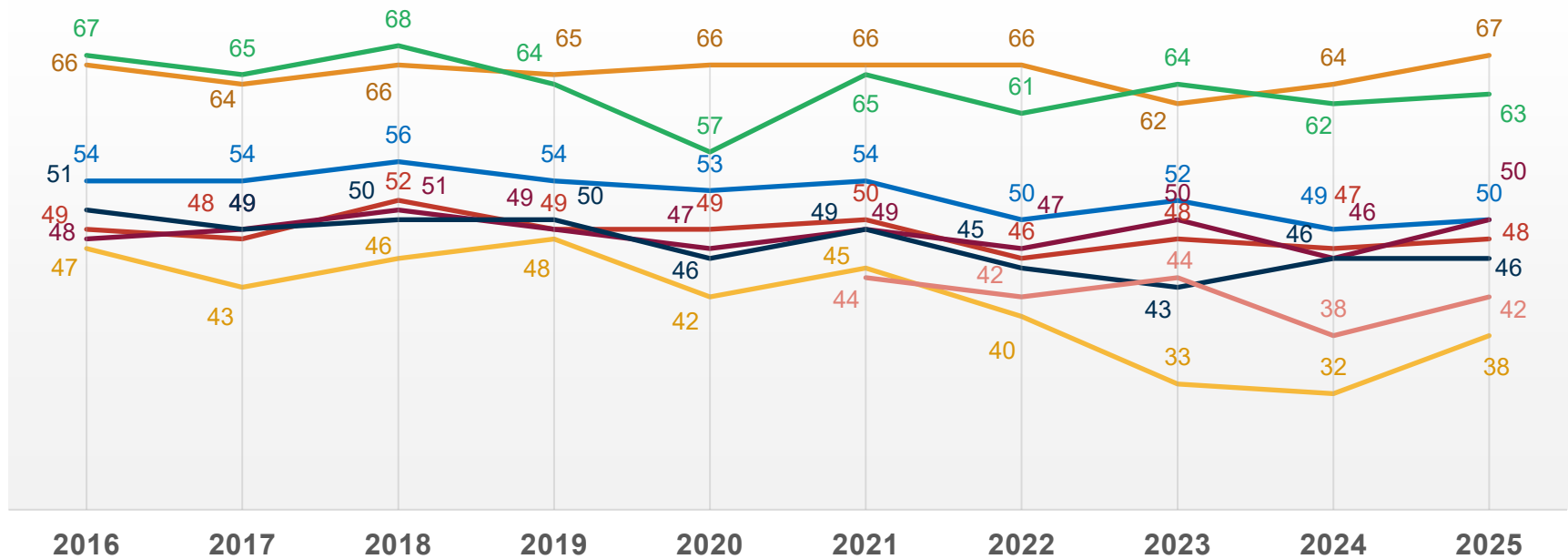

Making
Community
Decisions


Sealed
Local
Roads


Waste
management


Customer
Service

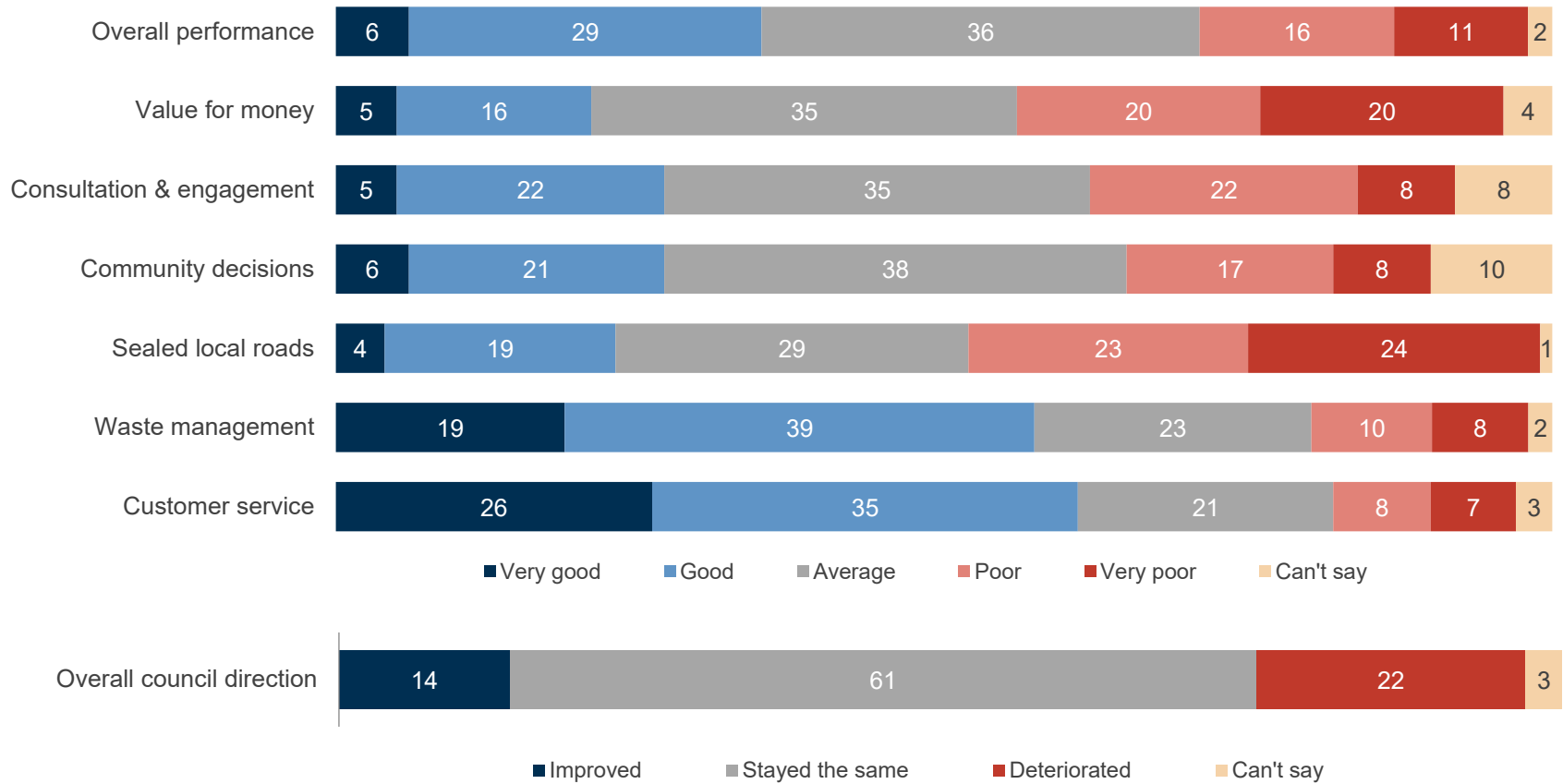

Overall
Council
Direction















Summary of core measures

Core measures summary results (%)










Summary of Moorabool Shire Council performance

Services		Moorabool 2025	Moorabool 2024	Large Rural 2025	State-wide 2025	Highest score	Lowest score
	Overall performance	50	49	50	53	50-64 years, 18-34 years	35-49 years
	Value for money	42	38	43	47	65+ years	35-49 years
	Overall council direction	46	46	44	46	Ballan residents	Remainder of Shire residents
	Customer service	67	64	65	66	50-64 years	18-34 years
	Recreational facilities	64	58	65	67	Ballan residents	35-49 years
	Waste management	63	62	62	65	65+ years	35-49 years
	Appearance of public areas	61	60	66	68	50-64 years	35-49 years
	Family support services	59	60	61	62	18-34 years	35-49 years
	Bus/community dev./tourism	53	52	55	56	18-34 years	35-49 years
	Community decisions	50	46	46	49	18-34 years	35-49 years



Summary of Moorabool Shire Council performance

Services		Moorabool 2025	Moorabool 2024	Large Rural 2025	State-wide 2025	Highest score	Lowest score
	Consultation & engagement	48	47	48	50	18-34 years	35-49 years
	Lobbying	48	45	47	49	18-34 years	35-49 years
	Local streets & footpaths	43	39	48	52	18-34 years	35-49 years
	Sealed local roads	38	32	39	45	18-34 years	35-49 years
	Unsealed roads	36	30	36	38	Ballan residents, 18-34 years	35-49 years



Focus areas for the next 12 months

Overview

Perceptions of Moorabool Shire Council's overall performance index score of 50 has been relatively stable over the past few years. Council has yet to fully recover to previously higher ratings on overall performance, achieved in 2021 and earlier. Positively, perceptions of value for money, recreational facilities, community decisions, sealed local roads and unsealed roads have all improved significantly since the previous evaluation. Ratings in the remaining service areas are on par with last year's results.

Key influences on perceptions of overall performance

Council should continue to focus on improving performance in the individual service areas that most influence perceptions of overall performance, namely decisions made in the interest of the community, and the related areas of community consultation and engagement, and lobbying. While some progress has been made, information provision is important to ensure the community, especially residents aged 35 to 49 years who hold more negative perceptions, are aware of the actions Council is taking.

Comparison to state and area grouping

In most areas evaluated, Council performance is in line with the Large Rural group average. Council performs significantly lower than the Large Rural group in the appearance of public areas, and local streets and footpaths, but significantly higher in community decisions. Of the evaluated measures, Council performance is divided between being significantly lower than, and in line with, State-wide averages.

Attend to the concerns of residents aged 35 to 49 years

Residents aged 35 to 49 years are the most critical of Council's performance, providing the lowest performance ratings in all service areas, as well as rating Council's overall performance significantly lower than average. Therefore, it is recommended that extra attention is paid to interactions with this cohort over the next year. People in this age group have the highest rate of contact with Council, so there is opportunity to engage with them and improve their perceptions.

DETAILED FINDINGS

Overall performance



Overall performance

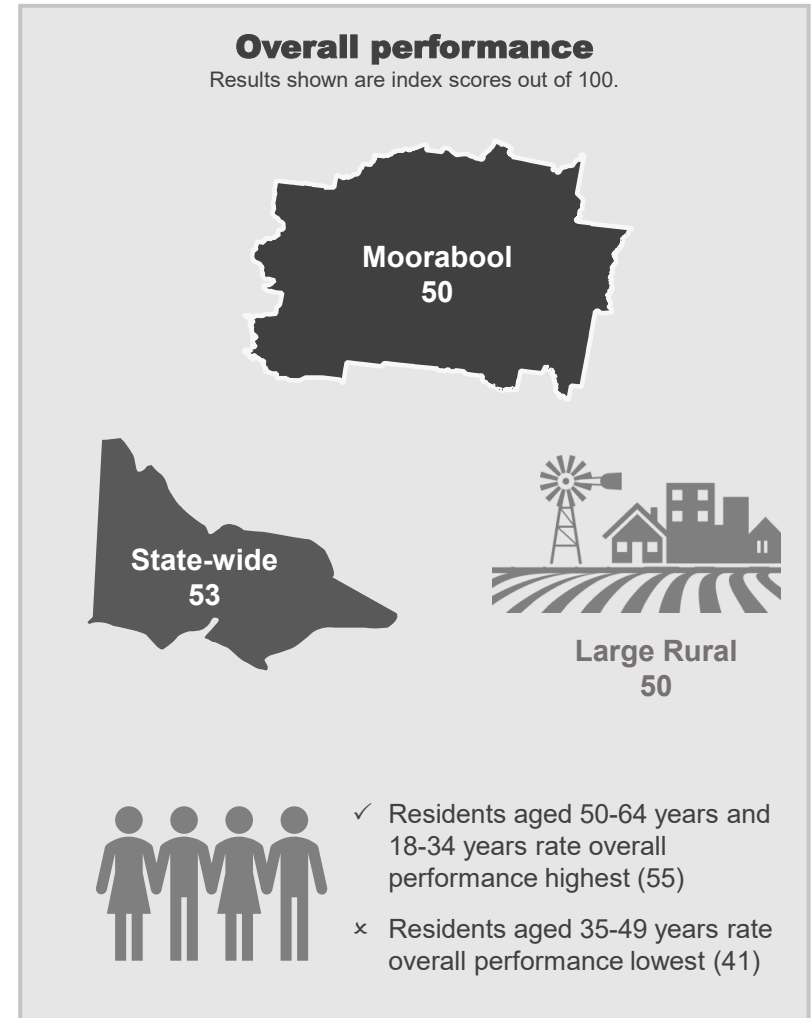
The overall performance index score of 50 for Moorabool Shire Council is in line with ratings over the last few years. Council has yet to recover from the significant decline in perceptions in 2022, with peak overall performance ratings occurring in the years prior.

Moorabool Shire Council's overall performance is rated significantly lower (at the 95% confidence interval) than the State-wide average but is in line with the Large Rural group average (47 and 43 respectively).

- Residents aged 35 to 49 years (index score of 41) rate overall performance significantly lower than the Council average.
- Perceptions of overall performance increased significantly this year among residents aged 50 to 64 years and Ballan residents (index scores of 55 and 54 respectively, each up 11 points).

Council's performance in delivering value for money in infrastructure and services has increased significantly over the past 12 months (index score of 42, up four points). This is largely driven by significantly improving impressions among 18 to 34 year olds, women, Ballan residents and residents aged 50 to 64 years old.

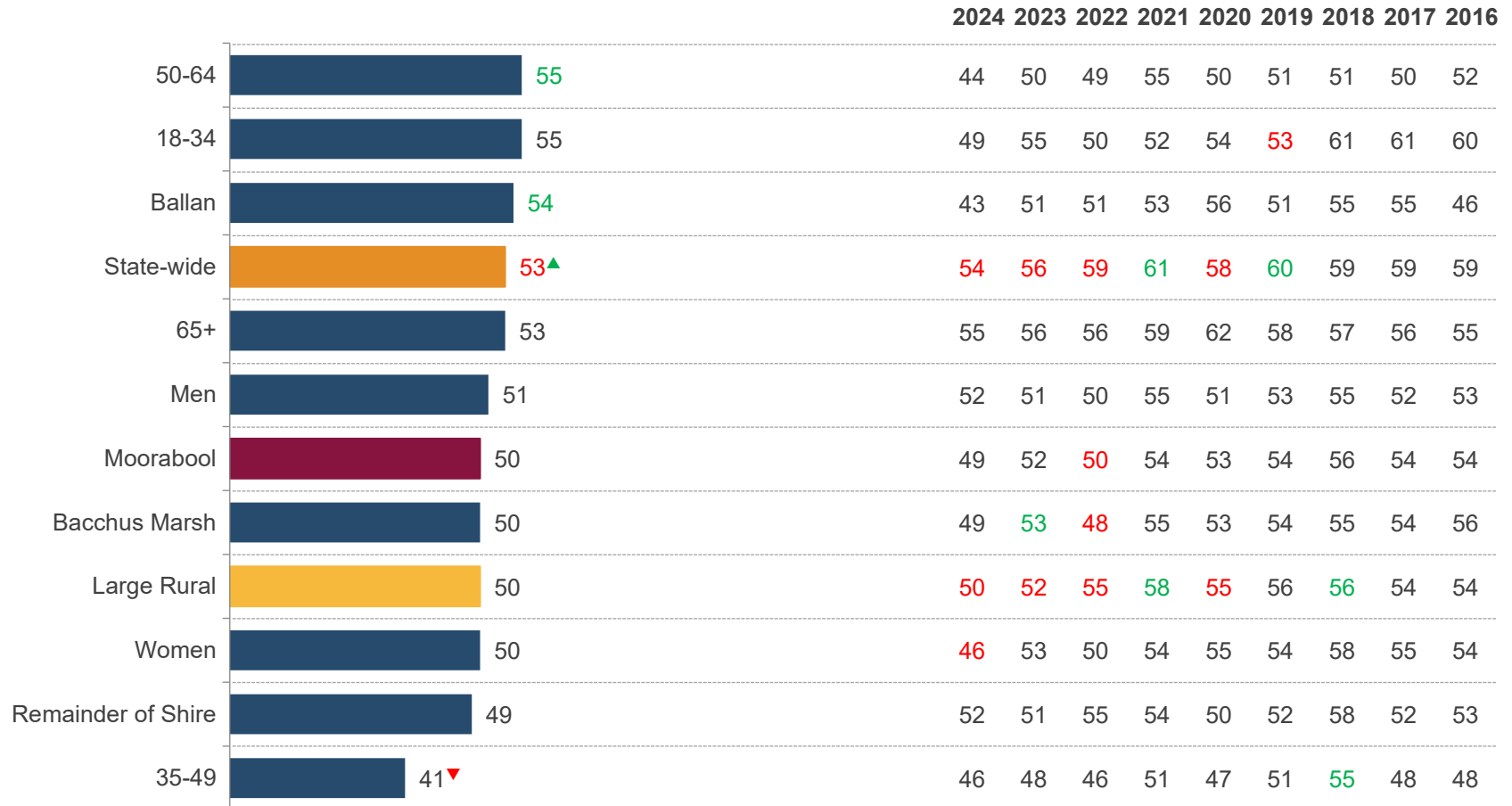
- One in five residents (21%) rate the value for money they receive from Council as 'very good' or 'good'. However, nearly twice as many (40%) rate Council as 'very poor' or 'poor'.





Overall performance

2025 overall performance (index scores)



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

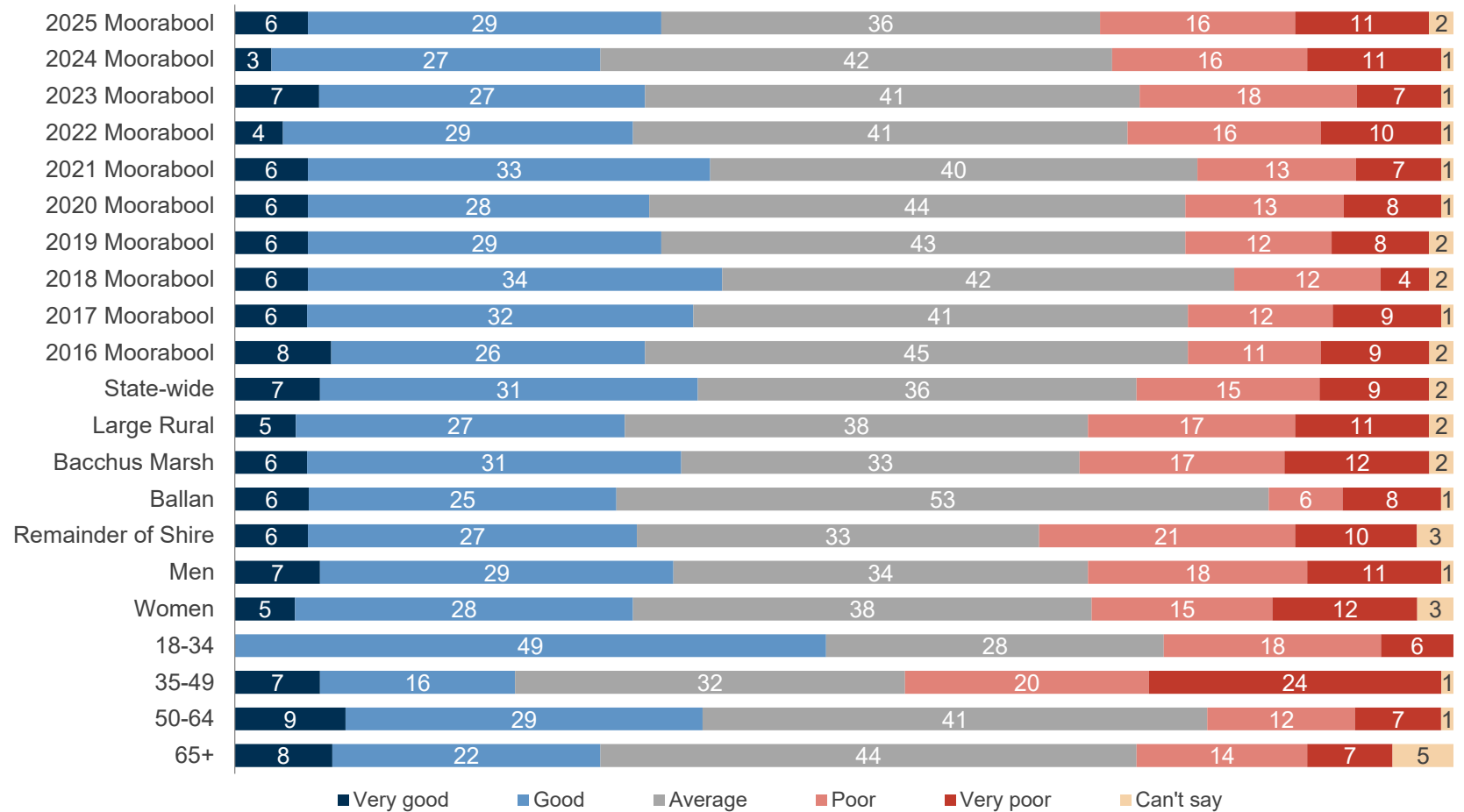
Base: All respondents. Councils asked State-wide: 56 Councils asked group: 18

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



Overall performance

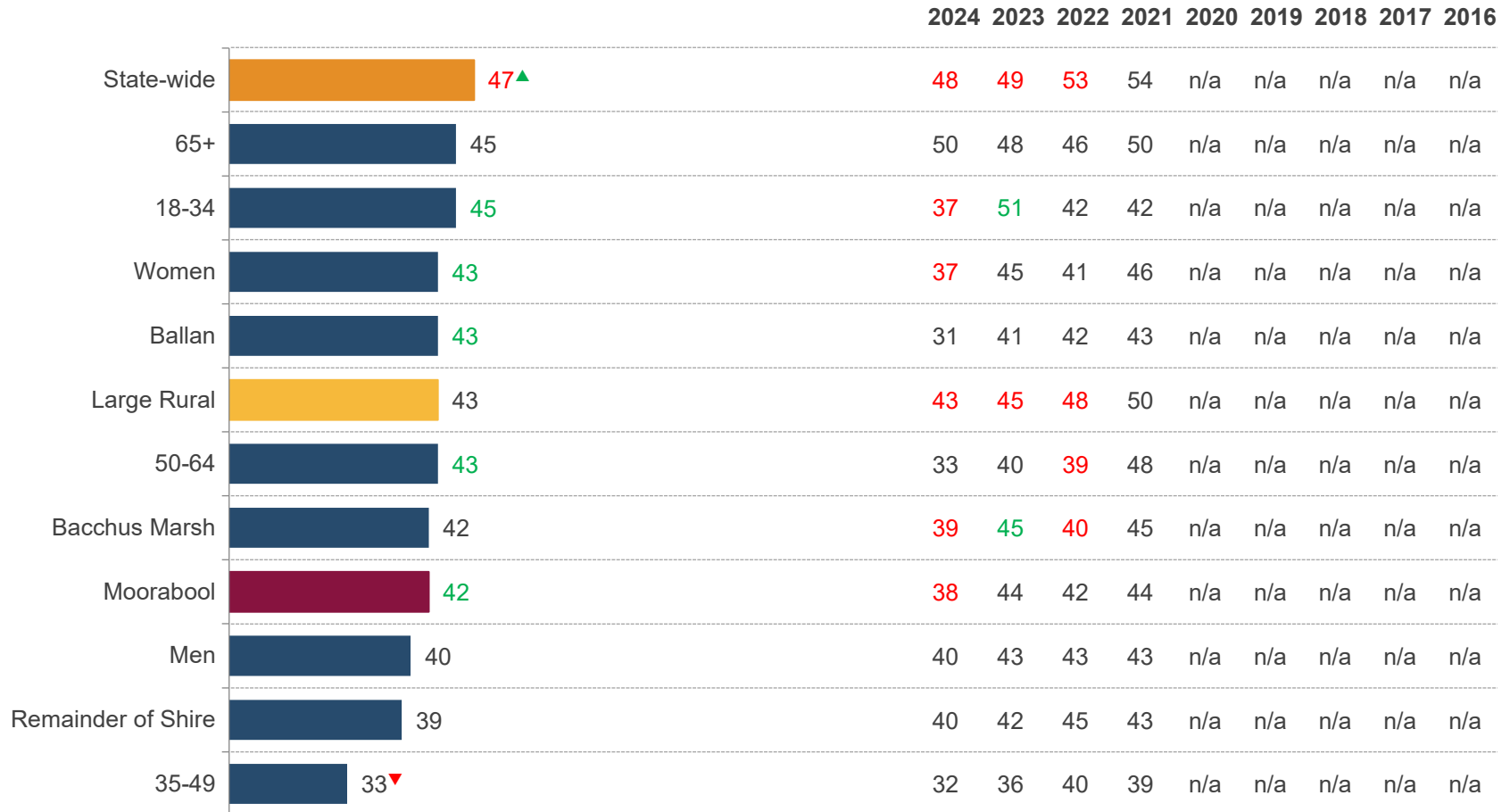
2025 overall performance (%)





Value for money in services and infrastructure

2025 value for money (index scores)



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

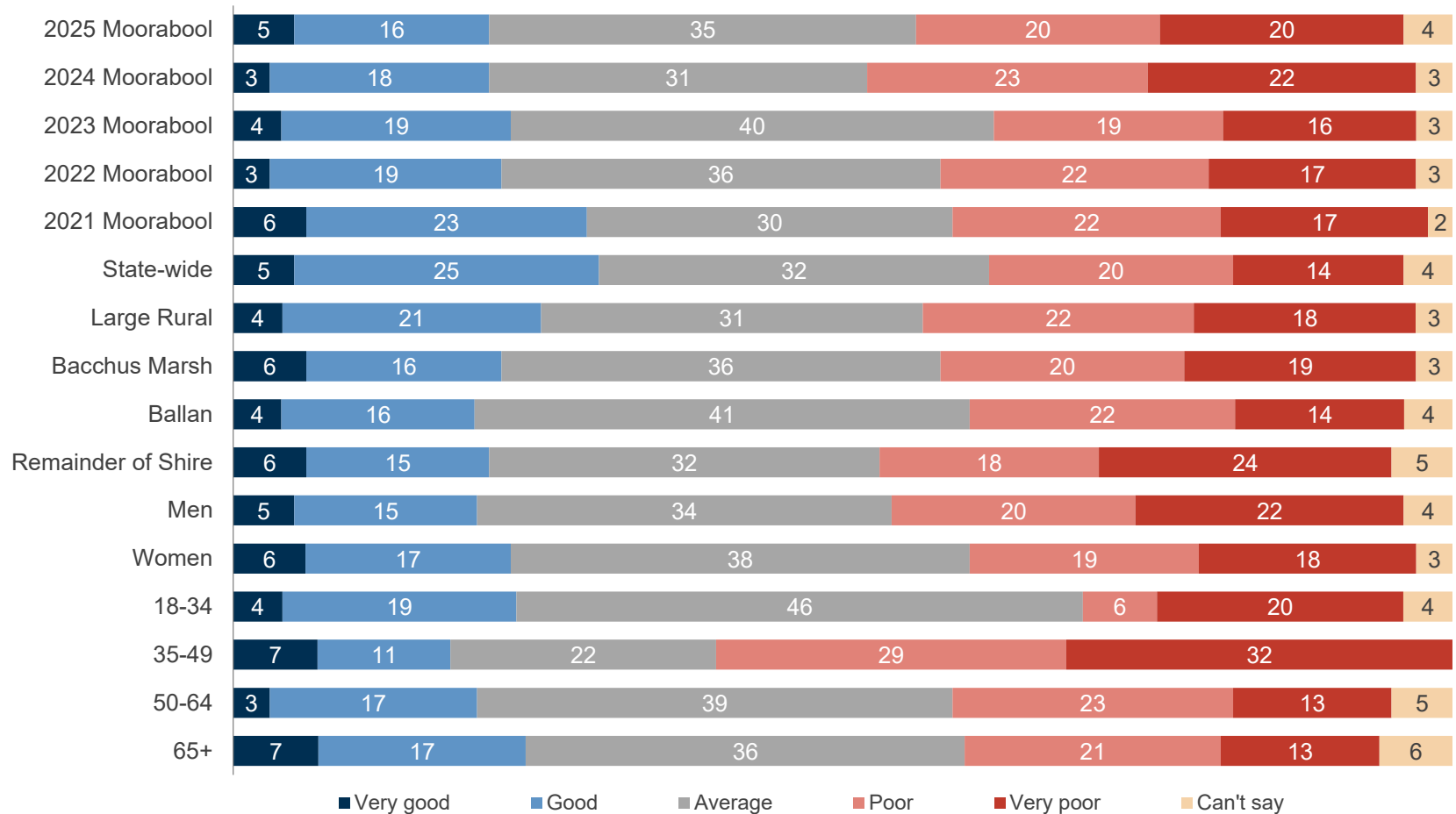
Base: All respondents. Councils asked State-wide: 55 Councils asked group: 18

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Value for money in services and infrastructure

2025 value for money (%)



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

Base: All respondents. Councils asked State-wide: 55 Councils asked group: 18



Top performing service areas

Moorabool Shire Council performs best in the area of recreational facilities (index score of 64). Here, Council performs significantly lower than the State-wide average but in line with the Large Rural group average.

- Council's performance in this service area is significantly higher compared to the 2024 result (up six index points) – now achieving a new peak rating.
- Contributing to these improvements are significantly increased ratings among Ballan residents, Remainder of Shire residents, women and residents aged 35 to 49 years.

Waste management and the appearance of public areas are Council's next highest rated service areas (index scores of 63 and 61 respectively). Council performs in line with the Large Rural group and State-wide averages on waste management but performs significantly lower than both group averages for the appearance of public areas.

- Positively, perceptions of the appearance of public areas among Ballan residents have improved significantly, up 16 index points. Last year, ratings among this cohort were significantly lower than the Council average, and now are back in line.
- Both of these service areas have a positive influence on perceptions of overall performance, so maintaining strong performance here is warranted.



Recreational facilities (index score of 64) is the area where Council performed best in 2025.



Low performing service areas



Low performing service areas for Moorabool Shire Council – relative to other service areas – include the maintenance of unsealed roads (index score of 36), condition of sealed local roads (index score of 38) and local streets and footpaths (index score of 43).

The aforementioned areas are key influences on Council's overall performance, so continued efforts to improve perceptions will have a positive impact.

- Encouragingly, ratings have improved significantly since last year for performance on unsealed roads and sealed local roads (each up six index points).

The ongoing need to raise performance in these service areas is reinforced by the fact that the maintenance of unsealed roads and the condition of local streets and footpaths are considered the most important service areas by residents (importance index scores of 84 and 82 respectively).

- Performance of unsealed roads show the largest disparity between importance and performance perceptions (48-point differential) of the service areas evaluated.
- Further, 30% of residents cite sealed road maintenance as the area Council most needs to focus on to improve performance.



Individual service area performance

2025 individual service area performance (index scores)

		2024	2023	2022	2021	2020	2019	2018	2017	2016
Recreational facilities	64	58	59	55	57	58	54	55	55	56
Waste management	63	62	64	61	65	57	64	68	65	67
Appearance of public areas	61	60	60	61	66	64	64	64	64	64
Family support services	59	60	58	58	64	62	61	62	62	62
Bus/community dev./tourism	53	52	53	53	57	58	60	60	54	57
Community decisions	50	46	50	47	49	47	49	51	49	48
Consultation & engagement	48	47	48	46	50	49	49	52	48	49
Lobbying	48	45	52	46	50	47	47	48	47	48
Local streets & footpaths	43	39	37	41	48	46	53	49	48	47
Sealed local roads	38	32	33	40	45	42	48	46	43	47
Unsealed roads	36	30	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

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

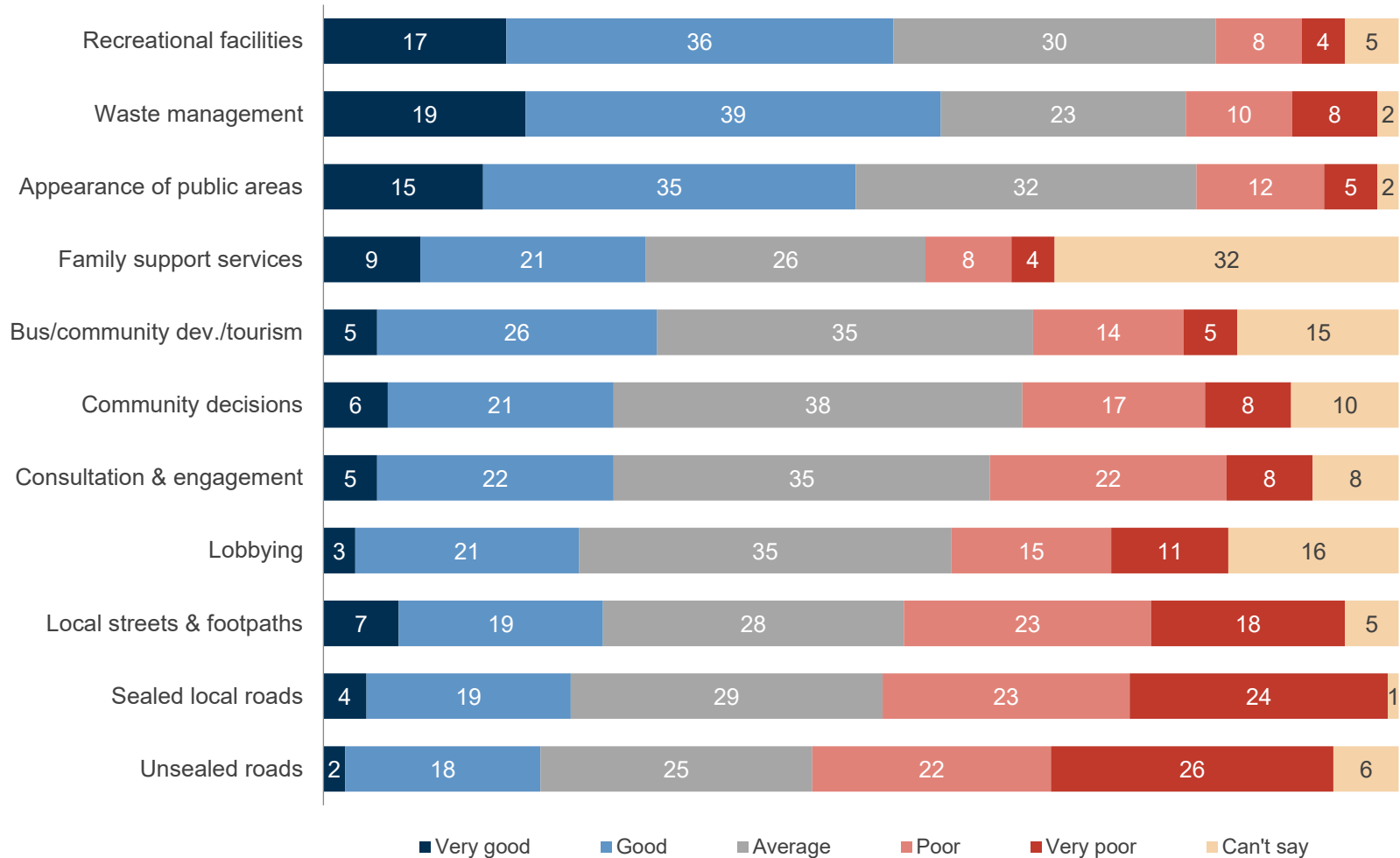
Base: All respondents. Councils asked State-wide: 56 Councils asked group: 18

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



Individual service area performance

2025 individual service area performance (%)





Individual service area importance

2025 individual service area importance (index scores)

		2024	2023	2022	2021	2020	2019	2018	2017	2016
Unsealed roads	84	85	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Local streets & footpaths	82	84	82	83	81	82	79	80	78	79
Waste management	81	81	83	83	83	84	80	82	80	78
Community decisions	81	82	80	82	83	n/a	n/a	n/a	n/a	n/a
Consultation & engagement	76	77	77	77	78	n/a	n/a	n/a	n/a	n/a
Recreational facilities	73	76	76	74	73	75	72	74	73	73
Appearance of public areas	72	76	75	76	74	75	73	73	75	75
Family support services	72	78	75	75	74	75	73	73	74	75
Lobbying	72	69	72	76	75	n/a	n/a	n/a	n/a	n/a
Environmental sustainability	68	69	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Business & community dev.	67	69	68	70	67	n/a	n/a	n/a	n/a	n/a
Bus/community dev./tourism	64	63	65	68	65	66	64	65	67	67
Tourism development	54	55	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

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

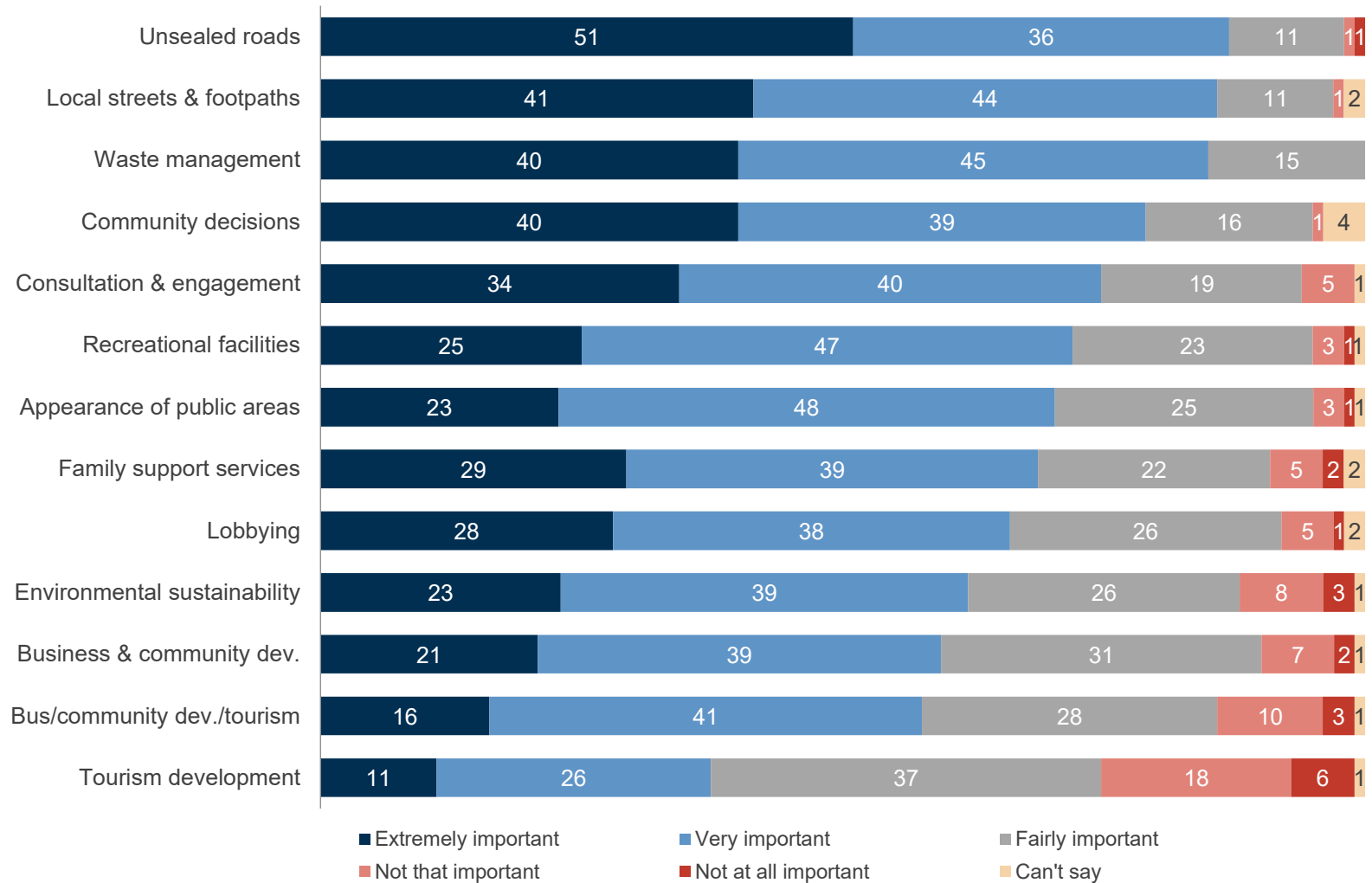
Base: All respondents. Councils asked State-wide: 24 Councils asked group: 9

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



Individual service area importance

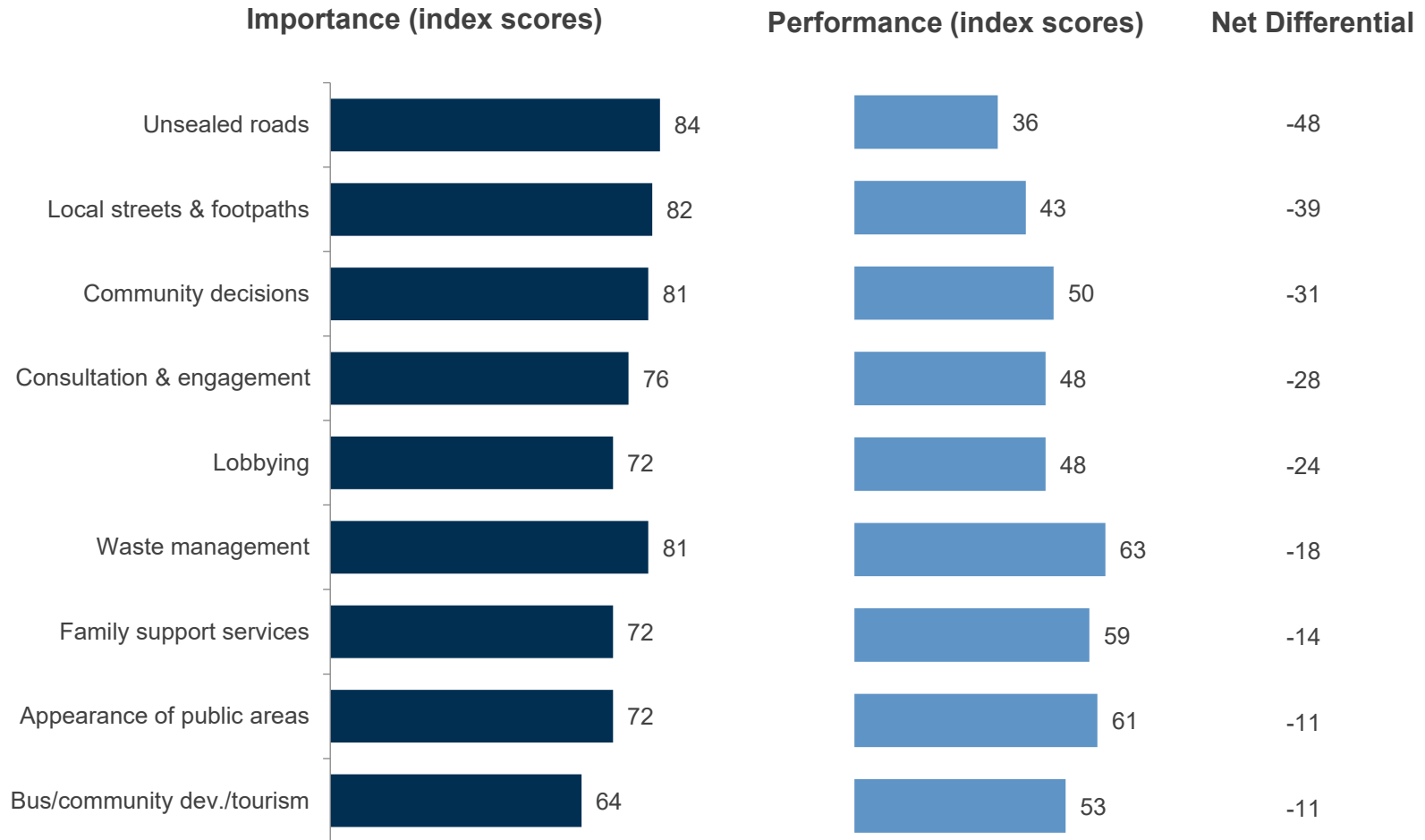
2025 individual service area importance (%)





Individual service areas importance vs performance

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



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



Influences on perceptions of overall performance

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

- Decisions made in the interest of the community.

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

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

- The appearance of public areas
- Waste management
- Community consultation and engagement
- The condition of local streets and paths
- The condition of sealed roads
- Lobbying on behalf of the community
- Maintenance of unsealed roads.

Looking at these key service areas only, Council performs well on waste management and the appearance of public areas (index scores of 63 and 61

respectively), which have a moderate influence on the overall performance rating.

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

Most in need of attention are Council efforts to maintain its unsealed roads, sealed roads, and local streets and footpaths, which are rated as 'poor' (index scores of 36, 38 and 43 respectively) and have a moderate influence on overall community opinion.

It will be important to attend to resident concerns about the condition of local roads and pathways to help increase overall ratings of Council performance.

Council also performs relatively poorly on its consultation and engagement, and lobbying (index score of 48 for each).

Ensuring residents feel heard on key local issues and demonstrating Council efforts to advocate on their behalf can also help to improve overall community opinion.



Regression analysis explained

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

In the charts that follow:

- The horizontal axis represents Council's performance index score for each individual service. Service areas appearing on the right side of the chart have a higher index score 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 those located closer to the axis.

The regressions are shown on the following two charts.

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

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



Influence on overall performance: all services

2025 regression analysis (all services)

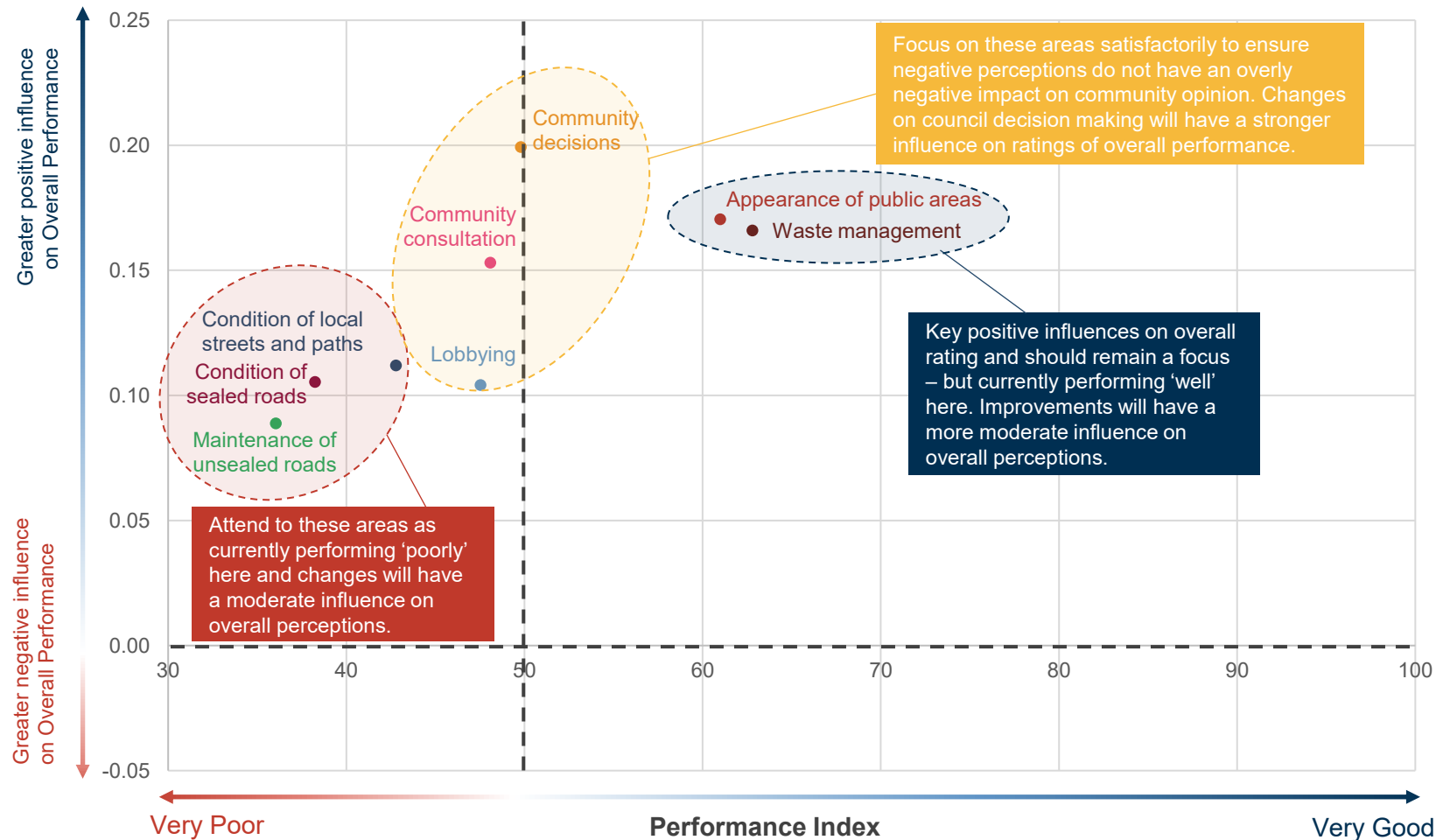


The multiple regression analysis model above (all service areas) has an R^2 value of 0.614 and adjusted R^2 value of 0.603, which means that 60% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at $p = 0.0001$, $F = 56.11$. 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 services

2025 regression analysis (key services)



The multiple regression analysis model above (reduced set of service areas) has an R^2 value of 0.606 and adjusted R^2 value of 0.598, 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 $p = 0.0001$, $F = 75.26$.



Areas for improvement

2025 areas for improvement (%)
- Top mentions only -





Customer service



Contact with council and customer service

Contact with council

Fewer than seven in 10 Council residents (68%) had contact with Council in the last 12 months. The rate of contact with Council has steadily increased over the last few years. Residents aged 35 to 49 years (79%) had the highest contact with Council, while those aged 65 years and over (57%) had the lowest.

Telephone (38%) was the most frequently used means to contact Council, followed by in-person and email (24% for both).



Customer service

Council's customer service index of 67 is in line with the 2024 result and with the State-wide and Large Rural group averages (index scores of 66 and 65 respectively).

Perceptions of customer service remain on par with last year's result among most geographic and demographic cohorts. The exception are residents aged 35 to 49 years, whose perceptions of Council's customer service have improved by 13 index points to a score of 69. This is a positive result for Council as this cohort also had a significantly higher rate of contact compared to the Council average.

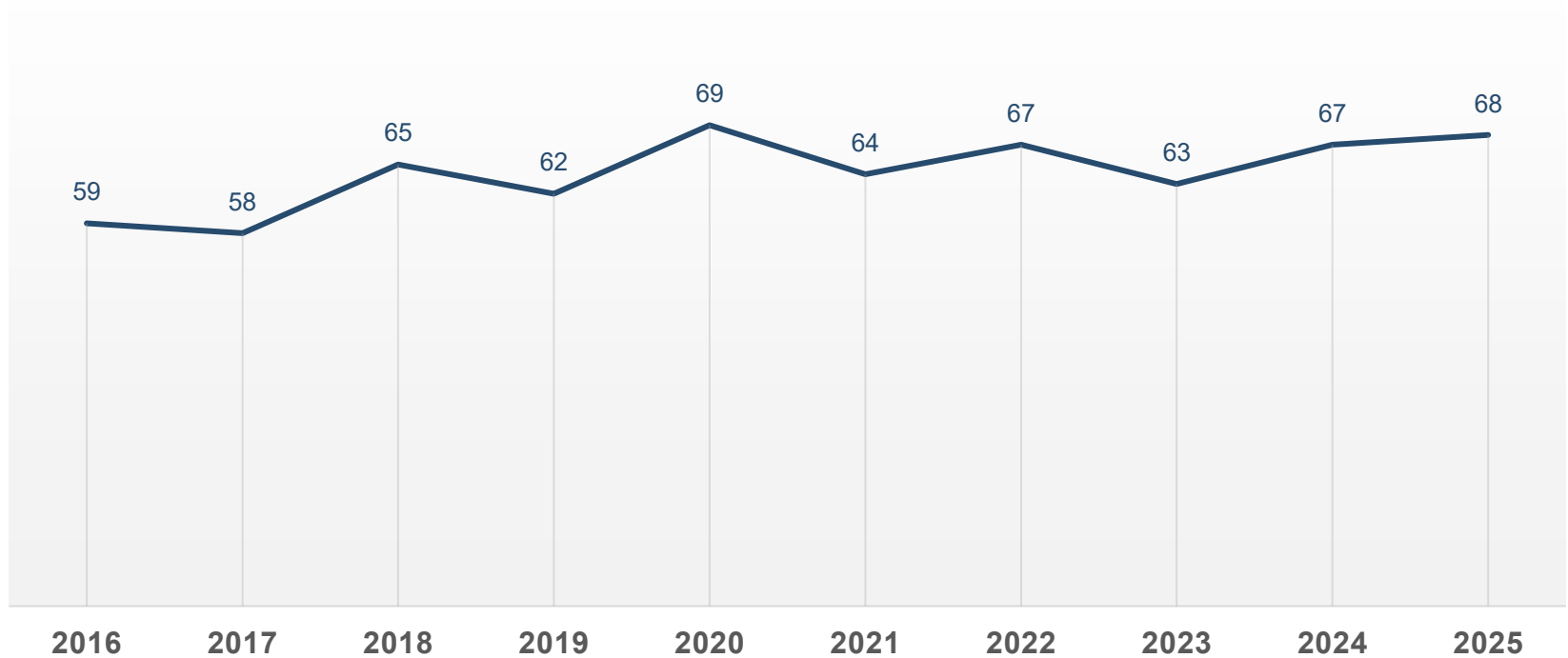
A majority of residents (61%) provide a positive customer service rating of 'very good' or 'good'. This far exceeds the 15% of residents who rate customer service as 'poor' or 'very poor'.

Positively, customer service ratings from residents who recently interacted with Council via telephone (index score of 71) – the most frequently used contact method – have significantly increased over the past 12 months. However, those who interact with Council via email rate customer service lower (index score of 53). Given that nearly a quarter of residents contact Council via email, Council should prioritise improving the experiences through this channel.



Contact with council

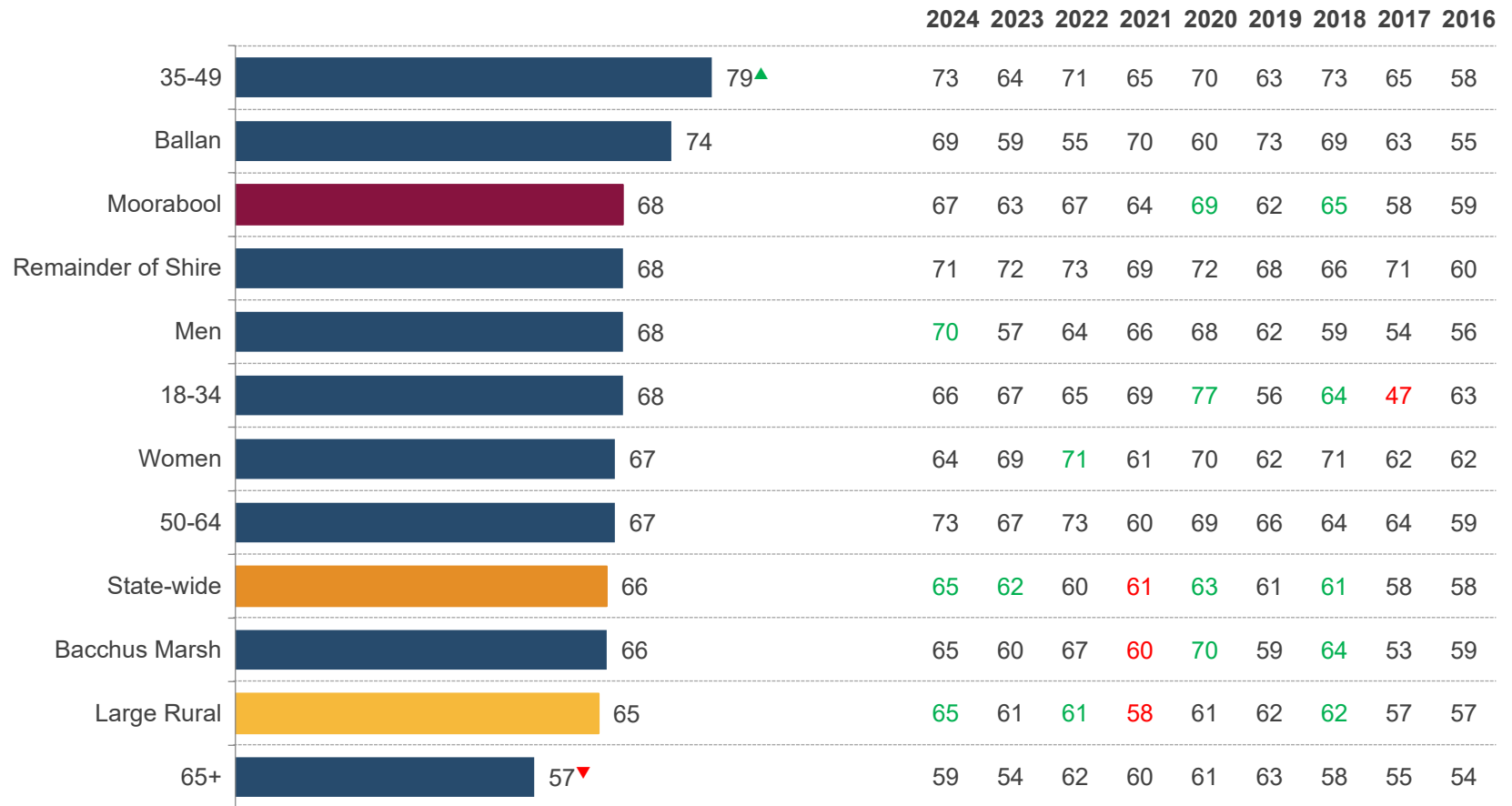
2025 contact with council (%)
Have had contact





Contact with council

2025 contact with council (%)



Q5a. Have you or any member of your household had any recent contact with Moorabool Shire Council in any of the following ways?

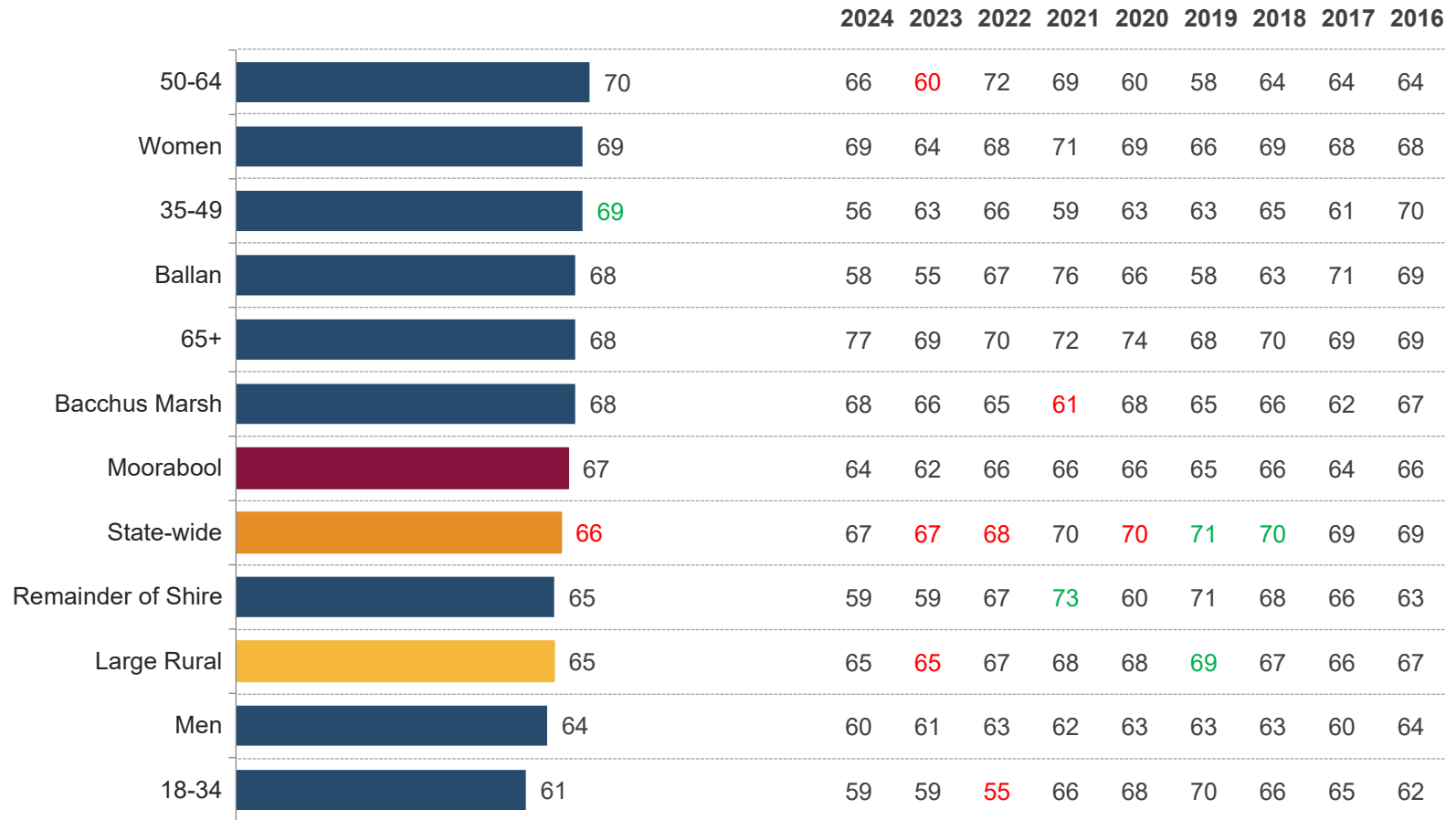
Base: All respondents. Councils asked State-wide: 24 Councils asked group: 9

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



Customer service rating

2025 customer service rating (index scores)



Q5c. Thinking of the most recent contact, how would you rate Moorabool Shire Council for customer service?

Please keep in mind we do not mean the actual outcome but rather the actual service that was received.

Base: All respondents who have had contact with Council in the last 12 months.

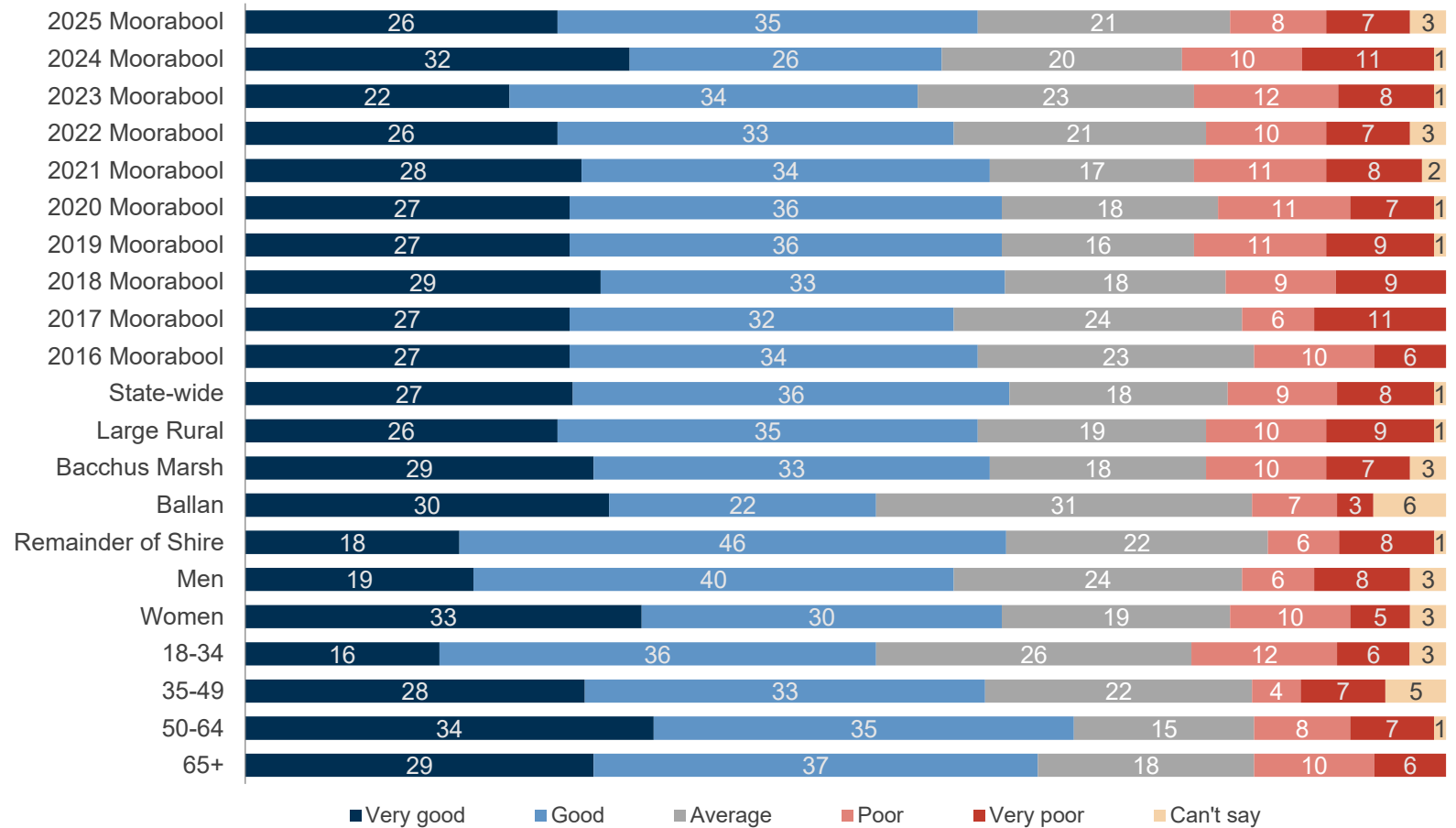
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Customer service rating

2025 customer service rating (%)



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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: 56 Councils asked group: 18



Method of contact with council

2025 method of contact (%)



In Person



In Writing



By Telephone



By Text Message



By Email



Via Website



By Social Media



Q5a. Have you or any member of your household had any recent contact with Moorabool Shire Council in any of the following ways?

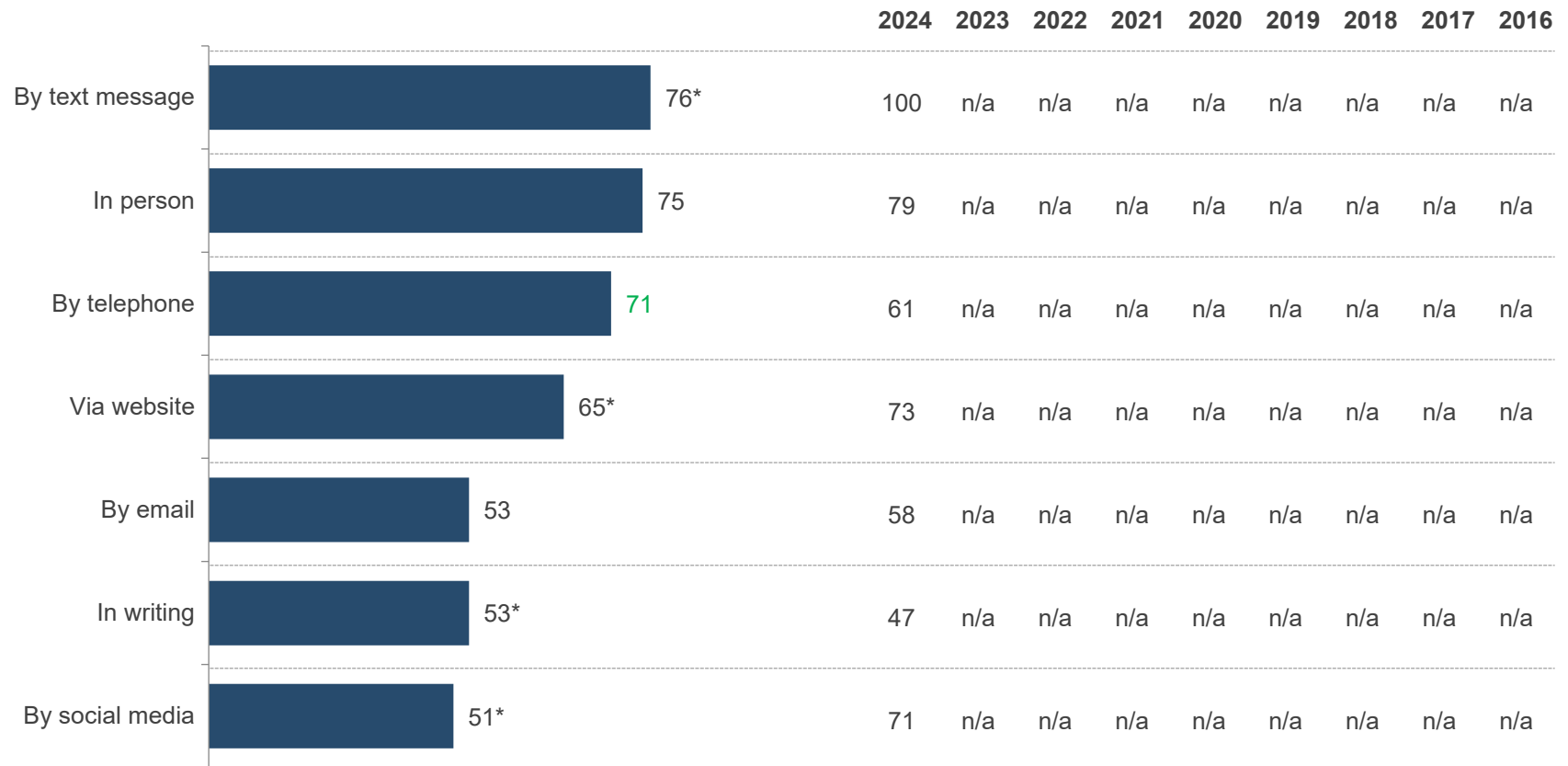
Base: All respondents. Councils asked State-wide: 24 Councils asked group: 9

Note: Respondents could name multiple contacts methods so responses may add to more than 100%



Customer service rating by method of last contact

2025 customer service rating (index score by method of last contact)



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Base: All respondents who have had contact with Council in the last 12 months.

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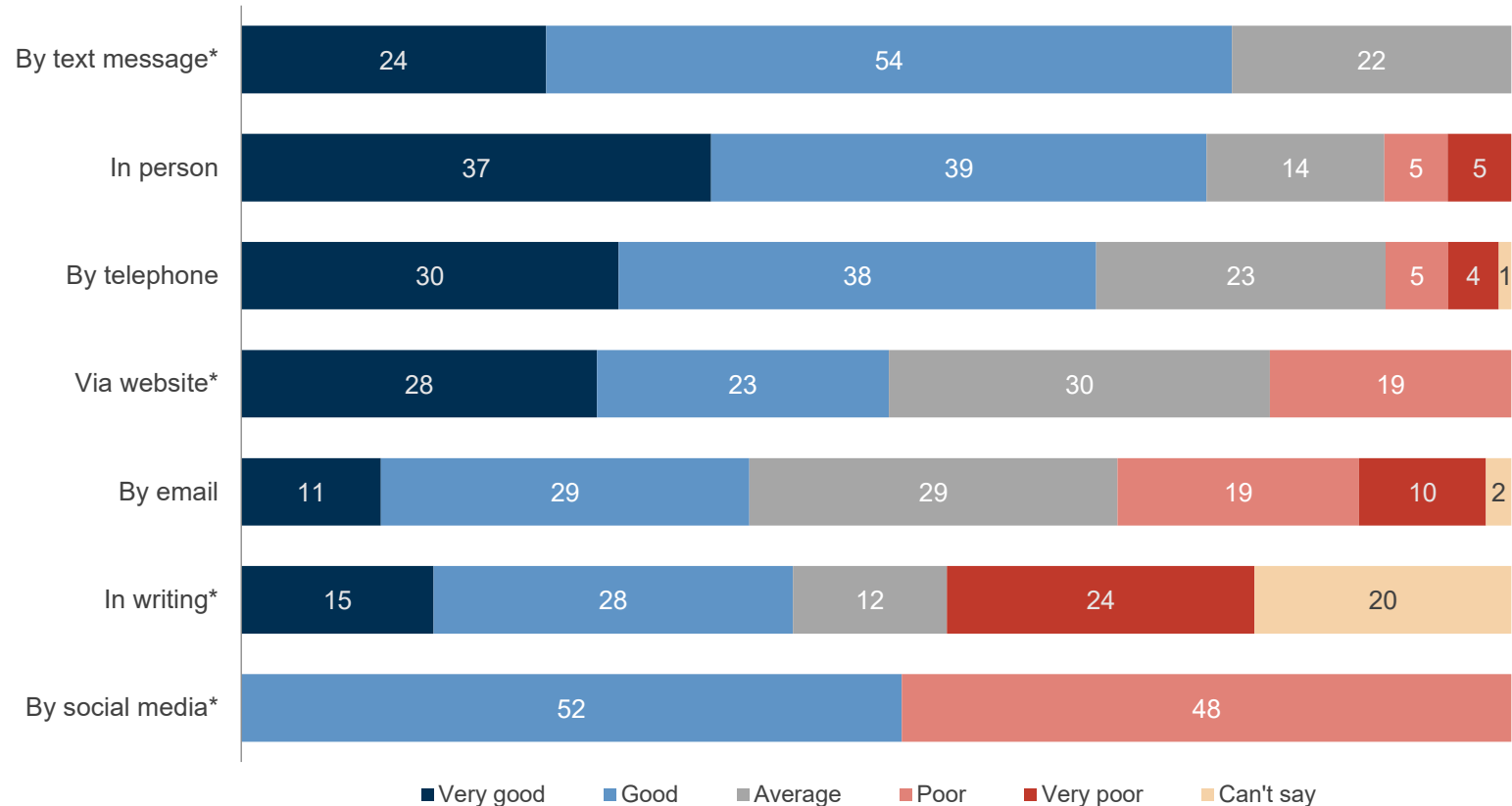
Note: Please see Appendix A for explanation of significant differences.

*Caution: small sample size < n=30



Customer service rating by method of last contact

2025 customer service rating (% by method of last contact)



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.

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Councils asked State-wide: 24 Councils asked group: 9

*Caution: small sample size < n=30



Communication

Communication

Moorabool Shire Council residents continue to prefer a Council newsletter sent via email (28%) as the best form of communication about news and information and upcoming events. Since 2021, this has consistently been the most preferred way of all evaluated channels for Council to contact residents.

A newsletter sent via mail (26%) follows closely behind as the next preferred form of communication. Preference for social media has declined in the last 12 months (16%, down nine percentage points).

Communication preferences continue to differ by age group:

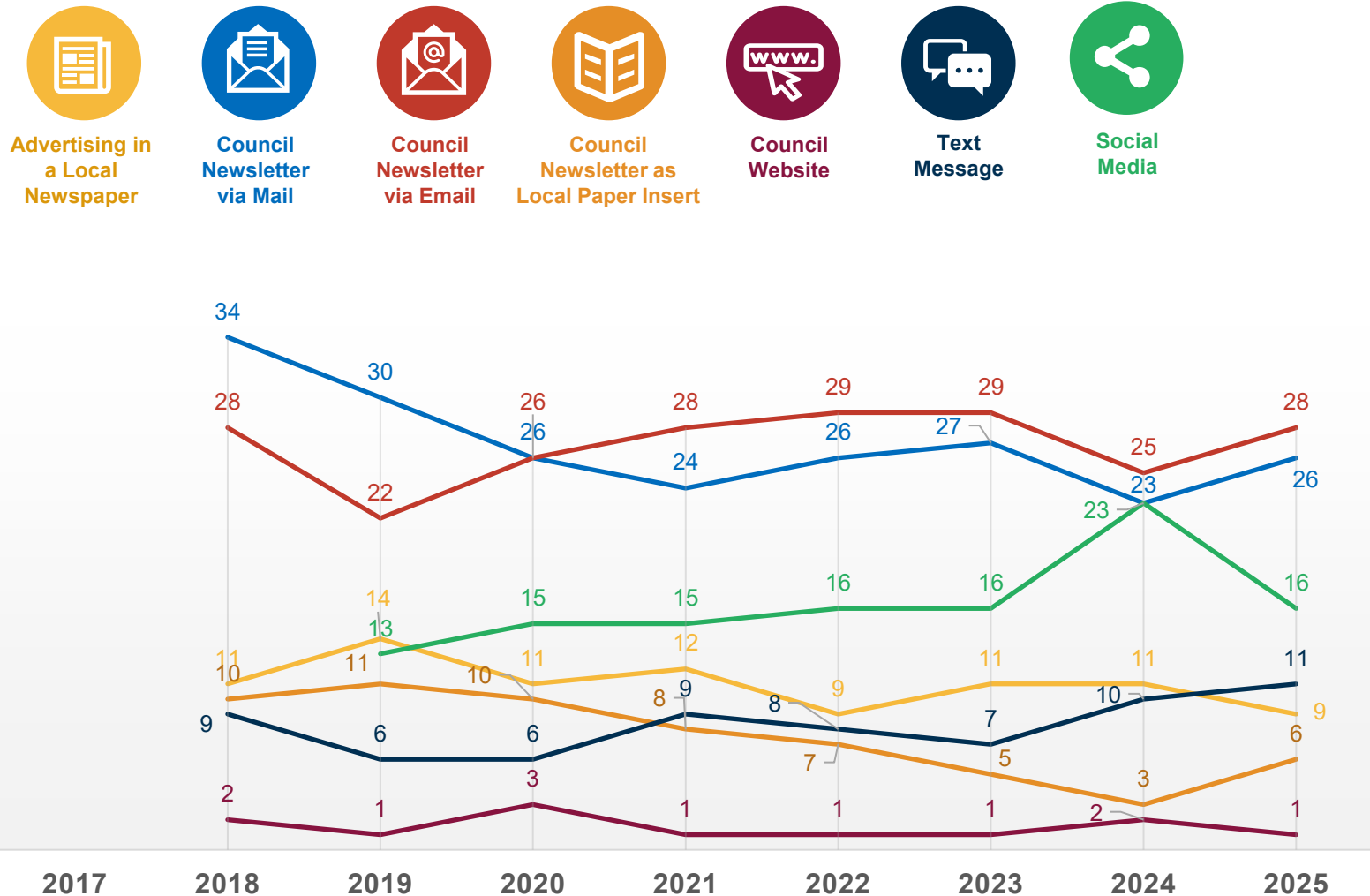
- Those aged under 50 years now prefer a Council newsletter sent via email (29%, up six percentage points). Preference for communications through social media has waned since the previous evaluation (23%, down 13 percentage points) while preference for a Council newsletter via mail (22%) has improved by five percentage points.
- Those aged 50 years or older continue to prefer a Council newsletter via mail as the best form of communication (30%) ahead of a Council newsletter sent via email (27%).





Best form of communication

2025 best form of communication (%)



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

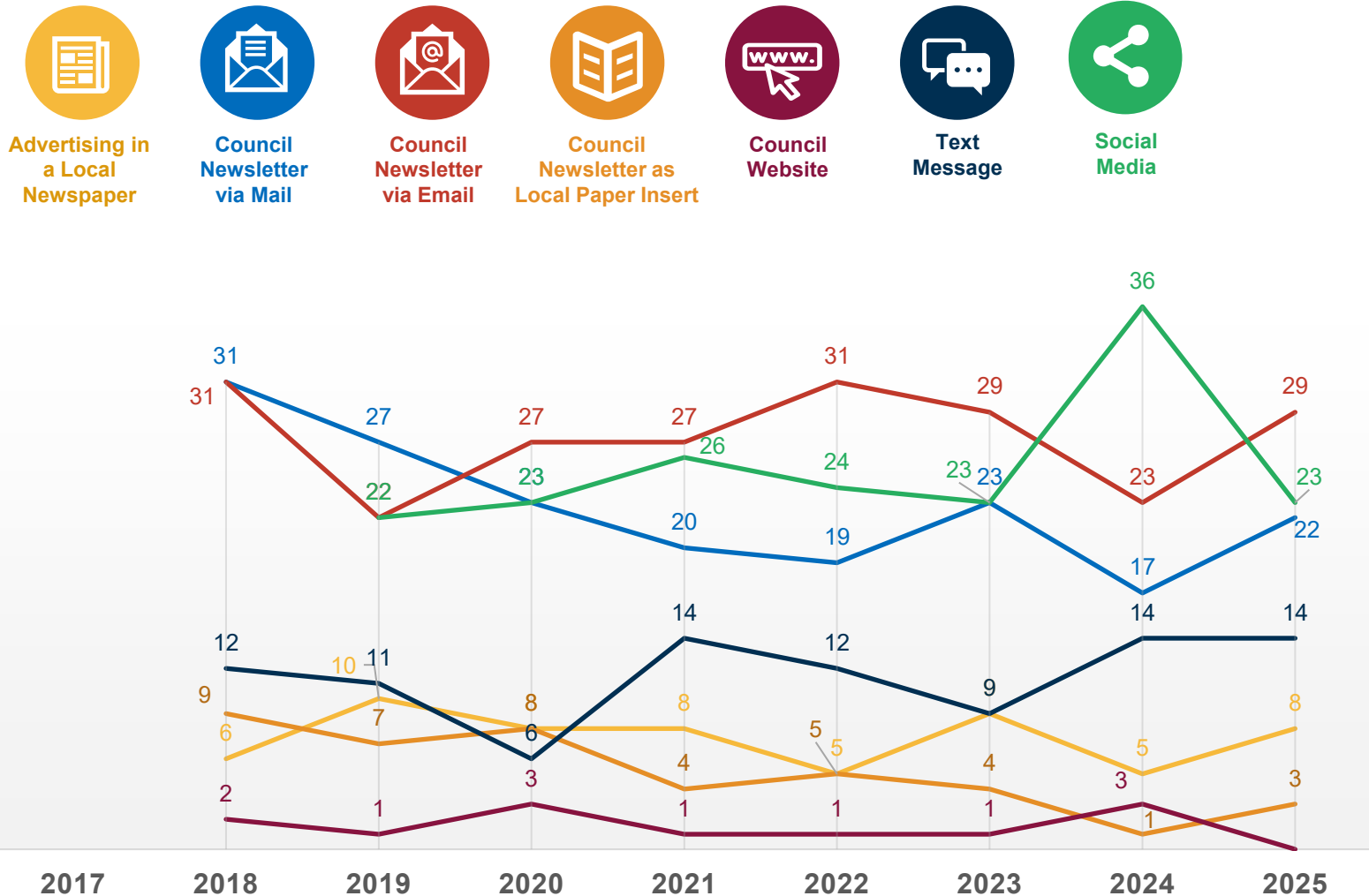
Base: All respondents. Councils asked State-wide: 33 Councils asked group: 9

Note: 'Social Media' was included in 2019.



Best form of communication: under 50s

2025 under 50s best form of communication (%)



Q13. If Moorabool Shire Council was going to get in touch with you to inform you about Council news and information and upcoming events,

which ONE of the following is the BEST way to communicate with you?

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

Note: 'Social Media' was included in 2019.



Best form of communication: 50+ years

2025 50+ years best form of communication (%)



Advertising in
a Local
Newspaper



Council
Newsletter
via Mail



Council
Newsletter
via Email



Council
Newsletter as
Local Paper Insert



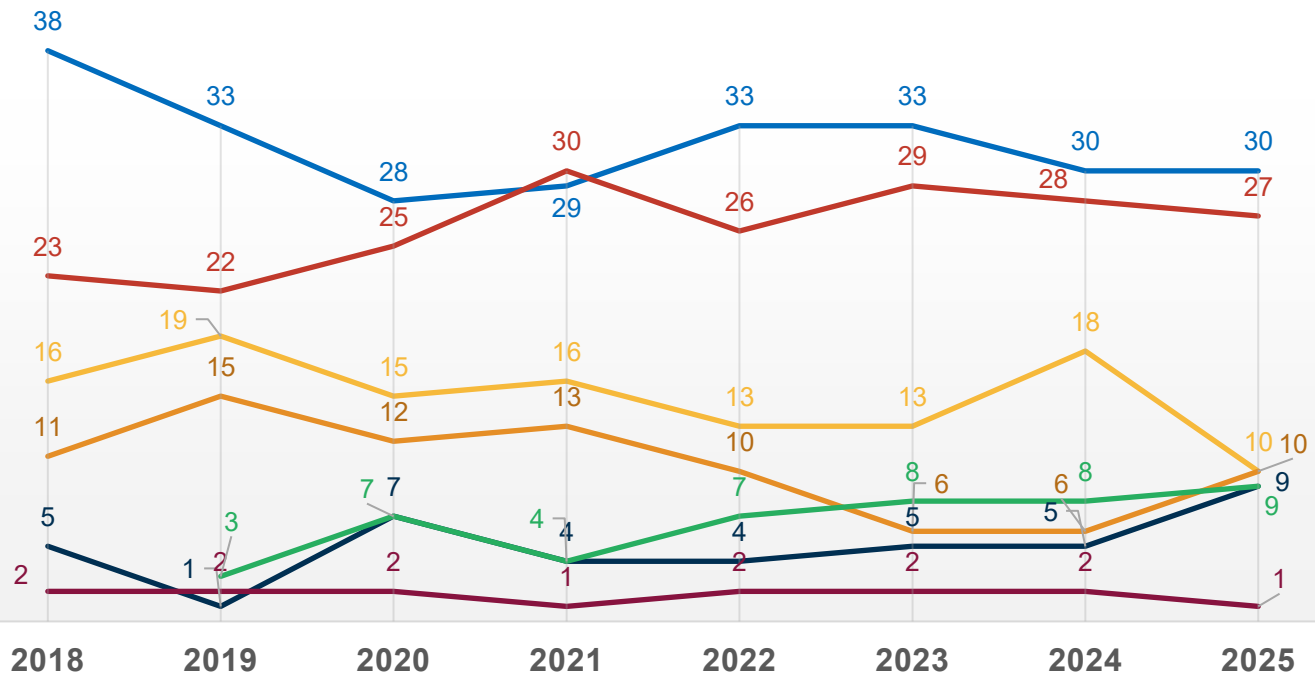
Council
Website



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 50+ years. Councils asked State-wide: 33 Councils asked group: 9

Note: 'Social Media' was included in 2019.



Council direction



Council direction

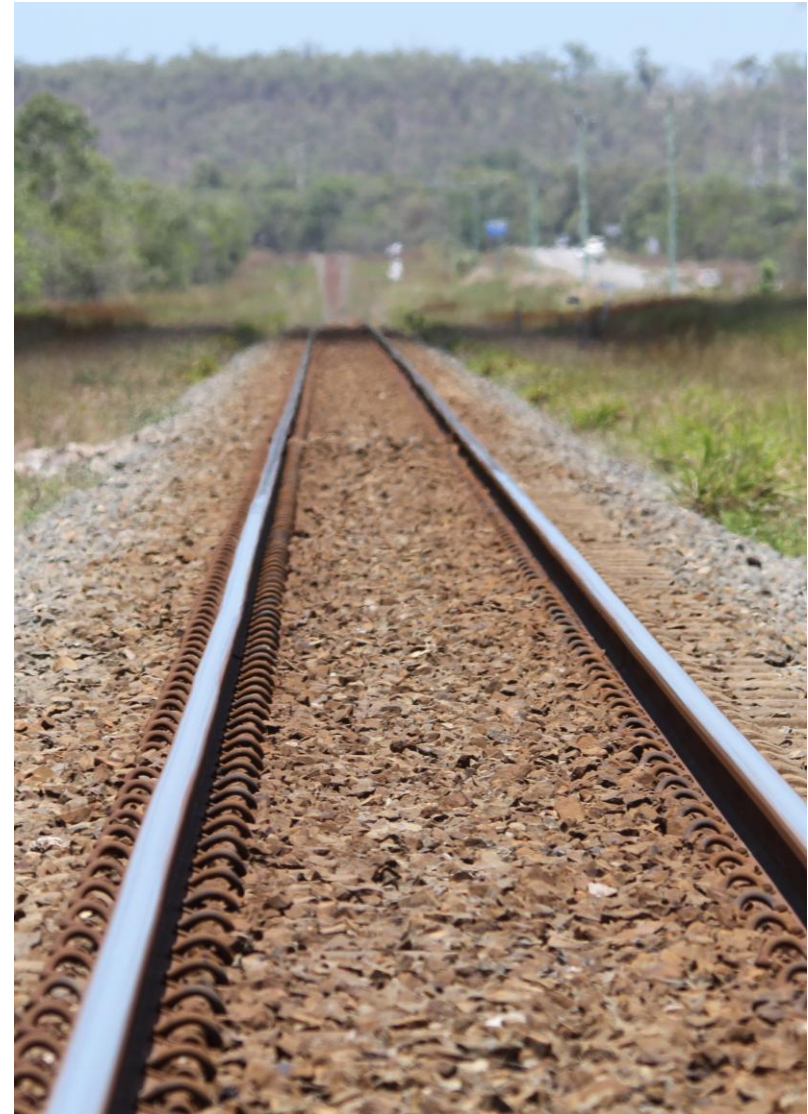
Moorabool Shire Council's overall council direction index of 46 is unchanged from the 2024 result. Perceptions of Council's overall direction have remained relatively stable over the last few years.

- Council's performance on this measure is in line with the State-wide group and Large Rural group averages (index scores of 46 and 44 respectively).

Over the last 12 months, 61% of residents believe that the direction of Council's overall performance has stayed the same. One in seven residents (14%) believe that overall direction has improved, however 22% of residents believe that it has deteriorated.

Although perceptions of Council's overall direction have remained consistent across demographic and geographic groups compared to the Council average, ratings are now highest among Ballan residents, with a significant increase of 20 index points since 2024. Previously, this group had the lowest ratings. Council should aim to uphold and emulate these positive results among residents from the Remainder of Shire, who currently provide the lowest ratings.

When it comes to the trade-off between rates and Council services, there continues to be a preference for service cuts (55%) to maintain current rate levels over rate rises (28%) to improve local services.





Overall council direction last 12 months

2025 overall council direction (index scores)

		2024	2023	2022	2021	2020	2019	2018	2017	2016
Ballan	52	32	42	44	44	55	47	49	48	45
Women	49	46	43	47	49	49	50	50	48	54
18-34	48	52	45	43	48	41	53	59	54	53
65+	47	46	42	48	51	54	51	47	52	52
Bacchus Marsh	46	47	46	45	49	45	49	49	48	53
Moorabool	46	46	43	45	49	46	50	50	49	51
State-wide	46	45	46	50	53	51	53	52	53	51
50-64	45	41	40	44	49	47	48	46	46	46
35-49	44	42	45	45	48	43	48	48	45	52
Large Rural	44	42	44	47	51	50	51	52	52	48
Men	44	46	43	43	48	43	50	50	51	48
Remainder of Shire	43	48	39	46	49	45	57	54	53	50

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

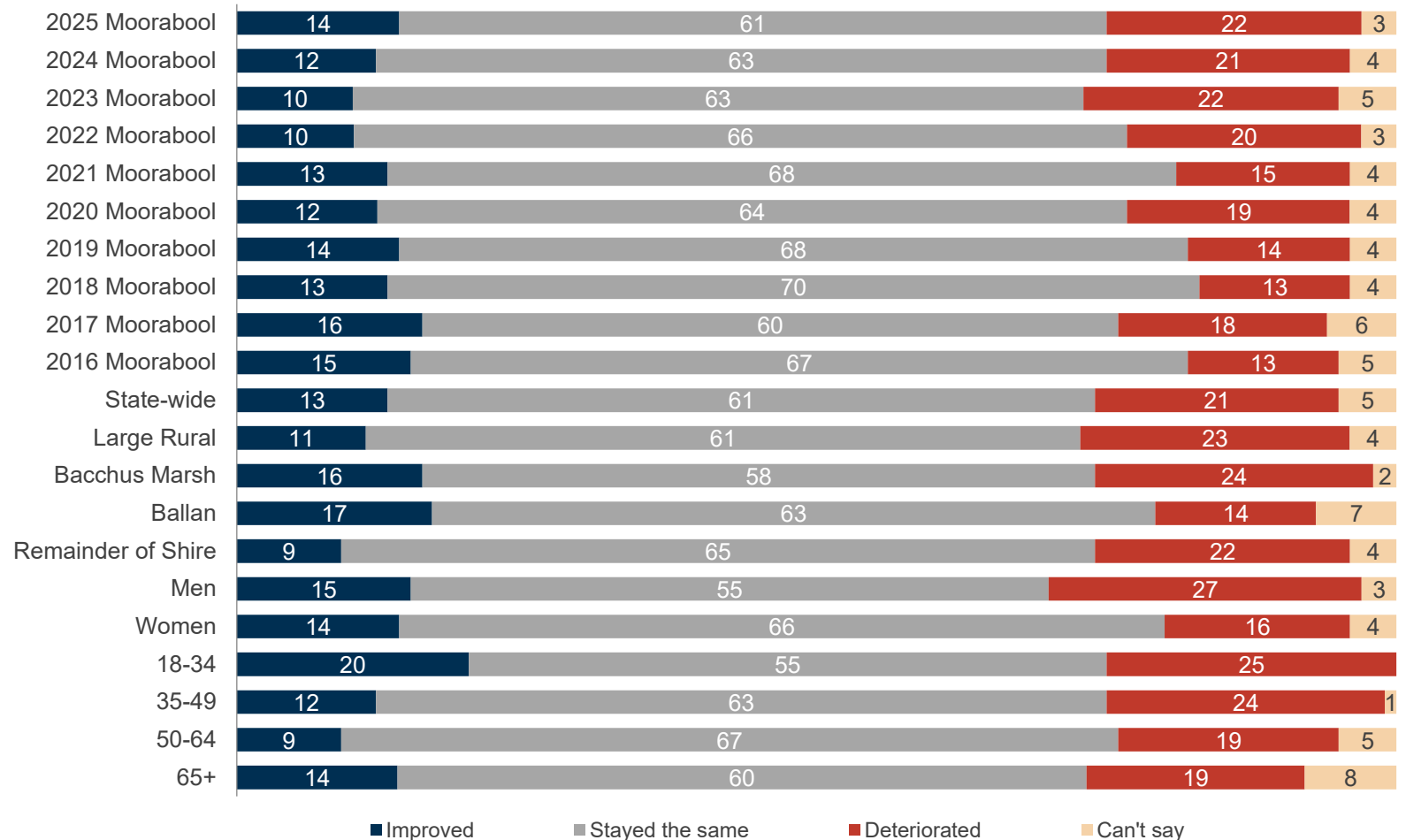
Base: All respondents. Councils asked State-wide: 56 Councils asked group: 18

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



Overall council direction last 12 months

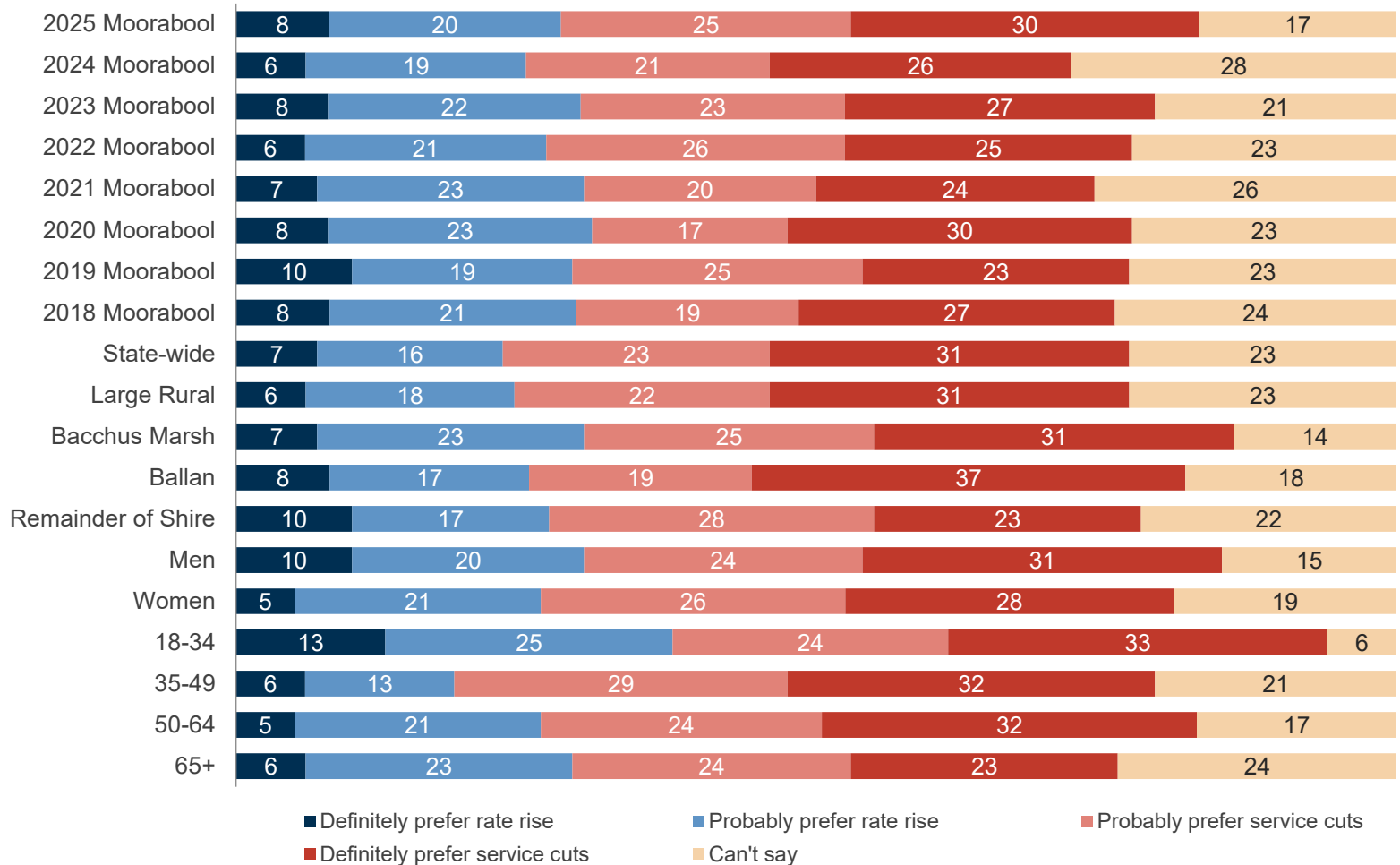
2025 overall council direction (%)





Rates / services trade-off

2025 rates / services trade-off (%)



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

Base: All respondents. Councils asked State-wide: 15 Councils asked group: 5

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

Individual service areas



Community consultation and engagement importance



2025 consultation and engagement importance (index scores)

		2024	2023	2022	2021	2020	2019	2018	2017	2016
Ballan	80	72	80	76	77	n/a	n/a	n/a	n/a	n/a
Women	79	81	79	78	82	n/a	n/a	n/a	n/a	n/a
35-49	78	77	80	81	79	n/a	n/a	n/a	n/a	n/a
65+	76	75	79	77	80	n/a	n/a	n/a	n/a	n/a
Large Rural	76	77	77	77	77	76	75	76	75	76
Moorabool	76	77	77	77	78	n/a	n/a	n/a	n/a	n/a
50-64	76	82	79	81	82	n/a	n/a	n/a	n/a	n/a
State-wide	76	76	76	76	75	74	74	74	74	75
Bacchus Marsh	76	78	78	78	79	n/a	n/a	n/a	n/a	n/a
Remainder of Shire	74	79	76	76	76	n/a	n/a	n/a	n/a	n/a
18-34	74	77	72	72	72	n/a	n/a	n/a	n/a	n/a
Men	73	74	76	77	74	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: 22 Councils asked group: 9

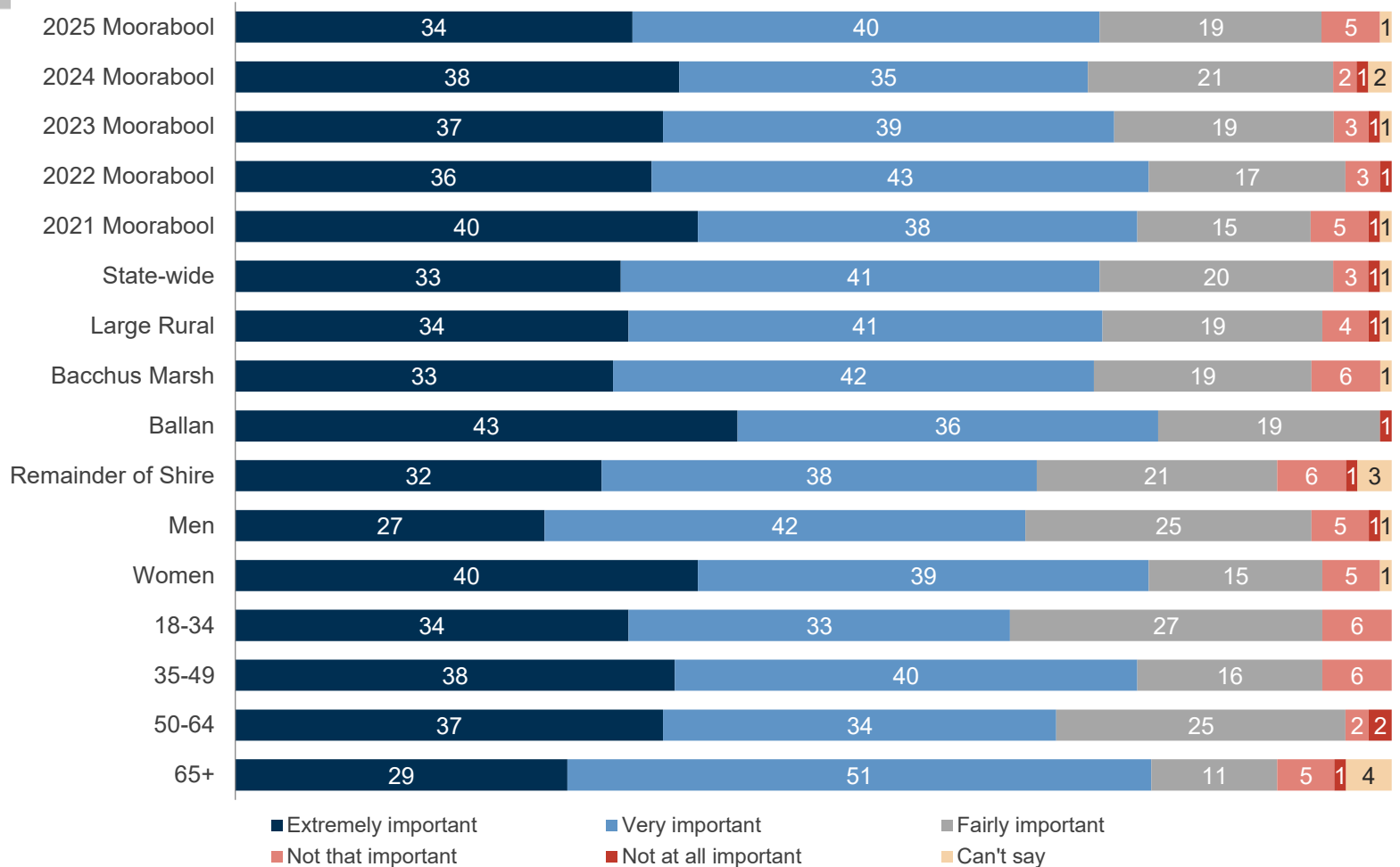
Note: Please see Appendix A for explanation of significant differences.



Community consultation and engagement importance



2025 consultation and engagement importance (%)





Community consultation and engagement performance



2025 consultation and engagement performance (index scores)

		2024	2023	2022	2021	2020	2019	2018	2017	2016
18-34	53	51	49	51	48	51	48	58	53	53
State-wide	50	51	52	54	56	55	56	55	55	54
Ballan	50	50	41	49	47	49	42	61	50	43
50-64	49	45	47	44	49	46	46	47	44	47
Men	48	50	46	46	51	48	49	52	45	45
Moorabool	48	47	48	46	50	49	49	52	48	49
Remainder of Shire	48	47	46	49	51	48	50	55	49	50
Women	48	44	50	46	49	49	49	51	50	53
Bacchus Marsh	48	46	50	44	50	49	50	49	47	49
65+	48	47	51	45	55	55	51	53	49	53
Large Rural	48	48	49	51	54	54	54	54	52	52
35-49	43	43	44	45	48	43	49	49	45	43

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

Base: All respondents. Councils asked State-wide: 56 Councils asked group: 18

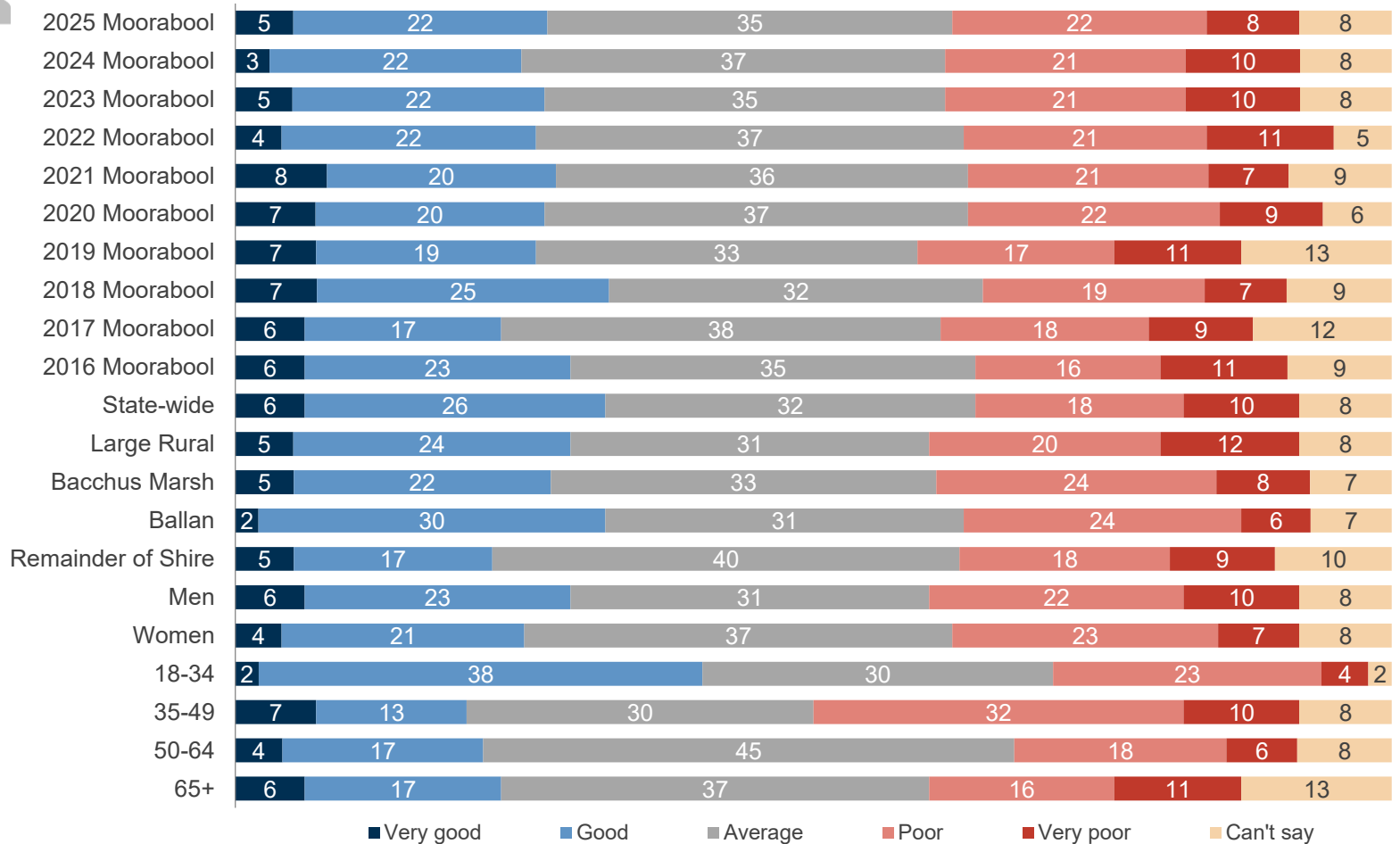
Note: Please see Appendix A for explanation of significant differences.



Community consultation and engagement performance



2025 consultation and engagement performance (%)





Lobbying on behalf of the community importance



2025 lobbying importance (index scores)

		2024	2023	2022	2021	2020	2019	2018	2017	2016
35-49	74	71	72	77	79	n/a	n/a	n/a	n/a	n/a
Ballan	73	64	71	78	71	n/a	n/a	n/a	n/a	n/a
Women	73	73	75	77	79	n/a	n/a	n/a	n/a	n/a
Bacchus Marsh	72	70	72	76	77	n/a	n/a	n/a	n/a	n/a
Moorabool	72	69	72	76	75	n/a	n/a	n/a	n/a	n/a
50-64	72	71	75	76	75	n/a	n/a	n/a	n/a	n/a
18-34	71	71	71	74	74	n/a	n/a	n/a	n/a	n/a
Remainder of Shire	71	69	71	73	74	n/a	n/a	n/a	n/a	n/a
Men	71	66	69	75	72	n/a	n/a	n/a	n/a	n/a
65+	71	65	70	76	73	n/a	n/a	n/a	n/a	n/a
State-wide	70	68	68	71	69	68	67	68	69	69
Large Rural	69	69	69	71	71	69	67	68	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: 19 Councils asked group: 8

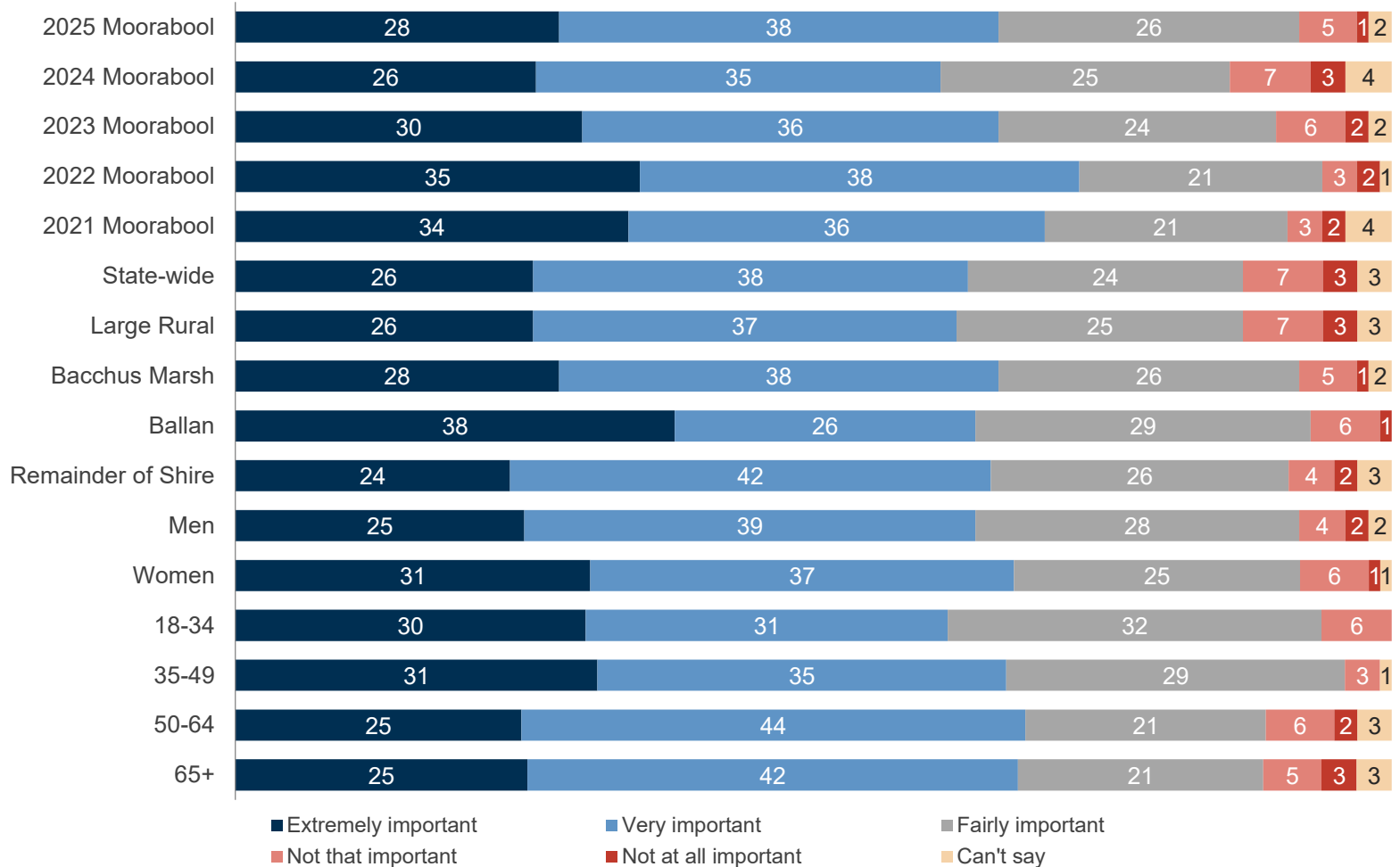
Note: Please see Appendix A for explanation of significant differences.



Lobbying on behalf of the community importance



2025 lobbying importance (%)

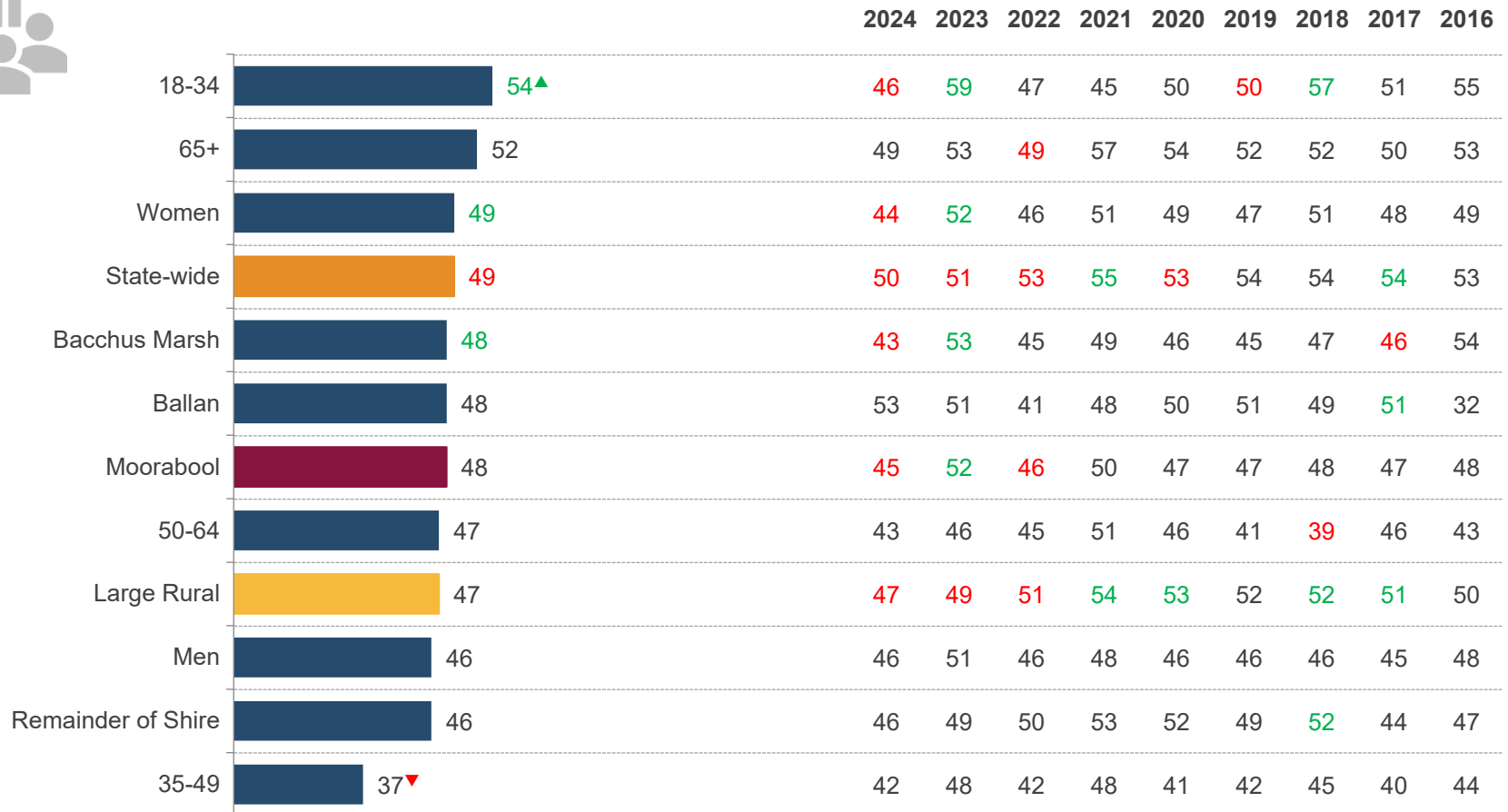




Lobbying on behalf of the community performance



2025 lobbying performance (index scores)



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

Base: All respondents. Councils asked State-wide: 41 Councils asked group: 14

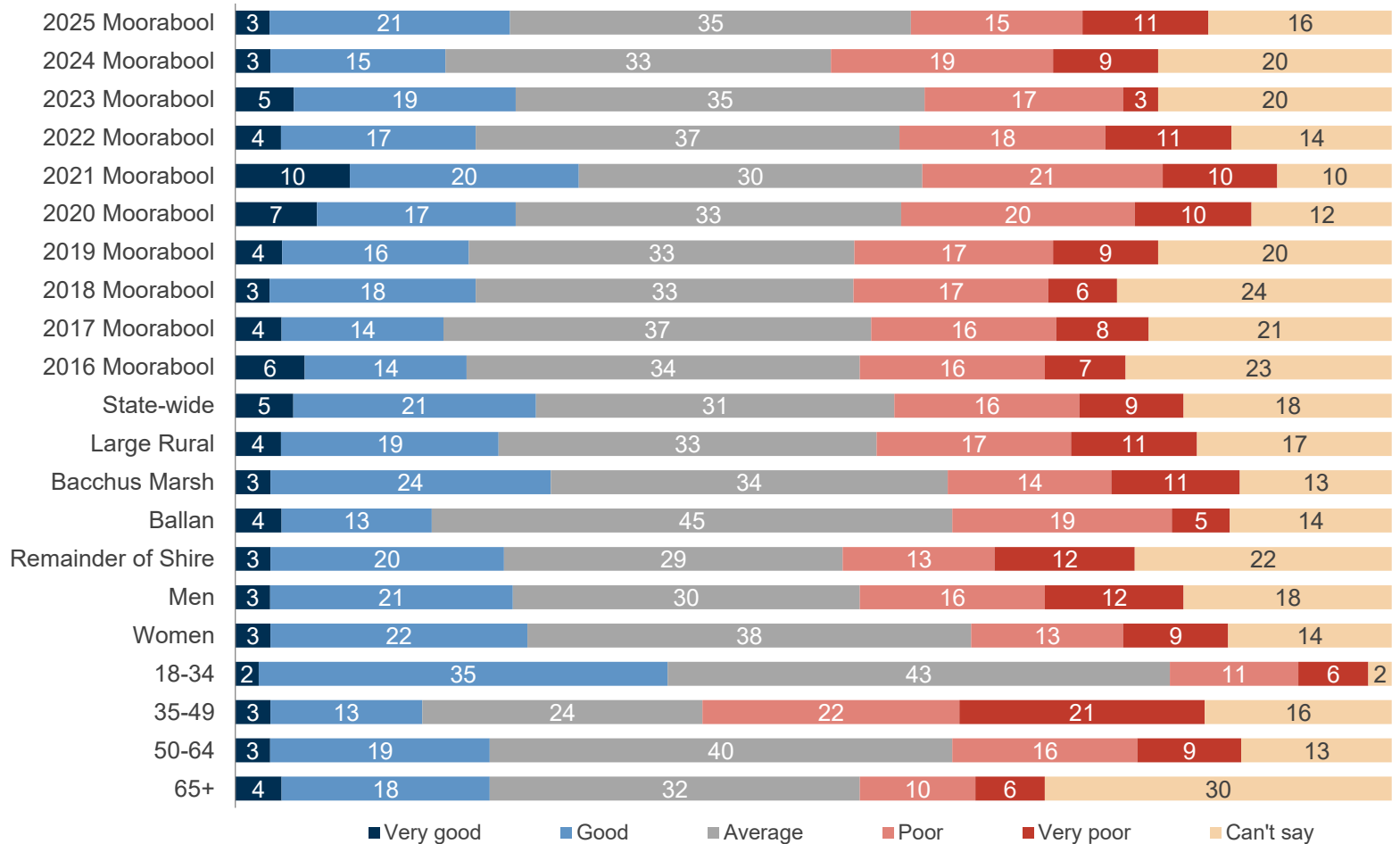
Note: Please see Appendix A for explanation of significant differences.



Lobbying on behalf of the community performance



2025 lobbying performance (%)



Decisions made in the interest of the community importance



2025 community decisions made importance (index scores)

		2024	2023	2022	2021	2020	2019	2018	2017	2016
Ballan	89▲	77	75	81	84	n/a	n/a	n/a	n/a	n/a
18-34	84	83	76	83	84	n/a	n/a	n/a	n/a	n/a
35-49	82	83	84	83	87	n/a	n/a	n/a	n/a	n/a
Women	81	83	82	81	86	n/a	n/a	n/a	n/a	n/a
Remainder of Shire	81	78	80	84	81	n/a	n/a	n/a	n/a	n/a
Moorabool	81	82	80	82	83	n/a	n/a	n/a	n/a	n/a
Large Rural	80	80	80	81	82	79	80	80	80	80
State-wide	80	80	80	81	81	80	80	80	79	80
Men	79	80	79	83	80	n/a	n/a	n/a	n/a	n/a
50-64	79	85	84	83	82	n/a	n/a	n/a	n/a	n/a
Bacchus Marsh	79	83	82	82	84	n/a	n/a	n/a	n/a	n/a
65+	78	76	79	80	78	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?

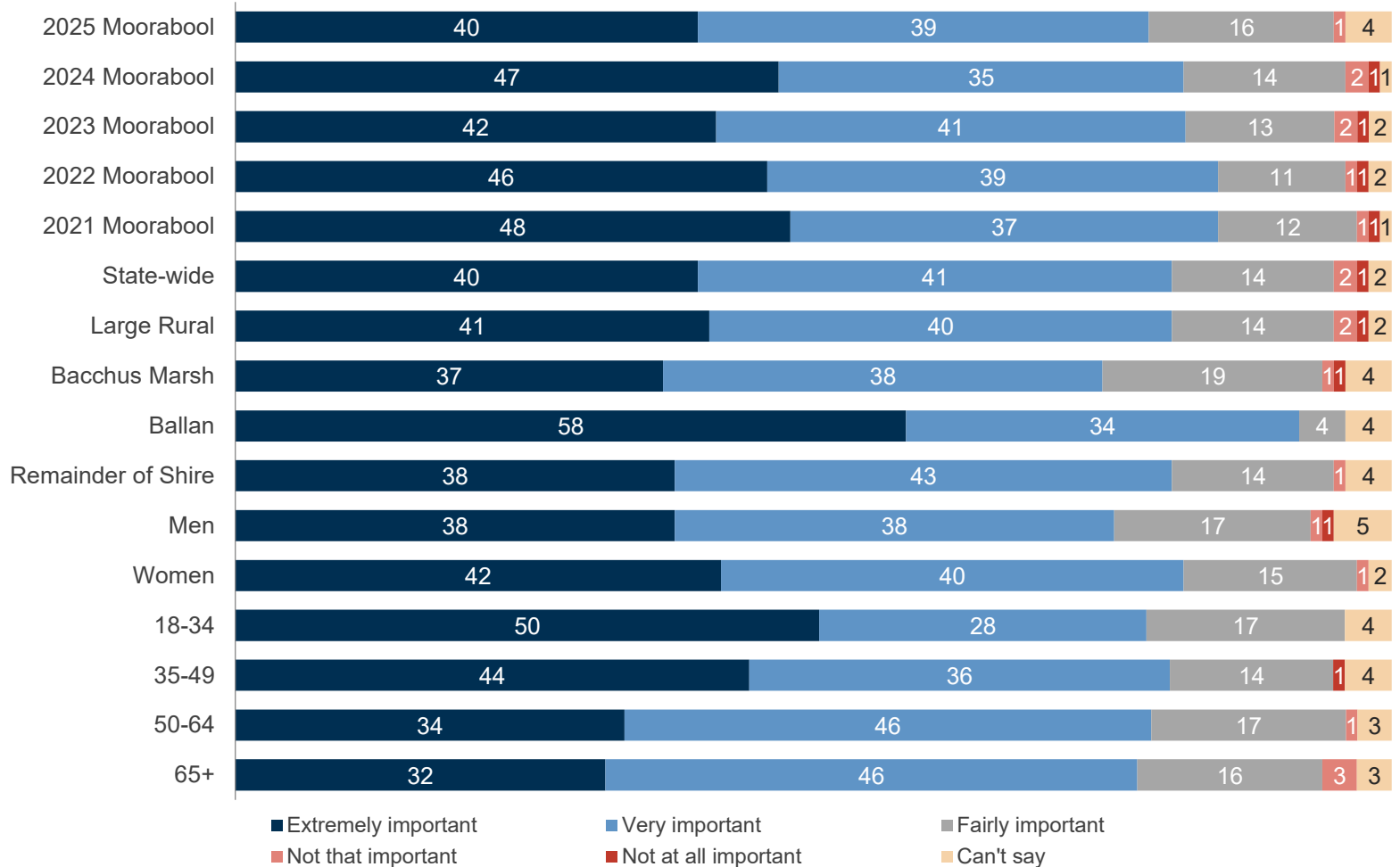
Base: All respondents. Councils asked State-wide: 17 Councils asked group: 8

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

Decisions made in the interest of the community importance



2025 community decisions made importance (%)



Decisions made in the interest of the community performance



2025 community decisions made performance (index scores)

		2024	2023	2022	2021	2020	2019	2018	2017	2016
18-34	54	46	53	48	44	48	50	60	52	53
Ballan	53	46	55	53	45	51	49	52	53	38
65+	51	51	52	51	55	55	53	51	50	51
Women	50	42	51	47	48	47	49	52	50	49
50-64	50	44	45	44	53	45	46	45	47	50
Moorabool	50	46	50	47	49	47	49	51	49	48
Remainder of Shire	50	46	47	52	51	46	47	59	50	52
Men	49	49	50	48	51	46	49	50	48	47
Bacchus Marsh	49	45	50	44	49	46	49	47	48	49
State-wide	49	50	51	54	56	53	55	54	54	54
Large Rural	46	46	48	51	54	52	52	52	51	50
35-49	44	41	49	46	46	40	45	48	47	41

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

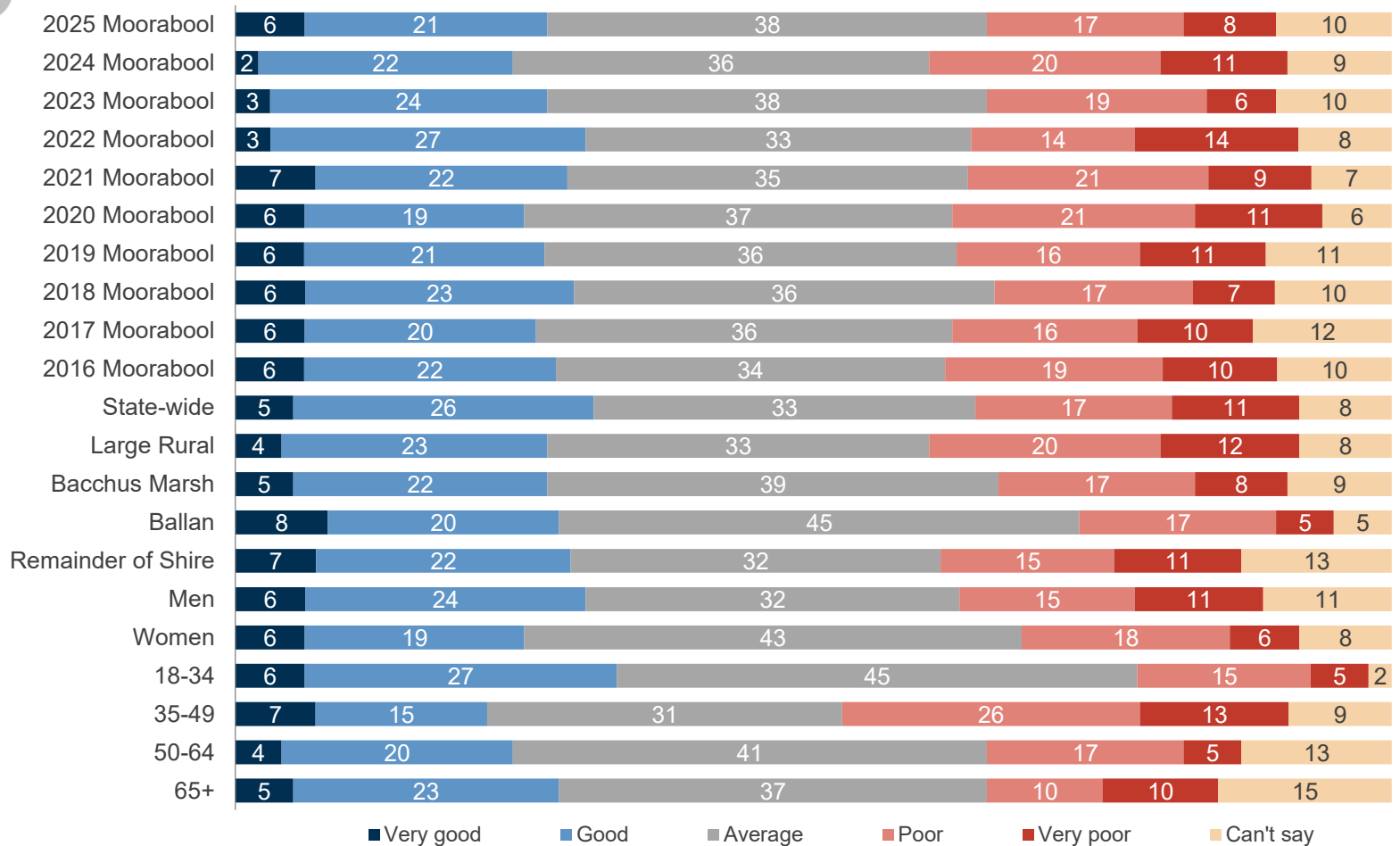
Base: All respondents. Councils asked State-wide: 56 Councils asked group: 18

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

Decisions made in the interest of the community performance



2025 community decisions made performance (%)



The condition of sealed local roads in your area performance



2025 sealed local roads performance (index scores)

		2024	2023	2022	2021	2020	2019	2018	2017	2016
18-34	46▲	28	30	38	45	42	45	50	47	48
State-wide	45▲	45	48	53	57	54	56	53	53	54
Ballan	44	25	22	29	34	29	35	41	40	33
65+	42	41	41	44	48	49	52	48	45	55
Men	42	31	34	40	43	40	47	45	43	48
Large Rural	39	38	40	45	50	47	47	45	43	44
Moorabool	38	32	33	40	45	42	48	46	43	47
Bacchus Marsh	38	34	38	44	49	45	51	48	47	52
Remainder of Shire	37	31	27	35	40	32	43	43	32	44
50-64	37	29	34	38	49	40	45	37	41	45
Women	35	33	32	40	47	43	48	46	43	45
35-49	28▼	30	28	39	40	35	48	48	38	41

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

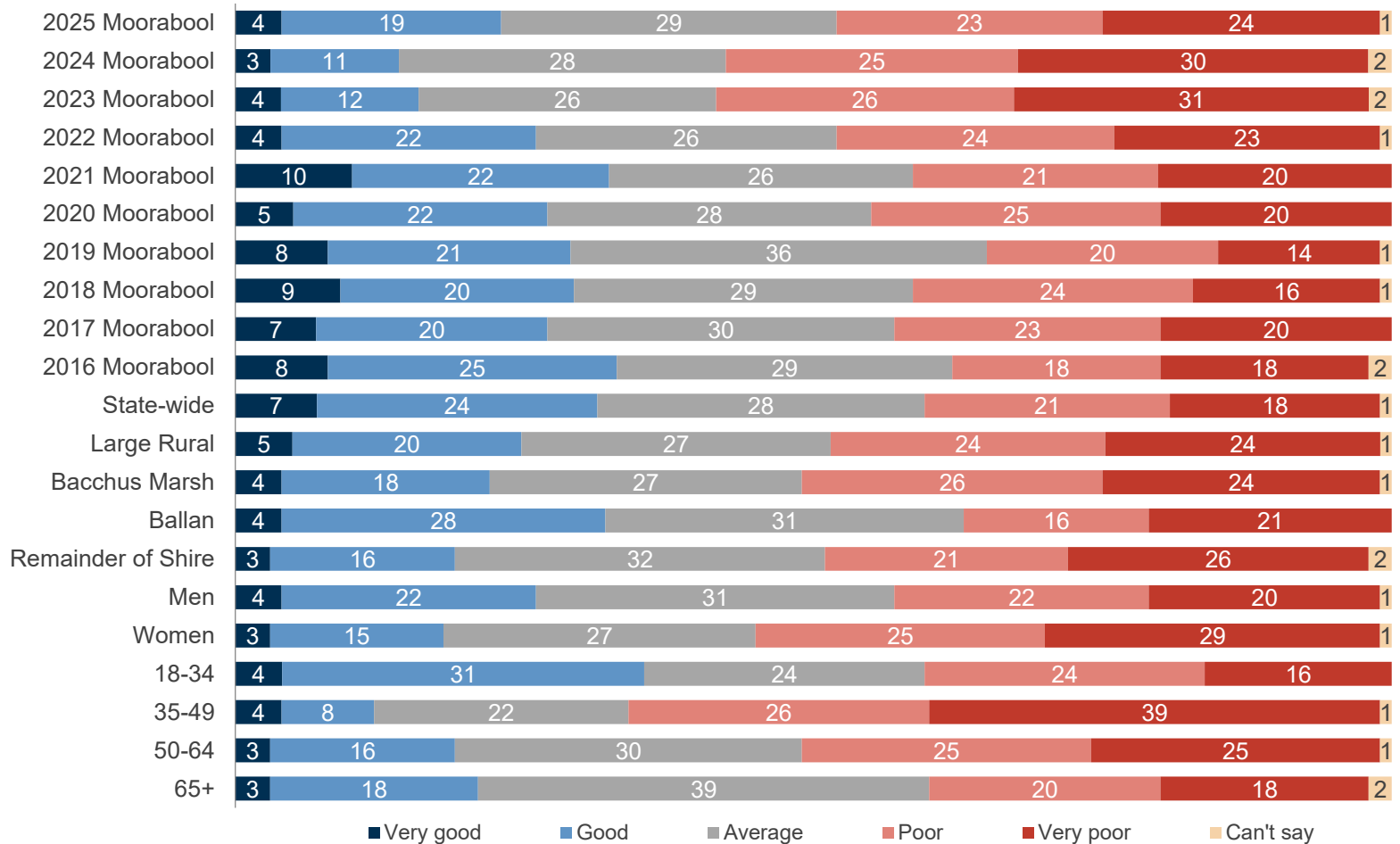
Base: All respondents. Councils asked State-wide: 56 Councils asked group: 18

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

The condition of sealed local roads in your area performance



2025 sealed local roads performance (%)



The condition of local streets and footpaths in your area importance



2025 streets and footpaths importance (index scores)

		2024	2023	2022	2021	2020	2019	2018	2017	2016
50-64	85	85	85	84	82	83	78	85	79	80
Women	84	84	84	84	84	83	83	81	80	82
Bacchus Marsh	83	85	81	84	79	83	80	79	79	79
35-49	83	83	82	85	82	83	81	77	80	79
Moorabool	82	84	82	83	81	82	79	80	78	79
18-34	81	88	82	83	79	78	77	77	75	79
Ballan	80	87	88	88	84	83	74	80	75	82
Men	80	84	80	82	77	80	74	78	75	76
State-wide	79▼	80	81	81	79	78	77	78	77	77
65+	79	80	79	81	80	84	78	80	78	76
Remainder of Shire	79	81	81	80	83	75	74	81	77	76
Large Rural	79▼	80	80	80	79	78	77	77	75	77

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

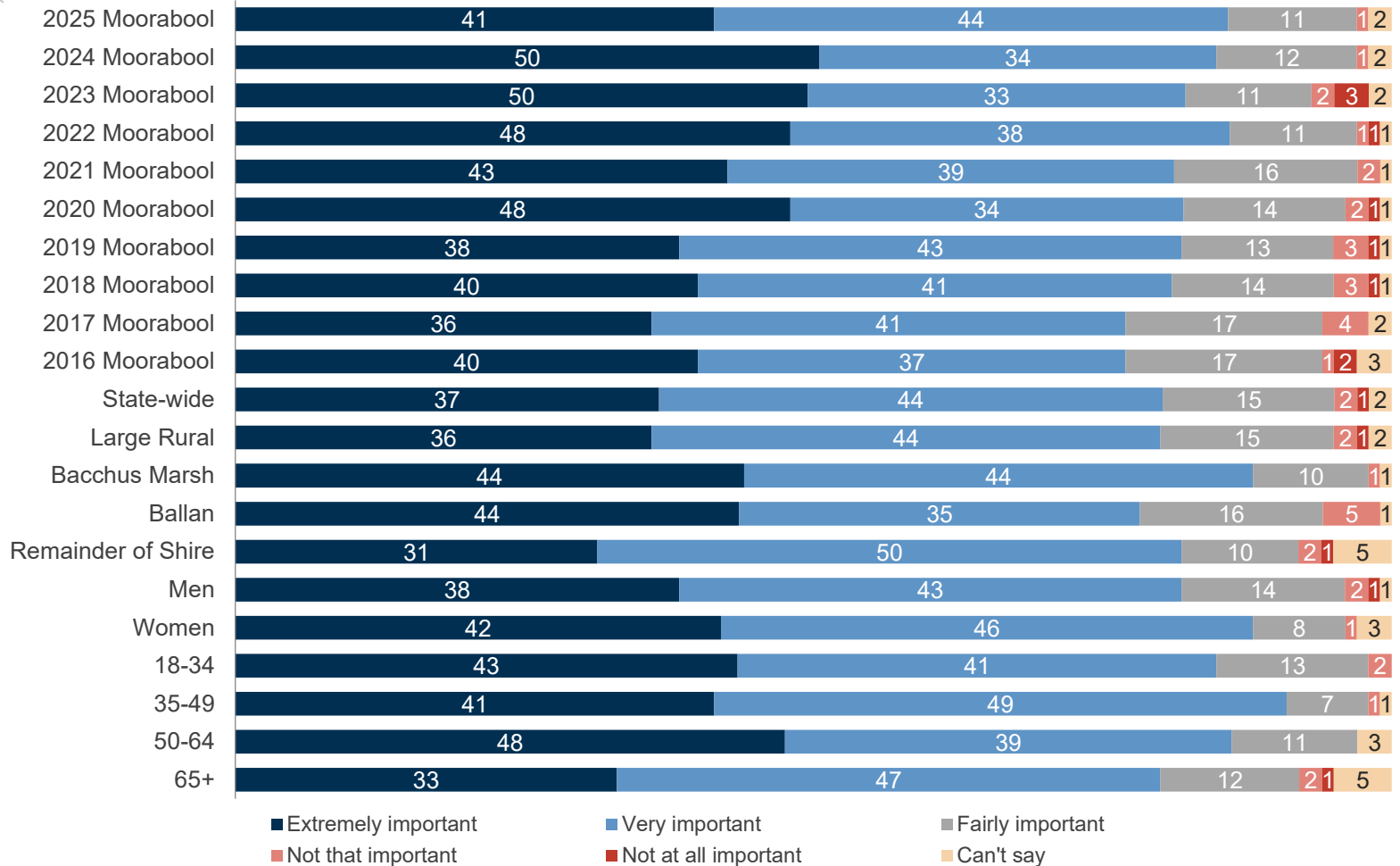
Base: All respondents. Councils asked State-wide: 17 Councils asked group: 6

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

The condition of local streets and footpaths in your area importance



2025 streets and footpaths importance (%)



The condition of local streets and footpaths in your area performance



2025 streets and footpaths performance (index scores)

		2024	2023	2022	2021	2020	2019	2018	2017	2016
State-wide	52▲	52	52	57	59	58	59	58	57	57
18-34	50▲	40	37	42	46	48	56	55	56	51
Large Rural	48▲	46	47	51	55	54	55	54	53	53
Ballan	45	36	31	34	40	47	48	46	47	38
Men	45	38	38	42	47	44	53	48	49	46
50-64	45	36	38	38	52	43	47	41	44	43
Bacchus Marsh	43	40	41	45	51	47	55	52	50	54
65+	43	45	44	43	48	52	57	49	47	53
Moorabool	43	39	37	41	48	46	53	49	48	47
Women	41	41	37	41	48	48	53	50	48	47
Remainder of Shire	41	41	32	37	43	42	45	43	44	38
35-49	33▼	35	31	41	46	41	49	50	46	40

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

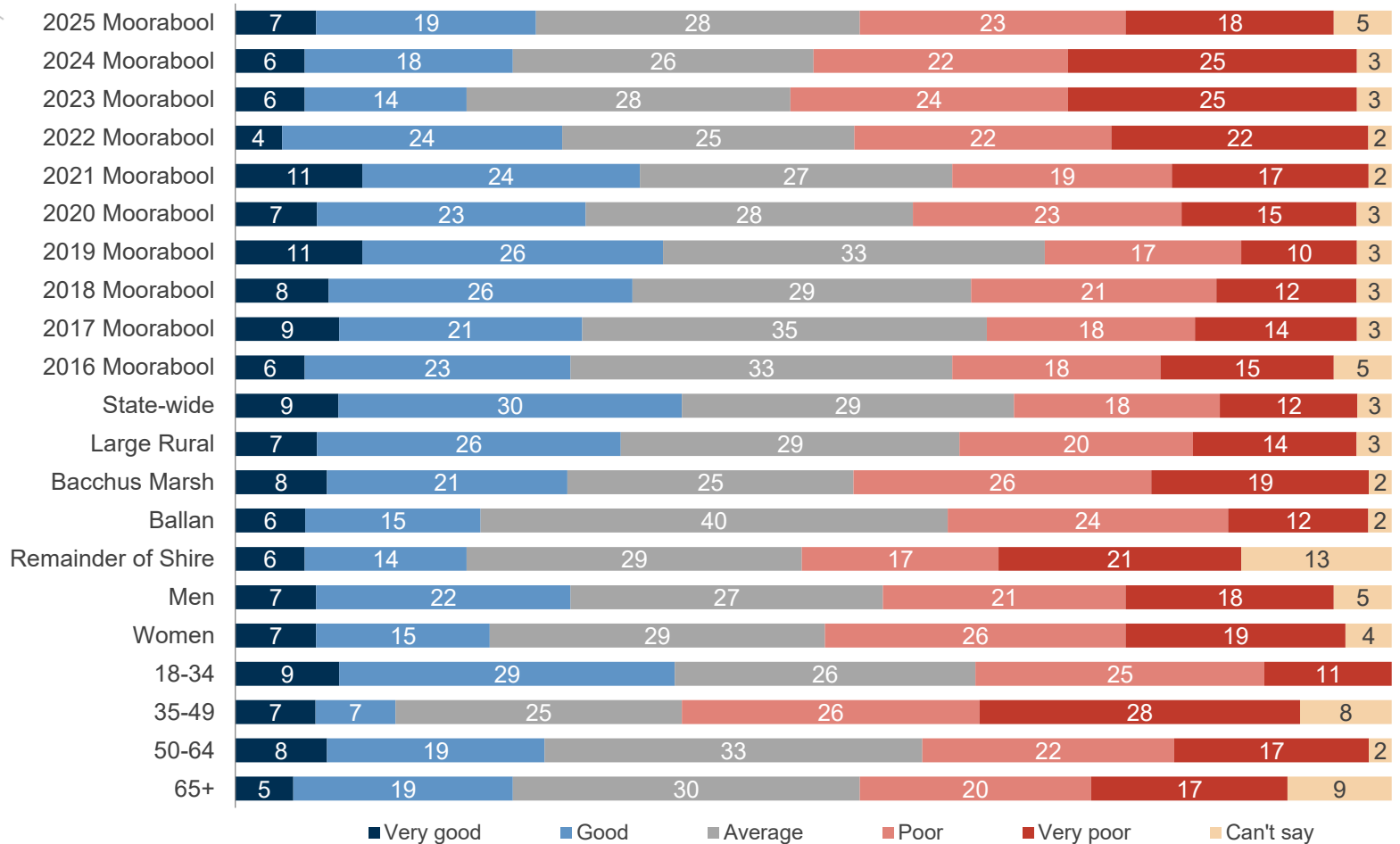
Base: All respondents. Councils asked State-wide: 27 Councils asked group: 8

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

The condition of local streets and footpaths in your area performance



2025 streets and footpaths performance (%)

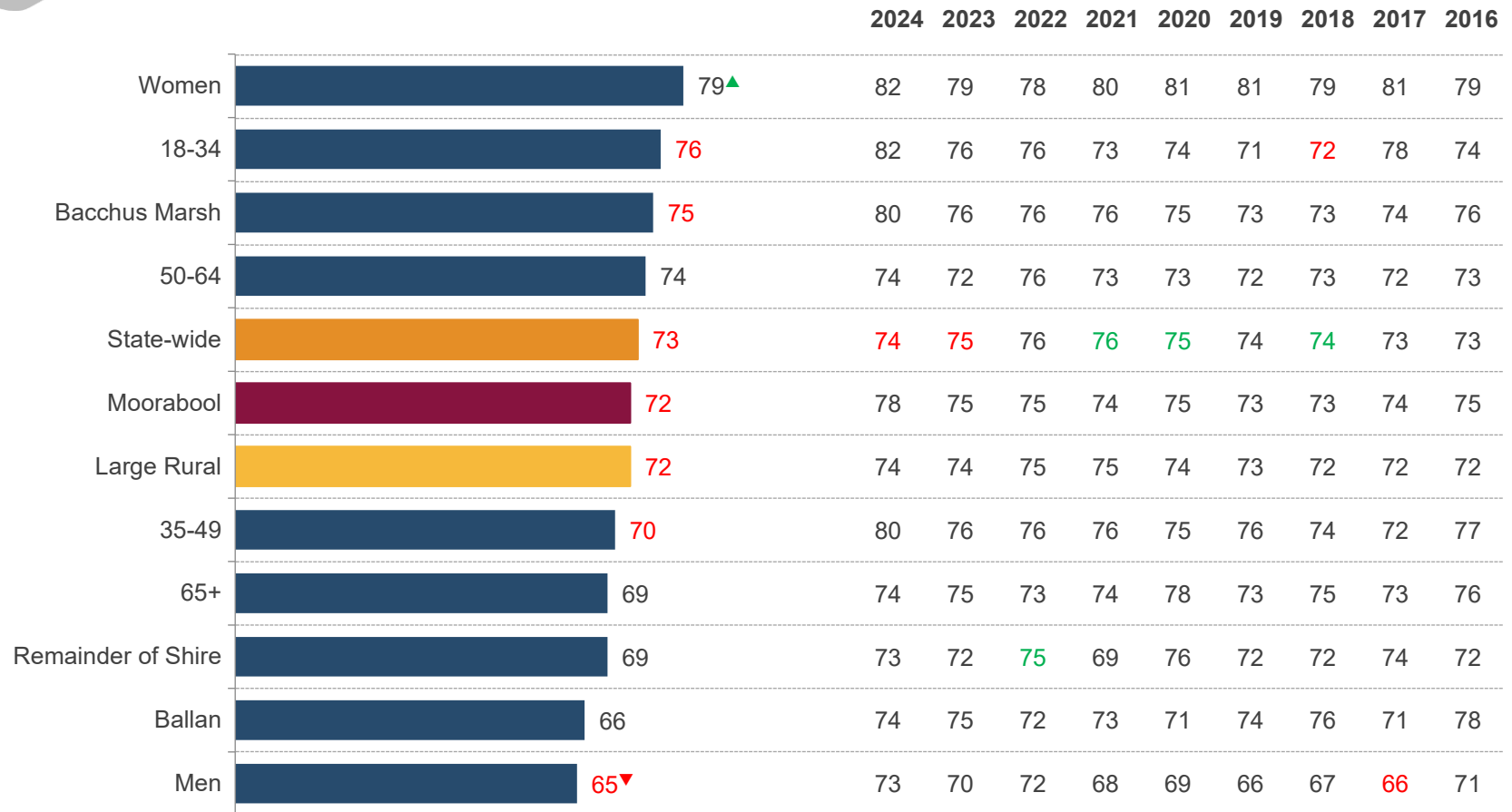




Family support services importance



2025 family support importance (index scores)



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

Base: All respondents. Councils asked State-wide: 11 Councils asked group: 4

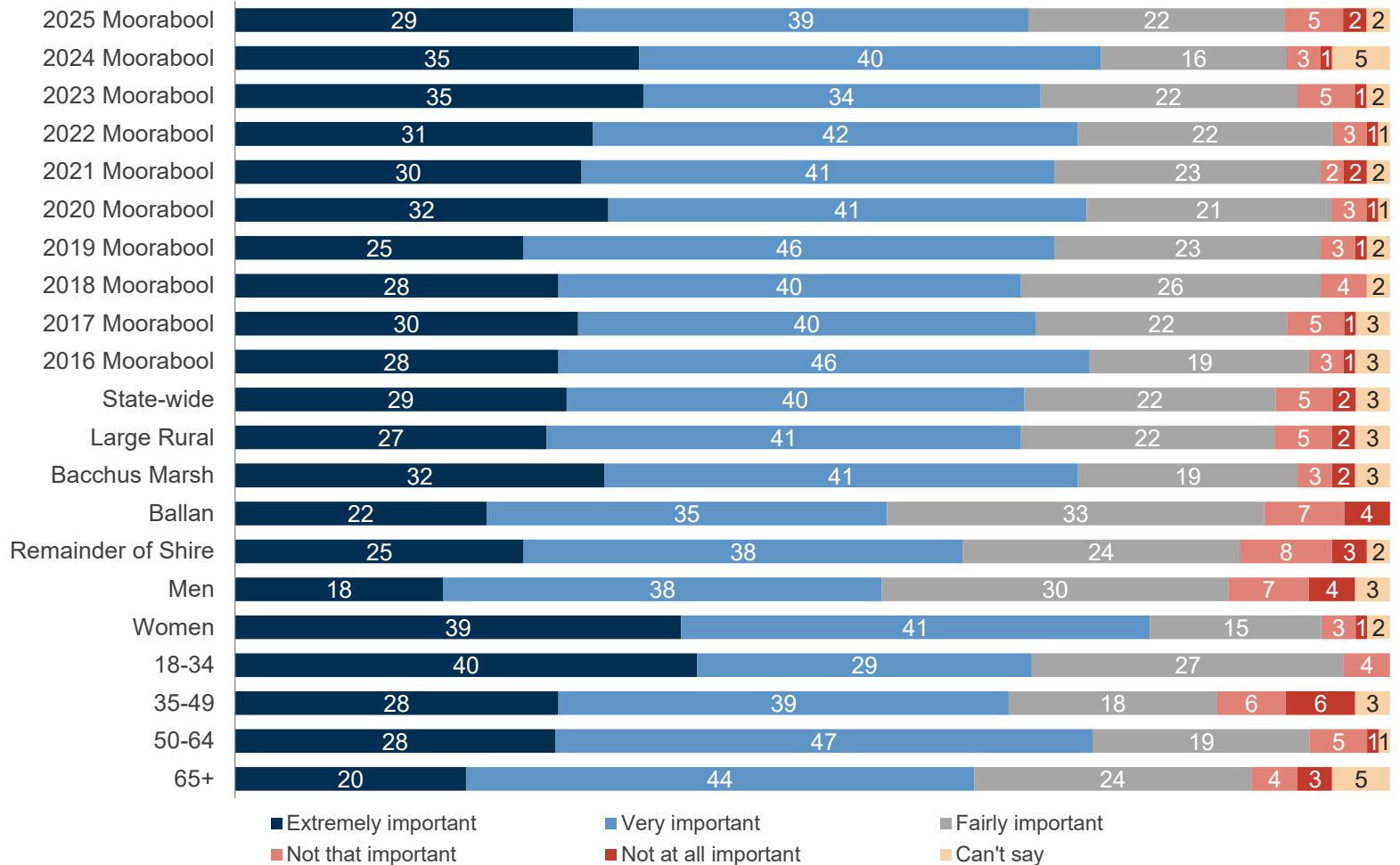
Note: Please see Appendix A for explanation of significant differences.



Family support services importance



2025 family support importance (%)





Family support services performance



2025 family support performance (index scores)

		2024	2023	2022	2021	2020	2019	2018	2017	2016
18-34	66▲	62	60	57	63	62	59	65	64	64
State-wide	62▲	63	63	65	66	66	67	66	67	66
Large Rural	61	62	61	64	66	64	65	65	65	64
Remainder of Shire	59	55	54	58	62	61	62	63	59	61
Men	59	60	57	58	63	59	61	62	61	64
Ballan	59	57	54	58	59	61	55	65	65	62
Moorabool	59	60	58	58	64	62	61	62	62	62
Bacchus Marsh	58	61	60	58	65	62	62	61	62	63
Women	58	59	58	59	64	64	61	63	63	61
65+	56	60	55	62	65	67	66	64	65	62
50-64	55	54	56	55	63	59	55	58	62	60
35-49	53	60	59	59	63	60	64	62	58	63

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

Base: All respondents. Councils asked State-wide: 24 Councils asked group: 7

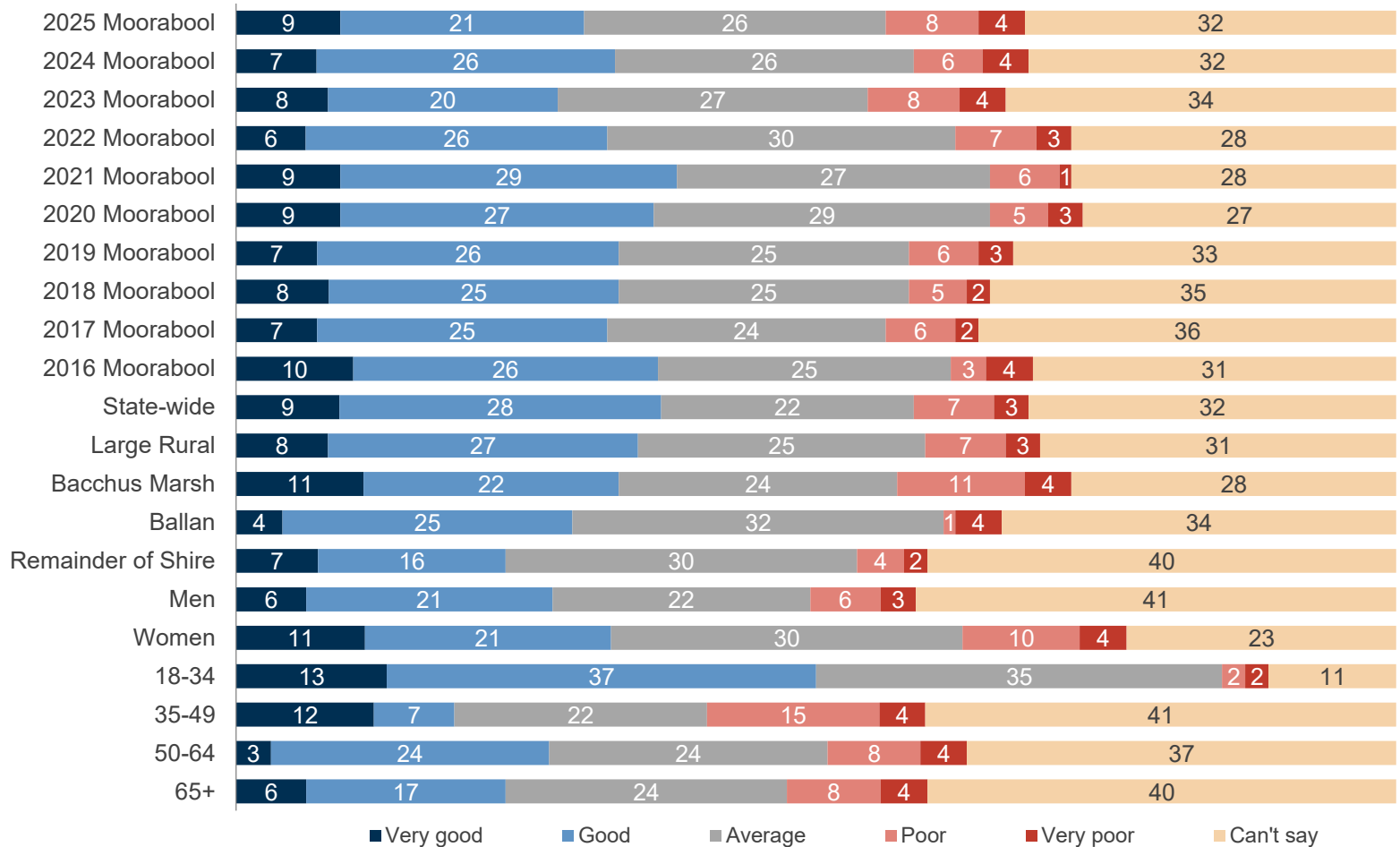
Note: Please see Appendix A for explanation of significant differences.



Family support services performance



2025 family support performance (%)





Recreational facilities importance



2025 recreational facilities importance (index scores)

		2024	2023	2022	2021	2020	2019	2018	2017	2016
50-64	76	77	76	72	73	73	72	76	74	73
Women	75	77	78	75	75	78	76	77	77	74
35-49	75	80	80	76	74	78	79	74	74	76
Bacchus Marsh	74	78	78	75	73	76	73	75	75	76
Ballan	73	78	72	73	72	74	72	72	70	72
Moorabool	73	76	76	74	73	75	72	74	73	73
State-wide	73	73	73	74	74	72	72	73	72	73
Large Rural	72	73	73	74	73	72	72	74	72	72
65+	72	72	72	75	72	76	68	75	68	70
Men	71	74	73	74	71	72	68	70	68	71
18-34	71	75	74	74	73	73	68	70	74	70
Remainder of Shire	70	71	72	72	73	73	63	71	66	66

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

Base: All respondents. Councils asked State-wide: 22 Councils asked group: 8

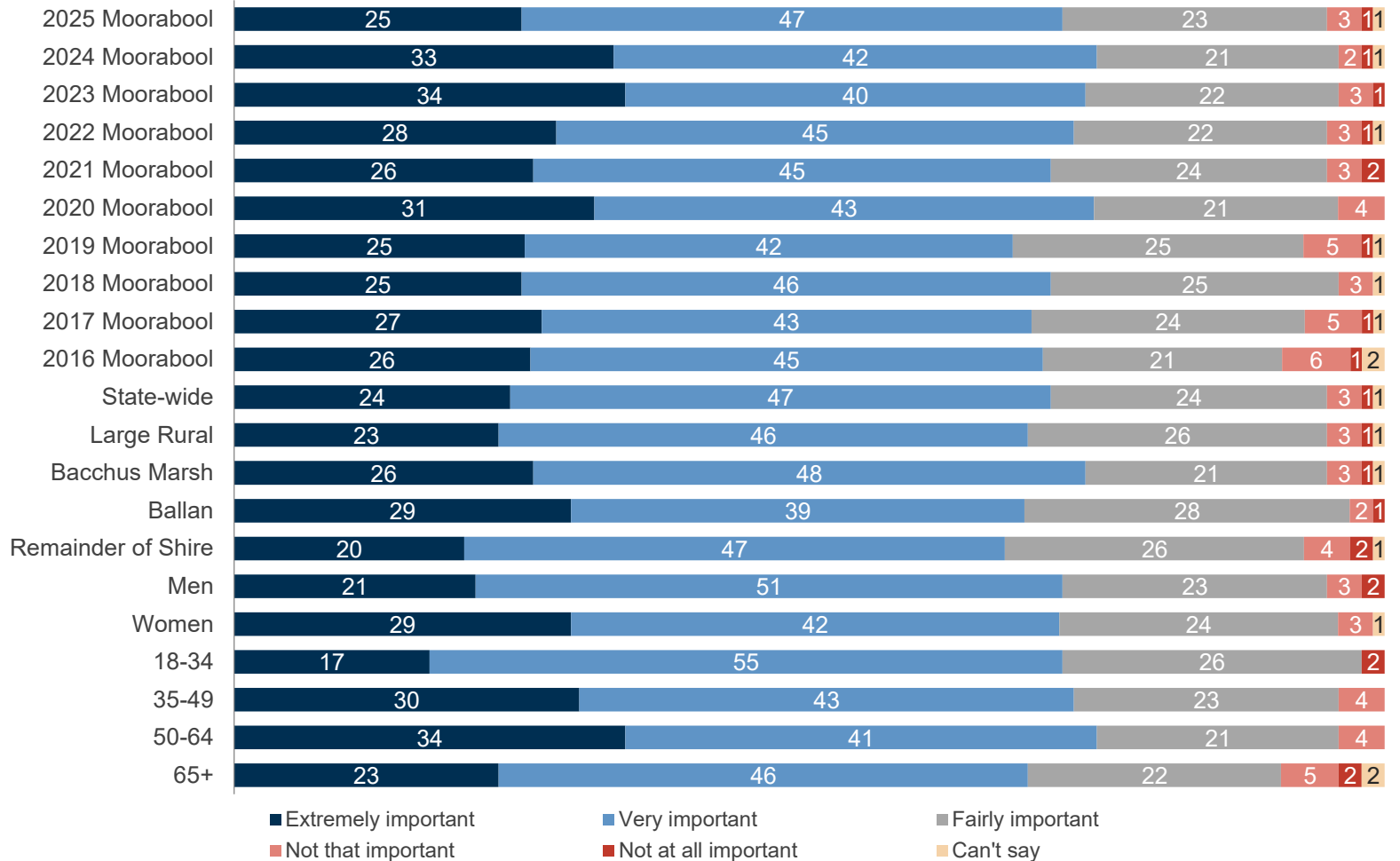
Note: Please see Appendix A for explanation of significant differences.



Recreational facilities importance



2025 recreational facilities importance (%)





Recreational facilities performance



2025 recreational facilities performance (index scores)

		2024	2023	2022	2021	2020	2019	2018	2017	2016
Ballan	68	56	62	62	52	63	53	58	58	53
State-wide	67▲	68	68	69	71	70	70	69	70	69
Remainder of Shire	67	60	58	56	58	59	58	63	59	57
65+	67	62	62	60	62	67	64	56	61	60
50-64	66	60	60	52	57	60	54	56	55	55
Men	66	62	59	56	56	60	56	56	60	56
Large Rural	65	64	65	66	68	67	68	66	66	65
18-34	64	61	58	53	56	55	49	57	56	60
Moorabool	64	58	59	55	57	58	54	55	55	56
Women	62	55	59	55	58	55	52	54	51	56
Bacchus Marsh	62	58	59	54	57	57	54	51	54	57
35-49	59	51	57	55	53	51	51	52	52	52

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

Base: All respondents. Councils asked State-wide: 36 Councils asked group: 11

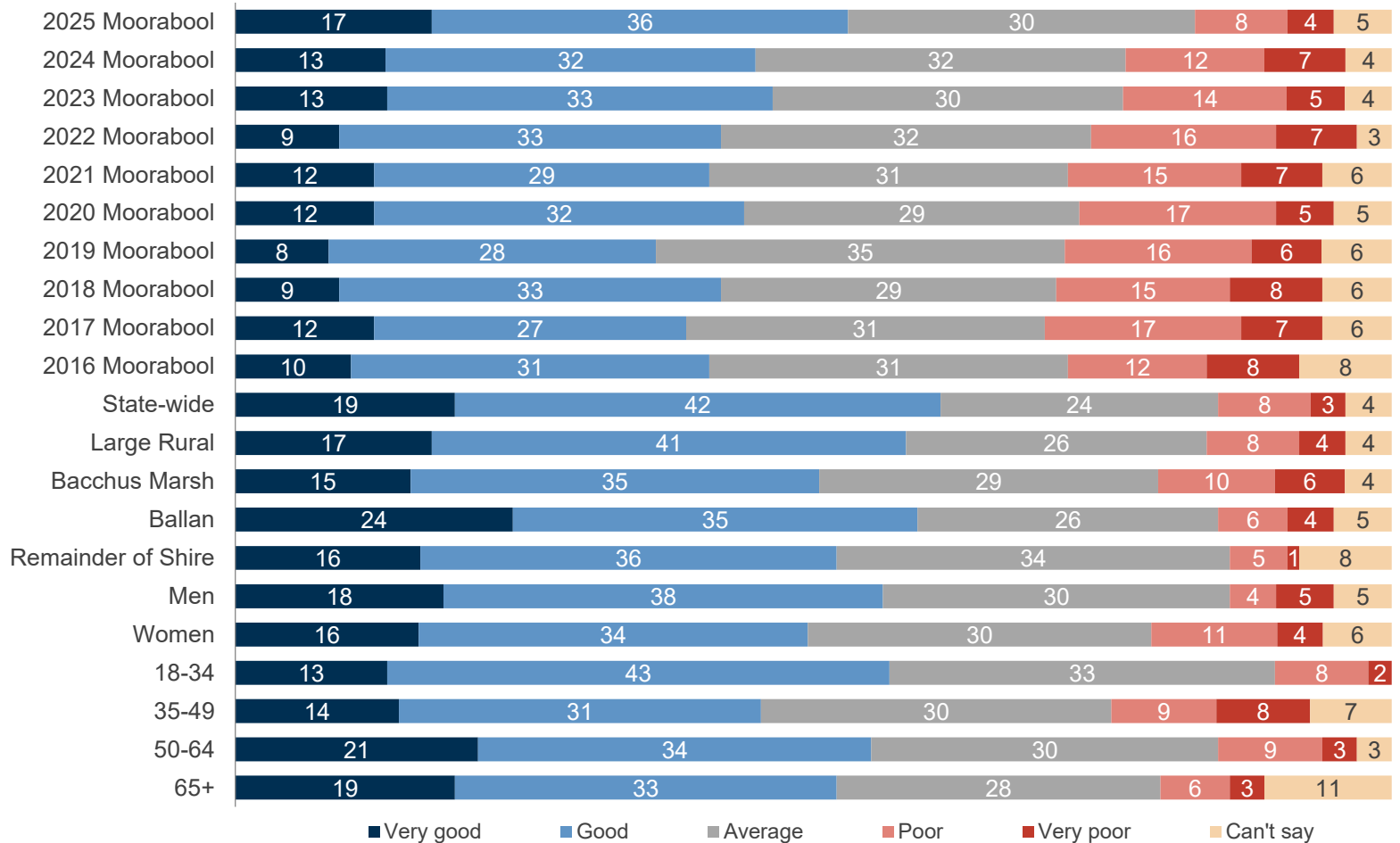
Note: Please see Appendix A for explanation of significant differences.



Recreational facilities performance



2025 recreational facilities performance (%)





The appearance of public areas importance



2025 public areas importance (index scores)

		2024	2023	2022	2021	2020	2019	2018	2017	2016
50-64	79▲	79	76	75	76	75	75	76	76	75
Women	76▲	75	74	77	74	75	77	76	78	77
Bacchus Marsh	74	78	76	78	75	75	76	74	77	76
Ballan	74	73	77	76	75	80	68	75	75	76
State-wide	74	74	74	75	75	74	73	74	74	74
Large Rural	73	74	73	75	75	73	73	73	73	74
Moorabool	72	76	75	76	74	75	73	73	75	75
18-34	72	76	73	76	74	70	71	70	75	76
35-49	71	77	78	77	75	77	74	74	76	74
65+	70	72	72	77	73	78	72	72	73	73
Men	69	76	75	76	74	75	69	70	72	73
Remainder of Shire	67▼	72	70	72	72	73	64	69	72	73

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

Base: All respondents. Councils asked State-wide: 22 Councils asked group: 8

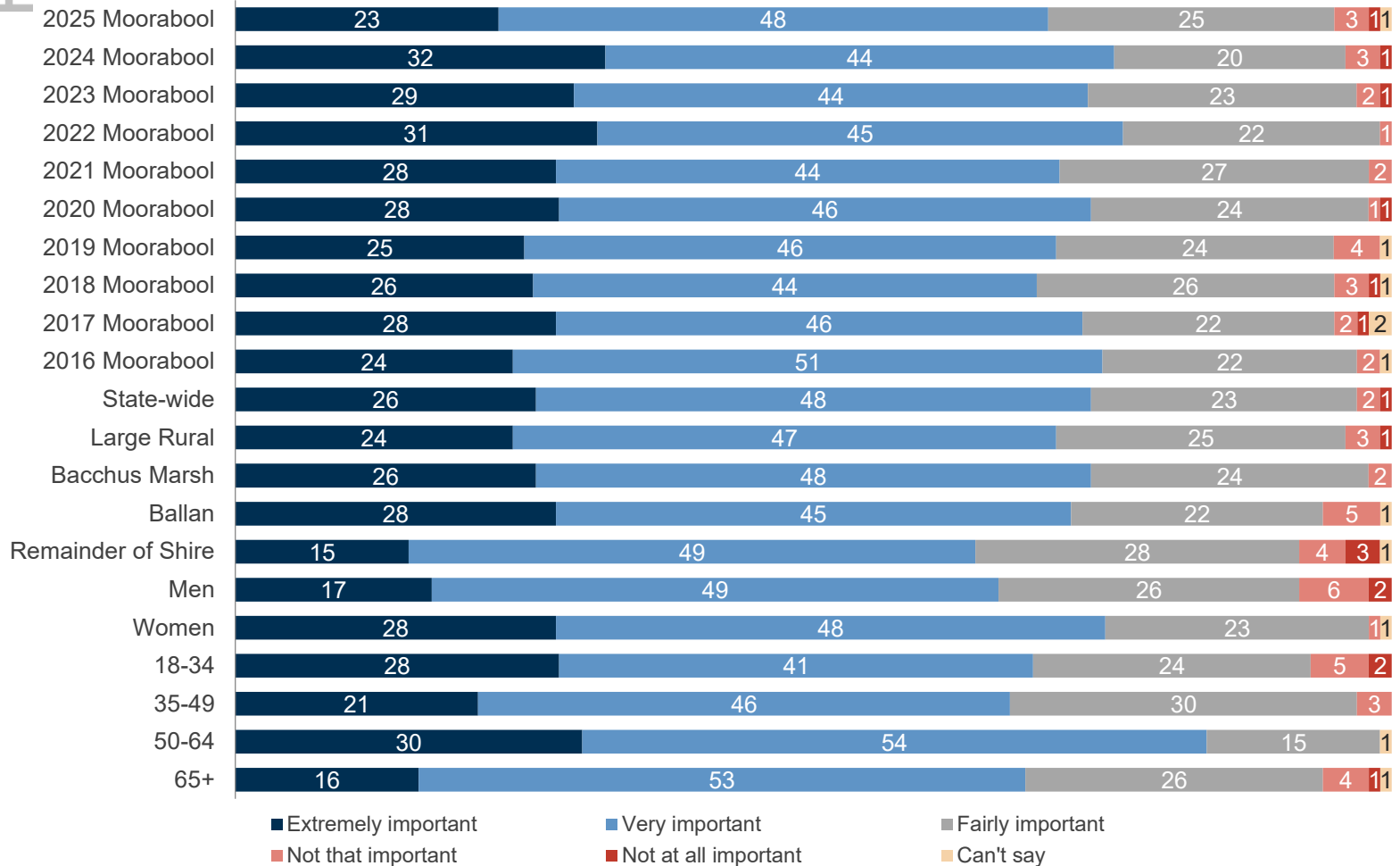
Note: Please see Appendix A for explanation of significant differences.



The appearance of public areas importance



2025 public areas importance (%)





The appearance of public areas performance



2025 public areas performance (index scores)

		2024	2023	2022	2021	2020	2019	2018	2017	2016
State-wide	68▲	68	67	71	73	72	72	71	71	71
Large Rural	66▲	66	65	67	70	71	70	69	69	69
50-64	65	59	61	62	67	64	61	63	61	60
Ballan	64	48	58	63	73	69	67	64	63	62
18-34	63	60	61	59	61	66	66	65	66	67
65+	62	63	61	61	68	65	65	61	64	66
Remainder of Shire	61	59	59	61	66	63	62	67	66	65
Men	61	59	57	62	66	66	64	62	63	64
Moorabool	61	60	60	61	66	64	64	64	64	64
Women	61	61	63	59	67	63	65	65	66	65
Bacchus Marsh	60	63	61	60	65	64	64	62	64	65
35-49	55▼	57	56	61	68	62	64	65	66	64

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

Base: All respondents. Councils asked State-wide: 37 Councils asked group: 11

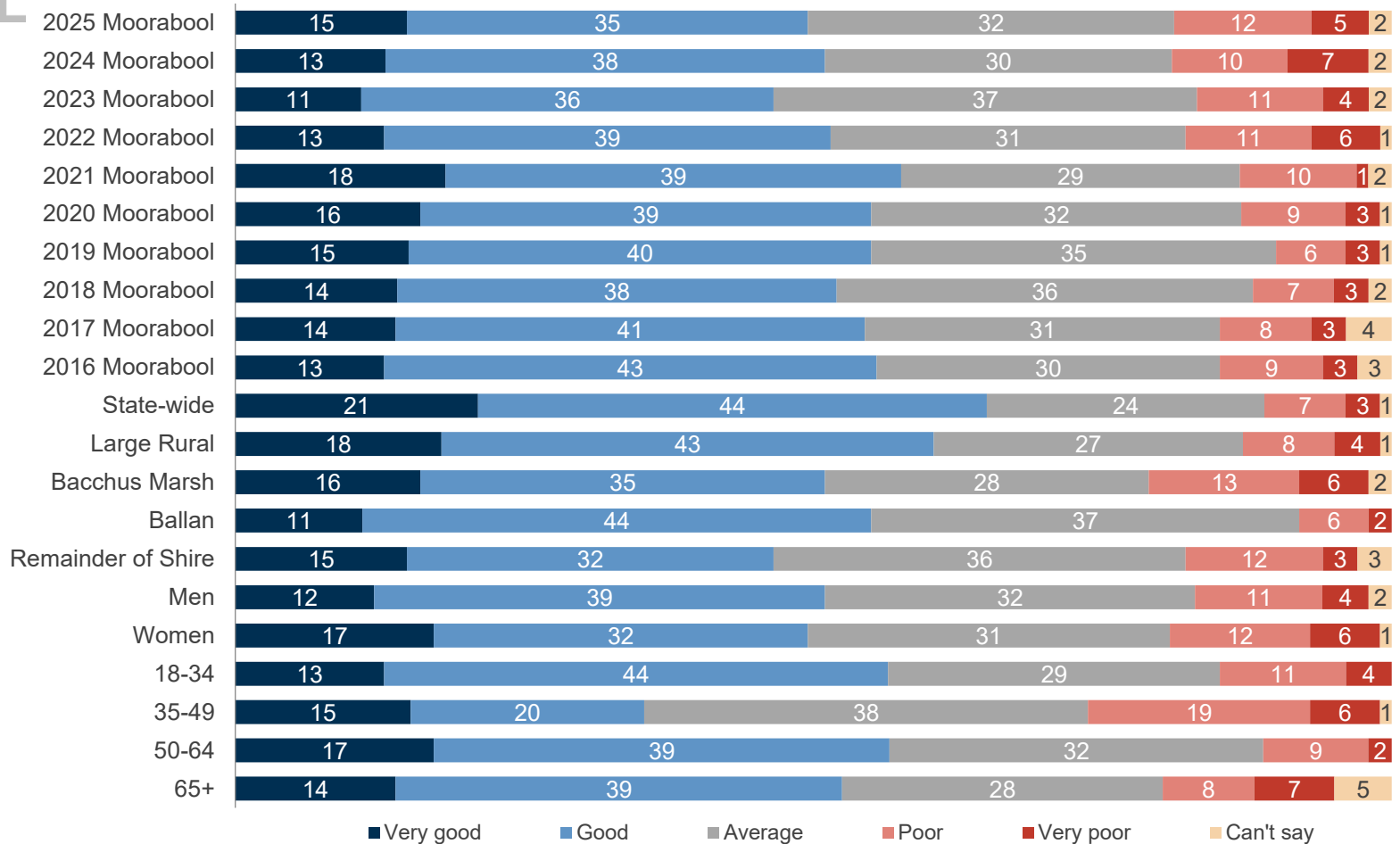
Note: Please see Appendix A for explanation of significant differences.



The appearance of public areas performance



2025 public areas performance (%)





Waste management importance



2025 waste management importance (index scores)

		2024	2023	2022	2021	2020	2019	2018	2017	2016
35-49	83	82	84	84	82	85	83	82	80	77
Bacchus Marsh	82	83	84	85	82	85	80	83	82	79
Women	82	84	84	82	85	87	84	86	82	79
50-64	82	82	86	85	85	87	79	86	83	80
Moorabool	81	81	83	83	83	84	80	82	80	78
18-34	80	81	82	83	82	81	76	79	79	75
Remainder of Shire	80	78	81	81	84	81	79	80	77	76
Men	80	79	82	84	80	82	76	79	78	77
65+	79	81	81	82	82	85	81	83	79	82
State-wide	79▼	81	81	82	82	82	81	81	79	80
Large Rural	79▼	80	80	81	81	81	80	81	78	79
Ballan	78	79	86	84	85	84	78	84	79	79

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

Base: All respondents. Councils asked State-wide: 21 Councils asked group: 8

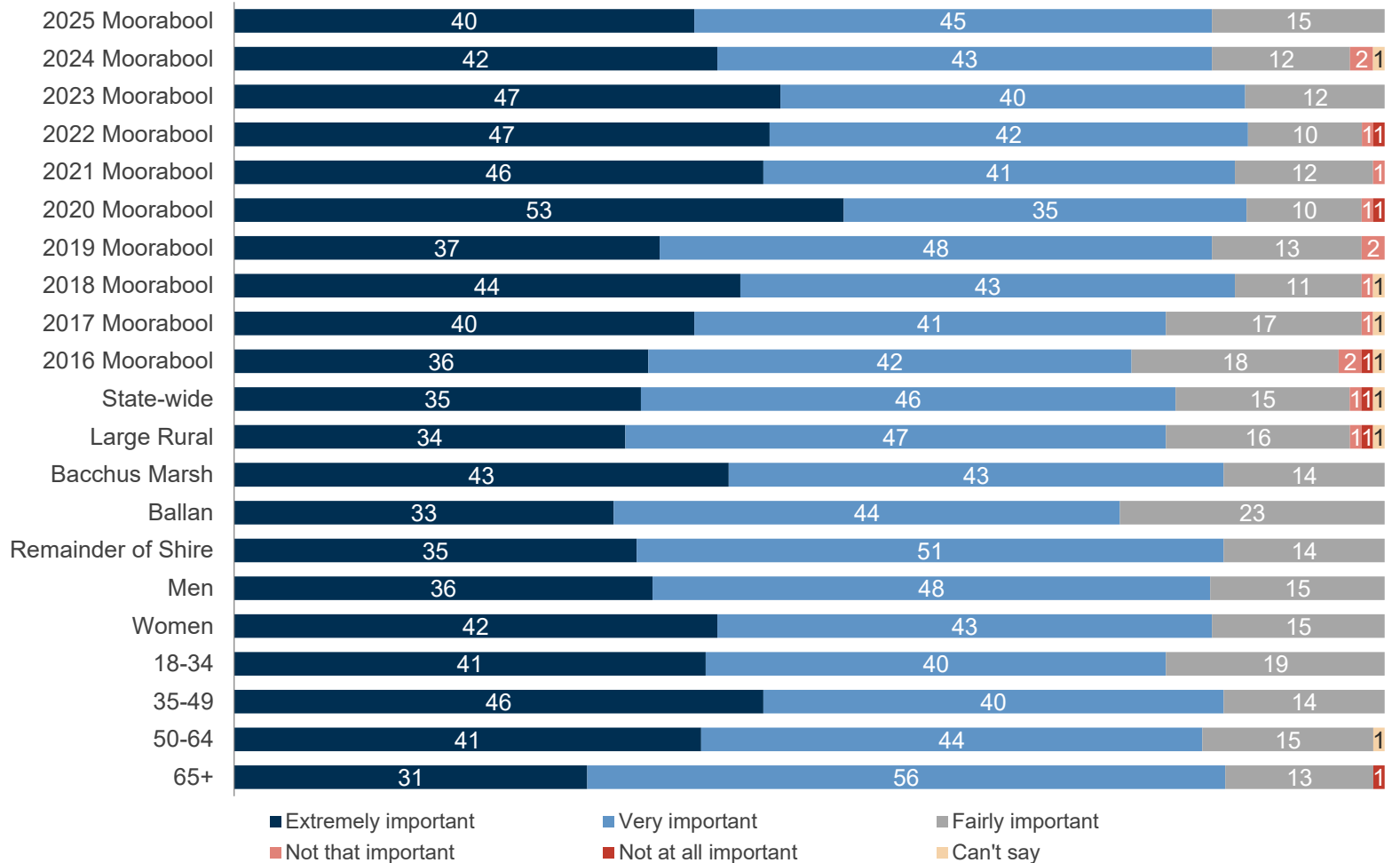
Note: Please see Appendix A for explanation of significant differences.



Waste management importance



2025 waste management importance (%)





Waste management performance



2025 waste management performance (index scores)

		2024	2023	2022	2021	2020	2019	2018	2017	2016
65+	69▲	69	68	64	69	69	68	70	69	70
Remainder of Shire	66	63	67	65	62	54	62	69	66	68
State-wide	65	67	66	68	69	65	68	70	71	70
18-34	65	60	67	62	61	49	63	66	61	64
50-64	64	52	59	61	65	57	59	70	65	66
Men	63	64	65	63	66	58	67	66	64	68
Ballan	63	54	61	57	65	64	59	62	66	62
Moorabool	63	62	64	61	65	57	64	68	65	67
Women	62	60	64	59	64	56	62	69	67	65
Large Rural	62	65	65	65	66	62	64	67	68	66
Bacchus Marsh	61	63	64	59	66	57	66	68	65	67
35-49	53▼	62	62	57	65	55	66	65	66	66

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

Base: All respondents. Councils asked State-wide: 56 Councils asked group: 18

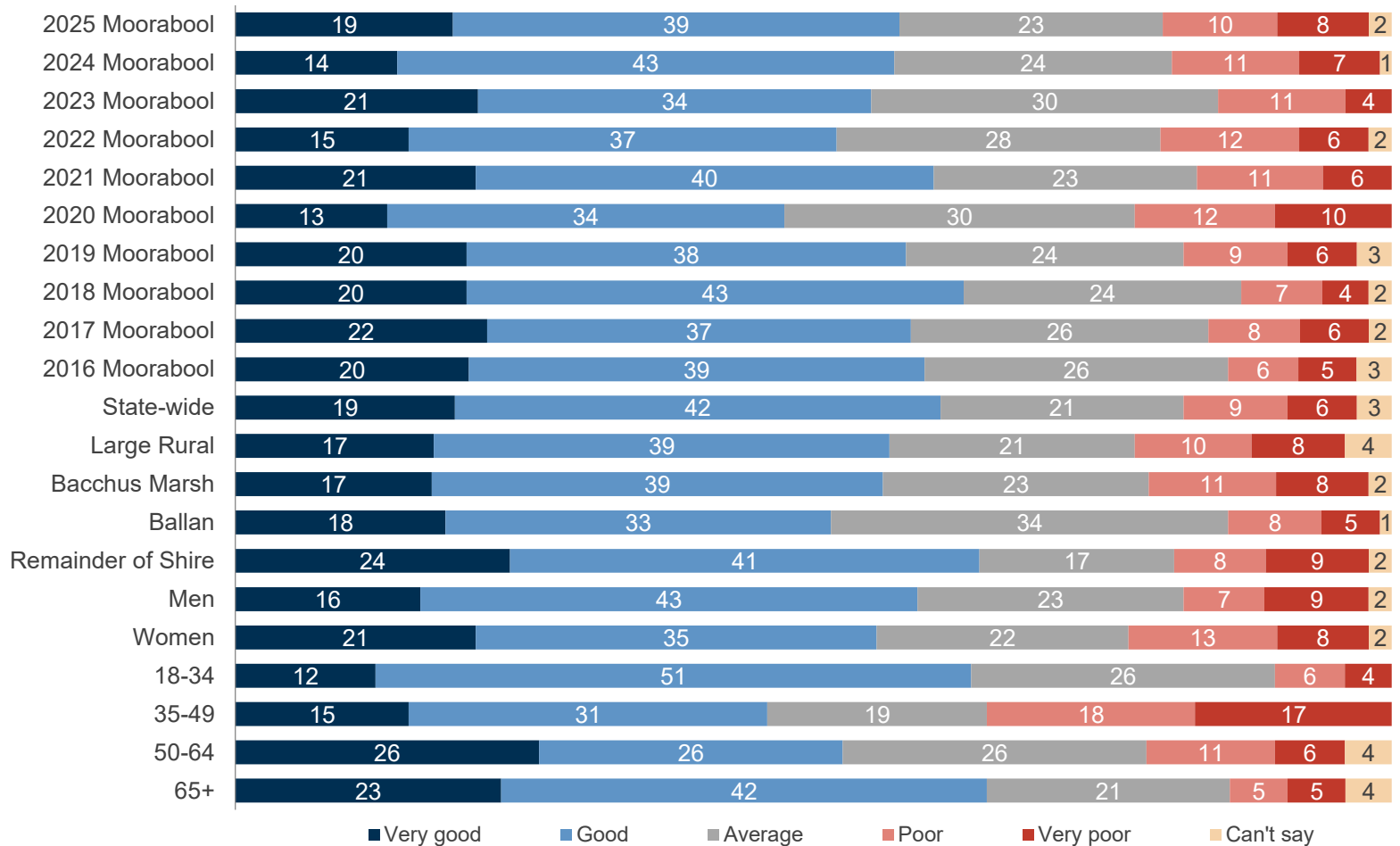
Note: Please see Appendix A for explanation of significant differences.



Waste management performance



2025 waste management performance (%)



Business and community development and tourism importance



2025 business/development/tourism importance (index scores)

		2024	2023	2022	2021	2020	2019	2018	2017	2016
State-wide	69▲	67	67	69	70	67	65	66	67	67
Ballan	68	66	66	66	68	68	63	66	66	58
35-49	68	63	66	69	65	67	66	69	68	70
Large Rural	67▲	69	68	70	71	68	64	65	67	69
Women	67	65	67	67	69	67	67	67	71	69
Bacchus Marsh	66	66	66	70	65	66	64	66	70	71
18-34	66	63	63	69	60	62	61	61	71	65
Moorabool	64	63	65	68	65	66	64	65	67	67
50-64	62	64	67	67	69	67	66	63	68	65
Men	61	61	62	70	61	64	60	62	64	64
65+	61	63	64	67	67	67	63	66	61	65
Remainder of Shire	57▼	55	63	66	64	61	63	61	62	62

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

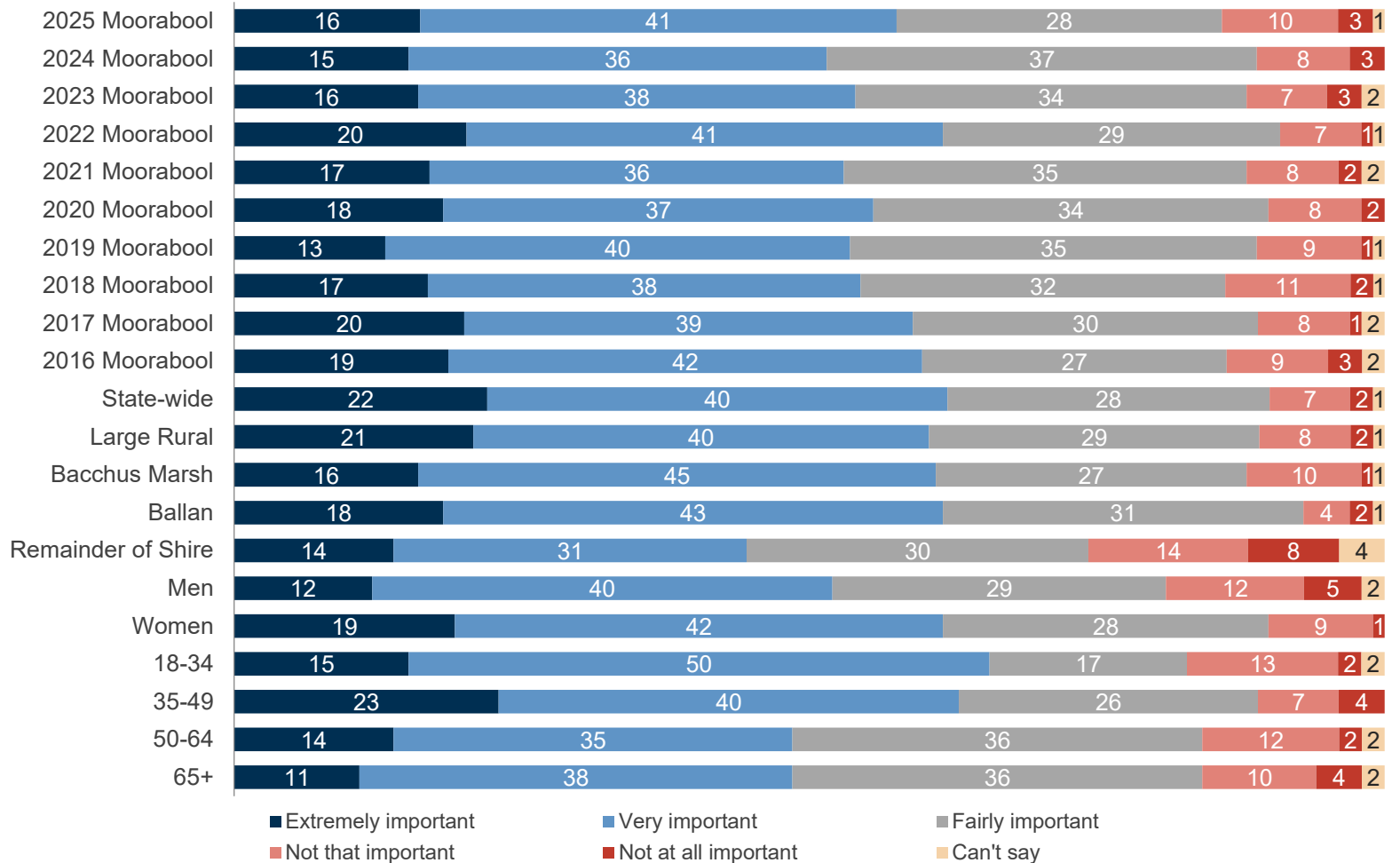
Base: All respondents. Councils asked State-wide: 16 Councils asked group: 6

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

Business and community development and tourism importance



2025 business/development/tourism importance (%)



Business and community development and tourism performance



2025 business/development/tourism performance (index scores)

		2024	2023	2022	2021	2020	2019	2018	2017	2016
18-34	59▲	51	55	53	59	59	61	67	52	63
State-wide	56▲	57	59	60	61	59	61	60	61	60
Ballan	55	51	53	57	56	57	59	61	54	52
Large Rural	55	55	56	58	59	61	62	61	60	59
Bacchus Marsh	54	52	53	52	57	59	60	58	57	61
Men	54	52	53	53	57	56	58	61	52	57
Moorabool	53	52	53	53	57	58	60	60	54	57
Women	53	51	52	53	57	59	61	59	57	58
50-64	51	51	53	54	55	56	54	54	54	54
Remainder of Shire	51	51	52	54	56	54	57	63	49	53
65+	51	53	51	51	58	59	63	58	58	59
35-49	50	52	53	54	55	56	59	59	55	54

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

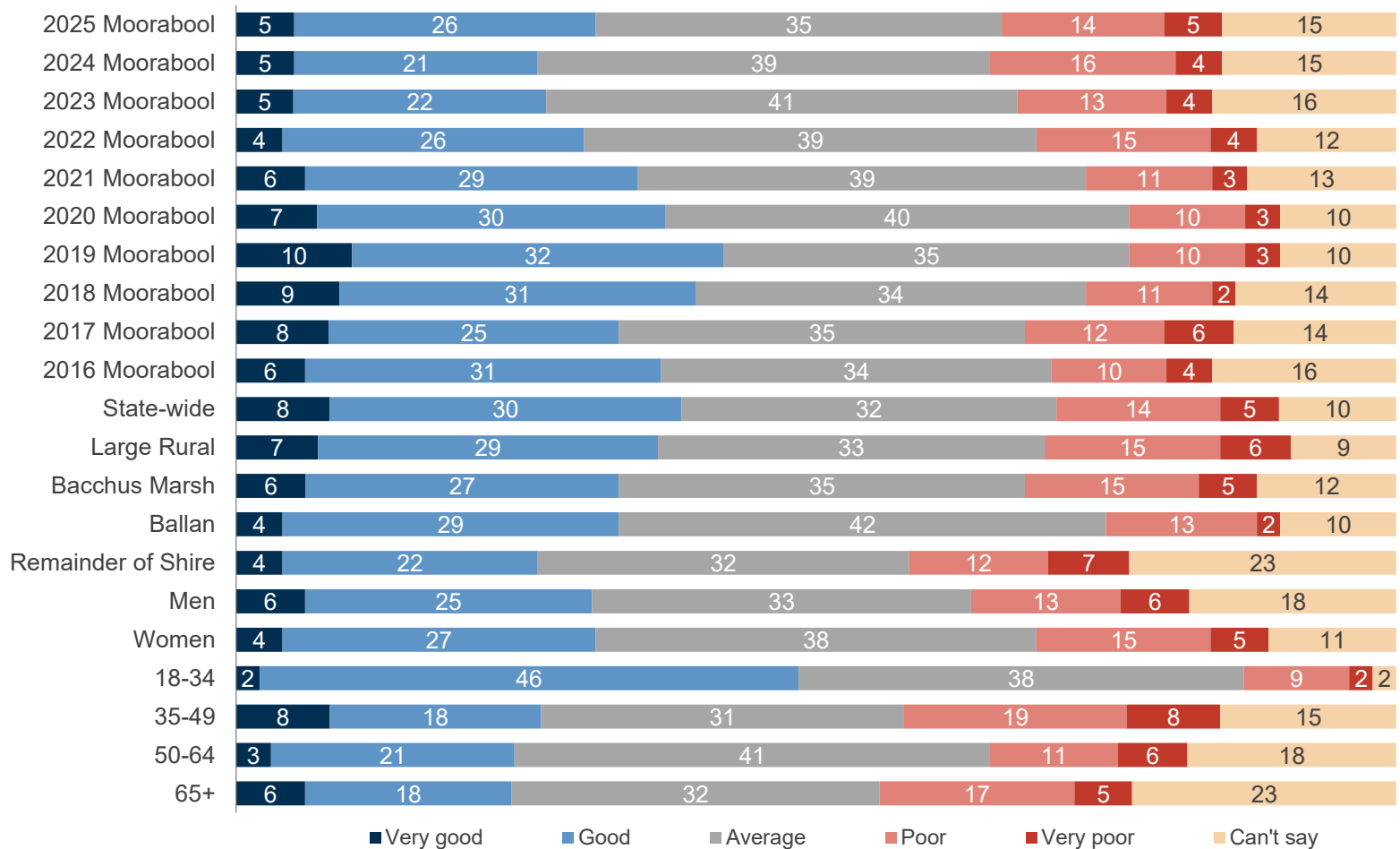
Base: All respondents. Councils asked State-wide: 23 Councils asked group: 9

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

Business and community development and tourism performance



2025 business/development/tourism performance (%)

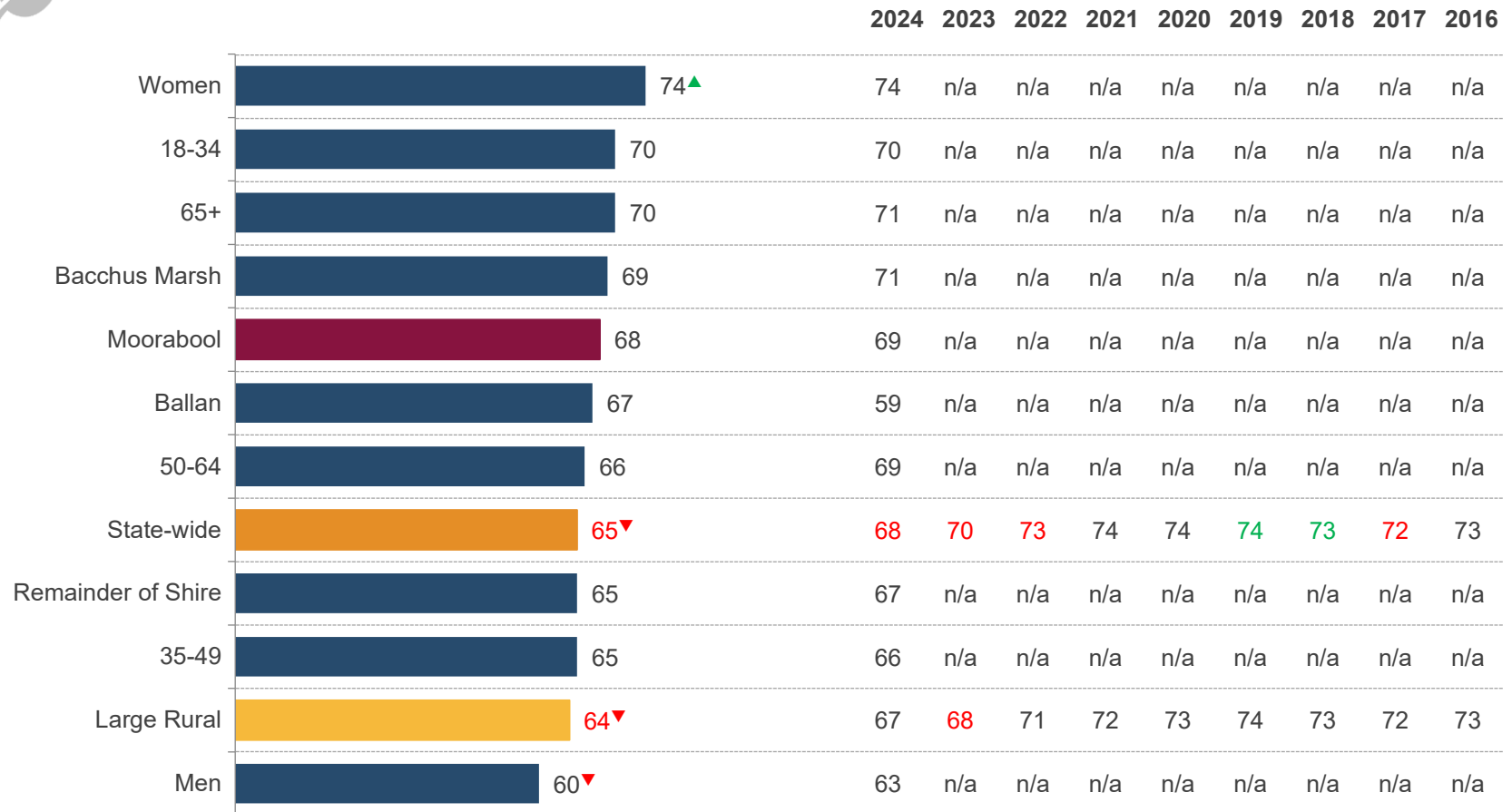




Environmental sustainability importance



2025 environmental sustainability importance (index scores)



Q1. Firstly, how important should 'Environmental sustainability' be as a responsibility for Council?

Base: All respondents. Councils asked State-wide: 19 Councils asked group: 8

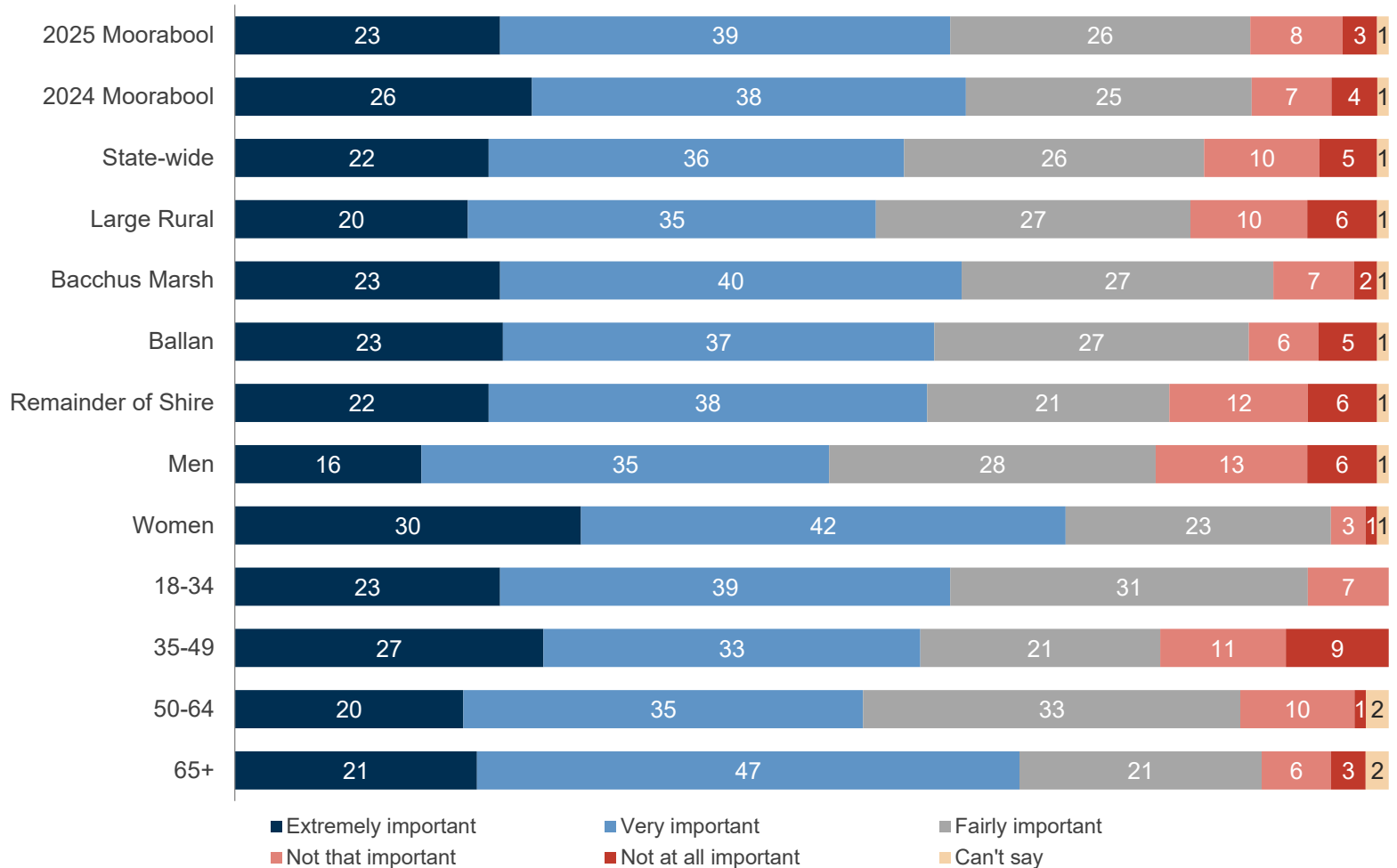
Note: Please see Appendix A for explanation of significant differences.



Environmental sustainability importance



2025 environmental sustainability importance (%)





Maintenance of unsealed roads in your area importance



2025 unsealed roads importance (index scores)

		2024	2023	2022	2021	2020	2019	2018	2017	2016
Women	86	86	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
35-49	86	86	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Remainder of Shire	85	81	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	85	86	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Moorabool	84	85	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Bacchus Marsh	84	85	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
18-34	83	83	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Ballan	83	92	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	83	84	83	83	81	80	80	80	79	79
Large Rural	82	84	83	82	80	79	79	78	77	78
65+	82	83	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	81	83	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Q1. Firstly, how important should 'Maintenance of unsealed roads in your area' be as a responsibility for Council?

Base: All respondents. Councils asked State-wide: 15 Councils asked group: 7

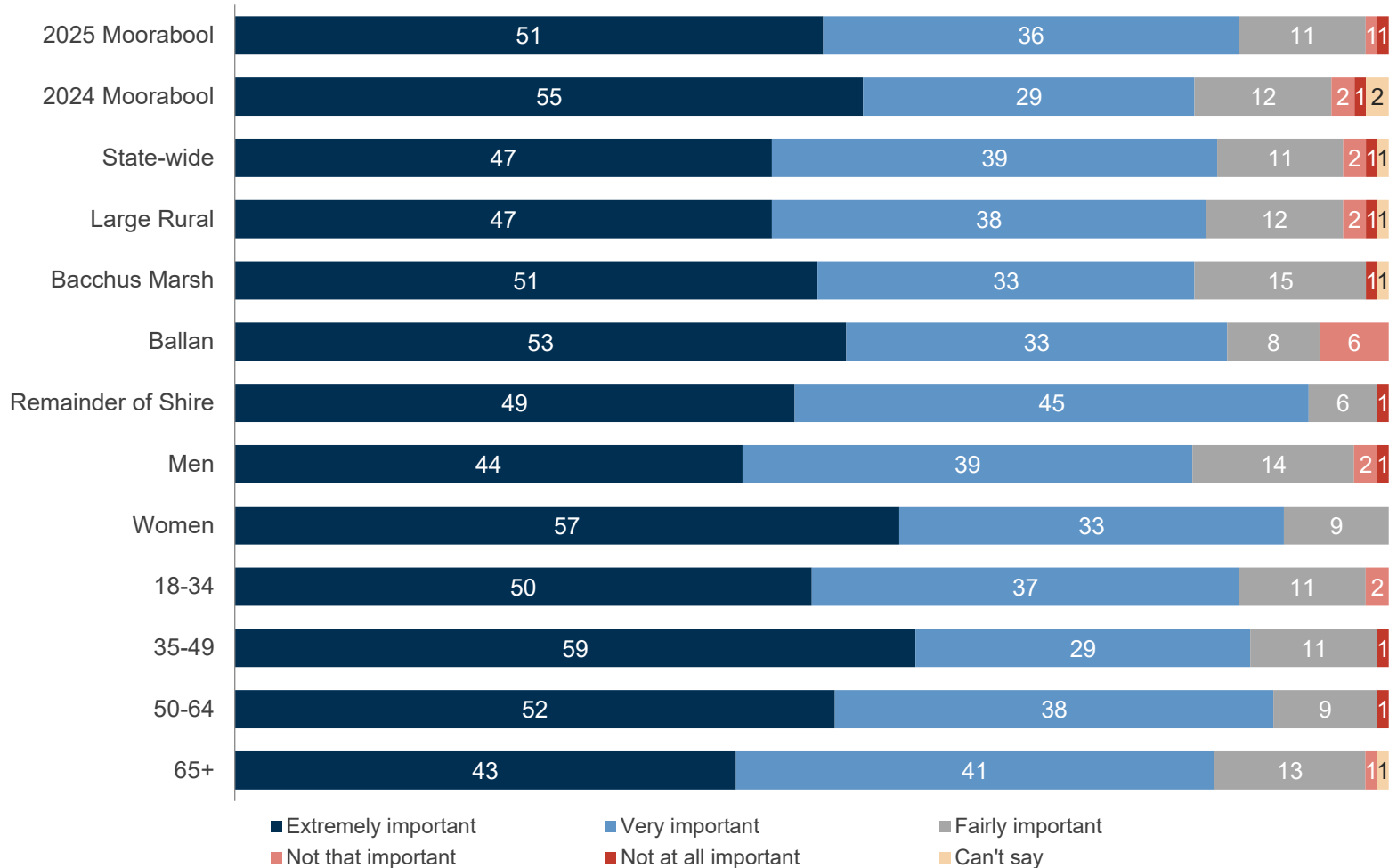
Note: Please see Appendix A for explanation of significant differences.



Maintenance of unsealed roads in your area importance



2025 unsealed roads importance (%)





Maintenance of unsealed roads in your area performance



2025 unsealed roads performance (index scores)

		2024	2023	2022	2021	2020	2019	2018	2017	2016
Ballan	41	21	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
18-34	41	30	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
65+	40	35	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	40	31	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	38	36	37	41	45	44	44	43	44	43
Bacchus Marsh	36	32	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Moorabool	36	30	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Large Rural	36	34	35	39	44	42	41	41	42	43
Remainder of Shire	33	29	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Women	32	29	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	32	27	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
35-49	30	28	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Q2. How has Council performed on 'Maintenance of unsealed roads in your area' over the last 12 months?

Base: All respondents. Councils asked State-wide: 28 Councils asked group: 12

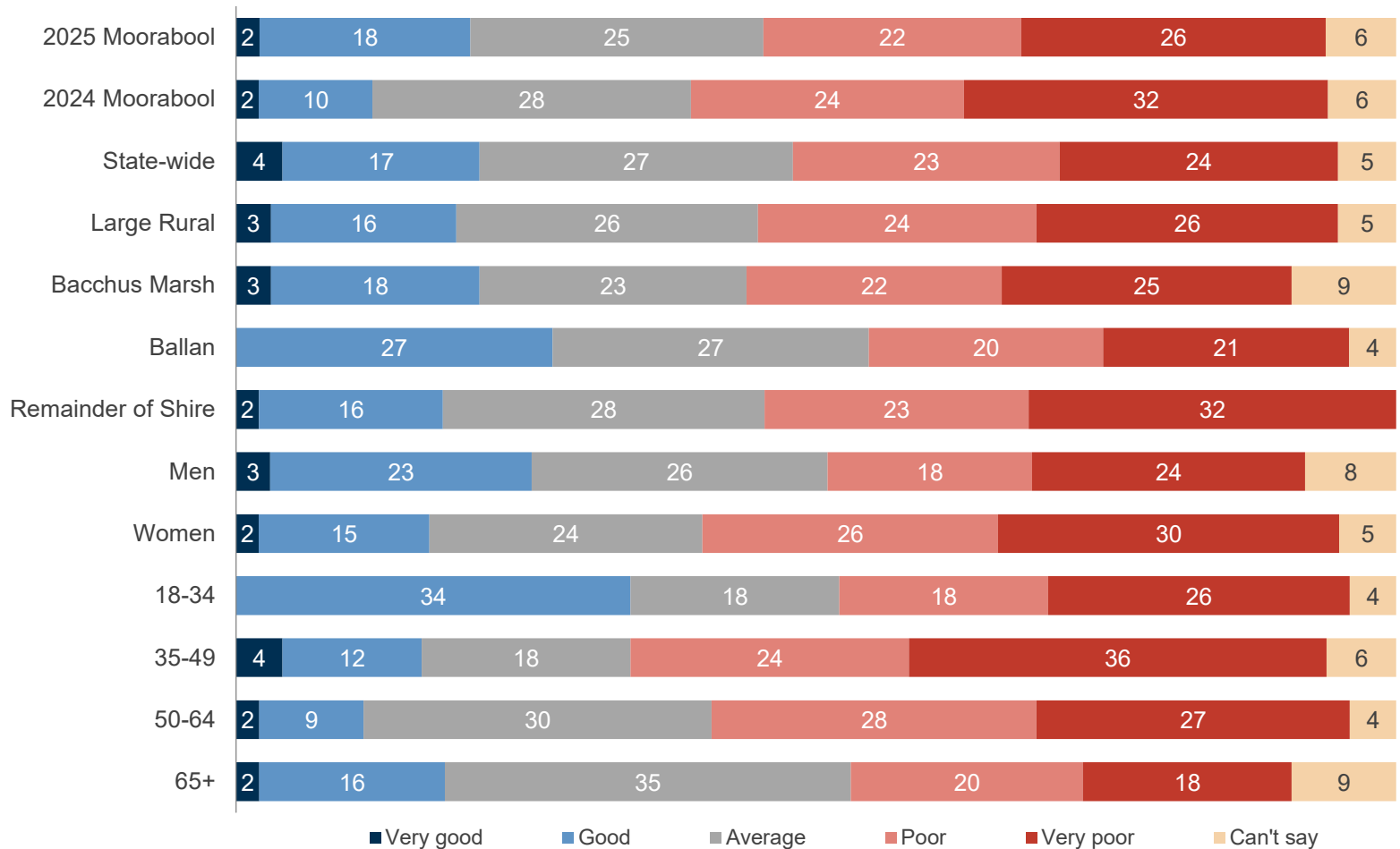
Note: Please see Appendix A for explanation of significant differences.



Maintenance of unsealed roads in your area performance



2025 unsealed roads performance (%)





Business and community development importance



2025 business/community development importance (index scores)

		2024	2023	2022	2021	2020	2019	2018	2017	2016
Women	70	69	70	72	70	n/a	n/a	n/a	n/a	n/a
18-34	70	71	67	71	66	n/a	n/a	n/a	n/a	n/a
Bacchus Marsh	70	71	70	71	69	n/a	n/a	n/a	n/a	n/a
State-wide	69	69	68	70	70	69	69	69	70	70
Ballan	68	69	66	68	69	n/a	n/a	n/a	n/a	n/a
Large Rural	68	69	67	68	68	68	70	69	70	71
65+	68	67	68	71	67	n/a	n/a	n/a	n/a	n/a
Moorabool	67	69	68	70	67	n/a	n/a	n/a	n/a	n/a
50-64	66	69	72	67	71	n/a	n/a	n/a	n/a	n/a
35-49	65	68	68	71	68	n/a	n/a	n/a	n/a	n/a
Men	64	68	66	69	64	n/a	n/a	n/a	n/a	n/a
Remainder of Shire	61▼	62	66	69	63	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: 8 Councils asked group: 4

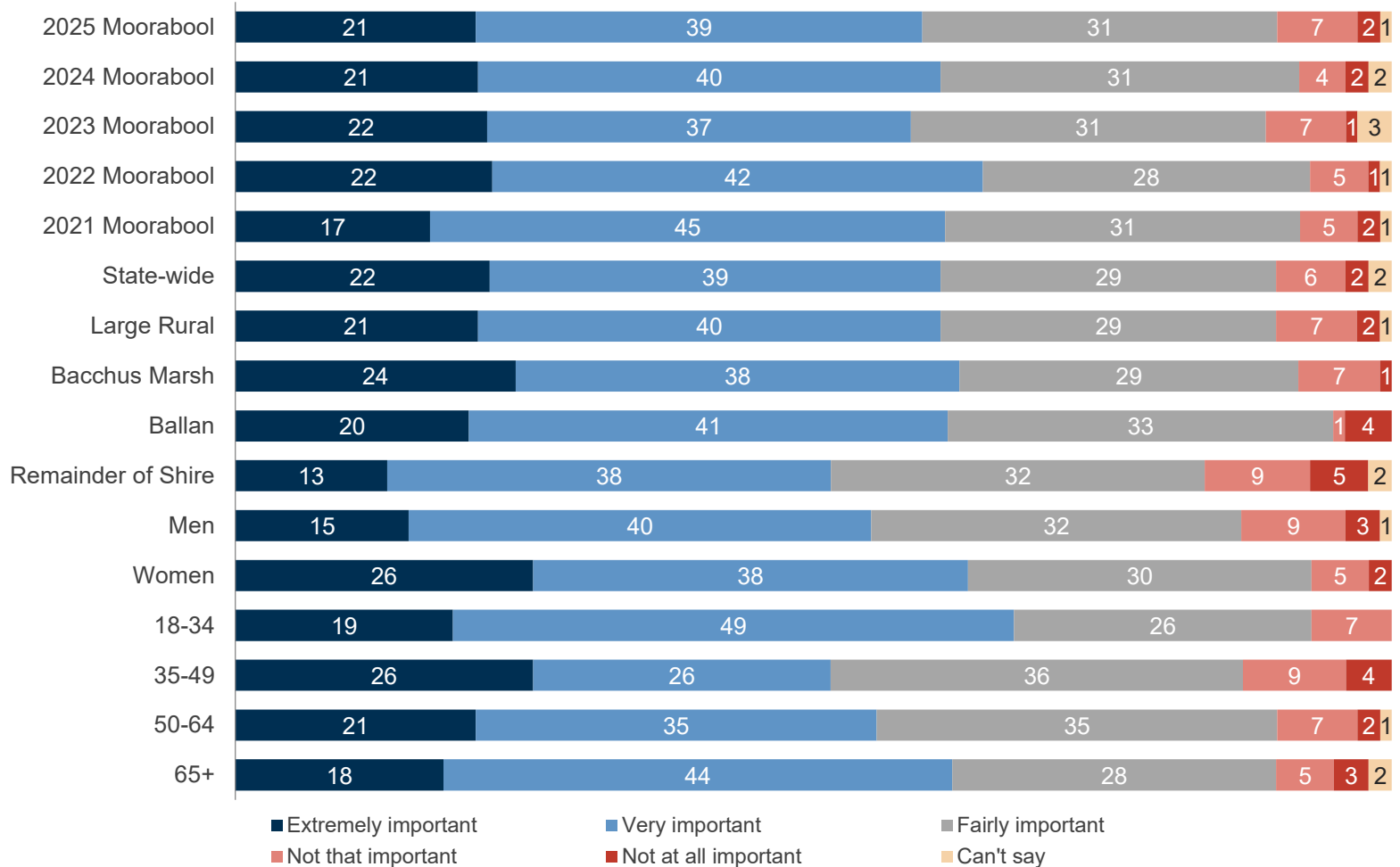
Note: Please see Appendix A for explanation of significant differences.



Business and community development importance



2025 business/community development importance (%)





Tourism development importance



2025 tourism development importance (index scores)

		2024	2023	2022	2021	2020	2019	2018	2017	2016
State-wide	60▲	59	60	62	63	62	59	61	62	63
Women	59▲	58	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Large Rural	57▲	57	58	60	62	62	60	62	63	67
Bacchus Marsh	57	58	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Ballan	56	53	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	56	57	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
18-34	56	55	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Moorabool	54	55	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
35-49	54	53	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
65+	52	56	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	49▼	53	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Remainder of Shire	47▼	50	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

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

Base: All respondents. Councils asked State-wide: 7 Councils asked group: 3

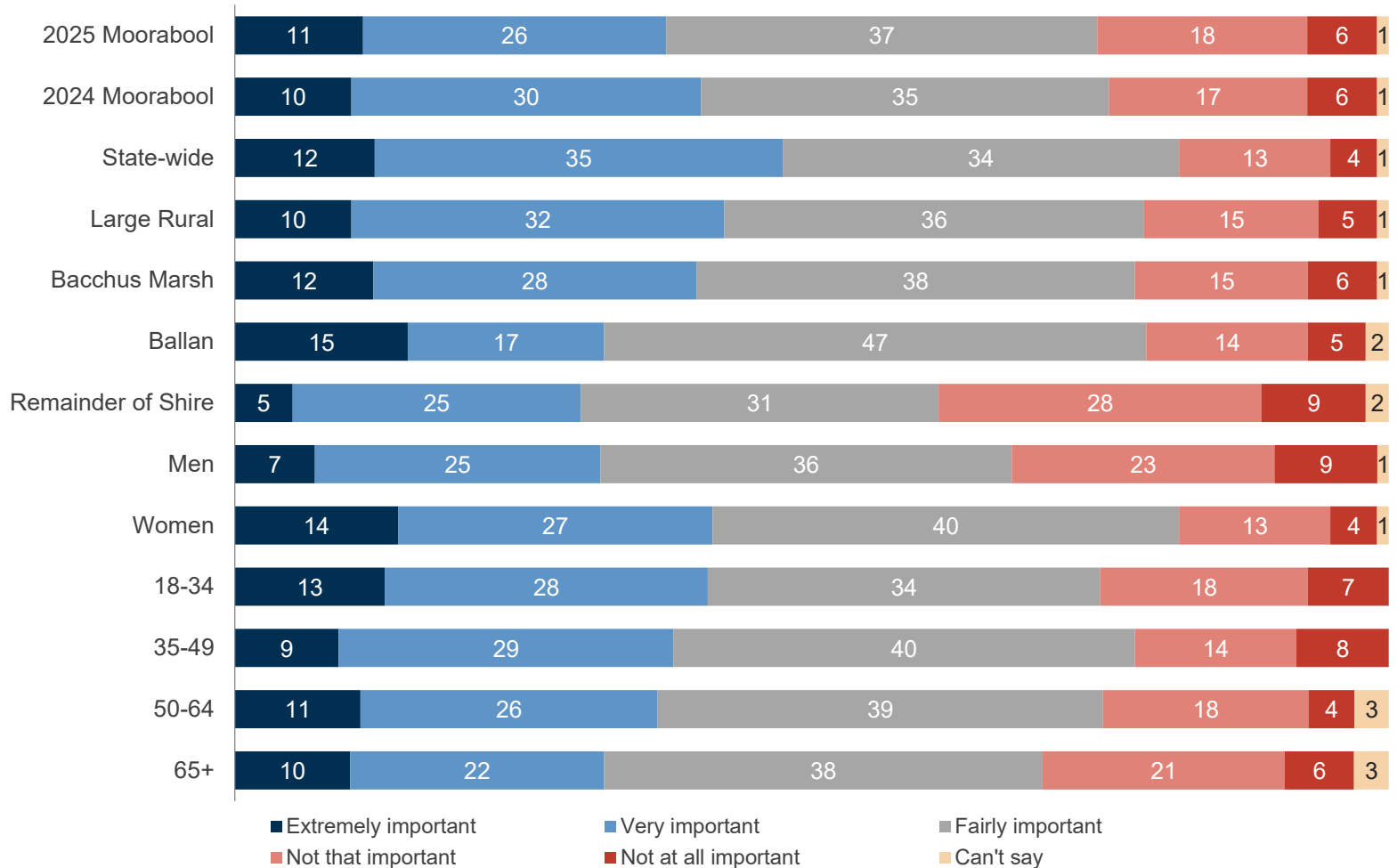
Note: Please see Appendix A for explanation of significant differences.



Tourism development importance



2025 tourism development importance (%)



A large, stylized, dark blue 'W' graphic that spans the right side of the page. Inside the 'W', there is a blurred image of a crowd of people, possibly at a sporting event or a public gathering. The background of the entire page is white.

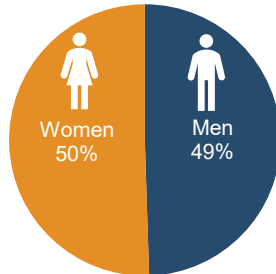
Detailed demographics



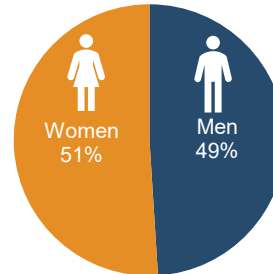
Gender and age profile

2025 gender

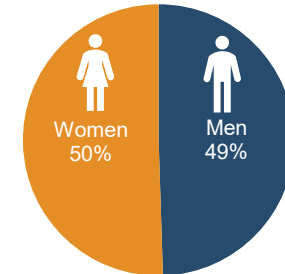
Moorabool



Large Rural

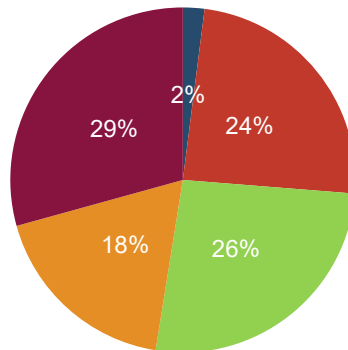


State-wide

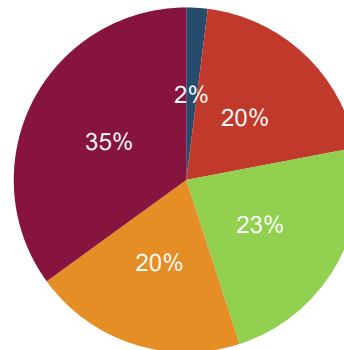


2025 age

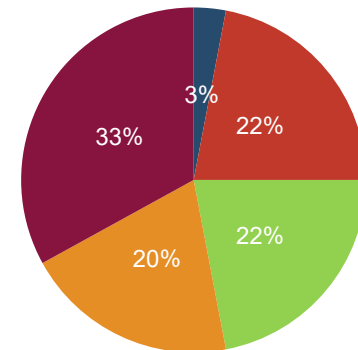
Moorabool



Large Rural



State-wide



■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

S3. How would you describe your gender? / S4. To which of the following age groups do you belong?

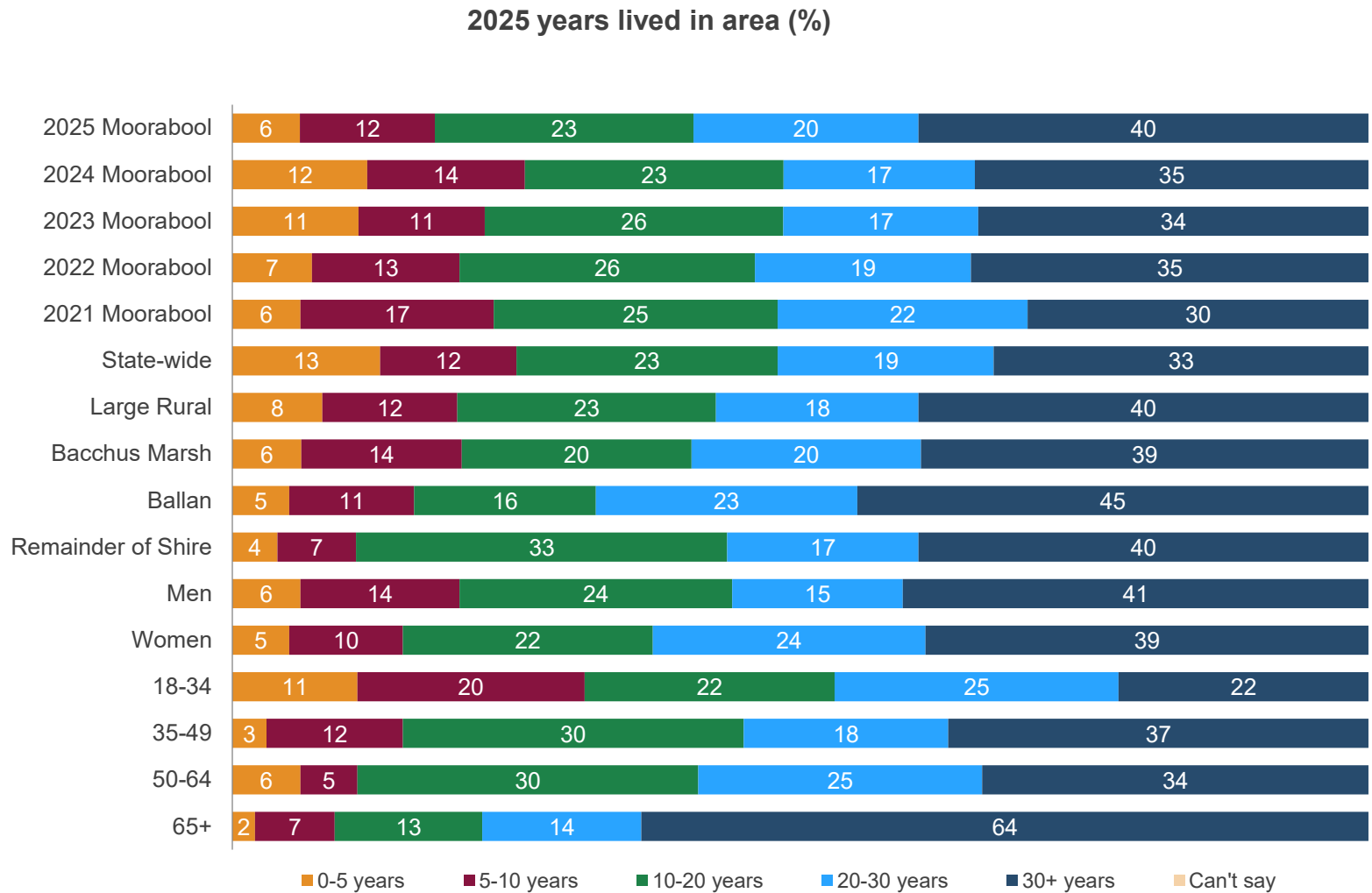
Base: All respondents. Councils asked State-wide: 56 Councils asked group: 18


An "Other" option has been included for gender, hence the results may not add to 100%.

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





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

Please note that the horizontal (x) axis of the index score bar charts in this report is displayed on a scale from 20 to 100.



Appendix A: Margins of error

The sample size for the 2025 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	198	196	+/-7.0
Women	200	202	+/-6.9
Bacchus Marsh	237	242	+/-6.4
Ballan	54	52	+/-13.4
Remainder of Shire	109	106	+/-9.4
18-34 years	46	107	+/-14.6
35-49 years	73	106	+/-11.5
50-64 years	109	73	+/-9.4
65+ years	172	114	+/-7.5



Appendix A: Index score significant difference calculation

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

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

Where:

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

All figures can be sourced from the detailed cross tabulations.

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



Appendix B: Further project information



Appendix B: Further information

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

- 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 2025 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 2025 results are compared with previous years, as detailed below:

- 2024, n=400 completed interviews, conducted in the period of 29th January – 18th March.
- 2023, n=400 completed interviews, conducted in the period of 27th January – 19th March.
- 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.

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 55% 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 28th January – 16th March, 2025.



Appendix B: Analysis and reporting

All participating councils are listed in the State-wide report published on the DGS website. In 2025, 56 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 2012-2025 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 2025 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:

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 2025 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 2025 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 2025 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: 2025 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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