



**LOCAL GOVERNMENT COMMUNITY SATISFACTION SURVEY
LODDON SHIRE COUNCIL**

2015 RESEARCH REPORT

**COORDINATED BY THE DEPARTMENT OF ENVIRONMENT, LAND, WATER AND
PLANNING ON BEHALF OF VICTORIAN COUNCILS**

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BACKGROUND AND OBJECTIVES

Welcome to the report of results and recommendations for the 2015 State-wide Local Government Community Satisfaction Survey for Loddon Shire Council.

Each year Local Government Victoria (LGV) coordinates and auspices this State-wide Local Government Community Satisfaction Survey throughout Victorian local government areas. This coordinated approach allows for far more cost effective surveying than would be possible if councils commissioned surveys individually.

Participation in the State-wide Local Government Community Satisfaction Survey is optional and participating councils have a range of choices as to the content of the questionnaire and the sample size to be surveyed, depending on their individual strategic, financial and other considerations.

The main objectives of the survey are to assess the performance of Loddon Shire Council across a range of measures and to seek insight into ways to provide improved or more effective service delivery. The survey also provides councils with a means to fulfil some of their statutory reporting requirements as well as acting as a feedback mechanism to LGV.

SURVEY METHODOLOGY AND SAMPLING

This survey was conducted by Computer Assisted Telephone Interviewing (CATI) as a representative random probability survey of residents aged 18+ years in Loddon Shire Council.

Survey sample matched to the demographic profile of Loddon 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 10% mobile phone numbers to cater to the diversity of residents within Loddon Shire Council, particularly younger people.

A total of n=400 completed interviews were achieved in Loddon Shire Council. Survey fieldwork was conducted in the period of 1st February – 30th March, 2015.

The 2015 results are compared with previous years, as detailed below:

- 2014, n=400 completed interviews, conducted in the period of 31st January – 11th March.
- 2013, n=401 completed interviews, conducted in the period of 1st February – 24th March.
- 2012, n=400 completed interviews, conducted in the period of 18th May – 30th 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 Loddon 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.

SURVEY METHODOLOGY AND SAMPLING

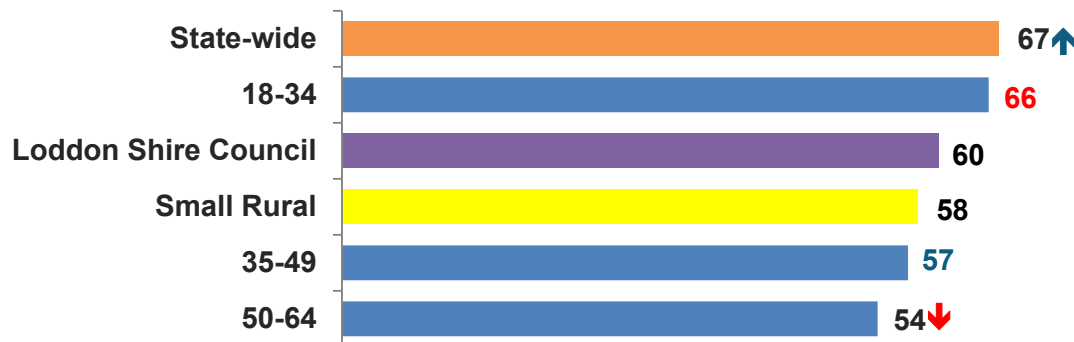
Within tables and index score charts throughout this report, statistically significant differences at the 95% confidence level are represented by upward directing blue and downward directing red arrows. Significance when noted indicates a significantly higher or lower result for the analysis group in 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 blue and red indicate significantly higher or lower results than in 2014. 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 2014.
- The result among 18-34 year olds in the council is significantly lower than the result achieved among this group in 2014.

Overall Performance – Index Scores (example extract only)



Note: For details on the calculations used to determine statistically significant differences, please refer to Appendix B.

FURTHER INFORMATION

Further Information

Further information about the report and explanations about the State-wide Local Government Community Satisfaction Survey can be found in [Appendix B](#), including:

- [Background and objectives](#)
- [Margins of error](#)
- [Analysis and reporting](#)
- [Glossary of terms](#)

Contacts

For further queries about the conduct and reporting of the 2015 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on (03) 8685 8555.

A satellite night view of the United Kingdom, showing city lights and a network of roads. The text "KEY FINDINGS & RECOMMENDATIONS" is overlaid in white, bold, sans-serif font across the center of the image.

KEY FINDINGS & RECOMMENDATIONS

KEY FINDINGS AND RECOMMENDATIONS

- Loddon Shire Council's **performance** has been **generally stable** over the last 12 months. The performance index results are within three points of the 2014 results on all core measures except 'overall performance' where the four point decline *does* represent a statistically significant decline.
- The generally strong results for Council are supported by the fact that **all results** in 2015 for Loddon Shire Council are **higher than the Small Rural group averages** and equal to or higher than the State-wide averages.
- Council's **overall performance** index of 65 is significantly lower than the 2014 result (69) and is the lowest result for Council on overall performance in four years. That said, the result for Loddon Shire Council is significantly higher than the Small Rural group average (59) and the State-wide average (60).
 - Residents aged 65+ years rated Council's performance more favourably than other age groups (69) although the decline in performance at the overall resident level can largely be attributed to these older residents whose average rating is significantly lower (by six points) than their average rating in 2014.

KEY FINDINGS AND RECOMMENDATIONS

- Council's performance index on **overall council direction** is 54 which is within three points of the 2014 result, so not a significant change over the 12 months.
 - While there has been no significant change at the overall resident level, residents aged 65 years+ have given a significantly lower assessment on this issue (down by nine points). The ratings from all other demographic segments have remained stable on this measure.

- On the measure of **lobbying on behalf of the community**, Loddon Shire Council's performance index of 59 is again within three points of the 2014 result (62), so again this is a slight, but not significant, decline.
 - Residents aged 18 to 34 years rated performance significantly lower than Council's average (index score of 45) and this result represented a significant decline (by 20 points) compared with the 2014 result.
 - Similarly, the average rating from residents living in Boort/Terricks is significantly lower (by five points) compared with the 2014 result.
 - Conversely, residents aged 65+ years rated performance significantly higher than Council's average with an index score of 66, which is consistent with 2014.

KEY FINDINGS AND RECOMMENDATIONS

- Two-thirds of residents (68%) have had **any contact** with Loddon Shire Council over the last 12 months which has not changed significantly since 2014. In this context, Loddon Shire Council's best performance (of the seven core issues) is on the measure of **customer service** with an average index score of 75 and **within one point** of the 2014 result.
 - There was no significant variation on the average result across the various demographic and geographic cohorts.
- In terms of **community consultation**, the performance index of 60 is also **consistent with 2014**.
 - While there has been no shift at the overall resident level it is worth noting that 18-34 year olds rate Council's performance on this issue significantly lower than Council's average (index score of 53).
- A **newsletter sent via mail** is the widely preferred form of communication across all resident age groups.

KEY FINDINGS AND RECOMMENDATIONS

- **Two new core measures** of performance have been introduced by all Councils this year and on both measures, Loddon Shire Council's performance is **on par** with the Small Rural average and also the State-wide average.
 - The performance index on **making community decisions** is 58. Residents aged 18-34 on average assess Council performance on this issue much lower than the average (50).
 - The performance index on the **condition of sealed local roads** is 55. Once again residents aged 18-34 assess Council performance more harshly than the average (42) while on this occasion it is residents of Wedderburn and those aged 65 years+ who provide much more favourable assessments of Council performance (64).

- Road maintenance is clearly an area of concern for local residents. When asked, without specific prompting of issues, what the Council most needs to do to **improve its performance**, 17% of residents identified 'unsealed road maintenance' and 14% mentioned 'sealed road maintenance'.

KEY FINDINGS AND RECOMMENDATIONS

- Among the 16 different **individual service areas** where performance has been assessed, Loddon Shire Council has **performed best** on **waste management (76)**, **recreational facilities (73)**, **appearance of public areas (73)**, **emergency and disaster management (71)** and **elderly support services (70)**.
 - While recreational facilities is the second best performing of the individual service areas, there has been a significant decline (by four points) in the performance rating this year. This can be attributed primarily to the much lower average ratings this year from residents of Boort/Terricks and also men.
 - Council's performance rating on elderly support services is also significantly lower (by five points). On this issue the decline at the overall level is being driven by much lower ratings from Inglewood/Tarngulla residents, men and those aged 50-64 years.

- The areas of **weakest performance** are **unsealed roads (49)**, **sealed roads (55)** and **planning and building permits (55)**.

- To reverse the decline in Council's overall performance in 2015, particular effort should be made to **engage and communicate with 18-34 year olds in particular**, who are the segment that tends to provide the lowest ratings on Council performance on most issues.

KEY FINDINGS AND RECOMMENDATIONS

- An approach we recommend is to further mine the survey data to better understand the profile of these over and under-performing demographic groups. This can be achieved via additional consultation and data interrogation, or self-mining the SPSS data provided or via the dashboard portal available to the council.
- Please note that the category descriptions for the coded open ended responses are generic summaries only. We recommend further analysis of the detailed cross tabulations and the actual verbatim responses, with a view to the responses of the key gender and age groups, especially any target groups identified.
- **A complimentary personal briefing by senior JWS Research representatives is also available to assist in providing both explanation and interpretation of the results. Please contact JWS Research on 03 8685 8555.**

KEY FINDINGS AND RECOMMENDATIONS

Higher results in 2015

- None Applicable

Lower results in 2015

- Elderly support services
- Recreational facilities
- Overall performance
- Advocacy
- Overall council direction

Most favourably disposed towards Council

- Aged 65+ years

Least favourably disposed towards Council

- 18 to 34 years

A satellite night view of the United Kingdom, showing the dense network of roads and city lights. The text "SUMMARY OF FINDINGS" is overlaid in white, bold, sans-serif font on the left side of the image.

SUMMARY OF FINDINGS

2015 SUMMARY OF CORE MEASURES INDEX SCORE RESULTS

Performance Measures	Loddon 2012	Loddon 2013	Loddon 2014	Loddon 2015	Small Rural 2015	State-wide 2015
OVERALL PERFORMANCE	67	68	69	65	59	60
COMMUNITY CONSULTATION (Community consultation and engagement)	62	62	60	60	56	56
ADVOCACY (Lobbying on behalf of the community)	63	60	62	59	56	55
MAKING COMMUNITY DECISIONS (Decisions made in the interest of the community)	n/a	n/a	n/a	58	56	55
SEALED LOCAL ROADS (Condition of sealed local roads)	n/a	n/a	n/a	55	52	55
CUSTOMER SERVICE	75	72	76	75	70	70
OVERALL COUNCIL DIRECTION	56	55	57	54	53	53

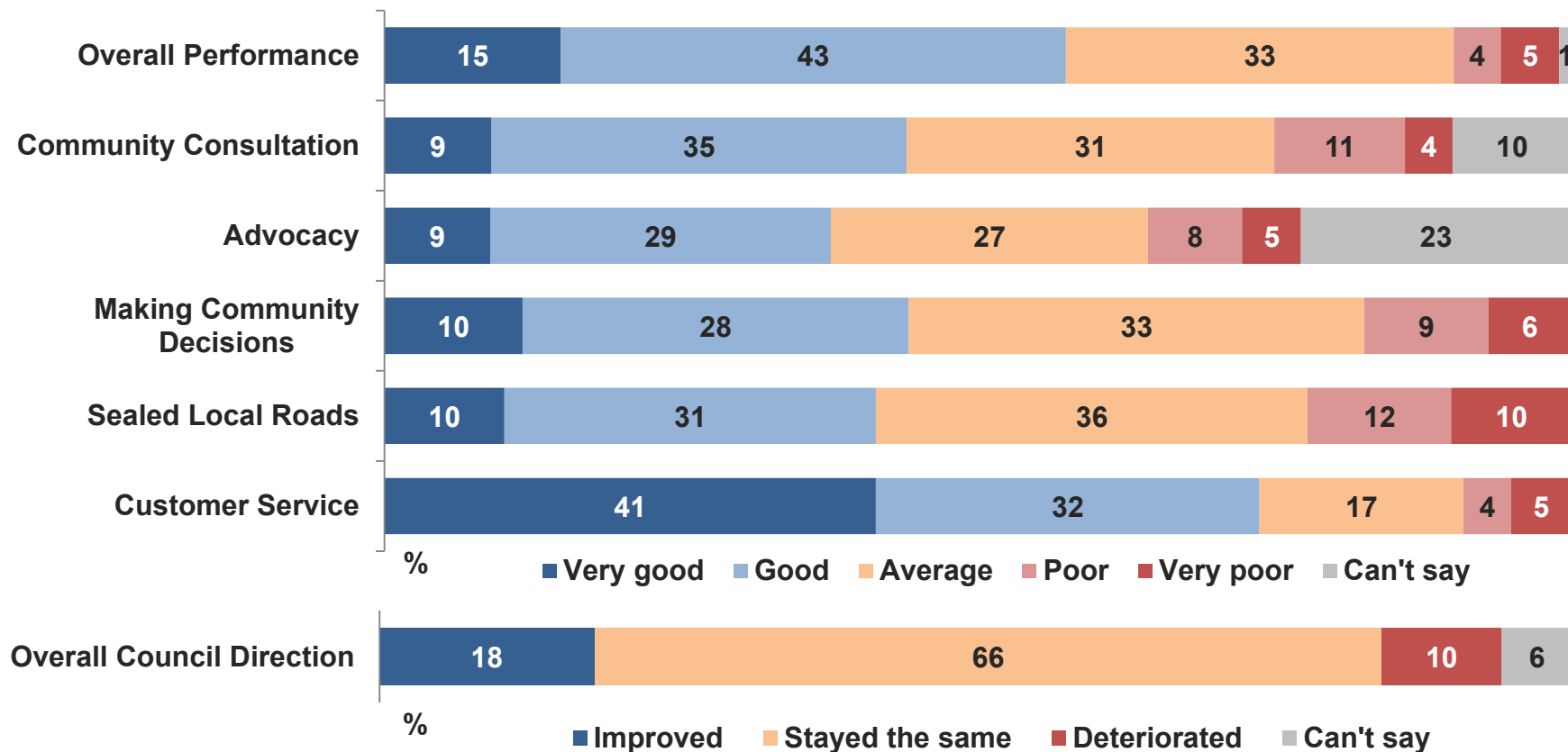
2015 SUMMARY OF CORE MEASURES

DETAILED ANALYSIS

Performance Measures	Loddon 2015	vs Loddon 2014	vs Small Rural 2015	vs State-wide 2015	Highest score	Lowest score
OVERALL PERFORMANCE	65	4 points lower	6 points higher	5 points higher	65+ year olds	18-34 year olds
COMMUNITY CONSULTATION (Community consultation and engagement)	60	Equal	4 points higher	4 points higher	65+ year olds	18-34 year olds
ADVOCACY (Lobbying on behalf of the community)	59	3 points lower	3 points higher	4 points higher	65+ year olds	18-34 year olds
MAKING COMMUNITY DECISIONS (Decisions made in the interest of the community)	58	n/a	2 points higher	3 points higher	65+ year olds	18-34 year olds
SEALED LOCAL ROADS (Condition of sealed local roads)	55	n/a	3 points higher	Equal	Wedderburn	18-34 year olds
CUSTOMER SERVICE	75	1 points lower	5 points higher	5 points higher	Women	18-34 year olds
OVERALL COUNCIL DIRECTION	54	3 points lower	1 points higher	1 points higher	Wedderburn	18-34 year olds

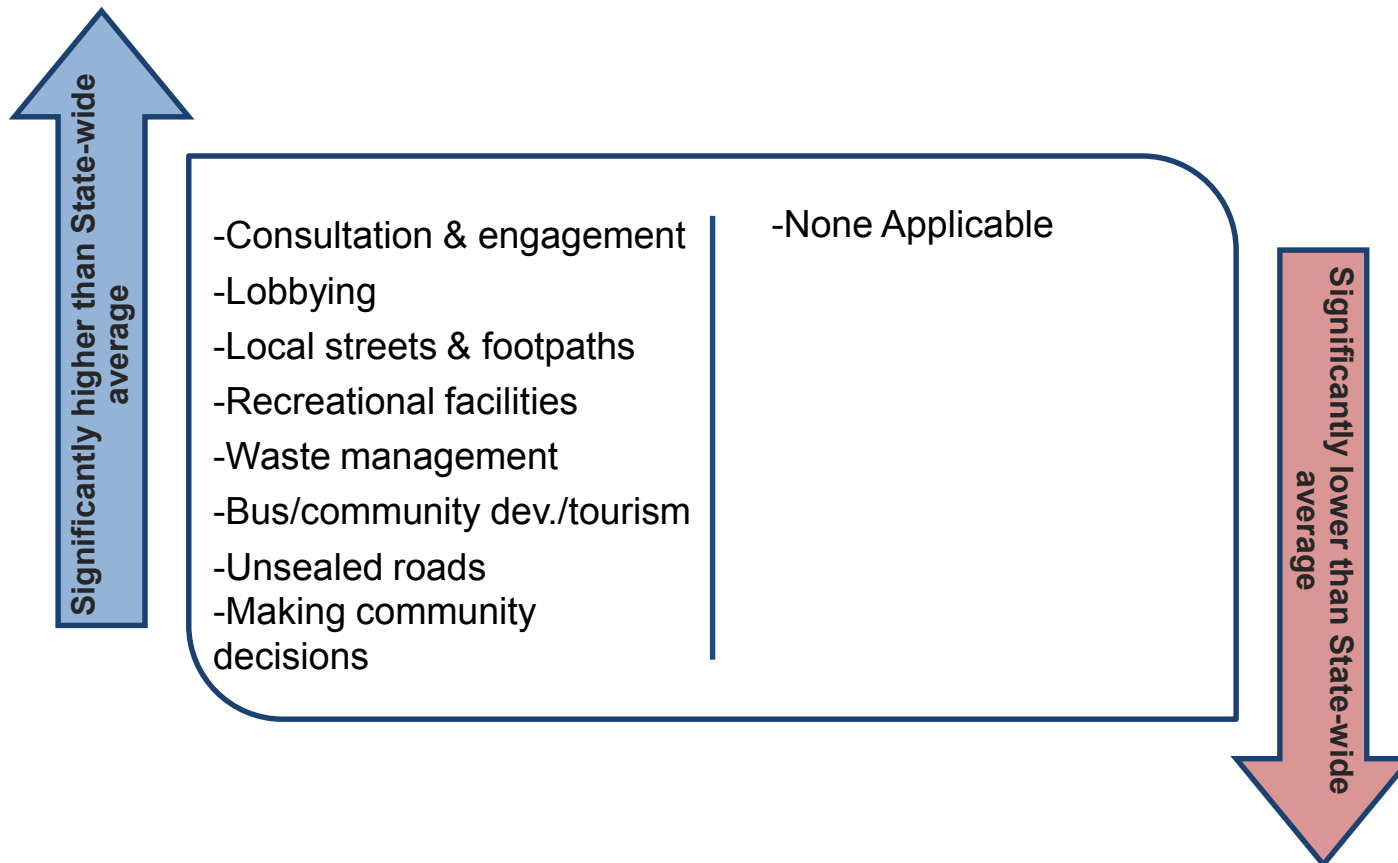
2015 SUMMARY OF KEY COMMUNITY SATISFACTION PERCENTAGE RESULTS

Key Measures Summary Results



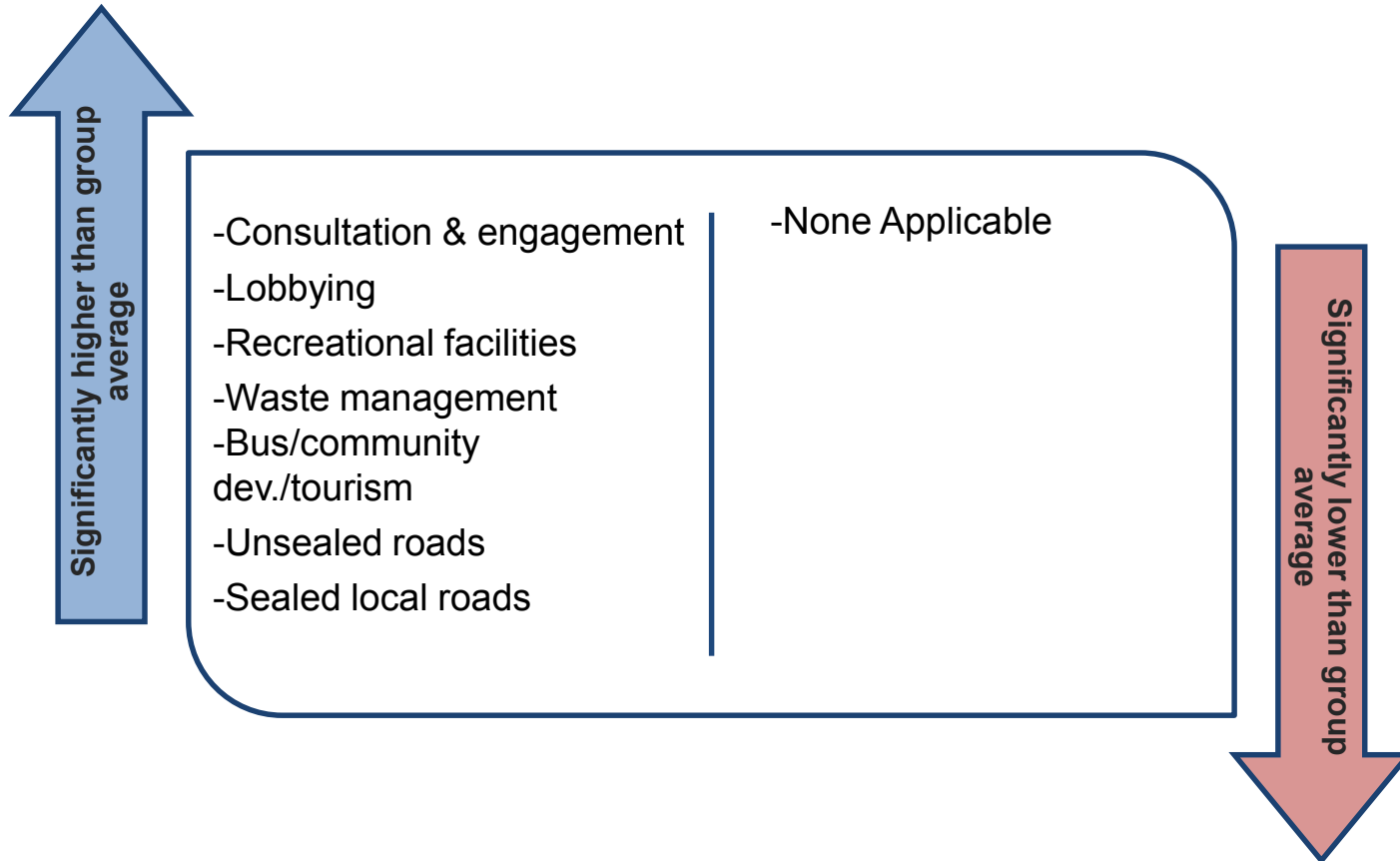
INDIVIDUAL SERVICE AREAS SUMMARY

COUNCIL'S PERFORMANCE VS STATE-WIDE AVERAGE



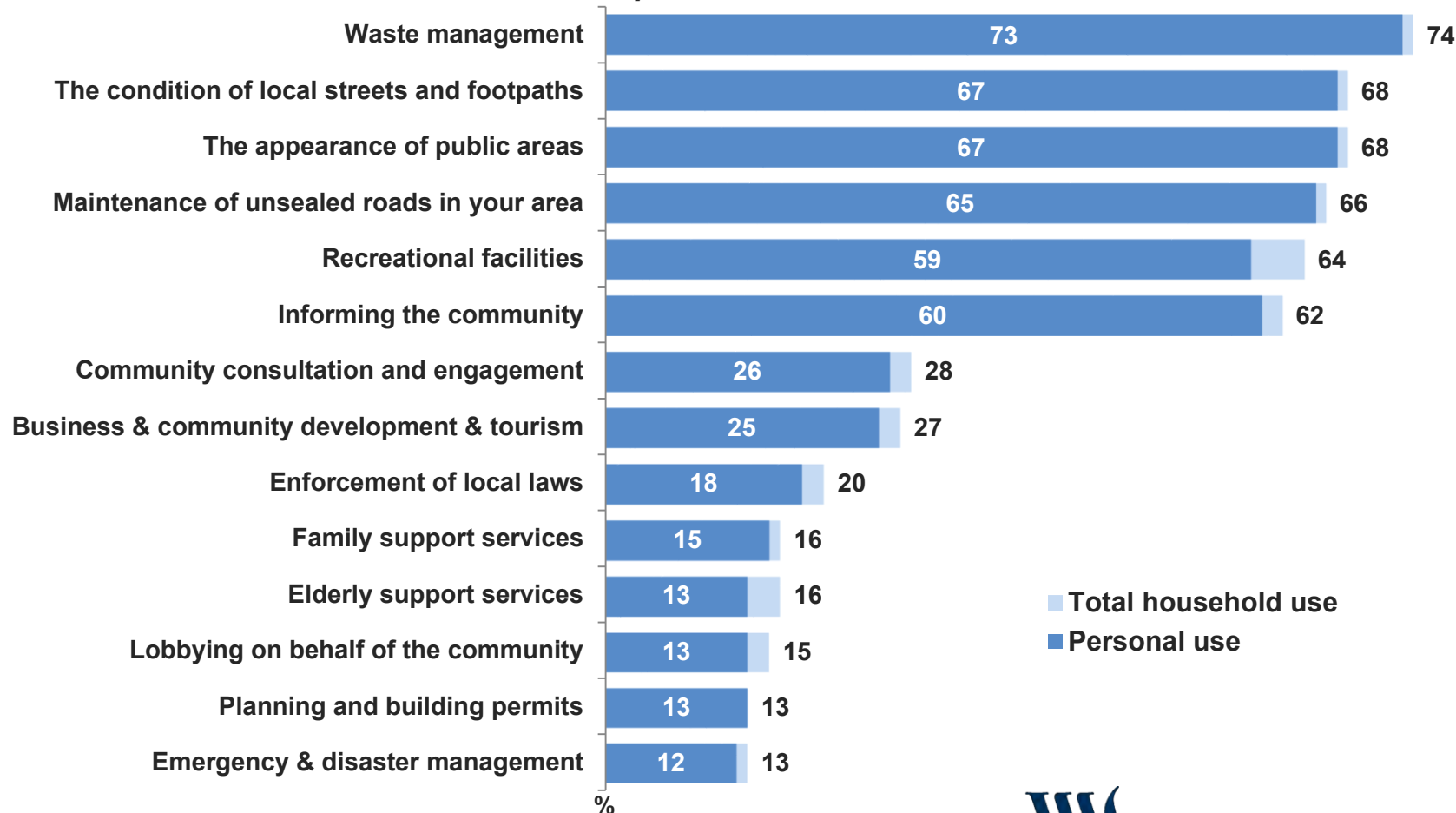
INDIVIDUAL SERVICE AREAS SUMMARY

COUNCIL'S PERFORMANCE VS GROUP AVERAGE



2015 PERSONAL AND HOUSEHOLD USE AND EXPERIENCE OF COUNCIL SERVICES PERCENTAGE RESULTS

Experience of Services



Q4. In the last 12 months, have you or has any member of your household used or experienced any of the following services provided by Council?

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



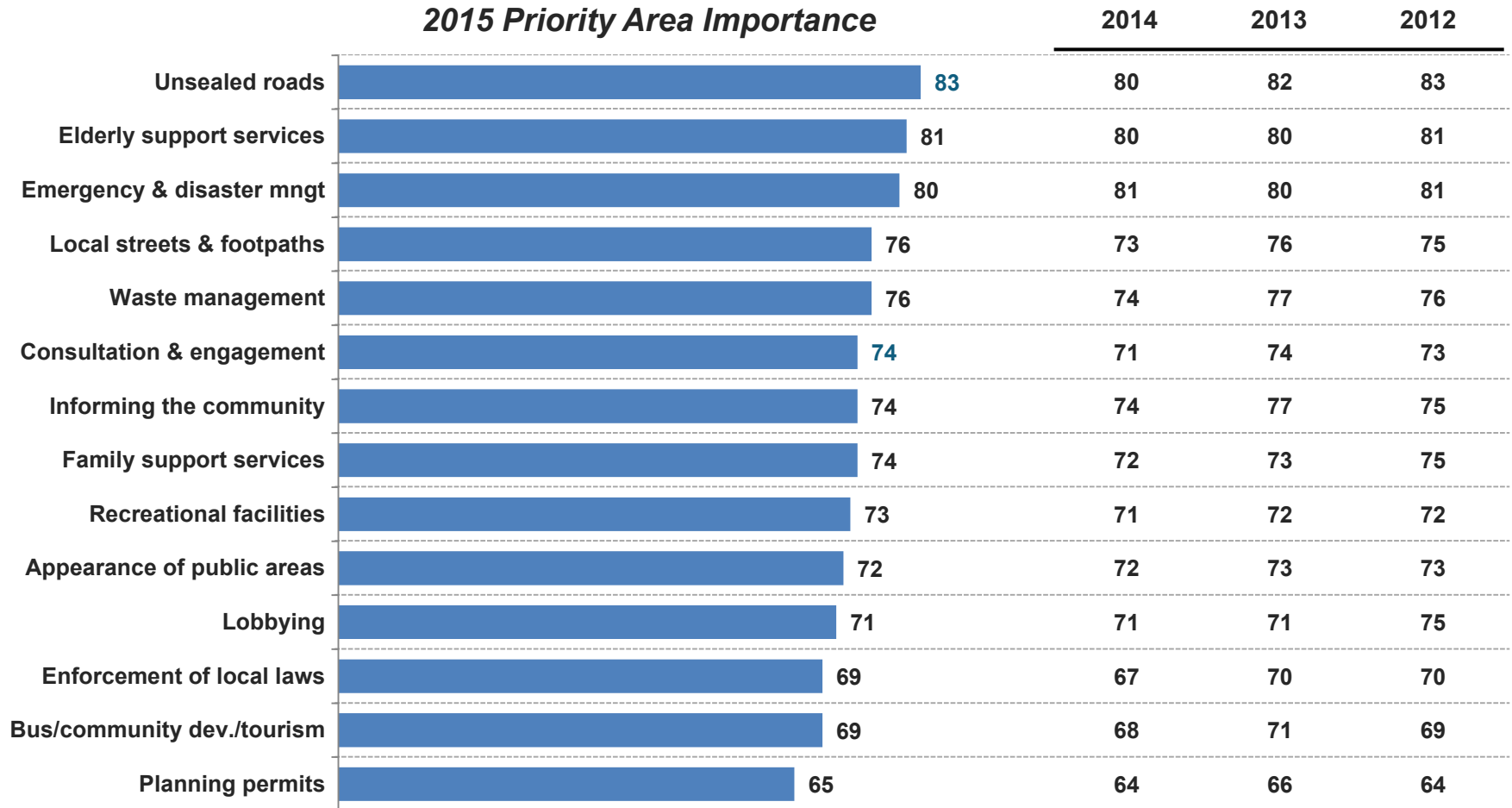
INDIVIDUAL SERVICE AREA SUMMARY

IMPORTANCE VS PERFORMANCE

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

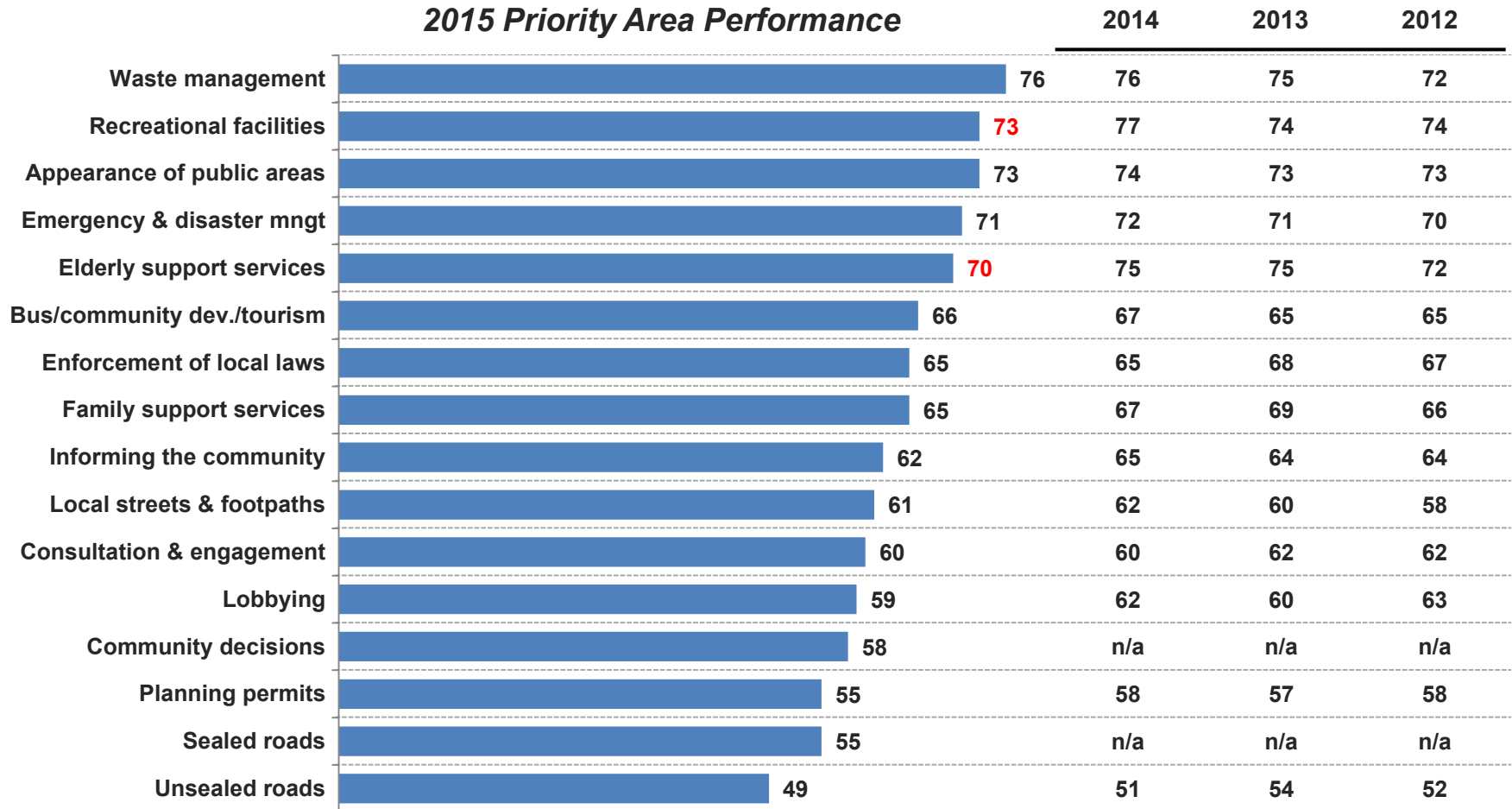
Service	Importance	Performance	Net differential
Maintenance of unsealed roads	83	49	-34
Condition of local streets & footpaths	76	61	-15
Consultation & engagement	74	60	-14
Lobbying on behalf of the community	71	59	-12
Informing the community	74	62	-12
Elderly support services	81	70	-11
Planning permits	65	55	-10

2015 IMPORTANCE SUMMARY



Base: All respondents Councils asked State-wide: 55
 Note: Please see page 5 for explanation of significant differences

2015 PERFORMANCE SUMMARY



Base: All respondents Councils asked State-wide: 69
 Note: Please see page 5 for explanation of significant differences

2015 IMPORTANCE SUMMARY BY COUNCIL GROUP

Top Three Most Important Service Areas (Highest to lowest, i.e. 1. = most important)

Loddon Shire Council	Metropolitan	Interface	Regional Centres	Large Rural	Small Rural
<ol style="list-style-type: none"> 1. Unsealed roads 2. Elderly support services 3. Emergency & disaster mngt 	<ol style="list-style-type: none"> 1. Waste management 2. Community decisions 3. Elderly support services 	<ol style="list-style-type: none"> 1. Emergency & disaster mngt 2. Waste management 3. Local streets & footpaths 	<ol style="list-style-type: none"> 1. Emergency & disaster mngt 2. Elderly support services 3. Waste management 	<ol style="list-style-type: none"> 1. Community decisions 2. Unsealed roads 3. Emergency & disaster mngt 	<ol style="list-style-type: none"> 1. Emergency & disaster mngt 2. Community decisions 3. Elderly support services

Bottom Three Most Important Service Areas (Lowest to highest, i.e. 1. = least important)

Loddon Shire Council	Metropolitan	Interface	Regional Centres	Large Rural	Small Rural
<ol style="list-style-type: none"> 1. Planning permits 2. Bus/community dev./tourism 3. Enforcement of local laws 	<ol style="list-style-type: none"> 1. Bus/community dev./tourism 2. Community & cultural 3. Slashing & weed control 	<ol style="list-style-type: none"> 1. Tourism development 2. Community & cultural 3. Bus/community dev./tourism 	<ol style="list-style-type: none"> 1. Community & cultural 2. Tourism development 3. Art centres & libraries 	<ol style="list-style-type: none"> 1. Community & cultural 2. Art centres & libraries 3. Parking facilities 	<ol style="list-style-type: none"> 1. Traffic management 2. Art centres & libraries 3. Community & cultural

2015 PERFORMANCE SUMMARY BY COUNCIL GROUP

Top Three Most Performance Service Areas (Highest to lowest, i.e. 1. = highest performance)

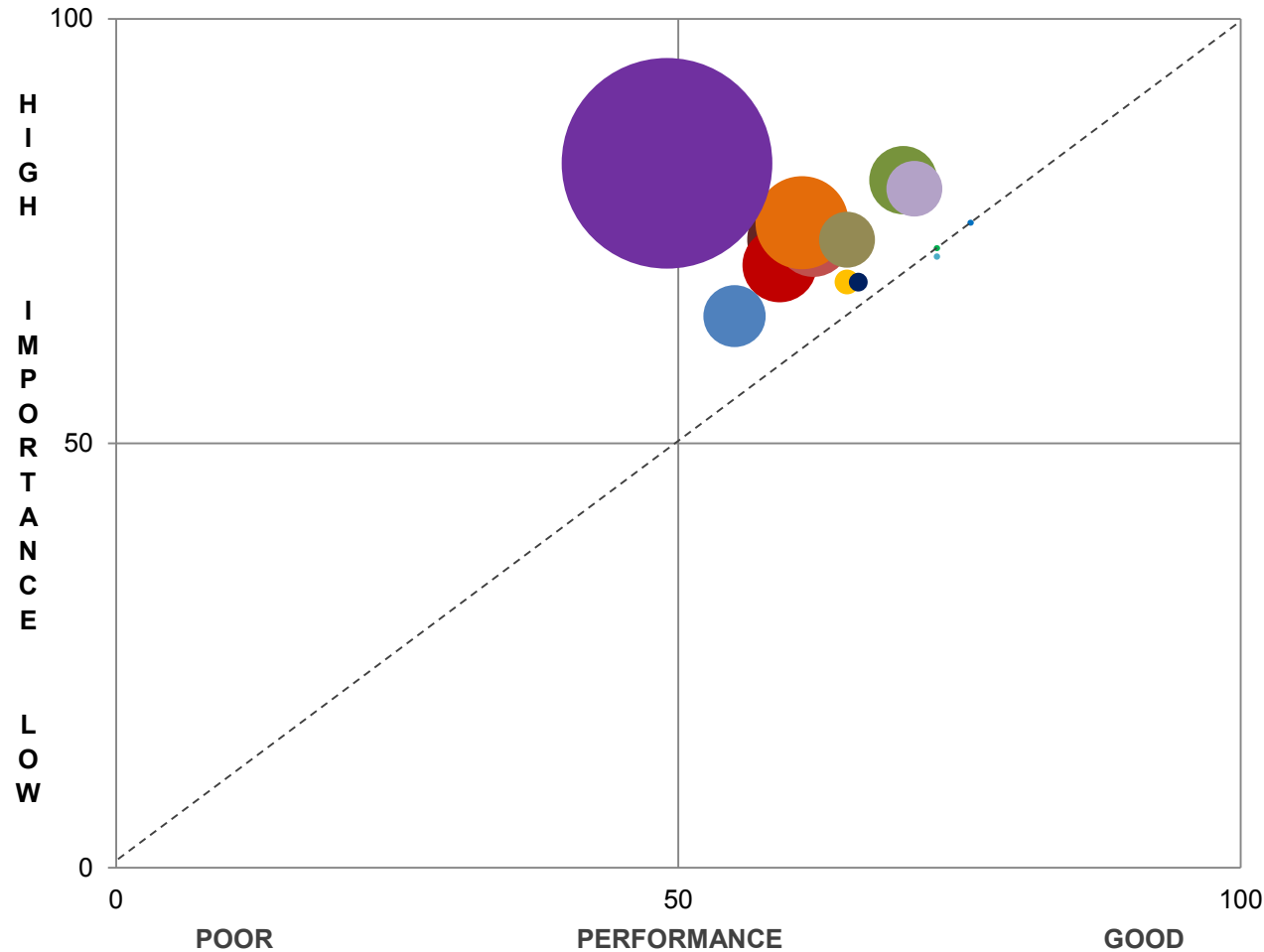
Loddon Shire Council	Metropolitan	Interface	Regional Centres	Large Rural	Small Rural
<ol style="list-style-type: none"> 1. Waste management 2. Appearance of public areas 3. Recreational facilities 	<ol style="list-style-type: none"> 1. Waste management 2. Art centres & libraries 3. Recreational facilities 	<ol style="list-style-type: none"> 1. Waste management 2. Art centres & libraries 3. Emergency & disaster mngt 	<ol style="list-style-type: none"> 1. Art centres & libraries 2. Appearance of public areas 3. Waste management 	<ol style="list-style-type: none"> 1. Art centres & libraries 2. Emergency & disaster mngt 3. Appearance of public areas 	<ol style="list-style-type: none"> 1. Appearance of public areas 2. Elderly support services 3. Waste management

Bottom Three Most Performance Service Areas (Lowest to highest, i.e. 1. = lowest performance)

Loddon Shire Council	Metropolitan	Interface	Regional Centres	Large Rural	Small Rural
<ol style="list-style-type: none"> 1. Unsealed roads 2. Sealed roads 3. Planning permits 	<ol style="list-style-type: none"> 1. Planning permits 2. Population growth 3. Town planning policy 	<ol style="list-style-type: none"> 1. Unsealed roads 2. Planning permits 3. Slashing & weed control 	<ol style="list-style-type: none"> 1. Unsealed roads 2. Community decisions 3. Parking facilities 	<ol style="list-style-type: none"> 1. Unsealed roads 2. Sealed roads 3. Population growth 	<ol style="list-style-type: none"> 1. Unsealed roads 2. Slashing & weed control 3. Sealed roads

Service	Importance	Performance
Consultation & engagement	74	60
Lobbying on behalf of the community	71	59
Informing the community	74	62
Condition of local streets & footpaths	76	61
Enforcement of local laws	69	65
Family support services	74	65
Elderly support services	81	70
Recreational facilities	73	73
Appearance of public areas	72	73
Waste management	76	76
Business & community development & tourism	69	66
Planning permits	65	55
Emergency & disaster management	80	71
Maintenance of unsealed roads	83	49

Importance and Performance 2015 Index Scores Grid



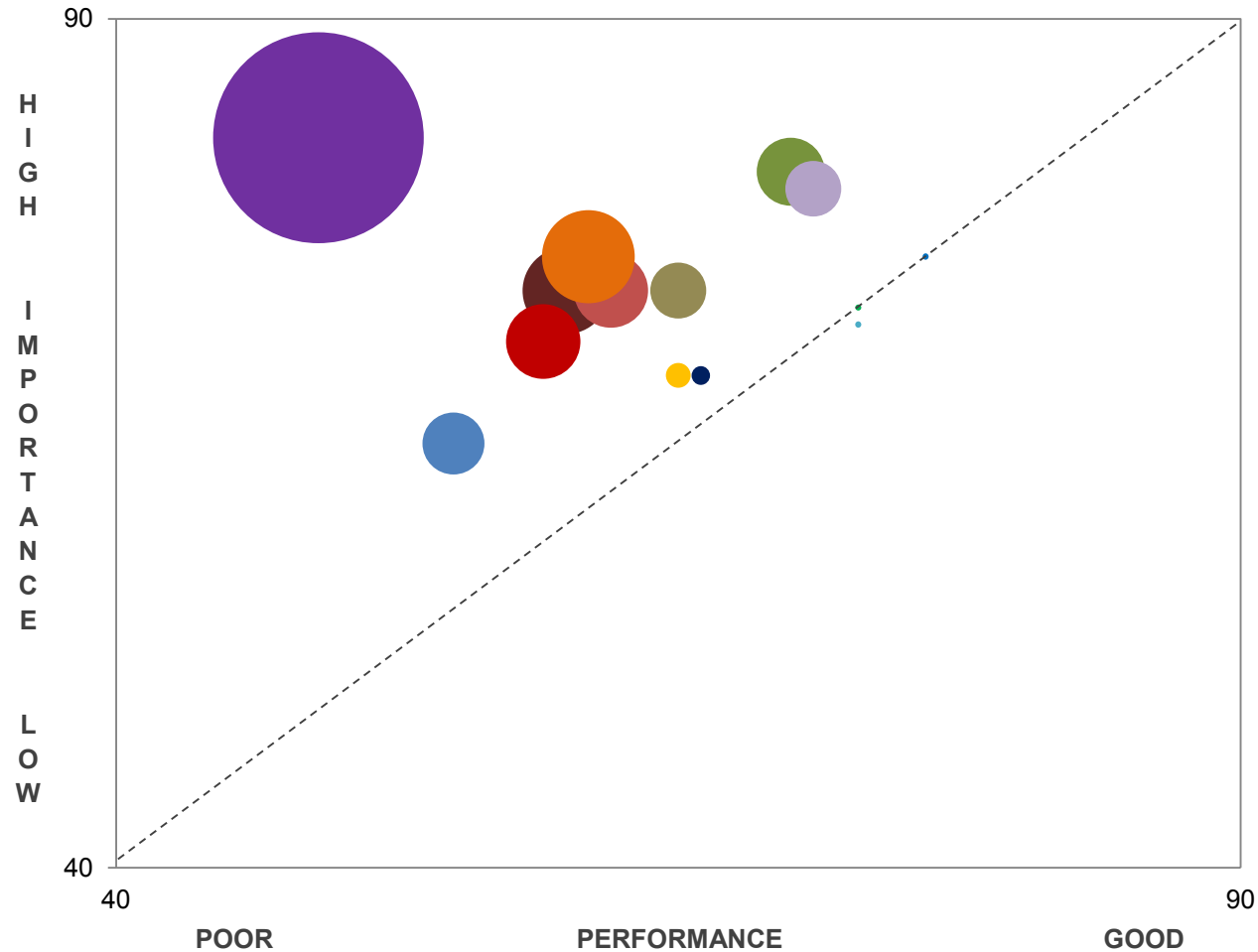
Note: The larger the circle, the larger the gap between importance and performance.

Base: All respondents



Service	Importance	Performance
Consultation & engagement	74	60
Lobbying on behalf of the community	71	59
Informing the community	74	62
Condition of local streets & footpaths	76	61
Enforcement of local laws	69	65
Family support services	74	65
Elderly support services	81	70
Recreational facilities	73	73
Appearance of public areas	72	73
Waste management	76	76
Business & community development & tourism	69	66
Planning permits	65	55
Emergency & disaster management	80	71
Maintenance of unsealed roads	83	49

Importance and Performance 2015 Index Scores Grid (Magnified view)

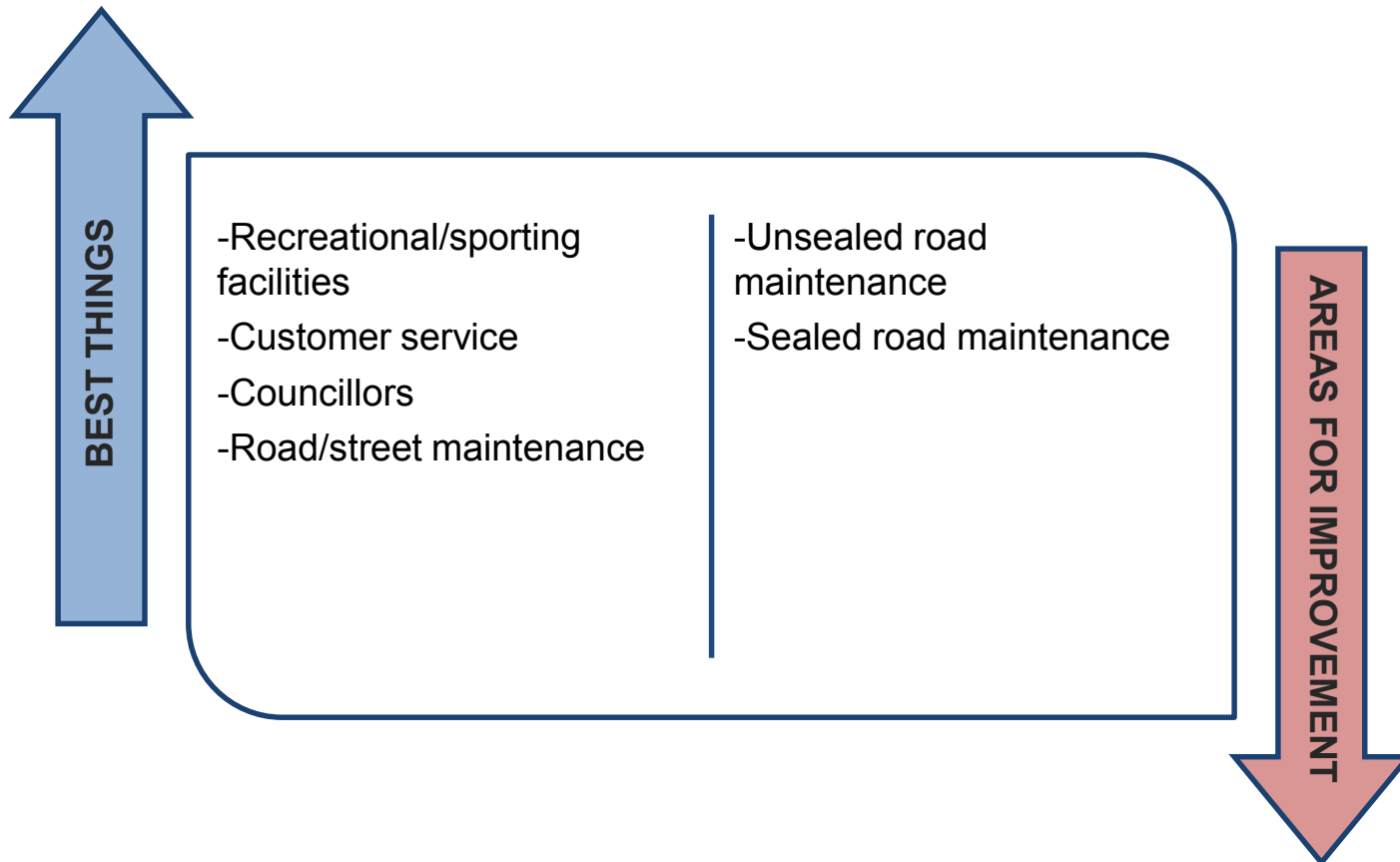


Note: The larger the circle, the larger the gap between importance and performance.

Base: All respondents



POSITIVES AND AREAS FOR IMPROVEMENT SUMMARY



COMMUNICATIONS SUMMARY

Overall preferred forms of communication

- Newsletter sent via mail (50)

Preferred forms of communication among over 50s

- Newsletter sent via mail (53)

Preferred forms of communication among under 50s

- Newsletter sent via mail (46)

Greatest change since 2014

- Newsletter sent via mail (down 7 points)

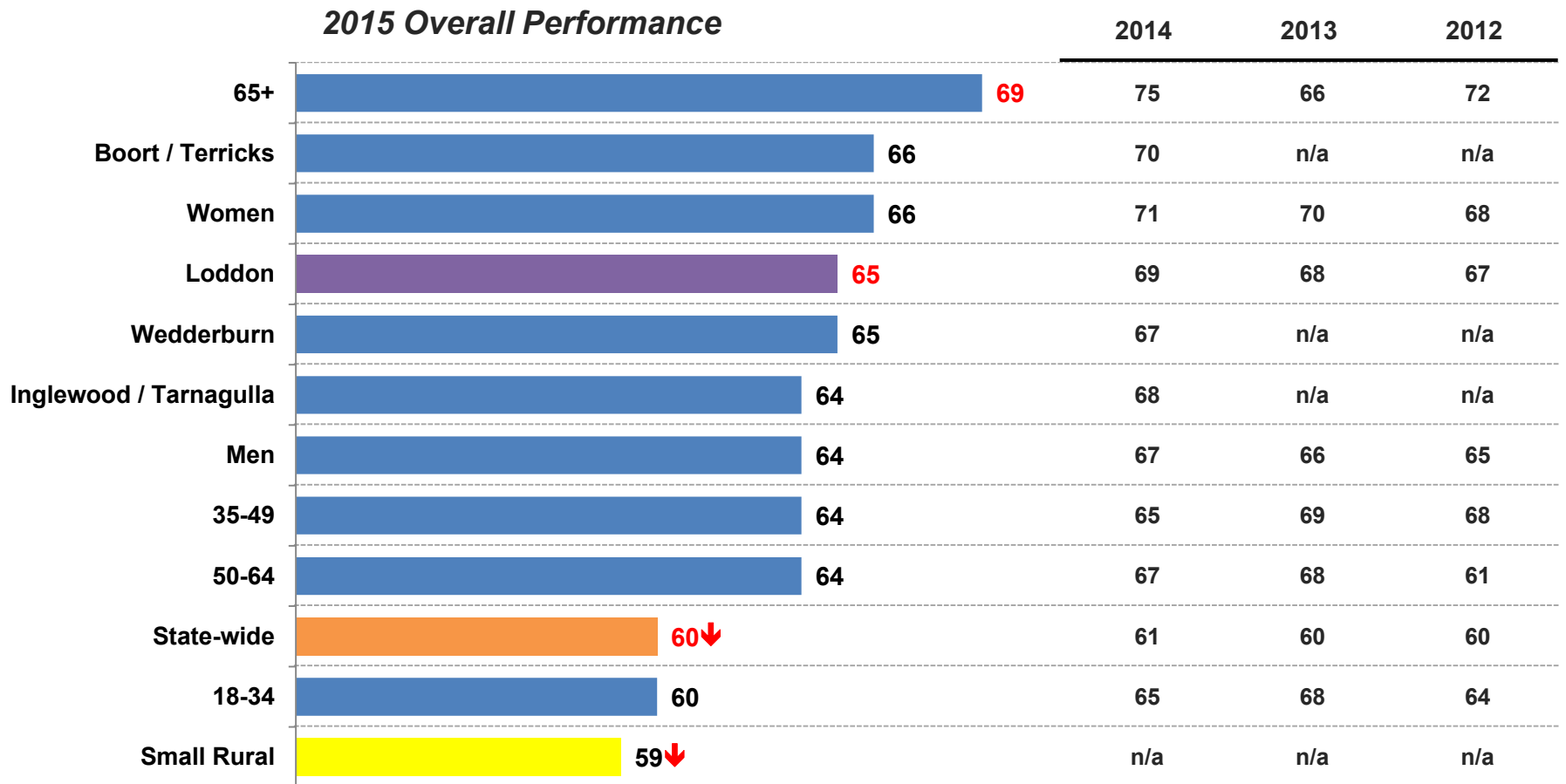
A satellite night view of the United Kingdom, showing the dense network of roads and city lights. The text "DETAILED FINDINGS" is overlaid on the left side of the image.

DETAILED FINDINGS

A satellite night view of the United Kingdom, showing city lights and a network of glowing lines. The text "KEY CORE MEASURE" and "OVERALL PERFORMANCE" is overlaid on the left side of the image.

KEY CORE MEASURE
OVERALL PERFORMANCE

OVERALL PERFORMANCE INDEX SCORES



Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Loddon 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?

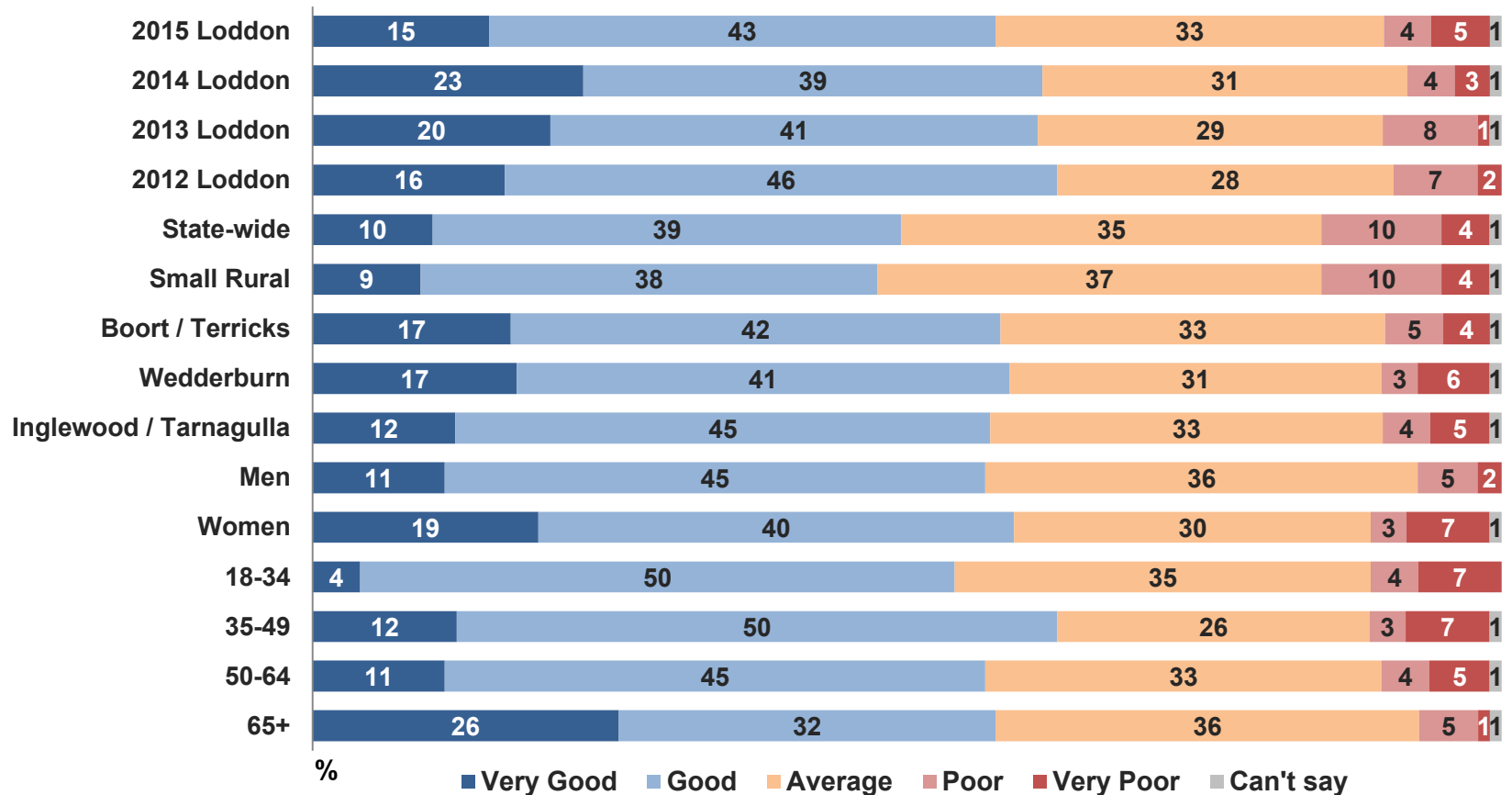
Base: All respondents Councils asked State-wide: 69 Councils asked group: 18

Note: Please see page 5 for explanation about significant differences



OVERALL PERFORMANCE DETAILED PERCENTAGES

2015 Overall Performance



Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Loddon 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: 69 Councils asked group: 18



An aerial night photograph of a city, likely San Francisco, showing a dense network of roads and buildings illuminated by warm, golden lights. The surrounding water is dark blue, and the overall scene is viewed from a high angle, looking down at the city's layout.

**KEY CORE MEASURE
CUSTOMER SERVICE**

CONTACT LAST 12 MONTHS SUMMARY

Overall contact with Loddon Shire Council

- 68%, down 3 points on 2014

Most contact with Loddon Shire Council

- Aged 35-49 years
- Wedderburn residents

Least contact with Loddon Shire Council

- Inglewood / Tarnagulla residents
- Aged 50+ years

Customer Service rating

- Index score of 75, down 1 point on 2014

Most satisfied with Customer Service

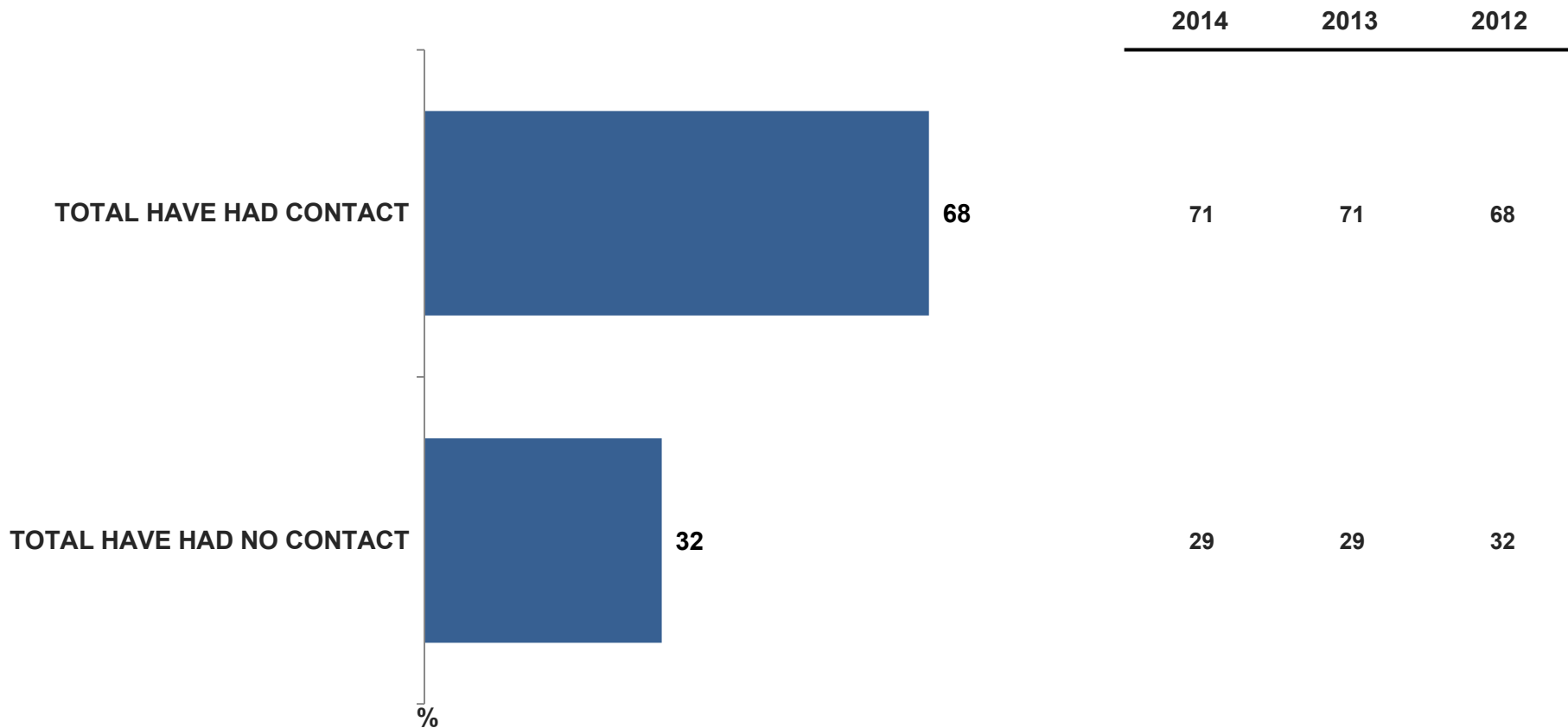
- Women

Least satisfied with Customer Service

- Aged 18-34 years

2015 CONTACT WITH COUNCIL LAST 12 MONTHS

2015 Method of Contact



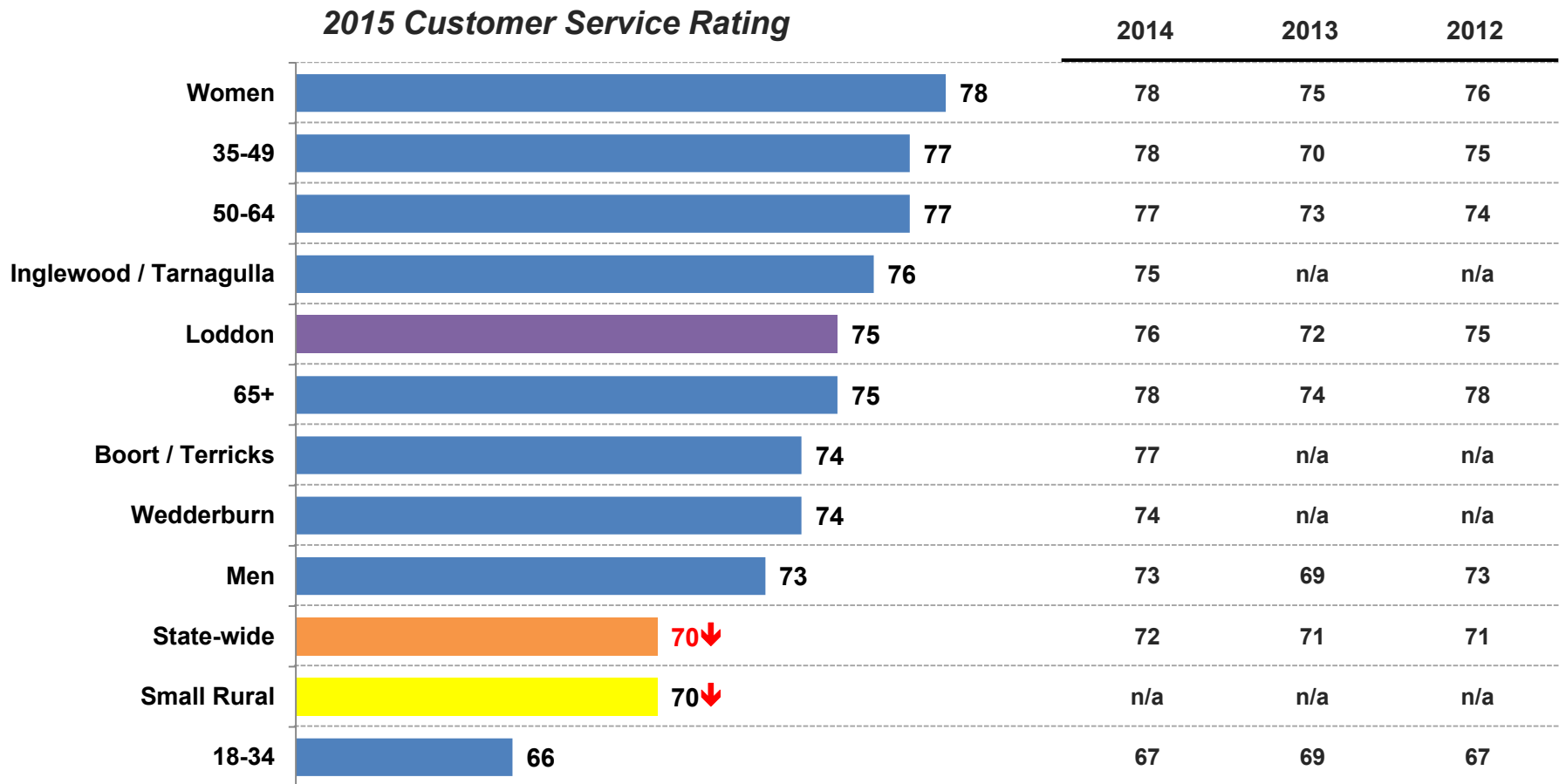
Q5. Over the last 12 months, have you or any member of your household had any contact with Loddon Shire Council? This may have been in person, in writing, by telephone conversation, by text message, by email or via their website or social media such as Facebook or Twitter?

Base: All respondents. Councils asked State-wide: 53 Councils asked group: 13

Note: Please see page 5 for explanation about significant differences



2015 CONTACT CUSTOMER SERVICE INDEX SCORES

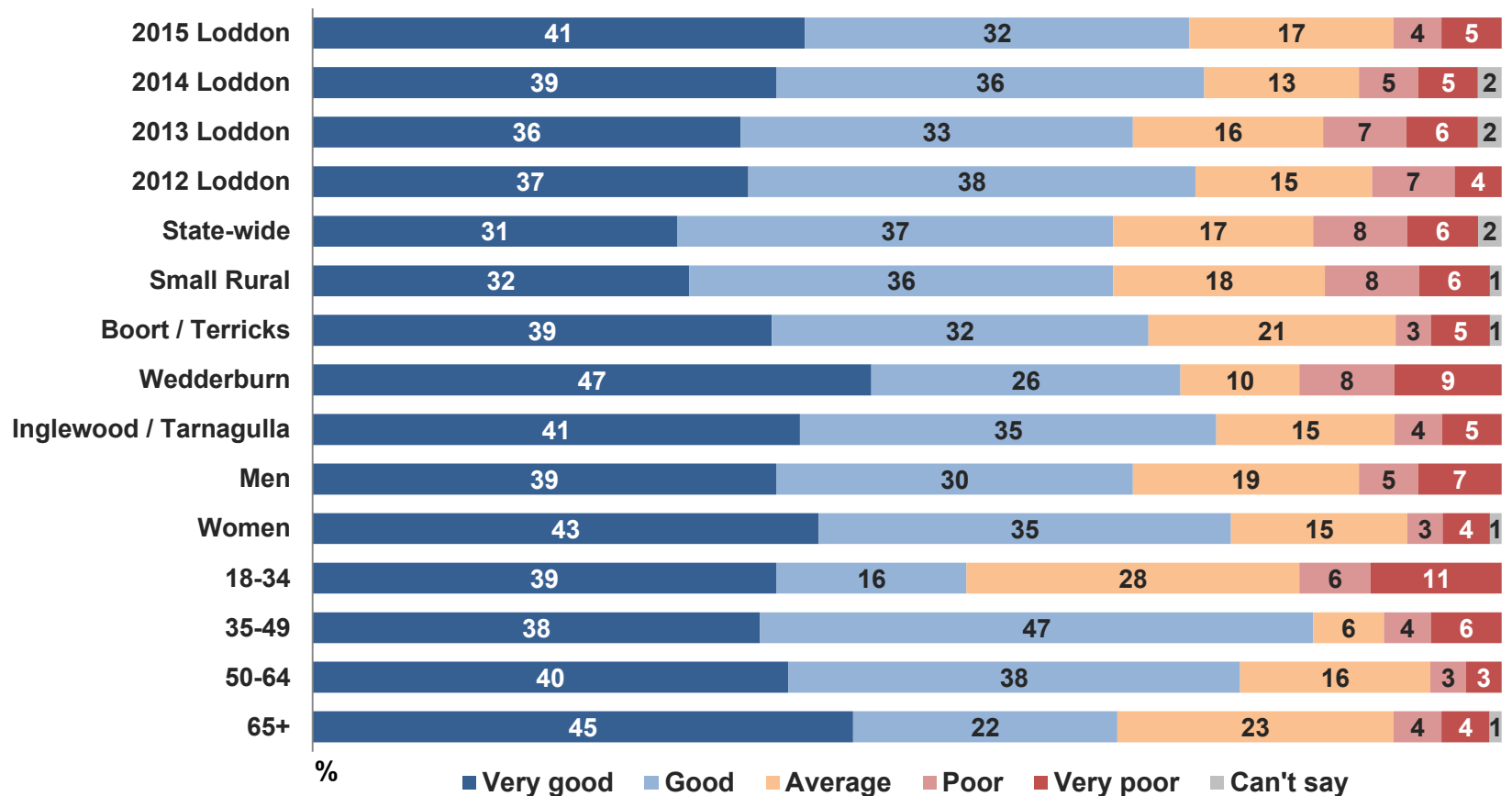


Q5c. Thinking of the most recent contact, how would you rate Loddon Shire Council for customer service?
 Please keep in mind we do not mean the actual outcome but rather the actual service that was received.
 Base: All respondents who have had contact with Council in the last 12 months.
 Councils asked State-wide: 69 Councils asked group: 18
 Note: Please see page 5 for explanation about significant differences



2015 CONTACT CUSTOMER SERVICE DETAILED PERCENTAGES

2015 Customer Service Rating



Q5c. Thinking of the most recent contact, how would you rate Loddon 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: 69 Councils asked group: 18





**KEY CORE MEASURE
COUNCIL DIRECTION INDICATORS**

COUNCIL DIRECTION SUMMARY

Council Direction over last 12 months

- 66% stayed about the same, up 2 points on 2014
- 18% improved, down 4 points on 2014
- 10% deteriorated, up 1 point on 2014

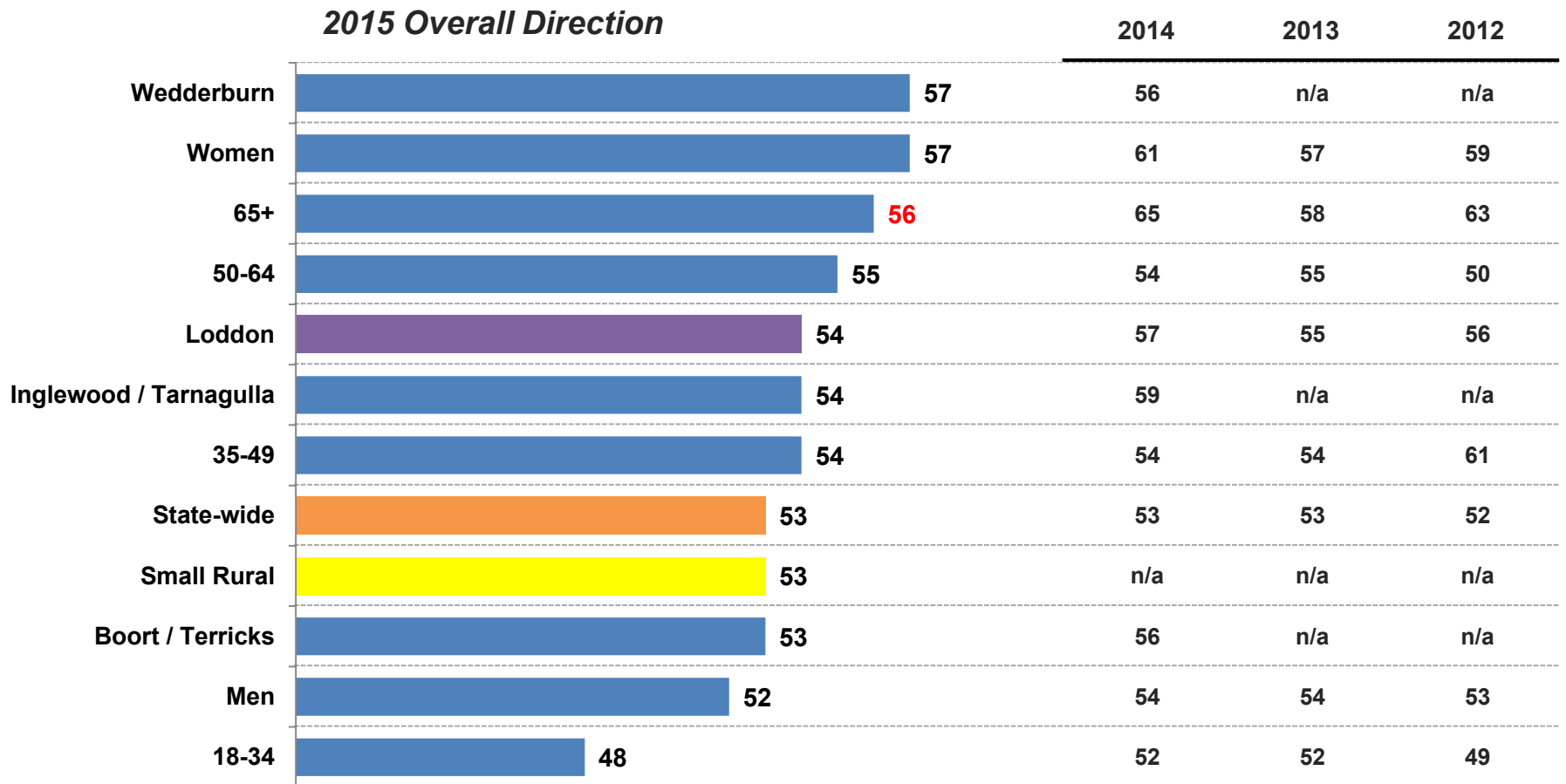
Most satisfied with Council Direction

- Wedderburn residents
- Women

Least satisfied with Council Direction

- Aged 18-34 years

2015 OVERALL COUNCIL DIRECTION LAST 12 MONTHS INDEX SCORES



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

Base: All respondents. Councils asked State-wide: 69 Councils asked group: 18

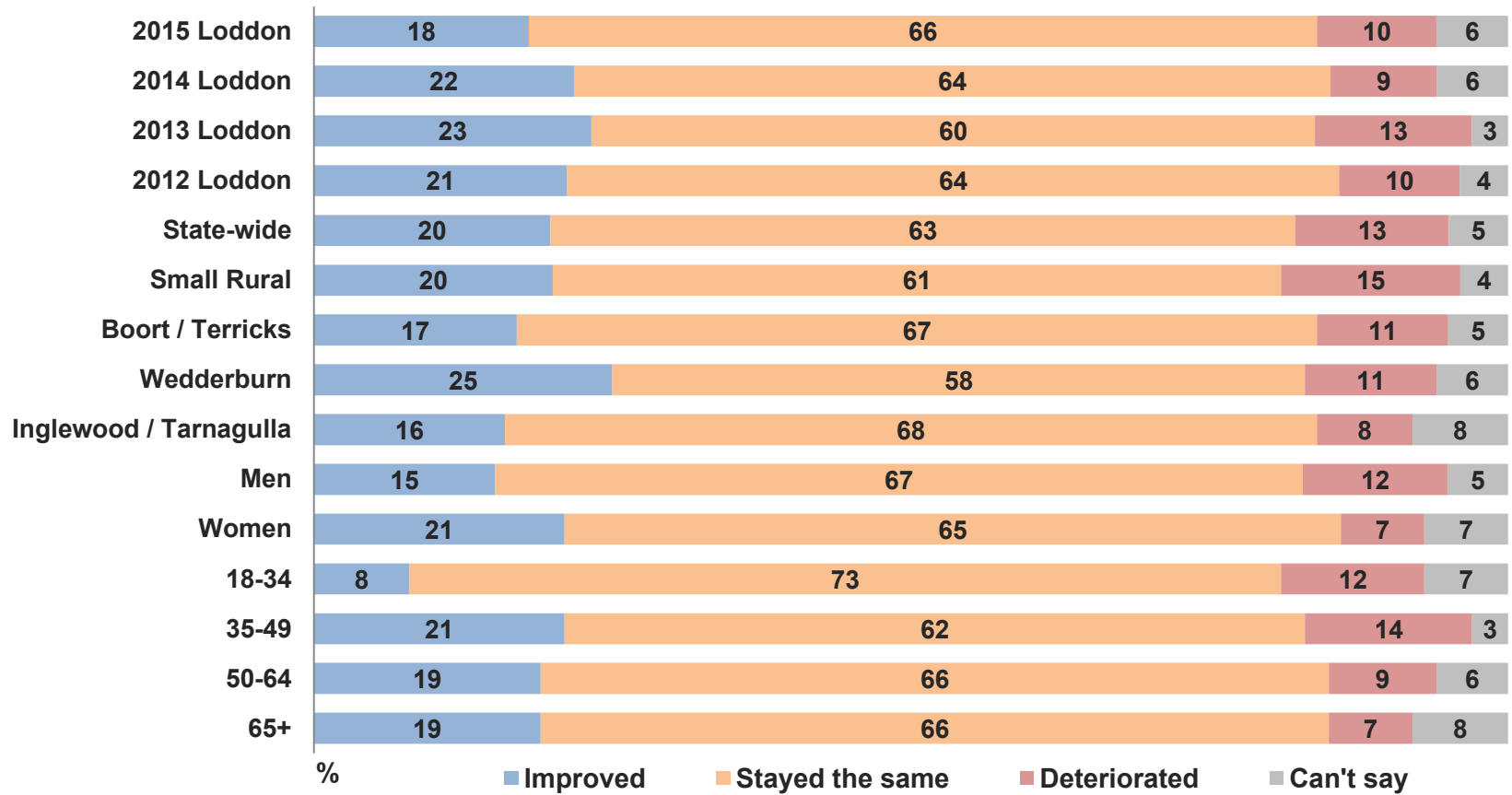
Note: Please see page 5 for explanation about significant differences



2015 OVERALL COUNCIL DIRECTION LAST 12 MONTHS

DETAILED PERCENTAGES

2015 Overall Direction



Q6. Over the last 12 months, what is your view of the direction of Loddon Shire Council's overall performance?
 Base: All respondents. Councils asked State-wide: 69 Councils asked group: 18

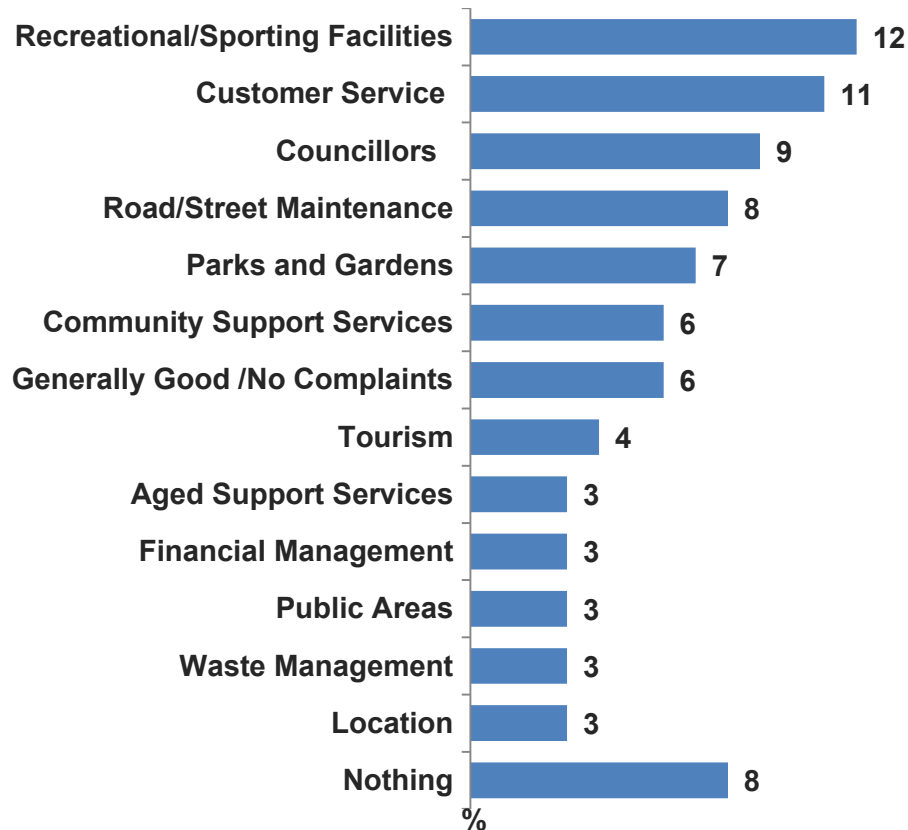
A satellite night view of the United States, showing city lights and a network of roads. The text "POSITIVES AND AREAS FOR IMPROVEMENT" is overlaid in white, bold, sans-serif font across the center of the image.

POSITIVES AND AREAS FOR IMPROVEMENT

2015 BEST THINGS ABOUT COUNCIL DETAILED PERCENTAGES

2015 SERVICES TO IMPROVE DETAILED PERCENTAGES

2015 Best Aspects



2015 Areas for Improvement



Q16. Please tell me what is the ONE BEST thing about Loddon 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 statewide: 19 Councils asked group: 5

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

Base: All respondents. Councils asked statewide: 28 Councils asked group: 6



An aerial night view of a coastal region, likely the Mediterranean coast of Europe, showing a dense network of glowing lights representing a communications network. The lights form a complex web across the landmass, with several major hubs of high intensity. The surrounding sea is dark, and the overall scene is illuminated by the artificial lights of the network.

COMMUNICATIONS

COMMUNICATIONS SUMMARY

Overall preferred forms of communication

- Newsletter sent via mail (50)

Preferred forms of communication among over 50s

- Newsletter sent via mail (53)

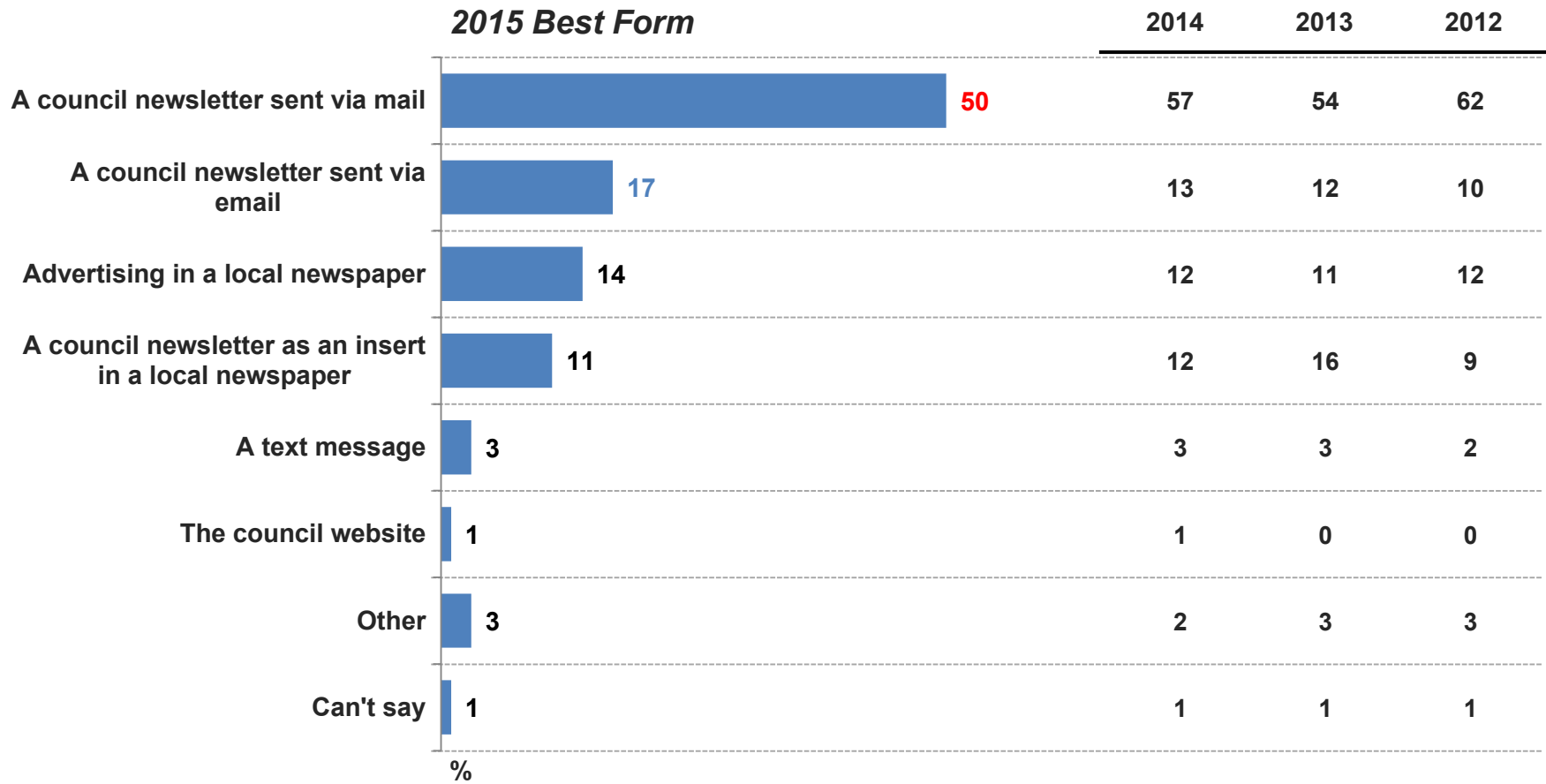
Preferred forms of communication among under 50s

- Newsletter sent via mail (46)

Greatest change since 2014

- Newsletter sent via mail (down 7 points)

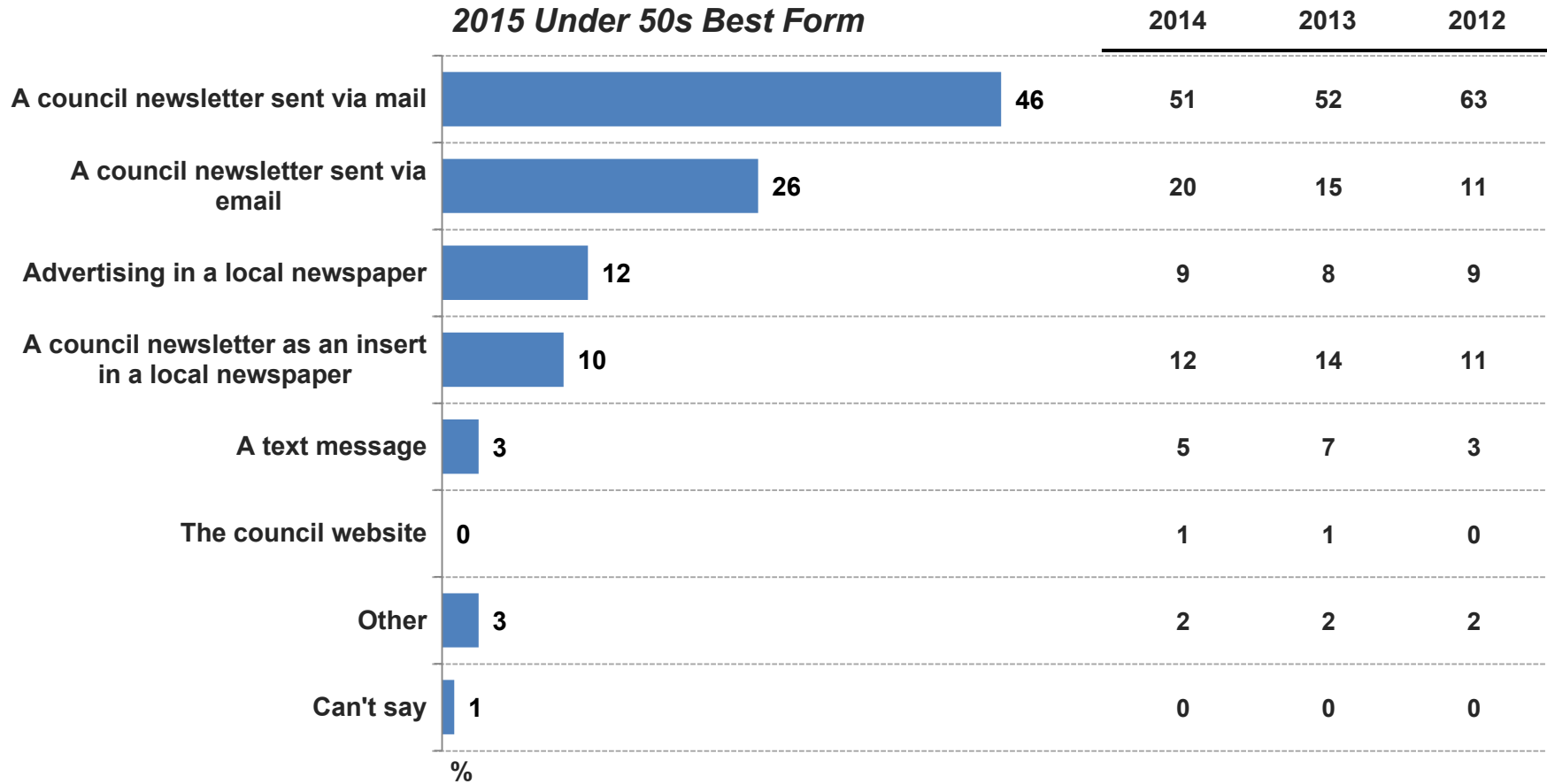
2015 BEST FORMS OF COMMUNICATION



Q13. If Loddon 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: 22 Councils asked group: 7
 Note: Please see page 5 for explanation about significant differences

2015 BEST FORMS OF COMMUNICATION: UNDER 50s

2015 Under 50s Best Form



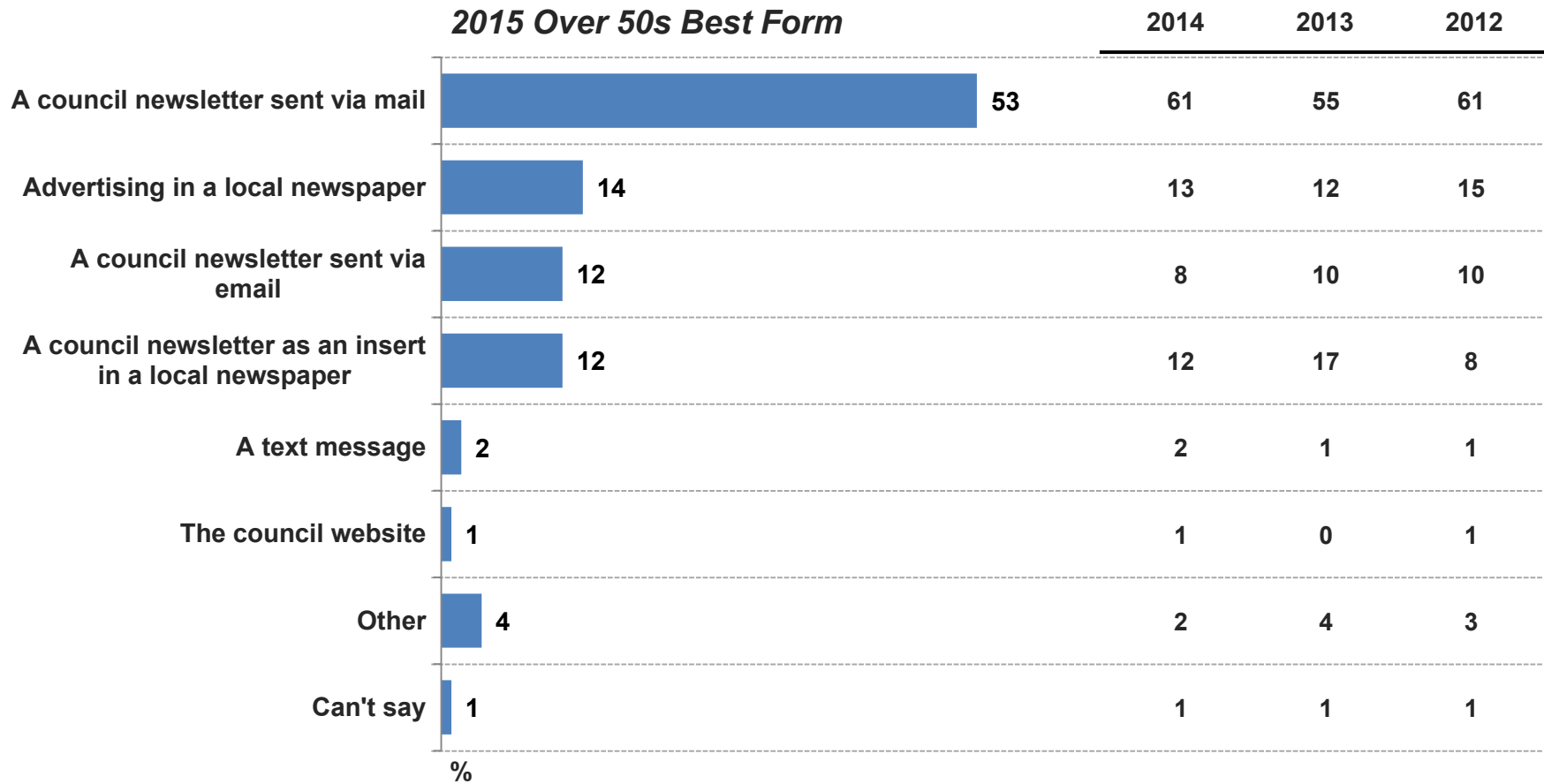
Q13. If Loddon Shire Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?

Base: All respondents aged under 50. Councils asked State-wide: 22 Councils asked group: 7

Note: Please see page 5 for explanation about significant differences



2015 BEST FORMS OF COMMUNICATION: OVER 50s



Q13. If Loddon 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: 22 Councils asked group: 7

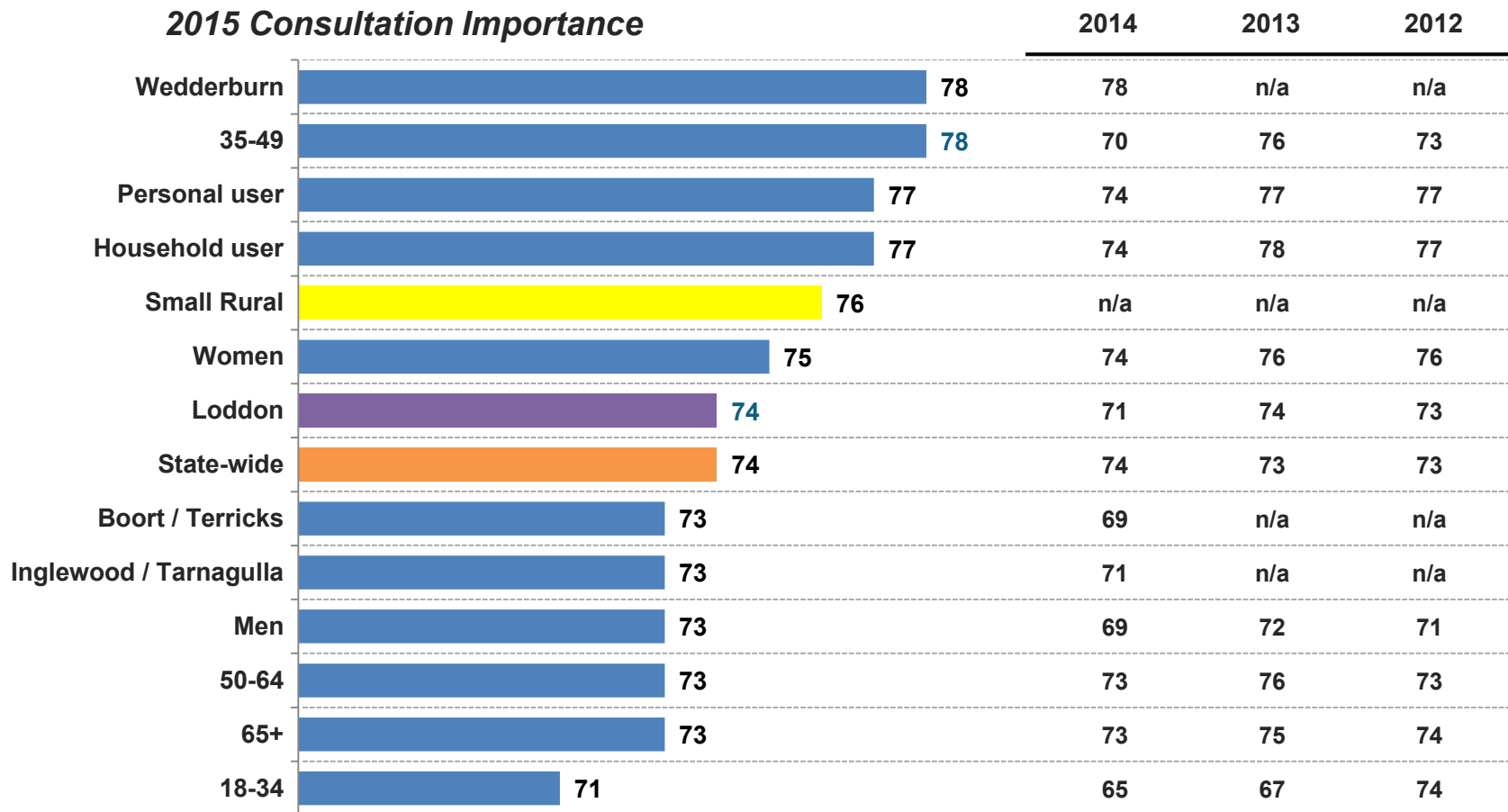
Note: Please see page 5 for explanation about significant differences



An aerial night-time photograph of a coastal region, likely the Gulf of Mexico. The land is illuminated by a dense network of roads and city lights, appearing as a complex web of white and yellow lines against the dark terrain. The surrounding water is dark blue. The text "INDIVIDUAL SERVICE AREAS" is overlaid in white, bold, sans-serif font across the center of the image.

INDIVIDUAL SERVICE AREAS

2015 COMMUNITY CONSULTATION AND ENGAGEMENT IMPORTANCE INDEX SCORES



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

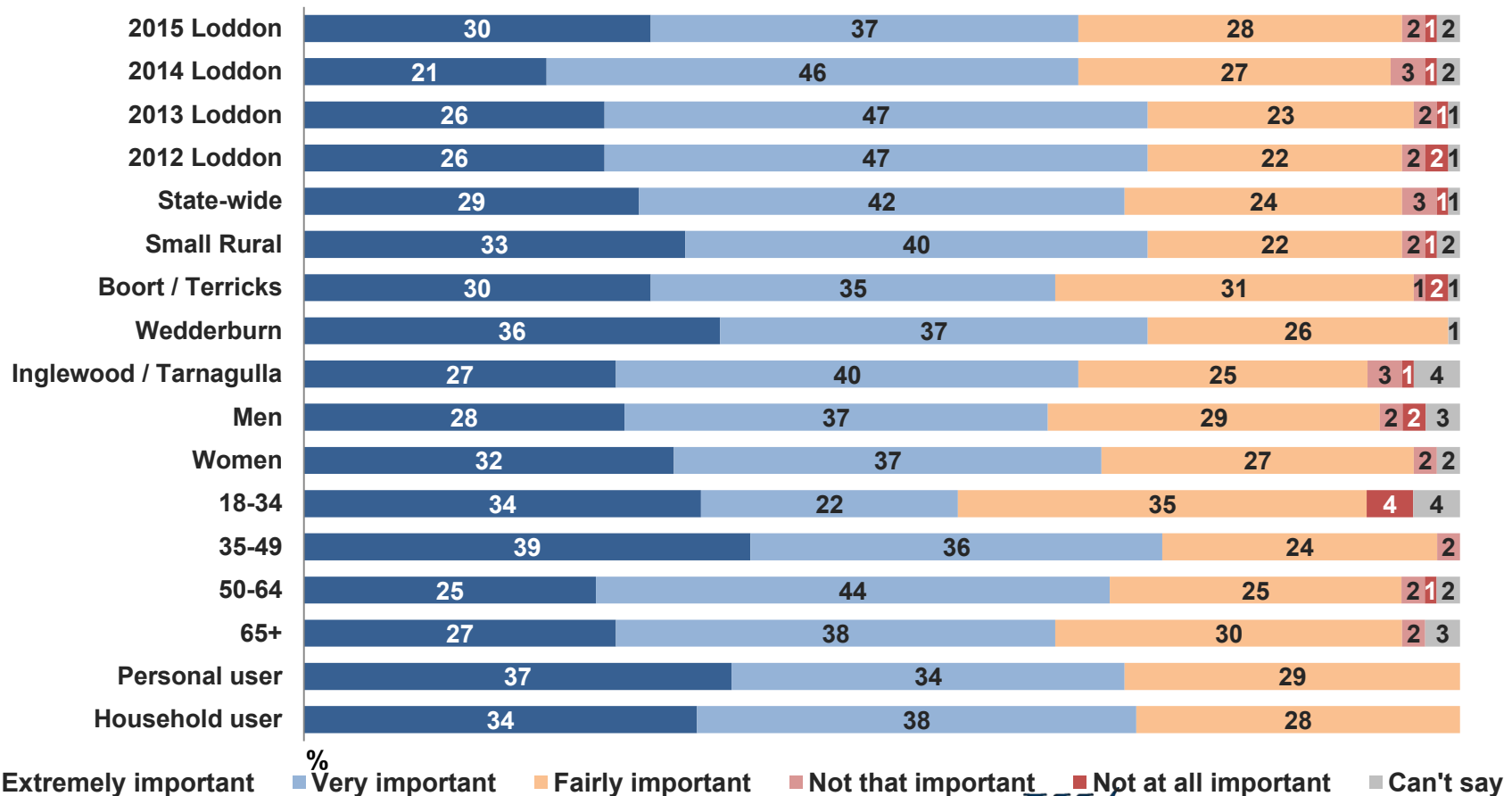
Base: All respondents. Councils asked State-wide: 28 Councils asked group: 5

Note: Please see slide 5 for explanation about significant differences



2015 COMMUNITY CONSULTATION AND ENGAGEMENT IMPORTANCE DETAILED PERCENTAGES

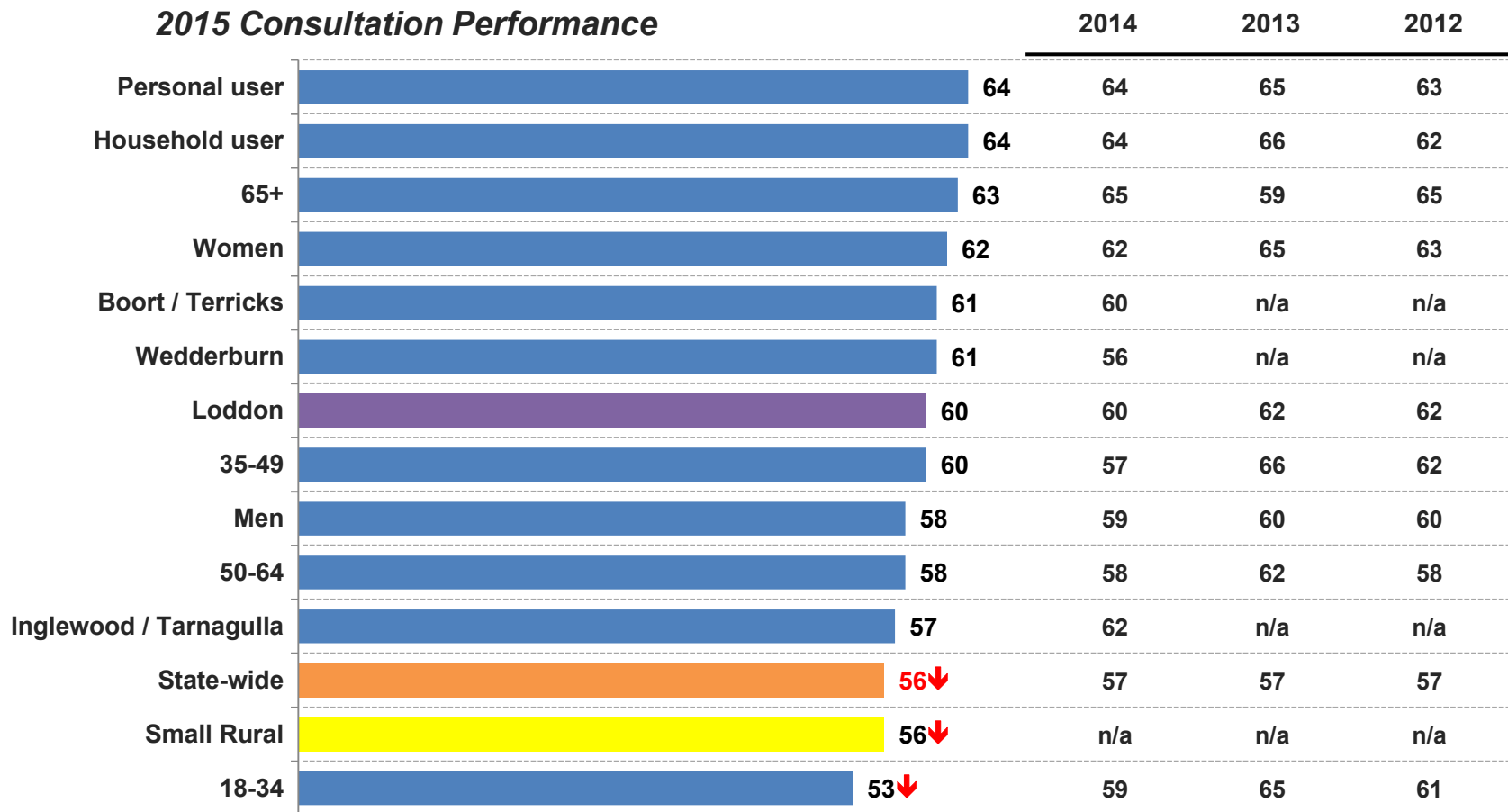
2015 Consultation Importance



Q1. Firstly, how important should 'Community Consultation and Engagement' be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 28 Councils asked group: 5



2015 COMMUNITY CONSULTATION AND ENGAGEMENT PERFORMANCE INDEX SCORES



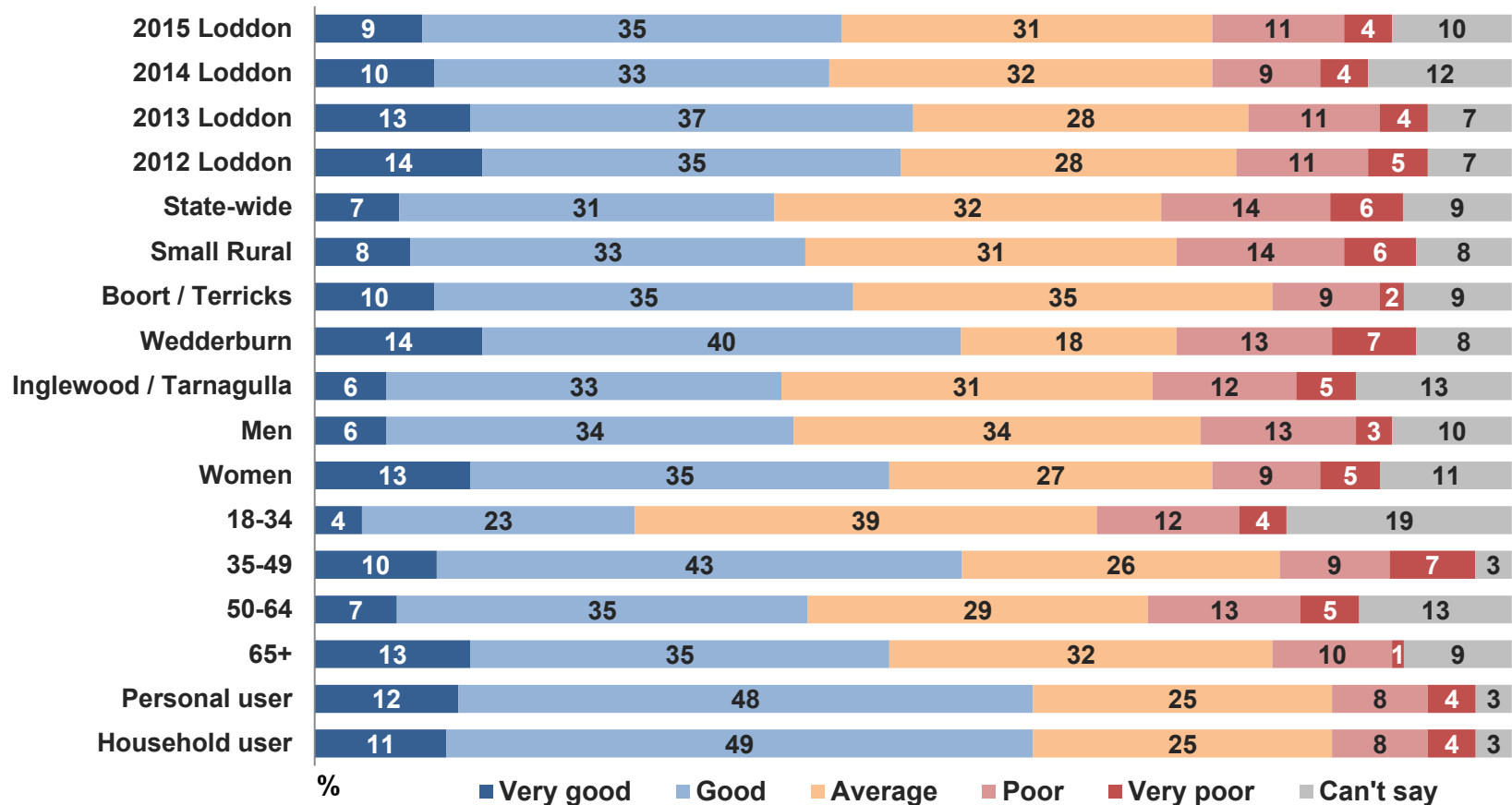
Q2. How has Council performed on 'Community Consultation and Engagement' over the last 12 months?

Base: All respondents. Councils asked State-wide: 69 Councils asked group: 18

Note: Please see slide 5 for explanation about significant differences

2015 COMMUNITY CONSULTATION AND ENGAGEMENT PERFORMANCE DETAILED PERCENTAGES

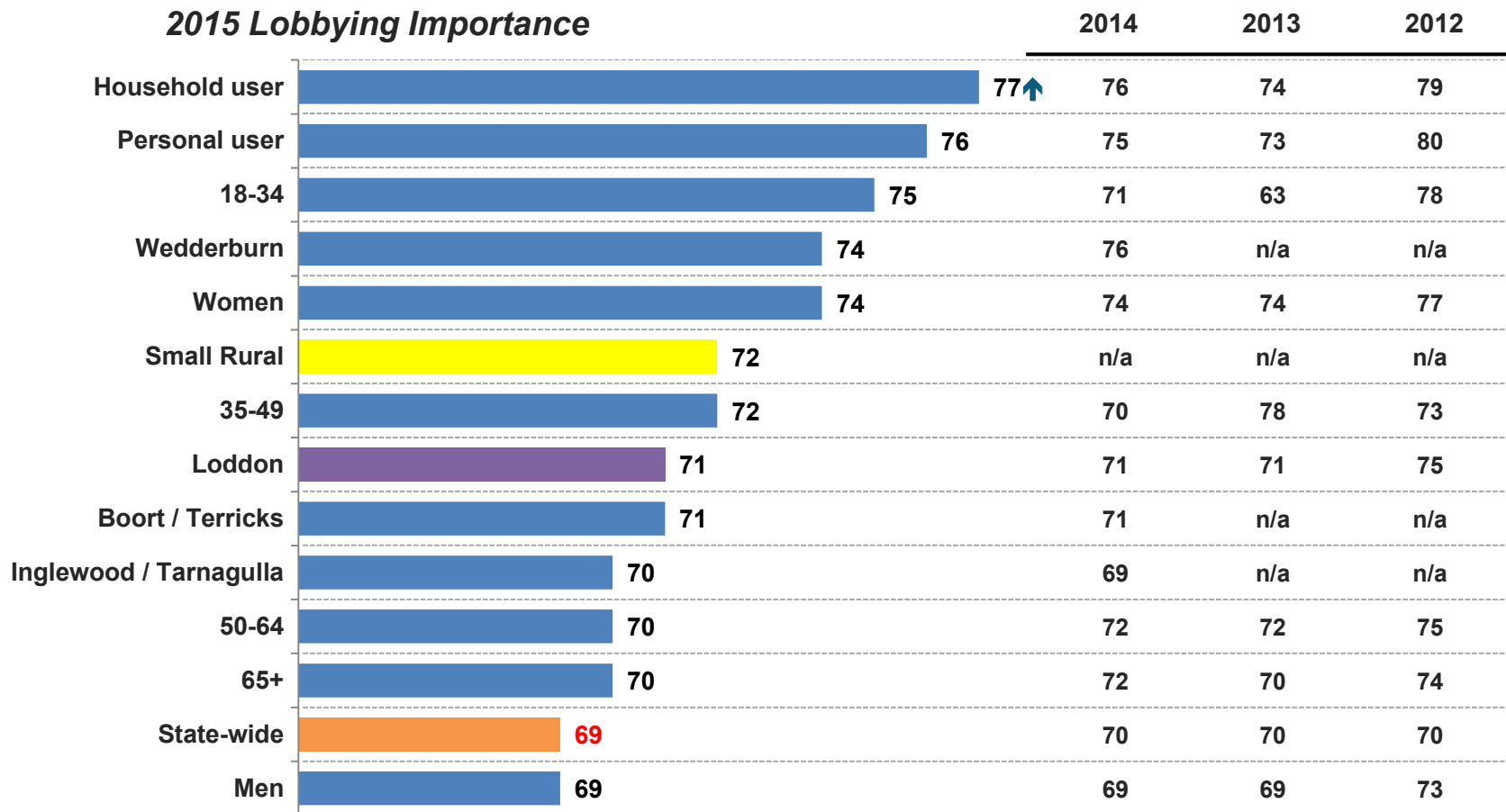
2015 Consultation Performance



Q2. How has Council performed on 'Community Consultation and Engagement' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 69 Councils asked group: 18



2015 LOBBYING ON BEHALF OF THE COMMUNITY IMPORTANCE INDEX SCORES



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

Base: All respondents. Councils asked State-wide: 28 Councils asked group: 5

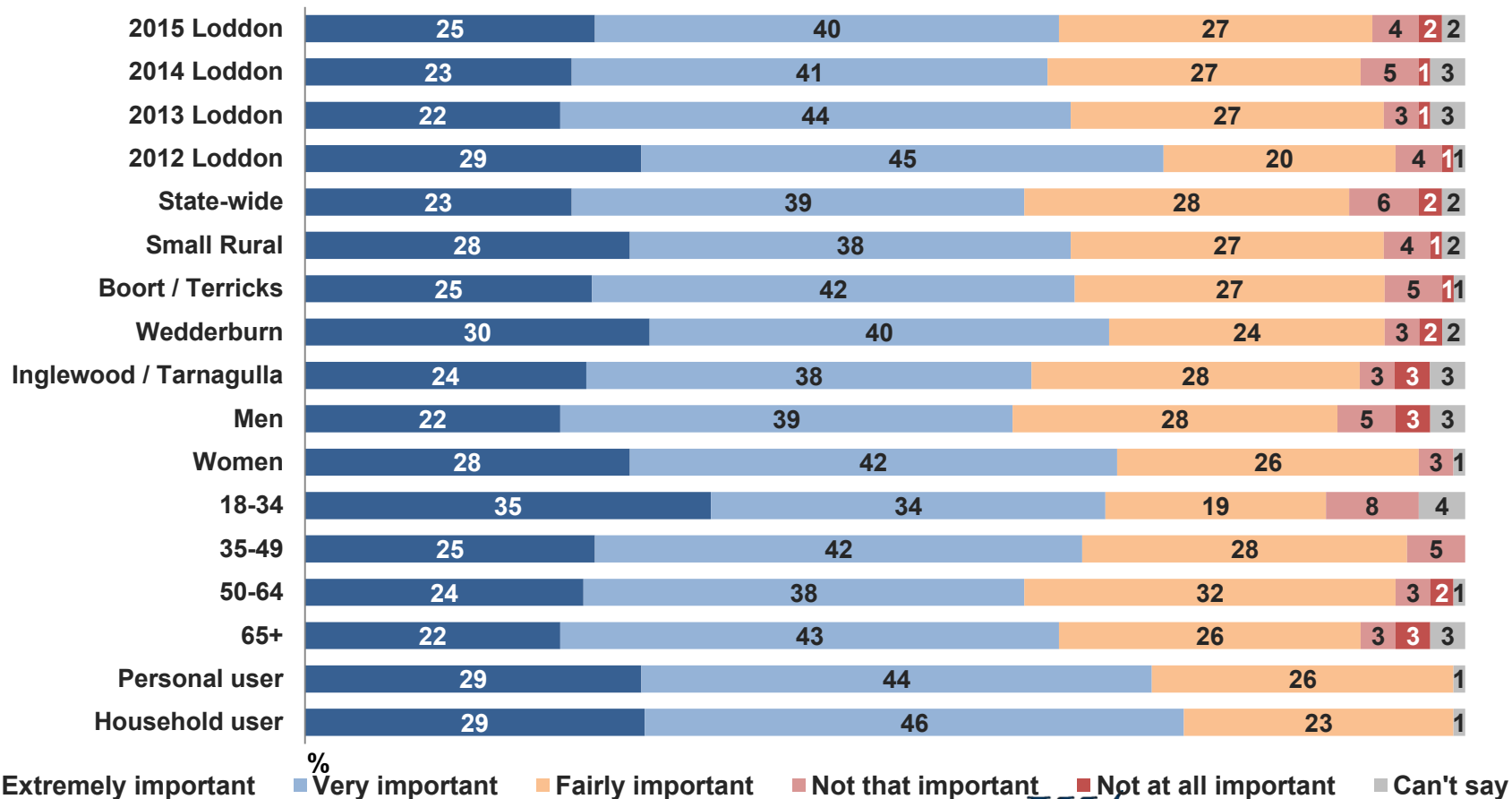
Note: Please see slide 5 for explanation about significant differences



2015 LOBBYING ON BEHALF OF THE COMMUNITY

IMPORTANCE DETAILED PERCENTAGES

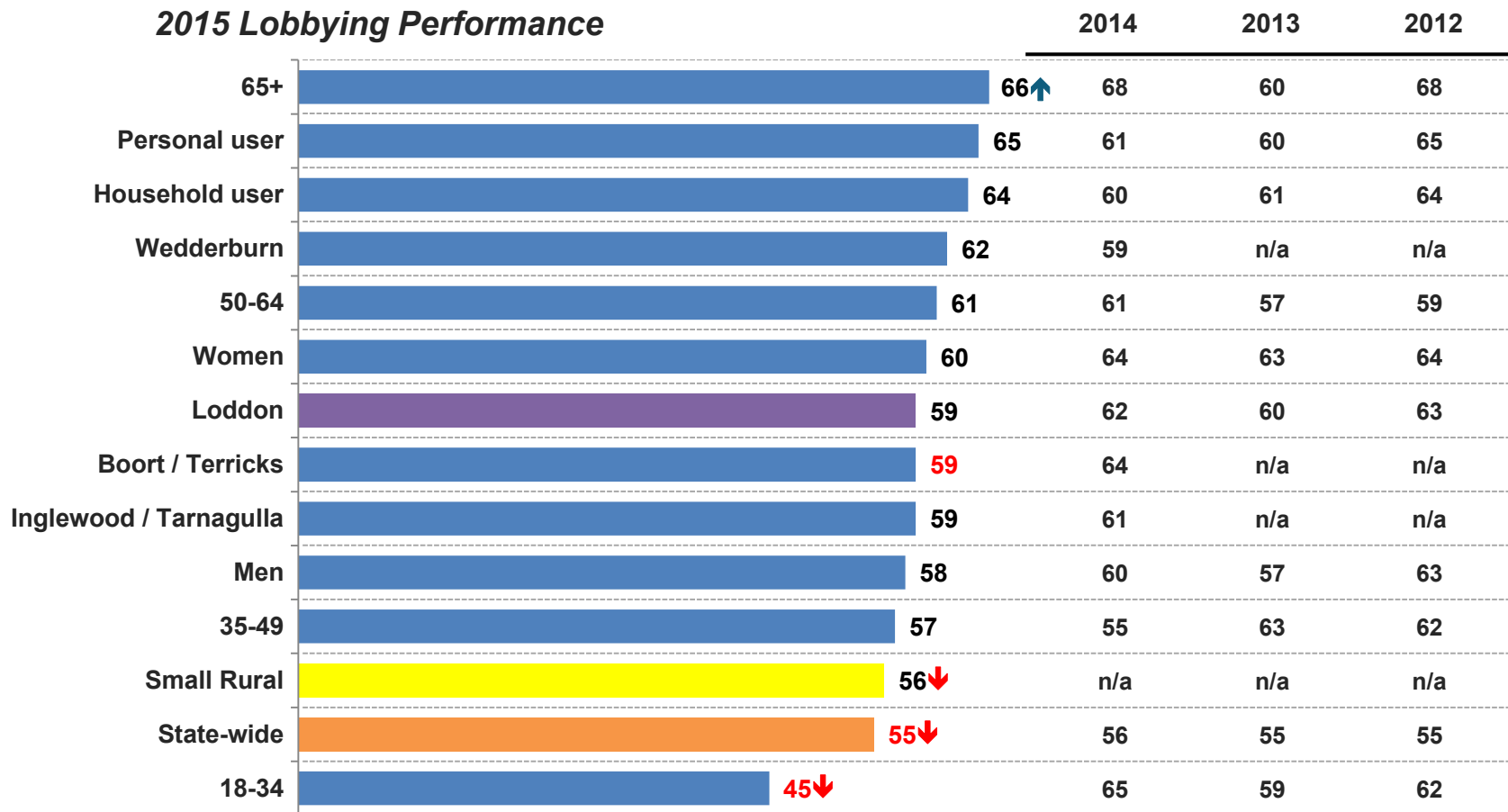
2015 Lobbying Importance



Q1. Firstly, how important should 'Lobbying on Behalf of the Community' be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 28 Councils asked group: 5



2015 LOBBYING ON BEHALF OF THE COMMUNITY 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: 69 Councils asked group: 18

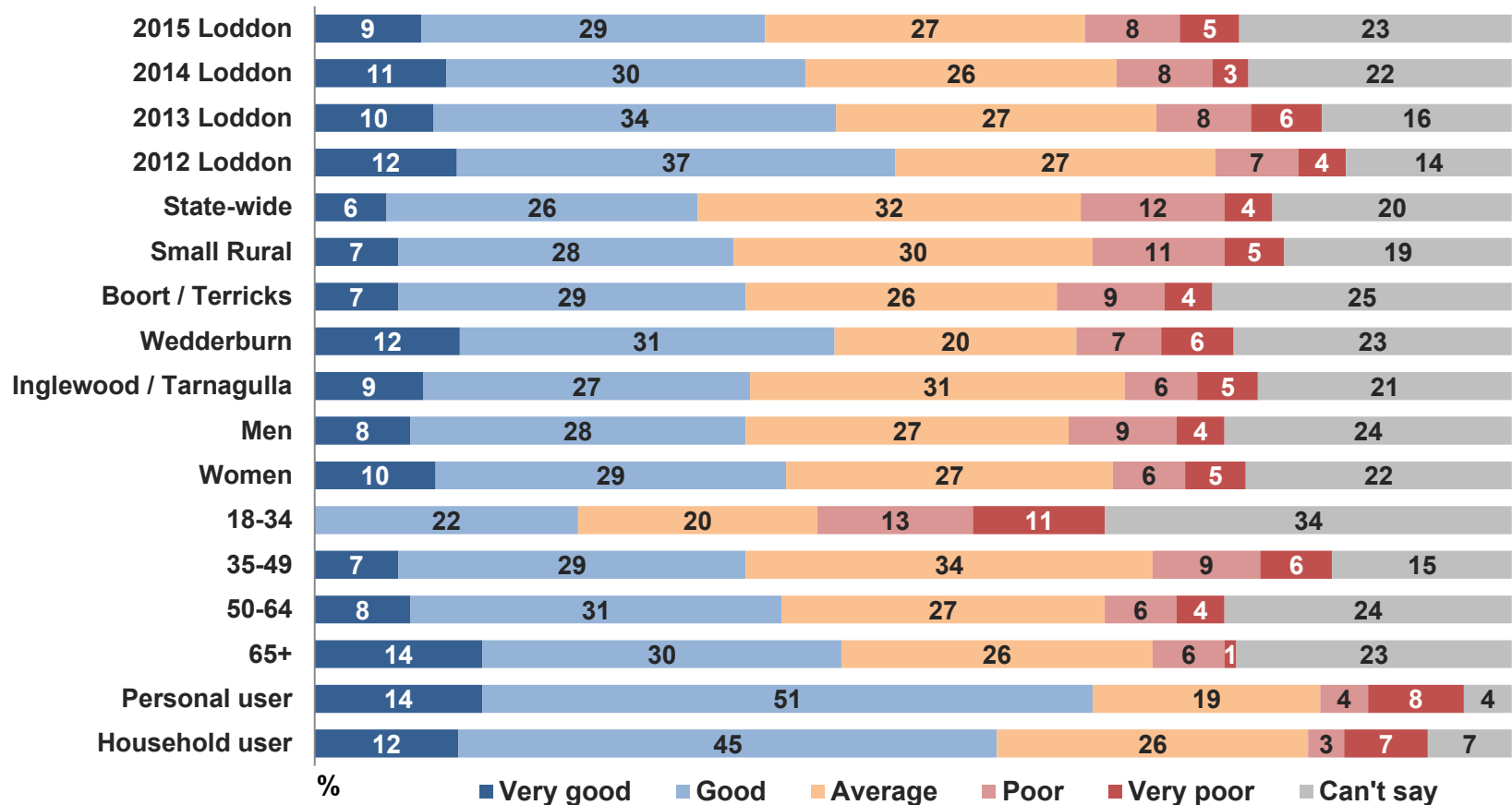
Note: Please see slide 5 for explanation about significant differences



2015 LOBBYING ON BEHALF OF THE COMMUNITY

PERFORMANCE DETAILED PERCENTAGES

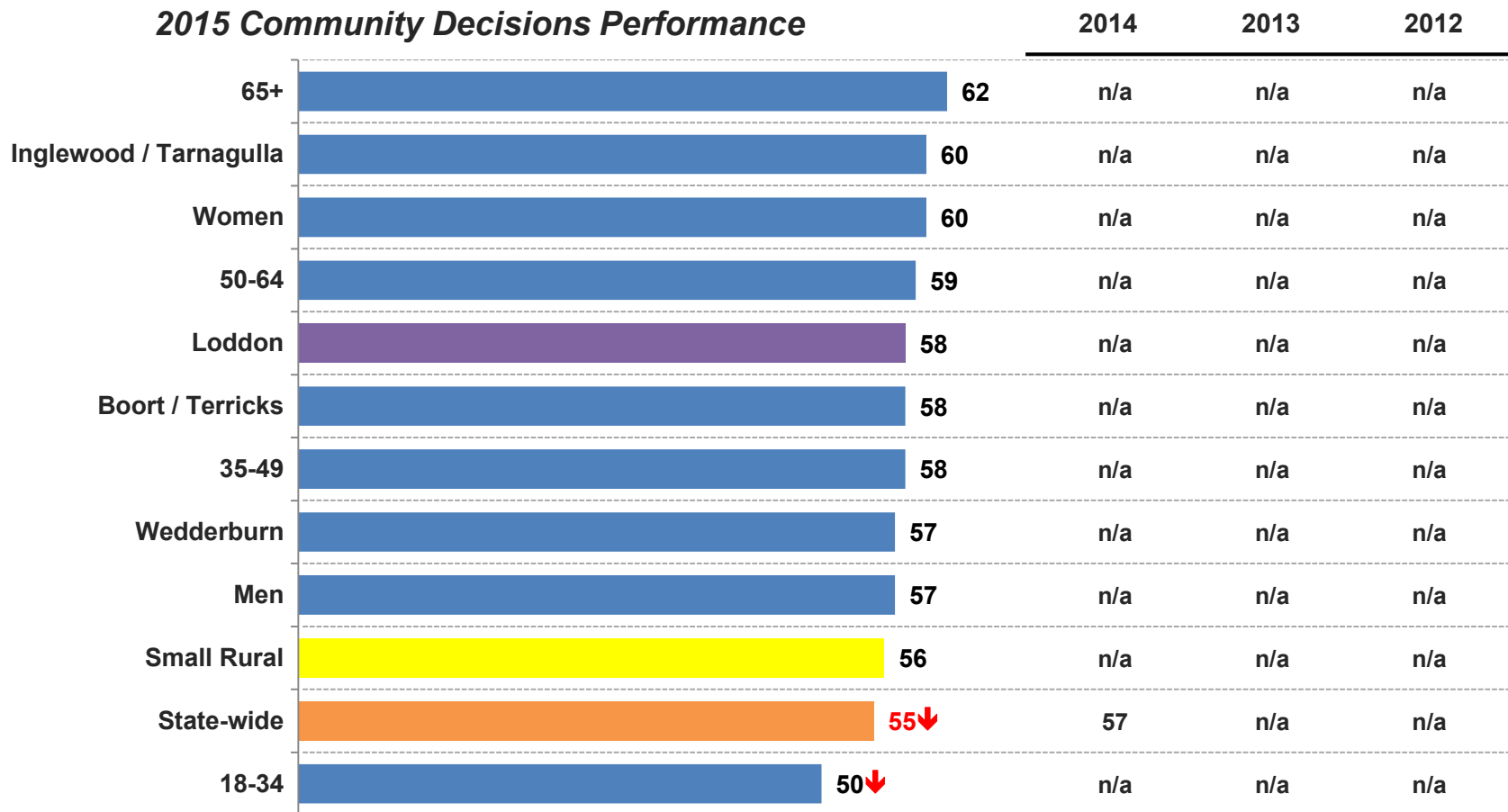
2015 Lobbying Performance



Q2. How has Council performed on 'Lobbying on Behalf of the Community' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 69 Councils asked group: 18



2015 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY 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: 69 Councils asked group: 18

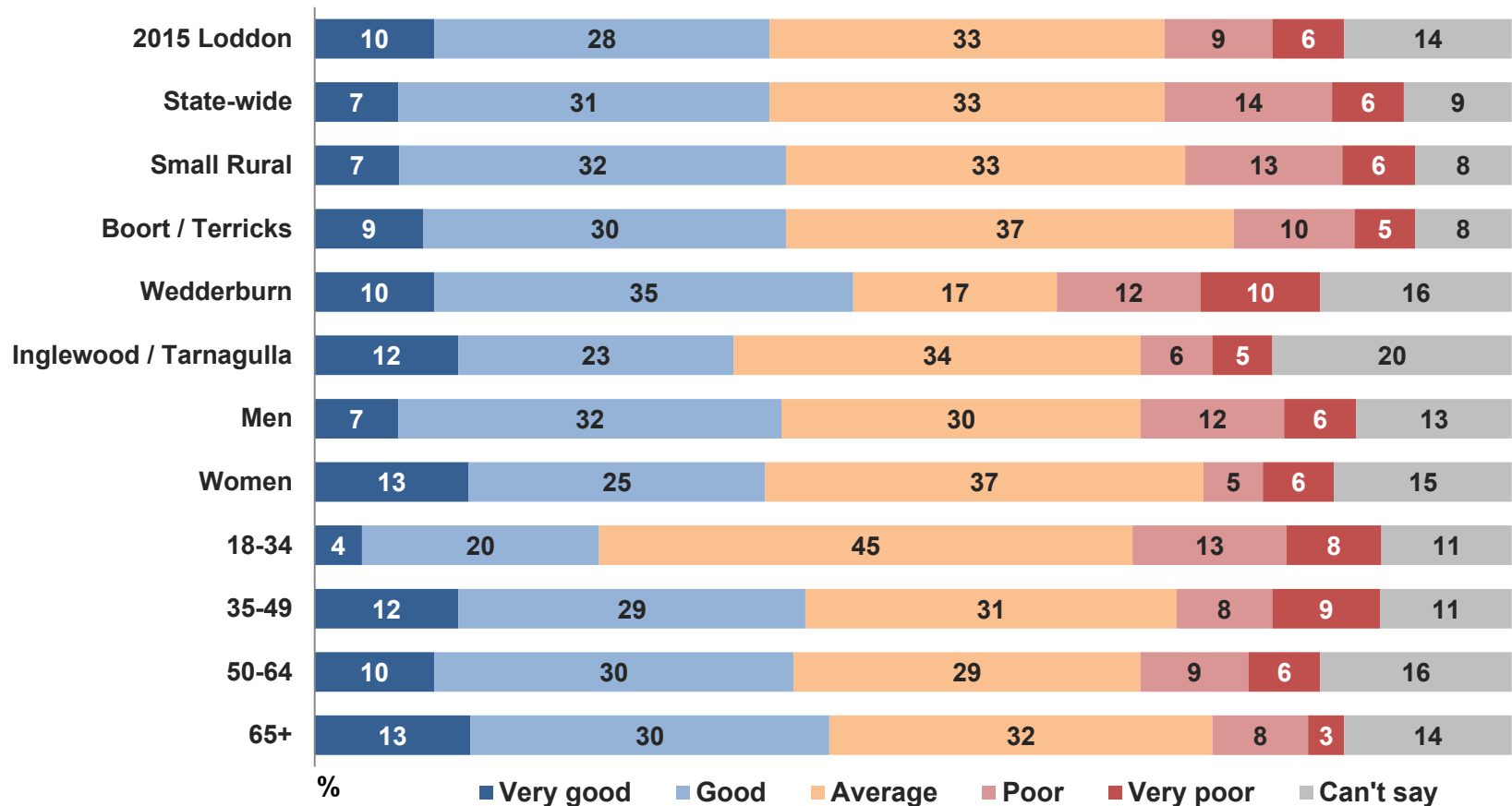
Note: Please see slide 5 for explanation about significant differences



2015 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY

PERFORMANCE DETAILED PERCENTAGES

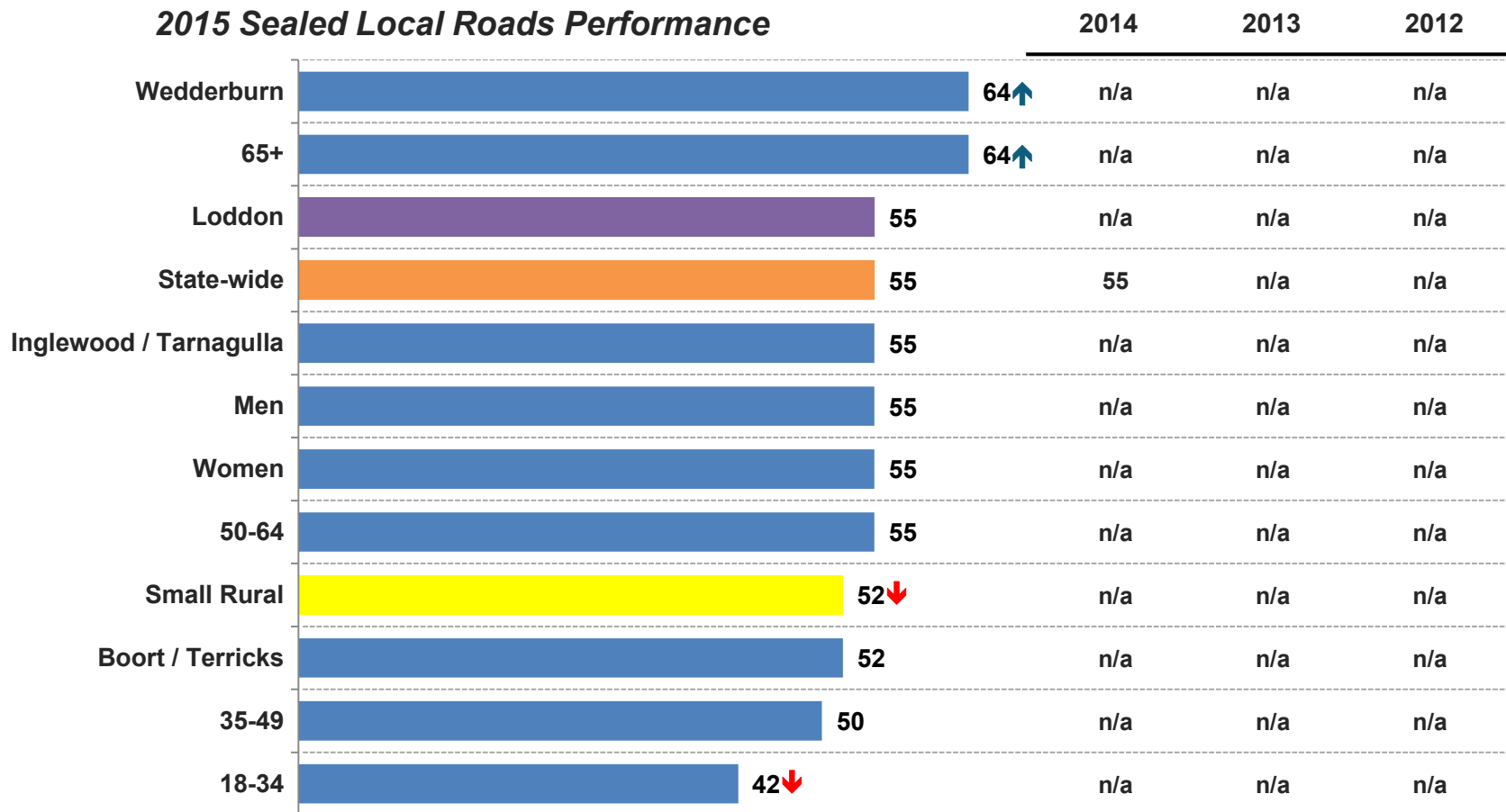
2015 Community Decisions Performance



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: 69 Councils asked group: 18



2015 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA 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: 69 Councils asked group: 18

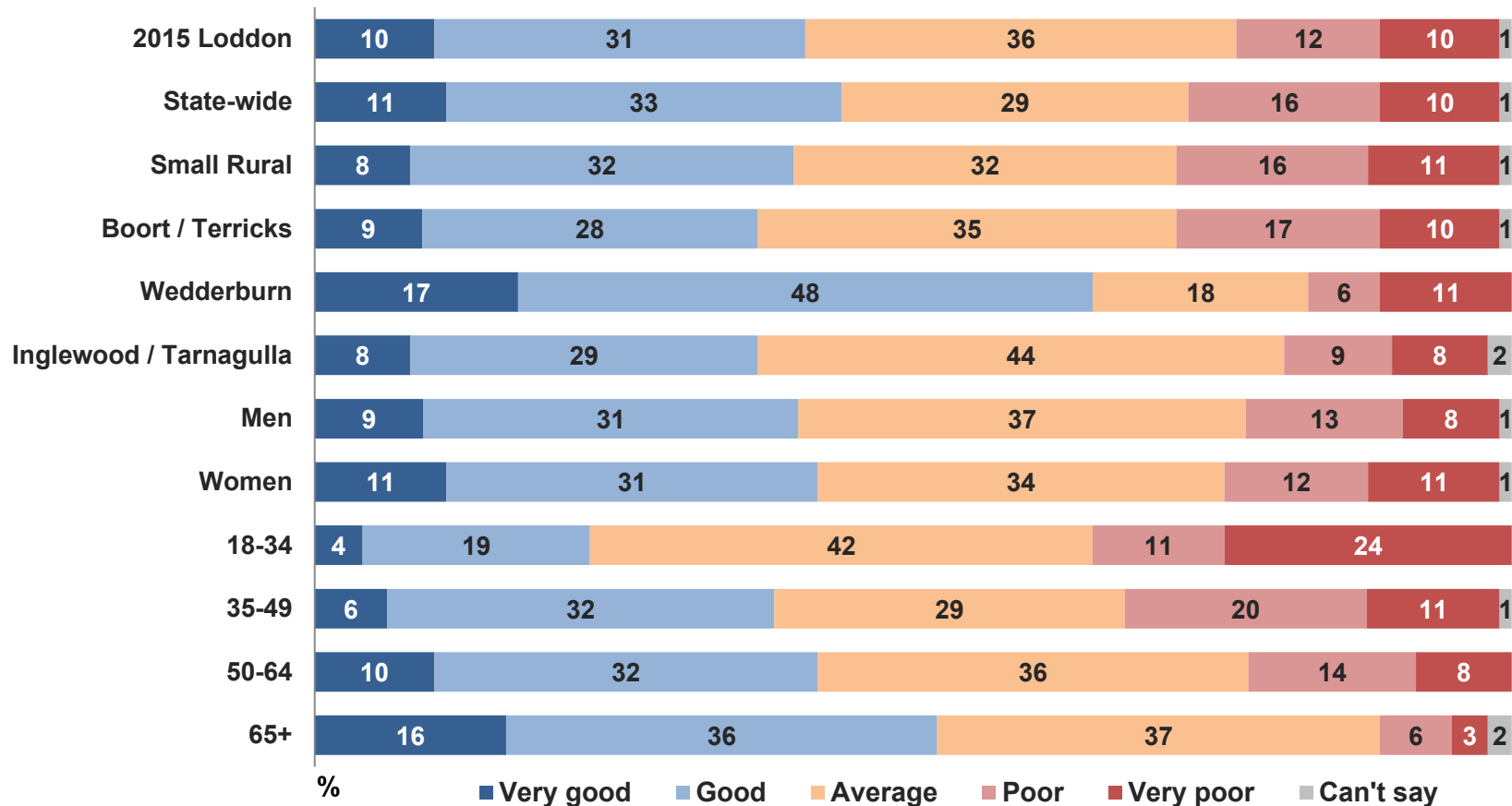
Note: Please see slide 5 for explanation about significant differences



2015 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA

PERFORMANCE DETAILED PERCENTAGES

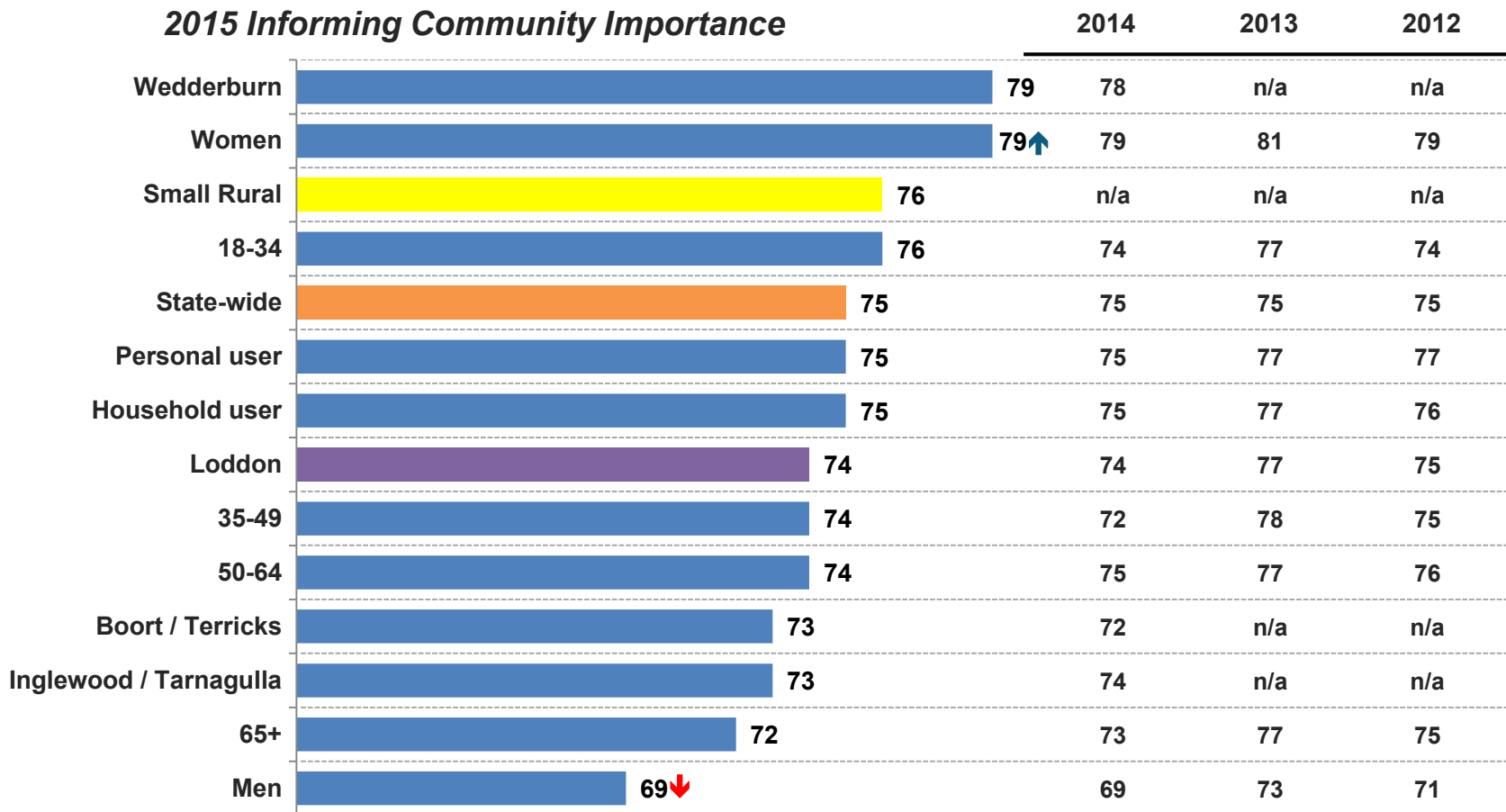
2015 Sealed Local Roads Performance



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: 69 Councils asked group: 18



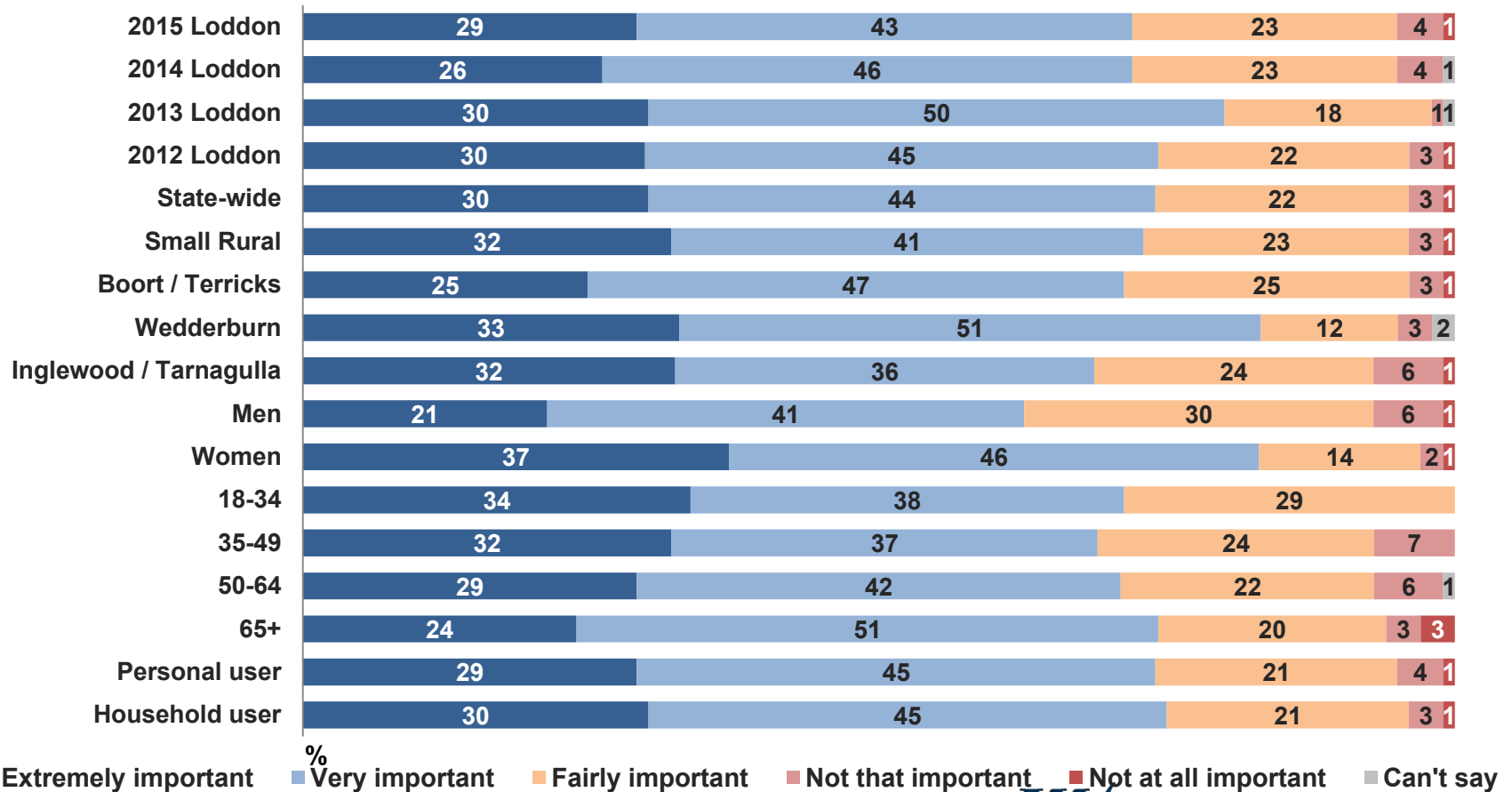
2015 INFORMING THE COMMUNITY IMPORTANCE INDEX SCORES



Q1. Firstly, how important should 'Informing the Community' be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 25 Councils asked group: 4
 Note: Please see slide 5 for explanation about significant differences

2015 INFORMING THE COMMUNITY IMPORTANCE DETAILED PERCENTAGES

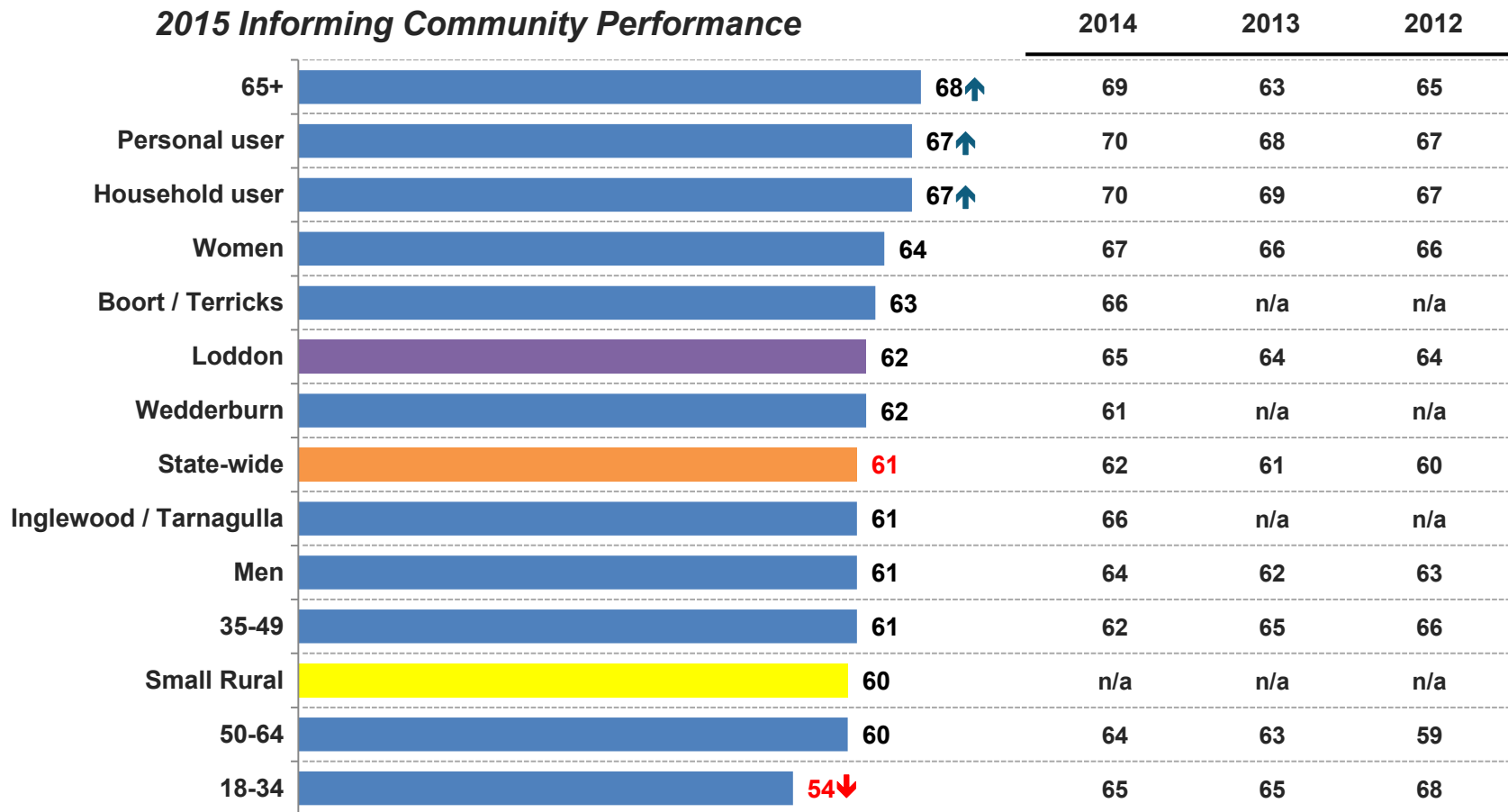
2015 Informing Community Importance



Q1. Firstly, how important should 'Informing the Community' be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 25 Councils asked group: 4



2015 INFORMING THE COMMUNITY PERFORMANCE INDEX SCORES



Q2. How has Council performed on 'Informing the Community' over the last 12 months?

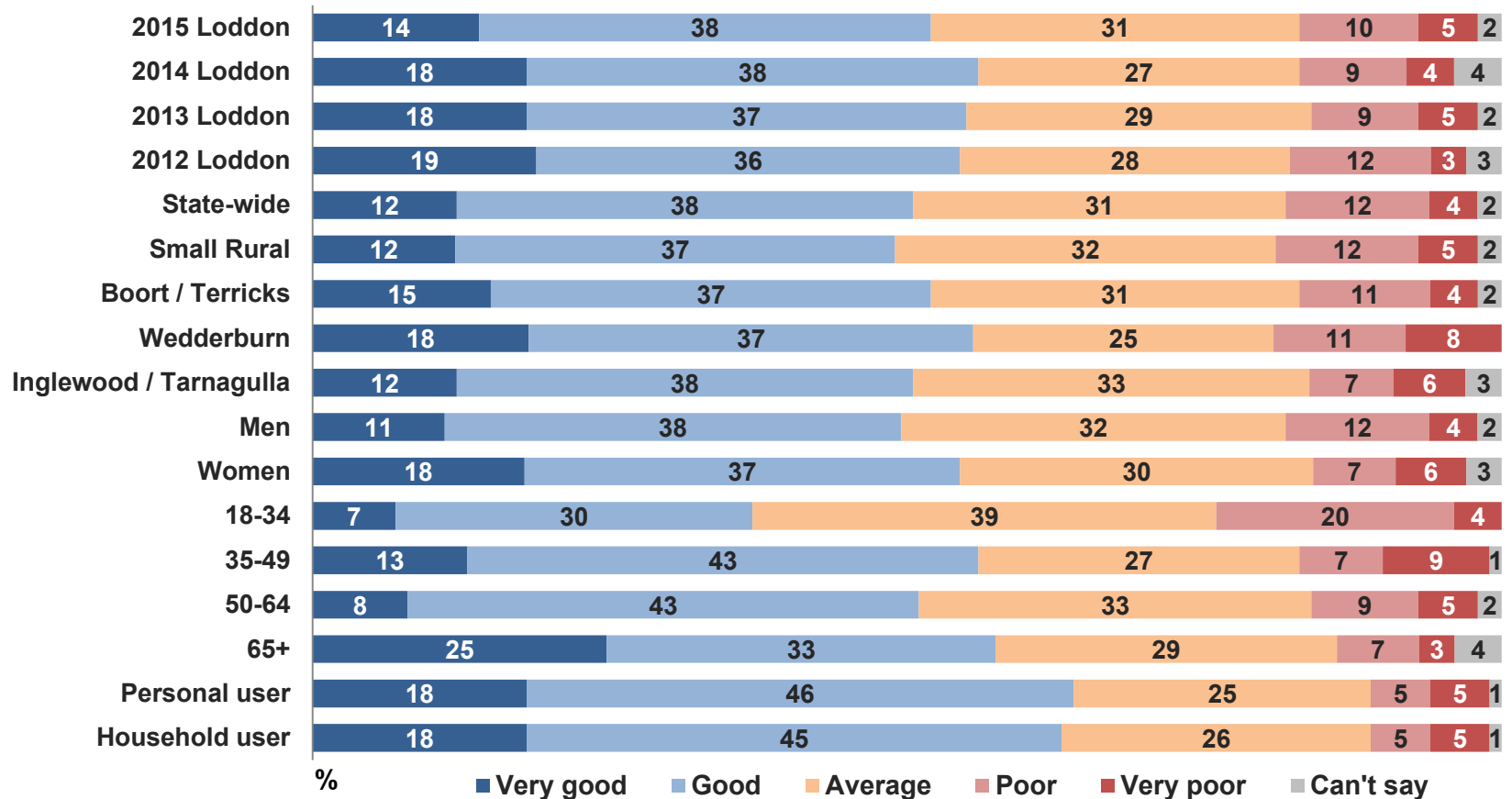
Base: All respondents. Councils asked State-wide: 35 Councils asked group: 8

Note: Please see slide 5 for explanation about significant differences



2015 INFORMING THE COMMUNITY PERFORMANCE DETAILED PERCENTAGES

2015 Informing Community Performance

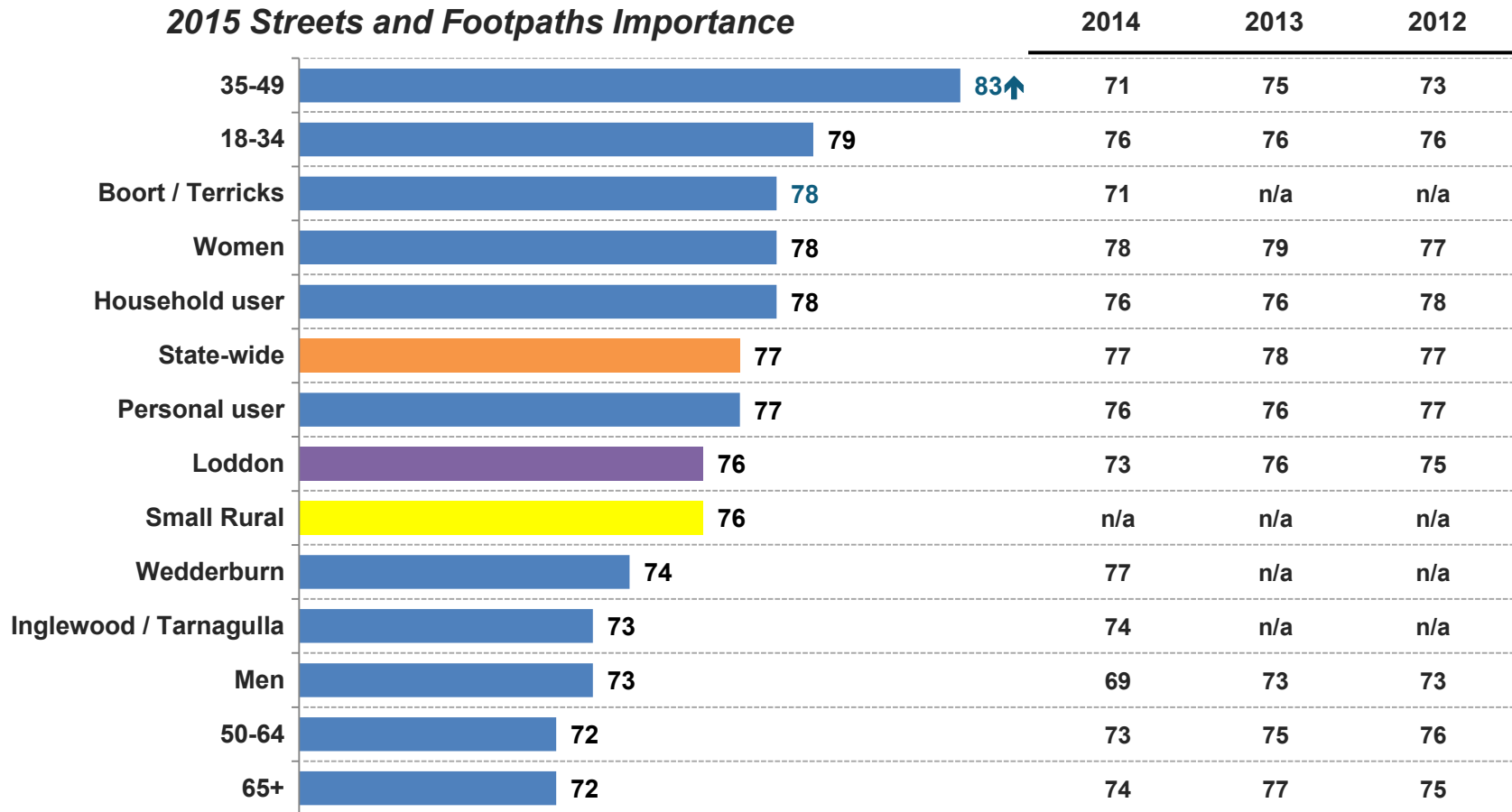


Q2. How has Council performed on 'Informing the Community' over the last 12 months?
Base: All respondents. Councils asked State-wide: 35 Councils asked group: 8



2015 THE CONDITION OF LOCAL STREETS AND FOOTPATHS IN YOUR AREA

IMPORTANCE INDEX SCORES



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

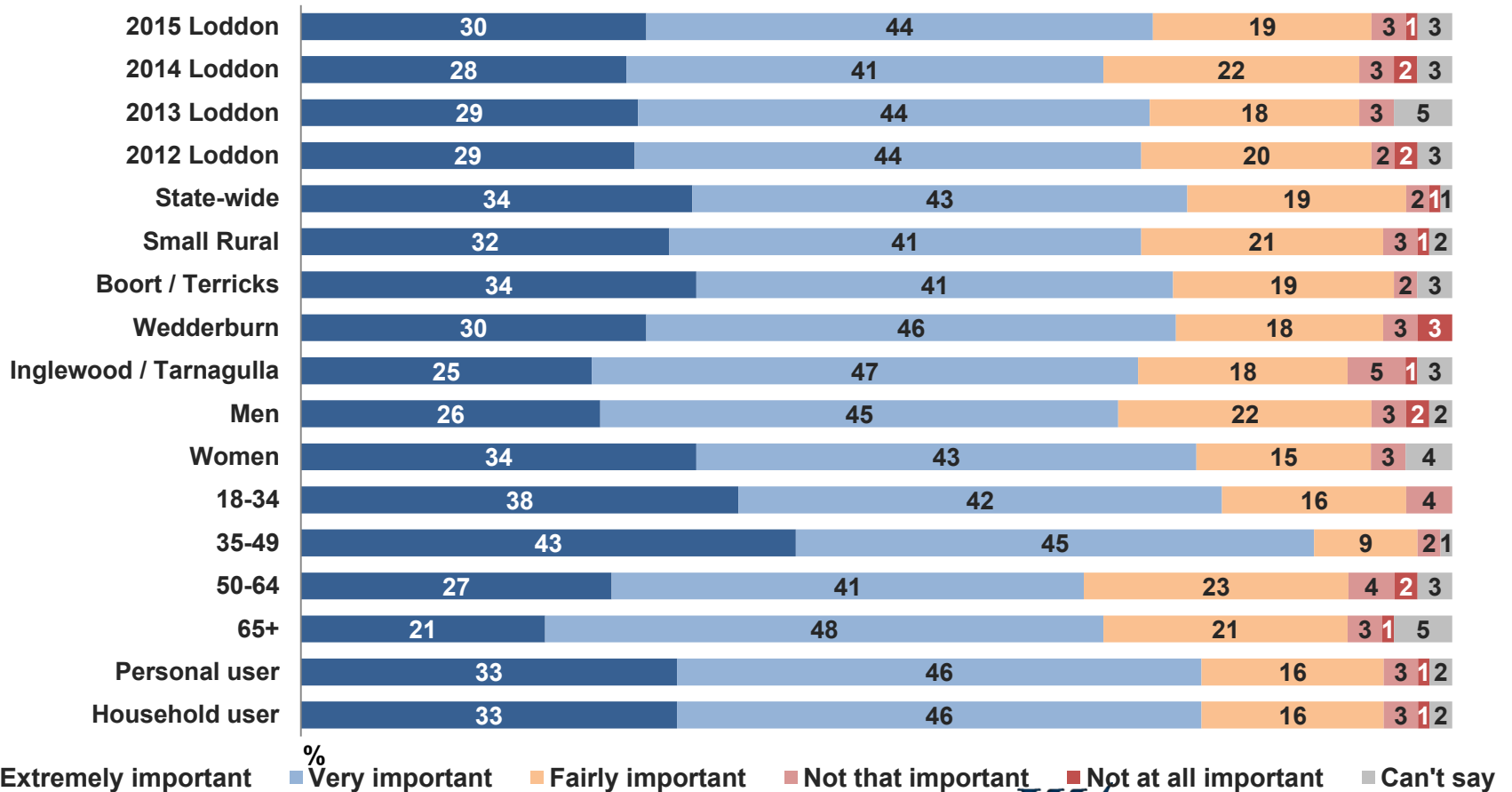
Base: All respondents. Councils asked State-wide: 29 Councils asked group: 6

Note: Please see slide 5 for explanation about significant differences

2015 THE CONDITION OF LOCAL STREETS AND FOOTPATHS IN YOUR AREA

IMPORTANCE DETAILED PERCENTAGES

2015 Streets and Footpaths Importance

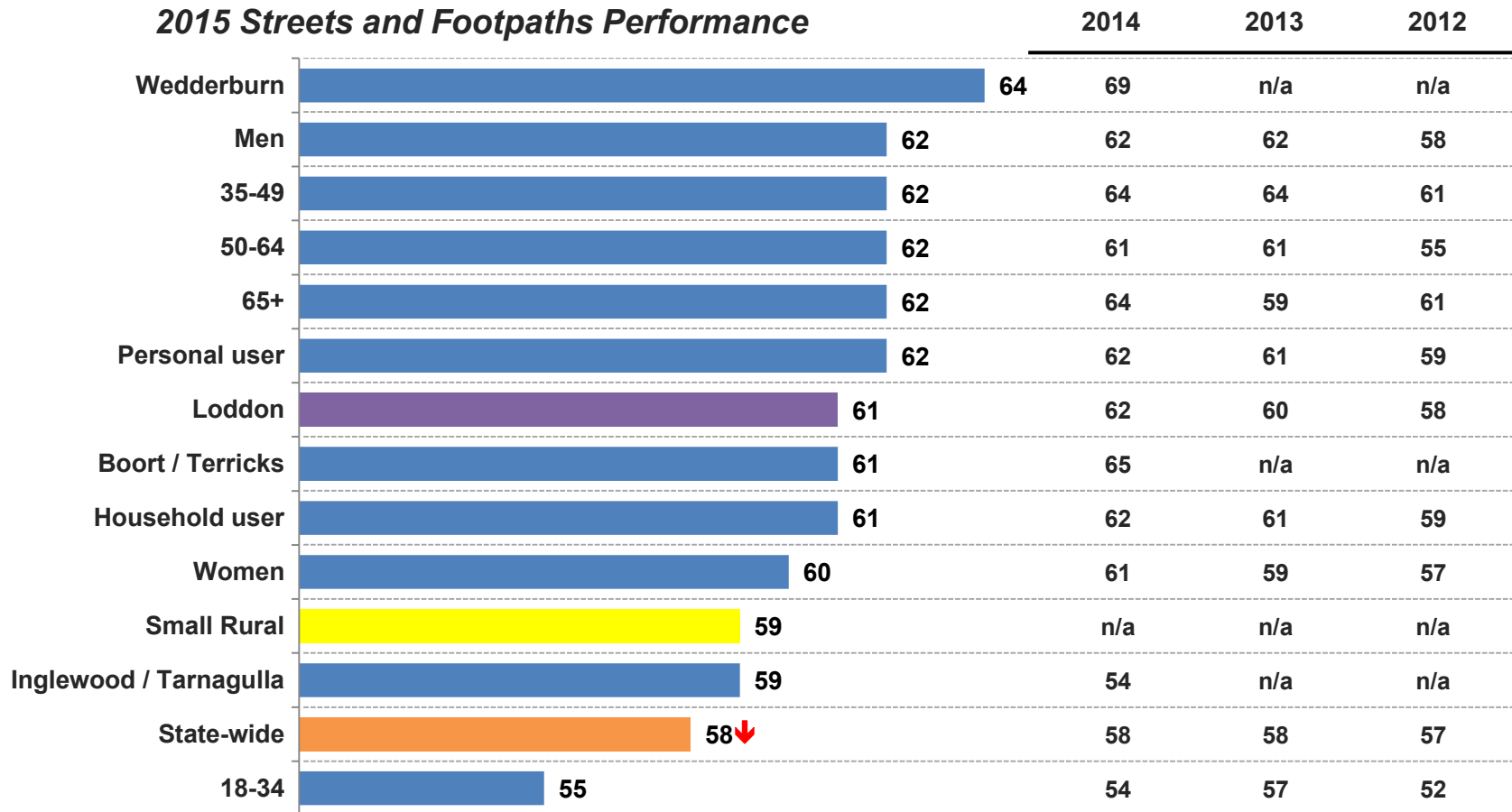


Q1. Firstly, how important should 'The condition of local streets and footpaths in your area' be as a responsibility for Council?

Base: All respondents. Councils asked State-wide: 29 Councils asked group: 6



2015 THE CONDITION OF LOCAL STREETS AND FOOTPATHS IN YOUR AREA PERFORMANCE INDEX SCORES



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: 40 Councils asked group: 10

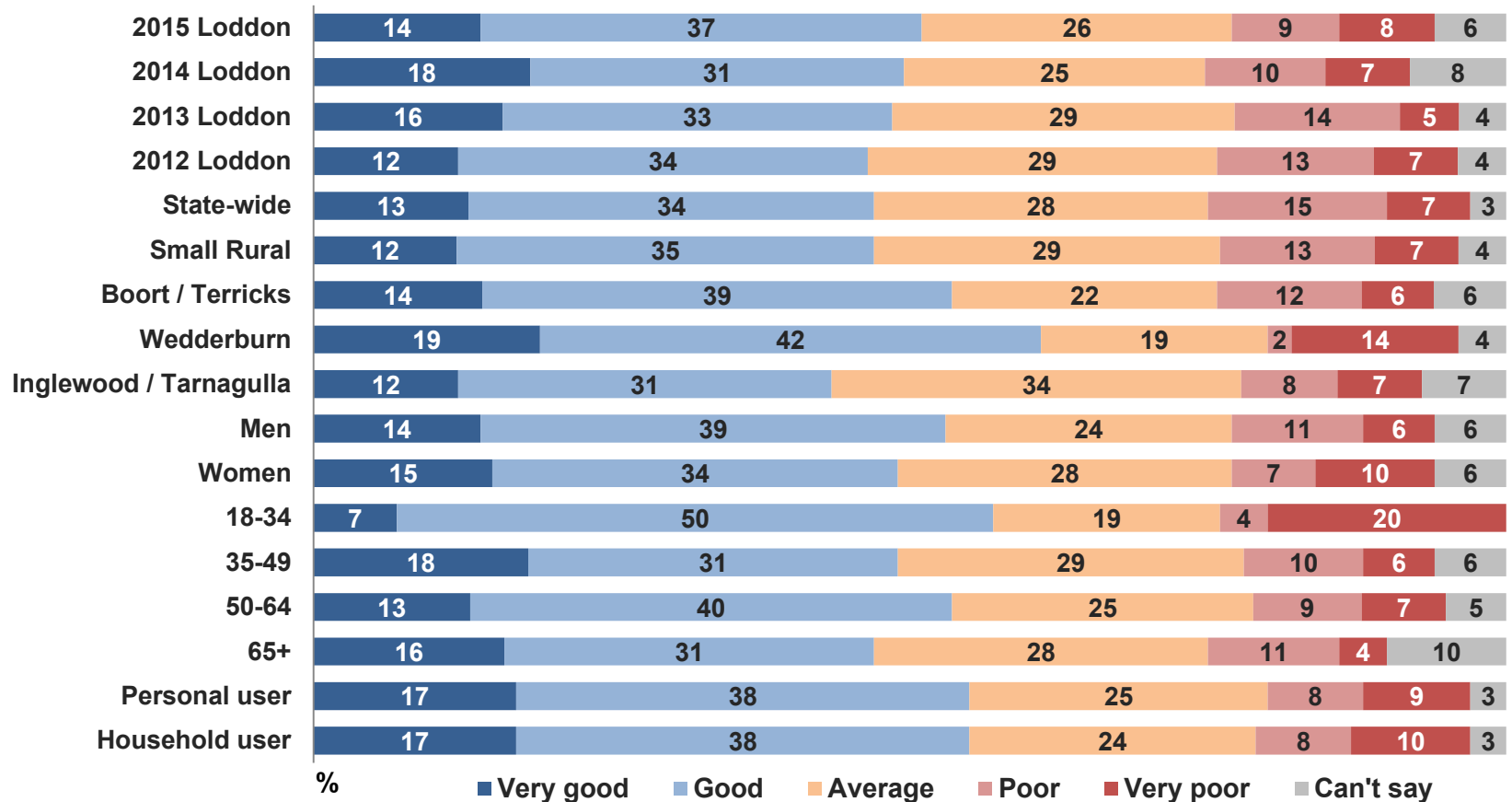
Note: Please see slide 5 for explanation about significant differences



2015 THE CONDITION OF LOCAL STREETS AND FOOTPATHS IN YOUR AREA

PERFORMANCE DETAILED PERCENTAGES

2015 Streets and Footpaths Performance

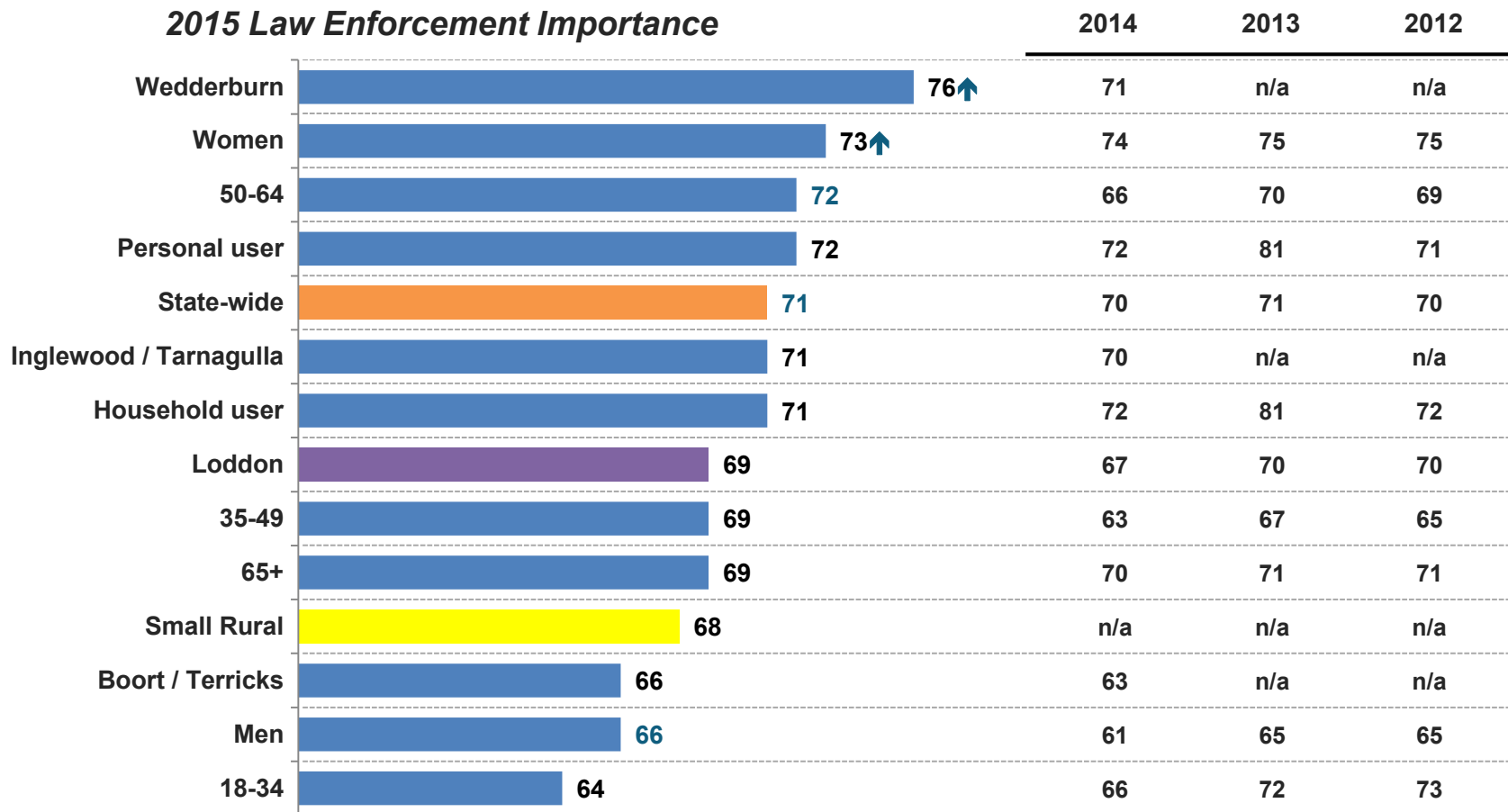


Q2. How has Council performed on 'The condition of local streets and footpaths in your area' over the last 12 months?

Base: All respondents. Councils asked State-wide: 40 Councils asked group: 10



2015 ENFORCEMENT OF LOCAL LAWS IMPORTANCE INDEX SCORES



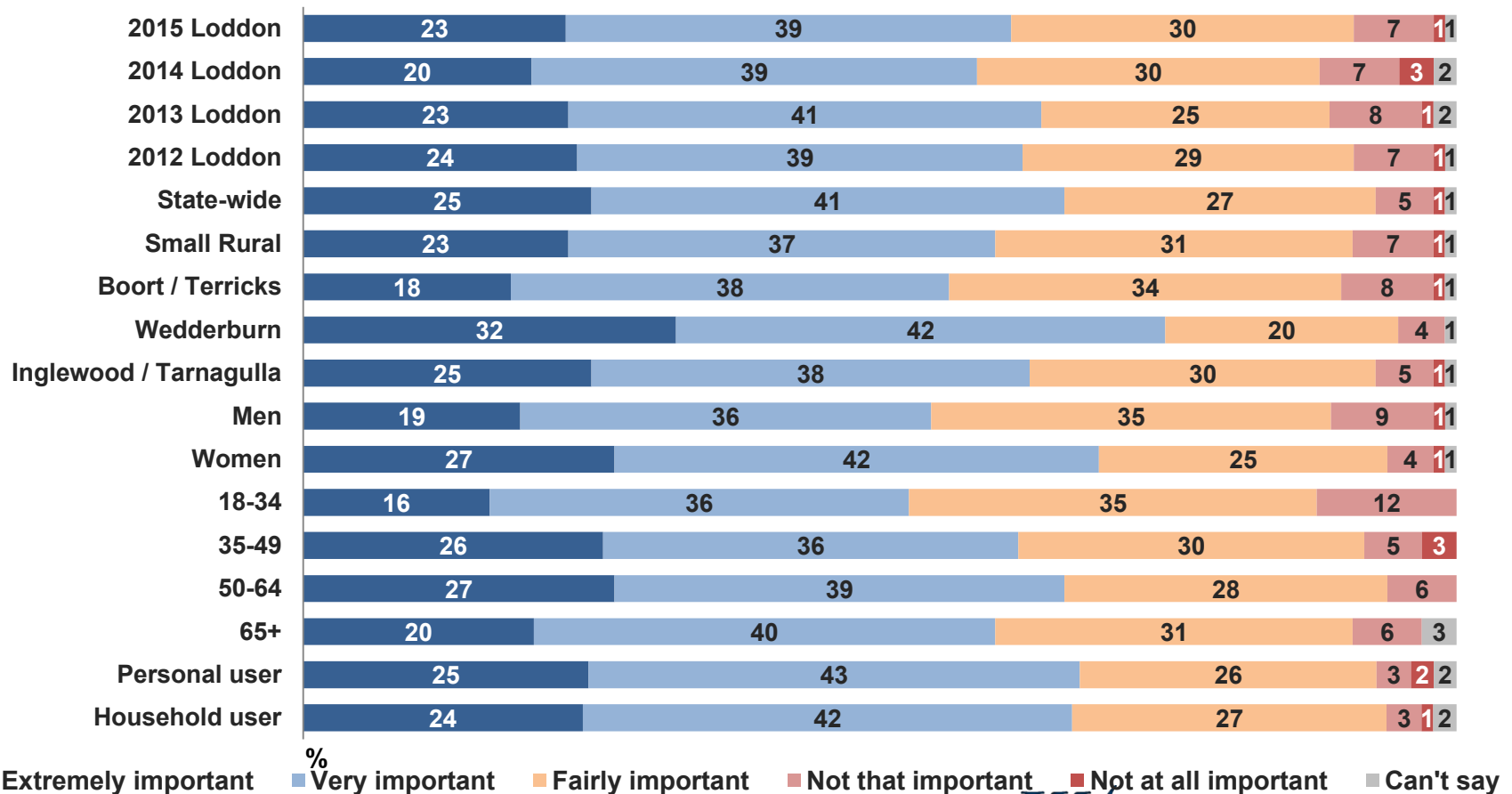
Q1. Firstly, how important should 'Enforcement of local laws' be as a responsibility for Council?

Base: All respondents. Councils asked State-wide: 25 Councils asked group: 4

Note: Please see slide 5 for explanation about significant differences

2015 ENFORCEMENT OF LOCAL LAWS IMPORTANCE DETAILED PERCENTAGES

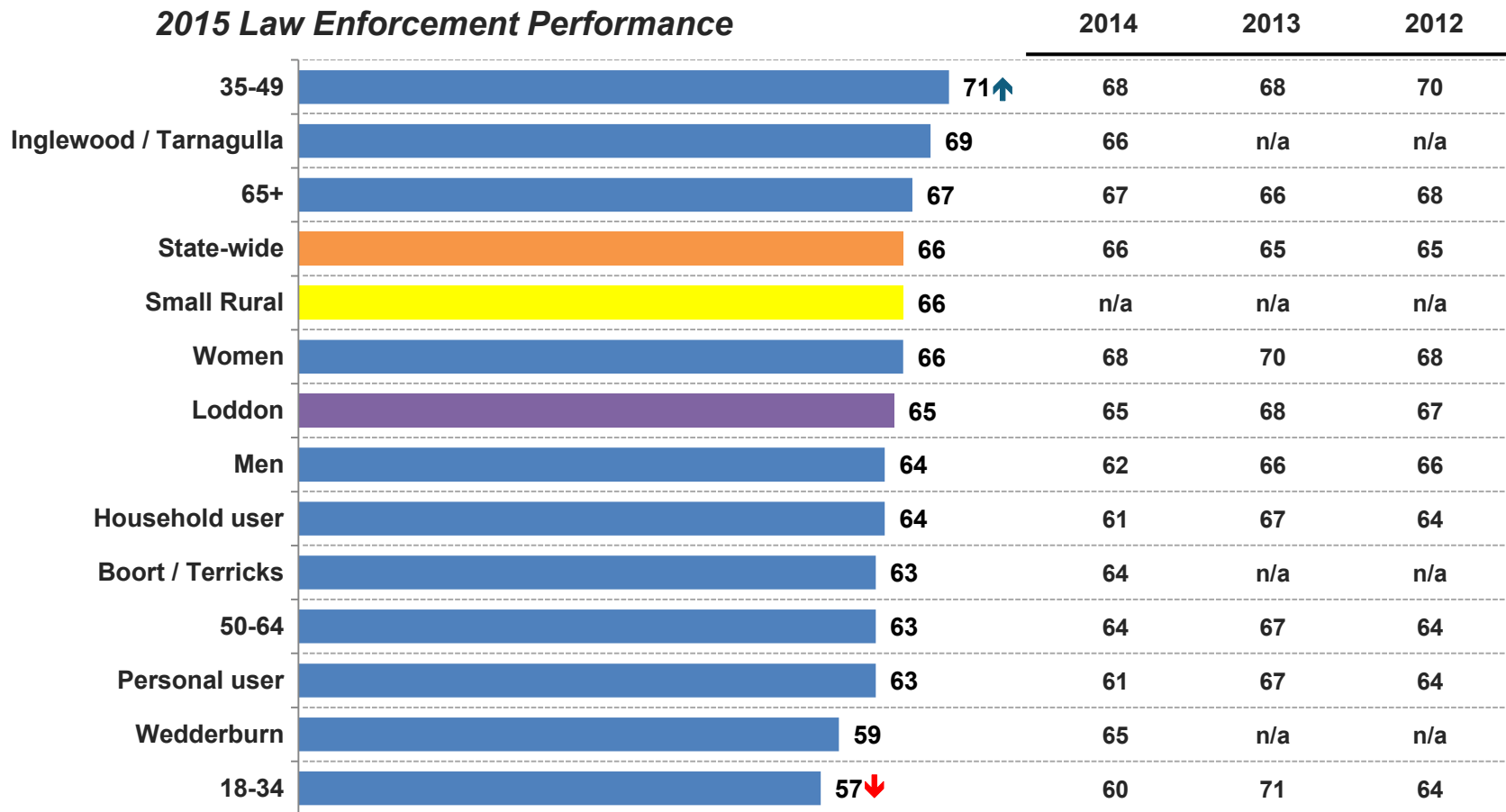
2015 Law Enforcement Importance



Q1. Firstly, how important should 'Enforcement of local laws' be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 25 Councils asked group: 4



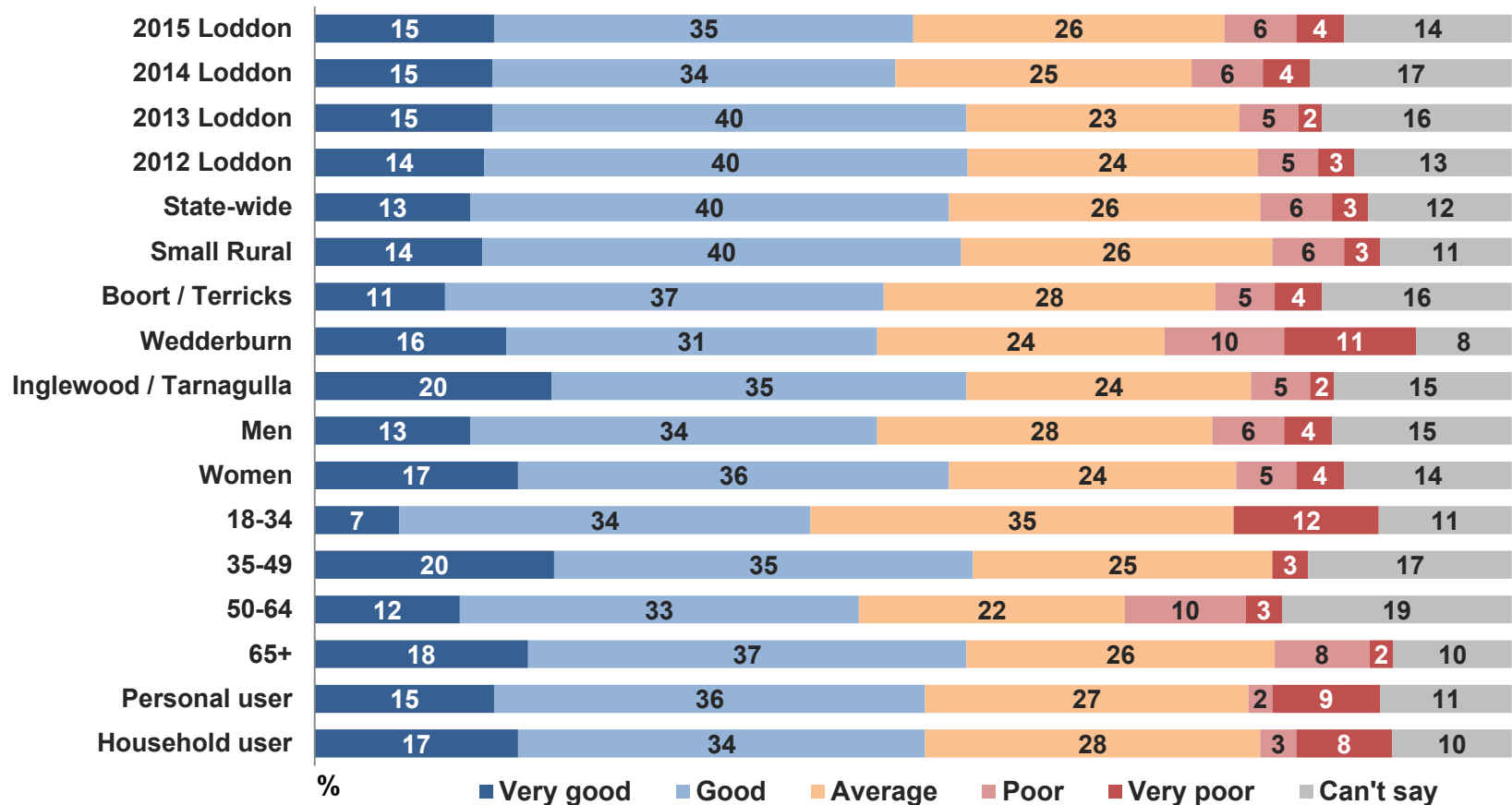
2015 ENFORCEMENT OF LOCAL LAWS PERFORMANCE INDEX SCORES



Q2. How has Council performed on 'Enforcement of local laws' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 36 Councils asked group: 7
 Note: Please see slide 5 for explanation about significant differences

2015 ENFORCEMENT OF LOCAL LAWS PERFORMANCE DETAILED PERCENTAGES

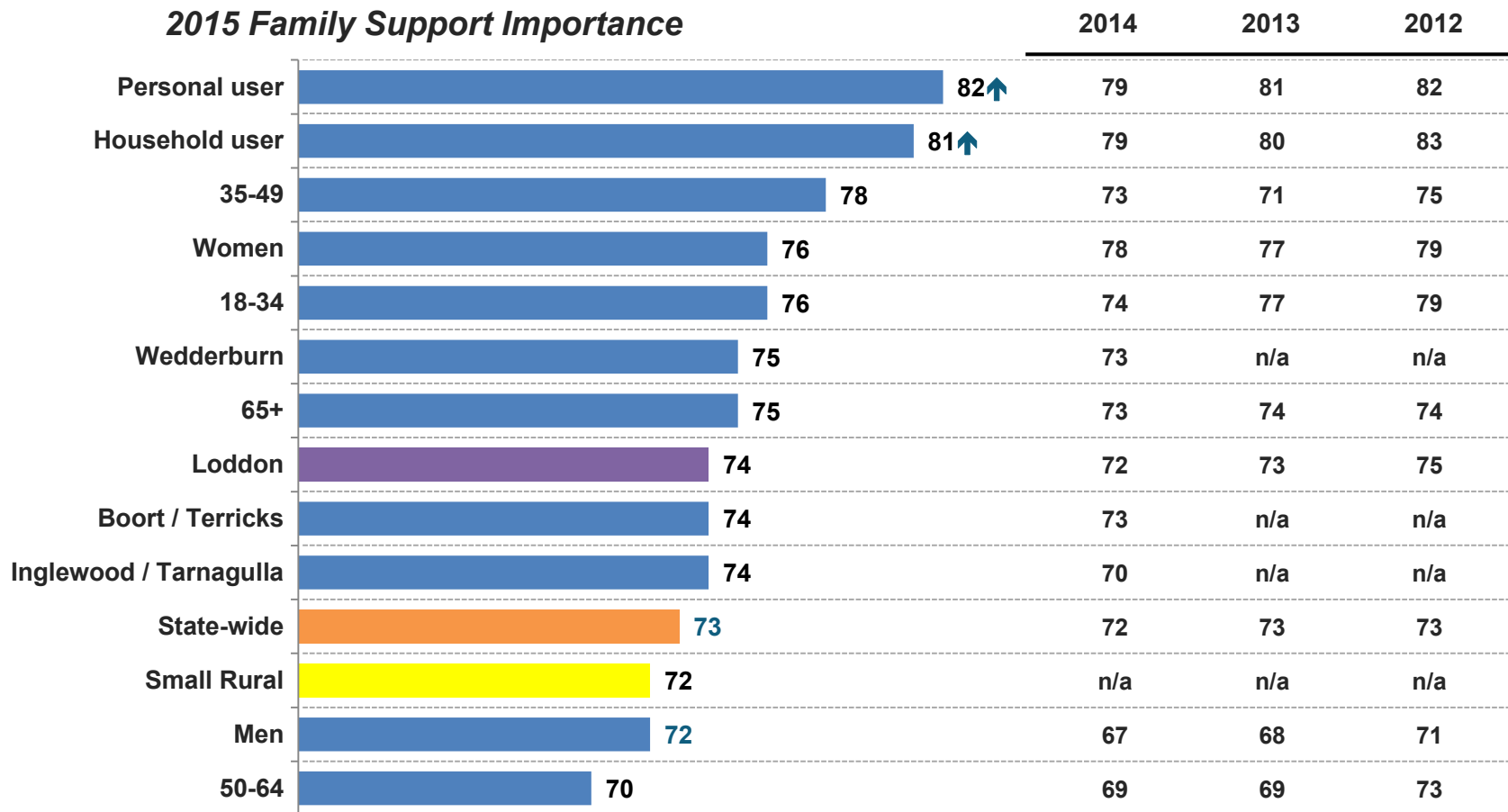
2015 Law Enforcement Performance



Q2. How has Council performed on 'Enforcement of local laws' over the last 12 months?
Base: All respondents. Councils asked State-wide: 36 Councils asked group: 7



2015 FAMILY SUPPORT SERVICES IMPORTANCE INDEX SCORES



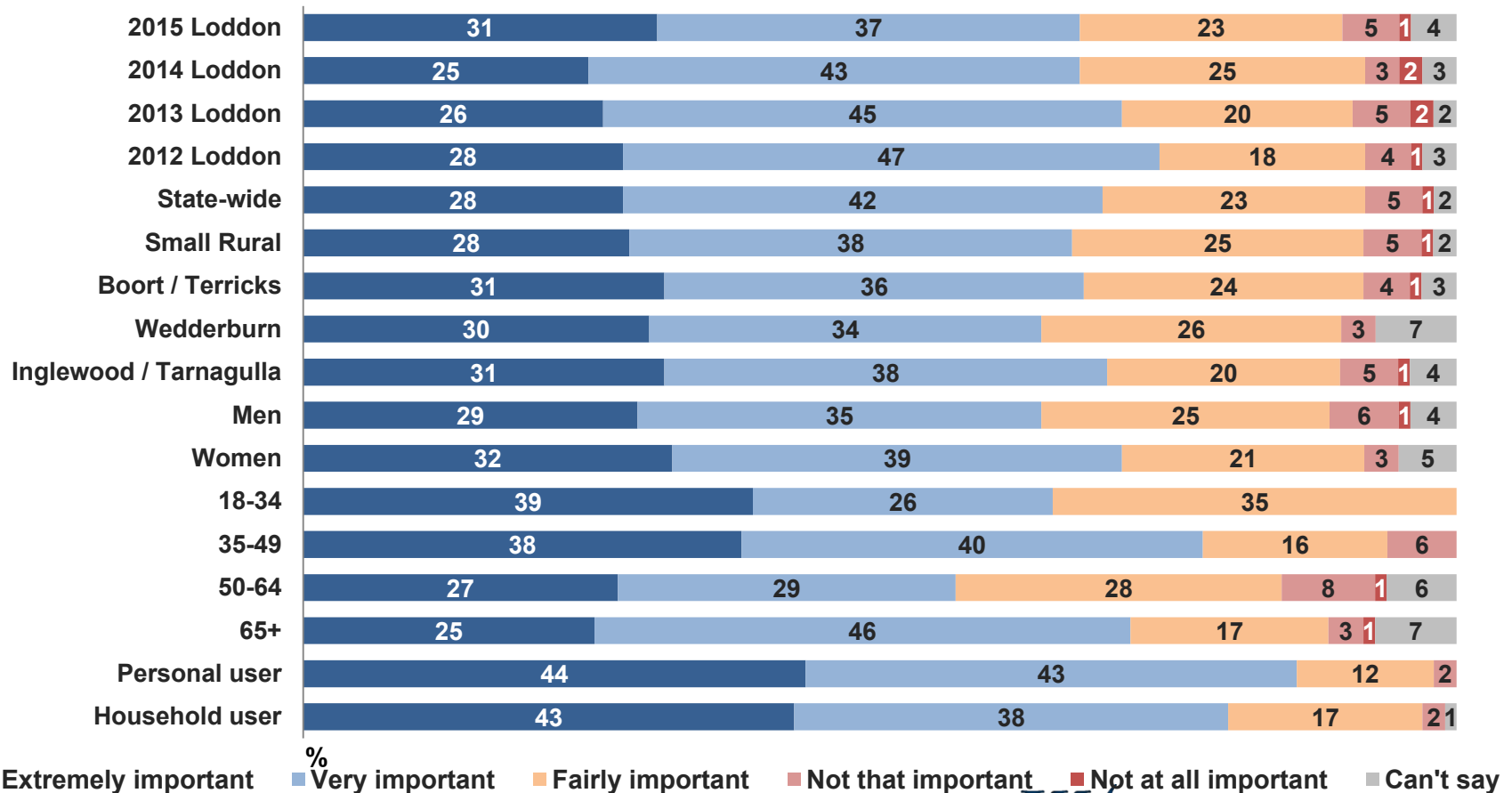
Q1. Firstly, how important should 'Family Support Services' be as a responsibility for Council?

Base: All respondents. Councils asked State-wide: 27 Councils asked group: 5

Note: Please see slide 5 for explanation about significant differences

2015 FAMILY SUPPORT SERVICES IMPORTANCE DETAILED PERCENTAGES

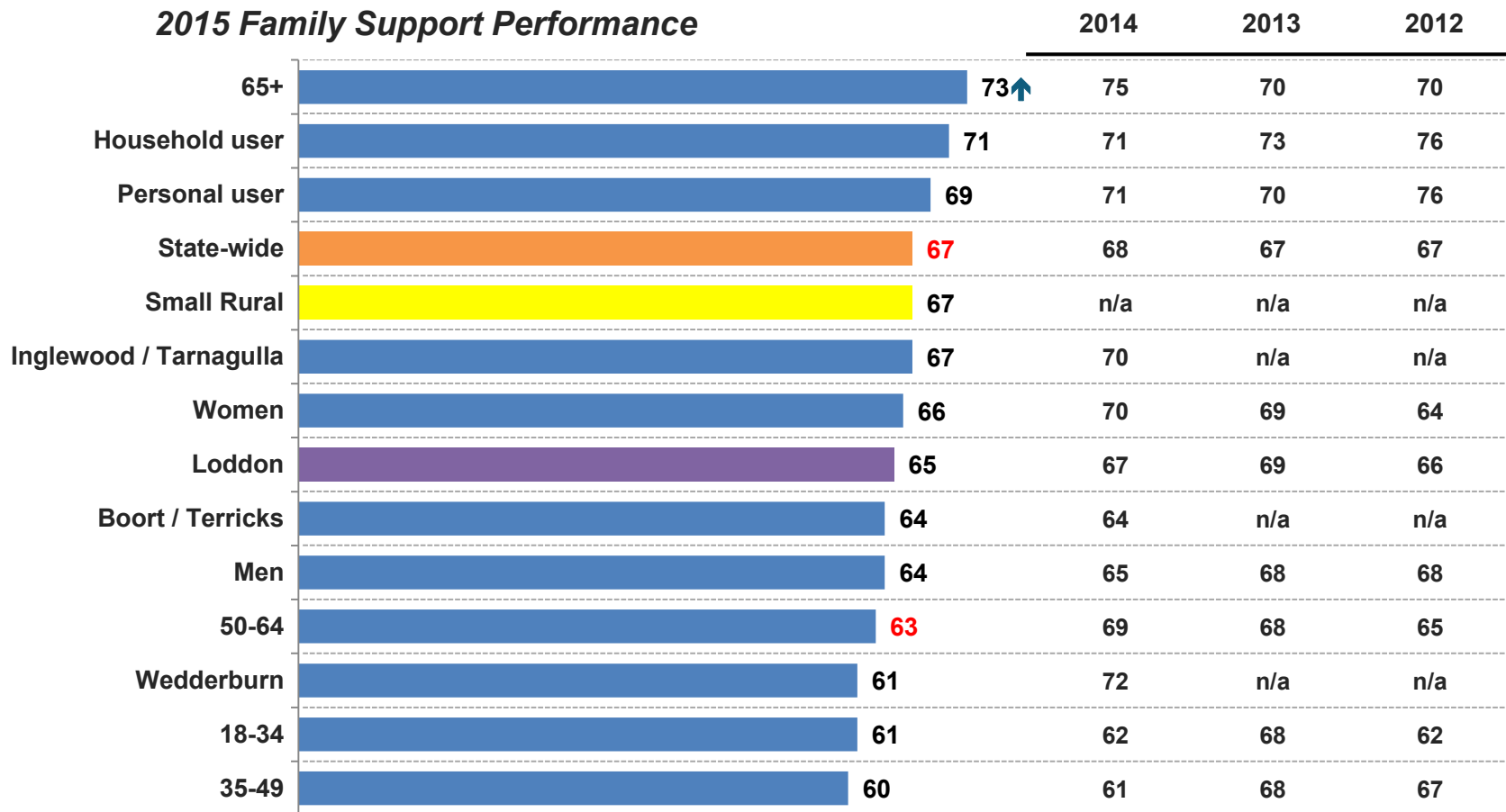
2015 Family Support Importance



Q1. Firstly, how important should 'Family Support Services' be as a responsibility for Council?
Base: All respondents. Councils asked State-wide: 27 Councils asked group: 5



2015 FAMILY SUPPORT SERVICES PERFORMANCE INDEX SCORES



Q2. How has Council performed on 'Family Support Services' over the last 12 months?

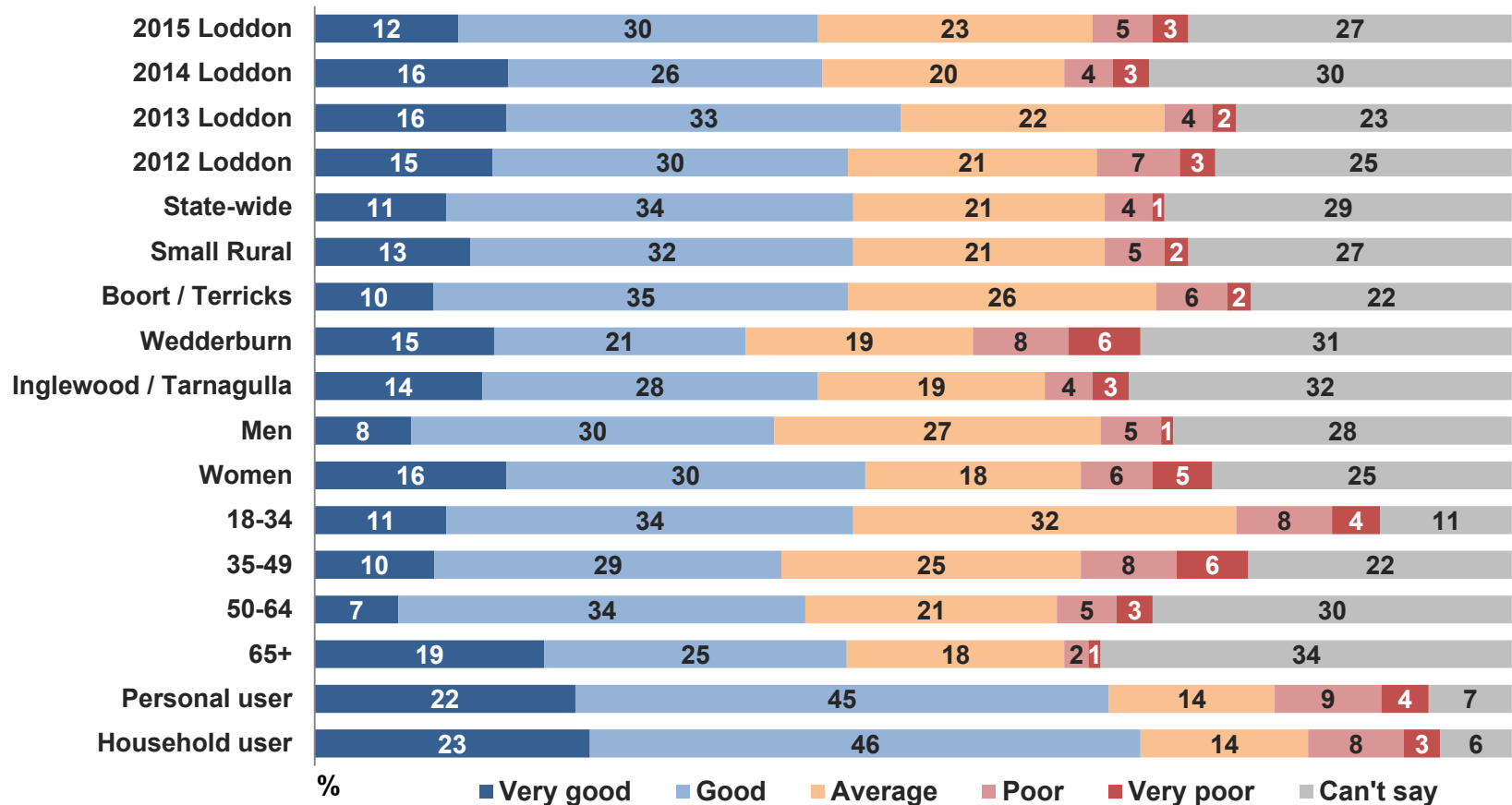
Base: All respondents. Councils asked State-wide: 37 Councils asked group: 8

Note: Please see slide 5 for explanation about significant differences



2015 FAMILY SUPPORT SERVICES PERFORMANCE DETAILED PERCENTAGES

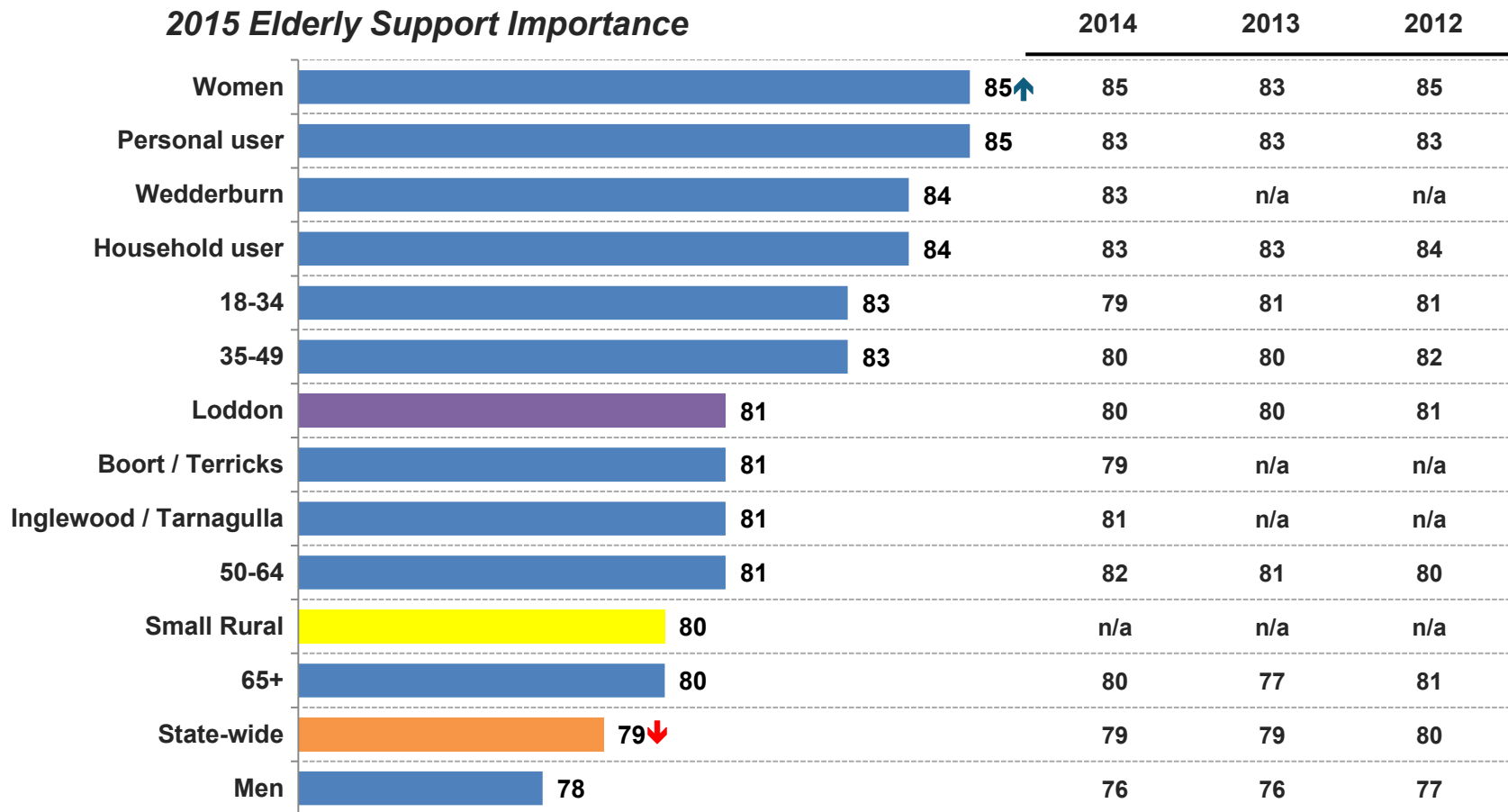
2015 Family Support Performance



Q2. How has Council performed on 'Family Support Services' over the last 12 months?
Base: All respondents. Councils asked State-wide: 37 Councils asked group: 8



2015 ELDERLY SUPPORT SERVICES IMPORTANCE INDEX SCORES



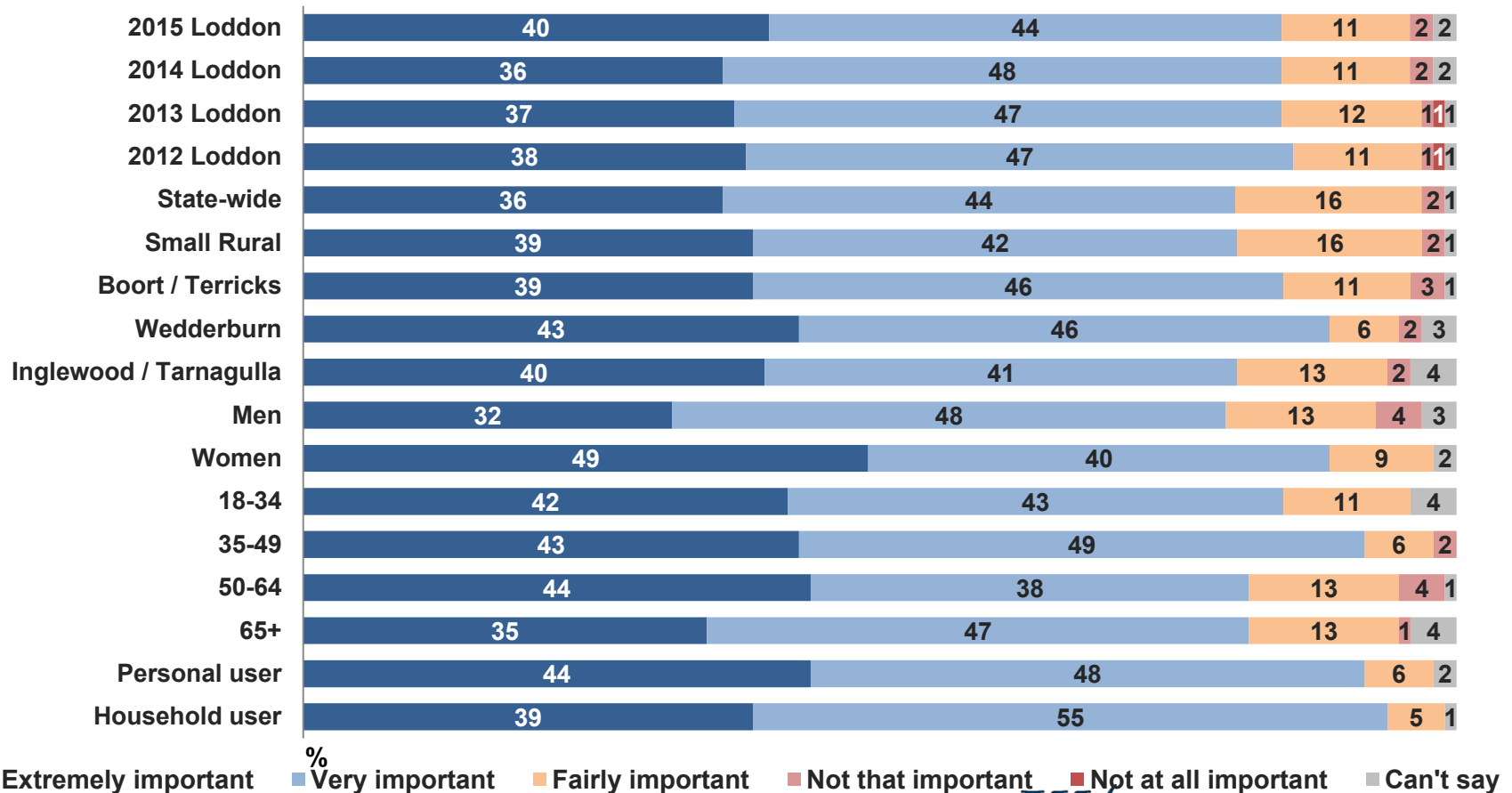
Q1. Firstly, how important should 'Elderly Support Services' be as a responsibility for Council?

Base: All respondents. Councils asked State-wide: 29 Councils asked group: 6

Note: Please see slide 5 for explanation about significant differences

2015 ELDERLY SUPPORT SERVICES IMPORTANCE DETAILED PERCENTAGES

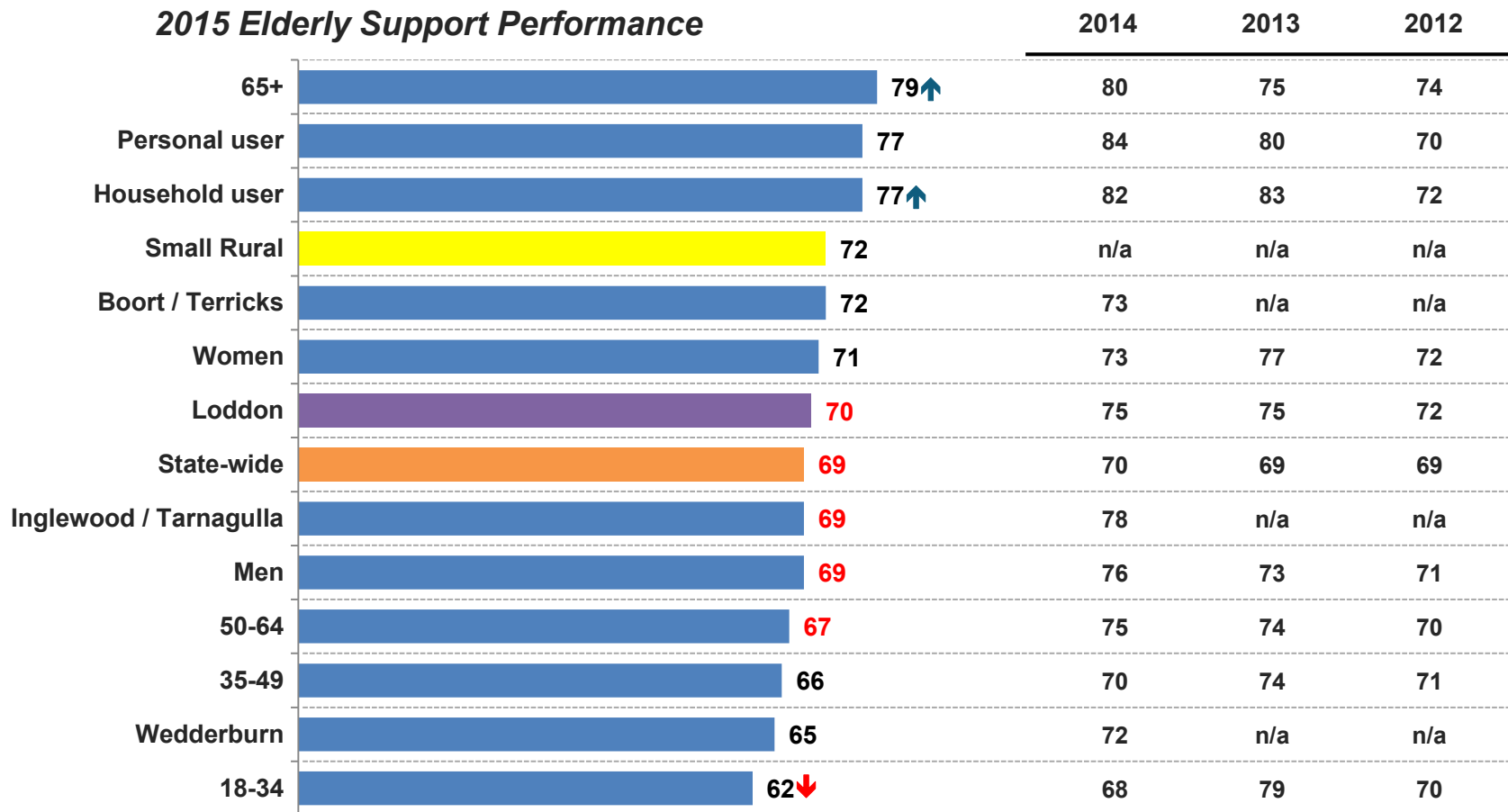
2015 Elderly Support Importance



Q1. Firstly, how important should 'Elderly Support Services' be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 29 Councils asked group: 6



2015 ELDERLY SUPPORT SERVICES PERFORMANCE INDEX SCORES



Q2. How has Council performed on 'Elderly Support Services' over the last 12 months?

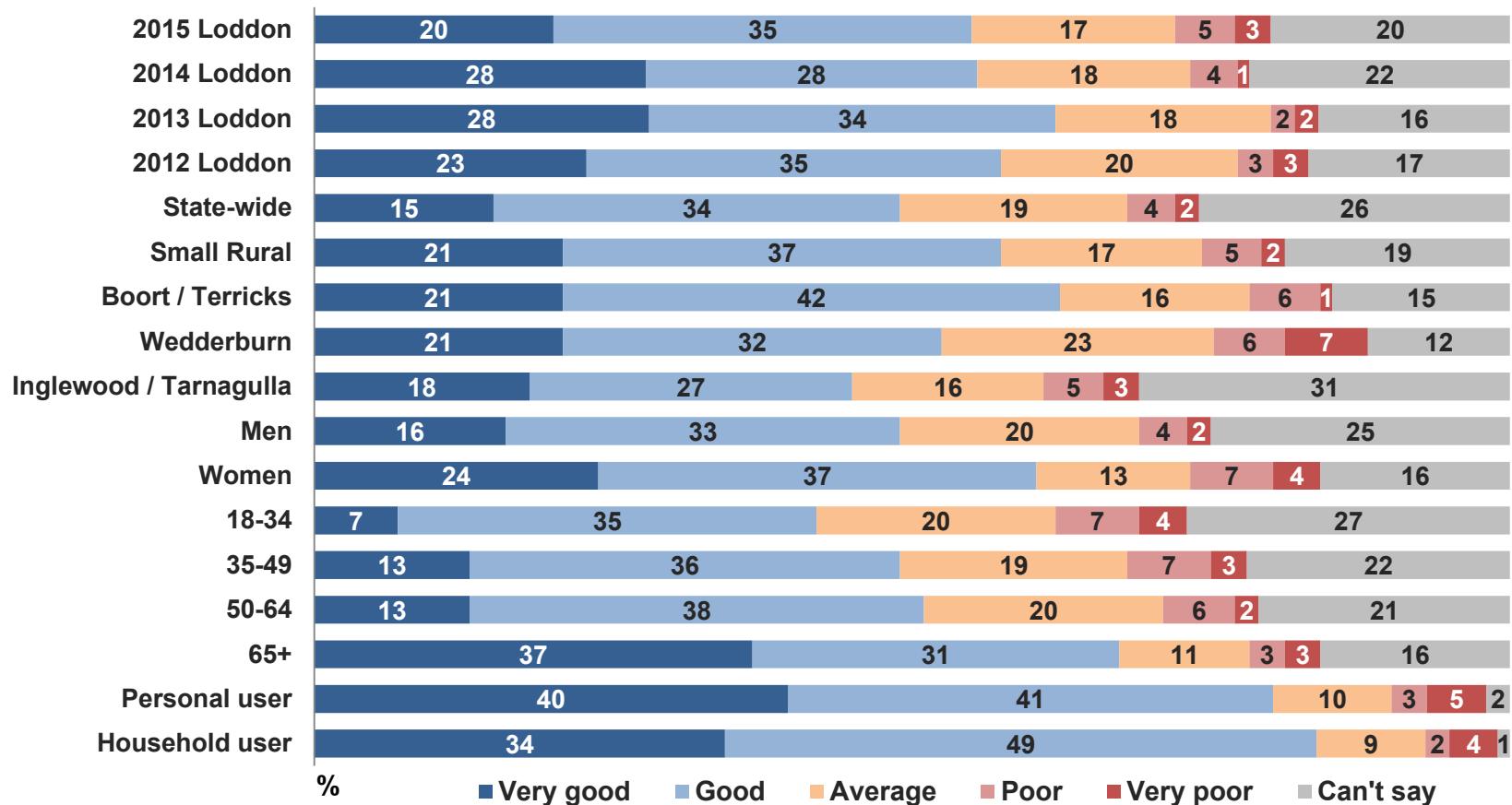
Base: All respondents. Councils asked State-wide: 40 Councils asked group: 9

Note: Please see slide 5 for explanation about significant differences



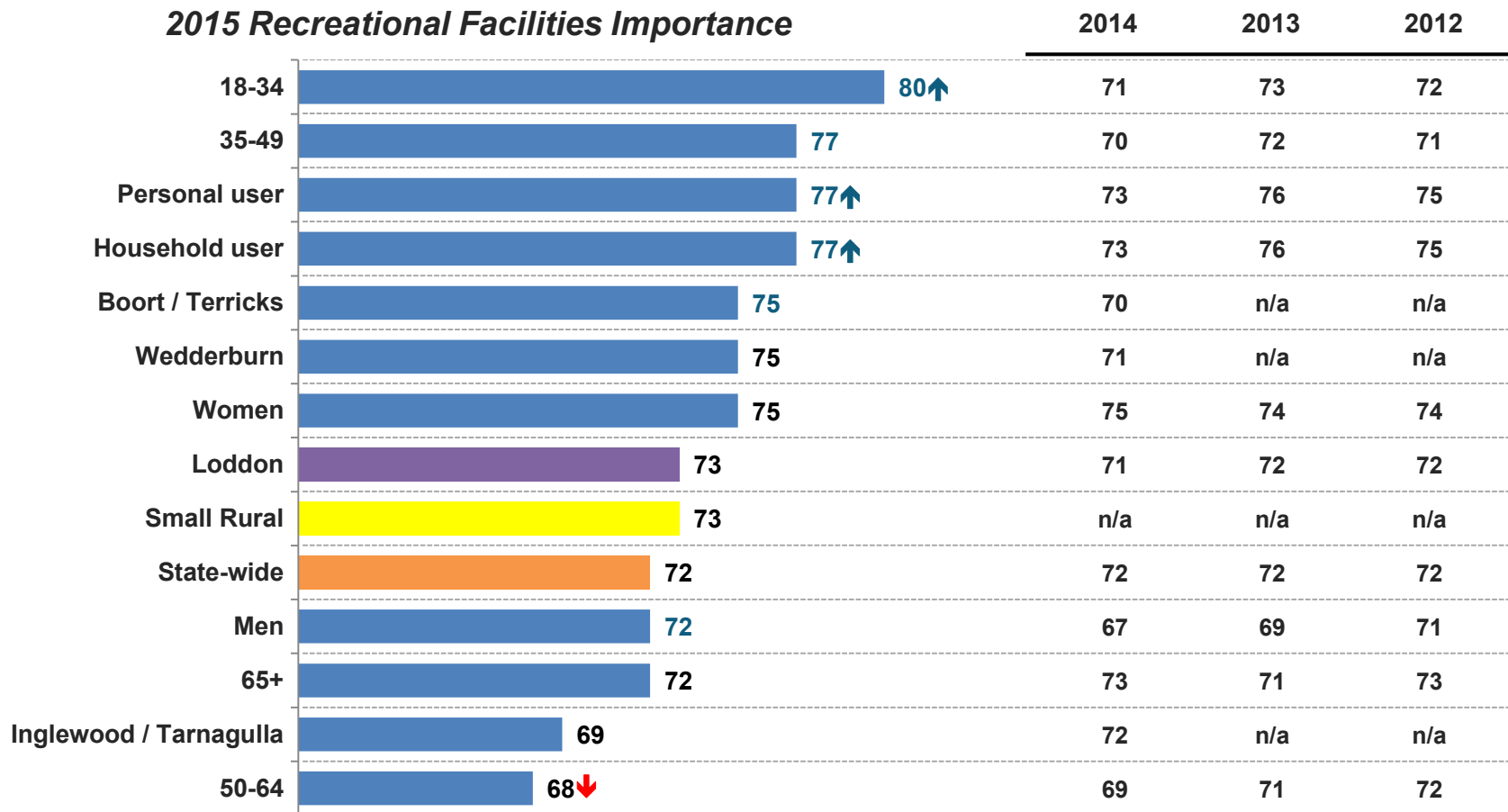
2015 ELDERLY SUPPORT SERVICES PERFORMANCE DETAILED PERCENTAGES

2015 Elderly Support Performance



Q2. How has Council performed on 'Elderly Support Services' over the last 12 months?
Base: All respondents. Councils asked State-wide: 40 Councils asked group: 9

2015 RECREATIONAL FACILITIES IMPORTANCE INDEX SCORES



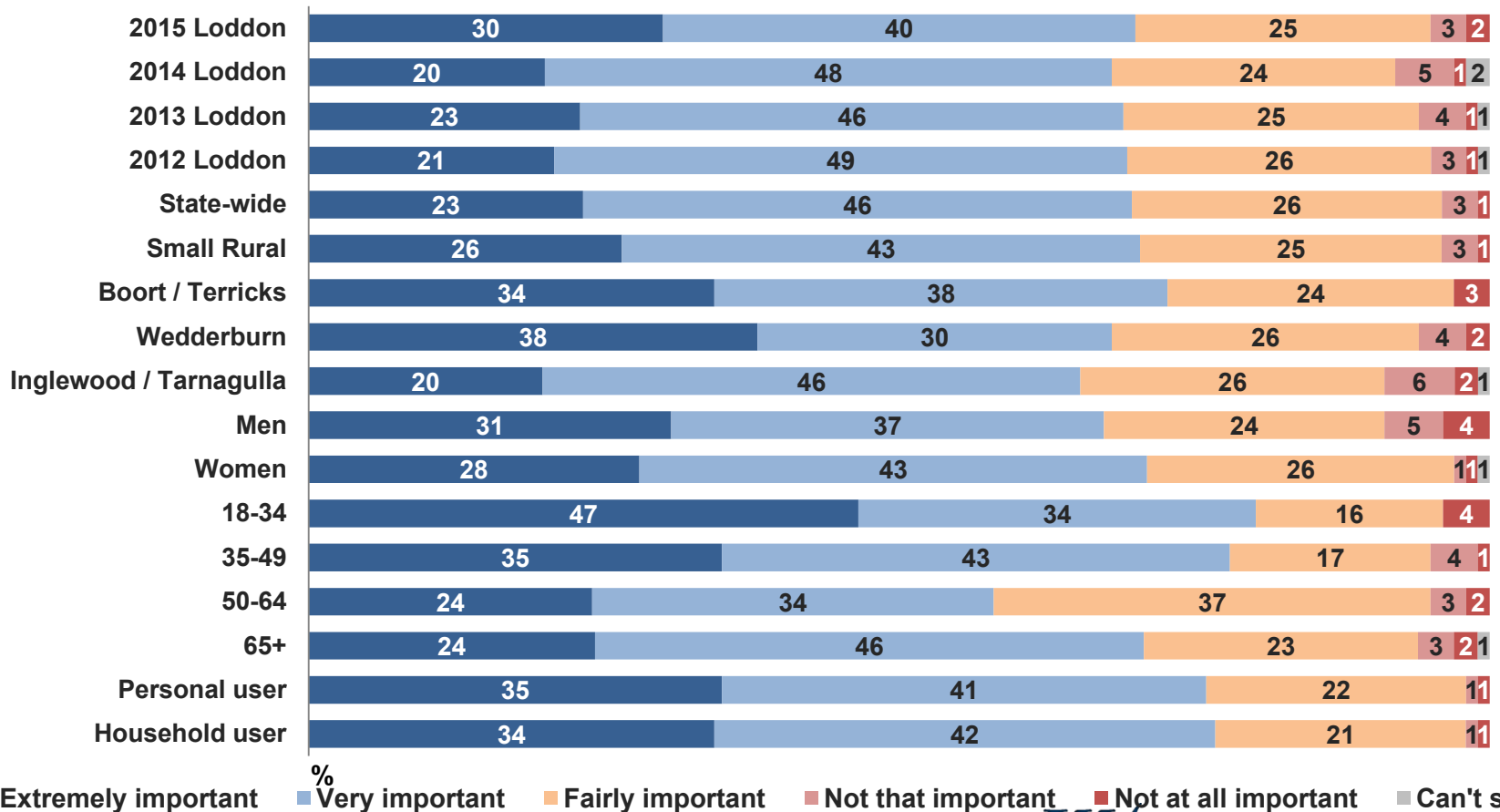
Q1. Firstly, how important should 'Recreational Facilities' be as a responsibility for Council?

Base: All respondents. Councils asked State-wide: 33 Councils asked group: 6

Note: Please see slide 5 for explanation about significant differences

2015 RECREATIONAL FACILITIES IMPORTANCE DETAILED PERCENTAGES

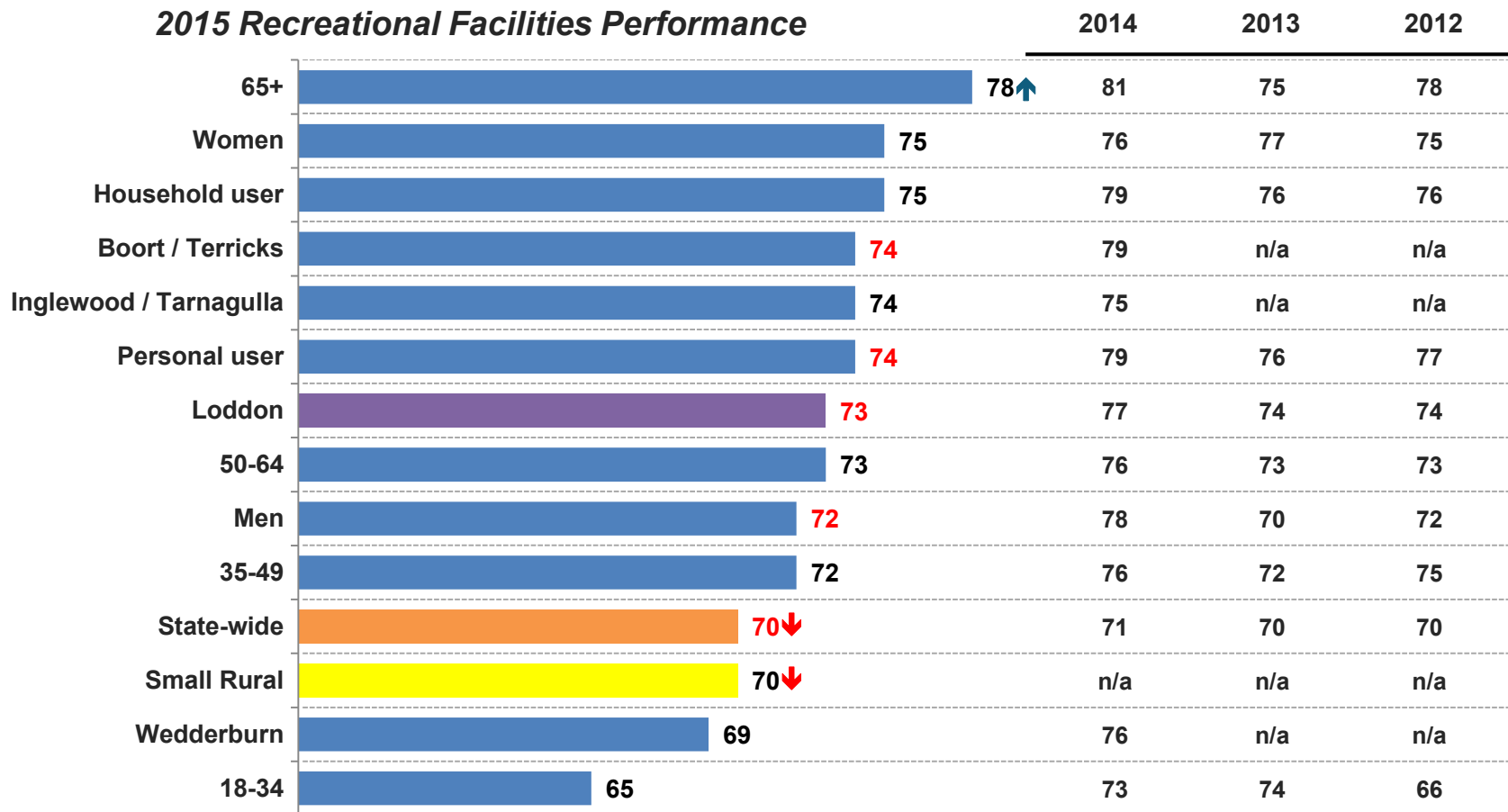
2015 Recreational Facilities Importance



Q1. Firstly, how important should 'Recreational Facilities' be as a responsibility for Council?
Base: All respondents. Councils asked State-wide: 33 Councils asked group: 6



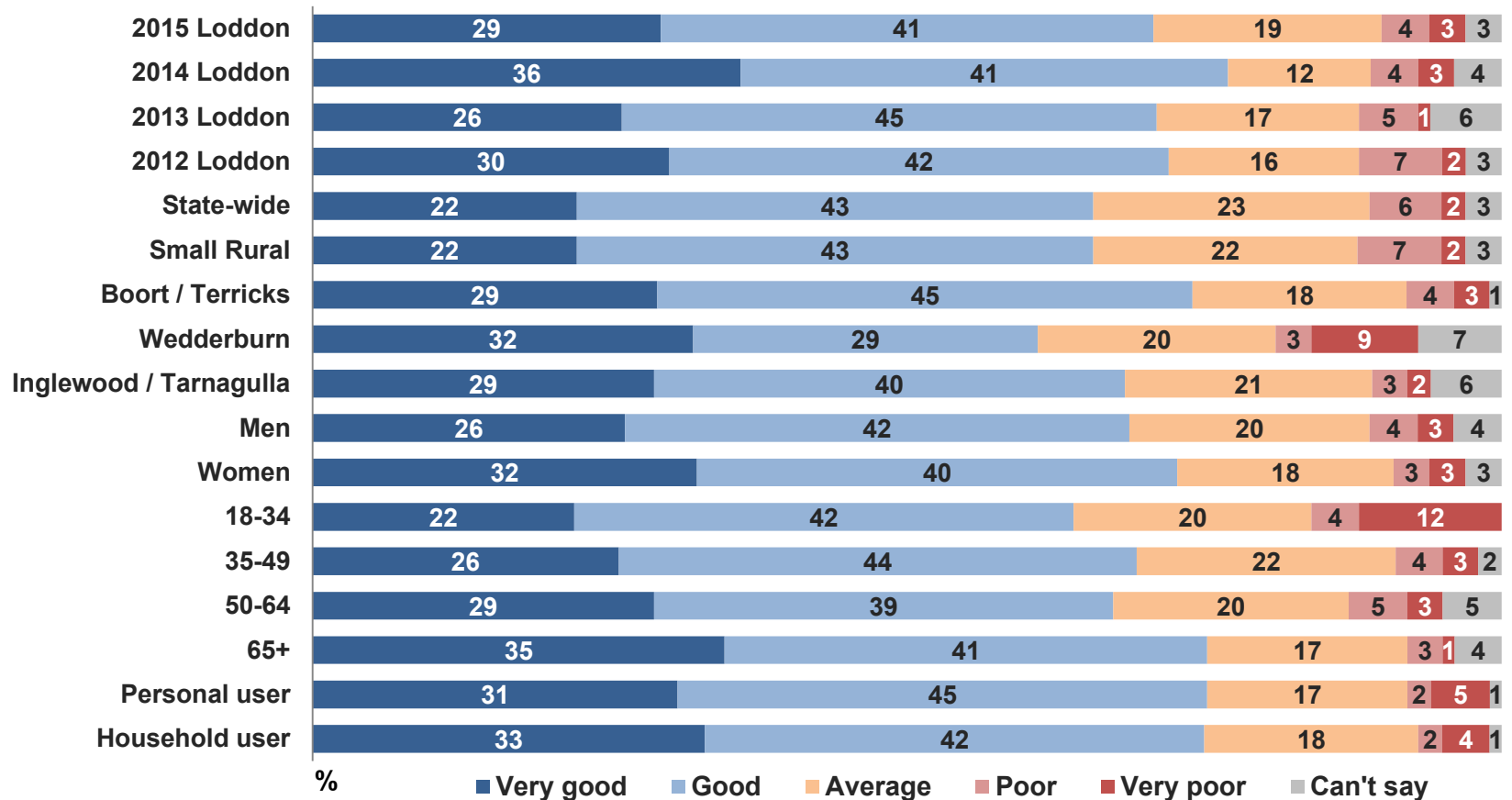
2015 RECREATIONAL FACILITIES PERFORMANCE INDEX SCORES



Q2. How has Council performed on 'Recreational Facilities' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 47 Councils asked group: 11
 Note: Please see slide 5 for explanation about significant differences

2015 RECREATIONAL FACILITIES PERFORMANCE DETAILED PERCENTAGES

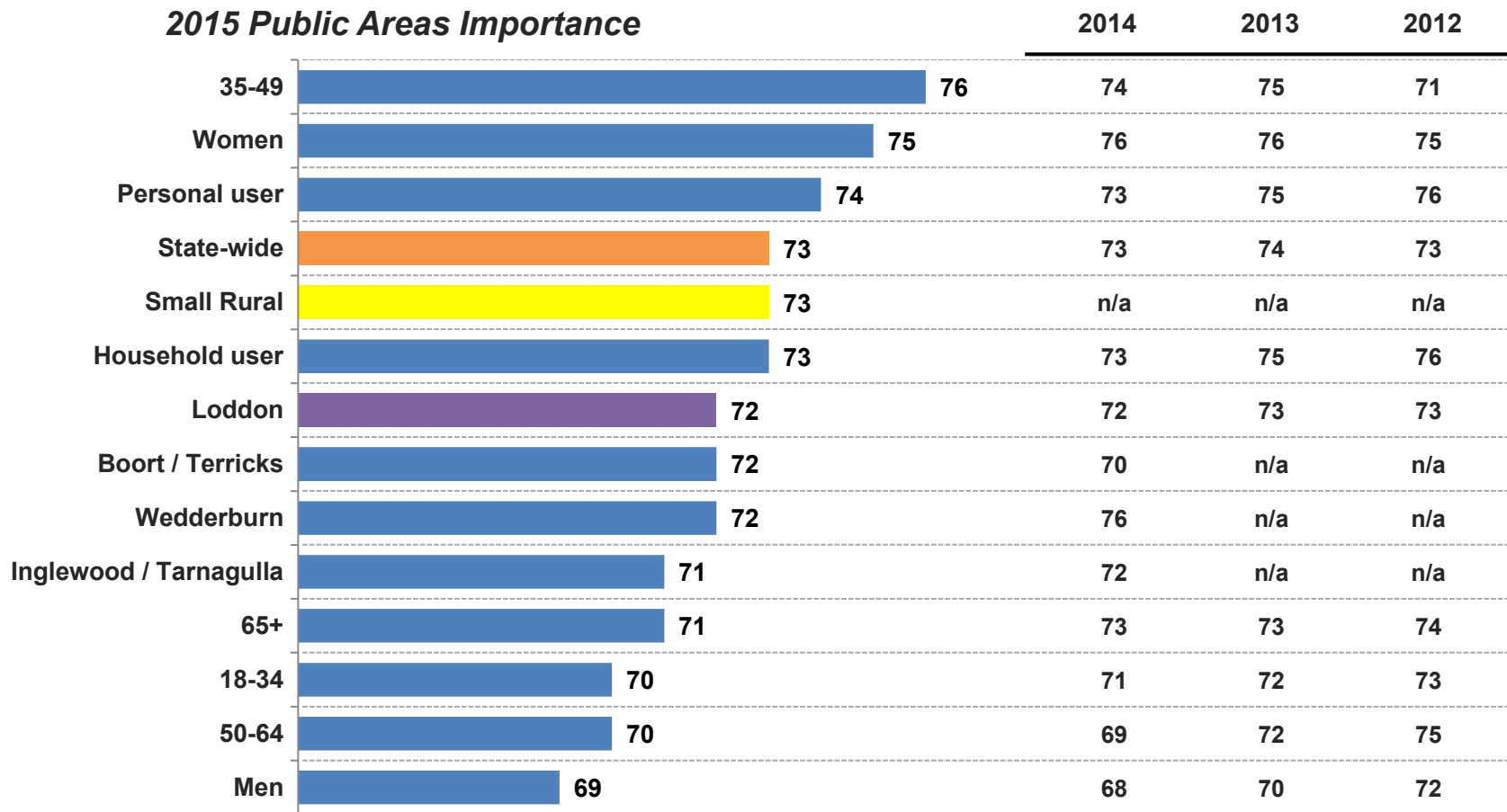
2015 Recreational Facilities Performance



Q2. How has Council performed on 'Recreational Facilities' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 47 Councils asked group: 11



2015 THE APPEARANCE OF PUBLIC AREAS IMPORTANCE INDEX SCORES



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

Base: All respondents. Councils asked State-wide: 30 Councils asked group: 6

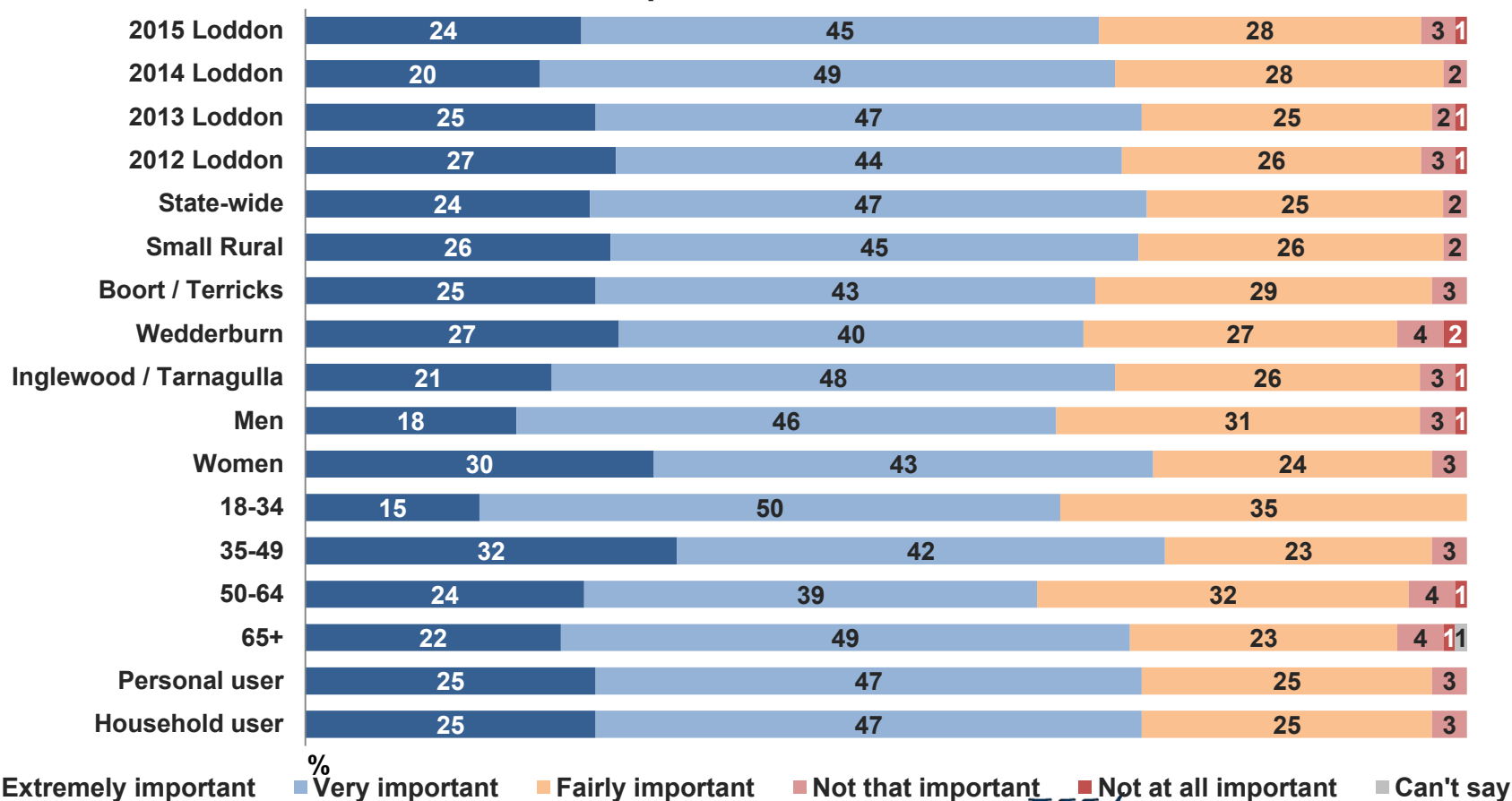
Note: Please see slide 5 for explanation about significant differences



2015 THE APPEARANCE OF PUBLIC AREAS

IMPORTANCE DETAILED PERCENTAGES

2015 Public Areas Importance

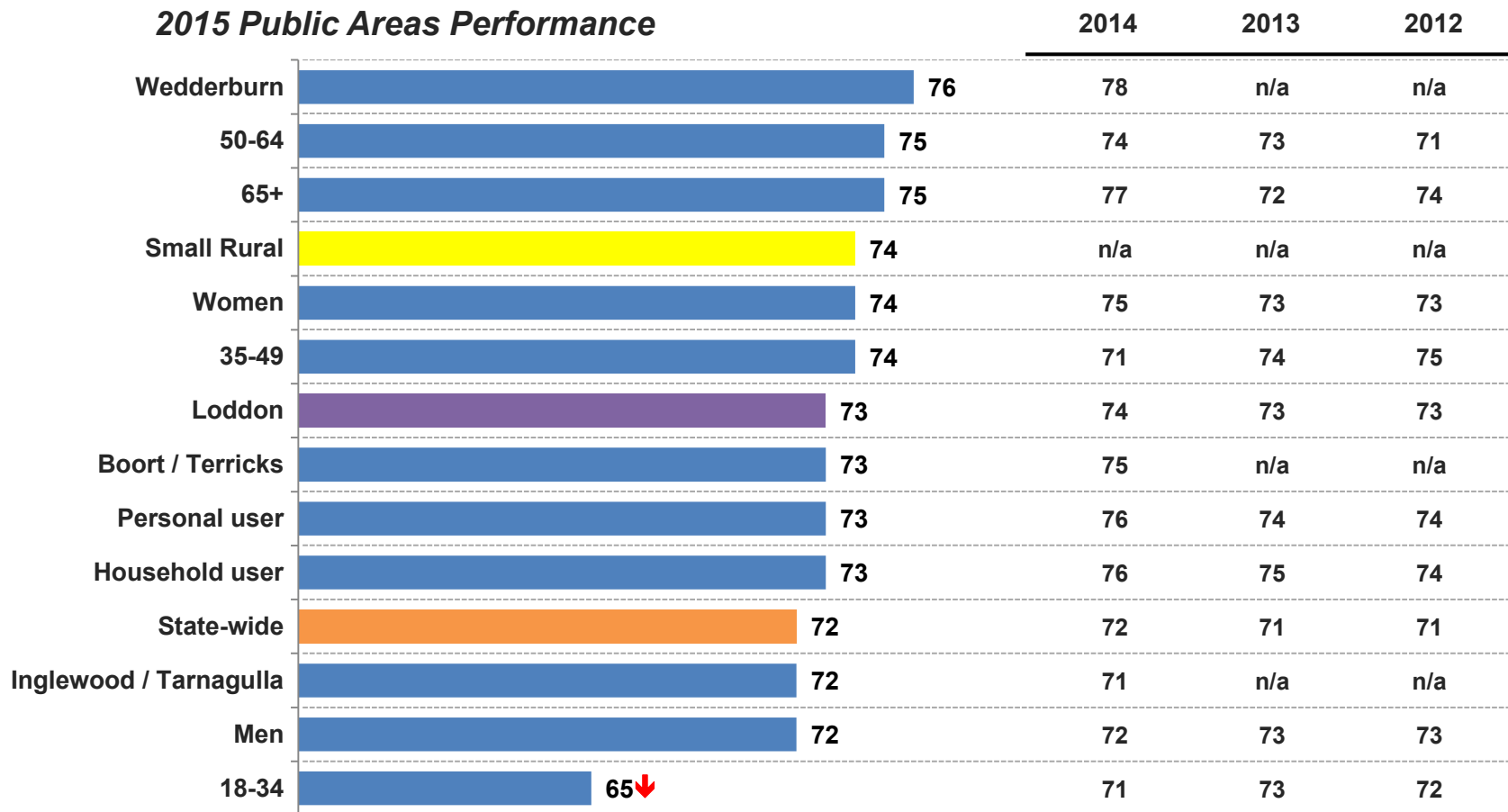


Q1. Firstly, how important should 'The appearance of public areas' be as a responsibility for Council?

Base: All respondents. Councils asked State-wide: 30 Councils asked group: 6



2015 THE APPEARANCE OF PUBLIC AREAS PERFORMANCE INDEX SCORES



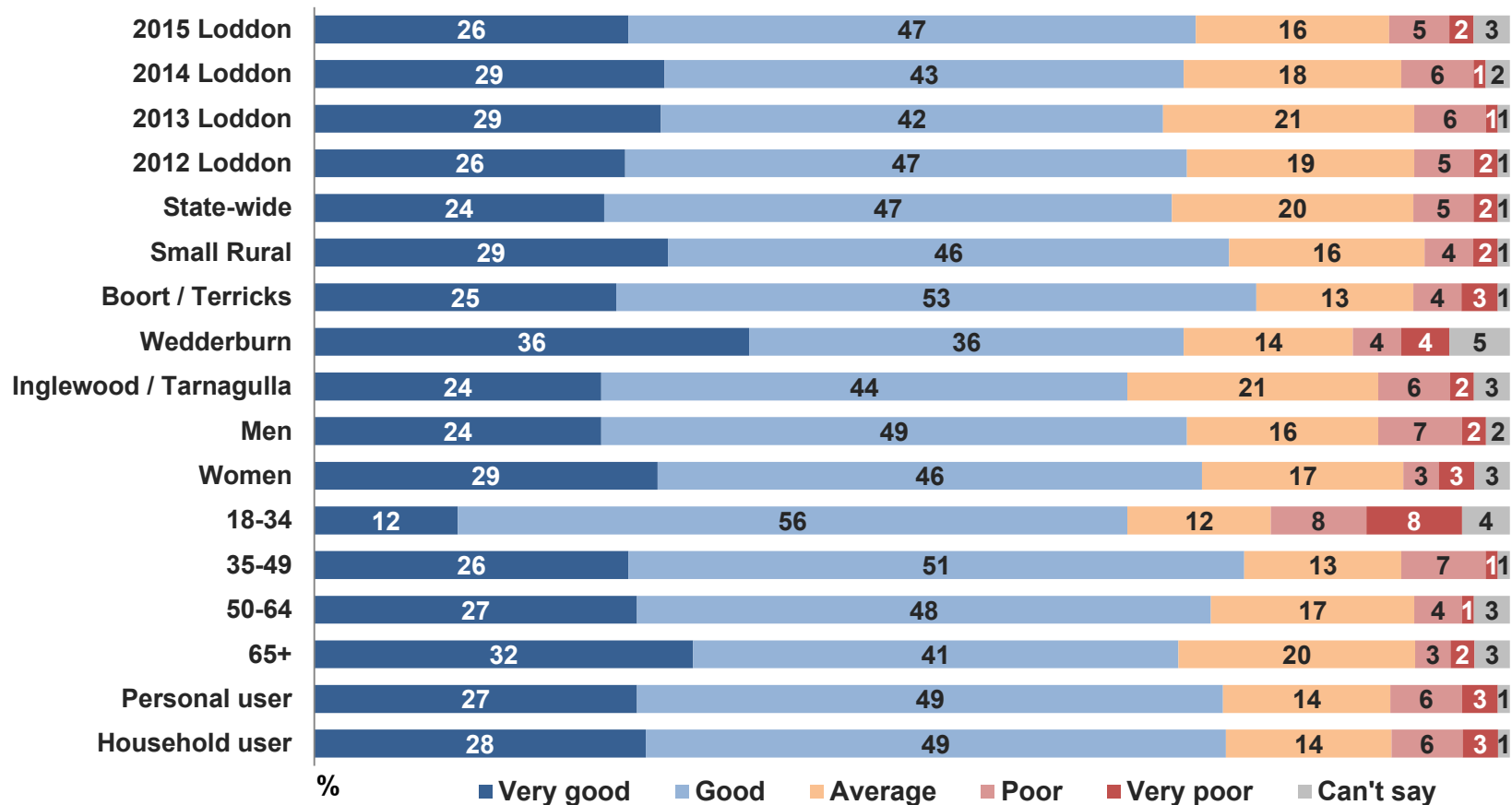
Q2. How has Council performed on 'The appearance of public areas' over the last 12 months?

Base: All respondents. Councils asked State-wide: 42 Councils asked group: 11

Note: Please see slide 5 for explanation about significant differences

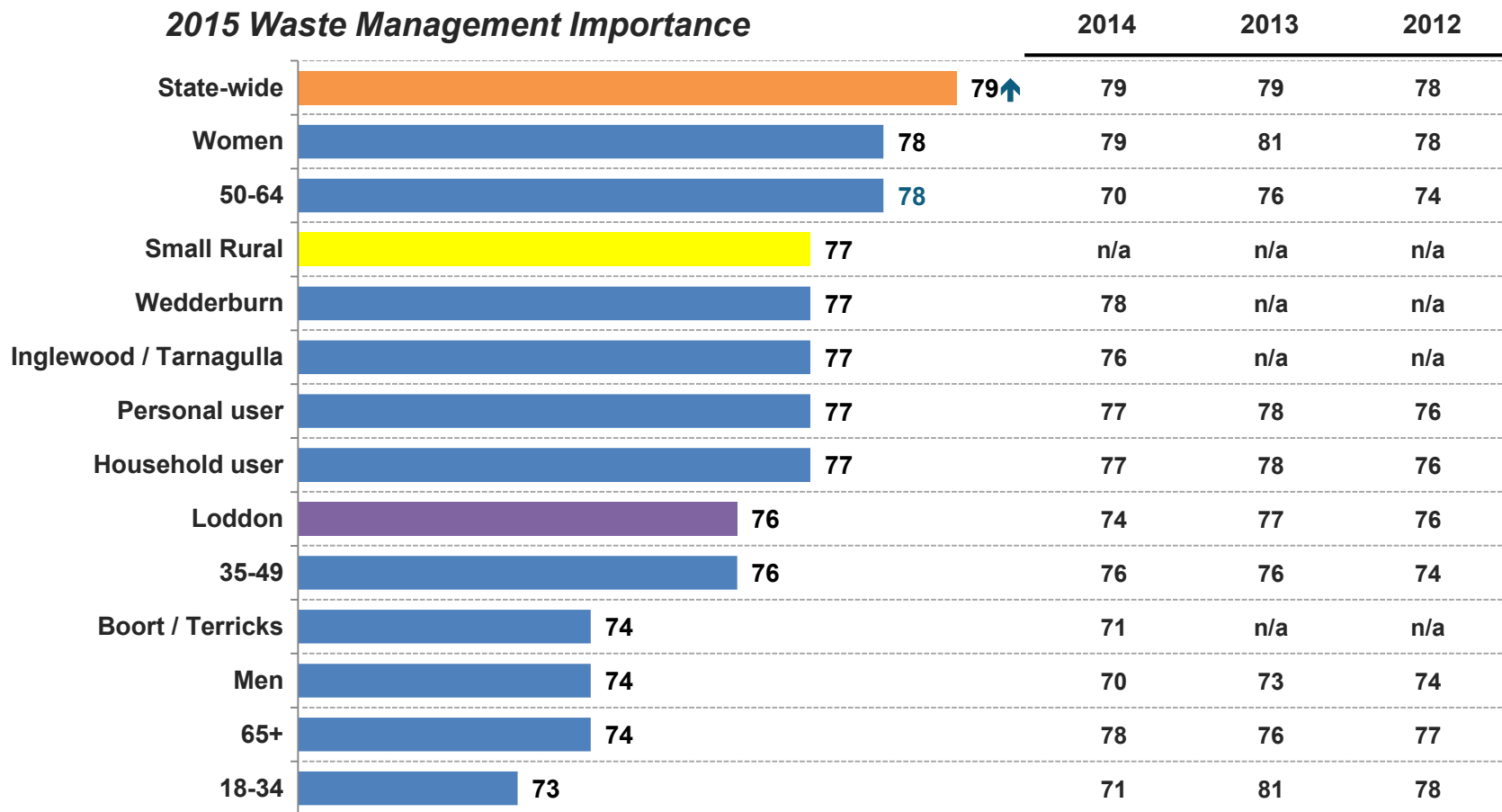
2015 THE APPEARANCE OF PUBLIC AREAS PERFORMANCE DETAILED PERCENTAGES

2015 Public Areas Performance



Q2. How has Council performed on 'The appearance of public areas' over the last 12 months?
Base: All respondents. Councils asked State-wide: 42 Councils asked group: 11

2015 WASTE MANAGEMENT IMPORTANCE INDEX SCORES



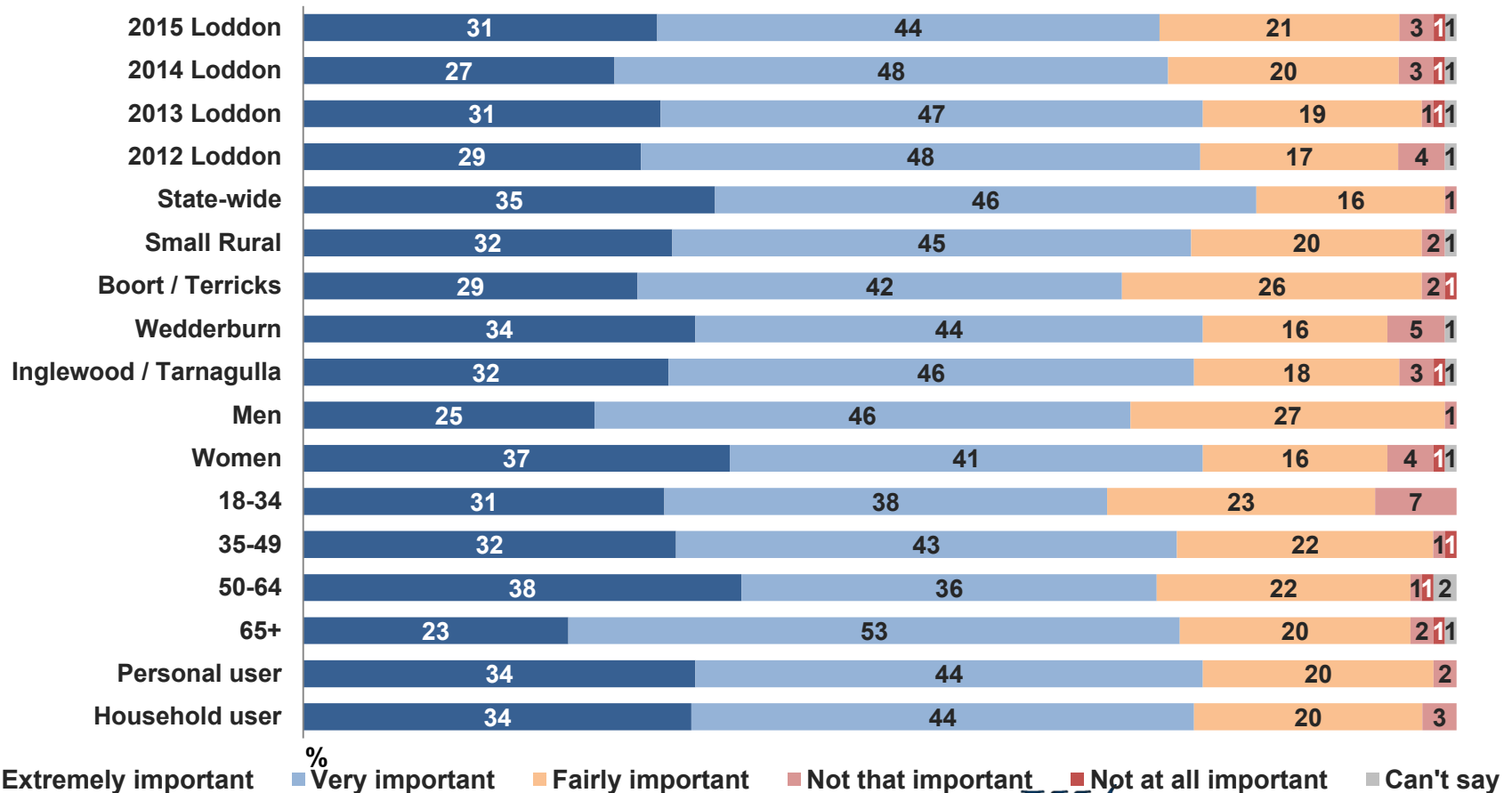
Q1. Firstly, how important should 'Waste Management' be as a responsibility for Council?

Base: All respondents. Councils asked State-wide: 33 Councils asked group: 6

Note: Please see slide 5 for explanation about significant differences

2015 WASTE MANAGEMENT IMPORTANCE DETAILED PERCENTAGES

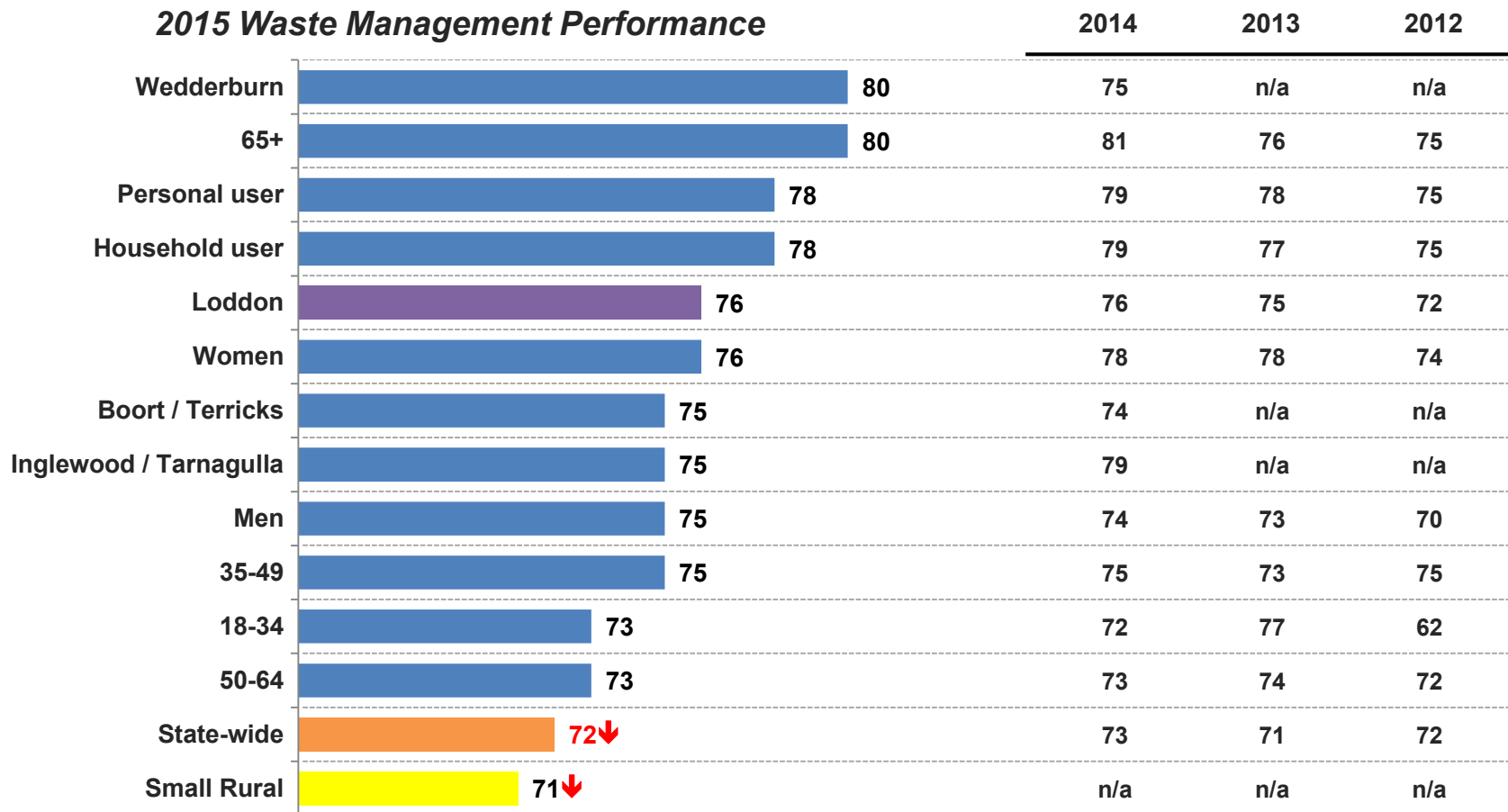
2015 Waste Management Importance



Q1. Firstly, how important should 'Waste Management' be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 33 Councils asked group: 6



2015 WASTE MANAGEMENT PERFORMANCE INDEX SCORES



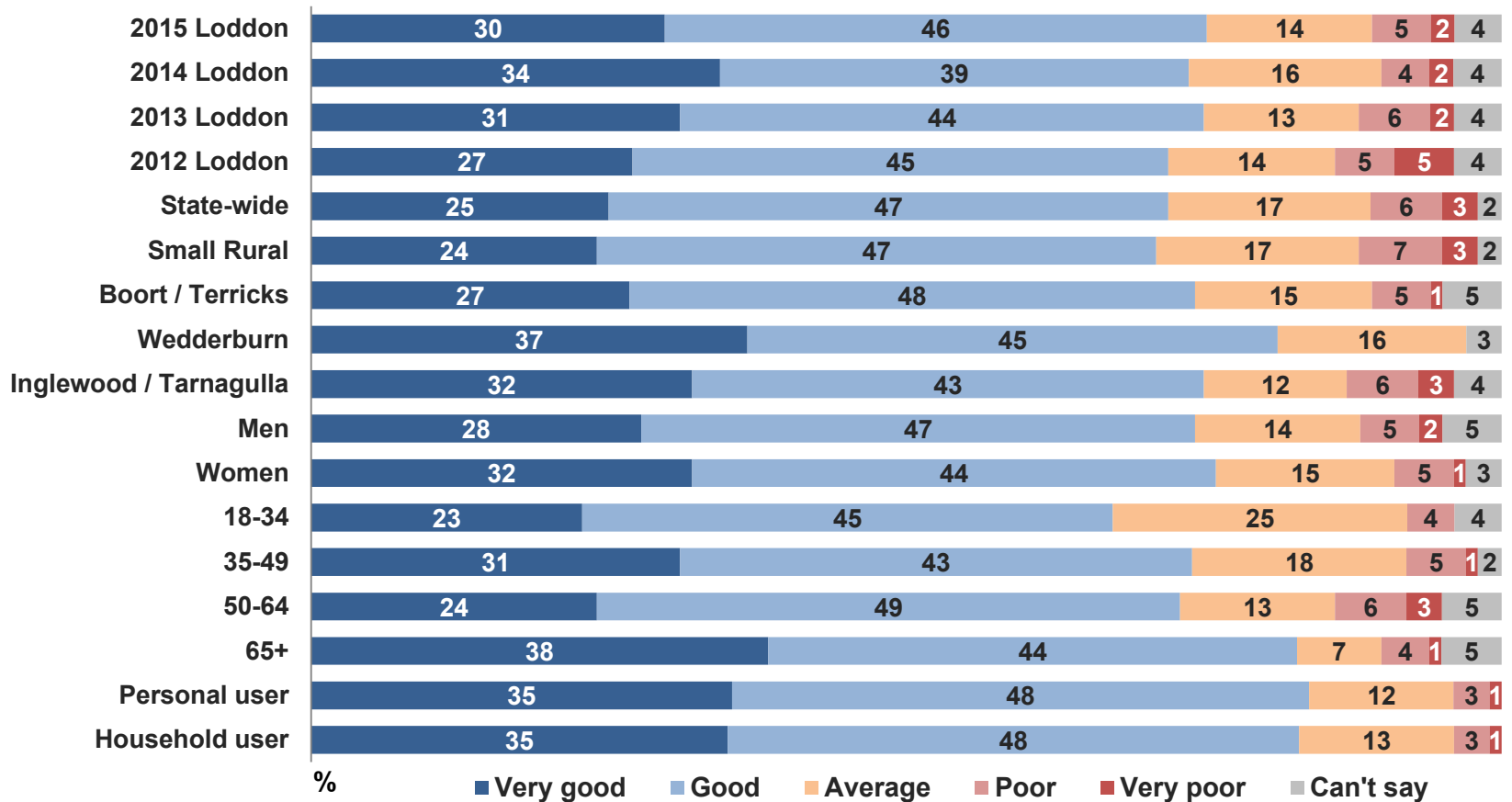
Q2. How has Council performed on 'Waste Management' over the last 12 months?

Base: All respondents. Councils asked State-wide: 45 Councils asked group: 11

Note: Please see slide 5 for explanation about significant differences

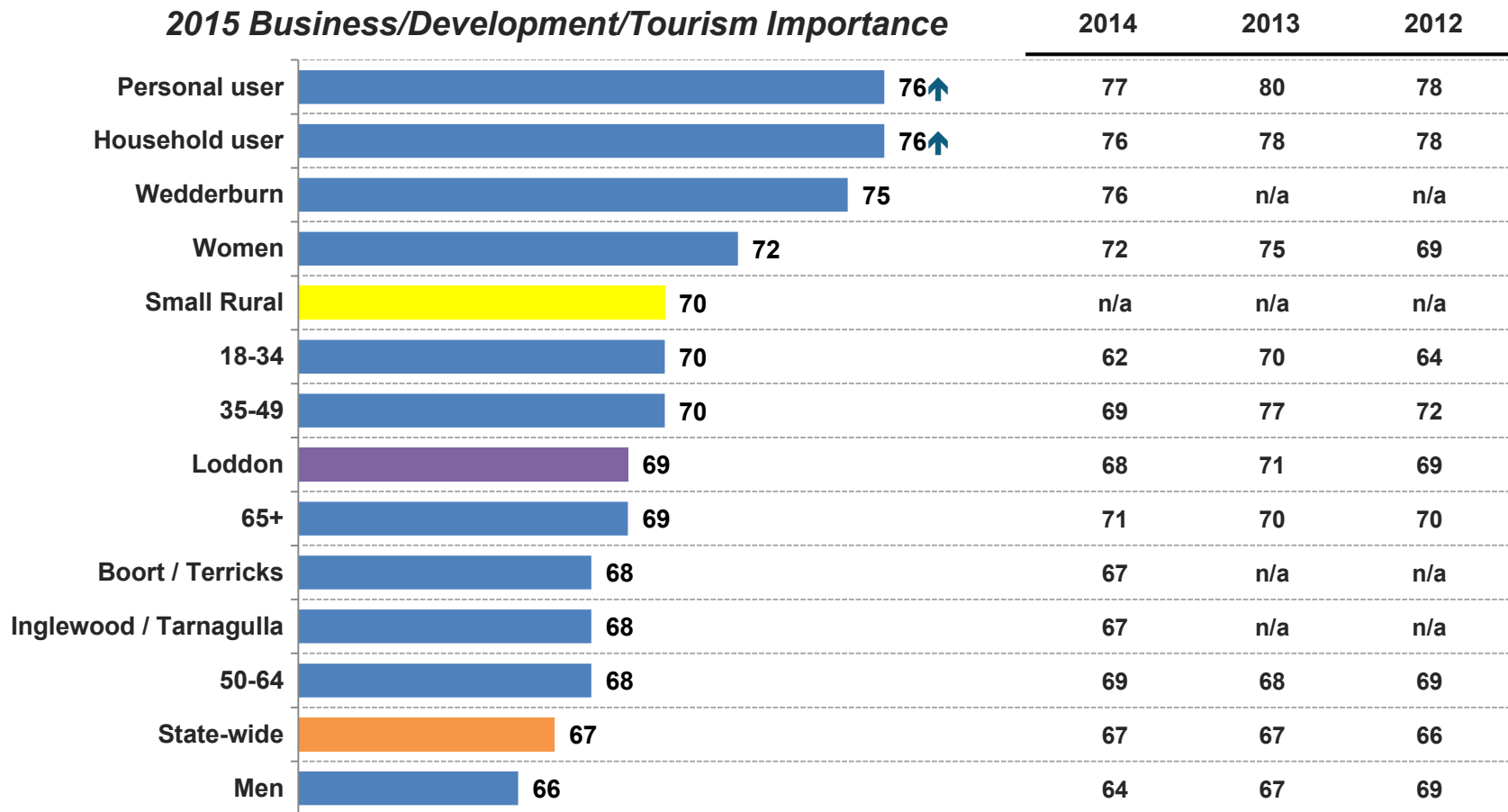
2015 WASTE MANAGEMENT PERFORMANCE DETAILED PERCENTAGES

2015 Waste Management Performance



Q2. How has Council performed on 'Waste Management' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 45 Councils asked group: 11

2015 BUSINESS AND COMMUNITY DEVELOPMENT AND TOURISM IMPORTANCE INDEX SCORES



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

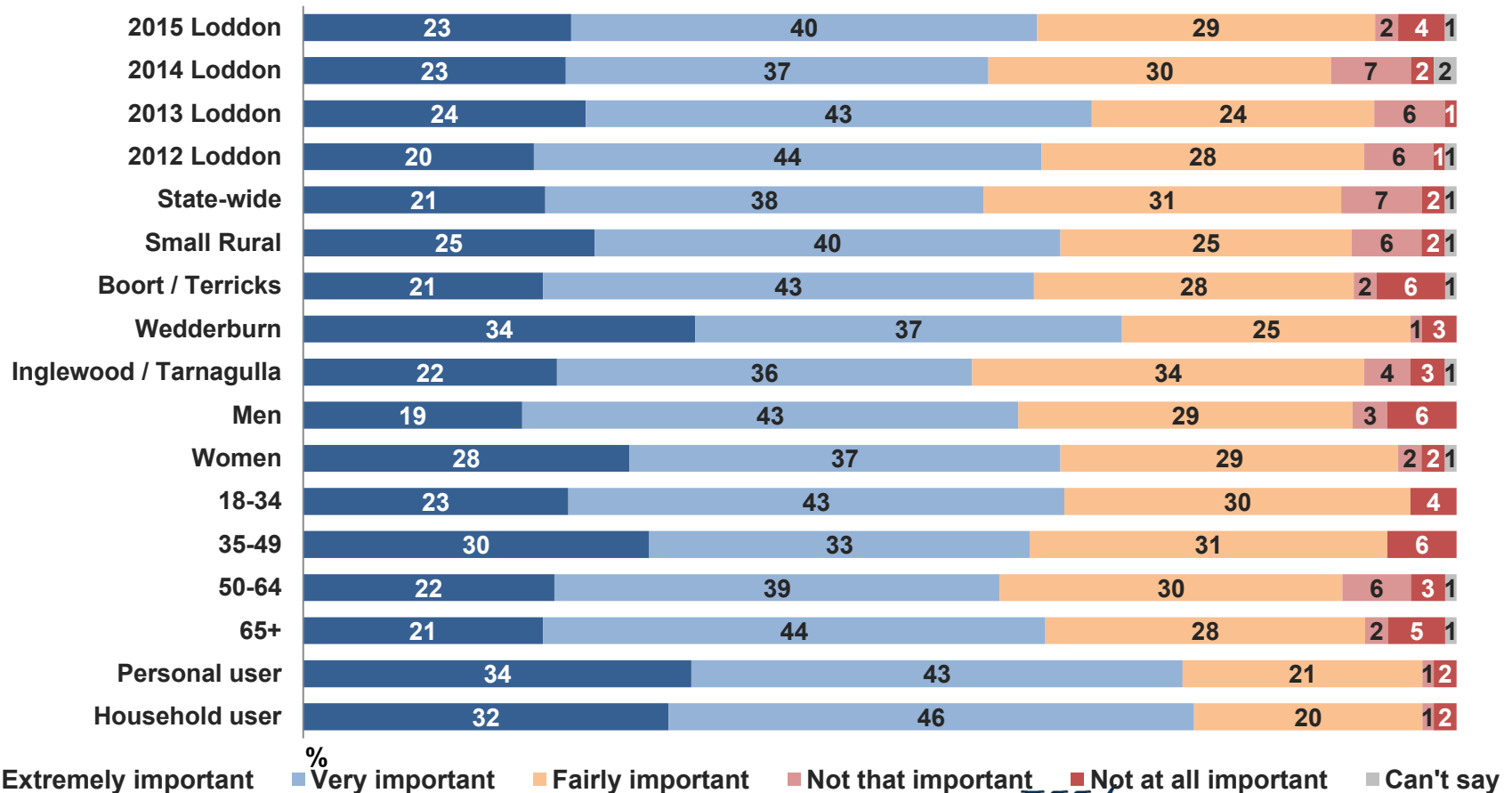
Base: All respondents. Councils asked State-wide: 23 Councils asked group: 5

Note: Please see slide 5 for explanation about significant differences



2015 BUSINESS AND COMMUNITY DEVELOPMENT AND TOURISM IMPORTANCE DETAILED PERCENTAGES

2015 Business/Development/Tourism Importance

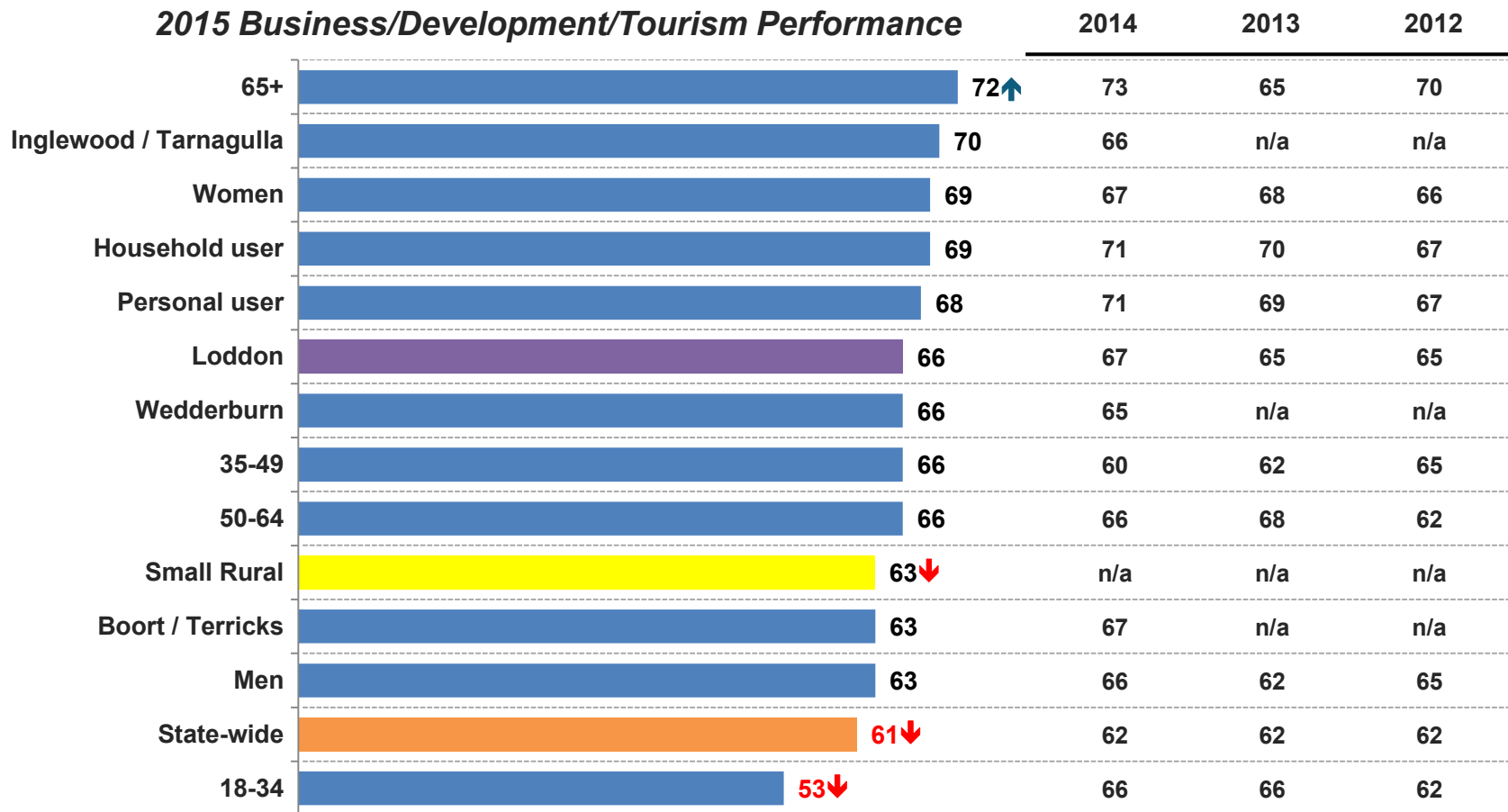


Q1. Firstly, how important should 'Business and community development and tourism' be as a responsibility for Council?

Base: All respondents. Councils asked State-wide: 23 Councils asked group: 5



2015 BUSINESS AND COMMUNITY DEVELOPMENT AND TOURISM PERFORMANCE INDEX SCORES



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

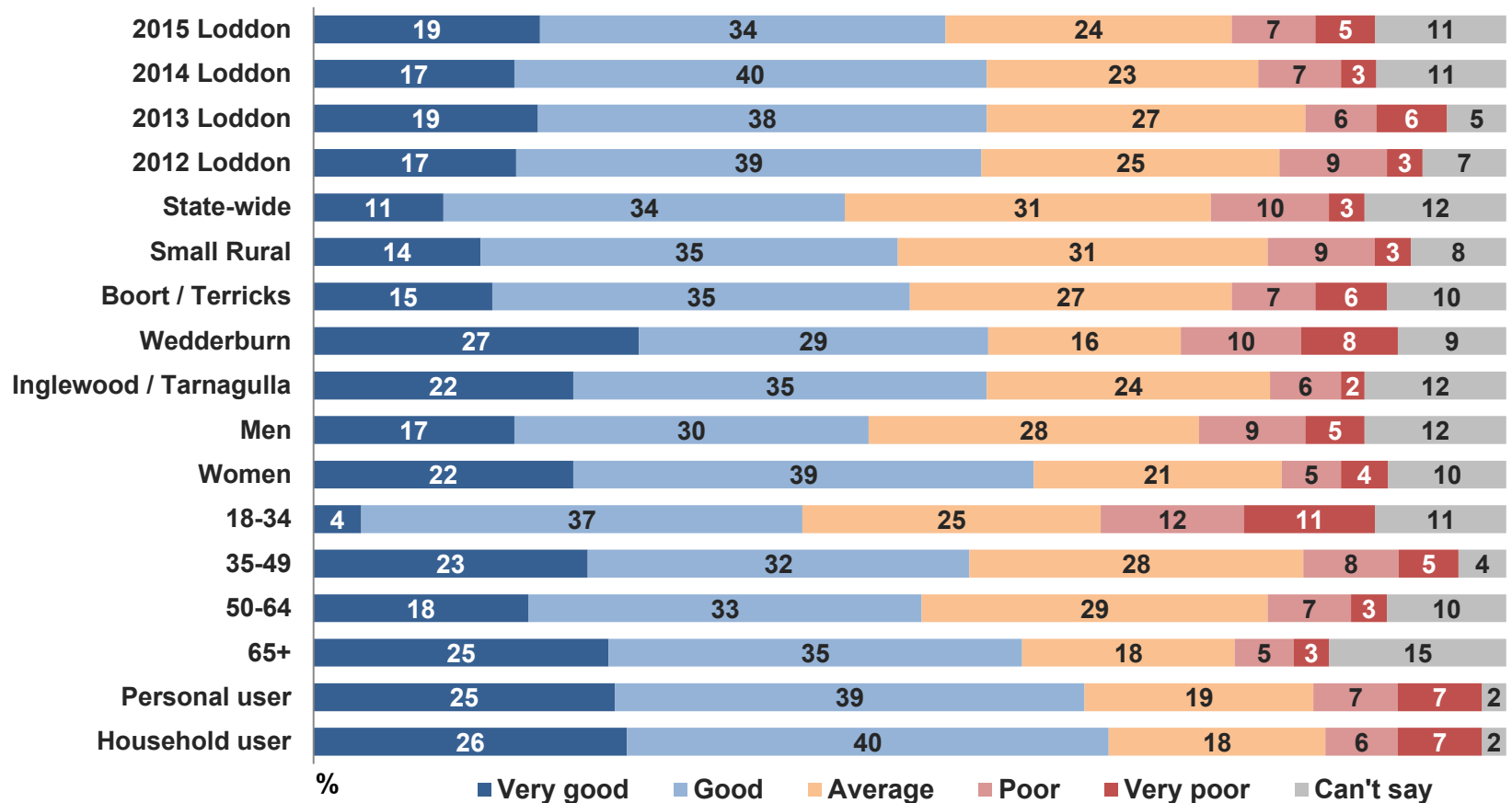
Base: All respondents. Councils asked State-wide: 30 Councils asked group: 7

Note: Please see slide 5 for explanation about significant differences



2015 BUSINESS AND COMMUNITY DEVELOPMENT AND TOURISM PERFORMANCE DETAILED PERCENTAGES

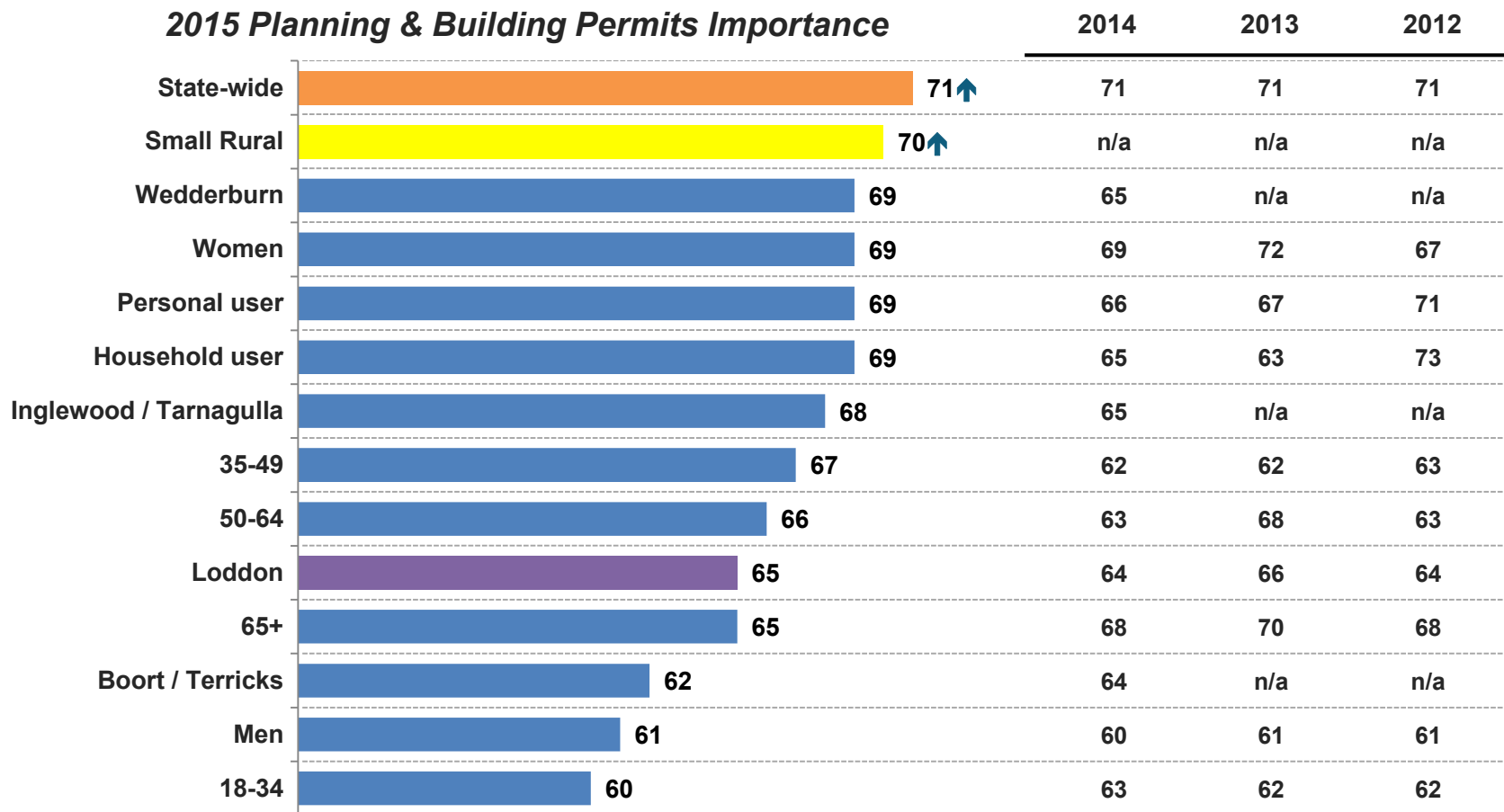
2015 Business/Development/Tourism Performance



Q2. How has Council performed on 'Business and community development and tourism' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 30 Councils asked group: 7



2015 PLANNING AND BUILDING PERMITS IMPORTANCE INDEX SCORES



Q1. Firstly, how important should 'Planning and Building Permits' be as a responsibility for Council?

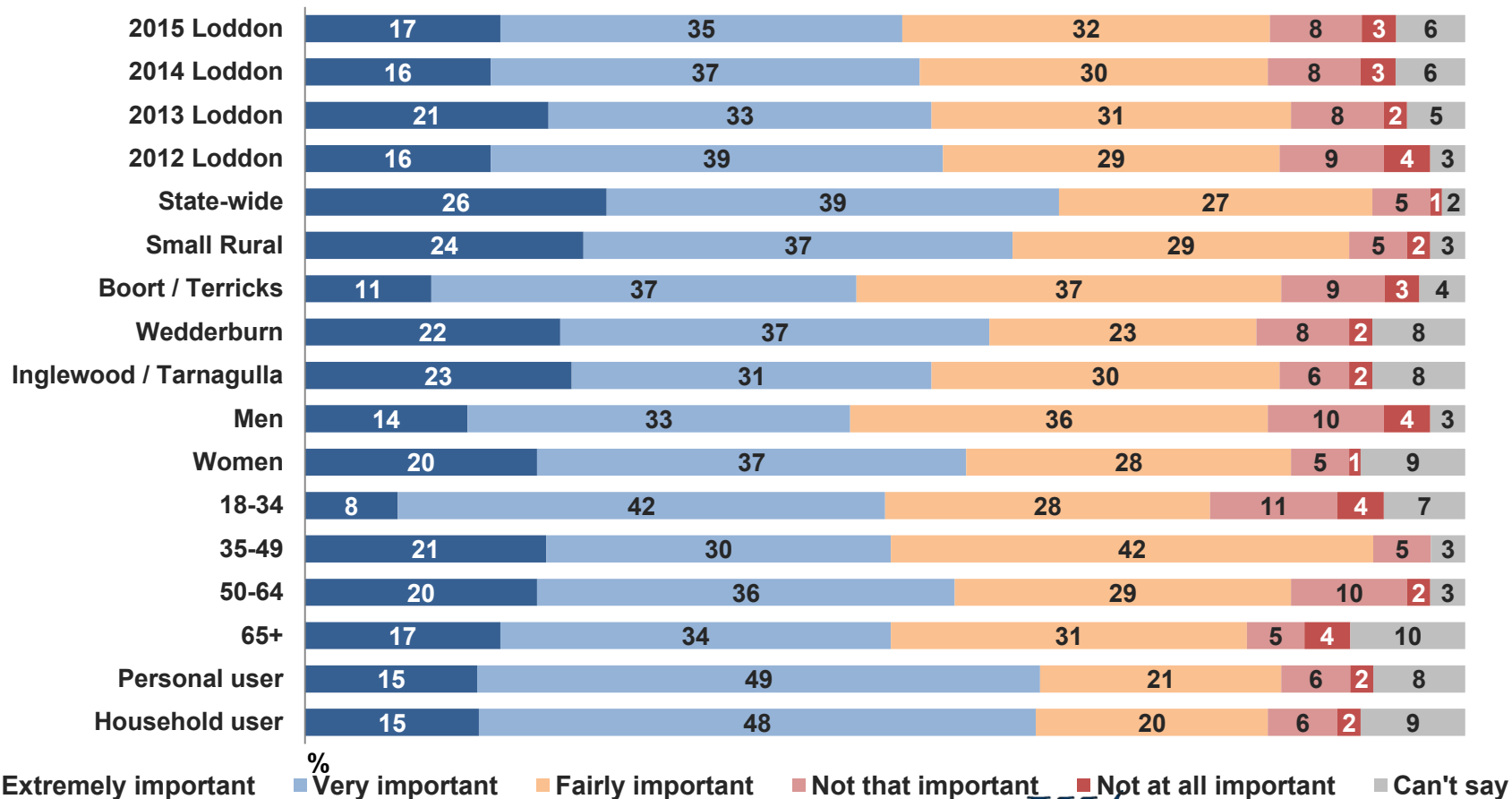
Base: All respondents. Councils asked State-wide: 22 Councils asked group: 6

Note: Please see slide 5 for explanation about significant differences



2015 PLANNING AND BUILDING PERMITS IMPORTANCE DETAILED PERCENTAGES

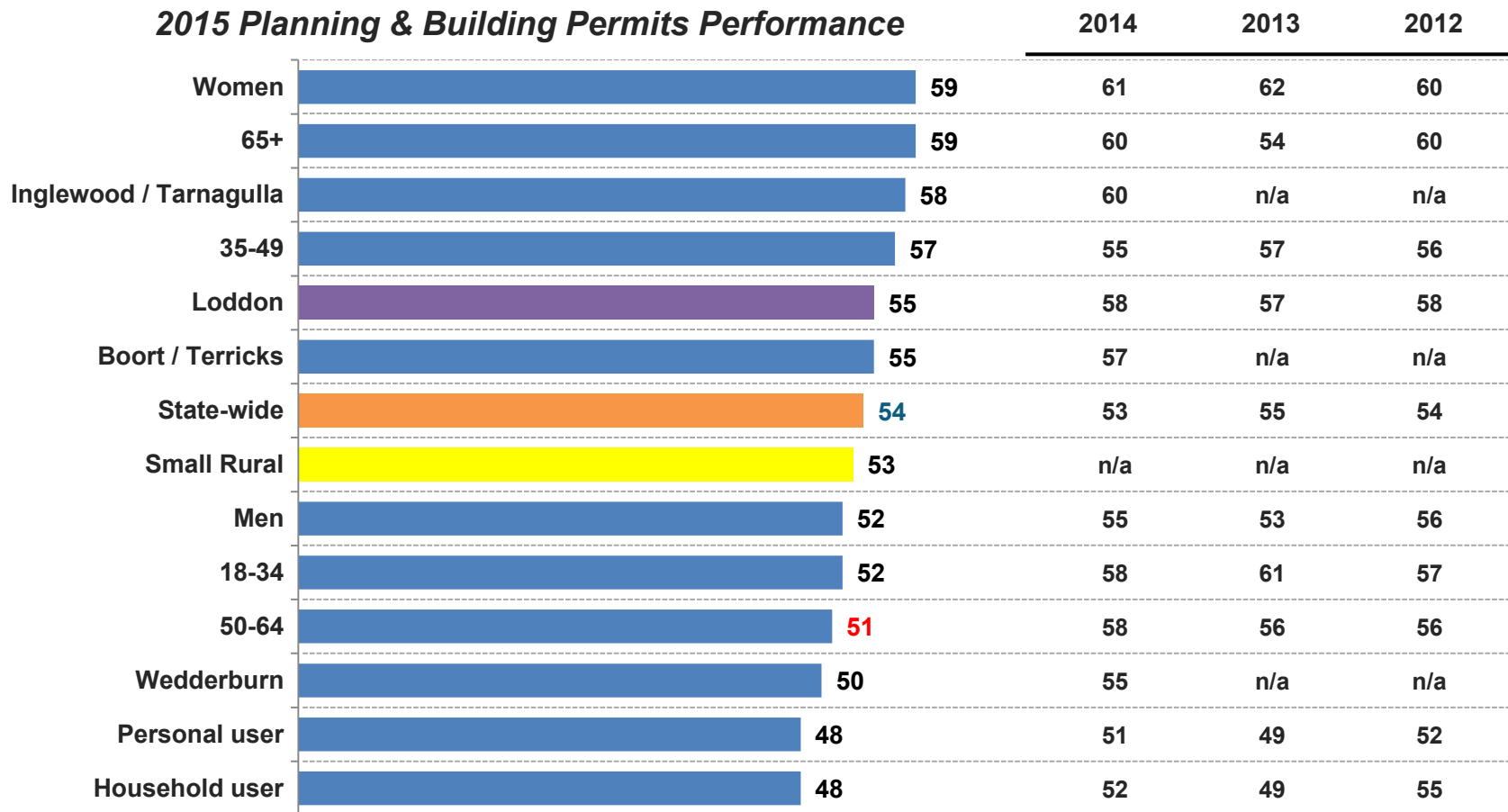
2015 Planning & Building Permits Importance



Q1. Firstly, how important should 'Planning and Building Permits' be as a responsibility for Council?
Base: All respondents. Councils asked State-wide: 22 Councils asked group: 6



2015 PLANNING AND BUILDING PERMITS PERFORMANCE INDEX SCORES



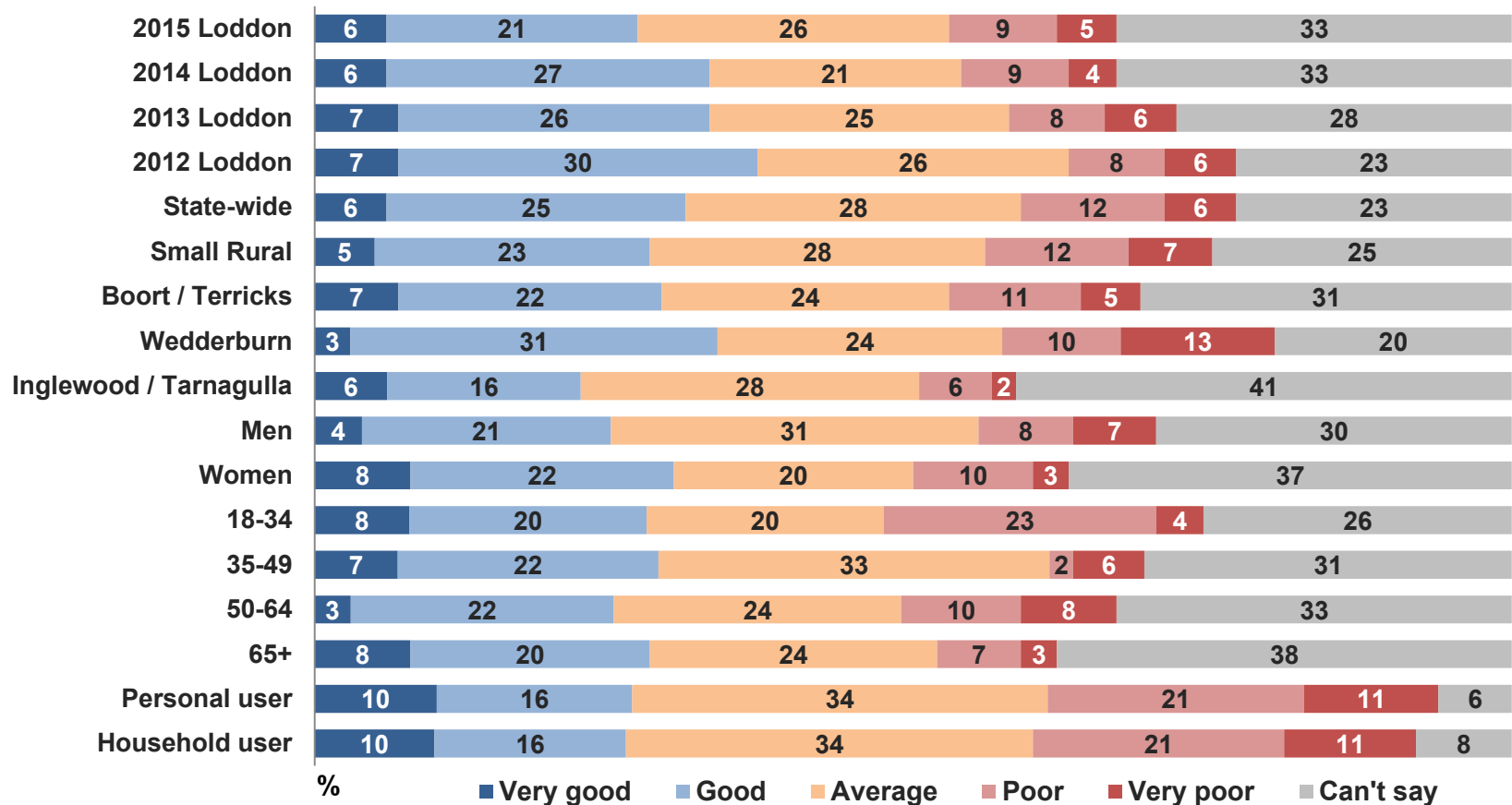
Q2. How has Council performed on 'Planning and Building Permits' over the last 12 months?

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

Note: Please see slide 5 for explanation about significant differences

2015 PLANNING AND BUILDING PERMITS PERFORMANCE DETAILED PERCENTAGES

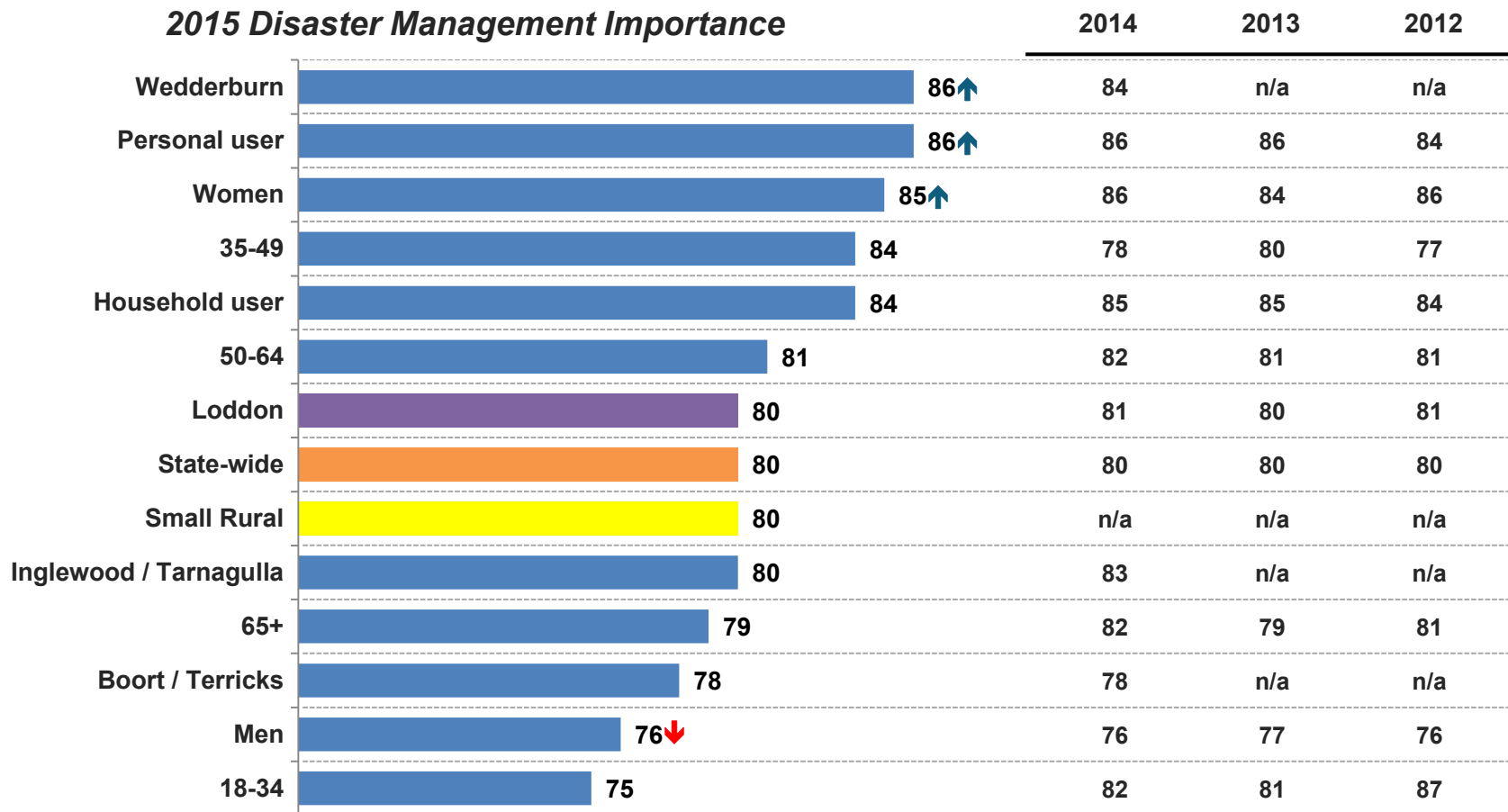
2015 Planning & Building Permits Performance



Q2. How has Council performed on 'Planning and Building Permits' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 28 Councils asked group: 8



2015 EMERGENCY AND DISASTER MANAGEMENT IMPORTANCE INDEX SCORES



Q1. Firstly, how important should 'Emergency and Disaster Management' be as a responsibility for Council?

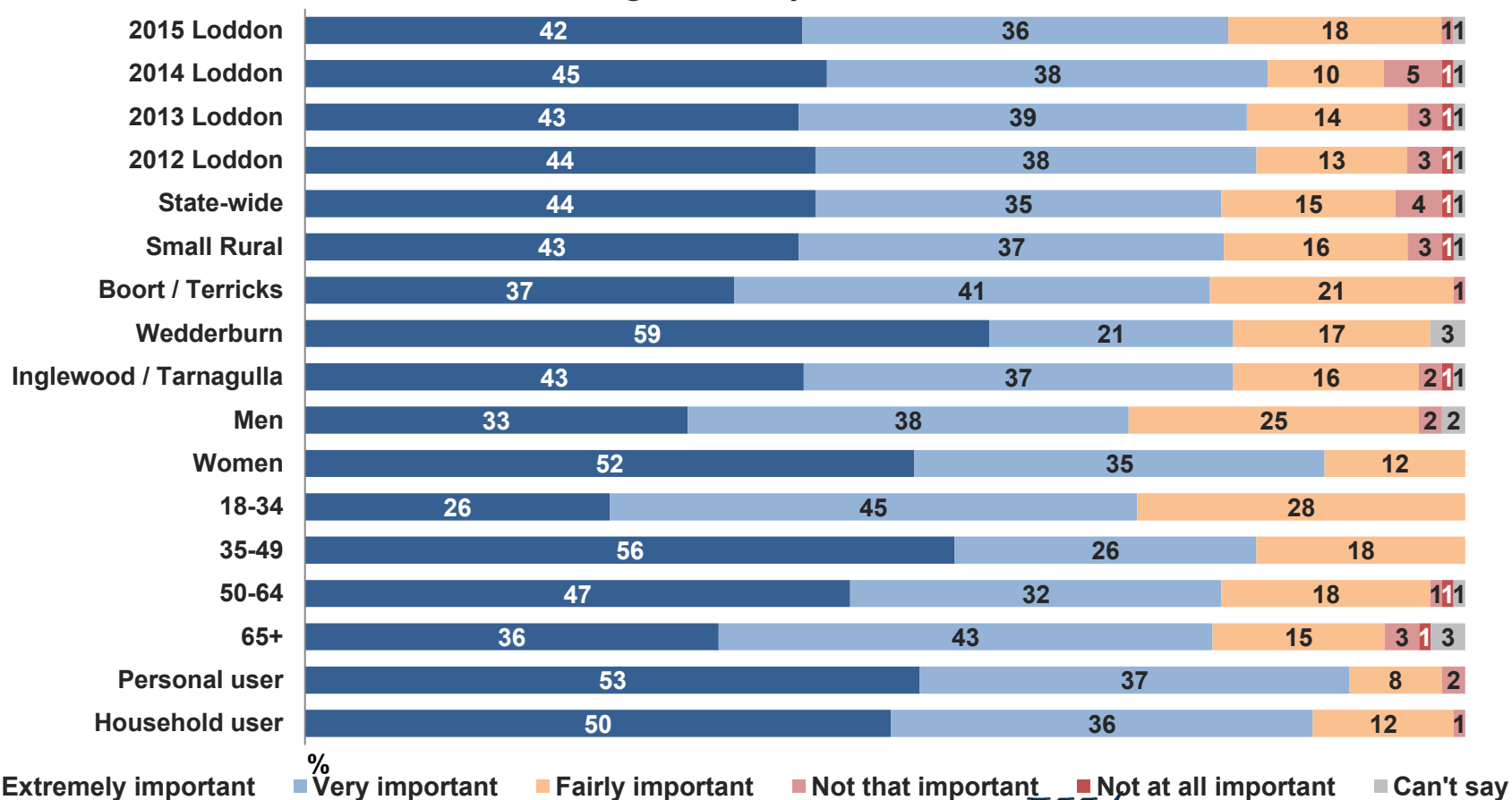
Base: All respondents. Councils asked State-wide: 16 Councils asked group: 3

Note: Please see slide 5 for explanation about significant differences



2015 EMERGENCY AND DISASTER MANAGEMENT IMPORTANCE DETAILED PERCENTAGES

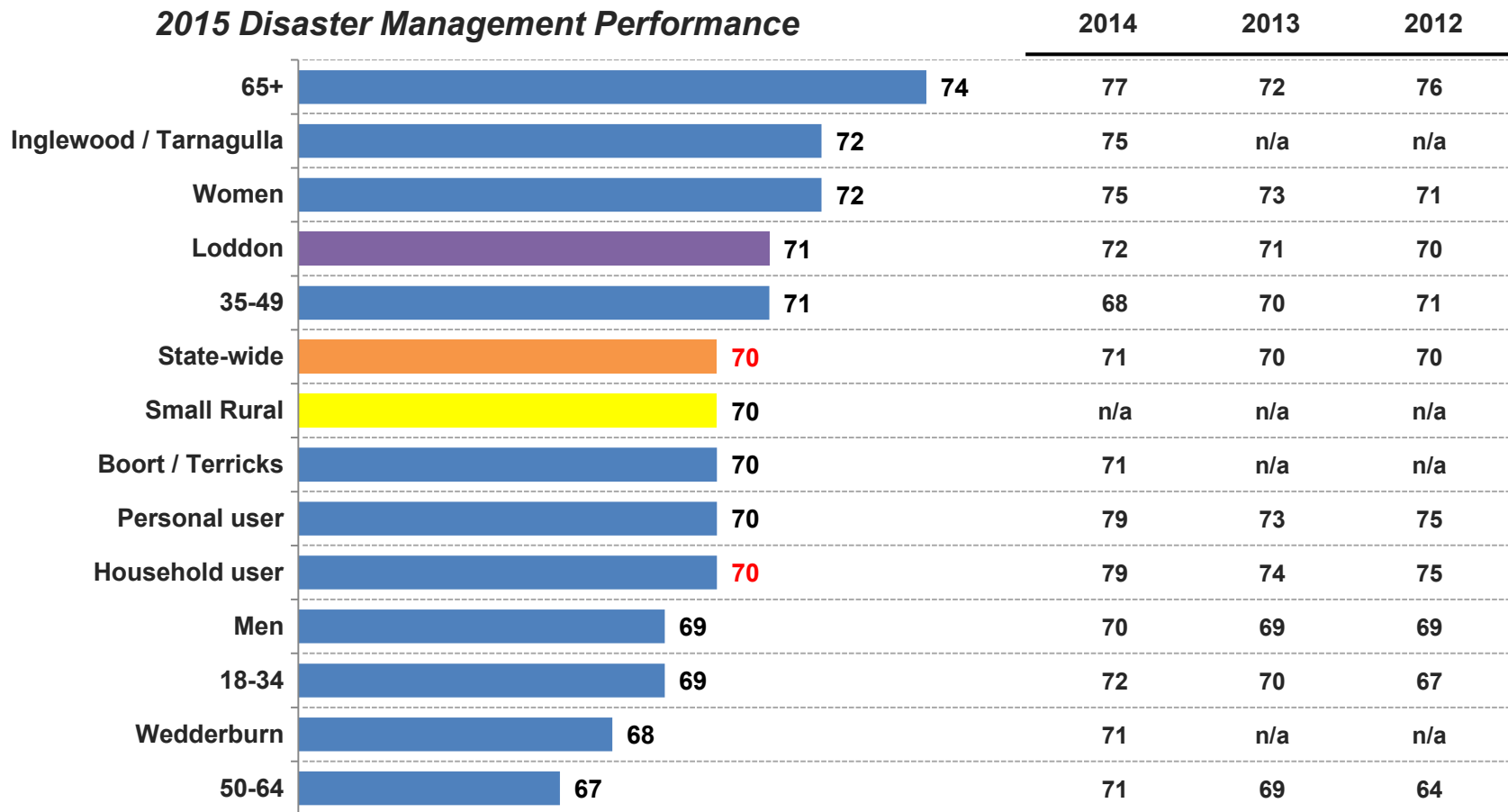
2015 Disaster Management Importance



Q1. Firstly, how important should 'Emergency and Disaster Management' be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 16 Councils asked group: 3



2015 EMERGENCY AND DISASTER MANAGEMENT PERFORMANCE INDEX SCORES



Q2. How has Council performed on 'Emergency and Disaster Management' over the last 12 months?

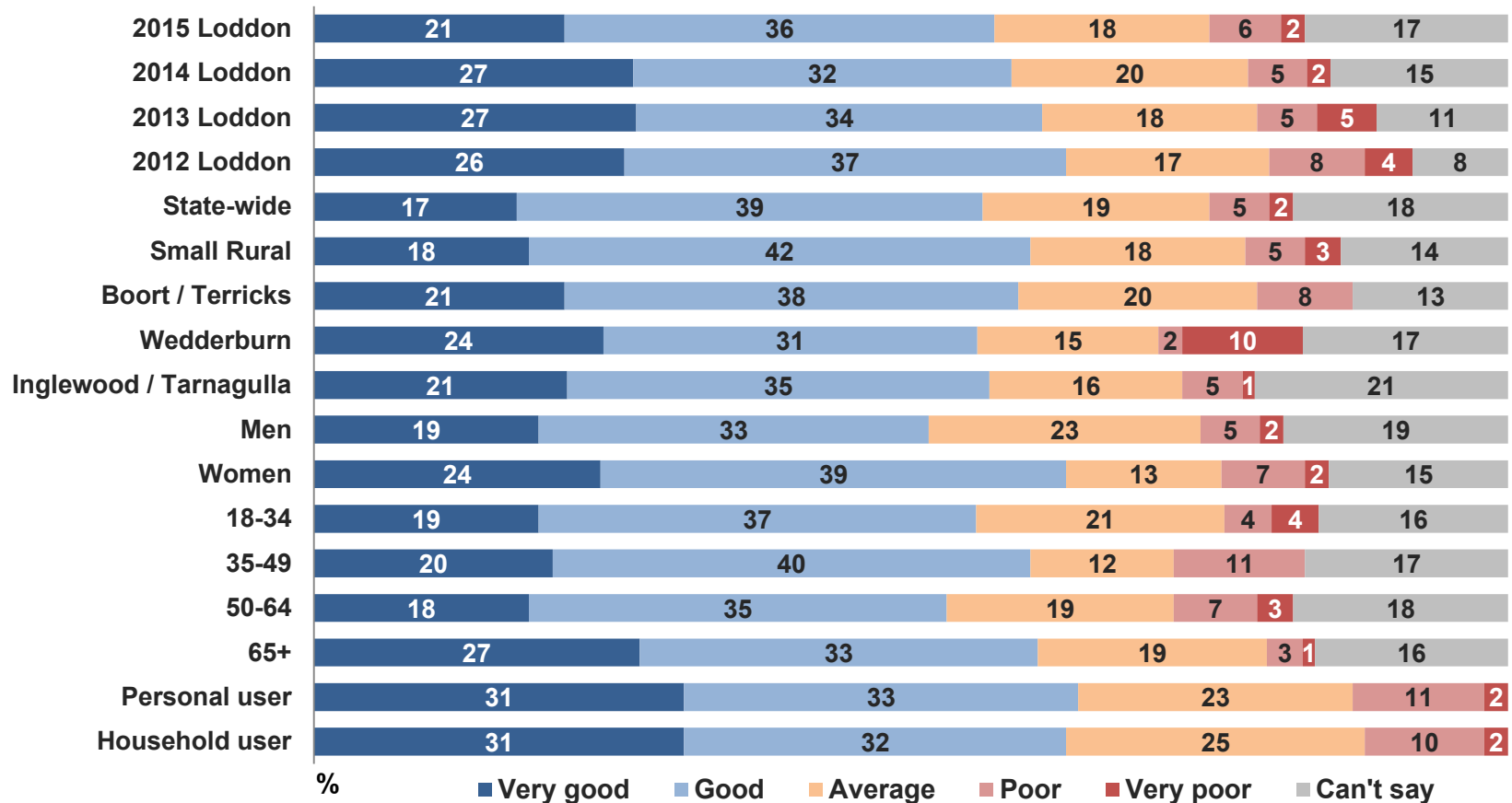
Base: All respondents. Councils asked State-wide: 22 Councils asked group: 5

Note: Please see slide 5 for explanation about significant differences



2015 EMERGENCY AND DISASTER MANAGEMENT PERFORMANCE DETAILED PERCENTAGES

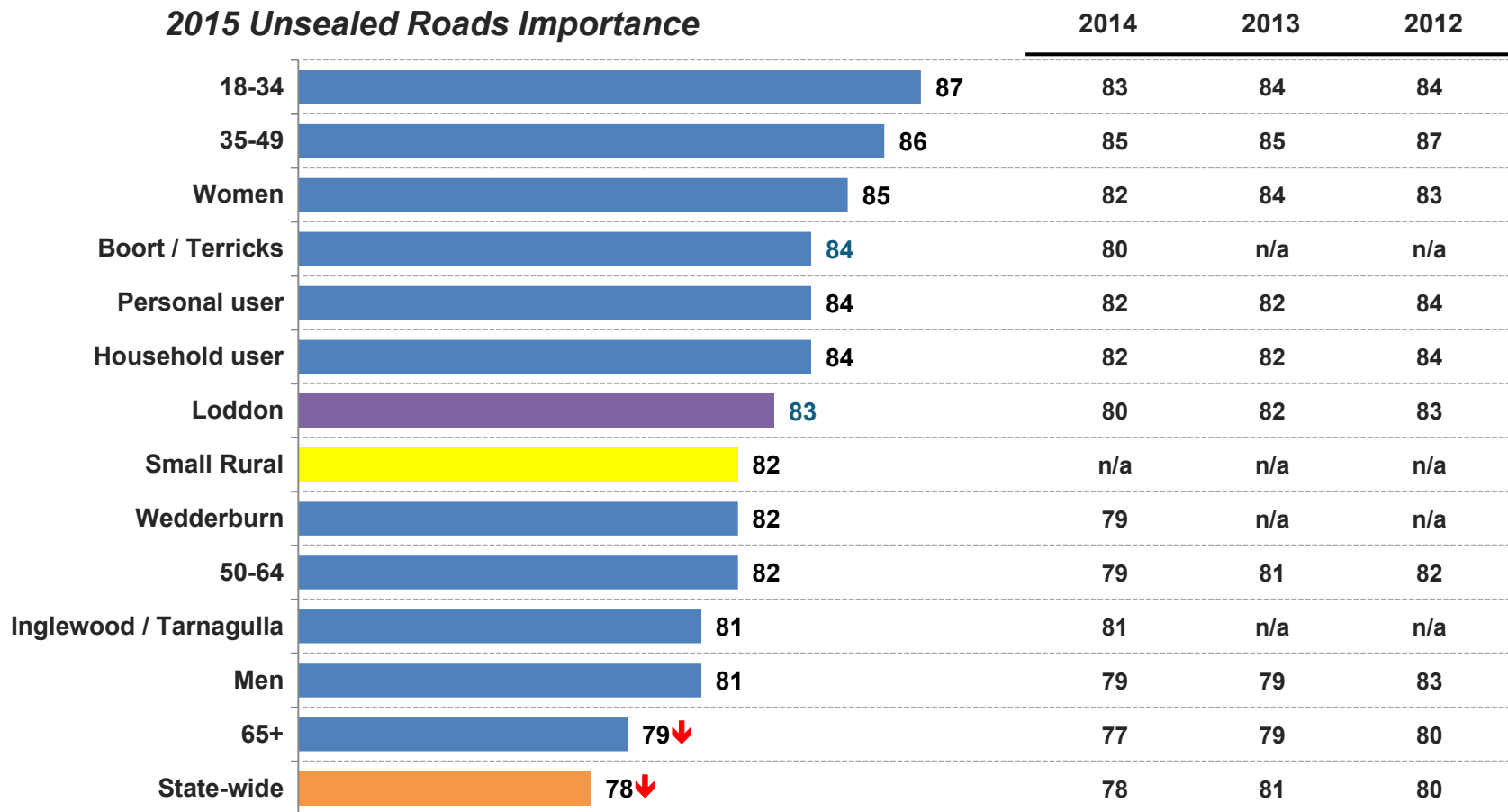
2015 Disaster Management Performance



Q2. How has Council performed on 'Emergency and Disaster Management' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 22 Councils asked group: 5



2015 MAINTENANCE OF UNSEALED ROADS IN YOUR AREA IMPORTANCE INDEX SCORES



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: 13 Councils asked group: 5

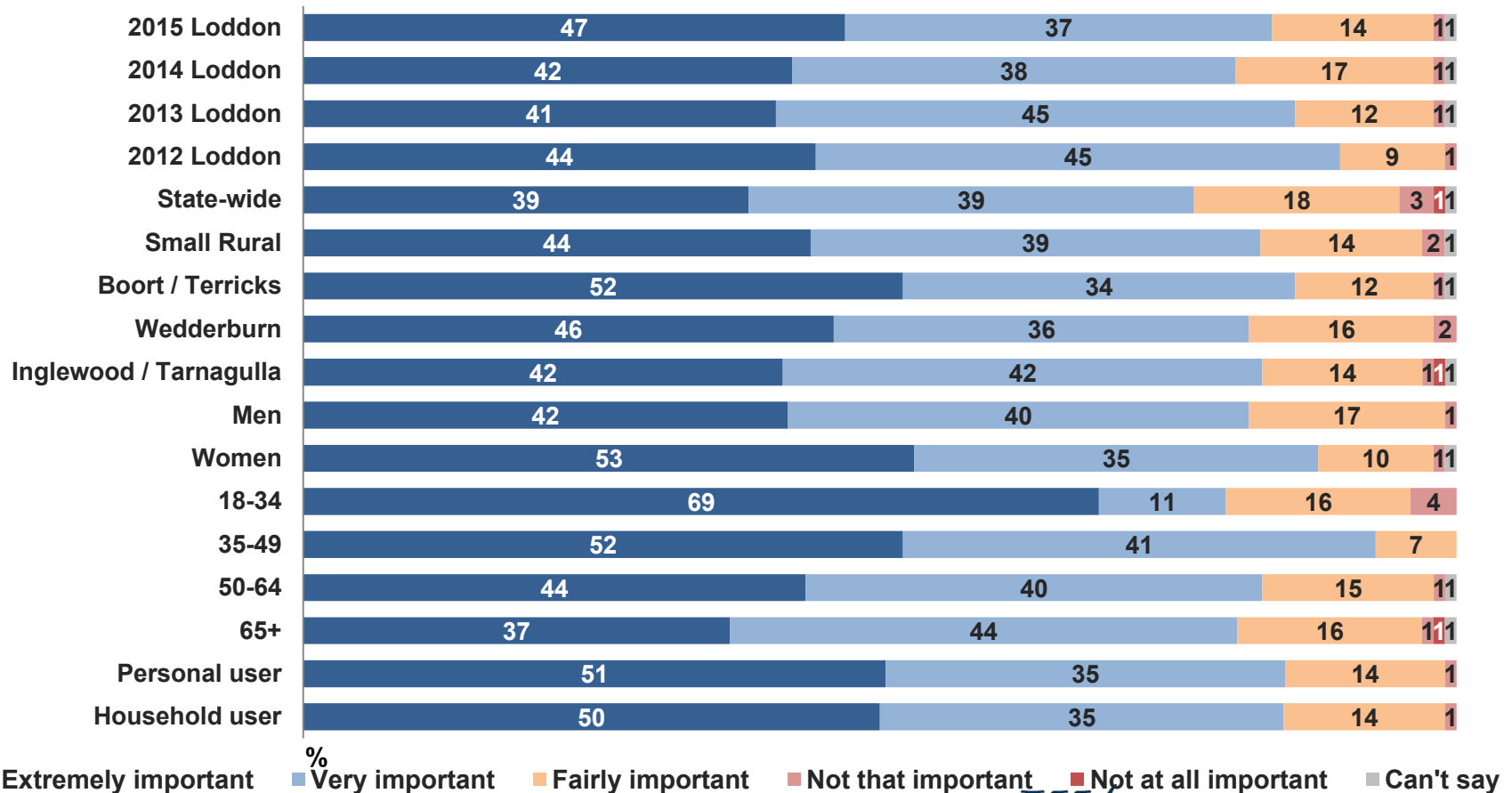
Note: Please see slide 5 for explanation about significant differences



2015 MAINTENANCE OF UNSEALED ROADS IN YOUR AREA

IMPORTANCE DETAILED PERCENTAGES

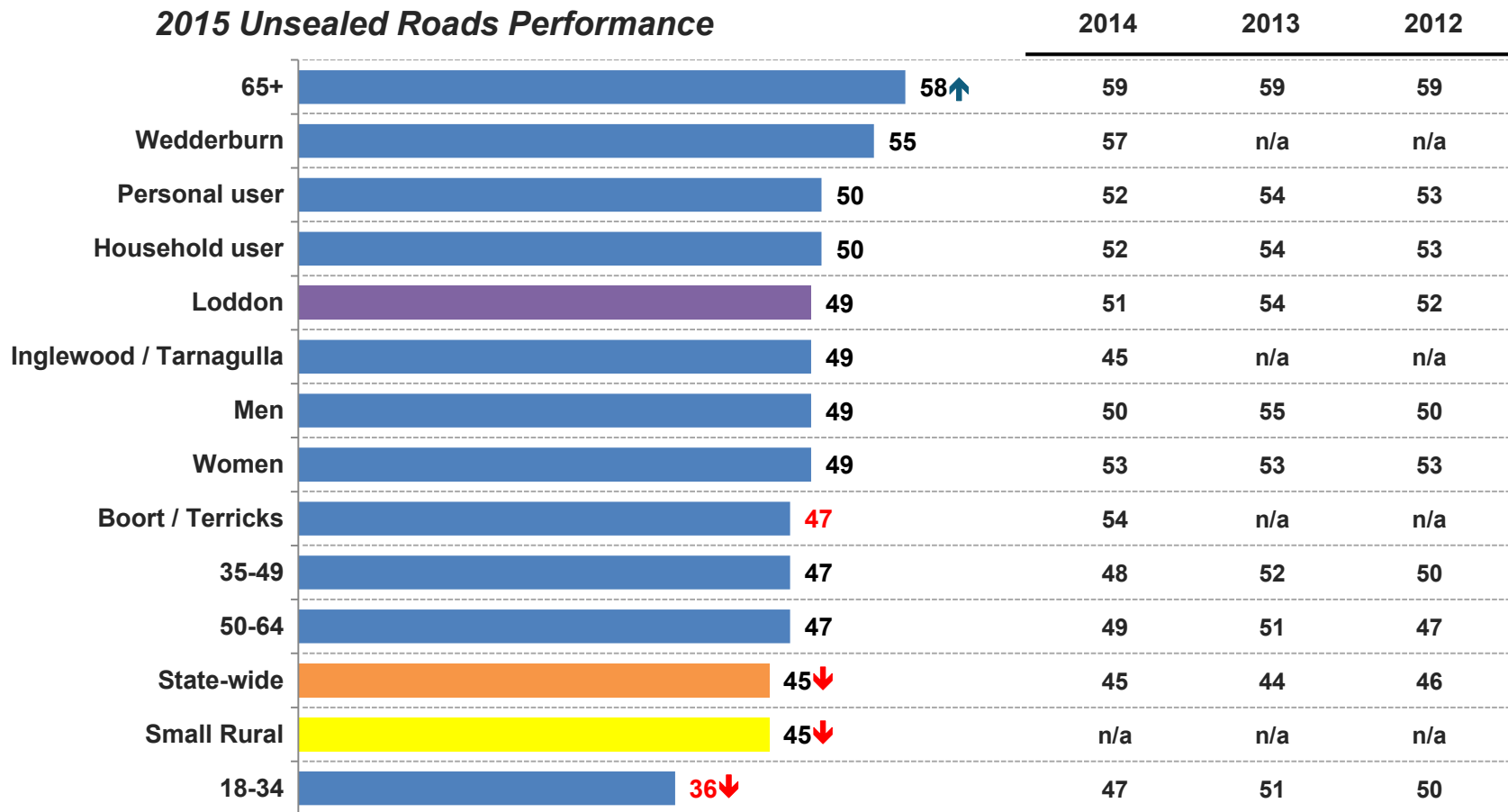
2015 Unsealed Roads Importance



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: 13 Councils asked group: 5



2015 MAINTENANCE OF UNSEALED ROADS IN YOUR AREA PERFORMANCE INDEX SCORES



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

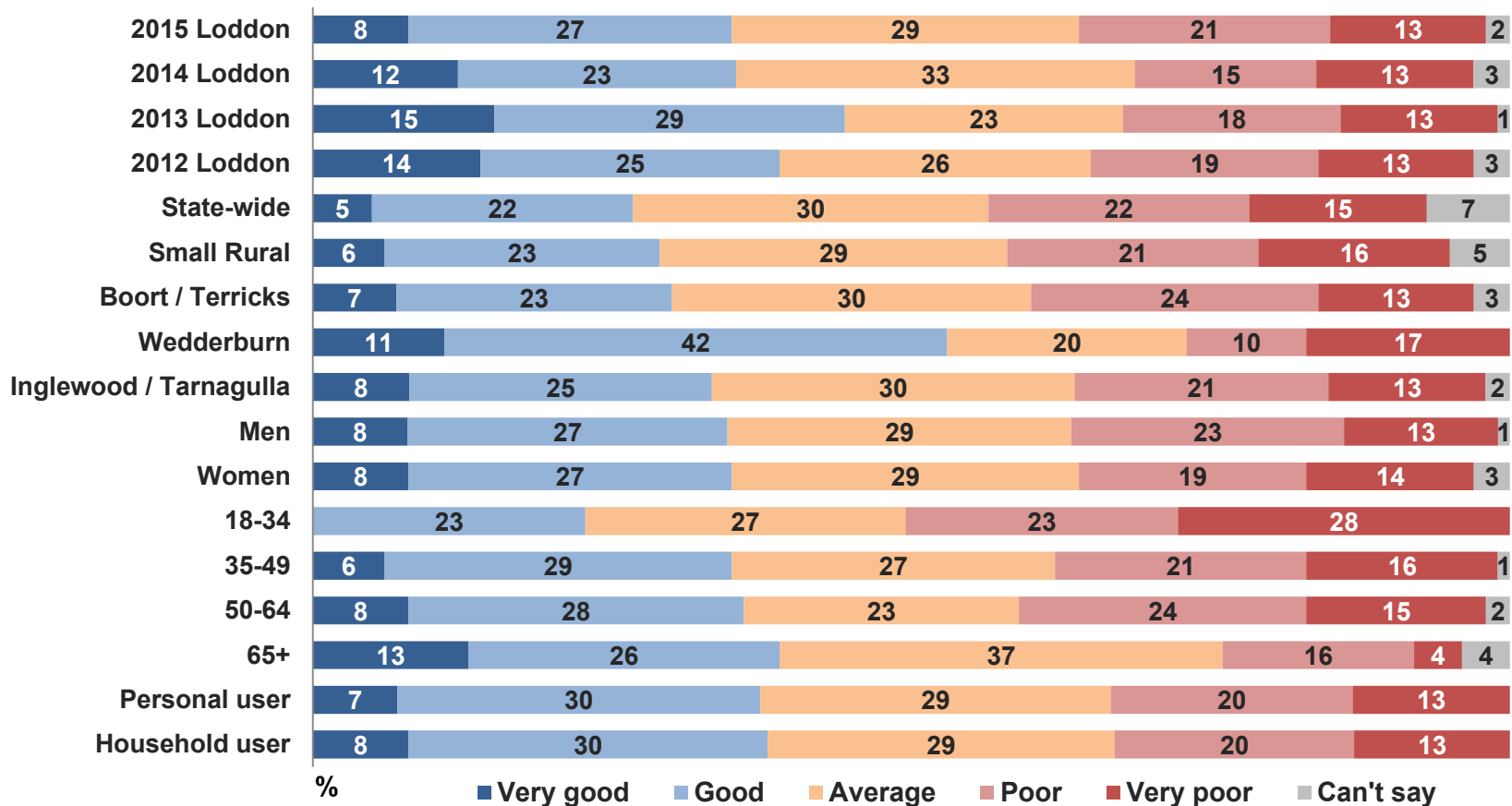
Base: All respondents. Councils asked State-wide: 20 Councils asked group: 8

Note: Please see slide 5 for explanation about significant differences

2015 MAINTENANCE OF UNSEALED ROADS IN YOUR AREA

PERFORMANCE DETAILED PERCENTAGES

2015 Unsealed Roads Performance



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: 20 Councils asked group: 8

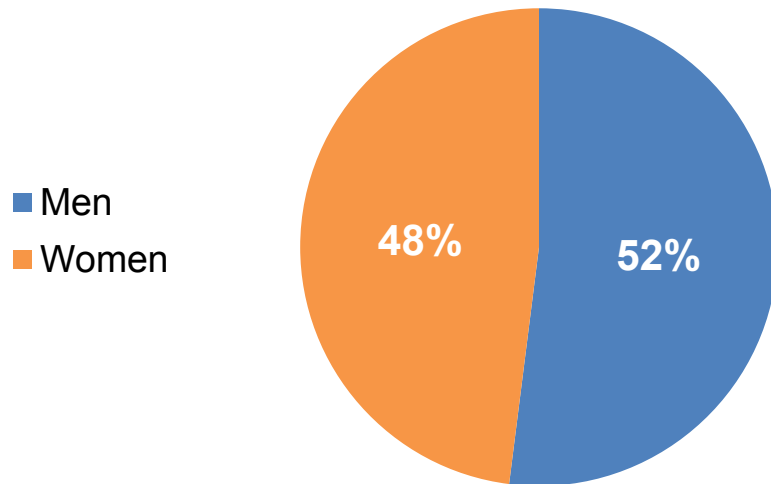


A satellite night view of the United States, showing a dense network of city lights and roadways. The text "DETAILED DEMOGRAPHICS" is overlaid in white, bold, sans-serif font across the center of the image.

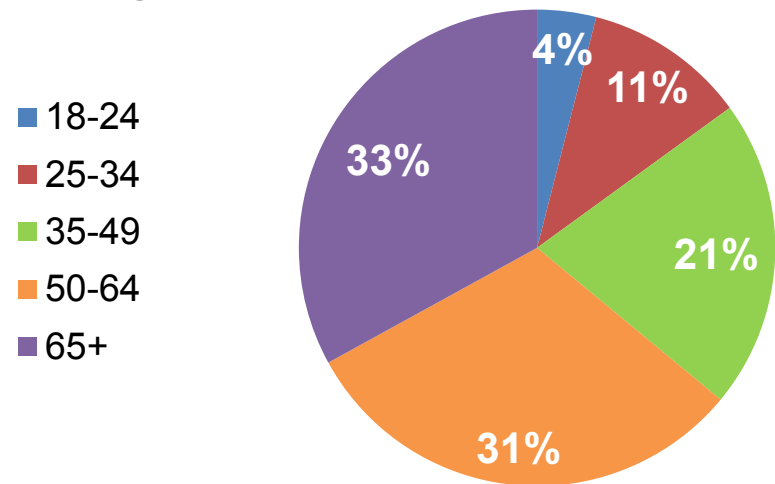
DETAILED DEMOGRAPHICS

2015 GENDER AND AGE PROFILE

Gender



Age

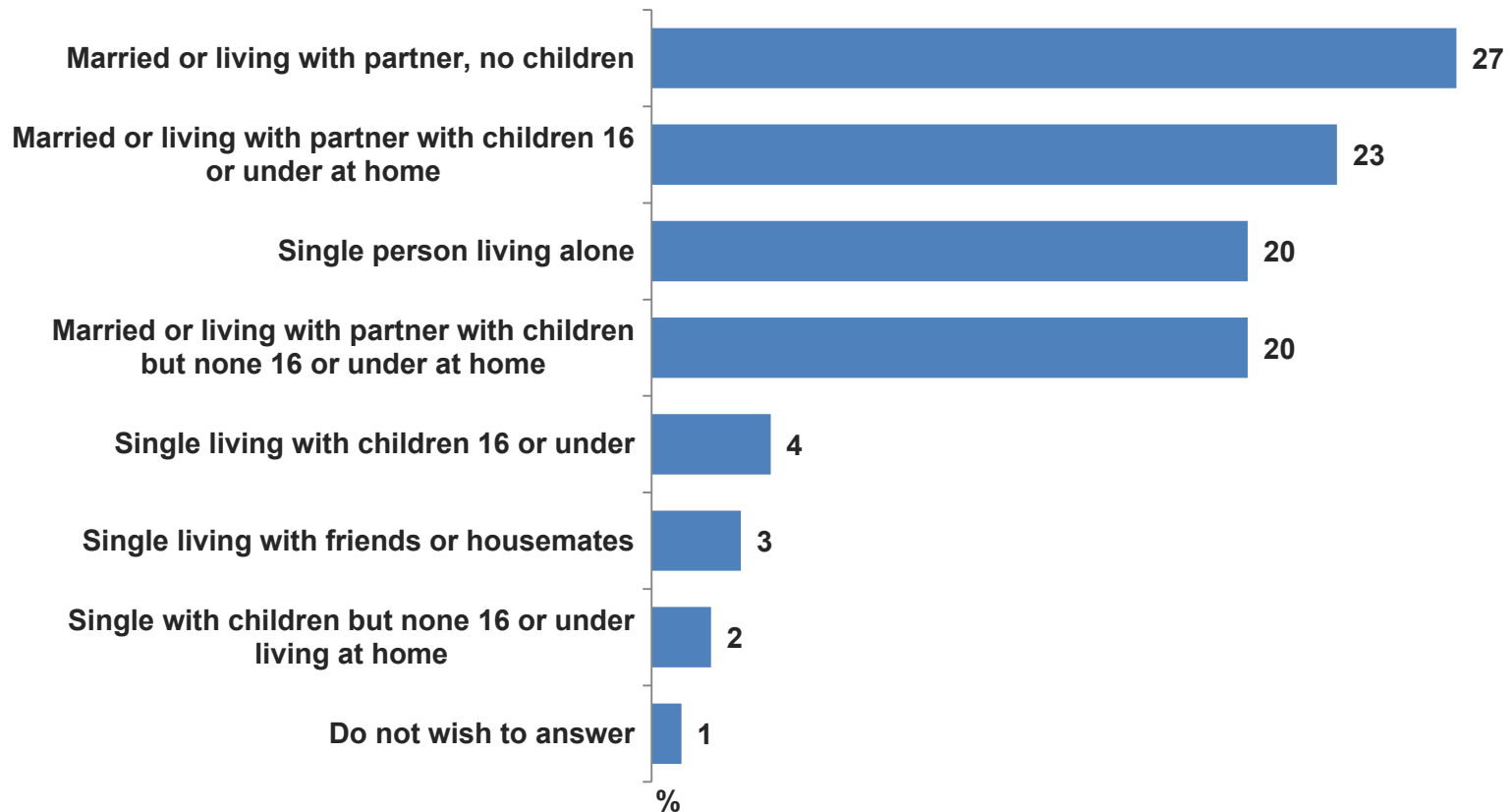


Please note that for the reason of simplifying reporting, interlocking age and gender reporting has not been included in this report. Interlocking age and gender analysis is still available in the dashboard and data tables provided alongside this report.

S3. [Record gender] / S4. To which of the following age groups do you belong?
 Base: All respondents. Councils asked State-wide: 69 Councils asked group: 18

2015 HOUSEHOLD STRUCTURE

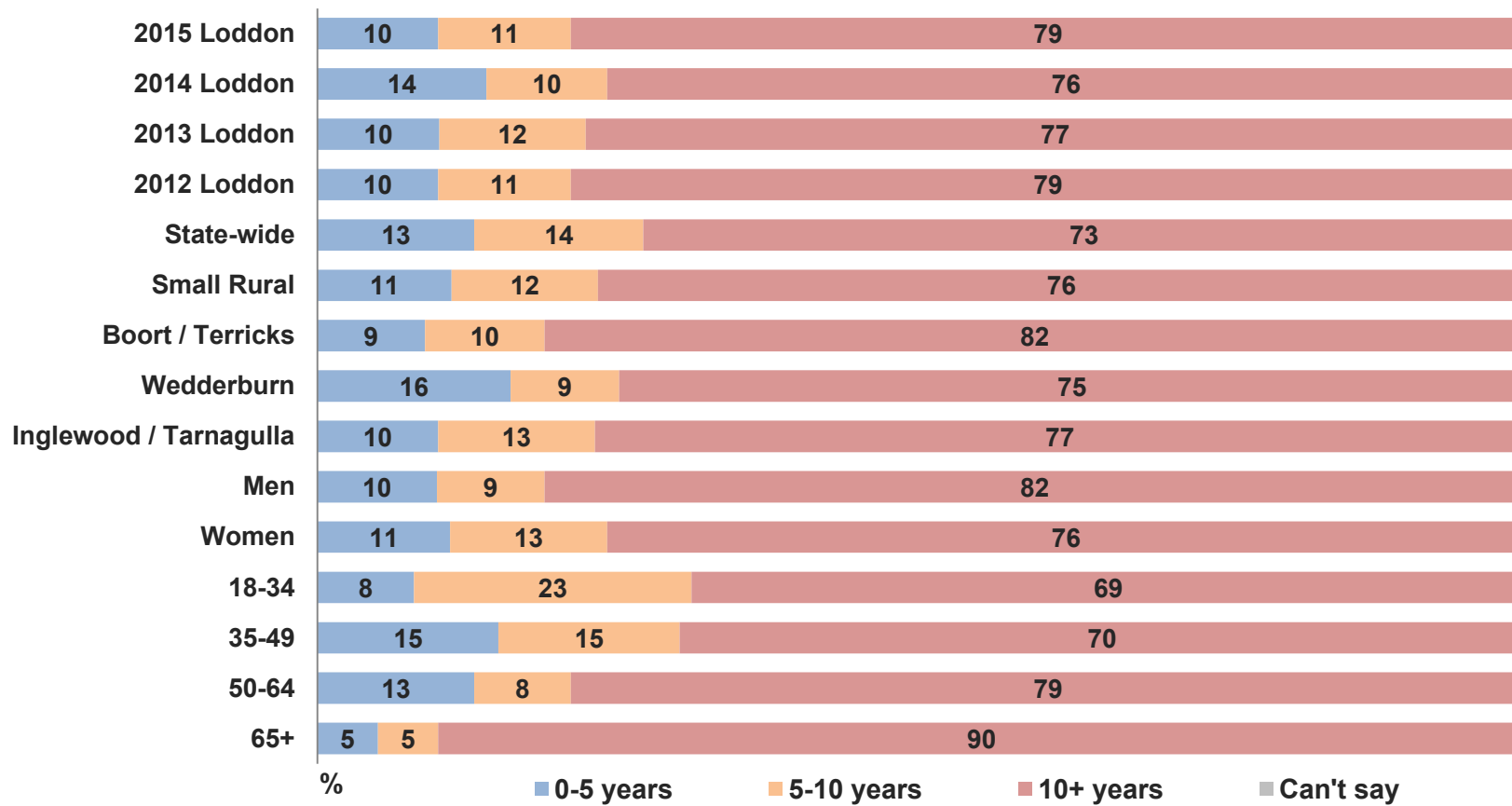
2015 Household Structure



S6. Which of the following BEST describes your household?
 Base: All respondents. Councils asked State-wide: 11 Councils asked group: 2

2015 YEARS LIVED IN AREA

2015 Years Lived in Area



S5. How long have you lived in this area?/How long have you owned a property in this area?
 Base: All respondents. Councils asked State-wide: 18 Councils asked group: 4





**APPENDIX A:
DETAILED SURVEY TABULATIONS**

AVAILABLE IN SUPPLIED EXCEL FILE

A satellite night view of the United States, showing city lights and a dense network of roads. The text is overlaid on the left side of the image.

**APPENDIX B:
FURTHER PROJECT INFORMATION**

APPENDIX B: BACKGROUND AND OBJECTIVES

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 Loddon 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 2012-2015 have been made throughout this report as appropriate.**

APPENDIX B:

MARGINS OF ERROR

The sample size for the 2015 State-wide Local Government Community Satisfaction Survey for Loddon 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 +/-4.7% 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 45.3% - 54.7%.

Maximum margins of error are listed in the table below, based on a population of 6,000 people aged 18 years or over for Loddon Shire Council, according to ABS estimates.

Demographic	Actual survey sample size	Weighted base	Maximum margin of error at 95% confidence interval
Loddon Shire Council	400	400	+/-4.7
Men	189	208	+/-7.0
Women	211	192	+/-6.6
Boort / Terricks	183	195	+/-7.2
Wedderburn	65	58	+/-12.2
Inglewood / Tarnagulla	152	147	+/-7.9
18-34 years	26	60	+/-19.6
35-49 years	66	85	+/-12.1
50-64 years	149	124	+/-8.0
65+ years	159	132	+/-7.7

APPENDIX B: ANALYSIS AND REPORTING

All participating councils are listed in the State-wide report published on the DELWP website. In 2015, 69 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 in 2012, 2013 and 2014 vary slightly to those participating in 2015.

Council Groups

Loddon Shire Council is classified as a Small Rural council according to the following classification list:

- Metropolitan, Interface, Regional Centres, Large Rural & Small Rural

Councils participating in the Small Rural group are: Alpine, Ararat, Benalla, Buloke, Central Goldfields, Gannawarra, Hepburn, Hindmarsh, Indigo, Loddon, Mansfield, Murrindindi, Pyrenees, Queenscliffe, Strathbogie, Towong, West Wimmera and Yarriambiack.

Wherever appropriate, results for Loddon Shire Council for this 2015 State-wide Local Government Community Satisfaction Survey have been compared against other participating councils in the Small Rural group and on a State-wide basis. Please note however, that council groupings have changed for 2015. As such, comparisons to previous council group results can not be made within the reported charts. For comparisons with previous groupings, please contact JWS Research.

APPENDIX B:

ANALYSIS AND REPORTING

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 benchmark 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.

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

APPENDIX B: ANALYSIS AND REPORTING

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

APPENDIX B:

INDEX SCORE SIGNIFICANT DIFFERENCE CALCULATION

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

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

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: ANALYSIS AND REPORTING

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 2015 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 2015 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 2015 State-wide Local Government Community Satisfaction Survey receives a customised report. In addition, the state government is supplied with a State-wide summary report of the aggregate results of 'Core' and 'Optional' questions asked across all council areas surveyed.

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.

The Overall State-wide Local Government Community Satisfaction Report is available at www.localgovernment.vic.gov.au.

APPENDIX B:

GLOSSARY OF TERMS

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

CSS: 2015 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.