



# **2020 Local Government Community Satisfaction Survey**

## **Southern Grampians Shire Council**

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





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## Background and objectives

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

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

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

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

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

### Serving Victoria for 21 years

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

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

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



## **Key findings and recommendations**



# Southern Grampians Shire Council – at a glance

## Overall council performance

Results shown are index scores out of 100.



Southern Grampians 56



State-wide 58



Large Rural 55

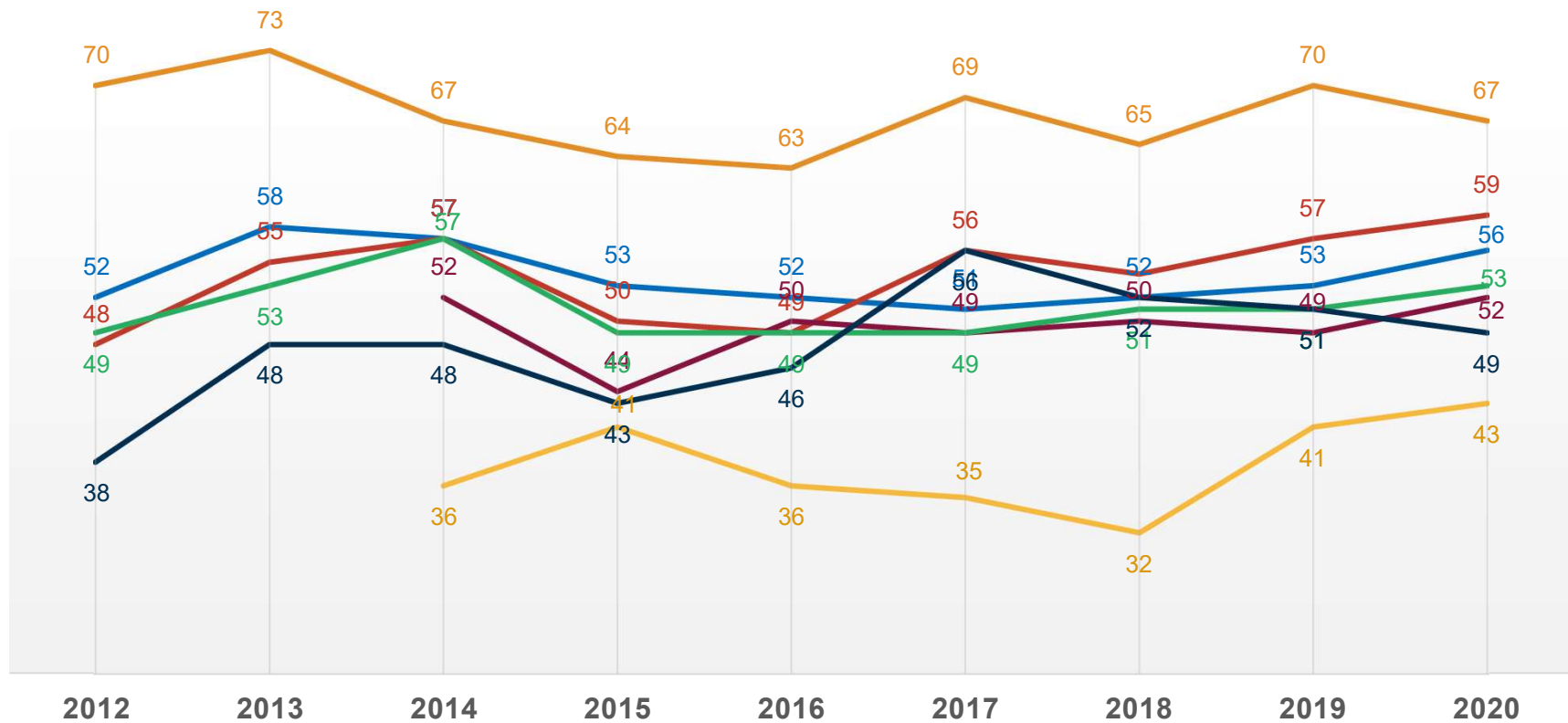
## Council performance compared to State-wide and group averages

	Areas where Council performance is significantly higher	Areas where Council performance is significantly lower
Compared to State-wide average	Consultation and engagement	Sealed local roads
Compared to group average	Consultation and engagement	Sealed local roads



## Summary of core measures

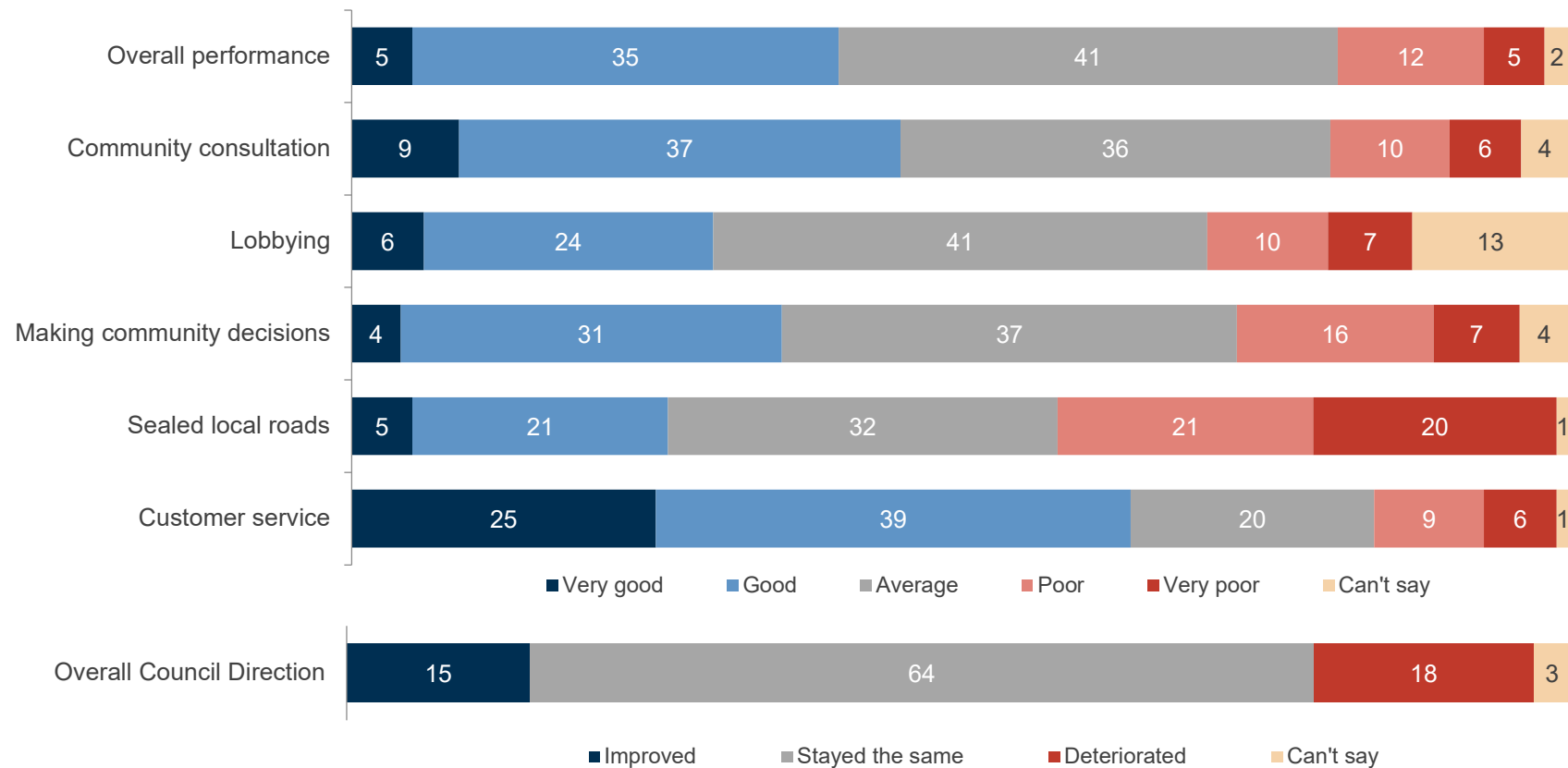
### Index scores












## Summary of core measures

Core measures summary results (%)



# Summary of Southern Grampians Shire Council performance



Services		Southern Grampians 2020	Southern Grampians 2019	Large Rural 2020	State-wide 2020	Highest score	Lowest score
	Overall performance	56	53	55	58	Aged 18-34 years	Aged 65+ years
	Overall council direction	49	51	50	51	Aged 18-34 years	Aged 65+ years
	Customer service	67	70	68	70	Aged 50-64 years	Aged 65+ years
	Consultation and engagement	59	57	54	55	Women, Aged 50-64 years	Aged 65+ years, Men
	Lobbying	53	51	53	53	Aged 18-34 years	Men
	Community decisions	52	49	52	53	Women	Men
	Sealed local roads	43	41	47	54	Aged 50-64 years	Aged 18-34 years

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



## Focus areas for the next 12 months

### Overview

Council has maintained, if not slightly improved, its performance over the last year. While not statistically significant increases from 2019, it is positive to see Council ratings two to three points higher across each service area and overall, and at peak levels for consultation and engagement, community decisions and sealed local roads.

### Focus areas

Performance on sealed local roads is rated at its highest level this year and should remain a focus as Council continues to trail the Large Rural group and State-wide averages in this service area. Council's customer service may also warrant some extra attention over the next 12 months to shore up positive ratings. With an increased rate of contact this year, performance ratings are not quite as strong as in 2019.

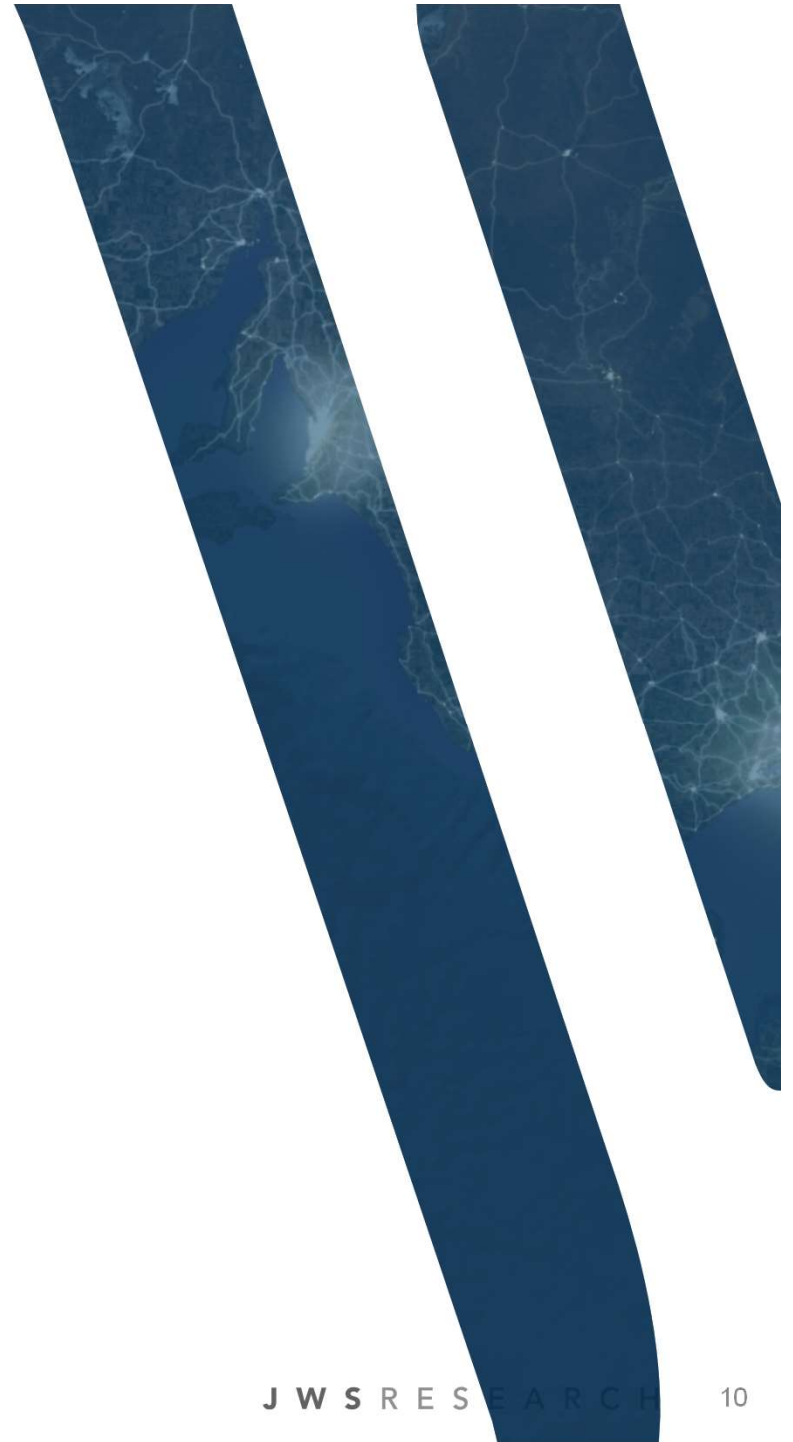
### Comparison to state and area grouping

Council performs significantly better than the Large Rural group and State-wide averages on consultation and engagement, and in line with the group and State-wide averages on most other measures. On sealed local roads, however, Council performance continues to rate significantly below the Large Rural group and State-wide averages.

### Maintain gains achieved to date

Council should look to maintain and build upon improvements in community perceptions of its performance over the last year on the key service areas of community consultation, lobbying, community decisions and sealed local roads.

# DETAILED FINDINGS



# **Overall performance**





## Overall performance

The overall performance index score for Southern Grampians Shire Council is 56 in 2020.

- Community perceptions have been improving steadily since 2017 and are now closer to the series high of 58 in 2013.

Council's overall performance is in line with the average rating for councils in the Large Rural group and for councils State-wide (index scores of 55 and 58, respectively). Positively, Council has defied the group and State-wide trends of significant declines in community perceptions since 2019.

- Perceptions of overall performance of Council have improved significantly in the past year among residents aged 50 to 64 years (index score of 57, up seven points).

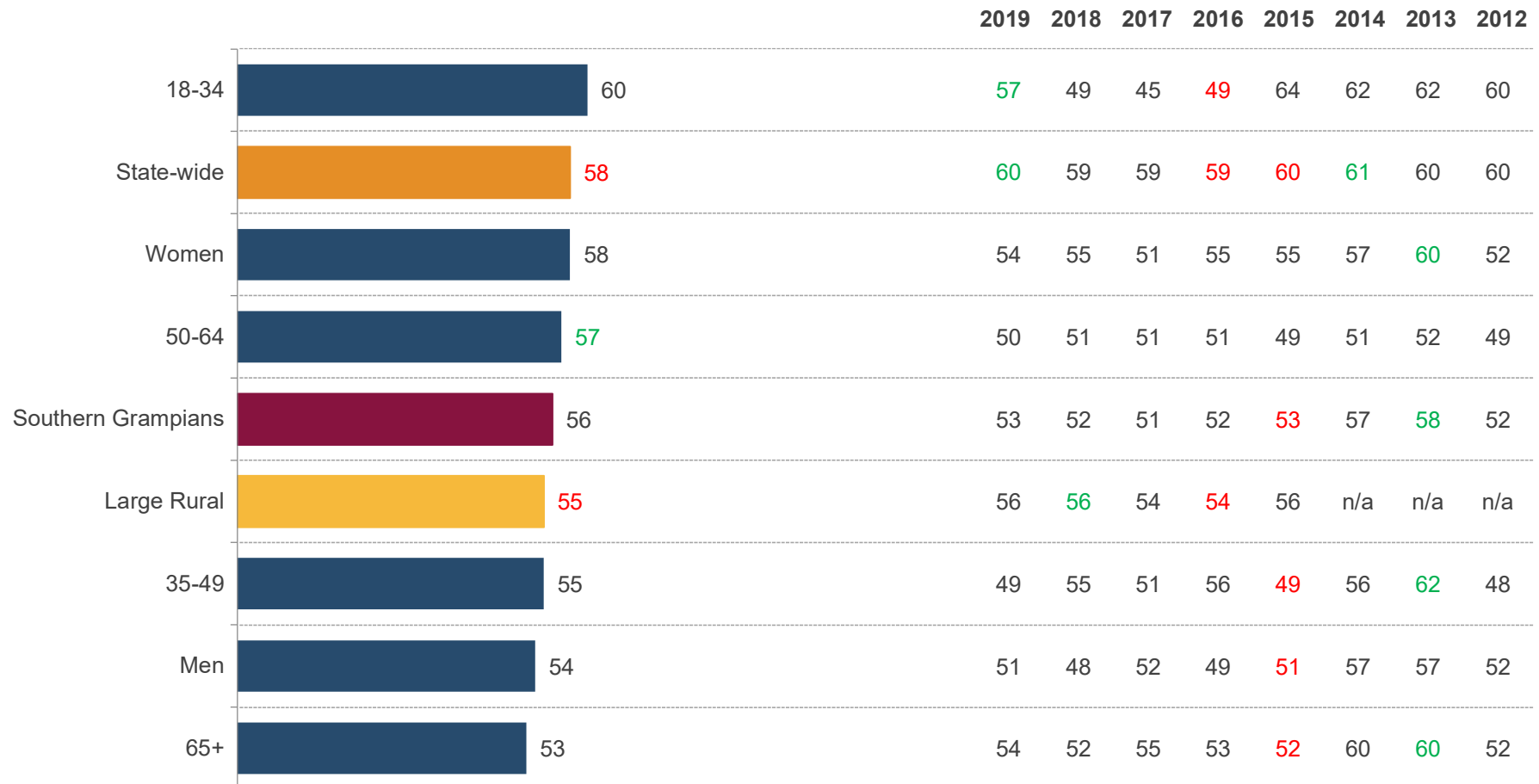
More than twice as many residents rate Council's overall performance as 'very good' or 'good' (40%) as those who rate it as 'very poor' or 'poor' (17%). A further 41% sit mid-scale, rating Council's overall performance as 'average'.





## Overall performance

### 2020 overall performance (index scores)



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

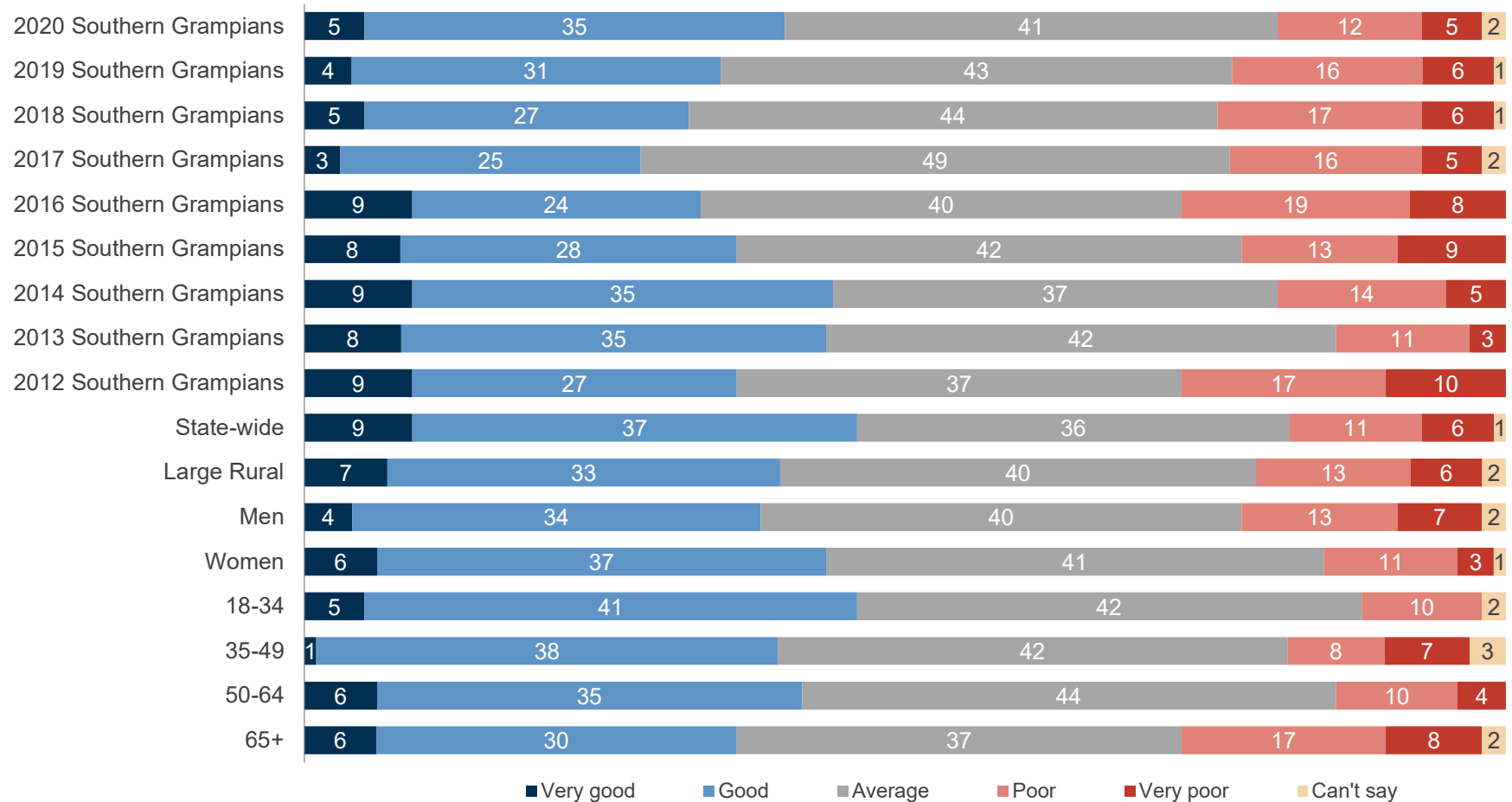
Base: All respondents. Councils asked state-wide: 62 Councils asked group: 17

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



## Overall performance

### 2020 overall performance (%)



Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Southern Grampians Shire Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?  
Base: All respondents. Councils asked state-wide: 62 Councils asked group: 17



## Top performing service areas

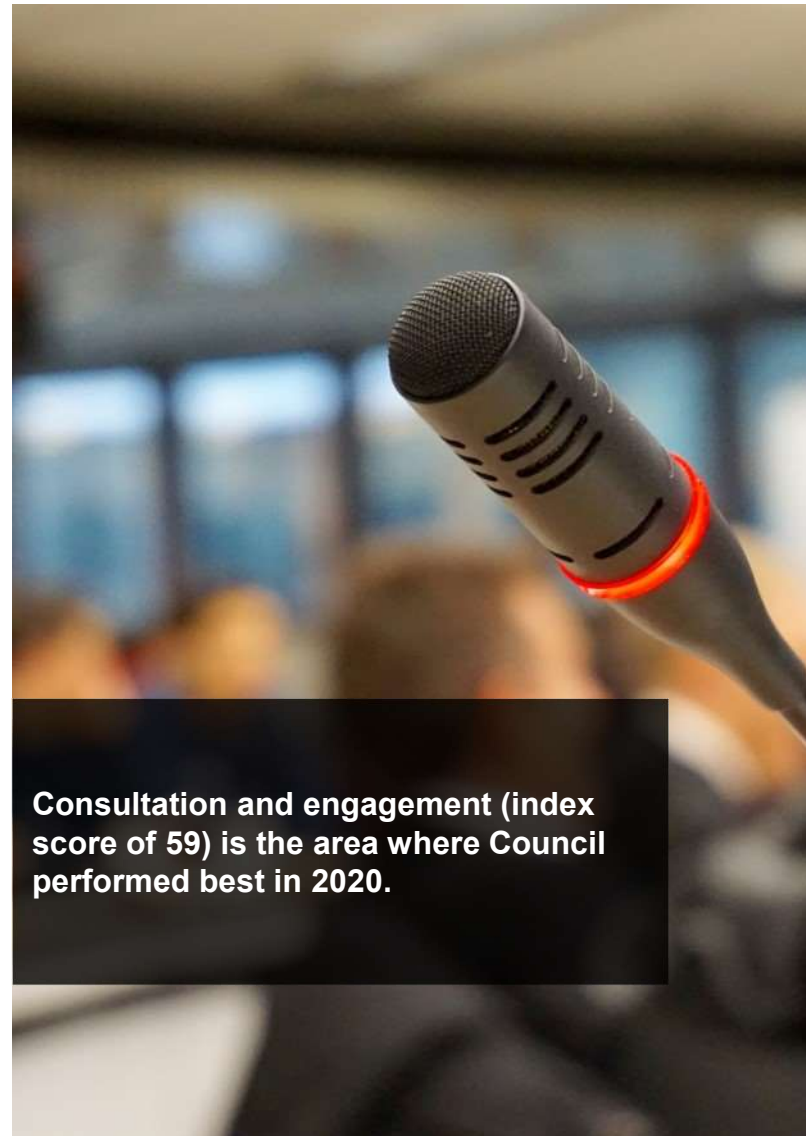
Council continues to perform best on community consultation and engagement (index score of 59).

- Ratings in this area have improved over the past two years (from an index score of 54 in 2018) and are now at their highest point to date.
- Council also rates significantly higher than the Large Rural group and State-wide averages (54 and 55) for this service area.

Further to this result, unprompted, residents are most likely to cite community engagement, involvement and consultation (8%) as the best thing about Council.

Lobbying and community decisions are other areas where Council performance is rated positively overall (index scores of 53 and 52 respectively).

- While not statistically significant differences on this sample size, performance ratings appear slightly improved from 2019 and are at their highest level since 2014.
- Residents aged 18 to 34 years have improved their perceptions of Council lobbying since last year and provide Council's highest rating for this service area (index score of 58, up eight points and significantly higher than the Council average).



**Consultation and engagement (index score of 59) is the area where Council performed best in 2020.**



## Low performing service areas



Council continues to rate lowest on sealed local roads however its 2020 index score of 43 is its best performance to date.

Performance on sealed roads is similar to 2019, maintaining the significant gains made last year, when rated performance increased by nine points to an index score of 41.

- Positively, significant nine-point gains have been made in the past year among residents aged 35 to 49 and 50 to 64 years (index score of 42 and 46 respectively).

However, Council is rated significantly lower than the Large Rural group and State-wide averages for 2020 (index score of 47 and 54 respectively).

- Residents aged 18 to 34 years rate sealed local roads significantly lower than the Council-wide average and perceptions among this group have deteriorated since last year (index score of 36, down 10 points).

Further to these results, unprompted, one in five residents (20%) cite sealed local road maintenance as the Council area most in need of improvement.



## Individual service area performance

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



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

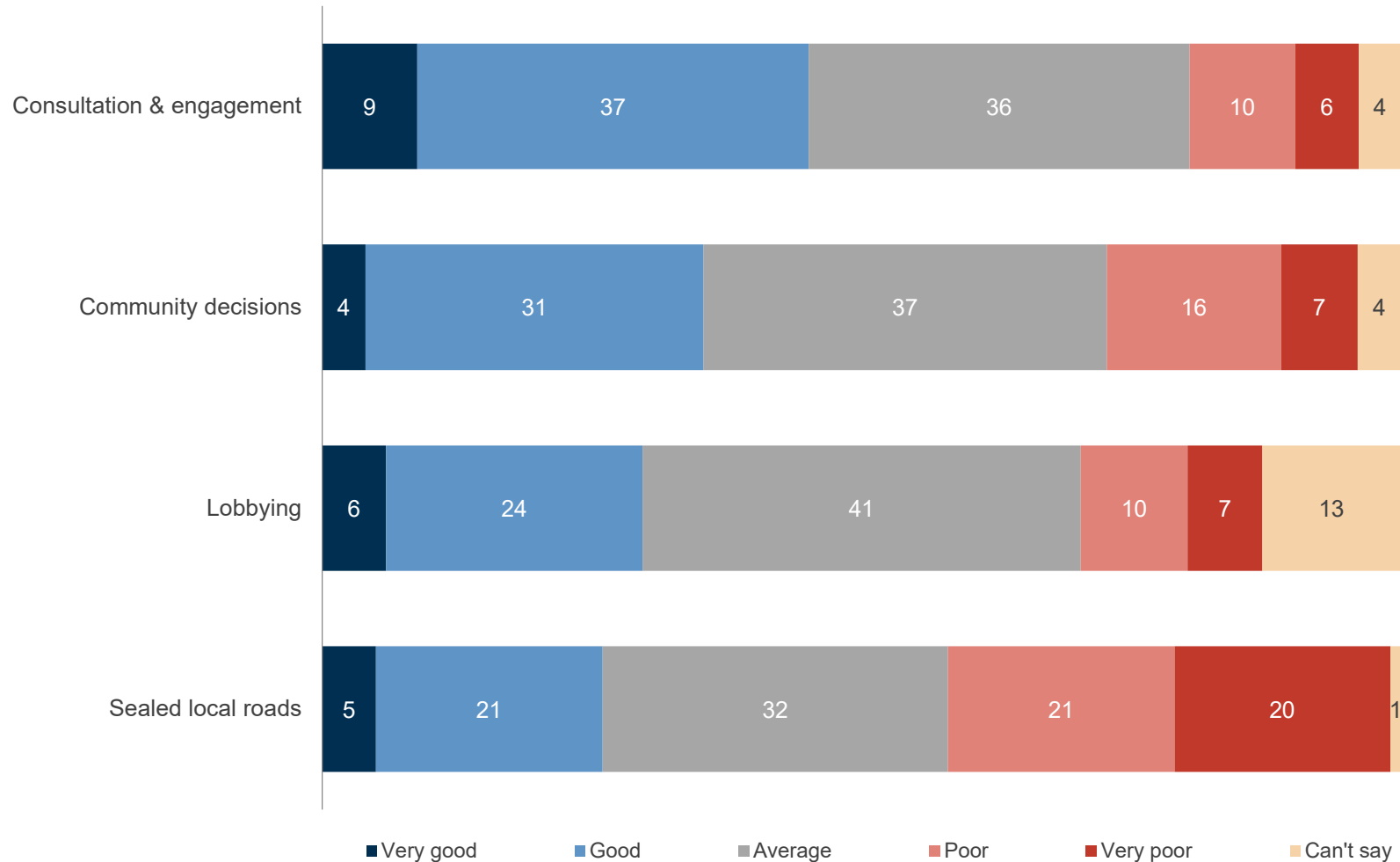
Base: All respondents. Councils asked state-wide: 62 Councils asked group: 17

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



## Individual service area performance

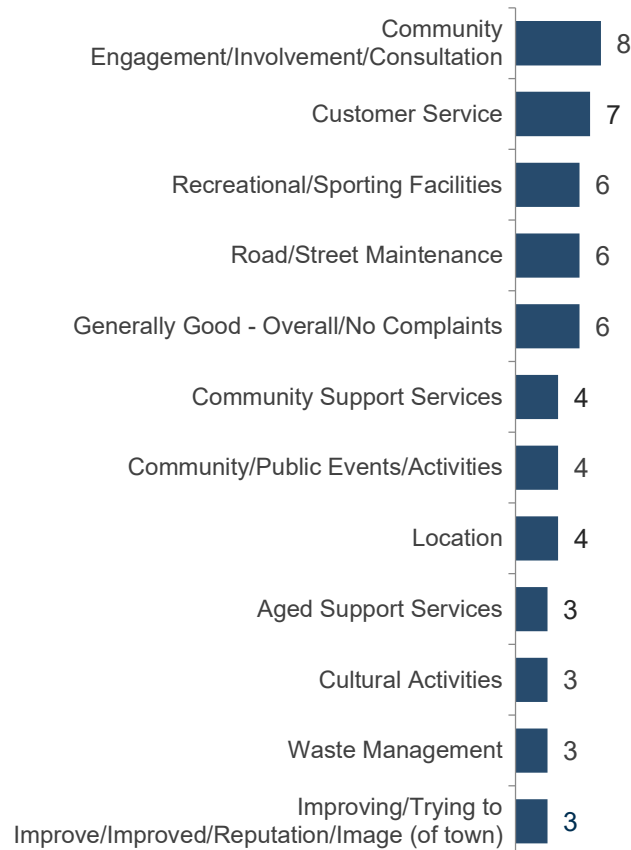
2020 individual service area performance (%)





## Best things about Council and areas for improvement

**2020 best things about Council (%)**  
- Top mentions only -



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



Q16. Please tell me what is the ONE BEST thing about Southern Grampians Shire Council? It could be about any of the issues or services we have covered in this survey or it could be about something else altogether?

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

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

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

A verbatim listing of responses to these questions can be found in the accompanying dashboard.

# **Customer service**





## Contact with council and customer service

### Contact with council

Almost six in ten Council residents (59%) have had contact with Council in the last 12 months. Rate of contact is five percentage points higher than in 2019 and at its highest point to date.

In person (35%) and by telephone (27%) remain the main methods of contacting Council however use of other methods, such as email and social media, continues to grow.



### Customer service

Council's customer service index of 67 is in line with the 2019 result, and with the Large Rural group and State-wide averages for this year (index score of 68 and 70 respectively).

Among residents who have had contact with Council, more than six in 10 (64%) provide a positive customer service rating of 'very good' or 'good'.

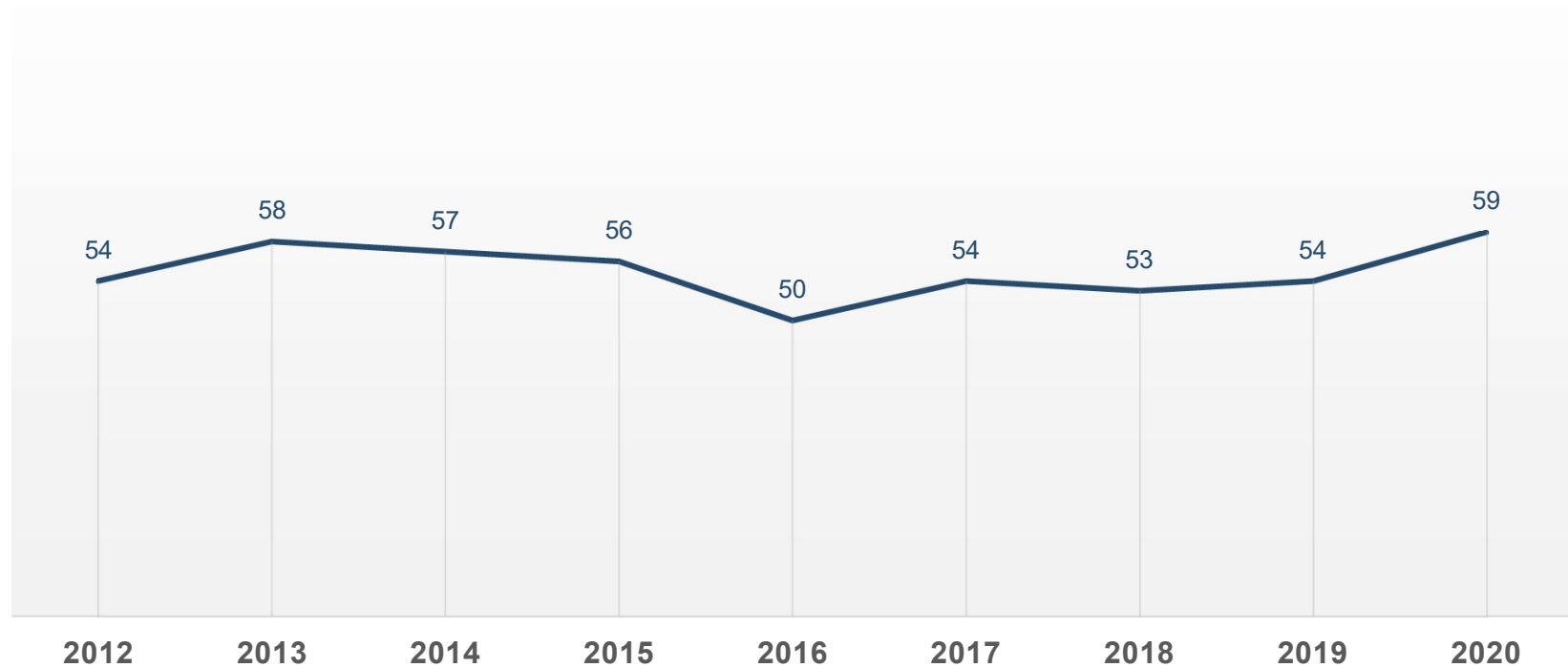
- There are no significant differences across demographic cohorts in the customer service index score compared to the Council average.
- That said, perceptions of customer service are more positive among residents aged 50 to 64 years (index score of 73, highest among all cohorts) than they are among residents aged 65+ years (62, lowest among all cohorts).

Among the main modes of contact, Council's customer service is most highly rated by those whose most recent interaction was in person (index score of 72). Council is also well rated on telephone contact (index score of 66).



## Contact with council

### 2020 contact with council (%) Have had contact

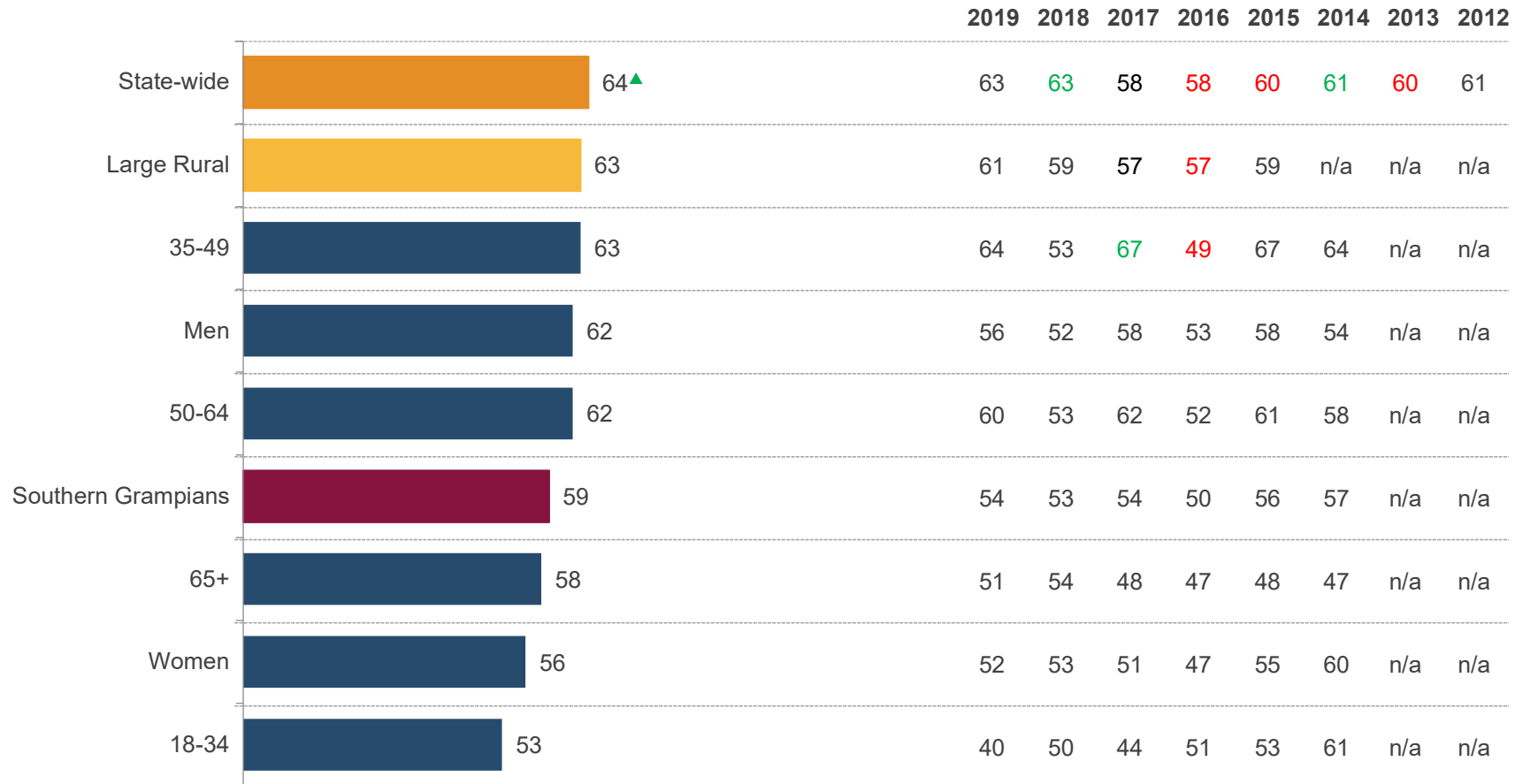


Q5a. Have you or any member of your household had any recent contact with Southern Grampians Shire Council in any of the following ways?  
Base: All respondents. Councils asked state-wide: 26 Councils asked group: 7



## Contact with council

### 2020 contact with council (%)



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

Base: All respondents. Councils asked state-wide: 26 Councils asked group: 7

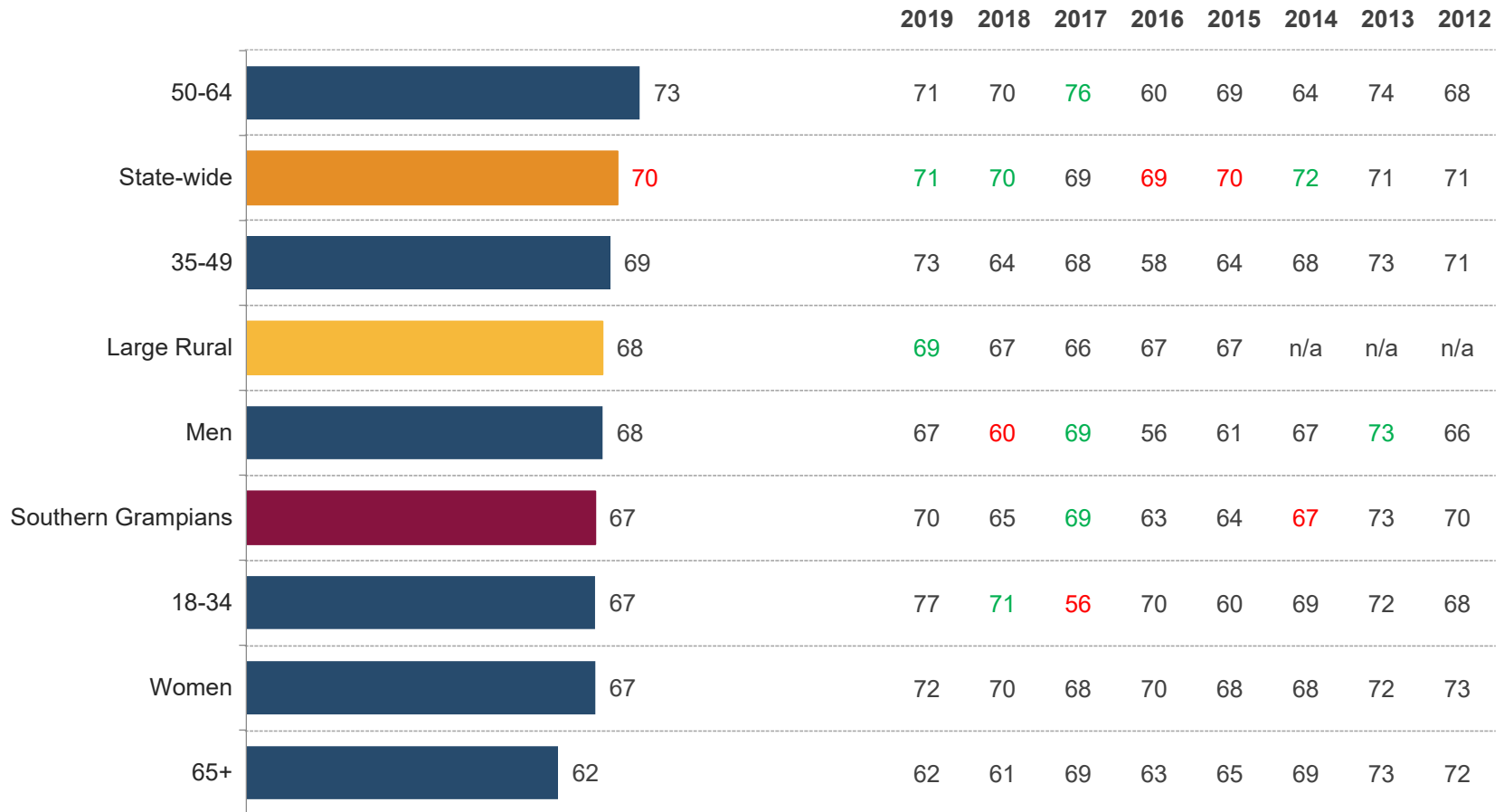
Note: Please see Appendix A for explanation of significant differences.

Some data may be missing from 2012 and 2013 due to a change in demographic analysis.



## Customer service rating

2020 customer service rating (index scores)

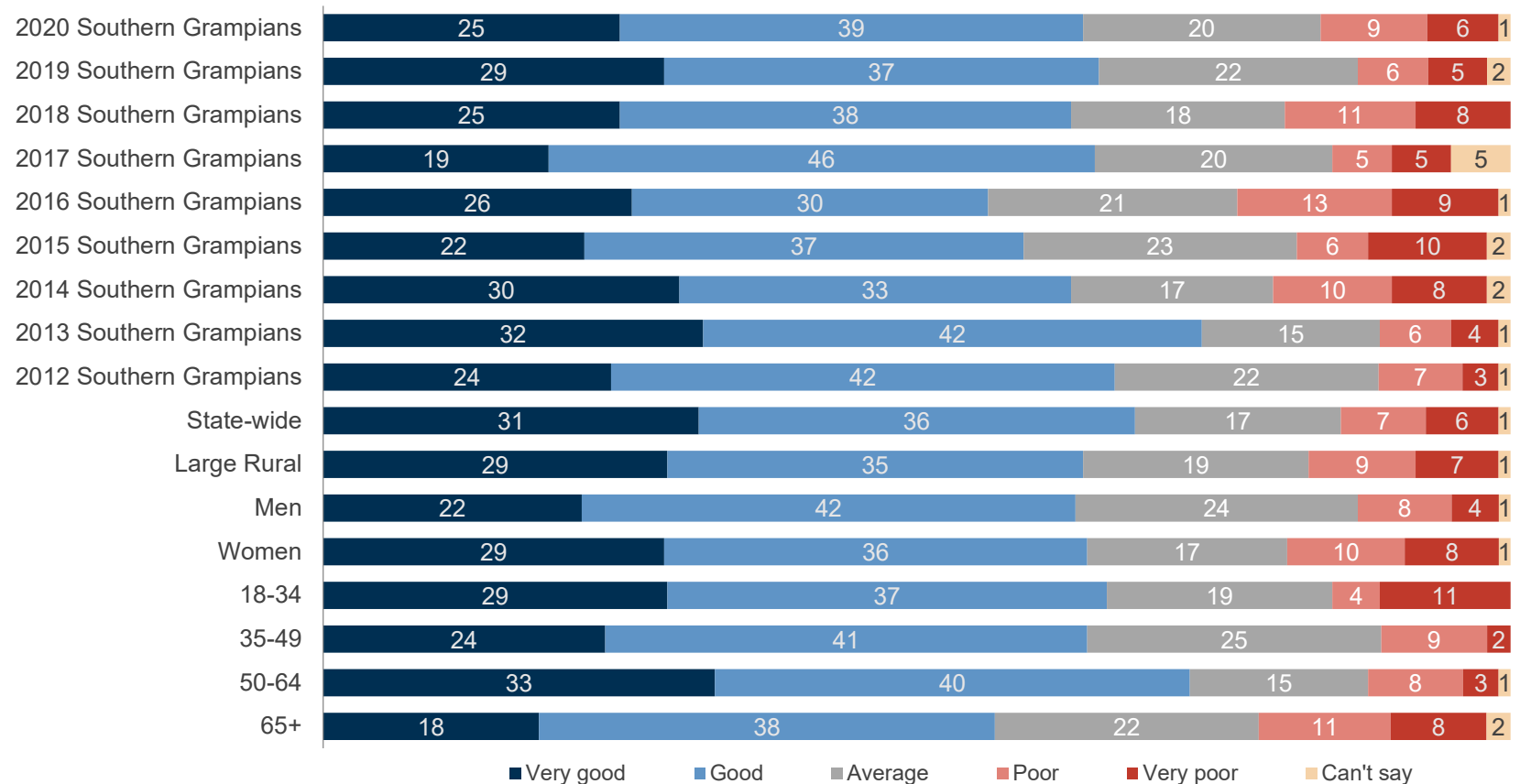


Q5c. Thinking of the most recent contact, how would you rate Southern Grampians Shire Council for customer service? Please keep in mind we do not mean the actual outcome but rather the actual service that was received.  
 Base: All respondents who have had contact with Council in the last 12 months.  
 Councils asked state-wide: 62 Councils asked group: 17  
 Note: Please see Appendix A for explanation of significant differences.



## Customer service rating

### 2020 customer service rating (%)



Q5c. Thinking of the most recent contact, how would you rate Southern Grampians Shire Council for customer service? Please keep in mind we do not mean the actual outcome but rather the actual service that was received.

Base: All respondents who have had contact with Council in the last 12 months.  
Councils asked state-wide: 62 Councils asked group: 17



## Method of contact with council

2020 method of contact (%)



In Person



In Writing



By Telephone



By Text Message



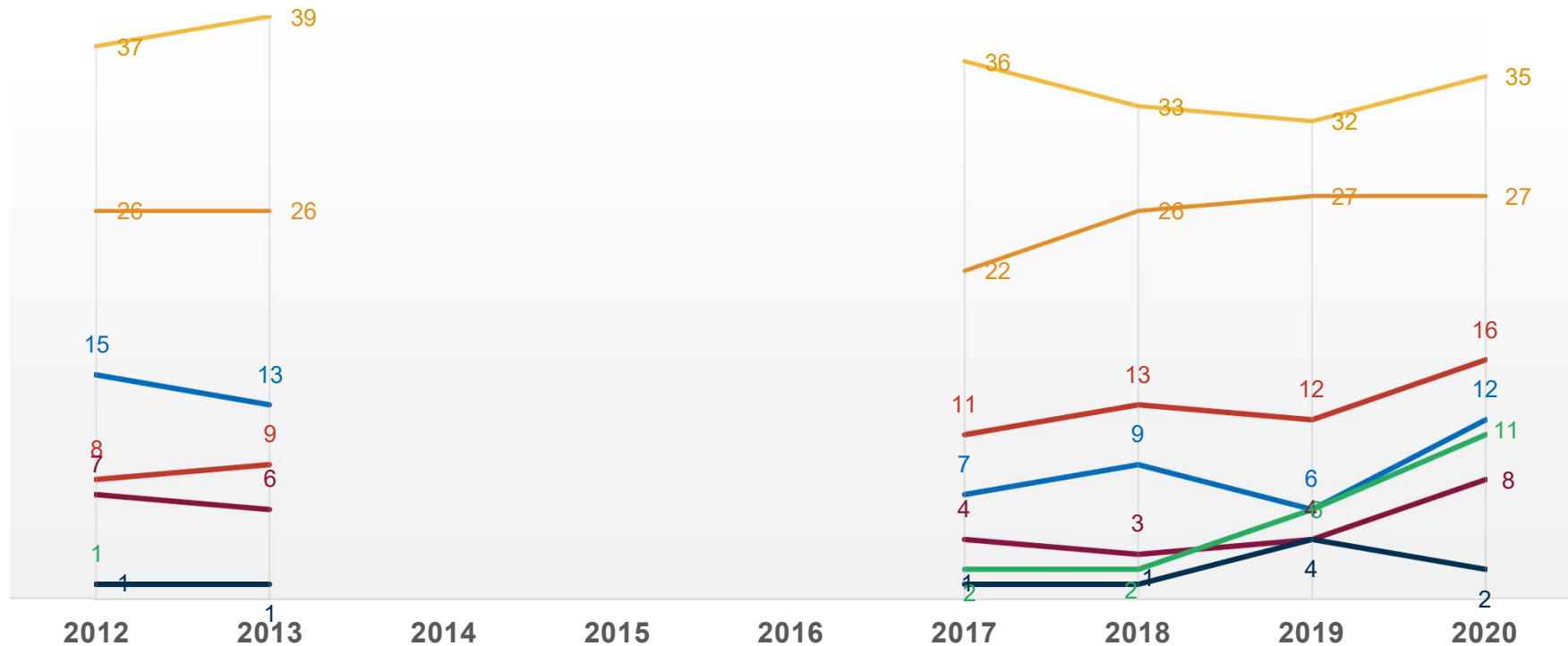
By Email



Via Website



By Social Media



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

Base: All respondents. Councils asked state-wide: 26 Councils asked group: 7

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



## Customer service rating by method of last contact

2020 customer service rating (index score by method of last contact)



Q5c. Thinking of the most recent contact, how would you rate Southern Grampians 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: 26 Councils asked group: 7

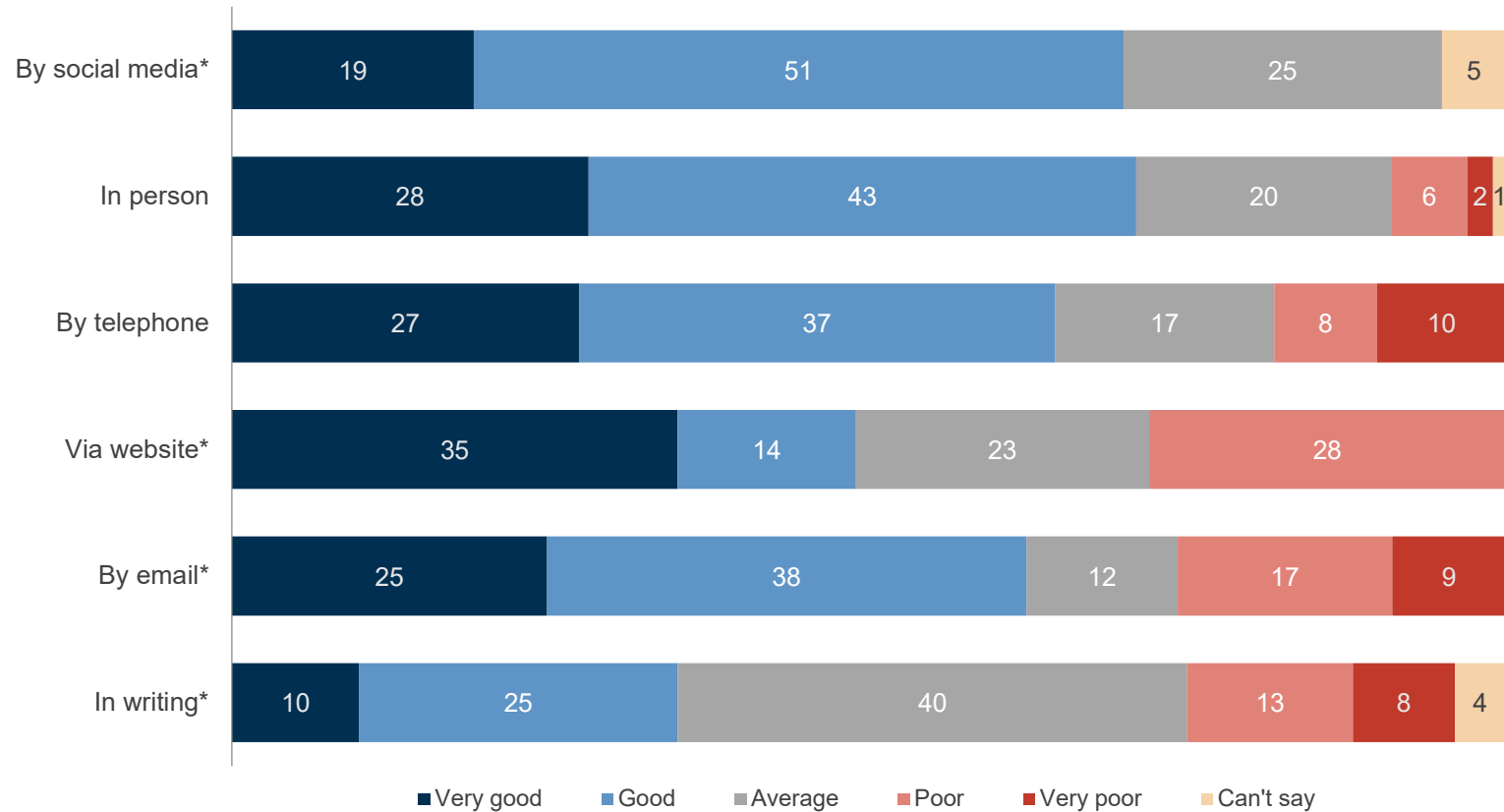
Note: Please see Appendix A for explanation of significant differences.

\*Caution: small sample size < n=30



## Customer service rating by method of last contact

2020 customer service rating (% by method of last contact)



Q5c. Thinking of the most recent contact, how would you rate Southern Grampians 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: 26 Councils asked group: 7  
 \*Caution: small sample size < n=30



# Communication



## Communication

The preferred forms of communication from Council in 2020 are newsletters sent via mail (24%) or email (22%).

There are indications that interest in mailed newsletters may be recovering after a decline over 2012 to 2019 to a low of 21%, with residents aged over 50 years driving this change.

There is also reasonable community interest in advertising (15%) or newsletter inserts (13%) in local newspapers and in communications via social media (15%).

- The most preferred form of communication for residents aged under 50 years remains social media (28%), however there is also interest in both mailed (22%) and emailed (21%) newsletter formats.
- The most preferred form of communication for residents aged over 50 years is Council newsletters sent via mail (26%), closely followed by emailed newsletters (22%) and advertising (19%) or newsletter inserts (16%) in local newspapers.





## Best form of communication

2020 best form of communication (%)



Advertising in  
a Local  
Newspaper



Council  
Newsletter  
via Mail



Council  
Newsletter  
via Email



Council  
Newsletter as  
Local Paper Insert



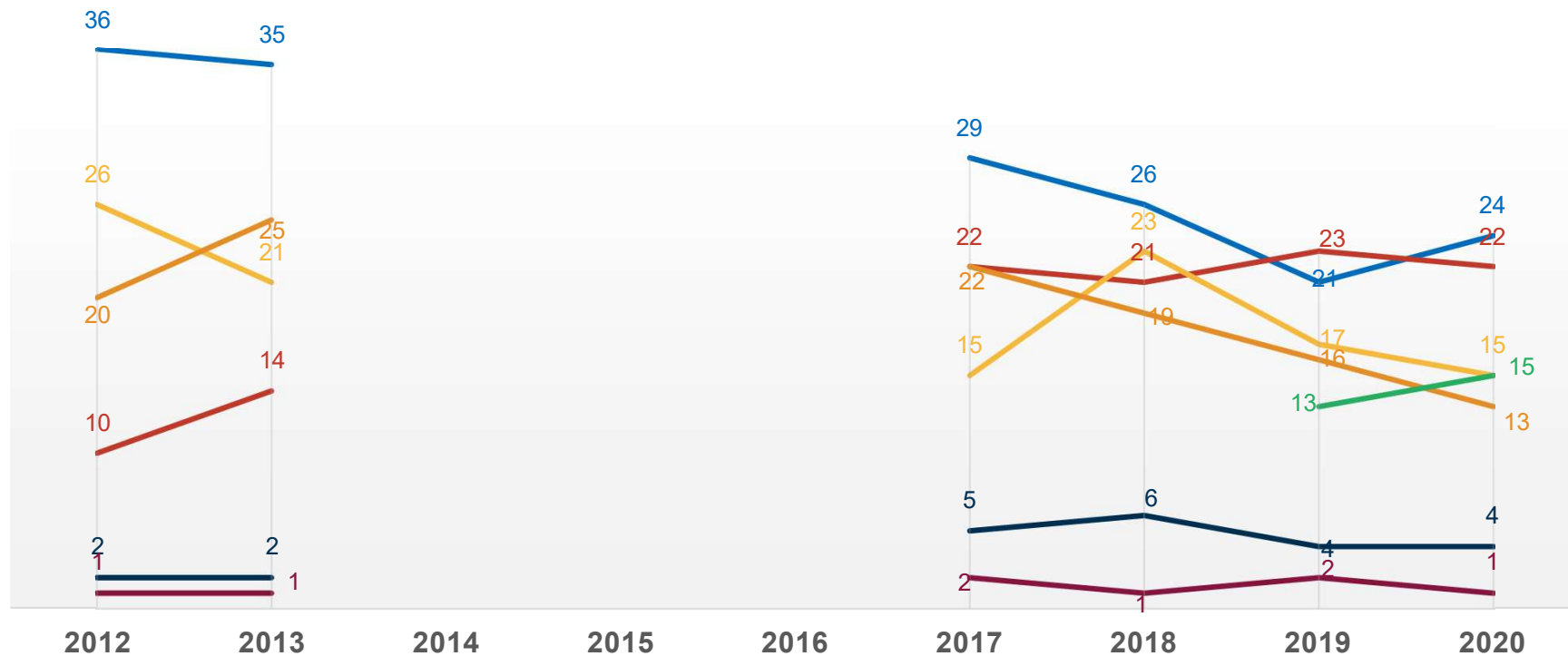
Council  
Website



Text  
Message



Social  
Media

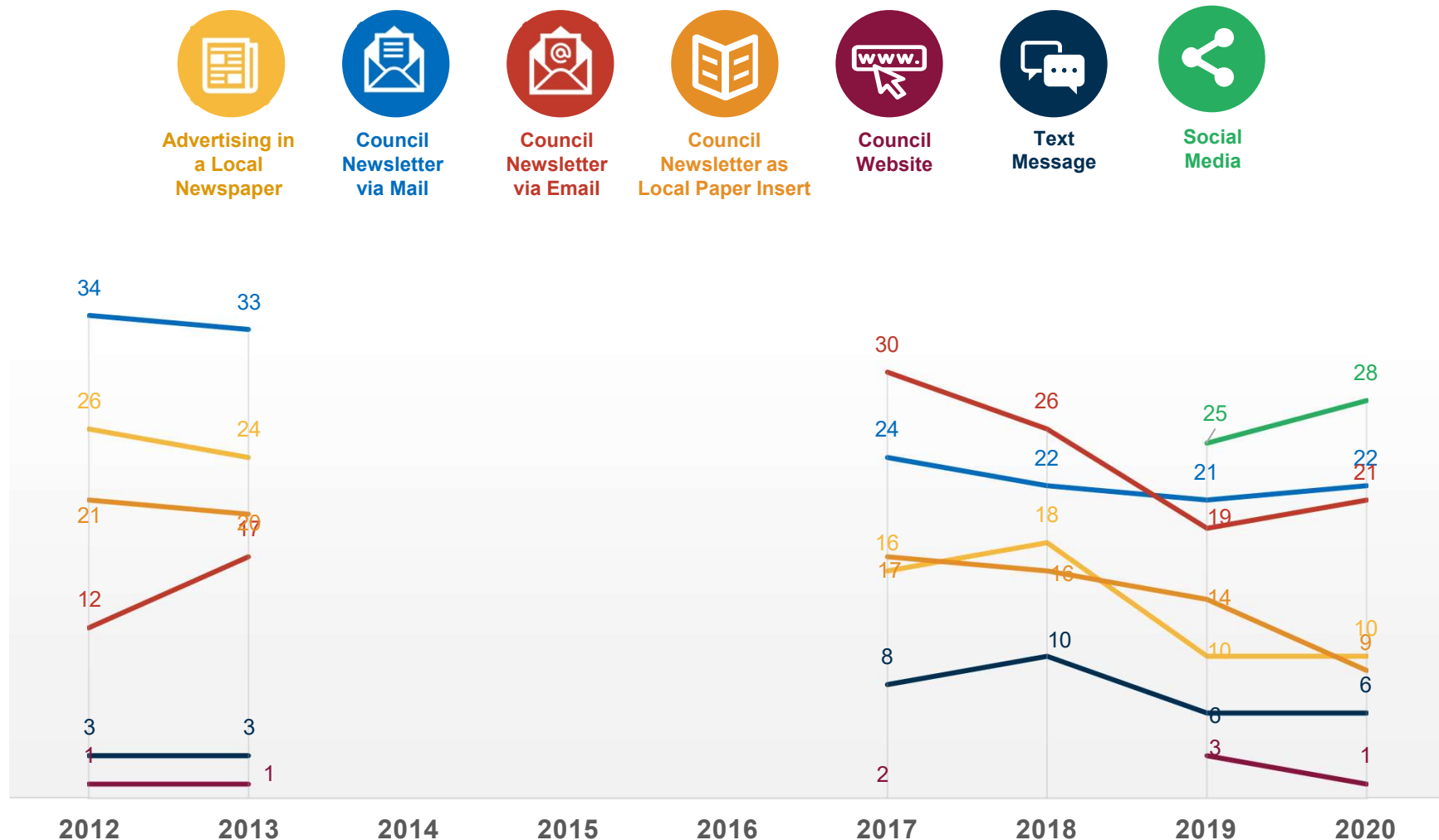


Q13. If Southern Grampians Shire Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?  
Base: All respondents. Councils asked state-wide: 33 Councils asked group: 9  
Note: 'Social Media' was included in 2019.



## Best form of communication: under 50s

2020 under 50s best form of communication (%)



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

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

Note: 'Social Media' was included in 2019.



## Best form of communication: over 50s

2020 over 50s best form of communication (%)



Advertising in  
a Local  
Newspaper



Council  
Newsletter  
via Mail



Council  
Newsletter  
via Email



Council  
Newsletter as  
Local Paper Insert



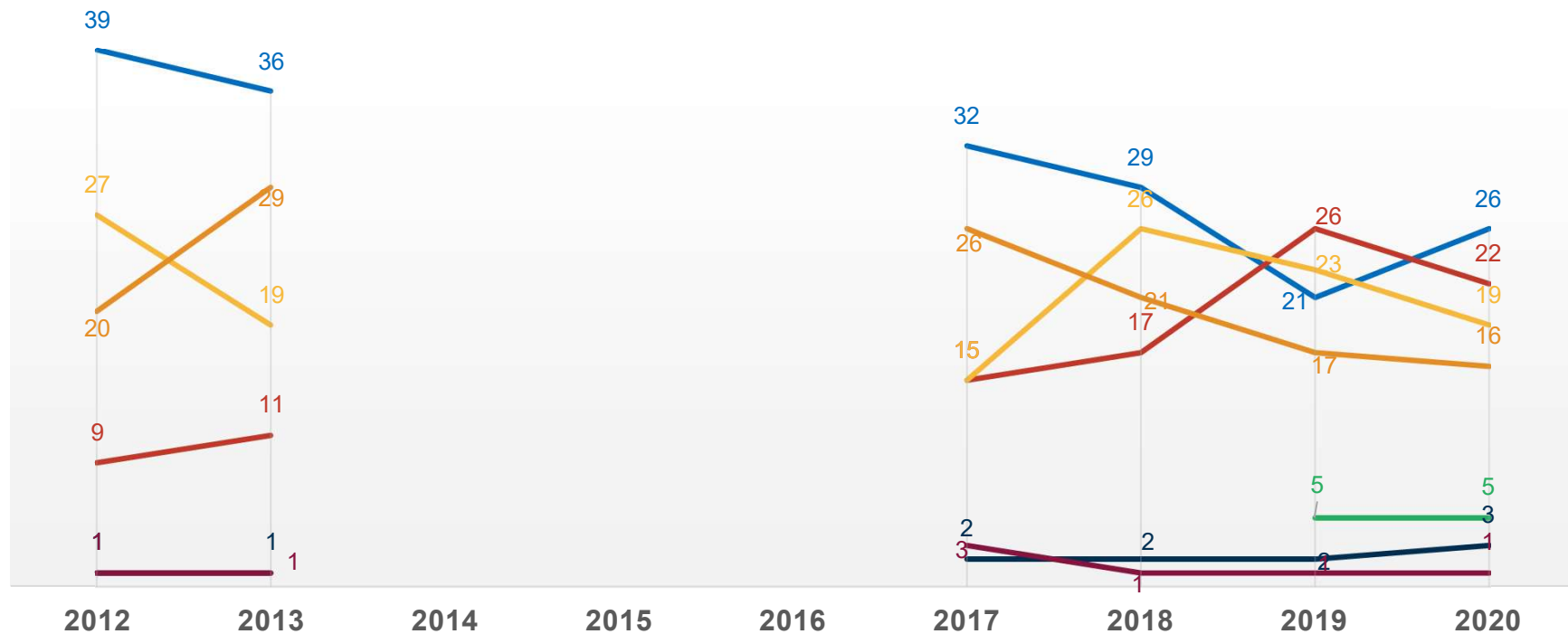
Council  
Website



Text  
Message



Social  
Media



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

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

Note: 'Social Media' was included in 2019.



## **Council direction**



## Council direction

Perceptions of Council's overall direction are similar to the past two years but not as positive as at their peak index rating in 2017.

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

- 15% believe the direction has improved in the last 12 months, down six points on 2019.
- 18% believe it has deteriorated, unchanged from 2019.
- Most satisfied with council direction are those aged 18 to 34 years (index score of 57, significantly higher than the Council average).
- Perceptions have declined significantly in the past 12 months among residents aged 65+ years (index score of 44, down eight points) and are now well below their 2017 peak (index score of 63).

However, a majority (57%) of residents continue to rate Council as generally heading in the right direction, significantly more than the proportion who see it heading in the wrong direction (32%).

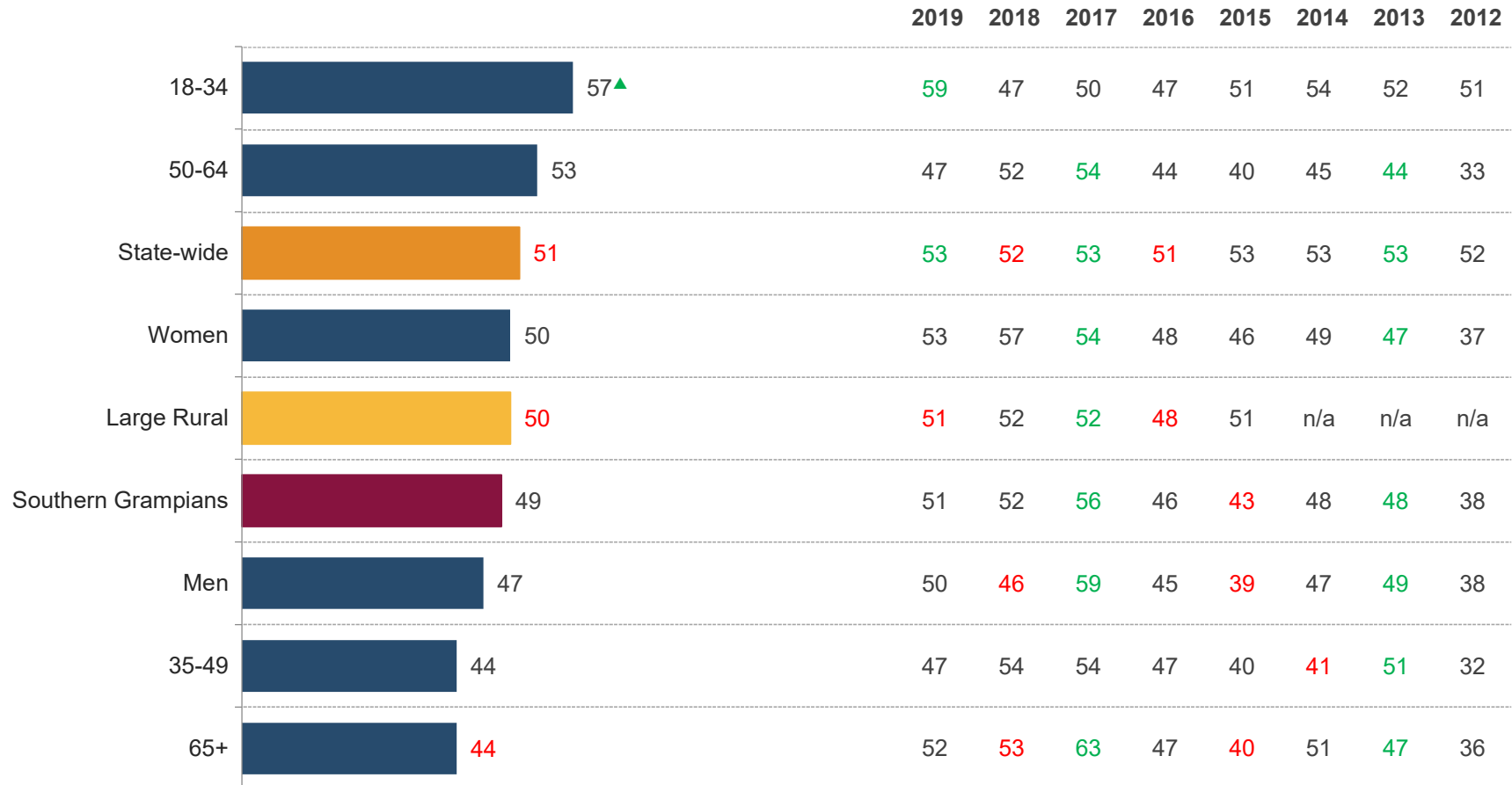
On trading off quality versus cost of Council services, more residents continue to prefer service cuts and keeping rates unchanged (54%) than rate rises to improve services (25%), and 22% are undecided.





## Overall council direction last 12 months

### 2020 overall direction (index scores)



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

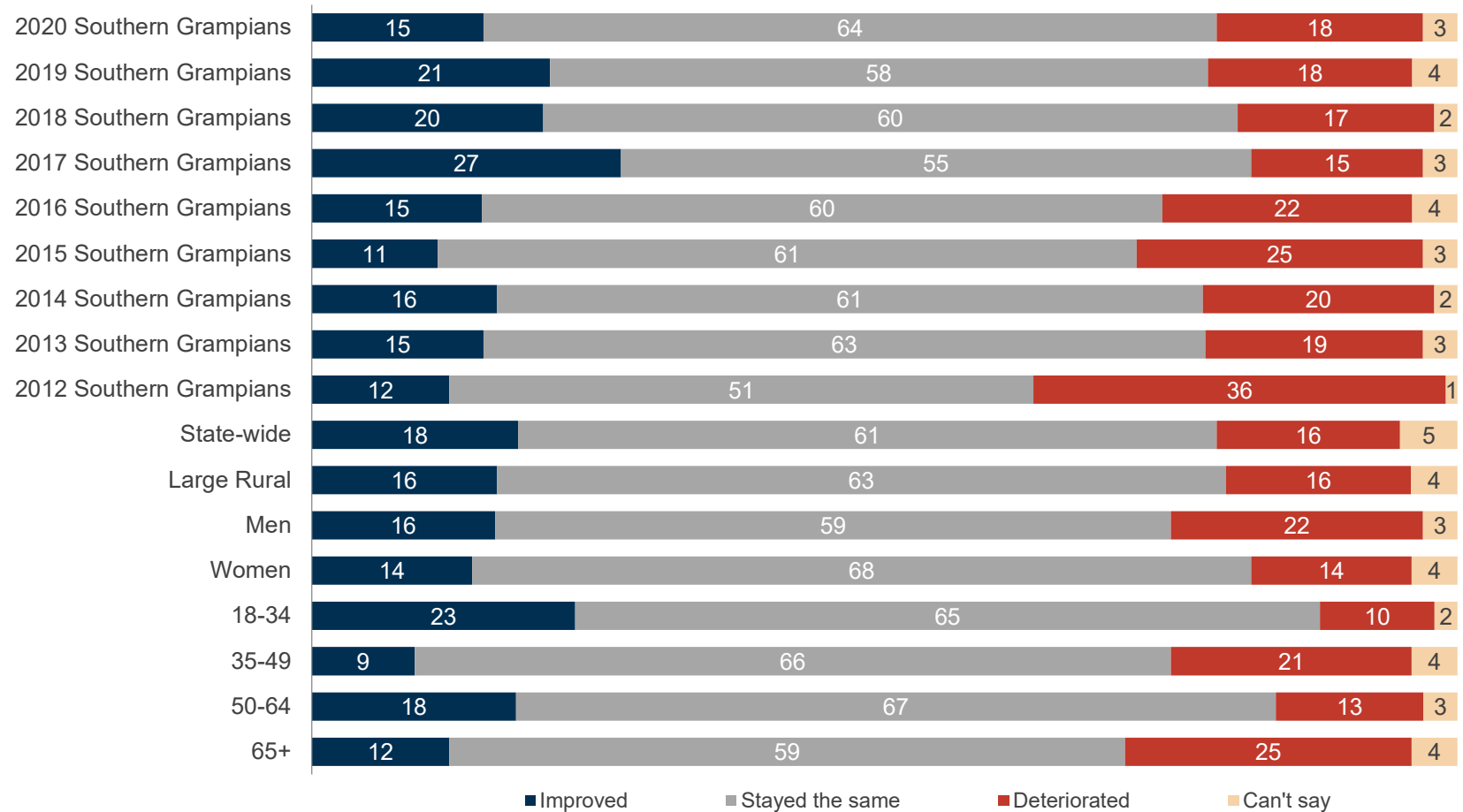
Base: All respondents. Councils asked state-wide: 62 Councils asked group: 17

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



## Overall council direction last 12 months

### 2020 overall council direction (%)

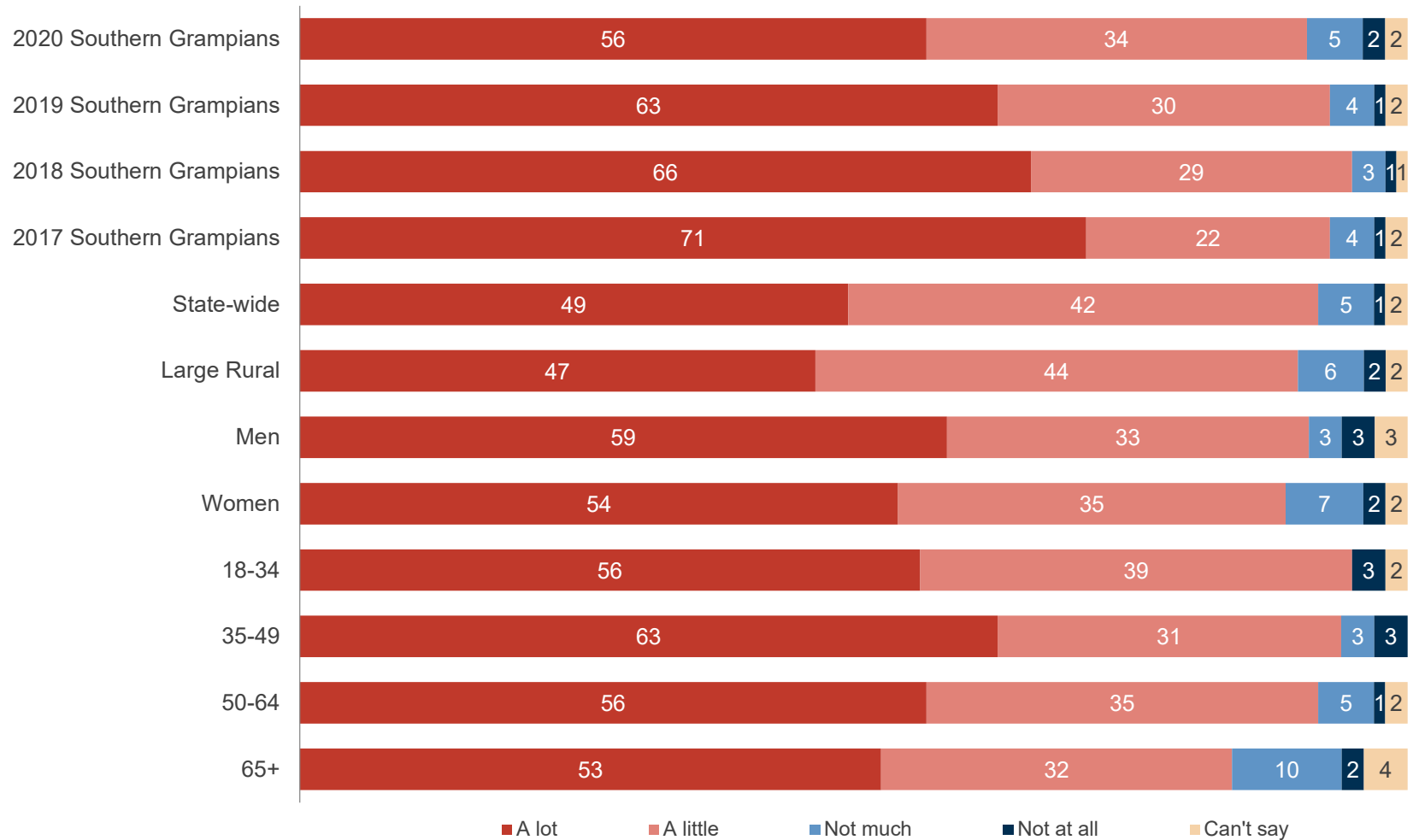


Q6. Over the last 12 months, what is your view of the direction of Southern Grampians Shire Council's overall performance?  
 Base: All respondents. Councils asked state-wide: 62 Councils asked group: 17



## Room for improvement in services

2020 room for improvement in services (%)



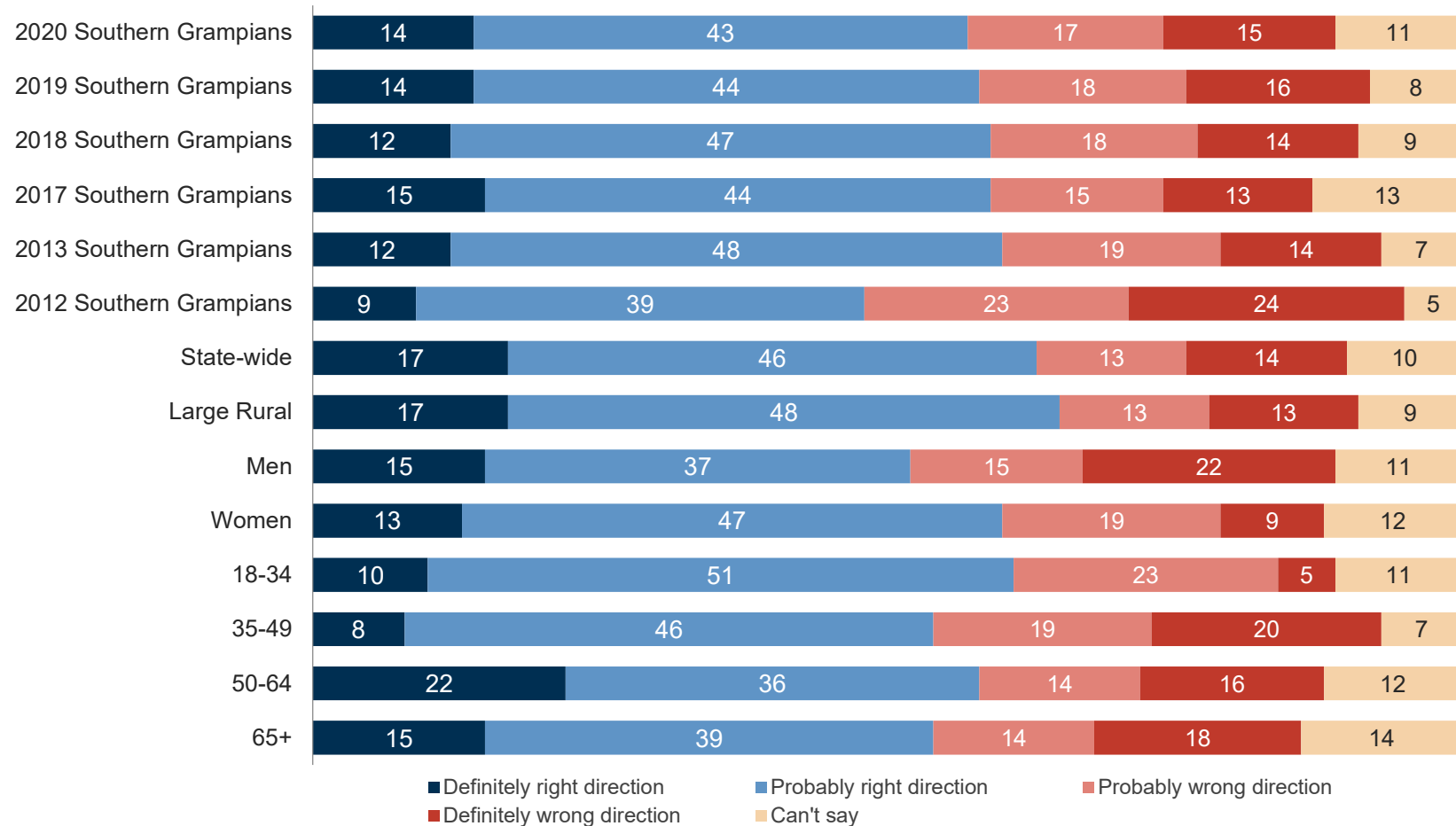
Q7. Thinking about the next 12 months, how much room for improvement do you think there is in Southern Grampians Shire Council's overall performance?

Base: All respondents. Councils asked state-wide: 4 Councils asked group: 2



## Right / wrong direction

### 2020 right / wrong direction (%)

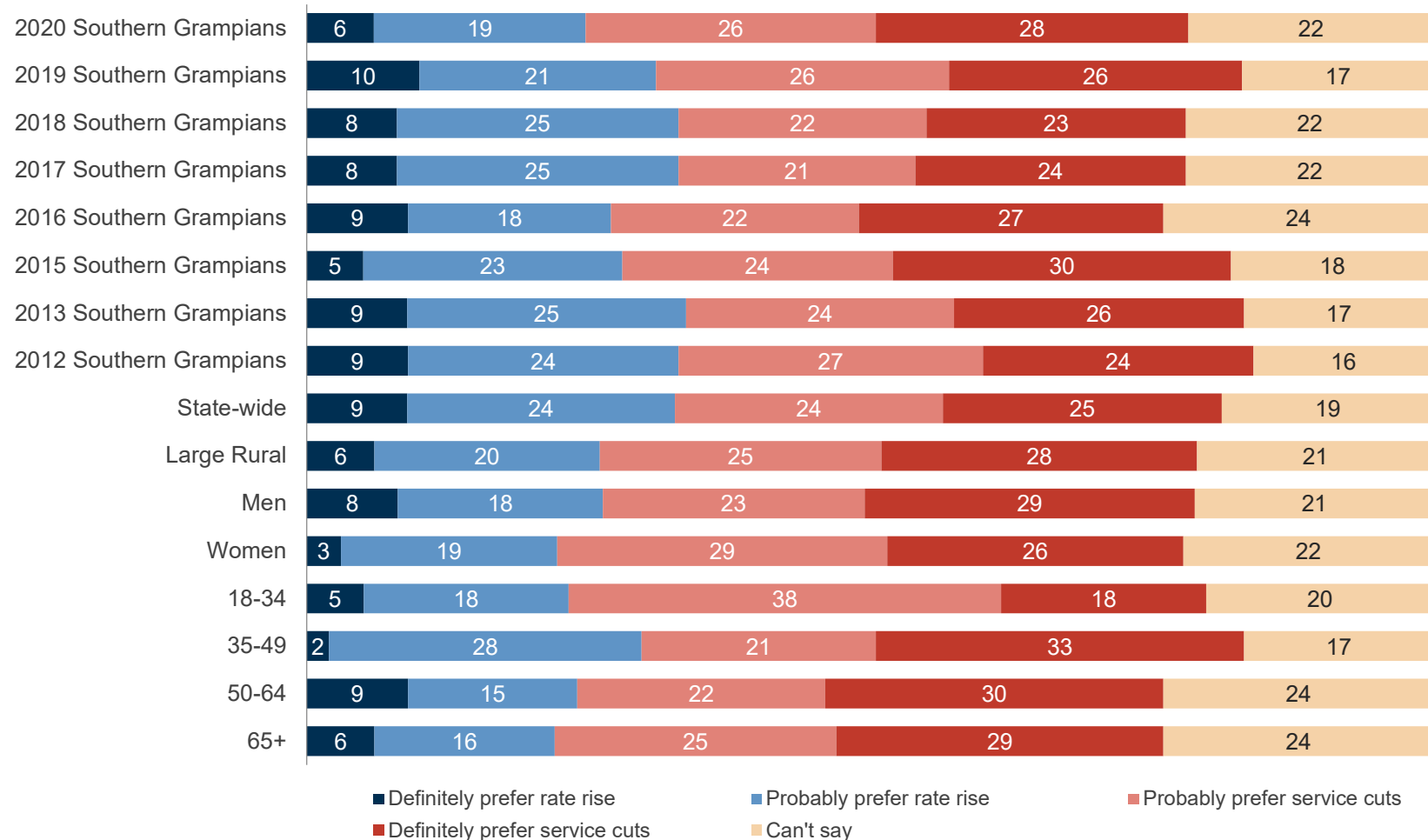


Q8. Would you say your local Council is generally heading in the right direction or the wrong direction?  
 Base: All respondents. Councils asked state-wide: 10 Councils asked group: 3



## Rates / services trade-off

### 2020 rates / services trade-off (%)



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

Base: All respondents. Councils asked state-wide: 13 Councils asked group: 3



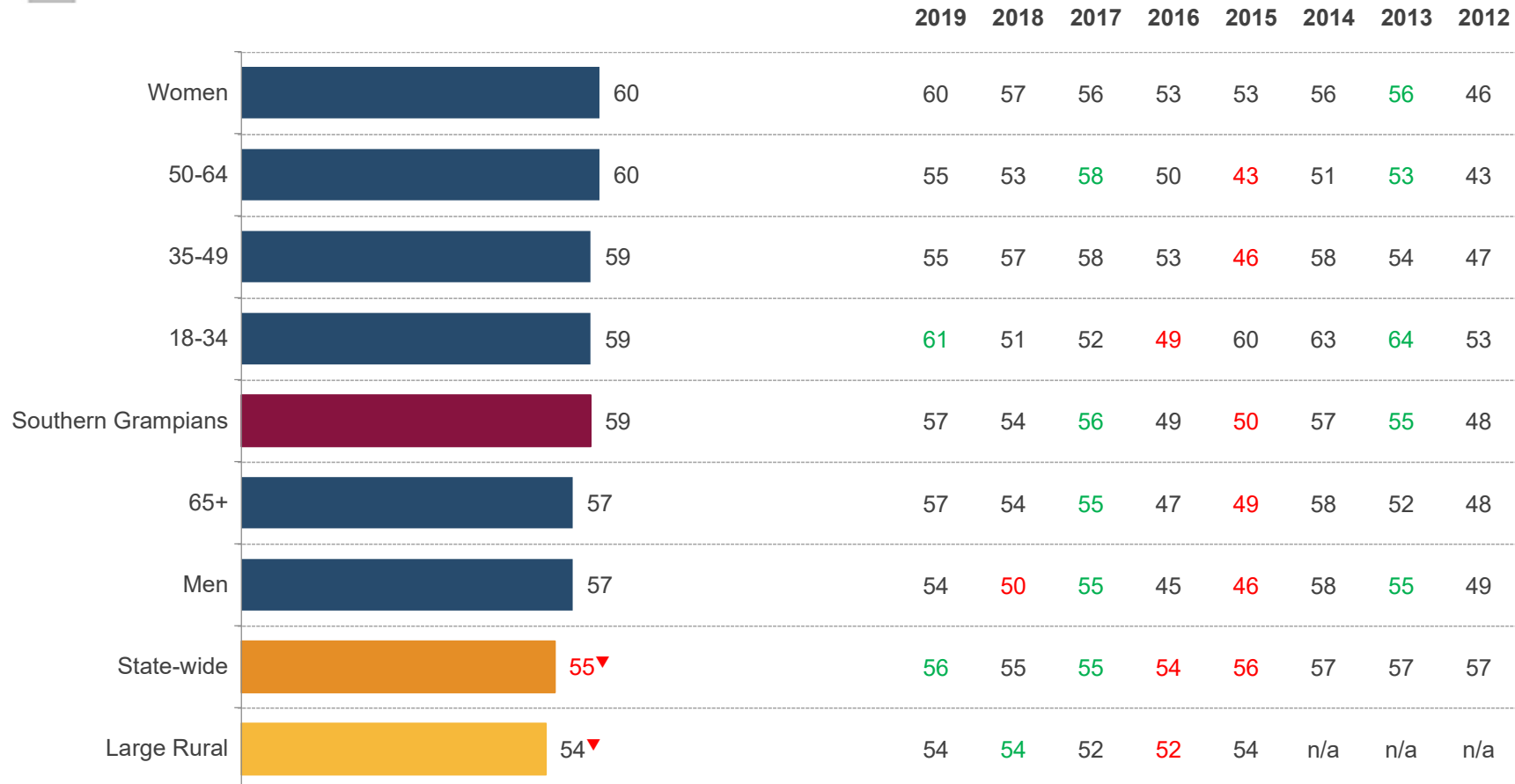
## **Individual service areas**



# Community consultation and engagement performance



## 2020 consultation and engagement performance (index scores)



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

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

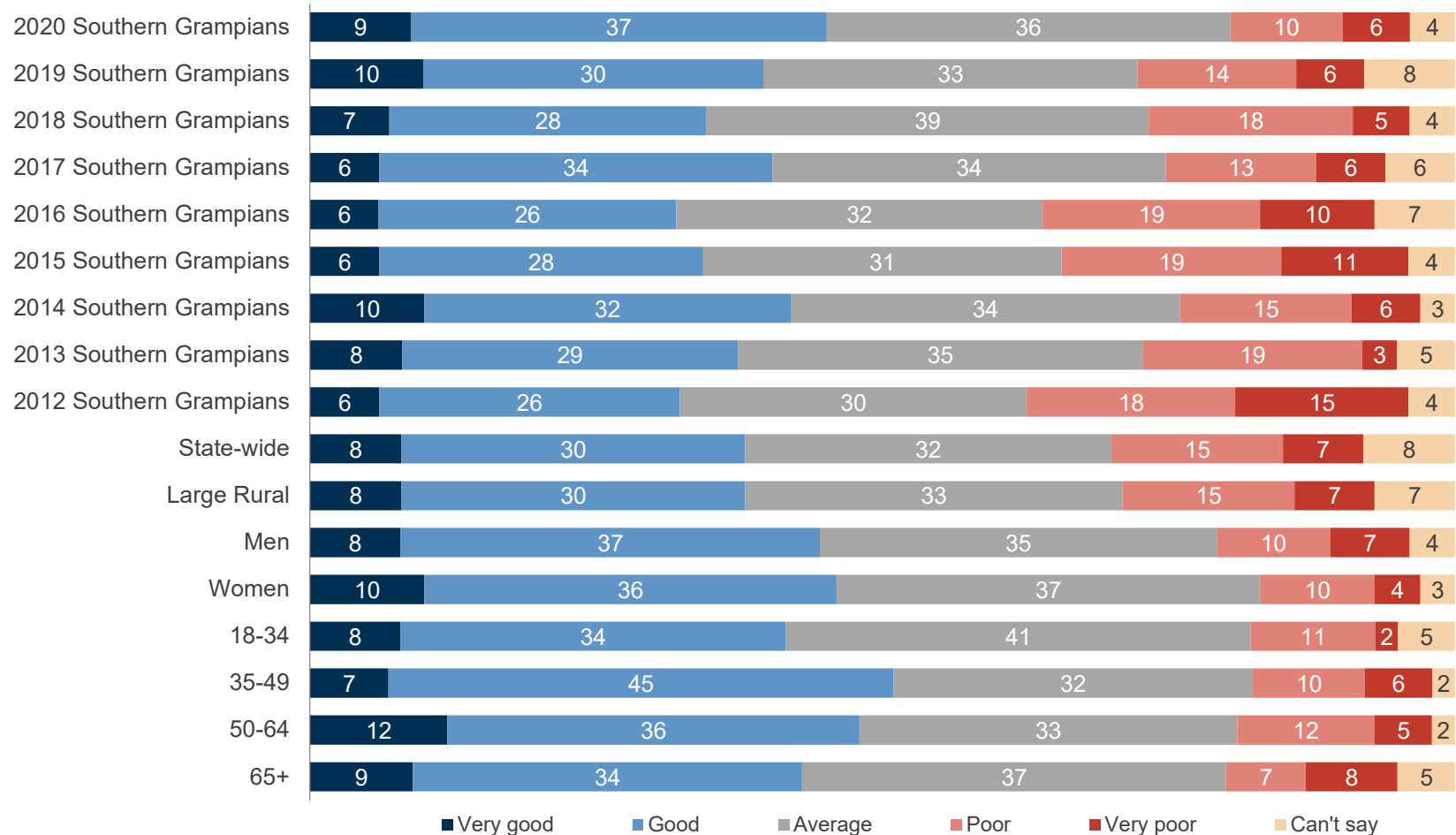
Note: Please see Appendix A for explanation of significant differences.



## Community consultation and engagement performance



### 2020 consultation and engagement performance (%)



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



## Lobbying on behalf of the community performance



### 2020 lobbying performance (index scores)

		2019	2018	2017	2016	2015	2014	2013	2012
18-34	58▲	50	51	43	48	55	66	57	57
Women	55	53	52	51	53	50	56	51	47
50-64	54	50	51	49	47	45	50	48	45
State-wide	53	54	54	54	53	55	56	55	55
Southern Grampians	53	51	51	49	49	49	57	53	49
Large Rural	53	52	52	51	50	53	n/a	n/a	n/a
65+	51	53	50	54	50	50	59	55	50
35-49	51	49	51	49	51	45	55	52	45
Men	51	48	49	48	45	47	58	54	52

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

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

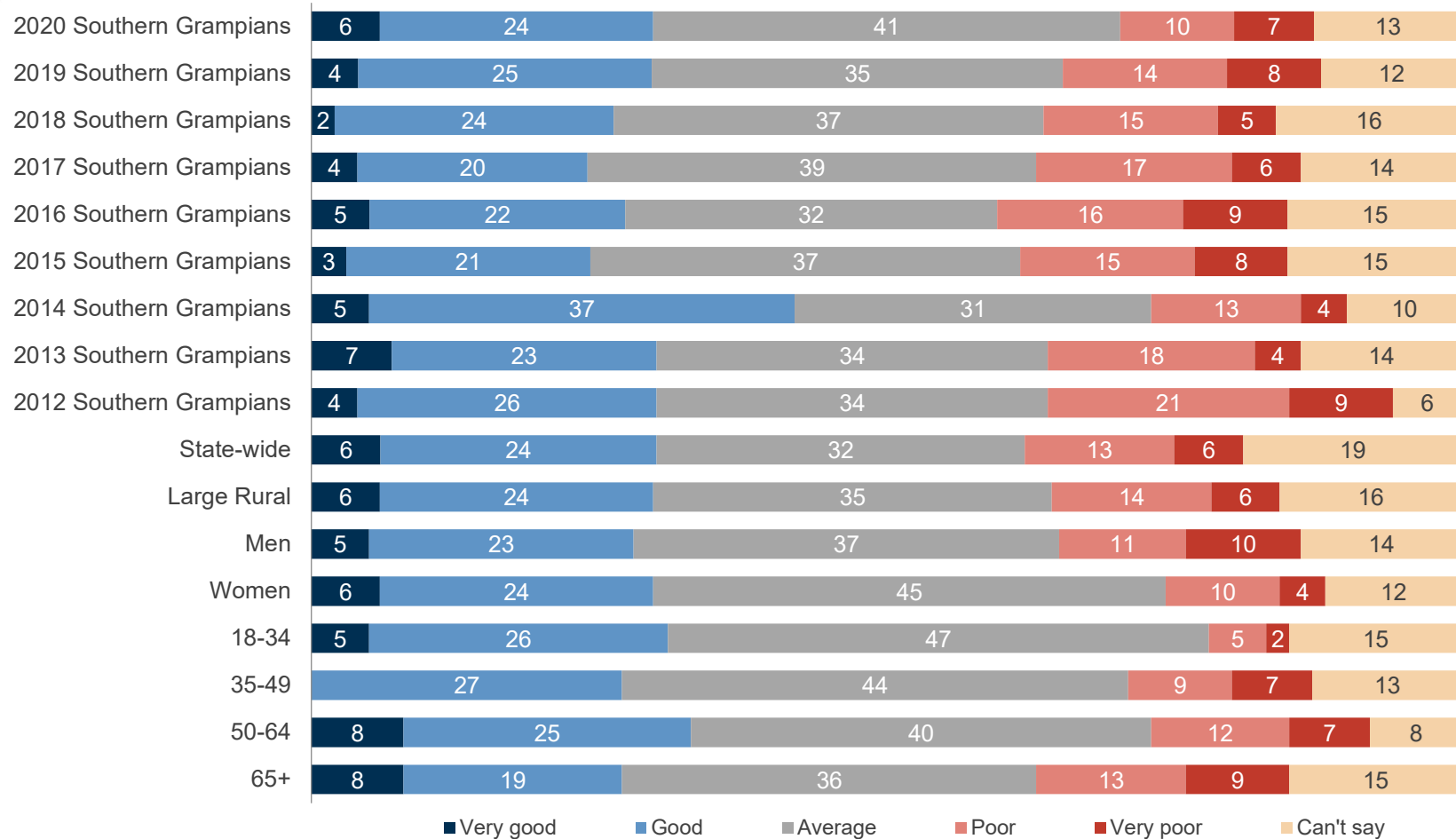
Note: Please see Appendix A for explanation of significant differences.



## Lobbying on behalf of the community performance



2020 lobbying performance (%)

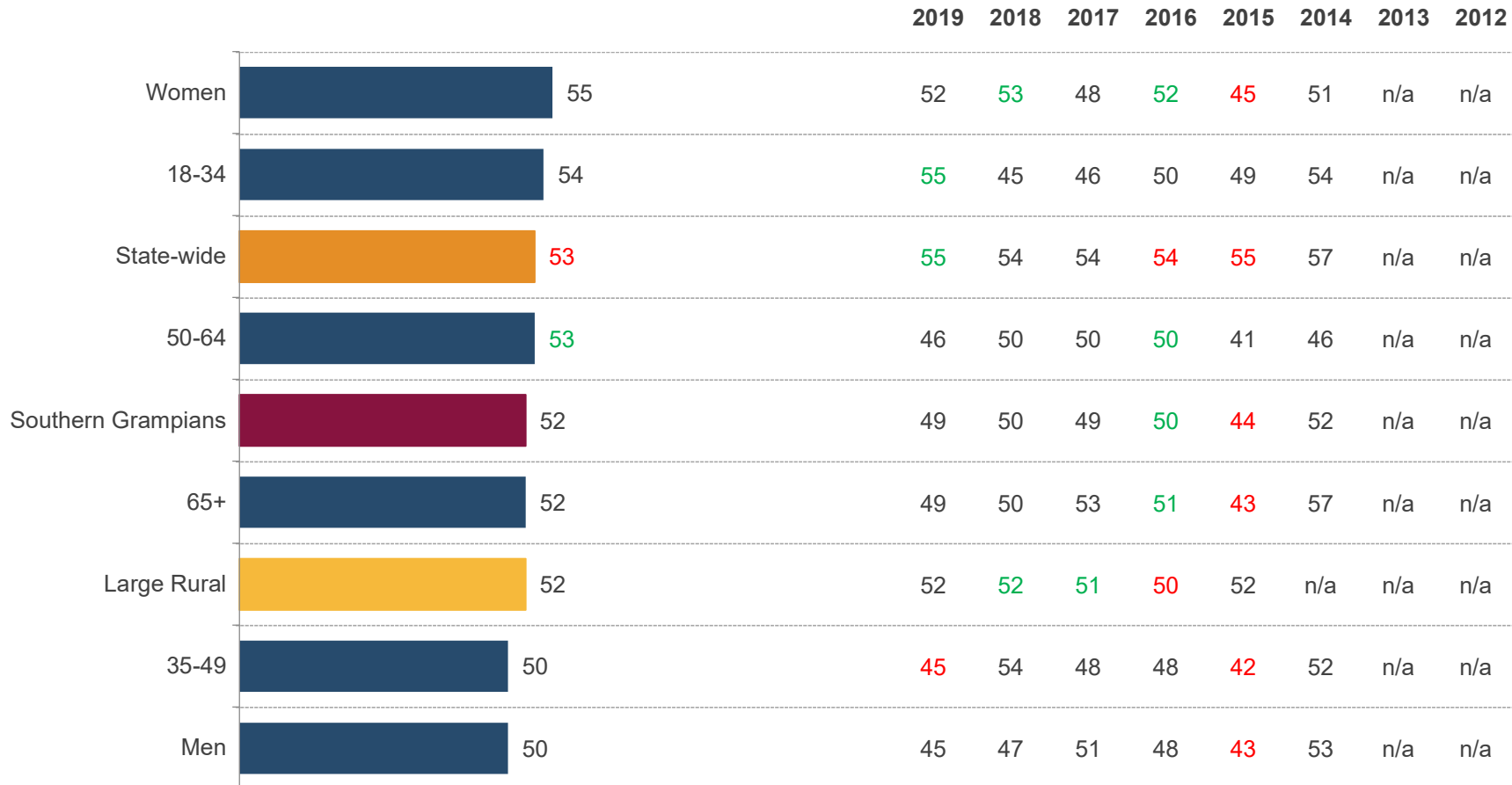


Q2. How has Council performed on 'Lobbying on behalf of the community' over the last 12 months?  
Base: All respondents. Councils asked state-wide: 62 Councils asked group: 17

## Decisions made in the interest of the community performance



2020 community decisions made performance (index scores)



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

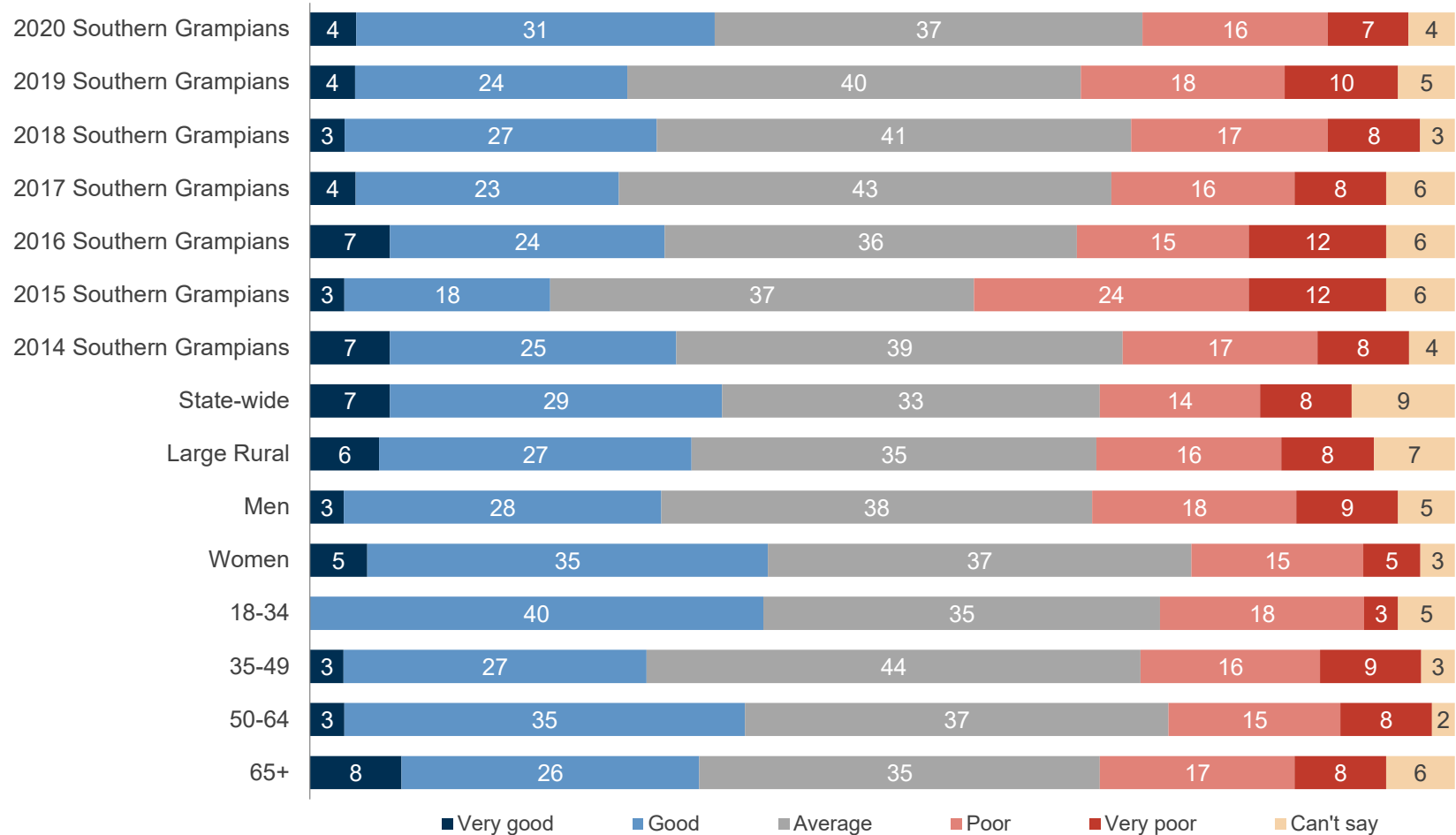
Base: All respondents. Councils asked state-wide: 62 Councils asked group: 17

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

## Decisions made in the interest of the community performance



2020 community decisions made performance (%)

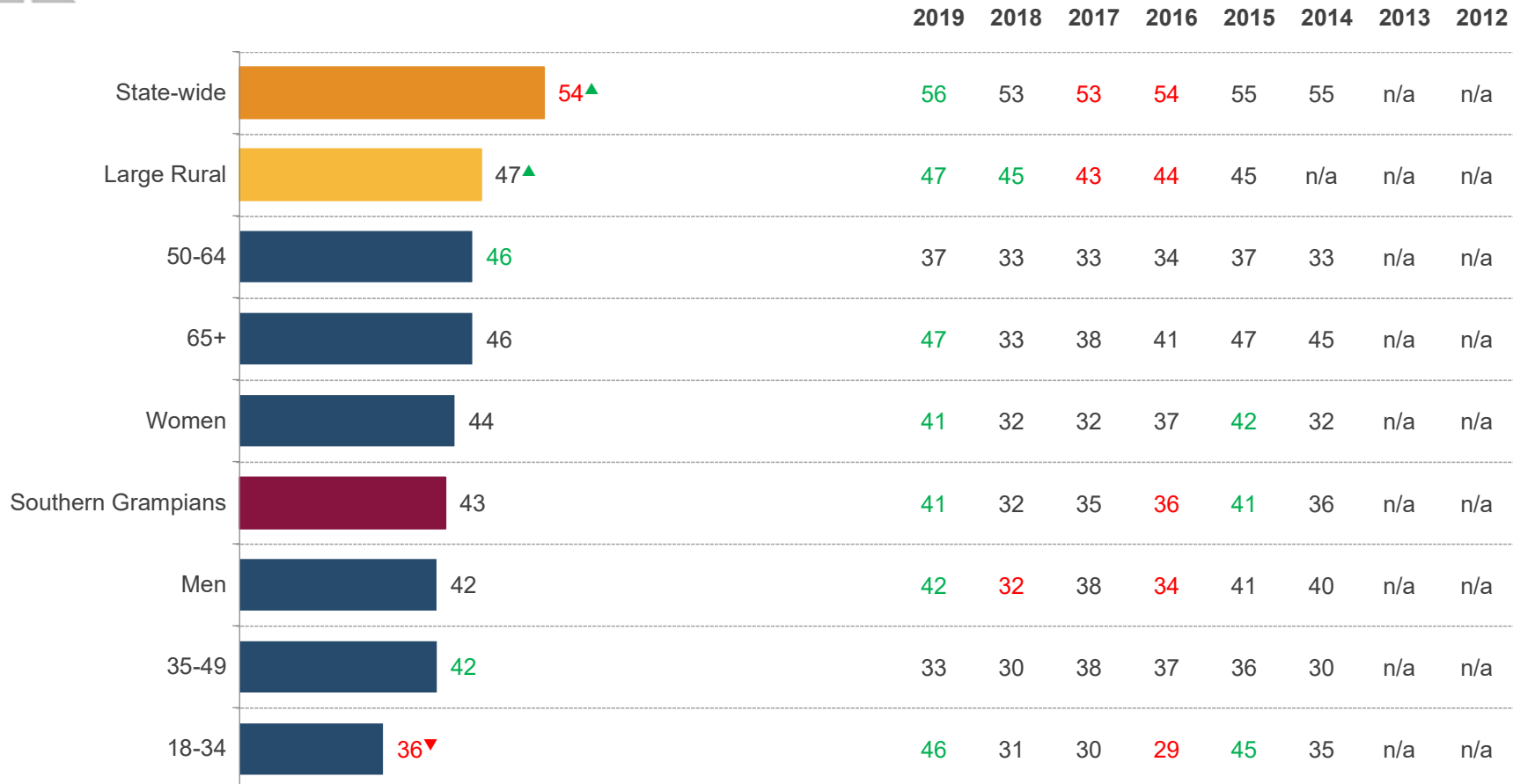


Q2. How has Council performed on 'Decisions made in the interest of the community' over the last 12 months?  
Base: All respondents. Councils asked state-wide: 62 Councils asked group: 17

# The condition of sealed local roads in your area performance



## 2020 sealed local roads performance (index scores)



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

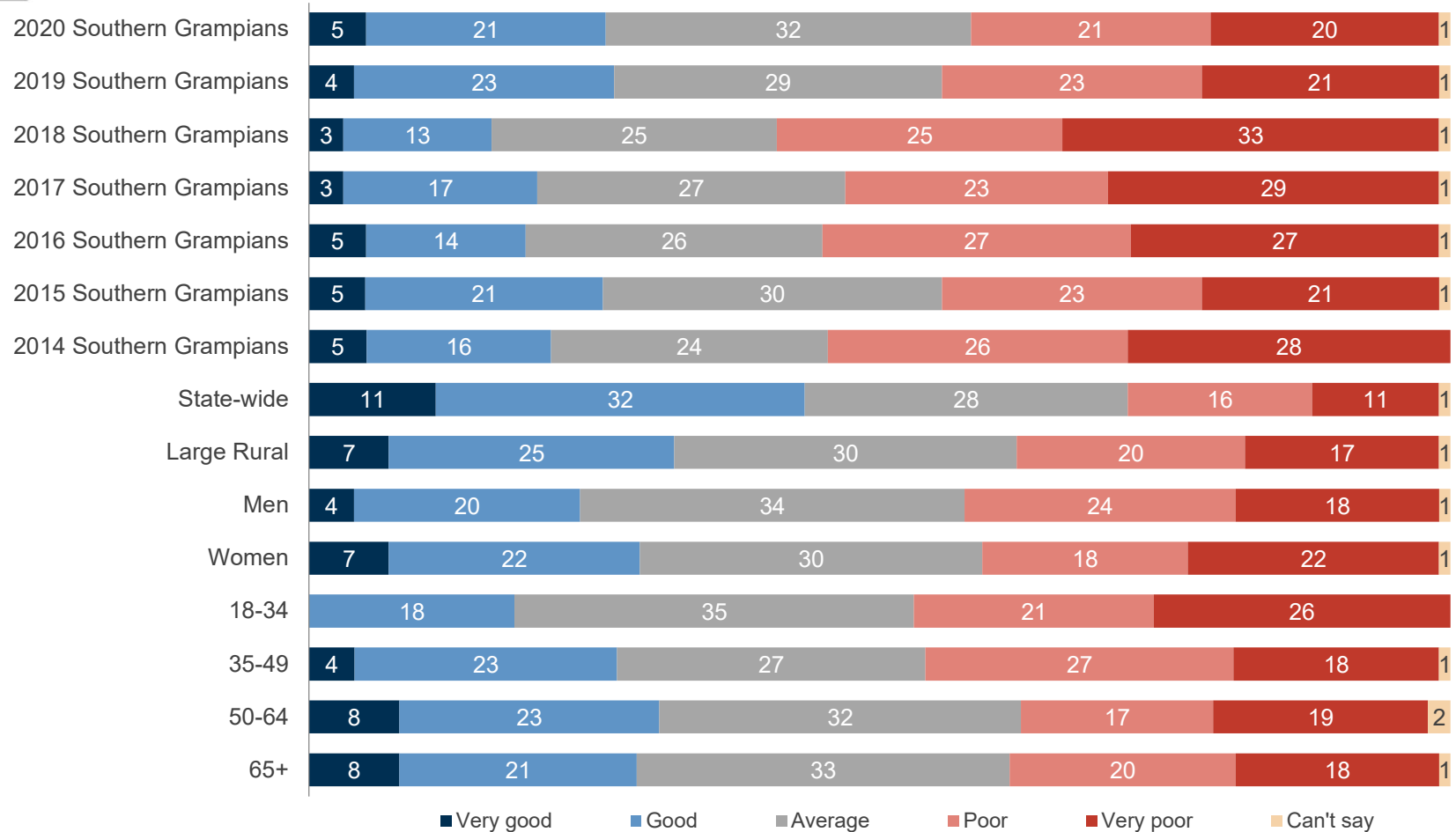
Base: All respondents. Councils asked state-wide: 62 Councils asked group: 17

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

# The condition of sealed local roads in your area performance



2020 sealed local roads performance (%)



Q2. How has Council performed on 'The condition of sealed local roads in your area' over the last 12 months?  
Base: All respondents. Councils asked state-wide: 62 Councils asked group: 17



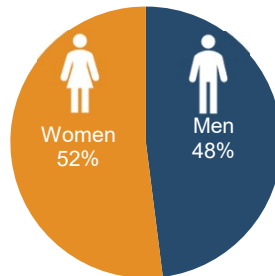
## **Detailed demographics**



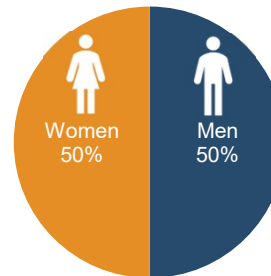
## Gender and age profile

### 2020 gender

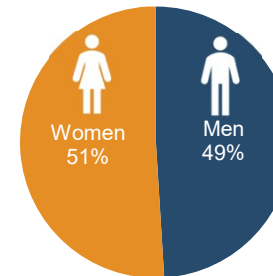
Southern Grampians



Large Rural

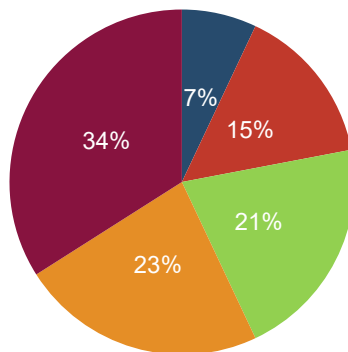


State-wide

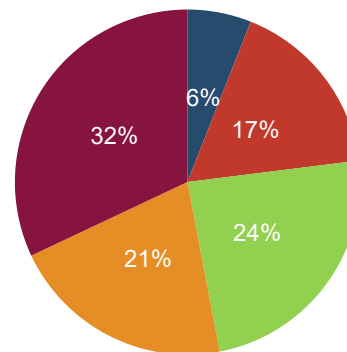


### 2020 age

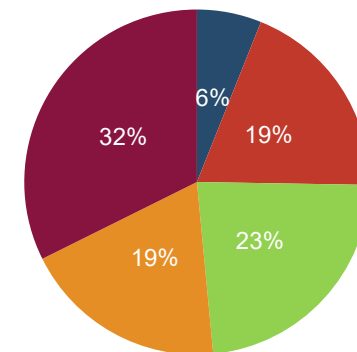
Southern Grampians



Large Rural



State-wide



■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+


■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

S3. [Record gender] / S4. To which of the following age groups do you belong?

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

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



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



## Appendix A: Index Scores

### Index Scores

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

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

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

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

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



## Appendix A: Margins of error

The sample size for the 2020 State-wide Local Government Community Satisfaction Survey for Southern Grampians 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 +/-4.8% 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 45.2% - 54.8%.

Maximum margins of error are listed in the table below, based on a population of 12,700 people aged 18 years or over for Southern Grampians Shire Council, according to ABS estimates.

Demographic	Actual survey sample size	Weighted base	Maximum margin of error at 95% confidence interval
<b>Southern Grampians Shire Council</b>	400	400	+/-4.8
<b>Men</b>	192	192	+/-7.0
<b>Women</b>	208	208	+/-6.8
<b>18-34 years</b>	39	85	+/-15.9
<b>35-49 years</b>	72	85	+/-11.6
<b>50-64 years</b>	118	93	+/-9.0
<b>65+ years</b>	171	136	+/-7.5

## Appendix A: Significant difference reporting notation



Within tables and index score charts throughout this report, statistically significant differences at the 95% confidence level are represented by upward directing green (▲) and downward directing red arrows (▼).

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

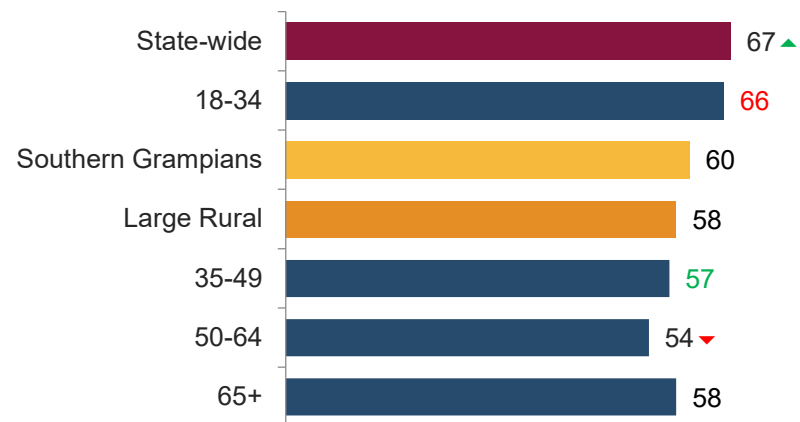
- ▲ The state-wide result is significantly higher than the overall result for the council.
- ▼ The result among 50-64 year olds is significantly lower than for the overall result for the council.

Further, results shown in green and red indicate significantly higher or lower results than in 2019.

Therefore in the example below:

- The result among 35-49 year olds in the council is **significantly higher** than the result achieved among this group in 2019.
- The result among 18-34 year olds in the council is **significantly lower** than the result achieved among this group in 2019.

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



## Appendix A: Index score significant difference calculation

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

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

Where:

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

All figures can be sourced from the detailed cross tabulations.

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



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



## Appendix B: Further information

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

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

### Detailed survey tabulations

Detailed survey tabulations are available in supplied Excel file.

### Contacts

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

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



## Appendix B: Survey methodology and sampling

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

- 2020, n=400 completed interviews, conducted in the period of 30<sup>th</sup> January – 22<sup>nd</sup> March.
- 2019, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2018, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2017, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2016, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2015, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2014, n=400 completed interviews, conducted in the period of 31<sup>st</sup> January – 11<sup>th</sup> March.
- 2013, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 24<sup>th</sup> March.
- 2012, n=401 completed interviews, conducted in the period of 18<sup>th</sup> May – 30<sup>th</sup> June.

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

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

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



## Appendix B: Analysis and reporting

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All participating councils are listed in the State-wide report published on the DELWP website. In 2020, 62 of the 79 Councils throughout Victoria participated in this survey. For consistency of analysis and reporting across all projects, Local Government Victoria has aligned its presentation of data to use standard council groupings. Accordingly, the council reports for the community satisfaction survey provide analysis using these standard council groupings. Please note that councils participating across 2012-2020 vary slightly.

### Council Groups

Southern Grampians Shire Council is classified as a Large Rural council according to the following classification list:

- Metropolitan, Interface, Regional Centres, Large Rural and Small Rural.

Councils participating in the Large Rural group are:

- Bass Coast, Baw Baw, Campaspe, Colac Otway, Corangamite, Glenelg, Golden Plains, Macedon Ranges, Mitchell, Moira, Moorabool, Mount Alexander, Moyne, Southern Grampians, Surf Coast, Swan Hill and Wellington.

Wherever appropriate, results for Southern Grampians Shire Council for this 2020 State-wide Local Government Community Satisfaction Survey have been compared against other participating councils in the Large Rural group and on a state-wide basis. Please note that council groupings changed for 2015, and as such comparisons to council group results before that time can not be made within the reported charts.

## Appendix B: 2012 survey revision

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The survey was revised in 2012. As a result:

- The survey is now conducted as a representative random probability survey of residents aged 18 years or over in local councils, whereas previously it was conducted as a 'head of household' survey.
- As part of the change to a representative resident survey, results are now weighted post survey to the known population distribution of Southern Grampians Shire Council according to the most recently available Australian Bureau of Statistics population estimates, whereas the results were previously not weighted.
- The service responsibility area performance measures have changed significantly and the rating scale used to assess performance has also changed.

As such, the results of the 2012 State-wide Local Government Community Satisfaction Survey should be considered as a benchmark. Please note that comparisons should not be made with the State-wide Local Government Community Satisfaction Survey results from 2011 and prior due to the methodological and sampling changes. Comparisons in the period 2012-2020 have been made throughout this report as appropriate.

## Appendix B: Core, optional and tailored questions

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### Core, optional and tailored questions

Over and above necessary geographic and demographic questions required to ensure sample representativeness, a base set of questions for the 2020 State-wide Local Government Community Satisfaction Survey was designated as 'Core' and therefore compulsory inclusions for all participating Councils.

These core questions comprised:

- Overall performance last 12 months (Overall performance)
- Lobbying on behalf of community (Advocacy)
- Community consultation and engagement (Consultation)
- Decisions made in the interest of the community (Making community decisions)
- Condition of sealed local roads (Sealed local roads)
- Contact in last 12 months (Contact)
- Rating of contact (Customer service)
- Overall council direction last 12 months (Council direction)

Reporting of results for these core questions can always be compared against other participating councils in the council group and against all participating councils state-wide. Alternatively, some questions in the 2020 State-wide Local Government Community Satisfaction Survey were optional. Councils also had the ability to ask tailored questions specific only to their council.



## Appendix B: Analysis and reporting

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### Reporting

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

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

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



## Appendix B: Glossary of terms

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

**CSS:** 2020 Victorian Local Government Community Satisfaction Survey.

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

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

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

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

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

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

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

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

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

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

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

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